



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER – DECEMBER 2007**

**MARIO AXIAK B.A. (HONS.), M.B.A. (MAASTRICHT) M.I.M
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719**

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BROADCASTING AUTHORITY
MILE END ROAD, HAMRUN HMR1719, MALTA
TEL: 2122 1281, 2124 7908
FAX: 2124 0855
E-MAIL: info@ba-malta.org
WEB: <http://www.ba-malta.org>**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October – December 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 television stations and community radio stations licensed by the Broadcasting Authority during this period.

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

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st October to 31st December 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.

Starting from October 2007, the number of interviewees contacted by the National Statistics Office was doubled vis-à-vis the previous year and the desired target of interviewees was now at 20 daily. A stratified random sample based on gender, age and district population distribution was selected by the National Statistics Office allowing for a 50% response rate and amounting to 3680 possible interviewees [92 days by 40 interviewees]. For this period 1811 individuals [57.04% of contacted persons] accepted to participate in the survey and, 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	1811	57.04
Refused	119	3.75
Non-Contact	626	19.72
Unreachable	619	19.50
Not used	503	100.0%
TOTAL	3680	

BY WEEKDAY	FREQUENCY	PERCENT
Mon	277	15.30
Tue	258	14.25
Wed	256	14.14
Thu	257	14.19
Fri	257	14.19
Sat	249	13.75
Sun	257	14.19
TOTAL	1811	100.00

BY MONTH	FREQUENCY	PERCENT
October	612	33.79
November	596	32.91
December	603	33.30
TOTAL	1811	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.

1.1 The Accuracy of the Results

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and the confidence level used. The margin of error is the amount of error inherent in the results due to sampling and depends on the size of the sample – a lower margin of error requires a larger sample size. A common choice as an accepted margin of error is that of $\pm 5\%$. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

With a response rate of 57%; a population size of 355000; and a 95% confidence level; the sample of 1811 interviewees has a margin of error of $\pm 2.3\%$.

The differences by age groups, gender and region between the sample and the population as published on 23rd January 2008 by the National Statistics Office in the Demographic Review 2006 are as follows:

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

Age	Sample	Population ^a	Difference
12 - 14	5.0%	4.5%	0.5
15 - 24	15.0%	16.3%	-1.3
25 - 29	6.6%	8.5%	-1.9
30 - 49	26.5%	31.2%	-4.7
50 - 64	28.5%	23.7%	4.8
65 - 79	14.9%	12.3%	2.6
80 +	3.4%	3.5%	-0.1
Gender	Sample	Population ^a	Difference
Males	44.8%	49.4%	-4.6
Females	55.2%	50.6%	4.6
Region	Sample	Population ^b	Difference
Southern Harbour	22.6%	19.9%	2.7
Northern Harbour	27.8%	29.5%	-1.7
South Eastern	13.6%	14.7%	-1.1
Western	15.0%	14.1%	0.9
Northern	13.0%	14.2%	-1.2
Gozo and Comino	8.0%	7.7%	0.3

^a Percentages based on the Total population by Age and Gender excluding those under 12 years of age as listed in Table 5 of the Demographic Review 2006 – see also Appendix B.

^b Percentages are based on Total Population by Region as listed in Table 9 of the Demographic Review 2006 – see also Appendix B.

2. SAMPLE PROFILE

For this analysis, the demographics included gender, age and location of households 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.

The minimum age of respondents was 12 years old, while the oldest person interviewed was 90 during the period October-December 2007 [94 years old during the period October-December 2006].

Table and Figure 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	91	46	45	17	23	13	18	17	3
	5.0%	5.7%	4.5%	4.1%	4.6%	5.3%	6.6%	7.2%	2.1%
	100.0%	50.5%	49.5%	18.7%	25.3%	14.3%	19.8%	18.7%	3.3%
15-24	272	137	135	58	83	35	43	31	22
	15.0%	16.9%	13.5%	14.1%	16.5%	14.2%	15.9%	13.2%	15.3%
	100.0%	50.4%	49.6%	21.3%	30.5%	12.9%	15.8%	11.4%	8.1%
25-29	120	56	64	31	37	12	18	13	9
	6.6%	6.9%	6.4%	7.6%	7.3%	4.9%	6.6%	5.5%	6.3%
	100.0%	46.7%	53.3%	25.8%	30.8%	10.0%	15.0%	10.8%	7.5%
30-49	480	195	285	99	114	74	72	81	40
	26.5%	24.0%	28.5%	24.1%	22.6%	30.0%	26.6%	34.5%	27.8%
	100.0%	40.6%	59.4%	20.6%	23.8%	15.4%	15.0%	16.9%	8.3%
50-64	516	235	281	119	152	67	85	58	35
	28.5%	29.0%	28.1%	29.0%	30.2%	27.1%	31.4%	24.7%	24.3%
	100.0%	45.5%	54.5%	23.1%	29.5%	13.0%	16.5%	11.2%	6.8%
65-79	270	106	164	65	80	41	29	27	28
	14.9%	13.1%	16.4%	15.9%	15.9%	16.6%	10.7%	11.5%	19.4%
	100.0%	39.3%	60.7%	24.1%	29.6%	15.2%	10.7%	10.0%	10.4%
80+	62	36	26	21	15	5	6	8	7
	3.4%	4.4%	2.6%	5.1%	3.0%	2.0%	2.2%	3.4%	4.9%
	100.0%	58.1%	41.9%	33.9%	24.2%	8.1%	9.7%	12.9%	11.3%
Total	1811	811	1000	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%

[Count / Col% / Row %]

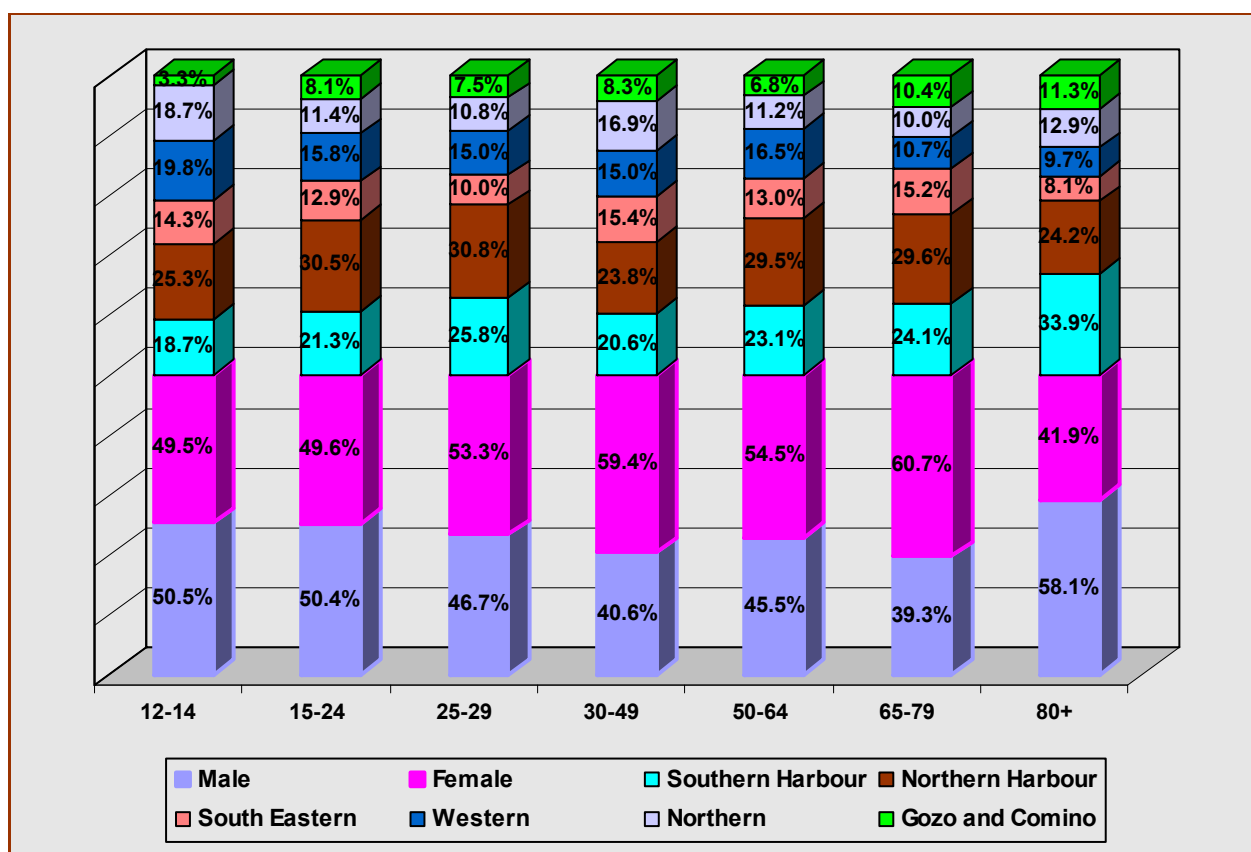


FIGURE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT

3. LISTENING AND VIEWING PATTERNS

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.

3.1 Radio Listening

While 54.4% of those interviewed stated that they do not listen to radio; 4.7% stated that they had listened to radio but to no particular radio station; and 1.6% stated that they do not remember which radio station they had listened to – see Part 2: Tables 3.1 and 3.2, and summary Table & Figure 3.1 below. Compared to the same period of the previous assessment period [October-December 2006], regular radio listening has decreased by 7.9% from 51.2% in 2006 to 43.4% for the same period in 2007.

TABLE 3.1: RADIO LISTENING BY QUARTERS: OCT-DEC 2006 – OCT-DEC 2007

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	Radio Listeners
Oct-Dec 2007	50.4%	4.7%	1.6%	43.3%
<i>Jul-Sep 2007</i>	<i>47.2%</i>	<i>7.7%</i>	<i>0.9%</i>	<i>44.2%</i>
<i>Apr-Jun 2007</i>	<i>44.5%</i>	<i>7.2%</i>	<i>0.8%</i>	<i>47.5%</i>
<i>Jan-Mar 2007</i>	<i>48.0%</i>	<i>5.9%</i>	<i>0.8%</i>	<i>45.3%</i>
<i>Oct-Dec 2006</i>	<i>44.0%</i>	<i>3.9%</i>	<i>0.9%</i>	<i>51.2%</i>

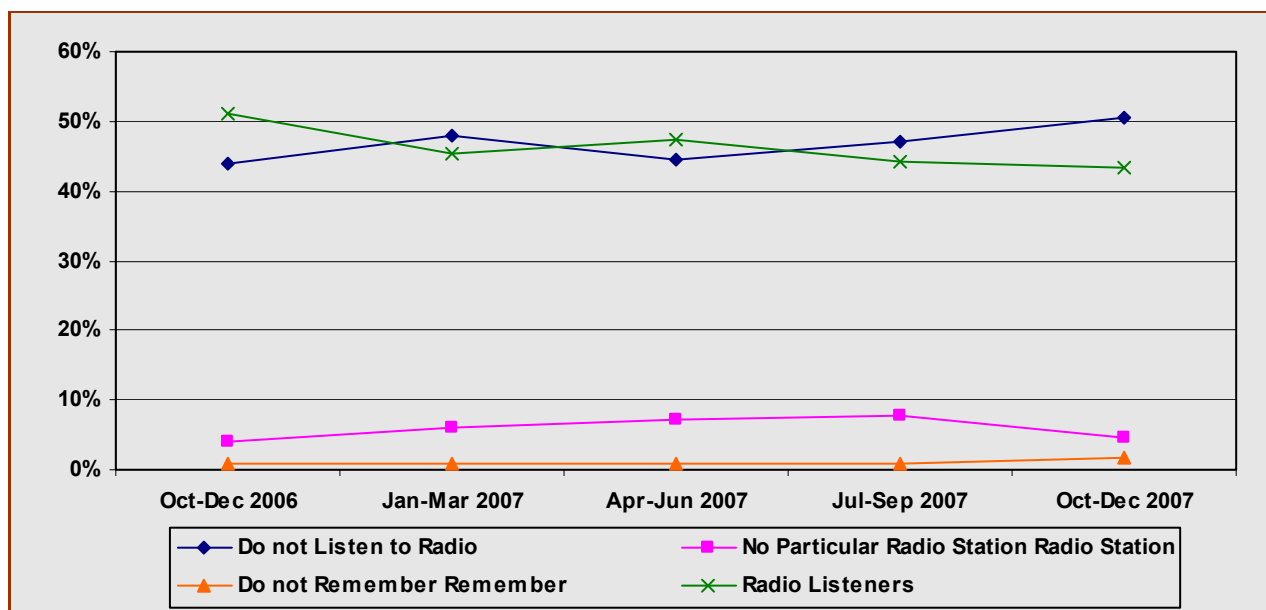


FIGURE 3.1: RADIO LISTENING BY QUARTERS: OCT-DEC 2006 – OCT-DEC 2007

3.1.1 Radio Listening by Gender and by Age Group

Of the effective listening population, 17.4% of all the male population prefer Bay Radio while 15.2% of all the female population prefer One Radio. Again, the most listened station is Bay Radio for those in the youngest three age groups of 12-14 years [46.2%], 15-24 years [57.0%], and 25-29 year olds [33.3%]. Those in the 30-49 age group prefer most Calypso Radio [18.3%] while those in the 50-64 [24.3%] and 65-79 [27.6%] age groups prefer One Radio. Those over 80 years old have an equal preference for RTK and Radju Marija – 28.6%. See Table 3.2 below.

TABLE 3.2: RADIO LISTENING BY GENDER AND BY AGE GROUP

	Gender		Age Group						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	6.3	8.4		2.6	1.7	2.2	13.2	15.5	7.1
Radju Parlament 106.6	0.9	0.9				2.2	0.4	0.9	
Magic Radio	5.7	8.4	3.8	7.0	20.0	11.3	4.1	1.7	
One Radio	15.4	15.2	3.8	1.8	1.7	11.7	24.3	27.6	10.7
Radio 101	7.7	6.0	3.8	1.8	3.3	3.5	11.1	8.6	17.9
Bay Radio	17.4	14.2	46.2	57.0	33.3	10.0	1.2	3.4	
Calypso Radio	7.7	11.8	11.5	2.6	3.3	18.3	9.9	6.9	
RTK	7.1	11.2			3.3	6.5	12.8	18.1	28.6
Smash Radio	8.5	5.4	19.2	18.4	6.7	7.4	3.3		
Radju Marija	4.3	9.2			1.7	4.3	9.9	12.9	28.6
Campus FM	3.4	0.9				2.6	3.3	1.7	
Capital Radio	6.0	3.6	3.8	1.8	13.3	10.4	1.2		
XFM	5.1	1.1	7.7	4.4	10.0	3.0	1.2		
Community Stations	2.3	3.6		2.6	1.7	4.3	2.9	2.6	3.6
Foreign Radio Station	2.3	0.2				2.2	1.2		3.6
Total	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0

3.1.2 Radio Listening by District

While One Radio attracted the highest percentage of those living in the Southern Harbour [17.9%] and those of the South Eastern district [26.7%], Bay Radio attracted the highest percentages of those living in the Northern Harbour district and the Western district [17.7%] and those of the Northern district. Of those living in Gozo and Comino, 18.3% prefer RTK.

TABLE 3.3: RADIO LISTENING BY DISTRICT

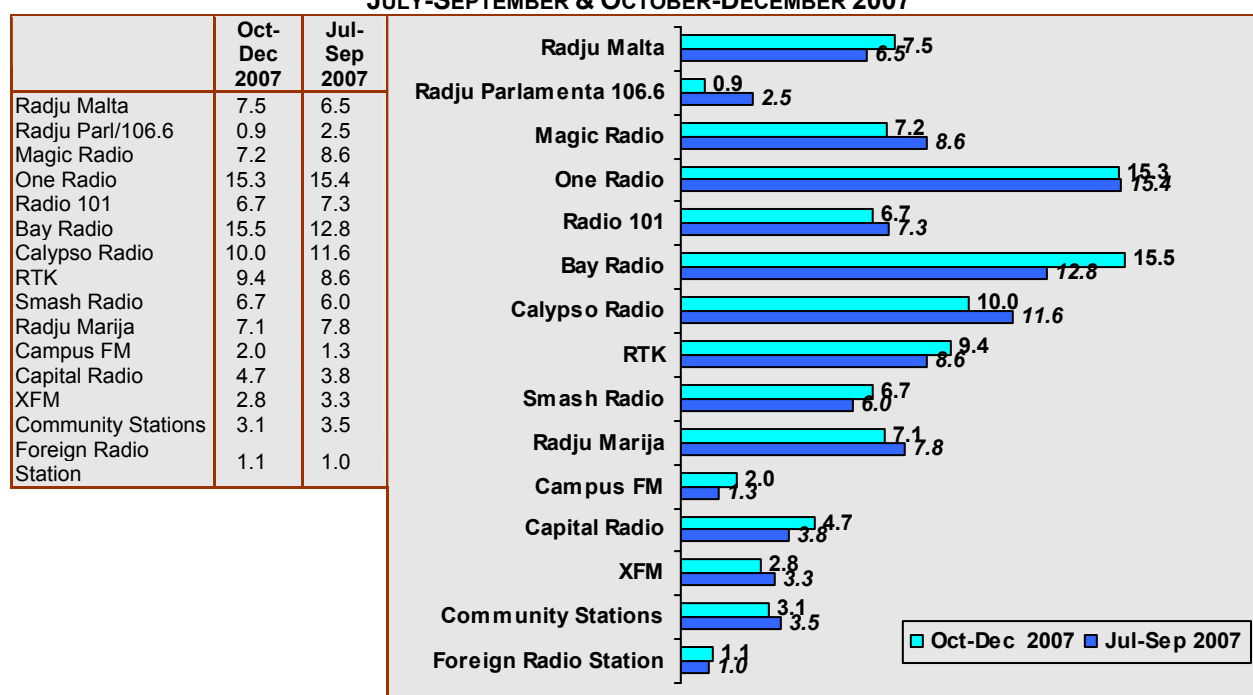
	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	8.4	7.3	4.8	8.1	7.5	8.3
Radju Parlament 106.6	0.5	0.9	2.9	0.8		
Magic Radio	5.8	10.8	6.7	5.6	7.5	1.7
One Radio	17.9	12.9	26.7	9.7	13.2	11.7
Radio 101	6.8	4.7	6.7	9.7	6.6	8.3
Bay Radio	13.7	17.7	9.5	17.7	21.7	8.3
Calypso Radio	15.3	9.1	7.6	7.3	11.3	5.0
RTK	6.3	9.1	10.5	8.9	10.4	18.3
Smash Radio	6.3	4.7	6.7	8.9	4.7	15.0
Radju Marija	5.3	8.2	7.6	8.9	5.7	6.7
Campus FM	1.6	2.6	1.0	3.2	1.9	
Capital Radio	3.2	5.6	3.8	4.0	5.7	6.7
XFM	2.6	2.6	2.9	4.8	1.9	1.7
Community Stations	4.2	3.0	1.9	2.4	0.9	6.7
Foreign Radio Station	2.1	0.9	1.0		0.9	1.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

3.2 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 given in Table 3.4 and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted.

For the period October-December 2007, Bay Radio attracted the highest number of radio listeners at 15.5%; closely followed by One Radio at 15.3% and Calypso Radio at 10.0%. Compared to the previous assessment period for the summer months of July-September 2007 the only marked increase was that of Bay Radio.

**TABLE 3.4: RADIO LISTENING BY BROADCASTING STATION –
JULY-SEPTEMBER & OCTOBER-DECEMBER 2007**



**FIGURE 3.2 RADIO LISTENING BY BROADCASTING STATION –
JULY-SEPTEMBER & OCTOBER-DECEMBER 2007**

3.2.1 Radio Listening by Broadcasting Station – By Gender

Most radio broadcasting stations have a balanced gender audience. Of significance, however, are those listening to a foreign radio station where male following is dominant. Similar male dominant following is also present with XFM and Campus FM. On the other hand, female following is significant with Radju Marija, RTK, and Calypso Radio. See Table 3.5 and Figure 3.3 below

TABLE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY GENDER

	Gender	
	Male	Female
Radju Malta	36.1%	63.9%
Radju Parlament 106.6	42.9%	57.1%
Magic Radio	33.9%	66.1%
One Radio	43.2%	56.8%
Radio 101	49.1%	50.9%
Bay Radio	48.0%	52.0%
Calypso Radio	32.9%	67.1%
RTK	32.5%	67.5%
Smash Radio	54.5%	45.5%
Radju Marija	25.9%	74.1%
Campus FM	75.0%	25.0%
Capital Radio	55.3%	44.7%
XFM	78.3%	21.7%
Community stations	32.0%	68.0%
Foreign Radio Station	88.9%	11.1%
Total	44.8%	55.2%
Population	175933	179863
%	49.4%	50.6%

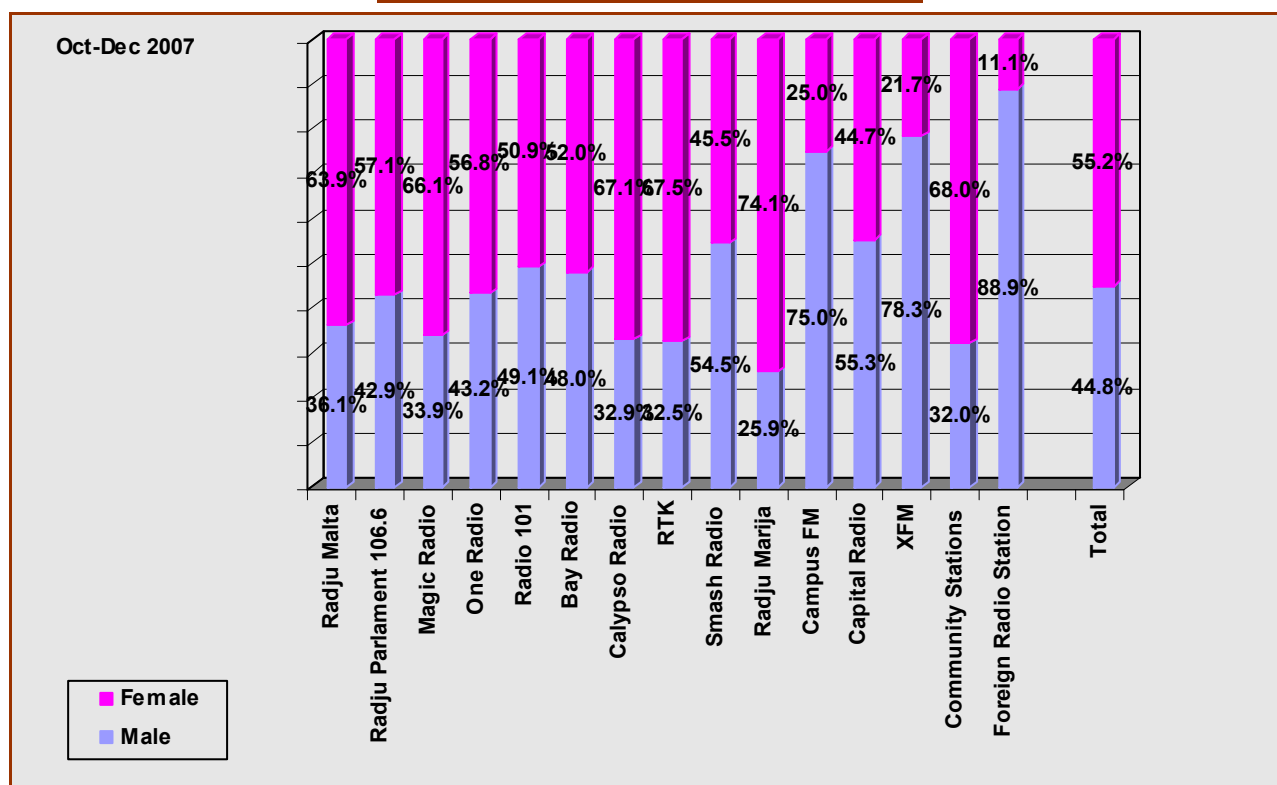


FIGURE 3.3: RADIO LISTENING BY BROADCASTING STATION – BY GENDER

3.2.2 Radio Listening by Broadcasting Station – by Age Group

Overall, the distribution of radio listeners by each broadcasting station by age group is similar to national percentage population distribution by age groups. However, analysis of each station's distribution is also dependent on each station's targeted audience and its broadcasting programme schedules; the results of which goes beyond the scope of this work. Of significance, however are the distribution of listeners of Radju Parlament, Campus FM, and the listeners of Foreign Radio Stations: they did not attract audiences who are under 39 years old. Exceptions to the national population distribution by age are Bay Radio and Smash Radio whose highest audiences are of 15-24 years old. Of significance are the audiences of the two political party radio stations [One Radio and Radio 101], one of the Public Service Broadcaster's radio station [Radju Malta] and the Church's station [RTK] where their largest audiences are in the 50-64 age group. Radju Marija and Campus FM also have their highest audiences in the 30-64 age group – see Table 3.6 and Figure 3.4 below.

TABLE 3.6: RADIO LISTENING BY BROADCASTING STATION – BY AGE GROUP

	Age Group						
	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta		4.9%	1.6%	8.2%	52.5%	29.5%	3.3%
Radju Parlament 106.6				71.4%	14.3%	14.3%	
Magic Radio	1.7%	13.6%	20.3%	44.1%	16.9%	3.4%	
One Radio	.8%	1.6%	.8%	21.6%	47.2%	25.6%	2.4%
Radio 101	1.8%	3.6%	3.6%	14.5%	49.1%	18.2%	9.1%
Bay Radio	9.4%	51.2%	15.7%	18.1%	2.4%	3.1%	
Calypso Radio	3.7%	3.7%	2.4%	51.2%	29.3%	9.8%	
RTK			2.6%	19.5%	40.3%	27.3%	10.4%
Smash Radio	9.1%	38.2%	7.3%	30.9%	14.5%		
Radju Marija			1.7%	17.2%	41.4%	25.9%	13.8%
Campus FM				37.5%	50.0%	12.5%	
Capital Radio	2.6%	5.3%	21.1%	63.2%	7.9%		
XFM	8.7%	21.7%	26.1%	30.4%	13.0%		
Community Stations		12.0%	4.0%	40.0%	28.0%	12.0%	4.0%
Foreign Radio Station				55.6%	33.3%		11.1%
Total	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%
Population	16121	58063	30173	111011	84190	43871	12367
%	4.5%	16.3%	8.5%	31.2%	23.7%	12.3%	3.5%

Oct-Dec 2007

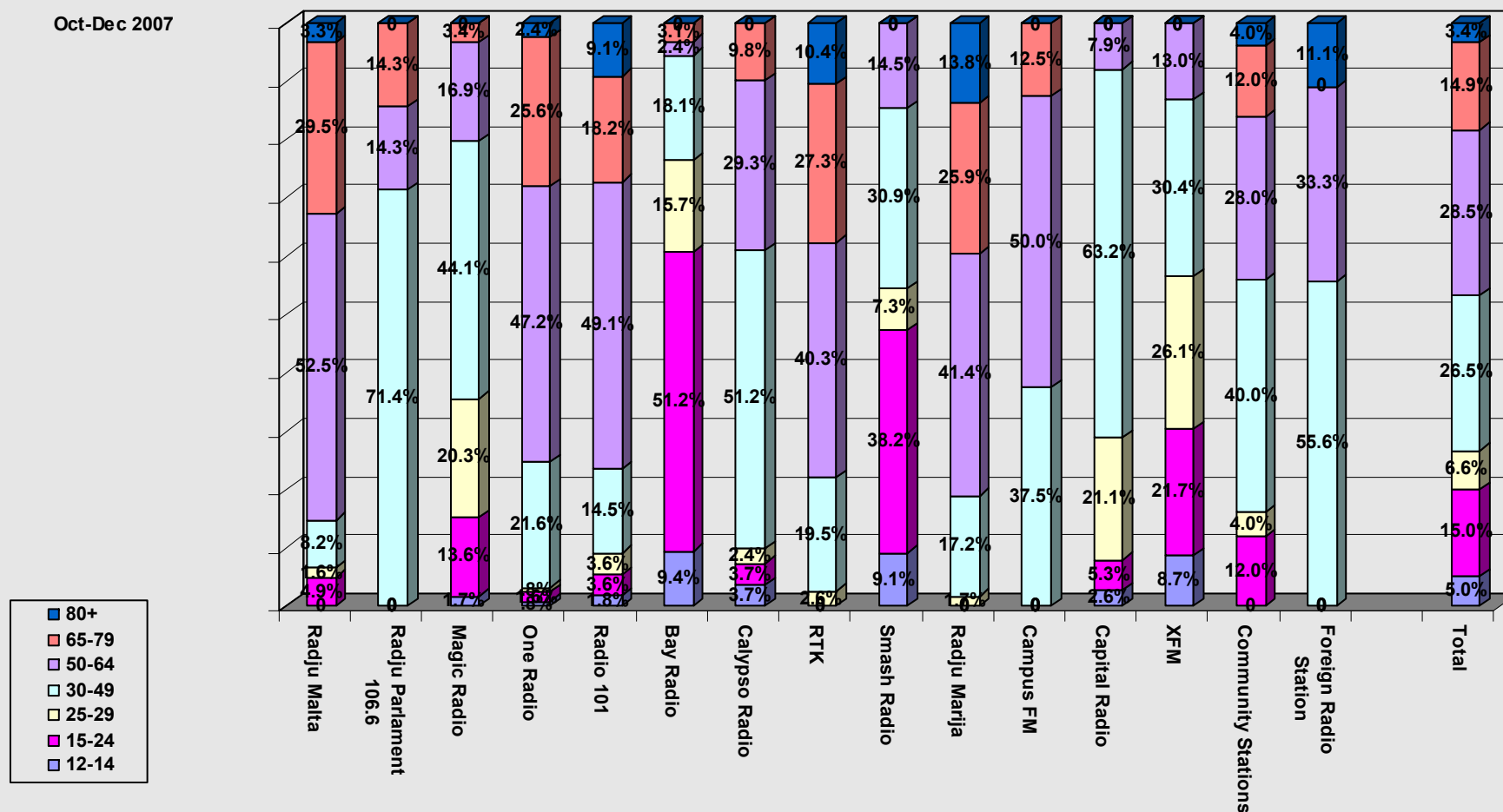


FIGURE 3.4: RADIO LISTENING BY BROADCASTING STATION – BY AGE GROUP

3.2.3 Radio Listening by Broadcasting Station – By District

Most broadcasting stations have a nationwide following with the exception of Radju Parlament, Campus FM and from those listening to a foreign radio station. Although most stations also follow the national distribution population percentages by district, there are a few exceptions. Of significance are Calypso Radio and One Radio whose largest percentage of audience is from the Southern Harbour area rather than from the Northern Harbour area. Other stations which have significant audiences in excess of national population percentage distribution include Radju Parlament in the South Eastern area; Magic Radio in the Northern Harbour area; and XFM in the Western area – see Table 3.7 and Figure 3.5 below.

TABLE 3.7: RADIO LISTENING BY BROADCASTING STATION – BY DISTRICT

	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	26.2%	27.9%	8.2%	16.4%	13.1%	8.2%
Radju Parlament 106.6	14.3%	28.6%	42.9%	14.3%		
Magic Radio	18.6%	42.4%	11.9%	11.9%	13.6%	1.7%
One Radio	27.2%	24.0%	22.4%	9.6%	11.2%	5.6%
Radio 101	23.6%	20.0%	12.7%	21.8%	12.7%	9.1%
Bay Radio	20.5%	32.3%	7.9%	17.3%	18.1%	3.9%
Calypso Radio	35.4%	25.6%	9.8%	11.0%	14.6%	3.7%
RTK	15.6%	27.3%	14.3%	14.3%	14.3%	14.3%
Smash Radio	21.8%	20.0%	12.7%	20.0%	9.1%	16.4%
Radju Marija	17.2%	32.8%	13.8%	19.0%	10.3%	6.9%
Campus FM	18.8%	37.5%	6.3%	25.0%	12.5%	
Capital Radio	15.8%	34.2%	10.5%	13.2%	15.8%	10.5%
XFM	21.7%	26.1%	13.0%	26.1%	8.7%	4.3%
Community Stations	32.0%	28.0%	8.0%	12.0%	4.0%	16.0%
Foreign Radio Station	44.4%	22.2%	11.1%		11.1%	11.1%
Total	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%
Population	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

Oct-Dec 2007

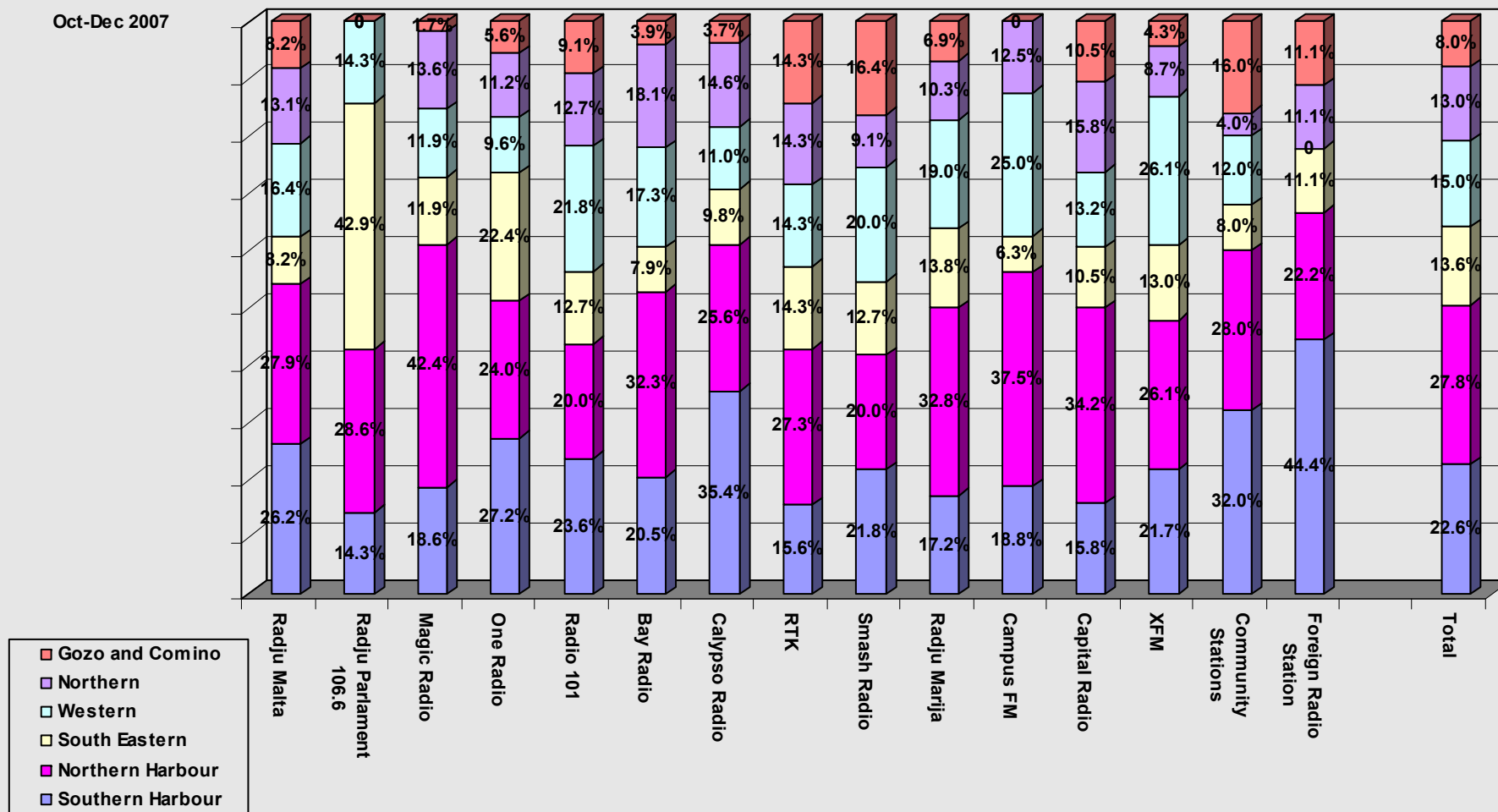


FIGURE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY DISTRICT

3.3 TV Viewing

With regard to TV viewing, 24.9% stated that they do not watch TV; 14.9% stated that they had watched TV but did not remember a particular television station; another 0.9% stated that they do not remember which station they had watched the day before; while 0.5% of those interviewed stated that they do not have a TV-set – see Part 2: Tables 3.3 and 3.4, and summary Table 3.8 and Figure 3.6 below. Compared to the same period of October-December 2006, regular TV viewing was less by 7.6% while after the summer period of July-September 2007, TV viewing increased by 8%.

TABLE 3.8: TV VIEWING BY QUARTER: OCT-DEC 2006 – OCT-DEC 2007

	Do not watch TV	No particular TV station	Do not remember	No TV Set	TV Viewers
Oct-Dec 2007	24.9%	14.9%	0.9%	0.5%	58.8%
<i>Jul-Sep 2007</i>	<i>33.2%</i>	<i>14.1%</i>	<i>1.2%</i>	<i>0.7%</i>	<i>50.8%</i>
<i>Apr-Jun 2007</i>	<i>28.9%</i>	<i>11.3%</i>	<i>1.0%</i>	<i>0.7%</i>	<i>58.1%</i>
<i>Jan-Mar 2007</i>	<i>24.3%</i>	<i>12.4%</i>	<i>1.0%</i>	<i>0.7%</i>	<i>61.6%</i>
<i>Oct-Dec 2006</i>	<i>22.8%</i>	<i>9.2%</i>	<i>0.8%</i>	<i>0.8%</i>	<i>66.4%</i>

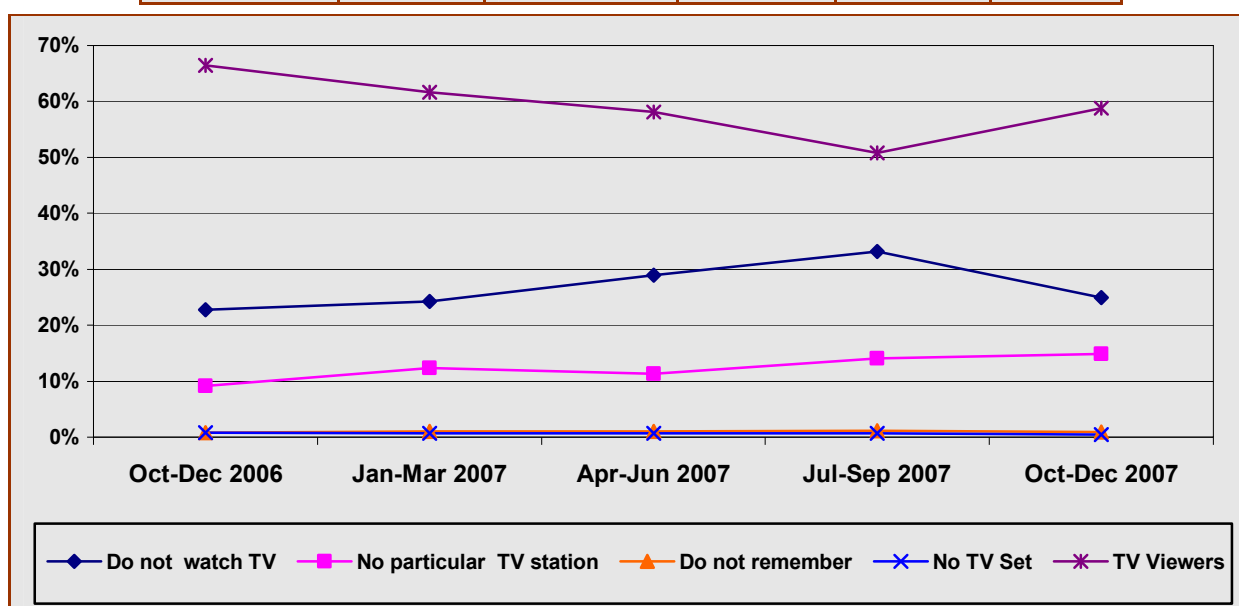


FIGURE 3.6: TV VIEWING BY QUARTER: OCT-DEC 2006 – OCT-DEC 2007

3.3.1 TV Viewing by Gender and by Age Group

Of the effective viewing population, TVM is the station most followed by gender and by age group with the exception of those of the 12-14 year olds. The second most followed station for both males and females is One TV; while the third most followed station for males is Other TV Station; while for females, the second most followed station is Net TV. The same pattern follows through all the age groups of all those who are 25 years old and over. Of significance, however, are those of the 12-14 year olds and those of the 15-24 year olds. Although the most viewed stations of the 15-24 year olds is TVM [22.5%], the second following of this age group is Italia 1 [17.2%] which is also the most followed station of those in the 12-14 age-group [30.2%]. On the other hand, the second most preferred station of those in the 12-14 age-group is One TV [23.8%] followed by TVM [15.9%]. Although this may seem, at first sight, to be indicative

of market failure in locally produced children's programmes, further analysis from other sources is required to assess and verify the correctness of this statement. See Table 3.9 below.

