

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

Mario Vassallo

B.A., Lic.D., D.Phil. (Oxon.)

Brazilia Court 4,
Tunnara Promenade,
Mellieha.

Tel: 2146 6841

Fax: 2152 2227

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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 *Authority* in October 2002. This call for tenders required a Media Audit for both Radio and Television.
- 1.3 For 2003, the *Authority* again decided to conduct the audit twice. This report covers the second study for this year, conducted, as provided for in the tender document, in the fourth quarter of the year.
- 1.4 In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.
- 1.5 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Authority* to conduct the study, on the basis of the proposals submitted, by letter dated 31 January 2003.
- 1.6 This study accordingly refers to data collected for the fourth 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 4th Quarter 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 allow a better comparison across stations when stations target specific audiences at particular times. Like the studies conducted since the one conducted for 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.
- 1.7 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.*

- 1.8 The aims of par. 1.5 (i), (ii) and (iii) above are 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.
- 1.9 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*.
- 1.10 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.
- 1.11 It is to be noted that since 4th Quarter 2001 when this study was commissioned, Island Sound has changed its name to Radio A3FM. Radio XFM had just started to transmit in the first quarter of this year and, following instructions from the BA, was not included in that study. This station is being included in this study.
- 1.12 Four *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B focuses on the performance of all the stations exclusively on the Cable network whilst Appendix C is the detailed station schedule for actual opening and closing times as forwarded to the researcher by the Broadcasting Authority. Lastly, Appendix D incorporates a copy of the Maltese version of the Questionnaire.
- 1.13 This volume incorporates many of the tables generated in this study, but this commentary 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.
- 1.14 This study was conducted for the *Broadcasting Authority* by the present writer, 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.*

2.2.1 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 2003 studies the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.

2.2.2 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, *renamed* Radio A3FM
Bay Radio
RTK
Smash Radio
Calypso Radio
Campus FM
Capital Radio
FM Bronja
Radio XFM

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 on Cable through the services provided by Melita Cable.

- 2.5 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...”

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

III SAMPLE PROFILE

- 3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. As in previous studies, in this study 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 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.
- 3.2 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	20.9	21.2	20.5
31-50	37.2	37.3	37.0
51-65	18.2	18.6	17.8
over 65	12.6	11.4	13.7
TOTAL	100.0	100.0	100.0
N=	1001	490	511
%	100	49.0	51.0

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

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	147	296	249	309
	%	%	%	%	%
12-17	11.2	14.3	10.5	13.7	8.4
18-30	20.9	19.0	29.4	16.9	16.8
30-51	37.2	32.7	31.8	42.2	40.5
51-65	18.2	19.7	16.6	16.1	20.7
over 65	12.6	14.3	11.8	11.2	13.6
TOTAL	100.0	100.0	100.0	100.0	100.0

Table 3.3 Sample Profile: By Last School Attended

Last School Attended	Total	None	Primary	Secondary	Technical Institute	Tertiary
N=	1001	12	203	576	91	119
	%	%	%	%	%	%
12-17	11.2	-	1.0	17.7	4.4	3.4
18-30	20.9	-	1.0	22.6	26.4	44.5
30-51	37.2	8.3	29.1	39.4	53.8	30.3
51-65	18.2	8.3	36.0	14.1	12.1	13.4
over 65	12.6	83.3	33.0	6.3	3.3	8.4
TOTAL	100	100	100	100	100	100

IV Listening and Viewing Patterns

4.1.0 *Introduction*

4.1.1 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 76.3% (4th Quarter 2002: 76.3%) stated that they do listen to the radio regularly, whilst the remaining 23.7% stated that they do not. This statistic suggests that the popularity of radio since the study that was conducted at the same time last year has not changed for this time of the year. Those aged 12-17 continue to register the relatively lowest rate for radio listenership at 65.2% (4th Quarter 2002: 64.3%). On the other hand, those aged over 65 registered the highest rating for radio listenership at 84.9% (4th Quarter 2002: 65+ at 83.3%). Radio listenership is highest among C1 respondents, at 80.4% (4th Quarter 2002: C2, at 80.2%). 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. A mere 0.7% stated that the amount of time they dedicate to radio varies considerably, but as many as 33.1% 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 17 hours per day, albeit only among few Maltese. But figures start going down dramatically beyond the four hours point. The respective figures for 1-6 hours are as follows: 1 hour: 33.1%; 2 hours: 16.6%; 3 hours: 12.6%; 4 hours: 11.4%; 5 hours: 7.1% and 6 hours: 6.2%. By and large, females continue to show a tendency to listen to the radio for longer hours than males, but the percentages of males listening to the radio for up to one hour is once more recorded by this study to be higher than that obtained for females. Full details are provided in the Table.

4.2.3 Table 4.3 presents details as regards the place where radio is listened to. Of those who listen to the radio on a regular basis, as many as 70.8% (4th Quarter 2002: 73.3%) of all respondents stated that they listen to the radio at home; 19.4% (4th Quarter 2002: 17.1%) listen to it while at work, whilst 36% (4th Quarter 2002: 38.5%) listen to the radio in the car. Full details are presented in the Table.

4.3.0 TV Viewership

- 4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents, 99.3% (4th Quarter 2002: 98%) stated that they do watch TV regularly, whilst the remaining 0.7% stated that they do not. This shows the enormous popularity of TV. No differences across gender exist in this regard. The age group which registered the highest rating for TV viewership once more comprised those aged 12-17, with 100%, but the lowest percentage reported amongst those aged 65 and over was not much lower, at 96.8%. At present, TV viewing is highest among C2 respondents, at 100%. Again, the lowest reported figure is not much less however: AB registered 99.3%. Full details are presented in Table 4.4.
- 4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is once again of 2 hours per day, registered at 29.1% (4th Quarter 2003: 32.2%). As many as 1.4% stated that they view TV for nine or more hours daily. But most viewers do not exceed four hours of daily viewing. The values for 1 to 4 hours of viewing are: 1 hour: 14.8%; 2 hours: 29.1%; 3 hours: 26.6%; and 4 hours: 14.8%.
- 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% (4th Quarter 2002: 52.7%) of all respondents stated that they watch TV in the sitting room, 24.6% (4th Quarter 2002: 23%) watch TV in the bedroom, and 20.5% (4th Quarter 2002: 20%) do so in the kitchen. The remaining 3.4% (4th Quarter 2002: 3%) watch TV in the dining room, whilst 1.1% (4th Quarter 2002: 1.3%) do so in another part of the house. It is interesting to note that more females tend to prefer to watch TV in the sitting room than males (48.3% males vs. 52.3% females). More males than females also prefer the bedroom (28.1% males vs. 21.3% females). DE respondents continue to register the highest percentage of respondents who prefer to watch TV in the bedroom (30.7% as opposed to 21.9% of AB respondents and 19.8% of C1 respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 61.6% vs. DE at 43.1%). These behavioural patterns are quite similar to those observed in previous studies. 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, 31.7% are served by a Roof Antenna, 69.1% stated that they are subscribed to Cable TV, whilst another 14% 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 with more than one system. Of particular note is the fact that relatively more C2 and DE members continue to be served with a roof Antenna (C2: 38.2%; DE: 35.6% vs. AB: 22.4%). Cable TV is widely spread as a delivery system [not necessarily in terms of level of service] throughout the population even though subscription among DE members is 12.2% lower than that among AB members. Satellite dish systems are also present

among all the various socio-economic groups composing Maltese society, even if somewhat less common among the DE component.

- 4.4.2 In turn, Table 4.8 maps out details about the type of Cable subscription the Maltese currently have: 48% are served by the *Reception* level; 33% stated that they are served by the *Basic Level*; 17.1% are serviced by *TV Plus* (at times also referred to as the *Family Pack*). The same Table shows the spread of the Premium Channels and 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 give the findings for this study.

- 4.5.2 In fact, in 48.3% (4th Quarter 2002: 41.1%) 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 23.9% (4th Quarter 2002: 28.3%) of the cases the husband is reported to be the decision maker; in 16.1% (4th Quarter 2002: 17.7%) of the cases it is the wife who decides whilst in 7.7% and 4.1% (4th Quarter 2002: 7.6%) and (4th Quarter 2002: 5.4%) the wishes of male and female children respectively are respected. Table 4.9 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1(a) to (b) graphically summarise the responses given to this question in all for the 4th Quarter 2002 and the 4th Quarter 2003 surveys.

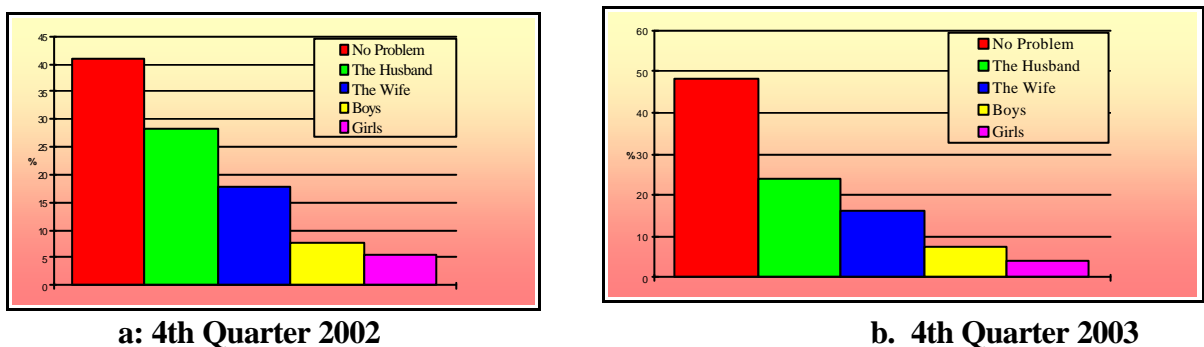


Figure 4.1: Who Decides which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News bulletins. 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 were repeated in the current study, and this allows for comparison of developments, if any. 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, 81.6% (4th Quarter 2002: 77.1%) prefer to follow the news on TV; 8.7% (4th Quarter 2002: 10.2%) prefer the radio as their source for news; 6.2% (4th Quarter 2002: 7.6%) prefer to read about news events in a newspaper, whilst 0.9% (4th Quarter 2002: 2.5%) stated that they have no special preference. Another 2.6% (4th Quarter 2002: 2.6%) prefer to learn the news from other persons.

5.2.2 A slight difference across the genders is to be noted among those who prefer to follow the news on TV (males 82.7%; females 80.6%); females registered a negligibly higher percentage among those who prefer radio (8% males vs. 9.4% females). Although their relative importance appear to be on the increase, newspapers now start to appear to be just slightly more popular among females 6.3% (4th Quarter 2002: 6.3%) than among males, at 6.1% (4th Quarter 2002: 9%).

5.2.3 TV as the main source for news is most popular among those over 31-50 years at 85.8%; radio is also the most popular source amongst those who are 65+ years at 15.9%; whilst newspapers are most popular among those aged 51-65, at 10.4%. The socio-economic category with the highest preference for TV as the source for news was C2 with 88%, closely followed by DE with 81.9%. Radio is preferred most by those in the DE socio-economic category, at 11.3%. 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, 85.2% (4th Quarter 2002: 81.9%) prefer TV; and 6.8% and 4.3% (4th Quarter 2002: 9.1% and 3.9% respectively) prefer the radio and newspapers respectively. One point nine per cent stated that they prefer to obtain foreign news from other persons, whilst the remaining 1.8% stated that they have no special preference for any of the media.

5.3.2 Males showed a slightly higher preference than females for TV (85.9% males vs. 84.5% females). In respect of radio, females registered higher percentages (7.6% vs. 5.9% males). Males also continue to prefer newspapers more than females (4.5% males vs. 4.1% females). Newspapers are most preferable to those aged 51-65 (7.1%), and AB (8.8%). Full details are presented in Table 5.2.

5.4.0 Preferred time for the Main News

5.4.1 All the respondents were asked which is their preferred time for the main news bulletin. The findings are presented in full in Table 5.3. A good percentage (23.2%) stated that they prefer 7.30 p.m., but a majority of 56.5% stated that their preferred time is 8.00 p.m.

5.5.0 Station on which Local News is Heard

5.5.1 On the basis of the respondents' replies to the audience audit section of this study, 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 which news bulletins generally have, as many as 52.1% and 54.5% (4th Quarter 2003: 62.3% and 62.9%) stated that they had not watched the news on these two days respectively. TVM ranked highest with 35% and 33.6% respectively for the two days. This station was followed by Super 1 (25.8% and 24.8% respectively); NET TV (16.3% and 15.6% respectively) and Smash TV (0.2% and 0.2% respectively). The percentages add to more than 100% because a good number of respondents reported that they watched the news on more than one station. It is interesting to note that whilst the socio-economic component of the audiences for the news bulletins of TVM is very evenly spread, that of NET tends somewhat to be composed relatively more of the higher socio-economic groups, whilst that of Super 1 tends to have a relatively larger component of C2 and DE. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

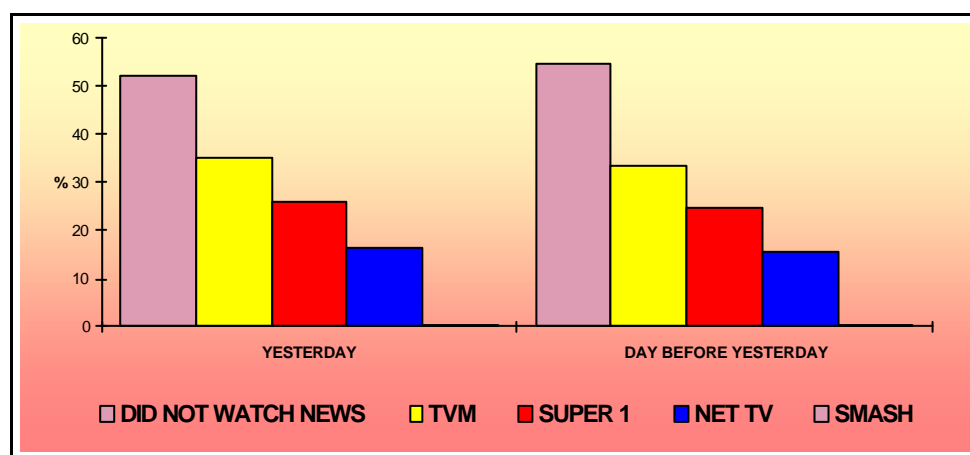


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 2003 (Fourth Quarter) Broadcasting Authority study were again requested to state their preference for individual radio stations and TV channels in respect of thirteen 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
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	%	
	2002 (4 th Quarter)	2003 (4 th Quarter)
Music	82.1	85.6
Local News	74.5	74.6
Foreign News	70.9	72.9
Discussions on Personal Problems	47.1	52.4
Current Affairs	38.7	40.7
Health/Beauty/Home/Law	37.4	39.5
Religion	37.6	38.5
Women's Programmes	29.1	32.7
Culture	29.3	29.8
Sports	26.2	28.8
Novels/Plays	25.4	28.3
Money/Business	13.9	15.6
Children	11.0	13.4

6.2.2 The table above indicates that very minor shifts have occurred in the relative importance given by the Maltese to the relative programme segments since the 2002 study. The comparison of the figures for the current study shows that the *Health/Beauty/Home/Law* and *Women's Programmes* segments have gained in relative importance because they have climbed one rung up the scale.

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
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	% 2002 (4 th Quarter)	% 2003 (4 th Quarter)
Foreign News	90.4	94.8
Local News	89.9	94.0
Discussions	74.5	77.4
Weather	65.4	76.0
Documentaries	65.5	70.2
Feature Films	62.3	70.6
Serials/Soap Operas	51.7	60.5
Sports	52.9	59.6
Women's Programmes	41.8	53.2
Plays	56.4	51.6
Quizzes/Game Shows/Variety Progr.	55.5	51.6
Current Affairs	38.2	49.2
Religion	51.8	44.4
Art & Culture	45.5	29.8
Children's Programmes	26.4	29.8
Music Video-Clips	28.2	21.8
Business & Finance	20.9	21.0

6.3.2 This table shows that both *Foreign* and *Local News* continue to be the sectors most preferred by Maltese TV audiences, at 94.8% and 94% respectively. A number of segments have moved: most notable is the increase in interest in *Weather*, *Sports*, *Serials and Soap Operas*, *Women's Programmes*, *Current Affairs* and *Children's Programmes* segment, all of which moved up the scale. Again, the programme sector with the least interest among television viewers continues to be the one that covers *Business and Finance*, on which only 21% cared to express a preference. It is interesting to note that music continues to feature relatively low among the preferences of TV viewers, whilst it features very prominently among radio listeners. This clearly shows that certain programme segments are very much medium specific.

6.4.0 *Radio Station Preferences for Different Programme Sectors*

- 6.4.1 Table 6.3-1 and Table 6.3-2 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in the 4th Quarter 2003 study. These two full Tables for the 4th Quarter 2003 studies are summarised in Table 6.3-1.2. To facilitate comparisons, Table 6.3-1.1, which is the respective Table for 4th Quarter 2002, is also being included here.
- 6.4.2 In the 2002 study three stations were rated first for *Local News*: Super 1 Radio, Radju Malta (which received an equal rating for both *Local* and *Foreign News*) and Radio 101. RTK has once more been ranked highest for programmes on *Religion*. The rest of the stations were ranked first for their music programmes. It is interesting that a number of radio stations were then ranked quite high in more than one programme segment: Radju Malta in *Local News* and *Discussions*; Super 1 in *Local News*, *Discussions*, *Health & Beauty Programmes*; Radio 101 in *Local News* and *Foreign News* and RTK in *Religion*, *Discussions* and in *Health & Beauty Programmes*. The highest ranking in all programme segments for 4th Quarter 2002 was recorded by RTK in *Religion*, with 21.1%., followed by Radio Super 1 in *Local News* at 20.5%,
- 6.4.3 In the current study two stations have been rated first for *Local News*: Super 1 and Radio 101. Radju Malta has been ranked highest for *Foreign News*. At the same time, a number of stations have been ranked first for their *Music* programmes: Radju Parlament, Bay Radio, Smash Radio, Radio Calypso, FM Bronja and Capital Radio. RTK has once more been ranked highest for programmes on *Religion*. It is interesting that a number of radio stations have been ranked quite high in more than one programme segment: Radju Malta 1 in *Local News* and in *Foreign News*; Super 1 in *Local News*, *Health & Beauty Programmes*, *Discussions*, *Music* and *Foreign News*; Radio 101 in *Local News*, *Foreign News* and *Discussions* and RTK in *Local* and *Foreign News*, *Health & Beauty Programmes* and in *Discussions*. The highest ranking in all programme segments for 4th Quarter 2003 has been recorded by Super 1 in *Local News*, at 20.7%, followed by RTK in *Religion*, with 20.8%.
- 6.4.4 The figures in these two Tables, and the further breakdowns provided in the full Table (in Part II of this report), need to be interpreted with a lot of care. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that particular programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives.

Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2002)

	RM	RP 106.6]	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	NONE	OTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	8.6	10.9	7.3	2.9	16.0	6.9	4.6	9.3	0.4	2.0	6.8	17.9	100
Discussions	11.3	0.3	13.6	7.2	0.1	0.3	13.7		0.4	-	-	0.3	52.9	100
Sport	5.1	0.3	9.3	3.3	0.5	2.2	2.6	0.5	1.3	-	-	1.0	73.8	100
Money & Business	3.3		5.8	2.6	-	0.1	2.0	-		-	-	0.1	86.1	100
Culture	7.7	0.1	8.8	5.0	-		5.8	-	0.3	0.3	1.3	0.1	70.7	100
Health/Beauty/home/Law	8.6	0.1	12.3	5.1	-	0.1	10.9	-		-	-	0.3	62.6	100
Religion	5.8	0.1	7.2	2.9	-		21.1	0.3	0.1	-	-	0.1	62.4	100
Novels & Plays	7.2	0.1	9.8	3.0	-		4.8	0.1		-	0.1	0.1	74.6	100
Children	2.0	0.1	4.5	2.1	0.1		2.1	-		-	-	0.1	89.0	100
Women's Prg	7.3		8.4	3.9			9.0	-		-	-	0.4	70.9	
Local News	13.5	1.0	20.5	11.5	1.3	7.5	12.4	2.1	1.4	-	-	3.1	25.5	100
Foreign News	13.5	1.0	19.1	10.7	1.8	6.4	12.2	1.8	1.3	-	0.1	2.9	29.1	100
Current Affairs	7.1	-	10.9	9.7	0.8	2.2	6.5	0.4	0.1	-	0.1	0.9	61.3	100

Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2003)

	RM	RP 106.6]	SUPER 1	101	/A3 FM	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	OTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	7.1	11.0	5.4	1.0	13.9	6.5	9.7	11.6	-	1.0	6.0	5.9	14.4	100
Discussions	9.8	0.3	17.7	8.6	0.1	0.3	12.6	0.8	1.4	0.1	-	0.3	0.4	47.6	100
Sport	5.4	0.5	10.1	3.1	-	3.1	2.5	0.9	1.4	-	-	0.9	0.8	71.2	100
Money & Business	3.0	-	5.2	2.6	-	1.0	2.2	0.5	0.3	-	-	0.4	0.3	84.8	100
Culture	7.5	-	9.0	3.8	-	0.5	5.8	0.7	1.0	0.1	0.8	0.3	0.4	70.2	100
Health/Beauty/home/Law	9.0	0.4	13.0	5.5	0.1	0.1	9.0	0.9	0.7	-	-	0.5	0.3	60.5	100
Religion	5.9	-	8.0	1.7	-	0.1	20.8	1.2	0.4	-	0.1	-	0.3	61.5	100
Novels & Plays	7.2	0.1	11.0	3.5	0.1	0.1	5.2	0.3	0.3	0.1	0.3	-	-	71.7	100
Children	4.2	0.1	4.6	1.3	-	0.1	2.6	0.3	0.1	-	-	-	-	86.6	100
Women's Prg	8.4	0.1	10.2	4.6	-	0.3	8.0	0.5	0.5	-	-	0.1	-	67.3	
Local News	16.0	0.7	20.7	10.3	0.3	6.4	9.8	2.1	3.4	0.1	0.1	2.2	2.5	25.4	100
Foreign News	16.4	0.7	18.7	9.7	0.4	6.7	9.6	2.0	3.5	0.3	0.1	2.1	2.7	27.1	100
Current Affairs	9.4	0.3	11.3	7.1	0.4	2.9	4.7	0.9	1.4	0.3	0.1	0.8	1.2	59.3	100

6.4.5 During this study respondents who had stated that they regularly listen to radio were once more asked the 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, RTK and Bay Radio are considered by the Maltese to be the best three radio stations in Malta at present. As the Figure shows, Radio 101 and Radju Malta come next. Following these stations, there is a substantial gap and the rest of the local stations.

