



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL – JUNE 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**

AUGUST 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>**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period April – June 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 April to 30th June 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 1790 individuals [57.10% 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 [APR-JUN 2008] %	CONTACTED [JAN-MAR 2008] %	CONTACTED [OCT-DEC 2007] %
Accepted	1790	57.10	55.90	57.04
Refused	132	4.21	4.16	3.75
Non-Contact	584	18.63	19.11	19.72
Unreachable	629	20.06	20.82	19.50
Not used	505	100.0%	100.0%	100.0%
TOTAL	3640			
BY WEEKDAY	FREQUENCY	%	%	%
Mon	257	14.36	14.45	15.30
Tue	255	14.25	14.51	14.25
Wed	256	14.30	14.29	14.14
Thu	259	14.47	14.45	14.19
Fri	257	14.36	14.12	14.19
Sat	251	14.02	13.90	13.75
Sun	255	14.25	14.29	14.19
TOTAL	1790	100.0%	100.0%	100.0%
BY MONTH	FREQUENCY	%	%	%
Apr / Jan / Oct	585	32.68	34.13	33.79
May / Feb / Nov	611	34.13	31.68	32.91
Jun / Mar / Dec	594	33.18	34.19	33.30
TOTAL	1790	100.0%	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 57.1%; a population size of 359000, and a 95% confidence level; the sample of 1790 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 by the National Statistics Office are as follows:

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

Age	Sample	Population ^a	Difference [Apr-Jun 2008]	Difference [Jan-Mar 2008]	Difference [Oct-Dec 2007]
12 - 14	4.2%	4.40%	-0.2%	-0.10%	0.5
15 - 24	17.0%	16.10%	0.9%	-2.30%	-1.3
25 - 29	7.4%	8.50%	-1.1%	-2.30%	-1.9
30 - 49	29.2%	30.90%	-1.7%	-3.40%	-4.7
50 - 64	25.7%	24.30%	1.4%	5.00%	4.8
65 - 79	13.1%	12.20%	0.9%	3.10%	2.6
80 +	3.4%	3.60%	-0.2%	0.00%	-0.1
Gender	Sample	Population ^a	Difference	Difference	[Oct-Dec 2007]
Males	54.7%	49.50%	5.2%	-7.40%	-4.6
Females	45.3%	50.50%	-5.2%	7.40%	4.6
Region	Sample	Population ^b	Difference	Difference	[Oct-Dec 2007]
Southern Harbour	19.9%	19.9%	0.0%	-0.90%	2.7
Northern Harbour	28.0%	29.5%	-1.5%	-0.60%	-1.7
South Eastern	15.3%	14.7%	0.6%	-1.50%	-1.1
Western	16.4%	14.1%	2.3%	2.00%	0.9
Northern	13.5%	14.2%	-0.7%	-0.50%	-1.2
Gozo and Comino	6.9%	7.7%	-0.8%	1.40%	0.3

^a Percentages based on the Total population by Age and Gender [excluding those under 12 years of age] as at 31st December 2007 and as listed in Table 1 of the N.S.O. News Release 125/008 – see also Appendix B.

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

2. SAMPLE PROFILE

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

The minimum age of respondents was 12 years old, while the oldest person interviewed during this period was 96 years old.

Table and Figure 2.1 give the profile of the sample by age group and by gender and district. 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	75	41	34	13	19	12	10	13	8
	4.2%	5.1%	3.5%	3.6%	3.8%	4.4%	3.4%	5.4%	6.5%
	100.0%	54.7%	45.3%	17.3%	25.3%	16.0%	13.3%	17.3%	10.7%
15-24	305	155	150	53	78	60	54	43	17
	17.0%	19.1%	15.3%	14.8%	15.6%	22.0%	18.4%	17.8%	13.7%
	100.0%	50.8%	49.2%	17.4%	25.6%	19.7%	17.7%	14.1%	5.6%
25-29	133	53	80	25	44	17	17	20	10
	7.4%	6.5%	8.2%	7.0%	8.8%	6.2%	5.8%	8.3%	8.1%
	100.0%	39.8%	60.2%	18.8%	33.1%	12.8%	12.8%	15.0%	7.5%
30-49	522	249	273	96	141	76	94	84	31
	29.2%	30.7%	27.9%	26.9%	28.1%	27.8%	32.0%	34.9%	25.0%
	100.0%	47.7%	52.3%	18.4%	27.0%	14.6%	18.0%	16.1%	5.9%
50-64	460	191	269	109	128	67	74	47	35
	25.7%	23.6%	27.4%	30.5%	25.5%	24.5%	25.2%	19.5%	28.2%
	100.0%	41.5%	58.5%	23.7%	27.8%	14.6%	16.1%	10.2%	7.6%
65-79	235	97	138	53	71	30	34	27	20
	13.1%	12.0%	14.1%	14.8%	14.2%	11.0%	11.6%	11.2%	16.1%
	100.0%	41.3%	58.7%	22.6%	30.2%	12.8%	14.5%	11.5%	8.5%
80+	60	24	36	8	20	11	11	7	3
	3.4%	3.0%	3.7%	2.2%	4.0%	4.0%	3.7%	2.9%	2.4%
	100.0%	40.0%	60.0%	13.3%	33.3%	18.3%	18.3%	11.7%	5.0%
Total	1790	810	980	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[Count / Col% / Row %]

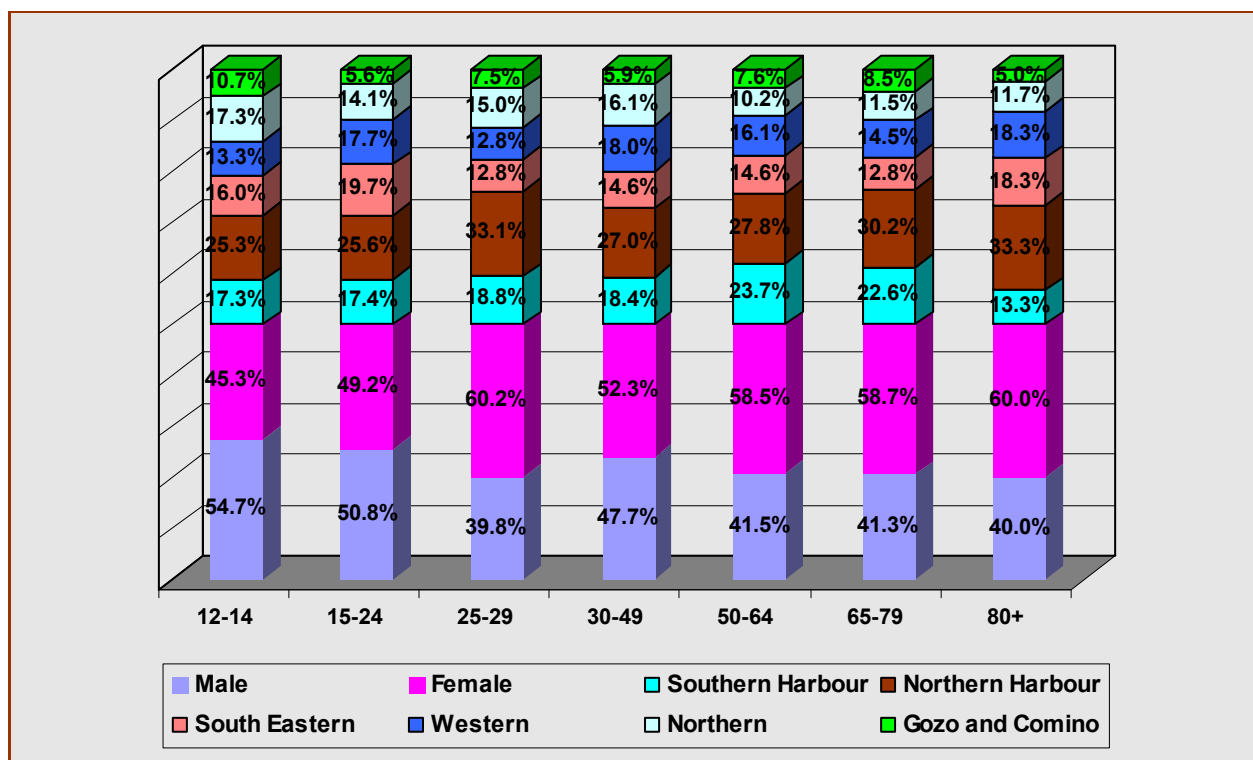


FIGURE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT

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 46.5% of those interviewed stated that they do not listen to radio; 7.2% stated that they had listened to radio but to no particular radio station; while 1.1% 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 [April-June 2007], regular radio listening has decreased by 2.3% from 47.5% to 45.2% [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 APR-JUN 2008

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	Radio Listeners
Apr-Jun 2008	46.5%	7.2%	1.1%	45.2%
Jan-Mar 2008	44.1%	9.10%	1.4%	45.4%
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%

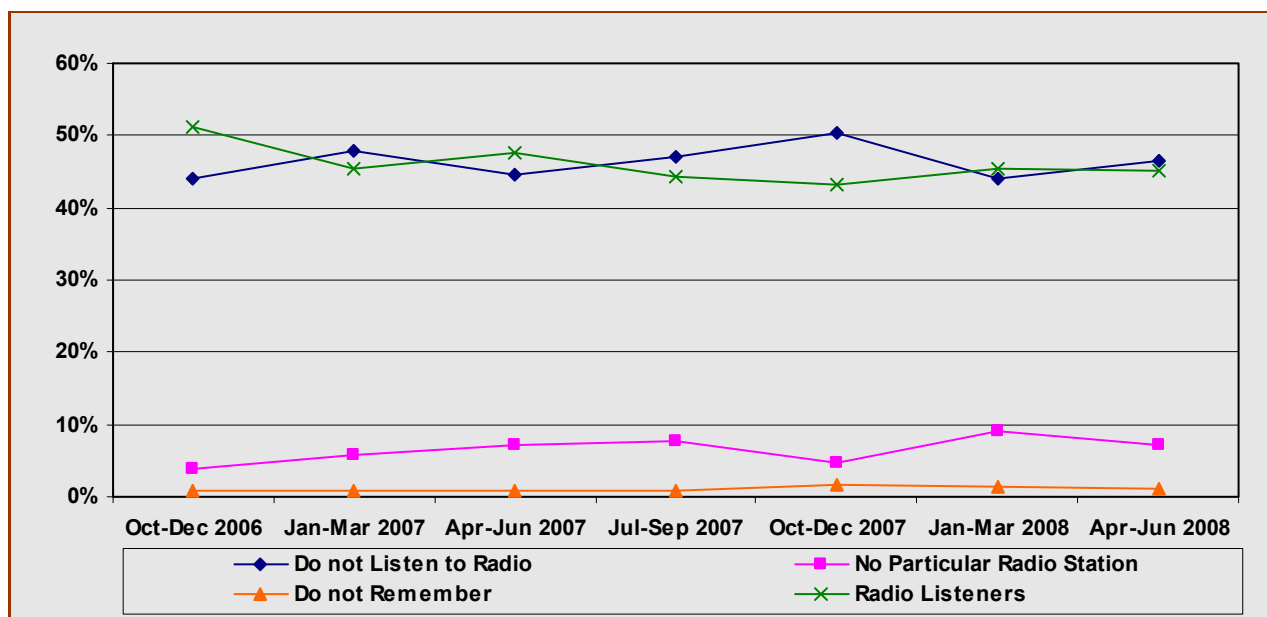


FIGURE 3.1: RADIO LISTENING BY QUARTERS – OCT-DEC 2006 TO APR-JUN 2008

3.1.1 Radio Listening by Gender and by Age Group

Of the effective listening population [i.e. the total number of listeners but excluding those “who do not listen to radio”, “do not remember”, “did not follow any particular radio station” – and excluding the amount of time followed by each listener], One Radio is the overall most preferred station [20.2%] followed by Bay Radio [17.1%]. While females prefer most One Radio [20.3%] males prefer most Bay Radio [20.6%]. Similar to the previous two assessment periods of October-December 2007 and January-March 2007, Bay Radio is the most listened station for those in the youngest four age groups of 12-14 years [26.3%; Q1_’08: 54.2%; Q4_’07: 46.2%]; 15-24 years [51.7%; Q1_’08: 48.7%; Q4_’07: 57.0%]; 25-29 year olds [32.3%; Q1_’08: 43.9%; Q4_’07: 33.3%]; and 30-49 year olds [17.7%]. Those in the 50-64 [33.5%; Q1_’08: 28.8%; Q4_’07: 24.3%] and 65-79 [33.3%; Q1_’08: 32.6%; Q4_’07: 27.6%] age groups prefer One Radio while those 80 years old and over prefer most Radju Marija [34.6%; Q1_’08: 33.3%; Q4_’07: 28.6%]. See Table 3.2 below.

TABLE 3.2: RADIO LISTENING 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+
Radju Malta	6.5	3.7	8.7	0.0	0.0	1.6	2.2	11.6	13.0	15.4
Radju Parlament 106.6	0.6	1.1	0.2	0.0	0.0	1.6	1.7	0.0	0.0	0.0
Magic Radio	5.5	5.7	5.4	0.0	2.5	11.3	12.1	3.0	0.0	0.0
One Radio	20.2	20.1	20.3	21.1	3.4	6.5	12.1	33.5	33.3	19.2
Radio 101	5.8	6.0	5.6	0.0	0.8	0.0	5.6	9.0	7.3	11.5
Bay Radio	17.1	20.6	14.5	26.3	51.7	32.3	17.7	4.3	1.6	0.0
Calypso Radio	11.6	9.2	13.4	5.3	3.4	6.5	16.5	17.6	4.9	0.0
RTK	8.1	6.3	9.5	0.0	0.8	4.8	3.5	7.3	22.8	34.6
Smash Radio	3.2	4.0	2.6	5.3	5.1	12.9	4.3	0.4	0.0	0.0
Radju Marija	6.2	2.6	8.9	10.5	0.0	0.0	4.3	6.9	14.6	15.4
Campus FM	1.0	1.7	0.4	0.0	0.0	0.0	0.4	2.1	1.6	0.0
Capital Radio	4.7	6.0	3.7	5.3	5.9	11.3	8.7	1.3	0.0	0.0
XFM	6.8	8.6	5.4	10.5	22.0	11.3	7.8	0.9	0.0	0.0
Community Stations	2.0	2.6	1.5	15.8	2.5	0.0	1.7	2.1	0.8	0.0
Foreign Radio Stations	0.7	1.7	0.0	0.0	1.7	0.0	1.3	0.0	0.0	3.8
Total	100.0	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 [33.8%; Q1_'08: 28.6%; Q4_'07: 17.9%] and South Eastern district [26.4%; Q1_'08: 25.0%; Q4_'07: 26.7%]; second preference in the Western district [13.6%; 1st preference for Q1_'08: 19.3%; Q4_'07: 9.7%] and third preference for those living in Gozo and Comino [12.2%; 1st preference for Q1_'08: 20.0%; Q4_'07: 11.7%]. Bay Radio attracted the highest percentages of those living in the Northern Harbour district [20.2%; Q1_'08: 18.5%; Q4_'07: 17.7%] and those of the Northern district [17.5%; Q1_'08: 17.7%; Q4_'07: 21.7%] and gained first preference for those in the Western district [24.3%; 2nd preference for Q1_'08: 16.4%]. During this period under review, RTK was the most preferred station in Gozo and Comino [24.4%].

TABLE 3.3: RADIO LISTENING BY DISTRICT

	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	3.1	6.5	5.6	8.1	10.7	7.3
Radju Parlament 106.6	0.6	0.8	0.0	0.7	1.0	0.0
Magic Radio	1.9	7.3	5.6	4.4	10.7	0.0
One Radio	33.8	15.0	26.4	15.4	13.6	12.2
Radio 101	5.6	7.7	4.0	4.4	3.9	9.8
Bay Radio	11.3	20.2	13.6	24.3	17.5	7.3
Calypso Radio	11.3	10.9	10.4	14.0	9.7	17.1
RTK	6.3	7.7	7.2	6.6	8.7	24.4
Smash Radio	2.5	3.2	4.8	2.9	1.9	4.9
Radju Marija	8.1	6.5	5.6	3.7	4.9	9.8
Campus FM	2.5	0.4	0.8	0.7	1.0	0.0
Capital Radio	5.0	4.5	6.4	5.9	2.9	0.0
XFM	6.3	6.1	3.2	7.4	12.6	7.3
Community Stations	1.9	3.2	4.0	0.0	0.0	0.0
Foreign Radio Stations	0.0	0.0	2.4	1.5	1.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

3.2 Radio Listening by Broadcasting Station

The overall counts of listeners [i.e. the total number of listeners excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station” – and excluding the amount of time followed by each listener] 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 April-June 2008, One Radio attracted the highest number of radio listeners at 20.2% [Q1_'08: 19.5%; Q4_2007: 15.3%]; followed by Bay Radio at 17.1% [Q1_'08: 16.2%; Q4_2007: 15.5%] and Calypso Radio at 11.6% [Q1_'08: 10.3%; Q4_2007: 10.0%]. Compared to the previous assessment period of January-March 2008 the only marked increase was that of XFM which increased its effective radio listeners over the previous period by more than 210% from 3.2% of total viewers to 6.8% during this period.

TABLE 3.4: RADIO LISTENING BY BROADCASTING STATION – OCT-DEC 2007 TO APR-JUN 2008

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008
Radju Malta	7.5	7.5	6.5
Radju Parl/106.6	0.9	2.0	0.6
Magic Radio	7.2	5.5	5.5
One Radio	15.3	19.5	20.2
Radio 101	6.7	8.4	5.8
Bay Radio	15.5	16.2	17.1
Calypso Radio	10.0	10.3	11.6
RTK	9.4	8.6	8.1
Smash Radio	6.7	3.9	3.2
Radju Marija	7.1	7.0	6.2
Campus FM	2.0	1.1	1.0
Capital Radio	4.7	3.7	4.7
XFM	2.8	3.2	6.8
Community Stations	3.1	2.4	2.0
Foreign Radio Stations	1.1	0.9	0.7
	100.0	100.0	100.0

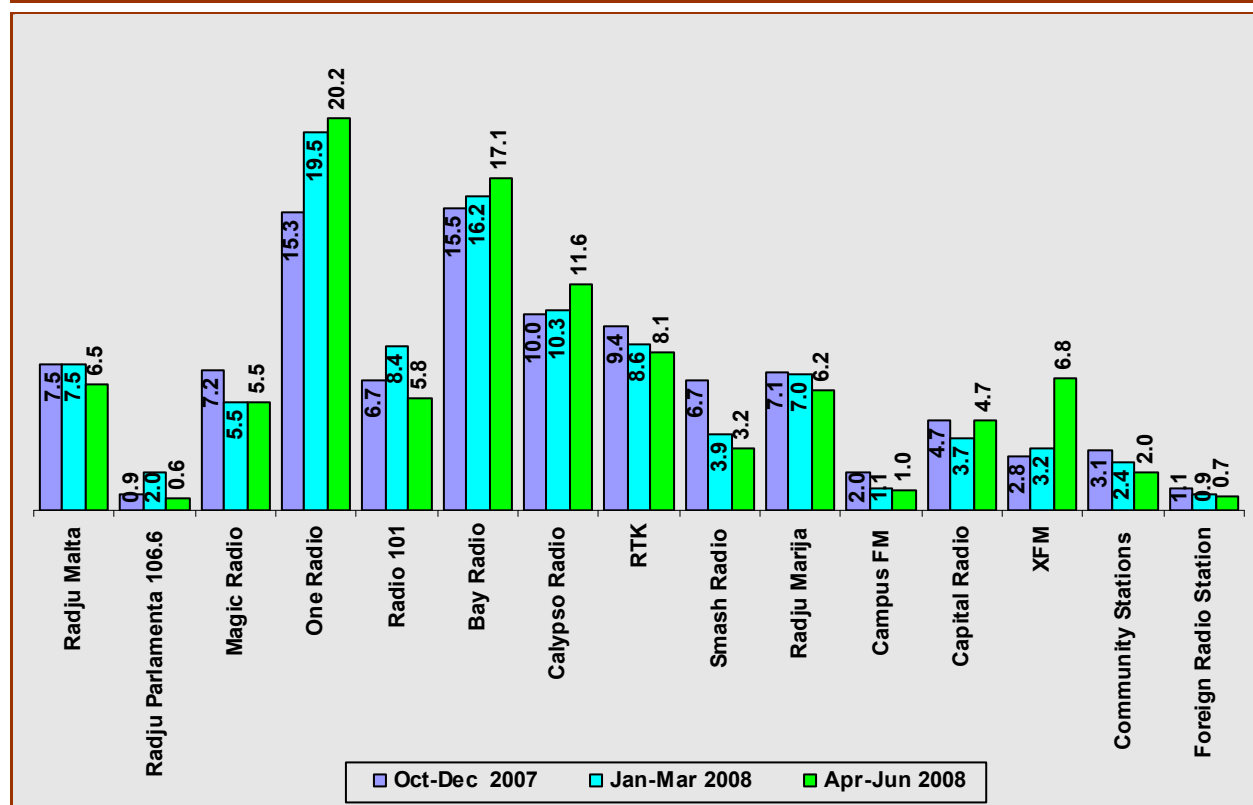


FIGURE 3.2 RADIO LISTENING BY BROADCASTING STATION – OCT-DEC 2007 TO APR-JUN 2008

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 Radju Parlament and Campus FM where male following is dominant while Radju Marija, Radju Malta and RTK have the highest percentage of female listeners – see Table 3.5 and Figure 3.3 below.

TABLE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY GENDER [OCT 2007-JUN 2008]

	Oct-Dec 2007		Jan-Mar 2008		Apr-Jun 2008	
	Male	Female	Male	Female	Male	Female
Radju Malta	36.1%	63.9%	34.4%	65.6%	24.5%	75.5%
Radju Parlament 106.6	42.9%	57.1%	37.5%	62.5%	80.0%	20.0%
Magic Radio	33.9%	66.1%	33.3%	66.7%	44.4%	55.6%
One Radio	43.2%	56.8%	47.2%	52.8%	42.7%	57.3%
Radio 101	49.1%	50.9%	50.7%	49.3%	44.7%	55.3%
Bay Radio	48.0%	52.0%	50.8%	49.2%	51.8%	48.2%
Calypso Radio	32.9%	67.1%	31.0%	69.0%	34.0%	66.0%
RTK	32.5%	67.5%	28.6%	71.4%	33.3%	66.7%
Smash Radio	54.5%	45.5%	31.3%	68.8%	53.8%	46.2%
Radju Marija	25.9%	74.1%	17.5%	82.5%	18.0%	82.0%
Campus FM	75.0%	25.0%	88.9%	11.1%	75.0%	25.0%
Capital Radio	55.3%	44.7%	60.0%	40.0%	55.3%	44.7%
XFM	78.3%	21.7%	65.4%	34.6%	54.5%	45.5%
Community Stations	32.0%	68.0%	25.0%	75.0%	56.3%	43.8%
Foreign Radio Stations	88.9%	11.1%	71.4%	28.6%	100.0%	
Total	44.8%	55.2%	42.0%	58.0%	45.3%	54.7%

Population^a	178003	181354
%	49.5%	50.5%

^a Based on N.S.O. News Release 125/2008 – see Appendix B

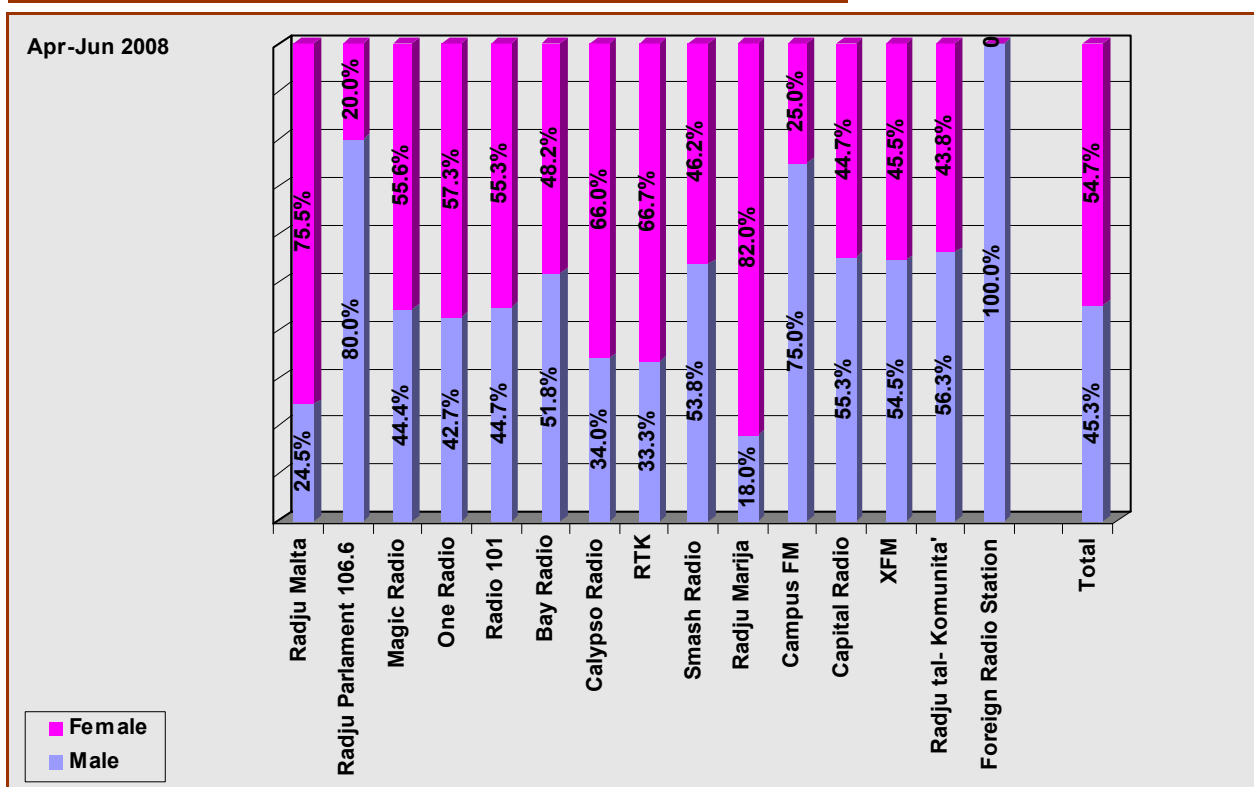


FIGURE 3.3: RADIO LISTENING BY BROADCASTING STATION – BY GENDER [APR-JUN 2008]

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 the 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 is that only One Radio has audiences that cover all the age groups. Exceptions to the national population distribution by age are various and of note are Bay Radio and XFM whose largest audience are in the 15-24 age bracket. Of note 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]; Calypso Radio; 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 [APR-JUN 2008]

	Age Group						
	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta			1.9%	9.4%	50.9%	30.2%	7.5%
Radju Parlament 106.6			20.0%	80.0%			
Magic Radio		6.7%	15.6%	62.2%	15.6%		
One Radio	2.4%	2.4%	2.4%	17.1%	47.6%	25.0%	3.0%
Radio 101		2.1%		27.7%	44.7%	19.1%	6.4%
Bay Radio	3.6%	43.9%	14.4%	29.5%	7.2%	1.4%	
Calypso Radio	1.1%	4.3%	4.3%	40.4%	43.6%	6.4%	
RTK		1.5%	4.5%	12.1%	25.8%	42.4%	13.6%
Smash Radio	3.8%	23.1%	30.8%	38.5%	3.8%		
Radju Marija	4.0%			20.0%	32.0%	36.0%	8.0%
Campus FM				12.5%	62.5%	25.0%	
Capital Radio	2.6%	18.4%	18.4%	52.6%	7.9%		
XFM	3.6%	47.3%	12.7%	32.7%	3.6%		
Community Stations	18.8%	18.8%		25.0%	31.3%	6.3%	
Foreign Radio Stations		33.3%		50.0%			16.7%
Total	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%
Population^a	15,655	57,953	30,632	111,091	87,252	43,874	12,900
%	4.4%	16.1%	8.5%	30.9%	24.3%	12.2%	3.6%

^a Based on N.S.O. News Release 125/2008 – see Appendix B

3.2.3 Radio Listening by Broadcasting Station – By District

Most broadcasting stations had a nationwide following with the exception of Radju Parlament, Magic Radio, Campus FM, and Capital Radio. Although most stations also follow the national distribution population percentages by district, there are two exceptions: One Radio and Campus FM whose largest percentage of audience were from the Southern Harbour district area – see Table 3.7 and Figure 3.5 below.

