



**RADIO AND TELEVISION AUDIENCES
MALTA
JANUARY – MARCH 2008**

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

MAY 2008

**PUBLISHED IN 2008 BY THE
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>**

CONTENTS

	Page
List of Tables	v
List of Figures	vi
Preface	vii
1. Methodology and Sample Collection	1
1.1 The accuracy of the Sample	2
1.2 General and Local Councils Elections	2
2. Sample Profile	3
3. Listening and Viewing Patterns	4
3.1 Radio Listening	4
3.1.1 Radio Listening by Gender and by Age Group	5
3.1.2 Radio Listening by District	6
3.2 Radio Listening by Broadcasting Station	6
3.2.1 Radio Listening by Broadcasting Station – By Gender	7
3.2.2 Radio Listening by Broadcasting Station – By Age Group	8
3.2.3 Radio Listening by Broadcasting Station – By District	9
3.3 TV Viewing	12
3.3.1 TV Viewing by Gender and by Age Group	12
3.3.2 TV Viewing by District	13
3.4 TV Viewing by Broadcasting Station	14
3.4.1 TV Viewing by Broadcasting Station – By Gender	15
3.4.2 TV Viewing by Broadcasting Station – By Age Group	16
3.4.3 TV Viewing by Broadcasting Station – By District	17
3.5 TV Reception Platform	20
3.5.1 TV Reception Platform by District	22
3.5.2 TV Reception Platform by Broadcasting Station	23
3.6 Teleshopping	24
4. Radio Audiences	28
4.1 Weekdays-Average Audience Share	28
4.2 Weekdays Peak Audiences	30
4.3 Daily Audience Share	31
4.4 Radio Audience share	34
5. TV Audiences	35
5.1 Weekdays-Average Audience Share	35
5.2 Weekdays Peak Audiences	37
5.3 Daily Audience Share	38
5.4 TV Audience Share	41
6. Radio & TV Consumption	42
6.1 Daily Hours of Radio Consumption	42
6.2 Daily Hours of TV Consumption	43
7. Broadcasting Station Analysis by Weekday and by Month	44
7.1 Radio Consumption by Station	44
7.2 Local TV Consumption by Station	50
Appendices	
A. Questionnaire	57
B. Population of the Maltese Archipelago	59
C. Nationwide Licensed Broadcasting Stations	62
D. List of Community Radio Station Licences issued during 2007	63
E. Demographic Locations	64
Part Two	65
List of Tables	67

LIST OF TABLES

LIST OF TABLES

	Page	
Table 1.1	Survey Response Rate	1
Table 1.2	Comparison between Sample and Population Groups	2
Table 2.1	Sample Profile by Age, Gender and District	3
Table 3.1	Radio Listening by Quarters: Oct-Dec 2006 to Jan-Mar 2008	4
Table 3.2	Radio Listening by Gender and by Age Group	5
Table 3.3	Radio Listening by District	6
Table 3.4	Radio Listening by Broadcasting Station – October-December 2006 and January-March 2008	7
Table 3.5	Radio Listening by Broadcasting Station – By Gender	7
Table 3.6	Radio Listening by Broadcasting Station – By Age Group	9
Table 3.7	Radio Listening by Broadcasting Station – By District	9
Table 3.8	TV Viewing By Quarters: Oct-Dec 2006 – Oct-Dec 2006 to Jan-Mar 2008	12
Table 3.9	TV Viewing by Gender and by Age Group	13
Table 3.10	TV Viewing by District	14
Table 3.11	TV Viewing by Broadcasting Station – October-December 2007 and January-March 2008	14
Table 3.12	TV Viewing by Broadcasting Station – By Gender	15
Table 3.13	TV Viewing by Broadcasting Station – By Age Group	16
Table 3.14	TV Viewing by Broadcasting Station – By District	18
Table 3.15	TV Reception System by Quarter – Jan-Mar 2007 to Jan-Mar 2008	20
Table 3.16	TV Reception Platform By District – Oct-Dec 2007 and Jan-Mar 2007	22
Table 3.17	TV Reception Platform by Broadcasting Station	23
Table 3.18	Teleshopping by Broadcasting Station – By Gender and by Age Group	26
Table 3.19	Teleshopping by Broadcasting station – By District	27
Table 4.1	Radio Weekday-Average Audience Share	28
Table 4.2	Radio Weekday Peak Audiences	30
Table 4.3	Radio Total Daily Average Audience	34
Table 5.1	TV Weekly-Average Audience Share	35
Table 5.2	TV Weekday Peak Audiences	37
Table 5.3	TV Total Daily Average Audience	41
Table 6.1	Radio Daily Consumption by Hours by Station	42
Table 6.2	TV Daily Consumption by Hours by Station	43
Table 7.1	Radio Consumption by Station – By Weekday and by Month	44
Table 7.2	TV Consumption by Station – By Weekday and by Month	50

LIST OF FIGURES

	Page
Fig. 2.1	Sample Profile by Age, Gender and District
Fig. 3.1	Radio Listening By Quarters – Oct-Dec 2006 to Jan-Mar 2008
Fig. 3.2	Radio Listening by Broadcasting Station –October-December 2007 and January-March 2008
Fig. 3.3	Radio Listening by Broadcasting Station – By Gender
Fig. 3.4	Radio Listening by Broadcasting Station – By Age Group
Fig. 3.5	Radio Listening by Broadcasting Station – By District
Fig. 3.6	TV Viewing by Quarter: Oct-Dec 2006 – Oct-Dec 2007
Fig. 3.7	TV Viewing by Broadcasting Station – October-December 2007 and January-March 2008
Fig. 3.8	TV Viewing by Broadcasting Station – By Gender
Fig. 3.9	TV Viewing by Broadcasting Station – By Age Group
Fig. 3.10	TV Viewing by Broadcasting Station – By District
Fig. 3.11	TV Reception System by Quarter – Jan-Mar 2007 to Jan-Mar 2008
Fig. 3.12	TV Reception System by Platform – Jan-Mar 2007 to Jan-Mar 2008
Fig. 3.13	TV Reception Platform by Districts – Oct-Dec 2007 and Jan-Mar 2008
Fig. 3.14	TV Reception Platform by Broadcasting Station
Fig. 3.15	Teleshopping by Broadcasting Station – Jan-Mar 2008 and Oct-Dec 2007
Fig. 3.16	Teleshopping by Broadcasting Station by Gender – Jan-Mar 2008 and Oct-Dec 2007
Fig. 3.17	Teleshopping by Broadcasting Station – By Age Group
Fig. 3.18	Teleshopping by Broadcasting Station – By District
Fig. 4.1	Radio Weekday-Average Audience Share – Jan-Mar 2008
Fig. 4.2	Radio Weekday Peak Audiences – Jan-Mar 2008
Fig.4.3.a-g	Radio Daily Audiences by Total and by Station: Monday to Sunday
Fig. 4.4	Radio Total Daily Average Audience: Jan-Mar 2008
Fig. 5.1	TV Weekday-Average Audience Share – Jan-Mar 2008
Fig. 5.2	TV Weekday Peak Audiences – Jan-Mar 2008
Fig. 5.3.a-g	TV Daily Audiences by Total and by Station: Monday to Sunday
Fig. 5.4	TV Total Daily TV Average Audience: January-March 2008
Fig. 6.1	Radio Daily Consumption by Hours and by Station
Fig. 6.2	TV Daily Consumption by Hours and by Station
Fig. 7.1.a-o	Radio Consumption by Station – By Weekday and by Month
Fig. 7.2.a-o	Local TV Consumption by Station – Be Weekday and by Month

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 January – March 2008 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 January to 31st March 2008. 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 3640 possible interviewees [91 days by 40 interviewees]. For this period 1799 individuals [55.90% 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 [JAN-MAR 2008] %	CONTACTED [OCT-DEC 2007] %
Accepted	1799	55.90	57.04
Refused	134	4.16	3.75
Non-Contact	615	19.11	19.72
Unreachable	670	20.82	19.50
Not used	422	100.0%	100.0%
TOTAL	3640		
BY WEEKDAY	FREQUENCY	PERCENT	PERCENT
Mon	260	14.45	15.30
Tue	261	14.51	14.25
Wed	257	14.29	14.14
Thu	260	14.45	14.19
Fri	254	14.12	14.19
Sat	250	13.90	13.75
Sun	257	14.29	14.19
TOTAL	1799	100.0%	100.0%
BY MONTH	FREQUENCY	PERCENT	PERCENT
October	612	34.13	33.79
November	596	31.68	32.91
December	603	34.19	33.30
TOTAL	1799	100.0%	100.0%

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and known only to the NSO – respondents' personal data are only known to NSO Officials 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 55.9%; a population size of 355000; and a 95% confidence level; the sample of 1799 interviewees has a margin of error of $\pm 2.29\%$.

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	Difference [Oct-Dec 2007]
12 - 14	4.4%	4.5%	-0.10%	0.5
15 - 24	14.0%	16.3%	-2.30%	-1.3
25 - 29	6.2%	8.5%	-2.30%	-1.9
30 - 49	27.8%	31.2%	-3.40%	-4.7
50 - 64	28.7%	23.7%	5.00%	4.8
65 - 79	15.4%	12.3%	3.10%	2.6
80 +	3.5%	3.5%	0.00%	-0.1
Gender	Sample	Population ^a	Difference	[Oct-Dec 2007]
Males	42.0%	49.4%	-7.40%	-4.6
Females	58.0%	50.6%	7.40%	4.6
Region	Sample	Population ^b	Difference	[Oct-Dec 2007]
Southern Harbour	19.0%	19.9%	-0.90%	2.7
Northern Harbour	28.9%	29.5%	-0.60%	-1.7
South Eastern	13.2%	14.7%	-1.50%	-1.1
Western	16.1%	14.1%	2.00%	0.9
Northern	13.7%	14.2%	-0.50%	-1.2
Gozo and Comino	9.1%	7.7%	1.40%	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.				

1.2 General and Local Councils Elections

During this period both General and Local Councils Elections were held simultaneously during March. From 11th February to 8th March, radio and TV stations were broadcasting on a pre-determined schedule as per directions by the Broadcasting Authority; while on the day preceding the elections and on the actual day of polling [7th and 8th March respectively] special provisions had also to be observed.

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 this period.

Table and Figure 2.1 give 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	80	44	36	12	15	10	13	21	9
	4.4%	5.8%	3.5%	3.5%	2.9%	4.2%	4.5%	8.5%	5.5%
	100.0%	55.0%	45.0%	15.0%	18.8%	12.5%	16.3%	26.3%	11.3%
15-24	251	120	131	49	81	33	42	28	18
	14.0%	15.9%	12.6%	14.3%	15.6%	13.9%	14.5%	11.4%	11.0%
	100.0%	47.8%	52.2%	19.5%	32.3%	13.1%	16.7%	11.2%	7.2%
25-29	111	44	67	20	37	20	15	17	2
	6.2%	5.8%	6.4%	5.8%	7.1%	8.4%	5.2%	6.9%	1.2%
	100.0%	39.6%	60.4%	18.0%	33.3%	18.0%	13.5%	15.3%	1.8%
30-49	501	200	301	101	129	65	79	78	49
	27.8%	26.5%	28.9%	29.5%	24.8%	27.3%	27.3%	31.7%	29.9%
	100.0%	39.9%	60.1%	20.2%	25.7%	13.0%	15.8%	15.6%	9.8%
50-64	516	220	296	86	147	70	98	63	52
	28.7%	29.1%	28.4%	25.1%	28.3%	29.4%	33.9%	25.6%	31.7%
	100.0%	42.6%	57.4%	16.7%	28.5%	13.6%	19.0%	12.2%	10.1%
65-79	277	105	172	56	87	34	35	35	30
	15.4%	13.9%	16.5%	16.4%	16.7%	14.3%	12.1%	14.2%	18.3%
	100.0%	37.9%	62.1%	20.2%	31.4%	12.3%	12.6%	12.6%	10.8%
80+	63	23	40	18	24	6	7	4	4
	3.5%	3.0%	3.8%	5.3%	4.6%	2.5%	2.4%	1.6%	2.4%
	100.0%	36.5%	63.5%	28.6%	38.1%	9.5%	11.1%	6.3%	6.3%
Total	1799	756	1043	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.0%	58.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[Count / Col% / Row %]

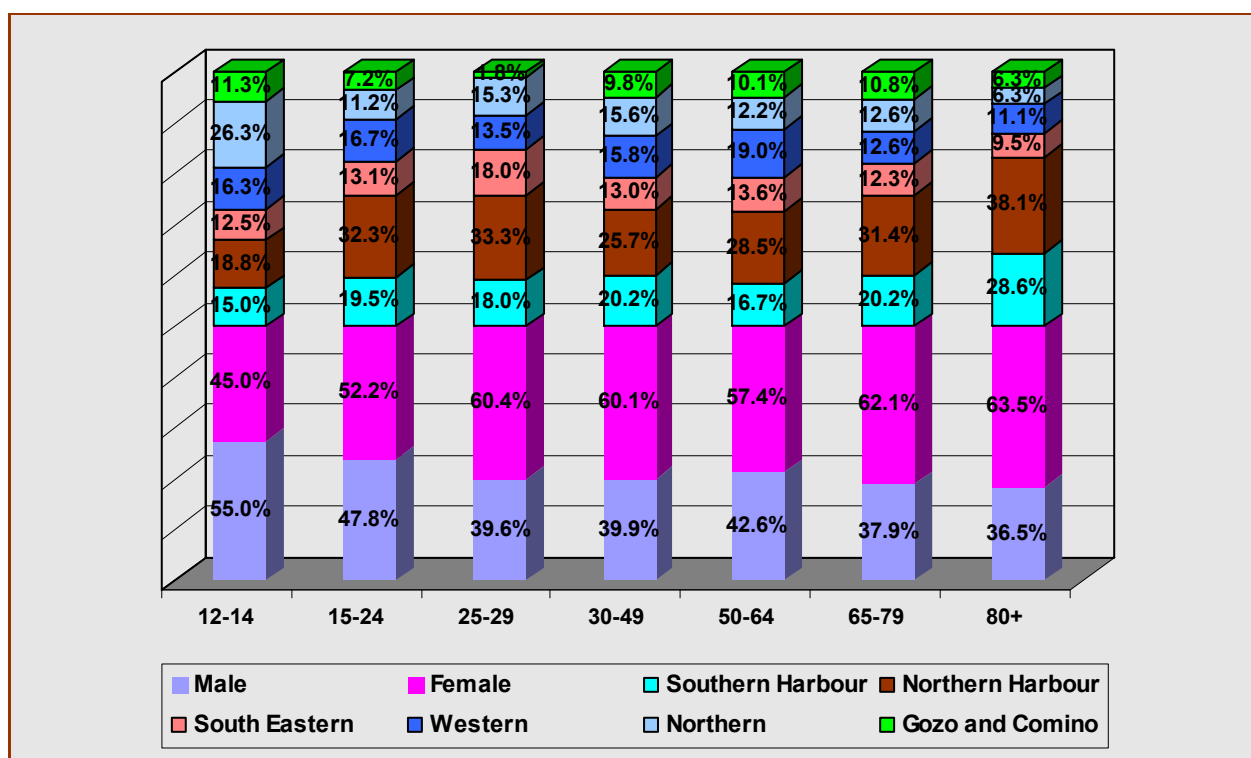


FIGURE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT

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 43.4% of those interviewed stated that they do not listen to radio; 10.2% stated that they had listened to radio but to no particular radio station; while 1.9% 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 [January-March 2007], regular radio listening has decreased by 0.7% from 45.3% to 44.6% [as against a reduction of 7.9% from 51.2% to 43.4% for the periods October-December 2006 and 2007].

TABLE 3.1: RADIO LISTENING BY QUARTERS: OCT-DEC 2006 TO JAN-MAR 2008

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	Radio Listeners
Jan-Mar 2008	43.3%	10.2%	1.9%	44.6%
Oct-Dec 2007	54.4%	4.7%	1.6%	43.3%
Jul-Sep 2007	47.2%	7.7%	0.9%	44.2%
Apr-Jun 2007	44.5%	7.2%	0.8%	47.5%
Jan-Mar 2007	48.0%	5.9%	0.8%	45.3%
Oct-Dec 2006	44.0%	3.9%	0.9%	51.2%

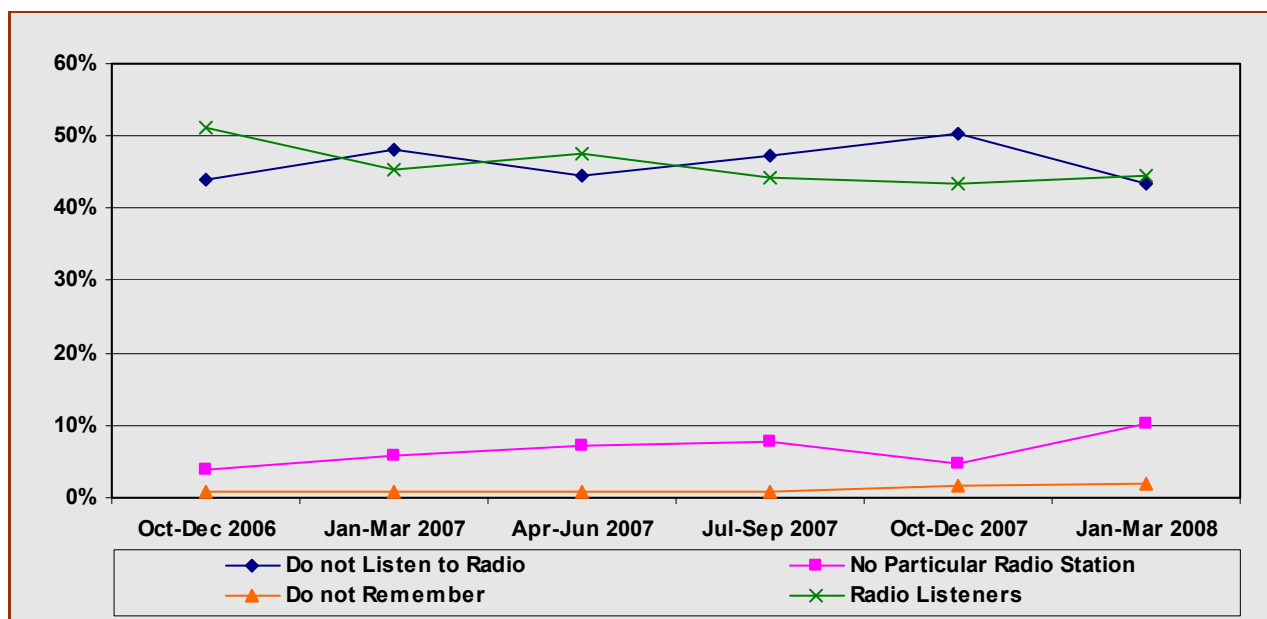


FIGURE 3.1: RADIO LISTENING BY QUARTERS – OCT-DEC 2006 TO JAN-MAR 2008

3.1.1 Radio Listening by Gender and by Age Group

Of the effective listening population [i.e. excluding non-listeners; those who do not remember; and those who listened to no particular radio station], One Radio is the most preferred station from both all males [22.2%] and females [17.5%]. Similar to the previous assessment period of October-December 2007, Bay Radio is the most listened station for those in the youngest three age groups of 12-14 years [54.2%; Q4_2007: 46.2%], 15-24 years [48.7%; Q4_2007: 57.0%], and 25-29 year olds [43.9%; Q4_2007: 33.3%]. Those in the 30-49 age group have an equal preference for Bay Radio [17.0%; Q4_2007: 10.0%] and Calypso Radio [17.0%; Q4_2007: 18.3%]; while those in the 50-64 [28.8%; Q4_2007: 24.3%] and 65-79 [32.6%; Q4_2007: 27.6%] age groups prefer One Radio. Those 80 years old and over prefer most Radju Marija [33.3%; Q4_2007: 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	6.2	8.4		2.7		3.2	12.3	11.9	23.8
Radju Parlament 106.6	1.8	2.1	4.2	3.5	7.3	2.8	0.4		
Magic Radio	4.4	6.3	4.2	4.4	2.4	12.1	2.5	1.5	
One Radio	22.2	17.5	4.2	2.7	4.9	15.0	28.8	32.6	19.0
Radio 101	10.4	7.1	8.3	6.2	2.4	8.1	11.9	8.1	
Bay Radio	19.8	13.6	54.2	48.7	43.9	17.0	1.7		
Calypso Radio	7.7	12.1		5.3	9.8	17.0	11.9	2.2	4.8
RTK	5.9	10.4		0.9	2.4	3.2	11.0	23.0	14.3
Smash Radio	3.0	4.6	12.5	8.8	12.2	3.2	1.7	1.5	
	3.0	9.8				3.2	10.6	12.6	33.3
Campus FM	2.4	0.2				0.4	1.7	2.2	4.8
Capital Radio	5.3	2.5	8.3	4.4	7.3	6.9	0.8	0.7	
XFM	5.0	1.9		8.0	7.3	4.5	1.3		
Community Stations	1.5	3.1	4.2	2.7		2.4	2.5	3.0	
Foreign Radio Stations	1.5	0.4		1.8		0.8	0.8	0.7	
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

One Radio attracted the highest percentage of those living in the Southern Harbour [28.6%; Q4_2007: 17.9%]; South Eastern district [25.0%; Q4_2007: 26.7%]; Western district [19.3%; Q4_2007: 9.7%] and those living in Gozo and Comino [20.0%; Q4_2007: 11.7%]. Bay Radio attracted the highest percentages of those living in the Northern Harbour district [18.5%; Q4_2007: 17.7%] and those of the Northern district [17.7%; Q4_2007: 21.7%].

TABLE 3.3: RADIO LISTENING BY DISTRICT

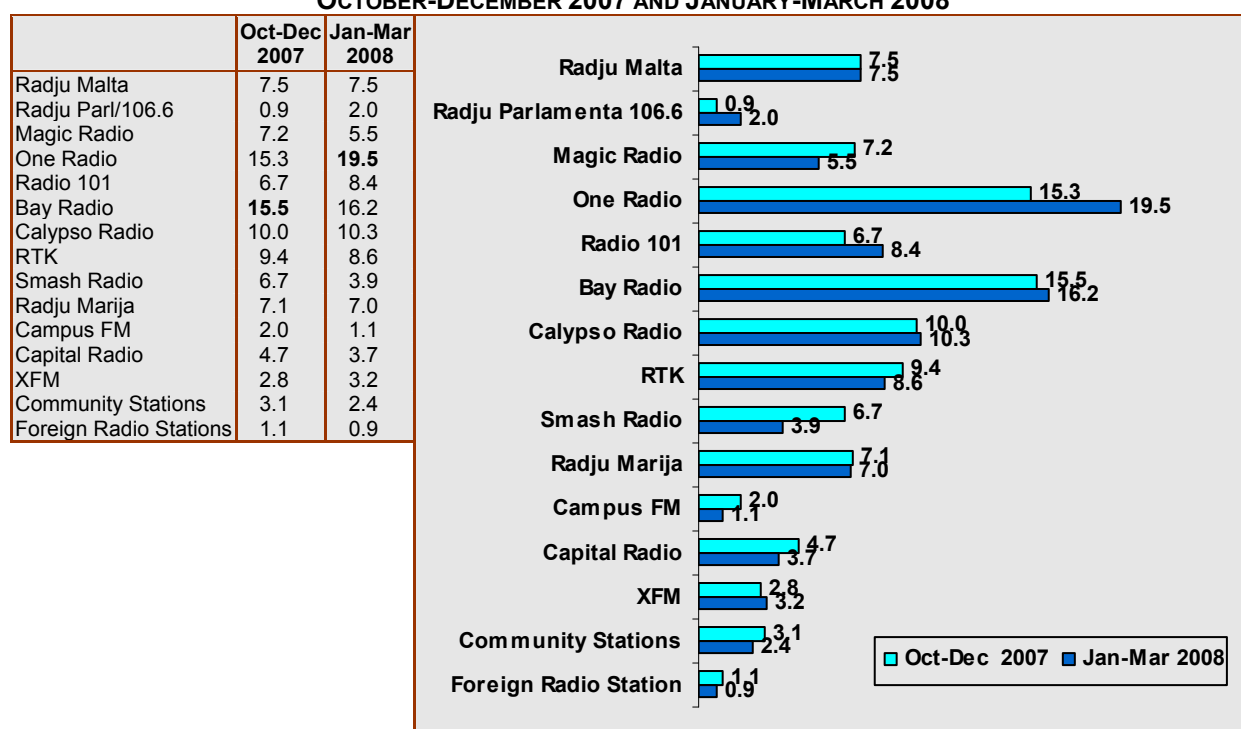
	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	5.4	6.8	10.0	7.1	6.2	12.0
Radju Parlament 106.6	1.4	1.8	1.7	2.9	3.5	
Magic Radio	5.4	6.3	3.3	7.1	7.1	1.3
One Radio	28.6	13.5	25.0	19.3	13.3	20.0
Radio 101	8.2	5.9	10.0	7.9	12.4	9.3
Bay Radio	10.9	18.5	15.8	16.4	17.7	17.3
Calypso Radio	12.2	9.0	11.7	8.6	13.3	6.7
RTK	7.5	11.7	7.5	7.9	5.3	9.3
Smash Radio	2.7	7.2	3.3	3.6	2.7	
Radju Marija	5.4	6.3	5.0	9.3	8.0	9.3
Campus FM	0.7	0.9	1.7	1.4	0.9	1.3
Capital Radio	4.1	4.1	2.5	3.6	3.5	4.0
XFM	3.4	4.5	1.7	2.1	5.3	
Community Stations	3.4	2.7	0.8	2.1		6.7
Foreign Radio Stations	0.7	0.9		0.7	0.9	2.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

3.2 Radio Listening by Broadcasting Station

The overall counts [excluding those who “do not listen to radio”; “did not remember”; and “did not follow any particular radio station”] of the replies given by respondents to the question “Which radio station did you listen most yesterday for at least 10 minutes”, 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 January-March 2008, One Radio attracted the highest number of radio listeners at 19.5% [Q4_2007: 15.3%]; followed by Bay Radio at 16.2% [Q4_2007: 15.5%] and Calypso Radio at 10.3% [Q4_2007: 10.0%]. Compared to the previous assessment period of October-December 2007 the only marked increase was that of One Radio at 4.2%.

**TABLE 3.4: RADIO LISTENING BY BROADCASTING STATION –
OCTOBER-DECEMBER 2007 AND JANUARY-MARCH 2008**



**FIGURE 3.2 RADIO LISTENING BY BROADCASTING STATION –
OCTOBER-DECEMBER 2007 AND JANUARY-MARCH 2008**

3.2.1 Radio Listening by Broadcasting Station – By Gender

In general radio broadcasting stations have a balanced gender audience. Of significance, however, are those listening to Campus FM where male following is dominant while Radju Marija has the highest percentage of female listeners. Similar male following is also present with foreign radio stations, XFM and Capital Radio. On the other hand, female following is significant with RTK, Calypso Radio, Smash Radio and Community Radio Stations. See Table 3.5 and Figure 3.3 below.

TABLE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY GENDER

	Oct-Dec 2007		Jan-Mar 2008	
	Male	Female	Male	Female
Radju Malta	36.1%	63.9%	34.4%	65.6%
Radju Parlament 106.6	42.9%	57.1%	37.5%	62.5%
Magic Radio	33.9%	66.1%	33.3%	66.7%
One Radio	43.2%	56.8%	47.2%	52.8%
Radio 101	49.1%	50.9%	50.7%	49.3%
Bay Radio	48.0%	52.0%	50.8%	49.2%
Calypso Radio	32.9%	67.1%	31.0%	69.0%
RTK	32.5%	67.5%	28.6%	71.4%
Smash Radio	54.5%	45.5%	31.3%	68.8%
Radju Marija	25.9%	74.1%	17.5%	82.5%
Campus FM	75.0%	25.0%	88.9%	11.1%
Capital Radio	55.3%	44.7%	60.0%	40.0%
XFM	78.3%	21.7%	65.4%	34.6%
Community Stations	32.0%	68.0%	25.0%	75.0%
Foreign Radio Stations	88.9%	11.1%	71.4%	28.6%
Total	44.8%	55.2%	42.0%	58.0%
Population	175933	179863		
%	49.4%	50.6%		

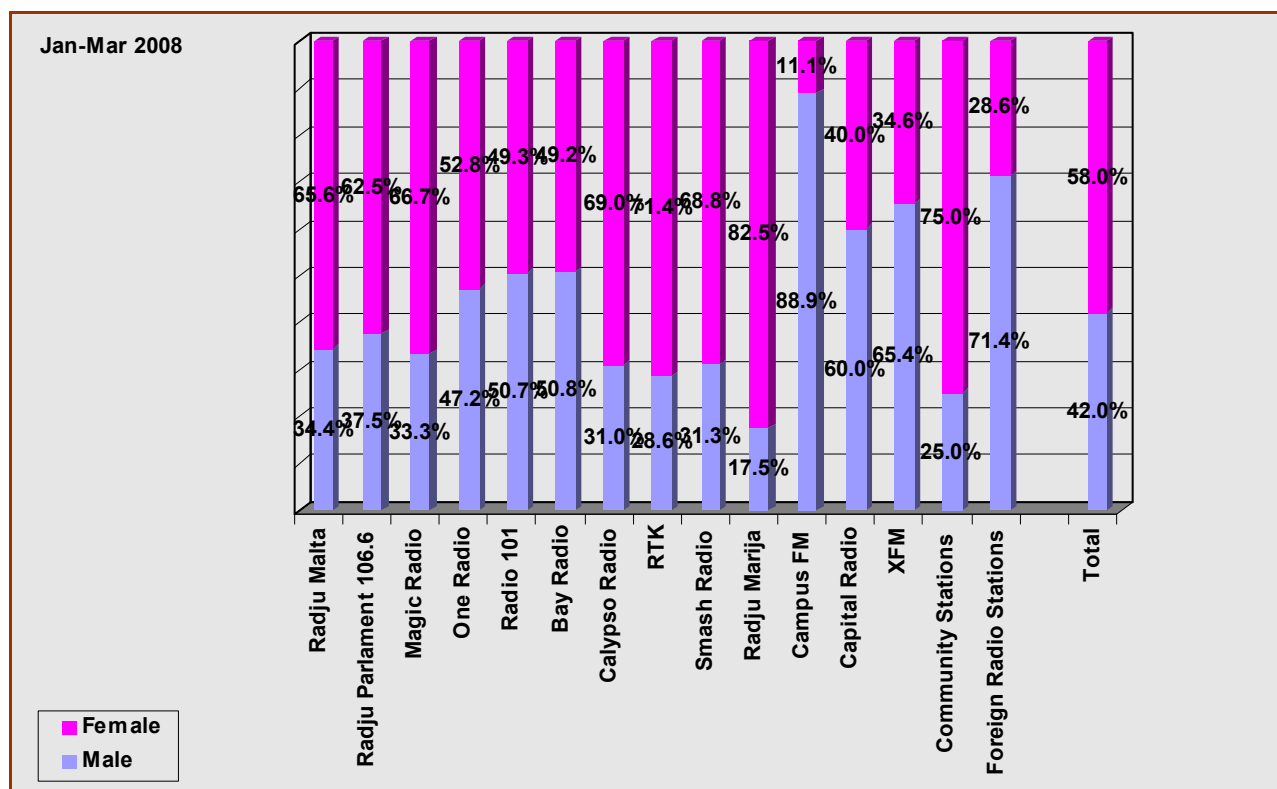


FIGURE 3.3: RADIO LISTENING BY BROADCASTING STATION – BY GENDER

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 Marija and Campus FM: they did not attract audiences who are under 39 years old. An exception to the national population distribution by age is 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]; the Dominican Friars Convent radio station [Radju Marija]; and the University of Malta's radio station [Campus FM]; where their largest audiences are in the 50-64 age group. The highest audience of the Church's station [RTK] attracts most those in the 65-79 age groups – 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%		13.1%	47.5%	26.2%	8.2%
Radju Parlament 106.6	6.3%	25.0%	18.8%	43.8%	6.3%		
Magic Radio	2.2%	11.1%	2.2%	66.7%	13.3%	4.4%	
One Radio	0.6%	1.9%	1.3%	23.3%	42.8%	27.7%	2.5%
Radio 101	2.9%	10.1%	1.4%	29.0%	40.6%	15.9%	
Bay Radio	9.8%	41.7%	13.6%	31.8%	3.0%		
Calypso Radio		7.1%	4.8%	50.0%	33.3%	3.6%	1.2%
RTK		1.4%	1.4%	11.4%	37.1%	44.3%	4.3%
Smash Radio	9.4%	31.3%	15.6%	25.0%	12.5%	6.3%	
Radju Marija				14.0%	43.9%	29.8%	12.3%
Campus FM				11.1%	44.4%	33.3%	11.1%
Capital Radio	6.7%	16.7%	10.0%	56.7%	6.7%	3.3%	
XFM		34.6%	11.5%	42.3%	11.5%		
Community Stations	5.0%	15.0%		30.0%	30.0%	20.0%	
Foreign Radio Stations		28.6%		28.6%	28.6%	14.3%	
Total	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%
Population	16121	58063	30173	111011	84190	43871	12367
%	4.5%	16.3%	8.5%	31.2%	23.7%	12.3%	3.5%

3.2.3 Radio Listening by Broadcasting Station – By District

Most broadcasting stations had a nationwide following with the exception of Radju Parlament, Smash Radio, XFM, and 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 Radio 101 whose largest percentage of audience is from the Northern district area; while One Radio has a high audience in the Southern Harbour district – 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	13.1%	24.6%	19.7%	16.4%	11.5%	14.8%
Radju Parlament 106.6	12.5%	25.0%	12.5%	25.0%	25.0%	
Magic Radio	17.8%	31.1%	8.9%	22.2%	17.8%	2.2%
One Radio	26.4%	18.9%	18.9%	17.0%	9.4%	9.4%
Radio 101	17.4%	18.8%	17.4%	15.9%	20.3%	10.1%
Bay Radio	12.1%	31.1%	14.4%	17.4%	15.2%	9.8%
Calypso Radio	21.4%	23.8%	16.7%	14.3%	17.9%	6.0%
RTK	15.7%	37.1%	12.9%	15.7%	8.6%	10.0%
Smash Radio	12.5%	50.0%	12.5%	15.6%	9.4%	
Radju Marija	14.0%	24.6%	10.5%	22.8%	15.8%	12.3%
Campus FM	11.1%	22.2%	22.2%	22.2%	11.1%	11.1%
Capital Radio	20.0%	30.0%	10.0%	16.7%	13.3%	10.0%
XFM	19.2%	38.5%	7.7%	11.5%	23.1%	
Community Stations	25.0%	30.0%	5.0%	15.0%		25.0%
Foreign Radio Stations	14.3%	28.6%		14.3%	14.3%	28.6%
Total	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%
Population	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

Jan-Mar 2008

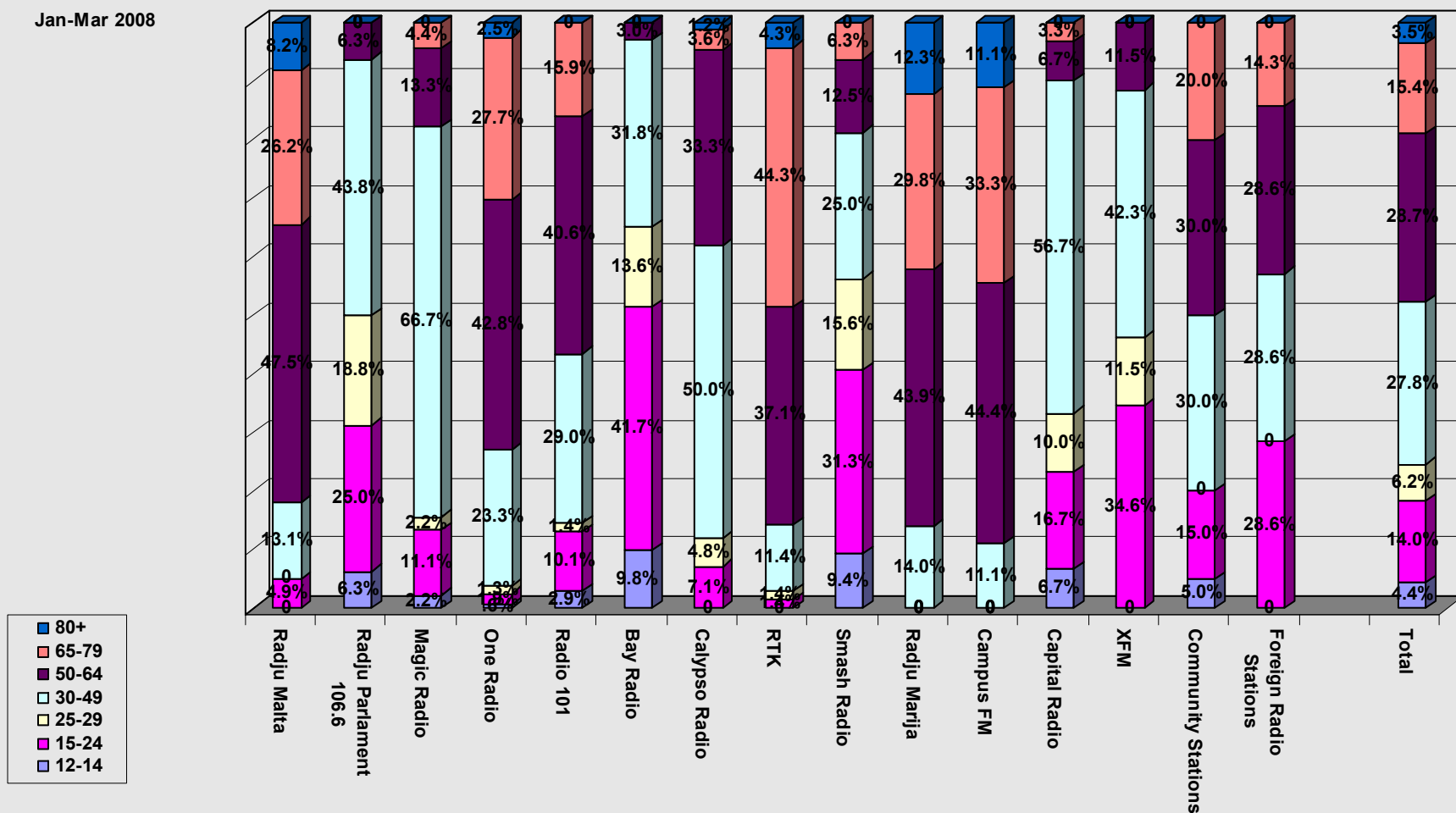


FIGURE 3.4: RADIO LISTENING BY BROADCASTING STATION – BY AGE GROUP

Jan-Mar 2008

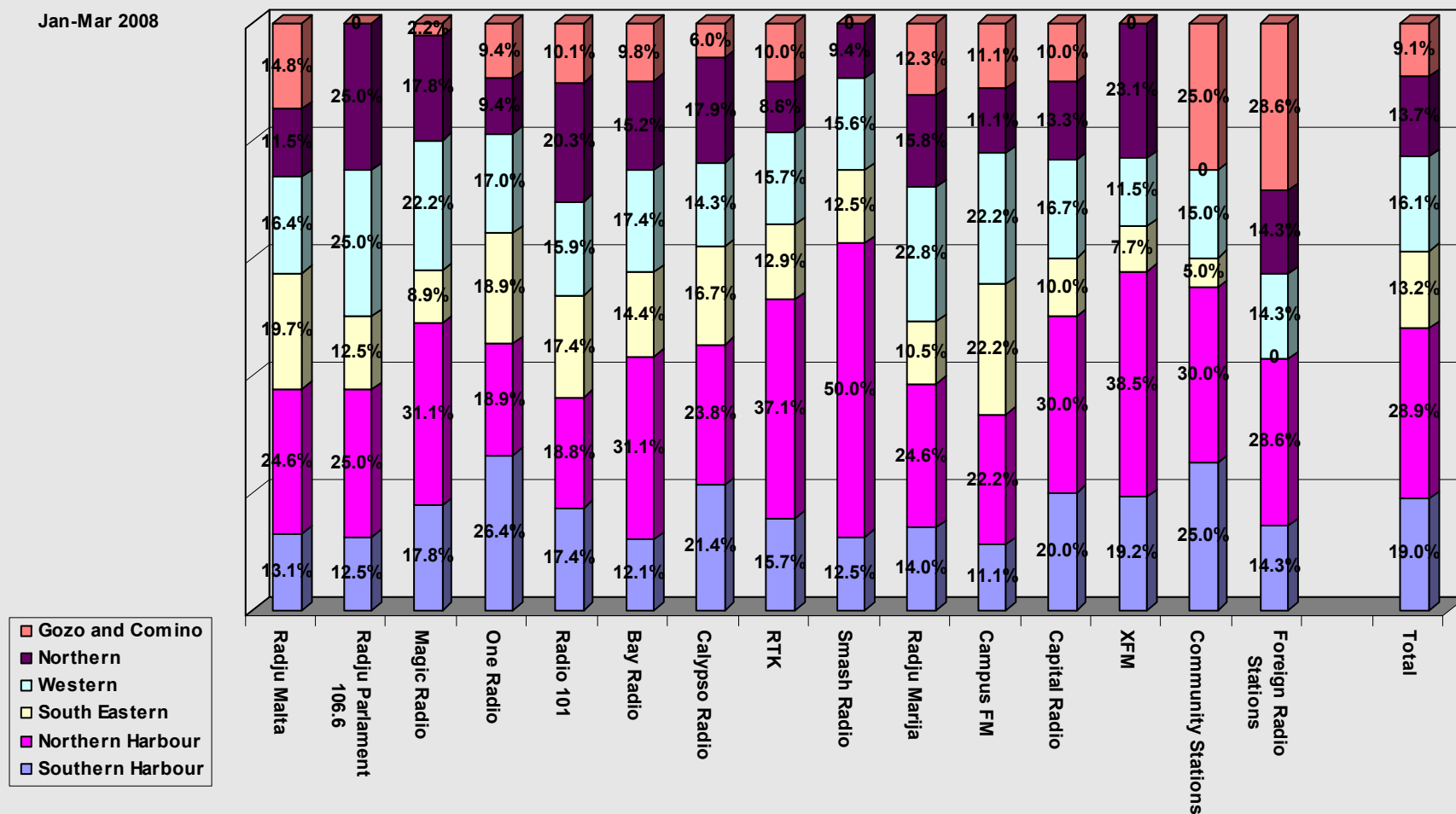


FIGURE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY DISTRICT

3.3 TV Viewing

With regard to TV viewing, 24.2% stated that they do not watch TV; 22.1% stated that they had watched TV but did not remember a particular television station; another 1.5% stated that they do not remember which station they had watched the day before; while 0.3% 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 January-March 2007, regular TV viewing was less by 9.7%. Of significance are those who watched TV but on no particular station – a 48.3% increase [Q4_2007 – 14.9%; Q1_2008 – 22.1%] over the previous assessment period of October-December 2007 and is 78.2% greater [Q1_2007 – 12.4% : Q1_2008 – 22.1%] than those registered for the same period in 2007.

