

*A Report*

*on A Study of*

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

*(Part I – Report)*

*prepared for the*

**Broadcasting Authority**

*by*

**Malta University Services**

University of Malta  
Msida – Malta

Tel: 343572

Fax: 344879

*May 1998*



**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 8	
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 .....	11
6.1.0 Introduction 11	
6.2.0 Radio: General Preferences 11	
6.3.0 TV: General Preferences 12	
6.4.0 Radio Station Preferences for Different Programme Sectors 13	
6.5.0 TV Channel Preferences for Different Programme Sectors 16	
6.6.0 Party Political Programmes 19	
6.7.0 Suggestions for New Radio & TV Programmes 20	
VII Radio Audience Audit.....	21
7.1.0 General 21	
7.2.0 Average Radio Audience Share 21	
7.3.0 Radio Audience Share Peaks 22	
7.4.0 Daily Audience Share 23	
7.5.0 Monday 24	
7.6.0 Tuesday 24	
7.7.0 Wednesday 25	
7.8.0 Thursday 29	
7.9.0 Friday 29	
7.10.0 Saturday 32	
7.11.0 Sunday 32	
7.12.0 Radio Audience Share 1995-1998 38	

VIII	TV Audience Audit.....	41
	8.1.0 General 41	
	8.2.0 Average TV Audience Share 41	
	8.3.0 TV Audience Share Peaks 43	
	8.4.0 Daily Audience Share 44	
	8.5.0 Monday 44	
	8.6.0 Tuesday 44	
	8.7.0 Wednesday 45	
	8.8.0 Thursday 49	
	8.9.0 Friday 49	
	8.10.0 Saturday 50	
	8.11.0 Sunday 50	
	8.12.0 TV Audience Share 1995-1998 59	
IX	Conclusions.....	61
	Appendix A: <i>Technical Report</i> .....	64
	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 6.3-1.3:	Radio Station Preferences for Different Programme Sectors (1998)
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 6.4-1.3:	TV Channel Preferences for Different Programme Sectors (1998)
Table 7.1:	Daily Radio Average Audience Share 1998
Table 7.2:	Daily Radio Peak Audience Share 1998
Table R1:	Radio Listenership: Monday
Table R2:	Radio Listenership: Tuesday
Table R3:	Radio Listenership: Wednesday
Table R4:	Radio Listenership: Thursday
Table R5:	Radio Listenership: Friday
Table R6:	Radio Listenership: Saturday
Table R7:	Radio Listenership: Sunday
Table 7-3:	Daily Average Audience Levels - Radio 1995-98
Table 7.4:	Daily Average Audience Levels - Radio 1997-98 (6.00 a.m. - Midnight)
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: 1995-98

## LIST OF FIGURES

- Fig. 4:1 Who Decides 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 1998
- 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 - 1998
- Fig. 7.11: Daily Average Audience Radio Levels - 1997 (6.00 a.m. - Midnight)
- Fig. 7.12: Daily Average Audience Radio Levels - 1998 (6.00 a.m. - Midnight)
- 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
- Fig. 8.12: Daily Average Audience Radio Levels - 1998

# 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 1998, *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 specific issues of special interest to the client needed to be collected.

1.5 *MUS* submitted its proposals and by letter dated 11 March 1998, 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 organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the *MUS* proposal; this is followed by an analysis of the sample profile. The next two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preferences*.

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

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

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

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

1.11 *Malta University Services Ltd.* retains all copyright covering the methodology for this study; the *Broadcasting Authority* is the sole owner of the findings.

## II OBJECTIVES

2.1 The overall objectives for this study result from the following areas of investigation listed in the Research Brief circulated by the Broadcasting Authority:

*(a) television viewing; programme selection and motives for listening and watching;*

*(b) the general opinions of the Maltese about the standards and quality of radio and television services provided in Malta;*

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

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

2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 1998 study the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.

2.3 Through this study the *Authority* is being provided with data on the audience size, made up of persons 12 years and older, for the following:

### **Television**

TVM  
Super One  
RAI Stations  
Mediaset Stations

### **Cable**

Smash TV  
Channel 12  
Education 22  
Satellite Services

### **Radio**

Malta I & II  
FM Bronja  
Super One Radio  
Radio 101  
RTK  
Island Sound  
Live FM  
Bay Radio  
Smash Radio  
Calypso Radio  
University Radio  
Radju MAS

2.4 By way of clarification on how audience data is to be presented, the Broadcasting Authority confirmed the direction given in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) in which it was required that:



*“the statistic ‘average’ at the bottom of each table for radio station audiences should be worked out on the basis of 18 hours of listening per day i.e. from 6.00 a.m. to midnight...”*

2.5 The Broadcasting Authority however decided that for the 1998 study, UNI Radio and Radju MAS should be considered as two separate stations and the relevant statistics should not be computed, as had been directed for 1997, for the common frequency allocated to them.

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

### III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. Once again in 1998, 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 closely follow the figures for the resident population in Malta in the 1995 census.

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
	%	%	%
<b>12-17</b>	11.2	11.4	11.0
<b>18-30</b>	21.0	21.4	20.5
<b>31-50</b>	37.1	37.1	37.0
<b>51-65</b>	18.2	18.6	17.8
<b>over 65</b>	12.6	11.4	13.7
<b>TOTAL</b>	100.0	100.0	100.0
<b>N=</b>	1001	490	511
<b>%</b>	100	49.0	51.0

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

**Table 3.2 Sample Profile: By Socio-Economic Group**

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	131	326	291	253
	%	%	%	%	%
12-17	11.2	14.5	10.4	12.0	9.5
18-30	21.0	17.6	26.7	20.3	16.2
30-51	37.1	36.6	37.1	35.7	38.7
51-65	18.2	16.0	15.6	17.2	23.7
over 65	12.6	15.3	10.1	14.8	11.9
<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 81.3% (as opposed to 75.8% and 77.7% in 1996 and 1997 respectively) stated that they do listen to the radio regularly whilst the remaining 18.7% stated that they do not. This statistic suggests that there has been a slight increase in the popularity of radio since the last study conducted for the Authority in 1997. Those aged 12 - 17 again registered the lowest rate for radio listenership at 73.2%. On the other hand, those aged 18-30 this year again registered the highest rating for radio listenership at 85.7% (1996: 84.2%; 1997: 77.3%). Radio listenership is highest among C1 respondents, at 84.4%. Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents data on the average number of hours those who had stated that they do listen to the radio actually do so. A mere 2.1% stated that the amount of time they dedicate to radio varies considerably, but as many as 26.8% 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 0.4% of the respondents, but figures start going down beyond four hours. The respective figures for 1 - 4 hours are: 1 hour: 26.8%; 2 hours: 19.5%; 3 hours: 17.3%; 4 hours: 9.3%. By and large, 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 77.9% (in contrast to 76.5% in 1996 and 84.3 in 1997) of all respondents stated that they listen to radio at home, 16.8% (1996: 16.5%; 1997: 11.5%) listen to it at work, whilst 22.6% (1996: 23.9%; 1997: 19.5%) listen to the radio in the car. Full details are presented in the Table.

### *4.3.0 TV Viewership*

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents 98.3% (in contrast to 93.5% in 1996 and 94.8% in 1997) stated that they do watch TV regularly, whilst the remaining 1.7% stated that they do not. This points to an 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 higher incidence than males (males: 97.8% vs. females: 98.8%). This is the same as in 1996, but the opposite was true in 1997. The age group which registered the highest rating for TV viewership was made up of those aged 12-17, with 99.1%, but the lowest percentage reported amongst those aged 65 and over, was not much lower, at 96.8%. In contrast to the previous two years, TV viewing is highest among C1 respondents, at 99.1% (1996: AB=95.5%; 1997: AB=94.6%; 1998: AB=97.7%). The lowest reported figure is not much less however: DE registered 97.2%. Full details are presented in Table 4.4.

4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is once more of 2 hours per day, registered at 32.4% (1997: 32.3%). As many as 0.6% stated that they view TV for up to nine hours daily, but most viewers do not exceed four hours of daily viewing: 1 hour 14.8%; 2 hours: 32.4%; 3 hours: 26.6%; and 4 hours: 14.3 %. The difference across genders is not extensive except that females no longer 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: 28.1%; C1: 15.5%; C2: 11.1% and DE 11.4%

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 46.1% (1996: 51.4%; 1997: 44.2%) of all respondents stated that they watch TV in the sitting room. Twenty nine point four percent (1996: 27.7%; 1997: 31.9%) watch TV in the bedroom, and 17.5% (1996: 14.7%; 1997: 14.8%) do so in the kitchen. The remaining 5.5% (1996: 6.7%; 1997: 7.6%) watch TV in the dining room, whilst 1.5% (1996: 1.4%; 1997: 1.6%) do so in another part of the house. It is interesting to note that males continue to prefer to watch TV in the sitting room more than females (46.6% vs. females 45.7%), and again males prefer the bedroom more than females (32.2% vs. females 26.7%). It is also interesting to note that DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (36.6% as opposed to 18.8% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (63.3% vs. DE at 34.6%). Full breakdowns by gender, age group and socio-economic activity are provided in the Table:-

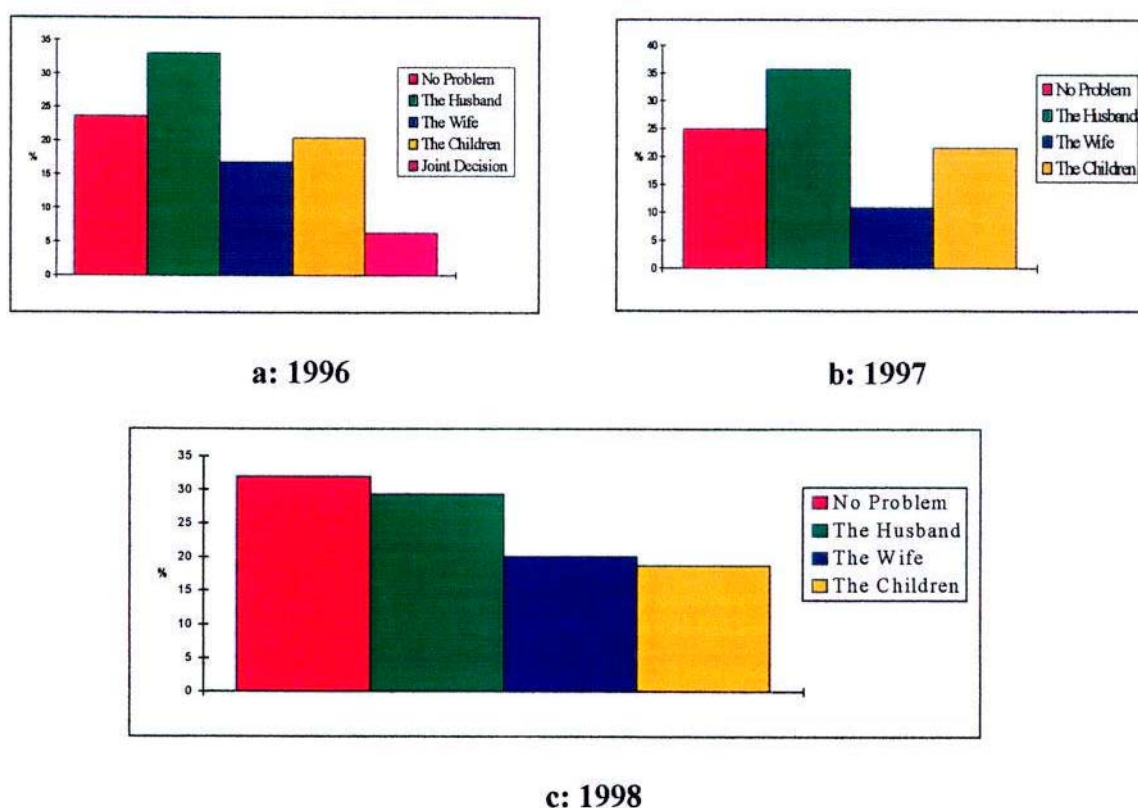
#### *4.4.0 Cable TV Facilities*

4.4.1 Of all respondents taking part in this study, 47% stated that they are connected to Cable TV. Of those connected, 13.2% are served by the Reception level; 11.4% stated that they are served by the Basic Level; 14.7% are serviced by the TV Plus service whilst 7.7% opted for the additional Premiere services. Not surprisingly, connection to Cable TV is related to economic status: as many as 63.4% of the AB are served by Cable, as against 39.9% 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 46.4% of the respondents aged 12-17 stated that they are connected to Cable TV as opposed to 38.5% 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 4.8 from the 1998 study do show some changes from the figures obtained in 1996 and 1997: in 1998 wives have acquired more decision making powers!

4.5.2 In fact, in 32% (1996: 23.6%; 1997: 24.9%) 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 29.3% (1996: 33%; 1997: 35.7%) of the cases the husband is reported to be the decision maker; in 20.1% (1996: 16.8%; 1997: 17.9%) of the cases it is the wife who decides whilst in 18.7% (1996: 20.4%; 1997: 21.6%) of the cases it is the children's wishes that are respected. Table 4.8 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1(a) to (c) graphically summarises the responses given to this question in 1996, 1997, and 1998.



**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 previous years, the Broadcasting Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used in the 1996 and 1997 were repeated in 1998, and this allows comparison of developments, if any. 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, 70.9% (1996: 65.1%; 1997: 68%) prefer to follow the news on TV; 13.4% (1996: 19.9%; 1997: 15.2%) prefer the radio as their source for news; 10.8% (1996: 10.9%; 1997: 8.4%) prefer to read about news events in a newspaper whilst 2.4% (1996: 1.8%; 1997: 2.9%) stated that they have no special preference. Another 2.4% prefer to learn the news from other persons.

5.2.2 A slight difference across the genders is to be noted among those who prefer to follow the news on TV (males 70.6%; females 71.2%); but females registered a higher percentage among those who prefer radio (15.5% females vs. 11.2% males). Newspapers are more popular among males (12.4 %) than among females (9.2%).

5.2.3 TV is most popular among those aged 51-65 and over (79.7%); radio is most popular amongst those aged 31-50 (with 15.6%) whilst newspapers are most popular among those aged 18-30, with 17.1%. These figures are not identical to the 1997 values, but the various preferences across age-groups have remained identical over the past year. The socio-economic category with the highest preference for TV as the source of news was DE, at 77.5%. Radio is preferred most by those in the C2 socio-economic category, at 15.1%. Full details are presented in Table 5.1.

### *5.3.0 Preferred Source for Foreign News*

5.3.1 Table 5.2 summarises the preferences of the Maltese in respect of the available sources for foreign news. Of all the respondents, 74.9% (1996: 67.4%; 1997: 70.4%) prefer TV; 10% and 8.6% (1996: 15.5% and 9.2%; 1997: 12.5% and 7.2%) prefer the radio and newspapers respectively. Two point two per cent (1996: 2%; 1997: 5.3%) stated that they prefer to pick foreign news from other persons, whilst the remaining 4.3% (1996: 5.9%; 1997: 4.6%) stated that they have no special preference for any of the media. When the 1998 figures are compared to the values of the previous years the similarity in the patterns emerging, are quite striking.

5.3.2 Females showed a relatively higher preference than males for both TV (75.3% vs. 74.5% males) and radio (11.5% vs. 8.4% males); whilst males prefer the newspapers more than females (9.8% males vs. 7.4% females). Newspapers are most

preferable to those aged 18-30 (11%) and to those in the higher socio-economic groups (AB: 17.6%). 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 chapters first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

### 6.2.0 Radio: General Preferences

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

**Table 6.1 General Preferences for Radio Programme Sectors (1996 & 1997)**

PROGRAMME SECTOR	% 1996	% 1997	% 1998
Music	82.5	78.9	87.2
Local News	74.7	70.6	84.5
Foreign News	68.1	63.9	77.1
Discussions	61.2	58.1	67.6
Religion	50.6	34.7	53.3
Health/Beauty/Home/Law	46.7	31.6	54.5
Current Affairs	42.2	31.2	56.8
Culture	36.4	29.1	45.8
Sports	37.5	29.0	48.2
Novels/Plays	35.6	27.9	49.5
Money/Business	19.0	16.7	31.7
Children	20.3	15.9	30.2

6.2.2 This table indicates that there has been some interesting changes since the 1996 and 1997 studies were conducted. It shows that Music continues to be the sector most liked by Maltese radio listeners, at 87.2%. This is followed by Local News and Foreign News. Upward trends can be noticed in respect of all segments. The programme sector arousing least interest in 1998 remains 'Programming for Children', at 30.2% although this is almost double that registered for 1997.



### 6.3.0 TV: General Preferences

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

**Table 6.2 General Preferences for TV Programme Sectors (1996 & 1997)**

PROGRAMME SECTOR	% 1996	% 1997	% 1998
Local News	89.3	84.2	94.6
Foreign News	85.3	79.8	88.9
Feature Films	72.0	60.5	77.5
Quizzes/Fame Shows/Variety Progr..	60.4	51.6	70.1
Weather	78.2	50.5	81.2
Documentaries	63.1	50.3	66.3
Sports	55.3	45.1	63.0
Discussions	56.1	43.8	72.1
Plays	35.0	31.4	54.4
Music Video-Clips	33.7	24.7	45.5
Current Affairs	36.3	23.4	44.8
Religion	39.3	22.4	44.3
Serials/Soap Operas	32.5	22.9	61.4
Art & Culture	33.5	22.1	44.8
Women's Programmes	36.8	20.9	47.4
Children's Programmes	29.0	18.3	47.0
Business & Finance	18.1	11.9	27.0

6.3.2 This table shows that Local and Foreign News continues to be the sector most preferred by Maltese TV audiences, at 94.6% and 88.9% respectively. The Weather forecast has again gained the considerable ground it had lost between 1996 and 1997. Again, the programme sector with the least interest among television viewers continues to be the one that covers Business and Finance, for which only 27% cared to express a preference, although this is an increase over 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 77.5%. Interesting too is the gain registered by Serials and Soap Operas which, at 61.4% this year is very different from the rating received in 1996 and 1997 (at 32.5% and 22.9% respectively). The overall impression obtainable from this Table is that, unlike during the period covered by the 1997 study, Maltese viewers are being increasingly satisfied with TV programming.

#### 6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 Table 6.3-1, Table 6.3-2 and Table 6.3-3 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in 1996, 1997 and 1998 respectively. In 1996, Super 1, Radio Malta 1, Radio Malta 2 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 were noticeable: Super 1, Radio Malta, Radio Malta 1 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 In 1998 some changes in the perception of Maltese audiences were noticeable: Radio Malta 1, Super 1 Radio, Radio 101 are each ranked highest for Local News; Malta 2 is ranked highest in Sports; again a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS and FM Bronja. RTK is again ranked highest for Religion programmes whilst Live FM is again ranked highest for Discussion programmes, whilst UNI Radio is ranked highest for the wide category covering 'Health/Beauty/Home/Law'.

6.4.4 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 analysed against the projected station profile to see whether a particular station is meeting its stated objectives. The data in Table 6.3-3 for 1998 are graphically summarised 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	4.90	0.40	0.60	0.40	0.40	38.80	100.00
Sport	5.40	3.00	13.90	3.10	1.00	1.80	4.00	1.90	1.90	1.30	0.00	0.30	62.40	100.00
Money & Business	4.60	1.70	7.10	1.00	0.40	0.50	2.30	0.60	0.10	0.40	0.30	0.00	81.00	100.00
Culture	6.30	2.40	11.80	2.20	0.10	0.30	10.80	1.00	0.10	0.50	0.60	0.10	63.80	100.00
Health/Beauty/Home/Law	7.30	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	1.80	0.10	0.60	25.40	100.00
Foreign News	11.70	3.30	19.50	5.80	3.00	4.90	12.00	1.20	4.10	1.90	0.30	0.50	31.80	100.00
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	4.0	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	8.7	1.1	0.3	0.1	0.4	41.9	100.00
Sport	3.3	2.1	9.9	3.8	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	2.8	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

**Table 6.3-1.3: Radio Station Preferences for Different Programme Sectors (1998)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	8.1	1.1	12.8	9.1	3.3	10.3	7.0	5.4	16.7	8.6	0.1	2.5	1.0	13.0	100.00
Discussions	11.1	0.7	14.3	11.4	0.5	1.8	14.7	10.0	1.7	0.6	0.2	0.5	-	32.4	100.00
Sport	9.0	3.2	13.3	6.6	1.2	3.4	4.2	1.6	2.7	1.6	0.1	0.2	-	52.8	100.00
Money & Business	10.0	3.1	4.2	3.6	0.7	2.1	3.3	2.5	1.2	0.5	0.2	0.2	0.1	68.3	100.00
Culture	11.7	2.5	8.4	6.1	0.9	1.7	8.2	2.6	0.9	0.7	1.0	0.5	0.7	54.2	100.00
Health/Beauty/Home/Law	12.7	2.5	12.7	6.9	1.1	1.4	10.6	3.7	2.0	0.5	0.4	0.4	-	45.5	100.00
Religion	6.0	0.6	6.9	2.6	0.2	0.9	33.0	1.1	0.7	0.2	0.1	0.7	0.1	46.7	100.00
Novels & Plays	16.2	2.0	11.9	4.5	0.4	0.9	9.3	2.7	0.9	0.2	0.2	0.1	0.1	50.5	100.00
Children	10.3	2.0	7.0	2.0	0.5	1.0	4.3	1.6	1.2	0.1	-	0.2	-	69.8	100.00
Local News	14.9	2.9	23.6	15.2	1.4	5.2	9.7	4.3	4.4	1.8	-	0.9	0.2	15.5	100.00
Foreign News	14.4	2.3	20.1	14.0	1.6	5.0	9.2	3.9	4.2	1.5	-	0.6	0.2	22.9	100.00
Current Affairs	10.1	2.1	14.1	11.5	0.9	3.3	6.0	5.3	1.7	0.9	-	0.7	0.1	43.2	100.00

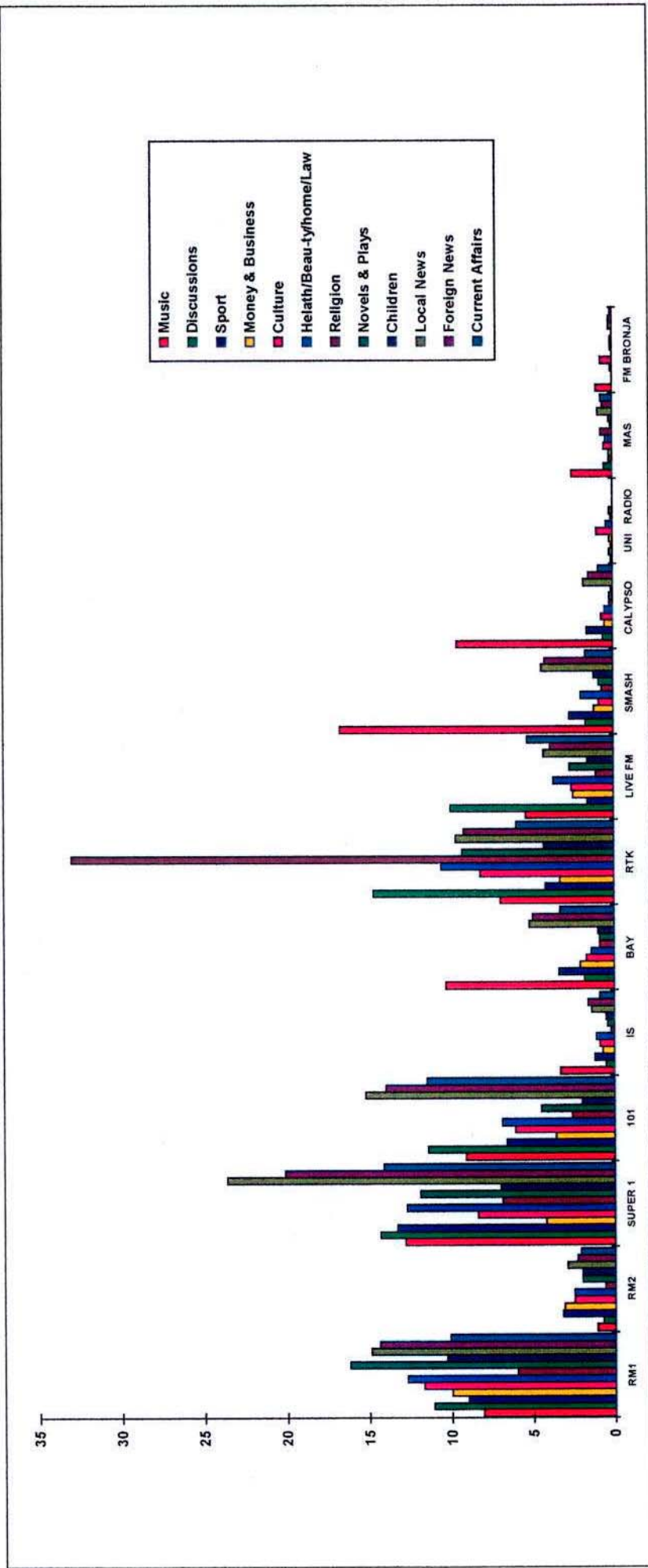


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

### 6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.4-1, Table 6.4-2 and Table 6.4-3 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors studied for 1996, 1997 and 1998 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 were both ranked highest for Local News; Smash TV was ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels were ranked highest for Feature Films. In 1997, the other Italian stations were ranked highest for Sports and not for Music Video-Clips. The Satellite channels were again ranked highest for Documentaries.