TABLE 3.7: RADIO LISTENING BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2008]

	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	9.4%	30.2%	13.2%	20.8%	20.8%	5.7%
Radju Parlament 106.6	20.0%	40.0%		20.0%	20.0%	
Magic Radio	6.7%	40.0%	15.6%	13.3%	24.4%	
One Radio	32.9%	22.6%	20.1%	12.8%	8.5%	3.0%
Radio 101	19.1%	40.4%	10.6%	12.8%	8.5%	8.5%
Bay Radio	12.9%	36.0%	12.2%	23.7%	12.9%	2.2%
Calypso Radio	19.1%	28.7%	13.8%	20.2%	10.6%	7.4%
RTK	15.2%	28.8%	13.6%	13.6%	13.6%	15.2%
Smash Radio	15.4%	30.8%	23.1%	15.4%	7.7%	7.7%
Radju Marija	26.0%	32.0%	14.0%	10.0%	10.0%	8.0%
Campus FM	50.0%	12.5%	12.5%	12.5%	12.5%	
Capital Radio	21.1%	28.9%	21.1%	21.1%	7.9%	
XFM	18.2%	27.3%	7.3%	18.2%	23.6%	5.5%
Community Stations	18.8%	50.0%	31.3%			
Foreign Radio Stations			50.0%	33.3%	16.7%	
Total	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%
Population^a	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

^a Based on Demographic Review 2006; see Appendix B

Apr-Jun 2008

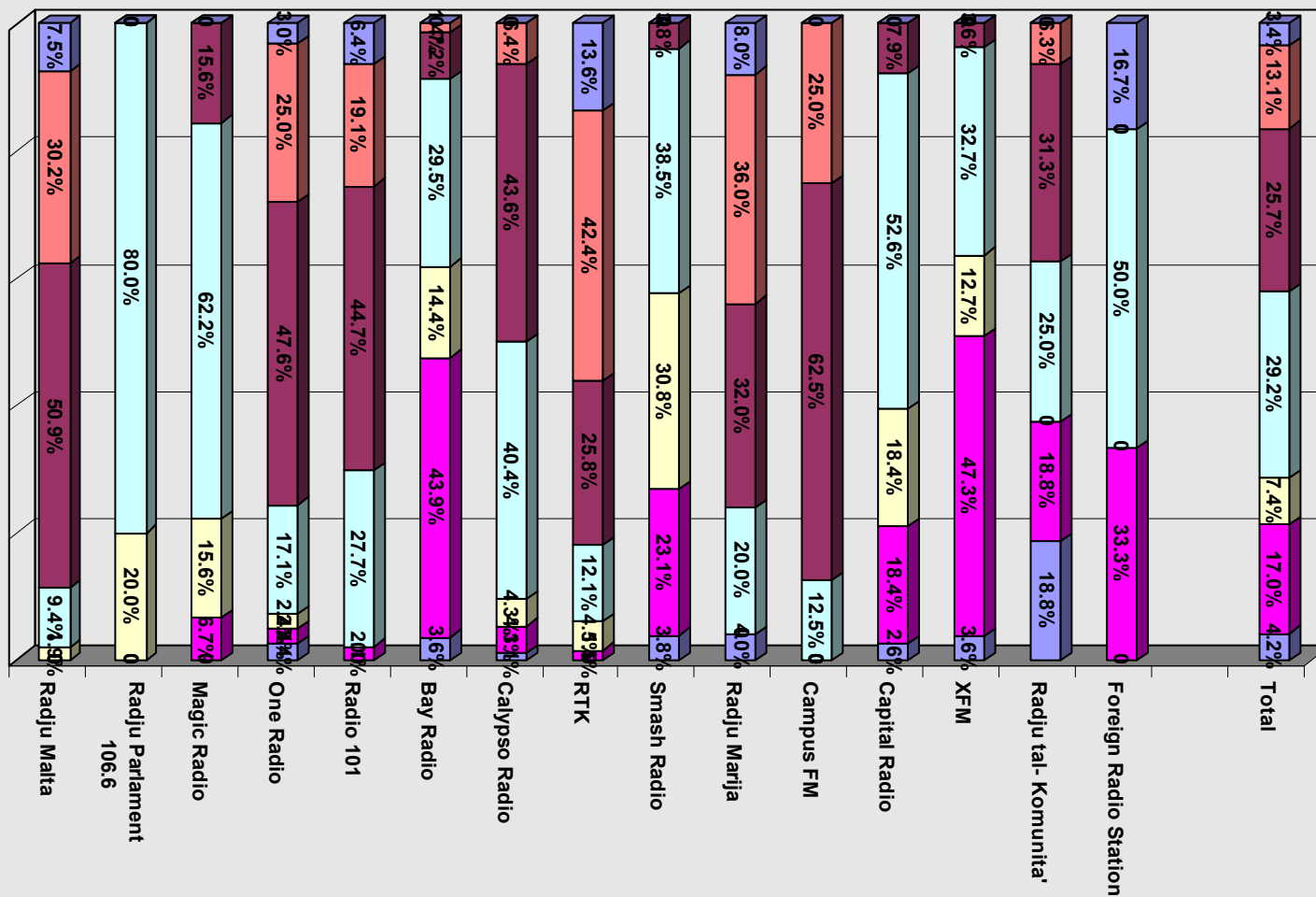


FIGURE 3.4: RADIO LISTENING BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2008]

Apr-Jun 2008

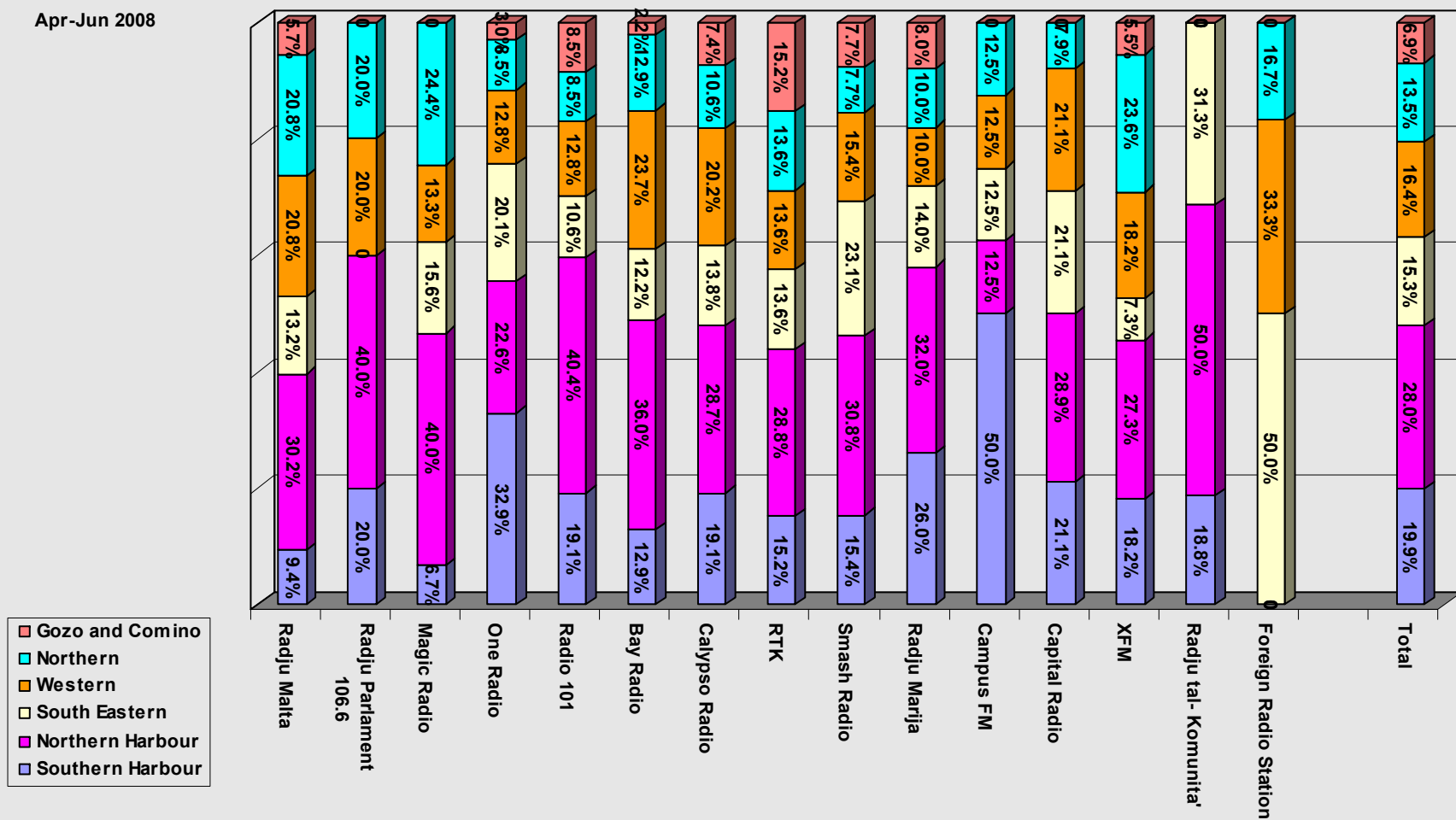


FIGURE 3.5: RADIO LISTENING BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2008]

3.3 TV Viewing

With regard to TV viewing, 21.2% stated that they do not watch TV; 17.2% stated that they had watched TV but did not remember a particular television station; another 0.5% stated that they do not remember which station they had watched the day before; while 0.4% of those interviewed stated that they do not have a TV-set or gave no reply – 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 April-June 2008, regular TV viewing increased by 2.5% which is not significant; however regular TV viewing over the previous three months of January-March 2008 has significantly increased by 8.7%.

TABLE 3.8: TV VIEWING BY QUARTER: OCT-DEC 2006 TO APR-JUN 2008

	Do not watch TV	No particular TV station	Do not remember	No TV Set	TV Viewers
Apr-Jun 2008	21.2%	17.2%	.5%	.4%	60.6%
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>

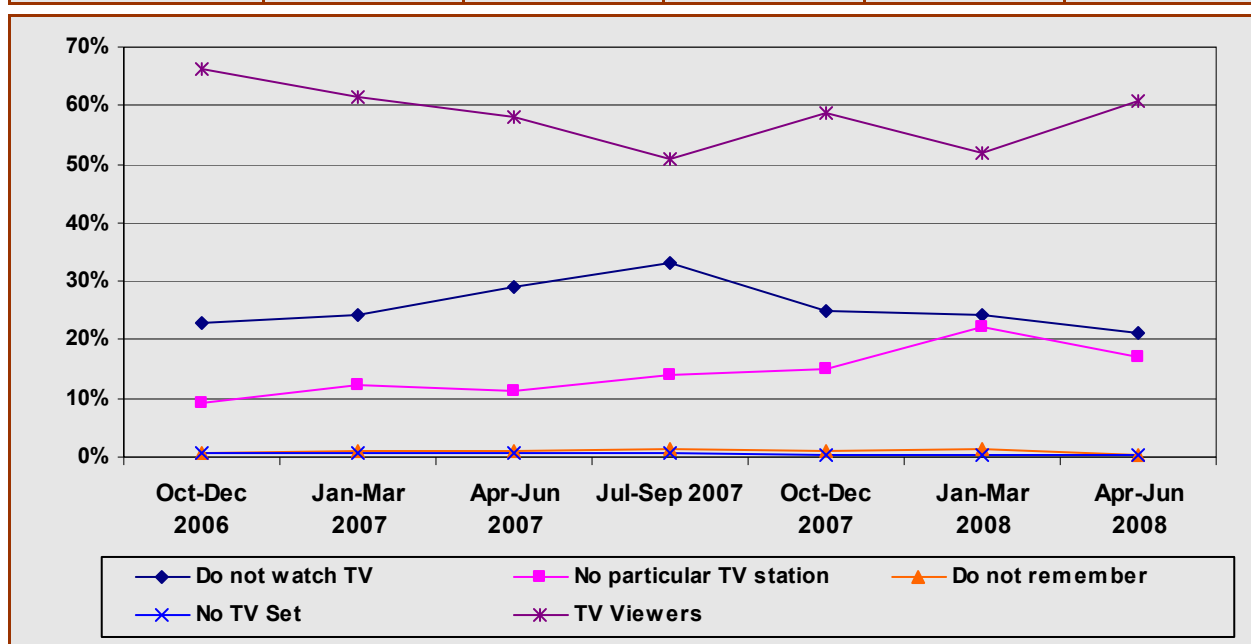


FIGURE 3.6: TV VIEWING BY QUARTER: OCT-DEC 2006 TO APR-JUN 2008

3.3.1 TV Viewing by Gender and by Age Group

Of the effective viewing population [i.e. the total number of viewers but 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” – and excluding the amount of time followed by each viewer], TVM was the station most followed by gender and by age group. The second most followed station for One TV; while the third most followed station was Rai 1. For the male population, the

second most followed station was Rai 1 followed by One TV while for the female population the second most preferred station was One TV followed by Net TV.

During this period, TVM was the most followed station across all age groups. One TV was the most followed in three age groups from 30 years to 80 year olds and the third most preferred for the 80+ year olds. Net TV was the second most preferred station with those of 80+ years. Rai 1 got the second preference for two age groups [15-24 and 25-29 year olds] and third preference in three age groups [30-49, 50-64, and 65-79 year olds]; while Italia 1 got second preference for the 12-14 year olds and third preference for the 15-24 age group – see Table 3.9 below.

TABLE 3.9: TV VIEWING 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+
TVM	[1] 33.0	[1] 27.6	[1] 37.3	[1] 25.0	[1] 19.7	[1] 33.3	[1] 33.1	[1] 35.2	[1] 46.0	[1] 51.6
One TV	[2] 15.1	[3] 14.0	[2] 16.0	[3] 8.9	9.8	10.3	[2] 13.8	[2] 21.9	[2] 19.0	[3] 9.7
Net TV	8.5	7.0	[3] 9.7	0.0	5.7	3.8	10.6	9.3	9.5	[2] 19.4
Smash TV	0.6	0.6	0.5	0.0	0.0	1.3	0.6	1.1	0.0	0.0
Education 22	0.2	0.0	0.3	0.0	0.5	0.0	0.0	0.0	0.7	0.0
ITV	0.1	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Family TV	1.9	1.0	2.7	5.4	3.6	0.0	2.5	0.7	0.7	0.0
Rai 1	[3] 11.6	[2] 18.8	5.8	5.4	[2] 13.0	[2] 15.4	[3] 11.9	[3] 12.6	[3] 8.8	6.5
Rai 2	1.1	1.4	0.8	3.6	0.5	2.6	1.6	0.4	0.7	0.0
Rai 3	0.7	1.4	0.2	0.0	1.0	1.3	0.3	0.7	0.7	3.2
Rete 4	2.9	2.1	3.5	0.0	2.6	0.0	3.1	2.6	5.1	6.5
Canale 5	4.5	2.7	6.0	5.4	3.6	[3] 11.5	4.7	4.8	0.7	3.2
Italia 1	5.1	6.2	4.2	[2] 16.1	[3] 11.9	7.7	4.1	0.7	1.5	0.0
Discovery Channel	2.2	3.3	1.3	7.1	3.1	0.0	3.1	1.1	0.7	0.0
MTV	1.1	0.8	1.3	0.0	5.2	2.6	0.0	0.0	0.0	0.0
BBC Prime	1.0	0.8	1.2	1.8	0.5	0.0	0.9	2.2	0.0	0.0
BBC World	0.1	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Other TV Stations	10.3	12.0	9.0	21.4	18.7	9.0	9.7	6.7	5.8	0.0
Total	100.0	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 all the districts; One TV was the most followed in four districts and the third most followed in Gozo and Comino; while Net TV was the second most followed station in the last named district and the third most followed station in the Western district. Rai 1 was the third most followed station in four districts and the second most followed station in the Western District – see Table 3.10 below.

TABLE 3.10: TV VIEWING BY DISTRICT

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1] 33.0	[1] 30.6	[1] 30.2	[1] 36.5	[1] 32.6	[1] 34.2	[1] 42.1
One TV	[2] 15.1	[2] 18.7	[2] 14.3	[2] 20.8	9.2	[2] 15.1	[3] 10.5
Net TV	8.5	6.4	10.0	5.0	[3] 9.8	8.2	[2] 13.2
Smash TV	0.6	1.4	0.3	1.3	0.0	0.0	0.0
Education 22	0.2	0.0	0.0	0.6	0.0	0.0	1.3
ITV	0.1	0.0	0.0	0.6	0.0	0.0	0.0
Family TV	1.9	0.9	1.3	2.5	2.7	2.1	3.9
Rai 1	[3] 11.6	[3] 9.6	[3] 14.6	[3] 10.7	[2] 14.1	[3] 11.6	1.3
Rai 2	1.1	1.4	1.0	1.3	0.0	2.1	1.3
Rai 3	0.7	0.5	0.3	1.3	2.2	0.0	0.0
Rete 4	2.9	2.7	3.3	2.5	3.8	1.4	2.6
Canale 5	4.5	4.6	6.0	3.8	3.8	3.4	3.9
Italia 1	5.1	6.4	3.3	3.8	6.0	6.8	5.3
Discovery Channel	2.2	1.8	3.0	1.9	1.6	2.1	2.6
MTV	1.1	3.2	1.0	1.3	0.0	0.0	0.0
BBC Prime	1.0	0.9	0.7	0.6	2.2	1.4	0.0
BBC World	0.1	0.0	0.3	0.0	0.0	0.0	0.0
Other TV Stations	10.3	11.0	10.3	5.7	12.0	11.6	11.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

3.4 TV Viewing by Broadcasting Station

The overall counts of effective respondents [excluding the amount of time followed by each viewer] 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 –OCT-DEC 2007 TO APR-JUN 2008

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008
TVM	[1] 26.8	[1] 26.9	[1] 33.0
One TV	[2] 20.7	[2] 21.0	[2] 15.1
Net TV	[4] 12.1	[3] 13.4	8.5
Smash TV	0.7	0.5	0.6
Education 22	0.1	0.1	0.2
ITV	0.0	0.0	0.1
Family TV	0.0	0.0	1.9
Rai 1	4.2	3.1	[3] 11.6
Rai 2	1.4	1.3	1.1
Rai 3	0.4	0.4	0.7
Rete 4	2.5	2.7	2.9
Canale 5	6.0	6.5	4.5
Italia 1	7.3	7.2	5.1
Discovery Channel	1.8	2.1	2.2
MTV	0.4	0.6	1.1
BBC Prime	1.3	1.3	1.0
BBC World	0.4	0.6	0.1
Other TV Stations	[3] 14.0	[4] 12.1	[4] 10.3
	100%	100%	100%

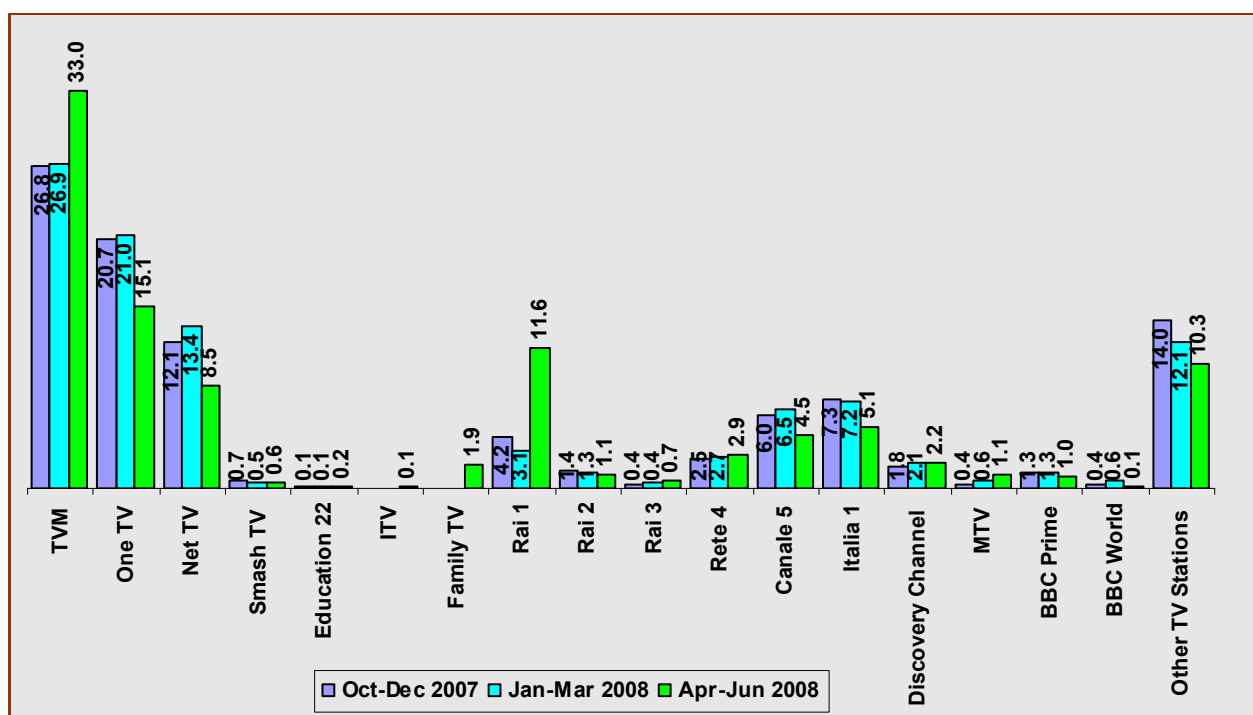


FIGURE 3.7 TV VIEWING BY BROADCASTING STATION –OCT-DEC 2007 TO APR-JUN 2008

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 which were more followed by males are Rai 1, Rai 2, Rai 3, Italia 1, and Discovery Channel – the rest of the foreign broadcasting stations have a skewed female following: see Table 3.12 and Figure 3.8 below:

TABLE 3.12: TV VIEWING BY BROADCASTING STATION – BY GENDER [OCT-DEC 2007 TO APR-JUN 2008]

	Oct-Dec 2007		Jan-Mar 2008		Apr-Jun 2008	
	Male	Female	Male	Female	Male	Female
TVM	43.5%	56.5%	35.9%	64.1%	37.4%	62.6%
One TV	38.2%	61.8%	41.8%	58.2%	41.5%	58.5%
Net TV	33.3%	66.7%	37.6%	62.4%	37.0%	63.0%
Smash TV	57.1%	42.9%	40.0%	60.0%	50.0%	50.0%
Education 22	100.0%			100.0%		100.0%
ITV					100.0%	
Family TV					23.8%	76.2%
Rai 1	31.1%	68.9%	34.5%	65.5%	72.2%	27.8%
Rai 2	60.0%	40.0%	66.7%	33.3%	58.3%	41.7%
Rai 3	25.0%	75.0%	75.0%	25.0%	87.5%	12.5%
Rete 4	55.6%	44.4%	32.0%	68.0%	32.3%	67.7%
Canale 5	26.6%	73.4%	32.8%	67.2%	26.5%	73.5%
Italia 1	48.7%	51.3%	47.8%	52.2%	54.5%	45.5%
Discovery Channel	73.7%	26.3%	65.0%	35.0%	66.7%	33.3%
MTV	75.0%	25.0%	50.0%	50.0%	33.3%	66.7%
BBC Prime	57.1%	42.9%	25.0%	75.0%	36.4%	63.6%
BBC World	75.0%	25.0%	83.3%	16.7%		100.0%
Other TV Stations	52.3%	47.7%	58.4%	41.6%	51.8%	48.2%
Table Total	44.8%	55.2%	42.0%	58.0%	45.3%	54.7%
Population^a	178003	181354	^a Based on N.S.O. News Release 125/2008 – see Appendix B			
%	49.5%	50.5%				

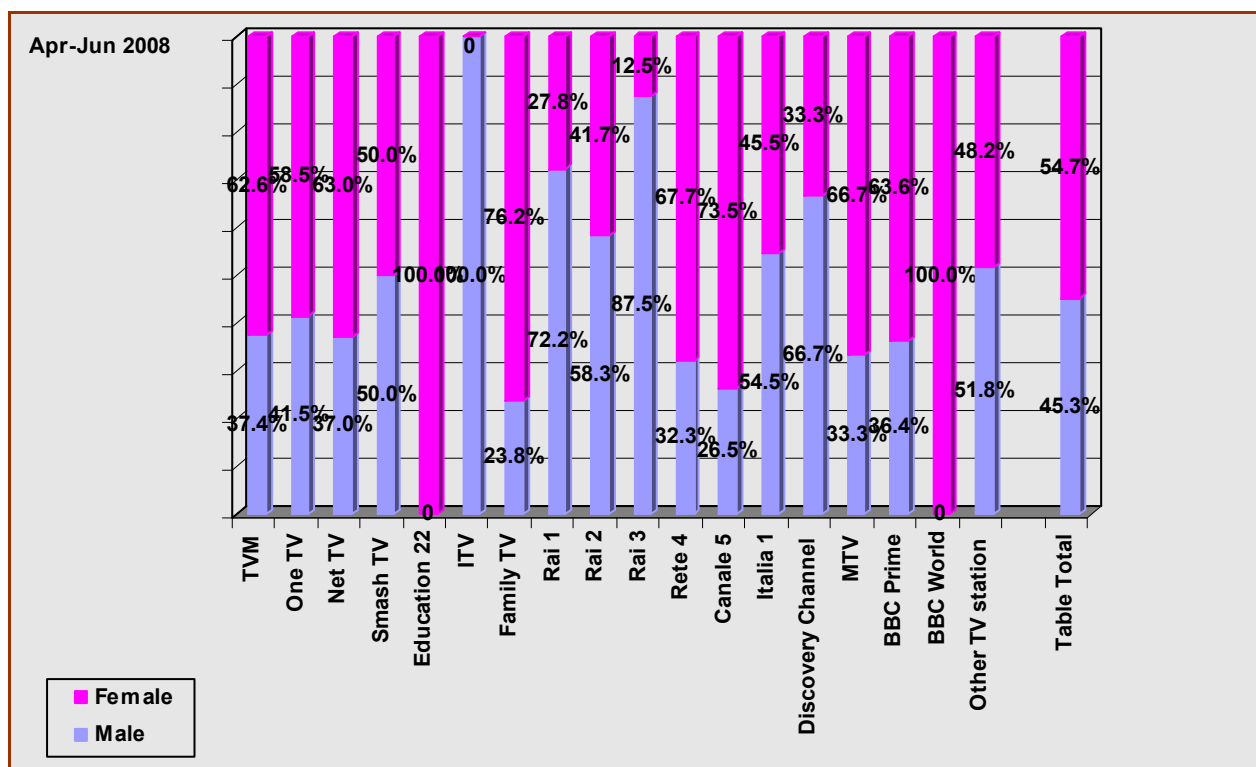


FIGURE 3.8 TV VIEWING BY BROADCASTING STATION – BY GENDER [APR-JUN 2008]

3.4.2 TV Viewing by Broadcasting Station – By Age Group

Overall, the distribution of TV viewers by each broadcasting station by age group is similar to the national percentage population distribution. 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, Education 22, ITV, and Family Network TV whose percentages did not cover at least two of the age-groups.

Of the foreign broadcasting stations Rai 1, Rai 2 and Canale 5 have been preferred by all the age groups. Of significance are Rai 2, Italia 1 and the Discovery Channel whose audiences in the 12-14 age group are more than 300% of the total percentage for that same group – see Table 3.13 and Figure 3.9 below.

TABLE 3.13: TV VIEWING BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2008]

	Age group						
	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	3.9%	10.6%	7.3%	29.6%	26.5%	17.6%	4.5%
One TV	3.0%	11.6%	4.9%	26.8%	36.0%	15.9%	1.8%
Net TV		12.0%	3.3%	37.0%	27.2%	14.1%	6.5%
Smash TV			16.7%	33.3%	50.0%		
Education 22		50.0%				50.0%	
ITV			100.0%				
Family TV	14.3%	33.3%		38.1%	9.5%	4.8%	
Rai 1	2.4%	19.8%	9.5%	30.2%	27.0%	9.5%	1.6%
Rai 2	16.7%	8.3%	16.7%	41.7%	8.3%	8.3%	
Rai 3		25.0%	12.5%	12.5%	25.0%	12.5%	12.5%
Rete 4		16.1%		32.3%	22.6%	22.6%	6.5%
Canale 5	6.1%	14.3%	18.4%	30.6%	26.5%	2.0%	2.0%
Italia 1	16.4%	41.8%	10.9%	23.6%	3.6%	3.6%	
Discovery Channel	16.7%	25.0%		41.7%	12.5%	4.2%	
MTV		83.3%	16.7%				
BBC Prime	9.1%	9.1%		27.3%	54.5%		
BBC World		100.0%					
Other TV Stations	10.7%	32.1%	6.3%	27.7%	16.1%	7.1%	
Total	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%
Population^a	15,655	57,953	30,632	111,091	87,252	43,874	12,900
%	4.4%	16.1%	8.5%	30.9%	24.3%	12.2%	3.6%

^a Based on N.S.O. News Release 125/2008 – see Appendix B

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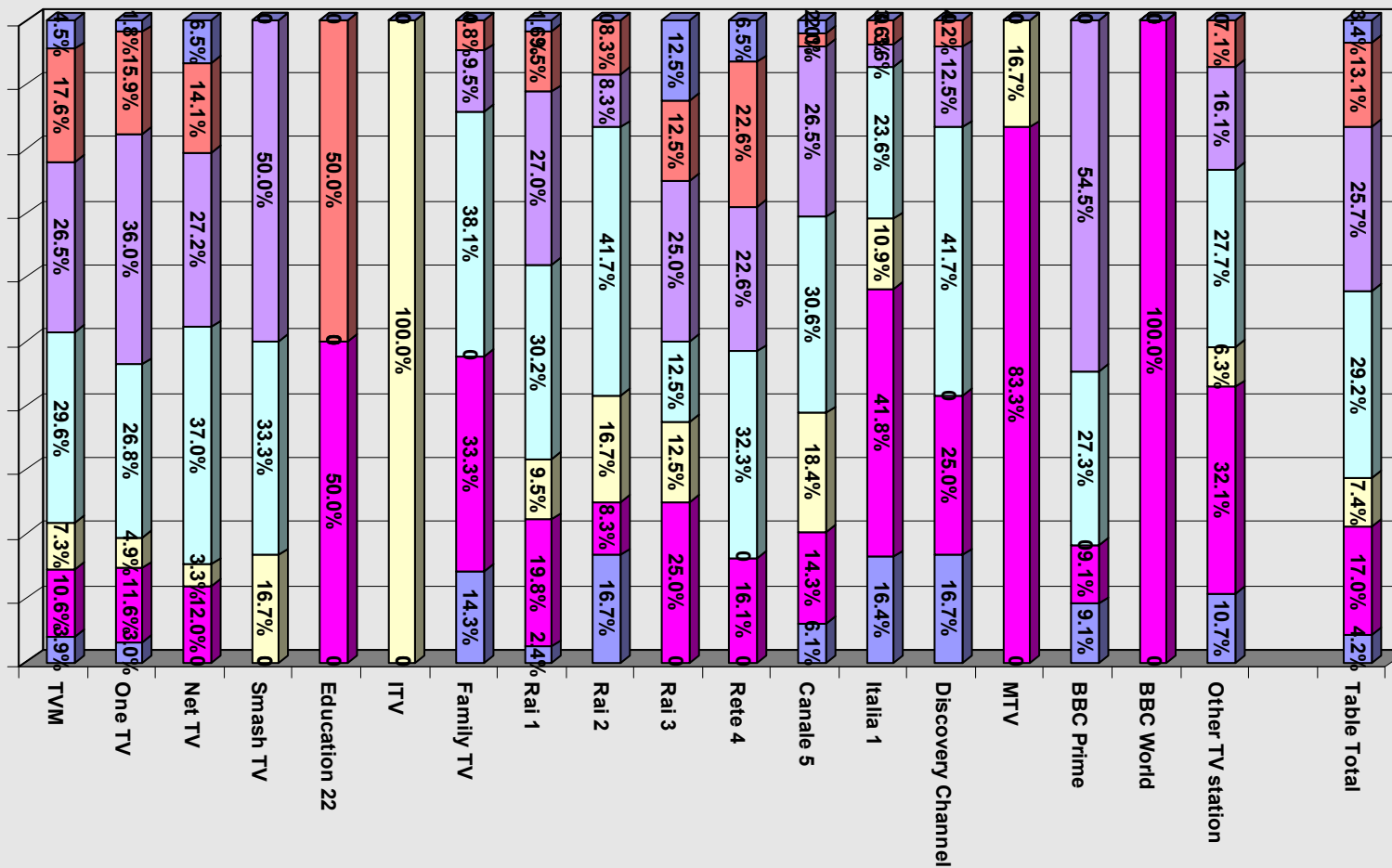


FIGURE 3.9: TV VIEWING BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2008]

3.4.3 TV Viewing by Broadcasting Station – By District

The main three local TV broadcasting stations [TVM, One TV and Net TV] have nationwide following while the latest addition to the list of local broadcasting stations, Family Network TV which started regular broadcasts at the start of this broadcasting season, was followed in all the districts – the other three broadcasting stations [Smash TV, Education 22 and ITV] did not have any following in at least three districts out of six.

