

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

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I INTRODUCTION

- 1.1 Section 30(2) of the Broadcasting Act 1991 requires the *Broadcasting Authority* to engage in audience research in order to enable it to exercise its Constitutional functions.
- 1.2 This study follows a public call for tenders by the *Broadcasting Authority* in October 2002. This call for tenders required a Media Audit for both Radio and Television.
 - 1.2.1 For 2003, the *Broadcasting Authority* again wanted the audit to be conducted twice, and once more for this year, the first study was to be conducted during the second quarter, as was the case in 2002, thus making longitudinal comparisons of this year's findings with the findings of last year possible.
 - 1.2.2 In addition, the *Broadcasting Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.
- 1.3 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Broadcasting Authority* to conduct the study on the basis of these proposals by letter dated 31 January 2003.
- 1.4 This study accordingly refers to data collected for the second quarter of 2003. In respect of TV audience shares, this study follows along the lines decided upon by the *Broadcasting Authority*, namely that as from the October 2000 study, TV audiences would be grouped in time-bands, as follows: *Time band 1*: 6.00 a.m. to Noon; *Time Band 2*: Noon – 7.00 p.m.; and *Time-band 3*: 7.00 p.m. – Midnight. This decision was made public through Circular No 18/00 dated 22 June 2000. Presented in this way, the data allows a better comparison across stations when stations target specific audiences at particular times. Like all the studies conducted since the last quarter of 2000, the current study incorporates all the data that used to be presented in previous studies for each half-hour time slot available to TV stations, but in respect of TV, overall audience share is worked out in terms of these time-bands instead of all the slots available to a station.
- 1.5 Once more, this study provides data on:
 - i. audience size for all radio stations currently on air in Malta **on a daily basis**;
 - ii. audience size for all local TV broadcasts **on a daily basis**;
 - iii. audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels and Satellite, so grouped, **on a daily basis**;
 - iv. the views of the Maltese on aspects of current broadcasting, as explained in more detail in Chapter II on the specific objectives of this study; and

v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

- 1.6 The aim of para. 1.5 (i), (ii) and (iii) above is to be clearly distinguished from that of par. 1.5 (iv) and (v). To meet objectives (i), (ii) and (iii) an audience audit was required; to meet objectives (iv) and (v) the public's opinions on specific issues of special interest to the client needed to be collected.
- 1.7 In this report, the data collected for this study are being presented. The findings are organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the original proposal; this is followed by an analysis of the sample profile. The next two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preferences*.
- 1.8 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.
- 1.9 Four *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B is the detailed station schedule for actual opening and closing times as forwarded to the researcher by the Broadcasting Authority. Appendix C focuses on the performance of all the stations exclusively on the Cable network. Lastly, Appendix D incorporates a copy of the Maltese version of the Questionnaire.
- 1.10 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. Unless indicated, references to Tables in the text point to the full tables in Part II (Tables) of this study.
- 1.11 This study was conducted for the *Broadcasting Authority* by Professor Mario Vassallo, who was fully responsible for the management and co-ordination of this study. The present writer retains all copyright covering the methodology for this study; the *Broadcasting Authority* is the sole owner of the findings.

II OBJECTIVES

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

- (a) the nature and the approximate daily duration of radio listening and television viewing; programme selection and motives for listening and watching;*
- (b) the general opinions of the Maltese about the standards and quality of radio and television services provided in Malta;*
- (c) the sources of local and international news and opinions about the nature of news provision by the different broadcasting services; and*
- (d) public opinion relating to fairness and impartiality of radio and television services in their coverage of a variety of events, and issues including political activities.*

2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 2003 studies the *Broadcasting 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, comprising persons 12 years and older, for the following:

Television

TVM
Super One
NET Television
Smash TV
RAI Stations
Mediaset Stations

Cable

Channel 12
Education 22
Satellite Services

Radio

Radju Malta
Radju Parlament [106.6]
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Smash Radio
Calypso Radio
Campus FM
Capital Radio
FM Bronja

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

2.5 Following a specific directive from the Broadcasting Authority, the performance of X-FM is not being audited by this study in view of the fact that this station has

been on air for a short time only. It is also to be noted that Max Plus is not being included since this station has ceased transmissions.

- 2.6 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2003 studies, the direction given in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) was to be applied again. In terms of this directive it was required that:

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

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

III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. As in previous studies, in 2003, the multi-stage probability sampling technique was used to draw the sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. This ensured that all residents, whether they were Maltese nationals or not, qualified equally to be selected. An equal number of persons, of both genders, were included for each day of the week to cover those aged 12-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile of the sample closely follows the figures for the resident population in Malta as given in the last population census taken in Malta.

3.2.1 As can be seen from the summary in Table 3.1, the above procedure produces the following sample distribution:

Table 3.1 Sample Profile by Gender

Age Group	Total	Male	Female
	%	%	%
12-17	11.2	11.4	11.0
18-30	21.0	21.4	20.5
31-50	37.1	37.1	37.0
51-65	18.2	18.6	17.8
over 65	12.6	11.4	13.7
TOTAL	100	100	100
N=	1001	490	511
%	100	49.0	51.0

3.3 Tables 3.2 and 3.3 give details of the Sample Profile by Socio-Economic Group and by Last School Attended.

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	143	285	289	284
	%	%	%	%	%
12-17	11.2	12.6	10.9	13.5	8.5
18-30	21.0	20.3	31.6	17.3	14.4
30-51	37.1	35.0	37.5	34.9	39.8
51-65	18.2	21.7	12.6	17.6	22.5
over 65	12.6	10.5	7.4	16.6	14.8
TOTAL	100	100	100	100	100

Table 3.3 Sample Profile: By Last School Attended

Last School Attended	Total	None	Primary	Secondary	Technical Institute	Tertiary
N=	1001	14	163	610	69	145
	%	%	%	%	%	%
12-17	11.2	-	-	17.2	4.3	2.8
18-30	21.0	-	4.9	17.9	27.5	51.0
30-51	37.1	-	24.5	42.1	46.4	29.0
51-65	18.2	-	34.4	15.7	15.9	13.1
over 65	12.6	100.0	36.2	7.0	5.8	4.1
TOTAL	100	100	100	100	100	100

IV Listening and Viewing Patterns

4.1.0 Introduction

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

4.2.0 Radio Listenership

4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 72% (2nd Quarter 2002: 70.8%) stated that they do listen to the radio regularly, whilst the remaining 28% (2nd Quarter 2002: 29.2%) stated that they do not. Those aged 12-17 register the lowest percentage in respect of radio listenership at 63.4% (2nd Quarter 2002: 54.5%). On the other hand, those aged 18-30 registered the highest percentage in respect of radio listenership at 78.1% (2nd Quarter: 2002: 74.8%). Radio listenership is highest among DE 73.9% (2nd Quarter: C2 at 2002: 74.1%). Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents data on the average number of hours listened to by those who had stated that they do listen to the radio. Of all those who listen to radio, a mere 0.4% stated that the amount of time they dedicate to radio varies considerably, but as many as 29.3% (2nd Quarter 2002: 34.7%) stated that they listen to the radio for at least one hour every day. The duration of time the Maltese listen to the radio is quite extensive, extending to as much as 14 hours per day in the case of 0.6% of the respondents. But figures start going down beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 29.3%; 2 hours: 23.3%; 3 hours: 12.2%; 4 hours: 11.4%; 5 hours: 7.1% and 6 hours: 7.1%. By and large, females listen to the radio for longer hours than males. At the same time, it is to be noticed that the percentages of males listening to the radio for 'up to two hours per day' continues to be higher than that registered by females. Full details are provided in the Table.

4.2.3 Table 4.3 presents details as to where the radio is listened to. Of those who listen to the radio on a regular basis, as many as 74.3% (2nd Quarter 2002: 75.5%) of all respondents stated that they listen to the radio at home; 16.6% while at work; whilst 35.5% listen to the radio in the car. 0.6% did not specify where they listen to the radio. Full details are presented in the Table.

4.3.0 *TV Viewership*

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents, 99.4% (2nd Quarter 2002: 97.4%) stated that they do watch TV regularly, whilst the remaining 0.6% (2nd Quarter 2002: 2.6%) stated that they do not. No differences were noted when these figures were broken down by gender. The age group that registered the highest rating for TV viewership comprised those aged 51-65, with 98.9%, whilst the lowest percentage reported amongst those aged 65+ was 97.6%. TV viewing is highest among AB respondents and C1 respondents, at 100%. The lowest reported figure is not much less however: DE registered 98.9%. 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 and Gozo view TV. The most common incidence reported in this study is of two hours per day, registered at 34.7% (2nd Quarter 2002: 31.2%). Just 0.2% stated that they view TV for up to twelve hours daily. But most viewers do not exceed five hours of daily viewing: 1 hour: 11.8%; 2 hours: 34.7%; 3 hours: 28.7%; 4 hours: 13.1% and five hours: 5.7%. The difference across genders is not significant. It is interesting to note that relatively more C1 respondents view TV for an average of only one hour per day: AB: 11.9%; C1: 13.0%; C2: 10.1% and DE: 12.1%.

4.3.3 The findings as to where TV is watched most are presented in Table 4.6. Of those who watch TV on a regular basis, as many as 50.3% (2nd Quarter 2002: 50.7%) of all respondents stated that they watch TV in the sitting room. Twenty seven per cent (2nd Quarter 2002: 25.7%) watch TV in the bedroom, and 18.5% (2nd Quarter 2002: 19.1%) do so in the kitchen. The remaining 3.3% (2nd Quarter 2002: 3.1 %) watch TV in the dining room, whilst 0.9% (2nd Quarter 2002: 1.4%) do so in another part of the house. It is interesting to note that females prefer to watch TV in the sitting room slightly more than males (50.8% females vs. 49.7% males), but more males prefer the bedroom than females (31.8% males vs. 22.4% females). C2 respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (29.7% as opposed to 20.3% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 62.9% vs. C2: 45.8%). Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 *Cable TV and Satellite TV Facilities*

4.4.1 As can be seen from Table 4.7, of all the respondents taking part in this study who watch TV regularly, 32.5% (2nd Quarter 2002: 37.6%) are served by a Roof Antenna, 67.3% (2nd Quarter 2002: 62.9%) stated that they are subscribed to Cable TV, whilst another 13.6% (2nd Quarter 2002: 15.5%) stated that they have a satellite dish system installed. The fact that these figures add up to more than 100% signifies that a number of houses are served by more than one system. Significantly, more DE members are served with a roof Antenna (DE: 38% vs. AB: 22.4%). Cable TV is more evenly spread as a delivery system [not necessarily in terms of content] throughout the population except that there is a higher proportion

of AB who make use of this system, whilst satellite dish systems are also extensively spread among the various socio-economic groups which constitute the Maltese society, even if relatively less common among the C2 and DE components.

- 4.4.2 In turn, Table 4.8 maps out details about the type of Cable subscription the Maltese currently have: 45.8% (2nd Quarter 2002: 45.7%) are served by the *Reception* level; 38.3% (2nd Quarter 2002: 31.1%) stated that they are served by the *Basic Level*; 13.5% (2nd Quarter 2002: 15.4%) are serviced by *TV Plus*. The same Table shows the spread of the Premium Channels (Movie and Sports), as well as that of the Flexipack system as reported by subscribers.

4.5.0 Family Decision-Making Processes

- 4.5.1 Traditionally, the Maltese family was commonly perceived to be patriarchal and the authority of the father in decision-making was frequently assumed to constitute the last word. As Maltese society gradually becomes more egalitarian, it is interesting to discover who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose, the Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. The data presented in Table 4.9 gives the findings for this study.

- 4.5.2 In fact, in 35.7% (2nd Quarter 2002: 30.1%) 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 37.7% (2nd Quarter 2002: 33.9%) of the cases the husband is reported to be the decision maker; in 15.2% (2nd Quarter 2002: 20.4%) of the cases it is the wife who decides whilst in 7% and 4.5% (2nd Quarter 2002: 9.4% and 6.3% respectively) it was the wishes of male and female children respectively that are respected. Table 4.9 in Part II of this report (Tables) gives full details, with the usual breakdowns, whilst Figures 4.1 graphically summarises the responses given to this.

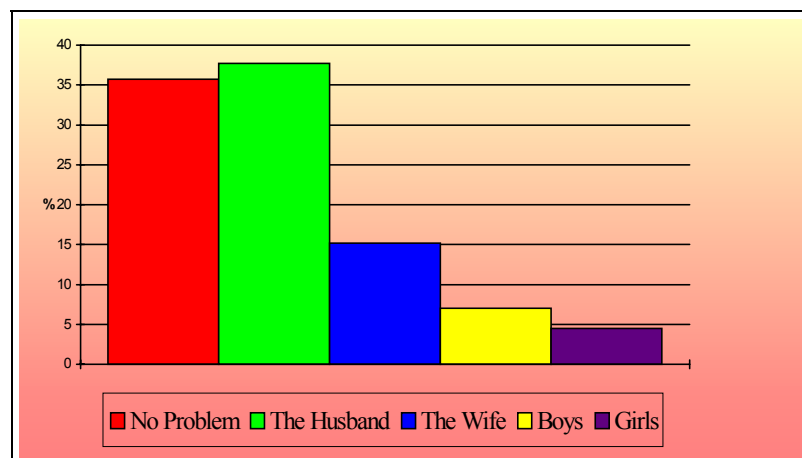


Figure 4.1: Who Decides which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News Transmissions. As in previous studies, the Broadcasting Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used since the 1996 study have been repeated for the current study. Respondents were asked from which medium they preferred to source their information. Tables 5.1 and 5.2 present the detailed findings to these two questions.

5.2.0 Preferred Source for Local News

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news are presented. Of all the respondents, 84.1% (2nd Quarter 2002: 79.7%) prefer to follow the news on TV; 7.4% (2nd Quarter 2002: 10.2%) prefer the radio as their source for news; 5.7% (2nd Quarter 2002: 6.2%) prefer to read about news events from the newspaper whilst 1% stated that they have no special preference. Another 1.8% (2nd Quarter 2002: 2.9%) prefer to learn the news from other persons.

5.2.2 No huge difference across the genders is to be noted among those who prefer to follow local news on TV, but there are more females who prefer the radio than males who prefer to hear the news on the same medium. But newspapers remain more popular among males: 7.8% as compared to among females 3.7%.

5.2.3 TV as the main source for local news is relatively most popular among those aged 51-65 (88.5%); radio is also the most popular source amongst those who 65+ years old (with 18.3%); whilst newspapers are most popular among those aged 18-30, with 7.1%. The socio-economic category with the highest preference for TV as the source for news was AB, at 85.3%. Radio is preferred most also by those in the DE socio-economic category, at 9.9%. 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, 85.9% (2nd Quarter 2002: 83.7%) prefer TV; (2nd Quarter 2002: 7.6%) and 6.5% and 3.4% (2nd Quarter 2002: 4.1%) prefer the radio and newspapers respectively. One point seven per cent stated that they prefer to get to know about foreign news from other persons, whilst the remaining 2.5% (2nd Quarter 2002: 1.7%) stated that they have no special preference for any of the media.

5.3.2 Only minor differences in preferences across gender are to be noted in respect of TV and radio, but newspapers continue to be preferred by males (4.5% vs. 2.3% females). Newspapers are most preferred by those aged 12 - 17 (6.3%), and to those in the higher socio-economic groups (AB: 7%; C1: 3.9% in contrast to C2: 3.5% and DE: 1.1%). Full details are presented in Table 5.2.

5.4.0 Preferred Time for Main TV News Bulletin

5.4.1 Respondents were again asked at what time they preferred to watch the main evening news on TV. The findings, presented in Table 5.3, show quite a range of views, but 8.00 p.m. seems to have become an institution: as many as 68.3% (2nd Quarter 2002: 68%) stated that they would prefer this time. Another 14.2% (2nd Quarter 2002: 17.4%) stated that they prefer 7.30 p.m. Despite the fact that a number of other times were mentioned, these registered very low responses. It is to be noted that this was an open-ended question, and no prompting was made. Females registered a slightly higher preference than males as regards the 8.00 p.m. slot. AB respondents expressed themselves most favourably for the 8 p.m. slot. On the other hand, the number of DE respondents in favour of the 7.30 p.m. slot (19%) was almost three times than that registered by AB respondents (7%) for the same time slot.

5.5.0 Station on which Local News is Followed

5.5.1 On the basis of the viewership audit, statistics were computed to estimate on which local station the Maltese had watched the news on the day prior to the interview, and on the previous day (i.e. two days prior the interview). The findings are presented in Tables 5.4 and 5.5 respectively. Despite the high following that news bulletins generally have, only 42.3% and 40% of those *who had stated that they regularly watch TV*, actually did watch the news on these two days respectively. TVM ranked highest with 30.1% and again 28.1% respectively for the two days. This station was followed by Super 1 (19.7% and 19.9% respectively); NET TV (14% and 13.7% respectively) and Smash TV (0.2% and 0.2% respectively). Obviously a number of persons watched more than one bulletin, and this is why the figures add up to more than 100%. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

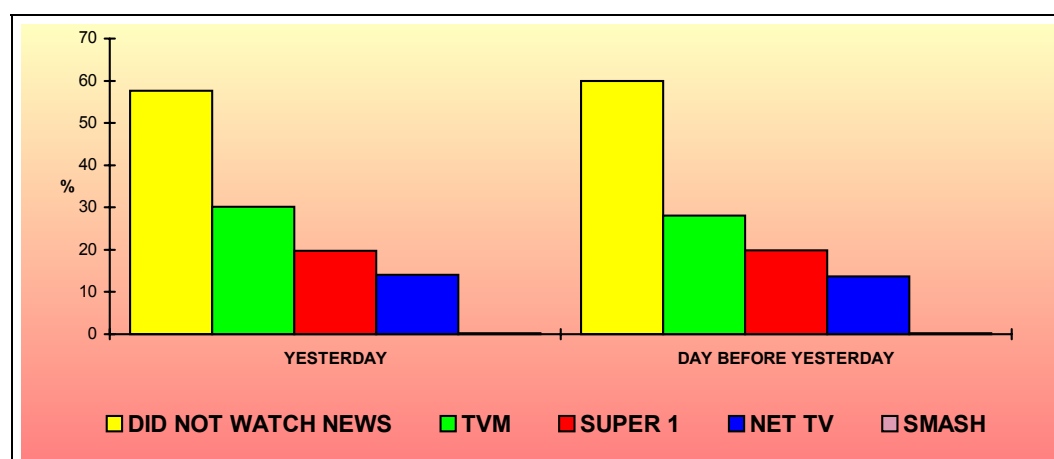


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 2003 (2nd Quarter) 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 replies respondents were requested to express their preference for only one radio station or TV channel in each case. A *nil* response was allowed, and this statistic is relevant because it provides an indirect index of the relative popularity of different programme sectors. This chapter first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

6.2.0 Radio: General Preferences

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

Table 6.1 General Preferences for Radio Programme Sectors 2002-2003
(Ranked by values obtained)

PROGRAMME SECTOR	%	%
	2002 (2 nd Quarter)	2003 (2 nd Quarter)
	%	%
Music	85.3	89.3
Local News	74.9	77.5
Foreign News	71.7	73.8
Discussions on Personal Problems	51.9	54.6
Current Affairs	35.3	44.0
Health/Beauty/Home/Law	43.4	43.0
Religion	40.2	41.9
Women	36.1	35.9
Culture	33.3	34.4
Sports	30.3	34.3
Novels/Plays	32.0	32.9
Money/Business	18.8	20.0
Children	17.5	19.8

6.2.2 The table above indicates that Music is the sector most liked by Maltese radio listeners, at 89.3%. This is followed by Local News and Foreign News. Discussion programmes are also very popular among Maltese radio listeners.

6.3.0 TV: General Preferences

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

Table 6.2 General Preferences for TV Programme Sectors 2002 - 2003
(Ranked by values obtained)

PROGRAMME SECTOR	%	%
	2002 (2 nd Quarter)	2003 (2 nd Quarter)
	%	%
Local News	91.3	94.8
Foreign News	91.7	93.9
Feature Films	72.7	73.3
Documentaries	59.3	71.6
Weather	68.6	70.4
Discussions	69.2	69.3
Quizzes / Game Shows / Variety Programmes	51.6	65.9
Sports	55.0	58.2
Plays	50.5	53.4
Serials/Soap Operas	51.0	52.5
Current Affairs	42.9	48.9
Religion	42.9	47.7
Women's Programmes	48.4	43.2
Children's Programmes	31.9	31.8
Music Video-Clips	26.4	31.8
Art & Culture	33.0	28.4
Business & Finance	15.4	18.2

6.3.2 This table shows that both Local and Foreign News are the sectors most preferred by Maltese TV audiences, at 94.8% and 93.9% respectively. The programme sector with the least interest among television viewers is the one that covers Business and Finance, for which only 18.2% cared to express a preference. Feature Films, Documentaries, Weather Programmes, Discussion Programmes and Quizzes are all sectors that generate extensive interest among local viewers.

6.4.0 Radio Station Preferences for Different Programme Sectors

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

- 6.4.2 In respect of the 2002 study, the data in Table 6.3-1.1 show that a number of stations were ranked first for their music programmes: Radju Parlament/106.6, Island Sound, Bay Radio, Smash Radio, Radio Calypso, FM Bronja and Capital Radio. Radju Malta, Super 1 Radio and Radio 101 were ranked first for Local News. RTK was ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Super 1 obtained high rankings for Discussions and Foreign News; RTK for Discussions and Local News; radio 101 for Discussions. In the current study for 2002 the highest ranking in all programme segments was recorded by Super 1 in Local News (22.8%), followed by Radio RTK in Religion (19.9%).
- 6.4.3 In respect of the current study for 2003, the data in Table 6.3-1.2 again show that a number of stations were ranked first for their music programmes: Radju Parlament/106.6, Island Sound, Bay Radio, Smash Radio, Radio Calypso, FM Bronja and Capital Radio. Radju Malta, Super 1 Radio and Radio 101 were once more ranked first for Local News. RTK was in turn again ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Super 1 again obtained high rankings for Discussions and Foreign News in 2003; RTK for Discussions and the Health/Beauty/Home/Law segment; radio 101 for Foreign News. In the current study for 2003 the highest ranking in all programme segments was again recorded by Super 1 in Local News (22.5%), and once more followed by followed by Radio RTK in respect of Religion (20.1%).
- 6.4.4 The figures in these two summary Tables, and the further breakdowns provided in the full Table section of this report, need to be interpreted with a lot of caution. 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.

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(2nd Quarter 2002)**

	RM 1	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	DAMPUS	FM (RONJ)	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.5	10.0	15.5	4.7	4.1	13.3	6.5	5.5	10.9	-	1.3	7.2	14.7	100
Discussions	8.6	0.3	18.9	6.3	-	0.3	15.2	0.3	1.4	-	0.4	0.1	48.1	100
Sport	4.5	0.3	11.4	4.1	0.6	2.1	4.2	0.6	1.7	-	0.3	0.6	69.7	100
Money & Business	3.9	0.1	8.2	2.3	-	0.1	3.7	-	0.3	-	-	0.1	81.2	100
Culture	7.1	0.1	12.0	4.5	0.1	0.4	6.2	0.1	0.7	0.4	1.0	0.6	66.7	100
Health/Beau- ty/Home/Law	7.9	0.1	15.4	5.6	-	0.3	12.7	0.1	0.6	0.1	-	0.6	56.6	100
Religion	6.5	0.3	9.6	2.8	-	0.1	19.9	0.1	0.4	-	0.1	0.3	59.8	100
Novels & Plays	7.8	0.1	13.1	3.8	-	0.1	6.1	-	0.4	-	0.3	0.3	68.0	100
Children	3.2	0.1	7.2	2.0	-	0.1	3.9	0.4	0.1	-	0.1	0.1	82.5	100
Women's Prg	7.5	0.1	12.6	4.2	-	-	10.7	-	0.4	-	0.1	0.4	63.9	
Local News	12.4	0.3	22.8	10.7	2.1	6.9	11.3	1.1	3.2	-	0.4	3.5	25.1	100
Foreign News	12.0	0.3	21.0	10.0	2.4	6.6	11.8	1.3	2.5	0.3	0.1	3.2	28.3	100
Current Affairs	6.5	0.1	13.5	5.9	0.8	1.7	4.5	-	0.7	0.1	0.1	1.1	64.7	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(2nd Quarter 2003)**

	RM 1	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY-PSO	CAMPUS	FM (RONJ)	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.0	8.0	14.6	10.1	0.8	18.2	6.8	10.8	6.8	-	0.7	6.5	10.7	100
Discussions	7.6	0.7	17.5	10.1	0.3	2.5	14.3	0.8	0.6	-	0.1	0.1	45.4	100
Sport	5.0	1.0	10.8	6.0	0.6	4.6	3.1	2.1	0.3	0.1	-	0.8	65.7	100
Money & Business	2.8	0.7	6.5	2.9	0.1	2.2	3.2	1.1	0.3	-	-	0.1	80.0	100
Culture	6.5	0.4	10.0	5.5	0.3	1.7	6.9	1.2	0.7	0.3	0.7	0.1	65.6	100
Health/Beauty/Home/Law	7.2	0.6	13.6	6.2	0.1	3.1	10.0	1.5	0.4	-	-	0.3	57.0	100
Religion	4.9	0.1	9.7	3.5	0.1	1.5	20.1	1.4	0.3	-	0.1	0.1	58.1	100
Novels & Plays	6.2	0.4	11.2	4.9	0.3	1.8	6.2	1.1	0.3	-	0.3	0.1	67.1	100
Children	2.8	0.4	6.0	2.9	0.3	1.4	4.6	1.0	0.3	-	-	0.3	80.2	100
Women's Prg	5.8	0.3	10.5	6.7	0.4	1.8	8.9	1.1	0.3	-	-	0.1	64.1	100
Local News	11.8	0.8	22.5	17.3	1.0	7.8	8.9	4.0	1.2	-	-	2.2	22.5	100
Foreign News	11.0	0.7	21.8	16.0	1.0	7.1	8.9	3.9	1.2	-	-	2.4	26.2	100
Current Affairs	7.2	0.4	13.9	10.8	0.4	3.2	4.7	1.5	1.0	-	-	0.8	56.0	100

6.4.5 During this study respondents who declared that they are regular radio listeners were also asked a question: *Which radio station do you consider best overall?* The findings are to be found, with the usual breakdowns, in Table 6.4, and graphically represented in Fig. 6.1 below. Super 1 Radio, Radio 101, Bay Radio and RTK and are considered by the Maltese to be the best four radio stations in Malta at present.

