

Who Listens to Radio

	Total	Male	Female
N=	1001	490	511
	%	%	%
Listen to the Radio	81.3	79.6	83.0
Do Not Listen to the Radio	18.7	20.4	17.0

Average Number of Hours Radio is Listened to

	Total	Male	Female
N=	814	390	424
	%	%	%
Varies Considerably	2.1	2.6	1.7
One Hour	26.8	31.5	22.4
Two Hours	19.5	20.3	18.9
Three Hours	17.3	16.4	18.2
Four to Nine Hours	27.0	24.3	29.6
Ten Hours and more	7.2	5.0	9.3

Where is Radio Listened to

	Total	Male	Female
N=	814	390	424
	%	%	%
NA	5.2	6.2	4.2
At home	77.9	68.2	86.8
At work	16.8	25.1	9.2
In the car	22.6	33.6	12.5

Who watches TV

	Total	Male	Female
N=	1001	490	511
	%	%	%
Watch TV	98.3	97.8	98.8
Do Not watch TV	1.7	2.2	1.2

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Average No. of Hours TV is watched

	Total	Male	Female
N=	984	479	505
	%	%	%
Varies Considerably	1.0	1.0	1.0
One Hour	14.8	14.0	15.6
Two Hours	32.4	35.1	29.9
Three Hours	26.6	27.8	25.5
More than three Hours	25.0	22.1	28.0

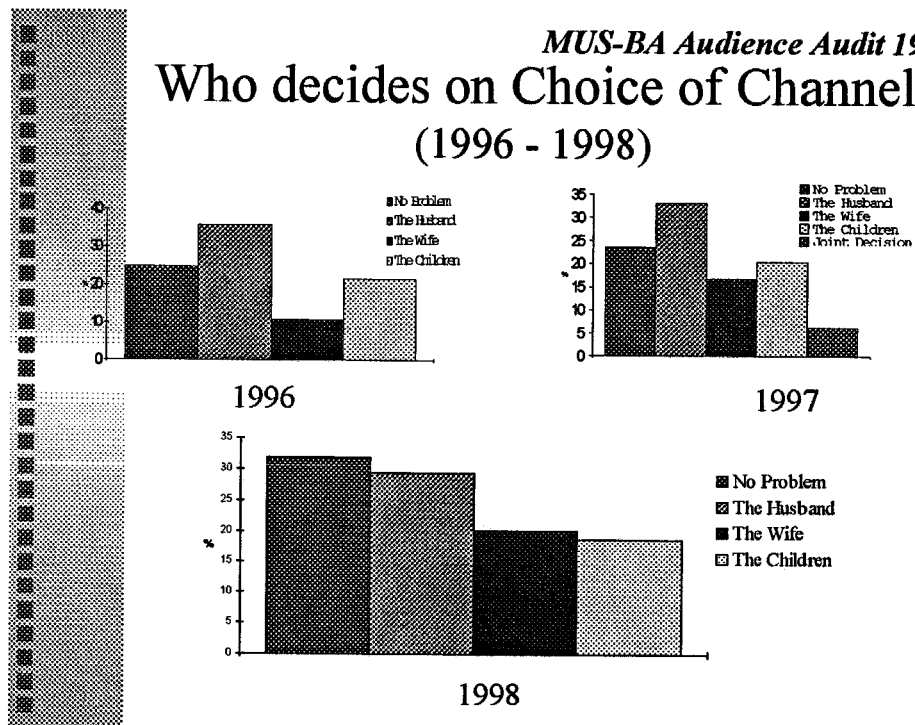
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Where TV is Watched

	Total	Male	Female
N=	984	479	505
	%	%	%
Sitting Room	46.1	46.6	45.7
Dining Room	5.5	4.0	6.9
Kitchen	17.5	15.7	19.2
Bedroom	29.4	32.2	26.7
Another Place	1.5	1.7	1.4

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Who decides on Choice of Channel (1996 - 1998)



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Preferred Source for Local News

	Total	Male	Female
N=	1001	490	511
	%	%	%
No Preference	2.4	3.5	1.4
Radio	13.4	11.2	15.5
TV	70.9	70.6	71.2
Newspaper	10.8	12.4	9.2
From Other Persons	2.5	2.2	2.7

Preferred Source for Foreign News

	Total	Male	Female
N=	1001	490	511
	%	%	%
No Preference	4.3	5.3	3.3
Radio	10.0	8.4	11.5
TV	74.9	74.5	75.3
Newspaper	8.6	9.8	7.4
From Other Persons	2.2	2.0	2.3

General Preference for Programme Sectors (Radio: 1996, 1997 & 1998)

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

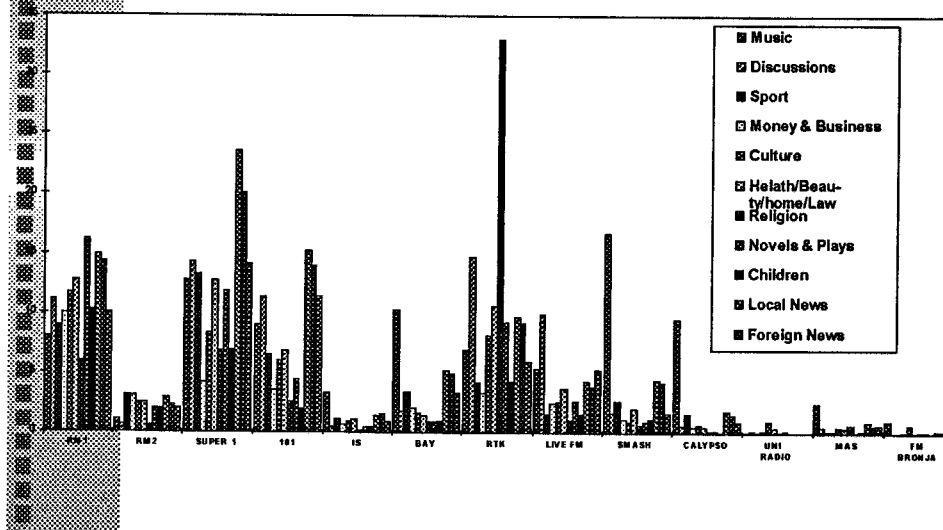
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**General Preference for Programme Sectors
(TV: 1996, 1997 & 1998)**

	1996	1997	1998
Local News	89.3	84.2	94.6
Foreign News	85.3	79.8	88.9
Feature Films	72.0	60.5	77.5
Quizzes/Fame Shows/Variety Progr..	60.4	51.6	70.1
Weather	78.2	50.5	81.2
Documentaries	63.1	50.3	66.3
Sports	55.3	45.1	63.0
Discussions	56.1	43.8	72.1
Plays	35.0	31.4	54.4
Music Video-Clips	33.7	24.7	45.5
Current Affairs	36.3	23.4	44.8
Religion	39.3	22.4	44.3
Serials/Soap Operas	32.5	22.9	61.4

