



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL--JUNE 2007**

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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 April-June 2007 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 April to June 2007.

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

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LIST OF NATIONWIDE RADIO STATIONS LICENCED DURING 2006-2007

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 2006-2007

TVM
One TV
Net TV
Smash TV
Education 22
iTV

LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2006-2007

Lic. NO	Station	Duration	Valid From	Freq MHz	Power Watts	2006			2007					
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
195/275	BKR Radio 94.5FM	2 years	1-Aug-05	94.5	3	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
200	Radju St Vincent de Paule	2 years	25-Jun-05	92.2	0.5	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
205	Big FM	2 years	31-Aug-05	107.1	0.5	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
212	Bastjanizi FM	2 years	23-Nov-05	95.0	0.5	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
214	Radju Vilhena	2 years	3-Dec-05	96.1	0.5	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
216	Fantasy Radio	2 years	8-Nov-05	104.1	0.5	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
221	Radju Hompesch	2 years	20-Mar-06	90.0	0.5	X	X	X	X	X	X	X	X	X
232	Christian Light Radio	2 years	17-Jun-06	105.4	0.5	X	X	X	X	X	X	X	X	X
233	Lehen il-Belt Victoria	2 years	25-Jun-06	104.0	0.5	X	X	X	X	X	X	X	X	X
237	Radju Kottoner	2 years	29-Jul-06	98.0	0.5	X	X	X	X	X	X	X	X	X
167/245	Radju Sacro Cuor	2 years	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X
174/246	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X
170/248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X	X	X	X	X	X	X	X
171/249	Deejays Radio 956FM	2 years	23-Nov-06	95.6	0.5	X	X	X	X	X	X	X	X	X
172/250	Radju Katidral	2 years	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X
173/251	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X
183/253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X
185/254	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35	X	X	X	X	X	X	X	X	X
186/255	Radju Sokkors	2 years	1-Mar-07	95.1	0.5	X	X	X	X	X	X	X	X	X
184/258	Energy FM Radio	2 years	24-Mar-07	96.4	0.5	X	X	X	X	X	X	X	X	X
241	Lehen il-Karmelitani	1 month	1-Dec-06	101.4	1			X						
242	Radju Santa Katarina	7 days	19-Nov-06	90.6	0.5		X							
243	Radio TZ	22 days	10-Dec-06	98.5	0.5			X						
244	2007 Circuit Assembly of Jehovah's Witnesses	2 days	6-Jan-07	108.0	0.25				X					
247	Radju Vitzazzjoni	29 days	10-Dec-06	92.4	0.5			X						
252	Radju Belt Rebbieha	12 days	21-Dec-06	97.0	0.5			X						
256	Radju Vitzazzjoni	1 month	15-Mar-07	92.4	0.5						X			
257	Radju Banda San Filep	1 month	11-May-07	106.3	0.5								X	
259	Radju Sacro Cuor Sliema	14 days	18-Jun-07	94.0	0.5									X
260	Radju Lehen il-Guzeppini	1 month	6-May-07	90.6	0.5								X	
261	Radju Pawlin	29 days	3-Jun-07	97.2	0.5									X
262	12th May Radio	1 month	12-May-07	96.5	1.0								X	
263	Radju Gilju Rebbieh	1 month	9-Jun-07	105.5	0.5									X
264	Lehen il-Karmelitani	1 month	23-Jun-07	101.4	1									X
267	Radju Sant'Andrija	7 days	25-Jun-07	88.4	0.5									X

X Month during which station was licensed to broadcast

DEMOGRAPHIC LOCATIONS



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

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st April to 30th June 2007. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

Overall 897 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:

TABLE 1.1: SURVEY RESPONSE RATE

RESPONSE	No.	CONTACTED %
Accepted	904	55.7
Refused	60	3.7
Non-Contact	337	20.8
Unreachable	321	19.8
TOTAL	1622	

	FREQUENCY	PERCENT
Mon	127	14.0
Tue	130	14.4
Wed	129	14.3
Thu	128	14.2
Fri	130	14.4
Sat	130	14.4
Sun	130	14.4
TOTAL	904	100.0

	FREQUENCY	PERCENT
April	298	32.96
May	307	33.96
June	299	33.08
TOTAL	904	100.00

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 and such data is not forwarded to the Broadcasting Authority. 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 by geographic district. 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 Census 2005 and divided into six districts.

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.

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 AND COMINO
12-14	39	16	23	5	9	7	9	4	5
	4.3%	4.1%	4.5%	2.6%	3.4%	4.7%	7.8%	3.5%	7.5%
	100.0%	41.0%	59.0%	12.8%	23.1%	17.9%	23.1%	10.3%	12.8%
15-24	133	70	63	25	38	23	19	20	8
	14.7%	18.0%	12.2%	13.0%	14.2%	15.4%	16.4%	17.7%	11.9%
	100.0%	52.6%	47.4%	18.8%	28.6%	17.3%	14.3%	15.0%	6.0%
25-29	49	25	24	12	12	6	8	8	3
	5.4%	6.4%	4.7%	6.3%	4.5%	4.0%	6.9%	7.1%	4.5%
	100.0%	51.0%	49.0%	24.5%	24.5%	12.2%	16.3%	16.3%	6.1%
30-49	261	112	149	51	74	43	35	35	23
	28.9%	28.9%	28.9%	26.6%	27.7%	28.9%	30.2%	31.0%	34.3%
	100.0%	42.9%	57.1%	19.5%	28.4%	16.5%	13.4%	13.4%	8.8%
50-64	261	104	157	60	81	48	25	31	16
	28.9%	26.8%	30.4%	31.3%	30.3%	32.2%	21.6%	27.4%	23.9%
	100.0%	39.8%	60.2%	23.0%	31.0%	18.4%	9.6%	11.9%	6.1%
65-79	131	50	81	35	40	18	18	10	10
	14.5%	12.9%	15.7%	18.2%	15.0%	12.1%	15.5%	8.8%	14.9%
	100.0%	38.2%	61.8%	26.7%	30.5%	13.7%	13.7%	7.6%	7.6%
80+	30	11	19	4	13	4	2	5	2
	3.3%	2.8%	3.7%	2.1%	4.9%	2.7%	1.7%	4.4%	3.0%
	100.0%	36.7%	63.3%	13.3%	43.3%	13.3%	6.7%	16.7%	6.7%
Total	904	388	516	192	267	149	116	113	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	21.2%	29.5%	16.5%	12.8%	12.5%	7.4%

[Count / Col% / Row %]

3. LISTENING AND VIEWING PATTERNS – [COUNT OF AUDIENCES]

Participants were 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 44.5% [Q1-2007:48%; Q4-2006: 44.0%] of those interviewed stated that they do not listen to radio; 7.2% [Q1-2007: 5.9%; Q4-2006: 3.9%] stated that they had listened to radio but to no particular radio station; and 0.8% [Q1-2007:0.8%; Q4-2006: 0.9%] stated that they do not remember – see Part 2: Tables 3.1 and 3.2, and summary Table 3.1 below:

TABLE 3.1: RADIO LISTENING: OCTOBER 2006 – JUNE 2007

	Do not Listen to Radio	No Particular Radio Station	Do not Remember
Oct-Dec 2006	44.0%	3.9%	0.9%
Jan-Mar 2007	48.0%	5.9%	0.8%
Apr-Jun 2007	44.5%	7.2%	0.8%

With regard to TV viewing, 28.9% [Q1-2007:24.3%;Q4-2006: 22.8%;] stated that they do not watch TV; 11.3% [Q1-2007:12.4%; Q4-2006: 9.2%] stated that they had watched TV but did not remember a particular television station; another 1% [Q1-2007: 1%; Q4-2006: 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 – see Part 2: Tables 3.3 and 3.4, and summary Table 3.2 below:

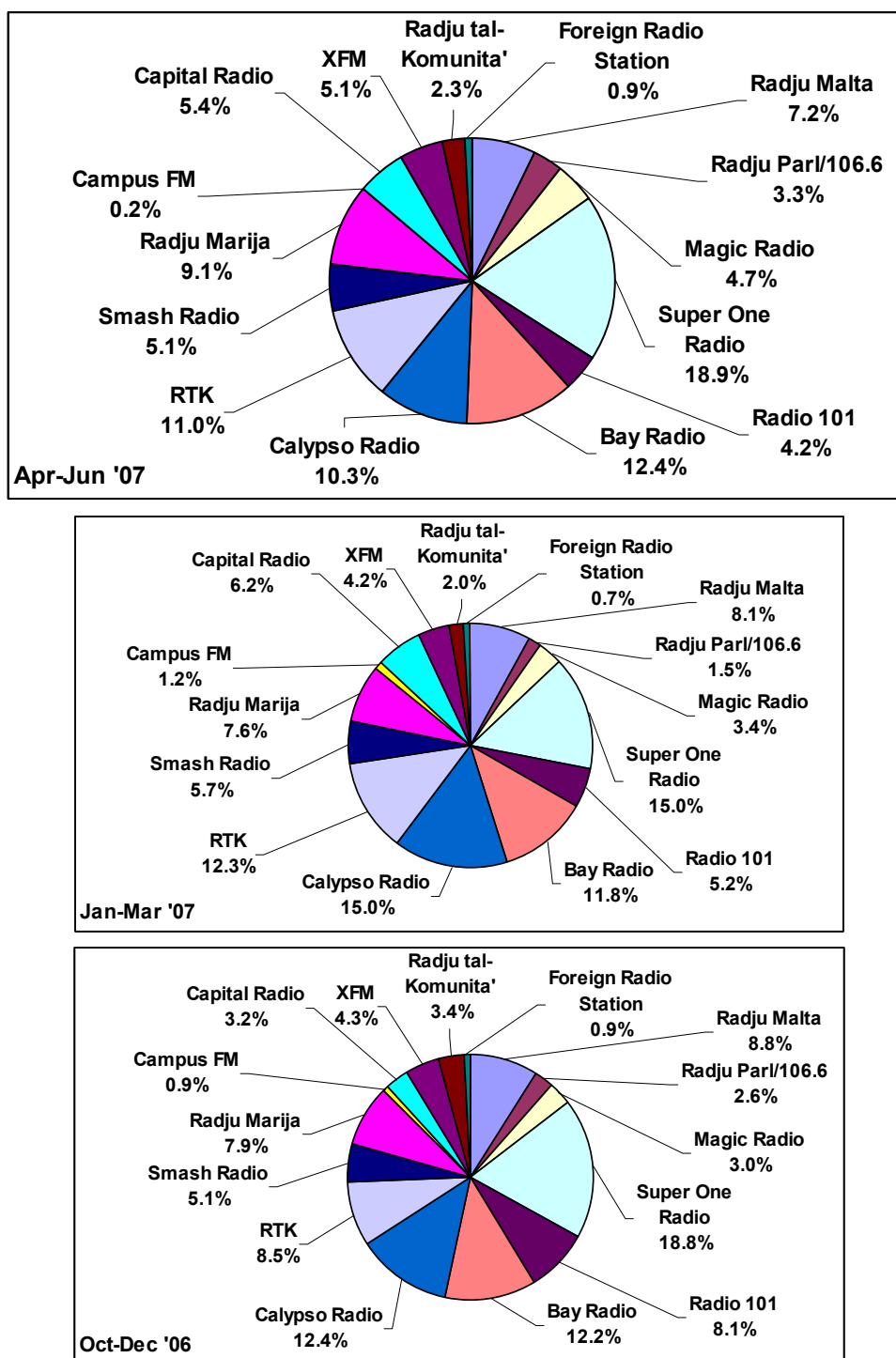
TABLE 3.2: TV VIEWING: OCTOBER 2006 – JUNE 2007

	Do not Watch TV	No Particular TV Station	Do not Remember	No TV Set
Oct-Dec 2006	22.8%	9.20%	0.8%	0.8%
Jan-Mar 2007	24.3%	12.4%	1.0%	0.7%
Apr-Jun 2007	28.9%	11.3%	1.0%	0.7%

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.

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 LISTENERS”
APRIL-JUNE 2007; JANUARY-MARCH 2007 & OCTOBER-DECEMBER 2006**

Super One Radio has attracted the highest percentage at 18.9%; followed by Bay Radio at 12.4% and RTK at 11.0% - see Table 3.3 below.

**TABLE 3.3: RADIO LISTENING BY BROADCASTING STATION:
OCTOBER 2006 – JUNE 2007**

	Apr-Jun 2007	Jan-Mar 2007	Oct-Dec 2006
Radju Malta	7.2	8.1	8.8
Radju Parl/106.6	3.3	1.5	2.6
Magic Radio	4.7	3.5	3.0
Super One Radio	18.9	15.0	18.8
Radio 101	4.2	5.2	8.1
Bay Radio	12.4	11.8	12.2
Calypso Radio	10.3	15.0	12.4
RTK	11.0	12.3	8.5
Smash Radio	5.1	5.7	5.1
Radju Marija	9.1	7.6	7.9
Campus FM	0.2	1.2	0.9
Capital Radio	5.4	6.2	3.2
XFM	5.1	4.2	4.3
Radju tal- Komunita'	2.3	2.0	3.4
Foreign Radio Station	0.9	0.7	0.9
	100.0%	100.0%	100.0%

Excluding Campus FM whose respondents were all females, Radju Marija has attracted more females than males followed by Foreign Radio Station and Community Radio Stations – see Figure 3.2 below.

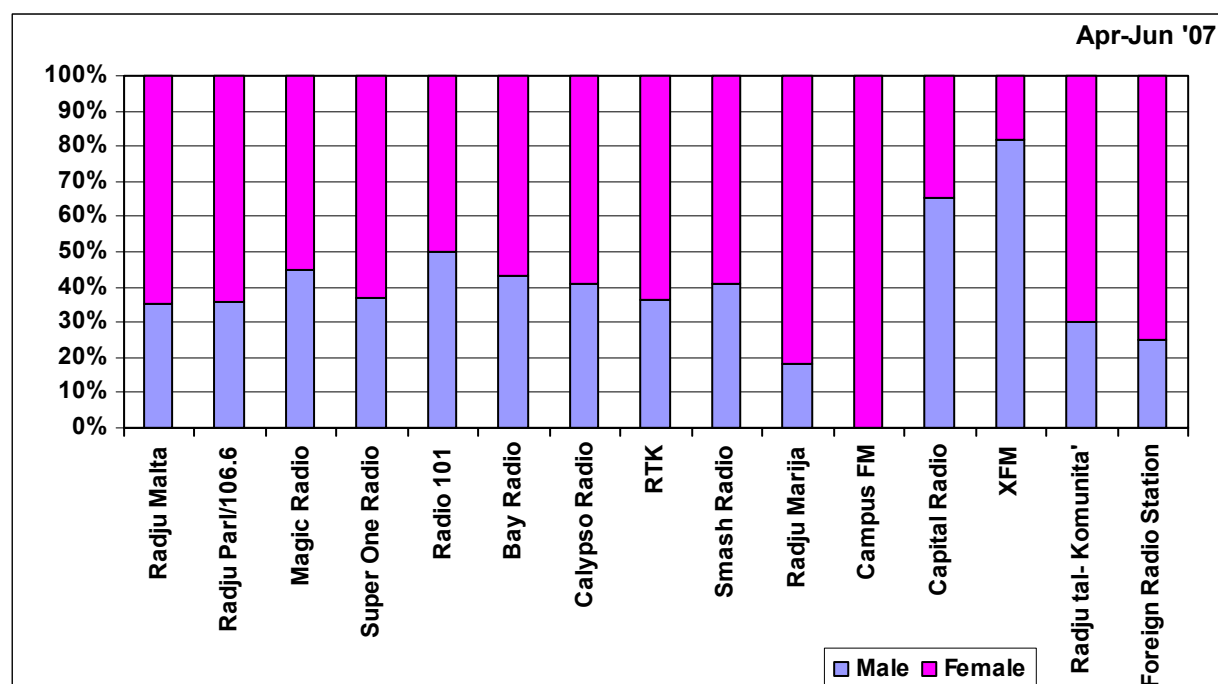


FIGURE 3.2: RADIO LISTENING BY GENDER

Those in the 15-24 and 25-29 age-groups prefer most Bay Radio; while those in the 30-49 age group prefer most Calypso Radio. Those in the 50-64 and 65-79 age groups prefer most Super One Radio while those over 80 years old prefer most Radju Marija – see Figure 3.3 below.

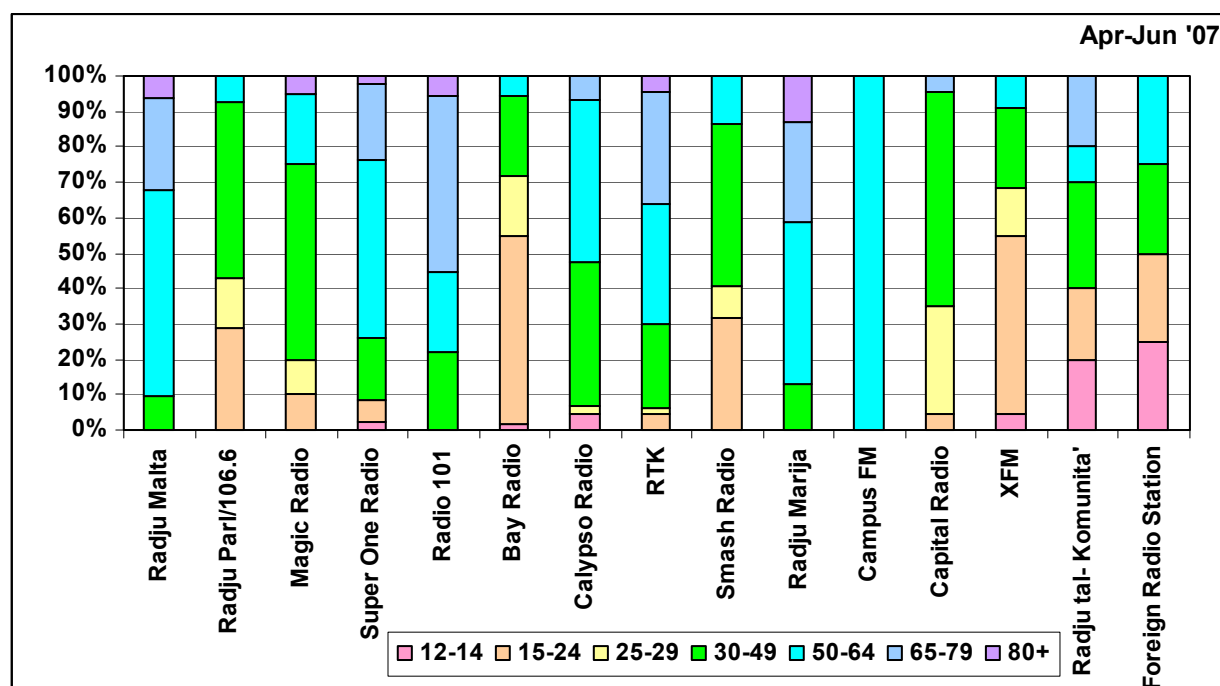


FIGURE 3.3: RADIO LISTENING BY AGE GROUP

On a district basis, Super One Radio attracted the highest percentage of listeners in the Northern Harbour, Southern Harbour, and South Eastern area; and in Gozo & Comino with RTK. Bay Radio ranked first in the Northern Area and second in the Southern Harbour and South Eastern Area. Calypso Radio ranked first in the Western Area and second in Northern Harbour Area. RTK, besides ranking first in Gozo & Comino with Super One Radio and ranking second with Calypso Radio in Northern Harbour Area, has also ranked second in the Northern Area – see Figure 3.4 below.

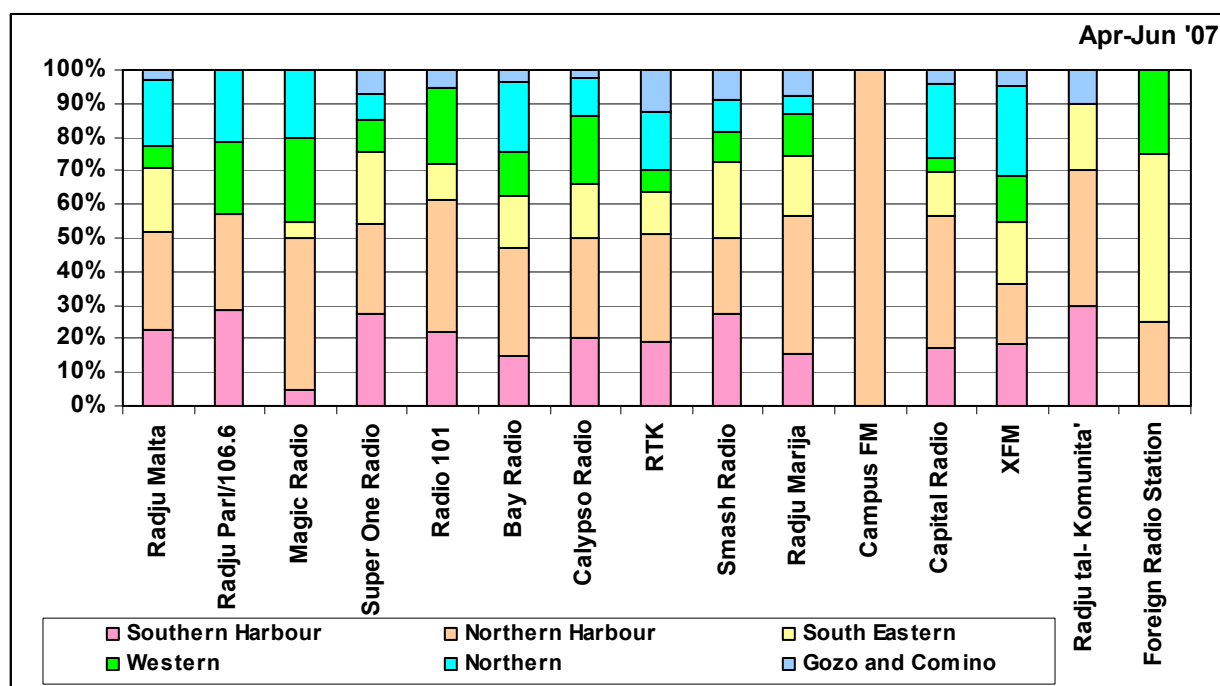
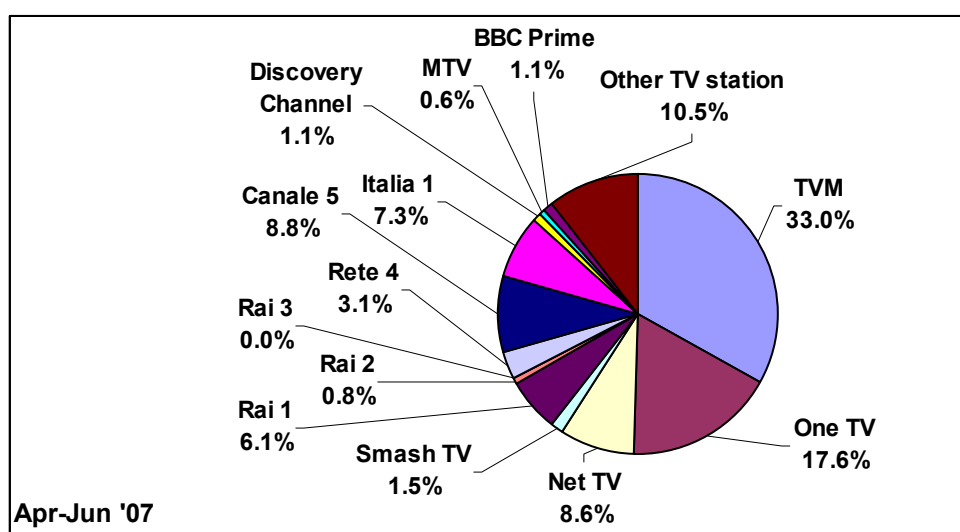


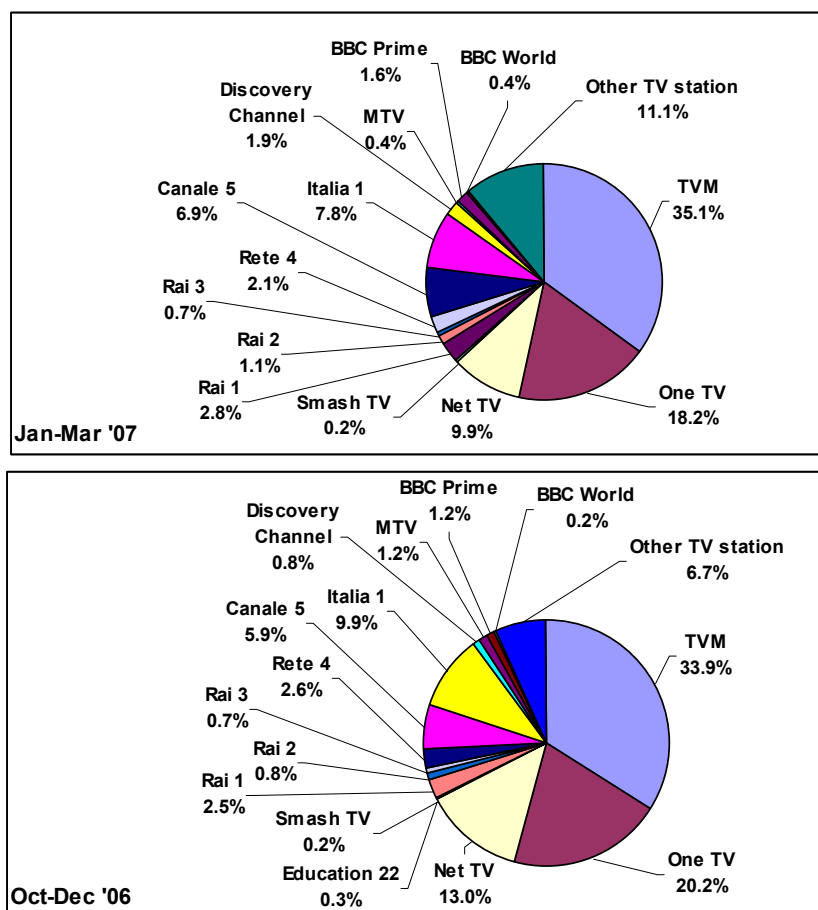
FIGURE 3.4: RADIO LISTENING BY DISTRICT

Further analysis is found in Part Two: Tables 3.1 – 3.2.