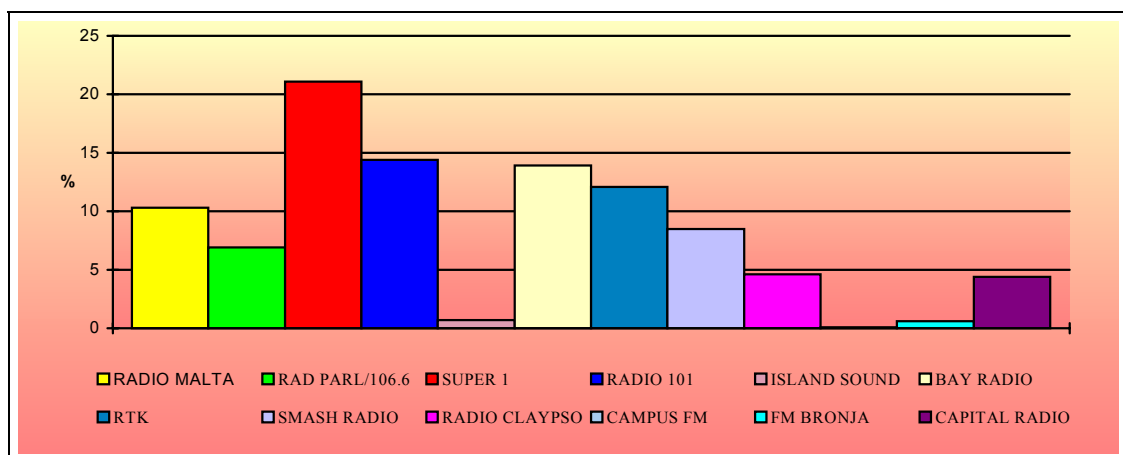


Fig 6.1: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.5-1 to Table 6.5-3 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors. These three full Tables are in turn summarised in Table 6.5-1.1 below.

6.5.2 In the 2002 study, TVM, Super 1 and NET TV had been ranked highest for Local News. Max Plus had been ranked highest for Women's Programmes, whilst once more Smash TV had been ranked highest for Music Video-Clips. RAI was ranked highest for its Foreign News whilst the Mediaset group of channels and the other Italian stations had been ranked highest for Feature Films. The Satellite channels were then ranked highest for Feature Films. In 2002 too, Super 1's second ranking

was for Foreign News, whilst Discussions were ranked second in respect of TVM. Of the various segments ranked, NET's religious programmes had been ranked second. RAI's Documentaries continued to be ranked its second best programme segment in 2002. It is to be noted that these are not inter-station comparison, but intra-station, i.e. each station is analysed for *its own* best segment.

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(2002, 2nd Quarter)**

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	47.7	27.3	16.3	-	-	-	-	-	-	5.2	100.00
Foreign News	26.1	17.0	10.5	0.2	-	13.7	10.4	-	13.8	8.3	100.00
Sports	8.7	10.8	5.8	0.2	-	6.9	6.5	0.3	15.8	45.0	100.00
Weather	28.9	17.3	9.3	-	-	4.3	2.5	0.4	5.8	31.4	100.00
Feature Films	4.1	5.4	1.5	0.3	1.6	8.0	24.2	0.8	26.7	27.3	100.00
Serials/Soap Operas	7.0	13.2	2.9	0.3	5.0	1.6	13.3	0.2	7.4	49.0	100.00
Documentaries	23.1	2.2	2.2	-	1.1	12.1	6.6	2.2	19.8	30.8	100.00
Current Affairs	23.1	7.7	1.1	-	-	3.3	1.1	-	6.6	57.1	100.00
Discussions	45.1	6.6	3.3	-	-	3.3	-	-	1.1	40.7	100.00
Quizzes/Game Shows/Variety Prog.	12.1	6.6	4.4	-	3.3	4.4	18.7	-	2.2	48.4	100.00
Music Video- Clips	9.9	3.3	-	5.5	-	-	-	1.1	6.6	73.6	100.00
Plays	31.9	15.4	2.2	-	-	1.1	-	-	-	49.5	100.00
Art & Culture	23.1	3.3	-	-	1.1	4.4	-	-	1.1	67.0	100.00
Women	24.2	8.8	2.2	-	9.9	1.1	-	-	2.2	51.6	100.00
Children	13.2	3.3	9.9	-	-	1.1	3.3	-	1.1	68.1	100.00
Religion	16.5	5.5	12.1	2.2	-	4.4	1.1	-	1.1	57.1	100.00
Business & Finance	12.1	2.2	-	-	-	-	1.1	-	-	84.6	100.00

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(2003, 2nd Quarter)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	53.0	24.2	17.4	0.2	-	-	-	-	4.6	100.00
Foreign News	25.6	15.3	9.4	-	12.0	11.1	0.6	19.9	6.1	100.00
Sports	12.3	8.9	5.9	0.5	8.0	7.0	0.3	15.2	41.8	100.00
Weather	29.6	14.1	10.3	0.1	3.9	3.0	0.2	9.1	29.6	100.00
Feature Films	4.1	3.7	1.6	0.9	10.7	29.4	1.1	21.7	26.7	100.00
Serials/Soap Operas	9.2	8.7	5.7	0.1	2.6	17.6	0.5	7.9	47.5	100.00
Documentaries	11.4	-	2.3	-	17.0	15.9	2.3	22.7	28.4	100.00
Current Affairs	22.7	3.4	5.7	-	3.4	3.4	-	10.2	51.1	100.00
Discussions	48.9	4.5	9.1	1.1	3.4	1.1	-	1.1	30.7	100.00
Quizzes/Game Shows/Variety Prog.	14.8	8.0	3.4	-	2.3	33.0	-	4.5	34.1	100.00
Music Video- Clips	3.4	-	-	2.3	4.5	2.3	3.4	15.9	68.2	100.00
Plays	18.2	14.8	18.2	-	1.1	-	-	1.1	46.6	100.00
Art & Culture	14.8	3.4	2.3	-	3.4	-	-	4.5	71.6	100.00
Women	31.8	4.5	2.3	-	2.3	-	-	2.3	56.8	100.00
Children	6.8	2.3	12.5	-	1.1	5.7	-	3.4	68.2	100.00
Religion	20.5	2.3	10.2	8.0	3.4	-	-	3.4	52.3	100.00
Business & Finance	6.8	-	3.4	1.1	1.1	1.1	-	4.5	81.8	100.00

6.5.3 In respect of the current study for 2003, one station is missing: Max Plus. Once more an intra-station analysis for the best segment of a particular station (and *not* as it compares to other stations), TVM and Super 1 have been ranked highest for Local News. Net TV has been ranked highest for Plays, whilst Smash TV was ranked highest for its novel religious orientation. RAI has been ranked highest for its Documentaries whilst the Mediaset group of channels and the other Italian stations have been ranked highest for Quizzes and Feature Films respectively. The Satellite channels have been ranked highest for Documentaries. Super 1's second ranking is again for Foreign News, whilst Discussions were ranked second in respect of TVM. Of the various segments ranked, NET's Local News programmes have been ranked second. RAI's Foreign News has been ranked its second best programme segment in 2003.

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 the full Table (Part II of this report), need to be interpreted with caution. 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.

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 6.2 summarises the details for the current study. The numerical data for the current study is presented in full in Table 6.6 (in Part II of this report) in which the full breakdowns on this subject are provided.

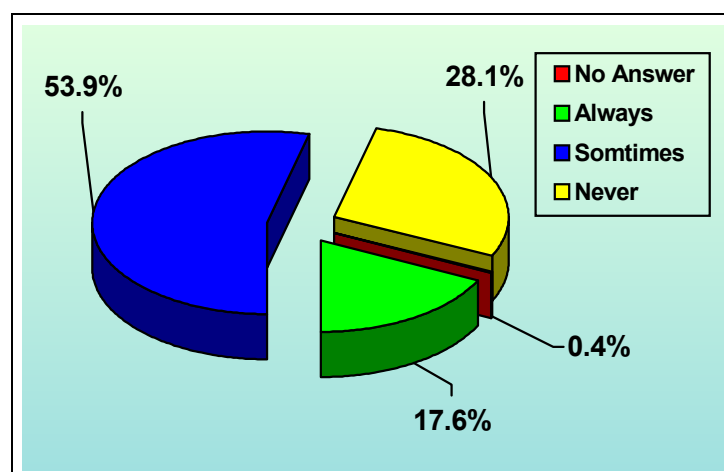


Fig 6.2: Extent of Interest in Political
2003 (2nd Quarter)

6.6.2 When compared to the situation obtaining in 2002, the number of persons who stated that they 'always' follow such broadcasts at present can be said to be high, at 17.6% (2nd Quarter 2002: 7.6%). But in 2003, 28.1% never watch them and 53.9% only do so sometimes. The full breakdowns suggest that there exists a considerably higher interest among males to follow political broadcasts always (22.2% among males vs. 13.1% females). Those aged over 51-65 record the highest

interest to follow these broadcasts since 29.7% say that they always view them. Persons in the AB socio-economic group registered the highest percentage (23.8%) for ‘always’ following these broadcasts. More females than males ‘never’ follow these broadcasts (31.1% vs. 24.9% males).

6.7.0 Suggestions for New Radio and TV Programmes

- 6.7.1 Two questions were asked to the participants in this study to explore the latent demand for new programmes for both radio and TV. The full listings and breakdowns for these suggestions are incorporated as Tables 6.7 and 6.8 in Part II of this report (Tables).
- 6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 5.5% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. Proposals were very fragmentary; the most popular proposals being: more music (1.1%); more radio plays (0.8%) and more educational programmes (0.67). The full list is given in Table 6.7.
- 6.7.3 In contrast to radio, many more (as many as 34.6% 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: more plays in Maltese (8.9%); more films (6.6%); more documentaries and related programmes (4.1%); more serious and educational programmes (3.8%); more sports (3.2%) more Maltese soap operas (2.3%) and more Quizzes (2.3%). 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 again asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also specifically asked at what time they had listened to the radio, and this for every half hour of listening for the full twenty-four hours of the day.
- 7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening for the day before (i.e. 'the day before yesterday'). Since 1995, audience share was calculated as "the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval".
- 7.1.3 In this study the opening and closing times for each radio and TV station have been worked out on the basis of a schedule produced by the Authority for the purposes of this study and is included herewith as Appendix B. In line with the Authority's 1997 directive (see Chapter II), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables.
- 7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of 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'. As explained in the Technical Report, the aggregation is necessary to increase the sampling base and thus reduce the sampling error.

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 station. Radio Super 1 registered the highest score for the weekly average, at 2.17%. The highest daily average for the station was this time registered on Tuesday day, with 2.91%. This was followed by RTK, with a weekly average of 1.68%. This station's highest average was registered on Monday, with 2.42%. Third comes Radio 101 at 1.50% (Friday: 1.89%).

Table 7.1: Daily Radio Average Audience Share – 2nd Quarter 2003
Basis: All lots when Station is transmitting

	RM	RP /106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE
Monday	0.85	0.51	2.19	1.62	0.09	1.62	2.42	0.74	0.25	0.03	0.01	0.42	89.26
Tuesday	0.98	0.39	2.91	1.72	0.01	0.90	2.12	1.11	0.17	0.02	0.01	0.13	89.52
Wednesday	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93
Thursday	1.20	0.74	1.62	1.54	0.00	1.07	1.78	0.66	0.49	0.04	0.01	0.74	90.12
Friday	1.44	0.58	2.02	1.89	0.12	1.04	1.18	0.56	0.37	0.07	0.07	0.50	90.15
Saturday	1.15	0.68	2.50	1.67	0.28	0.95	1.11	0.87	0.12	0.00	0.04	0.68	89.95
Sunday	1.12	0.62	2.05	0.96	0.17	1.08	1.14	0.45	0.09	0.04	0.33	0.19	91.77
Daily Average	1.16	0.60	2.17	1.50	0.14	1.06	1.68	0.66	0.28	0.03	0.07	0.40	90.24

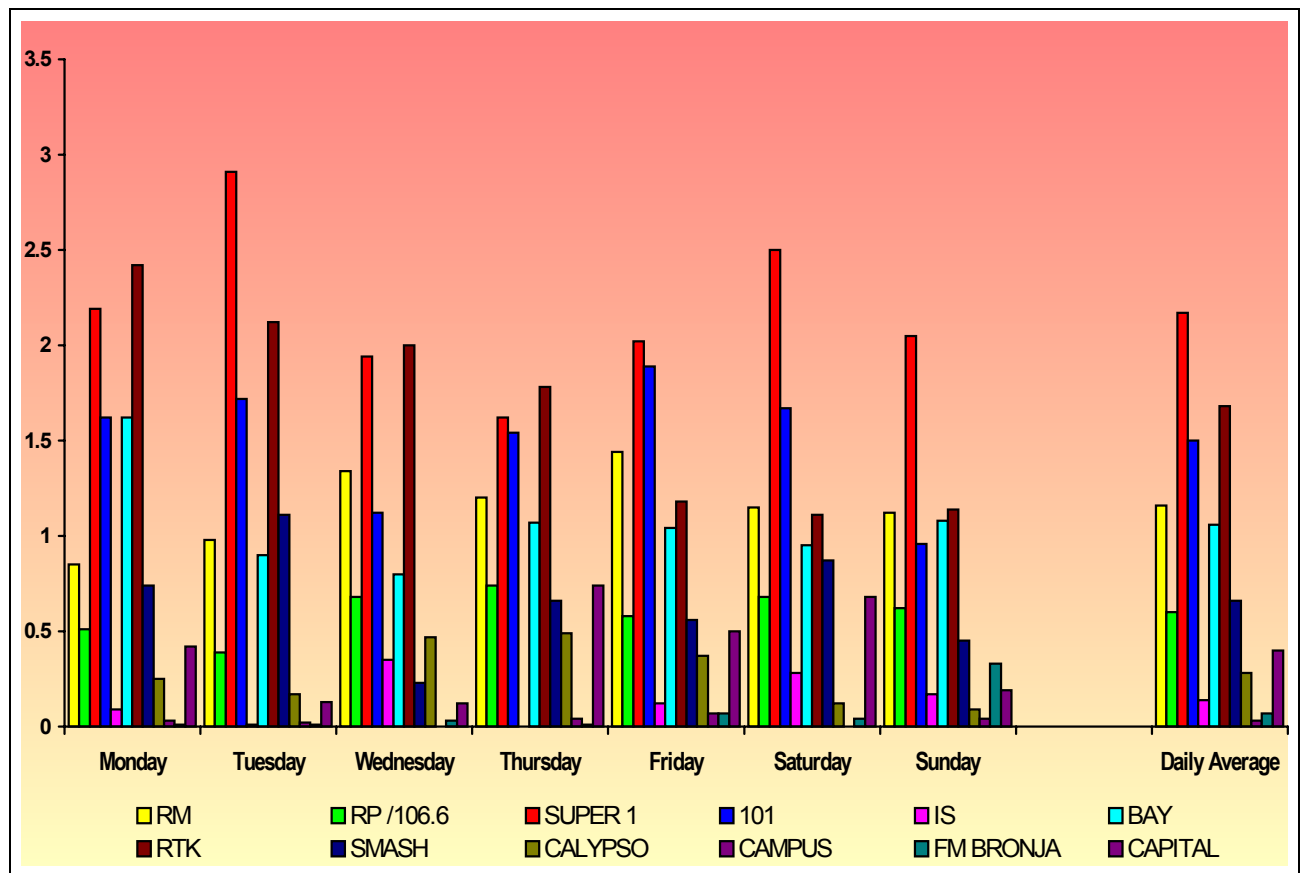


Figure 7.1: Daily Radio Average Audience Share 2nd Quarter 2003

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations are also a good indicator of their popularity. Table 7.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the station’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week. In the current study, the highest peak was obtained by Radio Super 1, on a Saturday, with 8.04%. The closest peak was reached by RTK on a Monday with

7.34%. Radio 101 also reached its highest peak at 6.64% on Friday. Figure 7.2 graphically portrays how the stations compare on this index at the present time.

Table 7.2: Daily Radio Peak Audience Share – 2nd Quarter 2003

	RM 1	RP	SUPER 11 UPER 1	101	IS	ABAY	RTK	MASH	ALYP SO	CAMPUS	FM IRONJA TOTAL	APITAL TOTAL
Monday	2.45	1.05	5.94	4.55	0.70	4.20	7.34	2.45	1.05	0.35	0.35	1.40
Tuesday	3.50	1.05	7.34	4.90	0.35	3.15	6.29	3.50	0.70	0.35	0.35	0.70
Wednesday	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05
Thursday	4.55	2.10	4.90	4.20	0.00	4.20	4.90	2.10	1.40	0.35	0.35	3.15
Friday	4.55	1.75	6.99	6.64	0.35	3.85	3.85	2.10	1.75	0.35	0.35	1.75
Saturday	4.90	2.80	8.04	4.90	0.70	4.20	4.20	2.45	1.05	0.00	0.35	2.45
Sunday	3.50	2.10	4.90	3.50	0.70	2.80	3.85	2.10	0.35	0.35	1.05	0.70
Highest Peak	5.59	2.80	8.04	6.64	1.75	4.20	7.34	3.50	1.75	0.35	1.05	3.15

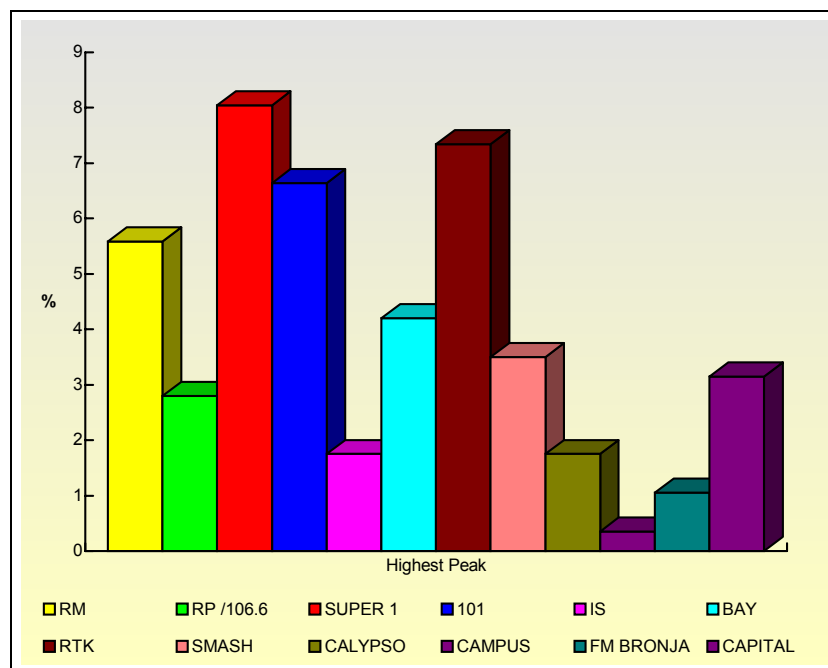


Figure 7.2: Highest Radio Station Peak Audience Share – 2nd Quarter 2003

7.4.0 Daily Audience Share

7.4.1 The following pages map in detail the daily average audience shares for Maltese Radio Stations during the week covered by this study. Figures are given for each day of the week. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same persons for a number of time-slots or whether its audience is changing. As such, the very complicated computation of ‘non-listeners’ is not included in this analysis. Thus, these tables give no indication on the precise number of individuals from the population who did not tune in to a particular radio station at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since persons listening at a particular time

might, or might not be, the individuals listening during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, (c) the standard deviation statistic for the channel, and as has already been stated above, (d) the average audience for transmission between 6.00 a.m. and midnight for those radio stations on air during that time and, in the case of stations which are not on air for the full twenty-four hours a day, for those hours within this time period when they were transmitting. The first two of this set of statistics have already been analysed above; the third statistic is relevant because it gives an indication as to the extent of audience fluctuation during a particular day, whilst the fourth is important because of the very low audiences registered for night radio broadcasts in Malta.

7.5.0 Listening Patterns

- 7.5.1 The listening patterns of the Maltese radio audiences emerge quite clearly from Tables R1 to R7: different radio stations have a loyal audience that follows them practically throughout the week. This set of Tables breaks down the audience for each station by half-hour slots. The following paragraphs will briefly highlight the main stations individually.
- 7.5.2 Radju Malta has its largest audiences in the morning, starting to build up even before 8.00 a.m. on most days of the week. The station does manage to capture an early afternoon audience on a number of days, but not one that compares to the audience levels obtained in the morning.
- 7.5.3 Super 1 Radio has a consistently high audience for a longer span of the day. The best afternoon audiences were registered on Tuesday and Friday. Saturday is the day when the station registers its highest average for all the twenty-four hours during when it is on air.
- 7.5.4 Radio 101's audiences are also highest in the morning. This station this time has recorded a stable afternoon audience level for most days of the week. On Friday, when the station records its highest average audience level for the day, it is particularly strong in the afternoon.
- 7.5.5 RTK also continues to attract its best audience ratings in the morning, with a loyal audience that follows the station in the early afternoon. Audiences are larger in the morning than in the early afternoon, but, in the first half of the week, between Monday and Thursday, the station manages to attract a considerable slice of available radio audiences in the afternoon.
- 7.5.6 Bay Radio also has a stable audience for most of the morning and a good, if lower one, for the afternoon. The station's best day is Monday, when it reaches its highest daily average for the whole week.
- 7.5.7 Capital Radio and Radio Calypso both register interesting audiences, with Capital radio this time round doing much better of the two stations. Both stations register their best performance on Thursday.
- 7.5.8 During this period, Radju Parlament continued to transmit music and was being marketed as 106.6. It appears that in this garb, it continues to attract a good

audience level. The best day for Campus FM is Friday, but this station's marginal performance persists more or less at the same level it stood before it was re-launched and was sharing a frequency with Radju MAS, which is no longer on air.

- 7.5.9 The audience levels of the other stations are individually mapped in the following Tables, but audience size in respect of these other stations continues to be generally small. In particular, Island Sound has lost audiences even more, possibly as a result of the fact that it has recently changed hands and is in the process of being restructured. What is very interesting is the number of persons who reported that they had not listened to any radio station at all, represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow radio broadcasts.
- 7.5.10 It is to be noted that Radio X-FM has not been audited in this study, following instructions by the Broadcasting Authority, given after a specific request by the station, since this station has been re-launched under a completely new profile after a long absence from the airwaves.