TABLE 3.9: TV VIEWING BY GENDER AND BY AGE GROUP

	Gender		Age Group						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	27.2	26.4	15.9	22.5	24.3	27.7	30.7	26.0	32.3
One TV	18.4	22.3	23.8	16.6	14.3	18.0	25.7	23.3	12.9
Net TV	9.4	14.1	6.3	7.3	10.0	10.7	12.3	18.0	35.5
Smash TV	0.9	0.5			1.4	1.0	0.3	1.3	
Education 22	0.2					0.3			
Rai 1	3.1	5.1	1.6	2.0		4.3	5.7	6.7	3.2
Rai 2	2.0	1.0		0.7	4.3	2.0	1.0	1.3	
Rai 3	0.2	0.5				0.3	1.0		
Rete 4	3.3	2.0		2.6	2.9	1.3	3.0	4.0	6.5
Canale 5	3.7	7.7	7.9	6.6	5.7	10.0	4.0	2.0	
Italia 1	8.3	6.6	30.2	17.2	11.4	6.0	2.0		3.2
Discovery Channel	3.1	0.8	1.6	0.7	2.9	2.7	1.7	1.3	
MTV	0.7	0.2		2.0	1.4				
BBC Prime	1.8	1.0			1.4	1.0	2.3	2.0	
BBC World	0.7	0.2				0.3		2.0	
Other TV station	17.1	11.7	12.7	21.9	20.0	14.3	10.3	12.0	6.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

3.3.2 TV Viewing by District

TVM was the most followed station amongst all the districts. This station was followed by One TV in nearly all the districts with the exception of the Northern district where the most followed station was Net TV. The third most followed station varies from district to district; however of significance is that the third choice of TV viewers is another TV station not included in the list of stations analysed and is included under Other TV station in five of the districts. See Table 3.10 below.

TABLE 3.10: TV VIEWING BY DISTRICT

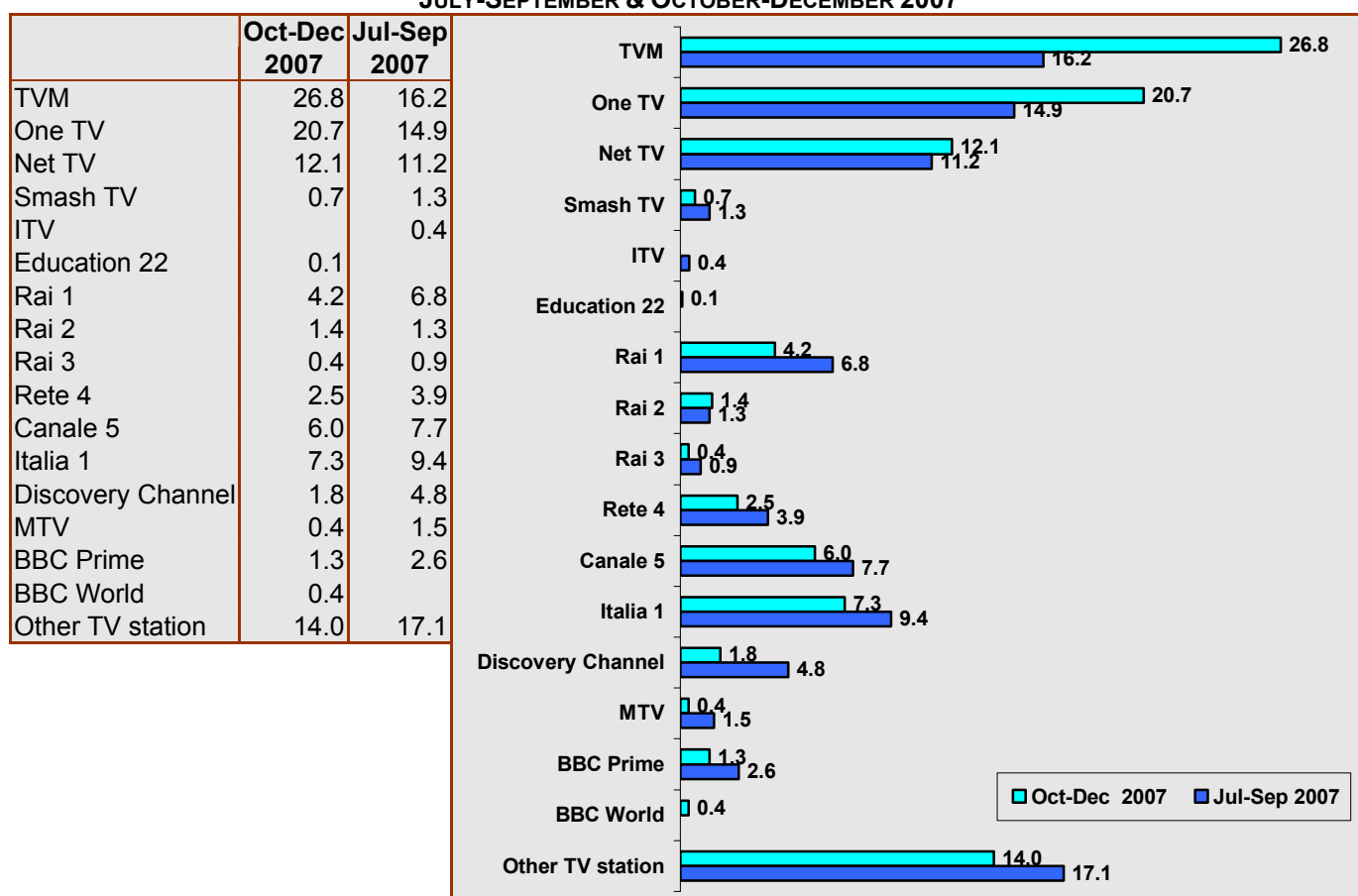
	District					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	23.8	25.3	29.0	26.3	27.3	36.7
One TV	26.4	19.5	23.9	16.9	13.7	21.5
Net TV	12.3	12.5	6.5	13.8	18.7	6.3
Smash TV	0.9	0.7	0.6	0.6	0.7	
Education 22				0.6		
Rai 1	3.0	6.7	5.2	1.9	2.2	5.1
Rai 2	1.3	1.0	1.9	1.9	1.4	1.3
Rai 3	0.9	0.3		0.6		
Rete 4	5.1	2.0	2.6	1.9	1.4	
Canale 5	6.0	3.4	7.7	7.5	7.9	6.3
Italia 1	9.4	6.4	9.0	10.0	2.2	5.1
Discovery Channel	1.7	1.7	0.6	2.5	3.6	
MTV	0.4	0.7		0.6		
BBC Prime	0.4	2.0	1.3	0.6	2.9	
BBC World	0.4		0.6		1.4	
Other TV station	8.1	17.8	11.0	14.4	16.5	17.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

3.4 TV Viewing by Broadcasting Station

The period October-December is deemed as the start of the broadcasting season where local stations heavily promoted their new broadcasting schedules. Of significance importance are TVM and One TV which have increased the number of viewers over the previous summer broadcasting season and at the expense of other broadcasting stations especially foreign stations. Net TV has maintained its share of numbers of TV viewers, albeit a slight increase.

The overall counts of respondents, excluding those who stated that they do not have a TV-set [0.5%]; those who watch TV but not on a particular station [14.9%]; those who did not remember which station they had watched [0.9%]; and those who stated that they do not watch TV [24.9%]; are given in Figure 3.7 and Table 3.11 below. This data gives the effective percentage of TV viewers that each broadcasting station has attracted.

**TABLE 3.11: TV VIEWING BY BROADCASTING STATION –
JULY-SEPTEMBER & OCTOBER-DECEMBER 2007**



**FIGURE 3.7 TV VIEWING BY BROADCASTING STATION –
JULY-SEPTEMBER & OCTOBER-DECEMBER 2007**

3.4.1 TV Viewing by Broadcasting Station – By Gender

The major local broadcasting TV stations [TVM; One TV; Net TV] have a skewed female gender following – the exceptions being Samsh TV with a skewed male following and Education 22 with a totally male audience. From the foreign broadcasting stations, of significance are Rai 1, Rai 3, and Canale 5 which are more followed by females – the rest of the foreign broadcasting stations have a skewed male following; see Table 3.12 and Figure 3.8.

TABLE 3.12: TV VIEWING BY BROADCASTING STATION – BY GENDER

	Gender	
	Male	Female
TVM	43.5%	56.5%
One TV	38.2%	61.8%
Net TV	33.3%	66.7%
Smash TV	57.1%	42.9%
Education 22	100.0%	
Rai 1	31.1%	68.9%
Rai 2	60.0%	40.0%
Rai 3	25.0%	75.0%
Rete 4	55.6%	44.4%
Canale 5	26.6%	73.4%
Italia 1	48.7%	51.3%
Discovery Channel	73.7%	26.3%
MTV	75.0%	25.0%
BBC Prime	57.1%	42.9%
BBC World	75.0%	25.0%
Other TV station	52.3%	47.7%
Table Total	44.8%	55.2%
Population	175933	179863
%	49.4%	50.6%

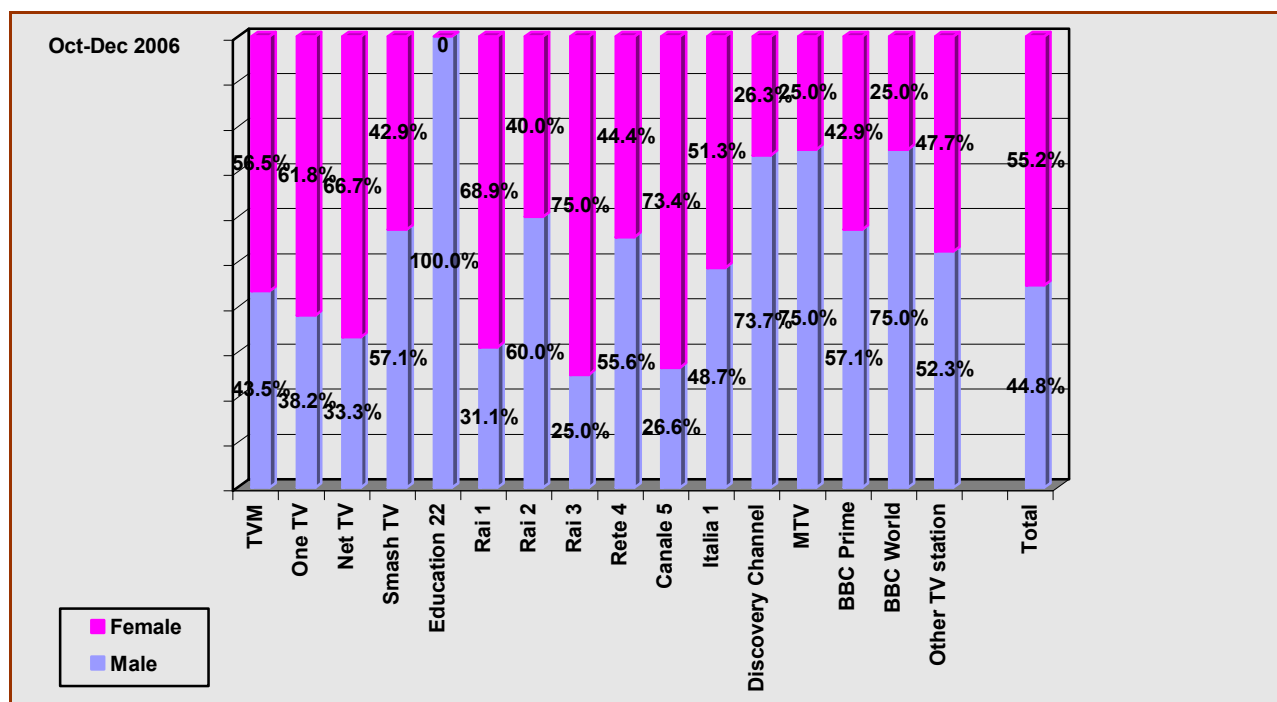


FIGURE 3.8 TV VIEWING BY BROADCASTING STATION – BY GENDER

3.4.2 TV Viewing by Broadcasting Station – By Age Group

Overall, the distribution of TV viewers by each broadcasting station is similar to national percentage population distribution by age groups. However, analysis of each station's distribution is also dependent of each station's targeted audience and its broadcasting programme schedules; the results of which goes beyond the scope of this work. Of significance, however are the viewers of Smash TV and Education 22 whose percentages did not cover all the age-groups; while two other major local broadcasting stations [TVM and One TV] attracted more viewers in the 50-64 age group than the sample percentage.

The only foreign broadcasting station that has managed to cover all the age group is that clustered under Other TV station. Of significance, however are Italia 1 and MTV whose viewers who are 15-24 years old far exceed the sample total percentage. Similarly 50% of the viewers of BBC Prime are in the 50-64 age group; while 75.0% of BBC World are in the 65-79 year old; see Table 3.13 and Figure 3.9 below.

TABLE 3.13: TV VIEWING BY BROADCASTING STATION – BY AGE GROUP

	Age group						
	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	3.5%	11.9%	6.0%	29.1%	32.3%	13.7%	3.5%
One TV	6.8%	11.4%	4.5%	24.5%	35.0%	15.9%	1.8%
Net TV	3.1%	8.5%	5.4%	24.8%	28.7%	20.9%	8.5%
Smash TV			14.3%	42.9%	14.3%	28.6%	
Education 22				100.0%			
Rai 1	2.2%	6.7%		28.9%	37.8%	22.2%	2.2%
Rai 2		6.7%	20.0%	40.0%	20.0%	13.3%	
Rai 3				25.0%	75.0%		
Rete 4		14.8%	7.4%	14.8%	33.3%	22.2%	7.4%
Canale 5	7.8%	15.6%	6.3%	46.9%	18.8%	4.7%	
Italia 1	24.4%	33.3%	10.3%	23.1%	7.7%		1.3%
Discovery Channel	5.3%	5.3%	10.5%	42.1%	26.3%	10.5%	
MTV		75.0%	25.0%				
BBC Prime			7.1%	21.4%	50.0%	21.4%	
BBC World				25.0%		75.0%	
Other TV station	5.4%	22.1%	9.4%	28.9%	20.8%	12.1%	1.3%
Total	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%
Population	16121	58063	30173	111011	84190	43871	12367
%	4.5%	16.3%	8.5%	31.2%	23.7%	12.3%	3.5%

Oct-Dec 2007

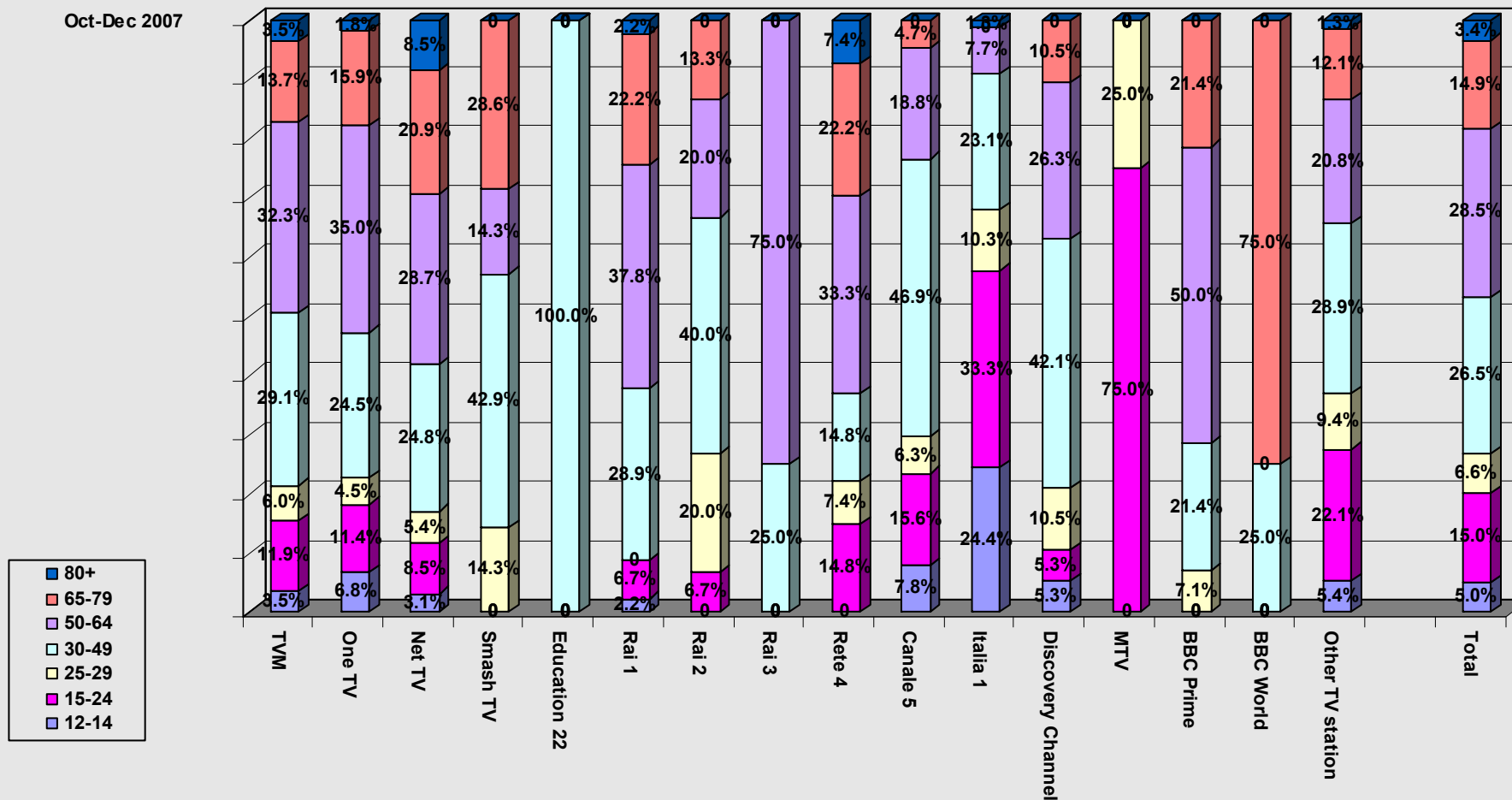


FIGURE 3.9: TV VIEWING BY BROADCASTING STATION – BY AGE GROUP

3.4.3 TV Viewing by Broadcasting Station – By District

Only the main three local TV broadcasting stations [TVM, One TV and Net TV] have nationwide following; Smash TV did not have following in Gozo and Comino which Education 22 only registered viewers in the Western District. On the other hand, four foreign stations [Rai 1, Rai 2, Canale 5, and Italia 1] have nationwide following; see Table 3.14 and Figure 3.10 below.

TABLE 3.14: TV VIEWING BY BROADCASTING STATION – BY DISTRICT

	District					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	19.6%	26.3%	15.8%	14.7%	13.3%	10.2%
One TV	28.2%	26.4%	16.8%	12.3%	8.6%	7.7%
Net TV	22.5%	28.7%	7.8%	17.1%	20.2%	3.9%
Smash TV	28.6%	28.6%	14.3%	14.3%	14.3%	
Education 22				100.0%		
Rai 1	15.6%	44.4%	17.8%	6.7%	6.7%	8.9%
Rai 2	20.0%	20.0%	20.0%	20.0%	13.3%	6.7%
Rai 3	50.0%	25.0%		25.0%		
Rete 4	44.4%	22.2%	14.8%	11.1%	7.4%	
Canale 5	21.9%	15.6%	18.8%	18.8%	17.2%	7.8%
Italia 1	28.2%	24.4%	17.9%	20.5%	3.8%	5.1%
Discovery Channel	21.1%	26.3%	5.3%	21.1%	26.3%	
MTV	25.0%	50.0%		25.0%		
BBC Prime	7.1%	42.9%	14.3%	7.1%	28.6%	
BBC World	25.0%		25.0%		50.0%	
Other TV station	12.8%	35.6%	11.4%	15.4%	15.4%	9.4%
Total	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%
Population	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

Oct-Dec 2007

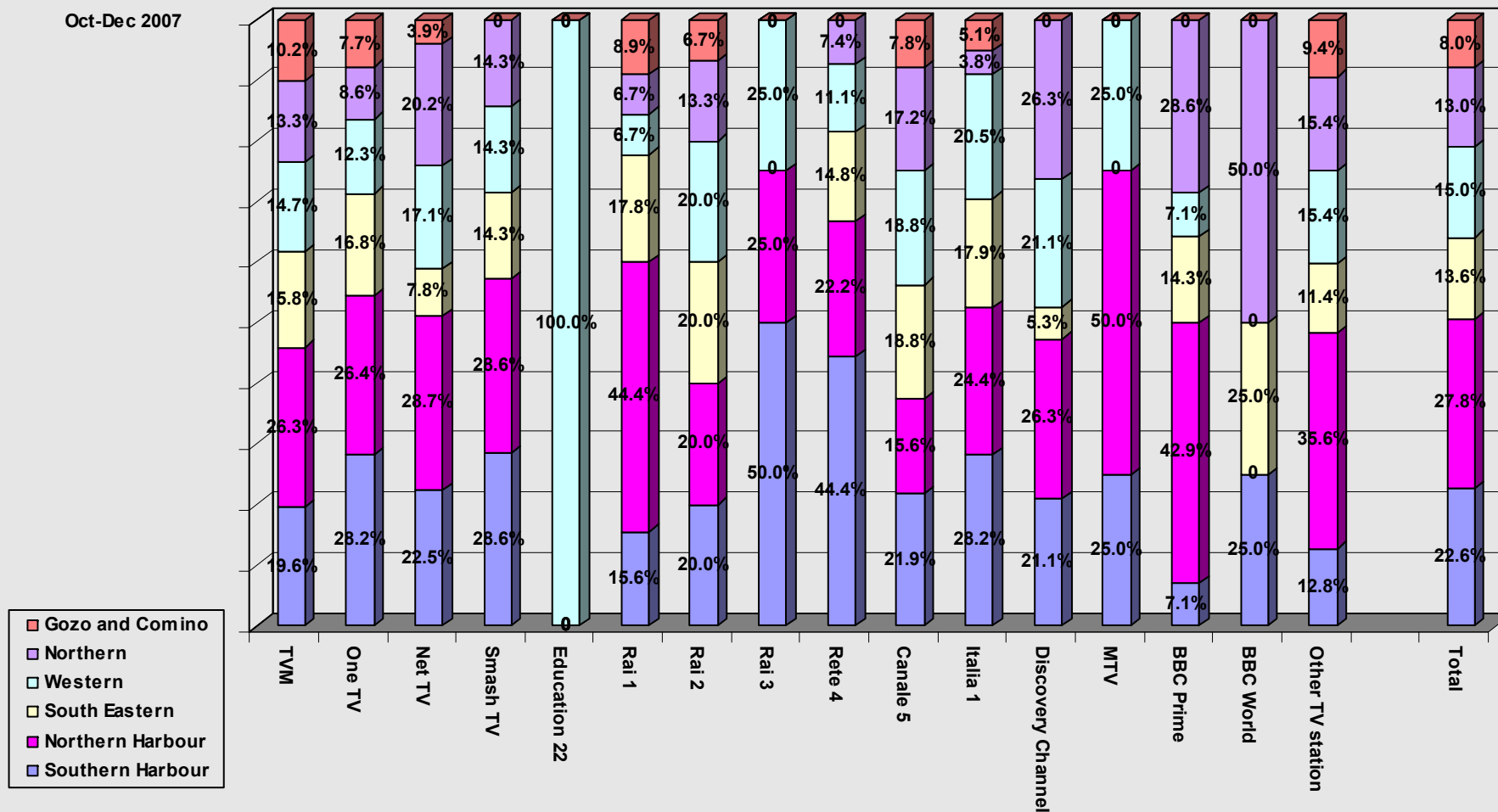


FIGURE 3.10: TV VIEWING BY BROADCASTING STATION – BY DISTRICT

3.5 TV 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 system, satellite dish and through the Internet.

The data for the uptake of digital broadcasting services could very well be taken from other sources coming from other national and E.U. agencies and could be used for data triangular purposes. However, the data collected by other agencies goes beyond the purposes of this study – the uptake of digital TV broadcasts by a 500-roomed hotel is calculated in toto by other monitoring agencies and not calculated on the average bed-occupancy rates for that hotel.

The data used in this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake. Table 3.15 and Figure 3.11 and Figure 3.12 detail the percentages registered for the various broadcasting platforms by quarter from October 2006 to December 2007. Further data is available in Part 2 of this report; Tables 3.5 to 3.7.

TABLE 3.15: TV RECEPTION SYSTEM BY QUARTER: OCT-DEC 2006 – OCT-DEC 2007

	Oct-Dec 2007	Jul-Sep 2007	Apr-Jun 2007	Jan-Mar 2007	Oct-Dec 2006
Aerial (Analogue)	18.1%	16.4%	19.4%	21.7%	24.3%
Cable (Analogue)	48.9%	70.9%	67.0%	65.3%	66.8%
Satellite	7.3%	8.2%	8.7%	8.2%	6.3%
Internet	0.1%	0.2%	0.1%		0.1%
Digital Aerial (Go/Cable)	25.2%	3.6%	4.1%	4.0%	1.6%
No TV set	0.5%	0.7%	0.7%	0.7%	0.8%

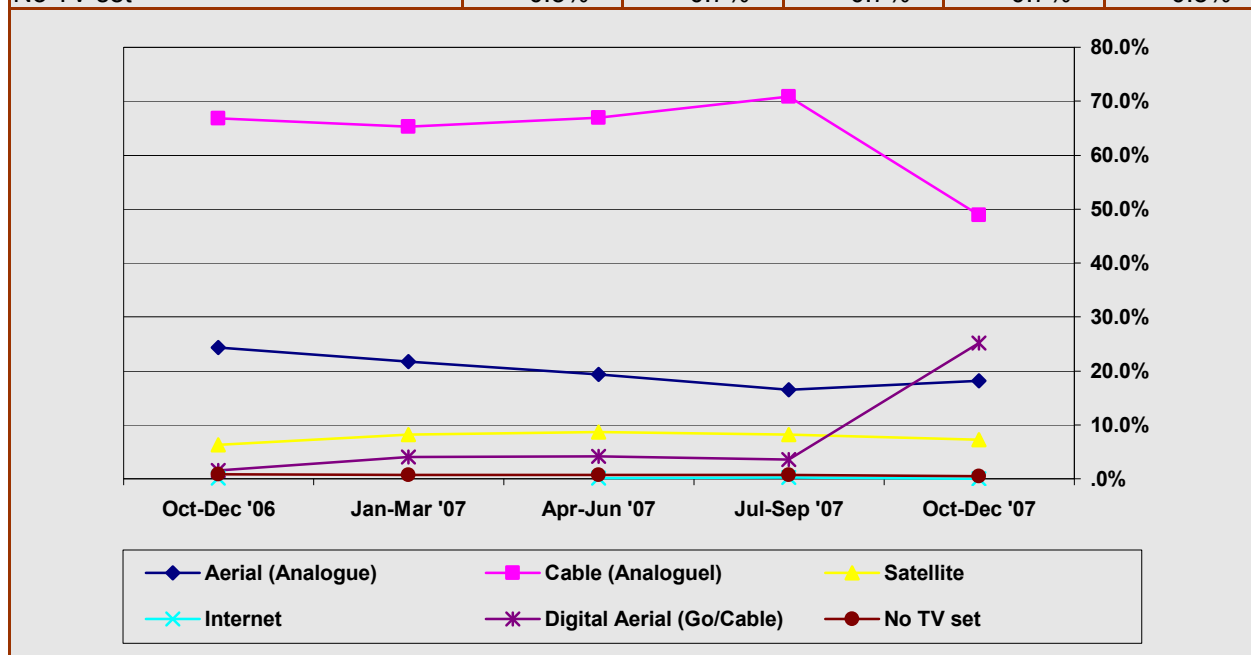


FIGURE 3.11: TV RECEPTION SYSTEM BY QUARTER: OCT-DEC 2006 – OCT-DEC 2007

October 2006 - December 2007

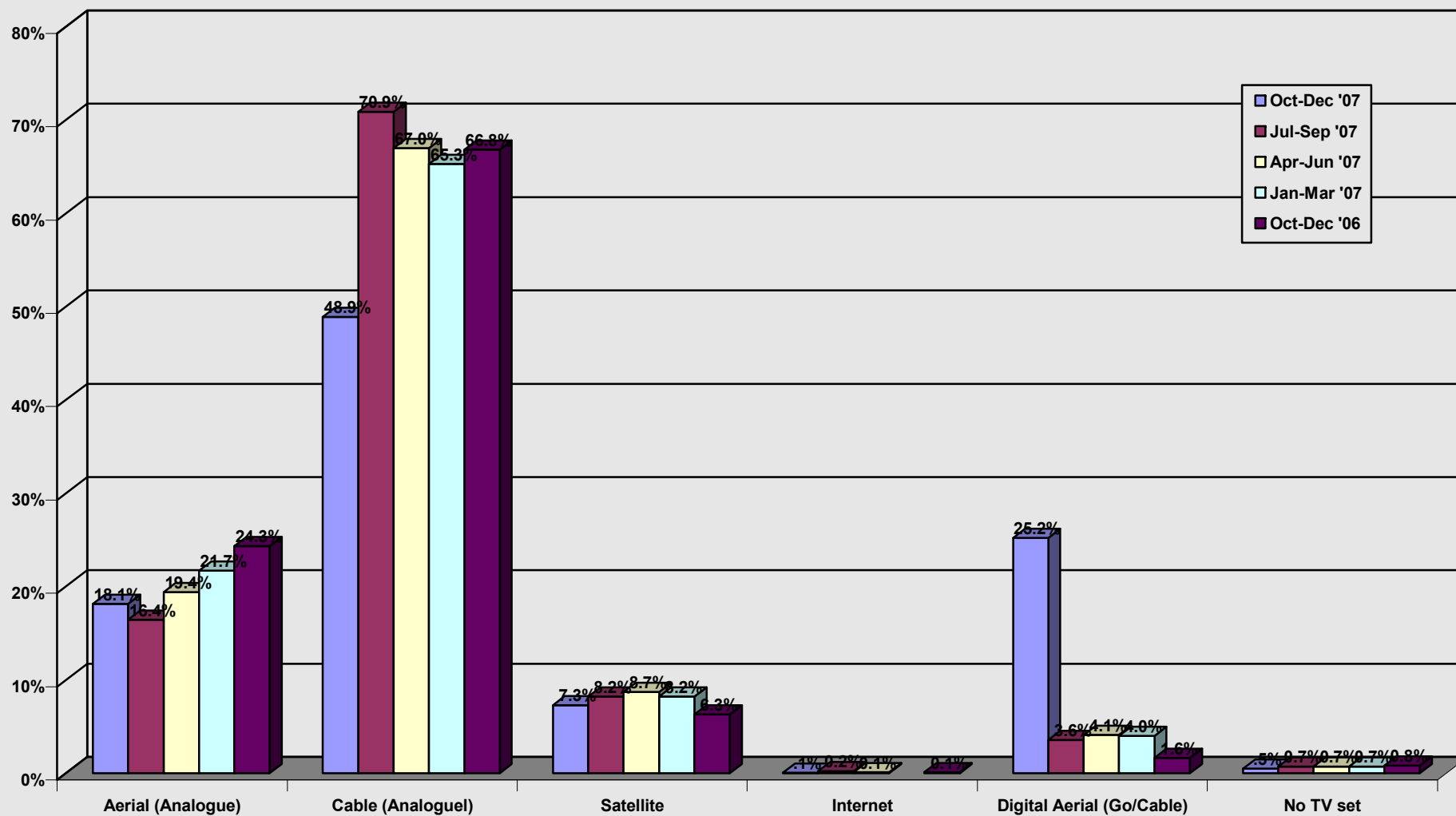


FIGURE 3.12: TV RECEPTION SYSTEM [OCTOBER 2006 – DECEMBER 2007] – BY PLATFORM

3.5.1 TV Reception Platform by District

From the previous section it is evident that digit up-take from July-September to October-December 2007 increased by more than 7-times from 3.6% in the third quarter of 2007 to 25.2% in the fourth quarter. Analysed by district, this uptake was persistent in all districts – this was taken at the expense of cable TV [Ca TV]; see Table 3.16 and Figure 3.13 below.

TABLE 3.16: TV RECEPTION PLATFORM BY DISTRICTS: JUL-SEP & OCT-DEC 2007

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Jul-Sep	Oct-Dec	Jul-Sep	Oct-Dec	Jul-Sep	Oct-Dec	Jul-Sep	Oct-Dec	Jul-Sep	Oct-Dec	Jul-Sep	Oct-Dec
Aerial (Analogue)	16.40%	18.50%	9.90%	10.90%	23.70%	31.60%	22.50%	22.90%	12.90%	13.60%	18.70%	17.40%
Cable (Analogue)	70.30%	51.70%	79.40%	55.20%	61.50%	35.20%	58.90%	43.50%	78.80%	47.20%	70.70%	54.90%
Satellite	9.10%	6.80%	5.80%	7.30%	10.90%	6.90%	12.40%	7.70%	4.50%	6.40%	8.00%	9.70%
Internet			0.40%			0.40%	0.80%					
Digital Aerial (Go/Cable)	3.60%	22.90%	3.70%	26.20%	3.80%	25.10%	4.70%	25.50%	3.00%	32.30%	1.30%	16.00%
No TV set	0.60%		0.80%	0.40%		0.80%	0.80%	0.40%	0.80%	0.40%	1.30%	2.10%
Table Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Jul-Sep and Oct-Dec 2007

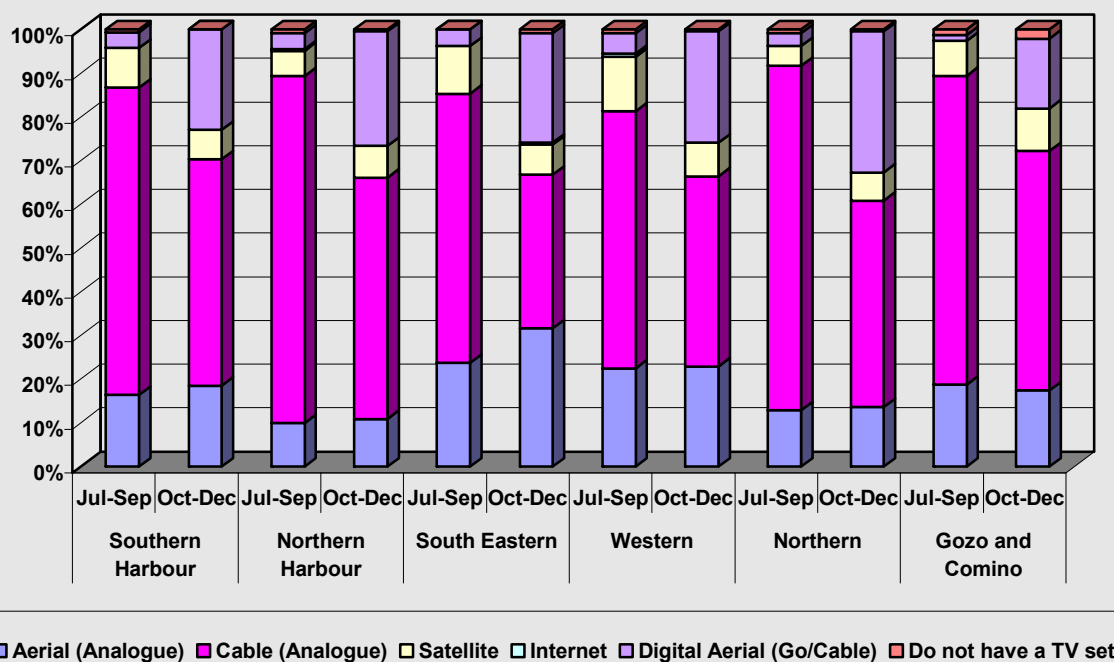


FIGURE 3.13: TV RECEPTION PLATFORM – BY DISTRICTS: JUL-SEP & OCT-DEC 2007

3.5.2 TV Reception Platform by Broadcasting Station

The data was also analysed by each broadcasting station. All the broadcasting stations were received through the digital aerial platform. Reception of local broadcasting stations through satellite gives an indication that some households have more than one reception platform installed.

TABLE 3.17: TV RECEPTION PLATFORM BY BROADCASTING STATION

	Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial (Go/Cable)
TVM	22.5%	49.8%	4.2%		23.5%
One TV	20.5%	54.5%	4.5%		20.5%
Net TV	13.2%	65.9%			20.9%
Smash TV	28.6%	28.6%	14.3%		28.6%
Education 22					100.0%
Rai 1	20.0%	51.1%	4.4%		24.4%
Rai 2	20.0%	46.7%	6.7%		26.7%
Rai 3		75.0%			25.0%
Rete 4	14.8%	51.9%	3.7%		29.6%
Canale 5	21.9%	45.3%	6.3%		26.6%
Italia 1	25.6%	50.0%	7.7%	1.3%	15.4%
Discovery Channel	5.3%	36.8%	5.3%		52.6%
MTV		50.0%			50.0%
BBC Prime		21.4%	7.1%		71.4%
BBC World		75.0%			25.0%
Other TV station	2.7%	35.6%	18.1%		43.6%

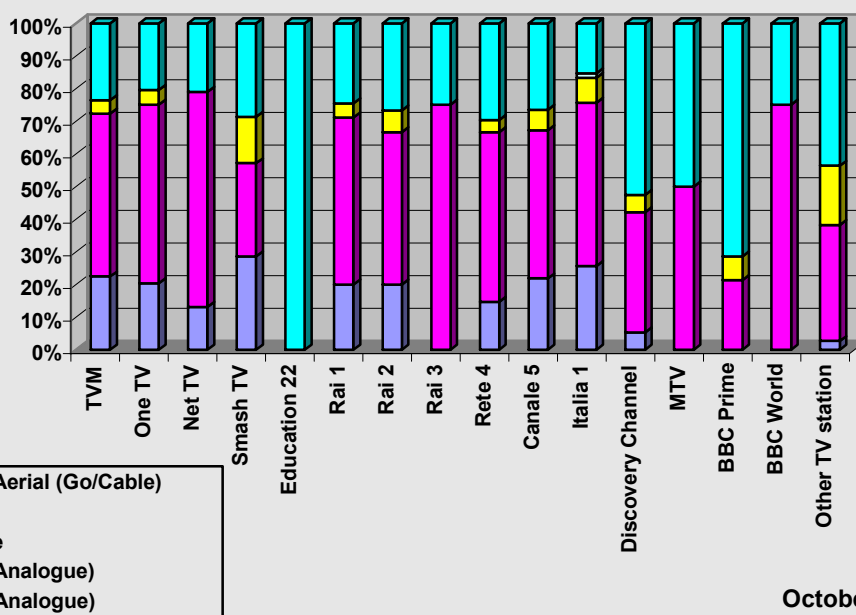


FIGURE 3.14: TV RECEPTION PLATFORM BY BROADCASTING STATION

3.6 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. Teleshopping programmes are locally aired differently on local broadcasting stations, generally during the off-peak hours during the day. There is only one channel completely dedicated to 24/7 Teleshopping.

Of all the interviewees, only 10.8% stated that they regularly watched Teleshopping programmes – a drop of 3.2% over those interviewed during July-September 2007. Of the effective teleshopping programme viewers, 12.8% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme is that broadcast on Smash TV, followed by One TV. The teleshopping dedicated TV station, ITV, ranked third with 17.4% - see Figure 3.15 below and Table 3.8 and Table 3.9 in Part 2 of this report.

