

*A Report*

*on A Study of*

## **TV and Radio Audience in Malta**

*(Part I – Report)*

*prepared for the*

**Broadcasting Authority**

*by*

**Malta University Services Ltd.**

University of Malta  
Msida – Malta

Tel: 343572

Fax: 344879

*April 1997*



**MALTA UNIVERSITY SERVICES Ltd.**

University Campus, Msida MSD 06 - Malta.

# CONTENTS

<i>List of Tables</i> .....	iii
<i>List of Figures</i> .....	iv
I Introduction .....	1
II Objectives .....	3
III Sample Profile.....	5
IV Viewing and Listening Patterns .....	6
4.1.0 Introduction	6
4.2.0 Radio Listenership	6
4.3.0 TV Viewership	6
4.4.0 Cable TV Facilities	7
4.5.0 Family Decision-Making Processes	7
V News Transmissions .....	9
5.1.0 Introduction	9
5.2.0 Preferred Source for Local News	9
5.3.0 Preferred Source for Foreign News	9
VI Programme Preferences .....	10
6.1.0 Introduction	10
6.2.0 Radio: General Preferences	10
6.3.0 TV: General Preferences	11
6.4.0 Radio Station Preferences for Different Programme Sectors	11
6.5.0 TV Channel Preferences for Different Programme Sectors	14
6.6.0 Party Political Programmes	17
6.7.0 Suggestions for New Radio & TV Programmes	17
VII Radio Audience Audit .....	19
7.1.0 General	19
7.2.0 Average Radio Audience Share	19
7.3.0 Radio Audience Share Peaks	20
7.4.0 Daily Audience Share	21
7.5.0 Monday	22
7.6.0 Tuesday	22
7.7.0 Wednesday	22
7.8.0 Thursday	26
7.9.0 Friday	26
7.10.0 Saturday	29
7.11.0 Sunday	29
7.12.0 Radio Audience Share 1995-1997	35

VIII	TV Audience Audit.....	37
	8.1.0 General 37	
	8.2.0 Average TV Audience Share 37	
	8.3.0 TV Audience Share Peaks 39	
	8.4.0 Daily Audience Share 40	
	8.5.0 Monday 40	
	8.6.0 Tuesday 41	
	8.7.0 Wednesday 41	
	8.8.0 Thursday 45	
	8.9.0 Friday 45	
	8.10.0 Saturday 46	
	8.11.0 Sunday 46	
	8.12.0 TV Audience Share 1995-1997 54	
IX	Conclusions.....	56
	Appendix A: <i>Technical Report</i> .....	59
	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 6.3-1.1:	Radio Station Preferences for Different Programme Sectors (1996)
Table 6.3-1.2:	Radio Station Preferences for Different Programme Sectors (1997)
Table 6.4-1.1:	TV Channel Preferences for Different Programme Sectors (1996)
Table 6.4-1.2:	TV Channel Preferences for Different Programme Sectors (1997)
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 7.3-1:	Daily Average Audience Levels - Radio 1995-96
Table 7.3-2:	Daily Average Audience Levels - Radio 1997
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 for TV: 1995-97

## 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 & 1996
- Fig. 7.11:   Daily Average Audience Radio Levels - 1997
- 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 TV Levels: 1995 & 1996
- Fig. 8.11:   Daily Average Audience Radio Levels - 1997

# 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, Mediaset, Other Italian Channels and Satellite, so grouped, on a daily basis;*
- iv. *the views of the Maltese on aspects of current broadcasting as explained in more detail in the Chapter on the specific objectives of this study; and*
- v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

1.4 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 issues of special interest to the client needed to be collected.

1.5 *MUS* submitted its proposals and by letter dated 26 February 1997, the *Authority* informed *MUS* that it had accepted them, and that *MUS* had been commissioned to undertake the study on the basis of the *MUS* proposal.

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 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*, 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 1997 study the Authority again 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
RAI Stations	Radio 101
Mediaset Stations	RTK
	Island Sound
	Live FM
<b>Cable</b>	Bay Radio
Smash TV	Smash Radio
Channel 12	Calypso Radio
Education 22	University Radio
Satellite Services	Radju MAS

2.4 In a letter of clarification, dated 7 March 1997, on how audience data is to be presented, the Broadcasting Authority gave the following directive to *MUS*:

*"the statistic 'average' at the bottom of each table for radio station audiences should be worked out on the basis of 18 hours of listening per day i.e. from 6.00 a.m. to midnight.... the charts showing audience share should be denoted by both frequency and station name. In the case of University Radio and Radju MAS the statistic should be computed for the frequency allocated to the UNI/MAS and appear as..."*



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

### III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. 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 12-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile of the sample obtained very closely follows the still unpublished figures for the resident population in Malta as counted in the last census, very kindly provided by the Central Office of Statistics. The latest census data show that of all persons resident in Malta aged 12 to 50, there are more males than females in the total population, and this is reflected in the sample profile for this study.

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
	%	%	%
12-17	11.4	11.8	11.0
18-30	22.5	23.4	21.6
31-50	36.2	37.6	34.9
51-65	16.6	15.8	17.3
over 65	13.4	11.4	15.2
<b>TOTAL</b>	100.0	100.0	100.0
<b>N=</b>	1001	482	519
	100	51.6	48.4

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
<b>N=</b>	1001	185	273	322	221
	%	%	%	%	%
12-17	11.4	9.7	12.1	13.0	9.5
18-30	22.5	25.4	25.3	18.6	22.2
30-51	36.2	36.8	37.7	37.3	32.1
51-65	16.6	17.3	16.5	15.5	17.6
over 65	13.4	10.8	8.4	15.5	18.6
<b>TOTAL</b>	100.0	100.0	100.0	100.0	100.0

## **IV Listening and Viewing Patterns**

### ***4.1.0 Introduction***

4.1.1 A set of interesting aspects of the diffusion of the media in Malta is focused upon in this chapter, which will first examine radio listenership in general and then move on to focus on 'where' radio is actually listened to. This chapter will subsequently cover the same aspects for TV, and then proceed to establish the extent of penetration by Cable TV in Maltese homes. It concludes by focusing on the culture-related pattern of decision-making in Maltese family life, namely on the issue of who decides what TV channel is chosen when such a choice needs to be made within a family setting.

### ***4.2.0 Radio Listenership***

4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 75.8% (as opposed to 77.7% in 1996) stated that they do listen to the radio regularly whilst the remaining 24.2% stated that they do not. This statistic suggests that there has been a slight decline in the popularity of radio since the last study conducted for the Authority in 1996. Those aged 12 - 17 registered the lowest rate for radio listenership at 69.3%. On the other hand, those aged 18-30 this year again registered the highest rating for radio listenership at 77.3% (1996: 84.2%). Radio listenership is highest among DE respondents, at 79.6%. Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents data on the average number of hours those who had stated that they do listen to the radio actually do so. A mere 4.9% stated that the amount of time they dedicate to radio varies considerably, but as many as 27.8% stated that they listen to the radio for at least one hour every day. The range of time Maltese listen to radio is quite extensive, extending to as much as 18 hours per day in the case of 0.1% of the respondents, but figures start going down beyond four hours. The respective figures for 1 - 4 hours are: 1 hour: 27.8%; 2 hours: 16.9%; 3 hours: 14.4%; 4 hours: 11.3%. Females tend to follow radio for longer hours than males. Full details are provided in the Table.

4.2.3 Table 4.3 presents details on 'where' radio is listened to. Of those who listen to the radio on a regular basis, as many as 84.3% (in contrast to 76.5% in 1996) of all respondents stated that they listen to radio at home, 11.5% (1996: 16.5%) listen to it at work, whilst 19.5% (1996: 23.9%) listen to the radio in the car. Full details are presented in the Table.

### ***4.3.0 TV Viewership***

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents 94.8% (in contrast to 93.5% in 1996) stated that they do watch TV regularly, whilst the remaining 5.2% stated that they do not. This points to a slight increase in the popularity of TV over the last year. Very slight differences were noted when these figures were broken down by gender except that females registered a slightly lower incidence than males (males: 96.5% vs.

females: 93.3%), in contrast to the situation obtaining in 1996 when the position was the reverse. The age group which registered the highest rating for TV viewership was made up of those aged 18-30, with 96.4%, but the lowest percentage reported amongst those aged 65 and over, was not much lower, at 94%. As in 1996, TV viewing is highest among AB respondents, at 94.6% (1996: 95.5%). The lowest reported figure is not much less however: DE registered 93.7%. Full details are presented in Table 4.4.

4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is of 2 hours per day, obtained by 32.3%. As many as 0.5% stated that they view TV for up to nine hours daily, but most viewers do not exceed four hours of daily viewing: 1 hour 15.7%; 2 hours: 32.3%; 3 hours: 27%; and 4 hours: 11.9 %. The difference across genders is not extensive except that females do tend to view TV for a longer time in general. It is interesting to note that relatively more AB respondents view TV for an average of only one hour per day: AB: 20.6%; C1: 12%; C2: 15.6% and DE 16.4%

4.3.3 The findings on where TV is watched most are presented in Table 4.6. Of those who watch TV on a regular basis, as many as 44.2% (1996: 51.4%) of all respondents stated that they watch TV in the sitting room. Thirty one point nine percent (1996: 27.7%) watch TV in the bedroom, and 14.8% (1996: 14.7%) do so in the kitchen. The remaining 7.6% (1996: 6.7%) watch TV in the dining room, whilst 1.6% (1996: 1.4%) do so in another part of the house. It is interesting to note that males continue prefer to watch TV in the sitting room more than females (45.6% vs. females 42.8%), whilst females prefer the bedroom more than males (32.9% vs. males 31%). It is also interesting to note that DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (42.5% as opposed to 21.1% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (56.6% vs. DE at 34.8%). Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

#### *4.4.0 Cable TV Facilities*

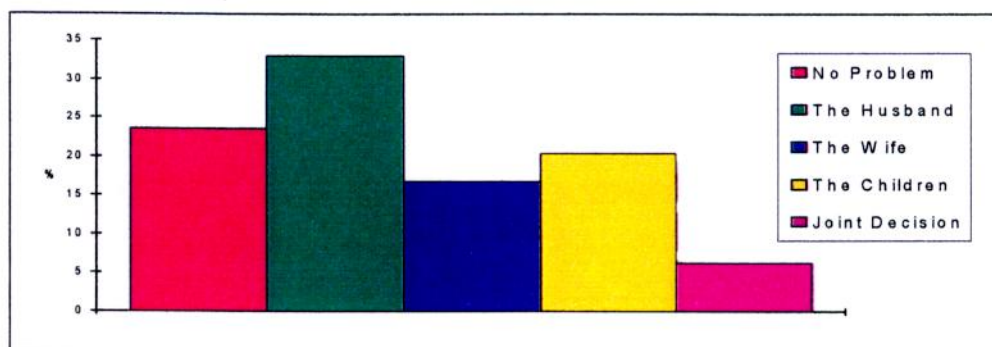
4.4.1 Of all respondents taking part in this study, 48.5% stated that they are connected to Cable TV. Of those connected, 18% stated that they are served by the Basic Level; 14.1% are served by the Reception level; 9.6% are serviced by the TV Plus service whilst 6.8% opted for the Premiere service. Not surprisingly, connection to Cable TV is related to economic status: as many as 53% of the AB are served by Cable, as against 42.5% of those in the DE socio-economic category. It is also natural that the more expensive levels are more common among AB respondents. It is also interesting to note that families with younger members are more attracted to the services offered by Cable TV: as many 51.8% of the respondents aged 12-17 stated that they are connected to Cable TV as opposed to 47% among those aged 65 and over. Table 4.7 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. 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. The data presented in Table 4.6 from the 1997 study do not show any significant changes from the figures obtained in 1996.

4.5.2 In fact, in 24.9% (1996: 23.6) 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 35.7% (1996: 33%) of the cases the husband is reported to be the decision maker; in 17.9% (1996: 16.8%) of the cases it is the wife who decides whilst in 21.6% (1996: 20.4%) of the cases it is the children's wishes that are respected. Table 4.6 in the Table Appendix gives full details, with the usual breakdowns, whilst Figure 4.1 graphically summarizes the responses given to this question in 1996 and in 1997.



a: 1996



b: 1997

**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. As in 1996, the Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used in the 1996 were repeated in 1997, and this allows comparison of developments. Respondents were asked from which media they preferred to source their information. Tables 5.1 and 5.2 present the detailed findings to these two questions.

### *5.2.0 Preferred Source for Local News*

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news is presented. Of all the respondents, 68% (1996: 65.1%) prefer to follow the news on TV; 15.2% (1996: 19.9%) prefer the radio as their source for news; 8.4% (1996: 10.9%) prefer to read about news events in a newspaper whilst 2.9% (1996: 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 (males 69.1%; females 67.1%); but females registered a higher percentage among those who prefer radio (17.3% females vs. 12.9% males). Newspapers are more popular among males (9.1 %) than among females (7.7%).

5.2.3 TV is most popular among those aged 51-65 and over (72.9%); radio is most popular amongst those aged 31-50 (with 16.9%) whilst newspapers are most popular among those aged 18-30, with 11.1%. The socio-economic category with the highest preference for TV as the source of news was C2, at 71.7%. Slightly 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, 70.4% (1996: 67.4%) prefer TV; 12.5% and 7.2% (1996: 15.5% and 9.2%) prefer the radio and newspapers respectively. Five point three per cent (1996: 2%) stated that they prefer to pick foreign news from other persons, whilst the remaining 4.6% (1996: 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 (70.9% vs. 69.9% males) and radio (13.9% vs. 11% males); whilst males prefer the newspapers more than females (7.7% males vs. 6.7% females). Newspapers are most preferable to those aged 18-30 (9.8%) and to those in the higher socio-economic groups (AB: 17.3%). Full details are presented in Table 5.2.

## VI PROGRAMME PREFERENCES & EVALUATION

### 6.1.0 Introduction

6.1.1 Respondents taking part in the 1997 Broadcasting Authority study were again 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 (1996 & 1997)**

PROGRAMME SECTOR	%	%
	1996	1997
Music	82.5	78.9
Local News	74.7	70.6
Foreign News	68.1	63.9
Discussions	61.2	58.1
Religion	50.6	34.7
Health/Beauty/Home/Law	46.7	31.6
Current Affairs	42.2	31.2
Culture	36.4	29.1
Sports	37.5	29.0
Novels/Plays	35.6	27.9
Money/Business	19.0	16.7
Children	20.3	15.9

6.2.2 This table indicates that there has been relatively very few changes since the 1996 study was conducted. It shows that Music continues to be the sector most liked by Maltese radio listeners, at 78.9%. This is followed by Local News and Foreign News. The programme sector with the greatest loss in popularity is Religion, which went down from 50.6% in 1996 to 34.7% in 1997. The programme sector arousing least interest in 1997 was Programming for Children, for which only 15.9% 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 (1996 & 1997)**

PROGRAMME SECTOR	%	%
	1996	1997
Local News	89.3	84.2
Foreign News	85.3	79.8
Feature Films	72.0	60.5
Quizzes/Fame Shows/Variety Prog.	60.4	51.6
Weather	78.2	50.5
Documentaries	63.1	50.3
Sports	55.3	45.1
Discussions	56.1	43.8
Plays	35.0	31.4
Music Video-Clips	33.7	24.7
Current Affairs	36.3	23.4
Religion	39.3	22.4
Serials/Soap Operas	32.5	22.9
Art & Culture	33.5	22.1
Women's Programmes	36.8	20.9
Children's Programmes	29.0	18.3
Business & Finance	18.1	11.9

6.3.2 This table shows that Local and Foreign News continues to be the sector most preferred by Maltese TV audiences, at 84.2% and 79.8% respectively. The Weather forecast has lost considerable ground since 1996. Again, the programme sector with the least interest among television viewers continues to be the one that covers Money and Business, for which only 11.9% cared to express a preference, and this is 6.2% less than in 1996. But the programme sector that has lost most ground by receiving less mention is Religion, which declined from 39.3% in 1996 to 22.4% in 1997. It is interesting to note that music continues to feature relatively low among the preferences of TV viewers, whilst it features extensively among radio listeners. On the other hand, the position of feature films retains its ranking position as third, at 60.5%, but this is significantly lower than the comparable 1996 statistic at 72%. The overall impression obtainable from this Table is that Maltese viewers are not being struck very much by the programme quality of the different stations available, and that certain programme sectors are losing popularity.

### 6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 Table 6.3-1 and Table 6.3-2 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in



1996 and 1997 respectively. In 1996, Radio Malta 1, Radio Malta 2, Super 1 and Radio 101 had been ranked highest for Local News; RTK had been ranked highest for religion programmes, Live FM for its Discussion programmes; no less than six stations had been ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, University Radio, and Radju MAS.

6.4.2 In 1997 some changes in the perception of Maltese audiences are noticeable: Radio Malta 1, Super 1 Radio and Radio 101 are again ranked highest for Local News; Radio Malta 2 is ranked highest in Cultural Programmes; again four stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio and Radio Calypso. RTK is again ranked highest for Religion programmes whilst Live FM is again ranked highest for Discussion programmes.

6.4.3 The figures in these two Tables, 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 data in Table 6.3-2 for 1997 are graphically summarized in Figure 6.1.

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors (1996)**

	RM 1	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	4.60	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	2.60	15.70	2.60	0.30	0.60	15.00	1.40	0.40	0.40	0.00	0.10	53.40	100.00
Religion	6.80	2.20	9.60	1.20	0.00	0.60	29.20	0.60	0.10	0.30	0.00	0.00	49.40	100.00
Novels & Plays	10.00	2.80	14.70	2.20	0.00	0.10	5.30	0.50	0.10	0.30	0.00	0.00	64.00	100.00
Children	3.50	1.80	7.30	0.80	0.10	0.40	5.00	0.80	0.40	0.30	0.00	0.00	79.60	100.00
Local News	11.80	4.10	23.70	7.10	1.80	5.40	12.60	1.00	4.60	1.60	0.10	0.60	25.40	100.00
Foreign News	11.70	3.30	19.50	5.60	3.00	4.60	12.00	1.20	4.10	1.60	0.30	0.50	31.80	100.00
Current Affairs	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

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors (1997)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	1.3	14.0	8.2	2.2	7.6	4.2	2.4	23.7	6.1	0.3	2.4	21.1	100.00
Discussions	8.8	2.2	14.4	5.5	0.0	0.5	15.0	9.7	1.1	0.3	0.1	0.4	41.9	100.00
Sport	3.3	2.1	9.9	3.6	0.0	2.4	1.7	1.4	3.0	0.9	0.0	0.7	71.0	100.00
Money & Business	1.8	2.5	5.7	2.0	0.0	0.1	1.7	2.5	0.1	0.1	0.0	0.1	83.3	100.00
Culture	5.3	4.0	8.7	3.0	0.0	0.1	4.5	2.1	0.1	0.5	0.5	0.3	70.9	100.00
Health/Beauty/Home/Law	4.6	2.5	11.3	4.0	0.0	0.0	6.2	2.1	0.5	0.4	0.0	0.0	68.4	100.00
Religion	4.9	1.4	5.9	0.9	0.0	0.0	20.6	0.5	0.0	0.4	0.0	0.0	65.3	100.00
Novels & Plays	7.4	2.6	10.3	2.1	0.0	0.0	4.2	0.5	0.1	0.3	0.0	0.3	72.1	100.00
Children	2.1	2.1	5.8	0.9	0.0	0.0	4.3	0.3	0.1	0.3	0.0	0.0	84.1	100.00
Local News	13.3	3.2	22.7	11.6	1.1	2.4	7.0	2.9	5.0	1.4	0.0	0.1	29.4	100.00
Foreign News	11.2	3.4	20.4	10.0	1.4	2.4	6.1	2.9	4.6	1.4	0.0	0.0	36.1	100.00
Current Affairs	4.1	0.9	11.2	4.0	0.1	0.5	3.0	5.4	1.2	0.5	0.0	0.4	68.6	100.00

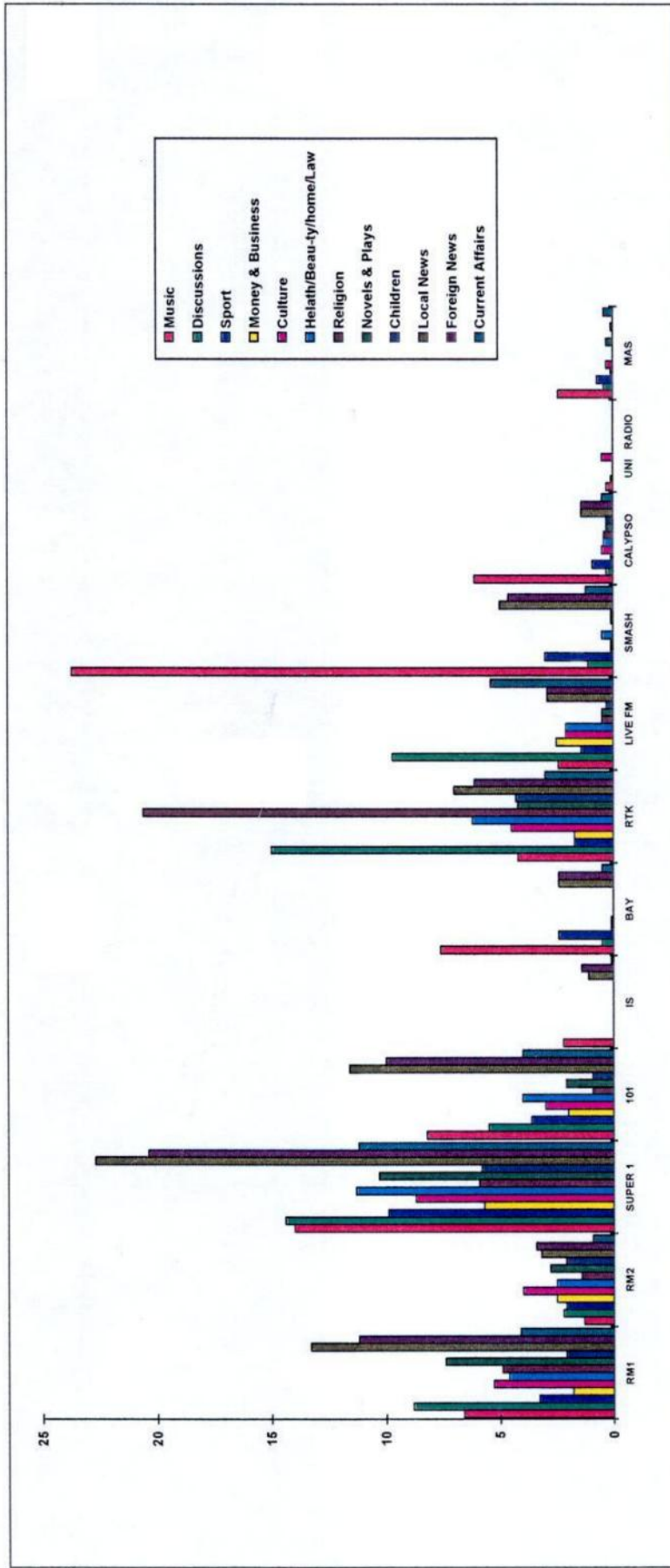


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

### *6.5.0 TV Channel Preferences for Different Programme Sectors*

6.5.1 Tables 6.4-1 and Table 6.4-2 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors studied for 1996 and 1997 respectively. In 1996, TVM and Super 1 TV had both been ranked highest for Local News; Smash TV had been ranked highest for Music Video-Clips; RAI had been ranked highest for its Documentaries whilst the Mediaset group of channels had been ranked highest for Feature Films. The other Italian stations had been ranked highest for Music Video-Clips whilst Satellite channels had been ranked highest for Documentaries.