Nation following by foreign broadcasting stations received locally was also registered in all districts by Rai 1, MediaSet [Rete 4, Canale 5 and Italia 1], and by the Discovery Channel – see Table 3.14 and Figure 3.10 below.

TABLE 3.14: TV VIEWING BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2008]

	District					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	18.7%	25.4%	16.2%	16.8%	14.0%	8.9%
One TV	25.0%	26.2%	20.1%	10.4%	13.4%	4.9%
Net TV	15.2%	32.6%	8.7%	19.6%	13.0%	10.9%
Smash TV	50.0%	16.7%	33.3%			
Education 22			50.0%			50.0%
ITV			100.0%			
Family TV	9.5%	19.0%	19.0%	23.8%	14.3%	14.3%
Rai 1	16.7%	34.9%	13.5%	20.6%	13.5%	.8%
Rai 2	25.0%	25.0%	16.7%		25.0%	8.3%
Rai 3	12.5%	12.5%	25.0%	50.0%		
Rete 4	19.4%	32.3%	12.9%	22.6%	6.5%	6.5%
Canale 5	20.4%	36.7%	12.2%	14.3%	10.2%	6.1%
Italia 1	25.5%	18.2%	10.9%	20.0%	18.2%	7.3%
Discovery Channel	16.7%	37.5%	12.5%	12.5%	12.5%	8.3%
MTV	58.3%	25.0%	16.7%			
BBC Prime	18.2%	18.2%	9.1%	36.4%	18.2%	
BBC World		100.0%				
Other TV Stations	21.4%	27.7%	8.0%	19.6%	15.2%	8.0%
Total	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%
Population^a	81057	120291	59795	57301	58086	31280
%	19.88	29.50	14.66	14.05	14.24	7.67

^a Based on Demographic Review 2006; see Appendix B

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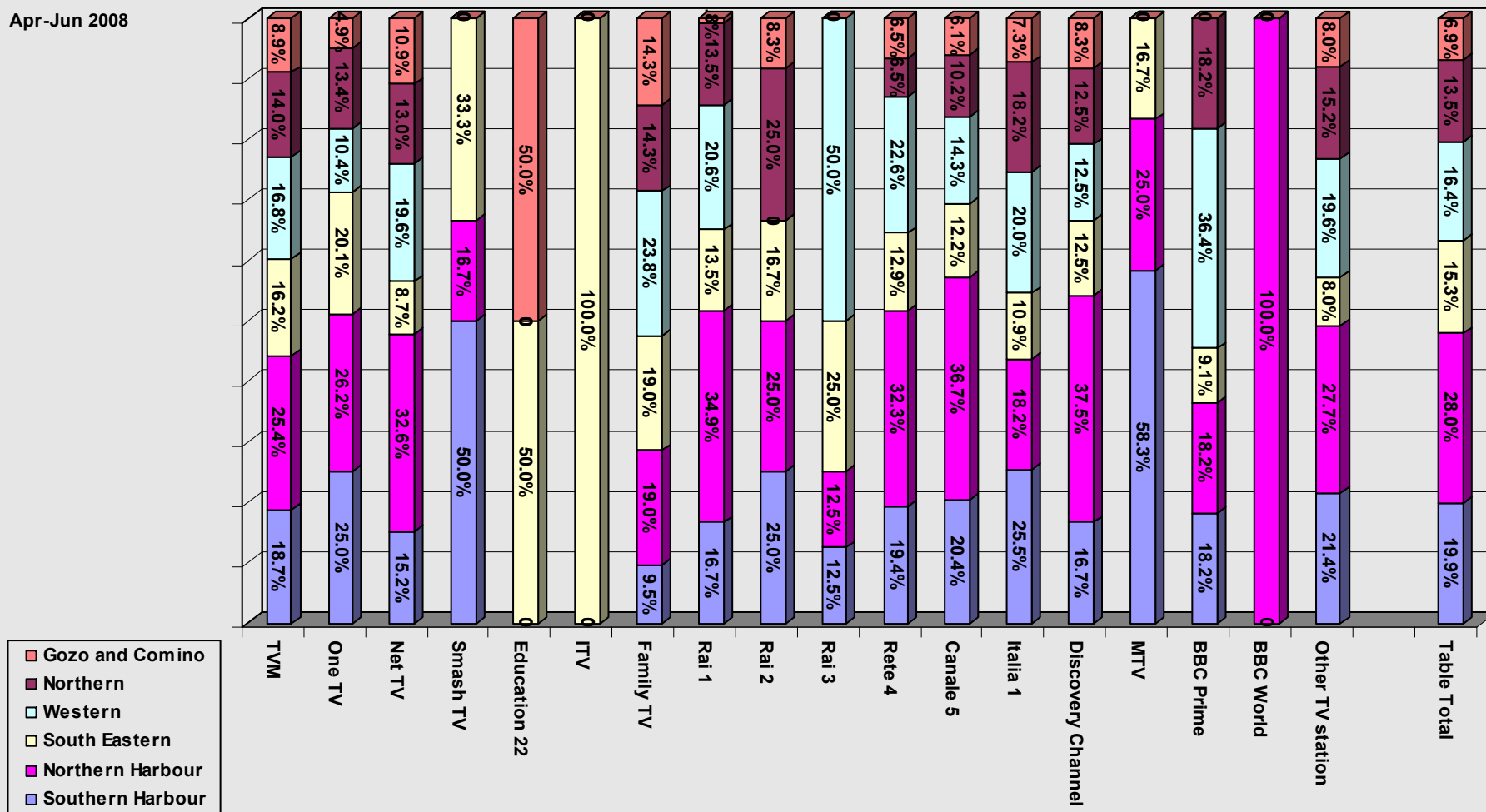


FIGURE 3.10: TV VIEWING BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2008]

3.5 TV Reception Platform

As yet digital radio broadcasts had not started during this period; however, test transmissions on the DAB+ platform started from 1st July 2008 and by the end of July the Authority had authorized the rebroadcasting of 36 foreign digital radio stations, the simulcasting of 12 nationwide analogue radio stations [only XFM is the sole nationwide radio station which has not yet requested permission from the Authority to simulcast on the DAB+ platform], and of one community radio station on the digital platform which intends to start broadcasting as a nationwide radio station [B.A. Press Release 53/08].

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 October-December 2006 to April-June 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 – OCT-DEC 2006 TO APR-JUN 2008

	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007	Jul-Sep 2007	Apr-Jun 2007	Jan-Mar 2007	Oct-Dec 2006
Aerial (Analogue)	17.5%	16.0%	18.1%	16.4%	19.4%	21.7%	24.3%
Cable (Analogue)	43.9%	44.5%	48.9%	70.9%	67.0%	65.3%	66.8%
Satellite	7.2%	8.3%	7.3%	8.2%	8.7%	8.2%	6.3%
Internet	0.3%	0.1%	0.1%	0.2%	0.1%		0.1%
Digital Aerial/Cable	30.8%	31.0%	25.2%	3.6%	4.1%	4.0%	1.6%
No TV set	0.3%	0.3%	0.5%	0.7%	0.7%	0.7%	0.8%

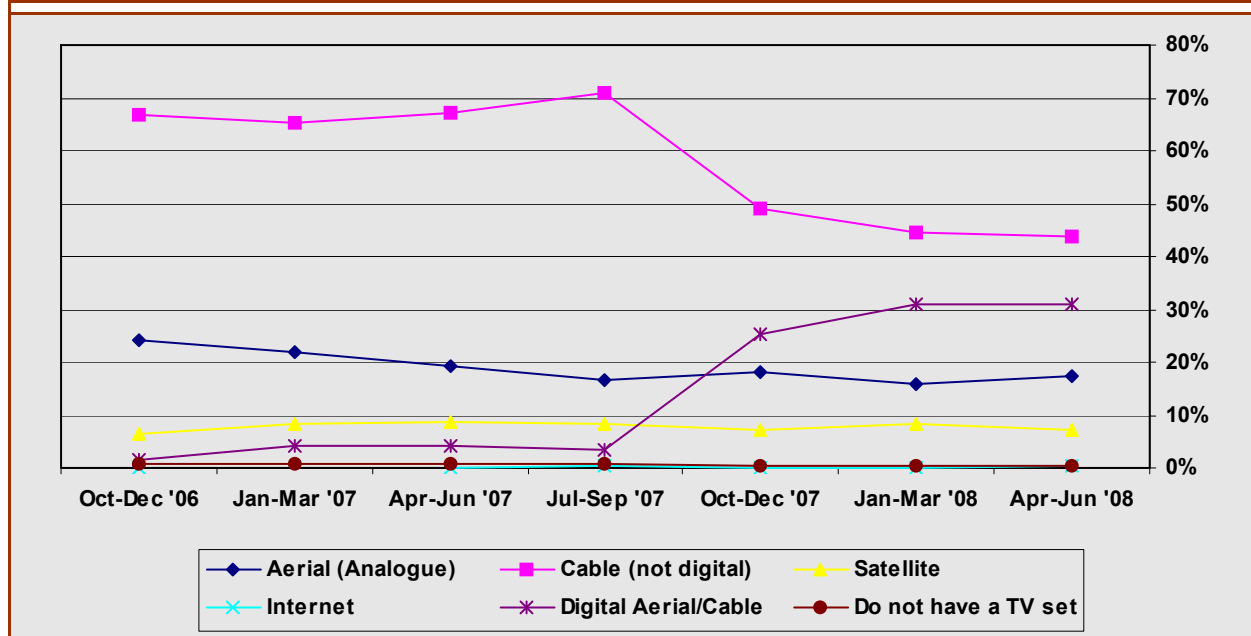


FIGURE 3.11: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO APR-JUN 2008

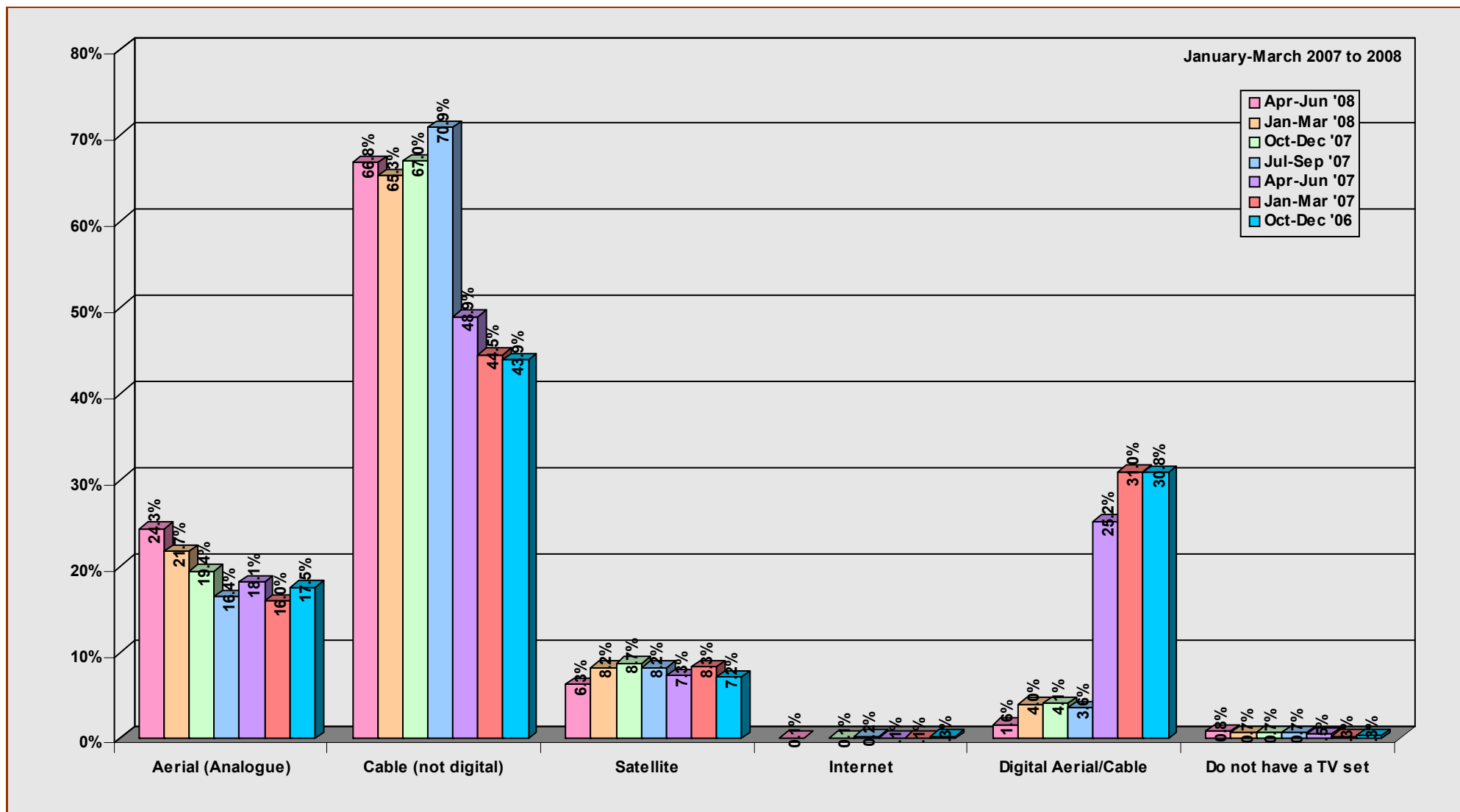


FIGURE 3.12: TV RECEPTION SYSTEM BY PLATFORM – OCT-DEC 2006 TO APR-JUN 2008

3.5.1 TV Reception Platform by District

From the previous section it is evident that digit aerial up-take from January-March to April-June 2008 has maintained the same levels. Analysed by district, this uptake was persistent in all districts; the only marked increase was that of households with satellite receivers in Gozo and Comino which has doubled over the previous period – see Table 3.16 and Figure 3.13 below.

TABLE 3.16: TV RECEPTION PLATFORM BY DISTRICTS: JAN-MAR 2008 AND APR-JUNE 2008

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Jan-Mar 2008	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2008
Aerial (Analogue)	16.1%	21.0%	8.8%	9.0%	27.3%	30.4%	18.7%	16.3%	15.4%	17.0%	17.7%	17.7%
Cable (Analogue)	47.7%	45.4%	49.2%	47.5%	36.1%	40.7%	40.5%	38.4%	35.8%	39.8%	54.9%	52.4%
Satellite	7.9%	7.0%	7.9%	6.4%	9.7%	5.9%	10.7%	9.9%	8.5%	7.1%	3.7%	7.3%
Internet	.3%	.6%		.2%		.7%						
Digital Aerial/Cable	27.5%	25.2%	34.0%	36.7%	26.9%	22.3%	30.1%	35.0%	39.8%	36.1%	22.6%	21.8%
No TV set	.6%	.8%		.2%				.3%	.4%		1.2%	.8%
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%

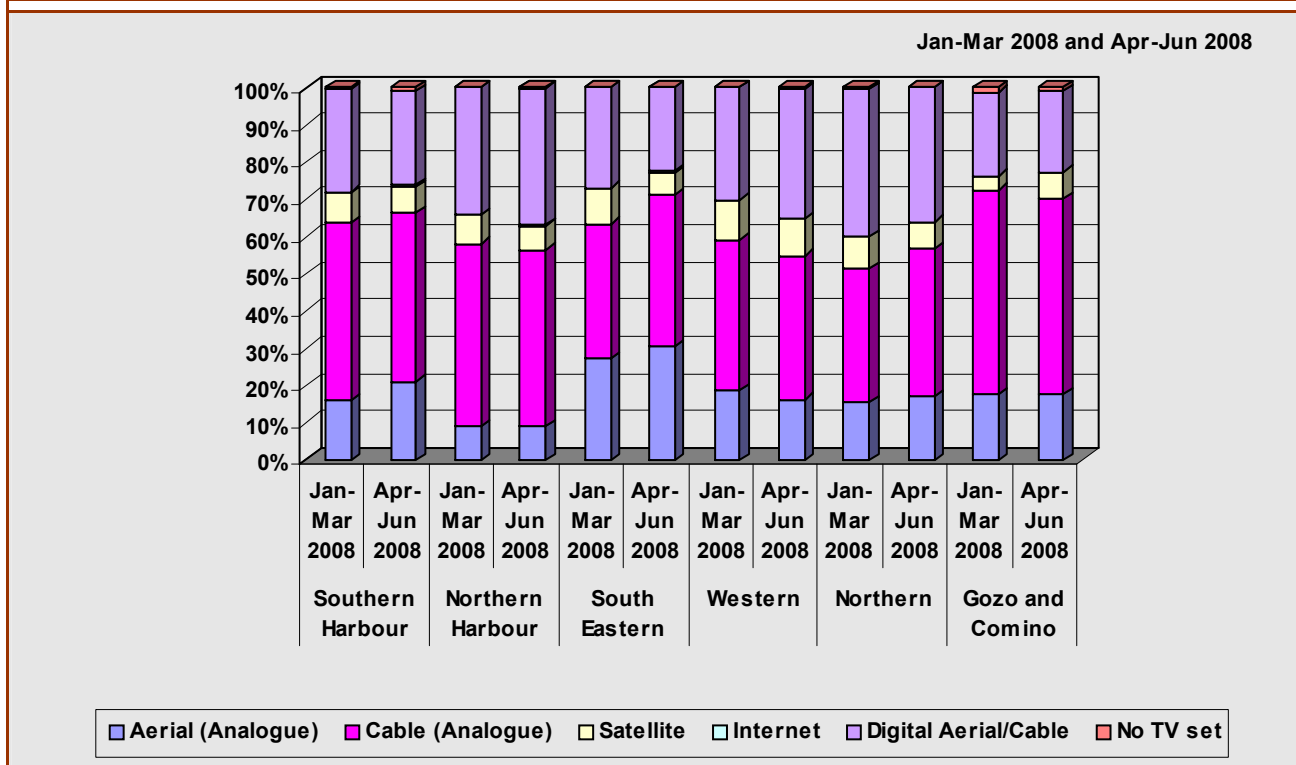


FIGURE 3.13: TV RECEPTION PLATFORM BY DISTRICTS – JAN-MAR 2008 AND APR-JUNE 2008

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 [APR-JUN 2008]

	Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial/Cable
TVM	25.7%	44.4%	3.9%	.3%	25.7%
One TV	20.7%	48.2%	4.3%	.6%	26.2%
Net TV	10.9%	55.4%	8.7%		25.0%
Smash TV	16.7%	50.0%	16.7%		16.7%
Education 22		50.0%			50.0%
ITV					100.0%
Family TV	4.8%	52.4%	9.5%	4.8%	28.6%
Rai 1	18.3%	38.9%	11.9%		31.0%
Rai 2	16.7%	58.3%			25.0%
Rai 3	12.5%	25.0%	25.0%		37.5%
Rete 4	9.7%	51.6%	9.7%		29.0%
Canale 5	20.4%	36.7%	12.2%		30.6%
Italia 1	21.8%	45.5%	7.3%		25.5%
Discovery Channel	4.2%	20.8%	4.2%		70.8%
MTV	16.7%	41.7%			41.7%
BBC Prime		45.5%	27.3%		27.3%
BBC World					100.0%
Other TV Stations	.9%	34.8%	20.5%		43.8%

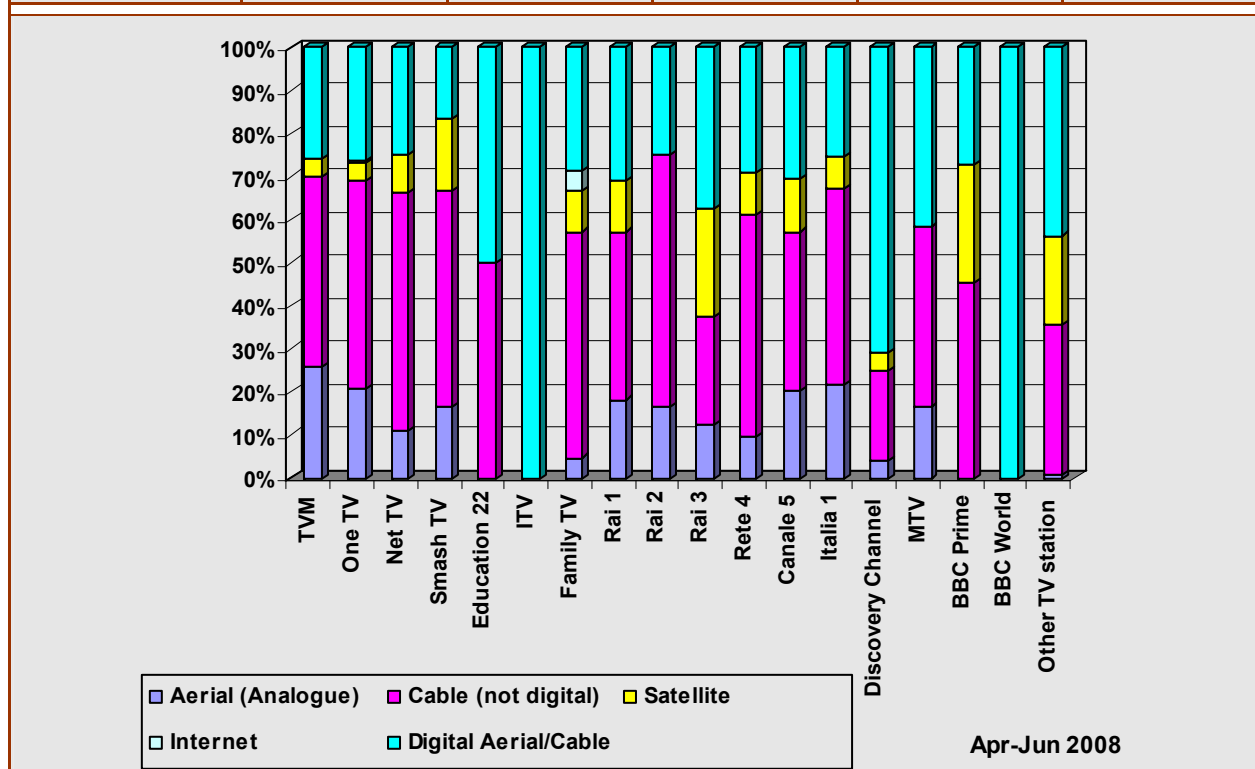
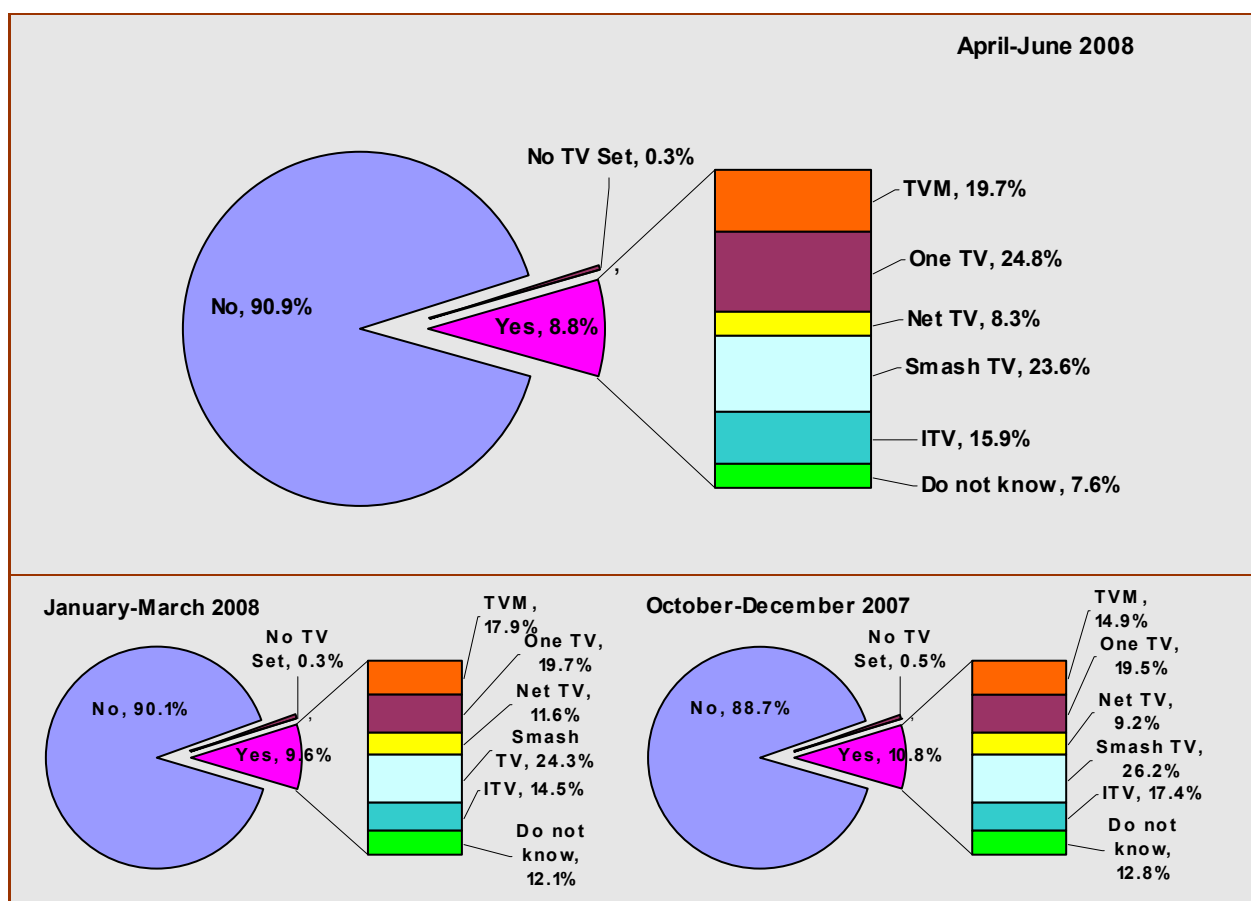


FIGURE 3.14: TV RECEPTION PLATFORM BY BROADCASTING STATION [APR-JUN 2008]

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 8.8% stated that they regularly watched Teleshopping programmes. Of the effective teleshopping programme viewers, 7.6% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme is that broadcast on One TV, followed by Smash TV. The teleshopping dedicated TV station, ITV, ranked fourth with 15.9% - see Figure 3.15 below and Tables 3.8 to 3.11 in Part 2 of this report.



**FIGURE 3.15: TEleshopping BY BROADCASTING STATION
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]**

3.6.1 Teleshopping by Gender and by Age Group

The number of males viewing Teleshopping has increased by 3.6% from 22.5% to 26.1% over the previous period January-March 2008 while female audiences have decreased from 77.5% to 73.9%. During this period the highest percentage of male audiences was reached by ITV with 40.0% while the highest percentage of female audiences was reached by Net TV – see Table 3.18 Figure 3.16 below.

While for this period 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 [15-24 year olds] 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 – see Tables 3.8 and 3.9, Part 2, of this report.