6.5.3 In 1998 (see Table 6.4-3), 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 were both ranked highest for Local News; Smash TV was ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels were ranked highest for Feature Films. This year, the other Italian stations were also ranked highest for Feature Films. The Satellite channels were again ranked highest for Documentaries.

6.5.4 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 the Table Appendix, need to be interpreted with a lot of care. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives. The figures in Table 6.4-3 for 1998 are graphically summarised 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	5.80	0.10	25.90	6.50	0.40	13.00	36.90	100.00
Current Affairs	12.20	4.80	0.20	6.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.80	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	1.8	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	78.6	100.00
Discussions	21.1	11.4	0.9	3.0	3.6	0.1	3.8	58.2	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	88.6	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	5.6	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	2.8	0.7	0.2	1.9	88.1	100.00

**Table 6.4-1.3: TV Channel Preferences for Different Programme Sectors (1998)**

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	71.1	22.9	0.2	0.1	0.1		0.2	5.4	100.00
Foreign News	34.0	10.9	-	18.9	12.1	0.1	12.9	11.1	100.00
Sports	17.1	8.0	0.9	15.2	6.9	0.6	14.2	37.0	100.00
Weather	50.5	11.3	0.2	8.0	1.7		9.5	18.8	100.00
Feature Films	8.6	2.0	0.6	10.8	41.1	1.3	13.3	22.5	100.00
Serials/Soap									
Operas	34.7	0.6	-	4.0	17.6	0.5	4.1	38.6	100.00
Documentaries	13.6	5.8	0.2	19.9	6.7	0.4	19.6	33.7	100.00
Current Affairs	19.2	4.5	0.2	6.2	5.3	0.1	9.3	55.2	100.00
Discussions	50.9	9.7	0.9	2.2	4.2	0.1	5.1	26.9	100.00
Quizzes/Game Shows/Variety Prog.	15.4	5.4	0.4	7.5	33.4	0.2	7.7	29.9	100.00
Music Video Clips	5.2	2.2	11.3	2.1	3.7	4.2	15.9	55.5	100.00
Plays	43.7	6.1	-	1.4	0.4	0.1	2.6	45.6	100.00
Art & Culture	23.2	3.4	0.1	6.4	1.2	0.4	10.2	55.2	100.00
Women	29.1	7.4	0.8	1.8	2.9	-	5.3	52.6	100.00
Children	18.9	4.8	0.2	5.8	6.7	0.5	10.3	53.3	100.00
Religion	35.0	4.0	-	2.6	0.1	-	2.6	55.7	100.00
Business & Finance	12.3	2.2	0.1	1.8	1.2	0.2	8.5	73.6	100.00

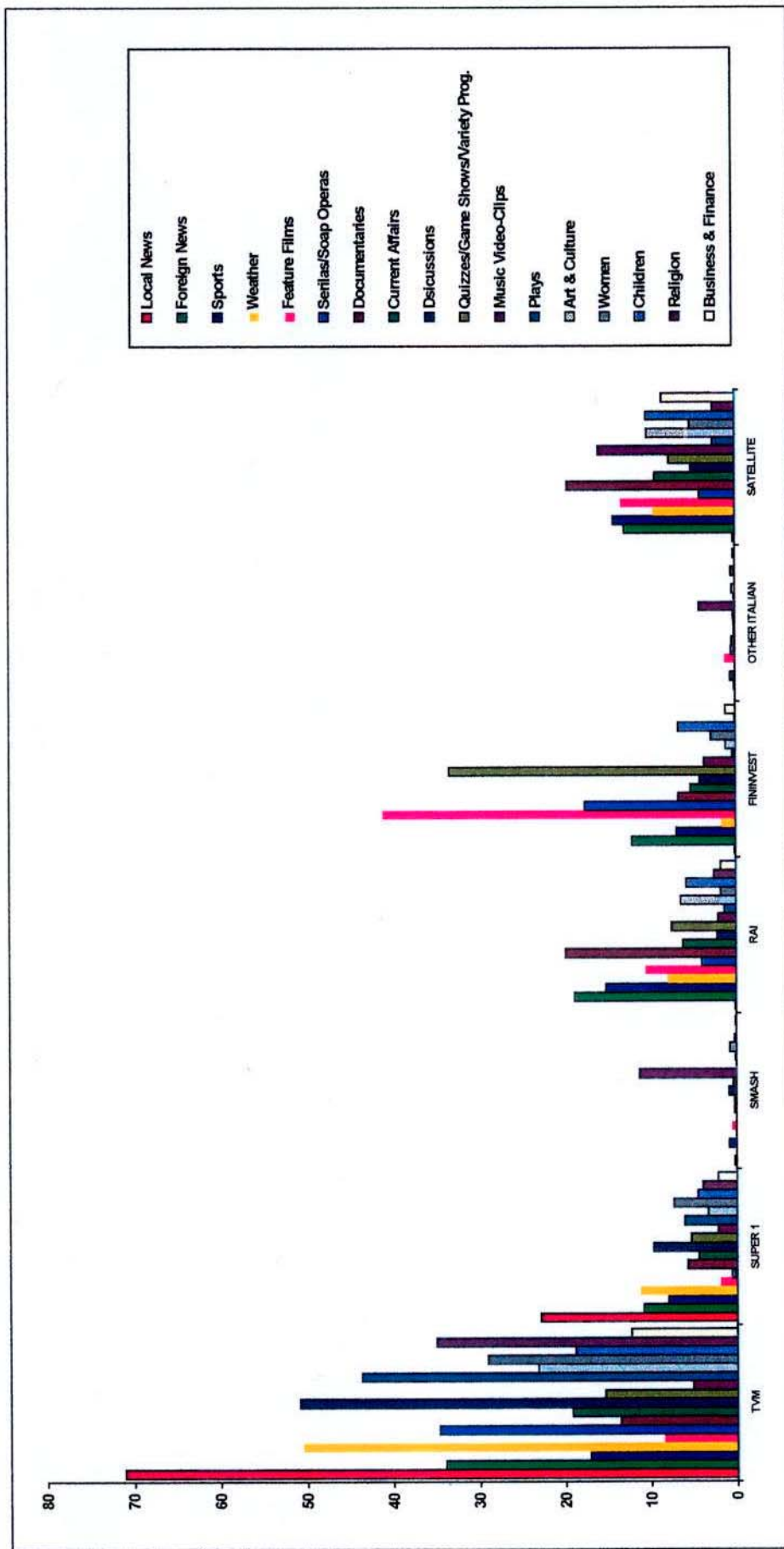
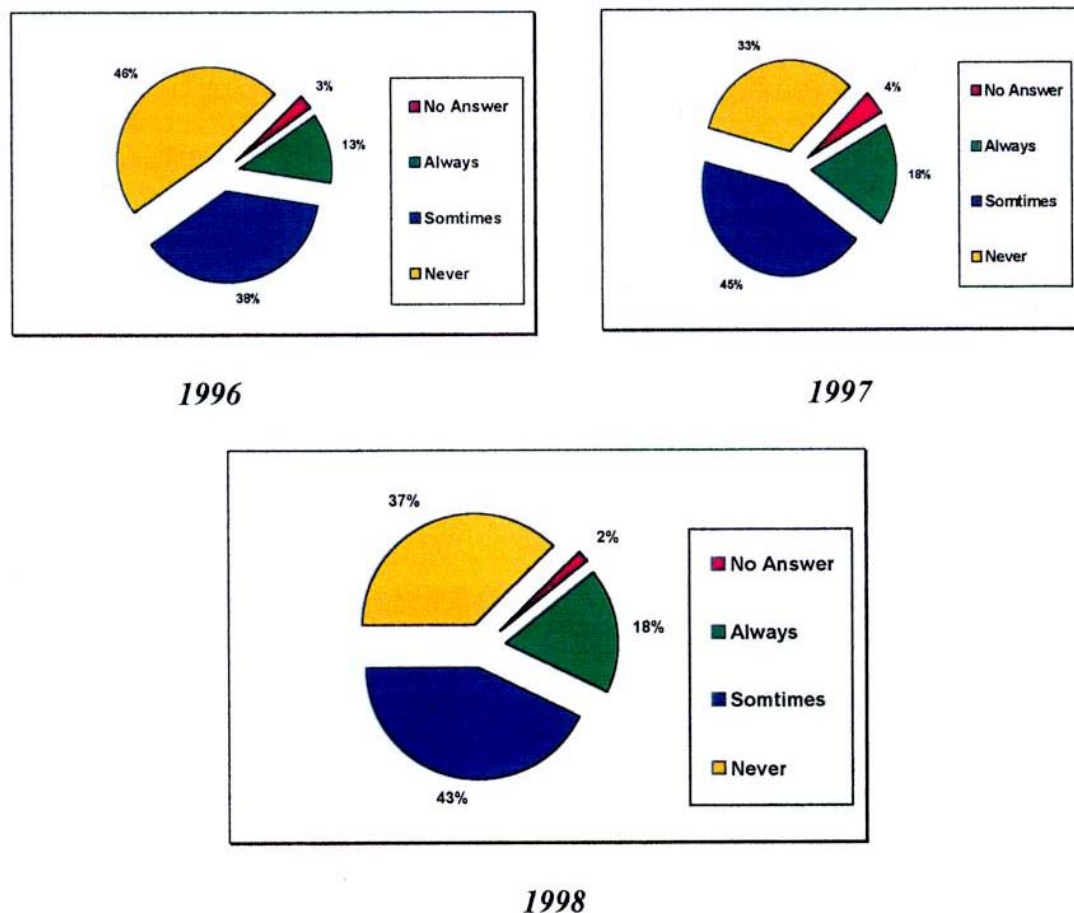


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments



## 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 summarises the details for 1996, 1997 and 1998. The data for 1998 is presented in full in Table 6.5 (in the Tables Appendix) which provides the full breakdowns on this subject.



**Fig 6.3: Extent of Interest in Political Broadcasts 1996 and 1998**

6.6.2 The full breakdowns suggest that there is a higher interest among males to follow political broadcasts regularly (21.6% males vs. 14.5% females in 1998 as against 16.8% males vs. 13.4% females in 1996 and 20.1% males and 16.6% females in 1997). Those aged 51-65 have the highest interest to follow these broadcasts because 27.5% always view them. Persons in the C2 socio-economic group registered the highest percentage (22.3%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (41.3% vs. 33.3% males); in proportion, a higher number of those who never follow them come from among those aged 12-17 (67%). 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 DE socio-economic category register the highest percentage: DE: 39.5%;



### 6.7.0 *Suggestions for New Radio and TV Programmes*

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

6.7.2 In answer to an open-ended question for suggestions on new radio programmes, 18.3% of all respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals covered: more music (5%); more educational programmes (3.9%); plays in Maltese (2.6%); more sports (1.1%); more programmes on Maltese culture (0.7%); more religious programmes (0.6%) and Maltese *ghana* (0.6%). 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 60.6% 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 (15.5%); more modern films (7.4%); more educational programmes (8.9%); more sports (5.4%); documentaries in Maltese (4.4%); more music (2.5%); more phone-in programmes (2.5%) and old films (2.5%). 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 specifically asked at what time they had listened to the radio, and this for every half hour of listening for the full twenty four hours of the day.

7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening for the day before (i.e. 'the day before yesterday'). To allow direct comparability with the 1995, 1996 and 1997 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". As with the 1996 and the 1997 studies, the only variation from this 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 1997 directive (see *par.* 2.4 above), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables for 1998.

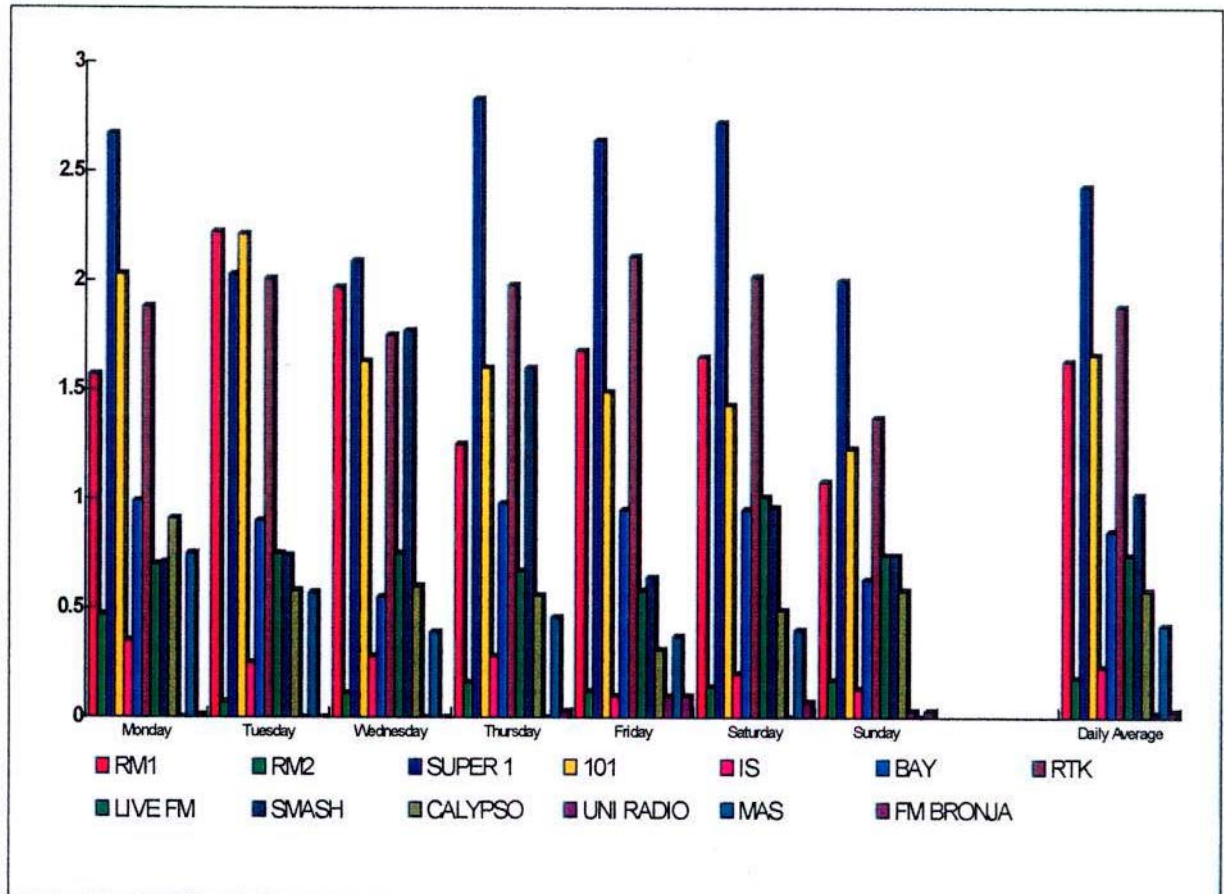
7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of another sub-sample composed of those who replied in respect of the same day of the week, but did so two days later, i.e. they were asked to recall their listening for 'the day before yesterday'.

### 7.2.0 Average Radio Audience Share

7.2.1 Table 7.1 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 this year again registered by Radio Super 1, at 2.43%(1996: 3.16%; 1997: 2.19%). The highest daily average for the station was registered on Thursday, with 2.83%. This was followed by RTK, with a daily average of 1.88% (1996: 2.22%; 1997: 1.57%); and Radio Malta 1 at 1.63% (1996: 1.56%; 1997: 1.25%), and Radio 101 at 1.66% (1996: 0.72%; 1997: 1.15%). It is interesting to note that Radio 101 continued with the gains registered in 1997 and its weekly average rating supersedes Radio Malta 1 in 1998.

**Table 7.1: Daily Radio Average Audience Share 1998**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
Monday	1.57	0.47	2.67	2.03	0.35	0.99	1.88	0.70	0.71	0.91	0.00	0.75	0.01	87.82	100
Tuesday	2.22	0.07	2.03	2.21	0.25	0.90	2.01	0.75	0.74	0.58	0.00	0.57	0.00	88.47	100
Wednesday	1.97	0.11	2.09	1.63	0.28	0.55	1.75	0.75	1.77	0.60	0.00	0.39	0.00	88.74	100
Thursday	1.25	0.16	2.83	1.60	0.28	0.98	1.98	0.67	1.60	0.58	0.00	0.46	0.03	88.23	100
Friday	1.68	0.12	2.64	1.49	0.10	0.95	2.11	0.58	0.64	0.31	0.10	0.37	0.10	89.56	100
Saturday	1.65	0.14	2.72	1.43	0.20	0.95	2.02	1.01	0.96	0.49	0.00	0.40	0.07	88.67	100
Sunday	1.08	0.17	2.00	1.23	0.13	0.63	1.37	0.74	0.74	0.58	0.03	0.00	0.03	91.61	100
Daily Average	1.63	0.18	2.43	1.66	0.23	0.85	1.88	0.74	1.02	0.58	0.02	0.42	0.03	89.01	100



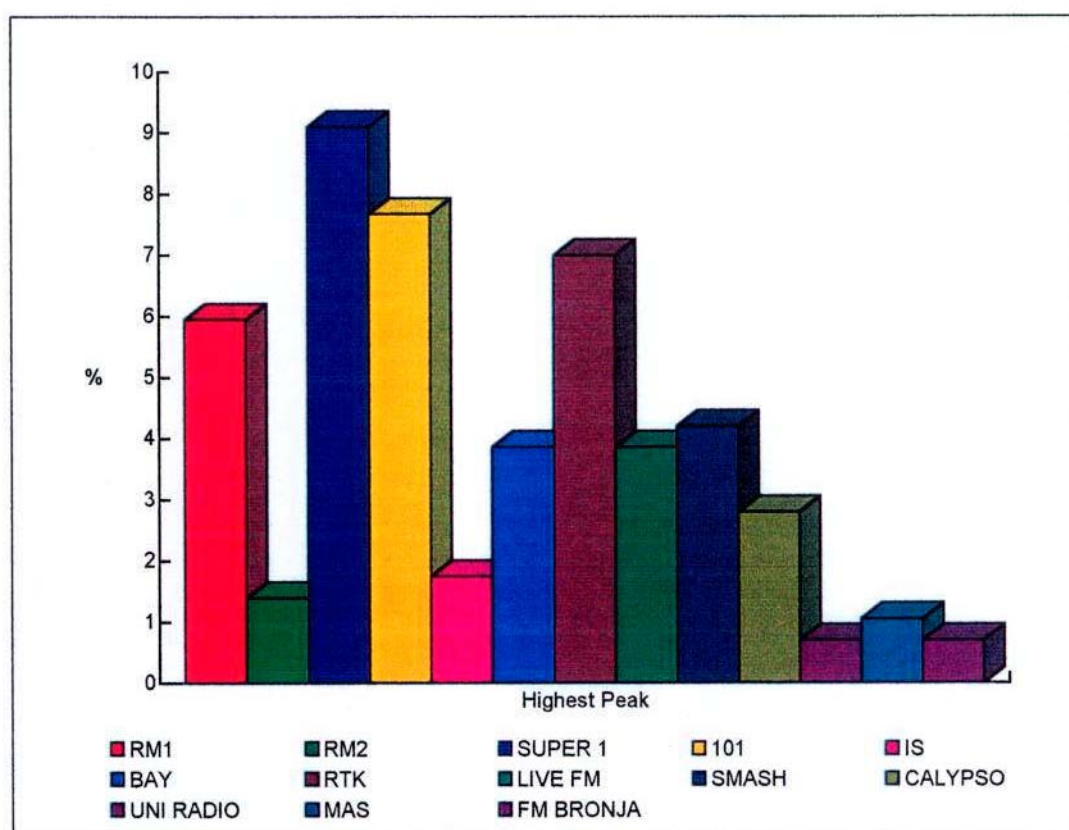
**Figure 7.1: Daily Radio Average Audience Share 1998**

### 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 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the station’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week. In 1998, the highest peak was again obtained by Radio Super 1, this time on a Saturday, at 9.09% (1997 on a Monday at 11.54%). Figure 7.2 graphically portrays how the stations compare on this index.

**Table 7.2: Daily Radio Peak Audience Share 1998**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA
Monday	4.18	1.39	8.71	7.67	1.05	2.79	5.23	2.44	2.44	2.79	0.00	1.05	0.35
Tuesday	5.94	0.35	6.29	6.29	1.05	3.85	6.99	2.80	2.45	1.75	0.00	0.70	0.00
Wednesday	5.59	1.05	5.94	5.94	1.05	1.75	5.59	2.10	4.20	2.80	0.00	0.70	0.00
Thursday	4.20	1.05	6.64	6.29	1.40	2.45	4.90	2.10	4.20	2.45	0.00	0.70	0.35
Friday	4.20	1.05	8.04	5.94	0.70	2.80	6.29	1.40	1.75	1.40	0.70	0.70	0.70
Saturday	5.24	0.70	9.09	4.90	1.75	2.80	5.24	3.15	3.50	1.75	0.00	0.70	0.35
Sunday	3.15	1.05	7.69	5.59	0.70	2.80	3.85	3.85	2.45	2.10	0.35	0.00	0.35
Highest Peak	5.94	1.39	9.09	7.67	1.75	3.85	6.99	3.85	4.20	2.80	0.70	1.05	0.70



**Figure 7.2: Highest Radio Station Peak Audience Share 1998**

#### 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 analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is 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

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, (c) the standard deviation statistic for the channel, and, as has already been stated above (d) the average audience for transmission between 6.00 a.m. and midnight for those stations on air during that time and, in the case of Radju MAS and UNI Radio, for those hours within this time period when they were transmitting. The first two of these have already been analysed above; the third statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day, whilst the fourth is important because of the very low audiences registered for night radio broadcasts in Malta.

#### *7.5.0 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 9.30 a.m., at 8.71%; its early and late afternoon audiences are also strong and steady. The station loses its audience in the evening.

7.5.2 RTK has a consistently strong morning audience, relatively low in the early afternoon and picks up in mid-afternoon. RTK's peak time on Monday is at 9.30 a.m., with 5.23%.

7.5.3 Radio 101 registered a very good audience level on Monday, both in the morning and in the afternoon. It reaches a peak of 7.67% in the 5.00 - 5.30 p.m. slot.

7.5.4 Radio Malta 1 also has a consistently strong audience in the morning and afternoon with a peak of 4.18% obtained at noon.