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 VIEWERS”
APRIL-JUNE 2007; JANUARY-MARCH 2007 & OCTOBER-DECEMBER 2006**

Analysed by gender, TVM, One TV and Net TV attracted more females than males while Smash TV attracted more males than females – see Figure 3.6 below.

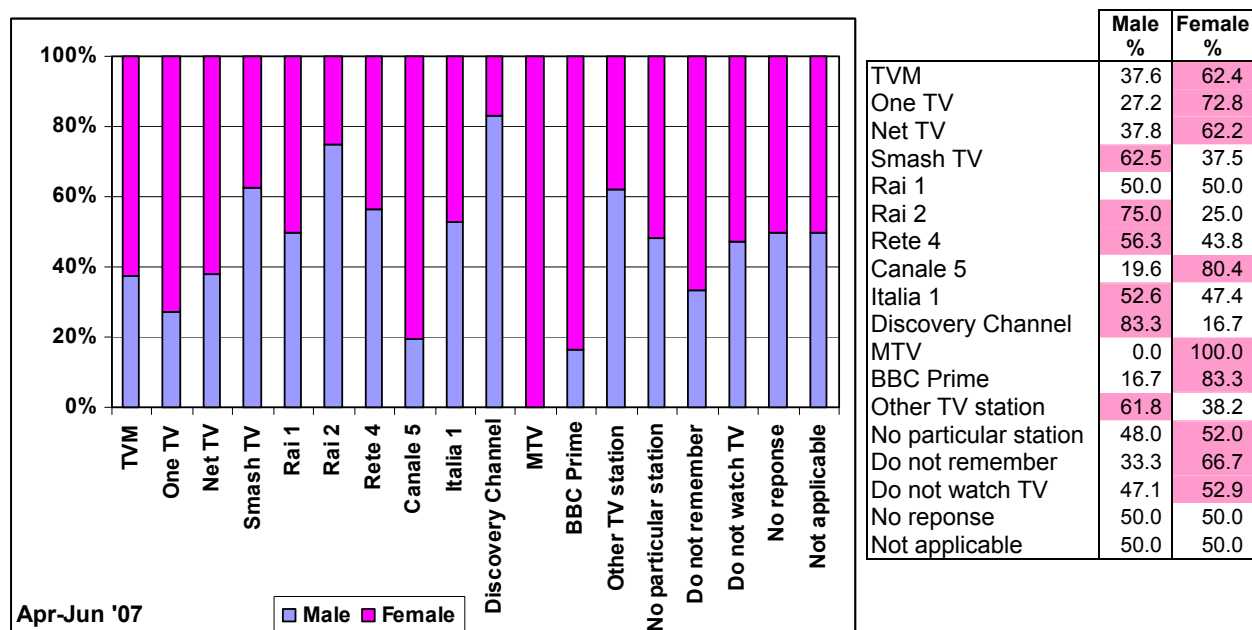
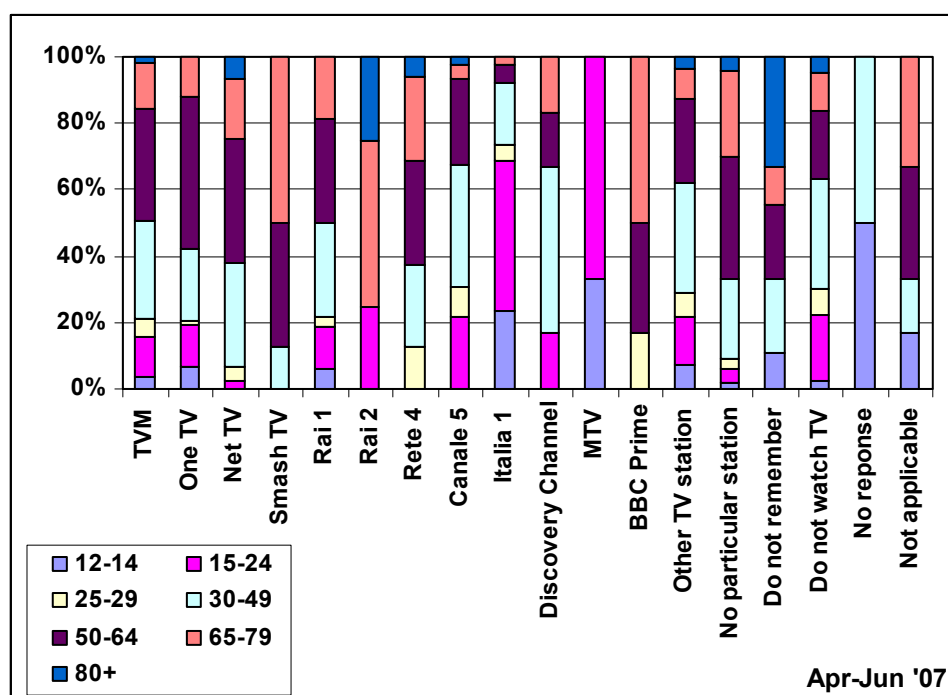


FIGURE 3.6: TV CHANNEL FOLLOWING BY GENDER

TVM's, One TV's and Net TV's audiences attracted those in the 50-64 followed by those in the 30-49 age-groups; Smash TV attracted mostly those in the 65-79 age-group followed by those in the 50-64 age-bracket. TVM was the most preferred station amongst all age-groups except those in the 12-14 age-group who preferred most Italia 1 followed by TVM and One TV. One TV was the second most preferred station for those in the 30-79 age groups. Net TV was also the third most preferred station with those in the 25-29 age group and those in the 50-64 and 65-79 age groups. Italia 1 was the second most preferred station for those in the 15-24 age-group while Canale 5 was the second most preferred station for those in the 25-29 age-groups – see Figure 3.7 below.



	BY STATION								BY AGE-GROUP							
	12-14	15-24	25-29	30-49	50-64	65-79	80+	Total %	12-14	15-24	25-29	30-49	50-64	65-79	80+	Total %
TVM	3.5	12.1	5.2	30.1	33.5	13.9	1.7	100.0	15.4	15.8	18.4	19.9	22.2	18.3	10.0	
One TV	6.5	13.0	1.1	21.7	45.7	12.0		100.0	15.4	9.0	2.0	7.7	16.1	8.4		
Net TV		2.2	4.4	31.1	37.8	17.8	6.7	100.0		0.8	4.1	5.4	6.5	6.1	10.0	
Smash TV				12.5	37.5	50.0		100.0				0.4	1.1	3.1		
Rai 1	6.3	12.5	3.1	28.1	31.3	18.8		100.0	5.1	3.0	2.0	3.4	3.8	4.6		
Rai 2		25.0				50.0	25.0	100.0		0.8				1.5	3.3	
Rete 4			12.5	25.0	31.3	25.0	6.3	100.0			4.1	1.5	1.9	3.1	3.3	
Canale 5		21.7	8.7	37.0	26.1	4.3	2.2	100.0		7.5	8.2	6.5	4.6	1.5	3.3	
Italia 1	23.7	44.7	5.3	18.4	5.3	2.6		100.0	23.1	12.8	4.1	2.7	0.8	0.8		
Discovery Channel		16.7		50.0	16.7	16.7		100.0		0.8		1.1	0.4	0.8		
MTV	33.3	66.7						100.0	2.6	1.5						
BBC Prime			16.7		33.3	50.0		100.0			2.0		0.8	2.3		
Other TV station	7.3	14.5	7.3	32.7	25.5	9.1	3.6	100.0	10.3	6.0	8.2	6.9	5.4	3.8	6.7	
No particular station	2.0	3.9	2.9	24.5	36.3	26.5	3.9	100.0	5.1	3.0	6.1	9.6	14.2	20.6	13.3	
Do not remember	11.1			22.2	22.2	11.1	33.3	100.0	2.6			0.8	0.8	0.8	10.0	
Do not watch TV	2.3	19.9	7.7	33.3	20.7	11.5	4.6	100.0	15.4	39.1	40.8	33.3	20.7	22.9	40.0	
No response	50.0			50.0				100.0	2.6			0.4				
Not applicable	16.7			16.7	33.3	33.3		100.0	2.6			0.4	0.8	1.5		
Total%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

FIGURE 3.7: TV CHANNEL FOLLOWING BY AGE GROUP

Analysed by district, TVM was the most preferred station in all six districts. One TV was the second most preferred station in the Southern Harbour Area, South Eastern Area, Northern Area, and in Gozo and Comino and the third most preferred station in the Northern Harbour Area. Net TV was the second most preferred station in the Western Area and third more preferred station in Gozo and Comino. Italia 1 was the third most preferred station in two areas: Southern Harbour Area and in the South Eastern Area; while Canale 5 [Western Area] and Rai 1 [Northern Area] where the third most preferred station in one Area – see Figure 3.8 below and Part Two: Tables 3.3 and 3.4.

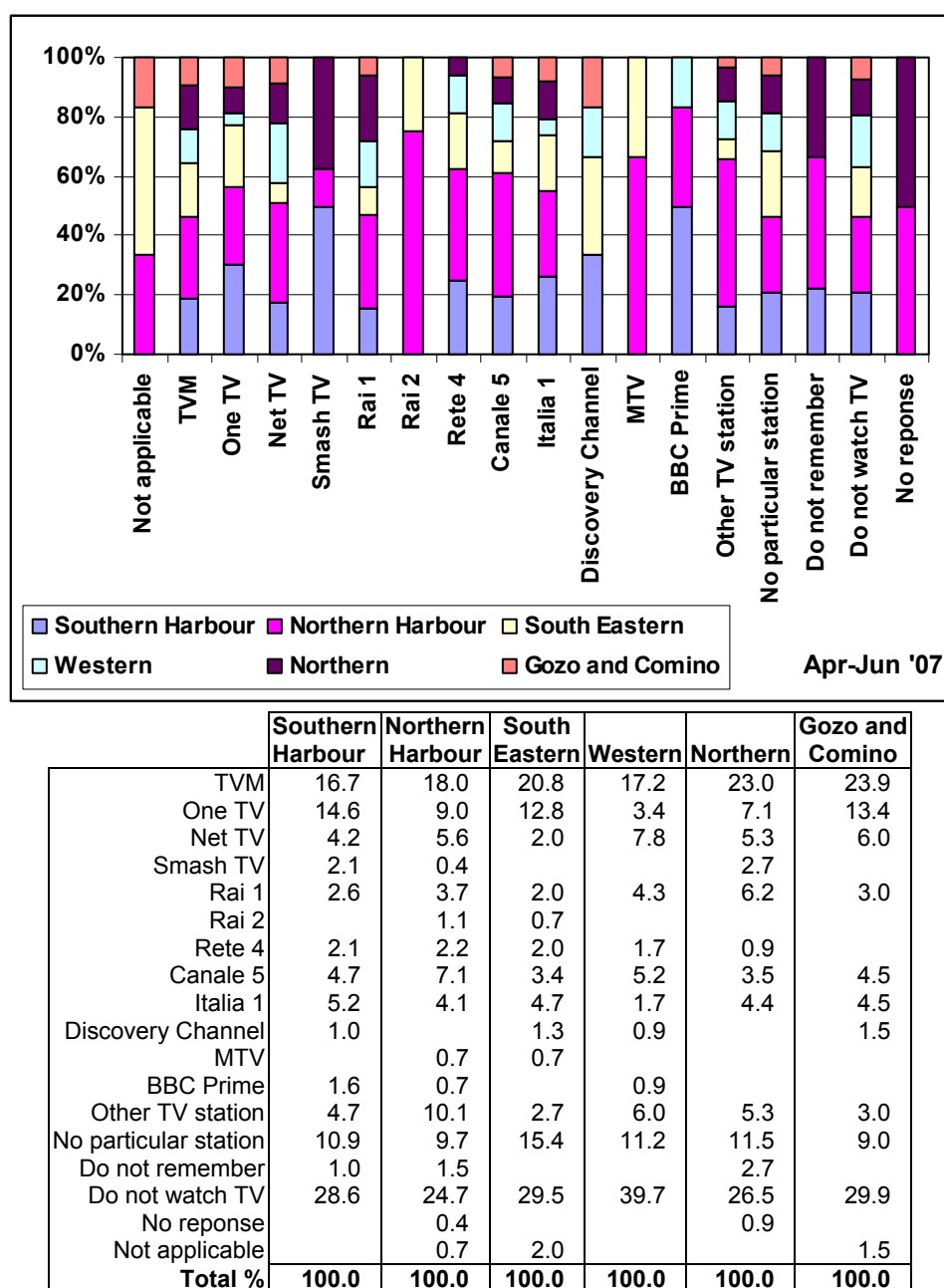
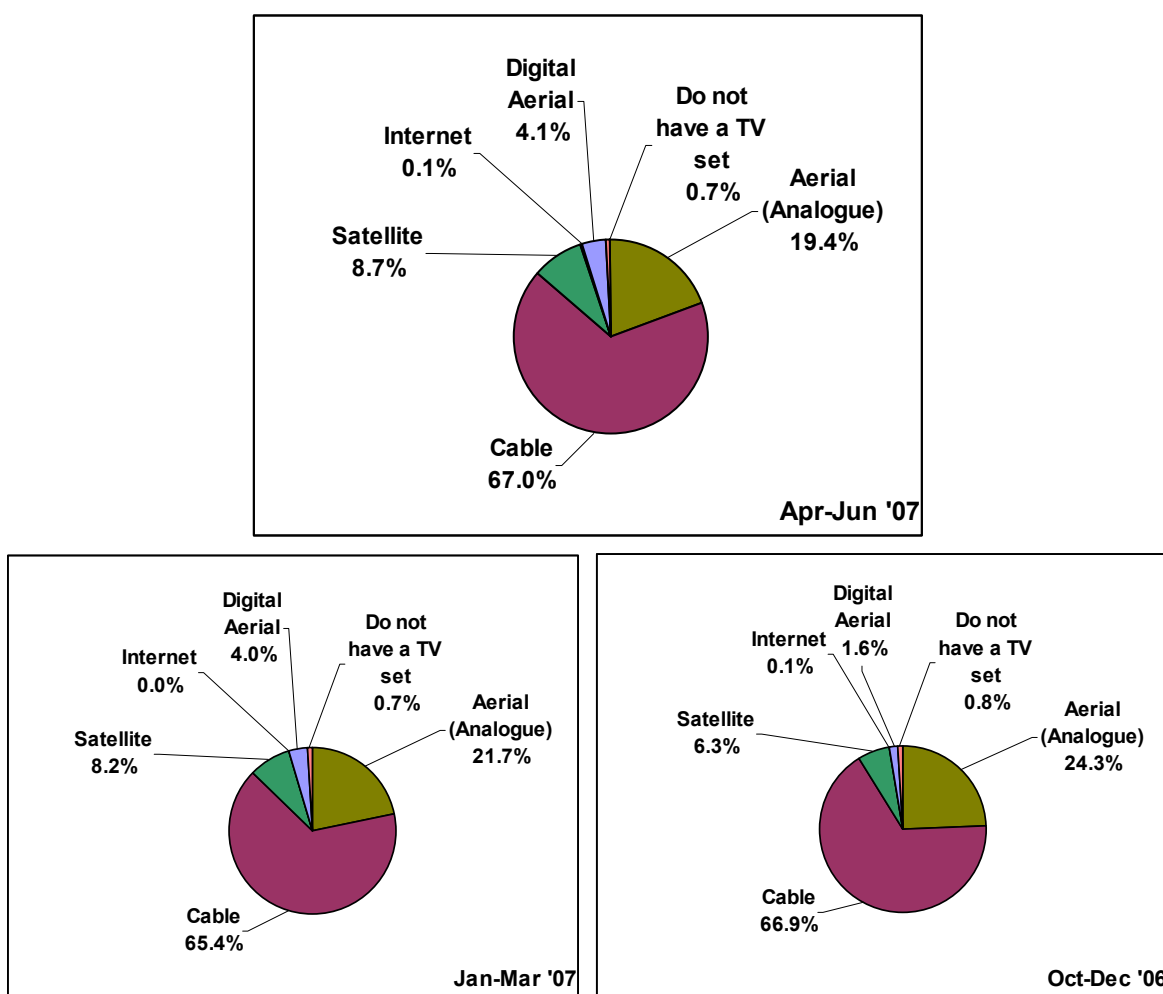


FIGURE 3.8: TV CHANNEL FOLLOWING BY DISTRICT

4. MEDIA RECEPTION PLATFORM

As yet, no licences have been issued to regulate programme content for digital radio broadcasts. On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts; namely through roof-top aerial – both analogue and digital, cable facilities, satellite dish and through the Internet.

Table 4.1 below lists the average totals registered for the various broadcasting platforms as well as by month for the period October 2006 to June 2007; while Figures 4.1.a-c depict the percentages by platform total for each yearly quarter:



**FIGURES 4.1.A-C: TV-RECEPTION SYSTEM INSTALLED –
APRIL-JUNE 2007; JANUARY-MARCH 2007 & OCTOBER-DECEMBER 2006**

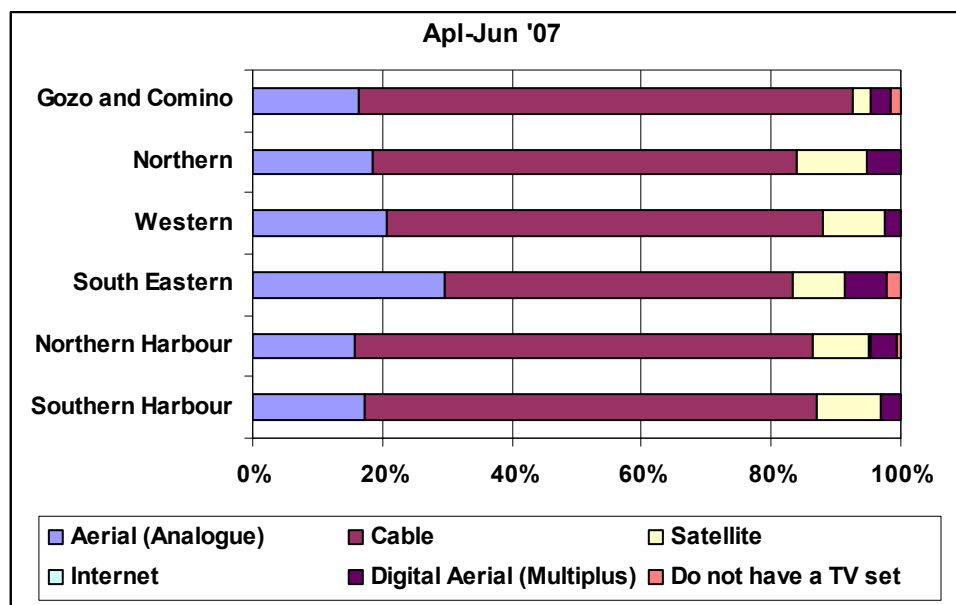
TABLE 4.1: TV-RECEPTION SYSTEM INSTALLED AT HOME

	Apr-Jun '07				Jan-Mar '07				Oct-Dec '06			
	Total	Apr	May	Jun	Total	Jan	Feb	Mar	Total	Oct	Nov	Dec
Aerial (Anal.)	19.4%	25.2%	16.3%	16.7%	21.7%	18.2%	23.9%	23.3%	24.3%	27.0%	26.3%	19.7%
Cable	67.0%	63.1%	67.4%	70.6%	65.3%	65.9%	67.9%	62.5%	66.8%	67.1%	65.3%	68.1%
Satellite	8.7%	7.4%	10.4%	8.4%	8.2%	10.1%	5.4%	9.1%	6.3%	5.6%	5.7%	7.7%
Internet	0.1%	0.3%							0.1%	0.3%		
Digital Aerial	4.1%	3.0%	5.5%	3.7%	4.0%	4.9%	2.9%	4.2%	1.6%		1.7%	3.2%
No TV set	0.7%	1.0%	0.3%	0.7%	0.7%	1.0%		1.0%	0.8%		1.0%	1.3%
Total: n	904	298	307	299	897	308	280	309	914	304	300	310
%	100.0%	100.0%	100.0%	100.0%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

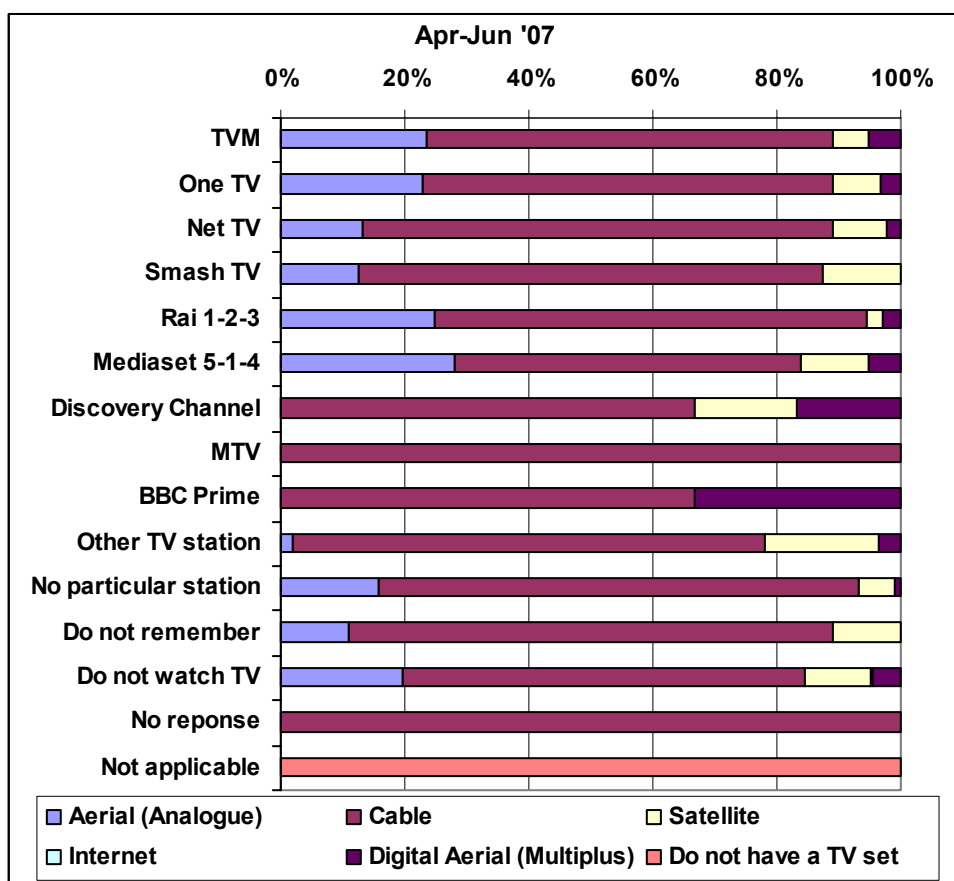
Cable TV reception is the most preferred platform followed by roof-top aerial for analogue broadcasts.

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:

**FIGURE 4.2: TV-RECEPTION SYSTEM INSTALLED BY DISTRICT**

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.



	Aerial Analogue	Cable	Satellite	Internet	Digital Aerial (Multiplus)	Do not have a TV set	Total %
TVM	23.7	65.3	5.8		5.2		100.0
One TV	22.8	66.3	7.6		3.3		100.0
Net TV	13.3	75.6	8.9		2.2		100.0
Smash TV	12.5	75.0	12.5				100.0
Rai 1-2-3	25.0	69.4	2.8		2.8		100.0
Mediaset 5-1-4	28.0	56.0	11.0		5.0		100.0
Discovery Channel		66.7	16.7		16.7		100.0
MTV		100.0					100.0
BBC Prime		66.7			33.3		100.0
Other TV station	1.8	76.4	18.2		3.6		100.0
No particular station	15.7	77.5	5.9		1.0		100.0
Do not remember	11.1	77.8	11.1				100.0
Do not watch TV	19.5	65.1	10.3	0.4	4.6		100.0
No reponse		100.0					100.0
Not applicable						100.0	100.0

FIGURE 4.3: TV-CHANNEL RECEPTION PLATFORM BY HOUSEHOLD

5. RADIO AUDIENCES

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 [1.79%] with its highest average being on Saturdays [3.08%]. This was followed by Radio Calypso with the next highest daily average [1.07%] while reaching its highest on Wednesdays [1.22%].