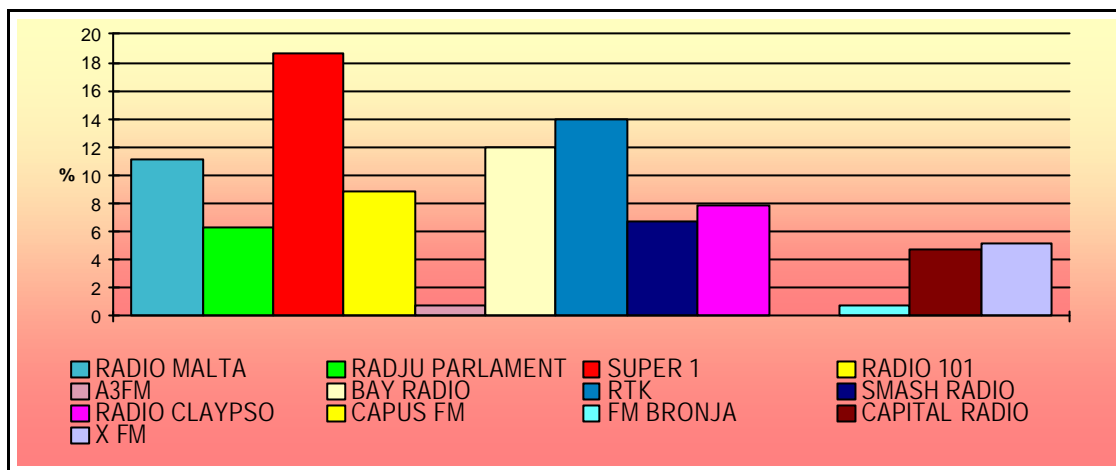


Fig 6.1: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Tables 6.5-1 to 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 studied for the 4th Quarter 2003 study. These three full Tables are in turn summarised in Table 6.5-1.2. To facilitate comparisons, the figures obtained in the 4th Quarter 2002 study are also being summarised in Table 6.5-2.1 below.

6.5.2 In the 2002 study, when each individual station is similarly analysed by segments, TVM was ranked highest for the *Discussions* programme segment. Super 1 TV and NET TV were then ranked highest for *Local News*. Smash was ranked highest for *Religion*. RAI (as a group of stations, as they are always taken in this study) was ranked highest for its *Foreign News*, whilst the Mediaset group of channels were ranked highest for *Feature Films*. In that study too, the other Italian stations were again ranked highest for *Documentaries* whilst the Satellite channels were also ranked highest for *Documentaries*. Max Plus was ranked highest for its *Serials and Soap Operas* whilst TVM was ranked second for *Local News*. Super 1 TV was ranked second for *Plays*, whilst NET TV was ranked second for *Religion*. Satellite stations were once more ranked second for *Foreign News* and third for the *Feature Films* segment.

6.5.3 In the current study, when each individual station is analysed by segments, Super 1 TV and NET TV have been ranked highest for *Local News*. TVM has been ranked highest for *Discussions*. As had also been the case in previous years, Smash TV was again ranked highest for *Music Video-Clips*; RAI was ranked highest for its *Foreign News*, whilst the Mediaset group of channels were ranked highest for *Quizzes, Game and Variety Shows* taken together. In the current study too, the other Italian stations have been ranked highest for *Music Video-Clips* whilst the Satellite channels have been ranked highest for *Documentaries*. Interestingly so, TVM has been ranked second for *Local News*. Super 1 has again been ranked second for its *Foreign News* segment whilst NET TV has been ranked second for the *Children's* programmes.

6.5.4 As is the case with the parallel figures for radio (cf. Par. 6.4.4 above), the data in the Tables included here, and the further breakdowns provided in full in the Table Appendix, need to be interpreted with caution.

Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(4th Quarter 2002)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIA- SET	OTHER ITALIAN	SATEL- LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	51.1	24.4	14.3	0.1	0.1	-	-	-	-	10.1	100
Foreign News	26.7	16.0	7.4	0.1	-	10.9	11.6	0.2	17.4	9.6	100
Sports	9.6	8.8	5.4	0.5	-	5.5	8.0	0.2	15.0	47.1	100
Weather	28.4	14.8	7.7	-	-	4.4	2.4	-	7.6	34.6	100
Feature Films	4.0	2.7	1.2	0.2	1.5	5.9	28.7	0.7	17.3	37.7	100
Serials/Soap Operas	6.9	10.2	6.0	0.1	5.5	1.1	16.6	-	5.2	48.3	100
Documentaries	16.4	2.7	1.8	0.9	-	13.6	5.5	0.9	23.6	34.5	100
Current Affairs	19.1	5.5	0.9	-	-	6.4	1.8	-	4.5	61.8	100
Discussions	57.3	5.5	2.7	-	-	5.5	-	-	3.6	25.5	100
Quizzes/Game Shows/Variety Programmes	12.7	10.9	2.7	-	-	10.0	16.4	-	2.7	44.5	100
Music Video- Clips	6.4	0.9	-	1.9	0.9	0.9	0.9	1.8	14.5	71.8	100
Plays	25.5	20.0	6.4	-	-	1.8	-	-	2.7	43.6	100
Art & Culture	34.5	2.7	0.9	-	-	3.6	0.9	-	2.7	54.5	100
Women	28.2	8.2	-	-	0.9	0.9	1.8	-	1.8	58.2	100
Children	10.0	-	6.4	-	-	1.8	3.6	-	4.5	73.6	100
Religion	23.6	8.2	10.9	3.6	-	2.7	-	-	2.7	48.2	100
Business & Finance	13.6	2.7	0.9	-	-	0.9	-	-	2.7	79.1	100

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(4th Quarter 2003)

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATEL- LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	52.8	25.6	15.5	0.1	-	-	-	-	6.0	100
Foreign News	25.5	15.4	8.0	0.1	11.9	15.0	-	18.9	5.2	100
Sports	11.8	10.5	4.7	0.1	6.7	10.3	-	15.5	40.4	100
Weather	34.0	16.6	8.8	-	4.1	4.5	-	7.9	24.0	100
Feature Films	3.5	5.1	0.6	-	6.5	35.8	0.2	18.8	29.4	100
Serials/Soap Operas	12.3	14.5	6.9	-	1.4	18.6	0.1	6.6	39.5	100
Documentaries	12.9	3.2	3.2	-	19.4	14.5	-	16.9	29.8	100
Current Affairs	27.4	1.6	5.6	-	2.4	5.6	-	6.5	50.8	100
Discussions	56.5	4.8	10.5	-	0.8	3.2	-	1.6	22.6	100
Quizzes/Game Shows/Variety Prog.	9.7	5.6	2.4	-	8.1	23.4	-	2.4	48.4	100
Music Video- Clips	2.4	2.4	-	3.2	0.8	2.4	1.6	8.9	78.2	100
Plays	28.2	9.7	11.3	0.8	0.8	-	-	0.8	48.4	100
Art & Culture	23.4	0.8	-	2.4	-	2.4	-	3.2	70.2	100
Women	29.0	11.3	6.5	2.4	0.8	1.6	-	1.6	46.8	100
Children	8.9	2.4	12.9	-	0.8	2.4	-	2.4	70.2	100
Religion	23.4	5.6	4.0	8.9	1.6	-	-	0.8	55.6	100
Business & Finance	16.1	3.2	-	-	-	-	-	1.6	79.0	100

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 4th Quarter 2002 and 4th Quarter 2003 studies. The data for the current study (4th Quarter 2003) are presented in full in Table 6.6 (in the *Tables* Section of this Report), which provides the full breakdowns on this subject.

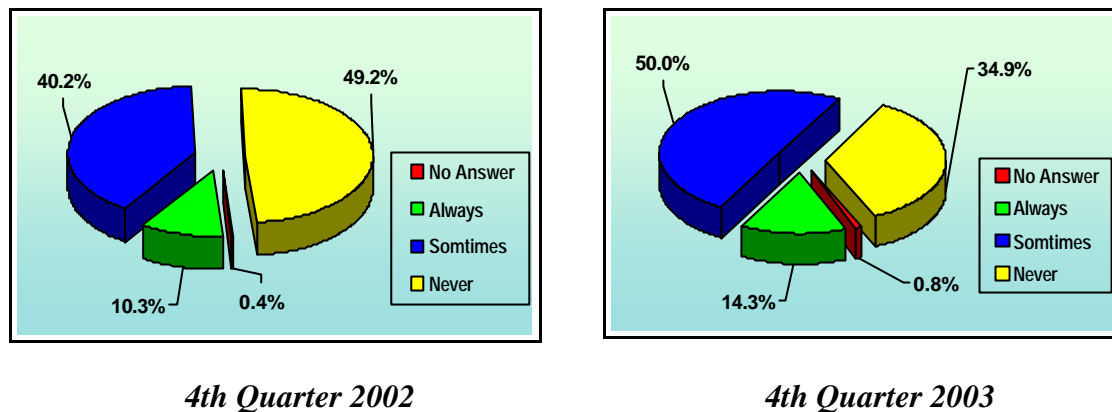


Fig 6.2: Extent of Interest in Political Broadcasts - 4th Quarter 2002 and 2003

6.6.2 The full breakdowns suggest that there continues to be a slightly higher interest among males to follow political broadcasts always (17.3% among males vs. 11.4% females). Those aged 51-65 years retain the highest interest to follow these broadcasts since 20.3% say that they always view them. Persons in the C1 socio-economic group registered the highest percentage (16.6%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (38.4% females vs. 31.2% males). The number of 'never' has decreased and the number of 'always' has increased suggests that the Maltese are at present better appreciating what the BA is providing in this programme segment than they used to be in past years.

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 the volume incorporating the Tables for this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 4.8% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most frequent suggestions were: more music (2.2%); more plays (0.8%) and more educational programmes (0.7%). Other proposals were made by a very small number of respondents, and these are listed in full in Table 6.7.

6.7.3 In contrast to radio, many more (as many as 42.7% of all respondents who had stated that they view TV regularly) made some kind of proposal for new TV

programmes. The most frequent suggestions made were: more Films (7.6%); more plays in Maltese (5.8%); more Sports (5.3%); more serious and Educational Programmes (5.0%); more Documentaries (4.9%); more Discussion Programmes (2.3%); more Maltese Soap Operas (2.2%); more Comedy (2.4%) ; and more Religious Programmes (0.9%). Other proposals were made, and they are also listed in Table 6.8 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'). To allow direct comparability with previous studies 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'. As in previous studies since 1996, whenever a particular station does not transmit for the full 24 hours per day, the 'total potential number of hours available by the population' was matched with the respective station's opening and closing times, and the average worked out accordingly. Otherwise, the division by a number of hours in excess of what the station is actually transmitting would obviously result in a distortion of facts. In line with the Authority's 1997 directive (see *par.* 2.4 above), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables for this study. Figures for the opening and closing times for each station were provided by the Broadcasting Authority.
- 7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of another sub-sample composed of those who replied in respect of the same day of the week, but did so two days later, i.e. they were asked to recall their listening for 'the day before yesterday'.

7.2.0 Average Radio Audience Share

- 7.2.1 Table 7.1 and Fig. 7.1 present data on the daily average share by station on the basis of all available time-slots for each station. Radio Super 1 this time round once more registered the highest score for the daily average, at 2.19% (4th Quarter 2002: 2.38%). The highest average for the station was this time registered on Tuesday, with 2.84% (4th Quarter 2002: Monday, with 3.80%). This was

followed by Radju Malta, with a weekly average of 1.35% (4th Quarter 2002: 1.17%) and its highest average reached on Tuesday with 1.83%. This time third comes Radio 101, with a weekly average of 1.10% (4th Quarter 2002: 1.14%), closely followed by RTK with a weekly average of 1.05% (4th Quarter 2002: 1.83%).

Table 7.1: Daily Radio Average Audience Share – 4th Quarter 2003

(All slots when the Station is transmitting)

	RM	RP/1 06.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE
Monday	1.76	0.53	2.21	0.99	0.00	0.85	1.31	1.32	0.76	0.00	0.03	0.48	0.40	89.34
Tuesday	1.83	0.52	2.84	0.91	0.08	0.74	1.14	1.24	0.62	0.00	0.05	0.35	0.42	89.26
Wednesday	1.64	0.75	2.04	1.25	0.08	1.01	0.97	0.77	0.77	0.03	0.18	0.86	0.66	88.99
Thursday	1.60	0.50	1.87	1.76	0.09	1.40	1.03	0.52	0.97	0.04	0.23	0.94	0.63	88.44
Friday	1.23	0.68	2.33	1.45	0.07	0.97	1.14	0.75	1.34	0.08	0.00	0.61	0.39	88.95
Saturday	0.53	0.47	2.27	1.10	0.11	1.08	1.26	0.37	0.70	0.00	0.00	0.48	0.28	91.30
Sunday	0.87	0.39	1.76	0.22	0.01	0.60	0.52	0.36	0.26	0.00	0.00	0.32	0.27	94.43
Daily Average	1.35	0.55	2.19	1.10	0.06	0.95	1.05	0.76	0.78	0.02	0.07	0.58	0.43	90.10

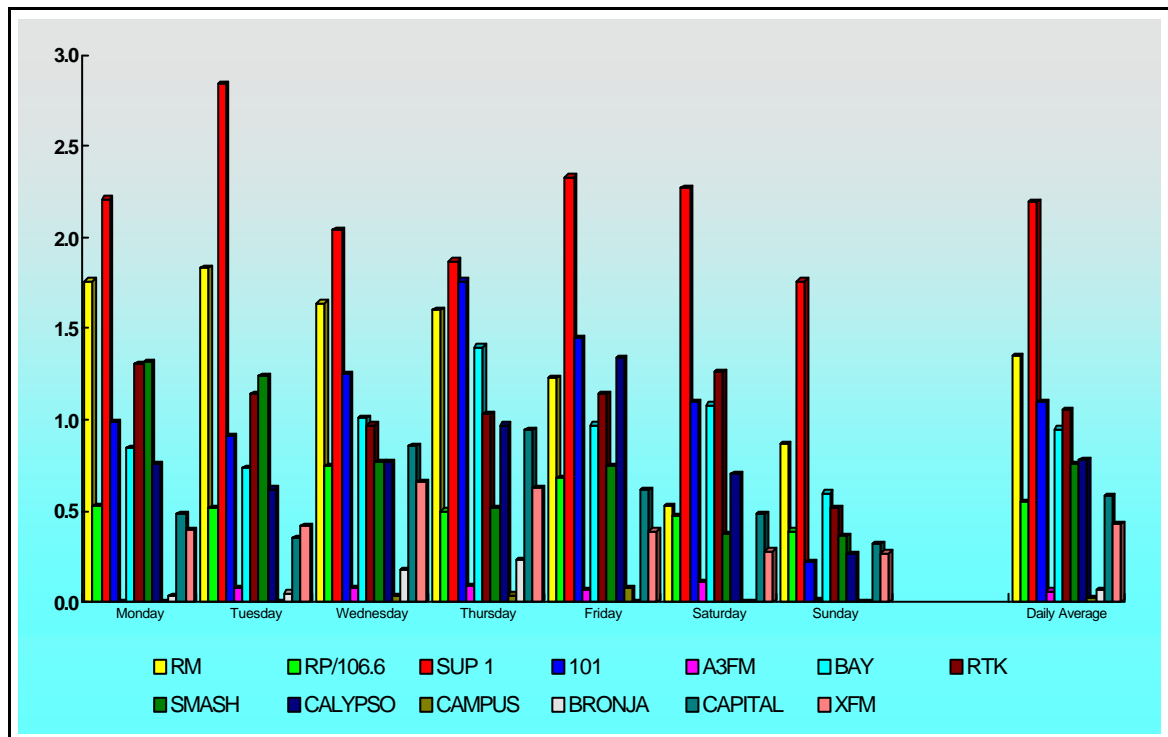


Figure 7.1: Daily Radio Average Audience Share 4th Quarter 2003

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 again obtained by Radio Super 1,

on Tuesday, with 8.04% (4th Quarter 2002: Monday with 9.44%). The closest peak was once more that reached by Radju Malta on Thursday, with 7.34%, followed by RTK on Monday, with 5.24%. Figure 7.2 graphically portrays how the stations compare on this index.

Table 7.2: Daily Radio Peak Audience Share – 4th Quarter 2003

	RM	RP/106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	XFM
Monday	5.59	1.75	6.99	2.45	0.00	2.80	5.24	4.20	2.10	0.00	0.35	2.10	1.75
Tuesday	6.99	1.75	8.04	3.15	0.35	2.45	3.85	4.20	2.45	0.00	0.35	1.40	1.40
Wednesday	5.94	2.45	5.59	3.50	1.05	3.15	3.50	2.45	3.15	0.35	0.70	2.80	2.10
Thursday	7.34	1.75	5.59	4.55	0.70	3.15	3.50	2.10	2.80	0.35	0.70	2.80	2.10
Friday	5.24	2.10	6.99	3.85	0.35	3.15	4.20	2.10	3.50	0.35	0.00	2.45	1.75
Saturday	2.80	1.75	6.99	4.20	0.70	3.85	4.55	1.75	2.45	0.00	0.00	1.75	1.05
Sunday	3.15	1.75	5.59	1.75	0.35	2.10	2.45	1.75	1.40	0.00	0.00	1.40	1.40
Highest Peak	7.34	2.45	8.04	4.55	1.05	3.85	5.24	4.20	3.50	0.35	0.70	2.80	2.10

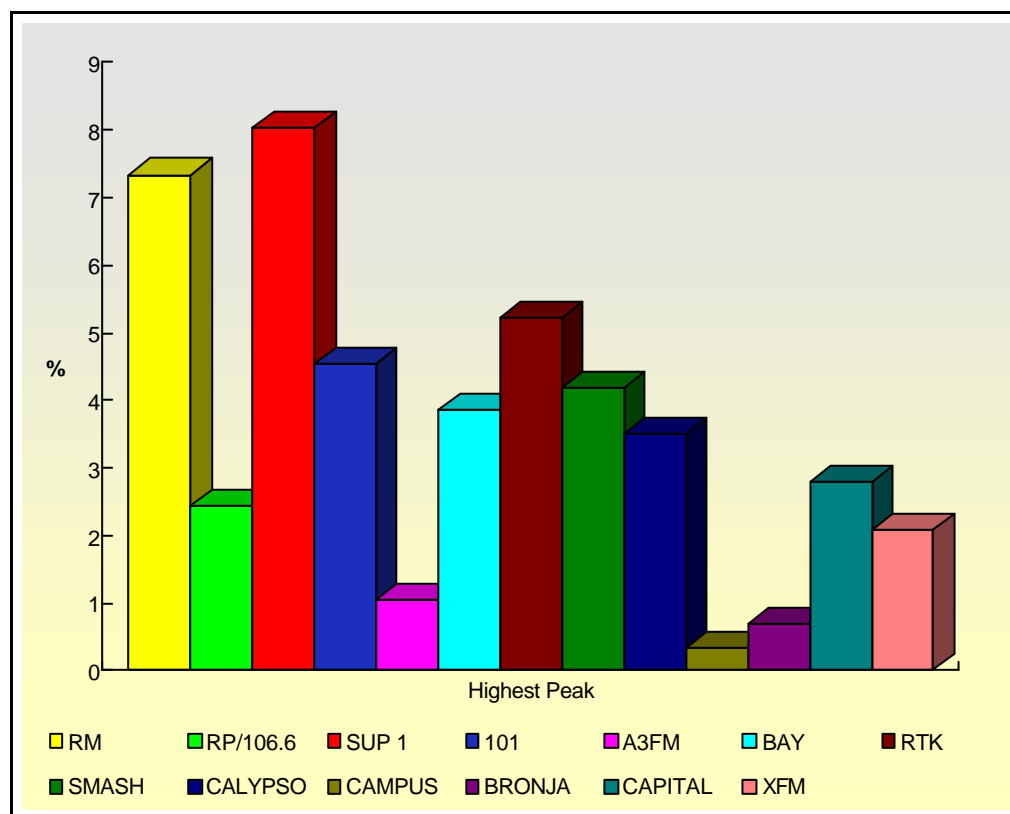


Figure 7.2: Highest Radio Station Peak Audience Share – 4th Quarter 2003

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. 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 continues to have its largest audiences in the morning, starting at around 7.00 a.m. and increasing slightly by mid-morning to a maximum of 7.34%, reached on Thursday between 9.00 a.m. – 9.30 a.m.. The station manages to capture a much smaller audience in the afternoon.
- 7.5.3 Super 1 Radio has a consistently high audience for a longer span of the day. Audience levels start relatively high in the morning and increase consistently. Its peak for the week was reached on Tuesday between 10.00-10.30 a.m. at 8.04%. Super 1 Radio normally attracts a relatively high audience in the afternoon.
- 7.5.4 Radio 101’s audiences are stable both in the morning and in the afternoon, even though they are smaller in the afternoon. Its peak for the week under examination was reached on Thursday at noon, with 4.55%. Like most stations, Sunday is its weakest day.
- 7.5.5 RTK also has its best audience ratings in the morning. The highest peak was reached on Monday between 9.00 a.m. and 9.30 a.m. with an audience of 5.24% of all those listening to radio at that hour. RTK continues to attract a relatively stable

afternoon audience, although the level is not constant for the whole week. This station has lost audience share since this time last year.

- 7.5.6 Bay Radio has a stable audience, mostly in the morning, but also in the afternoon. The stations peaked on Saturday at 10.30 a.m., with 3.85%.
- 7.5.7 Capital Radio has a stable morning audience and an uneven one in the early afternoon. The station peaks twice at the same level (2.80%), on Wednesday and 11.00 a.m. and n Thursday between 9.00 and 11.30 a.m..
- 7.5.8 Calypso Radio, on the other hand, reaches its peak audience on Friday at 9.00 a.m. On most days, this station has a stable, if relatively low audience, throughout the day. Radju Parlament [106.6 FM] has lost audience share. It records a peak on Wednesday with 2.45% audience size.
- 7.5.9 Smash Radio has its highest audience level of 4.20% on Monday. Smash Radio's audience is generally stronger in the morning than in the afternoon. It peaked on Monday and Tuesday with 4.20%.
- 7.5.10 The audience levels of the other stations are individually mapped in the following Tables, but audience size is generally small. 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.

