

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

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I INTRODUCTION

- 1.1 Section 30(2) of the Broadcasting Act 1991 requires the *Broadcasting Authority* to engage in audience research in order to enable it to exercise its Constitutional functions.
- 1.2 This study follows a public call for tenders by the *Authority* in October 2001. This call for tenders required a Media Audit for both Radio and Television.
- 1.3 For 2002, the *Authority* again decided to conduct the audit twice. This report covers the second study for this year, conducted, as provided for in the tender document, in the fourth quarter of the year.
- 1.4 In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.
- 1.5 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Authority* to conduct the study, on the basis of the proposals submitted, by letter dated 31 January 2002.
- 1.6 This study accordingly refers to data collected for the fourth quarter of 2002. In respect of TV audience shares, this study follows along the lines decided upon by the Broadcasting Authority, namely that as from the October 2000 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 allow a better comparison across stations when stations target specific audiences at particular times. Like the studies conducted since the one conducted for the last quarter of 2000, the current 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.
- 1.7 Once more, this study provides data on:
 - i. audience size for all radio stations currently on air in Malta **on a daily basis**
 - ii. audience size for all local TV broadcasts **on a daily basis**;
 - iii. audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels and Satellite, so grouped, **on a daily basis**;
 - iv. the views of the Maltese on aspects of current broadcasting as explained in more detail in Chapter II 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.*

- 1.8 The aims of par. 1.5 (i), (ii) and (iii) above are to be clearly distinguished from that of par. 1.5 (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.
- 1.9 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*.
- 1.10 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.
- 1.11 It is to be noted that since October 2001 when this study was commissioned, Radju MAS is no longer transmitting. Besides, since this study was concluded, MAX Plus has also ceased operating on the Cable TV network. Data in its respect is being included, however, because it was actually still in operation when the fieldwork for this study was conducted. Live FM is not covered by this study since it was not operating when the study was commissioned.
- 1.12 Four *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B is the detailed station schedule for actual opening and closing times as forwarded to the researcher by the Broadcasting Authority. Appendix C focuses on the performance of all the stations exclusively on the Cable network. Lastly, Appendix D incorporates a copy of the Maltese version of the Questionnaire.
- 1.13 This volume incorporates many of the tables generated in this study, but this commentary 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. Unless indicated, references to Tables in the text point to the full tables in Part II (Tables) of this study.
- 1.14 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) *the nature and the approximate daily duration of radio listening and 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 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.*

2.2.1 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 2002 studies the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.

2.2.2 Through this study the *Authority* is being provided with data on the audience size, comprising persons 12 years and older, for the following:

Television	Radio
TVM	Radju Malta
Super One	Radju Parlament [106.6]
NET Television	Super One Radio
Smash TV	Radio 101
RAI Stations	Island Sound
Mediaset Stations	Bay Radio
	RTK
	Smash Radio
Cable	Calypso Radio
Channel 12	Campus FM
Education 22	Capital Radio
Max Plus	FM Bronja
Satellite Services	

2.4 Throughout this study, Satellite Services or Satellite Channels refers to those non-Maltese stations that can only be received through a dish antenna system or on Cable through the services provided by Melita Cable.

- 2.5 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2002 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 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	184	315	217	285
	%	%	%	%	%
12-17	11.2	9.8	10.5	16.1	9.1
18-30	21.0	21.7	26.0	15.7	18.9
30-51	37.1	35.3	41.0	33.6	36.5
51-65	18.2	22.8	14.3	13.8	22.8
over 65	12.6	10.3	8.3	20.7	12.6
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 76.3% (October 2001: 72.3%) stated that they do listen to the radio regularly, whilst the remaining 23.7% stated that they do not. This statistic suggests that there has been an increase 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 relatively lowest rate for radio listenership at 64.3% (October 2001: 54.5%). On the other hand, those aged over 65 registered the highest rating for radio listenership at 83.3% (October 2001: those aged 51-65 at 79.1%). Radio listenership is highest among C2 respondents, at 80.2% (October 2001: DE respondents at 75.4%). 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 0.4% stated that the amount of time they dedicate to radio varies considerably, but as many as 34.2% 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, albeit only among few Maltese. But figures start going down dramatically beyond the four hours point. The respective figures for 1-6 hours are as follows: 1 hour: 34.2%; 2 hours: 18.5%; 3 hours: 13.1%; 4 hours: 10.6%; 5 hours: 5.8% and 6 hours: 5.6%. By and large, females continue to show a tendency 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 once more recorded by this study to be higher than that obtained for females. Full details are provided in the Table.
- 4.2.3 Table 4.3 presents details as regards the place where radio is listened to. Of those who listen to the radio on a regular basis, as many as 73.3% (October 2001: 76.5%) of all respondents stated that they listen to the radio at home; 17.1% (October 2001: 16.9%) listen to it while at work, whilst 38.5% (October 2001: 26.1%) 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% (October 2001: 98.1%) stated that they do watch TV regularly, whilst the remaining 2% stated that they do not. This shows that the popularity of TV is practically at the same level as that registered in October 2001. No differences across gender exist in this regard. The age group which registered the highest rating for TV viewership once more comprised those aged 12-17, with 99.1%, but the lowest percentage reported amongst those aged 31-50 was not much lower, at 97.6%. At present, TV viewing is highest among C2 respondents, at 99.1%. Again, the lowest reported figure is not much less however: AB registered 97.3%. 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%, the same level registered in October 2001. As many as 0.9% stated that they view TV for nine or more hours daily. But most viewers do not exceed four hours of daily viewing. The values for 1 to 4 hours of viewing are: 1 hour: 15.5%; 2 hours: 32.2%; 3 hours: 25.1%; and 4 hours: 15.9%.
- 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 52.7% (October 2001: 57.5%) of all respondents stated that they watch TV in the sitting room, 23% (October 2001: 22.4%) watch TV in the bedroom, and 20% (October 2001: 13.7%) do so in the kitchen. The remaining 3% (October 2001: 5.1%) watch TV in the dining room, whilst 1.3% (October 2001: 1.2%) do so in another part of the house. It is interesting to note that more males continue to prefer to watch TV in the sitting room than females (54.2% males vs. 51.3% females). More males than females also prefer the bedroom (24.4% males vs. 21.8% females). DE respondents continue to register the highest percentage of respondents who prefer to watch TV in the bedroom (27.3% as opposed to 17.3% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 63.1% vs. C2 at 44.2%). These behavioural patterns are quite similar to those observed in previous studies. Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV and Satellite TV Facilities

- 4.4.1 As can be seen from Table 4.7, of all the respondents taking part in this study, 32.7% are served by a Roof Antenna, 67.6% stated that they are subscribed to Cable TV, whilst another 15.3% stated that they have a satellite dish system installed. The fact that these figures add up to more than 100% signifies that a number of houses are served with more than one system. Of particular note is the fact that relatively more DE members continue to be served with a roof Antenna (DE: 37.5% vs. AB: 28.3%). Cable TV is widely spread as a delivery system [not necessarily in terms of content] throughout the population even

though subscription among DE members is 10.3% lower than that among AB members. Satellite dish systems are also present among all the various socio-economic groups composing Maltese society, even if significantly less common among the DE component.

4.4.2 In turn, Table 4.8 maps out details about the type of Cable subscription the Maltese currently have: 51.6% are served by the *Reception* level; 28.9% stated that they are served by the *Basic Level*; 11.6% are serviced by *TV Plus* (at times also referred to as the *Family Pack*). The same Table shows the spread of the Premium Channels and of the Flexipack system as reported by subscribers.

4.5.0 Family Decision-Making Processes

4.5.1 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 4.9 give the findings for this study.

4.5.2 In fact, in 41.1% (October 2001: 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 28.3% (October 2001: 38.8%) of the cases the husband is reported to be the decision maker; in 17.7% (October 2001: 20%) of the cases it is the wife who decides whilst in 7.6% (October 2001: 9.4%) and 5.4% (October 2001: 6.7%) 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 2001 and the October 2002 surveys.

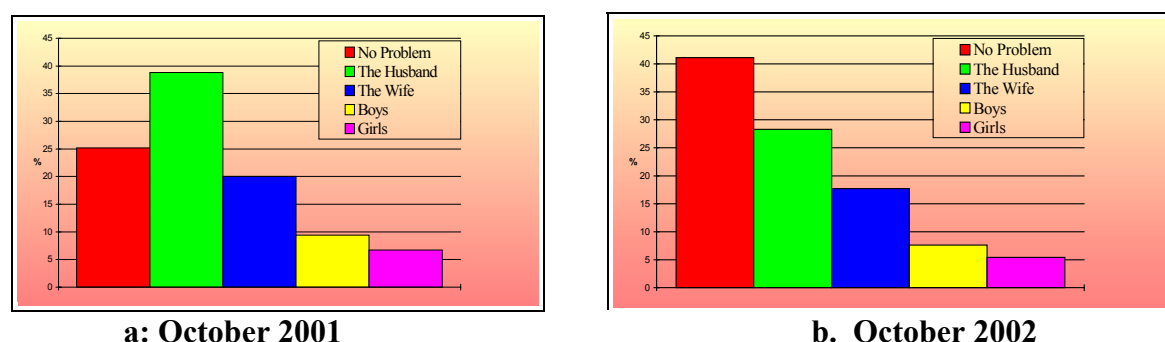


Figure 4.1: Who Decides which Channel is Selected in the Family

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, 77.1% (October 2001: 84.9%) prefer to follow the news on TV; 10.2% (October 2001: 7.1%) prefer the radio as their source for news; 7.6% (October 2001: 4.6%) prefer to read about news events in a newspaper, whilst 2.5% (October 2001: 1.3%) stated that they have no special preference. Another 2.6% (October 2001: 2.1%) prefer to learn the news from other persons.

5.2.2 A slight difference across the genders is to be noted among those who prefer to follow the news on TV (males 75.9%; females 78.3%); males registered a negligibly higher percentage among those who prefer radio (10.6% males vs. 9.8% females). Although their relative importance appear to be on the increase, newspapers remain more popular among males 9% (October 2001: 5.9%) than among females 6.3% (October 2001: 3.3%).

5.2.3 TV as the main source for news is most popular among those over 18-30 years at 80.5%; radio is also the most popular source amongst those who are 65+ years at 20.6%; whilst newspapers continue to be most popular among those aged 12-17, at 9.8%. The socio-economic category with the highest preference for TV as the source for news was DE and 81.8%, closely followed by C1, at 75.9%. Radio is preferred most by those in the C2 socio-economic category, at 12.4%. 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, 81.9% (October 2001: 87%) prefer TV; 9.1% and 3.9% (October 2001: 6.1% and 3.4%) prefer the radio and newspapers respectively. One point nine per cent stated that they prefer to obtain foreign news from other persons, whilst the remaining 3.2% stated that they have no special preference for any of the media.

5.3.2 Males showed a slightly higher preference than females for TV (82.2% males vs. 81.6% females). In respect of radio, females registered higher percentages

(9.8% vs. 8.4% males). Males also continue to prefer newspapers more than females (4.1% males vs. 3.7% females). Newspapers are most preferable to those aged 12-17 (6.3%), and AB (4.9%). 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 which is their preferred time for the main news bulletin. The findings are presented in full in Table 5.3. A good percentage (13.5%) stated that they prefer 7.30 p.m., but a majority of 64.1% 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 to the audience audit section of this study, 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 62.3% and 62.9% (October 2001: 52.3% and 56.1%) stated that they had not watched the news on these two days respectively. TVM ranked highest with 27.6% and 27.5% respectively for the two days. This station was followed by Super 1 (17.6% and 17% respectively); NET TV (14.4% and 12.5% respectively) and Smash TV (0.2% and 0.1% respectively). The percentages add to more than 100% because a good number of respondents reported that they watched the news on more than one station. It is interesting to note that whilst the socio-economic component of the audiences for the news bulletins of TVM is very evenly spread, that of NET tends somewhat to be composed relatively more of the higher socio-economic groups, whilst that of Super 1 tends to have a relatively larger component of DE. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

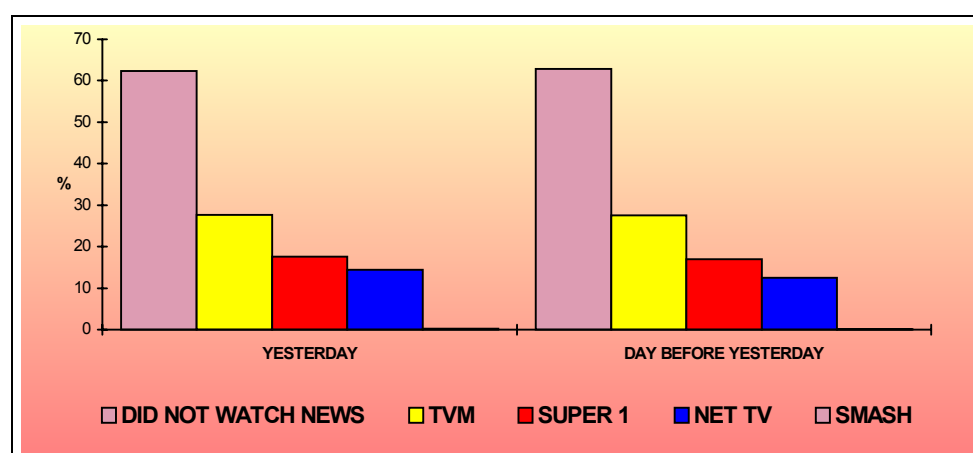


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 2002 (Fourth Quarter) 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 - 2002)**

PROGRAMME SECTOR	%	%	%	%
	1999 (October)	2000 (October)	2001 (October)	2002 (October)
Music	74.6	88.9	86.3	82.1
Local News	73.0	84.5	76.0	74.5
Foreign News	63.7	82.6	72.7	70.9
Discussions on Personal Problems	56.0	68.3	54.1	47.1
Current Affairs	37.1	59.1	41.6	38.7
Religion	36.3	43.6	34.9	37.6
Health/Beauty/Home/Law	37.8	49.0	37.2	37.4
Culture	25.8	40.2	32.5	29.3
Women's Programmes	Not Available	30.2	29.4	29.1
Sports	25.4	41.0	27.3	26.2
Novels/Plays	28.5	35.4	32.3	25.4
Money/Business	13.5	29.9	18.8	13.9
Children	13.3	27.2	12.3	11.0

6.2.2 The table above indicates that very minor shifts have occurred in the relative importance given by the Maltese to the relative programme segments since the 2001 study. The comparison of the figures for the current study shows that the *Women's Programmes* and the *Sports* segments have gained in relative importance because they have climbed one rung up the scale, whilst *Novels and Plays* have lost some.

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 - 2002)**

PROGRAMME SECTOR	%	%	%	%
	1999 (October)	2000 (October)	2001 (October)	2002 (October)
Foreign News	84.4	94.8	94.8	90.4
Local News	88.0	95.0	94.9	89.9
Discussions	68.6	73.6	71.8	74.5
Documentaries	59.1	71.8	70.0	65.5
Weather	65.4	75.9	61.9	65.4
Feature Films	73.0	81.0	78.8	62.3
Plays	51.1	56.0	61.0	56.4
Quizzes/Game Shows/Variety Progr.	59.9	69.9	32.1	55.5
Sports	56.2	65.4	61.1	52.9
Religion	39.0	43.4	35.4	51.8
Serials/Soap Operas	47.5	58.6	56.5	51.7
Art & Culture	33.7	39.2	33.5	45.5
Women's Programmes	37.2	39.6	37.4	41.8
Current Affairs	40.6	50.9	45.2	38.2
Music Video-Clips	37.6	41.0	35.3	28.2
Children's Programmes	37.3	38.7	30.9	26.4
Business & Finance	24.0	29.6	19.0	20.9

6.3.2 This table shows that both *Foreign* and *Local News* continue to be the sectors most preferred by Maltese TV audiences, at 90.4% and 89.9% respectively. This time, however, *Foreign News* attract more interest than *Local News*. In general the values for this study are lower than those obtaining last year. A number of segments have moved: most notable is the increase in interest in *Discussions*, *Documentaries*, *Weather*, *Plays*, *Religion*, *Women's Programmes*, *Quizzes* and the *Art & Culture* segment, all of which moved up the scale. Again, the programme sector with the least interest among television viewers continues to be the one that covers *Business and Finance*, on which only 20.9% 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. This clearly shows that certain programme segments are very much medium specific.

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 2002 studies are summarised in Table 6.3-1.2. To facilitate comparisons, Table 6.3-1.1, which is the respective Table for October 2001, is also being included here.
- 6.4.2 In the 2001 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%.
- 6.4.3 In the current study three stations were rated first for *Local News*: Super 1 Radio, Radju Malta (which received an equal rating for both *Local* and *Foreign News*) and Radio 101. RTK has once more been ranked highest for programmes on *Religion*. The rest of the stations were ranked first for their music 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* and *Discussions*; Super 1 in *Local News*, *Discussions*, *Health & Beauty Programmes*; Radio 101 in *Local News* and *Foreign News* and RTK in *Religion*, *Discussions* and in *Health & Beauty Programmes*. The highest ranking in all programme segments for October 2002 was recorded by RTK in *Religion*, with 21.1%, followed by Radio Super 1 in *Local News* at 20.5%.
- 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 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(October 2001)**

	MRM1	RP	UPE1 UPEI 1	101	IS	BAY	RTI	SMASH	CALYPSO	UNIRADIO	MAS	FM BRONJA	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

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(October 2002)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	NONE	OTAI
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	8.6	10.9	7.3	2.9	16.0	6.9	4.6	9.3	0.4	2.0	6.8	17.9	100
Discussions	11.3	0.3	13.6	7.2	0.1	0.3	13.7	-	0.4	-	-	0.3	52.9	100
Sport	5.1	0.3	9.3	3.3	0.5	2.2	2.6	0.5	1.3	-	-	1.0	73.8	100
Money & Business	3.3	-	5.8	2.6	-	0.1	2.0	-	-	-	-	0.1	86.1	100
Culture	7.7	0.1	8.8	5.0	-	-	5.8	-	0.3	0.3	1.3	0.1	70.7	100
Health/Beauty/home/Law	8.6	0.1	12.3	5.1	-	0.1	10.9	-	-	-	-	0.3	62.6	100
Religion	5.8	0.1	7.2	2.9	-	-	21.1	0.3	0.1	-	-	0.1	62.4	100
Novels & Plays	7.2	0.1	9.8	3.0	-	-	4.8	0.1	-	-	0.1	0.1	74.6	100
Children	2.0	0.1	4.5	2.1	0.1	-	2.1	-	-	-	-	0.1	89.0	100
Women's Prg	7.3	-	8.4	3.9	-	-	9.0	-	-	-	-	0.4	70.9	100
Local News	13.5	1.0	20.5	11.5	1.3	7.5	12.4	2.1	1.4	-	-	3.1	25.5	100
Foreign News	13.5	1.0	19.1	10.7	1.8	6.4	12.2	1.8	1.3	-	0.1	2.9	29.1	100
Current Affairs	7.1	-	10.9	9.7	0.8	2.2	6.5	0.4	0.1	-	0.1	0.9	61.3	100

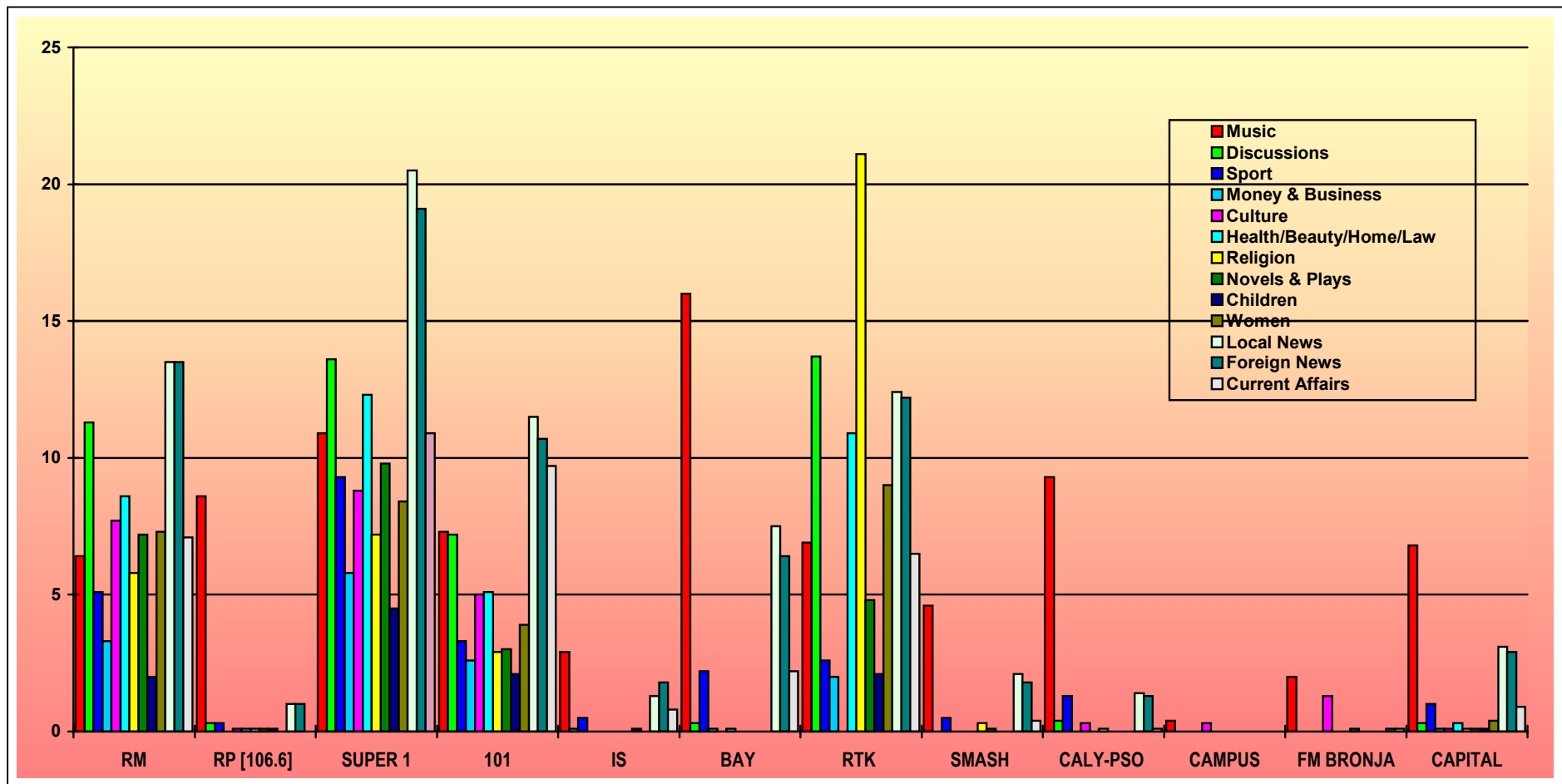


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 2002)

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 and Bay Radio are considered by the Maltese to be the best three radio stations in Malta at present. As the Figure shows, Radio 101 and Radju Malta come next. Following these stations, there is a substantial gap and the rest of the local stations.

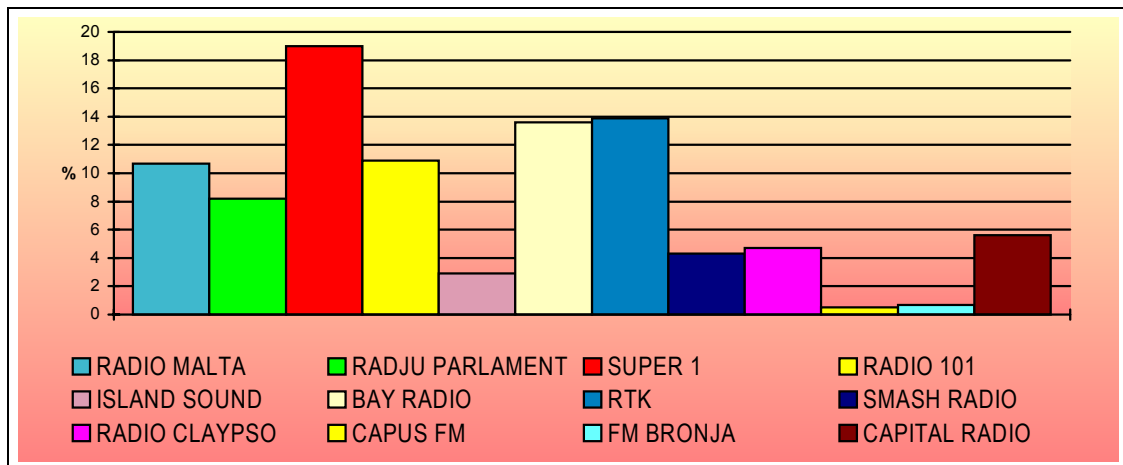


Fig 6.2: Overall Preference for 'Best Radio Station'

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 2002 study. These three full Tables are in turn summarised in Table 6.5-1.2. To facilitate comparisons, the figures obtained in the October 2001 study are also being summarised in Table 6.5-2.1 below.