7.5.5 Smash Radio has a consistent audience, with a peak of 2.44% between noon and 12.30 p.m. Early afternoon audiences for Smash are consistent, but drop.

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

7.5.5 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 9.30 a.m. and 10.00 a.m. with 6.29%. The afternoon audience is also steady and strong, and is maintained above the 3% level between 4.00 p.m. and 5.30 p.m.

7.6.2 Radio Malta 1 has a very good audience in the morning, with a peak of 5.94% at noon, and retained good audience levels in the afternoon until 7.00 p.m.

7.6.3 Radio 101 registered a high peak of 6.29% on Tuesday after 10.30 a.m. and retains a strong audience until 6.00 p.m.

7.6.3 Again on Tuesday, RTK had a very good audience level in the morning. Its peak of 6.99% was reached between 10.00 a.m. and 10.30 a.m.

7.6.4 On Tuesday, Smash Radio has a somewhat larger audience in the morning, with a peak of 2.45% reached between 11.30 a.m. and 12.30 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 5.94% obtained at 10.00 a.m. During the afternoon, Super 1 retains a good audience level, with a peak of 3.50% at 5.30 p.m.

7.7.2 Radio Malta 1 performs quite well on Wednesday, with an audience level reaching a peak of 5.59% at 9.30 a.m. Its afternoon audiences are also good, ranging between 2% and 3%.

7.7.3 On this day, RTK reaches a peak of 5.59 at 10.30 a.m., but does not have a good audience in the afternoon.

7.7.4 Radio 101 reaches a peak of 5.94% at 8.30 a.m. and retains a very good audience level in the afternoon.

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	CAQYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
<b>MIDNIGHT</b>	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	0.00			0.00	99.30	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00			0.00	98.61	100
0600	0.70	0.00	1.39	0.70	0.00	0.00	1.39	0.35	0.35	0.00			0.35	94.77	100
0630	1.74	0.35	2.44	0.70	0.00	0.35	2.09	0.70	0.35	0.00			0.00	91.29	100
0700	2.44	0.70	3.14	2.44	0.00	0.70	1.74	1.39	0.35	0.35		0.35	0.00	86.41	100
0730	2.44	1.05	4.53	1.39	0.00	1.05	2.44	1.74	0.70	0.70		0.35	0.00	83.62	100
0800	2.44	1.05	5.92	2.79	0.70	1.74	3.14	1.74	0.70	1.05		0.70	0.00	78.05	100
0830	2.79	1.05	7.67	2.79	0.70	1.74	3.83	2.09	0.70	1.39		0.70	0.00	74.56	100
0900	3.83	1.05	8.71	3.83	1.05	1.74	4.18	2.44	1.39	1.39		1.05	0.00	69.34	100
0930	3.14	1.05	8.36	3.14	1.05	1.74	5.23	1.74	2.09	1.74		1.05	0.00	69.69	100
1000	2.79	1.39	8.01	3.14	1.05	1.39	4.88	1.74	2.09	2.44		1.05	0.00	70.03	100
1030	3.48	1.39	8.36	3.83	1.05	1.74	4.18	1.74	2.09	2.44		1.05	0.00	68.64	100
1100	3.48	1.39	7.32	4.18	0.70	1.39	4.18	1.74	2.09	2.44		1.05	0.00	70.03	100
1130	3.83	1.39	7.32	4.18	0.70	1.05	4.18	0.70	2.09	2.79		1.05	0.00	70.73	100
<b>NOON</b>	4.18	1.39	5.57	4.88	0.70	1.39	4.18	0.70	2.44	1.39		1.05	0.00	72.13	100
1230	3.14	1.05	4.88	3.83	0.70	1.39	2.44	0.35	2.09	1.74		1.05	0.00	77.35	100
1300	2.79	1.05	5.57	3.48	0.70	2.09	1.05	0.00	2.09	1.74		0.70	0.00	78.75	100
1330	2.44	0.70	3.83	3.14	0.70	1.74	1.05	0.00	1.74	1.74		0.70	0.00	82.23	100
1400	2.09	0.70	3.83	2.44	1.05	1.74	1.05	0.00	1.39	1.39		0.70	0.00	83.62	100
1430	1.74	0.70	3.48	1.74	0.70	1.39	1.39	0.00	1.39	1.39		0.70	0.00	85.02	100
1500	1.74	0.70	3.48	1.39	0.70	1.05	1.39	0.35	1.05	1.39		0.35	0.00	86.41	100
1530	1.74	0.70	3.14	1.74	0.70	1.39	1.74	0.70	0.70	1.39		0.35	0.00	85.71	100
1600	2.09	0.70	3.14	4.53	0.35	1.74	1.39	1.05	0.70	1.39		0.35	0.00	82.58	100
1630	2.44	0.35	3.48	5.23	0.35	2.09	1.39	1.05	0.35	1.74	0.00		0.00	81.53	100
1700	2.44	0.35	3.14	7.67	0.35	2.79	1.39	0.70	0.35	1.74	0.00		0.00	79.09	100
1730	2.44	0.35	2.79	7.32	0.35	2.79	1.05	0.70	0.35	1.74	0.00		0.00	80.14	100
1800	2.79	1.05	2.44	5.57	0.35	2.79	1.05	0.70	0.70	1.74	0.00		0.00	80.84	100
1830	2.44	1.05	2.44	3.14	0.35	2.09	1.05	1.39	0.70	1.39	0.00		0.00	83.97	100
1900	3.48	0.00	1.74	2.44	0.35	1.74	1.05	1.39	0.70	1.39	0.00		0.00	85.71	100
1930	1.74	0.00	1.05	1.74	0.35	1.05	1.39	1.05	0.70	1.05	0.00		0.00	89.90	100
2000	1.05	0.00	0.00	0.70	0.00	1.05	1.39	1.05	0.35	0.35	0.00		0.00	94.08	100
2030	0.70	0.00	0.00	0.70	0.00	1.05	0.70	0.35	0.35	0.70	0.00		0.00	95.47	100
2100	0.70	0.00	0.35	0.70	0.00	0.70	0.35	0.70	0.35	0.70	0.00		0.00	95.47	100
2130	0.00	0.00	0.35	0.00	0.35	0.70	0.35	0.70	0.00	0.35	0.00		0.00	97.21	100
2200	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.70	0.00	0.35	0.00		0.35	97.21	100
2230	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.91	100
2300	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.61	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	99.30	100
<b>average</b>	1.57	0.47	2.67	2.03	0.35	0.99	1.88	0.70	0.71	0.91	0.00	0.75	0.01	87.82	100
<b>maximum</b>	4.18	1.39	8.71	7.67	1.05	2.79	5.23	2.44	2.44	2.79	0.00	1.05	0.35	100.00	100
<b>std. dev.</b>	1.37	0.52	2.82	2.03	0.36	0.87	1.46	0.67	0.76	0.83	0.00	0.28	0.07	10.71	
<b>average for 0600-2400 hrs</b>	2.09	0.63	3.55	2.68	0.46	1.33	1.94	0.93	0.93	1.22	0.00	0.75	0.02	83.82	

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



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

	RM 1	RM 2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FJ BRONJA	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	99.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	99.65	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0600	1.05	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.35	0.00			0.00	95.10	100
0630	1.75	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.00	0.35			0.00	94.41	100
0700	2.80	0.00	2.10	2.45	0.00	0.00	1.40	0.70	0.35	0.70		0.35	0.00	89.16	100
0730	4.20	0.00	3.50	2.45	0.35	0.35	1.75	0.70	0.70	0.70		0.35	0.00	84.97	100
0800	5.59	0.00	4.55	4.55	1.05	0.70	4.55	0.35	0.70	0.70		0.70	0.00	76.57	100
0830	5.24	0.00	4.90	4.90	0.70	1.40	4.20	0.35	1.05	1.40		0.70	0.00	75.17	100
0900	5.24	0.35	5.59	4.90	0.70	1.40	4.90	0.35	1.40	1.05		0.70	0.00	73.43	100
0930	5.24	0.35	6.29	4.90	1.05	1.75	5.94	0.35	1.75	1.40		0.70	0.00	70.28	100
1000	4.20	0.35	5.94	5.94	0.70	3.15	6.99	1.05	2.10	1.40		0.70	0.00	67.48	100
1030	3.85	0.35	4.55	6.29	0.70	3.50	6.64	0.70	2.45	1.75		0.70	0.00	68.53	100
1100	3.85	0.00	3.50	5.94	0.70	3.85	5.59	0.70	2.10	1.75		0.70	0.00	71.33	100
1130	4.20	0.35	4.55	5.59	0.35	3.50	5.59	0.70	2.45	1.05		0.70	0.00	70.98	100
NOON	5.94	0.35	5.24	5.59	0.35	3.15	3.85	1.75	2.45	1.05		0.70	0.00	69.58	100
1230	4.55	0.00	3.50	2.80	0.35	1.75	2.80	1.40	1.40	1.40		0.35	0.00	79.72	100
1300	3.50	0.00	3.50	2.10	0.35	1.40	1.75	1.40	1.40	1.40		0.35	0.00	82.87	100
1330	3.50	0.00	2.45	2.45	0.35	1.40	1.40	1.05	1.05	1.40		0.35	0.00	84.62	100
1400	3.15	0.00	2.10	2.10	0.70	1.40	1.40	1.05	1.05	1.40		0.35	0.00	85.31	100
1430	2.80	0.00	2.45	2.45	0.70	1.40	1.40	1.05	1.75	1.05		0.70	0.00	84.27	100
1500	2.80	0.00	3.15	2.10	0.70	1.40	2.10	0.70	1.05	0.70		0.70	0.00	84.62	100
1530	2.80	0.00	2.80	3.15	0.35	1.40	2.10	0.70	1.05	0.70		0.70	0.00	84.27	100
1600	3.15	0.00	3.50	5.24	0.35	1.05	1.40	0.70	1.05	1.05		0.35	0.00	82.17	100
1630	3.15	0.00	3.50	5.59	0.35	1.05	1.40	0.70	0.70	1.05	0.00		0.00	82.52	100
1700	2.80	0.00	3.50	5.59	0.00	1.40	0.70	1.05	1.40	0.70	0.00		0.00	82.87	100
1730	2.80	0.00	3.15	4.55	0.00	1.05	0.70	2.10	0.70	0.70	0.00		0.00	84.27	100
1800	3.50	0.35	2.80	4.55	0.00	1.05	0.70	2.10	0.70	1.05	0.00		0.00	83.22	100
1830	2.80	0.35	2.10	2.80	0.00	1.05	0.70	2.80	1.40	0.70	0.00		0.00	85.31	100
1900	3.15	0.00	0.70	1.40	0.00	1.05	1.40	2.10	1.05	1.05	0.00		0.00	88.11	100
1930	1.75	0.00	0.35	0.70	0.00	0.70	1.05	1.75	1.05	0.35	0.00		0.00	92.31	100
2000	1.40	0.35	0.00	1.40	0.00	1.05	0.00	1.05	0.00	0.00	0.00		0.00	94.76	100
2030	1.40	0.35	0.00	0.70	0.00	0.35	0.00	1.05	0.00	0.00	0.00		0.00	96.15	100
2100	0.70	0.00	0.35	0.35	0.00	0.35	0.35	1.40	0.00	0.00	0.00		0.00	96.50	100
2130	1.05	0.00	0.35	0.35	0.35	0.35	0.35	1.05	0.00	0.00	0.00		0.00	96.15	100
2200	1.05	0.00	0.35	0.35	0.35	0.00	0.00	1.40	0.00	0.00	0.00		0.00	96.50	100
2230	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	97.55	100
2300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	98.60	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
average	2.22	0.07	2.03	2.21	0.25	0.90	2.01	0.75	0.74	0.58	0.00	0.57	0.00	88.47	100
maximum	5.94	0.35	6.29	6.29	1.05	3.85	6.99	2.80	2.45	1.75	0.00	0.70	0.00	100.00	100
std. dev.	1.83	0.14	1.93	2.19	0.31	1.05	2.07	0.69	0.77	0.59	0.00	0.17	0.00	10.46	
average for 0600-2400 hrs	2.96	0.10	2.66	2.93	0.33	1.20	2.07	0.99	0.98	0.78	0.00	0.57	0.00	84.69	

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



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

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNIV RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0030	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0130	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0200	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0400	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.30	100
0430	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.95	100
0500	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.95	100
0530	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	98.95	100
0600	1.05	0.00	1.40	0.35	0.00	0.00	0.35	0.35	1.05	0.00			0.00	95.45	100
0630	1.75	0.00	1.75	1.40	0.00	0.35	0.35	0.35	1.05	0.35			0.00	92.66	100
0700	2.45	0.00	3.85	2.45	0.35	0.70	1.40	0.35	1.40	1.40		0.35	0.00	85.31	100
0730	4.20	0.00	3.85	3.50	0.70	1.05	2.10	1.05	2.80	2.10		0.35	0.00	78.32	100
0800	5.59	0.00	5.24	5.59	0.70	1.05	2.10	1.05	3.50	1.40		0.35	0.00	73.43	100
0830	4.90	0.35	4.55	5.94	0.70	0.70	2.45	0.70	4.20	2.45		0.35	0.00	72.73	100
0900	5.24	0.70	4.90	5.59	1.05	0.70	2.80	0.70	4.20	2.80		0.35	0.00	70.98	100
0930	5.59	0.70	5.94	4.90	0.70	1.40	3.50	1.05	3.85	2.80		0.35	0.00	69.23	100
1000	4.55	1.05	5.94	5.24	0.70	1.40	5.24	1.40	3.50	2.45		0.35	0.00	68.18	100
1030	3.85	1.05	3.50	4.90	0.70	1.75	5.59	1.40	3.15	1.75		0.35	0.00	72.03	100
1100	3.50	0.35	3.15	4.55	0.35	1.05	4.55	1.75	3.15	1.75		0.35	0.00	75.52	100
1130	3.50	0.35	4.20	3.85	0.35	1.05	4.90	1.75	2.80	1.75		0.35	0.00	75.17	100
NOON	4.90	0.35	4.55	3.50	0.35	1.05	2.45	1.75	2.80	1.40		0.35	0.00	76.57	100
1230	3.15	0.35	3.50	1.40	0.00	0.35	1.05	2.10	1.75	1.40		0.35	0.00	84.62	100
1300	2.10	0.00	2.80	1.75	0.35	0.35	0.70	2.10	2.10	0.35		0.35	0.00	87.06	100
1330	2.45	0.00	3.15	1.05	0.35	0.35	1.05	1.05	2.45	0.35		0.35	0.00	87.41	100
1400	2.10	0.00	3.15	1.40	0.35	0.35	0.70	1.75	2.45	0.35		0.35	0.00	87.06	100
1430	2.10	0.00	3.15	1.05	0.35	0.70	1.40	1.40	2.45	0.35		0.35	0.00	86.71	100
1500	2.45	0.00	3.15	1.40	0.70	1.40	2.10	1.40	3.50	0.70		0.70	0.00	82.52	100
1530	2.45	0.00	2.10	1.40	0.70	1.05	2.45	1.05	3.85	0.70		0.70	0.00	83.57	100
1600	2.10	0.00	2.80	2.45	0.70	1.75	2.45	0.35	3.85	0.70		0.35	0.00	82.52	100
1630	2.10	0.00	2.45	2.80	0.70	1.05	2.10	0.35	3.50	0.70	0.00		0.00	84.27	100
1700	2.80	0.00	2.45	2.80	0.35	0.35	1.40	0.35	3.15	0.70	0.00		0.00	85.66	100
1730	2.10	0.00	3.50	2.45	0.35	0.35	1.05	0.70	2.10	0.35	0.00		0.00	87.06	100
1800	2.10	0.00	3.15	2.10	0.35	0.70	1.05	0.70	1.40	0.00	0.00		0.00	88.46	100
1830	1.75	0.00	2.80	1.40	0.35	1.05	1.40	1.05	2.45	0.00	0.00		0.00	87.76	100
1900	2.10	0.00	2.45	0.35	0.70	1.05	1.05	1.40	3.15	0.00	0.00		0.00	87.76	100
1930	0.70	0.00	1.75	0.35	0.35	0.70	1.40	1.75	3.15	0.00	0.00		0.00	89.86	100
2000	0.70	0.00	1.40	0.70	0.35	0.35	0.70	0.35	2.45	0.00	0.00		0.00	93.01	100
2030	1.05	0.00	0.70	0.70	0.00	0.35	0.35	0.35	1.40	0.00	0.00		0.00	95.10	100
2100	1.05	0.00	0.35	0.35	0.00	0.35	0.35	1.05	0.70	0.00	0.00		0.00	95.80	100
2130	1.05	0.00	0.35	0.35	0.00	0.70	1.05	1.05	0.70	0.00	0.00		0.00	94.76	100
2200	1.05	0.00	0.00	0.35	0.00	0.35	1.40	1.05	0.35	0.00	0.00		0.00	95.45	100
2230	1.05	0.00	0.00	0.00	0.00	0.35	1.40	0.35	0.00	0.00	0.00		0.00	96.85	100
2300	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.25	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	98.95	100
average	1.97	0.11	2.09	1.63	0.28	0.55	1.75	0.75	1.77	0.60	0.00	0.39	0.00	88.74	100
maximum	5.59	1.05	5.94	5.94	1.05	1.75	5.59	2.10	4.20	2.80	0.00	0.70	0.00	99.65	100
std. dev.	1.59	0.26	1.80	1.84	0.30	0.51	1.42	0.65	1.46	0.85	0.00	0.11	0.00	9.76	
average for 0600-2400 hrs	2.52	0.15	2.72	2.18	0.38	0.73	1.80	1.00	2.36	0.81	0.00	0.39	0.00	85.17	

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

### *7.8.0 Thursday*

7.8.1 Thursday is also a good day for Super 1 Radio, with a peak audience level of 6.64%, reached between 10.00 and 11.00 a.m. The station's afternoon audience is also strong, hovering around the 4% level. 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 4.2% at 8.00 a.m., and retains a stable audience of around 2% in the afternoon.

7.8.3 Radio 101 registers a high peak of 6.29% at 8.00 a.m. and retains a relatively good morning audience. In the afternoon it has a lower, but steady audience until 6.30 p.m.

7.8.4 Smash Radio has a stable audience during the morning, with an average level of 3%. In the afternoon, it reaches a peak at 4.00 p.m., with 4.20%.

7.8.3 RTK has a consistently stable morning audience with peaks of 4.90% at 10.30 a.m. and 11.30 a.m., and retains a stable, if lower, audience in the afternoon.

7.8.4 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 9.30 and 10.00 a.m., with 8.04%. Late afternoon audiences are retained at a good level above 3.5%, with a peak of 5.24% at 5.30 p.m.

7.9.2 Smash Radio captures its usual morning audience; the station reaching a peak of 1.75% between 8.30 a.m. and 10.30 a.m. In the afternoon, its audience is stable but low.

7.9.3 RTK has a consistently morning audience, with the largest audience level registered at 9.00 a.m. (6.29%). On this day, Radio 101 also had its best audiences in the morning, peaking at 7.00 a.m., with 5.94%. Radio Malta's morning performance remains quite good, with the highest level reached at 9.00 a.m. with 4.20%. Afternoon audiences for this day are best for Radio Malta 1.

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

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

	REL1	REL2	SUPER	IS	IS	IS	RTK	RTK	RTK	RTK	RTK	RTK	RTK	RTK	RTK
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.65	100
0530	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00			0.00	98.95	100
0600	0.70	0.00	1.75	1.75	0.35	0.00	0.70	0.00	0.70	0.00			0.00	94.06	100
0630	1.40	0.35	3.15	2.10	0.35	0.35	1.75	0.35	1.05	0.70			0.00	88.46	100
0700	2.10	0.35	5.59	4.20	1.40	1.75	3.85	0.35	1.40	1.75		0.00	0.35	76.92	100
0730	2.80	0.35	5.24	4.55	0.70	1.75	4.20	0.70	1.40	2.45		0.35	0.00	75.52	100
0800	4.20	0.35	5.94	6.29	0.70	2.10	2.80	1.40	2.10	1.75		0.70	0.00	71.68	100
0830	3.85	0.35	5.94	5.24	0.70	1.40	3.15	1.40	1.75	2.10		0.70	0.00	73.43	100
0900	3.15	1.05	5.94	4.55	0.35	2.10	3.15	1.05	3.15	2.45		0.70	0.00	72.38	100
0930	2.80	0.70	5.94	4.20	0.35	1.75	4.20	1.05	3.15	2.45		0.70	0.00	72.73	100
1000	2.80	0.70	6.64	3.50	0.00	1.05	4.55	1.05	3.15	1.75		0.70	0.00	74.13	100
1030	2.80	0.70	6.64	3.50	0.00	0.70	4.90	1.05	2.80	1.40		0.70	0.00	74.83	100
1100	2.80	0.70	5.24	2.80	0.00	0.70	4.55	1.40	2.45	1.40		0.70	0.00	77.27	100
1130	3.15	0.70	5.24	2.80	0.00	1.05	4.90	1.40	2.45	1.40		0.70	0.00	76.22	100
NOON	2.45	0.35	5.59	2.45	0.35	1.05	3.15	1.40	2.45	1.40		0.35	0.00	78.67	100
1230	1.40	0.35	4.55	2.10	0.70	1.40	2.10	1.40	2.45	0.70		0.35	0.00	82.17	100
1300	1.40	0.00	5.24	1.75	0.70	1.75	2.10	1.40	1.75	0.35		0.35	0.00	82.87	100
1330	1.05	0.00	5.59	1.05	0.35	1.40	1.75	1.05	2.10	0.35		0.35	0.00	84.62	100
1400	1.75	0.00	5.94	0.35	0.70	1.40	1.75	1.05	2.10	0.35		0.35	0.00	83.92	100
1430	2.10	0.00	5.24	0.35	0.70	1.75	1.75	1.05	2.45	0.35		0.35	0.00	83.57	100
1500	2.10	0.00	4.55	1.05	0.70	2.45	1.75	1.75	3.15	0.35		0.35	0.00	81.47	100
1530	1.40	0.00	4.55	1.40	0.70	2.10	1.75	2.10	3.50	0.00		0.35	0.00	81.82	100
1600	1.40	0.35	3.85	2.10	0.70	2.10	1.75	1.75	4.20	0.00		0.00	0.00	81.47	100
1630	1.40	0.00	4.20	2.45	0.35	1.40	1.05	1.75	3.15	0.00	0.00		0.00	83.92	100
1700	1.75	0.00	3.50	3.15	0.35	1.40	0.35	1.05	2.80	0.00	0.00		0.00	85.31	100
1730	0.70	0.00	4.20	3.50	0.35	1.40	0.70	0.70	2.10	0.70	0.00		0.00	85.31	100
1800	1.05	0.00	4.20	2.45	0.35	1.40	0.70	0.35	1.75	0.70	0.00		0.00	86.71	100
1830	1.05	0.00	3.85	1.75	0.35	1.40	1.05	0.35	2.45	0.70	0.00		0.00	87.06	100
1900	1.40	0.00	3.15	0.70	0.35	1.40	1.75	0.70	2.80	0.35	0.00		0.35	87.06	100
1930	1.05	0.35	1.05	0.70	0.35	1.40	1.75	0.35	3.15	0.35	0.00		0.35	89.18	100
2000	0.70	0.00	0.70	1.40	0.00	1.05	1.05	0.00	2.45	0.35	0.00		0.00	92.31	100
2030	0.70	0.00	0.70	0.70	0.00	1.40	0.70	0.35	1.75	0.35	0.00		0.00	93.36	100
2100	0.35	0.00	0.70	0.35	0.00	0.70	0.70	0.70	1.40	0.00	0.00		0.00	95.10	100
2130	0.35	0.00	0.00	0.35	0.00	1.05	1.05	0.70	1.40	0.00	0.00		0.00	95.10	100
2200	0.70	0.00	0.00	0.35	0.00	1.05	1.05	0.70	1.05	0.00	0.00		0.35	94.76	100
2230	0.35	0.00	0.00	0.35	0.00	1.05	0.35	0.35	0.70	0.00	0.00		0.00	96.85	100
2300	0.35	0.00	0.00	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00		0.00	97.90	100
2330	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
average	1.25	0.16	2.83	1.60	0.28	0.98	1.98	0.67	1.60	0.56	0.00	0.46	0.03	88.23	100
maximum	4.20	1.05	6.64	6.29	1.40	2.45	4.90	2.10	4.20	2.45	0.00	0.70	0.35	100.00	100
std. dev.	1.15	0.27	2.47	1.66	0.32	0.73	1.43	0.62	1.23	0.76	0.00	0.23	0.10	9.59	
average for non-2400 hrs	1.66	0.21	3.74	2.14	0.36	1.31	2.04	0.89	2.14	0.75	0.00	0.46	0.04	84.35	

