

A Report

on A Study of

TV and Radio Audience in Malta

(Part I – Report)

prepared for the

Broadcasting Authority

by

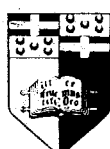
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April 1996



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CONTENTS

<i>List of Tables</i>	iii
<i>List of Figures</i>	iv
I Introduction	1
II Objectives.....	3
III Sample Profile.....	4
IV Viewing and Listening Patterns	5
4.1.0 Introduction	5
4.2.0 Radio Listenership	5
4.3.0 TV Viewership	5
4.4.0 Cable TV Facilities	6
4.5.0 Family Decision-Making Processes	6
V News Transmissions.....	8
5.1.0 Introduction	8
5.2.0 Preferred Source for Local News	8
5.3.0 Preferred Source for Foreign News	8
VI Programme Preferences	9
6.1.0 Introduction	9
6.2.0 Radio: General Preferences	9
6.3.0 TV: General Preferences	10
6.4.0 Radio Station Preferences for Different Programme Sectors	10
6.5.0 TV Channel Preferences for Different Programme Sectors	11
6.6.0 Party Political Programmes	12
6.7.0 Suggestions for New Radio & TV Programmes	13
VII Radio Audience Audit.....	14
7.1.0 General	14
7.2.0 Average Radio Audience Share	14
7.3.0 Radio Audience Share Peaks	15
7.4.0 Daily Audience Share	16
7.5.0 Monday	16
7.6.0 Tuesday	17
7.7.0 Wednesday	17
7.8.0 Thursday	21
7.9.0 Friday	21
7.10.0 Saturday	24
7.11.0 Sunday	24
7.12.0 Radio Audience Share 1995-1996	30

VIII	TV Audience Audit.....	31
	8.1.0 General 31	
	8.2.0 Average Radio Audience Share 31	
	8.3.0 Radio Audience Share Peaks 32	
	8.4.0 Daily Audience Share 33	
	8.5.0 Monday 34	
	8.6.0 Tuesday 34	
	8.7.0 Wednesday 35	
	8.8.0 Thursday 39	
	8.9.0 Friday 39	
	8.10.0 Saturday 40	
	8.11.0 Sunday 40	
	8.12.0 TV Audience Share 1995-1996 49	
IX	Conclusions.....	50
	Appendix A: <i>Technical Report</i>	52
	Appendix B: <i>Questionnaire in Maltese</i>	

LIST OF TABLES

Table 3.1	Sample Profile by Gender
Table 3.2	Sample Profile: by Socio-Economic Group
Table 6.1	General Preferences for Radio Programme Sectors
Table 6.2	General Preferences for TV Programme Sectors
Table 6.3:	Radio Station Preferences for Different Programme Sectors
Table 6.4:	TV Channel Preferences for Different Programme Sectors
Table 7.1:	Daily Average Audience Share
Table 7.2:	Daily Peak Radio Audience Share
Table R1:	Radio Listenership: Monday
Table R2:	Radio Listenership: Tuesday
Table R3:	Radio Listenership: Wednesday
Table R4:	Radio Listenership: Thursday
Table R5:	Radio Listenership: Friday
Table R6:	Radio Listenership: Saturday
Table R7:	Radio Listenership: Sunday
Table 7.3:	Daily Average Audience Levels - Radio 1995-96
Table 8.1	TV Audience Average Share
Table 8.2	Daily Peak TV Audience Share
Table T1:	TV Viewing: Monday
Table T2:	TV Viewing: Tuesday
Table T3:	TV Viewing: Wednesday
Table T4:	TV Viewing: Thursday
Table T5:	TV Viewing: Friday
Table T6:	TV Viewing: Saturday
Table T7:	TV Viewing: Sunday
Table 8.3:	Daily Average Audience Levels - TV 1995-96

LIST OF FIGURES

- Fig. 4.1: Who Decides on Which Channel is Selected in The Family
- Fig. 6.1: Comparative Radio Station Ranking by Different Programme Segments
- Fig. 6.2: Comparative TV Station Ranking by Different Programme Segments
- Fig. 6.3: Extent of Interest in Political Broadcasts
- Fig. 7.1: Daily Radio Average Audience Share
- Fig. 7.2: Highest Radio Station Peak Audience Share
- Fig. 7.3: Radio Audiences - Monday
- Fig. 7.4: Radio Audiences - Tuesday
- Fig. 7.5: Radio Audiences - Wednesday
- Fig. 7.6: Radio Audiences - Thursday
- Fig. 7.7: Radio Audiences - Friday
- Fig. 7.8: Radio Audiences - Saturday
- Fig. 7.9: Radio Audiences - Sunday
- Fig. 7.10: Daily Average Audience Radio Levels - 1995
- Fig. 7.11: Daily Average Audience Radio Levels - 1996
- Fig. 8.1: Daily TV Average Audience Share
- Fig. 8.2: Highest TV Channel Peak Audience Share
- Fig. 8.3: TV Audience Shares: Monday
- Fig. 8.4: TV Audience Shares: Tuesday
- Fig. 8.5: TV Audience Shares: Wednesday
- Fig. 8.6: TV Audience Shares: Thursday
- Fig. 8.7: TV Audience Shares: Friday
- Fig. 8.8: TV Audience Shares: Saturday
- Fig. 8.9: TV Audience Shares: Sunday
- Fig. 8.10: Daily Average Audience Radio Levels - 1995
- Fig. 8.11: Daily Average Audience Radio Levels - 1996

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 February 1996, *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. *audience size for the following groups of foreign TV channels received in Malta: RAI, Fininvest¹, Other Italian Channels and Satellite, so grouped, on a daily basis;*
- iv. *the views of the Maltese on aspects of current broadcasting as explained in more detail in the Chapter on the specific objectives of this study; and*
- v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

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

1.5 *MUS* submitted its proposals and by letter dated 26 February 1996, the *Authority* informed *MUS* that it had accepted them, and that *MUS* had been commissioned to undertake the study. In this letter it was also indicated that the base for the study of 1001 interviews, as proposed by *MUS*, was being endorsed by the *Authority*.

1.6 In this report, the data collected for this study are being presented. The findings are organized 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

¹ The name has now been changed to *Mediaset*. In this report the designation *Fininvest* has been retained since this is how the group is more popularly known so far.

two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preference*.

1.7 Following this, the next two chapters deal with the Audience Audit part of this study, respectively focusing on *Radio Audience Audit* and *TV Audience Audit*. The *Conclusion* seeks to bring the findings of this study together in summary form.

1.8 Two *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B incorporates a copy of the Maltese version of the Questionnaire.

1.9 This volume incorporates many of the tables generated in this study, but should be read jointly with the separate volume entitled *Tables Appendix*, in which more detailed Tables are provided, and which therefore should be considered an essential part of this report.

1.10 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 state of listenership and viewership of broadcasting services provided in Malta;*
- (b) the state of public opinion concerning programmes included in broadcasting services provided in Malta;*
- (c) any effects of such programmes on the attitude or behaviour of those who watch them; and*
- (d) the type of programmes that members of the public would like to be included in broadcasting services provided in Malta.*

2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 1996 study the Authority specifically excluded questions related to attitudes and attitude change, and in this respect objective (c) above was purposely limited.

2.3 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:

Television	Radio
TVM	Radio Malta I & II
Super One	Super One Radio
Smash	Radio 101
RAI Stations	RTK
Fininvest Stations	Island Sound
	Live FM
Cable	Bay Radio
Satellite Services	Smash Radio
	Calypso Radio
	University Radio
	Radju MAS

2.4 This study also establishes the audience preferences in respect of, and radio stations associated with a number of programme sectors, including *music*, *discussions*, *phone-ins* and *sports* programmes currently available on radio in Malta.

III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. The multi-stage probability sampling technique was used to draw the study sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. This ensured that all residents, whether they were Maltese nationals or not, qualified equally to be selected. An equal number of persons, of both genders, were added for each day of the week to cover those aged 14-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile for the daily sample so derived very faithfully reflects the total sample: minor variations are only natural, given that the multi-stage probability sampling techniques was preferred to quota sampling.

3.2 As can be seen from the summary in Table 3.1, the sample distribution was as follows:

Table 3.1 Sample Profile by Gender

Age Group	Total	Male	Female
	%	%	%
14-17	6.3	5.9	6.7
18-30	26.0	29.6	22.7
30-51	37.5	37.3	37.6
51-65	18.4	17.0	19.7
over 65	11.9	10.3	13.4
TOTAL	100.0	100.0	100.0
N=	1001	477	524
	100	47.7	52.3

3.3 Table 3.2 gives details of the Sample Profile by Socio-Economic Group.

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
	%	%	%	%	%
14-17	6.3	4.5	8.1	5.0	6.9
18-30	26.0	26.3	33.1	22.3	22.2
30-51	37.5	37.8	34.5	37.3	40.6
51-65	18.4	23.1	12.7	19.7	20.3
over 65	11.9	8.3	11.6	15.7	10.0
TOTAL	100.0	100.0	100.0	100.0	100.0
N=	1001	156	284	300	261

IV Listening and Viewing Patterns

4.1.0 Introduction

4.1.1 This chapter addresses a set of interesting aspects of the diffusion of the media in Malta. The technology for receiving sound and video images from afar has now become part and parcel of Maltese culture, and the recent explosion in transmissions would suggest that there is extensive demand for it. Surprisingly however, not all the Maltese create the same type of demand for the services supplied by the media. This chapter will first examine radio listenership in general and then move on to focus on 'where' radio is actually listened to. It will subsequently cover the same aspects for TV, and then proceed to establish the extent to which of Cable TV facilities are present in Maltese homes. It concludes by focusing on an interesting aspect of decision-making in Maltese family life, namely on the issue of who decides what TV channel is chosen when supply and demand do not quite match.

4.2.0 Radio Listenership

4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 77.7% stated that they do listen to the radio regularly whilst the remaining 23.3% stated that they do not. Very slight differences were noted when these figures are broken down by gender. The age group which registered the highest rating for radio listenership was that aged 18-30, with 84.2%. Radio listenership is highest among C2 respondents, at 81.7%. Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents details on 'where' radio is listened to. Of those who listen to the radio on a regular basis, as many as 76.5% of all respondents stated that they listen to radio at home, 16.5% listen to it at work, whilst 23.9% listen to the radio in the car. The remaining 5.9% did not indicate any specific place where they listen to the radio. Full details are presented in the Table.

4.3.0 TV Viewership

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents 93.5% stated that they do watch TV regularly, whilst the remaining 6.5% stated that they do not. Very slight differences were noted when these figures were broken down by gender except that females registered a slightly higher incidence than males. The age group which registered the highest rating for TV viewership was made up of those aged 18-30, with 93.8%, but the lowest percentage was reported amongst those aged 14-17, at 92.1%. TV viewing is highest among AB respondents, at 95.5%. The lowest reported figure is not much less however: C1 registered 92.3%. Full details are presented in Table 4.3.

4.3.2 In turn, Table 4.4 presents details on where TV is watched most. Of those who watch TV on a regular basis, as many as 51.4% of all respondents stated that they watch TV in the sitting room. Twenty-five point seven percent watch TV in the bedroom and 14.7% do so in the kitchen. The remaining 6.7% watch TV in the dining

room, whilst 1.4% do so in another part of the house. It is interesting to note that males prefer to watch TV in the sitting room more than females (54.6% vs. females 48.5%), whilst females prefer the bedroom more than males (28.1% vs. males 23.1%). It is also interesting to note that DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (30.9% as opposed to 23.5% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (59.7% vs. DE at 44.9%). Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV Facilities

4.4.1 Of all respondents taking part in this study, 27.5% stated that they are connected to Cable TV. Not surprisingly, connection to Cable TV is related to economic status: as many as 42.9% of the AB are served by Cable, as against 21.5% of those in the DE socio-economic category. It is also interesting to note that families with younger members are more attracted to the services offered by Cable TV: as many 42.9% of the respondents aged 14-17 stated that they are connected to Cable TV. Table 4.5 presents all the details.

4.5.0 Family Decision-Making Processes

4.5.1 Traditionally, the Maltese family was popularly perceived to be patriarchal and the authority of the father in most decision making was frequently assumed to constitute the last word. This image was at times challenged when evidence surfaced to suggest that in reality, and despite the legal provisions, Maltese society was in reality matriarchal: the female is the party who wields more power even though this is not formally recognized as such. As Maltese society gradually becomes more egalitarian, it is interesting to see who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose the Broadcasting Authority again introduced a question on who is the most influential person in the family in determining which channel is to be chosen.

4.5.2 The figures in Table 4.6 are quite revealing in this respect. In 23.3% of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. In 33% of the cases the husband is reported to be the decision maker; in 16.8% of the cases it is the wife who decides whilst in 20.4% of the cases it is the children's wishes that are respected. Only in 6.3% of the cases was it reported that a joint decision is generally reached. Table 4.6 in the Table Appendix gives full details, with the usual breakdowns, whilst Figure 1 graphically summarizes the responses given to this question.

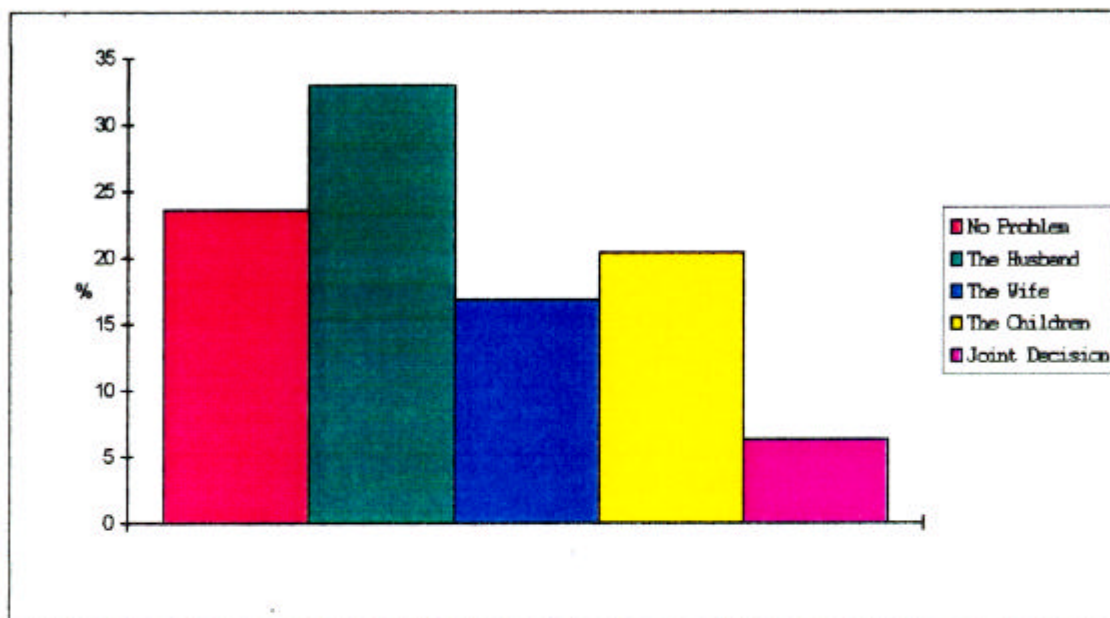


Figure 4.1: Who Decides on which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News Transmissions. Unlike previous years, the Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. Two questions were accordingly set, respectively covering local and foreign news, in which respondents were asked from which media they preferred to source their information. No questions were asked in 1996 on the perceived quality of the news, or why a particular medium is preferred to another. Tables 5.1 and 5.2 present the findings to these two questions.

5.2.0 Preferred Source for Local News

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news is presented. Of all the respondents, 65.1% prefer to follow the news on TV; 19.9% prefer the radio as their source for news; 10.9% prefer to read about news events in a newspaper whilst 1.8% stated that they have no special preference.

5.2.2 Some difference is to be noted across the genders among those who prefer to follow the news on TV (females 66.6%; males 63.5%), but females registered a higher percentage among those who prefer radio (20.8% females vs. 18.9% males). Newspapers are more popular among males (12.8%) than among females (9.2%).

5.2.3 TV is most popular among the older generations except for those aged 51-65; radio is most popular amongst those aged 18-30 (with 18.5%) whilst newspapers are most popular among those aged 18-30, with 15%. Not much difference across socio-economic groups is noticed when the figures for preference for TV as the source of news are analyzed. More of the lower socio-economic categories prefer radio. Full details are presented in Table 5.1.

5.3.0 Preferred Source for Foreign News

5.3.1 Table 5.2 summarizes the preferences of the Maltese in respect of the available sources for foreign news. Of all the respondents, 67.4% prefer TV; 15.5% and 9.2% prefer the radio and newspapers respectively. Two per cent stated that they pick foreign news from other persons, whilst the remaining 5.9% stated that they have no special preference for any of the media.

5.3.2 Females showed a relatively higher preference than males for both TV (68.9% vs. 65.8% males) and radio (16% vs. 14.9% males); whilst males prefer the newspapers more than females (10.9% males vs. 7.6% females). Newspapers are relatively more preferable to the young (15.9% among those aged 14-17) and those in the higher socio-economic groups (AB: 13.5%). Full details are presented in Table 5.2.

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 1996 Broadcasting Authority study were requested to state their preference for individual radio stations and TV channels in respect of twelve different programme sectors for radio and seventeen sectors for TV. In their reply respondents were requested to express their preference for only one radio station or TV channel in each case. A nil response was allowed, and this statistic is relevant because it provides an indirect index of the relative popularity of different programme sectors. This chapter first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

6.2.0 Radio: General Preferences

6.2.1 Table 6.1 summarizes the difference between the total (100%) and the nil statistics (i.e. those who stated that they had no preference for a radio station in respect of a particular programme sector) for the twelve sectors asked about in the study.

Table 6.1 General Preferences for Radio Programme Sectors

PROGRAMME SECTOR	%
Music	82.50
Local News	74.70
Foreign News	68.10
Discussions	61.20
Religion	50.60
Health/Beauty/home/Law	46.70
Current Affairs	42.20
Sports	37.50
Culture	36.40
Novels/Plays	35.60
Children	20.30
Money/Business	19.00

6.2.2 This table shows that Music is the sector most liked by Maltese radio listeners, at 82.5%. This is followed by Local News and Foreign News. The programme sector with the least interest is the one that covers Money and Business, for which only 19% cared to express a preference.

6.3.0 TV: General Preferences

6.3.1 Table 6.2 in turn summarizes the difference between the total (100%) and the nil statistics (i.e. those who stated that they had no preference for a TV channel in respect of a particular programme sector) for the seventeen sectors asked about in the study.

Table 6.2 General Preferences for TV Programme Sectors

PROGRAMME SECTOR	%
Local News	89.30
Foreign News	85.30
Weather	78.20
Feature Films	72.00
Documentaries	63.10
Quizzes/Fame Shows/Variety Prog.	60.40
Discussions	56.10
Sports	55.30
Religion	39.30
Women's Programmes	36.80
Current Affairs	36.30
Plays	35.00
Music Video Clips	33.70
Art & Culture	33.50
Serials/Soap Operas	32.50
Children's Programmes	29.00
Business & Finance	18.10

6.3.2 This table shows that Local News is the sector most preferred by Maltese TV audiences, at 89.3%. This is followed by Foreign News and the Weather. Again, the programme sector with the least interest among television viewers is the one that covers Money and Business, for which only 18.1% cared to express a preference. It is interesting to note that music does not feature very prominently among the preferences of TV viewers, whilst it features extensively among radio listeners. On the other hand, the position of feature films ranks very high, at 72%.

6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 Table 6.3 outlines the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied. Radio Malta Radio Malta 2 are ranked highest for Local News,; Super 1 Radio is ranked highest for its Foreign News programmes; RTK is ranked highest for religion programmes, Live FM for its Discussion programmes; Radio 101 ranks highest for Local News; no less than six stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, University Radio, and Radju MAS.