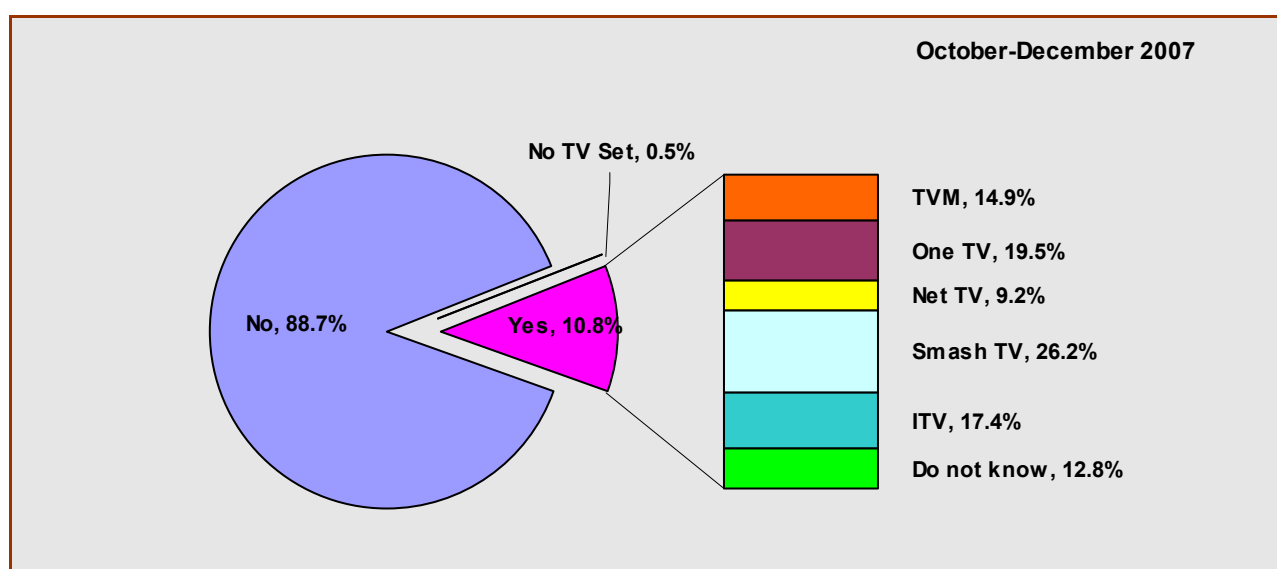


FIGURE 3.15: TEleshopping BY BROADCASTING STATION

Only TVM's audience is gender balanced, all the rest have a skewed gender audience with the highest female audience being that of Smash TV [80.4%], followed by Net TV [72.2%], One TV [68.4%], and ITV [61.8%]; see Figure 3.16 below.

The effective teleshopping audience by age group is predominantly of those who are in the 50-64 age brackets; and this is persistent among all the broadcasting stations – see Table 3.18 and Figure 3.17. What is of concern is that such programmes are also followed by children on four of the five broadcasting stations.

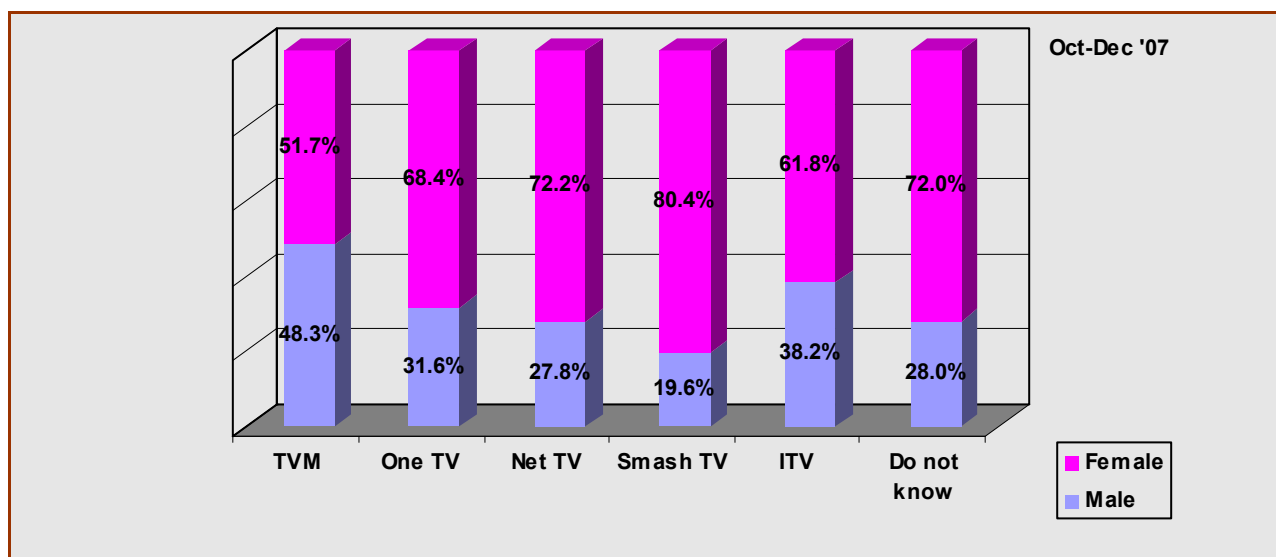


FIGURE 3.16: TEleshopping BY BROADCASTING STATION – BY GENDER

TABLE 3.18: TEleshopping BY BROADCASTING STATION – BY GENDER AND BY AGE GROUP

	Gender		Age group						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	48.3%	51.7%	3.4%	3.4%	3.4%	24.1%	37.9%	24.1%	3.4%
One TV	31.6%	68.4%	2.6%	10.5%		15.8%	55.3%	15.8%	
Net TV	27.8%	72.2%	5.6%	11.1%		22.2%	33.3%	22.2%	5.6%
Smash TV	19.6%	80.4%		7.8%	5.9%	13.7%	35.3%	31.4%	5.9%
ITV	38.2%	61.8%	2.9%	2.9%	14.7%	29.4%	35.3%	8.8%	5.9%
Do not know	28.0%	72.0%			4.0%	12.0%	44.0%	28.0%	12.0%

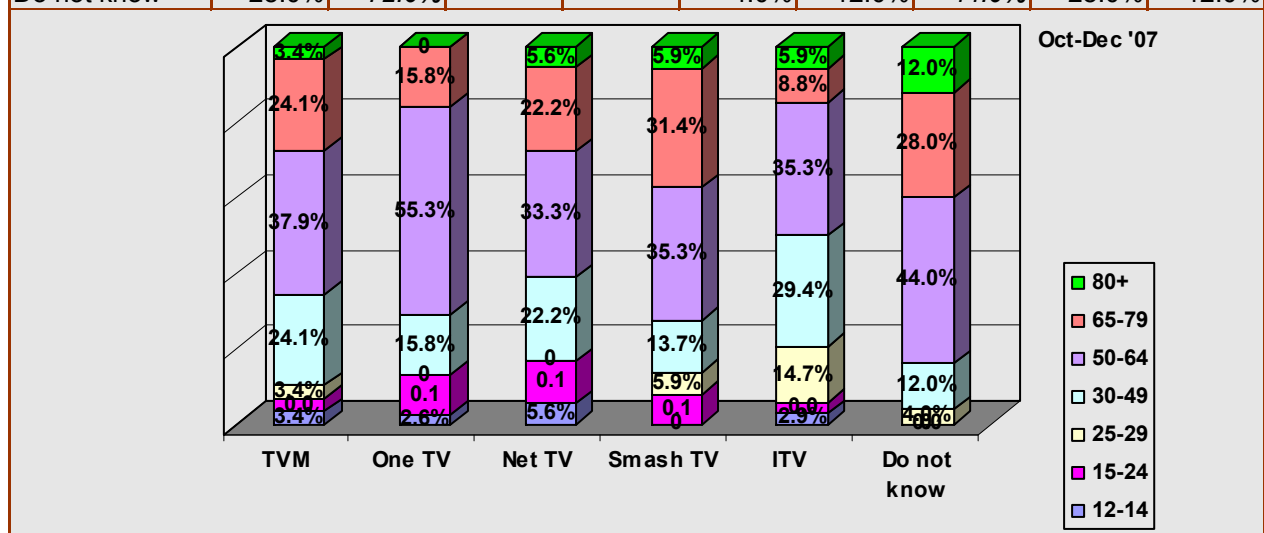


FIGURE 3.17: TEleshopping BY BROADCASTING STATION – BY AGE GROUP

Analysed by district, three broadcasting stations have their highest audiences for teleshopping programmes coming from the Southern Harbour areas [One TV, Net TV, and Smash TV]; while the other two stations [TVM and ITV] have their highest audiences for such programmes from the Northern Harbour area – see Table 3.19 and Figure 3.18 below.

TABLE 3.19: TEleshopping BY BROADCASTING STATION – BY DISTRICT

	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	20.7%	31.0%	6.9%	13.8%	10.3%	17.2%
One TV	36.8%	23.7%	18.4%	2.6%	7.9%	10.5%
Net TV	27.8%	16.7%		22.2%	22.2%	11.1%
Smash TV	41.2%	21.6%	7.8%	11.8%	5.9%	11.8%
ITV	20.6%	38.2%	11.8%	5.9%	20.6%	2.9%
Do not know	16.0%	48.0%	16.0%	12.0%	8.0%	

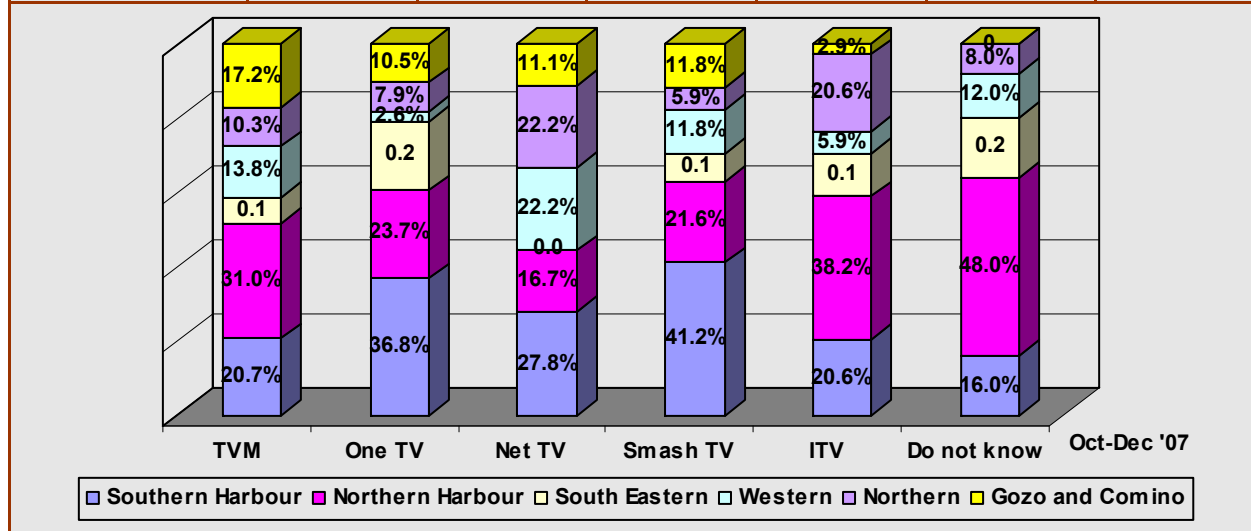


FIGURE 3.18: TEleshopping BY BROADCASTING STATION – BY DISTRICT

4. 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.

4.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 4.1 and Figure 4.1 below. Overall, One Radio has attained the highest daily average [1.18%] with its highest average being on Saturdays [1.73%]. This was followed by Radio Calypso with the next highest daily average [0.79%] while reaching its highest on Fridays [1.54%].

TABLE 4.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE

	RADJU MALTA	R. PARLAMANT /106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION
Mon	0.83	0.12	0.22	0.88	0.94	0.78	1.20	0.73	0.21	0.33	0.03	0.46	0.19	0.44	0.03
Tue	0.64	0.00	0.30	0.68	0.43	0.38	0.64	0.65	0.45	0.77	0.04	0.32	0.22	0.33	0.00
Wed	0.49	0.00	0.64	1.23	0.19	0.72	0.61	0.73	0.24	0.62	0.00	0.72	0.03	0.16	0.01
Thu	0.37	0.05	0.45	1.46	0.61	1.00	0.68	0.83	0.76	0.64	0.03	0.35	0.21	0.31	0.17
Fri	0.40	0.11	0.17	1.50	0.39	0.72	1.54	0.41	0.45	0.29	0.16	0.10	0.09	0.44	0.02
Sat	0.39	0.15	0.34	1.74	0.37	0.51	0.48	1.00	0.20	0.27	0.08	0.37	0.11	0.05	0.00
Sun	0.33	0.00	0.37	0.84	0.20	0.64	0.30	0.14	0.47	0.30	0.04	0.10	0.01	0.22	0.08
Total Daily Average	0.50	0.06	0.35	1.18	0.45	0.68	0.79	0.64	0.40	0.46	0.05	0.34	0.12	0.28	0.05

Oct-Dec 2007

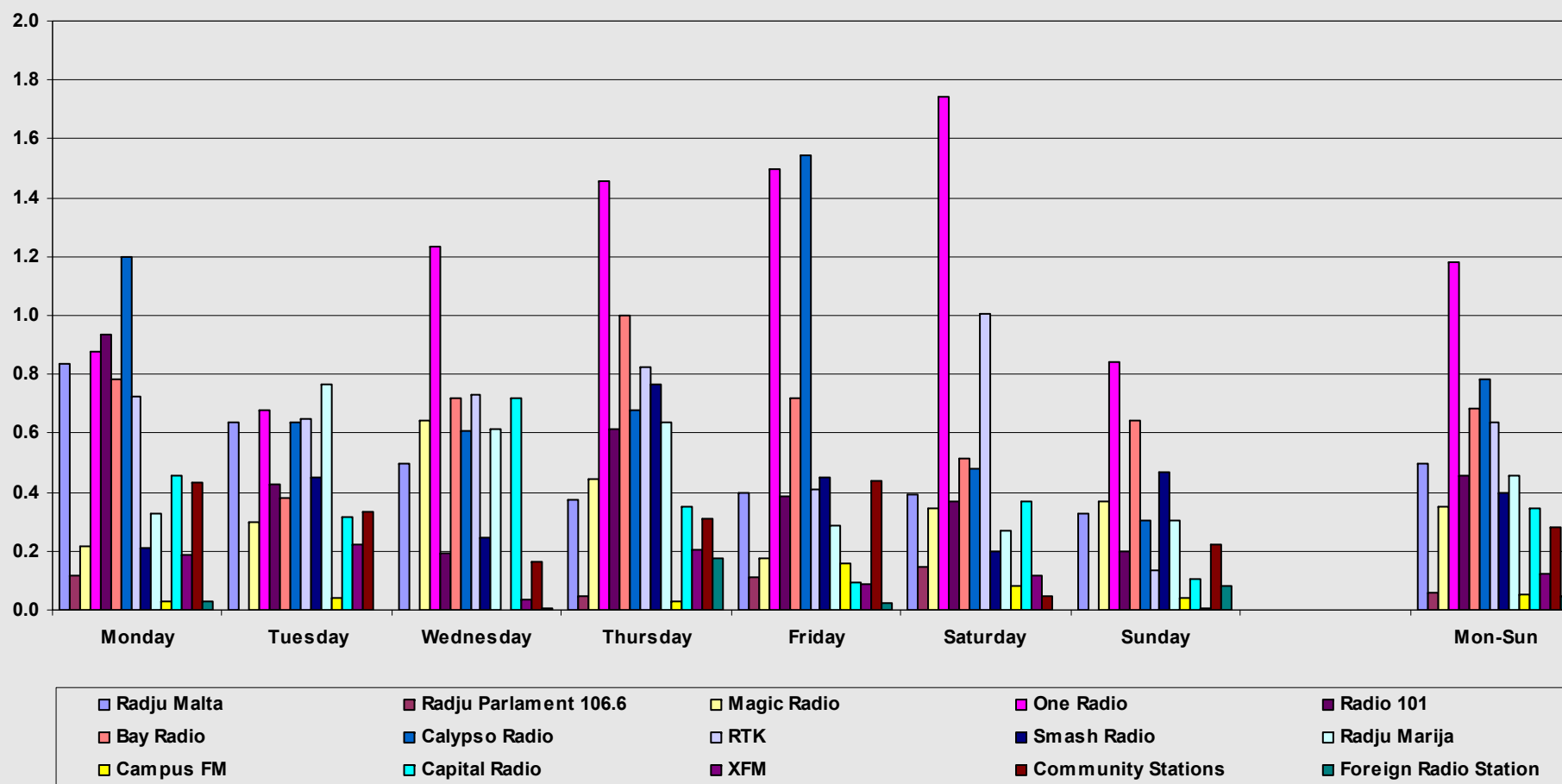


FIGURE 4.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE

4.2 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 summarized in Table 4.2 and Figure 4.2 below:

TABLE 4.2: 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	3.83	0.35	0.70	2.09	2.09	2.79	4.53	2.44	0.70	1.05	0.35	1.74	1.05	1.05	0.35
Tue	2.27	0.00	1.14	2.27	1.52	1.52	2.27	2.27	1.14	2.65	0.38	1.14	0.76	1.14	0.00
Wed	1.95	0.00	2.72	4.67	0.78	2.33	1.56	2.72	1.56	1.56	0.00	2.33	0.39	0.78	0.39
Thu	2.29	0.76	1.53	4.20	2.29	3.05	2.29	1.91	2.29	1.91	0.38	1.53	1.15	0.76	0.76
Fri	1.52	0.76	0.76	4.18	1.52	2.66	4.56	1.90	1.90	0.76	0.76	0.76	0.76	1.14	0.38
Sat	1.18	0.39	1.57	5.88	1.96	1.96	3.14	2.75	1.18	0.78	0.39	1.18	0.39	0.39	0.00
Sun	1.53	0.00	1.53	2.67	1.15	2.29	1.91	1.15	1.15	1.15	0.38	0.76	0.38	1.15	0.76
Highest Peak	3.83	0.76	2.72	5.88	2.29	3.05	4.56	2.75	2.29	2.65	0.76	2.33	1.15	1.15	0.76

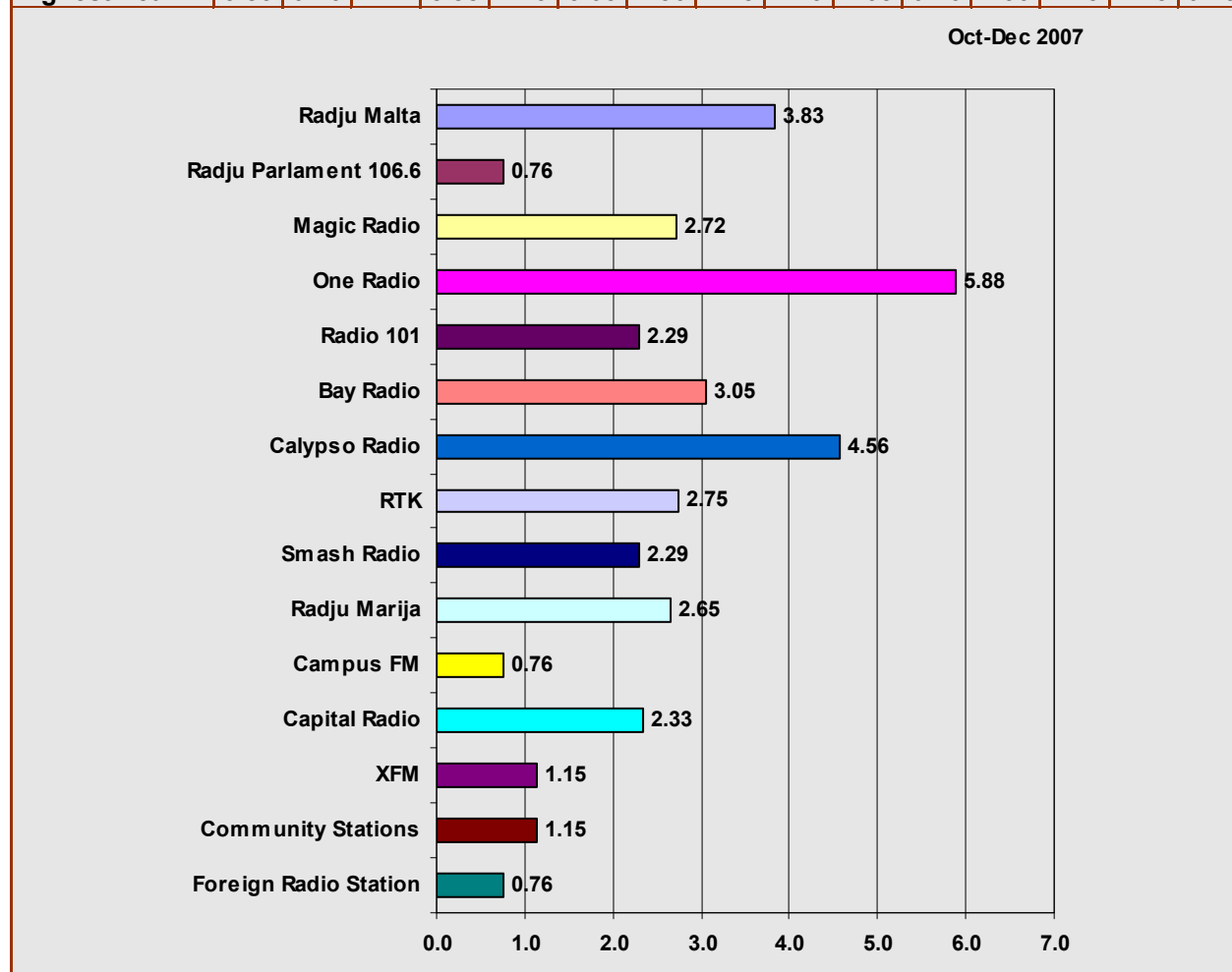


FIGURE 4.2: RADIO WEEKDAY PEAK AUDIENCES

4.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations by half-hour clock. The Figures 4.3.a – 4.3.g below are taken from Tables 4.3.a – 4.3.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.

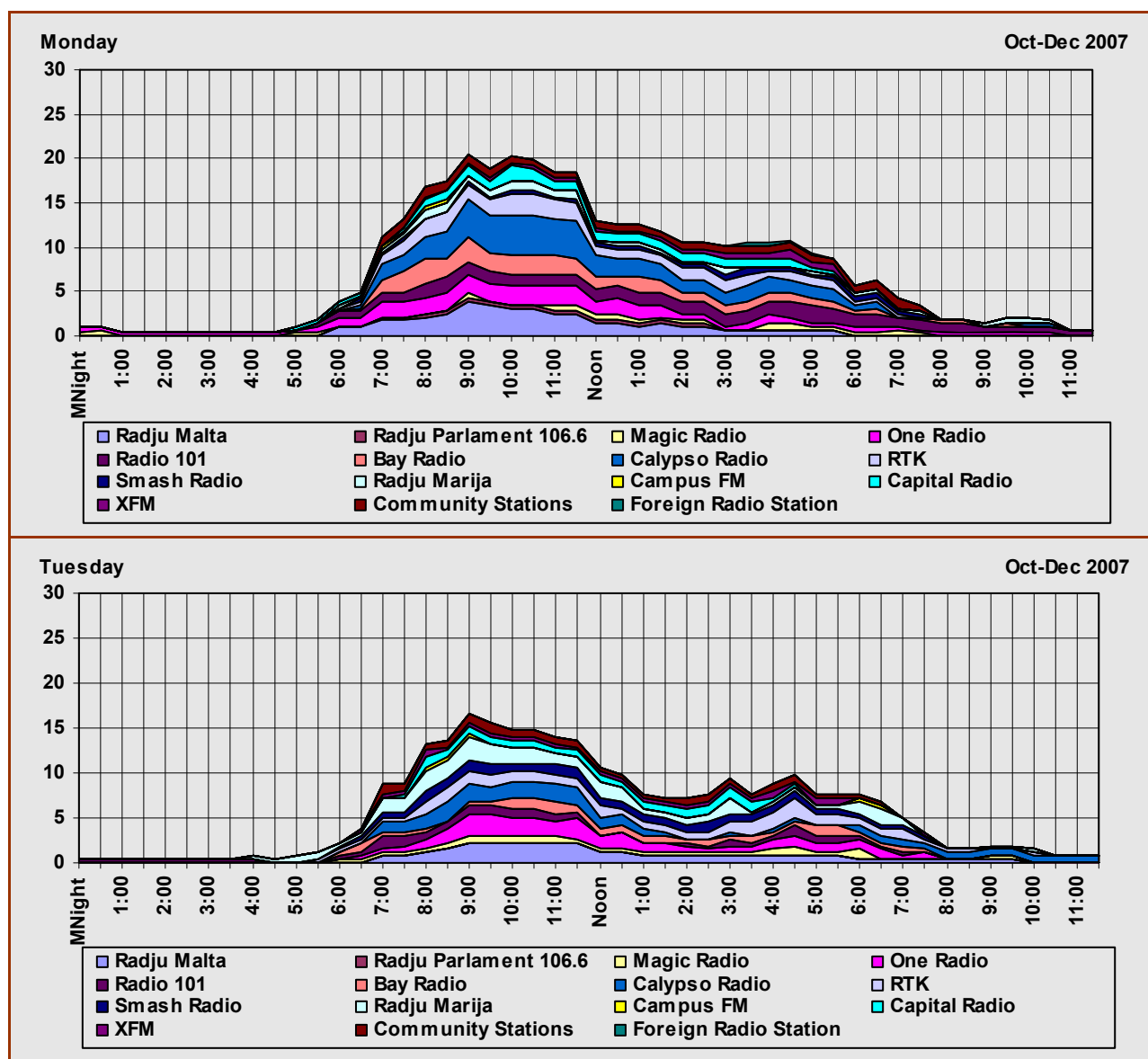


FIGURE 4.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

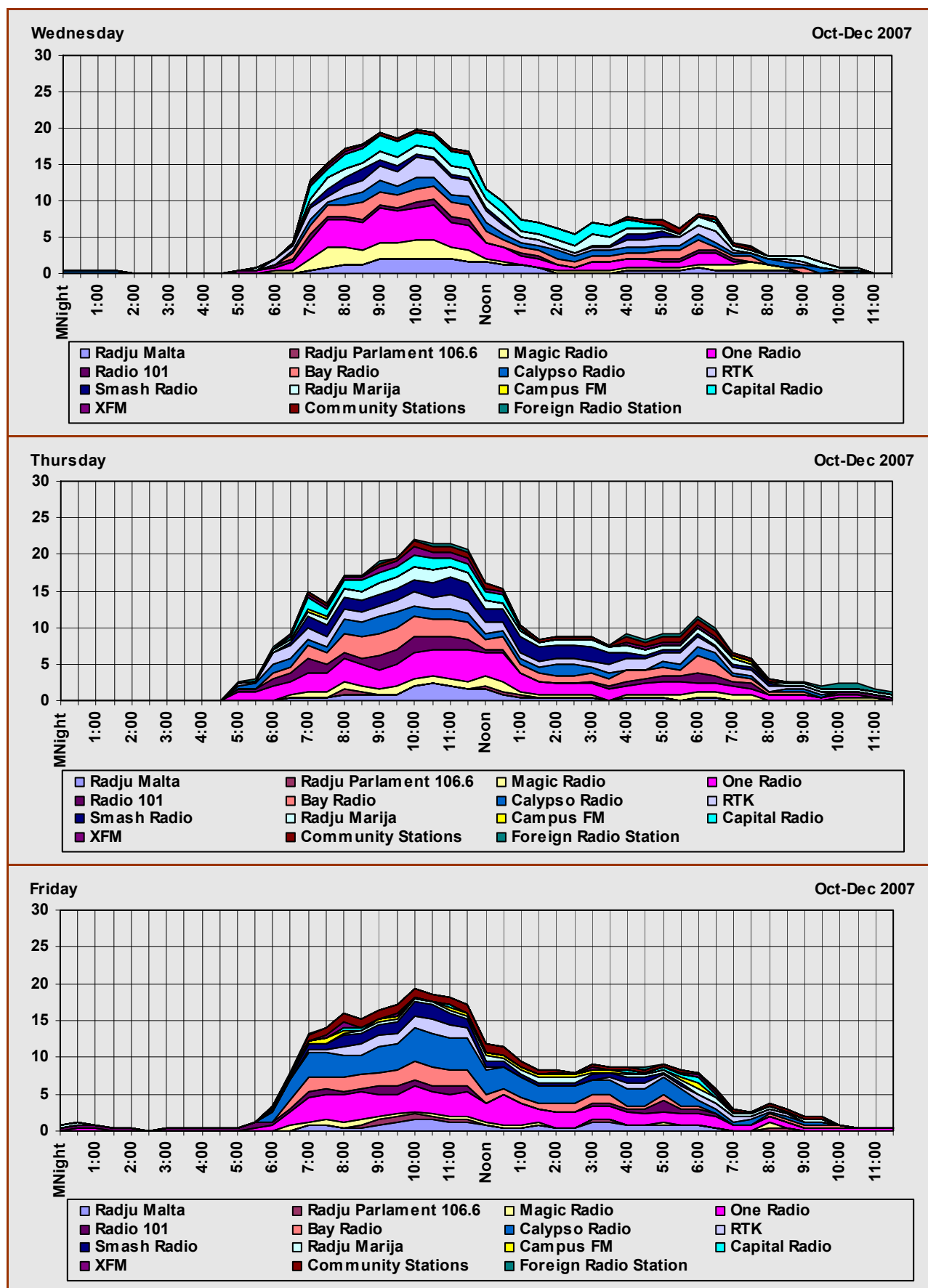


FIGURE 4.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

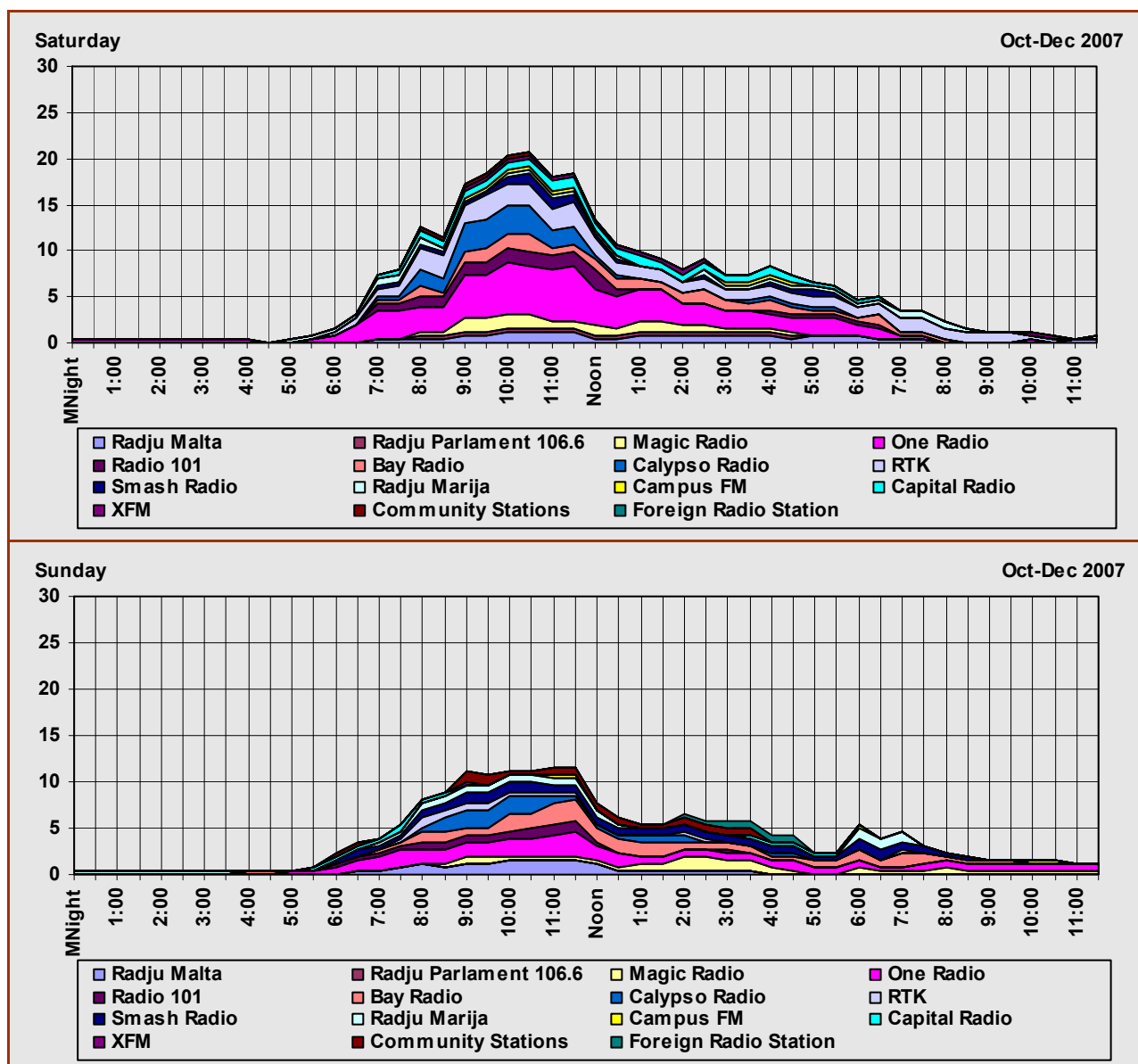


FIGURE4.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION

4.4 RADIO AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in Table 4.3 and Figure 4.4 below, and Table 4.4 in Part Two.

TABLE 4.3: 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	7.85	0.96	5.54	18.60	7.14	10.73	12.36	10.06	6.23	7.17	0.85	5.42	1.95	4.43	0.71

Radio: Oct-Dec 2007

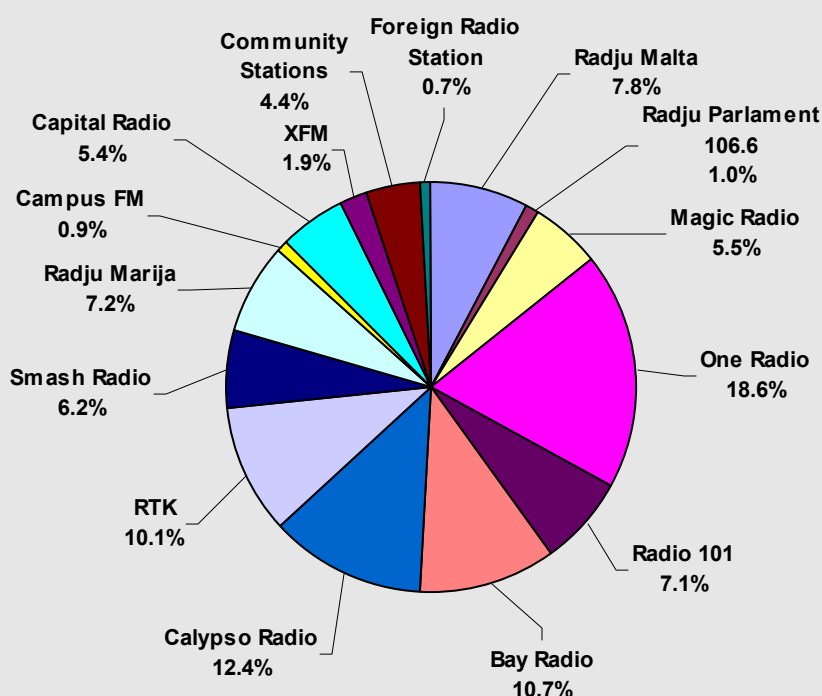


FIGURE 4.4: RADIO TOTAL DAILY AVERAGE AUDIENCE – OCTOBER-DECEMBER 2007

5. 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.

5.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 5.1 and Figure 5.1 below. Overall, One TV has attained the highest daily average [1.59%] with its highest average being on Sundays [2.26%]. This was followed by TVM with the next highest daily average [1.32%] and reaching its highest average on Fridays [2.46%].

TABLE 5.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Mondays	1.10	1.80	0.73	0.02	0.00	0.15	0.06	0.03	0.05	0.31	0.60	0.09	0.01	0.03	0.00	0.59
Tuesdays	1.18	2.19	0.26	0.00	0.00	0.15	0.08	0.05	0.09	0.27	0.26	0.05	0.00	0.10	0.00	0.83
Wednesdays	1.23	0.89	0.81	0.04	0.00	0.56	0.17	0.00	0.10	0.33	0.56	0.07	0.00	0.09	0.01	1.07
Thursdays	0.81	1.12	0.72	0.00	0.00	0.81	0.08	0.00	0.08	0.26	0.54	0.05	0.05	0.04	0.09	0.78
Fridays	2.46	1.07	0.31	0.02	0.02	0.13	0.00	0.00	0.29	0.22	0.17	0.08	0.02	0.13	0.00	0.75
Saturdays	1.17	1.74	1.64	0.02	0.00	0.06	0.02	0.06	0.07	0.49	0.22	0.08	0.00	0.14	0.03	0.90
Sundays	1.28	2.26	0.69	0.00	0.00	0.24	0.07	0.00	0.21	0.41	0.51	0.20	0.00	0.10	0.00	0.82
Daily Average	1.32	1.59	0.73	0.01	0.00	0.30	0.07	0.02	0.13	0.32	0.41	0.09	0.01	0.09	0.02	0.82

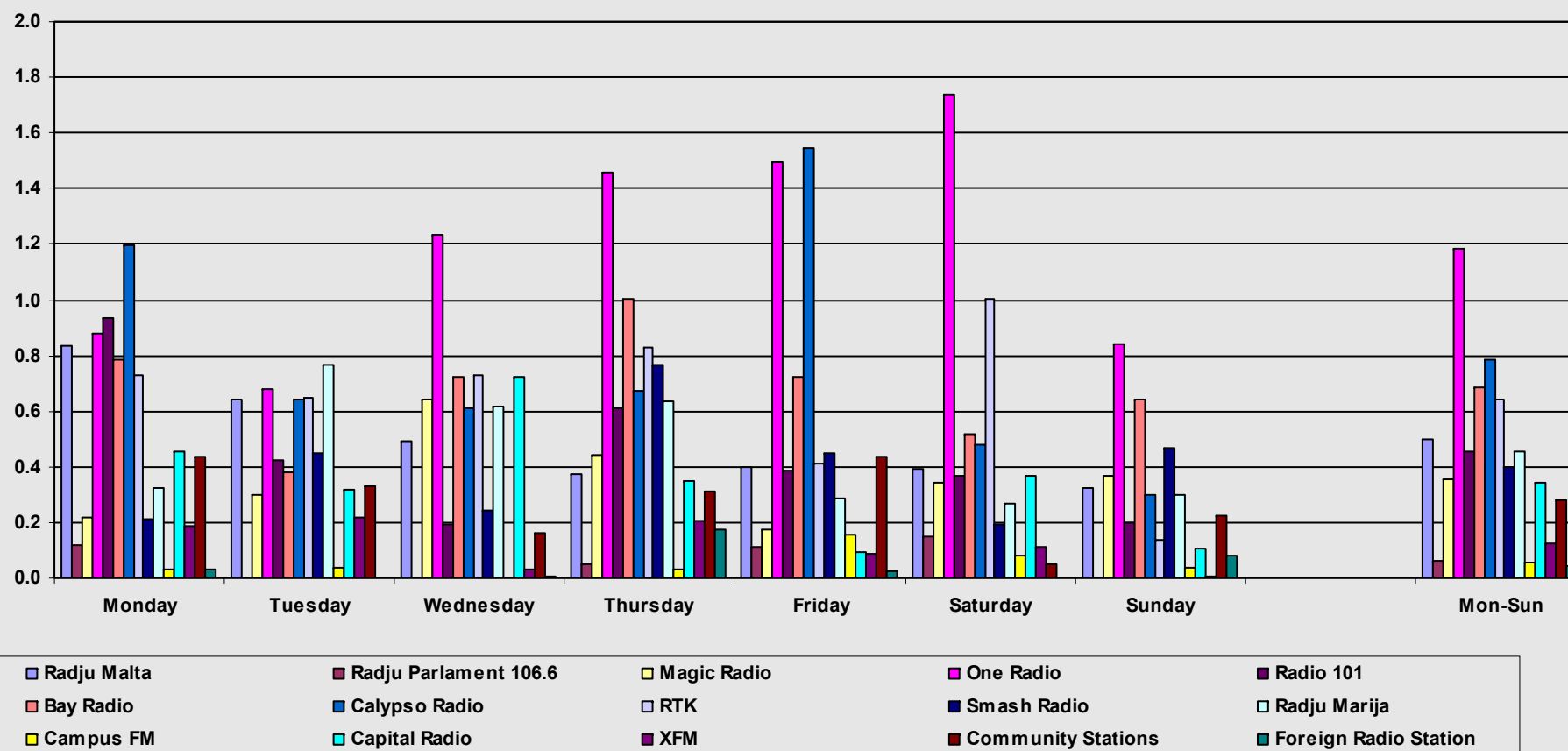


FIGURE 5.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE

5.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 5.2 and Figure 5.2 below:

TABLE 5.2: TV WEEKDAY PEAK AUDIENCES

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Mondays	6.62	8.01	7.32	0.35	0.00	1.39	0.70	0.35	0.70	1.74	1.39	0.70	0.35	0.35	0.00	2.44
Tuesdays	8.71	17.05	1.89	0.00	0.00	1.14	0.76	0.76	0.76	1.89	1.52	0.38	0.00	0.38	0.00	5.30
Wednesdays	8.17	4.67	5.84	0.78	0.00	3.11	1.95	0.00	1.17	2.33	3.50	0.78	0.00	0.39	0.39	6.61
Thursdays	5.34	7.63	3.82	0.00	0.00	2.29	0.76	0.00	1.53	1.91	2.67	0.38	0.38	0.38	0.76	5.73
Fridays	19.39	5.32	1.52	0.38	0.38	1.14	0.00	0.00	2.28	1.14	1.14	0.76	0.38	0.38	0.00	3.04
Saturdays	3.92	8.24	6.27	0.39	0.00	0.39	0.39	0.39	0.39	2.75	1.96	0.78	0.00	0.78	0.39	2.75
Sundays	12.98	7.25	2.67	0.00	0.00	1.53	0.76	0.00	0.76	2.29	1.91	0.76	0.00	0.38	0.00	3.82
Highest Peak	19.39	17.05	7.32	0.78	0.38	3.11	1.95	0.76	2.28	2.75	3.50	0.78	0.38	0.78	0.76	6.61

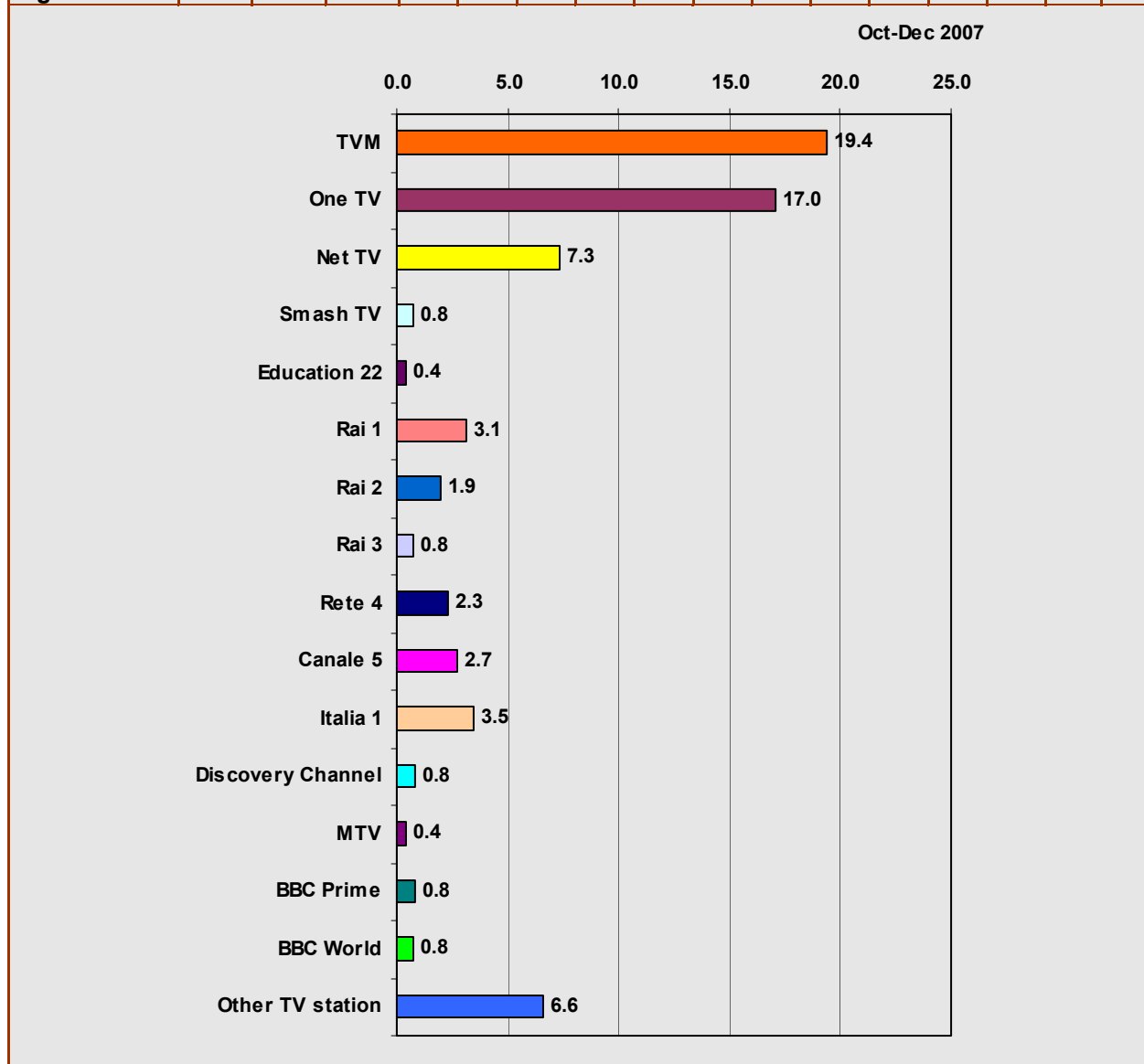


FIGURE 5.2: TV WEEKDAY PEAK AUDIENCES

5.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 5.3.a – 53.g below are taken from Tables 5.3.a – 53.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.