TABLE 3.8: TV VIEWING BY QUARTER: OCT-DEC 2006 TO JAN-MAR 2008

	Do not watch TV	No particular TV station	Do not remember	No TV Set	TV Viewers
Jan-Mar 2008	24.2%	22.1%	1.5%	0.3%	51.9%
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>

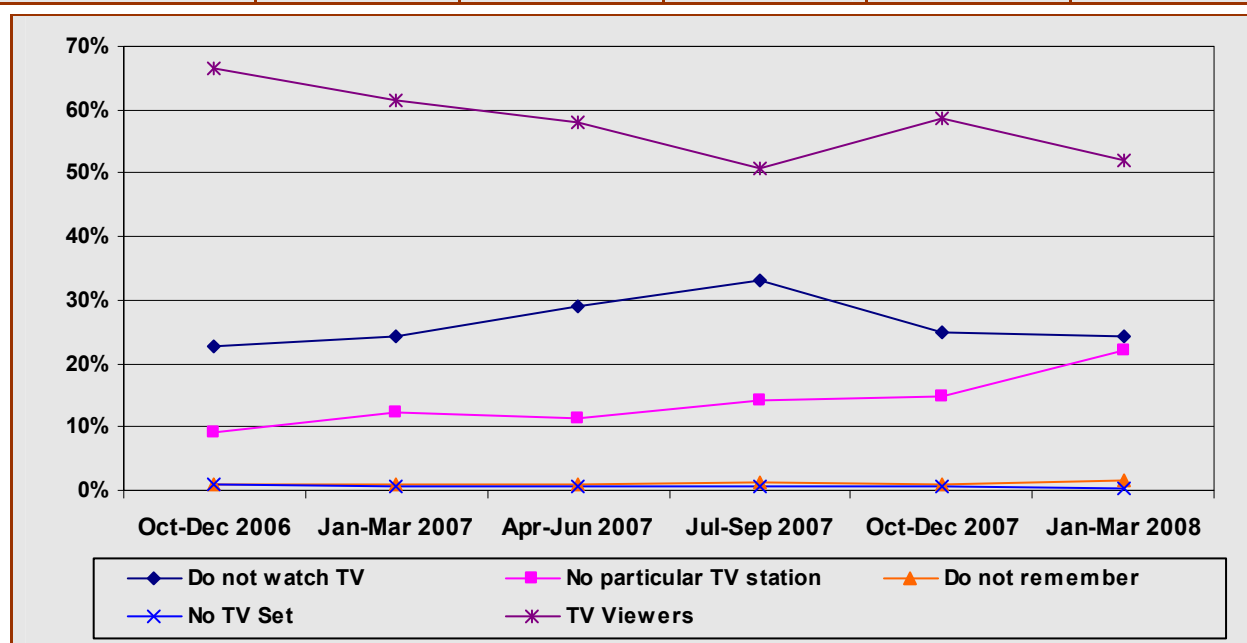


FIGURE 3.6: TV VIEWING BY QUARTER: OCT-DEC 2006 – JAN-MAR 2008

3.3.1 TV Viewing by Gender and by Age Group

Of the effective viewing population [i.e. excluding those who do not have a TV-set; did not watch TV the day before the interview; did not remember which station they had followed; and those who did not watch a particular station], TVM was the station most followed by gender and by age group – with the exception of those of the 65-79 year olds who followed mostly One TV. The second most followed station for both males and females was One TV; the third most followed station for males is Other TV Stations; while for females, the third most followed station was Net TV.

TV viewing by age group follows principally the same pattern with regard to the first preference – with the exception of those in the 65-79 age-brackets who preferred most One TV and those in the 12-14 and 15-24 age groups whose preferences were divided between TVM and Italia 1 as a first preference – a clear indication of market failure in locally produced children’s programmes which may have been aggravated by pre-election rundown programmes. The second preferred station differs by age group: the higher the age group the more preferred are local broadcasting stations than foreign stations. 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	[1] 23.0	[1] 29.8	[1] 26.7	[1] 18.5	[1] 30.5	[1] 26.7	[1] 26.8	[2] 32.0	[1] 41.2
One TV	[2] 20.9	[2] 21.1	6.7	10.4	[3] 16.9	[2] 20.9	[2] 22.8	[1] 32.7	[2] 29.4
Net TV	12.0	[3] 14.4	2.2	11.1	3.4	10.9	[3] 19.9	[3] 15.6	[3] 11.8
Smash TV	0.5	0.6	2.2	0.7		0.8	0.4		
Education 22		0.2		0.7					
Rai 1	2.6	3.5		0.7	3.4	3.5	2.9	4.8	[3] 11.8
Rai 2	2.0	0.7		1.5		1.2	2.6		
Rai 3	0.8	0.2				1.2		0.7	
Rete 4	2.0	3.1	2.2		3.4	2.7	4.0	2.7	
Canale 5	5.1	7.6	4.4	9.6	[2] 18.6	7.4	4.8	2.0	
Italia 1	8.2	6.5	[1] 26.7	[1] 18.5	13.6	5.4	2.6	0.7	
Discovery Channel	3.3	1.3	4.4	2.2	1.7	3.5	1.5	0.7	
MTV	0.8	0.6	2.2	3.0		0.4			
BBC Prime	0.8	1.7	2.2			2.3	1.1	1.4	
BBC World	1.3	0.2				0.4	1.5	0.7	
Other TV Stations	[3] 16.8	8.7	[2] 20.0	[2] 23.0	8.5	[3] 12.8	9.2	6.1	5.9
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 in four districts [Northern Harbour; Western; Northern; and Gozo and Comino]; while One TV was mostly followed in the other two districts [Southern Harbour and South Eastern]. The first three most preferred stations over all of the districts was that of local broadcasting stations with the exception of Italia 1 and Other TV Stations having a third placing in the Southern Harbour. Other TV Stations also got a third preference in two other districts [Northern Harbour and Northern District].

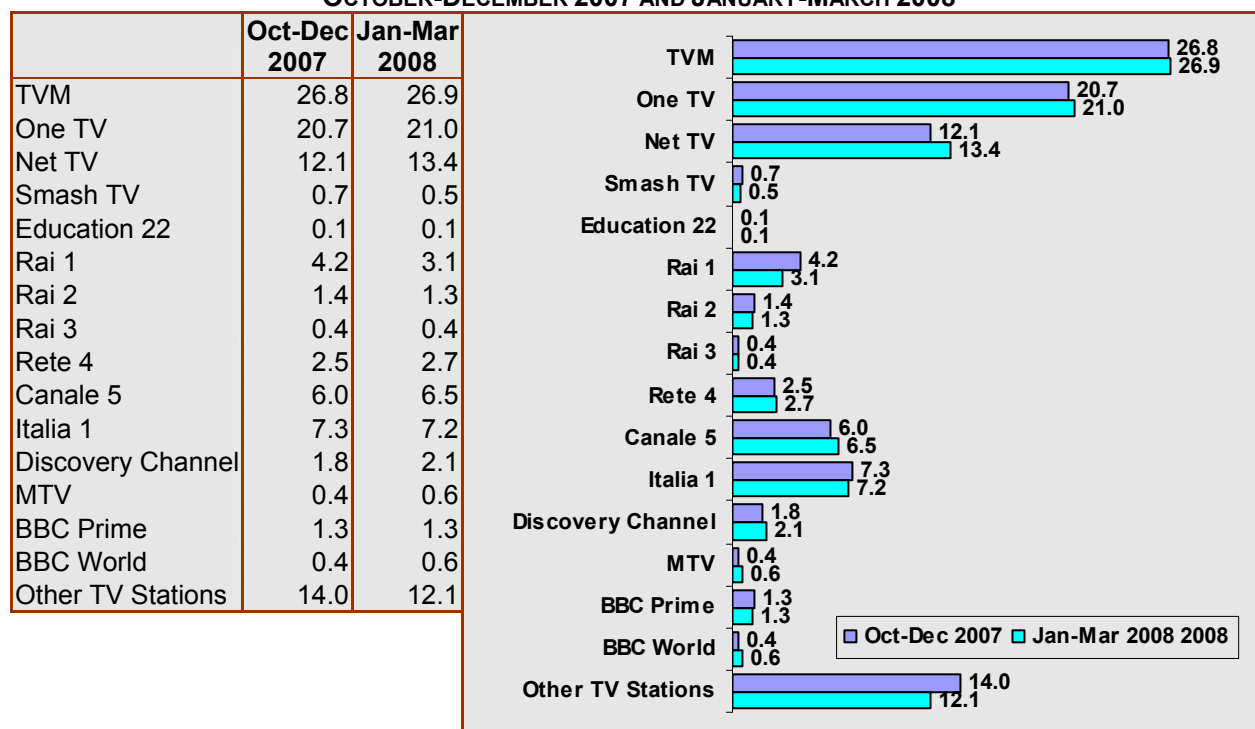
TABLE 3.10: TV VIEWING BY DISTRICT

	District					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[2] 21.3	[1] 27.2	[2] 22.0	[1] 25.7	[1] 40.2	[1] 25.9
One TV	[1] 32.5	[2] 15.9	[1] 28.5	[2] 20.9	9.1	[2] 22.4
Net TV	7.1	13.8	[3] 14.6	[3] 14.2	[2] 13.6	[3] 21.2
Smash TV		0.7		1.4		1.2
Education 22	0.6					
Rai 1	5.3	4.0	3.3	2.7		1.2
Rai 2	0.6	1.4	0.8	2.7	0.8	1.2
Rai 3	0.6	0.7		0.7		
Rete 4	1.8	1.8	1.6	4.1	5.3	2.4
Canale 5	6.5	7.6	10.6	8.1	1.5	2.4
Italia 1	[3] 10.1	7.6	4.1	6.1	7.6	5.9
Discovery Channel	1.8	2.2	1.6	1.4	4.5	1.2
MTV	0.6	0.4			0.8	3.5
BBC Prime	0.6	0.7	0.8	2.0	3.8	
BBC World	0.6	0.7		0.7		2.4
Other TV Stations	[3] 10.1	[3] 15.2	12.2	9.5	[3] 12.9	9.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

3.4 TV Viewing by Broadcasting Station

The overall counts of respondents, excluding those who stated that they do not have a TV-set [0.3%; Q4_2007: 0.5%]; those who watch TV but not on a particular station [22.1%; Q4_2007: 14.9%]; those who did not remember which station they had watched [1.5%; Q4_2007: 0.9%]; and those who stated that they do not watch TV [24.2%; Q4_2007: 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 –
OCTOBER-DECEMBER 2007 AND JANUARY-MARCH 2008**



**FIGURE 3.7 TV VIEWING BY BROADCASTING STATION –
OCTOBER-DECEMBER 2007 AND JANUARY-MARCH 2008**

3.4.1 TV Viewing by Broadcasting Station – By Gender

During this period local broadcasting TV stations had a skewed female gender following. Foreign broadcasting stations, of significance are Rai 2, Rai 3, Italia 1, Discovery Channel and MTV which are more followed by males – the rest of the foreign broadcasting stations have a skewed female following; see Table 3.12 and Figure 3.8.

TABLE 3.12: TV VIEWING BY BROADCASTING STATION – BY GENDER

	Oct-Dec 2007		Jan-Mar 2008	
	Male	Female	Male	Female
TVM	43.5%	56.5%	35.9%	64.1%
One TV	38.2%	61.8%	41.8%	58.2%
Net TV	33.3%	66.7%	37.6%	62.4%
Smash TV	57.1%	42.9%	40.0%	60.0%
Education 22	100.0%			100.0%
Rai 1	31.1%	68.9%	34.5%	65.5%
Rai 2	60.0%	40.0%	66.7%	33.3%
Rai 3	25.0%	75.0%	75.0%	25.0%
Rete 4	55.6%	44.4%	32.0%	68.0%
Canale 5	26.6%	73.4%	32.8%	67.2%
Italia 1	48.7%	51.3%	47.8%	52.2%
Discovery Channel	73.7%	26.3%	65.0%	35.0%
MTV	75.0%	25.0%	50.0%	50.0%
BBC Prime	57.1%	42.9%	25.0%	75.0%
BBC World	75.0%	25.0%	83.3%	16.7%
Other TV Stations	52.3%	47.7%	58.4%	41.6%
Table Total	44.8%	55.2%	42.0%	58.0%

Population	175933	179863
%	49.4%	50.6%

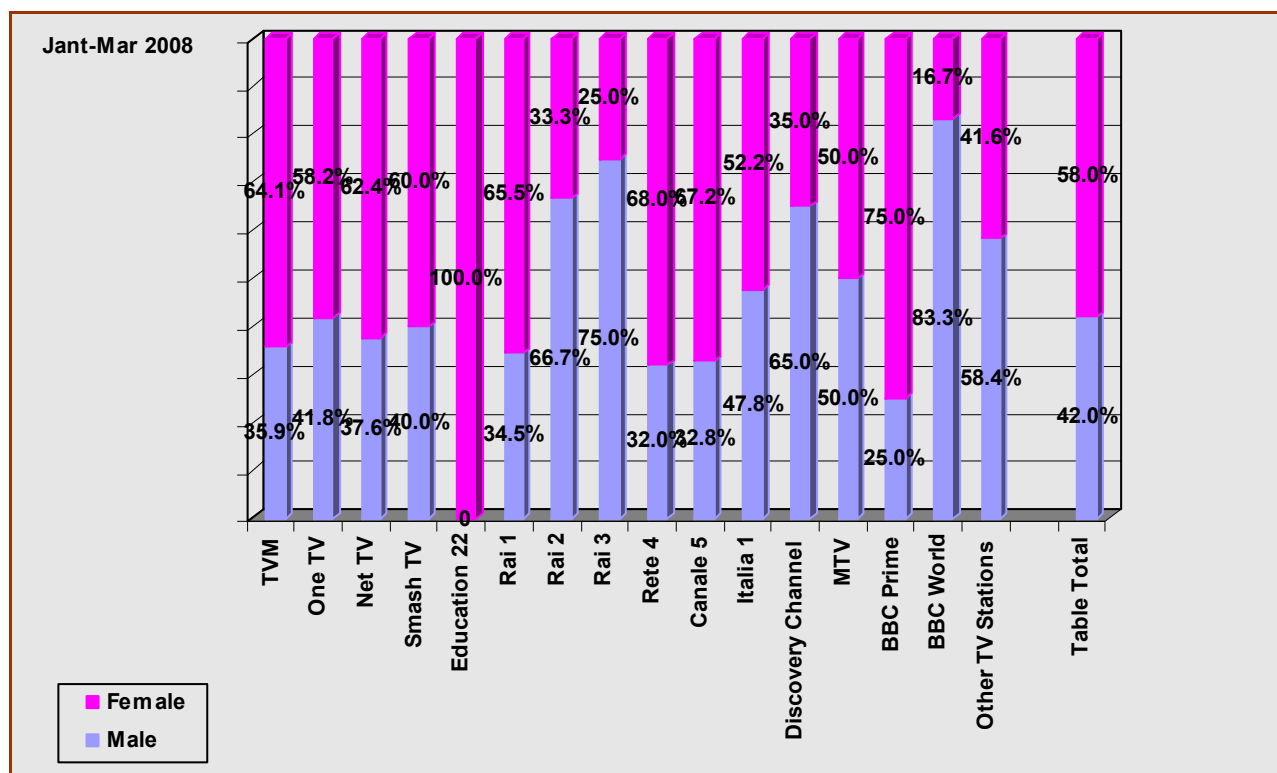


FIGURE 3.8 TV VIEWING BY BROADCASTING STATION – BY GENDER

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 the other local broadcasting stations 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 groups is that clustered under Other TV Stations. Of significance, however are Italia 1 and MTV whose viewers who are 15-24 years old far exceed the sample total percentage. From the foreign broadcasting stations, of significance are Italia 1 and MTV having a high percentage of those in the 15-24 age group; 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	4.8%	10.0%	7.2%	27.5%	29.1%	18.7%	2.8%
One TV	1.5%	7.1%	5.1%	27.6%	31.6%	24.5%	2.6%
Net TV	0.8%	12.0%	1.6%	22.4%	43.2%	18.4%	1.6%
Smash TV	20.0%	20.0%		40.0%	20.0%		
Education 22		100.0%					
Rai 1		3.4%	6.9%	31.0%	27.6%	24.1%	6.9%
Rai 2		16.7%		25.0%	58.3%		
Rai 3				75.0%		25.0%	
Rete 4	4.0%		8.0%	28.0%	44.0%	16.0%	
Canale 5	3.3%	21.3%	18.0%	31.1%	21.3%	4.9%	
Italia 1	17.9%	37.3%	11.9%	20.9%	10.4%	1.5%	
Discovery Channel	10.0%	15.0%	5.0%	45.0%	20.0%	5.0%	
MTV	16.7%	66.7%		16.7%			
BBC Prime	8.3%			50.0%	25.0%	16.7%	
BBC World				16.7%	66.7%	16.7%	
Other TV Stations	8.0%	27.4%	4.4%	29.2%	22.1%	8.0%	0.9%
Total	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

Population	16121	58063	30173	111011	84190	43871	12367
%	4.5%	16.3%	8.5%	31.2%	23.7%	12.3%	3.5%

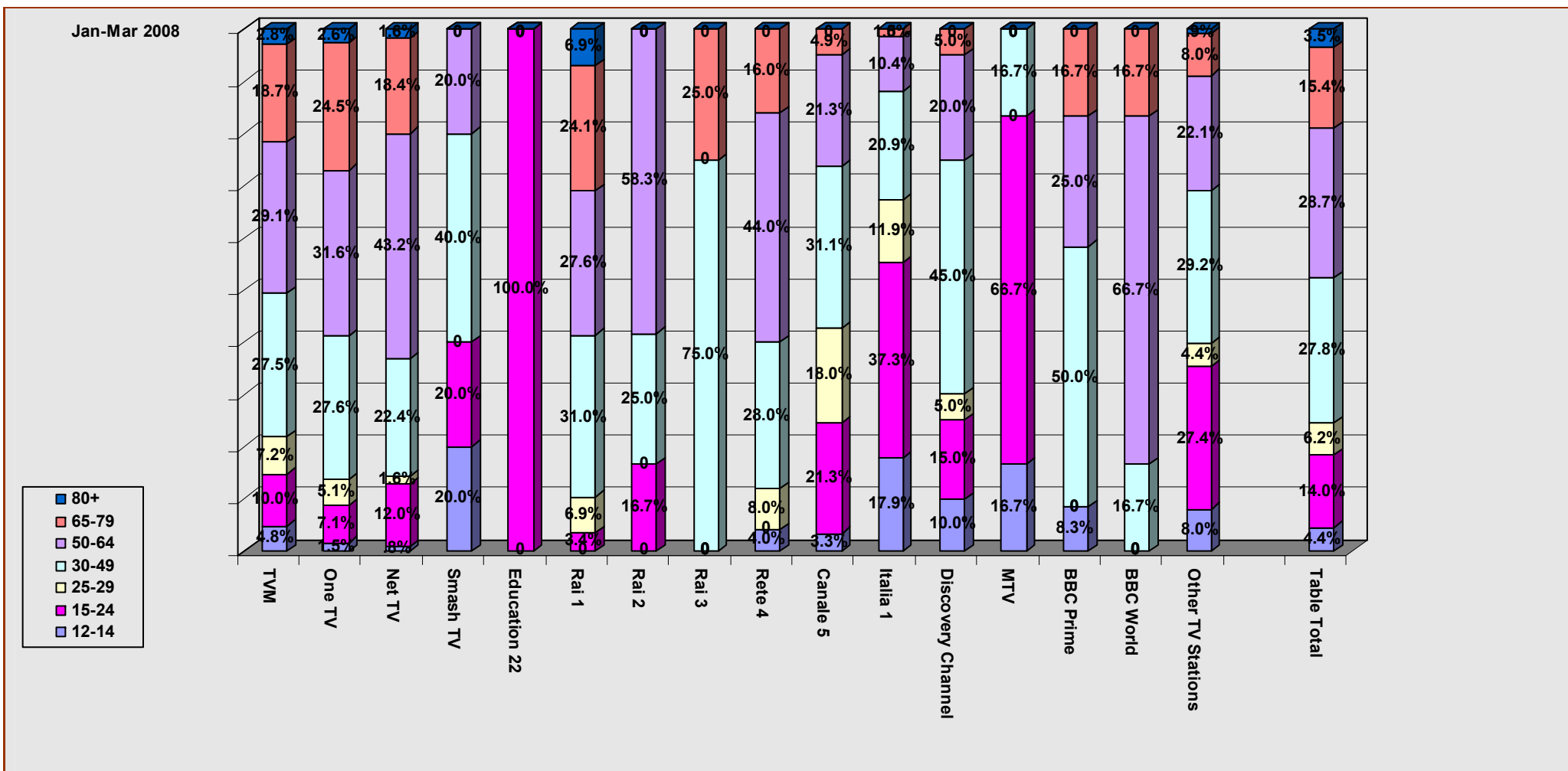


FIGURE 3.9: TV VIEWING BY BROADCASTING STATION – BY AGE GROUP

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 any following in three districts while Education 22 only registered viewers in one district. On the other hand, five foreign stations [Rai 2, all Mediaset channels, and Discovery Channel] 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	14.3%	29.9%	10.8%	15.1%	21.1%	8.8%
One TV	28.1%	22.4%	17.9%	15.8%	6.1%	9.7%
Net TV	9.6%	30.4%	14.4%	16.8%	14.4%	14.4%
Smash TV		40.0%		40.0%		20.0%
Education 22	100.0%					
Rai 1	31.0%	37.9%	13.8%	13.8%		3.4%
Rai 2	8.3%	33.3%	8.3%	33.3%	8.3%	8.3%
Rai 3	25.0%	50.0%		25.0%		
Rete 4	12.0%	20.0%	8.0%	24.0%	28.0%	8.0%
Canale 5	18.0%	34.4%	21.3%	19.7%	3.3%	3.3%
Italia 1	25.4%	31.3%	7.5%	13.4%	14.9%	7.5%
Discovery Channel	15.0%	30.0%	10.0%	10.0%	30.0%	5.0%
MTV	16.7%	16.7%			16.7%	50.0%
BBC Prime	8.3%	16.7%	8.3%	25.0%	41.7%	
BBC World	16.7%	33.3%		16.7%		33.3%
Other TV Stations	15.0%	37.2%	13.3%	12.4%	15.0%	7.1%
Total	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%
Population	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

Jan-Mar 2008

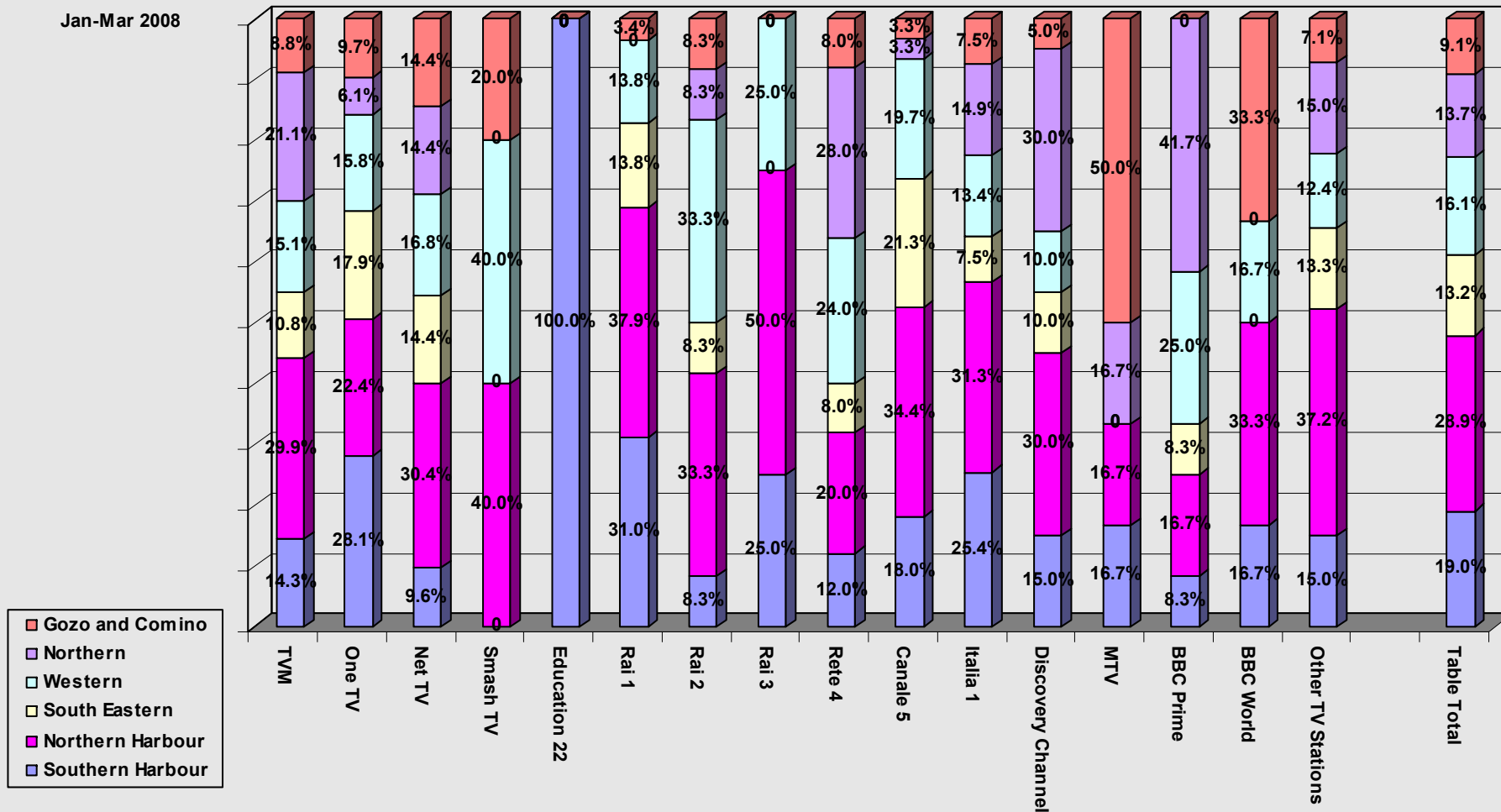


FIGURE 3.10: TV VIEWING BY BROADCASTING STATION – BY DISTRICT

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 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 January-March 2007 to 2008. Further data is available in Part 2 of this report; Tables 3.5 to 3.7.

TABLE 3.15: TV RECEPTION SYSTEM BY QUARTER – JAN-MAR 2007 TO JAN-MAR 2008

	Jan-Mar 2008	Oct-Dec 2007	Jul-Sep 2007	Apr-Jun 2007	Jan-Mar 2007
Aerial (Analogue)	16.0%	18.1%	16.4%	19.4%	21.7%
Cable (Analogue)	44.5%	48.9%	70.9%	67.0%	65.3%
Satellite	8.3%	7.3%	8.2%	8.7%	8.2%
Internet	0.1%	0.1%	0.2%	0.1%	
Digital Aerial	31.0%	25.2%	3.6%	4.1%	4.0%
No TV set	0.3%	0.5%	0.7%	0.7%	0.7%

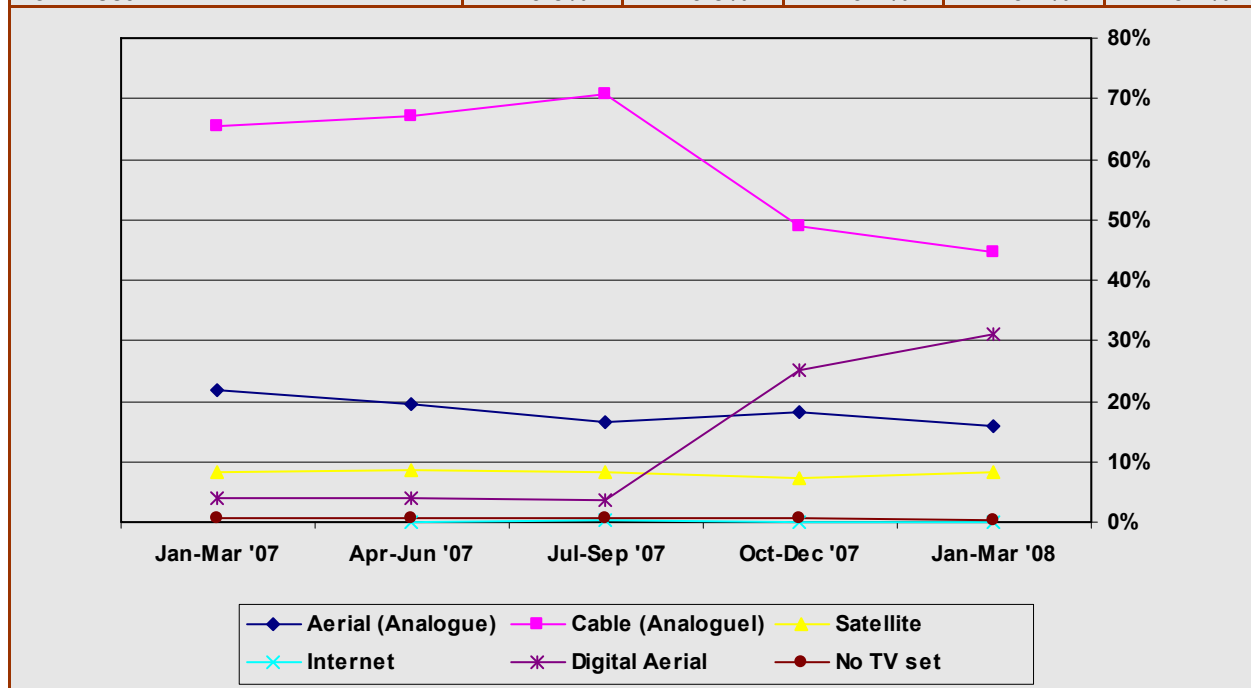


FIGURE 3.11: TV RECEPTION SYSTEM BY QUARTER – JAN-MAR 2007 TO JAN-MAR 2008

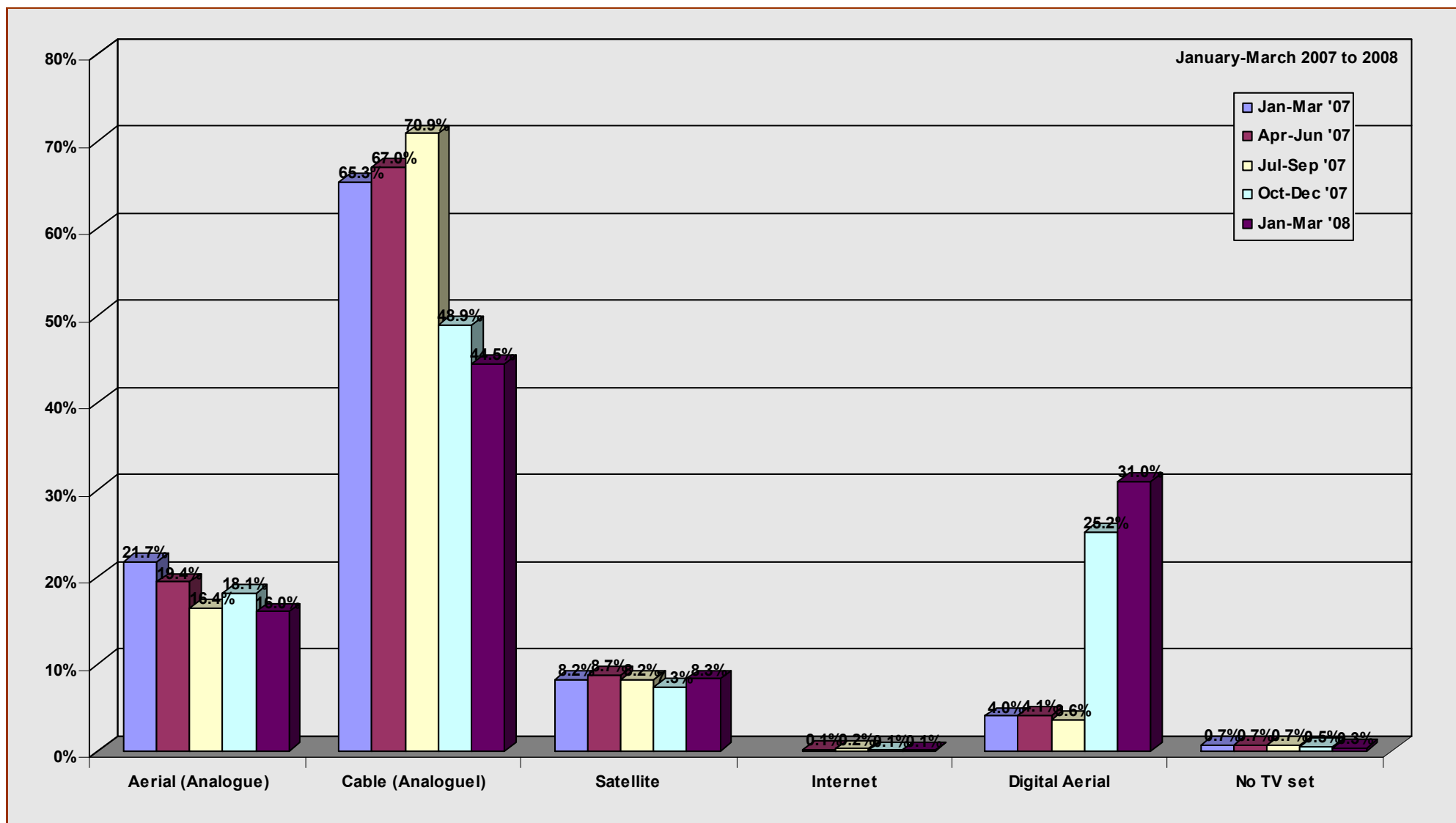


FIGURE 3.12: TV RECEPTION SYSTEM BY PLATFORM – JAN-MAR 2007 TO JAN-MAR 2008

3.5.1 TV Reception Platform by District

From the previous section it is evident that digital aerial up-take from October-December 2007 to January-March 2008 has continued to increase albeit not by the same rate as reported in the audience assessment of October-December 2007. Analysed by district, this uptake was persistent in all districts – see Table 3.16 and Figure 3.13 below.

TABLE 3.16: TV RECEPTION PLATFORM BY DISTRICTS: OCT-DEC 2007 AND JAN-MAR 2008

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Oct-Dec 2007	Jan-Mar 2008	Oct-Dec 2007	Jan-Mar 2008	Oct-Dec 2007	Jan-Mar 2008	Oct-Dec 2007	Jan-Mar 2008	Oct-Dec 2007	Jan-Mar 2008	Oct-Dec 2007	Jan-Mar 2008
Aerial (Analogue)	18.50%	16.1%	10.90%	8.8%	31.60%	27.3%	22.90%	18.7%	13.60%	15.4%	17.40%	17.7%
Cable (Analogue)	51.70%	47.7%	55.20%	49.2%	35.20%	36.1%	43.50%	40.5%	47.20%	35.8%	54.90%	54.9%
Satellite	6.80%	7.9%	7.30%	7.9%	6.90%	9.7%	7.70%	10.7%	6.40%	8.5%	9.70%	3.7%
Internet		0.3%			0.40%							
Digital Aerial	22.90%	27.5%	26.20%	34.0%	25.10%	26.9%	25.50%	30.1%	32.30%	39.8%	16.00%	22.6%
No TV set		0.6%	0.40%		0.80%		0.40%		0.40%	0.4%	2.10%	1.2%
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%

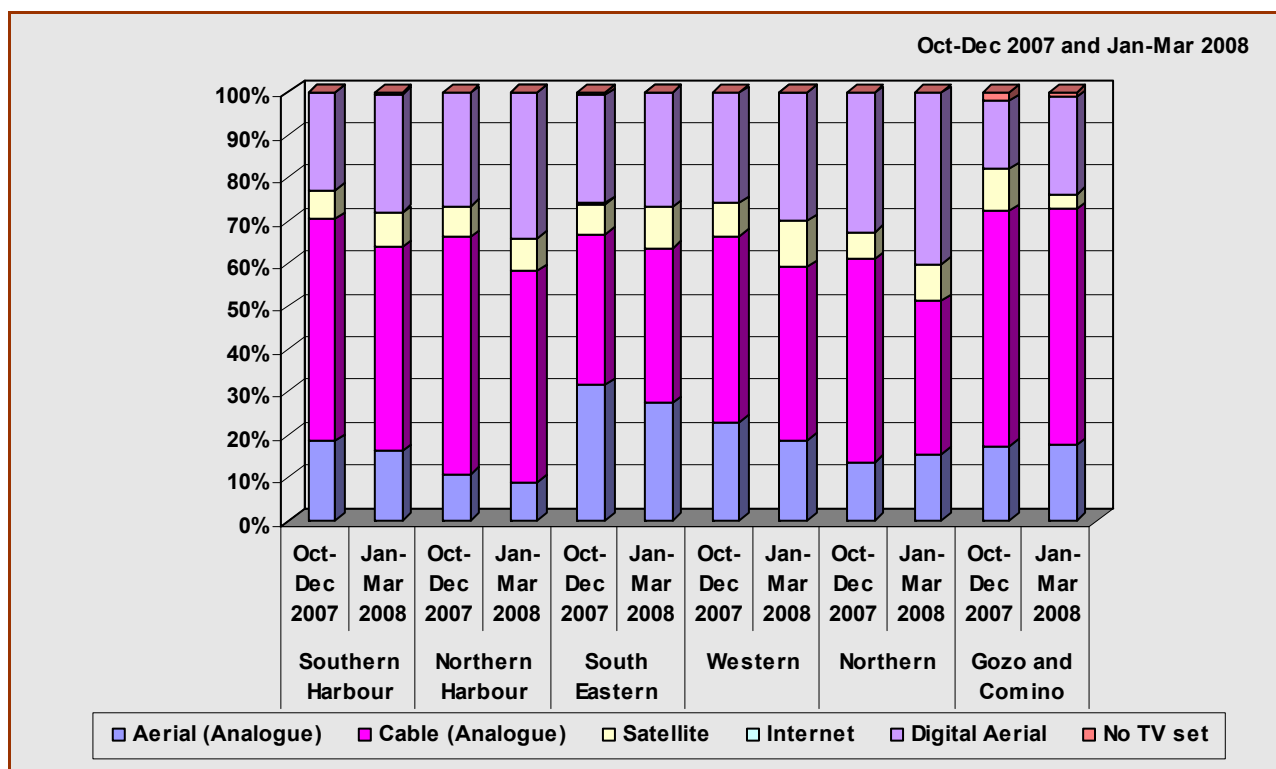


FIGURE 3.13: TV RECEPTION PLATFORM BY DISTRICTS – OCT-DEC 2007 AND JAN-MAR 2008

3.5.2 TV Reception Platform by Broadcasting Station

The data was also analysed by each broadcasting station. 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
TVM	22.7%	41.0%	3.6%		32.7%
One TV	22.4%	49.0%	9.7%		18.9%
Net TV	9.6%	57.6%	6.4%		26.4%
Smash TV	20.0%	80.0%			
Education 22		100.0%			
Rai 1	13.8%	51.7%	6.9%		27.6%
Rai 2	33.3%	50.0%	8.3%		8.3%
Rai 3	50.0%	50.0%			
Rete 4	24.0%	56.0%	12.0%		8.0%
Canale 5	16.4%	41.0%	11.5%		31.1%
Italia 1	16.4%	47.8%	7.5%		28.4%
Discovery Channel		20.0%	25.0%		55.0%
MTV		33.3%			66.7%
BBC Prime		33.3%	8.3%		58.3%
BBC World			16.7%		83.3%
Other TV Stations		18.6%	19.5%		61.9%

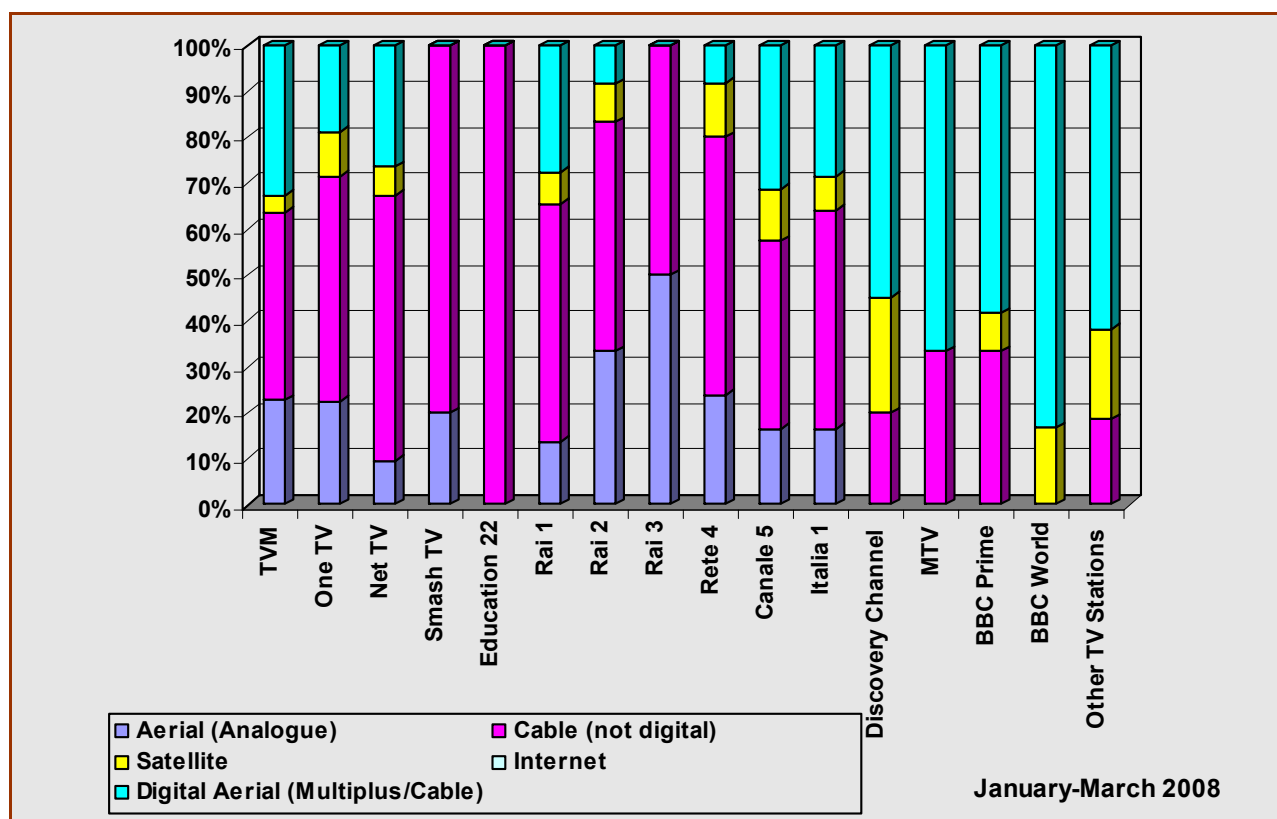


FIGURE 3.14: TV RECEPTION PLATFORM BY BROADCASTING STATION

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 aired 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 9.6% [Q4_2007: 10.8%] stated that they regularly watched Teleshopping programmes. Of the effective teleshopping programme viewers, 12.1% [Q4_2007: 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 fourth with 14.5% [Q4_2007: third at 17.4%] - see Figure 3.15 below and Table 3.8 and Table 3.9 in Part 2 of this report.