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 MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION
Mon	0.50	0.13	0.00	1.24	0.39	0.47	1.51	1.04	0.34	1.64	0.00	0.00	0.70	0.42	0.00
Tue	0.81	0.30	0.68	1.62	0.45	0.52	0.70	0.57	0.78	1.08	0.03	0.81	0.57	0.29	0.06
Wed	0.75	0.64	0.14	1.30	0.75	0.63	1.22	0.91	0.35	0.50	0.00	0.21	0.56	0.06	0.00
Thu	0.99	0.11	0.50	1.74	0.39	1.19	1.30	0.99	0.28	0.83	0.00	0.91	0.06	0.06	0.00
Fri	0.25	0.03	0.31	2.73	0.16	0.39	0.46	1.23	0.04	0.45	0.00	0.12	0.36	0.03	0.06
Sat	0.55	0.13	0.76	3.08	0.06	0.09	1.17	0.77	0.19	0.11	0.00	0.25	0.06	0.09	0.00
Sun	0.30	0.06	0.09	0.77	0.17	0.36	1.20	0.09	1.22	0.62	0.00	0.25	0.08	0.16	0.13
Daily Average	0.59	0.20	0.36	1.79	0.34	0.52	1.07	0.80	0.45	0.74	0.00	0.36	0.34	0.16	0.04

Daily Agerage

April-June 2007

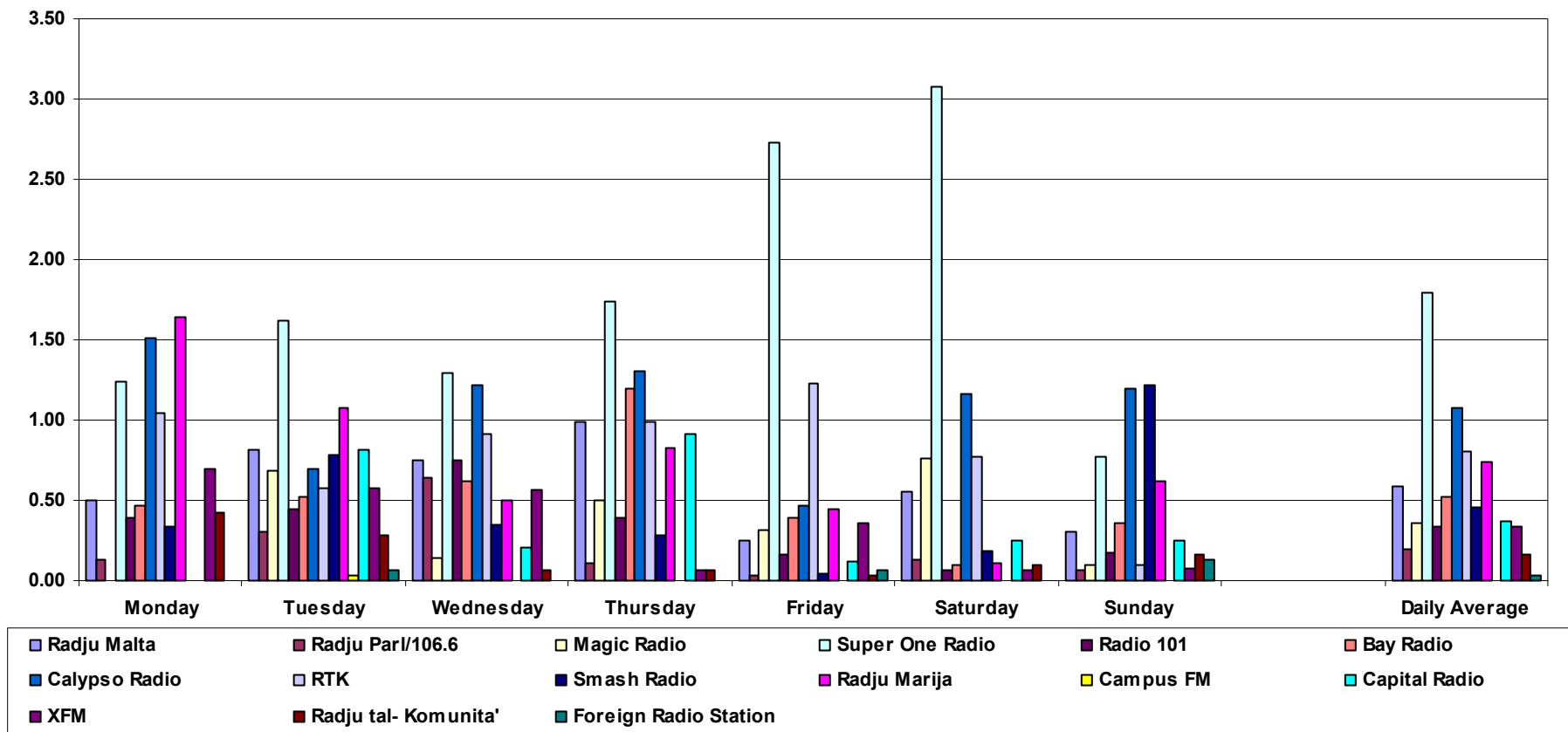


FIGURE 5.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE

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
Mon	3.13	0.78	0.00	4.69	0.78	2.34	3.91	4.69	1.56	3.91	0.00	0.00	3.13	1.56	0.00
Tue	3.05	1.53	2.29	5.34	0.76	3.05	3.82	2.29	3.05	3.05	0.76	3.05	2.29	0.76	0.76
Wed	3.08	2.31	0.77	3.85	2.31	3.85	4.62	3.08	1.54	1.54	0.00	0.77	1.54	0.77	0.00
Thu	3.01	0.75	1.50	4.51	0.75	3.76	4.51	3.01	0.75	4.51	0.00	3.01	0.75	0.75	0.00
Fri	1.44	0.72	1.44	7.91	1.44	2.16	2.16	2.88	0.72	2.16	0.00	0.72	1.44	0.72	0.72
Sat	1.52	0.76	2.27	9.09	0.76	0.76	4.55	2.27	1.52	0.76	0.00	2.27	0.76	0.76	0.00
Sun	0.76	0.76	0.76	3.79	1.52	1.52	3.03	0.76	4.55	2.27	0.00	1.52	0.76	1.52	0.76
Highest Peak	3.13	2.31	2.29	9.09	2.31	3.85	4.62	4.69	4.55	4.51	0.76	3.05	3.13	1.56	0.76

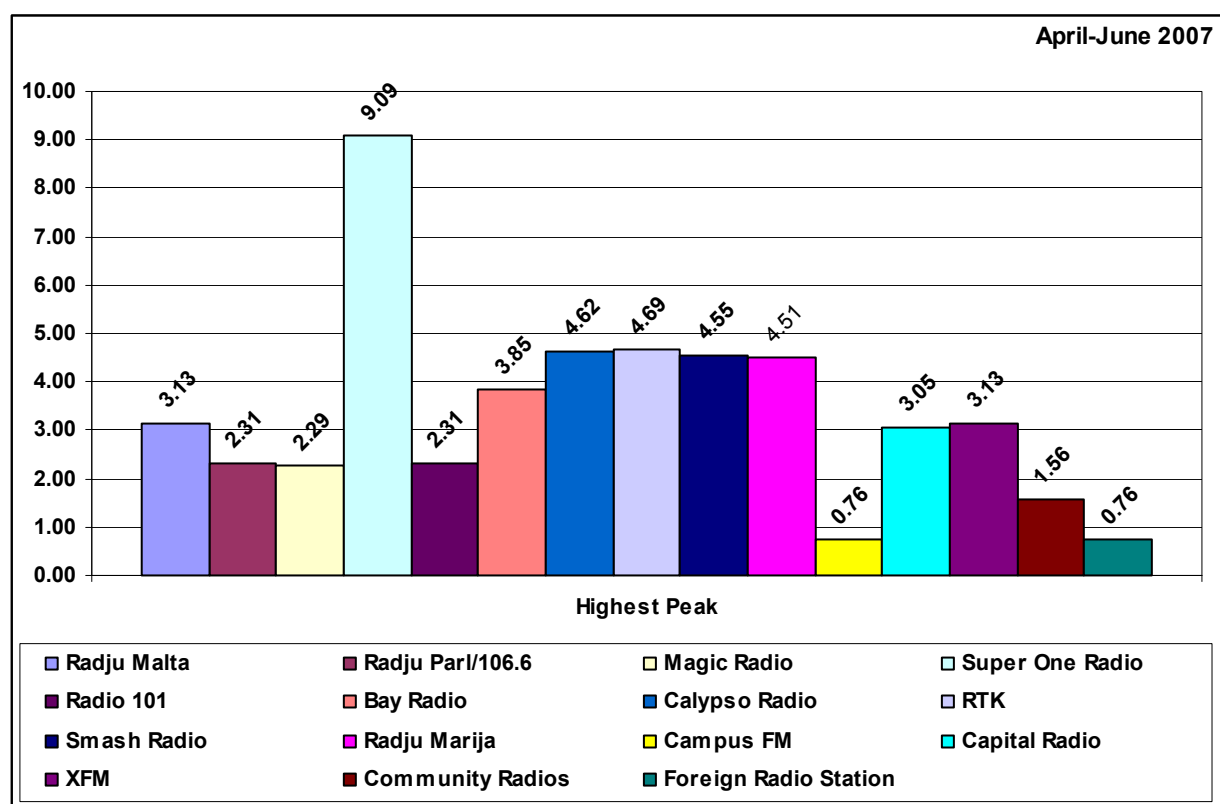


FIGURE 5.2: RADIO WEEKDAY PEAK AUDIENCES

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 for each particular week-day. Included in the tables are statistics for (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

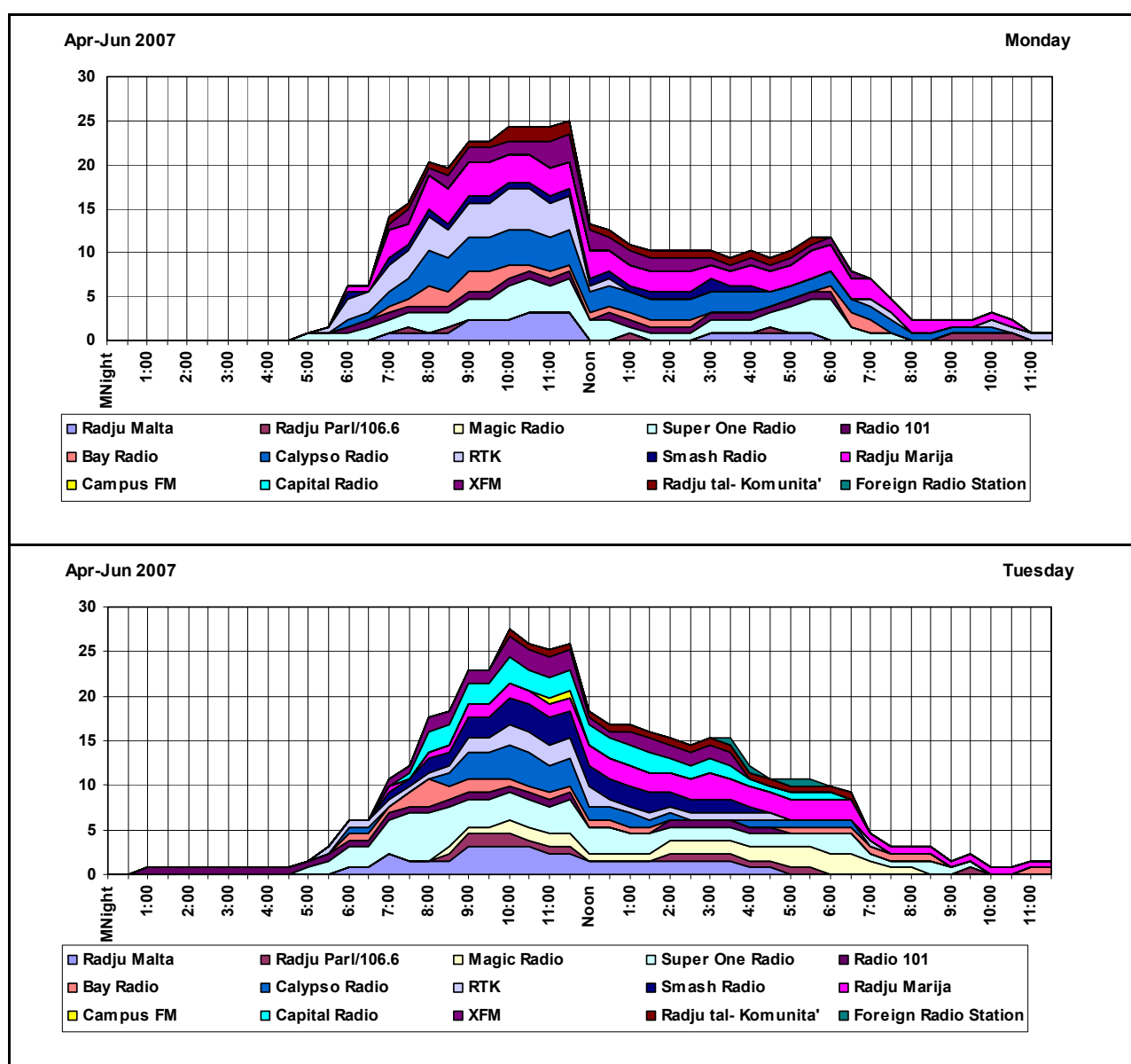


FIGURE 5.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

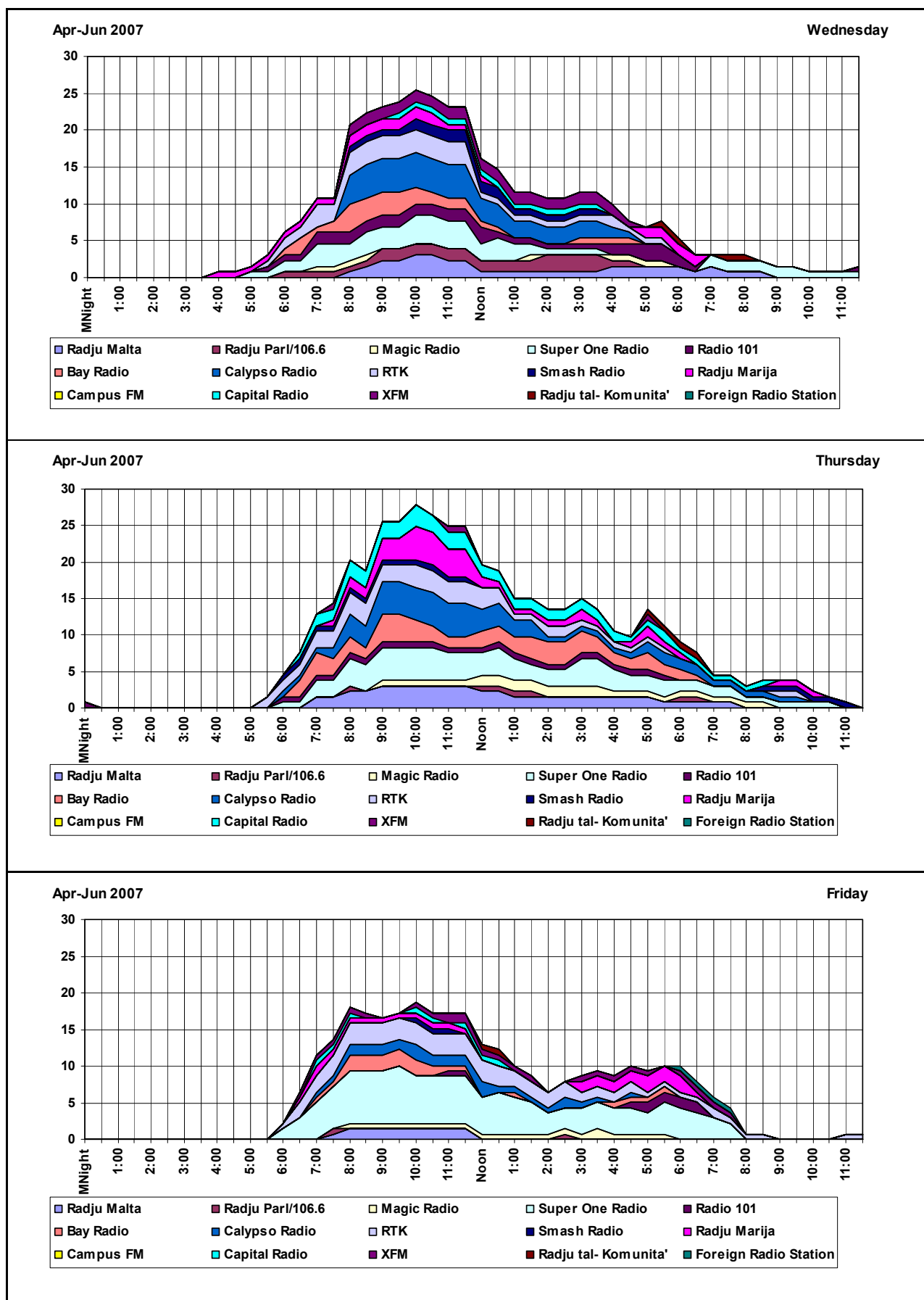


FIGURE 5.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

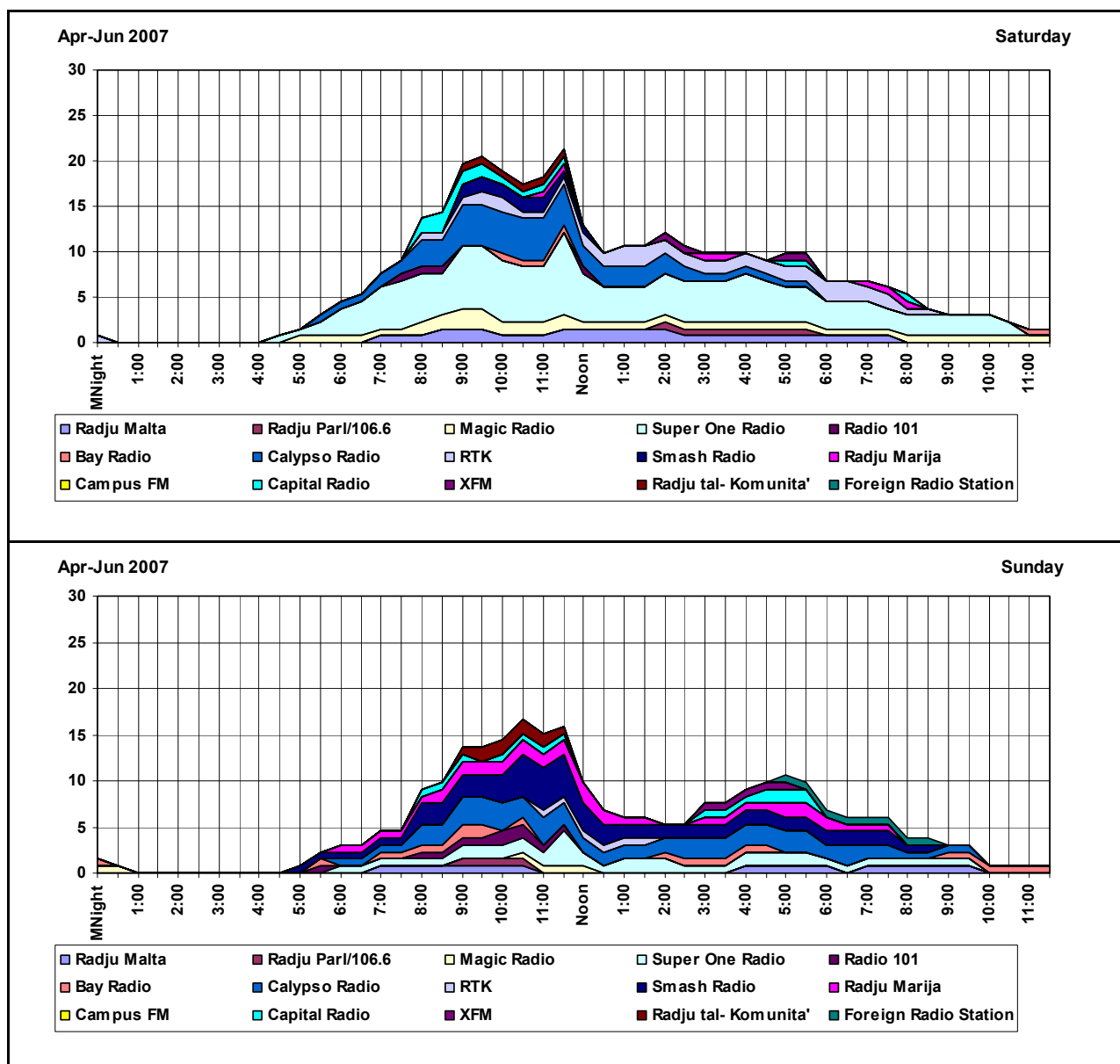


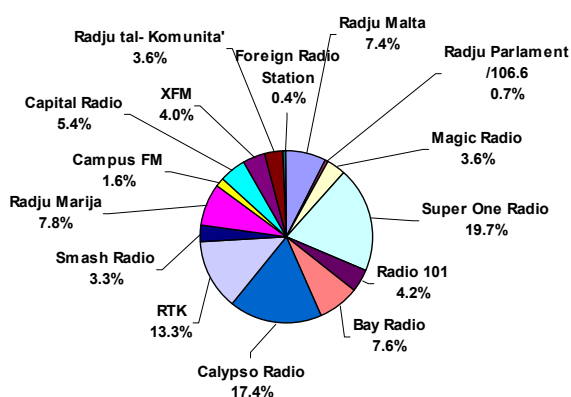
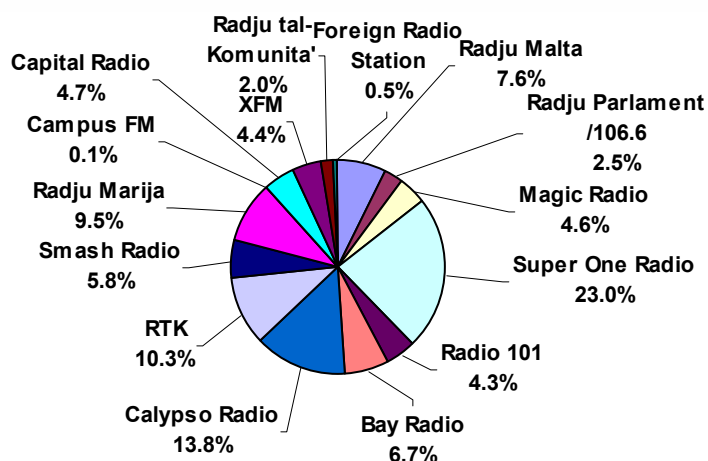
FIGURE 5.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

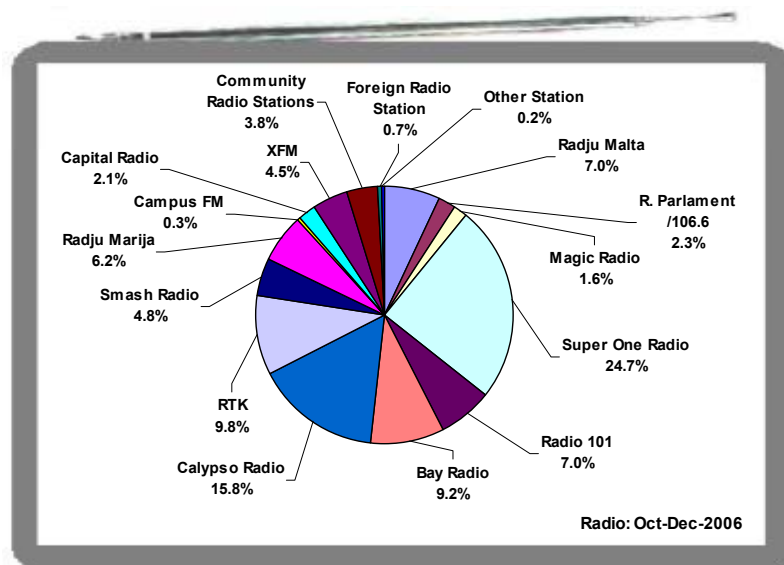
5.4 RADIO AUDIENCE SHARE

Taking all the readings for all the weekdays and calculating the total average by each broadcasting station, Table 5.3 [see also Table 5.4.b in Part Two] and Figure 5.4 below represents the daily average radio audience shares attained by each broadcasting station.

TABLE 5.3: 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
Total Average	7.61	2.55	4.60	23.05	4.34	6.72	13.81	10.34	5.85	9.53	0.06	4.69	4.37	2.03	0.46





**FIGURE 5.4: RADIO TOTAL DAILY AVERAGE AUDIENCE
APRIL-JUNE 2007, JANUARY-MARCH 2007 & OCTOBER-DECEMBER 2006**

6. TV AUDIENCES

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 [1.71%] with its highest average being on Thursdays [3.39%]. This was followed by One TV with the next highest daily average [1.45%] and reaching its highest average on Saturdays [2.10%].