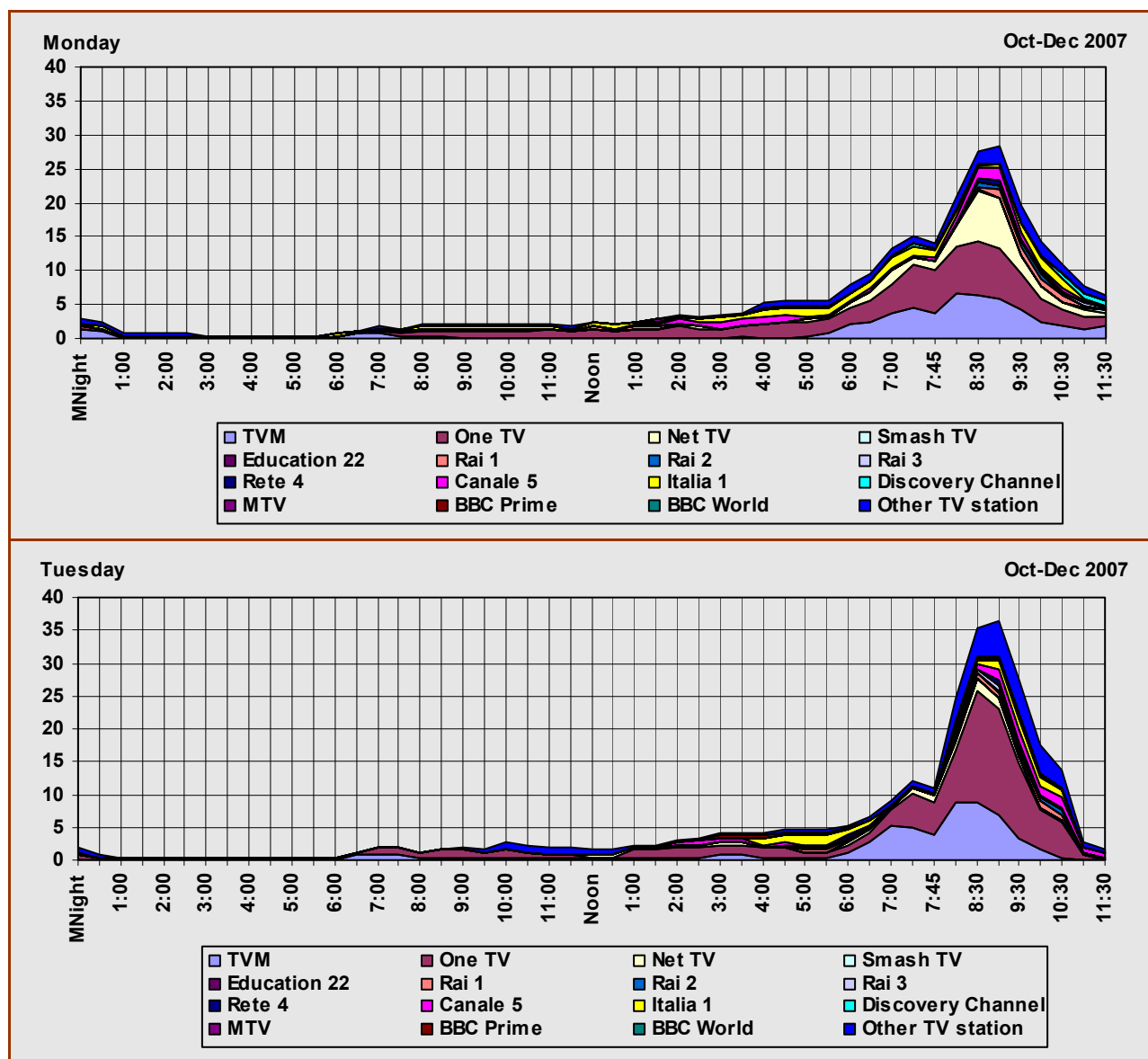


FIGURE 5.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION

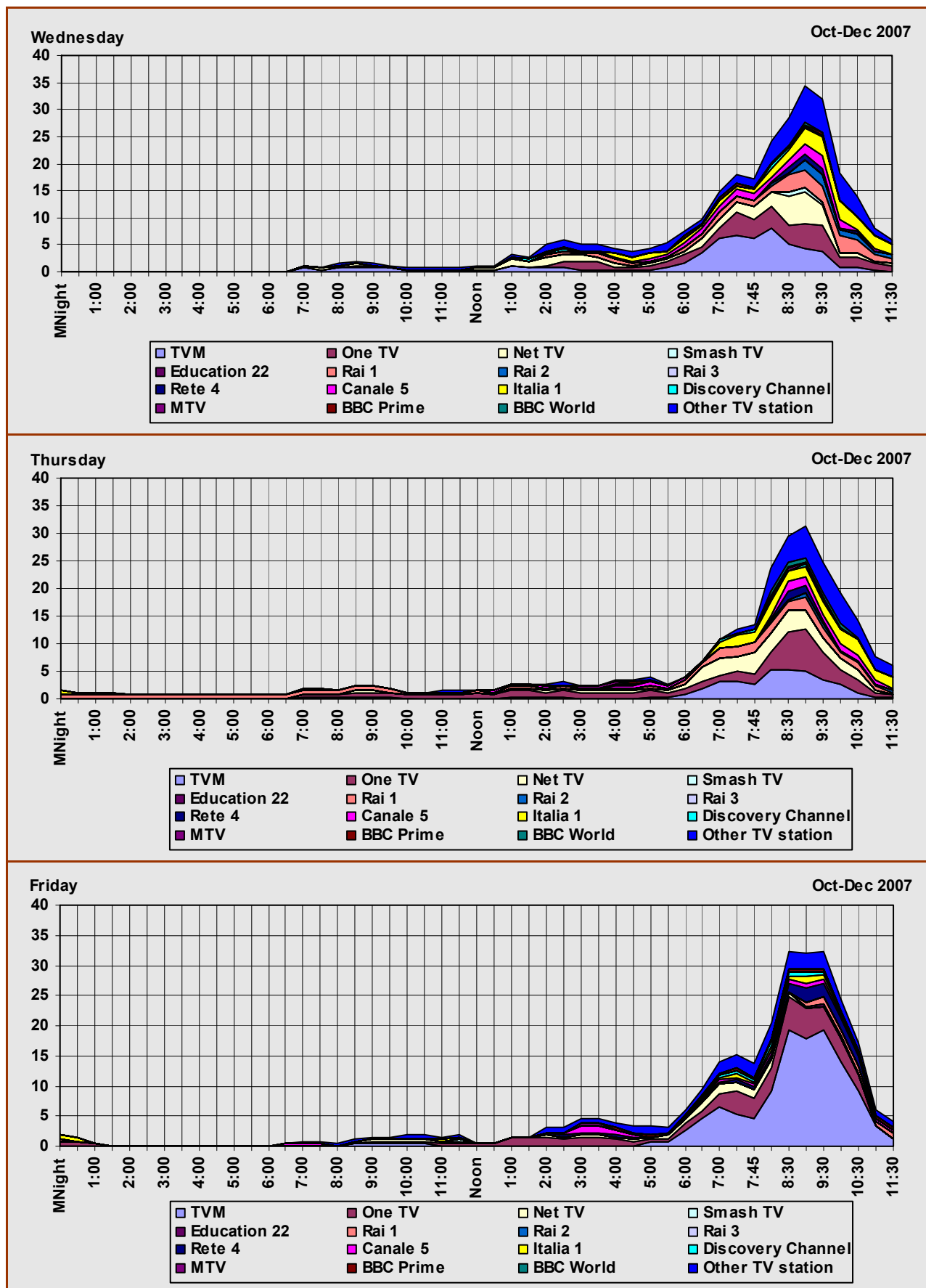


FIGURE 5.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION

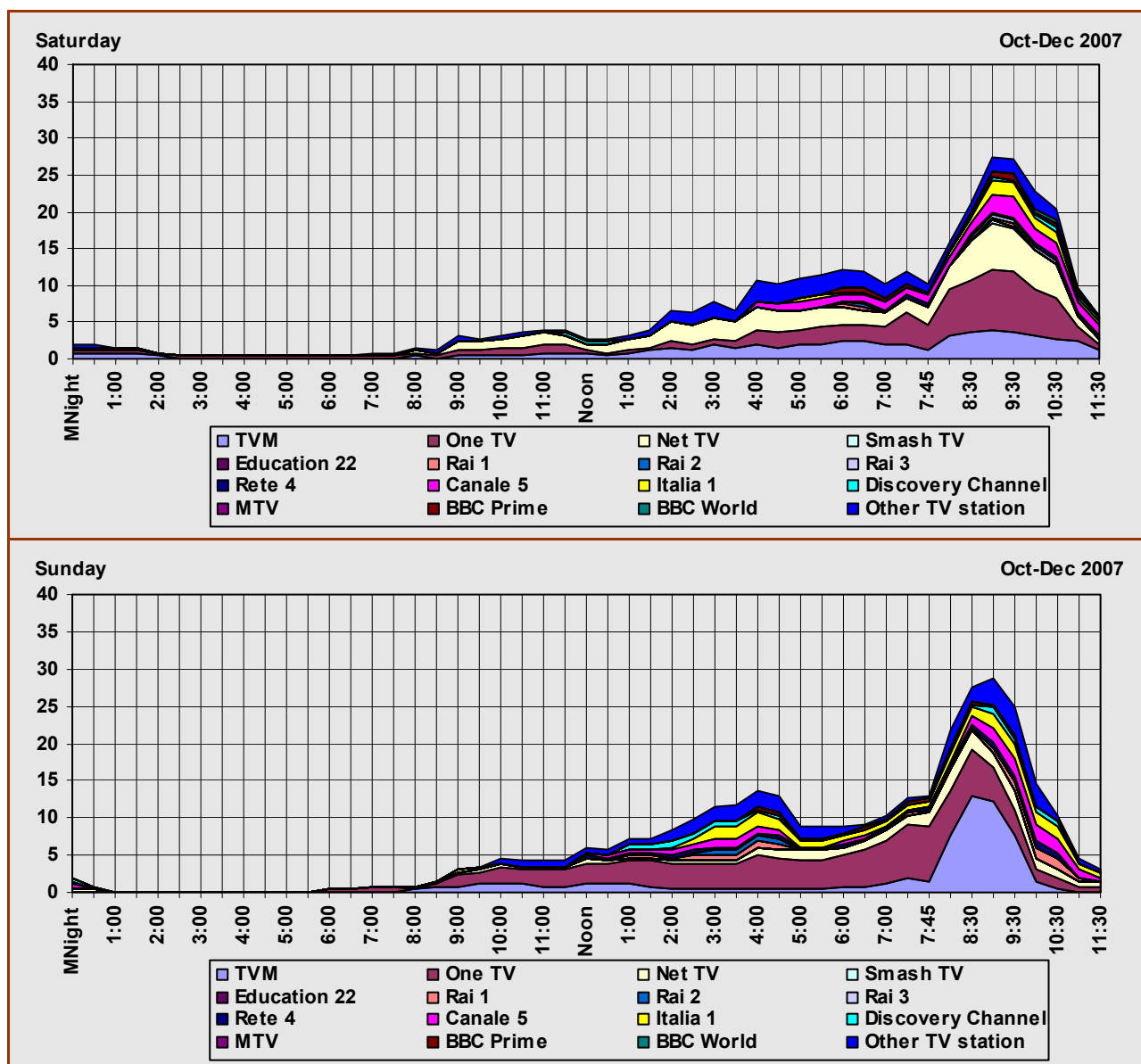


FIGURE 5.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION

5.4 TV AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is show in Table 5.3 and Figure 5.4 below, and Table 5.4 in Part Two.

TABLE 5.3: TV TOTAL DAILY AVERAGE AUDIENCE

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Total Avg.	22.25	26.81	12.36	0.24	0.04	5.03	1.14	0.32	2.13	5.48	6.94	1.47	0.19	1.49	0.30	13.82

TV: Oct-Dec 2007

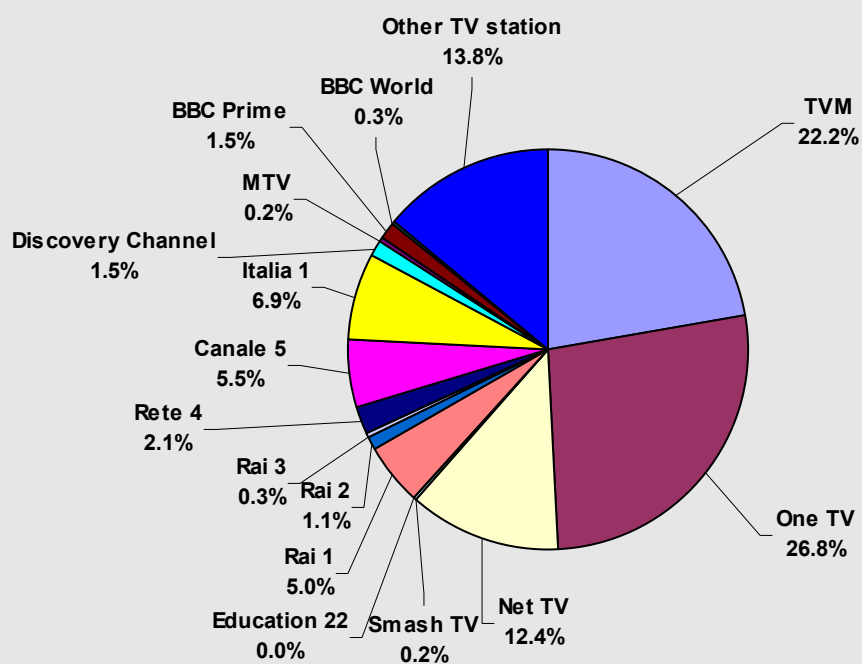


FIGURE 5.4: TV TOTAL DAILY TV AVERAGE AUDIENCE - OCTOBER-DECEMBER 2007

6. 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. This would indicate the number of hours that consumers were captured by the respective broadcasting stations; or rather for how long did each broadcasting station manage to maintain, on average, its audiences.

6.1 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. The total effective Radio hours spent by consumers for this period stands at 3.42 hrs. The analysis by Radio station is depicted in Table 6.1 and Figure 6.1 below:

TABLE 6.1: RADIO DAILY CONSUMPTION BY HOURS BY STATION

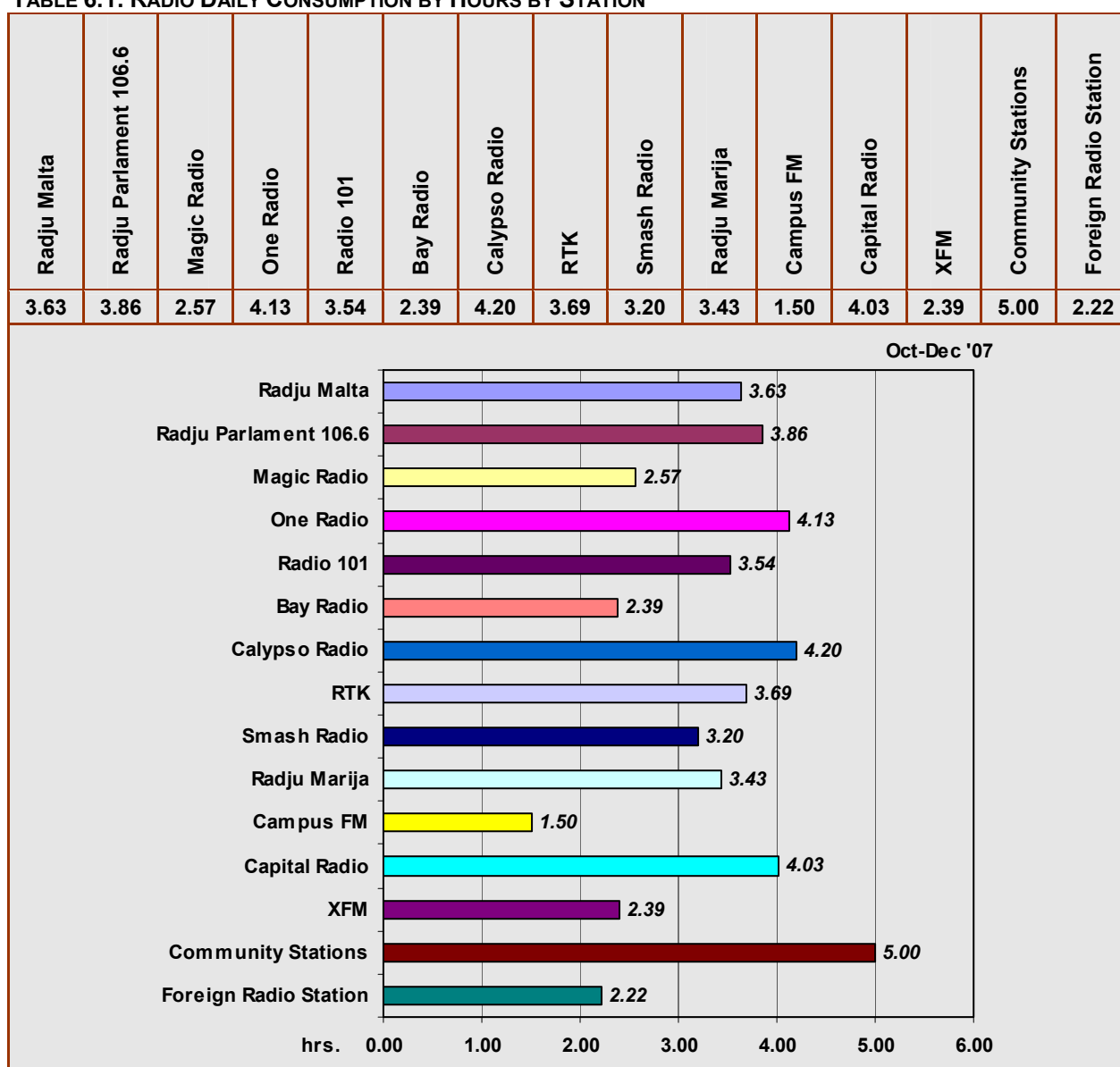


FIGURE 6.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION

Taking the total number of hours of radio listening over the total sample of people interviewed, the national average hours of radio listening spent by consumers stands at 1.53 hrs every day.

6.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.33hrs. The analysis by TV station is depicted in Table 6.2 and Figure 6.2 below:

TABLE 6.2: TV DAILY CONSUMPTION BY HOURS BY STATION

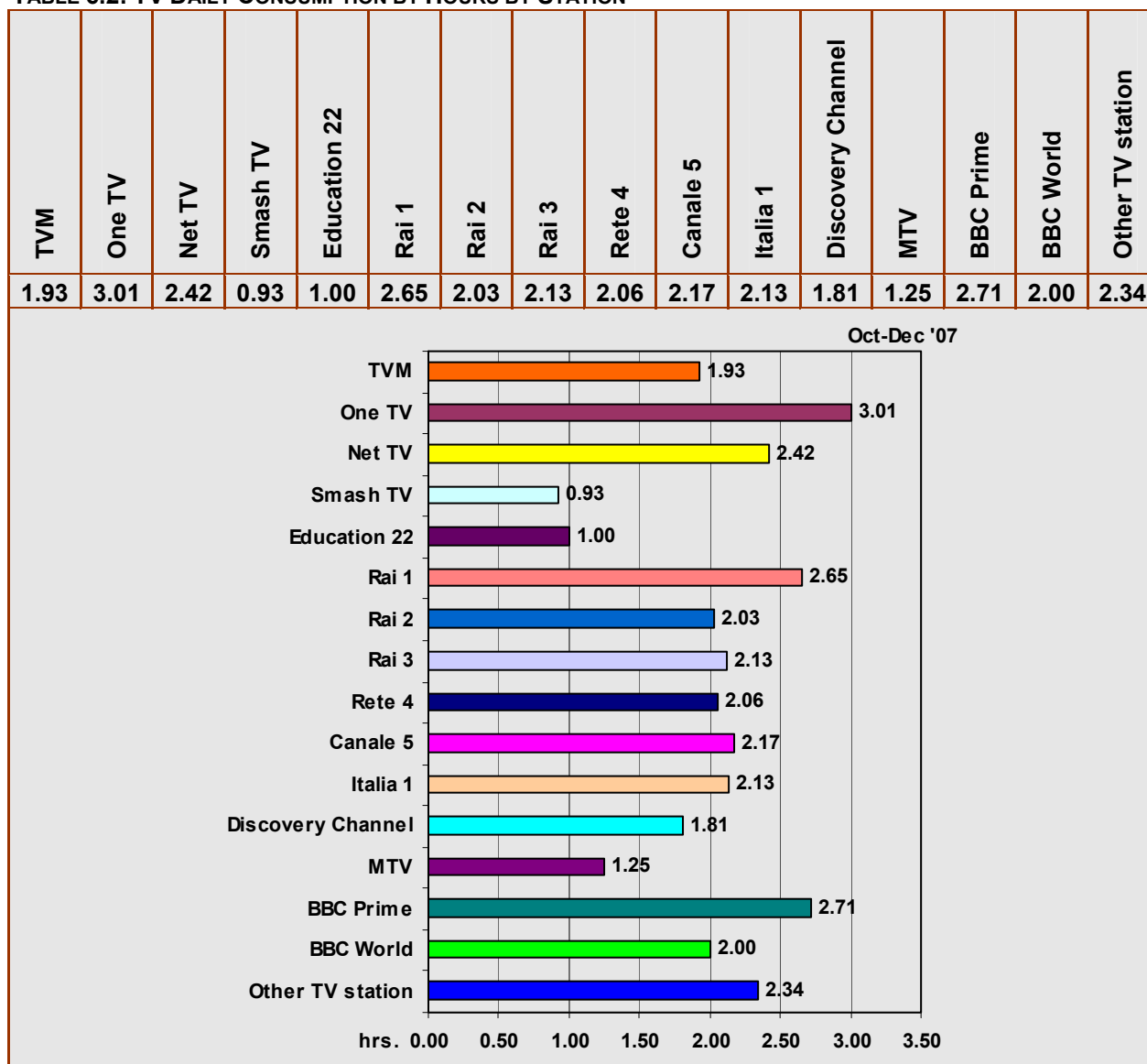


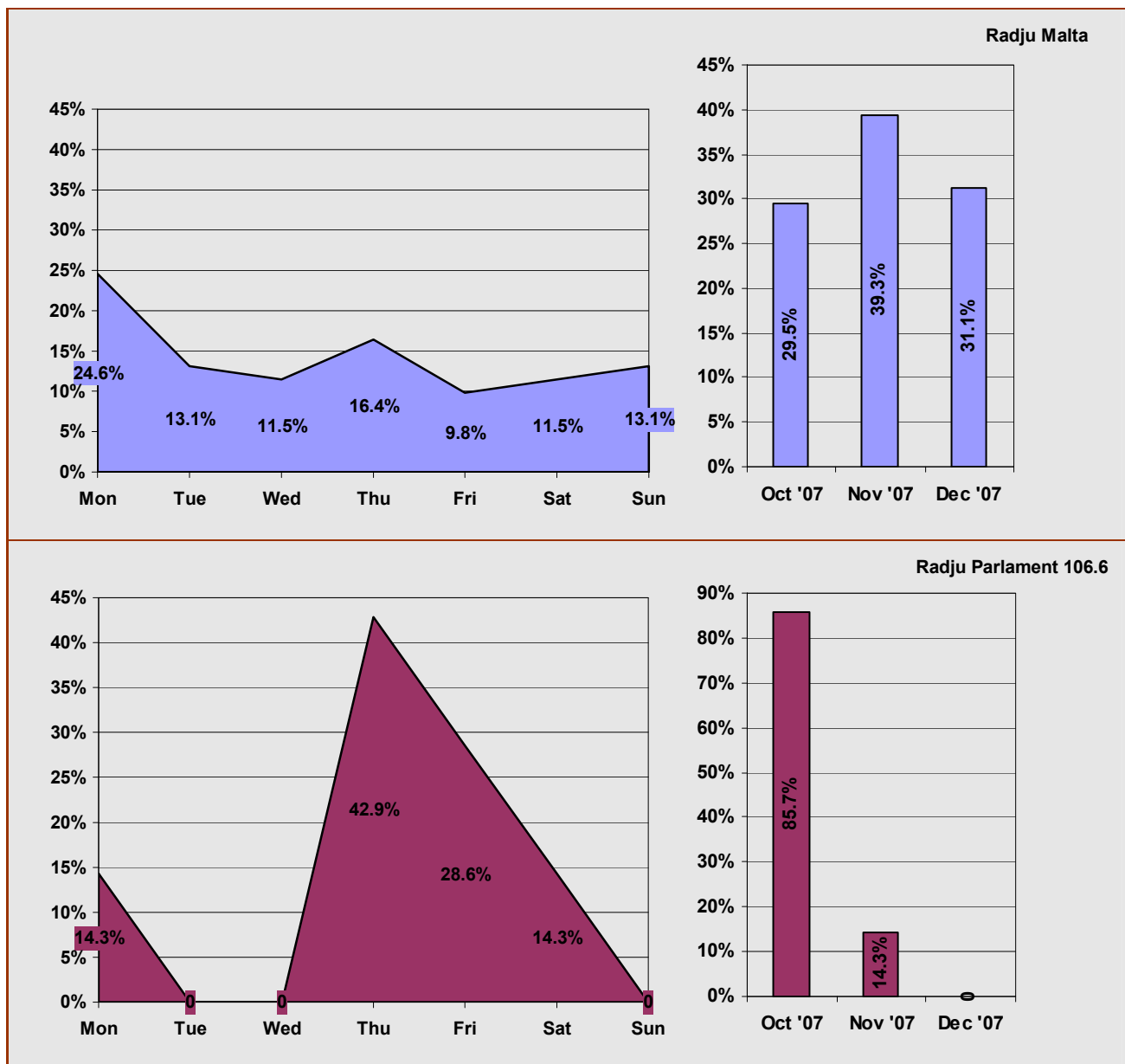
FIGURE 6.2: TV DAILY CONSUMPTION BY HOURS AND BY STATION

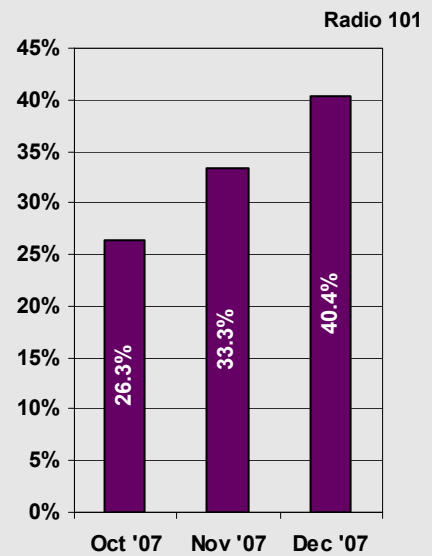
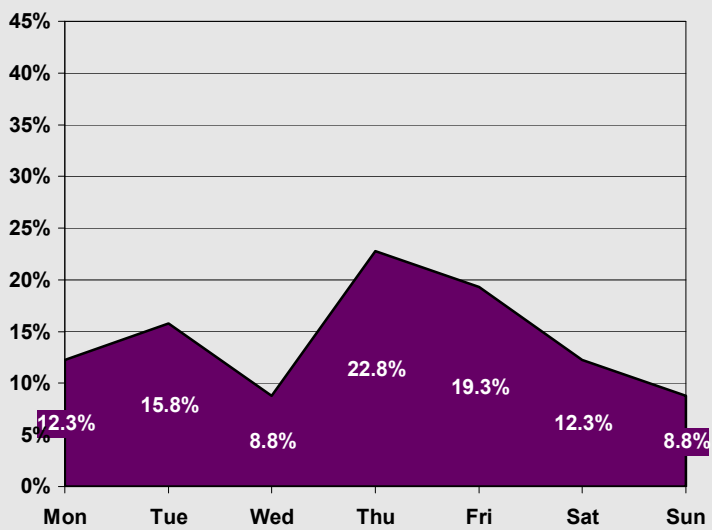
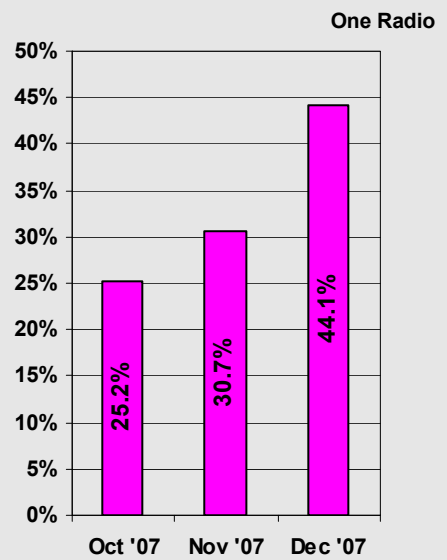
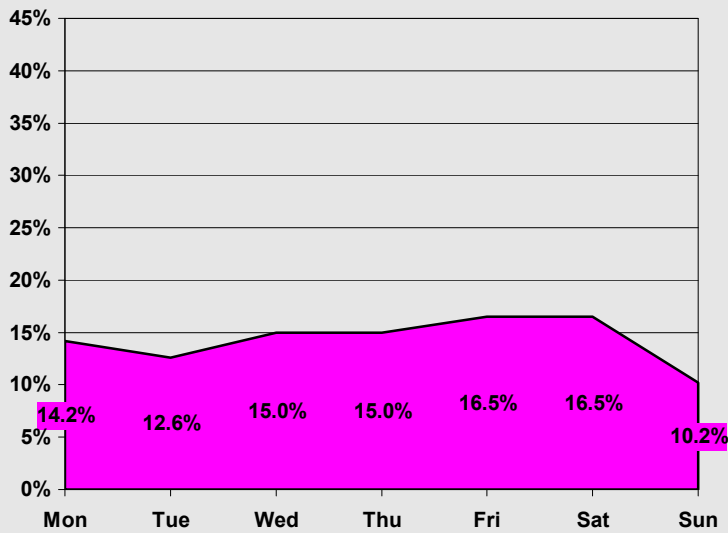
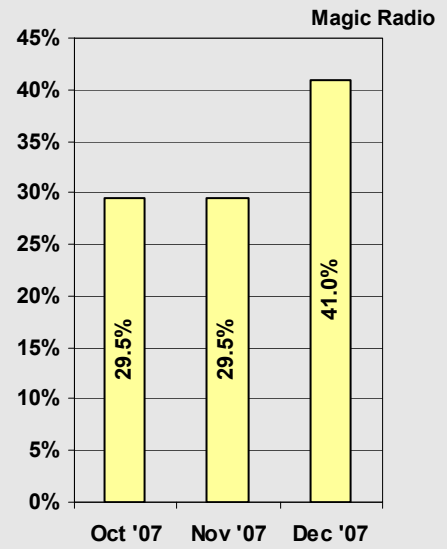
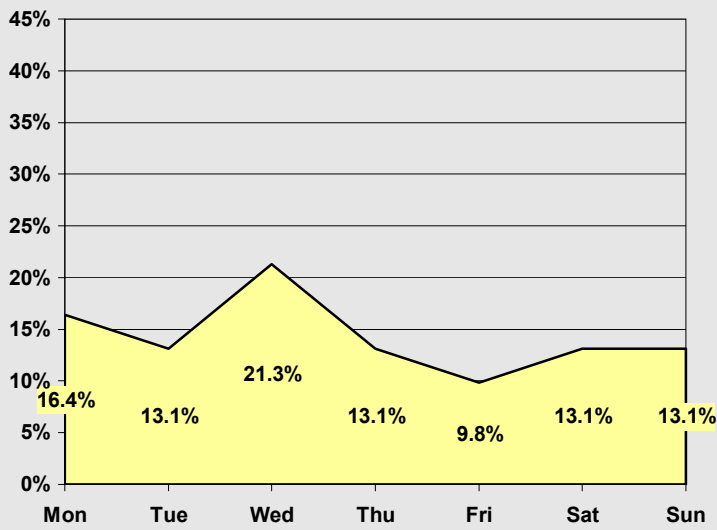
Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at: 1.38 hrs every day.