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

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

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0600	0.70	0.00	1.75	1.05	0.00	0.35	0.35	0.00	0.35	0.35			0.00	95.10	100
0630	1.40	0.00	2.45	2.80	0.00	0.35	1.05	0.00	0.70	0.35			0.00	90.91	100
0700	2.45	0.00	4.90	5.94	0.00	1.40	1.40	0.35	0.35	0.70		0.00	0.35	82.17	100
0730	3.15	0.00	5.59	4.90	0.00	1.40	3.15	0.35	0.35	0.35		0.35	0.35	80.07	100
0800	3.15	0.00	6.64	4.55	0.00	2.45	4.20	0.70	1.05	1.40		0.70	0.35	74.83	100
0830	3.85	0.35	6.64	3.85	0.00	2.80	5.59	0.70	1.75	1.05		0.70	0.35	72.38	100
0900	4.20	0.35	7.69	3.15	0.00	2.45	6.29	1.05	1.05	0.70		0.70	0.70	71.68	100
0930	3.50	0.35	8.04	3.50	0.35	2.10	5.94	1.05	1.75	0.70		0.70	0.70	71.33	100
1000	3.85	0.70	7.34	3.50	0.35	2.45	4.90	1.05	1.75	0.70		0.70	0.70	72.03	100
1030	3.50	1.05	6.64	3.50	0.70	2.45	4.55	0.70	1.75	0.70		0.70	0.70	73.08	100
1100	2.80	1.05	5.59	3.15	0.70	2.45	4.55	1.05	1.40	0.35		0.70	0.35	75.87	100
1130	2.80	0.70	5.59	3.50	0.70	1.75	3.15	1.05	1.40	0.35		0.70	0.35	77.97	100
NOON	2.80	0.70	5.24	3.50	0.35	2.10	3.50	1.05	1.05	0.35		0.35	0.00	79.02	100
1230	2.10	0.35	4.90	2.10	0.35	1.40	2.45	1.05	0.35	0.70		0.00	0.00	84.27	100
1300	1.75	0.00	4.90	1.75	0.00	1.40	2.10	1.05	0.35	0.70		0.00	0.00	86.01	100
1330	1.40	0.00	4.55	1.75	0.00	1.05	1.75	1.05	0.70	0.70		0.00	0.00	87.06	100
1400	1.75	0.35	3.50	1.40	0.00	1.05	1.75	1.40	0.70	0.35		0.00	0.00	87.76	100
1430	2.45	0.00	2.80	1.75	0.00	1.05	1.75	1.40	1.05	0.35		0.00	0.00	87.41	100
1500	2.45	0.00	2.80	1.05	0.00	1.05	2.10	1.40	1.40	0.35		0.00	0.00	87.41	100
1530	2.45	0.00	2.45	1.05	0.00	1.05	1.75	1.40	1.05	0.00		0.35	0.00	88.46	100
1600	1.75	0.00	2.45	2.45	0.00	1.40	1.75	1.05	0.70	0.00		0.35	0.00	88.11	100
1630	1.75	0.00	2.80	2.80	0.00	1.40	1.75	1.05	0.70	0.35	0.70		0.00	86.71	100
1700	1.75	0.00	3.85	2.10	0.00	1.05	0.70	1.05	0.70	0.35	0.35		0.00	88.11	100
1730	1.40	0.00	5.24	1.75	0.00	1.05	0.70	1.05	0.70	0.35	0.35		0.00	87.41	100
1800	1.75	0.00	3.50	1.75	0.00	0.70	0.70	1.05	1.40	0.35	0.35		0.00	88.46	100
1830	1.40	0.00	3.50	1.05	0.00	0.70	1.05	1.05	1.75	0.35	0.35		0.00	88.81	100
1900	2.10	0.00	2.45	0.70	0.35	1.05	0.70	0.70	1.40	0.35	0.35		0.00	89.86	100
1930	1.40	0.00	1.40	0.00	0.35	0.70	1.05	0.70	1.05	0.35	0.00		0.00	93.01	100
2000	2.10	0.00	0.70	0.70	0.35	0.70	1.75	0.70	0.35	0.35	0.00		0.00	92.31	100
2030	2.10	0.00	0.35	0.35	0.35	0.35	1.40	0.35	0.35	0.35	0.00		0.00	94.06	100
2100	2.10	0.00	0.00	0.00	0.00	0.70	1.40	0.35	0.35	0.00	0.00		0.00	95.10	100
2130	2.45	0.00	0.00	0.00	0.00	0.70	1.40	0.35	0.00	0.35	0.00		0.00	94.76	100
2200	2.45	0.00	0.00	0.00	0.00	0.70	0.35	0.35	0.35	0.35	0.00		0.00	95.45	100
2230	2.10	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00		0.00	96.85	100
2300	1.40	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00		0.00	97.20	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
average	1.68	0.12	2.64	1.49	0.10	0.95	2.11	0.58	0.64	0.31	0.10	0.37	0.10	89.56	100
maximum	4.20	1.05	8.04	5.94	0.70	2.80	6.29	1.40	1.75	1.40	0.70	0.70	0.70	100.00	100
std. dev.	1.23	0.27	2.59	1.60	0.20	0.82	1.70	0.50	0.59	0.31	0.19	0.31	0.21	9.19	
average for 0600-2400 hrs	2.24	0.17	3.51	1.98	0.14	1.26	2.17	0.77	0.85	0.42	0.16	0.37	0.14	86.10	

\*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 9.09% at 9.30 a.m. Early afternoon audiences are also good, but they start dropping after 2.00 p.m.

7.10.2. RTK has a consistent morning audience increasing to a peak 5.24% at 10.00 a.m. In the early afternoon its audience is better than what it is in the late afternoon. Radio Malta 1 remains consistently strong in the morning, with a peak at 9.00 a.m. of 5.24%.

7.10.3. On this day, Radio 101's best performance is reached between 8.00 a.m. and 8.30 a.m. with a 4.90% audience level. This station retains a stable audience in the morning but sheds almost half of it in the early afternoon.

7.10.4 Smash Radio has a good audience in the morning, with a peak of 3.50% audience level reached between 9.00 a.m. and 9.30 a.m. Afternoon audiences for this station are weak.

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 building up steadily until 11.30 a.m. when it reaches a peak of 7.69%. In the afternoon, audience levels hover around the 2% level but drop significantly after 7.30 p.m.

7.11.2 RTK's largest morning audience on Sunday 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% between 9.30 a.m. and 10.30 a.m. This station retains a constant audience in the morning until noon but its afternoon and evening audience levels are not strong.

7.11.3 On Sunday, Live FM has an interesting peak at 10.30 a.m. with 3.85% and retains a slightly lower audience until 11.30 a.m.. Bay Radio registers a peak of 2.80% at 10.30 a.m. Radio 101's best audience was registered at 11.00 a.m., with 5.59%. Smash Radio has an audience that peaks between 10.30 a.m. and 11.30 a.m., at 2.45%.

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

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

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
<b>MIDNIGHT</b>	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35			0.00	99.30	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.70			0.00	98.60	100
0600	1.05	0.00	2.45	0.70	0.00	0.00	0.35	0.00	0.00	0.70			0.00	94.76	100
0630	1.40	0.00	3.85	1.05	0.00	0.35	0.35	0.00	0.35	1.05			0.00	91.61	100
0700	3.50	0.00	5.59	1.75	0.00	0.35	1.05	0.35	0.35	1.05		0.35	0.00	85.66	100
0730	4.20	0.00	5.94	2.80	0.35	0.35	2.45	1.05	0.70	0.35		0.70	0.00	81.12	100
0800	5.24	0.00	6.99	4.90	0.35	0.70	3.85	1.05	2.10	1.40		0.70	0.35	72.38	100
0830	5.24	0.00	8.39	4.20	0.70	1.05	3.50	1.40	2.10	1.40		0.70	0.35	70.98	100
0900	5.24	0.00	8.74	3.85	1.40	1.75	4.20	1.75	3.50	1.40		0.70	0.35	67.13	100
0930	4.90	0.00	9.09	4.55	1.75	2.10	3.85	2.10	3.15	0.70		0.70	0.35	66.78	100
1000	5.24	0.00	8.74	4.20	1.40	2.10	5.24	3.15	3.15	1.40		0.70	0.00	64.69	100
1030	4.90	0.00	8.74	3.85	1.40	2.80	4.90	2.80	2.45	1.75		0.70	0.00	65.73	100
1100	3.85	0.70	6.99	3.50	1.05	2.80	4.90	2.45	2.10	1.40		0.70	0.00	69.58	100
1130	3.15	0.70	7.69	3.50	0.70	2.45	4.90	2.10	2.10	1.40		0.35	0.00	70.98	100
<b>NOON</b>	3.85	0.70	7.34	2.80	0.35	2.45	4.20	2.10	3.15	1.05		0.35	0.00	71.68	100
1230	3.15	0.35	5.24	2.80	0.00	2.45	2.45	1.75	2.10	0.35		0.00	0.00	79.37	100
1300	2.80	0.00	3.85	3.85	0.00	1.75	2.45	1.40	2.45	0.00		0.00	0.00	81.47	100
1330	2.45	0.00	3.85	2.80	0.00	2.45	2.10	1.05	1.75	0.00		0.35	0.00	83.22	100
1400	1.40	0.70	3.50	1.75	0.00	2.45	2.45	1.40	1.40	0.35		0.35	0.00	84.27	100
1430	1.40	0.70	3.15	1.40	0.00	2.45	2.80	1.75	1.75	0.35		0.35	0.00	83.92	100
1500	1.05	0.70	2.45	1.75	0.00	2.10	2.80	2.10	2.10	0.35		0.00	0.00	84.62	100
1530	1.05	0.70	2.80	1.75	0.00	2.10	2.10	1.75	2.10	1.05		0.00	0.00	84.62	100
1600	1.40	0.00	2.80	1.05	0.00	2.10	1.75	1.75	1.40	1.05		0.00	0.00	86.71	100
1630	1.75	0.00	2.10	1.05	0.00	2.45	1.75	1.40	1.40	0.70	0.00		0.00	87.41	100
1700	1.75	0.00	2.10	1.40	0.00	2.10	1.05	1.05	0.35	0.35	0.00		0.00	89.86	100
1730	2.10	0.00	2.80	1.05	0.00	1.40	1.40	0.70	0.70	0.35	0.00		0.00	89.51	100
1800	2.45	0.35	1.40	0.35	0.00	0.70	1.05	1.40	0.70	0.35	0.00		0.35	90.91	100
1830	1.75	0.35	0.70	0.00	0.00	0.70	1.05	1.40	0.35	0.00	0.00		0.35	93.36	100
1900	1.05	0.35	0.70	0.70	0.00	0.70	1.40	1.40	0.35	0.00	0.00		0.35	93.01	100
1930	0.70	0.35	0.35	0.70	0.00	0.35	1.05	1.40	0.00	0.35	0.00		0.35	94.41	100
2000	0.35	0.00	0.00	0.70	0.00	0.35	0.35	1.40	0.00	0.00	0.00		0.35	96.50	100
2030	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
2100	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.35	0.35	0.00		0.00	97.55	100
2130	0.00	0.00	0.00	0.35	0.00	0.00	0.35	1.05	0.35	0.70	0.00		0.00	97.20	100
2200	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	97.20	100
2230	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	97.20	100
2300	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	97.90	100
2330	0.00	0.00	0.35	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	97.90	100
<b>average</b>	1.65	0.14	2.72	1.43	0.20	0.95	2.02	1.01	0.96	0.49	0.00	0.40	0.07	88.67	100
<b>maximum</b>	5.24	0.70	9.09	4.90	1.75	2.80	5.24	3.15	3.50	1.75	0.00	0.70	0.35	100.00	100
<b>std. dev.</b>	1.78	0.25	3.05	1.49	0.45	1.04	1.57	0.84	1.07	0.52	0.00	0.28	0.14	11.29	
<b>average for 0600-2400 hrs</b>	2.20	0.18	3.60	1.89	0.26	1.27	2.08	1.35	1.24	0.62	0.00	0.40	0.09	84.98	

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

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

	RM 1	RM2	SUPER 1	101	IS	RAY	RTK	LIVE 111	SMASH	CALYP SQ	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.35	0.00	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00			0.35	97.20	100
0630	1.40	0.00	1.75	0.00	0.00	0.00	1.05	0.00	0.00	0.00			0.35	95.45	100
0700	2.80	0.00	3.15	1.75	0.35	0.70	1.05	0.35	0.35	0.00		0.00	0.35	89.16	100
0730	2.80	0.35	2.80	2.45	0.35	0.35	1.40	1.05	1.75	0.35		0.00	0.00	86.36	100
0800	2.80	0.70	3.50	3.85	0.00	1.40	2.10	1.40	1.75	0.70		0.00	0.00	81.82	100
0830	2.80	1.05	3.85	4.55	0.00	1.05	2.10	1.75	1.40	0.70		0.00	0.00	80.77	100
0900	2.80	0.70	4.55	4.55	0.00	2.10	2.45	1.75	1.40	1.05		0.00	0.00	78.67	100
0930	3.15	0.35	5.24	3.50	0.00	2.45	2.45	2.10	1.40	2.10		0.00	0.00	77.27	100
1000	3.15	0.70	6.64	5.59	0.35	2.80	3.50	3.15	1.75	1.75		0.00	0.00	70.83	100
1030	2.45	0.70	7.34	5.24	0.35	2.80	3.85	3.85	2.45	1.75		0.00	0.00	69.23	100
1100	2.10	0.70	6.99	5.59	0.35	2.45	3.50	3.50	2.45	1.40		0.00	0.00	70.98	100
1130	2.10	0.70	7.69	4.90	0.35	2.10	2.45	3.50	2.10	1.40		0.00	0.00	72.73	100
NOON	2.45	0.70	5.94	2.80	0.70	1.05	3.50	3.50	0.70	1.05		0.00	0.00	77.62	100
1230	2.45	0.35	4.90	1.40	0.70	1.05	1.75	2.45	1.05	1.05		0.00	0.00	82.87	100
1300	2.80	0.00	3.50	1.75	0.35	1.40	1.05	1.05	1.05	0.70		0.00	0.00	86.36	100
1330	2.80	0.00	2.10	0.70	0.35	2.10	1.05	1.40	1.05	0.70		0.00	0.00	87.76	100
1400	1.75	0.00	2.10	0.70	0.70	1.75	1.40	0.70	1.75	1.05		0.00	0.00	88.11	100
1430	1.40	0.00	2.10	0.00	0.70	1.40	1.40	0.35	2.10	0.70		0.00	0.00	89.86	100
1500	1.05	0.00	2.10	0.70	0.70	1.40	1.75	0.35	2.10	0.70		0.00	0.00	89.16	100
1530	0.70	0.00	2.10	1.05	0.00	0.35	1.05	0.00	2.45	0.35		0.00	0.00	91.96	100
1600	0.70	0.00	2.10	1.05	0.00	0.35	0.70	0.00	1.75	0.35		0.00	0.00	93.01	100
1630	0.35	0.00	1.75	0.70	0.00	0.35	0.35	0.00	1.40	0.35	0.00		0.00	94.76	100
1700	0.70	0.00	2.45	0.70	0.00	0.70	0.35	0.00	0.70	0.35	0.00		0.00	94.06	100
1730	0.70	0.00	2.10	0.70	0.00	0.00	0.35	0.00	1.05	0.70	0.00		0.00	94.41	100
1800	0.70	0.00	2.10	0.35	0.00	0.00	0.70	0.00	0.70	1.05	0.35		0.00	94.06	100
1830	0.35	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.35	0.70	0.35		0.00	94.76	100
1900	0.70	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.35	0.70	0.00		0.00	94.76	100
1930	0.70	0.35	0.35	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.00		0.00	96.50	100
2000	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00		0.00	97.55	100
2030	0.70	0.35	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.70	0.00		0.00	96.85	100
2100	0.70	0.35	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.70	0.00		0.00	96.15	100
2130	0.00	0.00	0.35	0.35	0.00	0.00	1.40	0.70	0.00	0.70	0.00		0.00	96.50	100
2200	0.35	0.00	0.35	0.35	0.00	0.00	1.40	0.35	0.00	1.05	0.00		0.00	96.15	100
2230	0.35	0.00	0.00	0.35	0.00	0.00	1.05	0.35	0.00	1.05	0.00		0.00	96.85	100
2300	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	98.25	100
2330	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	98.95	100
average	1.08	0.17	2.00	1.23	0.13	0.63	1.37	0.74	0.74	0.58	0.03	0.00	0.03	81.61	100
maximum	3.15	1.05	7.69	5.59	0.70	2.80	3.85	3.85	2.45	2.10	0.35	0.00	0.35	100.00	100
std. dev.	1.11	0.29	2.22	1.70	0.23	0.89	1.00	1.12	0.85	0.54	0.10	0.00	0.10	9.01	
average for 0600-2400 hrs	1.44	0.23	2.66	1.64	0.17	0.84	1.41	0.99	0.98	0.77	0.05	0.00	0.03	88.82	

\*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.