TABLE 6.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

	TVM	ONE TV	NET TV	SMASH TV	RAI 1	RAI 2	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	OTHER TV STATION
Mon	1.05	0.59	0.92	0.11	0.48	0.00	0.06	0.86	0.48	0.06	0.00	0.03	0.43
Tue	0.89	1.84	0.55	0.00	0.16	0.00	0.37	0.45	0.34	0.00	0.12	0.20	0.83
Wed	1.26	1.00	0.75	0.05	0.77	0.00	0.22	0.47	0.33	0.11	0.00	0.08	1.18
Thu	3.39	0.97	0.45	0.08	0.17	0.08	0.23	0.82	0.70	0.00	0.00	0.00	0.15
Fri	2.41	2.01	0.38	0.00	0.03	0.00	0.00	0.13	0.04	0.35	0.00	0.00	0.99
Sat	0.86	2.10	0.31	0.06	0.11	0.08	0.19	0.47	0.31	0.00	0.02	0.03	0.47
Sun	2.03	1.56	0.36	0.00	0.23	0.19	0.26	0.51	0.45	0.00	0.00	0.00	0.49
Daily Average	1.71	1.45	0.53	0.04	0.27	0.05	0.19	0.53	0.38	0.08	0.02	0.05	0.65

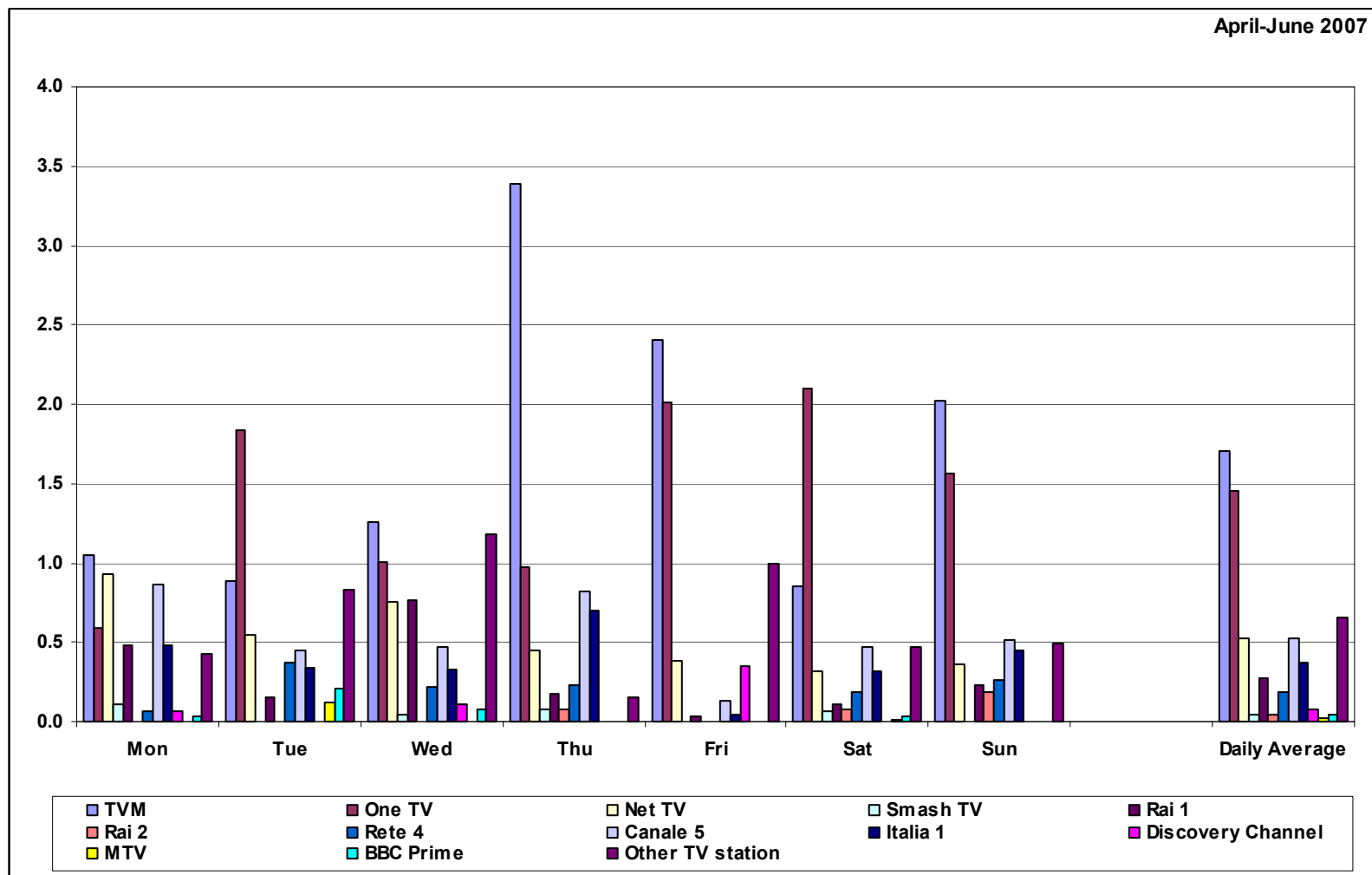


FIGURE 6.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

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	RAI 1	RAI 2	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	OTHER TV STATION
Mon	7.81	4.69	7.03	2.34	2.34	0.00	0.78	3.91	3.13	0.78	0.00	0.78	1.56
Tue	9.16	17.56	3.05	0.00	2.29	0.00	3.05	6.11	1.53	0.00	0.76	2.29	7.63
Wed	9.23	6.15	3.85	0.77	8.46	0.00	2.31	3.85	2.31	0.77	0.00	0.77	5.38
Thu	24.24	6.06	2.27	1.52	2.27	0.76	1.52	5.30	3.03	0.00	0.00	0.00	0.76
Fri	21.43	6.43	1.43	0.00	0.71	0.00	0.00	0.71	0.71	1.43	0.00	0.00	2.86
Sat	6.11	6.87	1.53	0.76	1.53	0.76	2.29	3.82	2.29	0.00	0.76	0.76	2.29
Sun	15.15	5.30	3.03	0.00	0.76	1.52	1.52	3.79	1.52	0.00	0.00	0.00	2.27
Highest Peak	24.24	17.56	7.03	2.34	8.46	1.52	3.05	6.11	3.13	1.43	0.76	2.29	7.63

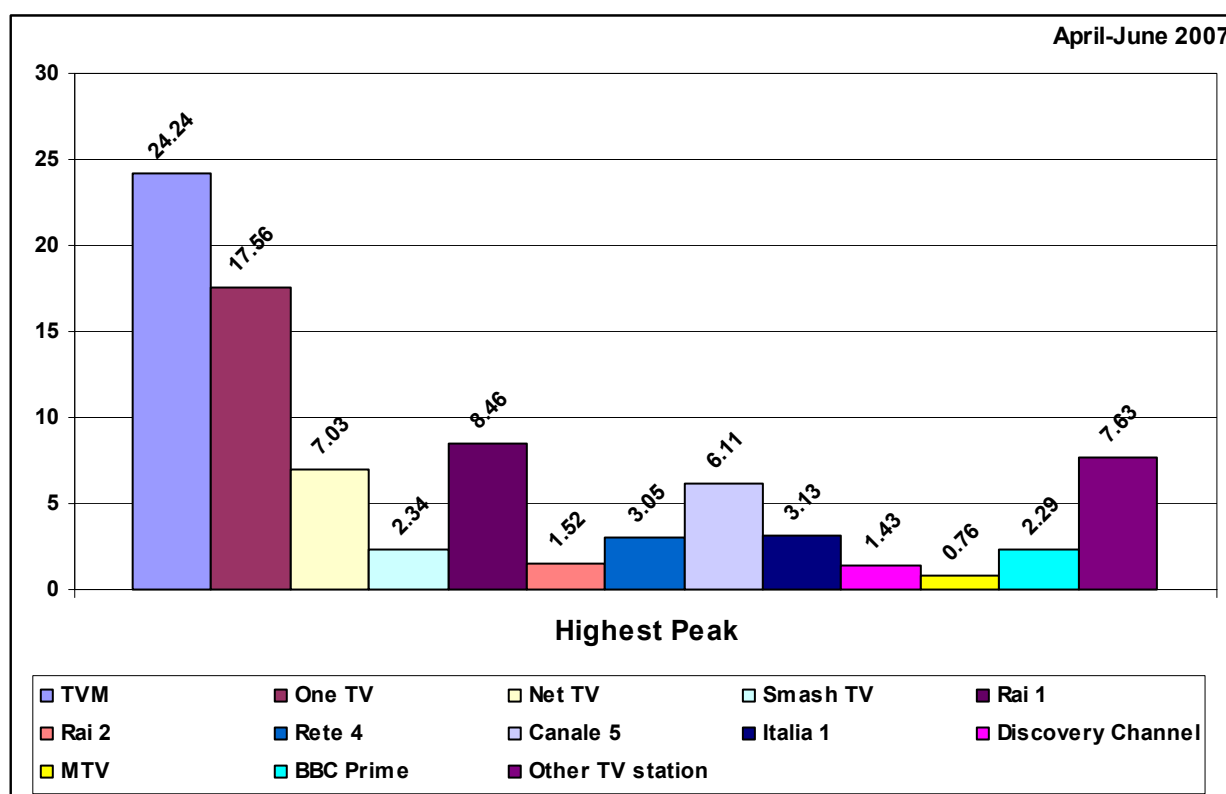


FIGURE 6.2: TV WEEKDAY PEAK AUDIENCES

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 week-day audiences. Included in the tables are the same statistics as those calculated for Radio consumption for each particular broadcasting station; i.e. (a) the daily TV average audience; (b) the highest daily peak TV audience; and (c) the standard deviation.

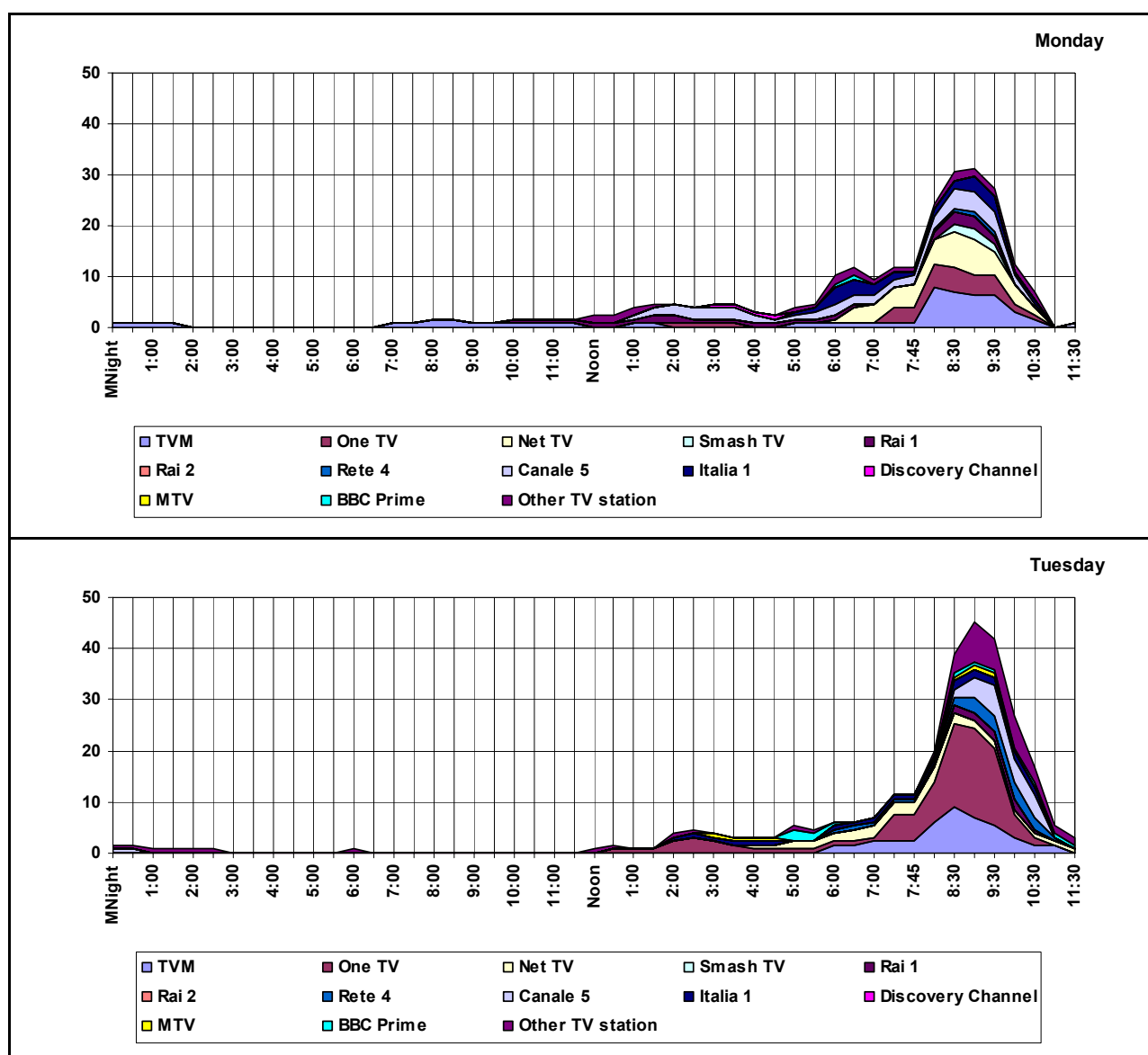


FIGURE 6.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION

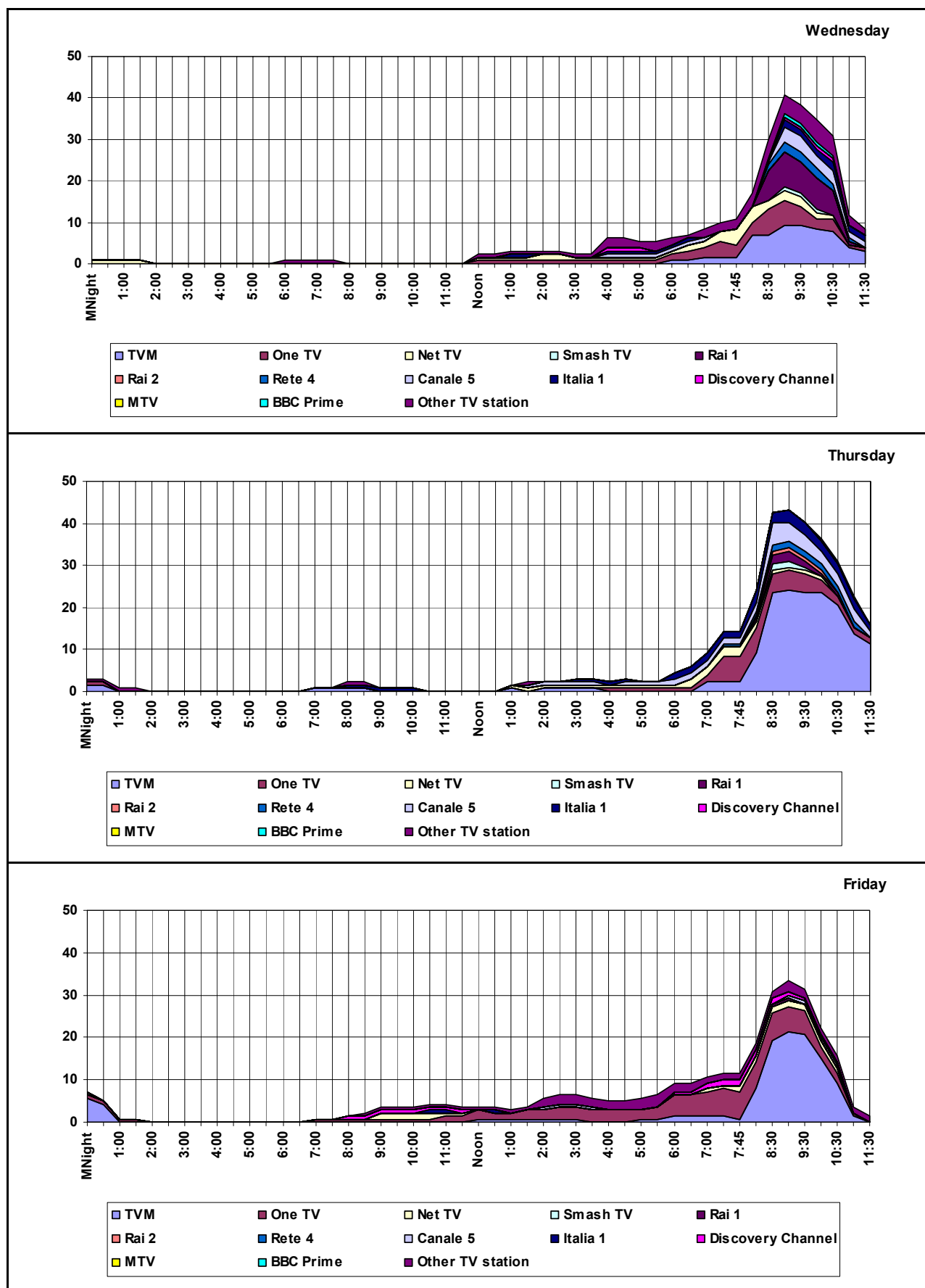


FIGURE 6.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION

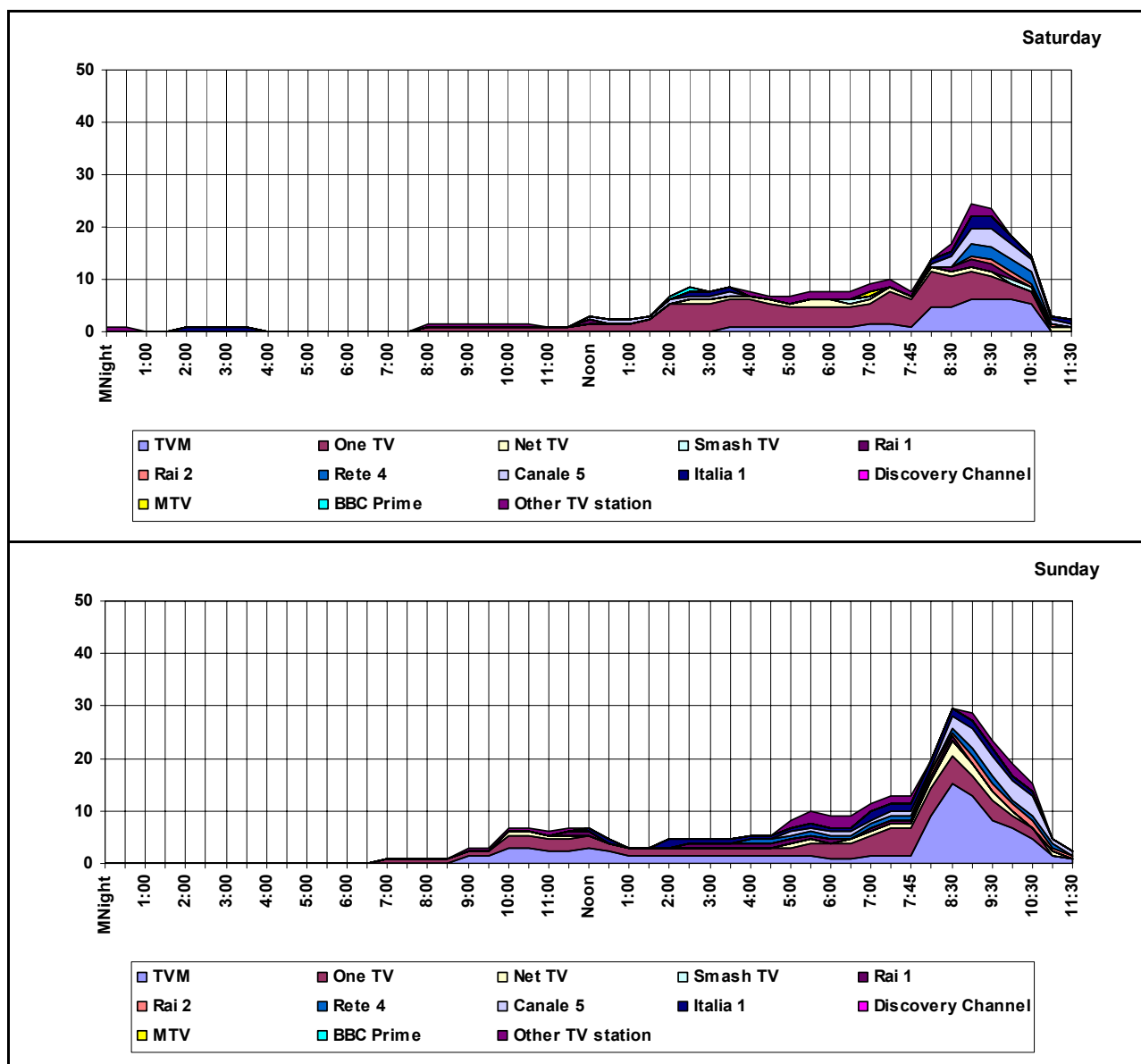


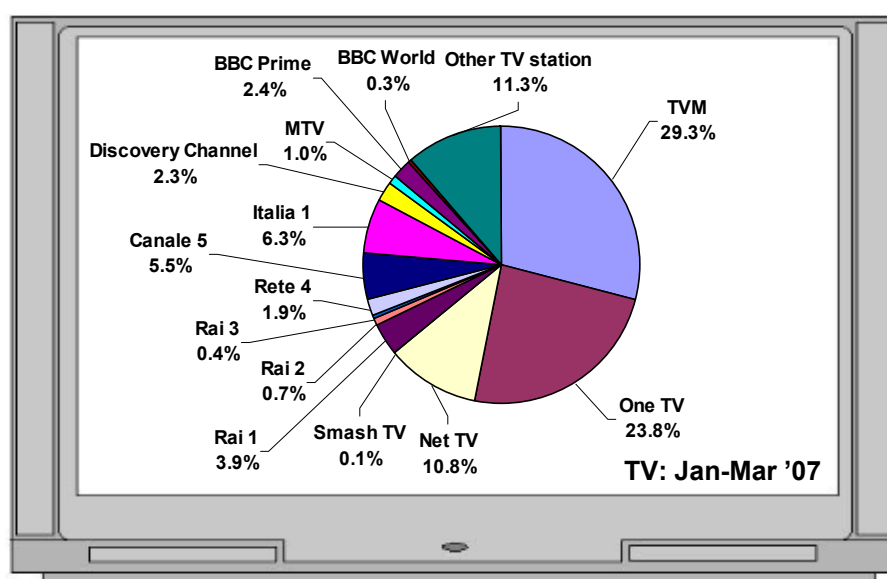
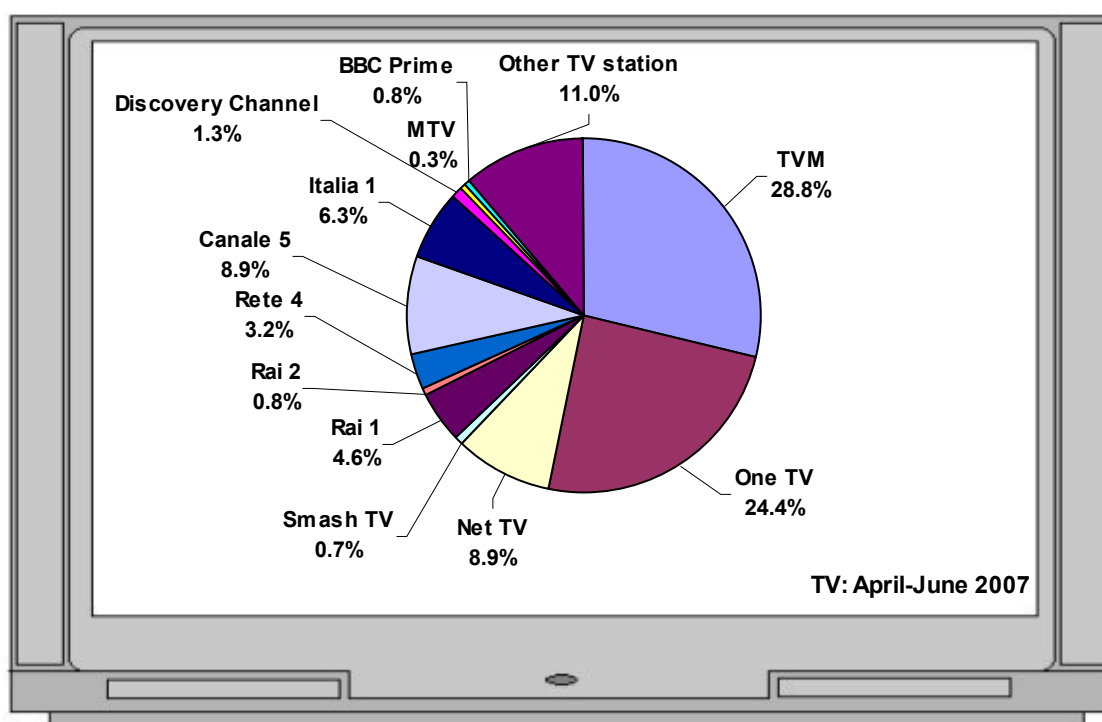
FIGURE 6.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION

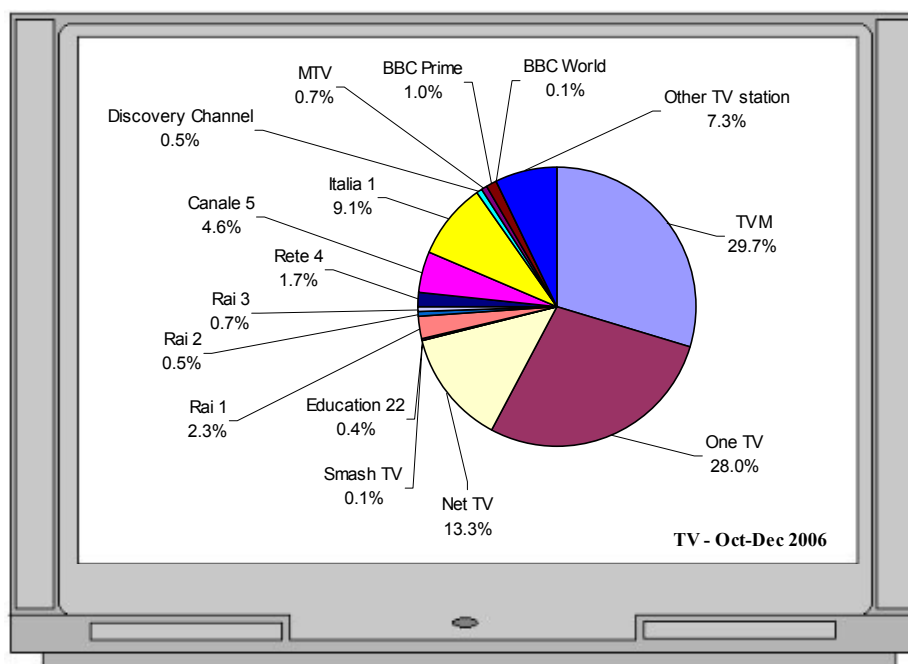
6.4 TV AUDIENCE SHARE

Taking all the readings for all the weekdays and calculating the total average by each television broadcasting station, Table 6.3 [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 6.3: TV TOTAL DAILY AVERAGE AUDIENCE

	TVM	ONE TV	NET TV	SMASH TV	RAI 1	RAI 2	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	OTHER TV STATION
Total Avg.	28.8	24.4	8.9	0.7	4.6	0.8	3.2	8.9	6.3	1.3	0.3	0.8	11.0





**FIGURE 6.4: TV TOTAL DAILY TV AVERAGE AUDIENCE
OCTOBER-DECEMBER 2006 & JANUARY-MARCH 2007**

7. Teleshopping

Starting from 1st April 2007, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed.

Only 11.8% of the respondents stated that they regularly watch teleshopping, where 76.6% of these were females and 23.4 males. Such programmes mostly attracted those in the 50-64 age bracket [34.6%] followed by those in the 65-79 age-group [31.8%] and those in the 30-49 age-group [24.3%]. By district, teleshopping programmes are mostly followed by those in the Northern Harbour [35.5%] followed by those in the Southern Harbour area [28.0%] – see Part 2: Tables 7.1 and 7.2 and Figure 7.1 below:

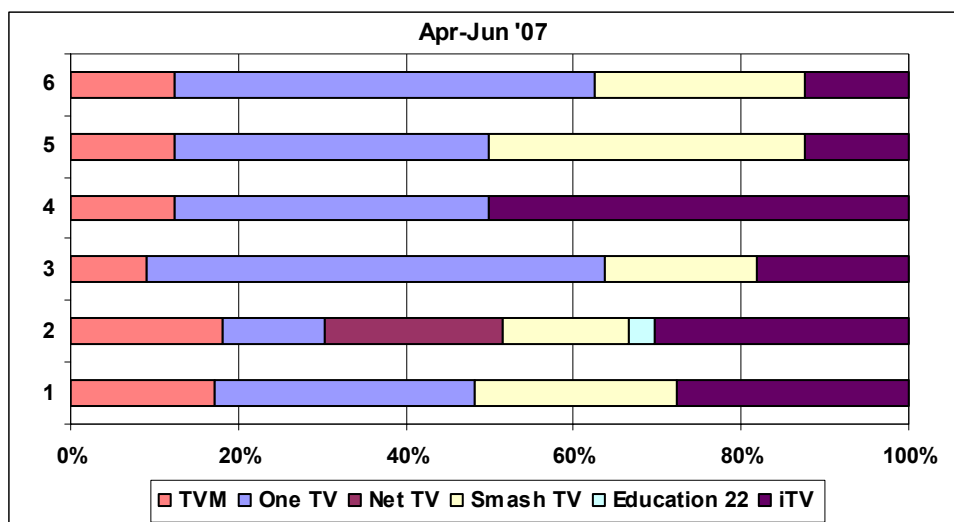


FIGURE 7.1: TEleshopping BY DISTRICT

The respondents were asked on which TV channels such programmes were usually followed and the replies are graphically represented in Figure 7.2 below:

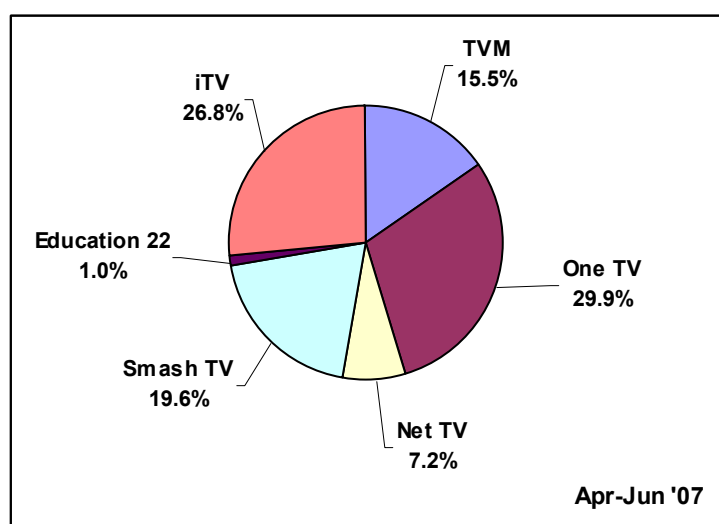


FIGURE 7.2: TEleshopping BY TV CHANNEL

8. Radio and TV Consumption

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis with their reception media is another data that has been computed for this period, as well as for the previous period. This would indicate the number of hours that consumers were captured by the respective broadcasting stations.