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1430	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1500	0.70	0.00	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
1530	1.05	0.00	1.05	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
1600	1.40	0.00	1.40	1.05	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	94.41	100
1630	2.10	0.00	1.05	1.40	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.35	0.35	93.01	100
1700	3.50	0.00	1.75	2.10	0.00	1.05	1.40	2.45	0.35	0.00	0.00	0.00	1.05	86.36	100
1730	3.85	0.00	3.15	2.45	0.00	1.75	2.80	2.80	0.70	0.00	0.00	0.00	1.75	80.77	100
1800	4.20	0.70	4.20	2.10	0.00	0.70	4.90	3.15	0.70	0.00	0.00	0.35	1.05	77.97	100
1830	4.20	0.70	4.90	2.10	0.00	0.70	4.90	3.85	0.70	0.00	0.00	0.35	1.05	76.57	100
1900	4.20	1.05	6.29	2.10	0.00	1.75	5.24	4.20	1.75	0.00	0.00	1.40	0.70	71.33	100
1930	4.20	1.05	6.99	2.45	0.00	2.45	4.90	3.85	1.75	0.00	0.00	1.40	0.70	70.28	100
1000	4.90	1.40	5.94	2.45	0.00	2.45	4.90	3.50	1.75	0.00	0.00	2.10	1.40	69.23	100
1030	5.24	1.40	5.94	2.10	0.00	2.80	3.85	2.80	1.40	0.00	0.00	2.10	1.40	70.98	100
1100	5.59	1.05	5.94	2.10	0.00	2.45	3.85	2.80	1.40	0.00	0.00	1.40	1.40	72.03	100
1130	5.24	1.40	6.99	2.45	0.00	2.45	3.50	2.10	1.40	0.00	0.35	1.05	1.40	71.68	100
NOON	4.55	1.40	5.59	2.10	0.00	2.10	2.45	2.45	1.40	0.00	0.35	0.70	0.70	76.22	100
1230	3.50	1.05	5.59	2.10	0.00	2.10	1.75	2.10	1.40	0.00	0.35	0.70	0.35	79.02	100
1300	2.10	1.05	4.55	2.10	0.00	1.05	1.05	1.75	1.05	0.00	0.35	0.70	0.35	83.92	100
1330	2.10	1.05	4.20	1.75	0.00	1.05	1.05	1.75	0.70	0.00	0.00	0.70	0.70	84.97	100
1400	2.10	1.05	3.50	1.05	0.00	1.05	0.70	2.10	1.05	0.00	0.00	1.05	0.00	86.36	100
1430	1.75	0.70	3.15	1.05	0.00	0.70	1.05	2.10	1.05	0.00	0.00	1.05	0.35	87.06	100
1500	1.40	1.05	2.80	1.05	0.00	1.05	1.05	2.10	1.40	0.00	0.00	0.70	0.35	87.06	100
1530	1.05	1.05	2.80	1.05	0.00	1.40	1.05	2.10	1.05	0.00	0.00	1.05	0.00	87.41	100
1600	2.10	1.05	3.15	1.75	0.00	1.40	1.40	2.80	1.40	0.00	0.00	1.05	0.00	83.92	100
1630	1.75	1.75	2.45	1.40	0.00	1.40	1.40	1.75	1.40	0.00	0.00	1.05	0.35	85.31	100
1700	1.40	1.75	2.10	1.75	0.00	1.75	1.05	2.80	1.05	0.00	0.00	0.70	0.00	85.66	100
1730	1.40	1.40	1.75	1.75	0.00	0.70	0.70	2.10	0.70	0.00	0.00	0.70	0.35	88.46	100
1800	1.40	1.05	2.10	1.40	0.00	1.05	0.70	1.75	1.75	0.00	0.00	0.00	0.35	88.46	100
1830	1.05	0.70	2.10	0.35	0.00	0.70	0.70	0.70	1.75	0.00	0.00	0.70	0.35	90.91	100
1900	0.70	0.35	1.75	0.35	0.00	0.35	0.70	0.70	2.10	0.00	0.00	0.70	0.35	91.96	100
1930	0.70	0.35	0.70	0.35	0.00	0.35	0.35	0.35	1.40	0.00	0.00	0.70	0.35	94.41	100
2000	1.40	0.00	0.35	0.00	0.00	0.35	0.35	0.00	1.40	0.00	0.00	0.35	0.70	95.10	100
2030	1.40	0.00	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.00	0.00	0.00	0.35	96.15	100
2100	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	1.05	0.00	0.00	0.00	0.35	97.20	100
2130	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.35	1.05	0.35	0.35	0.00	0.00	0.00	0.00	97.20	100
2300	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
average	1.76	0.53	2.21	0.99	0.00	0.85	1.31	1.32	0.76	0.00	0.03	0.48	0.40	89.34	
maximum	5.59	1.75	6.99	2.45	0.00	2.80	5.24	4.20	2.10	0.00	0.35	2.10	1.75	100.00	
std. dev.	1.70	0.59	2.24	0.93	0.00	0.82	1.57	1.31	0.66	0.00	0.10	0.57	0.47	9.87	
average for 0600- 2400 hrs	2.28	0.71	2.91	1.29	0.00	1.14	1.75	1.74	1.02	0.00	0.04	0.64	0.53	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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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	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	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	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	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	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	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	0.00	100.00	100
0400	0.35	0.00	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
0430	0.35	0.00	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
0500	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.00	1.40	0.35	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.50	100
0600	1.05	0.00	2.80	1.40	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	93.01	100
0630	2.10	0.00	2.45	1.40	0.00	0.00	2.10	0.35	0.00	0.00	0.00	0.35	0.35	90.91	100
0700	2.80	0.70	3.85	2.10	0.00	0.70	1.40	0.70	0.70	0.00	0.00	0.00	1.05	86.01	100
0730	3.50	1.40	4.90	2.10	0.00	1.75	2.10	1.05	0.70	0.00	0.00	0.00	1.05	81.47	100
0800	4.20	1.40	5.94	2.45	0.00	1.40	3.50	1.75	0.70	0.00	0.00	0.70	1.05	76.92	100
0830	4.55	1.05	5.94	1.75	0.00	1.75	3.50	1.75	0.70	0.00	0.00	0.70	1.40	76.92	100
0900	5.94	1.05	6.99	2.45	0.35	2.45	3.50	3.15	1.40	0.00	0.00	0.70	1.40	70.63	100
0930	5.94	0.70	7.69	1.75	0.35	2.45	3.85	3.50	2.45	0.00	0.00	0.70	1.40	69.23	100
1000	5.94	0.35	8.04	2.10	0.35	2.45	3.50	4.20	2.45	0.00	0.00	0.70	1.40	68.53	100
1030	6.99	0.35	7.34	1.75	0.35	2.45	2.80	3.50	2.45	0.00	0.00	1.05	1.40	69.58	100
1100	5.94	0.35	7.34	2.45	0.35	2.45	2.45	2.80	2.45	0.00	0.00	1.05	1.40	70.98	100
1130	5.59	0.70	7.34	2.45	0.35	2.10	2.45	2.45	2.45	0.00	0.00	1.05	0.70	72.38	100
NOON	5.59	1.40	6.64	3.15	0.35	2.10	2.10	2.45	1.05	0.00	0.00	1.40	1.05	72.73	100
1230	3.85	1.05	6.64	2.10	0.35	1.40	1.75	2.10	0.00	0.00	0.00	0.35	0.35	80.07	100
1300	2.80	0.70	5.94	1.05	0.35	1.05	1.40	1.40	0.35	0.00	0.00	0.35	0.35	84.27	100
1330	2.80	0.35	5.24	0.70	0.00	1.40	1.40	2.45	0.00	0.00	0.35	0.35	0.70	84.27	100
1400	2.45	0.35	3.50	0.70	0.00	1.05	0.70	3.15	0.35	0.00	0.00	0.35	0.35	87.06	100
1430	1.75	0.35	3.15	0.70	0.00	1.05	1.05	3.15	0.00	0.00	0.00	0.35	0.70	87.76	100
1500	1.40	0.70	3.15	0.70	0.00	0.70	1.40	2.80	0.35	0.00	0.00	0.35	0.70	87.76	100
1530	1.40	0.70	3.50	1.05	0.00	1.05	1.40	1.75	0.35	0.00	0.00	0.35	0.70	87.76	100
1600	1.40	1.05	4.20	1.05	0.00	1.05	1.40	2.80	0.70	0.00	0.00	0.70	0.70	84.97	100
1630	1.75	1.75	3.85	0.70	0.00	1.05	1.05	1.40	0.35	0.00	0.00	0.70	0.70	86.71	100
1700	1.40	0.70	4.20	1.75	0.00	1.05	1.05	1.75	0.35	0.00	0.00	0.35	0.35	87.06	100
1730	1.05	0.70	3.50	2.10	0.00	0.70	1.05	1.75	0.35	0.00	0.00	0.35	0.00	88.46	100
1800	1.05	0.35	3.15	1.75	0.00	0.35	1.05	1.75	1.40	0.00	0.35	0.35	0.00	88.46	100
1830	0.70	0.35	2.10	0.70	0.35	0.35	1.05	0.70	1.75	0.00	0.35	0.70	0.00	90.91	100
1900	0.70	1.05	1.05	1.05	0.35	0.35	1.40	0.70	1.75	0.00	0.35	0.70	0.00	90.56	100
1930	0.35	1.05	0.70	0.00	0.00	0.35	0.70	0.35	1.40	0.00	0.35	0.35	0.00	94.41	100
2000	0.70	1.05	0.35	0.00	0.00	0.35	0.35	0.35	1.40	0.00	0.35	0.35	0.00	94.76	100
2030	0.35	1.05	0.35	0.00	0.00	0.00	0.35	0.35	1.05	0.00	0.35	0.70	0.00	95.45	100
2100	0.00	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00	97.55	100
2130	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	98.60	100
2200	0.00	0.70	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.90	100
2230	0.00	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
2300	0.35	0.00	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
2330	0.00	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	1.83	0.52	2.84	0.91	0.08	0.74	1.14	1.24	0.62	0.00	0.05	0.35	0.42	89.26	
maximum	6.99	1.75	8.04	3.15	0.35	2.45	3.85	4.20	2.45	0.00	0.35	1.40	1.40	100.00	
std. dev.	2.10	0.49	2.69	0.94	0.15	0.84	1.13	1.21	0.81	0.00	0.12	0.36	0.50	10.11	
average for 0600- 2400 hrs	2.40	0.70	3.71	1.20	0.11	0.99	1.50	1.61	0.83	0.00	0.07	0.47	0.54	85.88	

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

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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	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	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	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	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	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	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	0.00	100.00	100
0400	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0430	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0500	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.00	1.40	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
0600	1.05	0.00	3.15	1.40	0.00	0.35	0.35	0.35	0.35	0.00	0.35	0.00	0.00	92.66	100
0630	2.10	0.00	2.80	1.75	0.35	0.35	1.40	0.35	0.35	0.00	0.35	0.70	0.70	88.81	100
0700	2.45	0.70	2.80	2.45	0.35	0.70	1.75	0.35	1.40	0.00	0.00	0.35	2.10	84.62	100
0730	2.45	1.05	3.15	2.45	0.35	1.05	1.75	1.40	1.05	0.00	0.00	0.35	2.10	82.87	100
0800	3.85	0.70	3.85	2.80	0.00	1.40	3.15	1.75	0.70	0.35	0.00	1.05	1.05	79.37	100
0830	4.20	0.35	4.20	2.45	0.00	1.40	2.80	1.75	1.05	0.35	0.00	2.10	1.05	78.32	100
0900	5.94	1.05	4.20	3.50	0.00	2.45	3.50	2.10	3.15	0.00	0.00	2.45	1.40	70.28	100
0930	5.94	1.40	5.24	3.15	0.00	3.15	3.50	1.40	2.80	0.00	0.35	2.10	1.40	69.58	100
1000	5.94	1.75	5.59	3.50	0.00	2.45	3.50	1.75	2.45	0.00	0.35	2.45	1.75	68.53	100
1030	5.94	2.10	5.24	2.45	0.00	2.10	3.50	1.75	2.45	0.00	0.35	2.80	1.40	69.93	100
1100	5.59	2.10	4.90	2.80	0.00	2.45	3.50	1.75	2.10	0.00	0.35	2.80	1.40	70.28	100
1130	4.55	2.10	5.59	2.10	0.70	1.75	3.50	1.40	2.10	0.00	0.35	2.45	1.40	72.03	100
NOON	5.59	2.45	5.24	2.80	1.05	1.40	2.80	1.40	1.40	0.00	0.35	2.45	1.40	71.68	100
1230	4.20	1.75	4.55	1.75	0.00	1.05	1.05	1.05	1.05	0.00	0.35	1.75	1.05	80.42	100
1300	3.15	1.40	4.20	1.75	0.00	1.40	0.70	0.70	1.40	0.00	0.00	1.05	1.75	82.52	100
1330	2.80	0.70	3.85	1.40	0.00	1.40	0.35	1.40	0.70	0.00	0.70	0.70	1.05	84.97	100
1400	1.40	0.70	3.15	1.75	0.00	1.05	0.70	1.75	0.35	0.35	0.70	0.35	1.40	86.36	100
1430	1.05	0.70	2.45	1.40	0.00	1.75	0.35	1.75	0.35	0.35	0.35	0.35	1.40	87.76	100
1500	1.05	1.75	2.45	1.75	0.00	1.75	0.70	2.45	0.35	0.00	0.35	0.35	1.40	85.66	100
1530	1.05	1.40	2.80	1.75	0.00	1.40	1.05	2.10	0.70	0.00	0.00	0.35	1.40	86.01	100
1600	1.05	1.05	3.85	2.10	0.35	1.75	1.05	1.75	1.40	0.00	0.35	1.75	1.40	82.17	100
1630	1.05	1.05	3.15	2.10	0.35	1.75	0.70	1.40	0.70	0.00	0.35	2.10	0.70	84.62	100
1700	1.40	1.40	2.80	2.10	0.35	1.40	0.70	0.70	1.05	0.00	0.35	2.10	0.35	85.31	100
1730	1.05	1.05	2.10	2.80	0.00	1.40	0.35	0.35	1.05	0.00	0.35	2.10	0.00	87.41	100
1800	0.70	1.05	1.75	1.75	0.00	1.40	0.35	0.70	1.40	0.00	0.35	1.75	0.35	88.46	100
1830	0.70	1.05	1.40	0.70	0.00	1.40	0.35	0.70	1.05	0.00	0.35	1.40	0.70	90.21	100
1900	1.05	0.70	1.05	0.35	0.00	1.40	1.05	0.70	1.05	0.00	0.00	1.40	0.70	90.56	100
1930	0.35	0.70	0.35	0.35	0.00	2.10	1.05	0.35	0.70	0.00	0.00	0.70	0.70	92.66	100
2000	0.35	0.70	0.00	0.00	0.00	1.05	0.00	0.35	0.70	0.00	0.00	0.70	0.00	96.15	100
2030	0.35	0.70	0.00	0.00	0.00	0.70	0.00	0.35	0.70	0.00	0.00	0.35	0.00	96.85	100
2100	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	98.25	100
2200	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.00	97.90	100
2230	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2300	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
average	1.64	0.75	2.04	1.25	0.08	1.01	0.97	0.77	0.77	0.03	0.18	0.86	0.66	88.99	
maximum	5.94	2.45	5.59	3.50	1.05	3.15	3.50	2.45	3.15	0.35	0.70	2.80	2.10	100.00	
std. dev.	2.01	0.69	1.95	1.13	0.20	0.82	1.22	0.75	0.81	0.10	0.20	0.96	0.69	10.17	
average for 0600- 2400 hrs	2.18	1.00	2.66	1.61	0.11	1.34	1.27	1.00	1.03	0.04	0.24	1.15	0.87	85.50	

**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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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	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	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	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	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	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	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	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	0.00	100.00	100
0430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.35	0.00	2.10	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	95.80	100
0600	0.35	0.00	3.85	1.05	0.00	0.35	0.35	0.00	0.70	0.00	0.35	0.35	0.00	92.66	100
0630	0.70	0.00	3.50	1.40	0.35	1.05	0.35	0.00	0.35	0.00	0.35	0.70	1.05	90.21	100
0700	1.75	0.70	3.15	2.45	0.35	2.10	1.75	0.00	1.40	0.00	0.00	1.05	1.75	83.57	100
0730	2.10	1.05	3.50	2.80	0.35	2.10	1.40	0.70	1.05	0.00	0.00	1.05	1.40	82.52	100
0800	4.55	1.05	4.20	3.50	0.35	2.45	2.10	1.40	1.05	0.35	0.00	1.40	1.05	76.57	100
0830	4.55	0.70	4.20	3.15	0.35	2.45	2.45	1.05	1.05	0.35	0.00	2.10	1.05	76.57	100
0900	7.34	1.40	4.90	3.50	0.00	3.15	2.10	1.40	2.80	0.00	0.00	2.80	2.10	68.53	100
0930	6.99	1.40	4.90	3.15	0.00	3.15	3.15	1.05	2.45	0.35	0.35	2.80	2.10	68.18	100
1000	6.29	1.40	5.24	3.15	0.00	2.80	3.50	1.40	2.45	0.00	0.35	2.80	1.75	68.88	100
1030	6.29	1.40	5.24	4.20	0.00	3.15	2.80	1.40	2.45	0.00	0.35	2.80	1.75	68.18	100
1100	5.94	1.40	5.24	4.20	0.00	2.80	2.80	1.40	2.10	0.00	0.35	2.80	1.75	69.23	100
1130	4.20	1.75	5.59	4.20	0.00	2.45	2.45	1.40	2.10	0.00	0.35	2.45	1.75	71.33	100
NOON	3.85	1.75	4.90	4.55	0.70	2.10	3.15	1.40	1.75	0.00	0.70	2.45	1.05	71.68	100
1230	2.80	1.05	2.10	3.50	0.35	1.75	2.45	1.05	1.40	0.00	0.70	1.75	1.40	79.72	100
1300	2.10	0.70	1.40	3.85	0.00	2.45	1.40	0.70	1.40	0.00	0.70	1.75	1.40	82.17	100
1330	1.75	0.70	1.75	3.50	0.00	2.10	1.05	1.05	1.40	0.00	0.70	1.40	0.70	83.92	100
1400	1.40	0.70	1.05	3.85	0.00	2.45	1.05	0.70	1.05	0.35	0.70	1.05	0.35	85.31	100
1430	1.40	0.70	1.05	3.15	0.00	2.45	0.70	0.70	1.05	0.35	0.70	1.40	0.70	85.66	100
1500	1.40	1.05	2.10	2.80	0.00	3.15	0.70	1.40	1.05	0.00	0.70	0.70	0.35	84.62	100
1530	1.75	0.70	2.45	2.80	0.00	2.80	0.70	2.10	1.05	0.00	0.70	0.70	0.35	83.92	100
1600	1.75	0.70	2.80	3.85	0.00	2.45	0.70	1.05	1.05	0.00	0.35	1.75	0.35	83.22	100
1630	0.70	0.70	2.45	3.85	0.00	1.40	0.70	1.05	1.40	0.00	0.35	1.75	0.35	85.31	100
1700	1.40	0.35	1.75	3.50	0.00	1.75	1.40	0.70	2.10	0.00	0.35	1.75	0.70	84.27	100
1730	1.05	0.35	1.75	3.15	0.00	1.75	1.05	0.00	2.10	0.00	0.35	1.40	0.70	86.36	100
1800	0.70	0.70	1.75	2.45	0.35	2.80	1.40	0.35	2.10	0.00	0.35	1.05	0.35	85.66	100
1830	0.35	0.70	2.10	0.70	0.35	2.45	1.05	0.35	2.10	0.00	0.35	1.05	1.05	87.41	100
1900	0.70	0.00	2.10	0.35	0.35	2.10	2.45	0.35	1.40	0.00	0.00	1.05	1.05	88.11	100
1930	0.35	0.35	0.35	0.70	0.70	1.40	1.05	0.35	0.70	0.00	0.00	0.35	1.05	92.66	100
2000	0.35	0.35	0.70	0.00	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.35	0.00	96.85	100
2030	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	97.90	100
2100	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2200	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.00	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.35	97.90	100
2300	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.35	97.90	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	98.25	100
average	1.60	0.50	1.87	1.76	0.09	1.40	1.03	0.52	0.97	0.04	0.23	0.94	0.63	88.44	
maximum	7.34	1.75	5.59	4.55	0.70	3.15	3.50	2.10	2.80	0.35	0.70	2.80	2.10	100.00	
std. dev.	2.09	0.55	1.83	1.67	0.19	1.15	1.03	0.59	0.84	0.11	0.26	0.97	0.67	10.62	
average for 0600- 2400 hrs	2.12	0.66	2.41	2.32	0.13	1.86	1.36	0.69	1.27	0.05	0.30	1.25	0.84	84.74	