**TABLE 3.18: TEleshopping BY BROADCASTING STATION – BY GENDER AND BY AGE GROUP
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]**

April-June 2008									
	Gender		Age group						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	25.8%	74.2%		12.9%	3.2%	29.0%	32.3%	12.9%	9.7%
One TV	30.8%	69.2%		5.1%	2.6%	15.4%	48.7%	25.6%	2.6%
Net TV	15.4%	84.6%				30.8%	23.1%	30.8%	15.4%
Smash TV	13.5%	86.5%	2.7%	2.7%		27.0%	37.8%	27.0%	2.7%
ITV	40.0%	60.0%		20.0%	4.0%	44.0%	24.0%	4.0%	4.0%
Do not know	33.3%	66.7%	8.3%	16.7%		33.3%	16.7%	8.3%	16.7%
Total "Yes"	26.1%	73.9%	1.3%	8.9%	1.9%	28.0%	34.4%	19.1%	6.4%
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%
Total "Yes"	22.5%	77.5%	.6%	3.5%	3.5%	22.0%	32.4%	30.6%	7.5%
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%
Total "Yes"	31.3%	68.7%	2.1%	6.2%	5.1%	19.0%	40.5%	22.1%	5.1%

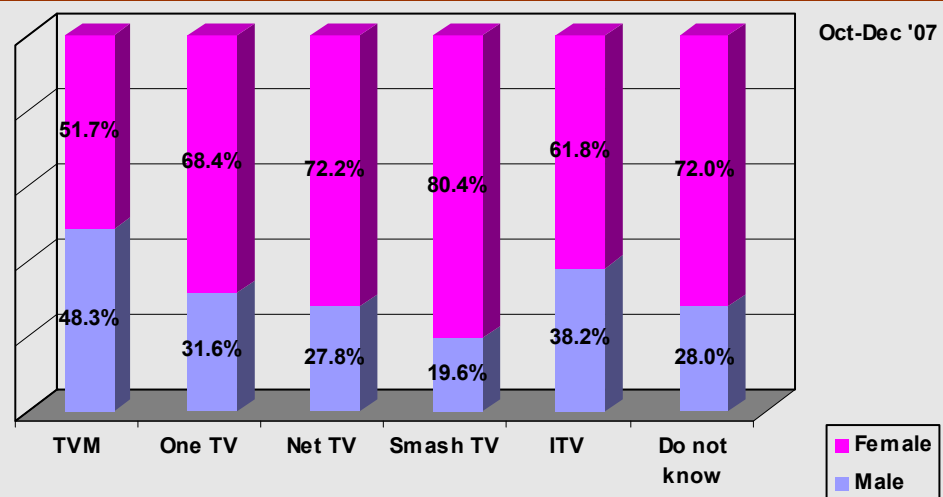
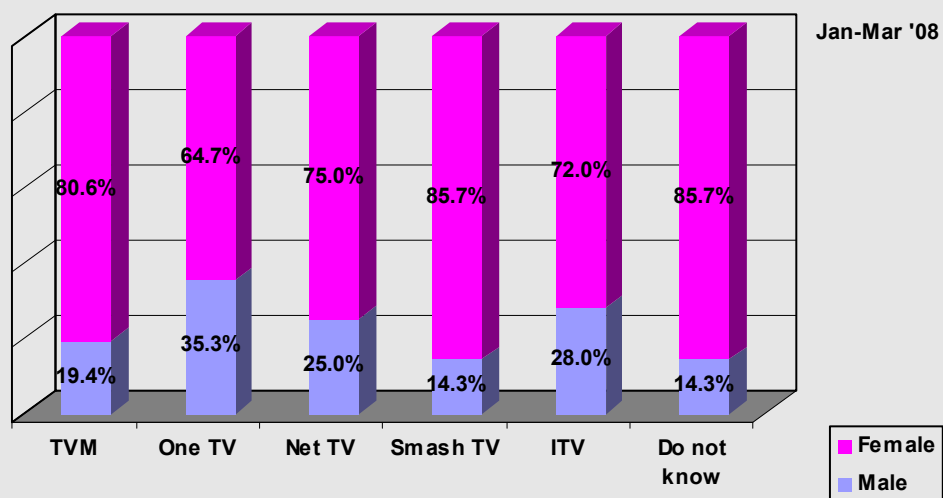
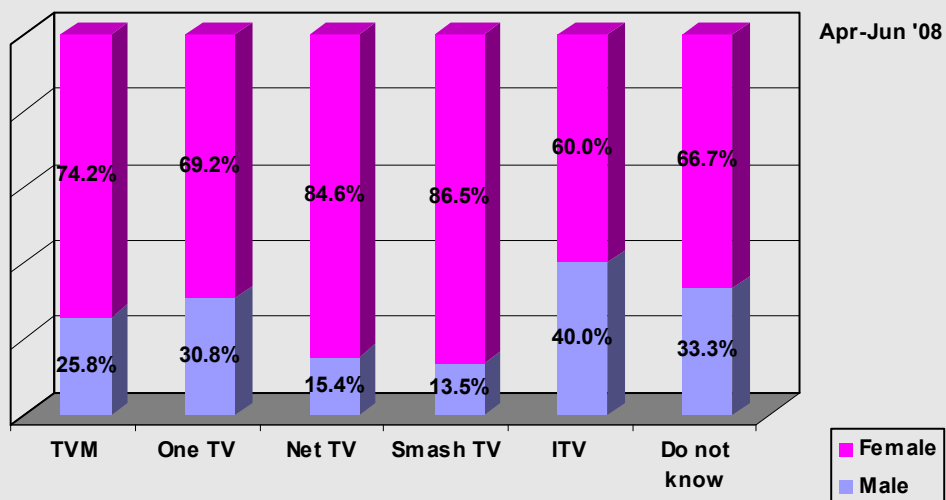


FIGURE 3.16: TEleshopping BY BROADCASTING STATION BY GENDER]
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]

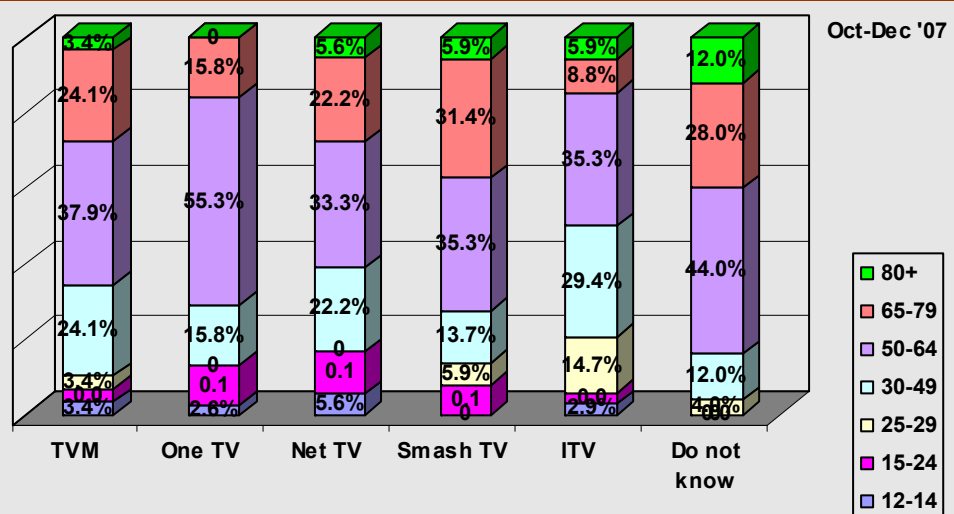
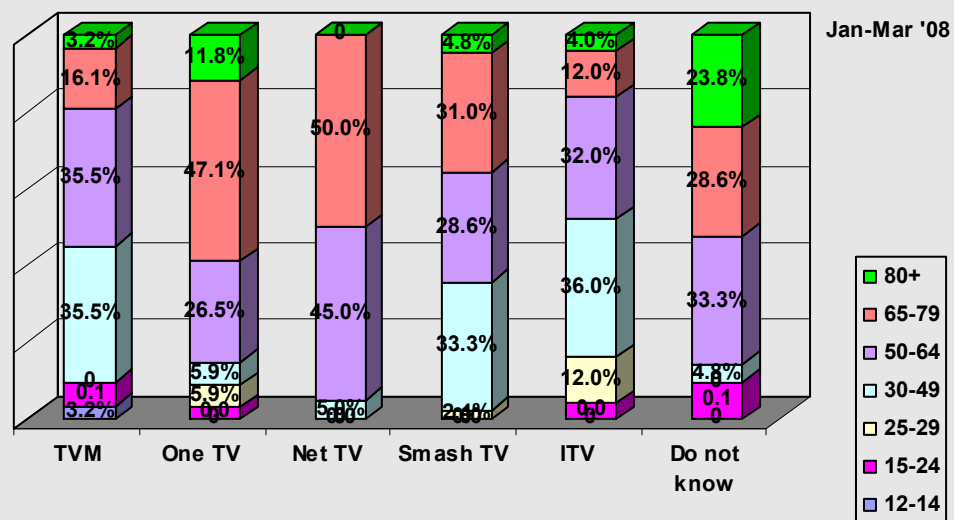
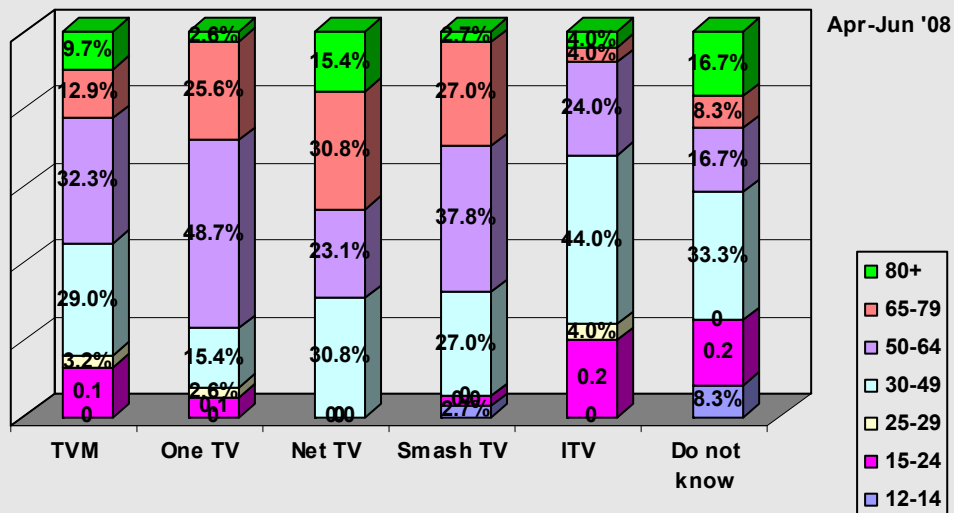


FIGURE 3.17: TEleshopping BY BROADCASTING STATION – BY AGE GROUP
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]

3.6.2 Teleshopping by District

Analysed by district, teleshopping is spread over all the districts while the highest percentages attained by local broadcasting stations are concentrated in two district areas – the Southern Harbour [25.5%] and the Northern Harbour [21.7%]. – see Table 3.19 and Figure 3.18 below and Tables 3.10 and 3.11, Part 2 of this report.

TABLE 3.19: TEleshopping BY BROADCASTING STATION – BY DISTRICT
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]

April-June 2008						
	Districts					
	Southern Harbour	Southern Harbour	Southern Harbour	Southern Harbour	Southern Harbour	Southern Harbour
TVM	25.8%	16.1%	19.4%	19.4%	12.9%	6.5%
One TV	30.8%	30.8%	15.4%	10.3%	10.3%	2.6%
Net TV	23.1%	23.1%	7.7%	15.4%	15.4%	15.4%
Smash TV	10.8%	29.7%	24.3%	10.8%	8.1%	16.2%
ITV	20.0%	24.0%	20.0%	16.0%	12.0%	8.0%
Do not know	16.7%	25.0%	33.3%	8.3%	16.7%	
Total “Yes”	21.7%	25.5%	19.7%	13.4%	11.5%	8.3%
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%

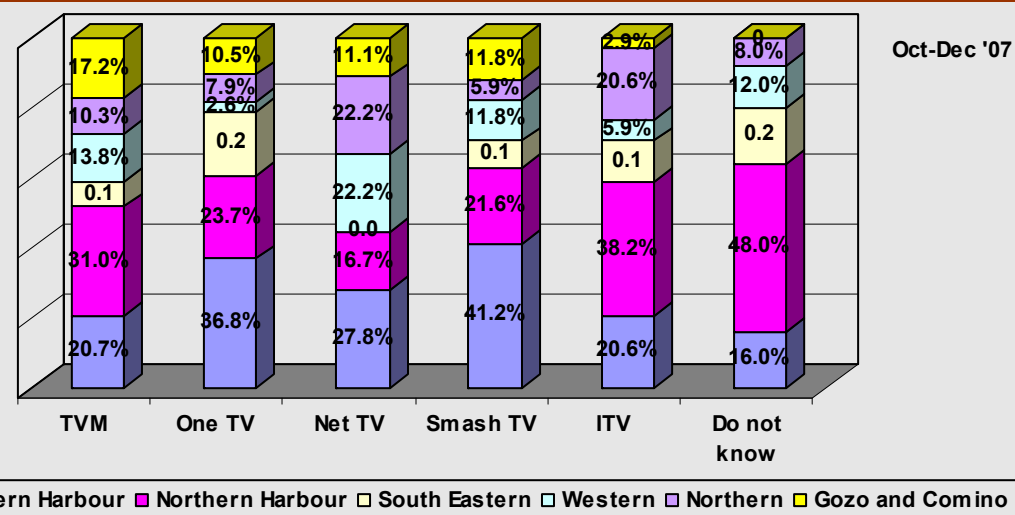
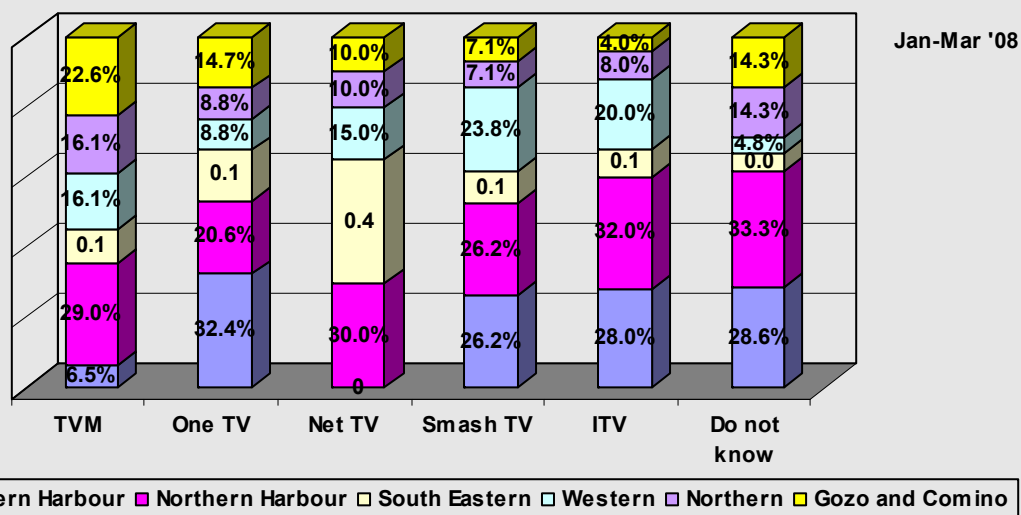
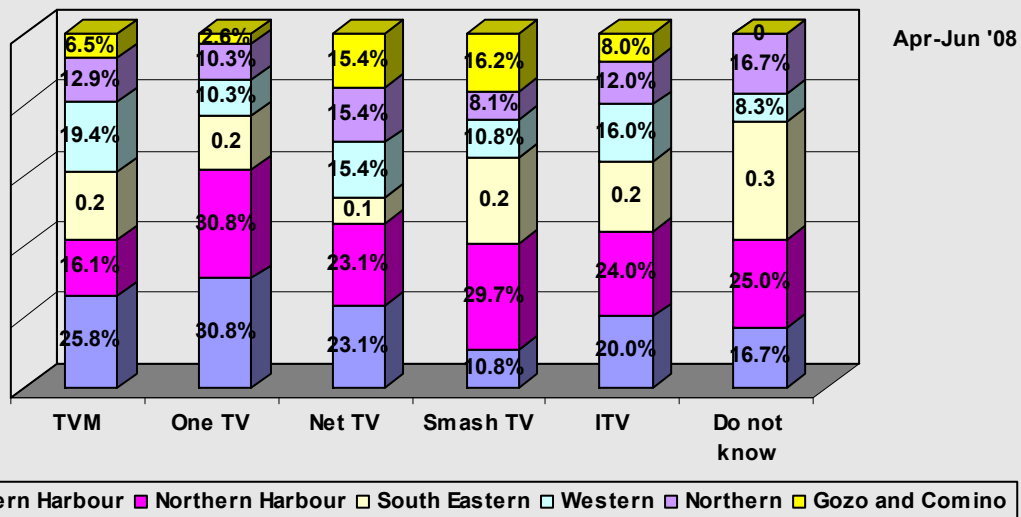


FIGURE 3.18: TELESHPPING BY BROADCASTING STATION – BY DISTRICT
[APR-JUN 2008, JAN-MAR 2008 AND OCT-DEC 2007]

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 [1.76%] with its highest average being on Mondays [2.23%]. This was followed by Radio Calypso with the next highest daily average [0.94%] while reaching its highest on Tuesdays [1.32%]; and Bay Radio [0.76%] reaching its highest also on Thursdays [0.99%].

TABLE 4.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2008]

	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 STATIONS
ALL															
Mondays	0.45	0.00	0.48	2.23	0.25	0.88	0.67	0.38	0.13	0.23	0.04	0.82	0.40	0.10	0.00
Tuesdays	0.38	0.06	0.26	1.89	0.36	0.94	1.32	0.38	0.20	0.77	0.05	0.48	0.41	0.02	0.00
Wednesdays	0.19	0.00	0.35	1.25	0.97	0.42	1.17	0.55	0.35	0.40	0.01	0.46	0.73	0.40	0.00
Thursdays	0.64	0.06	0.51	1.80	0.46	0.99	0.86	0.48	0.09	0.23	0.02	0.50	0.52	0.39	0.04
Fridays	0.62	0.00	0.25	1.80	0.32	0.88	0.78	0.47	0.07	0.41	0.10	0.03	0.36	0.11	0.10
Saturdays	0.40	0.01	0.74	1.86	0.31	0.73	0.99	0.69	0.17	0.47	0.00	0.38	0.08	0.02	0.04
Sundays	0.16	0.02	0.10	1.49	0.14	0.48	0.79	0.50	0.13	0.58	0.03	0.40	0.16	0.11	0.02
Total Daily Average	0.40	0.02	0.38	1.76	0.40	0.76	0.94	0.49	0.16	0.44	0.04	0.44	0.38	0.17	0.03

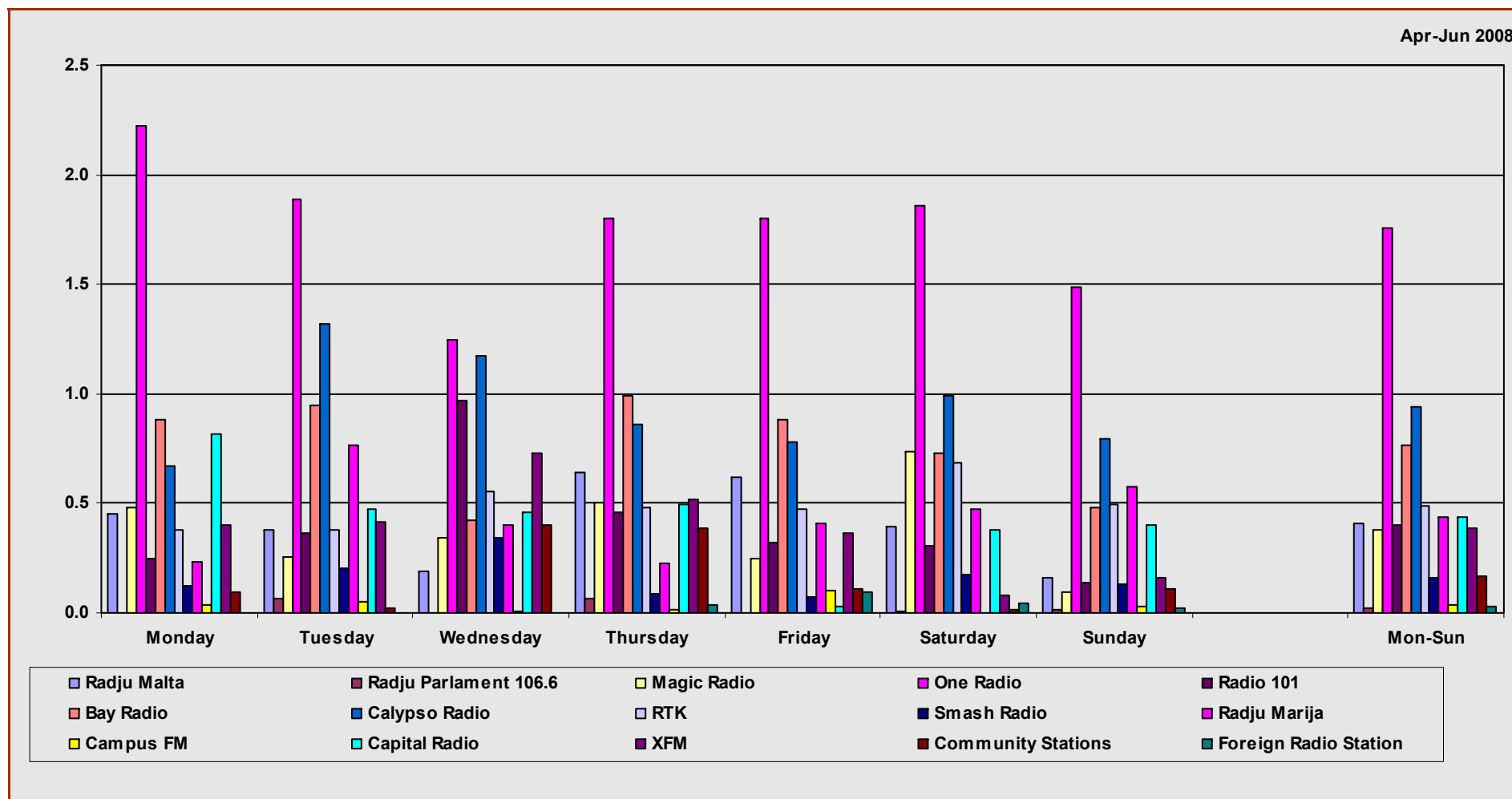


FIGURE 4.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE – APR-JUN 2008

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 [APR-JUN 2008]

	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	2.66	0.00	1.14	5.70	1.14	3.04	3.42	1.14	0.38	1.14	0.76	2.28	1.14	0.38	0.00
Tue	1.16	0.39	1.55	5.43	1.16	3.49	4.65	1.16	1.16	2.33	0.39	1.55	1.16	0.39	0.00
Wed	0.75	0.00	1.13	3.40	2.26	3.40	4.15	2.26	1.51	1.51	0.38	1.51	3.02	0.75	0.00
Thu	3.03	0.38	1.52	6.06	1.89	4.55	3.41	1.89	0.76	1.14	0.38	2.27	1.52	1.14	0.38
Fri	2.32	0.00	1.54	6.56	1.16	3.47	2.32	2.32	0.39	1.54	0.39	0.39	1.54	0.77	0.39
Sat	2.38	0.40	1.59	5.95	1.59	4.37	3.17	2.78	0.79	1.98	0.00	1.59	0.40	0.40	0.40
Sun	0.77	0.38	1.15	3.85	1.15	2.69	3.46	1.54	1.15	1.54	0.38	1.92	1.15	0.77	0.38
Highest Peak	3.03	0.40	1.59	6.56	2.26	4.55	4.65	2.78	1.51	2.33	0.76	2.28	3.02	1.14	0.40

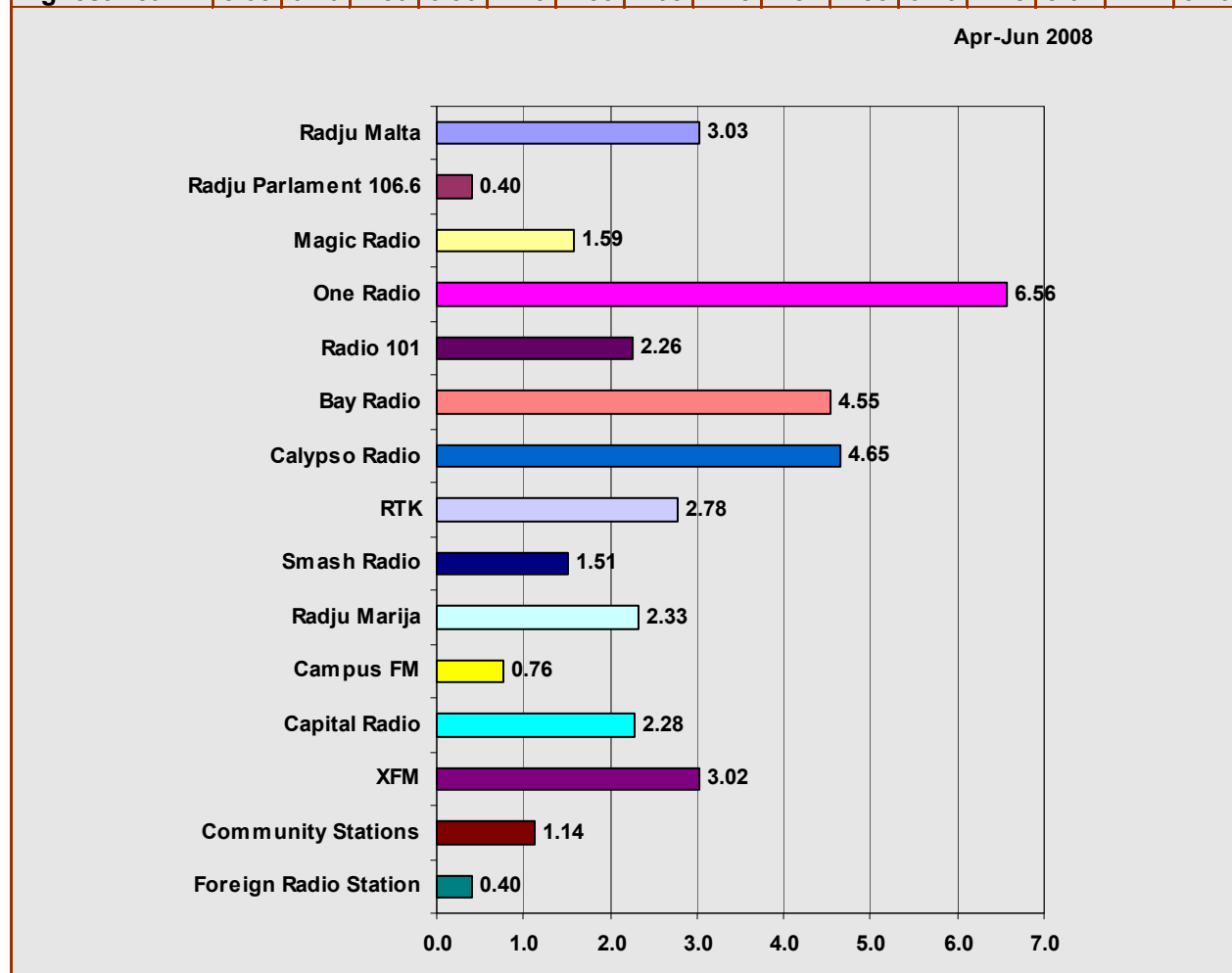


FIGURE 4.2: RADIO WEEKDAY PEAK AUDIENCES – APR-JUN 2008

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.