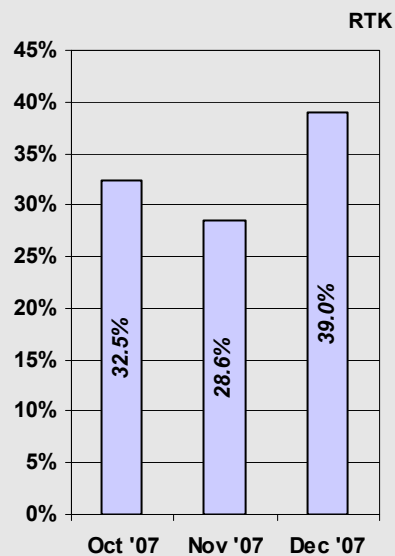
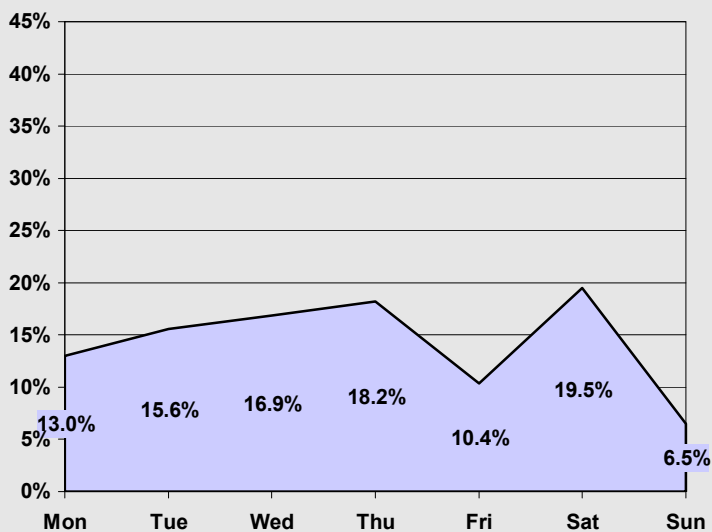
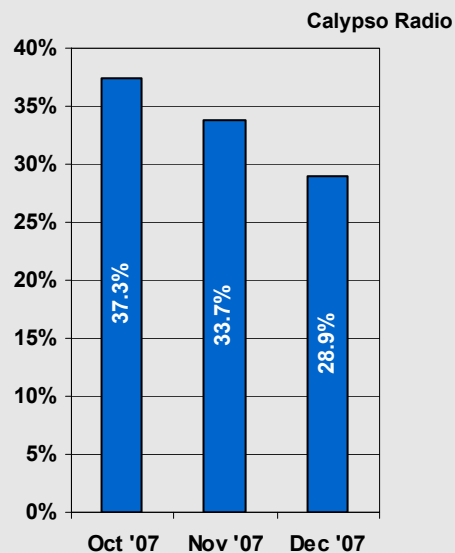
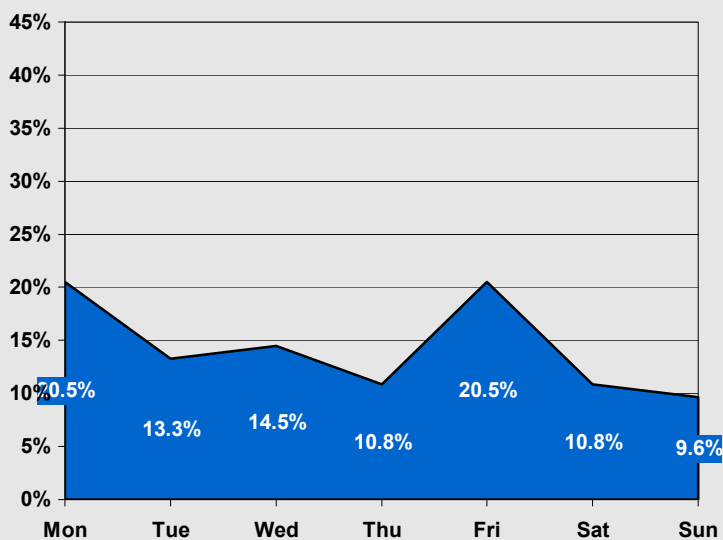
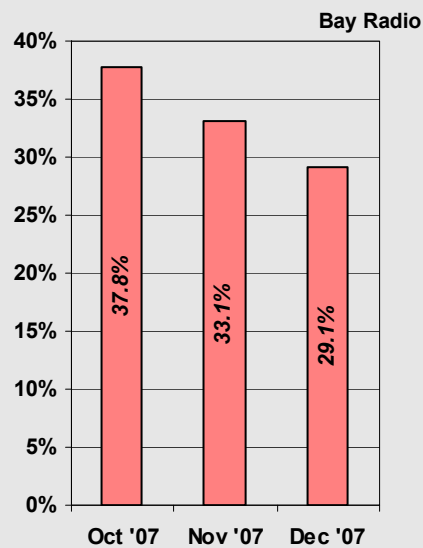
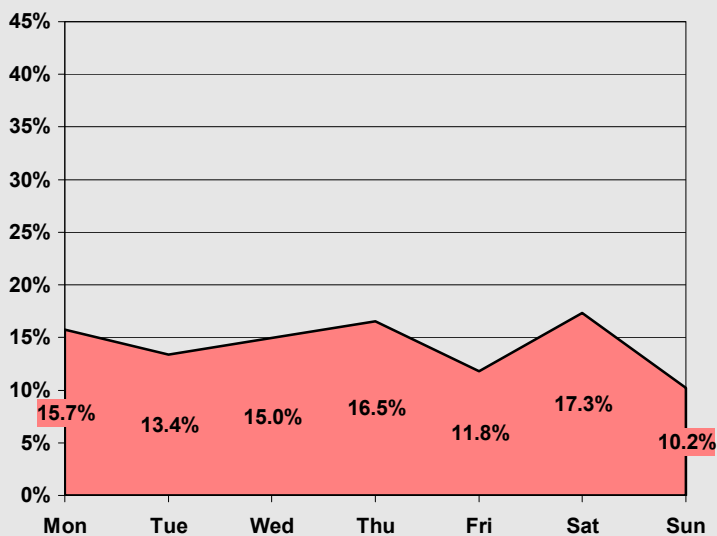
7. BROADCASTING STATION ANALYSIS BY WEEKDAY AND BY MONTH

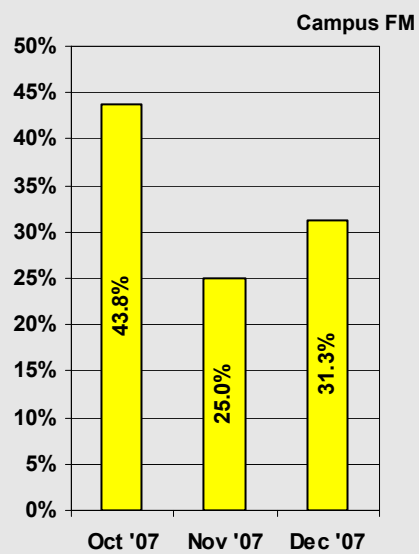
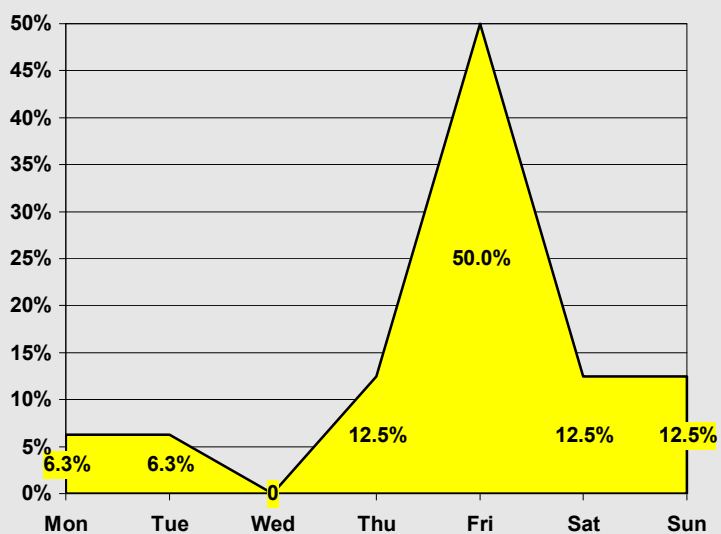
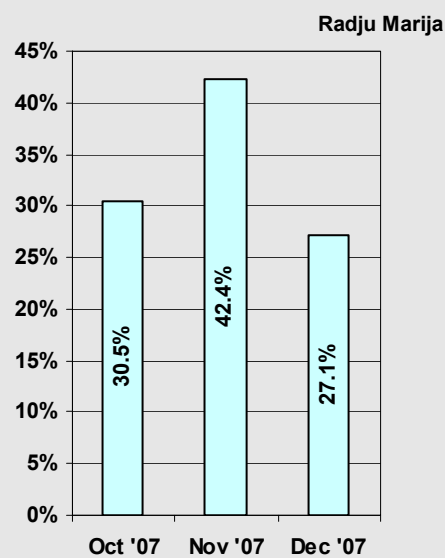
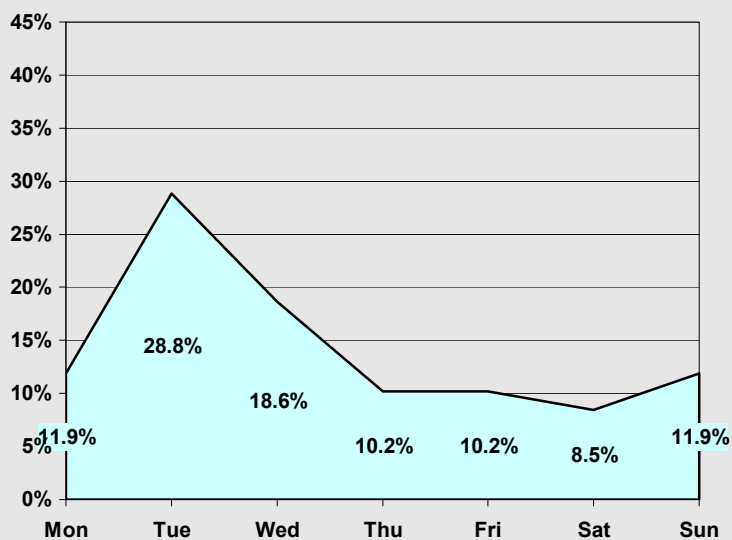
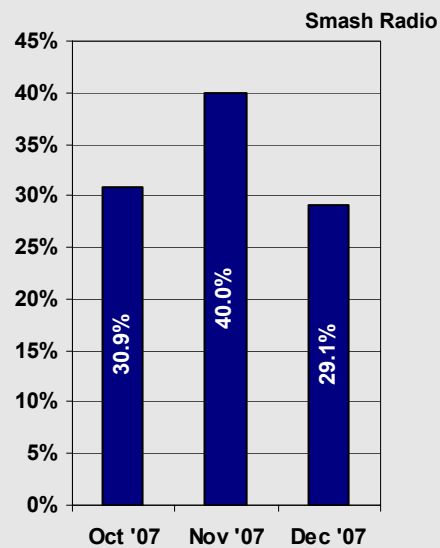
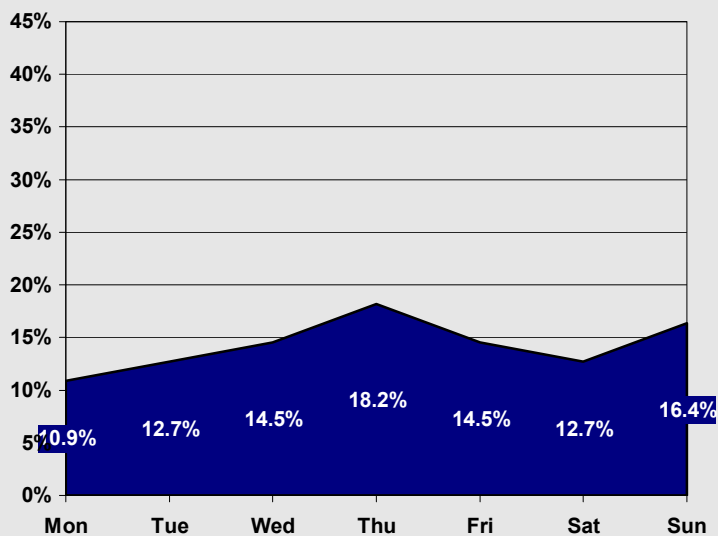
The audiences of each broadcasting station were analysed separately by weekday and by month. Each station's audiences were analysed by week-day and by month and the following figures depict the spread of each station's audiences. These would give an indication of the effectiveness of each station's programme schedules.

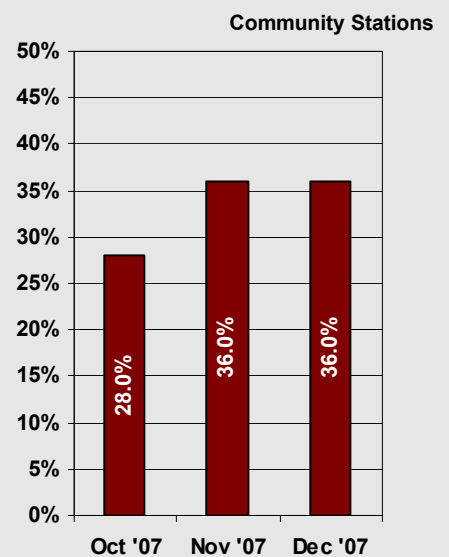
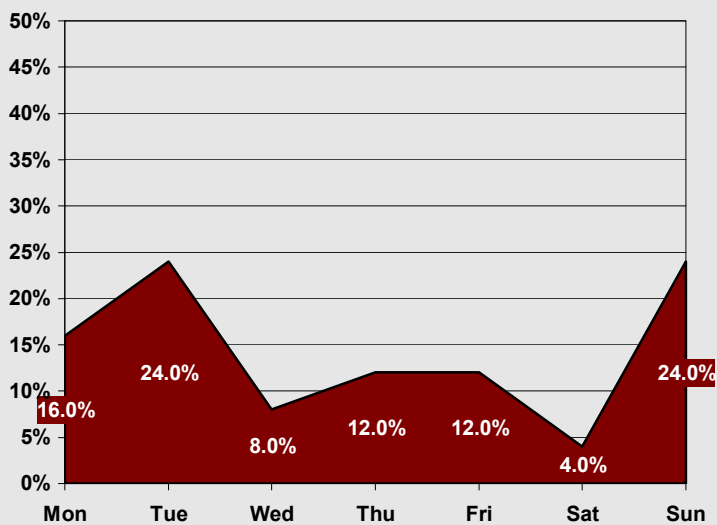
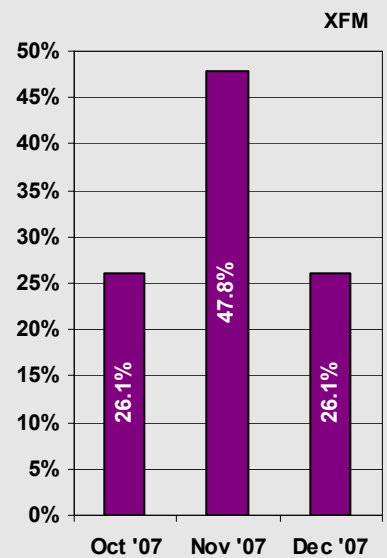
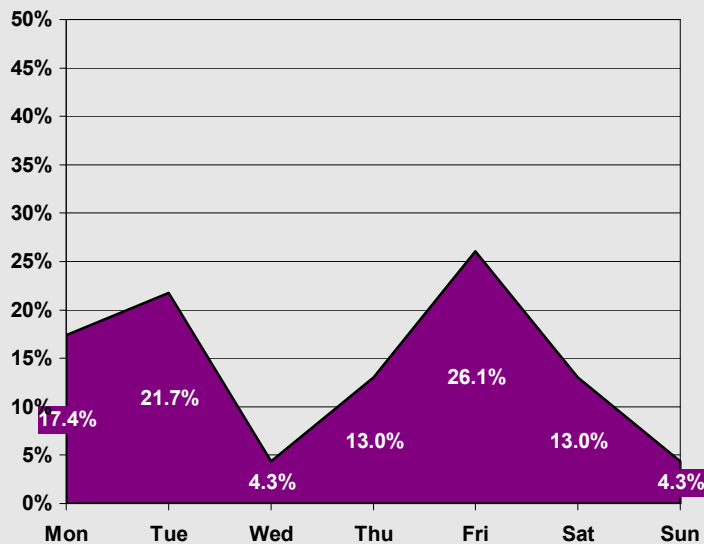
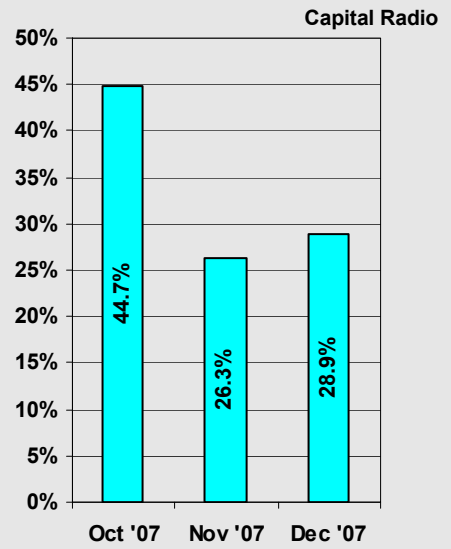
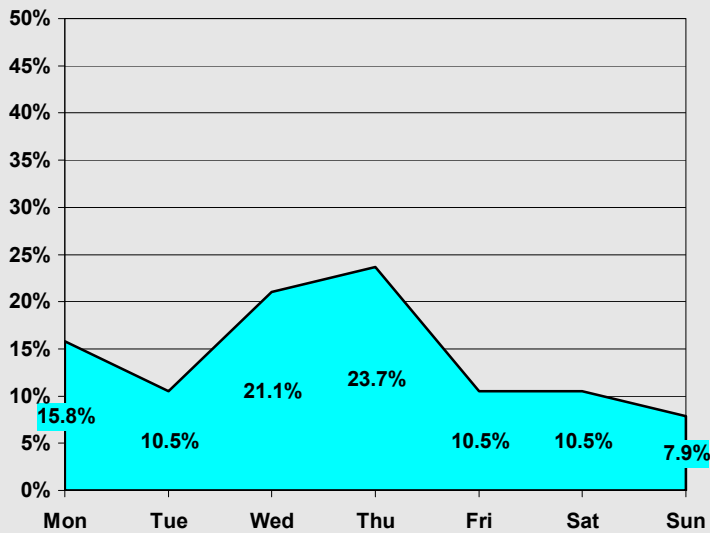
7.1 RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [FIGURES 7.1.A-O]

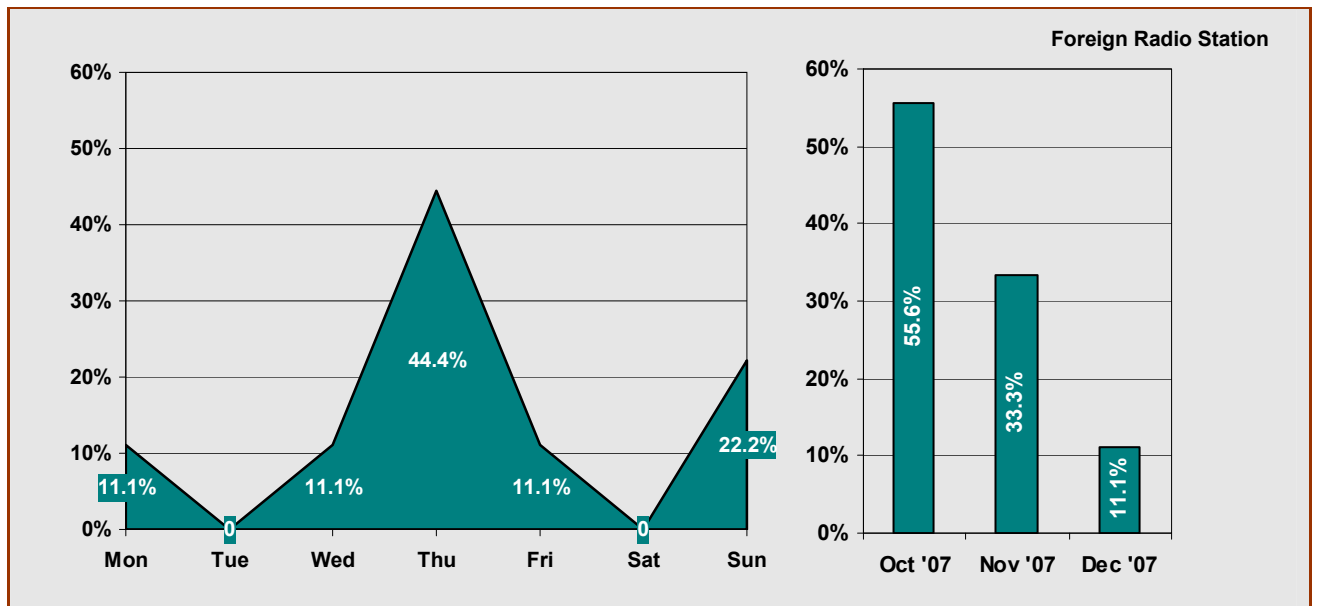




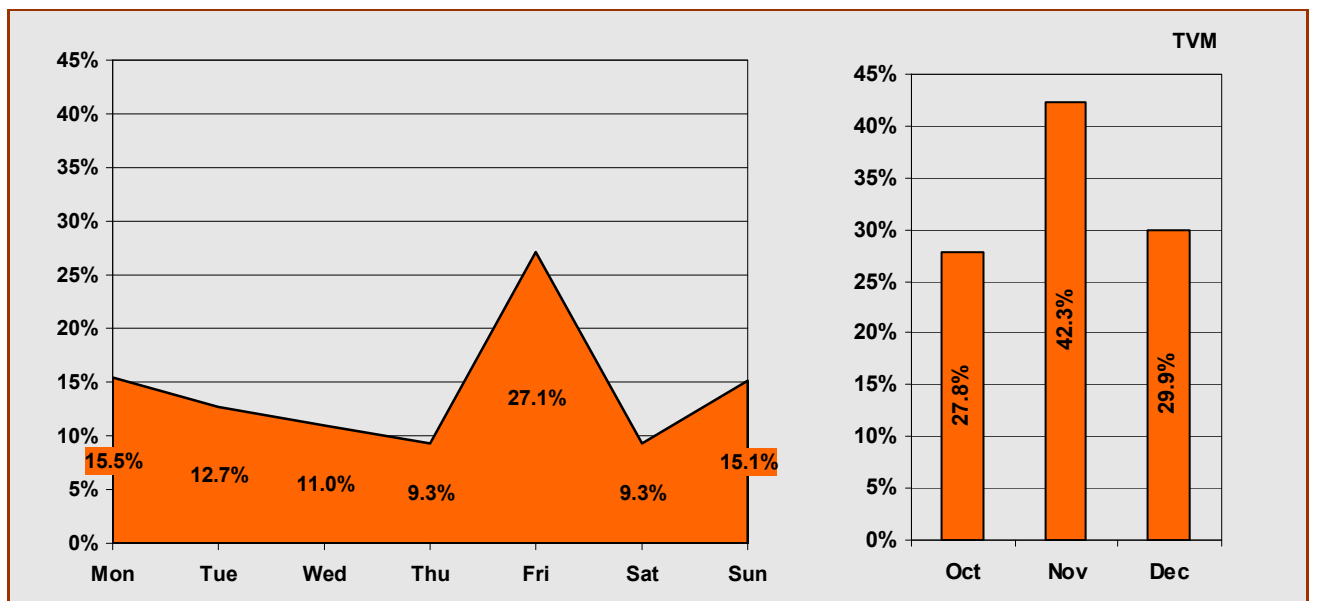


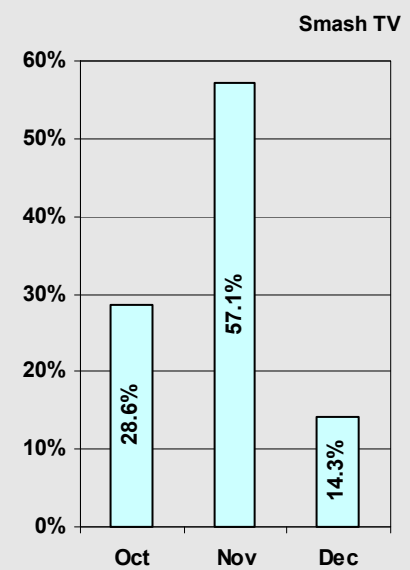
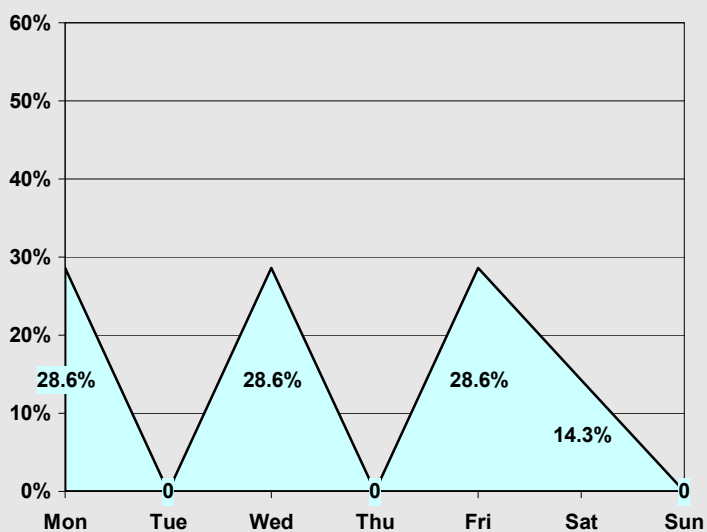
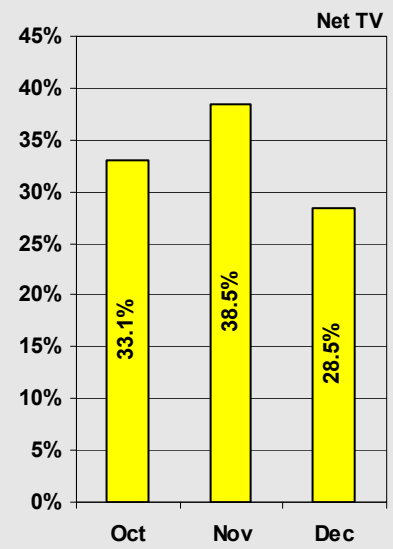
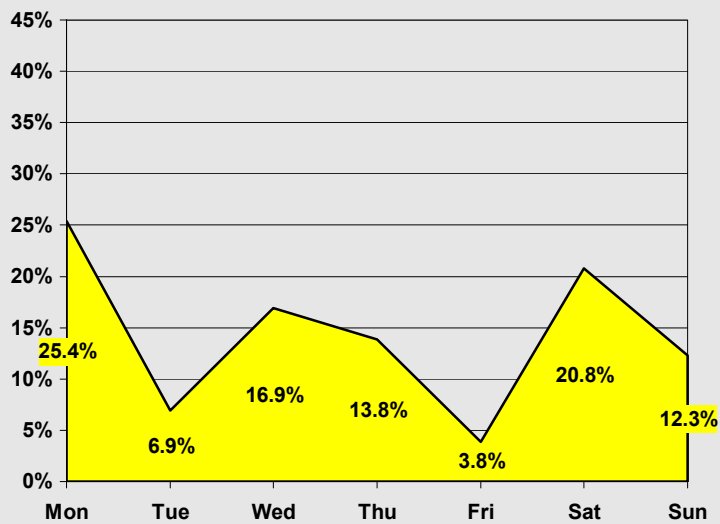
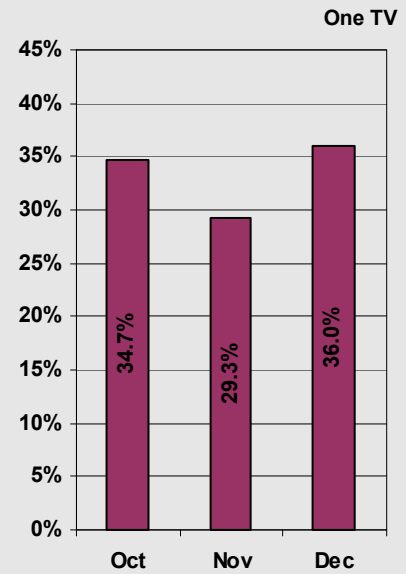
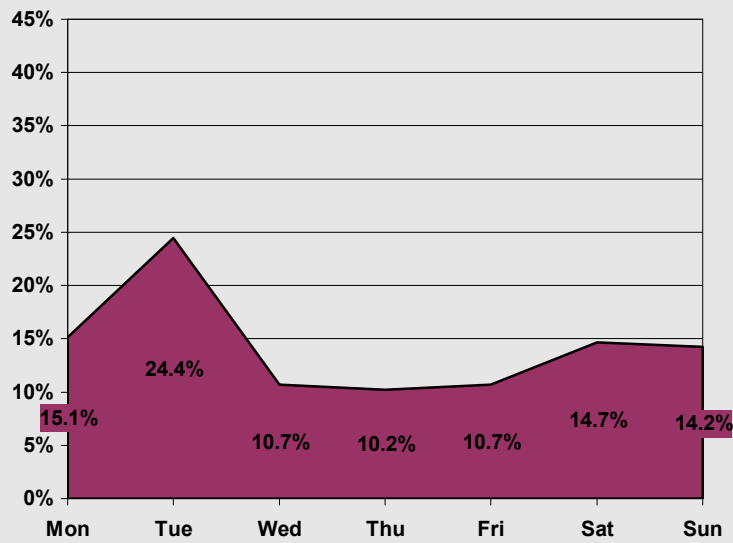


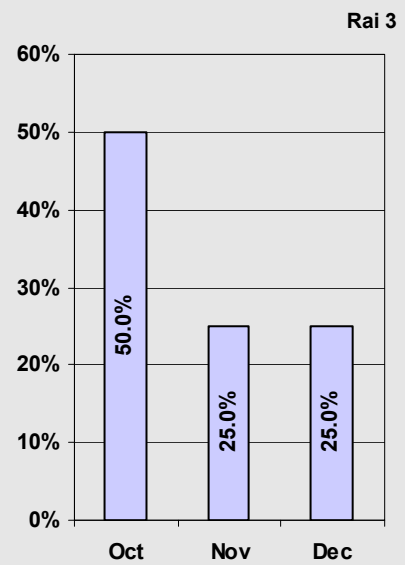
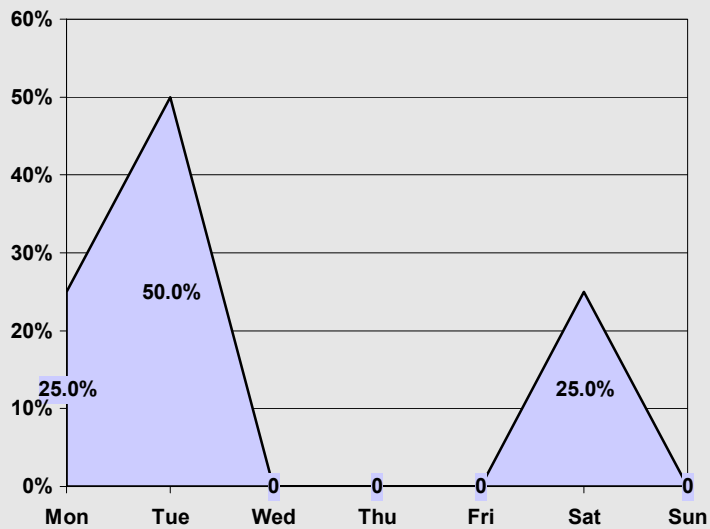
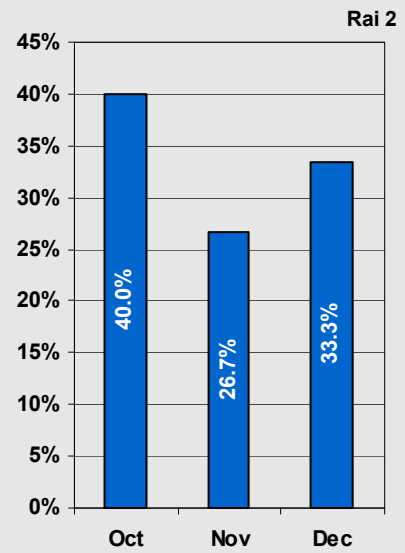
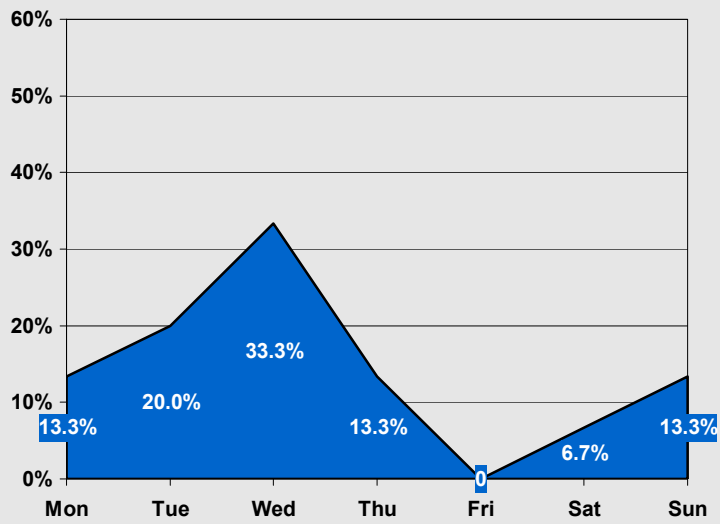
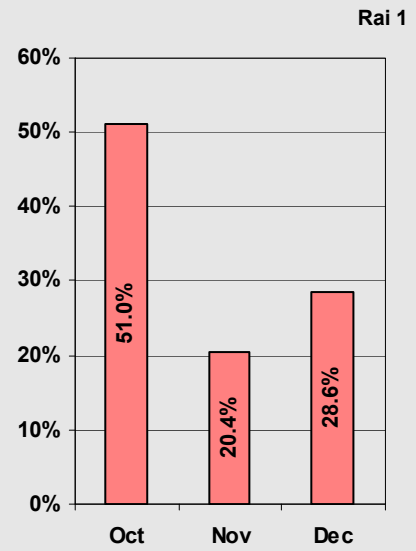
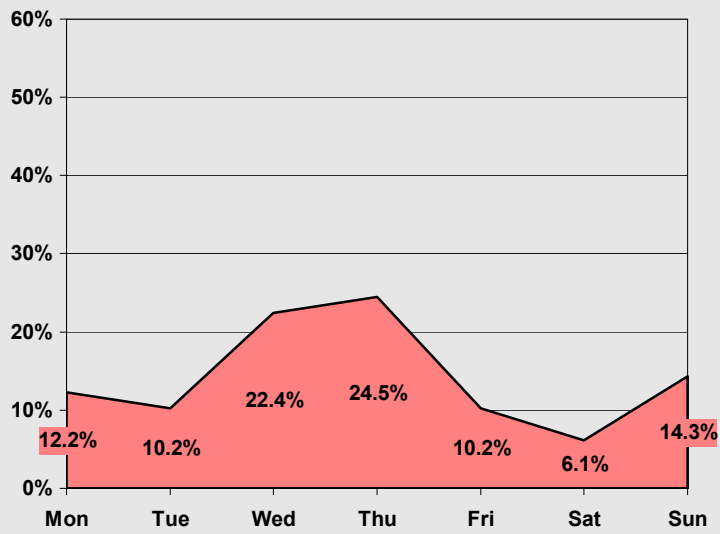


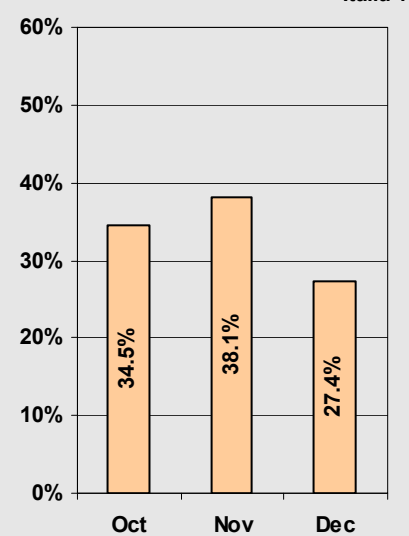
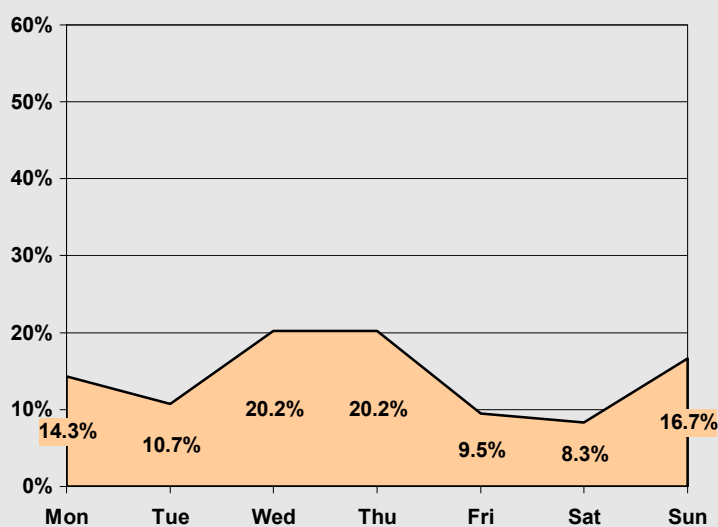
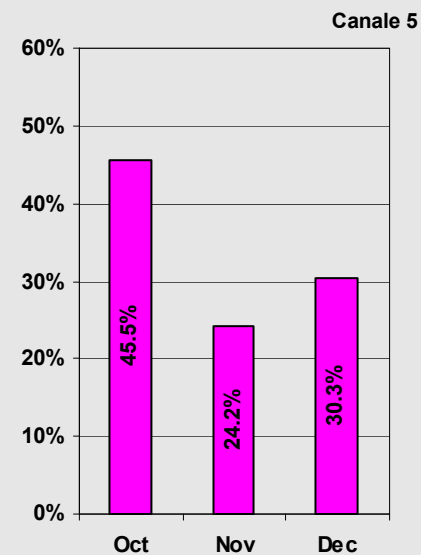
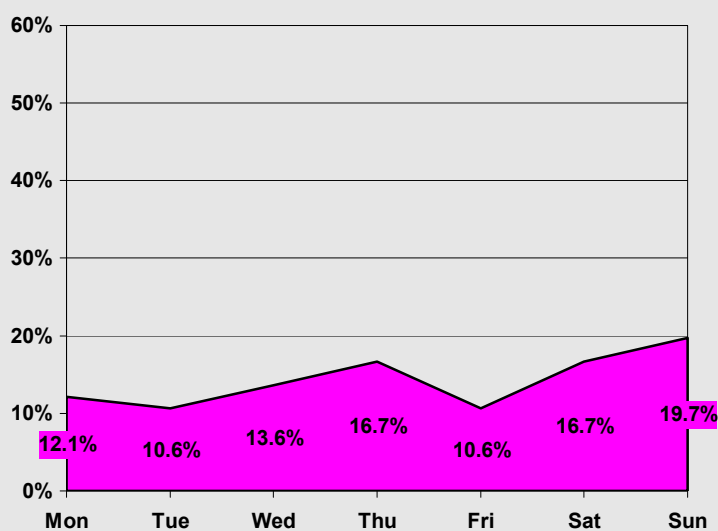
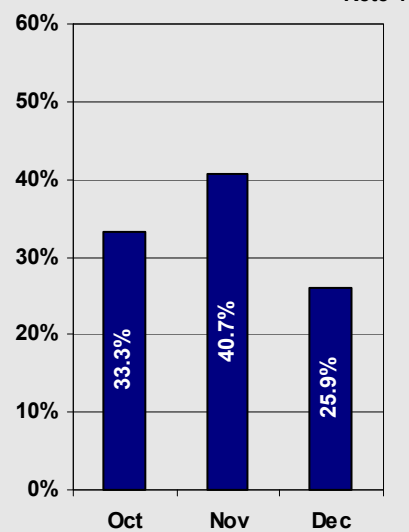
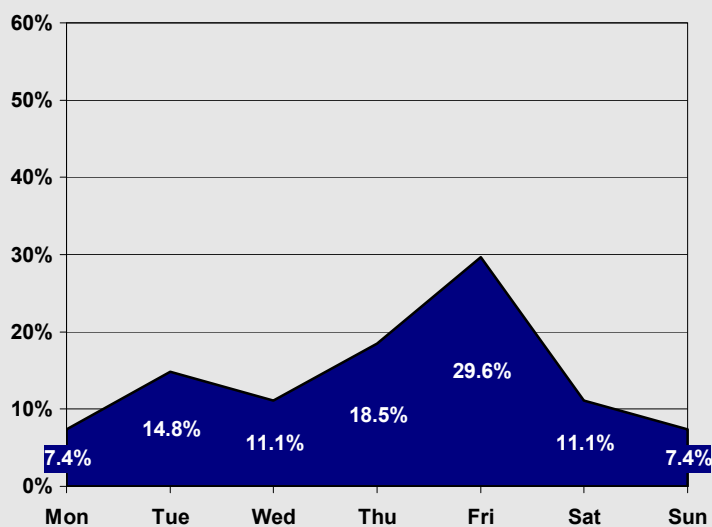


7.2 LOCAL TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [FIGURES 7.2.A-E]









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 televixin

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

TVM
One TV
NET TV
Smash TV
Education 22
iTV
UTV
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-televiżjoni is-soltu tara t-Telebejgħ

TVM
One TV
NET TV
Smash TV
Education 22
iTV
UTV

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

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
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?

