



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER-DECEMBER 2006**

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PREFACE

Article 30(2) of the Broadcasting Act, Chapter 350 of the Laws of Malta, requires the Broadcasting Authority to make and transmit to the Prime Minister a report that includes the results of independent audience research which ascertains:

- (a) the state of listenership or viewership of broadcasting services provided in Malta;
- (b) the state of public opinion concerning programmes included in broadcasting services provided in Malta;
- (c) any effects of such programmes on the attitudes or behaviour of those who watch them;
and
- (d) the types of programmes that members of the public would like to be included in broadcasting services provided in Malta.

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October-December 2006 that is representative of the whole population. The analysis of these interviews is contained in this report.

Part One of the report details the analysis of the data collected and includes the questionnaire used, the classification of localities in the Maltese Islands by district as found in this particular work, demographic data of the Maltese population, and a list of nationwide; radio and televisions stations and community radio stations licensed by the Broadcasting Authority during 2006.

Part Two of the report details the tables for this period.

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LIST OF LOCALITIES BY DEMOGRAPHIC DISTRICT

Code	Locality	Code	Locality
Southern Harbour District		Northern Harbour District	
101	Valletta (Citta Umilissima)	206	Qormi
103	Birgu	214	Birkirkara
104	Isla (Citta Invicta)	221	Gzira
105	Bormla (Citta Cospicua)	227	Hamrun
108	Zabbar	241	Msida
117	Fgura	246	Pembroke
118	Floriana	247	Pietà
129	Kalkara	252	San Ġiljan
133	Luqa	253	San Ġwann
134	Marsa	258	Santa Venera
145	Paola	259	Sliema
157	Santa Lucija	260	Swieqi
162	Tarxien	261	Ta' Xbiex
165	Xghajra		
South Eastern District		Gozo & Comino	
310	Zejtun	611	Rabat (Gozo)
315	Birzebbuga	619	Fintana
320	Gudja	622	Ghajnsielem and Comino
326	Ghaxaq	623	Gharb
331	Kirkop[	625	Ghasri
335	Marsaskala	630	Kercem
336	Marsaxlokk	642	Munxar
340	Mqabba	643	Nadur
349	Qrendi	648	Qala
351	Safi	654	San Lawsrenz
367	Zurrieq	656	Sannat
Western District		663	Xaghra
402	Mdina	664	Xewkija
407	Zebbug (Malta)	666	Zebbug (Gozo)
409	Siggiewi		
412	Attard		
413	Balzan		
416	Dingli		
428	Iklin		
432	Lija		
450	Rabat (Malta)		
468	Mtarfa		
Northern District			
524	Gharghur		
537	Mellieha		
538	Mgarr		
539	Mosta		
544	Naxxar		
555	San Pawl il-Bahar		

LIST OF NATIONWIDE RADIO STATIONS LICENCED DURING 2006

Radju Malta
Radju Parlament 106.6
Magic Radio
Super One Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Capital Radio
XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENCED DURING 2006

TVM
One TV
Net TV
Smash TV
Education 22
ITV

LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2006

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2006											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
151/221	Radju Hompesch	2 yrs	20-Mar-04	90.0	3.8	X	X	X	X	X	X	X	X	X	X	X	X
155	Kiss FM	2 yrs	1-May-04	89.3	5	X	X	X	X								
158/232	Christian Light Radio	2 yrs	17-Jun-04	105.4	2	X	X	X	X	X	X	X	X	X	X	X	X
159/233	Lehen il-Belt Victoria	2 yrs	25-Jun-04	104.0	2	X	X	X	X	X	X	X	X	X	X	X	X
163/237	Radju Kottoner	2 yrs	29-Jul-04	98.0	2.8	X	X	X	X	X	X	X	X	X	X	X	X
167/245	Radju Sacro Cuor	2 years	15-Nov-04	105.2	2	X	X	X	X	X	X	X	X	X	X	X	X
170/248	Eden FM Radio	2 yrs	17-Nov-04	107.6	3	X	X	X	X	X	X	X	X	X	X	X	X
171/249	Deejays Radio 956FM	2 yrs	23-Nov-04	95.6	3	X	X	X	X	X	X	X	X	X	X	X	X
172/250	Radju Katidral	2 years	1-Dec-04	90.9	6	X	X	X	X	X	X	X	X	X	X	X	X
173/251	Radju Bambina	2 yrs	13-Dec-04	98.3	2	X	X	X	X	X	X	X	X	X	X	X	X
174/246	Radju Luminaria	2 yrs	14-Dec-04	106.9	2.8	X	X	X	X	X	X	X	X	X	X	X	X
183	Radju Prekursur	2 yrs	19-Feb-05	99.3	2	X	X	X	X	X	X	X	X	X	X	X	X
184	Energy FM Radio	2 yrs	24-Mar-05	96.4	3	X	X	X	X	X	X	X	X	X	X	X	X
185	Radju Lehen il-Qala	2 yrs	17-Feb-05	106.3	2	X	X	X	X	X	X	X	X	X	X	X	X
186	Radju Sokkors	2 yrs	1-Mar-05	95.1	3.5	X	X	X	X	X	X	X	X	X	X	X	X
195	BKR Radio 94.5FM	2 years	1-Aug-05	94.5	3	X	X	X	X	X	X	X	X	X	X	X	X
197	Radju Valentine Balzan	2 years	8-Jul-05	99.2	3	X	X	X	X	X	X	X	X	X	X	X	X
200	Radju St Vincent de Paule	2 years	25-Jun-05	92.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
203	Radju Xeb-er-ras	2 years	25-Jul-05	90.8	1	X	X	X	X	X	X	X	X	X	X	X	X
205	Big FM	2 years	31-Aug-05	107.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
211	Power FM	2 years	22-Nov-05	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
212	Bastjanizi FM	2 years	23-Nov-05	95.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
213	Three Cities Radio	2 years	6-Nov-05	0.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
214	Radju Vilhena	2 years	3-Dec-05	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
215	Radio Galaxy	2 years	14-Dec-05	105.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
216	Fantasy Radio	2 years	8-Nov-05	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
217	Radju Hal Tarxien	2 years	21-Dec-05	99.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
219	2006 Circuit Assembly of Jehovah's Witnesses	2 days	21-Jan-06	108.0	0.25	X											
220	Central FM	2 years	15-Jan-06	93.3	0.5		X										
222	Radju Banda San Filep	1 month	12-May-06	106.3	0.5					X							
223	Radju Lehen il-Guzeppini	1 month	15-May-06	90.6	0.5					X							
224	Radio 12th May	29 days	15-May-06	96.5	1					X							
226	Radju Pawlin	1 month	10-Jun-06	97.2	0.5						X						
227/241	Lehen il-Karmelitani	38 days / 1mt	16-Jun-06	101.4	1						X						X
228/247	Radju Vizitazzjoni	1 month / 29 dys	18-Jun-06	92.4	0.5						X						X
229	Radju Margerita	1 month	25-Jun-06	96.1	0.5						X						
230	Radju Sacro Cuor Sliema	14 days	19-Jun-06	94.0	0.5						X						
231	Radju Gilju Rebbieh	1 month	1-Jul-06	105.5	0.5							X					
234	Radju Santa Venera	8 days	23-Jul-06	91.2	0.5							X					
235	Radio Stella Maris	22 days	30-Jul-06	94.2	2								X				
236	Radju 15 t'Awissu	24 days	23-Jul-06	98.3	0.5								X				
238	2006 District Convention of Jehovah's Witnesses	3 days	8-Sep-06	108.0	0.25									X			
239/242	Radju Santa Katarina	16/7 days	19-Aug-06	90.6	0.5								X			X	
240	Radju Leonardo	8 days	10-Sep-06	105.2	0.5									X			
243	Radio TZ	22 days	10-Dec-06	98.5	0.5												X
252	Radju Belt Rebbieha	12 days	21-Dec-06	97.0	0.5												X

1. METHODOLOGY AND SAMPLE COLLECTION

The *Continuous Audience Assessment* carried out by the Broadcasting Authority between June 2004 and June 2005 was again resumed from 1st October 2006 after a new agreement was reached between the National Statistics Office and the Broadcasting Authority.

Data was collected by means of telephone interviewing conducted by NSO interviewers continuously during the period 1st October to 31st December 2006. Overall 914 individuals (58.7% of contacted persons) accepted to participate in the survey. On average, responses were evenly spread out during the whole period. Below is a breakdown of responses achieved during this period:

RESPONSE	NO.	CONTACTED %
Accepted	914	58.7
Refused	60	3.9
Non-Contact	303	19.5
Unreachable	380	18.0
TOTAL	1557	

	FREQUENCY	PERCENT
Mon	130	14.2
Tue	129	14.1
Wed	130	14.2
Thu	130	14.2
Fri	127	13.9
Sat	127	13.9
Sun	141	15.4
TOTAL	914	100.0

	FREQUENCY	PERCENT
Oct	304	33.3
Nov	300	32.8
Dec	310	33.9
TOTAL	914	100.0

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and known only to the NSO – respondents' personal data are only known to NSO Officials. Each individual has an equal and independent chance of being chosen. All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

2. SAMPLE PROFILE

For this analysis, the demographics included gender, age and location of household. Since the sample size for this assessment was doubled, the ages of respondents were grouped according to demographic categories used by NSO for World Population Day 2006 (D.O.I Press Release 153/2006) and for the International Day of Older Persons 2006 (D.O.I Press Release 218/2006). Demographic location of respondents was based on the same distribution as that used for the Population Censuses 2005 and divided into six districts as depicted.

Table 2.1 gives the profile of the sample by age group and by gender and district, based on the demographic features of the resident population used for this study. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part 2 of this report.



[Source: <http://www.census2005.gov.mt/presentations/supervisors%20briefing.pps> – Supervisors' Briefing]

TABLE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
12-14	52	28	24	13	16	9	4	4	6
	5.7%	7.5%	4.4%	6.7%	6.3%	6.3%	2.8%	4.0%	7.8%
	100.0%	53.8%	46.2%	25.0%	30.8%	17.3%	7.7%	7.7%	11.5%
15-24	135	58	77	26	37	22	15	17	18
	14.8%	15.6%	14.2%	13.4%	14.5%	15.3%	10.5%	17.0%	23.4%
	100.0%	43.0%	57.0%	19.3%	27.4%	16.3%	11.1%	12.6%	13.3%
25-29	57	21	36	17	18	6	11	3	2
	6.2%	5.6%	6.6%	8.8%	7.0%	4.2%	7.7%	3.0%	2.6%
	100.0%	36.8%	63.2%	29.8%	31.6%	10.5%	19.3%	5.3%	3.5%
30-49	259	112	147	53	72	43	45	31	15
	28.3%	30.1%	27.1%	27.3%	28.1%	29.9%	31.5%	31.0%	19.5%
	100.0%	43.2%	56.8%	20.5%	27.8%	16.6%	17.4%	12.0%	5.8%
50-64	241	88	153	50	69	39	36	25	22
	26.4%	23.7%	28.2%	25.8%	27.0%	27.1%	25.2%	25.0%	28.6%
	100.0%	36.5%	63.5%	20.7%	28.6%	16.2%	14.9%	10.4%	9.1%
65-79	142	56	86	29	36	21	27	16	13
	15.5%	15.1%	15.9%	14.9%	14.1%	14.6%	18.9%	16.0%	16.9%
	100.0%	39.4%	60.6%	20.4%	25.4%	14.8%	19.0%	11.3%	9.2%
80+	28	9	19	6	8	4	5	4	1
	3.1%	2.4%	3.5%	3.1%	3.1%	2.8%	3.5%	4.0%	1.3%
	100.0%	32.1%	67.9%	21.4%	28.6%	14.3%	17.9%	14.3%	3.6%
Total	914	372	542	194	256	144	143	100	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	40.7%	59.3%	21.2%	28.0%	15.8%	15.6%	10.9%	8.4%

[Count / Col% / Row %]

3. LISTENING AND VIEWING PATTERNS

Since the number of interviewees from the period June 2004 to June 2005 was doubled in the October-December 2006, the number of questions asked were more focused. Participants were only asked which station they had watched or listened to for at least ten minutes the day before the interview and from which times they had watched or listened to that particular station. With regard to TV, participants were also asked which reception platform they prefer most to receive television at their household.

While 44.0% of those interviewed stated that they do not listen to radio, 3.9% stated that they did not remember a particular radio station which they had listened to the day before for at least 10 minutes; and 0.9% stated that they do not remember.

With regard to TV viewing, 22.8% stated that they do not watch TV; 9.2% stated that they did not remember a particular television station; another 0.8% stated that they do not remember which station they had watched the day before; while 0.8% of those interviewed stated that they do not have a TV-set.

The statistic for those stating that they did not remember a particular broadcasting station gives an indication of channel-hopping; while the statistic for those stating that they did not remember which station they had watch/listened the day before may give an indication of those who may be skeptical of this exercise. In both instances and on both media, percentages increase with the higher age-group brackets – see Tables 3.1 and 3.2 in Part Two of this report.

3.1 RADIO LISTENING BY BROADCASTING STATION

The replies given by respondents to the question “Which radio station did you listen most yesterday for at least 10 minutes” were analysed by gender, by age group, and by district. The overall counts, excluding those who “do not listen to radio”, “did not remember”, and “did not follow any particular radio station”, are graphically depicted in Figure 3.1 below.

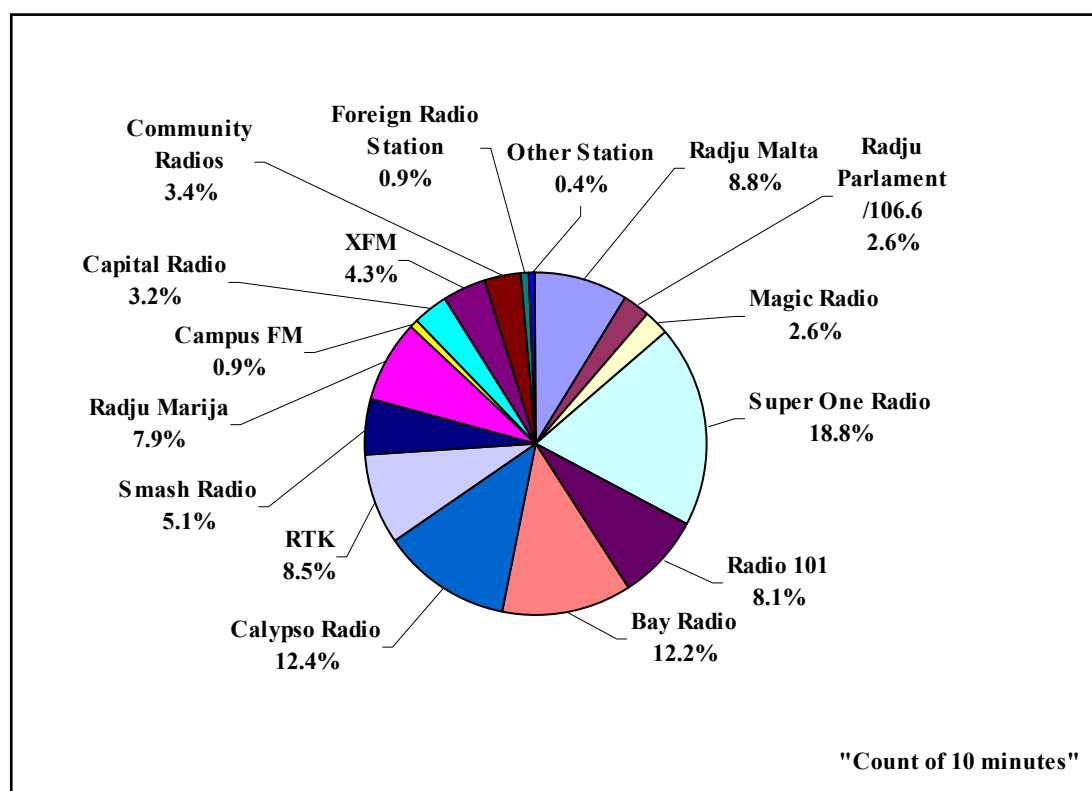


FIGURE 3.1: OVERALL RADIO LISTENING – “COUNT OF 10 MINUTES”

Analysed by category heading, Super One Radio has attracted the highest percentage for both genders; and those in the 50-64 and 65-79 age groups. Bay Radio has attracted most those in the 15-24 age group; XFM those in the 25-29 age group; Radio Calypso those in the 30-49 age group; while Radju Marija attracted most those in the 80 plus age group.

On a district basis, Super One Radio attracted the highest percentage listeners in the Harbour area (both Southern and Northern) and second in the Western and in Gozo & Comino. Radio Calypso ranked first in the Western district; RTK ranked first in the Northern district; while Bay Radio ranked first in Gozo & Comino.

The data is graphically represented by gender, by age group and by district in Figures 3.2, 3.3, and 3.4 below, while further analysis is found in Tables 3.1 and 3.2 – Part Two.

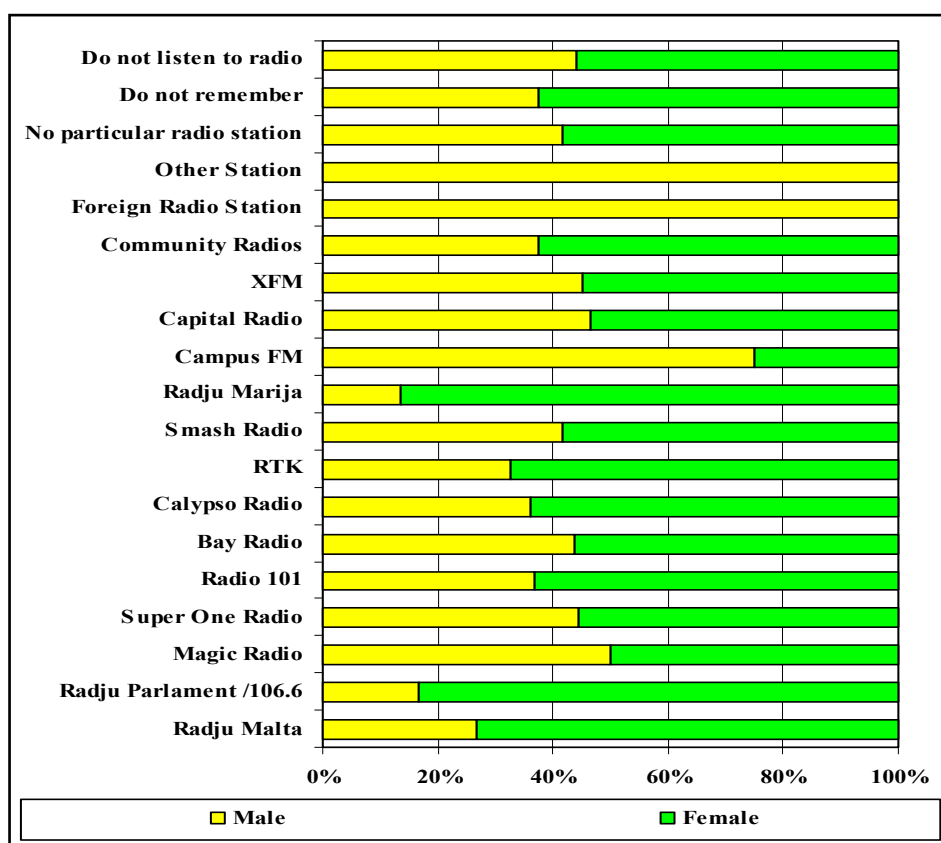


FIGURE 3.2: RADIO LISTENING BY GENDER

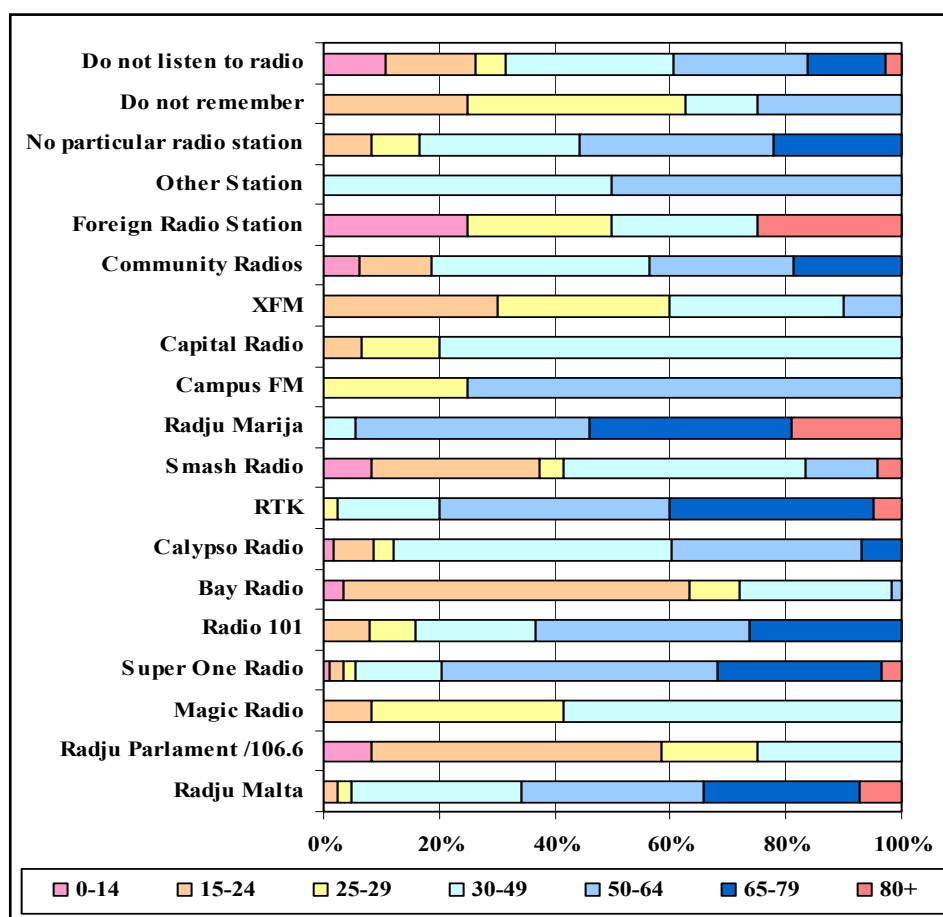


FIGURE 3.3: RADIO LISTENING BY AGE GROUP

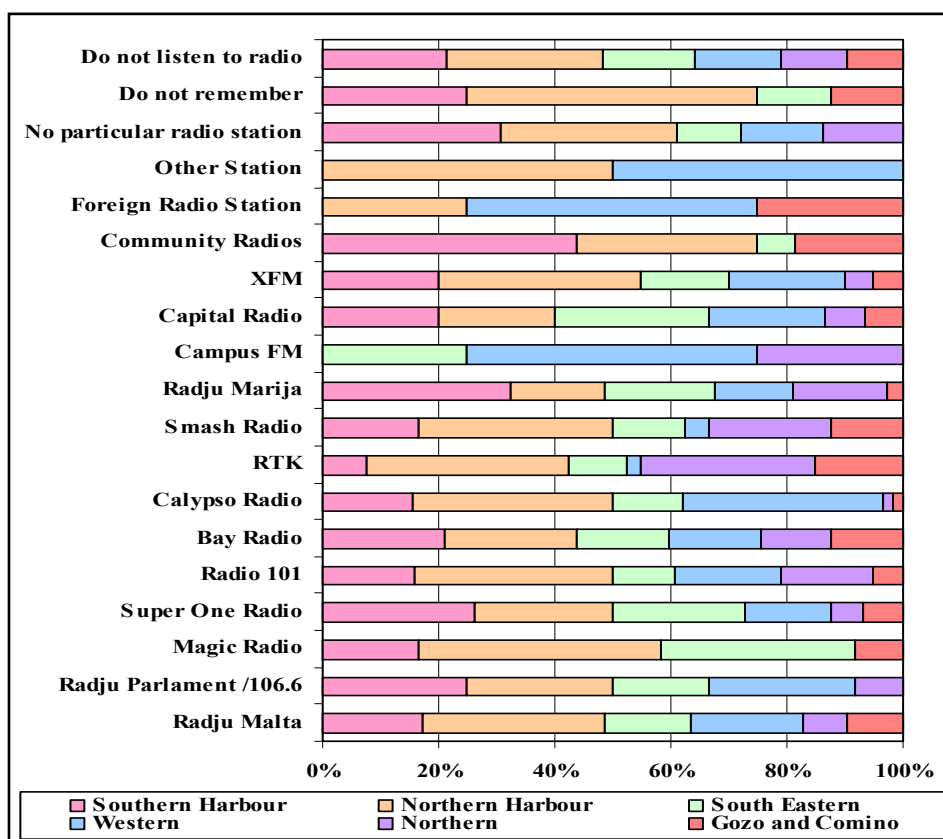


FIGURE 3.4: RADIO LISTENING BY DISTRICT

3.2 TV VIEWING BY BROADCASTING STATION

The replies given by respondents to the question “Which TV station did you follow most yesterday for at least 10 minutes” were analysed by gender, by age group, and by district. The overall counts, excluding those who “do not have a TV set”, “do not watch TV”, “did not remember”, and “did not follow any particular TV station”, are graphically depicted in Figure 3.5 below.