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station; resulting in the following Table 8.1:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS BY STATION

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007
Radju Malta	3.50	4.05	4.24
Radju Parlament /106.6	4.00	2.00	3.14
Magic Radio	2.75	4.68	3.79
Super One Radio	5.78	5.80	4.85
Radio 101	3.82	3.57	3.75
Bay Radio	3.34	2.84	2.15
Calypso Radio	5.61	5.11	5.18
RTK	5.08	4.77	3.17
Smash Radio	4.17	2.61	4.39
Radju Marija	3.45	4.53	4.11
Campus FM	1.63	5.60	1.00
Capital Radio	2.83	3.86	3.52
XFM	4.68	4.21	3.15
Radju tal- Komunita'	4.88	8.00	3.50
Foreign Radio Station	3.17	2.67	2.00
Total Average Listening	4.41	4.42	3.90

Taking the total number of hours of radio listening over the sample size, the average hours of radio listening spent by consumers stands at:

- **October – December 2006:** **2.26 hrs. every day**
- **January – March 2007:** **2.00 hrs. every day**
- **April – June 2007:** **1.87 hrs. every day**

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers was analysed by each TV broadcasting station and was divided by the total number of consumers per station; resulting in the following Table 8.2:

TABLE 8.2: TV DAILY CONSUMPTION BY HOURS BY STATION

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007
TVM	2.12	2.28	2.06
One TV	3.18	3.40	3.24
Net TV	2.36	2.83	2.39
Smash TV	1.00	1.00	1.19
Education 22	2.75	-	-
Rai 1	2.20	3.66	1.92
Rai 2	1.60	1.75	2.75
Rai 3	2.50	1.75	-
Rete 4	1.61	2.46	2.59
Canale 5	1.90	2.18	2.43
Italia 1	2.15	2.19	2.15
Discovery Channel	1.40	3.09	2.75
MTV	1.50	8.00	1.50
BBC Prime	2.07	3.89	1.83
BBC World	1.00	2.00	-
Other TV station	2.52	2.71	2.50
Total Average Viewing	2.35	2.66	2.38

Taking the total number of hours of TV viewing over the sample size, the average hours of TV viewing spent by consumers stands at:

- **October – December 2006:** **1.57 hrs. every day**
- **January – March 2007:** **1.68 hrs. every day**
- **April – June 2007:** **1.40 hrs. every day**

Appendix A: Questionnaire

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

Aerial
Aerial Digitali
Kejble
Satellita'
Internet
Mod ieħor
M' għandix televiżjoni

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

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
Stazzjon ieħor

M' hemmx stazzjon wieħed
Ma niftakarx
Ma rajtx televiżjoni
Ma tax risposta

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. Is-soltu tara' Telebejgħ?

5. Minn dawn l-istazzjonijiet, fuq liema stazzjon tat-televizjoni is-soltu tara t-Telebejgħ

TVM
Super One TV
NET TV
Smash TV
Education 22
iTV

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

Radju Malta -
Radju Parlament/106.6
Super One Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Capital Radio
X FM
Radju tal-komunità
Stazzjon barrani

M' hemmx stazzjon wieħed
Ma niftakarx
Ma smajtx radju
Ma tax risposta

7. F' liema ħinijiet smajt dan l-istazzjon?

Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm

8. Inti raġel jew mara?

Raġel
Mara

9. Kemm għandek età?

10. F' liema lokalità toqgħod?

RADIO AND TELEVISION AUDIENCES
PART 2 – TABLES AND FIGURES
[JANUARY - MARCH 2007]

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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+
Males	388	16	70	25	112	104	50	11
	42.9%	41.0%	52.6%	51.0%	42.9%	39.8%	38.2%	36.7%
	100.0%	4.1%	18.0%	6.4%	28.9%	26.8%	12.9%	2.8%
Females	516	23	63	24	149	157	81	19
	57.1%	59.0%	47.4%	49.0%	57.1%	60.2%	61.8%	63.3%
	100.0%	4.5%	12.2%	4.7%	28.9%	30.4%	15.7%	3.7%
Total	904	39	133	49	261	261	131	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.3%	14.7%	5.4%	28.9%	28.9%	14.5%	3.3%

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1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	388	80	118	66	55	47	22
	42.9%	41.7%	44.2%	44.3%	47.4%	41.6%	32.8%
	100.0%	20.6%	30.4%	17.0%	14.2%	12.1%	5.7%
Female	516	112	149	83	61	66	45
	57.1%	58.3%	55.8%	55.7%	52.6%	58.4%	67.2%
	100.0%	21.7%	28.9%	16.1%	11.8%	12.8%	8.7%
Total	904	192	267	149	116	113	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	29.5%	16.5%	12.8%	12.5%	7.4%

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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	39	5	9	7	9	4	5
	4.3%	2.6%	3.4%	4.7%	7.8%	3.5%	7.5%
	100.0%	12.8%	23.1%	17.9%	23.1%	10.3%	12.8%
15-24	133	25	38	23	19	20	8
	14.7%	13.0%	14.2%	15.4%	16.4%	17.7%	11.9%
	100.0%	18.8%	28.6%	17.3%	14.3%	15.0%	6.0%
25-29	49	12	12	6	8	8	3
	5.4%	6.3%	4.5%	4.0%	6.9%	7.1%	4.5%
	100.0%	24.5%	24.5%	12.2%	16.3%	16.3%	6.1%
30-49	261	51	74	43	35	35	23
	28.9%	26.6%	27.7%	28.9%	30.2%	31.0%	34.3%
	100.0%	19.5%	28.4%	16.5%	13.4%	13.4%	8.8%
50-64	261	60	81	48	25	31	16
	28.9%	31.3%	30.3%	32.2%	21.6%	27.4%	23.9%
	100.0%	23.0%	31.0%	18.4%	9.6%	11.9%	6.1%
65-79	131	35	40	18	18	10	10
	14.5%	18.2%	15.0%	12.1%	15.5%	8.8%	14.9%
	100.0%	26.7%	30.5%	13.7%	13.7%	7.6%	7.6%
80+	30	4	13	4	2	5	2
	3.3%	2.1%	4.9%	2.7%	1.7%	4.4%	3.0%
	100.0%	13.3%	43.3%	13.3%	6.7%	16.7%	6.7%
Total	904	192	267	149	116	113	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	29.5%	16.5%	12.8%	12.5%	7.4%

[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	31	11	20				3	18	8	2
	3.4%	2.8%	3.9%				1.1%	6.9%	6.1%	6.7%
Radju Parlament/106.6	100.0%	35.5%	64.5%				9.7%	58.1%	25.8%	6.5%
	14	5	9		4	2	7	1		
	1.5%	1.3%	1.7%		3.0%	4.1%	2.7%	0.4%		
Magic Radio	100.0%	35.7%	64.3%		28.6%	14.3%	50.0%	7.1%		
	20	9	11		2	2	11	4		1
	2.2%	2.3%	2.1%		1.5%	4.1%	4.2%	1.5%		3.3%
Super One Radio	100.0%	45.0%	55.0%		10.0%	10.0%	55.0%	20.0%		5.0%
	81	30	51	2	5		14	41	17	2
	9.0%	7.7%	9.9%	5.1%	3.8%		5.4%	15.7%	13.0%	6.7%
Radio 101	100.0%	37.0%	63.0%	2.5%	6.2%		17.3%	50.6%	21.0%	2.5%
	18	9	9				4	4	9	1
	2.0%	2.3%	1.7%				1.5%	1.5%	6.9%	3.3%
Bay Radio	100.0%	50.0%	50.0%				22.2%	22.2%	50.0%	5.6%
	53	23	30	1	28	9	12	3		
	5.9%	5.9%	5.8%	2.6%	21.1%	18.4%	4.6%	1.1%		
Calypso Radio	100.0%	43.4%	56.6%	1.9%	52.8%	17.0%	22.6%	5.7%		
	44	18	26	2		1	18	20	3	
	4.9%	4.6%	5.0%	5.1%		2.0%	6.9%	7.7%	2.3%	
RTK	100.0%	40.9%	59.1%	4.5%		2.3%	40.9%	45.5%	6.8%	
	47	17	30		2	1	11	16	15	2
	5.2%	4.4%	5.8%		1.5%	2.0%	4.2%	6.1%	11.5%	6.7%
Smash Radio	100.0%	36.2%	63.8%		4.3%	2.1%	23.4%	34.0%	31.9%	4.3%
	22	9	13		7	2	10	3		
	2.4%	2.3%	2.5%		5.3%	4.1%	3.8%	1.1%		
Radju Marija	100.0%	40.9%	59.1%		31.8%	9.1%	45.5%	13.6%		
	39	7	32				5	18	11	5
	4.3%	1.8%	6.2%				1.9%	6.9%	8.4%	16.7%
Campus FM	100.0%	17.9%	82.1%				12.8%	46.2%	28.2%	12.8%
	1		1					1		
	0.1%		0.2%					0.4%		
Capital Radio	100.0%		100.0%					100.0%		
	23	15	8		1	7	14		1	
	2.5%	3.9%	1.6%		0.8%	14.3%	5.4%		0.8%	
XFM	100.0%	65.2%	34.8%		4.3%	30.4%	60.9%		4.3%	
	22	18	4	1	11	3	5	2		
	2.4%	4.6%	0.8%	2.6%	8.3%	6.1%	1.9%	0.8%		
Radju tal- Komunita'	100.0%	81.8%	18.2%	4.5%	50.0%	13.6%	22.7%	9.1%		
	10	3	7	2	2		3	1	2	
	1.1%	0.8%	1.4%	5.1%	1.5%		1.1%	0.4%	1.5%	
Foreign Radio Station	100.0%	30.0%	70.0%	20.0%	20.0%		30.0%	10.0%	20.0%	
	4	1	3	1	1		1	1		
	0.4%	0.3%	0.6%	2.6%	0.8%		0.4%	0.4%		
No particular radio station	100.0%	25.0%	75.0%	25.0%	25.0%		25.0%	25.0%		
	65	31	34	1	11	2	21	14	13	3
	7.2%	8.0%	6.6%	2.6%	8.3%	4.1%	8.0%	5.4%	9.9%	10.0%
Do not remember	100.0%	47.7%	52.3%	1.5%	16.9%	3.1%	32.3%	21.5%	20.0%	4.6%
	7	3	4				3	1	2	1
	0.8%	0.8%	0.8%				1.1%	0.4%	1.5%	3.3%
Do not listen to radio	100.0%	42.9%	57.1%				42.9%	14.3%	28.6%	14.3%
	402	178	224	29	59	20	119	112	50	13
	44.5%	45.9%	43.4%	74.4%	44.4%	40.8%	45.6%	42.9%	38.2%	43.3%
No Response	100.0%	44.3%	55.7%	7.2%	14.7%	5.0%	29.6%	27.9%	12.4%	3.2%
	1	1						1		
	0.1%	0.3%						0.4%		
	100.0%	100.0%						100.0%		
Total	904	388	516	39	133	49	261	261	131	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	4.3%	14.7%	5.4%	28.9%	28.9%	14.5%	3.3%

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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	31	7	9	6	2	6	1
	3.4%	3.6%	3.4%	4.0%	1.7%	5.3%	1.5%
	100.0%	22.6%	29.0%	19.4%	6.5%	19.4%	3.2%
Radju Parlament/106.6	14	4	4		3	3	
	1.5%	2.1%	1.5%		2.6%	2.7%	
	100.0%	28.6%	28.6%		21.4%	21.4%	
Magic Radio	20	1	9	1	5	4	
	2.2%	0.5%	3.4%	0.7%	4.3%	3.5%	
	100.0%	5.0%	45.0%	5.0%	25.0%	20.0%	
Super One Radio	81	22	22	17	8	6	6
	9.0%	11.5%	8.2%	11.4%	6.9%	5.3%	9.0%
	100.0%	27.2%	27.2%	21.0%	9.9%	7.4%	7.4%
Radio 101	18	4	7	2	4		1
	2.0%	2.1%	2.6%	1.3%	3.4%		1.5%
	100.0%	22.2%	38.9%	11.1%	22.2%		5.6%
Bay Radio	53	8	17	8	7	11	2
	5.9%	4.2%	6.4%	5.4%	6.0%	9.7%	3.0%
	100.0%	15.1%	32.1%	15.1%	13.2%	20.8%	3.8%
Calypso Radio	44	9	13	7	9	5	1
	4.9%	4.7%	4.9%	4.7%	7.8%	4.4%	1.5%
	100.0%	20.5%	29.5%	15.9%	20.5%	11.4%	2.3%
RTK	47	9	15	6	3	8	6
	5.2%	4.7%	5.6%	4.0%	2.6%	7.1%	9.0%
	100.0%	19.1%	31.9%	12.8%	6.4%	17.0%	12.8%
Smash Radio	22	6	5	5	2	2	2
	2.4%	3.1%	1.9%	3.4%	1.7%	1.8%	3.0%
	100.0%	27.3%	22.7%	22.7%	9.1%	9.1%	9.1%
Radju Marija	39	6	16	7	5	2	3
	4.3%	3.1%	6.0%	4.7%	4.3%	1.8%	4.5%
	100.0%	15.4%	41.0%	17.9%	12.8%	5.1%	7.7%
Campus FM	1		1				
	0.1%		0.4%				
	100.0%		100.0%				
Capital Radio	23	4	9	3	1	5	1
	2.5%	2.1%	3.4%	2.0%	0.9%	4.4%	1.5%
	100.0%	17.4%	39.1%	13.0%	4.3%	21.7%	4.3%
XFM	22	4	4	4	3	6	1
	2.4%	2.1%	1.5%	2.7%	2.6%	5.3%	1.5%
	100.0%	18.2%	18.2%	18.2%	13.6%	27.3%	4.5%
Radju tal- Komunita'	10	3	4	2			1
	1.1%	1.6%	1.5%	1.3%			1.5%
	100.0%	30.0%	40.0%	20.0%			10.0%
Foreign Radio Station	4		1	2	1		
	0.4%		0.4%	1.3%	0.9%		
	100.0%		25.0%	50.0%	25.0%		
No particular radio station	65	19	19	10	5	9	3
	7.2%	9.9%	7.1%	6.7%	4.3%	8.0%	4.5%
	100.0%	29.2%	29.2%	15.4%	7.7%	13.8%	4.6%
Do not remember	7	2	3	2			
	0.8%	1.0%	1.1%	1.3%			
	100.0%	28.6%	42.9%	28.6%			
Do not listen to radio	402	84	108	67	58	46	39
	44.5%	43.8%	40.4%	45.0%	50.0%	40.7%	58.2%
	100.0%	20.9%	26.9%	16.7%	14.4%	11.4%	9.7%
No Response	1		1				
	0.1%		0.4%				
	100.0%		100.0%				
Total	904	192	267	149	116	113	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	29.5%	16.5%	12.8%	12.5%	7.4%

[Count / Column % / Row %]

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	6	3	3	1			1	2	2	
	0.7%	0.8%	0.6%	2.6%			0.4%	0.8%	1.5%	
	100.0%	50.0%	50.0%	16.7%			16.7%	33.3%	33.3%	
TVM	173	65	108	6	21	9	52	58	24	3
	19.1%	16.8%	20.9%	15.4%	15.8%	18.4%	19.9%	22.2%	18.3%	10.0%
	100.0%	37.6%	62.4%	3.5%	12.1%	5.2%	30.1%	33.5%	13.9%	1.7%
One TV	92	25	67	6	12	1	20	42	11	
	10.2%	6.4%	13.0%	15.4%	9.0%	2.0%	7.7%	16.1%	8.4%	
	100.0%	27.2%	72.8%	6.5%	13.0%	1.1%	21.7%	45.7%	12.0%	
Net TV	45	17	28		1	2	14	17	8	3
	5.0%	4.4%	5.4%		0.8%	4.1%	5.4%	6.5%	6.1%	10.0%
	100.0%	37.8%	62.2%		2.2%	4.4%	31.1%	37.8%	17.8%	6.7%
Smash TV	8	5	3				1	3	4	
	0.9%	1.3%	0.6%				0.4%	1.1%	3.1%	
	100.0%	62.5%	37.5%				12.5%	37.5%	50.0%	
Rai 1	32	16	16	2	4	1	9	10	6	
	3.5%	4.1%	3.1%	5.1%	3.0%	2.0%	3.4%	3.8%	4.6%	
	100.0%	50.0%	50.0%	6.3%	12.5%	3.1%	28.1%	31.3%	18.8%	
Rai 2	4	3	1		1				2	1
	0.4%	0.8%	0.2%		0.8%				1.5%	3.3%
	100.0%	75.0%	25.0%		25.0%				50.0%	25.0%
Rete 4	16	9	7			2	4	5	4	1
	1.8%	2.3%	1.4%			4.1%	1.5%	1.9%	3.1%	3.3%
	100.0%	56.3%	43.8%			12.5%	25.0%	31.3%	25.0%	6.3%
Canale 5	46	9	37		10	4	17	12	2	1
	5.1%	2.3%	7.2%		7.5%	8.2%	6.5%	4.6%	1.5%	3.3%
	100.0%	19.6%	80.4%		21.7%	8.7%	37.0%	26.1%	4.3%	2.2%
Italia 1	38	20	18	9	17	2	7	2	1	
	4.2%	5.2%	3.5%	23.1%	12.8%	4.1%	2.7%	0.8%	0.8%	
	100.0%	52.6%	47.4%	23.7%	44.7%	5.3%	18.4%	5.3%	2.6%	
Discovery Channel	6	5	1		1		3	1	1	
	0.7%	1.3%	0.2%		0.8%		1.1%	0.4%	0.8%	
	100.0%	83.3%	16.7%		16.7%		50.0%	16.7%	16.7%	
MTV	3		3	1	2					
	0.3%		0.6%	2.6%	1.5%					
	100.0%		100.0%	33.3%	66.7%					
BBC Prime	6	1	5			1		2	3	
	0.7%	0.3%	1.0%			2.0%		0.8%	2.3%	
	100.0%	16.7%	83.3%			16.7%		33.3%	50.0%	
Other TV station	55	34	21	4	8	4	18	14	5	2
	6.1%	8.8%	4.1%	10.3%	6.0%	8.2%	6.9%	5.4%	3.8%	6.7%
	100.0%	61.8%	38.2%	7.3%	14.5%	7.3%	32.7%	25.5%	9.1%	3.6%
No particular station	102	49	53	2	4	3	25	37	27	4
	11.3%	12.6%	10.3%	5.1%	3.0%	6.1%	9.6%	14.2%	20.6%	13.3%
	100.0%	48.0%	52.0%	2.0%	3.9%	2.9%	24.5%	36.3%	26.5%	3.9%
Do not remember	9	3	6	1			2	2	1	3
	1.0%	0.8%	1.2%	2.6%			0.8%	0.8%	0.8%	10.0%
	100.0%	33.3%	66.7%	11.1%			22.2%	22.2%	11.1%	33.3%
Do not watch TV	261	123	138	6	52	20	87	54	30	12
	28.9%	31.7%	26.7%	15.4%	39.1%	40.8%	33.3%	20.7%	22.9%	40.0%
	100.0%	47.1%	52.9%	2.3%	19.9%	7.7%	33.3%	20.7%	11.5%	4.6%
No Response	2	1	1	1			1			
	0.2%	0.3%	0.2%	2.6%			0.4%			
	100.0%	50.0%	50.0%	50.0%			50.0%			
Table Total	904	388	516	39	133	49	261	261	131	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	4.3%	14.7%	5.4%	28.9%	28.9%	14.5%	3.3%

[Count / Column % / Row %]

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	6 0.7% 100.0%		2 0.7% 33.3%	3 2.0% 50.0%			1 1.5% 16.7%
TVM	173 19.1% 100.0%	32 16.7% 18.5%	48 18.0% 27.7%	31 20.8% 17.9%	20 17.2% 11.6%	26 23.0% 15.0%	16 23.9% 9.2%
One TV	92 10.2% 100.0%	28 14.6% 30.4%	24 9.0% 26.1%	19 12.8% 20.7%	4 3.4% 4.3%	8 7.1% 8.7%	9 13.4% 9.8%
Net TV	45 5.0% 100.0%	8 4.2% 17.8%	15 5.6% 33.3%	3 2.0% 6.7%	9 7.8% 20.0%	6 5.3% 13.3%	4 6.0% 8.9%
Smash TV	8 0.9% 100.0%	4 2.1% 50.0%	1 0.4% 12.5%			3 2.7% 37.5%	
Rai 1	32 3.5% 100.0%	5 2.6% 15.6%	10 3.7% 31.3%	3 2.0% 9.4%	5 4.3% 15.6%	7 6.2% 21.9%	2 3.0% 6.3%
Rai 2	4 0.4% 100.0%		3 1.1% 75.0%	1 0.7% 25.0%			
Rete 4	16 1.8% 100.0%	4 2.1% 25.0%	6 2.2% 37.5%	3 2.0% 18.8%	2 1.7% 12.5%	1 0.9% 6.3%	
Canale 5	46 5.1% 100.0%	9 4.7% 19.6%	19 7.1% 41.3%	5 3.4% 10.9%	6 5.2% 13.0%	4 3.5% 8.7%	3 4.5% 6.5%
Italia 1	38 4.2% 100.0%	10 5.2% 26.3%	11 4.1% 28.9%	7 4.7% 18.4%	2 1.7% 5.3%	5 4.4% 13.2%	3 4.5% 7.9%
Discovery Channel	6 0.7% 100.0%	2 1.0% 33.3%		2 1.3% 33.3%	1 0.9% 16.7%		1 1.5% 16.7%
MTV	3 0.3% 100.0%		2 0.7% 66.7%	1 0.7% 33.3%			
BBC Prime	6 0.7% 100.0%	3 1.6% 50.0%	2 0.7% 33.3%		1 0.9% 16.7%		
Other TV station	55 6.1% 100.0%	9 4.7% 16.4%	27 10.1% 49.1%	4 2.7% 7.3%	7 6.0% 12.7%	6 5.3% 10.9%	2 3.0% 3.6%
No particular station	102 11.3% 100.0%	21 10.9% 20.6%	26 9.7% 25.5%	23 15.4% 22.5%	13 11.2% 12.7%	13 11.5% 12.7%	6 9.0% 5.9%
Do not remember	9 1.0% 100.0%	2 1.0% 22.2%	4 1.5% 44.4%			3 2.7% 33.3%	
Do not watch TV	261 28.9% 100.0%	55 28.6% 21.1%	66 24.7% 25.3%	44 29.5% 16.9%	46 39.7% 17.6%	30 26.5% 11.5%	20 29.9% 7.7%
No Response	2 0.2% 100.0%		1 0.4% 50.0%			1 0.9% 50.0%	
Table Total	904 100.0% 100.0%	192 100.0% 21.2%	267 100.0% 29.5%	149 100.0% 16.5%	116 100.0% 12.8%	113 100.0% 12.5%	67 100.0% 7.4%

[Count / Column % / Row %]

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 (Analogue)	175	75	100	12	28	2	44	49	32	8
	19.4%	19.3%	19.4%	30.8%	21.1%	4.1%	16.9%	18.8%	24.4%	26.7%
	100.0%	42.9%	57.1%	6.9%	16.0%	1.1%	25.1%	28.0%	18.3%	4.6%
Cable	606	252	354	23	83	36	167	183	92	22
	67.0%	64.9%	68.6%	59.0%	62.4%	73.5%	64.0%	70.1%	70.2%	73.3%
	100.0%	41.6%	58.4%	3.8%	13.7%	5.9%	27.6%	30.2%	15.2%	3.6%
Satellite	79	47	32	3	18	6	33	18	1	
	8.7%	12.1%	6.2%	7.7%	13.5%	12.2%	12.6%	6.9%	0.8%	
	100.0%	59.5%	40.5%	3.8%	22.8%	7.6%	41.8%	22.8%	1.3%	
Internet	1		1		1					
	0.1%		0.2%		0.8%					
	100.0%		100.0%		100.0%					
Digital Aerial	37	11	26		3	5	16	9	4	
	4.1%	2.8%	5.0%		2.3%	10.2%	6.1%	3.4%	3.1%	
	100.0%	29.7%	70.3%		8.1%	13.5%	43.2%	24.3%	10.8%	
No TV set	6	3	3	1			1	2	2	
	0.7%	0.8%	0.6%	2.6%			0.4%	0.8%	1.5%	
	100.0%	50.0%	50.0%	16.7%			16.7%	33.3%	33.3%	
Total	904	388	516	39	133	49	261	261	131	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	4.3%	14.7%	5.4%	28.9%	28.9%	14.5%	3.3%

[Count / Column % / Row %]