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *Demographic Review 2006*; Valletta: National Statistics Office, 2008 (23rd January)

**TABLE 5. TOTAL POPULATION BY SEX AND SINGLE YEARS OF AGE, 31ST DECEMBER 2006
BASED ON THE NOVEMBER 2005 CENSUS**

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All Ages	202,613	205,197	407,810								
0-4	10,128	9,635	19,763	30-34	14,790	13,987	28,777	60-64	11,881	12,526	24,407
0	2,023	1,842	3,865	30	3,098	2,976	6,074	60	2,974	3,052	6,026
1	2,127	2,078	4,205	31	3,176	2,887	6,063	61	2,784	2,918	5,702
2	1,971	1,862	3,833	32	2,950	2,740	5,690	62	2,923	2,971	5,894
3	1,974	1,982	3,956	33	2,776	2,786	5,562	63	1,821	2,066	3,887
4	2,033	1,871	3,904	34	2,790	2,598	5,388	64	1,379	1,519	2,898
5-9	11,343	10,882	22,225	35-39	12,815	12,251	25,066	65-69	8,100	9,281	17,381
5	2,081	1,991	4,072	35	2,701	2,568	5,269	65	1,512	1,689	3,201
6	2,127	2,195	4,322	36	2,652	2,465	5,117	66	1,568	1,782	3,350
7	2,214	2,155	4,369	37	2,548	2,346	4,894	67	1,717	1,937	3,654
8	2,388	2,275	4,663	38	2,480	2,484	4,964	68	1,717	1,930	3,647
9	2,533	2,266	4,799	39	2,434	2,388	4,822	69	1,586	1,943	3,529
10-11	5,209	4,817	10,026	40-44	13,629	13,100	26,729	70-74	6,711	8,627	15,338
10	2,571	2,364	4,935	40	2,504	2,412	4,916	70	1,619	1,863	3,482
11	2,638	2,453	5,091	41	2,627	2,551	5,178	71	1,390	1,762	3,152
12-14	8,267	7,854	16,121	42	2,745	2,605	5,350	72	1,309	1,656	2,965
12	2,625	2,514	5,139	43	2,830	2,669	5,499	73	1,216	1,707	2,923
13	2,809	2,620	5,429	44	2,923	2,863	5,786	74	1,177	1,639	2,816
14	2,833	2,720	5,553	45-49	15,298	15,141	30,439	75-79	4,468	6,684	11,152
15-19	14,613	14,034	28,647	45	3,100	2,901	6,001	75	1,039	1,563	2,602
15	2,885	2,766	5,651	46	3,054	3,049	6,103	76	964	1,479	2,443
16	2,920	2,768	5,688	47	3,015	3,081	6,096	77	886	1,284	2,170
17	2,976	2,930	5,906	48	3,002	3,063	6,065	78	811	1,163	1,974
18	2,994	2,841	5,835	49	3,127	3,047	6,174	79	768	1,195	1,963
19	2,838	2,729	5,567	50-54	14,681	14,479	29,160	80-84	2,899	4,592	7,491
20-24	15,213	14,203	29,416	50	3,111	2,949	6,060	80	708	1,118	1,826
20	2,983	2,618	5,601	51	3,044	2,938	5,982	81	693	981	1,674
21	2,984	2,790	5,774	52	2,908	2,895	5,803	82	607	1,008	1,615
22	3,045	2,821	5,866	53	2,749	2,836	5,585	83	457	760	1,217
23	3,108	2,895	6,003	54	2,869	2,861	5,730	84	434	725	1,159
24	3,093	3,079	6,172	55-59	15,248	15,375	30,623	85-89	1,298	2,288	3,586
25-29	15,654	14,519	30,173	55	2,857	2,891	5,748	85	408	648	1,056
25	3,004	2,950	5,954	56	3,089	3,068	6,157	86	360	615	975
26	3,174	2,848	6,022	57	3,100	3,016	6,116	87	217	421	638
27	3,190	2,973	6,163	58	3,140	3,182	6,322	88	185	326	511
28	3,085	2,883	5,968	59	3,062	3,218	6,280	89	128	278	406
29	3,201	2,865	6,066					90+	368	922	1,290

TABLE 9. TOTAL POPULATION BY REGION, DISTRICT AND LOCALITY: 31ST DECEMBER 2006

Region, district and locality	Estimated			Region, district and locality	Estimated		
	Males	Females	Total		Males	Females	Total
MALTA	202613	205197	407810	Western district	28339	28962	57301
Malta	187110	189420	376530	Mdina	123	155	278
Gozo and Comino	15503	15777	31280	Zebbug (Malta)	5678	5674	11352
Southern Harbour district	40374	40683	81057	Siggiewi	3925	4042	7967
Valletta	3080	3233	6313	Attard	5241	5233	10474
Birgu	1406	1302	2708	Balzan	1826	2051	3877
Isla	1539	1527	3066	Dingli	1706	1655	3361
Bormla	2731	2905	5636	Iklin	1661	1579	3240
Zabbar	7498	7255	14753	Lija	1395	1433	2828
Fgura	5692	5640	11332	Rabat (Malta)	5556	5918	11474
Floriana	1060	1151	2211	Mtarfa	1228	1221	2449
Kalkara	1450	1427	2877	Northern district	29050	29036	58086
Luqa	2886	3100	5986	Gharghur	1224	1160	2384
Marsa	2633	2688	5321	Mellieha	3897	3910	7807
Paola	4383	4392	8775	Mgarr	1532	1492	3024
Santa Lucija	1603	1586	3189	Mosta	9301	9577	18878
Tarxien	3781	3842	7623	Naxxar	6087	6039	12126
Xghajra	632	634	1266	San Pawl il-Bahar	7009	6859	13868
Northern Harbour district	59514	60777	120291	Gozo and Comino	15503	15777	31280
Qormi	8282	8281	16563	Rabat (Gozo)	3098	3267	6365
Birkirkara	10986	11069	22055	Fontana	425	434	859
Gzira	3538	3589	7127	Ghajnsielem & Comino	1305	1304	2609
Hamrun	4561	4947	9508	Gharb	588	580	1168
Msida	3799	3896	7695	Ghasri	215	214	429
Pembroke	1478	1480	2958	Kercem	832	845	1677
Pietà	1867	1971	3838	Munxar	533	545	1078
San Giljan	3947	3961	7908	Nadur	2086	2127	4213
San Gwann	6453	6429	12882	Qala	830	809	1639
Santa Venera	3026	3077	6103	San Lawrenz	302	301	603
Sliema	6403	6991	13394	Sannat	874	880	1754
Swieqi	4229	4156	8385	Xaghra	1983	2003	3986
Ta' Xbiex	945	930	1875	Xewkija	1521	1600	3121
South Eastern District	29833	29962	59795	Zebbug (Gozo)	911	869	1780
Zejtun	5669	5715	11384				
Birzebbugia	4332	4301	8633				
Gudja	1430	1490	2920				
GHaxaq	2203	2217	4420				
Kirkop	1121	1085	2206				
Marsascala	4830	4729	9559				
Marsaxlokk	1615	1631	3246				
Mqabba	1510	1534	3044				
Qrendi	1278	1270	2548				
Safi	997	1007	2004				
Zurrieq	4848	4983	9831				

District	Estimated		
	Males	Females	Total
Southern Harbour district	40374	40683	81057
Northern Harbour district	59514	60777	120291
South Eastern District	29833	29962	59795
Western district	28339	28962	57301
Northern district	29050	29036	58086
Gozo and Comino	15503	15777	31280
	202613	205197	407810

CENSUS 2005 PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	175933	8256	29826	15654	56532	41810	19279	4565
	49.4%	51.3%	51.4%	51.9%	50.9%	49.7%	43.9%	36.9%
	100.0%	4.7%	17.0%	8.9%	32.1%	23.8%	11.0%	2.6%
Females	179863	7854	28237	14519	54479	42380	24592	7802
	50.6%	48.7%	48.6%	48.1%	49.1%	50.3%	56.1%	63.1%
	100.0%	4.4%	15.7%	8.1%	30.3%	23.6%	13.7%	4.3%
Total	355796	16121	58063	30173	111011	84190	43871	12367
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.5%	16.3%	8.5%	31.2%	23.7%	12.3%	3.5%

[Count / Column % / Row %]

Worked from: "Demographic Review 2006"; Valletta: National Statistics Office, 2008; Table 5: Total population by sex and single years of age, 31st December 2006: based on the November 2005 Census

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	202613	40374	59514	29833	28339	29050	15503
	49.68	49.81	49.48	49.89	49.46	50.01	49.56
	100.00	19.93	29.37	14.72	13.99	14.34	7.65
Female	205197	40683	60777	29962	28962	29036	15777
	50.32	50.19	50.52	50.11	50.54	49.99	50.44
	100.00	19.83	29.62	14.60	14.11	14.15	7.69
Total	407810	81057	120291	59795	57301	58086	31280
	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	100.00	19.88	29.50	14.66	14.05	14.24	7.67

[Count / Column % / Row %]

Worked from: "Demographic Review 2006"; Valletta: National Statistics Office, 2008; Table 9: Total population by region, district and locality: 31st December 2006

APPENDIX C: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

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 LICENSED

TVM
One TV
Net TV
Smash TV
Education 22
iTV
*UTV **

* *UTV* began transmissions with effect from 1st October 2007.

APPENDIX D: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2007

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2007											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
183/253	Radju Prekursur	2 yrs	19-Feb-05	99.3	2	X	X	X	X	X	X	X	X	X	X	X	X
184/258	Energy FM Radio	2 yrs	24-Mar-05	96.4	3	X	X	X	X	X	X	X	X	X	X	X	X
185/254	Radju Lehen il-Qala	2 yrs	17-Feb-05	106.3	2	X	X	X	X	X	X	X	X	X	X	X	X
186/255	Radju Sokkors	2 yrs	1-Mar-05	95.1	3.5	X	X	X	X	X	X	X	X	X	X	X	X
195/275	BKR Radio 94.5FM	2 yrs	1-Aug-05	94.5	3	X	X	X	X	X	X	X	X	X	X	X	X
197	Radju Valentine Balzan	2 yrs	8-Jul-05	99.2	3	X	X	X	X	X	X	X					
200/279	Radju St Vincent de Paule	2 yrs	25-Jun-05	92.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
203/266	Radju Xeb-er-ras	2 yrs	25-Jul-05	90.8	1	X	X	X	X	X	X	X	X	X	X	X	X
205/281	Big FM	2 yrs	31-Aug-05	107.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
211/292	Power FM	2 yrs	22-Nov-05	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
212/297	Bastjanizi FM	2 yrs	23-Nov-05	95.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
213	Three Cities Radio	2 yrs	6-Nov-05	0.4	0.5	X	X	X	X	X	X	X	X	X	X	X	
214/282	Radju Vilhena	2 yrs	3-Dec-05	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
215/296	Radio Galaxy	2 yrs	14-Dec-05	105.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
216/288	Fantasy Radio	2 yrs	8-Nov-05	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
217	Radju Hal Tarxien	2 yrs	21-Dec-05	99.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
221	Radju Hompesch	2 yrs	20-Mar-06	90.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
232	Christian Light Radio	2 yrs	17-Jun-06	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
233	Lehen il-Belt Victoria	2 yrs	25-Jun-06	104.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
237	Radju Kottoner	2 yrs	29-Jul-06	98.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
245	Radju Sacro Cuor	2 yrs	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
246	Radju Luminaria	2 yrs	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
248	Eden FM Radio	2 yrs	17-Nov-06	107.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X
249	Deejays Radio 956FM	2 yrs	23-Nov-06	95.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X
250	Radju Katidral	2 yrs	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
251	Radju Bambina	2 yrs	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
280	Kiss FM	2 yrs	8-Oct-07	89.3	0.5										X	X	X
244	2007 Circuit Assembly of Jehovah's Witnesses	2 days	6-Jan-07	108.0	0.25	X											
276	2007 District Convention of Jehovah's Witnesses	3 days	7-Sep-07	108	0.25									X			
256	Radju Vizitazzjoni	1 month	15-Mar-07	92.4	0.5			X									
270	Radju Vizitazzjoni	1 month	8-Jul-07	92.4	0.5							X					
294	Radju Vizitazzjoni	1month	9-Dec-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							
283	Radju Lehen il-Guzeppini	1month	6-Dec-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						
284	Lehen il-Karmelitani	23 days	1-Dec-07	101.4	1												X
265	Radju 15 t'Awissu	24 days	23-Jul-07	98.3	0.5							X					
267	Radju Sant'Andrija	7 days	25-Jun-07	88.4	0.5						X						
268	Radju Assunta	19 days	30-Jul-07	98.9	0.5								X				
269	Radju Margerita	30 days	1-Jul-07	96.1	0.5							X					
271	Radju Santa Venera	9 days	21-Jul-07	91.2	0.5							X					
272	Radju Marija Bambina	1 month	16-Aug-07	90.2	0.5								X				
273	Radju Lauretana	1 month	4-Aug-07	96.5	0.5								X				
287	Radju Lauretana	1 month	8-Dec-07	96.5	0.5												X
274	Radju Bartilmew	10 days	17-Aug-07	103.3	0.5								X				
286	Radju Bartilmew	1 month	7-Dec-07	103.3	0.5												X
277	Radju Santa Katarina	15 days	19-Aug-07	90.6	0.5								X				
278	Radju Leonardo	10 days	7-Sep-07	105.2	0.5									X			
285	Radju Marija Assunta	1 month	1-Dec-07	98.9	0.5												X
291	Tal-Gilju FM	1 month	23-Nov-07	95.4	0.5												X
293	Radju Belt Rebbieha	14 days	20-Dec-07	97	0.5												X

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

RADIO AND TELEVISION AUDIENCES
PART 2 – TABLES AND FIGURES
[OCTOBER - DECEMBER 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	811	46	137	56	195	235	106	36
	44.8%	50.5%	50.4%	46.7%	40.6%	45.5%	39.3%	58.1%
	100.0%	5.7%	16.9%	6.9%	24.0%	29.0%	13.1%	4.4%
Females	1000	45	135	64	285	281	164	26
	55.2%	49.5%	49.6%	53.3%	59.4%	54.5%	60.7%	41.9%
	100.0%	4.5%	13.5%	6.4%	28.5%	28.1%	16.4%	2.6%
Total	1811	91	272	120	480	516	270	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%

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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	811	192	234	107	115	101	62
	44.8%	46.8%	46.4%	43.3%	42.4%	43.0%	43.1%
	100.0%	23.7%	28.9%	13.2%	14.2%	12.5%	7.6%
Female	1000	218	270	140	156	134	82
	55.2%	53.2%	53.6%	56.7%	57.6%	57.0%	56.9%
	100.0%	21.8%	27.0%	14.0%	15.6%	13.4%	8.2%
Total	1811	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%

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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	91	17	23	13	18	17	3
	5.0%	4.1%	4.6%	5.3%	6.6%	7.2%	2.1%
	100.0%	18.7%	25.3%	14.3%	19.8%	18.7%	3.3%
15-24	272	58	83	35	43	31	22
	15.0%	14.1%	16.5%	14.2%	15.9%	13.2%	15.3%
	100.0%	21.3%	30.5%	12.9%	15.8%	11.4%	8.1%
25-29	120	31	37	12	18	13	9
	6.6%	7.6%	7.3%	4.9%	6.6%	5.5%	6.3%
	100.0%	25.8%	30.8%	10.0%	15.0%	10.8%	7.5%
30-49	480	99	114	74	72	81	40
	26.5%	24.1%	22.6%	30.0%	26.6%	34.5%	27.8%
	100.0%	20.6%	23.8%	15.4%	15.0%	16.9%	8.3%
50-64	516	119	152	67	85	58	35
	28.5%	29.0%	30.2%	27.1%	31.4%	24.7%	24.3%
	100.0%	23.1%	29.5%	13.0%	16.5%	11.2%	6.8%
65-79	270	65	80	41	29	27	28
	14.9%	15.9%	15.9%	16.6%	10.7%	11.5%	19.4%
	100.0%	24.1%	29.6%	15.2%	10.7%	10.0%	10.4%
80+	62	21	15	5	6	8	7
	3.4%	5.1%	3.0%	2.0%	2.2%	3.4%	4.9%
	100.0%	33.9%	24.2%	8.1%	9.7%	12.9%	11.3%
Total	1811	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	61	22	39		3	1	5	32	18	2
	3.4%	2.7%	3.9%		1.1%	.8%	1.0%	6.2%	6.7%	3.2%
	100.0%	36.1%	63.9%		4.9%	1.6%	8.2%	52.5%	29.5%	3.3%
Radju Parlament/106.6	7	3	4				5	1	1	
	.4%	.4%	.4%				1.0%	.2%	.4%	
	100.0%	42.9%	57.1%				71.4%	14.3%	14.3%	
Magic Radio	59	20	39	1	8	12	26	10	2	
	3.3%	2.5%	3.9%	1.1%	2.9%	10.0%	5.4%	1.9%	.7%	
	100.0%	33.9%	66.1%	1.7%	13.6%	20.3%	44.1%	16.9%	3.4%	
Super One Radio	125	54	71	1	2	1	27	59	32	3
	6.9%	6.7%	7.1%	1.1%	.7%	.8%	5.6%	11.4%	11.9%	4.8%
	100.0%	43.2%	56.8%	.8%	1.6%	.8%	21.6%	47.2%	25.6%	2.4%
Radio 101	55	27	28	1	2	2	8	27	10	5
	3.0%	3.3%	2.8%	1.1%	.7%	1.7%	1.7%	5.2%	3.7%	8.1%
	100.0%	49.1%	50.9%	1.8%	3.6%	3.6%	14.5%	49.1%	18.2%	9.1%
Bay Radio	127	61	66	12	65	20	23	3	4	
	7.0%	7.5%	6.6%	13.2%	23.9%	16.7%	4.8%	.6%	1.5%	
	100.0%	48.0%	52.0%	9.4%	51.2%	15.7%	18.1%	2.4%	3.1%	
Calypso Radio	82	27	55	3	3	2	42	24	8	
	4.5%	3.3%	5.5%	3.3%	1.1%	1.7%	8.8%	4.7%	3.0%	
	100.0%	32.9%	67.1%	3.7%	3.7%	2.4%	51.2%	29.3%	9.8%	
RTK	77	25	52			2	15	31	21	8
	4.3%	3.1%	5.2%			1.7%	3.1%	6.0%	7.8%	12.9%
	100.0%	32.5%	67.5%			2.6%	19.5%	40.3%	27.3%	10.4%
Smash Radio	55	30	25	5	21	4	17	8		
	3.0%	3.7%	2.5%	5.5%	7.7%	3.3%	3.5%	1.6%		
	100.0%	54.5%	45.5%	9.1%	38.2%	7.3%	30.9%	14.5%		
Radju Marija	58	15	43			1	10	24	15	8
	3.2%	1.8%	4.3%			.8%	2.1%	4.7%	5.6%	12.9%
	100.0%	25.9%	74.1%			1.7%	17.2%	41.4%	25.9%	13.8%
Campus FM	16	12	4				6	8	2	
	.9%	1.5%	.4%				1.3%	1.6%	.7%	
	100.0%	75.0%	25.0%				37.5%	50.0%	12.5%	
Capital Radio	38	21	17	1	2	8	24	3		
	2.1%	2.6%	1.7%	1.1%	.7%	6.7%	5.0%	.6%		
	100.0%	55.3%	44.7%	2.6%	5.3%	21.1%	63.2%	7.9%		
XFM	23	18	5	2	5	6	7	3		
	1.3%	2.2%	.5%	2.2%	1.8%	5.0%	1.5%	.6%		
	100.0%	78.3%	21.7%	8.7%	21.7%	26.1%	30.4%	13.0%		
Radju tal- Komunita'	25	8	17		3	1	10	7	3	1
	1.4%	1.0%	1.7%		1.1%	.8%	2.1%	1.4%	1.1%	1.6%
	100.0%	32.0%	68.0%		12.0%	4.0%	40.0%	28.0%	12.0%	4.0%
Foreign Radio Station	9	8	1				5	3		1
	.5%	1.0%	.1%				1.0%	.6%		1.6%
	100.0%	88.9%	11.1%				55.6%	33.3%		11.1%
No particular radio station	96	38	58	1	7	8	23	32	20	5
	5.3%	4.7%	5.8%	1.1%	2.6%	6.7%	4.8%	6.2%	7.4%	8.1%
	100.0%	39.6%	60.4%	1.0%	7.3%	8.3%	24.0%	33.3%	20.8%	5.2%
Do not remember	20	13	7	1	4		6	1	5	3
	1.1%	1.6%	.7%	1.1%	1.5%		1.3%	.2%	1.9%	4.8%
	100.0%	65.0%	35.0%	5.0%	20.0%		30.0%	5.0%	25.0%	15.0%
Do not listen to radio	878	409	469	63	147	52	221	240	129	26
	48.5%	50.4%	46.9%	69.2%	54.0%	43.3%	46.0%	46.5%	47.8%	41.9%
	100.0%	46.6%	53.4%	7.2%	16.7%	5.9%	25.2%	27.3%	14.7%	3.0%
Total	1811	811	1000	91	272	120	480	516	270	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%

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3.2: RADIO LISTENING BY DISTRICT [COUNT OF RESPONDENTS]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	61 3.4% 100.0%	16 3.9% 26.2%	17 3.4% 27.9%	5 2.0% 8.2%	10 3.7% 16.4%	8 3.4% 13.1%	5 3.5% 8.2%
Radju Parlament/106.6	7 .4% 100.0%	1 .2% 14.3%	2 .4% 28.6%	3 1.2% 42.9%	1 .4% 14.3%		
Magic Radio	59 3.3% 100.0%	11 2.7% 18.6%	25 5.0% 42.4%	7 2.8% 11.9%	7 2.6% 11.9%	8 3.4% 13.6%	1 .7% 1.7%
Super One Radio	125 6.9% 100.0%	34 8.3% 27.2%	30 6.0% 24.0%	28 11.3% 22.4%	12 4.4% 9.6%	14 6.0% 11.2%	7 4.9% 5.6%
Radio 101	55 3.0% 100.0%	13 3.2% 23.6%	11 2.2% 20.0%	7 2.8% 12.7%	12 4.4% 21.8%	7 3.0% 12.7%	5 3.5% 9.1%
Bay Radio	127 7.0% 100.0%	26 6.3% 20.5%	41 8.1% 32.3%	10 4.0% 7.9%	22 8.1% 17.3%	23 9.8% 18.1%	5 3.5% 3.9%
Calypso Radio	82 4.5% 100.0%	29 7.1% 35.4%	21 4.2% 25.6%	8 3.2% 9.8%	9 3.3% 11.0%	12 5.1% 14.6%	3 2.1% 3.7%
RTK	77 4.3% 100.0%	12 2.9% 15.6%	21 4.2% 27.3%	11 4.5% 14.3%	11 4.1% 14.3%	11 4.7% 14.3%	11 7.6% 14.3%
Smash Radio	55 3.0% 100.0%	12 2.9% 21.8%	11 2.2% 20.0%	7 2.8% 12.7%	11 4.1% 20.0%	5 2.1% 9.1%	9 6.3% 16.4%
Radju Marija	58 3.2% 100.0%	10 2.4% 17.2%	19 3.8% 32.8%	8 3.2% 13.8%	11 4.1% 19.0%	6 2.6% 10.3%	4 2.8% 6.9%
Campus FM	16 .9% 100.0%	3 .7% 18.8%	6 1.2% 37.5%	1 .4% 6.3%	4 1.5% 25.0%	2 .9% 12.5%	
Capital Radio	38 2.1% 100.0%	6 1.5% 15.8%	13 2.6% 34.2%	4 1.6% 10.5%	5 1.8% 13.2%	6 2.6% 15.8%	4 2.8% 10.5%
XFM	23 1.3% 100.0%	5 1.2% 21.7%	6 1.2% 26.1%	3 1.2% 13.0%	6 2.2% 26.1%	2 .9% 8.7%	1 .7% 4.3%
Radju tal- Komunita'	25 1.4% 100.0%	8 2.0% 32.0%	7 1.4% 28.0%	2 .8% 8.0%	3 1.1% 12.0%	1 .4% 4.0%	4 2.8% 16.0%
Foreign Radio Station	9 .5% 100.0%	4 1.0% 44.4%	2 .4% 22.2%	1 .4% 11.1%		1 .4% 11.1%	1 .7% 11.1%
No particular radio station	96 5.3% 100.0%	19 4.6% 19.8%	30 6.0% 31.3%	13 5.3% 13.5%	13 4.8% 13.5%	12 5.1% 12.5%	9 6.3% 9.4%
Do not remember	20 1.1% 100.0%	2 .5% 10.0%	9 1.8% 45.0%	3 1.2% 15.0%	4 1.5% 20.0%	1 .4% 5.0%	1 .7% 5.0%
Do not listen to radio	878 48.5% 100.0%	199 48.5% 22.7%	233 46.2% 26.5%	126 51.0% 14.4%	130 48.0% 14.8%	116 49.4% 13.2%	74 51.4% 8.4%
Total	1811 100.0% 100.0%	410 100.0% 22.6%	504 100.0% 27.8%	247 100.0% 13.6%	271 100.0% 15.0%	235 100.0% 13.0%	144 100.0% 8.0%

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	9	6	3		1	1	4		2	1
	.5%	.7%	.3%		.4%	.8%	.8%		.7%	1.6%
TVM	100.0%	66.7%	33.3%		11.1%	11.1%	44.4%		22.2%	11.1%
	285	124	161	10	34	17	83	92	39	10
	15.7%	15.3%	16.1%	11.0%	12.5%	14.2%	17.3%	17.8%	14.4%	16.1%
One TV	100.0%	43.5%	56.5%	3.5%	11.9%	6.0%	29.1%	32.3%	13.7%	3.5%
	220	84	136	15	25	10	54	77	35	4
	12.1%	10.4%	13.6%	16.5%	9.2%	8.3%	11.3%	14.9%	13.0%	6.5%
Net TV	100.0%	38.2%	61.8%	6.8%	11.4%	4.5%	24.5%	35.0%	15.9%	1.8%
	129	43	86	4	11	7	32	37	27	11
	7.1%	5.3%	8.6%	4.4%	4.0%	5.8%	6.7%	7.2%	10.0%	17.7%
Smash TV	100.0%	33.3%	66.7%	3.1%	8.5%	5.4%	24.8%	28.7%	20.9%	8.5%
	7	4	3			1	3	1	2	
	.4%	.5%	.3%			.8%	.6%	.2%	.7%	
Education 22	100.0%	57.1%	42.9%			14.3%	42.9%	14.3%	28.6%	
	1	1					1			
	.1%	.1%					.2%			
Rai 1	100.0%	100.0%					100.0%			
	45	14	31	1	3		13	17	10	1
	2.5%	1.7%	3.1%	1.1%	1.1%		2.7%	3.3%	3.7%	1.6%
Rai 2	100.0%	31.1%	68.9%	2.2%	6.7%		28.9%	37.8%	22.2%	2.2%
	15	9	6		1	3	6	3	2	
	.8%	1.1%	.6%		.4%	2.5%	1.3%	.6%	.7%	
Rai 3	100.0%	60.0%	40.0%		6.7%	20.0%	40.0%	20.0%	13.3%	
	4	1	3				1	3		
	.2%	.1%	.3%				.2%	.6%		
Rete 4	100.0%	25.0%	75.0%				25.0%	75.0%		
	27	15	12		4	2	4	9	6	2
	1.5%	1.8%	1.2%		1.5%	1.7%	.8%	1.7%	2.2%	3.2%
Canale 5	100.0%	55.6%	44.4%		14.8%	7.4%	14.8%	33.3%	22.2%	7.4%
	64	17	47	5	10	4	30	12	3	
	3.5%	2.1%	4.7%	5.5%	3.7%	3.3%	6.3%	2.3%	1.1%	
Italia 1	100.0%	26.6%	73.4%	7.8%	15.6%	6.3%	46.9%	18.8%	4.7%	
	78	38	40	19	26	8	18	6		1
	4.3%	4.7%	4.0%	20.9%	9.6%	6.7%	3.8%	1.2%		1.6%
Discovery Channel	100.0%	48.7%	51.3%	24.4%	33.3%	10.3%	23.1%	7.7%		1.3%
	19	14	5	1	1	2	8	5	2	
	1.0%	1.7%	.5%	1.1%	.4%	1.7%	1.7%	1.0%	.7%	
MTV	100.0%	73.7%	26.3%	5.3%	5.3%	10.5%	42.1%	26.3%	10.5%	
	4	3	1		3	1				
	.2%	.4%	.1%		1.1%	.8%				
BBC Prime	100.0%	75.0%	25.0%		75.0%	25.0%				
	14	8	6			1	3	7	3	
	.8%	1.0%	.6%			.8%	.6%	1.4%	1.1%	
BBC World	100.0%	57.1%	42.9%			7.1%	21.4%	50.0%	21.4%	
	4	3	1				1		3	
	.2%	.4%	.1%				.2%		1.1%	
Other TV station	100.0%	75.0%	25.0%				25.0%		75.0%	
	149	78	71	8	33	14	43	31	18	2
	8.2%	9.6%	7.1%	8.8%	12.1%	11.7%	9.0%	6.0%	6.7%	3.2%
No particular station	100.0%	52.3%	47.7%	5.4%	22.1%	9.4%	28.9%	20.8%	12.1%	1.3%
	269	122	147	12	22	8	47	102	64	14
	14.9%	15.0%	14.7%	13.2%	8.1%	6.7%	9.8%	19.8%	23.7%	22.6%
Do not remember	100.0%	45.4%	54.6%	4.5%	8.2%	3.0%	17.5%	37.9%	23.8%	5.2%
	17	8	9		4	1	1	6	5	
	.9%	1.0%	.9%		1.5%	.8%	.2%	1.2%	1.9%	
Do not watch TV	100.0%	47.1%	52.9%		23.5%	5.9%	5.9%	35.3%	29.4%	
	451	219	232	16	94	40	128	108	49	16
	24.9%	27.0%	23.2%	17.6%	34.6%	33.3%	26.7%	20.9%	18.1%	25.8%
	100.0%	48.6%	51.4%	3.5%	20.8%	8.9%	28.4%	23.9%	10.9%	3.5%
Total	1811	811	1000	91	272	120	480	516	270	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%

[Count / Column % / Row %]

TABLE 3.4: TV CHANNEL FOLLOWING BY DISTRICT – COUNT OF RESPONDENTS

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	9 .5% 100.0%		2 .4% 22.2%	2 .8% 22.2%	1 .4% 11.1%	1 .4% 11.1%	3 2.1% 33.3%
TVM	285 15.7% 100.0%	56 13.7% 19.6%	75 14.9% 26.3%	45 18.2% 15.8%	42 15.5% 14.7%	38 16.2% 13.3%	29 20.1% 10.2%
One TV	220 12.1% 100.0%	62 15.1% 28.2%	58 11.5% 26.4%	37 15.0% 16.8%	27 10.0% 12.3%	19 8.1% 8.6%	17 11.8% 7.7%
Net TV	129 7.1% 100.0%	29 7.1% 22.5%	37 7.3% 28.7%	10 4.0% 7.8%	22 8.1% 17.1%	26 11.1% 20.2%	5 3.5% 3.9%
Smash TV	7 .4% 100.0%	2 .5% 28.6%	2 .4% 28.6%	1 .4% 14.3%	1 .4% 14.3%	1 .4% 14.3%	
Education 22	1 .1% 100.0%				1 .4% 100.0%		
Rai 1	45 2.5% 100.0%	7 1.7% 15.6%	20 4.0% 44.4%	8 3.2% 17.8%	3 1.1% 6.7%	3 1.3% 6.7%	4 2.8% 8.9%
Rai 2	15 .8% 100.0%	3 .7% 20.0%	3 .6% 20.0%	3 1.2% 20.0%	3 1.1% 20.0%	2 .9% 13.3%	1 .7% 6.7%
Rai 3	4 .2% 100.0%	2 .5% 50.0%	1 .2% 25.0%		1 .4% 25.0%		
Rete 4	27 1.5% 100.0%	12 2.9% 44.4%	6 1.2% 22.2%	4 1.6% 14.8%	3 1.1% 11.1%	2 .9% 7.4%	
Canale 5	64 3.5% 100.0%	14 3.4% 21.9%	10 2.0% 15.6%	12 4.9% 18.8%	12 4.4% 18.8%	11 4.7% 17.2%	5 3.5% 7.8%
Italia 1	78 4.3% 100.0%	22 5.4% 28.2%	19 3.8% 24.4%	14 5.7% 17.9%	16 5.9% 20.5%	3 1.3% 3.8%	4 2.8% 5.1%
Discovery Channel	19 1.0% 100.0%	4 1.0% 21.1%	5 1.0% 26.3%	1 .4% 5.3%	4 1.5% 21.1%	5 2.1% 26.3%	
MTV	4 .2% 100.0%	1 .2% 25.0%	2 .4% 50.0%		1 .4% 25.0%		
BBC Prime	14 .8% 100.0%	1 .2% 7.1%	6 1.2% 42.9%	2 .8% 14.3%	1 .4% 7.1%	4 1.7% 28.6%	
BBC World	4 .2% 100.0%	1 .2% 25.0%		1 .4% 25.0%		2 .9% 50.0%	
Other TV station	149 8.2% 100.0%	19 4.6% 12.8%	53 10.5% 35.6%	17 6.9% 11.4%	23 8.5% 15.4%	23 9.8% 15.4%	14 9.7% 9.4%
No particular station	269 14.9% 100.0%	56 13.7% 20.8%	84 16.7% 31.2%	43 17.4% 16.0%	34 12.5% 12.6%	30 12.8% 11.2%	22 15.3% 8.2%
Do not remember	17 .9% 100.0%	3 .7% 17.6%	5 1.0% 29.4%	1 .4% 5.9%	3 1.1% 17.6%	4 1.7% 23.5%	1 .7% 5.9%
Do not watch TV	451 24.9% 100.0%	116 28.3% 25.7%	116 23.0% 25.7%	46 18.6% 10.2%	73 26.9% 16.2%	61 26.0% 13.5%	39 27.1% 8.6%
Total	1811 100.0% 100.0%	410 100.0% 22.6%	504 100.0% 27.8%	247 100.0% 13.6%	271 100.0% 15.0%	235 100.0% 13.0%	144 100.0% 8.0%

[Count / Column % / Row %]

TABLE 3.5: 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)	328	143	185	23	53	12	79	87	57	17
	18.1%	17.6%	18.5%	25.3%	19.5%	10.0%	16.5%	16.9%	21.1%	27.4%
	100.0%	43.6%	56.4%	7.0%	16.2%	3.7%	24.1%	26.5%	17.4%	5.2%
Cable (not digital)	885	380	505	45	115	63	212	266	149	35
	48.9%	46.9%	50.5%	49.5%	42.3%	52.5%	44.2%	51.6%	55.2%	56.5%
	100.0%	42.9%	57.1%	5.1%	13.0%	7.1%	24.0%	30.1%	16.8%	4.0%
Satellite	132	68	64	2	22	10	51	40	6	1
	7.3%	8.4%	6.4%	2.2%	8.1%	8.3%	10.6%	7.8%	2.2%	1.6%
	100.0%	51.5%	48.5%	1.5%	16.7%	7.6%	38.6%	30.3%	4.5%	.8%
Internet	1		1	1						
	.1%		.1%	1.1%						
	100.0%		100.0%	100.0%						
Digital Aerial	456	214	242	20	81	34	134	123	56	8
	25.2%	26.4%	24.2%	22.0%	29.8%	28.3%	27.9%	23.8%	20.7%	12.9%
	100.0%	46.9%	53.1%	4.4%	17.8%	7.5%	29.4%	27.0%	12.3%	1.8%
No TV set	9	6	3		1	1	4		2	1
	.5%	.7%	.3%		.4%	.8%	.8%		.7%	1.6%
	100.0%	66.7%	33.3%		11.1%	11.1%	44.4%		22.2%	11.1%
Total	1811	811	1000	91	272	120	480	516	270	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%

[Count / Column % / Row %]

TABLE 3.6: TV-RECEPTION BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	328	76	55	78	62	32	25
	18.1%	18.5%	10.9%	31.6%	22.9%	13.6%	17.4%
	100.0%	23.2%	16.8%	23.8%	18.9%	9.8%	7.6%
Cable (not digital)	885	212	278	87	118	111	79
	48.9%	51.7%	55.2%	35.2%	43.5%	47.2%	54.9%
	100.0%	24.0%	31.4%	9.8%	13.3%	12.5%	8.9%
Satellite	132	28	37	17	21	15	14
	7.3%	6.8%	7.3%	6.9%	7.7%	6.4%	9.7%
	100.0%	21.2%	28.0%	12.9%	15.9%	11.4%	10.6%
Internet	1			1			
	.1%			.4%			
	100.0%			100.0%			
Digital Aerial	456	94	132	62	69	76	23
	25.2%	22.9%	26.2%	25.1%	25.5%	32.3%	16.0%
	100.0%	20.6%	28.9%	13.6%	15.1%	16.7%	5.0%
No TV set	9		2	2	1	1	3
	.5%		.4%	.8%	.4%	.4%	2.1%
	100.0%		22.2%	22.2%	11.1%	11.1%	33.3%
Total	1811	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%

[Count / Column % / Row %]

TABLE 3.7: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM					
		AERIAL (ANALOGUE)	CABLE	SATELLITE	INTERNET	DIGITAL AERIAL	DO NOT HAVE A TV SET
Not applicable	9 .5% 100.0%						9 100.0% 100.0%
TVM	285 15.7% 100.0%	64 19.5% 22.5%	142 16.0% 49.8%	12 9.1% 4.2%		67 14.7% 23.5%	
One TV	220 12.1% 100.0%	45 13.7% 20.5%	120 13.6% 54.5%	10 7.6% 4.5%		45 9.9% 20.5%	
Net TV	129 7.1% 100.0%	17 5.2% 13.2%	85 9.6% 65.9%			27 5.9% 20.9%	
Smash TV	7 .4% 100.0%	2 .6% 28.6%	2 .2% 28.6%	1 .8% 14.3%		2 .4% 28.6%	
Education 22	1 .1% 100.0%					1 .2% 100.0%	
Rai 1	45 2.5% 100.0%	9 2.7% 20.0%	23 2.6% 51.1%	2 1.5% 4.4%		11 2.4% 24.4%	
Rai 2	15 .8% 100.0%	3 .9% 20.0%	7 .8% 46.7%	1 .8% 6.7%		4 .9% 26.7%	
Rai 3	4 .2% 100.0%		3 .3% 75.0%			1 .2% 25.0%	
Rete 4	27 1.5% 100.0%	4 1.2% 14.8%	14 1.6% 51.9%	1 .8% 3.7%		8 1.8% 29.6%	
Canale 5	64 3.5% 100.0%	14 4.3% 21.9%	29 3.3% 45.3%	4 3.0% 6.3%		17 3.7% 26.6%	
Italia 1	78 4.3% 100.0%	20 6.1% 25.6%	39 4.4% 50.0%	6 4.5% 7.7%	1 100.0% 1.3%	12 2.6% 15.4%	
Discovery Channel	19 1.0% 100.0%	1 .3% 5.3%	7 .8% 36.8%	1 .8% 5.3%		10 2.2% 52.6%	
MTV	4 .2% 100.0%		2 .2% 50.0%			2 .4% 50.0%	
BBC Prime	14 .8% 100.0%		3 .3% 21.4%	1 .8% 7.1%		10 2.2% 71.4%	
BBC World	4 .2% 100.0%		3 .3% 75.0%			1 .2% 25.0%	
Other TV station	149 8.2% 100.0%	4 1.2% 2.7%	53 6.0% 35.6%	27 20.5% 18.1%		65 14.3% 43.6%	
No particular station	269 14.9% 100.0%	48 14.6% 17.8%	146 16.5% 54.3%	13 9.8% 4.8%		62 13.6% 23.0%	
Do not remember	17 .9% 100.0%	2 .6% 11.8%	12 1.4% 70.6%	1 .8% 5.9%		2 .4% 11.8%	
Do not watch TV	451 24.9% 100.0%	95 29.0% 21.1%	195 22.0% 43.2%	52 39.4% 11.5%		109 23.9% 24.2%	
Table Total	1811 100.0% 100.0%	328 100.0% 18.1%	885 100.0% 48.9%	132 100.0% 7.3%	1 100.0% .1%	456 100.0% 25.2%	9 100.0% .5%

[Count / Column % / Row %]

TABLE 3.8: 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+
No	1607	744	863	87	259	109	439	437	225	51
	88.7%	91.7%	86.3%	95.6%	95.2%	90.8%	91.5%	84.7%	83.3%	82.3%
	100.0%	46.3%	53.7%	5.4%	16.1%	6.8%	27.3%	27.2%	14.0%	3.2%
Not applicable	9	6	3		1	1	4		2	1
	.5%	.7%	.3%		.4%	.8%	.8%		.7%	1.6%
	100.0%	66.7%	33.3%		11.1%	11.1%	44.4%		22.2%	11.1%
TVM	29	14	15	1	1	1	7	11	7	1
	1.6%	1.7%	1.5%	1.1%	.4%	.8%	1.5%	2.1%	2.6%	1.6%
	100.0%	48.3%	51.7%	3.4%	3.4%	3.4%	24.1%	37.9%	24.1%	3.4%
One TV	38	12	26	1	4		6	21	6	
	2.1%	1.5%	2.6%	1.1%	1.5%		1.3%	4.1%	2.2%	
	100.0%	31.6%	68.4%	2.6%	10.5%		15.8%	55.3%	15.8%	
Net TV	18	5	13	1	2		4	6	4	1
	1.0%	.6%	1.3%	1.1%	.7%		.8%	1.2%	1.5%	1.6%
	100.0%	27.8%	72.2%	5.6%	11.1%		22.2%	33.3%	22.2%	5.6%
Smash TV	51	10	41		4	3	7	18	16	3
	2.8%	1.2%	4.1%		1.5%	2.5%	1.5%	3.5%	5.9%	4.8%
	100.0%	19.6%	80.4%		7.8%	5.9%	13.7%	35.3%	31.4%	5.9%
iTV	34	13	21	1	1	5	10	12	3	2
	1.9%	1.6%	2.1%	1.1%	.4%	4.2%	2.1%	2.3%	1.1%	3.2%
	100.0%	38.2%	61.8%	2.9%	2.9%	14.7%	29.4%	35.3%	8.8%	5.9%
Do not know	25	7	18			1	3	11	7	3
	1.4%	.9%	1.8%			.8%	.6%	2.1%	2.6%	4.8%
	100.0%	28.0%	72.0%			4.0%	12.0%	44.0%	28.0%	12.0%
Total	1811	811	1000	91	272	120	480	516	270	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	3.4%

[Count / Column % / Row %]