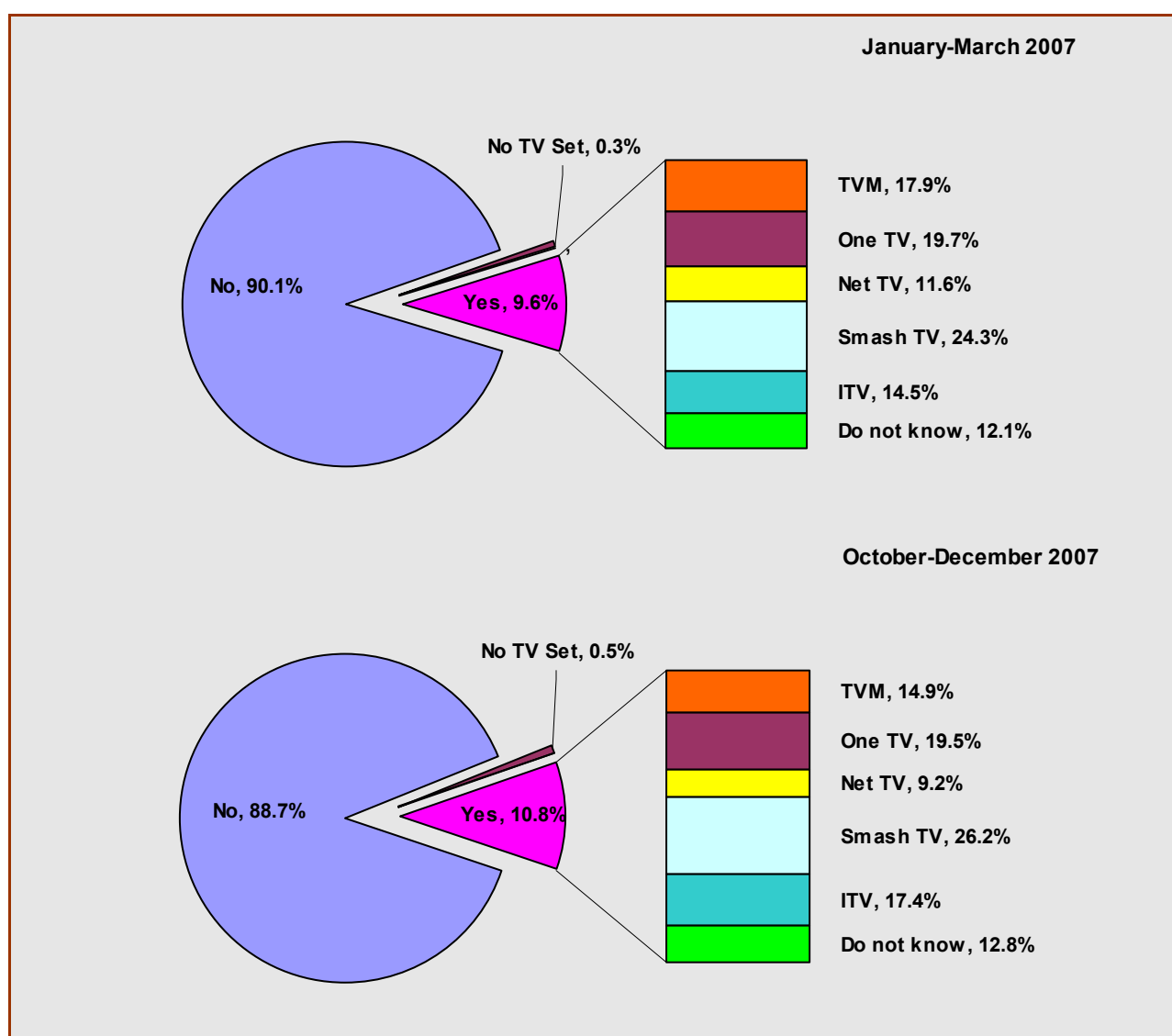


FIGURE 3.15: TEleshopping BY BROADCASTING STATION – JAN-MAR 2008 AND OCT-DEC 2007

The number of males viewing Teleshopping has decreased from 31.3% to 22.5% over the previous period October-December 2007 while female audiences have increased from 68.7% to 77.5%. While only TVM's audience was gender balanced for the period of October-December, during this period the highest percentage of male audiences was reached by One TV with 35.3% – see Table 3.18 Figure 3.16 below.

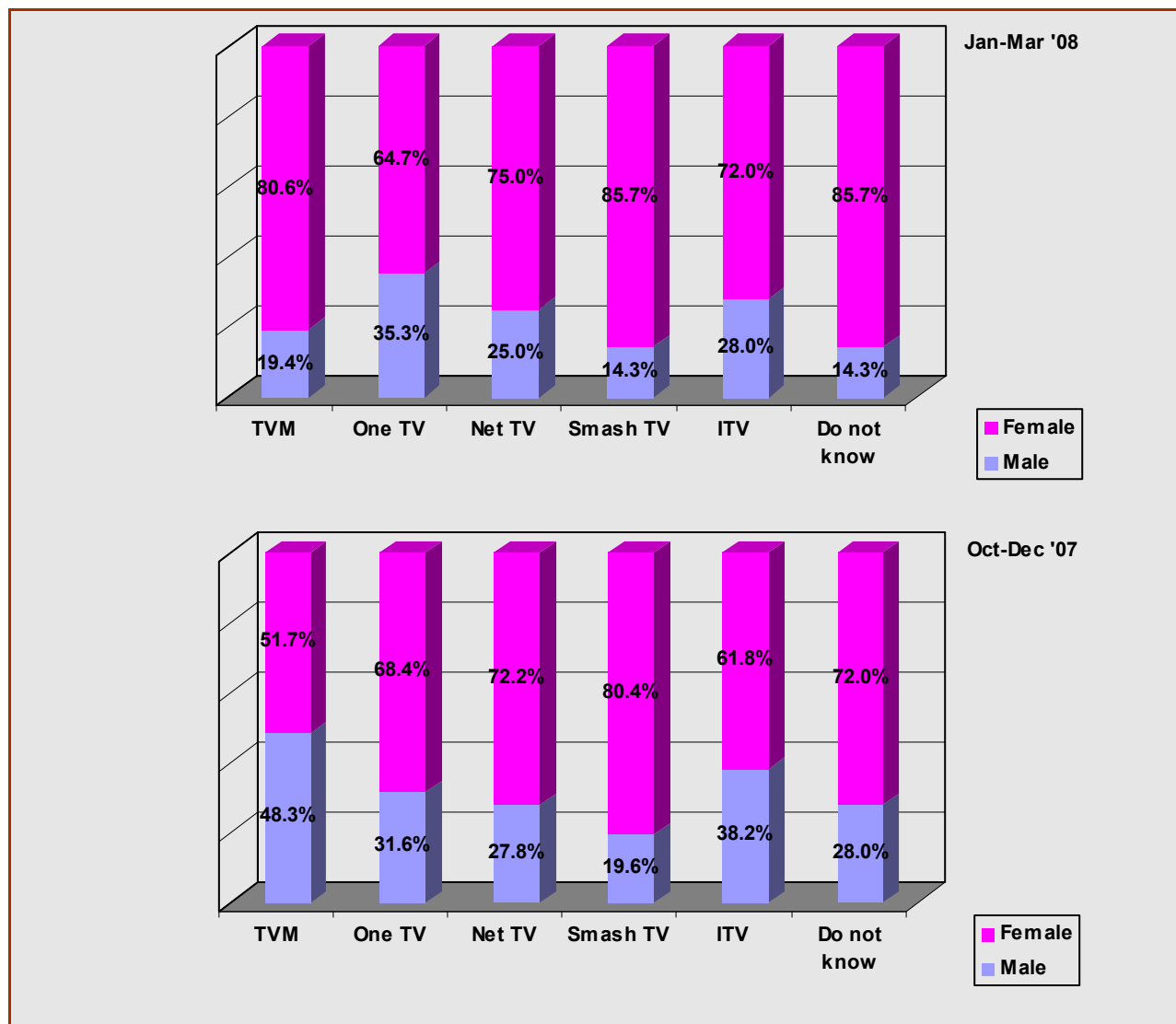


FIGURE 3.16: TEleshopping BY BROADCASTING STATION BY GENDER – JAN-MAR 2008 AND OCT-DEC 2007

While for the period October-December 2007 the effective teleshopping audience by age group was predominantly of those who were in the 50-64 age brackets; for this assessment period a younger age group was attracted to Teleshopping – see Table 3.18 and Figure 3.17 below. What is of concern is that such programmes are also followed by children; however the number of children following such programmes has reduced from 4.4% to 1.3% for those in the 12-14 age group and from 4.4% to 2.4% of those in the 15-24 age group – see Tables 3.8 Part 2 of this report and of the report for October-December 2007.

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

January-March 2008									
	Gender		Age group						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	19.4%	80.6%	3.2%	6.5%		35.5%	35.5%	16.1%	3.2%
One TV	35.3%	64.7%		2.9%	5.9%	5.9%	26.5%	47.1%	11.8%
Net TV	25.0%	75.0%				5.0%	45.0%	50.0%	
Smash TV	14.3%	85.7%			2.4%	33.3%	28.6%	31.0%	4.8%
ITV	28.0%	72.0%		4.0%	12.0%	36.0%	32.0%	12.0%	4.0%
Do not know	14.3%	85.7%		9.5%		4.8%	33.3%	28.6%	23.8%

October-December 2007									
	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%

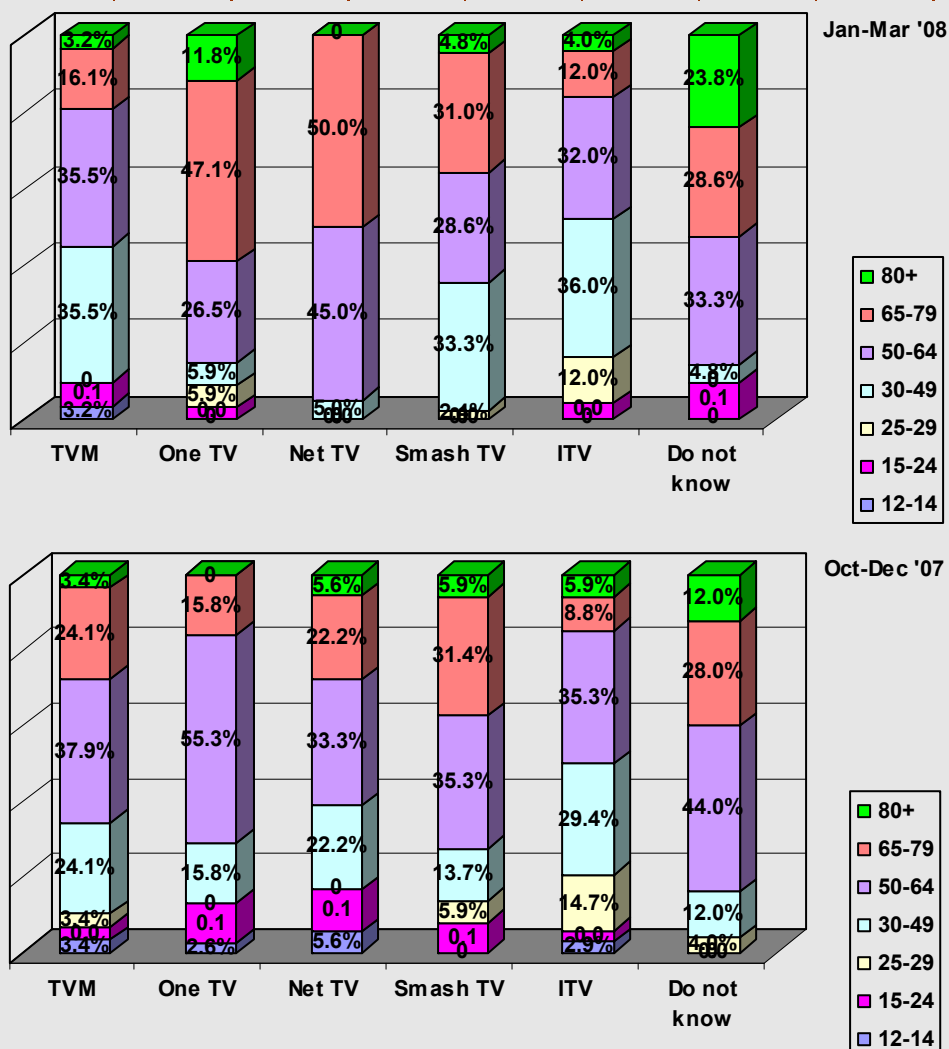


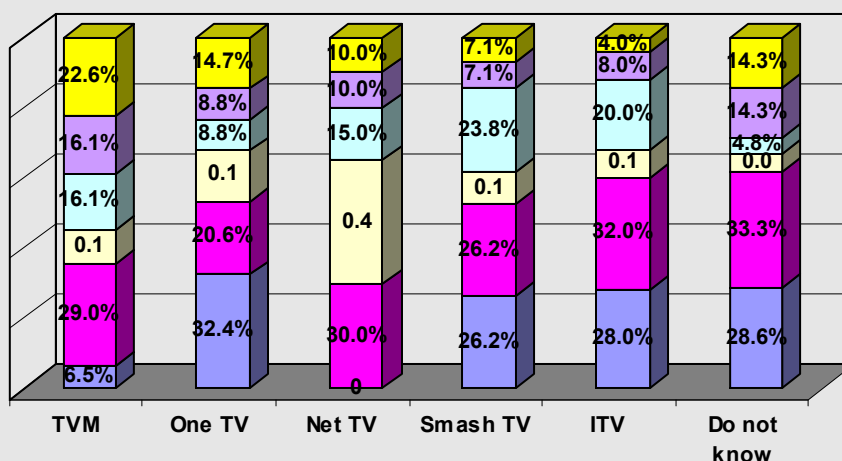
FIGURE 3.17: TEleshopping BY BROADCASTING STATION – BY AGE GROUP

Analysed by district, teleshopping is spread over all the districts with the exception of that of Net TV. The highest percentages attained by local broadcasting stations are concentrated in two district areas – the Southern Harbour [21.4%] and the Northern Harbour [27.7%]. – see Table 3.19 and Figure 3.18 below.

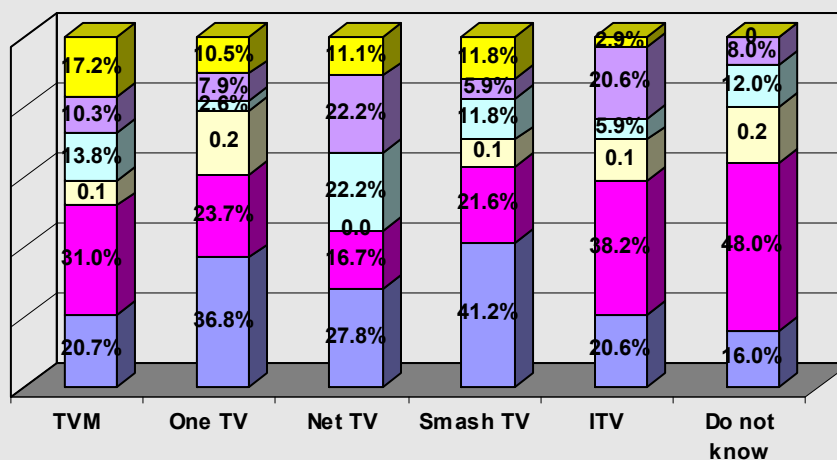
TABLE 3.19: TEleshopping BY BROADCASTING STATION – BY DISTRICT

January-March 2008						
	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	6.5%	29.0%	9.7%	16.1%	16.1%	22.6%
One TV	32.4%	20.6%	14.7%	8.8%	8.8%	14.7%
Net TV		30.0%	35.0%	15.0%	10.0%	10.0%
Smash TV	26.2%	26.2%	9.5%	23.8%	7.1%	7.1%
ITV	28.0%	32.0%	8.0%	20.0%	8.0%	4.0%
Do not know	28.6%	33.3%	4.8%	4.8%	14.3%	14.3%
Total "Yes"	21.4%	27.7%	12.7%	15.6%	10.4%	12.1%

October-December 2007						
	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%	
Total "Yes"	29.2%	29.2%	10.8%	10.3%	11.3%	9.2%



■ Southern Harbour ■ Northern Harbour ■ South Eastern ■ Western ■ Northern ■ Gozo and Comino



■ Southern Harbour ■ Northern Harbour ■ South Eastern ■ Western ■ Northern ■ Gozo and Comino

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 [1.60%] with its highest average being on Thursdays [2.61%]. This was followed by Radio Calypso with the next highest daily average [0.89%] while reaching its highest on Wednesdays [1.28%]; and Bay Radio [0.62%] reaching its highest also on Wednesdays [0.9%].

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 STATIONS	FOREIGN RADIO STATIONS
Mon	0.84	0.16	0.77	1.44	0.24	0.41	1.31	0.30	0.16	0.94	0.11	0.19	0.07	0.10	0.07
Tue	0.35	0.30	0.32	1.58	0.99	0.44	0.52	0.44	0.05	0.81	0.05	0.15	0.38	0.06	0.00
Wed	0.31	0.06	0.06	1.14	0.47	0.90	1.28	0.50	0.21	0.29	0.00	0.35	0.24	0.14	0.07
Thu	0.52	0.22	0.16	2.61	0.29	0.70	1.01	0.45	0.57	0.26	0.06	0.49	0.18	0.14	0.00
Fri	0.54	0.00	0.61	2.37	0.31	0.88	0.55	0.81	0.45	0.50	0.16	0.01	0.15	0.10	0.00
Sat	0.25	0.07	0.07	0.99	0.49	0.81	1.00	0.51	0.15	0.42	0.05	0.12	0.02	0.00	0.01
Sun	0.31	0.00	0.04	1.09	0.66	0.19	0.56	0.32	0.27	0.78	0.00	0.15	0.11	0.60	0.10
Total Daily Average	0.45	0.12	0.29	1.60	0.49	0.62	0.89	0.47	0.27	0.57	0.06	0.21	0.17	0.16	0.04

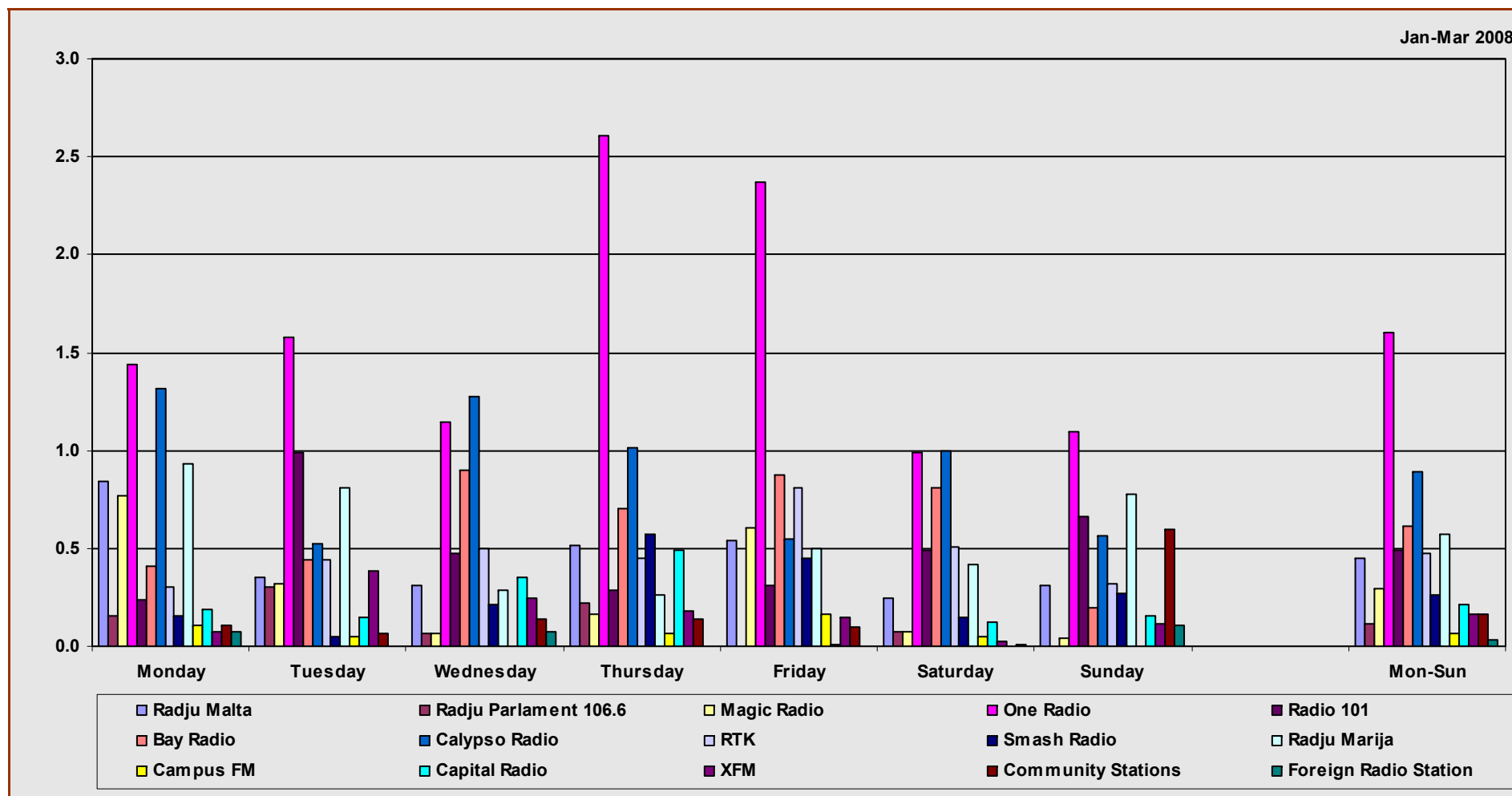


FIGURE 4.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE – JAN-MAR 2008

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	3.02	0.75	2.64	4.15	1.51	2.64	3.02	1.89	0.38	2.26	0.38	0.75	0.75	0.75	0.75
Tue	1.90	1.52	1.52	4.94	2.28	2.66	2.66	1.52	0.38	2.66	0.38	1.14	1.14	0.38	0.00
Wed	1.93	0.39	0.39	3.09	1.16	2.70	4.63	2.70	0.77	1.16	0.00	1.16	0.77	0.77	0.39
Thu	2.68	1.15	0.77	6.51	1.53	3.45	3.45	1.53	1.53	1.92	0.38	1.53	0.77	1.15	0.00
Fri	1.97	0.00	1.97	6.69	1.18	3.54	3.15	2.76	1.57	1.57	0.79	0.39	0.79	0.39	0.00
Sat	1.58	0.79	0.79	3.16	1.98	2.37	3.95	2.77	0.79	1.19	0.40	0.40	0.40	0.00	0.40
Sun	1.54	0.00	0.39	4.63	1.93	1.16	1.93	1.16	0.39	1.93	0.00	0.39	0.77	1.16	0.77
Highest Peak	3.02	1.52	2.64	6.69	2.28	3.54	4.63	2.77	1.57	2.66	0.79	1.53	1.14	1.16	0.77

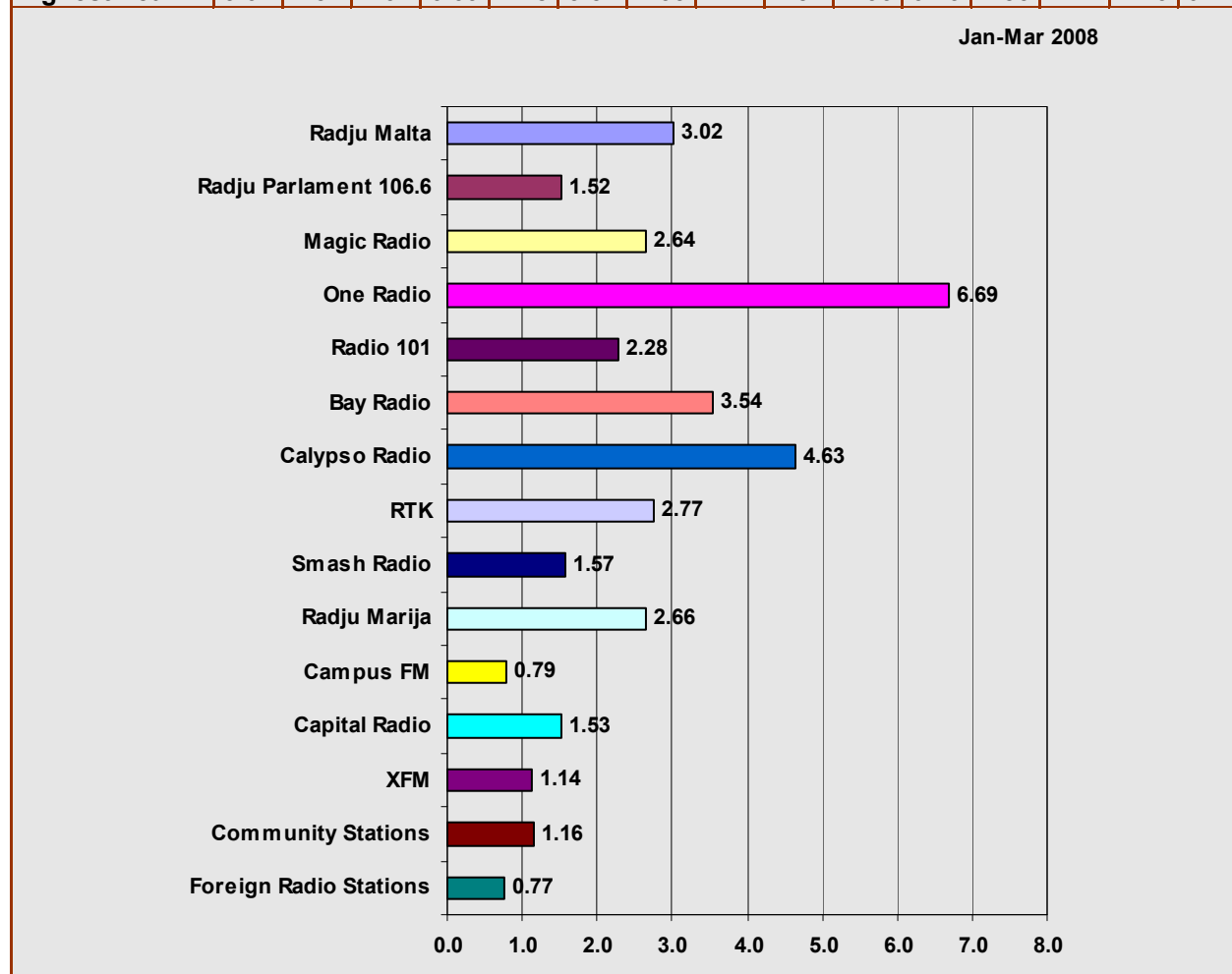


FIGURE 4.2: RADIO WEEKDAY PEAK AUDIENCES – JAN-MAR 2008

4.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations at half-hour intervals. 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.

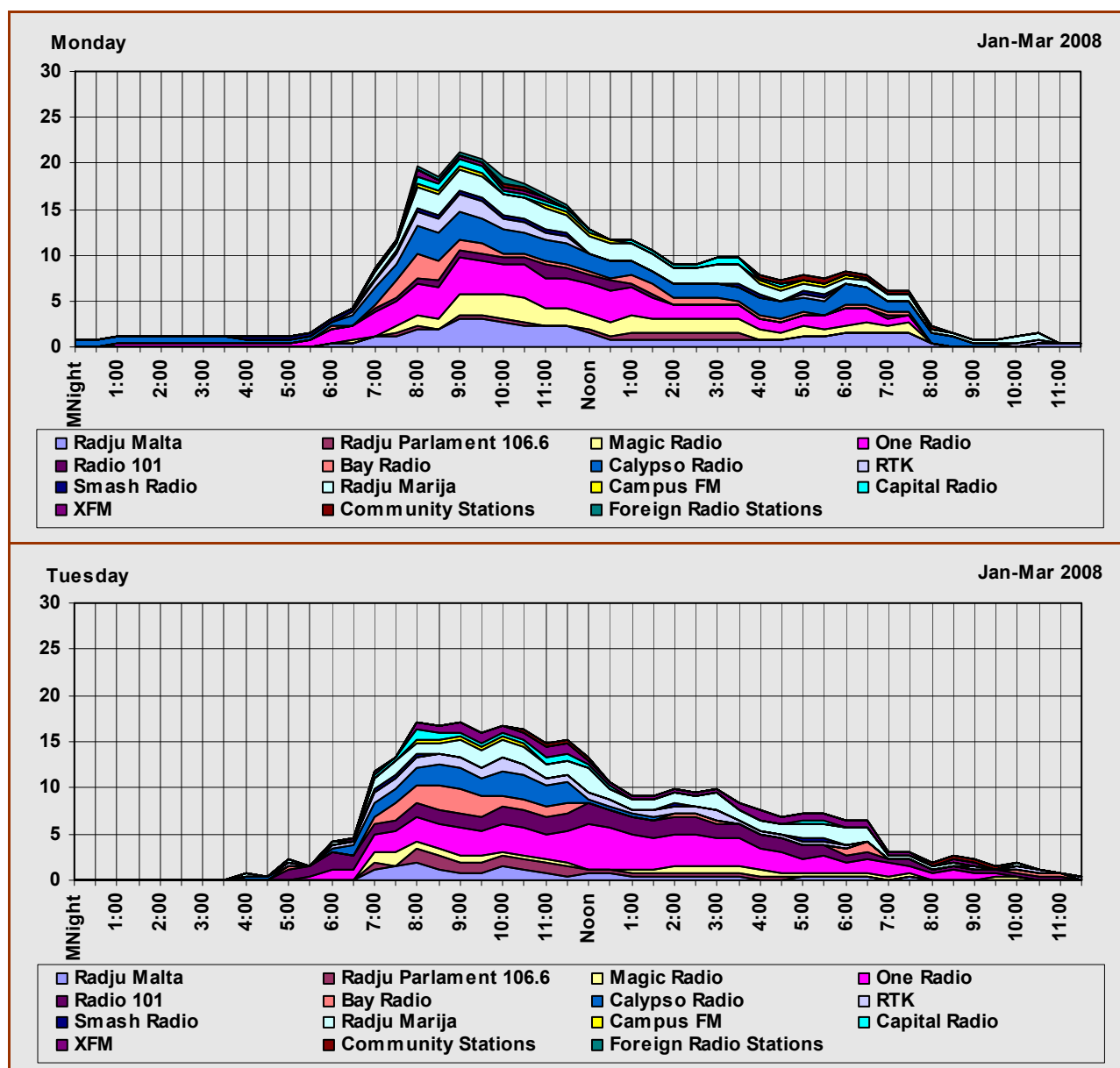


FIGURE 4.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAY - TUESDAY

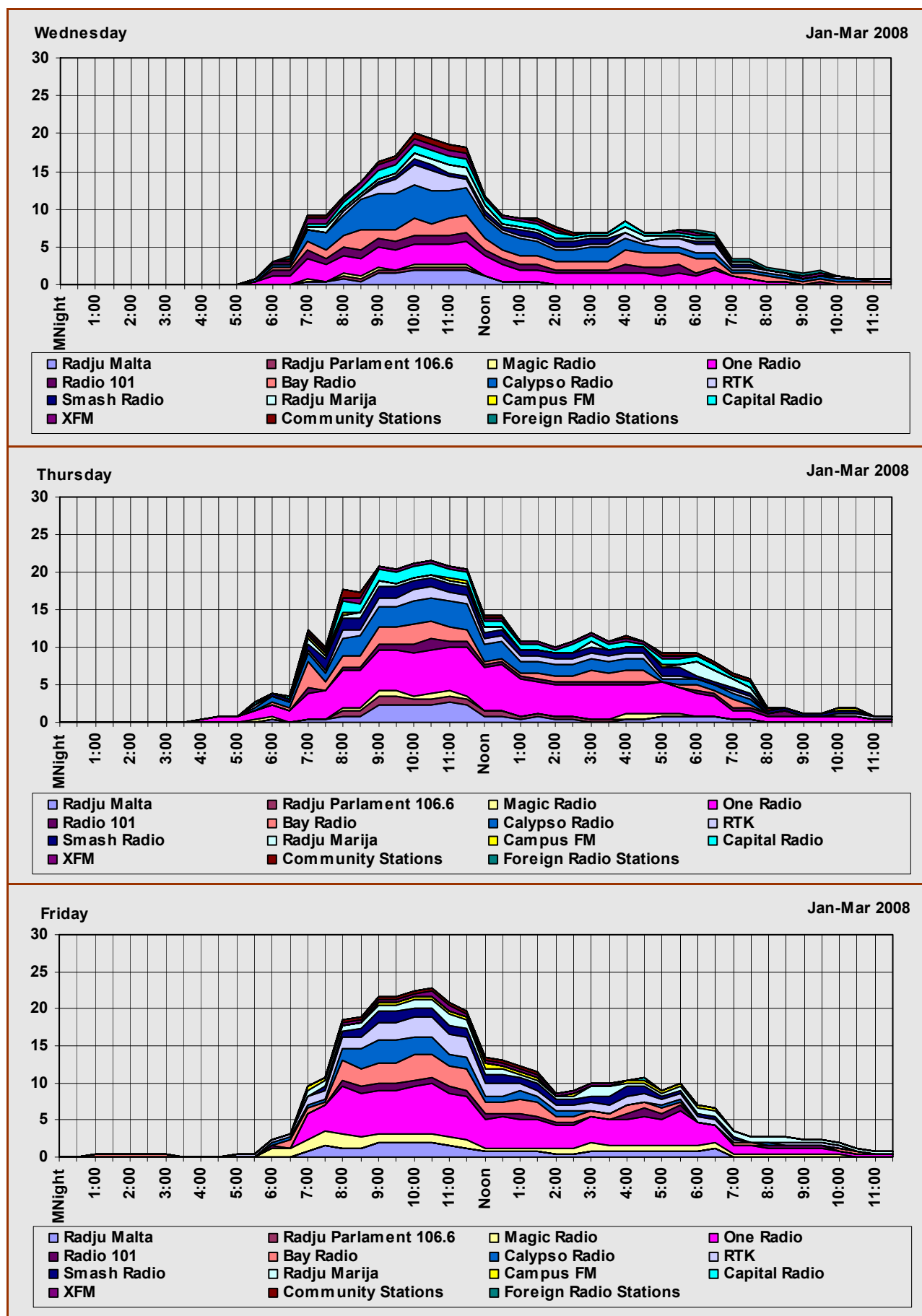


FIGURE 4.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

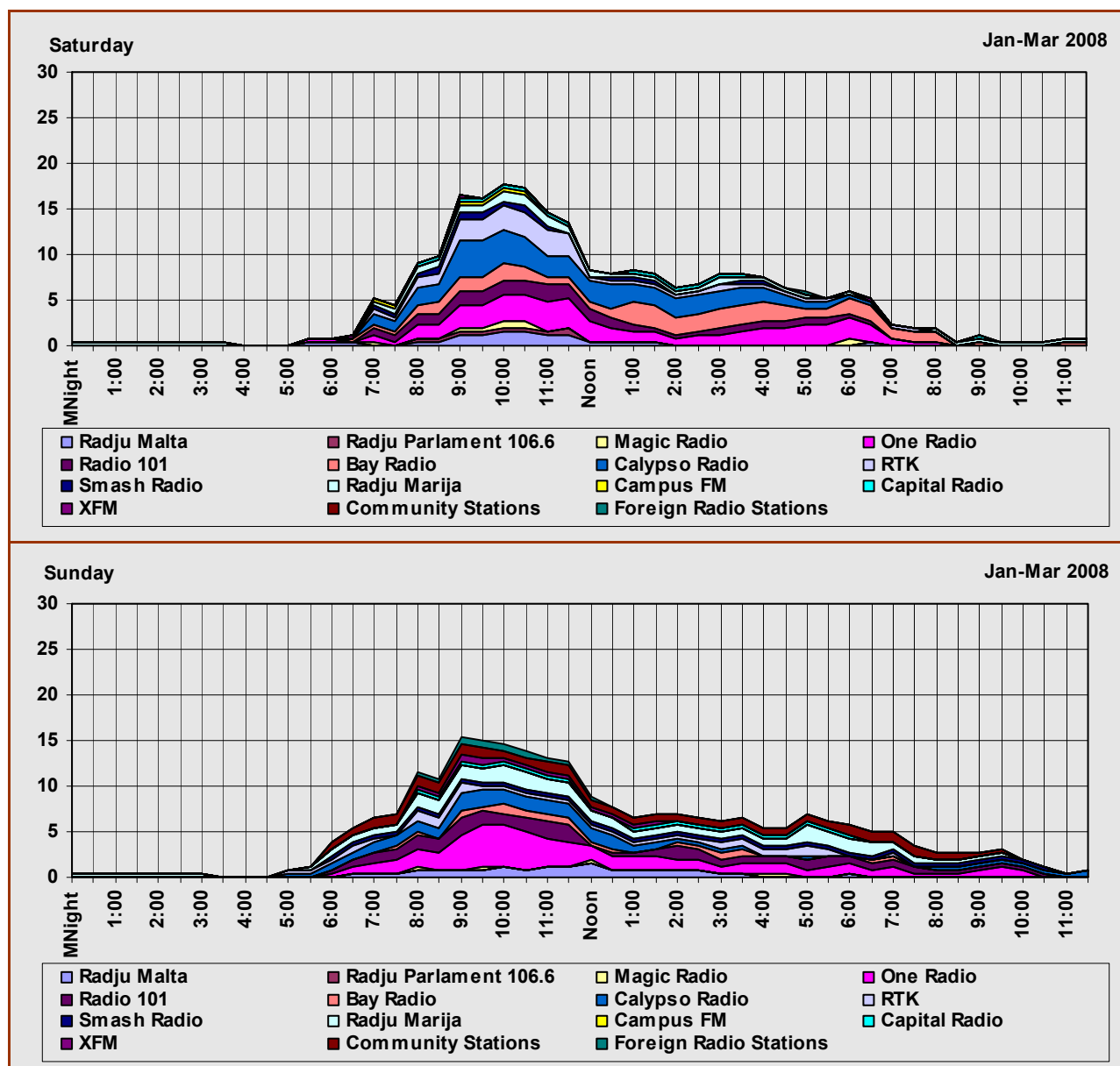


FIGURE4.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY - SUNDAY

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 STATIONS	FOREIGN RADIO STATIONS
Total Average	7.0	1.8	4.5	25.0	7.7	9.6	13.9	7.4	4.1	8.9	1.0	3.3	2.6	2.5	0.6

Radio: Jan-Mar 2008

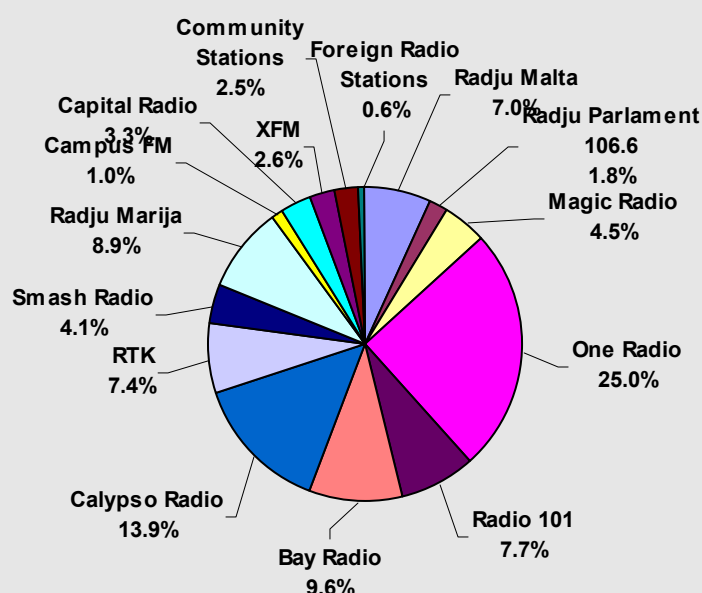


FIGURE 4.4: RADIO TOTAL DAILY AVERAGE AUDIENCE – JAN-MAR 2008

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 [1.43%] with its highest average being on Sundays [2.19%]. This was followed by TVM with the next highest daily average [1.08%] and reaching its highest average on Fridays [1.85%].