6.5.2 In the 2001 study, when each individual station is analysed by segments, 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 ranked highest for *Music Video-Clips*; RAI was ranked highest for its *Documentaries*, whilst the Mediaset group of channels were then ranked highest for *Feature Films*. In the 2001 study too, the other Italian stations were ranked highest for *Music Video-Clips* whilst the Satellite channels were ranked highest for *Documentaries*. Max Plus was then ranked highest for its *Women Programmes*. Interestingly so, TVM and NET TV were both ranked second for *Discussions*. Super 1 was again been ranked second for its *Local News* segment whilst TVM was ranked second for the *Discussion* programmes.

6.5.3 In the current study, when each individual station is similarly analysed by segments, TVM has been ranked highest for the *Discussions* programme segment. Super 1 TV and NET TV have again been ranked highest for *Local News*. Smash has been highest for *Religion*. RAI has been ranked highest for its *Foreign News*, whilst the Mediaset group of channels were ranked highest for *Feature Films*. In this study too, the other Italian stations have again been

ranked highest for *Documentaries* whilst the Satellite channels have also been highest for *Documentaries*. Max Plus has been ranked highest for its *Serials and Soap Operas*. Interestingly so, this time TVM has been ranked second for *Local News*, Super 1 TV for *Plays*, whilst NET TV has been ranked second for *Religion*. Satellite stations have once more been ranked second for *Foreign News* and third 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 2001)

	TVM	SUPER 1	NET	IMASH	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
Foreign News	26.0	20.4	10.3	-	-	13.8	10.3	0.4	13.6	5.2	100
Sports	8.9	12.5	7.6	0.2	-	9.3	7.5	0.5	14.6	38.9	100
Weather	24.6	16.1	7.7	-	-	3.8	2.5	0.1	7.0	38.1	100
Feature Films	2.9	7.2	1.8	0.3	1.4	9.8	35.0	2.5	17.8	21.2	100
Serials/Soap Operas	3.9	15.7	4.1	-	5.5	1.5	20.6	1.0	4.3	43.5	100
Documentaries	6.5	8.8	3.9	0.1	0.1	16.0	11.9	1.5	21.2	30.0	100
Current Affairs	10.6	12.1	4.8	0.1	0.2	4.6	2.9	0.4	9.6	54.8	100
Discussions	35.5	18.7	9.1	0.2	0.4	1.8	2.9	0.1	3.1	28.2	100
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
Music Video-Clips	0.9	5.4	1.7	10.1	0.3	0.6	2.3	2.7	11.2	64.7	100
Plays	16.7	33.9	7.5	-	0.1	0.1	0.3	0.1	2.2	39.0	100
Art & Culture	11.9	10.6	3.8	-	0.3	1.8	0.8	0.2	4.1	66.5	100
Women	7.6	13.7	3.6	0.3	8.6	0.3	0.5	0.2	2.5	62.6	100
Children	3.3	8.1	10.0	-	0.9	0.7	2.3	0.7	4.8	69.1	100
Religion	7.2	10.2	10.9	3.8	-	0.3	0.1	0.2	2.7	64.6	100
Business & Finance	3.7	8.2	2.5	0.5	-	-	0.1	0.2	3.8	81.0	100

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(October 2002)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIA-SET	OTHER ITALIAN	SATEL. LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	51.1	24.4	14.3	0.1	0.1	-	-	-	-	10.1	100
Foreign News	26.7	16.0	7.4	0.1	-	10.9	11.6	0.2	17.4	9.6	100
Sports	9.6	8.8	5.4	0.5	-	5.5	8.0	0.2	15.0	47.1	100
Weather	28.4	14.8	7.7	-	-	4.4	2.4	-	7.6	34.6	100
Feature Films	4.0	2.7	1.2	0.2	1.5	5.9	28.7	0.7	17.3	37.7	100
Serials/Soap Operas	6.9	10.2	6.0	0.1	5.5	1.1	16.6	-	5.2	48.3	100
Documentaries	16.4	2.7	1.8	0.9	-	13.6	5.5	0.9	23.6	34.5	100
Current Affairs	19.1	5.5	0.9	-	-	6.4	1.8	-	4.5	61.8	100
Discussions	57.3	5.5	2.7	-	-	5.5	-	-	3.6	25.5	100
Quizzes/Game Shows/Variety Programmes	12.7	10.9	2.7	-	-	10.0	16.4	-	2.7	44.5	100
Music Video-Clips	6.4	0.9	-	1.9	0.9	0.9	0.9	1.8	14.5	71.8	100
Plays	25.5	20.0	6.4	-	-	1.8	-	-	2.7	43.6	100
Art & Culture	34.5	2.7	0.9	-	-	3.6	0.9	-	2.7	54.5	100
Women	28.2	8.2	-	-	0.9	0.9	1.8	-	1.8	58.2	100
Children	10.0	-	6.4	-	-	1.8	3.6	-	4.5	73.6	100
Religion	23.6	8.2	10.9	3.6	-	2.7	-	-	2.7	48.2	100
Business & Finance	13.6	2.7	0.9	-	-	0.9	-	-	2.7	79.1	100

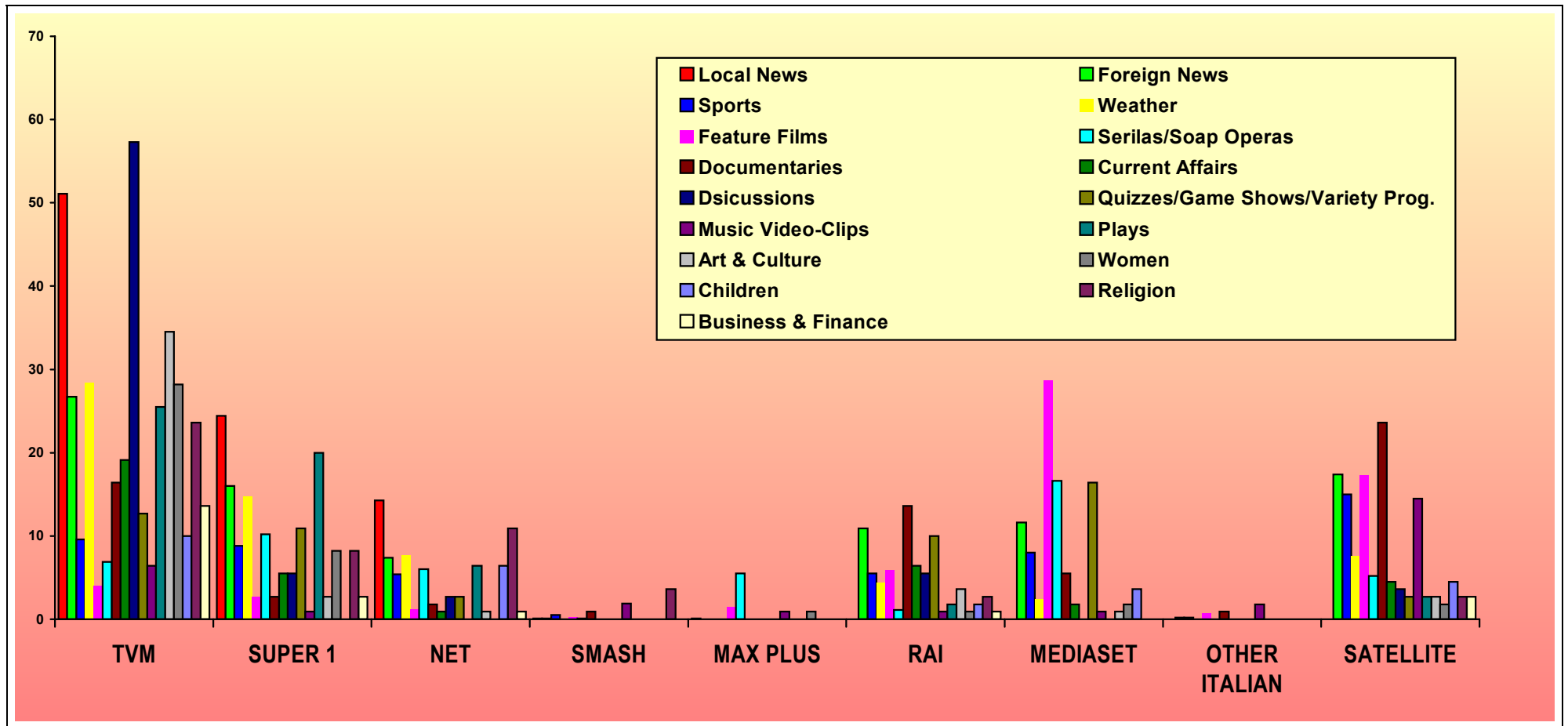


Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 2002)

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 2001 and October 2002 studies. The data for the current study (October 2002) are presented in full in Table 6.6 (in the *Tables* Section of this Report), which provides the full breakdowns on this subject.

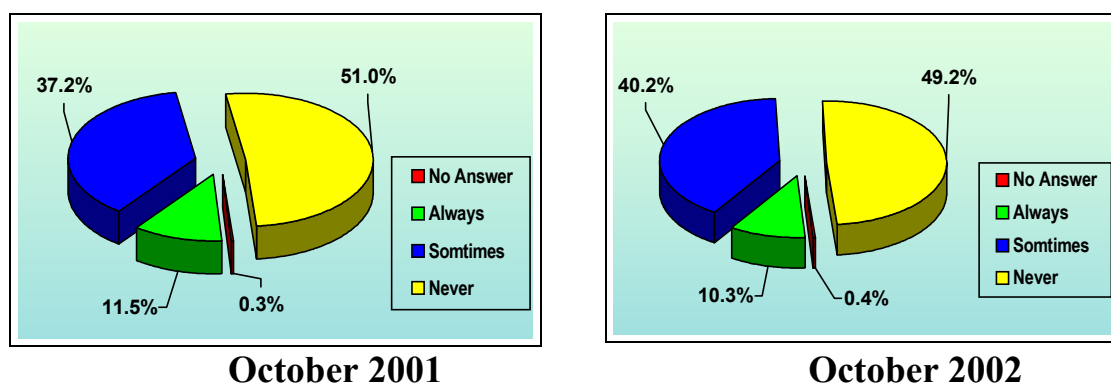


Fig 6.4: Extent of Interest in Political Broadcasts - October 2001 and 2002

6.6.2 The full breakdowns suggest that there continues to be a slightly higher interest among males to follow political broadcasts always (11% among males vs. 9.6% females). Those aged 51-65 years retain the highest interest to follow these broadcasts since 14.8% say that they always view them. Persons in the AB socio-economic group registered the highest percentage (11.4%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (50.5% females vs. 47.8% males). It is worth noting that the number of those who 'always' follow the Authority's political broadcasts has gone down further to 10.3% this time round from the 11.5% level obtained for the same period in 2001. The fact that the number of 'never' has increased and the number of 'always' has decreased suggests that the Maltese are increasingly unhappy with what the BA is providing in this programme segment.

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 volume incorporating the Tables for this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 6.5% 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 (1.8%); more plays (0.9%) and more sports (0.7%). Other proposals were made by a very small number of respondents, and these are listed in full in Table 6.7.

- 6.7.3 In contrast to radio, many more (as many as 39.7% 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 Films (6%); more Documentaries (4.9%); more plays in Maltese (3.6%); more Sports (3.5%); more serious and Educational Programmes (2.5%); more Discussion Programmes (1.3%); more Religious Programmes (1.2%); more Comedy (1.1%); and more Maltese Soap Operas (1%). 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. Most significant, although clearly not something easily attainable, is the suggestion made by as many as 6.8% that the local stations should organise their schedule in a way that the same genre of programme is not transmitted at the same time by more than one station!

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 2.38% (October 2001: 2.58%). The highest daily average for the station was this time registered on Monday, with 3.80% (October 2001: Wednesday, 3.07%). This was followed by RTK, with a daily average of 1.60% (October 2001: 1.83%). This station's highest average was registered on Monday with 2.15% (October 2001: Saturday, 2.24%). This time third comes Radju Malta at 1.17% (October

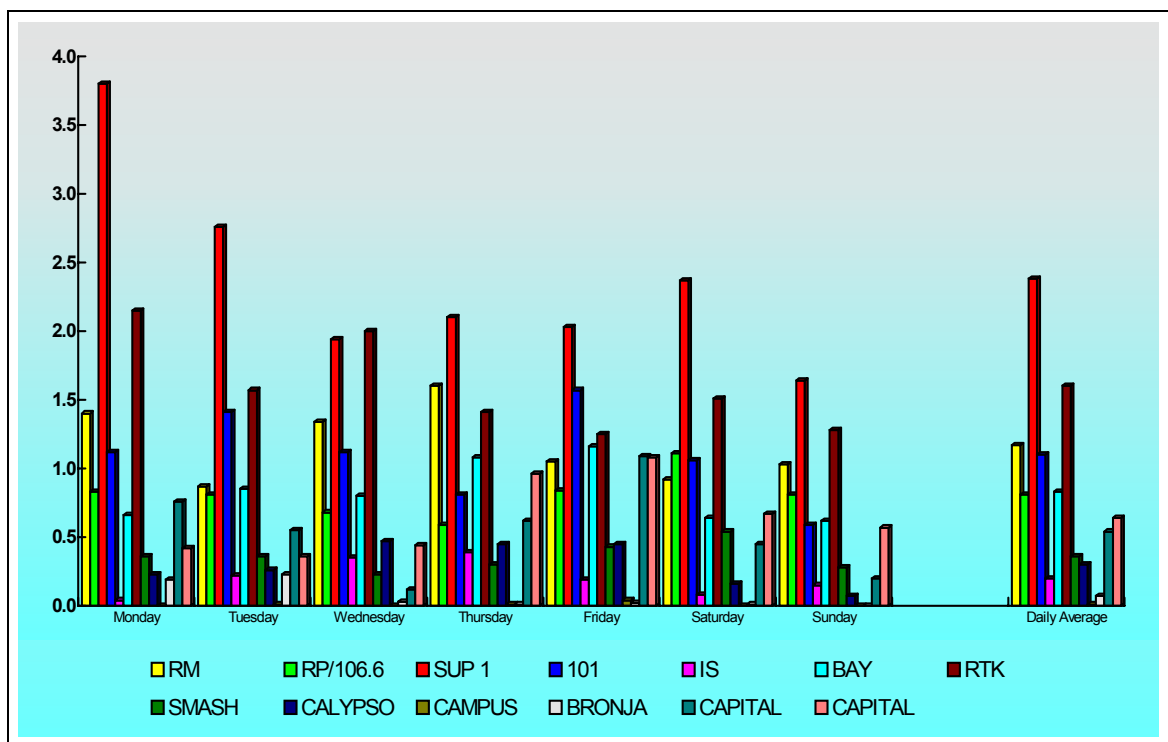
2001: also 1.28%). Table 7.1-1 (October 2001) is included for easy comparison.

Table 7.1-1: Daily Radio Average Audience Share - October 2001
(All available Time-slots)

	R RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI ADIO	VAS	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

Table 7.1-2: Daily Radio Average Audience Share - October 2002
(All available Time-slots)

	RM	RP/1 06.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	NONE
Monday	1.40	0.83	3.80	1.12	0.04	0.66	2.15	0.36	0.23	0.00	0.19	0.76	88.46
Tuesday	0.87	0.81	2.76	1.41	0.22	0.85	1.57	0.36	0.26	0.01	0.23	0.55	90.10
Wednesday	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93
Thursday	1.60	0.59	2.10	0.81	0.39	1.08	1.41	0.30	0.45	0.01	0.01	0.62	90.63
Friday	1.05	0.84	2.03	1.57	0.19	1.16	1.25	0.43	0.45	0.04	0.02	1.09	89.90
Saturday	0.92	1.11	2.37	1.06	0.08	0.64	1.51	0.54	0.16	0.00	0.01	0.45	91.15
Sunday	1.03	0.81	1.64	0.59	0.15	0.62	1.28	0.28	0.07	0.00	0.00	0.20	93.32
Daily Average	1.17	0.81	2.38	1.10	0.20	0.83	1.60	0.36	0.30	0.01	0.07	0.54	90.64



(All available Time-slots)
Figure 7.1: Daily Radio Average Audience Share 2002

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 Monday with 9.44% (October 2001: Saturday, also with 9.44%). The closest peak was once more that reached by RTK on Monday as well, with 8.39% (October 2001: Saturday, 7.69%). Figure 7.2 graphically portrays how the stations compare on this index. Table 7.2-1 (October 2001) is being included for easy reference.

Table 7.2-1: Daily Radio Peak Audience Share - October 2001

	R RM	RP	SUPER 111	101	IIS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	MAS TOTAL	FM IRONJA TOTAL	CAPITAL TOTAL
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

Table 7.2-2: Daily Radio Peak Audience Share - October 2002

	RM	RP/1 06.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
Monday	4.55	2.45	9.44	3.50	1.05	2.45	8.39	1.05	1.05	0.00	0.70	1.75
Tuesday	4.20	2.45	6.99	4.90	0.70	2.45	4.90	1.75	1.05	0.35	0.70	1.40
Wednesday	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05
Thursday	5.94	2.80	5.24	2.10	1.75	2.45	4.55	1.05	2.45	0.35	0.35	1.75
Friday	3.15	3.15	5.24	4.55	0.70	3.15	3.50	1.40	2.10	0.35	0.35	2.80
Saturday	3.15	2.80	6.64	3.15	0.70	2.45	5.94	1.75	0.70	0.00	0.35	2.45
Sunday	2.80	2.10	3.85	2.10	1.05	2.10	4.20	1.75	0.35	0.00	0.00	1.05
Highest Peak	5.94	3.15	9.44	4.90	1.75	3.15	8.39	1.75	2.45	0.35	0.70	2.80

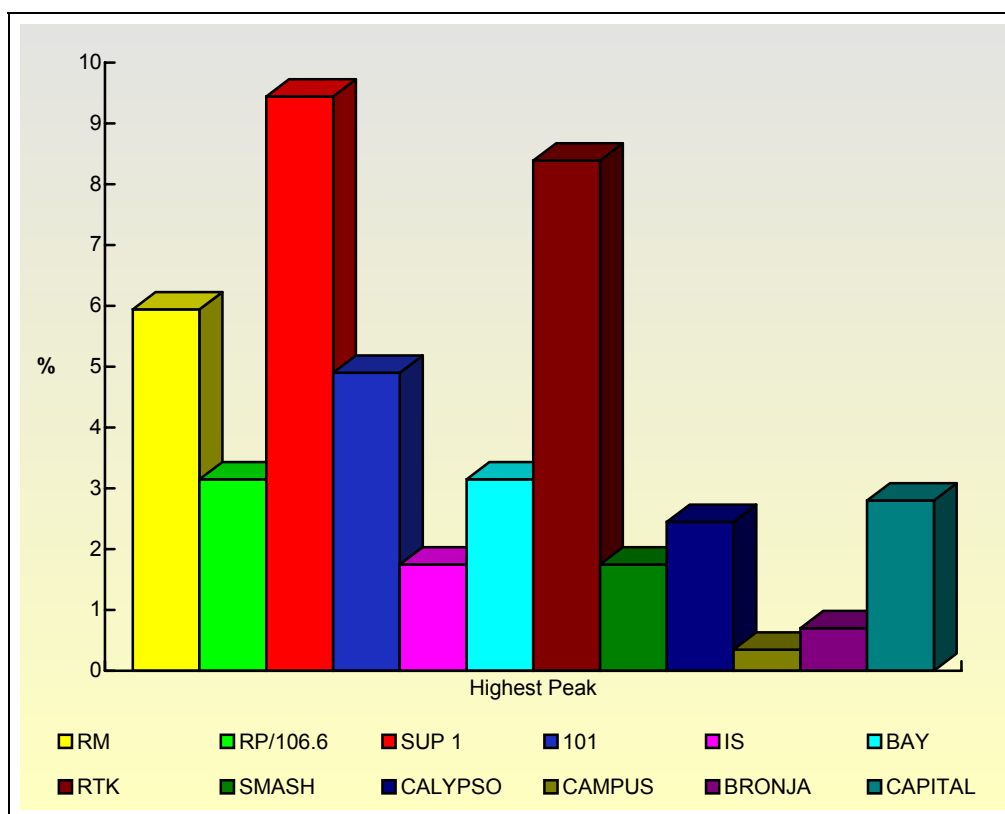


Figure 7.2: Highest Radio Station Peak Audience Share – October 2002

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. 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 5.94%, reached on Thursday between 10.30 a.m. – 11.00 a.m.. The station manages to capture a relatively smaller audience in the afternoon.
- 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. Its peak for the week was reached on Monday between 9.00-11.00 a.m. at 9.44%. Super 1 Radio normally attracts a relatively high audience into the late afternoon.
- 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. Its peak for the week under examination was reached on Tuesday at noon, with 4.90%.
- 7.5.5 RTK also has its best audience ratings in the morning. The highest peak was reached on Monday between 10.30 a.m. and 11.00 a.m. with an audience of 8.38% of all those listening to radio at that hour. RTK continues to have a good afternoon audience, although the level is not constant for the whole week.
- 7.5.6 Bay Radio has a stable audience, mostly in the morning. The stations peaked on Friday at 10.00 a.m., with 3.15%.
- 7.5.7 Capital Radio has a stable morning audience which tends, even if not consistently, tends to become stronger in the early afternoon. The peak reached on Friday at 9.30 a.m. Calypso Radio, on the other hand, reaches its peak audience on Thursday at 7.00 p.m. On most days, this station has a stable, if relatively low audience, throughout the day. Radju Parlament [106.6 FM] has managed to expand its audiences and is offering strong competition to the other music stations. It records a peak on Friday with 3.15% audience size. Smash Radio has its highest audience level of 1.75% on three different days: Tuesday and Saturday in the morning and on Sunday in the afternoon. Smash Radio's audience is scattered all throughout the day.
- 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. What is also interesting is the expansion in afternoon audiences on certain days, specifically on Wednesday, Thursday, Fridays and especially on Sunday since the October 2001 study.