6.5.2 In 1997 (see Table 6.4-2), the same ranking was retained in respect of all the stations except for the category grouped under the heading "other Italian stations": 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 Mediaset group of channels are ranked highest for Feature Films. This year, the other Italian stations are ranked highest for Sports and not for Music Video-Clips. The Satellite channels are again ranked highest for Documentaries.

6.5.3 As is the case with the parallel figures for radio, the data in the Tables included here, and the further breakdowns provided in full in Part II of this Report (Table and Figures), 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 6.4-2 for 1997 are graphically summarized in Figure 6.2.

**Table 6.4-1.1: TV Channel Preferences for Different Programme Sectors (1996)**

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.80	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	0.60	2.90	67.60	100.00
Documentaries	11.40	6.80	0.10	25.90	6.50	0.40	13.00	36.90	100.00
Current Affairs	12.20	4.80	0.20	8.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.80	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	7.60	36.00	0.30	5.00	39.70	100.00
Music Video-Clips	6.50	2.80	1.50	3.70	6.30	4.10	8.80	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

**Table 6.4-1.2: TV Channel Preferences for Different Programme Sectors (1997)**

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	60.2	23.5	0.1	0.2	0.1	0.0	0.1	15.8	100.00
Foreign News	31.5	12.4	0.0	17.7	9.4	0.0	8.7	20.2	100.00
Sports	9.7	5.4	0.8	10.0	7.6	1.6	10.0	54.9	100.00
Weather	31.1	7.7		5.5	2.0	0.0	4.2	49.5	100.00
Feature Films	2.5	0.7	0.1	11.9	38.8	0.5	5.9	39.5	100.00
Serials/Soap									
Operas	1.2	0.2		3.7	16.3	0.3	1.2	77.1	100.00
Documentaries	5.6	7.7	0.3	21.0	2.2	0.2	13.3	49.7	100.00
Current Affairs	7.0	1.3	0.1	7.2	2.4	0.1	5.4	76.6	100.00
Discussions	21.1	11.4	0.9	3.0	3.6	0.1	3.8	56.2	100.00
Quizzes/Game Shows/Variety Prog.	2.1	3.8	0.2	8.9	27.3	0.5	5.6	51.6	100.00
Music Video-Clips	0.6	1.1	5.6	1.3	3.6	3.2	9.4	75.3	100.00
Plays	26.6	3.2	0.0	0.5	0.4	0.1	0.6	68.6	100.00
Art & Culture	11.3	5.8	0.0	3.0	0.2	0.0	1.9	77.9	100.00
Women	12.1	5.8	0.1	0.9	0.5	0.0	1.6	79.1	100.00
Children	5.9	4.7	0.1	1.4	3.4	0.2	2.6	81.7	100.00
Religion	17.3	3.7	0.0	1.3	0.0	0.0	0.2	77.6	100.00
Business & Finance	5.7	0.7	0.0	2.6	0.7	0.2	1.9	88.1	100.00

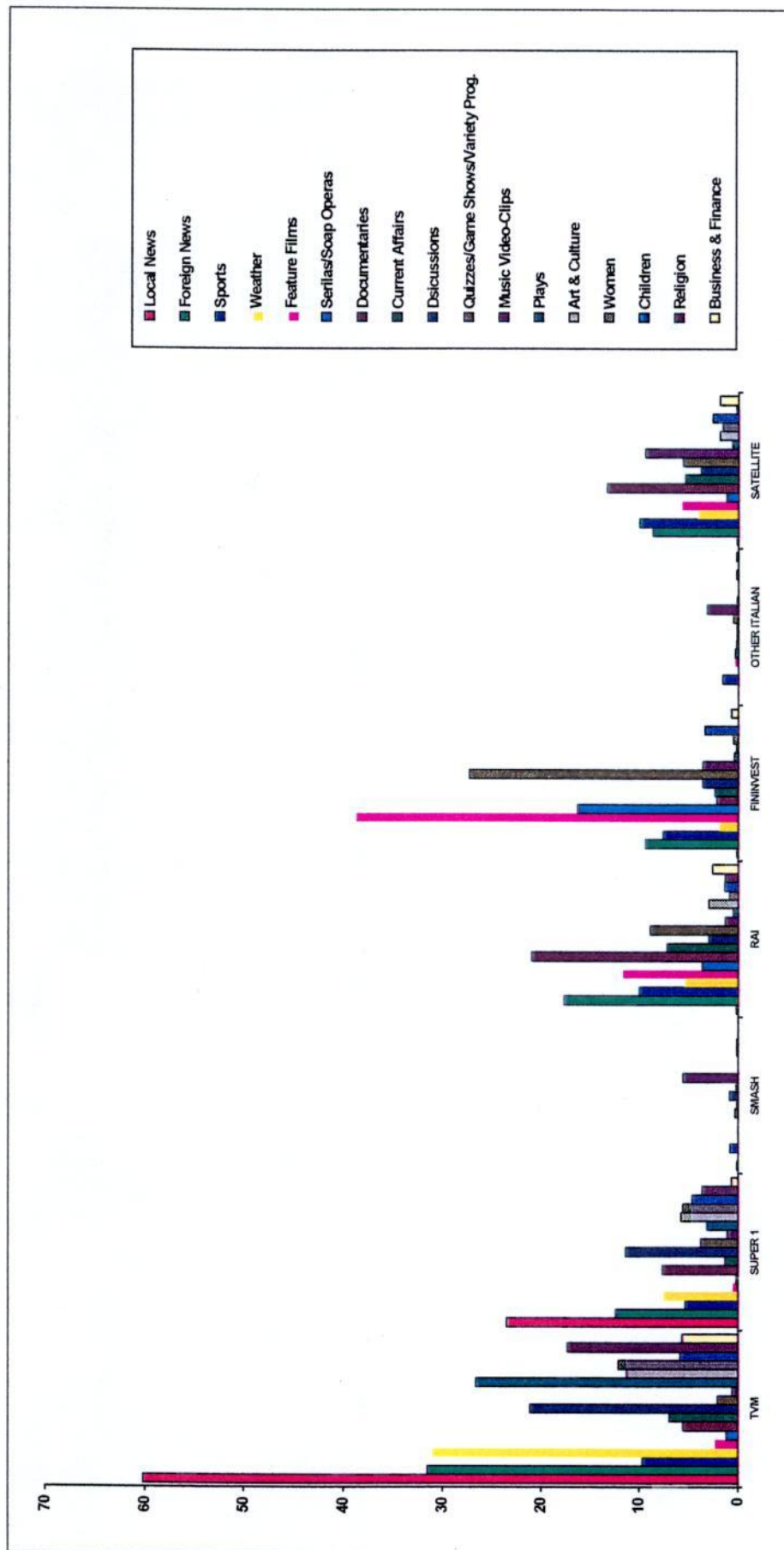


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments

### 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 summarize the details for 1996 and 1997. The data for 1997 is presented in full in Table 6.5 (in Part II of this Report) which provides the full breakdowns on this subject.

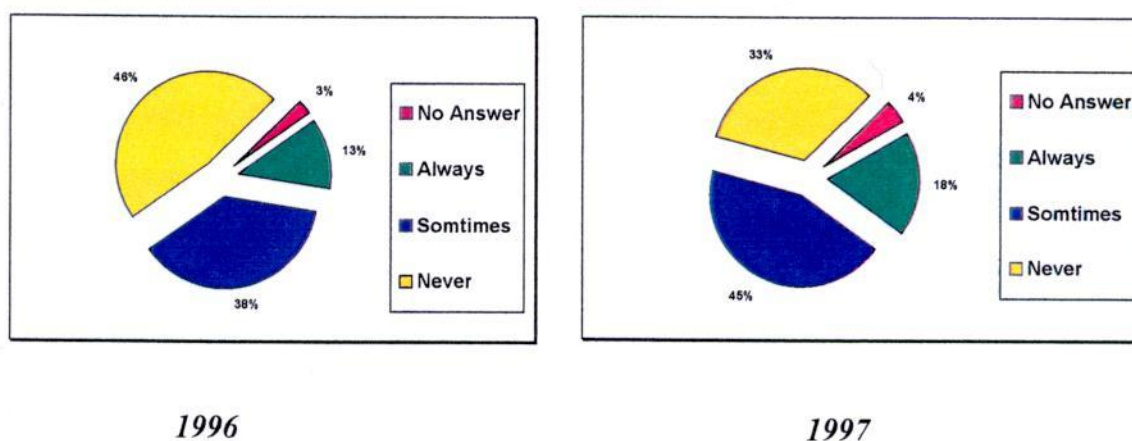


Fig 6.3: Extent of Interest in Political Broadcasts 1996 and 1997

6.6.2 The full breakdowns suggest that there is a higher interest among males to follow political broadcasts regularly (20.1% vs. 16.6% females in 1997 as against 16.8% vs. 13.4% females in 1996). Those aged 51-65 have the highest interest to follow these broadcasts because 27.1% always view them. Persons in the C2 socio-economic group registered the highest percentage (19.9%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (36.8% vs. 29.9% males); in proportion, a higher number of those who never follow them come from among those aged 12-17 (60.5%). When the data regarding those who 'never' follow such broadcasts is broken down into the various socio-economic groups it is noticed that those in the C1 socio-economic category register the highest percentage: C1: 36.3%; followed by AB 34.6%; C2: 29.8% and DE 34.4%. Full details are available in the Table.

### 6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were asked 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 Part II of this study.

6.7.2 In answer to an open-ended question for suggestions on new radio programmes, 11.3% of all respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals covered: plays in Maltese (3.4%); Maltese *ghana* (3.2%); and more programmes on Maltese culture (3%). Other proposals were made by very small number of respondents, and these are listed in the Table.

6.7.3 As regards TV, as many as 43.7% of all respondents who had stated that they view TV regularly made some kind of proposal for new TV programmes. The most common suggestions made were: plays in Maltese (13.7%); more modern films (3.9%); more educational programmes (4.2%); documentaries in Maltese (3.7%); more music (3.4%); and old films (2.8%). Other proposals were made, and they are also listed in the Table with the usual breakdowns by gender, age group and socio-economic group from which they originate.

## VII RADIO AUDIENCE AUDIT

### 7.1.0 General

7.1.1 Respondents taking part in the survey were 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 and 1996 studies, 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. In line with the Authority's directive (see *par.* 2.4 above), a statistic for 'average' for audience levels for 6.00 a.m. to midnight is also given in the daily Tables.

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').

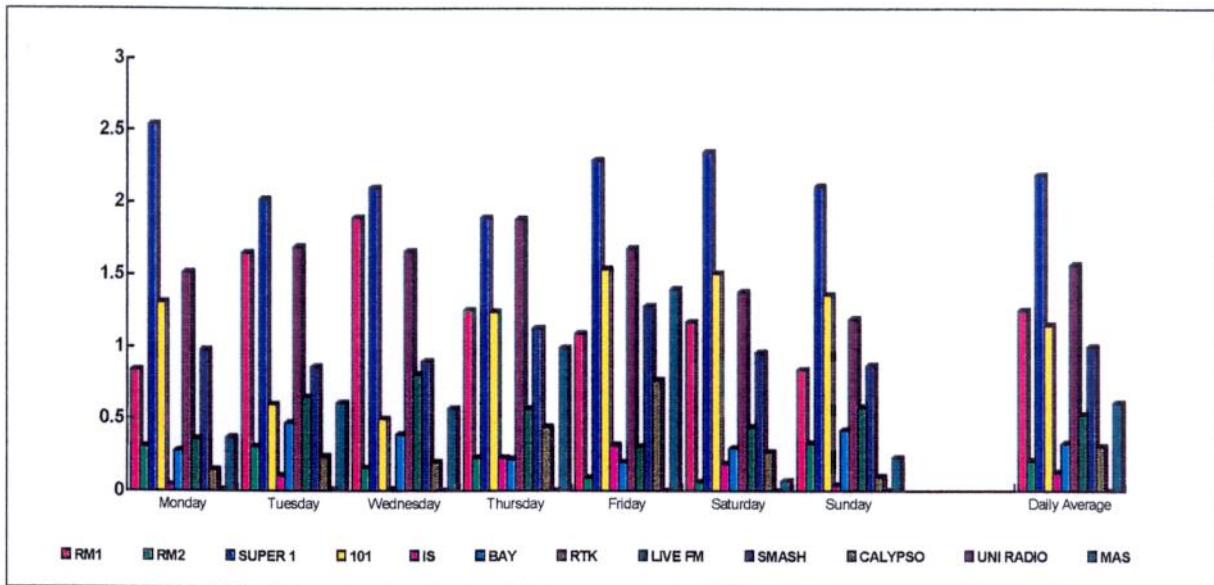
### 7.2.0 Average Radio Audience Share

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 2.19% (1996: 3.16%). Once more, the highest daily average for the station was registered on Monday, with 2.54% (1996: 4.13%). This was followed by RTK, with a daily average of 1.57% (1996: 2.22%); and Radio Malta 1 at 1.25% (1996: 1.56%), and Radio 101 at 1.15% (1996: 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	0.84	0.31	2.54	1.31	0.04	0.28	1.52	0.36	0.98	0.15	0.01	0.37	91.89	100
Tuesday	1.65	0.31	2.02	0.60	0.11	0.47	1.69	0.65	0.86	0.24	0.01	0.61	91.59	100
Wednesday	1.89	0.16	2.10	0.50	0.01	0.39	1.66	0.81	0.90	0.20	0.00	0.57	91.57	100
Thursday	1.25	0.23	1.89	1.24	0.23	0.22	1.88	0.57	1.13	0.44	0.00	0.99	90.98	100
Friday	1.09	0.09	2.29	1.54	0.32	0.20	1.68	0.31	1.28	0.77	0.00	1.40	90.28	100
Saturday	1.17	0.06	2.35	1.51	0.19	0.30	1.38	0.44	0.96	0.27	0.00	0.07	91.68	100
Sunday	0.84	0.33	2.11	1.36	0.04	0.42	1.19	0.58	0.87	0.10	0.00	0.23	92.37	100
Daily Average	1.25	0.21	2.19	1.15	0.13	0.33	1.57	0.53	1.00	0.31	0.00	0.61	91.48	100



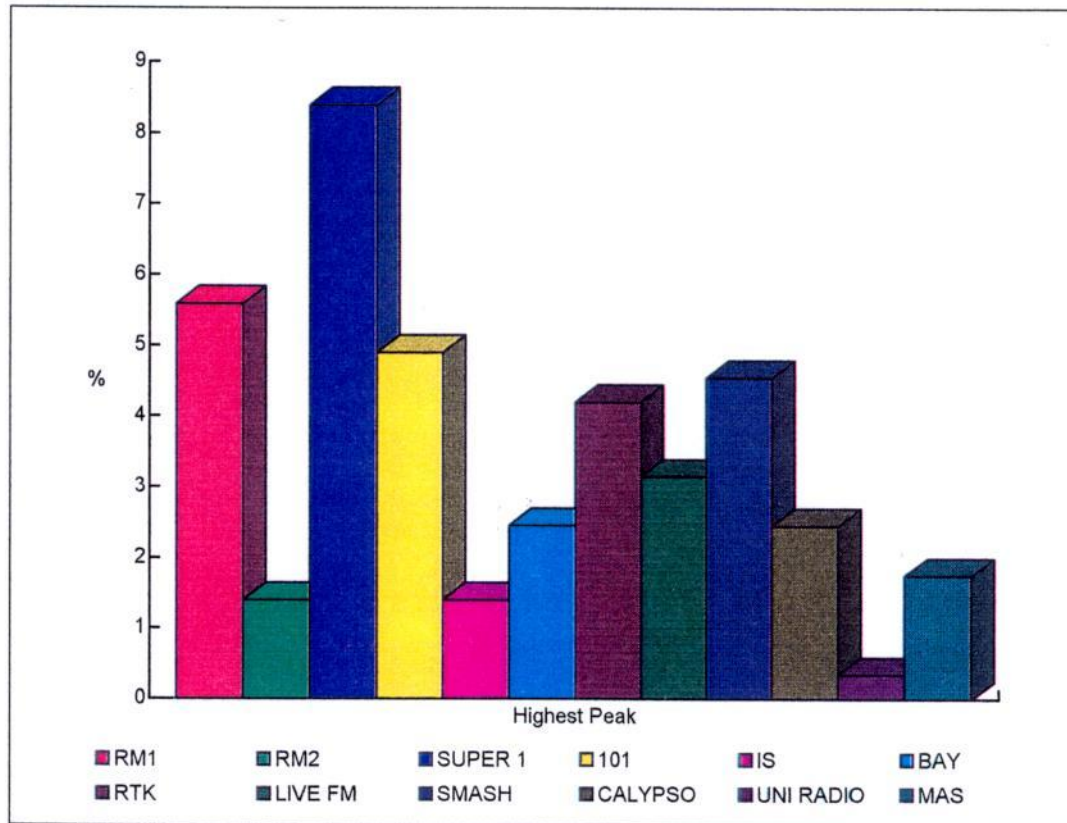
**Figure 7.1: Daily Radio Average Audience Share**

### 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. The highest peak was obtained by Radio Super 1, on a Monday, at 11.54%. Figure 7.2 graphically portrays how the stations compare on this index.

**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	4.9	1.4	6.29	4.9	0.35	1.05	4.2	1.4	2.45	0.7	0.35	0.7
Tuesday	5.59	1.05	5.24	2.1	0.7	1.75	4.2	2.1	2.45	1.05	0.35	1.05
Wednesday	5.59	0.7	8.04	2.1	0.35	1.4	3.15	1.75	3.15	1.05	0	0.7
Thursday	3.85	1.05	7.69	4.2	0.7	0.7	3.85	2.1	3.85	1.4	0	1.4
Friday	3.85	0.7	8.39	4.2	1.4	1.05	3.85	2.1	4.55	2.45	0	1.75
Saturday	4.9	0.7	5.59	4.9	0.7	1.4	3.5	1.4	3.85	1.75	0	0.35
Sunday	3.15	0.7	5.59	4.9	0.35	2.45	4.2	3.15	3.5	0.35	0	0.7
Highest Peak	5.59	1.4	8.39	4.9	1.4	2.45	4.2	3.15	4.55	2.45	0.35	1.75



**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 9.00 a.m. and 10.00 a.m., at 9.29%; 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 2.10% between 10.00 and 11.30 a.m. Early afternoon audiences for Smash are also consistent, and over the 2% level.

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 10.0 a.m., with 4.2%.

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 records a very low audience, and this in the afternoon.

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

### *7.6.0 Tuesday*

7.6.1 On Tuesday, Super 1 Radio's audience is again strongest in the morning. It peaks between 11.00 a.m. and 11.30 a.m. with 5.24%. The afternoon audience is also steady and strong, with another peak over 3.85% at 5.30 p.m.

7.6.2 Radio Malta 1 has a very good audience in the morning, with a peak of 5.59% at noon, and retained good audience levels in the afternoon until 6.00 p.m.

7.6.3 Again on Tuesday, RTK had a very good audience level in the morning. Its peak of 4.2% was reached between 10.30 a.m. and 11.00 a.m.

7.6.4 On Tuesday, Smash Radio has a somewhat larger audience in the later afternoon, with a peak of 2.45% reached at 6.00 p.m.

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 8.04% obtained at 9.30 a.m.. On this day, Super 1's performance is not so strong during the afternoon, although it does retain an audience around the 2%.

7.7.2 Radio Malta 1 performs quiet well on Wednesday, with an audience level reaching a peak of 5.59% at 10.30 a.m. Its afternoon audiences are also good, hovering around the 3% level.

7.7.3 On this day, Smash reaches a peak of 3.15% at 4.30 p.m., RTK reaches a peak of 3.15% at noon, whilst Radio 101 reaches its peak of 2.10% at noon as well.