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 STATIONS
Mondays	0.99	1.49	0.76	0.00	0.00	0.05	0.08	0.01	0.00	0.31	0.44	0.00	0.03	0.05	0.02	0.80
Tuesdays	0.84	1.78	0.85	0.00	0.00	0.15	0.15	0.03	0.06	0.28	0.60	0.12	0.00	0.09	0.02	0.58
Wednesdays	0.79	0.75	0.77	0.02	0.01	0.05	0.20	0.00	0.16	0.27	0.29	0.13	0.00	0.02	0.02	0.86
Thursdays	0.73	1.68	0.98	0.00	0.00	0.12	0.02	0.05	0.47	0.20	0.32	0.08	0.05	0.02	0.00	0.56
Fridays	1.85	1.27	0.46	0.00	0.00	0.15	0.06	0.00	0.25	0.18	0.26	0.03	0.00	0.02	0.00	0.31
Saturdays	1.50	0.84	0.67	0.04	0.00	0.15	0.00	0.00	0.06	0.27	0.17	0.04	0.02	0.03	0.05	0.77
Sundays	0.92	2.19	0.67	0.01	0.00	0.37	0.02	0.00	0.03	0.46	0.12	0.13	0.00	0.09	0.05	0.39
Daily Average	1.08	1.43	0.74	0.01	0.00	0.15	0.08	0.01	0.15	0.28	0.32	0.08	0.01	0.05	0.02	0.61

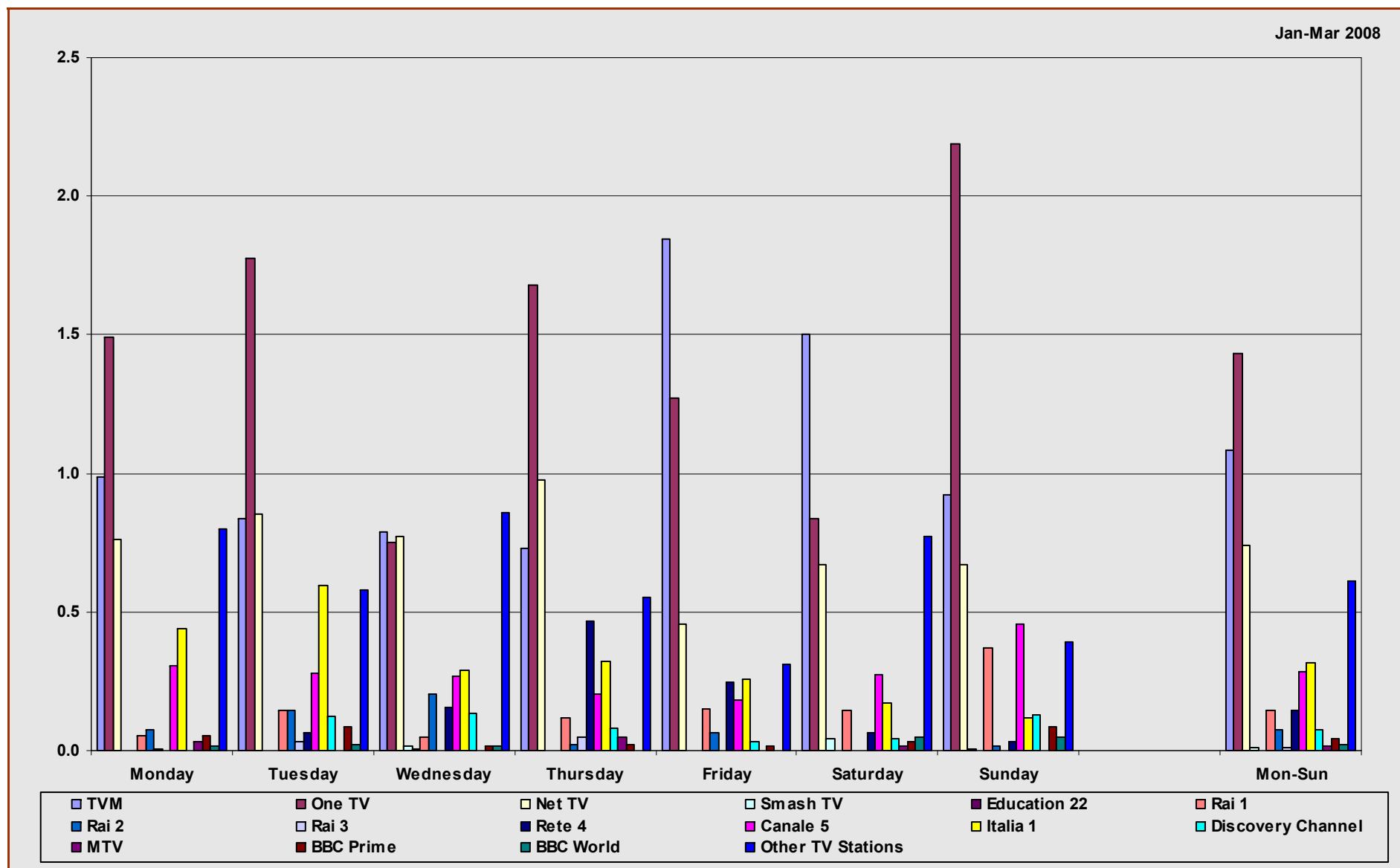


FIGURE 5.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE – JAN-MAR 2008

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 STATIONS
Mondays	8.68	8.68	4.53	0.00	0.00	0.75	0.75	0.38	0.00	2.64	2.26	0.00	0.38	0.75	0.38	3.77
Tuesdays	7.98	11.79	3.42	0.00	0.00	1.14	1.14	0.38	0.38	1.90	3.42	1.14	0.00	0.76	0.38	3.04
Wednesdays	5.79	5.41	7.34	0.39	0.39	0.39	0.39	0.00	1.16	2.32	2.32	1.16	0.00	0.39	0.39	3.47
Thursdays	4.98	8.43	5.36	0.00	0.00	0.77	0.38	0.38	1.92	1.53	2.30	0.77	0.38	0.38	0.00	3.07
Fridays	17.32	5.51	1.97	0.00	0.00	0.79	0.79	0.00	1.97	1.57	2.76	0.39	0.00	0.39	0.00	1.18
Saturdays	8.70	4.74	2.37	0.40	0.00	1.19	0.00	0.00	0.40	1.19	1.58	0.40	0.40	0.40	0.40	1.98
Sundays	9.27	6.95	3.86	0.39	0.00	1.93	0.39	0.00	0.39	2.32	1.54	0.77	0.00	0.39	0.39	2.70
Highest Peak	17.32	11.79	7.34	0.40	0.39	1.93	1.14	0.38	1.97	2.64	3.42	1.16	0.40	0.76	0.40	3.77

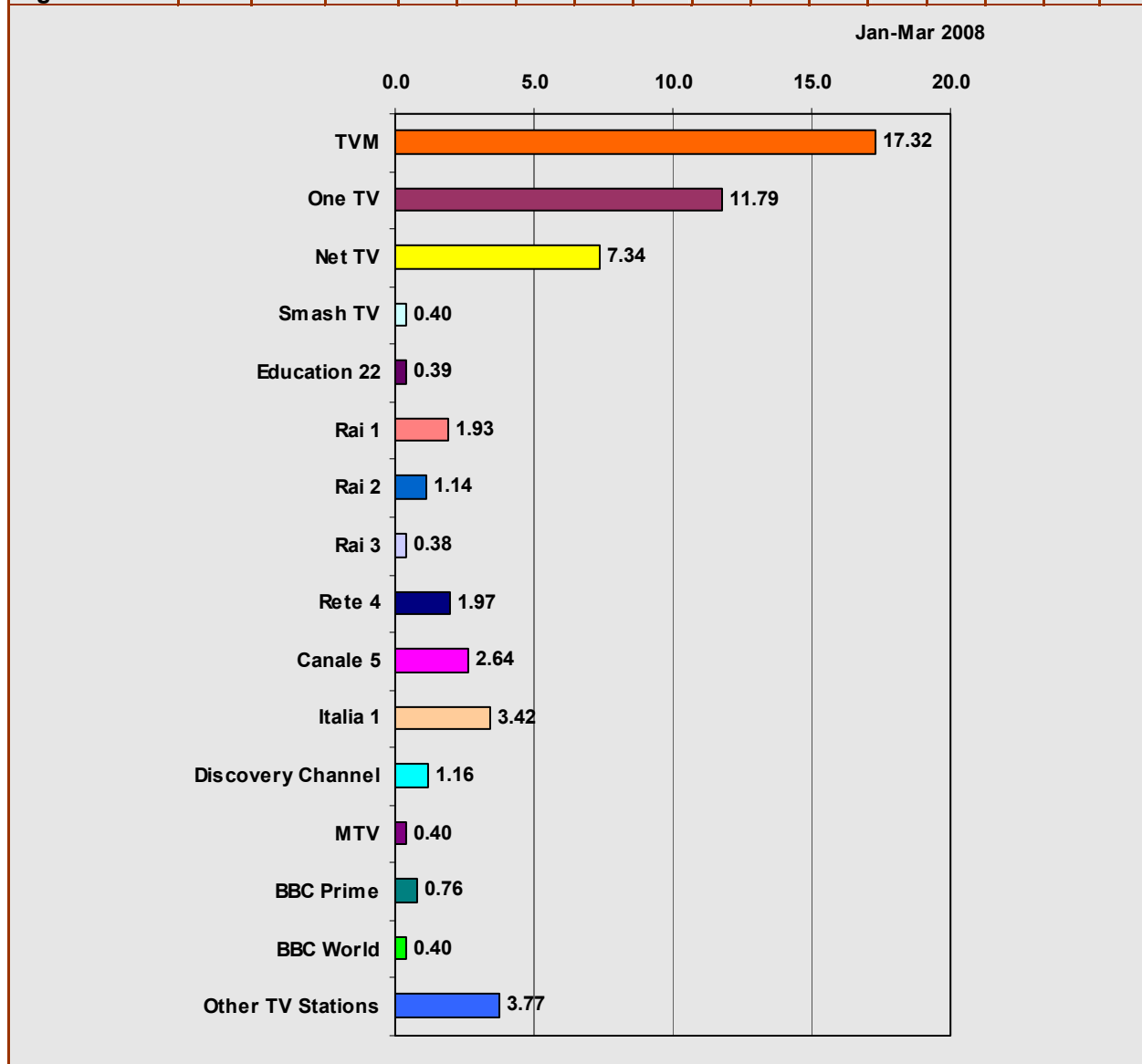


FIGURE 5.2: TV WEEKDAY PEAK AUDIENCES – JAN-MAR 2008

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.

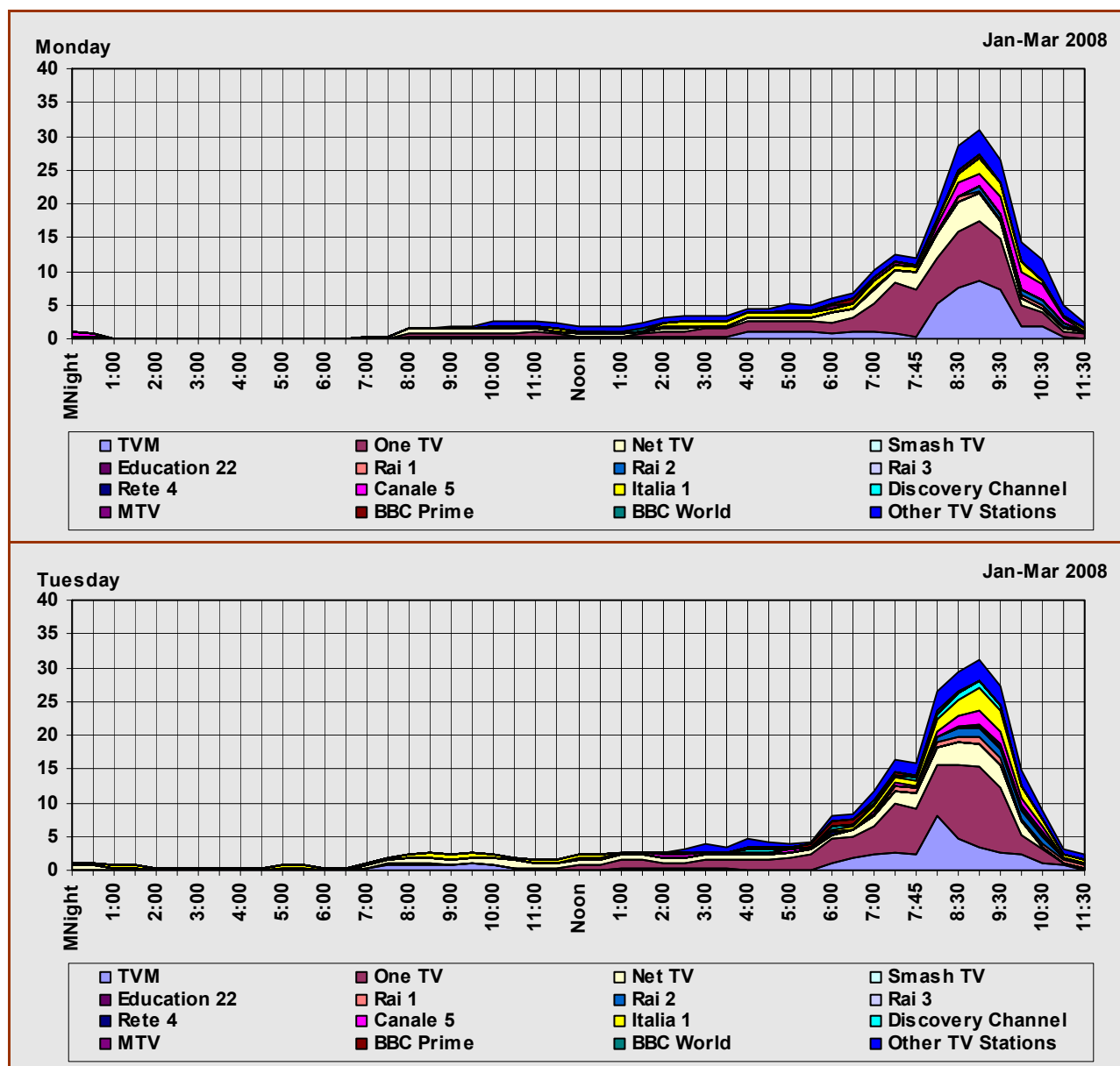


FIGURE 5.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAY-TUESDAY

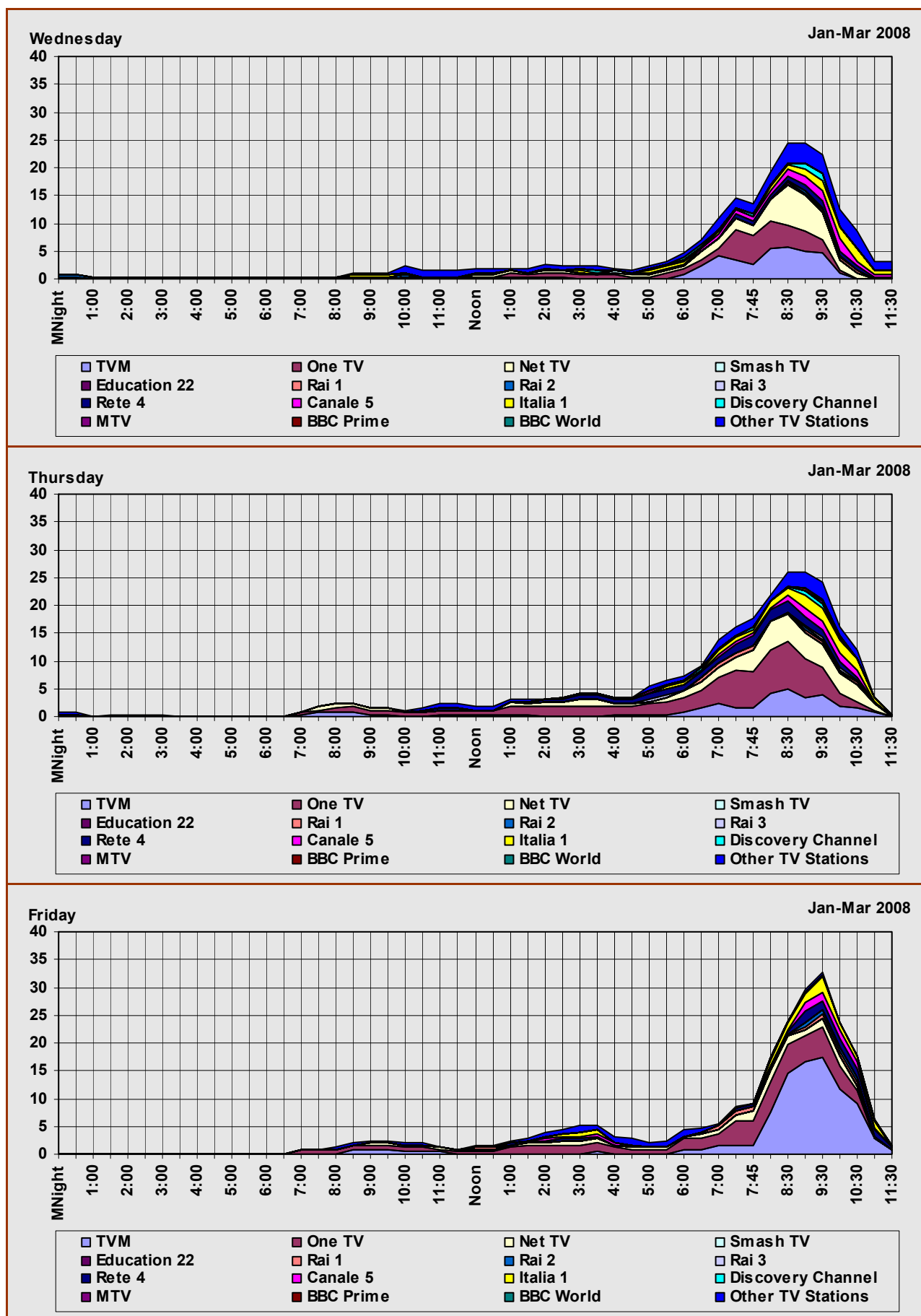


FIGURE 5.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

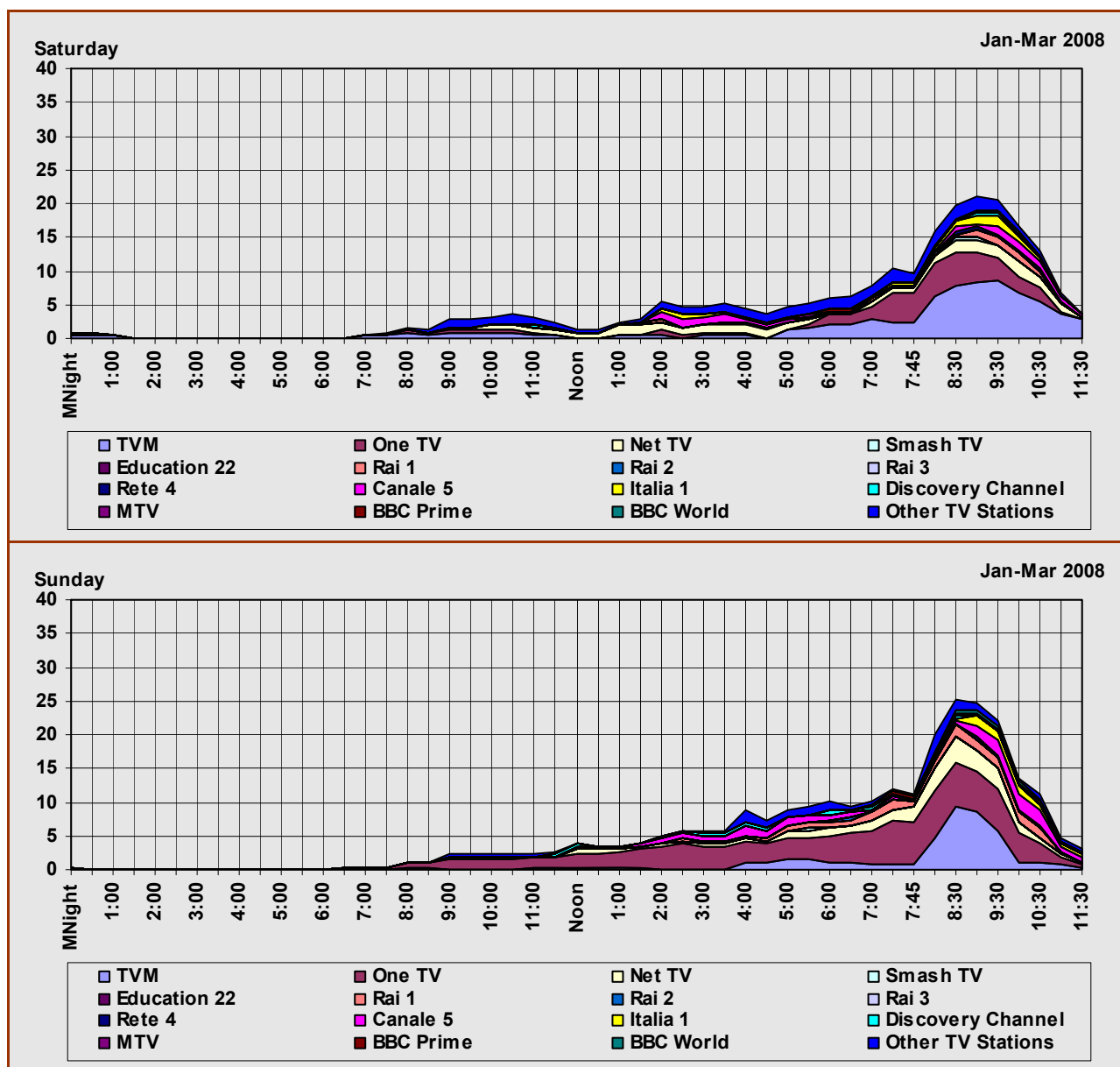


FIGURE 5.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

5.4 TV AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average TV 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 STATIONS
Total Avg.	21.59	28.57	14.74	0.18	0.02	2.94	1.53	0.25	2.94	5.63	6.28	1.53	0.27	0.90	0.43	12.21

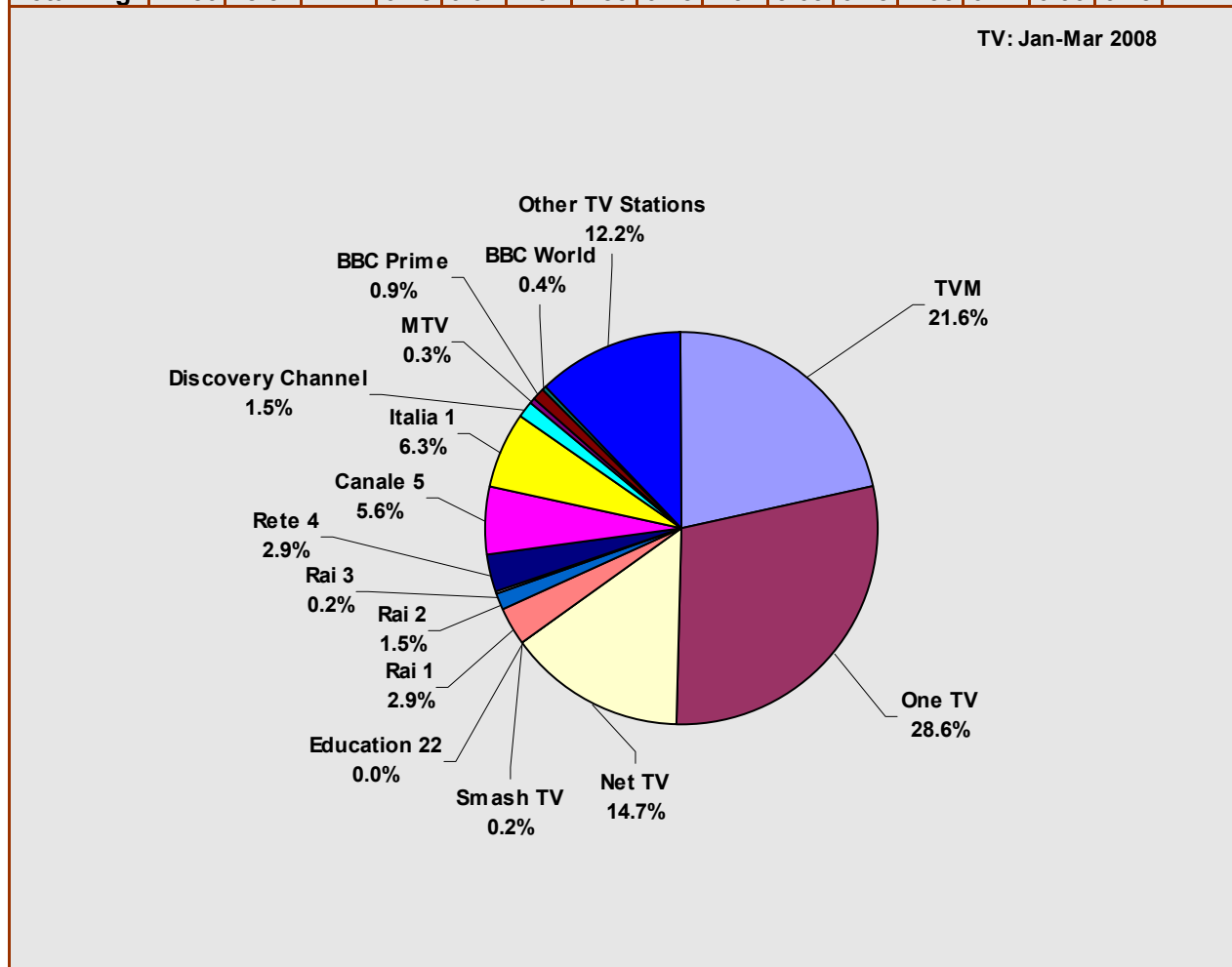


FIGURE 5.4: TV TOTAL DAILY TV AVERAGE AUDIENCE – JANUARY-MARCH 2008

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 3.40 hrs [Q4_2007:3.42 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

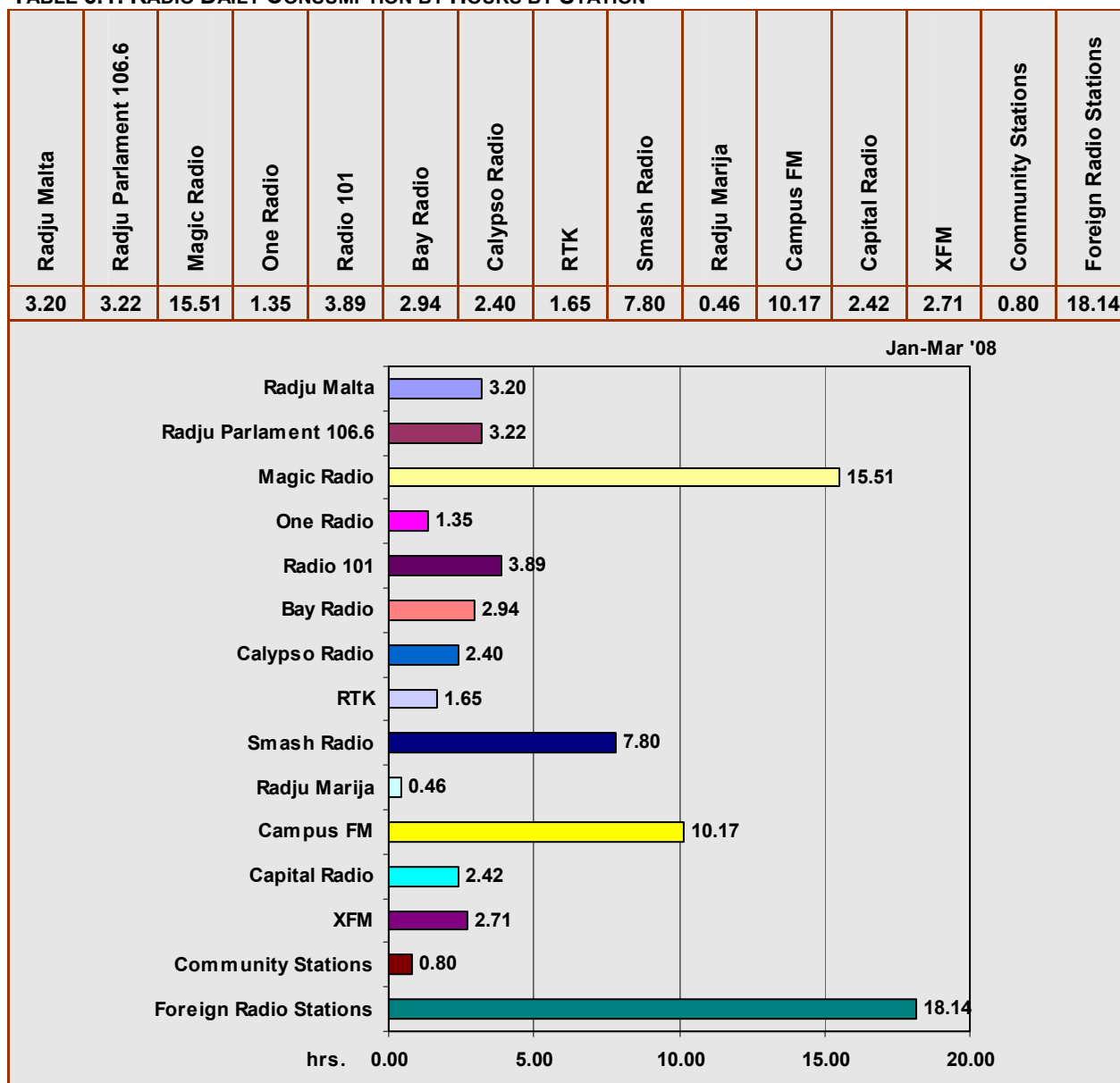


FIGURE 6.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION

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 1.54 hrs [Q4_2007: 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 2.24 hrs [Q4_2007: 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

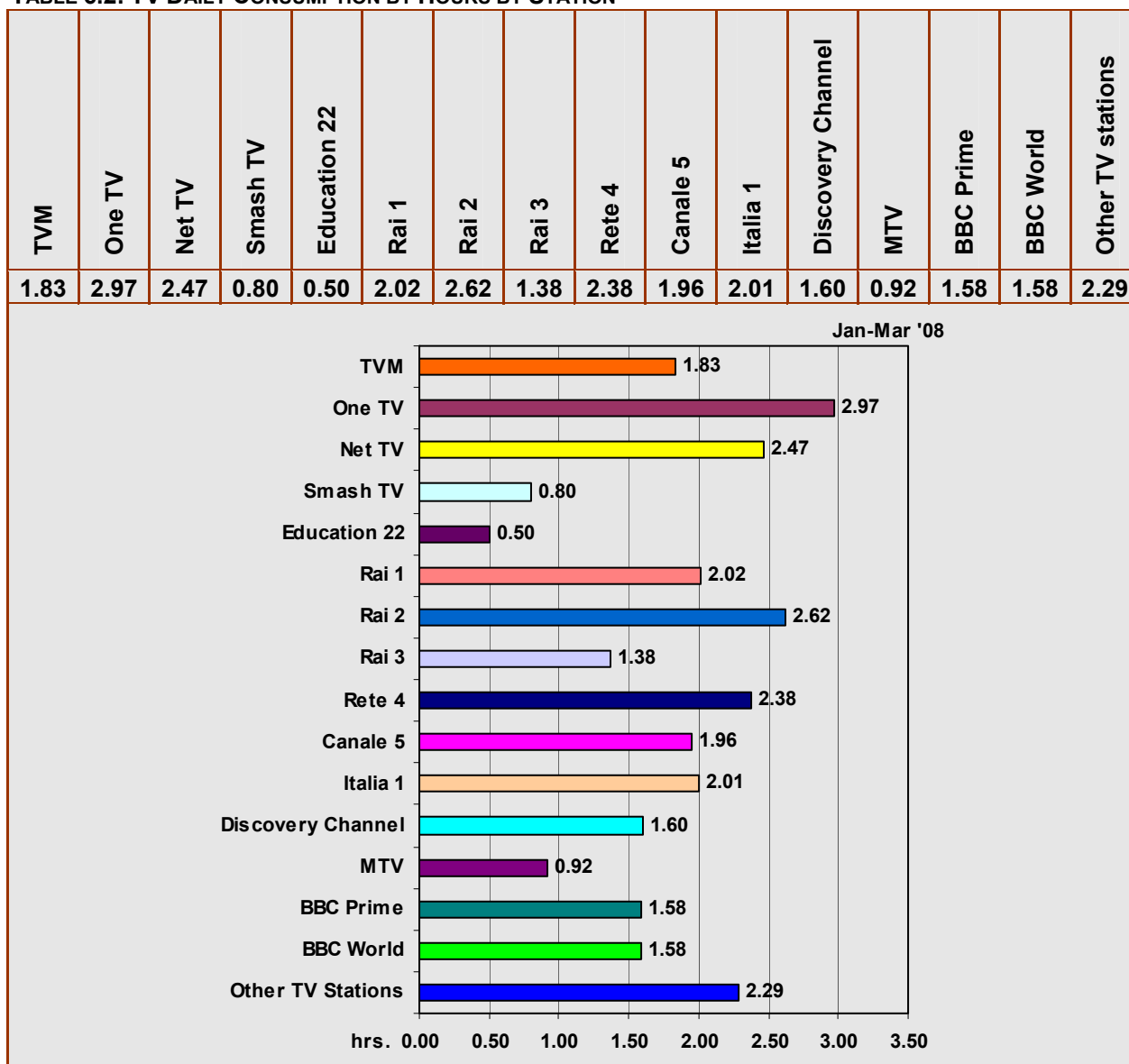


FIGURE 6.2: TV DAILY CONSUMPTION BY HOURS AND BY STATION

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 1.16 hrs [Q4_2007: 1.38 hrs] every day.

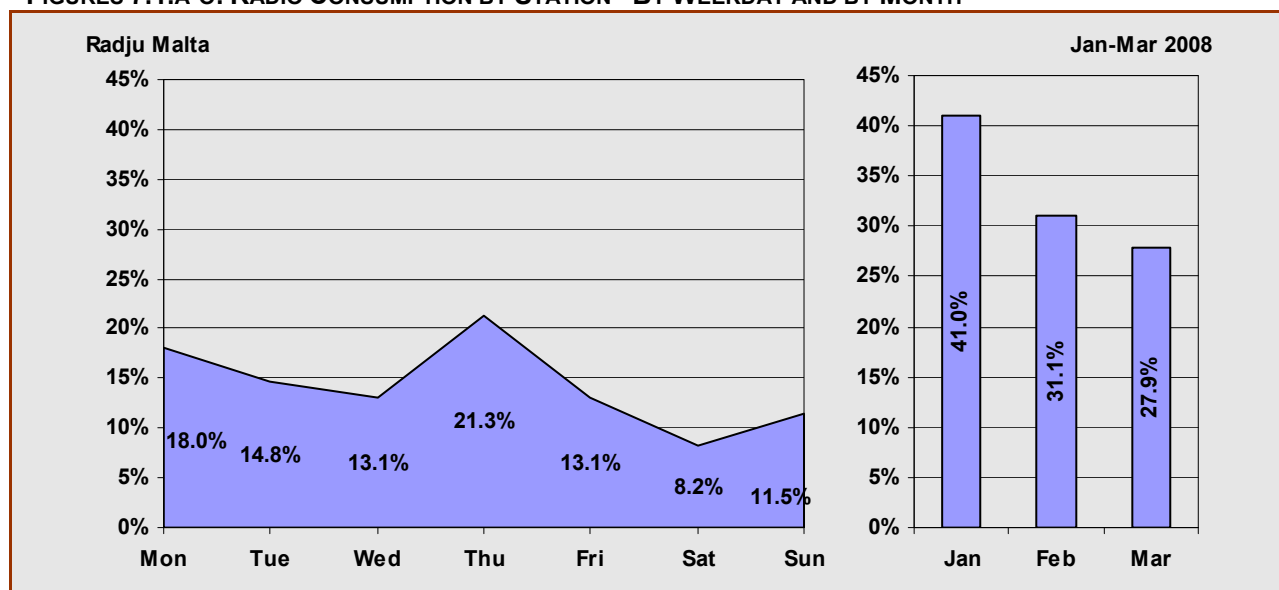
7. BROADCASTING STATION ANALYSIS BY WEEKDAY AND BY MONTH

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.

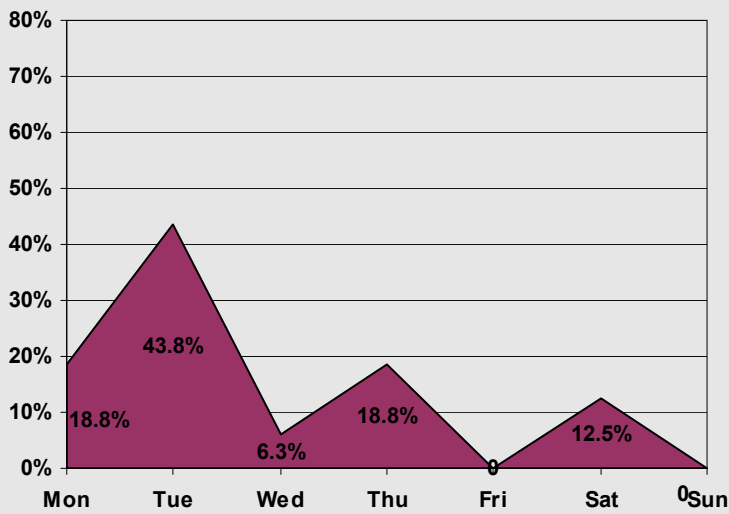
TABLE 7.1: RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Radju Malta	18.0%	14.8%	13.1%	21.3%	13.1%	8.2%	11.5%	41.0%	31.1%	27.9%
Radju Parlament 106.6	18.8%	43.8%	6.3%	18.8%		12.5%		6.3%	18.8%	75.0%
Magic Radio	26.7%	22.2%	8.9%	13.3%	13.3%	8.9%	6.7%	26.7%	46.7%	26.7%
One Radio	13.2%	13.8%	13.2%	17.6%	13.8%	12.6%	15.7%	40.3%	32.7%	27.0%
Radio 101	11.6%	21.7%	11.6%	11.6%	11.6%	10.1%	21.7%	23.2%	37.7%	39.1%
Bay Radio	12.9%	13.6%	17.4%	16.7%	15.9%	13.6%	9.8%	33.3%	31.1%	35.6%
Calypso Radio	18.6%	10.5%	19.8%	14.0%	12.8%	12.8%	11.6%	50.0%	29.1%	20.9%
RTK	10.0%	14.3%	20.0%	11.4%	14.3%	14.3%	15.7%	41.4%	34.3%	24.3%
Smash Radio	9.4%	9.4%	12.5%	15.6%	21.9%	28.1%	3.1%	34.4%	37.5%	28.1%
Radju Marija	13.6%	18.6%	6.8%	16.9%	11.9%	13.6%	18.6%	39.0%	25.4%	35.6%
Campus FM	11.1%	11.1%		22.2%	33.3%	22.2%		22.2%	66.7%	11.1%
Capital Radio	16.7%	10.0%	16.7%	33.3%	3.3%	10.0%	10.0%	56.7%	23.3%	20.0%
XFM	11.5%	23.1%	19.2%	15.4%	7.7%	11.5%	11.5%	42.3%	26.9%	30.8%
Community Stations	15.0%	10.0%	20.0%	25.0%	5.0%		25.0%	40.0%	20.0%	40.0%
Foreign Radio Stations	28.6%		28.6%			14.3%	28.6%	57.1%	28.6%	14.3%

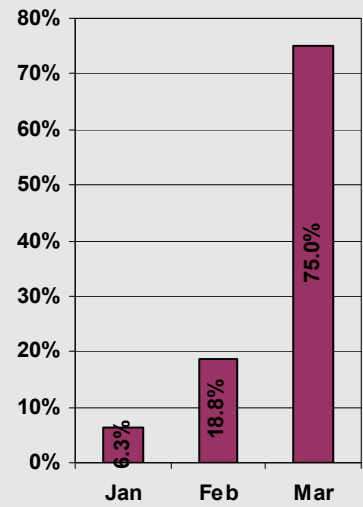
FIGURES 7.1.A-O: RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH