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPU	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0030	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0100	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0130	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0300	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0330	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0400	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0430	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0500	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.00	0.35	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0600	0.35	0.35	1.75	0.70	0.00	0.35	2.10	0.00	0.00	0.00	0.00	0.35	94.06	100
0630	0.35	0.00	1.75	0.70	0.00	0.35	3.15	0.35	0.00	0.00	0.00	0.35	93.01	100
0700	1.05	0.00	2.80	1.75	0.00	1.05	4.90	0.35	0.35	0.00	0.00	1.05	86.71	100
0730	1.40	0.00	2.80	2.10	0.00	1.40	5.94	0.70	0.00	0.35	0.00	1.05	84.27	100
0800	1.75	0.00	3.85	3.15	0.00	1.40	6.29	1.40	0.35	0.35	0.00	0.35	81.12	100
0830	2.10	0.00	4.20	2.80	0.00	2.10	5.94	1.40	0.70	0.35	0.00	0.70	79.72	100
0900	2.10	0.35	4.90	3.85	0.35	2.10	6.99	2.10	0.70	0.35	0.00	1.40	74.83	100
0930	2.45	0.35	4.20	3.85	0.35	2.45	6.99	2.45	1.05	0.00	0.00	1.40	74.48	100
1000	2.10	0.35	4.55	4.20	0.35	3.85	7.34	2.45	1.05	0.00	0.00	1.40	72.38	100
1030	1.75	0.35	4.55	4.55	0.00	4.20	7.34	2.10	1.05	0.00	0.00	1.40	72.73	100
1100	1.75	0.70	4.90	4.20	0.00	3.85	6.99	1.75	1.05	0.00	0.00	1.40	73.43	100
1130	1.40	0.70	4.90	3.85	0.00	2.80	6.29	1.75	0.70	0.00	0.35	1.40	75.87	100
NOON	2.10	0.70	5.94	3.50	0.00	3.15	4.90	1.75	0.70	0.00	0.35	1.40	75.52	100
1230	1.75	0.70	5.94	3.50	0.00	2.80	3.15	1.40	0.70	0.00	0.00	1.05	79.02	100
1300	2.45	0.70	5.94	2.80	0.00	2.80	3.50	1.40	0.00	0.00	0.00	1.05	79.37	100
1330	2.10	0.70	4.55	2.10	0.00	1.75	3.15	1.75	0.00	0.00	0.00	0.70	83.22	100
1400	1.75	0.70	3.50	2.10	0.00	1.75	2.80	1.40	0.35	0.00	0.00	0.70	84.97	100
1430	2.10	0.70	2.80	2.45	0.35	1.40	2.45	1.40	0.35	0.00	0.00	0.35	85.66	100
1500	1.40	0.35	1.75	2.45	0.70	1.75	2.10	1.75	0.35	0.00	0.00	0.70	86.71	100
1530	1.40	0.70	2.45	2.10	0.35	2.45	2.10	1.75	0.35	0.00	0.00	0.70	85.66	100
1600	1.40	1.05	2.10	2.45	0.35	2.45	1.75	1.40	0.35	0.00	0.00	0.35	86.36	100
1630	1.05	0.70	1.40	1.75	0.35	2.80	1.75	1.05	0.35	0.00	0.00	0.00	88.81	100
1700	0.35	1.05	2.45	2.80	0.00	3.50	2.45	1.05	0.35	0.00	0.00	0.00	86.01	100
1730	0.35	1.05	2.10	2.45	0.00	3.50	2.10	0.35	0.35	0.00	0.00	0.35	87.41	100
1800	0.00	1.05	2.10	3.15	0.00	2.45	2.10	0.35	0.70	0.00	0.00	0.35	87.76	100
1830	0.00	1.05	1.40	2.80	0.00	2.80	1.75	0.35	0.00	0.00	0.00	0.00	89.86	100
1900	0.35	0.70	1.75	1.75	0.35	3.15	2.10	0.35	0.00	0.00	0.00	0.00	89.51	100
1930	0.35	0.70	1.75	1.05	0.35	2.10	1.05	0.70	0.00	0.00	0.00	0.00	91.96	100
2000	0.35	1.05	1.75	0.70	0.35	1.40	0.70	0.35	0.00	0.00	0.00	0.00	93.36	100
2030	0.35	1.05	1.05	0.70	0.00	1.40	0.35	0.00	0.00	0.00	0.00	0.35	94.76	100
2100	0.00	1.05	1.05	0.35	0.00	1.40	0.70	0.00	0.00	0.00	0.00	0.00	95.45	100
2130	0.00	1.05	1.05	0.35	0.00	1.05	0.70	0.00	0.00	0.00	0.00	0.00	95.80	100
2200	0.35	1.05	1.05	0.35	0.00	1.05	1.05	0.00	0.00	0.00	0.00	0.00	95.10	100
2230	0.70	0.70	1.40	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	96.15	100
2300	0.70	0.35	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	96.50	100
2330	1.05	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	96.50	100
average	0.85	0.51	2.19	1.62	0.09	1.62	2.42	0.74	0.25	0.03	0.01	0.42	89.26	
maximum	2.45	1.05	5.94	4.55	0.70	4.20	7.34	2.45	1.05	0.35	0.35	1.40	99.65	
std. dev.	0.84	0.37	1.80	1.47	0.17	1.20	2.39	0.80	0.34	0.10	0.07	0.52	8.72	
average for 0600- 2400 hrs	1.14	0.61	2.87	2.15	0.12	2.06	3.19	0.98	0.33	0.04	0.02	0.56	85.95	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0030	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0100	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0130	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0200	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0230	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0300	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0330	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0400	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0430	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0500	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.00	0.35	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0600	0.35	0.35	1.75	0.70	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	95.10	100
0630	1.05	0.00	2.45	1.40	0.00	0.00	2.10	0.35	0.00	0.00	0.00	0.00	92.66	100
0700	1.05	0.00	2.80	1.75	0.00	0.00	3.85	0.70	0.00	0.00	0.00	0.35	89.51	100
0730	1.05	0.00	2.80	1.75	0.00	0.70	3.85	0.70	0.70	0.35	0.00	0.00	88.11	100
0800	2.10	0.00	4.20	3.50	0.00	1.05	4.20	2.10	0.35	0.35	0.00	0.00	82.17	100
0830	2.45	0.00	3.85	4.20	0.00	0.70	4.90	2.80	0.35	0.35	0.00	0.00	80.42	100
0900	2.80	0.35	5.94	4.90	0.00	1.40	5.94	3.50	0.00	0.00	0.00	0.35	74.83	100
0930	3.15	0.35	6.64	4.55	0.00	1.40	5.94	3.50	0.00	0.00	0.00	0.35	74.13	100
1000	3.15	0.35	6.64	3.85	0.35	3.15	6.29	3.50	0.00	0.00	0.00	0.35	72.38	100
1030	2.45	0.35	6.64	4.20	0.00	2.10	6.29	3.50	0.00	0.00	0.35	0.70	73.43	100
1100	2.80	0.70	7.34	4.55	0.00	2.10	5.94	3.15	0.35	0.00	0.00	0.70	72.38	100
1130	2.45	0.70	6.99	3.85	0.00	2.10	5.94	2.80	0.35	0.00	0.00	0.70	74.13	100
NOON	3.50	0.70	6.99	3.15	0.00	2.80	5.24	2.45	0.70	0.00	0.00	0.35	74.13	100
1230	2.80	0.70	6.29	3.15	0.00	1.75	3.85	2.10	0.70	0.00	0.35	0.35	77.97	100
1300	2.10	1.05	6.29	3.15	0.00	1.75	2.80	2.80	0.70	0.00	0.00	0.35	79.02	100
1330	1.40	1.05	6.29	2.80	0.00	1.75	2.80	2.10	0.35	0.00	0.00	0.35	81.12	100
1400	1.05	0.70	5.24	3.15	0.00	1.40	3.15	2.10	0.00	0.00	0.00	0.35	82.87	100
1430	1.05	0.70	4.20	2.45	0.00	0.70	3.15	2.10	0.00	0.00	0.00	0.00	85.66	100
1500	0.70	0.70	3.50	2.45	0.00	0.70	3.15	1.75	0.00	0.00	0.00	0.00	87.06	100
1530	0.70	0.70	3.15	2.45	0.00	0.70	3.50	1.75	0.00	0.00	0.00	0.00	87.06	100
1600	0.70	0.70	3.15	2.45	0.00	1.05	2.80	1.40	0.35	0.00	0.00	0.00	87.41	100
1630	1.40	0.70	3.15	2.10	0.00	1.05	2.45	1.05	0.35	0.00	0.00	0.00	87.76	100
1700	1.40	0.70	3.50	3.50	0.00	1.40	2.45	1.05	0.35	0.00	0.00	0.35	85.31	100
1730	1.40	0.35	4.55	2.80	0.35	1.05	1.75	1.75	0.00	0.00	0.00	0.35	85.66	100
1800	1.40	0.35	4.55	2.10	0.00	0.70	1.40	1.75	0.70	0.00	0.00	0.00	87.06	100
1830	0.70	0.35	3.15	1.40	0.00	0.70	1.75	1.05	0.35	0.00	0.00	0.00	90.56	100
1900	0.35	0.35	1.75	1.75	0.00	1.05	2.45	1.05	0.35	0.00	0.00	0.00	90.91	100
1930	0.35	0.35	1.40	1.40	0.00	1.05	1.40	0.35	0.35	0.00	0.00	0.00	93.36	100
2000	0.00	0.35	1.40	1.40	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	95.80	100
2030	0.00	0.35	1.05	1.40	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	96.15	100
2100	0.00	0.70	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.35	96.85	100
2130	0.00	0.70	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.70	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
2230	0.35	0.35	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2300	0.35	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2330	0.35	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
average	0.98	0.39	2.91	1.72	0.01	0.90	2.12	1.11	0.17	0.02	0.01	0.13	89.52	
maximum	3.50	1.05	7.34	4.90	0.35	3.15	6.29	3.50	0.70	0.35	0.35	0.70	99.30	
std. dev.	1.06	0.29	2.31	1.58	0.07	0.71	2.14	1.22	0.24	0.08	0.07	0.21	9.06	
average for 0600- 2400 hrs	1.31	0.46	3.72	2.29	0.02	1.09	2.81	1.48	0.22	0.03	0.02	0.17	86.38	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0500	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.00	1.05	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.55	100
0600	1.05	0.00	1.40	1.05	0.35	0.00	2.45	0.00	0.35	0.00	0.00	0.00	93.36	100
0630	1.40	0.00	2.45	1.05	0.35	1.05	2.10	0.00	0.35	0.00	0.00	0.00	91.26	100
0700	2.45	0.00	3.15	2.45	0.35	1.40	3.50	0.00	0.70	0.00	0.00	0.35	85.66	100
0730	2.80	0.35	3.50	2.80	0.35	2.10	3.50	0.00	0.70	0.00	0.00	1.05	82.87	100
0800	3.85	1.40	3.85	2.45	0.70	2.10	3.50	0.00	0.70	0.00	0.00	0.35	81.12	100
0830	4.20	1.05	4.90	2.45	0.35	2.10	3.50	0.00	0.70	0.00	0.00	0.00	80.77	100
0900	4.20	1.40	5.24	2.45	0.70	2.80	3.85	0.00	1.05	0.00	0.00	0.00	78.32	100
0930	4.55	1.40	5.24	2.80	0.35	2.10	4.55	0.35	1.05	0.00	0.00	0.70	76.92	100
1000	5.59	2.10	4.90	3.15	0.70	2.10	6.29	1.05	0.70	0.00	0.35	0.70	72.38	100
1030	4.90	1.40	4.20	3.15	0.70	2.10	6.64	1.05	0.70	0.00	0.00	0.35	74.83	100
1100	4.90	1.05	4.55	3.50	0.70	2.45	6.29	1.05	0.70	0.00	0.00	0.35	74.48	100
1130	4.90	0.70	4.55	3.85	0.35	2.10	5.94	0.00	0.70	0.00	0.00	0.00	76.92	100
NOON	3.85	1.05	4.55	4.20	0.35	2.10	3.85	0.00	1.05	0.00	0.00	0.00	79.02	100
1230	4.20	1.05	3.50	2.80	0.35	1.40	3.85	0.00	1.40	0.00	0.35	0.00	81.12	100
1300	1.40	0.70	3.85	2.45	0.70	1.40	3.15	0.00	1.05	0.00	0.35	0.00	84.97	100
1330	1.05	0.35	3.50	2.10	0.70	1.05	2.80	0.00	0.70	0.00	0.35	0.70	86.71	100
1400	0.70	0.70	3.50	1.40	0.70	1.05	2.10	0.00	1.05	0.00	0.00	0.35	88.46	100
1430	0.70	0.70	3.15	1.05	0.70	0.70	2.10	0.00	1.05	0.00	0.00	0.00	89.86	100
1500	0.70	1.40	2.10	0.70	0.70	1.05	2.45	0.00	0.70	0.00	0.00	0.00	90.21	100
1530	0.70	1.40	2.10	1.05	0.70	1.05	2.45	0.35	0.70	0.00	0.00	0.00	89.51	100
1600	0.70	2.45	2.10	1.40	1.05	1.05	3.15	0.00	0.35	0.00	0.00	0.00	87.76	100
1630	1.05	1.75	2.45	1.05	1.40	0.70	2.80	0.35	0.70	0.00	0.00	0.00	87.76	100
1700	1.05	1.75	3.15	1.40	1.05	1.05	2.45	0.70	0.70	0.00	0.00	0.00	86.71	100
1730	0.70	1.75	2.45	1.40	1.75	1.05	2.10	0.35	1.05	0.00	0.00	0.00	87.41	100
1800	0.70	2.10	2.45	1.05	0.35	1.05	1.75	1.05	0.70	0.00	0.00	0.00	88.81	100
1830	0.70	1.75	1.40	0.70	0.35	0.35	0.70	1.05	0.35	0.00	0.00	0.00	92.66	100
1900	0.70	1.40	1.40	0.00	0.00	0.70	2.80	1.05	0.35	0.00	0.00	0.00	91.61	100
1930	0.35	1.05	0.35	0.00	0.00	0.35	1.05	1.05	0.35	0.00	0.00	0.35	95.10	100
2000	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	98.25	100
2030	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
2100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	99.30	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
2230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	98.95	100
average	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93	
maximum	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05	100.00	
std. dev.	1.75	0.74	1.80	1.27	0.41	0.86	1.89	0.38	0.39	0.00	0.10	0.24	8.60	
average for 0600- 2400 hrs	1.78	0.90	2.51	1.50	0.47	1.07	2.59	0.30	0.62	0.00	0.04	0.16	88.07	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.25	100
0600	0.70	0.35	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.55	100
0630	0.70	0.35	0.35	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.50	100
0700	1.75	0.35	0.35	1.75	0.00	0.70	3.15	0.35	0.35	0.00	0.00	0.35	90.91	100
0730	1.40	0.35	1.05	1.75	0.00	0.70	3.15	0.35	0.35	0.00	0.00	1.05	89.86	100
0800	2.10	0.70	2.10	2.45	0.00	1.40	3.50	0.70	0.70	0.35	0.00	1.75	84.27	100
0830	2.45	0.70	2.10	1.05	0.00	1.40	3.85	1.05	0.70	0.00	0.00	1.75	84.97	100
0900	3.50	1.40	3.85	2.80	0.00	2.10	4.55	1.40	1.05	0.00	0.00	2.80	76.57	100
0930	3.50	1.40	3.15	3.50	0.00	1.75	4.20	1.75	1.05	0.00	0.00	3.15	76.57	100
1000	3.85	1.75	4.20	3.85	0.00	2.45	4.90	1.75	1.05	0.00	0.00	2.80	73.43	100
1030	4.20	2.10	4.20	3.85	0.00	3.15	4.20	1.75	1.05	0.00	0.00	2.80	72.73	100
1100	4.55	1.75	4.55	4.20	0.00	3.50	4.20	2.10	1.05	0.00	0.00	2.10	72.03	100
1130	3.50	1.75	4.20	3.85	0.00	3.15	3.15	2.10	1.05	0.35	0.00	2.10	74.83	100
NOON	3.50	2.10	4.90	4.20	0.00	4.20	3.85	1.75	0.70	0.00	0.35	2.10	72.38	100
1230	2.80	1.40	4.90	3.50	0.00	2.80	3.15	1.40	0.35	0.00	0.00	1.75	77.97	100
1300	2.45	1.75	4.90	3.85	0.00	2.10	2.80	1.75	0.35	0.00	0.00	1.40	78.67	100
1330	1.75	1.75	3.85	3.85	0.00	1.40	3.15	1.05	0.35	0.00	0.00	1.40	81.47	100
1400	1.05	1.75	2.80	4.20	0.00	1.40	2.80	1.40	0.35	0.00	0.00	1.40	82.87	100
1430	1.40	1.05	3.15	2.80	0.00	2.45	2.45	1.40	0.35	0.00	0.00	1.05	83.92	100
1500	1.75	0.70	2.45	3.15	0.00	1.75	2.80	1.40	0.35	0.00	0.00	0.70	84.97	100
1530	1.40	2.10	2.45	2.10	0.00	1.75	2.45	1.05	0.70	0.35	0.00	0.70	84.97	100
1600	1.75	2.10	2.45	2.10	0.00	1.75	2.45	0.70	0.70	0.35	0.00	1.05	84.62	100
1630	1.40	1.40	2.80	1.75	0.00	1.75	2.10	0.70	0.70	0.00	0.35	1.05	86.01	100
1700	1.05	1.40	2.80	3.50	0.00	1.40	2.10	1.05	0.70	0.35	0.00	0.70	84.97	100
1730	1.05	1.05	2.45	2.80	0.00	0.35	2.10	1.05	0.35	0.35	0.00	0.35	88.11	100
1800	1.05	0.35	1.75	3.15	0.00	0.00	1.05	1.40	1.40	0.00	0.00	0.35	89.51	100
1830	0.70	0.00	0.70	1.40	0.00	0.00	2.10	1.05	1.05	0.00	0.00	0.00	93.01	100
1900	0.35	0.00	1.05	1.05	0.00	0.70	2.80	0.70	1.40	0.00	0.00	0.00	91.96	100
1930	0.00	0.00	0.70	0.70	0.00	1.05	2.45	0.00	1.05	0.00	0.00	0.00	94.06	100
2000	0.35	0.35	0.70	0.00	0.00	1.05	1.40	0.35	1.40	0.00	0.00	0.00	94.41	100
2030	0.35	0.35	0.70	0.00	0.00	1.05	0.70	0.00	1.05	0.00	0.00	0.00	95.80	100
2100	0.00	0.70	0.70	0.00	0.00	1.05	0.35	0.00	0.70	0.00	0.00	0.35	96.15	100
2130	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
2200	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
2230	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	98.60	100
2300	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.20	0.74	1.62	1.54	0.00	1.07	1.78	0.66	0.49	0.04	0.01	0.74	90.12	
maximum	4.55	2.10	4.90	4.20	0.00	4.20	4.90	2.10	1.40	0.35	0.35	3.15	100.00	
std. dev.	1.32	0.74	1.67	1.60	0.00	1.08	1.55	0.71	0.45	0.12	0.07	0.94	9.30	
average for 0600- 2400 hrs	1.56	0.96	2.15	2.05	0.00	1.43	2.35	0.87	0.65	0.06	0.02	0.98	86.92	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0303	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	1.05	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
0600	1.40	0.35	0.00	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
0630	1.40	0.70	1.05	1.05	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.35	94.06	100
0700	2.45	1.05	1.40	2.10	0.00	0.70	1.40	0.35	0.35	0.00	0.00	0.35	89.86	100
0730	2.10	1.40	3.15	2.45	0.00	1.05	1.40	0.35	0.35	0.00	0.00	0.70	87.06	100
0800	3.85	1.40	3.50	2.45	0.00	1.40	1.40	0.35	0.70	0.35	0.00	0.70	83.92	100
0830	4.20	1.05	3.50	2.45	0.00	1.40	1.40	0.70	0.35	0.35	0.00	0.35	84.27	100
0900	4.20	1.75	3.15	2.80	0.35	2.45	2.80	0.70	0.35	0.35	0.00	1.40	79.72	100
0930	3.50	1.75	4.55	3.85	0.35	2.45	3.50	1.40	0.35	0.35	0.00	1.40	76.57	100
1000	4.20	1.75	5.59	4.20	0.35	3.50	3.50	1.40	0.35	0.35	0.00	1.40	73.43	100
1030	4.20	1.75	5.24	3.85	0.35	3.85	3.85	1.75	0.35	0.35	0.00	1.05	73.43	100
1100	4.55	1.75	5.24	4.90	0.35	3.50	3.85	1.75	0.35	0.35	0.00	1.05	72.38	100
1130	4.55	1.75	5.24	4.90	0.35	3.50	3.15	1.75	0.35	0.35	0.00	1.40	72.73	100
NOON	4.55	1.40	6.99	6.64	0.35	3.50	3.15	2.10	0.35	0.00	0.35	1.75	68.88	100
1230	2.10	1.40	6.64	5.94	0.35	2.80	2.80	2.10	0.70	0.00	0.35	1.40	73.43	100
1300	2.45	0.70	5.24	4.55	0.35	3.15	3.15	1.75	0.35	0.00	0.35	1.05	76.92	100
1330	1.05	0.70	3.85	4.20	0.00	1.75	2.10	1.75	0.35	0.00	0.35	0.70	83.22	100
1400	0.70	0.70	3.15	3.85	0.00	1.40	1.40	1.75	0.35	0.00	0.35	0.70	85.66	100
1430	0.70	0.35	3.15	3.15	0.00	0.70	0.70	0.70	0.35	0.00	0.35	0.70	89.16	100
1500	1.05	0.35	3.15	2.45	0.00	1.40	0.70	0.70	0.35	0.00	0.35	0.70	88.81	100
1530	1.05	0.35	3.50	1.75	0.00	1.05	1.05	0.70	0.70	0.00	0.35	0.35	89.16	100
1600	1.40	0.35	3.50	2.10	0.35	0.70	1.05	1.05	1.05	0.00	0.35	0.35	87.76	100
1630	1.40	0.35	2.45	2.10	0.35	0.70	1.05	1.40	1.40	0.00	0.35	0.35	88.11	100
1700	1.40	0.35	2.45	3.85	0.35	1.75	1.05	0.70	1.75	0.35	0.00	0.35	85.66	100
1730	1.40	0.35	1.75	3.15	0.35	0.70	1.05	0.70	1.75	0.35	0.00	0.35	88.11	100
1800	1.05	0.70	2.45	3.50	0.35	0.35	1.05	0.35	1.05	0.00	0.00	0.70	88.46	100
1830	1.05	0.70	1.40	2.10	0.35	0.70	1.75	0.35	0.70	0.00	0.00	0.35	90.56	100
1900	1.05	0.35	0.70	1.40	0.35	0.70	2.10	0.00	0.70	0.00	0.00	0.35	92.31	100
1930	1.05	0.70	0.35	1.05	0.00	0.70	1.75	0.00	0.70	0.00	0.00	0.35	93.36	100
2000	0.70	0.00	1.05	1.05	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.35	95.10	100
2030	1.05	0.00	0.70	0.70	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.35	96.15	100
2100	0.70	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
2130	0.70	0.00	1.05	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.70	95.80	100
2200	0.70	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
2230	0.00	0.35	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
2300	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.44	0.58	2.02	1.89	0.12	1.04	1.18	0.56	0.37	0.07	0.07	0.50	90.15	
maximum	4.55	1.75	6.99	6.64	0.35	3.85	3.85	2.10	1.75	0.35	0.35	1.75	100.00	
std. dev.	1.48	0.60	2.06	1.83	0.16	1.15	1.18	0.69	0.43	0.14	0.14	0.48	9.30	
average for 0600- 2400 hrs	1.88	0.75	2.69	2.52	0.16	1.39	1.56	0.75	0.50	0.10	0.10	0.67	86.95	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0303	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.70	0.00	1.40	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
0600	1.05	0.00	2.10	0.70	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	95.10	100
0630	1.05	0.00	2.10	0.70	0.35	0.35	1.05	0.00	0.00	0.00	0.00	0.70	93.71	100
0700	1.40	0.70	3.15	1.75	0.35	0.35	1.05	1.05	0.00	0.00	0.00	1.05	89.16	100
0730	2.10	1.40	3.85	2.10	0.35	0.70	1.05	1.05	0.00	0.00	0.00	1.40	86.01	100
0800	3.50	1.40	5.59	3.50	0.35	1.40	1.40	1.05	0.00	0.00	0.00	2.10	79.72	100
0830	4.20	1.40	4.90	3.85	0.35	1.05	2.80	1.40	0.00	0.00	0.00	2.45	77.62	100
0900	4.55	2.45	5.24	3.85	0.35	1.05	2.80	2.45	0.00	0.00	0.00	2.45	74.83	100
0930	4.20	2.45	5.94	4.55	0.35	1.05	3.15	2.10	0.00	0.00	0.00	2.45	73.78	100
1000	4.90	2.80	7.34	4.20	0.35	2.45	3.50	2.45	0.00	0.00	0.00	2.10	69.93	100
1030	4.90	2.80	7.34	4.55	0.35	3.15	3.50	2.45	0.00	0.00	0.00	2.10	68.88	100
1100	3.85	2.80	8.04	4.55	0.35	3.15	3.15	2.10	0.00	0.00	0.00	1.75	70.28	100
1130	3.50	2.45	6.99	4.90	0.35	3.50	2.45	1.75	0.00	0.00	0.00	1.40	72.73	100
NOON	3.85	1.75	6.64	4.90	0.70	4.20	2.80	2.10	0.00	0.00	0.00	0.70	72.38	100
1230	1.05	1.40	5.59	3.15	0.70	3.15	3.50	1.75	0.00	0.00	0.00	0.70	79.02	100
1300	0.70	1.40	4.90	1.75	0.70	1.40	4.20	2.10	0.00	0.00	0.00	0.70	82.17	100
1330	0.70	0.70	4.55	1.75	0.35	1.05	3.50	1.75	0.00	0.00	0.00	0.70	84.97	100
1400	0.70	0.70	4.55	2.10	0.35	1.40	2.45	1.40	0.00	0.00	0.00	0.70	85.66	100
1430	0.70	0.70	3.85	2.10	0.00	1.40	1.75	1.05	0.00	0.00	0.00	0.70	87.76	100
1500	0.70	1.05	2.45	2.45	0.00	2.10	1.05	0.70	0.00	0.00	0.00	0.70	88.81	100
1530	0.70	0.70	2.45	2.10	0.35	1.75	0.70	0.70	0.00	0.00	0.00	0.70	89.86	100
1600	0.70	0.35	3.15	2.10	0.35	1.05	0.70	1.75	0.35	0.00	0.00	0.70	88.81	100
1630	1.05	0.35	2.45	1.75	0.70	1.40	0.35	1.75	0.70	0.00	0.00	0.70	88.81	100
1700	1.05	0.70	2.45	2.80	0.70	1.40	0.35	1.05	1.05	0.00	0.00	0.70	87.76	100
1730	1.05	0.70	2.10	2.80	0.70	1.40	0.35	1.05	0.70	0.00	0.00	0.70	88.46	100
1800	1.40	0.35	2.45	3.85	0.35	1.40	0.35	1.40	0.70	0.00	0.35	0.70	86.71	100
1830	0.35	0.00	2.10	2.10	0.35	0.70	1.05	0.70	0.70	0.00	0.35	0.35	91.26	100
1900	0.35	0.00	0.70	1.40	0.35	1.05	0.70	0.70	0.35	0.00	0.35	0.35	93.71	100
1930	0.35	0.35	0.70	1.05	0.35	1.05	0.70	0.70	0.35	0.00	0.35	0.35	93.71	100
2000	0.00	0.00	1.05	0.70	0.35	0.70	0.35	1.05	0.35	0.00	0.35	0.35	94.76	100
2030	0.00	0.00	1.05	0.35	0.35	0.00	0.35	1.05	0.35	0.00	0.00	0.35	96.15	100
2100	0.00	0.35	1.05	0.35	0.35	0.00	0.35	0.70	0.35	0.00	0.00	0.35	96.15	100
2130	0.00	0.35	0.70	0.35	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.35	96.85	100
2200	0.00	0.00	0.70	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
2230	0.00	0.00	0.35	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.15	0.68	2.50	1.67	0.28	0.95	1.11	0.87	0.12	0.00	0.04	0.68	89.95	
maximum	4.90	2.80	8.04	4.90	0.70	4.20	4.20	2.45	1.05	0.00	0.35	2.45	100.00	
std. dev.	1.54	0.88	2.44	1.62	0.23	1.07	1.26	0.82	0.25	0.00	0.11	0.73	9.73	
average for 0600- 2400 hrs	1.52	0.90	3.29	2.21	0.37	1.25	1.49	1.17	0.17	0.00	0.05	0.90	86.68	