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

TABLE R1: RADIO LISTENERSHIP: MONDAY

(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NOVE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	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	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	0.35	0.00	1.40	1.40	0.00	0.00	0.70	0.35	0.35	0.00			95.45	100
0630	0.70	0.00	2.45	1.75	0.00	0.00	1.40	1.05	0.35	0.70			91.61	100
0700	1.40	0.00	3.85	3.50	0.00	0.35	1.40	1.05	0.70	0.70		0.70	86.36	100
0730	2.10	0.00	4.90	2.80	0.00	0.35	2.10	1.05	0.70	0.35		0.70	84.97	100
0800	2.80	0.35	5.24	3.15	0.35	0.70	2.10	0.70	1.05	0.00		0.70	82.87	100
0830	1.75	0.35	5.24	3.15	0.35	0.35	2.45	0.35	1.40	0.00		0.35	84.27	100
0900	2.10	0.00	6.29	3.85	0.35	0.00	3.50	0.35	2.10	0.00		0.70	80.77	100
0930	2.45	0.00	6.29	3.50	0.00	0.00	3.85	0.35	1.75	0.00		0.70	81.12	100
1000	2.45	0.00	5.94	2.80	0.00	0.35	4.20	0.00	2.10	0.35		0.70	81.12	100
1030	1.75	0.35	5.24	2.45	0.00	0.35	3.85	0.00	2.10	0.35		0.35	83.22	100
1100	1.75	0.35	5.24	2.80	0.00	0.35	3.85	0.00	2.10	0.35		0.35	82.87	100
1130	2.80	0.35	4.55	2.45	0.00	0.35	3.15	0.00	1.75	0.00		0.35	84.27	100
NOON	4.90	1.05	4.90	1.40	0.00	0.00	3.50	0.00	1.75	0.00		0.00	82.52	100
1230	2.10	1.40	3.15	1.40	0.00	0.00	2.10	0.00	1.40	0.00		0.00	88.46	100
1300	2.10	1.40	2.45	1.40	0.00	0.35	1.40	0.00	1.75	0.00		0.00	89.16	100
1330	1.40	1.05	2.80	1.05	0.00	0.35	0.70	0.35	1.40	0.00		0.00	90.91	100
1400	0.35	0.70	3.15	0.70	0.35	0.00	0.35	0.35	2.10	0.00		0.00	91.96	100
1430	1.05	0.70	3.85	0.70	0.35	0.00	1.05	0.35	1.75	0.00		0.35	89.86	100
1500	0.35	0.35	4.20	1.05	0.00	0.00	0.35	0.35	2.10	0.35		0.35	90.56	100
1530	0.35	0.35	4.20	0.70	0.00	0.35	0.70	0.35	2.45	0.35		0.35	89.86	100
1600	0.70	0.35	3.85	2.10	0.00	0.70	0.70	0.70	2.10	0.35		0.35	88.11	100
1630	1.05	0.35	4.20	2.45	0.00	1.05	1.05	0.35	1.75	0.35	0.00		87.41	100
1700	1.40	0.70	4.55	3.85	0.00	1.05	1.05	0.35	2.45	0.35	0.00		84.27	100
1730	1.05	0.70	3.85	3.85	0.00	1.05	1.05	0.35	2.45	0.35	0.00		85.31	100
1800	0.35	0.70	4.55	4.90	0.00	1.05	0.70	1.40	2.10	0.70	0.00		83.57	100
1830	0.35	1.05	2.80	2.10	0.00	1.05	0.70	1.05	2.10	0.70	0.00		88.11	100
1900	0.35	1.05	3.50	1.40	0.00	1.05	2.45	1.40	1.40	0.35	0.00		87.06	100
1930	0.00	0.35	2.80	0.00	0.00	1.05	1.75	0.35	1.05	0.35	0.00		92.31	100
2000	0.00	0.35	1.40	0.35	0.00	0.70	0.35	0.35	0.35	0.00	0.35		95.80	100
2030	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		98.25	100
2100	0.35	0.35	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.55	100
2130	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.70	0.35	0.00	0.00		97.20	100
2200	0.00	0.00	0.70	0.00	0.00	0.35	0.70	1.05	0.00	0.00	0.00		97.20	100
2230	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		98.60	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00		98.60	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	0.84	0.31	2.54	1.31	0.04	0.28	1.52	0.36	0.98	0.15	0.01	0.37	91.89	100
maximum	4.90	1.40	6.29	4.90	0.35	1.05	4.20	1.40	2.45	0.70	0.35	0.70	100.00	100
std. dev.	1.07	0.40	2.10	1.42	0.11	0.38	1.26	0.40	0.92	0.22	0.07	0.27	6.82	
average for 0600-2400 hrs	1.13	0.42	3.38	1.75	0.05	0.38	1.52	0.49	1.31	0.19	0.02	0.37	89.19	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	U.I. RADIO	MAS	NOTE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		89.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0530	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.40	0.35	1.75	0.70	0.00	0.00	0.35	0.00	0.00	0.00			95.45	100
0630	1.05	0.35	2.45	1.05	0.35	0.00	1.05	0.00	0.00	0.00			93.71	100
0700	2.80	0.35	3.50	2.10	0.00	0.35	1.40	0.35	1.05	0.70		0.35	87.06	100
0730	3.85	0.00	2.80	1.40	0.00	0.70	2.80	0.35	1.05	0.70		0.35	86.01	100
0800	5.24	0.35	3.85	2.10	0.35	1.05	2.80	0.70	0.70	0.70		0.35	81.82	100
0830	3.85	0.00	3.85	1.75	0.35	0.70	2.80	0.70	0.70	0.35		0.00	84.97	100
0900	3.50	0.00	4.90	2.10	0.35	0.70	3.50	0.70	1.40	0.00		0.70	82.17	100
0930	3.50	0.00	5.24	2.10	0.35	0.70	3.50	0.70	1.40	0.00		1.05	81.47	100
1000	4.90	0.00	5.24	1.75	0.35	1.40	3.85	0.70	2.10	0.00		1.05	78.67	100
1030	4.55	0.35	4.90	1.05	0.35	1.40	4.20	0.70	1.75	0.00		1.05	79.72	100
1100	3.85	0.35	5.24	1.40	0.35	1.40	3.50	1.05	2.10	0.00		0.70	80.07	100
1130	3.15	0.35	4.90	1.05	0.00	1.05	3.85	1.40	1.75	0.35		0.70	81.47	100
NOON	5.59	0.35	4.55	1.40	0.00	0.70	3.85	1.75	1.75	0.00		0.70	79.37	100
1230	1.75	0.35	2.80	0.35	0.00	0.35	1.75	1.40	1.75	0.00		0.70	88.81	100
1300	2.10	0.35	2.45	0.70	0.00	0.35	1.40	0.70	1.75	0.00		0.35	89.86	100
1330	1.40	0.70	2.10	0.35	0.00	0.35	1.40	0.70	1.40	0.00		0.35	91.26	100
1400	1.05	0.70	2.10	0.35	0.35	0.35	1.40	0.70	1.40	0.35		0.35	90.91	100
1430	1.40	0.70	2.10	0.00	0.35	0.35	2.10	0.70	1.05	0.35		0.70	90.21	100
1500	2.10	0.35	1.75	0.00	0.70	0.35	1.40	0.70	1.05	1.05		0.70	89.86	100
1530	2.10	0.35	1.75	0.00	0.35	1.05	1.05	1.05	1.40	1.05		0.70	89.16	100
1600	2.80	0.35	1.75	1.05	0.35	1.75	1.75	1.05	1.05	1.05		0.70	86.36	100
1630	2.80	0.35	2.80	0.70	0.00	1.05	1.40	0.70	1.05	0.70	0.00		88.46	100
1700	2.80	0.35	3.15	1.05	0.00	0.70	1.40	0.70	1.75	0.70	0.35		87.06	100
1730	2.45	0.35	3.85	0.70	0.00	0.70	1.75	0.70	2.10	1.05	0.00		86.36	100
1800	2.10	0.70	2.80	1.05	0.00	0.70	0.70	0.70	2.45	1.05	0.00		87.76	100
1830	1.05	0.35	1.05	0.70	0.00	1.75	0.70	1.75	2.10	0.70	0.00		89.86	100
1900	1.05	0.70	1.05	0.35	0.00	1.05	1.75	2.10	2.10	0.70	0.00		89.16	100
1930	0.70	1.05	1.05	0.00	0.35	1.05	1.05	1.75	1.40	0.00	0.00		91.61	100
2000	1.40	0.35	1.40	0.70	0.00	0.70	0.00	0.35	0.35	0.00	0.00		94.76	100
2030	1.05	0.35	1.75	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00		95.45	100
2100	0.70	0.70	1.40	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.00		95.45	100
2130	0.35	0.70	1.40	0.00	0.00	0.00	0.70	1.05	0.35	0.00	0.00		95.45	100
2200	0.70	0.70	1.75	0.00	0.00	0.00	1.05	1.05	0.00	0.00	0.00		94.76	100
2230	0.00	0.70	1.40	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00		96.50	100
2300	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00		97.20	100
2330	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		98.60	100
average	1.65	0.31	2.02	0.60	0.11	0.47	1.69	0.65	0.86	0.24	0.01	0.61	91.59	100
maximum	5.59	1.05	5.24	2.10	0.70	1.75	4.20	2.10	2.45	1.05	0.35	1.05	100.00	100
std. dev.	1.61	0.27	1.67	0.69	0.18	0.52	1.25	0.55	0.80	0.37	0.07	0.27	6.82	
average for 0600-2400 hrs	2.20	0.41	2.68	0.80	0.15	0.63	1.69	0.85	1.15	0.32	0.02	0.61	88.80	

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



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

	RM1	RM2	SUPER 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		0.35	0.00	0.00	0.00		99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.65	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.30	100
0530	0.35	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.30	100
0600	1.75	0.35	1.75	1.40	0.00	0.00	1.40	0.35	0.00	0.00			93.01	100
0630	1.75	0.35	2.80	1.40	0.00	0.00	2.10	0.35	0.00	0.00			91.26	100
0700	3.85	0.35	4.55	1.75	0.00	0.00	2.45	0.70	0.35	0.35		0.00	85.66	100
0730	4.20	0.35	3.50	1.40	0.00	0.70	2.45	0.70	1.05	0.35		0.00	85.31	100
0800	5.24	0.35	4.20	1.75	0.00	0.70	2.10	1.05	0.70	0.35		0.35	83.22	100
0830	4.55	0.00	4.20	1.40	0.00	0.35	2.45	1.40	0.35	0.00		0.35	84.97	100
0900	4.20	0.35	5.94	0.70	0.00	0.35	2.45	1.75	1.05	0.00		0.70	82.52	100
0930	3.85	0.35	8.04	1.05	0.00	0.70	2.80	1.40	2.10	0.35		0.70	78.67	100
1000	5.59	0.70	7.69	0.35	0.00	1.05	2.45	1.40	1.75	0.35		0.70	77.97	100
1030	5.59	0.35	6.99	0.00	0.00	1.05	1.75	1.75	1.75	0.35		0.70	79.72	100
1100	5.24	0.35	6.29	0.00	0.35	0.70	1.75	1.40	1.75	0.35		0.70	81.12	100
1130	4.55	0.35	6.64	0.35	0.35	0.35	2.10	1.75	1.75	0.00		0.70	81.12	100
NOON	4.90	0.35	5.94	2.10	0.00	0.35	3.15	1.40	1.05	0.00		0.70	80.07	100
1230	1.40	0.00	3.15	1.05	0.00	0.35	2.10	1.40	0.70	0.00		0.70	89.16	100
1300	1.05	0.00	2.80	0.35	0.00	0.35	1.40	1.40	1.05	0.00		0.70	90.91	100
1330	1.75	0.00	2.80	0.35	0.00	0.35	1.75	1.40	1.05	0.00		0.70	89.86	100
1400	1.75	0.00	2.45	0.70	0.00	0.70	1.75	1.40	1.40	0.35		0.70	88.81	100
1430	2.45	0.00	2.80	0.70	0.00	0.35	1.75	1.05	1.75	0.35		0.70	88.11	100
1500	2.80	0.00	1.75	0.35	0.00	1.40	2.10	1.05	1.75	0.70		0.70	87.41	100
1530	2.80	0.35	1.05	0.35	0.00	1.05	2.10	1.05	2.45	1.05		0.70	87.06	100
1600	3.50	0.35	2.10	0.00	0.00	1.05	1.40	1.05	2.80	1.05		0.35	86.36	100
1630	3.15	0.35	2.45	0.00	0.00	1.40	1.40	1.40	3.15	0.70	0.00		86.01	100
1700	3.15	0.70	2.10	1.75	0.00	1.40	2.10	1.05	2.80	0.35	0.00		84.62	100
1730	2.10	0.00	2.45	1.75	0.00	1.05	2.10	1.05	3.15	0.35	0.00		86.01	100
1800	2.45	0.35	2.10	1.40	0.00	0.70	1.40	0.70	2.80	0.35	0.00		87.76	100
1830	1.40	0.35	1.40	1.05	0.00	0.35	1.75	0.70	2.10	0.35	0.00		90.56	100
1900	1.05	0.35	1.05	0.35	0.00	0.00	1.75	0.35	1.40	0.35	0.00		93.36	100
1930	1.05	0.35	0.00	0.00	0.00	0.00	0.70	0.35	1.05	0.70	0.00		95.80	100
2000	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.35	0.00		97.20	100
2030	0.70	0.00	0.00	0.00	0.00	0.70	0.35	0.70	0.00	0.35	0.00		97.20	100
2100	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.00		98.25	100
2130	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00		98.25	100
2200	0.35	0.00	0.35	0.00	0.00	0.00	1.05	0.35	0.00	0.00	0.00		97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00		98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.70	0.00	0.00	0.00		98.25	100
average	1.89	0.16	2.10	0.50	0.01	0.39	1.66	0.81	0.90	0.20	0.00	0.57	91.57	100
maximum	5.59	0.70	8.04	2.10	0.35	1.40	3.15	1.75	3.15	1.05	0.00	0.70	99.65	100
std. dev.	1.84	0.20	2.36	0.65	0.07	0.44	0.72	0.48	1.01	0.27	0.00	0.23	7.16	
average for 0600-2400 hrs	2.50	0.21	2.80	0.66	0.02	0.51	1.66	0.96	1.20	0.27	0.00	0.57	88.90	

\*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.

### *7.8.0 Thursday*

7.8.1 Thursday is also a good day for Super 1 Radio, with a peak audience level of 7.69%, reached at 9.30 a.m. The station's afternoon audience is not as strong. Its evening audience is, as on other days, relatively poor.

7.8.2 Radio Malta 1 has again a stable morning audience with a peak of 3.85% at 7.00 a.m., and retains a stable audience in the afternoon of around 2% until 3.30 p.m. and 2.00 p.m. in the late afternoon.

7.8.3 Smash Radio has a stable audience during the late morning, with an average level of 3%. In the afternoon, it reaches a peak at 4.30 p.m., with 3.85%.

7.8.3 RTK has a consistently stable morning audience with peak of 3.85% at noon, and retains a stable audience in the afternoon. On this day, Radio 101 has a stable morning audience with a peak of 4.20% at 9.00 a.m.

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 between 9.00 and 9.30 a.m., its usually good time-slot, with 3.85%.

7.9.2 Smash Radio has a higher than usual morning audience; the station reaching an unusual peak of 3.15% at 10.00a.m.. In the afternoon, its largest audience was registered at 5.30 p.m., at 4.55%.

7.9.3 RTK has a consistently morning audience, with the largest audience level registered between noon and 1.00 p.m. (3.85%). On this day, Radio 101 also had its best audiences in the morning, peaking at 10.00 p.m., with 4.20%. Radio Malta's morning performance remains quite good, with the highest level reached at noon with 3.85%.

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\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UPI 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		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.75	0.35	2.10	1.05	0.00	0.00	1.40	0.00	0.00	0.00			93.36	100
0630	2.45	0.70	3.50	1.05	0.00	0.00	2.10	0.00	0.00	0.00			90.21	100
0700	3.85	0.70	4.55	3.15	0.00	0.00	2.45	0.35	0.70	0.00		0.35	83.92	100
0730	3.15	0.70	4.90	3.85	0.35	0.35	2.10	0.35	0.70	0.00		0.35	83.22	100
0800	3.50	1.05	6.64	3.50	0.70	0.00	2.10	1.05	1.40	0.70		1.05	78.32	100
0830	2.80	0.70	6.64	3.15	0.70	0.00	2.45	1.40	1.40	0.70		1.05	79.02	100
0900	2.80	0.35	6.64	4.20	0.35	0.00	2.80	1.75	2.45	0.70		1.05	76.92	100
0930	2.10	0.35	7.69	3.15	0.35	0.00	2.80	2.10	2.80	0.70		1.05	76.92	100
1000	3.15	0.35	6.64	2.45	0.35	0.35	2.80	1.75	2.80	0.70		1.40	77.27	100
1030	2.80	0.35	5.59	2.10	0.35	0.35	2.80	1.75	2.80	0.70		1.40	79.02	100
1100	2.80	0.70	4.20	2.45	0.35	0.35	3.15	1.40	2.80	0.70		1.40	79.72	100
1130	2.45	0.70	4.90	2.10	0.35	0.70	3.15	1.05	2.45	0.70		1.40	80.07	100
NOON	2.45	0.70	4.55	3.50	0.35	0.35	3.85	0.70	1.75	0.35		1.05	80.42	100
1230	2.10	0.35	3.15	2.10	0.70	0.35	2.10	0.00	1.75	0.35		1.05	86.01	100
1300	1.75	0.35	2.45	1.05	0.70	0.35	1.40	0.70	1.75	0.35		0.70	88.46	100
1330	2.10	0.35	2.45	0.70	0.70	0.35	1.05	0.70	2.10	0.70		0.70	88.11	100
1400	2.10	0.00	1.75	1.05	0.70	0.35	1.75	0.70	2.45	1.05		0.70	87.41	100
1430	2.10	0.00	2.10	1.05	0.35	0.35	2.45	0.70	2.45	1.05		1.05	86.36	100
1500	2.10	0.00	1.05	1.75	0.35	0.70	2.10	0.70	2.45	1.40		1.05	86.36	100
1530	1.75	0.00	0.70	1.40	0.35	0.35	2.10	0.70	2.10	1.05		1.05	88.46	100
1600	1.75	0.35	1.05	2.10	0.70	0.35	2.45	0.70	3.50	1.40		1.05	84.62	100
1630	1.05	0.35	1.05	1.05	0.70	0.35	1.40	0.70	3.85	1.40	0.00		88.11	100
1700	1.05	0.70	1.05	2.45	0.35	0.70	2.45	1.05	3.50	1.05	0.00		85.66	100
1730	0.70	0.35	1.05	2.45	0.35	0.35	1.75	1.05	3.15	1.05	0.00		87.76	100
1800	1.40	0.70	1.05	2.45	0.35	0.70	2.10	2.10	1.75	0.70	0.00		86.71	100
1830	0.70	0.00	1.75	1.75	0.35	0.70	2.45	1.05	0.35	1.05	0.00		89.86	100
1900	0.35	0.00	0.35	1.05	0.35	0.35	1.40	0.35	0.00	1.40	0.00		94.41	100
1930	0.35	0.00	0.35	1.40	0.00	0.35	1.75	0.35	0.00	1.05	0.00		94.41	100
2000	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00		98.60	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00		98.60	100
2100	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00		98.25	100
2130	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00		98.25	100
2200	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.70	0.35	0.00	0.00		97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.25	100
2300	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00		98.95	100
average	1.25	0.23	1.89	1.24	0.23	0.22	1.88	0.57	1.13	0.44	0.00	0.99	90.98	100
maximum	3.85	1.05	7.69	4.20	0.70	0.70	3.85	2.10	3.85	1.40	0.00	1.40	100.00	100
std. dev.	1.17	0.30	2.32	1.28	0.26	0.23	0.86	0.61	1.26	0.49	0.00	0.31	8.08	
average for 0600-2400 hrs	1.65	0.31	2.53	1.65	0.31	0.29	1.88	0.76	1.51	0.59	0.00	0.99	88.00	

\*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.



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

	RM1	RM2	SUPER 1	101	IS	DAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.35	0.00	0.00		0.35	0.00	0.00	0.00		99.30	100
0030	0.00	0.00	0.00	0.35	0.00	0.00		0.35	0.00	0.00	0.00		99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.75	0.35	2.10	0.35	0.35	0.35	0.70	0.00	0.00	0.00			94.06	100
0630	1.75	0.00	3.85	0.70	0.35	0.35	1.75	0.00	0.00	0.35			90.91	100
0700	2.80	0.70	5.24	3.15	0.35	0.00	2.45	0.35	1.05	0.70		1.05	82.17	100
0730	2.80	0.35	5.59	3.50	0.35	0.00	1.75	0.35	1.05	0.70		1.05	82.52	100
0800	3.15	0.35	7.69	4.20	0.35	0.35	1.75	0.00	1.40	1.40		1.40	77.97	100
0830	3.15	0.00	7.34	4.20	0.70	0.35	1.75	0.00	2.10	1.75		1.40	77.27	100
0900	3.85	0.00	7.69	4.20	0.70	0.35	2.45	0.35	2.45	2.45		1.05	74.48	100
0930	3.50	0.00	8.39	3.85	0.35	0.35	3.15	0.35	2.80	2.10		1.40	73.78	100
1000	2.80	0.00	7.34	4.20	0.35	0.35	3.15	0.35	3.15	1.75		1.75	74.83	100
1030	2.45	0.00	6.99	3.85	0.35	0.35	3.50	0.35	2.80	2.45		1.75	75.17	100
1100	2.45	0.00	5.94	3.50	0.35	0.35	3.50	0.35	3.15	2.45		1.75	76.22	100
1130	2.45	0.00	6.64	3.15	0.35	0.35	2.80	0.35	2.10	2.45		1.75	77.62	100
NOON	2.80	0.00	4.55	2.10	0.35	0.00	3.85	0.00	1.75	1.40		1.40	81.82	100
1230	1.75	0.00	3.50	1.75	0.35	0.00	3.85	0.00	1.05	1.40		1.40	84.97	100
1300	1.40	0.00	3.15	1.40	0.70	0.00	2.45	0.35	1.40	0.70		1.05	87.41	100
1330	1.05	0.00	2.80	1.05	1.05	0.35	1.75	0.00	1.75	1.05		1.05	88.11	100
1400	1.40	0.00	1.75	1.05	1.05	0.35	1.75	0.00	1.75	1.40		1.40	88.11	100
1430	1.40	0.00	1.40	1.05	0.70	0.35	2.10	0.00	1.40	1.75		1.75	88.11	100
1500	1.40	0.00	2.10	1.75	1.05	0.70	2.80	0.00	1.75	1.75		1.75	84.97	100
1530	1.05	0.00	2.10	1.75	1.05	0.70	2.45	0.35	1.75	1.05		1.75	86.01	100
1600	1.40	0.00	2.80	2.80	1.05	1.05	1.40	0.70	3.50	1.40		0.70	83.22	100
1630	1.40	0.00	2.80	2.10	1.40	0.70	1.40	0.70	3.85	1.05	0.00		84.62	100
1700	1.05	0.00	2.10	2.80	0.35	0.35	1.40	0.70	4.20	1.05	0.00		86.01	100
1730	0.70	0.35	1.75	3.15	0.00	0.00	1.05	1.05	4.55	1.05	0.00		86.36	100
1800	0.70	0.35	0.70	3.15	0.00	0.35	1.40	1.75	3.85	1.05	0.00		86.71	100
1830	0.35	0.00	1.05	2.45	0.00	0.35	1.40	1.75	2.45	1.05	0.00		89.16	100
1900	0.00	0.35	0.35	1.40	0.35	0.35	1.40	2.10	1.40	1.05	0.00		91.26	100
1930	0.00	0.70	1.05	0.35	0.35	0.00	0.35	1.05	1.05	0.35	0.00		94.76	100
2000	0.70	0.70	0.35	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00		96.50	100
2030	0.00	0.35	0.00	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00		97.55	100
2100	0.00	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00		98.60	100
2130	0.00	0.00	0.00	1.05	0.00	0.35	0.00	0.00	0.35	0.00	0.00		98.25	100
2200	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00		98.60	100
2230	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.30	100
2300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		98.95	100
2330	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	1.09	0.09	2.29	1.54	0.32	0.20	1.68	0.31	1.28	0.77	0.00	1.40	90.28	100
maximum	3.85	0.70	8.39	4.20	1.40	1.05	3.85	2.10	4.55	2.45	0.00	1.75	100.00	100
std. dev.	1.16	0.20	2.67	1.46	0.37	0.25	1.16	0.49	1.34	0.82	0.00	0.32	8.84	
average for 0600-2400 hrs	1.46	0.13	3.03	2.04	0.43	0.26	1.68	0.40	1.71	1.03	0.00	1.40	87.10	

\*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 5.59% at 9.30 a.m. Early afternoon audiences are also good, but they pick up in mid-afternoon and reach their highest point between 4.00 p.m. and 4.30 p.m. with 4.20%.