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	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	100.00
12030	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	100.00
13100	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	100.00
14130	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	100.00
15200	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	100.00
16230	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	100.00
17300	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	100.00
18330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100.00
19400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100.00
20500	0.00	0.00	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.90	100.00
21530	0.00	0.00	1.75	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	96.85	100.00
22600	0.35	0.35	3.15	0.35	0.00	0.35	2.45	0.00	0.00	0.00	0.00	0.35	92.66	100.00
23630	0.70	0.35	4.20	0.35	0.00	0.70	2.80	0.00	0.00	0.00	0.00	0.35	90.56	100.00
24700	2.10	0.70	5.59	2.10	0.35	0.70	2.45	0.00	0.00	0.00	0.35	0.70	84.97	100.00
25730	2.10	1.05	6.64	2.45	1.05	1.05	2.45	0.00	0.00	0.00	0.35	0.70	82.17	100.00
26800	2.45	1.05	8.39	3.15	0.35	2.45	3.50	0.70	0.35	0.00	0.70	1.75	75.17	100.00
27830	3.15	0.70	9.09	3.15	0.00	1.75	4.55	0.35	0.35	0.00	0.70	1.75	74.48	100.00
28900	3.85	1.05	9.44	3.15	0.00	2.10	5.94	0.35	0.35	0.00	0.70	1.75	71.33	100.00
29930	3.50	1.05	9.44	3.50	0.00	2.10	6.99	0.35	0.35	0.00	0.70	1.75	70.28	100.00
301000	4.55	1.05	9.44	3.15	0.00	2.10	7.69	1.05	0.35	0.00	0.70	1.75	68.18	100.00
311030	4.55	1.05	9.44	2.80	0.00	1.75	8.39	0.70	0.35	0.00	0.70	1.75	68.53	100.00
321100	4.20	1.05	9.09	2.80	0.00	1.40	8.04	0.70	0.35	0.00	0.35	1.75	70.28	100.00
331130	3.50	1.05	8.74	2.80	0.00	1.40	7.34	0.70	0.35	0.00	0.35	1.75	72.03	100.00
34NOON	4.20	1.05	7.34	2.10	0.00	0.70	5.24	0.70	0.35	0.00	0.35	1.75	76.22	100.00
351230	3.15	1.05	7.69	1.75	0.00	0.70	3.15	0.70	0.35	0.00	0.35	1.75	79.37	100.00
361300	2.10	1.05	6.99	1.05	0.00	0.70	2.45	1.05	0.35	0.00	0.35	1.40	82.52	100.00
371330	1.05	0.70	5.24	1.40	0.00	0.70	1.75	1.05	0.35	0.00	0.35	1.40	86.01	100.00
381400	1.05	1.05	4.90	1.05	0.00	1.05	1.75	0.70	0.70	0.00	0.35	1.05	86.36	100.00
391430	1.05	1.40	4.55	0.70	0.35	0.70	2.10	1.05	0.70	0.00	0.35	1.40	85.66	100.00
401500	1.40	1.75	4.55	1.05	0.00	0.70	1.40	0.35	0.35	0.00	0.35	1.05	87.06	100.00
411530	1.40	1.40	4.55	1.05	0.00	1.05	2.80	0.70	0.35	0.00	0.35	0.70	85.66	100.00
421600	1.05	2.45	4.55	1.75	0.00	0.35	2.80	0.35	0.35	0.00	0.35	1.40	84.62	100.00
431630	0.70	2.45	4.55	1.75	0.00	0.70	2.45	0.35	0.00	0.00	0.35	1.05	85.66	100.00
441700	1.05	2.10	4.90	2.10	0.00	1.75	2.45	0.35	0.00	0.00	0.00	0.70	84.62	100.00
451730	1.05	2.10	4.90	2.45	0.00	0.70	2.45	0.35	0.00	0.00	0.00	0.70	85.31	100.00
461800	1.05	1.40	4.55	2.45	0.00	1.05	2.10	0.70	0.35	0.00	0.00	0.70	85.66	100.00
471830	1.05	1.40	3.50	1.05	0.00	0.35	1.40	0.70	0.70	0.00	0.00	0.70	89.16	100.00
481900	0.70	1.75	3.15	0.35	0.00	0.35	2.10	0.70	1.05	0.00	0.00	0.35	89.51	100.00
491930	0.70	1.40	1.75	0.35	0.00	0.35	1.05	0.70	1.05	0.00	0.00	0.35	92.31	100.00
502000	1.05	1.05	1.40	0.35	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.35	94.06	100.00
512030	1.05	0.70	1.05	0.00	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.35	95.10	100.00
522100	1.40	0.70	1.05	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.35	95.10	100.00
532130	1.40	1.05	1.05	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	95.10	100.00
542200	1.40	0.70	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	96.15	100.00
552230	1.40	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	96.85	100.00
562300	1.40	0.00	1.75	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.50	100.00
572330	0.35	0.00	1.40	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100.00
58average	1.40	0.83	3.80	1.12	0.04	0.66	2.15	0.36	0.23	0.00	0.19	0.76	88.46	
59maximum	4.55	2.45	9.44	3.50	1.05	2.45	8.39	1.05	1.05	0.00	0.70	1.75	100.00	
60std. dev.	1.35	0.68	3.24	1.16	0.17	0.69	2.38	0.36	0.29	0.00	0.25	0.64	9.94	
61														
62average for 0600- 2400 hrs	1.86	1.09	5.00	1.48	0.06	0.87	2.83	0.48	0.31	0.00	0.25	0.96	84.81	

**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 / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	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	100.00
12030	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	100.00
13100	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	100.00
14130	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	100.00
15200	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	100.00
16230	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	100.00
17300	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	100.00
18330	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	100.00
19400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
20430	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.60	100.00
21500	0.00	0.00	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100.00
22530	0.00	0.35	1.40	0.00	0.00	0.70	1.05	0.00	0.00	0.00	0.00	0.35	96.15	100.00
23600	0.00	0.35	2.45	1.40	0.35	1.05	2.80	0.00	0.00	0.00	0.00	0.70	90.91	100.00
24630	0.00	0.35	3.50	1.75	0.35	1.75	3.15	0.00	0.00	0.00	0.00	0.70	88.46	100.00
25700	1.40	0.70	3.85	3.50	0.00	1.05	3.50	0.00	0.00	0.00	0.35	1.40	84.27	100.00
26730	1.40	0.70	4.90	3.85	0.70	1.75	2.80	0.00	0.35	0.00	0.35	1.40	81.82	100.00
27800	1.40	0.70	6.99	3.85	0.70	2.10	2.80	0.70	0.35	0.00	0.70	1.05	78.67	100.00
28830	2.80	0.70	6.99	3.85	0.70	1.40	2.45	0.70	0.35	0.35	0.70	1.05	77.97	100.00
29900	3.85	1.40	6.99	3.85	0.70	1.40	3.15	0.70	0.35	0.35	0.70	1.05	75.52	100.00
30930	3.85	1.40	6.99	3.50	0.35	2.10	3.50	1.05	0.70	0.00	0.70	1.05	74.83	100.00
31000	4.20	1.40	6.64	3.50	0.35	2.10	4.90	1.75	0.35	0.00	0.70	0.70	73.43	100.00
32030	3.85	1.40	6.64	3.85	0.35	2.10	4.90	1.75	0.35	0.00	0.70	0.70	73.43	100.00
33100	3.50	1.40	6.64	3.85	0.35	2.45	4.90	1.75	0.35	0.00	0.70	0.70	73.43	100.00
34130	2.80	1.40	5.94	4.55	0.00	2.10	4.55	1.40	0.35	0.00	0.70	0.70	75.52	100.00
35NOON	3.15	1.75	5.94	4.90	0.00	1.40	3.85	0.70	0.70	0.00	0.70	0.70	76.22	100.00
361230	2.80	1.75	5.59	3.15	0.00	0.70	3.50	0.70	1.05	0.00	0.70	0.70	79.37	100.00
371300	2.80	1.75	4.55	3.15	0.35	0.35	3.15	1.05	0.70	0.00	0.70	1.40	80.07	100.00
381330	1.40	0.70	4.55	2.10	0.35	0.35	1.75	1.05	1.05	0.00	0.70	1.40	84.62	100.00
391400	0.70	0.70	4.20	1.75	0.35	1.05	3.15	0.70	1.05	0.00	0.35	1.40	84.62	100.00
401430	0.70	1.05	4.20	1.05	0.35	0.70	2.10	0.70	0.70	0.00	0.35	1.05	87.06	100.00
411500	0.35	1.75	3.85	1.40	0.35	0.35	2.10	0.70	0.70	0.00	0.35	1.05	87.06	100.00
421530	0.35	2.45	3.85	1.40	0.70	0.70	2.10	0.35	0.70	0.00	0.35	1.05	86.01	100.00
431600	0.00	2.45	3.50	1.05	0.70	0.35	1.75	0.35	0.35	0.00	0.35	0.70	88.46	100.00
441630	0.00	1.75	3.15	1.05	0.70	0.70	1.40	0.00	0.00	0.00	0.35	0.35	90.56	100.00
451700	0.35	2.45	2.80	1.05	0.70	1.40	1.40	0.35	0.00	0.00	0.00	0.35	89.16	100.00
461730	0.00	1.75	2.45	1.05	0.35	1.05	0.70	0.00	0.00	0.00	0.00	0.35	92.31	100.00
471800	0.00	1.40	2.10	1.40	0.35	2.10	0.35	0.00	0.35	0.00	0.00	0.70	91.26	100.00
481830	0.00	0.70	2.80	0.70	0.00	1.40	0.00	0.00	0.35	0.00	0.00	0.35	93.71	100.00
491900	0.00	1.05	1.75	0.35	0.00	1.40	1.05	0.00	0.35	0.00	0.00	0.35	93.71	100.00
501930	0.00	1.05	1.05	0.00	0.00	1.40	1.40	0.00	0.35	0.00	0.00	0.35	94.41	100.00
512000	0.00	0.35	0.70	0.00	0.35	1.40	0.35	0.35	0.35	0.00	0.00	0.35	95.80	100.00
522030	0.00	0.35	0.70	0.00	0.00	0.70	0.00	0.35	0.35	0.00	0.00	0.35	97.20	100.00
532100	0.00	0.35	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.35	97.90	100.00
542130	0.00	0.35	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100.00
552200	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100.00
562230	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
572300	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
582330	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
59average	0.87	0.81	2.76	1.41	0.22	0.85	1.57	0.36	0.26	0.01	0.23	0.55	90.10	
60maximum	4.20	2.45	6.99	4.90	0.70	2.45	4.90	1.75	1.05	0.35	0.70	1.40	100.00	
61std. dev.	1.36	0.74	2.44	1.58	0.26	0.76	1.61	0.52	0.32	0.07	0.30	0.44	9.15	
62														
63average for 0600- 2400 hrs	1.16	1.07	3.58	1.87	0.29	1.11	2.04	0.48	0.35	0.02	0.31	0.70	87.02	

**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 / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
12030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
13100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
14130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
15200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
16230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
17300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
18330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100.00
19400	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	100.00
20430	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100.00
21500	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100.00
22530	0.35	0.00	1.05	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.55	100.00
23600	1.05	0.00	1.40	1.05	0.35	0.00	2.45	0.00	0.35	0.00	0.00	0.00	93.36	100.00
24630	1.40	0.00	2.45	1.05	0.35	1.05	2.10	0.00	0.35	0.00	0.00	0.00	91.26	100.00
25700	2.45	0.00	3.15	2.45	0.35	1.40	3.50	0.00	0.70	0.00	0.00	0.35	85.66	100.00
26730	2.80	0.35	3.50	2.80	0.35	2.10	3.50	0.00	0.70	0.00	0.00	1.05	82.87	100.00
27800	3.85	1.40	3.85	2.45	0.70	2.10	3.50	0.00	0.70	0.00	0.00	0.35	81.12	100.00
28830	4.20	1.05	4.90	2.45	0.35	2.10	3.50	0.00	0.70	0.00	0.00	0.00	80.77	100.00
29900	4.20	1.40	5.24	2.45	0.70	2.80	3.85	0.00	1.05	0.00	0.00	0.00	78.32	100.00
30930	4.55	1.40	5.24	2.80	0.35	2.10	4.55	0.35	1.05	0.00	0.00	0.70	76.92	100.00
31000	5.59	2.10	4.90	3.15	0.70	2.10	6.29	1.05	0.70	0.00	0.35	0.70	72.38	100.00
32030	4.90	1.40	4.20	3.15	0.70	2.10	6.64	1.05	0.70	0.00	0.00	0.35	74.83	100.00
33100	4.90	1.05	4.55	3.50	0.70	2.45	6.29	1.05	0.70	0.00	0.00	0.35	74.48	100.00
34130	4.90	0.70	4.55	3.85	0.35	2.10	5.94	0.00	0.70	0.00	0.00	0.00	76.92	100.00
35NOON	3.85	1.05	4.55	4.20	0.35	2.10	3.85	0.00	1.05	0.00	0.00	0.00	79.02	100.00
361230	4.20	1.05	3.50	2.80	0.35	1.40	3.85	0.00	1.40	0.00	0.35	0.00	81.12	100.00
371300	1.40	0.70	3.85	2.45	0.70	1.40	3.15	0.00	1.05	0.00	0.35	0.00	84.97	100.00
381330	1.05	0.35	3.50	2.10	0.70	1.05	2.80	0.00	0.70	0.00	0.35	0.70	86.71	100.00
391400	0.70	0.70	3.50	1.40	0.70	1.05	2.10	0.00	1.05	0.00	0.00	0.35	88.46	100.00
401430	0.70	0.70	3.15	1.05	0.70	0.70	2.10	0.00	1.05	0.00	0.00	0.00	89.86	100.00
411500	0.70	1.40	2.10	0.70	0.70	1.05	2.45	0.00	0.70	0.00	0.00	0.00	90.21	100.00
421530	0.70	1.40	2.10	1.05	0.70	1.05	2.45	0.35	0.70	0.00	0.00	0.00	89.51	100.00
431600	0.70	2.45	2.10	1.40	1.05	1.05	3.15	0.00	0.35	0.00	0.00	0.00	87.76	100.00
441630	1.05	1.75	2.45	1.05	1.40	0.70	2.80	0.35	0.70	0.00	0.00	0.00	87.76	100.00
451700	1.05	1.75	3.15	1.40	1.05	1.05	2.45	0.70	0.70	0.00	0.00	0.00	86.71	100.00
461730	0.70	1.75	2.45	1.40	1.75	1.05	2.10	0.35	1.05	0.00	0.00	0.00	87.41	100.00
471800	0.70	2.10	2.45	1.05	0.35	1.05	1.75	1.05	0.70	0.00	0.00	0.00	88.81	100.00
481830	0.70	1.75	1.40	0.70	0.35	0.35	0.70	1.05	0.35	0.00	0.00	0.00	92.66	100.00
491900	0.70	1.40	1.40	0.00	0.00	0.70	2.80	1.05	0.35	0.00	0.00	0.00	91.61	100.00
501930	0.35	1.05	0.35	0.00	0.00	0.35	1.05	1.05	0.35	0.00	0.00	0.35	95.10	100.00
512000	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	98.25	100.00
522030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	
532100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	99.30	100.00
542130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100.00
552200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100.00
562230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	99.30	100.00
572300	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	100.00
582330	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	98.95	100.00
59average	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93	
60maximum	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05	100.00	
61std. dev.	1.75	0.74	1.80	1.27	0.41	0.86	1.89	0.38	0.39	0.00	0.10	0.24	8.60	
62														
63average for 0600- 2400 hrs	1.78	0.90	2.51	1.50	0.47	1.07	2.59	0.30	0.62	0.00	0.04	0.16	88.07	

**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 / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGHT	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	100.00
1030	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	100.00
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	100.00
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	100.00
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	100.00
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	100.00
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	100.00
1330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
1430	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
1500	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.60	100.00
1530	0.35	0.35	1.75	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	96.50	100.00
1600	1.40	0.35	1.75	0.00	0.35	0.70	2.10	0.00	0.35	0.00	0.00	0.35	92.66	100.00
1630	1.40	0.00	2.45	0.35	0.35	1.75	2.10	0.00	0.00	0.00	0.00	0.35	91.26	100.00
1700	2.10	0.35	3.50	1.75	0.35	1.75	3.85	0.00	0.35	0.00	0.00	0.35	85.66	100.00
1730	2.45	0.35	3.50	2.10	0.35	2.10	3.50	0.00	0.35	0.00	0.00	0.70	84.62	100.00
1800	5.24	1.05	4.55	1.40	0.35	2.10	2.80	0.00	0.70	0.00	0.00	1.05	80.77	100.00
1830	4.55	1.40	5.24	1.40	0.00	1.75	2.80	0.00	0.35	0.00	0.00	0.70	81.82	100.00
1900	4.20	1.05	5.24	2.10	0.35	2.10	3.50	0.00	0.35	0.00	0.00	0.70	80.42	100.00
1930	4.90	1.05	4.55	1.75	0.35	2.45	3.50	0.35	0.35	0.00	0.00	1.05	79.72	100.00
1000	5.59	1.40	4.55	1.75	1.05	2.10	4.55	0.70	0.70	0.00	0.35	1.05	76.22	100.00
1030	5.94	1.40	4.20	1.75	1.05	1.75	4.55	0.70	1.05	0.00	0.00	1.75	75.87	100.00
1100	5.24	1.05	3.85	1.75	1.05	1.75	3.50	0.70	0.70	0.00	0.00	1.40	79.02	100.00
1130	4.90	0.70	4.20	2.10	1.40	1.75	3.50	0.35	1.05	0.00	0.00	1.40	78.67	100.00
NOON	3.85	1.05	3.85	2.10	0.70	2.10	2.45	0.70	0.70	0.00	0.00	1.40	81.12	100.00
1230	2.45	1.05	4.90	1.75	0.70	1.75	2.45	0.70	0.70	0.00	0.00	1.05	82.52	100.00
1300	1.40	0.35	4.55	1.40	0.70	1.75	2.10	0.35	0.70	0.00	0.00	1.05	85.66	100.00
1330	1.75	0.00	3.15	1.75	0.70	1.40	1.40	0.00	0.35	0.00	0.00	0.70	88.81	100.00
1400	1.40	0.00	2.80	1.40	0.70	1.40	1.40	0.00	0.35	0.00	0.00	1.05	89.51	100.00
1430	1.40	0.00	2.45	1.40	0.70	1.75	0.70	0.70	0.35	0.00	0.00	1.05	89.51	100.00
1500	1.40	0.70	2.10	0.70	0.35	2.10	0.70	0.70	0.70	0.35	0.35	0.70	89.16	100.00
1530	1.40	0.70	1.40	1.40	0.70	2.45	0.35	0.70	0.70	0.00	0.00	0.70	89.51	100.00
1600	1.75	1.05	2.10	1.05	1.40	2.10	2.10	1.05	0.35	0.00	0.00	0.70	86.36	100.00
1630	1.75	1.05	2.10	1.05	1.05	1.40	2.10	0.70	0.35	0.00	0.00	0.70	87.76	100.00
1700	1.75	2.45	2.10	1.75	1.40	1.75	1.40	0.70	0.35	0.00	0.00	0.70	85.66	100.00
1730	1.75	2.80	2.45	1.75	1.75	2.10	1.40	0.70	1.05	0.00	0.00	0.70	83.57	100.00
1800	1.75	2.10	2.10	1.40	0.35	1.75	1.40	1.05	1.75	0.00	0.00	0.70	85.66	100.00
1830	1.40	1.75	1.75	1.05	0.35	1.40	1.40	1.05	1.75	0.00	0.00	0.70	87.41	100.00
1900	1.40	1.40	1.40	0.70	0.00	1.05	2.80	1.05	2.45	0.00	0.00	0.70	87.06	100.00
1930	1.05	1.05	1.75	0.00	0.00	1.40	0.70	1.05	1.40	0.00	0.00	0.70	90.91	100.00
2000	0.00	0.35	2.10	0.00	0.00	1.40	0.00	0.35	0.70	0.00	0.00	0.70	94.41	100.00
2030	0.00	0.00	1.75	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.70	96.15	100.00
2100	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100.00
2130	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100.00
2200	0.00	0.00	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100.00
2230	0.00	0.00	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.90	100.00
2300	0.00	0.00	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.90	100.00
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
average	1.60	0.59	2.10	0.81	0.39	1.08	1.41	0.30	0.45	0.01	0.01	0.62	90.63	
maximum	5.94	2.80	5.24	2.10	1.75	2.45	4.55	1.05	2.45	0.35	0.35	1.75	100.00	
std. dev.	1.79	0.71	1.64	0.81	0.47	0.90	1.40	0.38	0.54	0.05	0.07	0.42	7.70	
average for 0600- 2400 hrs	2.10	0.78	2.74	1.08	0.51	1.44	1.86	0.40	0.60	0.01	0.02	0.79	87.68	

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

TABLE R5: RADIO LISTENERSHIP: FRIDAY
(BASE=246*)

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	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	100.00
12030	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	100.00
13100	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	100.00
14130	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	100.00
15200	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	100.00
16230	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	100.00
17300	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	100.00
18330	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	100.00
19400	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	100.00
20430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
21500	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100.00
22530	0.00	0.35	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100.00
23600	0.70	0.70	1.40	0.35	0.00	0.70	1.05	0.00	0.35	0.35	0.00	1.05	93.36	100.00
24630	0.70	0.35	1.40	1.40	0.00	1.05	2.45	0.00	0.35	0.00	0.00	1.40	90.91	100.00
25700	1.40	0.70	3.15	3.85	0.35	1.40	3.50	0.35	0.70	0.00	0.00	0.70	83.92	100.00
26730	2.10	0.70	3.50	3.15	0.35	2.10	2.45	0.35	0.70	0.00	0.00	0.70	83.92	100.00
27800	2.45	0.70	4.20	3.15	0.00	2.10	2.80	1.05	0.70	0.35	0.00	2.10	80.42	100.00
28830	2.10	0.70	4.90	2.10	0.00	1.75	3.15	0.70	0.35	0.00	0.00	2.10	82.17	100.00
29900	1.40	0.35	4.55	3.15	0.00	2.80	3.15	1.05	0.35	0.00	0.00	2.10	81.12	100.00
30930	1.40	0.70	4.90	3.50	0.00	2.80	2.80	0.70	0.35	0.00	0.00	2.80	80.07	100.00
311000	2.45	1.05	4.55	4.20	0.35	3.15	3.50	0.70	0.35	0.00	0.00	2.10	77.62	100.00
321030	2.80	1.05	3.85	4.20	0.35	2.45	3.50	0.70	0.70	0.00	0.00	2.10	78.32	100.00
331100	2.45	1.05	4.20	4.55	0.35	2.45	2.45	0.70	0.35	0.00	0.00	2.10	79.37	100.00
341130	2.10	1.05	4.90	4.55	0.35	2.10	2.45	0.70	0.35	0.00	0.00	2.10	79.37	100.00
35NOON	3.15	0.70	4.55	4.20	0.35	1.75	2.45	1.05	0.70	0.00	0.00	2.10	79.02	100.00
361230	2.45	1.40	5.24	2.80	0.35	1.75	1.75	1.40	0.70	0.00	0.00	1.75	80.42	100.00
371300	2.10	1.05	5.24	3.15	0.70	1.75	1.05	1.05	0.35	0.00	0.00	1.40	82.17	100.00
381330	2.10	0.70	4.90	3.15	0.70	1.75	1.05	0.70	0.35	0.00	0.00	1.75	82.87	100.00
391400	1.05	0.70	3.15	3.15	0.70	1.40	1.40	1.05	0.35	0.00	0.00	2.10	84.97	100.00
401430	1.05	0.70	2.80	2.80	0.70	1.40	1.05	1.05	0.35	0.00	0.00	2.45	85.66	100.00
411500	1.40	1.40	2.45	1.40	0.35	1.75	0.35	1.05	1.05	0.35	0.35	2.10	86.01	100.00
421530	1.40	1.75	2.45	1.40	0.35	1.75	0.70	1.05	0.70	0.00	0.35	2.10	86.01	100.00
431600	1.40	2.80	2.45	1.40	0.35	2.45	1.75	1.40	0.70	0.35	0.35	1.05	83.57	100.00
441630	1.40	3.15	2.80	1.75	0.35	2.10	2.10	0.70	0.70	0.35	0.00	1.05	83.57	100.00
451700	1.05	1.75	2.80	2.10	0.35	2.45	2.10	0.70	1.05	0.00	0.00	1.40	84.27	100.00
461730	1.05	1.75	2.80	2.45	0.35	2.45	1.75	0.70	1.75	0.00	0.00	1.40	83.57	100.00
471800	1.05	2.10	1.75	2.80	0.35	1.05	1.75	0.70	1.40	0.00	0.00	1.05	86.01	100.00
481830	1.40	1.75	1.75	1.75	0.35	1.75	1.75	0.70	2.10	0.00	0.00	0.70	86.01	100.00
491900	1.05	1.75	1.40	1.05	0.35	1.75	2.80	0.00	1.40	0.00	0.00	0.70	87.76	100.00
501930	0.35	1.75	1.05	0.35	0.35	0.70	1.75	0.00	1.05	0.00	0.00	0.70	91.96	100.00
512000	0.70	1.05	0.70	0.35	0.00	0.70	0.35	0.35	0.70	0.00	0.00	0.70	94.41	100.00
522030	1.05	1.05	0.35	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.70	95.10	100.00
532100	1.05	0.70	0.35	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.70	95.80	100.00
542130	0.70	0.70	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	96.85	100.00
552200	0.70	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	97.20	100.00
562230	0.70	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.55	100.00
572300	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.95	100.00
582330	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.70	98.60	100.00
59average	1.05	0.84	2.03	1.57	0.19	1.16	1.25	0.43	0.45	0.04	0.02	1.09	89.90	
60maximum	3.15	3.15	5.24	4.55	0.70	3.15	3.50	1.40	2.10	0.35	0.35	2.80	100.00	
61std. dev.	0.89	0.73	1.84	1.56	0.23	0.99	1.20	0.46	0.49	0.11	0.08	0.81	7.97	
62														
63average for 0600- 2400 hrs	1.40	1.11	2.65	2.09	0.25	1.54	1.66	0.57	0.60	0.05	0.03	1.41	86.64	