**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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.00	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
1430	0.00	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
1500	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
1530	0.35	0.35	2.45	0.00	0.00	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00	95.45	100
1600	0.35	0.35	4.55	0.35	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.00	92.66	100
1630	0.70	0.70	5.24	0.70	0.00	1.05	0.35	0.00	1.05	0.00	0.00	0.70	0.35	89.16	100
1700	1.40	2.10	4.55	1.75	0.35	2.10	1.75	0.35	2.10	0.00	0.00	1.40	1.05	81.12	100
1730	1.75	1.40	4.55	2.10	0.35	2.10	1.05	0.70	1.75	0.00	0.00	1.75	1.05	81.47	100
1800	3.15	1.40	5.24	2.45	0.00	3.15	2.80	0.70	2.10	0.00	0.00	2.45	1.40	75.17	100
1830	3.50	1.05	5.24	2.45	0.00	1.75	3.50	0.70	2.45	0.00	0.00	2.10	1.75	75.52	100
1900	4.20	1.75	6.64	3.50	0.00	1.40	3.50	1.75	3.50	0.00	0.00	2.10	1.40	70.28	100
1930	4.55	1.75	6.29	3.50	0.35	2.45	3.85	2.10	3.15	0.00	0.00	2.10	0.70	69.23	100
1000	5.24	2.10	6.99	3.85	0.35	3.15	3.85	2.10	3.15	0.35	0.00	1.75	0.70	66.43	100
1030	4.90	1.75	5.94	3.50	0.35	2.45	3.85	2.10	3.15	0.35	0.00	1.75	0.70	69.23	100
1100	3.85	1.75	5.59	3.85	0.00	2.10	4.20	1.75	3.15	0.35	0.00	1.05	1.05	71.33	100
1130	3.85	1.75	5.24	3.50	0.00	2.10	3.50	1.75	3.50	0.00	0.00	1.40	0.70	72.73	100
NOON	3.15	1.40	5.94	3.85	0.00	1.05	3.15	1.75	2.45	0.35	0.00	1.40	0.70	74.83	100
1230	2.45	1.40	3.85	3.50	0.00	1.40	1.75	1.75	1.75	0.35	0.00	1.05	0.35	80.42	100
1300	1.75	1.75	3.15	3.15	0.35	1.05	1.40	1.40	1.40	0.35	0.00	1.05	0.70	82.52	100
1330	1.75	1.05	3.15	3.15	0.35	1.05	1.05	1.05	1.40	0.35	0.00	1.05	0.35	84.27	100
1400	1.40	1.05	2.45	2.80	0.35	1.75	1.40	1.05	1.40	0.35	0.00	1.05	0.70	84.27	100
1430	1.05	0.70	2.45	3.15	0.35	1.40	1.05	0.70	1.40	0.35	0.00	1.40	0.70	85.31	100
1500	1.05	0.70	2.45	3.15	0.00	2.10	0.70	1.05	1.05	0.35	0.00	1.05	0.00	86.36	100
1530	0.35	0.35	2.10	3.15	0.00	1.75	0.70	1.40	1.05	0.35	0.00	1.05	0.00	87.76	100
1600	0.35	0.70	3.15	3.50	0.00	2.45	1.05	1.40	1.05	0.00	0.00	0.70	0.35	85.31	100
1630	0.35	0.70	1.75	3.50	0.00	0.70	1.05	1.75	1.75	0.00	0.00	0.35	0.00	88.11	100
1700	0.70	0.70	2.80	2.10	0.00	1.40	1.75	1.40	2.45	0.00	0.00	0.35	0.00	86.36	100
1730	0.70	0.70	2.80	1.40	0.35	1.40	0.70	1.05	2.45	0.00	0.00	0.35	0.35	87.76	100
1800	1.40	0.70	2.80	0.70	0.00	1.40	0.70	1.40	3.15	0.00	0.00	0.00	0.35	87.41	100
1830	1.05	0.70	2.10	0.35	0.00	1.40	0.70	1.05	3.15	0.00	0.00	0.00	0.70	88.81	100
1900	0.70	0.35	1.40	0.00	0.00	1.05	1.75	1.05	2.80	0.00	0.00	0.00	0.70	90.21	100
1930	0.35	0.35	0.35	0.00	0.00	0.35	1.40	0.70	2.10	0.00	0.00	0.00	0.70	93.71	100
2000	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.70	1.40	0.00	0.00	0.00	0.70	95.45	100
2030	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.35	1.05	0.00	0.00	0.00	0.35	96.85	100
2100	0.35	0.35	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.35	97.20	100
2130	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2200	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2230	0.00	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
2300	0.00	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
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.23	0.68	2.33	1.45	0.07	0.97	1.14	0.75	1.34	0.08	0.00	0.61	0.39	88.95	
maximum	5.24	2.10	6.99	3.85	0.35	3.15	4.20	2.10	3.50	0.35	0.00	2.45	1.75	100.00	
std. dev.	1.49	0.67	2.29	1.54	0.14	0.96	1.30	0.72	1.20	0.15	0.00	0.75	0.45	10.45	
average for 0600- 2400 hrs	1.62	0.88	3.03	1.93	0.10	1.29	1.52	1.00	1.75	0.11	0.00	0.82	0.52	85.43	

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

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
1400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	99.65	100
1430	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.35	0.00	99.65	100
1500	0.35	0.00	0.70	0.00	0.00	0.00	0.35		0.35	0.00	0.00	0.35	0.00	97.90	100
1530	0.35	0.00	1.40	0.00	0.00	0.00	0.35		0.35	0.00	0.00	0.35	0.00	97.20	100
1600	0.35	0.35	2.80	0.00	0.00	0.00	1.05		0.35	0.00	0.00	0.35	0.00	94.76	100
1630	0.35	0.35	3.50	0.35	0.00	0.00	0.70		0.35	0.00	0.00	0.70	0.00	93.71	100
1700	1.05	0.35	3.50	0.70	0.35	0.35	0.70		0.70	0.00	0.00	0.70	0.00	91.61	100
1730	1.40	0.35	3.50	1.05	0.35	0.70	0.70		0.35	0.00	0.00	0.70	0.00	90.91	100
1800	1.75	0.35	4.90	1.40	0.35	1.05	1.40		0.70	0.00	0.00	1.05	0.70	86.36	100
1830	2.10	0.70	5.59	2.10	0.35	2.10	2.45		0.70	0.00	0.00	1.05	0.35	82.52	100
1900	2.80	0.70	5.94	2.45	0.70	2.80	3.50	1.05	1.40	0.00	0.00	1.05	1.05	76.57	100
1930	2.45	1.05	5.94	3.50	0.70	2.80	3.85	1.05	1.40	0.00	0.00	1.40	1.05	74.83	100
1000	1.75	0.70	6.29	4.20	0.70	3.50	4.55	1.40	1.75	0.00	0.00	1.75	1.05	72.38	100
1030	1.40	0.70	6.29	3.50	0.70	3.85	4.20	1.75	1.75	0.00	0.00	1.40	1.05	73.43	100
1100	1.75	0.70	6.99	4.20	0.35	2.80	4.20	1.40	1.40	0.00	0.00	1.75	1.05	73.43	100
1130	1.75	0.70	5.59	4.20	0.35	2.80	3.85	1.40	1.05	0.00	0.00	1.75	1.05	75.52	100
NOON	1.05	1.05	5.24	3.15	0.00	1.75	3.15	1.05	0.70	0.00	0.00	1.05	0.70	81.12	100
1230	0.70	1.05	3.85	2.80	0.00	1.75	2.10	1.05	1.05	0.00	0.00	0.70	0.70	84.27	100
1300	0.00	1.05	3.85	2.45	0.00	1.40	2.45	1.05	1.05	0.00	0.00	0.70	1.05	84.97	100
1330	0.00	1.05	3.15	1.75	0.00	1.75	1.40	0.70	0.70	0.00	0.00	0.70	0.35	88.46	100
1400	0.35	1.05	3.85	2.10	0.00	2.45	1.05	0.35	0.35	0.00	0.00	0.70	0.35	87.41	100
1430	0.35	1.05	3.85	1.40	0.00	2.10	1.40	0.35	0.35	0.00	0.00	0.70	0.35	88.11	100
1500	0.35	1.75	3.15	1.40	0.00	2.45	1.40	0.35	0.35	0.00	0.00	0.70	0.35	87.76	100
1530	0.00	1.40	2.80	1.75	0.00	2.10	0.70	0.35	0.35	0.00	0.00	0.70	0.35	89.51	100
1600	0.00	1.40	3.15	1.75	0.00	2.45	1.05	0.35	0.70	0.00	0.00	0.70	0.35	88.11	100
1630	0.00	0.70	2.45	1.75	0.00	1.75	1.05	0.35	0.35	0.00	0.00	0.35	0.35	90.91	100
1700	0.00	0.70	1.75	1.05	0.00	1.75	1.05	0.35	0.35	0.00	0.00	0.35	0.35	92.31	100
1730	0.35	0.35	1.40	1.05	0.35	1.40	0.70	0.35	0.35	0.00	0.00	0.35	0.00	93.36	100
1800	0.70	0.70	1.75	0.35	0.00	1.75	1.75	0.35	0.70	0.00	0.00	0.35	0.00	91.61	100
1830	0.70	0.70	1.05	0.35	0.00	1.40	2.10	0.35	2.45	0.00	0.00	0.00	0.35	90.56	100
1900	0.70	0.35	0.70	0.35	0.00	0.70	2.45	0.70	2.10	0.00	0.00	0.00	0.00	91.96	100
1930	0.35	0.35	0.35	0.35	0.00	0.70	1.40	0.35	1.40	0.00	0.00	0.00	0.00	94.76	100
2000	0.00	0.00	0.35	0.35	0.00	0.35	1.05	0.35	1.05	0.00	0.00	0.00	0.00	96.50	100
2030	0.00	0.00	0.35	0.35	0.00	0.35	1.40	0.35	1.40	0.00	0.00	0.00	0.00	95.80	100
2100	0.00	0.35	0.35	0.35	0.00	0.70	1.05	0.70	1.05	0.00	0.00	0.00	0.00	95.45	100
2130	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
average	0.53	0.47	2.27	1.10	0.11	1.08	1.26	0.37	0.70	0.00	0.00	0.48	0.28	91.36	
maximum	2.80	1.75	6.99	4.20	0.70	3.85	4.55	1.75	2.45	0.00	0.00	1.75	1.05	100.00	
std. dev.	0.74	0.46	2.18	1.30	0.22	1.13	1.32	0.48	0.59	0.00	0.00	0.52	0.38	8.25	
average for 0600- 2400 hrs	0.69	0.62	2.96	1.47	0.15	1.44	1.66	0.50	0.91	0.00	0.00	0.60	0.36	88.65	

**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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALY PSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1430	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1500	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.60	100
1530	0.70	0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
1600	1.05	0.00	2.10	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	95.80	100
1630	1.40	0.00	2.10	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	95.45	100
1700	2.10	0.00	2.10	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	93.71	100
1730	1.75	0.00	2.45	1.40	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.00	0.35	92.66	100
1800	2.80	0.00	4.20	1.75	0.00	0.00	1.40	0.70	0.35	0.00	0.00	0.00	0.35	88.46	100
1830	3.15	0.35	4.90	1.05	0.00	0.35	2.45	0.35	0.70	0.00	0.00	0.35	0.35	86.01	100
1900	1.75	0.70	5.59	0.35	0.00	0.70	2.45	0.70	1.40	0.00	0.00	0.70	1.05	84.62	100
1930	1.75	0.70	5.59	0.00	0.00	1.40	2.10	0.70	1.05	0.00	0.00	0.70	1.40	84.62	100
1000	2.80	1.05	5.59	0.00	0.00	2.10	1.75	0.35	0.70	0.00	0.00	0.70	1.40	83.57	100
1030	2.10	1.75	4.90	0.00	0.00	1.75	1.05	1.40	0.35	0.00	0.00	1.05	1.05	84.62	100
1100	1.75	1.75	4.20	0.35	0.00	1.75	1.05	1.40	0.35	0.00	0.00	1.40	1.05	84.97	100
1130	1.40	1.40	3.85	0.35	0.00	1.75	1.05	1.40	0.00	0.00	0.00	1.40	0.35	87.06	100
NOON	1.75	1.05	4.55	0.35	0.00	1.05	1.05	1.75	0.35	0.00	0.00	1.40	0.35	86.36	100
1230	1.75	1.05	3.85	0.00	0.00	1.75	0.35	1.05	0.35	0.00	0.00	1.05	0.35	88.46	100
1300	1.05	1.05	3.15	0.35	0.00	1.40	0.00	1.05	0.35	0.00	0.00	1.05	0.35	90.21	100
1330	0.70	0.70	2.45	0.35	0.00	1.40	0.00	1.05	0.00	0.00	0.00	1.05	0.35	91.96	100
1400	0.70	0.70	2.45	0.35	0.00	1.05	0.00	0.70	0.70	0.00	0.00	0.70	0.70	91.96	100
1430	0.70	0.70	2.45	0.00	0.00	0.70	0.00	0.70	1.05	0.00	0.00	0.35	0.70	92.66	100
1500	0.35	0.70	1.75	0.00	0.00	0.70	0.70	0.70	0.70	0.00	0.00	0.35	0.35	93.71	100
1530	0.70	1.05	1.75	0.00	0.00	1.40	1.05	0.35	0.35	0.00	0.00	0.70	0.35	92.31	100
1600	0.70	0.70	1.40	0.00	0.00	0.70	1.05	0.35	0.70	0.00	0.00	0.70	0.35	93.36	100
1630	0.70	0.70	1.40	0.35	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.70	0.35	93.36	100
1700	1.05	0.70	1.75	0.35	0.35	1.05	0.70	0.70	0.35	0.00	0.00	0.35	0.35	92.31	100
1730	0.70	0.70	1.75	0.00	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.35	0.00	94.06	100
1800	0.70	0.35	1.40	0.00	0.00	0.70	0.70	0.35	0.00	0.00	0.00	0.35	0.00	95.45	100
1830	0.35	0.00	1.05	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
1900	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
1930	1.05	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	97.20	100
2000	1.05	0.00	0.35	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2030	0.70	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2100	0.70	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2330	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
average	0.87	0.39	1.76	0.22	0.01	0.60	0.52	0.36	0.26	0.00	0.00	0.32	0.27	94.43	
maximum	3.15	1.75	5.59	1.75	0.35	2.10	2.45	1.75	1.40	0.00	0.00	1.40	1.40	100.00	
std. dev.	0.82	0.50	1.76	0.38	0.05	0.61	0.65	0.47	0.33	0.00	0.00	0.44	0.37	5.20	
average for 0600- 2400 hrs	1.13	0.51	2.30	0.25	0.01	0.80	0.68	0.48	0.35	0.00	0.00	0.43	0.36	92.71	