TABLE 3.9: TEleshopping by District

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1607	353	445	224	250	212	123
	88.7%	86.1%	88.3%	90.7%	92.3%	90.2%	85.4%
	100.0%	22.0%	27.7%	13.9%	15.6%	13.2%	7.7%
Not applicable	9		2	2	1	1	3
	.5%		.4%	.8%	.4%	.4%	2.1%
	100.0%		22.2%	22.2%	11.1%	11.1%	33.3%
TVM	29	6	9	2	4	3	5
	1.6%	1.5%	1.8%	.8%	1.5%	1.3%	3.5%
	100.0%	20.7%	31.0%	6.9%	13.8%	10.3%	17.2%
One TV	38	14	9	7	1	3	4
	2.1%	3.4%	1.8%	2.8%	.4%	1.3%	2.8%
	100.0%	36.8%	23.7%	18.4%	2.6%	7.9%	10.5%
Net TV	18	5	3		4	4	2
	1.0%	1.2%	.6%		1.5%	1.7%	1.4%
	100.0%	27.8%	16.7%		22.2%	22.2%	11.1%
Smash TV	51	21	11	4	6	3	6
	2.8%	5.1%	2.2%	1.6%	2.2%	1.3%	4.2%
	100.0%	41.2%	21.6%	7.8%	11.8%	5.9%	11.8%
iTV	34	7	13	4	2	7	1
	1.9%	1.7%	2.6%	1.6%	.7%	3.0%	.7%
	100.0%	20.6%	38.2%	11.8%	5.9%	20.6%	2.9%
Do not know	25	4	12	4	3	2	
	1.4%	1.0%	2.4%	1.6%	1.1%	.9%	
	100.0%	16.0%	48.0%	16.0%	12.0%	8.0%	
Total	1811	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%

[Count / Column % / Row %]

TABLE 4.3.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	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100.00
0:30	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100.00
1:00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
1:30	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
2:00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
2:30	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
3:00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
3:30	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
4:00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
4:30	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100.00
5:00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	98.95	100.00
5:30	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	98.26	100.00
6:00	1.05	0.00	0.00	1.05	0.70	0.00	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00	0.00	96.17	100.00
6:30	1.05	0.00	0.00	1.05	0.70	0.35	0.35	0.35	0.35	0.35	0.00	0.35	0.00	0.00	0.00	95.12	100.00
7:00	1.74	0.35	0.00	1.74	1.05	1.39	1.74	1.05	0.35	0.35	0.35	0.00	0.00	1.05	0.00	88.85	100.00
7:30	1.74	0.35	0.00	1.74	1.05	2.44	1.74	1.74	0.35	0.35	0.35	0.35	0.00	1.05	0.00	86.76	100.00
8:00	2.09	0.35	0.00	1.74	1.74	2.79	2.44	2.09	0.00	1.05	0.35	0.70	0.35	1.05	0.00	83.28	100.00
8:30	2.44	0.35	0.00	2.09	1.74	2.09	3.14	2.09	0.00	1.05	0.35	1.05	0.00	1.05	0.00	82.58	100.00
9:00	3.83	0.35	0.70	2.09	1.39	2.79	4.18	1.74	0.35	0.70	0.00	1.05	0.35	1.05	0.00	79.44	100.00
9:30	3.48	0.35	0.00	2.09	1.39	2.09	4.18	1.74	0.35	0.70	0.00	1.05	0.35	1.05	0.00	81.18	100.00
10:00	3.14	0.35	0.00	2.09	1.39	2.09	4.53	2.44	0.35	1.05	0.00	1.74	0.35	0.70	0.00	79.79	100.00
10:30	3.14	0.35	0.00	2.09	1.39	2.09	4.53	2.44	0.35	1.05	0.00	1.39	0.35	0.70	0.00	80.14	100.00
11:00	2.44	0.35	0.70	2.09	1.39	2.09	4.18	2.09	0.35	0.70	0.00	1.05	0.35	0.70	0.00	81.53	100.00
11:30	2.44	0.35	0.70	2.09	1.39	1.74	4.18	2.09	0.35	1.05	0.00	1.05	0.35	0.70	0.00	81.53	100.00
NOON	1.39	0.35	0.70	1.39	1.39	1.39	2.44	1.05	0.35	0.35	0.00	1.05	0.35	0.70	0.00	87.11	100.00
0:30	1.39	0.35	0.70	1.74	1.39	1.05	2.09	1.05	0.35	0.35	0.00	1.05	0.35	0.70	0.00	87.46	100.00
1:00	1.05	0.35	0.35	1.74	1.39	1.74	2.09	1.05	0.35	0.35	0.00	1.05	0.35	0.70	0.00	87.46	100.00
1:30	1.39	0.35	0.35	1.39	1.39	1.39	1.74	1.05	0.35	0.35	0.00	1.05	0.35	0.70	0.00	88.15	100.00
2:00	1.05	0.35	0.35	0.70	1.39	1.05	1.39	1.39	0.35	0.35	0.00	1.05	0.35	0.70	0.00	89.55	100.00
2:30	1.05	0.35	0.35	0.70	1.39	1.05	1.39	1.39	0.35	0.35	0.00	1.05	0.35	0.70	0.00	89.55	100.00
3:00	0.70	0.00	0.00	0.35	1.39	1.05	1.39	1.39	0.70	0.70	0.00	1.05	0.70	0.70	0.00	89.90	100.00
3:30	0.70	0.00	0.00	0.70	1.39	1.05	1.74	1.39	0.70	0.00	0.00	1.05	0.70	0.70	0.35	89.55	100.00
4:00	0.70	0.00	0.70	1.05	1.39	1.05	1.74	0.70	0.35	0.00	0.00	1.05	0.70	0.70	0.35	89.55	100.00
4:30	0.70	0.00	0.70	0.70	1.74	1.05	1.39	1.05	0.35	0.00	0.00	1.05	1.05	0.70	0.35	89.20	100.00
5:00	0.70	0.00	0.35	0.35	2.09	0.70	1.39	1.05	0.35	0.35	0.00	0.35	0.70	0.70	0.35	90.59	100.00
5:30	0.70	0.00	0.35	0.35	1.74	0.70	1.39	1.05	0.35	0.35	0.00	0.35	0.70	0.70	0.00	91.29	100.00
6:00	0.00	0.00	0.35	0.70	1.39	0.35	0.70	0.35	0.70	0.35	0.00	0.00	0.00	0.70	0.00	94.43	100.00
6:30	0.00	0.00	0.35	0.70	1.39	0.70	0.70	0.35	0.70	0.35	0.00	0.00	0.00	1.05	0.00	93.73	100.00
7:00	0.00	0.00	0.70	0.35	1.05	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	1.05	0.00	95.82	100.00
7:30	0.00	0.00	0.35	0.35	1.05	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.70	0.00	96.52	100.00
8:00	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.26	100.00
8:30	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.26	100.00
9:00	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.61	100.00
9:30	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.91	100.00
10:00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.91	100.00
10:30	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.26	100.00
11:00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
11:30	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100.00
average	0.83	0.12	0.22	0.88	0.94	0.78	1.20	0.73	0.21	0.33	0.03	0.46	0.19	0.44	0.03	92.63	
maximum	3.83	0.35	0.70	2.09	2.09	2.79	4.53	2.44	0.70	1.05	0.35	1.74	1.05	1.05	0.35	99.65	
std. dev.	1.09	0.17	0.27	0.69	0.62	0.87	1.46	0.81	0.22	0.34	0.10	0.52	0.27	0.42	0.10	6.76	

TABLE 4.3.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	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
0:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:00	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
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.86	100.00
6:00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	97.73	100.00
6:30	0.00	0.00	0.38	0.38	0.38	1.14	0.00	0.38	0.38	0.38	0.00	0.00	0.38	0.00	0.00	96.21	100.00
7:00	0.76	0.00	0.38	0.38	1.52	0.38	1.14	0.38	0.76	1.52	0.00	0.00	0.38	1.14	0.00	91.29	100.00
7:30	0.76	0.00	0.38	0.76	1.14	0.38	1.14	0.38	0.76	1.52	0.00	0.38	0.38	0.76	0.00	91.29	100.00
8:00	1.14	0.00	0.38	1.14	0.76	0.38	1.52	1.52	1.14	2.27	0.38	1.14	0.76	0.76	0.00	86.74	100.00
8:30	1.52	0.00	0.76	1.52	0.76	0.00	2.27	1.52	1.14	1.89	0.38	0.76	0.38	0.76	0.00	86.36	100.00
9:00	2.27	0.00	0.76	2.27	1.14	0.38	1.89	1.52	1.14	2.65	0.38	0.76	0.38	1.14	0.00	83.33	100.00
9:30	2.27	0.00	0.76	2.27	1.14	0.38	1.52	1.52	1.14	2.27	0.00	0.76	0.38	1.14	0.00	84.47	100.00
10:00	2.27	0.00	0.76	1.89	1.14	1.14	1.89	1.14	0.76	1.89	0.00	0.76	0.38	0.76	0.00	85.23	100.00
10:30	2.27	0.00	0.76	1.89	1.14	1.14	1.89	1.14	0.76	1.89	0.00	0.76	0.38	0.76	0.00	85.23	100.00
11:00	2.27	0.00	0.76	1.52	0.76	1.52	1.89	1.14	1.14	1.14	0.00	0.76	0.38	0.76	0.00	85.98	100.00
11:30	2.27	0.00	0.38	2.27	0.76	0.76	1.89	1.14	1.14	1.14	0.00	0.76	0.38	0.76	0.00	86.36	100.00
NOON	1.14	0.00	0.38	1.52	0.00	0.76	1.14	1.52	0.76	1.89	0.00	0.76	0.38	0.38	0.00	89.39	100.00
0:30	1.14	0.00	0.38	1.89	0.00	0.76	1.14	0.76	0.76	1.52	0.00	0.76	0.38	0.38	0.00	90.15	100.00
1:00	0.76	0.00	0.38	1.14	0.00	0.76	0.76	0.76	0.76	0.76	0.00	0.76	0.38	0.38	0.00	92.42	100.00
1:30	0.76	0.00	0.38	1.14	0.00	0.76	0.38	0.76	0.76	0.76	0.00	0.76	0.38	0.38	0.00	92.80	100.00
2:00	0.76	0.00	0.38	0.76	0.38	0.38	0.00	0.76	0.76	0.76	0.00	1.14	0.38	0.76	0.00	92.80	100.00
2:30	0.76	0.00	0.38	0.38	0.38	0.76	0.00	0.76	1.14	0.76	0.00	1.14	0.38	0.76	0.00	92.42	100.00
3:00	0.76	0.00	0.38	0.76	0.76	0.38	0.38	1.14	0.76	1.89	0.00	1.14	0.38	0.76	0.00	90.53	100.00
3:30	0.76	0.00	0.38	0.76	0.38	0.76	0.00	1.52	0.76	0.38	0.00	1.14	0.38	0.38	0.00	92.42	100.00
4:00	0.76	0.00	0.76	1.14	0.38	0.38	0.38	1.89	0.76	0.38	0.00	0.38	0.76	0.76	0.00	91.29	100.00
4:30	0.76	0.00	1.14	1.14	1.14	0.38	0.38	2.27	0.76	0.38	0.00	0.38	0.38	0.76	0.00	90.15	100.00
5:00	0.76	0.00	0.38	1.14	0.76	1.14	0.00	1.14	0.76	0.38	0.00	0.00	0.76	0.38	0.00	92.42	100.00
5:30	0.76	0.00	0.38	1.14	0.76	1.14	0.00	1.14	0.76	0.38	0.00	0.00	0.76	0.38	0.00	92.42	100.00
6:00	0.38	0.00	1.14	1.14	0.38	0.38	0.76	0.76	0.38	1.52	0.38	0.00	0.00	0.38	0.00	92.42	100.00
6:30	0.38	0.00	0.00	1.14	0.38	0.38	0.76	0.76	0.38	1.89	0.38	0.00	0.00	0.38	0.00	93.18	100.00
7:00	0.38	0.00	0.00	0.38	0.38	0.76	0.76	1.14	0.38	0.76	0.00	0.00	0.00	0.00	0.00	95.08	100.00
7:30	0.38	0.00	0.00	0.76	0.00	0.38	0.76	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	96.59	100.00
8:00	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
8:30	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
9:00	0.38	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.11	100.00
9:30	0.38	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.11	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.48	100.00
10:30	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	0.00	99.24	100.00
11:00	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	0.00	99.24	100.00
11:30	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	0.00	99.24	100.00

Average	0.64	0.00	0.30	0.68	0.43	0.38	0.64	0.65	0.45	0.77	0.04	0.32	0.22	0.33	0.00	94.17
maximum	2.27	0.00	1.14	2.27	1.52	1.52	2.27	2.27	1.14	2.65	0.38	1.14	0.76	1.14	0.00	99.62
std. dev.	0.74	0.00	0.32	0.75	0.41	0.42	0.67	0.62	0.43	0.78	0.12	0.42	0.25	0.38	0.00	5.18

TABLE 4.3.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	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	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	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
5:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.22	100.00
6:00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
6:30	0.00	0.00	0.39	1.17	0.39	0.78	0.39	0.78	0.39	0.00	0.00	0.00	0.00	0.00	0.00	95.72	100.00
7:00	0.39	0.00	1.56	2.72	0.78	1.17	0.78	1.56	0.39	0.78	0.00	1.95	0.39	0.39	0.00	87.16	100.00
7:30	0.78	0.00	2.72	3.89	0.39	1.56	0.39	0.78	1.17	1.56	0.00	1.17	0.39	0.39	0.00	84.82	100.00
8:00	1.17	0.00	2.33	3.89	0.39	1.56	1.17	1.56	1.17	1.17	0.00	1.95	0.39	0.39	0.00	82.88	100.00
8:30	1.17	0.00	1.95	3.89	0.39	2.33	1.56	1.56	1.56	0.78	0.00	1.95	0.39	0.39	0.00	82.10	100.00
9:00	1.95	0.00	2.33	4.67	0.39	1.95	1.56	1.95	0.78	1.17	0.00	2.33	0.00	0.39	0.00	80.54	100.00
9:30	1.95	0.00	2.33	4.28	0.39	1.95	1.17	1.95	0.78	1.17	0.00	2.33	0.00	0.39	0.00	81.32	100.00
10:00	1.95	0.00	2.72	4.28	0.78	1.95	1.56	2.72	0.39	1.17	0.00	1.95	0.00	0.39	0.00	80.16	100.00
10:30	1.95	0.00	2.72	4.67	0.78	1.95	1.17	2.33	0.39	1.17	0.00	1.95	0.00	0.39	0.00	80.54	100.00
11:00	1.95	0.00	1.56	3.50	0.78	1.95	1.17	2.33	0.39	1.17	0.00	1.95	0.00	0.39	0.00	82.88	100.00
11:30	1.56	0.00	1.56	3.50	0.78	1.95	1.17	2.33	0.39	1.17	0.00	1.95	0.00	0.39	0.00	83.27	100.00
NOON	1.56	0.00	0.39	2.33	0.00	1.56	1.17	1.56	0.39	1.17	0.00	1.56	0.00	0.00	0.00	88.33	100.00
0:30	1.17	0.00	0.39	1.95	0.00	1.17	0.78	1.17	0.39	1.17	0.00	1.56	0.00	0.00	0.00	90.27	100.00
1:00	1.17	0.00	0.00	1.17	0.39	0.78	0.78	0.78	0.00	0.78	0.00	1.56	0.00	0.00	0.00	92.61	100.00
1:30	0.78	0.00	0.00	1.17	0.39	0.78	0.78	0.78	0.00	0.78	0.00	1.56	0.00	0.00	0.00	93.00	100.00
2:00	0.00	0.00	0.39	0.78	0.00	0.78	1.17	0.39	0.00	1.17	0.00	1.56	0.00	0.00	0.00	93.77	100.00
2:30	0.00	0.00	0.39	0.39	0.00	0.78	0.78	0.39	0.00	1.17	0.00	1.56	0.00	0.00	0.00	94.55	100.00
3:00	0.00	0.00	0.39	1.17	0.00	0.78	0.78	0.39	0.39	1.56	0.00	1.56	0.00	0.00	0.00	93.00	100.00
3:30	0.00	0.00	0.39	1.17	0.00	0.78	0.78	0.39	0.39	1.17	0.00	1.56	0.00	0.00	0.00	93.39	100.00
4:00	0.39	0.00	0.39	1.17	0.00	0.78	0.78	1.17	0.78	0.78	0.00	1.17	0.00	0.39	0.00	92.22	100.00
4:30	0.39	0.00	0.39	1.17	0.00	0.78	0.78	1.17	0.78	0.78	0.00	0.78	0.00	0.39	0.00	92.61	100.00
5:00	0.39	0.00	0.39	0.78	0.39	1.17	0.78	1.17	0.78	0.39	0.00	0.39	0.00	0.78	0.00	92.61	100.00
5:30	0.39	0.00	0.39	0.78	0.39	1.17	0.78	1.17	0.00	0.39	0.00	0.00	0.00	0.78	0.00	93.77	100.00
6:00	0.78	0.00	0.39	1.56	0.39	1.56	0.78	1.17	0.00	1.17	0.00	0.00	0.00	0.39	0.00	91.83	100.00
6:30	0.39	0.00	0.78	1.56	0.39	0.39	0.78	1.56	0.00	1.17	0.00	0.39	0.00	0.39	0.00	92.22	100.00
7:00	0.39	0.00	0.78	0.39	0.39	0.39	0.39	0.39	0.00	0.78	0.00	0.00	0.00	0.39	0.00	95.72	100.00
7:30	0.39	0.00	1.17	0.00	0.00	0.78	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.39	96.11	100.00
8:00	0.39	0.00	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	97.67	100.00
8:30	0.39	0.00	0.39	0.00	0.00	0.00	0.78	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	97.67	100.00
9:00	0.00	0.00	0.00	0.00	0.00	0.78	0.39	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	97.67	100.00
9:30	0.00	0.00	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	98.44	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.22	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.22	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	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	0.49	0.00	0.64	1.23	0.19	0.72	0.61	0.73	0.24	0.62	0.00	0.72	0.03	0.16	0.01	93.60	
maximum	1.95	0.00	2.72	4.67	0.78	2.33	1.56	2.72	1.56	1.56	0.00	2.33	0.39	0.78	0.39	100.00	
std. dev.	0.67	0.00	0.87	1.54	0.27	0.74	0.47	0.80	0.38	0.51	0.00	0.87	0.11	0.22	0.06	6.56	

TABLE 4.3.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	0.00	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	1.15	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	97.33	100.00
5:30	0.00	0.00	0.00	1.15	0.38	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	96.95	100.00
6:00	0.00	0.00	0.00	1.91	1.15	0.76	1.15	1.53	0.00	0.38	0.00	0.00	0.00	0.00	0.38	92.75	100.00
6:30	0.38	0.00	0.38	1.91	1.15	0.76	1.15	1.91	0.38	0.38	0.00	0.38	0.38	0.00	0.00	90.84	100.00
7:00	0.38	0.00	0.76	2.67	1.91	1.91	0.76	1.53	1.53	0.76	0.38	1.53	0.38	0.38	0.00	85.11	100.00
7:30	0.38	0.00	0.76	2.67	1.15	1.53	0.76	1.53	1.53	0.76	0.38	1.15	0.38	0.38	0.00	86.64	100.00
8:00	0.76	0.76	1.15	3.05	0.76	2.67	1.91	1.53	1.53	1.15	0.00	1.15	0.38	0.38	0.00	82.82	100.00
8:30	0.76	0.38	0.76	3.05	0.76	3.05	1.91	1.53	1.53	1.15	0.00	1.53	0.38	0.38	0.00	82.82	100.00
9:00	0.76	0.00	0.76	2.67	1.91	3.05	2.29	1.53	1.53	1.53	0.00	1.53	0.76	0.38	0.38	80.92	100.00
9:30	0.76	0.00	1.15	3.05	1.91	3.05	2.29	1.53	1.53	1.53	0.00	1.53	0.76	0.38	0.00	80.53	100.00
10:00	1.91	0.00	1.15	3.44	2.29	2.67	1.53	1.91	1.53	1.91	0.00	1.53	1.15	0.76	0.38	77.86	100.00
10:30	2.29	0.00	1.15	3.44	1.91	2.29	1.53	1.53	1.91	1.91	0.00	1.53	0.76	0.76	0.38	78.63	100.00
11:00	1.91	0.00	1.15	3.82	1.91	2.29	1.53	1.91	2.29	1.53	0.00	1.15	0.76	0.76	0.38	78.63	100.00
11:30	1.53	0.00	1.15	4.20	1.53	2.29	1.15	1.91	2.29	1.53	0.00	1.15	0.76	0.76	0.38	79.39	100.00
NOON	1.53	0.38	1.53	3.05	0.38	1.53	0.76	1.53	1.91	1.15	0.00	1.15	0.38	0.76	0.00	83.97	100.00
0:30	0.76	0.38	1.53	3.82	0.38	1.91	0.76	1.15	1.91	0.76	0.00	1.15	0.38	0.38	0.00	84.73	100.00
1:00	0.38	0.38	0.38	2.67	0.00	1.15	0.76	0.76	2.29	0.76	0.00	0.38	0.00	0.38	0.00	89.69	100.00
1:30	0.38	0.00	0.38	1.91	0.00	1.15	0.76	0.76	1.91	0.76	0.00	0.00	0.00	0.38	0.00	91.60	100.00
2:00	0.38	0.00	0.38	1.53	0.00	1.15	1.53	0.76	1.91	0.76	0.00	0.00	0.00	0.38	0.00	91.22	100.00
2:30	0.38	0.00	0.38	1.53	0.00	1.15	1.53	0.76	1.91	0.76	0.00	0.00	0.00	0.38	0.00	91.22	100.00
3:00	0.38	0.00	0.38	1.53	0.38	1.15	0.76	0.76	1.91	1.15	0.00	0.00	0.00	0.38	0.00	91.22	100.00
3:30	0.00	0.00	0.00	1.53	0.38	1.15	0.76	1.15	1.53	0.76	0.00	0.00	0.00	0.38	0.00	92.37	100.00
4:00	0.38	0.00	0.38	1.15	0.76	1.53	0.00	1.53	0.76	1.15	0.00	0.00	0.38	0.76	0.38	90.84	100.00
4:30	0.38	0.00	0.38	1.53	0.76	1.15	0.00	1.53	0.38	0.76	0.00	0.00	0.38	0.76	0.38	91.60	100.00
5:00	0.38	0.00	0.38	1.91	0.76	1.15	0.76	1.15	0.38	0.76	0.00	0.00	0.38	0.76	0.38	90.84	100.00
5:30	0.00	0.00	0.76	1.91	0.76	0.76	0.76	1.53	0.38	0.76	0.00	0.00	0.38	0.76	0.38	90.84	100.00
6:00	0.38	0.00	0.76	1.15	1.53	2.29	1.15	1.53	0.38	0.76	0.00	0.00	0.38	0.76	0.38	88.55	100.00
6:30	0.38	0.00	0.76	1.15	1.15	1.91	1.15	0.76	0.38	0.76	0.00	0.00	0.38	0.76	0.38	90.08	100.00
7:00	0.00	0.00	0.76	1.15	0.76	0.76	0.38	0.76	0.38	0.76	0.38	0.00	0.00	0.38	0.00	93.51	100.00
7:30	0.00	0.00	0.76	0.76	0.76	0.76	0.38	0.76	0.38	0.38	0.38	0.00	0.00	0.38	0.00	94.27	100.00
8:00	0.00	0.00	0.00	0.76	0.00	0.38	0.00	0.76	0.38	0.38	0.00	0.00	0.00	0.38	0.00	96.95	100.00
8:30	0.00	0.00	0.00	0.76	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.33	100.00
9:00	0.00	0.00	0.00	0.76	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.33	100.00
9:30	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.09	100.00
10:00	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	97.71	100.00
10:30	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	97.71	100.00
11:00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.47	100.00
11:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.85	100.00
average	0.37	0.05	0.45	1.46	0.61	1.00	0.68	0.83	0.76	0.64	0.03	0.35	0.21	0.31	0.17	92.09	
maximum	2.29	0.76	1.53	4.20	2.29	3.05	2.29	1.91	2.29	1.91	0.38	1.53	1.15	0.76	0.76	100.00	
std.dev.	0.57	0.15	0.46	1.26	0.68	1.00	0.67	0.68	0.85	0.54	0.11	0.59	0.29	0.30	0.22	7.05	

TABLE 4.3.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	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.00
0:30	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.86	100.00
1:00	0.00	0.00	0.00	0.38	0.38	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	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	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	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:30	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100.00
6:00	0.00	0.00	0.00	0.76	0.38	0.00	1.52	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	96.58	100.00
6:30	0.00	0.00	0.76	1.90	0.38	1.14	2.66	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	92.02	100.00
7:00	0.76	0.00	0.38	3.42	0.76	1.90	3.42	0.38	0.76	0.00	0.38	0.00	0.00	0.76	0.38	86.69	100.00
7:30	0.76	0.00	0.76	3.42	0.76	1.52	3.42	0.38	0.76	0.00	0.76	0.00	0.38	1.14	0.00	85.93	100.00
8:00	0.38	0.00	0.76	3.80	0.38	1.90	3.04	1.14	1.52	0.38	0.38	0.38	0.76	1.14	0.00	84.03	100.00
8:30	0.38	0.38	0.76	3.80	0.38	1.90	2.66	1.52	1.52	0.38	0.00	0.38	0.00	1.14	0.00	84.79	100.00
9:00	0.76	0.76	0.38	3.04	1.14	1.90	3.42	1.52	1.52	0.38	0.38	0.00	0.00	1.14	0.00	83.65	100.00
9:30	1.14	0.76	0.38	2.66	1.14	2.28	3.42	1.52	1.52	0.38	0.38	0.00	0.38	1.14	0.00	82.89	100.00
10:00	1.52	0.76	0.38	3.42	0.76	2.66	4.56	1.52	1.90	0.38	0.00	0.38	0.00	1.14	0.00	80.61	100.00
10:30	1.52	0.38	0.38	3.04	0.76	2.66	4.56	1.90	1.90	0.38	0.00	0.00	0.00	1.14	0.00	81.37	100.00
11:00	1.14	0.38	0.38	3.04	1.14	2.28	4.18	1.90	1.52	0.38	0.38	0.38	0.00	1.14	0.00	81.75	100.00
11:30	1.14	0.38	0.38	3.42	0.76	2.28	4.18	1.52	1.14	0.38	0.38	0.00	0.00	1.14	0.00	82.89	100.00
NOON	0.76	0.00	0.38	2.66	0.00	1.14	3.42	0.38	0.76	0.76	0.38	0.00	0.00	1.14	0.00	88.21	100.00
0:30	0.38	0.00	0.38	4.18	0.00	0.76	3.04	0.00	0.76	0.38	0.38	0.00	0.00	1.14	0.00	88.59	100.00
1:00	0.38	0.00	0.38	3.04	0.00	0.76	2.66	0.00	0.38	0.76	0.38	0.00	0.00	0.76	0.00	90.49	100.00
1:30	0.76	0.00	0.38	1.90	0.00	0.76	2.28	0.00	0.38	0.76	0.38	0.00	0.00	0.76	0.00	91.63	100.00
2:00	0.38	0.00	0.00	2.28	0.00	1.14	2.28	0.00	0.38	0.76	0.38	0.38	0.00	0.38	0.00	91.63	100.00
2:30	0.38	0.00	0.00	2.28	0.00	1.14	2.28	0.00	0.38	0.76	0.38	0.00	0.00	0.38	0.00	92.02	100.00
3:00	1.14	0.38	0.00	1.90	0.38	1.14	1.90	0.00	0.76	0.38	0.38	0.00	0.38	0.38	0.00	90.87	100.00
3:30	1.14	0.38	0.00	1.90	0.38	1.14	1.90	0.38	0.76	0.00	0.38	0.00	0.00	0.38	0.00	91.25	100.00
4:00	0.76	0.00	0.00	1.90	0.38	0.38	2.28	0.76	0.76	0.38	0.38	0.38	0.00	0.38	0.00	91.25	100.00
4:30	0.76	0.00	0.00	1.52	0.76	0.38	2.28	0.76	0.76	0.38	0.00	0.38	0.00	0.38	0.38	91.25	100.00
5:00	0.76	0.00	0.38	1.52	1.52	0.76	2.28	0.38	0.38	0.38	0.00	0.38	0.00	0.38	0.00	90.87	100.00
5:30	0.76	0.00	0.00	1.52	0.76	0.38	2.28	0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.00	91.63	100.00
6:00	0.76	0.00	0.00	1.52	0.76	0.38	0.76	0.76	0.00	0.76	0.76	0.76	0.38	0.38	0.00	92.02	100.00
6:30	0.38	0.00	0.00	1.52	0.38	0.00	0.76	0.76	0.00	0.76	0.00	0.38	0.38	0.38	0.00	94.30	100.00
7:00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.76	0.00	0.38	0.00	0.00	0.38	0.38	0.00	96.96	100.00
7:30	0.00	0.00	0.00	0.76	0.00	0.00	0.76	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.34	100.00
8:00	0.00	0.38	0.76	0.76	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	96.20	100.00
8:30	0.00	0.38	0.00	0.76	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	96.96	100.00
9:00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.10	100.00
9:30	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.10	100.00
10:00	0.00	0.00	0.00	0.38	0.00	0.38	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	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
11:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
11:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
average	0.40	0.11	0.17	1.50	0.39	0.72	1.54	0.41	0.45	0.29	0.16	0.10	0.09	0.44	0.02	93.22	
maximum	1.52	0.76	0.76	4.18	1.52	2.66	4.56	1.90	1.90	0.76	0.76	0.76	0.76	1.14	0.38	100.00	
std. dev.	0.47	0.22	0.26	1.31	0.38	0.84	1.52	0.59	0.59	0.27	0.22	0.18	0.18	0.44	0.09	6.22	

TABLE 4.3.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	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
0:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
1:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
1:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
2:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
2:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
3:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
3:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
4:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	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	0.39	0.00	0.00	0.00	0.00	0.00	99.61	100.00
5:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.22	100.00
6:00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.43	100.00
6:30	0.00	0.00	0.00	1.96	0.00	0.00	0.00	0.78	0.00	0.39	0.00	0.00	0.00	0.00	0.00	96.86	100.00
7:00	0.39	0.00	0.00	3.14	0.78	0.39	0.39	0.78	0.39	0.78	0.00	0.39	0.00	0.00	0.00	92.55	100.00
7:30	0.39	0.00	0.00	3.14	0.78	0.39	0.39	1.18	0.39	0.78	0.00	0.39	0.00	0.00	0.00	92.16	100.00
8:00	0.39	0.39	0.39	2.75	1.18	1.18	1.57	2.35	0.39	0.78	0.00	0.78	0.00	0.39	0.00	87.45	100.00
8:30	0.39	0.39	0.39	2.75	1.18	0.39	1.57	2.35	0.39	0.39	0.00	0.78	0.00	0.39	0.00	88.63	100.00
9:00	0.78	0.39	1.57	4.71	1.18	1.18	3.14	1.96	0.39	0.00	0.39	0.78	0.39	0.39	0.00	82.75	100.00
9:30	0.78	0.39	1.57	4.71	1.18	1.57	3.14	2.75	0.39	0.00	0.39	0.78	0.39	0.39	0.00	81.57	100.00
10:00	1.18	0.39	1.57	5.49	1.57	1.57	3.14	2.35	0.78	0.39	0.39	0.78	0.39	0.39	0.00	79.61	100.00
10:30	1.18	0.39	1.57	5.10	1.57	1.96	3.14	2.35	1.18	0.39	0.39	0.78	0.39	0.39	0.00	79.22	100.00
11:00	1.18	0.39	0.78	5.49	1.57	0.78	1.96	2.35	1.18	0.39	0.39	1.18	0.39	0.00	0.00	81.96	100.00
11:30	1.18	0.39	0.78	5.88	1.57	0.78	1.96	2.75	0.78	0.39	0.39	1.18	0.39	0.00	0.00	81.57	100.00
NOON	0.39	0.39	1.18	3.92	1.96	1.18	0.39	1.96	0.39	0.39	0.00	0.78	0.39	0.00	0.00	86.67	100.00
0:30	0.39	0.39	0.78	3.53	0.78	1.18	0.39	1.18	0.39	0.39	0.00	0.78	0.39	0.00	0.00	89.41	100.00
1:00	0.78	0.39	1.18	3.53	0.00	1.18	0.00	1.18	0.00	0.00	0.00	1.18	0.39	0.00	0.00	90.20	100.00
1:30	0.78	0.39	1.18	3.53	0.00	0.78	0.00	1.18	0.00	0.00	0.00	0.78	0.39	0.00	0.00	90.98	100.00
2:00	0.78	0.39	0.78	2.35	0.00	1.18	0.00	1.18	0.00	0.00	0.00	0.78	0.39	0.00	0.00	92.16	100.00
2:30	0.78	0.39	0.78	2.35	0.00	1.57	0.00	1.18	0.39	0.39	0.00	0.78	0.39	0.00	0.00	90.98	100.00
3:00	0.78	0.39	0.39	1.96	0.00	1.18	0.00	1.18	0.00	0.39	0.39	0.78	0.00	0.00	0.00	92.55	100.00
3:30	0.78	0.39	0.39	1.96	0.00	0.78	0.39	1.18	0.00	0.39	0.39	0.78	0.00	0.00	0.00	92.55	100.00
4:00	0.78	0.39	0.39	1.57	0.39	1.18	0.39	1.18	0.39	0.39	0.39	0.78	0.00	0.00	0.00	91.76	100.00
4:30	0.39	0.39	0.39	1.57	0.39	0.78	0.39	1.18	0.39	0.39	0.39	0.78	0.00	0.00	0.00	92.55	100.00
5:00	0.78	0.00	0.00	1.96	0.39	0.39	0.39	1.18	0.78	0.39	0.00	0.39	0.00	0.00	0.00	93.33	100.00
5:30	0.78	0.00	0.00	1.96	0.39	0.39	0.39	1.18	0.39	0.39	0.00	0.39	0.00	0.00	0.00	93.73	100.00
6:00	0.78	0.00	0.00	1.18	0.39	0.39	0.00	1.18	0.00	0.39	0.00	0.39	0.00	0.00	0.00	95.29	100.00
6:30	0.39	0.00	0.00	1.18	0.39	1.18	0.00	1.18	0.00	0.39	0.00	0.39	0.00	0.00	0.00	94.90	100.00
7:00	0.39	0.00	0.00	0.39	0.00	0.39	0.00	1.57	0.00	0.78	0.00	0.00	0.00	0.00	0.00	96.47	100.00
7:30	0.39	0.00	0.00	0.39	0.00	0.39	0.00	1.57	0.00	0.78	0.00	0.00	0.00	0.00	0.00	96.47	100.00
8:00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	1.18	0.00	0.78	0.00	0.00	0.00	0.00	0.00	97.65	100.00
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.43	100.00
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.82	100.00
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.82	100.00
10:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	98.82	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	99.22	100.00
11:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
11:30	0.39	0.00	0.39	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	100.00
Average	0.39	0.15	0.34	1.74	0.37	0.51	0.48	1.00	0.20	0.27	0.08	0.37	0.11	0.05	0.00	93.93	
maximum	1.18	0.39	1.57	5.88	1.96	1.96	3.14	2.75	1.18	0.78	0.39	1.18	0.39	0.39	0.00	100.00	
std. dev.	0.40	0.19	0.52	1.77	0.57	0.57	0.95	0.84	0.31	0.27	0.16	0.41	0.18	0.13	0.00	6.21	

TABLE 4.3.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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	99.24	100.00
6:00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.00	97.71	100.00
6:30	0.38	0.00	0.00	1.15	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.38	0.00	96.56	100.00
7:00	0.38	0.00	0.00	1.53	0.38	0.38	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	96.18	100.00
7:30	0.76	0.00	0.00	1.91	0.38	0.38	0.00	0.38	0.38	0.38	0.00	0.76	0.00	0.00	0.00	94.66	100.00
8:00	1.15	0.00	0.00	1.53	0.76	1.15	0.38	1.15	0.76	0.76	0.00	0.38	0.00	0.00	0.00	91.98	100.00
8:30	0.76	0.00	0.38	1.53	0.76	1.15	1.53	0.76	0.76	0.76	0.00	0.38	0.00	0.00	0.00	91.22	100.00
9:00	1.15	0.00	0.76	1.53	0.76	0.76	1.91	0.76	1.15	0.76	0.00	0.00	0.38	1.15	0.00	88.93	100.00
9:30	1.15	0.00	0.76	1.53	0.76	0.76	1.91	0.76	1.15	0.76	0.00	0.00	0.00	1.15	0.00	89.31	100.00
10:00	1.53	0.00	0.38	1.91	0.76	1.91	1.91	0.38	1.15	0.76	0.00	0.00	0.00	0.38	0.00	88.93	100.00
10:30	1.53	0.00	0.38	1.91	1.15	1.53	1.91	0.38	1.15	0.76	0.00	0.00	0.00	0.38	0.00	88.93	100.00
11:00	1.53	0.00	0.38	2.29	1.15	2.29	0.76	0.38	0.76	0.76	0.38	0.00	0.00	0.76	0.00	88.55	100.00
11:30	1.53	0.00	0.38	2.67	1.15	2.29	0.38	0.38	0.76	0.76	0.38	0.00	0.00	0.76	0.00	88.55	100.00
NOON	1.15	0.00	0.38	1.53	0.38	1.53	0.38	0.00	0.76	0.76	0.00	0.00	0.00	0.76	0.00	92.37	100.00
0:30	0.38	0.00	0.38	1.53	0.00	1.53	0.38	0.00	0.76	0.38	0.00	0.00	0.00	0.76	0.00	93.89	100.00
1:00	0.38	0.00	0.76	0.76	0.00	1.53	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	94.66	100.00
1:30	0.38	0.00	0.76	0.76	0.00	1.53	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	94.66	100.00
2:00	0.38	0.00	1.53	0.76	0.00	0.76	0.76	0.38	0.76	0.00	0.00	0.00	0.00	0.76	0.38	93.51	100.00
2:30	0.38	0.00	1.53	0.76	0.00	0.76	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.76	0.38	94.27	100.00
3:00	0.38	0.00	1.15	0.76	0.38	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.76	94.27	100.00
3:30	0.38	0.00	1.15	0.76	0.00	0.76	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.76	0.76	94.27	100.00
4:00	0.00	0.00	0.76	0.76	0.00	0.38	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.76	95.80	100.00
4:30	0.00	0.00	0.38	1.15	0.00	0.38	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.76	95.80	100.00
5:00	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	97.71	100.00
5:30	0.00	0.00	0.00	0.76	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	97.71	100.00
6:00	0.00	0.00	0.76	0.76	0.00	1.15	0.00	0.00	1.15	1.15	0.38	0.00	0.00	0.00	0.00	94.66	100.00
6:30	0.00	0.00	0.38	0.38	0.00	0.76	0.00	0.00	1.15	1.15	0.00	0.00	0.00	0.00	0.00	96.18	100.00
7:00	0.00	0.00	0.38	0.38	0.00	1.53	0.00	0.38	0.76	1.15	0.00	0.00	0.00	0.00	0.00	95.42	100.00
7:30	0.00	0.00	0.38	0.76	0.00	1.15	0.00	0.00	0.76	0.00	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	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.71	100.00
8:30	0.00	0.00	0.38	0.76	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.09	100.00
9:00	0.00	0.00	0.38	0.76	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
9:30	0.00	0.00	0.38	0.76	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
10:00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	98.47	100.00
10:30	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	98.47	100.00
11:00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
11:30	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
average	0.33	0.00	0.37	0.84	0.20	0.64	0.30	0.14	0.47	0.30	0.04	0.10	0.01	0.22	0.08	95.96	
maximum	1.53	0.00	1.53	2.67	1.15	2.29	1.91	1.15	1.15	1.15	0.38	0.76	0.38	1.15	0.76	99.62	
std.dev.	0.50	0.00	0.40	0.66	0.35	0.65	0.58	0.27	0.42	0.37	0.12	0.19	0.06	0.35	0.22	3.57	

