

Report

on a Study of

TV and Radio Audiences in Malta

(Part I — Commentary)

prepared for the

Broadcasting Authority

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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 Following a public call for tenders by the *Authority* in December 1993, *Malta University Services Ltd.* (henceforth referred to as *MUS*) was pleased to offer its services once more to the *Authority* in this area. This call for tenders required a Media Audit for both Radio and Television. In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.

1.3 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) *the views of the Maltese on aspects of current broadcasting as explained in more detail in the Chapter on the specific objectives of this study;*
- and
- (iii) *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

1.4 The purpose of par. 1.3 (i) and (ii) above is to be clearly distinguished from that of par. 1.3 (ii) and (iii). To meet objectives (i) and (ii) an audience audit was required; to meet objectives (iii) and (iv) the public's opinions on a specific issue of special interest to the client needed to be collected.

1.5 *MUS* submitted its proposal and by letter dated 20 January 1994, the *Authority* informed *MUS* that it had accepted the proposals, and that *MUS* had been commissioned to undertake the study. In this letter it was also indicated that the option proposed by *MUS* to use a base of 1050 was the one the *Authority* was endorsing.

1.6 Following discussions with the *Authority*, it was subsequently decided that additional information on the listening and viewing patterns of tourists in Malta was required as a separate study, and, *MUS* agreed to undertake a micro study on this component of the population, using an *ad hoc* methodology intended to trace the listening and viewing patterns of tourists visiting Malta.

1.7 In this report, the data collected for this study are being presented. The findings are organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the *MUS* proposal; this is followed by an analysis of the sample profile. The next

five chapters cover the Opinion Survey, and respectively deal with *Radio and TV Station Preferences*, *Local News Transmissions*, *Radio Programme Preferences*, *Quality of News Bulletins* and on the *Role of the Broadcasting Authority*.

1.8 Following this, the next three chapters deal with the Audience Audit part of this study, respectively focusing on *TV Audiences*, *Radio Audiences* and the *Listening and Viewing Patterns among Tourists*. The *Conclusion* seeks to bring the findings of this study together in summary form.

1.9 Three *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B documents the Schedule of Programmes for the week when the study was conducted; and Appendix C incorporates a copy of the Maltese version of the Questionnaire.

1.10 This study was conducted for the *Broadcasting Authority* by *Malta University Services Ltd.* who entrusted the management and co-ordination of this study to Professor Mario Vassallo.

1.11 *Malta University Services Ltd.* 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 are:

(a) the nature 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 perceived sources of local and international news and opinions about the nature of news provision by the different broadcasting services;

(d) public opinion relating to fairness and impartiality of radio and television services in their coverage of a variety of events, issues and groups and political activities;

(e) public perception of programme regulation and control by the Broadcasting Authority.

2.2 Through this study the *Authority* is being provided with data on the audience size, made up of persons 14 years and older, for the following:

a) Television Stations:

TVM
RAI
Berlusconi Group
Satellite Stations

Information on RAI and Berlusconi Group is being provided in addition to what was requested in the original brief by the *Authority*.

b) Radio Stations:

Radio Malta I
Radio Malta II
Super One Radio
Radio 101
RTK
Island Sound Radio
Live FM
Bay Radio
Smash Radio
Radio Calypso

2.3 This study also establishes the audience preferences in respect of, and radio

stations associated with, *music*, *discussions*, *phone-ins* and *sports* programmes currently available on radio in Malta.

III SAMPLE PROFILE

3.1 Table 1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure was based on the demographic features of the resident population in Malta. Full technical details on how the quota sample was derived, and of the sub-stratification by age and gender are also provided in Appendix A.

3.2 As can be seen from the summary in Table 1, the sample distribution was as follows:

A. Sample Distribution by Gender

	TOTAL	MALES	FEMALES
TOTAL	1050	511	539
%	100	48.7	51.3

B. Sample Distribution by Age Group

	TOTAL	14-17	18-30	31-50	51-65	65+
TOTAL	1,050	77	273	385	189	126
%	100	7.3	26.0	36.7	18.0	12.0

C. Sample Distribution by Socio-Economic Group

	TOTAL	AB	C1	C2	DE
TOTAL	1,050	134	397	237	282
%	100	12.8	37.8	22.6	26.8

IV RADIO & TV STATION PREFERENCE

4.1.0 Radio

4.1.1 Table 2 presents data on what the Maltese consider to be their most preferred radio station. Super 1 Radio is at the moment considered to be the most preferred station with 25.5% of audience listenership. The next preferred station is Smash Radio, at 15.4%, followed by RTK, at 14.3%, Radio Malta 1 at 11%, Live FM at 6.4%, Radio 101 at 7.3%, Bay Radio at 5.3%, Radio Malta 2 at 4.3%, Island Sound at 3.6% and Calypso Radio at 3.3%. There were 3.4% of the respondents who confessed that they have no first preference for any one of the ten stations currently broadcasting in Malta.

4.1.2 The breakdowns in the Table show that Super 1 is slightly more popular among males than among females (26.2% males versus 24.9%). Smash Radio has more support among males (16.6% vs. 14.3%), but that Radio Malta 1 (8.8% males; 13.2% females) and RTK (8.8% males; 19.5% females) both register more support from females than from males. The full breakdowns for all the stations by gender, socio-economic group and age group are given in the Table.

4.1.3 Table 3 in turn summarises the reasons why respondents chose a particular station as their most preferred one. Super 1 Radio was preferred most because of the variety of programmes it carries (35.8%); because its programmes are interesting (19%); because of its good news programmes (13.4%) and for political reasons (13.8%).

4.1.4 The same Table also shows that Smash Radio was liked primarily for its music (93.8%); that RTK's varied programme schedule is the station's major attraction (24%), because the programmes are interesting (18.7%) and for its religious programmes (16%). Radio Malta 1 is also liked extensively because of its varied programmes (32.8%); because its programmes are interesting (20.7%) and because listeners have got used to listening to it (14.7%). Full details for all the stations with all the breakdowns are presented in Table 3.

4.2.0 TV

4.2.1 The preferences of the Maltese with respect to TV stations are explored in Table 4. As many as 50.7% of all the respondents stated that they prefer the Berlusconi group, namely Canale 5, Italia Uno and Rete 4. Another 26.5% prefer TVM most, whilst 12.3% prefer the RAI group of stations; 4.7% preferred one of the other Italian stations and 3.6% one of the stations that is received by satellite transmissions.

4.2.2 The breakdowns in the table show that females exceed men in their preference for one of the Berlusconi group of stations (females 54.5% vs. 46.6% males). The same is true for TVM (27.3% females vs. 25.6% males). Males have a relatively

higher preference for RAI (16% males vs. 8.7% females); for the Other Italian Stations (6.3% males vs. 3.2% females) and for Satellite stations (3.7% males and 3.5% females).

4.2.3 The Berlusconi group ranks highest among the 14-17 year old (77.9%); TVM's strongest following is among those aged over 65 (42.1%) followed by those aged 51-65 (32.3%); RAI is strongest among those aged 51-65 (15.9%). Satellite stations are strongest among those aged 18-30 (4.4%).

4.2.4 First preferences for the Berlusconi group derive from all the socio-economic groups, but most strongly from the C2 (57%), followed by C1, AB and DE (53.1%, 47.8% and 43.3% respectively). TVM is strongest among the DE (36.9%), followed by C2, C1 and AB (28.3%, 20.2% and 20.1% respectively). Full details are provided in Table 4.

V LOCAL NEWS TRANSMISSIONS

5.1 Tables 5 to 10 focus on news transmissions. The preferences of the Maltese as to which source they prefer most for their news are explored. For those preferring radio as their preferred source, information is provided on which station they prefer and why.

5.2.0 Preferred Source for News

5.2.1 In Table 5, data on the preferences of the Maltese in respect of particular news sources is presented. Of the respondents, 67.1% prefer to follow the news on TV; 15.1% prefer the radio as their source for news; 10.2% prefer to read about news events in a newspaper whilst 7.5% stated that they have no special preference.

5.2.2 Not much difference is to be noted across the genders among those who prefer to follow the news on TV, but females registered a higher percentage among those who prefer radio (17.1% females vs. 13.1% males). Newspapers are more popular among males (12.3%) than among females (8.2%).

5.2.3 Both TV and radio are most popular among the older generations whilst newspapers are most popular among those aged 18-30, with 13.9%. Not much difference across socio-economic groups is noticed when the figures for preference for TV and radio as the source of news are analysed. Full details are presented in Table 5.

5.3.0 Radio and Local News

5.3.1 Those who expressed a preference for radio as their preferred source for local news were probed further on which of the ten stations they preferred, and were asked to rank the first three stations in this respect. The findings are presented in Table 6 and summarised below in Summary Table 1.

TABLE SM1: RANKING OF RADIO STATIONS FOR LOCAL NEWS

STATION	NOT AMONG FIRST 3 %	FIRST %	SECOND %	THIRD %
RM1	69.8	9.4	11.9	8.8
RM2	76.7	1.9	11.9	9.4
SUPER 1	48.4	44.0	6.3	1.3
101	82.4	7.5	5.7	4.4
RTK	57.9	12.6	15.1	14.5
LIVE FM	76.1	6.9	9.4	7.5
ISLAND SOUND	90.6	3.8	2.5	3.1
BAY	84.3	3.8	5.7	6.3
SMASH	80.5	5.0	6.9	7.5
CALYPSO	93.7	1.3	3.1	1.9

5.3.2 The above figures clearly show that Super 1 Radio is considered the best radio for local news by the highest number of Maltese. This is followed, although by a much lower percentage, by RTK (12.6%) and by Radio Malta 1 (9.4%), Radio 101 (7.5%) and Live FM (6.9%). All the others registered less than 4% in the first rankings awarded. Full breakdowns by gender, age group and socio-economic category are provided in Table 6.

5.3.3 Tables 7a to 7j respectively analyse why each radio station which received at least one first rank is preferred. The data are also analysed by the usual breakdowns. In some case the absolute figures are very small and care is required in their interpretation.

5.3.4 The figures in Table 7c show that Super 1 Radio news was given first preference by 42.9% of those who did so because they consider that it gives good coverage; by 21.4% because they believe it reports the true version of events and by 11.4% because of political reasons.

5.3.5 In turn, RTK was given first preference by 35% because they feel that it carries fair and unbiased reports and by another 40% because they feel it provides "good news coverage". Full details and breakdowns for this station are provided in Table 7e.

5.4.0 Foreign News

5.4.1 Table 8 summarises the preferences of the Maltese in respect of the available sources for foreign news. Of the respondents, 75.6% prefer TV; 8% and 7.5% prefer the radio and newspapers respectively. Eight point nine percent stated that they have no special preference for any of the media.

5.4.2 Females showed a higher preference than males for both TV and radio whilst males prefer the newspapers more than females (9.4% males vs. 5.8% females). Newspapers are relatively more preferable to the young and those in the higher socio-economic groups. Full details are presented in Table 8.

5.4.3 Those who expressed first preference for radio in respect of foreign news were asked which radio station they prefer. The findings are presented in Table 9, and show that again Super 1 Radio tops the list with 35.7%, followed by RTK (15.5%), Radio Malta 1 (11.9%), and Island Sound (7.1%). The rest of the stations follow with smaller percentages.

5.4.4 The reasons why a particular radio station is preferred for foreign news are summarised in Table 10 for each of the stations. Radio Super 1 was mentioned by 40% as the station which gives a good news coverage and by another 20% because it reports the truth. RTK was preferred by 30.8% because it relays the BBC News whilst Island Sound was mentioned by 50% because it provides a "good news coverage". The full set of replies, which derive from an open-ended and multiple response question, are presented in the Table.

VI RADIO PROGRAMME PREFERENCES

6.1 Participants in this study were requested to identify which radio programmes they liked. The findings, which include a set of comparisons on groups of programmes across different stations, are presented in Table 11 and 12.

6.2 Table 11 presents full details on the types of radio programmes liked by the Maltese. The question allowed multiple responses and as such the total figures add up to more than 100%. The main findings are presented in Summary Table 2 below:

TABLE SM2: PREFERENCES FOR RADIO PROGRAMMES

Music	67.5
News	54.6
Discussions on Current Affairs	36.8
Discussions on Personal Issues	36.7
Discussions with Phone-Ins	32.5
Health Education Programmes	39.0
Religious Programmes	27.4
Sports	26.3
Local History Programmes	25.1
Novels	21.6
Local News Analysis	20.4
Programmes of a Political Nature	17.0
Programmes on the Environment	17.0
Foreign News Analysis	13.2
Programmes on Films to be screened on TV	11.0

6.3 In Table 12 a comparison on a set of six programme sectors across stations is made. As regards News, Super 1, Radio Malta 1 and RTK respectively receive 28.2% 13.2% and 11.6% preferences. On Cultural Programmes, the same three stations again receive the highest number of preferences (19%, 13.9% and 16.3% respectively), this time RTK exchanging its position with Radio Malta and obtaining a second place. For Sports, Super 1 again obtains the highest ranking (20.7%), followed, at a much lower level, by RTK and Radio Malta 1 (9.1% and 7.6%). For Sports, Radio 101 comes next with 6.2%. In respect of Music programmes, Smash Radio receives the highest ranking (21.3%), followed by Super 1 (17.5%) and RTK (8.6%). Radio Malta 1 and Bay Radio each obtains 7.5% for this category of programmes. In respect of Discussions on Current Affairs Super 1 obtains 21.2%, followed by RTK, with 15.1% and Live FM with 14.9%. Radio Malta 1 obtains 11% for this category of programmes. Finally, as regards Discussion Programmes on Generic Topics, Super 1 registers 22.8%, followed by RTK at 16.6% and Live FM at 16.3%. In this category, Radio Malta 1 registers 11.7%. The full details for each station, broken down by gender, age-group and socio-economic category are presented in the Table.

VII QUALITY OF NEWS BULLETINS

7.1 In Chapter 5 mention was made of how the Maltese explain their preferences for one station for its news. The questions used to provide the data for Chapter 5 were open ended and the respondents' view were unprompted. In its brief, the *Broadcasting Authority* expressly indicated that it wanted to specifically explore what the Maltese thought about impartiality and fairness in news broadcasting. The findings on this aspect of this study are being presented in this chapter, based on Tables 13 to 17.

7.2.0 Radio Newscasting

7.2.1 Slightly more than 45% of the population stated that they believe that news on radio stations is generally fair and impartial. Table 13 shows that 7% did not want to commit themselves whilst another 47.9% indicated that they did not think this was the case.

7.2.2 Females were more convinced of the fairness of news reports than males (48.2% vs. 41.9%); the surest came from the 14-17 age group (54.5%) and from the C1 socio-economic group (48.6%). Full details are presented in the Table.

7.2.3 In Table 14, the views of the Maltese population as to which radio station carries the most fairly and impartially reported news are presented. RTK registered the highest percentage, at 21.8%, followed Radio Super 1 and Radio Malta 1 with 19.4% and 12.9% respectively. The usual breakdowns are presented in the Table.

7.3.0 TV Newscasting

7.3.1 Fifty two point one percent of the population stated that they believe that news on TVM is generally fair and impartial. Table 15 shows that 4.2% did not want to commit themselves whilst another 43.7% indicated that they did not think this was the case.