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

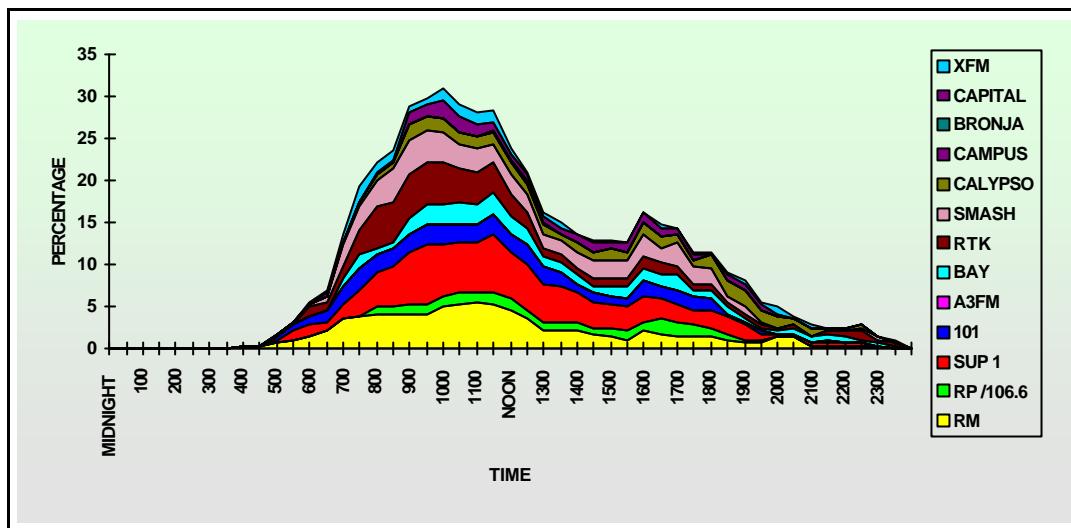


Fig 7.3: Radio Audiences - Monday

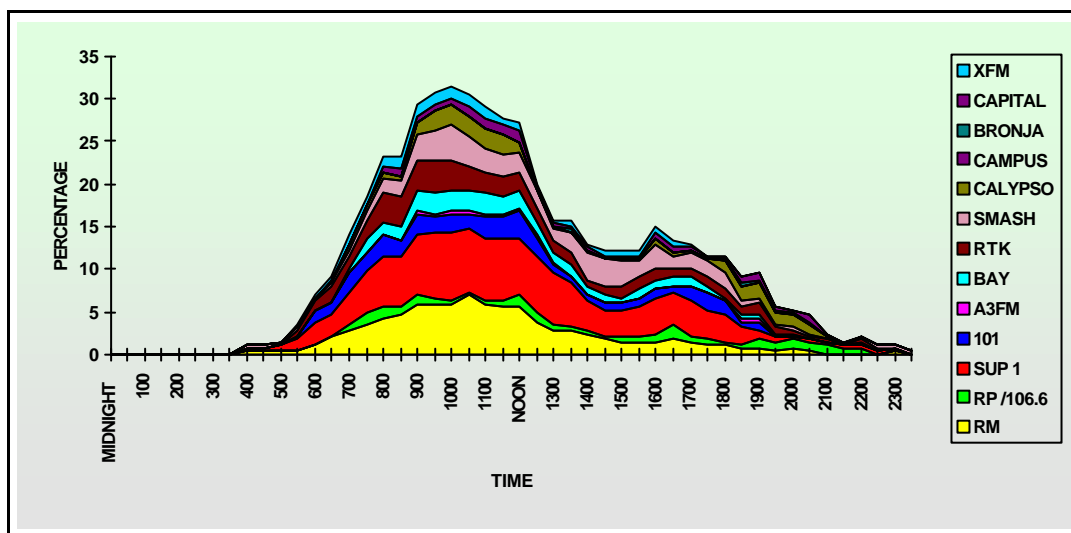


Fig 7.4: Radio Audiences – Tuesday

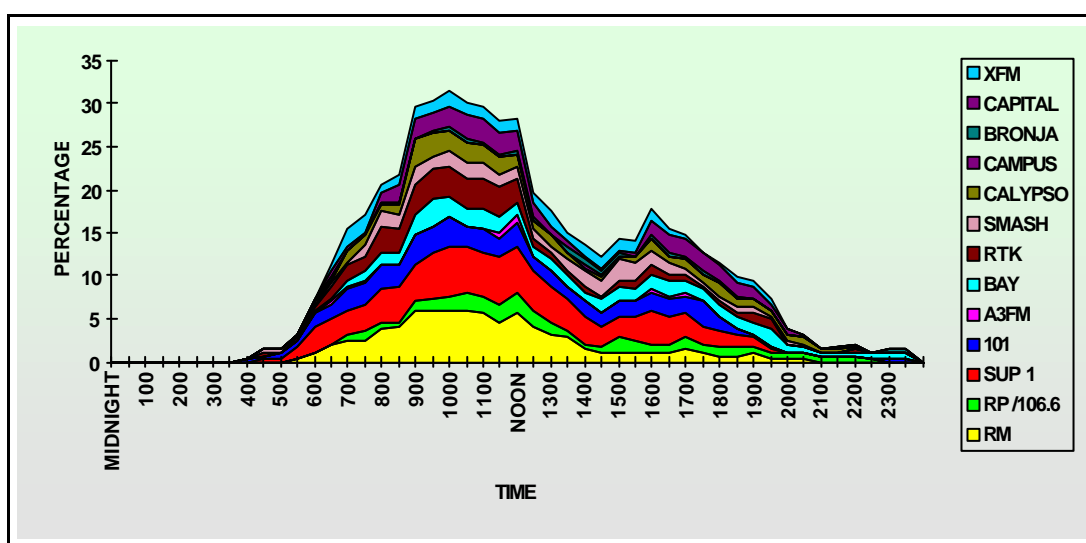


Fig 7.5: Radio Audiences - Wednesday

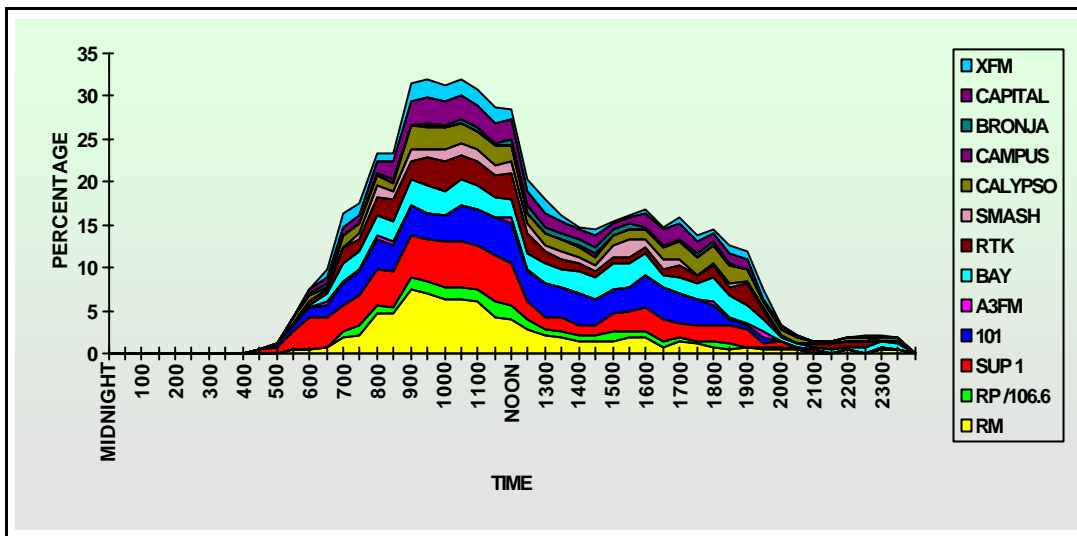


Fig 7.6: Radio Audiences – Thursday

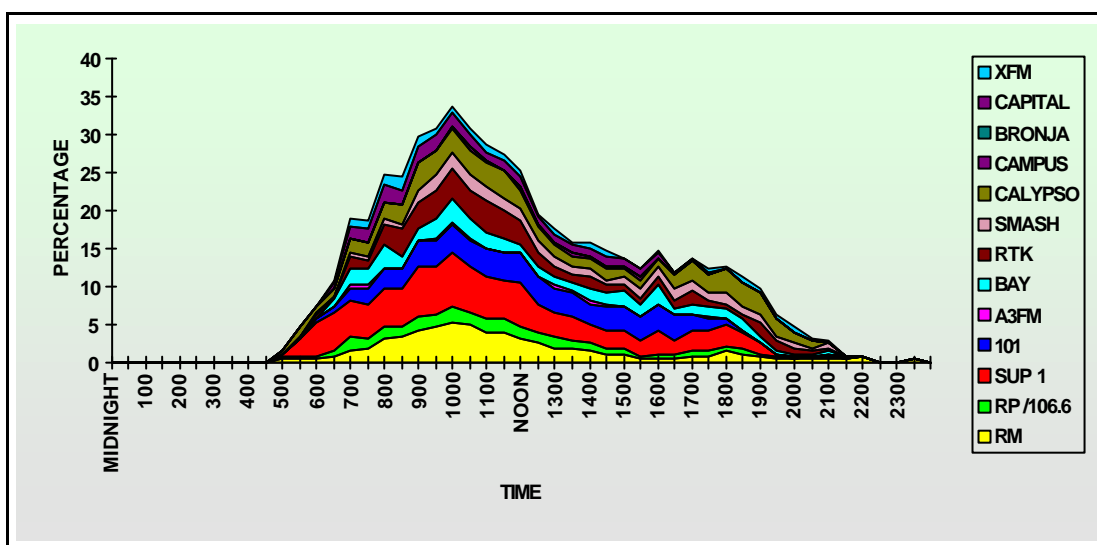


Fig 7.7: Radio Audiences – Friday

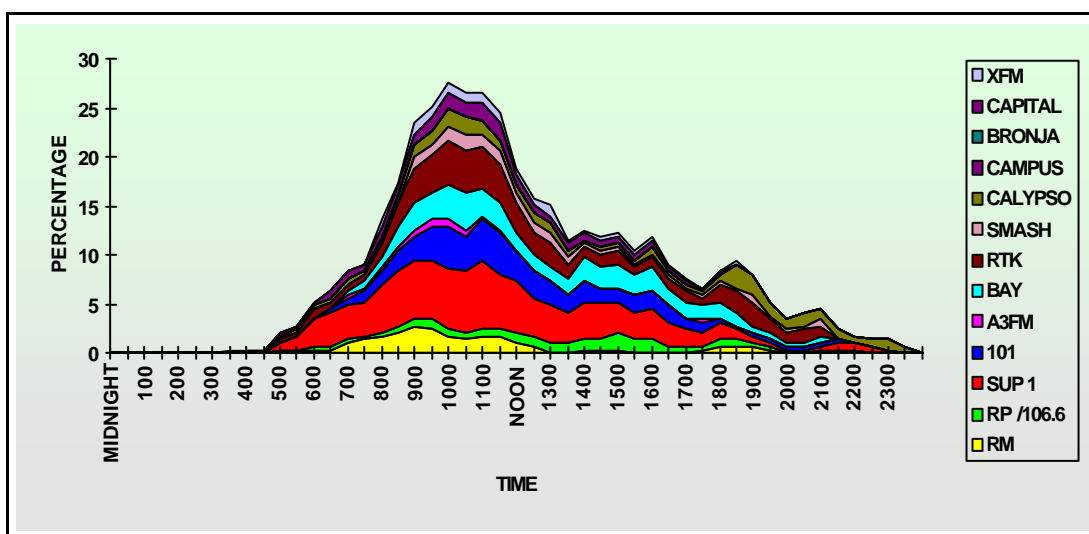


Fig 7.8: Radio Audiences - Saturday

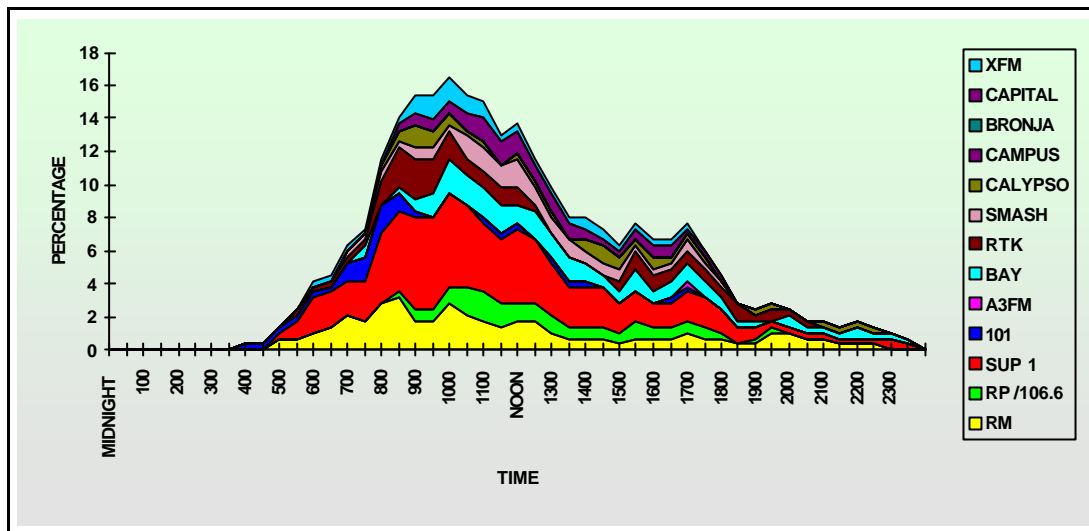


Fig 7.9: Radio Audiences - Sunday

7.6.0 Radio Audience Share

7.6.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels for 4th Quarter 2002 and 2003 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, in comparison with 4th Quarter 2002 some shifts occurred: Radju Malta, Campus FM, A3FM, Bay Radio, Smash Radio, Radio Calypso and Capital Radio registered gains, whilst Radio 106.6, Super 1 and RTK, registered some losses. Radiu 101 and FM Bronja register no change. XFM is a new comer to the scene.

**Table 7.3: Weekly Radio Average Audience Levels
- 4th Quarter, 2002 & 2003**

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

	RM	RP/ 106.6	SUPER 1	AMPU FM	101	IS / A3FM	BAY	RTK	SMASH	CALYPSO	FM BRONJA	CAPITAL	XFM
4 th Quarter 2002: Daily Average	1.17	0.81	2.38	0.01	1.10	0.20	0.83	1.60	0.36	0.30	0.07	0.54	-
4 th Quarter 2003: Daily Average	1.35	0.55	2.19	0.02	1.10	0.06	0.95	1.05	0.76	0.78	0.07	0.58	0.43

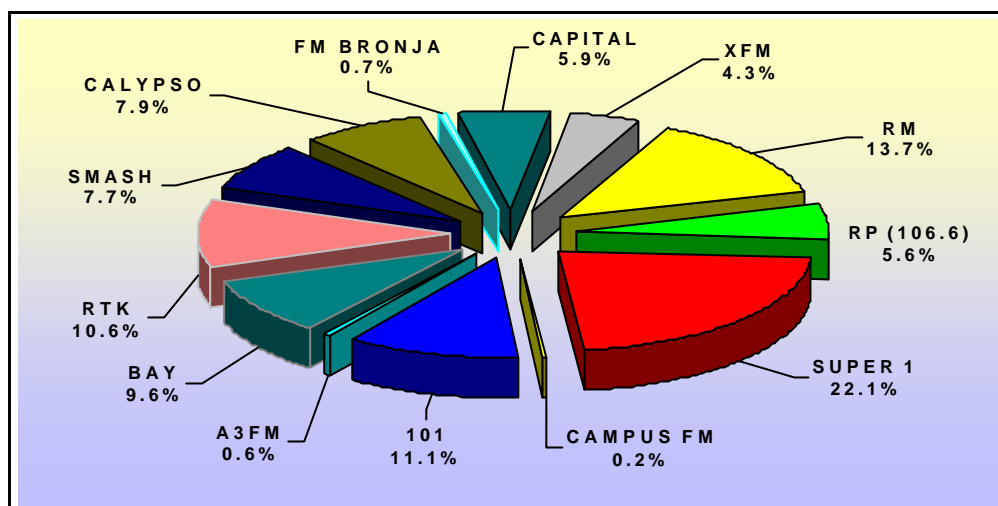


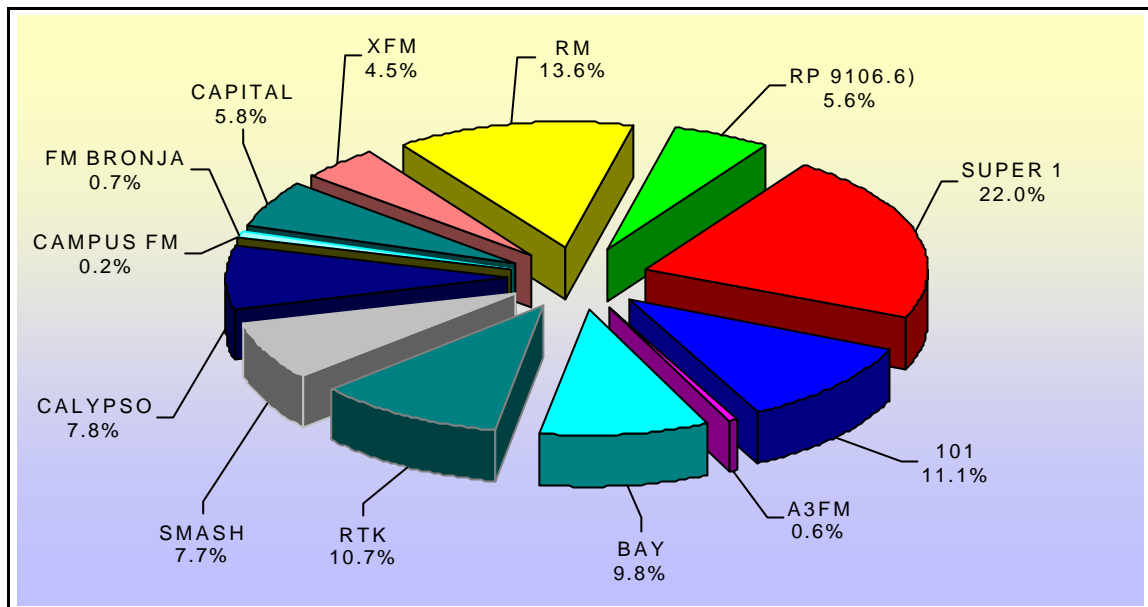
Fig. 7.10: Daily Average Audience Radio Levels – All Available Time-Slots

7.6.2 Table 7.4 in turn presents data in respect of each station for 6.00 a.m. to midnight for the 4th Quarter 2000, 2001 and 2002 studies. The current figures for all stations show that there have interesting fluctuations in the size of audience for these time slots since this time last year. As regards the relative strength of each individual stations, Figure 7.11 shows that the greatest gains were recorded by Radio Calypso and Smash Radio (4.0% each). The greatest loss was registered by RTK (-6.3%). Other substantial losses have been registered by Super 1 (-3.2%) and Radju Parlament /106.6 (-3.1%). Gains were also registered by Radju Malta (+1.1%), Bay Radio (+0.9%), Campus FM and Capital Radio (+0.1% each). Loss in audience share was also registered by Radio 101 (-0.7%), A3FM (-1.6% from the level achieved by its predecessor Island Sound at the same time in 2003), and FM Bronja (-0.1%). The new advent XFM registered 4.5% audience share, but this cannot be compared to 2002 since this station or its predecessor was not broadcasting a year ago.

Table 7.4: Daily Average Audience Levels – Radio
- 4th Quarter 2002 & 2003

(computed on the basis of audiences between 6.00 a.m. – midnight)

	RM	RP 06.6)	SUPER 1	101	IS/ 13fm	BAY	RTK	SMASH	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL	XFM
4 th Quarter 2002: Daily Average	1.56	1.07	3.11	1.46	0.2 7	1.10	2.10	0.47	0.40	0.01	0.10	0.70	-
4 th Quarter 2003: Daily Average	1.77	0.73	2.86	1.44	0.0 8	1.27	1.39	1.00	1.02	0.03	0.09	0.76	0.58



**Fig. 7.11: Daily Average Audience Radio Levels – 4th 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 also grouped as one 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 a roof-top mast 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 on a half hourly basis. Each respondent was then asked to recall also the viewing on the day before (i.e. ‘the day before yesterday’). To allow direct comparability with past studies conducted for the Broadcasting Authority, 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’. In respect of individual stations that do not transmit for 24 hours per day, the ‘total potential number of hours available by the population’ was matched with the individual station’s opening and closing times, and the average worked out accordingly. The figures for all stations are accordingly comparable to those given past studies undertaken for the Broadcasting Authority. Figures for the opening and closing times for each station were provided by the Broadcasting Authority.
- 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 for *all* the time-slots available for each TV station. The highest mean for the daily average in 4th Quarter 2003 was registered by TVM at 3.72% (4th Quarter 2002: TVM at 3.79%). This is once more followed by Super 1 at 3.11% (4th Quarter 2002: Super 1 at 2.69%), subsequently by Mediaset at 1.88%, NET TV at 1.43% and very closely by Satellite at 1.39%. The full data for the current study in Table 8.1 is reproduced graphically in Figure 8.1 below.

Table 8.1: TV Audience Average Share (4th Quarter 2003) - All available Time-Slots

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIA-SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATEL-LITE	NONE
Monday	2.63	3.55	2.35	0.20	0.60	1.84	0.13	0.00	0.00	1.35	87.35
Tuesday	4.80	2.87	1.45	0.09	0.68	1.86	0.10	0.00	0.00	1.28	86.88
Wednesday	1.87	3.03	1.49	0.21	0.89	2.15	0.09	0.12	0.00	1.46	88.68
Thursday	2.06	3.61	1.83	0.22	0.76	2.39	0.18	0.06	0.00	1.36	87.54
Friday	6.51	2.52	0.81	0.10	0.65	1.69	0.03	0.01	0.92	0.01	86.75
Saturday	1.73	3.31	0.79	0.13	0.41	1.71	0.11	0.00	0.00	2.25	89.55
Sunday	6.42	2.85	1.26	0.09	0.57	1.51	0.11	0.04	0.00	2.01	85.39
Average	3.72	3.11	1.43	0.15	0.65	1.88	0.11	0.03	0.13	1.39	87.45

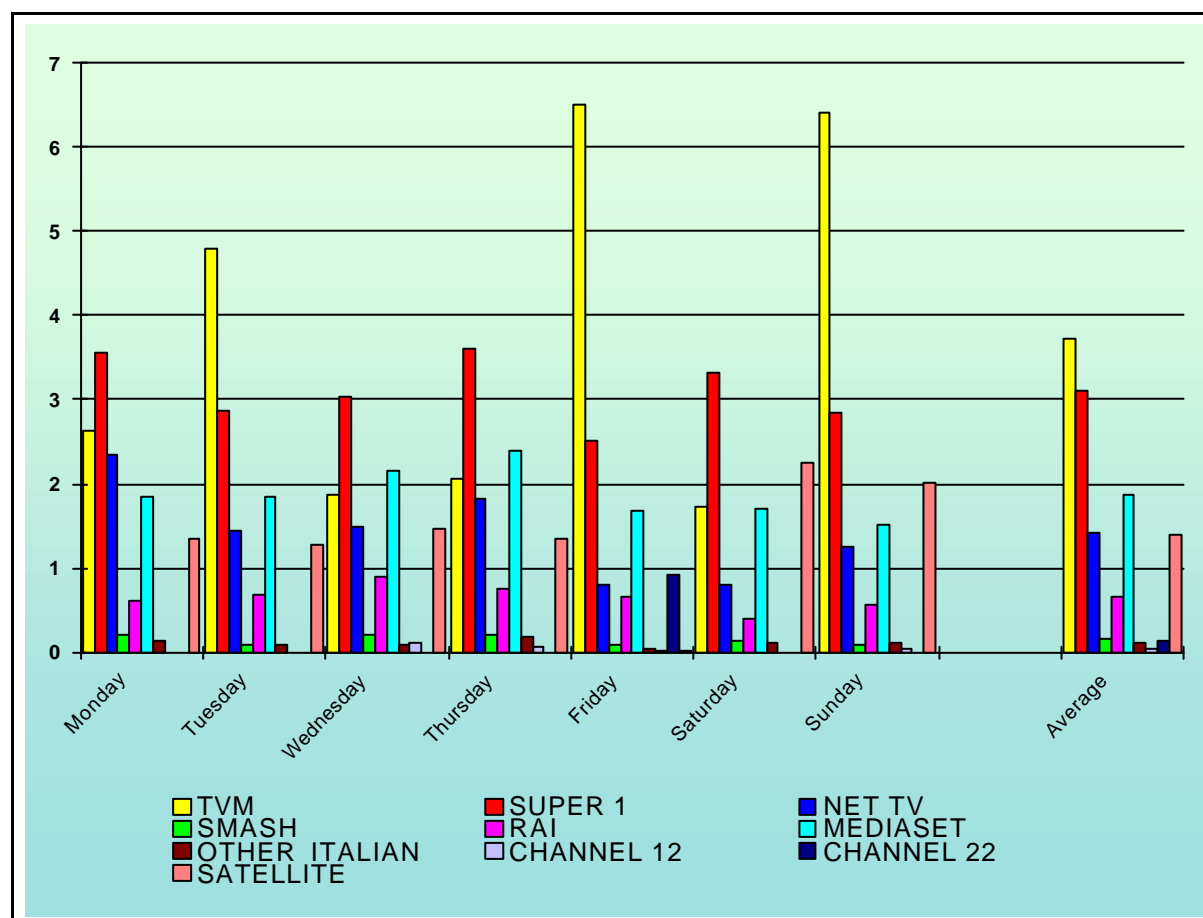


Figure 8.1: Weekly TV Average Audience Share: 4th Quarter 2003
– All Available Time-Slots

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 and Sunday. On Friday this station reached its highest peak audience for the week at 47.90% (4th Quarter 2002, on Friday, at 52.80%), during the transmission of TVM’s popular programmes *Xarabank*. This year TVM reached high peaks on Sunday, with *Becky* (31.12%), on Tuesday with *Bondi+* (40.56%) and on Sunday morning with *Tista’ Tkun Int!* (28.67%).
- 8.3.3 Super 1 TV reaches its highest peak on Thursday, with 29.02% whilst NET TV’s highest peak is reached on Monday, at 22.38%. RAI stations register a peak of 5.24% on Wednesday. The highest point reached by Mediaset is 14.69% on Thursday. The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (4th Quarter 2003)

	TVM	UPER	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	37.06	28.32	22.38	1.05	2.45	8.39	1.05	0.00	0.00	6.99
Tuesday	42.31	27.62	19.23	0.70	3.85	6.99	1.05	0.00	0.00	5.24
Wednesday	35.31	25.52	18.88	1.05	5.24	11.19	0.70	1.40	0.00	6.99
Thursday	36.71	29.02	20.28	1.05	4.20	14.69	1.40	0.70	0.00	7.34
Friday	47.90	26.57	17.13	0.70	3.15	6.64	0.70	0.35	3.50	0.35
Saturday	22.38	19.58	9.44	0.70	2.80	11.54	0.35	0.00	0.00	6.64
Sunday	31.12	19.93	9.09	0.70	2.10	4.90	0.70	0.35	0.00	6.29
Highest Peak	47.90	29.02	22.38	1.05	5.24	14.69	1.40	1.40	3.50	7.34

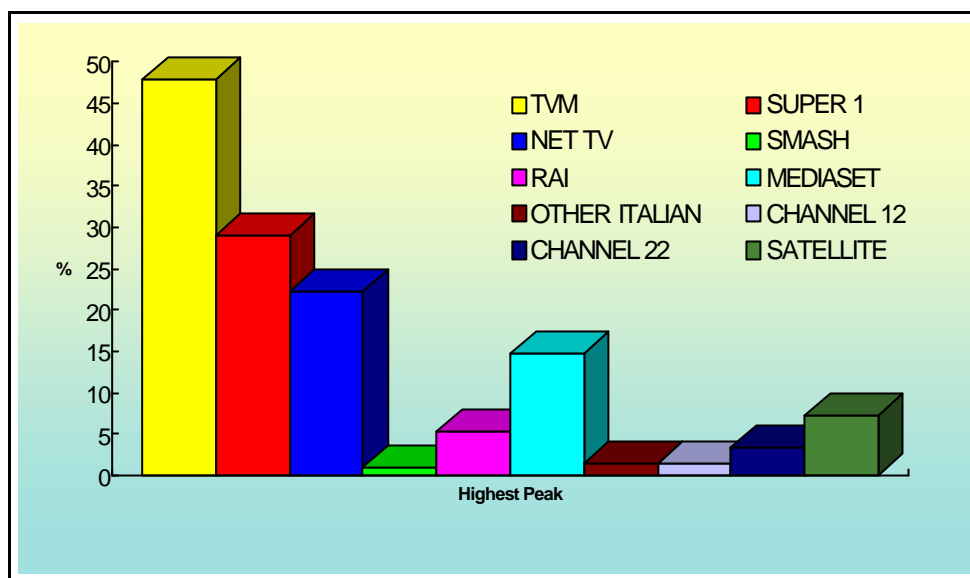


Figure 8.2: Highest TV Channel Peak Audience Share – 4th Quarter 2003

8.4.0 Actual Daily Television Viewing

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is 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 a particular station 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 with the data provided in the studies conducted for the Broadcasting Authority studies since 1995. The daily Tables also include the average for each of the three Time-Bands introduced as from the Autumn 2000 study (See par. 1.4 above).

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 continue to have a loyal audience which follows the news bulletins and a set of specific programmes that consistently attract huge audiences. This study once more confirms the now established pattern that Maltese

viewers select the programme of their choice irrespective of which TV station it is being transmitted on.

- 8.5.2 TVM has a regularly high audience for its News Bulletin, but in recent years the News no longer attracts the biggest audiences. In the current study this takes place on Friday, when *Xarabank* is aired. TVM reaches its highest peak for the week during this programme, at 47.90% between 9.30 p.m. and 10.00 p.m. Bondi+ also registered a high peak with over 40% audience share on Tuesday, as does *Dejjem Tieghek Becky* on Sunday evenings, with 31.12%. *Tista' tkun Int!* also remains a huge audience attraction for TVM and registered a peak of 28.67% between 11.00 and 11.30 a.m. on Sunday morning, traditionally a non-TV time band. On average, TVM manages to maintain a relatively good audience for an hour after the main News at 8.00 p.m.
- 8.5.3 Super 1 TV also continues to attract good audiences for its main News Bulletin broadcast at 7.30 p.m. This time round the station has peaked on Thursday during its main news bulletin. Besides, it attracts a good audience level with, among others *Gideb u Mhabba* on Thursdays and with *Bla Agenda* on Saturdays.
- 8.5.4 NET TV has a regularly loyal audiences for its main news bulletin at 7.45 p.m. This time round, this station has also managed to secure its weekly peak outside the time dedicated to its main news bulletin when it registered its highest audience level on Monday between 9.00 p.m. and 9.30 p.m. with an audience size of 22.38% when *It-Tfal Jigu bil-Vapuri* is on air. Net TV has good audiences particularly on Thursdays, and on Sundays.
- 8.5.5 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards. The three days on which audience levels are relatively high on Tuesdays, Wednesdays, Thursdays and Saturdays. The stations' highest peak is 5.24%, reached on Wednesday.
- 8.5.6 In contrast, audience levels for the Mediaset group fare somewhat better: they have a consistent audience during the day, but there are consistently well followed on most days of the week. Quite high audiences are to be noted on Mondays, Wednesday, Thursday, Fridays and Saturdays. The stations reach a peak (14.69%) on Thursday between 1000 p.m. – 10.30 p.m. The Mediaset group are particularly strong on Saturday night.
- 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 continues to register a very low audience. The attraction of Satellite stations varies: they seem to attract late evening audiences primarily. It has to be recalled that this category consists of all those non-local stations that cannot be received via a roof-top mast antenna, irrespective of whether they are received by the viewer via Cable or directly via a roof-top dish antenna system. Despite the fact that these stations are numerous, Satellite stations do not attract consistently huge audiences, although their presence this time is more felt than it was at the same time last year. The peak audience obtained by all of them together

effectively amounts to 7.34%, obtained on Thursday between 10.00 p.m. – 10.30 p.m.

- 8.5.8 Once more, one needs to point out that what is very interesting is the number of persons who reported that they had not watched 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 particular TV broadcasts.