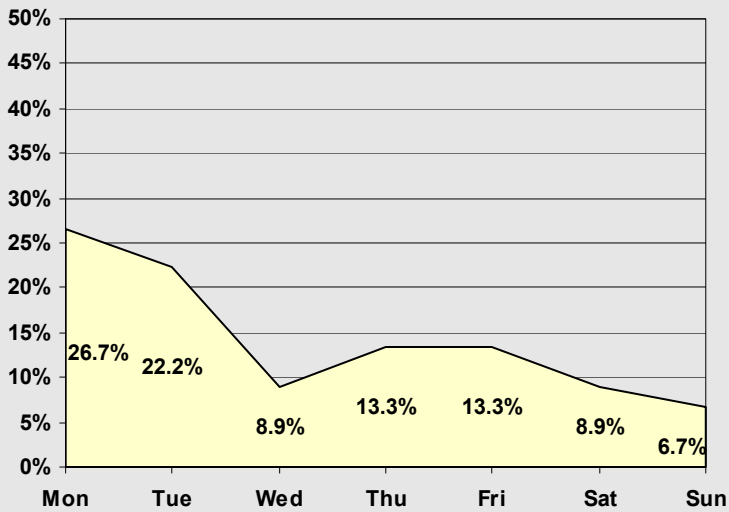
Radju Parlament 106.6



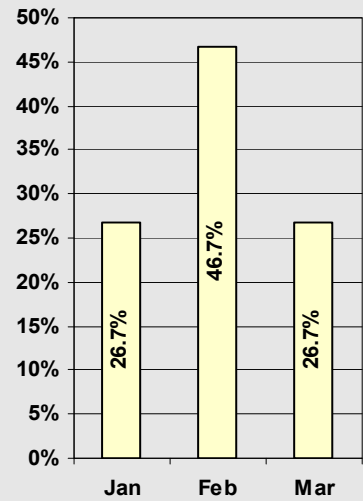
Jan-Mar 2008



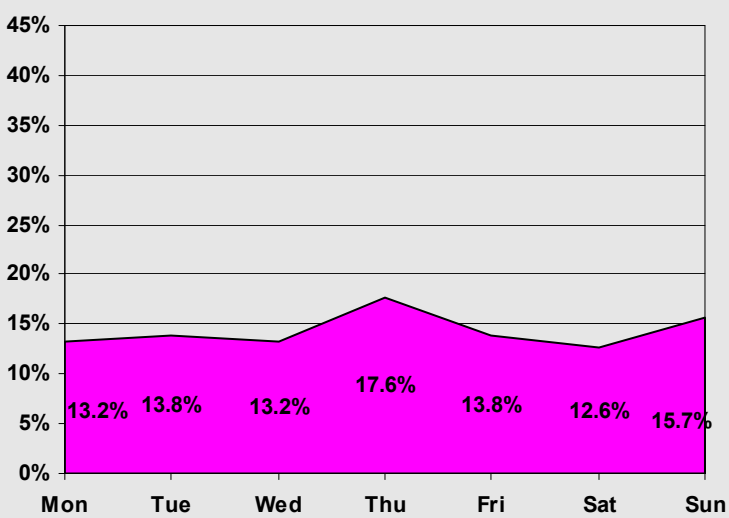
Magic Radio



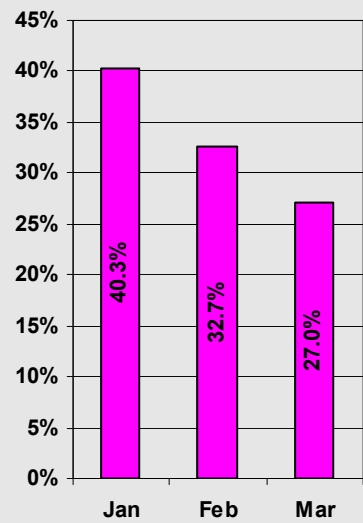
Jan-Mar 2008



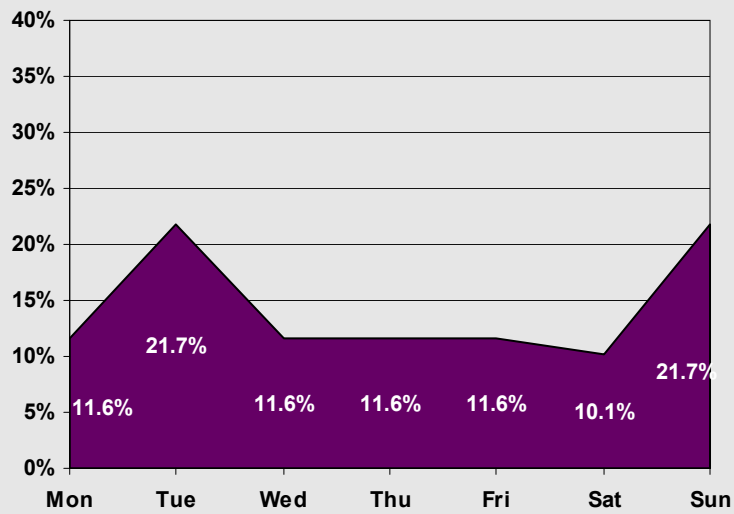
One Radio



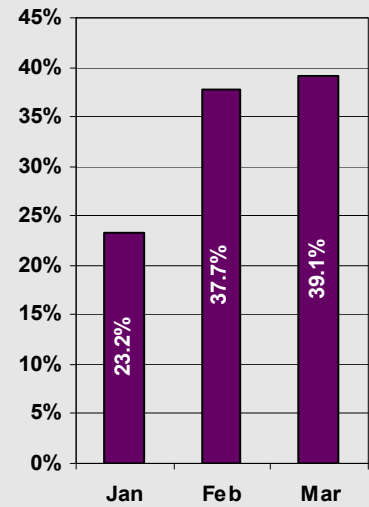
Jan-Mar 2008



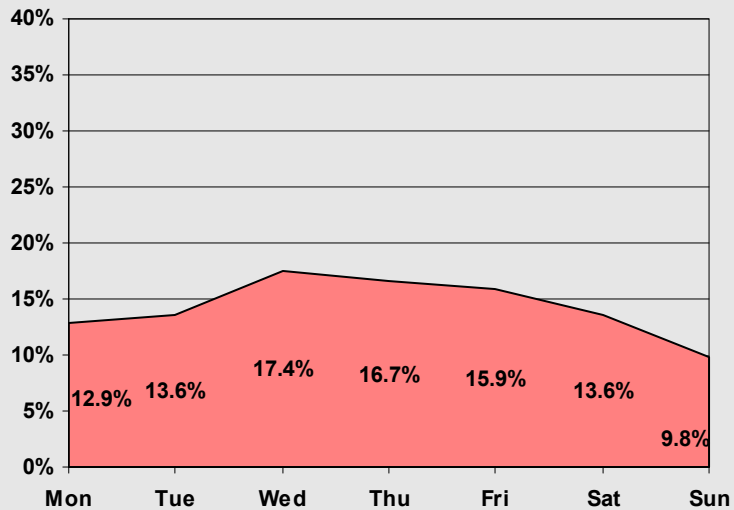
Radio 101



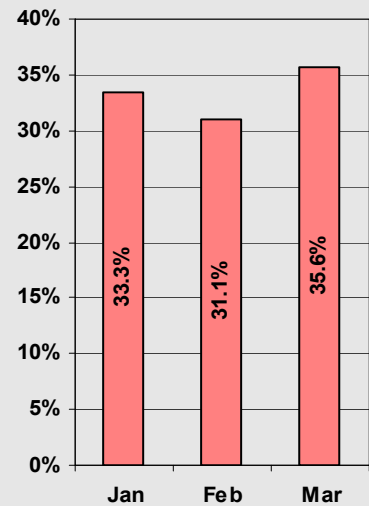
Jan-Mar 2008



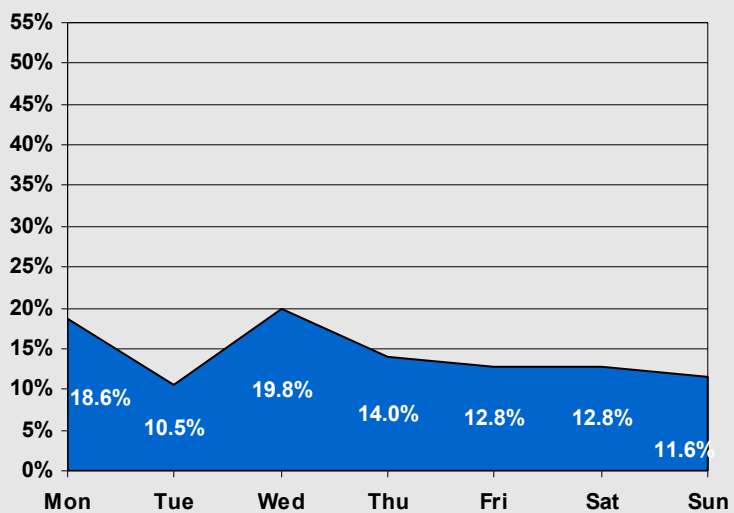
Bay Radio



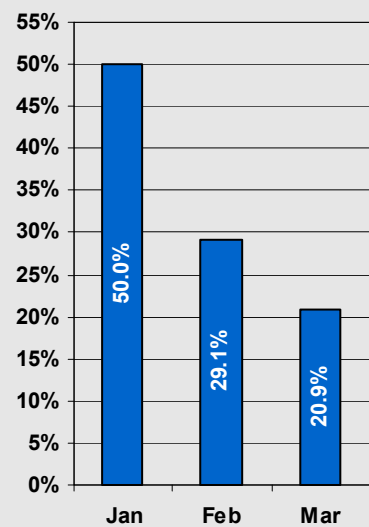
Jan-Mar 2008

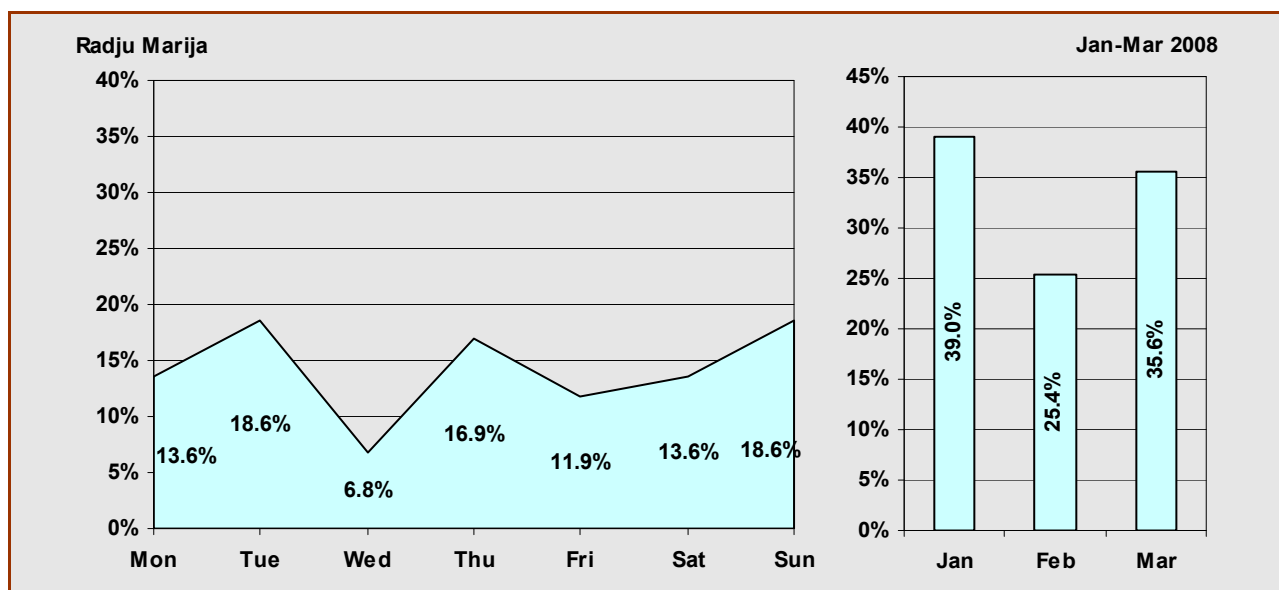
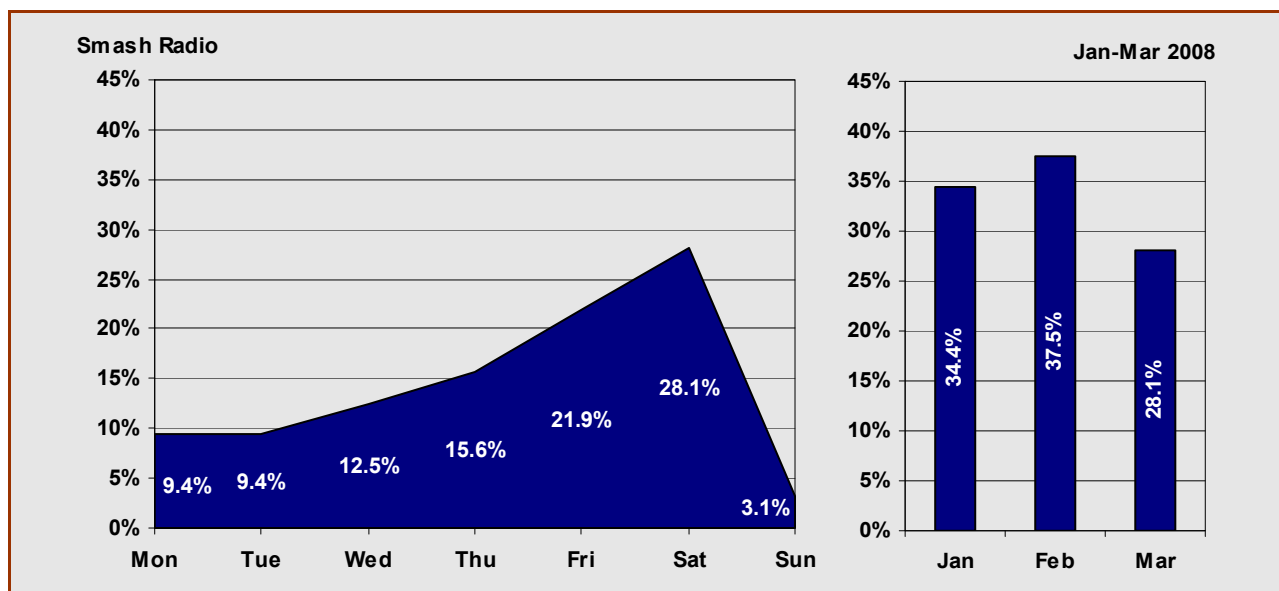
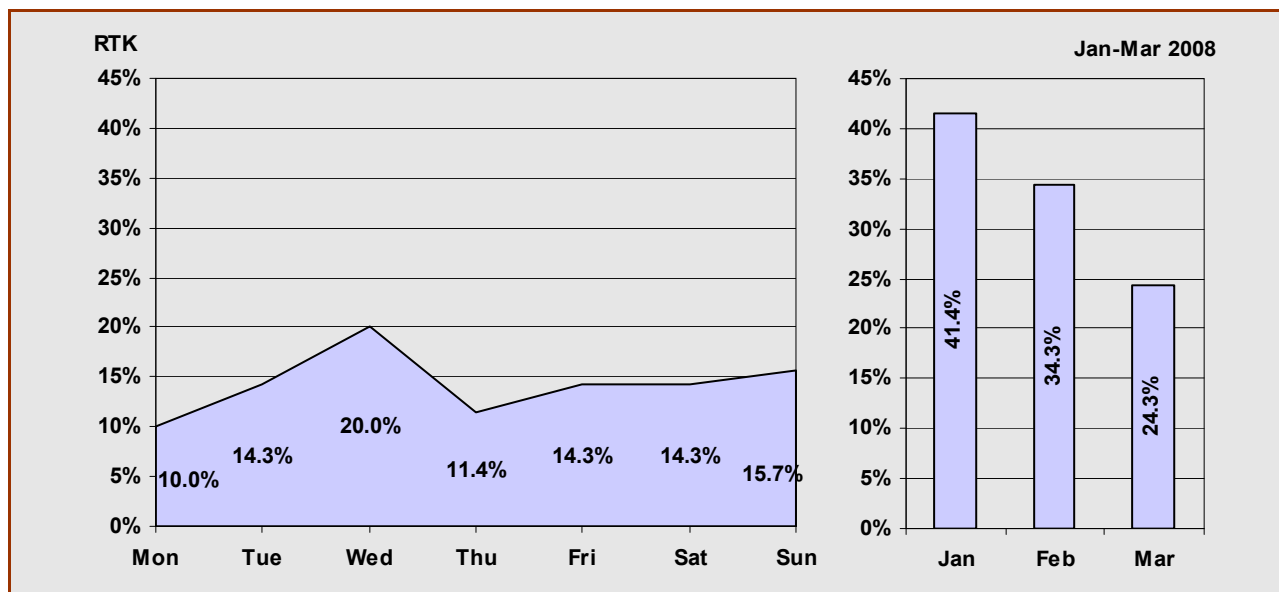


Calypso Radio

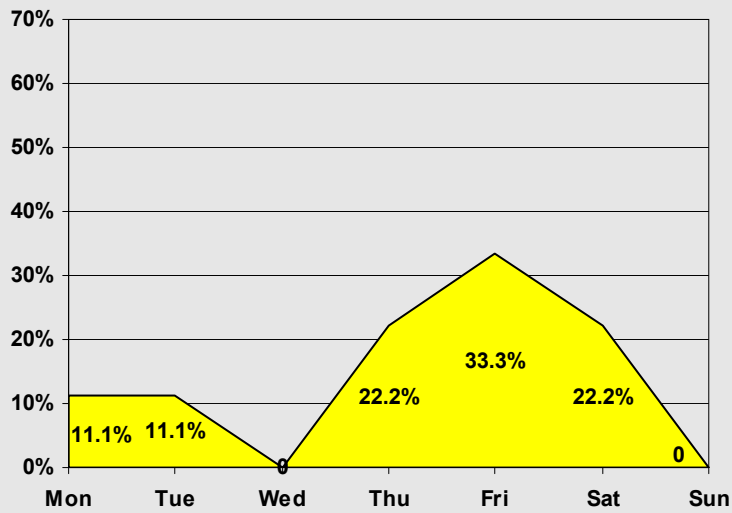


Jan-Mar 2008

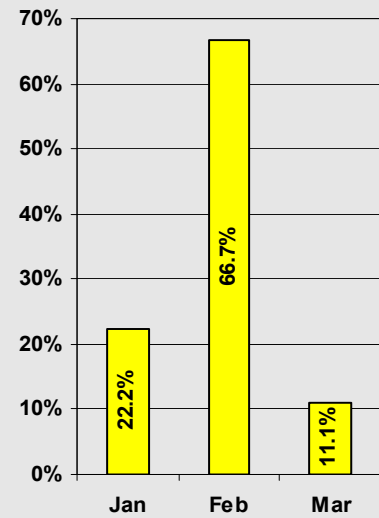




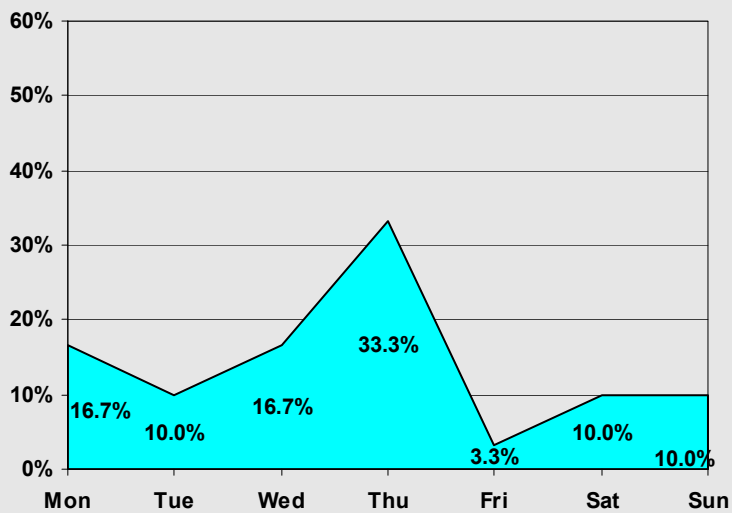
Campus FM



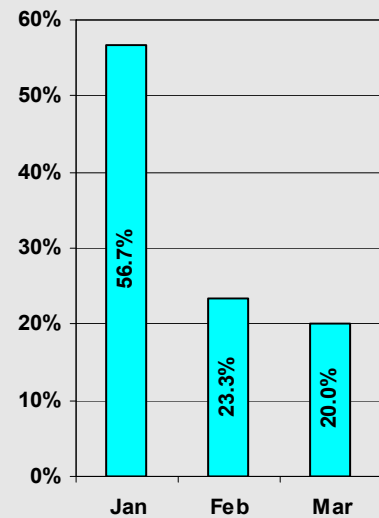
Jan-Mar 2008



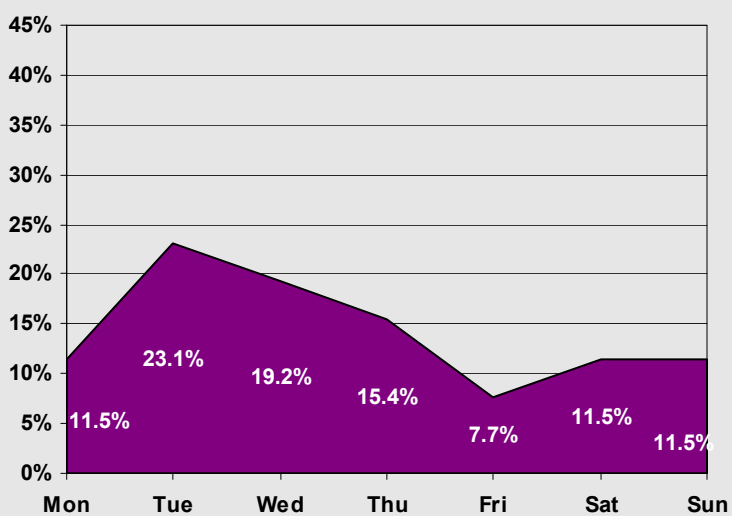
Capital Radio



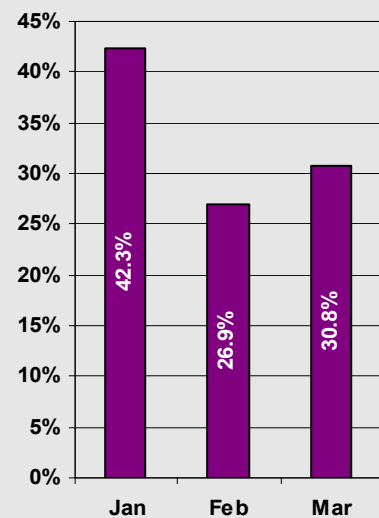
Jan-Mar 2008



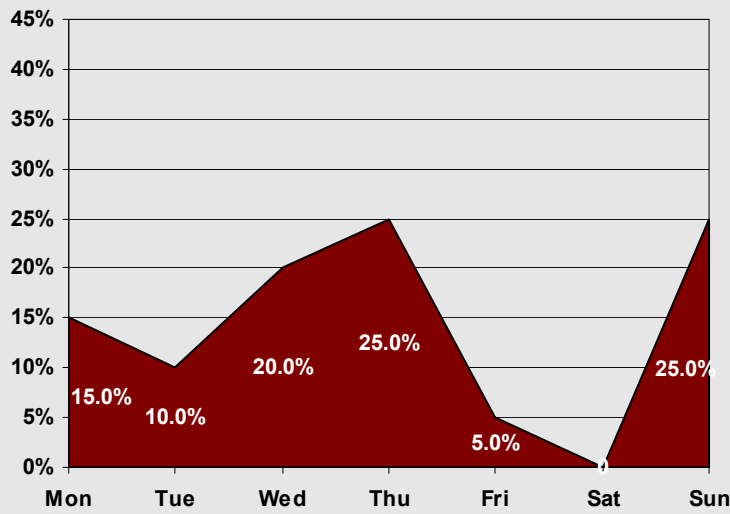
XFM



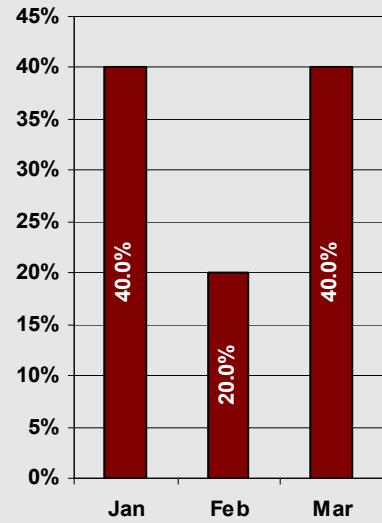
Jan-Mar 2008



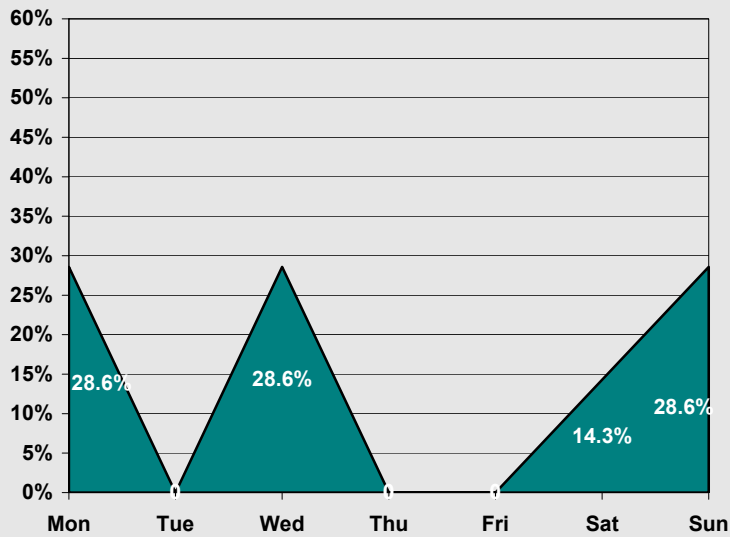
Community Stations



Jan-Mar 2008



Foreign Radio Stations



Jan-Mar 2008

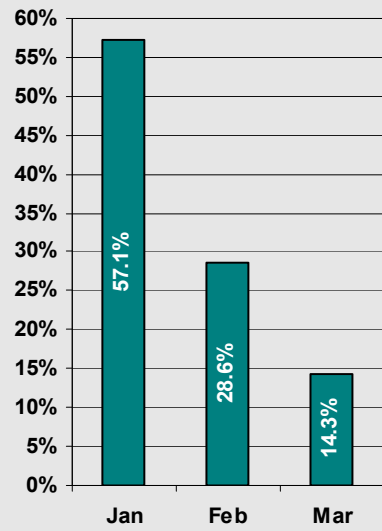
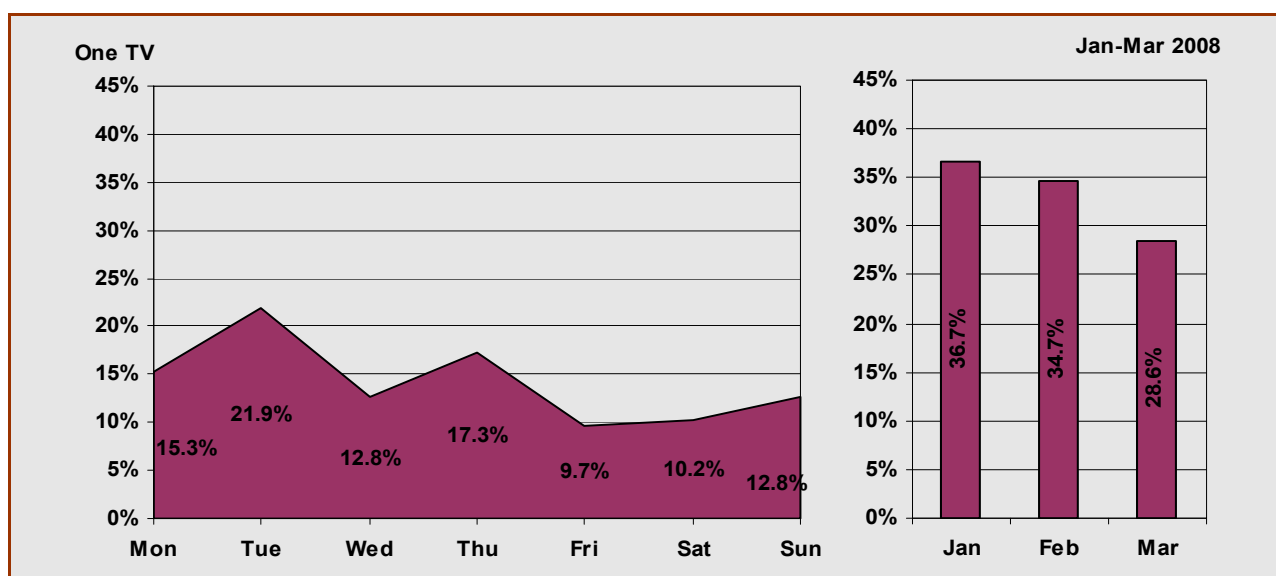
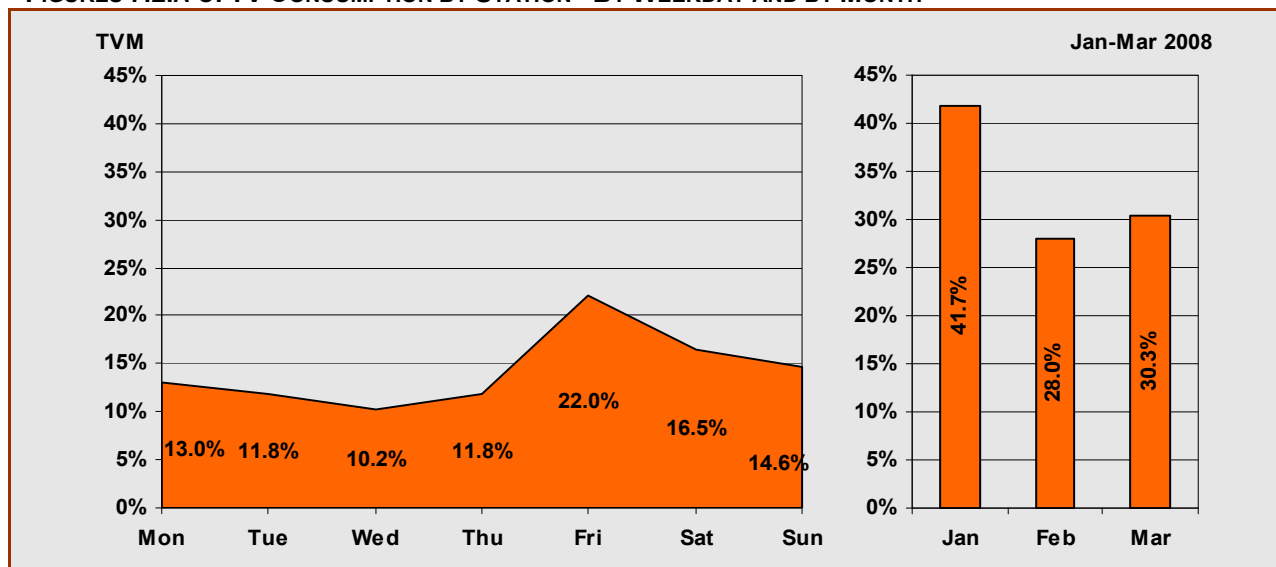
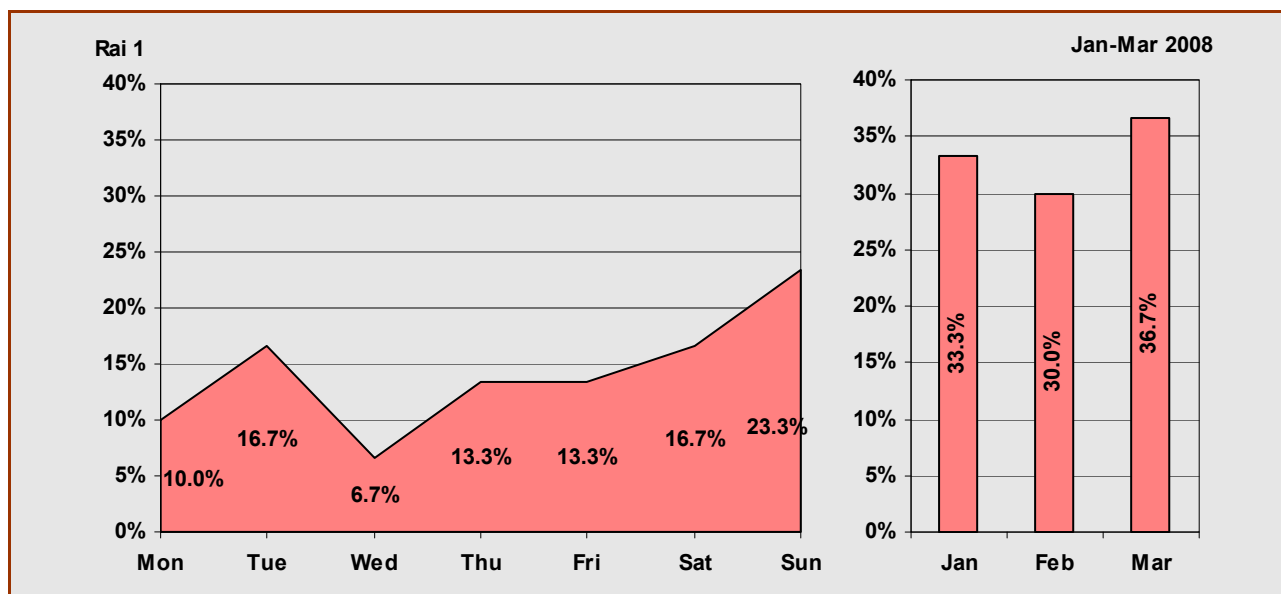
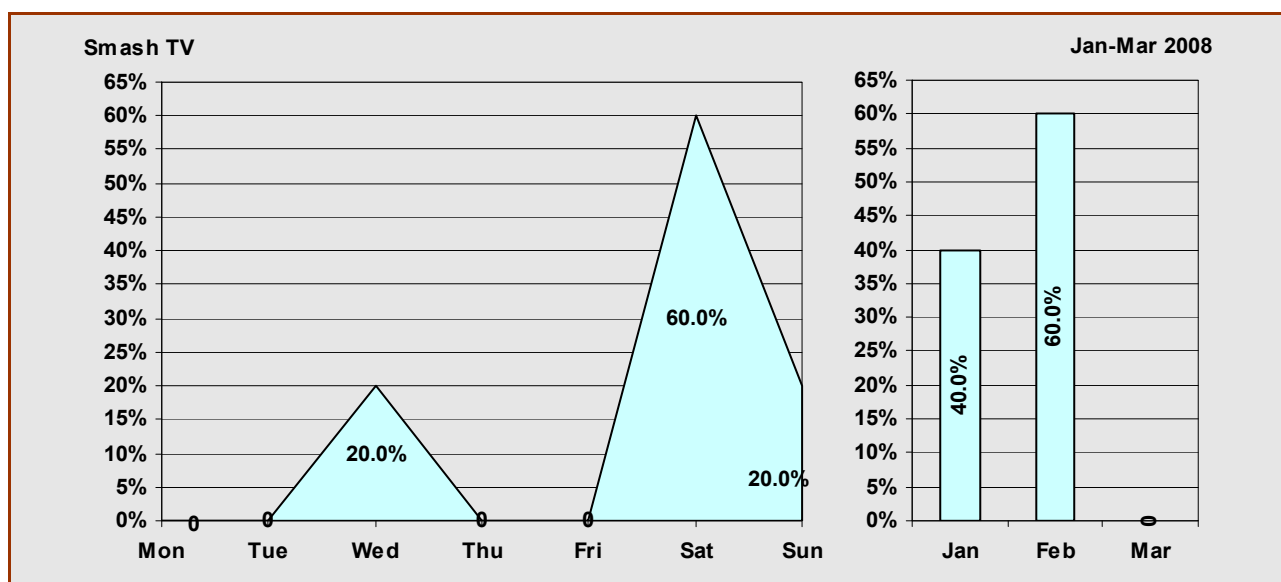
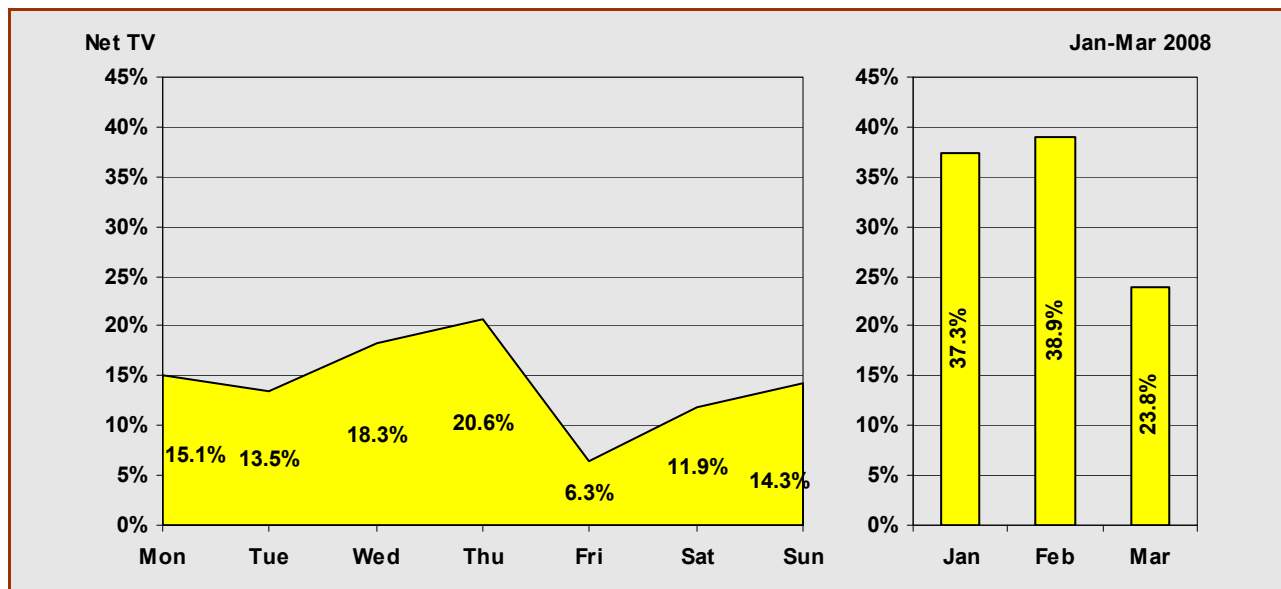


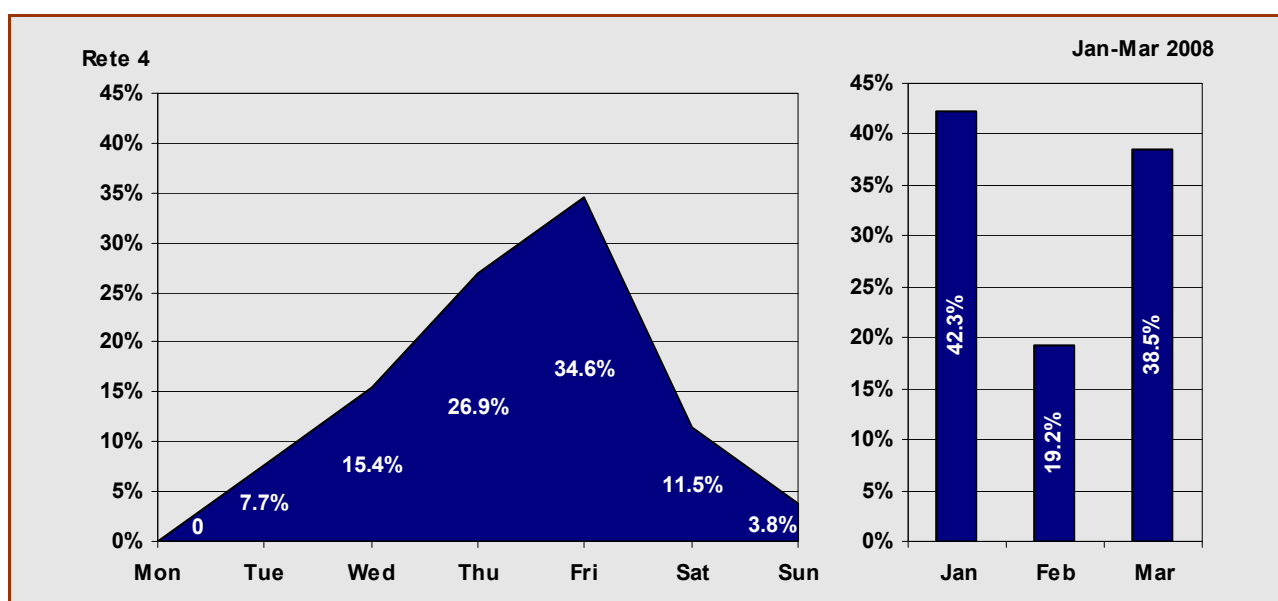
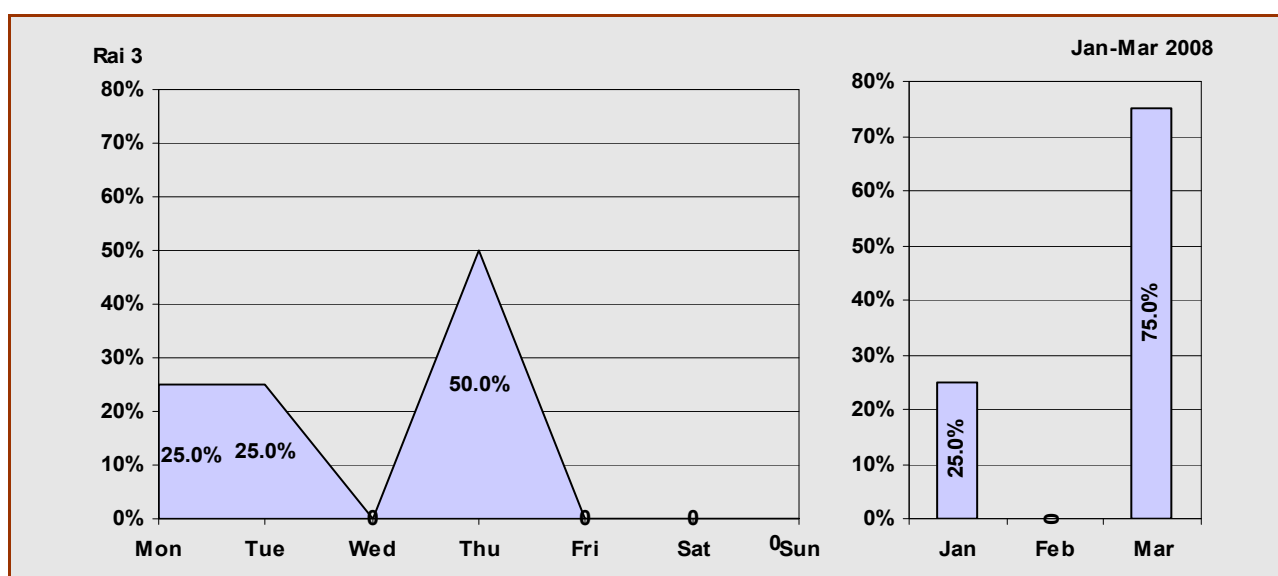
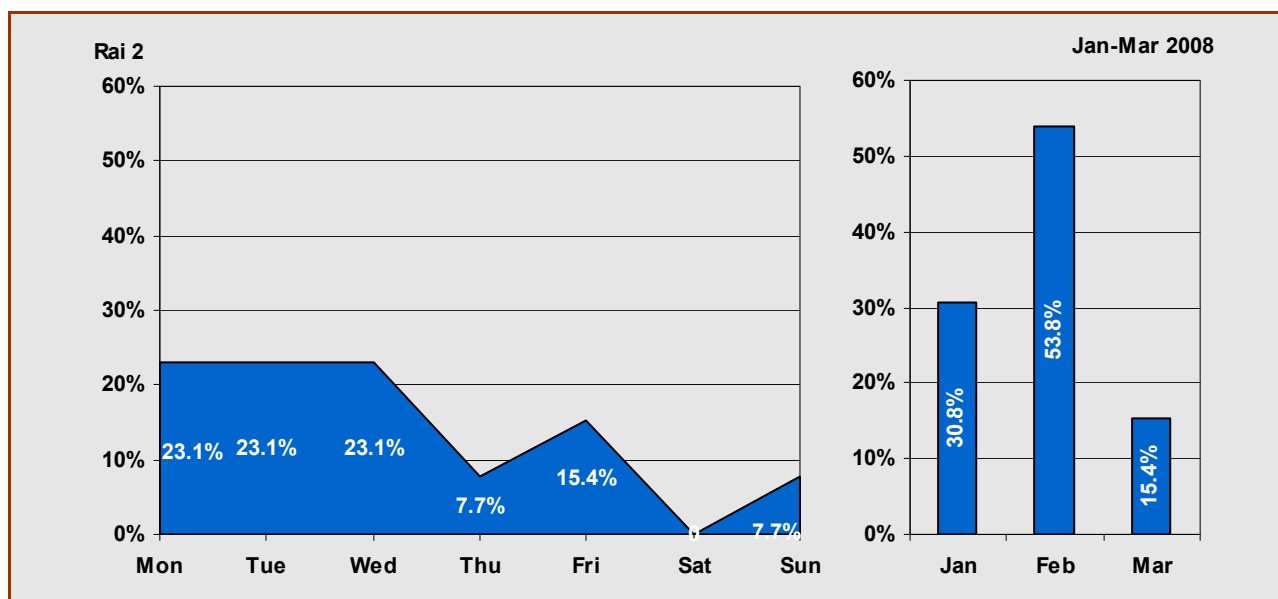
TABLE 7.2: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
TVM	13.0%	11.8%	10.2%	11.8%	22.0%	16.5%	14.6%	41.7%	28.0%	30.3%
One TV	15.3%	21.9%	12.8%	17.3%	9.7%	10.2%	12.8%	36.7%	34.7%	28.6%
Net TV	15.1%	13.5%	18.3%	20.6%	6.3%	11.9%	14.3%	37.3%	38.9%	23.8%
Smash TV			20.0%			60.0%	20.0%	40.0%	60.0%	
Education 22			100.0%							100.0%
Rai 1	10.0%	16.7%	6.7%	13.3%	13.3%	16.7%	23.3%	33.3%	30.0%	36.7%
Rai 2	23.1%	23.1%	23.1%	7.7%	15.4%		7.7%	30.8%	53.8%	15.4%
Rai 3	25.0%	25.0%		50.0%				25.0%		75.0%
Rete 4		7.7%	15.4%	26.9%	34.6%	11.5%	3.8%	42.3%	19.2%	38.5%
Canale 5	23.8%	11.1%	12.7%	11.1%	7.9%	15.9%	17.5%	38.1%	28.6%	33.3%
Italia 1	16.2%	20.6%	17.6%	11.8%	16.2%	10.3%	7.4%	39.7%	29.4%	30.9%
Discovery Channel		30.0%	25.0%	10.0%	5.0%	10.0%	20.0%	35.0%	35.0%	30.0%
MTV	33.3%			50.0%		16.7%		83.3%		16.7%
BBC Prime	25.0%	25.0%	8.3%	8.3%	8.3%	16.7%	8.3%	33.3%	25.0%	41.7%
BBC World	16.7%	33.3%	16.7%			16.7%	16.7%	66.7%		33.3%
Other TV Stations	13.2%	17.5%	19.3%	16.7%	6.1%	15.8%	11.4%	49.1%	26.3%	24.6%