7.3.2 Females were more convinced of the fairness of news reports than males (54.2% females vs. 49.9%); the surest again came from the 14-17 age group (63.6%) but this time from the AB socio-economic group (60.4%). Full details are presented in the Table.

7.2.3 Table 16 examines the areas the Maltese population consider to be most fairly and impartially reported by TVM. Fifty point five percent consider politics as an area fairly reported by TVM news. This is followed by reporting on Human Rights Issues (14.8%) and Religious Programmes (14.4%). Other areas mentioned included Trade Union Activities (7.1%), and Current Events (4.8%).

7.2.4 In contrast, Table 17 examines which of the areas the Maltese population consider to be the least fairly and impartially reported by TVM. As many as 78%

consider politics as an area least fairly reported by TVM news. Other areas are listed in the Table, but much less frequently. The highest among them refer to Local News Reports and Current Events, both of which were mentioned by 3.3% of the respondents. The usual detailed breakdowns are presented in the Table.

VIII ROLE OF THE BROADCASTING AUTHORITY

8.1 As part of this study, participants were asked to identify the main tasks of the *Broadcasting Authority* from a given list provided by the *Authority*, and subsequently to indicate which of those they had identified they consider to be the most important. The findings for this part of the study are presented in Table 18 and 19. As Table 18 is in reply to a multiple response question, the figures add up to more than 100%.

8.2 Slightly more than 16% indicated that they did not really know what the tasks of the *Authority* are. As many as 35.6% stated that its job was to manage the Public Broadcasting Services Ltd. Fifty-seven percent stated that the *Authority's* role is to regulate impartiality and balance in broadcasting; 60.4% to ensure high levels in broadcasting; 32.9% to issue licences for TV and radio broadcasting. Strangely enough, 39% stated that they believed that the *Authority's* role-set included the preparation of news for broadcasting and another 23.6% stated that its task included the production of political broadcasts.

8.3 When the above figures are analysed by Gender, no significant differences are noticed; but fewer of the 14-17 year old are aware that one of the main tasks of the *Authority* is to regulate the impartiality and balance in broadcasting (39% vs. the total percentage of 57%). Again relatively fewer of the DE component of the respondents (50.7%) stated that this was one of the main tasks of the *Authority*. Conversely, the differences across the socio-economic groups in respect of the *Authority's* task to ensure high levels in broadcasting is notable: AB: 74.6%; C1: 63.2%; C2: 59.5% and DE 50.4%. These findings seem to point to the need of an educational campaign by the *Authority* to inform the public on the precise duties assigned to it by Law.

8.4 Table 19, in turn focuses on what is perceived to be the main task of the *Authority*. There were 16.5% who stated that they did not know what in reality was the main task of the *Authority*. It has to be recalled however that 16.3% had already indicated that they did not know at all what the *Authority's* tasks were. Thirty one percent stated that they considered the *Authority's* task to ensure a high level in Broadcasting as its main task; 28.6% to regulate the impartiality and balance in broadcasting. Slightly more than 7% stated that its main task was to prepare news for broadcasting; 5.1% considered the issue of licences for TV and radio broadcasting as the main task.

8.5 The affirmation that the main duty of the *Authority* is to ensure high levels in broadcasting was more frequent among the AB than among respondents from other socio-economic groups: AB: 44%; C1:32.2; C2: 27; and DE: 26.6%.

XI TV AUDIENCE AUDIT

9.1.0 General

9.1.1 Respondents taking part in the survey were asked to indicate which programmes they had seen 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 was coded on its own. The three RAI stations were grouped together into one category: RAI. The three stations owned by Silvio Berlusconi, namely Canale 5, Italia Uno and Rete 4, were grouped as the Berlusconi group, whilst the other Italian stations were grouped together under the generic title "Other Italian Stations". Those stations which are transmitted by Satellite, whether received in the home through Cable network or with a private Dish Antenna, were grouped under "Satellite". It is to be noted that although for part of the day, TVM relays programmes from Satellite stations, those programmes were still considered as being TVM if the respondent was receiving them on the TVM channel.

9.1.2 For each station "group" figures are being presented in full, with the corresponding breakdowns by gender, age group, and socio-economic category for every half-hour of the day. The thirty-five tables 1-1 to 7-5 cover the full spectrum of TV audiences grouped in this manner. In the forthcoming commentary, only broad performance of each group is highlighted. A set of eight summary tables SM3 to SM11 are used for the analysis. Table ST3 provides data for global audiences for each of the five groups for each day of the week, whilst ST4 to ST10 allow for a detailed comparative analysis of market share per station and for each day of the week.

9.1.3 The statistics in Table SM3 below have been derived through a very complicated way of identifying which viewers watched more than one-half slot of TV time and counting them as "1". When these are counted and deducted from the total potential audience, one arrives at the total number of persons actually not watching TV at all during the day. In the full Tables on TV and Radio audience audit, this figure is given at the bottom of each Table. The figures in the summary Table below are, for each case, 100 minus the relative figure, thus giving the *true* audience share from the total potential audience made up of all the people resident in Malta aged 14 upwards. The figures for each day of the week add up to more than 100% because a person could have watched more than one station for at least one half-hour slot during a particular day.

TABLE SM3: AUDIENCE SHARE BY TV GROUP FOR EACH DAY OF THE WEEK

	TVM	RAI	BERLUS.	OTHER	SAT
	%	%	%	%	%
MONDAY	55.7	15.0	48.3	4.3	3.7
TUESDAY	61.0	14.3	38.7	8.7	4.3
WEDNESDAY	60.3	16.0	46.3	7.0	3.0
THURSDAY	58.7	14.0	52.7	10.0	3.7
FRIDAY	58.0	14.3	45.3	9.3	3.3
SATURDAY	58.0	13.0	38.0	9.0	3.7
SUNDAY	60.3	17.7	35.7	10.0	3.7
DAILY AVERAGE	58.9	14.9	43.6	8.3	3.6

9.1.4 The above figures show that TVM has a sizeable audience share of the population resident in Malta for each day of the week. The highest audience level is registered for Tuesday when TVM captured an audience equivalent to 61% of the total potential audience.

9.1.5 The Berlusconi group of stations are the next popular group, followed by RAI and Satellite Stations. The Berlusconi group is strongest on Thursday and weakest on ~~Saturday~~ *Sunday*. RAI stations are strongest on Sunday and weakest on Saturday. The effect of Satellite TV stations is still minimal in the Maltese scenario.

9.2.0 Monday

9.2.1 The audience for TVM for its Monday morning schedule is very low, with a maximum of 2.3% registered at 8.00 a.m. It remains very low in the afternoon until 7.00 p.m. when it starts building up to reach a peak of 48.3% for the 8.00 p.m. news. Audience levels starts declining substantially after 8.30 p.m. and become 29.7% for the half hour immediately following the news, but drop to 12% after 9.00 p.m. After 10.00 p.m. the audience level drops further and becomes only 0.3% at 23.30 p.m.

9.2.2 In contrast, audience levels for the Berlusconi group are better, albeit not much for the morning session, while an average of around the 4% figure for the afternoon viewing, which increases to 12% for the hour starting at 7.00 p.m., and declining during the half hour when TVM is broadcasting the news bulletin, but go up again to between 21% and 29% until 22.30 p.m.

9.2.3 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Monday the maximum audience they have is 8%.

9.2.4 Summary Table SM4 provides a comparative summary of these audience levels for each half hour of the day. Tables 1-1 to 1-5 incorporate all the breakdowns of these audience levels by gender, age and socio-economic category, again for each half hour of the day.

TABLE SM4: MONDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.3	0.0	0.0	0.0
0030	0.0	0.3	0.0	0.0	0.0
0100	0.0	0.3	0.0	0.0	0.0
0130	0.0	0.3	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.3	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.3	0.0	0.0
0630	0.3	0.0	0.3	0.0	0.0
0700	0.3	0.0	1.0	0.0	0.0
0730	0.3	0.0	0.7	0.0	0.0
0800	2.3	0.0	0.3	0.0	0.0
0830	0.7	0.0	1.0	0.0	0.3
0900	0.0	0.0	1.3	0.0	0.0
0930	0.0	0.0	1.0	0.0	0.0
1000	0.0	0.3	1.0	0.0	1.0
1030	0.3	0.3	0.7	0.0	1.3
1100	0.3	0.3	1.0	0.0	1.3
1130	0.3	0.3	0.7	0.0	1.3
NOON	0.0	0.0	1.0	0.0	1.3
1230	0.0	0.0	1.7	0.0	1.0
1300	0.0	0.7	2.3	0.0	1.0
1330	0.0	1.3	1.7	0.0	1.0
1400	0.7	0.7	3.7	0.0	1.0
1430	0.0	0.7	4.3	0.0	1.3
1500	0.3	1.0	4.7	0.0	1.7
1530	0.3	0.3	3.3	0.0	1.7
1600	0.7	0.3	4.7	0.0	1.7
1630	0.7	0.3	4.3	0.0	1.0
1700	0.7	1.0	4.0	0.0	0.7
1730	1.0	1.0	4.7	0.3	0.7
1800	3.0	1.0	6.7	0.3	1.0
1830	2.3	0.3	7.7	0.3	1.0
1900	3.7	1.0	12.0	0.3	1.7
1930	4.0	1.7	12.3	0.3	1.7
2000	48.3	1.7	8.7	0.3	2.0
2030	29.7	5.7	22.3	1.3	0.7
2100	12.0	8.0	29.0	2.0	1.0
2130	9.0	7.7	28.3	2.3	0.7
2200	6.0	6.0	21.7	2.0	0.7
2230	3.7	3.0	12.3	1.7	0.7
2300	2.3	2.3	3.7	0.0	0.3
2330	0.3	1.0	1.0	0.7	0.3
DID NOT WATCH	44.3	85.0	51.7	95.7	96.3

9.3.0 Tuesday

9.3.1 The audience for TVM for its Tuesday morning schedule is even lower than that for Monday, with a maximum of 1.3% registered at 8.00 a.m. It picks up a small audience of 1.7% at noon, but remains very low in the afternoon until 6.00 p.m. when it starts building up and averages 5% until it reaches a peak of 41% for the 8.00 p.m. news. Subsequently, audience levels start declining but TVM still retains 35% for the half hour immediately following the news. After 9.00 p.m. TVM's Tuesday audience hovers around the 20% and more until 10.30 p.m. They drop further to 17% until 11.00 p.m., after which an audience level of 8.3% is retained until 23.30 p.m.

9.3.2 In contrast, audience levels for the Berlusconi group are also very low for the morning session, with an average of around the 3% figure for the afternoon viewing, which increase as from 6.30 p.m., but to a lower extent than on Mondays, again to drop during the half hour when TVM is broadcasting the news bulletin, but increase again to between 14% and 18% until 22.30 p.m.

9.3.3 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Tuesday the maximum audience they have is 6%, registered at 9.00 p.m.

9.3.4 Summary Table SM5 provides a comparative summary of these audience levels for each half hour of the day. Tables 2-1 to 2-5 incorporate all the breakdowns of these audience levels by gender, age and socio-economic category, again for each half hour of the day.

9.4.0 Wednesday

9.4.1 The audience for TVM for its Wednesday morning schedule is very low, with a maximum of 1.3% registered between 6.30 a.m. and 7.30 a.m. On Wednesday it again remains very low in the afternoon until 6.00 p.m. when it starts building up to reach a peak of 50.3% for the 8.00 p.m. news. Audience levels start dropping substantially after 8.30 p.m. and become 36.7% for the half hour immediately following the news, and decline further to 17.7% after 9.00 p.m. After 10.00 p.m. audience levels drop further and become only 1% at 23.30 p.m.

9.4.2 On Wednesday, the audience levels for the Berlusconi group are similar to those obtained for the other days of the week. The morning is very poor, and the afternoon figures reach 7.3% only at 6.30 p.m., then go to 11% at 7.00 p.m.. They drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to between 16% and 29% until 22.30 p.m.

9.4.3 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Wednesday the maximum audience they have is 9.3%, obtained at 9.30 p.m.

9.4.4 Summary Table SM6 provides a comparative summary of these audience levels for each half hour of the day. Tables 3-1 to 3-5 incorporate all the usual breakdowns of these audience levels.

TABLE SM5: TUESDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.3	0.0	0.0
0500	0.3	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	0.7	0.0	0.0	0.0	0.0
0700	0.7	0.0	0.3	0.3	0.0
0730	0.7	0.0	0.3	0.3	0.0
0800	1.3	0.0	0.7	0.0	0.0
0830	1.0	0.0	0.3	0.0	0.0
0900	0.3	0.0	0.3	0.0	0.0
0930	0.3	0.3	0.0	0.0	0.0
1000	0.3	0.3	0.0	0.0	0.7
1030	0.3	0.0	0.0	0.0	0.3
1100	0.7	0.0	0.0	0.0	0.3
1130	0.7	0.0	0.3	0.0	0.3
NOON	1.7	0.3	0.7	0.0	0.3
1230	1.3	0.7	1.0	0.0	0.3
1300	1.3	0.7	1.7	0.0	1.0
1330	0.0	1.7	0.7	0.0	1.0
1400	0.0	0.7	1.7	0.0	1.0
1430	0.0	1.0	2.3	0.0	1.0
1500	0.3	0.3	4.0	0.3	1.3
1530	0.7	0.0	4.0	0.0	1.3
1600	0.7	0.0	5.0	0.0	1.7
1630	1.0	0.0	3.3	0.0	1.0
1700	1.3	0.3	2.7	0.0	1.0
1730	1.3	0.3	2.3	0.3	0.7
1800	5.0	0.7	4.3	0.7	1.3
1830	4.3	0.7	6.0	0.7	1.3
1900	5.0	2.0	10.0	0.7	1.7
1930	6.0	3.0	9.0	0.7	1.3
2000	41.0	3.3	7.3	0.3	2.7
2030	35.0	3.3	16.3	4.0	1.7
2100	23.3	6.0	18.3	4.7	2.0
2130	26.0	5.7	17.0	4.3	0.7
2200	21.3	3.7	14.7	3.0	0.3
2230	17.3	2.7	9.0	1.7	0.7
2300	8.3	1.3	5.0	2.0	0.3
2330	0.0	0.3	1.7	2.0	0.3
DID NOT WATCH	39.0	85.7	61.3	91.3	95.7

TABLE SM6: WEDNESDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.7	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	1.3	0.0	0.0	0.0	0.0
0700	1.3	0.0	0.3	0.0	0.0
0730	0.7	0.0	0.3	0.0	0.0
0800	0.7	0.0	0.3	0.0	0.0
0830	0.7	0.0	0.0	0.0	0.0
0900	0.7	0.0	0.0	0.0	0.0
0930	0.7	0.0	0.0	0.3	0.0
1000	1.0	0.0	0.0	0.0	0.0
1030	1.0	0.0	0.0	0.0	0.0
1100	1.0	0.0	0.0	0.0	0.0
1130	0.7	0.0	1.0	0.0	0.0
NOON	1.0	0.0	1.7	0.0	0.0
1230	0.7	0.0	1.3	0.0	0.0
1300	1.0	0.0	1.0	0.3	0.3
1330	0.7	0.3	1.0	0.3	0.3
1400	0.7	0.3	2.0	0.3	0.3
1430	0.3	0.3	2.3	0.0	0.3
1500	0.7	0.0	3.3	0.3	0.3
1530	0.7	0.0	2.7	0.0	0.3
1600	0.3	0.0	3.7	0.0	0.3
1630	0.7	0.0	3.3	0.0	0.3
1700	1.7	0.0	4.0	0.7	0.3
1730	2.3	0.3	4.0	0.7	0.3
1800	4.7	1.7	5.0	0.3	1.0
1830	3.7	1.7	7.3	0.3	1.3
1900	5.0	2.3	11.0	0.3	1.0
1930	4.3	1.3	10.0	0.7	1.0
2000	50.3	2.3	7.7	1.3	1.0
2030	36.7	8.0	18.7	4.3	1.3
2100	17.7	8.7	27.3	3.7	1.7
2130	15.7	9.3	28.7	1.7	1.3
2200	9.7	7.7	25.3	1.7	1.3
2230	5.7	4.3	16.0	1.3	1.0
2300	3.3	1.7	8.0	1.3	0.7
2330	1.0	0.3	3.7	0.0	0.3
DID NOT WATCH	39.7	84.0	53.7	93.0	97.0

9.5.0 Thursday

9.5.1 The audience for TVM for its Thursday morning schedule is practically negligible, except for a small audience of less than 1% at 11.00 a.m. On this day, audience levels are very low all through the afternoon until 5.30 p.m. when an audience of 1.3% is registered. It increases to 4% at 6.00 p.m. but goes down again until 7.30 p.m. when it goes up to 6%. Audience levels burst to the usual peak of 53.3% for the 8.00 p.m. news. The audience is retained at 38% level for the first half hour after the news, but then drops to 14.3% and to 11.3% in the following two half hours. After 10.00 p.m. audience levels drop further to 6% and keep going down to 1% at 23.30 p.m.