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

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

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.35	0.00	1.75	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.20	100
0600	1.05	0.00	2.45	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	94.76	100
0630	0.70	0.35	1.75	0.70	0.35	0.70	1.40	0.00	0.00	0.00	0.35	0.00	93.71	100
0700	1.05	0.35	2.45	1.05	0.35	0.70	2.10	0.35	0.00	0.00	0.35	0.00	91.26	100
0730	1.40	0.35	2.10	1.40	0.35	0.70	1.75	0.70	0.00	0.00	0.35	0.00	90.91	100
0800	2.10	0.35	2.80	1.40	0.35	0.70	2.80	1.40	0.00	0.00	0.70	0.00	87.41	100
0830	2.45	0.35	3.15	2.10	0.35	0.70	2.80	1.75	0.00	0.00	0.70	0.00	85.66	100
0900	2.45	0.70	4.90	2.80	0.70	1.40	3.50	1.75	0.00	0.00	0.70	0.00	81.12	100
0930	2.45	0.70	4.90	3.15	0.35	1.75	3.50	1.75	0.00	0.00	0.70	0.70	80.07	100
1000	3.50	0.70	4.20	3.50	0.00	1.75	3.50	2.10	0.00	0.00	0.35	0.70	79.72	100
1030	3.50	0.70	4.20	3.50	0.00	2.10	3.85	2.10	0.00	0.00	0.35	0.70	79.02	100
1100	3.50	1.40	4.55	2.45	0.00	2.10	3.50	1.75	0.35	0.00	0.70	0.70	79.02	100
1130	3.50	1.40	3.50	1.75	0.00	2.10	3.50	1.40	0.35	0.00	0.70	0.70	81.12	100
NOON	3.50	1.05	4.20	1.40	0.35	2.10	3.50	1.40	0.35	0.00	0.70	0.70	80.77	100
1230	2.10	1.05	4.20	1.40	0.35	2.45	1.75	1.40	0.35	0.00	0.70	0.35	83.92	100
1300	2.80	1.05	4.20	1.05	0.35	2.45	1.05	1.05	0.00	0.00	0.70	0.70	84.62	100
1330	1.40	1.05	3.50	1.40	0.35	1.75	0.70	0.70	0.00	0.00	0.35	0.70	88.11	100
1400	1.05	2.10	2.80	1.75	0.00	1.75	0.70	0.35	0.00	0.00	0.35	0.70	88.46	100
1430	1.05	1.40	2.80	1.75	0.00	1.40	0.35	0.00	0.00	0.00	0.70	0.70	89.86	100
1500	0.35	1.75	3.15	1.75	0.35	1.75	0.35	0.00	0.00	0.00	1.05	0.70	88.81	100
1530	1.40	1.75	4.55	1.75	0.70	1.75	0.35	0.00	0.00	0.00	0.70	0.00	87.06	100
1600	1.75	2.10	3.85	1.75	0.35	2.80	1.05	0.00	0.00	0.00	0.70	0.35	85.31	100
1630	1.40	1.05	3.50	1.40	0.35	2.80	1.05	0.00	0.35	0.00	0.70	0.35	87.06	100
1700	1.40	0.70	2.10	1.40	0.35	2.80	1.75	0.00	0.35	0.00	0.70	0.35	88.11	100
1730	1.75	0.00	1.75	1.40	0.35	2.80	1.40	0.00	0.35	0.00	0.70	0.00	89.51	100
1800	1.05	1.05	2.45	1.05	0.00	2.10	1.40	0.00	0.35	0.35	0.70	0.00	89.51	100
1830	0.00	1.05	1.75	0.70	0.00	1.75	1.75	0.35	0.35	0.35	0.35	0.00	91.61	100
1900	0.35	0.70	1.75	1.05	0.00	1.40	1.40	0.70	0.35	0.35	0.35	0.00	91.61	100
1930	0.35	0.70	1.75	0.70	0.35	1.05	0.70	0.35	0.35	0.35	0.00	0.00	93.36	100
2000	0.70	0.70	1.75	0.35	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	94.06	100
2030	0.70	0.70	1.05	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	96.50	100
2100	0.35	0.70	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
2130	0.35	0.70	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.20	100
2200	0.35	0.35	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	97.55	100
2230	0.35	0.35	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2300	0.35	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
2330	0.70	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.25	100
average	1.12	0.62	2.05	0.96	0.17	1.08	1.14	0.45	0.09	0.04	0.33	0.19	91.77	
maximum	3.50	2.10	4.90	3.50	0.70	2.80	3.85	2.10	0.35	0.35	1.05	0.70	100.00	
std. dev.	1.12	0.59	1.61	1.00	0.20	0.95	1.23	0.68	0.15	0.11	0.32	0.29	6.91	
average for 0600- 2400 hrs	1.48	0.83	2.68	1.28	0.22	1.43	1.50	0.60	0.12	0.05	0.44	0.25	89.13	

**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.*

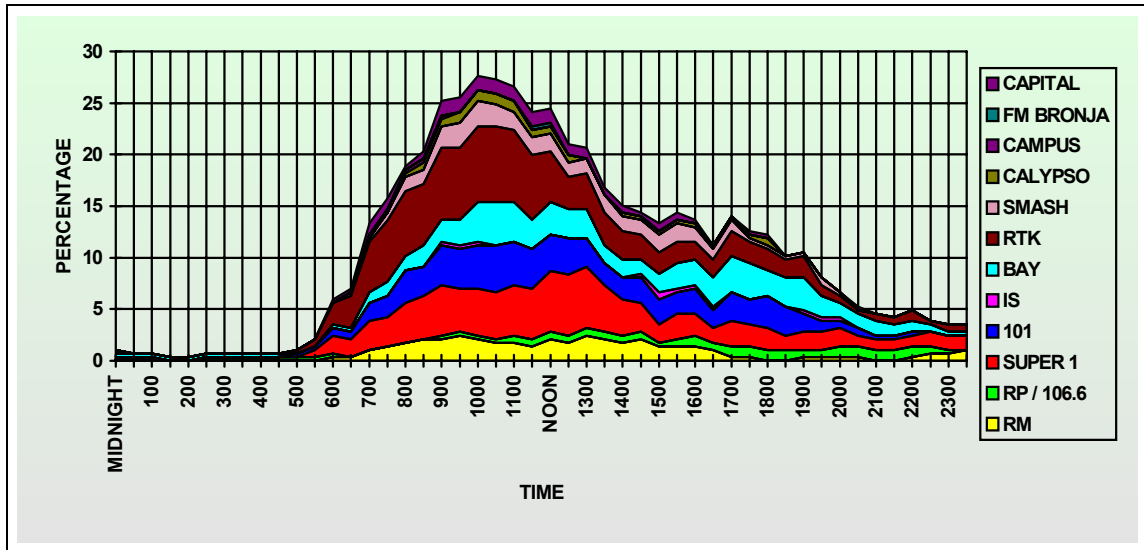


Fig 7.3: Radio Audiences - Monday

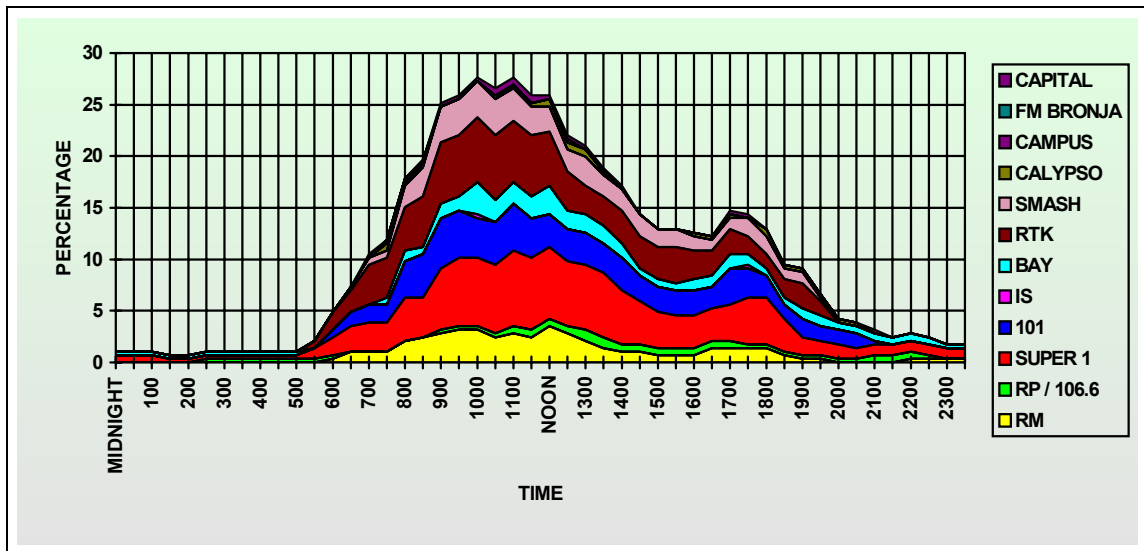


Fig 7.4: Radio Audiences - Tuesday

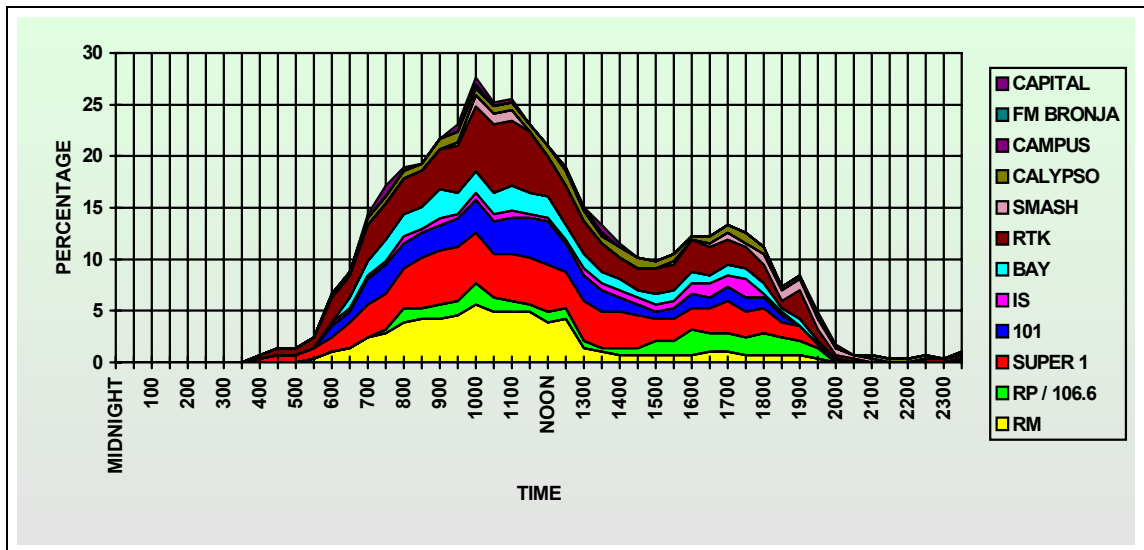


Fig 7.5: Radio Audiences - Wednesday

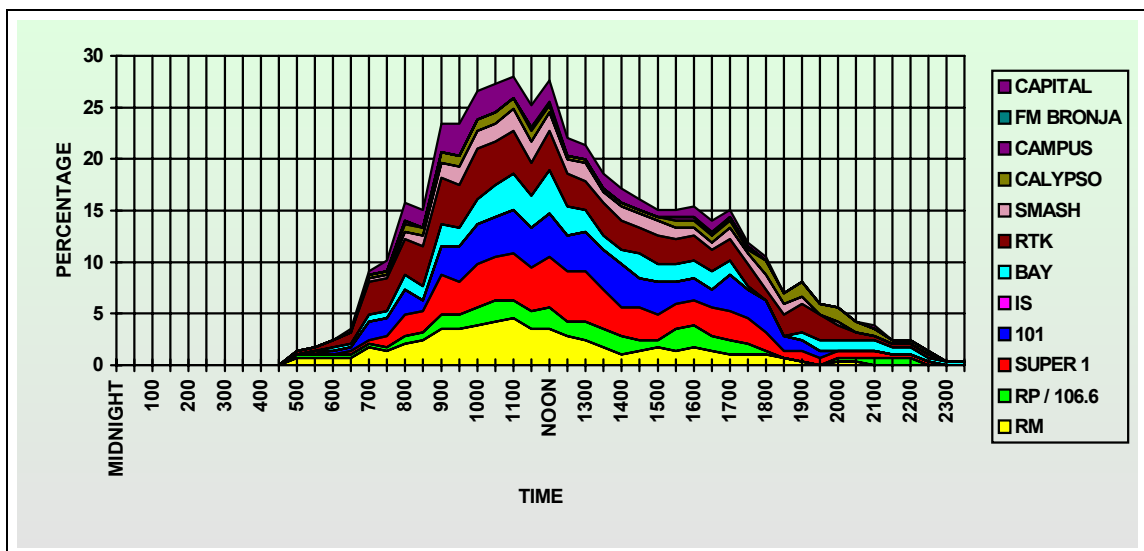


Fig 7.6: Radio Audiences - Thursday

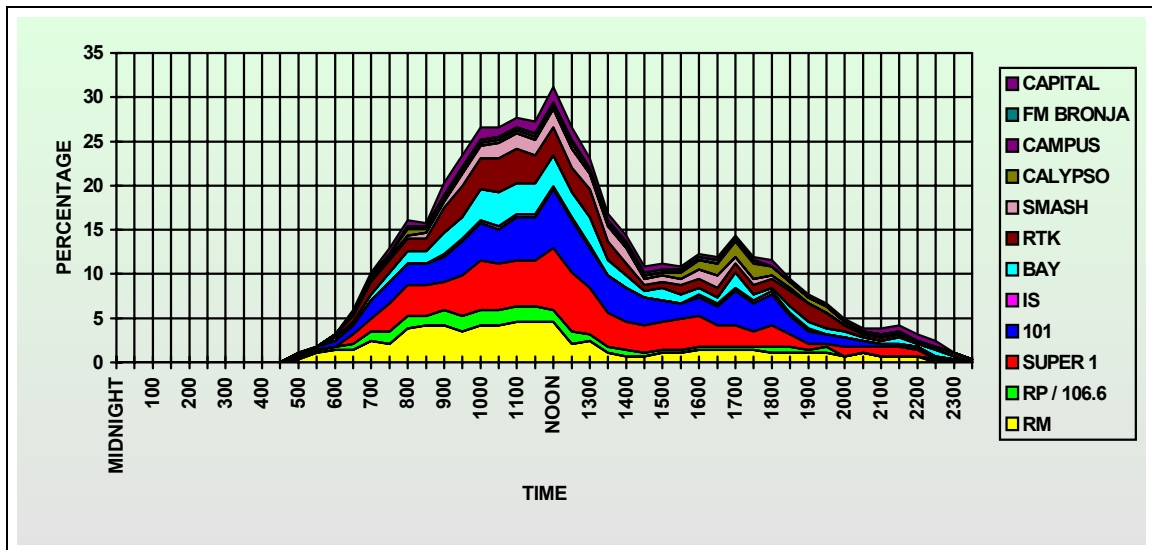


Fig 7.7: Radio Audiences - Friday

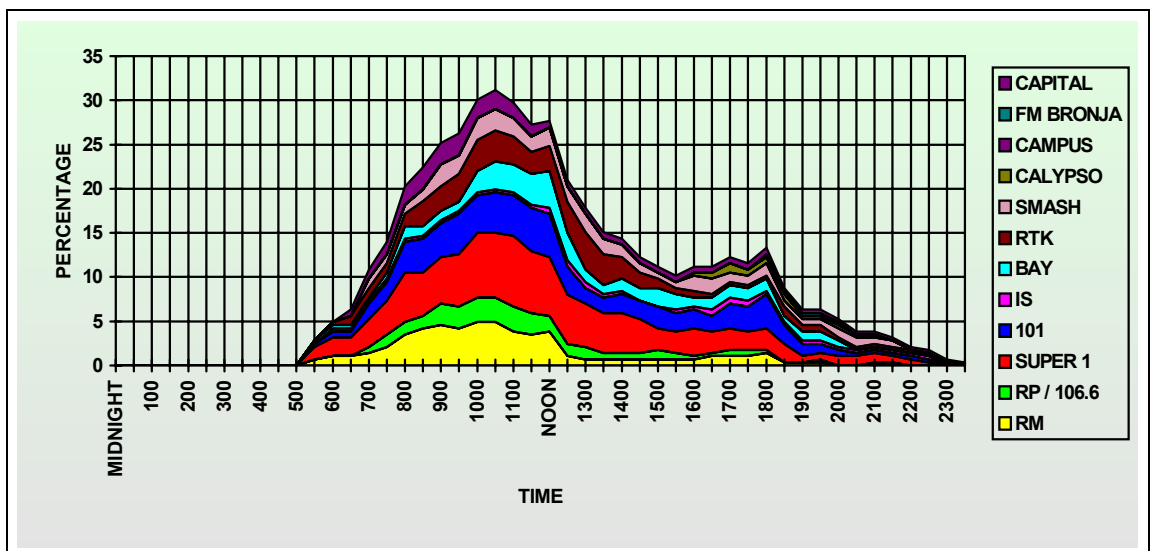


Fig 7.8: Radio Audiences - Saturday

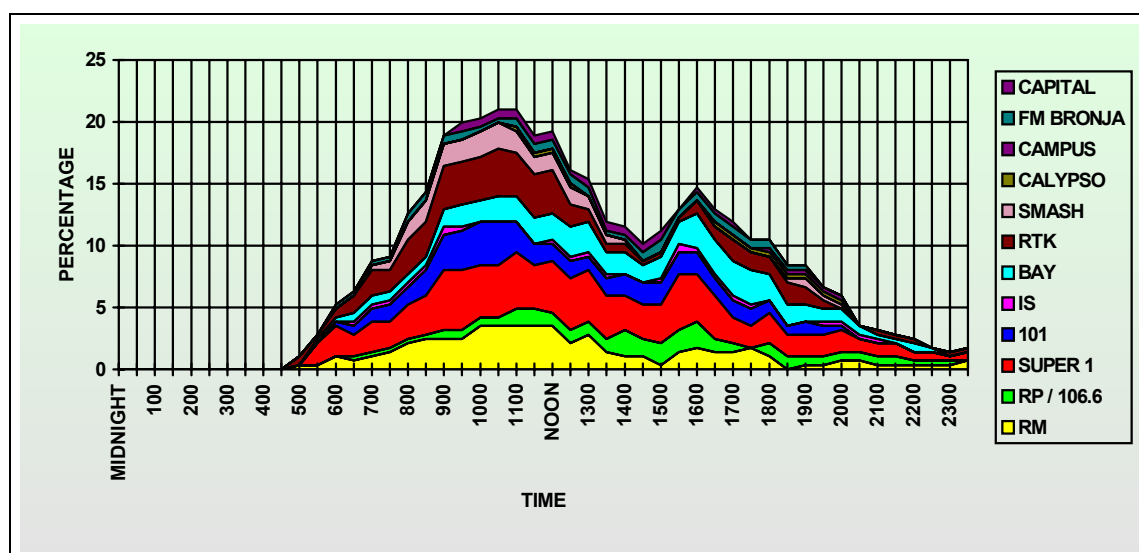


Fig 7.9: Radio Audiences – Sunday

7.6.0 Radio Audience Share

7.4.1 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, computed on the basis of *all available time-slots for each station during the hours each individual station is on air*. The current study shows that the highest figure in overall audience share for 24 hrs (as represented in the Pie Charts in Figure 7.10) was registered by Super 1 Radio with 22.3% (2nd Quarter 2002: 21.9%); followed by RTK with 17.2% (2nd Quarter 2002: 19.2 %); Radio 101 with 15.4% (2nd Quarter 2002: 10.7%); Radju Malta with 11.9% (2nd Quarter 2002: 11.7%); Bay Radio with 10.9% (2nd Quarter 2002: 10.5%), Smash with 6.8% (2nd Quarter 2002: 3.8%); Radju Parliament /106.6 with 6.2% (2nd Quarter 2002: 7.7%), Capital Radio with 4.1% (2nd Quarter 2002: 6%); Radio Calypso with 2.9% (2nd Quarter 2002: 5.6%); Island Sound Radio with 1.4% (2nd Quarter 2002: 1.7%); FM Bronja with 0.7% (2nd Quarter 2002: 0.8%) and Campus FM with 0.3% (2nd Quarter 2002: 0.2%).

Table 7.3: Weekly Average Audience Levels: 2nd Quarter 2002 & 2003

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

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarte 2002 Weekly Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53
2nd Quarte 2003 Weekly Average	1.16	0.60	2.17	1.50	0.14	1.06	1.68	0.66	0.28	0.03	0.07	0.40

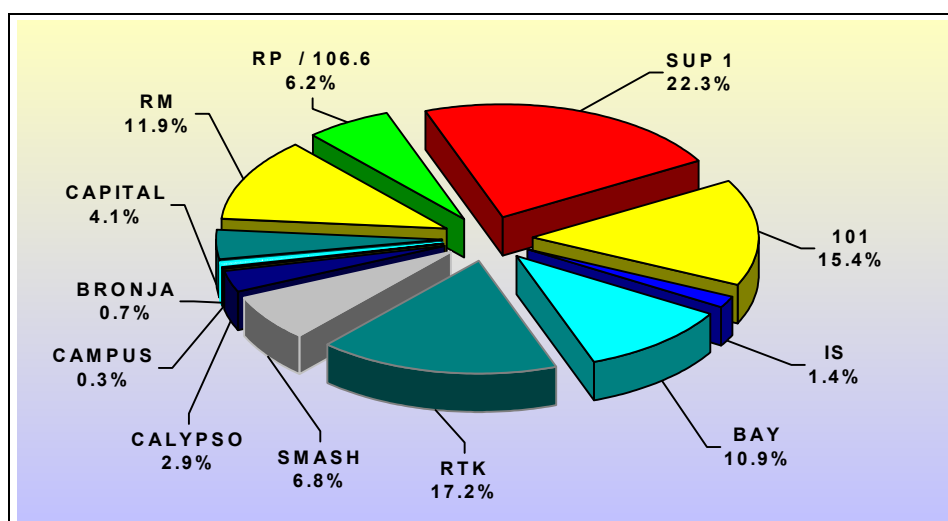
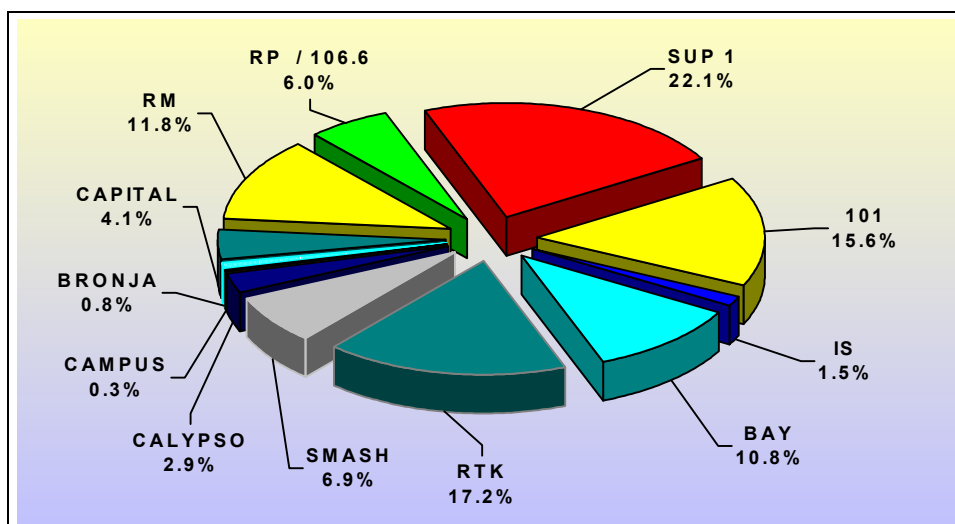


Fig. 7.10: Daily Average Audience Radio Levels - 2nd Quarter 2003
(Basis: All Available Time-Slots)

7.6.2 In turn, Table 7.4 presents data in respect of each station for **6.00 a.m. to midnight**. This 2002 (2nd Quarter) study results in the following ranking in terms of audience share for the 6.00 a.m. – midnight period: Super 1 Radio with 22.1% (2nd Quarter 2002: 22.5%) registered the largest share, and is followed by RTK with 17.2% (2nd Quarter 2002: 17%); Radio 101 with 15.6% (2nd Quarter 2002: 11%); Radju Malta with 11.8% (2nd Quarter 2002: 12%); Bay Radio with 10.8% (10.8%); Smash Radio with 6.9% (2nd Quarter 2002: 3.9%); Radju Parlament / 106.6 with 6% (2nd Quarter 2002: 7.9%); Radio Capital with 4.1% (2nd Quarter 2002: 6.2%); Radio Calypso with 2.9% (2nd Quarter 2002: 6%); Island Sound Radio with 1.5% (2nd Quarter 2002: 1.8%); FM Bronja with 0.8% (2nd Quarter 2002: 0.8%) and Campus FM with 0.3% (2nd Quarter 2002: 0.2%).