TABLE 4.2: TV-RECEPTION BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	175	33	42	44	24	21	11
	19.4%	17.2%	15.7%	29.5%	20.7%	18.6%	16.4%
	100.0%	18.9%	24.0%	25.1%	13.7%	12.0%	6.3%
Cable	606	134	189	80	78	74	51
	67.0%	69.8%	70.8%	53.7%	67.2%	65.5%	76.1%
	100.0%	22.1%	31.2%	13.2%	12.9%	12.2%	8.4%
Satellite	79	19	23	12	11	12	2
	8.7%	9.9%	8.6%	8.1%	9.5%	10.6%	3.0%
	100.0%	24.1%	29.1%	15.2%	13.9%	15.2%	2.5%
Internet	1		1				
	0.1%		0.4%				
	100.0%		100.0%				
Digital Aerial	37	6	10	10	3	6	2
	4.1%	3.1%	3.7%	6.7%	2.6%	5.3%	3.0%
	100.0%	16.2%	27.0%	27.0%	8.1%	16.2%	5.4%
No TV set	6		2	3			1
	0.7%		0.7%	2.0%			1.5%
	100.0%		33.3%	50.0%			16.7%
Total	904	192	267	149	116	113	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	29.5%	16.5%	12.8%	12.5%	7.4%

[Count / Column % / Row %]

TABLE 4.3: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TABLE TOTAL	PLATFORM					
		AERIAL (ANALOGUE)	CABLE	SATELLITE	INTERNET	DIGITAL AERIAL	DO NOT HAVE A TV SET
Not applicable	6 0.7% 100.0%						6 100.0% 100.0%
TVM	173 19.1% 100.0%	41 23.4% 23.7%	113 18.6% 65.3%	10 12.7% 5.8%		9 24.3% 5.2%	
One TV	92 10.2% 100.0%	21 12.0% 22.8%	61 10.1% 66.3%	7 8.9% 7.6%		3 8.1% 3.3%	
Net TV	45 5.0% 100.0%	6 3.4% 13.3%	34 5.6% 75.6%	4 5.1% 8.9%		1 2.7% 2.2%	
Smash TV	8 0.9% 100.0%	1 0.6% 12.5%	6 1.0% 75.0%	1 1.3% 12.5%			
Rai 1	32 3.5% 100.0%	8 4.6% 25.0%	22 3.6% 68.8%	1 1.3% 3.1%		1 2.7% 3.1%	
Rai 2	4 0.4% 100.0%	1 0.6% 25.0%	3 0.5% 75.0%				
Rete 4	16 1.8% 100.0%	8 4.6% 50.0%	7 1.2% 43.8%	1 1.3% 6.3%			
Canale 5	46 5.1% 100.0%	10 5.7% 21.7%	29 4.8% 63.0%	5 6.3% 10.9%		2 5.4% 4.3%	
Italia 1	38 4.2% 100.0%	10 5.7% 26.3%	20 3.3% 52.6%	5 6.3% 13.2%		3 8.1% 7.9%	
Discovery Channel	6 0.7% 100.0%		4 0.7% 66.7%	1 1.3% 16.7%		1 2.7% 16.7%	
MTV	3 0.3% 100.0%		3 0.5% 100.0%				
BBC Prime	6 0.7% 100.0%		4 0.7% 66.7%			2 5.4% 33.3%	
Other TV station	55 6.1% 100.0%	1 0.6% 1.8%	42 6.9% 76.4%	10 12.7% 18.2%		2 5.4% 3.6%	
No particular station	102 11.3% 100.0%	16 9.1% 15.7%	79 13.0% 77.5%	6 7.6% 5.9%		1 2.7% 1.0%	
Do not remember	9 1.0% 100.0%	1 0.6% 11.1%	7 1.2% 77.8%	1 1.3% 11.1%			
Do not watch TV	261 28.9% 100.0%	51 29.1% 19.5%	170 28.1% 65.1%	27 34.2% 10.3%	1 100.0% 0.4%	12 32.4% 4.6%	
No Response	2 0.2% 100.0%		2 0.3% 100.0%				
Total	904 100.0% 100.0%	175 100.0% 19.4%	606 100.0% 67.0%	79 100.0% 8.7%	1 100.0% 0.1%	37 100.0% 4.1%	6 100.0% 0.7%

[Count / Column % / Row %]

TABLE 5.3.A: RADIO AUDIENCES – MONDAY

	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	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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
5:00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100.00
5:30	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100.00
6:00	0.00	0.00	0.00	0.78	0.78	0.00	0.78	2.34	0.78	0.78	0.00	0.00	0.00	0.00	0.00	93.75	100.00
6:30	0.00	0.00	0.00	1.56	0.78	0.00	0.78	2.34	0.00	0.78	0.00	0.00	0.00	0.00	0.00	93.75	100.00
7:00	0.78	0.00	0.00	1.56	0.78	0.78	1.56	3.13	0.78	3.13	0.00	0.00	0.78	0.78	0.00	85.94	100.00
7:30	0.78	0.78	0.00	1.56	0.78	0.78	2.34	3.13	0.78	2.34	0.00	0.00	1.56	0.78	0.00	84.38	100.00
8:00	0.78	0.00	0.00	2.34	0.78	2.34	3.91	3.91	0.78	3.91	0.00	0.00	0.78	0.78	0.00	79.69	100.00
8:30	0.78	0.78	0.00	1.56	0.78	1.56	3.91	3.13	0.78	3.91	0.00	0.00	1.56	0.78	0.00	80.47	100.00
9:00	2.34	0.00	0.00	2.34	0.78	2.34	3.91	3.91	0.78	3.91	0.00	0.00	1.56	0.78	0.00	77.34	100.00
9:30	2.34	0.00	0.00	2.34	0.78	2.34	3.91	3.91	0.78	3.91	0.00	0.00	1.56	0.78	0.00	77.34	100.00
10:00	2.34	0.00	0.00	3.91	0.78	1.56	3.91	4.69	0.78	3.13	0.00	0.00	1.56	1.56	0.00	75.78	100.00
10:30	3.13	0.00	0.00	3.91	0.78	0.78	3.91	4.69	0.78	3.13	0.00	0.00	1.56	1.56	0.00	75.78	100.00
11:00	3.13	0.00	0.00	3.13	0.78	0.78	3.91	3.91	0.78	3.13	0.00	0.00	3.13	1.56	0.00	75.78	100.00
11:30	3.13	0.00	0.00	3.91	0.78	0.78	3.91	3.91	0.78	3.13	0.00	0.00	3.13	1.56	0.00	75.00	100.00
NOON	0.00	0.00	0.00	2.34	0.00	0.78	2.34	0.78	0.78	3.13	0.00	0.00	2.34	0.78	0.00	86.72	100.00
0:30	0.00	0.00	0.00	2.34	0.78	0.78	2.34	0.78	0.78	2.34	0.00	0.00	1.56	0.78	0.00	87.50	100.00
1:00	0.00	0.78	0.00	0.78	0.78	0.78	2.34	0.00	0.78	2.34	0.00	0.00	1.56	0.78	0.00	89.06	100.00
1:30	0.00	0.00	0.00	0.78	0.78	0.78	2.34	0.00	0.78	2.34	0.00	0.00	1.56	0.78	0.00	89.84	100.00
2:00	0.00	0.00	0.00	0.78	0.78	0.78	2.34	0.00	0.78	2.34	0.00	0.00	1.56	0.78	0.00	89.84	100.00
2:30	0.00	0.00	0.00	0.78	0.78	0.78	2.34	0.00	0.78	2.34	0.00	0.00	1.56	0.78	0.00	89.84	100.00
3:00	0.78	0.00	0.00	1.56	0.78	0.00	2.34	0.00	1.56	1.56	0.00	0.00	0.78	0.78	0.00	89.84	100.00
3:30	0.78	0.00	0.00	1.56	0.78	0.00	2.34	0.00	0.78	1.56	0.00	0.00	0.78	0.78	0.00	90.63	100.00
4:00	0.78	0.00	0.00	1.56	0.78	0.00	2.34	0.00	0.78	2.34	0.00	0.00	0.78	0.78	0.00	89.84	100.00
4:30	0.78	0.78	0.00	1.56	0.78	0.00	1.56	0.00	0.00	2.34	0.00	0.00	0.78	0.78	0.00	90.63	100.00
5:00	0.78	0.00	0.00	3.13	0.78	0.00	1.56	0.00	0.00	2.34	0.00	0.00	0.78	0.78	0.00	89.84	100.00
5:30	0.78	0.00	0.00	3.91	0.78	0.00	1.56	0.00	0.00	3.13	0.00	0.00	0.78	0.78	0.00	88.28	100.00
6:00	0.00	0.00	0.00	4.69	0.78	0.78	1.56	0.00	0.00	3.13	0.00	0.00	0.78	0.00	0.00	88.28	100.00
6:30	0.00	0.00	0.00	1.56	0.00	1.56	1.56	0.00	0.00	2.34	0.00	0.00	0.78	0.00	0.00	92.19	100.00
7:00	0.00	0.00	0.00	0.78	0.00	1.56	1.56	0.78	0.00	2.34	0.00	0.00	0.00	0.00	0.00	92.97	100.00
7:30	0.00	0.00	0.00	0.78	0.00	0.00	1.56	0.78	0.00	1.56	0.00	0.00	0.00	0.00	0.00	95.31	100.00
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	1.56	0.00	0.00	0.00	0.00	0.00	97.66	100.00
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	1.56	0.00	0.00	0.00	0.00	0.00	97.66	100.00
9:00	0.00	0.78	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	97.66	100.00
9:30	0.00	0.78	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	97.66	100.00
10:00	0.00	0.78	0.00	0.00	0.00	0.00	0.78	0.78	0.00	0.78	0.00	0.00	0.00	0.00	0.00	96.88	100.00
10:30	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.78	0.00	0.00	0.00	0.00	0.00	97.66	100.00
11:00	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	0.00	99.22	100.00
11:30	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	0.00	99.22	100.00
average	0.50	0.13	0.00	1.24	0.39	0.47	1.51	1.04	0.34	1.64	0.00	0.00	0.70	0.42	0.00	91.60	
maximum	3.13	0.78	0.00	4.69	0.78	2.34	3.91	4.69	1.56	3.91	0.00	0.00	3.13	1.56	0.00	100.00	
std. dev.	0.92	0.29	0.00	1.34	0.39	0.70	1.39	1.56	0.42	1.35	0.00	0.00	0.86	0.51	0.00	8.04	

TABLE 5.3.B: RADIO AUDIENCES – TUESDAY

	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	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	100.00	100.00
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	100.00	100.00
1:00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
1:30	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
2:00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
2:30	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
3:00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
3:30	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
4:00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
4:30	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
5:00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
5:30	0.00	0.00	0.00	1.53	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.95	100.00
6:00	0.76	0.00	0.00	2.29	0.76	0.76	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.89	100.00
6:30	0.76	0.00	0.00	2.29	0.76	0.76	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.89	100.00
7:00	2.29	0.00	0.00	3.82	0.76	0.76	0.00	0.76	0.76	0.76	0.00	0.00	0.76	0.00	0.00	89.31	100.00
7:30	1.53	0.00	0.00	5.34	0.76	1.53	0.00	0.76	0.76	0.00	0.00	0.76	0.76	0.00	0.00	87.79	100.00
8:00	1.53	0.00	0.00	5.34	0.76	3.05	0.00	0.76	1.53	0.76	0.00	2.29	1.53	0.00	0.00	82.44	100.00
8:30	1.53	0.76	0.76	4.58	0.76	1.53	1.53	0.76	1.53	0.76	0.00	2.29	1.53	0.00	0.00	81.68	100.00
9:00	3.05	1.53	0.76	3.05	0.76	1.53	3.05	1.53	2.29	1.53	0.00	2.29	1.53	0.00	0.00	77.10	100.00
9:30	3.05	1.53	0.76	3.05	0.76	1.53	3.05	1.53	2.29	1.53	0.00	2.29	1.53	0.00	0.00	77.10	100.00
10:00	3.05	1.53	1.53	3.05	0.76	0.76	3.82	2.29	3.05	1.53	0.00	3.05	2.29	0.76	0.00	72.52	100.00
10:30	3.05	0.76	1.53	3.05	0.76	0.76	3.82	2.29	3.05	1.53	0.00	2.29	2.29	0.76	0.00	74.05	100.00
11:00	2.29	0.76	1.53	3.05	0.76	0.76	3.05	2.29	3.05	1.53	0.76	2.29	2.29	0.76	0.00	74.81	100.00
11:30	2.29	0.76	1.53	3.82	0.76	0.76	3.05	2.29	3.05	1.53	0.76	2.29	2.29	0.76	0.00	74.05	100.00
NOON	1.53	0.00	0.76	3.05	0.00	0.76	1.53	2.29	2.29	2.29	0.00	2.29	0.76	0.76	0.00	81.68	100.00
0:30	1.53	0.00	0.76	3.05	0.00	0.76	1.53	0.76	2.29	2.29	0.00	2.29	0.76	0.76	0.00	83.21	100.00
1:00	1.53	0.00	0.76	2.29	0.00	0.76	1.53	0.76	2.29	2.29	0.00	2.29	1.53	0.76	0.00	83.21	100.00
1:30	1.53	0.00	0.76	2.29	0.00	0.76	0.76	0.76	2.29	2.29	0.00	2.29	1.53	0.76	0.00	83.97	100.00
2:00	1.53	0.76	1.53	1.53	0.76	0.00	0.76	0.76	1.53	2.29	0.00	1.53	1.53	0.76	0.00	84.73	100.00
2:30	1.53	0.76	1.53	1.53	0.76	0.00	0.00	0.76	1.53	2.29	0.00	1.53	1.53	0.76	0.00	85.50	100.00
3:00	1.53	0.76	1.53	1.53	0.76	0.00	0.00	0.76	1.53	3.05	0.00	1.53	1.53	0.76	0.00	84.73	100.00
3:30	1.53	0.76	1.53	1.53	0.76	0.00	0.00	0.76	1.53	2.29	0.00	1.53	1.53	0.76	0.76	84.73	100.00
4:00	0.76	0.76	1.53	1.53	0.76	0.00	0.76	0.76	0.76	2.29	0.00	0.76	0.00	0.76	0.76	87.79	100.00
4:30	0.76	0.76	1.53	1.53	0.76	0.00	0.76	0.76	0.00	2.29	0.00	0.76	0.00	0.76	0.00	89.31	100.00
5:00	0.00	0.76	2.29	1.53	0.00	0.76	0.76	0.00	0.00	2.29	0.00	0.76	0.00	0.76	0.76	89.31	100.00
5:30	0.00	0.76	2.29	1.53	0.00	0.76	0.76	0.00	0.00	2.29	0.00	0.76	0.00	0.76	0.76	89.31	100.00
6:00	0.00	0.00	2.29	2.29	0.00	0.76	0.76	0.00	0.00	2.29	0.00	0.76	0.00	0.76	0.00	90.08	100.00
6:30	0.00	0.00	2.29	2.29	0.00	0.76	0.76	0.00	0.00	2.29	0.00	0.00	0.00	0.76	0.00	90.84	100.00
7:00	0.00	0.00	1.53	0.76	0.00	0.76	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	95.42	100.00
7:30	0.00	0.00	0.76	0.76	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.95	100.00
8:00	0.00	0.00	0.76	0.76	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.95	100.00
8:30	0.00	0.00	0.00	1.53	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.95	100.00
9:00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.47	100.00
9:30	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.71	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	99.24	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	99.24	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.47	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.47	100.00
Average	0.81	0.30	0.68	1.62	0.45	0.52	0.70	0.57	0.78	1.08	0.03	0.81	0.57	0.29	0.06	90.71	
maximum	3.05	1.53	2.29	5.34	0.76	3.05	3.82	2.29	3.05	3.05	0.76	3.05	2.29	0.76	0.76	100.00	
std. dev.	1.03	0.47	0.79	1.49	0.38	0.61	1.11	0.73	1.09	0.96	0.15	1.01	0.81	0.37	0.21	8.56	

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	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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
4:00	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	100.00
4:30	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	100.00
5:00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	98.46	100.00
5:30	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.77	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.92	100.00
6:00	0.00	0.77	0.00	1.54	0.77	0.77	0.00	1.54	0.00	0.77	0.00	0.00	0.00	0.00	0.00	93.85	100.00
6:30	0.00	0.77	0.00	1.54	0.77	2.31	0.00	1.54	0.00	0.77	0.00	0.00	0.00	0.00	0.00	92.31	100.00
7:00	0.00	0.77	0.77	3.08	1.54	0.77	0.00	3.08	0.00	0.77	0.00	0.00	0.00	0.00	0.00	89.23	100.00
7:30	0.00	0.77	0.77	3.08	1.54	1.54	0.00	2.31	0.00	0.77	0.00	0.00	0.00	0.00	0.00	89.23	100.00
8:00	0.77	0.77	0.77	2.31	1.54	3.85	3.85	3.08	0.77	1.54	0.00	0.00	1.54	0.00	0.00	79.23	100.00
8:30	1.54	0.77	0.77	3.08	1.54	3.08	4.62	3.08	0.77	1.54	0.00	0.00	1.54	0.00	0.00	77.69	100.00
9:00	2.31	1.54	0.00	3.08	1.54	3.08	4.62	3.08	0.77	1.54	0.00	0.00	1.54	0.00	0.00	76.92	100.00
9:30	2.31	1.54	0.00	3.08	1.54	3.08	4.62	3.08	0.77	1.54	0.00	0.77	1.54	0.00	0.00	76.15	100.00
10:00	3.08	1.54	0.00	3.85	1.54	2.31	4.62	3.08	1.54	1.54	0.00	0.77	1.54	0.00	0.00	74.62	100.00
10:30	3.08	1.54	0.00	3.85	1.54	1.54	4.62	3.08	1.54	1.54	0.00	0.77	1.54	0.00	0.00	75.38	100.00
11:00	2.31	1.54	0.00	3.85	1.54	1.54	4.62	3.08	1.54	0.77	0.00	0.77	1.54	0.00	0.00	76.92	100.00
11:30	2.31	1.54	0.00	3.85	1.54	1.54	4.62	3.08	1.54	0.77	0.00	0.77	1.54	0.00	0.00	76.92	100.00
NOON	0.77	1.54	0.00	2.31	2.31	0.77	3.08	0.77	1.54	0.77	0.00	0.77	1.54	0.00	0.00	83.85	100.00
0:30	0.77	1.54	0.00	3.08	0.77	0.77	3.08	0.77	1.54	0.00	0.00	0.77	1.54	0.00	0.00	85.38	100.00
1:00	0.77	1.54	0.00	2.31	0.77	0.00	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	88.46	100.00
1:30	0.77	1.54	0.77	1.54	0.77	0.00	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	88.46	100.00
2:00	0.77	2.31	0.00	0.77	0.77	0.00	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	89.23	100.00
2:30	0.77	2.31	0.00	0.77	0.77	0.00	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	89.23	100.00
3:00	0.77	2.31	0.00	0.77	0.77	0.77	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	88.46	100.00
3:30	0.77	2.31	0.00	0.77	0.77	0.77	2.31	0.77	0.77	0.00	0.00	0.77	1.54	0.00	0.00	88.46	100.00
4:00	1.54	0.77	0.77	0.00	1.54	0.77	1.54	1.54	0.00	0.00	0.00	0.00	1.54	0.00	0.00	90.00	100.00
4:30	1.54	0.77	0.77	0.00	1.54	0.77	0.77	0.77	0.00	0.00	0.00	0.00	0.77	0.00	0.00	92.31	100.00
5:00	1.54	0.00	0.77	0.00	2.31	0.00	0.00	0.77	0.00	1.54	0.00	0.00	0.00	0.00	0.00	93.08	100.00
5:30	1.54	0.00	0.77	0.00	2.31	0.00	0.00	0.77	0.00	1.54	0.00	0.00	0.00	0.77	0.00	92.31	100.00
6:00	1.54	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	94.62	100.00
6:30	0.77	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	96.92	100.00
7:00	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	0.00	0.00	96.92	100.00
7:30	0.77	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	96.92	100.00
8:00	0.77	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.92	100.00
8:30	0.77	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.69	100.00
9:00	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100.00
9:30	0.00	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.46	100.00
10:00	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	0.00	99.23	100.00
10:30	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	0.00	99.23	100.00
11:00	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	0.00	99.23	100.00
11:30	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	0.00	0.00	98.46	100.00
average	0.75	0.64	0.14	1.30	0.75	0.63	1.22	0.91	0.35	0.50	0.00	0.21	0.56	0.06	0.00	91.97	
maximum	3.08	2.31	0.77	3.85	2.31	3.85	4.62	3.08	1.54	1.54	0.00	0.77	1.54	0.77	0.00	100.00	
std. dev.	0.89	0.80	0.30	1.29	0.75	1.02	1.77	1.17	0.55	0.62	0.00	0.35	0.74	0.21	0.00	8.23	

TABLE 5.3.D: RADIO AUDIENCES – THURSDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.50	100.00
6:00	0.00	0.00	0.00	0.75	0.75	0.00	0.75	1.50	0.75	0.00	0.00	0.00	0.00	0.00	0.00	95.49	100.00
6:30	0.00	0.00	0.00	0.75	0.75	2.26	0.75	1.50	0.75	0.00	0.00	0.75	0.00	0.00	0.00	92.48	100.00
7:00	1.50	0.00	0.00	2.26	0.75	3.01	0.75	2.26	0.75	0.00	0.00	1.50	0.00	0.00	0.00	87.22	100.00
7:30	1.50	0.00	0.00	2.26	0.75	2.26	1.50	2.26	0.75	0.75	0.00	1.50	0.75	0.00	0.00	85.71	100.00
8:00	2.26	0.75	0.00	3.76	0.75	2.26	3.01	3.01	0.75	1.50	0.00	2.26	0.00	0.00	0.00	79.70	100.00
8:30	2.26	0.00	0.00	3.76	0.75	1.50	3.01	3.01	0.75	1.50	0.00	2.26	0.00	0.00	0.00	81.20	100.00
9:00	3.01	0.00	0.75	4.51	0.75	3.76	4.51	2.26	0.75	3.01	0.00	2.26	0.00	0.00	0.00	74.44	100.00
9:30	3.01	0.00	0.75	4.51	0.75	3.76	4.51	2.26	0.75	3.01	0.00	2.26	0.00	0.00	0.00	74.44	100.00
10:00	3.01	0.00	0.75	4.51	0.75	3.01	4.51	3.01	0.75	4.51	0.00	3.01	0.00	0.00	0.00	72.18	100.00
10:30	3.01	0.00	0.75	4.51	0.75	2.26	4.51	3.01	0.75	4.51	0.00	2.26	0.00	0.00	0.00	73.68	100.00
11:00	3.01	0.00	0.75	3.76	0.75	1.50	4.51	3.01	0.75	3.76	0.00	2.26	0.75	0.00	0.00	75.19	100.00
11:30	3.01	0.00	0.75	3.76	0.75	1.50	4.51	3.01	0.75	3.76	0.00	2.26	0.75	0.00	0.00	75.19	100.00
NOON	2.26	0.75	1.50	3.01	0.75	2.26	3.01	3.01	0.00	1.50	0.00	1.50	0.00	0.00	0.00	80.45	100.00
0:30	2.26	0.75	1.50	3.76	0.75	2.26	3.01	2.26	0.00	0.75	0.00	1.50	0.00	0.00	0.00	81.20	100.00
1:00	1.50	0.75	1.50	3.01	0.75	2.26	2.26	0.75	0.00	0.75	0.00	1.50	0.00	0.00	0.00	84.96	100.00
1:30	1.50	0.75	1.50	2.26	0.75	3.01	2.26	0.75	0.00	0.75	0.00	1.50	0.00	0.00	0.00	84.96	100.00
2:00	1.50	0.00	1.50	2.26	0.75	3.01	0.75	1.50	0.00	0.75	0.00	1.50	0.00	0.00	0.00	86.47	100.00
2:30	1.50	0.00	1.50	2.26	0.75	3.01	0.75	1.50	0.00	0.75	0.00	1.50	0.00	0.00	0.00	86.47	100.00
3:00	1.50	0.00	1.50	3.76	0.75	3.01	0.75	0.75	0.00	1.50	0.00	1.50	0.00	0.00	0.00	84.96	100.00
3:30	1.50	0.00	1.50	3.76	0.75	2.26	0.75	0.75	0.00	0.75	0.00	1.50	0.00	0.00	0.00	86.47	100.00
4:00	1.50	0.00	0.75	3.01	0.75	1.50	0.75	0.75	0.00	0.00	0.00	1.50	0.00	0.00	0.00	89.47	100.00
4:30	1.50	0.00	0.75	2.26	0.75	1.50	0.75	0.75	0.00	0.75	0.00	0.75	0.00	0.00	0.00	90.23	100.00
5:00	1.50	0.00	0.75	2.26	0.75	2.26	1.50	0.75	0.00	1.50	0.00	0.75	0.75	0.75	0.00	86.47	100.00
5:30	0.75	0.00	0.75	2.26	0.75	1.50	1.50	0.75	0.00	0.75	0.00	1.50	0.00	0.75	0.00	88.72	100.00
6:00	0.75	0.75	0.75	1.50	0.00	1.50	1.50	0.00	0.00	0.75	0.00	0.75	0.00	0.75	0.00	90.98	100.00
6:30	0.75	0.75	0.75	1.50	0.00	0.75	1.50	0.00	0.00	0.00	0.00	0.75	0.00	0.75	0.00	92.48	100.00
7:00	0.75	0.00	0.75	1.50	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	95.49	100.00
7:30	0.75	0.00	0.75	1.50	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	95.49	100.00
8:00	0.00	0.00	0.75	0.75	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	96.99	100.00
8:30	0.00	0.00	0.75	0.75	0.00	0.00	0.00	0.75	0.00	0.75	0.00	0.00	0.75	0.00	0.00	96.24	100.00
9:00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.75	0.75	0.75	0.00	0.00	0.00	0.00	0.00	96.24	100.00
9:30	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.75	0.75	0.75	0.00	0.00	0.00	0.00	0.00	96.24	100.00
10:00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	0.75	0.00	0.00	0.00	0.00	0.00	97.74	100.00
10:30	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	98.50	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.00
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	100.00	100.00
average	0.99	0.11	0.50	1.74	0.39	1.19	1.30	0.99	0.28	0.83	0.00	0.91	0.06	0.06	0.00	90.65	
maximum	3.01	0.75	1.50	4.51	0.75	3.76	4.51	3.01	0.75	4.51	0.00	3.01	0.75	0.75	0.00	100.00	
std.dev.	1.09	0.27	0.57	1.58	0.38	1.28	1.51	1.12	0.37	1.24	0.00	0.89	0.21	0.21	0.00	8.92	