9.5.2 On Thursday the audience levels for the Berlusconi group are practically similar to those obtained for the other days of the week. During the morning, the three stations have practically no audience, though in the afternoon figures reach 9.3% only at 6.30 p.m., then go up to 13% at 7.00 p.m., only to go down to 11.3% in the following half hour. They drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to a maximum of 33.3% at 9.00 p.m. Audience levels are maintained at 11% until 11.30 p.m. and decrease to 5% until midnight.

9.5.3 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Thursday the maximum audience they have is that of 8.3%, obtained at 9.30 p.m. An audience of around the 8% level is in fact maintained from 9.00 p.m. to 10.30 p.m.

9.5.4 Summary Table SM7 provides a comparative summary of these audience levels for each half hour of the day. Tables 4-1 to 4-5 incorporate all the usual breakdowns of these audience levels.

9.6.0 Friday

9.6.1 The audience for TVM for its Friday morning schedule was better than it had been for Thursday, and some audience was registered after 7.00 a.m. The highest level was registered at 10.00 a.m., at 1.7%. In the afternoon, audience levels remained very low until 6.00 p.m. when they start picking up at 6.7% with a mini-peak at 7.30 p.m. The news, as usual attracts an audience of 50.7%, but this drops to 34.7 as soon as the news was over. The audience goes further down to 13% at 9.00 p.m. and to 8% at 9.30 p.m. After that, the audience level keeps on falling gradually. On this day however TVM had a relatively high audience, by its usual levels, with 3.3% at 11.00 p.m.

9.6.2 On Friday the audience levels for the Berlusconi group was practically non-existent during the morning, but consistently present at levels which increased from 1.3% at noon to 12.7% at 7.00 p.m. The figures drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to a maximum of 27% at 9.30 p.m. Audience levels are maintained at 7.0% until 11.30 p.m. and go down to 4% until midnight.

9.6.3 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Friday the maximum audience they have is 8.0%, which is obtained between 9.00 p.m.

and 10.00 p.m. Thereafter, the audience drops to 7% and continues to drop until RAI commands an audience of only 0.7% for the last half hour of the day.

9.6.4 Summary Table SM7 provides a comparative summary of these audience levels for each half hour of the day. Tables 5-1 to 5-5 incorporate all the usual breakdowns of these audience levels.

9.7.0 Saturday

9.7.1 The audience for TVM for its Saturday morning schedule is very low, with a maximum of 0.7% registered at 10.00 a.m. On Saturday it again remains very low in the afternoon until 6.00 p.m. when it starts building up at 5%, eventually to reach a peak of 51% for the 8.00 p.m. news. Audience levels start dropping substantially after 8.30 p.m. and become 33.3% for the half hour immediately following the news, but drop to 13.3% after 9.00 p.m. After 10.00 p.m., audience levels register at 8%, and continue to drop further and become only 1% at 23.30 p.m.

9.7.2 On Saturday the audience levels for the Berlusconi group are similar to those obtained for the other days of the week. The morning is very poor; the afternoon figures build up gradually to reach 8% between 7.00 p.m. and 8.00 p.m., then go down to 6% at 8.00 p.m. when TVM is broadcasting the news bulletin. They pick up again thereafter, reaching a peak at 21.30 p.m. with 22.7%. A good audience level is retained till 11.00 p.m. with 17%, then to fall to 3.7% for the next half hour.

9.7.3 RAI stations build up an audience in Malta between 9.00 p.m. and 10.00 p.m., when they command an audience of 8%. The attraction of this group of stations with Maltese viewers gradually peters away as the night approaches.

9.7.4 Summary Table SM8 provides a comparative summary of these audience levels for each half hour of the day. Tables 6-1 to 6-5 incorporate all the usual breakdowns of these audience levels.

TABLE SM7: THURSDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300 %	300 %	300 %	300 %	300 %
MIDNIGHT	0.0	0.0	1.0	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.3	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	0.0
0700	0.0	0.3	0.0	0.0	0.0
0730	0.0	0.0	0.0	0.0	0.0
0800	0.0	0.0	0.0	0.0	0.0
0830	0.0	0.0	0.0	0.0	0.0
0900	0.0	0.0	0.0	0.0	0.0
0930	0.0	0.0	0.0	0.0	0.0
1000	0.0	0.0	0.0	0.0	0.0
1030	0.0	0.0	0.0	0.0	0.0
1100	0.3	0.0	0.0	0.3	0.0
1130	0.0	0.0	0.3	0.3	0.0
NOON	0.3	0.0	0.3	0.3	0.0
1230	0.0	0.3	1.3	0.3	0.0
1300	0.3	0.3	1.7	0.3	0.0
1330	0.7	0.7	2.0	0.3	0.0
1400	0.7	0.0	3.3	0.7	0.0
1430	0.0	0.0	4.0	0.3	0.3
1500	0.3	0.3	3.3	0.3	0.3
1530	0.3	0.3	3.3	0.3	0.3
1600	0.0	0.0	4.0	0.0	0.3
1630	0.7	0.0	4.0	0.0	0.3
1700	0.7	0.0	3.3	0.7	0.3
1730	1.3	0.3	4.0	0.7	0.3
1800	4.0	1.3	8.3	1.7	0.7
1830	2.7	1.7	9.3	1.7	1.0
1900	4.0	2.3	13.0	2.0	1.3
1930	6.0	2.7	11.3	2.3	1.0
2000	53.3	3.3	10.7	2.7	1.3
2030	38.0	6.3	22.0	5.3	1.3
2100	14.3	8.0	33.3	5.3	2.3
2130	11.3	8.3	32.7	3.3	2.7
2200	6.0	8.0	28.0	2.7	2.3
2230	5.0	3.7	17.7	2.7	2.7
2300	3.3	1.3	11.0	2.0	1.7
2330	1.0	0.7	5.0	1.3	0.7
DID NOT WATCH	41.3	86.0	47.3	90.0	96.3

TABLE SM8: FRIDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.3	0.0	0.0
0200	0.0	0.0	0.3	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	0.0
0700	0.3	0.0	0.0	0.3	0.0
0730	0.0	0.0	0.0	0.7	0.0
0800	0.7	0.0	0.0	0.7	0.0
0830	0.3	0.0	0.0	0.7	0.0
0900	0.7	0.0	0.0	0.7	0.0
0930	1.0	0.0	0.3	0.7	0.0
1000	1.7	0.0	0.7	1.0	0.0
1030	1.3	0.0	0.7	1.0	0.0
1100	0.7	0.0	0.7	1.0	0.3
1130	0.7	0.0	0.3	1.0	0.3
NOON	1.0	0.0	1.3	0.7	0.3
1230	1.0	0.0	2.0	0.3	0.3
1300	0.3	0.3	3.0	0.3	0.3
1330	0.3	0.3	3.0	0.3	0.3
1400	0.3	0.3	5.7	0.3	0.3
1430	0.0	0.0	5.3	0.3	0.3
1500	0.0	0.0	6.0	0.3	0.0
1530	0.0	0.0	5.3	0.0	0.0
1600	0.0	0.0	4.0	0.3	0.3
1630	0.0	0.0	3.3	0.7	0.3
1700	0.0	0.3	2.3	1.0	0.7
1730	0.3	0.3	3.7	0.7	0.7
1800	6.7	1.0	8.3	2.0	1.3
1830	5.3	2.3	9.0	2.3	1.0
1900	8.0	3.3	12.7	2.0	0.7
1930	9.0	3.3	12.7	2.0	1.0
2000	50.7	3.7	9.7	1.3	1.7
2030	34.7	5.3	16.0	3.3	2.3
2100	13.0	8.0	25.7	4.0	2.3
2130	8.0	8.0	27.0	3.0	2.3
2200	6.7	7.0	24.0	2.7	1.7
2230	5.0	4.3	15.0	1.3	1.3
2300	3.3	1.7	7.0	0.7	0.0
2330	0.3	0.7	4.0	0.7	0.0
DID NOT WATCH	42.0	85.7	54.7	90.7	96.7

TABLE SM9: SATURDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.3	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	0.3	0.0	0.0	0.0	0.0
0700	0.0	0.3	0.0	0.0	0.0
0730	0.3	0.3	0.0	0.0	0.0
0800	1.0	0.0	0.0	0.0	0.0
0830	0.7	0.0	0.0	0.0	0.0
0900	0.7	0.0	0.3	0.3	0.0
0930	0.3	0.0	0.3	0.7	0.0
1000	0.7	0.0	0.7	1.0	0.3
1030	0.7	0.0	0.3	1.3	0.7
1100	0.3	0.3	0.3	1.3	0.7
1130	0.3	0.3	0.0	1.0	0.7
NOON	0.7	0.3	0.7	0.3	0.3
1230	0.3	0.3	0.7	0.3	0.3
1300	1.0	0.3	0.7	0.3	1.0
1330	1.3	0.7	1.3	0.3	0.7
1400	1.7	0.3	3.7	0.3	0.7
1430	2.3	0.0	4.0	0.3	0.7
1500	2.3	0.7	3.7	0.7	0.7
1530	2.0	1.0	2.3	0.3	0.3
1600	2.0	1.3	3.3	0.7	0.3
1630	1.7	1.3	3.7	0.7	0.3
1700	1.3	1.0	3.3	0.7	0.0
1730	1.3	1.0	3.7	0.3	0.3
1800	5.0	1.0	5.7	0.7	1.0
1830	4.0	1.3	7.0	0.0	1.0
1900	4.0	2.7	8.0	0.7	0.7
1930	5.0	3.7	7.7	0.7	1.3
2000	51.0	2.3	6.0	2.0	1.0
2030	33.3	3.7	14.0	4.3	1.0
2100	13.3	7.7	22.3	5.3	1.3
2130	10.0	7.0	22.7	3.7	1.7
2200	8.0	6.7	20.3	3.0	1.0
2230	5.3	4.0	15.3	1.3	0.7
2300	3.3	2.3	7.7	0.7	0.3
2330	1.0	0.7	3.7	0.0	0.0
DID NOT WATCH	42.0	87.0	62.0	91.0	96.3

9.8.0 Sunday

9.8.1 The audience for TVM for its Sunday morning schedule was low as usual although a 0.3% audience is registered at 8.00 a.m. The audience starts picking up gradually after 1.00 p.m. but never exceeds the 6.3% level which is reached at 6.00 p.m. until the news bulletin when it peaks as usual with a 50.3% command of the Maltese TV audiences. After the news the audience level goes down to 27.6% until 9.00 p.m., and then to 9.3% in the next half hour. It is 5.7% at 9.30 p.m. and then drops further until it reaches a 1% level at 11.20 p.m.

9.8.2 On Sunday, the audience levels for the Berlusconi group are practically non-existent in the morning except for small audiences after 9.00 a.m. They are similarly low in the afternoon, but build up after 6.30 p.m. by which time the audience would have increased to 7%. After 8.30 p.m. the level of audience captured by the three stations in this group hovers around an average of 14%, but declines at 10.30 p.m. to 11.7% and very heavily thereafter.

9.8.3 RAI stations register a small audience as from 11.00 a.m., have a constant audience throughout the afternoon, but as usual build up their regular audience in Malta between 9.00 p.m. and 10.30 p.m., when they command an audience around the 10% levels. The attraction of this group of stations on Maltese viewers gradually diminishes to reach 1.3% for the last half-hour slot of the day.

9.8.4 Summary Table SM9 provides a comparative summary of these audience levels for each half hour of the day. Tables 7-1 to 7-5 incorporate all the usual breakdowns of these audience levels.

TABLE SM10: SUNDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.3	0.0	0.0	0.0	0.0
0600	0.7	0.0	0.3	0.0	0.0
0630	0.3	0.0	0.3	0.0	0.0
0700	0.3	0.0	0.7	0.0	0.0
0730	0.3	0.3	1.0	0.3	0.0
0800	0.3	0.3	0.7	0.3	0.0
0830	0.7	0.3	0.0	0.3	0.3
0900	1.3	0.3	0.0	0.0	0.3
0930	1.3	0.0	0.3	0.0	0.3
1000	7.3	0.3	0.3	0.0	0.3
1030	7.7	0.7	0.3	0.0	0.3
1100	8.0	1.0	0.3	0.0	0.3
1130	7.3	1.3	0.3	0.0	0.3
NOON	7.7	1.3	0.7	0.0	0.3
1230	5.3	1.7	1.3	0.0	0.0
1300	1.7	1.7	2.3	0.0	0.0
1330	0.0	0.3	2.7	0.0	0.0
1400	1.0	0.3	4.7	0.0	0.0
1430	1.0	0.0	6.3	0.0	0.3
1500	1.7	0.3	7.3	0.7	0.3
1530	1.7	0.7	8.3	1.0	0.3
1600	1.3	0.7	8.7	1.0	0.3
1630	1.7	1.0	8.3	1.3	0.7
1700	2.0	1.0	8.3	1.3	0.3
1730	1.7	0.7	6.3	0.7	0.3
1800	6.3	2.3	6.7	1.0	0.7
1830	4.7	2.0	7.0	1.0	0.7
1900	4.7	1.7	9.7	2.0	1.3
1930	4.7	2.3	8.0	1.3	1.0
2000	50.3	1.0	4.7	2.7	1.7
2030	27.7	7.0	9.0	4.7	2.3
2100	9.3	10.0	16.0	5.7	2.3
2130	5.7	10.0	15.3	4.7	1.7
2200	4.7	9.7	14.3	3.7	1.3
2230	2.3	6.7	11.7	2.0	0.7
2300	1.0	3.7	8.0	1.7	0.0
2330	0.3	1.3	3.3	1.0	0.0
DID NOT WATCH	39.78	2.3	64.3	90.0	96.3

X RADIO AUDIENCE AUDIT

10.1.0 General

10.1.1 The same exercise conducted for television audiences was conducted for radio audiences. Table SM15 summarises the audience share for each day of the week for each of the ten stations currently transmitting in Malta. The statistics in this Table have been derived in the same way as explained for Table SM3, in paragraph 9.1.3 above.