**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 / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	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	100.00
12030	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	100.00
13100	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	100.00
14130	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	100.00
15200	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	100.00
16230	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	100.00
17300	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	100.00
18330	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	100.00
19400	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	100.00
20430	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	100.00
21500	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	100.00
22530	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	100.00
23600	0.35	0.35	2.10	0.00	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.35	94.76	100.00
24630	0.35	0.35	2.45	0.35	0.00	0.35	1.75	0.00	0.35	0.00	0.00	0.00	94.06	100.00
25700	1.75	0.70	3.50	1.75	0.70	0.70	2.45	0.35	0.35	0.00	0.00	0.35	87.41	100.00
26730	1.75	0.70	3.50	1.40	0.70	1.40	2.45	0.70	0.35	0.00	0.00	1.05	86.01	100.00
27800	2.10	0.70	4.55	1.75	0.35	1.05	3.15	1.40	0.70	0.00	0.00	1.05	83.22	100.00
28830	2.10	0.70	4.90	1.75	0.35	1.05	3.85	1.05	0.35	0.00	0.00	1.05	82.87	100.00
29900	2.45	1.05	5.59	2.10	0.70	1.75	4.55	1.75	0.35	0.00	0.00	1.40	78.32	100.00
30930	3.15	2.10	6.29	2.10	0.35	1.40	4.55	1.75	0.35	0.00	0.00	1.75	76.22	100.00
311000	2.80	2.80	6.64	2.80	0.35	2.45	5.24	1.75	0.70	0.00	0.00	2.45	72.03	100.00
321030	3.15	2.80	5.94	2.80	0.35	1.75	5.94	1.75	0.35	0.00	0.00	1.75	73.43	100.00
331100	3.15	2.80	5.59	3.15	0.00	2.10	5.24	1.40	0.35	0.00	0.00	1.75	74.48	100.00
341130	3.15	2.80	5.24	2.80	0.00	2.10	4.90	1.40	0.35	0.00	0.00	1.75	75.52	100.00
35NOON	3.15	2.45	5.94	3.15	0.00	1.75	3.50	1.40	0.70	0.00	0.00	1.40	76.57	100.00
361230	1.75	2.80	6.29	2.45	0.00	1.05	2.10	1.05	0.35	0.00	0.00	1.40	80.77	100.00
371300	1.75	2.45	5.94	2.45	0.00	0.35	1.75	1.05	0.35	0.00	0.00	0.35	83.57	100.00
381330	1.40	2.45	4.55	2.10	0.00	0.35	1.05	1.05	0.35	0.00	0.00	0.35	86.36	100.00
391400	0.70	2.45	3.85	1.40	0.00	0.35	1.05	1.40	0.00	0.00	0.00	0.35	88.46	100.00
401430	0.35	2.10	3.15	1.40	0.00	0.35	0.70	1.05	0.00	0.00	0.00	0.00	90.91	100.00
411500	0.70	2.10	2.80	1.05	0.00	0.70	0.70	0.70	0.00	0.00	0.00	0.35	90.91	100.00
421530	0.70	1.75	2.45	1.05	0.00	0.35	1.05	0.70	0.00	0.00	0.00	0.35	91.61	100.00
431600	0.70	2.45	2.10	0.70	0.00	0.35	1.05	0.70	0.35	0.00	0.35	0.35	90.91	100.00
441630	0.70	2.10	2.10	1.05	0.00	0.00	1.40	0.70	0.35	0.00	0.35	0.35	90.91	100.00
451700	1.05	1.75	2.45	1.40	0.00	0.35	1.75	0.70	0.35	0.00	0.00	0.00	90.21	100.00
461730	1.05	1.75	2.45	1.40	0.00	0.70	1.40	0.70	0.35	0.00	0.00	0.00	90.21	100.00
471800	1.05	1.05	1.75	1.75	0.00	0.70	1.40	0.35	0.00	0.00	0.00	0.00	91.96	100.00
481830	1.05	1.05	1.75	1.40	0.00	0.70	1.40	0.00	0.00	0.00	0.00	0.00	92.66	100.00
491900	1.05	1.05	1.40	1.40	0.00	0.70	1.75	0.00	0.00	0.00	0.00	0.00	92.66	100.00
501930	0.70	1.05	1.40	0.35	0.00	0.70	1.75	0.35	0.00	0.00	0.00	0.00	93.71	100.00
512000	0.00	0.70	1.05	0.70	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.35	95.80	100.00
522030	0.00	0.70	1.05	0.70	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.35	96.15	100.00
532100	0.00	0.70	1.05	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.15	100.00
542130	0.00	0.70	1.05	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.15	100.00
552200	0.00	0.70	0.70	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.85	100.00
562230	0.00	0.70	0.70	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	97.20	100.00
572300	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100.00
582330	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100.00
59average	0.92	1.11	2.37	1.06	0.08	0.64	1.51	0.54	0.16	0.00	0.01	0.45	91.15	
60maximum	3.15	2.80	6.64	3.15	0.70	2.45	5.94	1.75	0.70	0.00	0.35	2.45	100.00	
61std. dev.	1.07	0.99	2.17	0.99	0.19	0.63	1.66	0.61	0.21	0.00	0.07	0.63	8.42	
62														
63average for 0600- 2400 hrs	1.22	1.49	3.14	1.41	0.11	0.85	2.00	0.72	0.21	0.00	0.02	0.60	88.23	

**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 / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100-1130	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	100.00
1200-1230	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	100.00
1300-1330	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	100.00
1400-1430	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	100.00
1500-1530	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	100.00
1600-1630	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	100.00
1700-1730	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	100.00
1800-1830	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	100.00
1900-1930	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	100.00
2000-2030	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
2100-2130	0.70	0.00	1.40	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.15	100.00
2200-2230	1.40	0.35	2.10	0.00	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.35	93.71	100.00
2300-2330	2.10	0.35	2.45	1.40	0.00	0.35	2.10	0.00	0.00	0.00	0.00	0.35	90.91	100.00
2400-2430	2.45	0.35	2.80	1.40	0.00	0.35	2.45	0.00	0.00	0.00	0.00	0.35	89.86	100.00
0100-0130	2.80	0.70	3.50	1.75	0.00	1.40	2.80	0.00	0.00	0.00	0.00	0.70	86.36	100.00
0200-0230	2.80	0.70	3.50	1.05	0.00	1.05	2.80	0.35	0.00	0.00	0.00	0.35	87.41	100.00
0300-0330	2.10	0.70	3.85	1.05	0.00	2.10	3.15	0.35	0.35	0.00	0.00	0.35	86.01	100.00
0400-0430	2.10	0.70	3.15	1.40	0.00	2.10	3.85	0.35	0.35	0.00	0.00	0.35	85.66	100.00
0500-0530	2.10	1.05	3.15	1.75	0.00	1.40	4.20	0.70	0.35	0.00	0.00	0.70	84.62	100.00
0600-0630	2.10	1.05	2.45	1.75	0.00	1.40	4.20	0.35	0.35	0.00	0.00	0.35	86.01	100.00
0700-0730	2.10	1.40	3.15	1.40	0.70	1.40	3.85	0.70	0.00	0.00	0.00	0.70	84.62	100.00
0800-0830	1.75	2.10	2.45	2.10	0.35	1.40	3.15	0.70	0.00	0.00	0.00	0.70	85.31	100.00
0900-0930	1.40	2.10	2.10	1.75	0.70	0.70	2.10	1.05	0.00	0.00	0.00	1.05	87.06	100.00
1000-1030	1.40	2.10	2.10	1.40	0.70	1.05	1.75	1.05	0.00	0.00	0.00	0.35	88.11	100.00
1100-1130	1.40	1.75	2.45	1.05	1.05	1.40	1.40	1.75	0.00	0.00	0.00	0.35	87.41	100.00
1200-1230	1.05	1.75	2.80	1.05	0.70	1.05	1.05	1.05	0.00	0.00	0.00	0.35	89.16	100.00
1300-1330	1.75	2.10	2.80	1.05	0.70	1.05	1.40	0.70	0.00	0.00	0.00	0.35	88.11	100.00
1400-1430	1.40	2.10	3.50	1.05	1.05	1.40	1.40	0.70	0.00	0.00	0.00	0.35	87.06	100.00
1500-1530	1.75	2.10	3.50	1.05	0.70	1.05	1.75	0.70	0.00	0.00	0.00	0.35	87.06	100.00
1600-1630	1.75	1.75	3.50	1.05	0.35	1.40	2.10	0.70	0.00	0.00	0.00	0.35	87.06	100.00
1700-1730	1.40	1.40	3.15	0.70	0.35	1.05	2.10	0.70	0.00	0.00	0.00	0.35	88.81	100.00
1800-1830	1.40	1.40	2.45	0.70	0.00	1.05	1.75	0.00	0.00	0.00	0.00	0.35	90.91	100.00
1900-1930	1.05	1.05	2.10	0.70	0.00	0.70	1.40	0.35	0.00	0.00	0.00	0.00	92.66	100.00
2000-2030	1.40	1.05	1.75	0.70	0.00	0.70	1.05	0.00	0.00	0.00	0.00	0.00	93.36	100.00
2100-2130	1.40	1.40	1.75	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	94.06	100.00
2200-2230	1.05	1.05	1.40	0.35	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	94.76	100.00
2300-2330	0.70	0.70	1.75	0.35	0.00	0.70	1.05	0.35	0.35	0.00	0.00	0.00	94.06	100.00
2400-2430	0.70	0.70	1.05	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	96.15	100.00
0100-0130	0.70	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	97.20	100.00
0200-0230	0.70	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	97.20	100.00
0300-0330	0.35	0.70	0.70	0.00	0.00	0.35	0.35	0.35	0.35	0.00	0.00	0.00	96.85	100.00
0400-0430	0.35	0.70	0.70	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	97.20	100.00
0500-0530	0.35	0.35	1.05	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.20	100.00
0600-0630	0.70	0.35	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.20	100.00
0700-0730	0.35	0.00	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100.00
0800-0830	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100.00
average	1.03	0.81	1.64	0.59	0.15	0.62	1.28	0.28	0.07	0.00	0.00	0.20	93.32	
maximum	2.80	2.10	3.85	2.10	1.05	2.10	4.20	1.75	0.35	0.00	0.00	1.05	100.00	
std. dev.	0.84	0.70	1.26	0.66	0.30	0.60	1.23	0.40	0.14	0.00	0.00	0.26	5.46	
average for 0600- 2400 hrs	1.37	1.04	2.16	0.79	0.20	0.83	1.70	0.38	0.10	0.00	0.00	0.27	91.17	

**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.*

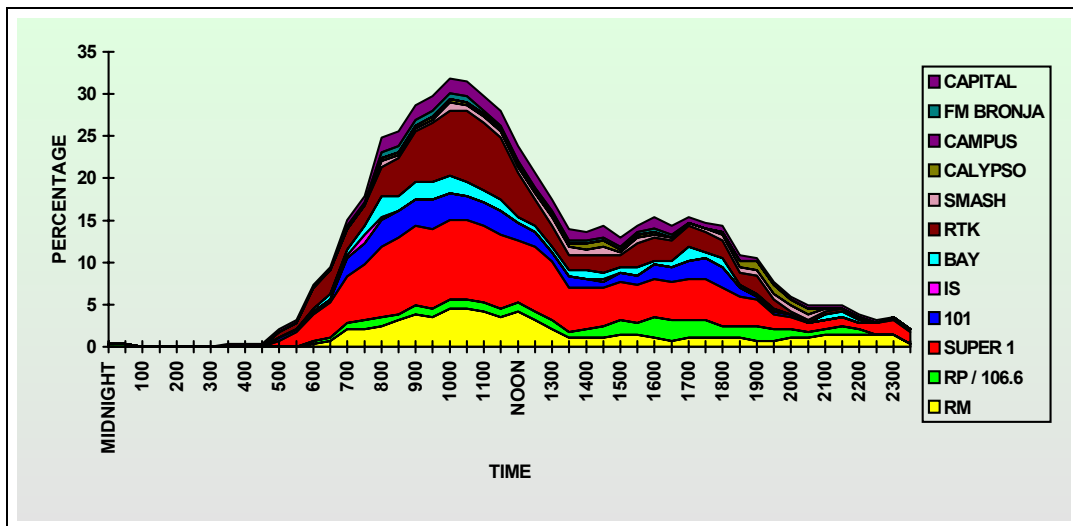


Fig 7.3: Radio Audiences - Monday

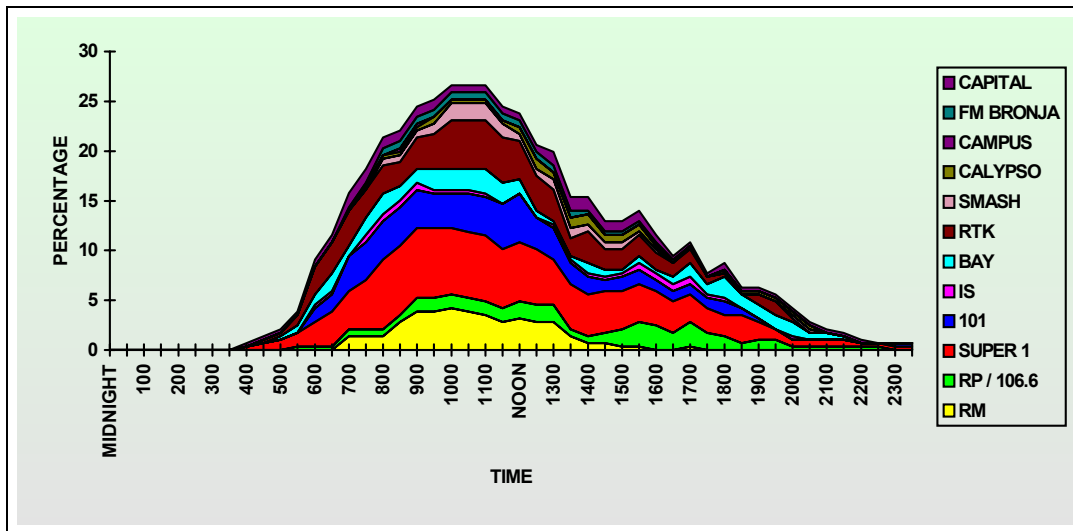


Fig 7.4: Radio Audiences – Tuesday

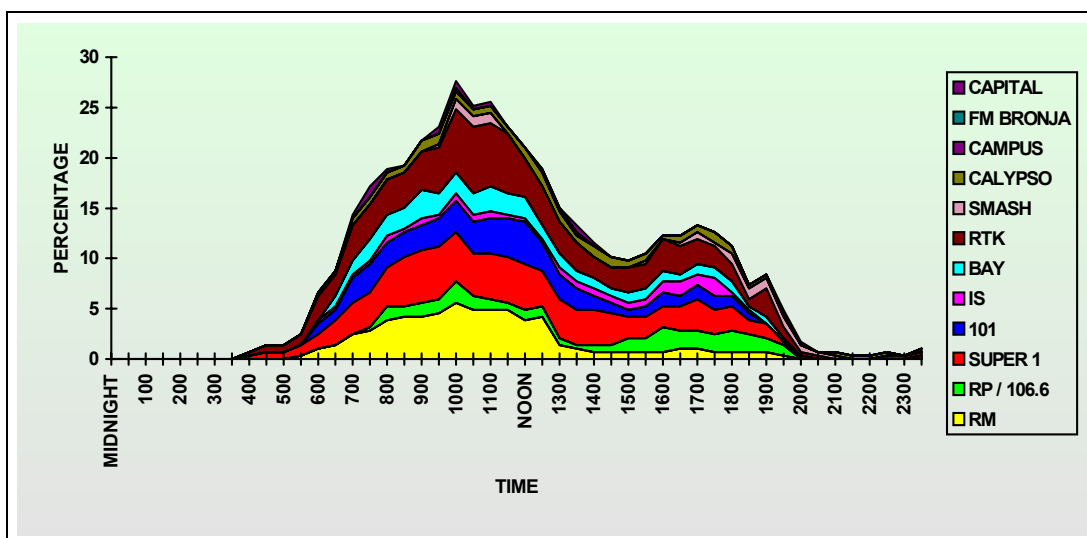


Fig 7.5: Radio Audiences - Wednesday

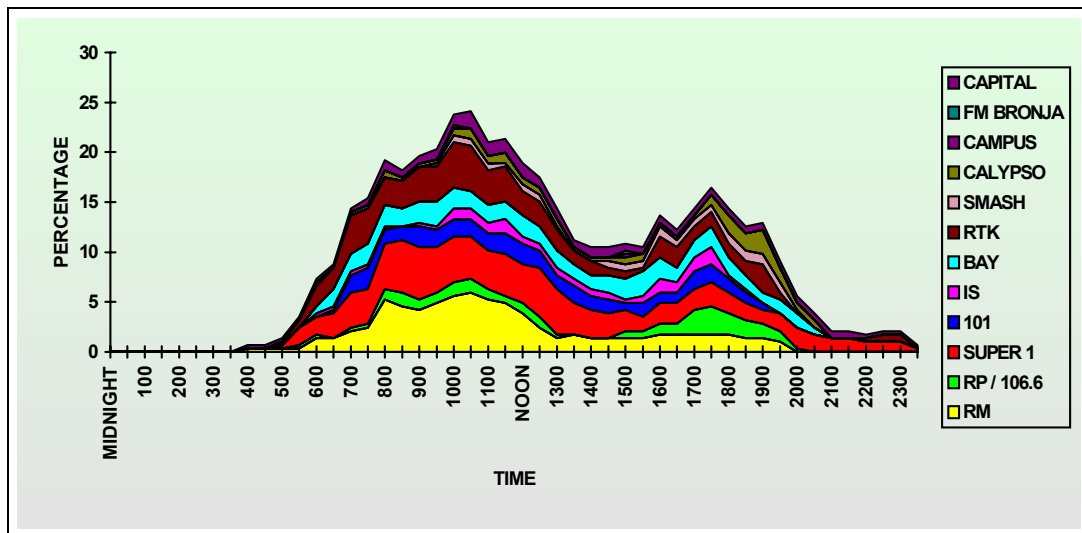


Fig 7.6: Radio Audiences – Thursday

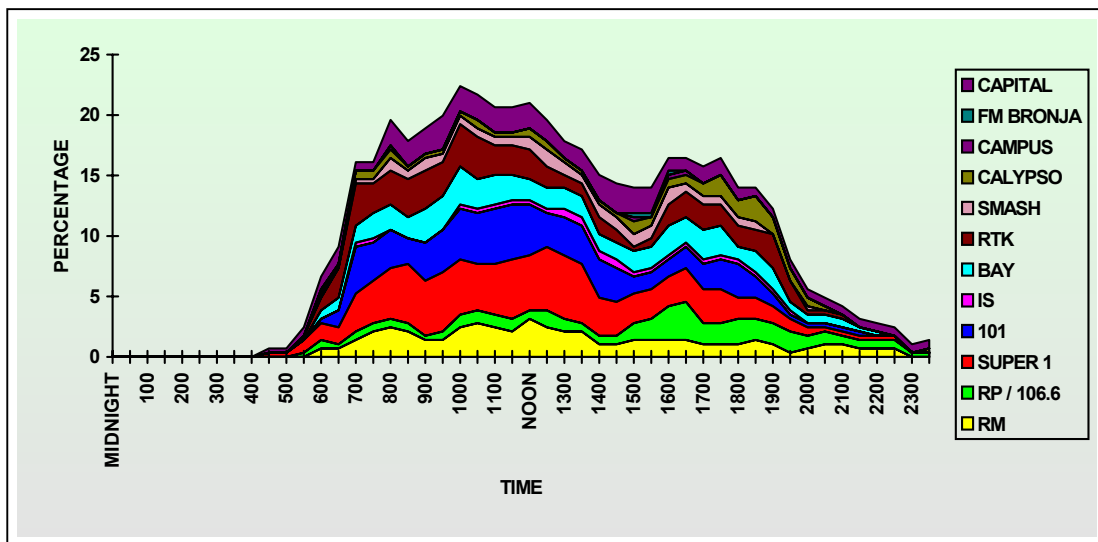


Fig 7.7: Radio Audiences – Friday

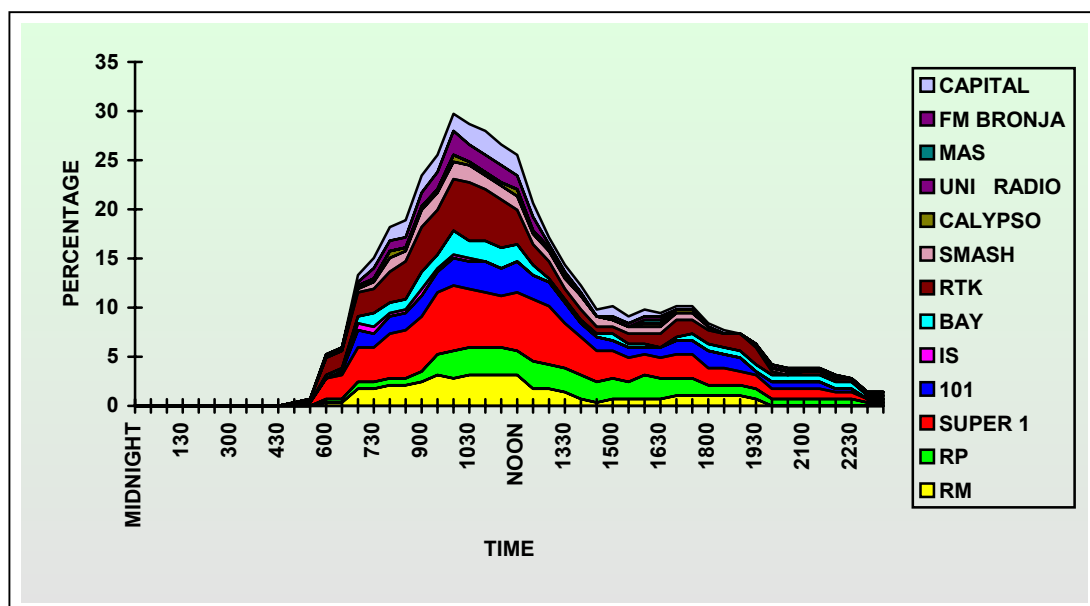


Fig 7.8: Radio Audiences - Saturday

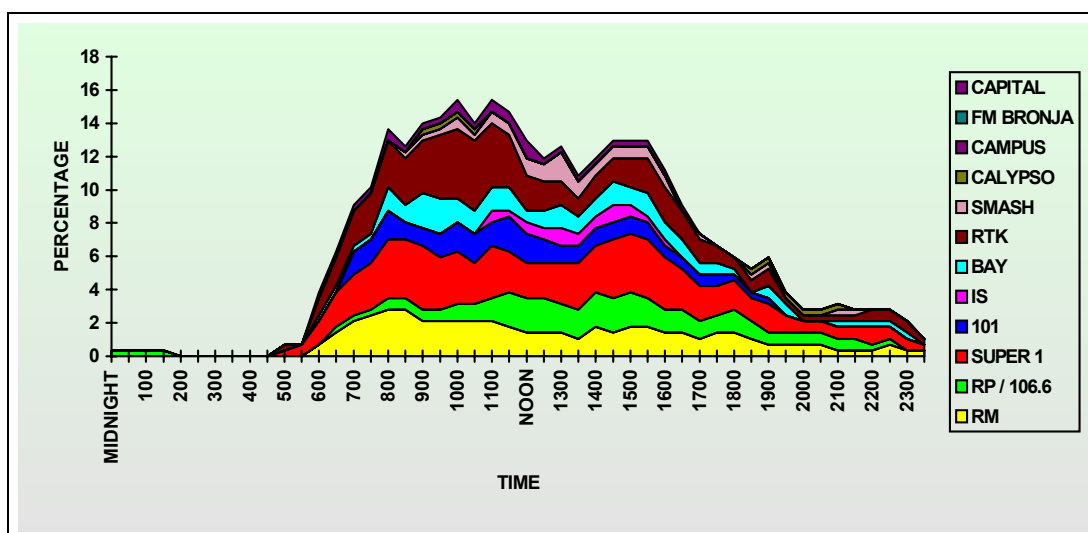


Fig 7.9: Radio Audiences - Sunday

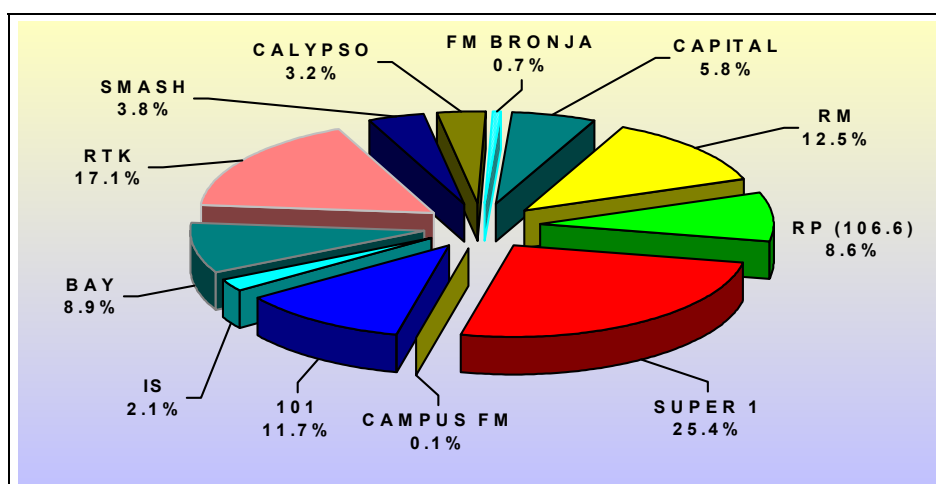
7.6.0 Radio Audience Share

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, 2001 and 2002 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 2001 some shifts occurred: Radju Parlament, Super 1 Radio, Radio 101, Bay Radio, RTK, Smash, FM Bronja and Capital Radio registered gains, whilst, Calypso, Island Sound Radio and Campus FM (formerly Radju tal-Univerista'), registered some losses. Radju Malta registers no change. Radju MAS is no longer transmitting.