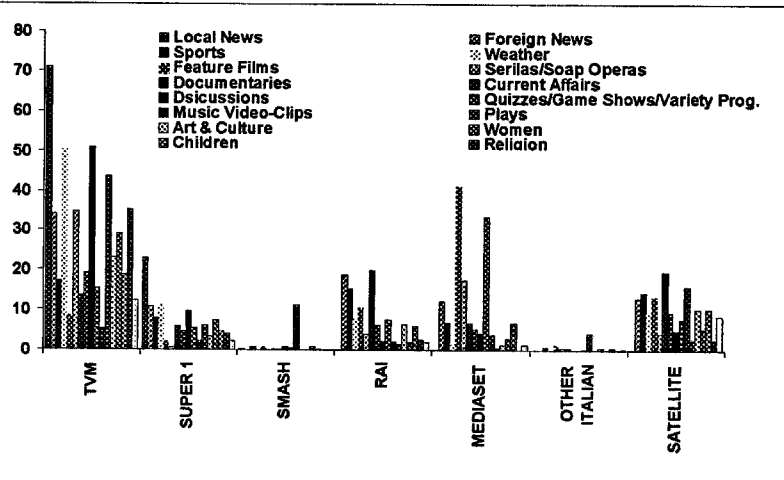
MUS-BA Audience Audit 1998

**Comparative Radio Station Ranking by
Different Programme Segments**



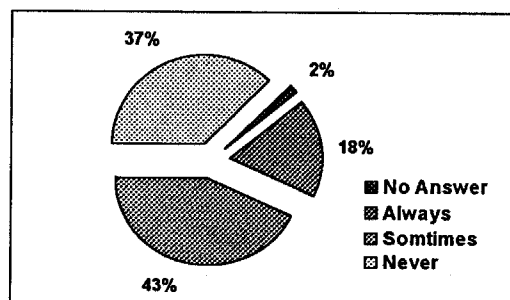
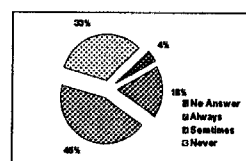
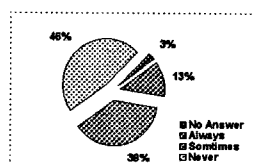
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Comparative TV Channel Ranking by Different Programme Segments



MUS-BA Audience Audit 1998

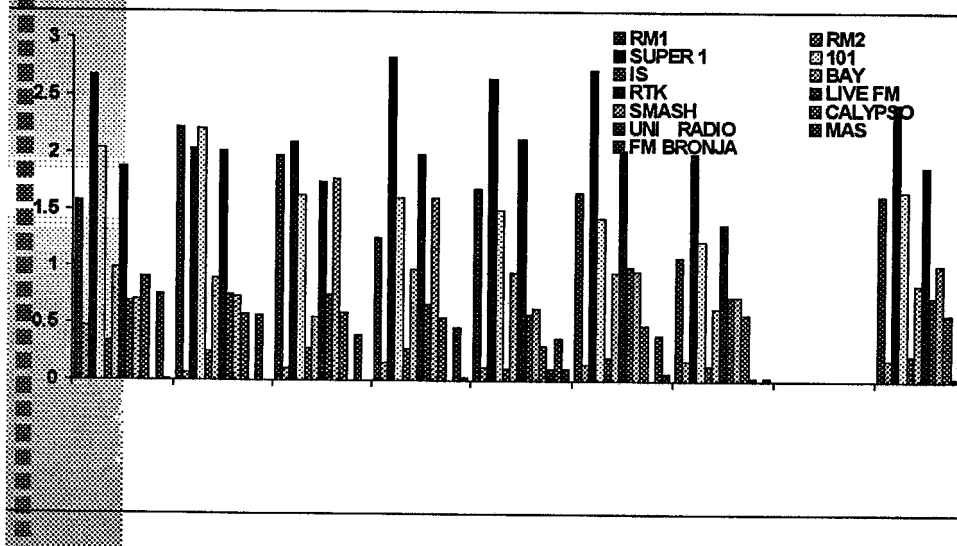
Interest in Political Broadcasts (1996, 1997 & 1998)



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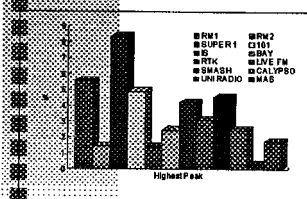
Daily Radio Average Audience Share

(Basis: Total No. of Transmission Hours)

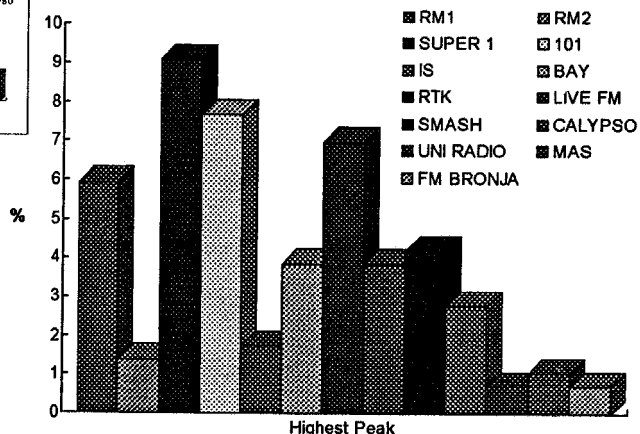


MUS-BA Audience Audit 1998

Highest Radio Station Peak Audience Share



1997



Highest Peak

1998

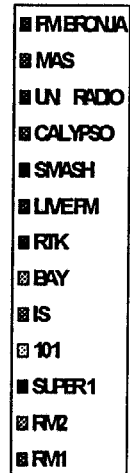
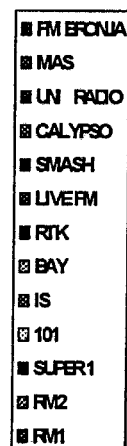