7.10.2 Smash Radio has a very good audience in the morning, with a peak of 3.85% audience level reached between 10.30 a.m. and 11.30 a.m.

7.10.3 RTK has a consistent morning audience increasing to a peak 3.50% at noon. 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 9.30 a.m. of 4.90%. On this day, Radio 101's best performance is reached between 9.00 a.m. and 10.00 a.m. with a 4.90% 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 also good, with an audience level hovering around the 5% level between 9.00 a.m. and noon. In the late afternoon, audience levels hover around the 3% level but reach a peak of 4.55% at 6.00 p.m.

7.11.2 RTK's largest morning audience is recorded at 10.30 a.m. and 11.00 a.m. with 3.85% level, whilst that of Radio Malta 1 registers a peak of 3.15% at 9.00 a.m. This station retains a constant audience in the morning until noon but its afternoon and evening audience levels are not strong. On this day, Live FM has an interesting peak between 11.30 a.m. and 12.30 p.m., with 3.50%. Bay Radio registers a peak of 2.45% at 11.30 a.m. Radio 101's best audience was registered between 10.00 a.m. and 11.00 a.m., with 4.9%. Radio Malta's morning performance remains quite good, with a peak of 3.15% between 9.00 a.m. and 9.30 a.m. Smash Radio has an audience that peaks at 10.00 a.m. with 3.50%.

7.11.3 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\*)

	RM1	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		100.00	100
0030	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0100	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0130	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0200	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0230	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0300	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0330	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.00	0.35	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			99.65	100
0530	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.30	100
0600	0.70	0.35	2.45	1.05	0.00	0.00	0.35	0.00	0.35	0.00			94.76	100
0630	0.70	0.35	3.15	1.40	0.00	0.00	0.70	0.00	0.35	0.00			93.36	100
0700	1.05	0.70	4.20	2.10	0.00	0.00	1.40	0.35	0.70	0.35		0.00	89.16	100
0730	2.10	0.70	4.20	2.80	0.35	0.00	1.40	0.35	1.05	0.35		0.00	86.71	100
0800	3.15	0.35	4.90	4.90	0.35	0.00	1.75	0.35	0.70	0.35		0.00	83.22	100
0830	3.85	0.00	4.90	4.90	0.35	0.00	1.40	0.70	1.05	0.35		0.00	82.52	100
0900	4.90	0.00	5.59	3.50	0.35	0.70	2.45	1.05	2.10	0.70		0.35	78.32	100
0930	4.90	0.00	4.90	3.85	0.70	1.05	2.10	1.05	2.45	0.70		0.35	77.97	100
1000	4.20	0.00	5.24	4.20	0.70	1.05	2.45	0.70	3.50	1.75		0.35	75.87	100
1030	3.50	0.00	5.59	3.50	0.70	1.40	2.45	0.70	3.85	1.75		0.00	76.57	100
1100	3.15	0.00	4.90	3.15	0.70	1.40	2.45	0.70	3.85	1.75		0.00	77.97	100
1130	3.15	0.00	5.24	3.15	0.35	1.05	2.45	0.70	3.15	1.75		0.00	79.02	100
NOON	3.50	0.00	5.59	3.15	0.00	0.35	3.50	0.70	2.80	1.05		0.00	79.37	100
1230	2.10	0.00	3.85	1.75	0.00	0.00	2.80	0.35	1.75	0.35		0.00	87.06	100
1300	2.10	0.00	3.15	1.40	0.35	0.00	2.10	1.05	1.05	0.35		0.00	88.46	100
1330	1.75	0.00	2.45	1.40	0.70	0.35	1.40	0.70	1.05	0.35		0.00	89.86	100
1400	1.40	0.00	2.80	1.40	0.70	0.35	1.40	0.35	1.05	0.35		0.00	90.21	100
1430	1.05	0.00	3.15	1.40	0.35	0.35	1.75	0.35	1.05	0.35	0.00		89.86	100
1500	1.40	0.00	3.50	1.05	0.35	0.35	1.40	0.35	1.40	0.35	0.00		89.51	100
1530	1.05	0.00	3.50	1.05	0.35	0.00	1.75	0.70	0.70	0.00	0.00		90.56	100
1600	1.40	0.00	4.20	1.05	0.35	0.70	1.40	0.70	2.45	0.00	0.00		87.76	100
1630	1.05	0.00	3.50	1.40	0.35	0.70	1.40	1.05	2.45	0.00	0.00		88.11	100
1700	1.05	0.00	3.50	2.80	0.35	0.70	1.40	1.05	1.40	0.00	0.00		87.76	100
1730	0.70	0.00	3.15	2.45	0.35	0.70	1.05	1.05	1.05	0.00	0.00		89.51	100
1800	0.70	0.00	3.15	2.10	0.35	0.70	1.05	1.40	1.40	0.00	0.00		89.16	100
1830	0.35	0.00	3.15	2.10	0.00	0.35	1.05	1.05	0.70	0.00	0.00		91.26	100
1900	0.35	0.00	1.75	0.70	0.00	0.35	2.10	0.70	0.70	0.00	0.00		93.36	100
1930	0.35	0.35	1.05	0.35	0.00	0.70	0.35	0.35	1.05	0.00	0.00		95.45	100
2000	0.35	0.00	0.35	0.70	0.00	0.35	0.70	0.00	0.35	0.00	0.00		97.20	100
2030	0.00	0.00	0.70	0.70	0.00	0.70	0.70	0.35	0.00	0.00	0.00		96.85	100
2100	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.35	0.00	0.00		97.55	100
2130	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		97.90	100
2200	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.90	100
2230	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		98.25	100
2300	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		98.60	100
2330	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		91.68	100
average	1.17	0.06	2.35	1.51	0.19	0.30	1.38	0.44	0.96	0.27	0.00	0.07	100.00	100
maximum	4.90	0.70	5.59	4.90	0.70	1.40	3.50	1.40	3.85	1.75	0.00	0.35	100.00	100
std. dev.	1.43	0.16	1.96	1.33	0.25	0.40	0.86	0.39	1.10	0.50	0.00	0.14	7.53	
average for 0600-2400 hrs	1.55	0.08	3.11	1.92	0.25	0.40	1.38	0.58	1.28	0.36	0.00	0.07	89.02	

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

	RM 1	RM 2	SUPER 1	101	IS	EAY	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		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0500	0.35	0.00	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		0.00	0.00	0.00			99.30	100
0600	0.70	0.00	1.05	1.05	0.00	0.00	0.70	0.35	0.35	0.00			95.80	100
0630	1.05	0.35	1.40	1.05	0.00	0.00	0.70	0.70	0.35	0.35			94.06	100
0700	1.40	0.35	3.15	2.10	0.00	0.00	0.70	0.70	1.05	0.35		0.00	90.21	100
0730	1.05	0.70	3.15	1.75	0.35	0.00	0.70	1.40	1.05	0.35		0.00	89.51	100
0800	2.45	0.35	4.55	3.15	0.35	0.70	1.40	1.40	1.75	0.00		0.35	83.57	100
0830	2.45	0.35	4.20	3.85	0.35	0.70	1.40	1.40	1.40	0.35		0.70	82.87	100
0900	3.15	0.35	4.90	4.20	0.00	1.05	2.10	0.70	2.45	0.35		0.70	80.07	100
0930	2.10	0.35	4.55	4.20	0.00	1.75	2.80	0.70	2.80	0.00		0.70	80.07	100
1000	2.10	0.35	4.90	4.90	0.00	2.10	3.85	1.05	3.50	0.35		0.35	76.57	100
1030	2.80	0.35	4.90	4.90	0.00	1.75	4.20	1.40	3.15	0.35		0.00	76.22	100
1100	2.10	0.35	5.24	4.20	0.00	2.45	3.85	2.45	2.10	0.35		0.00	76.92	100
1130	2.45	0.35	5.59	3.85	0.00	2.10	3.15	3.15	2.45	0.35		0.00	76.57	100
NOON	2.80	0.35	4.90	2.45	0.00	1.05	3.15	3.15	2.45	0.35		0.35	79.02	100
1230	0.35	0.35	3.15	1.75	0.00	0.70	2.10	1.75	2.10	0.00		0.35	87.41	100
1300	0.35	0.70	2.45	2.10	0.00	0.35	0.70	0.00	1.75	0.00		0.00	91.61	100
1330	0.35	0.35	2.10	2.10	0.00	0.35	0.35	0.00	1.40	0.00		0.00	93.01	100
1400	0.70	0.70	2.45	1.75	0.00	0.35	0.35	0.35	0.70	0.00		0.00	92.66	100
1430	0.70	0.70	2.10	1.75	0.00	0.35	0.70	0.35	1.05	0.00	0.00		92.31	100
1500	0.70	0.70	1.75	1.75	0.00	0.70	0.70	0.35	1.75	0.00	0.00		91.61	100
1530	0.70	0.70	1.75	1.75	0.35	0.70	0.35	0.35	1.40	0.00	0.00		91.96	100
1600	1.05	0.70	2.10	1.40	0.35	0.70	0.70	0.35	1.05	0.00	0.00		91.61	100
1630	1.05	0.70	2.10	1.05	0.00	0.70	0.70	0.00	0.70	0.00	0.00		93.01	100
1700	1.05	0.70	2.10	1.40	0.00	0.70	1.05	0.00	0.70	0.35	0.00		91.96	100
1730	0.70	0.70	3.15	1.75	0.00	0.70	1.05	0.00	0.35	0.35	0.00		91.26	100
1800	0.70	0.70	4.55	1.75	0.00	0.35	0.70	0.00	1.05	0.35	0.00		89.86	100
1830	0.70	0.70	3.50	1.40	0.00	0.00	0.70	0.00	1.05	0.35	0.00		91.61	100
1900	0.35	0.70	3.50	1.05	0.00	0.00	0.70	0.35	1.05	0.00	0.00		92.31	100
1930	0.35	0.70	2.80	0.70	0.00	0.00	1.40	0.35	0.00	0.00	0.00		93.71	100
2000	0.35	0.70	1.75	0.00	0.00	0.00	0.70	0.35	0.35	0.00	0.00		95.80	100
2030	0.35	0.35	1.75	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00		96.15	100
2100	0.35	0.35	1.40	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00		96.85	100
2130	0.35	0.00	1.05	0.35	0.00	0.00	0.00	1.05	0.00	0.00	0.00		97.20	100
2200	0.35	0.00	1.05	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00		97.20	100
2230	0.35	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.90	100
2300	0.35	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	0.84	0.33	2.11	1.36	0.04	0.42	1.19	0.58	0.87	0.10	0.00	0.23	92.37	100
maximum	3.15	0.70	5.59	4.90	0.35	2.45	4.20	3.15	3.50	0.35	0.00	0.70	100.00	100
std. dev.	0.86	0.29	1.75	1.48	0.11	0.64	1.15	0.77	0.97	0.16	0.00	0.28	7.34	
average for 0600-2400 hrs	1.08	0.44	2.81	1.82	0.05	0.56	1.19	0.78	1.16	0.14	0.00	0.23	89.89	