Table 7.3: Daily Average Audience Levels - Radio October 2000, October 2001 & October 2002

(computed on the basis of available time-slot for each station)

	RM	RP	SUPER 1	JNI RADIO CAMPUS FM	101	IAS	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	1.29	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 2002: Daily Average	1.17	0.81	2.38	0.01	1.10	-	0.20	0.83	1.60	0.36	0.30	0.07	0.54



October 2002

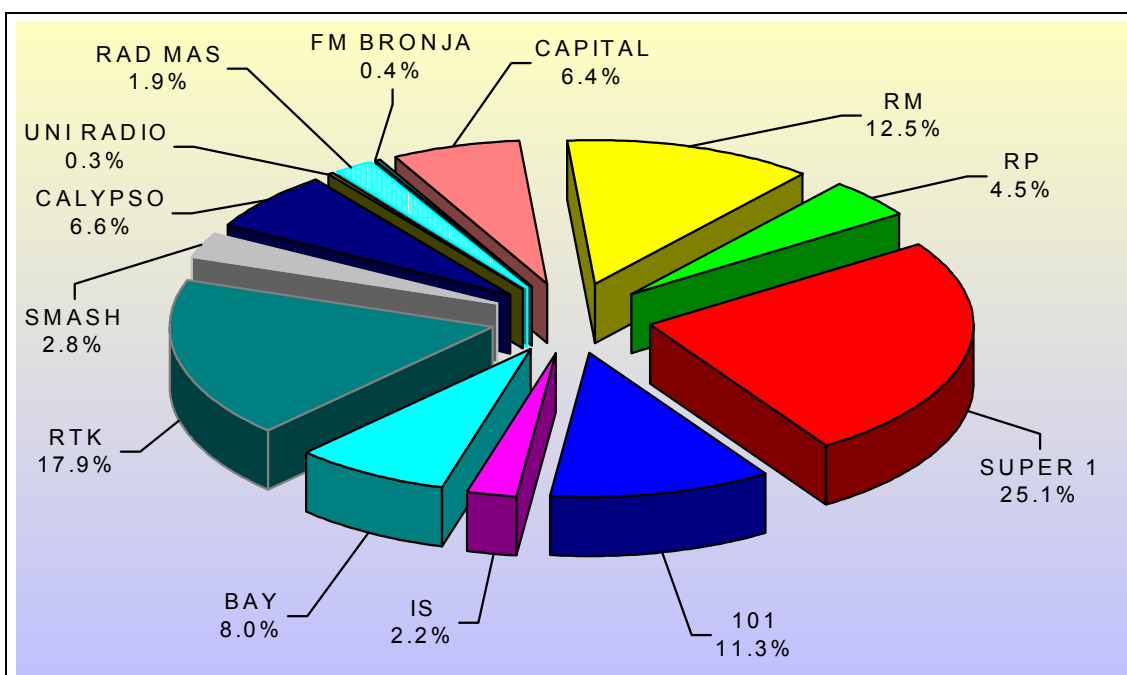
Fig. 7.10: Daily Average Audience Radio Levels – All Available Time-Slots

7.6.2 Table 7.4 in turn presents data in respect of each station for 6.00 a.m. to midnight for the October 2000, 2001 and 2002 studies. The full Table for October 2002 is available in Part II of this study. The current figures for all stations show that there have 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 Parlament (106.6) (+4.2%). Gains were also registered by Bay Radio (+0.9%), Smash Radio (+1%), Radio 101 (+0.5%), FM Bronja (+0.4%), Super 1 Radio (+0.1%) and Radju Malta (+0.1%). On the other hand, the greatest loss in audience share was registered by Radio Calypso (-3.4%). Losses in audience share were also registered by RTK (-0.9%), Radio Capital (-0.7%), and Campus FM (formerly Radju tal-Universita') (-0.2%). Island Sound registered no change. Radju MAS is no longer transmitting.

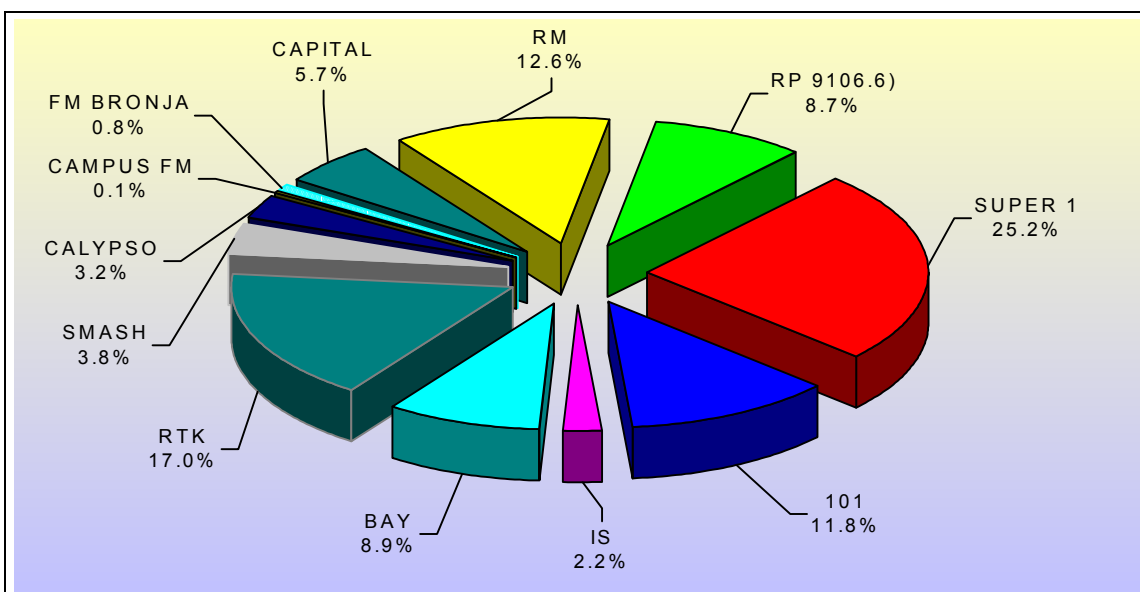
**Table 7.4: Daily Average Audience Levels – Radio
October 2000, 2001 & 2002**

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

	RM	RP (06.6)	UPER	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO CAMPUS FM	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 2002: Daily Average	1.56	1.07	3.11	1.46	0.27	1.10	2.10	0.47	0.40	0.01	-	0.10	0.70



October 2001



October 2002

**Fig. 7.11: Daily Average Audience Radio Levels – October 2001 & October 2002
(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 individually. 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 also grouped as one 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 a roof-top mast 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 2002 was registered by TVM at 3.79% (October 2001: Super 1, at 3.73%). This is followed by Super 1 at 2.69% (October 2001: TVM, at 2.72%), subsequently by Mediaset at 1.46%, NET TV at 1.40% and Satellite also at 1.40%. 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 2001 are included as Table 8.1-1 for easy comparison

Table 8.1-1 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	86.72
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

Table 8.1-2 TV Audience Average Share (October 2002)
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	2.19	3.08	2.28	0.53	0.03	0.51	1.58	0.02	0.00	0.00	1.41	88.70
Tuesday	3.30	3.16	1.72	0.31	0.06	0.46	1.33	0.11	0.54	0.04	1.03	88.13
Wednesday	2.73	3.40	1.38	0.58	0.12	0.49	1.80	0.17	0.11	0.00	1.20	88.35
Thursday	1.62	3.74	1.26	0.51	0.08	0.40	1.36	0.06	0.01	0.00	1.28	89.94
Friday	6.46	2.08	0.82	0.21	0.06	0.41	0.96	0.11	0.00	0.00	0.69	88.34
Saturday	2.88	1.81	1.16	0.45	0.11	0.75	1.62	0.07	0.00	0.00	2.30	89.10
Sunday	7.37	1.54	1.20	0.16	0.14	0.56	1.58	0.09	0.02	0.04	1.88	85.52
Daily Average	3.79	2.69	1.40	0.39	0.08	0.51	1.46	0.09	0.10	0.01	1.40	88.30

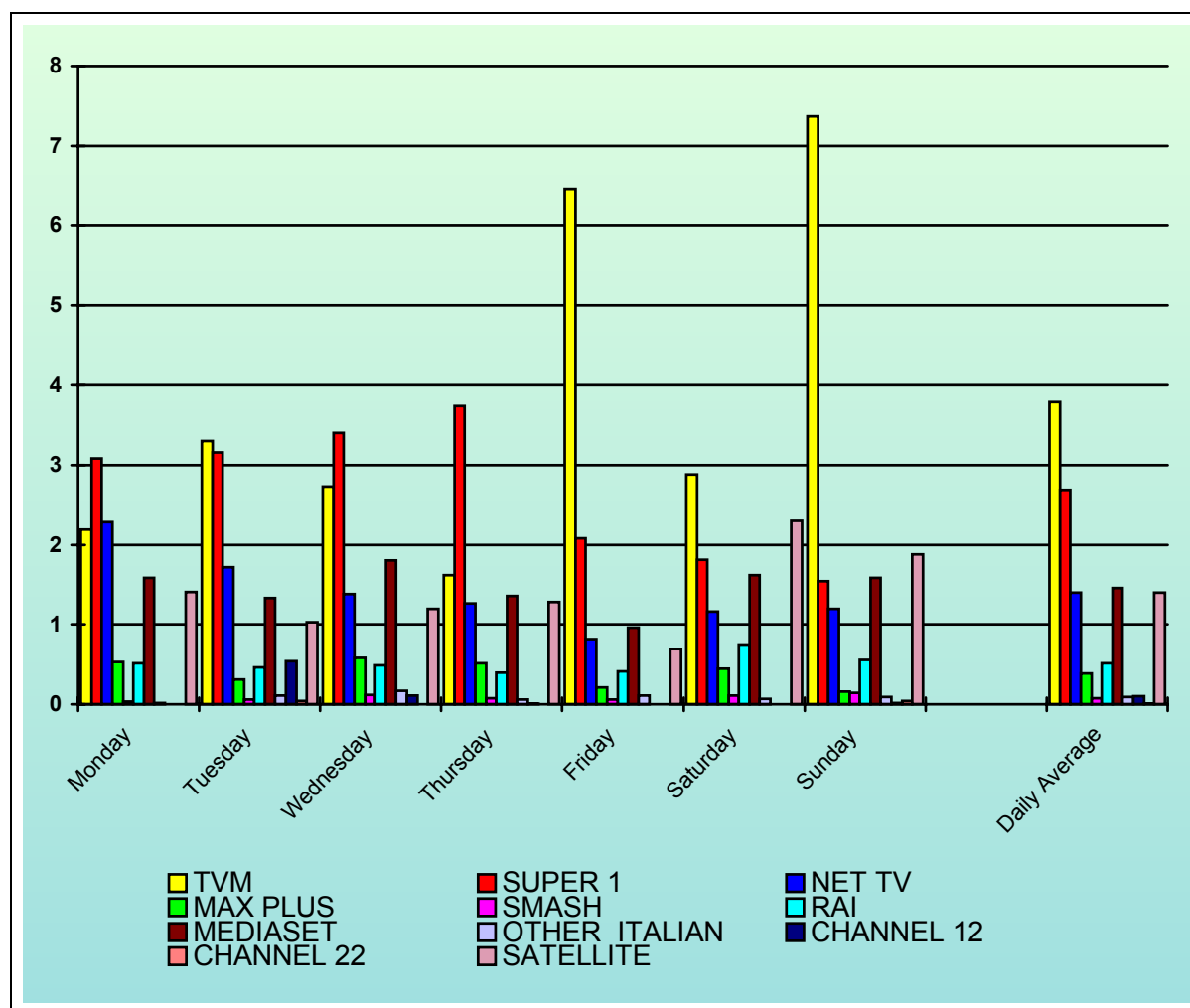


Figure 8.1: Daily TV Average Audience Share – All Available Time-Slots (October 2002)

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 and Sunday. On Friday this station reached its highest peak audience for the week at 52.80%. (October 2001: Friday, with 44.41%). On this day, the highest peak was reached between 9.00 p.m. and 9.30 p.m., during the transmission of TVM’s popular programmes *Xarabank*. On Sunday the station reached its next highest peak

between 11.00a.m. and 11.30 a.m. during the transmission of *Tista' Tkun Int!* (34.62%).

- 8.3.3 The highest peak was reached by Super 1 TV on Thursday, 26.57% (October 2001: Monday and Tuesday at 25.17%). NET TV's highest peak is reached on Monday, at 22.03% (October 2001: Friday at 17.83%). RAI stations register a peak of 3.50% on Saturday (October 2001: 6.99% on Monday). The highest point reached by Mediaset is 9.79% on Monday (October 2001: 12.24% on Thursday). Max Plus reached its peak audience level at 3.85% on Wednesday (October 2001: 4.90% on Wednesday). The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (October 2002)

	TVM	UPER	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIA N	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	31.12	20.28	22.03	1.40	0.35	3.15	9.79	0.35	0.00	0.00	6.29
Tuesday	30.77	23.78	16.78	1.40	0.35	1.40	5.59	1.05	5.59	0.35	3.85
Wednesday	26.92	19.93	14.34	3.85	0.70	2.80	8.39	1.75	1.05	0.00	5.94
Thursday	27.62	26.57	13.64	3.15	0.70	1.75	7.69	0.35	0.35	0.00	6.29
Friday	52.80	14.34	10.14	1.05	1.05	2.10	4.20	0.70	0.00	0.00	2.45
Saturday	17.13	9.09	6.99	1.40	0.70	3.50	8.74	0.70	0.00	0.00	6.99
Sunday	34.62	13.29	13.29	0.70	0.70	2.80	5.24	0.70	0.35	0.35	5.59
Highest Pea	52.80	26.57	22.03	3.85	1.05	3.50	9.79	1.75	5.59	0.35	6.99

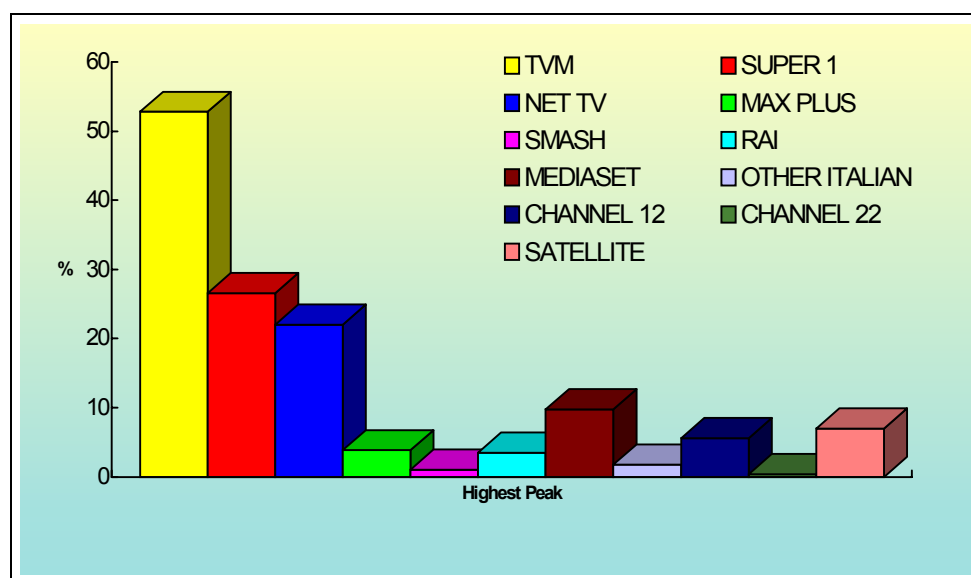


Figure 8.2: Highest TV Channel Peak Audience Share October 2002

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 individual 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 with the data provided in 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 the Autumn 2000 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 to have a loyal audience which follows 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. Examples of this include *One Star Hotel*, *Tghid giet hekk!* and *UC5*. 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 attracts 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 52.80% between 9.00 p.m. and 9.30 p.m.. *Tista' tkun Int!* is also quickly becoming a huge audience attraction for TVM and registered a peak of 34.62% between 11.00 and 11.30 a.m. on Sunday. On average, TVM manages to maintain a relatively good audience for an hour after the main News at 8.00 p.m. This station attracts sizeable audiences after the main news especially on Mondays, with *Ipokriti*, on Tuesdays, with *Bondi+*, on Wednesday with the *UEFA Champions League*, and on Sunday, with *UC5*.
- 8.5.3 Super 1 TV also continues to attract good audiences for its main News Bulletin broadcast at 7.30 p.m. This time round the station has peaked on Thursday at 9.00 p.m., with 26.57% audience size, when *Simpatiki* was on air. Besides, Super 1 manages to keep audiences high especially with *Is-Salib tal-Fidda* on Mondays, with *Bomba* and *Team* on Tuesdays and with *Viva l-Ministru* on Wednesdays.

- 8.5.4 NET TV has a regularly loyal audiences for its main news bulletin at 7.45 p.m.. This time round, this station has also managed to secure its weekly peak outside the time dedicated to its main news bulletin when it registered its highest audience level on Monday between 9.00 p.m. and 9.30 p.m. with an audience size of 22.03% when *F'Bahar Wiehed* was on air. Overall, this station's audience appeal appears to be on the increase. Net TV has good audiences particularly on Tuesdays, with *Angli*, on Wednesdays with *Nies ta' Veru* and on Sundays with *Min hu Barra Barra* and *One Star Hotel*.
- 8.5.5 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 Saturdays.
- 8.5.6 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 (9.97%) on Monday between 9.30 p.m. – 10.00 p.m. The Mediaset group are particularly strong on Saturday night.
- 8.5.7 The audiences for the other stations are also mapped in detail in the Tables. It is to be noted that Smash TV continues to register a very low audience. The attraction of Satellite stations varies: they seem to attract late evening audiences primarily. It has to be recalled that this category consists of all those non-local stations that cannot be received via a roof-top mast antenna, irrespective of whether they are received by the viewer via Cable or directly via a roof-top dish antenna system. Despite the fact that these stations are numerous, Satellite stations do not attract consistently huge audiences, although their presence this time is more felt than it was at the same time last year. The peak audience obtained by all of them together effectively amounts to 6.99%, obtained on Saturday between 6.30 p.m. – 7.30 p.m. and once more between 8.00 p.m. and 8.30 p.m.
- 8.5.8 Once more, one needs to point out that what is very interesting is the number of persons who reported that they had not watched 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 particular TV broadcasts.

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMAS	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	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	100.00	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	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	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	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	0.00	0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0730	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.95	100
0800	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0830	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0900	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0930	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1000	0.70	1.40	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100
1030	0.35	1.40	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
1100	0.35	1.05	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100
1130	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
NOON	0.70	0.70	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
1230	0.35	0.70	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.35	97.90	100
1300	2.45	0.70	0.35		0.00	0.70	0.35	0.00	0.00	0.00	0.35	95.10	100
1330	2.80	0.70	0.35		0.00	0.35	1.40	0.00	0.00	0.00	0.35	94.06	100
1400	2.45	2.80	1.05		0.00	0.70	1.05	0.00	0.00	0.00	1.05	90.91	100
1430	2.10	3.50	1.05	0.00	0.00	0.70	1.05	0.00	0.00	0.00	0.70	90.91	100
1500	1.40	3.15	1.40	1.40	0.00	0.35	2.45	0.00	0.00	0.00	1.05	88.81	100
1530	0.70	3.15	1.40	1.40	0.00	0.35	3.15	0.00	0.00	0.00	1.05	88.81	100
1600	0.70	2.45	2.80	1.40	0.00	0.00	2.45	0.00	0.00	0.00	1.05	89.16	100
1630	0.70	2.45	2.10	1.40	0.00	0.00	0.70	0.00	0.00	0.00	1.40	91.26	100
1700	1.05	1.75	1.75	1.05	0.00	0.35	1.05	0.00	0.00	0.00	1.75	91.26	100
1730	0.70	1.75	1.75	0.70	0.00	0.00	1.40	0.00	0.00	0.00	2.45	91.26	100
1800	1.05	3.15	2.10	0.35	0.00	0.00	1.05	0.00	0.00	0.00	3.85	88.46	100
1830	0.35	3.15	2.10	0.35	0.00	0.00	1.40	0.00	0.00	0.00	3.50	89.16	100
1900	1.05	3.85	1.40	0.00	0.00	0.35	1.75	0.00	0.00	0.00	3.15	88.46	100
1930	1.05	20.28	1.75	0.00	0.00	0.35	1.40	0.00	0.00	0.00	2.80	72.38	100
1945	1.40	12.24	17.83	0.00	0.00	0.00	2.10	0.35	0.00	0.00	3.15	62.94	100
2000	31.12	10.49	8.39	0.35	0.00	1.75	4.20	0.35	0.00	0.00	4.90	38.46	100
2030	16.43	14.69	19.93	0.70	0.00	2.80	8.39	0.35	0.00	0.00	4.90	31.82	100
2100	11.54	19.93	22.03	0.35	0.35	2.80	9.44	0.00	0.00	0.00	5.94	27.62	100
2130	10.49	15.38	13.64	0.35	0.35	2.80	9.79	0.00	0.00	0.00	6.29	40.91	100
2200	5.59	10.84	5.24	0.35	0.35	3.15	8.74	0.00	0.00	0.00	5.94	59.79	100
2230	4.55	6.29	2.45	0.00	0.35	2.80	6.64	0.00	0.00	0.00	5.24	71.68	100
2300	3.15	2.80	1.05	0.00	0.00	1.40	5.24	0.00	0.00	0.00	3.50	82.87	100
2330	0.00	0.00	0.00		0.00	0.70	1.75	0.00	0.00	0.00	2.10	95.45	100
Tot. Avg.	2.19	3.08	2.28	0.53	0.03	0.51	1.58	0.02	0.00	0.00	1.41	88.70	
maximum	31.12	20.28	22.03	1.40	0.35	3.15	9.79	0.35	0.00	0.00	6.29	100.00	
std. dev.	5.24	5.19	5.10	0.52	0.10	0.87	2.65	0.08	0.00	0.00	1.90	18.63	
Band 1	0.29	0.35	0.00	-	0.00	0.15	0.00	0.00	0.00	0.00	0.12	99.10	
Band 2	1.25	2.15	1.30	0.89	0.00	0.30	1.27	0.00	0.00	0.00	1.40	91.76	
Band 3	7.85	10.62	8.52	0.21	0.13	1.72	5.40	0.10	0.00	0.00	4.35	61.13	