Table 7.4: Weekly Average Audience Levels: 2nd Quarter 2002 & 2003
(Computed on the basis of audiences between 6.00 a.m. - midnight)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.37	0.90	2.57	1.25	0.21	1.23	1.94	0.44	0.68	0.02	0.09	0.71
2nd Quarter 2003 Weekly Average	1.52	0.77	2.84	2.00	0.19	1.39	2.21	0.88	0.37	0.04	0.10	0.53



**Fig. 7.11: Daily Average Audience Radio Levels – 2nd Quarter 2003
(6 a.m. - Midnight)**

VIII TV AUDIENCE AUDIT

8.1.0 General

- 8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty-four hours of the day. TVM, Super 1 TV, NET TV, and Smash TV were coded individually. The three RAI stations were grouped together into one category: RAI. The three stations run by Mediaset, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title “Other Italian Stations”. Those stations that are transmitted by satellite, whether received in the home through the Melita Cable network or by means of a private dish antenna, were grouped under “Satellite”. It is to be noted that although for part of the day some local stations relay programmes from Satellite stations, those programmes were still considered as being ‘local’ if the respondent was receiving them on the local channels, whether through an antenna or via Melita Cable.
- 8.1.2 This chapter examines the findings on daily TV viewing throughout the entire week as reported by respondents. The respective shares of the various channels result from the aggregated data. As explained in the preceding chapter in respect of radio, each interviewee was asked to recall his or her previous day’s (i.e. ‘yesterday’) viewing for each part of the day, broken down by specific time-slots as has already been explained above. Each respondent was then asked to recall also the viewing on the day before (i.e. ‘the day before yesterday’). As in previous similar studies conducted for the Broadcasting Authority since 1995, audience share is calculated as “the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval”.
- 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 registered by TVM at 3.57%. This is followed by Super 1 TV at 2.64%, Mediaset at 2.28%, Satellite at 1.95% and NET TV at 1.40%. The data in Table 8.2 are reproduced graphically in Figure 8.1 below.

Table 8.1 TV Audience Average Share (2nd Quarter 2003) – All Available Slots

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.26	2.55	2.70	0.09	0.69	2.33	0.10	0.02	0.02	1.67	87.56
Tuesday	1.88	2.58	1.27	0.07	0.59	2.51	0.19	0.86	0.00	1.51	88.54
Wednesday	3.35	2.79	1.36	0.06	0.62	2.28	0.10	0.05	0.04	2.01	87.34
Thursday	2.07	3.07	1.31	0.23	0.82	2.68	0.19	0.01	0.00	2.57	87.05
Friday	6.79	1.93	1.07	0.13	0.30	1.79	0.11	0.00	0.00	1.02	86.86
Saturday	2.71	2.83	0.88	0.00	0.39	2.03	0.06	0.00	0.06	2.38	88.67
Sunday	5.92	2.75	1.21	0.04	0.78	2.33	0.01	0.02	0.06	2.52	84.35
Daily Average	3.57	2.64	1.40	0.09	0.60	2.28	0.11	0.14	0.03	1.95	87.20

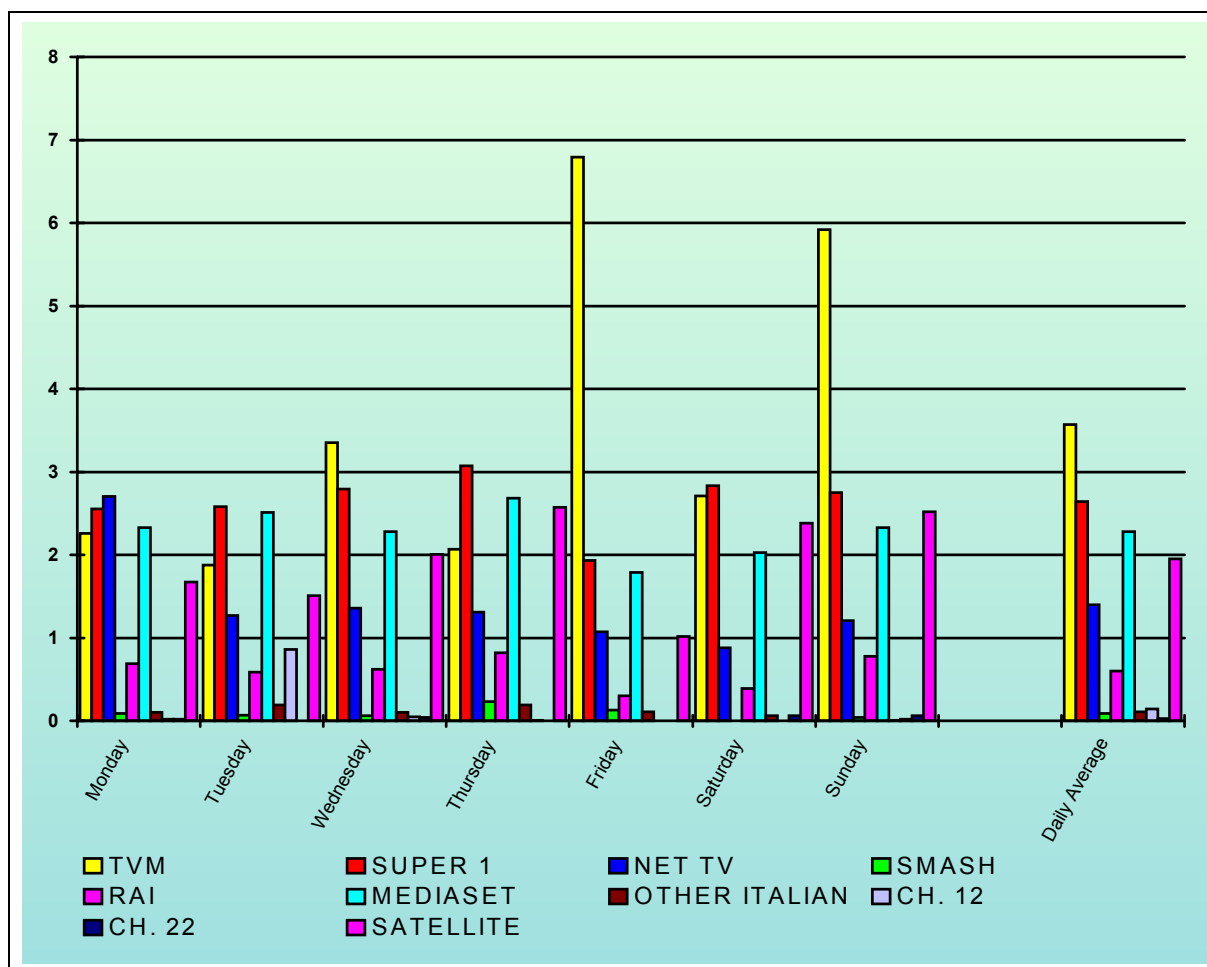


Figure 8.1: Daily TV Average Audience Share: 2nd Quarter 2003
All Available Slots

8.3.0 TV Audience Share Peaks

8.3.1 Peak times for different TV channels are a good indicator of their popularity. Table 8.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the channel’s transmission time for a particular day”. It is worked out as the percentage of

audience share of the total number of persons surveyed on a particular day of the week.

8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were mainly reached during the transmission of the main news bulletin of the station except for Friday, with 50%. On this day, the highest peak was reached between 9.00 p.m. and 10.00 p.m., in the first hour of the transmission of TVM's popular programmes *Xarabank*.

8.3.3 The highest peak was reached by NET TV on Monday, at 24.48%. Super 1 TV's highest peak is reached on Monday too, with 22.73%. RAI stations registered a maximum of 6.29% on Thursday. The highest point reached by Mediaset is 15.38% on Thursday. The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (2nd Quarter, 2003)

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	26.92	22.73	24.48	0.70	3.85	13.64	1.05	0.35	0.35	6.99
Tuesday	28.32	20.98	10.84	0.70	2.80	14.34	1.75	7.69	0.00	6.99
Wednesday	27.97	19.93	13.64	0.35	3.85	12.94	0.70	0.70	0.35	6.64
Thursday	30.07	18.88	16.78	1.75	6.29	15.38	1.40	0.35	0.00	10.49
Friday	50.00	17.48	15.38	0.70	1.40	10.84	0.70	0.00	0.00	3.15
Saturday	20.63	18.18	11.54	0.00	3.15	9.44	0.35	0.00	0.35	6.64
Sunday	27.62	20.28	13.99	0.35	3.50	11.19	0.35	0.35	0.70	8.74
Highest Peak	50.00	22.73	24.48	1.75	6.29	15.38	1.75	7.69	0.70	10.49

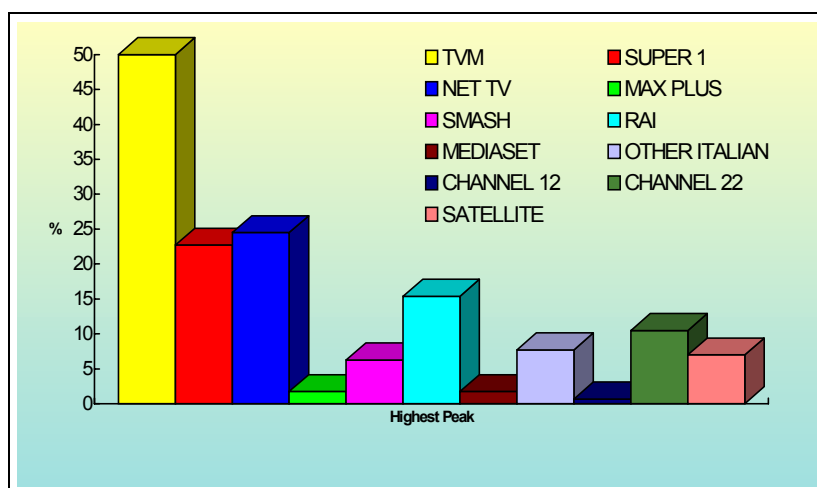


Figure 8.2: Highest TV Channel Peak Audience Share: 2nd Quarter 2003

8.4.0 Daily Audience Share

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is again to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same individuals for a

number of time-slots or whether its audience is constantly changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of individual persons of the population who did *not* tune into a channel at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since individuals watching 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 studies conducted for the Broadcasting Authority studies since 1995.

8.5.0 *Viewing Patterns*

- 8.5.1 The viewing patterns of the Maltese TV audiences also emerge quite clearly from these Tables: different TV stations have a loyal audience which follow the news bulletins and a set of specific programmes that consistently attract huge audiences. The following paragraphs will highlight the main stations individually.
- 8.5.2 TVM has a regularly high audience for its News Bulletin but the programmes with the highest audience level for the whole week is Xarabank, broadcast on Friday evening. This survey recorded a high 50% audience peak for this programme. Except for Friday, TVM always reaches its peak audiences for its main News bulletin at 8.00 p.m. Other programmes which reach a substantial audiences by this station are *Ipokriti* on Monday at 8.30p.m.(20.63%); *Bondi+* on Tuesday at 8.30 p.m.(17.48 %); *Football* on Wednesday also at 8.30 p.m (23.43%). and *Tista' Tkun Int* on Sunday morning which with a viewership of 26.92% is the programme with the second highest audience in the station's schedule other than the daily News Bulletin and *UC5* (25.17%) on Sunday evening, with the third largest audience. Late afternoon audiences are consistently weak except for Saturday.
- 8.5.3 Super 1 TV also manages to attract good audiences for the News Bulletin broadcast at 7.30 p.m. This station also registered a high peak on Thursday, *Simpatiči* (16.78%), broadcast on Thursdays at 8.30p.m., and *Viva l-Ministru* (12.59%) on Sundays attracted a very high audience.
- 8.5.4 NET TV has a loyal audiences for its news bulletin at 7.45 p.m., but the station's audience peaks on Monday, at 24.48% with *Baħar Wieħed*. Other programmes that attract relatively good audiences are *Joe Grima Live* on Wednesday evening (7.34%) , and on Sunday at 8.30p.m. with *Nies ta' Veru* (5.59%).
- 8.5.5 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards. The day on which audience levels were relatively high when this study was conducted was Tuesday.

- 8.5.6 In contrast, audience levels for the Mediaset group are better than those registered by the RAI stations taken as a group. On Tuesdays and Thursday this group of stations registered their best audience levels for the whole week.
- 8.5.7 The audiences for the other stations are also mapped in detail in the Tables. It is to be noted that Smash TV once more registered a very low audience level. Except for Friday, Satellite stations (whether they are received directly via satellite or over the Cable TV network) attract audiences both mostly during the evening time-band, although the appeal of this group of stations for afternoon viewing is not insignificant. The highest audience level for satellite stations taken as a whole was registered at 10.00 p.m. on a Thursday.
- 8.5.8 From a programming point of view, what is perhaps most interesting in the following Tables is the number of persons who reported that they had not watch TV at all during the week when this study was conducted, as represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow TV broadcasts.

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

	TVM	SUPER 1	NET TV	SMASI	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	iATELLIT	NONE	TOTAL
MIDNIGHT1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0800	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
0830	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100
0900	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.35	97.55	100
0930	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.35	0.00	0.35	97.20	100
1000	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.70	97.20	100
1030	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.70	98.25	100
1100	0.35	0.00	0.70	0.00	0.35	0.70	0.00	0.00	0.00	1.05	96.85	100
1130	0.35	0.35	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.85	100
NOON	1.05	0.35	1.05	0.00	0.35	1.75	0.00	0.00	0.00	1.05	94.41	100
1230	0.70	0.35	0.35	0.00	0.00	2.80	0.00	0.00	0.00	0.70	95.10	100
1300	2.10	0.35	0.00	0.00	0.00	2.10	0.00	0.00	0.00	1.05	94.41	100
1330	1.40	0.35	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.15	100
1400	2.45	1.40	1.40	0.00	1.05	1.40	0.00	0.00	0.00	0.70	91.61	100
1430	2.10	1.40	1.05	0.00	1.40	2.10	0.00	0.00	0.00	1.05	90.91	100
1500	2.10	1.75	1.40	0.35	1.40	2.80	0.00	0.00	0.35	1.40	88.46	100
1530	1.40	1.75	1.75	0.35	1.40	2.45	0.00	0.00	0.00	1.75	89.16	100
1600	1.40	2.10	3.15	0.00	0.70	2.10	0.00	0.00	0.00	2.10	88.46	100
1630	1.40	2.10	2.80	0.00	0.00	1.75	0.00	0.00	0.00	2.45	89.51	100
1700	1.05	2.45	2.80	0.70	0.35	2.10	0.00	0.00	0.00	2.10	88.46	100
1730	0.70	2.10	2.10	0.70	0.70	1.05	0.00	0.00	0.00	2.45	90.21	100
1800	1.05	3.50	1.75	0.00	1.05	2.10	0.00	0.00	0.00	3.15	87.41	100
1830	1.05	4.20	2.10	0.00	1.40	3.85	0.00	0.00	0.00	3.15	84.27	100
1900	1.40	5.59	1.40	0.00	2.10	5.24	0.35	0.00	0.00	2.10	81.82	100
1930	2.10	22.73	2.45	0.00	1.40	4.20	0.35	0.00	0.00	3.50	63.29	100
1945	2.45	18.53	15.03	0.00	1.05	3.15	0.35	0.00	0.00	3.50	55.94	100
2000	26.92	12.94	9.09	0.00	1.75	4.55	0.35	0.00	0.00	5.59	38.81	100
2030	20.63	10.84	22.38	0.35	2.10	7.34	0.35	0.00	0.00	5.59	30.42	100
2100	12.59	7.69	24.48	0.70	3.15	11.54	1.05	0.00	0.00	6.99	31.82	100
2130	7.69	6.99	19.58	0.35	3.85	12.24	0.35	0.00	0.00	6.99	41.96	100
2200	6.64	5.94	8.04	0.35	3.15	13.64	0.35	0.00	0.35	6.99	54.55	100
2230	3.50	3.85	2.80	0.35	2.80	11.19	0.35	0.00	0.35	6.64	68.18	100
2300	2.45	2.10	0.35	0.35	1.40	7.69	0.00	0.00	0.00	3.15	82.52	100
2330	0.70	1.05	0.35	0.00	0.35	1.75	0.00	0.00	0.00	1.75	94.06	100
Tot. Avg.	2.26	2.55	2.70	0.09	0.69	2.33	0.10	0.02	0.02	1.67	87.56	
maximum	26.92	22.73	24.48	0.70	3.85	13.64	1.05	0.35	0.35	6.99	100.00	
std. dev.	5.00	4.70	5.65	0.20	0.99	3.47	0.20	0.08	0.08	2.08	18.90	
Band 1	0.32	0.23	0.35	0.00	0.06	0.20	0.09	0.09	0.00	0.44	98.22	
Band 2	1.42	1.72	1.57	0.15	0.72	2.07	0.00	0.00	0.02	1.70	90.61	
Band 3	7.91	8.93	9.63	0.22	2.10	7.50	0.35	0.00	0.06	4.80	58.49	

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

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

	TVM	SUPER 1	NET TV	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAELLIT	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0800	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0830	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0900	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.70	98.60	100
0930	0.00	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	1.40	97.55	100
1000	0.35	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.10	95.80	100
1030	0.00	0.70	0.00	0.00	0.35	1.05	0.00	0.00	0.00	2.10	95.80	100
1100	0.35	0.70	0.35	0.00	0.35	0.70	0.00	0.00	0.00	1.75	95.80	100
1130	0.35	1.75	0.35	0.00	0.35	0.35	0.00	0.00	0.00	1.40	95.45	100
NOON	0.70	2.10	0.70	0.35	0.35	1.75	0.00	0.00	0.00	1.05	93.01	100
1230	0.35	2.10	0.70	0.35	0.00	2.10	0.00	0.00	0.00	1.05	93.36	100
1300	1.05	2.45	1.40	0.00	0.00	1.40	0.00	0.00	0.00	1.40	92.31	100
1330	0.70	2.45	2.10	0.00	0.00	2.10	0.00	0.00	0.00	1.05	91.61	100
1400	1.05	3.85	2.45	0.00	0.70	1.40	0.00	0.00	0.00	1.40	89.16	100
1430	1.40	3.85	2.10	0.00	0.70	2.80	0.00	0.00	0.00	1.75	87.41	100
1500	1.40	3.15	2.45	0.00	1.05	3.15	0.00	0.00	0.00	1.75	87.06	100
1530	0.70	3.15	2.45	0.00	1.40	2.45	0.00	0.00	0.00	1.05	88.81	100
1600	0.35	3.15	2.10	0.00	1.40	2.45	0.00	0.00	0.00	1.05	89.51	100
1630	0.35	2.45	1.40	0.00	1.05	2.45	0.00	0.00	0.00	0.70	91.61	100
1700	0.70	2.45	1.75	0.70	1.05	2.80	0.00	0.00	0.00	1.05	89.51	100
1730	0.35	3.15	1.40	0.70	0.70	2.45	0.00	0.00	0.00	2.10	89.16	100
1800	0.35	2.80	2.10	0.00	1.40	2.80	0.00	0.00	0.00	2.45	88.11	100
1830	1.05	3.15	2.10	0.00	1.05	2.80	0.00	0.00	0.00	2.80	87.06	100
1900	1.05	4.55	1.75	0.35	0.35	3.15	0.00	0.00	0.00	2.45	86.36	100
1930	1.40	20.98	1.40	0.35	0.35	2.80	0.00	0.00	0.00	2.45	70.28	100
1945	1.75	15.03	10.84	0.00	0.70	2.10	0.35	0.00	0.00	1.75	67.48	100
2000	28.32	9.44	3.85	0.00	1.75	4.20	0.70	1.40	0.00	3.15	47.20	100
2030	17.48	8.04	2.80	0.00	2.45	10.14	0.70	6.99	0.00	4.20	47.20	100
2100	11.54	8.04	3.15	0.00	2.80	14.34	0.70	7.69	0.00	6.99	44.76	100
2130	8.39	5.94	4.20	0.00	2.45	14.34	1.40	7.69	0.00	6.64	48.95	100
2200	5.59	4.55	3.50	0.00	2.10	14.34	1.75	7.69	0.00	5.24	55.24	100
2230	3.50	3.85	2.80	0.00	2.10	10.84	1.40	6.99	0.00	5.59	62.94	100
2300	1.40	2.10	1.75	0.00	1.05	6.99	1.05	3.15	0.00	3.50	79.02	100
2330	0.00	0.35	0.35	0.00	0.35	3.50	0.35	0.70	0.00	1.40	93.01	100
Tot. Avg.	1.88	2.58	1.27	0.07	0.59	2.51	0.19	0.86	0.00	1.51	88.54	
maximum	28.32	20.98	10.84	0.70	2.80	14.34	1.75	7.69	0.00	6.99	100.00	
std. dev.	4.95	3.99	1.85	0.17	0.77	3.81	0.41	2.26	0.00	1.74	15.89	
Band 1	0.09	0.26	0.06	0.06	0.12	0.29	0.09	0.00	0.00	0.79	98.25	
Band 2	0.75	2.87	1.80	0.15	0.77	2.35	0.00	0.00	0.00	1.47	89.84	
Band 3	7.31	7.53	3.31	0.06	1.49	7.88	0.76	3.85	0.00	3.94	63.86	

**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	NET TV	SMAS1	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAATELLIT	NONE	TOTAL
MIDNIGHT1	0.35	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	99.65	100
0100	0.35	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	0.35	0.00	0.00	0.00	0.00	99.30	100
0200	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.35	0.00	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0630	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100
0700	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35	98.25	100
0730	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35	98.25	100
0800	0.35	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	97.90	100
0830	0.35	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00	0.35	97.20	100
0900	0.35	1.05	0.35	0.00	0.35	0.70	0.35	0.00	0.00	0.35	96.50	100
0930	0.35	1.05	0.35	0.00	0.35	1.05	0.00	0.00	0.00	1.05	95.80	100
1000	0.35	1.05	0.00	0.35	0.00	1.05	0.00	0.00	0.00	1.75	95.45	100
1030	0.35	1.05	0.00	0.35	0.00	0.70	0.00	0.00	0.00	1.75	95.80	100
1100	0.35	1.40	0.70	0.35	0.00	0.70	0.00	0.00	0.00	2.10	94.41	100
1130	0.70	1.40	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.75	94.76	100
NOON	1.05	1.75	0.35	0.35	0.00	1.05	0.00	0.00	0.00	1.40	94.06	100
1230	1.05	1.75	0.35	0.35	0.35	0.70	0.00	0.00	0.00	1.40	94.06	100
1300	1.75	2.10	0.00	0.00	0.00	1.05	0.00	0.00	0.00	2.45	92.66	100
1330	1.40	2.10	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	92.66	100
1400	2.10	3.50	0.70	0.00	0.35	3.50	0.00	0.00	0.00	2.45	87.41	100
1430	2.10	3.50	0.70	0.00	1.05	3.85	0.00	0.00	0.00	2.80	86.01	100
1500	1.75	4.20	0.70	0.00	1.40	2.45	0.00	0.00	0.00	2.45	87.06	100
1530	1.05	4.20	1.05	0.00	1.40	2.45	0.00	0.00	0.00	2.80	87.06	100
1600	0.70	3.15	1.75	0.35	1.05	2.45	0.00	0.00	0.00	2.45	88.11	100
1630	0.35	3.15	2.10	0.35	0.70	2.10	0.00	0.00	0.00	2.45	88.81	100
1700	0.70	2.45	2.10	0.00	0.70	2.80	0.00	0.00	0.00	2.45	88.81	100
1730	0.70	3.15	1.75	0.00	1.05	1.75	0.00	0.00	0.00	3.15	88.46	100
1800	0.70	3.50	2.10	0.00	1.05	1.75	0.00	0.00	0.00	3.85	87.06	100
1830	0.35	3.15	2.10	0.00	1.05	2.45	0.00	0.00	0.00	4.20	86.71	100
1900	0.70	5.59	2.10	0.00	1.40	2.45	0.00	0.00	0.00	4.20	83.57	100
1930	1.40	19.93	2.45	0.00	1.05	2.80	0.00	0.00	0.00	3.15	69.23	100
1945	1.75	13.29	13.64	0.00	1.05	2.80	0.35	0.00	0.00	3.50	63.64	100
2000	27.97	10.84	5.94	0.00	1.40	4.55	0.35	0.00	0.35	3.50	45.10	100
2030	25.17	8.74	7.34	0.00	1.40	9.09	0.70	0.70	0.35	5.24	41.26	100
2100	23.43	6.64	6.64	0.00	3.85	12.94	0.70	0.70	0.35	6.64	38.11	100
2130	19.93	5.94	4.20	0.00	2.80	12.24	0.70	0.35	0.35	6.64	46.85	100
2200	18.18	4.90	2.80	0.00	3.15	12.24	0.35	0.35	0.35	6.29	51.40	100
2230	16.08	4.55	1.05	0.00	2.45	9.79	0.00	0.35	0.00	5.94	59.79	100
2300	6.64	2.45	1.05	0.00	0.35	4.55	0.00	0.00	0.00	5.59	79.37	100
2330	2.80	1.05	0.00	0.00	0.35	1.75	0.00	0.00	0.00	1.40	92.66	100
Tot. Avg.	3.35	2.79	1.36	0.06	0.62	2.28	0.10	0.05	0.04	2.01	87.34	
maximum	27.97	19.93	13.64	0.35	3.85	12.94	0.70	0.70	0.35	6.64	100.00	
std. dev.	7.12	3.76	2.45	0.13	0.89	3.30	0.20	0.16	0.11	1.99	16.99	
Band 1	0.26	0.93	0.26	0.12	0.09	0.41	0.15	0.00	0.00	0.84	96.94	
Band 2	1.12	2.97	1.15	0.10	0.72	2.12	0.00	0.00	0.00	2.60	89.21	
Band 3	13.10	7.63	4.29	0.00	1.75	6.83	0.29	0.22	0.16	4.74	61.00	