6.4.1 The figures in the Table, and the further breakdowns provided in the full Table Appendix, need to be interpreted with a lot of care. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that particular programme segment: the relative score needs to be analyzed against the projected station profile to see whether a particular station is meeting its stated objectives. The figures in Table 6.3 are graphically summarized in Figure 6.1.

Table 6.3: Radio Station Preferences for Different Programme Sectors.

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.90	2.40	13.80	4.80	5.00	10.20	8.90	1.50	17.70	8.10	0.90	2.30	17.50	100.00
Discussions	8.70	3.10	19.20	2.60	0.50	0.50	19.90	4.90	0.40	0.60	0.40	0.40	38.80	100.00
Sport	5.40	3.00	13.90	3.10	1.00	1.80	4.00	1.90	1.90	1.30	0.00	0.30	62.40	100.00
Money & Business	4.60	1.70	7.10	1.00	0.40	0.50	2.30	0.60	0.10	0.40	0.30	0.00	81.00	100.00
Culture	6.30	2.40	11.80	2.20	0.10	0.30	10.80	1.00	0.10	0.50	0.60	0.10	63.80	100.00
Health/Beauty/Home/Law	7.30													
Religion	6.80	2.20	15.70	2.60	0.30	0.60	15.00	1.40	0.40	0.40	0.00	0.10	53.40	100.00
Novels & Plays														
Children	10.00	2.80	14.70	2.20	0.00	0.10	6.30	0.50	0.10	0.30	0.00	0.00	64.00	100.00
Local News	3.50	1.80	7.30	0.80	0.10	0.40	5.00	0.90	0.40	0.30	0.00	0.00	79.60	100.00
Foreign News	11.80	4.10	23.70	7.10	1.80	5.40	12.60	1.00	4.60	1.80	0.10	0.60	25.40	100.00
Current Affairs	11.70	3.30	19.50	5.80	3.00	4.90	12.00	1.20	4.10	1.90	0.30	0.50	31.80	100.00
	6.70	2.60	14.40	4.50	0.90	2.10	7.80	1.40	0.80	0.90	0.10	0.00	57.80	100.00

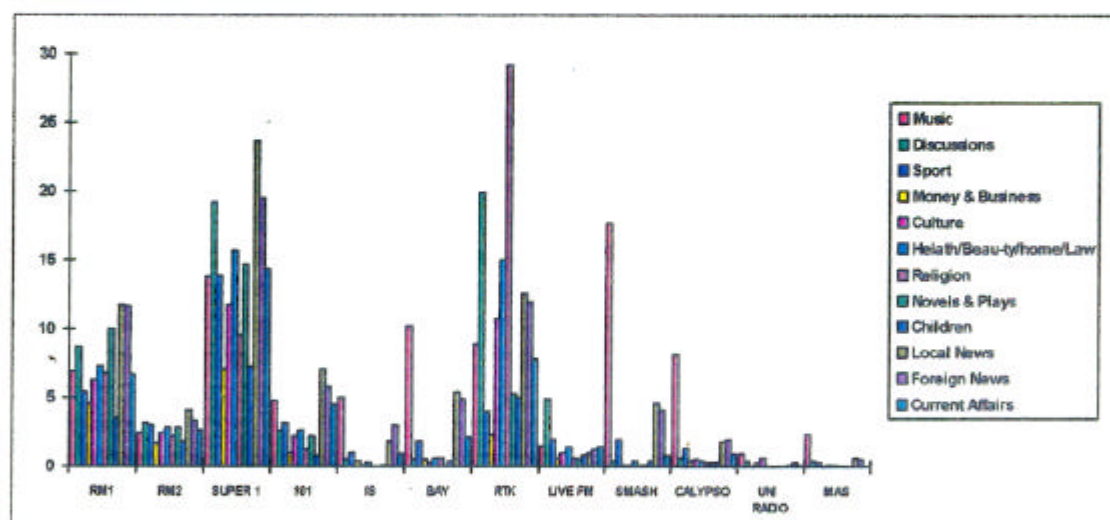


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.4 outlines the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors studied. TVM and Super 1 TV are both ranked highest for Local News; Smash TV is ranked highest for Music Video-Clips; RAI is ranked highest for its Documentaries whilst the Fininvest group of channels are ranked highest for Feature Films. The other Italian stations are ranked highest for Music Video-Clips whilst Satellite channels are ranked highest for Documentaries.

6.5.1 As is the case with the parallel figures for radio, the data in the Table included here, and the further breakdowns provided in full in the Table Appendix, need to be interpreted with a lot of care. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that programme segment: the relative score needs to be analyzed against the projected station profile to see whether a particular station is meeting its stated objectives. The figures in Table 6.4 are graphically summarized in Figure 6.2.

Table 6.4: TV Channel Preferences for Different Programme Sectors

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	88.80	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.50	8.80	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature Films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Serials/Soap Operas	3.60	1.20	0.40	3.60	20.10	0.80	2.90	67.60	100.00
Documentaries	11.40	5.80	0.10	25.90	6.50	0.40	13.00	36.90	100.00
Current Affairs	12.20	4.80	0.20	6.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.60	10.90	0.20	4.20	4.10	0.20	1.70	43.90	100.00
Quizzes/Game Shows/Variety Prog.	10.00	1.30	0.10	7.80	36.90	0.30	5.00	39.70	100.00
Music Video-Clips	6.50	2.80	1.50	3.70	6.30	4.10	6.60	66.30	100.00
Plays	24.30	4.00	0.10	2.60	2.40	0.40	1.40	64.80	100.00
Art & Culture	17.80	5.80	0.00	4.50	3.00	0.20	2.20	66.50	100.00
Women	21.40	6.00	0.10	2.00	4.30	0.20	2.80	63.20	100.00
Children	9.60	2.70	0.00	3.30	9.00	0.50	3.80	71.10	100.00
Religion	28.60	5.10	0.00	2.50	2.20	0.20	0.60	60.80	100.00
Business & Finance	7.40	2.80	0.00	1.80	3.20	0.20	2.70	81.90	100.00

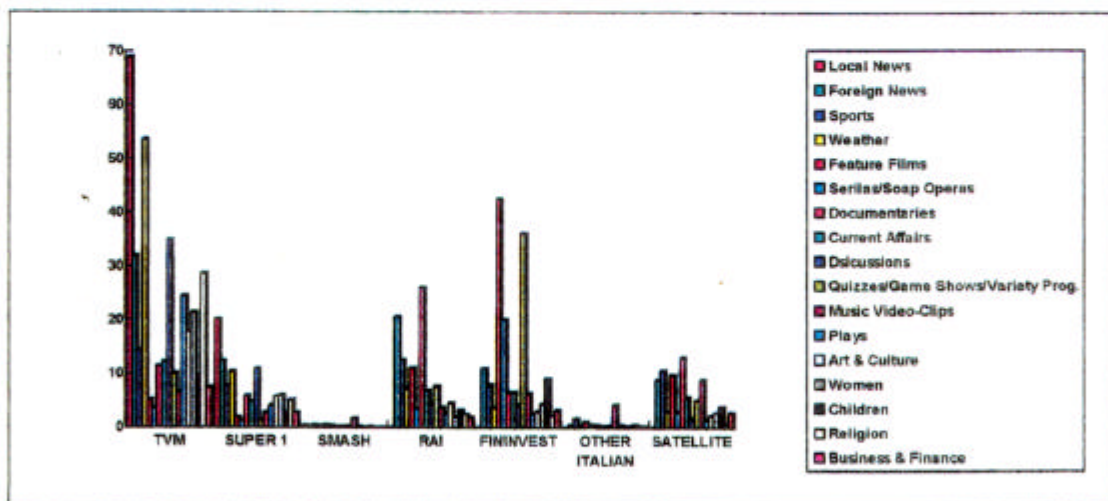


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments

6.6.0 Party Political Programmes

6.6.1 Since the Broadcasting Authority is directly responsible for the production and broadcasting of party political broadcasting, it has a special interest to know who follows such broadcasts. Figure 6.3 summarizes the details presented in full in Table 6.5 (in the Tables Appendix) which provides the full breakdowns on this subject.

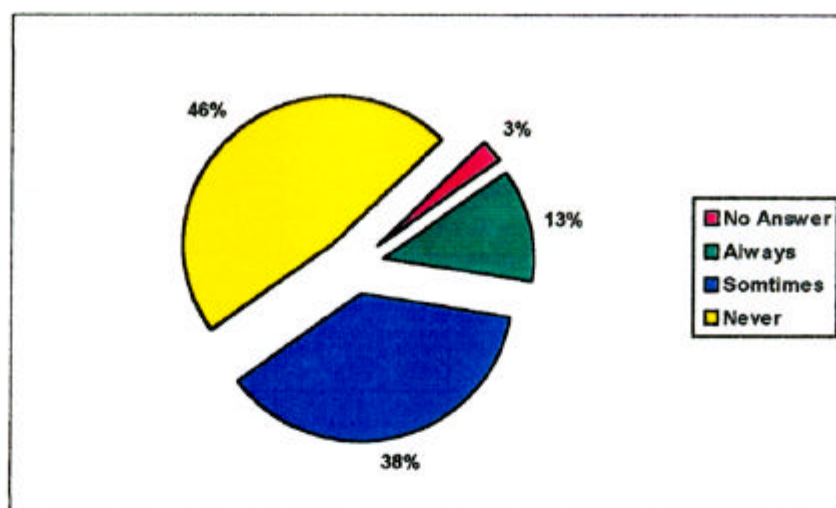


Fig 6.3: Extent of Interest in Political Broadcasts

6.6.2 The full breakdowns suggest that there is a higher interest among males to follow political broadcasts regularly (16.8% vs. 13.4% females). Those aged 51-65 have the highest interest to follow these broadcasts because 24.5% always view them. Persons in the C2 socio-economic group registered the highest percentage (19.3%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts; in proportion, a higher number of those who never follow them come from among those aged 14-17 (73%). Not much difference is evident among those who 'never' follow such broadcasts when the data is broken down into the various socio-economic groups. Full details are available in the Table.

6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were made in this study to explore the latent demand for new programmes for both Radio and TV. The full listings and breakdowns for these suggestions are incorporated as Tables 6.6 and 6.7 in the Table Appendix to this study.

6.7.2 As many as 14.9% of all respondents who had stated that they listen to the radio made some kind of proposal for new radio programmes. The most common suggestions made were: plays in Maltese (3.6%); more music (2.7%); and more educational programmes (2.7%). Other proposals were made, each by less than 1% of the respondents.

6.7.3 As regards TV, about 37.3% of all respondents who had stated that they watch TV made suggestions for new programmes. The most popular proposals covered: plays in Maltese (12.9%); educational programmes (5.9%); more modern films (4.3%); documentaries in Maltese (4.1%); more sports (2.6%); more discussion programmes (2.4%); soap operas (2.4%); more music (1.9%); more programmes on Maltese culture (1.6%); quizzes (1.4%); and more variety shows (1.1%). Other proposals were made, each by less than 1% of the respondents.

VII RADIO AUDIENCE AUDIT

7.1.0 General

7.1.1 Respondents taking part in the survey were asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also asked when they had listened to the radio for every half hour of listening for the full twenty four hours of the day.

7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening on the day before (i.e. 'the day before yesterday'). To allow direct comparability with the 1995 study, audience share was calculated as "the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval". The only variation from the 1995 study is in respect of University Radio and Radju MAS who share the same frequency and who do not transmit for twenty-fours each. Since these two stations do not transmit for the full 24 hours, the 'total potential number of hours available by the population' was matched with the respective station's opening and closing times, and the average worked out accordingly since a division by a number of hours in excess of what the station is actually transmitting obviously results in a distortion of facts.

7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of the sub-sample composed of those who replied on listening for the same day of the week, but for two days preceding the interview ('the day before yesterday').

7.2.0 Average Radio Audience Share

7.2.1 Table 7.1 and Fig. 7.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest score for the daily average was registered by Radio Super 1, at 3.16%.. The highest daily average for the station was registered on Monday, with 4.13%. This was followed by RTK, with a daily average of 2.22%; with its highest day average recorded for Tuesday, at 2.94%, and Radio Malta 1 (daily average: 1.56%), Bay Radio (daily average 0.88%) and Radio 101 (daily average: 0.72%).

Table 7.1: Daily Average Audience Share

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
Monday	1.52	0.11	4.13	0.89	0.11	1.17	2.07	0.31	1.35	0.51	0.00	0.96	87.45	100
Tuesday	1.42	0.31	3.46	0.88	0.02	1.06	2.94	0.20	1.25	0.19	0.14	0.85	87.88	100
Wednesday	1.64	0.62	2.65	0.93	0.25	0.84	2.25	0.23	0.87	0.59	0.20	0.81	88.91	100
Thursday	1.45	0.59	2.67	0.57	0.85	0.80	2.47	0.17	1.03	0.71	0.00	0.77	88.59	100
Friday	1.49	0.81	2.67	0.55	1.02	0.87	2.71	0.12	1.10	0.80	0.06	0.55	87.60	100
Saturday	1.94	0.53	3.42	0.84	0.48	0.98	1.88	0.07	1.11	0.89	0.00	0.90	88.23	100
Sunday	1.49	0.30	3.15	0.55	0.28	0.82	1.19	0.42	0.95	0.45	0.00	0.19	90.54	100
Daily Average	1.56	0.47	3.16	0.72	0.40	0.88	2.22	0.22	1.09	0.56	0.06	0.59	88.46	100

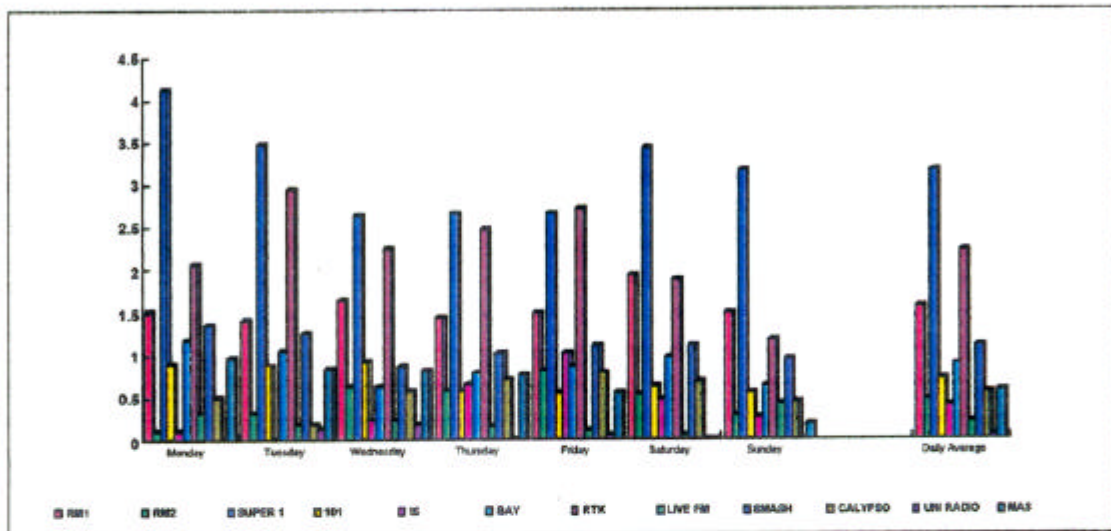


Figure 7.1: Daily Radio Average Audience Share

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations is also a good indicator of their popularity. Table 7.2 summarizes peak audience shares for the whole week. "Peak Audience" is defined as the highest percentage of audience share obtained during the station's transmission time for a particular day". It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

Table 7.2: Daily Peak Radio Audience Share

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS
Monday	4.90	0.70	11.54	3.85	0.70	3.15	7.34	1.05	2.60	1.40	0.00	1.75
Tuesday	4.20	1.40	9.44	5.59	0.35	3.15	9.09	1.05	3.50	0.70	0.70	1.40
Wednesday	5.24	3.15	7.69	4.20	1.40	2.10	6.99	0.70	2.10	1.40	1.05	1.75
Thursday	4.90	3.15	8.74	2.45	2.10	2.80	8.39	0.70	2.60	2.80	0.00	1.05
Friday	4.90	3.85	7.69	2.10	2.80	2.80	9.78	0.70	3.15	2.80	0.35	0.70
Saturday	6.99	1.75	9.09	2.10	2.45	3.50	7.34	0.70	3.15	2.45	0.00	0.00
Sunday	5.24	1.40	7.34	2.80	1.05	2.45	5.59	2.10	3.50	1.05	0.00	0.35
Highest Peak	6.99	3.85	11.54	5.59	2.80	3.50	9.79	2.10	3.50	2.80	1.05	1.75

7.3.2 Figure 7.2 graphically portrays how the stations compare on this index.

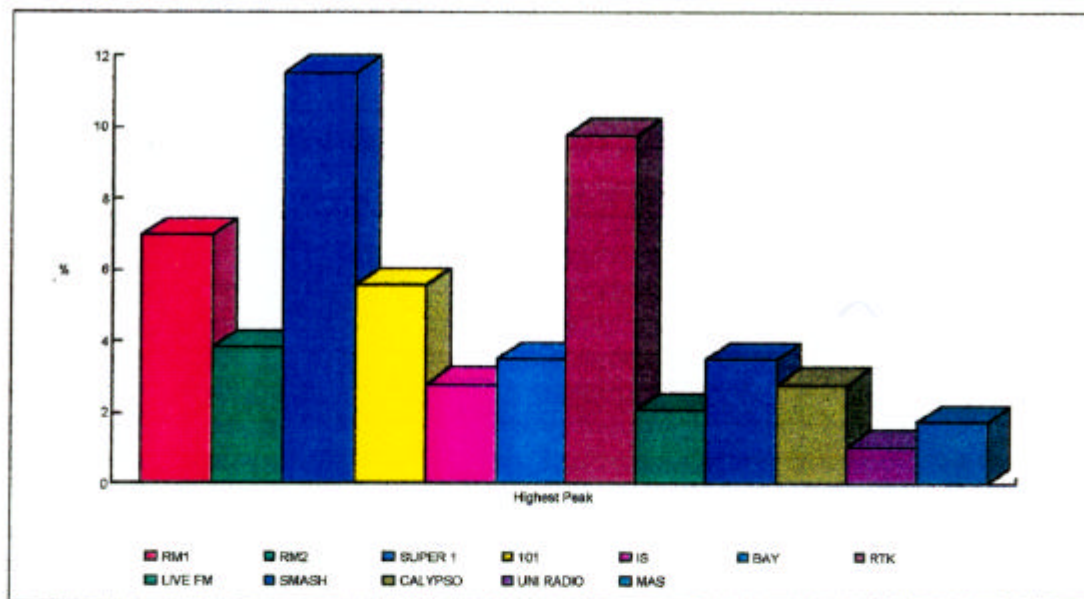


Figure 7.2: Highest Radio Station Peak Audience Share

7.4.0 Daily Audience Share

7.4.1 The following pages map in detail the daily average audience shares for Maltese Radio Stations during the week covered by this study. Each day of the week is analyzed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same persons for a number of time-slots or whether its audience is changing. As such, the very complicated computation of 'non-listeners' is not included in this analysis. Thus these tables give no indication on the precise number of individuals from the population who did not tune into a particular radio station at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since persons listening at a particular time might, or might not be, the individuals listening during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, and (c) the standard deviation statistic for the channel. The first two of these have already been analyzed above; this last statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day.

7.5.0 Monday

7.5.1 On Monday, Super 1 Radio was strongest in the morning, with the largest audience obtained at 10.00 a.m. and 11.30 a.m., at 9.44%; its early afternoon audience is as strong as its late afternoon and is steady. The station loses its audience in the evening.