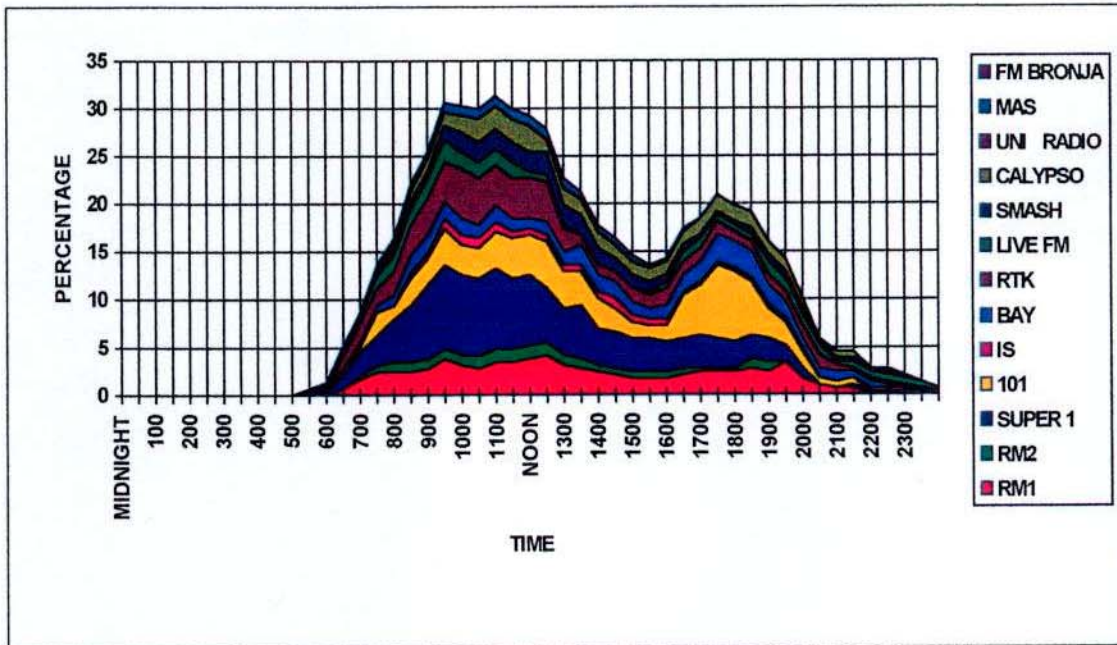


Fig 7.3: Radio Audiences - Monday

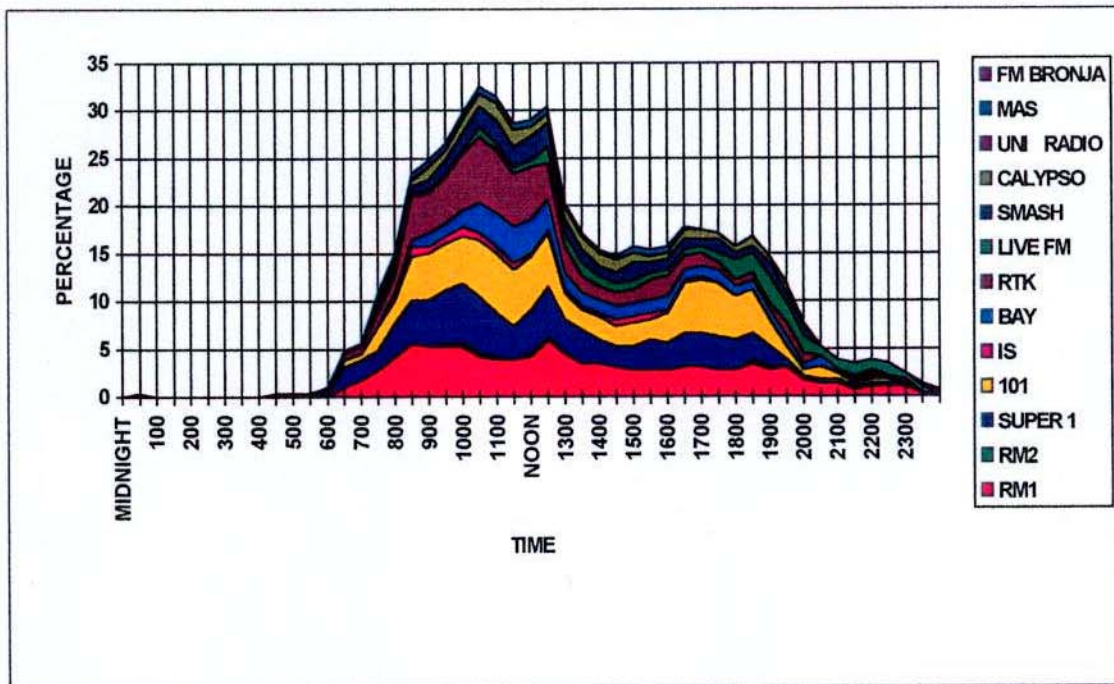


Fig 7.4: Radio Audiences - Tuesday



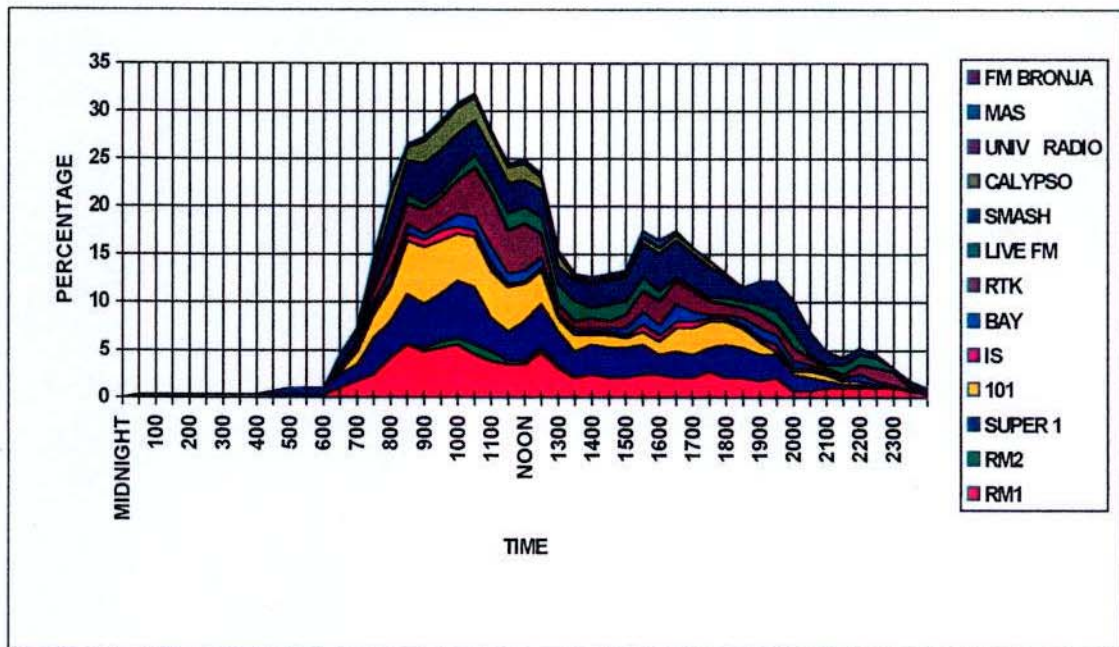


Fig 7.5: Radio Audiences - Wednesday

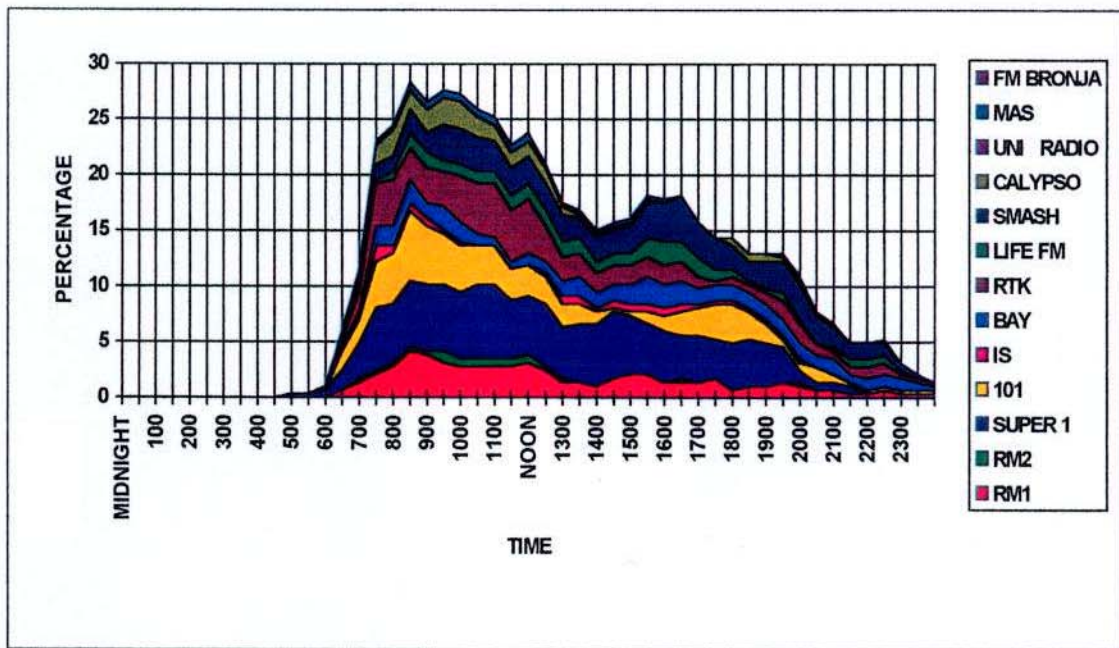


Fig 7.6: Radio Audiences - Thursday

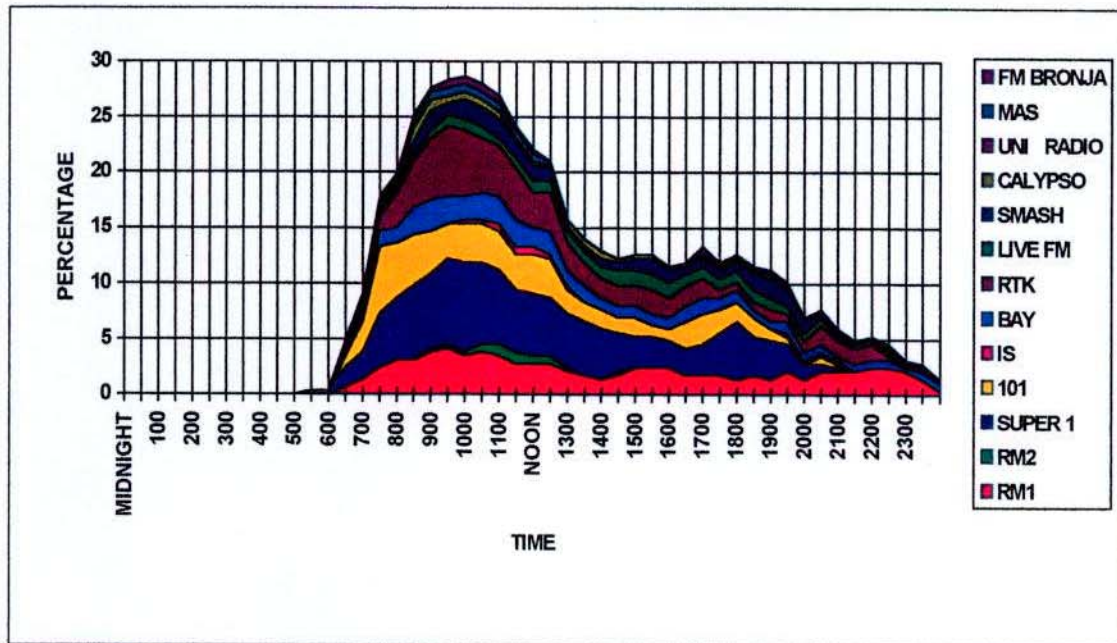


Fig 7.7: Radio Audiences - Friday

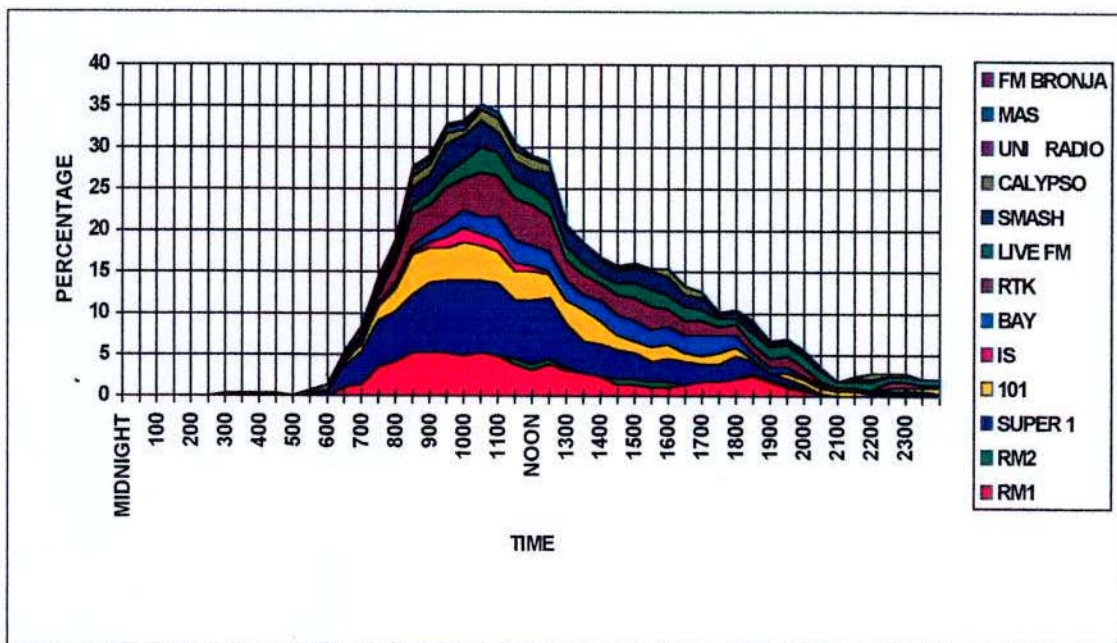
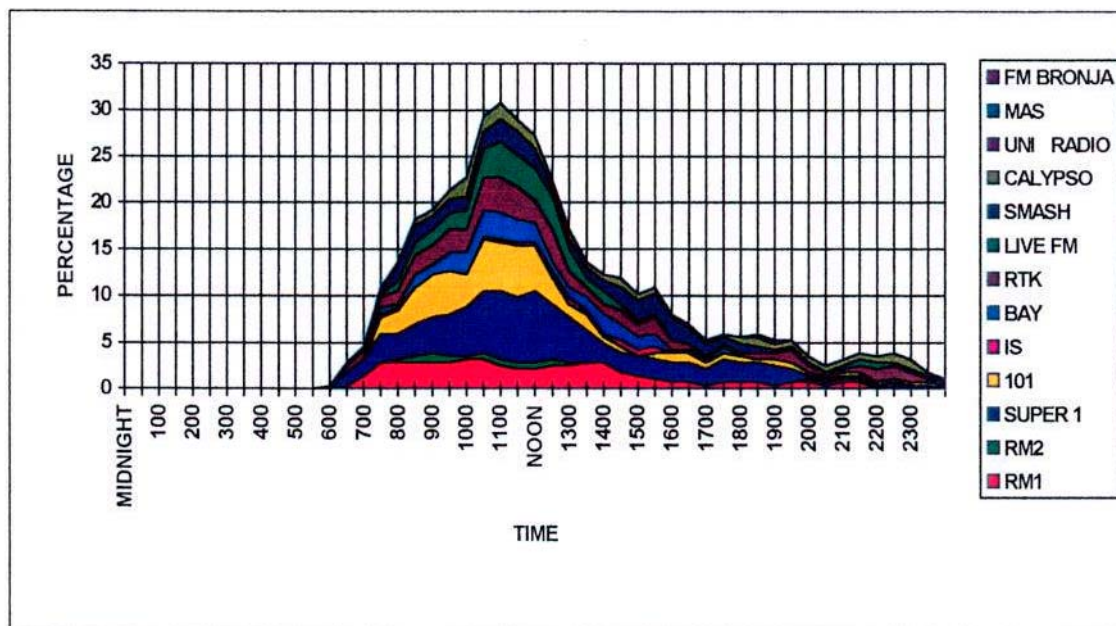


Fig 7.8: Radio Audiences - Saturday



**Fig 7.9: Radio Audiences - Sunday**

#### 7.12.0 Radio Audience Share 1995-1998

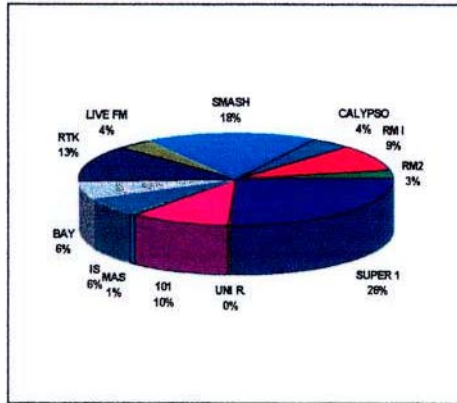
7.1.2.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels for 1995 to 1998, computed on the basis of *all* available time-slots for each station during the hours each individual station is on air. The 1996 study showed that over the preceding twelve months, Super 1 Radio retained its audience share levels. Decreases were registered by Radio 101 (-4%), Island Sound (-3%), Live FM (-2%) and by Smash Radio (-9%). On the other hand, increases were registered by Radio Malta 1 (+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 was presented in a separate Table, namely Table 7.4, in view of the 1997 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 for 1997 and 1998. with the 1995 and 1996 figures in Table 7.3. When compared with the 1996 figures, the 1997 figures for all stations except Radio Malta 2 and Radju MAS showed that there had been a gain in the absolute size of each of the station's audience in absolute terms: the percentages in the Tables clearly showed this. 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%).

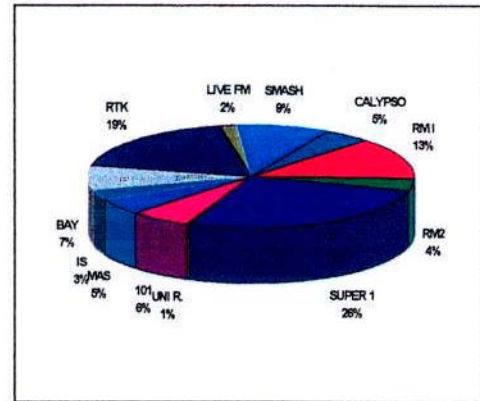


**Table 7.3: Daily Average Audience Levels - Radio 1995-98**  
(computed on the basis of available time-slot for each station)

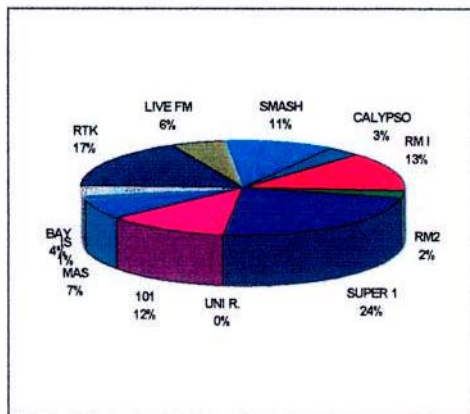
	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA
1995: Daily Average	0.86	0.24	2.43	0.04	0.94	0.05	0.60	0.57	1.19	0.34	1.63	0.38	-
1996: Daily Average	1.56	0.47	3.16	0.06	0.72	0.59	0.40	0.88	2.22	0.22	1.09	0.56	-
1997: Daily Average	1.25	0.21	2.19	0.00	1.15	0.61	0.13	0.33	1.57	0.53	1.00	0.31	-
1998: Daily Average	1.63	0.18	2.43	0.02	1.66	0.42	0.23	0.85	1.88	0.74	1.02	0.58	0.03



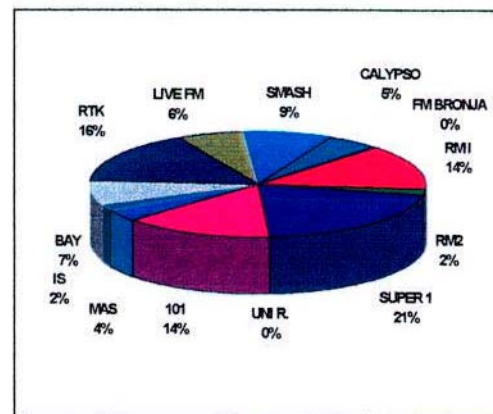
1995



1996



1997



1998

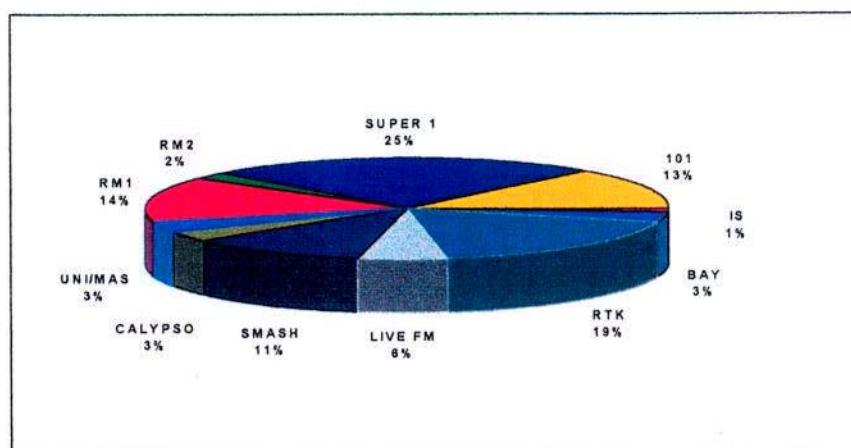
**Fig. 7.10: Daily Average Audience Radio Levels: 1995, 1996, 1997 & 1998**

7.1.2.1 In respect of 1998, the data is presented in a separate Table, namely Table 7.4, in view of the directive of the Broadcasting Authority not to collapse the figures obtained by University Radio and Radju MAS into one statistic for 1998. Direct comparison for the other stations except these two will therefore become possible henceforth if this directive is not changed again in future. When compared with the 1997 figures, the 1998 figures for all stations show that there has been a gain, frequently significant, in the size of audience in absolute terms: the percentages in the Table 7.4 clearly show this. As regards the relative strength of each individual station, except for those grouped under the UNI/MAS banner, an examination of Figures 7.11 and 7.12 shows that Radio Malta 2 registered no change. But the following changes

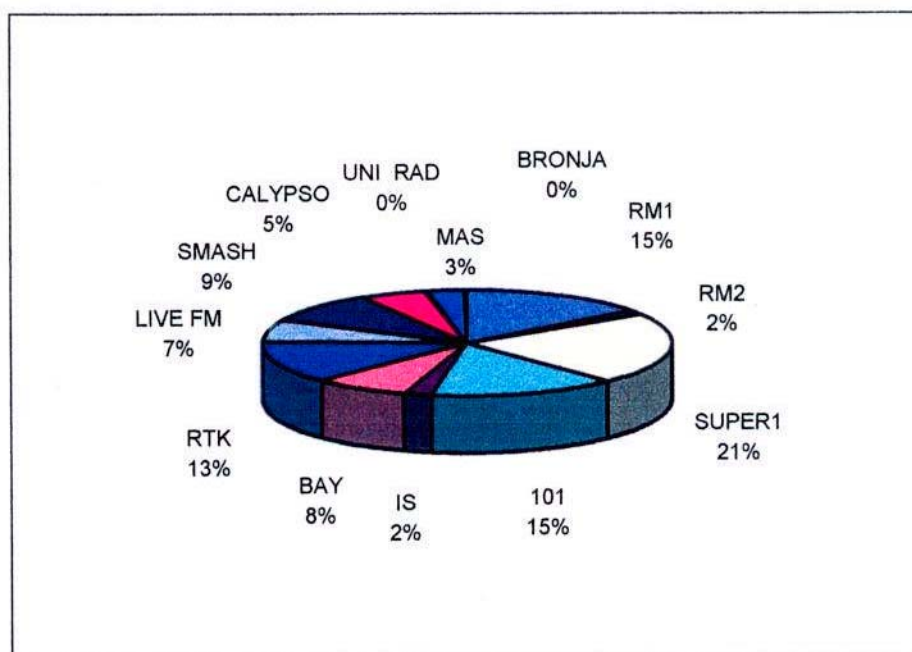
were registered: Radio 101 (+2%), Island Sound (+1%), Live FM (+1%), Smash Radio (-2%), Radio Malta 1 (+1%), RTK (-6%), Bay Radio (+5%), Radio Calypso (+2%) and Super 1 (-4%). Figures 7.11 and 7.12 reproduces the data in Table 7.4 in graphic format.

**Table 7.4: Daily Average Audience Levels - Radio 1997 - 1998**  
(computed on the basis of audiences between 6.00 a.m. - midnight)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIC	RADJUL MAS	FM BRONJA
<b>1997 Daily Average</b>	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.01	0.61	-
<b>1998 Daily Average</b>	2.16	0.24	3.21	2.21	0.30	1.13	1.93	0.99	1.36	0.77	0.03	0.42	0.04



**Fig. 7.11: Daily Average Audience Radio Levels - 1997**  
(6.00 a.m. - Midnight)



**Fig. 7.12: Daily Average Audience Radio Levels - 1998**  
(6.00 a.m. - Midnight)

## VIII TV AUDIENCE AUDIT

### 8.1.0 General

8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty four hours of the day. TVM, Super 1 TV 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 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').

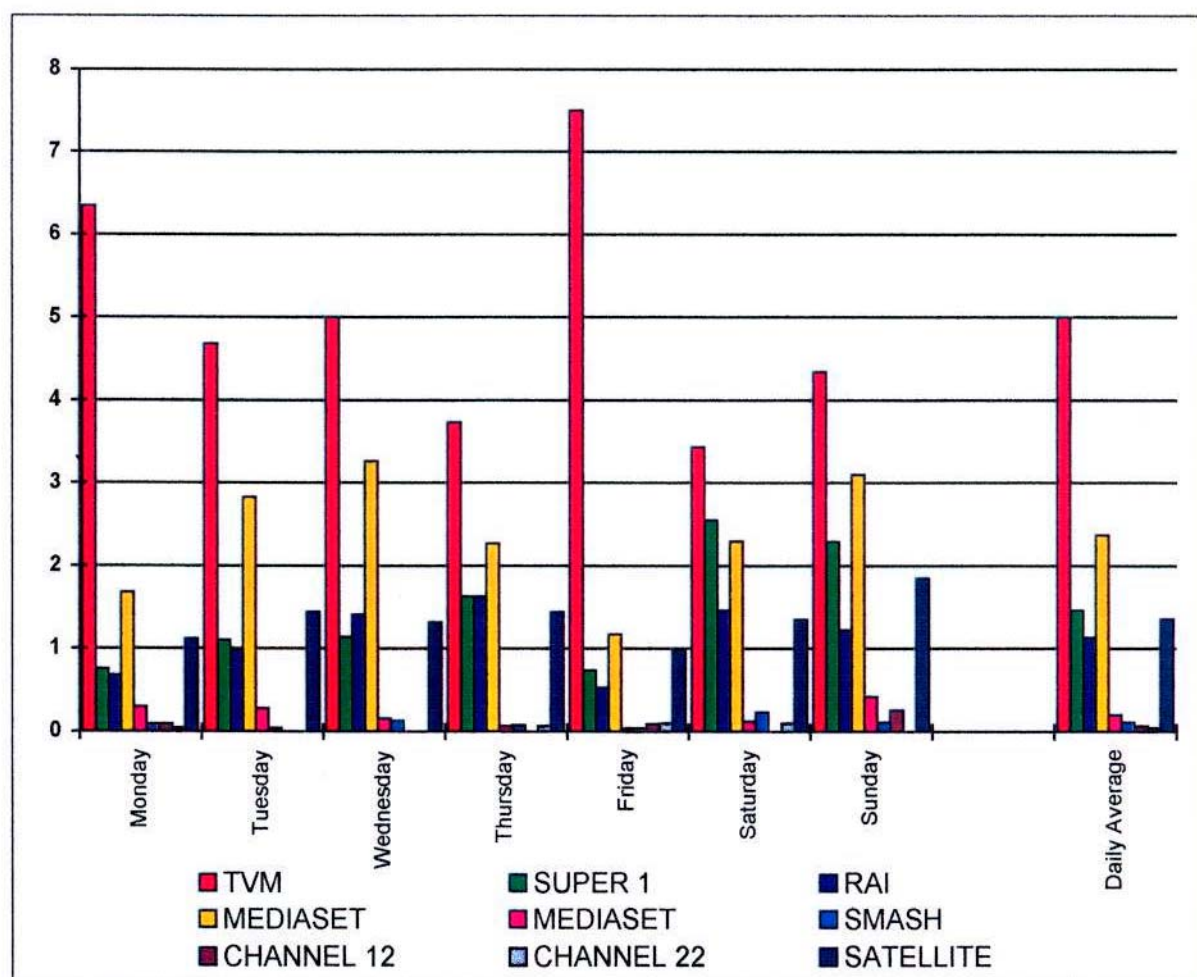
### 8.2.0 Average TV Audience Share

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 penetration 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	6.35	0.76	0.68	1.68	0.30	0.09	0.09	0.04	1.12	89.16	100
Tuesday	4.68	1.10	0.98	2.83	0.28	0.04	0.00	0.00	1.44	88.93	100
Wednesday	5.00	1.14	1.41	3.26	0.15	0.13	0.00	0.00	1.32	87.88	100
Thursday	3.73	1.63	1.63	2.27	0.06	0.08	0.00	0.06	1.44	89.55	100
Friday	7.50	0.74	0.53	1.17	0.04	0.04	0.09	0.10	0.98	89.12	100
Saturday	3.43	2.55	1.46	2.30	0.12	0.23	0.00	0.10	1.35	89.17	100
Sunday	4.34	2.29	1.22	3.10	0.42	0.11	0.26	0.00	1.85	87.18	100
Daily Average	5.00	1.46	1.13	2.37	0.20	0.11	0.06	0.04	1.36	88.71	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 summarises peak audience shares for the whole week. "Peak Audience" is defined as "the highest percentage of audience share obtained during the channel's transmission time for a particular day". It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