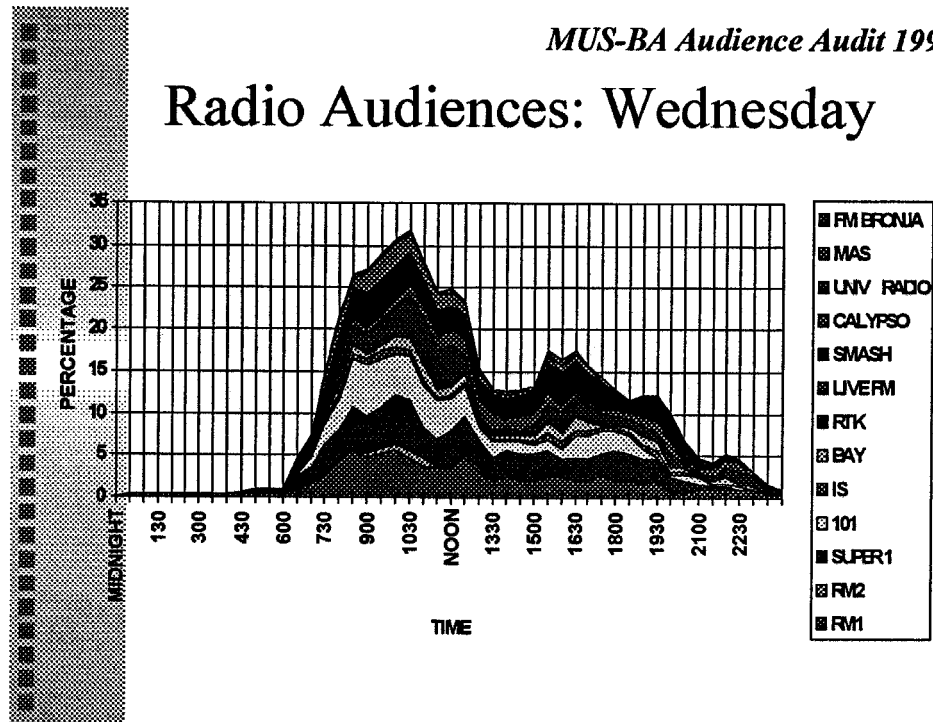
Figure 1 is a stacked area chart illustrating the percentage of time spent in various states of alertness over a 24-hour period. The Y-axis represents the percentage (0 to 30), and the X-axis represents time in 30-minute intervals from Midnight to 2230. The states of alertness, from top to bottom in the stack, are Aroused, Alert, Drowsy, and Asleep. The chart shows a primary peak in alertness around 1030 and a secondary peak in drowsiness/asleep around 1630.

Time	Aroused (%)	Alert (%)	Drowsy (%)	Asleep (%)
Midnight	0	0	0	0
130	0	0	0	0
300	0	0	0	0
430	0	0	0	0
600	0	0	0	0
730	0	0	0	0
900	0	0	0	0
1030	0	0	0	0
NOON	0	0	0	0
1330	0	0	0	0
1500	0	0	0	0
1630	0	0	0	0
1800	0	0	0	0
1930	0	0	0	0
2100	0	0	0	0
2230	0	0	0	0