**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	0.70	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0030	0.70	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0100	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0130	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	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	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	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0530	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0730	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0800	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0830	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0900	0.00	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0930	0.00	0.35	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.00	98.95	100
1000	0.35	1.75	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.00	97.20	100
1030	0.00	2.10	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	97.55	100
1100	0.00	1.05	0.35		0.00	0.35	0.00	0.35	0.00	0.00	0.70	97.20	100
1130	0.35	1.05	0.35		0.00	0.35	0.00	0.35	0.00	0.00	0.70	96.85	100
NOON	0.35	1.75	0.00		0.00	0.70	0.00	0.35	0.00	0.00	1.05	95.80	100
1230	0.35	1.75	0.35		0.00	0.70	0.35	0.00	0.00	0.00	0.35	96.15	100
1300	3.50	1.40	0.00		0.00	1.05	0.70	0.00	0.00	0.00	0.35	93.01	100
1330	3.50	1.05	1.05		0.00	1.05	2.45	0.00	0.00	0.00	0.35	90.56	100
1400	2.80	3.85	1.75		0.00	0.70	1.40	0.00	0.00	0.00	1.40	88.11	100
1430	2.10	3.85	2.45		0.00	0.35	2.10	0.00	0.00	0.00	1.05	87.41	100
1500	1.05	3.50	2.10	1.40	0.00	0.00	2.45	0.00	0.00	0.00	1.40	88.11	100
1530	0.35	3.50	1.75	0.70	0.00	0.00	3.50	0.00	0.00	0.00	1.75	88.46	100
1600	0.70	4.20	2.45	0.35	0.00	0.00	2.80	0.00	0.00	0.00	1.40	88.11	100
1630	0.70	3.50	2.45	0.35	0.00	0.00	1.40	0.00	0.00	0.00	1.40	90.21	100
1700	0.70	2.45	2.10	0.35	0.00	0.70	0.70	0.00	0.00	0.00	2.10	90.91	100
1730	0.70	2.45	1.40	0.35	0.00	0.35	1.05	0.00	0.00	0.00	2.10	91.61	100
1800	1.75	3.15	2.10	0.00	0.00	0.00	2.10	0.00	0.00	0.00	1.40	89.51	100
1830	1.75	3.85	2.45	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.80	87.41	100
1900	2.45	4.90	2.10	0.35	0.35	0.35	1.75	0.00	0.00	0.00	2.45	85.31	100
1930	2.80	23.78	3.15	0.00	0.35	0.70	2.10	0.00	0.00	0.00	1.75	65.38	100
1945	2.45	16.43	16.78	0.35	0.35	0.35	2.80	0.35	0.00	0.00	1.40	58.74	100
2000	30.77	12.94	6.29	0.35	0.35	1.05	4.20	0.00	0.70	0.00	2.10	41.26	100
2030	27.97	10.49	10.14	0.70	0.35	0.70	5.59	0.00	3.85	0.35	3.50	36.36	100
2100	25.52	10.49	9.79	0.00	0.35	1.40	5.24	0.35	5.59	0.35	3.15	37.76	100
2130	19.23	10.84	5.94	0.00	0.35	1.40	4.55	1.05	5.59	0.35	3.15	47.55	100
2200	12.24	8.39	3.15	0.00	0.35	1.05	4.90	0.70	5.24	0.35	3.85	59.79	100
2230	8.74	6.29	2.10	0.00	0.00	0.70	4.20	0.70	3.50	0.35	2.80	70.63	100
2300	4.90	2.45	1.05	0.00	0.00	1.40	4.20	0.70	1.40	0.00	3.15	80.77	100
2330	2.10	1.05	0.70		0.00	0.35	2.45	0.35	0.70	0.00	1.05	91.26	100
Tot. Avg.	3.30	3.16	1.72	0.31	0.06	0.46	1.33	0.11	0.54	0.04	1.03	88.13	
maximum	30.77	23.78	16.78	1.40	0.35	1.40	5.59	1.05	5.59	0.35	3.85	100.00	
Std. dev.	7.20	4.81	3.15	0.35	0.13	0.36	1.69	0.24	1.47	0.11	1.13	17.33	
Band 1	0.06	0.55	0.06	-	0.00	0.29	0.06	0.06	0.00	0.00	0.20	98.72	
Band 2	1.45	2.87	1.60	0.48	0.00	0.40	1.60	0.02	0.00	0.00	1.35	90.38	
Band 3	12.65	9.82	5.56	0.17	0.25	0.86	3.81	0.38	2.42	0.16	2.57	61.35	

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

TABLE T3: TV VIEWING: WEDNESDAY
(BASE=246*)

	TVM	SUPER 1		MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0030	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	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	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	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	0.00	0.00	0.35	99.65	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0700	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0730	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0800	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.70	98.95	100
0830	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.70	98.95	100
0900	0.00	0.70	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	98.60	100
0930	0.00	0.70	0.00		0.00	0.00	1.05	0.00	0.00	0.00	0.35	97.90	100
1000	0.00	1.40	0.00		0.70	0.00	1.40	0.00	0.00	0.00	0.35	96.15	100
1030	0.35	1.75	0.00		0.35	0.00	1.05	0.00	0.00	0.00	0.35	96.15	100
1100	0.35	2.10	0.00		0.35	0.00	0.70	0.00	0.00	0.00	0.70	95.80	100
1130	0.70	1.05	0.35		0.70	0.35	0.70	0.00	0.00	0.00	1.40	94.76	100
NOON	0.70	1.05	0.35		0.35	1.05	0.35	0.00	0.00	0.00	1.40	94.76	100
1230	0.70	1.05	0.35		0.00	1.05	1.05	0.00	0.00	0.00	1.05	94.76	100
1300	3.85	1.05	0.35		0.00	0.70	1.40	0.00	0.00	0.00	0.35	92.31	100
1330	3.50	1.05	1.05		0.70	1.05	2.80	0.00	0.00	0.00	0.35	89.51	100
1400	2.80	3.50	1.05		0.70	0.00	1.75	0.00	0.00	0.00	0.35	89.86	100
1430	2.45	3.15	1.05		0.00	0.00	2.80	0.00	0.00	0.00	0.35	88.11	100
1500	1.40	3.15	0.70	3.85	0.35	0.35	3.15	0.00	0.00	0.00	0.35	86.71	100
1530	1.05	2.80	1.05	2.45	0.00	0.35	3.15	0.00	0.00	0.00	0.35	88.81	100
1600	0.70	2.80	2.45	1.40	0.00	0.00	1.75	0.00	0.00	0.00	1.05	89.86	100
1630	0.35	3.50	2.10	1.05	0.00	0.00	1.75	0.00	0.00	0.00	1.05	90.21	100
1700	0.35	2.45	2.45	0.35	0.35	0.00	1.40	0.00	0.00	0.00	1.40	91.26	100
1730	0.35	2.45	2.10	0.00	0.00	0.70	1.40	0.00	0.00	0.00	1.75	91.26	100
1800	1.05	3.50	2.10	0.00	0.00	1.05	1.05	0.00	0.00	0.00	2.10	89.16	100
1830	0.70	3.50	1.75	0.35	0.00	0.70	1.05	0.00	0.00	0.00	1.75	90.21	100
1900	0.70	4.20	1.40	0.35	0.00	1.05	1.40	0.35	0.00	0.00	2.45	88.11	100
1930	0.70	19.93	1.05	0.00	0.00	0.35	1.75	0.35	0.00	0.00	2.80	73.08	100
1945	0.35	13.29	14.34	0.00	0.00	0.35	2.80	0.35	0.35	0.00	2.45	65.73	100
2000	26.92	12.24	4.55	0.00	0.00	1.05	4.90	0.35	0.70	0.00	2.10	47.20	100
2030	21.33	16.08	6.29	0.35	0.00	2.45	6.64	0.35	1.05	0.00	5.24	40.21	100
2100	18.18	18.53	6.99	0.35	0.35	2.80	6.64	1.75	1.05	0.00	5.94	37.41	100
2130	15.38	13.29	6.29	0.00	0.35	2.45	8.39	1.75	1.05	0.00	4.55	46.50	100
2200	12.94	10.49	3.50	0.00	0.35	2.45	8.04	1.40	0.70	0.00	3.85	56.29	100
2230	8.39	9.79	1.75	0.00	0.35	1.75	7.34	1.05	0.35	0.00	3.15	66.08	100
2300	4.90	4.90	1.05	0.00	0.00	1.05	5.94	0.70	0.00	0.00	2.80	78.67	100
2330	2.45	1.40			0.00	0.70	2.80	0.00	0.00	0.00	2.10	89.86	100
Tot. Avg.	2.73	3.40	1.38	0.58	0.12	0.49	1.80	0.17	0.11	0.00	1.20	88.35	
maximum	26.92	19.93	14.34	3.85	0.70	2.80	8.39	1.75	1.05	0.00	5.94	100.00	
std. dev.	5.89	5.14	2.56	1.01	0.22	0.75	2.30	0.42	0.28	0.00	1.41	16.64	
Band 1	0.12	0.64	0.03	-	0.17	0.06	0.50	0.00	0.00	0.00	0.55	97.93	
Band 2	1.42	2.50	1.35	1.18	0.17	0.50	1.77	0.00	0.00	0.00	0.97	90.48	
Band 3	10.20	11.28	4.72	0.10	0.13	1.49	5.15	0.76	0.48	0.00	3.40	62.65	

**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	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0030	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	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0700	0.00	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0800	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100
0830	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0900	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0930	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1000	0.00	2.10	0.00		0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
1030	0.00	1.75	0.00		0.00	0.00	0.35	0.35	0.00	0.00	0.00	97.55	100
1100	0.00	2.45	0.00		0.35	0.00	0.00	0.35	0.00	0.00	0.00	96.85	100
1130	0.35	1.75	0.00		0.35	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
NOON	0.70	1.40	0.00		0.35	0.35	0.00	0.35	0.00	0.00	0.00	96.85	100
1230	0.35	0.70	0.00		0.00	0.35	1.05	0.00	0.00	0.00	0.00	97.55	100
1300	1.40	1.05	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.35	96.50	100
1330	1.40	1.05	0.35		0.00	0.70	1.05	0.00	0.00	0.00	0.35	95.10	100
1400	1.40	3.15	0.00		0.00	0.35	1.40	0.00	0.00	0.00	1.05	92.66	100
1430	1.05	2.80	0.00		0.00	0.00	2.10	0.00	0.00	0.00	0.70	91.61	100
1500	0.70	2.45	0.00	3.15	0.35	0.35	2.45	0.00	0.00	0.00	0.70	89.86	100
1530	0.35	2.10	0.00	1.40	0.00	0.35	2.10	0.00	0.00	0.00	0.70	93.01	100
1600	0.00	1.75	2.80	0.70	0.00	0.35	2.10	0.00	0.00	0.00	0.70	91.61	100
1630	0.00	1.75	2.80	0.35	0.00	0.35	2.10	0.00	0.00	0.00	1.05	91.61	100
1700	0.00	2.80	2.45	0.35	0.35	0.35	1.05	0.00	0.00	0.00	1.40	91.26	100
1730	0.35	2.80	1.40	0.00	0.00	0.00	1.05	0.00	0.00	0.00	2.45	91.96	100
1800	0.00	3.15	2.45	0.00	0.00	0.70	1.40	0.00	0.00	0.00	3.15	89.16	100
1830	0.35	3.15	1.75	0.35	0.00	0.70	1.40	0.00	0.00	0.00	3.50	88.81	100
1900	1.05	4.55	1.05	0.35	0.35	1.40	1.75	0.00	0.00	0.00	3.15	86.36	100
1930	2.10	19.23	0.70	0.00	0.00	1.05	1.40	0.00	0.00	0.00	3.15	72.38	100
1945	2.80	13.29	13.64	0.00	0.00	1.40	1.05	0.00	0.00	0.00	2.80	65.03	100
2000	27.62	12.59	5.59	0.00	0.00	1.75	4.55	0.00	0.00	0.00	3.15	44.76	100
2030	15.73	19.93	5.94	0.70	0.35	1.40	5.94	0.35	0.35	0.00	4.55	44.76	100
2100	11.19	26.57	5.94	0.70	0.70	1.40	6.99	0.35	0.00	0.00	6.29	39.86	100
2130	5.24	22.73	4.90	0.00	0.35	1.40	7.69	0.35	0.00	0.00	5.94	51.40	100
2200	2.45	13.29	3.85	0.35	0.00	1.75	6.99	0.35	0.00	0.00	5.59	65.38	100
2230	1.40	6.64	2.80	0.35	0.00	1.40	5.59	0.35	0.00	0.00	4.90	76.57	100
2300	1.40	4.20	2.80	0.35	0.00	0.35	3.85	0.00	0.35	0.00	2.45	84.27	100
2330	0.00	1.40	0.35		0.00	0.35	1.05	0.00	0.00	0.00	2.10	94.76	100
Tot. Avg.	1.62	3.74	1.26	0.51	0.08	0.40	1.36	0.06	0.01	0.00	1.28	89.94	
maximum	27.62	26.57	13.64	3.15	0.70	1.75	7.69	0.35	0.35	0.00	6.29	100.00	
std. dev.	4.67	6.38	2.47	0.73	0.16	0.54	2.07	0.14	0.07	0.00	1.77	15.79	
Band 1	0.03	0.73	0.00	-	0.09	0.06	0.03	0.09	0.00	0.00	0.20	98.69	
Band 2	0.57	2.15	1.00	0.79	0.07	0.37	1.40	0.02	0.00	0.00	1.15	92.68	
Band 3	6.45	13.13	4.32	0.28	0.16	1.24	4.26	0.16	0.06	0.00	4.01	65.96	

**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	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00		0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
0030	0.35	0.00	0.00		0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	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	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0700	0.00	0.70	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.95	100
0730	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.35	0.70	0.00		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	0.00	99.30	100
0900	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0930	0.35	0.35	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.70	98.25	100
1000	0.35	1.05	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.70	97.55	100
1030	0.35	1.40	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
1100	0.35	1.75	0.00		0.70	0.00	0.00	0.00	0.00	0.00	0.70	96.50	100
1130	0.35	1.40	0.00		0.70	0.00	0.00	0.00	0.00	0.00	0.70	96.85	100
NOON	0.70	1.05	0.00		1.05	0.00	0.35	0.00	0.00	0.00	1.05	95.80	100
1230	0.35	1.40	0.00		0.00	0.00	0.35	0.00	0.00	0.00	1.05	96.85	100
1300	1.40	1.75	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.70	95.80	100
1330	1.40	1.75	0.70		0.00	0.00	1.40	0.00	0.00	0.00	1.05	93.71	100
1400	1.75	2.80	1.05		0.00	0.70	1.75	0.00	0.00	0.00	1.05	90.91	100
1430	1.75	2.80	1.05		0.00	1.40	1.75	0.00	0.00	0.00	0.35	90.56	100
1500	1.40	2.45	1.05	1.05	0.00	1.05	1.75	0.00	0.00	0.00	0.35	90.91	100
1530	1.05	1.75	0.70	0.70	0.00	0.70	2.10	0.00	0.00	0.00	0.35	92.66	100
1600	1.05	1.75	3.15	0.00	0.00	0.70	3.15	0.00	0.00	0.00	0.70	89.51	100
1630	0.70	1.75	3.15	0.00	0.00	0.70	2.80	0.00	0.00	0.00	1.05	89.86	100
1700	1.40	1.75	2.45	0.00	0.00	1.05	1.75	0.00	0.00	0.00	1.40	90.21	100
1730	1.05	1.75	1.75	0.00	0.00	0.35	1.40	0.35	0.00	0.00	1.75	91.61	100
1800	1.75	2.10	1.40	0.35	0.00	0.70	0.70	0.35	0.00	0.00	1.40	91.26	100
1830	0.70	2.80	1.05	0.35	0.00	1.05	1.40	0.35	0.00	0.00	1.40	90.91	100
1900	0.70	4.20	0.35	0.35	0.35	2.10	1.40	0.70	0.00	0.00	1.05	88.81	100
1930	3.50	14.34	0.35	0.00	0.00	2.10	1.40	0.35	0.00	0.00	1.05	76.92	100
1945	4.20	10.49	10.14	0.00	0.00	1.75	0.70	0.35	0.00	0.00	1.05	71.33	100
2000	33.22	7.69	2.45	0.00	0.00	0.70	2.80	0.35	0.00	0.00	1.40	51.40	100
2030	41.96	5.59	2.10	0.35	0.00	0.70	4.20	0.35	0.00	0.00	1.75	43.01	100
2100	52.80	5.24	2.45	0.35	0.00	1.05	3.85	0.70	0.00	0.00	2.45	31.12	100
2130	47.90	5.59	1.75	0.35	0.00	1.40	3.85	0.70	0.00	0.00	2.10	36.36	100
2200	44.06	4.55	0.35	0.00	0.00	0.70	3.85	0.00	0.00	0.00	1.75	44.76	100
2230	40.91	3.50	0.00	0.00	0.00	0.35	2.10	0.00	0.00	0.00	2.10	51.05	100
2300	20.63	3.15	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	1.75	72.03	100
2330	6.99	1.05			0.00	0.35	0.00	0.35	0.00	0.00	0.35	90.56	100
Tot. Avg.	6.46	2.08	0.82	0.21	0.06	0.41	0.96	0.11	0.00	0.00	0.69	88.34	
maximum	52.80	14.34	10.14	1.05	1.05	2.10	4.20	0.70	0.00	0.00	2.45	100.00	
Std. dev.	14.31	2.80	1.64	0.29	0.20	0.58	1.24	0.20	0.00	0.00	0.70	18.36	
Band 1	0.23	0.73	0.03	-	0.12	0.00	0.09	0.00	0.00	0.00	0.29	98.51	
Band 2	1.17	1.97	1.25	0.31	0.07	0.60	1.50	0.07	0.00	0.00	0.97	92.18	
Band 3	26.99	5.94	2.13	0.14	0.03	1.05	2.26	0.35	0.00	0.00	1.53	59.76	

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0030	0.00	0.00	0.00		0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	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	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0730	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0800	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0830	0.70	0.00	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.35	98.25	100
0900	1.05	0.00	2.10		0.00	0.00	0.35	0.00	0.00	0.00	0.35	96.15	100
0930	1.05	0.00	3.15		0.00	0.00	0.35	0.00	0.00	0.00	0.35	95.10	100
1000	1.05	0.00	2.80		0.35	0.00	0.35	0.00	0.00	0.00	0.70	94.76	100
1030	1.05	0.00	3.15		0.35	0.00	0.00	0.00	0.00	0.00	0.70	94.76	100
1100	1.05	0.00	3.15		0.35	0.00	0.00	0.00	0.00	0.00	1.05	94.41	100
1130	1.05	0.00	2.45		0.35	0.00	0.35	0.00	0.00	0.00	1.05	94.76	100
NOON	1.75	0.00	1.05		0.35	0.70	0.35	0.00	0.00	0.00	1.05	94.76	100
1230	1.75	0.00	0.35		0.35	0.35	0.35	0.35	0.00	0.00	1.05	95.45	100
1300	2.45	1.05	0.70		0.00	0.70	0.35	0.35	0.00	0.00	2.10	91.96	100
1330	3.15	1.05	0.70		0.00	0.70	0.00	0.35	0.00	0.00	2.45	91.26	100
1400	6.29	3.15	2.45		0.35	1.05	0.70	0.35	0.00	0.00	2.80	82.17	100
1430	6.99	6.29	2.45		0.35	1.05	1.05	0.70	0.00	0.00	2.80	77.62	100
1500	6.29	6.29	1.75	1.05	0.35	1.05	1.40	0.00	0.00	0.00	2.80	79.02	100
1530	5.59	5.24	1.75	1.40	0.35	0.70	1.75	0.00	0.00	0.00	3.15	80.07	100
1600	3.50	6.29	1.75	0.70	0.35	0.70	1.75	0.00	0.00	0.00	4.90	80.07	100
1630	3.15	5.24	1.75	0.70	0.35	0.70	1.40	0.00	0.00	0.00	5.24	81.47	100
1700	3.50	3.85	2.10	0.70	0.35	1.40	1.05	0.00	0.00	0.00	5.59	81.47	100
1730	2.80	2.10	2.10	0.70	0.00	1.75	1.40	0.00	0.00	0.00	5.94	83.22	100
1800	4.20	2.45	1.40	0.00	0.00	1.40	2.45	0.00	0.00	0.00	5.59	82.52	100
1830	2.10	2.80	0.70	0.00	0.00	1.40	2.45	0.00	0.00	0.00	6.99	83.57	100
1900	2.10	3.15	0.35	0.00	0.00	2.10	2.80	0.00	0.00	0.00	6.99	82.52	100
1930	2.10	9.09	0.35	0.35	0.70	1.05	2.45	0.00	0.00	0.00	5.94	77.97	100
1945	2.10	8.04	6.99	0.35	0.00	1.05	2.45	0.00	0.00	0.00	5.94	73.08	100
2000	17.13	3.85	3.85	0.35	0.00	1.40	5.94	0.35	0.00	0.00	6.99	60.14	100
2030	12.59	3.15	2.10	0.35	0.00	3.50	8.39	0.00	0.00	0.00	5.94	63.99	100
2100	9.44	3.50	1.75	0.35	0.00	2.80	8.74	0.35	0.00	0.00	6.64	66.43	100
2130	8.39	3.15	1.05	0.35	0.00	2.80	8.74	0.35	0.00	0.00	5.24	69.93	100
2200	8.39	2.80	0.70	0.35	0.00	2.45	7.34	0.35	0.00	0.00	4.55	73.08	100
2230	7.34	3.15	0.00	0.35	0.00	2.45	5.94	0.00	0.00	0.00	3.50	77.27	100
2300	5.94	2.10	0.35	0.00	0.00	1.40	5.24	0.00	0.00	0.00	2.45	82.52	100
2330	3.15	0.70			0.00	1.40	2.10	0.00	0.00	0.00	0.35	91.61	100
Tot. Avg.	2.88	1.81	1.16	0.45	0.11	0.75	1.62	0.07	0.00	0.00	2.30	89.10	
maximum	17.13	9.09	6.99	1.40	0.70	3.50	8.74	0.70	0.00	0.00	6.99	100.00	
std. dev.	3.62	2.42	1.40	0.36	0.18	0.91	2.47	0.16	0.00	0.00	2.49	11.23	
Band 1	0.76	0.00	1.43	-	0.12	0.00	0.17	0.00	0.00	0.00	0.50	97.03	
Band 2	3.82	3.27	1.50	0.66	0.22	0.97	1.17	0.15	0.00	0.00	3.75	84.62	
Band 3	7.15	3.88	1.75	0.28	0.06	2.03	5.47	0.13	0.00	0.00	4.96	74.41	

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

TABLE 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	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	100.00	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	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	100.00	100
0400	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	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	0.00	0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	100
0730	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0830	1.05	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.90	100
0900	4.55	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	94.41	100
0930	11.19	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	87.76	100
1000	27.27	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.35	1.05	70.63	100
1030	32.87	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.00	1.05	65.38	100
1100	34.62	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	1.05	63.29	100
1130	32.17	0.00	0.35		0.00	0.35	0.00	0.00	0.00	0.00	1.05	66.08	100
NOON	27.27	0.00	0.70		0.00	0.00	0.00	0.00	0.00	0.00	1.75	70.28	100
1230	23.78	0.35	0.35		0.00	0.00	0.35	0.00	0.00	0.00	1.40	73.78	100
1300	11.54	0.35	0.70		0.00	0.35	0.00	0.00	0.00	0.00	1.05	86.01	100
1330	7.34	0.35	0.35		0.00	0.00	0.70	0.00	0.35	0.00	1.75	89.16	100
1400	5.94	0.35	1.05		0.35	0.00	3.50	0.00	0.35	0.00	2.10	86.36	100
1430	3.85	0.35	1.05		0.35	0.35	2.80	0.35	0.35	0.00	2.80	87.76	100
1500	4.20	1.05	1.40	0.00	0.35	0.70	3.15	0.35	0.00	0.00	4.20	84.62	100
1530	3.85	0.70	1.05	0.00	0.70	0.70	3.15	0.35	0.00	0.00	5.24	84.27	100
1600	2.80	0.35	1.75	0.00	0.70	0.70	3.50	0.00	0.00	0.00	4.55	85.66	100
1630	2.45	0.35	2.10	0.00	0.70	1.05	3.50	0.00	0.00	0.00	5.59	84.27	100
1700	2.10	0.35	2.10	0.00	0.70	1.75	4.90	0.00	0.00	0.00	5.24	82.87	100
1730	1.75	0.35	0.70	0.00	0.70	2.10	4.90	0.00	0.00	0.00	4.90	84.62	100
1800	1.40	0.35	1.05	0.00	0.35	2.80	3.50	0.00	0.00	0.00	4.55	86.01	100
1830	1.05	0.35	1.05	0.00	0.35	2.80	2.80	0.00	0.00	0.00	4.20	87.41	100
1900	2.45	1.75	1.05	0.00	0.00	2.10	3.50	0.00	0.00	0.00	3.15	86.01	100
1930	2.10	13.29	1.40	0.00	0.00	1.40	3.50	0.00	0.00	0.00	2.45	75.87	100
1945	2.10	8.39	13.29	0.35	0.00	1.05	2.80	0.00	0.00	0.00	2.10	69.93	100
2000	24.13	7.34	6.29	0.35	0.00	1.05	3.50	0.00	0.00	0.00	2.10	55.24	100
2030	26.92	7.34	6.99	0.70	0.70	1.05	3.85	0.35	0.00	0.35	3.85	47.90	100
2100	24.83	8.04	6.29	0.70	0.35	1.40	5.24	0.70	0.00	0.35	5.59	46.50	100
2130	17.83	6.99	4.20	0.35	0.00	1.40	4.55	0.70	0.00	0.35	5.24	58.39	100
2200	6.99	5.94	2.10	0.35	0.00	0.70	5.24	0.70	0.00	0.35	4.55	73.08	100
2230	4.90	5.24	0.70	0.00	0.00	0.70	4.90	0.70	0.00	0.00	4.55	78.32	100
2300	3.50	3.85	0.35	0.00	0.35	0.70	2.80	0.35	0.00	0.00	1.05	87.06	100
2330	1.75	0.35	0.00		0.00	0.35	1.05	0.00	0.00	0.00	0.35	96.15	100
Tot. Avg.	7.37	1.54	1.20	0.16	0.14	0.56	1.58	0.09	0.02	0.04	1.88	85.52	
maximum	34.62	13.29	13.29	0.70	0.70	2.80	5.24	0.70	0.35	0.35	5.59	100.00	
std. dev.	10.58	2.98	2.40	0.24	0.24	0.73	1.90	0.21	0.08	0.11	1.93	14.91	
Band 1	12.03	0.12	0.06	-	0.00	0.20	0.00	0.00	0.00	0.03	0.64	86.92	
Band 2	7.09	0.40	1.10	0.00	0.37	0.95	2.62	0.07	0.07	0.00	3.52	83.79	
Band 3	10.68	6.23	3.88	0.28	0.13	1.08	3.72	0.32	0.00	0.13	3.18	70.41	