7.5.2 Smash Radio has a consistent audience, with a peak of 2.80% between 9.00 and 11.30 a.m.

7.5.3 RTK has a consistently strong morning audience, relatively low in the early afternoon and picks up in mid-afternoon. RTK's peak time on Monday is at 9.30 a.m., with 7.34%.

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

7.5.5 On this day, University Radio's audience must have been very low since the survey did not pick up any respondent who had actually listened to its programmes.

7.5.6 Table R1 provides details of audience levels for each half hour of the day.

7.6.0 Tuesday

7.6.1, Super 1 Radio's audience is stronger in the morning, that it is on Tuesday. 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.

7.6.2 On Tuesday, Smash Radio has a somewhat larger audience in the afternoon, with a peak of 3.50% reached at 4.00 p.m.

7.6.3 Again on Tuesday, RTK had a very good audience level in the morning and retained its audience at quite high levels in the early and late afternoon. Its peak of 9.09% was reached between 9.00 a.m. and 11.00 a.m.

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

7.6.5 Table R2 provides details of audience levels for each half hour of the day.

7.7.0 Wednesday

7.7.1 Wednesday is the day when Super 1 Radio is also quite strong, with a peak audience level of 7.69% obtained at noon. 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 3.15% level, well above that of the other stations.

7.7.2 Smash Radio has a stable audience level, reaching a peak of 2.1% at 5.00 p.m. At other times during the day, its audience oscillates between 1% and 2%.

7.7.3 RTK has a consistently strong morning audience, which is strongest between 9.00 a.m. and 10.00 a.m., with 6.99%. In the early afternoon, audiences are better than they are in the mid-afternoon. On this day, Radio 101 also had a higher than average audience at noon, with 2.45%. Radio Malta 1 has quite a good audience until 2.00 p.m., and has its highest peak for its usually strong noon slot with a 5.24% audience level.

7.7.4 Table R3 provides details of audience levels for each half hour of the day.

TABLE R1: RADIO LISTENERSHIP: MONDAY

(BASE=246*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0500	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00			98.25	100
0530	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.35	0.00	0.00			97.20	100
0600	1.75	0.00	4.20	1.05	0.35	0.00	0.70	0.00	0.35	0.00			91.61	100
0630	2.45	0.00	6.29	0.70	0.00	0.35	0.70	0.35	0.35	0.00			88.81	100
0700	3.50	0.00	6.99	0.70	0.35	1.05	1.75	0.35	0.70	0.35		0.35	83.92	100
0730	3.50	0.35	7.34	1.05	0.00	1.05	1.75	0.70	0.70	0.35		0.35	82.87	100
0800	3.50	0.70	8.74	1.40	0.00	1.40	2.45	0.70	1.75	0.70		1.05	77.62	100
0830	3.50	0.35	9.09	0.70	0.00	2.10	3.50	0.70	2.80	0.70		1.05	75.52	100
0900	3.85	0.35	8.74	1.05	0.00	2.80	6.99	1.05	2.80	0.70		1.05	70.63	100
0930	2.80	0.35	8.74	1.05	0.00	3.15	7.34	1.05	2.80	0.70		0.70	71.33	100
1000	4.90	0.00	9.44	1.05	0.00	3.15	6.64	1.05	2.80	0.70		0.70	69.58	100
1030	3.85	0.35	8.39	1.05	0.00	2.80	6.64	0.70	2.80	0.70		0.70	72.03	100
1100	3.85	0.35	7.69	1.05	0.00	2.80	6.99	0.70	2.45	1.05		0.70	72.38	100
1130	3.85	0.00	9.44	1.05	0.00	2.10	5.94	0.70	1.75	1.05		0.70	73.43	100
NOON	4.20	0.35	11.54	1.75	0.35	2.10	5.24	0.35	2.80	0.70		1.05	69.58	100
1230	2.10	0.35	8.04	1.05	0.70	1.40	4.20	0.00	1.75	0.70		1.05	78.67	100
1300	1.40	0.35	7.34	0.70	0.35	1.40	3.85	0.00	2.45	0.70		1.40	80.07	100
1330	2.10	0.35	6.29	1.05	0.35	1.40	3.50	0.00	2.45	0.70		1.05	80.77	100
1400	2.45	0.35	5.94	1.05	0.35	1.05	3.15	0.00	2.45	0.70		1.05	81.47	100
1430	3.15	0.35	4.90	1.05	0.35	1.05	2.10	0.00	2.10	0.70		1.40	82.87	100
1500	2.45	0.35	3.85	1.75	0.35	1.40	1.75	0.00	2.10	0.70		1.75	83.57	100
1530	1.75	0.00	4.20	1.75	0.35	1.75	2.10	0.00	2.10	0.70		1.40	83.92	100
1600	1.75	0.00	5.59	2.45	0.00	1.40	2.80	0.00	2.80	0.70		0.70	81.82	100
1630	1.40	0.00	6.29	2.45	0.00	1.40	2.45	0.70	2.80	0.70	0.00		81.82	100
1700	1.40	0.00	7.69	3.15	0.00	1.40	2.45	0.70	2.45	0.70	0.00		80.07	100
1730	1.05	0.00	7.69	3.15	0.00	1.05	2.45	0.70	2.45	0.70	0.00		80.77	100
1800	1.75	0.00	4.55	3.85	0.00	1.05	2.45	0.35	2.45	1.05	0.00		82.52	100
1830	1.40	0.00	3.15	2.10	0.00	1.05	1.75	0.35	1.40	1.40	0.00		87.41	100
1900	1.05	0.00	2.45	1.05	0.00	1.40	1.75	0.70	1.75	1.40	0.00		88.46	100
1930	0.70	0.00	1.40	0.70	0.00	2.10	1.75	0.35	1.75	1.40	0.00		89.86	100
2000	0.70	0.00	1.40	0.35	0.35	2.45	1.40	0.35	1.75	1.40	0.00		89.86	100
2030	0.70	0.00	1.40	0.35	0.35	1.75	0.70	0.00	1.40	0.70	0.00		92.66	100
2100	0.00	0.00	1.05	0.35	0.35	1.75	0.70	0.35	0.70	0.35	0.00		94.41	100
2130	0.00	0.00	1.05	0.35	0.35	1.75	0.70	0.35	0.70	0.35	0.00		94.41	100
2200	0.00	0.00	0.70	0.35	0.00	1.40	0.35	0.35	0.35	0.35	0.00		96.15	100
2230	0.00	0.00	0.35	0.00	0.00	1.05	0.35	0.35	0.35	0.35	0.00		97.20	100
2300	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.35	0.70	0.35	0.00		97.20	100
2330	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.35	0.70	0.00	0.00		97.90	100
average	1.52	0.11	4.13	0.89	0.11	1.17	2.07	0.31	1.35	0.51	0.00	0.98	87.45	100
maximum	4.90	0.70	11.54	3.85	0.70	3.15	7.34	1.05	2.80	1.40	0.00	1.75	100.00	100
std. dev.	1.49	0.18	3.50	0.93	0.18	0.94	2.21	0.33	1.07	0.43	0.00	0.36	10.06	

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

TABLE R2: RADIO LISTENERSHIP: TUESDAY
(BASE=246*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
0500	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0530	0.00	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.35	0.00			98.25	100
0600	0.70	0.00	1.75	0.35	0.00	0.00	1.75	0.00	0.35	0.00			95.10	100
0630	1.05	0.00	3.50	0.35	0.00	0.00	2.45	0.00	0.35	0.00			92.31	100
0700	2.45	0.35	3.85	0.70	0.00	0.00	3.15	0.00	0.35	0.00		0.70	88.46	100
0730	2.45	0.35	3.85	0.35	0.00	0.35	4.20	0.00	0.35	0.00		0.70	87.41	100
0800	3.15	0.35	4.55	1.05	0.35	1.40	6.29	0.70	1.75	0.00		0.70	79.72	100
0830	2.45	0.35	6.64	0.35	0.35	2.45	6.99	0.70	2.10	0.00		0.70	76.92	100
0900	2.80	0.35	7.34	0.70	0.35	3.15	9.09	0.70	2.80	0.00		0.70	72.03	100
0930	3.15	0.35	8.04	0.70	0.00	2.80	9.09	0.70	2.45	0.00		0.70	72.03	100
1000	3.85	1.05	8.74	0.70	0.00	2.80	9.09	0.70	2.10	0.00		0.70	70.28	100
1030	3.15	1.40	8.04	0.70	0.00	2.80	9.09	0.70	2.10	0.35		1.05	70.63	100
1100	3.15	1.40	7.69	0.70	0.00	2.80	8.74	1.05	2.45	0.70		0.70	70.63	100
1130	2.80	0.70	8.39	0.70	0.00	3.15	8.39	0.70	1.75	0.70		0.70	72.03	100
NOON	4.20	0.70	9.44	1.75	0.00	2.80	8.39	0.35	2.10	0.70		0.70	68.88	100
1230	2.45	1.05	6.64	1.05	0.00	1.40	6.29	0.00	1.40	0.70		1.05	77.97	100
1300	1.75	1.05	6.29	0.35	0.00	1.05	4.90	0.00	1.75	0.70		1.05	81.12	100
1330	1.75	1.05	5.24	0.70	0.00	1.40	4.55	0.00	2.10	0.70		1.05	81.47	100
1400	1.40	1.05	5.94	0.35	0.00	1.40	4.90	0.00	2.80	0.35		1.05	80.77	100
1430	2.10	1.05	4.55	0.35	0.00	1.40	3.50	0.00	3.15	0.35		1.05	82.52	100
1500	2.10	0.70	3.85	1.75	0.00	1.05	2.80	0.00	2.80	0.35		1.40	83.22	100
1530	1.40	0.35	3.50	1.75	0.00	0.70	3.15	0.00	2.80	0.35		1.05	84.97	100
1600	1.05	0.35	5.24	2.80	0.00	0.70	3.15	0.00	3.15	0.00		0.35	83.22	100
1630	1.05	0.35	5.59	2.80	0.00	0.70	2.45	0.35	3.50	0.00	0.70		82.52	100
1700	1.40	0.00	6.29	3.85	0.00	0.70	2.45	0.35	3.15	0.00	0.70		81.12	100
1730	1.40	0.00	6.29	5.59	0.00	1.40	1.75	0.70	1.75	0.00	0.70		80.42	100
1800	2.45	0.00	3.85	4.55	0.00	1.75	1.75	0.70	1.75	0.35	0.70		82.17	100
1830	2.10	0.00	2.80	2.10	0.00	1.75	1.75	0.70	1.40	0.35	0.70		86.36	100
1900	1.75	0.00	2.45	1.40	0.00	2.10	3.15	0.35	1.40	0.35	0.00		87.06	100
1930	1.05	0.35	2.10	0.70	0.00	2.45	2.80	0.00	1.40	0.35	0.00		88.81	100
2000	2.10	0.00	2.10	0.35	0.00	2.10	2.45	0.00	1.40	0.35	0.00		89.16	100
2030	1.05	0.00	2.10	0.35	0.00	2.10	0.35	0.00	1.05	0.00	0.00		93.01	100
2100	1.05	0.00	1.75	0.35	0.00	1.40	0.35	0.00	0.70	0.00	0.00		94.41	100
2130	1.05	0.00	1.40	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00		95.80	100
2200	0.70	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.85	100
2230	0.70	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.85	100
2300	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00		97.55	100
2330	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00		97.90	100
average	1.42	0.31	3.46	0.88	0.02	1.06	2.94	0.20	1.25	0.19	0.14	0.85	87.88	100
maximum	4.20	1.40	9.44	5.59	0.35	3.15	9.09	1.05	3.50	0.70	0.70	1.40	100.00	100
std. dev	1.16	0.43	2.88	1.20	0.08	1.07	3.07	0.31	1.12	0.25	0.28	0.24	10.14	

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

TABLE R3: RADIO LISTENERSHIP: WEDNESDAY
(BASE=246*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNIV RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			99.30	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			99.30	100
0600	1.05	0.00	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.35			96.85	100
0630	1.75	0.35	2.45	0.00	0.00	0.00	0.70	0.00	0.00	0.70			94.06	100
0700	2.80	0.35	3.85	1.05	0.00	0.35	2.45	0.00	0.70	1.05		0.35	87.06	100
0730	2.80	0.35	3.15	1.05	0.00	0.70	3.85	0.00	1.05	1.05		0.35	85.66	100
0800	3.85	0.35	4.20	1.40	0.35	1.05	5.24	0.35	1.40	1.05		0.70	80.07	100
0830	3.85	0.70	4.90	1.05	0.70	1.40	5.94	0.70	1.40	1.05		0.70	77.62	100
0900	4.55	1.05	5.24	1.40	0.70	1.40	6.99	0.35	1.75	1.05		0.70	74.83	100
0930	4.55	1.05	5.59	1.40	0.35	0.70	6.99	0.70	1.75	1.05		0.70	75.17	100
1000	4.90	2.10	5.24	2.10	0.70	1.05	6.29	0.70	1.75	1.05		1.05	73.08	100
1030	4.55	2.45	4.90	1.75	0.70	1.05	5.94	0.70	1.40	0.70		1.05	74.83	100
1100	4.20	3.15	4.90	1.75	1.05	1.05	5.24	0.70	1.40	1.05		1.05	74.48	100
1130	4.20	2.80	6.29	1.75	0.70	1.05	5.24	0.70	1.40	1.05		1.40	73.43	100
NOON	5.24	1.75	7.69	2.45	0.70	1.75	6.29	0.70	1.75	1.05		1.75	68.88	100
1230	3.85	1.40	4.90	2.10	0.70	1.40	5.59	0.70	1.05	1.05		1.05	76.22	100
1300	2.10	1.05	4.55	1.75	1.40	1.40	5.59	0.70	1.05	1.40		1.05	77.97	100
1330	2.10	1.05	4.20	1.40	0.70	1.05	4.20	0.70	1.05	1.40		0.70	81.47	100
1400	2.10	1.05	4.90	1.40	0.35	0.70	3.50	0.35	1.75	1.40		1.05	81.47	100
1430	1.75	1.05	4.55	0.70	0.35	0.70	3.50	0.00	1.75	1.40		0.35	83.92	100
1500	1.75	0.70	4.90	1.40	0.35	0.70	2.45	0.35	1.40	1.05		0.35	84.62	100
1530	2.10	0.70	4.55	1.75	0.35	0.35	2.10	0.35	1.40	1.05		0.35	84.97	100
1600	1.75	0.70	4.90	2.45	0.00	1.05	2.10	0.35	1.75	1.05		0.70	83.22	100
1630	1.05	0.70	4.55	2.45	0.00	1.05	2.10	0.35	1.75	1.05	1.05		83.92	100
1700	1.05	0.70	5.59	3.50	0.00	2.10	1.75	0.35	2.10	1.05	1.05		80.77	100
1730	1.40	0.70	4.55	4.20	0.35	1.75	1.75	0.35	1.40	0.70	1.05		81.82	100
1800	1.75	0.35	3.15	2.80	0.35	1.75	1.40	0.35	1.05	0.70	0.70		85.66	100
1830	2.10	0.00	2.10	0.70	0.35	1.05	2.10	0.35	1.40	0.35	0.70		88.81	100
1900	2.10	0.00	1.75	0.35	0.70	1.75	3.15	0.00	1.75	0.00	0.35		88.11	100
1930	1.75	0.70	1.40	0.35	0.35	1.05	2.80	0.00	1.05	0.00	0.00		90.56	100
2000	1.05	0.35	1.40	0.00	0.00	1.05	1.05	0.00	1.40	0.00	0.00		93.71	100
2030	0.35	0.35	1.40	0.00	0.00	0.35	0.35	0.00	0.70	0.35	0.00		96.15	100
2100	0.35	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00		97.20	100
2130	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.70	0.35	0.00		97.55	100
2200	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.70	0.35	0.00		97.55	100
2230	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00		98.60	100
2300	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
average	1.64	0.62	2.65	0.93	0.25	0.64	2.25	0.23	0.87	0.59	0.20	0.81	88.91	100
maximum	5.24	3.15	7.69	4.20	1.40	2.10	6.99	0.70	2.10	1.40	1.05	1.75	100.00	100
std. dev.	1.65	0.75	2.25	1.07	0.34	0.64	2.35	0.28	0.71	0.50	0.38	0.38	9.88	

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

7.8.0 Thursday

7.8.1 Thursday is also a good day for Super 1 Radio, with a peak audience level of 8.74%, reached at noon. The station's early afternoon audience is not as strong but remains above 4%. It starts declining as usual after 6.00 p.m. Its evening audience is, as on other days, relatively poor.

7.8.2 Smash Radio has a stable audience in the morning, with an average level of 3%. In the afternoon, it reaches a peak at 3.30 p.m., with 2.1%.

7.8.3 RTK has a consistently stable morning audience with peak of 8.39% between 10.00 a.m. and 11.00 a.m., but is again relatively low in mid-afternoon. On this day, Radio 101 has a stable morning audience hovering around the 2% level. Calypso Radio reaches its maximum audience size of 2.8% for the day at 11.30 a.m. Again no respondent reported having listened to any programme transmitted by University Radio on this day.

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

7.8.5 Table R4 provides details of audience levels for each half hour of the day.

7.9.0 Friday

7.9.1 On Friday, Super 1 Radio retains its usual audience for its morning transmissions. It peaks at noon, its usually good time-slot, with 7.69%.

7.9.2 Smash Radio has a higher than usual morning audience; the station reaching an unusual peak of 3.15% at noon. In the afternoon, its largest audience was registered at 5.00 p.m., at 1.75%.

7.9.3 RTK has a consistently strong morning audience, with the largest audience level registered at 10.00 a.m. (9.79%). 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 in the morning, but its peak was reached at 5.30 p.m., with 2.10%. Bay Radio also attracts an interesting audience level in the afternoon, with a peak of 2.80% at 5.00 p.m. Radio Malta's morning performance remains quite good, with the highest level reached at noon with 4.9%.