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

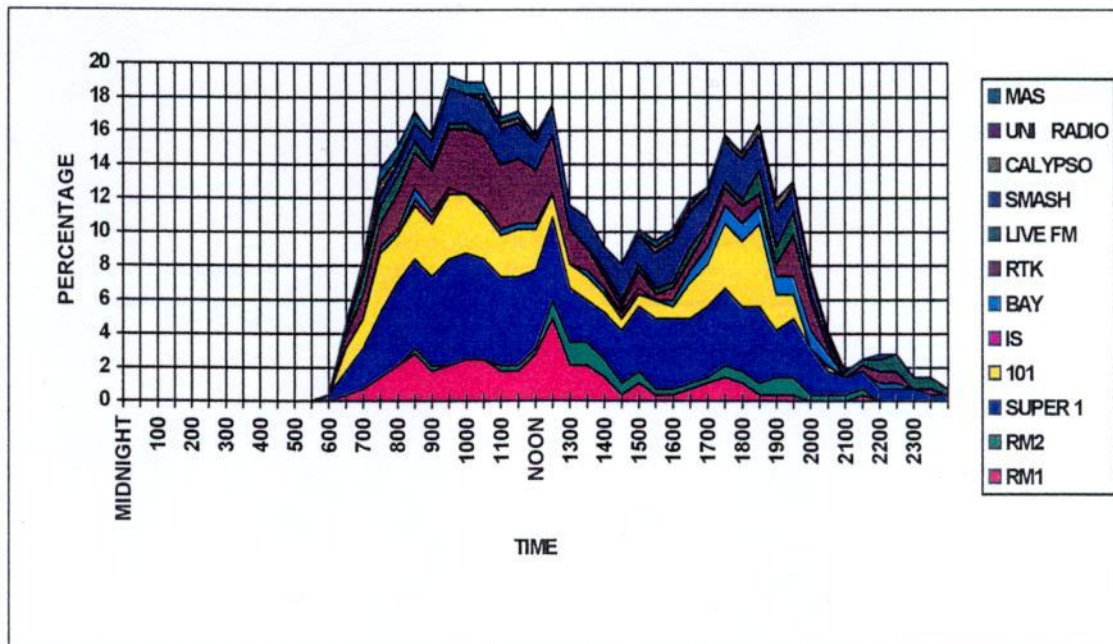


Fig 7.3: Radio Audiences - Monday

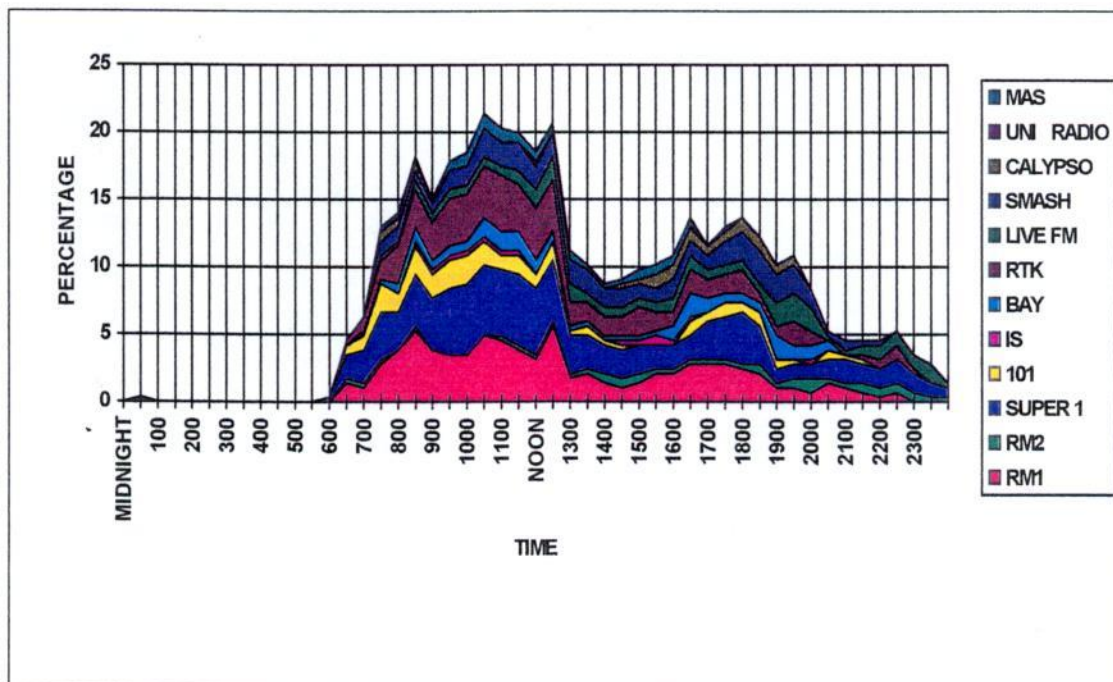


Fig 7.4: Radio Audiences - Tuesday



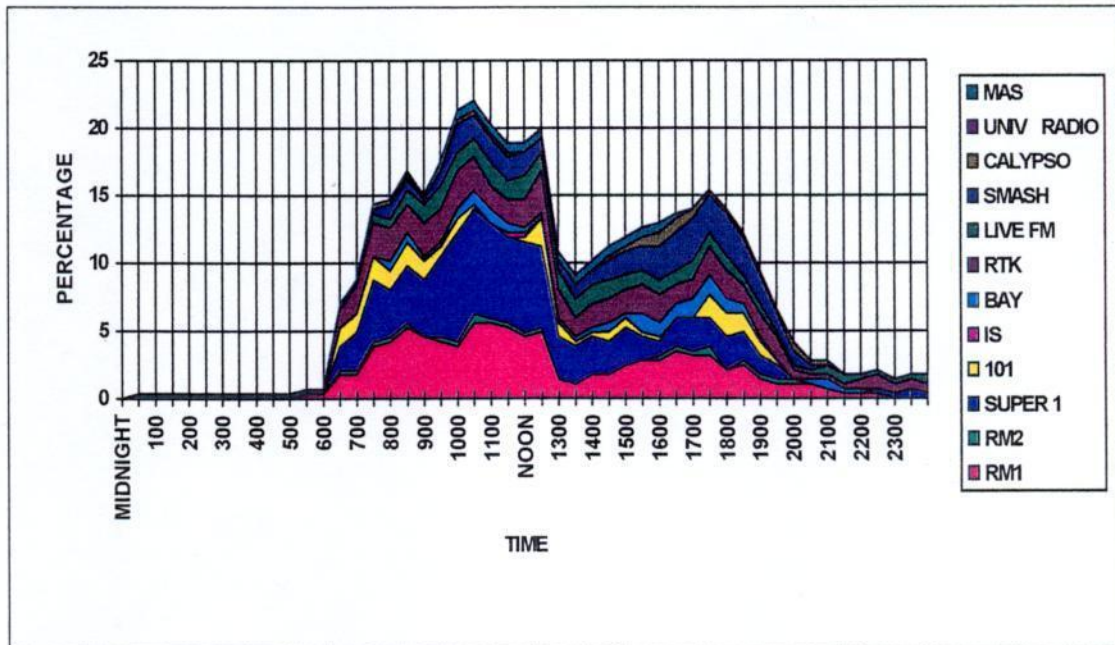


Fig 7.5: Radio Audiences - Wednesday

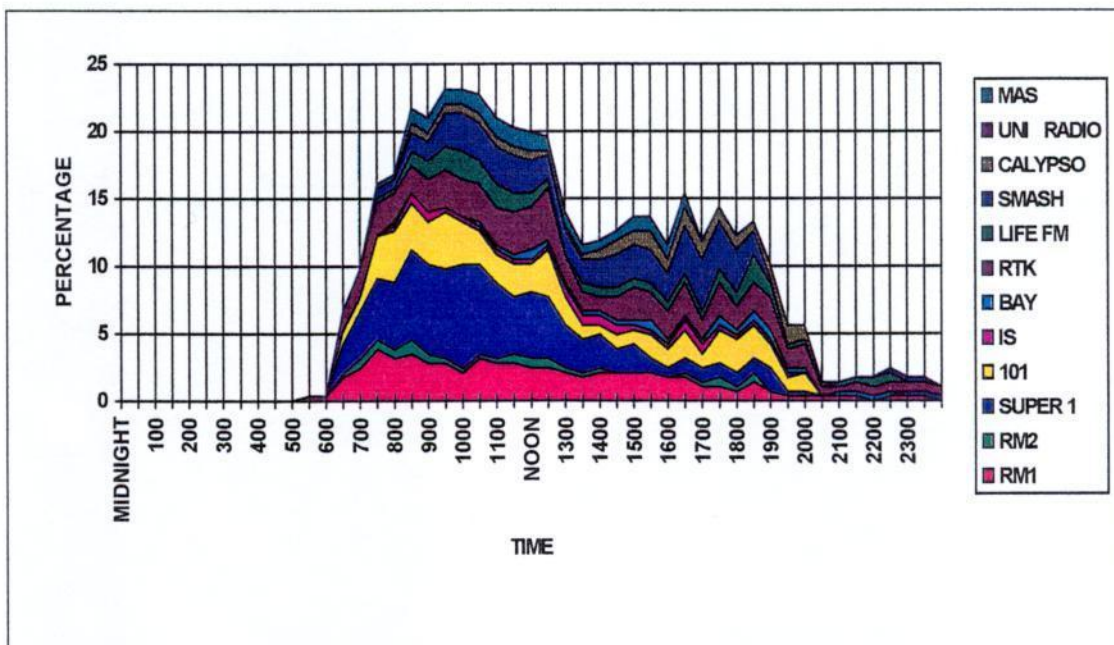


Fig 7.6: Radio Audiences - Thursday

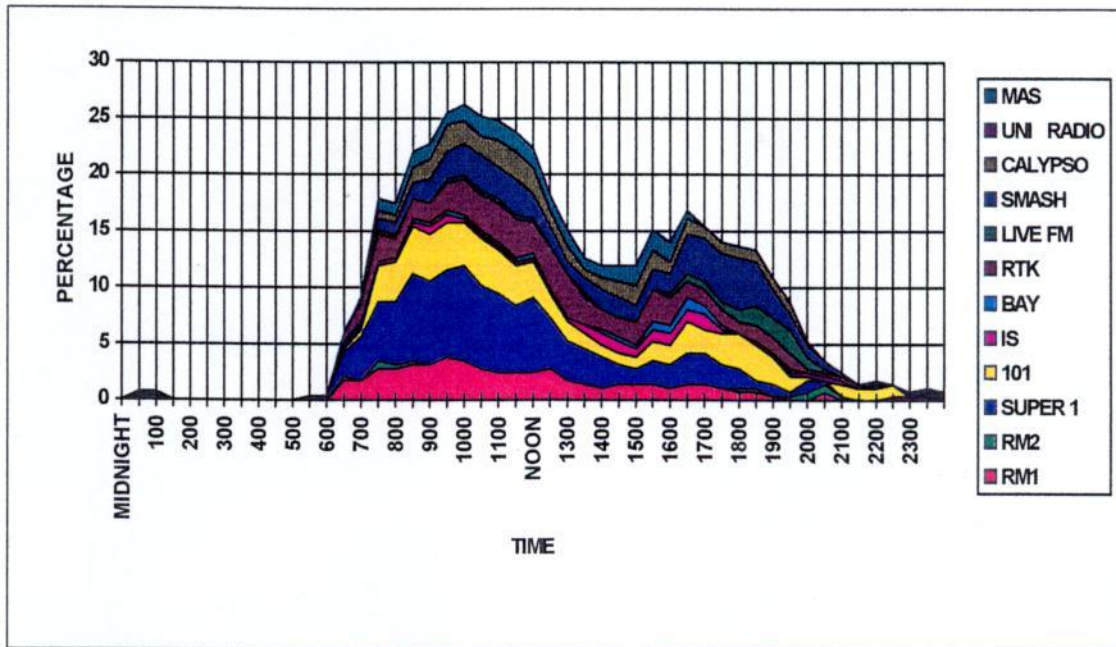


Fig 7.7: Radio Audiences - Friday

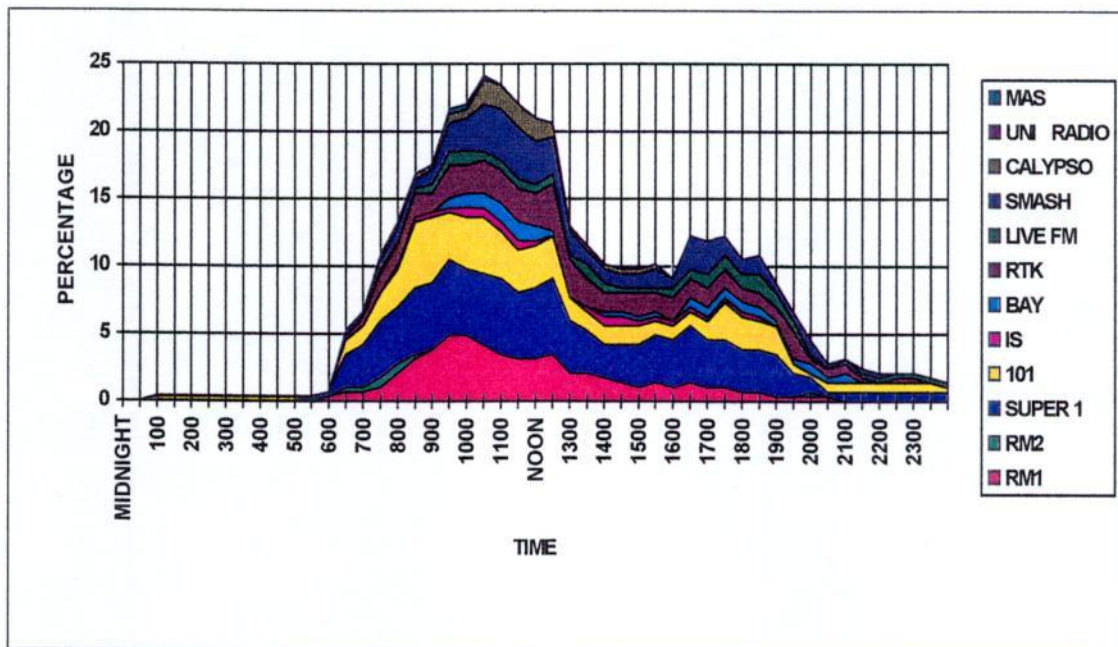


Fig 7.8: Radio Audiences - Saturday

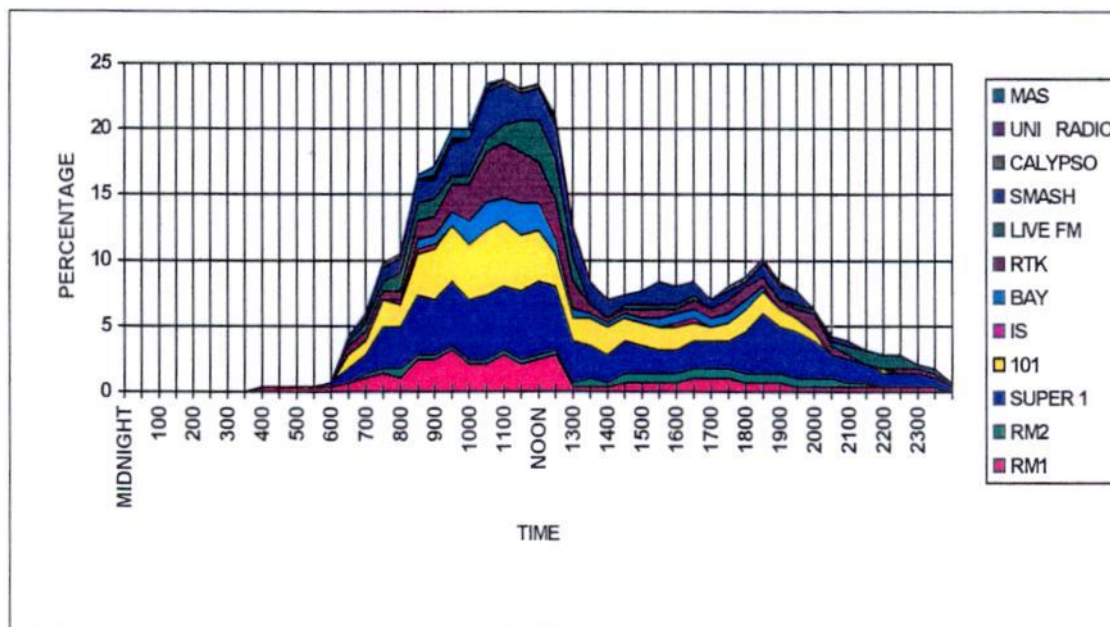


Fig 7.9: Radio Audiences - Sunday

#### 7.12.0 Radio Audience Share 1995-1997

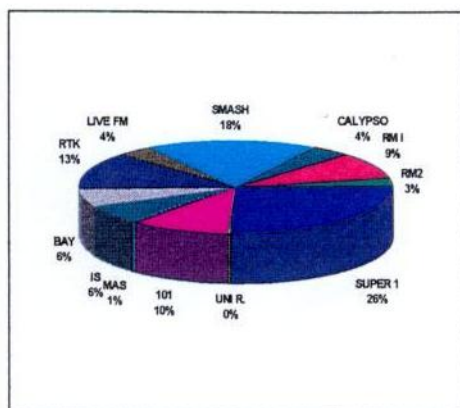
7.1.2.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels for 1995 and 1996, computed on the basis of available time-slots for each station during the hours each individual station is on air. The 1996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

7.1.2.2 For 1997, the data is presented in a separate Table, namely Table 7.4, in view of the directive of the Broadcasting Authority to collapse the figures obtained by University Radio and Radju MAS into one statistic. Direct comparison for the other stations except these two is therefore possible with the 1995 and 1996 figures in Table 7.3. When compared with the 1996 figures, the 1997 figures for all stations show that the trend was for a loss of audience in absolute terms: the percentages in the Tables clearly show this. The only exceptions where gain was registered are in respect of Radio 101 and Live FM. As regards the relative strength of each individual station, except for those grouped under the UNI/MAS banner, an examination of Figures 7.10 and 7.11 show that RTK registered no change. But the following changes were registered: Radio 101 (+7%), Island Sound (-2%), Live FM (+4%), Smash Radio (+2%), Radio Malta 1 (+1%), Radio Malta 2 (-2%), Bay Radio (-4%), Radio Calypso (-2%) and Super 1 (-1%). Figure 7.11 reproduces the data in Table 7.3 in graphic format.

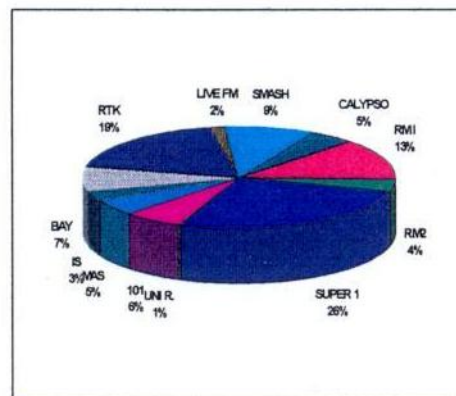
**Table 7.3-1: Daily Average Audience Levels - Radio 1995-96**  
(computed on the basis of available time-slot for each station)

	RM1	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





1995



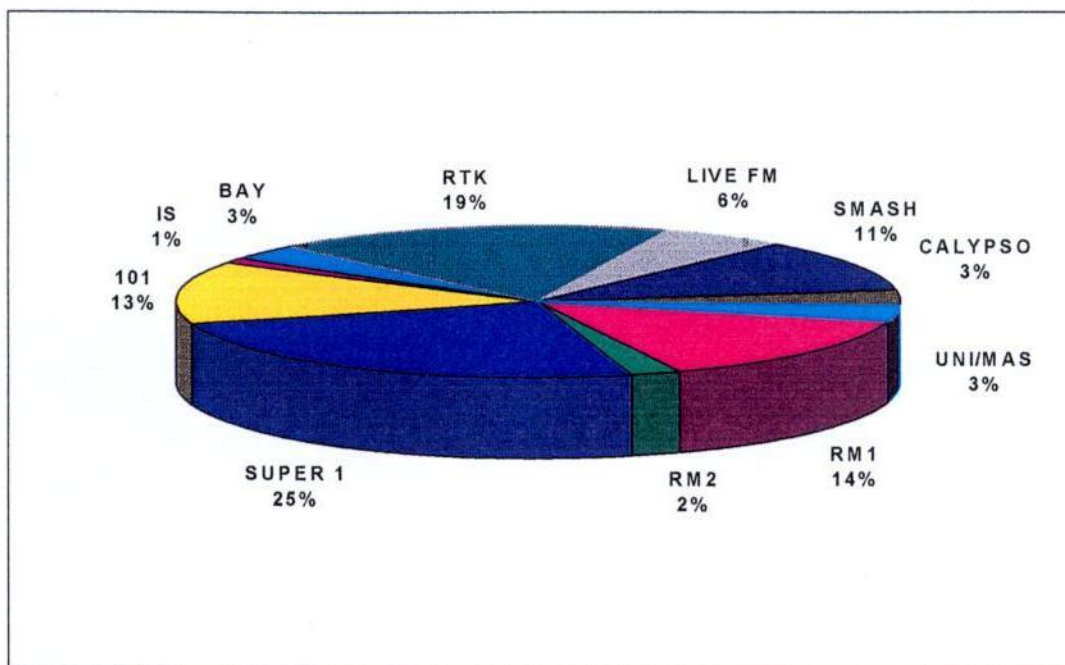
1996

**Fig. 7.10: Daily Average Audience Radio Levels: 1995 & 1996**

**Table 7.3-2: Daily Average Audience Levels - Radio 1997**

(computed on the basis of audiences between 6.00 a.m. - midnight; University Radio and Radju MAS figures combined as directed by the Broadcasting Authority, as par. 2.4 above)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI/MAS
Daily Average	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.3



**Fig. 7.11: Daily Average Audience Radio Levels - 1997**

## 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 Mediaset, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title "Other Italian Stations". Those stations 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". In respect of Super 1 TV (which does not transmit for the full 24 hours per day), 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. The figures for all stations are accordingly comparable to those given in the 1996 study.

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').

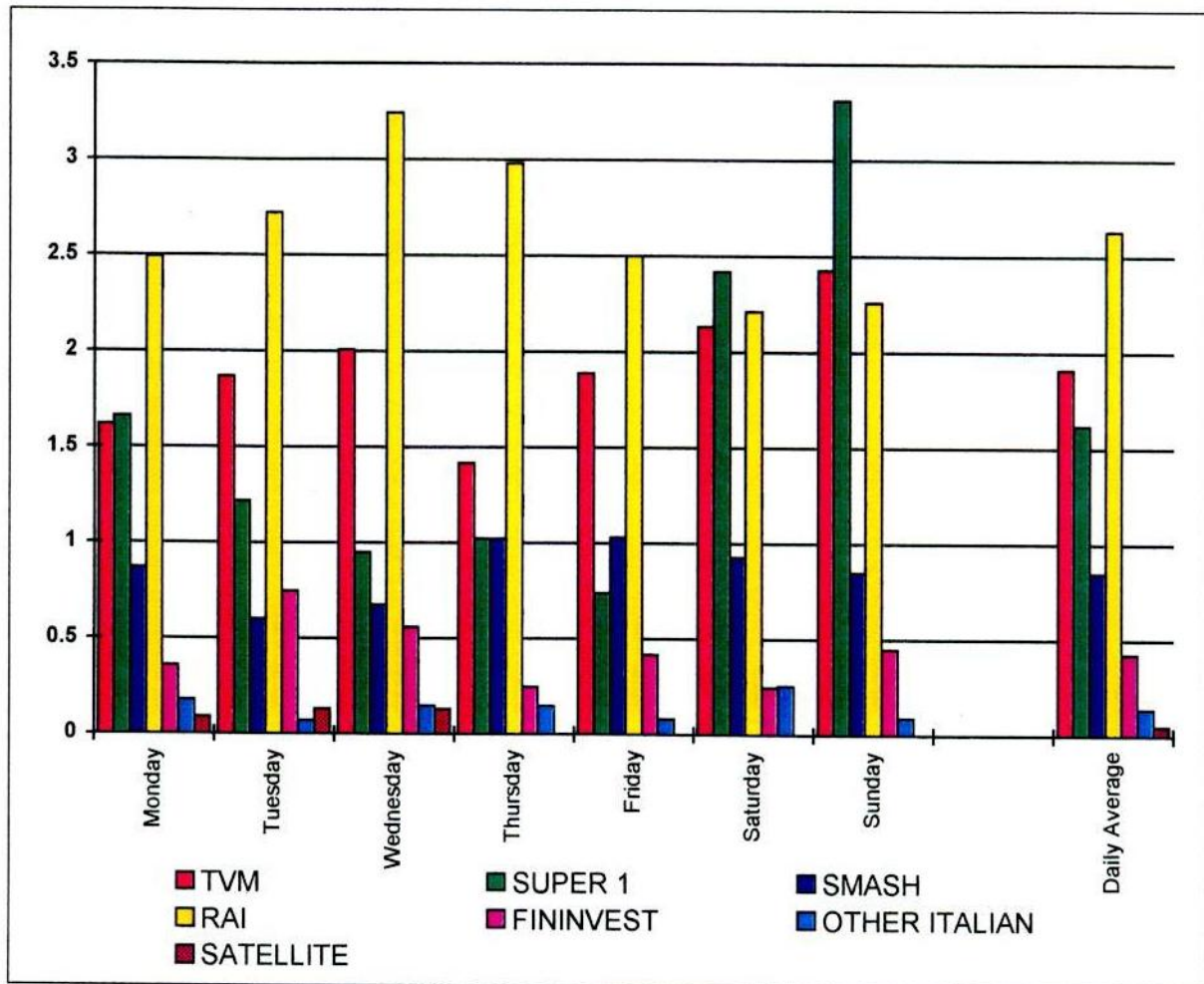
### 8.2.0 Average TV Audience Share

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 and in 1996, registered by Mediaset group (1995: 2.9; 1996: 3.16; 1997: 2.63), followed by TVM (1995: 2.9; 1996: 3.14; 1997: 1.91). It must be remembered that the Mediaset group comprises three channels whilst TVM broadcasts on only one channel. TVM is followed by Super 1 TV (1995: 0.5; 1996:

1.18; 1997: 1.61), and not by RAI (again broadcasting on three channels) as in 1996 (1995: 1.1; 1996: 1.73; 1997: 0.85) Satellite Stations (1995: 0.8; 1996: 0.82; 1997: 0.71), the group of all the other Italian Stations (1995: 0.3; 1996: 0.23; 1997: 0.43); and Smash TV (1995: 0.1; 1996: 0.10; 1997: 0.14). It needs to be noted that Smash broadcasts only on cable and this implies a limitation on its potential to reach all Maltese viewers, although penetraion in 1997 has been recorded in this study at 48.5% of all residents in Malta (see Table 4.7).

**Table 8.1 TV Audience Average Share**

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	1.62	1.66	0.87	2.49	0.36	0.18	0.09	0.00	0.82	92.40	100
Tuesday	1.87	1.22	0.60	2.72	0.75	0.07	0.13	0.00	0.68	92.37	100
Wednesday	2.01	0.95	0.68	3.24	0.56	0.15	0.13	0.00	0.60	92.02	100
Thursday	1.42	1.02	1.02	2.98	0.25	0.15	0.00	0.00	0.71	92.71	100
Friday	1.89	0.74	1.03	2.50	0.42	0.08	0.00	0.00	0.80	92.72	100
Saturday	2.13	2.42	0.93	2.21	0.25	0.26	0.00	0.15	0.76	91.62	100
Sunday	2.43	3.31	0.85	2.26	0.45	0.09	0.00	0.00	0.58	90.85	100
Daily Average	1.91	1.62	0.85	2.63	0.43	0.14	0.05	0.02	0.71	92.10	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.

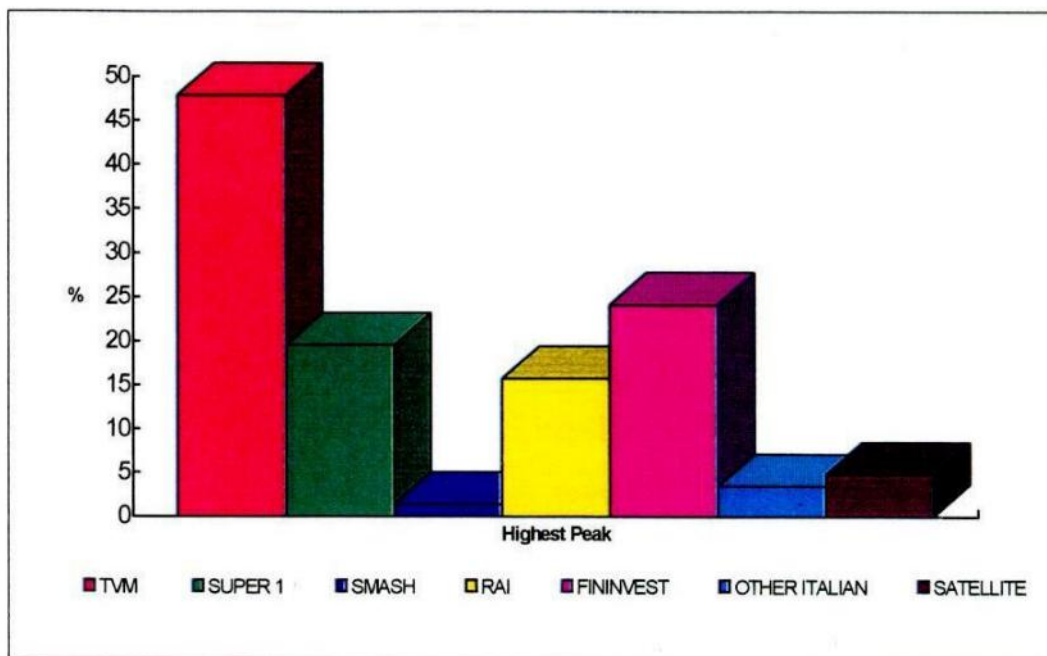
8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were reached during the transmission of the main news bulletin of the station. The highest peak was reached on Friday when, it can be stated that, by extension, 43.01% of the population resident in Malta aged 12 and over, were watching the News on TVM.

8.3.2 Peaks reached by the other wireless local TV station, Super 1 TV (1996: 19.58; 1997 23.08), are also significant.

**Table 8.2 Daily Peak TV Audience Share**

	TVM	SUPER 1	RAI	MEDIASE T	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	37.41	19.23	6.99	13.29	2.80	0.70	0.35	0.00	4.90
Tuesday	32.52	15.38	3.50	16.78	3.85	0.35	0.35	0.00	2.45
Wednesday	33.22	16.43	4.90	22.38	3.85	0.70	0.35	0.00	3.15
Thursday	38.46	15.73	6.99	21.33	1.75	0.70	0.00	0.00	3.15
Friday	43.01	15.73	8.39	17.83	3.85	0.70	0.00	0.00	3.15
Saturday	35.66	18.53	6.29	11.19	1.40	1.05	0.00	0.35	2.80
Sunday	34.27	23.08	3.85	15.38	2.80	0.70	0.00	0.00	3.15
Daily Average	43.01	23.08	8.39	22.38	3.85	1.05	0.35	0.35	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 constantly changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of 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. The data is fully comparable to the 1995 and 1996 BA studies.

#### *8.5.0 Monday*

8.5.1 The audience for TVM for its Monday morning schedule is very low, with a maximum of 2.10% registered at 8.00 a.m. It remains very low in the afternoon until the 8.00 p.m. news when it peaks at 37.41%. Audience levels start declining substantially after 9.00 p.m. They go down to 15.73% for the half hour immediately following the news, but drop to 3.5% after 9.30 p.m. After 10.00 p.m. the audience level drops further and becomes only 0.7% 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 19.23 % for the news bulletin. After the news, it declines to about one fifth of TVM's audience.

8.5.3 In contrast, audience levels for the Mediaset group are somewhat better, albeit not much for the morning session, while an average of around the 3.5% figure for the afternoon viewing, which increases to 6.64% 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 13.29% at 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 6.99%.

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 only slightly different from that for Monday, with a maximum of 1.75% registered at 8.00 a.m. It remains very low in the afternoon until the news when again it peaks at 32.52%. Subsequently, audience levels start declining but TVM still retains 19.58% for the half hour immediately following the news. After 9.00 p.m. TVM's Tuesday audience hovers around the 10.49% mark for the next half hour, but drops down substantially thereafter.

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 Mediaset group are also very low for the morning session, with an average that never exceeds the 2% figure for the afternoon viewing except for the half-hour starting at 6.30 p.m. This station again peaks for its news bulletin at 15.38% but loses its audience considerably immediately thereafter.

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 3.50%, registered at 9.00 p.m.

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 0.35%. On Wednesday it again remains very low in the afternoon until the news when it again reaches the usual peak of 33.22%. Audience levels start dropping substantially after 8.30 p.m. and become 25.87% for the half hour immediately following the news, and decline further to 12.59% after 9.00 p.m. Audience levels are retained at 6.64% until 10.30 p.m. after which they tend to peter out.

8.7.2 Super 1 TV again has a stable, if low audience for the afternoon transmissions, reaches a peak of 16.43% for the news bulletin. After the news, it retains an audience of around 3.5% on average for the first half hour, and then drops to an average of 2.45% for the next hour. Audience levels continue to decline thereafter.