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

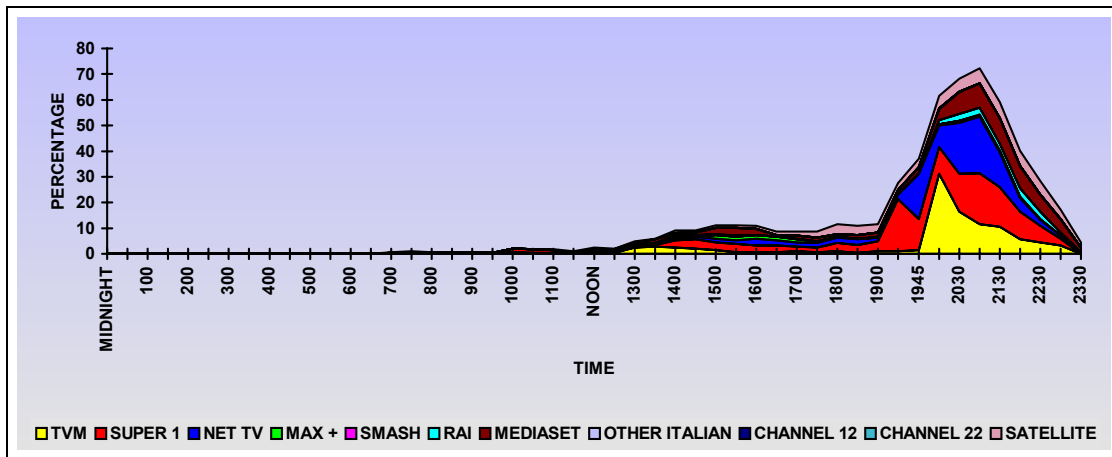


Fig 8.3: TV Audience Shares: Monday

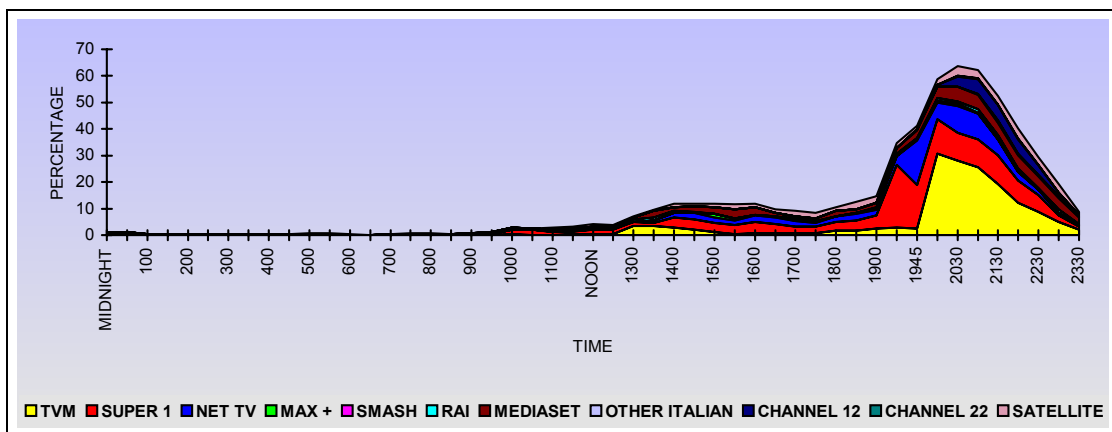


Fig 8.4: TV Audience Shares: Tuesday

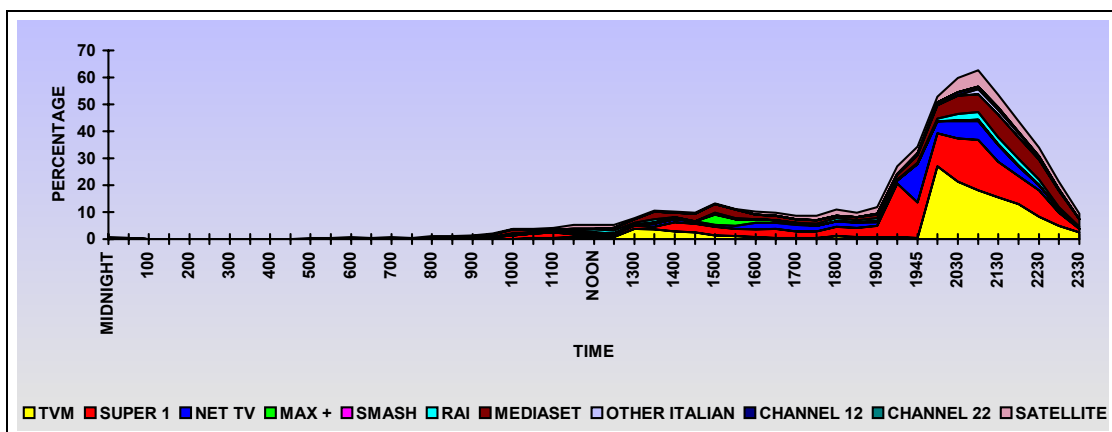


Fig 8.5: TV Audience Shares: Wednesday

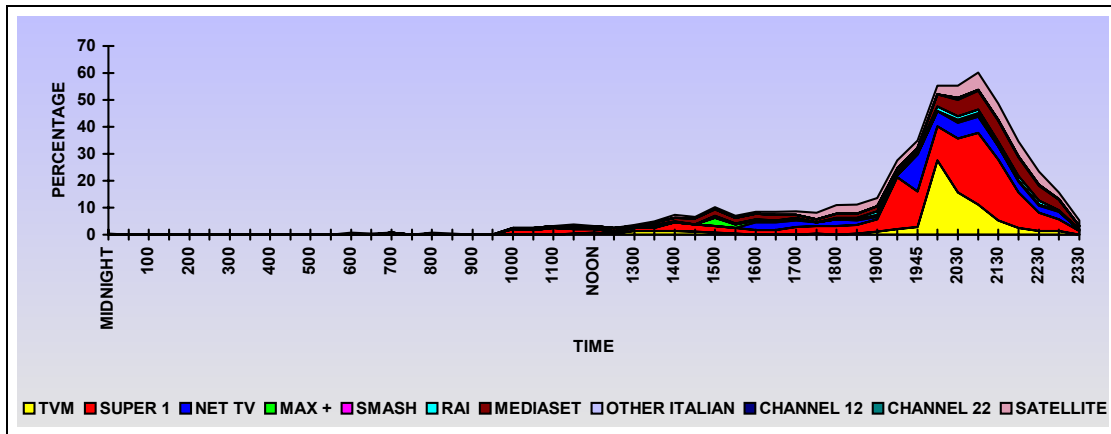


Fig 8.6: TV Audience Shares: Thursday

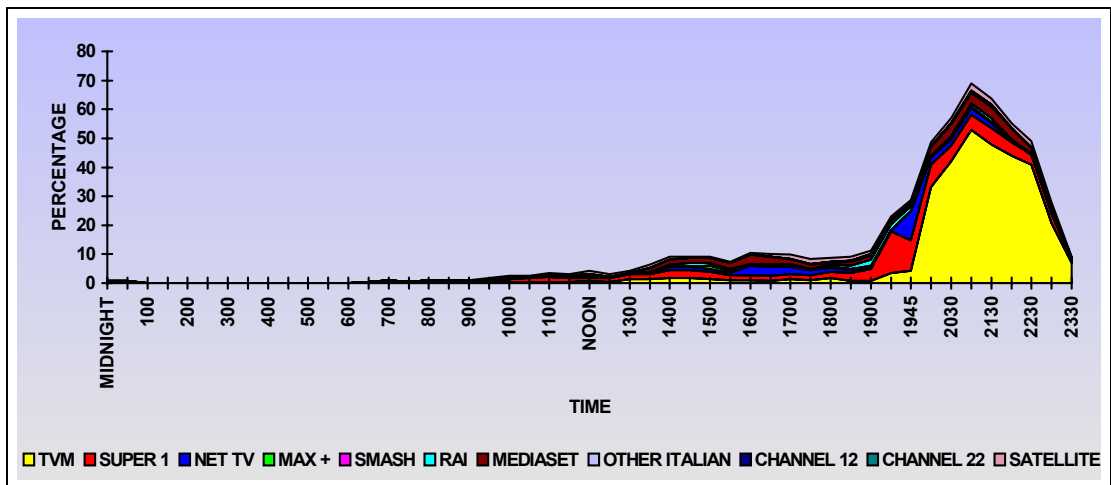


Fig 8.7: TV Audience Shares: Friday

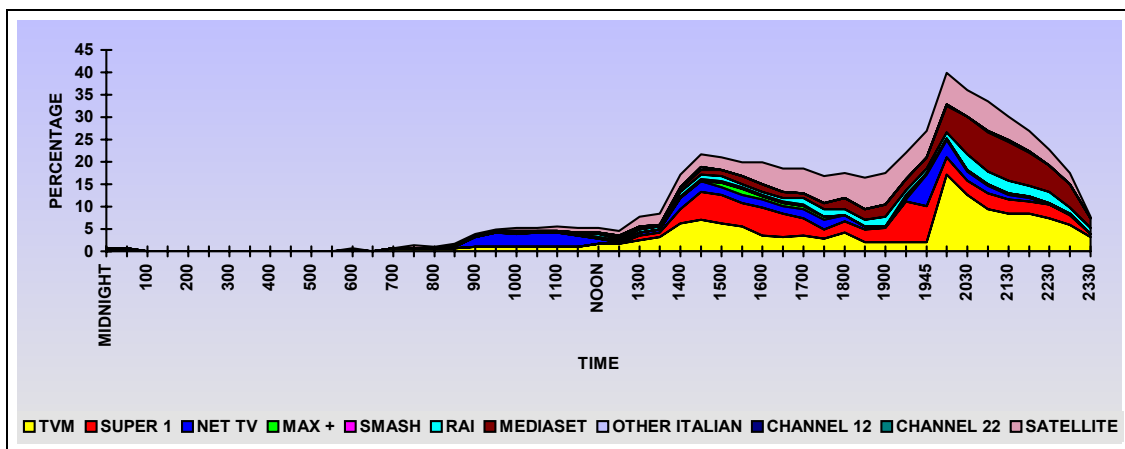


Fig 8.8: TV Audience Shares: Saturday

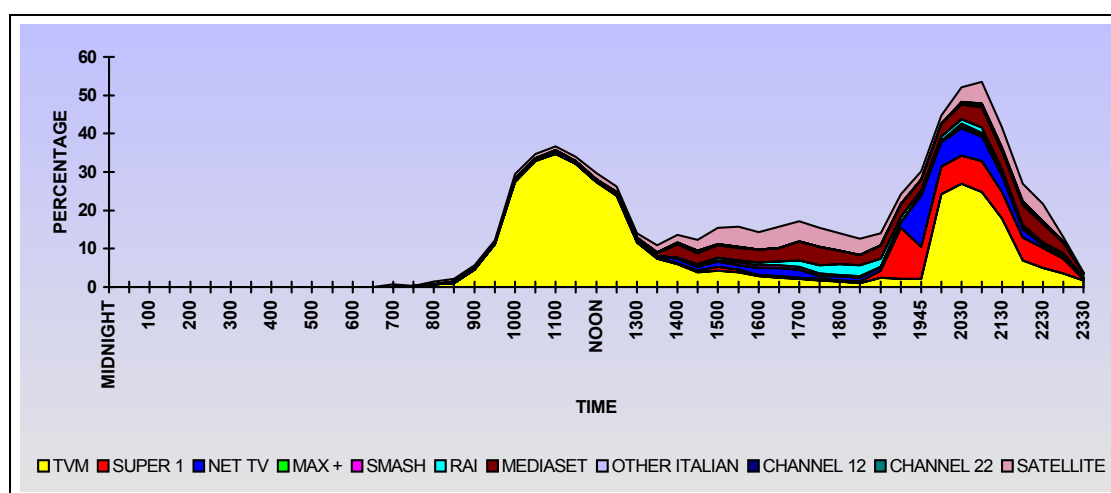


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

8.5.1 As stated in par. 1.4 above, the Broadcasting Authority decided that as from the Autumn 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.

Table 8.3: Time Band 1 - TV Audience Average Share
0600 HRS –NOON (October 2002)

	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	MEDIA-SET	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	0.29	0.35	0.00	-	0.00	0.15	0.00	0.00	0.00	0.00	0.12	99.10
Tuesday	0.06	0.55	0.06	-	0.00	0.29	0.06	0.06	0.00	0.00	0.20	98.72
Wednesday	0.12	0.64	0.03	-	0.17	0.06	0.50	0.00	0.00	0.00	0.55	97.93
Thursday	0.03	0.73	0.00	-	0.09	0.06	0.03	0.09	0.00	0.00	0.20	98.69
Friday	0.23	0.73	0.03	-	0.12	0.00	0.09	0.00	0.00	0.00	0.29	98.51
Saturday	0.76	0.00	1.43	-	0.12	0.00	0.17	0.00	0.00	0.00	0.50	97.03
Sunday	12.03	0.12	0.06	-	0.00	0.20	0.00	0.00	0.00	0.03	0.64	86.92
Daily Average	1.93	0.45	0.23	-	0.07	0.11	0.12	0.02	0.00	0.00	0.36	96.70

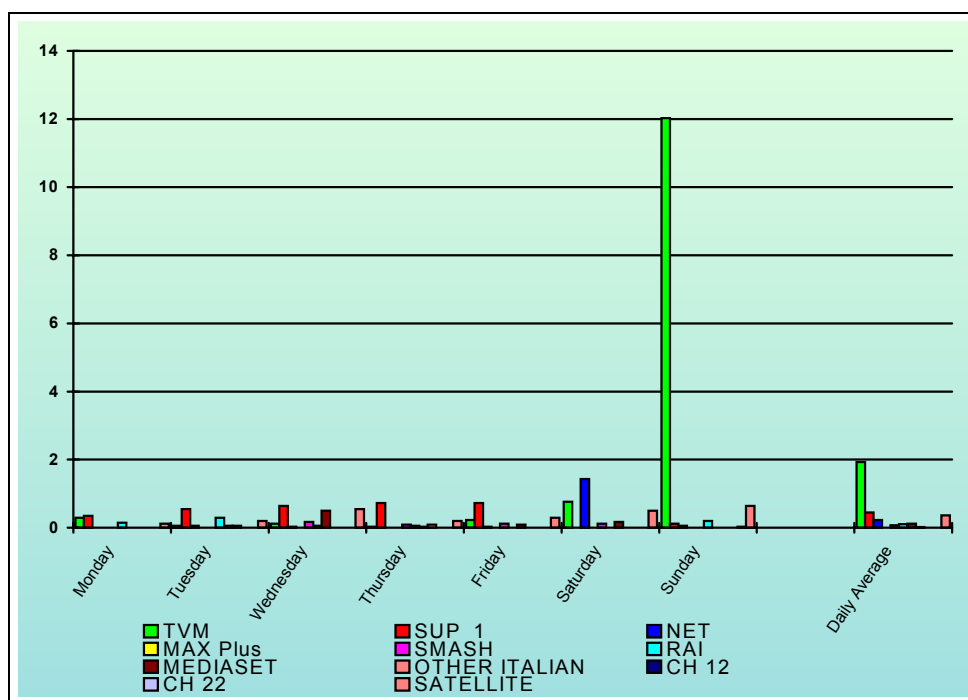


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – October 2002
0600 HRS -NOON

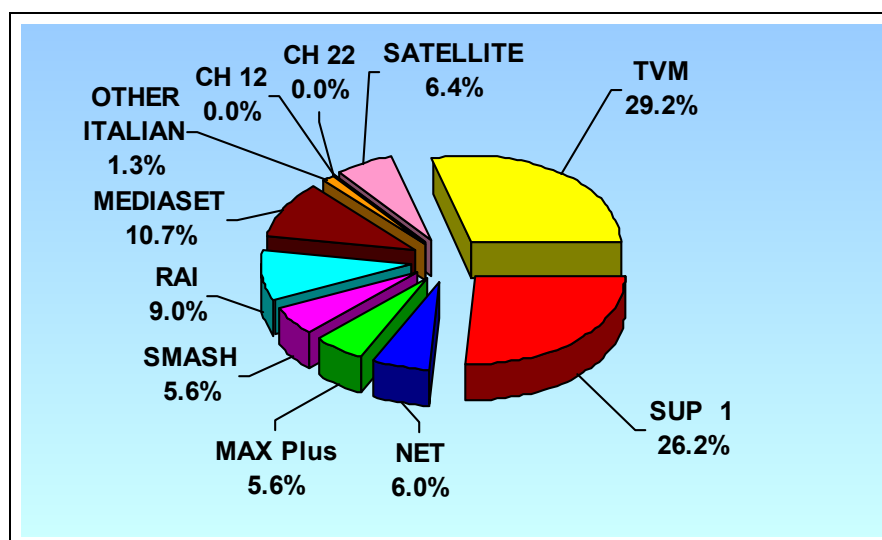


Fig. 8.11-1: Time Band 1: TV Average Audience Share – October 2001
0600 HRS – NOON

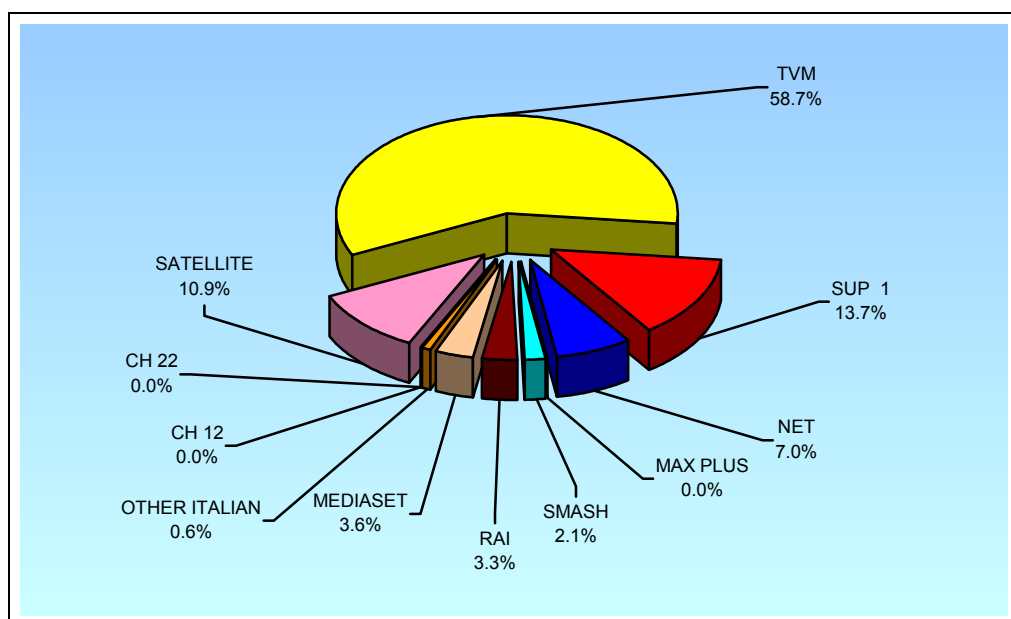


Fig. 8.11-2: Time Band 1: TV Average Audience Share – October 2002
0600 HRS –NOON

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 2002)

	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	MEDIA-SET	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	1.25	2.15	1.30	0.89	0.00	0.30	1.27	0.00	0.00	0.00	1.40	91.76
Tuesday	1.45	2.87	1.60	0.48	0.00	0.40	1.60	0.02	0.00	0.00	1.35	90.38
Wednesday	1.42	2.50	1.35	1.18	0.17	0.50	1.77	0.00	0.00	0.00	0.97	90.48
Thursday	0.57	2.15	1.00	0.79	0.07	0.37	1.40	0.02	0.00	0.00	1.15	92.68
Friday	1.17	1.97	1.25	0.31	0.07	0.60	1.50	0.07	0.00	0.00	0.97	92.18
Saturday	3.82	3.27	1.50	0.66	0.22	0.97	1.17	0.15	0.00	0.00	3.75	84.62
Sunday	7.09	0.40	1.10	0.00	0.37	0.95	2.62	0.07	0.07	0.00	3.52	83.79
Daily Averag	2.40	2.19	1.30	0.61	0.13	0.59	1.62	0.05	0.01	0.00	1.87	89.41

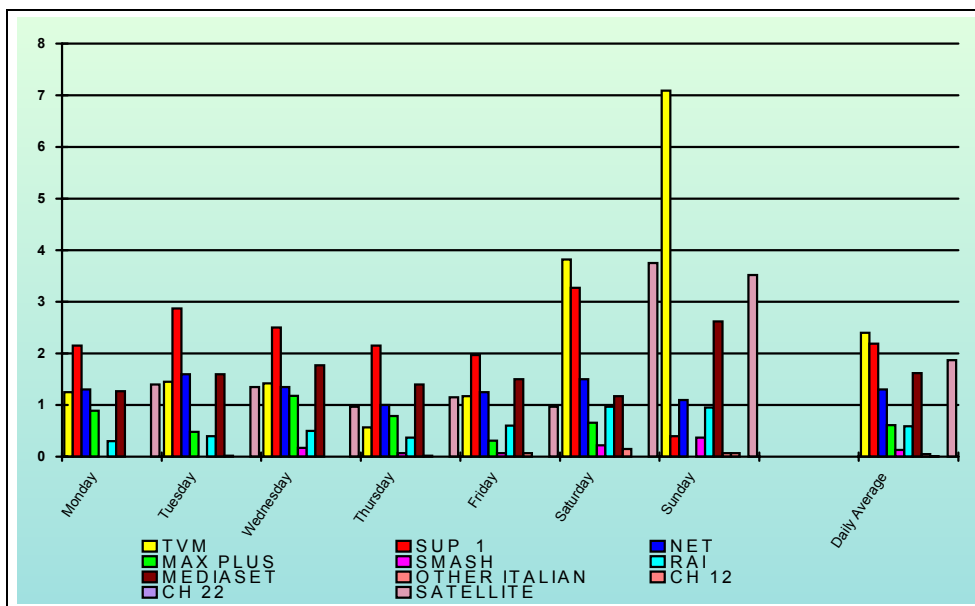


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – October 2002
NOON - 1900 HRS

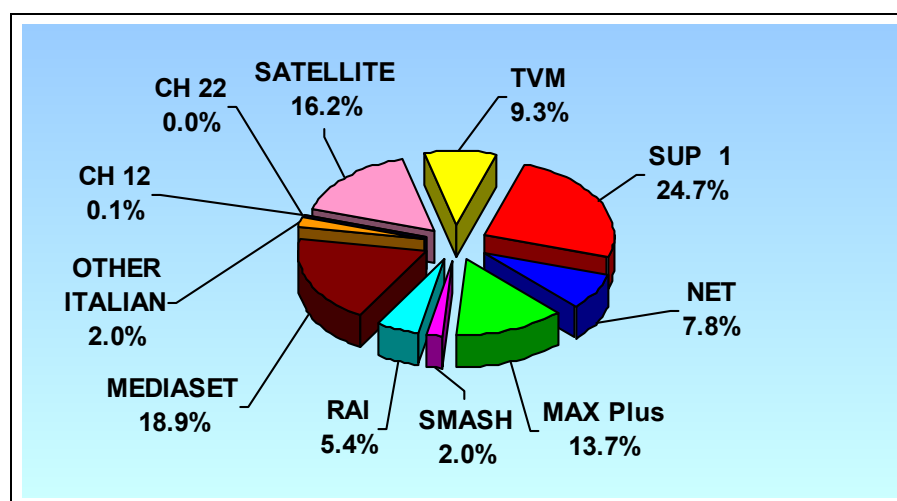


Fig. 8.13-1: Time Band 2: TV Average Audience Share – October 2001
NOON - 1900 HRS