10.1.2 Table SM15 shows that of all the radio stations currently operating in Malta, Radio Super 1 has the highest audience level, with Thursday being the day when it captures the largest audience, at 29.7% of the total potential audience from among the inhabitants of the Maltese islands aged 14 and older. This station registered the highest average daily audience size of 24.6%

TABLE SM15: AUDIENCE SHARE BY RADIO STATION FOR EACH DAY OF THE WEEK

	RM1 %	RM2 %	SUP 1 %	101 %	IS %	BAY %	RTK %	LIVE %	SMASH %	CAL %
MONDAY	13.0	4.7	24.7	10.0	2.7	5.3	15.0	10.3	13.7	2.7
TUESDAY	14.3	5.3	26.7	8.0	4.3	5.7	17.7	6.3	13.7	1.7
WEDNESDAY	15.7	4.3	27.3	7.3	3.3	4.0	14.7	5.7	13.3	2.7
THURSDAY	13.7	2.7	29.7	8.3	4.0	6.0	14.3	3.0	15.7	5.3
FRIDAY	11.3	5.0	23.3	7.7	6.0	6.3	16.3	5.7	19.3	4.7
SATURDAY	13.7	6.7	19.7	7.0	4.3	8.0	14.7	5.7	17.0	5.0
SUNDAY	11.7	5.3	20.7	7.3	3.7	8.0	11.7	8.0	12.0	4.3
AVERAGE DAILY	13.3	4.9	24.6	7.9	4.0	6.2	14.9	6.4	15.0	3.8

10.1.3 The stations with the next largest audiences are Smash Radio, with the next highest daily average audience of 15% and RTK, with a very close figure of 14.9%. They are followed by Radio Malta 1 with a daily average of 13.3%. Radio 101, in turn, registered an audience level of 7.9%, whilst Radio Live FM and Bay Radio respectively registered 6.4% and 6.2%. Radio Malta 2 and Island Sound respectively registered 4.9% and 4.0% whilst Radio Calypso registered 3.8% of the total potential audience.

10.1.4 Seven detailed Tables, Table 8-1 to Table 14-10, analyse in full detail the audience of each of the ten stations for each and every half hour of the week by gender, age and socio-economic group. Summary Tables are also worked out for a cross station comparison for each day for every half-hour slot: Tables SM12 to SM18. These Summary Tables will be used for the commentary on audience levels in the next sections of this report.

10.2.0 Monday

10.2.1 On Monday, Super 1 Radio was strongest in the morning, with the largest audience obtained at 8.00 a.m. at 9%; its early afternoon audience is not as strong as its late afternoon. Neither is its evening audience.

10.2.2 Smash Radio has a consistent audience, with a peak of 5% at 4.00 p.m. Although its overall rating is higher than that of RTK for the seven days of the week, on Monday RTK had a higher audience than Smash Radio.

10.2.3 RTK has a consistently strong morning audience, relatively low in the early afternoon and picks up in mid- afternoon. Its audience profile is similar to that of Radio Malta 1 for Monday. Live FM is strong in the afternoon with a highest audience level of 3.7% at 4.00 p.m.

10.2.4 A striking feature of the Monday figures are the practically absent night audiences for radio.

10.3.0 Tuesday

10.3.1 Unlike Monday, Super 1 Radio's audience is consistently strong between 6.00 a.m. and 6.30 p.m., with a peak of over 8% between 10.00 a.m. and 11.00 a.m. and another peak over 7% at 4.30 p.m. Outside these hours, audience levels are rather poor.

10.3.2 On Tuesday, Smash Radio has a larger audience in the afternoon, with a peak of 5% reached at 4.00 p.m. Again on Tuesday, RTK had a higher audience than Smash Radio.

10.3.3 RTK has again a consistently strong morning audience, relatively low in the early afternoon and again builds up in mid-afternoon. Its audience profile remains similar to that of Radio Malta 1. On Tuesday, Live FM attracts a stable audience between 8.00 a.m. and 2.30 p.m.

10.3.4 Night audiences for radio, especially after midnight, are again unobtainable by any of the ten stations.

TABLE SM12: MONDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0600	1.7	0.3	4.3	0.7	0.0	0.0	1.0	0.0	0.7	0.0
0630	1.0	0.3	5.3	1.0	0.0	0.3	1.3	0.0	1.7	0.0
0700	2.3	1.3	7.0	2.7	0.0	0.7	2.7	0.3	2.0	0.7
0730	2.7	1.3	6.7	2.7	0.7	1.0	3.7	0.7	1.7	1.0
0800	4.7	1.0	9.0	2.7	1.0	1.3	3.3	1.0	2.0	1.0
0830	3.7	1.0	8.0	1.7	0.3	1.3	4.3	1.3	2.3	1.0
0900	3.0	1.0	8.0	2.0	0.3	1.3	3.7	2.0	2.7	1.7
0930	3.0	1.3	7.3	1.7	0.7	1.0	4.3	2.7	2.7	1.3
1000	3.3	1.3	8.0	2.0	1.3	1.7	5.0	1.3	3.3	1.3
1030	2.7	1.0	7.0	1.3	1.3	0.7	5.0	1.3	3.0	1.0
1100	2.7	1.0	7.0	0.3	1.7	1.0	5.3	1.0	3.3	1.0
1130	2.3	0.7	8.0	1.0	1.3	0.7	4.7	1.0	3.3	0.7
NOON	4.7	1.7	7.7	2.0	1.7	1.0	4.3	1.3	3.0	0.0
1230	2.7	1.0	6.0	0.7	1.0	1.3	2.3	0.7	3.0	0.0
1300	1.0	1.3	4.0	0.3	0.7	1.3	1.0	0.7	3.7	0.3
1330	1.0	1.3	3.3	0.3	0.0	1.0	0.3	1.0	3.3	0.3
1400	0.7	0.7	2.7	1.0	0.0	1.0	1.0	0.3	3.3	0.0
1430	1.0	0.3	3.0	0.7	0.3	0.7	0.7	1.7	2.3	0.0
1500	1.3	1.0	3.7	0.3	0.3	0.0	1.0	1.7	2.7	0.0
1530	1.0	0.7	3.3	0.7	0.3	0.0	0.7	1.3	4.3	0.0
1600	1.7	0.3	4.0	1.0	0.7	0.0	1.7	3.7	5.0	0.0
1630	0.7	0.0	5.3	1.7	0.7	0.3	2.0	3.0	4.3	0.0
1700	0.7	0.3	4.3	1.7	0.7	0.7	2.7	3.3	3.7	0.0
1730	0.3	0.7	5.3	1.7	0.3	0.7	3.0	3.3	3.3	0.3
1800	1.0	0.7	4.3	1.7	0.3	0.7	1.7	3.0	2.7	0.7
1830	0.7	0.7	3.3	0.7	0.3	0.7	0.0	0.3	2.3	0.3
1900	1.0	0.3	2.3	0.3	0.3	0.0	0.7	0.3	2.3	0.0
1930	0.3	0.3	1.0	0.3	0.0	0.0	1.0	0.3	1.7	0.0
2000	0.0	0.3	0.7	0.0	0.0	0.0	0.7	0.7	0.7	0.0
2030	0.0	0.3	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.0
2100	0.3	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
2130	0.3	0.0	1.3	0.0	0.0	0.3	0.3	0.0	0.7	0.0
2200	0.3	0.0	1.3	0.0	0.0	0.0	0.7	0.3	1.0	0.0
2230	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.3	1.0	0.0
2300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
2330	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.7	0.0	0.0
DID NOT										
LISTEN	87.0	95.3	75.3	90.0	97.3	94.7	85.0	89.7	86.3	97.3

TABLE SM13: TUESDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0
0600	1.0	0.3	4.0	0.3	0.3	0.0	0.7	0.0	0.3	0.0
0630	1.7	0.3	4.3	1.0	0.3	0.7	0.7	0.3	1.0	0.0
0700	2.0	0.7	6.0	1.0	0.3	0.7	3.3	0.7	2.0	0.0
0730	1.7	1.0	4.0	1.3	0.7	1.3	3.7	0.3	2.0	0.0
0800	4.7	1.3	5.0	1.3	1.0	1.0	4.3	1.0	2.0	0.0
0830	3.0	0.7	4.7	1.3	0.3	0.7	5.0	1.3	2.3	0.0
0900	4.0	0.7	6.3	1.0	1.0	2.0	5.3	2.3	3.0	0.3
0930	4.0	1.3	6.7	1.3	1.3	1.3	4.7	2.0	3.0	1.0
1000	4.3	1.7	8.7	1.3	1.7	1.3	5.7	1.3	3.7	1.0
1030	2.7	2.0	8.3	1.7	1.7	2.0	5.0	1.3	3.3	1.0
1100	2.7	1.7	7.7	1.0	1.3	1.7	6.0	1.0	3.7	1.0
1130	2.0	1.3	6.7	0.0	1.3	1.3	6.0	1.0	4.0	0.7
NOON	4.3	2.7	7.7	1.3	2.3	1.7	5.0	1.0	3.3	0.0
1230	2.7	2.0	4.3	1.0	1.0	1.3	2.0	1.3	3.0	0.0
1300	1.3	1.3	4.3	0.0	0.7	1.0	1.0	1.0	3.7	0.0
1330	1.0	1.0	4.0	0.0	0.3	0.7	0.3	1.0	3.3	0.0
1400	0.7	0.7	4.3	0.0	0.0	0.3	0.7	1.3	3.0	0.0
1430	0.3	0.7	4.3	0.0	0.0	0.7	0.7	1.0	3.0	0.0
1500	0.3	0.3	5.7	0.0	0.3	0.7	2.0	1.3	3.7	0.0
1530	0.3	0.0	5.3	0.0	0.7	0.7	2.3	0.7	3.7	0.0
1600	1.7	0.3	6.7	0.7	1.0	0.7	3.7	0.3	5.0	0.0
1630	2.0	1.0	7.3	1.0	0.7	0.7	4.3	0.7	4.7	0.0
1700	1.7	0.7	6.0	1.0	0.7	0.7	3.3	0.7	4.0	0.0
1730	1.0	1.0	5.7	0.0	0.7	0.3	3.7	0.7	3.0	0.0
1800	2.3	1.0	5.0	1.3	0.3	0.3	3.7	0.7	2.0	0.0
1830	1.3	0.3	4.0	1.7	0.3	0.3	2.3	0.3	1.7	0.0
1900	1.0	0.3	2.7	0.7	0.7	0.0	1.7	0.3	1.7	0.0
1930	0.7	0.0	2.0	0.7	0.7	0.3	1.0	0.0	1.3	0.0
2000	0.7	0.0	1.0	0.0	0.7	0.0	0.7	0.0	1.3	0.0
2030	0.7	0.0	0.7	0.0	0.3	0.3	0.3	0.3	1.3	0.0
2100	1.0	0.0	1.0	0.0	0.0	0.3	0.3	1.3	0.7	0.0
2130	0.7	0.0	0.7	0.0	0.0	0.0	0.3	1.3	0.0	0.0
2200	0.7	0.0	0.3	0.3	0.0	0.0	0.3	1.0	0.3	0.0
2230	0.0	0.0	0.3	0.3	0.0	0.3	0.3	0.7	0.3	0.0
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0
2330	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.3	0.0	0.0
DID NOT										
LISTEN	85.7	94.7	73.3	92.0	95.7	94.3	82.3	93.7	86.3	98.3

10.4.0 Wednesday

10.4.1 Wednesday is the day when Super 1 Radio is very strong, with an audience level average over 10% between 8.00 a.m. and 10.00 a.m. On this day, Super 1's performance remains strong during the early afternoon, and starts dwindling only after 6.00 p.m., although even then it commands a 5.3% level, well above that following many of the other stations.

10.4.2 Smash Radio has a consistent audience, once more reaching a peak of 5% at 4.00 p.m. At other times during the day, its audience oscillates between 1% and 3%.

10.4.3 RTK has a consistently strong morning audience, with increased audiences starting at 10.30 a.m. In the early afternoon relatively, audiences are lost, but they pick up somewhat in the mid-afternoon, although not to high levels. On this day, Radio 101 also had a higher than average audience between 10.30 a.m. and 11.30 a.m. Radio Malta has quite a good audience until 2.00 p.m., and has its highest peak for its usually strong noon slot with a 7.3% audience level.

10.4.4 On this day, Calypso Radio picks a trailing audience of 0.3%, a level it carries for a substantial part of the day, even for its night broadcasts.

10.5.0 Thursday

10.5.1 Thursday is when Super 1 Radio reaches its largest audiences for the whole week with an audience level averaging over 12%, between 7.30 a.m. and noon. The station's early afternoon audience is not as strong but remains above 8% and starts declining as usual after 6.00 p.m. Its evening audience is, as on other days, relatively poor.

10.5.2 Smash Radio has a stable audience in the morning, with an average level of 3.3%. In the afternoon, it reaches a peak at 4.00 p.m., with 5.7%.

10.5.3 RTK has a consistently stable morning audience with a peak at noon with 7.7%, but is again relatively low in the early afternoon and picks up, but not substantially, in mid-afternoon. On this day, Radio 101 has a stable morning audience with an average just under 3%. Calypso Radio reaches its maximum audience size of 2% for the day between 9.30 a.m. and noon.