8.7.3 On Wednesday, the audience levels for the Mediaset 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 22.38%, obtained at 9.30 p.m. On this day, audience levels are retained at a good level of 12.94% up to 11.00 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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35		0.00	0.00	0.00	0.00			0.35	99.30	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			0.35	99.65	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	0.35	0.00	0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0730	0.00	0.70	0.00	0.00	0.35	0.35			0.00	98.60	100
0800	2.10	0.35	0.00	0.35	0.35	0.35			0.00	96.50	100
0830	1.40	0.35	0.00	0.35	0.35	0.35			0.00	97.20	100
0900	0.35	0.70	0.00	0.35	0.35	0.70			0.00	97.55	100
0930	0.00	0.35	0.35	0.35	0.35	0.35			0.00	98.25	100
1000	0.00	0.35	0.35	0.35	0.00	0.70		0.00	0.00	98.25	100
1030	0.00	0.35	0.35	0.00	0.00	0.70		0.00	0.35	98.25	100
1100	0.00	0.35	0.35	0.00	0.00	0.35		0.00	1.05	97.90	100
1130	0.00	0.35	0.35	0.00	0.00	0.35			1.05	97.90	100
NOON	0.00	0.35	0.00	1.40	0.00	0.35			1.40	96.50	100
1230	0.00	0.35	0.70	1.05	0.00	0.35			0.70	96.85	100
1300	0.35	0.35	0.70	0.35	0.00	0.35			0.35	97.55	100
1330	0.00	0.35	0.35	0.35	0.35	0.35			0.35	97.90	100
1400	0.00	1.05	0.35	1.75	1.05	0.35			0.70	94.76	100
1430	0.00	1.05	0.35	2.45	0.70	0.35			0.35	94.76	100
1500	0.00	1.05	0.35	3.85	0.35	0.35			0.35	93.71	100
1530	0.00	0.70	0.00	3.85	0.70	0.35			0.35	94.06	100
1600	0.00	1.40	0.00	4.90	0.70	0.35			0.70	91.96	100
1630	0.00	1.40	0.00	3.85	0.70	0.35	0.00		0.35	93.36	100
1700	0.00	1.40	0.35	3.15	0.00	0.35	0.00	0.00	1.05	93.71	100
1730	0.35	1.75	0.70	3.50	0.00	0.35	0.00	0.00	1.40	91.96	100
1800	1.75	2.45	1.40	3.85	0.00	0.35	0.00	0.00	2.10	88.11	100
1830	0.70	1.75	1.05	3.15	0.00	0.00		0.00	2.45	90.91	100
1900	0.70	4.20	2.45	6.64	0.00	0.00		0.00	2.45	83.57	100
1930	1.05	19.23	2.10	5.59	0.35	0.00			1.75	69.93	100
2000	37.41	3.85	2.10	4.90	1.40	0.00			1.05	49.30	100
2030	15.73	3.50	4.20	10.14	2.80	0.00	0.35		3.50	59.79	100
2100	5.24	3.50	6.99	13.29	2.10	0.00	0.35		4.90	63.64	100
2130	3.50	2.45	5.94	13.29	1.75	0.00	0.00		3.85	69.23	100
2200	2.80	2.10	5.24	12.24	1.05	0.00	0.00		2.80	73.78	100
2230	1.40	1.40	3.85	8.74	1.05	0.00			1.40	82.17	100
2300	1.40	0.35	0.70	3.85	0.00	0.00			0.70	93.01	100
2330	0.70	0.00	0.00	1.40	0.35	0.00			0.70	96.85	100
average	1.62	1.66	0.87	2.49	0.36	0.18	0.09	0.00	0.82	92.40	
maximum	37.41	19.23	6.99	13.29	2.80	0.70	0.35	0.00	4.90	100.00	
std. dev.	5.75	3.18	1.64	3.62	0.60	0.21	0.15	0.00	1.12	11.70	

\*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\*)

	TV/M	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0030	0.00		0.00	0.35	0.00	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	0.35	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	0.00	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	0.35	0.00	0.00	0.35	0.35	0.00			0.00	98.95	100
0630	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0700	0.00	0.00	0.70	0.00	0.00	0.00			0.00	99.30	100
0730	0.35	1.05	0.35	0.00	0.00	0.00			0.00	98.25	100
0800	1.75	0.35	0.00	0.00	0.00	0.35			0.35	97.20	100
0830	1.40	0.35	0.35	1.05	0.00	0.35			0.35	96.15	100
0900	0.35	0.35	0.35	1.40	0.35	0.00			0.00	97.20	100
0930	0.70	0.35	0.35	1.05	0.35	0.35			0.00	96.85	100
1000	0.35	0.35	0.35	1.05	0.00	0.35		0.00	1.05	96.50	100
1030	0.35	0.35	0.00	1.05	0.00	0.35		0.00	0.70	97.20	100
1100	0.35	0.35	0.00	1.40	0.00	0.00		0.00	0.70	97.20	100
1130	0.35	0.35	0.35	1.05	0.00	0.00		0.00	0.35	97.55	100
NOON	0.00	0.35	0.35	1.75	0.00	0.00			0.70	96.85	100
1230	0.00	0.35	1.05	1.40	0.00	0.00			0.70	96.50	100
1300	0.35	0.70	0.00	1.05	0.00	0.00			1.05	96.85	100
1330	0.35	0.35	0.70	1.05	0.35	0.00			1.05	96.15	100
1400	0.00	0.35	0.00	2.10	0.35	0.00			1.05	96.15	100
1430	0.00	0.35	0.35	2.80	0.70	0.00			0.00	95.80	100
1500	0.00	0.35	0.35	2.80	1.05	0.00			0.00	95.45	100
1530	0.35	0.35	0.35	3.15	1.05	0.00			0.00	94.76	100
1600	0.00	1.05	0.00	2.80	1.05	0.35			0.35	94.41	100
1630	0.00	1.05	0.00	2.45	1.05	0.35	0.35		0.70	94.06	100
1700	0.00	1.05	0.35	2.45	1.05	0.35	0.00	0.00	0.70	94.06	100
1730	0.00	1.40	1.05	1.75	1.05	0.35	0.00	0.00	0.35	94.06	100
1800	1.05	2.80	1.40	2.80	1.75	0.35	0.00	0.00	2.45	87.41	100
1830	0.00	1.75	0.35	2.10	1.40	0.00		0.00	2.45	91.96	100
1900	1.05	2.80	1.75	6.99	1.40	0.00		0.00	2.10	83.92	100
1930	2.10	15.38	1.75	5.24	1.40	0.00			1.40	72.73	100
2000	32.52	4.55	1.05	5.24	2.10	0.00			1.75	52.80	100
2030	19.58	1.75	3.15	13.29	3.50	0.00	0.35		1.75	56.64	100
2100	10.49	1.75	3.50	16.78	3.50	0.00	0.35		2.45	61.19	100
2130	7.34	1.05	3.15	15.03	3.85	0.00	0.00		2.10	67.48	100
2200	4.90	0.00	2.80	13.64	3.50	0.00	0.00		1.75	73.43	100
2230	2.10	0.00	1.40	9.44	2.80	0.00			2.10	82.17	100
2300	1.05	0.35	0.70	3.85	0.70	0.00			1.40	91.96	100
2330	0.00	0.35	0.35	1.75	0.35	0.00			0.70	96.50	100
average	1.87	1.22	0.60	2.72	0.75	0.07	0.13	0.00	0.68	92.37	
maximum	32.52	15.38	3.50	16.78	3.85	0.35	0.35	0.00	2.45	100.00	
std. dev.	5.55	2.57	0.90	4.10	1.06	0.14	0.17	0.00	0.80	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 T3: TV VIEWING: WEDNESDAY**  
(BASE=246")

	TV/M	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00		0.00	0.35	0.00	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			0.00	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	0.35	0.00			0.00	99.65	100
0530	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0600	0.00	0.00	0.00	0.35	0.35	0.00			0.00	99.30	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			0.35	99.30	100
0730	0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0800	0.35	0.00	0.00	0.35	0.00	0.00			0.00	99.30	100
0830	0.35	0.00	0.00	0.70	0.00	0.00			0.00	98.95	100
0900	0.35	0.00	0.00	1.05	0.00	0.35			0.35	97.90	100
0930	0.35	0.00	0.00	1.05	0.00	0.35			0.70	97.55	100
1000	0.35	0.00	0.00	1.05	0.00	0.35		0.00	0.35	97.90	100
1030	0.35	0.00	0.00	0.70	0.00	0.35		0.00	0.35	98.25	100
1100	0.00	0.00	0.00	1.40	0.00	0.35		0.00	0.70	97.55	100
1130	0.00	0.00	0.00	1.40	0.00	0.35		0.00	0.70	97.55	100
NOON	0.00	0.00	0.35	0.70	0.00	0.35			0.35	98.25	100
1230	0.00	0.00	1.40	1.05	0.00	0.35			0.35	96.85	100
1300	0.00	0.00	0.35	0.70	0.00	0.35			0.35	98.25	100
1330	0.00	0.35	0.70	0.70	0.00	0.35			0.00	97.90	100
1400	0.35	0.35	1.05	2.10	0.00	0.35			0.00	95.80	100
1430	0.00	0.35	1.05	1.75	0.35	0.70			0.00	95.80	100
1500	0.00	0.00	0.70	2.10	0.35	0.70			0.00	96.15	100
1530	0.00	0.00	0.70	1.40	0.35	0.70			0.00	96.85	100
1600	0.00	0.00	0.35	3.15	0.70	0.70			1.05	94.06	100
1630	0.00	0.70	0.00	3.50	0.70	0.35	0.35		1.05	93.36	100
1700	0.35	0.35	0.00	3.15	0.70	0.00	0.35	0.00	1.05	94.06	100
1730	0.00	0.35	0.00	2.45	1.05	0.00	0.35	0.00	0.70	95.10	100
1800	0.70	1.05	0.00	4.90	0.70	0.00	0.00	0.00	1.05	91.81	100
1830	0.70	1.05	0.35	4.55	1.40	0.00		0.00	1.75	90.21	100
1900	0.70	2.45	1.40	5.24	1.40	0.00		0.00	1.40	87.41	100
1930	0.70	16.43	0.70	4.90	1.75	0.00			0.70	74.83	100
2000	33.22	3.15	1.05	5.24	2.10	0.00			2.10	53.15	100
2030	25.87	2.45	3.85	17.83	3.15	0.00	0.00		2.80	44.06	100
2100	12.59	2.45	4.55	22.38	3.85	0.00	0.00		3.15	51.05	100
2130	9.79	1.40	4.20	20.28	3.15	0.00	0.00		2.10	59.09	100
2200	6.64	1.40	4.90	19.23	2.10	0.00	0.00		2.45	63.29	100
2230	2.45	0.00	3.85	12.94	1.05	0.00			1.40	78.32	100
2300	0.35	0.00	0.70	3.15	0.70	0.00			1.40	93.71	100
2330	0.00	0.00	0.35	2.45	0.35	0.00			0.35	96.50	100
average	2.01	0.95	0.68	3.24	0.56	0.15	0.13	0.00	0.60	92.02	
maximum	33.22	16.43	4.90	22.38	3.85	0.70	0.35	0.00	3.15	100.00	
std. dev.	6.27	2.75	1.29	5.53	0.92	0.22	0.17	0.00	0.81	14.01	

*\*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 and afternoon schedule is practically negligible. On this day, audience levels are very low all through the afternoon until 6.00 p.m. when an audience of 1.75% is registered. Audience levels burst to the usual peak of 38.46% for the 8.00 p.m. news. The audience is retained at 17.83% level for the first half hour after the news, but then drops to 3.5% in the next half hour and is practically lost thereafter.

8.8.2 Super 1 TV again has an insignificant audience for its daytime transmissions, but reaches a peak of 15.73% for the news bulletin. After the news, it retains an audience and actually exceeds TVM for the slot between 9.00 p.m. and 10.00 p.m.

8.8.3 On Thursday the audience levels for the Mediaset 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 5.59% only at 6.00 p.m. They go up again after 8.30 p.m. to a maximum of 21.33% at 9.30 p.m. Audience levels are maintained at 7.69% until 11.00 p.m. and decrease to 1.05% until midnight.

8.8.4 RAI stations consistently build up a modest audience in Malta as from 8.30 p.m. onwards, but on Thursday the maximum audience they have is that of 6.99%, obtained at 9.00 p.m. An audience of around the 6% level is in fact maintained until 10.30 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 and afternoon schedule was practically nil. In fact, the highest level was registered between 7.00 p.m. and 8.00 p.m. The news, as usual attracts an audience of 43.01%, but this drops to 22.03% as soon as the news is over. The audience goes further down to 6.64% at 9.00 p.m. and continues to decline gradually.

8.9.2 Super 1 TV again has a very low audience for the morning and afternoon transmissions, reaches a peak of 15.73% for the news bulletin. After the news, it retains an audience of around 1% on average for an hour but goes down again thereafter.

8.9.3 On Friday the audience levels for the Mediaset group was practically non-existent during the morning, but consistently present at levels which increased from 1.05% at noon to 4.90% 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 17.83% at 9.00 p.m. Audience levels are maintained at a good level for about two hours, until 11.30 p.m. and go down to 1.75% 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 2.00 p.m. when it starts building up at 3.15%, eventually to reach a peak of 35.66% for the 8.00 p.m. news. Audience levels start dropping substantially after 8.30 p.m. and become 14.34% for the half hour immediately following the news, but drop to 4.55% at 9.00 p.m. After 10.00 p.m., audience levels register at 1.75%, and continue to drop further.

8.10.2 Super 1 TV has some audience for its daytime transmissions, and improves substantially in the afternoon with a peak of 6.29% at 4.00 p.m. The station reaches a peak of 18.53% for the news bulletin. After the news, the station gradually loses its audience.

8.10.3 On Saturday the audience levels for the Mediaset 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 6.00 p.m., then go down to 3.50% at 8.00 p.m. when TVM is broadcasting the news bulletin. They pick up again thereafter, reaching a peak at 21.00 p.m. with 11.19%. A good audience level is retained till 10.30 p.m. with 7.34%, then fall to 1.75% for the next half hour before midnight.

8.10.4 RAI stations build up an audience in Malta between 8.30 p.m. and 10.30 p.m., when they command an audience of around 6.29%. 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 and afternoon schedule was low as usual although a 1.40% audience is registered at 2.00 p.m. and at 3.30 p.m. The audience bursts as usual with the news bulletin with a 34.27%. After the news the audience level goes down to 24.48%, and respectively keeps up at the 15.73% and 10.49% level for the next two half hours. Thereafter it dwindles off.

8.11.2 Super 1 TV again reaches a peak of 23.08% for the news bulletin. After the news, it retains an audience of around 4.20% for the first half hour but then gradually loses its audience.

8.11.3 On Sunday, the audience levels for the Mediaset 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 15.35% at 9.30 p.m. They decline to 1.05% at 11.30 p.m.

8.11.4 RAI stations registers a constant audience of an average of 3.50% throughout the afternoon, but do not build up the usual audience in the evening.

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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	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	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0800	0.00	0.00	0.00	0.00	0.00	0.00			0.70	99.30	100
0830	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0900	0.00	0.00	0.00	0.00	0.00	0.35			0.70	98.95	100
0930	0.00	0.00	0.00	0.00	0.00	0.70			0.70	98.60	100
1000	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.35	98.60	100
1030	0.00	0.35	0.35	0.00	0.00	0.70		0.00	0.35	98.25	100
1100	0.00	0.00	1.05	0.00	0.00	0.70		0.00	0.35	97.90	100
1130	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.35	98.25	100
NOON	0.00	0.00	1.05	0.35	0.00	0.35			0.70	97.55	100
1230	0.00	0.00	0.70	1.05	0.00	0.00			0.70	97.55	100
1300	0.00	0.00	0.70	1.40	0.00	0.00			1.05	96.85	100
1330	0.00	0.00	1.05	1.40	0.00	0.00			0.70	96.85	100
1400	0.35	0.70	1.40	2.45	0.00	0.00			0.70	94.41	100
1430	0.00	0.35	1.05	1.75	0.00	0.35			0.70	95.80	100
1500	0.00	0.35	0.35	2.45	0.00	0.35			1.05	95.45	100
1530	0.00	0.00	0.35	2.45	0.35	0.35			0.70	95.80	100
1600	0.00	0.00	0.35	4.55	0.70	0.70			1.05	92.66	100
1630	0.00	0.35	0.00	3.50	0.35	0.00	0.00		1.05	94.76	100
1700	0.00	0.35	0.00	4.90	0.35	0.00	0.00	0.00	1.05	93.36	100
1730	0.00	0.35	0.70	4.55	0.35	0.00	0.00	0.00	1.40	92.66	100
1800	1.75	0.35	1.40	5.59	0.35	0.00	0.00	0.00	1.75	88.81	100
1830	1.40	0.35	1.40	4.55	0.70	0.00		0.00	2.45	89.16	100
1900	1.75	0.35	2.80	4.90	0.70	0.00		0.00	2.10	87.41	100
1930	1.05	15.73	2.10	4.20	0.00	0.00			1.75	75.17	100
2000	38.46	2.10	2.10	3.50	0.70	0.35			2.10	50.70	100
2030	17.83	2.10	6.64	17.13	1.40	0.35	0.00		2.10	52.45	100
2100	3.50	4.55	6.99	20.98	1.75	0.35	0.00		3.15	58.74	100
2130	1.40	4.20	5.59	21.33	1.75	0.35	0.00		2.10	63.29	100
2200	0.35	3.50	4.90	18.53	1.05	0.00	0.00		1.05	70.63	100
2230	0.35	0.70	3.15	7.69	1.40	0.00			0.70	86.01	100
2300	0.00	0.00	1.05	2.45	0.00	0.00			0.35	96.15	100
2330	0.00	0.00	0.70	1.05	0.00	0.00			0.00	98.25	100
average	1.42	1.02	1.02	2.98	0.25	0.15	0.00	0.00	0.71	92.71	
maximum	38.46	15.73	6.99	21.33	1.75	0.70	0.00	0.00	3.15	100.00	
std. dev.	5.99	2.75	1.70	5.37	0.47	0.23	0.00	0.00	0.78	12.58	

*\*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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0030	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0100	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0130	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0200	0.00		0.00	0.35	0.00	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		0.00	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	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.35	0.00	0.00	0.00	0.00			0.00	99.65	100
0730	0.00	0.35	0.00	0.00	0.00	0.00			0.00	99.65	100
0800	0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	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	0.00	0.00	0.35			0.00	99.65	100
0930	0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.65	100
1000	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.35	99.30	100
1030	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.35	99.30	100
1100	0.00	0.00	0.35	1.05	0.00	0.70		0.00	0.70	97.20	100
1130	0.00	0.00	0.70	1.05	0.00	0.35		0.00	0.70	97.20	100
NOON	0.70	0.00	0.70	1.05	0.00	0.00			0.70	96.85	100
1230	0.00	0.00	1.40	0.70	0.00	0.00			0.70	97.20	100
1300	0.00	0.00	1.40	1.40	0.00	0.00			0.70	96.50	100
1330	0.00	0.00	0.70	1.75	0.00	0.00			0.70	96.85	100
1400	0.00	0.00	0.35	3.15	0.00	0.00			0.70	95.80	100
1430	0.00	0.00	0.70	2.45	0.00	0.35			0.35	96.15	100
1500	0.00	0.00	1.05	3.15	0.35	0.35			0.70	94.41	100
1530	0.00	0.00	0.35	2.80	0.70	0.35			1.40	94.41	100
1600	0.00	0.35	0.00	3.15	0.70	0.35			1.75	93.71	100
1630	0.35	0.00	0.35	3.50	0.35	0.00	0.00		2.10	93.36	100
1700	0.00	0.35	0.00	2.45	0.35	0.00	0.00	0.00	2.10	94.76	100
1730	0.00	0.35	0.35	1.75	0.00	0.00	0.00	0.00	1.40	96.15	100
1800	1.75	1.40	0.00	1.75	0.00	0.00	0.00	0.00	1.75	93.36	100
1830	0.70	1.05	0.35	1.75	0.70	0.00		0.00	1.40	94.06	100
1900	2.45	1.05	0.70	4.90	0.70	0.00		0.00	2.10	88.11	100
1930	2.45	15.73	1.40	3.50	0.35	0.00		0.00	2.10	74.48	100
2000	43.01	1.40	2.10	1.75	0.70	0.00		0.00	1.40	49.65	100
2030	22.03	0.35	8.04	13.99	1.05	0.00	0.00	0.00	1.75	52.80	100
2100	6.64	1.05	8.39	17.83	3.85	0.00	0.00		3.15	59.09	100
2130	4.55	1.05	8.04	17.48	3.85	0.00	0.00		3.15	61.89	100
2200	3.15	1.40	6.29	12.59	3.50	0.00	0.00		2.80	70.28	100
2230	2.45	0.35	4.20	6.99	2.10	0.00			1.75	82.17	100
2300	0.35	0.00	1.05	3.85	0.70	0.00			0.35	93.71	100
2330	0.00	0.00	0.70	1.75	0.35	0.00			0.70	96.50	100
average	1.89	0.74	1.03	2.50	0.42	0.08	0.00	0.00	0.80	92.72	
maximum	43.01	15.73	8.39	17.83	3.85	0.70	0.00	0.00	3.15	100.00	
std. dev.	6.86	2.58	2.15	4.24	0.94	0.16	0.00	0.00	0.91	12.71	

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

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

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.35			0.00	99.30	100
0030	0.00		0.00	0.00	0.00	0.35			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		0.35	0.00	0.00	0.00			0.00	99.65	100
0330	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0400	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0430	0.00		0.35	0.00	0.00	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			0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.70	0.00	0.70	0.00	0.00			0.00	98.60	100
0730	0.00	0.70	0.00	0.70	0.00	0.00			0.00	98.60	100
0800	0.00	0.35	0.00	0.70	0.00	0.35			0.00	98.60	100
0830	0.00	0.35	0.00	0.70	0.00	0.35			0.00	98.60	100
0900	0.00	0.35	0.00	0.35	0.35	0.70			0.00	98.25	100
0930	0.00	0.35	0.00	0.00	0.35	0.70			0.00	98.60	100
1000	0.00	0.35	0.00	0.35	0.35	0.70		0.00	0.00	98.25	100
1030	0.00	0.35	0.00	0.35	0.35	0.35		0.35	0.00	98.25	100
1100	0.00	0.35	0.00	1.05	0.35	0.35		0.35	0.00	97.55	100
1130	0.00	0.35	0.00	1.05	0.35	0.35		0.35	0.00	97.55	100
NOON	0.35	0.35	0.00	0.70	0.35	0.35			0.70	97.20	100
1230	0.00	0.70	0.70	0.35	0.35	1.05			0.70	96.15	100
1300	0.35	0.70	0.35	0.70	0.35	1.05			1.05	95.45	100
1330	0.70	0.70	0.35	1.05	0.35	0.70			1.05	95.10	100
1400	3.15	3.85	0.35	2.45	0.00	0.00			1.05	89.16	100
1430	3.85	4.55	0.70	2.45	0.00	0.00			1.05	87.41	100
1500	4.90	3.15	1.05	2.10	0.00	0.00			1.40	87.41	100
1530	4.55	3.15	0.70	2.10	1.05	0.00			0.35	88.11	100
1600	2.80	6.29	1.05	4.20	1.05	0.00			1.05	83.57	100
1630	3.50	5.94	1.05	5.24	0.35	0.00	0.00		0.70	83.22	100
1700	3.15	6.29	1.40	4.90	0.00	0.35	0.00		2.45	81.47	100
1730	2.10	5.59	1.75	4.20	0.00	0.70	0.00		2.45	83.22	100
1800	3.85	6.29	0.70	4.20	0.00	0.70	0.00		2.80	81.47	100
1830	2.45	6.29	1.05	4.90	0.00	0.70			2.45	82.17	100
1900	1.75	6.99	1.75	4.90	0.35	0.35			1.75	82.17	100
1930	3.15	18.53	1.75	4.20	0.00	0.00			1.75	70.63	100
2000	35.66	2.10	0.70	3.50	0.00	0.35		0.00	1.75	55.94	100
2030	14.34	0.35	5.59	10.49	0.70	0.35	0.00	0.00	1.40	66.78	100
2100	4.55	0.35	6.29	11.19	1.40	0.35	0.00	0.00	2.80	73.08	100
2130	3.15	0.00	5.94	9.44	1.40	0.35	0.00		2.10	77.62	100
2200	1.75	0.35	5.24	7.34	0.70	0.00	0.00		1.40	83.22	100
2230	1.40	0.00	3.50	4.90	0.35	0.00			2.10	87.76	100
2300	0.70	0.35	0.70	3.15	0.35	0.35			1.40	93.01	100
2330	0.00	0.00	0.35	1.75	0.70	0.35			1.05	95.80	100
average	2.13	2.42	0.93	2.21	0.25	0.26	0.00	0.15	0.76	91.62	
maximum	35.66	18.53	6.29	11.19	1.40	1.05	0.00	0.35	2.80	100.00	
std. dev.	5.47	3.62	1.61	2.85	0.36	0.30	0.00	0.17	0.91	10.30	