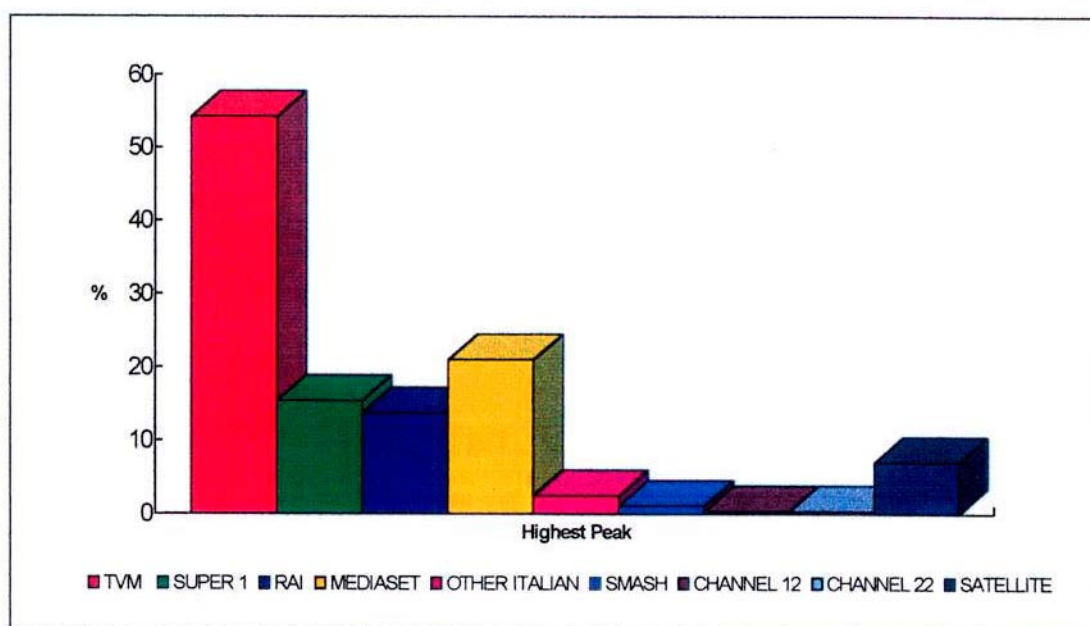
8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were reached during the transmission of the main news bulletin of the station. The highest peak was reached on Friday when, it can be stated that, by extension, 43.01% of the population resident in Malta 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 (1998)**

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	50.52	11.50	4.88	8.01	1.05	0.35	0.35	0.35	5.23
Tuesday	41.61	11.89	8.04	17.83	1.40	0.35	0.00	0.00	5.94
Wednesday	42.66	12.59	8.04	20.98	1.05	1.05	0.00	0.00	4.20
Thursday	35.66	13.29	13.64	11.19	0.35	0.70	0.00	0.35	6.99
Friday	54.20	12.24	3.15	4.90	0.70	0.35	0.35	0.35	3.50
Saturday	31.82	15.38	11.19	10.84	1.05	0.70	0.00	0.35	5.59
Sunday	28.32	14.69	3.85	19.58	2.45	0.70	0.35	0.00	6.29
Highest Peak	54.20	15.38	13.64	20.98	2.45	1.05	0.35	0.35	6.99

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





#### 8.4.0 Actual Daily Television Viewing

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is 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, 1996 and 1997 BA studies.

#### 8.5.0 Monday

8.5.1 The audience for TVM for its Monday morning schedule is very low, but picks up considerably in the early afternoon when *Sellili* is on air to a maximum of 11.50%. It again declines after 4.00 p.m. but again bursts at 8.00 p.m. with the News Bulletin. The audience is further increased to a maximum of 50.52% between 8.30 - 9.00 p.m. and retained to a very good level thereafter. *Ipokriti* attracted the highest audience for TVM. It starts declining at 10.00 p.m. and becomes very low after 11.00 p.m.

8.5.2 Super 1 TV has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 11.50 % for the news bulletin. After the news, it declines considerably.

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 2% figure for the afternoon viewing, which increases to a maximum of 8.01% at 10.30 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 4.88%.

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: a very interesting audience for the early afternoon which declines after 3.30 p.m. to burst for the news at 8.00 p.m. with 41.61%. On Tuesday the levels for the programmes immediately following is high

This programme starts at around 16% but falls to around 12% by 9.30 p.m. Following that audience levels decline considerably.

8.6.2 Super 1 TV again has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 11.89% 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, although they do increase for the afternoon to a maximum of 2.80% at various points in the afternoon. This group of stations pick up a sizeable audience between 8.30 and 10.30, with a maximum of 17.83% for the 9.30 - 10.30 p.m. slot 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 8.04%, 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 2.8%. On Wednesday it again registers a sizeable audience in the early afternoon at a level slightly below 10% but loses these levels after 3.30 p.m. It starts picking up again after 6.00 p.m. to peak at 42.66% with the 8.00 p.m. News Bulletin. Audience levels remain high for the first half-hour after the news but then start declining to 19.23% at 9.00 p.m. and more thereafter. After 10.00 p.m. the station's audience is very low.

8.7.2 Super 1 TV again has a stable, if low audience for its late morning and very early afternoon transmissions, it has a very low audience level as from 1.30 p.m. but peaks at 7.30 p.m. with 12.59%. After the news, it retains an audience of around 2.45% on average for the first half hour, and then drops to an average of 1.75% for the next hour. Audience level 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 rather poor, and the late afternoon figures reach 5.24% between 6.30 - 7.30 p.m.. They drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to a maximum of 20.98% at 9.00 p.m.

8.7.4 As usual RAI stations build up an audience in Malta as from 8.30 p.m. onwards. The morning is rather poor, and the afternoon figures reach 4.9% at 7.00 p.m.. They drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to a maximum of 8.04% at 9.00 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	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0030	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0200	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00		0.00	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	0.00	0.00	0.00			0.00	99.65	100
0630	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0700	2.44	0.00	0.00	0.35	0.00	0.00			0.00	97.21	100
0730	1.74	0.00	0.00	0.35	0.00	0.00			0.00	97.91	100
0800	3.14	0.00	0.00	0.35	0.00	0.00			0.35	96.17	100
0830	3.14	0.00	0.00	0.35	0.00	0.00			0.35	96.17	100
0900	2.79	0.70	0.00	0.70	0.00	0.35			1.05	94.43	100
0930	1.74	0.70	0.00	0.70	0.35	0.35			1.05	95.12	100
1000	1.05	1.05	0.00	0.70	0.35	0.35		0.00	1.39	95.12	100
1030	1.05	1.39	0.00	0.35	0.35	0.35		0.00	0.70	95.82	100
1100	1.05	1.39	0.00	0.35	0.35	0.35		0.00	1.05	95.47	100
1130	1.05	1.39	0.00	0.00	0.00	0.35			1.39	95.47	100
NOON	4.53	0.70	0.00	0.35	0.00	0.00			0.70	93.73	100
1230	6.27	0.35	0.00	0.00	0.00	0.00			0.35	93.03	100
1300	11.15	0.00	0.00	0.35	0.00	0.00			0.00	88.50	100
1330	11.50	0.00	0.70	1.74	0.00	0.00			0.00	86.06	100
1400	11.15	0.00	0.00	2.09	0.00	0.00			0.00	86.76	100
1430	10.45	0.00	0.00	1.74	0.35	0.00			0.00	87.46	100
1500	8.36	0.00	0.35	2.79	0.35	0.00			0.35	87.80	100
1530	3.48	0.00	0.35	2.79	0.70	0.35			0.00	92.33	100
1600	1.74	0.00	0.70	2.79	1.05	0.35		0.35	1.05	91.99	100
1630	1.74	0.00	0.70	2.09	0.70	0.35	0.00	0.35	2.09	91.99	100
1700	1.39	0.35	1.39	3.14	0.35	0.35	0.00	0.00	1.74	91.29	100
1730	2.09	1.05	1.05	3.48	0.70	0.35	0.00	0.00	1.05	90.24	100
1800	4.53	0.00	1.39	2.79	1.05	0.35	0.00	0.00	2.09	87.80	100
1830	3.83	0.00	1.39	2.79	1.05	0.35		0.00	2.44	88.15	100
1900	2.44	0.70	2.09	3.48	0.70	0.00		0.00	3.14	87.46	100
1930	4.53	11.50	1.74	2.79	0.35	0.00		0.00	3.14	75.96	100
2000	32.75	2.09	2.09	4.88	0.70	0.00		0.00	3.48	54.01	100
2030	50.52	0.70	3.14	4.18	0.70	0.00	0.00	0.00	3.83	36.93	100
2100	46.34	0.70	4.18	4.88	0.70	0.00	0.35	0.00	4.88	37.98	100
2130	34.15	0.70	4.88	7.32	0.70	0.00	0.35	0.00	5.23	46.69	100
2200	19.51	0.70	3.48	7.67	1.05	0.00	0.00	0.00	3.48	64.11	100
2230	10.45	0.70	1.39	8.01	0.35	0.00			3.14	75.96	100
2300	1.05	0.35	1.05	2.79	0.00	0.00			2.44	92.33	100
2330	1.05	0.35	0.70	1.39	0.00	0.00			1.74	94.77	100
average	6.35	0.76	0.68	1.68	0.30	0.09	0.09	0.04	1.12	89.16	
maximum	50.52	11.50	4.88	8.01	1.05	0.35	0.35	0.35	5.23	100.00	
std. dev.	11.41	1.89	1.16	2.11	0.34	0.15	0.15	0.12	1.42	15.51	

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

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

	TVM	SUPER 1	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	0.35	0.00	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0230	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0300	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.35		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	99.65	100
0500	0.35		0.00	0.00	0.00	0.00			0.00	99.65	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.35	0.35	0.00	0.00	0.00	0.00			0.00	99.30	100
0700	2.10	0.00	0.00	0.00	0.00	0.00			0.35	97.55	100
0730	1.75	0.00	0.00	0.00	0.00	0.00			0.70	97.55	100
0800	1.75	0.00	0.00	0.35	0.00	0.00			1.05	96.85	100
0830	1.75	0.00	0.00	0.35	0.00	0.00			1.75	96.15	100
0900	2.45	0.00	0.00	0.35	0.00	0.35			1.75	95.10	100
0930	1.40	0.00	0.00	0.00	0.00	0.35			2.10	96.15	100
1000	1.75	0.35	0.35	0.35	0.00	0.35		0.00	1.75	95.10	100
1030	1.75	1.40	0.35	0.35	0.00	0.35		0.00	1.40	94.41	100
1100	1.40	1.40	0.35	0.35	0.00	0.35		0.00	0.70	95.45	100
1130	1.75	1.75	0.00	0.35	0.00	0.35		0.00	0.70	95.10	100
NOON	4.55	1.75	0.00	1.05	0.00	0.00			0.70	91.98	100
1230	7.34	1.05	0.00	0.70	0.00	0.00			0.35	90.56	100
1300	11.19	0.00	0.00	1.40	0.00	0.00			0.35	87.06	100
1330	9.09	0.00	0.00	1.75	0.00	0.00			0.70	88.48	100
1400	10.14	0.00	0.00	2.80	0.00	0.00			0.35	86.71	100
1430	10.84	0.00	0.00	3.50	0.00	0.00			0.35	85.31	100
1500	8.74	0.00	0.35	2.80	0.00	0.00			0.70	87.41	100
1530	3.85	0.35	0.35	3.15	0.00	0.00			0.70	91.61	100
1600	2.80	0.35	1.05	2.80	0.35	0.00		0.00	2.45	90.21	100
1630	2.10	0.35	1.40	2.45	0.35	0.00	0.00	0.00	2.45	90.91	100
1700	2.10	0.35	1.40	2.10	0.70	0.00	0.00	0.00	2.45	90.91	100
1730	3.15	1.05	0.70	2.45	0.70	0.00	0.00	0.00	2.10	89.86	100
1800	4.55	0.70	0.70	2.80	1.05	0.00	0.00	0.00	2.80	87.41	100
1830	4.90	0.35	1.05	1.75	1.05	0.00		0.00	2.80	88.11	100
1900	3.85	1.40	1.40	3.50	1.05	0.00		0.00	3.15	85.66	100
1930	6.29	11.89	1.05	4.20	0.35	0.00		0.00	2.80	73.43	100
2000	41.61	3.15	3.15	5.94	1.40	0.00		0.00	2.45	42.31	100
2030	24.83	4.20	6.29	14.69	1.40	0.00	0.00	0.00	4.55	44.06	100
2100	16.43	3.15	8.04	17.83	1.05	0.00	0.00	0.00	5.94	47.55	100
2130	12.24	2.45	7.34	17.83	1.40	0.00	0.00	0.00	5.59	53.15	100
2200	7.69	1.40	6.29	16.08	1.05	0.00	0.00	0.00	4.20	63.29	100
2230	4.90	0.35	3.15	11.54	0.70	0.00			3.50	75.87	100
2300	1.40	0.00	1.40	5.24	0.35	0.00			3.50	88.11	100
2330	0.35	0.00	0.70	2.45	0.35	0.00			2.10	94.06	100
average	4.68	1.10	0.98	2.83	0.28	0.04	0.00	0.00	1.44	88.93	
maximum	41.61	11.89	8.04	17.83	1.40	0.35	0.00	0.00	5.94	100.00	
std. dev.	7.30	2.10	1.96	4.65	0.45	0.12	0.00	0.00	1.56	14.76	

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

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

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		1.05	0.35	0.00	0.00			0.00	98.60	100
0030	0.00		0.35	0.35	0.00	0.00			0.00	99.30	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	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.70	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0700	2.10	0.00	0.00	1.05	0.00	0.00			0.00	96.85	100
0730	2.80	0.00	0.00	1.05	0.00	0.00			0.00	96.15	100
0800	2.10	0.00	0.35	1.05	0.00	0.00			0.35	96.15	100
0830	2.10	0.00	0.35	1.05	0.00	0.00			0.35	96.15	100
0900	1.75	0.35	0.00	1.05	0.00	0.00			1.40	95.45	100
0930	1.05	0.35	0.00	1.05	0.00	0.00			1.40	96.15	100
1000	0.70	0.70	0.35	1.40	0.00	0.35		0.00	1.40	95.10	100
1030	0.70	1.05	0.35	1.05	0.00	0.35		0.00	1.40	95.10	100
1100	0.70	1.05	0.70	0.70	0.00	0.00		0.00	1.75	95.10	100
1130	1.05	1.05	0.35	0.70	0.00	0.00		0.00	1.40	95.45	100
NOON	3.85	1.40	0.35	0.00	0.00	0.00			1.75	92.66	100
1230	5.24	1.40	0.00	0.00	0.00	0.00			2.10	81.26	100
1300	9.79	1.05	0.00	1.05	0.00	0.00			1.05	87.06	100
1330	8.39	0.35	0.35	1.75	0.00	0.00			0.70	85.46	100
1400	9.79	0.70	0.70	2.10	0.00	0.00			1.05	85.66	100
1430	9.79	0.35	0.35	2.80	0.00	0.00			1.05	85.66	100
1500	8.39	0.35	0.35	2.45	0.00	0.00			1.40	87.06	100
1530	2.45	0.70	0.70	3.50	0.35	0.35			1.75	90.21	100
1600	1.75	0.70	1.05	2.80	0.00	0.70		0.00	2.10	90.91	100
1630	2.10	0.70	1.40	2.45	0.00	1.05	0.00	0.00	2.10	90.21	100
1700	1.75	0.70	1.40	3.15	0.35	0.70	0.00	0.00	2.45	89.51	100
1730	2.80	1.05	2.10	3.15	0.35	0.35	0.00	0.00	2.45	87.76	100
1800	6.29	1.40	3.50	4.90	0.70	0.00	0.00	0.00	1.75	81.47	100
1830	4.55	0.70	3.50	5.24	0.70	0.35		0.00	2.10	82.87	100
1900	5.94	2.80	4.90	5.24	0.00	0.35		0.00	2.80	77.97	100
1930	8.39	12.59	4.20	3.50	0.00	0.35		0.00	2.45	68.53	100
2000	42.66	2.45	3.15	7.69	0.35	0.35		0.00	2.45	40.91	100
2030	30.07	1.75	6.64	15.38	0.70	0.35	0.00	0.00	3.85	41.26	100
2100	19.23	1.75	8.04	20.98	1.05	0.35	0.00	0.00	4.20	44.41	100
2130	15.03	1.40	7.69	20.63	1.05	0.35	0.00	0.00	4.20	49.65	100
2200	12.94	1.40	5.94	17.48	1.05	0.00	0.00	0.00	3.85	57.34	100
2230	8.39	0.35	3.85	11.19	0.00	0.00			2.80	73.43	100
2300	3.50	0.35	2.10	4.55	0.35	0.00			1.75	87.41	100
2330	0.70	0.00	1.75	3.15	0.35	0.00			1.75	92.31	100
average	5.00	1.14	1.41	3.26	0.15	0.13	0.00	0.00	1.32	87.88	
maximum	42.66	12.59	8.04	20.98	1.05	1.05	0.00	0.00	4.20	100.00	
std. dev.	7.99	2.05	2.14	5.17	0.30	0.23	0.00	0.00	1.23	15.88	

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

### *8.8.0 Thursday*

8.8.1 The audience for TVM for its Thursday morning and afternoon schedule is practically negligible except for the period 7.00 a.m. - 8.30 a.m.. On this day, audience levels are again rather good for the early afternoon transmissions, reaching a peak of 8.04% at 2.00 p.m. They drop considerably after 3.30 p.m., but start picking up at 7.00 p.m. and reach the day's highest peak with 35.66% for the News Bulletin. The audience is retained at 21.68% for the first half-hour after the news but then starts declining considerably, especially after 10.30 p.m.

8.8.2 Super 1 TV again has a very low audience level for its daytime transmissions, but reaches a peak of 13.29% for the news bulletin. After the news, it retains an audience for the next hour and a half, after which audiences are shed considerably in the usual pattern.

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 5.25% only at 6.00 p.m. They go up again after 8.30 p.m. to a maximum of 11.19% at 9.00 p.m. Audience levels are maintained at a relatively high level until 10.30 p.m. but decrease thereafter.

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 13.64%, obtained at 9.30 p.m. An audience of around the 9% level is in fact maintained until 11.00 p.m.

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

### *8.9.0 Friday*

8.9.1 The audience for TVM for its Friday morning schedule was practically nil. But for the early afternoon schedule the station builds up an audience, even if lower than that of the other days of the week at the same time: the maximum audience registered is only 6.64% compared to Monday's 11.50%. The 8.00 p.m. news bursts the audience levels to 46.85% but levels increase further to a maximum of 54.20% for the first half hour after the news when Xarabank was being transmitted. Audience levels are retained at very high levels until 11.00 p.m. when they decline rapidly, although an audience level of 17.13% is retained until 11.30 p.m.

8.9.2 Super 1 TV again has a very low audience for the morning and afternoon transmissions, reaches a peak of 12.24% for the news bulletin. After the news, it retains an audience of around 1% on average for the next hour and a half 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 0.07% at 1.00 p.m. to a maximum of 3.15% 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 4.90% at 9.30 p.m.

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 3.15%, which is obtained between 8.30 p.m. and 10.30 p.m.

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 noon when it starts building up at 2.10%, eventually to reach a peak of 31.82% for the 8.00 p.m. news. The best audience for the afternoon on Saturdays is between 6.00 and 7.00 p.m. with an audience approaching 11%. Audience levels start dropping substantially after 8.30 p.m. and become 14.69% for the half hour immediately following the news, but drop to 5.24% at 9.00 p.m. After this time audience levels continue to drop further.

8.10.2 Super 1 TV again has a good audience for its daytime transmissions, and improves substantially in the afternoon with a peak of 8.74% at 7.00 p.m. The station reaches a peak of 15.38% 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 average 3.50% for the period 3.30 - 7.00 p.m. then increase further to an average of 11% between 9.00 - 10.30 p.m., then fall to much lower levels thereafter.

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 a maximum 11.19% at 9.00 p.m.

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

#### *8.11.0 Sunday*

8.11.1 The audience for TVM for its Sunday morning schedule was low with a maximum audience level of 2.10% registered at noon. Levels start picking up for the early afternoon, reaching a peak of 12.24% for the 2.00 - 3.00 p.m. slot. The audience declines after 4.30 p.m. to an average of around 6% until the news, when the stations masters its peak for the day at 28.32%. Its audience declines to circa 17% in the first half hour after the News and to 10.49 at 9.00 p.m. They continue to decline further thereafter.

8.11.2 Super 1 TV again reaches a peak of 14.69% for the news bulletin. After the news, it retains an audience of 3.15% 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 3% level in the afternoon. They build up considerably after 8.30 p.m. to a peak of 19.58% at 9.00 p.m. They decline thereafter.