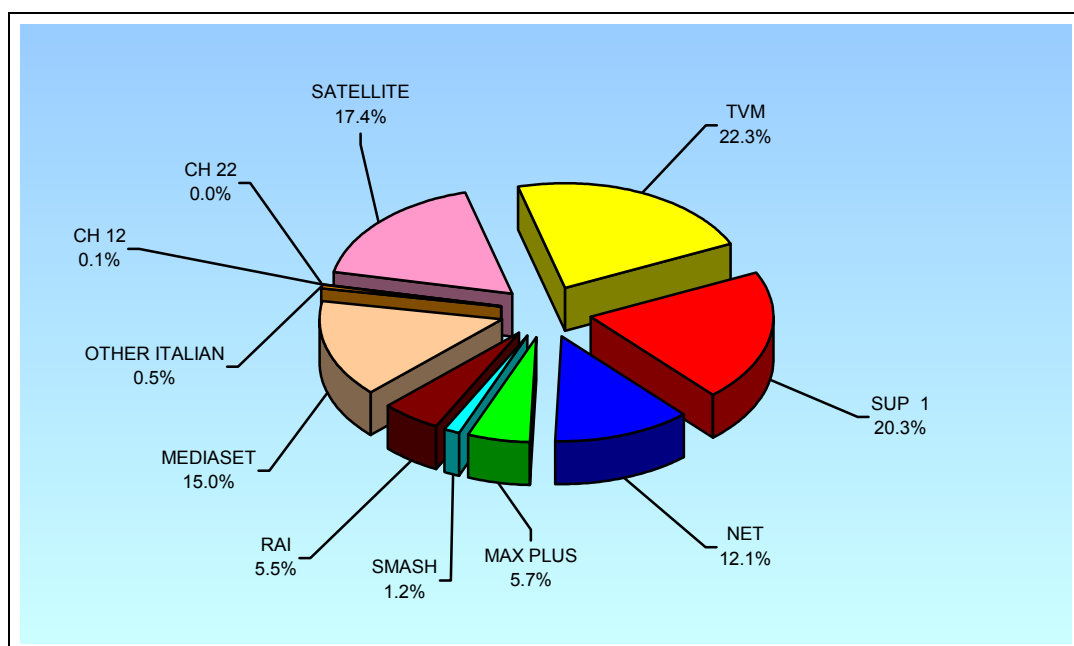


Fig. 8.13-2: Time Band 2: TV Average Audience Share – October 2002
NOON - 1900 HRS

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 (October 2002)

	TVM	SUP 1	NET	MAX Plus	SMASH	RAI	MEDIA-SET	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	7.85	10.62	8.52	0.21	0.13	1.72	5.40	0.10	0.00	0.00	4.35	61.13
Tuesday	12.65	9.82	5.56	0.17	0.25	0.86	3.81	0.38	2.42	0.16	2.57	61.35
Wednesday	10.20	11.28	4.72	0.10	0.13	1.49	5.15	0.76	0.48	0.00	3.40	62.65
Thursday	6.45	13.13	4.32	0.28	0.16	1.24	4.26	0.16	0.06	0.00	4.01	65.96
Friday	26.99	5.94	2.13	0.14	0.03	1.05	2.26	0.35	0.00	0.00	1.53	59.76
Saturday	7.15	3.88	1.75	0.28	0.06	2.03	5.47	0.13	0.00	0.00	4.96	74.41
Sunday	10.68	6.23	3.88	0.28	0.13	1.08	3.72	0.32	0.00	0.13	3.18	70.41
Daily Averag	11.71	8.70	4.41	0.21	0.13	1.35	4.30	0.31	0.42	0.04	3.43	65.09

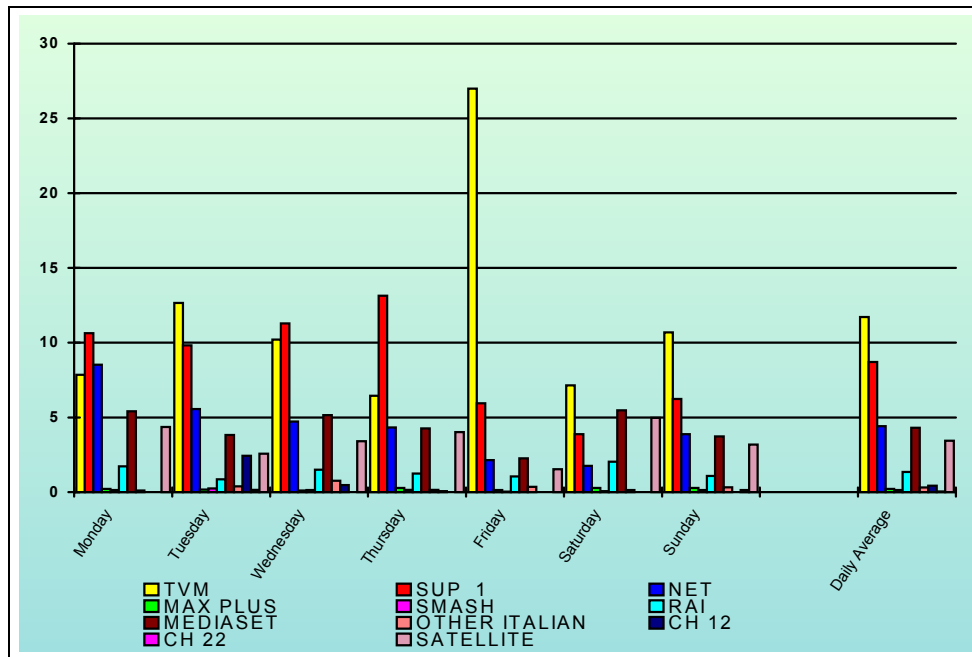


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – October 2002
1900 HRS – MIDNIGHT

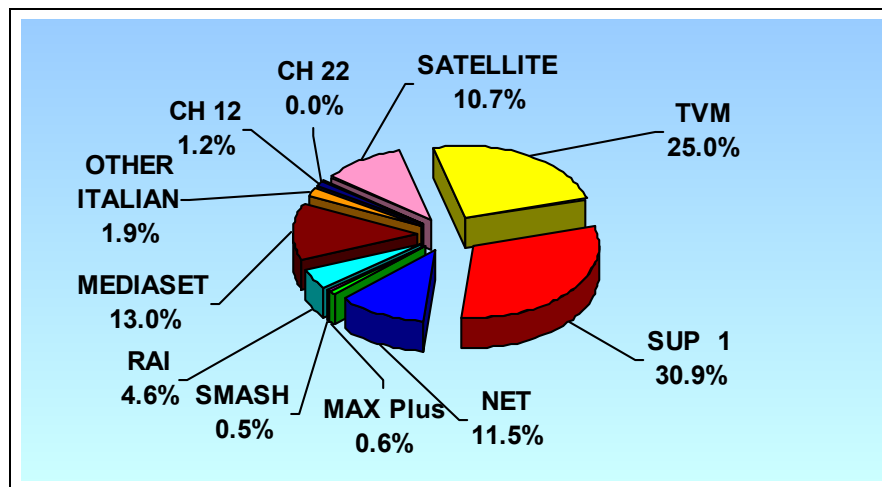


Fig. 8.15-1: Time Band 3: TV Average Audience Share – October 2001
1900 HRS – MIDNIGHT

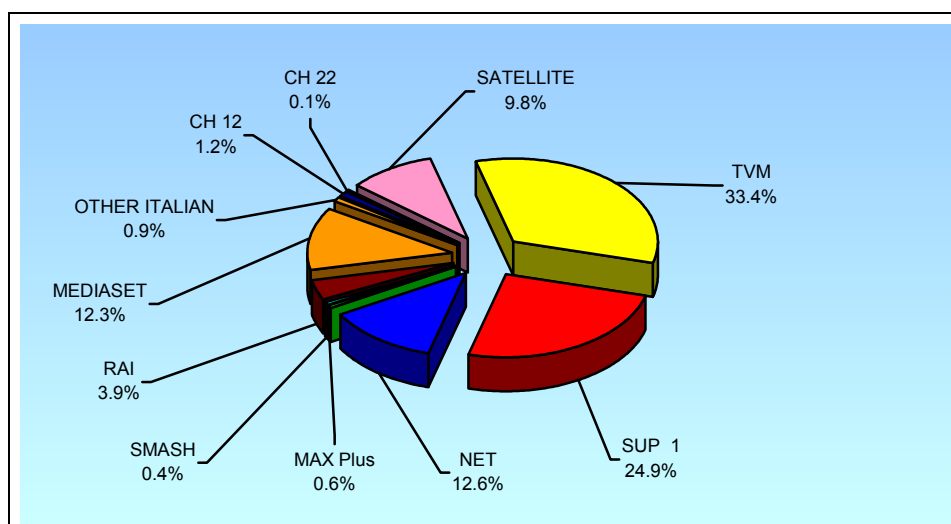


Fig. 8.15-2: Time Band 3: TV Average Audience Share – October 2002
1900 HRS –MIDNIGHT

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. The biggest change that can be noticed since October 2001 is the expansion of TVM in Time Band 1, attributable to the success of its Sunday morning programme *Tista' Tkun Int!*

Table 8.6: Audience Share Summary by Time-Band
October 2001 and October 2002

	Time Band 1 0600 hrs – 1200 hrs		Time Band 2 1200 hrs – 1900hrs		Time Band 3 1900 hrs – 2400 hrs	
	2001	2002	2001	2002	2001	2002
	%	%	%	%	%	%
TVM	29.2	58.7	9.3	22.3	25.0	33.4
Super 1 TV	26.2	13.7	24.7	20.3	30.9	24.9
NET	6.0	7.0	7.8	12.1	11.5	12.6
Max Plus	5.6	-	13.7	5.7	0.6	0.6
Smash TV	5.6	2.1	2.0	1.2	0.5	0.4
Channel 12	-	-	0.1	0.1	1.2	1.2
Channel 22	-	-	-	-	-	0.1
RAI	9.0	3.3	5.4	5.5	4.6	3.9
Mediaset	10.7	3.6	18.9	15.0	13.0	12.3
Other Italian	1.3	0.6	2.0	0.5	1.9	0.9
Satellite Stations	6.4	10.9	16.2	17.4	10.7	9.8

IX CONCLUSION

9.1 The current study continues to provide the Broadcasting Authority, those responsible for the different radio and TV stations in Malta, and anybody else interested in the performance of the broadcast media on the Island, with very important longitudinal data that help them assess developments as they occur. The fact that seasonal variations are noticeable vindicates the decisions of the Authority to conduct these studies more than once annually. At the same time, the fact that some patterns are repeated over and over again in each study conducted clearly shows that the Maltese, like other social groups, behave according to set behavioural patterns in the way they consume, even in this very important communications sector.

9.2 This study continues to prove that radio is very popular in Malta, and that TV is even more so. It proves that from these media the Maltese want to derive information about current events, both in the form of news and opinion, they want to derive entertainment and they want to be provided with education. In all these sectors, demand continues to be high, although one can notice clear lines of differentiation by gender and social group, as the preceding pages have sought to document in outline, but which can be even more manifestly experienced by a more detailed analysis of the Tables on which this study is based. The broadcast media have a wider appeal than the printed media, as the data on the extent to which the Maltese rely on newspapers for news repeatedly show. Their consumption by such wide audiences posits huge responsibilities on the editors of the various programmes and station managers.

9.3 As in previous studies, the public broadcasting system has proved that it is excelling in a number of programmes channelled, if not fully provided by itself. *Xarabank* continues with its momentum and hard on its heels is the Sunday morning programme *Tista Tkun Int!*. That PBS has managed to detect the mood of vast audiences and provided them with products that appeal so widely to them is to its credit. It is beyond the scope of this study to comment on the way these programmes are sourced, although this is often a matter of public debate. But this study cannot not point out to the fact that these programmes are filling a need.

9.4 That station managers and editors have given attention to the findings in this series of studies is testified by the way the programme cocktails provided by the various stations have changed over the last few years. To some extent however, this has created a problem to the viewer and a good number of respondents have used this study to complain about the fact that the same genre of programme, be it *Discussions* or *Plays in Maltese*, are often put on air at the same by different stations. The dubiously practical recommendation made by those who complain is that the same genre of programmes should not be aired concurrently! Impractical as this may be in real life, the fact that it has been made points to a very important consideration latently in the minds of Maltese audiences: it is the product that matters and not the station, and viewers and listeners do not feel tied down to

a party or some other sort of allegiances if a product is perceived to be 'good for them'. This is an important consideration, given the general impression that the Maltese tend to exercise a herd instinct in virtually everything, and that the whole 'flock' is divided in the middle across political party lines. Though the comment of those who complained may not have been intended as a political comment, latently it is indeed one!

9.5 Of the radio stations, Super 1 Radio and RTK continue to lead the way, closely followed by Radju Malta. Interestingly too, ever since Radju Parlament has sought to modify its profile, it is becoming more popular and effectively offers serious competition to the other music stations on the Island. Radio is sought after for a set of products, such as music, which are in turn not so popular on other media. The plethora of stations does seem to have found some sort of equilibrium, even though changes continue to take place, as is evident by the demise of Radju MAS over the last year, the relaunching of Radju tal-Universita' and, in the TV segment, the cessation of transmissions by the owners of Max Plus TV. Indeed, liberalisation has shifted the demand curve to the right as supply increased, but market forces are clearly also at play.

9.6 This study provides a lot of food for thought for planners. The media are strong, and there is clearly a differentiation within the segments themselves. Clearly, the Maltese are assiduous followers of what is provided, and changes in the product are acknowledged, as is the case, to mention just one example, in the improved performance of NET TV on certain evenings. What is very striking is the fact that despite the presence of so many foreign incursions in this sector, not only from neighbouring Italy through RAI and Mediaset, but also via the numerous satellite stations, 'what is Maltese' and 'in the Maltese language' prevails. The high level of domesticity of the products mostly in demand can be interpreted in various ways: are the Maltese overtly parochial or are they inadvertently seeking to affirm group and national identity through their consumption of media products, thus shielding themselves from the perceived ill effects of globalisation and the attendant anonymity in social relations that characterise contemporary modernisation trends? Again, merely hazarding a guess to answer this loaded question is beyond the scope of this study. But the present writer thinks that, in the light of extensive sociological research being currently undertaken on these and related issues in other societies, the correct answer to this question might indeed house the secret for the success of a programme, and indeed of a station as a whole!

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 Friday, 25 October 2002 until Thursday, 31 October 2002. Interviews were effectively carried out in *Valletta, Cospicua, Qormi, Zebbug, Zabbar, Zejtun, Attard, B'Kara (2 blocks), Dingli, Fontana (Gozo), Gharghur, Hamrun, Lija, M'Scala, Mellieha, Mosta, Msida, Naxxar, Paola, Rabat (Malta), St Julian's, San Gwann, St. Paul's Bay, Sliema, Swieqi, Xaghra (Gozo) and Zurrieq.*

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
- Smash Radio
- Radio Calypso
- Campus FM
- 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

Appendix B

Audience Share Cable Network

(Share for stations not on Cable Network only apportioned 67.3% of total audience share, this being the number of respondents who stated that they are subscribed to the services provided by Melita Cable plc.)

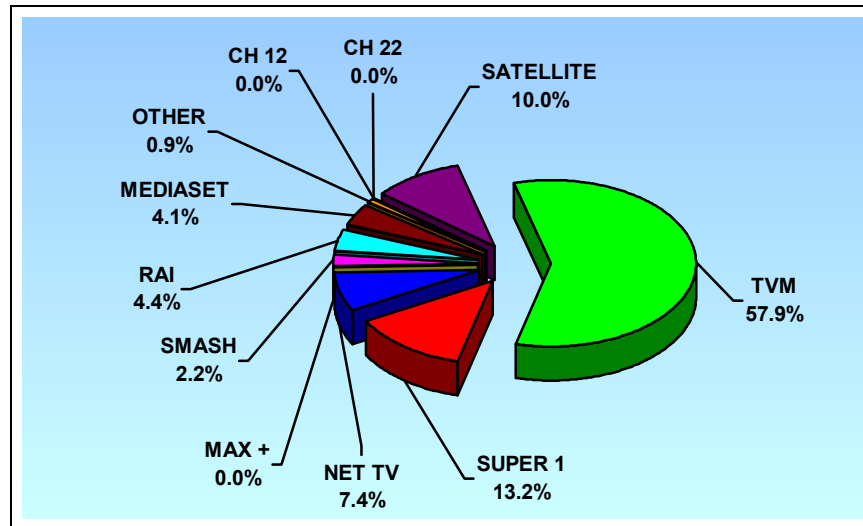


Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs - Noon

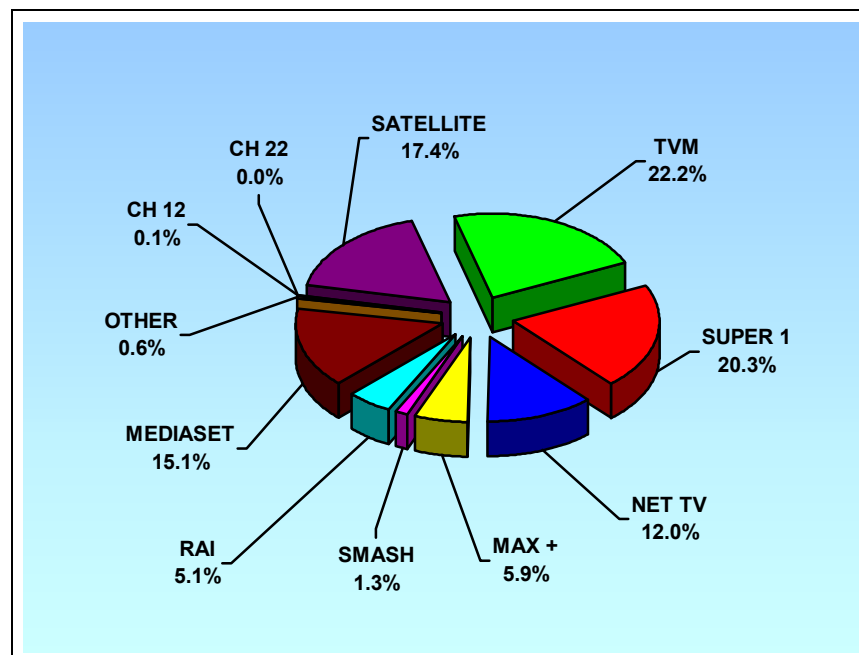


Figure AC2: Cable Network Only, Time-Band 2: Noon – 1900 hrs

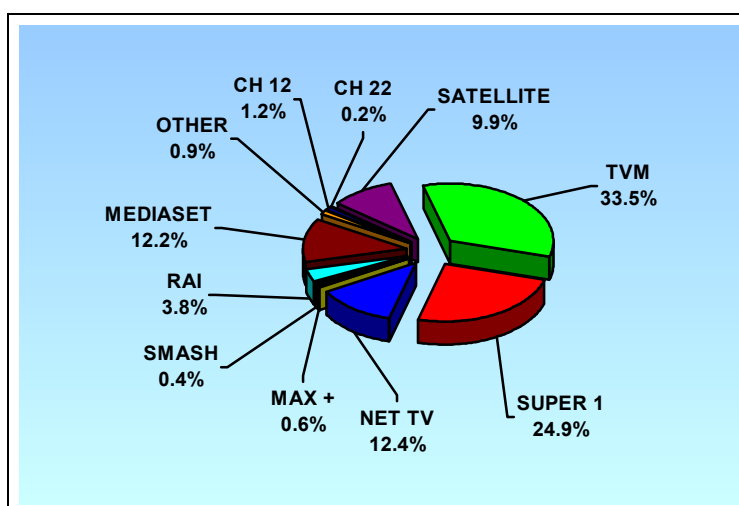


Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs – Midnight

**Table AC-1: Audience Share Summary by Time-Band – Cable Network Only
(All Stations, October 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	1900 hrs – 2400 hrs
	%	%	%
TVM	58.7	22.3	33.4
Super 1 TV	13.7	20.3	24.9
NET	7.0	12.1	12.6
Max Plus	-	5.7	0.6
Smash TV	2.1	1.2	0.4
Channel 12	-	0.1	1.2
Channel 22	-	-	0.1
RAI	3.3	5.5	3.9
Mediaset	3.6	15.0	12.3
Other Italian	0.6	0.5	0.9
Satellite Stations	10.9	17.4	9.8

**Note: Satellite stations can also be received via a dish antenna system.*

**Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(October 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	57.9	22.2	33.5
Super 1 TV	13.2	20.3	24.9
NET	7.4	12.0	12.4
Max Plus	-	5.9	0.6
Smash TV	2.2	1.3	0.4
Channel 12	-	0.1	1.2
Channel 22	-	-	0.2
RAI	4.4	5.1	3.8
Mediaset	4.1	15.1	12.2
Other Italian	0.9	0.6	0.9
Satellite Stations*	10.0	17.4	9.9

**Note: Satellite stations can also be received via a dish antenna system.*

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

DAY OF INTERVIEW:

Gender:

Male	1
Female	2

Age:

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

Educational Level (Last School Attended)

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

SECTION B

T1 TISTA', JEKK JOGHGBOK TGHIDLI KEMM RAJT TV IL-BIERAH? (Day of Week _____)
IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

	TVM	SUP1	NET TV	MAX 4	SMASH	RAJ	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0030
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

v. **SECTION B**

R1 Tista', jekk joghgbok, tghidli xi programmi smajt **TAR-RADJU** INTI il-bierah? (DAY of WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

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

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO DURING EACH INDIVIDUAL TIME-SLOT

	RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	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 tismigħu ir-Radju?

IVA 1
 LE 2 (K3)

b) B'kollox xi kemm-il siegħa tisma' radio kuljum? [] K4

c. Jekk IVA, fejn tismigħu r-Radju?

(MORE THAN ONE ANSWER ALLOWED)

ID-DAR	IX-XOGHOL	FIL-KAROZZA
1	2	3

(K5001-003)

Q4. Kollox ma' kollox, liema aħseb li hu l-aħjar stazzjon tar-RADJU li għandna f'Malta?

(tista' timmarka WIEHED BISS) SHOWCARD

RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL
1	2	3	4	5	6	7	8	9	10	11	12

(K6)

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

(tista' timmarka WIEHED BISS) SHOWCARD

	RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	8	9	10	11	12
SPORT	1	2	3	4	5	6	7	8	9	10	11	12
FLUS U BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12
SAHHA / SBUHIJA / DAR / LIGI	1	2	3	4	5	6	7	8	9	10	11	12
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	8	9	10	11	12
PROGRAMMI GHALL-MARA	1	2	3	4	5	6	7	8	9	10	11	12
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13

(K7)

(K8)

(K9)

(K10)

(K911)

(K12)

(K13)

(K14)

(K15)

(K16)

(K17)

(K18)

(K19)

Q6a. Inti tara TV?

IVA 1
 LE 2 (K20)

b) B'kollox xi kemm-il siegħa tara TV kuljum? [] K21

c. Jekk IVA, fejn l-AKTAR li tara TV? (mark ONE only)

- Sitting/Livng* 1
Dining 2
Kcina 3
Bedroom 4
Post lehor 5 (K22)

d. Inti x'hin tippreferi li jkunu l-ahbarijiet tat-TV fil-ghaxija? [] (K23)

Q7a Inti kif tarah it-TV?

Arial fuq il-bejt	1
Cable	2
Satellite Dish	3

K24001-03

Q7b Jekk ghandek CABLE TV, x'tip ta' servizz ghandek?

OLD

Reception	1
Basic	2
TV Plus	3
Movie Channel	4
Sports Channels	5
Telepiu'	6

K25001-04

NEW
FLEXIPACKS

ENTRY	1
EDU	2
MUSIC PLUS	3
LIFESTYLE	4
KIDS	5
FAMILY	6
Sports	7
Movie	8
Telepiu'	9

K26001-04

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

	TVM	SUP 1	NET	SMASH	MAX PLUS	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	K27
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	K28
SPORTS	1	2	3	4	5	6	7	8	9	K29
TEMP	1	2	3	4	5	6	7	8	9	K30
FEATURE FILMS	1	2	3	4	5	6	7	8	9	K31
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	9	K32
DOKUMENTARJI	1	2	3	4	5	6	7	8	9	K33
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	K34
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	9	K35
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	9	K36
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	9	K37
PLAYS	1	2	3	4	5	6	7	8	9	K38
ARTI U KULTURA	1	2	3	4	5	6	7	8	9	K39
GHALL-MARA	1	2	3	4	5	6	7	8	9	K40
GHAT-TFAL	1	2	3	4	5	6	7	8	9	K41
RELIGJUZI	1	2	3	4	5	6	7	8	9	K42
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	9	K43

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

DEJEM	1
KULTANT	2
QATT	3 (K44)

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

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

(K45)

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

TV

(K46001-09)

RADJU

(K47001-09)

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

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 / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R2330