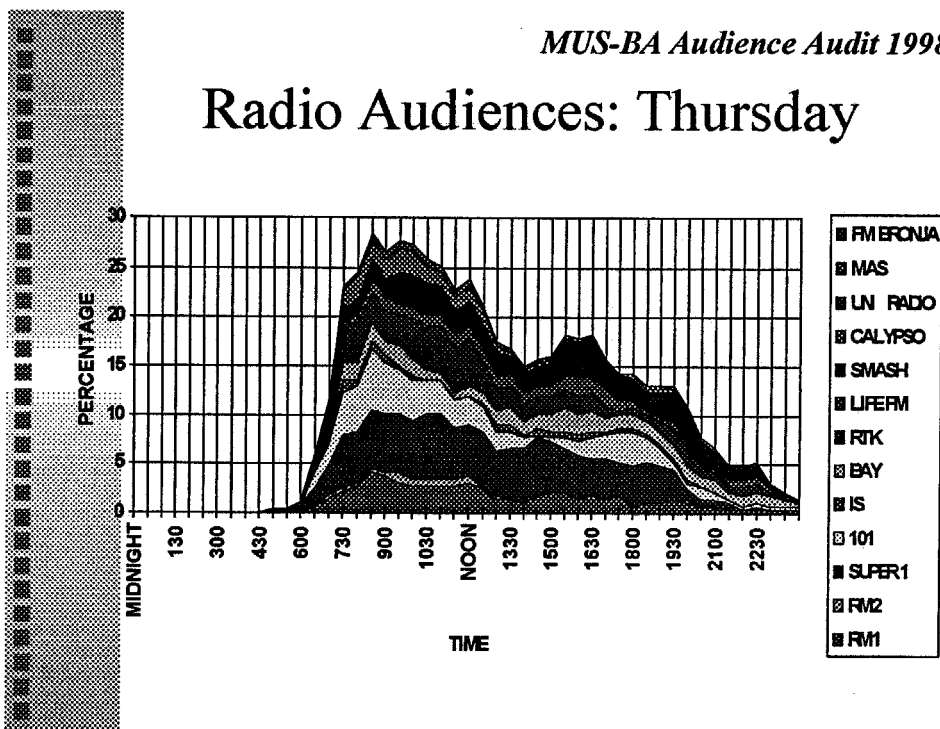
MUS-BA Audience Audit 1998

Radio Audiences: Wednesday



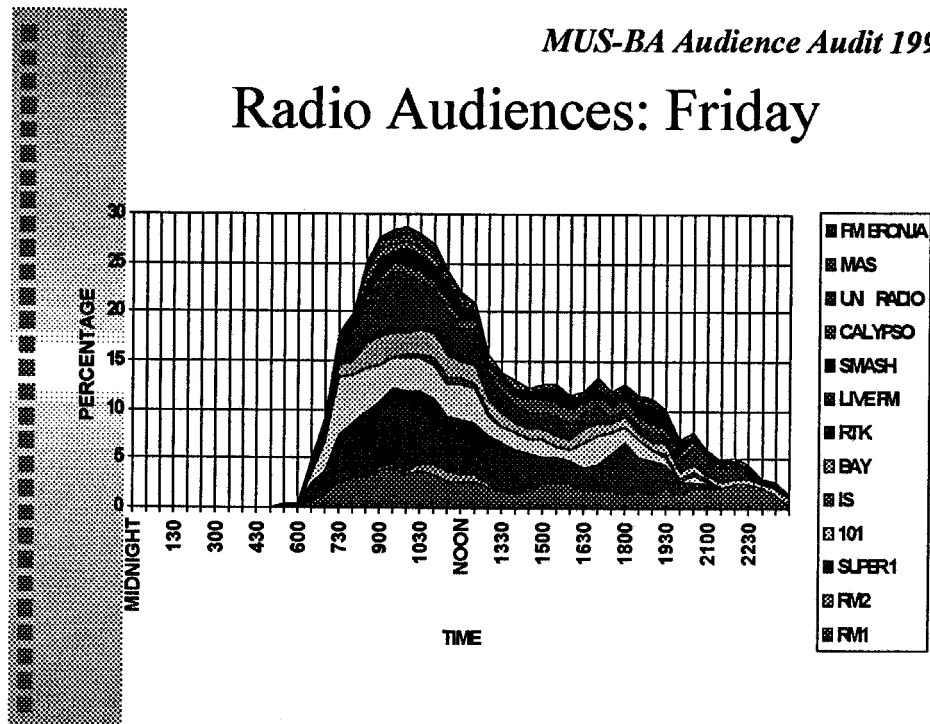
MUS-BA Audience Audit 1998

Radio Audiences: Thursday



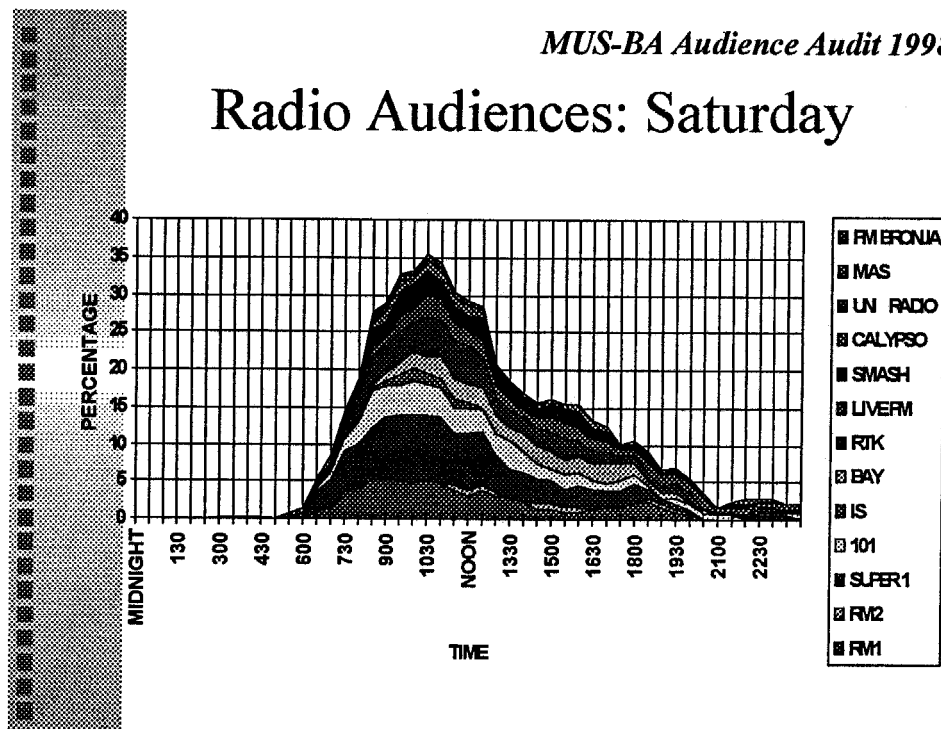
MUS-BA Audience Audit 1998

Radio Audiences: Friday

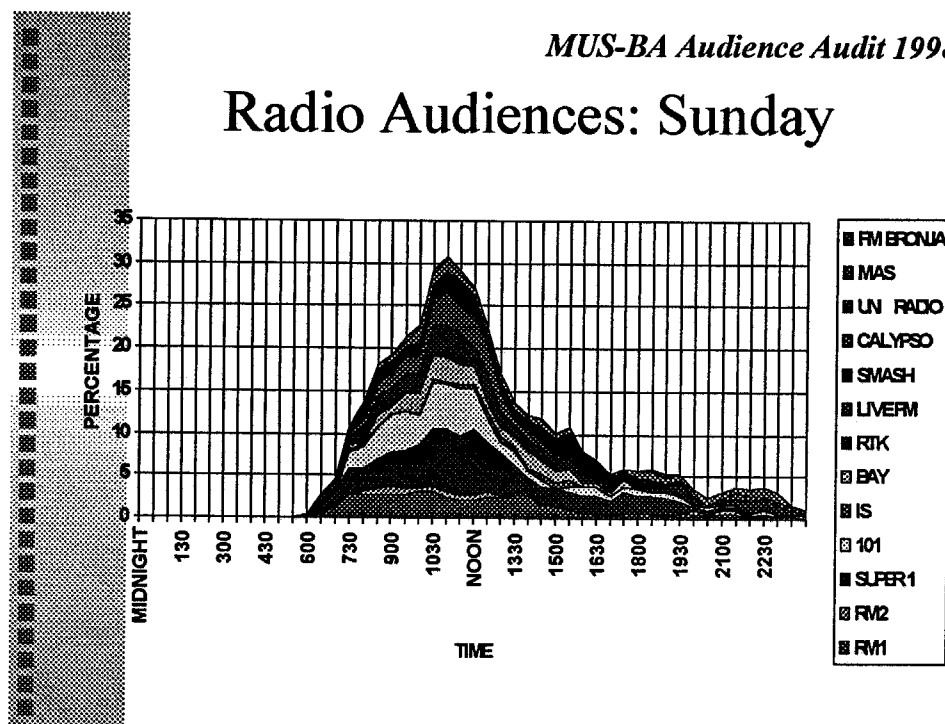


MUS-BA Audience Audit 1998

Radio Audiences: Saturday



Radio Audiences: Sunday



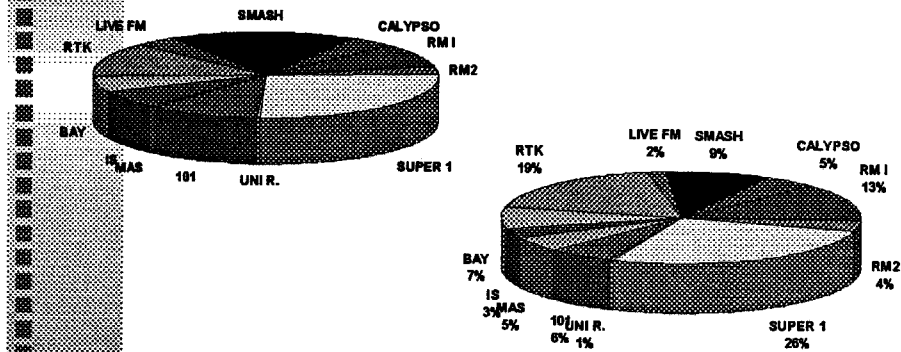
Meaning of %

- The meaning of 1% in the following pie chart is different from the meaning of 1% of any of the tables in the report
- % in the following pie charts = the proportional share of audience from the total audience for the respective segment (i.e. Radio or TV) [slice of the cake when the cake = total audience of either Radio or TV]
- In 1998: TV 1% = 353 used half-hour slots
- In 1998: Radio 1% = 349 used half-hour slots

MUS-BA Audience Audit 1998

**Daily Average Radio Audience Levels
1995 & 1996**

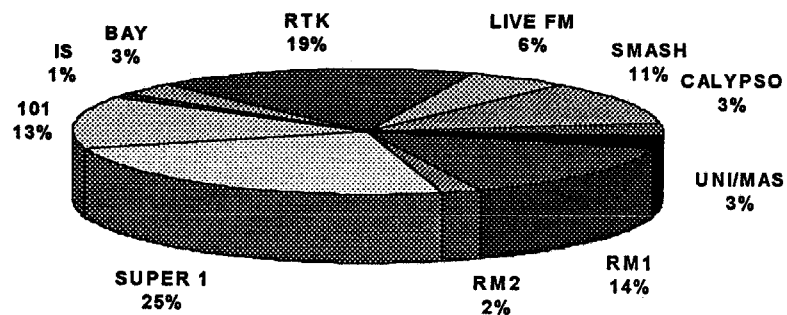
(Basis: Total Number of Hours on Air by Station)