TABLE 4.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	Radju Malta	Radju Parliament /106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Radio Stations	Foreign Radio Station	None	TOTAL
MIDNIGHT	0.00	0.00	0.05	0.16	0.11	0.00	0.05	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.51	100.00
0:30	0.00	0.00	0.11	0.16	0.11	0.00	0.05	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.46	100.00
1:00	0.00	0.00	0.00	0.16	0.11	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:30	0.00	0.00	0.00	0.11	0.11	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.68	100.00
2:00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
2:30	0.00	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.78	100.00
3:00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
3:30	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
4:00	0.00	0.00	0.00	0.11	0.11	0.05	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.68	100.00
4:30	0.00	0.00	0.00	0.05	0.05	0.05	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.78	100.00
5:00	0.00	0.00	0.05	0.32	0.11	0.00	0.05	0.05	0.00	0.16	0.00	0.05	0.00	0.00	0.05	99.14	100.00
5:30	0.00	0.00	0.05	0.49	0.22	0.00	0.11	0.11	0.00	0.22	0.00	0.11	0.00	0.00	0.05	98.65	100.00
6:00	0.16	0.00	0.11	0.81	0.49	0.16	0.38	0.49	0.16	0.22	0.00	0.11	0.05	0.05	0.05	96.76	100.00
6:30	0.27	0.00	0.27	1.35	0.49	0.59	0.65	0.59	0.38	0.22	0.00	0.16	0.16	0.05	0.05	94.76	100.00
7:00	0.70	0.05	0.43	2.22	1.03	1.08	1.19	0.81	0.65	0.65	0.16	0.59	0.16	0.54	0.05	89.68	100.00
7:30	0.81	0.05	0.65	2.49	0.81	1.19	1.14	0.92	0.76	0.76	0.22	0.59	0.22	0.54	0.00	88.86	100.00
8:00	1.03	0.22	0.70	2.54	0.86	1.68	1.73	1.62	0.92	1.08	0.16	0.92	0.38	0.59	0.00	85.57	100.00
8:30	1.08	0.22	0.70	2.65	0.86	1.57	2.11	1.62	0.97	0.92	0.11	0.97	0.16	0.59	0.00	85.46	100.00
9:00	1.68	0.22	1.03	2.97	1.14	1.73	2.65	1.57	0.97	1.03	0.16	0.92	0.32	0.81	0.05	82.76	100.00
9:30	1.68	0.22	0.97	2.92	1.14	1.73	2.54	1.68	0.97	0.97	0.11	0.92	0.32	0.81	0.00	83.03	100.00
10:00	1.95	0.22	0.97	3.19	1.24	2.00	2.76	1.78	0.97	1.08	0.05	1.03	0.32	0.65	0.05	81.73	100.00
10:30	2.00	0.16	0.97	3.14	1.24	1.95	2.70	1.73	1.08	1.08	0.05	0.92	0.27	0.65	0.05	82.00	100.00
11:00	1.78	0.16	0.81	3.08	1.24	1.89	2.27	1.73	1.08	0.86	0.16	0.92	0.27	0.65	0.05	83.03	100.00
11:30	1.68	0.16	0.76	3.41	1.14	1.73	2.16	1.73	0.97	0.92	0.16	0.86	0.27	0.65	0.05	83.35	100.00
NOON	1.14	0.16	0.70	2.32	0.59	1.30	1.41	1.14	0.76	0.92	0.05	0.76	0.22	0.54	0.00	88.00	100.00
0:30	0.81	0.16	0.65	2.65	0.38	1.19	1.24	0.76	0.76	0.70	0.05	0.76	0.22	0.49	0.00	89.19	100.00
1:00	0.70	0.16	0.49	2.00	0.27	1.14	1.14	0.65	0.65	0.49	0.05	0.70	0.16	0.38	0.00	91.03	100.00
1:30	0.76	0.11	0.49	1.68	0.27	1.03	0.97	0.65	0.59	0.49	0.05	0.59	0.16	0.38	0.00	91.78	100.00
2:00	0.54	0.11	0.54	1.30	0.27	0.92	1.03	0.70	0.59	0.54	0.05	0.70	0.16	0.43	0.05	92.05	100.00
2:30	0.54	0.11	0.54	1.19	0.27	1.03	0.86	0.70	0.70	0.59	0.05	0.65	0.16	0.43	0.05	92.11	100.00
3:00	0.59	0.11	0.38	1.19	0.49	0.92	0.76	0.70	0.76	0.86	0.11	0.65	0.22	0.43	0.11	91.73	100.00
3:30	0.54	0.11	0.32	1.24	0.38	0.92	0.81	0.86	0.70	0.38	0.11	0.70	0.16	0.38	0.16	92.22	100.00
4:00	0.54	0.05	0.49	1.24	0.49	0.81	0.86	1.03	0.65	0.43	0.11	0.59	0.27	0.43	0.22	91.78	100.00
4:30	0.49	0.05	0.49	1.24	0.70	0.70	0.81	1.14	0.59	0.38	0.05	0.54	0.27	0.43	0.27	91.84	100.00
5:00	0.54	0.00	0.27	1.19	0.86	0.86	0.81	0.86	0.54	0.38	0.00	0.27	0.27	0.43	0.11	92.59	100.00
5:30	0.49	0.00	0.27	1.19	0.70	0.76	0.81	0.92	0.38	0.38	0.05	0.22	0.32	0.43	0.05	93.03	100.00
6:00	0.43	0.00	0.49	1.14	0.70	0.92	0.59	0.81	0.38	0.86	0.22	0.16	0.11	0.38	0.05	92.76	100.00
6:30	0.27	0.00	0.32	1.08	0.59	0.76	0.59	0.76	0.38	0.92	0.05	0.16	0.11	0.43	0.05	93.51	100.00
7:00	0.16	0.00	0.38	0.54	0.38	0.54	0.27	0.76	0.27	0.70	0.05	0.00	0.05	0.32	0.00	95.57	100.00
7:30	0.16	0.00	0.38	0.54	0.27	0.54	0.32	0.43	0.27	0.32	0.05	0.00	0.05	0.27	0.05	96.32	100.00
8:00	0.11	0.05	0.32	0.38	0.16	0.27	0.27	0.38	0.11	0.27	0.00	0.00	0.00	0.11	0.00	97.57	100.00
8:30	0.11	0.05	0.11	0.38	0.16	0.22	0.32	0.38	0.05	0.22	0.00	0.00	0.00	0.11	0.00	97.89	100.00
9:00	0.05	0.00	0.11	0.32	0.11	0.27	0.27	0.27	0.00	0.32	0.00	0.00	0.00	0.05	0.05	98.16	100.00
9:30	0.05	0.00	0.11	0.27	0.11	0.16	0.32	0.22	0.00	0.38	0.00	0.00	0.00	0.05	0.05	98.27	100.00
10:00	0.00	0.00	0.11	0.32	0.16	0.11	0.16	0.11	0.00	0.27	0.05	0.00	0.05	0.00	0.11	98.54	100.00
10:30	0.00	0.00	0.11	0.27	0.16	0.00	0.22	0.05	0.00	0.16	0.05	0.00	0.05	0.00	0.11	98.81	100.00
11:00	0.05	0.00	0.11	0.16	0.16	0.00	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	99.30	100.00
11:30	0.05	0.00	0.11	0.16	0.16	0.00	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	99.30	100.00
average	0.50	0.06	0.35	1.18	0.45	0.68	0.79	0.64	0.40	0.46	0.05	0.34	0.12	0.28	0.05	93.64	
maximum	2.00	0.22	1.03	3.41	1.24	2.00	2.76	1.78	1.08	1.08	0.22	1.03	0.38	0.81	0.27	99.78	
std.dev.	0.59	0.08	0.31	1.07	0.38	0.65	0.83	0.59	0.39	0.35	0.06	0.38	0.12	0.26	0.06	5.85	

TABLE 5.3.A: TV AUDIENCES – MONDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	1.39	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.21	100.00
0:30	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.56	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100.00
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100.00
6:00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100.00
6:30	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100.00
7:00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.26	100.00
7:30	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.61	100.00
8:00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
8:30	0.35	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
9:00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
9:30	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
10:00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
10:30	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
11:00	0.00	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.91	100.00
11:30	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.26	100.00
NOON	0.00	1.39	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.56	100.00
12:30	0.00	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.91	100.00
1:00	0.00	1.39	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.56	100.00
1:30	0.00	1.39	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	97.21	100.00
2:00	0.00	1.74	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.52	100.00
2:30	0.00	1.39	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.86	100.00
3:00	0.00	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.00	0.35	96.52	100.00
3:30	0.35	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.00	0.35	96.17	100.00
4:00	0.00	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	1.05	0.00	0.00	0.35	0.00	0.70	94.77	100.00
4:30	0.00	2.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	1.05	0.00	0.00	0.35	0.00	0.70	94.43	100.00
5:00	0.35	2.09	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.39	0.00	0.00	0.35	0.00	0.70	94.43	100.00
5:30	0.70	2.09	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.35	0.00	0.70	94.43	100.00
6:00	2.09	2.44	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.39	91.99	100.00
6:30	2.44	3.14	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.05	90.59	100.00
7:00	3.83	4.18	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.39	0.35	0.00	0.00	0.00	1.05	86.76	100.00
7:30	4.53	6.27	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.39	0.35	0.00	0.00	0.00	1.05	85.02	100.00
7:45	3.83	6.27	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.70	86.06	100.00
8:00	6.62	6.97	3.14	0.00	0.00	0.35	0.00	0.00	0.00	1.05	0.70	0.35	0.00	0.00	0.00	1.74	79.09	100.00
8:30	6.27	8.01	7.32	0.35	0.00	0.35	0.70	0.00	0.70	1.39	0.35	0.35	0.00	0.00	0.00	1.74	72.47	100.00
9:00	5.92	7.32	7.32	0.00	0.00	1.39	0.70	0.00	0.70	1.74	0.70	0.00	0.00	0.00	0.00	2.44	71.78	100.00
9:30	4.18	5.23	2.79	0.00	0.00	1.39	0.70	0.00	0.35	1.05	1.39	0.00	0.00	0.00	0.00	2.44	80.49	100.00
10:00	2.44	3.48	1.74	0.00	0.00	1.05	0.70	0.35	0.35	0.35	1.39	0.35	0.00	0.00	0.00	2.09	85.71	100.00
10:30	1.74	2.44	1.05	0.00	0.00	1.05	0.00	0.35	0.35	0.35	1.39	0.70	0.00	0.00	0.00	1.39	89.20	100.00
11:00	1.39	1.74	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00	0.00	1.05	92.33	100.00
11:30	1.74	1.39	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	93.73	100.00
average	1.10	1.80	0.73	0.02	0.00	0.15	0.06	0.03	0.05	0.31	0.60	0.09	0.01	0.03	0.00	0.59	94.45	
maximum	6.62	8.01	7.32	0.35	0.00	1.39	0.70	0.35	0.70	1.74	1.39	0.70	0.35	0.35	0.00	2.44	99.65	
std. dev.	1.80	2.11	1.55	0.08	0.00	0.35	0.19	0.10	0.16	0.44	0.38	0.20	0.05	0.10	0.00	0.64	6.89	

TABLE 5.3.B: TV AUDIENCES – TUESDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.76	98.11	100.00
0:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.00
1:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
2:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
3:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
5:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
6:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
6:30	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100.00
7:00	0.76	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.11	100.00
7:30	0.76	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.11	100.00
8:00	0.38	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	0.00	0.00	98.86	100.00
8:30	0.38	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
9:00	0.38	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100.00
9:30	0.38	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	0.00	0.38	98.48	100.00
10:00	0.38	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	97.35	100.00
10:30	0.38	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	0.00	1.14	97.73	100.00
11:00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	98.11	100.00
11:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	98.11	100.00
NOON	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.48	100.00
12:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.48	100.00
1:00	0.38	1.14	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	97.73	100.00
1:30	0.38	1.14	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	97.73	100.00
2:00	0.38	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	96.97	100.00
2:30	0.38	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	96.59	100.00
3:00	0.76	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.38	95.83	100.00
3:30	0.76	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.38	95.83	100.00
4:00	0.38	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	1.14	0.00	0.00	0.38	0.00	0.38	95.83	100.00
4:30	0.38	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	1.14	0.00	0.00	0.38	0.00	0.38	95.45	100.00
5:00	0.38	0.76	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	1.52	0.00	0.00	0.38	0.00	0.38	95.45	100.00
5:30	0.38	0.76	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	1.52	0.00	0.00	0.38	0.00	0.38	95.45	100.00
6:00	1.14	1.14	0.38	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.38	94.70	100.00
6:30	2.65	1.52	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	0.38	93.56	100.00
7:00	5.30	2.27	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	90.91	100.00
7:30	4.92	5.30	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	87.88	100.00
7:45	3.79	4.92	1.14	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	89.02	100.00
8:00	8.71	7.95	1.52	0.00	0.00	0.38	0.00	0.38	0.38	0.76	0.38	0.38	0.00	0.38	0.00	3.41	75.38	100.00
8:30	8.71	17.05	1.89	0.00	0.00	0.76	0.00	0.76	0.00	0.76	0.38	0.38	0.00	0.38	0.00	4.17	64.77	100.00
9:00	6.82	16.29	1.52	0.00	0.00	0.76	0.38	0.76	0.76	1.89	1.14	0.38	0.00	0.38	0.00	5.30	63.64	100.00
9:30	3.41	11.36	1.14	0.00	0.00	0.76	0.38	0.38	0.76	1.89	1.52	0.38	0.00	0.38	0.00	5.30	72.35	100.00
10:00	1.52	6.06	0.38	0.00	0.00	1.14	0.38	0.00	0.38	1.52	1.14	0.38	0.00	0.38	0.00	4.17	82.58	100.00
10:30	0.38	5.30	0.38	0.00	0.00	0.76	0.76	0.00	0.38	1.52	1.14	0.00	0.00	0.38	0.00	2.65	86.36	100.00
11:00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	97.35	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	98.48	100.00
average	1.18	2.19	0.26	0.00	0.00	0.15	0.08	0.05	0.09	0.27	0.26	0.05	0.00	0.10	0.00	0.83	94.50	
maximum	8.71	17.05	1.89	0.00	0.00	1.14	0.76	0.76	0.76	1.89	1.52	0.38	0.00	0.38	0.00	5.30	99.62	
std. dev.	2.16	3.73	0.45	0.00	0.00	0.28	0.17	0.17	0.20	0.51	0.49	0.13	0.00	0.17	0.00	1.35	8.61	

TABLE 5.3.C: TV AUDIENCES – WEDNESDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
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	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	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	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	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	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	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	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	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	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	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	0.00	100.00	100.00
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
7:00	0.78	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.83	100.00
7:30	0.39	0.00	0.39	0.00	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	100.00
8:00	0.78	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.44	100.00
8:30	0.78	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.05	100.00
9:00	0.78	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.44	100.00
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	0.00	0.00	0.39	98.83	100.00
10:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
10:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
11:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
11:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
NOON	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.83	100.00
12:30	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.83	100.00
1:00	1.17	0.00	1.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	96.89	100.00
1:30	0.78	0.00	1.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	97.28	100.00
2:00	0.78	0.39	1.56	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	1.17	94.94	100.00
2:30	0.78	1.17	1.17	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	1.17	94.16	100.00
3:00	0.39	1.56	1.17	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.17	94.94	100.00
3:30	0.39	1.56	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.17	94.94	100.00
4:00	0.39	0.39	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.39	0.78	0.00	0.00	0.00	0.00	0.78	95.72	100.00
4:30	0.39	0.39	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.78	0.00	0.00	0.00	0.00	1.17	96.11	100.00
5:00	0.39	0.78	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.39	1.17	0.00	0.00	0.00	0.00	0.78	95.72	100.00
5:30	0.78	1.17	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.78	0.00	0.00	0.00	0.00	1.56	94.55	100.00
6:00	1.56	1.56	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.78	0.78	0.00	0.00	0.39	0.00	0.78	92.61	100.00
6:30	3.50	1.17	1.56	0.00	0.00	0.78	0.00	0.00	0.00	1.17	0.39	0.00	0.00	0.39	0.00	0.78	90.27	100.00
7:00	6.23	1.95	1.56	0.00	0.00	1.17	0.00	0.00	0.00	1.17	1.17	0.00	0.00	0.39	0.00	1.17	85.21	100.00
7:30	6.61	4.28	1.95	0.00	0.00	1.17	0.00	0.00	0.00	1.17	0.78	0.00	0.00	0.39	0.00	1.56	82.10	100.00
7:45	6.23	3.50	2.33	0.00	0.00	1.17	0.00	0.00	0.00	1.17	0.78	0.00	0.00	0.39	0.00	1.56	82.88	100.00
8:00	8.17	3.89	2.72	0.00	0.00	1.17	0.39	0.00	0.39	0.78	1.56	0.78	0.00	0.39	0.00	3.89	75.88	100.00
8:30	5.06	3.50	5.45	0.78	0.00	3.11	0.39	0.00	1.17	1.17	1.95	0.39	0.00	0.39	0.00	5.06	71.60	100.00
9:00	4.28	4.67	5.84	0.78	0.00	3.11	1.95	0.00	1.17	1.95	2.72	0.39	0.00	0.39	0.39	6.61	65.76	100.00
9:30	3.89	4.67	3.89	0.39	0.00	3.11	1.95	0.00	1.17	2.33	3.50	0.39	0.00	0.39	0.00	6.23	68.09	100.00
10:00	0.78	1.95	0.78	0.00	0.00	3.11	1.17	0.00	0.39	1.56	3.50	0.00	0.00	0.00	0.00	5.06	81.71	100.00
10:30	0.78	1.95	0.78	0.00	0.00	2.33	1.17	0.00	0.39	0.39	2.33	0.00	0.00	0.00	0.00	3.89	85.99	100.00
11:00	0.39	1.17	0.39	0.00	0.00	1.17	0.78	0.00	0.00	0.39	2.33	0.00	0.00	0.00	0.00	1.56	91.83	100.00
11:30	0.00	1.17	0.39	0.00	0.00	0.78	0.78	0.00	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.78	94.16	100.00
average	1.23	0.89	0.81	0.04	0.00	0.56	0.17	0.00	0.10	0.33	0.56	0.07	0.00	0.09	0.01	1.07	94.08	
maximum	8.17	4.67	5.84	0.78	0.00	3.11	1.95	0.00	1.17	2.33	3.50	0.78	0.00	0.39	0.39	6.61	100.00	
std. dev.	2.03	1.37	1.30	0.16	0.00	0.92	0.46	0.00	0.29	0.57	0.96	0.17	0.00	0.16	0.06	1.65	8.78	

TABLE 5.3.D: TV AUDIENCES – THURSDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.47	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.00
2:00	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	0.00	99.24	100.00
2:30	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	0.00	99.24	100.00
3:00	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	0.00	99.24	100.00
3:30	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	0.00	99.24	100.00
4:00	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	0.00	99.24	100.00
4:30	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	0.00	99.24	100.00
5:00	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	0.00	99.24	100.00
5:30	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	0.00	99.24	100.00
6:00	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	0.00	99.24	100.00
6:30	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	0.00	99.24	100.00
7:00	0.38	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.09	100.00
7:30	0.38	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.09	100.00
8:00	0.38	0.38	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	98.47	100.00
8:30	0.38	0.76	0.38	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	97.71	100.00
9:00	0.38	0.76	0.38	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	97.71	100.00
9:30	0.38	0.76	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	98.09	100.00
10:00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
10:30	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
11:00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.47	100.00
11:30	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.47	100.00
NOON	0.00	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
12:30	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
1:00	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.33	100.00
1:30	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.33	100.00
2:00	0.38	0.76	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	97.33	100.00
2:30	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.95	100.00
3:00	0.00	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	97.71	100.00
3:30	0.00	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	97.71	100.00
4:00	0.00	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.38	96.56	100.00
4:30	0.00	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.38	96.56	100.00
5:00	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.38	96.18	100.00
5:30	0.38	0.76	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	97.33	100.00
6:00	0.76	1.15	0.76	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	96.18	100.00
6:30	1.91	1.15	2.67	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	93.13	100.00
7:00	3.05	1.15	3.05	0.00	0.00	1.91	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.00	0.00	0.00	89.31	100.00
7:30	3.05	1.91	2.67	0.00	0.00	1.91	0.00	0.00	0.00	0.00	1.91	0.38	0.00	0.00	0.00	0.76	87.40	100.00
7:45	2.67	1.91	3.82	0.00	0.00	1.91	0.00	0.00	0.00	0.00	1.91	0.38	0.00	0.00	0.00	0.76	86.64	100.00
8:00	5.34	3.05	3.44	0.00	0.00	1.91	0.38	0.00	0.38	0.38	2.67	0.38	0.38	0.38	0.76	4.20	76.34	100.00
8:30	5.34	6.87	3.82	0.00	0.00	1.53	0.38	0.00	1.53	1.91	1.91	0.00	0.38	0.38	0.76	4.58	70.61	100.00
9:00	4.96	7.63	3.44	0.00	0.00	2.29	0.76	0.00	1.53	1.53	1.91	0.38	0.38	0.00	0.76	5.73	68.70	100.00
9:30	3.44	4.96	2.67	0.00	0.00	1.91	0.76	0.00	0.38	1.15	2.29	0.38	0.38	0.00	0.76	5.73	75.19	100.00
10:00	2.67	2.67	1.91	0.00	0.00	1.15	0.38	0.00	0.00	1.15	2.67	0.00	0.00	0.38	0.76	5.34	80.92	100.00
10:30	1.15	2.29	1.91	0.00	0.00	1.15	0.38	0.00	0.00	1.15	2.67	0.00	0.00	0.00	0.38	3.05	85.88	100.00
11:00	0.38	0.76	0.38	0.00	0.00	0.76	0.38	0.00	0.00	0.76	1.91	0.00	0.00	0.00	0.00	2.29	92.37	100.00
11:30	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	1.91	0.00	0.00	0.00	0.00	2.29	93.89	100.00
average	0.81	1.12	0.72	0.00	0.00	0.81	0.08	0.00	0.08	0.26	0.54	0.05	0.05	0.04	0.09	0.78	94.59	
maximum	5.34	7.63	3.82	0.00	0.00	2.29	0.76	0.00	1.53	1.91	2.67	0.38	0.38	0.38	0.76	5.73	99.24	
std. dev.	1.46	1.58	1.19	0.00	0.00	0.50	0.19	0.00	0.31	0.44	0.88	0.13	0.13	0.12	0.24	1.62	7.76	

TABLE 5.3.E: TV AUDIENCES – FRIDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.10	100.00
0:30	0.00	0.76	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	98.48	100.00
1:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	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	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	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	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	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	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	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	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	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	0.00	100.00	100.00
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.00
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.00
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100.00
8:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.86	100.00
9:00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.48	100.00
9:30	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.48	100.00
10:00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.10	100.00
10:30	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.10	100.00
11:00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.48	100.00
11:30	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.10	100.00
NOON	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
12:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
1:00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
1:30	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
2:00	0.00	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	96.96	100.00
2:30	0.00	1.14	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.76	96.96	100.00
3:00	0.00	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.38	1.14	0.00	0.00	0.38	0.00	0.00	0.76	95.44	100.00
3:30	0.00	1.52	0.38	0.00	0.00	0.00	0.00	0.00	0.38	1.14	0.00	0.00	0.38	0.00	0.00	0.76	95.44	100.00
4:00	0.00	1.14	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.38	0.00	0.76	96.20	100.00
4:30	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	1.14	96.58	100.00
5:00	0.76	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	1.52	96.58	100.00
5:30	0.76	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	96.96	100.00
6:00	2.66	1.14	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	93.92	100.00
6:30	4.56	1.14	1.52	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	0.00	1.14	90.49	100.00
7:00	6.46	2.28	1.52	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.38	0.00	0.38	0.00	1.90	85.93	100.00
7:30	5.32	3.80	1.52	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.38	0.00	0.38	0.00	2.28	84.79	100.00
7:45	4.56	3.42	1.52	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.38	0.00	0.38	0.00	2.28	86.31	100.00
8:00	9.13	3.80	1.52	0.00	0.00	0.00	0.00	0.00	0.76	0.76	0.76	0.76	0.00	0.38	0.00	2.66	79.47	100.00
8:30	19.39	5.32	0.76	0.00	0.00	0.00	0.00	0.00	1.52	0.76	0.38	0.76	0.00	0.38	0.00	3.04	67.68	100.00
9:00	17.87	4.94	0.00	0.00	0.38	0.76	0.00	0.00	2.28	0.76	1.14	0.76	0.00	0.38	0.00	2.66	68.06	100.00
9:30	19.39	3.80	0.00	0.00	0.38	1.14	0.00	0.00	2.28	0.76	0.76	0.38	0.00	0.38	0.00	3.04	67.68	100.00
10:00	14.07	3.80	0.00	0.38	0.00	1.14	0.00	0.00	1.90	0.38	0.38	0.00	0.00	0.38	0.00	1.90	75.67	100.00
10:30	9.13	2.66	0.00	0.38	0.00	1.14	0.00	0.00	1.52	0.38	0.38	0.00	0.00	0.38	0.00	1.14	82.89	100.00
11:00	3.42	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.14	93.92	100.00
11:30	1.14	0.00	0.00	0.00	0.00	1.14	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.14	95.82	100.00
average	2.46	1.07	0.31	0.02	0.02	0.13	0.00	0.00	0.29	0.22	0.17	0.08	0.02	0.13	0.00	0.75	94.34	
maximum	19.39	5.32	1.52	0.38	0.38	1.14	0.00	0.00	2.28	1.14	1.14	0.76	0.38	0.38	0.00	3.04	100.00	
std. dev.	5.15	1.43	0.47	0.09	0.08	0.34	0.00	0.00	0.59	0.32	0.29	0.21	0.08	0.18	0.00	0.89	8.87	

TABLE 5.3.F: TV AUDIENCES – SATURDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.78	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.04	100.00
0:30	0.78	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.04	100.00
1:00	0.78	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100.00
1:30	0.78	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.43	100.00
2:00	0.39	0.39	0.00	0.00	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	100.00
2:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
3:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
3:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
4:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
4:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
5:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
5:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
6:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
6:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
7:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
7:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100.00
8:00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.43	100.00
8:30	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.82	100.00
9:00	0.39	0.78	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	96.86	100.00
9:30	0.39	0.78	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	97.25	100.00
10:00	0.39	1.18	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	96.86	100.00
10:30	0.39	1.18	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	96.47	100.00
11:00	0.78	1.18	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	96.08	100.00
11:30	0.78	1.18	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	96.08	100.00
NOON	0.78	0.39	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	97.25	100.00
12:30	0.39	0.39	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	97.25	100.00
1:00	0.78	0.39	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	96.86	100.00
1:30	1.18	0.39	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	96.08	100.00
2:00	1.57	0.78	2.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	93.33	100.00
2:30	1.18	0.78	2.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	93.73	100.00
3:00	1.96	0.78	2.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.35	92.16	100.00
3:30	1.57	0.78	2.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57	93.33	100.00
4:00	1.96	1.96	3.14	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	2.75	89.41	100.00
4:30	1.57	1.96	3.14	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	2.75	89.80	100.00
5:00	1.96	1.96	2.75	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.39	0.00	0.00	0.00	0.00	2.75	89.02	100.00
5:30	1.96	2.35	2.75	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.39	0.00	0.00	0.00	0.00	2.75	88.63	100.00
6:00	2.35	2.35	2.35	0.00	0.00	0.39	0.39	0.00	0.00	0.78	0.39	0.00	0.00	0.78	0.00	2.35	87.84	100.00
6:30	2.35	2.35	1.96	0.00	0.00	0.39	0.39	0.00	0.39	0.78	0.39	0.00	0.00	0.78	0.00	1.96	88.24	100.00
7:00	1.96	2.35	1.96	0.00	0.00	0.00	0.00	0.00	0.39	1.18	0.00	0.00	0.00	0.39	0.00	1.96	89.80	100.00
7:30	1.96	4.31	1.96	0.00	0.00	0.00	0.00	0.00	0.39	1.18	0.00	0.00	0.00	0.39	0.00	1.57	88.24	100.00
7:45	1.18	3.53	2.35	0.00	0.00	0.00	0.00	0.00	0.39	1.18	0.00	0.00	0.00	0.39	0.00	1.18	89.80	100.00
8:00	3.14	6.27	3.14	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.78	0.00	0.00	0.39	0.00	0.78	84.31	100.00
8:30	3.53	7.06	5.49	0.00	0.00	0.00	0.00	0.39	0.39	1.57	0.78	0.00	0.00	0.78	0.00	1.18	78.82	100.00
9:00	3.92	8.24	6.27	0.39	0.00	0.39	0.00	0.39	0.39	2.35	1.96	0.39	0.00	0.78	0.00	1.96	72.55	100.00
9:30	3.53	8.24	5.88	0.39	0.00	0.39	0.00	0.39	0.39	2.75	1.96	0.39	0.00	0.78	0.00	1.96	72.94	100.00
10:00	3.14	6.27	5.49	0.00	0.00	0.00	0.00	0.39	0.39	1.96	1.57	0.39	0.00	0.39	0.39	2.35	77.25	100.00
10:30	2.75	5.49	4.71	0.00	0.00	0.00	0.00	0.39	0.39	1.96	1.57	0.78	0.00	0.39	0.39	1.57	79.61	100.00
11:00	2.35	1.96	1.57	0.00	0.00	0.00	0.00	0.39	0.00	1.57	0.39	0.39	0.00	0.39	0.39	0.39	90.20	100.00
11:30	1.18	0.78	0.78	0.00	0.00	0.00	0.00	0.39	0.00	1.57	0.39	0.39	0.00	0.00	0.39	0.00	94.12	100.00
average	1.17	1.74	1.64	0.02	0.00	0.06	0.02	0.06	0.07	0.49	0.22	0.08	0.00	0.14	0.03	0.90	93.36	
maximum	3.92	8.24	6.27	0.39	0.00	0.39	0.39	0.39	0.39	2.75	1.96	0.78	0.00	0.78	0.39	2.75	99.61	
std.dev.	1.11	2.17	1.72	0.08	0.00	0.15	0.08	0.14	0.15	0.75	0.51	0.18	0.00	0.26	0.11	0.93	7.22	

TABLE 5.3.G: TV AUDIENCES – SUNDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MNGHT	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.38	0.00	0.00	0.00	0.00	98.09	100.00
0:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	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	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	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	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	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	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	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	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	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	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	0.00	100.00	100.00
6:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
6:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.00
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	0.00	0.00	0.00	99.24	100.00
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	0.00	0.00	0.00	99.24	100.00
8:00	0.38	0.00	0.38	0.00	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
8:30	0.76	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.00
9:00	0.76	1.53	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	96.95	100.00
9:30	1.15	1.53	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	96.56	100.00
10:00	1.15	2.29	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	95.42	100.00
10:30	1.15	1.91	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	95.80	100.00
11:00	0.76	2.29	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	95.80	100.00
11:30	0.76	2.29	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	95.80	100.00
NOON	1.15	2.67	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.76	93.89	100.00
12:30	1.15	2.67	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.76	94.27	100.00
1:00	1.15	3.05	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.76	0.00	0.00	0.00	0.76	92.75	100.00
1:30	0.76	3.44	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.76	0.00	0.00	0.00	0.76	92.75	100.00
2:00	0.38	3.44	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.76	0.38	0.76	0.00	0.00	0.00	1.53	91.60	100.00
2:30	0.38	3.44	0.38	0.00	0.00	0.76	0.38	0.00	0.38	0.76	0.76	0.76	0.00	0.00	0.00	1.91	90.08	100.00
3:00	0.38	3.44	0.38	0.00	0.00	0.76	0.76	0.00	0.38	1.15	1.53	0.76	0.00	0.00	0.00	1.91	88.55	100.00
3:30	0.38	3.44	0.38	0.00	0.00	0.76	0.76	0.00	0.38	1.15	1.53	0.76	0.00	0.00	0.00	2.29	88.17	100.00
4:00	0.38	4.58	1.15	0.00	0.00	0.76	0.76	0.00	0.38	0.76	1.91	0.38	0.00	0.38	0.00	2.29	86.26	100.00
4:30	0.38	4.20	1.15	0.00	0.00	0.76	0.76	0.00	0.38	0.76	1.53	0.38	0.00	0.38	0.00	2.29	87.02	100.00
5:00	0.38	3.82	1.53	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	1.53	91.22	100.00
5:30	0.38	3.82	1.53	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	1.53	91.22	100.00
6:00	0.76	4.20	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.00	0.00	0.38	0.00	0.76	91.22	100.00
6:30	0.76	4.96	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.00	0.00	0.38	0.00	0.38	90.84	100.00
7:00	1.15	5.73	1.53	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.38	89.69	100.00
7:30	1.91	7.25	1.15	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.38	87.40	100.00
7:45	1.53	7.25	1.91	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.38	87.02	100.00
8:00	7.63	6.11	2.67	0.00	0.00	0.38	0.00	0.00	0.38	0.38	1.15	0.38	0.00	0.38	0.00	2.29	78.24	100.00
8:30	12.98	6.11	2.67	0.00	0.00	0.38	0.00	0.00	0.38	1.15	1.15	0.38	0.00	0.38	0.00	1.91	72.52	100.00
9:00	12.21	4.58	1.91	0.00	0.00	0.76	0.00	0.00	0.76	1.91	1.91	0.76	0.00	0.38	0.00	3.44	71.37	100.00
9:30	7.63	3.44	2.67	0.00	0.00	1.15	0.00	0.00	0.76	2.29	1.91	0.76	0.00	0.38	0.00	3.82	75.19	100.00
10:00	1.53	1.53	1.53	0.00	0.00	1.53	0.00	0.00	0.76	2.29	1.53	0.76	0.00	0.00	0.00	3.05	85.50	100.00
10:30	0.38	1.53	1.15	0.00	0.00	1.53	0.00	0.00	0.76	1.91	1.53	0.76	0.00	0.00	0.00	0.76	89.69	100.00
11:00	0.00	0.76	0.76	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.76	0.00	0.00	0.00	0.00	0.76	95.42	100.00
11:30	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.38	96.95	100.00

average	1.28	2.26	0.69	0.00	0.00	0.24	0.07	0.00	0.21	0.41	0.51	0.20	0.00	0.10	0.00	0.82	93.22	
maximum	12.98	7.25	2.67	0.00	0.00	1.53	0.76	0.00	0.76	2.29	1.91	0.76	0.00	0.38	0.00	3.82	100.00	
std.dev.	2.80	2.14	0.75	0.00	0.00	0.40	0.22	0.00	0.25	0.63	0.63	0.31	0.00	0.17	0.00	1.01	7.34	

TABLE 5.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station	NONE	TOTAL
MIDNIGHT	0.32	0.32	0.05	0.00	0.00	0.22	0.00	0.00	0.00	0.11	0.32	0.11	0.00	0.00	0.00	0.27	98.27	100.00
0:30	0.27	0.27	0.05	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.22	0.05	0.00	0.00	0.00	0.22	98.76	100.00
1:00	0.11	0.16	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	99.41	100.00
1:30	0.11	0.11	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	99.46	100.00
2:00	0.05	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	99.62	100.00
2:30	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	99.68	100.00
3:00	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
3:30	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
4:00	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
4:30	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
5:00	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
5:30	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100.00
6:00	0.05	0.16	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.62	100.00
6:30	0.22	0.16	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	99.41	100.00
7:00	0.38	0.43	0.05	0.00	0.00	0.11	0.00	0.00	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.16	98.70	100.00
7:30	0.27	0.43	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.11	98.81	100.00
8:00	0.38	0.32	0.22	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.22	98.70	100.00
8:30	0.43	0.54	0.32	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.22	98.32	100.00
9:00	0.43	0.86	0.38	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.32	97.78	100.00
9:30	0.49	0.76	0.32	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.27	97.95	100.00
10:00	0.38	0.97	0.32	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.54	97.68	100.00
10:30	0.38	0.86	0.38	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.54	97.73	100.00
11:00	0.32	0.92	0.32	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.54	97.73	100.00
11:30	0.32	0.86	0.27	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.54	97.73	100.00
NOON	0.38	0.86	0.32	0.00	0.00	0.11	0.00	0.00	0.05	0.05	0.11	0.05	0.00	0.00	0.00	0.32	97.73	100.00
12:30	0.32	0.76	0.32	0.00	0.00	0.11	0.00	0.00	0.05	0.11	0.11	0.05	0.00	0.00	0.00	0.32	97.84	100.00
1:00	0.54	1.24	0.54	0.00	0.00	0.16	0.00	0.00	0.05	0.16	0.05	0.16	0.00	0.00	0.00	0.27	96.81	100.00
1:30	0.49	1.30	0.54	0.00	0.00	0.16	0.00	0.00	0.05	0.16	0.05	0.16	0.05	0.00	0.00	0.32	96.70	100.00
2:00	0.49	1.46	0.86	0.00	0.00	0.16	0.00	0.00	0.11	0.32	0.11	0.16	0.00	0.05	0.00	0.86	95.41	100.00
2:30	0.43	1.51	0.81	0.00	0.00	0.27	0.05	0.00	0.11	0.38	0.16	0.16	0.00	0.05	0.00	0.97	95.08	100.00
3:00	0.49	1.62	0.76	0.00	0.00	0.22	0.11	0.00	0.11	0.65	0.32	0.11	0.11	0.05	0.00	0.97	94.49	100.00
3:30	0.49	1.62	0.70	0.00	0.00	0.27	0.11	0.00	0.11	0.65	0.32	0.11	0.11	0.05	0.00	0.92	94.54	100.00
4:00	0.43	1.84	0.81	0.00	0.00	0.27	0.11	0.00	0.11	0.65	0.76	0.05	0.05	0.22	0.00	1.14	93.57	100.00
4:30	0.38	1.78	0.76	0.00	0.00	0.22	0.11	0.00	0.16	0.59	0.70	0.05	0.00	0.27	0.00	1.24	93.73	100.00
5:00	0.65	1.57	0.81	0.00	0.00	0.16	0.05	0.00	0.11	0.38	0.76	0.00	0.00	0.27	0.00	1.14	94.11	100.00
5:30	0.76	1.62	0.86	0.00	0.00	0.16	0.05	0.00	0.11	0.32	0.65	0.00	0.00	0.22	0.00	1.14	94.11	100.00
6:00	1.62	2.00	0.97	0.00	0.00	0.32	0.11	0.00	0.11	0.38	0.59	0.00	0.00	0.32	0.00	0.92	92.65	100.00
6:30	2.59	2.22	1.51	0.00	0.00	0.32	0.05	0.00	0.22	0.43	0.54	0.00	0.00	0.27	0.00	0.81	91.03	100.00
7:00	4.00	2.86	1.73	0.00	0.00	0.49	0.00	0.00	0.16	0.43	0.70	0.16	0.00	0.22	0.00	1.03	88.22	100.00
7:30	4.05	4.76	1.57	0.00	0.00	0.54	0.00	0.00	0.16	0.43	0.81	0.16	0.00	0.22	0.00	1.19	86.11	100.00
7:45	3.41	4.43	2.05	0.00	0.00	0.54	0.00	0.00	0.16	0.43	0.70	0.16	0.00	0.22	0.00	1.08	86.81	100.00
8:00	6.97	5.46	2.59	0.00	0.00	0.59	0.11	0.05	0.32	0.76	1.14	0.43	0.05	0.32	0.11	2.70	78.38	100.00
8:30	8.76	7.73	3.95	0.16	0.00	0.86	0.22	0.16	0.81	1.24	0.97	0.32	0.05	0.38	0.11	3.08	71.19	100.00
9:00	8.00	7.68	3.78	0.16	0.05	1.35	0.54	0.16	1.08	1.73	1.62	0.43	0.05	0.32	0.16	4.00	68.86	100.00
9:30	6.49	5.95	2.70	0.11	0.05	1.41	0.54	0.11	0.86	1.73	1.89	0.38	0.05	0.32	0.11	4.05	73.24	100.00
10:00	3.73	3.68	1.68	0.05	0.00	1.30	0.38	0.11	0.59	1.30	1.73	0.27	0.00	0.22	0.16	3.41	81.41	100.00
10:30	2.32	3.08	1.41	0.05	0.00	1.14	0.32	0.11	0.54	1.08	1.57	0.32	0.00	0.16	0.11	2.05	85.73	100.00
11:00	1.14	1.03	0.59	0.05	0.00	0.49	0.22	0.11	0.00	0.76	0.81	0.16	0.00	0.11	0.05	1.14	93.35	100.00
11:30	0.65	0.65	0.38	0.05	0.00	0.32	0.22	0.11	0.00	0.49	0.76	0.16	0.00	0.05	0.05	0.81	95.30	100.00
average	1.32	1.59	0.73	0.01	0.00	0.30	0.07	0.02	0.13	0.32	0.41	0.09	0.01	0.09	0.02	0.82	94.08	
maximum	8.76	7.73	3.95	0.16	0.05	1.41	0.54	0.16	1.08	1.73	1.89	0.43	0.11	0.38	0.16	4.05	99.73	
std.dev.	2.17	1.91	0.94	0.04	0.01	0.34	0.13	0.04	0.24	0.45	0.50	0.12	0.03	0.12	0.04	1.02	7.71	