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	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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
6:00	0.00	0.00	0.00	1.44	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.84	100.00
6:30	0.00	0.00	0.00	2.88	0.00	0.00	0.00	2.16	0.00	0.72	0.00	0.00	0.72	0.00	0.00	93.53	100.00
7:00	0.00	0.00	0.00	5.04	0.00	0.72	0.72	2.16	0.00	1.44	0.00	0.72	0.72	0.00	0.00	88.49	100.00
7:30	0.72	0.72	0.00	5.76	0.00	0.72	0.72	2.88	0.00	0.72	0.00	0.72	0.72	0.00	0.00	86.33	100.00
8:00	1.44	0.00	0.72	7.19	0.00	2.16	1.44	2.88	0.00	0.72	0.00	0.72	0.72	0.00	0.00	82.01	100.00
8:30	1.44	0.00	0.72	7.19	0.00	2.16	1.44	2.88	0.00	0.72	0.00	0.00	0.72	0.00	0.00	82.73	100.00
9:00	1.44	0.00	0.72	7.19	0.00	2.16	1.44	2.88	0.00	0.72	0.00	0.00	0.00	0.00	0.00	83.45	100.00
9:30	1.44	0.00	0.72	7.91	0.00	2.16	1.44	2.88	0.00	0.72	0.00	0.00	0.00	0.00	0.00	82.73	100.00
10:00	1.44	0.00	0.72	6.47	0.00	2.16	2.16	2.88	0.72	0.72	0.00	0.72	0.72	0.00	0.00	81.29	100.00
10:30	1.44	0.00	0.72	6.47	0.00	1.44	1.44	2.88	0.72	0.72	0.00	0.72	0.72	0.00	0.00	82.73	100.00
11:00	1.44	0.00	0.72	6.47	0.72	0.72	1.44	2.88	0.72	0.72	0.00	0.00	1.44	0.00	0.00	82.73	100.00
11:30	1.44	0.00	0.72	6.47	0.72	0.72	1.44	2.88	0.00	0.72	0.00	0.72	1.44	0.00	0.00	82.73	100.00
NOON	0.00	0.00	0.72	5.04	0.00	0.00	2.16	2.88	0.00	0.00	0.00	0.72	0.72	0.72	0.00	87.05	100.00
0:30	0.00	0.00	0.72	5.76	0.00	0.00	0.72	2.88	0.00	0.00	0.00	0.72	0.72	0.72	0.00	87.77	100.00
1:00	0.00	0.00	0.72	5.04	0.00	0.72	0.72	2.16	0.00	0.00	0.00	0.00	0.72	0.00	0.00	89.93	100.00
1:30	0.00	0.00	0.72	4.32	0.00	0.00	0.72	2.16	0.00	0.00	0.00	0.00	0.72	0.00	0.00	91.37	100.00
2:00	0.00	0.00	0.72	2.88	0.00	0.00	0.72	2.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.53	100.00
2:30	0.00	0.00	0.72	2.88	0.00	0.00	1.44	2.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.09	100.00
3:00	0.00	0.00	0.72	3.60	0.00	0.00	0.72	1.44	0.00	1.44	0.00	0.00	0.72	0.00	0.00	91.37	100.00
3:30	0.00	0.00	1.44	3.60	0.00	0.00	0.72	1.44	0.00	1.44	0.00	0.00	0.72	0.00	0.00	90.65	100.00
4:00	0.00	0.00	0.72	3.60	0.00	0.72	0.00	1.44	0.00	1.44	0.00	0.00	0.72	0.00	0.00	91.37	100.00
4:30	0.00	0.00	0.72	3.60	0.72	0.72	0.72	1.44	0.00	1.44	0.00	0.00	0.72	0.00	0.00	89.93	100.00
5:00	0.00	0.00	0.72	2.88	1.44	0.72	0.00	0.72	0.00	2.16	0.00	0.00	0.72	0.00	0.00	90.65	100.00
5:30	0.00	0.00	0.72	4.32	1.44	0.72	0.00	0.72	0.00	2.16	0.00	0.00	0.00	0.00	0.00	89.93	100.00
6:00	0.00	0.00	0.00	4.32	1.44	0.00	0.00	0.72	0.00	2.16	0.00	0.00	0.72	0.00	0.72	89.93	100.00
6:30	0.00	0.00	0.00	3.60	1.44	0.00	0.00	0.72	0.00	0.72	0.00	0.00	0.72	0.00	0.72	92.09	100.00
7:00	0.00	0.00	0.00	2.88	0.00	0.00	0.00	1.44	0.00	0.00	0.00	0.00	0.72	0.00	0.72	94.24	100.00
7:30	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.72	0.00	0.72	95.68	100.00
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.28	100.00
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.28	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.28	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.28	100.00
average	0.25	0.03	0.31	2.73	0.16	0.39	0.46	1.23	0.04	0.45	0.00	0.12	0.36	0.03	0.06	93.36	
maximum	1.44	0.72	1.44	7.91	1.44	2.16	2.16	2.88	0.72	2.16	0.00	0.72	1.44	0.72	0.72	100.00	
std. dev.	0.55	0.15	0.39	2.69	0.43	0.70	0.66	1.15	0.18	0.66	0.00	0.27	0.42	0.15	0.20	6.57	

TABLE 5.3.F: RADIO AUDIENCES – SATURDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
4:30	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
5:00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
5:30	0.00	0.00	0.76	1.52	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
6:00	0.00	0.00	0.76	3.03	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.45	100.00
6:30	0.00	0.00	0.76	3.79	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	94.70	100.00
7:00	0.76	0.00	0.76	4.55	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.42	100.00
7:30	0.76	0.00	0.76	5.30	0.76	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.91	100.00
8:00	0.76	0.00	1.52	5.30	0.76	0.00	3.03	0.76	0.00	0.00	0.00	1.52	0.00	0.00	0.00	86.36	100.00
8:30	1.52	0.00	1.52	4.55	0.76	0.00	3.03	0.76	0.00	0.00	0.00	2.27	0.00	0.00	0.00	85.61	100.00
9:00	1.52	0.00	2.27	6.82	0.00	0.00	4.55	0.76	1.52	0.00	0.00	1.52	0.00	0.76	0.00	80.30	100.00
9:30	1.52	0.00	2.27	6.82	0.00	0.00	4.55	1.52	1.52	0.00	0.00	1.52	0.00	0.76	0.00	79.55	100.00
10:00	0.76	0.00	1.52	6.82	0.00	0.76	4.55	1.52	1.52	0.00	0.00	0.76	0.00	0.76	0.00	81.06	100.00
10:30	0.76	0.00	1.52	6.06	0.00	0.76	4.55	0.76	1.52	0.00	0.00	0.76	0.00	0.76	0.00	82.58	100.00
11:00	0.76	0.00	1.52	6.06	0.00	0.76	4.55	0.76	1.52	0.76	0.00	0.76	0.00	0.76	0.00	81.82	100.00
11:30	1.52	0.00	1.52	9.09	0.00	0.76	4.55	0.76	0.76	0.76	0.00	0.76	0.00	0.76	0.00	78.79	100.00
NOON	1.52	0.00	0.76	5.30	0.76	0.00	2.27	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	87.12	100.00
0:30	1.52	0.00	0.76	3.79	0.00	0.00	2.27	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.15	100.00
1:00	1.52	0.00	0.76	3.79	0.00	0.00	2.27	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	89.39	100.00
1:30	1.52	0.00	0.76	3.79	0.00	0.00	2.27	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	89.39	100.00
2:00	1.52	0.76	0.76	4.55	0.00	0.00	2.27	1.52	0.00	0.00	0.00	0.00	0.76	0.00	0.00	87.88	100.00
2:30	0.76	0.76	0.76	4.55	0.00	0.00	1.52	1.52	0.00	0.00	0.00	0.00	0.76	0.00	0.00	89.39	100.00
3:00	0.76	0.76	0.76	4.55	0.00	0.00	0.76	1.52	0.00	0.76	0.00	0.00	0.00	0.00	0.00	90.15	100.00
3:30	0.76	0.76	0.76	4.55	0.00	0.00	0.76	1.52	0.00	0.76	0.00	0.00	0.00	0.00	0.00	90.15	100.00
4:00	0.76	0.76	0.76	5.30	0.00	0.00	0.76	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.15	100.00
4:30	0.76	0.76	0.76	4.55	0.00	0.00	0.76	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.91	100.00
5:00	0.76	0.76	0.76	3.79	0.00	0.00	0.76	1.52	0.00	0.00	0.00	0.76	0.76	0.00	0.00	90.15	100.00
5:30	0.76	0.76	0.76	3.79	0.00	0.00	0.76	1.52	0.00	0.00	0.00	0.76	0.76	0.00	0.00	90.15	100.00
6:00	0.76	0.00	0.76	3.03	0.00	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.18	100.00
6:30	0.76	0.00	0.76	3.03	0.00	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.18	100.00
7:00	0.76	0.00	0.76	3.03	0.00	0.00	0.00	1.52	0.00	0.76	0.00	0.00	0.00	0.00	0.00	93.18	100.00
7:30	0.76	0.00	0.76	2.27	0.00	0.00	0.00	1.52	0.00	0.76	0.00	0.00	0.00	0.00	0.00	93.94	100.00
8:00	0.00	0.00	0.76	2.27	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.76	0.00	0.00	0.00	94.70	100.00
8:30	0.00	0.00	0.76	2.27	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.21	100.00
9:00	0.00	0.00	0.76	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
9:30	0.00	0.00	0.76	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
10:00	0.00	0.00	0.76	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
10:30	0.00	0.00	0.76	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.73	100.00
11:00	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
11:30	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
Average	0.55	0.13	0.76	3.08	0.06	0.09	1.17	0.77	0.19	0.11	0.00	0.25	0.06	0.09	0.00	92.68	
maximum	1.52	0.76	2.27	9.09	0.76	0.76	4.55	2.27	1.52	0.76	0.00	2.27	0.76	0.76	0.00	100.00	
std. dev.	0.58	0.29	0.54	2.34	0.21	0.25	1.56	0.79	0.48	0.27	0.00	0.53	0.21	0.25	0.00	6.26	

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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
0:30	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
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	100.00	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
5:30	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	97.73	100.00
6:00	0.00	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	96.97	100.00
6:30	0.00	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	96.97	100.00
7:00	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	95.45	100.00
7:30	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	95.45	100.00
8:00	0.76	0.00	0.00	0.76	0.76	0.76	2.27	0.00	2.27	0.76	0.00	0.76	0.00	0.00	0.00	90.91	100.00
8:30	0.76	0.00	0.00	0.76	0.76	0.76	2.27	0.00	2.27	1.52	0.00	0.76	0.00	0.00	0.00	90.15	100.00
9:00	0.76	0.76	0.00	1.52	0.76	1.52	3.03	0.00	2.27	1.52	0.00	0.76	0.00	0.76	0.00	86.36	100.00
9:30	0.76	0.76	0.00	1.52	0.76	1.52	3.03	0.00	2.27	1.52	0.00	0.00	0.00	1.52	0.00	86.36	100.00
10:00	0.76	0.76	0.00	1.52	1.52	0.00	3.03	0.00	3.03	1.52	0.00	0.76	0.00	1.52	0.00	85.61	100.00
10:30	0.76	0.76	0.76	1.52	1.52	0.76	2.27	0.00	4.55	1.52	0.00	0.76	0.00	1.52	0.00	83.33	100.00
11:00	0.00	0.00	0.76	1.52	0.76	0.00	3.03	0.76	4.55	1.52	0.00	0.76	0.00	1.52	0.00	84.85	100.00
11:30	0.00	0.00	0.76	3.79	0.76	0.00	2.27	0.76	4.55	1.52	0.00	0.76	0.00	0.76	0.00	84.09	100.00
NOON	0.00	0.00	0.76	1.52	0.00	0.00	1.52	0.76	3.03	2.27	0.00	0.00	0.00	0.00	0.00	90.15	100.00
0:30	0.00	0.00	0.00	0.76	0.00	0.00	1.52	0.76	2.27	1.52	0.00	0.00	0.00	0.00	0.00	93.18	100.00
1:00	0.00	0.00	0.00	1.52	0.00	0.00	1.52	0.76	1.52	0.76	0.00	0.00	0.00	0.00	0.00	93.94	100.00
1:30	0.00	0.00	0.00	1.52	0.00	0.00	1.52	0.76	1.52	0.76	0.00	0.00	0.00	0.00	0.00	93.94	100.00
2:00	0.00	0.00	0.00	1.52	0.00	0.76	1.52	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	94.70	100.00
2:30	0.00	0.00	0.00	0.76	0.00	0.76	2.27	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	94.70	100.00
3:00	0.00	0.00	0.00	0.76	0.00	0.76	2.27	0.00	1.52	0.76	0.00	0.76	0.76	0.00	0.00	92.42	100.00
3:30	0.00	0.00	0.00	0.76	0.00	0.76	2.27	0.00	1.52	0.76	0.00	0.76	0.76	0.00	0.00	92.42	100.00
4:00	0.76	0.00	0.00	1.52	0.00	0.76	2.27	0.00	1.52	0.76	0.00	0.76	0.76	0.00	0.00	90.91	100.00
4:30	0.76	0.00	0.00	1.52	0.00	0.76	2.27	0.00	1.52	0.76	0.00	1.52	0.76	0.00	0.00	90.15	100.00
5:00	0.76	0.00	0.00	1.52	0.00	0.00	2.27	0.00	1.52	1.52	0.00	1.52	0.76	0.00	0.76	89.39	100.00
5:30	0.76	0.00	0.00	1.52	0.00	0.00	2.27	0.00	1.52	1.52	0.00	1.52	0.00	0.00	0.76	90.15	100.00
6:00	0.76	0.00	0.00	0.76	0.00	0.00	1.52	0.00	1.52	1.52	0.00	0.00	0.00	0.00	0.76	93.18	100.00
6:30	0.00	0.00	0.00	0.76	0.00	0.00	2.27	0.00	1.52	0.76	0.00	0.00	0.00	0.00	0.76	93.94	100.00
7:00	0.76	0.00	0.00	0.76	0.00	0.00	1.52	0.00	1.52	0.76	0.00	0.00	0.00	0.00	0.76	93.94	100.00
7:30	0.76	0.00	0.00	0.76	0.00	0.00	1.52	0.00	1.52	0.76	0.00	0.00	0.00	0.00	0.76	93.94	100.00
8:00	0.76	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	96.21	100.00
8:30	0.76	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	96.21	100.00
9:00	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
9:30	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.00
average	0.30	0.06	0.09	0.77	0.17	0.36	1.20	0.09	1.22	0.62	0.00	0.25	0.08	0.16	0.13	94.49	
maximum	0.76	0.76	0.76	3.79	1.52	1.52	3.03	0.76	4.55	2.27	0.00	1.52	0.76	1.52	0.76	100.00	
std.dev.	0.37	0.21	0.25	0.74	0.39	0.44	1.06	0.25	1.24	0.66	0.00	0.45	0.23	0.44	0.29	4.87	

TABLE 5.4: RADIO AUDIENCES – MONDAY TO 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	None	TOTAL
MIDNIGHT	0.00	0.00	0.11	0.00	0.11	0.11	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.57	100.00
0:30	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	0.00	0.00	99.89	100.00
1:00	0.00	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	99.89	100.00
1:30	0.00	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	99.89	100.00
2:00	0.00	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	99.89	100.00
2:30	0.00	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	99.89	100.00
3:00	0.00	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	99.89	100.00
3:30	0.00	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	99.89	100.00
4:00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.78	100.00
4:30	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.68	100.00
5:00	0.00	0.00	0.11	0.43	0.11	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.00	99.14	100.00
5:30	0.00	0.00	0.11	0.65	0.32	0.11	0.11	0.54	0.11	0.11	0.00	0.00	0.00	0.00	0.00	97.95	100.00
6:00	0.11	0.11	0.11	1.51	0.43	0.22	0.54	0.97	0.32	0.32	0.00	0.00	0.00	0.00	0.00	95.35	100.00
6:30	0.11	0.11	0.11	1.95	0.43	0.76	0.54	1.19	0.22	0.43	0.00	0.11	0.11	0.00	0.00	93.95	100.00
7:00	0.86	0.11	0.22	3.03	0.54	0.97	0.76	1.62	0.43	0.97	0.00	0.32	0.32	0.11	0.00	89.73	100.00
7:30	0.86	0.32	0.22	3.46	0.65	1.08	0.97	1.62	0.43	0.76	0.00	0.43	0.54	0.11	0.00	88.54	100.00
8:00	1.19	0.22	0.43	3.89	0.76	2.05	2.49	2.05	0.86	1.30	0.00	1.08	0.65	0.11	0.00	82.92	100.00
8:30	1.41	0.32	0.54	3.68	0.76	1.51	2.81	1.95	0.86	1.41	0.00	1.08	0.76	0.11	0.00	82.81	100.00
9:00	2.05	0.54	0.65	4.11	0.65	2.05	3.57	2.05	1.19	1.73	0.00	0.97	0.65	0.32	0.00	79.46	100.00
9:30	2.05	0.54	0.65	4.22	0.65	2.05	3.57	2.16	1.19	1.73	0.00	0.97	0.65	0.43	0.00	79.14	100.00
10:00	2.05	0.54	0.65	4.32	0.76	1.51	3.78	2.49	1.62	1.84	0.00	1.30	0.86	0.65	0.00	77.62	100.00
10:30	2.16	0.43	0.76	4.22	0.76	1.19	3.57	2.38	1.84	1.84	0.00	1.08	0.86	0.65	0.00	78.27	100.00
11:00	1.84	0.32	0.76	4.00	0.76	0.86	3.57	2.38	1.84	1.73	0.11	0.97	1.30	0.65	0.00	78.92	100.00
11:30	1.95	0.32	0.76	4.97	0.76	0.86	3.46	2.38	1.62	1.73	0.11	1.08	1.30	0.54	0.00	78.16	100.00
NOON	0.86	0.32	0.65	3.24	0.54	0.65	2.27	1.73	1.19	1.41	0.00	0.76	0.76	0.32	0.00	85.30	100.00
0:30	0.86	0.32	0.54	3.24	0.32	0.65	2.05	1.41	0.97	0.97	0.00	0.76	0.65	0.32	0.00	86.92	100.00
1:00	0.76	0.43	0.54	2.70	0.32	0.65	1.84	1.08	0.76	0.86	0.00	0.65	0.76	0.22	0.00	88.43	100.00
1:30	0.76	0.32	0.65	2.38	0.32	0.65	1.73	1.08	0.76	0.86	0.00	0.65	0.76	0.22	0.00	88.86	100.00
2:00	0.76	0.54	0.65	2.05	0.43	0.65	1.51	0.97	0.65	0.76	0.00	0.54	0.76	0.22	0.00	89.51	100.00
2:30	0.65	0.65	0.65	1.95	0.43	0.65	1.51	0.97	0.65	0.76	0.00	0.54	0.76	0.22	0.00	89.62	100.00
3:00	0.76	0.54	0.65	2.38	0.43	0.65	1.30	0.76	0.76	1.30	0.00	0.65	0.76	0.22	0.00	88.86	100.00
3:30	0.76	0.54	0.76	2.38	0.43	0.54	1.30	0.76	0.65	1.08	0.00	0.65	0.76	0.22	0.11	89.08	100.00
4:00	0.86	0.32	0.65	2.38	0.54	0.54	1.19	0.86	0.43	0.97	0.00	0.43	0.54	0.22	0.11	89.95	100.00
4:30	0.86	0.43	0.65	2.16	0.65	0.54	1.08	0.76	0.22	1.08	0.00	0.43	0.43	0.22	0.00	90.49	100.00
5:00	0.76	0.22	0.76	2.16	0.76	0.54	0.97	0.54	0.22	1.62	0.00	0.54	0.54	0.32	0.22	89.84	100.00
5:30	0.65	0.22	0.76	2.49	0.76	0.43	0.97	0.54	0.22	1.62	0.00	0.65	0.22	0.43	0.22	89.84	100.00
6:00	0.54	0.11	0.54	2.38	0.54	0.43	0.76	0.43	0.22	1.62	0.00	0.22	0.22	0.32	0.22	91.46	100.00
6:30	0.32	0.11	0.54	1.84	0.32	0.43	0.86	0.43	0.22	1.08	0.00	0.11	0.22	0.22	0.22	93.08	100.00
7:00	0.54	0.00	0.43	1.62	0.00	0.32	0.54	0.65	0.22	0.65	0.00	0.11	0.11	0.00	0.22	94.59	100.00
7:30	0.43	0.00	0.32	1.41	0.00	0.11	0.54	0.43	0.22	0.54	0.00	0.11	0.11	0.11	0.22	95.46	100.00
8:00	0.22	0.00	0.32	0.86	0.00	0.11	0.32	0.22	0.11	0.43	0.00	0.22	0.00	0.11	0.11	96.97	100.00
8:30	0.22	0.00	0.22	0.97	0.00	0.11	0.32	0.22	0.22	0.32	0.00	0.11	0.00	0.00	0.11	97.19	100.00
9:00	0.11	0.11	0.11	0.86	0.00	0.11	0.32	0.11	0.11	0.32	0.00	0.00	0.00	0.00	0.00	97.84	100.00
9:30	0.11	0.22	0.11	0.86	0.00	0.11	0.32	0.11	0.11	0.32	0.00	0.00	0.00	0.00	0.00	97.73	100.00
10:00	0.00	0.11	0.11	0.54	0.00	0.11	0.11	0.11	0.11	0.32	0.00	0.00	0.00	0.00	0.00	98.49	100.00
10:30	0.00	0.11	0.11	0.43	0.00	0.11	0.00	0.11	0.11	0.22	0.00	0.00	0.00	0.00	0.00	98.81	100.00
11:00	0.00	0.00	0.11	0.11	0.00	0.32	0.00	0.22	0.11	0.11	0.00	0.00	0.00	0.00	0.00	99.03	100.00
11:30	0.00	0.00	0.11	0.11	0.11	0.32	0.00	0.22	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.03	100.00
average	0.59	0.20	0.36	1.79	0.34	0.52	1.07	0.80	0.45	0.74	0.00	0.36	0.34	0.16	0.04	92.22	
maximum	2.16	0.65	0.76	4.97	0.76	2.05	3.78	2.49	1.84	1.84	0.11	1.30	1.30	0.65	0.22	99.89	
std.dev.	0.67	0.20	0.28	1.50	0.28	0.56	1.21	0.80	0.52	0.63	0.02	0.41	0.38	0.19	0.08	7.21	

TABLE 6.3.A: TV AUDIENCES – MONDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station	NONE	TOTAL
MIDNIGHT	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	99.22	100
0:30	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	99.22	100
1:00	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	99.22	100
1:30	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	99.22	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	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	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	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	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	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	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	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	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	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	100.00	100
7:00	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	99.22	100
7:30	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	99.22	100
8:00	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
8:30	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
9:00	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	99.22	100
9:30	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	99.22	100
10:00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
10:30	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
11:00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
11:30	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.44	100
NOON	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56	97.66	100
12:30	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56	97.66	100
1:00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.00	1.56	96.09	100
1:30	0.78	0.00	0.00	0.00	1.56	0.00	0.00	1.56	0.00	0.00	0.00	0.00	0.78	95.31	100
2:00	0.00	0.78	0.00	0.00	1.56	0.00	0.00	2.34	0.00	0.00	0.00	0.00	0.00	95.31	100
2:30	0.00	0.78	0.00	0.00	0.78	0.00	0.00	2.34	0.00	0.00	0.00	0.00	0.00	96.09	100
3:00	0.00	0.78	0.00	0.00	0.78	0.00	0.00	2.34	0.00	0.78	0.00	0.00	0.00	95.31	100
3:30	0.00	0.78	0.00	0.00	0.78	0.00	0.00	2.34	0.00	0.78	0.00	0.00	0.00	95.31	100
4:00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	1.56	0.00	0.78	0.00	0.00	0.00	96.88	100
4:30	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.78	0.00	0.78	0.00	0.00	0.00	97.66	100
5:00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.78	0.78	0.00	0.00	0.00	0.78	96.09	100
5:30	0.78	0.00	0.00	0.00	0.78	0.00	0.00	1.56	0.78	0.00	0.00	0.00	0.78	95.31	100
6:00	0.78	0.00	0.78	0.00	0.78	0.00	0.00	2.34	3.13	0.00	0.00	0.78	1.56	89.84	100
6:30	0.78	0.00	3.13	0.00	0.78	0.00	0.00	1.56	3.13	0.00	0.00	0.78	1.56	88.28	100
7:00	0.78	0.00	3.91	0.00	0.00	0.00	0.00	1.56	2.34	0.00	0.00	0.00	0.78	90.63	100
7:30	0.78	3.13	3.91	0.00	0.00	0.00	0.00	1.56	1.56	0.00	0.00	0.00	0.78	88.28	100
7:45	0.78	3.13	4.69	0.00	0.00	0.00	0.00	1.56	0.78	0.00	0.00	0.00	0.78	88.28	100
8:00	7.81	4.69	4.69	0.00	1.56	0.00	0.78	2.34	1.56	0.00	0.00	0.00	0.78	75.78	100
8:30	7.03	4.69	7.03	1.56	2.34	0.00	0.78	3.91	1.56	0.00	0.00	0.00	1.56	69.53	100
9:00	6.25	3.91	7.03	2.34	2.34	0.00	0.78	3.91	3.13	0.00	0.00	0.00	1.56	68.75	100
9:30	6.25	3.91	4.69	1.56	1.56	0.00	0.78	3.91	3.13	0.00	0.00	0.00	1.56	72.66	100
10:00	3.13	1.56	3.91	0.00	0.00	0.00	0.00	1.56	0.78	0.00	0.00	0.00	1.56	87.50	100
10:30	1.56	0.78	1.56	0.00	0.00	0.00	0.00	0.78	0.78	0.00	0.00	0.00	1.56	92.97	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	100.00	100
11:30	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	99.22	100
average	1.05	0.59	0.92	0.11	0.48	0.00	0.06	0.86	0.48	0.06	0.00	0.03	0.43	94.91	
maximum	7.81	4.69	7.03	2.34	2.34	0.00	0.78	3.91	3.13	0.78	0.00	0.78	1.56	100.00	
std. dev.	1.85	1.31	1.94	0.45	0.63	0.00	0.22	1.16	0.95	0.22	0.00	0.16	0.64	7.88	