\*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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.35	0.00			0.00	99.30	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	0.35	0.00	0.00			0.00	99.65	100
0430	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0500	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0530	0.00		0.00	0.35	0.00	0.00			0.00	99.65	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	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0830	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0900	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0930	0.35	0.00	0.35	0.00	0.00	0.00			0.00	99.30	100
1000	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
1030	0.35	0.35	0.00	0.35	0.35	0.00			0.00	98.60	100
1100	0.35	0.00	0.35	0.35	0.35	0.00			0.00	98.60	100
1130	0.35	0.00	0.70	0.35	0.35	0.00			0.00	98.25	100
NOON	0.35	0.00	1.40	0.70	0.00	0.35			0.35	96.85	100
1230	0.35	0.00	1.05	0.00	0.35	0.35			0.35	97.55	100
1300	0.35	0.35	1.40	0.35	0.35	0.35			1.05	95.80	100
1330	0.35	1.05	1.75	0.70	0.00	0.35			1.05	94.76	100
1400	1.40	7.69	2.80	1.75	0.35	0.35			1.05	84.97	100
1430	1.05	9.09	2.45	2.10	0.35	0.00			1.05	83.92	100
1500	1.05	8.74	3.85	2.45	0.35	0.00			1.75	81.82	100
1530	1.05	8.74	3.50	1.75	0.35	0.35			0.35	83.92	100
1600	1.40	8.74	3.15	2.80	0.35	0.70			0.35	82.52	100
1630	0.70	8.39	3.50	2.45	0.35	0.70	0.00		0.70	83.22	100
1700	0.70	8.04	1.75	3.15	0.35	0.70	0.00		0.70	84.62	100
1730	1.05	7.69	1.40	2.10	0.00	0.35	0.00		1.05	86.36	100
1800	2.45	8.39	1.75	2.10	0.00	0.00	0.00		1.40	83.92	100
1830	1.40	7.69	1.40	2.45	0.00	0.00			1.40	85.66	100
1900	2.10	9.44	1.75	3.50	0.35	0.00			1.40	81.47	100
1930	2.80	23.08	1.75	3.50	0.35	0.00			1.05	67.48	100
2000	34.27	4.20	1.05	4.20	1.05	0.00			1.05	54.20	100
2030	24.48	1.75	1.40	10.49	1.75	0.00	0.00	0.00	2.10	58.04	100
2100	15.73	1.40	1.75	13.64	1.75	0.00	0.00	0.00	2.80	62.94	100
2130	10.49	1.40	1.05	15.38	2.10	0.00	0.00	0.00	3.15	66.43	100
2200	5.59	0.00	0.70	14.69	2.80	0.00	0.00		2.10	74.13	100
2230	2.45	0.00	0.70	11.54	2.10	0.00			0.70	82.52	100
2300	1.40	0.00	0.35	3.50	1.05	0.00			0.35	93.36	100
2330	0.70	0.35	0.70	1.05	0.70	0.00			0.35	96.15	100
average	2.41	3.53	0.91	2.27	0.41	0.09	0.00	0.00	0.58	90.69	
maximum	34.27	23.08	3.85	15.38	2.80	0.70	0.00	0.00	3.15	100.00	
std. dev.	6.33	4.99	1.09	3.94	0.64	0.20	0.00	0.00	0.78	12.29	

\*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.



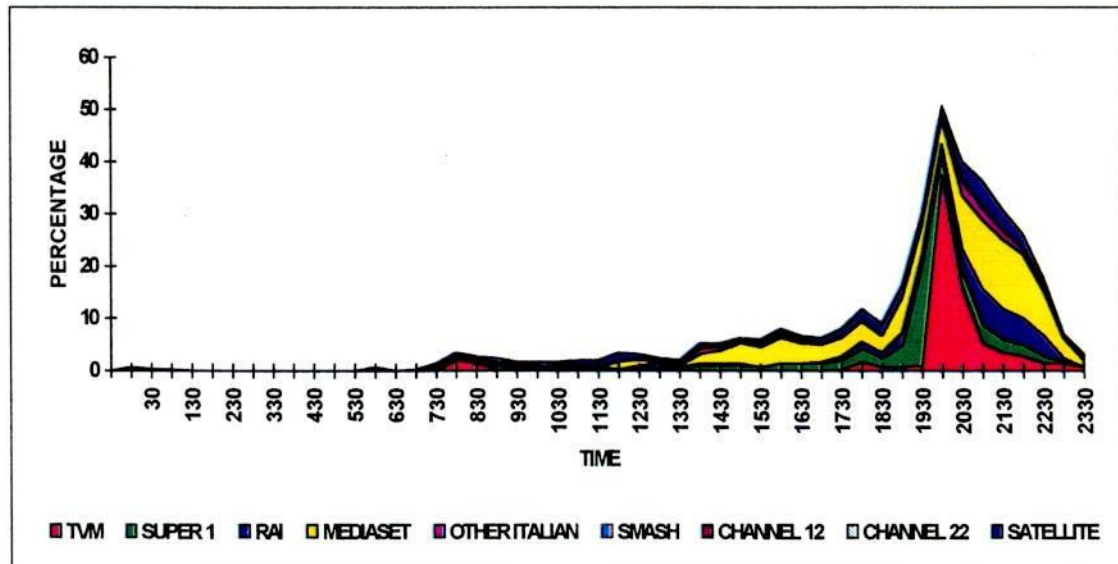


Fig 8.3: TV Audience Shares: Monday

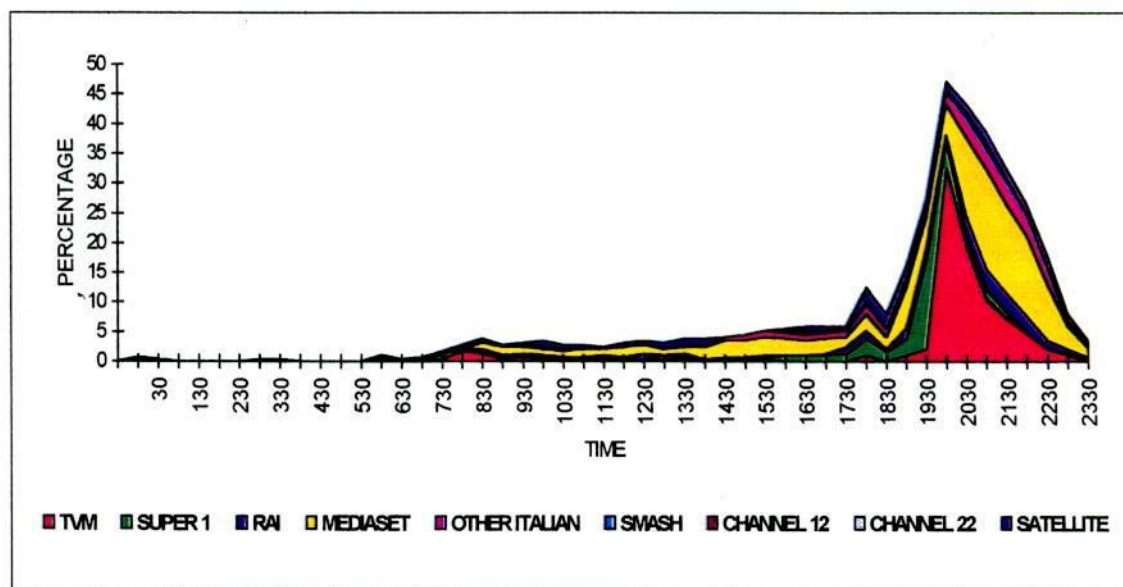


Fig 8.4: TV Audience Shares: Tuesday



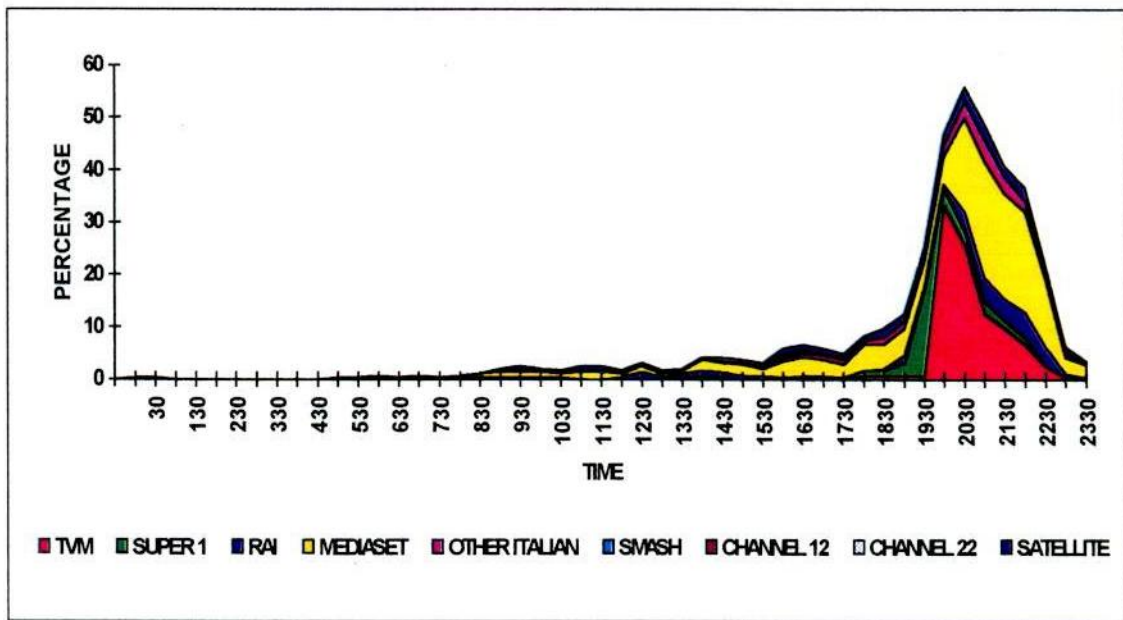


Fig 8.5: TV Audience Shares: Wednesday

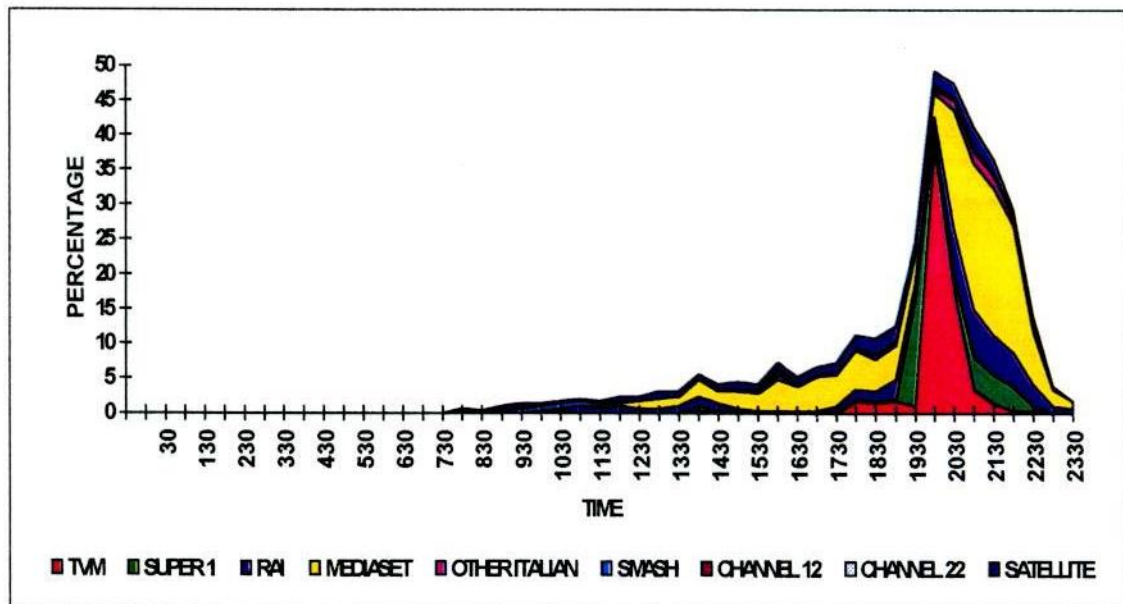


Fig 8.6: TV Audience Shares: Thursday

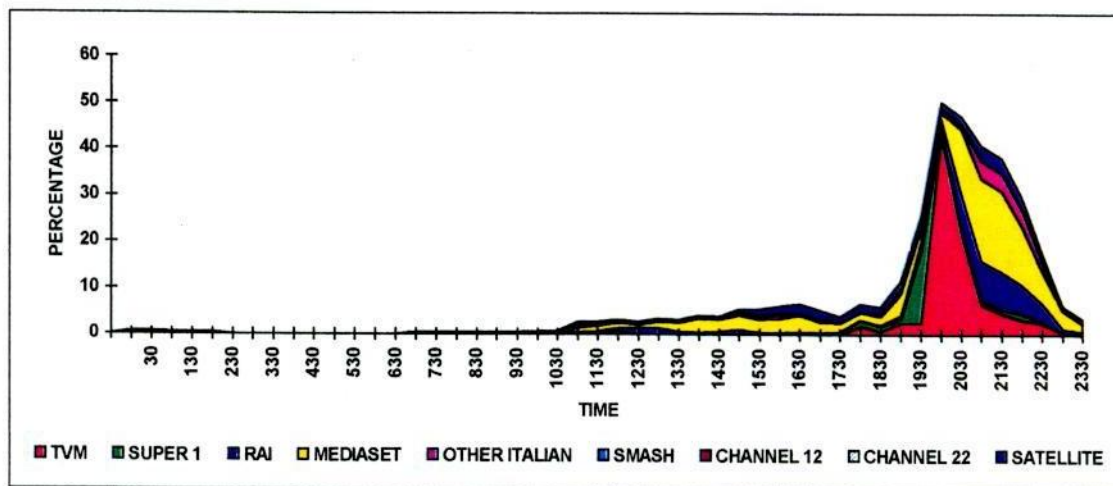


Fig 8.7: TV Audience Shares: Friday

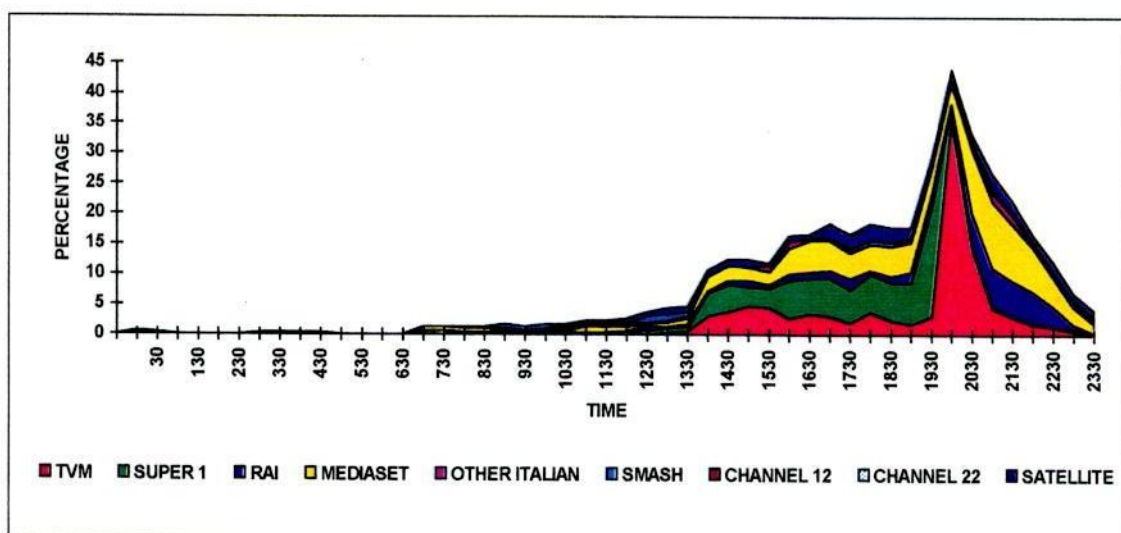


Fig 8.8: TV Audience Shares: Saturday

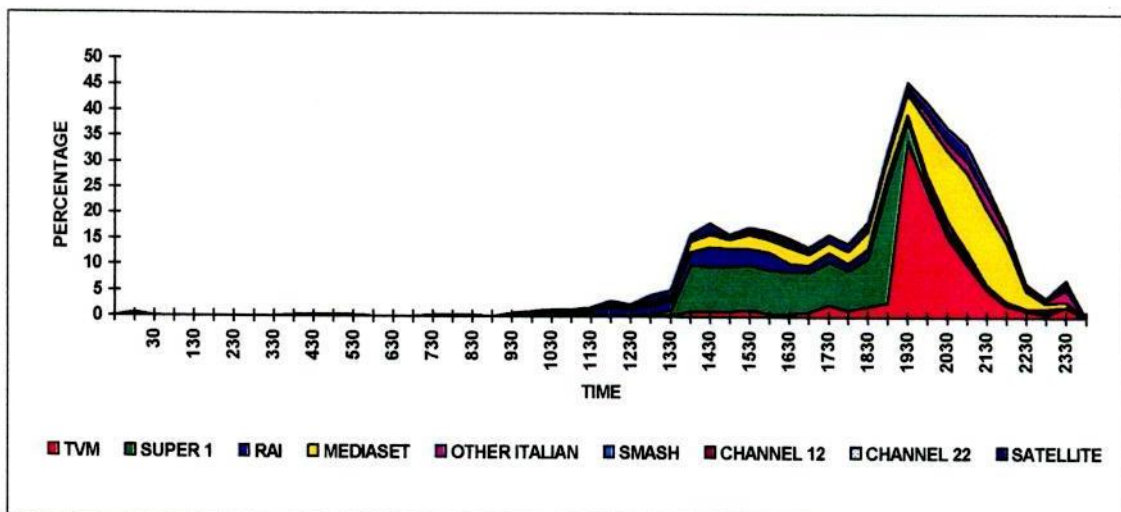


Fig 8.9: TV Audience Shares: Sunday

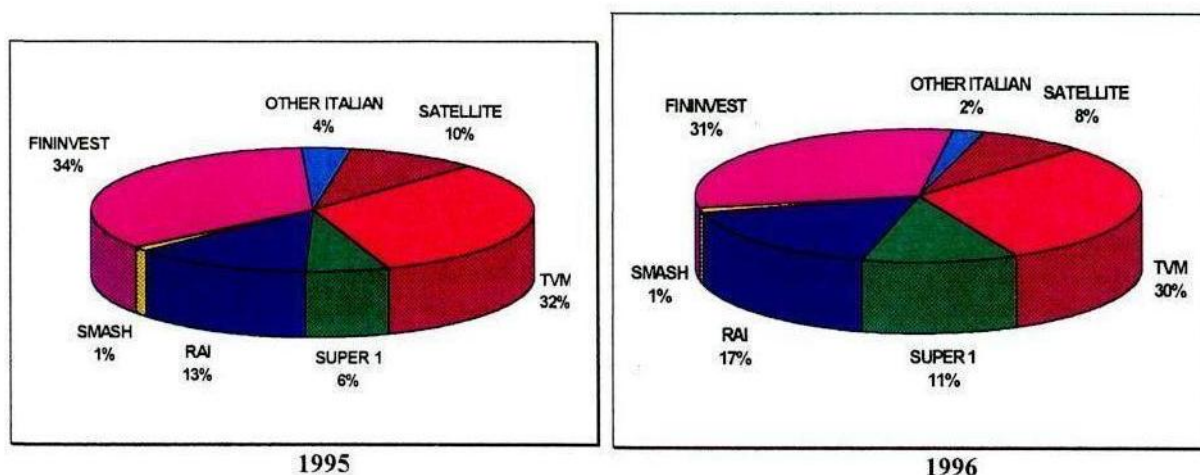
## 8.12.0 TV Audience Share 1995-1997

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 had shown that over the preceding twelve months, the only TV Channel that had not experienced a shift was Smash TV. A decrease had been registered by TVM (-2%), by Mediaset (-3%), by the group of Other Italian Stations (-2%), as defined for the purpose of this study, and by the group Satellite Stations (-2%). On the other hand, increases had been registered by Super 1 TV (+5%) and by RAI (+4%).