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

7.9.5 Table R5 provides details of audience levels for each half hour of the day.

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

	FM 1	FM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			100.00	100
0530	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70			98.60	100
0600	0.35	0.00	1.05	0.00	0.00	0.00	1.75	0.00	0.00	0.35			96.50	100
0630	1.05	0.00	2.80	0.00	0.00	0.70	2.80	0.00	0.00	0.70			91.96	100
0700	1.40	0.70	3.50	0.00	0.00	1.05	3.15	0.00	1.05	0.70		0.70	87.76	100
0730	1.75	0.70	3.85	0.35	0.35	1.40	4.55	0.00	1.75	0.70		0.70	83.92	100
0800	2.80	0.70	5.24	0.70	0.35	2.80	5.94	0.00	2.80	0.70		1.05	76.92	100
0830	2.45	1.75	5.94	1.05	1.05	2.80	5.59	0.00	2.45	0.70		0.70	75.52	100
0900	2.80	1.75	5.94	1.05	2.10	2.10	7.69	0.35	2.10	1.05		0.70	72.38	100
0930	3.15	1.75	6.64	0.70	2.10	1.40	7.69	0.35	1.75	1.05		0.70	72.73	100
1000	4.90	1.40	6.29	1.40	2.10	1.40	8.39	0.35	2.80	1.40		0.70	68.88	100
1030	4.90	1.75	6.64	1.40	1.40	1.40	8.04	0.35	2.45	1.75		0.70	69.23	100
1100	4.90	2.45	7.34	1.40	1.05	1.40	7.69	0.35	2.10	2.45		0.70	68.18	100
1130	4.90	2.45	7.34	1.75	1.05	1.05	6.64	0.35	2.45	2.45		0.70	68.88	100
NOON	4.55	3.15	8.74	1.75	1.40	1.40	5.94	0.70	2.10	2.80		0.70	66.78	100
1230	2.80	2.80	6.29	1.75	1.05	0.70	5.94	0.35	1.40	2.10		0.70	74.13	100
1300	2.45	1.75	5.24	1.40	1.40	1.05	3.85	0.35	1.40	2.10		0.70	78.32	100
1330	2.10	1.05	5.24	1.05	1.40	1.05	2.45	0.35	1.75	1.05		0.70	81.82	100
1400	2.80	0.70	4.90	0.70	1.75	0.70	2.10	0.35	1.40	1.05		0.70	82.87	100
1430	3.50	0.70	4.20	0.00	1.40	0.70	1.75	0.35	1.40	0.70		0.70	84.62	100
1500	3.50	0.35	4.20	0.35	1.75	0.35	1.40	0.35	1.40	0.70		1.05	84.62	100
1530	2.80	0.35	3.85	1.40	1.40	1.05	1.75	0.00	2.10	0.70		1.05	83.57	100
1600	2.45	0.35	4.90	1.40	1.40	1.40	2.45	0.00	1.75	1.40		1.05	81.47	100
1630	2.10	0.35	3.15	1.05	0.70	1.40	3.15	0.00	1.75	1.40	0.00		84.97	100
1700	1.75	0.35	4.90	1.05	0.35	1.75	2.45	0.35	1.75	1.75	0.00		83.57	100
1730	1.40	0.70	3.50	2.45	0.70	2.10	2.45	0.70	1.75	1.40	0.00		82.87	100
1800	0.70	0.35	1.75	2.45	0.70	2.10	2.80	0.70	1.75	1.05	0.00		85.66	100
1830	0.35	0.00	1.40	0.35	0.70	1.75	2.10	0.70	1.05	0.70	0.00		90.91	100
1900	0.00	0.00	1.05	0.35	1.05	1.75	2.80	0.35	0.70	0.35	0.00		91.61	100
1930	0.00	0.00	0.35	0.00	1.75	0.70	2.10	0.00	0.70	0.00	0.00		94.41	100
2000	0.70	0.00	0.00	0.00	0.70	0.70	0.70	0.00	0.70	0.00	0.00		96.50	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.70	0.00	0.00		98.25	100
2100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		99.30	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.95	100
2200	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		98.60	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		98.60	100
average	1.45	0.59	2.67	0.57	0.65	0.80	2.47	0.17	1.03	0.71	0.00	0.77	88.59	100
maximum	4.90	3.15	8.74	2.45	2.10	2.80	8.39	0.70	2.80	2.80	0.00	1.05	100.00	100
std. dev.	1.64	0.85	2.70	0.72	0.71	0.81	2.62	0.23	0.91	0.78	0.00	0.14	11.11	

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

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

	FM 1	FM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.65	100
0530	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.70			98.25	100
0600	0.35	0.00	1.40	0.00	0.00	0.35	1.40	0.00	0.00	0.35			96.15	100
0630	1.05	0.00	1.40	0.00	0.70	0.35	1.75	0.00	0.00	0.35			94.41	100
0700	2.10	0.35	2.45	0.00	1.40	1.05	2.80	0.00	0.35	0.70		0.35	88.46	100
0730	3.15	0.70	4.55	0.00	1.75	1.40	3.50	0.00	1.05	0.70		0.35	82.87	100
0800	3.15	1.75	4.90	0.35	1.40	1.75	5.24	0.00	2.45	1.40		0.35	77.27	100
0830	3.50	2.10	5.24	1.40	1.05	1.40	6.64	0.35	2.10	1.75		0.70	73.78	100
0900	4.55	2.10	6.64	1.40	1.75	1.40	8.74	0.35	1.75	1.75		0.70	68.88	100
0930	4.55	2.10	6.29	1.75	1.75	1.05	9.09	0.00	2.10	2.45		0.70	68.18	100
1000	4.90	3.50	5.94	1.75	2.10	1.40	9.79	0.00	2.45	2.80		0.70	64.69	100
1030	4.90	3.85	5.94	1.75	2.80	1.40	9.44	0.00	2.45	2.45		0.70	64.34	100
1100	4.20	3.85	6.29	1.40	2.45	1.40	9.09	0.00	2.45	2.45		0.70	66.08	100
1130	4.20	3.15	7.34	1.40	2.45	1.40	9.09	0.00	2.45	2.45		0.70	65.38	100
NOON	4.90	2.80	7.69	1.75	2.10	1.05	6.99	0.00	3.15	2.10		0.70	66.78	100
1230	2.80	1.40	5.24	1.40	1.75	0.70	5.59	0.00	3.15	2.10		0.70	75.17	100
1300	2.10	1.05	5.24	1.40	1.75	0.70	4.55	0.00	2.45	1.75		0.35	78.67	100
1330	2.10	1.40	4.55	1.05	1.05	0.70	3.50	0.00	2.45	2.10		0.35	80.77	100
1400	2.10	1.05	4.55	0.35	1.05	1.05	2.80	0.35	2.45	2.10		0.35	81.82	100
1430	1.75	1.05	3.85	0.35	1.05	1.05	2.10	0.35	1.75	1.05		0.35	85.31	100
1500	1.40	1.05	4.55	0.35	1.05	1.40	2.80	0.35	1.75	1.05		0.35	83.92	100
1530	1.75	0.70	3.50	0.70	1.05	1.75	2.45	0.35	1.75	1.05		0.70	84.27	100
1600	1.75	0.70	3.50	0.70	1.75	2.45	3.15	0.35	1.40	1.05		0.70	82.52	100
1630	1.75	0.70	3.85	1.05	1.40	2.10	2.45	0.00	1.40	1.05	0.35		83.92	100
1700	2.45	0.35	5.24	1.75	2.10	2.80	3.50	0.35	1.40	1.05	0.35		78.67	100
1730	1.75	0.00	4.90	2.10	2.80	2.10	2.45	0.35	1.75	0.70	0.35		80.77	100
1800	0.70	0.00	3.85	1.75	2.10	1.75	2.80	0.35	1.40	0.35	0.35		84.62	100
1830	1.05	0.00	2.80	0.70	1.75	2.45	2.45	0.35	1.40	0.35	0.00		86.71	100
1900	0.70	0.35	1.40	0.00	1.75	2.45	2.80	0.70	1.05	0.35	0.00		88.46	100
1930	0.35	0.35	1.40	0.00	1.40	1.75	1.40	0.35	0.70	0.35	0.00		91.96	100
2000	0.35	0.70	0.35	0.00	0.70	1.40	0.35	0.70	0.70	0.00	0.00		94.76	100
2030	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00		97.90	100
2100	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00		97.55	100
2130	0.35	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		97.90	100
2200	0.00	0.00	0.70	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00		97.90	100
2230	0.00	0.00	0.35	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00		98.25	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.65	100
average	1.49	0.81	2.67	0.55	1.02	0.87	2.71	0.12	1.10	0.80	0.06	0.55	87.60	100
maximum	4.90	3.85	7.69	2.10	2.80	2.80	9.79	0.70	3.15	2.80	0.35	0.70	100.00	100
std. dev.	1.63	1.09	2.49	0.71	0.87	0.85	3.07	0.20	1.00	0.88	0.13	0.17	11.90	

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

7.10.0 Saturday

7.10.1 Super 1 Radio's audience levels for Saturday continue to be the highest achieved for all the ten radio stations currently in operation: its highest peak is 0.09% 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 4.90%.

7.10.2 Smash Radio has a very good audience in the morning, with a peak of 3.15% audience level reached at 10.30 a.m. In the mid-afternoon, it retains a sizeable audience and matches its morning peak at 5.00 p.m.

7.10.3 RTK has a consistently high morning audience increasing to a peak 7.34% by 9.00 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, with a peak at 10.00 a.m. of 6.99%. On this day, Radio 101's best performance is reached after 10.00 a.m. with a 2.10% audience level.

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

7.10.5 Table R6 provides details of audience levels for each half hour of the day.

7.11.0 Sunday

7.11.1 On Sunday, Super 1 Radio's overall performance is 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.

7.11.2 Smash Radio has an 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.

7.11.3 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.

7.11.4 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.

7.11.5 Table R7 provides details of audience levels for each half hour of the day.

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

	FM 1	FM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.65	100
0530	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00			98.60	100
0600	0.70	0.00	1.75	0.00	0.00	0.00	1.05	0.00	0.00	0.00			96.50	100
0630	1.75	0.00	1.75	0.00	0.35	0.35	1.05	0.00	0.00	0.00			94.76	100
0700	2.80	0.00	2.10	0.35	0.70	1.05	1.75	0.00	0.35	0.00		0.00	90.91	100
0730	3.50	1.05	4.20	0.35	0.00	1.40	2.80	0.00	1.05	0.00		0.00	85.66	100
0800	4.90	1.05	6.64	0.35	0.70	3.50	5.59	0.00	1.40	0.35		0.00	75.52	100
0830	4.55	1.05	7.34	0.35	0.70	3.50	5.59	0.00	1.75	1.05		0.00	74.13	100
0900	5.94	1.40	8.74	1.40	2.45	2.45	7.34	0.00	2.10	1.40		0.00	66.78	100
0930	5.94	1.40	9.09	1.40	1.75	2.45	7.34	0.35	2.45	2.10		0.00	65.73	100
1000	6.99	1.75	8.74	2.10	2.45	3.15	6.99	0.70	2.80	2.10		0.00	62.24	100
1030	5.94	1.40	8.39	2.10	1.75	2.80	6.29	0.70	3.15	2.45		0.00	65.03	100
1100	5.59	1.40	8.39	2.10	1.40	3.15	5.94	0.70	2.45	2.45		0.00	66.43	100
1130	5.94	1.40	7.34	2.10	1.40	2.80	4.90	0.70	2.45	2.10		0.00	68.88	100
NOON	5.59	1.75	8.04	1.75	1.05	2.80	5.24	0.35	2.80	2.10		0.00	68.53	100
1230	3.50	1.05	5.24	1.40	0.70	2.10	3.85	0.00	2.80	2.10		0.00	76.92	100
1300	2.80	1.40	5.59	0.70	0.35	1.40	2.10	0.00	2.80	1.75		0.00	81.12	100
1330	2.45	1.40	5.59	0.70	0.35	2.10	1.75	0.00	1.75	1.40		0.00	82.52	100
1400	2.80	1.75	6.29	0.35	0.00	1.75	2.10	0.00	2.10	1.40		0.00	81.47	100
1430	2.45	1.75	6.29	0.35	0.00	1.75	1.40	0.00	2.10	1.05	0.00		82.97	100
1500	1.75	1.05	6.29	1.05	0.35	1.75	1.05	0.00	1.75	1.05	0.00		83.92	100
1530	1.75	0.35	5.24	1.05	0.35	1.40	0.70	0.00	2.10	0.70	0.00		86.36	100
1600	1.75	0.35	5.24	1.05	0.70	0.35	1.75	0.00	2.45	1.05	0.00		85.31	100
1630	1.75	0.35	4.90	1.75	0.35	0.35	1.40	0.00	2.45	1.05	0.00		85.66	100
1700	1.75	0.70	4.55	1.40	0.00	0.70	1.40	0.00	3.15	1.05	0.00		85.31	100
1730	1.05	0.35	4.20	1.40	0.00	0.70	1.40	0.00	2.45	0.70	0.00		87.76	100
1800	1.75	0.35	4.20	1.40	0.35	0.70	1.75	0.00	1.75	0.35	0.00		87.41	100
1830	1.75	0.00	3.85	0.70	0.70	1.05	1.40	0.00	1.75	0.35	0.00		88.46	100
1900	1.40	0.00	2.80	0.70	1.05	0.70	1.75	0.00	1.05	0.35	0.00		90.21	100
1930	1.05	0.00	2.80	0.35	0.70	0.70	1.40	0.00	0.35	0.35	0.00		92.31	100
2000	1.05	0.00	1.75	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		95.45	100
2030	1.05	0.35	1.75	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00		95.45	100
2100	0.70	0.35	1.75	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		95.45	100
2130	0.35	0.35	1.75	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.50	100
2200	0.00	0.00	1.05	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		97.55	100
2230	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00		98.95	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00		98.95	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		99.65	100
average	1.94	0.53	3.42	0.64	0.48	0.98	1.88	0.07	1.11	0.69	0.00	0.00	88.23	100
maximum	6.99	1.75	9.09	2.10	2.45	3.50	7.34	0.70	3.15	2.45	0.00	0.00	100.00	100
std. dev.	2.08	0.63	3.05	0.69	0.62	1.14	2.24	0.20	1.16	0.78	0.00	0.00	11.68	

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

TABLE R7: RADIO LISTENERSHIP: SUNDAY
(BASE=246*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
0030	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0100	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0130	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0200	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0230	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0500	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0530	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			97.55	100
0600	0.35	0.00	1.75	0.00	0.00	0.00	0.35	0.00	0.00	0.00			95.10	100
0630	1.05	0.35	2.45	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	89.16	100
0700	2.45	1.05	2.80	0.70	0.70	0.00	2.10	0.70	0.35	0.00		0.00	85.31	100
0730	3.85	1.05	4.20	0.70	0.70	0.00	2.45	0.70	0.70	0.35		0.00	79.72	100
0800	4.55	0.35	7.34	0.35	0.00	0.35	4.90	1.05	0.70	0.70		0.00	77.97	100
0830	4.20	0.70	7.34	1.05	0.00	0.35	5.24	1.05	1.40	0.70		0.00	74.13	100
0900	4.55	0.70	7.34	1.05	0.35	1.40	5.59	1.40	2.45	0.70		0.35	74.13	100
0930	5.24	0.70	6.29	1.40	0.35	1.40	4.20	1.75	3.15	1.05		0.35	72.38	100
1000	4.90	0.70	5.59	2.80	0.70	2.10	4.20	2.10	3.50	0.70		0.35	74.48	100
1030	4.55	0.70	5.59	2.10	0.70	2.10	3.15	2.10	3.50	0.70		0.35	75.17	100
1100	4.55	0.70	6.29	1.75	1.05	1.75	2.45	1.75	3.50	0.70		0.35	76.92	100
1130	4.20	0.35	6.64	1.40	1.05	1.75	2.10	1.40	3.15	0.70		0.35	76.92	100
NOON	3.85	1.40	7.34	0.70	0.35	2.45	1.40	1.05	3.15	1.05		0.35	80.77	100
1230	2.45	1.05	5.94	0.35	0.35	1.75	2.45	1.05	2.45	1.05		0.35	83.22	100
1300	2.45	1.05	5.24	0.35	0.35	2.10	2.10	0.35	2.10	0.70		0.00	86.01	100
1330	1.05	1.05	5.24	0.35	0.35	1.40	1.75	0.35	1.75	0.70		0.00	86.01	100
1400	1.40	1.05	5.24	0.35	0.00	1.05	1.75	0.70	1.75	0.70		0.00	87.06	100
1430	1.40	0.70	4.90	0.70	0.35	0.70	1.05	0.70	1.75	0.70	0.00		87.41	100
1500	1.05	0.35	5.24	0.35	0.35	1.05	0.70	0.35	2.10	0.70	0.00		88.81	100
1530	0.70	0.00	4.90	0.35	0.00	1.40	1.05	0.35	1.40	0.70	0.00		87.06	100
1600	1.05	0.00	5.59	0.70	0.00	1.40	1.05	0.35	1.75	1.05	0.00		89.16	100
1630	1.40	0.00	4.55	1.05	0.00	1.40	1.05	0.35	0.35	0.70	0.00		89.16	100
1700	1.40	0.00	4.90	0.70	0.00	1.40	1.05	0.00	0.35	1.05	0.00		90.21	100
1730	1.05	0.00	4.55	1.05	0.35	0.70	0.35	0.00	0.70	1.05	0.00		89.51	100
1800	1.40	0.00	3.85	1.75	1.05	0.35	0.35	0.00	0.70	1.05	0.00		92.31	100
1830	1.05	0.00	2.80	1.05	0.70	0.35	0.35	0.00	0.70	0.70	0.00		92.66	100
1900	1.05	0.00	2.45	1.05	0.35	0.35	0.70	0.00	0.70	0.70	0.00		93.01	100
1930	1.05	0.35	2.45	0.70	0.35	0.00	1.05	0.00	0.70	0.35	0.00		95.45	100
2000	1.40	0.00	1.75	0.00	0.00	0.00	0.70	0.00	0.35	0.35	0.00		96.15	100
2030	0.70	0.00	1.40	0.35	0.35	0.00	0.35	0.00	0.35	0.35	0.00		96.85	100
2100	0.70	0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00		96.85	100
2130	0.35	0.00	1.40	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00		97.20	100
2200	0.35	0.00	0.70	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		98.60	100
2230	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00		98.95	100
2300	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00		99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		90.54	100
average	1.49	0.30	3.15	0.55	0.28	0.62	1.19	0.42	0.95	0.45	0.00	0.19	99.65	100
maximum	5.24	1.40	7.34	2.80	1.05	2.45	5.59	2.10	3.50	1.05	0.00	0.35	8.81	100
std. dev.	1.66	0.42	2.48	0.63	0.31	0.76	1.51	0.61	1.16	0.38	0.00	0.17		