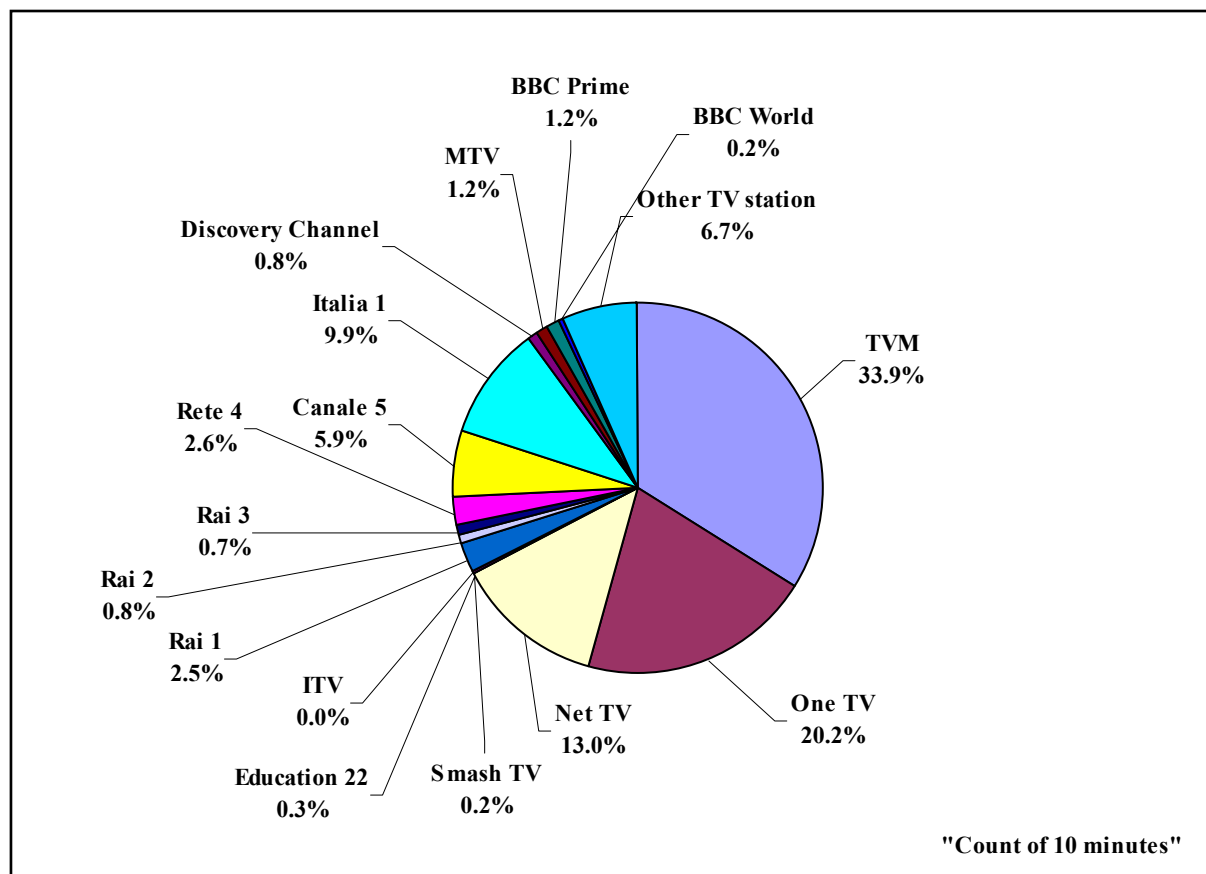
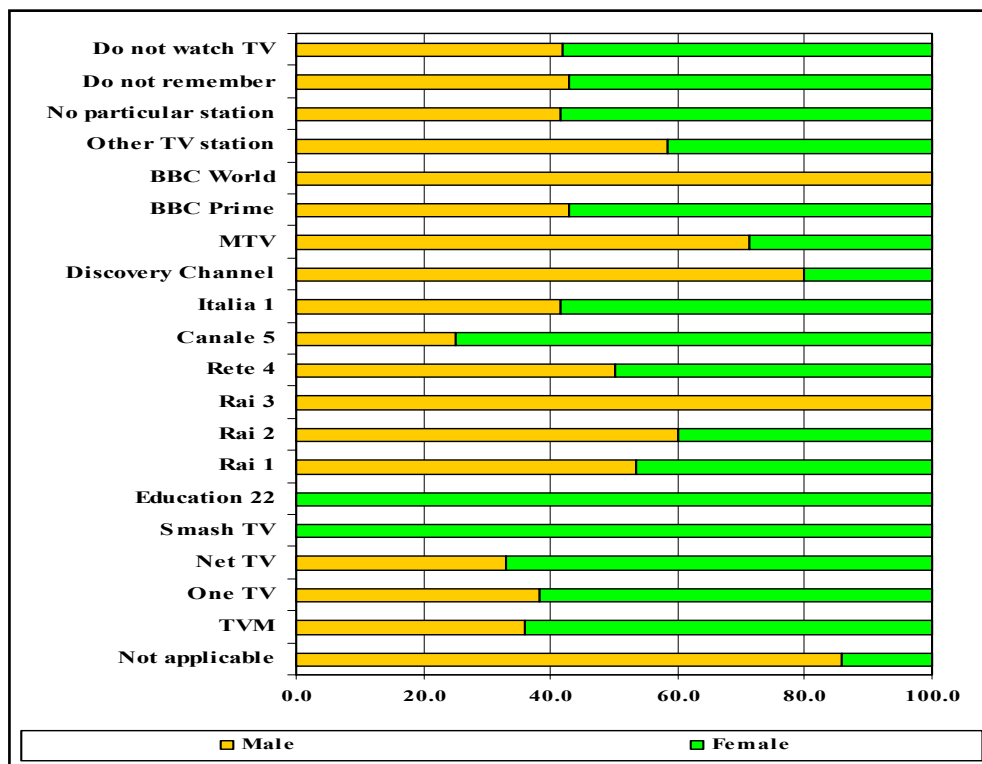


FIGURE 3.5: OVERALL TV FOLLOWING – “COUNT OF 10 MINUTES”

Analysed by category heading, TVM has attracted the highest percentages for both genders; and those in the 15-24, 30-49, 50-64, 65-79, and 80 plus age groups. Italia 1 broadcasts were the preferences for those in the 12-14 and 25-29 age groups.

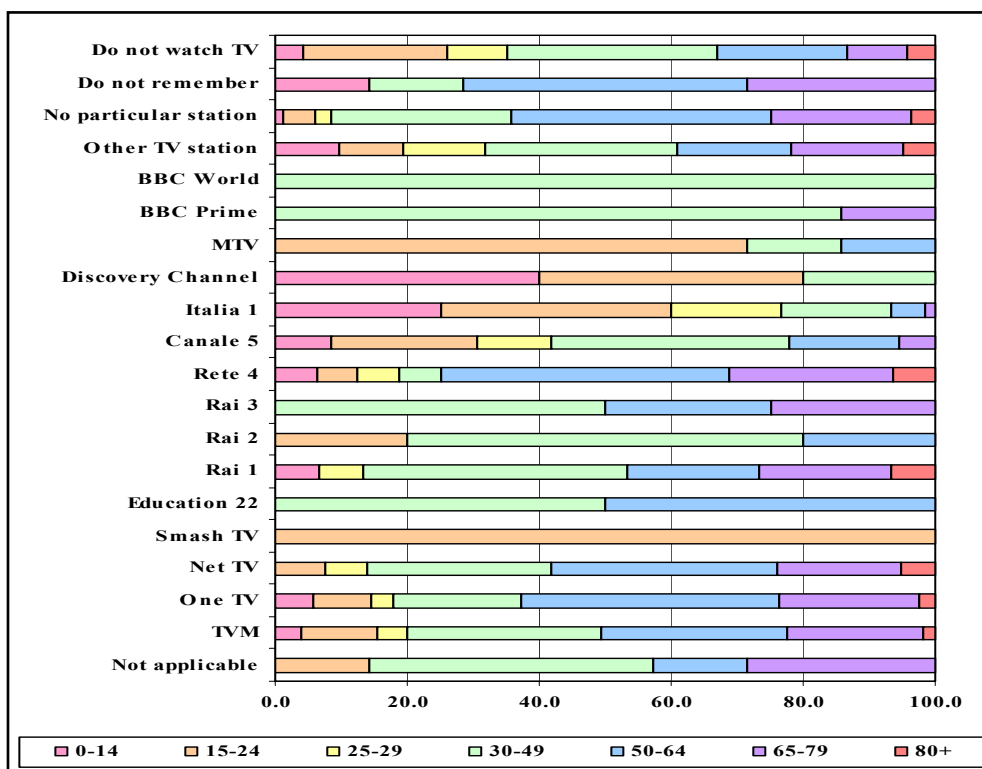
Analysed by districts, the main local broadcasting stations TVM, One TV and Net TV ranked first, second, and third in that order in all the districts with the exception of those respondents from Gozo & Comino where One TV and Net TV both ranked third after Italia 1.

The data is graphically represented by gender, by age group and by district in Figures 3.6, 3.7, and 3.8 below, while further analysis is found in Tables 3.3 and 3.4 – Part Two.



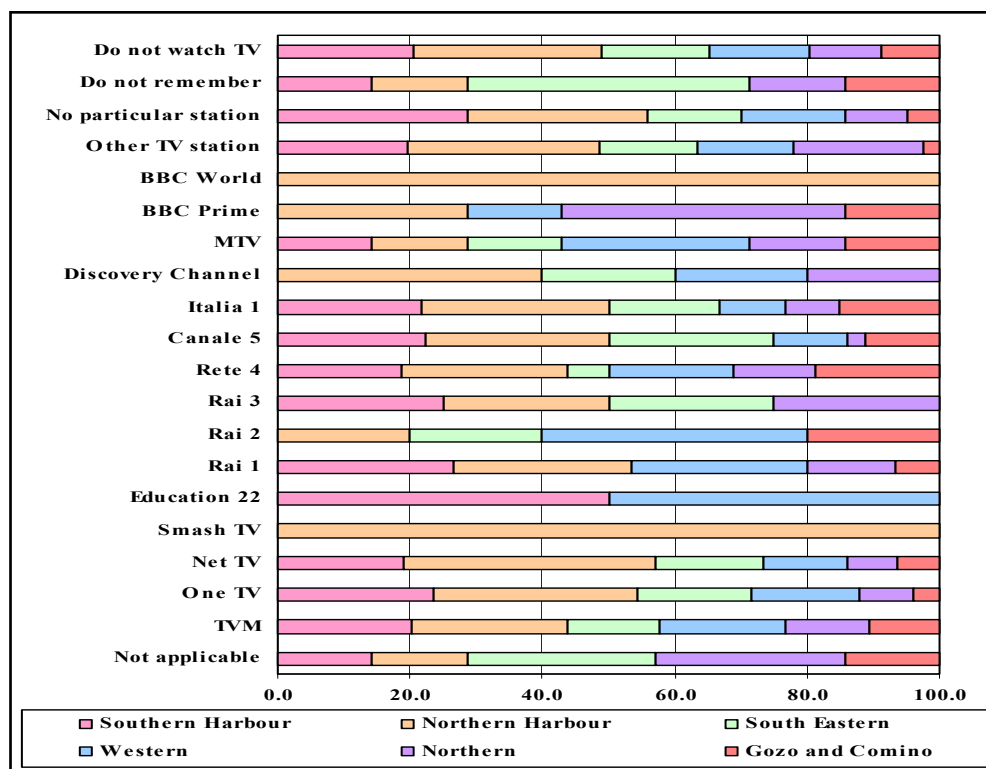
[ITV did not register any viewers]

FIGURE 3.6: TV CHANNEL FOLLOWING BY GENDER



[ITV did not register any viewers]

FIGURE 3.7: TV CHANNEL FOLLOWING BY AGE GROUP



[ITV did not register any viewers]
FIGURE 3.8: TV CHANNEL FOLLOWING BY DISTRICT

4. MEDIA RECEPTION PLATFORM

As yet, no licences have been issued with regard to digital radio broadcasts. However, digital radio and television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive at their household television broadcasts; namely through roof-top aerial, cable facilities, satellite dish and through the Internet. The roof-top aerial was divided into two for the last two months of this assessment period to cater for analogue aerial and digital aerial broadcasts.

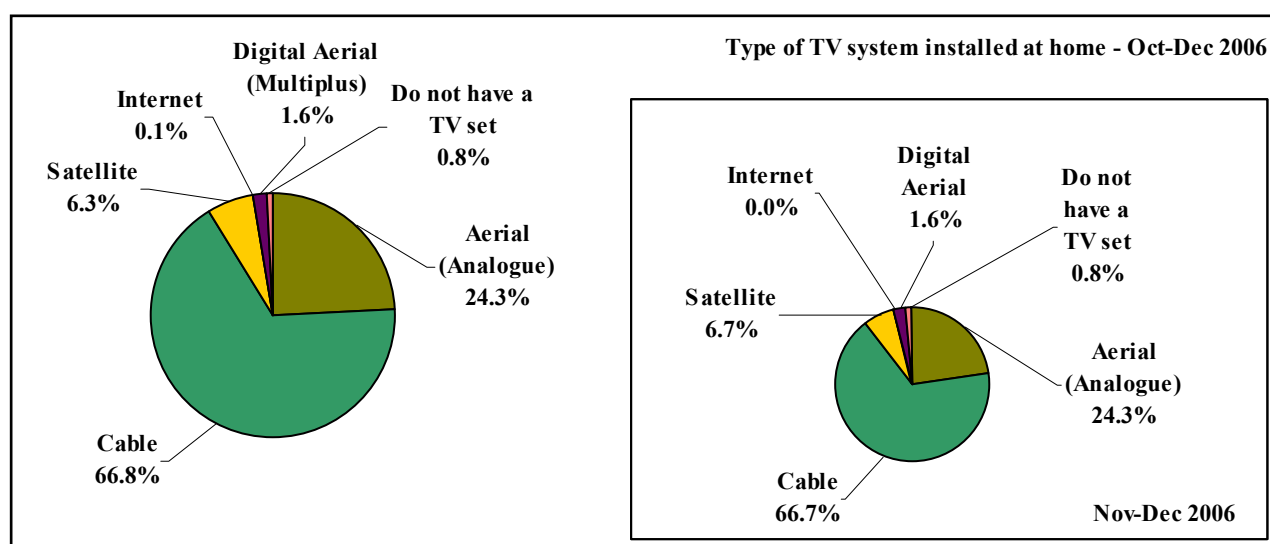
Table 4.1 below lists the totals registered for the various broadcasting platforms as well as by months while Figures 4.1.a-b depict the percentages by media for the months of October-December and for November-December 2006.

Cable TV reception is the most preferred platform followed by roof-top aerial for analogue broadcasts.

TABLE 4.1: TV-RECEPTION SYSTEM INSTALLED AT HOME

	TOTAL	VIEWING MONTH		
		OCT	NOV	DEC
Aerial (Analogue)	222 24.3%	82 27.0%	79 26.3%	61 19.7%
Cable	611 66.8%	204 67.1%	196 65.3%	211 68.1%
Satellite	58 6.3%	17 5.6%	17 5.7%	24 7.7%
Internet	1 .1%	1 .3%		
Digital Aerial (Multiplus)	15 1.6%		5 1.7%	10 3.2%
Do not have a TV set	7 .8%		3 1.0%	4 1.3%
Total	914 100.0%	304 100.0%	300 100.0%	310 100.0%

[Count / Column %]

**FIGURES 4.1.A-B: TV-RECEPTION SYSTEM INSTALLED –
(A) OCTOBER-DECEMBER 2006; (B) NOVEMBER-DECEMBER 2006**

Analysed by gender, by age group and by district, the same rankings persist throughout the various demographic categories – see Tables 4.1 and 4.2 in Part Two of this report. The data analysed by district is graphically shown in Figure 4.2 below:

The data was also analysed against the broadcasting station that the interviewee preferred watching for at least 10 minutes the day before. This data is presented as Table 4.3 in Part Two and graphically shown in Figure 4.3 below.

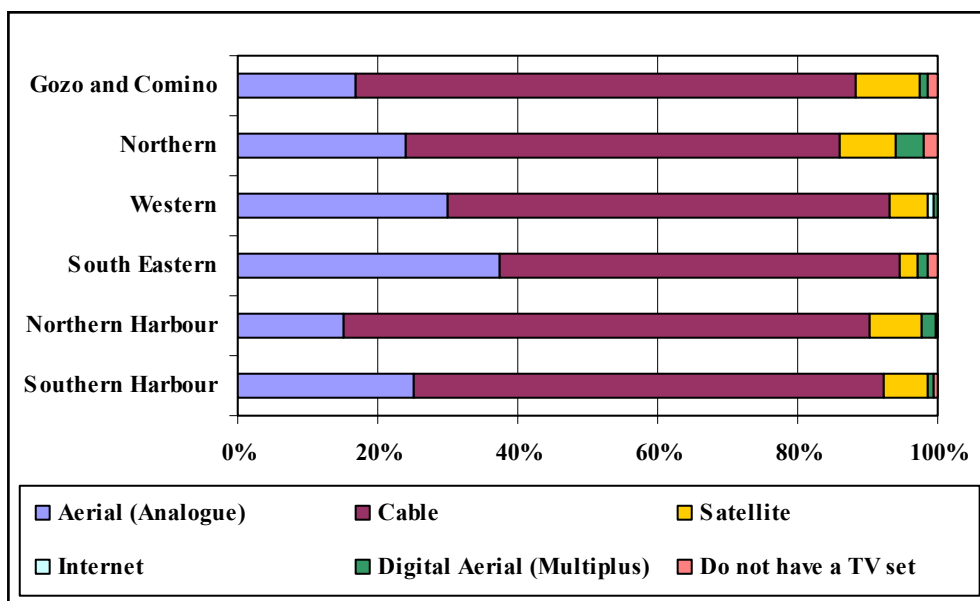


FIGURE 4.2: TV-RECEPTION SYSTEM INSTALLED BY DISTRICT

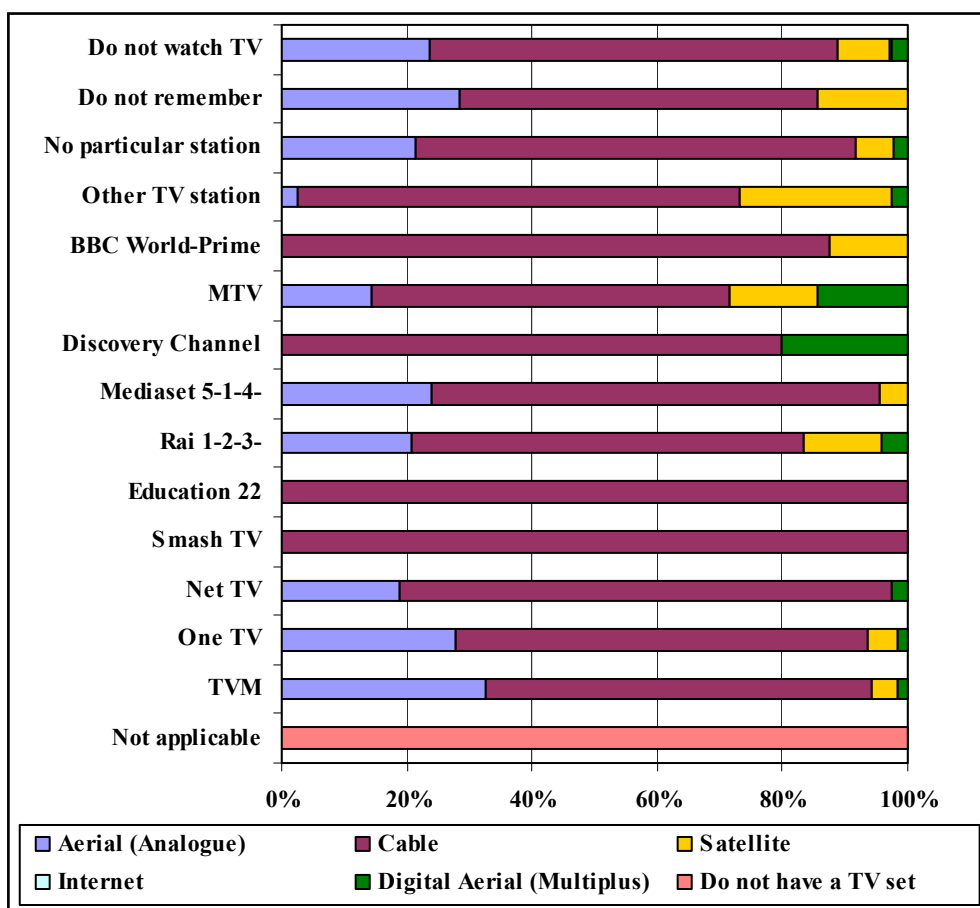


FIGURE 4.3: TV-CHANNEL RECEPTION PLATFORM BY HOUSEHOLD

5. RADIO CONSUMPTION – “COUNT OF TEN MINUTES”

Respondents were asked to state at which times they started and stopped listening to their radio. These time brackets were listed by the interviewer as time start-up and time-ending. The 24-hour clock was divided into half-hour brackets and each time-period was recorded separately. Thus, a listener spending two-hours of radio-listening from 08:00am to 10:00am as recorded by the interviewer was counted four times.

These counts were then grouped according to the listening-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of radio consumption by week-day. The results given are the totals for each particular sub-sample for that week-day.

5.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 5.1 and Figure 5.1 below. Overall, One Radio has attained the highest daily average [2.32%] with its highest average being on Saturdays and Sundays [3.35%]. This was followed by Radio Calypso with the next highest daily average [1.45%] while reaching its highest on Thursdays [1.84%].