MUS-BA Audience Audit 1998

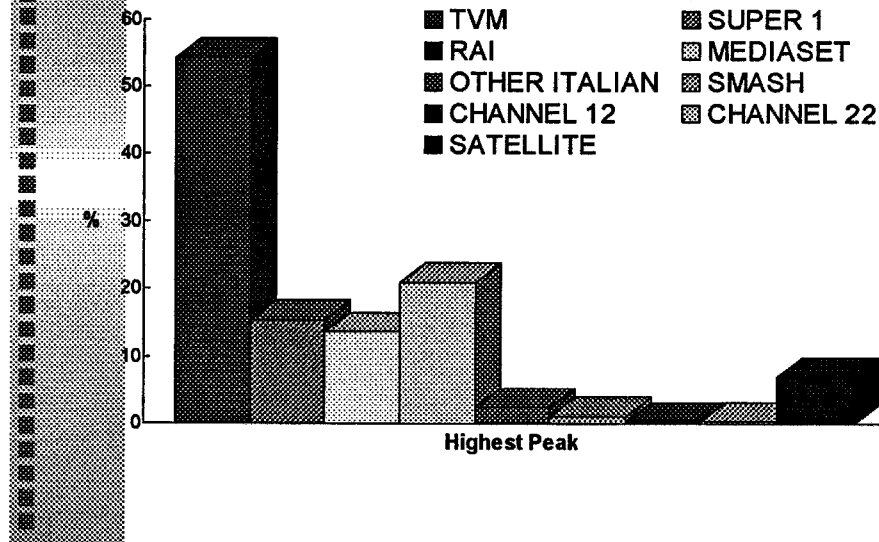
Daily Average Radio Audience Levels: 1997

(Basis: 6.00 a.m - Midnight)



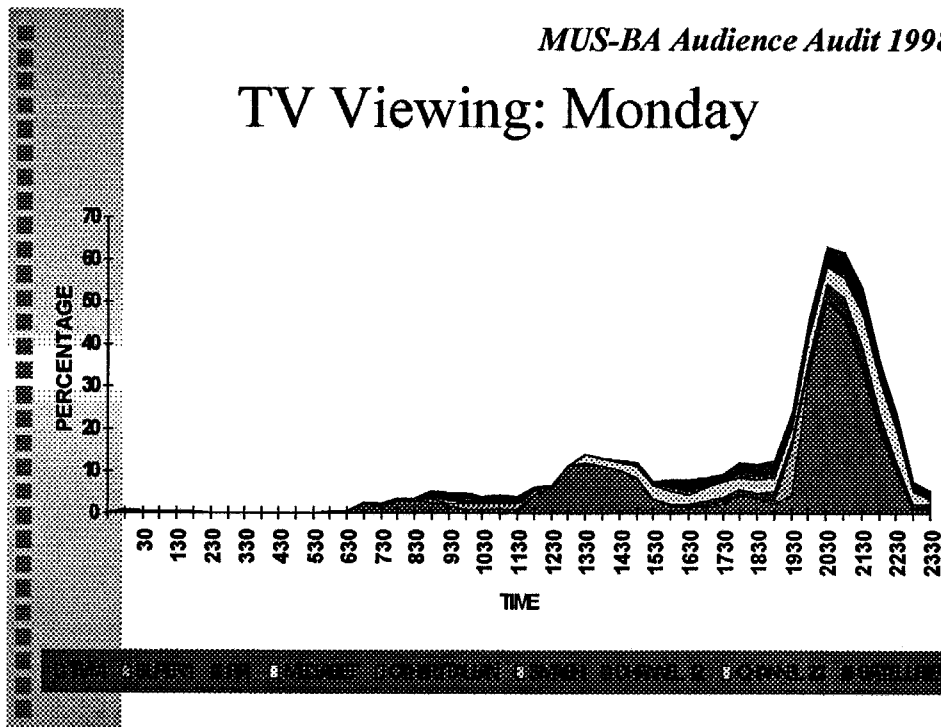
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Highest TV Channel Peak Audience Share