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

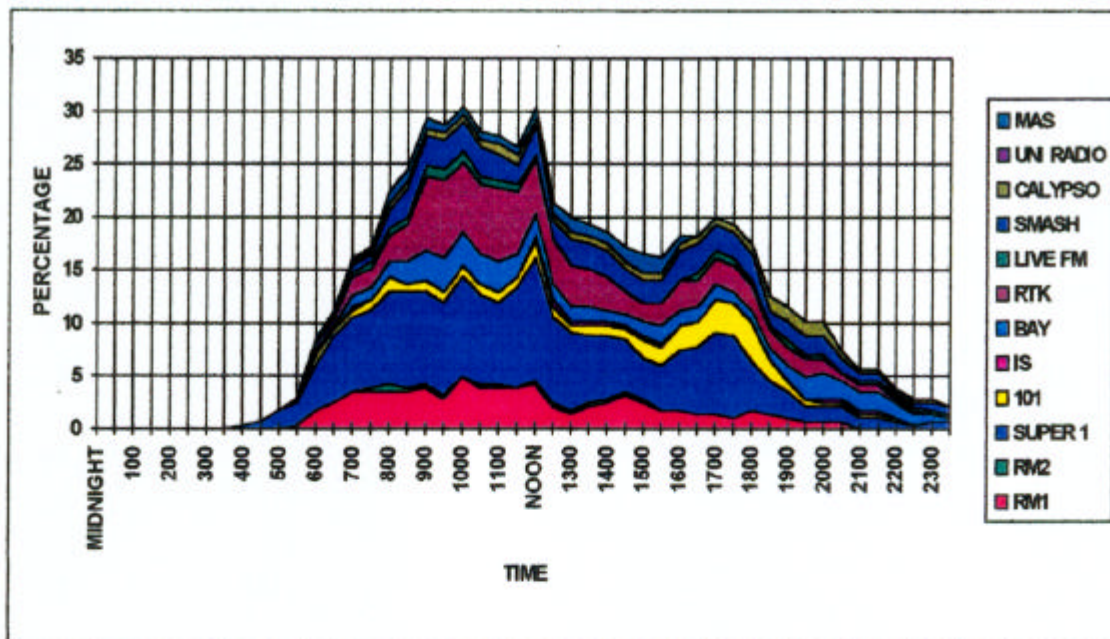


Fig 7.3: Radio Audiences - Monday

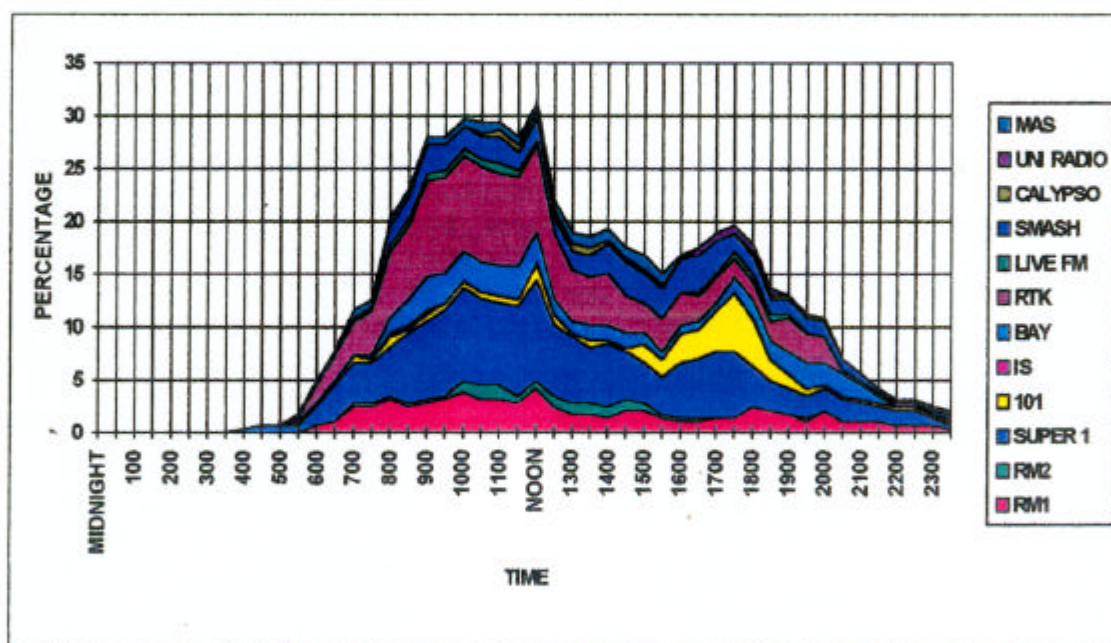


Fig 7.4: Radio Audiences - Tuesday

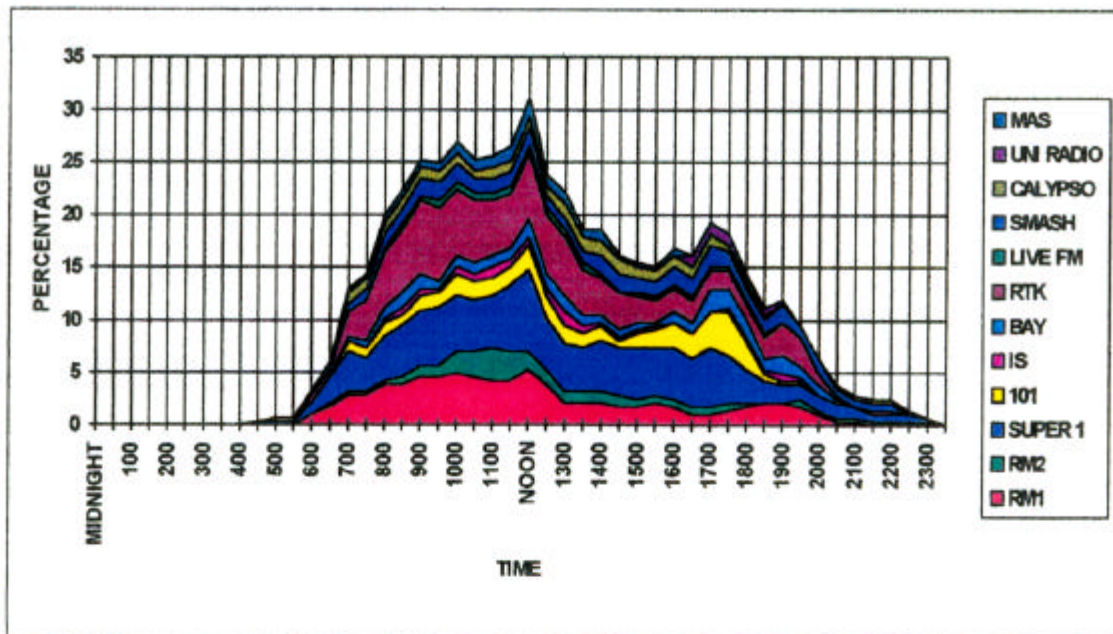


Fig 7.5: Radio Audiences - Wednesday

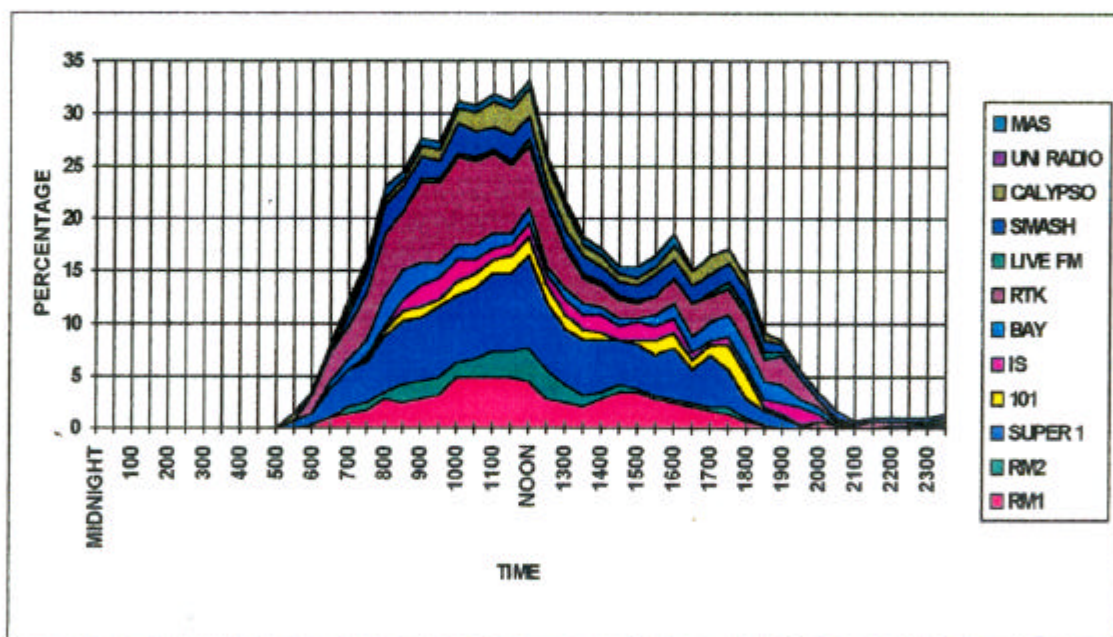


Fig 7.6: Radio Audiences - Thursday

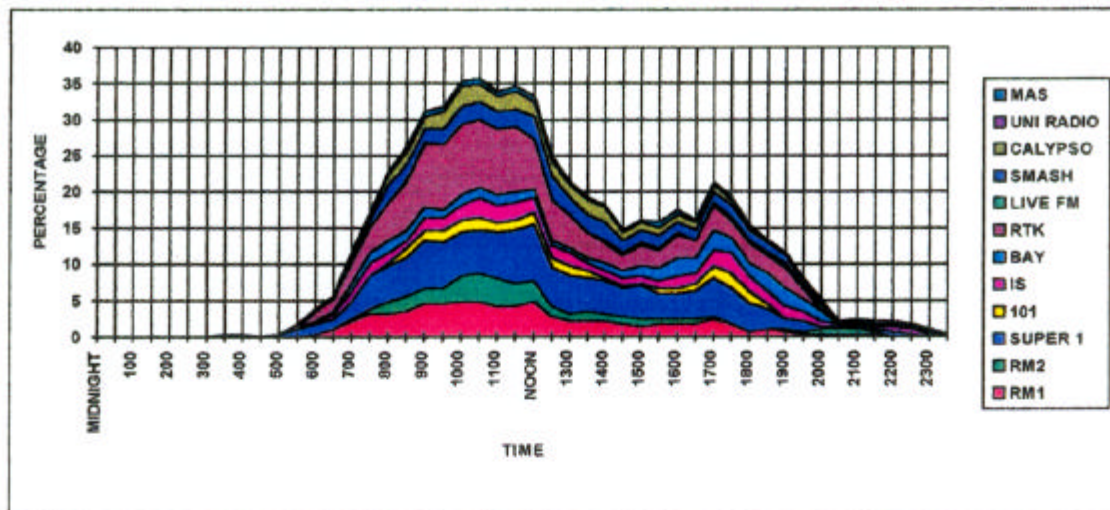


Fig 7.7: Radio Audiences - Friday

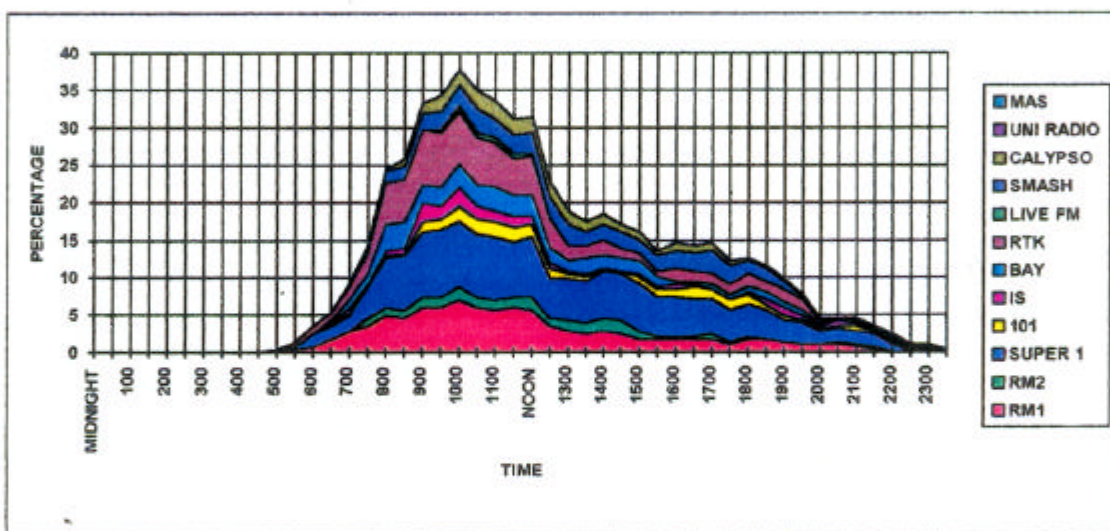


Fig 7.8: Radio Audiences - Saturday

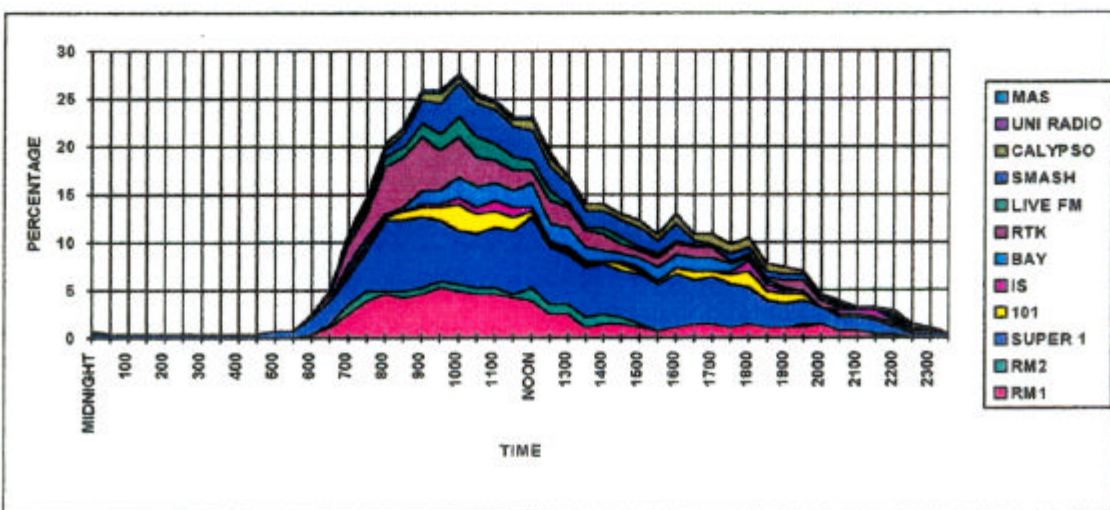


Fig 7.9: Radio Audiences - Sunday

7.12.0 Radio Audience Share 1995-1996

7.1.2.1 The data in Table 7.3, which is also graphically presented in Figures 7.10 and 7.11, summarise the comparative figures for the Daily Average Radio Audience Levels for 1995 and 1996, computed on the basis of available time-slots for each station during the hours each individual station is on air. The 1996 study shows that over the last twelve months, Super 1 Radio retained its audience share levels. Decreases were registered by Radio 101 (-4%), Island Sound (-3%), Live FM (-2%) and by Smash Radio (-9%). On the other hand, increases were registered by Radio Malta 1 (+4%), Radio Malta 2 (+1%), University Radio (+1%), Radju MAS (+4%), Bay Radio (+1%), Radio Calypso (+1%) and RTK (+6%).

Table 7.3: Daily Average Audience Levels - Radio 1995-96
(computed on the basis of available time-slots for each station)

	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO
1995: Daily Average	0.86	0.24	2.43	0.04	0.94	0.05	0.60	0.57	1.19	0.34	1.63	0.39
1996: Daily Average	1.56	0.47	3.16	0.06	0.72	0.59	0.40	0.88	2.22	0.22	1.09	0.56

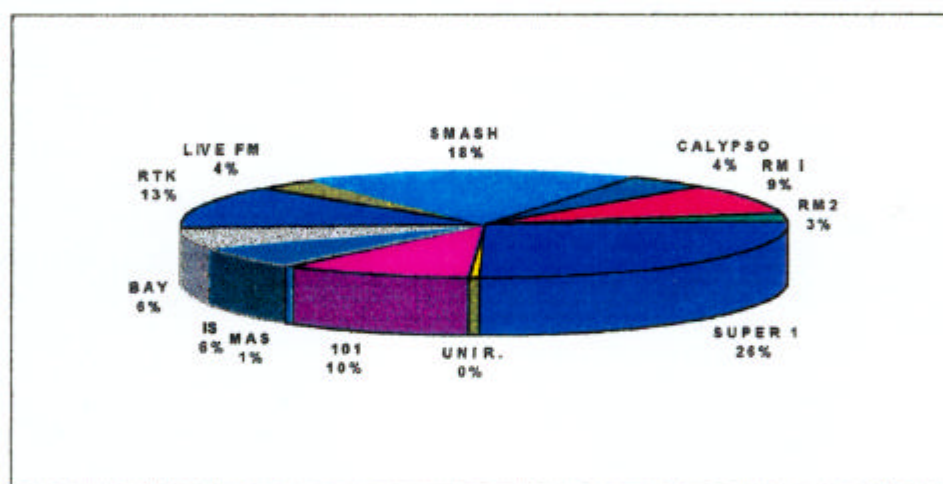


Fig. 7.10: Daily Average Audience Radio Levels - 1995

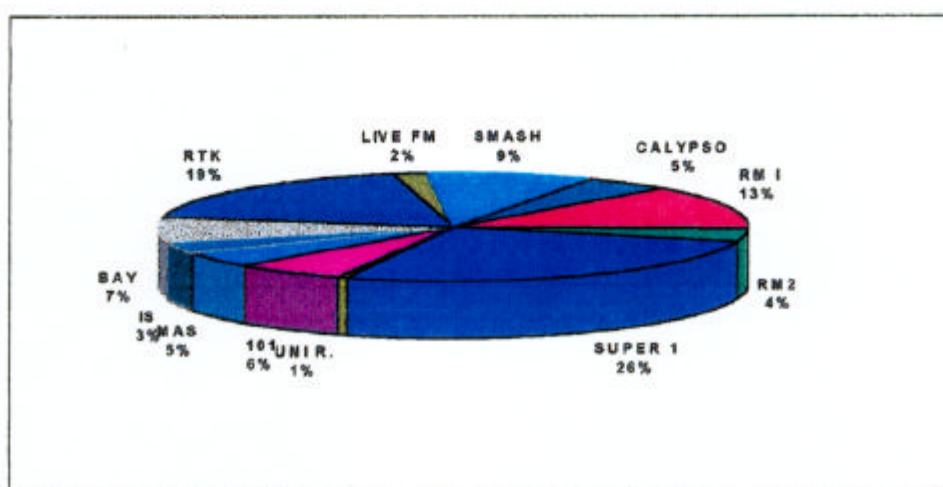


Fig. 7.11: Daily Average Audience Radio Levels - 1996

VIII TV AUDIENCE AUDIT

8.1.0 General

8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty four hours of the day. TVM, Super 1 TV and Smash TV were coded on their own. The three RAI stations were grouped together into one category: RAI. The three stations run by Fininvest, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title "Other Italian Stations". Those stations 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. This applied also to Smash TV.

8.1.2 This chapter examines the findings on daily TV viewing throughout the entire week as reported by respondents. The respective shares of the various channels result from the aggregated data. As explained in the preceding chapter in respect of radio, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') viewing on a half hourly basis. Each respondent was then asked to recall also the viewing on the day before (i.e. 'the day before yesterday'). To allow direct comparability with the 1995 study, audience share was calculated as "the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval". The only variation from the 1995 study is in respect of Super 1 TV. Since this station does not transmit for the full 24 hours, the 'total potential number of hours available by the population' was matched with the station's opening and closing times, and the average worked out accordingly since a division by a number of hours in excess of what the station is actually transmitting obviously results in a distortion of facts.

8.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on viewing on the day preceding the interview ('yesterday') and of the sub-sample composed of those who replied on viewing for the same day of the week but for two days preceding the interview ('the day before yesterday').

8.2.0 Average TV Audience Share

8.2.1 Table 8.1 and Fig. 8.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest mean for the daily average was, as in 1995, registered by Fininvest group (1995: 2.9; 1996: 3.16), closely following by TVM (1995: 2.9; 1996: 3.14). It must be remembered that the Fininvest group comprises three channels whilst TVM broadcasts on only one channel.

TVM is followed by RAI (1995: 1.1; 1996: 1.73) (again broadcasting on three channels) Super 1 TV (1995: 0.5; 1996: 1.18), Satellite Stations (1995: 0.8; 1996: 0.82), the group of all the other Italian Stations (1995: 0.3; 1996: 0.23) and Smash TV (1995: 0.1; 1996: 0.10). It needs to be noted that Smash broadcasts only on cable and this implies a limitation on its potential to reach all Maltese viewers.