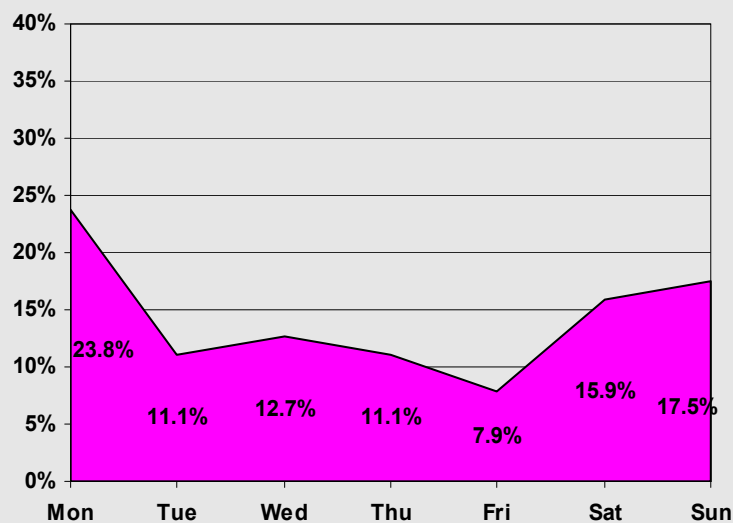
FIGURES 7.2.A-O: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH



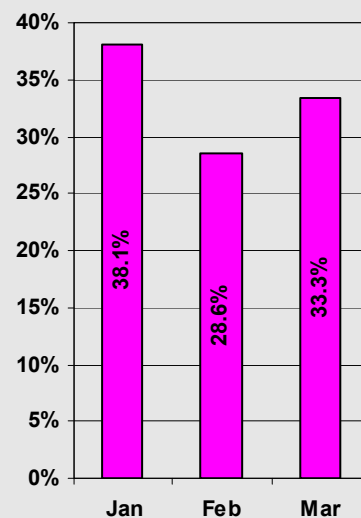




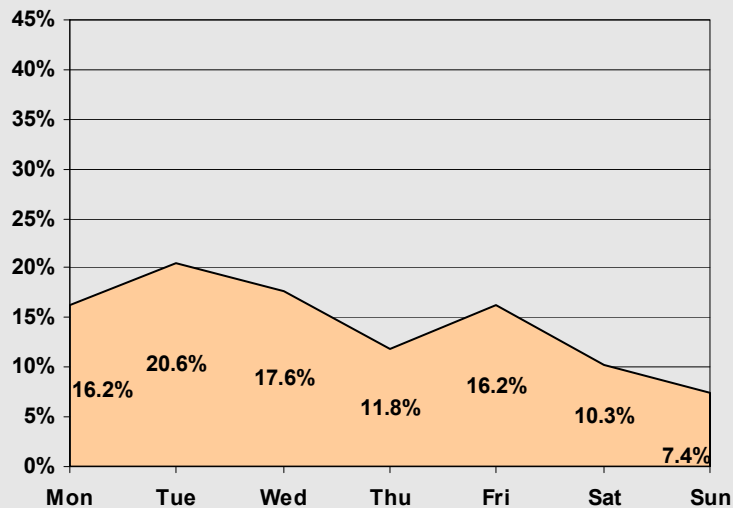
Canale 5



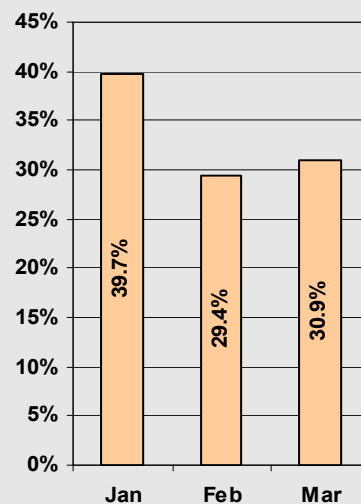
Jan-Mar 2008



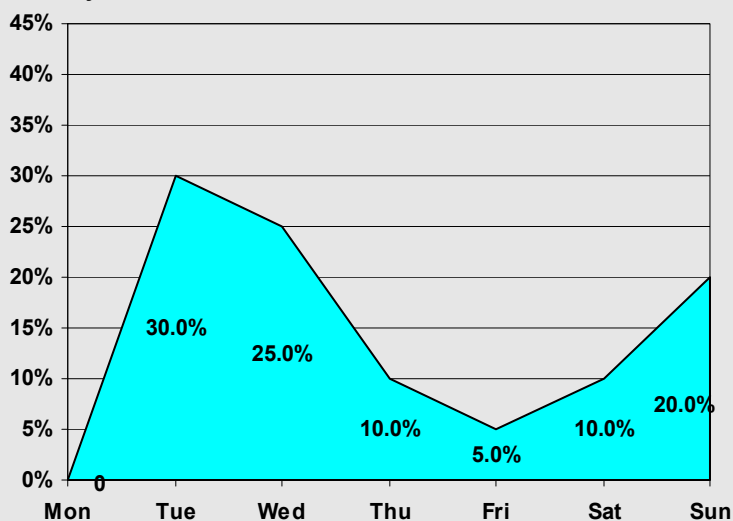
Italia 1



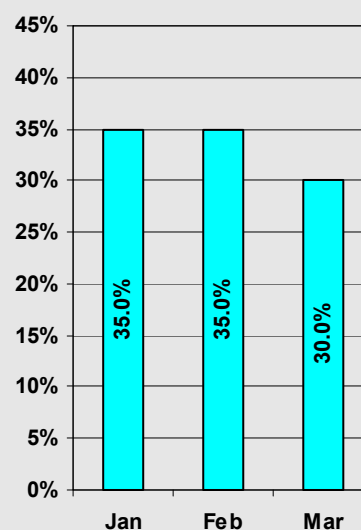
Jan-Mar 2008

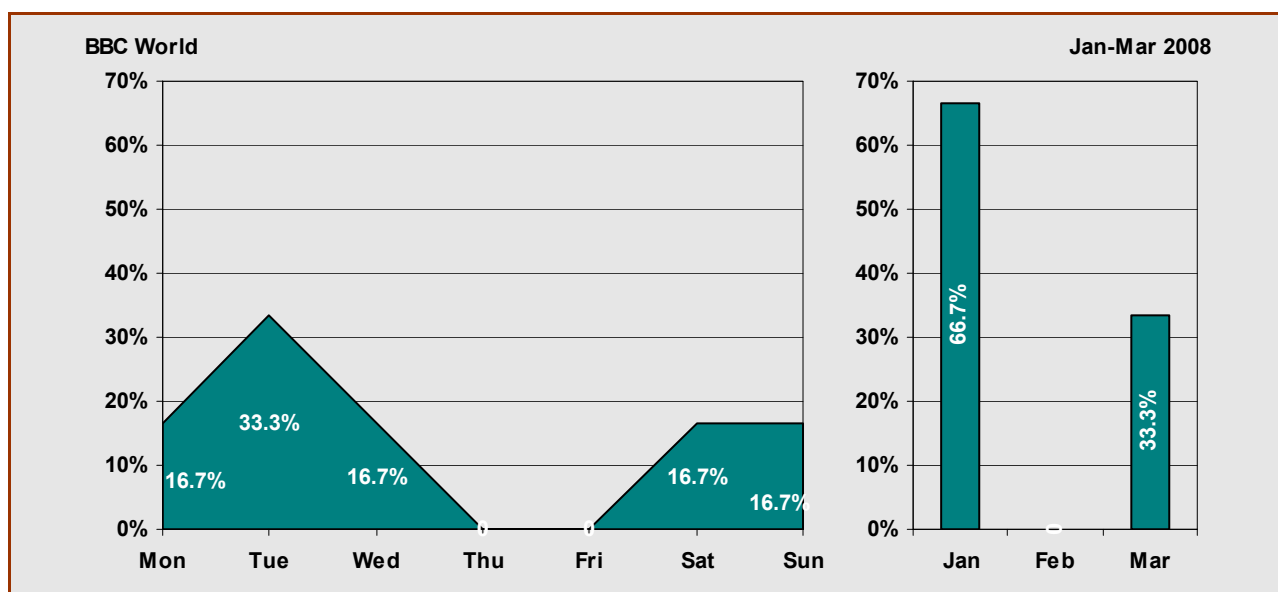
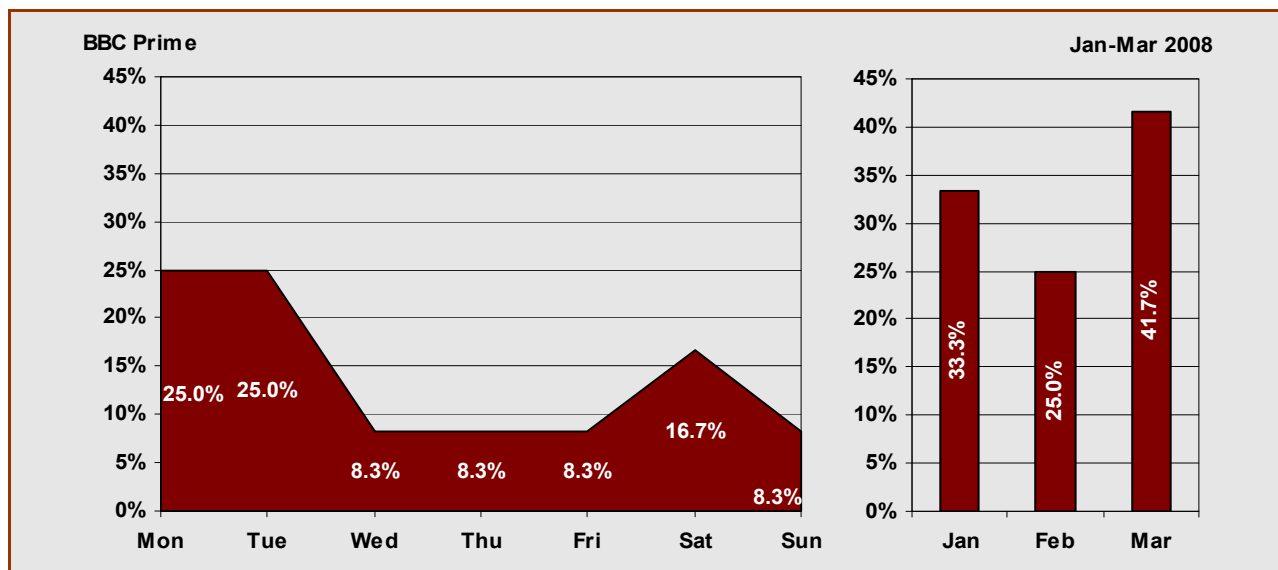
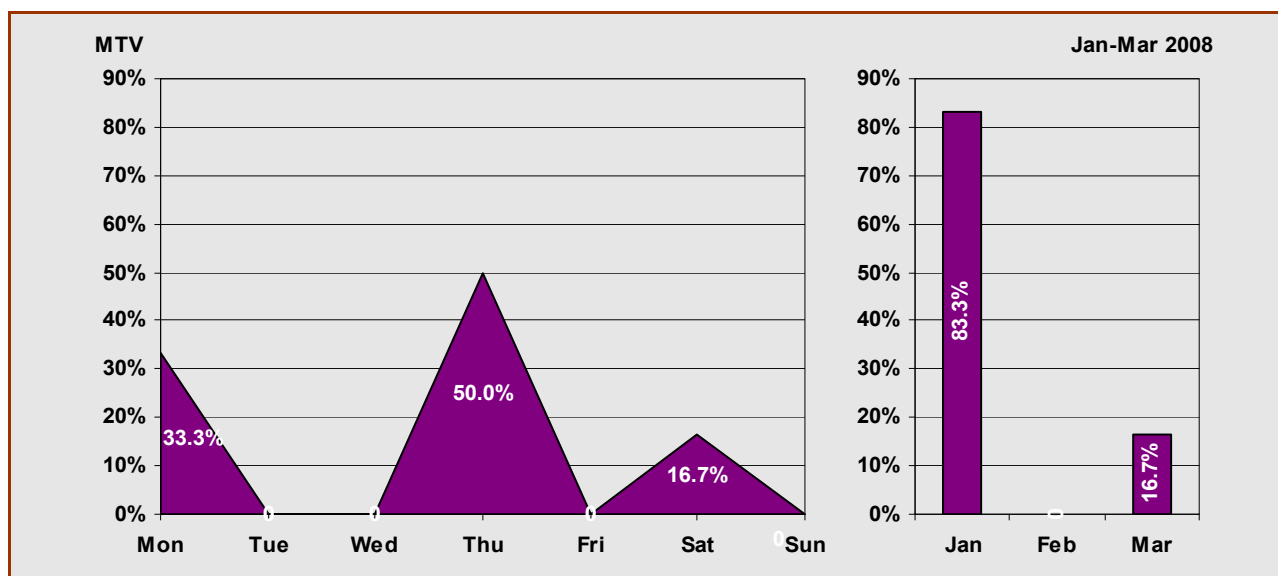


Discovery Channel

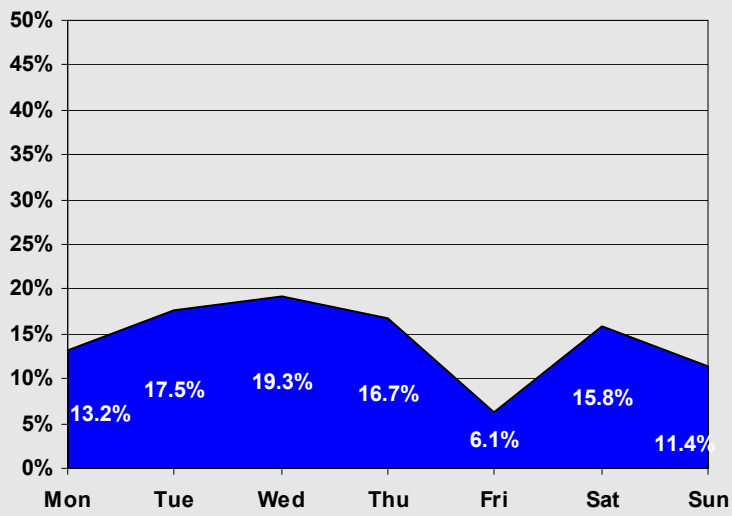


Jan-Mar 2008

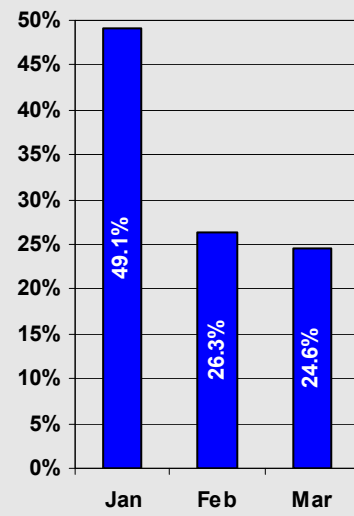




Other TV Stations



Jan-Mar 2008



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 2008)

**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

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

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2007										2008		
						Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
183/253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
185/254	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35	X	X	X	X	X	X	X	X	X	X	X	X	
186/255	Radju Sokkors	2 years	1-Mar-07	95.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
184/258	Energy FM Radio	2 years	24-Mar-07	96.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
203/266	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1	X	X	X	X	X	X	X	X	X	X	X	X	
195/275	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
200/279	Radju St Vincent de Paule	2 years	25-Jun-07	92.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
205/281	Big FM	2 years	31-Aug-07	107.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
216/288	Fantasy Radio	2 years	8-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
211/292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
2156/296	Radio Galaxy	2 years	14-Dec-07	105	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
212/297	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
217/299	Radju Hal Tarxien	2 years	20-Dec-07	99.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
214/300	Radju Vilhena	2 years	14-Jan-08	96.1/ 106	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
221/301	Radju Hompesch	2 years	19-Mar-08	90	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
197	Radju Valentine Balzan	2 years	8-Jul-05	99.2	3	X	X	X	X									
213	Three Cities Radio	2 years	6-Nov-05	0.4	0.5	X	X	X	X	X	X	X	X					
232	Christian Light Radio	2 years	17-Jun-06	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
233	Lehen il-Belt Victoria	2 years	25-Jun-06	104.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
237	Radju Kottoner	2 years	29-Jul-06	98.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
245	Radju Sacro Cuor	2 years	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
246	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
249	Deejays Radio 956FM	2 years	23-Nov-06	95.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
250	Radju Katidral	2 years	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
251	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X	
280	Kiss FM	2 years	8-Oct-07	89.3	0.5							X	X	X	X	X	X	
303	Radju Vizitazzjoni	1 month	2-Mar-08	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									
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					
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								
302	Radju Lauretana	1 month	2-Mar-08	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					
276	2007 District Convention of Jehovah's Witnesses	3 days	7-Sep-07	108	0.25						X							
298	2008 District Convention of Jehovah's Witnesses	2 days	12-Jan-08	108	0.24										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					
295	Radju Maria Bambina	1 month	21-Jan-08	90.2	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
[JANUARY-MARCH 2008]

LIST OF TABLES

	Page
Table 1.1 Sample Profile by Age, Gender and District	68
Table 1.2 Sample Profile by Gender and by District	68
Table 1.3 Sample Profile by Age Group and by District	68
Table 3.1 Radio Listening by Gender and by Age Group – Count of Respondents	69
Table 3.2 Radio Listening by District – Count of Respondents	70
Table 3.3 TV Channel Following by Gender and by Age Group – Count of Respondents	71
Table 3.4 TV Channel Following by District – Count of Respondents	72
Table 3.5 TV-Reception by Gender and by Age Group	73
Table 3.6 TV-Reception by District	73
Table 3.7 TV-Reception by Household Platform	74
Table 3.8 Teleshopping by Gender and by Age Group	75
Table 3.9 Teleshopping by District	76
Table 4.3.a Radio Audiences - Monday	77
Table 4.3.b Radio Audiences - Tuesday	78
Table 4.3.c Radio Audiences - Wednesday	79
Table 4.3.d Radio Audiences - Thursday	80
Table 4.3.e Radio Audiences - Friday	81
Table 4.3.f Radio Audiences - Saturday	82
Table 4.3.g Radio Audiences - Sunday	83
Table 4.4 Radio Audiences – Monday to Sunday	84
Table 5.3.a TV Audiences - Monday	85
Table 5.3.b TV Audiences - Tuesday	86
Table 5.3.c TV Audiences - Wednesday	87
Table 5.3.d TV Audiences - Thursday	88
Table 5.3.e TV Audiences - Friday	89
Table 5.3.f TV Audiences - Saturday	90
Table 5.3.g TV Audiences - Sunday	91
Table 5.4 TV Audiences – Monday to Sunday	92

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	756	44	120	44	200	220	105	23
	42.0%	55.0%	47.8%	39.6%	39.9%	42.6%	37.9%	36.5%
	100.0%	5.8%	15.9%	5.8%	26.5%	29.1%	13.9%	3.0%
Females	1043	36	131	67	301	296	172	40
	58.0%	45.0%	52.2%	60.4%	60.1%	57.4%	62.1%	63.5%
	100.0%	3.5%	12.6%	6.4%	28.9%	28.4%	16.5%	3.8%
Total	1799	80	251	111	501	516	277	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

[Count / Column % / Row %]

1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	756	145	226	86	125	103	71
	42.0%	42.4%	43.5%	36.1%	43.3%	41.9%	43.3%
	100.0%	19.2%	29.9%	11.4%	16.5%	13.6%	9.4%
Female	1043	197	294	152	164	143	93
	58.0%	57.6%	56.5%	63.9%	56.7%	58.1%	56.7%
	100.0%	18.9%	28.2%	14.6%	15.7%	13.7%	8.9%
Total	1799	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[Count / Column % / Row %]

1.3 SAMPLE PROFILE BY AGE GROUP AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	80	12	15	10	13	21	9
	4.4%	3.5%	2.9%	4.2%	4.5%	8.5%	5.5%
	100.0%	15.0%	18.8%	12.5%	16.3%	26.3%	11.3%
15-24	251	49	81	33	42	28	18
	14.0%	14.3%	15.6%	13.9%	14.5%	11.4%	11.0%
	100.0%	19.5%	32.3%	13.1%	16.7%	11.2%	7.2%
25-29	111	20	37	20	15	17	2
	6.2%	5.8%	7.1%	8.4%	5.2%	6.9%	1.2%
	100.0%	18.0%	33.3%	18.0%	13.5%	15.3%	1.8%
30-49	501	101	129	65	79	78	49
	27.8%	29.5%	24.8%	27.3%	27.3%	31.7%	29.9%
	100.0%	20.2%	25.7%	13.0%	15.8%	15.6%	9.8%
50-64	516	86	147	70	98	63	52
	28.7%	25.1%	28.3%	29.4%	33.9%	25.6%	31.7%
	100.0%	16.7%	28.5%	13.6%	19.0%	12.2%	10.1%
65-79	277	56	87	34	35	35	30
	15.4%	16.4%	16.7%	14.3%	12.1%	14.2%	18.3%
	100.0%	20.2%	31.4%	12.3%	12.6%	12.6%	10.8%
80+	63	18	24	6	7	4	4
	3.5%	5.3%	4.6%	2.5%	2.4%	1.6%	2.4%
	100.0%	28.6%	38.1%	9.5%	11.1%	6.3%	6.3%
Total	1799	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[Count / Column % / Row %]

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	21	40		3		8	29	16	5
	3.4%	2.8%	3.8%		1.2%		1.6%	5.6%	5.8%	7.9%
	100.0%	34.4%	65.6%		4.9%		13.1%	47.5%	26.2%	8.2%
Radju Parlament/106.6	16	6	10	1	4	3	7	1		
	.9%	.8%	1.0%	1.3%	1.6%	2.7%	1.4%	.2%		
	100.0%	37.5%	62.5%	6.3%	25.0%	18.8%	43.8%	6.3%		
Magic Radio	45	15	30	1	5	1	30	6	2	
	2.5%	2.0%	2.9%	1.3%	2.0%	.9%	6.0%	1.2%	.7%	
	100.0%	33.3%	66.7%	2.2%	11.1%	2.2%	66.7%	13.3%	4.4%	
Super One Radio	159	75	84	1	3	2	37	68	44	4
	8.8%	9.9%	8.1%	1.3%	1.2%	1.8%	7.4%	13.2%	15.9%	6.3%
	100.0%	47.2%	52.8%	.6%	1.9%	1.3%	23.3%	42.8%	27.7%	2.5%
Radio 101	69	35	34	2	7	1	20	28	11	
	3.8%	4.6%	3.3%	2.5%	2.8%	.9%	4.0%	5.4%	4.0%	
	100.0%	50.7%	49.3%	2.9%	10.1%	1.4%	29.0%	40.6%	15.9%	
Bay Radio	132	67	65	13	55	18	42	4		
	7.3%	8.9%	6.2%	16.3%	21.9%	16.2%	8.4%	.8%		
	100.0%	50.8%	49.2%	9.8%	41.7%	13.6%	31.8%	3.0%		
Calypso Radio	84	26	58		6	4	42	28	3	1
	4.7%	3.4%	5.6%		2.4%	3.6%	8.4%	5.4%	1.1%	1.6%
	100.0%	31.0%	69.0%		7.1%	4.8%	50.0%	33.3%	3.6%	1.2%
RTK	70	20	50		1	1	8	26	31	3
	3.9%	2.6%	4.8%		.4%	.9%	1.6%	5.0%	11.2%	4.8%
	100.0%	28.6%	71.4%		1.4%	1.4%	11.4%	37.1%	44.3%	4.3%
Smash Radio	32	10	22	3	10	5	8	4	2	
	1.8%	1.3%	2.1%	3.8%	4.0%	4.5%	1.6%	.8%	.7%	
	100.0%	31.3%	68.8%	9.4%	31.3%	15.6%	25.0%	12.5%	6.3%	
Radju Marija	57	10	47				8	25	17	7
	3.2%	1.3%	4.5%				1.6%	4.8%	6.1%	11.1%
	100.0%	17.5%	82.5%				14.0%	43.9%	29.8%	12.3%
Campus FM	9	8	1				1	4	3	1
	.5%	1.1%	.1%				.2%	.8%	1.1%	1.6%
	100.0%	88.9%	11.1%				11.1%	44.4%	33.3%	11.1%
Capital Radio	30	18	12	2	5	3	17	2	1	
	1.7%	2.4%	1.2%	2.5%	2.0%	2.7%	3.4%	.4%	.4%	
	100.0%	60.0%	40.0%	6.7%	16.7%	10.0%	56.7%	6.7%	3.3%	
XFM	26	17	9		9	3	11	3		
	1.4%	2.2%	.9%		3.6%	2.7%	2.2%	.6%		
	100.0%	65.4%	34.6%		34.6%	11.5%	42.3%	11.5%		
Community Stations	20	5	15	1	3		6	6	4	
	1.1%	.7%	1.4%	1.3%	1.2%		1.2%	1.2%	1.4%	
	100.0%	25.0%	75.0%	5.0%	15.0%		30.0%	30.0%	20.0%	
Foreign Radio Stations	7	5	2		2		2	2	1	
	.4%	.7%	.2%		.8%		.4%	.4%	.4%	
	100.0%	71.4%	28.6%		28.6%		28.6%	28.6%	14.3%	
No particular radio station	164	77	87	3	13	12	35	59	29	13
	9.1%	10.2%	8.3%	3.8%	5.2%	10.8%	7.0%	11.4%	10.5%	20.6%
	100.0%	47.0%	53.0%	1.8%	7.9%	7.3%	21.3%	36.0%	17.7%	7.9%
Do not remember	25	14	11	1	1	1	7	8	3	4
	1.4%	1.9%	1.1%	1.3%	.4%	.9%	1.4%	1.6%	1.1%	6.3%
	100.0%	56.0%	44.0%	4.0%	4.0%	4.0%	28.0%	32.0%	12.0%	16.0%
Do not listen to radio	793	327	466	52	124	57	212	213	110	25
	44.1%	43.3%	44.7%	65.0%	49.4%	51.4%	42.3%	41.3%	39.7%	39.7%
	100.0%	41.2%	58.8%	6.6%	15.6%	7.2%	26.7%	26.9%	13.9%	3.2%
Total	1799	756	1043	80	251	111	501	516	277	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.0%	58.0%	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

[Count / Column % / Row %]

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	8	15	12	10	7	9
	3.4%	2.3%	2.9%	5.0%	3.5%	2.8%	5.5%
	100.0%	13.1%	24.6%	19.7%	16.4%	11.5%	14.8%
Radju Parlament/106.6	16	2	4	2	4	4	
	.9%	.6%	.8%	.8%	1.4%	1.6%	
	100.0%	12.5%	25.0%	12.5%	25.0%	25.0%	
Magic Radio	45	8	14	4	10	8	1
	2.5%	2.3%	2.7%	1.7%	3.5%	3.3%	.6%
	100.0%	17.8%	31.1%	8.9%	22.2%	17.8%	2.2%
Super One Radio	159	42	30	30	27	15	15
	8.8%	12.3%	5.8%	12.6%	9.3%	6.1%	9.1%
	100.0%	26.4%	18.9%	18.9%	17.0%	9.4%	9.4%
Radio 101	69	12	13	12	11	14	7
	3.8%	3.5%	2.5%	5.0%	3.8%	5.7%	4.3%
	100.0%	17.4%	18.8%	17.4%	15.9%	20.3%	10.1%
Bay Radio	132	16	41	19	23	20	13
	7.3%	4.7%	7.9%	8.0%	8.0%	8.1%	7.9%
	100.0%	12.1%	31.1%	14.4%	17.4%	15.2%	9.8%
Calypso Radio	84	18	20	14	12	15	5
	4.7%	5.3%	3.8%	5.9%	4.2%	6.1%	3.0%
	100.0%	21.4%	23.8%	16.7%	14.3%	17.9%	6.0%
RTK	70	11	26	9	11	6	7
	3.9%	3.2%	5.0%	3.8%	3.8%	2.4%	4.3%
	100.0%	15.7%	37.1%	12.9%	15.7%	8.6%	10.0%
Smash Radio	32	4	16	4	5	3	
	1.8%	1.2%	3.1%	1.7%	1.7%	1.2%	
	100.0%	12.5%	50.0%	12.5%	15.6%	9.4%	
Radju Marija	57	8	14	6	13	9	7
	3.2%	2.3%	2.7%	2.5%	4.5%	3.7%	4.3%
	100.0%	14.0%	24.6%	10.5%	22.8%	15.8%	12.3%
Campus FM	9	1	2	2	2	1	1
	.5%	.3%	.4%	.8%	.7%	.4%	.6%
	100.0%	11.1%	22.2%	22.2%	22.2%	11.1%	11.1%
Capital Radio	30	6	9	3	5	4	3
	1.7%	1.8%	1.7%	1.3%	1.7%	1.6%	1.8%
	100.0%	20.0%	30.0%	10.0%	16.7%	13.3%	10.0%
XFM	26	5	10	2	3	6	
	1.4%	1.5%	1.9%	.8%	1.0%	2.4%	
	100.0%	19.2%	38.5%	7.7%	11.5%	23.1%	
Community Stations	20	5	6	1	3		5
	1.1%	1.5%	1.2%	.4%	1.0%		3.0%
	100.0%	25.0%	30.0%	5.0%	15.0%		25.0%
Foreign Radio Stations	7	1	2		1	1	2
	.4%	.3%	.4%		.3%	.4%	1.2%
	100.0%	14.3%	28.6%		14.3%	14.3%	28.6%
No particular radio station	164	38	46	18	21	30	11
	9.1%	11.1%	8.8%	7.6%	7.3%	12.2%	6.7%
	100.0%	23.2%	28.0%	11.0%	12.8%	18.3%	6.7%
Do not remember	25	5	10	2	1	4	3
	1.4%	1.5%	1.9%	.8%	.3%	1.6%	1.8%
	100.0%	20.0%	40.0%	8.0%	4.0%	16.0%	12.0%
Do not listen to radio	793	152	242	98	127	99	75
	44.1%	44.4%	46.5%	41.2%	43.9%	40.2%	45.7%
	100.0%	19.2%	30.5%	12.4%	16.0%	12.5%	9.5%
Total	1799	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[Count / Column % / Row %]

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	5	3	2			1	1		1	2
	.3%	.4%	.2%			.9%	.2%		.4%	3.2%
TVM	100.0%	60.0%	40.0%			20.0%	20.0%		20.0%	40.0%
	251	90	161	12	25	18	69	73	47	7
	14.0%	11.9%	15.4%	15.0%	10.0%	16.2%	13.8%	14.1%	17.0%	11.1%
One TV	100.0%	35.9%	64.1%	4.8%	10.0%	7.2%	27.5%	29.1%	18.7%	2.8%
	196	82	114	3	14	10	54	62	48	5
	10.9%	10.8%	10.9%	3.8%	5.6%	9.0%	10.8%	12.0%	17.3%	7.9%
Net TV	100.0%	41.8%	58.2%	1.5%	7.1%	5.1%	27.6%	31.6%	24.5%	2.6%
	125	47	78	1	15	2	28	54	23	2
	6.9%	6.2%	7.5%	1.3%	6.0%	1.8%	5.6%	10.5%	8.3%	3.2%
Smash TV	100.0%	37.6%	62.4%	.8%	12.0%	1.6%	22.4%	43.2%	18.4%	1.6%
	5	2	3	1	1		2	1		
	.3%	.3%	.3%	1.3%	.4%		.4%	.2%		
	100.0%	40.0%	60.0%	20.0%	20.0%		40.0%	20.0%		
Education 22	1		1		1					
	.1%		.1%		.4%					
	100.0%		100.0%		100.0%					
Rai 1	29	10	19		1	2	9	8	7	2
	1.6%	1.3%	1.8%		.4%	1.8%	1.8%	1.6%	2.5%	3.2%
	100.0%	34.5%	65.5%		3.4%	6.9%	31.0%	27.6%	24.1%	6.9%
Rai 2	12	8	4		2		3	7		
	.7%	1.1%	.4%		.8%		.6%	1.4%		
	100.0%	66.7%	33.3%		16.7%		25.0%	58.3%		
Rai 3	4	3	1				3		1	
	.2%	.4%	.1%				.6%		.4%	
	100.0%	75.0%	25.0%				75.0%		25.0%	
Rete 4	25	8	17	1		2	7	11	4	
	1.4%	1.1%	1.6%	1.3%		1.8%	1.4%	2.1%	1.4%	
	100.0%	32.0%	68.0%	4.0%		8.0%	28.0%	44.0%	16.0%	
Canale 5	61	20	41	2	13	11	19	13	3	
	3.4%	2.6%	3.9%	2.5%	5.2%	9.9%	3.8%	2.5%	1.1%	
	100.0%	32.8%	67.2%	3.3%	21.3%	18.0%	31.1%	21.3%	4.9%	
Italia 1	67	32	35	12	25	8	14	7	1	
	3.7%	4.2%	3.4%	15.0%	10.0%	7.2%	2.8%	1.4%	.4%	
	100.0%	47.8%	52.2%	17.9%	37.3%	11.9%	20.9%	10.4%	1.5%	
Discovery Channel	20	13	7	2	3	1	9	4	1	
	1.1%	1.7%	.7%	2.5%	1.2%	.9%	1.8%	.8%	.4%	
	100.0%	65.0%	35.0%	10.0%	15.0%	5.0%	45.0%	20.0%	5.0%	
MTV	6	3	3	1	4		1			
	.3%	.4%	.3%	1.3%	1.6%		.2%			
	100.0%	50.0%	50.0%	16.7%	66.7%		16.7%			
BBC Prime	12	3	9	1			6	3	2	
	.7%	.4%	.9%	1.3%			1.2%	.6%	.7%	
	100.0%	25.0%	75.0%	8.3%			50.0%	25.0%	16.7%	
BBC World	6	5	1				1	4	1	
	.3%	.7%	.1%				.2%	.8%	.4%	
	100.0%	83.3%	16.7%				16.7%	66.7%	16.7%	
Other TV Stations	113	66	47	9	31	5	33	25	9	1
	6.3%	8.7%	4.5%	11.3%	12.4%	4.5%	6.6%	4.8%	3.2%	1.6%
	100.0%	58.4%	41.6%	8.0%	27.4%	4.4%	29.2%	22.1%	8.0%	.9%
No particular station	398	160	238	12	29	9	104	141	79	24
	22.1%	21.2%	22.8%	15.0%	11.6%	8.1%	20.8%	27.3%	28.5%	38.1%
	100.0%	40.2%	59.8%	3.0%	7.3%	2.3%	26.1%	35.4%	19.8%	6.0%
Do not remember	27	7	20	1	5	3	5	3	8	2
	1.5%	.9%	1.9%	1.3%	2.0%	2.7%	1.0%	.6%	2.9%	3.2%
	100.0%	25.9%	74.1%	3.7%	18.5%	11.1%	18.5%	11.1%	29.6%	7.4%
Do not watch TV	436	194	242	22	82	39	133	100	42	18
	24.2%	25.7%	23.2%	27.5%	32.7%	35.1%	26.5%	19.4%	15.2%	28.6%
	100.0%	44.5%	55.5%	5.0%	18.8%	8.9%	30.5%	22.9%	9.6%	4.1%
Total	1799	756	1043	80	251	111	501	516	277	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.0%	58.0%	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

[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	5 .3% 100.0%	2 .6% 40.0%				1 .4% 20.0%	2 1.2% 40.0%
TVM	251 14.0% 100.0%	36 10.5% 14.3%	75 14.4% 29.9%	27 11.3% 10.8%	38 13.1% 15.1%	53 21.5% 21.1%	22 13.4% 8.8%
One TV	196 10.9% 100.0%	55 16.1% 28.1%	44 8.5% 22.4%	35 14.7% 17.9%	31 10.7% 15.8%	12 4.9% 6.1%	19 11.6% 9.7%
Net TV	125 6.9% 100.0%	12 3.5% 9.6%	38 7.3% 30.4%	18 7.6% 14.4%	21 7.3% 16.8%	18 7.3% 14.4%	18 11.0% 14.4%
Smash TV	5 .3% 100.0%		2 .4% 40.0%		2 .7% 40.0%		1 .6% 20.0%
Education 22	1 .1% 100.0%	1 .3% 100.0%					
Rai 1	29 1.6% 100.0%	9 2.6% 31.0%	11 2.1% 37.9%	4 1.7% 13.8%	4 1.4% 13.8%		1 .6% 3.4%
Rai 2	12 .7% 100.0%	1 .3% 8.3%	4 .8% 33.3%	1 .4% 8.3%	4 1.4% 33.3%	1 .4% 8.3%	1 .6% 8.3%
Rai 3	4 .2% 100.0%	1 .3% 25.0%	2 .4% 50.0%		1 .3% 25.0%		
Rete 4	25 1.4% 100.0%	3 .9% 12.0%	5 1.0% 20.0%	2 .8% 8.0%	6 2.1% 24.0%	7 2.8% 28.0%	2 1.2% 8.0%
Canale 5	61 3.4% 100.0%	11 3.2% 18.0%	21 4.0% 34.4%	13 5.5% 21.3%	12 4.2% 19.7%	2 .8% 3.3%	2 1.2% 3.3%
Italia 1	67 3.7% 100.0%	17 5.0% 25.4%	21 4.0% 31.3%	5 2.1% 7.5%	9 3.1% 13.4%	10 4.1% 14.9%	5 3.0% 7.5%
Discovery Channel	20 1.1% 100.0%	3 .9% 15.0%	6 1.2% 30.0%	2 .8% 10.0%	2 .7% 10.0%	6 2.4% 30.0%	1 .6% 5.0%
MTV	6 .3% 100.0%	1 .3% 16.7%	1 2% 16.7%			1 .4% 16.7%	3 1.8% 50.0%
BBC Prime	12 .7% 100.0%	1 .3% 8.3%	2 .4% 16.7%	1 .4% 8.3%	3 1.0% 25.0%	5 2.0% 41.7%	
BBC World	6 .3% 100.0%	1 .3% 16.7%	2 .4% 33.3%		1 .3% 16.7%		2 1.2% 33.3%
Other TV Stations	113 6.3% 100.0%	17 5.0% 15.0%	42 8.1% 37.2%	15 6.3% 13.3%	14 4.8% 12.4%	17 6.9% 15.0%	8 4.9% 7.1%
No particular station	398 22.1% 100.0%	81 23.7% 20.4%	110 21.2% 27.6%	49 20.6% 12.3%	66 22.8% 16.6%	58 23.6% 14.6%	34 20.7% 8.5%
Do not remember	27 1.5% 100.0%	9 2.6% 33.3%	9 1.7% 33.3%	2 .8% 7.4%	1 .3% 3.7%	1 .4% 3.7%	5 3.0% 18.5%
Do not watch TV	436 24.2% 100.0%	81 23.7% 18.6%	125 24.0% 28.7%	64 26.9% 14.7%	74 25.6% 17.0%	54 22.0% 12.4%	38 23.2% 8.7%
Total	1799 100.0% 100.0%	342 100.0% 19.0%	520 100.0% 28.9%	238 100.0% 13.2%	289 100.0% 16.1%	246 100.0% 13.7%	164 100.0% 9.1%

[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)	287	115	172	15	42	13	71	71	59	16
	16.0%	15.2%	16.5%	18.8%	16.7%	11.7%	14.2%	13.8%	21.3%	25.4%
	100.0%	40.1%	59.9%	5.2%	14.6%	4.5%	24.7%	24.7%	20.6%	5.6%
Cable (not digital)	800	320	480	29	97	52	199	254	133	36
	44.5%	42.3%	46.0%	36.3%	38.6%	46.8%	39.7%	49.2%	48.0%	57.1%
	100.0%	40.0%	60.0%	3.6%	12.1%	6.5%	24.9%	31.8%	16.6%	4.5%
Satellite	149	72	77	10	19	8	61	41	10	
	8.3%	9.5%	7.4%	12.5%	7.6%	7.2%	12.2%	7.9%	3.6%	
	100.0%	48.3%	51.7%	6.7%	12.8%	5.4%	40.9%	27.5%	6.7%	
Internet	1	1			1					
	.1%	.1%			.4%					
	100.0%	100.0%			100.0%					
Digital Aerial	557	245	312	26	92	37	169	150	74	9
	31.0%	32.4%	29.9%	32.5%	36.7%	33.3%	33.7%	29.1%	26.7%	14.3%
	100.0%	44.0%	56.0%	4.7%	16.5%	6.6%	30.3%	26.9%	13.3%	1.6%
No TV set	5	3	2			1	1		1	2
	.3%	.4%	.2%			.9%	.2%		.4%	3.2%
	100.0%	60.0%	40.0%			20.0%	20.0%		20.0%	40.0%
Total	1799	756	1043	80	251	111	501	516	277	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.0%	58.0%	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