MUS-BA Audience Audit 1998

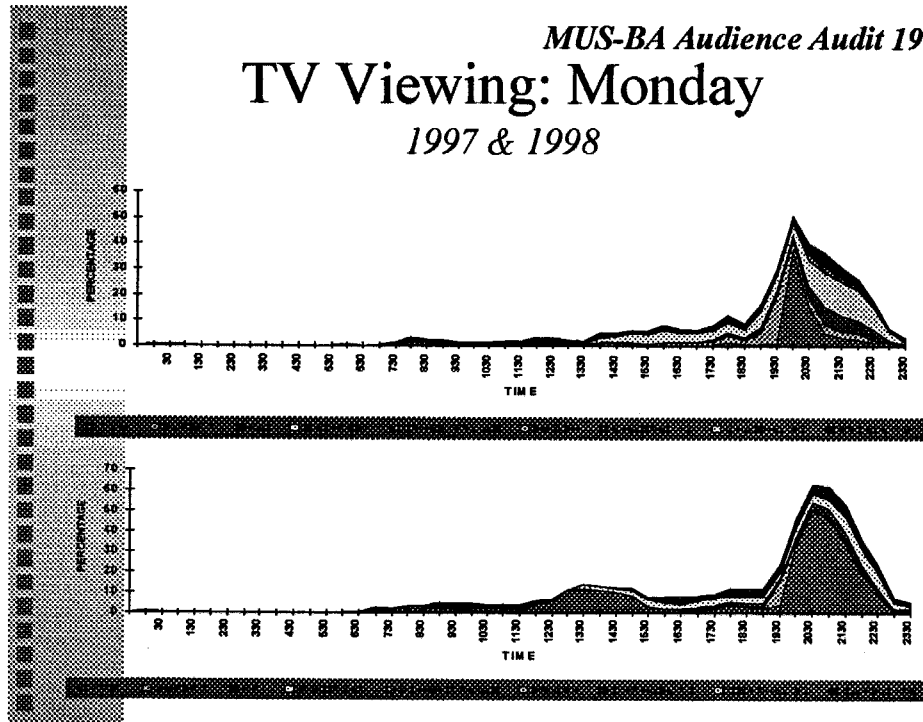
TV Viewing: Monday



MUS-BA Audience Audit 1998

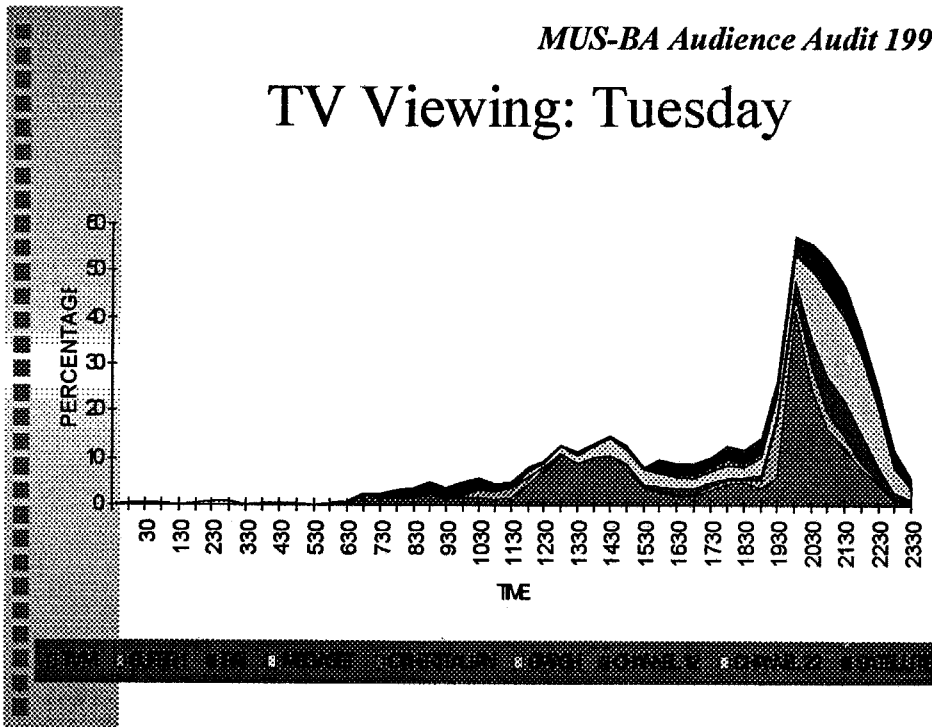
TV Viewing: Monday

1997 & 1998



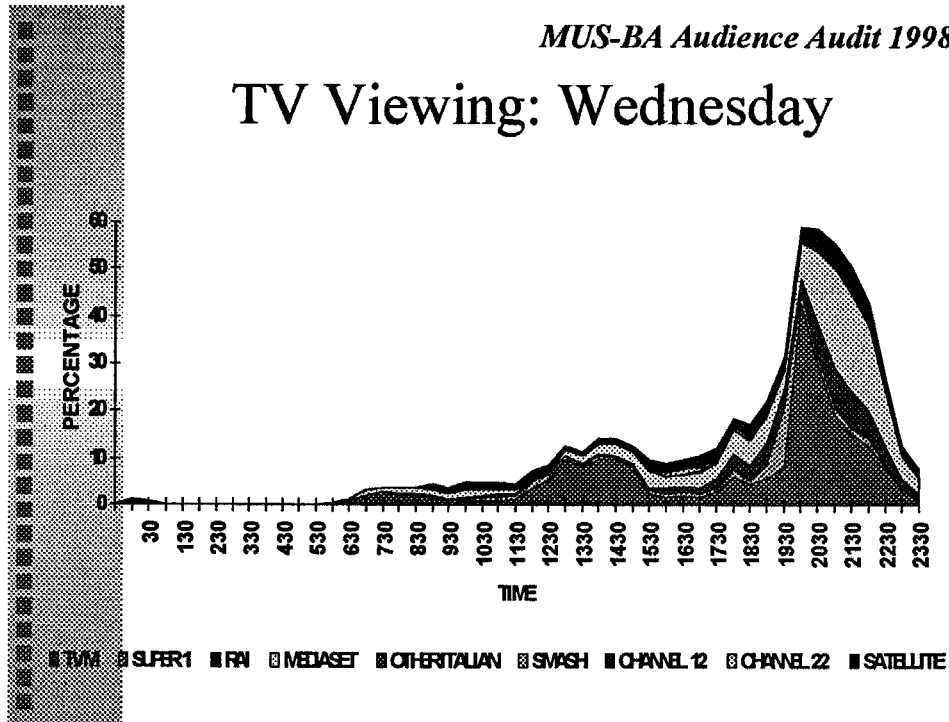
MUS-BA Audience Audit 1998

TV Viewing: Tuesday



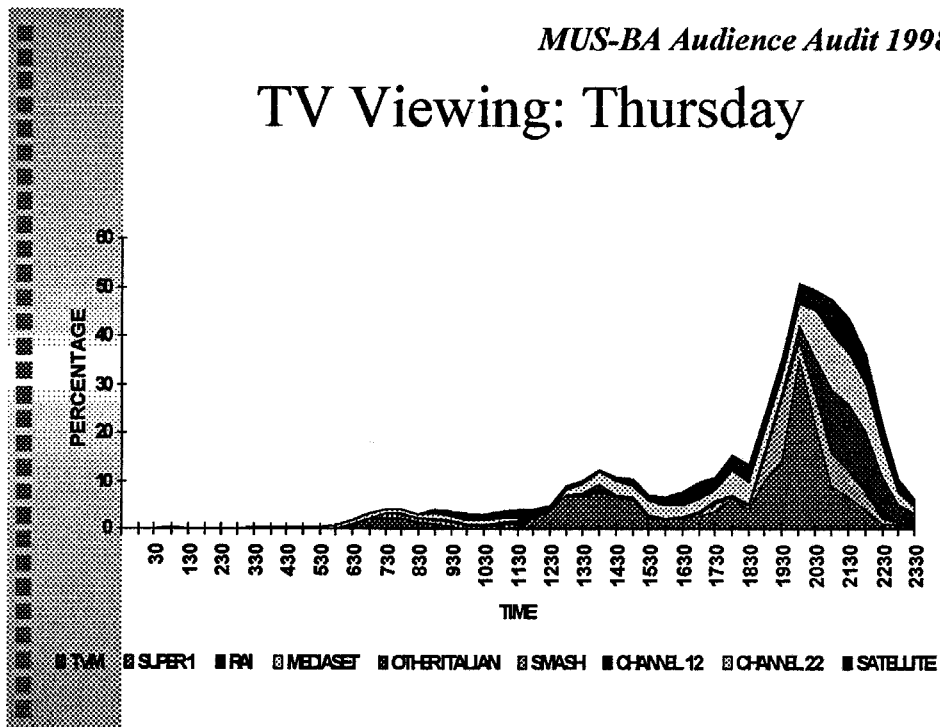
MUS-BA Audience Audit 1998

TV Viewing: Wednesday



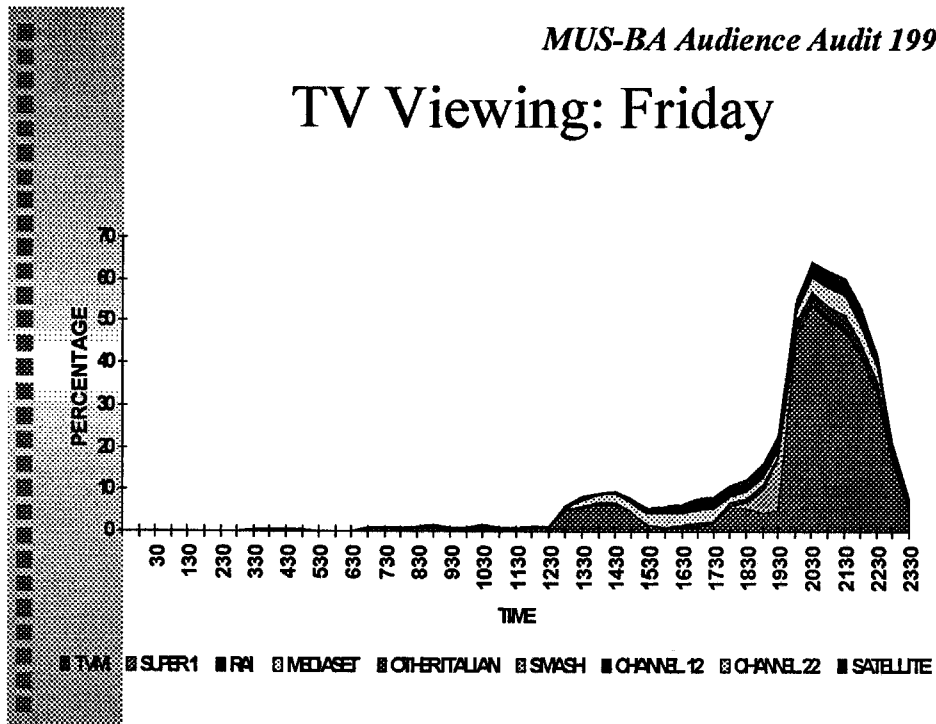
MUS-BA Audience Audit 1998

TV Viewing: Thursday



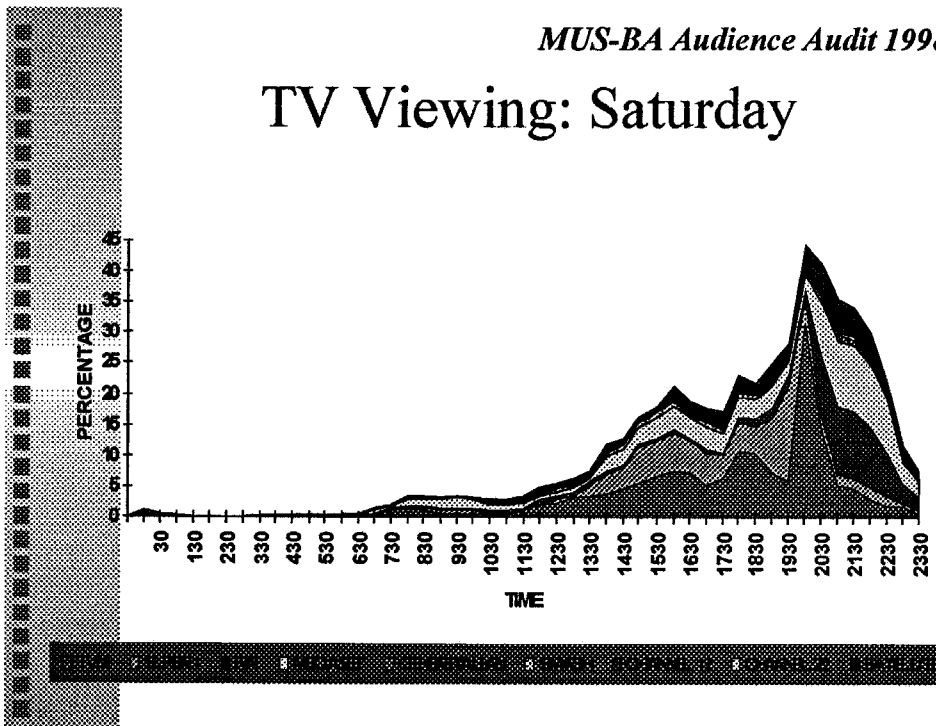
MUS-BA Audience Audit 1998

TV Viewing: Friday

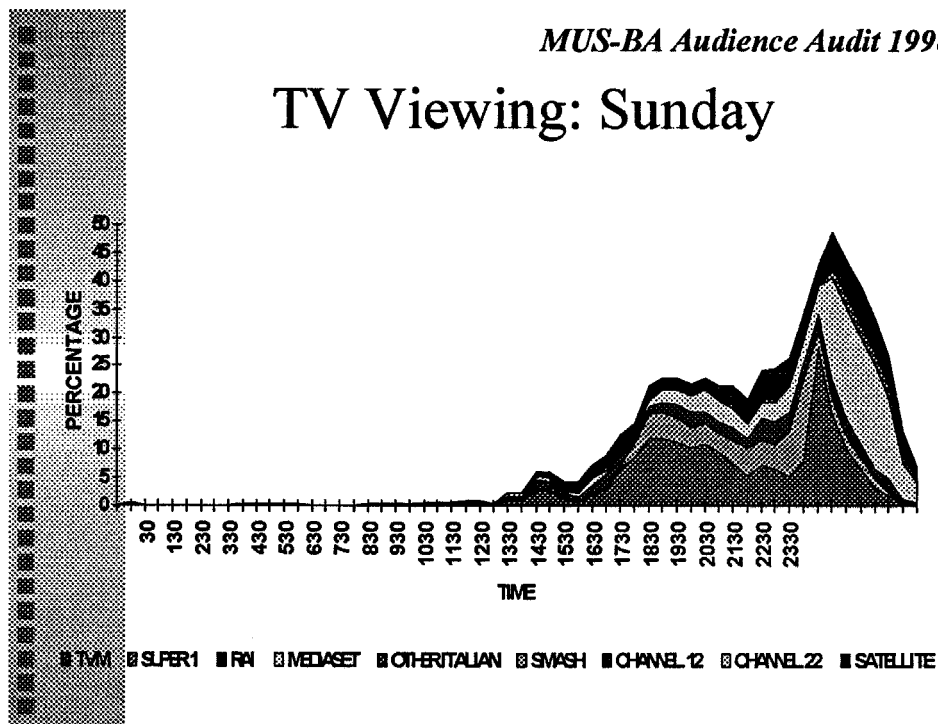


MUS-BA Audience Audit 1998

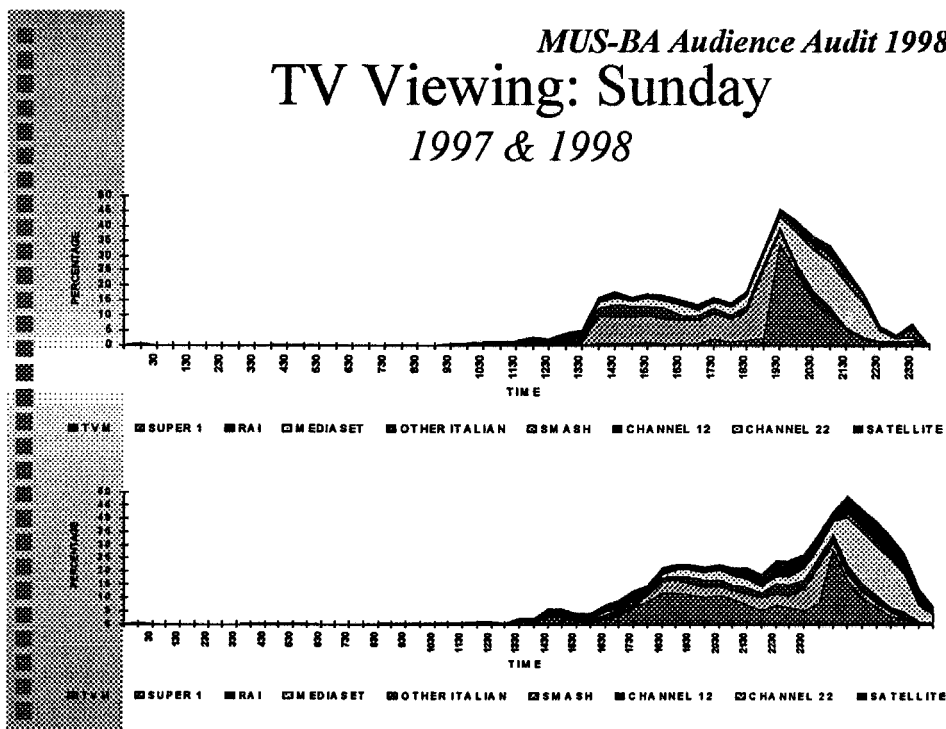
TV Viewing: Saturday



TV Viewing: Sunday



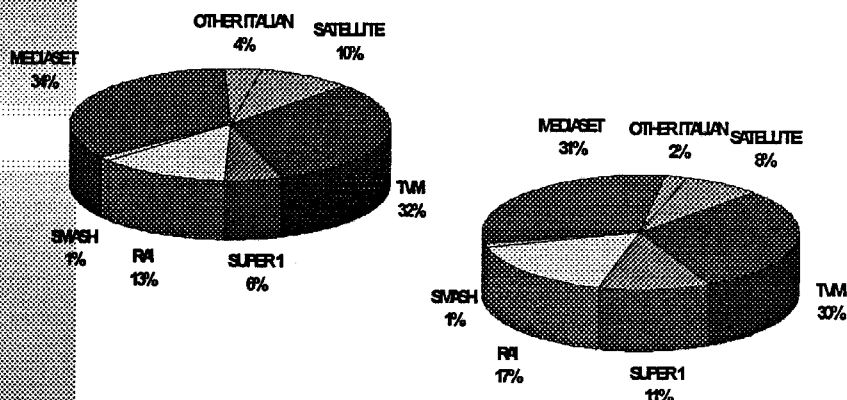
TV Viewing: Sunday



Meaning of %

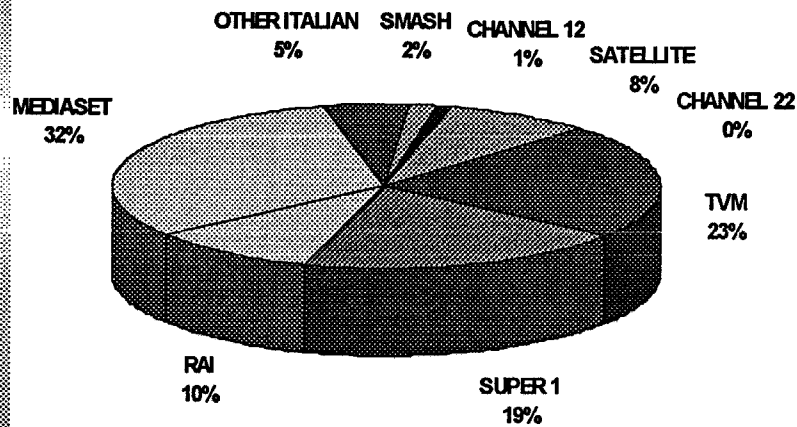