8.11.4 RAI stations register a constant audience of slightly above the 2% level throughout the early afternoon and to the 4% level in the late afternoon, but does 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	0.35	0.00	0.00			0.00	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	0.35	0.00	0.00			0.00	99.65	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	0.70	0.00	0.00			0.00	99.30	100
0630	0.70	0.35	0.00	0.70	0.00	0.00			0.00	98.25	100
0700	2.10	0.35	0.00	1.05	0.00	0.00			0.00	96.50	100
0730	2.45	1.05	0.00	0.70	0.00	0.00			0.00	95.80	100
0800	2.45	0.70	0.35	0.70	0.00	0.00			0.00	95.80	100
0830	1.40	0.70	0.35	0.70	0.00	0.00			0.00	96.85	100
0900	1.05	0.70	0.70	1.05	0.00	0.00			0.70	95.80	100
0930	0.35	1.05	0.35	1.05	0.00	0.00			1.05	96.15	100
1000	0.00	0.70	0.35	0.70	0.00	0.70		0.00	1.05	96.50	100
1030	0.00	0.35	0.35	1.05	0.00	0.70		0.00	0.70	96.85	100
1100	0.00	0.70	0.70	1.05	0.00	0.35		0.00	1.05	96.15	100
1130	0.35	0.70	0.70	0.70	0.00	0.35		0.00	1.40	95.80	100
NOON	2.10	0.70	0.35	0.00	0.00	0.00			1.05	95.80	100
1230	3.85	0.00	0.00	0.00	0.00	0.00			1.05	95.10	100
1300	6.99	0.00	0.35	1.05	0.00	0.00			0.70	90.91	100
1330	6.64	0.35	0.70	1.75	0.00	0.00			0.70	89.86	100
1400	8.04	0.35	1.05	2.45	0.00	0.00			0.70	87.41	100
1430	6.64	0.35	0.35	2.80	0.00	0.00			0.70	89.16	100
1500	5.94	0.35	0.35	2.45	0.00	0.00			1.40	89.51	100
1530	2.45	0.35	0.35	2.80	0.00	0.00			1.05	93.01	100
1600	1.75	0.35	0.35	2.45	0.00	0.35		0.35	1.05	93.36	100
1630	2.45	0.00	0.35	2.10	0.00	0.35	0.00	0.35	2.45	91.96	100
1700	2.80	0.70	0.35	2.45	0.35	0.00	0.00	0.35	2.80	90.21	100
1730	3.85	1.40	0.70	2.45	0.35	0.00	0.00	0.00	2.10	89.16	100
1800	6.29	0.35	0.70	5.24	0.35	0.00	0.00	0.00	2.45	84.62	100
1830	4.20	0.70	0.35	4.55	0.35	0.35		0.00	3.15	86.36	100
1900	10.14	4.90	1.05	4.20	0.00	0.35		0.00	3.15	76.22	100
1930	14.34	13.29	1.05	3.50	0.00	0.35		0.00	3.15	64.34	100
2000	35.66	3.15	3.50	4.55	0.35	0.00		0.00	3.85	48.95	100
2030	21.68	5.94	8.04	9.44	0.00	0.00	0.00	0.00	4.20	50.70	100
2100	9.09	6.64	13.29	11.19	0.35	0.00	0.00	0.00	6.99	52.45	100
2130	6.64	5.94	13.64	10.49	0.35	0.00	0.00	0.00	6.64	56.29	100
2200	4.20	3.85	12.24	9.79	0.35	0.00	0.00	0.00	5.94	63.64	100
2230	1.05	1.05	8.74	6.64	0.00	0.00			3.85	78.67	100
2300	1.05	0.35	3.85	2.80	0.00	0.00			2.45	89.51	100
2330	0.35	0.35	2.80	1.40	0.00	0.00			1.40	93.71	100
average	3.73	1.63	1.63	2.27	0.06	0.08	0.00	0.06	1.44	89.55	
maximum	35.66	13.29	13.64	11.19	0.35	0.70	0.00	0.35	6.99	100.00	
std. dev.	6.29	2.66	3.44	2.85	0.13	0.18	0.00	0.13	1.79	13.91	

\*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	0.00	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			0.35	99.65	100
0400	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0430	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0500	0.00		0.00	0.00	0.00	0.00			0.35	99.65	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	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
0730	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
0800	0.35	0.35	0.35	0.00	0.00	0.00			0.00	98.95	100
0830	1.05	0.00	0.35	0.00	0.00	0.00			0.00	98.60	100
0900	0.70	0.00	0.35	0.35	0.00	0.35			0.00	98.25	100
0930	0.00	0.00	0.35	0.35	0.00	0.35			0.00	98.95	100
1000	0.00	0.35	0.00	0.35	0.00	0.35		0.00	0.00	98.95	100
1030	0.35	0.70	0.00	0.35	0.00	0.35		0.00	0.00	98.25	100
1100	0.35	0.35	0.00	0.00	0.00	0.35		0.00	0.00	98.95	100
1130	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
NOON	0.70	0.35	0.00	0.00	0.00	0.00			0.35	98.60	100
1230	1.05	0.00	0.00	0.00	0.00	0.00			0.35	98.60	100
1300	5.24	0.00	0.00	0.70	0.00	0.00			0.35	93.71	100
1330	5.94	0.00	0.35	1.40	0.00	0.00			0.70	91.61	100
1400	6.64	0.00	0.35	1.75	0.00	0.00			0.70	90.56	100
1430	6.64	0.00	0.35	2.10	0.00	0.00			0.70	90.21	100
1500	4.90	0.00	0.00	2.10	0.00	0.00			1.05	91.96	100
1530	1.75	0.00	0.00	2.80	0.00	0.00			1.05	94.41	100
1600	0.70	0.00	0.35	3.50	0.00	0.00		0.35	1.40	93.71	100
1630	1.05	0.00	0.70	2.80	0.00	0.00	0.00	0.35	1.75	93.36	100
1700	1.40	0.00	0.70	3.15	0.00	0.00	0.00	0.35	2.45	91.96	100
1730	2.10	0.00	0.70	2.80	0.00	0.00	0.00	0.35	2.45	91.61	100
1800	5.94	0.35	0.70	1.40	0.00	0.00	0.00	0.35	2.45	88.81	100
1830	5.59	1.40	1.05	1.75	0.00	0.00		0.00	2.45	87.76	100
1900	4.55	5.59	1.40	1.75	0.00	0.00		0.00	3.15	83.57	100
1930	5.24	12.24	0.70	1.40	0.00	0.00		0.00	3.50	76.92	100
2000	46.85	1.40	1.75	2.80	0.00	0.35		0.00	2.10	44.76	100
2030	54.20	0.70	2.45	3.50	0.00	0.00	0.35	0.00	3.15	35.66	100
2100	50.00	0.70	3.15	4.20	0.35	0.00	0.35	0.00	3.15	38.11	100
2130	47.90	0.35	3.15	4.90	0.70	0.00	0.00	0.00	3.15	39.86	100
2200	41.61	0.35	3.15	3.85	0.70	0.00	0.00	0.00	3.50	46.85	100
2230	32.87	0.35	2.45	3.50	0.35	0.00			2.45	58.04	100
2300	17.13	0.00	0.35	1.75	0.00	0.00			2.10	78.67	100
2330	5.24	0.00	0.35	1.05	0.00	0.00			1.40	91.96	100
average	7.50	0.74	0.53	1.17	0.04	0.04	0.09	0.10	0.98	89.12	
maximum	54.20	12.24	3.15	4.90	0.70	0.35	0.35	0.35	3.50	100.00	
std. dev.	14.91	2.16	0.89	1.42	0.15	0.12	0.15	0.16	1.19	18.13	

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

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

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.35	0.35	0.35	0.00			0.00	98.95	100
0030	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.00	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			0.35	99.65	100
0400	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0430	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0500	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0530	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.35	0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.35	0.00	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.35	0.00	0.35	0.00	0.00			0.35	98.60	100
0730	1.05	0.35	0.00	0.35	0.00	0.00			0.35	97.90	100
0800	1.40	0.35	0.00	1.05	0.00	0.35			0.35	96.50	100
0830	1.05	0.35	0.35	1.05	0.00	0.35			0.35	96.50	100
0900	0.70	0.35	0.35	1.40	0.00	0.35			0.00	96.85	100
0930	0.70	0.35	0.35	1.75	0.00	0.35			0.00	96.60	100
1000	0.70	0.35	0.35	1.40	0.00	0.35		0.00	0.00	96.85	100
1030	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.35	97.20	100
1100	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.35	97.20	100
1130	1.05	0.00	0.35	1.05	0.00	0.00		0.00	1.05	96.50	100
NOON	2.10	0.00	0.70	0.70	0.00	0.00			1.40	95.10	100
1230	2.45	0.35	0.70	0.70	0.00	0.35			1.05	94.41	100
1300	3.15	0.35	0.70	0.70	0.00	0.35			1.05	93.71	100
1330	3.50	1.75	0.70	0.35	0.00	0.35			1.05	92.31	100
1400	3.85	3.15	0.70	2.10	0.00	0.70			1.40	88.11	100
1430	4.55	3.50	0.35	2.80	0.00	0.70			1.05	87.06	100
1500	5.59	5.94	0.35	2.80	0.00	0.70			1.05	83.57	100
1530	6.64	5.94	0.35	3.50	0.00	0.70			1.05	81.82	100
1600	7.69	5.94	0.70	3.85	0.00	0.70			2.45	78.67	100
1630	7.34	5.24	0.35	3.50	0.00	0.35			2.10	81.12	100
1700	5.24	5.24	0.70	3.50	0.00	0.70			2.45	82.17	100
1730	6.29	3.85	0.35	3.15	0.00	0.70			2.80	82.87	100
1800	10.84	4.55	1.05	3.15	0.00	0.70			2.80	76.92	100
1830	10.49	4.55	1.05	3.15	0.00	0.70			2.10	77.97	100
1900	7.34	8.74	1.75	3.50	0.00	0.35		0.00	3.50	74.83	100
1930	5.94	15.38	1.75	2.45	0.00	0.35		0.00	2.45	71.68	100
2000	31.82	3.85	1.40	2.80	0.70	0.35		0.00	3.50	55.59	100
2030	14.69	2.10	9.44	8.74	1.05	0.00	0.00	0.35	5.24	58.39	100
2100	5.24	1.75	11.19	10.49	1.05	0.00	0.00	0.35	5.59	64.34	100
2130	4.55	1.75	10.84	10.84	1.05	0.00	0.00	0.35	4.90	65.73	100
2200	2.80	2.10	9.79	10.14	0.70	0.00	0.00	0.00	4.55	69.93	100
2230	1.75	1.75	6.99	8.74	0.00	0.00			2.80	77.97	100
2300	1.75	0.70	3.15	3.50	0.00	0.00			2.45	88.46	100
2330	0.70	0.35	2.10	2.80	0.00	0.00			1.75	92.31	100
average	3.43	2.55	1.46	2.30	0.12	0.23	0.00	0.10	1.35	89.17	
maximum	31.82	15.38	11.19	10.84	1.05	0.70	0.00	0.35	5.59	100.00	
std. dev.	5.35	3.14	2.90	2.85	0.29	0.27	0.00	0.16	1.53	12.19	

*\*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 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	0.00	0.35	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0200	0.00		0.00	0.00	0.00	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	0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00	0.35	0.35	0.00	0.00			0.00	99.30	100
0700	0.00	0.00	0.35	0.35	0.00	0.00			0.00	99.30	100
0730	0.35	0.00	0.35	0.35	0.00	0.00			0.00	98.95	100
0800	0.70	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0830	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.30	100
0900	1.05	0.35	0.00	0.35	0.00	0.70			0.00	97.55	100
0930	1.05	0.35	0.00	0.35	0.00	0.70			0.00	97.55	100
1000	2.80	0.35	1.05	0.35	0.00	0.70			0.70	94.06	100
1030	2.80	0.35	1.05	0.00	0.00	0.70			1.05	94.06	100
1100	1.40	0.35	0.70	0.35	0.00	0.35			1.05	95.80	100
1130	0.70	0.35	0.70	0.70	0.00	0.35			1.40	95.80	100
NOON	2.10	0.35	1.40	1.05	0.00	0.35			2.10	92.66	100
1230	3.15	0.35	2.10	0.70	0.00	0.70			2.10	90.91	100
1300	6.64	0.70	2.10	0.35	0.00	0.35			2.45	87.41	100
1330	8.74	2.45	1.05	0.35	0.00	0.35			1.75	85.31	100
1400	12.24	4.20	1.40	1.40	0.35	0.00			1.75	78.67	100
1430	12.24	4.55	1.75	2.10	0.35	0.00			1.75	77.27	100
1500	11.54	4.20	2.45	2.45	0.35	0.00			1.75	77.27	100
1530	10.49	3.50	2.80	3.15	0.35	0.00			1.40	78.32	100
1600	11.19	3.50	2.10	3.85	0.35	0.00			1.75	77.27	100
1630	9.79	3.15	2.10	3.85	0.35	0.00			2.10	78.32	100
1700	7.69	4.20	2.10	3.50	0.70	0.00			3.15	78.32	100
1730	5.24	5.24	1.75	2.45	0.70	0.00			3.85	80.42	100
1800	7.34	4.55	3.85	2.80	0.70	0.00			4.90	75.52	100
1830	6.64	4.55	3.85	3.50	0.70	0.00			5.24	75.52	100
1900	5.24	8.04	3.50	4.55	0.70	0.00		0.00	4.55	73.43	100
1930	8.04	14.69	3.15	3.85	0.35	0.00		0.00	4.55	65.38	100
2000	28.32	3.15	2.80	4.90	0.00	0.00		0.00	3.85	58.99	100
2030	16.78	2.80	3.15	17.83	1.75	0.00	0.35	0.00	5.94	51.40	100
2100	10.49	2.10	3.15	19.58	2.10	0.00	0.35	0.00	5.94	58.29	100
2130	6.64	2.10	2.45	18.53	2.45	0.00	0.35	0.00	6.29	61.19	100
2200	3.50	1.40	1.75	18.53	2.10	0.00	0.00	0.00	5.94	66.78	100
2230	2.10	0.70	2.10	14.69	2.10	0.00			5.24	73.08	100
2300	0.70	0.00	0.70	6.29	1.40	0.00			4.20	86.71	100
2330	0.35	0.00	0.35	3.50	0.70	0.00			2.10	93.01	100
average	4.34	2.29	1.22	3.10	0.42	0.11	0.26	0.00	1.85	87.18	
maximum	28.32	14.69	3.85	19.58	2.45	0.70	0.35	0.00	6.29	100.00	
std. dev.	5.68	2.91	1.23	5.30	0.65	0.23	0.15	0.00	2.06	13.94	

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

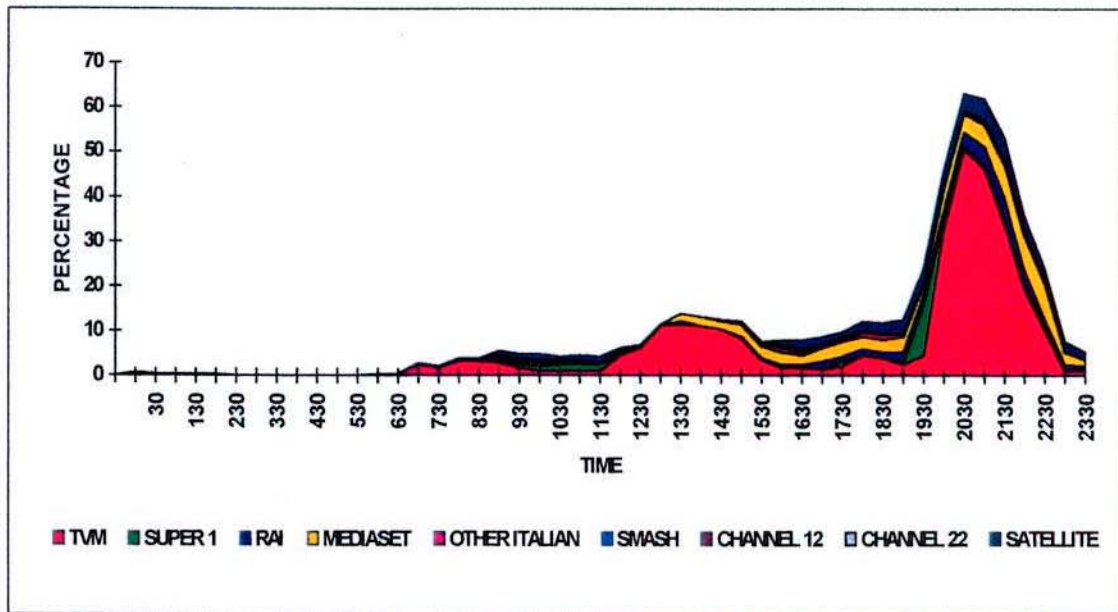


Fig 8.3: TV Audience Shares: Monday

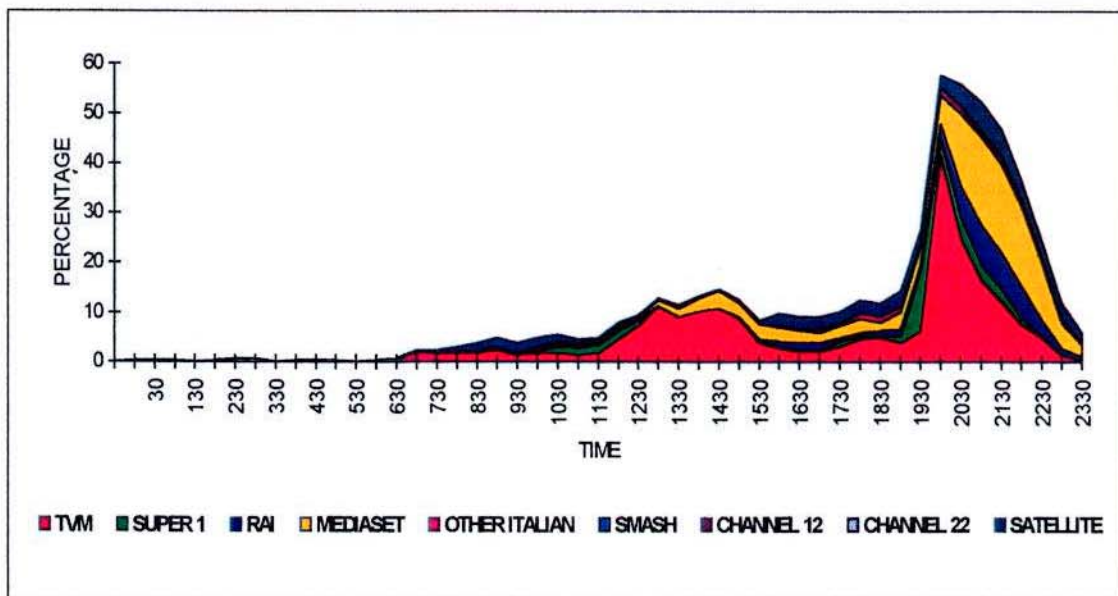


Fig 8.4: TV Audience Shares: Tuesday



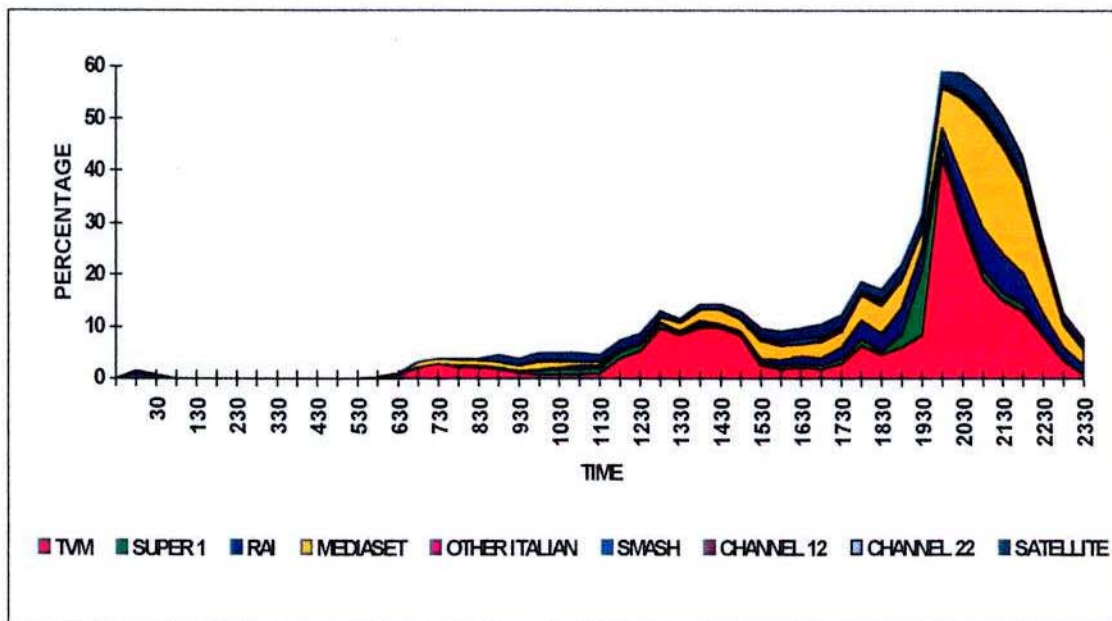


Fig 8.5: TV Audience Shares: Wednesday

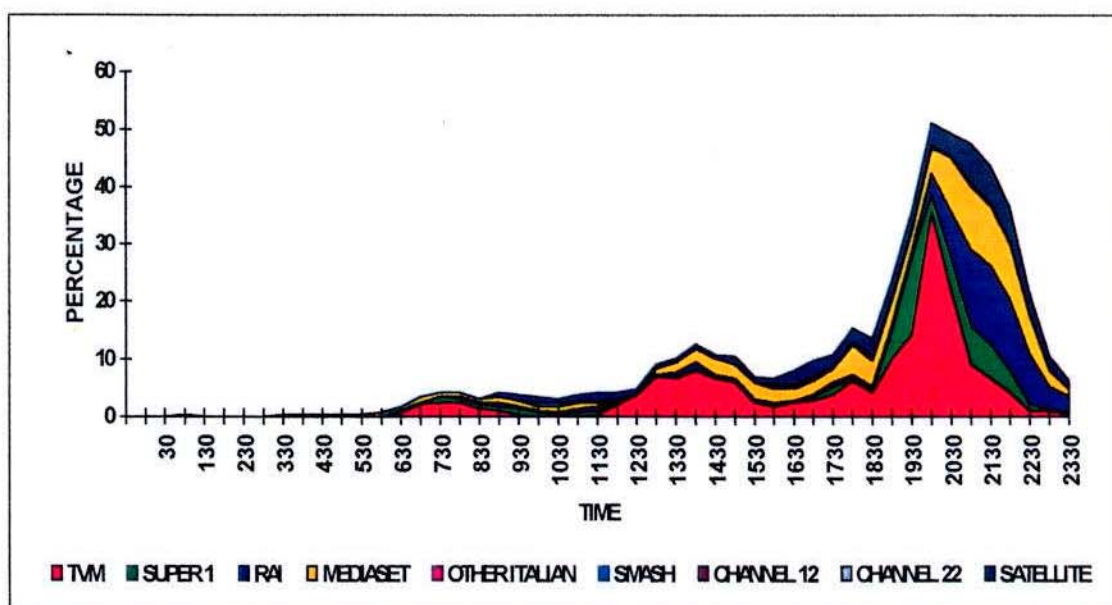


Fig 8.6: TV Audience Shares: Thursday

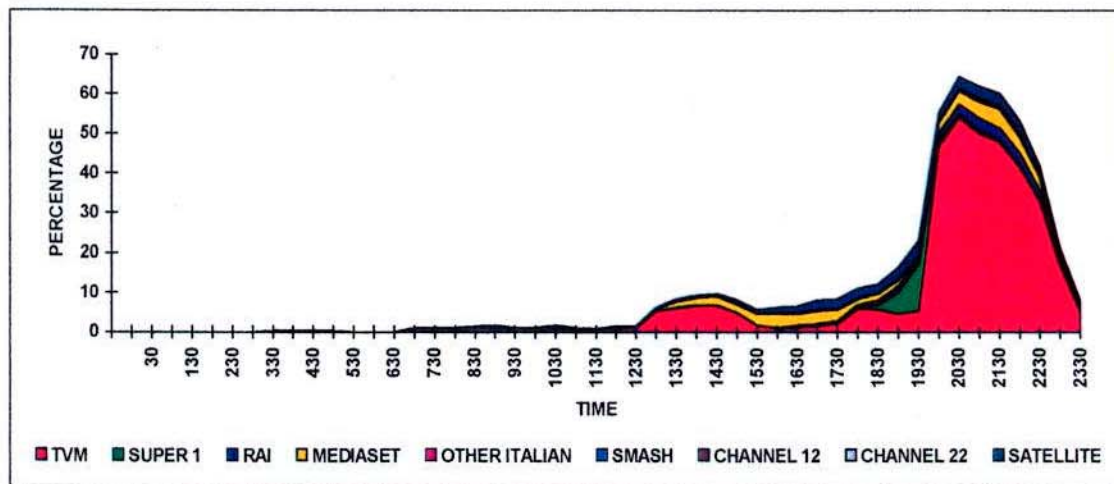


Fig 8.7: TV Audience Shares: Friday

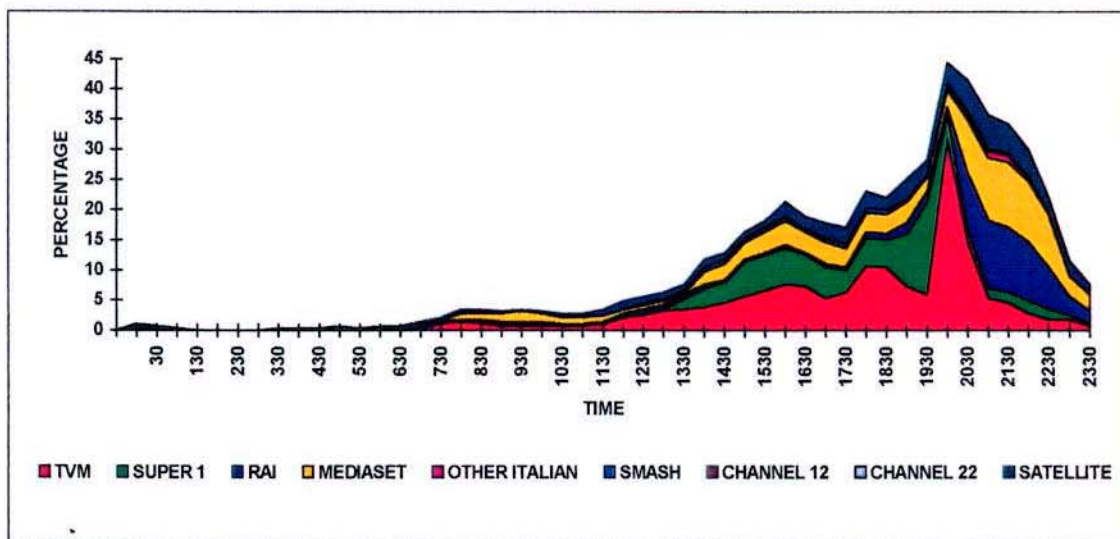


Fig 8.8: TV Audience Shares: Saturday

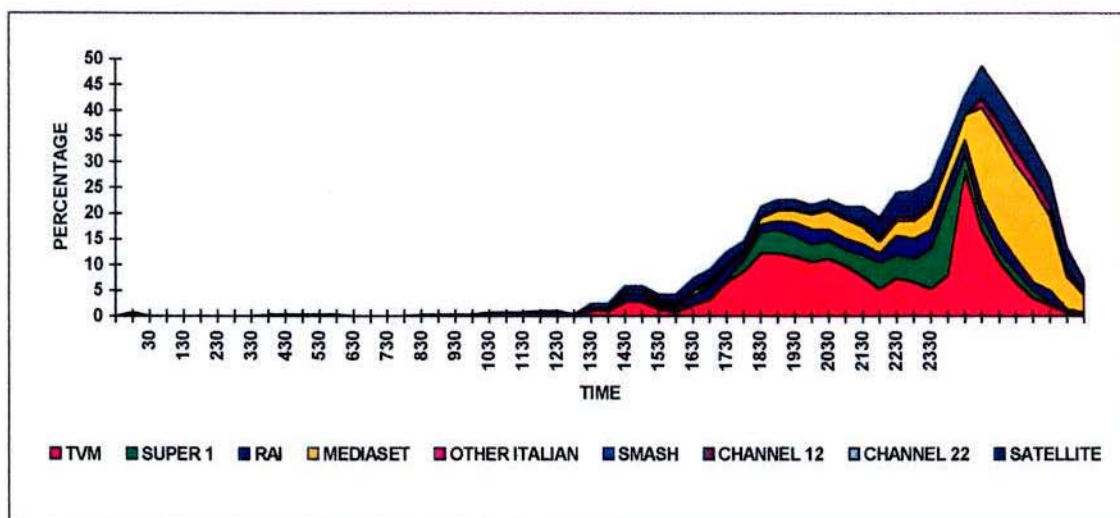


Fig 8.9: TV Audience Shares: Sunday

## 8.12.0 TV Audience Share 1995-1998

8.12.1 The data in Table 8.3, which is also graphically presented in Figures 8.10, 8.11 and 8.12, summarise the comparative figures for the Daily Average TV Audience Levels for 1995 - 1998, 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 showed that over the preceding twelve months, the only TV Channel that did not experience a shift was Smash TV. A decrease was registered by TVM (-2%), by Mediaset (-3%), by the group of Other Italian Stations (-2%) and by Satellite Stations, as defined for the purpose of this study (-2%). On the other hand, increases were registered by Super 1 TV (+5%) and by RAI (+4%).