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

	TVM	SUPER 1	NET TV	SMAS1	RAI	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	ATELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	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	0.35	99.65	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	0.35	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	0.00	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	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0800	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0830	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0900	0.35	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	97.90	100
0930	0.35	1.40	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	97.20	100
1000	0.70	1.40	0.70	1.05	0.00	0.70	0.00	0.00	0.00	0.35	95.10	100
1030	0.70	1.40	0.70	1.05	0.00	1.05	0.00	0.00	0.00	0.35	94.76	100
1100	1.05	1.40	0.70	1.05	0.00	1.40	0.00	0.00	0.00	0.35	94.06	100
1130	0.70	1.75	0.70	0.70	0.00	1.40	0.00	0.00	0.00	0.35	94.41	100
NOON	1.75	2.45	0.35	0.35	0.70	1.05	0.00	0.00	0.00	0.35	93.01	100
1230	1.05	2.10	0.35	0.35	0.70	1.75	0.00	0.00	0.00	0.35	93.36	100
1300	0.70	2.80	0.35	0.00	0.70	1.75	0.00	0.00	0.00	0.70	93.01	100
1330	1.05	3.15	0.35	0.00	0.00	3.85	0.00	0.00	0.00	0.35	91.26	100
1400	0.70	3.50	0.70	0.35	0.00	4.20	0.00	0.00	0.00	0.35	90.21	100
1430	0.70	3.50	0.70	0.35	0.00	3.85	0.00	0.00	0.00	0.35	90.56	100
1500	0.35	4.20	0.35	0.70	1.05	2.45	0.00	0.00	0.00	0.70	90.21	100
1530	0.70	4.20	0.70	0.35	1.05	1.75	0.00	0.00	0.00	0.70	90.56	100
1600	0.70	3.50	1.75	0.35	1.75	1.40	0.35	0.00	0.00	0.35	89.86	100
1630	0.35	3.15	1.40	0.35	1.75	1.40	0.00	0.00	0.00	1.40	90.21	100
1700	0.35	5.24	0.70	0.35	1.75	2.10	0.00	0.00	0.00	1.75	87.76	100
1730	0.35	5.59	0.70	0.35	1.40	2.80	0.00	0.00	0.00	2.45	86.36	100
1800	3.50	5.24	2.10	0.00	1.75	3.85	0.00	0.00	0.00	2.80	80.77	100
1830	3.50	5.24	2.45	0.00	2.10	3.50	0.35	0.00	0.00	2.80	80.07	100
1900	2.10	5.59	2.10	0.00	1.75	2.45	0.35	0.00	0.00	4.55	81.12	100
1930	2.10	28.32	2.45	0.00	0.70	1.05	0.35	0.00	0.00	4.20	60.84	100
1945	1.40	15.03	17.83	0.00	0.35	1.75	0.00	0.00	0.00	2.80	60.84	100
2000	37.06	8.39	6.99	0.00	1.05	2.10	0.00	0.00	0.00	3.50	40.91	100
2030	26.57	9.09	21.68	0.35	0.70	3.85	0.35	0.00	0.00	3.85	33.57	100
2100	15.38	11.19	22.38	0.35	2.10	6.99	1.05	0.00	0.00	6.64	33.92	100
2130	12.59	10.49	13.64	0.35	2.45	8.39	1.05	0.00	0.00	6.99	44.06	100
2200	7.34	9.09	6.64	0.00	1.75	8.04	0.70	0.00	0.00	5.59	60.84	100
2230	2.80	6.64	3.85	0.00	1.75	5.94	0.70	0.00	0.00	3.15	75.17	100
2300	2.10	3.85	2.10	0.35	0.70	4.90	0.70	0.00	0.00	2.10	83.22	100
2330	0.00	0.70	0.00	0.35	0.00	2.45	0.35	0.00	0.00	1.75	94.41	100
Tot. Avg.	2.63	3.55	2.35	0.20	0.60	1.84	0.13	0.00	0.00	1.35	87.35	
maximum	37.06	28.32	22.38	1.05	2.45	3.39	1.05	0.00	0.00	5.99	100.00	
std. dev.	6.77	4.97	5.24	0.29	0.75	2.15	0.27	0.00	0.00	1.79	17.77	
Band 1	0.32	0.96	0.23	0.35	0.12	0.50	0.00	0.00	0.00	0.17	97.35	
Band 2	1.12	3.85	0.92	0.27	1.05	2.55	0.05	0.00	0.00	1.10	89.09	
Band 3	9.95	9.85	9.06	0.16	1.21	4.35	0.51	0.00	0.00	4.10	60.81	

**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	SMAS1	RAI	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	ATELLITI	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	0.35	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	0.00	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	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0830	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0900	0.00	0.35	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	98.60	100
0930	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
1000	0.00	0.70	0.70	0.70	0.00	0.70	0.00	0.00	0.00	0.00	97.20	100
1030	0.00	1.05	0.70	0.70	0.00	0.70	0.00	0.00	0.00	0.00	96.85	100
1100	0.35	1.05	1.05	0.70	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1130	0.35	1.05	1.40	0.70	0.00	0.70	0.00	0.00	0.00	0.35	95.45	100
NOON	1.75	1.40	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.00	94.76	100
1230	1.05	1.75	0.70	0.35	0.35	1.05	0.00	0.00	0.00	0.00	94.76	100
1300	1.05	1.75	1.05	0.00	0.35	1.05	0.00	0.00	0.00	0.70	94.06	100
1330	1.05	2.80	2.10	0.00	0.00	2.45	0.00	0.00	0.00	0.00	91.61	100
1400	1.05	3.15	2.45	0.00	0.35	3.50	0.00	0.00	0.00	0.35	89.16	100
1430	0.35	3.15	2.10	0.00	0.35	3.15	0.35	0.00	0.00	0.35	90.21	100
1500	0.35	3.50	1.75	0.00	0.35	3.15	0.35	0.00	0.00	0.70	89.86	100
1530	0.70	3.50	1.40	0.00	0.00	3.15	0.35	0.00	0.00	0.70	90.21	100
1600	1.05	3.50	2.45	0.00	0.35	3.15	0.35	0.00	0.00	1.75	87.41	100
1630	0.70	4.20	2.10	0.00	0.70	3.50	0.35	0.00	0.00	2.45	86.01	100
1700	0.70	3.85	0.70	0.00	1.05	3.85	0.00	0.00	0.00	3.15	86.71	100
1730	0.35	3.15	0.70	0.00	0.70	3.50	0.00	0.00	0.00	3.85	87.76	100
1800	3.50	4.20	1.05	0.00	1.40	3.15	0.00	0.00	0.00	4.20	82.52	100
1830	1.75	4.20	0.70	0.00	2.45	3.85	0.00	0.00	0.00	3.85	83.22	100
1900	1.05	4.55	0.70	0.00	2.45	2.80	0.00	0.00	0.00	3.85	84.62	100
1930	0.70	27.62	1.40	0.00	1.40	1.75	0.00	0.00	0.00	3.15	63.99	100
1945	0.70	15.03	19.23	0.00	0.70	1.05	0.00	0.00	0.00	2.45	60.84	100
2000	42.31	9.44	4.55	0.00	1.75	4.55	0.00	0.00	0.00	1.40	36.01	100
2030	41.61	7.34	5.94	0.35	1.75	6.29	0.35	0.00	0.00	2.45	33.92	100
2100	40.56	6.29	5.94	0.35	3.50	6.99	1.05	0.00	0.00	4.90	30.42	100
2130	35.66	5.94	4.55	0.00	3.50	6.99	1.05	0.00	0.00	5.24	37.06	100
2200	28.32	5.94	2.80	0.00	3.85	6.64	0.35	0.00	0.00	4.90	47.20	100
2230	20.63	4.90	1.05	0.00	3.50	5.24	0.35	0.00	0.00	4.55	59.79	100
2300	7.34	3.85	0.35	0.00	1.40	2.10	0.00	0.00	0.00	3.50	81.47	100
2330	0.35	0.70	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	95.10	100
Tot. Avg.	4.80	2.87	1.45	0.09	0.68	1.86	0.10	0.00	0.00	1.28	86.88	
maximum	42.31	27.62	19.23	0.70	3.85	6.99	1.05	0.00	0.00	5.24	100.00	
std. dev.	11.62	4.64	2.96	0.21	1.07	2.06	0.23	0.00	0.00	1.69	19.47	
Band 1	0.06	0.41	0.32	0.23	0.09	0.50	0.00	0.00	0.00	0.03	98.37	
Band 2	1.10	3.15	1.45	0.05	0.60	2.80	0.12	0.00	0.00	1.57	89.16	
Band 3	19.93	8.33	4.26	0.06	2.16	4.16	0.29	0.00	0.00	3.50	57.31	

**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	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0100	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	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	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	98.95	100
0830	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	99.30	100
0900	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.95	100
0930	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1000	0.00	0.00	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.70	96.85	100
1030	0.00	0.00	1.40	1.05	0.00	0.35	0.00	0.00	0.00	0.70	96.50	100
1100	0.35	0.00	1.40	1.05	0.00	0.35	0.00	0.00	0.00	0.35	96.50	100
1130	0.35	0.70	1.05	1.05	0.00	0.35	0.00	0.00	0.00	0.35	96.15	100
NOON	1.40	1.05	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1230	0.70	2.10	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1300	0.70	1.75	1.40	0.00	0.00	1.05	0.00	0.00	0.00	0.70	94.41	100
1330	0.35	2.45	1.40	0.00	0.00	1.05	0.00	0.00	0.00	0.70	94.06	100
1400	0.35	2.80	1.05	0.00	0.70	2.45	0.00	0.00	0.00	0.35	92.31	100
1430	0.00	2.10	0.35	0.00	1.05	2.45	0.35	0.00	0.00	0.70	93.01	100
1500	0.00	2.45	1.05	0.35	1.05	2.80	0.00	0.00	0.00	1.05	91.26	100
1530	0.35	2.45	1.40	0.70	0.00	3.15	0.35	0.00	0.00	1.40	90.21	100
1600	0.35	2.80	1.75	0.70	0.00	4.20	0.35	0.00	0.00	3.85	86.01	100
1630	0.35	2.80	2.45	0.00	0.70	4.20	0.00	0.00	0.00	2.80	86.71	100
1700	0.35	1.75	1.40	0.35	2.10	3.50	0.00	0.00	0.00	3.15	87.41	100
1730	0.00	2.10	0.70	0.70	1.75	3.15	0.00	0.00	0.00	3.15	88.46	100
1800	2.45	2.10	1.05	0.70	1.75	3.15	0.00	0.00	0.00	3.85	84.97	100
1830	2.45	2.10	1.75	0.00	2.45	3.50	0.00	0.00	0.00	3.15	84.62	100
1900	2.45	3.50	1.05	0.35	2.10	4.55	0.00	0.00	0.00	3.50	82.52	100
1930	2.10	25.52	1.75	0.35	2.10	3.15	0.00	0.00	0.00	2.10	62.94	100
1945	1.05	15.38	18.88	0.35	1.40	2.10	0.00	0.00	0.00	1.75	59.09	100
2000	35.31	8.39	5.59	0.35	0.70	4.90	0.00	0.00	0.00	1.75	43.01	100
2030	18.53	10.49	6.29	0.00	2.80	7.69	0.00	1.05	0.00	3.85	49.30	100
2100	6.99	12.94	6.29	0.00	5.24	11.19	0.70	1.40	0.00	6.99	48.25	100
2130	5.59	13.99	5.24	0.00	5.24	11.19	0.70	1.40	0.00	5.94	50.70	100
2200	4.55	11.89	2.80	0.00	4.55	10.14	0.70	1.05	0.00	5.94	58.39	100
2230	2.80	8.74	2.10	0.00	2.45	6.29	0.70	0.70	0.00	4.90	71.33	100
2300	1.40	5.59	0.70	0.00	2.10	4.20	0.35	0.35	0.00	4.55	80.77	100
2330	0.35	0.70	0.00	0.00	1.40	1.40	0.00	0.00	0.00	2.10	94.06	100
Tot. Avg.	1.87	3.03	1.49	0.21	0.89	2.15	0.09	0.12	0.00	1.46	88.68	
maximum	35.31	25.52	18.88	1.05	5.24	11.19	0.70	1.40	0.00	6.99	100.00	
std. dev.	5.64	5.18	2.98	0.31	1.34	2.91	0.21	0.35	0.00	1.89	15.98	
Band 1	0.06	0.06	0.50	0.44	0.09	0.23	0.00	0.00	0.00	0.17	98.46	
Band 2	0.70	2.20	1.17	0.27	0.82	2.57	0.07	0.00	0.00	1.77	90.41	
Band 3	7.37	10.65	4.61	0.13	2.73	6.07	0.29	0.54	0.00	3.94	63.67	

**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	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	ATELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.35	98.25	100
0030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.35	98.60	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	99.30	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0200	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	99.65	100
0700	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0730	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0800	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0830	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0900	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0930	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
1000	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00	0.00	0.70	97.20	100
1030	0.00	0.00	1.05	1.05	0.35	0.35	0.00	0.00	0.00	0.35	96.85	100
1100	0.35	0.00	1.05	1.05	0.35	0.35	0.00	0.00	0.00	0.35	96.50	100
1130	0.35	0.35	0.70	1.05	0.35	0.70	0.00	0.00	0.00	0.00	96.50	100
NOON	1.05	0.70	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.00	96.50	100
1230	1.05	1.40	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	96.50	100
1300	1.40	1.75	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.70	95.10	100
1330	1.05	2.10	1.40	0.00	0.00	1.05	0.00	0.35	0.00	0.70	93.36	100
1400	0.35	2.10	1.40	0.00	0.00	3.85	0.00	0.00	0.00	0.00	92.31	100
1430	0.00	2.45	2.10	0.00	0.00	4.20	0.00	0.00	0.00	0.00	91.26	100
1500	0.00	2.45	1.05	0.35	0.70	2.80	0.00	0.00	0.00	0.70	91.96	100
1530	0.70	2.80	0.35	0.70	0.70	2.45	0.00	0.00	0.00	1.05	91.26	100
1600	0.70	2.10	1.75	0.70	0.35	3.85	0.70	0.00	0.00	2.10	87.76	100
1630	0.35	1.75	1.75	0.00	0.70	2.80	0.70	0.00	0.00	2.10	89.86	100
1700	0.70	1.75	1.05	0.70	1.05	2.45	0.00	0.00	0.00	2.10	90.21	100
1730	0.00	1.75	1.05	0.35	0.70	2.45	0.00	0.00	0.00	2.45	91.26	100
1800	3.15	1.75	1.75	0.35	0.70	2.45	0.00	0.00	0.00	2.80	87.06	100
1830	3.15	1.75	2.10	0.35	2.45	3.15	0.00	0.00	0.00	2.80	84.27	100
1900	2.45	2.45	1.40	0.35	3.15	2.80	0.00	0.00	0.00	2.10	85.31	100
1930	0.35	29.02	2.10	0.35	2.10	2.45	0.00	0.00	0.00	2.10	61.54	100
1945	0.70	17.48	20.28	0.35	1.40	2.10	0.00	0.00	0.00	2.10	55.59	100
2000	36.71	8.74	7.34	0.35	1.40	6.29	0.00	0.00	0.00	2.45	36.71	100
2030	17.83	18.53	10.49	0.35	2.10	6.99	0.35	0.00	0.00	4.20	39.16	100
2100	6.99	24.83	9.44	0.00	2.45	12.24	1.40	0.35	0.00	4.90	37.41	100
2130	5.94	22.73	7.69	0.00	3.15	12.94	1.40	0.35	0.00	5.59	40.21	100
2200	6.29	14.69	5.59	0.00	4.20	14.69	1.40	0.70	0.00	7.34	45.10	100
2230	3.85	7.69	3.50	0.00	2.80	12.24	1.40	0.70	0.00	5.94	61.89	100
2300	2.10	2.80	1.40	0.00	2.10	6.29	0.00	0.00	0.00	5.24	80.07	100
2330	0.35	1.05	0.00	0.00	1.40	2.45	0.00	0.00	0.00	3.50	91.26	100
Tot. Avg.	2.06	3.61	1.83	0.22	0.76	2.39	0.18	0.06	0.00	1.36	87.54	
maximum	36.71	29.02	20.28	1.05	4.20	14.69	1.40	0.70	0.00	7.34	100.00	
std. dev.	5.78	7.01	3.62	0.31	1.04	3.66	0.40	0.16	0.00	1.86	18.88	
Band 1	0.26	0.03	0.35	0.41	0.09	0.15	0.00	0.00	0.00	0.20	98.51	
Band 2	0.97	1.90	1.15	0.30	0.60	2.35	0.10	0.05	0.00	1.25	91.33	
Band 3	7.60	13.64	6.29	0.16	2.38	7.41	0.54	0.19	0.00	4.13	57.66	

**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	SMAS	RAI	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00	0.35	0.00	99.30	100
0700	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.00	98.60	100
0800	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	98.60	100
0830	0.00	0.35	0.00	0.35	0.35	0.35	0.00	0.00	0.35	0.00	98.25	100
0900	0.35	0.70	0.00	0.35	0.35	0.70	0.00	0.00	0.35	0.00	97.20	100
0930	0.35	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	97.90	100
1000	0.35	0.70	0.70	0.00	0.00	0.35	0.00	0.00	0.35	0.00	97.55	100
1030	0.35	0.70	0.70	0.00	0.35	0.35	0.00	0.00	0.35	0.00	97.20	100
1100	0.00	1.05	0.70	0.00	0.35	0.35	0.00	0.00	0.35	0.00	97.20	100
1130	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	97.90	100
NOON	0.35	1.05	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.00	96.85	100
1230	1.05	0.35	0.00	0.00	0.70	1.40	0.00	0.00	0.70	0.00	95.80	100
1300	2.45	0.70	0.35	0.35	0.35	1.40	0.00	0.35	0.70	0.00	93.36	100
1330	2.80	0.70	0.70	0.35	0.70	2.10	0.00	0.35	0.70	0.00	91.61	100
1400	2.10	1.75	1.05	0.35	0.70	2.80	0.00	0.00	0.70	0.00	90.56	100
1430	1.05	3.15	1.05	0.35	0.35	3.50	0.00	0.00	0.70	0.00	89.86	100
1500	0.35	3.50	1.05	0.35	0.35	2.45	0.00	0.00	1.40	0.00	90.56	100
1530	0.35	3.15	0.00	0.35	0.35	2.80	0.00	0.00	1.40	0.00	91.61	100
1600	0.35	3.15	1.05	0.35	1.05	3.50	0.70	0.00	1.05	0.00	88.81	100
1630	0.35	2.45	1.05	0.35	0.70	3.15	0.70	0.00	1.05	0.00	90.21	100
1700	0.35	2.80	0.35	0.70	1.05	2.45	0.00	0.00	1.75	0.00	90.56	100
1730	0.35	3.50	0.35	0.00	1.05	1.40	0.00	0.00	2.10	0.00	91.26	100
1800	3.50	3.85	0.00	0.00	0.70	1.75	0.00	0.00	2.45	0.00	87.76	100
1830	4.20	3.85	0.70	0.35	1.05	3.15	0.00	0.00	3.50	0.00	83.22	100
1900	3.85	4.90	0.70	0.35	1.40	2.45	0.00	0.00	3.15	0.00	83.22	100
1930	2.45	26.57	0.70	0.00	0.70	2.10	0.00	0.00	2.45	0.00	65.03	100
1945	1.75	15.03	17.13	0.00	0.70	1.40	0.00	0.00	0.70	0.00	63.29	100
2000	39.86	9.09	3.15	0.00	1.75	4.55	0.00	0.00	1.05	0.00	40.56	100
2030	45.80	7.34	2.80	0.00	2.10	5.59	0.00	0.00	2.10	0.00	34.27	100
2100	47.55	6.29	1.75	0.00	3.15	6.29	0.00	0.00	2.45	0.00	32.52	100
2130	47.90	4.55	1.05	0.00	2.80	6.64	0.00	0.00	3.15	0.00	33.92	100
2200	43.01	4.55	1.05	0.00	2.45	6.29	0.00	0.00	3.50	0.00	39.16	100
2230	38.11	3.15	0.35	0.00	2.10	5.24	0.00	0.00	2.10	0.35	48.60	100
2300	20.63	1.40	0.70	0.00	0.70	3.15	0.00	0.00	1.05	0.00	72.38	100
2330	5.94	1.05	0.00	0.00	0.35	2.10	0.00	0.00	0.70	0.00	89.86	100
Tot. Avg.	6.51	2.52	0.81	0.10	0.65	1.69	0.03	0.01	0.92	0.01	86.75	
maximum	47.90	26.57	17.13	0.70	3.15	6.64	0.70	0.35	3.50	0.35	100.00	
std. dev.	14.29	4.48	2.45	0.17	0.75	1.90	0.14	0.07	1.02	0.05	20.00	
Band 1	0.20	0.47	0.23	0.06	0.20	0.32	0.00	0.00	0.26	0.00	98.25	
Band 2	1.40	2.42	0.55	0.27	0.70	2.32	0.10	0.05	1.32	0.00	90.86	
Band 3	26.9 9	7.63	2.67	0.03	1.65	4.16	0.00	0.00	2.03	0.03	54.80	

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

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

	TVM	SUPER 1	NET TV	SMAS1	RAI	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	ATELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0600	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	98.95	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	100
0800	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	98.25	100
0830	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	98.25	100
0900	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	1.05	97.90	100
0930	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	1.05	98.25	100
1000	0.35	0.35	0.35	0.35	0.00	0.70	0.35	0.00	0.00	1.40	96.15	100
1030	0.35	0.35	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.05	96.85	100
1100	0.35	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.05	97.20	100
1130	0.70	0.35	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.50	100
NOON	2.45	1.05	0.35	0.35	0.35	0.00	0.35	0.00	0.00	1.40	93.71	100
1230	1.05	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00	1.05	95.80	100
1300	3.50	1.75	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.40	91.96	100
1330	3.50	2.10	0.35	0.35	0.70	0.70	0.00	0.00	0.00	1.75	90.56	100
1400	4.90	5.24	1.75	0.70	0.35	1.75	0.00	0.00	0.00	3.15	82.17	100
1430	4.90	5.94	2.10	0.70	0.35	1.75	0.00	0.00	0.00	3.15	81.12	100
1500	2.80	7.34	2.45	0.35	0.35	1.75	0.00	0.00	0.00	4.20	80.77	100
1530	2.45	7.69	1.75	0.35	0.35	2.10	0.35	0.00	0.00	3.85	81.12	100
1600	2.45	7.69	1.40	0.35	1.05	1.05	0.35	0.00	0.00	3.85	81.82	100
1630	1.75	6.99	1.40	0.00	1.05	0.00	0.35	0.00	0.00	4.20	84.27	100
1700	1.40	5.94	1.05	0.00	0.70	0.35	0.35	0.00	0.00	4.55	85.66	100
1730	1.75	4.90	1.75	0.00	0.70	1.05	0.35	0.00	0.00	4.55	84.97	100
1800	2.45	4.55	1.40	0.00	0.35	0.70	0.00	0.00	0.00	6.29	84.27	100
1830	1.05	4.55	0.70	0.00	0.00	1.05	0.00	0.00	0.00	5.94	86.71	100
1900	0.70	4.55	0.70	0.35	0.00	1.05	0.00	0.00	0.00	5.94	86.71	100
1930	1.05	19.58	1.05	0.35	0.00	1.40	0.00	0.00	0.00	4.20	72.38	100
1945	1.05	10.49	9.44	0.35	0.00	0.35	0.00	0.00	0.00	3.15	75.17	100
2000	22.38	7.69	2.10	0.00	0.35	3.50	0.35	0.00	0.00	2.45	61.19	100
2030	11.89	11.54	2.10	0.00	1.40	6.64	0.35	0.00	0.00	4.90	61.19	100
2100	3.15	11.54	1.05	0.00	1.75	11.54	0.35	0.00	0.00	6.64	63.99	100
2130	1.75	10.84	0.35	0.00	2.10	11.54	0.00	0.00	0.00	6.29	67.13	100
2200	1.75	7.34	0.35	0.00	2.10	11.19	0.00	0.00	0.00	6.29	70.98	100
2230	1.05	5.94	0.35	0.35	2.80	10.14	0.00	0.00	0.00	4.90	74.48	100
2300	0.70	4.20	1.40	0.00	1.05	6.99	0.00	0.00	0.00	2.45	83.22	100
2330	0.00	0.00	0.35	0.00	1.05	3.85	0.00	0.00	0.00	2.10	92.66	100
Tot. Avg.	1.73	3.31	0.79	0.13	0.41	1.71	0.11	0.00	0.00	2.25	89.55	
maximum	22.38	19.58	9.44	0.70	2.80	11.54	0.35	0.00	0.00	6.64	100.00	
std. dev.	3.59	4.34	1.43	0.20	0.65	3.17	0.16	0.00	0.00	2.13	11.55	
Band 1	0.20	0.15	0.20	0.12	0.06	0.23	0.15	0.00	0.00	0.90	97.99	
Band 2	2.60	4.77	1.22	0.25	0.50	0.90	0.17	0.00	0.00	3.52	86.06	
Band 3	4.13	8.52	1.75	0.13	1.14	6.20	0.10	0.00	0.00	4.48	73.55	