Table 8.1 TV Audience Average Share

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
Monday	2.62	1.86	0.20	2.11	3.90	0.08	0.62	89.07	100
Tuesday	3.81	1.42	0.21	1.22	3.36	0.09	0.37	89.87	100
Wednesday	3.21	1.36	0.15	1.65	3.05	0.28	0.64	89.99	100
Thursday	3.06	1.27	0.04	1.35	2.83	0.36	1.01	90.39	100
Friday	2.70	0.76	0.01	1.22	2.78	0.18	0.92	91.64	100
Saturday	3.49	0.57	0.05	1.23	2.20	0.28	1.20	91.12	100
Sunday	3.07	1.04	0.04	3.34	4.00	0.31	1.01	87.43	100
Daily Average	3.14	1.18	0.10	1.73	3.16	0.23	0.82	89.93	100

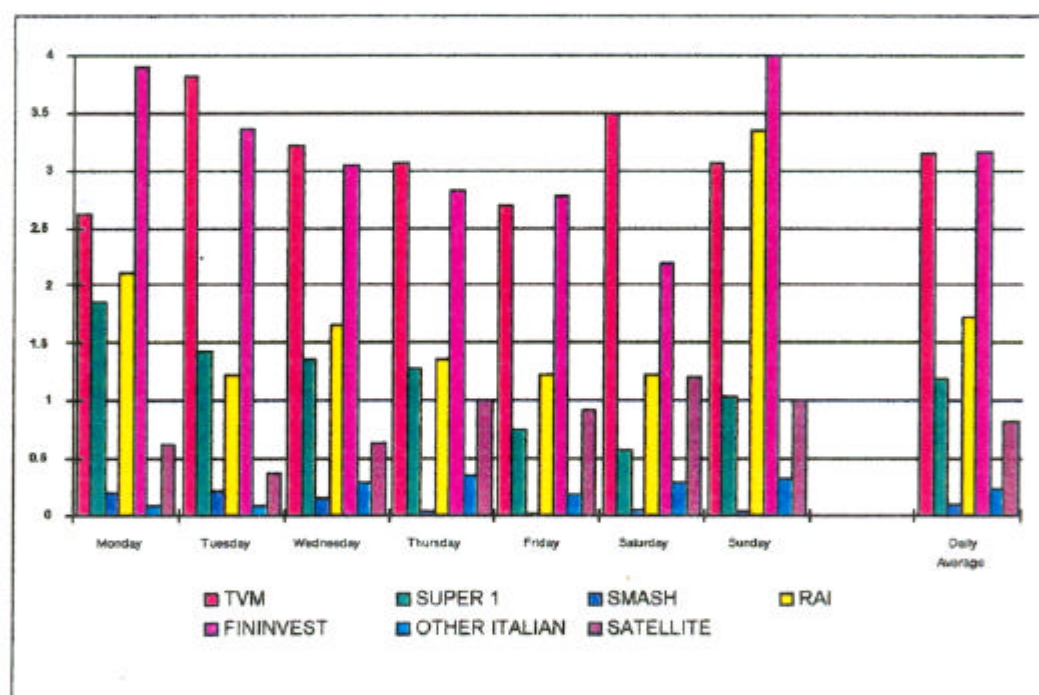


Figure 8.1: Daily TV Average Audience Share

8.3.0 TV Audience Share Peaks

8.3.1 Peak times for different TV channels is a good indicator of their popularity. Table 8.2 summarizes peak audience shares for the whole week. "Peak Audience" is defined as the highest percentage of audience share obtained during the channel's transmission time for a particular day". It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

8.3.2 In this regard TVM records very high peaks. Subsequent data will show that these peaks were reached during the transmission of the main news bulletin of the

station. The highest peak was reached on Thursday when, it can be stated that, by extension, almost half of the population resident in Malta aged 14 and over, were watching the News.

8.3.2 Peaks reached by the other wireless local TV station, Super 1 TV, are also significant, and also refer to the station's News bulletin slot.

Table 8.2 Daily Peak TV Audience Share

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE
Monday	34.97	12.94	1.05	15.73	21.33	1.05	2.45
Tuesday	41.96	19.58	1.40	6.99	18.53	0.70	1.40
Wednesday	44.76	19.23	1.05	10.84	18.53	2.45	2.10
Thursday	47.90	14.69	0.35	10.49	20.63	3.50	4.90
Friday	42.31	10.84	0.35	9.79	17.13	1.40	3.85
Saturday	39.16	8.74	0.70	8.04	14.34	1.40	4.20
Sunday	34.27	6.99	0.35	8.74	24.13	1.75	2.80
Highest Peak	47.90	19.58	1.40	15.73	24.13	3.50	4.90

8.3.3 Figure 8.2 graphically portrays how the stations compare on this index.

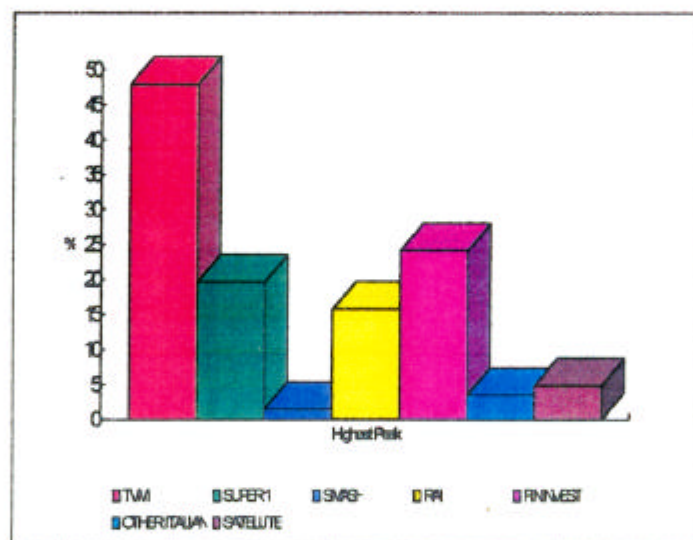


Figure 8.2: Highest TV Channel Peak Audience Share

8.4.0 Actual Daily Television Viewing

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analyzed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same audience for a number of time-slots or whether its audience is changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of persons of the population who did not tune into a channel at all during a particular day. A note of caution is therefore apposite: one

cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since individuals watching at a particular time might or might not be the same individuals watching during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, and (c) the standard deviation statistic for the channel. This last statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day.

8.5.0 Monday

8.5.1 The audience for TVM for its Monday morning schedule is very low, with a maximum of 1.75% 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 34.97% for the 8.00 p.m. news. Audience levels start declining substantially after 9.00 p.m. They go down to 32.52% for the half hour immediately following the news, but drop to 8.39% after 9.30 p.m. After 10.00 p.m. the audience level drops further and becomes only 1.40% at 23.30 p.m.

8.5.2 Super 1 TV has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 12.94% for the news bulletin. After the news, it declines to about one third of TVM's audience.

8.5.3 In contrast, audience levels for the Fininvest group are somewhat better, albeit not much for the morning session, while an average of around the 2.45% figure for the afternoon viewing, which increases to 10.84% for the hour starting at 7.00 p.m. They decline during the half hour when TVM is broadcasting the news bulletin, but go up again to between 21.33% and 18.88% until 22.00 p.m.

8.5.4 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Monday the maximum audience they have is 15.73%.

8.5.5 Table T1 provides details of audience levels for each half hour of the day.

8.6.0 Tuesday

8.6.1 The audience for TVM for its Tuesday morning and afternoon schedule is even lower than that for Monday, with a maximum of 0.35% registered at a number of times during the day. It remains very low in the afternoon until 6.00 p.m. when it starts building up but it reaches a peak of 41.96% for the 8.00 p.m. news. Subsequently, audience levels start declining but TVM still retains 34.97% for the half hour immediately following the news. After 9.00 p.m. TVM's Tuesday audience hovers around the 20% mark until 10.30 p.m. They drop further to 10.49% at 11.00 p.m., after which an audience level of 2.45% is retained at 23.30 p.m.

8.6.2 Super 1 TV again has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 19.58% for the news bulletin. After the news, it declines considerably.

8.6.3 In contrast, audience levels for the Fininvest group are also very low for the morning session, with an average that never exceeds the 3% figure for the afternoon

viewing, increasing 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. It inncreases again to between 11.89% and 14.69% until 22.30 p.m., with an intermittent peak of 18.53% between 9.00 p.m. and 10.00 p.m.

8.6.4 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Tuesday the maximum audience they have is 6.99%, registered at 9.30 p.m. and for the following half-hour slot.

8.6.5 Table T2 provides details of audience levels for each half hour of the day.

8.7.0 Wednesday

8.7.1 The audience for TVM for its Wednesday morning schedule is once more very low, with a maximum of 1.05%. On Wednesday it again remains very low in the afternoon until 7.00 p.m. when it starts building up to reach a peak of 44.76% for the 8.00 p.m. news. Audience levels start dropping substantially after 8.30 p.m. and become 34.97% for the half hour immediately following the news, and decline further to 19.23% after 9.00 p.m. After 10.00 p.m. audience levels drop further and become only 1.05% at 23.30 p.m.

8.7.2 Super 1 TV again has a stable, if low audience for the afternoon transmissions, reaches a peak of 19.23% for the news bulletin. After the news, it retains an audience of around 4.5% on average for an hour but goes down again thereafter.

8.7.3 On Wednesday, the audience levels for the Fininvest group are similar to those obtained for the other days of the week. The morning is very poor, and the afternoon figures reach 7.69% 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 17.13% and 14.69% until 22.30 p.m.

8.7.4 As usual RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Wednesday the maximum audience they have is 10.84%, obtained at 9.30 p.m.

8.7.5 Table T3 provides details of audience levels for each half hour of the day.

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0100	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0130	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0200	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00		0.35	0.00	0.00	0.00	0.00	99.65	100
0530	0.00		0.35	0.00	0.00	0.00	0.00	99.65	100
0600	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0630	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0700	0.00	0.35	0.00	0.00	0.70	0.00	0.00	98.95	100
0730	0.00	1.05	0.00	0.00	0.70	0.00	0.00	98.25	100
0800	1.75	1.40	0.00	0.00	1.05	0.00	0.00	95.80	100
0830	1.05	1.05	0.00	0.00	1.05	0.00	0.00	96.85	100
0900	0.00	1.05	0.35	0.70	1.05	0.00	0.00	96.85	100
0930	0.00	1.05	0.35	0.70	1.05	0.00	0.00	96.85	100
1000	0.35	0.70	0.35	0.70	0.70	0.00	0.00	97.20	100
1030	0.35	0.70	0.35	0.70	1.05	0.00	0.00	96.85	100
1100	0.35	0.70	0.35	0.35	0.70	0.00	0.00	97.55	100
1130	0.35	0.70	0.00	0.70	1.05	0.00	0.00	97.20	100
NOON	0.35	1.05	0.00	1.05	1.75	0.00	0.00	95.80	100
1230	1.05	0.70	0.00	1.40	2.10	0.00	0.70	94.06	100
1300	1.05	1.05	0.00	2.10	1.40	0.00	1.05	93.36	100
1330	1.05	1.05	0.00	2.45	1.40	0.00	1.40	92.66	100
1400	1.05	0.70	0.00	1.05	2.45	0.00	1.05	93.71	100
1430	0.70	0.70	0.00	1.05	2.45	0.00	1.05	94.06	100
1500	0.35	0.70	0.35	1.75	2.80	0.00	0.00	94.06	100
1530	0.00	1.05	0.35	2.10	2.45	0.00	0.35	93.71	100
1600	0.00	1.05	0.70	1.75	2.45	0.00	1.05	93.01	100
1630	0.00	1.05	0.35	0.70	2.80	0.00	1.05	94.06	100
1700	0.35	1.40	0.35	0.00	3.85	0.00	1.40	92.66	100
1730	0.00	1.05	0.35	0.00	4.20	0.00	1.75	92.66	100
1800	1.40	1.05	0.35	1.40	6.99	0.00	2.10	86.71	100
1830	1.75	1.40	0.00	1.40	6.64	0.00	1.75	87.06	100
1900	2.45	3.50	0.00	2.10	10.84	0.00	1.40	79.72	100
1930	3.85	12.94	0.70	2.10	10.14	0.00	0.70	69.58	100
2000	34.97	8.04	0.35	2.45	6.29	0.00	0.35	47.55	100
2030	32.52	6.29	0.70	7.34	14.34	0.35	1.05	37.41	100
2100	15.73	4.55	0.70	11.89	21.33	1.05	1.40	43.36	100
2130	8.39	3.85	1.05	15.73	21.33	1.05	1.75	46.85	100
2200	6.64	2.45	0.70	15.73	20.98	1.05	2.10	50.35	100
2230	3.85	1.05	0.35	14.69	18.88	0.35	2.45	58.39	100
2300	2.10	1.05	0.00	6.29	8.39	0.00	2.45	79.72	100
2330	1.40	0.35	0.00	1.05	0.70	0.00	1.40	95.10	100
average	2.62	1.86	0.20	2.11	3.90	0.08	0.62	89.07	100
maximum	34.97	12.94	1.05	15.73	21.33	1.05	2.45	100.00	100
std. dev.	7.03	2.51	0.27	4.03	5.95	0.26	0.78	16.99	

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

TABLE T2: TV VIEWING: TUESDAY
(BASE=246*)

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0700	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0730	0.00	0.35	0.00	0.35	0.00	0.00	0.00	99.30	100
0800	0.35	0.35	0.00	0.35	0.70	0.00	0.00	98.25	100
0830	0.00	0.35	0.00	0.35	1.05	0.00	0.00	98.25	100
0900	0.00	0.35	0.35	0.35	1.05	0.00	0.00	97.90	100
0930	0.35	0.35	0.35	0.00	1.05	0.00	0.00	97.90	100
1000	0.35	0.35	0.35	0.00	1.05	0.00	0.00	97.90	100
1030	0.35	0.35	0.35	0.00	1.40	0.00	0.00	97.55	100
1100	0.70	0.35	0.35	0.00	1.05	0.00	0.35	97.20	100
1130	0.35	0.35	0.00	0.00	2.45	0.00	0.35	96.50	100
NOON	0.35	0.35	0.00	1.75	2.10	0.00	0.00	95.45	100
1230	0.70	0.35	0.00	1.75	1.05	0.00	0.35	95.80	100
1300	0.00	0.70	0.00	1.75	1.05	0.00	0.70	95.80	100
1330	0.35	0.70	0.00	0.70	0.70	0.00	1.40	96.15	100
1400	0.70	0.70	0.00	0.70	2.10	0.00	1.40	94.41	100
1430	0.35	0.70	0.00	0.70	1.75	0.00	1.05	95.45	100
1500	0.35	0.70	0.35	1.05	2.45	0.00	1.40	93.71	100
1530	0.35	0.70	0.35	1.05	2.45	0.00	1.05	94.06	100
1600	0.35	0.70	0.35	1.75	3.15	0.00	0.70	93.01	100
1630	0.35	1.05	0.35	1.05	2.10	0.00	0.70	94.41	100
1700	0.35	1.05	0.00	1.40	2.80	0.00	0.70	93.71	100
1730	0.35	1.05	0.35	2.10	2.45	0.35	0.70	92.66	100
1800	1.40	1.05	0.35	2.80	5.24	0.35	0.35	88.46	100
1830	1.05	1.05	0.35	1.75	5.94	0.35	0.70	88.81	100
1900	1.75	2.45	0.00	1.75	9.44	0.35	0.70	83.57	100
1930	2.45	19.58	0.35	1.40	8.74	0.00	0.35	67.13	100
2000	41.96	4.55	0.70	1.40	5.59	0.00	0.00	45.80	100
2030	34.97	2.45	1.05	3.15	11.89	0.00	0.35	46.15	100
2100	19.93	1.75	1.05	6.64	18.53	0.35	0.35	51.40	100
2130	21.68	1.75	1.40	6.99	18.53	0.70	1.05	47.90	100
2200	20.28	1.40	1.40	6.99	17.83	0.70	1.05	50.35	100
2230	17.48	1.05	0.00	4.55	14.69	0.35	1.05	60.84	100
2300	10.49	1.05	0.00	2.80	7.69	0.35	1.05	76.57	100
2330	2.45	1.05	0.00	0.70	3.15	0.35	0.00	92.31	100
average	3.81	1.42	0.21	1.22	3.36	0.09	0.37	89.87	100
maximum	41.96	19.58	1.40	6.99	18.53	0.70	1.40	100.00	100
std. dev.	9.13	3.19	0.35	1.77	5.04	0.18	0.46	16.22	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0030	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.35	99.65	100
0430	0.00		0.00	0.00	0.00	0.00	0.35	99.65	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0630	0.00	0.35	0.00	0.70	0.00	0.00	0.00	98.95	100
0700	0.35	0.70	0.00	0.70	0.00	0.00	0.00	98.25	100
0730	0.35	0.70	0.00	0.35	0.35	0.00	0.35	97.90	100
0800	1.05	0.35	0.00	0.35	0.70	0.00	0.00	97.55	100
0830	0.70	0.00	0.00	0.35	1.05	0.00	0.00	97.90	100
0900	1.05	0.00	0.00	0.35	0.70	0.00	0.35	97.55	100
0930	0.70	0.00	0.00	0.00	0.70	0.00	0.35	98.25	100
1000	0.35	0.00	0.00	0.00	1.05	0.00	0.35	98.25	100
1030	0.00	0.00	0.00	0.35	0.35	0.00	0.35	98.95	100
1100	0.00	0.00	0.00	0.35	1.05	0.00	0.70	97.90	100
1130	0.00	0.00	0.00	0.70	1.75	0.00	0.70	96.85	100
NOON	0.70	0.70	0.00	1.75	2.10	0.35	1.05	93.36	100
1230	1.05	0.70	0.00	2.80	1.40	0.35	0.35	93.36	100
1300	1.40	0.35	0.35	2.45	1.40	0.35	0.70	93.01	100
1330	0.70	0.35	0.35	1.40	1.05	0.35	0.70	95.10	100
1400	1.75	0.35	0.35	1.05	3.15	0.35	0.00	93.01	100
1430	1.75	0.35	0.00	1.40	2.80	0.00	0.35	93.36	100
1500	2.10	0.35	0.00	1.40	2.45	0.00	0.70	93.01	100
1530	1.40	0.35	0.00	1.75	1.75	0.00	0.70	94.06	100
1600	1.40	0.35	0.35	1.40	1.75	0.00	0.70	94.06	100
1630	1.05	0.70	0.35	1.40	1.75	0.00	1.40	93.36	100
1700	0.70	0.35	0.35	1.05	1.40	0.00	1.05	95.10	100
1730	0.35	0.35	0.00	1.40	2.10	0.00	1.40	94.41	100
1800	1.40	0.35	0.35	1.05	4.90	0.00	2.10	89.86	100
1830	1.05	1.05	0.35	1.05	4.55	0.00	1.75	90.21	100
1900	2.45	4.20	0.35	2.45	7.69	0.00	1.75	81.12	100
1930	3.85	19.23	0.35	1.75	5.59	0.00	2.10	67.13	100
2000	44.76	4.90	0.00	3.15	5.24	0.00	0.70	41.26	100
2030	34.97	4.20	0.35	7.69	9.79	0.70	0.70	41.61	100
2100	19.23	3.15	0.70	9.44	17.13	1.75	1.75	46.85	100
2130	10.14	2.10	1.05	10.84	18.53	2.45	1.75	53.15	100
2200	8.04	1.05	1.05	10.14	17.13	2.10	2.10	58.39	100
2230	5.59	0.70	0.70	6.64	14.69	2.10	2.10	67.48	100
2300	2.80	0.70	0.00	1.40	8.74	1.75	1.05	83.57	100
2330	1.05	0.00	0.00	0.00	1.05	0.70	0.00	97.20	100
average	3.21	1.36	0.15	1.65	3.05	0.28	0.64	89.99	100
maximum	44.76	19.23	1.05	10.84	18.53	2.45	2.10	100.00	100
std. dev.	8.36	3.27	0.27	2.66	4.77	0.63	0.69	16.00	

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

8.8.0 Thursday

8.8.1 The audience for TVM for its Thursday morning schedule is practically negligible, except for a small audience of less than 1% between 7.00 a.m. and 8.30 a.m. On this day, audience levels are very low all through the afternoon until 7.30 p.m. when an audience of 3.15% is registered. Audience levels burst to the usual peak of 47.90% for the 8.00 p.m. news. The audience is retained at 36.01% level for the first half hour after the news, but then drops to 17.13% and to 10.49% in the following two half hours. After 10.00 p.m. audience levels drop further to 7.34% and keep going down to 2.1% at 23.00 p.m.

8.8.2 Super 1 TV again has a stable, if low audience for its daytime transmissions, reaches a peak of 14.69% for the news bulletin. After the news, it retains an audience of around 3% on average for about two hours but goes down again thereafter.