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

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

	TVM	SUPER 1	NET TV	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAELLIT	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0400	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.35	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0700	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.55	100
0730	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	97.90	100
0800	0.70	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	96.85	100
0830	0.35	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
0900	0.35	1.75	0.35	0.00	0.35	0.00	0.00	0.00	0.00	2.10	95.10	100
0930	0.35	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	95.45	100
1000	0.35	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00	1.75	95.80	100
1030	0.35	1.40	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.40	95.45	100
1100	0.35	1.05	0.70	0.35	0.35	0.70	0.00	0.00	0.00	1.75	94.76	100
1130	0.35	1.05	0.35	0.35	0.70	0.70	0.00	0.00	0.00	1.40	95.10	100
NOON	0.70	1.75	0.70	0.35	0.70	0.70	0.35	0.00	0.00	1.40	93.36	100
1230	0.70	1.75	0.70	0.00	0.35	1.40	0.35	0.00	0.00	1.40	93.36	100
1300	2.10	1.40	0.70	0.00	0.35	1.05	0.35	0.00	0.00	2.10	91.96	100
1330	1.75	1.05	1.05	0.00	0.70	0.70	0.35	0.00	0.00	2.45	91.96	100
1400	1.75	1.40	1.05	0.00	0.70	3.50	0.35	0.00	0.00	2.80	88.46	100
1430	1.40	1.40	1.05	0.00	0.70	3.50	0.00	0.00	0.00	2.45	89.51	100
1500	1.05	1.40	0.70	0.00	0.70	3.15	0.00	0.00	0.00	2.10	90.91	100
1530	0.70	2.10	1.05	0.35	0.70	2.80	0.35	0.00	0.00	2.10	89.86	100
1600	0.70	2.45	2.10	0.35	1.40	2.80	0.35	0.00	0.00	2.10	87.76	100
1630	0.35	2.80	1.75	0.70	1.40	2.10	0.35	0.00	0.00	2.80	87.76	100
1700	0.35	2.10	2.45	0.35	0.70	2.10	0.35	0.00	0.00	3.85	87.76	100
1730	0.35	2.10	2.10	0.35	0.35	3.50	0.35	0.00	0.00	4.20	86.71	100
1800	1.05	4.20	2.10	0.00	0.35	3.15	0.00	0.00	0.00	4.55	84.62	100
1830	0.70	4.55	2.10	0.00	0.35	3.85	0.00	0.00	0.00	4.90	83.57	100
1900	1.05	4.90	2.10	0.35	0.00	4.20	0.00	0.00	0.00	4.90	82.52	100
1930	1.05	18.88	1.75	0.35	0.35	3.15	0.00	0.00	0.00	4.55	69.93	100
1945	2.10	11.54	16.78	0.35	0.35	3.50	0.00	0.00	0.00	3.85	61.54	100
2000	30.07	11.19	5.94	0.70	1.40	6.64	0.00	0.00	0.00	5.59	38.46	100
2030	21.68	14.69	3.50	0.70	2.80	9.09	1.05	0.00	0.00	6.64	39.86	100
2100	10.49	16.78	3.50	1.40	5.59	13.64	1.05	0.35	0.00	9.09	38.11	100
2130	8.74	13.64	3.50	1.75	5.59	15.38	1.05	0.35	0.00	9.44	40.56	100
2200	5.59	7.69	3.85	1.05	6.29	14.69	1.40	0.00	0.00	10.49	48.95	100
2230	3.15	3.85	1.40	0.35	4.55	12.94	0.70	0.00	0.00	9.09	63.99	100
2300	0.00	1.40	0.35	0.35	1.05	7.34	0.35	0.00	0.00	5.59	83.57	100
2330	0.00	0.70	0.35	0.35	0.70	3.15	0.35	0.00	0.00	1.75	92.66	100
Tot. Avg.	2.07	3.07	1.31	0.23	0.82	2.68	0.19	0.01	0.00	2.57	87.05	
maximum	30.07	18.88	16.78	1.75	6.29	15.38	1.40	0.35	0.00	10.49	100.00	
std. dev.	5.38	4.61	2.59	0.37	1.50	4.01	0.33	0.07	0.00	2.71	17.73	
Band 1	0.32	1.22	0.15	0.09	0.17	0.26	0.00	0.00	0.00	1.11	96.68	
Band 2	0.97	2.17	1.40	0.17	0.67	2.45	0.25	0.00	0.00	2.80	89.11	
Band 3	7.63	9.57	3.91	0.70	2.61	8.52	0.54	0.06	0.00	6.45	60.01	

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

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

	TVM	SUPER 1	NET TV	SMASI	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	iATELLIT	NONE	TOTAL
MIDNIGHT1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0400	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.35	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	99.65	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0700	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0800	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
0830	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.35	98.25	100
0900	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	97.55	100
0930	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	97.55	100
1000	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.90	100
1030	0.00	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.70	97.55	100
1100	0.00	1.05	0.00	0.70	0.35	0.35	0.00	0.00	0.00	1.05	96.50	100
1130	0.00	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.85	100
NOON	0.00	0.70	0.35	0.35	0.00	0.70	0.35	0.00	0.00	1.40	96.15	100
1230	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.00	1.40	96.50	100
1300	2.45	0.70	0.35	0.00	0.00	1.05	0.00	0.00	0.00	1.40	94.06	100
1330	2.10	1.05	0.35	0.00	0.00	1.40	0.00	0.00	0.00	0.70	94.41	100
1400	2.10	1.40	0.35	0.00	0.00	3.85	0.00	0.00	0.00	0.70	91.61	100
1430	2.10	1.75	0.35	0.35	0.35	3.15	0.00	0.00	0.00	0.35	91.61	100
1500	1.75	1.75	0.70	0.35	0.00	3.15	0.00	0.00	0.00	0.35	91.96	100
1530	0.35	1.75	0.70	0.00	0.00	2.80	0.00	0.00	0.00	1.05	93.36	100
1600	0.35	1.75	1.40	0.35	0.35	2.45	0.00	0.00	0.00	1.40	91.96	100
1630	0.00	1.75	1.40	0.35	0.35	2.10	0.00	0.00	0.00	1.05	93.01	100
1700	0.35	2.45	1.40	0.70	0.00	1.75	0.00	0.00	0.00	1.75	91.61	100
1730	0.00	2.80	1.05	0.00	0.00	1.40	0.35	0.00	0.00	1.05	93.36	100
1800	1.05	3.15	2.10	0.35	0.35	1.40	0.35	0.00	0.00	1.75	89.51	100
1830	0.70	3.15	1.75	0.35	0.70	1.75	0.35	0.00	0.00	1.40	89.86	100
1900	1.05	3.50	1.75	0.35	1.05	1.75	0.35	0.00	0.00	1.75	88.46	100
1930	1.40	17.48	1.40	0.35	1.40	1.75	0.35	0.00	0.00	1.40	74.48	100
1945	1.75	11.19	15.38	0.35	1.05	2.10	0.35	0.00	0.00	1.05	66.78	100
2000	42.66	7.34	6.99	0.35	0.70	3.85	0.35	0.00	0.00	1.75	36.01	100
2030	46.50	5.59	5.24	0.00	1.05	6.99	0.70	0.00	0.00	2.80	31.12	100
2100	50.00	4.55	2.45	0.00	1.40	10.84	0.35	0.00	0.00	3.15	27.27	100
2130	50.00	4.90	2.10	0.00	1.40	9.44	0.35	0.00	0.00	2.80	29.02	100
2200	46.85	4.20	1.40	0.00	1.40	9.44	0.35	0.00	0.00	2.80	33.57	100
2230	41.26	3.50	1.40	0.00	0.70	6.64	0.35	0.00	0.00	1.75	44.41	100
2300	23.78	0.35	1.05	0.00	0.70	3.15	0.00	0.00	0.00	2.10	68.88	100
2330	13.64	0.00	0.70	0.00	0.35	1.40	0.00	0.00	0.00	2.10	81.82	100
Tot. Avg.	6.79	1.93	1.07	0.13	0.30	1.79	0.11	0.00	0.00	1.02	86.86	
maximum	50.00	17.48	15.38	0.70	1.40	10.84	0.70	0.00	0.00	3.15	100.00	
std. dev.	15.25	3.13	2.45	0.21	0.45	2.62	0.18	0.00	0.00	0.82	21.30	
Band 1	0.06	0.61	0.00	0.15	0.12	0.23	0.00	0.00	0.00	0.67	98.16	
Band 2	0.95	1.77	0.90	0.22	0.15	1.97	0.12	0.00	0.00	1.12	92.78	
Band 3	28.99	5.69	3.62	0.13	1.02	5.21	0.32	0.00	0.00	2.13	52.89	

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

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

	TVM	SUPER 1	NET TV	SMAS1	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	iATELLIT	NONE	TOTAL
MIDNIGHT1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0800	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0830	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0900	0.35	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.70	96.50	100
0930	0.70	1.05	0.70	0.00	0.35	0.00	0.00	0.00	0.00	1.05	96.15	100
1000	0.35	1.05	0.35	0.00	0.35	0.00	0.00	0.00	0.00	1.40	96.50	100
1030	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	1.05	97.20	100
1100	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	1.75	96.50	100
1130	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	2.45	96.15	100
NOON	1.40	1.75	0.35	0.00	0.00	0.70	0.00	0.00	0.35	2.45	93.01	100
1230	2.45	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	1.75	94.06	100
1300	3.15	1.05	0.35	0.00	0.00	1.05	0.00	0.00	0.00	2.45	91.96	100
1330	2.45	1.40	0.35	0.00	0.00	1.40	0.00	0.00	0.35	3.15	90.91	100
1400	4.90	4.20	0.35	0.00	0.00	2.80	0.35	0.00	0.35	3.85	83.22	100
1430	5.59	4.55	0.35	0.00	0.00	3.15	0.35	0.00	0.35	3.85	81.82	100
1500	5.94	4.90	0.35	0.00	0.35	3.85	0.35	0.00	0.35	4.90	79.02	100
1530	5.59	4.90	0.35	0.00	0.35	4.90	0.35	0.00	0.35	4.90	78.32	100
1600	5.59	5.24	1.05	0.00	0.35	4.55	0.35	0.00	0.00	5.24	77.62	100
1630	5.24	5.24	1.05	0.00	0.00	4.55	0.00	0.00	0.00	4.90	79.02	100
1700	4.90	5.59	0.70	0.00	0.00	3.85	0.00	0.00	0.00	4.55	80.42	100
1730	4.90	5.24	0.70	0.00	0.00	3.15	0.00	0.00	0.00	4.20	81.82	100
1800	5.59	3.85	0.35	0.00	0.35	3.85	0.00	0.00	0.00	4.20	81.82	100
1830	3.50	3.50	0.00	0.00	0.70	3.15	0.00	0.00	0.00	2.45	86.71	100
1900	2.80	4.90	0.00	0.00	1.05	2.45	0.00	0.00	0.00	4.55	84.27	100
1930	2.80	18.18	0.00	0.00	1.05	2.10	0.00	0.00	0.00	4.20	71.68	100
1945	3.50	11.19	11.54	0.00	0.70	2.45	0.00	0.00	0.00	3.50	67.13	100
2000	20.63	9.44	6.29	0.00	0.70	3.50	0.00	0.00	0.00	4.55	54.90	100
2030	12.94	6.64	4.90	0.00	1.75	6.29	0.00	0.00	0.00	5.94	61.54	100
2100	8.74	6.99	3.15	0.00	3.15	9.09	0.35	0.00	0.00	6.64	61.89	100
2130	6.64	6.64	2.10	0.00	2.45	8.74	0.35	0.00	0.00	6.29	66.78	100
2200	5.59	5.59	1.40	0.00	2.45	9.44	0.35	0.00	0.00	6.29	68.88	100
2230	4.90	4.20	1.40	0.00	1.40	8.39	0.35	0.00	0.00	4.55	74.83	100
2300	1.75	2.45	1.05	0.00	0.35	3.85	0.00	0.00	0.00	4.20	86.36	100
2330	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.00	0.00	2.80	93.71	100
Tot. Avg.	2.71	2.83	0.88	0.00	0.39	2.03	0.06	0.00	0.06	2.38	88.67	
maximum	20.63	18.18	11.54	0.00	3.15	9.44	0.35	0.00	0.35	6.64	100.00	
std. dev.	3.88	3.54	1.95	0.00	0.71	2.69	0.14	0.00	0.14	2.17	12.56	
Band 1	0.12	0.73	0.32	0.00	0.15	0.00	0.00	0.00	0.09	0.82	97.79	
Band 2	4.37	3.72	0.47	0.00	0.15	2.97	0.12	0.00	0.15	3.77	84.27	
Band 3	6.39	7.06	2.96	0.00	1.37	5.24	0.13	0.00	0.00	4.86	72.00	

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

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

	TVM	SUPER 1	NET TV	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAELLIT	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0700	1.05	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	97.90	100
0730	1.05	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
0800	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100
0830	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100
0900	1.75	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.85	100
0930	4.90	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	93.36	100
1000	15.38	0.35	0.70	0.00	0.70	0.00	0.00	0.00	0.00	1.05	81.82	100
1030	20.28	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00	1.05	76.92	100
1100	26.92	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	70.28	100
1130	26.22	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.05	71.33	100
NOON	20.63	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00	2.10	75.17	100
1230	14.34	1.75	0.00	0.00	0.00	1.40	0.00	0.00	0.00	2.10	80.42	100
1300	8.04	2.10	0.00	0.00	0.00	1.05	0.00	0.00	0.00	2.45	86.36	100
1330	3.85	2.45	0.00	0.35	0.35	1.40	0.00	0.00	0.00	2.10	89.51	100
1400	3.50	2.80	0.35	0.00	1.40	2.45	0.00	0.00	0.00	2.10	87.41	100
1430	3.15	2.45	0.00	0.00	1.40	2.10	0.00	0.35	0.00	2.10	88.46	100
1500	3.15	2.45	0.35	0.00	2.45	3.50	0.00	0.35	0.00	3.85	83.92	100
1530	3.15	2.45	1.05	0.00	2.45	4.55	0.00	0.35	0.00	3.85	82.17	100
1600	2.80	2.80	0.35	0.00	1.40	4.90	0.00	0.00	0.00	4.55	83.22	100
1630	2.45	2.10	0.70	0.00	1.05	4.55	0.00	0.00	0.00	3.85	85.31	100
1700	2.10	2.80	1.40	0.00	1.05	5.24	0.00	0.00	0.00	4.90	82.52	100
1730	1.40	2.45	1.40	0.00	1.40	3.15	0.00	0.00	0.00	5.24	84.97	100
1800	1.75	2.10	1.05	0.35	1.75	3.85	0.00	0.00	0.00	6.99	82.17	100
1830	1.40	2.45	0.35	0.35	1.40	4.20	0.00	0.00	0.00	6.99	82.87	100
1900	2.80	4.90	0.35	0.35	1.40	4.55	0.00	0.00	0.00	5.59	80.07	100
1930	1.75	20.28	1.05	0.35	1.05	3.15	0.00	0.00	0.00	4.55	67.83	100
1945	2.10	12.94	13.99	0.35	1.05	2.80	0.00	0.00	0.00	4.55	62.24	100
2000	27.62	9.44	5.24	0.00	1.05	3.85	0.00	0.00	0.35	5.59	46.85	100
2030	25.17	12.59	5.59	0.00	1.40	6.29	0.00	0.00	0.35	8.04	40.56	100
2100	22.38	11.89	5.24	0.00	2.80	10.14	0.00	0.00	0.70	8.74	38.11	100
2130	20.28	9.09	4.90	0.00	3.15	8.74	0.00	0.00	0.35	7.69	45.80	100
2200	11.89	6.29	3.50	0.00	3.50	9.44	0.00	0.00	0.35	8.39	56.64	100
2230	4.90	5.24	3.50	0.00	2.80	11.19	0.35	0.00	0.35	6.29	65.38	100
2300	1.05	4.20	1.05	0.00	2.10	6.64	0.35	0.00	0.35	3.50	80.77	100
2330	0.35	1.05	0.70	0.00	0.70	3.15	0.00	0.00	0.00	1.40	92.66	100
Tot. Avg.	5.92	2.75	1.21	0.04	0.78	2.33	0.01	0.02	0.06	2.52	84.35	
maximum	27.62	20.28	13.99	0.35	3.50	11.19	0.35	0.35	0.70	8.74	100.00	
std. dev.	8.62	4.21	2.38	0.11	0.99	2.99	0.07	0.08	0.15	2.73	16.86	
Band 1	8.19	0.38	0.58	0.00	0.12	0.09	0.00	0.00	0.00	0.50	90.15	
Band 2	5.12	2.32	0.50	0.07	1.15	3.07	0.00	0.07	0.00	3.80	83.89	
Band 3	10.93	8.90	4.10	0.10	1.91	6.36	0.06	0.00	0.25	5.85	61.54	

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

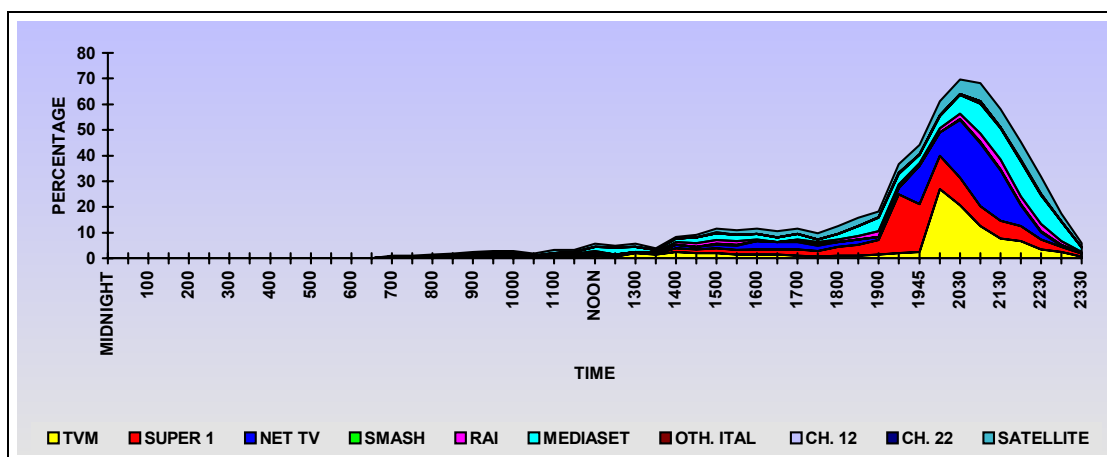


Fig 8.3: TV Audience Shares: Monday

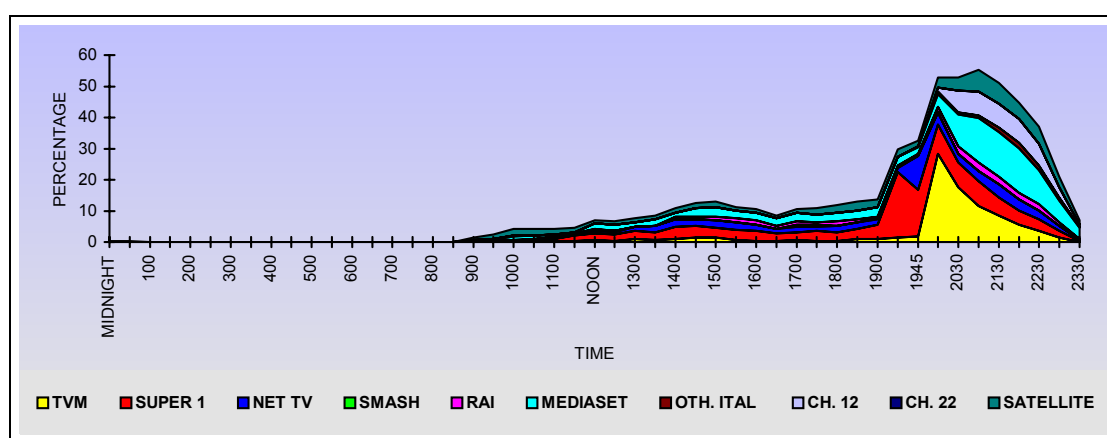


Fig 8.4: TV Audience Shares: Tuesday

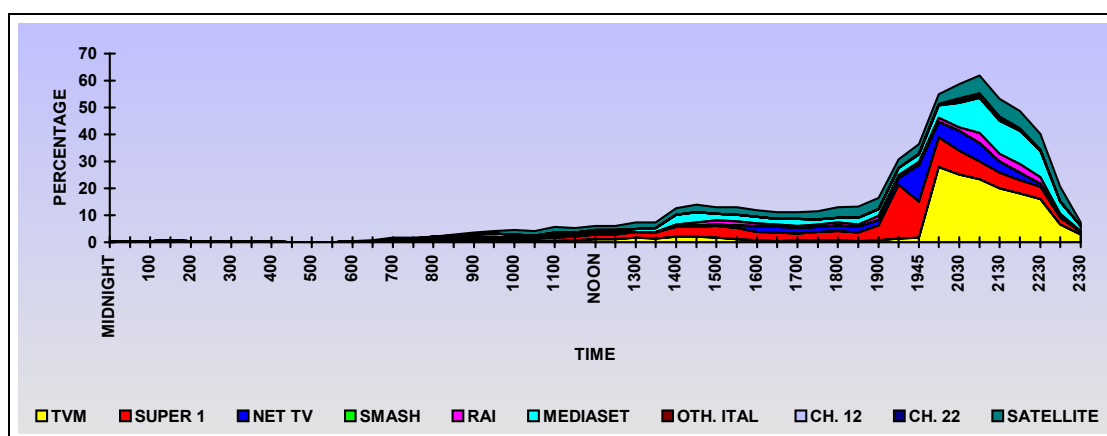


Fig 8.5: TV Audience Shares: Wednesday

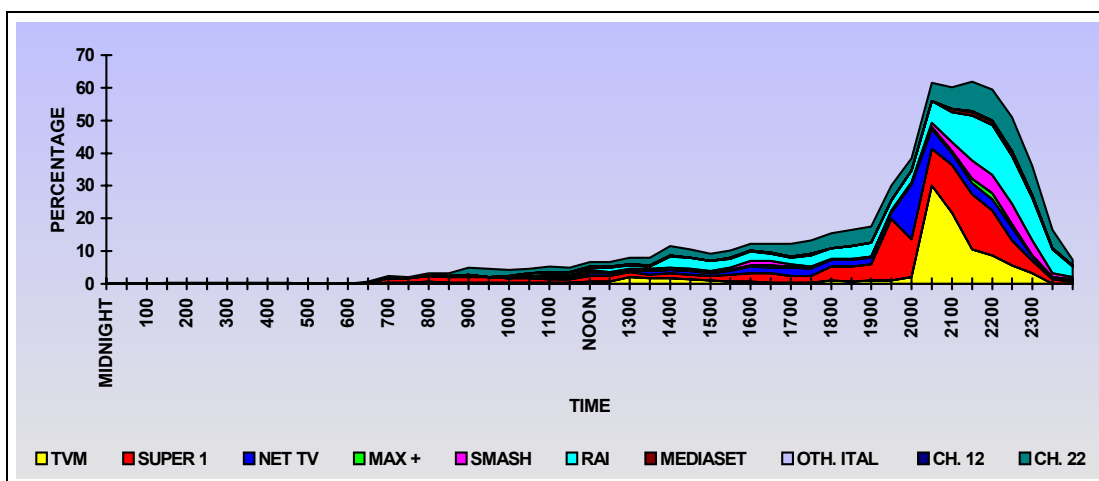


Fig 8.6: TV Audience Shares: Thursday

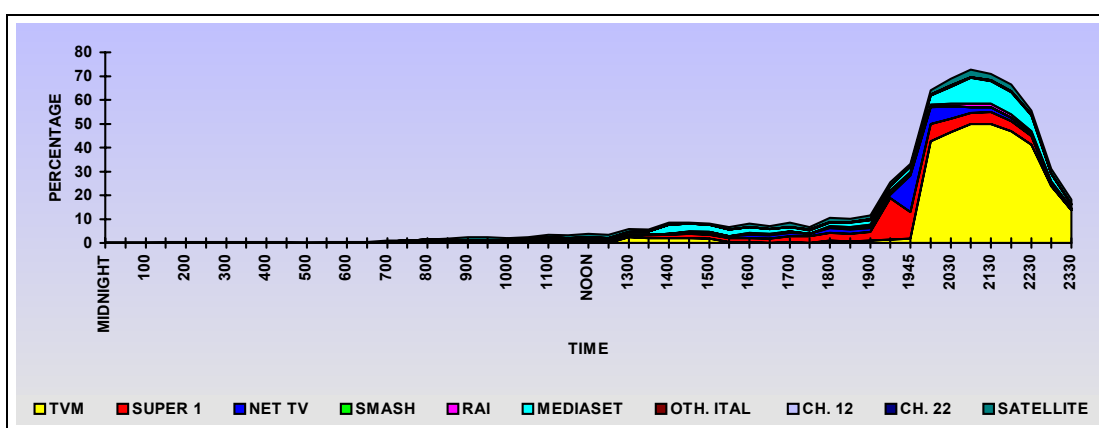


Fig 8.7: TV Audience Shares: Friday

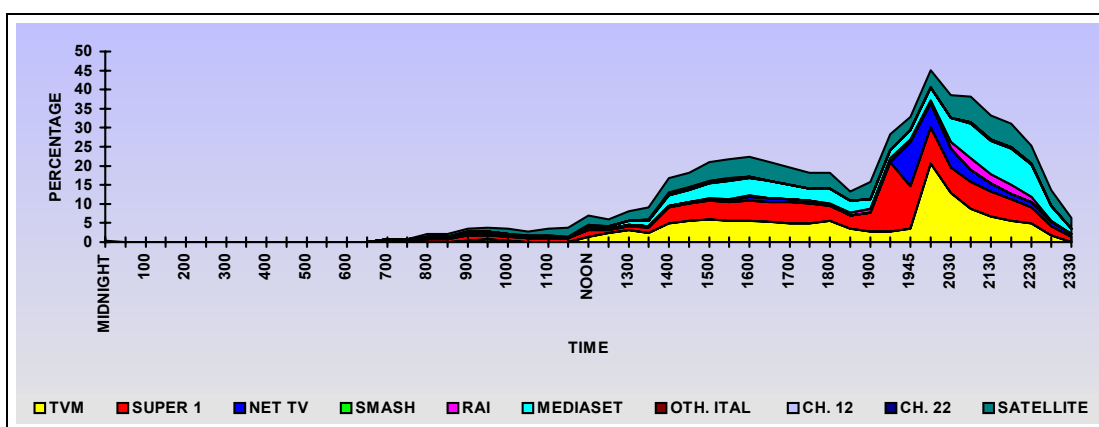


Fig 8.8: TV Audience Shares: Saturday

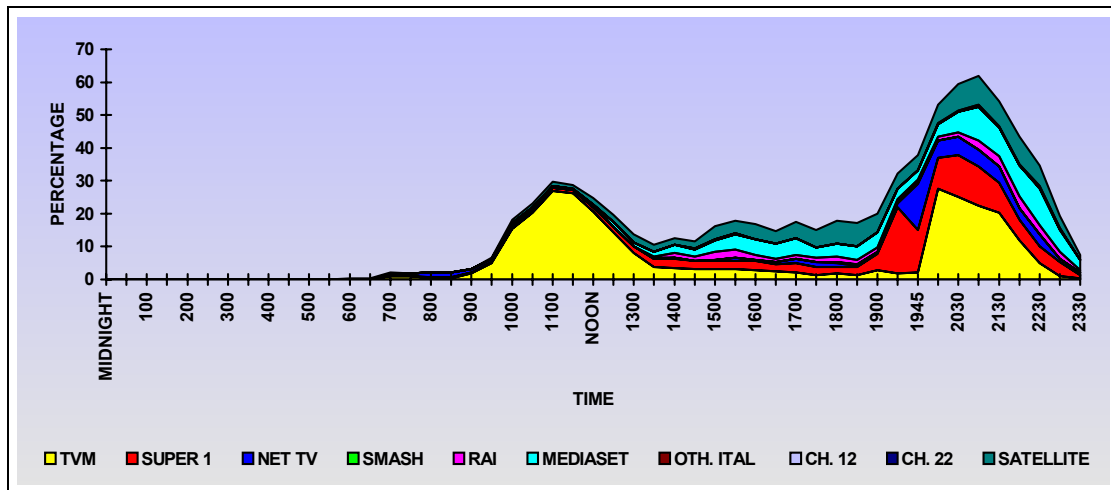


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

- 8.6.1 As stated in par. 1.4 above, the Broadcasting Authority study decided that, as from the Autumn 2000 study, Time-Bands are to be used to calculate audience share by each station (see Circular No 18/00 dated 22 June 2000). In the following analysis TV audiences are therefore again grouped as follows: Time band 1: 6.00 a.m. to Noon; Time Band 2: Noon – 7.00 p.m.; and Time-band 3: 7.00 p.m. – Midnight. This will allow better comparisons in the case of stations that target specific audiences at particular times. Each of these Time-bands will be analysed individually. Data is presented in Tables 8.3 to Table 8.5. Each Time Band is accompanied by two Figures, one summarising the daily performance for each TV station, and the other, in the form of a Pie Chart, the average weekly audience share for that particular Time Band. Both the Tables and the Figures are worked on the basis of available time-slots for the stations during that time-band, and therefore ignores those time-slots when the station is not on air.
- 8.6.2 It is to be emphasised that one percent does not represent the same number of persons for the three different time-bands because the size of absolute audiences differs extensively across the three time-bands. This can be confirmed on examination of the absolute figures for each time-slot.
- 8.6.3 Table 8.3 and Figures 8.10 and 8.11 below present data on the daily average share by channel or group of channels for Time Band 1. The Table shows that for this Time-Band, the highest average for the week was obtained by TVM, at 1.34%, which translates itself into an audience share of 39.3% of all available viewers during this band (See Figure 8.11). Satellite and Super 1 are next, and claim an audience share of 21.7% and 18.2% respectively during this time-band. Net TV has a 7.3% audience share for the same time-band.