10.5.4 Night audiences for radio are again practically non-existent on Thursday.

TABLE SM14: WEDNESDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
0030	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
0100	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0600	1.3	0.3	2.7	0.3	0.0	0.0	0.3	0.3	0.7	0.0
0630	2.0	0.3	3.7	0.3	0.0	0.3	1.0	0.3	1.0	0.0
0700	3.0	0.7	7.7	0.3	0.3	0.7	2.7	0.3	1.7	0.7
0730	3.3	1.0	8.3	1.3	0.3	1.3	3.0	0.3	2.0	1.0
0800	4.7	1.0	10.3	1.3	0.0	1.3	3.7	0.3	1.3	0.3
0830	3.7	0.7	11.7	1.7	0.3	1.7	3.0	0.3	2.0	0.7
0900	3.7	1.0	11.0	1.3	0.0	1.7	3.3	1.3	2.0	0.7
0930	3.0	1.7	10.0	1.0	0.0	1.7	3.3	1.3	2.0	0.7
1000	4.3	1.3	9.0	1.7	0.7	1.3	5.7	0.7	2.3	1.0
1030	4.0	1.7	8.0	2.0	0.7	1.3	6.3	1.0	1.7	1.0
1100	2.3	0.7	8.7	2.3	1.0	1.3	6.3	0.7	1.7	0.7
1130	2.7	0.7	8.3	1.7	1.0	1.3	7.0	0.7	2.0	0.7
NOON	7.3	1.3	9.0	2.3	1.0	1.0	6.0	1.3	3.0	1.0
1230	4.3	1.7	7.7	1.3	1.0	0.7	4.0	0.7	2.7	0.7
1300	3.7	1.3	8.0	1.0	0.3	0.7	2.0	0.7	2.7	0.7
1330	3.0	1.3	7.3	1.0	0.0	1.3	1.7	0.7	2.3	0.7
1400	1.0	1.0	7.3	1.0	0.3	1.7	2.0	0.7	1.7	0.3
1430	1.7	0.3	6.3	1.0	0.3	1.7	2.0	0.3	2.0	0.7
1500	1.0	0.3	6.3	1.0	0.3	1.7	1.7	1.0	2.0	0.3
1530	1.0	0.3	5.0	1.0	0.0	1.3	2.7	1.0	3.0	0.3
1600	1.0	0.3	9.3	1.0	0.0	1.7	3.0	1.3	5.0	0.3
1630	1.0	1.0	9.0	1.3	0.3	1.0	3.0	1.7	4.7	0.3
1700	0.7	1.3	9.7	1.3	0.3	1.0	3.3	1.3	4.0	0.3
1730	0.3	0.7	7.7	1.7	0.7	1.3	2.7	1.0	3.0	0.3
1800	1.3	0.7	5.3	1.0	0.3	0.7	2.7	0.3	2.0	0.3
1830	1.7	0.7	4.7	0.7	0.3	0.3	2.3	0.7	1.0	0.3
1900	1.3	0.0	4.3	0.3	0.0	0.0	1.3	0.3	1.3	0.0
1930	0.3	0.0	3.7	0.3	0.7	0.3	1.3	0.3	1.0	0.0
2000	0.7	0.0	2.3	0.0	0.3	0.0	1.0	0.3	0.7	0.0
2030	0.7	0.0	1.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2100	0.7	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2130	0.7	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3
2200	0.3	0.0	0.7	0.0	0.3	0.0	0.3	0.3	0.7	0.3
2230	0.0	0.0	1.0	0.0	0.3	0.0	0.7	0.3	0.7	0.3
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.3	0.3
2330	0.0	0.0	0.7	0.0	0.0	0.0	1.0	0.0	0.0	0.3
DID NOT										
LISTEN	84.3	95.7	72.7	92.7	96.7	96.0	85.3	94.3	86.7	97.3

TABLE SM15: THURSDAY RADIO AUDIENCES - SUMMARY

	RM1 %	RM2 %	SUPER 1 %	101 %	IS %	BAY %	RTK %	LIVE %	SMASH %	CALYPSO %
TOTAL	300	300	300	300	300	300	300	300	300	300
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.3	0.0	0.0	0.7	0.3	0.0	0.0	0.0
0600	1.0	0.3	2.7	0.0	0.0	0.7	1.0	0.0	0.0	0.3
0630	2.0	0.3	4.0	0.3	0.3	0.7	2.3	0.3	0.7	0.3
0700	2.0	0.7	9.7	2.0	0.3	1.3	3.7	0.7	2.7	1.0
0730	3.3	0.3	11.7	2.3	0.0	1.7	4.0	0.7	3.7	1.0
0800	4.7	0.7	13.0	2.3	0.0	1.3	4.7	0.3	3.0	1.0
0830	3.7	0.7	12.7	2.7	0.3	1.3	4.7	0.3	3.3	1.3
0900	4.3	0.7	12.0	2.7	0.7	1.3	4.7	0.3	3.3	1.7
0930	4.3	0.7	11.7	2.7	0.7	1.3	5.0	0.7	3.3	2.0
1000	4.3	0.7	13.0	3.0	1.0	1.0	5.7	0.7	3.0	2.0
1030	4.7	1.0	12.3	2.3	1.0	1.0	6.0	1.0	2.3	2.0
1100	4.3	0.7	12.7	2.3	1.3	1.0	6.0	0.7	2.7	2.0
1130	4.0	0.7	12.0	2.0	1.3	1.0	6.0	0.7	3.0	2.0
NOON	6.7	1.0	10.0	1.3	1.7	1.3	7.7	0.3	2.0	1.3
1230	4.7	0.7	8.3	0.7	1.3	1.3	5.0	0.0	2.0	1.7
1300	4.3	0.7	8.3	0.7	1.0	1.7	2.3	0.0	2.3	1.3
1330	3.3	0.7	9.3	0.7	0.7	1.7	1.7	0.0	2.3	1.0
1400	2.3	0.3	9.0	0.7	0.7	1.7	1.0	0.0	3.3	1.3
1430	2.3	0.3	8.7	0.7	0.3	1.3	1.0	0.0	3.0	1.0
1500	1.7	0.3	8.7	1.0	0.3	2.0	1.0	0.0	3.7	0.7
1530	1.3	0.3	8.0	1.0	0.3	1.7	1.3	0.0	4.0	0.7
1600	2.7	0.3	10.7	1.3	0.7	1.7	1.3	0.3	5.7	0.7
1630	2.0	0.3	10.0	2.0	0.3	1.0	1.7	0.7	5.0	0.7
1700	2.0	0.7	9.7	1.7	0.0	1.0	2.3	0.3	5.0	0.7
1730	2.0	1.0	9.3	1.3	0.0	1.3	2.0	0.3	3.3	0.7
1800	2.0	0.7	6.7	1.3	0.3	1.7	2.0	1.0	2.3	1.7
1830	1.7	0.0	5.0	1.3	0.3	1.3	1.0	1.0	1.7	1.3
1900	1.3	0.0	4.0	1.3	0.3	1.0	1.0	1.0	1.0	1.0
1930	1.0	0.0	3.0	0.7	0.3	1.0	0.7	0.7	0.7	0.3
2000	1.0	0.0	1.7	0.3	0.3	0.3	0.3	0.3	0.3	0.0
2030	1.0	0.3	1.7	0.0	0.3	0.0	0.3	0.0	0.3	0.0
2100	0.7	0.0	1.7	0.0	1.0	0.0	0.7	0.0	0.3	0.0
2130	0.7	0.0	1.7	0.0	0.3	0.0	1.0	0.0	0.3	0.0
2200	0.3	0.0	2.0	0.0	0.3	0.0	1.0	0.0	1.0	0.0
2230	0.0	0.0	1.7	0.0	0.3	0.0	0.7	0.0	1.0	0.0
2300	0.0	0.0	2.0	0.0	0.3	0.0	0.7	0.0	0.7	0.0
2330	0.0	0.0	1.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
DID NOT										
LISTEN	86.3	97.3	70.3	91.7	96.0	94.0	85.7	97.0	84.3	94.7

10.6.0 Friday

10.6.1 On Friday, Super 1 Radio is again very strong until half past twelve, and again later after 4.00 p.m. In the morning it peaks at 8.30 a.m. with an audience level of 9.7%.

10.6.2 Smash Radio has a consistent audience, reaching an unusual peak of 5% at 9.30 a.m. In the afternoon, its largest audience was registered at 5.00 p.m., at 5%.

10.6.3 RTK has a consistently strong morning audience, with the largest audience level registered at 11.30 a.m. (7%). Its afternoon performance is practically similar to the other days of the week already discussed. On this day, Radio 101 also had its best audiences between 8.30 a.m. and 9.30 a.m. with 3%. Bay Radio also attracts an interesting audience level of over 3% between 9.00 a.m. and 10.00 a.m. Radio Malta's morning performance remains quite good, with the highest level reached at noon with 5%.

10.6.4 On this day, night audiences follow the usual pattern and are insignificant.

10.7.0 Saturday

10.7.1 Super 1 Radio's audience levels for Saturday continue to be the highest achieved for all the ten radio stations currently in operation, although total audience levels are the lowest achieved in the whole week: its highest peak is 8.7% at 9.30 a.m. Early afternoon audiences are comparatively low, but they pick up in mid-afternoon and reach their highest point at 4.30 p.m. with 5.3%.

10.7.2 Smash Radio has a very good audience in the morning, with a peak of 8.3% audience level reached at 10.30 a.m. In the mid- afternoon, it retains a sizable audience but never exceeds the 3% level.

10.7.3 RTK has a consistently low morning audience until 10.00 a.m., but increases to 7% by 10.30 a.m. In the early afternoon its audience is better than what it is in the late afternoon. Radio Malta 1 remains consistently strong in the morning, and particularly between 9.00 a.m. and 10.30 a.m. when its audience is over 7%. On this day, Radio 101's best performance is reached at 8.30 a.m. with a 3% audience level. Live FM captures its best audience between 4.00 p.m. and 5.00 p.m., at 2.3%

10.7.4 Saturday night radio audiences are as poor as for the other days of the week!

TABLE SM16: FRIDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	1.3	0.0	0.0	0.3	0.0	0.0	0.3	0.3
0600	2.0	0.7	3.0	0.0	0.0	0.3	0.7	0.0	0.3	0.3
0630	2.7	0.3	5.0	0.3	0.0	0.3	2.3	0.7	1.0	0.0
0700	5.0	2.3	7.3	1.0	1.0	0.7	4.3	0.7	1.7	0.3
0730	4.7	2.0	8.7	1.0	1.7	1.3	5.7	0.7	2.3	0.7
0800	4.3	1.3	9.3	2.7	1.3	2.0	5.7	0.7	3.0	1.0
0830	4.0	1.3	9.7	3.0	1.0	2.7	5.0	1.0	3.7	1.7
0900	4.3	1.7	9.0	3.0	1.7	3.3	5.7	1.3	4.0	1.7
0930	3.7	1.3	9.3	1.7	2.0	3.7	6.3	1.3	5.0	1.7
1000	4.3	1.7	8.0	1.0	3.0	2.7	6.3	1.3	4.3	1.0
1030	3.7	1.7	8.7	1.0	3.0	1.7	6.0	1.0	4.3	1.0
1100	3.3	1.3	8.3	1.0	2.7	1.3	5.3	0.7	4.0	2.0
1130	3.3	1.7	8.3	1.0	2.7	1.7	7.0	0.7	3.7	2.0
NOON	5.0	2.3	7.7	1.3	2.3	1.7	6.0	1.0	3.3	2.0
1230	3.0	1.7	4.7	0.7	2.0	1.7	3.3	0.7	3.0	2.0
1300	1.7	0.7	4.0	1.0	2.0	2.3	2.7	0.7	3.0	2.0
1330	1.3	0.7	3.3	0.7	1.3	1.7	2.0	0.7	3.3	1.7
1400	0.7	0.7	3.0	0.7	1.3	1.3	1.7	1.0	3.7	0.3
1430	0.7	0.7	3.0	0.3	1.0	1.3	1.3	1.0	3.3	0.3
1500	1.3	0.7	4.0	0.3	1.0	1.0	1.0	1.0	4.0	0.7
1530	1.7	0.7	3.3	0.7	1.0	1.0	1.7	0.3	3.7	0.7
1600	2.3	1.0	6.3	1.7	1.0	1.3	2.7	0.7	4.3	0.7
1630	2.3	1.3	7.7	2.0	1.0	1.7	3.7	0.3	4.7	1.0
1700	2.0	1.7	7.3	2.3	0.7	1.7	2.3	0.3	5.0	0.7
1730	1.3	1.7	6.0	1.7	0.3	2.0	2.7	0.7	5.3	0.7
1800	1.3	1.3	4.0	0.7	0.0	1.7	1.3	0.7	3.7	0.7
1830	0.7	0.7	3.0	0.3	0.0	1.0	0.7	0.7	3.3	0.3
1900	0.3	0.7	2.7	0.7	0.3	0.3	0.3	0.7	1.3	0.0
1930	0.7	0.3	1.7	0.7	0.3	0.3	1.3	0.3	1.7	0.0
2000	0.3	0.3	1.3	0.3	0.0	0.0	0.3	0.3	1.7	0.0
2030	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.3	1.3	0.0
2100	0.3	0.3	0.7	0.0	0.0	0.0	0.3	0.0	1.7	0.0
2130	0.3	0.3	0.7	0.0	0.0	0.0	0.3	0.0	1.7	0.0
2200	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.3	1.7	0.0
2230	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.7	0.0
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2330	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
DID NOT LISTEN	88.7	95.0	76.7	92.3	94.0	93.7	83.7	94.3	80.7	95.3

TABLE SM17: SATURDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
0600	1.7	0.3	3.3	0.0	0.3	0.3	0.0	0.0	0.3	0.0
0630	2.0	0.7	4.3	0.7	0.7	0.7	0.7	0.0	0.7	0.3
0700	4.0	2.0	6.7	1.7	1.0	1.0	1.0	0.3	2.3	0.3
0730	4.3	1.7	8.0	1.7	2.0	1.3	1.7	1.0	3.3	0.7
0800	5.0	1.0	8.0	2.7	2.3	1.7	3.0	1.3	5.0	1.3
0830	5.0	0.7	8.3	3.0	2.0	1.3	3.0	1.3	5.0	1.7
0900	7.0	1.7	8.0	2.7	2.0	3.0	3.7	1.7	5.0	2.0
0930	7.3	1.7	8.7	1.7	2.0	3.0	3.3	1.7	7.0	2.0
1000	7.3	1.3	8.0	1.7	2.7	3.7	6.3	1.7	7.3	2.7
1030	5.3	1.7	7.7	1.0	2.3	3.7	7.0	1.3	8.3	1.3
1100	4.3	1.3	7.7	1.0	2.0	2.3	7.0	1.3	7.3	1.0
1130	4.0	0.7	7.3	1.3	1.3	2.3	7.0	1.7	6.3	1.0
NOON	6.0	2.0	5.0	1.3	0.7	2.3	6.7	0.3	4.3	1.0
1230	3.0	1.0	2.3	0.7	0.3	1.0	3.7	0.3	3.0	1.0
1300	1.3	0.7	2.0	0.3	0.3	1.0	2.3	0.7	2.0	1.0
1330	0.3	0.7	2.0	0.7	0.3	1.3	3.3	0.7	1.7	1.0
1400	0.3	1.0	2.7	1.0	0.0	1.3	3.3	1.0	1.7	0.7
1430	0.3	1.0	3.7	1.3	0.0	1.3	2.7	1.3	1.3	0.7
1500	0.3	1.0	3.7	1.7	0.0	1.0	1.7	1.0	2.3	0.7
1530	0.3	0.3	4.3	1.7	0.0	1.0	2.0	1.3	3.0	1.0
1600	1.0	0.0	4.7	1.3	0.0	1.7	1.7	2.3	3.0	1.3
1630	1.0	0.0	5.3	1.3	0.0	1.7	2.0	2.3	3.0	1.3
1700	0.7	0.0	4.7	1.0	0.7	2.0	1.7	1.7	2.7	1.7
1730	0.3	0.0	4.7	1.0	0.7	1.3	1.7	1.3	3.0	1.3
1800	1.3	0.3	2.7	1.7	1.0	0.7	1.7	1.0	1.7	1.0
1830	0.7	0.0	2.3	0.7	0.3	0.3	1.7	0.7	0.7	0.0
1900	0.7	0.0	1.3	0.3	0.3	0.3	1.0	0.7	0.3	0.0
1930	0.3	0.0	0.7	0.3	0.3	0.3	0.7	0.3	0.3	0.0
2000	0.3	0.0	0.3	0.3	0.3	0.0	0.0	0.3	0.0	0.0
2030	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0
2100	0.0	0.0	0.3	0.3	0.3	0.0	0.3	0.0	0.0	0.0
2130	0.0	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0
2200	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.3	0.0
2230	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.3	0.3	0.0
2300	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
2330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
DID NOT										
LISTEN	86.3	93.3	80.3	93.0	95.7	92.0	85.3	94.3	83.0	95.0

10.8.0 Sunday

10.8.1 On Sunday, Super 1 Radio's overall performance is poor, in comparison with its week-day achievements. They are however still very strong in the morning between 6.30 a.m. and noon, never going below the 6% mark. In the afternoon, audience levels hover around the 3% level.