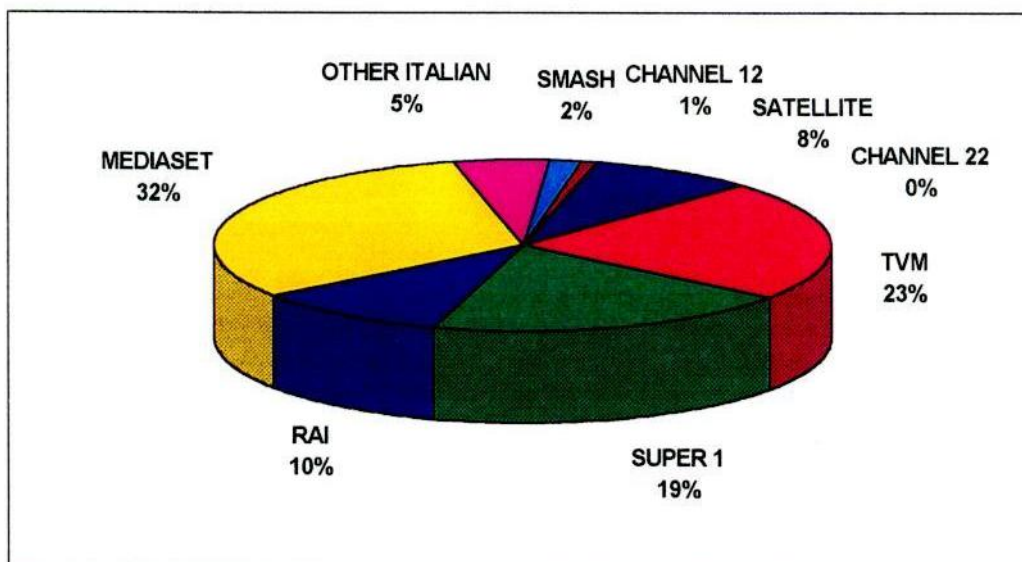
8.1.2.1 The figures in Table 8.3 show that in 1997, the various stations except for Super 1 TV are getting less wider support from among the Maltese in terms of the absolute total number of persons watching their programmes. A comparison of Figures 8.10 and 8.11 further points to shifts in the relative strengths of the stations: TVM lost 7%, Super 1 gained 8%, Mediaset gained 1%, RAI lost 7%; Other Italian Stations gained 3% and Smash TV gained 1%. Only the relative strength of the Satellite stations did not change.

**Table 8.3: Daily Average Audience Levels for TV: 1995-97**  
(computed on the basis of available time-slot for each station)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
1995: Daily Average	2.7	0.5	1.1	2.9	0.3	0.1			0.8
1996: Daily Average	3.14	1.18	1.73	3.16	0.23	0.10			0.82
1997: Daily Average	1.91	1.62	0.85	2.63	0.43	0.14	0.05	0.02	0.71



**Fig. 8.10: Daily Average Audience TV Levels: 1995 &**



**Fig. 8.11: Daily Average Audience TV Levels - 1997**

## IX CONCLUSION

9.1 The 1997 study of audience audits for radio and TV conducted for the Broadcasting Authority continues to provide extremely important information to the Authority, to Broadcasters and to the clients of the live media on the effectiveness of the respective media and on their influence in Maltese society. This summary seeks to bring together the most important findings but is not meant to replace a detailed reading of the preceding chapters and especially of the Tables that form an essential component of this report.

9.2 In 1997, the number of national radio stations on air did not change from the previous year. Of the twelve stations, the widest support continues to be given to Super 1 Radio, the station owned and run by the political party which, since the last survey was conducted, has moved from the Opposition to Government. This study shows that actual average daily audience (as defined for this purpose of this study to allow direct comparison with the 1995 and 1996 studies conducted for the Broadcasting Authority) for this station is 2.19% (1996: 3.16%) of those residing in Malta. In contrast the support for Radio 101, the radio station of the party which has moved from Government to Opposition, is currently at 1.15% (1996: 0.72%) of all residents. The first thing that is striking in these figures is the upward shift of Radio 101 and the relative downward shift of Super 1. In this regard it seems that support for a party-run radio station is related to whether that party is in Opposition or not.

8.1.2.1 Shifts in the relative overall support for radio and TV stations (defined in terms of total audience share available to the relative segment i.e. radio or TV) was not limited to only these stations. The following changes were registered: Radio 101 (+7%), Island Sound (-2%), Live FM (+4%), Smash Radio (+2%), Radio Malta 1 (+1%), Radio Malta 2 (-2%), Bay Radio (-4%), Radio Calypso (-2%) and Super 1 (-1%). Similar shifts was registered in the relative strength of TV channels: TVM lost 7%, Super 1 gained 8%, Mediaset gained 1%, RAI lost 7%; Other Italian Stations gained 3% and Smash TV gained 1%. Only the relative strength of the Satellite stations did not change.

9.1 What is somewhat unusual is that as a general trend, the 1997 study shows that the Maltese have started to consume somewhat less radio and somewhat less of certain TV products. This study has documented this to have been the case in all radio stations except Radio 101 and Live FM. It is also true in respect of TVM, RAI and Satellite TV. An upward trend was registered in respect of Super 1 TV, Mediaset, Other Italian Stations, and Smash, despite the fact that this last station is only available on cable.

9.3 The two stations in the top league remain Super 1 Radio and RTK, followed by Radio Malta 1, Radio 101 and Smash. The average daily audience for the two top stations has been established at 2.19% and 1.57% respectively. Given the nature of these two radio stations (respectively run by a political party which has recently been returned to Government and by the Church) the split is quite interesting.

9.4 Interesting contrasts emerge between the expressed preferences of the Maltese in respect of TV stations. Actual audience levels show that the Maltese continue to be avid consumers of news on the local television station, and that because of this, the average daily number of Maltese who watch the main TVM news edition amounts to as much as 43.01% of the resident population over 12 years, followed by Super 1 News at 23.08%.

9.5 Prime time for television in Malta consequently remains 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 local public 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. In the 1996 report it was pointed out that TVM had seemed to have managed to extend peak time into the one or two hours after the news through discussion programmes. This extension appears to have been lost over the last twelve months. The Mediaset group, despite the language differences, continues to attract huge audiences. Other Italian Stations have also increased their share. The three RAI stations are not currently building up much audience after 9.00 p.m.

9.6 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 source for local news, commanding as much as 68% first preferences. This is followed by 15.2% who prefer radio, whilst 8.4% prefer newspapers and 2.9% express no special preference. The preferred source of the Maltese for foreign news is also highly dependent on TV at 70.4%, with much fewer preferences for radio (12.5%) and newspapers (7.2%).

9.7 Music and Local News continue to be the two most preferred types of radio programmes, with 78.9% and 70.6% respectively. Foreign News and Discussion programmes follow, with 63.9% and 58.1% 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 programme segment with the major interest, with 84.2% general preference, followed by Foreign News at 79.8%. This is followed by Feature Films (60.5%) and Quizzes/Fame Shows/Variety Programmes (51.6%).

9.9 The overall findings of this study consolidate those of previous ones in many respects. On the one hand the demand for media products remains quite strong. On the other hand a number of important shifts have been noted. There has been a decline in radio listenership as a whole, and a loss of audience for Malta's public TV service except for its News Bulletin. Customers are obviously being more selective, and the media reflect this selection process very quickly. This study does not enter into the mechanics of this choice process, although some patterns which it documents, such as the relative increase in the audience share registered for Radio 101, clearly reflect wider processes at play at the macro level in Maltese society. Besides these macro

level processes, the media sector is certainly wide open to micro level decisions, taken by each individual with the radio knob or the TV remote control in hand. It is up to the individual suppliers to evaluate this process, and to tune their policies accordingly.



## APPENDIX A

### TECHNICAL REPORT

#### *1.0 Sampling Procedure*

1.1 The objectives of this study as delineated in Chapter II of this Report, involve the twin objectives of Audience Auditing and Opinion Collection. The methodology to be used accordingly needed to be adequate to cover both areas with reliability and in a way which guarantees the validity of the survey data.

1.2 This study was based on the proposal made by *MUS* that a national sample of not less than 1001 should be selected, thus giving a rounded number of 143 interviews per day.

1.3 All the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register for Local Councils were grouped into 500 Electoral blocks, each containing an approximately equal number of potential interviewees. Of these 500 blocks, 30 were in turn randomly selected. The standard random sampling procedure was next used to identify names of potential respondents within this block.

1.4 Audience levels audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was resident in Malta during the week when the study was conducted.

1.5 This survey among residents in Malta was conducted over a one week period, starting Thursday, 6 March 1997 until Wednesday, 12 March 1997. Interviews were effectively carried out in *Mdina, Cospicua, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), B'Kara (2), B'Bugia, Fgura, Gzira, Ghaxaq, Hamrun, Lija, M'Scala, Mellieha, Mosta, Msida, Naxxar, Paola, Qrendi, Rabat (Malta), San Gwann, St Paul's Bay, Santa Venera, Sliema, Ta' Xbiex, Xewkija and Zurrieq.*

#### *2.0 Audience Audit*

2.1 On each day of the week, a sub-sample made up of one seventh of the total sample size was accordingly interviewed, and each interviewee was asked to indicate at what times he or she had listened to any of the radio stations in respect of radio, and at what times he or she had been watching TV in respect of television, on the **two consecutive days** preceding the interview. The whole day was divided into half-hour time-bands. Each interviewee was required to indicate whether he or she was a listener during that time-band or not. An interviewee was deemed to have been a listener for that slot time-band if he or she stated that he/she was tuned in for at least one minute more than half of that slot's duration.

2.2 The reliability of the study was increased by extending the questions not only to the day preceding the interview but to the two days prior to the interview. This is the maximum accepted limit of recall for this kind of study. As a result of this, the sub-



sample base for each day of the week was doubled, and in effect became two-sevenths of the total sample size.

2.3 For this study the multi-stage random sampling procedure was used for those aged 18 years and older. The sample was drawn from the last edition of Local Councils electoral register. For those aged under 18, quota sampling was used. The sample produced was sub-stratified by gender and age group to reflect the demographic structure for this age cohort

### *3.0 Opinion Study*

3.1 In order to meet the second set of objectives established for this research exercise by the *Authority* regarding the range of aspects of broadcasting listed in the Authority's brief, all the interviewees were asked a set of identical questions irrespective of the day in which they were interviewed for the Audience Audit. Hence, the base for this section of the study, was the total number of interviews involved over the whole study.

### *5.0 Analysis*

5.1 The survey results, were collected on the basis of a questionnaire specially designed for this study.

5.2 Whenever feasible, results were analyzed by Gender, Age, Socio-Economic Category of the respondent or of the respondent's Head of Household where applicable (such as when the respondent is a housewife or a student not attending an Institution of Higher Learning), and Type of Viewer as follows:

i. Gender:     Male  
                  Female

ii. Age:        12-17  
                  18-30  
                  31-50  
                  51-65  
                  65 +

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

Group 1 - AB professional, managerial, administrative

Group 2 - C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business

Group 3 - C2 skilled manual workers and foremen

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

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

- Radio Malta 1
- Radio Malta 2
- Super One Radio
- Radio 101
- Island Sound
- Bay Radio
- RTK
- Live FM
- Smash Radio
- Radio Calypso
- University Radio
- Radju MAS

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

- Television**
- TVM Radio
- Super One
- RAI Stations
- Mediaset Group of Stations (*Canale 5, Italia Uno & Rete 4*)
- Other Italian Stations
  
- Cable**
- Smash TV
- Channel 12
- Education 22

## 6.0 Fieldwork

6.1 The study took the form of personal interviews conducted in private homes by a team of experienced interviewers.

6.2 Before the start of the fieldwork proper, the questionnaire was piloted. This ensured that the questionnaire did not present any problems in the interview situation. Dummy interviews were carried out during the briefing session. Interviewers were constantly supervised by two supervisors in order to ensure that difficulties that arose during the actual fieldwork were easily solved. The supervisors were responsible for checking that the interviews were being correctly done, and that the regulations for interviewing were constantly being strictly observed.

6.3 The majority of the fieldwork was conducted in Maltese except for non-nationals in which case it was conducted in English.

SERIAL NO [       ] C1

R2 Tista', jekk joghgbok, tghidli xi programmi smajt INTI il-bieraht-lura? (DAY of WEEK \_\_\_\_\_)

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

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

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO IN EACH PARTICULAR TIME SLOT

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNIR	MAS	
MIDNIGHT	1	2	3	4	5	6		8	9	10	11		R0000
0.30	1	2	3	4	5	6		8	9	10	11		R0030
1.00	1	2	3	4	5	6		8	9	10	11		R0100
1.30	1	2	3	4	5	6		8	9	10	11		R0130
2.00	1	2	3	4	5	6		8	9	10	11		R0200
2.30	1	2	3	4	5	6		8	9	10	11		R0230
3.00	1	2	3	4	5	6		8	9	10	11		R0300
3.30	1	2	3	4	5	6		8	9	10	11		R0330
4.00	1	2	3	4	5	6		8	9	10	11		R0400
4.30	1	2	3	4	5	6		8	9	10			R0430
5.00	1	2	3	4	5	6		8	9	10			R0500
5.30	1	2	3	4	5	6		8	9	10			R0530
6.00	1	2	3	4	5	6	7	8	9	10			R0600
6.30	1	2	3	4	5	6	7	8	9	10			R0630
7.00	1	2	3	4	5	6	7	8	9	10		12	R0700
7.30	1	2	3	4	5	6	7	8	9	10		12	R0730
8.00	1	2	3	4	5	6	7	8	9	10		12	R0800
8.30	1	2	3	4	5	6	7	8	9	10		12	R0830
9.00	1	2	3	4	5	6	7	8	9	10		12	R0900
9.30	1	2	3	4	5	6	7	8	9	10		12	R0930
10.00	1	2	3	4	5	6	7	8	9	10		12	R1000
10.30	1	2	3	4	5	6	7	8	9	10		12	R1030
11.00	1	2	3	4	5	6	7	8	9	10		12	R1100
11.30	1	2	3	4	5	6	7	8	9	10		12	R1130
NOON	1	2	3	4	5	6	7	8	9	10		12	R1200
12.30	1	2	3	4	5	6	7	8	9	10		12	R1230
1.00	1	2	3	4	5	6	7	8	9	10		12	R1300
1.30	1	2	3	4	5	6	7	8	9	10		12	R1330
2.00	1	2	3	4	5	6	7	8	9	10		12	R1400
2.30	1	2	3	4	5	6	7	8	9	10		12	R1430
3.00	1	2	3	4	5	6	7	8	9	10		12	R1500
3.30	1	2	3	4	5	6	7	8	9	10		12	R1530
4.00	1	2	3	4	5	6	7	8	9	10		12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11		R1630
5.00	1	2	3	4	5	6	7	8	9	10	11		R1700
5.30	1	2	3	4	5	6	7	8	9	10	11		R1730
6.00	1	2	3	4	5	6	7	8	9	10	11		R1800
6.30	1	2	3	4	5	6	7	8	9	10	11		R1830
7.00	1	2	3	4	5	6	7	8	9	10	11		R1900
7.30	1	2	3	4	5	6	7	8	9	10	11		R1930
8.00	1	2	3	4	5	6	7	8	9	10	11		R2000
8.30	1	2	3	4	5	6	7	8	9	10	11		R2030
9.00	1	2	3	4	5	6	7	8	9	10	11		R2100
9.30	1	2	3	4	5	6	7	8	9	10	11		R2130
10.00	1	2	3	4	5	6	7	8	9	10	11		R2200
10.30	1	2	3	4	5	6	7	8	9	10	11		R2230
11.00	1	2	3	4	5	6	7	8	9	10	11		R2300
11.30	1	2	3	4	5	6	7	8	9	10	11		R2330

SERIAL NO [ ] C1

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV il-BIERAH TLURA? (DAY of WEEK \_\_\_\_\_)  
 IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION  
 TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN  
 INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

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

Q7. Ghandek Servizz tal-Cable TV?

LE	IVA -BASIC	IVA -RECEPTION	IVA -TV PLUS	IVA - PREMIERE
0	1	2	3	4

K 19

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

	TVM	SUP 1	SMASH	RAI	BERLUS	OTHER ITALIAN	SATELLITE	
AHBARIJIET TA' MALTA	1	2	3	4	5	6	7	K20
AHBARIJIET TA' BARRA	1	2	3	4	5	6	7	K21
SPORTS	1	2	3	4	5	6	7	K22
TEMP	1	2	3	4	5	6	7	K23
FEATURE FILMS	1	2	3	4	5	6	7	K24
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	K25
DOKUMENTARJI	1	2	3	4	5	6	7	K26
CURRENT AFFAIRS	1	2	3	4	5	6	7	K27
DISKUSSIONIJIET	1	2	3	4	5	6	7	K28
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	K29
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	K30
PLAYS	1	2	3	4	5	6	7	K31
ARTI U KULTURA	1	2	3	4	5	6	7	K32
GHALL-MARA	1	2	3	4	5	6	7	K33
GHAT-TFAL	1	2	3	4	5	6	7	K34
RELIGJUZI	1	2	3	4	5	6	7	K35
BUSINESS/FINANZI	1	2	3	4	5	6	7	K36

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

DEJJEM 1  
KULTANT 2  
QATT 3 (K37)

Q11. MILL-ESPERJENZA TIEGHEK MIN TAHSEB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUWENZA FIL-FAMILJA BIEX TIDDECIEDI X'TV CHANNEL JINTAGHZEL?

(mark ONE only)

IR-RAGEL 1  
IL-MARA 2  
IT-TFAL 3 (K38)

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

TV \_\_\_\_\_  
(K39001-09)

RADJU \_\_\_\_\_  
(K40001-09)

## SECTION B

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

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

## SECTION A

### CLASSIFICATION

SERIAL NUMBER [ ] SON  
INTERVIEWERS INITIALS [ ] C2

DAY OF INTERVIEW:

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

iii. Socio-Economic Category:

OCCUPATION OF SELF/HEAD OF HOUSEHOLD  
(Please write in FULL: If Housewife, please write that of Head of Household)

IF PENSIONER, please write date prior to retirement IN FULL

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

(C6)

## SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt INTI il-bierah? (DAY of WEEK \_\_\_\_\_)

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

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

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

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNIR	MAS	
MIDNIGHT	1	2	3	4	5	6		8	9	10	11		R0000
0.30	1	2	3	4	5	6		8	9	10	11		R0030
1.00	1	2	3	4	5	6		8	9	10	11		R0100
1.30	1	2	3	4	5	6		8	9	10	11		R0130
2.00	1	2	3	4	5	6		8	9	10	11		R0200
2.30	1	2	3	4	5	6		8	9	10	11		R0230
3.00	1	2	3	4	5	6		8	9	10	11		R0300
3.30	1	2	3	4	5	6		8	9	10	11		R0330
4.00	1	2	3	4	5	6		8	9	10	11		R0400
4.30	1	2	3	4	5	6		8	9	10			R0430
5.00	1	2	3	4	5	6		8	9	10			R0500
5.30	1	2	3	4	5	6		8	9	10			R0530
6.00	1	2	3	4	5	6	7	8	9	10			R0600
6.30	1	2	3	4	5	6	7	8	9	10			R0630
7.00	1	2	3	4	5	6	7	8	9	10		12	R0700
7.30	1	2	3	4	5	6	7	8	9	10		12	R0730
8.00	1	2	3	4	5	6	7	8	9	10		12	R0800
8.30	1	2	3	4	5	6	7	8	9	10		12	R0830
9.00	1	2	3	4	5	6	7	8	9	10		12	R0900
9.30	1	2	3	4	5	6	7	8	9	10		12	R0930
10.00	1	2	3	4	5	6	7	8	9	10		12	R1000
10.30	1	2	3	4	5	6	7	8	9	10		12	R1030
11.00	1	2	3	4	5	6	7	8	9	10		12	R1100
11.30	1	2	3	4	5	6	7	8	9	10		12	R1130
NOON	1	2	3	4	5	6	7	8	9	10		12	R1200
12.30	1	2	3	4	5	6	7	8	9	10		12	R1230
1.00	1	2	3	4	5	6	7	8	9	10		12	R1300
1.30	1	2	3	4	5	6	7	8	9	10		12	R1330
2.00	1	2	3	4	5	6	7	8	9	10		12	R1400
2.30	1	2	3	4	5	6	7	8	9	10		12	R1430
3.00	1	2	3	4	5	6	7	8	9	10		12	R1500
3.30	1	2	3	4	5	6	7	8	9	10		12	R1530
4.00	1	2	3	4	5	6	7	8	9	10		12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11		R1630
5.00	1	2	3	4	5	6	7	8	9	10	11		R1700
5.30	1	2	3	4	5	6	7	8	9	10	11		R1730
6.00	1	2	3	4	5	6	7	8	9	10	11		R1800
6.30	1	2	3	4	5	6	7	8	9	10	11		R1830
7.00	1	2	3	4	5	6	7	8	9	10	11		R1900
7.30	1	2	3	4	5	6	7	8	9	10	11		R1930
8.00	1	2	3	4	5	6	7	8	9	10	11		R2000
8.30	1	2	3	4	5	6	7	8	9	10	11		R2030
9.00	1	2	3	4	5	6	7	8	9	10	11		R2100
9.30	1	2	3	4	5	6	7	8	9	10	11		R2130
10.00	1	2	3	4	5	6	7	8	9	10	11		R2200
10.30	1	2	3	4	5	6	7	8	9	10	11		R2230
11.00	1	2	3	4	5	6	7	8	9	10	11		R2300
11.30	1	2	3	4	5	6	7	8	9	10	11		R2330

## SECTION D: OPINION COLLECTION

Q1. L-ahbarijiet TA' MALTA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju* 1  
*tarahom fuq it-televizjoni* 2  
*taqrahom fuq il-gazzetta* 3  
*tismagghom minghand haddiehor* 4 (K1)

Q2. L-ahbarijiet TA' BARRA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju* 1  
*tarahom fuq it-televizjoni* 2  
*taqrahom fuq il-gazzetta* 3  
*tismagghom minghand haddiehor* 4 (K2)

Q3a. Inti tismighu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [ ] K  
LE 2 (K3)

c. Jekk IVA, fejn tismighu r-Radju? ID-DAR IX-XOGHOL FIL-KAROZZA  
(MORE THAN ONE ANSWER ALLOWED) 1 2 3 (K4001-003)

Q5. Fuq liema stazzjon tar-radju l-aktar li tippreferi tisma' dawn il-programmi  
(tista' timmarka WIEHED BISS) **SHOWCARD**

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNIR	MAS	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	(K5)
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	9	10	11	12	(K6)
FUQ PROBLEMI													
PERSONALI													
SPORT	1	2	3	4	5	6	7	8	9	10	11	12	(K7)
FLUS U	1	2	3	4	5	6	7	8	9	10	11	12	(K8)
BUSINESS													
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12	(K9)
SAHHA / SBUHIJA/	1	2	3	4	5	6	7	8	9	10	11	12	(K10)
DAR / LIGI													
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	(K11)
NOVELLI U	1	2	3	4	5	6	7	8	9	10	11	12	(K12)
DRAMMI													
PROGRAMMI TAT-	1	2	3	4	5	6	7	8	9	10	11	12	(K13)
TFAL													
AHBARIJET TA'	1	2	3	4	5	6	7	8	9	10	11	12	(K14)
MALTA													
AHBARIJET TA'	1	2	3	4	5	6	7	8	9	10	11	12	(K15)
BARRA													
ANALIZI TAL-	1	2	3	4	5	6	7	8	9	10	11	12	(K16)
KBAR / CURRENT													
AFFAIRS													

Q6a. Inti tara TV? IVA 1 b) B'kollox xi kemm-il siegha tara TV kuljum? [ ] K  
LE 2 (K17)

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

- Sitting/Livng* 1  
*Dining* 2  
*Kcina* 3  
*Bedroom* 4  
*Post lehor* 5 (K18)