TABLE 5.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE

	RADJU MALTA	R. PARLAMANT /106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION	OTHER STATION
Mon	0.56	0.27	0.11	1.47	0.53	1.09	1.62	0.06	0.43	0.83	0.06	0.42	0.37	0.21	0.00	0.14
Tue	1.41	0.15	0.00	2.08	0.24	1.07	1.81	0.89	0.29	1.50	0.00	0.15	0.03	0.55	0.00	0.00
Wed	0.35	0.13	0.27	2.34	0.80	0.82	1.81	1.39	0.61	0.00	0.03	0.35	1.04	0.45	0.00	0.00
Thu	0.87	0.42	0.27	2.60	1.54	1.22	1.84	1.15	0.59	0.10	0.10	0.03	0.30	0.38	0.43	0.00
Fri	0.74	0.26	0.41	1.07	1.07	0.94	1.39	1.48	0.30	0.16	0.00	0.43	0.20	0.77	0.00	0.00
Sat	0.52	0.33	0.00	3.35	0.34	0.30	0.84	0.75	0.30	0.39	0.02	0.00	0.80	0.07	0.03	0.00
Sun	0.52	0.33	0.00	3.35	0.34	0.30	0.84	0.75	0.30	0.39	0.02	0.00	0.80	0.07	0.03	0.00
Daily Average	0.71	0.27	0.15	2.32	0.70	0.82	1.45	0.93	0.40	0.48	0.03	0.20	0.51	0.36	0.07	0.02

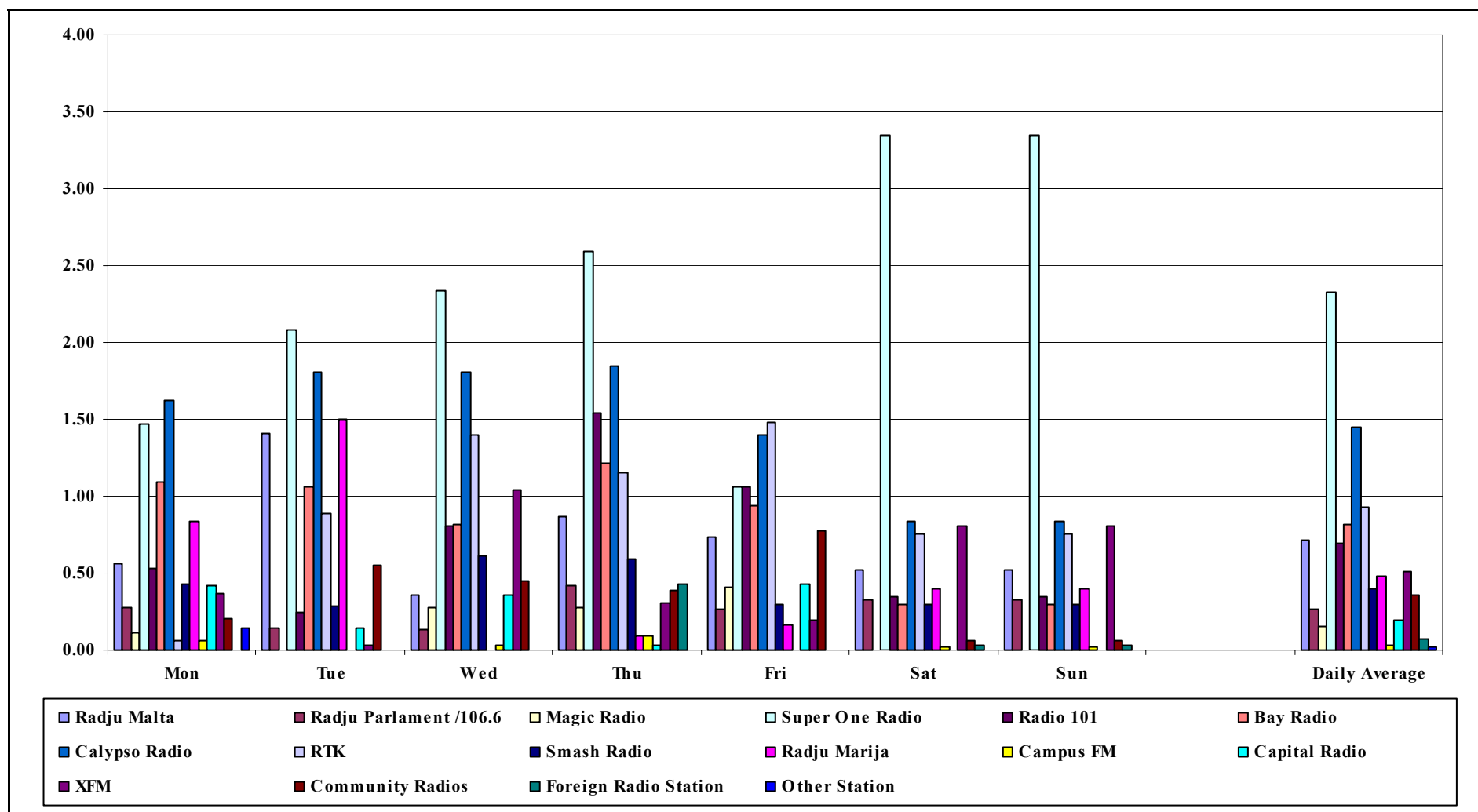


FIGURE 5.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE

5.2 WEEKDAYS PEAK AUDIENCES

Another indication of a radio station's popularity with its audiences is the highest percentage of audience share obtained at any particular time for each week-day. The Weekday Peaks attained by each radio broadcasting station are summarised in Table 5.2 and Figure 5.2 below:

TABLE 5.2: RADIO WEEKDAY PEAK AUDIENCES

	RADJU MALTA	R. PARLAMENT /106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION	OTHER STATION
Mon	3.08	0.77	0.77	3.85	2.31	3.85	4.62	0.77	2.31	3.08	0.77	2.31	1.54	0.77	0.00	0.77
Tue	4.65	0.78	0.00	5.43	0.78	3.10	6.20	2.33	0.78	3.10	0.00	0.78	0.78	1.55	0.00	0.00
Wed	1.54	0.77	1.54	6.92	3.08	2.31	6.15	4.62	2.31	0.00	0.77	1.54	2.31	0.77	0.00	0.00
Thu	1.54	1.54	1.54	6.92	4.62	5.38	5.38	3.08	2.31	0.77	0.77	0.77	0.77	2.31	1.54	0.00
Fri	4.72	0.79	1.57	3.94	4.72	3.15	4.72	3.94	0.79	0.79	0.00	2.36	1.57	2.36	0.00	0.00
Sat	3.94	0.79	0.00	8.66	1.57	1.57	2.36	3.15	2.36	2.36	0.79	0.00	2.36	0.79	0.79	0.00
Sun	2.13	0.00	0.00	9.22	1.42	2.84	2.84	3.55	2.13	2.84	0.00	0.00	1.42	1.42	0.00	0.00
Highest Peak	4.72	1.54	1.57	9.22	4.72	5.38	6.20	4.62	2.36	3.10	0.79	2.36	2.36	2.36	1.54	0.77

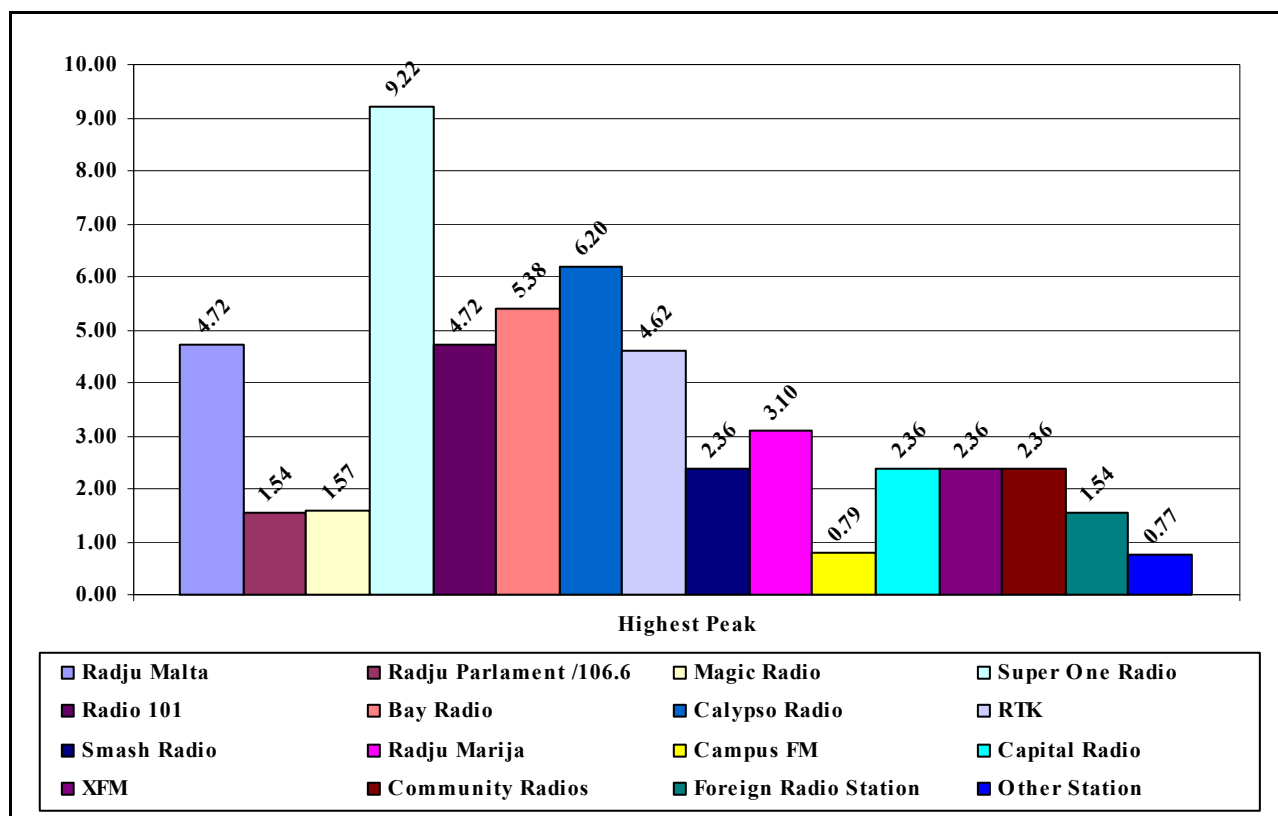


FIGURE 5.2: RADIO WEEKDAY PEAK AUDIENCES

5.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations by half-clock hour. The Figures 5.3.a – 5.3.g below are taken from Tables 5.3.a – 5.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total sub-sample for that day. Included in the tables are statistics representing (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

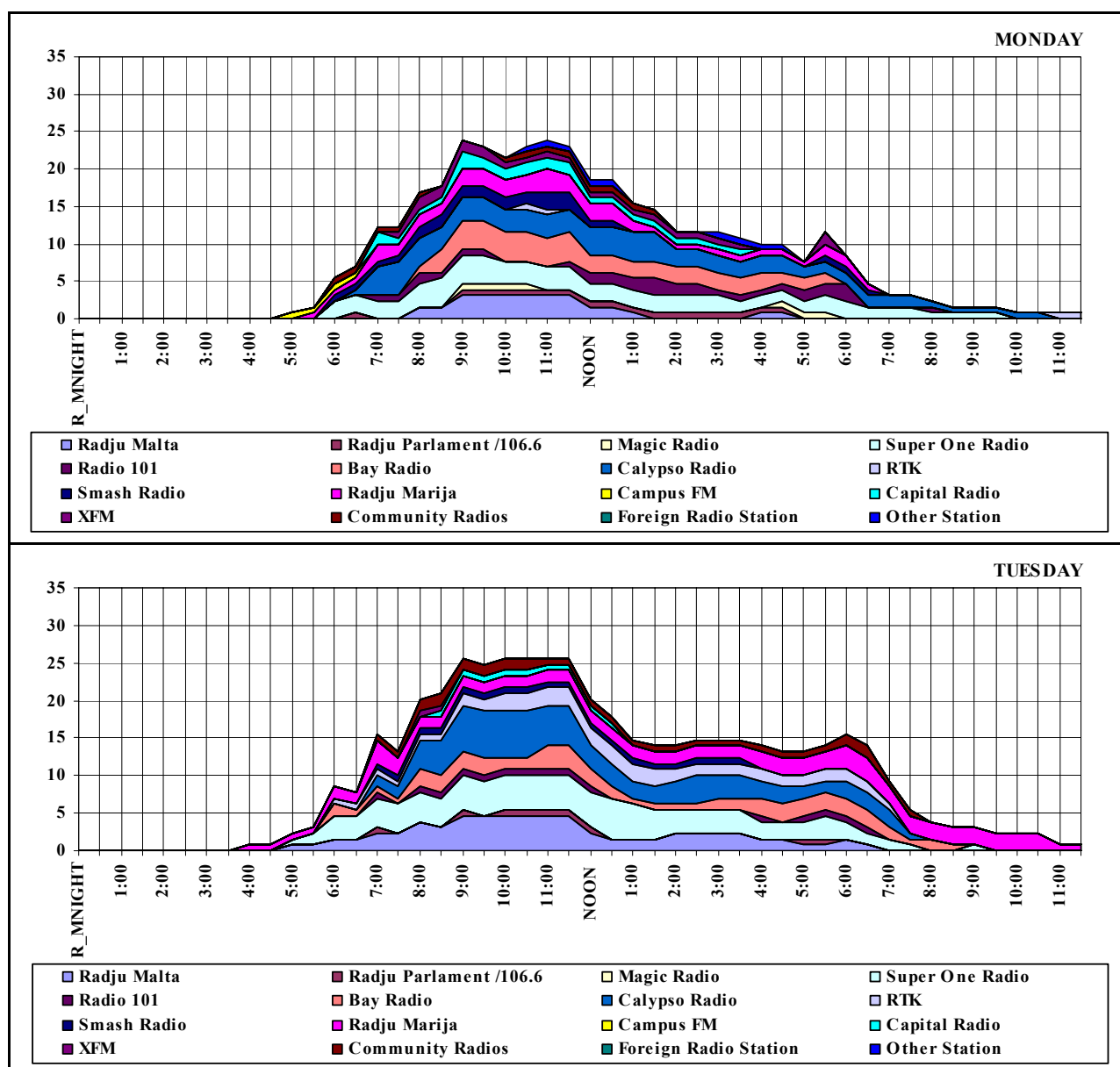


FIGURE 5.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

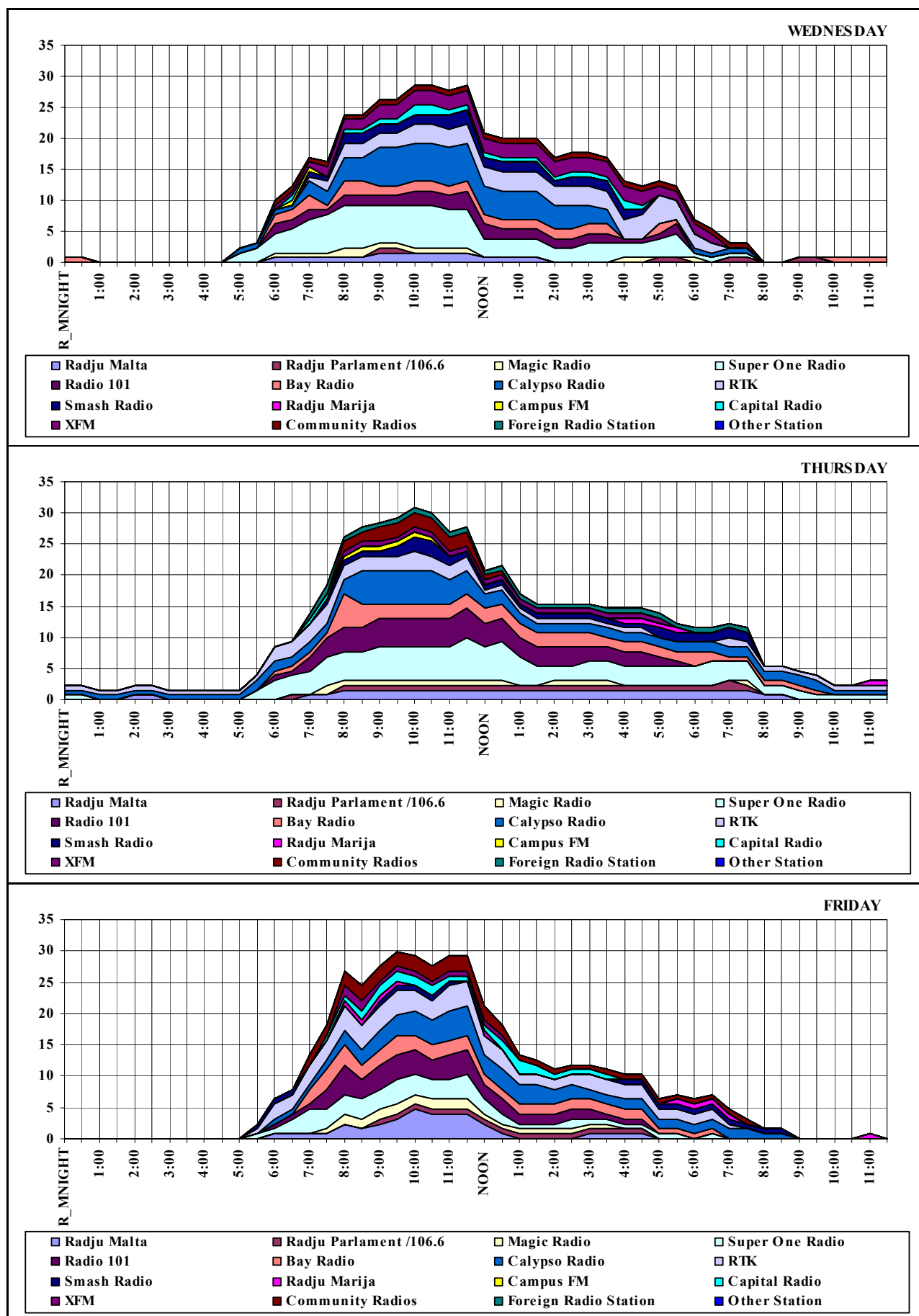


FIGURE 5.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

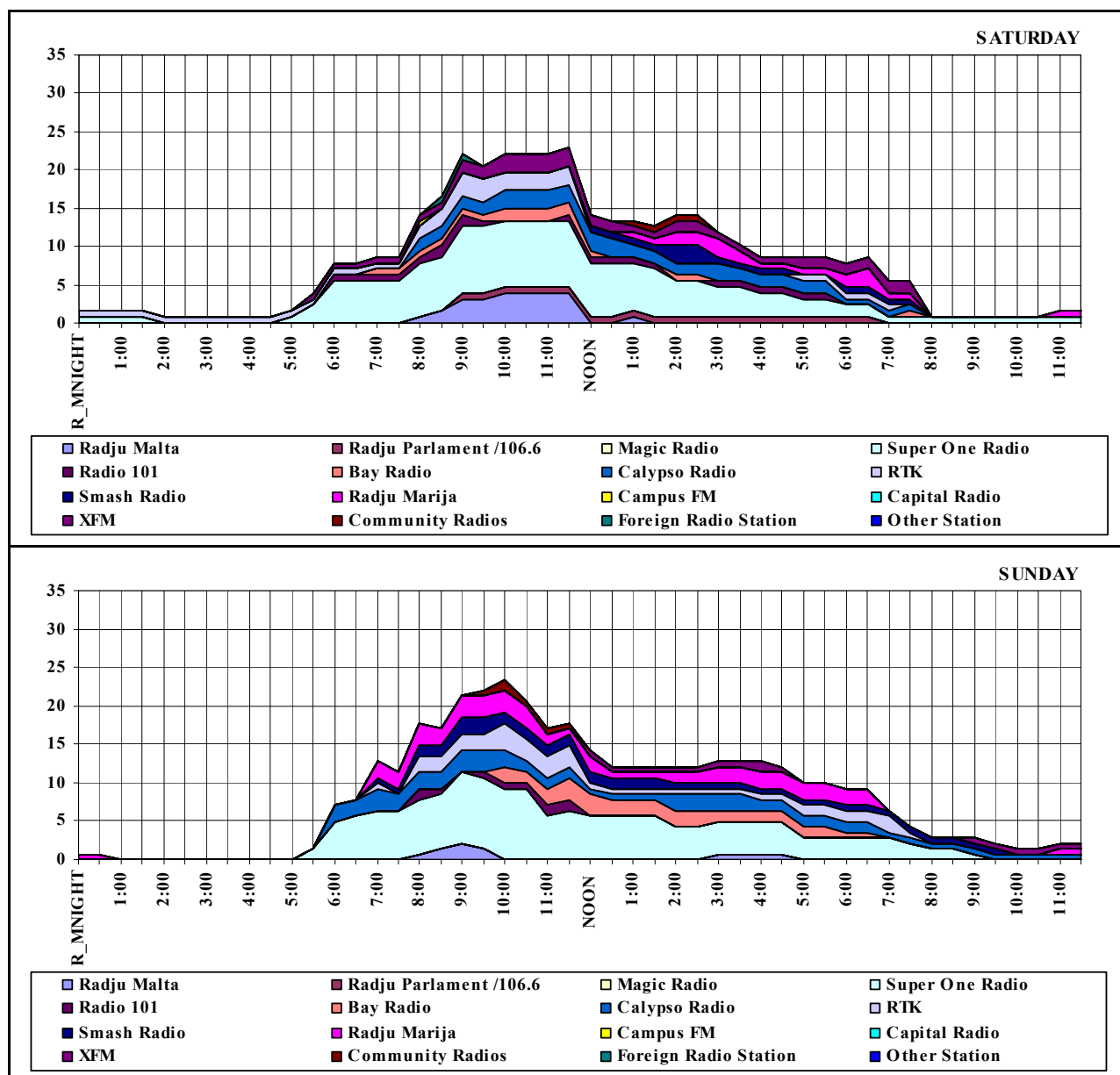


FIGURE 5.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

5.4 RADIO AUDIENCE SHARE

Taking all the readings for all the weekdays and calculating the total average by each broadcasting station, Table 5.4.a [see also Table 5.4.b in Part Two] and Figure 5.4 below represents the daily average audience radio levels attained by each broadcasting station.

TABLE 5.4.A: RADIO TOTAL DAILY AVERAGE AUDIENCE

	RADJU MALTA	R. PARLAMENT /106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION	OTHER STATION
Total Average	6.95	2.33	1.60	24.65	7.02	9.23	15.77	9.83	4.84	6.18	0.31	2.06	4.53	3.78	0.70	0.22

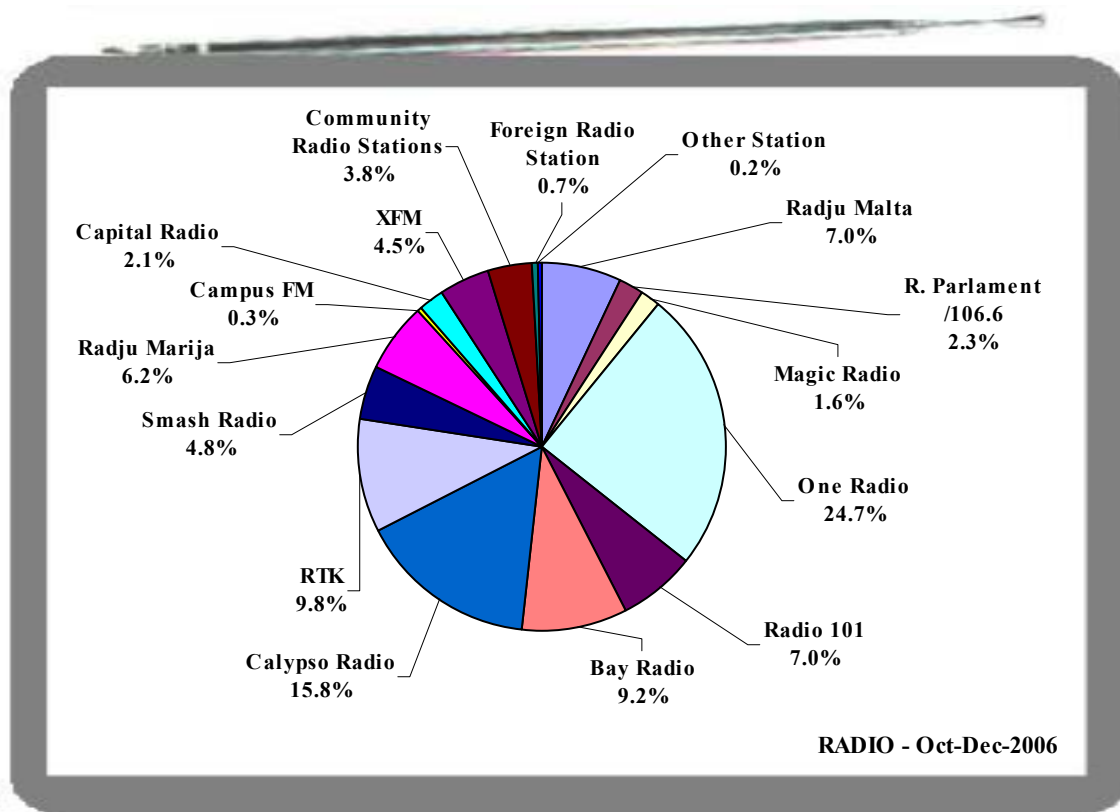


FIGURE 5.4: RADIO TOTAL DAILY AVERAGE AUDIENCE

6. TV CONSUMPTION – “COUNT OF TEN MINUTES”

Respondents were asked to state at which times they started and stopped watching their TV-sets. The time brackets were listed by the interviewer. The 24-hour clock was divided into half-hour brackets, with the exception of main news broadcasts where the clock-hour was divided into quarter-hours.