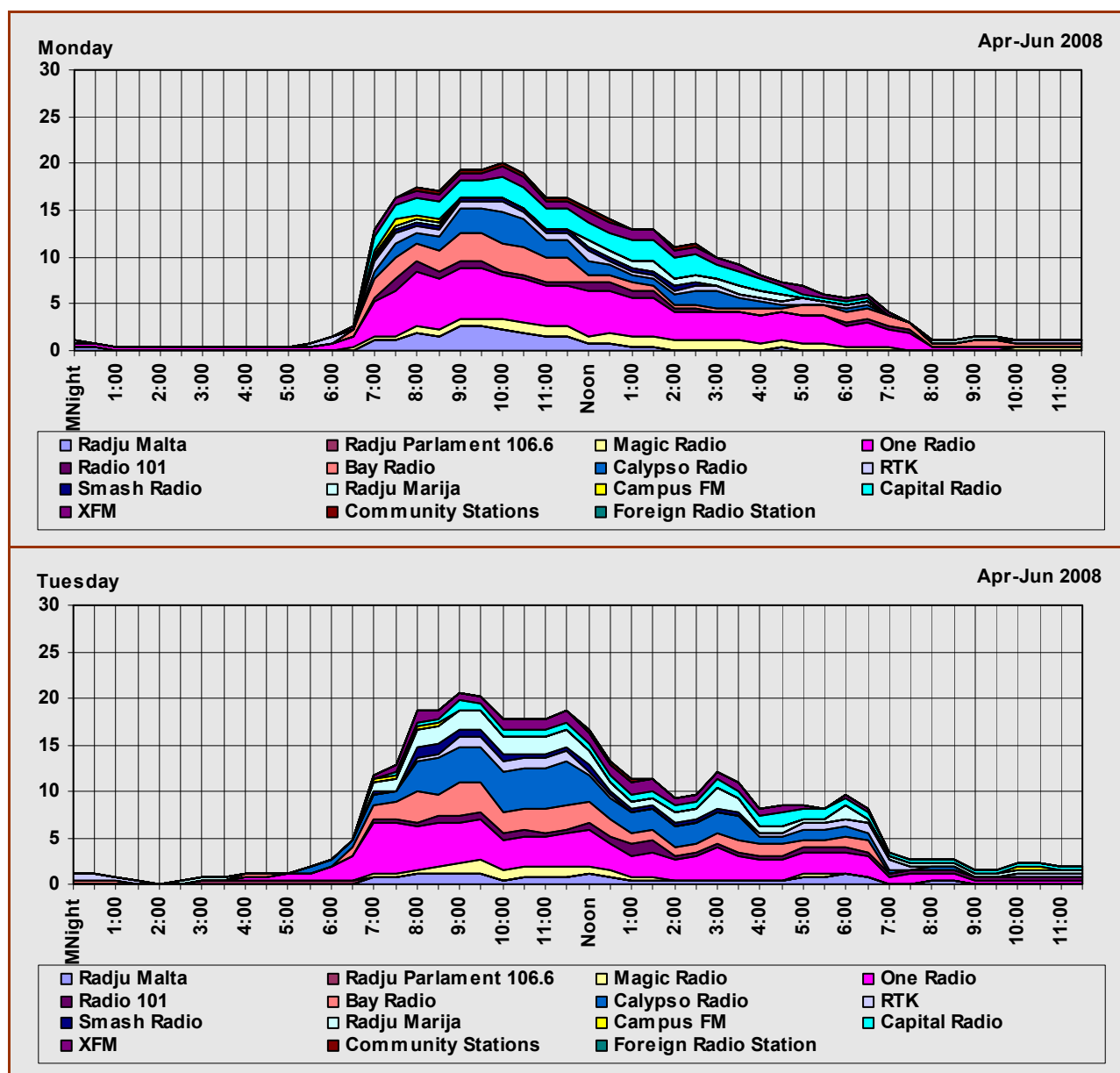


FIGURE 4.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

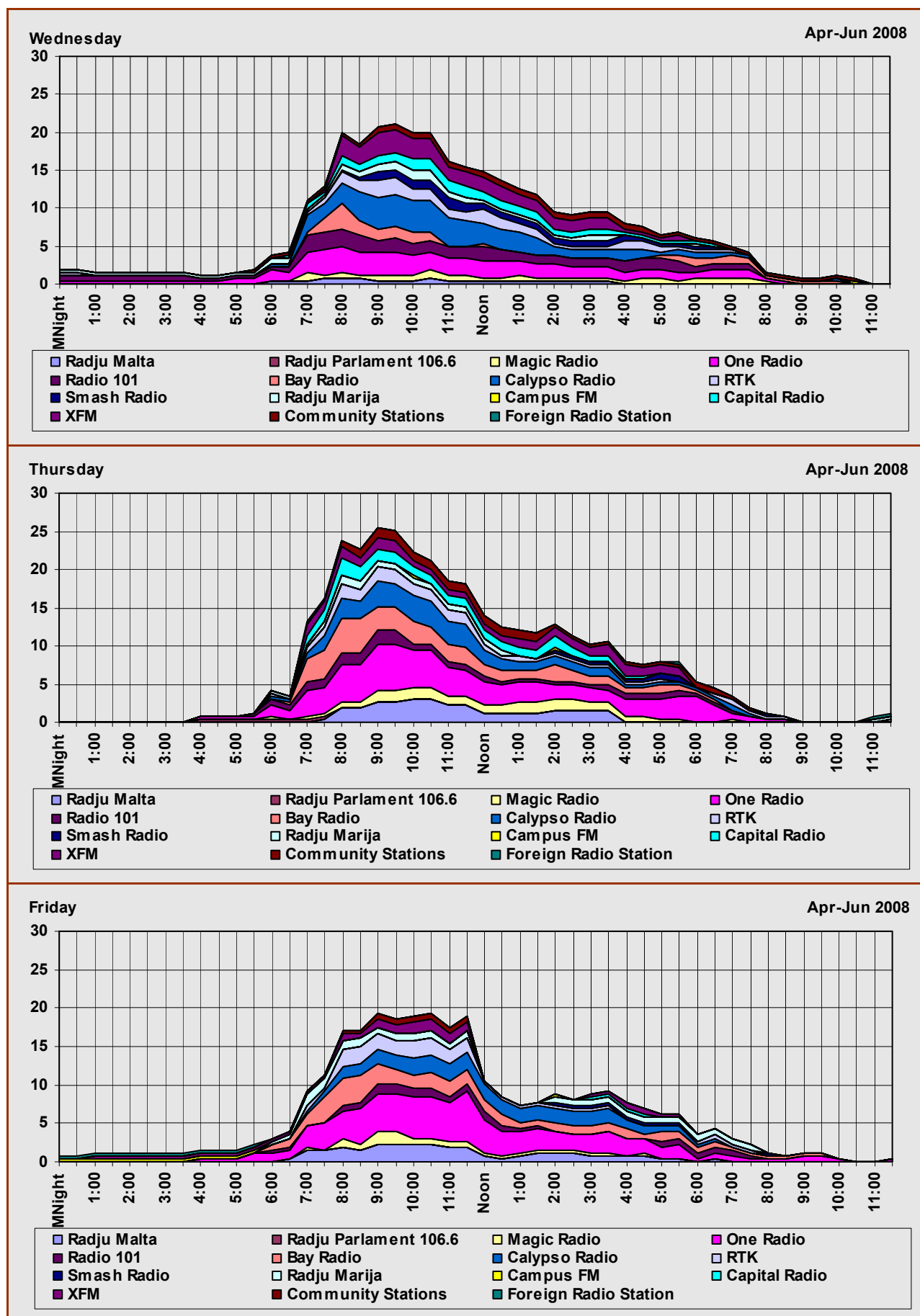


FIGURE 4.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

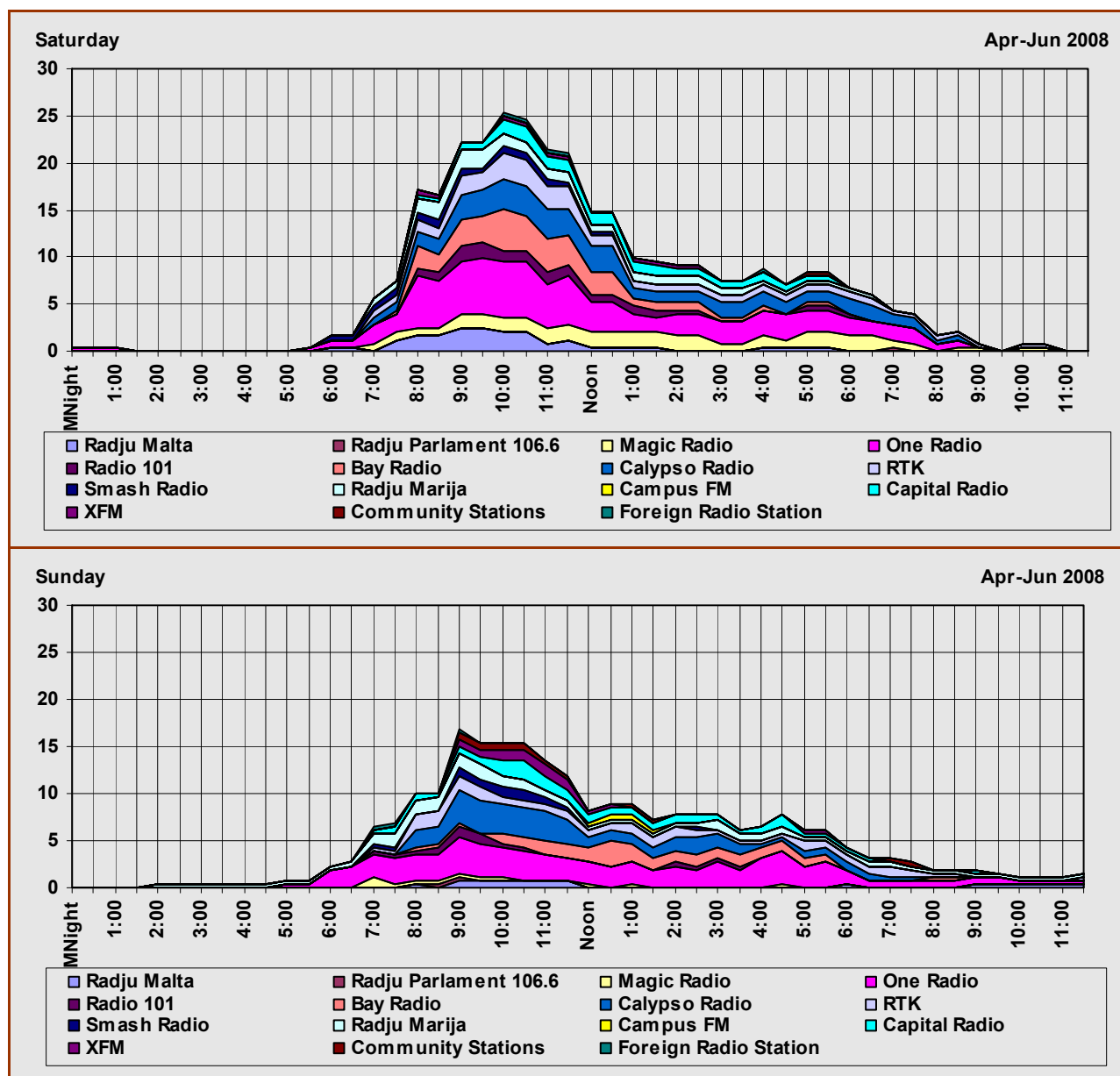


FIGURE4.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY - SUNDAY

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	5.9	0.3	5.6	25.8	5.9	11.2	13.8	7.2	2.4	6.4	0.5	6.4	5.6	2.4	0.4

Radio: Apr-Jun 2008

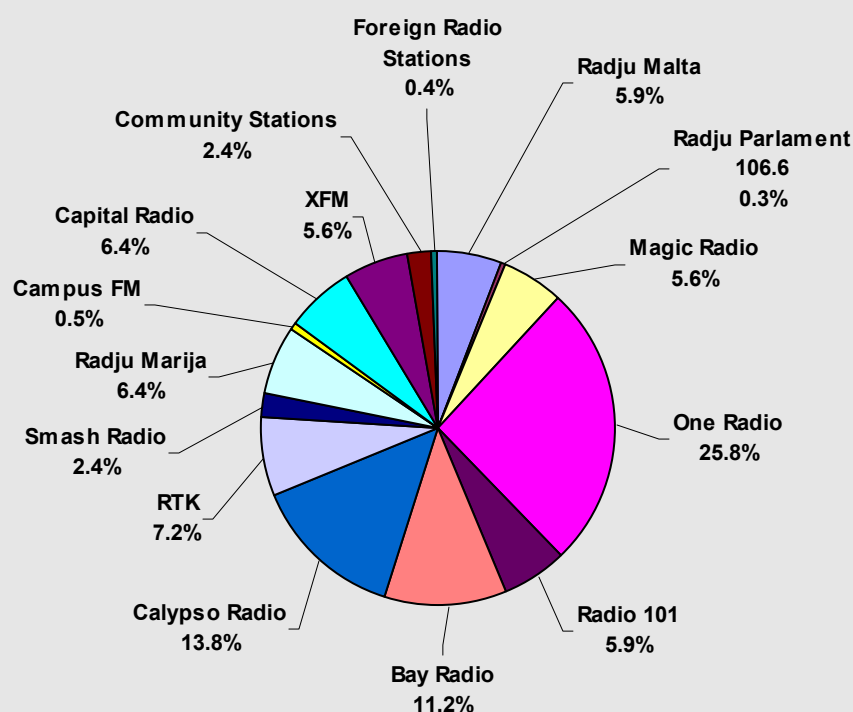


FIGURE 4.4: RADIO TOTAL DAILY AVERAGE AUDIENCE – APR-JUN 2008

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, TVM has attained the highest daily average [1.68%] with its highest average being on Fridays [3.45%]. This was followed by One TV with the next highest daily average [1.00%] and reaching its highest average on Tuesdays [1.35%].

TABLE 5.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2008]

ALL	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAMILY TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Mondays	1.31	1.16	0.53	0.02	0.00	0.00	0.26	0.54	0.02	0.10	0.09	0.24	0.26	0.12	0.03	0.08	0.00	0.49
Tuesdays	1.29	1.35	0.38	0.03	0.00	0.00	0.06	0.81	0.09	0.02	0.08	0.40	0.20	0.10	0.00	0.06	0.00	0.92
Wednesdays	0.95	0.86	0.76	0.08	0.00	0.00	0.25	0.94	0.04	0.03	0.19	0.22	0.39	0.05	0.03	0.12	0.00	0.79
Thursdays	1.61	0.77	0.43	0.00	0.00	0.05	0.24	0.90	0.05	0.03	0.19	0.11	0.15	0.06	0.13	0.00	0.05	0.53
Fridays	3.45	1.02	0.18	0.00	0.00	0.00	0.04	0.54	0.13	0.00	0.11	0.08	0.20	0.11	0.08	0.00	0.00	0.43
Saturdays	1.47	0.85	0.50	0.00	0.09	0.00	0.09	0.72	0.02	0.00	0.19	0.45	0.23	0.09	0.05	0.03	0.00	0.82
Sundays	1.70	1.01	0.24	0.05	0.00	0.00	0.16	0.89	0.06	0.09	0.07	0.53	0.41	0.16	0.03	0.00	0.02	0.77
Daily Average	1.68	1.00	0.43	0.03	0.01	0.01	0.16	0.76	0.06	0.04	0.13	0.29	0.26	0.10	0.05	0.04	0.01	0.68

Apr-Jun 2008

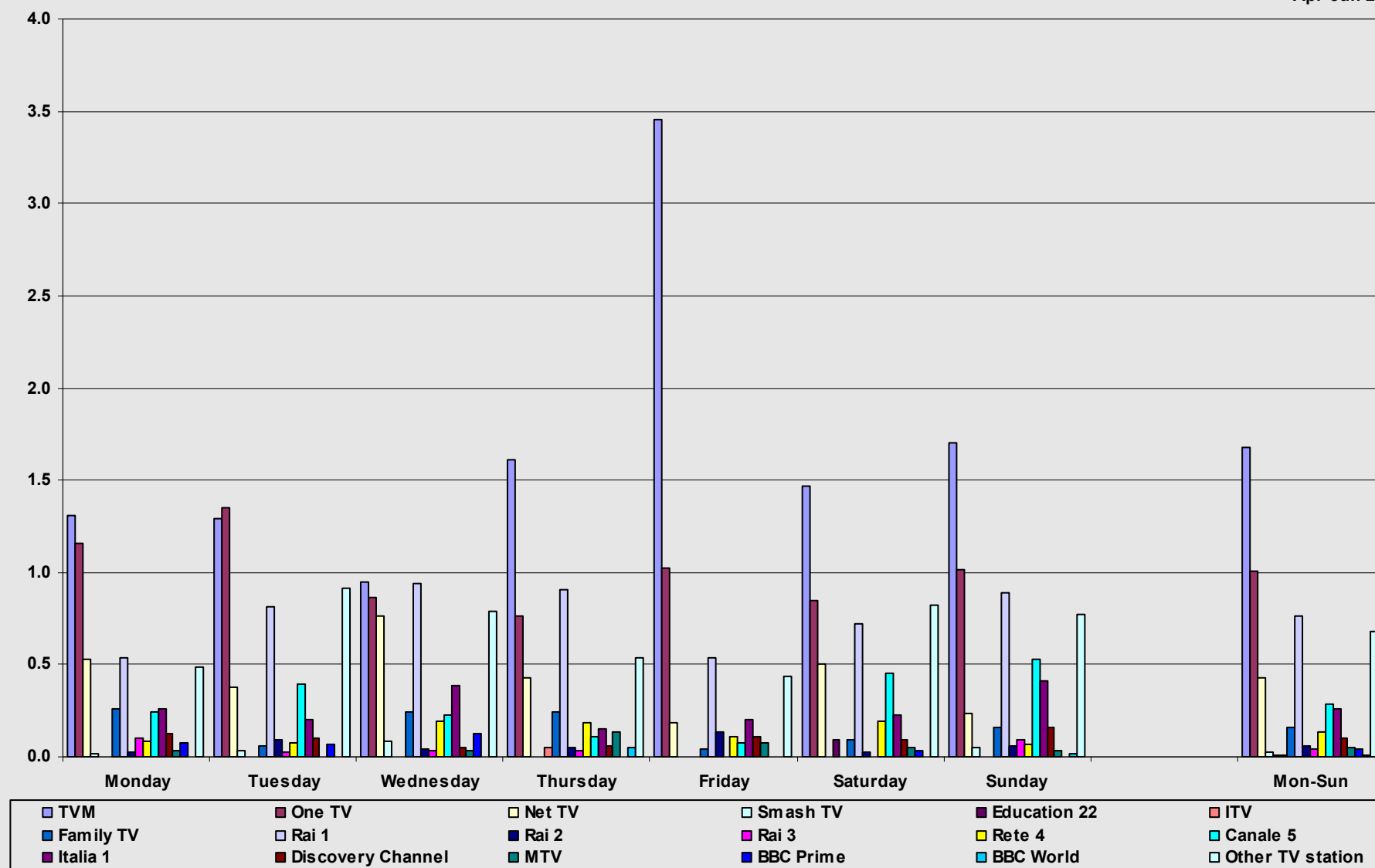


FIGURE 5.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE – APR-JUN 2008

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 [APR-JUN 2008]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAMILY TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Mondays	14.07	5.32	6.84	0.38	0.00	0.00	1.14	5.70	0.38	0.76	1.14	1.90	1.90	1.14	0.76	0.38	0.00	3.04
Tuesdays	9.69	11.63	2.71	0.39	0.00	0.00	0.78	8.14	0.39	0.39	0.78	1.55	1.55	0.78	0.00	0.78	0.00	4.26
Wednesdays	11.32	5.28	4.91	0.75	0.00	0.00	0.75	7.17	0.38	0.38	1.89	2.64	2.26	0.38	0.38	0.75	0.00	4.53
Thursdays	10.98	7.20	4.92	0.00	0.00	0.38	1.14	7.20	0.38	0.38	1.14	1.52	1.52	0.38	0.76	0.00	0.38	3.03
Fridays	27.03	3.86	1.54	0.00	0.00	0.00	0.39	2.70	1.16	0.00	0.77	0.77	1.16	0.77	0.77	0.00	0.00	1.54
Saturdays	9.92	5.16	2.78	0.00	0.40	0.00	0.40	4.37	0.40	0.00	1.59	2.78	1.19	0.79	0.40	0.40	0.00	1.98
Sundays	15.38	5.00	2.69	0.38	0.00	0.00	0.38	7.31	0.77	0.77	0.77	3.08	1.92	1.92	0.38	0.00	0.38	3.08
Highest Peak	27.03	11.63	6.84	0.75	0.40	0.38	1.14	8.14	1.16	0.77	1.89	3.08	2.26	1.92	0.77	0.78	0.38	4.53

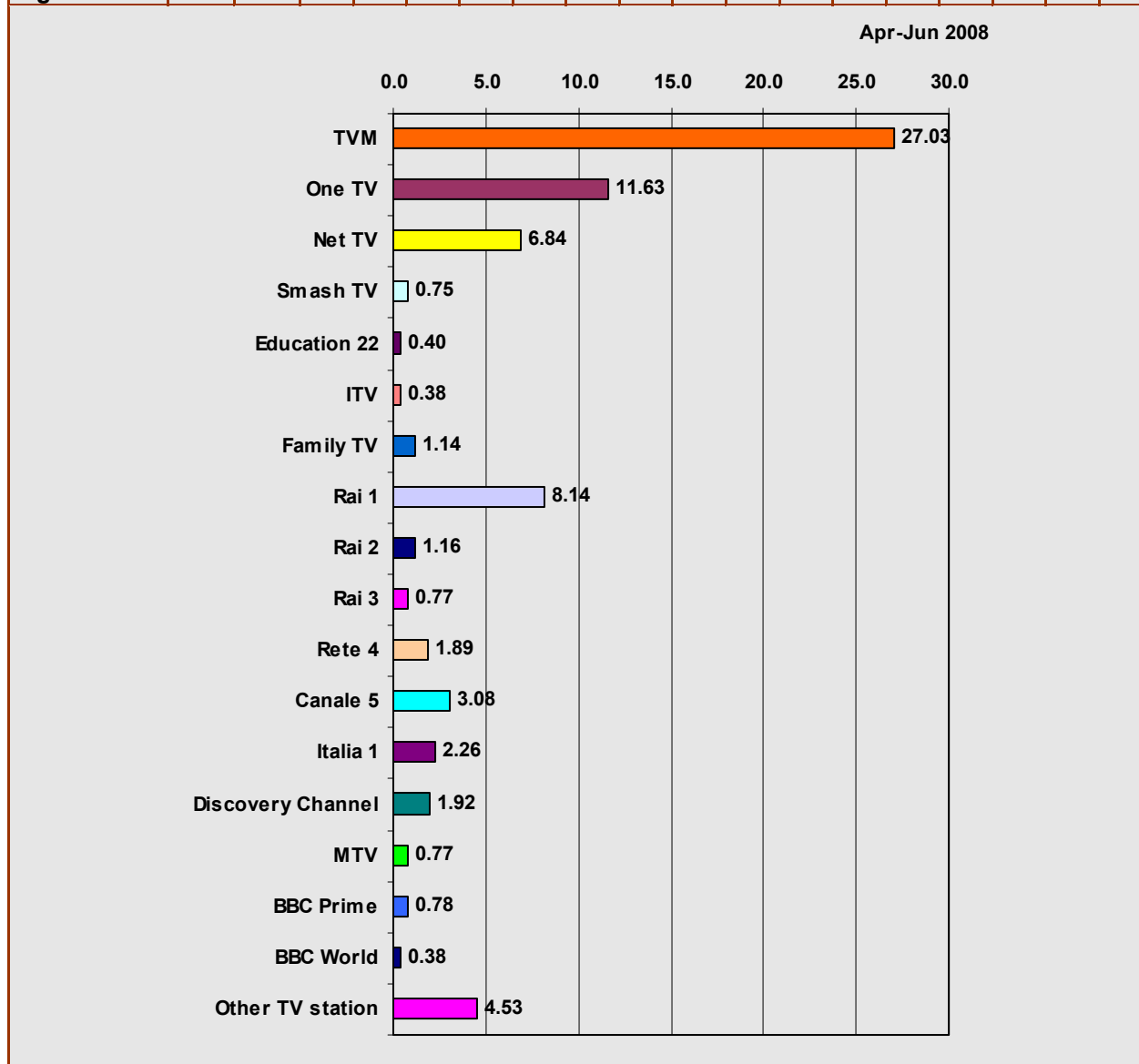


FIGURE 5.2: TV WEEKDAY PEAK AUDIENCES – APR-JUN 2008

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.

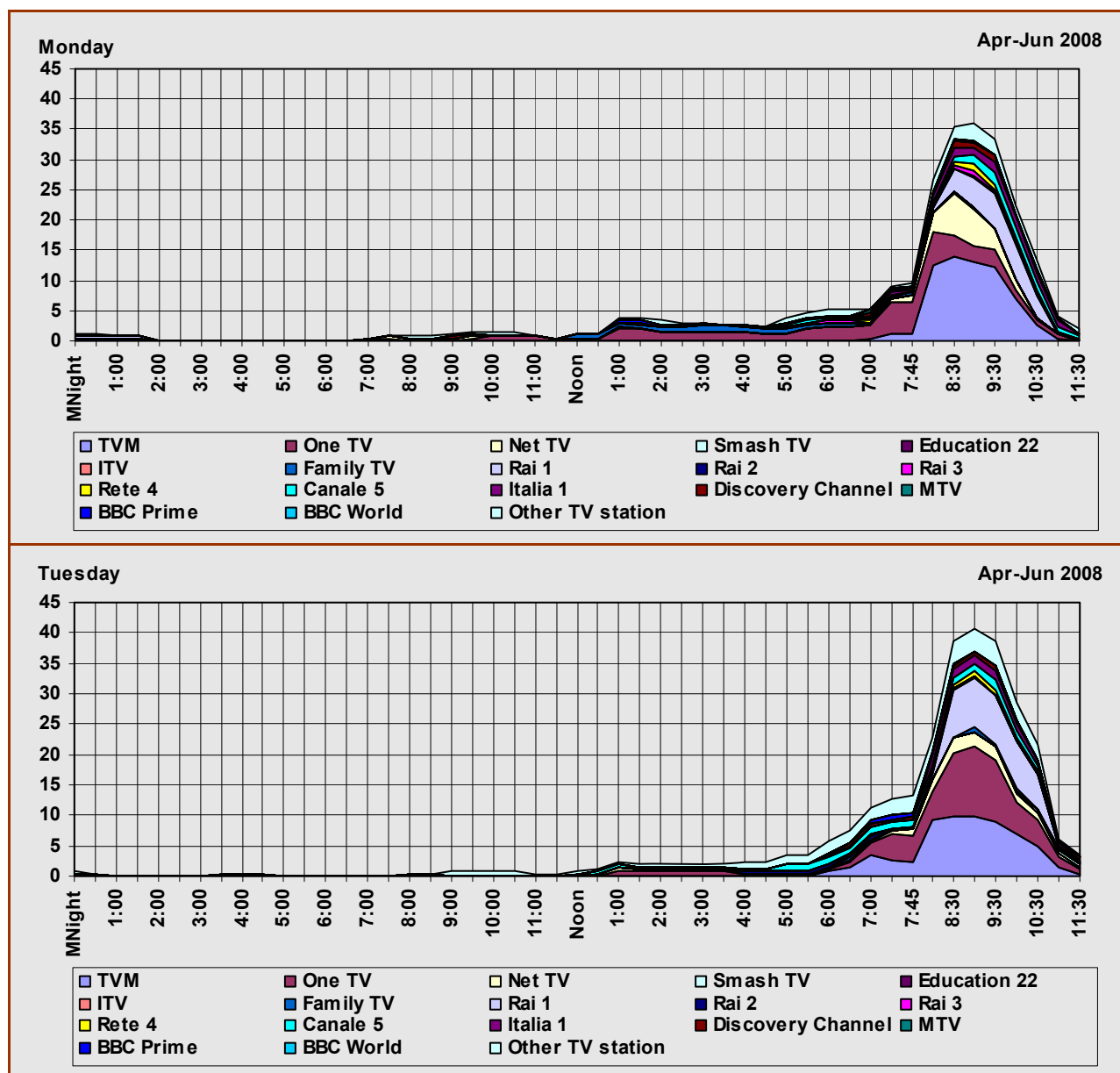


FIGURE 5.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

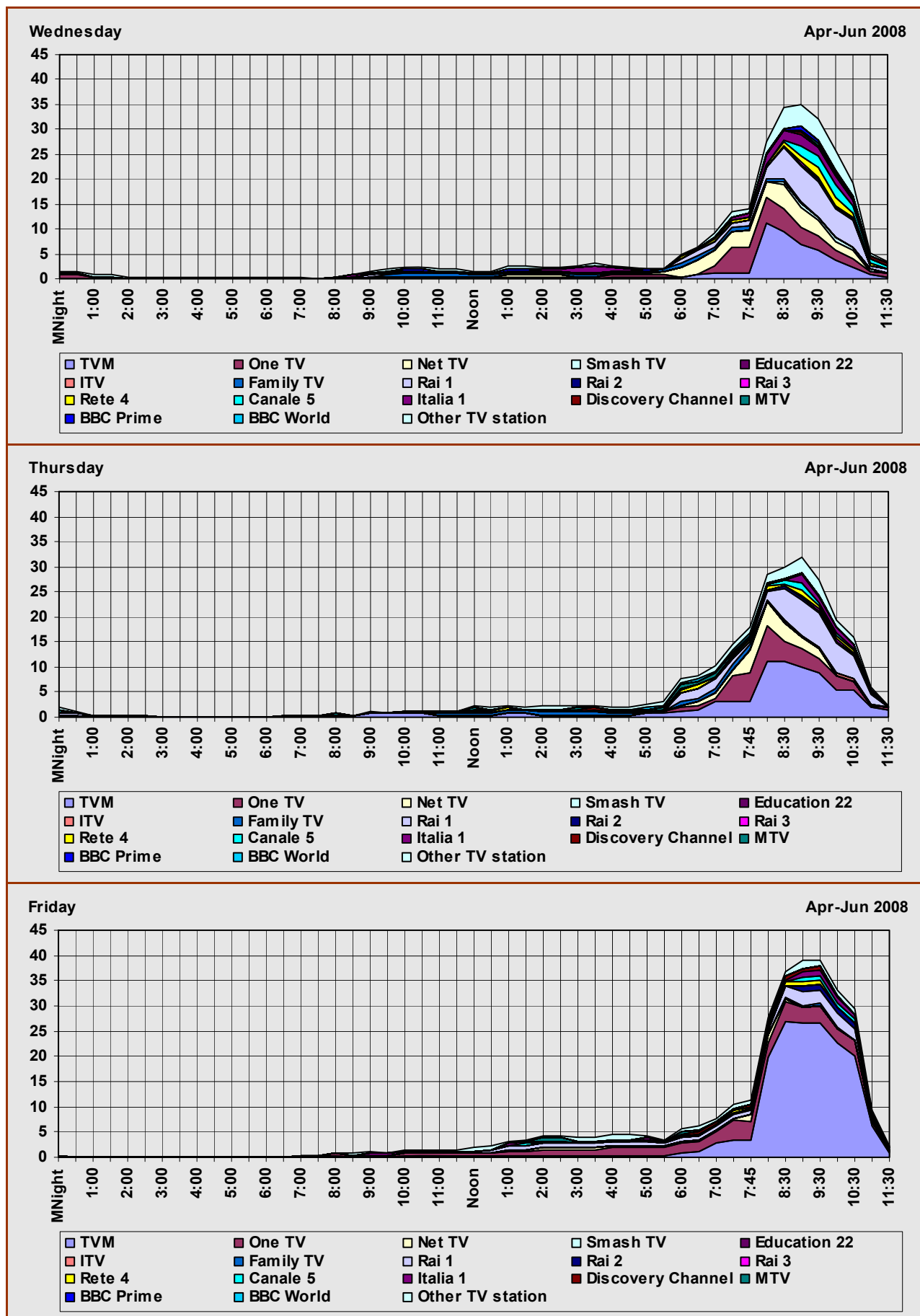


FIGURE 5.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

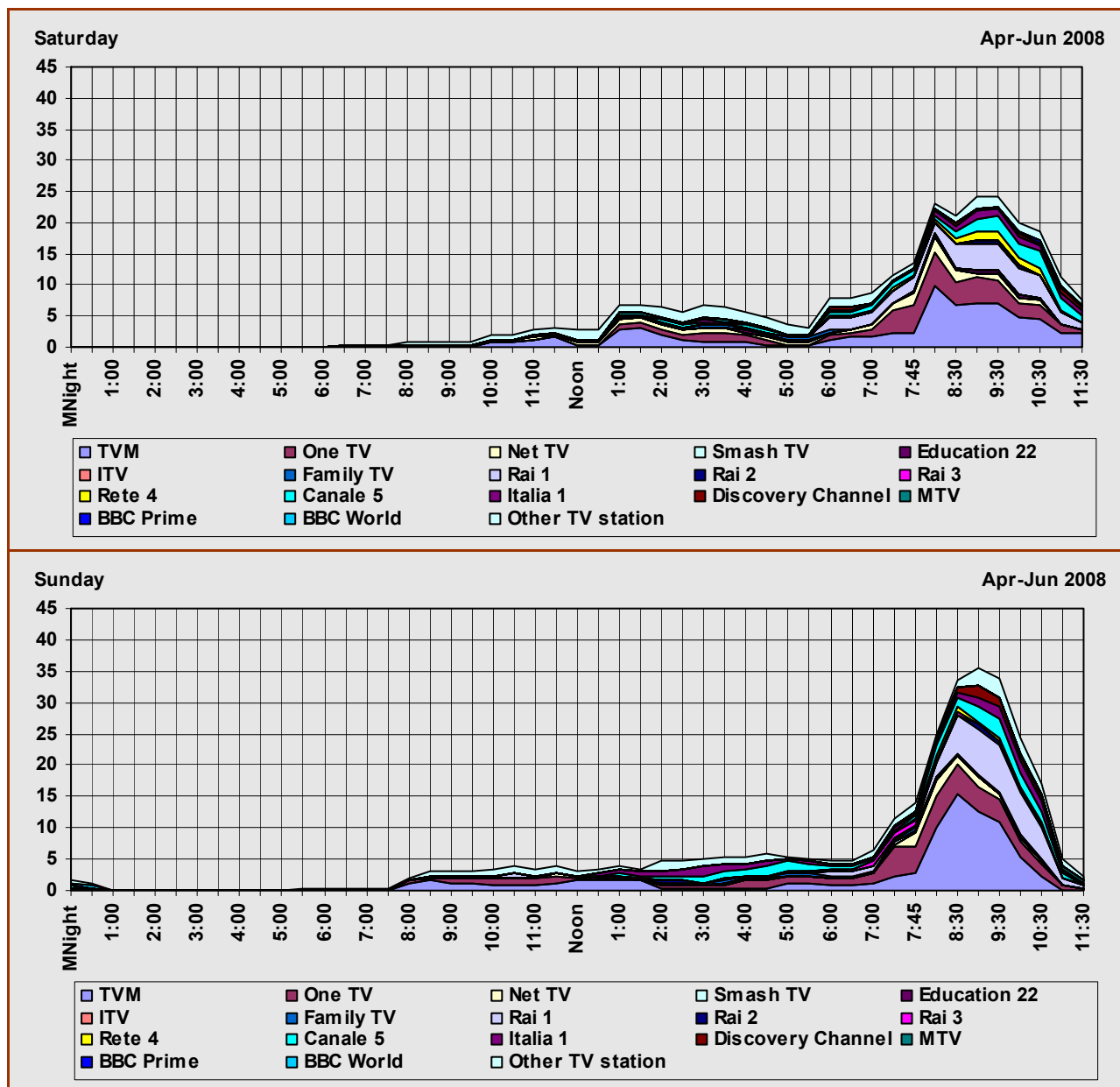


FIGURE 5.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

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	ITV	FAMILY TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Total Avg.	29.3	17.5	7.5	0.4	0.2	0.1	2.7	13.3	1.1	0.7	2.3	5.0	4.6	1.7	0.9	0.7	0.2	11.8