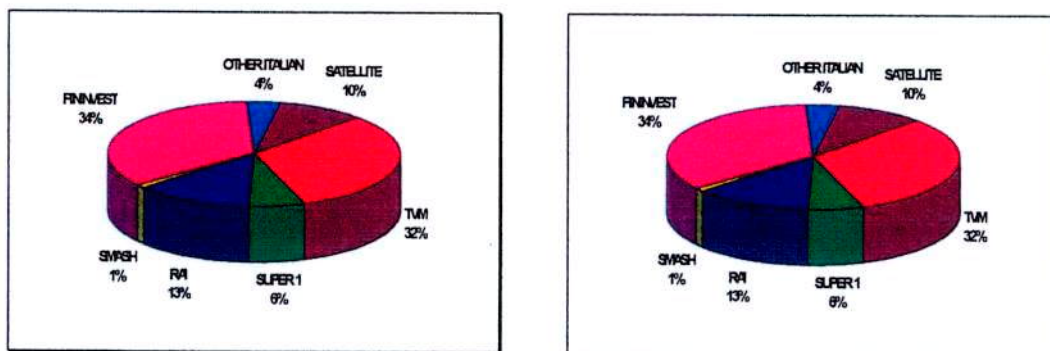
8.12.2 The figures in Table 8.3 show that in 1997 the various stations except for Super 1 TV were getting less wider support from among the Maltese in terms of the total number of persons watching their programmes. A comparison of Figures 8.10 and 8.11 further points to shifts in the relative strengths of the stations during that year: 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.

8.12.3 In respect of 1998, the figures in Table 8.3 show that during the last year very significant changes have taken place in TV viewing in Malta. The most significant change has occurred in respect of TVM, which has increased its audiences significantly. Various stations except for Super 1 TV were getting less wider support from among the Maltese in terms of the total number of persons watching their programmes. A comparison of Figures 8.11 and 8.12 further points to shifts in the relative strengths of the stations during that year: TVM gained 19%, Super 1 lost 7%, Mediaset lost 12%; Other Italian Stations lost 3%; and Smash TV lost 1%, whilst Satellite stations gained 4%. Only the relative strength of Channel 12, Channel 22 and of the RAI stations group taken together did not change.

**Table 8.3: Daily Average Audience Levels for TV: 1995-98**

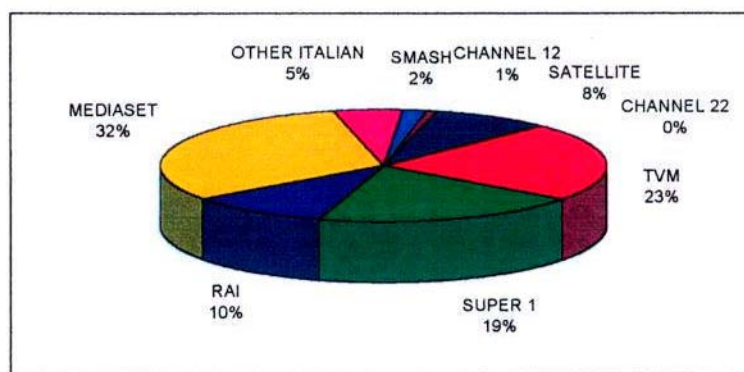
*(computed on the basis of available time-slot for each station)*

	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
1998: Daily Average	5.00	1.46	1.13	2.37	0.20	0.11	0.06	0.04	1.36

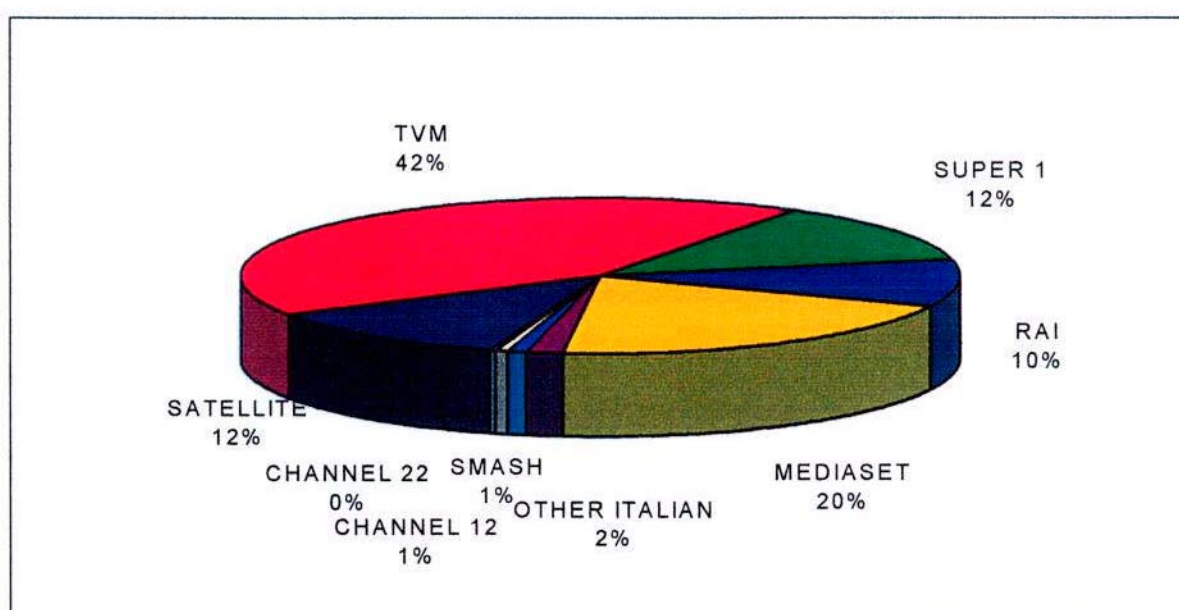


**Fig. 8.10: Daily Average Audience TV Levels: 1995 & 1996**





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



**Fig. 8.12: Daily Average Audience TV Levels - 1998**

## IX CONCLUSION

- 9.1 The 1998 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 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. This year this study has identified a number of very important shifts in the Radio listening and TV viewership patterns of the Maltese population.
- 9.2 During 1998, the number of national radio stations on air increased by one when FM Bronja started to broadcast, thus bring the number of stations surveyed to thirteen. A most interesting finding of this study is that over the last year the number of listeners in absolute terms for radio has increased in Malta for practically all the stations, but not in equal proportion for all the stations. This results in a modification of the radio league of audience support. Of all the stations, the widest support continues to be given to Super 1 Radio, the station owned and run by the political party in Government, albeit now with a *proportionately* lower share of total radio audiences in Malta. It is in turn followed by Radio 101, the station owned by the Opposition Party and not by RTK, the Church station as has been the case over the past years. This study shows that the actual average daily audience (as defined for the purpose of this study to allow direct comparison with the previous studies conducted for the Broadcasting Authority) for Radio Super 1 now stands at 3.21% (6.00 a.m. to midnight in 1997: 2.19%) 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 2.21% (1997: 1.2%) of all residents. This upward trend for this station extends what happened during the previous year, and confirms that support for a party-run radio station is related to whether that party is in Opposition or not. Radio Malta 1 now stands at 2.16% (1997: 1.3%) whilst RTK this year has 1.93% (1997: 1.6%) and now runs fourth despite its increase in audience support in absolute terms.
- 9.3 Shifts in the overall and *relative* support for Maltese radio and TV stations was not limited to only these three stations. The following changes were registered: Radio Malta 2 registered no change. But the following changes were registered: Radio 101 (+2%), Island Sound (+1%), Live FM (+1%), Smash Radio (-2%), Radio Malta 1 (+1%), RTK (-6%), Bay Radio (+5%), Radio Calypso (+2%) and Super 1 (-4%). Similar shifts was registered in the relative strength of TV channels: TVM gained 19%, Super 1 lost 7%, Mediaset lost 12%.; Other Italian Stations lost 3%; and Smash TV lost 1%, whilst Satellite stations gained 4%. Only the relative strength of Channel 12, Channel 22 and of the RAI stations group taken together did not change.

9.4 What is very significant is that as a general trend, the 1998 study shows that TVM has made very extensive gains in audience support during the past year. This is attributed to the novel ideas introduced by the station which have very obviously satisfied latent demands. The station has managed to build an afternoon programme for Mondays to Fridays, and has extended peak time into the hours following the news, particularly on the evenings when the first Maltese soap opera, *Xarabank* and to a much lesser extent *Pjazza 3* were broadcast. Of all the continuing programmes, *Xhieda* retained an extremely high rating. This has had an effect on the extent of support extended by the Maltese to foreign stations, the relative standing of Super 1 TV which has registered a decrease of support in the daily average (1997: 1.62%; 1998: 1.46% resulting in a loss of 7% in relative audience share despite the continuing popularity of the station's News Bulletin) and despite the increase popularity of Satellite stations which have increased the daily average support and gained 4% of the relative audience share. Innovation by TVM has been reciprocated by the Maltese consumer.

9.5 The four radio stations in the top league remain Super 1 Radio, Radio 101, Radio Malta 1 and RTK. The average daily audience for the top stations has been established at 3.21%, 2.21%, 2.16% and 1.93% respectively. Given the nature of these four radio stations (respectively run as Political Party Stations, Government Owned station and a Church station ) the split is extremely interesting.

9.6 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. What is interesting this year is that the peaks usually established for the News Bulletin have this year been superseded by the new programmes introduced by TVM.

9.7 Prime time for television in Malta consequently remains to be evening viewing. Peaks achieved with the news have been extended by TVM, and a new interesting peak has been established for early afternoon viewing with *Sellili*. One can still see Maltese audiences after the TVM news switch to foreign stations. The Mediaset group, despite the language differences, continues to attract huge audiences. The three RAI stations are not currently building up much audience after 9.00 p.m.

9.8 It has already been commented above that the Maltese are avid consumers of local and increasingly of foreign news. Of the three media, television is the most important for local news, commanding as much as 70.9% first preferences. This is followed by 13.4% who prefer radio, whilst 10.8% prefer newspapers and 2.4% express no special preference. The preferred source of the Maltese for foreign news is also mostly in favour of TV at 74.9%, with much fewer preferences for radio (10%) and newspapers (8.6%).

9.9 Music and Local News continue to be the two most preferred types of radio programmes, with 87.2% and 84.5% respectively. Foreign News and Discussion programmes follow with 77.1% and 67.6% 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.

Interesting shifts have been noted in an increased interest in Religion, Sports and Novels and Plays in particular.

9.10 As far as TV is concerned, Local News continues to be the major interest, with 94.6% general preference, followed by Foreign News at 88.9%. This is followed by Feature Films (77.5%) and Quizzes/Fame Shows/Variety Programmes (70.1%).

9.11 The overall findings of this study consolidate those of previous ones in many respects. On the one hand the demand for media products continues to be quite strong. On the other hand a number of very important shifts have been noted. There has been an increase in audiences for both radio and TV over the past year. Customers obviously continue to be selective, but are ready to respond to new initiatives. This study does not enter into the mechanics of this choice process, nor does it enter into an objective evaluation of quality either in respect of radio or TV programmes. What is continues to document, as it did in the 1997 study is that micro decisions affecting individual choice are also affected by macro processes at play in wider society. In many ways what goes on in the behaviour of radio listeners and TV viewers is a microcosm of wider society: it is up to programme directors to use the data in this study to evaluate their ethos and adapt and change their programming to match current and latent demand. TVM has obviously managed to do that during the last year with a good element of success. Whether this success, and that of other stations, is transient can only be verified by what other similar future audience audits and opinion studies will tell.

## 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. This survey among residents in Malta was conducted over a one week period, starting Tuesday, 24 March 1996 until Monday, 29 March 1998. Interviews were effectively carried out in *Valletta, Senglea, Qormi, Zebbug, Zabbar, Siggiewi, Zejtun, Attard, B'Kara (2), Dingli, Floriana, Gzira, Hamrun, Iklin, Luqa, M'Scala, Mellieha, Mosta, Msida, Nadur, Paola, Qrendi, Rabat Malta, St. Julian's, St Paul's Bay, Sta. Lucia, Sliema, Swieqi and Xaghra.*

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

i. Gender:     Male  
                    Female

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

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

Group 1 - AB professional, managerial, administrative

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

Group 3 - C2 skilled manual workers and foremen

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

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

- Radio Malta 1
- Radio Malta 2
- FM Bronja
- 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 analysed as follows:

**Television**

- TVM
- Super One
- RAI Stations (*RAI 1, RAI 2 & RAI 3*)
- Mediaset Group of Stations (*Canale 5, Italia Uno & Rete 4*)
- Other Italian Stations

**Cable**

- Smash TV
- Channel 12
- Education 22
- Satellite Stations

**6.0 Fieldwork**

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

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

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

SERIAL NO [ ] C1

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

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

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

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

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMAS H	CALYPSO	UNIR	MAS	FM BRONJA	
MIDNIGHT	1	2	3	4	5	6		8	9	10	11		13	R0000
T														
0.30	1	2	3	4	5	6		8	9	10	11		13	R0030
1.00	1	2	3	4	5	6		8	9	10	11		13	R0100
1.30	1	2	3	4	5	6		8	9	10	11		13	R0130
2.00	1	2	3	4	5	6		8	9	10	11		13	R0200
2.30	1	2	3	4	5	6		8	9	10	11		13	R0230
3.00	1	2	3	4	5	6		8	9	10	11		13	R0300
3.30	1	2	3	4	5	6		8	9	10	11		13	R0330
4.00	1	2	3	4	5	6		8	9	10	11		13	R0400
4.30	1	2	3	4	5	6		8	9	10	11		13	R0430
5.00	1	2	3	4	5	6		8	9	10			13	R0500
5.30	1	2	3	4	5	6		8	9	10			13	R0530
6.00	1	2	3	4	5	6	7	8	9	10			13	R0600
6.30	1	2	3	4	5	6	7	8	9	10			13	R0630
7.00	1	2	3	4	5	6	7	8	9	10			13	R0700
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R0730
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R0800
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R0830
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R0900
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R0930
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R1000
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R1030
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R1100
11.30	1	2	3	4	5	6	7	8	9	10		12	13	R1130
NOON	1	2	3	4	5	6	7	8	9	10		12	13	R1200
12.30	1	2	3	4	5	6	7	8	9	10		12	13	R1230
1.00	1	2	3	4	5	6	7	8	9	10		12	13	R1300
1.30	1	2	3	4	5	6	7	8	9	10		12	13	R1330
2.00	1	2	3	4	5	6	7	8	9	10		12	13	R1400
2.30	1	2	3	4	5	6	7	8	9	10		12	13	R1430
3.00	1	2	3	4	5	6	7	8	9	10		12	13	R1500
3.30	1	2	3	4	5	6	7	8	9	10		12	13	R1530
4.00	1	2	3	4	5	6	7	8	9	10		12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10		12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11		13	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11		13	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11		13	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11		13	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11		13	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11		13	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11		13	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11		13	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11		13	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11		13	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11		13	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11		13	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11		13	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11		13	R2330



SERIAL NO [ ] C1

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV **il-BIERAH TLURA?** (DAY of WEEK \_\_\_\_\_)

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

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

INDICATE PERIOD IF AT LEAST 16 MINUTES FOR EACH HALF HOUR.

	TVM	SUP1	RAI	MEDIA SET	OTHER ITALIA N	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1		3	4	5	6			9	T0000
0.30	1		3	4	5	6			9	T0030
1.00	1		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			9	T1130
NOON	1	2	3	4	5	6			9	T1200
12.30	1	2	3	4	5	6			9	T1230
1.00	1	2	3	4	5	6			9	T1300
1.30	1	2	3	4	5	6			9	T1330
2.00	1	2	3	4	5	6			9	T1400
2.30	1	2	3	4	5	6			9	T1430
3.00	1	2	3	4	5	6			9	T1500
3.30	1	2	3	4	5	6			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			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 għall-...?

	TVM	SUP 1	SMASH	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	K20
AHBARIJET 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
GĦALL-MARA	1	2	3	4	5	6	7	K33
GĦAT-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 TAHSB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUWENZA  
FIL-FAMILJA BIEK 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)

i. Age: 12 - 17 1  
18 - 30 2  
31 - 50 3  
51 - 65 4  
65 + 5 (C5)

ii. Gender: Male 1  
Female 2 (C4)

SERIAL NUMBER [ ] SCN

SECTION A

CLASSIFICATION

INTERVIEWER'S 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 trade prior to retirement in FULL)

Group 1 AB professional, managerial, administrative  
Group 2 C1 higher 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.

(C3)

SERIAL NO [ ] C1

#### SECTION B

T1 TISTA' JEKK JOGHG8OK 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 16 MINUTES FOR EACH HALF HOUR

	TVM	SUP1	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1		3	4	5	6			9	T0000
0.30	1		3	4	5	6			9	T0030
1.00	1		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			9	T1130
NOON	1	2	3	4	5	6			9	T1200
12.30	1	2	3	4	5	6			9	T1230
1.00	1	2	3	4	5	6			9	T1300
1.30	1	2	3	4	5	6			9	T1330
2.00	1	2	3	4	5	6			9	T1400
2.30	1	2	3	4	5	6			9	T1430
3.00	1	2	3	4	5	6			9	T1500
3.30	1	2	3	4	5	6			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			9	T2230
11.00	1	2	3	4	5	6			9	T2300
11.30	1	2	3	4	5	6			9	T2330

## SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt TAR-RADJU INTI il-bieraħ? (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	SMAS H	CALYPSO	UNIR	MAS	FM BRONJA	
MIDNIGHT	1	2	3	4	5	6		8	9	10	11		13	R0000
T														
0.30	1	2	3	4	5	6		8	9	10	11		13	R0030
1.00	1	2	3	4	5	6		8	9	10	11		13	R0100
1.30	1	2	3	4	5	6		8	9	10	11		13	R0130
2.00	1	2	3	4	5	6		8	9	10	11		13	R0200
2.30	1	2	3	4	5	6		8	9	10	11		13	R0230
3.00	1	2	3	4	5	6		8	9	10	11		13	R0300
3.30	1	2	3	4	5	6		8	9	10	11		13	R0330
4.00	1	2	3	4	5	6		8	9	10	11		13	R0400
4.30	1	2	3	4	5	6		8	9	10			13	R0430
5.00	1	2	3	4	5	6		8	9	10			13	R0500
5.30	1	2	3	4	5	6		8	9	10			13	R0530
6.00	1	2	3	4	5	6	7	8	9	10			13	R0600
6.30	1	2	3	4	5	6	7	8	9	10			13	R0630
7.00	1	2	3	4	5	6	7	8	9	10		12	13	R0700
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R0730
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R0800
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R0830
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R0900
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R0930
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R1000
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R1030
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R1100
11.30	1	2	3	4	5	6	7	8	9	10		12	13	R1130
NOON	1	2	3	4	5	6	7	8	9	10		12	13	R1200
12.30	1	2	3	4	5	6	7	8	9	10		12	13	R1230
1.00	1	2	3	4	5	6	7	8	9	10		12	13	R1300
1.30	1	2	3	4	5	6	7	8	9	10		12	13	R1330
2.00	1	2	3	4	5	6	7	8	9	10		12	13	R1400
2.30	1	2	3	4	5	6	7	8	9	10		12	13	R1430
3.00	1	2	3	4	5	6	7	8	9	10		12	13	R1500
3.30	1	2	3	4	5	6	7	8	9	10		12	13	R1530
4.00	1	2	3	4	5	6	7	8	9	10		12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11		13	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11		13	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11		13	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11		13	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11		13	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11		13	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11		13	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11		13	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11		13	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11		13	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11		13	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11		13	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11		13	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11		13	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11		13	R2330

## SECTION D: OPINION COLLECTION

SERIAL NO [ ] C1

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

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

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

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

Q3a. Inti tismighu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [ ] K3001  
 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	CALY PSO	UNIR	MAS	FM BRONJA	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K5)
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K6)
SPORT	1	2	3	4	5	6	7	8	9	10	11	12	13	(K7)
FLUS U BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12	13	(K8)
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K9)
SAHHA / SBUHIJA/ DAR / LIGI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K10)
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K11)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K12)
PROGRAMMI TAT- TFAL	1	2	3	4	5	6	7	8	9	10	11	12	13	(K13)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K14)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K15)
ANALIZI TAL- KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	10	11	12	13	(K16)

Q6a. Inti tara TV? IVA 1 b) B'kollox xi kemm-il siegha tara TV kuljum? [ ] K17001  
 LE 2 (K17)

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

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