The counts of each half/quarter clock-hour were grouped according to the viewing-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of television consumption by week-day. The results given are the total for each particular sub-sample for that week-day.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 6.1 and Figure 6.1 below. Overall, TVM has attained the highest daily average [2.04%] with its highest average being on Fridays [3.89%]. This was followed by One TV with the next highest daily average [1.9%] and reaching its highest average on Sundays [3.77%]; followed by Net TV [0.92%] reaching its highest average on Wednesdays [1.94%]

TABLE 6.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Mon	1.46	1.66	1.38	0.00	0.17	0.00	0.30	0.00	0.00	0.05	0.31	0.64	0.13	0.00	0.06	0.00	0.30
Tue	1.19	2.20	1.19	0.03	0.00	0.00	0.00	0.05	0.06	0.19	0.19	0.25	0.00	0.06	0.00	0.03	0.32
Wed	0.99	0.77	1.90	0.00	0.00	0.00	0.31	0.05	0.13	0.06	0.31	0.33	0.06	0.03	0.03	0.00	0.33
Thu	2.98	1.54	0.52	0.00	0.02	0.00	0.19	0.00	0.13	0.13	0.24	1.15	0.06	0.02	0.00	0.00	0.41
Fri	3.81	0.76	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.24	0.87	0.00	0.13	0.11	0.00	0.40
Sat	1.41	2.39	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.55	0.63	0.00	0.06	0.00	0.00	0.74
Sun	2.16	3.69	0.33	0.00	0.00	0.00	0.26	0.14	0.00	0.16	0.33	0.42	0.00	0.03	0.26	0.00	0.84
Daily Average	2.00	1.86	0.90	0.00	0.03	0.00	0.15	0.03	0.04	0.12	0.31	0.61	0.04	0.05	0.07	0.00	0.48

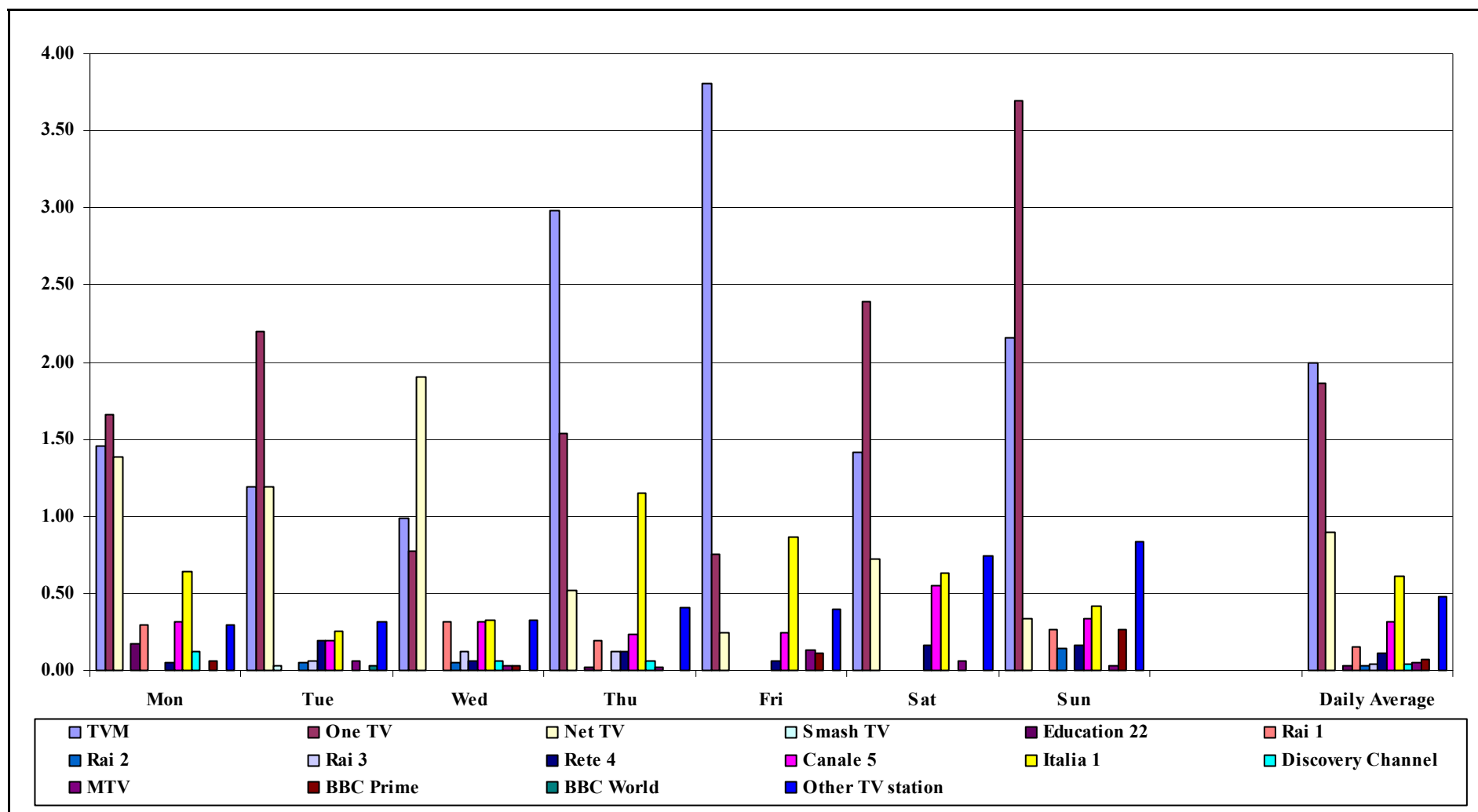


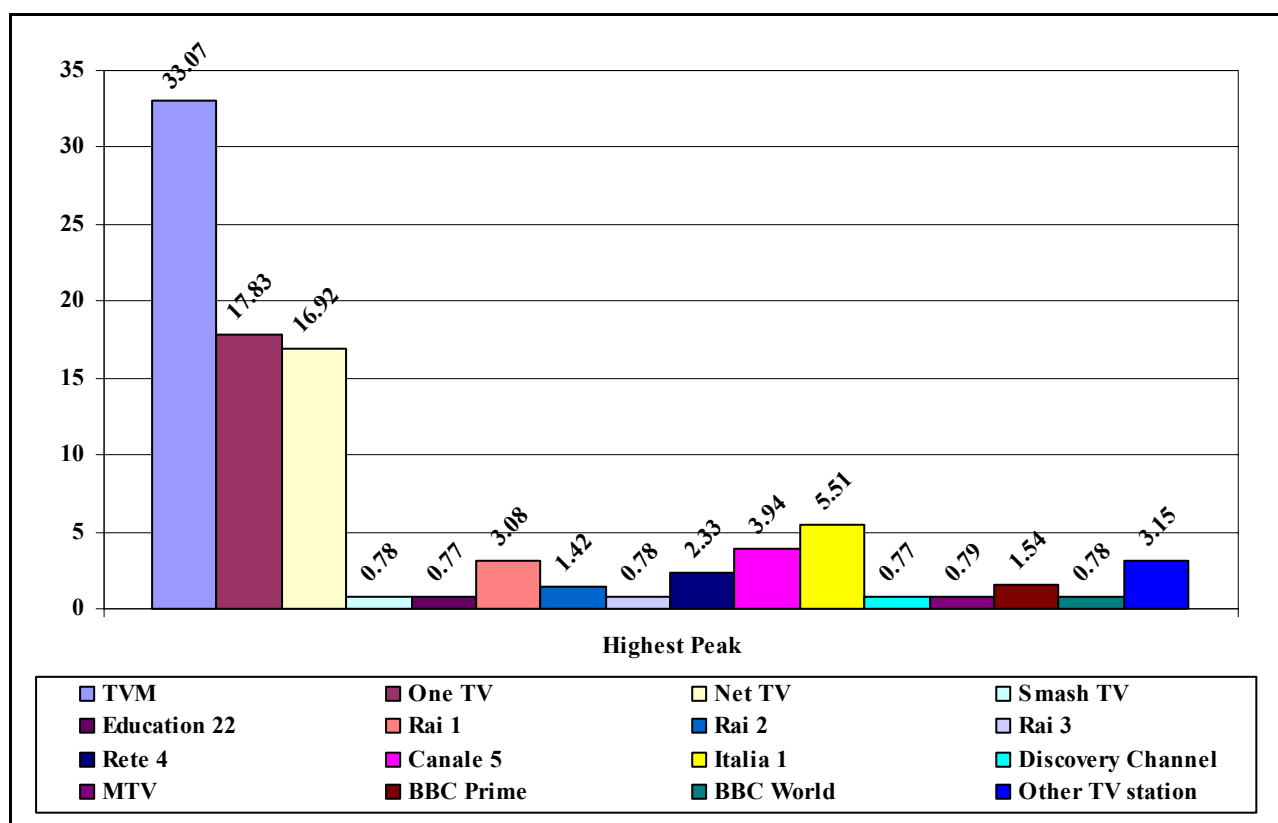
FIGURE 6.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

6.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 6.2 and Figure 6.2 below:

TABLE 6.2: TV WEEKDAY PEAK AUDIENCES

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Mon	12.31	9.23	16.92	0.00	0.77	0.00	2.31	0.00	0.00	0.77	2.31	3.85	0.77	0.00	1.54	0.00	2.31
Tue	10.85	17.83	6.98	0.78	0.00	0.00	0.00	0.78	0.78	2.33	1.55	2.33	0.00	0.78	0.00	0.78	2.33
Wed	9.23	6.15	9.23	0.00	0.00	0.00	3.08	0.77	0.77	0.77	1.54	3.08	0.77	0.77	0.77	0.00	1.54
Thu	23.08	7.69	4.62	0.00	0.77	0.00	1.54	0.00	0.77	1.54	3.08	5.38	0.77	0.77	0.00	0.00	3.08
Fri	33.07	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.79	1.57	4.72	0.00	0.79	0.79	0.00	3.15
Sat	11.81	13.39	2.36	0.00	0.00	0.00	0.00	0.00	0.00	1.57	3.94	5.51	0.00	0.79	0.00	0.00	3.15
Sun	19.15	12.77	1.42	0.00	0.00	0.00	2.13	1.42	0.00	1.42	1.42	2.13	0.00	0.71	1.42	0.00	2.13
Highest Peak	33.07	17.83	16.92	0.78	0.77	0.00	3.08	1.42	0.78	2.33	3.94	5.51	0.77	0.79	1.54	0.78	3.15

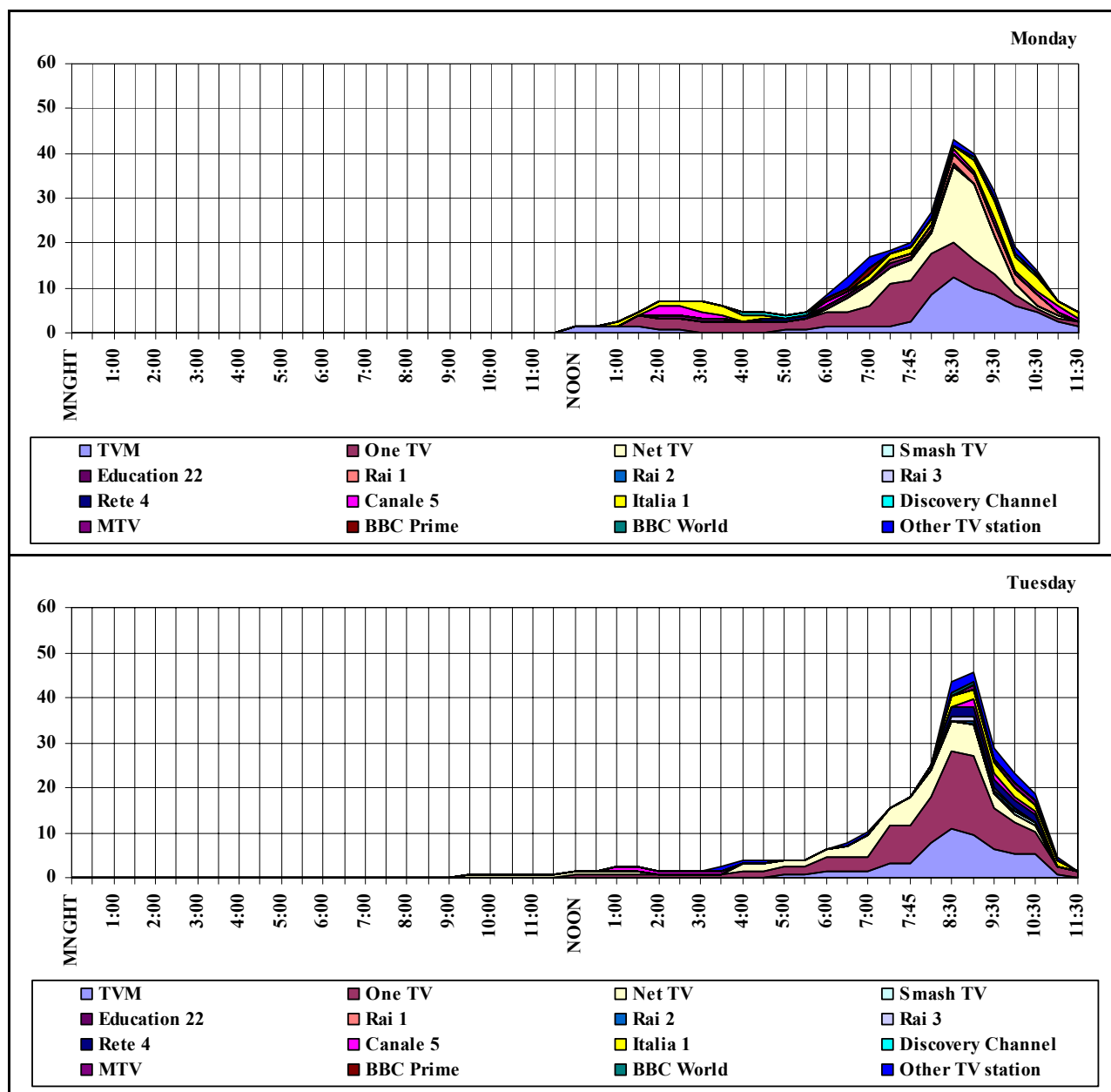


[ITV did not register any viewers]

FIGURE 6.2: TV WEEKDAY PEAK AUDIENCES

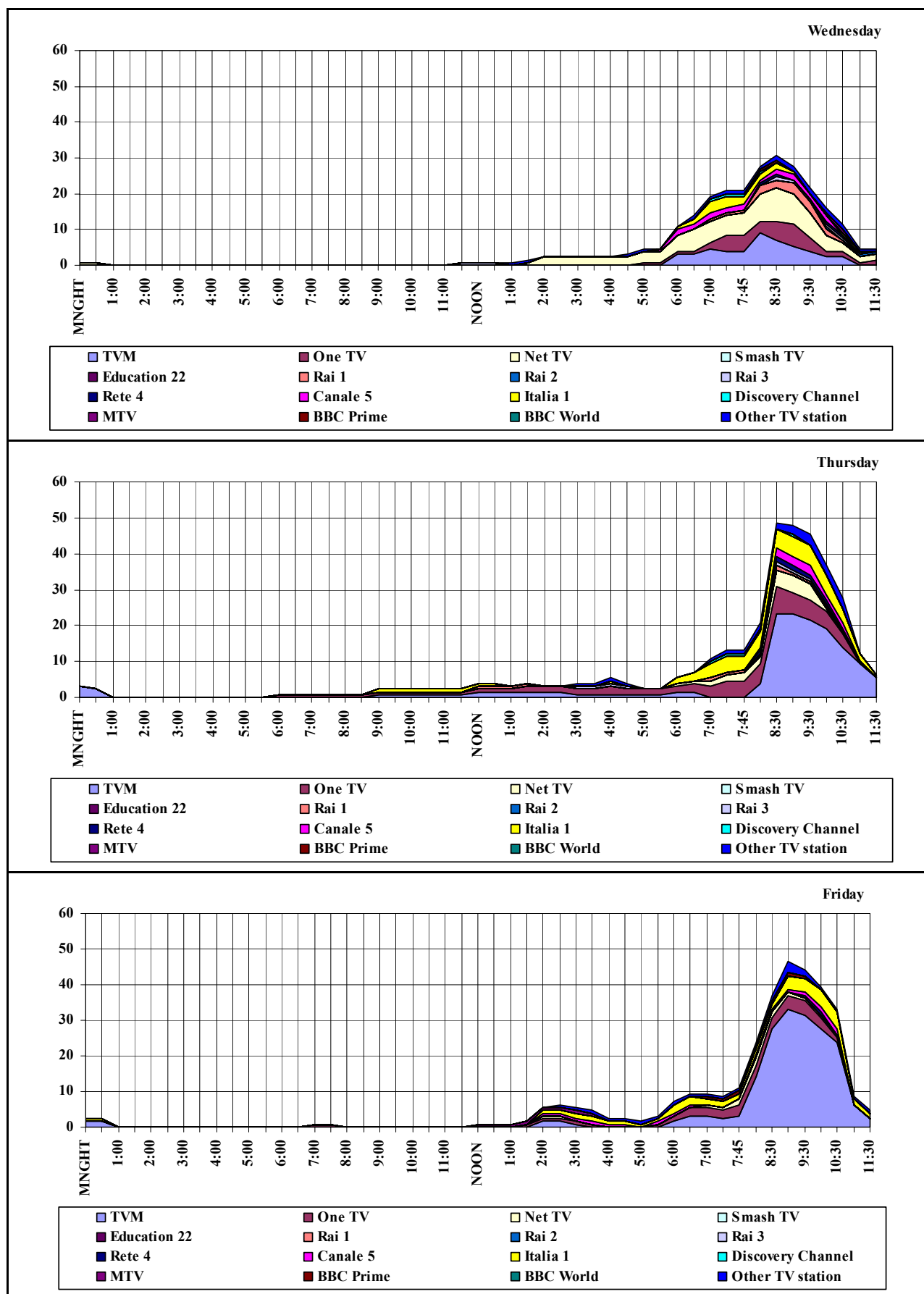
6.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 6.3.a – 6.3.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total sub-sample for that day. Included in the tables are the same statistic as those calculated for Radio consumption in the previous section for each particular broadcasting station.



[ITV did not register any viewers]

FIGURE 6.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION



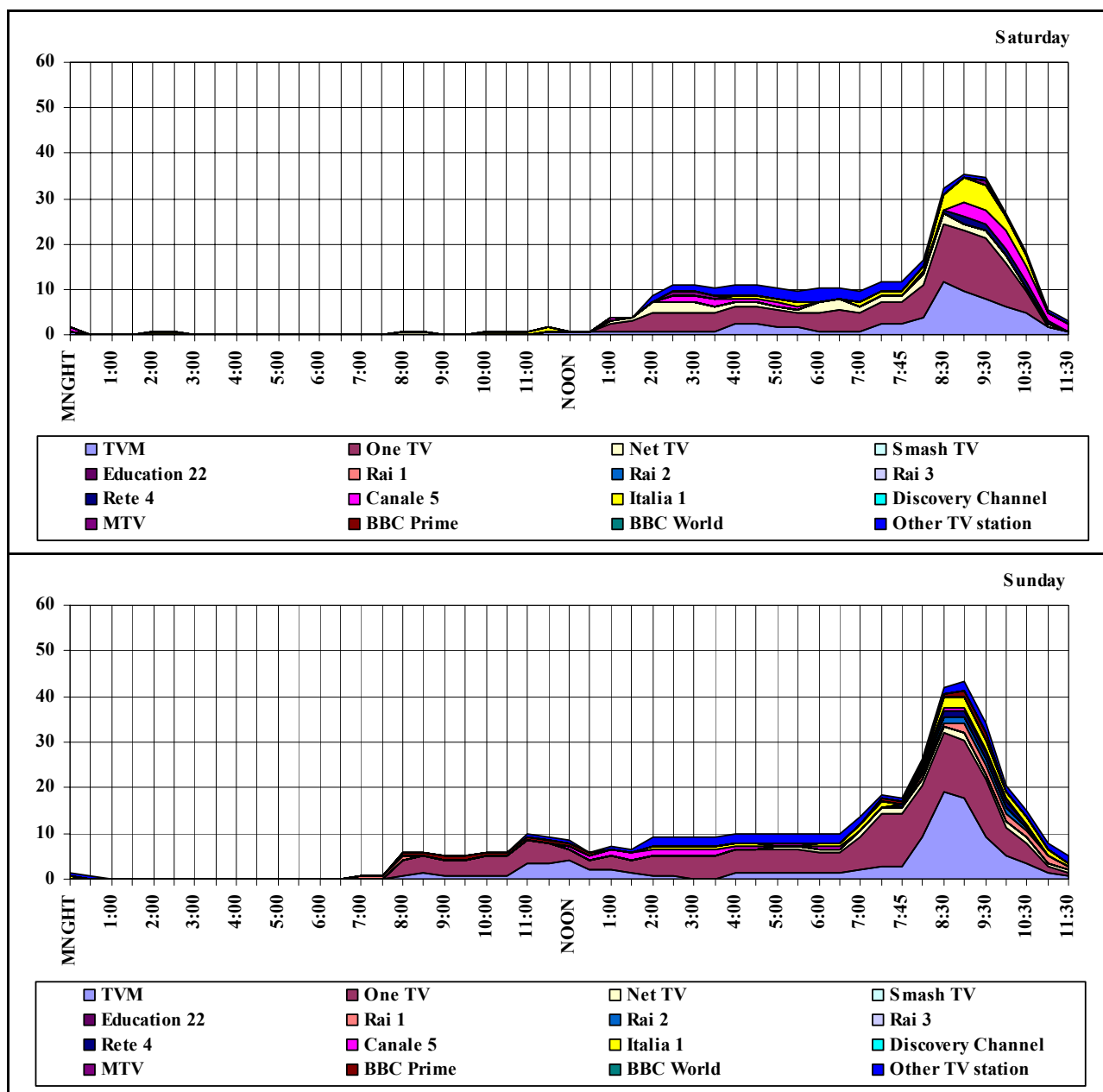


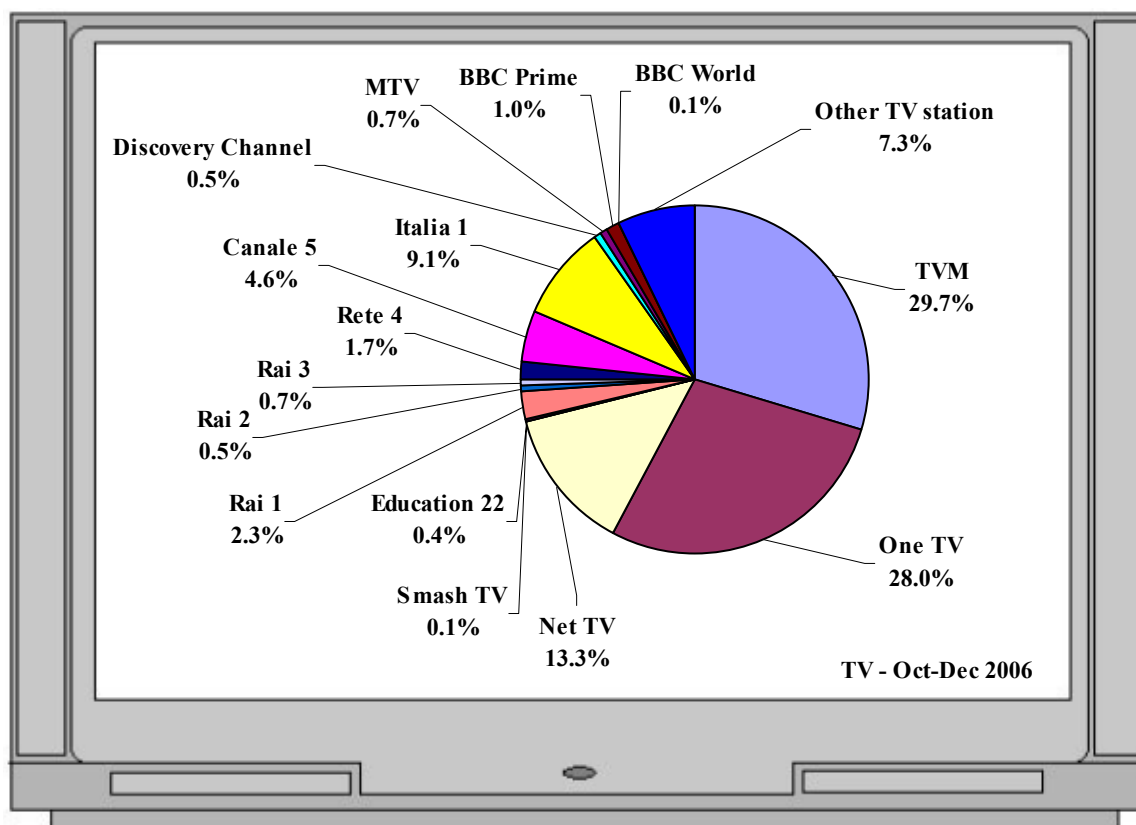
FIGURE 6.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION

6.4 TV AUDIENCE SHARE

Taking all the readings for all the weekdays and calculating the total average by each television broadcasting station, Table 6.4.a [see also Table 6.4.b in Part Two] and Figure 6.4 below represents the daily average audience television levels attained by each broadcasting station.

TABLE 6.4.A: TV TOTAL DAILY AVERAGE AUDIENCE

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Total Avg.	29.73	28.00	13.29	0.07	0.40	0.00	2.29	0.53	0.66	1.73	4.62	9.07	0.53	0.70	1.03	0.07	7.29



[ITV did not register any viewers]

FIGURE 6.4: TV TOTAL DAILY TV AVERAGE AUDIENCE

APPENDIX A: QUESTIONNAIRE

1. X' sistema' tat-televiżjoni tuża l-aktar biex tara t-televiżjoni d-dar?

Aerial - *go to q2*

Aerial Digitali – *go to q2*

Kejble - *go to q2*

Satellita' - *go to q2*

Internet - *go to q2*

Mod iehor - *go to q2*

M' għandix televiżjoni - *go to q4*

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbieraħ gal mill-anqas 10 minuti?