TABLE 6.3.B: TV AUDIENCES – TUESDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	98.47	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	98.47	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	0.76	99.24	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	0.76	99.24	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	0.76	99.24	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	0.76	99.24	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	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	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	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	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	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	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	0.76	99.24	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	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	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	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	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	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	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	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	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	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	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	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	0.76	99.24	100
12:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
1:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
1:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
2:00	0.00	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	96.18	100
2:30	0.00	3.05	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	95.42	100
3:00	0.00	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	96.18	100
3:30	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	96.95	100
4:00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	96.95	100
4:30	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	96.95	100
5:00	0.00	0.76	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.76	94.66	100
5:30	0.00	0.76	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.76	95.42	100
6:00	1.53	0.76	1.53	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.76	0.00	93.89	100
6:30	1.53	0.76	2.29	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	93.89	100
7:00	2.29	0.76	2.29	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	93.13	100
7:30	2.29	5.34	2.29	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	88.55	100
7:45	2.29	5.34	2.29	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	88.55	100
8:00	6.11	7.63	3.05	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.76	0.00	0.76	80.15	100
8:30	9.16	16.03	2.29	0.00	1.53	0.00	1.53	1.53	1.53	0.00	0.76	0.76	3.82	61.07	100
9:00	6.87	17.56	1.53	0.00	1.53	0.00	3.05	3.82	1.53	0.00	0.76	0.76	7.63	54.96	100
9:30	5.34	15.27	1.53	0.00	1.53	0.00	3.05	6.11	1.53	0.00	0.76	0.76	6.11	58.02	100
10:00	3.05	4.58	0.76	0.00	2.29	0.00	3.05	4.58	1.53	0.00	0.00	0.76	6.11	73.28	100
10:30	1.53	1.53	0.76	0.00	0.76	0.00	2.29	4.58	1.53	0.00	0.00	0.76	3.05	83.21	100
11:00	1.53	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	1.53	94.66	100
11:30	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	1.53	96.95	100
average	0.89	1.84	0.55	0.00	0.16	0.00	0.37	0.45	0.34	0.00	0.12	0.20	0.83	94.25	
maximum	9.16	17.56	3.05	0.00	2.29	0.00	3.05	6.11	1.53	0.00	0.76	2.29	7.63	100.00	
std. dev.	2.00	4.08	0.87	0.00	0.49	0.00	0.83	1.35	0.52	0.00	0.29	0.46	1.68	10.84	

TABLE 6.3.C: TV AUDIENCES – WEDNESDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	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	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	99.23	100
1:00	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
1:30	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	99.23	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	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	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	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	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	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	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	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	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	0.77	99.23	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	0.77	99.23	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	0.77	99.23	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	0.77	99.23	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	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	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	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	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	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	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	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	100.00	100
NOON	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.69	100
12:30	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.69	100
1:00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.77	96.92	100
1:30	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.77	96.92	100
2:00	0.00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.92	100
2:30	0.00	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	96.92	100
3:00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.69	100
3:30	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.69	100
4:00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	2.31	93.85	100
4:30	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	2.31	93.85	100
5:00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	1.54	94.62	100
5:30	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	2.31	94.62	100
6:00	0.77	1.54	0.77	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	1.54	93.85	100
6:30	0.77	2.31	1.54	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.77	93.08	100
7:00	1.54	2.31	1.54	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	2.31	91.54	100
7:30	1.54	3.85	2.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	90.00	100
7:45	1.54	3.08	3.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	89.23	100
8:00	6.92	3.08	3.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.08	83.08	100
8:30	6.92	6.15	2.31	0.00	6.92	0.00	1.54	0.77	0.00	0.00	0.00	0.77	4.62	70.00	100
9:00	9.23	6.15	2.31	0.77	8.46	0.00	2.31	3.85	1.54	0.77	0.00	0.77	4.62	59.23	100
9:30	9.23	4.62	2.31	0.77	7.69	0.00	2.31	3.85	1.54	0.77	0.00	0.77	4.62	61.54	100
10:00	8.46	2.31	1.54	0.77	7.69	0.00	2.31	3.08	1.54	0.77	0.00	0.77	5.38	65.38	100
10:30	7.69	3.08	0.77	0.00	6.15	0.00	1.54	3.08	2.31	0.77	0.00	0.77	4.62	69.23	100
11:00	3.85	0.77	0.00	0.00	0.77	0.00	0.77	1.54	1.54	0.00	0.00	0.00	2.31	88.46	100
11:30	3.08	0.77	0.00	0.00	0.00	0.00	0.00	1.54	1.54	0.00	0.00	0.00	1.54	91.54	100
average	1.26	1.00	0.75	0.05	0.77	0.00	0.22	0.47	0.33	0.11	0.00	0.08	1.18	93.78	
maximum	9.23	6.15	3.85	0.77	8.46	0.00	2.31	3.85	2.31	0.77	0.00	0.77	5.38	100.00	
std. dev.	2.71	1.56	0.96	0.19	2.27	0.00	0.63	0.99	0.59	0.27	0.00	0.24	1.50	10.56	

TABLE 6.3.D: TV AUDIENCES – THURSDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station	NONE	TOTAL
MIDNIGHT	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.97	100
0:30	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.97	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	0.76	99.24	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	0.76	99.24	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	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	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	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	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	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	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	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	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	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	100.00	100
7:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
7:30	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
8:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	97.73	100
8:30	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	97.73	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	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	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	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	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	0.00	100.00	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	0.00	100.00	100
1:00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100
1:30	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	97.73	100
2:00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.73	100
2:30	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.73	100
3:00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	96.97	100
3:30	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	96.97	100
4:00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	97.73	100
4:30	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	96.97	100
5:00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.73	100
5:30	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.73	100
6:00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	1.52	1.52	0.00	0.00	0.00	0.00	95.45	100
6:30	0.00	0.76	2.27	0.00	0.00	0.00	0.00	1.52	1.52	0.00	0.00	0.00	0.00	93.94	100
7:00	2.27	1.52	2.27	0.00	0.00	0.00	0.00	1.52	1.52	0.00	0.00	0.00	0.00	90.91	100
7:30	2.27	6.06	2.27	0.00	0.00	0.00	0.76	1.52	1.52	0.00	0.00	0.00	0.00	85.61	100
7:45	2.27	6.06	2.27	0.00	0.00	0.00	0.76	1.52	1.52	0.00	0.00	0.00	0.00	85.61	100
8:00	9.09	6.06	1.52	0.00	0.76	0.76	0.76	2.27	3.03	0.00	0.00	0.00	0.00	75.76	100
8:30	23.48	4.55	0.76	1.52	2.27	0.76	1.52	5.30	2.27	0.00	0.00	0.00	0.00	57.58	100
9:00	24.24	4.55	0.76	1.52	2.27	0.76	1.52	4.55	3.03	0.00	0.00	0.00	0.00	56.82	100
9:30	23.48	4.55	0.76	0.76	1.52	0.76	1.52	3.79	3.03	0.00	0.00	0.00	0.00	59.85	100
10:00	23.48	3.03	0.76	0.00	0.76	0.76	1.52	3.03	2.27	0.00	0.00	0.00	0.76	63.64	100
10:30	20.45	2.27	0.00	0.00	0.76	0.00	1.52	3.03	2.27	0.00	0.00	0.00	0.76	68.94	100
11:00	13.64	1.52	0.00	0.00	0.00	0.00	1.52	3.03	2.27	0.00	0.00	0.00	0.76	77.27	100
11:30	11.36	1.52	0.00	0.00	0.00	0.00	0.00	1.52	1.52	0.00	0.00	0.00	0.00	84.09	100
average	3.39	0.97	0.45	0.08	0.17	0.08	0.23	0.82	0.70	0.00	0.00	0.00	0.15	92.97	
maximum	24.24	6.06	2.27	1.52	2.27	0.76	1.52	5.30	3.03	0.00	0.00	0.00	0.76	100.00	
std. dev.	7.25	1.78	0.67	0.32	0.52	0.23	0.52	1.30	0.95	0.00	0.00	0.00	0.31	12.20	

TABLE 6.3.E: TV AUDIENCES – FRIDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station	NONE	TOTAL
MIDNIGHT	5.71	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	92.86	100
0:30	4.29	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	100
1:00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
1:30	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	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	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	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	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	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	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	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	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	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	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	100.00	100
7:00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
7:30	0.00	0.71	0.00	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	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	98.57	100
8:30	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	97.86	100
9:00	0.00	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	96.43	100
9:30	0.00	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	96.43	100
10:00	0.00	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	96.43	100
10:30	0.00	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.71	95.71	100
11:00	0.00	1.43	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.71	95.71	100
11:30	0.00	1.43	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.71	96.43	100
NOON	0.71	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	96.43	100
12:30	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.71	96.43	100
1:00	0.71	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	97.14	100
1:30	0.71	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	96.43	100
2:00	0.71	2.14	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	2.14	94.29	100
2:30	0.71	2.86	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	2.14	93.57	100
3:00	0.71	2.86	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	2.14	93.57	100
3:30	0.00	2.86	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	2.14	94.29	100
4:00	0.00	2.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.14	95.00	100
4:30	0.00	2.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.14	95.00	100
5:00	0.71	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86	94.29	100
5:30	0.71	2.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86	93.57	100
6:00	1.43	5.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	2.14	90.71	100
6:30	1.43	5.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	2.14	90.71	100
7:00	1.43	5.71	0.71	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	1.43	89.29	100
7:30	1.43	6.43	0.71	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	1.43	88.57	100
7:45	0.71	6.43	1.43	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	1.43	88.57	100
8:00	7.86	6.43	1.43	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	1.43	81.43	100
8:30	19.29	6.43	1.43	0.00	0.71	0.00	0.00	0.00	0.00	1.43	0.00	0.00	1.43	69.29	100
9:00	21.43	5.71	1.43	0.00	0.71	0.00	0.00	0.71	0.00	0.71	0.00	0.00	2.86	66.43	100
9:30	20.71	5.71	1.43	0.00	0.00	0.00	0.00	0.71	0.00	0.71	0.00	0.00	2.14	68.57	100
10:00	15.00	2.86	1.43	0.00	0.00	0.00	0.00	0.71	0.00	0.71	0.00	0.00	1.43	77.86	100
10:30	9.29	2.14	1.43	0.00	0.00	0.00	0.00	0.71	0.00	0.71	0.00	0.00	1.43	84.29	100
11:00	1.43	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43	96.43	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	1.43	98.57	100
average	2.41	2.01	0.38	0.00	0.03	0.00	0.00	0.13	0.04	0.35	0.00	0.00	0.99	93.66	
maximum	21.43	6.43	1.43	0.00	0.71	0.00	0.00	0.71	0.71	1.43	0.00	0.00	2.86	100.00	
std. dev.	5.43	2.09	0.60	0.00	0.14	0.00	0.00	0.28	0.17	0.49	0.00	0.00	0.93	8.20	

TABLE 6.3.F: TV AUDIENCES – SATURDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	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	0.76	99.24	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	0.76	99.24	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	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	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	99.24	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	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	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	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	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	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	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	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	100.00	100
8:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
8:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
9:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
9:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
10:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
10:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.47	100
11:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
11:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
NOON	0.00	1.53	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.95	100
12:30	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.71	100
1:00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.71	100
1:30	0.00	2.29	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.95	100
2:00	0.00	5.34	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	93.13	100
2:30	0.00	5.34	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.76	0.00	91.60	100
3:00	0.00	5.34	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	92.37	100
3:30	0.76	5.34	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	91.60	100
4:00	0.76	5.34	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	92.37	100
4:30	0.76	4.58	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	93.13	100
5:00	0.76	3.82	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	93.13	100
5:30	0.76	3.82	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	92.37	100
6:00	0.76	3.82	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	92.37	100
6:30	0.76	3.82	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	92.37	100
7:00	1.53	3.82	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	1.53	90.84	100
7:30	1.53	6.11	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	90.08	100
7:45	0.76	5.34	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	92.37	100
8:00	4.58	6.87	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	86.26	100
8:30	4.58	6.11	0.76	0.00	0.76	0.00	0.00	2.29	0.76	0.00	0.00	0.00	1.53	83.21	100
9:00	6.11	5.34	0.76	0.00	1.53	0.76	2.29	3.05	2.29	0.00	0.00	0.00	2.29	75.57	100
9:30	6.11	4.58	0.76	0.00	1.53	0.76	2.29	3.82	2.29	0.00	0.00	0.00	1.53	76.34	100
10:00	6.11	3.05	0.00	0.76	0.76	0.76	2.29	3.05	1.53	0.00	0.00	0.00	0.00	81.68	100
10:30	5.34	2.29	0.00	0.76	0.00	0.76	2.29	2.29	0.76	0.00	0.00	0.00	0.00	85.50	100
11:00	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.76	0.76	0.00	0.00	0.00	0.00	96.95	100
11:30	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.76	0.00	0.00	0.00	0.00	97.71	100
average	0.86	2.10	0.31	0.06	0.11	0.08	0.19	0.47	0.31	0.00	0.02	0.03	0.47	95.00	
maximum	6.11	6.87	1.53	0.76	1.53	0.76	2.29	3.82	2.29	0.00	0.76	0.76	2.29	100.00	
std.dev.	1.80	2.29	0.44	0.21	0.35	0.23	0.63	0.91	0.56	0.00	0.11	0.15	0.64	6.17	

TABLE 6.3.G: TV AUDIENCES – SUNDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	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	0.00	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	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	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	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	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	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	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	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	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	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	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	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	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	100.00	100
7:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
7:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
8:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
8:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
9:00	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.97	100
9:30	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.97	100
10:00	3.03	2.27	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	93.18	100
10:30	3.03	2.27	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	93.18	100
11:00	2.27	2.27	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	93.94	100
11:30	2.27	2.27	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	93.18	100
NOON	3.03	2.27	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	93.18	100
12:30	2.27	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	95.45	100
1:00	1.52	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100
1:30	1.52	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.97	100
2:00	1.52	1.52	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.00	0.00	0.00	95.45	100
2:30	1.52	1.52	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	95.45	100
3:00	1.52	1.52	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	95.45	100
3:30	1.52	1.52	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	95.45	100
4:00	1.52	1.52	0.00	0.00	0.76	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	94.70	100
4:30	1.52	1.52	0.00	0.00	0.76	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	94.70	100
5:00	1.52	1.52	0.76	0.00	0.76	0.00	0.76	0.76	0.76	0.00	0.00	0.00	1.52	91.67	100
5:30	1.52	2.27	0.76	0.00	0.76	0.00	0.76	0.76	0.76	0.00	0.00	0.00	2.27	90.15	100
6:00	0.76	3.03	0.00	0.00	0.76	0.00	0.76	0.76	0.76	0.00	0.00	0.00	2.27	90.91	100
6:30	0.76	3.03	0.76	0.00	0.00	0.00	0.76	0.76	0.76	0.00	0.00	0.00	2.27	90.91	100
7:00	1.52	3.79	0.76	0.00	0.76	0.00	0.76	0.76	1.52	0.00	0.00	0.00	1.52	88.64	100
7:30	1.52	5.30	0.76	0.00	0.76	0.00	0.76	0.76	1.52	0.00	0.00	0.00	1.52	87.12	100
7:45	1.52	5.30	0.76	0.00	0.76	0.00	0.76	0.76	1.52	0.00	0.00	0.00	1.52	87.12	100
8:00	9.09	5.30	1.52	0.00	0.76	0.76	0.00	0.76	1.52	0.00	0.00	0.00	0.00	80.30	100
8:30	15.15	5.30	3.03	0.00	0.76	0.76	0.76	2.27	1.52	0.00	0.00	0.00	0.00	70.45	100
9:00	12.88	3.79	2.27	0.00	0.00	1.52	1.52	3.79	1.52	0.00	0.00	0.00	1.52	71.21	100
9:30	8.33	3.79	1.52	0.00	0.00	1.52	1.52	3.79	1.52	0.00	0.00	0.00	1.52	76.52	100
10:00	6.82	2.27	0.76	0.00	0.00	1.52	0.76	3.79	0.76	0.00	0.00	0.00	2.27	81.06	100
10:30	4.55	2.27	0.00	0.00	0.00	1.52	0.76	3.79	0.76	0.00	0.00	0.00	1.52	84.85	100
11:00	1.52	0.00	0.76	0.00	0.00	0.76	0.76	0.76	0.00	0.00	0.00	0.00	0.00	95.45	100
11:30	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.73	100
average	2.03	1.56	0.36	0.00	0.23	0.19	0.26	0.51	0.45	0.00	0.00	0.00	0.49	93.92	
maximum	15.15	5.30	3.03	0.00	0.76	1.52	1.52	3.79	1.52	0.00	0.00	0.00	2.27	100.00	
std.dev.	3.21	1.60	0.64	0.00	0.35	0.45	0.42	1.08	0.58	0.00	0.00	0.00	0.77	7.44	

TABLE 6.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	One TV	Net TV	Smash TV	Rai 1	Rai 2	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station	NONE	TOTAL
MIDNIGHT	1.19	0.22	0.11	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.32	97.94	100
0:30	0.97	0.22	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.32	98.27	100
1:00	0.11	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	99.46	100
1:30	0.11	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	99.46	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11	99.78	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11	99.78	100
3:00	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	99.89	100
3:30	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	99.89	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	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	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	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	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	0.22	99.78	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	0.11	99.89	100
7:00	0.22	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.46	100
7:30	0.22	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.46	100
8:00	0.32	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.22	98.92	100
8:30	0.32	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.32	98.81	100
9:00	0.32	0.32	0.22	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.32	98.59	100
9:30	0.32	0.32	0.22	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.32	98.59	100
10:00	0.54	0.54	0.32	0.00	0.11	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.32	97.94	100
10:30	0.54	0.54	0.32	0.00	0.11	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.32	97.94	100
11:00	0.43	0.65	0.22	0.00	0.11	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.22	98.16	100
11:30	0.43	0.65	0.22	0.00	0.22	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.22	98.16	100
NOON	0.54	0.97	0.11	0.00	0.32	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.54	97.29	100
12:30	0.43	0.87	0.11	0.00	0.11	0.00	0.00	0.11	0.22	0.00	0.00	0.00	0.54	97.62	100
1:00	0.54	0.87	0.22	0.00	0.11	0.00	0.00	0.22	0.11	0.00	0.00	0.00	0.43	97.51	100
1:30	0.43	1.08	0.22	0.00	0.22	0.00	0.00	0.43	0.11	0.00	0.00	0.00	0.43	97.08	100
2:00	0.43	1.84	0.32	0.00	0.22	0.00	0.00	0.65	0.32	0.00	0.00	0.11	0.54	95.56	100
2:30	0.43	2.06	0.43	0.00	0.22	0.00	0.00	0.65	0.32	0.00	0.00	0.11	0.54	95.24	100
3:00	0.43	1.95	0.32	0.00	0.22	0.00	0.00	0.65	0.43	0.11	0.11	0.00	0.43	95.35	100
3:30	0.43	1.84	0.32	0.00	0.22	0.00	0.00	0.65	0.43	0.11	0.11	0.00	0.43	95.45	100
4:00	0.32	1.73	0.43	0.00	0.22	0.00	0.11	0.32	0.43	0.22	0.11	0.00	0.76	95.35	100
4:30	0.32	1.62	0.43	0.00	0.22	0.00	0.11	0.32	0.43	0.22	0.11	0.00	0.76	95.45	100
5:00	0.54	1.41	0.65	0.00	0.22	0.00	0.11	0.43	0.32	0.11	0.00	0.32	1.30	94.59	100
5:30	0.54	1.62	0.76	0.00	0.22	0.00	0.11	0.54	0.32	0.00	0.00	0.22	1.52	94.16	100
6:00	0.87	2.16	0.76	0.00	0.22	0.00	0.22	0.76	0.97	0.11	0.00	0.22	1.30	92.42	100
6:30	0.87	2.27	1.52	0.11	0.11	0.00	0.22	0.65	0.97	0.11	0.00	0.11	1.19	91.88	100
7:00	1.62	2.60	1.73	0.11	0.11	0.00	0.22	0.65	0.87	0.22	0.11	0.00	1.08	90.69	100
7:30	1.62	5.19	1.84	0.00	0.11	0.00	0.32	0.54	0.76	0.22	0.00	0.00	1.08	88.31	100
7:45	1.41	4.98	2.27	0.00	0.11	0.00	0.32	0.54	0.65	0.22	0.00	0.00	0.97	88.53	100
8:00	7.36	5.74	2.38	0.00	0.43	0.22	0.32	0.87	1.08	0.22	0.11	0.00	0.87	80.41	100
8:30	12.34	7.03	2.49	0.43	2.16	0.22	0.87	2.27	1.08	0.22	0.11	0.22	1.84	68.72	100
9:00	12.55	6.71	2.27	0.65	2.38	0.43	1.62	3.35	1.84	0.22	0.11	0.22	2.92	64.72	100
9:30	11.47	6.06	1.84	0.43	1.95	0.43	1.62	3.68	1.84	0.22	0.11	0.22	2.49	67.64	100
10:00	9.52	2.81	1.30	0.22	1.62	0.43	1.41	2.81	1.19	0.22	0.00	0.22	2.49	75.76	100
10:30	7.25	2.06	0.65	0.11	1.08	0.32	1.19	2.60	1.19	0.22	0.00	0.22	1.84	81.28	100
11:00	3.14	0.43	0.32	0.00	0.11	0.22	0.54	0.87	0.65	0.00	0.00	0.11	0.87	92.75	100
11:30	2.16	0.32	0.22	0.00	0.00	0.11	0.00	0.76	0.54	0.00	0.00	0.11	0.65	95.13	100
average	1.71	1.45	0.53	0.04	0.27	0.05	0.19	0.53	0.38	0.08	0.02	0.05	0.65	94.06	
maximum	12.55	7.03	2.49	0.65	2.38	0.43	1.62	3.68	1.84	0.22	0.11	0.32	2.92	100.00	
std.dev.	3.31	1.90	0.73	0.13	0.56	0.12	0.42	0.89	0.47	0.09	0.04	0.09	0.70	8.74	

TABLE 7.1: TEleshopping BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	6	3	3	1			1	2	2	
	0.7%	0.8%	0.6%	2.6%			0.4%	0.8%	1.5%	
	100.0%	50.0%	50.0%	16.7%			16.7%	33.3%	33.3%	
No	791	360	431	36	129	47	234	222	95	28
	87.5%	92.8%	83.5%	92.3%	97.0%	95.9%	89.7%	85.1%	72.5%	93.3%
	100.0%	45.5%	54.5%	4.6%	16.3%	5.9%	29.6%	28.1%	12.0%	3.5%
TVM	15	1	14	1			4	5	5	
	1.7%	0.3%	2.7%	2.6%			1.5%	1.9%	3.8%	
	100.0%	6.7%	93.3%	6.7%			26.7%	33.3%	33.3%	
One TV	29	5	24		1	1	3	16	8	
	3.2%	1.3%	4.7%		0.8%	2.0%	1.1%	6.1%	6.1%	
	100.0%	17.2%	82.8%		3.4%	3.4%	10.3%	55.2%	27.6%	
Net TV	7	2	5				1	2	3	1
	0.8%	0.5%	1.0%				0.4%	0.8%	2.3%	3.3%
	100.0%	28.6%	71.4%				14.3%	28.6%	42.9%	14.3%
Smash TV	19	4	15		2	1	5	5	6	
	2.1%	1.0%	2.9%		1.5%	2.0%	1.9%	1.9%	4.6%	
	100.0%	21.1%	78.9%		10.5%	5.3%	26.3%	26.3%	31.6%	
Education 22	1	1						1		
	0.1%	0.3%						0.4%		
	100.0%	100.0%						100.0%		
iTV	26	10	16	1			10	7	8	
	2.9%	2.6%	3.1%	2.6%			3.8%	2.7%	6.1%	
	100.0%	38.5%	61.5%	3.8%			38.5%	26.9%	30.8%	
Do not know	10	2	8		1		3	1	4	1
	1.1%	0.5%	1.6%		0.8%		1.1%	0.4%	3.1%	3.3%
	100.0%	20.0%	80.0%		10.0%		30.0%	10.0%	40.0%	10.0%
Total	904	388	516	39	133	49	261	261	131	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	4.3%	14.7%	5.4%	28.9%	28.9%	14.5%	3.3%

[Count / Column % / Row %]

TABLE 7.2: TEleshopping BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	6 0.7% 100.0%		2 0.7% 33.3%	3 2.0% 50.0%			1 1.5% 16.7%
No	791 87.5% 100.0%	162 84.4% 20.5%	227 85.0% 28.7%	133 89.3% 16.8%	107 92.2% 13.5%	104 92.0% 13.1%	58 86.6% 7.3%
TVM	15 1.7% 100.0%	5 2.6% 33.3%	6 2.2% 40.0%	1 0.7% 6.7%	1 0.9% 6.7%	1 0.9% 6.7%	1 1.5% 6.7%
One TV	29 3.2% 100.0%	9 4.7% 31.0%	4 1.5% 13.8%	6 4.0% 20.7%	3 2.6% 10.3%	3 2.7% 10.3%	4 6.0% 13.8%
Net TV	7 0.8% 100.0%		7 2.6% 100.0%				
Smash TV	19 2.1% 100.0%	7 3.6% 36.8%	5 1.9% 26.3%	2 1.3% 10.5%		3 2.7% 15.8%	2 3.0% 10.5%
Education 22	1 0.1% 100.0%		1 0.4% 100.0%				
iTV	26 2.9% 100.0%	8 4.2% 30.8%	10 3.7% 38.5%	2 1.3% 7.7%	4 3.4% 15.4%	1 0.9% 3.8%	1 1.5% 3.8%
Do not know	10 1.1% 100.0%	1 0.5% 10.0%	5 1.9% 50.0%	2 1.3% 20.0%	1 0.9% 10.0%	1 0.9% 10.0%	
Total	904 100.0% 100.0%	192 100.0% 21.2%	267 100.0% 29.5%	149 100.0% 16.5%	116 100.0% 12.8%	113 100.0% 12.5%	67 100.0% 7.4%

[Count / Column % / Row %]