[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)	287	55	46	65	54	38	29
	16.0%	16.1%	8.8%	27.3%	18.7%	15.4%	17.7%
	100.0%	19.2%	16.0%	22.6%	18.8%	13.2%	10.1%
Cable (not digital)	800	163	256	86	117	88	90
	44.5%	47.7%	49.2%	36.1%	40.5%	35.8%	54.9%
	100.0%	20.4%	32.0%	10.8%	14.6%	11.0%	11.3%
Satellite	149	27	41	23	31	21	6
	8.3%	7.9%	7.9%	9.7%	10.7%	8.5%	3.7%
	100.0%	18.1%	27.5%	15.4%	20.8%	14.1%	4.0%
Internet	1	1					
	.1%	.3%					
	100.0%	100.0%					
Digital Aerial	557	94	177	64	87	98	37
	31.0%	27.5%	34.0%	26.9%	30.1%	39.8%	22.6%
	100.0%	16.9%	31.8%	11.5%	15.6%	17.6%	6.6%
No TV set	5	2				1	2
	.3%	.6%				.4%	1.2%
	100.0%	40.0%				20.0%	40.0%
Total	1799	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[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	5 .3% 100.0%						5 100.0% 100.0%
TVM	251 14.0% 100.0%	57 19.9% 22.7%	103 12.9% 41.0%	9 6.0% 3.6%		82 14.7% 32.7%	
One TV	196 10.9% 100.0%	44 15.3% 22.4%	96 12.0% 49.0%	19 12.8% 9.7%		37 6.6% 18.9%	
Net TV	125 6.9% 100.0%	12 4.2% 9.6%	72 9.0% 57.6%	8 5.4% 6.4%		33 5.9% 26.4%	
Smash TV	5 .3% 100.0%	1 .3% 20.0%	4 .5% 80.0%				
Education 22	1 .1% 100.0%		1 .1% 100.0%				
Rai 1	29 1.6% 100.0%	4 1.4% 13.8%	15 1.9% 51.7%	2 1.3% 6.9%		8 1.4% 27.6%	
Rai 2	12 .7% 100.0%	4 1.4% 33.3%	6 .8% 50.0%	1 .7% 8.3%		1 .2% 8.3%	
Rai 3	4 .2% 100.0%	2 .7% 50.0%	2 .3% 50.0%				
Rete 4	25 1.4% 100.0%	6 2.1% 24.0%	14 1.8% 56.0%	3 2.0% 12.0%		2 .4% 8.0%	
Canale 5	61 3.4% 100.0%	10 3.5% 16.4%	25 3.1% 41.0%	7 4.7% 11.5%		19 3.4% 31.1%	
Italia 1	67 3.7% 100.0%	11 3.8% 16.4%	32 4.0% 47.8%	5 3.4% 7.5%		19 3.4% 28.4%	
Discovery Channel	20 1.1% 100.0%		4 .5% 20.0%	5 3.4% 25.0%		11 2.0% 55.0%	
MTV	6 .3% 100.0%		2 .3% 33.3%			4 .7% 66.7%	
BBC Prime	12 .7% 100.0%		4 .5% 33.3%	1 .7% 8.3%		7 1.3% 58.3%	
BBC World	6 .3% 100.0%			1 .7% 16.7%		5 .9% 83.3%	
Other TV Stations	113 6.3% 100.0%		21 2.6% 18.6%	22 14.8% 19.5%		70 12.6% 61.9%	
No particular station	398 22.1% 100.0%	59 20.6% 14.8%	205 25.6% 51.5%	21 14.1% 5.3%		113 20.3% 28.4%	
Do not remember	27 1.5% 100.0%	6 2.1% 22.2%	16 2.0% 59.3%	2 1.3% 7.4%		3 .5% 11.1%	
Do not watch TV	436 24.2% 100.0%	71 24.7% 16.3%	178 22.3% 40.8%	43 28.9% 9.9%	1 100.0% .2%	143 25.7% 32.8%	
Table Total	1799 100.0% 100.0%	287 100.0% 16.0%	800 100.0% 44.5%	149 100.0% 8.3%	1 100.0% .1%	557 100.0% 31.0%	5 100.0% .3%

[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	1621	714	907	79	245	104	462	460	223	48
	90.1%	94.4%	87.0%	98.8%	97.6%	93.7%	92.2%	89.1%	80.5%	76.2%
	100.0%	44.0%	56.0%	4.9%	15.1%	6.4%	28.5%	28.4%	13.8%	3.0%
Not applicable	5	3	2			1	1		1	2
	.3%	.4%	.2%			.9%	.2%		.4%	3.2%
	100.0%	60.0%	40.0%			20.0%	20.0%		20.0%	40.0%
TVM	31	6	25	1	2		11	11	5	1
	1.7%	.8%	2.4%	1.3%	.8%		2.2%	2.1%	1.8%	1.6%
	100.0%	19.4%	80.6%	3.2%	6.5%		35.5%	35.5%	16.1%	3.2%
One TV	34	12	22		1	2	2	9	16	4
	1.9%	1.6%	2.1%		.4%	1.8%	.4%	1.7%	5.8%	6.3%
	100.0%	35.3%	64.7%		2.9%	5.9%	5.9%	26.5%	47.1%	11.8%
Net TV	20	5	15				1	9	10	
	1.1%	.7%	1.4%				.2%	1.7%	3.6%	
	100.0%	25.0%	75.0%				5.0%	45.0%	50.0%	
Smash TV	42	6	36			1	14	12	13	2
	2.3%	.8%	3.5%			.9%	2.8%	2.3%	4.7%	3.2%
	100.0%	14.3%	85.7%			2.4%	33.3%	28.6%	31.0%	4.8%
iTV	25	7	18		1	3	9	8	3	1
	1.4%	.9%	1.7%		.4%	2.7%	1.8%	1.6%	1.1%	1.6%
	100.0%	28.0%	72.0%		4.0%	12.0%	36.0%	32.0%	12.0%	4.0%
Do not know	21	3	18		2		1	7	6	5
	1.2%	.4%	1.7%		.8%		.2%	1.4%	2.2%	7.9%
	100.0%	14.3%	85.7%		9.5%		4.8%	33.3%	28.6%	23.8%
Total	1799	756	1043	80	251	111	501	516	277	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.0%	58.0%	4.4%	14.0%	6.2%	27.8%	28.7%	15.4%	3.5%

[Count / Column % / Row %]

TABLE 3.9: TEleshopping by District

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1621	303	472	216	262	227	141
	90.1%	88.6%	90.8%	90.8%	90.7%	92.3%	86.0%
	100.0%	18.7%	29.1%	13.3%	16.2%	14.0%	8.7%
Not applicable	5	2				1	2
	.3%	.6%				.4%	1.2%
	100.0%	40.0%				20.0%	40.0%
TVM	31	2	9	3	5	5	7
	1.7%	.6%	1.7%	1.3%	1.7%	2.0%	4.3%
	100.0%	6.5%	29.0%	9.7%	16.1%	16.1%	22.6%
One TV	34	11	7	5	3	3	5
	1.9%	3.2%	1.3%	2.1%	1.0%	1.2%	3.0%
	100.0%	32.4%	20.6%	14.7%	8.8%	8.8%	14.7%
Net TV	20		6	7	3	2	2
	1.1%		1.2%	2.9%	1.0%	.8%	1.2%
	100.0%		30.0%	35.0%	15.0%	10.0%	10.0%
Smash TV	42	11	11	4	10	3	3
	2.3%	3.2%	2.1%	1.7%	3.5%	1.2%	1.8%
	100.0%	26.2%	26.2%	9.5%	23.8%	7.1%	7.1%
iTV	25	7	8	2	5	2	1
	1.4%	2.0%	1.5%	.8%	1.7%	.8%	.6%
	100.0%	28.0%	32.0%	8.0%	20.0%	8.0%	4.0%
Do not know	21	6	7	1	1	3	3
	1.2%	1.8%	1.3%	.4%	.3%	1.2%	1.8%
	100.0%	28.6%	33.3%	4.8%	4.8%	14.3%	14.3%
Total	1799	342	520	238	289	246	164
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.0%	28.9%	13.2%	16.1%	13.7%	9.1%

[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 Stations	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.00
1:00	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
1:30	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
2:00	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
2:30	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
3:00	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
3:30	0.00	0.00	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
4:00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
4:30	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
5:00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
5:30	0.00	0.00	0.00	0.75	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.49	100.00
6:00	0.38	0.00	0.00	1.51	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	96.98	100.00
6:30	0.38	0.00	0.38	1.51	0.00	0.00	1.13	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	95.85	100.00
7:00	1.13	0.00	0.00	2.64	0.38	0.38	1.89	0.75	0.38	0.75	0.00	0.38	0.00	0.00	0.00	91.32	100.00
7:30	1.13	0.38	0.75	2.64	0.38	1.89	1.89	1.13	0.38	0.75	0.00	0.00	0.38	0.00	0.00	88.30	100.00
8:00	1.89	0.38	1.13	3.40	0.75	2.64	3.02	1.51	0.38	2.26	0.38	0.75	0.75	0.00	0.38	80.38	100.00
8:30	1.89	0.00	1.13	3.40	0.75	2.26	3.02	1.51	0.38	2.26	0.38	0.75	0.38	0.00	0.38	81.51	100.00
9:00	3.02	0.38	2.26	4.15	0.75	1.13	3.02	1.89	0.38	2.26	0.38	0.75	0.38	0.00	0.38	78.87	100.00
9:30	3.02	0.38	2.26	3.77	0.75	1.13	2.64	1.89	0.38	2.26	0.38	0.75	0.38	0.00	0.38	79.62	100.00
10:00	2.64	0.38	2.64	3.40	0.75	0.38	2.64	1.13	0.38	2.26	0.00	0.38	0.38	0.38	0.75	81.51	100.00
10:30	2.26	0.38	2.64	3.77	0.75	0.38	2.26	1.13	0.38	2.26	0.00	0.38	0.38	0.38	0.38	82.26	100.00
11:00	2.26	0.00	1.89	3.40	1.51	0.38	2.26	0.75	0.38	2.26	0.38	0.38	0.38	0.00	0.38	83.40	100.00
11:30	2.26	0.00	1.89	3.40	1.13	0.38	2.26	0.75	0.38	1.89	0.38	0.38	0.00	0.00	0.38	84.53	100.00
NOON	1.51	0.38	1.51	3.40	1.13	0.38	1.89	0.00	0.00	1.89	0.38	0.38	0.00	0.00	0.00	87.17	100.00
0:30	0.75	0.38	1.51	3.40	1.13	0.38	1.89	0.00	0.00	1.89	0.38	0.00	0.00	0.00	0.00	88.30	100.00
1:00	0.75	0.75	1.89	3.02	0.38	1.13	1.51	0.00	0.00	1.89	0.00	0.38	0.00	0.00	0.00	88.30	100.00
1:30	0.75	0.75	1.51	2.26	0.38	1.13	1.51	0.00	0.00	1.89	0.00	0.38	0.00	0.00	0.00	89.43	100.00
2:00	0.75	0.75	1.51	1.51	0.00	0.75	1.51	0.00	0.00	1.89	0.00	0.38	0.00	0.00	0.00	90.94	100.00
2:30	0.75	0.75	1.51	1.51	0.00	0.75	1.51	0.00	0.00	1.89	0.00	0.38	0.00	0.00	0.00	90.94	100.00
3:00	0.75	0.75	1.51	1.51	0.00	0.75	1.51	0.00	0.00	2.26	0.00	0.75	0.00	0.00	0.00	90.19	100.00
3:30	0.75	0.75	1.51	1.51	0.00	0.38	1.51	0.00	0.38	2.26	0.00	0.75	0.00	0.00	0.00	90.19	100.00
4:00	0.75	0.00	1.13	1.13	0.00	0.38	1.89	0.00	0.38	1.13	0.38	0.38	0.00	0.38	0.00	92.08	100.00
4:30	0.75	0.00	0.75	1.13	0.00	0.38	1.89	0.00	0.00	1.13	0.38	0.38	0.00	0.38	0.00	92.83	100.00
5:00	1.13	0.00	1.13	1.13	0.00	0.38	1.51	0.38	0.38	0.75	0.38	0.00	0.00	0.75	0.00	92.08	100.00
5:30	1.13	0.00	0.75	1.51	0.00	0.00	1.51	0.38	0.38	0.75	0.38	0.00	0.00	0.75	0.00	92.45	100.00
6:00	1.51	0.00	0.75	1.89	0.00	0.38	2.26	0.00	0.00	0.75	0.38	0.00	0.00	0.38	0.00	91.70	100.00
6:30	1.51	0.00	1.13	1.51	0.00	0.38	1.89	0.00	0.00	0.75	0.38	0.00	0.00	0.38	0.00	92.08	100.00
7:00	1.51	0.00	0.75	0.75	0.38	0.38	1.13	0.00	0.00	0.75	0.00	0.00	0.00	0.38	0.00	93.96	100.00
7:30	1.51	0.00	1.13	0.75	0.00	0.38	1.13	0.00	0.00	0.75	0.00	0.00	0.00	0.38	0.00	93.96	100.00
8:00	0.38	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.74	100.00
8:30	0.00	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100.00
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.25	100.00
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.25	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.75	0.00	0.00	0.00	0.00	0.00	98.87	100.00
10:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.75	0.00	0.00	0.00	0.00	0.00	98.49	100.00
11:00	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
11:30	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
average	0.84	0.16	0.77	1.44	0.24	0.41	1.31	0.30	0.16	0.94	0.11	0.19	0.07	0.10	0.07	92.90	
maximum	3.02	0.75	2.64	4.15	1.51	2.64	3.02	1.89	0.38	2.26	0.38	0.75	0.75	0.75	0.75	99.62	
std. dev.	0.88	0.27	0.84	1.34	0.40	0.60	0.85	0.54	0.19	0.90	0.17	0.27	0.17	0.20	0.17	6.44	

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 Stations	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	0.38	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	0.38	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	1.14	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.72	100.00
5:30	0.00	0.00	0.00	0.38	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.00
6:00	0.00	0.00	0.00	1.14	1.90	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	95.82	100.00
6:30	0.00	0.00	0.00	1.14	1.52	0.00	1.14	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	95.44	100.00
7:00	1.14	0.76	1.14	1.90	1.14	0.76	1.52	1.14	0.38	1.14	0.00	0.38	0.38	0.00	0.00	88.21	100.00
7:30	1.52	0.00	1.52	2.28	1.14	1.90	1.52	1.14	0.38	1.52	0.00	0.38	0.00	0.00	0.00	86.69	100.00
8:00	1.90	1.52	0.76	2.66	1.52	1.90	1.90	1.14	0.38	1.14	0.38	1.14	0.76	0.00	0.00	82.89	100.00
8:30	1.14	1.52	0.76	2.66	1.52	2.66	2.28	1.14	0.00	1.14	0.38	0.76	0.76	0.00	0.00	83.27	100.00
9:00	0.76	1.14	0.76	3.04	1.52	2.66	2.28	1.14	0.00	1.90	0.38	0.38	1.14	0.00	0.00	82.89	100.00
9:30	0.76	1.14	0.76	2.66	1.52	2.28	1.90	1.14	0.00	1.90	0.38	0.38	1.14	0.00	0.00	84.03	100.00
10:00	1.52	1.14	0.38	3.04	1.90	1.14	2.66	1.52	0.00	1.90	0.38	0.38	0.76	0.00	0.00	83.27	100.00
10:30	1.14	1.14	0.38	3.04	1.90	1.14	2.66	1.14	0.00	1.90	0.38	0.38	0.76	0.38	0.00	83.65	100.00
11:00	0.76	1.14	0.38	2.66	1.90	1.14	2.28	0.76	0.00	1.52	0.00	0.76	1.14	0.38	0.00	85.17	100.00
11:30	0.38	1.14	0.38	3.42	1.90	1.14	2.28	0.76	0.00	1.52	0.00	0.76	1.14	0.38	0.00	84.79	100.00
NOON	0.76	0.38	0.00	4.94	2.28	0.00	0.38	0.76	0.00	2.66	0.00	0.38	0.38	0.38	0.00	86.69	100.00
0:30	0.76	0.38	0.00	4.56	1.90	0.00	0.38	0.76	0.00	1.14	0.00	0.38	0.38	0.00	0.00	89.35	100.00
1:00	0.38	0.38	0.38	3.80	1.90	0.00	0.38	0.38	0.00	1.14	0.00	0.00	0.38	0.00	0.00	90.87	100.00
1:30	0.38	0.38	0.38	3.42	1.90	0.00	0.38	0.76	0.00	1.14	0.00	0.00	0.38	0.00	0.00	90.87	100.00
2:00	0.38	0.38	0.76	3.42	1.90	0.38	0.00	0.76	0.38	1.14	0.00	0.00	0.38	0.00	0.00	90.11	100.00
2:30	0.38	0.38	0.76	3.42	1.90	0.38	0.00	0.76	0.00	1.14	0.00	0.00	0.38	0.00	0.00	90.49	100.00
3:00	0.38	0.38	0.76	3.04	1.52	0.38	0.00	1.14	0.00	1.90	0.00	0.00	0.38	0.00	0.00	90.11	100.00
3:30	0.38	0.38	0.76	3.04	1.52	0.00	0.00	0.38	0.00	1.14	0.00	0.00	0.76	0.00	0.00	91.63	100.00
4:00	0.00	0.38	0.76	2.28	1.52	0.00	0.00	0.38	0.00	1.14	0.00	0.00	1.14	0.00	0.00	92.40	100.00
4:30	0.00	0.38	0.38	2.28	1.52	0.00	0.00	0.38	0.00	1.14	0.00	0.00	0.76	0.00	0.00	93.16	100.00
5:00	0.38	0.00	0.38	1.52	1.52	0.00	0.00	0.38	0.38	1.52	0.00	0.38	0.76	0.00	0.00	92.78	100.00
5:30	0.38	0.00	0.38	1.90	1.14	0.00	0.00	0.38	0.38	1.52	0.00	0.38	0.76	0.00	0.00	92.78	100.00
6:00	0.38	0.00	0.38	1.14	0.76	0.76	0.00	0.38	0.00	1.90	0.00	0.00	0.76	0.00	0.00	93.54	100.00
6:30	0.38	0.00	0.38	1.52	0.76	1.14	0.00	0.00	0.00	1.52	0.00	0.00	0.76	0.00	0.00	93.54	100.00
7:00	0.00	0.00	0.38	1.52	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	96.96	100.00
7:30	0.38	0.00	0.38	0.76	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	96.96	100.00
8:00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.10	100.00
8:30	0.00	0.00	0.00	1.14	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	97.34	100.00
9:00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	97.72	100.00
9:30	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.48	100.00
10:00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.10	100.00
10:30	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100.00
11:00	0.00	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	99.24	100.00
11:30	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	0.00	99.62	100.00
Average	0.35	0.30	0.32	1.58	0.99	0.44	0.52	0.44	0.05	0.81	0.05	0.15	0.38	0.06	0.00	93.56	
maximum	1.90	1.52	1.52	4.94	2.28	2.66	2.66	1.52	0.38	2.66	0.38	1.14	1.14	0.38	0.00	100.00	
std. dev.	0.48	0.46	0.36	1.45	0.76	0.74	0.88	0.45	0.13	0.75	0.13	0.27	0.39	0.14	0.00	5.90	

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 Stations	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:30	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
6:00	0.00	0.00	0.00	1.16	0.77	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	96.91	100.00
6:30	0.00	0.00	0.00	1.16	0.77	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	96.14	100.00
7:00	0.39	0.00	0.39	2.70	1.16	1.16	1.54	0.00	0.00	0.39	0.00	0.39	0.77	0.39	0.00	90.73	100.00
7:30	0.39	0.00	0.00	2.32	0.77	1.16	2.32	0.00	0.00	0.77	0.00	0.39	0.77	0.39	0.00	90.73	100.00
8:00	0.77	0.39	0.39	2.32	1.16	1.54	2.70	0.39	0.00	0.39	0.00	0.77	0.39	0.39	0.00	88.42	100.00
8:30	0.39	0.39	0.39	2.32	1.16	2.70	3.86	0.39	0.00	0.39	0.00	0.77	0.77	0.00	0.00	86.49	100.00
9:00	1.54	0.39	0.39	2.70	1.16	1.16	4.63	1.16	0.39	0.39	0.00	1.16	0.77	0.39	0.00	83.78	100.00
9:30	1.54	0.39	0.00	2.70	1.16	1.54	4.63	1.93	0.39	0.39	0.00	1.16	0.77	0.39	0.00	83.01	100.00
10:00	1.93	0.39	0.39	2.70	1.16	2.32	4.25	2.70	0.77	0.77	0.00	1.16	0.77	0.77	0.00	79.92	100.00
10:30	1.93	0.39	0.39	2.70	1.16	1.54	4.25	2.70	0.77	0.77	0.00	1.16	0.77	0.77	0.00	80.69	100.00
11:00	1.93	0.39	0.39	2.70	1.16	2.32	3.47	1.93	0.39	1.16	0.00	1.16	0.77	0.77	0.00	81.47	100.00
11:30	1.93	0.39	0.39	3.09	1.16	2.32	3.47	1.16	0.39	1.16	0.00	1.16	0.77	0.77	0.00	81.85	100.00
NOON	1.16	0.00	0.00	2.70	0.77	1.54	2.70	0.39	0.39	0.77	0.00	0.77	0.39	0.00	0.00	88.42	100.00
0:30	0.39	0.00	0.00	2.32	0.77	1.16	2.32	0.39	0.39	0.39	0.00	0.77	0.39	0.00	0.00	90.73	100.00
1:00	0.39	0.00	0.00	1.54	0.77	1.16	2.32	0.39	0.77	0.39	0.00	0.77	0.39	0.00	0.00	91.12	100.00
1:30	0.39	0.00	0.00	1.54	0.77	1.16	1.93	0.39	0.77	0.39	0.00	0.77	0.39	0.39	0.00	91.12	100.00
2:00	0.00	0.00	0.00	1.54	0.39	1.16	1.54	0.39	0.77	0.39	0.00	0.77	0.39	0.39	0.00	92.28	100.00
2:30	0.00	0.00	0.00	1.54	0.39	1.16	1.54	0.39	0.77	0.39	0.00	0.39	0.00	0.39	0.00	93.05	100.00
3:00	0.00	0.00	0.00	1.54	0.39	1.16	1.93	0.39	0.77	0.39	0.00	0.39	0.00	0.00	0.00	93.05	100.00
3:30	0.00	0.00	0.00	1.54	0.39	1.16	1.93	0.39	0.77	0.39	0.00	0.39	0.00	0.00	0.00	93.05	100.00
4:00	0.00	0.00	0.00	1.54	1.16	1.93	1.54	0.77	0.00	0.77	0.00	0.77	0.00	0.00	0.00	91.51	100.00
4:30	0.00	0.00	0.00	1.54	0.77	1.93	1.16	0.39	0.00	0.77	0.00	0.39	0.00	0.00	0.00	93.05	100.00
5:00	0.00	0.00	0.00	1.16	1.16	1.93	0.77	1.16	0.00	0.39	0.00	0.39	0.00	0.00	0.00	93.05	100.00
5:30	0.00	0.00	0.00	1.54	1.16	1.54	0.77	1.16	0.00	0.39	0.00	0.39	0.39	0.00	0.00	92.66	100.00
6:00	0.00	0.00	0.00	1.16	0.39	1.93	0.77	1.16	0.39	0.39	0.00	0.39	0.39	0.00	0.39	92.66	100.00
6:30	0.00	0.00	0.00	1.93	0.39	1.16	0.77	1.16	0.39	0.39	0.00	0.39	0.00	0.00	0.39	93.05	100.00
7:00	0.00	0.00	0.00	1.16	0.00	0.39	0.39	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.39	96.53	100.00
7:30	0.00	0.00	0.00	0.77	0.00	0.77	0.39	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.39	96.53	100.00
8:00	0.00	0.00	0.00	0.39	0.00	0.77	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	97.68	100.00
8:30	0.00	0.00	0.00	0.39	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.07	100.00
9:00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	98.46	100.00
9:30	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	98.07	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
average	0.31	0.06	0.06	1.14	0.47	0.90	1.28	0.50	0.21	0.29	0.00	0.35	0.24	0.14	0.07	93.96	
maximum	1.93	0.39	0.39	3.09	1.16	2.70	4.63	2.70	0.77	1.16	0.00	1.16	0.77	0.77	0.39	100.00	
std. dev.	0.62	0.15	0.15	1.06	0.49	0.78	1.43	0.68	0.30	0.32	0.00	0.42	0.30	0.25	0.15	6.03	

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 Stations	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	0.38	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
4:30	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
5:00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
5:30	0.00	0.00	0.38	1.15	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	97.32	100.00
6:00	0.38	0.00	0.38	1.53	0.00	0.38	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	96.17	100.00
6:30	0.00	0.00	0.00	1.53	0.00	0.38	0.77	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	96.55	100.00
7:00	0.38	0.00	0.00	3.45	0.77	3.45	1.15	0.38	0.77	0.77	0.38	0.00	0.38	0.38	0.00	87.74	100.00
7:30	0.38	0.00	0.00	3.83	0.00	1.15	1.15	0.38	1.53	0.38	0.38	0.00	0.38	0.38	0.00	90.04	100.00
8:00	0.77	0.77	0.38	4.98	0.38	1.53	2.30	1.15	1.53	0.38	0.38	1.53	0.38	1.15	0.00	82.38	100.00
8:30	0.77	0.77	0.38	4.98	0.38	1.53	2.68	0.77	1.53	0.77	0.00	1.15	0.77	0.77	0.00	82.76	100.00
9:00	2.30	1.15	0.77	5.36	0.77	2.30	2.68	1.15	1.53	0.77	0.00	1.53	0.38	0.00	0.00	79.31	100.00
9:30	2.30	1.15	0.77	5.36	0.77	2.30	2.68	1.15	1.53	0.38	0.00	1.53	0.38	0.00	0.00	79.69	100.00
10:00	2.30	0.77	0.38	5.75	1.15	2.68	3.07	1.53	1.15	0.38	0.00	1.53	0.38	0.00	0.00	78.93	100.00
10:30	2.30	0.77	0.77	5.75	1.53	2.30	3.07	1.53	1.15	0.38	0.00	1.53	0.38	0.00	0.00	78.54	100.00
11:00	2.68	0.77	0.77	5.75	0.77	1.92	3.45	1.15	1.15	0.38	0.38	1.15	0.38	0.00	0.00	79.31	100.00
11:30	2.30	0.77	0.38	6.51	0.77	1.53	3.45	1.15	1.15	0.38	0.38	1.15	0.38	0.00	0.00	79.69	100.00
NOON	0.77	0.77	0.00	5.75	0.38	0.38	2.30	0.77	0.77	0.77	0.00	0.77	0.38	0.38	0.00	85.82	100.00
0:30	0.77	0.77	0.00	6.13	0.38	0.38	2.30	0.77	0.77	0.38	0.00	0.77	0.38	0.38	0.00	85.82	100.00
1:00	0.38	0.38	0.00	4.98	0.38	0.38	1.53	0.77	0.77	0.00	0.00	0.77	0.38	0.00	0.00	89.27	100.00
1:30	0.77	0.38	0.00	4.21	0.38	0.77	1.53	0.77	0.77	0.00	0.00	0.77	0.38	0.00	0.00	89.27	100.00
2:00	0.38	0.38	0.00	4.21	0.38	0.77	1.53	0.77	0.77	0.00	0.00	0.38	0.38	0.00	0.00	90.04	100.00
2:30	0.38	0.38	0.00	4.21	0.38	0.77	1.53	0.77	0.77	0.00	0.00	1.15	0.38	0.00	0.00	89.27	100.00
3:00	0.00	0.38	0.00	4.60	0.38	1.53	1.53	0.77	0.77	0.77	0.00	0.77	0.38	0.00	0.00	88.12	100.00
3:30	0.00	0.38	0.00	4.60	0.38	1.15	1.53	0.77	0.77	0.00	0.00	0.77	0.38	0.00	0.00	89.27	100.00
4:00	0.38	0.00	0.77	3.83	0.38	1.53	1.53	0.77	0.77	0.00	0.00	0.77	0.38	0.38	0.00	88.51	100.00
4:30	0.38	0.00	0.77	3.83	0.38	1.53	1.53	0.77	0.77	0.00	0.00	0.38	0.38	0.00	0.00	89.27	100.00
5:00	0.77	0.00	0.38	4.21	0.00	0.00	0.38	0.38	1.15	0.00	0.38	0.77	0.38	0.38	0.00	90.80	100.00
5:30	0.77	0.00	0.38	3.45	0.00	0.38	0.77	0.38	1.15	0.38	0.00	0.77	0.38	0.38	0.00	90.80	100.00
6:00	0.77	0.00	0.00	3.07	0.38	0.77	0.77	0.00	0.38	1.92	0.00	0.77	0.00	0.38	0.00	90.80	100.00
6:30	0.77	0.00	0.00	2.68	0.38	0.38	0.77	0.00	0.38	1.53	0.00	0.77	0.00	0.38	0.00	91.95	100.00
7:00	0.38	0.00	0.00	1.15	0.38	1.15	0.77	0.38	0.38	1.15	0.00	0.38	0.00	0.38	0.00	93.49	100.00
7:30	0.38	0.00	0.00	1.15	0.38	0.38	0.77	0.38	0.38	0.77	0.00	0.77	0.00	0.38	0.00	94.25	100.00
8:00	0.00	0.00	0.00	0.77	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	98.08	100.00
8:30	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.08	100.00
9:00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
9:30	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.00
10:00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	98.08	100.00
10:30	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	98.08	100.00
11:00	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	0.00	99.23	100.00
11:30	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	0.00	99.23	100.00
average	0.52	0.22	0.16	2.61	0.29	0.70	1.01	0.45	0.57	0.26	0.06	0.49	0.18	0.14	0.00	92.33	
maximum	2.68	1.15	0.77	6.51	1.53	3.45	3.45	1.53	1.53	1.92	0.38	1.53	0.77	1.15	0.00	100.00	
std.dev.	0.76	0.35	0.27	2.21	0.35	0.88	1.10	0.46	0.51	0.43	0.14	0.53	0.21	0.24	0.00	7.17	

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 Stations	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	0.39	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	0.00	0.00	0.39	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	0.00	0.00	0.39	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	0.00	0.00	0.39	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	0.00	0.00	0.39	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	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	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.00
6:00	0.00	0.00	1.18	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.64	100.00
6:30	0.00	0.00	1.18	0.00	0.00	1.18	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.85	100.00
7:00	0.79	0.00	1.57	3.54	0.00	0.79	0.39	1.18	0.00	0.79	0.39	0.00	0.00	0.00	0.00	90.55	100.00
7:30	1.57	0.00	1.97	3.54	0.00	0.39	0.39	1.18	0.39	0.79	0.39	0.00	0.00	0.00	0.00	89.37	100.00
8:00	1.18	0.00	1.97	6.30	0.79	2.76	1.57	1.57	0.79	0.79	0.00	0.00	0.39	0.39	0.00	81.50	100.00
8:30	1.18	0.00	1.57	5.91	0.79	2.36	2.76	1.57	1.18	0.79	0.00	0.00	0.39	0.39	0.00	81.10	100.00
9:00	1.97	0.00	1.18	5.91	0.79	2.76	3.15	2.36	1.57	0.79	0.39	0.00	0.39	0.39	0.00	78.35	100.00
9:30	1.97	0.00	1.18	5.91	0.79	2.76	3.15	2.36	1.57	0.79	0.39	0.00	0.39	0.39	0.00	78.35	100.00
10:00	1.97	0.00	1.18	6.30	0.79	3.54	2.36	2.76	1.18	1.18	0.39	0.00	0.39	0.39	0.00	77.56	100.00
10:30	1.97	0.00	1.18	6.69	0.79	3.15	2.36	2.76	1.18	1.18	0.39	0.00	0.79	0.39	0.00	77.17	100.00
11:00	1.57	0.00	1.18	5.91	0.79	2.76	1.57	2.76	1.18	1.57	0.39	0.00	0.79	0.39	0.00	79.13	100.00
11:30	1.18	0.00	1.18	5.91	0.79	2.76	1.57	2.76	1.18	1.18	0.39	0.00	0.39	0.39	0.00	80.31	100.00
NOON	0.79	0.00	0.39	3.94	0.79	1.57	0.79	1.57	1.18	0.79	0.79	0.00	0.39	0.39	0.00	86.61	100.00
0:30	0.79	0.00	0.39	4.33	0.39	1.57	0.79	1.57	1.18	0.79	0.39	0.00	0.39	0.39	0.00	87.01	100.00
1:00	0.79	0.00	0.39	3.94	0.79	1.97	1.18	0.79	0.79	0.39	0.39	0.00	0.39	0.39	0.00	87.80	100.00
1:30	0.79	0.00	0.39	3.94	0.39	1.97	0.79	0.79	0.79	0.39	0.39	0.00	0.39	0.39	0.00	88.58	100.00
2:00	0.39	0.00	0.79	3.15	0.39	0.79	0.79	0.79	0.79	0.39	0.00	0.00	0.39	0.00	0.00	91.34	100.00
2:30	0.39	0.00	0.79	3.15	0.39	0.79	0.79	0.79	0.79	0.39	0.39	0.00	0.39	0.00	0.00	90.94	100.00
3:00	0.79	0.00	1.18	3.54	0.00	0.79	0.00	1.18	0.79	1.18	0.00	0.00	0.39	0.00	0.00	90.16	100.00
3:30	0.79	0.00	0.79	3.54	0.00	0.79	0.00	1.18	1.18	1.18	0.00	0.00	0.39	0.00	0.00	90.16	100.00
4:00	0.79	0.00	0.79	3.54	0.79	1.18	0.00	1.18	1.18	0.39	0.39	0.00	0.00	0.00	0.00	89.76	100.00
4:30	0.79	0.00	0.79	3.94	1.18	0.79	0.00	1.18	0.79	0.39	0.39	0.39	0.00	0.00	0.00	89.37	100.00
5:00	0.79	0.00	0.79	3.54	0.79	0.79	0.39	0.79	0.39	0.39	0.39	0.00	0.00	0.00	0.00	90.94	100.00
5:30	0.79	0.00	0.79	4.72	0.79	0.39	0.39	0.79	0.39	0.39	0.39	0.00	0.00	0.00	0.00	90.16	100.00
6:00	0.79	0.00	0.79	3.15	0.00	0.00	0.00	0.79	0.39	0.79	0.39	0.00	0.00	0.00	0.00	92.91	100.00
6:30	1.18	0.00	0.79	2.36	0.00	0.00	0.00	0.79	0.39	0.79	0.39	0.00	0.00	0.00	0.00	93.31	100.00
7:00	0.00	0.00	0.39	1.18	0.00	0.39	0.00	0.39	0.39	0.79	0.00	0.00	0.00	0.00	0.00	96.46	100.00
7:30	0.00	0.00	0.39	1.18	0.00	0.39	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	97.24	100.00
8:00	0.00	0.00	0.39	0.79	0.39	0.00	0.39	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	97.24	100.00
8:30	0.00	0.00	0.39	0.79	0.39	0.00	0.00	0.39	0.00	0.79	0.00	0.00	0.00	0.00	0.00	97.24	100.00
9:00	0.00	0.00	0.39	0.79	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	97.64	100.00
9:30	0.00	0.00	0.39	0.79	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	97.64	100.00
10:00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.03	100.00
10:30	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.82	100.00
11:00	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	99.21	100.00
11:30	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	99.21	100.00
average	0.54	0.00	0.61	2.37	0.31	0.88	0.55	0.81	0.45	0.50	0.16	0.01	0.15	0.10	0.00	92.56	
maximum	1.97	0.00	1.97	6.69	1.18	3.54	3.15	2.76	1.57	1.57	0.79	0.39	0.79	0.39	0.00	100.00	
std. dev.	0.65	0.00	0.56	2.30	0.36	1.04	0.89	0.86	0.53	0.42	0.21	0.06	0.22	0.17	0.00	7.40	

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 Stations	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:30	0.40	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
6:00	0.40	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
6:30	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	98.81	100.00
7:00	0.00	0.00	0.40	0.79	0.79	0.40	1.19	0.40	0.40	0.40	0.40	0.00	0.00	0.00	0.00	94.86	100.00
7:30	0.00	0.00	0.00	0.40	0.79	0.40	1.19	0.40	0.40	0.40	0.40	0.00	0.00	0.00	0.00	95.65	100.00
8:00	0.40	0.40	0.00	1.58	1.19	0.79	1.98	1.19	0.40	0.79	0.00	0.40	0.00	0.00	0.00	90.91	100.00
8:30	0.40	0.40	0.00	1.58	1.19	1.19	1.98	1.19	0.79	0.79	0.00	0.40	0.00	0.00	0.00	90.12	100.00
9:00	1.19	0.40	0.40	2.37	1.58	1.58	3.95	2.37	0.79	0.79	0.40	0.40	0.40	0.00	0.00	83.40	100.00
9:30	1.19	0.40	0.40	2.37	1.58	1.58	3.95	2.37	0.79	0.79	0.40	0.40	0.00	0.00	0.00	83.79	100.00
10:00	1.58	0.40	0.79	2.77	1.58	1.98	3.56	2.77	0.40	1.19	0.40	0.40	0.00	0.00	0.00	82.21	100.00
10:30	1.58	0.40	0.79	2.77	1.58	1.58	3.16	2.77	0.79	1.19	0.40	0.40	0.00	0.00	0.00	82.61	100.00
11:00	1.19	0.40	0.00	3.16	1.98	0.79	2.37	2.77	0.40	1.19	0.00	0.40	0.00	0.00	0.00	85.38	100.00
11:30	1.19	0.79	0.00	3.16	1.58	0.79	2.37	2.37	0.00	0.79	0.00	0.40	0.00	0.00	0.00	86.56	100.00
NOON	0.40	0.00	0.00	2.37	1.19	0.79	2.37	0.40	0.00	0.79	0.00	0.00	0.00	0.00	0.00	91.70	100.00
0:30	0.40	0.00	0.00	1.58	1.19	0.79	2.77	0.40	0.40	0.40	0.00	0.00	0.00	0.00	0.00	92.09	100.00
1:00	0.40	0.00	0.00	1.19	0.79	2.37	1.98	0.40	0.40	0.40	0.00	0.40	0.00	0.00	0.00	91.70	100.00
1:30	0.40	0.00	0.00	1.19	0.40	2.37	1.98	0.40	0.40	0.40	0.00	0.40	0.00	0.00	0.00	92.09	100.00
2:00	0.00	0.00	0.00	0.79	0.40	1.98	1.98	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	93.68	100.00
2:30	0.00	0.00	0.00	1.19	0.40	1.98	1.98	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	93.28	100.00
3:00	0.00	0.00	0.00	1.19	0.79	1.98	1.98	0.79	0.00	0.79	0.00	0.40	0.00	0.00	0.00	92.09	100.00
3:30	0.00	0.00	0.00	1.58	0.79	1.98	1.98	0.40	0.40	0.40	0.00	0.40	0.00	0.00	0.00	92.09	100.00
4:00	0.00	0.00	0.00	1.98	0.79	1.98	1.58	0.40	0.40	0.40	0.00	0.00	0.00	0.00	0.00	92.49	100.00
4:30	0.00	0.00	0.00	1.98	0.79	1.58	1.19	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.00	93.68	100.00
5:00	0.00	0.00	0.00	2.37	0.79	0.79	0.79	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.40	94.07	100.00
5:30	0.00	0.00	0.00	2.37	0.79	0.79	0.79	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	94.86	100.00
6:00	0.00	0.00	0.79	2.37	0.40	1.58	0.40	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	94.07	100.00
6:30	0.40	0.00	0.00	1.98	0.40	1.58	0.40	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	94.86	100.00
7:00	0.00	0.00	0.00	0.79	0.00	1.19	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.63	100.00
7:30	0.00	0.00	0.00	0.40	0.00	1.19	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.02	100.00
8:00	0.00	0.00	0.00	0.40	0.00	1.19	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	98.02	100.00
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
9:00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	0.40	0.00	0.00	0.00	98.42	100.00
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.60	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.21	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	99.21	100.00
Average	0.25	0.07	0.07	0.99	0.49	0.81	1.00	0.51	0.15	0.42	0.05	0.12	0.02	0.00	0.01	95.03	
maximum	1.58	0.79	0.79	3.16	1.98	2.37	3.95	2.77	0.79	1.19	0.40	0.40	0.40	0.00	0.40	100.00	
std. dev.	0.44	0.18	0.21	1.05	0.60	0.79	1.22	0.84	0.25	0.31	0.13	0.19	0.10	0.00	0.06	5.27	

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 Stations	NONE	TOTAL
MIDNIGHT	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
0:30	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
1:00	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
1:30	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
2:00	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
2:30	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
3:00	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
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.84	100.00
6:00	0.00	0.00	0.00	0.39	0.39	0.00	0.77	0.39	0.39	0.77	0.00	0.00	0.00	0.77	0.00	96.14	100.00
6:30	0.39	0.00	0.00	0.77	0.77	0.00	0.77	0.77	0.39	0.77	0.00	0.00	0.00	0.77	0.00	94.59	100.00
7:00	0.39	0.00	0.00	1.16	1.16	0.00	1.16	0.39	0.39	0.77	0.00	0.00	0.00	1.16	0.00	93.44	100.00
7:30	0.39	0.00	0.00	1.54	1.16	0.39	1.16	0.00	0.39	0.77	0.00	0.00	0.00	1.16	0.00	93.05	100.00
8:00	0.77	0.00	0.39	1.93	1.54	0.39	1.16	1.16	0.39	1.54	0.00	0.39	0.39	1.16	0.39	88.42	100.00
8:30	0.77	0.00	0.00	1.93	1.54	0.00	1.16	1.16	0.39	1.54	0.00	0.39	0.39	1.16	0.39	89.19	100.00
9:00	0.77	0.00	0.00	3.86	1.93	0.77	1.93	1.16	0.39	1.54	0.00	0.39	0.77	1.16	0.77	84.56	100.00
9:30	0.77	0.00	0.39	4.63	1.54	0.39	1.93	0.39	0.39	1.54	0.00	0.39	0.77	1.16	0.77	84.94	100.00
10:00	1.16	0.00	0.00	4.63	1.16	1.16	1.54	0.39	0.39	1.93	0.00	0.39	0.39	0.77	0.77	85.33	100.00
10:30	0.77	0.00	0.00	4.25	1.54	0.77	1.54	0.39	0.39	1.93	0.00	0.39	0.39	0.77	0.77	86.10	100.00
11:00	1.16	0.00	0.00	3.09	1.93	0.77	1.54	0.39	0.39	1.54	0.00	0.39	0.39	1.16	0.39	86.87	100.00
11:30	1.16	0.00	0.00	2.70	1.93	0.77	1.54	0.39	0.39	1.54	0.00	0.39	0.39	1.16	0.39	87.26	100.00
NOON	1.54	0.00	0.39	1.54	0.00	0.39	1.54	0.39	0.39	1.16	0.00	0.00	0.39	0.77	0.39	91.12	100.00
0:30	0.77	0.00	0.00	1.54	0.39	0.39	1.54	0.39	0.39	1.16	0.00	0.00	0.39	0.77	0.00	92.28	100.00
1:00	0.77	0.00	0.00	1.54	0.39	0.00	0.77	0.39	0.39	0.77	0.00	0.39	0.39	0.77	0.00	93.44	100.00
1:30	0.77	0.00	0.00	1.54	0.77	0.00	0.77	0.39	0.39	0.77	0.00	0.39	0.39	0.77	0.00	93.05	100.00
2:00	0.77	0.00	0.00	1.16	1.54	0.39	0.39	0.39	0.39	0.77	0.00	0.39	0.00	0.77	0.00	93.05	100.00
2:30	0.77	0.00	0.00	1.16	1.16	0.39	0.39	0.39	0.39	0.77	0.00	0.39	0.00	0.77	0.00	93.44	100.00
3:00	0.39	0.00	0.00	0.77	0.77	0.77	0.39	0.77	0.39	0.77	0.00	0.39	0.00	0.77	0.00	93.82	100.00
3:30	0.39	0.00	0.00	1.16	0.77	0.77	0.39	0.77	0.39	0.77	0.00	0.39	0.00	0.77	0.00	93.44	100.00
4:00	0.00	0.00	0.39	1.16	0.77	0.00	0.00	0.77	0.39	0.77	0.00	0.39	0.00	0.77	0.00	94.59	100.00
4:30	0.00	0.00	0.39	1.16	0.77	0.00	0.00	0.77	0.39	0.77	0.00	0.39	0.00	0.77	0.00	94.59	100.00
5:00	0.00	0.00	0.00	0.77	1.16	0.00	0.39	1.16	0.39	1.93	0.00	0.39	0.00	0.77	0.00	93.05	100.00
5:30	0.00	0.00	0.00	1.16	1.16	0.00	0.00	0.77	0.39	1.54	0.00	0.39	0.00	0.77	0.00	93.82	100.00
6:00	0.39	0.00	0.00	1.16	0.77	0.00	0.00	0.00	0.39	1.54	0.00	0.39	0.00	1.16	0.00	94.21	100.00
6:30	0.00	0.00	0.00	0.77	0.77	0.39	0.00	0.00	0.39	1.54	0.00	0.00	0.00	1.16	0.00	94.98	100.00
7:00	0.00	0.00	0.00	1.16	0.77	0.39	0.00	0.39	0.39	0.77	0.00	0.00	0.00	1.16	0.00	94.98	100.00
7:30	0.00	0.00	0.00	0.39	0.77	0.00	0.00	0.00	0.39	0.77	0.00	0.00	0.00	1.16	0.00	96.53	100.00
8:00	0.00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.77	0.00	97.30	100.00
8:30	0.00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.77	0.00	97.30	100.00
9:00	0.00	0.00	0.00	0.77	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.39	0.00	97.30	100.00
9:30	0.00	0.00	0.00	1.16	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.39	0.00	96.91	100.00
10:00	0.00	0.00	0.00	0.77	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.07	100.00
10:30	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.00
11:00	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
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
average	0.31	0.00	0.04	1.09	0.66	0.19	0.56	0.32	0.27	0.78	0.00	0.15	0.11	0.60	0.10	94.80	
maximum	1.54	0.00	0.39	4.63	1.93	1.16	1.93	1.16	0.39	1.93	0.00	0.39	0.77	1.16	0.77	100.00	
std.dev.	0.43	0.00	0.12	1.24	0.61	0.31	0.60	0.37	0.18	0.59	0.00	0.19	0.21	0.46	0.24	4.56	