8.8.3 On Thursday the audience levels for the Fininvest 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 5.94% only 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 a maximum of 20.6% at 10.00 p.m. Audience levels are maintained at 17.83% until 11.00 p.m. and decrease to 2.45% until midnight.

8.8.4 RAI stations consistently build up an audience in Malta as from 8.30 p.m. onwards, but on Thursday the maximum audience they have is that of 10.49%, obtained at 9.30 p.m. An audience of around the 9% level is in fact maintained from 9.00 p.m. to 11.00 p.m.

8.8.5 Table T4 provides details of audience levels for each half hour of the day.

8.9.0 Friday

8.9.1 The audience for TVM for its Friday morning schedule was slightly better than it had been for Thursday, and some audience was registered after 7.00 a.m. In fact, the highest level was registered at 7.00 a.m., at 1.05%. In the afternoon, audience levels remained very low until 6.00 p.m. when they start picking up at 2.10% with a mini-peak at 7.30 p.m. The news, as usual attracts an audience of 42.31%, but this drops to 33.22% as soon as the news is over. The audience goes further down to 18.53% at 9.00 p.m. and to 8.04% at 9.30 p.m. After that, the audience level keeps on falling gradually.

8.9.2 Super 1 TV again has a stable, if very low audience for the late afternoon transmissions, reaches a peak of 10.84% for the news bulletin. After the news, it retains an audience of around 3% on average for an hour but goes down again thereafter.

8.9.3 On Friday the audience levels for the Fininvest group was practically non-existent during the morning, but consistently present at levels which increased from 1.05% at noon to 6.99% 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

17.13% at 9.30 p.m. Audience levels are maintained at quite a high level for about two and a half hours, until 11.30 p.m. and go down to 3% until midnight.

8.9.4 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Friday the maximum audience they have is 9.79%, which is obtained at 9.00 p.m. Thereafter, the audience drops to 7.69% and continues to drop until RAI commands an audience of only 1.05% for the last half hour of the day.

8.9.5 Table T5 provides details of audience levels for each half hour of the day.

8.10.0 Saturday

8.10.1 The audience for TVM for its Saturday morning schedule is very low. On Saturday it again remains very low in the afternoon until 6.00 p.m. when it starts building up at 2.45%, eventually to reach a peak of 39.16% for the 8.00 p.m. news. Audience levels start dropping substantially after 8.30 p.m. and become 33.92% for the half hour immediately following the news, but drop to 22.03% after 9.00 p.m. After 10.00 p.m., audience levels register at 12.24%, and continue to drop further and become only 0.35% at 23.30 p.m.

8.10.2 Super 1 TV again has a low audience for its daytime transmissions, reaches a peak of 8.74% for the news bulletin. After the news, the stations gradually loses its audience.

8.10.3 On Saturday the audience levels for the Fininvest 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 5.24% at 7.00 p.m., then go down to 2.45% 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 14.34%. A good audience level is retained till 11.00 p.m. with 12.24%, then to fall to 2.45% for the next half hour.

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

8.10.5 Table T6 provides details of audience levels for each half hour of the day.

8.11.0 Sunday

8.11.1 The audience for TVM for its Sunday morning schedule was low as usual although a 1.40% audience is registered at 10.00 a.m. The audience starts picking up gradually in the afternoon, but never exceeds the 2.45% level until 7.30 p.m. The news bulletin again peaks with a 34.27%. After the news the audience level goes down to 29.02%, and keeps up at the 18% level for the next half hour. Thereafter it stays around the 7% and then dwindles off to a mere 2.10% for the last half hour of the day.

8.11.2 Super 1 TV again reaches a peak of 6.99% for the news bulletin. After the news, it retains an audience of around 1% for a couple of hours.

8.11.3 On Sunday, the audience levels for the Fininvest group are very low in the morning and hover around the 4 - 5% in the afternoon. They build up considerably after 8.30 p.m. to a peak of 24.13% at 9.00 p.m. They decline to 9.79% at 11.00 p.m. and 2.45% for the last half hour of the day.

8.11.4 RAI stations register an interesting audience of around 3% 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 9% levels. The attraction of this group of stations on Maltese viewers gradually diminishes to reach 1.05% for the last half-hour slot of the day.

8.11.4 Table T7 provides a comparative summary of these audience levels for each half hour of the day.

TABLE T4: TV VIEWING: THURSDAY
(BASE=246*)

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0430	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0630	0.35	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100
0700	0.70	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.70	0.00	0.00	0.35	0.00	0.00	0.00	98.95	100
0800	0.70	0.00	0.00	0.70	0.35	0.00	0.00	98.25	100
0830	0.35	0.00	0.00	1.05	0.35	0.00	0.00	98.25	100
0900	0.35	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
0930	0.35	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
1000	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
1030	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
1100	0.00	0.35	0.00	0.00	0.35	0.00	0.35	98.95	100
1130	0.00	0.35	0.00	0.00	0.35	0.00	0.00	99.30	100
NOON	0.35	0.70	0.00	0.70	1.05	0.00	0.35	96.85	100
1230	0.70	0.70	0.00	0.70	1.05	0.00	0.00	96.85	100
1300	1.05	0.70	0.00	0.70	1.40	0.00	0.35	95.80	100
1330	1.75	0.35	0.00	0.00	1.75	0.00	0.70	95.45	100
1400	1.75	0.35	0.00	0.00	2.10	0.00	0.35	95.45	100
1430	1.40	0.35	0.00	0.35	2.80	0.00	0.70	94.41	100
1500	1.05	0.35	0.00	0.70	2.80	0.00	1.05	94.06	100
1530	0.35	0.35	0.00	1.05	1.40	0.00	1.05	95.80	100
1600	0.35	0.70	0.00	1.05	1.40	0.00	1.40	95.10	100
1630	0.35	0.70	0.00	1.05	0.70	0.00	1.40	95.80	100
1700	0.70	0.70	0.00	0.70	0.35	0.00	1.05	96.50	100
1730	0.70	1.05	0.00	1.40	0.70	0.00	1.75	94.41	100
1800	1.75	1.40	0.00	1.40	1.75	0.00	2.45	91.26	100
1830	0.70	1.40	0.00	1.75	2.45	0.00	2.45	91.26	100
1900	1.40	4.90	0.00	2.10	5.94	0.00	2.80	82.87	100
1930	3.15	14.69	0.00	0.70	5.24	0.00	2.80	73.43	100
2000	47.90	3.85	0.00	1.05	3.85	0.00	3.15	40.21	100
2030	36.01	2.80	0.35	4.90	8.39	1.75	1.75	44.06	100
2100	17.13	2.45	0.35	9.79	18.18	3.50	4.55	44.06	100
2130	10.49	2.10	0.35	10.49	19.93	3.50	4.90	48.25	100
2200	7.34	1.75	0.35	9.44	20.63	3.50	4.90	52.10	100
2230	4.90	1.05	0.35	6.99	17.83	3.15	3.85	61.89	100
2300	2.10	1.05	0.00	4.90	9.79	2.10	2.10	77.97	100
2330	0.00	0.00	0.00	0.35	2.45	0.00	1.05	96.15	100
average	3.06	1.27	0.04	1.35	2.83	0.36	1.01	90.39	100
maximum	47.90	14.69	0.35	10.49	20.63	3.50	4.90	100.00	100
std. dev.	8.73	2.52	0.11	2.60	5.36	1.00	1.39	16.92	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.70		0.00	0.00	0.00	0.00	0.00	99.30	100
0630	0.70	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0700	1.05	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
0730	0.35	0.00	0.00	0.00	0.70	0.00	0.00	98.95	100
0800	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
0830	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0900	0.00	0.00	0.00	1.05	0.00	0.00	0.00	98.95	100
0930	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
1000	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
1030	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
1100	0.35	0.00	0.00	0.70	0.70	0.00	0.00	98.25	100
1130	0.35	0.00	0.00	0.70	1.40	0.00	0.00	97.55	100
NOON	1.05	0.00	0.00	1.05	1.05	0.00	0.35	96.50	100
1230	0.70	0.00	0.00	0.70	0.35	0.35	0.70	97.20	100
1300	1.05	0.00	0.00	0.70	0.70	0.35	0.70	96.50	100
1330	0.70	0.00	0.00	0.35	1.40	0.00	0.70	96.85	100
1400	0.35	0.35	0.00	0.35	1.75	0.00	0.70	96.50	100
1430	0.00	0.00	0.00	0.35	1.75	0.00	0.70	97.20	100
1500	0.00	0.00	0.00	0.35	1.75	0.35	1.05	96.50	100
1530	0.00	0.00	0.00	0.00	0.70	0.35	1.05	97.90	100
1600	0.35	0.00	0.00	0.00	1.40	0.35	1.05	96.85	100
1630	0.35	0.00	0.00	0.00	1.75	0.00	1.05	96.85	100
1700	0.35	0.35	0.00	0.35	1.75	0.00	1.05	96.15	100
1730	0.35	0.70	0.00	1.05	1.75	0.00	2.10	94.06	100
1800	2.10	1.05	0.00	1.05	3.85	0.00	3.15	88.81	100
1830	1.05	1.05	0.00	1.40	4.55	0.35	2.80	88.81	100
1900	1.05	3.15	0.00	1.75	6.99	0.35	2.10	84.62	100
1930	3.15	10.84	0.00	1.40	6.99	0.35	2.10	75.17	100
2000	42.31	2.80	0.00	1.40	3.85	0.35	2.45	46.85	100
2030	33.22	2.80	0.00	4.90	8.04	0.35	3.15	47.55	100
2100	18.53	1.40	0.00	9.79	15.03	0.70	3.15	51.40	100
2130	8.04	1.05	0.00	9.09	17.13	0.70	3.85	60.14	100
2200	5.94	0.35	0.35	7.69	16.78	0.70	3.50	64.69	100
2230	3.50	0.35	0.00	5.94	16.08	1.05	2.45	70.63	100
2300	1.40	0.35	0.00	3.50	10.84	1.40	2.45	80.07	100
2330	0.70	0.00	0.00	1.05	2.80	0.70	1.75	93.01	100
average	2.70	0.76	0.01	1.22	2.78	0.18	0.92	91.64	100
maximum	42.31	10.84	0.35	9.79	17.13	1.40	3.85	100.00	100
std. dev.	7.94	1.92	0.05	2.31	4.69	0.31	1.18	14.43	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.35	99.65	100
0330	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0400	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0430	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0500	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0530	0.00		0.00	0.00	0.35	0.00	0.35	99.30	100
0600	0.35	0.00	0.00	0.00	0.35	0.00	1.05	98.25	100
0630	0.35	0.00	0.00	0.00	0.00	0.00	1.75	97.90	100
0700	0.00	0.35	0.00	0.00	0.35	0.00	1.75	97.55	100
0730	0.00	0.35	0.00	0.00	0.35	0.00	2.10	97.20	100
0800	0.00	0.35	0.00	0.00	0.00	0.00	2.10	97.55	100
0830	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	100
0900	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.95	100
0930	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.95	100
1000	1.05	0.00	0.00	0.00	0.35	0.00	0.35	98.25	100
1030	1.40	0.00	0.00	0.35	0.35	0.00	0.00	97.90	100
1100	1.40	0.00	0.00	0.35	0.35	0.00	0.35	97.55	100
1130	1.05	0.00	0.00	0.70	0.70	0.00	0.35	97.20	100
NOON	1.05	0.00	0.00	1.40	0.70	0.00	1.05	95.80	100
1230	0.70	0.00	0.00	0.70	0.35	0.00	0.70	97.55	100
1300	0.00	0.00	0.00	1.05	1.05	0.00	0.70	97.20	100
1330	0.00	0.00	0.00	0.70	2.45	0.00	0.70	96.15	100
1400	0.70	0.00	0.00	1.05	2.80	0.35	0.70	94.41	100
1430	1.40	0.00	0.00	0.70	2.10	0.35	0.70	94.76	100
1500	1.40	0.00	0.00	0.70	0.70	0.35	1.40	95.45	100
1530	0.70	0.00	0.00	0.35	0.35	0.35	1.75	96.50	100
1600	0.70	0.00	0.00	0.70	1.75	0.35	1.40	95.10	100
1630	0.70	0.00	0.00	0.70	1.75	0.35	1.40	95.10	100
1700	0.70	0.00	0.00	1.05	2.80	0.00	2.10	93.36	100
1730	1.05	0.00	0.00	1.40	2.45	0.00	1.75	93.36	100
1800	2.45	0.70	0.00	1.75	2.45	0.70	1.05	90.91	100
1830	2.10	0.70	0.00	1.75	3.15	0.70	1.75	89.86	100
1900	2.10	2.45	0.00	2.10	5.24	0.70	1.40	86.01	100
1930	9.79	8.74	0.00	2.10	4.55	0.70	1.40	72.73	100
2000	39.16	2.10	0.00	3.85	2.45	0.70	1.40	50.35	100
2030	33.92	1.40	0.35	8.29	4.90	1.40	1.40	50.35	100
2100	22.03	1.05	0.70	8.04	10.84	1.40	2.80	53.15	100
2130	14.34	0.35	0.35	7.69	14.34	1.40	3.50	58.04	100
2200	12.24	0.35	0.35	6.64	13.29	1.40	4.20	61.54	100
2230	9.79	0.35	0.35	4.20	12.24	1.05	3.85	68.18	100
2300	3.85	0.35	0.35	2.45	7.34	1.05	3.50	81.12	100
2330	0.35	0.00	0.00	0.35	2.45	0.00	2.45	94.41	100
average	3.49	0.57	0.05	1.23	2.20	0.28	1.20	91.12	100
maximum	39.16	8.74	0.70	8.04	14.34	1.40	4.20	100.00	100
std. dev.	8.14	1.49	0.14	2.04	3.57	0.45	1.05	14.02	

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

TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00 **	0.00	0.00	0.00	0.00	0.35	99.65	100
0030	0.00		0.00	0.00	0.00	0.00	0.35	99.65	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0330	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0400	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0430	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0500	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0530	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0600	0.00		0.00	0.35	0.70	0.00	0.35	97.90	100
0630	0.00		0.00	0.00	0.70	0.00	0.35	98.25	100
0700	0.35		0.00	0.35	0.70	0.00	1.05	96.50	100
0730	0.35		0.00	0.70	1.05	0.00	1.05	95.80	100
0800	1.05	1.05	0.00	1.05	1.05	0.00	1.05	94.76	100
0830	0.70	0.70	0.00	1.05	0.70	0.00	0.70	96.15	100
0900	0.00	0.70	0.00	1.05	0.70	0.00	0.35	97.20	100
0930	0.00	0.70	0.00	1.05	0.35	0.00	0.35	97.55	100
1000	1.40	0.70	0.00	1.75	0.35	0.35	0.35	95.10	100
1030	1.40	0.70	0.00	1.40	0.35	0.35	0.35	95.45	100
1100	0.70	0.70	0.00	2.45	0.35	0.35	0.35	95.10	100
1130	0.35	1.05	0.00	3.15	0.35	0.00	0.35	94.76	100
NOON	1.75	1.05	0.00	4.90	1.05	0.35	1.40	89.51	100
1230	1.40	0.70	0.00	4.55	0.35	0.35	1.40	91.26	100
1300	1.40	0.70	0.00	4.90	0.35	0.35	1.05	91.26	100
1330	0.70	0.35	0.00	5.24	1.05	0.00	0.70	91.96	100
1400	2.45	0.35	0.00	5.94	3.50	0.00	0.70	87.06	100
1430	2.45	0.35	0.35	5.59	5.24	0.00	0.70	85.31	100
1500	2.10	0.35	0.35	7.69	5.24	0.35	0.70	83.22	100
1530	1.40	0.70	0.35	6.99	5.24	0.35	0.70	84.27	100
1600	1.40	0.70	0.35	7.34	4.55	0.00	1.05	84.62	100
1630	1.05	0.70	0.35	7.34	4.55	0.35	1.40	84.27	100
1700	1.05	0.70	0.35	8.39	4.90	0.35	1.75	82.52	100
1730	1.40	0.35	0.00	6.99	4.20	0.35	2.10	84.62	100
1800	2.10	0.35	0.00	7.34	4.90	0.35	2.45	82.52	100
1830	2.80	1.05	0.00	6.29	4.55	0.70	2.45	82.17	100
1900	2.10	2.80	0.00	4.90	5.94	0.70	2.45	81.12	100
1930	2.80	6.99	0.00	4.55	5.59	0.70	1.75	77.62	100
2000	34.27	4.20	0.00	2.80	5.24	0.00	1.75	51.75	100
2030	29.02	1.40	0.00	8.39	14.34	1.40	2.45	43.01	100
2100	17.83	1.75	0.00	8.74	22.03	1.40	2.45	45.80	100
2130	9.44	1.05	0.00	8.74	24.13	1.75	2.80	52.10	100
2200	7.69	1.05	0.00	7.69	23.43	1.75	2.10	56.29	100
2230	7.34	0.00	0.00	5.59	19.93	1.05	2.10	63.99	100
2300	4.90	0.35	0.00	2.80	9.79	1.05	2.10	79.02	100
2330	2.10	0.00	0.00	1.05	2.45	0.35	1.40	92.66	100
average	3.07	1.04	0.04	3.34	4.00	0.31	1.01	87.43	100
maximum	34.27	6.99	0.35	8.74	24.13	1.75	2.80	100.00	100
std. dev.	6.73	1.32	0.12	3.08	6.25	0.47	0.83	15.05	