TV: Apr-Jun 2008

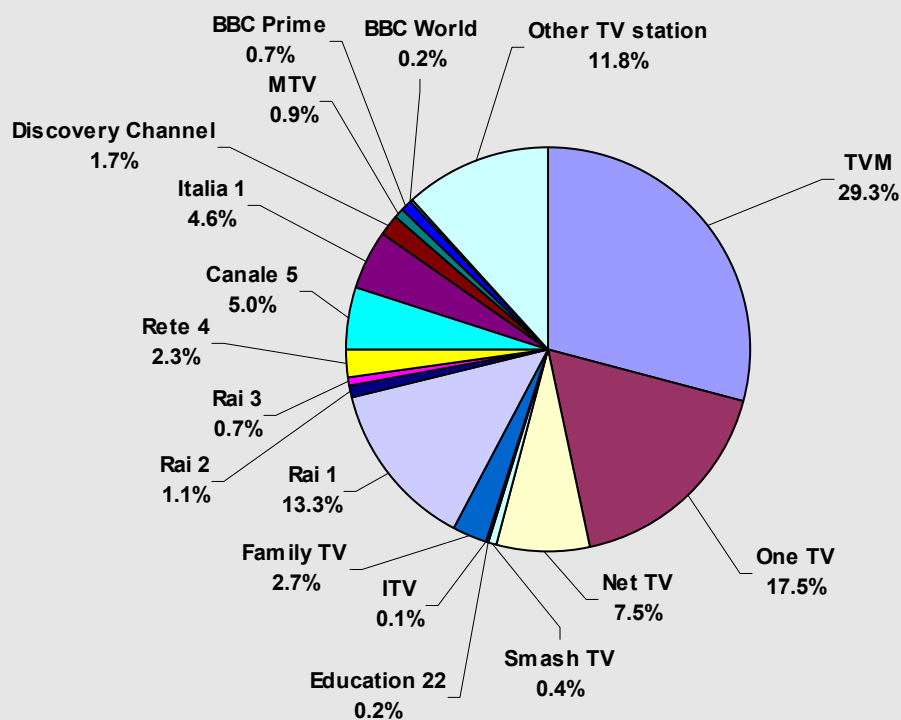


FIGURE 5.4: TV TOTAL DAILY TV AVERAGE AUDIENCE – APRIL-JUNE 2008

6. RADIO AND TV CONSUMPTION

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis listening/viewing 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 3.63hrs [Jan-Mar 2008: 3.40 hrs; Oct-Dec 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 [APR-JUN 2008]

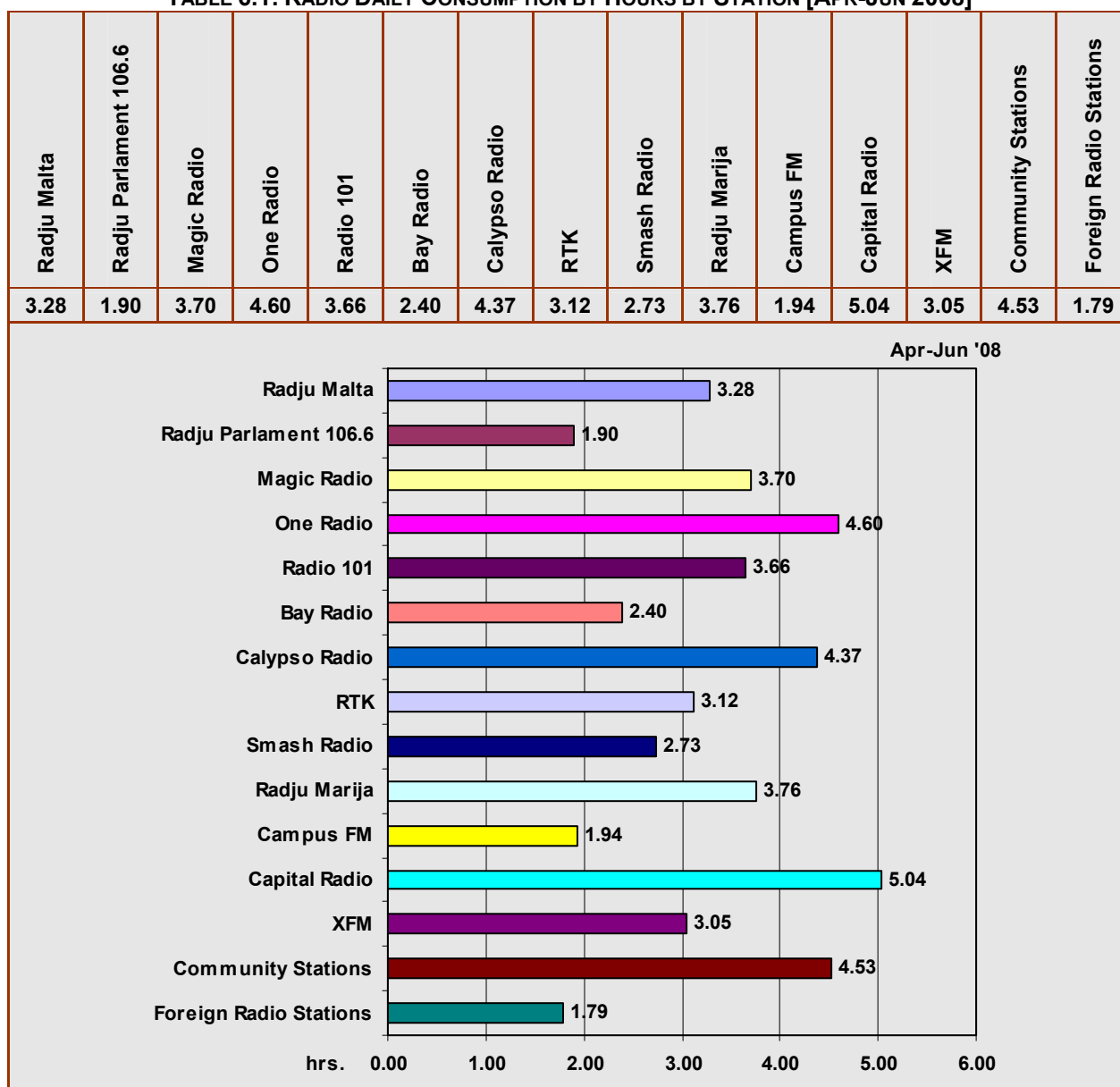


FIGURE 6.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2008]

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 1.64hrs [Jan-Mar 2008: 1.54hrs; Oct-Dec 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 1.19hrs [Jan-Mar 2008: 2.24hrs; Oct-Dec 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 [APR-JUN 2008]

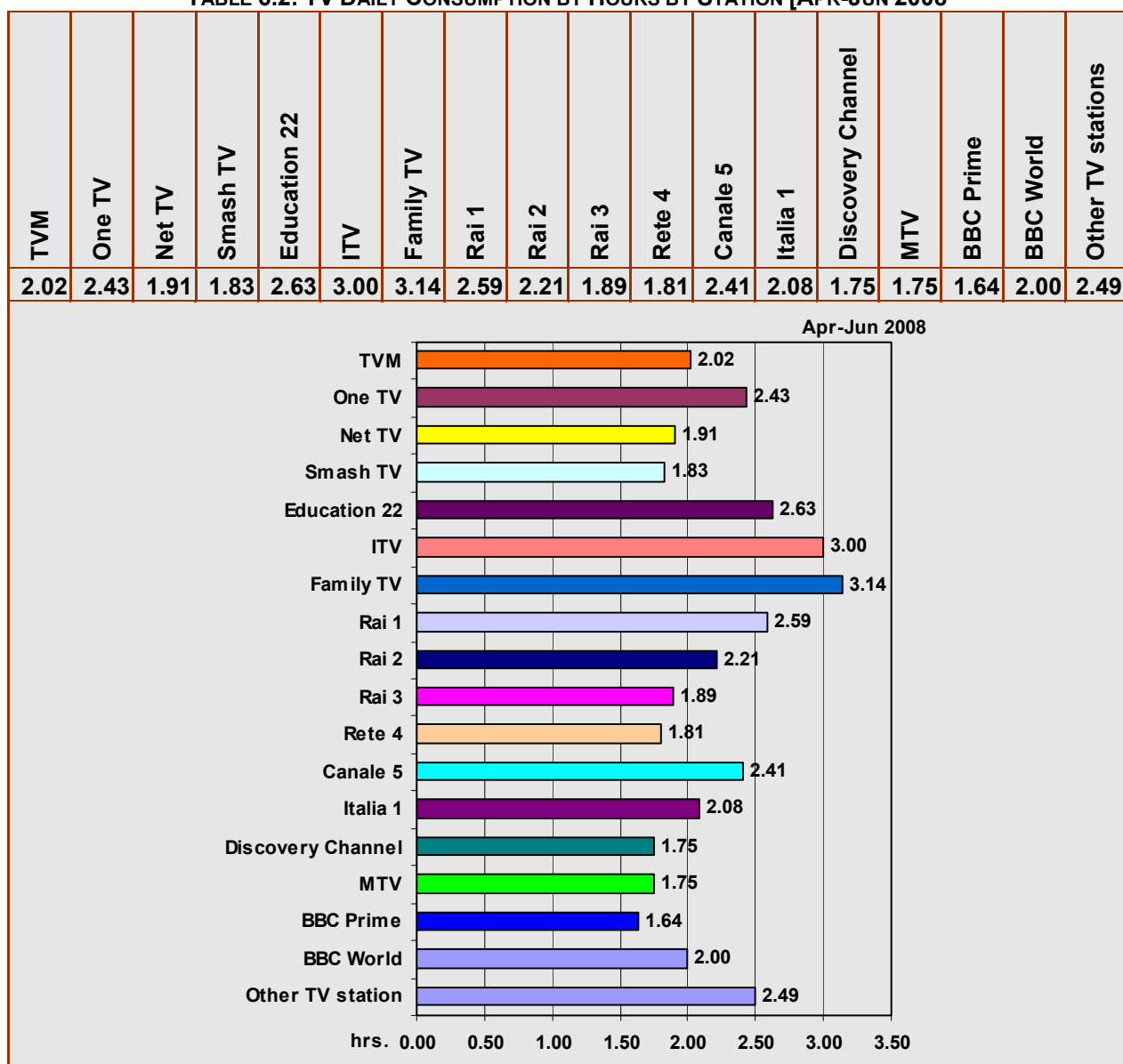


FIGURE 6.2: TV DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2008]

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 0.72hrs [Jan-Mar 2008: 1.16hrs; Oct-Dec 2007: 1.38hrs] every day.

7. BROADCASTING STATION ANALYSIS BY WEEKDAY AND BY MONTH

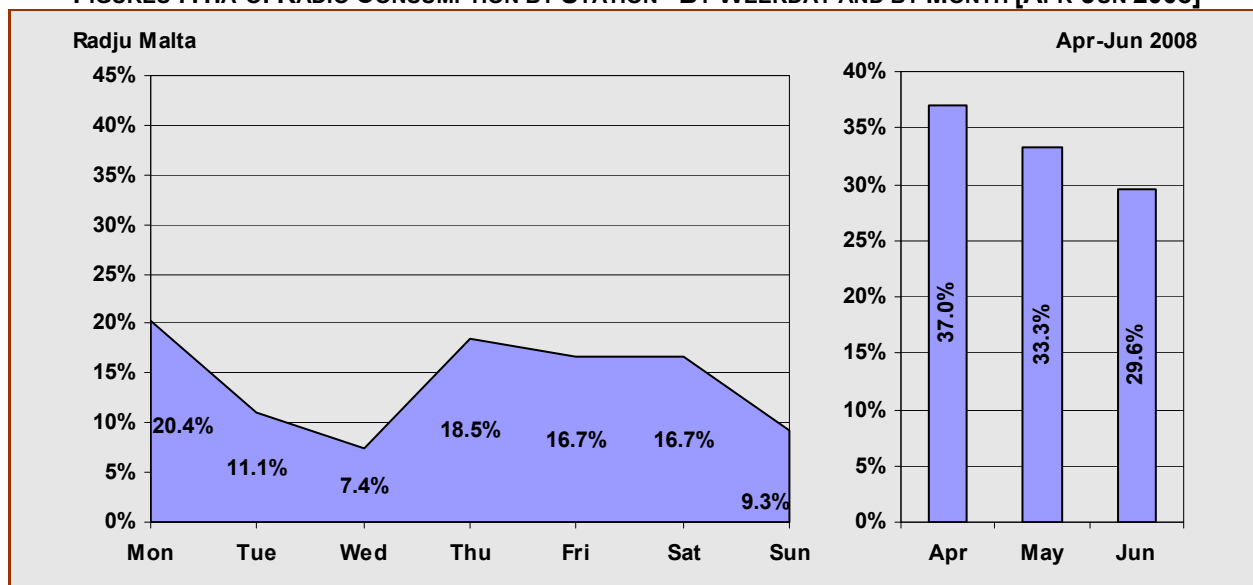
Each station's audiences were analysed by week-day and by month and the following figures depict the spread of each station's audiences. These would give an indication of the effectiveness of each station's programme schedules.

7.1 RADIO CONSUMPTION BY STATION

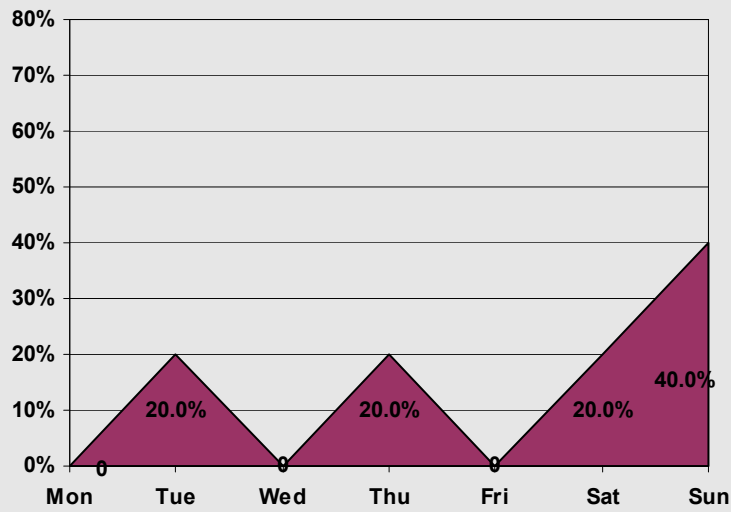
TABLE 7.1: RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2008]

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Radju Malta	20.4%	11.1%	7.4%	18.5%	16.7%	16.7%	9.3%	37.0%	33.3%	29.6%
Radju Parlament 106.6		20.0%		20.0%		20.0%	40.0%		40.0%	60.0%
Magic Radio	15.6%	11.1%	17.8%	17.8%	13.3%	13.3%	11.1%	24.4%	55.6%	20.0%
One Radio	15.6%	14.4%	8.4%	13.8%	18.0%	16.8%	13.2%	25.1%	37.1%	37.7%
Radio 101	10.4%	10.4%	22.9%	16.7%	14.6%	12.5%	12.5%	35.4%	35.4%	29.2%
Bay Radio	15.8%	15.8%	12.9%	15.1%	18.7%	12.2%	9.4%	33.8%	26.6%	39.6%
Calypso Radio	14.9%	16.0%	19.1%	16.0%	8.5%	10.6%	14.9%	23.4%	36.2%	40.4%
RTK	15.9%	10.1%	15.9%	13.0%	13.0%	11.6%	20.3%	29.0%	36.2%	34.8%
Smash Radio	3.8%	19.2%	23.1%	11.5%	7.7%	15.4%	19.2%	38.5%	26.9%	34.6%
Radju Marija	11.8%	25.5%	11.8%	13.7%	11.8%	11.8%	13.7%	37.3%	37.3%	25.5%
Campus FM	25.0%	12.5%	12.5%	12.5%	25.0%		12.5%		62.5%	37.5%
Capital Radio	21.1%	13.2%	13.2%	18.4%	2.6%	10.5%	21.1%	52.6%	23.7%	23.7%
XFM	18.2%	7.3%	21.8%	25.5%	14.5%	5.5%	7.3%	25.5%	36.4%	38.2%
Community Stations	12.5%	6.3%	12.5%	25.0%	12.5%	6.3%	25.0%	37.5%	25.0%	37.5%
Foreign Radio Stations				42.9%	14.3%	28.6%	14.3%	14.3%	57.1%	28.6%

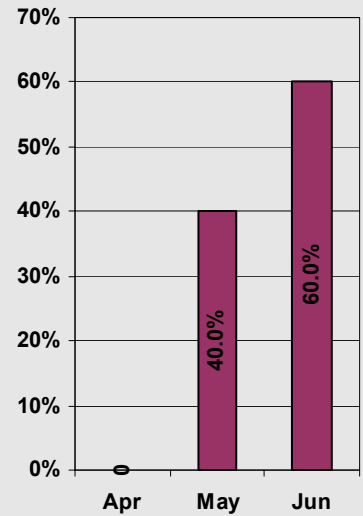
FIGURES 7.1.A-O: RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2008]