10.8.2 Smash Radio has a audience that peaks at 10.30 a.m. with 4.7% and a consistent afternoon audience ranging between 2% and 3% up to 4.00 p.m. when audience size dwindles, but extends, albeit at a low level well into the early hours of the morning.

10.8.3 RTK's largest morning audience is recorded between 9.30 a.m. and 11.00 a.m. with just under 5% percent, whilst that of Radio Malta 1 starts being relatively strong at 7.30 a.m. and remains over 4% until 10.00 a.m. On this day, Live FM has an interestingly stable audience of over 2% between 8.30 a.m. and 1.00 p.m. Bay Radio also has a stable audience of over 2% between 8.00 a.m. and 12.30 p.m., with a peak of 4% at 10.00 a.m. Calypso Radio reaches its maximum audience size of 2.7% for the whole week at 10.00 a.m. Radio 101's best audience was registered at 8.30 a.m., with 3%. Bay Radio also attracts an interesting audience level of over 3% between 9.00 a.m. and 11.00 a.m. Radio Malta's morning performance remains quite good, with audience levels over 7% between 9.00 a.m. and 10.30 a.m.

10.8.4 On Sunday too, radio stations seem to be transmitting without any audience at all during the night, and especially between midnight and 5.30 a.m.

TABLE SM18: SUNDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER	1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
0100	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
0130	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0200	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
0600	1.0	0.0	3.0	0.0	0.7	0.0	0.3	0.0	0.0	0.7	0.0
0630	1.0	0.0	4.0	0.3	0.3	0.3	1.0	0.0	0.0	0.7	0.3
0700	3.3	0.7	6.0	2.3	0.3	0.7	1.7	0.0	0.0	1.3	0.7
0730	4.0	0.7	6.3	2.7	0.3	0.7	1.7	0.0	0.0	1.3	1.0
0800	5.7	0.3	7.7	3.3	0.7	2.0	2.3	1.3	0.7	0.7	1.7
0830	5.0	0.0	6.7	3.0	1.0	2.3	3.0	2.0	1.0	1.0	1.7
0900	5.3	0.3	6.3	3.3	1.0	2.3	3.3	2.0	2.3	2.3	2.0
0930	4.7	0.3	6.7	2.0	0.7	2.3	4.7	2.0	3.3	3.3	2.0
1000	3.3	1.0	6.7	2.0	1.0	4.0	4.3	2.3	4.0	4.0	1.3
1030	3.3	1.3	6.3	1.3	1.0	3.7	5.0	2.7	4.7	4.7	1.3
1100	3.3	0.3	6.0	1.0	0.7	2.7	4.3	2.3	4.0	4.0	1.0
1130	3.3	0.3	6.3	1.7	0.3	2.7	3.7	2.7	3.3	3.3	1.0
NOON	2.3	1.0	5.7	2.0	0.3	3.0	4.0	2.7	2.7	2.7	0.3
1230	1.3	0.3	4.0	1.0	0.7	2.0	2.7	2.3	2.7	2.7	0.0
1300	1.0	0.3	2.7	1.3	1.0	1.7	1.0	1.0	3.3	3.3	0.0
1330	0.7	0.3	3.0	1.3	1.0	1.3	0.7	1.0	2.7	2.7	0.0
1400	1.0	0.3	3.0	1.7	0.7	1.0	0.3	1.0	3.0	3.0	0.0
1430	0.7	0.7	3.0	1.7	1.3	0.7	0.0	1.0	3.0	3.0	0.3
1500	0.0	0.7	2.7	1.7	1.7	0.7	0.7	1.0	2.7	2.7	0.3
1530	0.3	0.7	2.0	2.0	1.0	0.3	1.0	1.7	1.7	1.7	0.7
1600	1.0	0.0	3.0	1.7	1.0	1.0	1.0	1.7	2.7	2.7	0.7
1630	1.0	0.3	3.0	1.0	0.7	1.0	0.7	1.7	2.3	2.3	1.3
1700	1.0	0.3	3.0	1.0	0.3	1.0	0.7	1.0	1.7	1.7	1.3
1730	1.3	0.7	2.3	2.0	0.3	0.3	0.3	1.0	1.0	1.0	0.7
1800	0.7	0.7	2.0	2.0	0.7	0.0	1.0	0.0	0.3	0.3	0.3
1830	0.7	0.3	1.7	0.7	0.0	0.3	1.0	0.0	0.3	0.3	0.0
1900	0.3	0.0	1.3	0.3	0.0	0.3	1.0	0.7	0.3	0.3	0.3
1930	0.3	0.0	1.0	0.3	0.0	0.0	0.3	0.7	0.7	0.7	0.3
2000	0.7	0.0	0.7	0.3	0.0	0.0	0.3	0.3	0.7	0.7	0.3
2030	0.3	0.0	0.7	0.0	0.0	0.0	0.3	0.3	0.7	0.7	0.3
2100	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0
2130	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0
2200	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0
2230	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0
2300	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0
2330	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0
DID NOT											
LISTEN	88.3	94.7	79.3	92.7	96.3	92.0	88.3	92.0	88.0	95.7	

XI LISTENING & VIEWING PATTERNS AMONG TOURISTS

11.1 As part of this audience audit exercise, the *Broadcasting Authority* directed *MUS* to undertake an ad hoc study of the radio listening and TV viewing habits of tourists visiting the island. The methodology adopted by *MUS* is described in the relevant section of the Technical Report. Tables TR1 to TR10 present in full the details for every half hour slot of the day for all the TVM and the other station groups which actually attracted an audience, and for those radio stations that were actually found to have a following among tourists visiting the island. The full findings for all the TV and radio stations are summarised in Summary Tables SM19 and SM20. Given the limitations of the sampling error as described in the Technical Report, the figures refer to a sample of tourists visiting the island.

11.2.0 Tourists and TV

11.2.1 Satellite stations were found to be the most relevant for tourists visiting Malta. In fact, as many as 51.5% of the tourists interviewed stated that they had watched one of the stations available. Audiences start picking up after 8.00 a.m., reach a peak at 9.00 a.m. at 6.5%, dwindle somehow in the early afternoon, but pick up as the evening approaches. Between 10.00 p.m. and 11.30 p.m. audience levels exceed 12.5%, only to go down to 6% in the last half-hour before midnight.

11.2.2 TVM also commanded a total of 10.5% audience level from among those visiting Malta. In the morning, when the station is actually relaying non-Maltese originating programmes, it has a small audience, as it has during the latter part of the afternoon. The audience is strongest between 9.00 p.m. and 10.30 p.m. when 3.5% was registered.

11.2.3 The RAI and the Berlusconi group of stations also pick up a sizable audience of tourists after 8.00 p.m. RAI reaches a peak of 4% at 9.00 p.m. whilst the Berlusconi group register their peak at 8.30 p.m. with 3.5%. The attraction of the other minor Italian stations is minimal, and reaches 2% only for the last hour of the day.

11.3.0 Tourists and Radio

11.3.1 Not surprisingly, not all the radio stations currently operating in Malta attract an audience among tourists visiting the island. Five of the ten actually do so, and Island Sound effectively being the leader in this sector by capturing a sizable audience from among tourists.

11.3.2 Calypso Radio attracts an audience level of 2.5%, primarily clustered around noon and in the last hour of the day. Smash Radio has an audience in the morning, with a peak of 2.5% at 9.30 a.m., retains its audience in the afternoon, but loses it as the evening approaches. Bay Radio and Radio 101 each capture an audience level of

9.5%. Both stations attract an audience in the morning and retain part of it in the afternoon. Bay Radio manages to retain it for a longer time than Radio 101. Radio 101's highest audience level is 2%, registered at 9.30 p.m.; that of Bay Radio is also 2%, but it is reached both in the morning at 8.30 a.m. and in the evening at 10.00 p.m.

11.3.3 Island Sound Radio is the real record breaker for this sector, with an audience level of 34.5% from among tourists visiting the island. The station starts picking an audience quite early in the morning, and has an audience around the 8% mark between 7.30 a.m. and 9.30 a.m. It retains its audience throughout the day, and again reaches 8.5% at 8.00 p.m. Except for the hours between midnight and 4.00 a.m. this station continuously carries an audience from among tourists visiting the island.

TABLE SM 19: TV VIEWING PATTERNS AMONG TOURISTS
- SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	200	200	200	200	200
	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.5
0030	0.0	0.0	0.0	0.5	0.5
0100	0.0	0.0	0.0	0.0	0.5
0130	0.0	0.0	0.0	0.0	0.5
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	1.0
0330	0.0	0.0	0.0	0.0	1.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.5
0630	0.0	0.0	0.0	0.0	1.0
0700	0.0	0.0	0.0	0.0	1.0
0730	0.0	0.0	0.0	0.0	3.0
0800	0.5	0.0	0.0	0.0	4.0
0830	1.0	0.0	0.0	0.0	4.5
0900	1.0	0.0	0.0	0.0	6.5
0930	0.0	0.0	0.0	0.0	5.0
1000	0.0	0.0	0.0	0.0	5.5
1030	0.0	0.0	0.0	0.0	3.5
1100	0.0	0.0	0.0	0.0	1.0
1130	0.0	0.0	0.0	0.0	1.0
NOON	0.0	0.0	0.0	0.0	2.5
1230	0.0	0.0	0.0	0.0	3.5
1300	0.5	0.0	0.0	0.0	2.0
1330	0.5	0.0	0.0	0.0	2.0
1400	0.0	0.0	0.0	0.0	1.5
1430	0.0	0.0	0.0	0.0	1.0
1500	0.0	0.5	0.5	0.0	2.5
1530	0.0	0.5	0.5	0.0	3.5
1600	0.0	0.5	0.5	0.5	4.5
1630	1.0	0.0	0.5	0.5	3.0
1700	1.0	0.0	0.5	0.5	3.0
1730	1.5	0.0	0.5	0.0	4.0
1800	1.5	0.0	0.5	0.0	7.0
1830	2.0	0.0	0.5	0.0	5.0
1900	1.5	1.0	1.5	0.0	4.0
1930	1.0	1.0	2.0	0.0	5.0
2000	2.5	3.0	3.0	0.0	5.0
2030	2.0	3.0	3.5	0.0	5.5
2100	3.0	4.0	3.0	0.0	5.5
2130	3.5	2.5	1.5	0.0	8.5
2200	3.5	1.5	2.0	0.5	12.5
2230	2.0	2.0	2.0	1.0	12.5
2300	0.5	2.5	0.5	2.0	13.0
2330	0.0	1.5	0.0	2.0	6.0
DID NOT WATCH	89.5	92.0	92.5	97.5	49.5

TABLE SM20: RADIO LISTENING PATTERNS AMONG TOURISTS
- SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	200	200	200	200	200	200	200	200	200	200
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
0700	0.0	0.0	0.0	1.0	2.0	0.5	0.0	0.0	0.0	0.0
0730	0.0	0.0	0.0	1.0	4.5	1.0	0.0	0.0	0.5	0.0
0800	0.0	0.0	0.0	1.0	8.0	1.5	0.0	0.0	0.5	1.0
0830	0.0	0.0	0.0	0.5	7.5	2.0	0.0	0.0	0.0	1.0
0900	0.0	0.0	0.0	0.5	8.0	1.0	0.0	0.0	1.5	0.0
0930	0.0	0.0	0.0	1.0	4.0	1.5	0.0	0.0	2.5	0.0
1000	0.0	0.0	0.0	1.5	3.0	1.5	0.0	0.0	2.0	0.0
1030	0.0	0.0	0.0	1.5	3.0	0.5	0.0	0.0	2.0	0.0
1100	0.0	0.0	0.0	1.0	4.5	1.0	0.0	0.0	1.0	0.0
1130	0.0	0.0	0.0	1.0	3.5	1.5	0.0	0.0	0.5	0.0
NOON	0.0	0.0	0.0	1.5	5.5	0.5	0.0	0.0	0.5	1.0
1230	0.0	0.0	0.0	1.5	3.5	0.0	0.0	0.0	0.0	1.0
1300	0.0	0.0	0.0	1.5	2.5	0.0	0.0	0.0	0.5	0.5
1330	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.5	0.0
1400	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.5	0.0
1430	0.0	0.0	0.0	0.0	2.5	1.0	0.0	0.0	1.5	0.0
1500	0.0	0.0	0.0	0.0	2.5	1.0	0.0	0.0	1.5	0.0
1530	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	1.0	0.0
1600	0.0	0.0	0.0	0.0	3.0	0.5	0.0	0.0	0.5	0.0
1630	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.0	0.0
1700	0.0	0.0	0.0	0.0	3.5	0.5	0.0	0.0	1.5	0.5
1730	0.0	0.0	0.0	0.5	3.0	0.5	0.0	0.0	1.5	0.5
1800	0.0	0.0	0.0	0.5	5.0	0.5	0.0	0.0	1.0	0.0
1830	0.0	0.0	0.0	0.5	5.5	0.0	0.0	0.0	0.0	0.0
1900	0.0	0.0	0.0	1.0	4.5	0.5	0.0	0.0	0.0	0.0
1930	0.0	0.0	0.0	1.0	5.5	0.5	0.0	0.0	0.0	0.0
2000	0.0	0.0	0.0	1.0	8.5	0.0	0.0	0.0	0.0	0.0
2030	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0
2100	0.0	0.0	0.0	1.0	6.0	1.0	0.0	0.0	0.0	0.0
2130	0.0	0.0	0.0	2.0	3.5	1.5	0.0	0.0	0.0	0.0
2200	0.0	0.0	0.0	1.5	1.5	2.0	0.0	0.0	0.0	0.0
2230	0.0	0.0	0.0	0.0	1.0	2.0	0.0	0.0	0.0	0.0
2300	0.0	0.0	0.0	0.0	1.5	1.0	0.0	0.0	0.0	1.0
2330	0.0	0.0	0.0	0.0	1.5	0.5	0.0	0.0	0.0	1.0
DID NOT										
LISTEN	100.0	100.0	100.0	90.5	65.5	90.5	100.0	100.0	95.0	97.5

XII CONCLUSION

12.1 This summary of the main findings of this study is meant to highlight the most salient features of the current scenario as far as the use of and preferences for the various type of media in the constantly evolving provision of supplies. This study has produced a wealth of information and detail that can help both the *Authority* and the individual station managers and planners to assess their own positions and policies, as well as those of their competitors, in order to improve their product. This summary is only intended to address the thrust of the shifts in the wider society and not provide a slide rule either for the *Authority* or for the individual suppliers.