TVM - *go to q3*

Super One TV - *go to q3*

NET TV - *go to q3*

Smash TV - *go to q3*

Education 22 - *go to q3*

iTV - *go to q3*

RAI 1 - *go to q3*

RAI 2 - *go to q3*

RAI 3 - *go to q3*

Rete 4 - *go to q3*

Canale 5 - *go to q3*

Italia 1 - *go to q3*

Discovery Channel - *go to q3*

MTV - *go to q3*

BBC Prime - *go to q3*

BBC World - *go to q3*

Stazzjon iehor - *go to q3*

M' hemmx stazzjon wieħed - *go to q4*

Ma niftakarx - *go to q4*

Ma rajtx televiżjoni - *go to q4*

Ma tax risposta - *go to q4*

3. F' liema ħinijiet rajt dan l-istazzjon?

Ħin Minn am/pm Sa am/pm

Ħin Minn am/pm Sa am/pm

Ħin Minn am/pm Sa am/pm

4. Liema stazzjon tar-radju smajt l-aktar ilbieraħ għal mill-anqas 10 minuti?

Radju Malta - *go to q5*

Radju Parlament/106.6 - *go to q5*

Super One - *go to q5*

Radio 101 - *go to q5*
Bay Radio - *go to q5*
Calypso Radio - *go to q5*
RTK - *go to q5*
Smash Radio - *go to q5*
Radju Marija - *go to q5*
Campus FM - *go to q5*
Capital Radio - *go to q5*
X FM - *go to q5*
Radju tal-komunità - *go to q5*
Stazzjon barrani - *go to q5*

M' hemmx stazzjon wiehed - *go to q6*
Ma niftakarx - *go to q6*
Ma smajtx radju - *go to q6*
Ma tax risposta - *go to q6*

5. F' liema hinijiet smajt dan l-istazzjon?

Hin Minn am/pm Sa am/pm
Hin Minn am/pm Sa am/pm
Hin Minn am/pm Sa am/pm

6. Inti raġel jew mara?

Raġel
Mara

7. Kemm għandek età?

8. F' liema lokalità toqgħod?

RADIO AND TELEVISION AUDIENCES
PART 2 – TABLES AND FIGURES
[OCTOBER-DECEMBER 2006]

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1.1 SAMPLE PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Male	372	28	58	21	112	88	56	9
	40.7%	53.8%	43.0%	36.8%	43.2%	36.5%	39.4%	32.1%
	100.0%	7.5%	15.6%	5.6%	30.1%	23.7%	15.1%	2.4%
Female	542	24	77	36	147	153	86	19
	59.3%	46.2%	57.0%	63.2%	56.8%	63.5%	60.6%	67.9%
	100.0%	4.4%	14.2%	6.6%	27.1%	28.2%	15.9%	3.5%
Total %	914	52	135	57	259	241	142	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.7%	14.8%	6.2%	28.3%	26.4%	15.5%	3.1%

[Count / Column % / Row %]

1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	372	74	110	51	56	52	29
	40.7%	38.1%	43.0%	35.4%	39.2%	52.0%	37.7%
	100.0%	19.9%	29.6%	13.7%	15.1%	14.0%	7.8%
Female	542	120	146	93	87	48	48
	59.3%	61.9%	57.0%	64.6%	60.8%	48.0%	62.3%
	100.0%	22.1%	26.9%	17.2%	16.1%	8.9%	8.9%
Total	914	194	256	144	143	100	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	28.0%	15.8%	15.6%	10.9%	8.4%

[Count / Column % / Row %]

1.3 SAMPLE PROFILE BY AGE GROUP AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	52	13	16	9	4	4	6
	5.7%	6.7%	6.3%	6.3%	2.8%	4.0%	7.8%
	100.0%	25.0%	30.8%	17.3%	7.7%	7.7%	11.5%
15-24	135	26	37	22	15	17	18
	14.8%	13.4%	14.5%	15.3%	10.5%	17.0%	23.4%
	100.0%	19.3%	27.4%	16.3%	11.1%	12.6%	13.3%
25-29	57	17	18	6	11	3	2
	6.2%	8.8%	7.0%	4.2%	7.7%	3.0%	2.6%
	100.0%	29.8%	31.6%	10.5%	19.3%	5.3%	3.5%
30-49	259	53	72	43	45	31	15
	28.3%	27.3%	28.1%	29.9%	31.5%	31.0%	19.5%
	100.0%	20.5%	27.8%	16.6%	17.4%	12.0%	5.8%
50-64	241	50	69	39	36	25	22
	26.4%	25.8%	27.0%	27.1%	25.2%	25.0%	28.6%
	100.0%	20.7%	28.6%	16.2%	14.9%	10.4%	9.1%
65-79	142	29	36	21	27	16	13
	15.5%	14.9%	14.1%	14.6%	18.9%	16.0%	16.9%
	100.0%	20.4%	25.4%	14.8%	19.0%	11.3%	9.2%
80+	28	6	8	4	5	4	1
	3.1%	3.1%	3.1%	2.8%	3.5%	4.0%	1.3%
	100.0%	21.4%	28.6%	14.3%	17.9%	14.3%	3.6%
Total	914	194	256	144	143	100	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	28.0%	15.8%	15.6%	10.9%	8.4%

[Count / Column % / Row %]

3.1: RADIO LISTENING BY GENDER AND BY AGE GROUP [COUNT OF 10 MINUTES]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	41	11	30		1	1	12	13	11	3
	4.5%	3.0%	5.5%		.7%	1.8%	4.6%	5.4%	7.7%	10.7%
	100.0%	26.8%	73.2%		2.4%	2.4%	29.3%	31.7%	26.8%	7.3%
Radju Parlament /106.6	12	2	10	1	6	2	3			
	1.3%	.5%	1.8%	1.9%	4.4%	3.5%	1.2%			
	100.0%	16.7%	83.3%	8.3%	50.0%	16.7%	25.0%			
Magic Radio	12	6	6		1	4	7			
	1.3%	1.6%	1.1%		.7%	7.0%	2.7%			
	100.0%	50.0%	50.0%		8.3%	33.3%	58.3%			
Super One Radio	88	39	49	1	2	2	13	42	25	3
	9.6%	10.5%	9.0%	1.9%	1.5%	3.5%	5.0%	17.4%	17.6%	10.7%
	100.0%	44.3%	55.7%	1.1%	2.3%	2.3%	14.8%	47.7%	28.4%	3.4%
Radio 101	38	14	24		3	3	8	14	10	
	4.2%	3.8%	4.4%		2.2%	5.3%	3.1%	5.8%	7.0%	
	100.0%	36.8%	63.2%		7.9%	7.9%	21.1%	36.8%	26.3%	
Bay Radio	57	25	32	2	34	5	15	1		
	6.2%	6.7%	5.9%	3.8%	25.2%	8.8%	5.8%	.4%		
	100.0%	43.9%	56.1%	3.5%	59.6%	8.8%	26.3%	1.8%		
Calypso Radio	58	21	37	1	4	2	28	19	4	
	6.3%	5.6%	6.8%	1.9%	3.0%	3.5%	10.8%	7.9%	2.8%	
	100.0%	36.2%	63.8%	1.7%	6.9%	3.4%	48.3%	32.8%	6.9%	
RTK	40	13	27			1	7	16	14	2
	4.4%	3.5%	5.0%			1.8%	2.7%	6.6%	9.9%	7.1%
	100.0%	32.5%	67.5%			2.5%	17.5%	40.0%	35.0%	5.0%
Smash Radio	24	10	14	2	7	1	10	3		1
	2.6%	2.7%	2.6%	3.8%	5.2%	1.8%	3.9%	1.2%		3.6%
	100.0%	41.7%	58.3%	8.3%	29.2%	4.2%	41.7%	12.5%		4.2%
Radju Marija	37	5	32				2	15	13	7
	4.0%	1.3%	5.9%				.8%	6.2%	9.2%	25.0%
	100.0%	13.5%	86.5%				5.4%	40.5%	35.1%	18.9%
Campus FM	4	3	1			1		3		
	.4%	.8%	.2%			1.8%		1.2%		
	100.0%	75.0%	25.0%			25.0%		75.0%		
Capital Radio	15	7	8		1	2	12			
	1.6%	1.9%	1.5%		.7%	3.5%	4.6%			
	100.0%	46.7%	53.3%		6.7%	13.3%	80.0%			
XFM	20	9	11		6	6	6	2		
	2.2%	2.4%	2.0%		4.4%	10.5%	2.3%	.8%		
	100.0%	45.0%	55.0%		30.0%	30.0%	30.0%	10.0%		
Community Radio Stations	16	6	10	1	2		6	4	3	
	1.8%	1.6%	1.8%	1.9%	1.5%		2.3%	1.7%	2.1%	
	100.0%	37.5%	62.5%	6.3%	12.5%		37.5%	25.0%	18.8%	
Foreign Radio Station	4	4		1		1	1			1
	.4%	1.1%		1.9%		1.8%	.4%			3.6%
	100.0%	100.0%		25.0%		25.0%	25.0%			25.0%
Other Station	2	2					1	1		
	.2%	.5%					.4%	.4%		
	100.0%	100.0%					50.0%	50.0%		
No particular radio station	36	15	21		3	3	10	12	8	
	3.9%	4.0%	3.9%		2.2%	5.3%	3.9%	5.0%	5.6%	
	100.0%	41.7%	58.3%		8.3%	8.3%	27.8%	33.3%	22.2%	
Do not remember	8	3	5		2	3	1	2		
	.9%	.8%	.9%		1.5%	5.3%	.4%	.8%		
	100.0%	37.5%	62.5%		25.0%	37.5%	12.5%	25.0%		
Do not listen to radio	402	177	225	43	63	20	117	94	54	11
	44.0%	47.6%	41.5%	82.7%	46.7%	35.1%	45.2%	39.0%	38.0%	39.3%
	100.0%	44.0%	56.0%	10.7%	15.7%	5.0%	29.1%	23.4%	13.4%	2.7%
Total	914	372	542	52	135	57	259	241	142	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	40.7%	59.3%	5.7%	14.8%	6.2%	28.3%	26.4%	15.5%	3.1%

3.2: RADIO LISTENING BY DISTRICT [COUNT OF 10 MINUTES]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	41 4.5% 100.0%	7 3.6% 17.1%	13 5.1% 31.7%	6 4.2% 14.6%	8 5.6% 19.5%	3 3.0% 7.3%	4 5.2% 9.8%
Radju Parlament /106.6	12 1.3% 100.0%	3 1.5% 25.0%	3 1.2% 25.0%	2 1.4% 16.7%	3 2.1% 25.0%	1 1.0% 8.3%	
Magic Radio	12 1.3% 100.0%	2 1.0% 16.7%	5 2.0% 41.7%	4 2.8% 33.3%			1 1.3% 8.3%
Super One Radio	88 9.6% 100.0%	23 11.9% 26.1%	21 8.2% 23.9%	20 13.9% 22.7%	13 9.1% 14.8%	5 5.0% 5.7%	6 7.8% 6.8%
Radio 101	38 4.2% 100.0%	6 3.1% 15.8%	13 5.1% 34.2%	4 2.8% 10.5%	7 4.9% 18.4%	6 6.0% 15.8%	2 2.6% 5.3%
Bay Radio	57 6.2% 100.0%	12 6.2% 21.1%	13 5.1% 22.8%	9 6.3% 15.8%	9 6.3% 15.8%	7 7.0% 12.3%	7 9.1% 12.3%
Calypso Radio	58 6.3% 100.0%	9 4.6% 15.5%	20 7.8% 34.5%	7 4.9% 12.1%	20 14.0% 34.5%	1 1.0% 1.7%	1 1.3% 1.7%
RTK	40 4.4% 100.0%	3 1.5% 7.5%	14 5.5% 35.0%	4 2.8% 10.0%	1 .7% 2.5%	12 12.0% 30.0%	6 7.8% 15.0%
Smash Radio	24 2.6% 100.0%	4 2.1% 16.7%	8 3.1% 33.3%	3 2.1% 12.5%	1 .7% 4.2%	5 5.0% 20.8%	3 3.9% 12.5%
Radju Marija	37 4.0% 100.0%	12 6.2% 32.4%	6 2.3% 16.2%	7 4.9% 18.9%	5 3.5% 13.5%	6 6.0% 16.2%	1 1.3% 2.7%
Campus FM	4 .4% 100.0%			1 .7% 25.0%	2 1.4% 50.0%	1 1.0% 25.0%	
Capital Radio	15 1.6% 100.0%	3 1.5% 20.0%	3 1.2% 20.0%	4 2.8% 26.7%	3 2.1% 20.0%	1 1.0% 6.7%	1 1.3% 6.7%
XFM	20 2.2% 100.0%	4 2.1% 20.0%	7 2.7% 35.0%	3 2.1% 15.0%	4 2.8% 20.0%	1 1.0% 5.0%	1 1.3% 5.0%
Community Radio Stations	16 1.8% 100.0%	7 3.6% 43.8%	5 2.0% 31.3%	1 .7% 6.3%			3 3.9% 18.8%
Foreign Radio Station	4 .4% 100.0%		1 .4% 25.0%		2 1.4% 50.0%		1 1.3% 25.0%
Other Station	2 .2% 100.0%		1 .4% 50.0%		1 .7% 50.0%		
No particular radio station	36 3.9% 100.0%	11 5.7% 30.6%	11 4.3% 30.6%	4 2.8% 11.1%	5 3.5% 13.9%	5 5.0% 13.9%	
Do not remember	8 .9% 100.0%	2 1.0% 25.0%	4 1.6% 50.0%	1 .7% 12.5%			1 1.3% 12.5%
Do not listen to radio	402 44.0% 100.0%	86 44.3% 21.4%	108 42.2% 26.9%	64 44.4% 15.9%	59 41.3% 14.7%	46 46.0% 11.4%	39 50.6% 9.7%
Total	914 100.0% 100.0%	194 100.0% 21.2%	256 100.0% 28.0%	144 100.0% 15.8%	143 100.0% 15.6%	100 100.0% 10.9%	77 100.0% 8.4%

3.3: TV CHANNEL FOLLOWING BY GENDER AND BY AGE GROUP – COUNT OF 10 MINUTES

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	7	6	1		1		3	1	2	
	0.8%	1.6%	0.2%		0.7%		1.2%	0.4%	1.4%	
	100.0%	85.7%	14.3%		14.3%		42.9%	14.3%	28.6%	
TVM	206	74	132	8	24	9	61	58	41	5
	22.5%	19.9%	24.4%	15.4%	17.8%	15.8%	23.6%	24.1%	28.9%	17.9%
	100.0%	35.9%	64.1%	3.9%	11.7%	4.4%	29.6%	28.2%	19.9%	2.4%
One TV	123	47	76	7	11	3	25	48	26	3
	13.5%	12.6%	14.0%	13.5%	8.1%	5.3%	9.7%	19.9%	18.3%	10.7%
	100.0%	38.2%	61.8%	5.7%	8.9%	2.4%	20.3%	39.0%	21.1%	2.4%
Net TV	79	26	53		6	5	22	27	15	4
	8.6%	7.0%	9.8%		4.4%	8.8%	8.5%	11.2%	10.6%	14.3%
	100.0%	32.9%	67.1%		7.6%	6.3%	27.8%	34.2%	19.0%	5.1%
Smash TV	1		1		1					
	0.1%		0.2%		0.7%					
	100.0%		100.0%		100.0%					
Education 22	2		2				1	1		
	0.2%		0.4%				0.4%	0.4%		
	100.0%		100.0%				50.0%	50.0%		
Rai 1	15	8	7	1			7	3	3	1
	1.6%	2.2%	1.3%	1.9%			2.7%	1.2%	2.1%	3.6%
	100.0%	53.3%	46.7%	6.7%			46.7%	20.0%	20.0%	6.7%
Rai 2	5	3	2		1		3	1		
	0.5%	0.8%	0.4%		0.7%		1.2%	0.4%		
	100.0%	60.0%	40.0%		20.0%		60.0%	20.0%		
Rai 3	4	4					2	1	1	
	0.4%	1.1%					0.8%	0.4%	0.7%	
	100.0%	100.0%					50.0%	25.0%	25.0%	
Rete 4	16	8	8	1	1	1	1	7	4	1
	1.8%	2.2%	1.5%	1.9%	0.7%	1.8%	0.4%	2.9%	2.8%	3.6%
	100.0%	50.0%	50.0%	6.3%	6.3%	6.3%	6.3%	43.8%	25.0%	6.3%
Canale 5	36	9	27	3	8	4	13	6	2	
	3.9%	2.4%	5.0%	5.8%	5.9%	7.0%	5.0%	2.5%	1.4%	
	100.0%	25.0%	75.0%	8.3%	22.2%	11.1%	36.1%	16.7%	5.6%	
Italia 1	60	25	35	15	21	10	10	3	1	
	6.6%	6.7%	6.5%	28.8%	15.6%	17.5%	3.9%	1.2%	0.7%	
	100.0%	41.7%	58.3%	25.0%	35.0%	16.7%	16.7%	5.0%	1.7%	
Discovery Channel	5	4	1	2	2		1			
	0.5%	1.1%	0.2%	3.8%	1.5%		0.4%			
	100.0%	80.0%	20.0%	40.0%	40.0%		20.0%			
MTV	7	5	2		5		1	1		
	0.8%	1.3%	0.4%		3.7%		0.4%	0.4%		
	100.0%	71.4%	28.6%		71.4%		14.3%	14.3%		
BBC Prime	7	3	4				6		1	
	0.8%	0.8%	0.7%				2.3%		0.7%	
	100.0%	42.9%	57.1%				85.7%		14.3%	
BBC World	1	1					1			
	0.1%	0.3%					0.4%			
	100.0%	100.0%					100.0%			
Other TV station	41	24	17	4	4	5	12	7	7	2
	4.5%	6.5%	3.1%	7.7%	3.0%	8.8%	4.6%	2.9%	4.9%	7.1%
	100.0%	58.5%	41.5%	9.8%	9.8%	12.2%	29.3%	17.1%	17.1%	4.9%
No particular station	84	35	49	1	4	2	23	33	18	3
	9.2%	9.4%	9.0%	1.9%	3.0%	3.5%	8.9%	13.7%	12.7%	10.7%
	100.0%	41.7%	58.3%	1.2%	4.8%	2.4%	27.4%	39.3%	21.4%	3.6%
Do not remember	7	3	4	1			1	3	2	
	0.8%	0.8%	0.7%	1.9%			0.4%	1.2%	1.4%	
	100.0%	42.9%	57.1%	14.3%			14.3%	42.9%	28.6%	
Do not watch TV	208	87	121	9	46	18	66	41	19	9
	22.8%	23.4%	22.3%	17.3%	34.1%	31.6%	25.5%	17.0%	13.4%	32.1%
	100.0%	41.8%	58.2%	4.3%	22.1%	8.7%	31.7%	19.7%	9.1%	4.3%
Table Total	914	372	542	52	135	57	259	241	142	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	40.7%	59.3%	5.7%	14.8%	6.2%	28.3%	26.4%	15.5%	3.1%

[Count / Column % / Row %]

[ITV did not register any viewers]

TABLE 3.4: TV CHANNEL FOLLOWING BY DISTRICT – COUNT OF 10 MINUTES

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	7 0.8% 100.0%	1 0.5% 14.3%	1 0.4% 14.3%	2 1.4% 28.6%		2 2.0% 28.6%	1 1.3% 14.3%
TVM	206 22.5% 100.0%	42 21.6% 20.4%	48 18.8% 23.3%	29 20.1% 14.1%	39 27.3% 18.9%	26 26.0% 12.6%	22 28.6% 10.7%
One TV	123 13.5% 100.0%	29 14.9% 23.6%	38 14.8% 30.9%	21 14.6% 17.1%	20 14.0% 16.3%	10 10.0% 8.1%	5 6.5% 4.1%
Net TV	79 8.6% 100.0%	15 7.7% 19.0%	30 11.7% 38.0%	13 9.0% 16.5%	10 7.0% 12.7%	6 6.0% 7.6%	5 6.5% 6.3%
Smash TV	1 0.1% 100.0%		1 0.4% 100.0%				
Education 22	2 0.2% 100.0%	1 0.5% 50.0%			1 0.7% 50.0%		
Rai 1	15 1.6% 100.0%	4 2.1% 26.7%	4 1.6% 26.7%		4 2.8% 26.7%	2 2.0% 13.3%	1 1.3% 6.7%
Rai 2	5 0.5% 100.0%		1 0.4% 20.0%	1 0.7% 20.0%	2 1.4% 40.0%		1 1.3% 20.0%
Rai 3	4 0.4% 100.0%	1 0.5% 25.0%	1 0.4% 25.0%	1 0.7% 25.0%		1 1.0% 25.0%	
Rete 4	16 1.8% 100.0%	3 1.5% 18.8%	4 1.6% 25.0%	1 0.7% 6.3%	3 2.1% 18.8%	2 2.0% 12.5%	3 3.9% 18.8%
Canale 5	36 3.9% 100.0%	8 4.1% 22.2%	10 3.9% 27.8%	9 6.3% 25.0%	4 2.8% 11.1%	1 1.0% 2.8%	4 5.2% 11.1%
Italia 1	60 6.6% 100.0%	13 6.7% 21.7%	17 6.6% 28.3%	10 6.9% 16.7%	6 4.2% 10.0%	5 5.0% 8.3%	9 11.7% 15.0%
Discovery Channel	5 0.5% 100.0%		2 0.8% 40.0%	1 0.7% 20.0%	1 0.7% 20.0%	1 1.0% 20.0%	
MTV	7 0.8% 100.0%	1 0.5% 14.3%	1 0.4% 14.3%	1 0.7% 14.3%	2 1.4% 28.6%	1 1.0% 14.3%	1 1.3% 14.3%
BBC Prime	7 0.8% 100.0%		2 0.8% 28.6%		1 0.7% 14.3%	3 3.0% 42.9%	1 1.3% 14.3%
BBC World	1 0.1% 100.0%		1 0.4% 100.0%				
Other TV station	41 4.5% 100.0%	8 4.1% 19.5%	12 4.7% 29.3%	6 4.2% 14.6%	6 4.2% 14.6%	8 8.0% 19.5%	1 1.3% 2.4%
No particular station	84 9.2% 100.0%	24 12.4% 28.6%	23 9.0% 27.4%	12 8.3% 14.3%	13 9.1% 15.5%	8 8.0% 9.5%	4 5.2% 4.8%
Do not remember	7 0.8% 100.0%	1 0.5% 14.3%	1 0.4% 14.3%	3 2.1% 42.9%		1 1.0% 14.3%	1 1.3% 14.3%
Do not watch TV	208 22.8% 100.0%	43 22.2% 20.7%	59 23.0% 28.4%	34 23.6% 16.3%	31 21.7% 14.9%	23 23.0% 11.1%	18 23.4% 8.7%
Table Total	914 100.0% 100.0%	194 100.0% 21.2%	256 100.0% 28.0%	144 100.0% 15.8%	143 100.0% 15.6%	100 100.0% 10.9%	77 100.0% 8.4%

[Count / Column % / Row %]

[ITV did not register any viewers]

TABLE 4.1: TV-RECEPTION BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Aerial	222	85	137	15	33	9	69	47	37	12
(Analogue)	24.3%	22.8%	25.3%	28.8%	24.4%	15.8%	26.6%	19.5%	26.1%	42.9%
	100.0%	38.3%	61.7%	6.8%	14.9%	4.1%	31.1%	21.2%	16.7%	5.4%
Cable	611	243	368	30	94	43	160	169	100	15
	66.8%	65.3%	67.9%	57.7%	69.6%	75.4%	61.8%	70.1%	70.4%	53.6%
	100.0%	39.8%	60.2%	4.9%	15.4%	7.0%	26.2%	27.7%	16.4%	2.5%
Satellite	58	28	30	5	5	4	18	22	3	1
	6.3%	7.5%	5.5%	9.6%	3.7%	7.0%	6.9%	9.1%	2.1%	3.6%
	100.0%	48.3%	51.7%	8.6%	8.6%	6.9%	31.0%	37.9%	5.2%	1.7%
Internet	1	1					1			
	0.1%	0.3%					0.4%			
	100.0%	100.0%					100.0%			
Digital	15	9	6	2	2	1	8	2		
Aerial	1.6%	2.4%	1.1%	3.8%	1.5%	1.8%	3.1%	0.8%		
(Multiplus)	100.0%	60.0%	40.0%	13.3%	13.3%	6.7%	53.3%	13.3%		
Do not have	7	6	1		1		3	1	2	
a TV set	0.8%	1.6%	0.2%		0.7%		1.2%	0.4%	1.4%	
	100.0%	85.7%	14.3%		14.3%		42.9%	14.3%	28.6%	
Total	914	372	542	52	135	57	259	241	142	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	40.7%	59.3%	5.7%	14.8%	6.2%	28.3%	26.4%	15.5%	3.1%

[Count / Column % / Row %]