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

** Super 1 was on air during this half-hour: Saturday transmissions closed at 00.30 a.m. on Sunday.

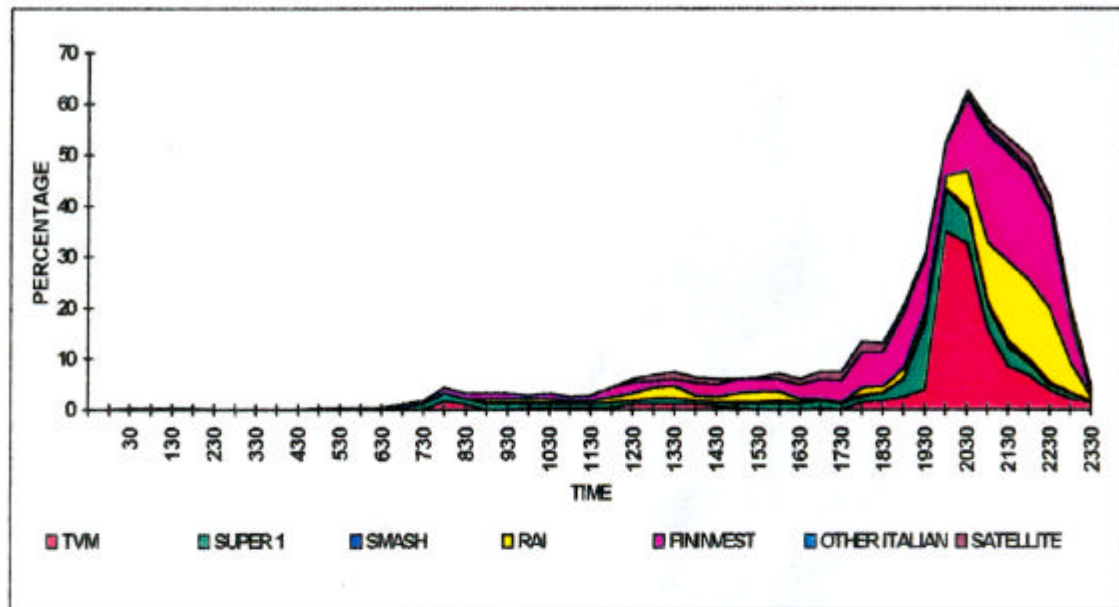


Fig 8.3: TV Audience Shares: Monday

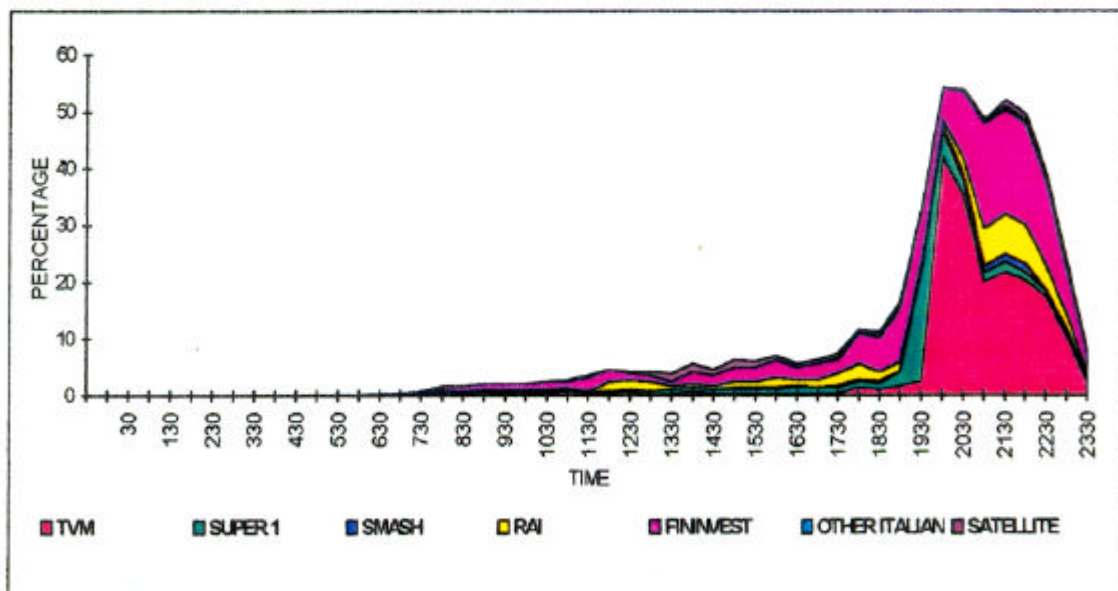


Fig 8.4: TV Audience Shares: Tuesday

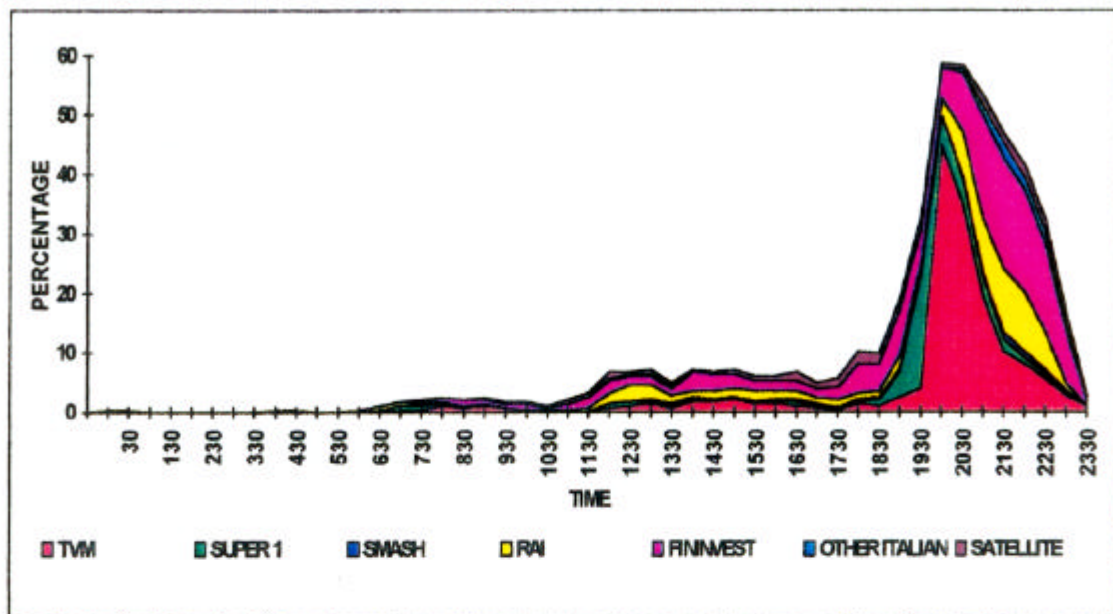


Fig 8.5: TV Audience Shares: Wednesday

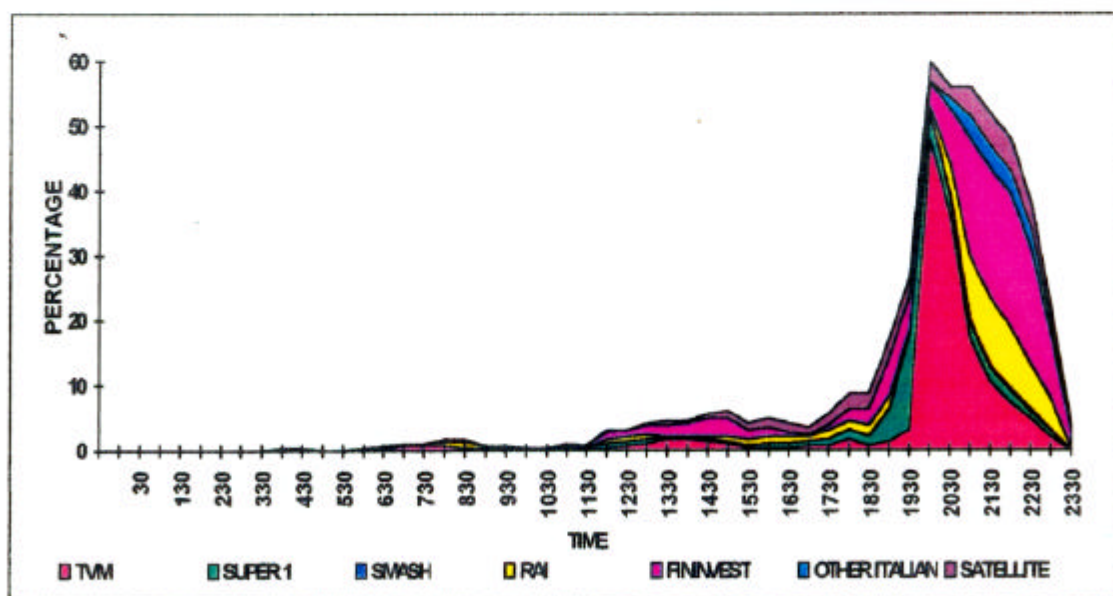


Fig 8.6: TV Audience Shares: Thursday

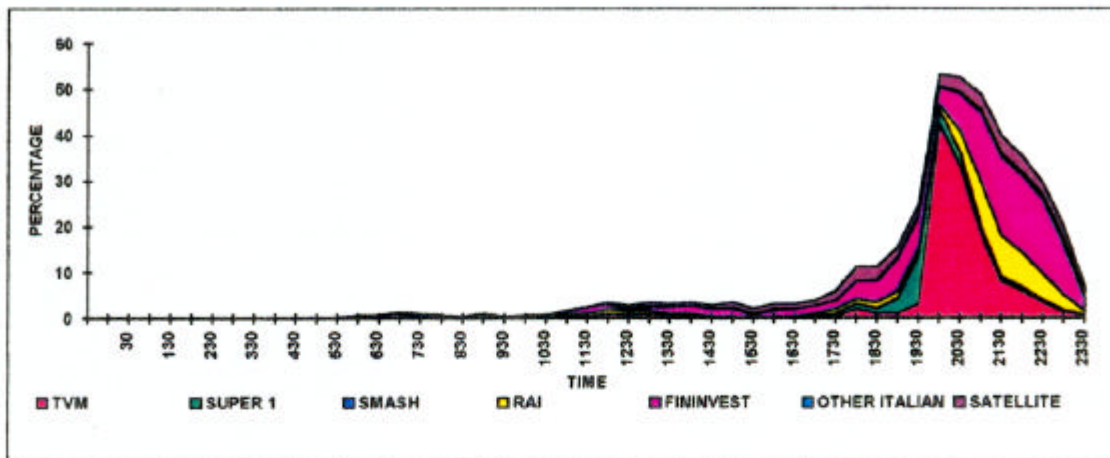


Fig 8.7: TV Audience Shares: Friday

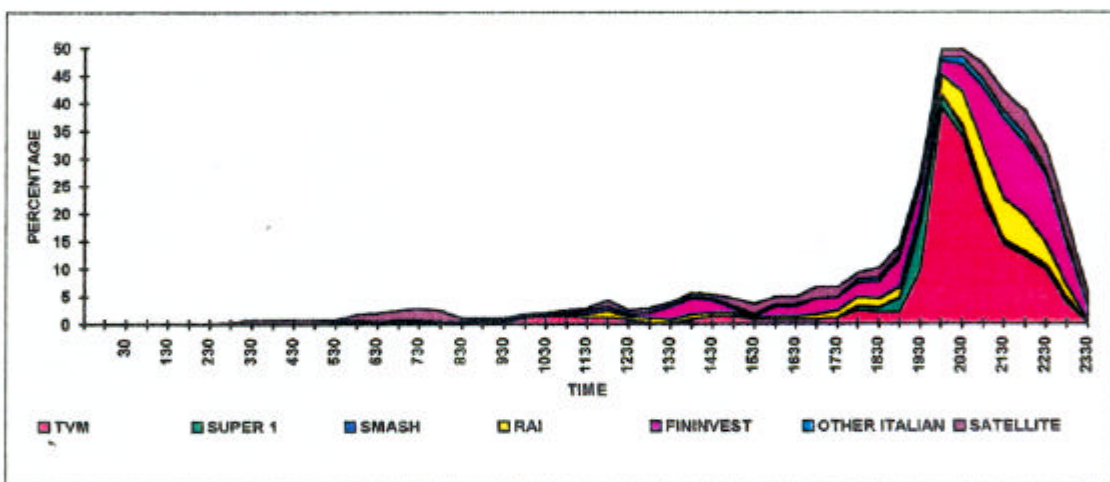


Fig 8.8: TV Audience Shares: Saturday

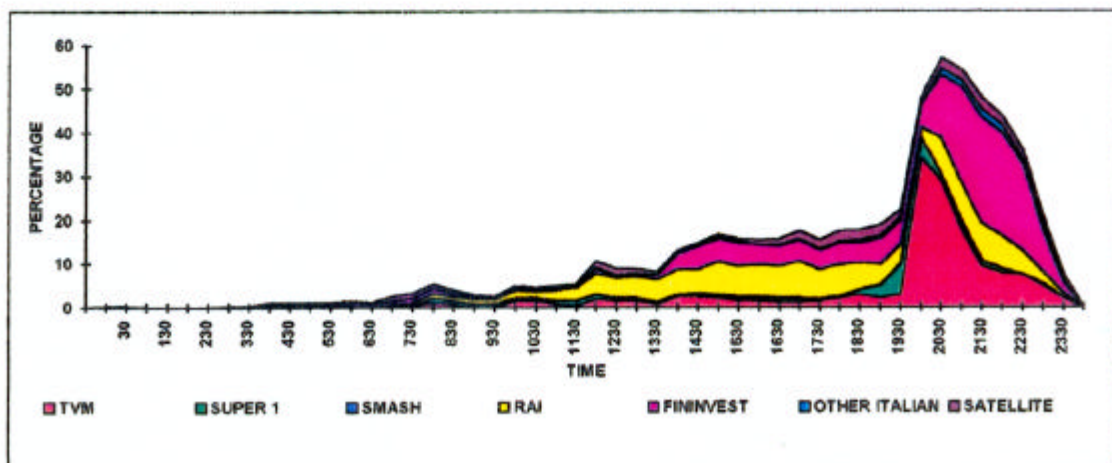


Fig 8.9: TV Audience Shares: Sunday

8.12.0 TV Audience Share 1995-1996

8.1.2.1 The data in Table 8.3, which is also graphically presented in Figures 8.10 and 8.11, summarise the comparative figures for the Daily Average TV Audience Levels for 1995 and 1996, computed, as was the case with the parallel figures for radio, on the basis of available time-slots for each station during the hours each individual station is on air. The 1996 study shows that over the last twelve months, the only TV Channel that did not experience a shift is Smash TV. A decrease was registered by TVM (-2%), by Fininvest (-3%), by the group of Other Italian Stations (-2%) and by Satellite Stations, as defined for the purpose of this study (-2%). On the other hand, increases were registered by Super 1 TV (+5%) and by RAI (+4%).

Table 8.3: Daily Average Audience Levels - TV 1995-96

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

	TVM	SUPER 1	RAI	SMASH	FININVEST	OTHER ITALIAN	SATELLITE
1995: Daily Average	2.7	0.5	1.1	0.1	2.9	0.3	0.8
1996: Daily Average	3.14	1.18	1.73	0.10	3.16	0.23	0.82

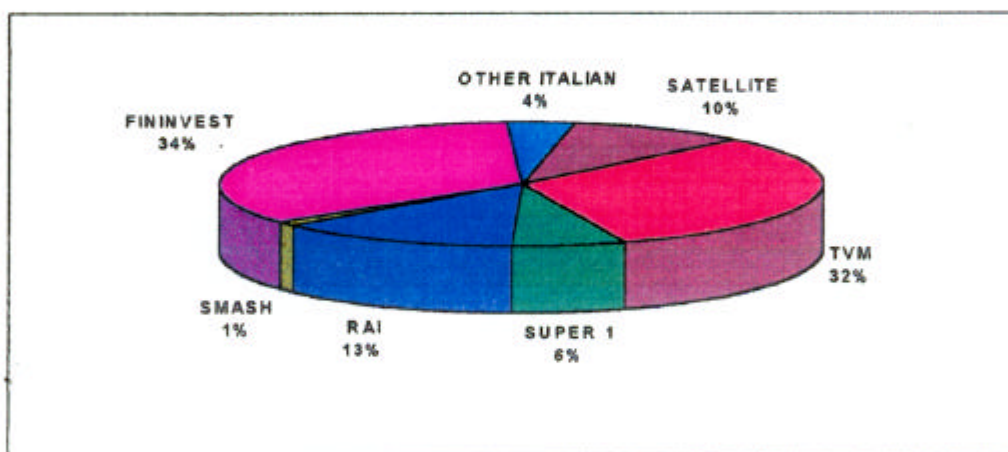


Fig. 8.10: Daily Average Audience TV Levels - 1995

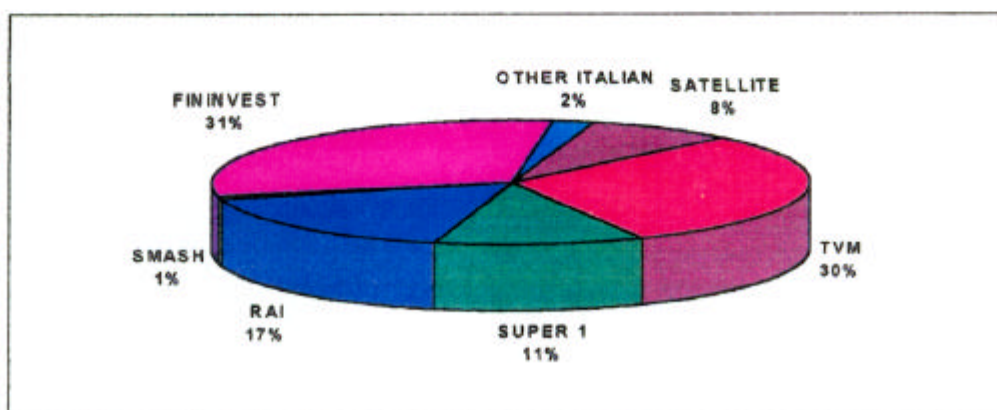


Fig. 8.11: Daily Average Audience TV Levels - 1996

IX CONCLUSION

9.1 This summary of the main findings of the 1996 Broadcasting Authority study is meant to highlight the salient features of the current situation as far as the use of, and preferences for, the various types of live media in Malta. This study has produced a lot of information and detail that can help both the *Authority* and the individual station managers and planners to assess their own positions and policies to meet market demand.

9.2 There are currently twelve national radio stations on air. Of these, the widest support continues to be given to Super 1 Radio, the station owned and run by the political party currently in Opposition. This study shows that actual average daily audience (as defined for this purpose of this study to allow direct comparison with the 1995 study conducted for the Broadcasting Authority) for this station is 3.16% 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.

9.3 The two next stations in the top league are RTK and Radio Malta 1. The average daily audience for these two stations has been established at 2.2% and 1.56% respectively. Given the nature of these two radio stations (respectively run as a Church station and as a public service with very similar features) the split is extremely interesting. The programme profile of radio stations in Malta has now more or less stabilized and it is especially interesting to note how the audience base has evolved and shifted across stations over the last year. In particular, it is interesting to see what is going to happen in those case where a decrease in audience size, at times substantial, has taken place.

9.4 Interesting contrasts emerge between the expressed preferences of the Maltese in respect of TV stations. Actual audience levels 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 as 47.90% of the resident population over 14 years, followed by Super 1 News at 19.58%.

9.5 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 continues to take place is that the station loses a significant amount of the audience it attracts with its news bulletins. One can almost see Maltese audiences after the TVM news switch to foreign stations. The audience spread over the groups of stations analyzed in this study is, in fact, quite revealing. Even though it loses some of its audience immediately after the news, TVM now seems to have managed to extend peak time into the one or two hours after the news through discussion programmes, but the Fininvest group, despite the language differences, continues to attract huge audiences. The three RAI stations follow: these manage to build a sizeable audience after 9.00 p.m., with the highest peak registered on Monday at 15.73%. Satellite stations are not universally received, since cable was reported to be subscribed to by

only 27.5% of respondents, and the costs of installing multi-satellite receiving dishes are still high. The figures related to their relevance, have therefore to be interpreted with extreme care and the situation might change in future.

9.6 It has already been commented above that the Maltese are avid consumers of local and increasingly of foreign news. Of the three media, TV is the most important for local news, commanding as much as 65.1% first preferences. This is followed by 19.9% who prefer radio, whilst 10.9% prefer newspapers and 1.8% express no special preference. The preferred source of the Maltese for foreign news is also mostly in favour of TV at 67.4%, with much fewer preferences for radio (15.5%) and newspapers (9.2%).

9.7 Music and Local News are the two most preferred types of radio programmes, with 82.50% and 74.70% respectively. Foreign News and Discussion programmes follow with 68.10% and 61.20% respectively. The profile of the different radio stations, as perceived by the Maltese, can be interestingly revealing if the findings of section 6.4 of Chapter VI, in which stations were ranked in twelve different programme sectors are studied in detail, because these allow analysis beyond the absolute audience figures, into the realm of values.

9.8 As far as TV is concerned, Local News continues to be the major interest, with 89.30% general preference, followed by Foreign News at 85.30%. This is followed by the Weather programme (78.20%) and Feature Films (72%). Over 60% of the Maltese expressed preferences for Documentaries, Quizzes, Game Shows and Variety Programmes on TV. Again it is interesting to watch the audience shifts, especially those occurring in respect of the audiences local stations manage to attract.

9.9 The overall findings of this study consolidate those of previous ones in many ways and at the same time point to important shifts. There continues to exist in Malta a constant demand for the media. The market for the supply of services for *information*, *education* and *entertainment* seem to be stabilising in many respects. The tastes of the Maltese may be coming more selective in some areas, and this, with other processes that may be at play in wider society, are bound to continue to affect what succeeds and what fails to attract the customers' attention and time in the years to come. That so many of the radio stations have come to be associated with the same kind of product, namely music, may tell a tale the complexity of which may still need to unfold in the months and years ahead.