12.2 One of the first important conclusions of this study is that both TV and radio are media which have come to stay in Malta to mould the culture of the island and to radically change its national identity. Each of the two types of media has its own different mode of address, depending of course on the what it provides, but there has not emerged in sight any medium without an audience. Audiences indeed vary extensively both over the time of the day for the same medium, and across stations. However small an audience is, the fact that an audience exists is indicative that before a particular station came into existence there was a latent demand which was not being met. Whether the extent of that no-longer latent demand, for a whole service or for part of it, warrants the capital and recurrent expenditures that are required for it to be met, is a strategic decision which each station owner and manager is bound to address.

12.3 Of the ten radio stations currently on air, the widest listening audience, in terms of absolute numbers of the resident population in Malta over 14, is supportive of Radio Super 1, the station owned and run by the political party currently in Opposition. As many as 25.5% of all those living in Malta expressly consider Radio Super 1 to be their preferred station. This expressed preference for this station was further corroborated by the finding in this study that actual average daily audience for this station is 24.6% of those residing in Malta. That this is so, has important consequences not only on the relevance of radio as a medium, but on the wider issues of the nature of politics in Malta, and of the deeper structures that knit the various value-systems and life-orientations together at the present moment in Malta.

12.4 The two next stations in the top league are Smash Radio and RTK, designated as "preferred" by 15.4% and 14.3% respectively of those living in Malta at the moment. The average daily audience for these two stations has been established at 15% and 14.9% respectively. Given the nature of these two radio stations, respectively run as an almost exclusively music station and as a Church station, the split is extremely interesting, and adds colour as to *why* the audience spectrum is shared in large proportions the way it is. Radio Malta 1, long established as the successor of Redifusion, commands preference from 11%, and a daily average audience of 13.3%. Again, and, perhaps somewhat more interestingly from a cultural analytical perspective, what is the audience profile of the other seven radio stations whose daily audience level range from 3.8% for Radio Calypso to a maximum of 7.9% captured by

Radio 101? The programme profile of these stations has now more or less stabilised and it would be interesting to see whether in the years to come, the current base will be extended, or whether the stronger stations would eventually devour the members of the minor league, so to say.

12.4 Interesting contrasts emerge between the expressed preferences of the Maltese in respect of TV stations. The highest overall preference was given to the Berlusconi group of stations with as much as 50.7%, followed by 26.5% opting for TVM. The actual audience levels however show that the Maltese are avid consumers of news on the local television station, and that because of this, the average daily number of Maltese who watch TVM at some time amounts to as much 58.9% of the resident population over 14 years, whilst that of the Berlusconi group follows with 43.6%.

12.5 Prime time for television in Malta remains, for obvious reasons, to be evening viewing, with TVM news as the main focus. On many days of the week, however, what is taking place is that the station is continuing to lose a significant segment of the audience it had managed to capture for its news bulletin, as viewers switch over to the Berlusconi stations where entertainment programmes are generally available. The audience spread over the groups of stations analysed in this study is, in fact, quite revealing. TVM lately seems to have managed to extend peak time into the one or two hours after the news through discussion programmes, but the Berlusconi group, despite the language differences, attracts huge audiences that, except for one day of the week, by far exceed those retained by TVM. Parallel to this, the three RAI stations trail behind. Satellite stations are not received everywhere yet since cable is not yet available in all Malta, and the costs of installing satellite receiving dishes are still prohibitive. The figures related to their relevance, have therefore to be interpreted with extreme care and the situation might change radically in the medium term.

12.6 It has already been commented above that the Maltese are avid news consumers. Of the three media, TV is the most important for local news, commanding as much as 67.1% first preferences. This is followed by 15.1% who prefer radio, whilst 10.2% prefer newspapers and 7.5% express no special preference. Of the radio stations with the highest first preference, Radio Super 1 tops the list with 44%, followed, much lower down the scale, by RTK at 12.6%. In contrast, the latter station was very strong in second and third preferences, in which it respectively obtained mentions from 15.1% and 14.5%. The preferred source of the Maltese for foreign news is also mostly in favour of TV, with much fewer preferences for radio and newspapers.

12.7 Music and News are the two most preferred types of radio programmes, with 67.5% and 54.6%. Discussion programmes follow with a rounded 37% mention. The profile of the different radio stations, as perceived by the Maltese, can be interestingly revealing if the findings of Chapter VI, in which stations were ranked in six different programme sectors are analysed in detail, because these allow the analyst to go beyond the absolute audience figures, and scratch beneath the surface into the realm of values and life-orientations each station has.

12.8 Since news is so important, the way the Maltese assess the quality of the product as supplied to them is also interesting. Only 45% of the Maltese could state that radio news bulletin in general were considered fair and impartial; and only 52.1% thought the same for TVM news. That this is so should be a concern for the *Authority*, and for

the professionals involved: since credibility is difficult to earn and very easy to lose, efforts to establish it on a surer footing, as a function of better overall societal stability, seem to be indicated.

12.9 The findings on the precise role of the Broadcasting *Authority* are quite revealing. Sixteen point three percent stated that they did not know exactly what the *Authority's* functions are; as many as 35.6% consider its job, or one of its tasks at least, *to manage the company Public Broadcasting Services (Xandir Malta)*; whilst as many as 39% included in its designated role that of preparing the news bulletins. The element of audience distrust in the news bulletins, given this not insignificant prevalence of wrong impressions that the *Authority* is itself responsible for their production, spills over the *Authority* itself, and corrective action might not be amiss. Overall, it would seem that 57% understand the *Authority's* role correctly, namely to ensure impartiality and balance, and of all the tasks listed, it should be noted that 31% state that according to them the *Authority's* main task was to ensure a high level in broadcasting, whilst only 28.6% consider the regulation of balance and impartiality as its "main" task.

12.10 A lot has been said in the substantive chapters of the report, and even in the preceding paragraphs of this Conclusion, as regards the daily audiences TV and radio stations attract, to warrant repetition. Nevertheless, a comment on the viewing and listening patterns of the short-term visitor to the island is apposite at this stage. Both TV and radio attract an audience from this massive presence of people. Due to the widespread availability of satellite stations, satellite TV obviously attracts the largest segment of TV audiences, with as many as 54.5% stating that they watch such stations. But the presence of TVM in this sector is not to be underestimated, since it has an audience level of 10.5%.

12.11 In this market segment, radio is dominated by Island Sound, which can claim to be heard by as many 34.5% of tourists visiting Malta. Other stations follow, but to a much lower extent, and some stations, among which Super 1 and RTK, so popular among the permanent residents, are completely absent.

12.12 The overall findings of this study consolidate those of previous ones in many ways. There exists in Malta a very high level of demand for the media. Its functions in providing *information*, *education* and *entertainment* may be differently understood by different social groups. The measure in which they are demanded is also different, and is now clearly being associated even with different players in the field. The findings of this study, particularly the telling point of views captured in the Opinion Survey section, would seem to suggest that the role of the *Broadcasting Authority* to exercise the role of broker between demand, supply and the difficult task of quality control master in a time when pluralism is the in-word, is a more difficult, but perhaps therefore a more challenging function. It needs to be exercised with the delicacy of shrewd trader who realises that his arena has changed, overnight, from a *seller's* into a *buyer's* market.

APPENDIX A

TECHNICAL REPORT

1.0 Sampling Procedure

1.1 The objectives of this study as delineated in Chapter II of this Proposal, 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 which guarantees the validity of the survey data.

1.2 Research in the form of Audience Auditing presents one particular difficulty which needs to be given very special attention. Reliability in data collection can only be maintained if respondents are not interviewed in such studies for information that extends beyond two days prior to the interview. This is because of the short recall effect individuals have on which specific programmes and on what station they had listened to, and which particular time bands they had tuned into. Since the study needed to cover an equal number of interviewees for every day of the week, multiple calls were not possible. Each sub-sample needed to reflect the actual population distribution by at least two factors: age and gender. In view of all these factors a modified quota sampling technique, based on the multi-stage probability sampling procedure, was used, as explained below.

2.0 Audience Audit

2.1 This study was based on the proposal made by *MUS* that a national sample of not less than 1050 should be selected, thus giving a rounded number of 150 interviews per day. The extent of the sampling error, if a smaller sample were to be used, would not have been extensive for the total sample, but would have been significant, although still within the acceptable, for the sub-sample for each day of the week.

2.2 On each day of the week, a sub-sample made up of one seventh of the total sample size was 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 was tuned in for at least one minute more than half of that slot's duration.

2.3 The reliability of the study was increased by extending the questions not only to the day preceding the interview but 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. The sampling error referred to in the following Tables is based on this methodology.

2.4 A separate study was conducted, at the request of the *Authority*, among tourists visiting the island. In agreement with the Authority, tourists were interviewed at the Malta International Airport before boarding their flights back to their country of origin. A sample size of 100 personal interviews was agreed upon with the *Authority*, but the effective sample base was doubled because interviews taking part were asked about their TV viewing and radio listening for the two days preceding the interview. The estimated sampling error of this part of the study is 3.75%. The choice of the airport was made to ensure that interviewees had been, on average, equally exposed to radio and TV broadcasting. This would not have been the case if interviews had been conducted in other areas where tourists congregate since one would not have been able to distinguish between tourists who had just arrived and others whose stay in Malta was approaching an end.

2.5 For this study a quota sampling selection was used, sub-stratified by gender and age group. The relatively small base, and the fact that the study did not cover the full seven days of the week militates against this being interpreted as a full audience audit, but the validity levels warrant the use of the findings as a good indicator of the performance of TV and radio stations in respect of the TV viewing and radio listening patterns of tourists visiting Malta.

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 II-2.1(c) to 2.1(d), all the interviewees were asked a set of identical questions irrespective of the day in which they are 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.

4.0 Methodology

4.1 Table 1 gives the Demographic distribution of the population of Malta aged 10 and over, based on the latest official revisions of the last Census of the Maltese islands, broken down into relevant age cohorts, and the ideal total sample distribution based on it. The inclusion of those aged 14-17 is important for Audience Auditing in view of the appeal sound broadcasting has for this age cohort. As already indicated the effective size of the seven sub-samples covering the individual days of the week will amount to two-sevenths of the total sample size i.e. 300 (Total Base=1050). Table 1 presents the workings of each of these two options, and indicates the sampling error to be expected related on the expected level of radio listenership that is based on data obtained from other audience studies in Malta.

4.2 A two-stage probability sampling technique was used to interview those aged 14 and over.

**TABLE A1: DEMOGRAPHIC DISTRIBUTION & IDEAL SAMPLE
DISTRIBUTION**
(AGES 10 & OVER; SAMPLE SIZE=1050)
PERCENTAGES ABSOLUTES*

	MALE	FEMALE	TOTAL	M	F	T	M	F	T
14-17	10395	9885	20280	8.0	7.2	7.6	41	38	79
18-30	35019	33408	68427	26.8	24.2	25.5	138	130	268
31-50	48900	50018	98918	37.5	36.3	36.9	192	195	387
51-65	22468	26335	48803	17.2	19.1	18.2	88	103	191
65+	13718	18155	31873	10.5	13.2	11.8	54	71	125
				(48.6	51.4	100.0)			
TOTAL	130500	137801	268301	100.0	100.0	100.0	513	537	1050

* Rounded Figures

** BASED ON ASSUMPTION THAT 90% EXPECTED TO LISTEN TO RADIO AT SOME POINT. THE SAMPLING ERROR FOR TOTAL SAMPLE IS 2.4%; SAMPLING ERROR FOR SUB-SAMPLES FOR DAILY LISTENERSHIP IS 3.5%.

4.3 All the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register for Local Councils was divided into 500 Electoral blocks, each containing an approximately equal number of potential interviewees. Of these 500 blocks, 30 were in turn randomly selected, and interviewers were instructed to select interviewees according to a set quota from the 'Block' assigned to them. For each day of the week, the set quota was be defined in terms of the ideal sample distribution, sub-stratified by Gender and Age.

4.4 The 14-17 year old were selected according to the same modified quota sampling system, based on the same cluster sampling structure outlined above and are being incorporated as an integral part of the set quota.

4.5 Audience levels to be audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was in Malta during the week when the study was conducted, and interviewers were specifically instructed to include foreigners in their interviews as long as they fitted in the set quota. In view of the unavailability of demographic statistics for the tourist population in Malta during the week when the study was conducted, *MUS* and the *Authority* agreed, before the study was initiated, that the sub-stratification of the quota by gender and age-group would still be made on the basis of the figures obtainable for the Maltese population.

4.6 This survey among residents in Malta was conducted over a one week period, starting Wednesday, 16 February 1994 until Tuesday, 22 February 1994. Interviews were effectively carried out in *Valletta, Senglea, Cospicua, Qormi, Zebbug, Siggiewi, Zejtun, Attard, B'Kara (2), Dingli, Floriana, Gzira, Ghaxaq, L-Iklin, Luqa, Marsascala, Mellieha, Mosta, Msida, Naxxar, Paola, Rabat, Hal-Safī, San Gwann, St Paul's Bay, Sta Venera, Sliema, Tarxien Xewkija*. The interviews with tourists at the Malta International Airport were held on the 23 February 1994.

5.0 Analysis

5.1 The survey results, was 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: 14-17
 18-30
 31-50
 51-65
 65 +

iii. Socio-Economic Category of Self or of Head of Household when that of the respondent himself/herself is not applicable:

Group 1 - AB professional, managerial, administrative Group 2 - C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business

Group 3 - C2 skilled manual workers and foremen

Group 4 - DE semi-skilled, unskilled, labourers, casual workers and those whose income is provided by the state.

5.3 The figures for the Radio Audience Audit were analysed by Station, as follows:

Radio Malta 1
Radio Malta 2
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Live FM
Smash Radio
Radio Calypso

5.4 The figures for the TV Audience Audit were analysed as follows:

TVM
RAI stations
Berlusconi Group of Stations (*Canale 5, Italia Uno & Rete 4*)
Other Italian Stations
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 will be constantly supervised by two supervisors in order to ensure that difficulties that may arise during the actual fieldwork would be 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.

6.4 As has already been indicated above, the fieldwork among the tourist sub-sample was conducted in English at the Malta International Airport. The location had been agreed in advance with the *Authority* to ensure that interviewees had had equal an equal opportunity to follow radio and TV.

6.5 The sample for this the part of the study covering tourists was based on an agreed quota of 100 interviews, stratified by age and gender. The base was automatically enlarged to 200 because tourists were asked about their radio listening and TV viewing habits for the two days prior to the interview.

SECTION A

CLASSIFICATION

i. Age:

14 - 17

1

18 - 30

2

31 - 50

3

51 - 65

4

65 +

5

ii. Sex:

Male

1

Female

2

SERIAL NUMBER

[]

SCN

iii. Socio-Economic Category:

OCCUPATION OF SELF/HEAD OF HOUSEHOLD

[Please write in FULL]

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 paid by Govt.