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 Stations	None	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.78	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.78	100.00
1:00	0.00	0.00	0.00	0.06	0.00	0.06	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.67	100.00
1:30	0.00	0.00	0.00	0.06	0.00	0.06	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.67	100.00
2:00	0.00	0.00	0.00	0.06	0.00	0.06	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.67	100.00
2:30	0.00	0.00	0.00	0.06	0.00	0.06	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.67	100.00
3:00	0.00	0.00	0.00	0.06	0.00	0.06	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.67	100.00
3:30	0.00	0.00	0.00	0.06	0.00	0.00	0.11	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.78	100.00
4:00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.06	0.06	0.00	0.00	0.00	0.00	0.00	99.67	100.00
4:30	0.00	0.00	0.00	0.17	0.00	0.00	0.11	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	99.67	100.00
5:00	0.00	0.00	0.00	0.17	0.17	0.06	0.11	0.17	0.06	0.06	0.00	0.00	0.00	0.00	0.00	99.23	100.00
5:30	0.06	0.00	0.06	0.44	0.17	0.00	0.22	0.17	0.06	0.06	0.00	0.06	0.00	0.00	0.00	98.73	100.00
6:00	0.17	0.00	0.22	0.88	0.50	0.17	0.44	0.17	0.17	0.17	0.00	0.00	0.06	0.11	0.00	96.97	100.00
6:30	0.17	0.00	0.22	0.88	0.44	0.33	0.66	0.28	0.17	0.11	0.00	0.06	0.17	0.17	0.06	96.31	100.00
7:00	0.61	0.11	0.50	2.32	0.77	0.99	1.27	0.61	0.33	0.72	0.17	0.17	0.22	0.28	0.00	90.96	100.00
7:30	0.77	0.06	0.61	2.37	0.61	1.05	1.38	0.61	0.50	0.77	0.17	0.11	0.22	0.28	0.00	90.52	100.00
8:00	1.10	0.50	0.72	3.31	1.05	1.65	2.09	1.16	0.55	1.05	0.17	0.72	0.44	0.44	0.11	84.95	100.00
8:30	0.94	0.44	0.61	3.25	1.05	1.82	2.54	1.10	0.61	1.10	0.11	0.61	0.50	0.33	0.11	84.90	100.00
9:00	1.65	0.50	0.83	3.91	1.21	1.76	3.09	1.60	0.72	1.21	0.22	0.66	0.61	0.28	0.17	81.59	100.00
9:30	1.65	0.50	0.83	3.91	1.16	1.71	2.98	1.60	0.72	1.16	0.22	0.66	0.55	0.28	0.17	81.92	100.00
10:00	1.87	0.44	0.83	4.08	1.21	1.87	2.87	1.82	0.61	1.38	0.17	0.61	0.44	0.33	0.22	81.26	100.00
10:30	1.71	0.44	0.88	4.13	1.32	1.54	2.76	1.76	0.66	1.38	0.17	0.61	0.50	0.39	0.17	81.59	100.00
11:00	1.65	0.39	0.66	3.80	1.43	1.43	2.43	1.49	0.55	1.38	0.17	0.61	0.55	0.39	0.11	82.97	100.00
11:30	1.49	0.44	0.61	4.02	1.32	1.38	2.43	1.32	0.50	1.21	0.17	0.61	0.44	0.39	0.11	83.57	100.00
NOON	0.99	0.22	0.33	3.53	0.94	0.72	1.71	0.61	0.39	1.27	0.17	0.33	0.28	0.28	0.06	88.20	100.00
0:30	0.66	0.22	0.28	3.42	0.88	0.66	1.71	0.61	0.44	0.88	0.11	0.28	0.28	0.22	0.00	89.36	100.00
1:00	0.55	0.22	0.39	2.87	0.77	0.99	1.38	0.44	0.44	0.72	0.06	0.39	0.28	0.17	0.00	90.35	100.00
1:30	0.61	0.22	0.33	2.59	0.72	1.05	1.27	0.50	0.44	0.72	0.06	0.39	0.28	0.22	0.00	90.63	100.00
2:00	0.39	0.22	0.44	2.26	0.72	0.88	1.10	0.50	0.44	0.72	0.00	0.33	0.22	0.17	0.00	91.62	100.00
2:30	0.39	0.22	0.44	2.32	0.66	0.88	1.10	0.50	0.39	0.72	0.06	0.39	0.17	0.17	0.00	91.62	100.00
3:00	0.33	0.22	0.50	2.32	0.55	1.05	1.05	0.72	0.39	1.16	0.00	0.39	0.17	0.11	0.00	91.07	100.00
3:30	0.33	0.22	0.44	2.43	0.55	0.88	1.05	0.55	0.55	0.88	0.00	0.39	0.22	0.11	0.00	91.40	100.00
4:00	0.28	0.06	0.55	2.21	0.77	0.99	0.94	0.61	0.44	0.66	0.11	0.33	0.22	0.22	0.00	91.62	100.00
4:30	0.28	0.06	0.44	2.26	0.77	0.88	0.83	0.55	0.28	0.66	0.11	0.28	0.17	0.17	0.00	92.28	100.00
5:00	0.44	0.00	0.39	2.09	0.77	0.55	0.61	0.66	0.39	0.77	0.17	0.28	0.17	0.28	0.06	92.39	100.00
5:30	0.44	0.00	0.33	2.37	0.72	0.44	0.61	0.61	0.39	0.72	0.11	0.28	0.22	0.28	0.00	92.50	100.00
6:00	0.55	0.00	0.39	1.98	0.39	0.77	0.61	0.33	0.22	1.10	0.11	0.22	0.17	0.28	0.06	92.83	100.00
6:30	0.61	0.00	0.33	1.82	0.39	0.72	0.55	0.28	0.22	0.94	0.11	0.17	0.17	0.28	0.06	93.38	100.00
7:00	0.28	0.00	0.22	1.10	0.28	0.55	0.33	0.28	0.22	0.61	0.00	0.06	0.06	0.28	0.06	95.70	100.00
7:30	0.33	0.00	0.28	0.77	0.28	0.44	0.33	0.17	0.17	0.55	0.00	0.11	0.06	0.28	0.06	96.20	100.00
8:00	0.06	0.00	0.06	0.50	0.22	0.28	0.33	0.06	0.11	0.33	0.00	0.00	0.00	0.28	0.06	97.74	100.00
8:30	0.00	0.00	0.06	0.50	0.28	0.06	0.28	0.11	0.11	0.33	0.00	0.00	0.06	0.17	0.06	98.02	100.00
9:00	0.00	0.00	0.06	0.44	0.17	0.11	0.17	0.11	0.11	0.22	0.00	0.06	0.11	0.11	0.06	98.24	100.00
9:30	0.00	0.00	0.11	0.44	0.22	0.06	0.17	0.06	0.11	0.22	0.00	0.00	0.06	0.11	0.06	98.40	100.00
10:00	0.00	0.00	0.11	0.28	0.11	0.17	0.11	0.28	0.11	0.28	0.06	0.00	0.00	0.00	0.00	98.51	100.00
10:30	0.06	0.00	0.00	0.17	0.11	0.17	0.11	0.17	0.11	0.22	0.06	0.00	0.00	0.00	0.00	98.84	100.00
11:00	0.06	0.00	0.00	0.11	0.06	0.17	0.06	0.11	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.34	100.00
11:30	0.06	0.00	0.00	0.11	0.00	0.11	0.11	0.17	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.34	100.00
average	0.45	0.12	0.29	1.60	0.49	0.62	0.89	0.47	0.27	0.57	0.06	0.21	0.17	0.16	0.04	93.58	
maximum	1.87	0.50	0.88	4.13	1.43	1.87	3.09	1.82	0.72	1.38	0.22	0.72	0.61	0.44	0.22	99.78	
std.dev.	0.55	0.17	0.28	1.44	0.44	0.59	0.93	0.52	0.23	0.45	0.07	0.24	0.18	0.14	0.06	6.03	

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 stations	NONE	TOTAL
MIDNIGHT	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.00
0:30	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	0.00	0.00	99.25	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	0.00	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	99.62	100.00
7:30	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	0.00	0.00	99.62	100.00
8:00	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.49	100.00
8:30	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.49	100.00
9:00	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100.00
9:30	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100.00
10:00	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	97.36	100.00
10:30	0.38	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	97.36	100.00
11:00	0.38	0.75	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	0.75	97.36	100.00
11:30	0.38	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	0.75	97.74	100.00
NOON	0.38	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	0.00	0.75	98.11	100.00
12:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	98.11	100.00
1:00	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	0.38	0.75	98.11	100.00
1:30	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	0.38	0.75	97.74	100.00
2:00	0.38	0.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.75	96.98	100.00
2:30	0.38	0.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.75	96.60	100.00
3:00	0.38	1.13	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	96.60	100.00
3:30	0.38	1.13	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	96.60	100.00
4:00	1.13	1.51	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	95.47	100.00
4:30	1.13	1.51	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.75	95.47	100.00
5:00	1.13	1.51	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.38	0.00	1.13	94.72	100.00
5:30	1.13	1.51	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.38	0.00	0.75	95.09	100.00
6:00	0.75	1.51	1.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.38	0.38	0.00	0.75	93.96	100.00
6:30	1.13	1.89	1.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.75	0.00	0.75	93.21	100.00
7:00	1.13	4.15	1.89	0.00	0.00	0.00	0.00	0.38	0.00	0.00	1.13	0.00	0.38	0.00	0.00	1.13	89.81	100.00
7:30	0.75	7.55	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	1.13	87.55	100.00
7:45	0.38	6.79	2.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	1.13	87.92	100.00
8:00	5.28	6.79	3.40	0.00	0.00	0.00	0.38	0.00	0.00	1.13	0.75	0.00	0.00	0.00	0.00	1.89	80.38	100.00
8:30	7.55	8.30	4.53	0.00	0.00	0.75	0.00	0.00	0.00	1.89	1.51	0.00	0.00	0.38	0.00	3.77	71.32	100.00
9:00	8.68	8.68	4.15	0.00	0.00	0.38	0.75	0.00	0.00	1.89	2.26	0.00	0.00	0.38	0.00	3.77	69.06	100.00
9:30	7.17	7.55	2.64	0.00	0.00	0.38	0.75	0.00	0.00	2.64	1.89	0.00	0.00	0.00	0.00	3.40	73.58	100.00
10:00	1.89	3.02	1.13	0.00	0.00	0.38	0.75	0.00	0.00	2.64	1.51	0.00	0.00	0.00	0.00	3.02	85.66	100.00
10:30	1.89	1.89	0.75	0.00	0.00	0.38	0.75	0.00	0.00	2.26	0.75	0.00	0.00	0.00	0.00	3.02	88.30	100.00
11:00	0.38	0.75	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.75	0.38	0.00	0.00	0.00	0.00	1.51	95.09	100.00
11:30	0.00	0.75	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	0.75	97.74	100.00
average	0.99	1.49	0.76	0.00	0.00	0.05	0.08	0.01	0.00	0.31	0.44	0.00	0.03	0.05	0.02	0.80	94.97	
maximum	8.68	8.68	4.53	0.00	0.00	0.75	0.75	0.38	0.00	2.64	2.26	0.00	0.38	0.75	0.38	3.77	100.00	
std. dev.	1.95	2.47	1.06	0.00	0.00	0.15	0.22	0.05	0.00	0.71	0.54	0.00	0.10	0.15	0.08	1.00	7.47	

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 stations	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.76	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	98.86	100.00
0:30	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.86	100.00
1:00	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	0.00	0.00	99.24	100.00
1:30	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	0.00	0.00	99.24	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	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	0.00	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	0.00	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	0.00	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	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	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	0.38	0.00	0.38	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	0.00	0.38	0.00	0.38	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	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
7:00	0.38	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	0.00	0.00	98.86	100.00
7:30	0.76	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	0.00	98.10	100.00
8:00	0.76	0.38	0.76	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	97.72	100.00
8:30	0.76	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.34	100.00
9:00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.72	100.00
9:30	1.14	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	97.34	100.00
10:00	0.76	0.00	1.14	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	97.72	100.00
10:30	0.38	0.00	1.14	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	98.10	100.00
11:00	0.00	0.38	0.76	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	98.48	100.00
11:30	0.00	0.38	0.76	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	98.48	100.00
NOON	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	97.72	100.00
12:30	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	97.72	100.00
1:00	0.38	1.14	0.76	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	97.34	100.00
1:30	0.38	1.14	0.76	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	97.34	100.00
2:00	0.38	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	97.34	100.00
2:30	0.38	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	96.96	100.00
3:00	0.38	1.14	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	1.14	96.20	100.00
3:30	0.38	1.14	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.76	96.58	100.00
4:00	0.00	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	1.14	95.44	100.00
4:30	0.00	1.52	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.76	95.82	100.00
5:00	0.00	1.90	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	96.20	100.00
5:30	0.00	2.28	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	95.82	100.00
6:00	1.14	3.42	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.76	0.00	0.76	92.02	100.00
6:30	1.90	3.04	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.76	0.00	0.76	91.63	100.00
7:00	2.28	4.18	1.52	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.38	0.38	1.52	88.21	100.00
7:30	2.66	7.22	1.90	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.76	0.38	0.00	0.38	0.00	1.90	83.65	100.00
7:45	2.28	6.84	2.28	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.76	0.38	0.00	0.38	0.00	1.90	84.03	100.00
8:00	7.98	7.60	2.66	0.00	0.00	0.76	0.76	0.00	0.00	0.76	1.90	0.76	0.00	0.00	0.38	3.04	73.38	100.00
8:30	4.56	11.03	3.42	0.00	0.00	0.76	1.14	0.00	0.38	1.52	2.28	1.14	0.00	0.00	0.38	2.66	70.72	100.00
9:00	3.42	11.79	3.42	0.00	0.00	1.14	1.14	0.38	0.38	1.90	3.42	1.14	0.00	0.00	0.00	3.04	68.82	100.00
9:30	2.66	9.51	3.42	0.00	0.00	1.14	1.14	0.38	0.38	1.90	3.04	0.76	0.00	0.00	0.00	3.04	72.62	100.00
10:00	2.28	3.04	1.90	0.00	0.00	0.38	1.14	0.38	0.38	1.14	1.90	0.00	0.00	0.00	0.00	2.28	85.17	100.00
10:30	1.14	1.90	0.38	0.00	0.00	0.38	1.14	0.38	0.38	0.76	1.14	0.00	0.00	0.00	0.00	1.14	91.25	100.00
11:00	0.76	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	96.96	100.00
11:30	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	97.72	100.00
average	0.84	1.78	0.85	0.00	0.00	0.15	0.15	0.03	0.06	0.28	0.60	0.12	0.00	0.09	0.02	0.58	94.45	
maximum	7.98	11.79	3.42	0.00	0.00	1.14	1.14	0.38	0.38	1.90	3.42	1.14	0.00	0.76	0.38	3.04	99.62	
std. dev.	1.47	2.98	0.89	0.00	0.00	0.31	0.36	0.11	0.14	0.46	0.72	0.28	0.00	0.19	0.09	0.92	8.00	

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 stations	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.00
0:30	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	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	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	0.00	99.61	100.00
2:00	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	0.00	99.61	100.00
2:30	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	0.00	99.61	100.00
3:00	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	0.00	99.61	100.00
3:30	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	0.00	99.61	100.00
4:00	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	0.00	99.61	100.00
4:30	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	0.00	99.61	100.00
5:00	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	0.00	99.61	100.00
5:30	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	0.00	99.61	100.00
6:00	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	0.00	99.61	100.00
6:30	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	0.00	99.61	100.00
7:00	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	0.00	99.61	100.00
7:30	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	0.00	99.61	100.00
8:00	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	0.00	99.61	100.00
8:30	0.00	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	0.39	98.84	100.00
9:00	0.00	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	0.39	98.84	100.00
9:30	0.00	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	0.39	98.84	100.00
10:00	0.00	0.39	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	1.16	97.68	100.00
10:30	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	1.16	98.46	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	1.16	98.46	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	1.16	98.46	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	0.39	0.00	0.77	98.07	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	0.39	0.00	0.77	98.07	100.00
1:00	0.39	0.77	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	98.07	100.00
1:30	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	0.77	98.07	100.00
2:00	0.39	0.77	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	0.77	97.30	100.00
2:30	0.39	0.77	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	0.77	97.68	100.00
3:00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.39	97.68	100.00
3:30	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.77	97.68	100.00
4:00	0.00	0.77	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	0.39	98.07	100.00
4:30	0.00	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	0.39	98.46	100.00
5:00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.39	97.68	100.00
5:30	0.00	1.16	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.39	96.91	100.00
6:00	0.77	1.16	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.39	0.77	95.37	100.00
6:30	2.32	1.16	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.39	0.77	93.05	100.00
7:00	4.25	1.16	1.93	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.39	0.39	0.00	0.00	0.00	1.93	89.19	100.00
7:30	3.47	5.41	1.93	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.39	0.00	0.00	0.00	1.93	85.33	100.00
7:45	2.70	5.02	1.93	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.39	0.00	0.00	0.00	1.93	86.49	100.00
8:00	5.41	5.02	3.86	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.39	0.00	0.00	0.00	2.32	80.69	100.00
8:30	5.79	3.86	7.34	0.00	0.39	0.00	0.39	0.00	0.77	1.16	0.77	0.39	0.00	0.00	0.00	3.47	75.68	100.00
9:00	5.02	3.47	6.56	0.00	0.00	0.39	0.39	0.00	1.16	1.54	1.16	1.16	0.00	0.00	0.00	3.47	75.68	100.00
9:30	4.63	2.32	5.02	0.00	0.00	0.39	0.39	0.00	1.16	1.93	1.93	1.16	0.00	0.00	0.00	3.47	77.61	100.00
10:00	1.16	0.39	1.93	0.00	0.00	0.39	0.39	0.00	0.77	2.32	1.93	0.00	0.00	0.00	0.00	3.09	87.64	100.00
10:30	0.00	0.00	1.16	0.00	0.00	0.39	0.00	0.00	0.77	0.77	2.32	0.00	0.00	0.00	0.00	3.09	91.51	100.00
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.77	0.00	0.00	0.00	0.00	1.54	96.91	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.77	0.00	0.00	0.00	0.00	1.54	96.91	100.00
average	0.79	0.75	0.77	0.02	0.01	0.05	0.20	0.00	0.16	0.27	0.29	0.13	0.00	0.02	0.02	0.86	95.67	
maximum	5.79	5.41	7.34	0.39	0.39	0.39	0.39	0.00	1.16	2.32	2.32	1.16	0.00	0.39	0.39	3.47	99.61	
std. dev.	1.61	1.40	1.63	0.08	0.06	0.13	0.19	0.00	0.33	0.52	0.54	0.27	0.00	0.08	0.08	1.04	6.53	

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 stations	NONE	TOTAL
MIDNIGHT	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	0.00	0.38	99.23	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	0.00	0.00	0.00	0.00	0.38	99.23	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	0.38	99.62	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	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	0.38	99.62	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.38	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	0.00	99.23	100.00
7:30	0.77	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.08	100.00
8:00	0.77	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.70	100.00
8:30	0.77	1.15	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	97.70	100.00
9:00	0.38	0.77	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
9:30	0.38	0.77	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
10:00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100.00
10:30	0.00	0.77	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	0.38	98.47	100.00
11:00	0.38	0.77	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	0.77	97.70	100.00
11:30	0.38	0.77	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	0.77	97.70	100.00
NOON	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	98.08	100.00
12:30	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	98.08	100.00
1:00	0.38	1.53	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	96.93	100.00
1:30	0.38	1.53	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	0.38	96.93	100.00
2:00	0.00	1.92	0.77	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	96.93	100.00
2:30	0.00	1.92	0.77	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	96.55	100.00
3:00	0.00	1.92	1.15	0.00	0.00	0.00	0.00	0.00	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	95.79	100.00
3:30	0.00	1.92	1.15	0.00	0.00	0.00	0.00	0.00	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	95.79	100.00
4:00	0.38	1.53	0.38	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	96.55	100.00
4:30	0.38	1.53	0.38	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	96.55	100.00
5:00	0.38	1.92	0.38	0.00	0.00	0.00	0.00	0.38	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.77	94.64	100.00
5:30	0.38	2.30	0.77	0.00	0.00	0.00	0.00	0.38	1.15	0.00	0.38	0.00	0.38	0.00	0.00	0.77	93.49	100.00
6:00	0.77	2.68	1.15	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	0.00	0.77	92.72	100.00
6:30	1.53	3.07	1.53	0.00	0.00	0.77	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	0.00	0.38	90.80	100.00
7:00	2.30	4.60	1.92	0.00	0.00	0.77	0.00	0.00	1.15	0.38	0.77	0.38	0.00	0.00	0.00	1.53	86.21	100.00
7:30	1.53	6.90	2.30	0.00	0.00	0.77	0.00	0.00	1.53	0.38	0.77	0.38	0.00	0.00	0.00	1.53	83.91	100.00
7:45	1.53	6.51	3.83	0.00	0.00	0.77	0.00	0.00	1.92	0.38	0.77	0.38	0.00	0.00	0.00	1.53	82.38	100.00
8:00	4.21	7.66	5.36	0.00	0.00	0.00	0.00	0.00	1.92	0.38	1.15	0.00	0.00	0.00	0.00	1.15	78.16	100.00
8:30	4.98	8.43	4.98	0.00	0.00	0.38	0.00	0.00	1.92	1.15	1.15	0.38	0.00	0.00	0.00	2.68	73.95	100.00
9:00	3.45	6.90	4.60	0.00	0.00	0.77	0.38	0.38	1.53	1.53	2.30	0.77	0.00	0.38	0.00	3.07	73.95	100.00
9:30	3.83	4.98	4.21	0.00	0.00	0.38	0.38	0.38	1.53	1.53	2.30	0.77	0.38	0.38	0.00	3.07	75.86	100.00
10:00	1.92	2.30	3.45	0.00	0.00	0.38	0.38	0.38	1.15	1.53	2.30	0.00	0.38	0.38	0.00	1.53	83.91	100.00
10:30	1.53	1.15	3.07	0.00	0.00	0.38	0.00	0.38	0.38	1.53	1.92	0.00	0.00	0.00	0.00	1.53	88.12	100.00
11:00	0.77	0.38	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.55	100.00
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.00
average	0.73	1.68	0.98	0.00	0.00	0.12	0.02	0.05	0.47	0.20	0.32	0.08	0.05	0.02	0.00	0.56	94.73	
maximum	4.98	8.43	5.36	0.00	0.00	0.77	0.38	0.38	1.92	1.53	2.30	0.77	0.38	0.38	0.00	3.07	100.00	
std. dev.	1.18	2.23	1.47	0.00	0.00	0.25	0.09	0.13	0.62	0.45	0.65	0.19	0.13	0.09	0.00	0.79	7.33	

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 stations	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	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
7:30	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
8:00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.82	100.00
8:30	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.03	100.00
9:00	0.79	0.79	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	97.64	100.00
9:30	0.79	0.79	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	97.64	100.00
10:00	0.39	0.79	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	98.03	100.00
10:30	0.39	0.79	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	98.03	100.00
11:00	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	0.00	98.82	100.00
11:30	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	0.00	99.21	100.00
NOON	0.00	0.39	0.39	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	98.43	100.00
12:30	0.00	0.39	0.39	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	98.43	100.00
1:00	0.00	1.18	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	97.64	100.00
1:30	0.00	1.57	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	97.24	100.00
2:00	0.00	1.57	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.79	96.06	100.00
2:30	0.00	1.57	0.79	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.79	95.67	100.00
3:00	0.00	1.57	0.79	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.79	0.00	0.00	0.00	0.00	1.18	94.88	100.00
3:30	0.39	1.57	0.79	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.79	0.00	0.00	0.00	0.00	0.79	94.88	100.00
4:00	0.00	1.18	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.18	96.85	100.00
4:30	0.00	0.79	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.18	97.24	100.00
5:00	0.00	0.79	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	0.79	98.03	100.00
5:30	0.00	0.79	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	1.18	97.64	100.00
6:00	0.79	1.97	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	1.18	95.67	100.00
6:30	0.79	1.97	0.79	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	95.28	100.00
7:00	1.57	1.97	0.79	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	94.49	100.00
7:30	1.57	4.33	1.18	0.00	0.00	0.79	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	91.34	100.00
7:45	1.57	4.33	1.97	0.00	0.00	0.79	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90.94	100.00
8:00	7.48	5.51	1.97	0.00	0.00	0.39	0.00	0.00	0.39	0.00	1.18	0.39	0.00	0.00	0.00	0.00	82.68	100.00
8:30	14.57	5.12	1.57	0.00	0.00	0.39	0.00	0.00	0.39	0.39	1.18	0.39	0.00	0.00	0.00	0.00	75.98	100.00
9:00	16.54	4.72	1.18	0.00	0.00	0.39	0.79	0.00	1.97	1.57	1.57	0.39	0.00	0.00	0.00	0.39	70.47	100.00
9:30	17.32	5.51	1.57	0.00	0.00	0.79	0.79	0.00	1.57	1.57	2.76	0.39	0.00	0.00	0.00	0.39	67.32	100.00
10:00	11.81	3.94	1.97	0.00	0.00	0.79	0.79	0.00	1.57	1.57	1.18	0.00	0.00	0.00	0.00	0.00	76.38	100.00
10:30	9.06	2.36	0.79	0.00	0.00	0.79	0.79	0.00	1.57	1.18	1.18	0.00	0.00	0.00	0.00	0.00	82.28	100.00
11:00	2.76	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.18	0.39	1.18	0.00	0.00	0.39	0.00	0.00	93.70	100.00
11:30	0.79	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	98.43	100.00
average	1.85	1.27	0.46	0.00	0.00	0.15	0.06	0.00	0.25	0.18	0.26	0.03	0.00	0.02	0.00	0.31	95.16	
maximum	17.32	5.51	1.97	0.00	0.00	0.79	0.79	0.00	1.97	1.57	2.76	0.39	0.00	0.39	0.00	1.18	100.00	
std. dev.	4.37	1.60	0.56	0.00	0.00	0.28	0.22	0.00	0.49	0.42	0.57	0.11	0.00	0.08	0.00	0.39	7.86	

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 stations	NONE	TOTAL
MIDNIGHT	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
0:30	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100.00
1:00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.60	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	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.60	100.00
7:30	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	99.21	100.00
8:00	0.79	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	98.42	100.00
8:30	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	98.81	100.00
9:00	0.79	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	97.23	100.00
9:30	0.79	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	97.23	100.00
10:00	0.79	0.40	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	96.84	100.00
10:30	0.79	0.40	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58	96.44	100.00
11:00	0.40	0.40	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	1.19	96.84	100.00
11:30	0.40	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.79	97.63	100.00
NOON	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	98.81	100.00
12:30	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	98.81	100.00
1:00	0.40	0.00	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	97.63	100.00
1:30	0.40	0.00	1.58	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	97.23	100.00
2:00	0.40	0.79	1.19	0.00	0.00	0.40	0.00	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	1.19	94.47	100.00
2:30	0.00	0.40	1.19	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.79	0.00	0.00	0.00	0.00	1.19	95.26	100.00
3:00	0.40	0.40	1.19	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	1.19	95.26	100.00
3:30	0.40	0.40	1.19	0.40	0.00	0.00	0.00	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	1.19	94.86	100.00
4:00	0.40	0.40	1.19	0.40	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	1.19	95.65	100.00
4:30	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	1.19	96.44	100.00
5:00	1.19	0.00	1.19	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.40	0.00	0.00	1.58	95.26	100.00
5:30	1.58	0.40	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.40	0.00	0.00	1.58	94.86	100.00
6:00	1.98	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	1.58	94.07	100.00
6:30	1.98	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.00	1.98	93.68	100.00
7:00	2.77	1.98	0.79	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	1.58	92.09	100.00
7:30	2.37	4.35	0.79	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	1.98	89.72	100.00
7:45	2.37	4.35	0.79	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	1.19	90.51	100.00
8:00	6.32	4.74	1.19	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.40	0.00	0.00	0.00	0.40	1.98	84.19	100.00
8:30	7.91	4.74	1.98	0.40	0.00	0.40	0.00	0.00	0.40	0.79	0.79	0.00	0.00	0.00	0.40	1.98	80.24	100.00
9:00	8.30	4.35	1.98	0.40	0.00	1.19	0.00	0.00	0.40	0.40	1.19	0.40	0.00	0.00	0.40	1.98	79.05	100.00
9:30	8.70	3.16	1.98	0.00	0.00	1.19	0.00	0.00	0.40	1.19	1.58	0.40	0.00	0.00	0.40	1.58	79.45	100.00
10:00	6.72	2.37	2.37	0.00	0.00	1.19	0.00	0.00	0.40	1.19	0.79	0.40	0.00	0.00	0.40	0.79	83.40	100.00
10:30	5.53	1.98	1.58	0.00	0.00	0.79	0.00	0.00	0.40	1.19	0.40	0.00	0.00	0.00	0.40	0.79	86.96	100.00
11:00	3.56	0.40	1.19	0.00	0.00	0.00	0.00	0.00	0.40	0.79	0.00	0.00	0.00	0.00	0.00	0.40	93.28	100.00
11:30	2.77	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	96.44	100.00
average	1.50	0.84	0.67	0.04	0.00	0.15	0.00	0.00	0.06	0.27	0.17	0.04	0.02	0.03	0.05	0.77	95.39	
maximum	8.70	4.74	2.37	0.40	0.00	1.19	0.00	0.00	0.40	1.19	1.58	0.40	0.40	0.40	0.40	1.98	100.00	
std.dev.	2.37	1.43	0.68	0.12	0.00	0.32	0.00	0.00	0.15	0.43	0.34	0.12	0.08	0.11	0.13	0.70	5.69	

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 stations	NONE	TOTAL
MNGHT	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	0.00	99.61	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	0.39	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	0.00	99.61	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	0.00	99.61	100.00
8:00	0.39	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.00
8:30	0.39	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.00
9:00	0.00	1.54	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	97.68	100.00
9:30	0.00	1.54	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	97.68	100.00
10:00	0.00	1.54	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	97.68	100.00
10:30	0.00	1.54	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	97.68	100.00
11:00	0.39	1.54	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	0.39	97.68	100.00
11:30	0.39	1.54	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	0.39	97.30	100.00
NOON	0.39	1.93	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	96.14	100.00
12:30	0.39	1.93	0.77	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	96.53	100.00
1:00	0.39	2.32	0.39	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	96.53	100.00
1:30	0.39	2.70	0.39	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	96.14	100.00
2:00	0.00	3.47	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	94.98	100.00
2:30	0.00	3.86	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	94.21	100.00
3:00	0.00	3.47	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.39	94.21	100.00
3:30	0.00	3.47	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.39	94.21	100.00
4:00	1.16	3.09	0.39	0.00	0.00	0.39	0.00	0.00	0.00	1.54	0.00	0.39	0.00	0.00	0.00	1.93	91.12	100.00
4:30	1.16	2.70	0.39	0.00	0.00	0.39	0.00	0.00	0.00	1.16	0.00	0.39	0.00	0.00	0.00	1.16	92.66	100.00
5:00	1.54	3.09	1.16	0.00	0.00	0.77	0.00	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	1.16	91.12	100.00
5:30	1.54	3.09	1.16	0.39	0.00	0.77	0.00	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	1.16	90.73	100.00
6:00	1.16	3.86	1.16	0.00	0.00	0.77	0.39	0.00	0.00	0.77	0.00	0.77	0.00	0.00	0.00	1.16	89.96	100.00
6:30	1.16	4.25	1.16	0.00	0.00	0.77	0.39	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.39	90.73	100.00
7:00	0.77	5.02	1.54	0.00	0.00	1.16	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.39	89.96	100.00
7:30	0.77	6.56	1.54	0.00	0.00	1.54	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.39	88.03	100.00
7:45	0.77	6.18	2.32	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	88.80	100.00
8:00	4.63	6.95	3.47	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.39	2.70	79.92	100.00
8:30	9.27	6.56	3.86	0.00	0.00	1.93	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.39	0.39	1.54	74.90	100.00
9:00	8.49	6.18	3.09	0.00	0.00	1.54	0.00	0.00	0.39	1.54	1.54	0.00	0.00	0.39	0.39	1.16	75.29	100.00
9:30	5.79	6.18	3.09	0.00	0.00	1.54	0.00	0.00	0.39	2.32	1.16	0.00	0.00	0.39	0.39	0.77	77.99	100.00
10:00	1.16	4.25	1.54	0.00	0.00	1.54	0.00	0.00	0.39	2.32	1.16	0.00	0.00	0.39	0.39	0.39	86.49	100.00
10:30	1.16	2.70	0.77	0.00	0.00	1.54	0.00	0.00	0.39	2.32	0.77	0.00	0.00	0.39	0.39	0.77	88.80	100.00
11:00	0.77	1.16	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.39	0.00	0.39	95.37	100.00
11:30	0.39	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.39	0.00	0.39	96.91	100.00
average	0.92	2.19	0.67	0.01	0.00	0.37	0.02	0.00	0.03	0.46	0.12	0.13	0.00	0.09	0.05	0.39	94.56	
maximum	9.27	6.95	3.86	0.39	0.00	1.93	0.39	0.00	0.39	2.32	1.54	0.77	0.00	0.39	0.39	2.70	100.00	
std.dev.	1.98	2.15	0.98	0.06	0.00	0.57	0.08	0.00	0.11	0.65	0.34	0.20	0.00	0.16	0.13	0.58	6.60	

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 stations	NONE	TOTAL
MIDNIGHT	0.17	0.00	0.17	0.00	0.00	0.06	0.06	0.00	0.06	0.11	0.06	0.00	0.00	0.00	0.00	0.06	99.28	100.00
0:30	0.11	0.00	0.17	0.00	0.00	0.06	0.06	0.00	0.06	0.06	0.06	0.00	0.00	0.00	0.00	0.06	99.39	100.00
1:00	0.06	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.78	100.00
1:30	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	99.78	100.00
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	99.83	100.00
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	99.83	100.00
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	99.83	100.00
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.89	100.00
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.89	100.00
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.89	100.00
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.83	100.00
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.83	100.00
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.89	100.00
6:30	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.83	100.00
7:00	0.17	0.22	0.11	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	99.39	100.00
7:30	0.28	0.28	0.22	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	99.06	100.00
8:00	0.44	0.50	0.33	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.11	98.51	100.00
8:30	0.50	0.55	0.28	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.17	98.29	100.00
9:00	0.44	0.55	0.44	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.39	97.96	100.00
9:30	0.50	0.55	0.44	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.39	97.91	100.00
10:00	0.33	0.61	0.50	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.61	97.74	100.00
10:30	0.28	0.61	0.50	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.11	0.00	0.00	0.00	0.00	0.66	97.79	100.00
11:00	0.33	0.61	0.33	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.11	0.06	0.00	0.00	0.00	0.61	97.91	100.00
11:30	0.28	0.50	0.33	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.11	0.11	0.00	0.00	0.00	0.55	98.07	100.00
NOON	0.22	0.55	0.50	0.00	0.00	0.06	0.00	0.00	0.00	0.11	0.11	0.06	0.00	0.06	0.00	0.44	97.91	100.00
12:30	0.22	0.55	0.50	0.00	0.00	0.06	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.06	0.00	0.44	97.96	100.00
1:00	0.33	0.99	0.66	0.00	0.00	0.00	0.00	0.00	0.06	0.11	0.00	0.00	0.00	0.00	0.06	0.33	97.46	100.00
1:30	0.33	1.10	0.61	0.00	0.00	0.06	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.06	0.39	97.24	100.00
2:00	0.22	1.43	0.61	0.00	0.00	0.06	0.06	0.00	0.11	0.44	0.22	0.06	0.00	0.00	0.00	0.50	96.31	100.00
2:30	0.17	1.43	0.66	0.00	0.00	0.06	0.00	0.00	0.11	0.50	0.33	0.06	0.00	0.00	0.00	0.55	96.14	100.00
3:00	0.17	1.49	0.72	0.00	0.00	0.06	0.00	0.00	0.17	0.44	0.33	0.11	0.00	0.00	0.00	0.72	95.81	100.00
3:30	0.22	1.49	0.66	0.06	0.00	0.06	0.00	0.00	0.17	0.44	0.33	0.11	0.00	0.00	0.00	0.66	95.81	100.00
4:00	0.44	1.43	0.55	0.11	0.00	0.06	0.00	0.00	0.11	0.39	0.11	0.11	0.06	0.11	0.00	0.94	95.59	100.00
4:30	0.39	1.21	0.55	0.11	0.00	0.06	0.00	0.00	0.11	0.33	0.11	0.11	0.06	0.11	0.00	0.77	96.09	100.00
5:00	0.61	1.38	0.66	0.00	0.00	0.11	0.00	0.06	0.17	0.33	0.17	0.06	0.11	0.11	0.00	0.88	95.37	100.00
5:30	0.66	1.65	0.66	0.06	0.00	0.11	0.00	0.06	0.17	0.33	0.22	0.06	0.11	0.11	0.00	0.88	94.93	100.00
6:00	1.05	2.32	0.77	0.00	0.00	0.11	0.06	0.00	0.22	0.22	0.28	0.28	0.06	0.22	0.06	0.99	93.38	100.00
6:30	1.54	2.43	1.10	0.00	0.00	0.28	0.06	0.00	0.17	0.22	0.22	0.22	0.00	0.28	0.06	0.83	92.61	100.00
7:00	2.15	3.31	1.49	0.00	0.00	0.50	0.00	0.06	0.17	0.28	0.50	0.17	0.06	0.11	0.06	1.21	89.97	100.00
7:30	1.87	6.06	1.65	0.00	0.00	0.61	0.00	0.00	0.39	0.28	0.39	0.22	0.06	0.11	0.00	1.32	87.05	100.00
7:45	1.65	5.73	2.26	0.00	0.00	0.50	0.00	0.00	0.44	0.22	0.39	0.22	0.06	0.11	0.00	1.16	87.27	100.00
8:00	5.90	6.34	3.14	0.00	0.00	0.39	0.17	0.00	0.44	0.50	0.88	0.28	0.00	0.06	0.17	1.87	79.88	100.00
8:30	7.77	6.89	3.97	0.06	0.06	0.66	0.22	0.00	0.55	1.05	1.16	0.39	0.00	0.11	0.17	2.32	74.64	100.00
9:00	7.66	6.62	3.58	0.06	0.00	0.83	0.50	0.11	0.83	1.49	1.93	0.55	0.00	0.17	0.11	2.43	73.15	100.00
9:30	7.11	5.62	3.14	0.00	0.00	0.83	0.50	0.11	0.77	1.87	2.09	0.50	0.06	0.11	0.11	2.26	74.92	100.00
10:00	3.80	2.76	2.04	0.00	0.00	0.72	0.50	0.11	0.66	1.82	1.54	0.06	0.06	0.11	0.11	1.60	84.12	100.00
10:30	2.87	1.71	1.21	0.00	0.00	0.66	0.39	0.11	0.55	1.43	1.21	0.00	0.00	0.06	0.11	1.49	88.20	100.00
11:00	1.27	0.44	0.44	0.00	0.00	0.28	0.11	0.00	0.28	0.44	0.55	0.00	0.00	0.11	0.00	0.66	95.42	100.00
11:30	0.55	0.22	0.17	0.00	0.00	0.06	0.06	0.00	0.11	0.22	0.33	0.00	0.00	0.11	0.00	0.50	97.68	100.00
average	1.08	1.43	0.74	0.01	0.00	0.15	0.08	0.01	0.15	0.28	0.32	0.08	0.01	0.05	0.02	0.61	94.99	
maximum	7.77	6.89	3.97	0.11	0.06	0.83	0.50	0.11	0.83	1.87	2.09	0.55	0.11	0.28	0.17	2.43	99.89	
std.dev.	1.98	1.98	0.97	0.03	0.01	0.25	0.13	0.03	0.21	0.47	0.48	0.13	0.03	0.07	0.04	0.65	6.95	