TABLE 4.2: TV-RECEPTION BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial	222	49	39	54	43	24	13
(Analogue)	24.3%	25.3%	15.2%	37.5%	30.1%	24.0%	16.9%
	100.0%	22.1%	17.6%	24.3%	19.4%	10.8%	5.9%
Cable	611	130	192	82	90	62	55
	66.8%	67.0%	75.0%	56.9%	62.9%	62.0%	71.4%
	100.0%	21.3%	31.4%	13.4%	14.7%	10.1%	9.0%
Satellite	58	12	19	4	8	8	7
	6.3%	6.2%	7.4%	2.8%	5.6%	8.0%	9.1%
	100.0%	20.7%	32.8%	6.9%	13.8%	13.8%	12.1%
Internet	1				1		
	0.1%				0.7%		
	100.0%				100.0%		
Digital Aerial	15	2	5	2	1	4	1
(Multiplus)	1.6%	1.0%	2.0%	1.4%	0.7%	4.0%	1.3%
	100.0%	13.3%	33.3%	13.3%	6.7%	26.7%	6.7%
Do not have a	7	1	1	2		2	1
TV set	0.8%	0.5%	0.4%	1.4%		2.0%	1.3%
	100.0%	14.3%	14.3%	28.6%		28.6%	14.3%
Total	914	194	256	144	143	100	77
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	28.0%	15.8%	15.6%	10.9%	8.4%

[Count / Column % / Row %]

TABLE 4.3: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TABLE TOTAL	PLATFORM					
		AERIAL (ANALOGUE)	CABLE	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS)	DO NOT HAVE A TV SET
Not applicable	7 0.8% 100.0%						7 100.0% 100.0%
TVM	206 22.5% 100.0%	67 30.6% 32.5%	127 20.8% 61.7%	9 15.5% 4.4%		3 16.7% 1.5%	
One TV	123 13.5% 100.0%	34 15.5% 27.6%	81 13.3% 65.9%	6 10.3% 4.9%		2 11.1% 1.6%	
Net TV	79 8.6% 100.0%	15 6.8% 19.0%	62 10.1% 78.5%			2 11.1% 2.5%	
Smash TV	1 0.1% 100.0%		1 0.2% 100.0%				
Education 22	2 0.2% 100.0%		2 0.3% 100.0%				
Rai 1	15 1.6% 100.0%	2 0.9% 13.3%	10 1.6% 66.7%	2 3.4% 13.3%		1 5.6% 6.7%	
Rai 2	5 0.5% 100.0%	2 0.9% 40.0%	3 0.5% 60.0%				
Rai 3	4 0.4% 100.0%	1 0.5% 25.0%	2 0.3% 50.0%	1 1.7% 25.0%			
Rete 4	16 1.8% 100.0%	6 2.7% 37.5%	10 1.6% 62.5%				
Canale 5	36 3.9% 100.0%	5 2.3% 13.9%	31 5.1% 86.1%				
Italia 1	60 6.6% 100.0%	16 7.3% 26.7%	39 6.4% 65.0%	5 8.6% 8.3%			
Discovery Channel	5 0.5% 100.0%		4 0.7% 80.0%			1 5.6% 20.0%	
MTV	7 0.8% 100.0%	1 0.5% 14.3%	4 0.7% 57.1%	1 1.7% 14.3%		1 5.6% 14.3%	
BBC Prime	7 0.8% 100.0%		7 1.1% 100.0%				
BBC World	1 0.1% 100.0%			1 1.7% 100.0%			
Other TV station	41 4.5% 100.0%	1 0.5% 2.4%	29 4.7% 70.7%	10 17.2% 24.4%		1 5.6% 2.4%	
No particular station	84 9.2% 100.0%	18 8.2% 21.4%	59 9.7% 70.2%	5 8.6% 6.0%		2 11.1% 2.4%	
Do not remember	7 0.8% 100.0%	2 0.9% 28.6%	4 0.7% 57.1%	1 1.7% 14.3%			
Do not watch TV	208 22.8% 100.0%	49 22.4% 23.6%	136 22.3% 65.4%	17 29.3% 8.2%	1 100.0% 0.5%	5 27.8% 2.4%	
Table Total	914 100.0% 100.0%	219 100.0% 24.0%	611 100.0% 66.8%	58 100.0% 6.3%	1 100.0% 0.1%	18 100.0% 2.0%	7 100.0% 0.8%

[Count / Column % / Row %]

[ITV did not register any viewers]

TABLE 5.3.A: RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	99.23	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	98.46	100
6:00	0.00	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	0.77	0.00	0.00	94.62	100
6:30	0.00	0.77	0.00	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.77	0.00	0.00	0.77	0.00	0.00	93.08	100
7:00	0.00	0.00	0.00	2.31	0.77	0.00	3.85	0.00	0.77	2.31	0.00	1.54	0.00	0.77	0.00	0.00	87.69	100
7:30	0.00	0.00	0.00	2.31	0.77	0.00	4.62	0.00	0.77	1.54	0.00	0.77	0.77	0.77	0.00	0.00	87.69	100
8:00	1.54	0.00	0.00	3.08	1.54	0.77	3.85	0.00	1.54	1.54	0.00	0.77	1.54	0.77	0.00	0.00	83.08	100
8:30	1.54	0.00	0.00	3.85	0.77	3.08	3.08	0.00	1.54	1.54	0.00	0.77	1.54	0.00	0.00	0.00	82.31	100
9:00	3.08	0.77	0.77	3.85	0.77	3.85	3.08	0.00	1.54	2.31	0.00	2.31	1.54	0.00	0.00	0.00	76.15	100
9:30	3.08	0.77	0.77	3.85	0.77	3.85	3.08	0.00	1.54	2.31	0.00	1.54	1.54	0.00	0.00	0.00	76.92	100
10:00	3.08	0.77	0.77	3.08	0.00	3.85	3.08	0.00	1.54	2.31	0.00	1.54	0.77	0.77	0.00	0.00	78.46	100
10:30	3.08	0.77	0.77	3.08	0.00	3.85	3.08	0.77	1.54	2.31	0.00	1.54	0.77	0.77	0.00	0.77	76.92	100
11:00	3.08	0.77	0.00	3.08	0.00	3.85	3.08	0.77	2.31	3.08	0.00	1.54	0.77	0.77	0.00	0.77	76.15	100
11:30	3.08	0.77	0.00	3.08	0.77	3.85	3.08	0.00	2.31	2.31	0.00	1.54	0.77	0.77	0.00	0.77	76.92	100
NOON	1.54	0.77	0.00	2.31	1.54	2.31	3.85	0.00	0.77	2.31	0.00	0.77	0.77	0.77	0.00	0.77	81.54	100
0:30	1.54	0.77	0.00	2.31	1.54	2.31	3.85	0.00	0.77	2.31	0.00	0.77	0.77	0.77	0.00	0.77	81.54	100
1:00	0.77	0.77	0.00	2.31	1.54	2.31	3.85	0.00	0.00	1.54	0.00	0.77	0.77	0.77	0.00	0.00	84.62	100
1:30	0.00	0.77	0.00	2.31	2.31	2.31	3.85	0.00	0.00	0.77	0.00	0.77	0.77	0.77	0.00	0.00	85.38	100
2:00	0.00	0.77	0.00	2.31	1.54	2.31	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.00	0.00	88.46	100
2:30	0.00	0.77	0.00	2.31	1.54	2.31	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.00	0.00	88.46	100
3:00	0.00	0.77	0.00	2.31	0.77	2.31	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.00	0.77	88.46	100
3:30	0.00	0.77	0.00	1.54	0.77	2.31	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.00	0.77	89.23	100
4:00	0.77	0.77	0.00	1.54	0.77	2.31	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.77	90.00	100
4:30	0.77	0.77	0.77	1.54	0.77	1.54	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.77	90.00	100
5:00	0.00	0.00	0.77	1.54	1.54	1.54	1.54	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	92.31	100
5:30	0.00	0.00	0.77	2.31	1.54	1.54	1.54	0.00	0.77	1.54	0.00	0.00	1.54	0.00	0.00	0.00	88.46	100
6:00	0.00	0.00	0.00	2.31	2.31	0.00	1.54	0.00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	91.54	100
6:30	0.00	0.00	0.00	1.54	0.00	0.00	1.54	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	95.38	100
7:00	0.00	0.00	0.00	1.54	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100
7:30	0.00	0.00	0.00	1.54	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100
8:00	0.00	0.00	0.00	0.77	0.77	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
8:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
9:00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
9:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100

average	0.56	0.27	0.11	1.47	0.53	1.09	1.62	0.06	0.43	0.83	0.06	0.42	0.37	0.21	0.00	0.14	91.81
maximum	3.08	0.77	0.77	3.85	2.31	3.85	4.62	0.77	2.31	3.08	0.77	2.31	1.54	0.77	0.00	0.77	100.00
std. dev.	1.06	0.37	0.27	1.27	0.69	1.44	1.47	0.21	0.67	0.92	0.21	0.61	0.53	0.35	0.00	0.30	8.16

TABLE 5.3.B: RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100
5:00	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
5:30	0.78	0.00	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	96.90	100
6:00	1.55	0.00	0.00	3.10	0.00	1.55	0.00	0.78	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	91.47	100
6:30	1.55	0.00	0.00	3.10	0.00	0.78	0.00	0.78	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	92.25	100
7:00	2.33	0.78	0.00	3.88	0.78	0.78	1.55	0.78	0.78	3.10	0.00	0.00	0.00	0.78	0.00	0.00	84.50	100
7:30	2.33	0.00	0.00	3.88	0.00	0.78	1.55	0.78	0.78	2.33	0.00	0.00	0.00	0.78	0.00	0.00	86.82	100
8:00	3.88	0.00	0.00	3.88	0.78	2.33	3.88	0.78	0.78	1.55	0.00	0.00	0.78	1.55	0.00	0.00	79.84	100
8:30	3.10	0.00	0.00	3.88	0.78	2.33	4.65	0.78	0.78	1.55	0.00	0.78	0.78	1.55	0.00	0.00	79.07	100
9:00	4.65	0.78	0.00	4.65	0.78	2.33	6.20	1.55	0.78	1.55	0.00	0.78	0.00	1.55	0.00	0.00	74.42	100
9:30	4.65	0.00	0.00	4.65	0.78	2.33	6.20	1.55	0.78	1.55	0.00	0.78	0.00	1.55	0.00	0.00	75.19	100
10:00	4.65	0.78	0.00	4.65	0.78	1.55	6.20	2.33	0.78	1.55	0.00	0.78	0.00	1.55	0.00	0.00	74.42	100
10:30	4.65	0.78	0.00	4.65	0.78	1.55	6.20	2.33	0.78	1.55	0.00	0.78	0.00	1.55	0.00	0.00	74.42	100
11:00	4.65	0.78	0.00	4.65	0.78	3.10	5.43	2.33	0.78	1.55	0.00	0.78	0.00	0.78	0.00	0.00	74.42	100
11:30	4.65	0.78	0.00	4.65	0.78	3.10	5.43	2.33	0.78	1.55	0.00	0.78	0.00	0.78	0.00	0.00	74.42	100
NOON	2.33	0.78	0.00	4.65	0.78	2.33	3.10	2.33	0.78	1.55	0.00	0.78	0.00	0.78	0.00	0.00	79.84	100
0:30	1.55	0.00	0.00	5.43	0.00	1.55	3.10	2.33	0.78	1.55	0.00	0.78	0.00	0.78	0.00	0.00	82.17	100
1:00	1.55	0.00	0.00	4.65	0.00	0.78	2.33	2.33	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	85.27	100
1:30	1.55	0.00	0.00	3.88	0.00	0.78	2.33	2.33	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	86.05	100
2:00	2.33	0.00	0.00	3.10	0.00	0.78	3.10	1.55	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	86.05	100
2:30	2.33	0.00	0.00	3.10	0.00	0.78	3.88	1.55	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	85.27	100
3:00	2.33	0.00	0.00	3.10	0.00	1.55	3.10	1.55	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	85.27	100
3:30	2.33	0.00	0.00	3.10	0.00	1.55	3.10	1.55	0.78	1.55	0.00	0.00	0.00	0.78	0.00	0.00	85.27	100
4:00	1.55	0.00	0.00	2.33	0.78	2.33	2.33	1.55	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	86.05	100
4:30	1.55	0.00	0.00	2.33	0.00	2.33	2.33	1.55	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	86.82	100
5:00	0.78	0.78	0.00	2.33	0.78	2.33	1.55	1.55	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	86.82	100
5:30	0.78	0.78	0.00	3.10	0.78	2.33	1.55	1.55	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	86.05	100
6:00	1.55	0.00	0.00	2.33	0.78	2.33	2.33	1.55	0.00	3.10	0.00	0.00	0.00	1.55	0.00	0.00	84.50	100
6:30	0.78	0.00	0.00	1.55	0.78	2.33	2.33	1.55	0.00	3.10	0.00	0.00	0.00	1.55	0.00	0.00	86.05	100
7:00	0.00	0.00	0.00	1.55	0.00	1.55	2.33	0.78	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	90.70	100
7:30	0.00	0.00	0.00	0.78	0.00	0.78	0.78	0.00	0.00	2.33	0.00	0.00	0.00	0.78	0.00	0.00	94.57	100
8:00	0.00	0.00	0.00	0.00	0.00	1.55	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	96.12	100
8:30	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	96.90	100
9:00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	96.90	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100
Average	1.41	0.15	0.00	2.08	0.24	1.07	1.81	0.89	0.29	1.50	0.00	0.15	0.03	0.55	0.00	0.00	89.84	
maximum	4.65	0.78	0.00	5.43	0.78	3.10	6.20	2.33	0.78	3.10	0.00	0.78	0.78	1.55	0.00	0.00	100.00	
std. dev.	1.60	0.31	0.00	1.89	0.36	1.02	2.08	0.90	0.38	0.90	0.00	0.31	0.16	0.58	0.00	0.00	8.83	

TABLE 5.3.C: RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Parlament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
0:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	1.54	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
5:30	0.00	0.00	0.00	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100
6:00	0.77	0.00	0.77	3.08	1.54	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	90.00	100
6:30	0.77	0.00	0.77	3.85	1.54	1.54	0.77	0.00	0.00	0.00	0.77	0.77	0.77	0.77	0.00	0.00	87.69	100
7:00	0.77	0.00	0.77	5.38	1.54	2.31	2.31	0.77	0.77	0.00	0.77	0.00	0.77	0.77	0.00	0.00	83.08	100
7:30	0.77	0.00	0.77	6.15	0.77	0.77	2.31	1.54	0.77	0.00	0.00	0.00	1.54	0.77	0.00	0.00	83.85	100
8:00	0.77	0.00	1.54	6.92	1.54	2.31	3.85	2.31	1.54	0.00	0.00	0.77	1.54	0.77	0.00	0.00	76.15	100
8:30	0.77	0.00	1.54	6.92	1.54	2.31	3.85	2.31	1.54	0.00	0.00	0.77	1.54	0.77	0.00	0.00	76.15	100
9:00	1.54	0.77	0.77	6.15	1.54	1.54	6.15	2.31	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	73.85	100
9:30	1.54	0.77	0.77	6.15	1.54	1.54	6.15	2.31	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	73.85	100
10:00	1.54	0.00	0.77	6.92	2.31	1.54	6.15	3.08	1.54	0.00	0.00	1.54	2.31	0.77	0.00	0.00	71.54	100
10:30	1.54	0.00	0.77	6.92	2.31	1.54	6.15	3.08	1.54	0.00	0.00	1.54	2.31	0.77	0.00	0.00	71.54	100
11:00	1.54	0.00	0.77	6.15	2.31	1.54	6.15	3.08	2.31	0.00	0.00	0.77	2.31	0.77	0.00	0.00	72.31	100
11:30	1.54	0.00	0.77	6.15	3.08	1.54	6.15	3.08	2.31	0.00	0.00	0.77	2.31	0.77	0.00	0.00	71.54	100
NOON	0.77	0.00	0.00	3.08	2.31	1.54	4.62	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	79.23	100
0:30	0.77	0.00	0.00	3.08	1.54	1.54	4.62	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	80.00	100
1:00	0.77	0.00	0.00	3.08	1.54	1.54	4.62	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	80.00	100
1:30	0.77	0.00	0.00	3.08	1.54	1.54	4.62	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	80.00	100
2:00	0.00	0.00	0.00	2.31	1.54	1.54	3.85	3.08	0.77	0.00	0.00	0.77	2.31	0.77	0.00	0.00	83.08	100
2:30	0.00	0.00	0.00	2.31	1.54	1.54	3.85	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	82.31	100
3:00	0.00	0.00	0.00	3.08	1.54	1.54	3.08	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	82.31	100
3:30	0.00	0.00	0.00	3.08	1.54	1.54	2.31	3.08	1.54	0.00	0.00	0.77	2.31	0.77	0.00	0.00	83.08	100
4:00	0.00	0.00	0.77	2.31	0.77	0.00	0.00	3.08	1.54	0.00	0.00	1.54	2.31	0.77	0.00	0.00	86.92	100
4:30	0.00	0.00	0.77	2.31	0.77	0.00	0.00	3.85	0.77	0.00	0.00	0.77	2.31	0.77	0.00	0.00	87.69	100
5:00	0.00	0.77	0.00	3.08	0.77	1.54	0.00	4.62	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	86.92	100
5:30	0.00	0.77	0.00	3.85	1.54	0.77	0.00	3.08	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	87.69	100
6:00	0.00	0.00	0.77	0.77	0.00	0.00	0.77	2.31	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	93.08	100
6:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	1.54	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	94.62	100
7:00	0.00	0.77	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	96.92	100
7:30	0.00	0.77	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	96.92	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:30	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	0.00	0.00	0.00	100.00	100
9:00	0.00	0.77	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	0.00	99.23	100
9:30	0.00	0.77	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	0.00	99.23	100
10:00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
10:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
11:00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
11:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
average	0.35	0.13	0.27	2.34	0.80	0.82	1.81	1.39	0.61	0.00	0.03	0.35	1.04	0.45	0.00	0.00	89.60	
maximum	1.54	0.77	1.54	6.92	3.08	2.31	6.15	4.62	2.31	0.00	0.77	1.54	2.31	0.77	0.00	0.00	100.00	
std. dev.	0.55	0.29	0.43	2.46	0.90	0.78	2.28	1.51	0.78	0.00	0.16	0.47	1.05	0.38	0.00	0.00	10.21	

TABLE 5.3.D: RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
0:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
2:00	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
2:30	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100
5:30	0.00	0.00	0.00	1.54	0.00	0.00	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.15	100
6:00	0.00	0.00	0.00	3.08	0.77	0.77	1.54	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91.54	100
6:30	0.00	0.77	0.00	3.08	0.77	0.77	1.54	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.77	100
7:00	0.77	0.00	0.00	3.85	2.31	0.77	1.54	3.08	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	86.15	100
7:30	0.77	0.00	1.54	4.62	3.08	0.77	1.54	3.08	0.77	0.00	0.00	0.77	0.00	0.00	1.54	0.00	81.54	100
8:00	1.54	0.77	0.77	4.62	3.85	5.38	2.31	2.31	0.77	0.00	0.77	0.00	0.77	1.54	0.77	0.00	73.85	100
8:30	1.54	0.77	0.77	4.62	3.85	3.85	5.38	2.31	0.77	0.00	0.77	0.00	0.77	1.54	0.77	0.00	72.31	100
9:00	1.54	0.77	0.77	5.38	4.62	2.31	5.38	2.31	0.77	0.00	0.77	0.00	0.77	2.31	0.77	0.00	71.54	100
9:30	1.54	0.77	0.77	5.38	4.62	2.31	5.38	2.31	1.54	0.00	0.77	0.00	0.77	2.31	0.77	0.00	70.77	100
10:00	1.54	0.77	0.77	5.38	4.62	2.31	5.38	3.08	2.31	0.00	0.77	0.00	0.77	2.31	0.77	0.00	69.23	100
10:30	1.54	0.77	0.77	5.38	4.62	2.31	5.38	2.31	2.31	0.00	0.77	0.00	0.77	2.31	0.77	0.00	70.00	100
11:00	1.54	0.77	0.77	5.38	4.62	2.31	3.85	2.31	1.54	0.00	0.00	0.00	0.77	2.31	0.77	0.00	73.08	100
11:30	1.54	0.77	0.77	6.92	4.62	2.31	3.85	2.31	0.77	0.00	0.00	0.00	0.77	2.31	0.77	0.00	72.31	100
NOON	1.54	0.77	0.77	5.38	3.85	2.31	2.31	0.77	0.77	0.00	0.00	0.00	0.77	0.77	0.77	0.00	79.23	100
0:30	1.54	0.77	0.77	6.15	3.85	2.31	2.31	0.77	0.77	0.00	0.00	0.00	0.77	0.77	0.77	0.00	78.46	100
1:00	1.54	0.77	0.00	4.62	3.08	2.31	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	83.08	100
1:30	1.54	0.77	0.00	3.08	3.08	2.31	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	84.62	100
2:00	1.54	0.77	0.77	2.31	3.08	2.31	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	84.62	100
2:30	1.54	0.77	0.77	2.31	3.08	2.31	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	84.62	100
3:00	1.54	0.77	0.77	3.08	2.31	2.31	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	84.62	100
3:30	1.54	0.77	0.77	3.08	2.31	1.54	1.54	0.77	0.77	0.00	0.00	0.00	0.77	0.00	0.77	0.00	85.38	100
4:00	1.54	0.77	0.00	3.08	2.31	1.54	1.54	0.77	0.77	0.77	0.00	0.00	0.77	0.00	0.77	0.00	85.38	100
4:30	1.54	0.77	0.00	3.08	2.31	1.54	1.54	0.77	0.77	0.77	0.00	0.00	0.77	0.00	0.77	0.00	85.38	100
5:00	1.54	0.77	0.00	3.08	1.54	1.54	1.54	0.00	1.54	0.77	0.00	0.00	0.77	0.00	0.77	0.00	86.15	100
5:30	1.54	0.77	0.00	3.08	0.77	1.54	1.54	0.00	1.54	0.77	0.00	0.00	0.00	0.00	0.77	0.00	87.69	100
6:00	1.54	0.77	0.00	3.08	0.00	2.31	1.54	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	88.46	100
6:30	1.54	0.77	0.00	3.85	0.00	1.54	1.54	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	88.46	100
7:00	1.54	1.54	0.00	3.08	0.00	0.77	1.54	1.54	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	87.69	100
7:30	1.54	0.77	0.77	3.08	0.00	0.77	1.54	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	88.46	100
8:00	0.77	0.00	0.00	1.54	0.00	0.77	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	94.62	100
8:30	0.77	0.00	0.00	1.54	0.00	0.77	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	94.62	100
9:00	0.00	0.00	0.00	1.54	0.00	0.77	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.38	100
9:30	0.00	0.00	0.00	0.77	0.00	0.77	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.15	100
10:00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
10:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100
11:00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100
11:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100

average	0.87	0.42	0.27	2.60	1.54	1.22	1.84	1.15	0.59	0.10	0.10	0.03	0.30	0.38	0.43	0.00	88.16
maximum	1.54	1.54	1.54	6.92	4.62	5.38	5.38	3.08	2.31	0.77	0.77	0.77	0.77	2.31	1.54	0.00	98.46
std.dev.	0.72	0.42	0.40	2.00	1.80	1.20	1.39	0.84	0.68	0.26	0.26	0.16	0.38	0.81	0.42	0.00	9.51