Table 8.3: Time Band 1 - TV Audience Average Share - 0600 HRS –NOON

	TVM	SUP 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.32	0.23	0.35	0.00	0.06	0.20	0.09	0.09	0.00	0.44	98.22
Tuesday	0.09	0.26	0.06	0.06	0.12	0.29	0.09	0.00	0.00	0.79	98.25
Wednesday	0.26	0.93	0.26	0.12	0.09	0.41	0.15	0.00	0.00	0.84	96.94
Thursday	0.32	1.22	0.15	0.09	0.17	0.26	0.00	0.00	0.00	1.11	96.68
Friday	0.06	0.61	0.00	0.15	0.12	0.23	0.00	0.00	0.00	0.67	98.16
Saturday	0.12	0.73	0.32	0.00	0.15	0.00	0.00	0.00	0.09	0.82	97.79
Sunday	8.19	0.38	0.58	0.00	0.12	0.09	0.00	0.00	0.00	0.50	90.15
Daily Average	1.34	0.62	0.25	0.06	0.12	0.21	0.05	0.01	0.01	0.74	96.60

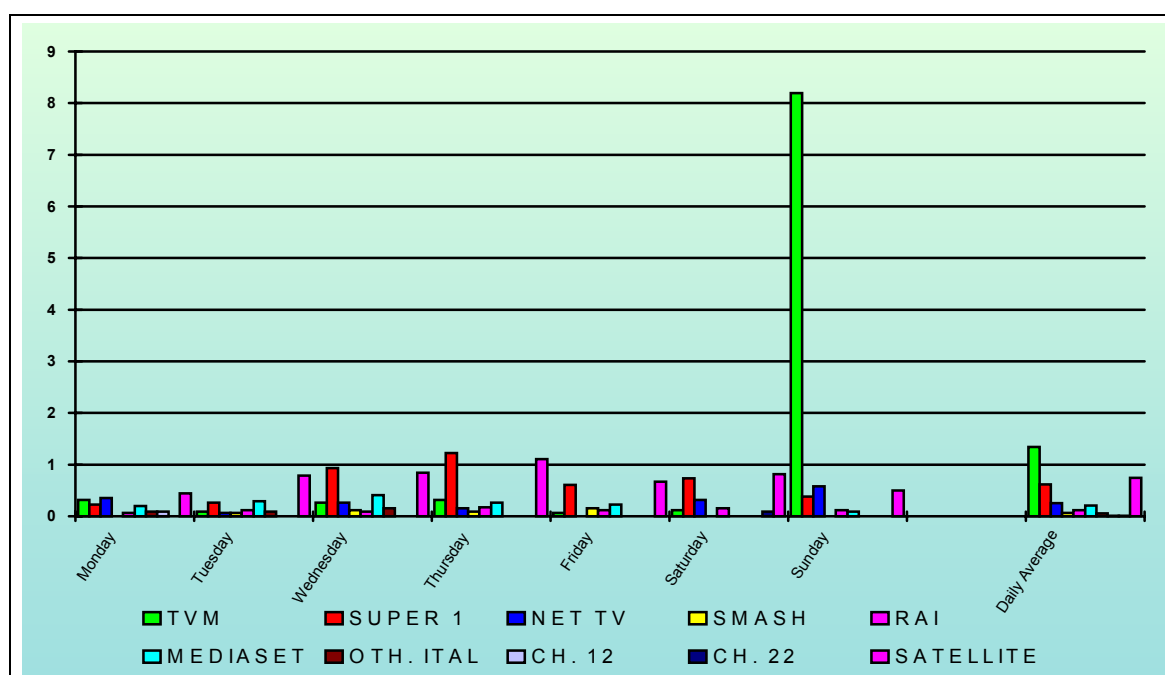


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 2nd Quarter 2003
0600 HRS -NOON

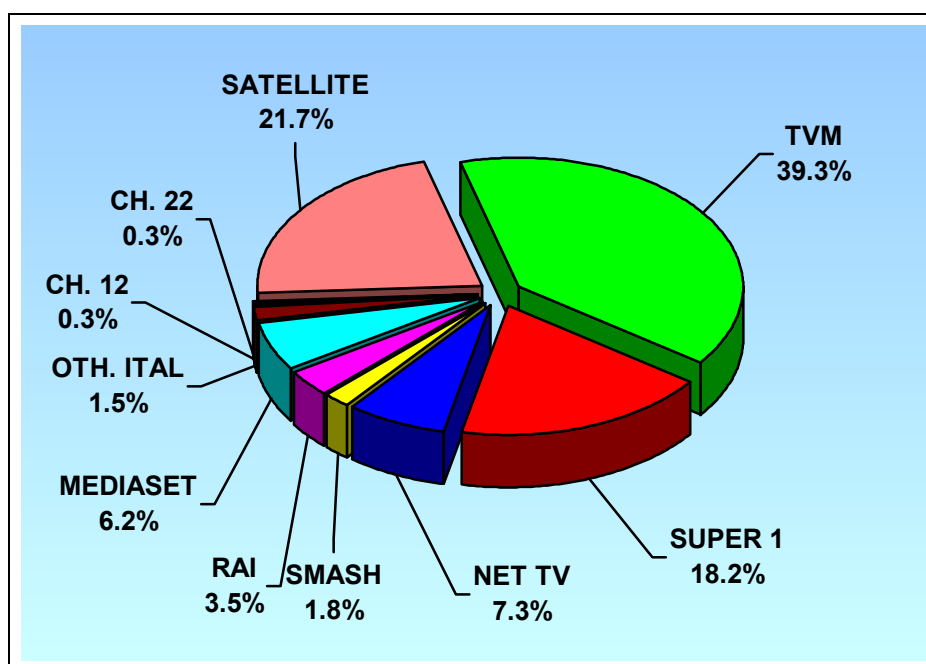


Fig. 8.11: Time Band 1: TV Average Audience Share – 2nd Quarter 2003
0600 HRS –NOON

8.6.4 Table 8.4 and Figures 8.12 and 8.13 below in turn present data on the daily average share by channel or group of channels for Time Band 2, which is longer than the other two because it extends from noon till 7.00 p.m. The Table shows that for this Time-Band, the highest average for the week was obtained by Super 1, at 2.51%, which in turn translates itself into an audience share of 21.9% of all available viewers during this band (See Figure 8.13). Of the rest, Satellite, Mediaset, TVM and NET TV follow, and claim an audience share of 21.6%, 21.2%, 18.3% and 9.7% respectively during this time-band. Smash TV can claim only an audience share of 1% during the same time-band.

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS

	TVM	SUP 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	1.42	1.72	1.57	0.15	0.72	2.07	0.00	0.00	0.02	1.70	90.61
Tuesday	0.75	2.87	1.80	0.15	0.77	2.35	0.00	0.00	0.00	1.47	89.84
Wednesday	1.12	2.97	1.15	0.10	0.72	2.12	0.00	0.00	0.00	2.60	89.21
Thursday	0.97	2.17	1.40	0.17	0.67	2.45	0.25	0.00	0.00	2.80	89.11
Friday	0.95	1.77	0.90	0.22	0.15	1.97	0.12	0.00	0.00	1.12	92.78
Saturday	4.37	3.72	0.47	0.00	0.15	2.97	0.12	0.00	0.15	3.77	84.27
Sunday	5.12	2.32	0.50	0.07	1.15	3.07	0.00	0.07	0.00	3.80	83.89
Daily Averag	2.10	2.51	1.11	0.12	0.62	2.43	0.07	0.01	0.02	2.47	88.53

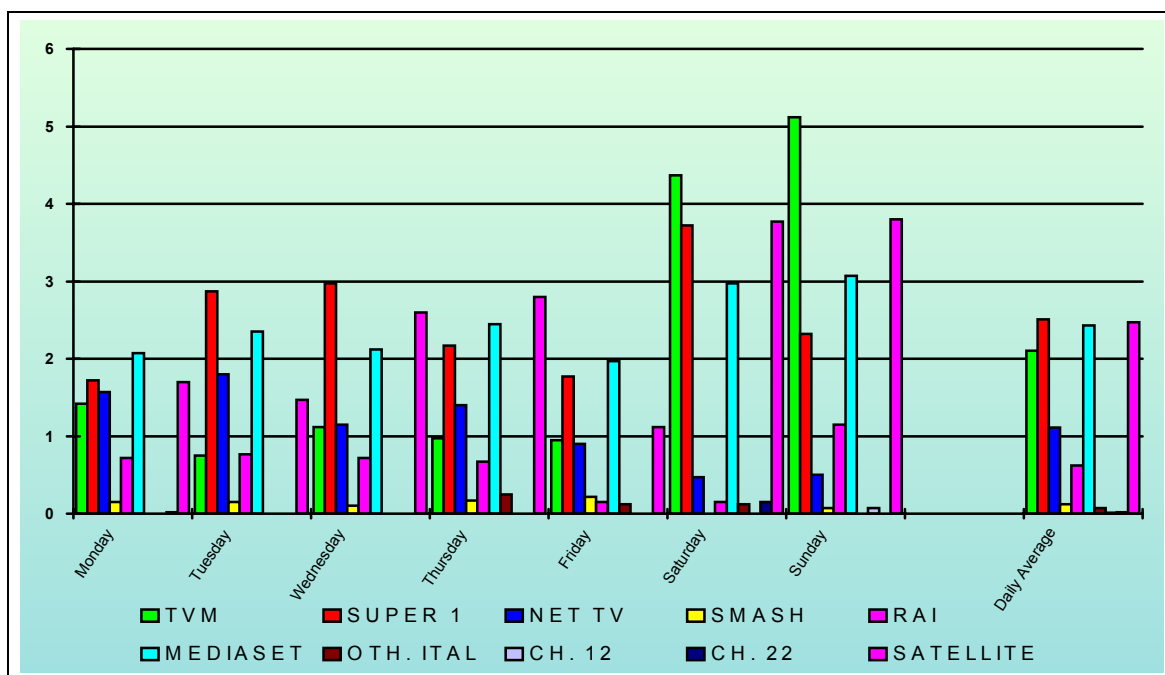


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 2nd Quarter 2003
NOON - 1900 HRS

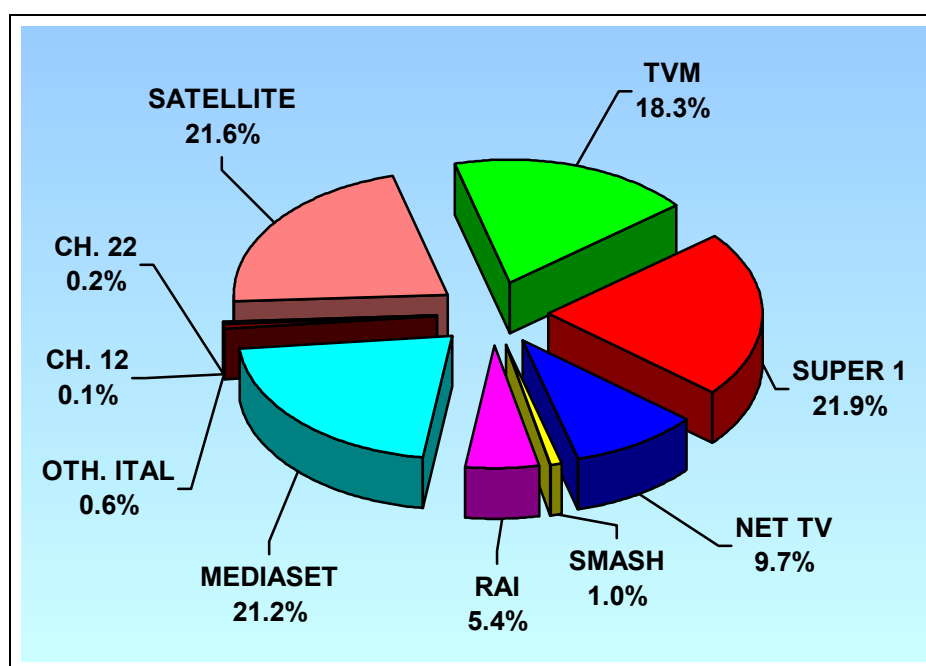


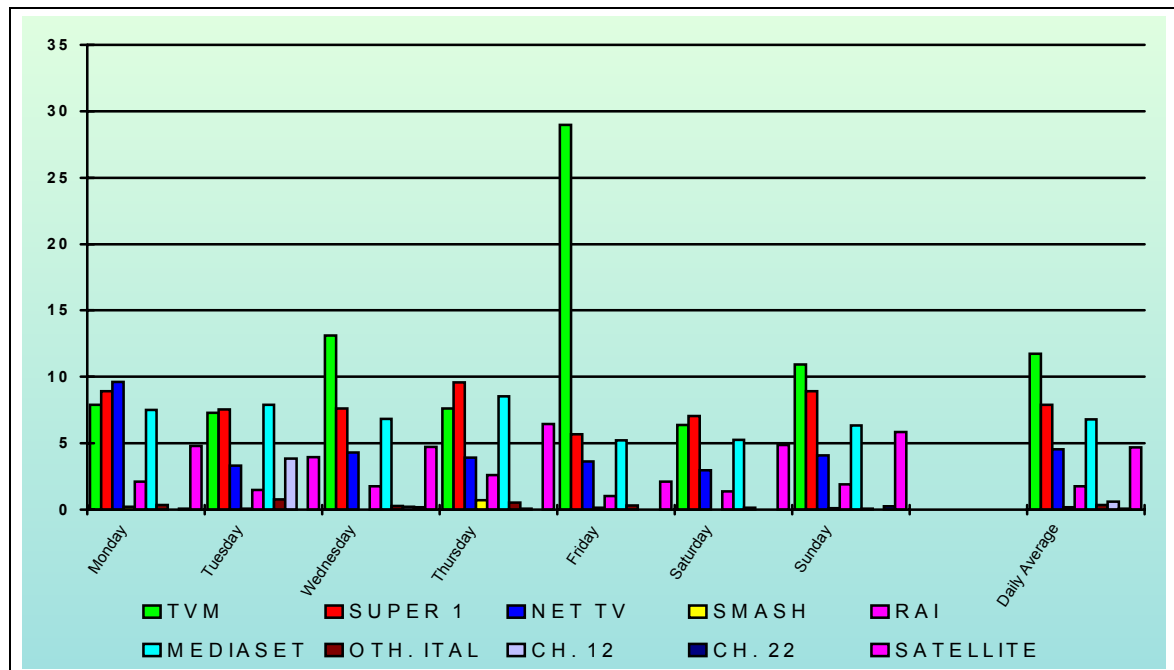
Fig. 8.13: Time Band 2: TV Average Audience Share – 2nd Quarter 2003
NOON - 1900 HRS

8.6.5 The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. Table 8.5 and Figures 8.14 and 8.15 below present data on the daily average share by channel or group of channels for Time Band 3. The Table shows that for this Time-Band, the highest average for the week was also obtained by TVM, at 11.75%, which in turn translates itself into an audience share of 30.4% of all available viewers during this band (See Figure 8.15). Of the other stations,

Super 1, Mediaset, Satellite and NET TV follow next, and register an audience share of 20.5%, 17.6%, 12.1% and 11.8% respectively during this time-band. None of the other local TV stations is particularly strong during this time-band. RAI commands a 4.5% audience share.

**Table 8.5: Time Band 3 - TV Audience Average Share
1900 HRS – MIDNIGHT**

	TVM	SUP 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	7.91	8.93	9.63	0.22	2.10	7.50	0.35	0.00	0.06	4.80	58.49
Tuesday	7.31	7.53	3.31	0.06	1.49	7.88	0.76	3.85	0.00	3.94	63.86
Wednesday	13.10	7.63	4.29	0.00	1.75	6.83	0.29	0.22	0.16	4.74	61.00
Thursday	7.63	9.57	3.91	0.70	2.61	8.52	0.54	0.06	0.00	6.45	60.01
Friday	28.99	5.69	3.62	0.13	1.02	5.21	0.32	0.00	0.00	2.13	52.89
Saturday	6.39	7.06	2.96	0.00	1.37	5.24	0.13	0.00	0.00	4.86	72.00
Sunday	10.93	8.90	4.10	0.10	1.91	6.36	0.06	0.00	0.25	5.85	61.54
Daily Average	11.75	7.90	4.55	0.17	1.75	6.79	0.35	0.59	0.07	4.68	61.40



**Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 2nd Quarter 2003
1900 HRS – MIDNIGHT**

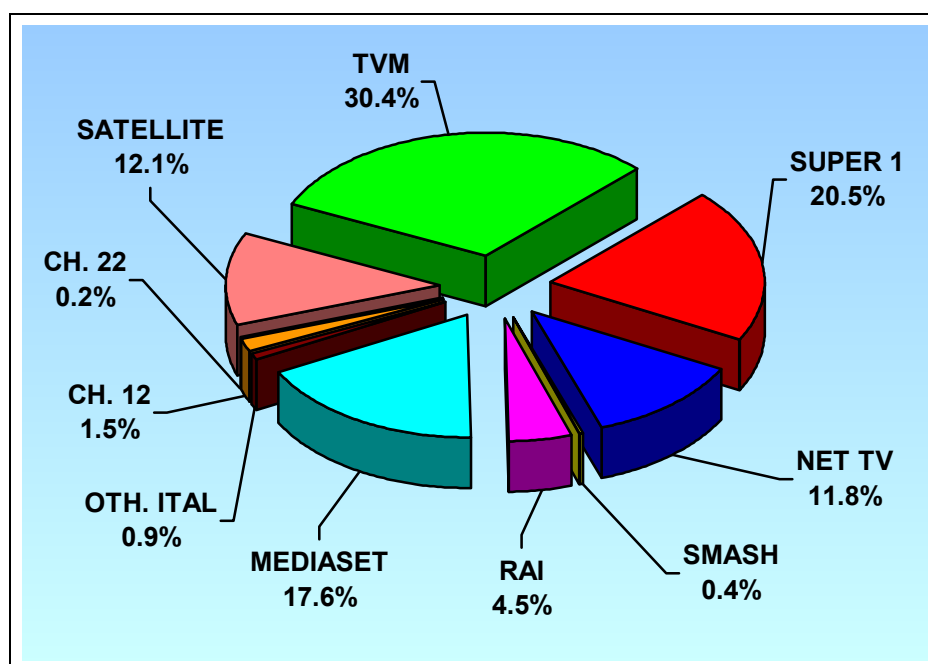


Fig. 8.15: Time Band 3: TV Average Audience Share – 2nd Quarter 2003
1900 HRS – MIDNIGHT

8.6.6 Table 8.6 summarises the performance of the different stations for each time-band. It is noteworthy that among the local stations TVM is the strongest station in time-bands 1 and 3. It particularly dominates time-band 3 especially during the 8.00 p.m. main news slot and on Friday evening viewing. Super 1 TV is the strongest station in time-band 2. NET TV is strongest, but not the strongest station, in time-band 3. Satellite stations appear to be becoming quite popular in all three time-bands, whilst Mediaset stations also register a relatively high level of appeal in all three time-bands.

Table 8.6: Audience Share Summary by Time-Band
(2nd Quarter 2003)

	Time Band 1 0600 hrs – 1200 hrs		Time Band 2 1200 hrs – 1900hrs		Time Band 3 1900 hrs – 2400 hrs	
	2002	2003	2002	2003	2002	2003
	%	%	%	%	%	%
TVM	32.0	39.3	11.1	18.3	31.5	30.4
Super 1 TV	5.5	18.2	15.0	21.9	20.5	20.5
NET	6.5	7.3	14.0	9.7	10.1	11.8
Smash TV	2.3	1.8	3.2	1.0	0.3	0.4
Channel 12	0.6	0.3	0.2	0.1	1.0	1.5
Channel 22	0.0	0.3	0.1	0.2	0.0	0.9
RAI	7.8	3.5	8.5	5.4	6.7	4.5
Mediaset	13.9	6.2	19.0	21.2	16.2	17.60
Other Italian	3.6	1.5	0.6	0.6	1.1	0.9
Satellite Stations	21.0	21.7	20.0	21.6	12.1	12.1

IX CONCLUSION

- 9.1 The findings of this study, conducted in the second quarter of 2003 for the Broadcasting Authority, provide yet another confirmation of the pervasive presence of the media in the lives of the Maltese. As many as 72% of all Maltese say that they listen to the radio regularly whilst as many as 99.4% say that they watch TV regularly. Although this represents a slight drop over the 2002 figures for the same period, by no means can it be said that the pervasive presence of these two media in Maltese society is in any way diminishing in any significant way.
- 9.2 This is the second study that the Broadcasting Authority has commissioned for the second quarter of the year, and consequently direct longitudinal comparisons can be made with the 2002 study except in respect of changes resulting from such facts as that Max Plus is no longer on air. This by no means can be interpreted that other changes did not occur: the media are a clear mirror of wider social processes, and the strengths of the individual stations reflects these processes.
- 9.3 In respect of radio transmissions for the 6.00 a.m. to midnight period, when radio is perceived to be more effective, the following audience share mapping results from this study for the 2nd Quarter of 2002: Super 1 Radio once more claims the highest audience share with 22.1% (2nd Quarter 2002: 22.5%). It is followed by RTK with 17.2% (2nd Quarter 2002: 17%); Radio 101 with 15.6% (2nd Quarter 2002: 11%); Radju Malta with 11.8% (2nd Quarter 2002: 12%); Bay Radio with 10.8% (10.8%); Smash Radio with 6.9% (2nd Quarter 2002: 3.9%); Radju Parlament / 106.6 with 6% (2nd Quarter 2002: 7.9%). Following this group of traditionally stronger stations, Radio Capital comes next with 4.1% (2nd Quarter 2002: 6.2%) and Radio Calypso with 2.9% (2nd Quarter 2002: 6%). Trailing behind is group of stations with significantly lower audience shares: Island Sound Radio with 1.5% (2nd Quarter 2002: 1.8%); FM Bronja with 0.8% (2nd Quarter 2002: 0.8%) and Campus FM with 0.3% (2nd Quarter 2002: 0.2%).
- 9.4 The situation with TV varies according to Time-Band. In view of the need to focus the analysis better, the Broadcasting Authority directed that three Time-Bands are used in respect of TV audience audits, as follows: Time-Band 1: 6.00 a.m. to Noon; Time-Band 2: Noon to 7.00 p.m.; Time-Band 3: 7.00 p.m. to midnight.
- 9.5 In Time-Band 1, the highest average for the week was obtained by TVM, at 1.34%, which translates itself into an audience share of 39.3% of all available viewers during this band. Satellite and Super 1 are next, and claim an audience share of 21.7% and 18.2% respectively during this time-band. Net TV has a 7.3% audience share for the same time-band.
- 9.6 In respect of Time-Band 2, which is longer than the other two because it extends from noon till 7.00 p.m., the highest average for the week was obtained by Super 1, at 2.51%, which in turn translates itself into an audience share of 21.9% of all available viewers during this band (See Figure 8.13). Of the rest, Satellite, Mediaset, TVM and NET TV follow, and claim an audience share of 21.6%,

21.2%, 18.3% and 9.7% respectively during this time-band. Smash TV can claim only an audience share of 1% during the same time-band.