DAY OF INTERVIEW:

SUNDAY

1

MONDAY

2

TUESDAY

3

WEDNESDAY

4

THURSDAY

5

FRIDAY

6

SATURDAY

7

(C3)

1

2

3

4

(C4)

SECTION B

Q3 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

RAI

BERLUS

OTHER

ITALIAN

SATELLITE

MIDNIGHT

1

2

3

4

5

T0000

0.30

1

2

3

4

5

T0030

1.00

1

2

3

4

5

T0100

1.30

1

2

3

4

5

T0130

2.00

1

2

3

4

5

T0200

2.30

1

2

3

4

5

T0230

3.00

1

2

3

4

5

T0300

3.30

1

2

3

4

5

T0330

4.00

1

2

3

4

5

T0400

4.30

1

2

3

4

5

T0430

5.00

1

2

3

4

5

T0500

5.30

1

2

3

4

5

T0530

6.00

1

2

3

4

5

T0600

6.30

1

2

3

4

5

T0630

7.00

1

2

3

4

5

T0700

7.30

1

2

3

4

5

T0730

8.00

1

2

3

4

5

T0800

8.30

1

2

3

4

5

T0830

9.00

1

2

3

4

5

T0900

9.30

1

2

3

4

5

T0930

10.00

1

2

3

4

5

T1000

10.30

1

2

3

4

5

T1030

11.00

1

2

3

4

5

T1100

11.30

1

2

3

4

5

T1130

NOON.

1

2

3

4

5

T1200

12.30

1

2

3

4

5

T1230

1.00

1

2

3

4

5

T1300

1.30

1

2

3

4

5

T1330

2.00

1

2

3

4

5

T1400

2.30

1

2

3

4

5

T1430

3.00

1

2

3

4

5

T1500

3.30

1

2

3

4

5

T1530

4.00

1

2

3

4

5

T1600

4.30

1

2

3

4

5

T1630

5.00

1

2

3

4

5

T1700

5.30

1

2

3

4

5

T1730

6.00

1

2

3

4

5

T1800

6.30

1

2

3

4

5

T1830

7.00

1

2

3

4

5

T1900

7.30

1

2

3

4

5

T1930

8.00

1

2

3

4

5

T2000

8.30

1

2

3

4

5

T2030

9.00

1

2

3

4

5

T2100

9.30

1

2

3

4

5

T2130

10.00

1

2

3

4

5

T2200

10.30

1

2

3

4

5

T2230

11.00

1

2

3

4

5

T2300

11.30

1

2

3

4

5

T2330

SECTION C

Q1 Tista', jekk joghgbok, tghidli xi programmi smajt 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 15 MINUTES ARE SPENT LISTENING TO RADIO DURING EACH INDIVIDUAL TIME- SLOT

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	
MIDNIGHT		2	3	4	5	6	7	8	9	10	R0000
0.30		2	3	4	5	6	7	8	9	10	R0030
1.00		2	3	4	5	6	7	8	9	10	R0100
1.30		2	3	4	5	6	7	8	9	10	R0130
2.00		2	3	4	5	6	7	8	9	10	R0200
2.30		2	3	4	5	6	7	8	9	10	R0230
3.00		2	3	4	5	6	7	8	9	10	R0300
3.30		2	3	4	5	6	7	8	9	10	R0330
4.00		2	3	4	5	6	7	8	9	10	R0400
4.30		2	3	4	5	6	7	8	9	10	R0430
5.00		2	3	4	5	6	7	8	9	10	R0500
5.30		2	3	4	5	6	7	8	9	10	R0530
6.00	1	2	3	4	5	6	7	8	9	10	R0600
6.30	1	2	3	4	5	6	7	8	9	10	R0630
7.00	1	2	3	4	5	6	7	8	9	10	R0700
7.30	1	2	3	4	5	6	7	8	9	10	R0730
8.00	1	2	3	4	5	6	7	8	9	10	R0800
8.30	1	2	3	4	5	6	7	8	9	10	R0830
9.00	1	2	3	4	5	6	7	8	9	10	R0900
9.30	1	2	3	4	5	6	7	8	9	10	R0930
10.00	1	2	3	4	5	6	7	8	9	10	R1000
10.30	1	2	3	4	5	6	7	8	9	10	R1030
11.00	1	2	3	4	5	6	7	8	9	10	R1100
11.30	1	2	3	4	5	6	7	8	9	10	R1130
NOON	1	2	3	4	5	6	7	8	9	10	R1200
12.30	1	2	3	4	5	6	7	8	9	10	R1230
1.00	1	2	3	4	5	6	7	8	9	10	R1300
1.30	1	2	3	4	5	6	7	8	9	10	R1330
2.00	1	2	3	4	5	6	7	8	9	10	R1400
2.30	1	2	3	4	5	6	7	8	9	10	R1430
3.00	1	2	3	4	5	6	7	8	9	10	R1500
3.30	1	2	3	4	5	6	7	8	9	10	R1530
4.00	1	2	3	4	5	6	7	8	9	10	R1600
4.30	1	2	3	4	5	6	7	8	9	10	R1630
5.00	1	2	3	4	5	6	7	8	9	10	R1700
5.30	1	2	3	4	5	6	7	8	9	10	R1730
6.00	1	2	3	4	5	6	7	8	9	10	R1800
6.30	1	2	3	4	5	6	7	8	9	10	R1830
7.00	1	2	3	4	5	6	7	8	9	10	R1900
7.30	1	2	3	4	5	6	7	8	9	10	R1930
8.00	1	2	3	4	5	6	7	8	9	10	R2000
8.30	1	2	3	4	5	6	7	8	9	10	R2030
9.00	1	2	3	4	5	6	7	8	9	10	R2100
9.30	1	2	3	4	5	6	7	8	9	10	R2130
10.00	1	2	3	4	5	6	7	8	9	10	R2200
10.30	1	2	3	4	5	6	7	8	9	10	R2230
11.00		2	3	4	5	6	7	8	9	10	R2300
11.30		2	3	4	5	6	7	8	9	10	R2330

SERIAL NO [] SCN

Q2 Tista', jekk joghgbok, tghidli xi programmi smajt 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 15 MINUTES ARE SPENT LISTENING TO RADIO IN EACH PARTICULAR TIME SLOT

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	
MIDNIGHT		2	3	4	5	6	7	8	9	10	R0000
0.30		2	3	4	5	6	7	8	9	10	R0030
1.00		2	3	4	5	6	7	8	9	10	R0100
1.30		2	3	4	5	6	7	8	9	10	R0130
2.00		2	3	4	5	6	7	8	9	10	R0200
2.30		2	3	4	5	6	7	8	9	10	R0230
3.00		2	3	4	5	6	7	8	9	10	R0300
3.30		2	3	4	5	6	7	8	9	10	R0330
4.00		2	3	4	5	6	7	8	9	10	R0400
4.30		2	3	4	5	6	7	8	9	10	R0430
5.00		2	3	4	5	6	7	8	9	10	R0500
5.30		2	3	4	5	6	7	8	9	10	R0530
6.00	1	2	3	4	5	6	7	8	9	10	R0600
6.30	1	2	3	4	5	6	7	8	9	10	R0630
7.00	1	2	3	4	5	6	7	8	9	10	R0700
7.30	1	2	3	4	5	6	7	8	9	10	R0730
8.00	1	2	3	4	5	6	7	8	9	10	R0800
8.30	1	2	3	4	5	6	7	8	9	10	R0830
9.00	1	2	3	4	5	6	7	8	9	10	R0900
9.30	1	2	3	4	5	6	7	8	9	10	R0930
10.00	1	2	3	4	5	6	7	8	9	10	R1000
10.30	1	2	3	4	5	6	7	8	9	10	R1030
11.00	1	2	3	4	5	6	7	8	9	10	R1100
11.30	1	2	3	4	5	6	7	8	9	10	R1130
NOON	1	2	3	4	5	6	7	8	9	10	R1200
12.30	1	2	3	4	5	6	7	8	9	10	R1230
1.00	1	2	3	4	5	6	7	8	9	10	R1300
1.30	1	2	3	4	5	6	7	8	9	10	R1330
2.00	1	2	3	4	5	6	7	8	9	10	R1400
2.30	1	2	3	4	5	6	7	8	9	10	R1430
3.00	1	2	3	4	5	6	7	8	9	10	R1500
3.30	1	2	3	4	5	6	7	8	9	10	R1530
4.00	1	2	3	4	5	6	7	8	9	10	R1600
4.30	1	2	3	4	5	6	7	8	9	10	R1630
5.00	1	2	3	4	5	6	7	8	9	10	R1700
5.30	1	2	3	4	5	6	7	8	9	10	R1730
6.00	1	2	3	4	5	6	7	8	9	10	R1800
6.30	1	2	3	4	5	6	7	8	9	10	R1830
7.00	1	2	3	4	5	6	7	8	9	10	R1900
7.30	1	2	3	4	5	6	7	8	9	10	R1930
8.00	1	2	3	4	5	6	7	8	9	10	R2000
8.30	1	2	3	4	5	6	7	8	9	10	R2030
9.00	1	2	3	4	5	6	7	8	9	10	R2100
9.30	1	2	3	4	5	6	7	8	9	10	R2130
10.00	1	2	3	4	5	6	7	8	9	10	R2200
10.30	1	2	3	4	5	6	7	8	9	10	R2230
11.00		2	3	4	5	6	7	8	9	10	R2300
11.30		2	3	4	5	6	7	8	9	10	R2330

SERIAL NO [] SCN

Q4 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 15 MINUTES FOR EACH HALF HOUR.

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

SECTION D: OPINION COLLECTION

Q1a. Mill-istazzjonijiet Maltin, liema stazzjon L-AKTAR li tippreferi? SHOWCARD 1

RADIO MALTA 1 1 ONLY ONE STATION TO BE MARKED
 RADIO MALTA 2 2
 RADIO SUPER ONE 3
 RADIO 101 4
 RTK 5
 LIVE FM 6
 ISLAND SOUND 7
 BAY RADIO 8
 SMASH RADIO 9
 RADIO CALYPSO 10 (K1)

1b. Ghaliex? (K2001-04)

Q2. Mill-istazzjonijiet tat-TV liema tippreferi? MARK ONLY ONE

TVM 1
 RAI 2
 BERLUSCONE 3
 OHRAJN TALJANI 4
 SATELLITE 5 (K3)

Q3a. 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
 ma taghmilx differenza 4 (K4)

3b. Jekk tippreferi tismagghom fuq IR-RADJU, liema TLETT STAZZJONIJIET tippreferi L-AKTAR? MARK THREE, ACCORDING TO RANK FROM ONE TO THREE

1 RADIO MALTA 1 [] K5001
 2 RADIO MALTA 2 [] K5002
 3 RADIO SUPER ONE [] K5003
 4 RADIO 101 [] K5004
 5 RTK [] K5005
 6 RADIO LIVE FM [] K5006
 7 ISLAND SOUND [] K5007
 8 BAY RADIO [] K5008
 9 SMASH RADIO [] K5009
 10 RADIO CALYPSO [] K5010

3c. Ghaliex tippreferi l-istazzjon li tajtu n-numru WIEHED (1)?

(K6001-4)

Q4a. Kif tippreferi L-AKTAR li ssir taf bl-ahbarijiet TA' BARRA?

MARK ONE ONLY

tismagghom fuq ir-radju 1
 tarahom fuq it-televizjoni 2
 taqrahom fuq il-gazzetta 3
 ma taghmilx differenza 4 (K7)

4b. Jekk tippreferi tismagghom fuq IR-RADJU, liema STAZZJON tippreferi L-AKTAR?

RADIO MALTA 1 1 MARK ONE ONLY
 RADIO MALTA 2 2
 RADIO SUPER ONE 3
 RADIO 101 4
 RTK 5
 RADIO LIVE FM 6
 ISLAND SOUND 7
 BAY RADIO 8
 SMASH RADIO 9
 RADIO CALYPSO 10 (K8)

4c. Ghaliex tippreferi dan l-istazzjon partikolari?

(K9001-04)

- Q5. Minn din il-lista ta' programmi, xi thobb tisma' fuq ir-Radju: SHOWCARD
(TISTA' TIMMARKA IKTAR MINN WAHDA)
- | | |
|---|----|
| muzika | 1 |
| ahbarijiet | 2 |
| analizi ta' ahbarijiet lokali | 3 |
| analizi ta' ahbarijiet internazzjonali | 4 |
| diskussjoniet bil-partecipazzjoni tal-pubbliku permezz ta' telefonati | 5 |
| sport | 6 |
| novelli | 7 |
| religjuzi | 8 |
| programmi fuq is-sahha tal-bniedem | 9 |
| programmi ta' storja ta' pajjizna | 10 |
| programmi ta' natura politika | 11 |
| programmi fuq films tat-televizjoni, video jew x'wiehed jara fic-cinema | 12 |
| programmi fuq l-ambjent | 13 |
| diskussjonijiet fuq problemi personali | 14 |
| diskussjonijiet fuq suggetti varji | 15 |
| xi haga ohra (specifika):----- | 16 |
- (K10001-10)

Q6. Skond inti, liema stazzjon tar-radju lokali ghandu l-ogħla livell ta' kwalita' f'dawn is-setturi?

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	
AHBARIJJIET	1	2	3	4	5	6	7	8	9	10	(K11)
PROGRAMMI KULTURALI	1	2	3	4	5	6	7	8	9	10	(K12)
SPORTS	1	2	3	4	5	6	7	8	9	10	(K13)
MUZIKA	1	2	3	4	5	6	7	8	9	10	(K14)
DISKUSSIONIJIET (CURRENT AFFAIRS)	1	2	3	4	5	6	7	8	9	10	(K15)
DISKUSSIONIJIET GENERALI	1	2	3	4	5	6	7	8	9	10	(K16)

Q8a. B'mod generali inti tahseb li l-istazzjonijiet tar-radju huma fair u imparzjali meta jirrapurtaw l-ahbarijiet?

IVA 1
LE 2 (K17)

8b. Liema stazzjon fl-opinjoni tiegħek huwa l-aktar bilancjat u fair?

RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	
1	2	3	4	5	6	7	8	9	10	(K18)

Q9a. B'mod generali inti tahseb li TVM huwa fair u imparzjali meta jirrapurta l-ahbarijiet?

IVA 1
LE 2 (K19)

9b. Jekk IVA, f'hiex tahseb li huwa L-AKTAR fair u imparzjali? MARK ONE ONLY USE COLUMN K20

9c. Jekk LE, f'hiex tahseb li huwa L-INOAS fair u imparzjali? MARK ONE ONLY USE COLUMN K21

	K20	K21
	L-AKTAR	L-ANOAS
POLITIKA	1	1
TRADE UNION ACTIVITY	2	2
GRAJJIET RELIGJUZI	3	3
DRITTIJIET TAL-BNIEDEM	4	4
DRITTIJIET TAL-MINORANZI	5	5
OHRA (SPECIFIKA)		

Q10a. Minn dawn li ser insemmilek, liema tahseb li hu x-xogħol tal-Awtorita' tax-Xandir?

MORE THAN ONE CAN BE MARKED

SHOWCARD 2

(K2200-06)

MA NAFX	1	
TMEXXI XANDIR MALTA (PBS Ltd.)	2	TIZGURA LIVELL GHOLI FIX-XANDIR 5
TIRREGOLA L-IMPARZJALITA U L-BILANC FIX-XANDIR	3	TIPPREPARA L-AHBARIJJIET FUQ IX-XANDIR 6
TOHROG LICENZI GHAX-XANDIR BIR-RADJU U BIT-TV	4	TIPPRODUCI XANDIRIET POLITICI 7

10b. Minn dawk li ghazilt hawn fuq, lime thoss li huwa L-AKTAR bicca xogħol importanti li għandha l-Awtorita' tax-Xandir? [] (K23)