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Daily Average TV Audience Levels (1995 & 1996)



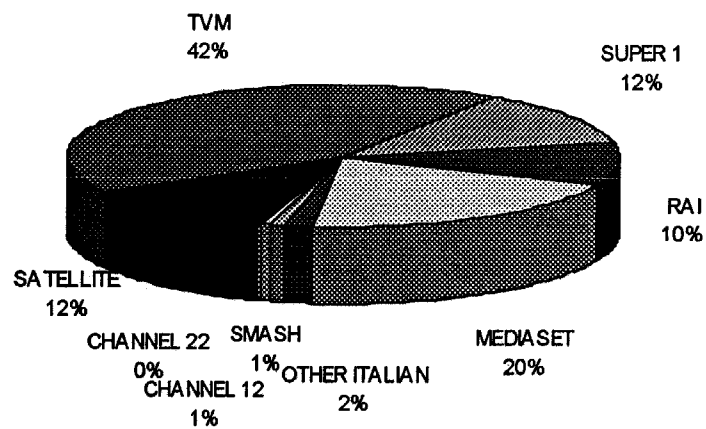
MUS-BA Audience Audit 1998

Daily Average TV Audience Levels (1997)

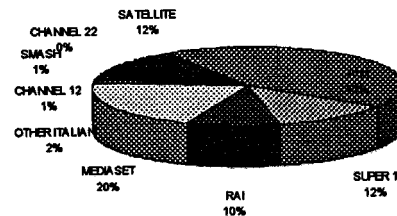
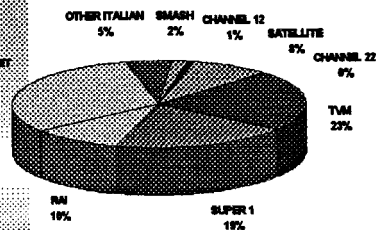


MUS-BA Audience Audit 1998

Daily Average TV Audience Levels (1998)



Daily Average TV Audience Levels (1998)



Conclusions: Absolute size of Audiences

- In general the absolute size of radio audiences have gone up
- the absolute size of TV audiences has also gone up

Trends in Radio Audience Share

■ Increases

- ◆ Bay Radio (+5%)
- ◆ Radio 101 (+2%)
- ◆ Island Sound (+1%)
- ◆ Radio Malta 1 (+1%)
- ◆ Radio Calypso (+2%)
- ◆ Live FM (+1)

■ Decreases

- ◆ RTK (-6%)
- ◆ Super 1 (-4%)
- ◆ Smash Radio (-2%)

■ No change

- ◆ Radio Malta 2

Radio Stations: Relative Strengths

- Super 1 - 21%
- RM1 - 15%
- Radio 101 - 15%
- RTK - 13%
- Smash - 9%
- Bay Radio - 8%
- Live FM - 7%

- Radio Calypso - 5%,
- Radju MAS - 3%
- Radio Malta 2 - 2%
- Island Sound - 2 %
- University Radio - <1%
- FM Bronja - <1%

Source for News

- 
- Main source remains TV
 - ◆ TV 70.9% 1st preference
 - ◆ radio: 13.4% 1st preference
 - ◆ newspapers: 10.8% first preference
 - Music & Local News are most favourite with radio
 - Local and Foreign News are most favourite with TV

TV News Bulletin

- 
- TVM's News Bulletin continues to register very but not always the highest audience level
 - Super 1 also continues to registers its highest audiences for its News Bulletin

Trends in TV Audience Shares

■ Increases

- ◆ TVM (+19%)
- ◆ Satellite (+4%)

■ Decreases

- ◆ Mediaset (-12%)
- ◆ Super 1 (-7%)
- ◆ Other Italian (-3%)
- ◆ Smash (-1)

- RAI, Channel 12 and Channel 22 Satellite
Stations did not register any decrease or
increase