- 9.7 The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. This study shows that for this Time-Band, the highest average for the week was also obtained by TVM, at 11.75%, which in turn translates itself into an audience share of 30.4% of all available viewers during this band. Of the other stations, Super 1, Mediaset, Satellite and NET TV follow next, and register an audience share of 20.5%, 17.6%, 12.1% and 11.8% respectively during this time-band. None of the other local TV stations is particularly strong during this time-band. RAI commands a 4.5% audience share.
- 9.8 As has already been indicated above, the four radio stations commanding the highest audience share are Super 1 Radio, RTK; Radio 101 and Radju Malta, but when the Maltese were specifically asked to express an overall preference for the 'best radio station overall' the best three stations were given as Super 1 Radio, Radio 101 and Bay Radio, in this order. For one to have a true picture of the strength of each radio station one has to analyse *both* the audience share by individual time-slot and the overall judgement given by the listeners on which radio station they consider to be the best one overall.
- 9.9 Once more this study confirms that local stations generally attract large audiences and do so especially, but not exclusively, for their main news bulletins. The Maltese are very interested in the news, and both radio and TV feature significantly as a main source in this respect. As a matter of fact, of all the respondents, 84.1% prefer to follow the news on TV; 7.4% prefer the radio as their source for news; 5.7% prefer to read about news events from the newspaper whilst 1% stated that they have no special preference. Another 1.8% prefer to learn the news from other persons. The figures for foreign news, also captured by this study, are only slightly different from these. The high audit figures for the various TV news bulletin more than confirm these preferences.
- 9.10 Despite the widespread avidity for news among the Maltese, other programmes appear from time to time that attract larger audiences than the news bulletin themselves. For a number of years, this has been the case with TVM's most known infotainment programme *Xarabank*, which this time round has again recorded an audience of 50% of the total potential audience of all Maltese aged 12 and over. *Tista' Tkun Int* with 26.92% and *UC5* with 25.17% are respectively the second and the third most popular programmes with Maltese viewers. Net TV also registered an audience that exceeded its *News Bulletin* figures with *Baħar Wieħed* (24.48%) on Monday. Other programmes with a good audience for this station include *Joe Grima Live* (7.34%) on Wednesday. In this study, Super 1 TV's *News Bulletin* registered the highest audience level for the station, this station also has a number of other programmes that registered a high audience rating: *Simpatiki* (16.78%) on Thursday; and *Viva l-Ministru* (12.59%) on Sunday.
- 9.11 This study also confirms that the availability of more than one TV set in a household continues to make choice of programme a real possibility, avoiding the arguments that used to ensue when this was not the case and different members wanted to follow diverse interests. In fact, in 35.7% of the cases it was clearly stated that the problem does not arise either because there is more than one TV set

at home. In another 37.7% of the cases the husband is reported to be the decision maker; whilst in 15.2% of the cases it is the wife who decides. Children's wishes are also important in Maltese families: in fact in 7% and 4.5% it was the wishes of male and female children respectively that are respected.

- 9.12 Choice is increasing also as more than one possible route to access TV signals continues to be readily available. Roof antennae, cable and satellite increasingly compete among themselves, even though in some instances they are found to co-exist within the same household. As a matter of fact, of all the respondents taking part in this study who watch TV regularly, 32.5% are served by a roof antenna, 67.3% stated that they are subscribed to Cable TV, whilst another 13.6% stated that they have a satellite dish system installed. The fact that these figures add up to more than 100% signifies that a number of houses are served by more than one system.
- 9.13 When the interest of the Maltese in different programme segments is analysed in respect of the individual radio stations, the current study documents strong similarities to previous studies. As in the parallel study conducted in the same period in 2002, Music is the sector most liked by Maltese radio listeners, at 89.3%, followed by *Local News* and *Foreign News*.
- 9.14 The same general pattern is true of the TV figures. Both *Local* and *Foreign News* are the sectors most preferred by Maltese TV audiences, at 94.8% and 93.9% respectively. The programme sector with the least interest among television is the one that covers Business and Finance, for which only 18.2% cared to express a preference. Feature Films, Documentaries, Discussion Programmes and Weather Programmes are all sectors that generate considerable interest among local viewers.
- 9.15 In contrast to the situation obtaining in 2002, the number of persons who stated that they 'always' follow such broadcasts at present can be considered to be high, at 17.6%. But 28.1% never watch them and 53.9% only do so sometimes. The effect of a lengthy electoral campaign for the 2003 referendum and general elections appears to have increased interest in these programmes, but whether this will be maintained at its current level is difficult to decide at present.
- 9.16 In summary, the current study confirms that the mass media have rooted themselves inextricably in Maltese society and culture. To a large extent they modify the culture, but are themselves a reflection of it. The fact that certain concepts work and attract a consistently high audience and others do not can of course be attributed to a number of factors. But one of these must be the fact that a concept and the way it is operationalized through a medium satisfies a latent demand among the population or a segment of it. In many ways this is clearly evocative of the saying that the 'medium is the message'. But of course this study also documents the fact that concepts operationalized through the media cannot be bumped around at will and expected to remain a success: a good concept produced as a TV programme at a particular time can attract an audience, but if the programme is shifted to a different time, it might easily register a much lower audience simply because the audience among whose members there is latent demand for that type of programme might simply not be available at the new time allocated to it. It is not the object of this study to point at individual programmes that have suffered because of this, but station managers would be interested to

analyse the extensive data provided in this study from this perspective. Programme planners have a social responsibility to ensure that they serve audiences through the media. The responsibility of Public Broadcasting in this regard weighs even heavier than it does on those managing the private stations. By documenting the shifts in the public's choice of programmes and very minutely documenting the shifts that occur, this study effectively contributes to the work of these planners, and to the execution of the social responsibilities for which they, and they alone, are ultimately accountable.

APPENDIX A

TECHNICAL REPORT

1.0 Sampling Procedure

- 1.1 The objectives of this study as delineated in Chapter II of this Report, involve the twin objectives of Audience Auditing and Opinion Collection. The methodology to be used accordingly needed to be adequate to cover both areas with reliability and in a way that guarantees the validity of the survey data.
- 1.2 This study was based on the proposal made, i.e. that a national sample of 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, 28 were in turn randomly selected. The standard random sampling procedure was next used to identify names of potential respondents within this block.
- 1.4 Audience levels audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was resident in Malta during the week when the study was conducted. This fieldwork among residents in Malta and Gozo was conducted over a one-week period, starting Wednesday, 23rd April 2003 until Tuesday, 29th April 2003, covering, the days Monday 21st April to Sunday 27^h April, except that for the first day covered by this study (Monday) two calendar days were used in order for the base to be doubled as was done for the other days of the week when interviewees were asked about 'yesterday' and 'the day before'. As such the data for Monday aggregates viewing for the 21st April and the 28th April 2003. Interviews were effectively carried out in *Valletta, Bormla, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), B'Kara [2 blocks], Dingli, Floriana, Ghajnsielem, Hamrun, Kirkop, Marsa, Mellieha, Mosta, Msida, Naxxar, Paola, Qrendi, Safi, San Gwann, St Paul's Bay, St Venera, Swieqi, Tarxien, and Zurrieq*.

2.0 Audience Audit

- 2.1 On each day of the week, a sub-sample made up of one seventh of the total sample size was accordingly interviewed, and each interviewee was asked to indicate at what times he or she had listened to any of the radio stations in respect of radio, and at what times he or she had been watching TV in respect of television, on the **two consecutive days** preceding the interview. The whole day was divided into half-hour time-bands. Each interviewee was required to indicate whether he or she was a listener during that time-band or not. An interviewee was deemed to have been a listener for that slot time-band if he or she stated that he/she was tuned in for at least one minute more than half of that slot's duration.
- 2.2 The reliability of the study was increased by extending the questions not only to the day preceding the interview but also to the two days prior to the interview. This is the maximum accepted limit of recall for this kind of study. As a result of this, the sub-

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

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

3.0 *Opinion Study*

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

5.0 *Analysis*

- 5.1 The survey results, were collected on the basis of a questionnaire specially designed for this study.
- 5.2 Whenever feasible, results were analysed by Gender, Age, Socio-Economic Category of the respondent or of the respondent's Head of Household where applicable (such as when the respondent is a housewife or a student not attending an Institution of Higher Learning), and Type of Viewer as follows:

i. Gender: Male
 Female

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

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

Group 1 - AB professional, managerial, administrative

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

Group 3 - C2 skilled manual workers and foremen

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

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

Radju Malta
Radju Parlament
FM Bronja
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Smash Radio
Radio Calypso
Campus FM
Capital Radio

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

Television

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

Cable

Channel 12
Education 22
Satellite Stations

6.0 *Fieldwork*

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

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

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

Appendix B

Opening and Closing Times of Radio & TV stations

(produced for this study by the Broadcasting Authority)

RADIO													
Monday 21/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)
CLOSE													
OPEN													
CLOSE													
Tuesday 22/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)
CLOSE													
OPEN													
CLOSE													
Wednesday 23/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)	24 hrs (23)		24 hrs (23)	24 hrs (23)
CLOSE											20:03 (23)		
OPEN													
CLOSE													

N.B. Campus FM closed at 20:03 - 23/04/03

Thursday 24/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)		24 hrs (24)		24 hrs (24)	24 hrs (24)
CLOSE									00:41(24)				
OPEN									06:28 (24)		08:09 (24)		
CLOSE													
N.B. Calypso Radio - Interference - 00:41-06:28 - 24/04/03, Campus FM opened 08:09 from the 23rd April 2003													
Friday 25/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)
CLOSE													
OPEN													
CLOSE													
Saturday 26/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)
CLOSE													
OPEN													
CLOSE													

Sunday 27/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (27)		24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)
CLOSE		00:09 (27)											
OPEN		05:16 (27)											
CLOSE													

Monday 28/04/03													
	RM	Radio 106.6	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	X FM	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)
CLOSE													
OPEN													
CLOSE													

N.B. Radio 106.6 FM - stopped 00:09-05:16 - 27/04/03

TV						
Monday 21/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)	24 hrs (21)
CLOSE						
OPEN						
CLOSE						
Tuesday 22/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)	24 hrs (22)
CLOSE						
OPEN						
CLOSE						
Wednesday 23/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (23)	note		24 hrs (23)	24 hrs (23)	24 hrs (23)
CLOSE			05:34 (22/23)			
OPEN			06:31 (23)			
CLOSE						
N.B. Super 1 TV - recording till 02:15, from then onwards technical fault on the same tape						
Thursday 24/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)	24 hrs (24)
CLOSE						
OPEN						
CLOSE						

Friday 25/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)	24 hrs (25)
CLOSE						
OPEN						
CLOSE						
Saturday 26/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)	24 hrs (26)
CLOSE						
OPEN						
CLOSE						
Sunday 27/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)	24 hrs (27)
CLOSE						
OPEN						
CLOSE						
Monday 28/04/03						
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	CHANNEL
		TV			12	22
OPEN	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)	24 hrs (28)
CLOSE						
OPEN						
CLOSE						

Appendix C

Audience Share Cable Network

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

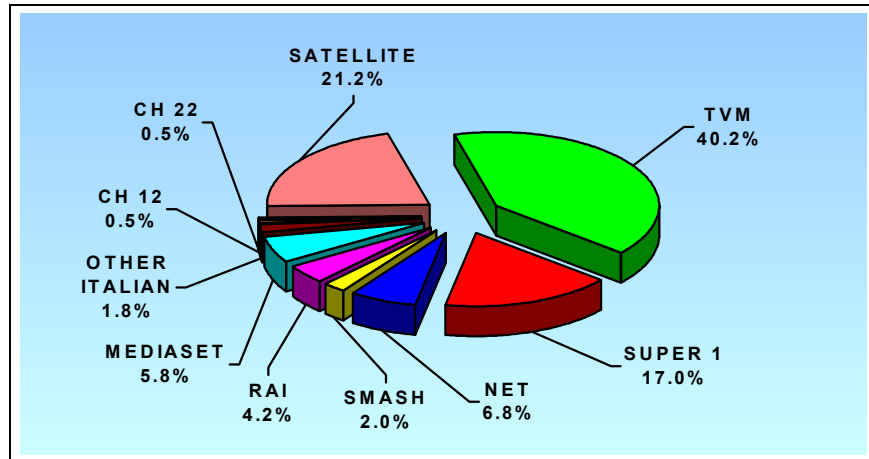


Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs - Noon

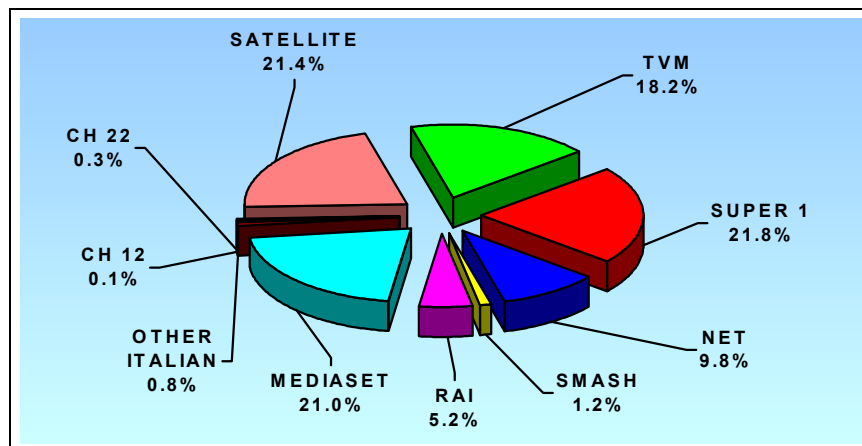


Figure AC2: Cable Network Only, Time-Band 2: Noon – 1900 hrs

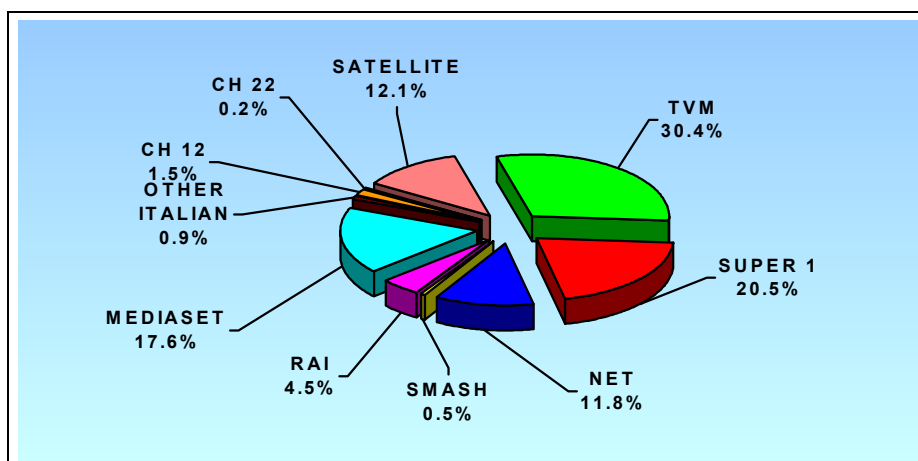


Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs – Midnight

Table AC-1: Audience Share Summary by Time-Band – Cable Network Only
(All Stations, 2nd Quarter 2002)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	39.3	18.3	30.4
Super 1 TV	18.2	21.9	20.5
NET	7.3	9.7	11.8
Smash TV	1.8	1.0	0.4
Channel 12	0.3	0.1	1.5
Channel 22	0.3	0.2	0.9
RAI	3.5	5.4	4.5
Mediaset	6.2	21.2	17.60
Other Italian	1.5	0.6	0.9
Satellite Stations	21.7	21.6	12.1

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

Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(2nd Quarter 2003)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	40.2	18.2	30.4
Super 1 TV	17.0	21.8	20.5
NET	6.8	9.8	11.8
Smash TV	2.0	1.2	0.5
Channel 12	0.5	0.1	1.5
Channel 22	0.5	0.3	0.2
RAI	4.2	5.2	4.5
Mediaset	5.8	21.0	17.6
Other Italian	1.8	0.8	0.9
Satellite Stations*	21.2	21.4	12.1

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

SCN []

Q7a Inti kif tarah it-TV?

Arial fuq il-bejt	1
Cable	2
Satellite Dish	3

K24001-03

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

OLD	Reception /Entry	1
	Basic	2
	TV Plus	3
	Movie Channel	4
	Sports Channels	5

K25001-04

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

K26001-04

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

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

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

DEJJEM	1
KULTANT	2
QATT	3

(K44)

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

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

(K45)

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

(K46001-09)

RADJU

(K47001-09)

SCN

Educational Level (Last School Attended)

1	2	3	4	5	6
No School	Primary	Secondary	Technical Institute	Tertiary	

Socio-Economic Category: OCCUPATION OF SELF/MAIN BREADWINNER (Please write in FULL: If Housewife, please write that of MAIN BREADWINNER. IF PENSIONER, please write trade prior to retirement IN FULL)

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

(C6)

DAY OF INTERVIEW:

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

(C3)

Age:

12-17	1
18-30	2
31-50	3
51-65	4
65+	5

(C5)

Gender:

Male	1
Female	2

(C4)

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV IL-BIERAH. SERIAL NO [] C1 (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. FOR 1930-1945HRS & 1945-2000 HRS APPLY 16 MIN

	TVM	SUP1	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	T0000
0.30	1	2	3	4	5	6	7	8	9	10	T0030
1.00	1	2	3	4	5	6	7	8	9	10	T0100
1.30	1	2	3	4	5	6	7	8	9	10	T0130
2.00	1	2	3	4	5	6	7	8	9	10	T0200
2.30	1	2	3	4	5	6	7	8	9	10	T0230
3.00	1	2	3	4	5	6	7	8	9	10	T0300
3.30	1	2	3	4	5	6	7	8	9	10	T0330
4.00	1	2	3	4	5	6	7	8	9	10	T0400
4.30	1	2	3	4	5	6	7	8	9	10	T0430
5.00	1	2	3	4	5	6	7	8	9	10	T0500
5.30	1	2	3	4	5	6	7	8	9	10	T0530
6.00	1	2	3	4	5	6	7	8	9	10	T0600
6.30	1	2	3	4	5	6	7	8	9	10	T0630
7.00	1	2	3	4	5	6	7	8	9	10	T0700
7.30	1	2	3	4	5	6	7	8	9	10	T0730
8.00	1	2	3	4	5	6	7	8	9	10	T0800
8.30	1	2	3	4	5	6	7	8	9	10	T0830
9.00	1	2	3	4	5	6	7	8	9	10	T0900
9.30	1	2	3	4	5	6	7	8	9	10	T0930
10.00	1	2	3	4	5	6	7	8	9	10	T1000
10.30	1	2	3	4	5	6	7	8	9	10	T1030
11.00	1	2	3	4	5	6	7	8	9	10	T1100
11.30	1	2	3	4	5	6	7	8	9	10	T1130
INCON	1	2	3	4	5	6	7	8	9	10	T1200
12.30	1	2	3	4	5	6	7	8	9	10	T1230
1.00	1	2	3	4	5	6	7	8	9	10	T1300
1.30	1	2	3	4	5	6	7	8	9	10	T1330
2.00	1	2	3	4	5	6	7	8	9	10	T1400
2.30	1	2	3	4	5	6	7	8	9	10	T1430
3.00	1	2	3	4	5	6	7	8	9	10	T1500
3.30	1	2	3	4	5	6	7	8	9	10	T1530
4.00	1	2	3	4	5	6	7	8	9	10	T1600
4.30	1	2	3	4	5	6	7	8	9	10	T1630
5.00	1	2	3	4	5	6	7	8	9	10	T1700
5.30	1	2	3	4	5	6	7	8	9	10	T1730
6.00	1	2	3	4	5	6	7	8	9	10	T1800
6.30	1	2	3	4	5	6	7	8	9	10	T1830
7.00	1	2	3	4	5	6	7	8	9	10	T1900
7.30	1	2	3	4	5	6	7	8	9	10	T1930
7.45	1	2	3	4	5	6	7	8	9	10	T1945
8.00	1	2	3	4	5	6	7	8	9	10	T2000
8.30	1	2	3	4	5	6	7	8	9	10	T2030
9.00	1	2	3	4	5	6	7	8	9	10	T2100
9.30	1	2	3	4	5	6	7	8	9	10	T2130
10.00	1	2	3	4	5	6	7	8	9	10	T2200
10.30	1	2	3	4	5	6	7	8	9	10	T2230
11.00	1	2	3	4	5	6	7	8	9	10	T2300
11.30	1	2	3	4	5	6	7	8	9	10	T2330

V. SECTION B

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

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

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

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

	RM	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	X FM	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	13	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	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 tisinghu ir-Radju?

IVA	
LE	

(K3)

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

c. Jekk IVA, fejn tisinghu r-Radju?
(MORE THAN ONE ANSWER ALLOWED)

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

(K5001-003)

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

(tista' timmarka WIEHED BISS) **SHOWCARD**

RM	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	X FM	
1	2	3	4	5	6	7	8	9	10	11	12	13	(K6)

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

(tista' timmarka WIEHED BISS) **SHOWCARD**

	RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	X FM	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K7)
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K8)
SPORT	1	2	3	4	5	6	7	8	9	10	11	12	13	(K9)
FLUS U BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12	13	(K10)
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K911)
SAHHA / SBUHIJA/ DAR / LIGI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K12)
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K13)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12	13	(K14)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	8	9	10	11	12	13	(K15)
PROGRAMMI GHALL-MARA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K16)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K17)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12	13	(K18)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13	13	(K19)

Q6a. Inti tara TV? IVA 1
LE 2 (K20)

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

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

Sitting/Livng	1
Dining	2
Kcina	3
Bedroom	4
Post lehor	5

(K22)

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

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 SL. OT

	RM	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	X FM	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	13	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	13	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	13	R2330

SERIAL NO [] C1

T2 Tista', jekk joghgbok, lghidli xi programmi RAJT FUQ IT-TV II-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. FOR 1930-1945HRS & 1945-2000 HRS APPLY 16 MINS

	TVM	SUP1	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	T0000
0.30	1	2	3	4	5	6	7	8	9	10	T0030
1.00	1	2	3	4	5	6	7	8	9	10	T0100
1.30	1	2	3	4	5	6	7	8	9	10	T0130
2.00	1	2	3	4	5	6	7	8	9	10	T0200
2.30	1	2	3	4	5	6	7	8	9	10	T0230
3.00	1	2	3	4	5	6	7	8	9	10	T0300
3.30	1	2	3	4	5	6	7	8	9	10	T0330
4.00	1	2	3	4	5	6	7	8	9	10	T0400
4.30	1	2	3	4	5	6	7	8	9	10	T0430
5.00	1	2	3	4	5	6	7	8	9	10	T0500
5.30	1	2	3	4	5	6	7	8	9	10	T0530
6.00	1	2	3	4	5	6	7	8	9	10	T0600
6.30	1	2	3	4	5	6	7	8	9	10	T0630
7.00	1	2	3	4	5	6	7	8	9	10	T0700
7.30	1	2	3	4	5	6	7	8	9	10	T0730
8.00	1	2	3	4	5	6	7	8	9	10	T0800
8.30	1	2	3	4	5	6	7	8	9	10	T0830
9.00	1	2	3	4	5	6	7	8	9	10	T0900
9.30	1	2	3	4	5	6	7	8	9	10	T0930
10.00	1	2	3	4	5	6	7	8	9	10	T1000
10.30	1	2	3	4	5	6	7	8	9	10	T1030
11.00	1	2	3	4	5	6	7	8	9	10	T1100
11.30	1	2	3	4	5	6	7	8	9	10	T1130
NOON	1	2	3	4	5	6	7	8	9	10	T1200
12.30	1	2	3	4	5	6	7	8	9	10	T1230
1.00	1	2	3	4	5	6	7	8	9	10	T1300
1.30	1	2	3	4	5	6	7	8	9	10	T1330
2.00	1	2	3	4	5	6	7	8	9	10	T1400
2.30	1	2	3	4	5	6	7	8	9	10	T1430
3.00	1	2	3	4	5	6	7	8	9	10	T1500
3.30	1	2	3	4	5	6	7	8	9	10	T1530
4.00	1	2	3	4	5	6	7	8	9	10	T1600
4.30	1	2	3	4	5	6	7	8	9	10	T1630
5.00	1	2	3	4	5	6	7	8	9	10	T1700
5.30	1	2	3	4	5	6	7	8	9	10	T1730
6.00	1	2	3	4	5	6	7	8	9	10	T1800
6.30	1	2	3	4	5	6	7	8	9	10	T1830
7.00	1	2	3	4	5	6	7	8	9	10	T1900
7.30	1	2	3	4	5	6	7	8	9	10	T1930
7.45	1	2	3	4	5	6	7	8	9	10	T1945
8.00	1	2	3	4	5	6	7	8	9	10	T2000
8.30	1	2	3	4	5	6	7	8	9	10	T2030
9.00	1	2	3	4	5	6	7	8	9	10	T2100
9.30	1	2	3	4	5	6	7	8	9	10	T2130
10.00	1	2	3	4	5	6	7	8	9	10	T2200
10.30	1	2	3	4	5	6	7	8	9	10	T2230
11.00	1	2	3	4	5	6	7	8	9	10	T2300
11.30	1	2	3	4	5	6	7	8	9	10	T2330