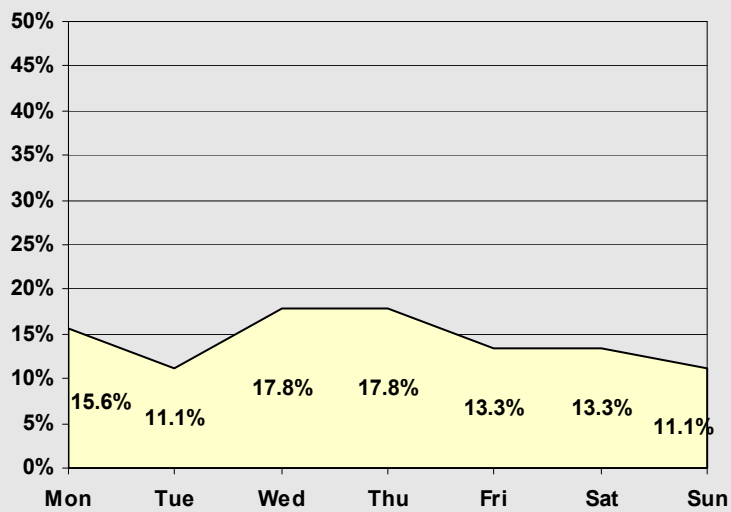
Radju Parlament 106.6



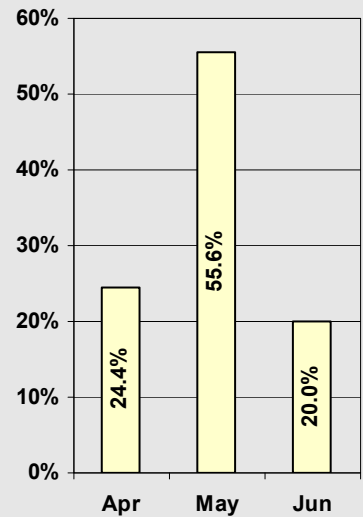
Apr-Jun 2008



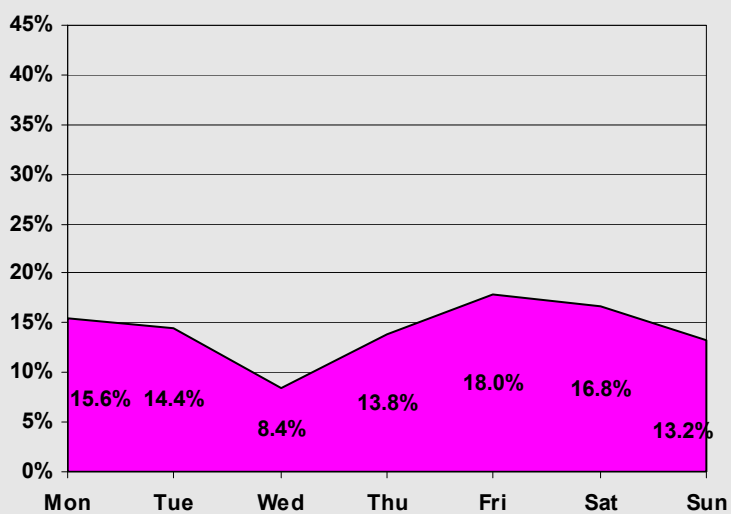
Magic Radio



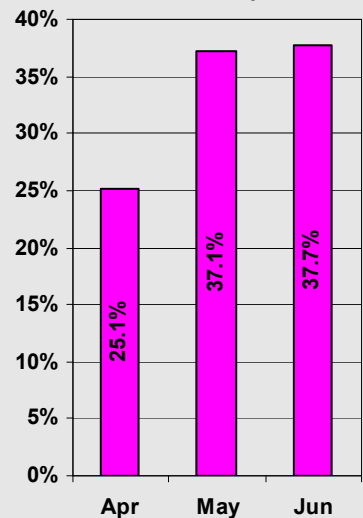
Apr-Jun 2008



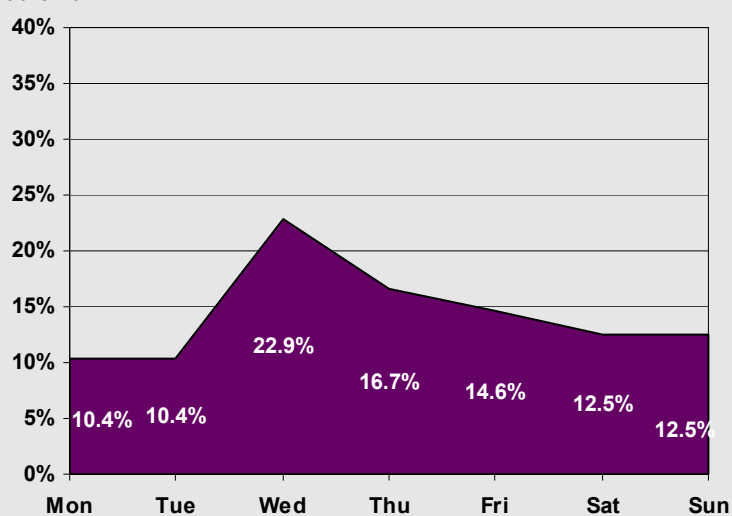
One Radio



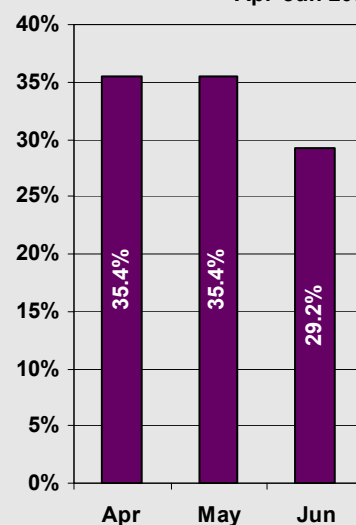
Apr-Jun 2008



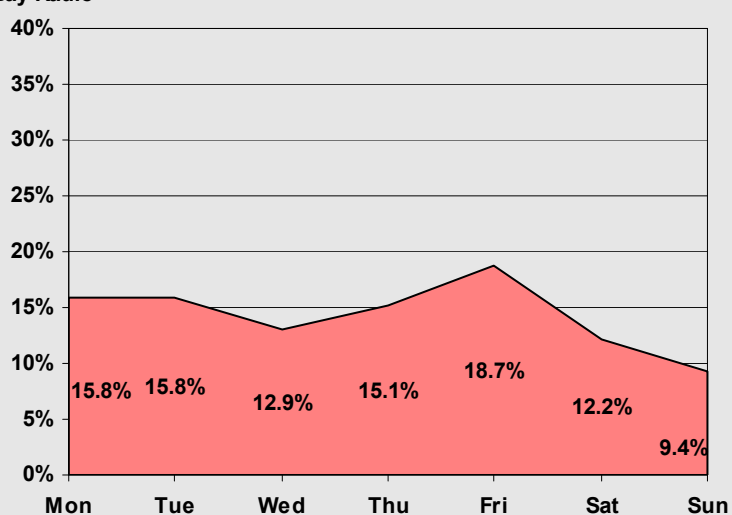
Radio 101



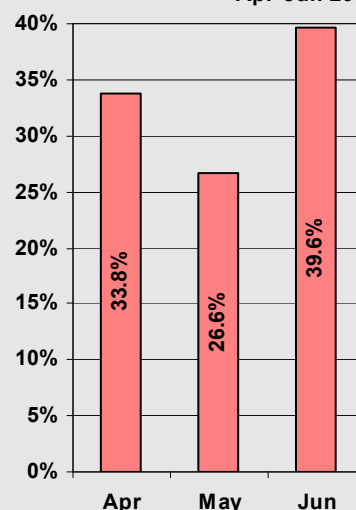
Apr-Jun 2008



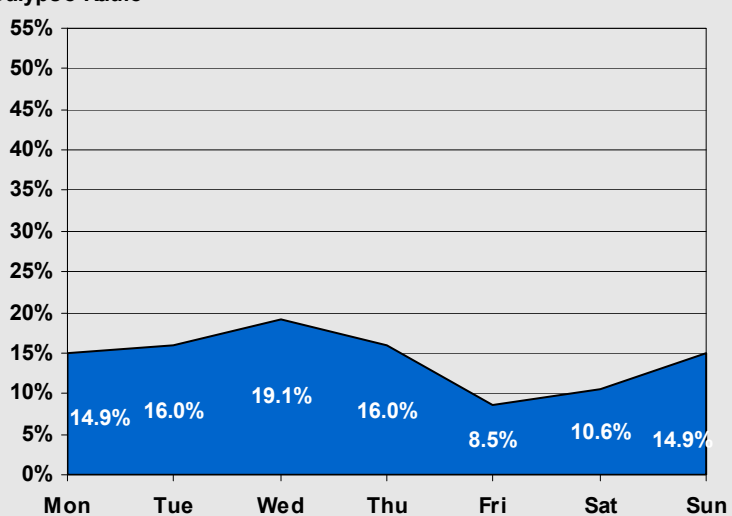
Bay Radio



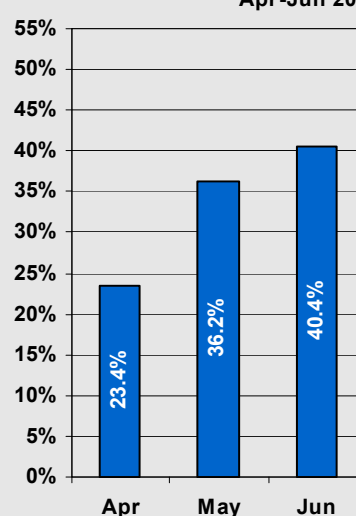
Apr-Jun 2008

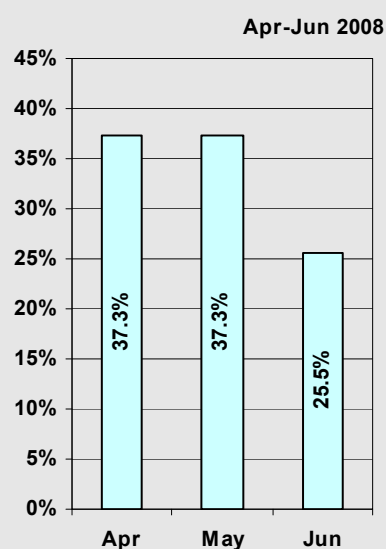
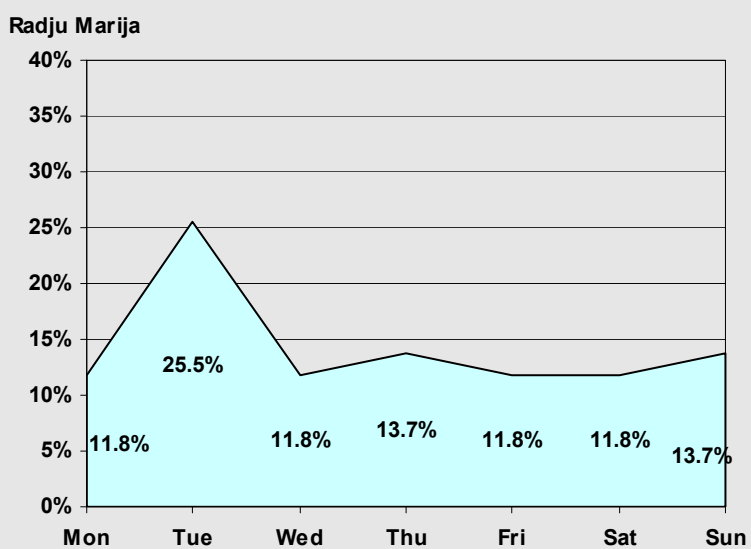
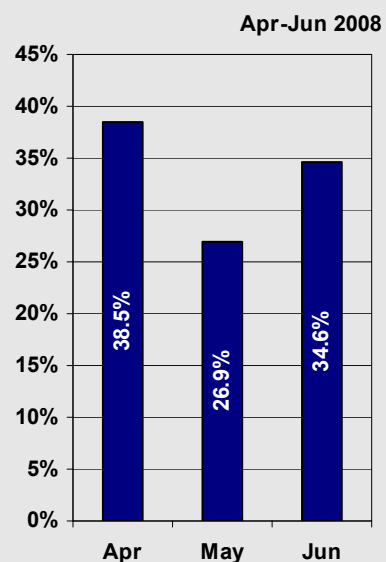
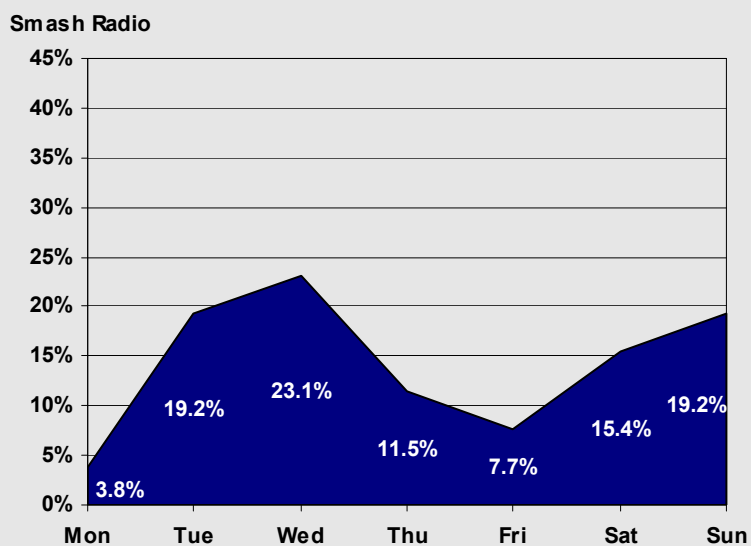
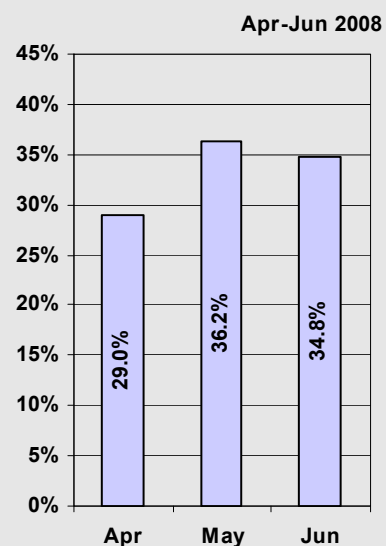
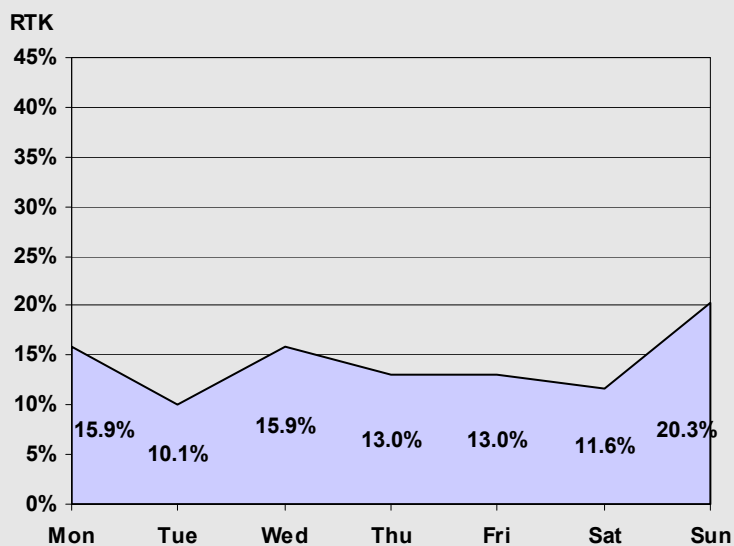


Calypso Radio

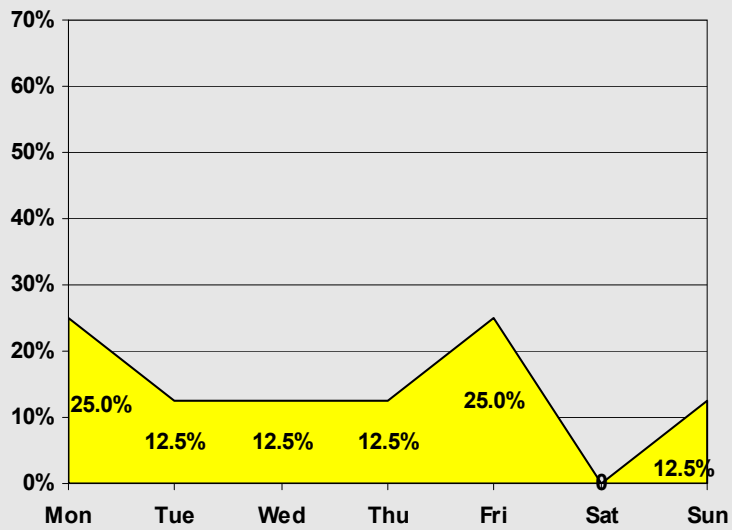


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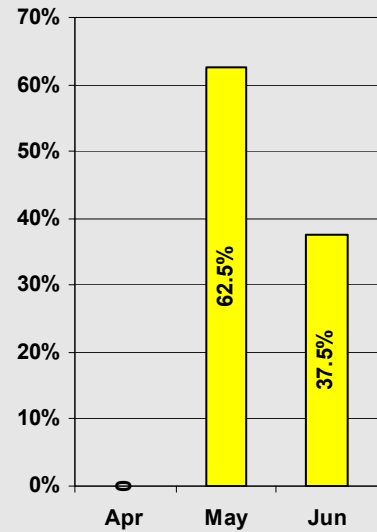




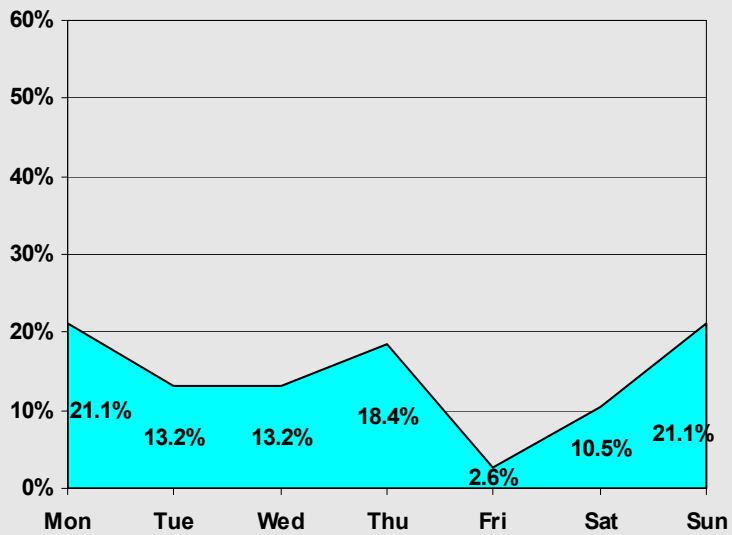
Campus FM



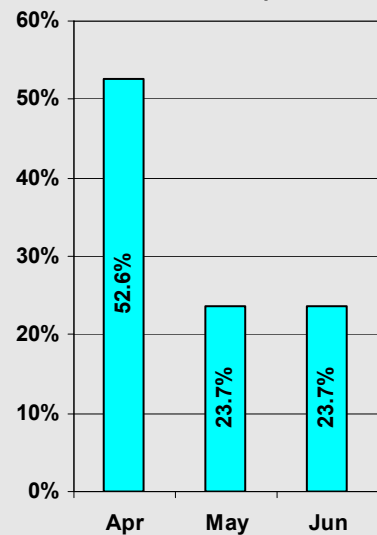
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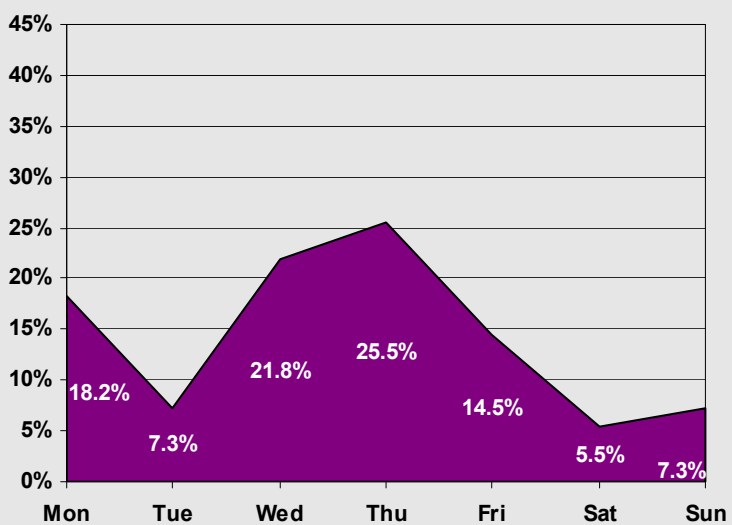
Capital Radio



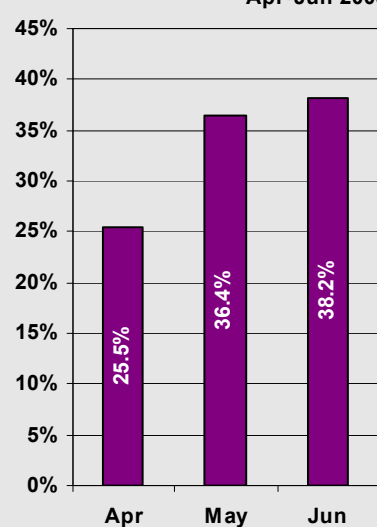
Apr-Jun 2008



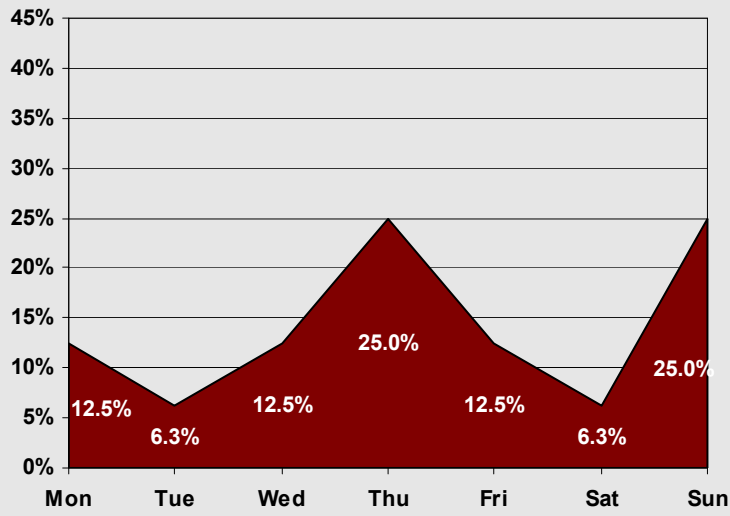
XFM



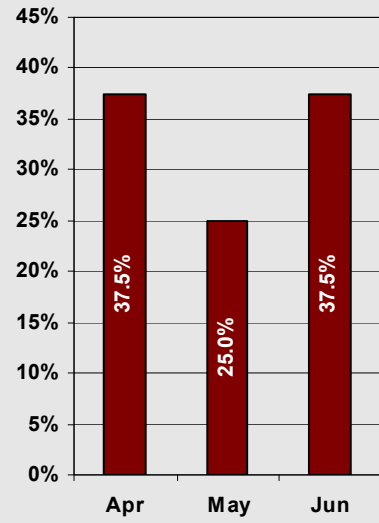
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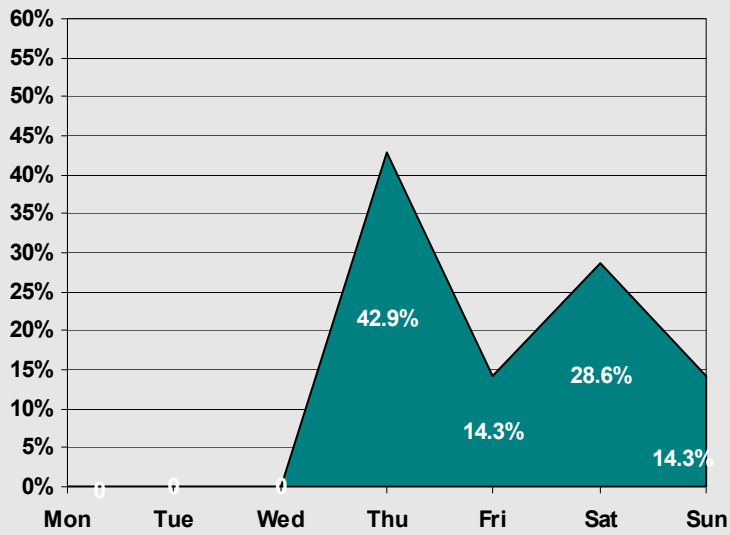
Community Stations



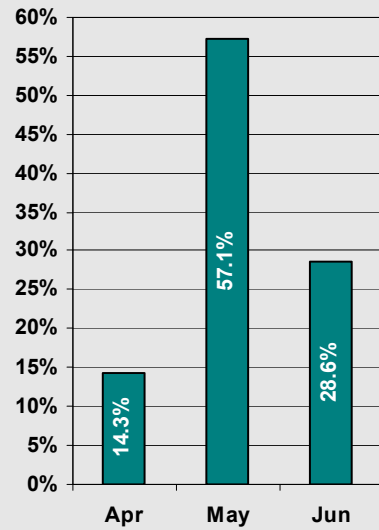
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Foreign Radio Stations



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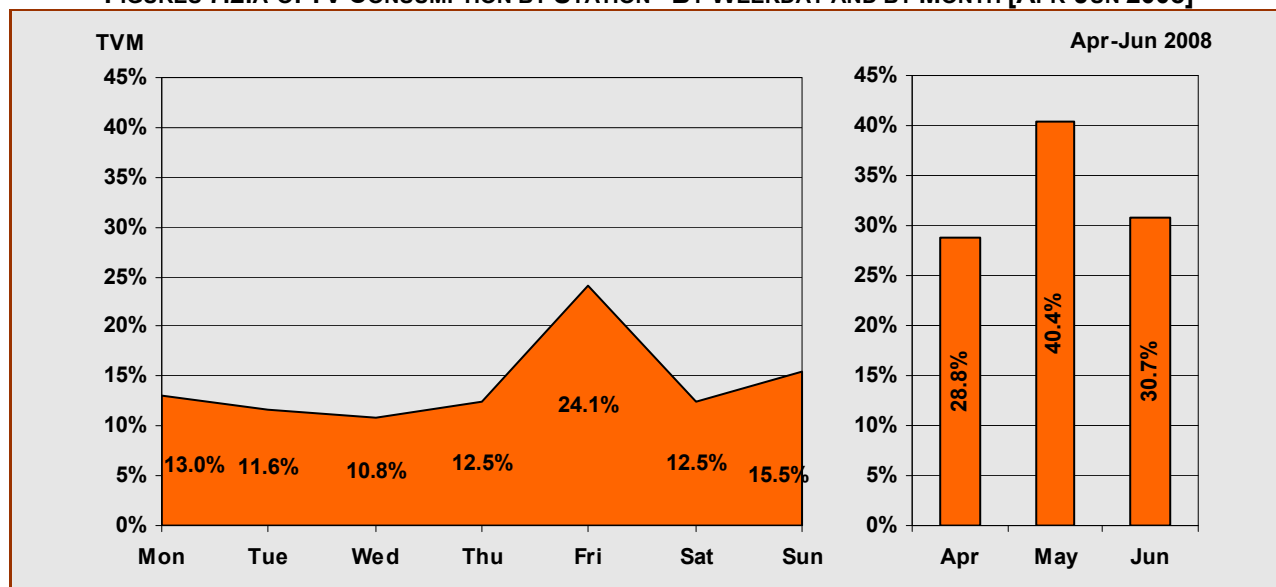


7.2 TV CONSUMPTION BY STATION

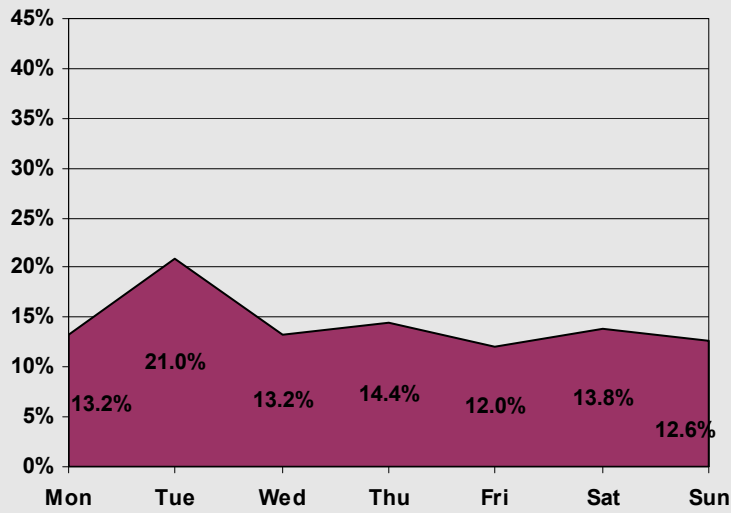
TABLE 7.2: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2008]

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
TVM	13.0%	11.6%	10.8%	12.5%	24.1%	12.5%	15.5%	28.8%	40.4%	30.7%
One TV	13.2%	21.0%	13.2%	14.4%	12.0%	13.8%	12.6%	32.3%	40.1%	27.5%
Net TV	25.8%	12.9%	19.4%	15.1%	4.3%	12.9%	9.7%	32.3%	46.2%	21.5%
Smash TV	16.7%	16.7%	33.3%				33.3%	16.7%	83.3%	
Education 22						100.0%		50.0%	50.0%	
ITV				100.0%						100.0%
Family TV	14.3%	19.0%	14.3%	23.8%	9.5%	9.5%	9.5%	23.8%	38.1%	38.1%
Rai 1	12.4%	16.3%	16.3%	17.1%	9.3%	11.6%	17.1%	6.2%	12.4%	81.4%
Rai 2	8.3%	8.3%	8.3%	8.3%	33.3%	8.3%	25.0%	16.7%	58.3%	25.0%
Rai 3	33.3%	22.2%	11.1%	11.1%			22.2%	55.6%	33.3%	11.1%
Rete 4	12.9%	9.7%	25.8%	22.6%	9.7%	12.9%	6.5%	45.2%	32.3%	22.6%
Canale 5	13.5%	13.5%	13.5%	13.5%	3.8%	21.2%	21.2%	53.8%	28.8%	17.3%
Italia 1	16.4%	9.1%	23.6%	9.1%	10.9%	10.9%	20.0%	32.7%	34.5%	32.7%
Discovery Channel	20.8%	20.8%	4.2%	8.3%	8.3%	12.5%	25.0%	20.8%	54.2%	25.0%
MTV	16.7%		8.3%	33.3%	25.0%	8.3%	8.3%	8.3%	33.3%	58.3%
BBC Prime	36.4%	18.2%	36.4%			9.1%		9.1%	54.5%	36.4%
BBC World				50.0%			50.0%			100.0%
Other TV Stations	17.9%	16.2%	18.8%	11.1%	9.4%	12.8%	13.7%	35.9%	39.3%	24.8%

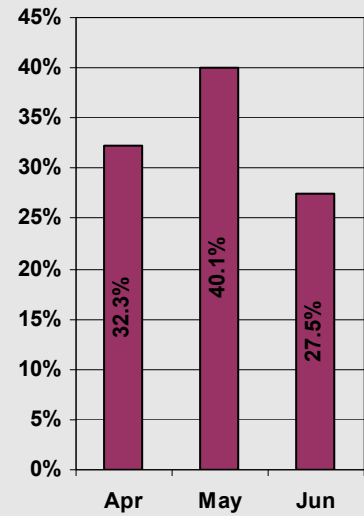
FIGURES 7.2.A-O: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2008]



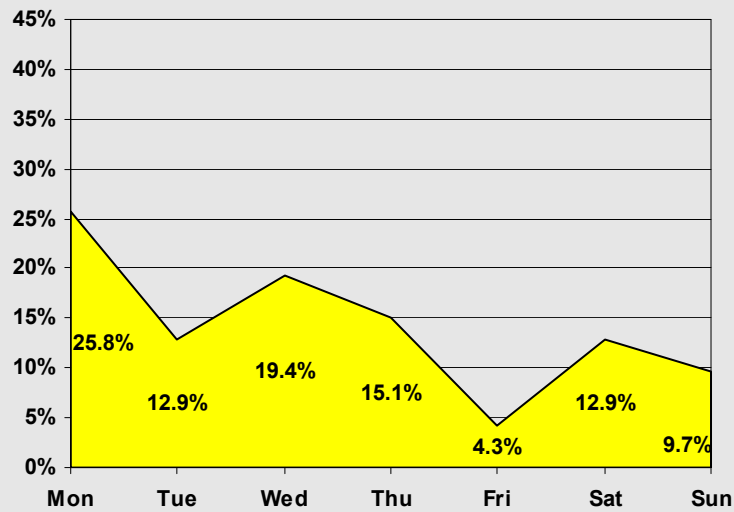
One TV



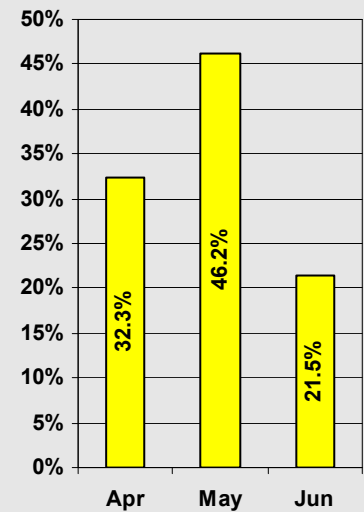
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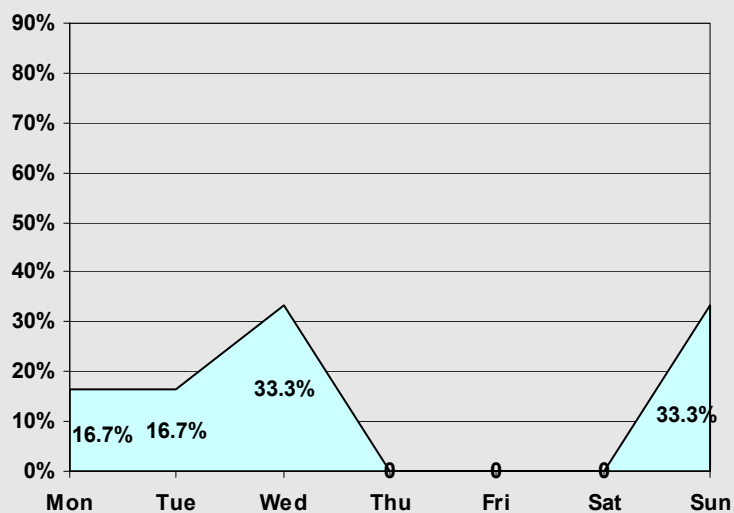
Net TV