**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	SMAS1	RAI	ÆDIASE1	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	ATELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	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	0.35	99.65	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	100.00	100
0330	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	100.00	100
0430	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0530	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0600	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	100
0630	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0700	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0730	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	98.60	100
0800	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	98.60	100
0830	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	97.90	100
0900	5.59	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.70	92.66	100
0930	13.29	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	85.31	100
1000	24.13	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	2.10	72.03	100
1030	26.57	1.05	0.70	0.00	0.00	0.35	0.00	0.00	0.00	1.40	69.93	100
1100	28.67	1.05	1.05	0.00	0.00	0.35	0.00	0.00	0.00	1.40	67.48	100
1130	26.57	0.70	0.70	0.00	0.00	0.35	0.00	0.00	0.00	1.40	70.28	100
NOON	22.38	1.75	0.70	0.00	0.35	0.70	0.00	0.00	0.00	1.05	73.08	100
1230	15.03	2.10	0.35	0.35	0.35	0.70	0.00	0.35	0.00	0.70	80.07	100
1300	6.64	1.75	1.40	0.35	1.05	1.05	0.00	0.35	0.00	1.05	86.36	100
1330	2.45	2.10	1.05	0.35	1.40	3.15	0.35	0.35	0.00	1.75	87.06	100
1400	1.05	2.80	1.05	0.35	1.05	4.90	0.35	0.35	0.00	2.45	85.66	100
1430	0.70	2.45	0.35	0.00	0.70	4.55	0.35	0.35	0.00	1.75	88.81	100
1500	1.75	3.15	0.35	0.35	1.05	3.85	0.35	0.00	0.00	3.85	85.31	100
1530	3.15	3.50	0.00	0.70	1.05	3.15	0.35	0.00	0.00	4.55	83.57	100
1600	4.20	4.20	0.00	0.70	1.05	2.45	0.35	0.00	0.00	5.24	81.82	100
1630	4.20	4.20	0.00	0.35	1.05	2.80	0.00	0.00	0.00	5.24	82.17	100
1700	1.75	4.55	1.40	0.35	1.40	2.80	0.00	0.00	0.00	6.29	81.47	100
1730	0.70	5.59	1.05	0.00	1.05	2.45	0.00	0.00	0.00	5.59	83.57	100
1800	1.40	6.29	0.35	0.00	1.05	3.15	0.00	0.00	0.00	5.59	82.17	100
1830	1.05	5.59	1.05	0.00	1.40	3.15	0.00	0.00	0.00	5.24	82.52	100
1900	0.00	5.59	0.35	0.00	1.75	3.15	0.00	0.00	0.00	4.20	84.97	100
1930	0.70	19.93	0.35	0.00	0.70	2.80	0.00	0.00	0.00	2.80	72.73	100
1945	0.70	10.49	9.09	0.00	0.70	2.10	0.00	0.00	0.00	2.10	74.83	100
2000	25.87	9.09	3.85	0.35	0.70	2.45	0.35	0.00	0.00	2.45	54.90	100
2030	31.12	10.84	5.59	0.00	2.10	3.15	0.35	0.00	0.00	4.55	42.31	100
2100	29.02	9.79	5.24	0.00	1.75	2.80	0.35	0.00	0.00	5.59	45.45	100
2130	20.28	7.69	5.94	0.00	1.40	3.15	0.35	0.00	0.00	4.20	56.99	100
2200	7.34	5.24	4.20	0.00	2.10	3.15	0.70	0.00	0.00	4.20	73.08	100
2230	3.85	3.85	2.80	0.00	1.75	4.20	0.70	0.00	0.00	2.80	80.07	100
2300	1.40	2.45	0.70	0.00	0.35	2.45	0.35	0.00	0.00	1.75	90.56	100
2330	0.00	0.00	0.00	0.00	0.00	1.75	0.35	0.00	0.00	1.40	96.50	100
Tot. Avg.	6.42	2.85	1.26	0.09	0.57	1.51	0.11	0.04	0.00	2.01	85.39	
maximum	31.12	19.93	9.09	0.70	2.10	4.90	0.70	0.35	0.00	6.29	100.00	
std. dev.	9.90	3.93	2.04	0.18	0.66	1.51	0.19	0.11	0.00	1.95	14.73	
Band 1	10.58	0.41	0.35	0.00	0.03	0.32	0.00	0.00	0.00	0.87	87.53	
Band 2	4.75	3.57	0.65	0.27	1.00	2.77	0.15	0.12	0.00	3.60	83.12	
Band 3	10.93	7.72	3.46	0.03	1.21	2.83	0.32	0.00	0.00	3.27	70.22	

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

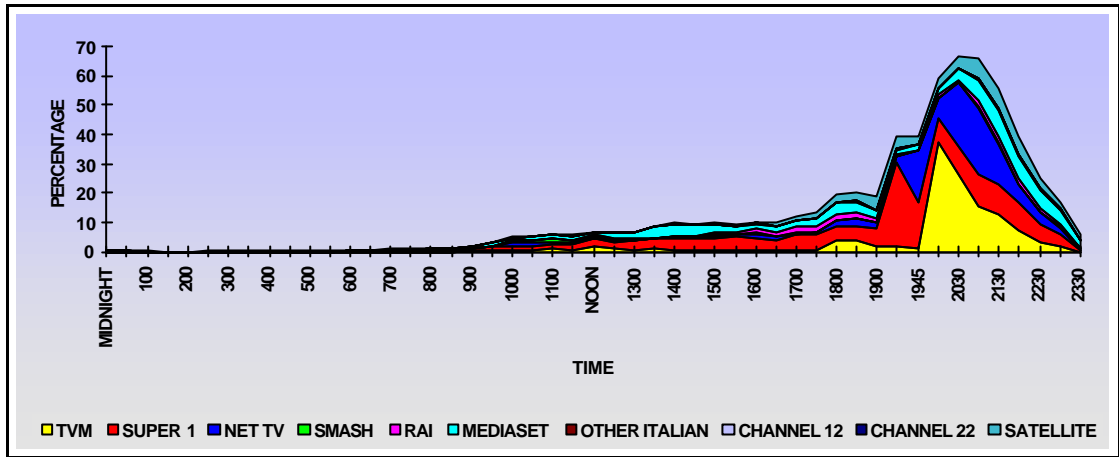


Fig 8.3: TV Audience Shares: Monday

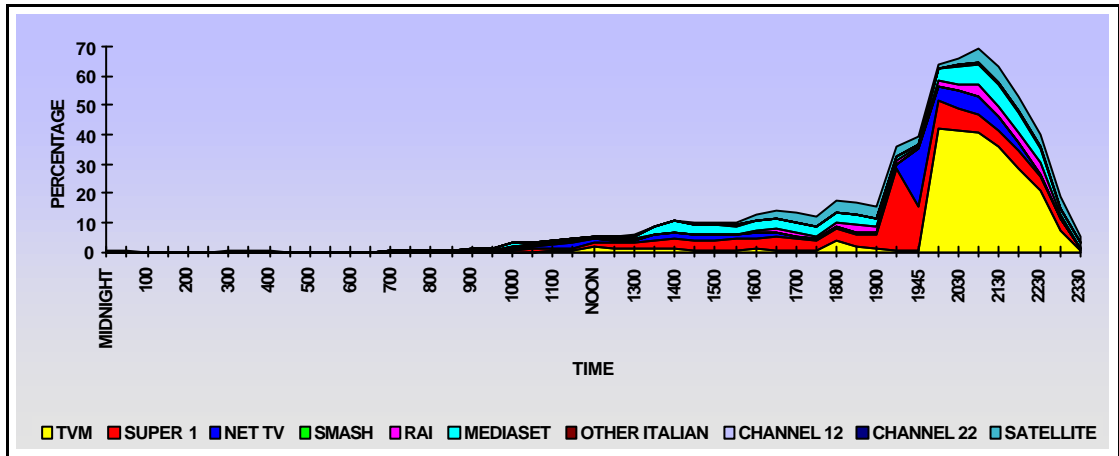


Fig 8.4: TV Audience Shares: Tuesday

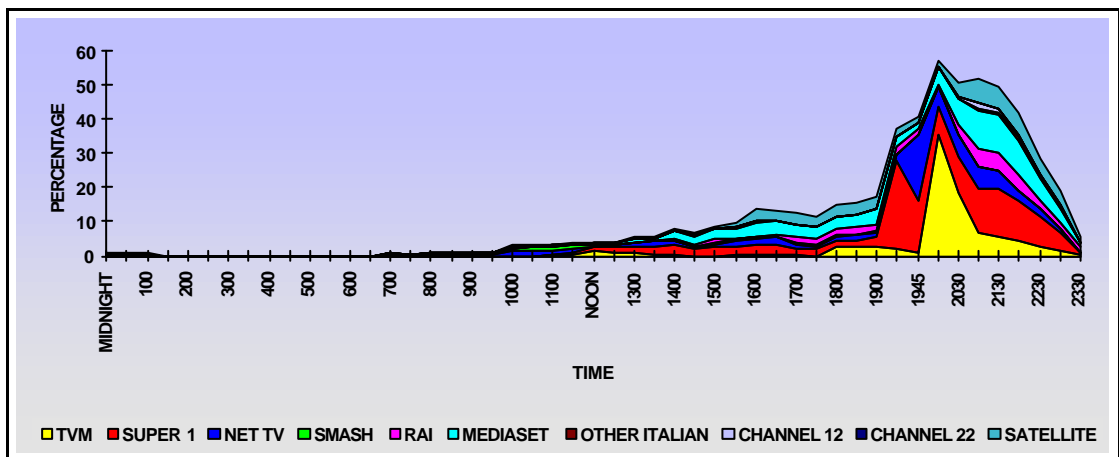


Fig 8.5: TV Audience Shares: Wednesday

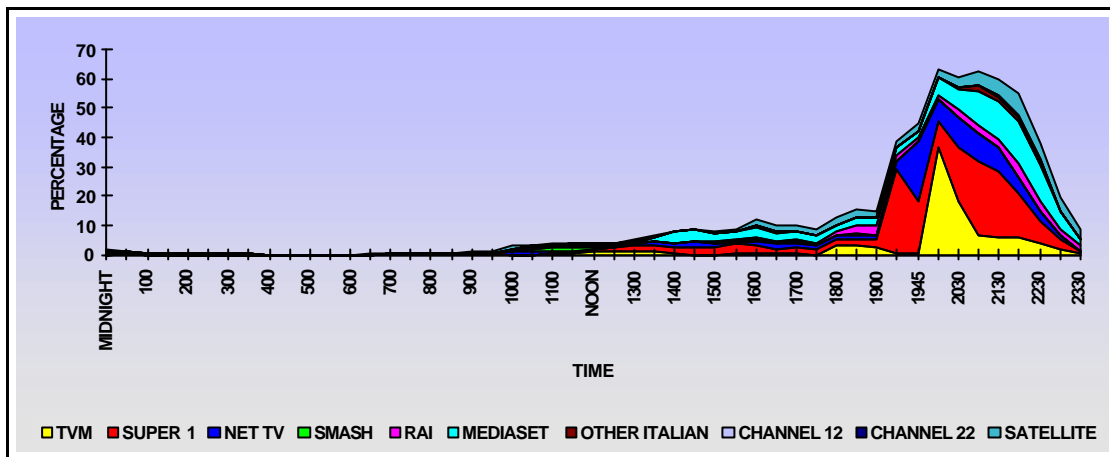


Fig 8.6: TV Audience Shares: Thursday

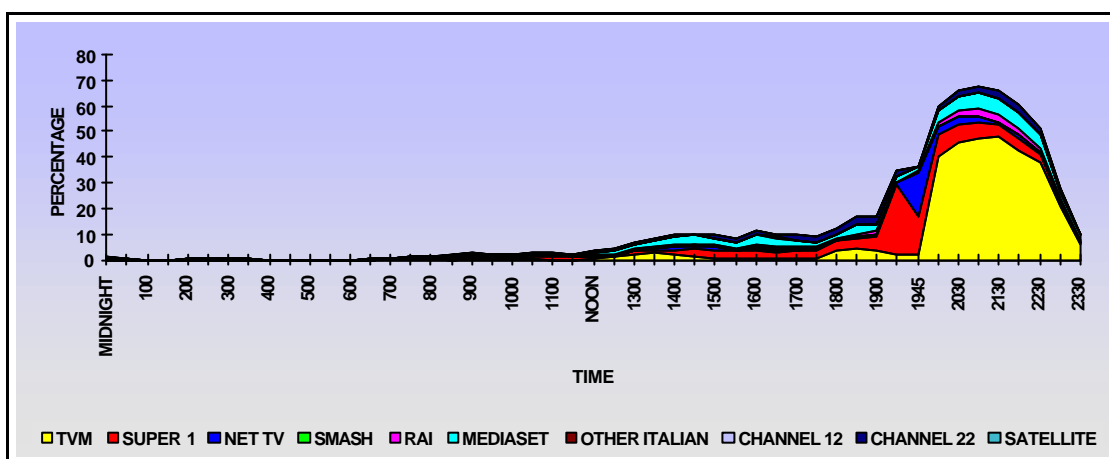


Fig 8.7: TV Audience Shares: Friday

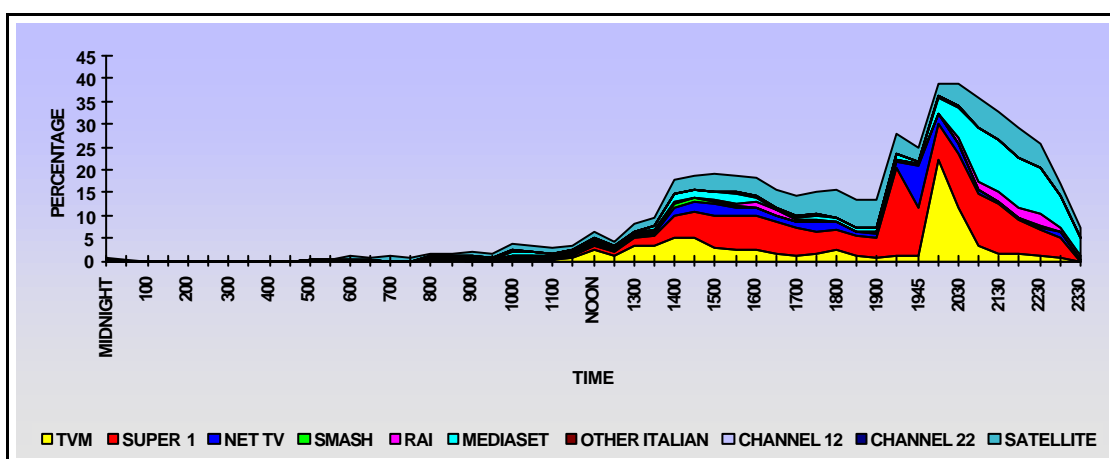


Fig 8.8: TV Audience Shares: Saturday

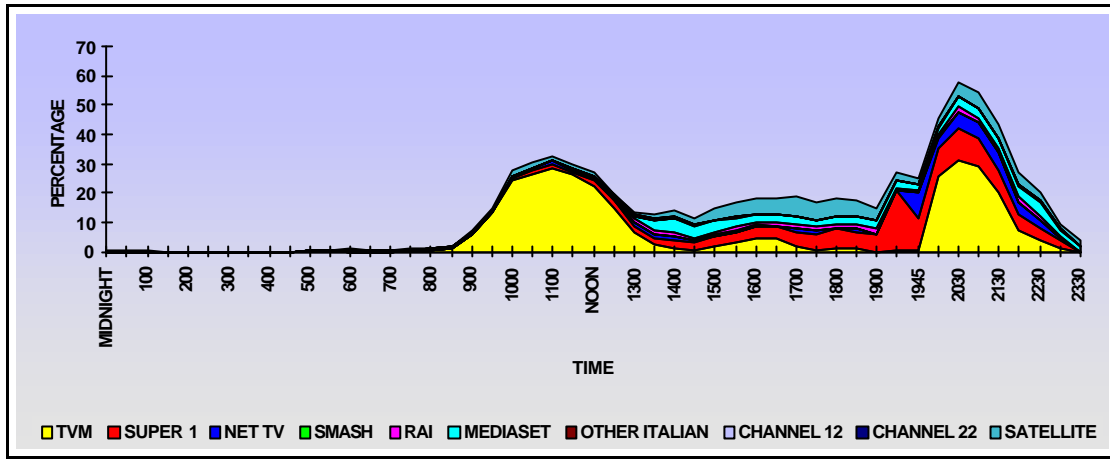


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

8.6.1 As stated in par. 1.4 above, the Broadcasting Authority 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 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 allows better comparisons in the case of stations that target specific audiences at particular times. Each of these Time-bands are 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.

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	0.32	0.96	0.23	0.35	0.12	0.50	0.00	0.00	0.00	0.17	97.35
Tuesday	0.06	0.41	0.32	0.23	0.09	0.50	0.00	0.00	0.00	0.03	98.37
Wednesday	0.06	0.06	0.50	0.44	0.09	0.23	0.00	0.00	0.00	0.17	98.46
Thursday	0.26	0.03	0.35	0.41	0.09	0.15	0.00	0.00	0.00	0.20	98.51
Friday	0.20	0.47	0.23	0.06	0.20	0.32	0.00	0.00	0.26	0.00	98.25
Saturday	0.20	0.15	0.20	0.12	0.06	0.23	0.15	0.00	0.00	0.90	97.99
Sunday	10.58	0.41	0.35	0.00	0.03	0.32	0.00	0.00	0.00	0.87	87.53
Average	1.67	0.35	0.31	0.23	0.10	0.32	0.02	0.00	0.04	0.34	96.64

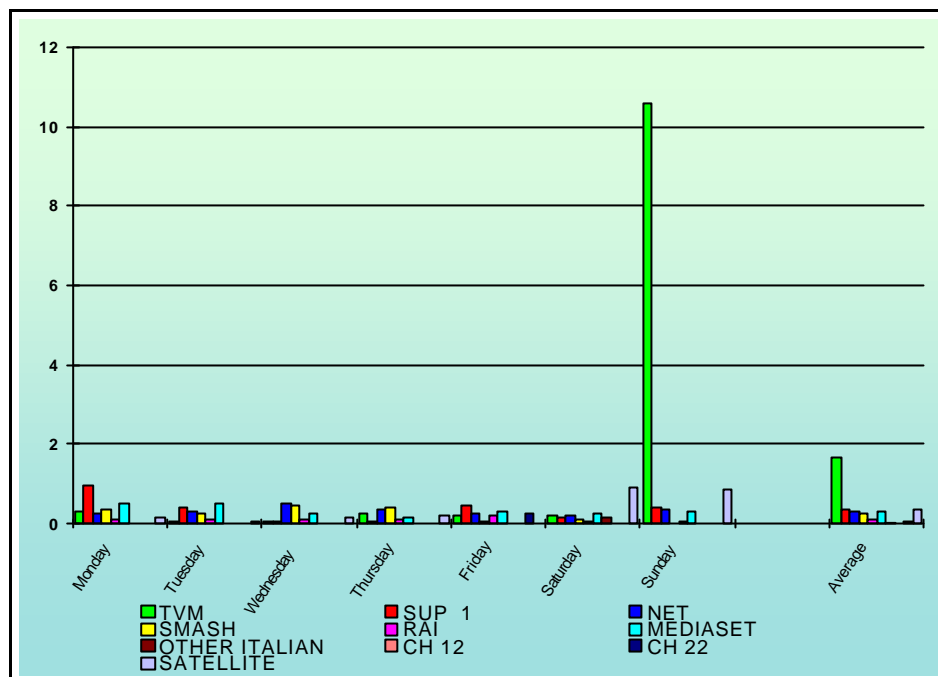


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 4th Quarter 2003
0600 HRS -NOON

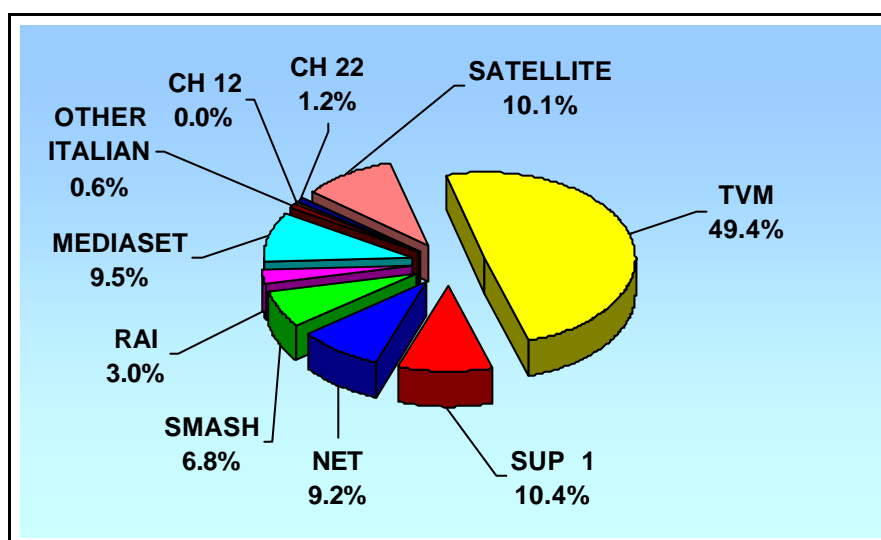


Fig. 8.11: Time Band 1: TV Average Audience Share - 4th Quarter 2003
0600 HRS – NOON

8.6.3 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.