TABLE 5.3.E: RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Parlament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.64	100
6:00	0.79	0.00	0.00	0.79	0.79	0.00	0.79	2.36	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.70	100
6:30	0.79	0.00	0.00	2.36	0.79	0.00	0.79	2.36	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.13	100
7:00	0.79	0.00	0.00	3.94	0.79	2.36	0.79	3.15	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	86.61	100
7:30	0.79	0.00	0.79	3.15	3.15	3.15	1.57	3.15	0.00	0.00	0.00	0.79	0.00	1.57	0.00	0.00	81.89	100
8:00	2.36	0.00	1.57	3.15	4.72	3.15	2.36	3.94	0.00	0.79	0.00	0.79	1.57	2.36	0.00	0.00	73.23	100
8:30	1.57	0.00	1.57	3.15	3.15	2.36	2.36	3.94	0.00	0.79	0.00	1.57	1.57	2.36	0.00	0.00	75.59	100
9:00	2.36	0.79	1.57	3.15	3.94	2.36	3.15	3.94	0.79	0.79	0.00	1.57	0.79	2.36	0.00	0.00	72.44	100
9:30	3.15	0.79	1.57	3.94	3.94	3.15	3.15	3.94	0.79	0.79	0.00	1.57	0.79	2.36	0.00	0.00	70.08	100
10:00	4.72	0.79	1.57	3.15	3.94	2.36	3.94	3.15	0.79	0.00	0.00	1.57	0.79	2.36	0.00	0.00	70.87	100
10:30	3.94	0.79	1.57	3.15	3.15	2.36	3.94	3.15	0.79	0.00	0.00	1.57	0.79	2.36	0.00	0.00	72.44	100
11:00	3.94	0.79	1.57	3.15	3.94	2.36	4.72	3.94	0.79	0.00	0.00	0.79	0.79	2.36	0.00	0.00	70.87	100
11:30	3.94	0.79	1.57	3.94	3.94	2.36	4.72	3.94	0.00	0.00	0.00	0.79	0.79	2.36	0.00	0.00	70.87	100
NOON	2.36	0.79	0.79	2.36	2.36	1.57	3.15	3.15	0.00	0.79	0.00	0.79	0.79	2.36	0.00	0.00	78.74	100
0:30	0.79	0.79	0.79	1.57	2.36	1.57	3.15	3.15	0.00	0.00	0.00	1.57	0.79	1.57	0.00	0.00	81.89	100
1:00	0.00	0.79	0.79	0.79	1.57	1.57	3.15	1.57	0.00	0.00	0.00	2.36	0.00	0.79	0.00	0.00	86.61	100
1:30	0.00	0.79	0.79	0.79	1.57	1.57	3.15	1.57	0.00	0.00	0.00	1.57	0.00	0.79	0.00	0.00	87.40	100
2:00	0.00	0.79	0.79	0.79	1.57	1.57	2.36	1.57	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	88.98	100
2:30	0.00	0.79	0.79	1.57	1.57	1.57	2.36	1.57	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	88.19	100
3:00	0.79	0.79	0.79	0.79	1.57	1.57	1.57	2.36	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	88.19	100
3:30	0.79	0.79	0.79	0.79	0.79	1.57	1.57	2.36	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	88.98	100
4:00	0.79	0.79	0.00	0.79	0.79	1.57	1.57	2.36	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	89.76	100
4:30	0.79	0.79	0.00	0.79	0.79	1.57	1.57	2.36	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	89.76	100
5:00	0.00	0.00	0.00	0.79	0.00	0.79	1.57	1.57	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	93.70	100
5:30	0.00	0.00	0.00	0.79	0.00	0.79	1.57	1.57	0.79	0.79	0.00	0.00	0.00	0.79	0.00	0.00	92.91	100
6:00	0.00	0.00	0.00	0.00	0.00	0.79	1.57	1.57	0.79	0.79	0.00	0.00	0.00	0.79	0.00	0.00	93.70	100
6:30	0.00	0.00	0.00	0.79	0.00	0.79	1.57	1.57	0.79	0.79	0.00	0.00	0.00	0.79	0.00	0.00	92.91	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.79	0.79	0.79	0.00	0.00	0.00	0.79	0.00	0.00	95.28	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	96.85	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	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	0.00	0.00	0.00	100.00	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
10:30	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	0.00	0.00	0.00	100.00	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
11:30	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	0.00	0.00	0.00	100.00	100
average	0.74	0.26	0.41	1.07	1.07	0.94	1.39	1.48	0.30	0.16	0.00	0.43	0.20	0.77	0.00	0.00	90.80	
maximum	4.72	0.79	1.57	3.94	4.72	3.15	4.72	3.94	0.79	0.79	0.00	2.36	1.57	2.36	0.00	0.00	100.00	
std. dev.	1.28	0.38	0.61	1.34	1.48	1.07	1.42	1.48	0.39	0.32	0.00	0.65	0.41	0.90	0.00	0.00	10.20	

TABLE 5.3.F: RADIO AUDIENCES – SATURDAY

	Radju Makla	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
0:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
1:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
1:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
5:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
5:30	0.00	0.00	0.00	2.36	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	96.06	100
6:00	0.00	0.00	0.00	5.51	0.79	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	92.13	100
6:30	0.00	0.00	0.00	5.51	0.79	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	92.13	100
7:00	0.00	0.00	0.00	5.51	0.79	0.79	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	91.34	100
7:30	0.00	0.00	0.00	5.51	0.79	0.79	0.00	0.79	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	91.34	100
8:00	0.79	0.00	0.00	7.09	0.79	0.79	1.57	1.57	0.00	0.00	0.79	0.00	0.79	0.00	0.00	0.00	85.83	100
8:30	1.57	0.00	0.00	7.09	1.57	0.79	1.57	2.36	0.00	0.00	0.00	0.00	0.79	0.00	0.79	0.00	83.46	100
9:00	3.15	0.79	0.00	8.66	1.57	0.79	1.57	3.15	0.00	0.00	0.00	0.00	1.57	0.00	0.79	0.00	77.95	100
9:30	3.15	0.79	0.00	8.66	0.79	0.79	1.57	3.15	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	79.53	100
10:00	3.94	0.79	0.00	8.66	0.00	1.57	2.36	2.36	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	77.95	100
10:30	3.94	0.79	0.00	8.66	0.00	1.57	2.36	2.36	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	77.95	100
11:00	3.94	0.79	0.00	8.66	0.00	1.57	2.36	2.36	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	77.95	100
11:30	3.94	0.79	0.00	8.66	0.79	1.57	2.36	2.36	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	77.17	100
NOON	0.00	0.79	0.00	7.09	0.79	0.79	2.36	0.00	0.79	0.00	0.00	0.00	1.57	0.00	0.00	0.00	85.83	100
0:30	0.00	0.79	0.00	7.09	0.79	0.00	2.36	0.00	0.79	0.00	0.00	0.00	1.57	0.00	0.00	0.00	86.61	100
1:00	0.79	0.79	0.00	6.30	0.79	0.00	1.57	0.00	0.79	0.79	0.00	0.00	0.79	0.79	0.00	0.00	86.61	100
1:30	0.00	0.79	0.00	6.30	0.79	0.00	1.57	0.00	0.79	0.79	0.00	0.00	0.79	0.79	0.00	0.00	87.40	100
2:00	0.00	0.79	0.00	4.72	0.00	0.79	1.57	0.00	2.36	1.57	0.00	0.00	1.57	0.79	0.00	0.00	85.83	100
2:30	0.00	0.79	0.00	4.72	0.00	0.79	1.57	0.00	2.36	1.57	0.00	0.00	1.57	0.79	0.00	0.00	85.83	100
3:00	0.00	0.79	0.00	3.94	0.79	0.00	2.36	0.00	0.79	2.36	0.00	0.00	0.79	0.00	0.00	0.00	88.19	100
3:30	0.00	0.79	0.00	3.94	0.79	0.00	1.57	0.00	0.79	1.57	0.00	0.00	0.79	0.00	0.00	0.00	89.76	100
4:00	0.00	0.79	0.00	3.15	0.79	0.00	1.57	0.00	0.79	0.79	0.00	0.00	0.79	0.00	0.00	0.00	91.34	100
4:30	0.00	0.79	0.00	3.15	0.79	0.00	1.57	0.00	0.79	0.79	0.00	0.00	0.79	0.00	0.00	0.00	91.34	100
5:00	0.00	0.79	0.00	2.36	0.79	0.00	1.57	0.79	0.00	0.79	0.00	0.00	1.57	0.00	0.00	0.00	91.34	100
5:30	0.00	0.79	0.00	2.36	0.79	0.00	1.57	0.79	0.00	0.79	0.00	0.00	1.57	0.00	0.00	0.00	91.34	100
6:00	0.00	0.79	0.00	1.57	0.00	0.00	0.79	0.79	0.79	1.57	0.00	0.00	1.57	0.00	0.00	0.00	92.13	100
6:30	0.00	0.79	0.00	1.57	0.00	0.00	0.79	0.79	0.79	2.36	0.00	0.00	1.57	0.00	0.00	0.00	91.34	100
7:00	0.00	0.00	0.00	0.79	0.00	0.00	0.79	0.79	0.79	0.79	0.00	0.00	1.57	0.00	0.00	0.00	94.49	100
7:30	0.00	0.00	0.00	0.79	0.00	0.79	0.79	0.00	0.79	0.79	0.00	0.00	1.57	0.00	0.00	0.00	94.49	100
8:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
8:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
9:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
9:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
10:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
10:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
11:00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
11:30	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
Average	0.52	0.33	0.00	3.35	0.34	0.30	0.84	0.75	0.30	0.39	0.02	0.00	0.80	0.07	0.03	0.00	91.96	
maximum	3.94	0.79	0.00	8.66	1.57	1.57	2.36	3.15	2.36	2.36	0.79	0.00	2.36	0.79	0.79	0.00	99.21	
std. dev.	1.24	0.39	0.00	3.06	0.46	0.50	0.92	0.87	0.55	0.65	0.11	0.00	0.79	0.22	0.16	0.00	7.20	

TABLE 5.3.G: RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Parlament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.58	100
6:00	0.00	0.00	0.00	4.96	0.00	0.00	2.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.91	100
6:30	0.00	0.00	0.00	5.67	0.00	0.00	2.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.20	100
7:00	0.00	0.00	0.00	6.38	0.00	0.00	2.84	0.71	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	87.23	100
7:30	0.00	0.00	0.00	6.38	0.00	0.00	2.13	0.00	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	88.65	100
8:00	0.71	0.00	0.00	7.09	1.42	0.00	2.13	2.13	1.42	2.84	0.00	0.00	0.00	0.00	0.00	0.00	82.27	100
8:30	1.42	0.00	0.00	7.09	0.71	0.00	2.13	2.13	1.42	2.13	0.00	0.00	0.00	0.00	0.00	0.00	82.98	100
9:00	2.13	0.00	0.00	9.22	0.00	0.00	2.84	2.13	2.13	2.84	0.00	0.00	0.00	0.00	0.00	0.00	78.72	100
9:30	1.42	0.00	0.00	9.22	0.71	0.00	2.84	2.13	2.13	2.84	0.00	0.00	0.00	0.71	0.00	0.00	78.01	100
10:00	0.00	0.00	0.00	9.22	0.71	2.13	2.13	3.55	1.42	2.84	0.00	0.00	0.00	1.42	0.00	0.00	76.60	100
10:30	0.00	0.00	0.00	9.22	0.71	1.42	1.42	2.84	1.42	2.84	0.00	0.00	0.00	0.71	0.00	0.00	79.43	100
11:00	0.00	0.00	0.00	5.67	1.42	2.13	1.42	2.84	1.42	1.42	0.00	0.00	0.00	0.00	0.71	0.00	82.98	100
11:30	0.00	0.00	0.00	6.38	1.42	2.84	1.42	2.84	1.42	0.71	0.00	0.00	0.00	0.71	0.00	0.00	82.27	100
NOON	0.00	0.00	0.00	5.67	0.00	2.84	0.71	0.71	1.42	2.13	0.00	0.00	0.71	0.00	0.00	0.00	85.82	100
0:30	0.00	0.00	0.00	5.67	0.00	2.13	0.71	0.71	1.42	0.71	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
1:00	0.00	0.00	0.00	5.67	0.00	2.13	0.71	0.71	1.42	0.71	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
1:30	0.00	0.00	0.00	5.67	0.00	2.13	0.71	0.71	1.42	0.71	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
2:00	0.00	0.00	0.00	4.26	0.00	2.13	2.13	0.71	0.71	1.42	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
2:30	0.00	0.00	0.00	4.26	0.00	2.13	2.13	0.71	0.71	1.42	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
3:00	0.71	0.00	0.00	4.26	0.00	1.42	2.13	0.71	0.71	2.13	0.00	0.00	0.71	0.00	0.00	0.00	87.23	100
3:30	0.71	0.00	0.00	4.26	0.00	1.42	2.13	0.71	0.71	2.13	0.00	0.00	0.71	0.00	0.00	0.00	87.23	100
4:00	0.71	0.00	0.00	4.26	0.00	1.42	1.42	0.71	0.71	2.13	0.00	0.00	1.42	0.00	0.00	0.00	87.23	100
4:30	0.71	0.00	0.00	4.26	0.00	1.42	1.42	0.71	0.71	2.13	0.00	0.00	0.71	0.00	0.00	0.00	87.94	100
5:00	0.00	0.00	0.00	2.84	0.00	1.42	1.42	1.42	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	90.07	100
5:30	0.00	0.00	0.00	2.84	0.00	1.42	1.42	1.42	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	90.07	100
6:00	0.00	0.00	0.00	2.84	0.00	0.71	1.42	1.42	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	90.78	100
6:30	0.00	0.00	0.00	2.84	0.00	0.71	1.42	1.42	0.71	2.13	0.00	0.00	0.00	0.00	0.00	0.00	90.78	100
7:00	0.00	0.00	0.00	2.84	0.00	0.00	0.71	2.13	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.62	100
7:30	0.00	0.00	0.00	2.13	0.00	0.00	0.71	0.71	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.74	100
8:00	0.00	0.00	0.00	1.42	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.16	100
8:30	0.00	0.00	0.00	1.42	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.16	100
9:00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	0.71	0.00	0.00	0.00	97.16	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	0.71	0.00	0.00	0.00	97.87	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	98.58	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	98.58	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	0.00	0.00	0.71	0.00	0.00	0.00	97.87	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	0.00	0.00	0.71	0.00	0.00	0.00	97.87	100
average	0.18	0.00	0.00	3.25	0.15	0.66	1.09	0.77	0.65	1.03	0.00	0.00	0.25	0.09	0.00	0.00	91.87	
maximum	2.13	0.00	0.00	9.22	1.42	2.84	2.84	3.55	2.13	2.84	0.00	0.00	1.42	1.42	0.00	0.00	100.00	
std.dev.	0.45	0.00	0.00	3.04	0.39	0.94	0.89	0.98	0.62	1.06	0.00	0.00	0.37	0.28	0.00	0.00	7.12	

TABLE 5.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	Radju Malta	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	Other Station	None	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.22	0.00	0.11	0.11	0.22	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
0:30	0.00	0.00	0.00	0.22	0.00	0.11	0.11	0.22	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
1:00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
1:30	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
2:00	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
2:30	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.67	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.67	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	99.56	100
5:00	0.11	0.00	0.00	0.44	0.00	0.00	0.22	0.22	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.00	98.80	100
5:30	0.11	0.00	0.00	1.42	0.00	0.00	0.33	0.33	0.11	0.22	0.11	0.00	0.11	0.00	0.00	0.00	97.26	100
6:00	0.44	0.00	0.11	3.28	0.55	0.55	0.77	0.88	0.22	0.33	0.11	0.00	0.22	0.22	0.00	0.00	92.34	100
6:30	0.44	0.22	0.11	3.72	0.55	0.44	0.88	0.88	0.22	0.33	0.22	0.11	0.22	0.22	0.00	0.00	91.47	100
7:00	0.66	0.11	0.11	4.49	0.98	0.98	1.86	1.31	0.44	1.09	0.11	0.33	0.22	0.55	0.11	0.00	86.65	100
7:30	0.66	0.00	0.44	4.60	1.20	0.88	1.97	1.31	0.55	0.88	0.00	0.33	0.44	0.55	0.22	0.00	86.00	100
8:00	1.64	0.11	0.55	5.14	2.08	2.08	2.84	1.86	0.88	0.98	0.22	0.33	0.98	0.98	0.11	0.00	79.21	100
8:30	1.64	0.11	0.55	5.25	1.75	2.08	3.28	1.97	0.88	0.88	0.11	0.55	0.98	0.88	0.22	0.00	78.88	100
9:00	2.63	0.66	0.55	5.91	1.86	1.86	4.05	2.19	1.09	1.09	0.11	0.77	0.98	0.98	0.22	0.00	75.05	100
9:30	2.63	0.55	0.55	6.02	1.86	1.97	4.05	2.19	1.20	1.09	0.11	0.66	0.98	1.09	0.11	0.00	74.95	100
10:00	2.74	0.55	0.55	5.91	1.75	2.19	4.16	2.52	1.20	0.98	0.11	0.77	0.98	1.31	0.11	0.00	74.18	100
10:30	2.63	0.55	0.55	5.91	1.64	2.08	4.05	2.41	1.20	0.98	0.11	0.77	0.98	1.20	0.11	0.11	74.73	100
11:00	2.63	0.55	0.44	5.25	1.86	2.41	3.83	2.52	1.31	0.88	0.00	0.55	0.98	1.09	0.11	0.11	75.49	100
11:30	2.63	0.55	0.44	5.69	2.19	2.52	3.83	2.41	1.09	0.66	0.00	0.55	0.98	1.09	0.11	0.11	75.16	100
NOON	1.20	0.55	0.22	4.38	1.64	1.97	2.84	1.42	0.88	0.98	0.00	0.44	0.98	0.77	0.11	0.11	81.51	100
0:30	0.88	0.44	0.22	4.49	1.42	1.64	2.84	1.42	0.88	0.66	0.00	0.55	0.98	0.66	0.11	0.11	82.71	100
1:00	0.77	0.44	0.11	3.94	1.20	1.53	2.52	1.20	0.77	0.66	0.00	0.55	0.77	0.55	0.11	0.00	84.90	100
1:30	0.55	0.44	0.11	3.61	1.31	1.53	2.52	1.20	0.77	0.55	0.00	0.44	0.77	0.55	0.11	0.00	85.56	100
2:00	0.55	0.44	0.22	2.84	1.09	1.64	2.41	1.09	0.77	0.77	0.00	0.33	0.88	0.44	0.11	0.00	86.43	100
2:30	0.55	0.44	0.22	2.95	1.09	1.64	2.52	1.09	0.88	0.77	0.00	0.33	0.88	0.44	0.11	0.00	86.11	100
3:00	0.77	0.44	0.22	2.95	0.98	1.53	2.30	1.20	0.66	0.98	0.00	0.33	0.77	0.33	0.11	0.11	86.32	100
3:30	0.77	0.44	0.22	2.84	0.88	1.42	2.08	1.20	0.66	0.88	0.00	0.33	0.77	0.33	0.11	0.11	86.98	100
4:00	0.77	0.44	0.11	2.52	0.88	1.31	1.53	1.20	0.66	0.98	0.00	0.22	0.77	0.33	0.11	0.11	88.07	100
4:30	0.77	0.44	0.22	2.52	0.77	1.20	1.53	1.31	0.55	0.98	0.00	0.11	0.66	0.33	0.11	0.11	88.40	100
5:00	0.33	0.44	0.11	2.30	0.77	1.31	1.31	1.42	0.44	0.98	0.00	0.00	0.55	0.33	0.11	0.00	89.61	100
5:30	0.33	0.44	0.11	2.63	0.77	1.20	1.31	1.20	0.55	1.20	0.00	0.00	0.66	0.33	0.11	0.00	89.17	100
6:00	0.44	0.22	0.11	1.86	0.44	0.88	1.42	1.09	0.66	1.31	0.00	0.00	0.44	0.44	0.11	0.00	90.59	100
6:30	0.33	0.22	0.00	1.86	0.11	0.77	1.42	0.98	0.66	1.31	0.00	0.00	0.44	0.44	0.11	0.00	91.36	100
7:00	0.22	0.33	0.00	1.53	0.00	0.33	1.31	0.88	0.55	0.55	0.00	0.00	0.22	0.33	0.11	0.00	93.65	100
7:30	0.22	0.22	0.11	1.31	0.00	0.33	1.09	0.22	0.55	0.44	0.00	0.00	0.22	0.33	0.11	0.00	94.86	100
8:00	0.11	0.00	0.00	0.66	0.11	0.33	0.55	0.11	0.22	0.33	0.00	0.00	0.00	0.00	0.00	0.00	97.59	100
8:30	0.11	0.00	0.00	0.66	0.00	0.22	0.55	0.11	0.22	0.33	0.00	0.00	0.00	0.00	0.00	0.00	97.81	100
9:00	0.00	0.11	0.00	0.66	0.00	0.11	0.44	0.11	0.11	0.33	0.00	0.00	0.11	0.00	0.00	0.00	98.03	100
9:30	0.00	0.11	0.00	0.33	0.00	0.11	0.44	0.11	0.11	0.33	0.00	0.00	0.11	0.00	0.00	0.00	98.36	100
10:00	0.00	0.00	0.00	0.22	0.00	0.11	0.33	0.11	0.00	0.33	0.00	0.00	0.11	0.00	0.00	0.00	98.80	100
10:30	0.00	0.00	0.00	0.22	0.00	0.11	0.33	0.11	0.00	0.33	0.00	0.00	0.11	0.00	0.00	0.00	98.80	100
11:00	0.00	0.00	0.00	0.22	0.00	0.11	0.22	0.22	0.00	0.55	0.00	0.00	0.11	0.00	0.00	0.00	98.58	100
11:30	0.00	0.00	0.00	0.22	0.00	0.11	0.22	0.22	0.00	0.44	0.00	0.00	0.11	0.00	0.00	0.00	98.69	100
average	0.65	0.22	0.15	2.32	0.66	0.87	1.48	0.93	0.46	0.58	0.03	0.19	0.43	0.36	0.07	0.02	90.59	
maximum	2.74	0.66	0.55	6.02	2.19	2.52	4.16	2.52	1.31	1.31	0.22	0.77	0.98	1.31	0.22	0.11	99.67	
std.dev.	0.86	0.23	0.19	2.08	0.73	0.83	1.34	0.77	0.42	0.41	0.06	0.26	0.40	0.40	0.07	0.04	8.61	

TABLE 6.3.A: TV AUDIENCES – MONDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	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	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:30	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	0.00	0.00	0.00	100.00	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	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	0.00	0.00	0.00	100.00	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
10:30	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	0.00	0.00	0.00	100.00	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
11:30	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	0.00	0.00	0.00	100.00	100
NOON	1.54	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	0.00	0.00	98.46	100
12:30	1.54	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	0.00	0.00	98.46	100
1:00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
1:30	1.54	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	95.38	100
2:00	0.77	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	2.31	0.77	0.00	0.00	0.00	0.00	0.00	93.08	100
2:30	0.77	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	2.31	0.77	0.00	0.00	0.00	0.00	0.00	93.08	100
3:00	0.00	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	1.54	2.31	0.00	0.00	0.00	0.00	0.00	93.08	100
3:30	0.00	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	2.31	0.00	0.00	0.00	0.00	0.00	93.85	100
4:00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	0.00	0.00	95.38	100
4:30	0.00	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.00	0.00	0.00	95.38	100
5:00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	96.15	100
5:30	0.77	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	95.38	100
6:00	1.54	3.08	0.77	0.00	0.77	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.77	0.00	0.77	91.54	100
6:30	1.54	3.08	3.08	0.00	0.77	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.77	0.00	2.31	87.69	100
7:00	1.54	4.62	4.62	0.00	0.77	0.00	0.00	0.00	0.00	0.00	1.54	0.00	0.00	1.54	0.00	2.31	83.08	100
7:30	1.54	9.23	3.85	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.77	81.54	100
7:45	2.31	9.23	4.62	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.77	80.00	100
8:00	8.46	9.23	4.62	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	1.54	73.08	100
8:30	12.31	7.69	16.92	0.00	0.77	2.31	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.54	56.92	100
9:00	10.00	6.15	16.92	0.00	0.00	2.31	0.00	0.00	0.00	0.77	2.31	0.77	0.00	0.00	0.00	0.77	60.00	100
9:30	8.46	4.62	8.46	0.00	0.00	2.31	0.00	0.00	0.00	1.54	3.85	0.77	0.00	0.00	0.00	1.54	68.46	100
10:00	6.15	2.31	2.31	0.00	0.00	2.31	0.00	0.00	0.00	0.77	3.08	0.77	0.00	0.00	0.00	1.54	80.77	100
10:30	4.62	0.77	0.77	0.00	0.00	2.31	0.00	0.00	0.00	0.77	3.08	0.77	0.00	0.00	0.00	0.77	86.15	100
11:00	2.31	0.77	0.77	0.00	0.00	0.77	0.00	0.00	0.00	1.54	0.77	0.00	0.00	0.00	0.00	0.00	93.08	100
11:30	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	95.38	100

average	1.46	1.66	1.38	0.00	0.17	0.30	0.00	0.00	0.05	0.31	0.64	0.13	0.00	0.06	0.00	0.30	6.47
maximum	12.31	9.23	16.92	0.00	0.77	2.31	0.00	0.00	0.77	2.31	3.85	0.77	0.00	1.54	0.00	2.31	43.08
std. dev.	2.83	2.62	3.67	0.00	0.32	0.72	0.00	0.00	0.19	0.61	1.00	0.29	0.00	0.26	0.00	0.62	10.51

[ITV did not register any viewers]

TABLE 6.3.B: TV AUDIENCES – TUESDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	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	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:30	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	0.00	0.00	0.00	100.00	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	0.00	0.00	0.78	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	99.22	100
10:00	0.00	0.00	0.78	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	99.22	100
10:30	0.00	0.00	0.78	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	99.22	100
11:00	0.00	0.00	0.78	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	99.22	100
11:30	0.00	0.00	0.78	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	99.22	100
NOON	0.00	0.78	0.78	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	98.45	100
12:30	0.00	0.78	0.78	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	98.45	100
1:00	0.00	0.78	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
1:30	0.00	0.78	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	97.67	100
2:00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	98.45	100
2:30	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	98.45	100
3:00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	98.45	100
3:30	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.78	97.67	100
4:00	0.00	1.55	1.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	96.12	100
4:30	0.00	1.55	1.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	96.12	100
5:00	0.78	1.55	1.55	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	96.12	100
5:30	0.78	1.55	1.55	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	96.12	100
6:00	1.55	3.10	1.55	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	93.80	100
6:30	1.55	3.10	2.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	92.25	100
7:00	1.55	3.10	4.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	89.92	100
7:30	3.10	8.53	3.88	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	84.50	100
7:45	3.10	8.53	6.20	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	82.17	100
8:00	7.75	10.08	6.20	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.19	100
8:30	10.85	17.05	6.98	0.00	0.00	0.00	0.00	0.78	2.33	0.00	2.33	0.00	0.00	0.00	0.78	2.33	56.59	100
9:00	9.30	17.83	6.98	0.00	0.00	0.00	0.78	0.78	2.33	1.55	2.33	0.00	0.78	0.00	0.78	2.33	54.26	100
9:30	6.20	9.30	3.10	0.00	0.00	0.00	0.78	0.78	1.55	1.55	2.33	0.00	0.78	0.00	0.00	2.33	71.32	100
10:00	5.43	6.98	1.55	0.78	0.00	0.00	0.78	0.00	1.55	0.78	2.33	0.00	0.78	0.00	0.00	2.33	76.74	100
10:30	5.43	4.65	1.55	0.78	0.00	0.00	0.00	0.00	1.55	0.78	1.55	0.00	0.78	0.00	0.00	1.55	81.40	100
11:00	0.78	1.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.55	0.00	0.00	0.00	0.00	0.78	95.35	100
11:30	0.00	1.55	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	0.00	98.45	100

average	1.19	2.20	1.19	0.03	0.00	0.00	0.05	0.06	0.19	0.19	0.25	0.00	0.06	0.00	0.03	0.32	5.76
maximum	10.85	17.83	6.98	0.78	0.00	0.00	0.78	0.78	2.33	1.55	2.33	0.00	0.78	0.00	0.78	2.33	45.74
std. dev.	2.59	4.14	1.93	0.15	0.00	0.00	0.19	0.21	0.58	0.40	0.70	0.00	0.21	0.00	0.15	0.69	10.75

[ITV did not register any viewers]

TABLE 6.3.C: TV AUDIENCES – WEDNESDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.77	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	99.23	100
0:30	0.00	0.00	0.77	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	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	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	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:30	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	0.00	0.00	0.00	100.00	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	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	0.00	0.00	0.00	100.00	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
10:30	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	0.00	0.00	0.00	100.00	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
NOON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
12:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
1:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	98.46	100
2:00	0.00	0.00	2.31	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	97.69	100
2:30	0.00	0.00	2.31	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	97.69	100
3:00	0.00	0.00	2.31	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	97.69	100
3:30	0.00	0.00	2.31	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	97.69	100
4:00	0.00	0.00	2.31	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	97.69	100
4:30	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.92	100
5:00	0.00	0.77	3.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	95.38	100
5:30	0.00	0.77	3.08	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	95.38	100
6:00	3.08	0.77	4.62	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	0.00	0.00	0.00	89.23	100
6:30	3.08	0.77	6.15	0.00	0.00	0.00	0.00	0.00	0.00	1.54	1.54	0.00	0.00	0.00	0.00	0.77	86.15	100
7:00	4.62	1.54	6.15	0.00	0.00	0.77	0.00	0.00	0.00	1.54	3.08	0.77	0.00	0.00	0.00	0.77	80.77	100
7:30	3.85	4.62	5.38	0.00	0.00	0.77	0.00	0.00	0.00	1.54	3.08	0.77	0.00	0.00	0.00	0.77	79.23	100
7:45	3.85	4.62	6.15	0.00	0.00	0.77	0.00	0.00	0.00	1.54	2.31	0.77	0.00	0.00	0.00	0.77	79.23	100
8:00	9.23	3.08	7.69	0.00	0.00	2.31	0.00	0.00	0.77	0.77	1.54	0.77	0.00	0.77	0.00	0.77	72.31	100
8:30	6.92	5.38	9.23	0.00	0.00	2.31	0.00	0.77	0.77	1.54	1.54	0.00	0.00	0.77	0.00	1.54	69.23	100
9:00	5.38	6.15	8.46	0.00	0.00	3.08	0.00	0.77	0.00	1.54	0.77	0.00	0.00	0.00	0.00	1.54	72.31	100
9:30	3.85	3.85	6.92	0.00	0.00	3.08	0.00	0.77	0.00	1.54	0.00	0.00	0.00	0.00	0.00	1.54	78.46	100
10:00	2.31	1.54	4.62	0.00	0.00	1.54	0.77	0.77	0.77	1.54	0.00	0.00	0.77	0.00	0.00	1.54	83.85	100
10:30	2.31	1.54	2.31	0.00	0.00	0.77	0.00	0.77	0.77	0.00	0.77	0.00	0.77	0.00	0.00	1.54	88.46	100
11:00	0.00	0.77	1.54	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	95.38	100
11:30	0.00	1.54	1.54	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	95.38	100

average	0.99	0.77	1.90	0.00	0.00	0.31	0.05	0.13	0.06	0.31	0.33	0.06	0.03	0.03	0.00	0.33	5.31
maximum	9.23	6.15	9.23	0.00	0.00	3.08	0.77	0.77	0.77	1.54	3.08	0.77	0.77	0.77	0.00	1.54	30.77
std. dev.	2.09	1.56	2.64	0.00	0.00	0.78	0.19	0.29	0.21	0.61	0.77	0.21	0.15	0.15	0.00	0.52	8.69

[ITV did not register any viewers]

TABLE 6.3.D: TV AUDIENCES – THURSDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	3.08	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	0.00	0.00	96.92	100
0:30	2.31	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	0.00	0.00	97.69	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.77	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	0.00	99.23	100
6:30	0.00	0.77	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	0.00	99.23	100
7:00	0.00	0.77	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	0.00	99.23	100
7:30	0.00	0.77	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	0.00	99.23	100
8:00	0.00	0.77	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	0.00	99.23	100
8:30	0.00	0.77	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	0.00	99.23	100
9:00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
9:30	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
10:00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
10:30	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
11:00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
11:30	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.69	100
NOON	1.54	0.77	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.15	100
12:30	1.54	0.77	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.15	100
1:00	1.54	0.77	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100
1:30	1.54	1.54	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.15	100
2:00	1.54	1.54	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	0.00	96.92	100
2:30	1.54	1.54	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	0.00	96.92	100
3:00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.15	100
3:30	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.15	100
4:00	0.77	2.31	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	94.62	100
4:30	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.15	100
5:00	0.77	1.54	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	0.00	97.69	100
5:30	0.77	1.54	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	0.00	97.69	100
6:00	1.54	1.54	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	94.62	100
6:30	1.54	2.31	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	93.08	100
7:00	0.00	3.08	1.54	0.00	0.00	0.77	0.00	0.00	0.00	0.00	3.85	0.77	0.00	0.00	0.00	0.77	89.23	100
7:30	0.00	4.62	1.54	0.00	0.00	0.77	0.00	0.00	0.00	0.00	4.62	0.77	0.00	0.00	0.00	0.77	86.92	100
7:45	0.00	4.62	2.31	0.00	0.00	0.77	0.00	0.00	0.00	0.00	3.85	0.77	0.00	0.00	0.00	0.77	86.92	100
8:00	3.85	5.38	2.31	0.00	0.00	0.77	0.00	0.00	0.77	0.77	4.62	0.00	0.77	0.00	0.00	1.54	79.23	100
8:30	23.08	7.69	4.62	0.00	0.00	1.54	0.00	0.77	1.54	2.31	5.38	0.00	0.00	0.00	0.00	1.54	51.54	100
9:00	23.08	6.15	4.62	0.00	0.00	0.77	0.00	0.77	1.54	2.31	5.38	0.77	0.00	0.00	0.00	2.31	52.31	100
9:30	21.54	5.38	4.62	0.00	0.00	0.77	0.00	0.77	0.77	3.08	5.38	0.00	0.00	0.00	0.00	3.08	54.62	100
10:00	19.23	4.62	0.77	0.00	0.77	0.00	0.00	0.77	0.77	1.54	5.38	0.00	0.00	0.00	0.00	3.08	63.08	100
10:30	13.85	3.85	0.77	0.00	0.00	0.00	0.00	0.00	0.77	1.54	3.85	0.00	0.00	0.00	0.00	3.08	72.31	100
11:00	9.23	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	87.69	100
11:30	5.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	93.85	100

average	2.98	1.54	0.52	0.00	0.02	0.19	0.00	0.13	0.13	0.24	1.15	0.06	0.02	0.00	0.00	0.41	7.36
maximum	23.08	7.69	4.62	0.00	0.77	1.54	0.00	0.77	1.54	3.08	5.38	0.77	0.77	0.00	0.00	3.08	48.46
std. dev.	6.17	1.87	1.20	0.00	0.11	0.37	0.00	0.29	0.36	0.69	1.81	0.21	0.11	0.00	0.00	0.85	12.52

[ITV did not register any viewers]

TABLE 6.3.E: TV AUDIENCES – FRIDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	97.64	100
0:30	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	97.64	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.79	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	0.00	99.21	100
7:30	0.00	0.79	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	0.00	99.21	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:30	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	0.00	0.00	0.00	100.00	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	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	0.00	0.00	0.00	100.00	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
10:30	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	0.00	0.00	0.00	100.00	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
11:30	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	0.00	0.00	0.00	100.00	100
NOON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	99.21	100
12:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	99.21	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	99.21	100
1:30	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	98.43	100
2:00	1.57	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.79	0.00	0.00	0.00	94.49	100
2:30	1.57	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.79	0.00	0.00	0.00	93.70	100
3:00	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	1.57	0.00	0.79	0.00	0.00	0.79	94.49	100
3:30	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	1.57	0.00	0.79	0.00	0.00	0.79	95.28	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	0.79	97.64	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	0.79	97.64	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.79	98.43	100
5:30	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	0.79	96.85	100
6:00	1.57	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	2.36	0.00	0.00	0.00	0.00	0.79	92.91	100
6:30	3.15	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	2.36	0.00	0.00	0.00	0.00	0.79	90.55	100
7:00	3.15	2.36	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.79	90.55	100
7:30	2.36	2.36	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.79	91.34	100
7:45	3.15	3.15	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.79	88.98	100
8:00	14.17	3.15	2.36	0.00	0.00	0.00	0.00	0.00	0.79	0.00	1.57	0.00	0.00	0.79	0.00	0.79	76.38	100
8:30	27.56	3.15	1.57	0.00	0.00	0.00	0.00	0.00	0.79	0.00	1.57	0.00	0.00	0.79	0.00	1.57	62.99	100
9:00	33.07	3.94	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	3.94	0.00	0.00	0.79	0.00	3.15	53.54	100
9:30	31.50	3.94	0.79	0.00	0.00	0.00	0.00	0.00	0.79	0.79	3.94	0.00	0.00	0.79	0.00	1.57	55.91	100
10:00	27.56	3.15	0.79	0.00	0.00	0.00	0.00	0.00	0.79	1.57	4.72	0.00	0.00	0.00	0.00	0.79	60.63	100
10:30	23.62	1.57	0.79	0.00	0.00	0.00	0.00	0.00	0.00	1.57	4.72	0.00	0.00	0.00	0.00	0.79	66.93	100
11:00	6.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.79	91.34	100
11:30	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.79	95.28	100

average	3.81	0.76	0.24	0.00	0.00	0.00	0.00	0.00	0.06	0.24	0.87	0.00	0.13	0.11	0.00	0.40	6.62
maximum	33.07	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.79	1.57	4.72	0.00	0.79	0.79	0.00	3.15	46.46
std. dev.	8.83	1.20	0.51	0.00	0.00	0.00	0.00	0.00	0.22	0.43	1.27	0.00	0.29	0.28	0.00	0.60	12.26

[ITV did not register any viewers]

TABLE 6.3.F: TV AUDIENCES – SATURDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100
0:30	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	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	99.21	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	99.21	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	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	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.79	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	99.21	100
8:30	0.00	0.00	0.79	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	99.21	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
9:30	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	0.00	0.00	0.00	100.00	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	99.21	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	99.21	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	99.21	100
11:30	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	98.43	100
NOON	0.79	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	0.00	0.00	99.21	100
12:30	0.79	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	0.00	0.00	99.21	100
1:00	0.79	1.57	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	96.06	100
1:30	0.79	2.36	0.79	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	96.06	100
2:00	0.79	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	91.34	100
2:30	0.79	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.00	1.57	88.98	100
3:00	0.79	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.00	1.57	88.98	100
3:30	0.79	3.94	1.57	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.79	0.00	0.00	1.57	89.76	100
4:00	2.36	3.94	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	2.36	88.98	100
4:30	2.36	3.94	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	2.36	88.98	100
5:00	1.57	3.94	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	2.36	89.76	100
5:30	1.57	3.15	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	2.36	90.55	100
6:00	0.79	3.94	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.15	89.76	100
6:30	0.79	4.72	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.36	89.76	100
7:00	0.79	3.94	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	2.36	90.55	100
7:30	2.36	4.72	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	2.36	88.19	100
7:45	2.36	4.72	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	2.36	88.19	100
8:00	3.94	7.09	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.79	0.00	0.00	0.00	0.00	1.57	83.46	100
8:30	11.81	12.60	2.36	0.00	0.00	0.00	0.00	0.00	0.79	0.00	3.15	0.00	0.00	0.00	0.00	1.57	67.72	100
9:00	9.45	13.39	1.57	0.00	0.00	0.00	0.00	0.00	1.57	3.15	5.51	0.00	0.00	0.00	0.00	0.79	64.57	100
9:30	7.87	13.39	1.57	0.00	0.00	0.00	0.00	0.00	1.57	3.15	5.51	0.00	0.79	0.00	0.00	0.79	65.35	100
10:00	6.30	9.45	1.57	0.00	0.00	0.00	0.00	0.00	1.57	3.94	3.15	0.00	0.00	0.00	0.00	0.79	73.23	100
10:30	4.72	4.72	0.79	0.00	0.00	0.00	0.00	0.00	1.57	3.15	2.36	0.00	0.00	0.00	0.00	0.79	81.89	100
11:00	1.57	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.79	1.57	0.00	0.00	0.00	0.00	0.00	0.79	94.49	100
11:30	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.00	0.79	96.85	100

average	1.41	2.39	0.72	0.00	0.00	0.00	0.00	0.00	0.16	0.55	0.63	0.00	0.06	0.00	0.00	0.74	6.67
maximum	11.81	13.39	2.36	0.00	0.00	0.00	0.00	0.00	1.57	3.94	5.51	0.00	0.79	0.00	0.00	3.15	35.43
std.dev.	2.54	3.60	0.88	0.00	0.00	0.00	0.00	0.00	0.45	0.99	1.26	0.00	0.22	0.00	0.00	0.98	9.31

[ITV did not register any viewers]

TABLE 6.3.G: TV AUDIENCES – SUNDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MNGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.71	98.58	100
0:30	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	0.00	0.00	0.71	99.29	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	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	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	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	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
7:30	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
8:00	0.71	3.55	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	94.33	100
8:30	1.42	3.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	94.33	100
9:00	0.71	3.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	95.04	100
9:30	0.71	3.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	95.04	100
10:00	0.71	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	94.33	100
10:30	0.71	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	94.33	100
11:00	3.55	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.71	90.07	100
11:30	3.55	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.71	90.78	100
NOON	4.26	2.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.71	0.00	0.71	91.49	100
12:30	2.13	2.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.71	0.00	0.00	94.33	100
1:00	2.13	2.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.71	92.91	100
1:30	1.42	2.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.71	93.62	100
2:00	0.71	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.71	0.00	0.00	0.00	0.00	2.13	90.78	100
2:30	0.71	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.71	0.00	0.00	0.00	0.00	2.13	90.78	100
3:00	0.00	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.71	0.00	0.00	0.00	0.00	2.13	90.78	100
3:30	0.00	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.71	0.00	0.00	0.00	0.00	2.13	90.78	100
4:00	1.42	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.00	0.00	2.13	90.07	100
4:30	1.42	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.00	0.00	2.13	90.07	100
5:00	1.42	4.96	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	2.13	90.07	100
5:30	1.42	4.96	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	2.13	90.07	100
6:00	1.42	4.26	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.00	0.00	2.13	90.07	100
6:30	1.42	4.26	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.00	0.00	2.13	90.07	100
7:00	2.13	7.09	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	1.42	86.52	100
7:30	2.84	11.35	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.71	0.00	0.71	81.56	100
7:45	2.84	11.35	1.42	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.71	0.00	0.71	82.27	100
8:00	9.22	11.35	1.42	0.00	0.00	0.71	0.71	0.00	0.71	0.71	0.00	0.00	0.00	0.71	0.00	0.71	73.76	100
8:30	19.15	12.77	1.42	0.00	0.00	0.71	1.42	0.00	1.42	0.71	2.13	0.00	0.00	0.71	0.00	1.42	58.16	100
9:00	17.73	12.77	1.42	0.00	0.00	2.13	1.42	0.00	1.42	0.71	2.13	0.00	0.00	1.42	0.00	2.13	56.74	100
9:30	9.22	12.77	0.71	0.00	0.00	2.13	1.42	0.00	1.42	0.71	2.13	0.00	0.00	1.42	0.00	2.13	65.96	100
10:00	4.96	6.38	1.42	0.00	0.00	1.42	1.42	0.00	1.42	0.71	1.42	0.00	0.00	0.00	0.00	1.42	79.43	100
10:30	3.55	4.26	1.42	0.00	0.00	1.42	0.71	0.00	0.71	0.00	1.42	0.00	0.00	0.00	0.00	1.42	85.11	100
11:00	1.42	1.42	0.71	0.00	0.00	1.42	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	1.42	92.20	100
11:30	0.71	0.71	0.71	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	1.42	95.04	100

average	2.16	3.69	0.33	0.00	0.00	0.26	0.14	0.00	0.16	0.33	0.42	0.00	0.03	0.26	0.00	0.84	8.63	
maximum	19.15	12.77	1.42	0.00	0.00	2.13	1.42	0.00	1.42	1.42	2.13	0.00	0.71	1.42	0.00	2.13	43.26	
std.dev.	3.97	3.80	0.54	0.00	0.00	0.55	0.41	0.00	0.42	0.50	0.65	0.00	0.14	0.40	0.00	0.88	10.09	

[ITV did not register any viewers]

TABLE 6.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	One TV	Net TV	Smash TV	Education 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.77	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.00	0.11	98.69	100
0:30	0.55	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	99.12	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	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	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.89	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.89	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	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	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	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	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	0.00	0.00	0.00	100.00	100
6:00	0.00	0.11	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	0.00	99.89	100
6:30	0.00	0.11	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	0.00	99.89	100
7:00	0.00	0.22	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.67	100
7:30	0.00	0.22	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.67	100
8:00	0.11	0.66	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	98.91	100
8:30	0.22	0.66	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	98.91	100
9:00	0.22	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.00	98.91	100
9:30	0.22	0.66	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.00	98.80	100
10:00	0.22	0.77	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.11	0.00	0.00	98.58	100
10:30	0.22	0.77	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.11	0.00	0.00	98.58	100
11:00	0.66	0.88	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.11	0.00	0.11	97.92	100
11:30	0.77	0.77	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.22	0.00	0.00	0.11	0.00	0.11	97.81	100
NOON	1.20	0.55	0.11	0.00	0.00	0.11	0.00	0.11	0.00	0.11	0.11	0.00	0.11	0.11	0.00	0.11	97.37	100
12:30	0.88	0.55	0.11	0.00	0.00	0.11	0.00	0.11	0.00	0.11	0.11	0.00	0.11	0.11	0.00	0.00	97.81	100
1:00	0.88	0.88	0.22	0.00	0.00	0.11	0.00	0.00	0.00	0.44	0.11	0.00	0.11	0.00	0.00	0.22	97.05	100
1:30	0.77	1.53	0.33	0.00	0.00	0.11	0.00	0.00	0.00	0.33	0.11	0.00	0.11	0.00	0.00	0.22	96.50	100
2:00	0.77	1.97	0.77	0.00	0.11	0.00	0.00	0.00	0.00	0.77	0.33	0.00	0.11	0.00	0.00	0.55	94.64	100
2:30	0.77	1.97	0.77	0.00	0.11	0.00	0.00	0.00	0.00	0.98	0.33	0.00	0.22	0.00	0.00	0.66	94.20	100
3:00	0.33	2.08	0.66	0.00	0.11	0.00	0.00	0.11	0.00	0.88	0.66	0.00	0.22	0.00	0.00	0.77	94.20	100
3:30	0.22	2.08	0.55	0.00	0.11	0.00	0.00	0.11	0.00	0.77	0.66	0.00	0.22	0.00	0.00	0.88	94.42	100
4:00	0.66	2.19	0.66	0.00	0.00	0.00	0.00	0.11	0.00	0.33	0.66	0.11	0.00	0.00	0.00	0.98	94.31	100
4:30	0.66	2.08	0.66	0.00	0.00	0.00	0.00	0.11	0.11	0.33	0.44	0.11	0.00	0.00	0.00	1.09	94.42	100
5:00	0.77	2.08	0.88	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.22	0.11	0.11	0.00	0.00	0.88	94.75	100
5:30	0.77	2.19	0.88	0.00	0.00	0.00	0.00	0.00	0.11	0.33	0.22	0.11	0.11	0.00	0.00	0.77	94.53	100
6:00	1.64	2.63	1.53	0.00	0.11	0.00	0.00	0.00	0.00	0.55	0.77	0.00	0.00	0.11	0.00	0.98	91.68	100
6:30	1.86	2.95	2.19	0.00	0.11	0.00	0.00	0.00	0.00	0.55	0.98	0.00	0.00	0.11	0.00	1.31	89.93	100
7:00	1.97	3.72	2.95	0.00	0.11	0.22	0.00	0.00	0.00	0.22	1.75	0.22	0.00	0.33	0.00	1.31	87.20	100
7:30	2.30	6.56	2.63	0.00	0.11	0.33	0.00	0.00	0.00	0.22	1.86	0.22	0.00	0.22	0.00	0.88	84.68	100
7:45	2.52	6.67	3.39	0.00	0.11	0.33	0.00	0.00	0.11	0.22	1.42	0.22	0.00	0.22	0.00	0.88	83.92	100
8:00	8.10	7.11	3.83	0.00	0.11	0.66	0.11	0.11	0.44	0.44	1.42	0.11	0.11	0.33	0.00	0.98	76.15	100
8:30	15.97	9.52	6.13	0.00	0.11	0.98	0.22	0.33	1.09	0.77	2.41	0.00	0.00	0.33	0.11	1.64	60.39	100
9:00	15.43	9.52	5.80	0.00	0.00	1.20	0.33	0.33	0.98	1.53	3.17	0.22	0.11	0.33	0.11	1.86	59.08	100
9:30	12.58	7.66	3.72	0.00	0.00	1.20	0.33	0.33	0.88	1.75	3.28	0.11	0.22	0.33	0.00	1.86	65.75	100
10:00	10.18	4.92	1.86	0.11	0.11	0.77	0.44	0.22	0.98	1.53	2.84	0.11	0.22	0.00	0.00	1.64	74.07	100
10:30	8.21	3.06	1.20	0.11	0.00	0.66	0.11	0.11	0.77	1.09	2.52	0.11	0.22	0.00	0.00	1.42	80.42	100
11:00	3.06	0.66	0.66	0.00	0.00	0.33	0.11	0.00	0.11	0.44	1.20	0.00	0.00	0.00	0.00	0.66	92.78	100
11:30	1.53	0.66	0.33	0.00	0.00	0.11	0.11	0.00	0.00	0.33	0.66	0.00	0.00	0.00	0.00	0.55	95.73	100

average	2.00	1.88	0.89	0.00	0.03	0.15	0.04	0.04	0.12	0.31	0.61	0.04	0.05	0.07	0.00	0.49	6.85
maximum	15.97	9.52	6.13	0.11	0.11	1.20	0.44	0.33	1.09	1.75	3.28	0.22	0.22	0.33	0.11	1.86	40.92
std.dev.	3.91	2.55	1.48	0.02	0.05	0.31	0.10	0.09	0.29	0.45	0.90	0.07	0.08	0.11	0.02	0.59	10.24

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