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	1.12	3.85	0.92	0.27	1.05	2.55	0.05	0.00	0.00	1.10	89.09
Tuesday	1.10	3.15	1.45	0.05	0.60	2.80	0.12	0.00	0.00	1.57	89.16
Wednesday	0.70	2.20	1.17	0.27	0.82	2.57	0.07	0.00	0.00	1.77	90.41
Thursday	0.97	1.90	1.15	0.30	0.60	2.35	0.10	0.05	0.00	1.25	91.33
Friday	1.40	2.42	0.55	0.27	0.70	2.32	0.10	0.05	1.32	0.00	90.86
Saturday	2.60	4.77	1.22	0.25	0.50	0.90	0.17	0.00	0.00	3.52	86.06
Sunday	4.75	3.57	0.65	0.27	1.00	2.77	0.15	0.12	0.00	3.60	83.12
Average	1.81	3.12	1.02	0.24	0.75	2.32	0.11	0.03	0.19	1.83	88.58

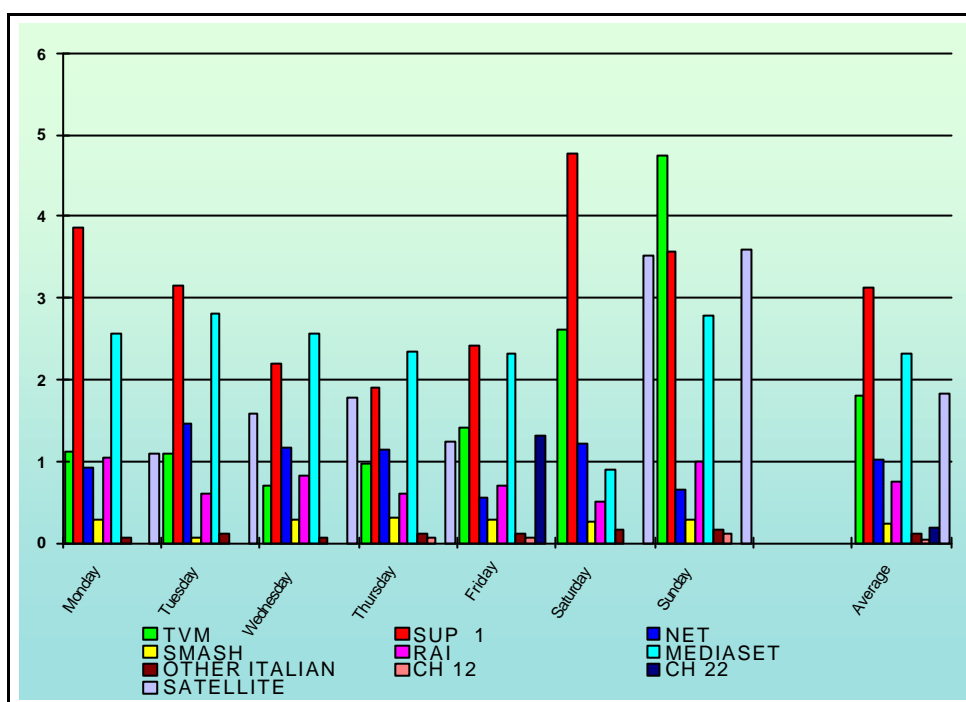


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 4th Quarter 2003
NOON - 1900 HRS

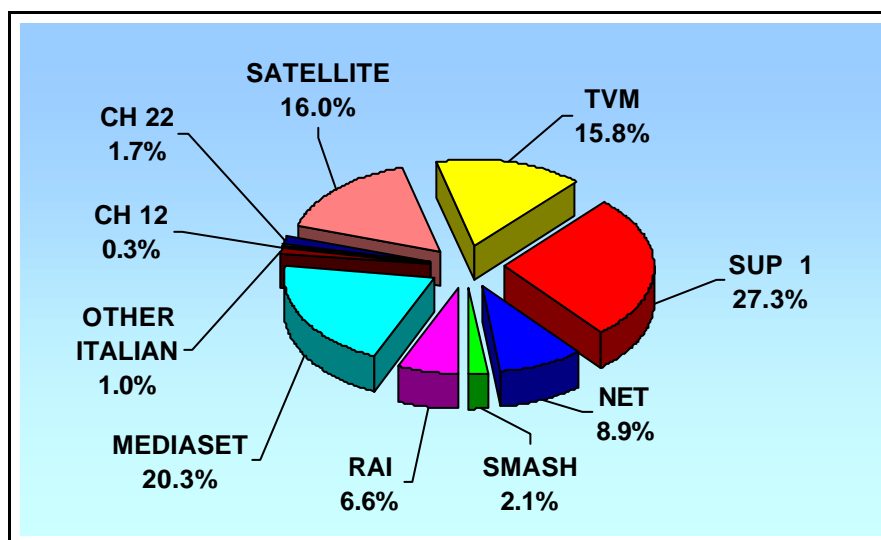


Fig. 8.13: Time Band 2: TV Average Audience Share – 4th Quarter 2003
NOON - 1900 HRS

8.6.4 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 the third Time Band.

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	9.95	9.85	9.06	0.16	1.21	4.35	0.51	0.00	0.00	4.10	60.81
Tuesday	19.93	8.33	4.26	0.06	2.16	4.16	0.29	0.00	0.00	3.50	57.31
Wednesday	7.37	10.65	4.61	0.13	2.73	6.07	0.29	0.54	0.00	3.94	63.67
Thursday	7.60	13.64	6.29	0.16	2.38	7.41	0.54	0.19	0.00	4.13	57.66
Friday	26.99	7.63	2.67	0.03	1.65	4.16	0.00	0.00	2.03	0.03	54.80
Saturday	4.13	8.52	1.75	0.13	1.14	6.20	0.10	0.00	0.00	4.48	73.55
Sunday	10.93	7.72	3.46	0.03	1.21	2.83	0.32	0.00	0.00	3.27	70.22
Average	12.41	9.48	4.59	0.10	1.78	5.03	0.29	0.10	0.29	3.35	62.57

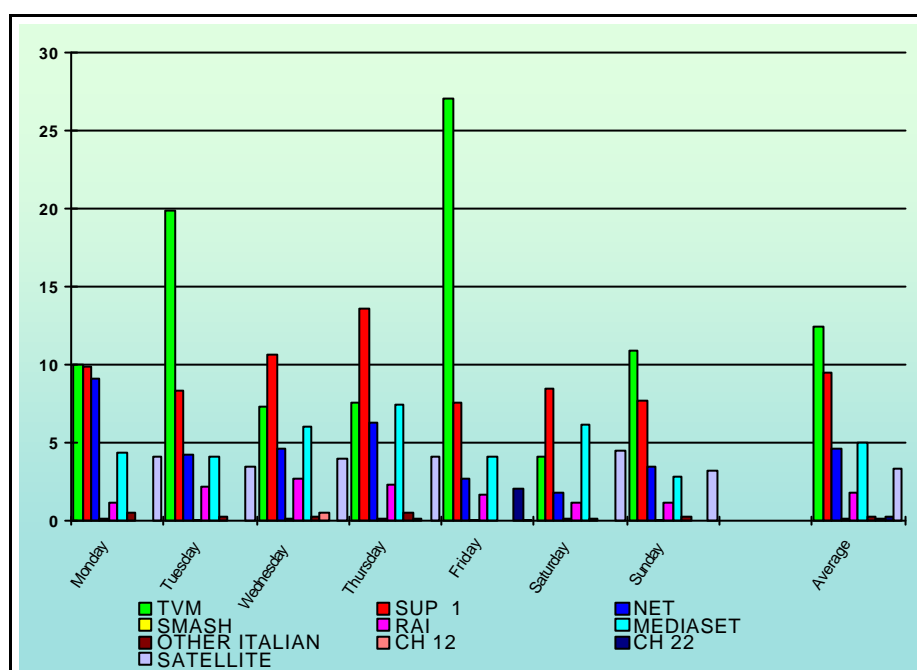


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 4th Quarter 2003
1900 HRS – MIDNIGHT

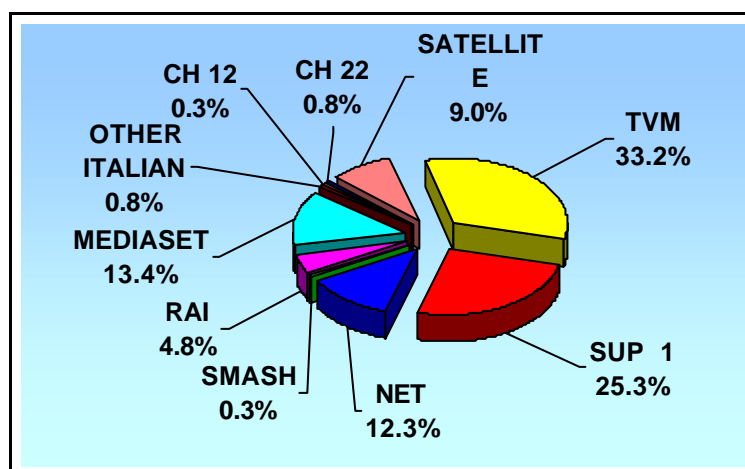


Fig. 8.15: Time Band 3: TV Average Audience Share – 4th Quarter 2003
1900 HRS – MIDNIGHT

8.6.5 Table 8.6 summarises the performance of the different stations for each time-band. It is noteworthy that local stations dominate audiences to this extent, and that whenever there is a local content, the plethora of non-Maltese stations, be they terrestrial or satellite stations received directly or relayed via cable, have only secondary influence on local viewership. The inter-station ratings have not changed much, except that Super 1 now has the largest share in Time Band 2.

Table 8.6: **Audience Share Summary by Time-Band**
4th Quarter 2002 and 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	58.7	49.4	22.3	15.8	33.4	33.2
Super 1 TV	13.7	10.4	20.3	27.3	24.9	25.3
NET	7.0	9.2	12.1	8.9	12.6	12.3
Smash TV	2.1	6.8	1.2	2.1	0.4	0.3
Channel 12	-	-	0.1	0.3	1.2	0.3
Channel 22	-	1.2	-	1.7	0.1	0.8
RAI	3.3	3.0	5.5	6.6	3.9	4.8
Mediaset	3.6	9.5	15.0	20.3	12.3	13.4
Other Italian	0.6	0.6	0.5	1.0	0.9	0.8
Satellite Stations	10.9	10.1	17.4	16.0	9.8	9.0

IX CONCLUSION

- 9.1 The findings of this study show that the media scene in Malta continues to be very alive and active. Even though the patterns that are detected in the current study are a direct continuation of what had been noted in previous ones, changes in the mood of the listeners and viewers have been documented by the findings of this report, and these can be positively used by planners and providers alike. The fact that not only seasonal variations are noticeable but that shifts, some minor some not so minor, are evident, vindicates the decisions of the Authority to conduct these studies more than once annually. At the same time, the fact that some patterns are repeated over and over again in each study conducted clearly shows that media products, like everything else are subject to very similar market conditions.
- 9.2 This study proves one again that radio is very popular in Malta, and that TV is even more so. The Maltese seek information, entertainment and education from the media. They use them to keep themselves abreast of current events and to form their own opinions on matters that concern them, or have an interest in. In most of the media segments, the Maltese exhibit a great interest although this study shows that demand is not uniform, and that, indeed, Maltese consumers differentiate the medium most adapted at each moment in time to provide them with their requirements in the different programme segments.
- 9.3 At the same time the preceding pages have also documented the fact that the media in Malta have something to offer to all the social groups, and it is not surprising that different groups align themselves to different media. Ascription of values and interests to one perceived medium profile does exist and there clearly are instances when specific groups prefer one medium to another for specific products, such as the news and some types of entertainment products. In this sense, the different radio and TV stations have become a social construct, providing an increasingly differentiated Maltese society with a set of subtly differentiated products.
- 9.4 As documented in previous studies, PBS Ltd. continues to attract huge audiences. The Maltese turn to PBS for what they probably consider a less biased version of news and for a number of programmes it houses. *Xarabank* continues to be extremely popular. This time round *Bondi+* and *Becky* also exceeded their past ratings. *Tista' Tkun Int!* continues to transform dead television time on a Sunday morning into prime time TV in Malta. So do other programmes, especially those produced in reply to popular demand for more drama.
- 9.5 The profile of the stations owned by the political parties now appear to have settled in the Maltese scene. Outside electioneering times, these stations provide a very interesting menu for the Maltese to partake from, and as such, certain genres are found to be popular wherever they are to be found. Actually, it is not insignificant that some respondents suggested that station managers should co-ordinate, rather than compete, in the their timing of similar programmes on the three stations!

- 9.6 Of the radio stations, Super 1 Radio continues to lead the way. Radju Malta has improved its positioning, whilst RTK appears to have lost ground. The music stations remain quite popular. The radio stations owned by the political parties practically mirror their TV sister stations. Interesting inroads have been made by newcomer XFM, but it is too early to assess the effect of the re-launch of A3FM earlier this year.
- 9.7 RAI and Mediaset continue to attract quite a following in Malta. Mediaset especially attracts with its quizzes and variety shows. The language divide does not seem to affect much, since these stations are followed by persons of all social groups. At the same time, the effect of satellite based TV, though increasing, cannot be said to be overpowering at present. The driver stations in TV in Malta are still the Maltese stations, even though the number of channels provided by cable, and directly through satellite dish antennae, is very large. It is the product which is liked; the medium does not appear to be the message in this context, at least yet!
- 9.8 Given the high commercial interests and stakes associated with radio and TV, it is often remarked that it is very surprising that there are still so many survivors in the area for such a small population like Malta's. Unfortunately at times specific commercial interests may get in the way of uniform product quality as producers seek to guess when their rating is being measured and opt for a brand of easy-to-sell sensationalism. However, the now well documented crave the Maltese have for knowing more about practically everything persists, and programme planners who give attention to consumer demand are rewarded. What is going to happen in the future as Maltese society continues to change and move away from tradition-associated themes, lies outside the scope of the present study. But the fact that a large number of stations have managed to survive this far suggests that, at least in the present moment, they do provide for a need in a metaphor the Maltese are willing to digest.

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 1001 persons was selected for interviewing, 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 survey among residents in Malta was conducted over a one-week period, starting Sunday, 26 October 2002 until Saturday, 1 November 2003, covering the days Saturday 25th October till Friday 31st October, except that for Friday 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 yesterday' As such the data for Friday aggregates viewing on the 24th and 31st October 2003. Interviews were effectively carried out in Valletta, Bormla, Qormi, Zebbug, Zabbar, Zejtun, Rabta Gozo, Attard, B'kara (2 blocks), Fgura, Gudja, Ghajnsielem, Hamrun, Kalkara, Luqa, MSkala, Mgarr, Mosta, Msida, Naxxar, Paola, Qrendi, Rabat Malta, San Gwann, San Pawl Il-Bahar, Sta. Venera and Sliema

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.

2.3 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

3.1 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.

5.1 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:

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

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 / 106.6
FM Bronja
Super One Radio
Radio 101
Island Sound, rename A3FM
Bay Radio
RTK
Smash Radio
Radio Calypso
Campus FM
Capital Radio
XFM

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

Max Plus
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

Audience Share Cable Network

(Share for stations not on Cable Network only apportioned 69.1% of total audience share, this being the number of respondents who stated that they are subscribed to the services provided by Melita Cable plc.)

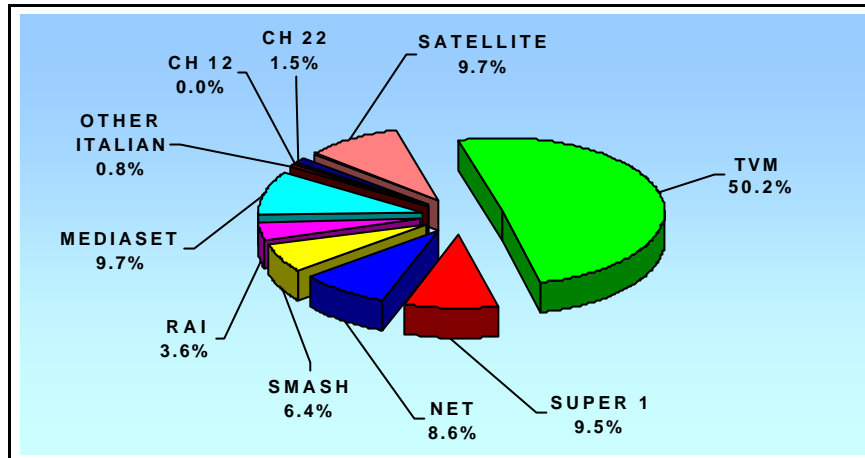


Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs - Noon

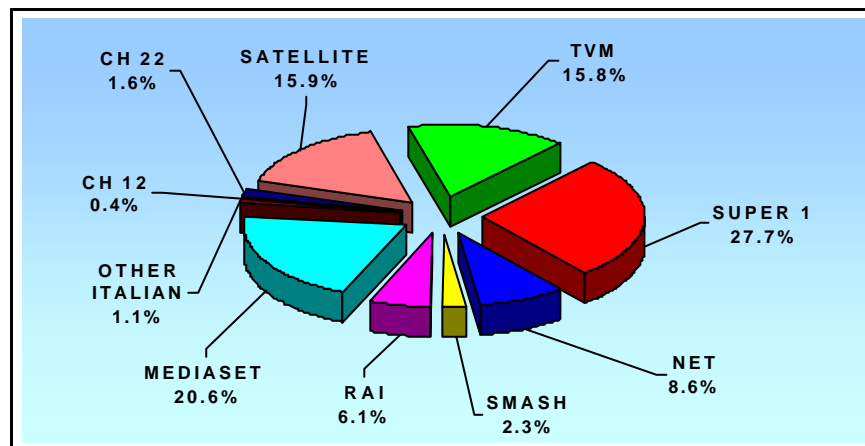


Figure AC2: Cable Network Only, Time-Band 2: Noon - 1900 hrs

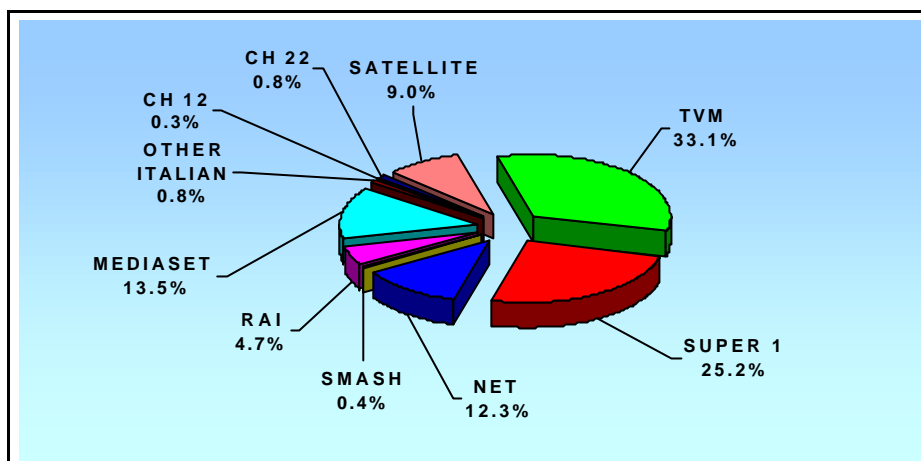


Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs – Midnight

Table AC-1: Audience Share Summary by Time-Band – Cable Network Only
(All Stations, 4th Quarter 2003)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	49.4	15.8	33.2
Super 1 TV	10.4	27.3	25.3
NET	9.2	8.9	12.3
Smash TV	6.8	2.1	0.3
Channel 12	-	0.3	0.3
Channel 22	1.2	1.7	0.8
RAI	3.0	6.6	4.8
Mediaset	9.5	20.3	13.4
Other Italian	0.6	1.0	0.8
Satellite Stations	10.1	16.0	9.0

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

Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(4th Quarter 2003)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	50.2	15.8	33.1
Super 1 TV	9.5	27.7	25.2
NET	8.6	8.6	12.3
Smash TV	6.4	2.3	0.4
Channel 12	-	0.4	0.3
Channel 22	1.5	1.6	0.8
RAI	3.6	6.1	4.7
Mediaset	9.7	20.6	13.5
Other Italian	0.8	1.1	0.3
Satellite Stations*	9.7	15.9	9.0

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

Appendix C

**Opening and Closing Times of Radio and TV
Stations, as monitored by the Broadcasting Authority**

[illegible]

Tuesday 28/10/03

[illegible]

Wednesday 29/10/03

[illegible]

Thursday 30/10/03

[illegible]

Friday 31/10/03

[illegible]

TV

Friday 24/10/03

	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		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								

Saturday 25/10/03

	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		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								

Sunday 26/10/03

	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (26)	24 hrs (26)		24 hrs (26)	24 hrs (26)	24 hrs (26)		
CLOSE			03:01 (26)					
OPEN			07:35 (26)					
CLOSE								

Monday 27/10/03

	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		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								

Tuesday 28/10/03

	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		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								
Wednesday 29/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)		
CLOSE								
OPEN								
CLOSE								
Thursday 30/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)		
CLOSE								
OPEN								
CLOSE								
Friday 31/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)		
CLOSE								
OPEN								
CLOSE								

CLOSE								
Wednesday 29/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)	24 hrs (29)		
CLOSE								
OPEN								
CLOSE								
Thursday 30/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)	24 hrs (30)		
CLOSE								
OPEN								
CLOSE								
Friday 31/10/03								
	TVM	SUPER 1	NET TV	SMASH	CHANNEL	EDUC		
		TV			12	22		
OPEN	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)	24 hrs (31)		
CLOSE								
OPEN								
CLOSE								

SERIAL NO [] C1

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

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

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

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

SERIAL NO [] C1

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

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

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

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

	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

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
taqramom 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
taqramom fuq il-gazzetta	3
tismagghom minghand haddiehor	4

(K2)

Q3a. Inti tismighu ir-Radju?

IVA	
LE	

(K3)

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

c. Jekk IVA, fejn tismighu 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 ghandna 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 siegha 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)

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
DISKUSSIONIJIET	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
RELIGJUZI	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 BIEK 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)

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)

Audience Audit & Opinion Study - 2003

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

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

(C6)

Educational Level (Last School Attended)

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

(C7)

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV IL-BIERAH. SERIAL NO [] C1
IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION (DAY of WEEK _____)
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
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