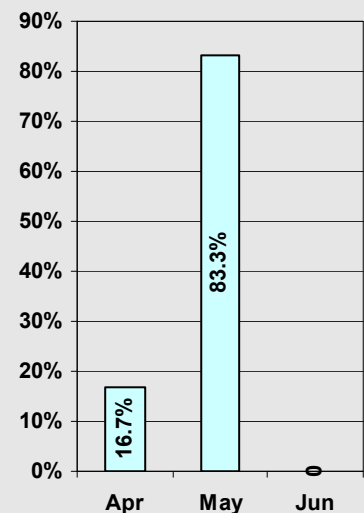
Apr-Jun 2008



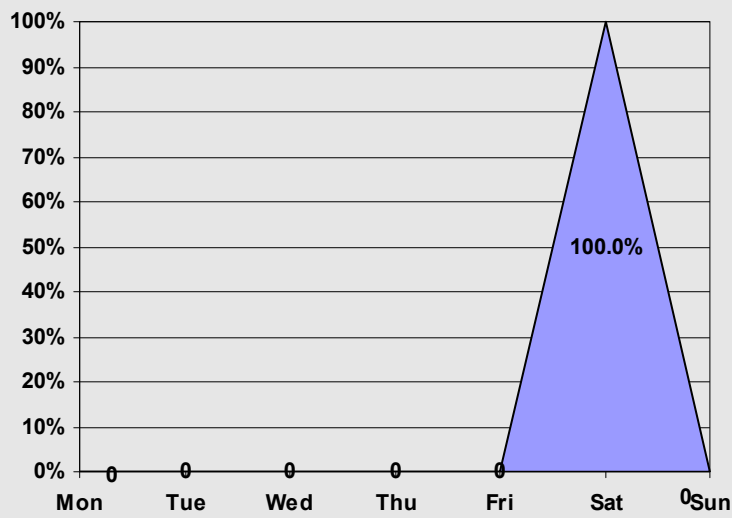
Smash TV



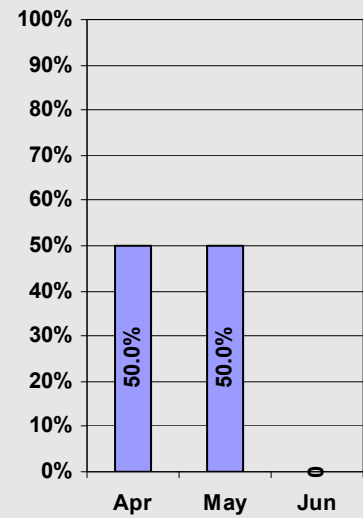
Apr-Jun 2008



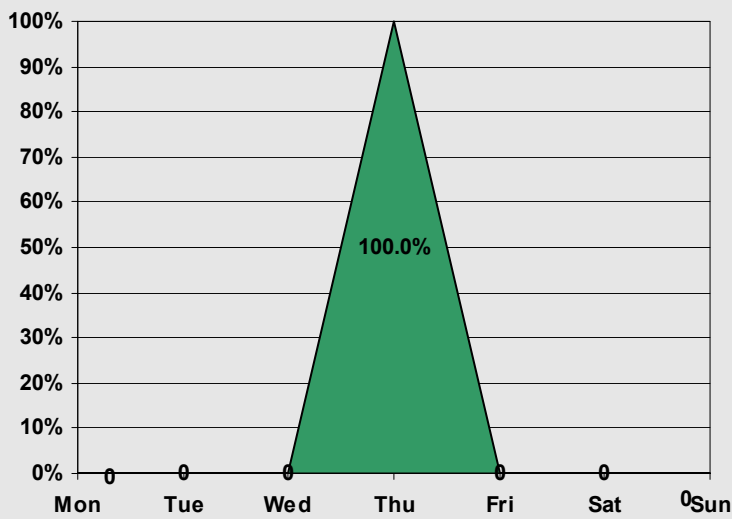
Education 22



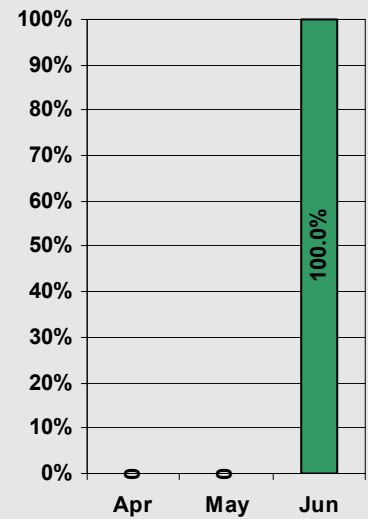
Apr-Jun 2008



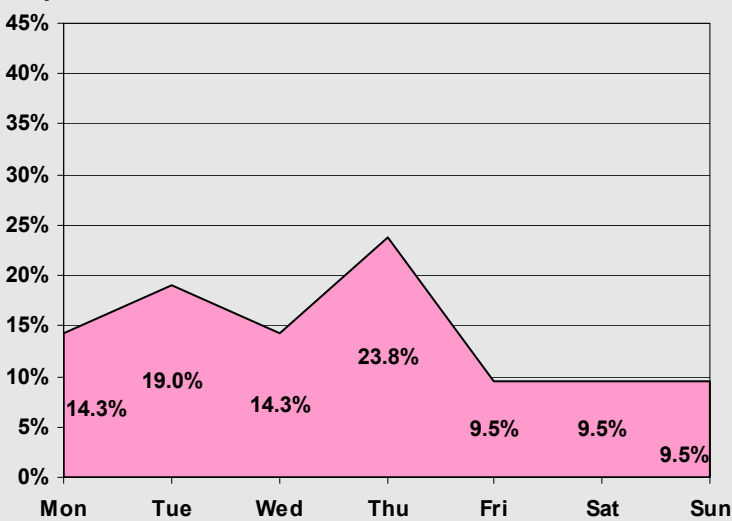
ITV



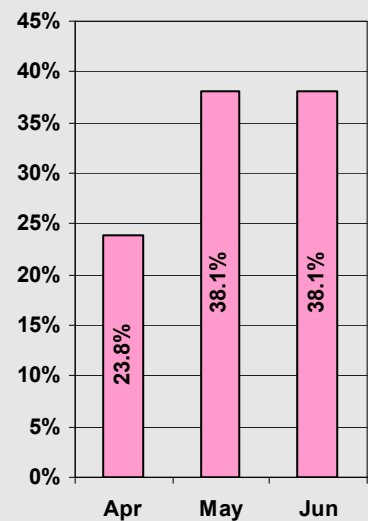
Apr-Jun 2008

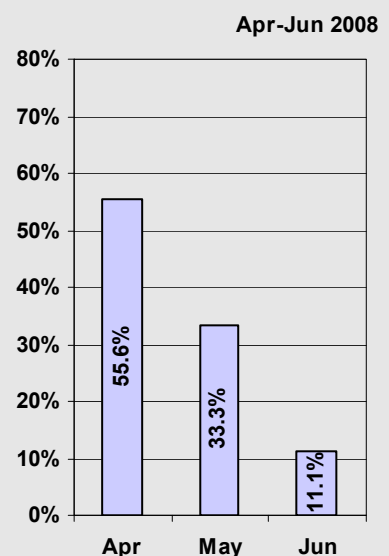
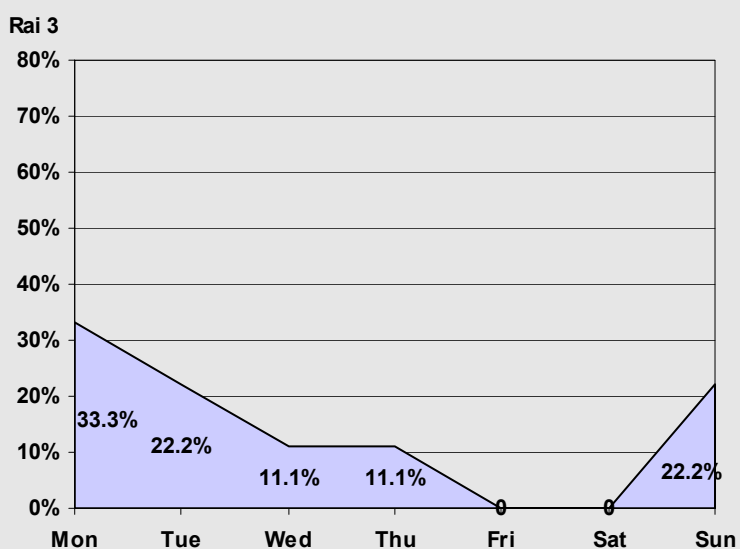
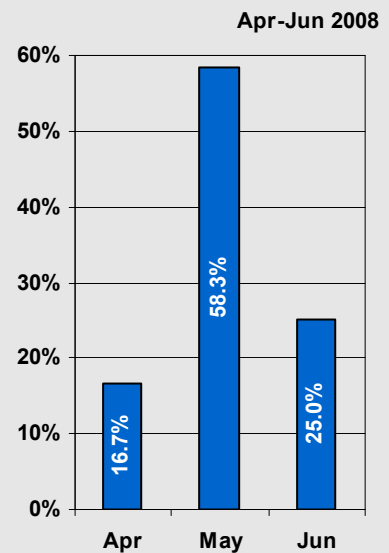
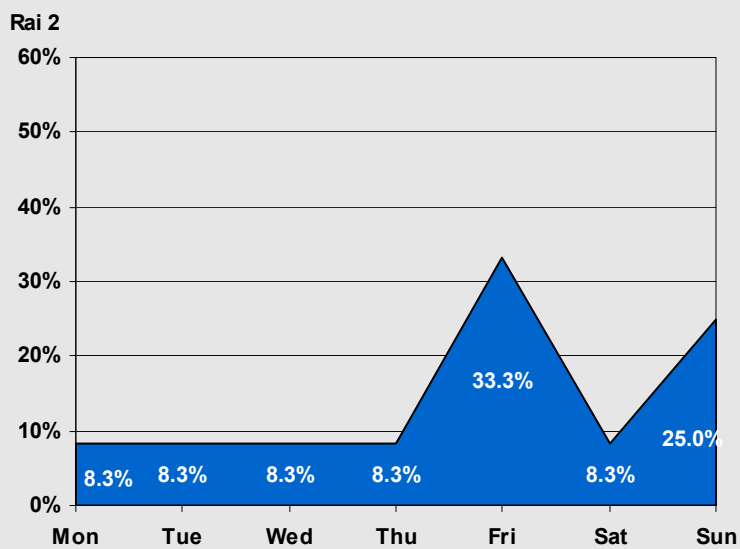
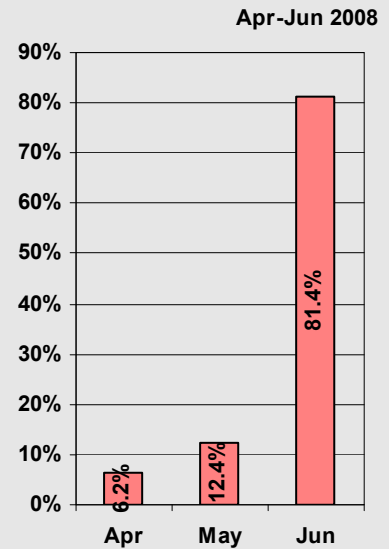
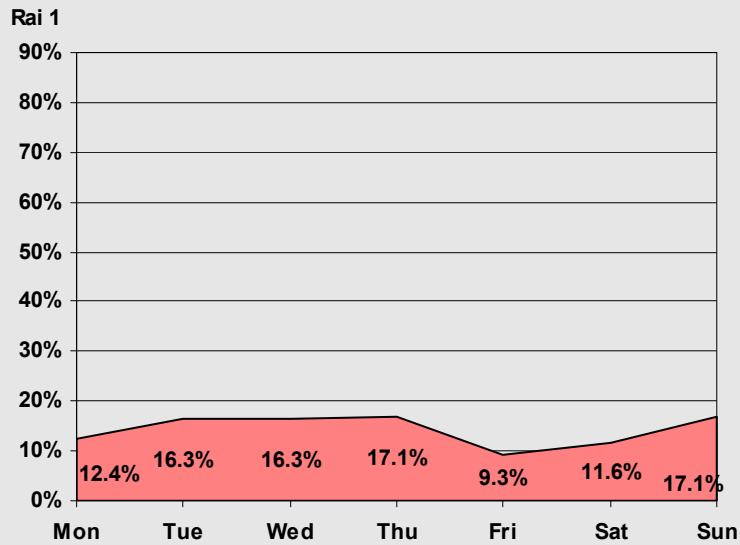


Family TV

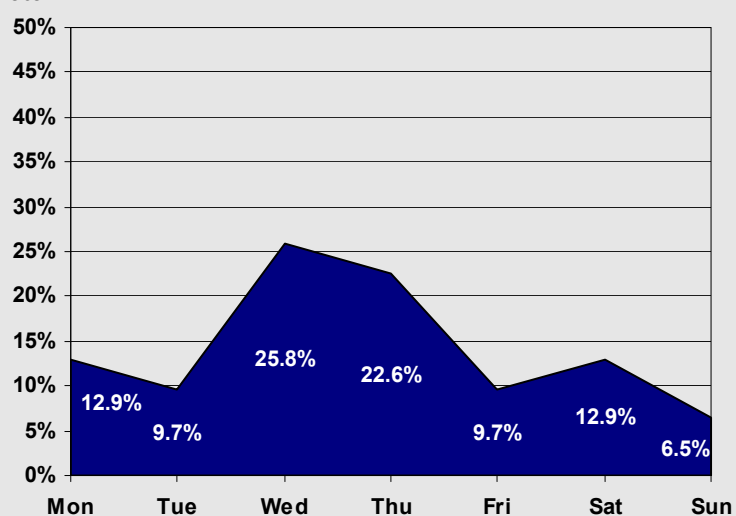


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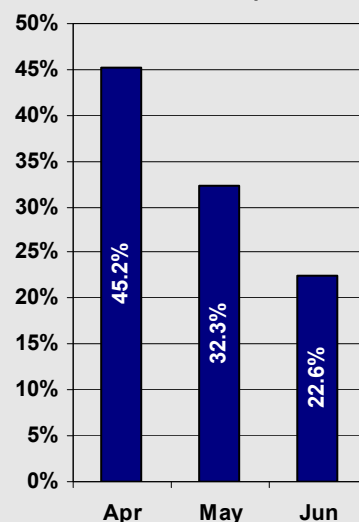




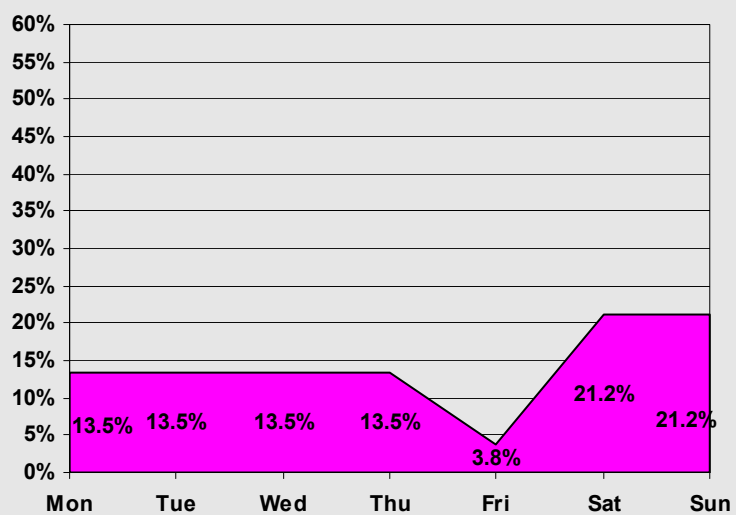
Rete 4



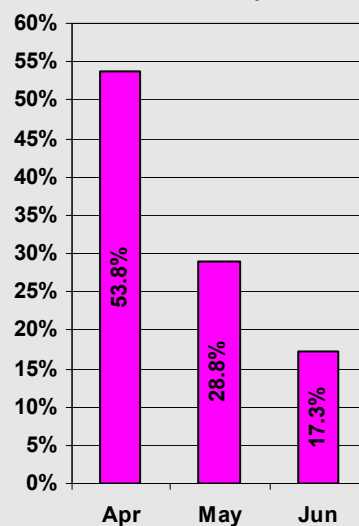
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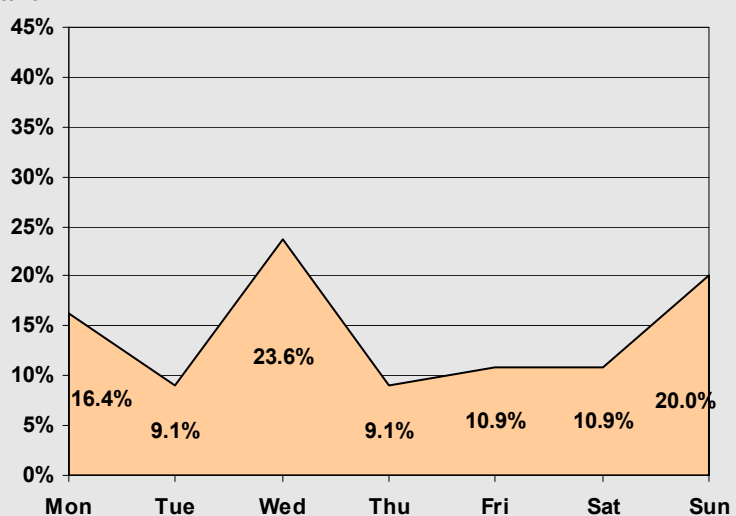
Canale 5



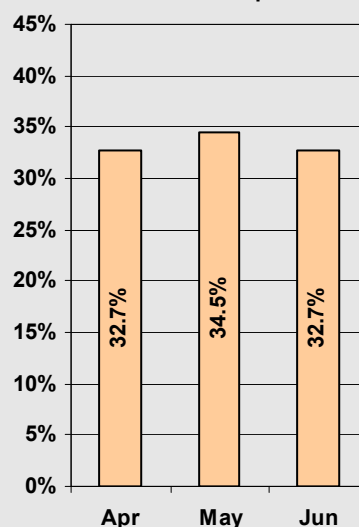
Apr-Jun 2008



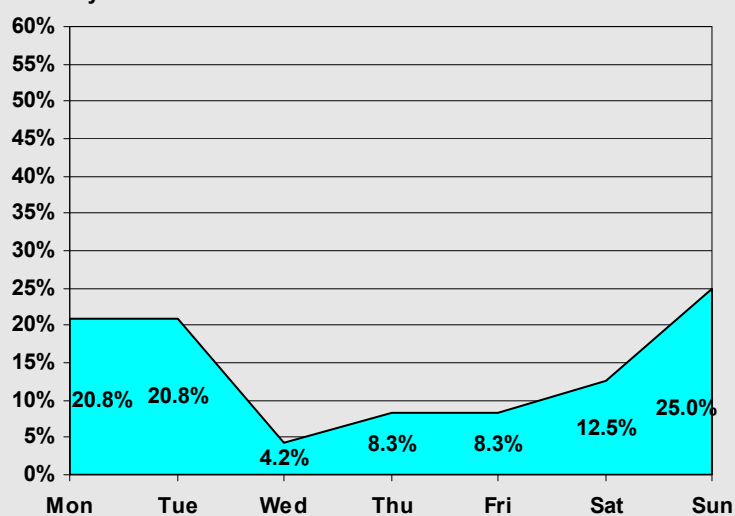
Italia 1



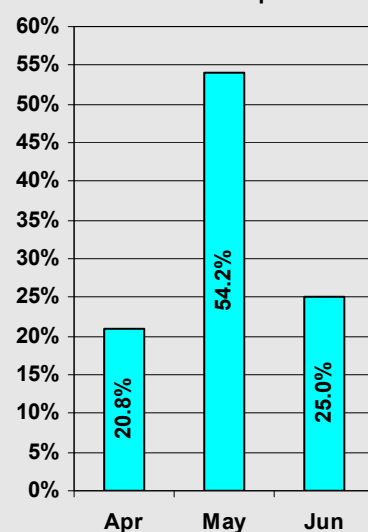
Apr-Jun 2008



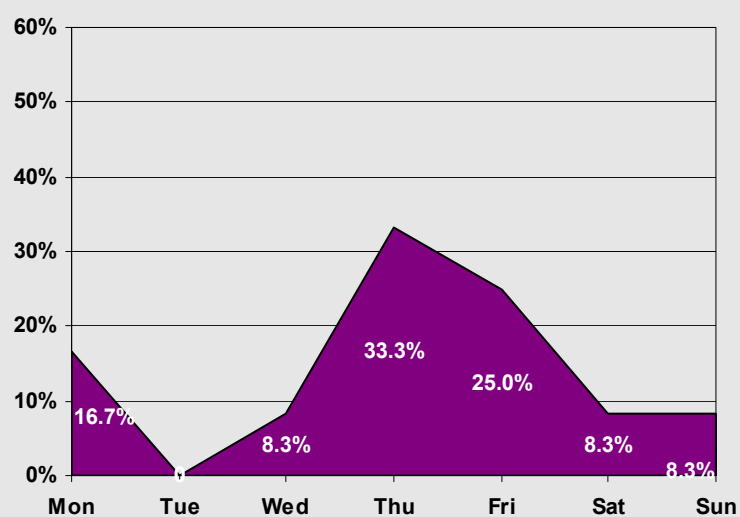
Discovery Channel



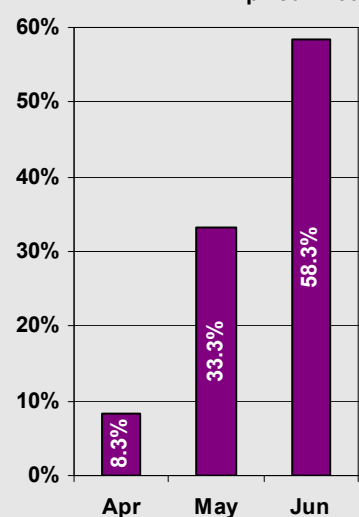
Apr-Jun 2008



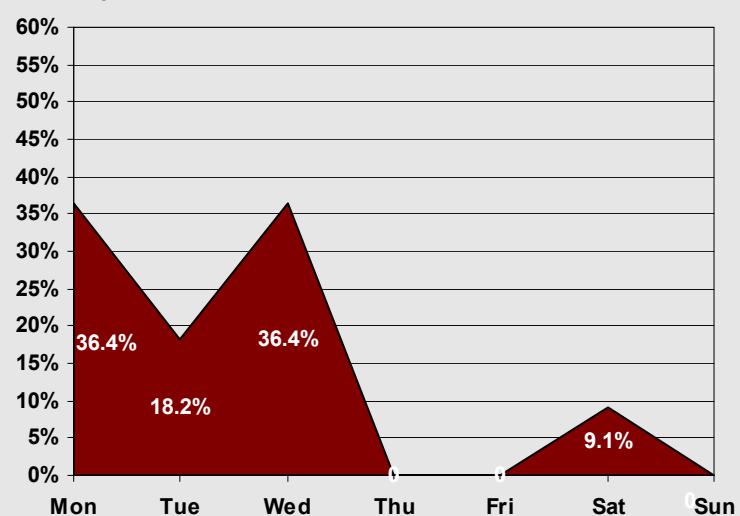
MTV



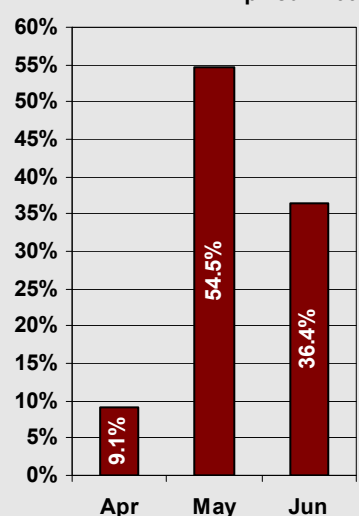
Apr-Jun 2008



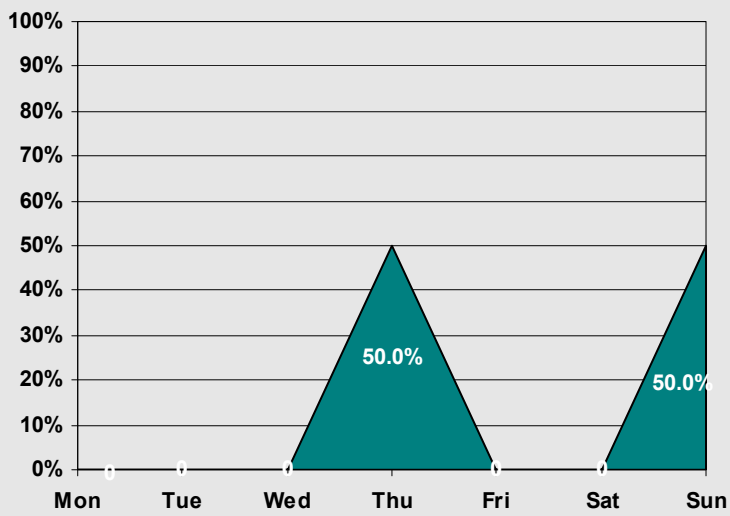
BBC Prime



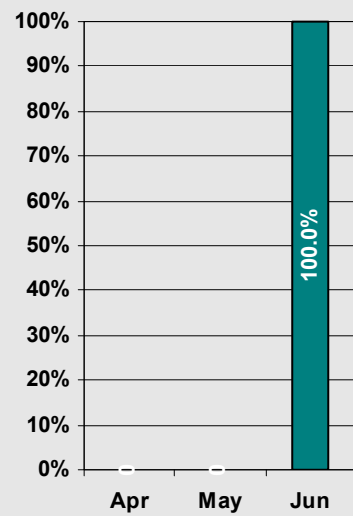
Apr-Jun 2008



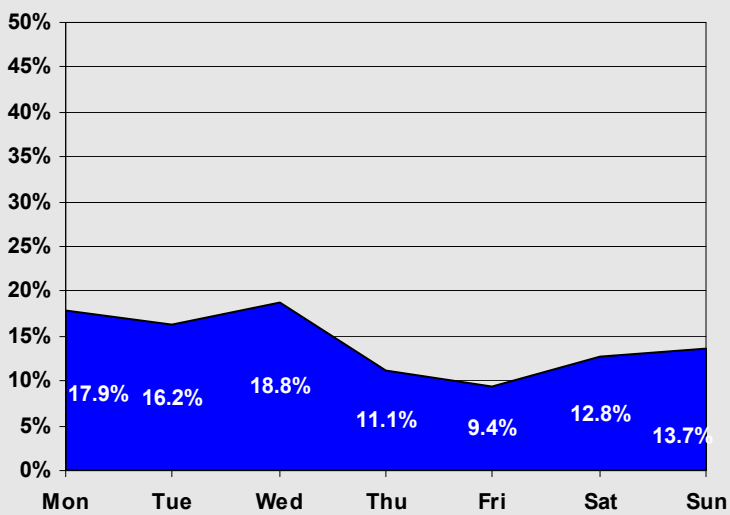
BBC World



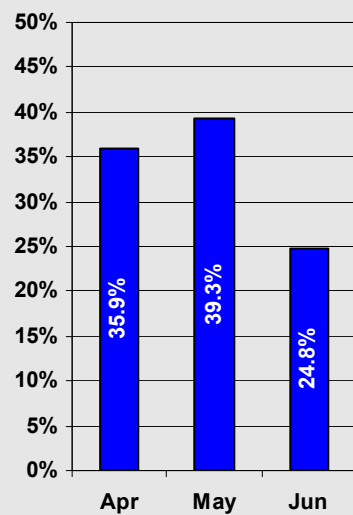
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Other TV Stations



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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
Family TV
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: *World Population Day 2008*; N.S.O. News Release 125/2008 of 11th July 2008)

Table 1. Total Population by sex and single years of age, 31st December 2007
based on the November 2005 Census...

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All ages	204,106	206,184	410,290								
0-4	10,155	9,655	19,810	30-34	15,352	14,269	29,621	60-64	13,435	14,176	27,611
0	2,029	1,838	3,867	30	3,250	2,878	6,128	60	3,041	3,210	6,251
1	2,030	1,859	3,889	31	3,135	2,985	6,120	61	2,950	3,038	5,988
2	2,138	2,095	4,233	32	3,193	2,894	6,087	62	2,749	2,909	5,658
3	1,981	1,871	3,852	33	2,982	2,738	5,720	63	2,887	2,962	5,849
4	1,977	1,992	3,969	34	2,792	2,774	5,566	64	1,808	2,057	3,865
5-9	10,850	10,524	21,374	35-39	13,172	12,437	25,609	65-69	7,773	8,821	16,594
5	2,040	1,877	3,917	35	2,778	2,593	5,371	65	1,366	1,520	2,886
6	2,085	2,000	4,085	36	2,707	2,565	5,272	66	1,490	1,685	3,175
7	2,125	2,203	4,328	37	2,659	2,461	5,120	67	1,542	1,778	3,320
8	2,214	2,160	4,374	38	2,548	2,334	4,882	68	1,680	1,923	3,603
9	2,386	2,284	4,670	39	2,480	2,484	4,964	69	1,695	1,915	3,610
10-14	13,156	12,248	25,404	40-44	13,173	12,579	25,752	70-74	6,926	8,795	15,721
10	2,531	2,277	4,808	40	2,443	2,382	4,825	70	1,561	1,921	3,482
11	2,567	2,374	4,941	41	2,516	2,401	4,917	71	1,579	1,841	3,420
12	2,635	2,456	5,091	42	2,627	2,538	5,165	72	1,358	1,729	3,087
13	2,621	2,519	5,140	43	2,747	2,598	5,345	73	1,256	1,635	2,891
14	2,802	2,622	5,424	44	2,840	2,660	5,500	74	1,172	1,669	2,841
15-19	14,640	14,088	28,728	45-49	15,145	14,964	30,109	75-79	4,639	6,920	11,559
15	2,818	2,718	5,536	45	2,930	2,853	5,783	75	1,134	1,599	2,733
16	2,872	2,766	5,638	46	3,110	2,900	6,010	76	997	1,533	2,530
17	2,916	2,779	5,695	47	3,073	3,053	6,126	77	918	1,437	2,355
18	3,004	2,954	5,958	48	3,031	3,093	6,124	78	839	1,237	2,076
19	3,030	2,871	5,901	49	3,001	3,065	6,066	79	751	1,114	1,865
20-24	15,181	14,044	29,225	50-54	14,946	14,672	29,618	80-84	2,944	4,767	7,711
20	2,880	2,765	5,645	50	3,129	3,043	6,172	80	709	1,137	1,846
21	3,038	2,654	5,692	51	3,119	2,955	6,074	81	645	1,062	1,707
22	3,011	2,840	5,851	52	3,045	2,944	5,989	82	633	924	1,557
23	3,085	2,858	5,943	53	2,911	2,892	5,803	83	551	948	1,499
24	3,167	2,927	6,094	54	2,742	2,838	5,580	84	406	696	1,102
25-29	15,820	14,812	30,632	55-59	15,032	14,991	30,023	85-89	1,383	2,450	3,833
25	3,180	3,096	6,276	55	2,865	2,860	5,725	85	380	669	1,049
26	3,062	2,958	6,020	56	2,859	2,883	5,742	86	357	585	942
27	3,231	2,864	6,095	57	3,083	3,067	6,150	87	320	551	871
28	3,234	2,991	6,225	58	3,095	3,007	6,102	88	183	367	550
29	3,113	2,903	6,016	59	3,130	3,174	6,304	89	143	278	421
								90+	384	972	1,356

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	178,003	8,058	29,821	15,820	56,842	43,413	19,338	4,711
	49.53%	51.47%	51.46%	51.65%	51.17%	49.76%	44.08%	36.52%
	100.0%	4.53%	16.75%	8.89%	31.93%	24.39%	10.86%	2.65%
Females	181,354	7,597	28,132	14,812	54,249	43,839	24,536	8,189
	50.47%	48.53%	48.54%	48.35%	48.83%	50.24%	55.92%	63.48%
	100.0%	4.19%	15.51%	8.17%	29.91%	24.17%	13.53%	4.52%
Total	359,357	15,655	57,953	30,632	111,091	87,252	43,874	12,900
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.36%	16.13%	8.52%	30.91%	24.28%	12.21%	3.59%

[Count / Column % / Row %]

Worked from: "World Population Day 2008"; N.S.O. News Release 125/2008 (11th July 2008)

Source: *Demographic Review 2006*; Valletta: National Statistics Office, 2008 of 23rd January 2008
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 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 5: Total population by sex and single years of age, 31st Dcember 2006: based on the November 2005 Census

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
Family Network TV

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

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2007			2008					
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
213	Three Cities Radio	2 years	6-Nov-05	0.4	0.5	X	X							
237	Radju Kottoner	2 years	29-Jul-06	98.0	0.5	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
246	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	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
249	Deejays Radio 956FM	2 years	23-Nov-06	95.6	0.5	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
251	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X
253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X
254	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35	X	X	X	X	X	X	X	X	X
255	Radju Sokkors	2 years	1-Mar-07	95.1	0.5	X	X	X	X	X	X	X	X	X
258	Energy FM Radio	2 years	24-Mar-07	96.4	0.5	X	X	X	X	X	X	X	X	X
266	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1	X	X	X	X	X	X	X	X	X
275	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5	X	X	X	X	X	X	X	X	X
279	Radju St Vincent de Paule	2 years	25-Jun-07	92.2	0.5	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	X	X	X
281	Big FM	2 years	31-Aug-07	107.1	0.5	X	X	X	X	X	X	X	X	X
214/282	Radju Vilhena	2 years	3-Dec-07	96.1	0.5			X	X	X	X	X	X	X
300	Radju Vilhena	2 years	14-Jan-08	106	0.5				X	X	X	X	X	X
283	Radju Lehen il-Guzeppini	1month	6-Dec-07	90.6	0.5			X						
307	Radju Lehen il-Guzeppini	1 month	27-Apr-08	89.1	0.5							X		
284	Lehen il-Karmelitani	23 days	1-Dec-07	101.4	1			X						
285	Radju Marija Assunta	1 month	1-Dec-07	98.9	0.5			X						
286	Radju Bartilmew	1 month	7-Dec-07	103.3	0.5			X						
287	Radju Lauretana	1 month	8-Dec-07	96.5	0.5			X						
302	Radju Lauretana	1 month	2-Mar-08	96.5	0.5						X			
216/288	Fantasy Radio	2 years	8-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X
291	Tal-Gilju FM	1 month	23-Nov-07	95.4	0.5			X						
309	Tal-Gilju FM	1 month	20-May-08	95.4	0.5								X	
211/292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X
293	Radju Belt Rebbieha	14 days	20-Dec-07	97	0.5			X						
294	Radju Vizitazzjoni	1month	9-Dec-07	92.4	0.5			X						
303	Radju Vizitazzjoni	1 month	2-Mar-08	92.4	0.5						X			
321	Radju Vizitazzjoni	1 month	22-Jun-08	92.4	0.5									X
295	Radju Maria Bambina 90.2 FM	1 month	21-Jan-08	90.2	0.5				X					
215/296	Radio Galaxy	2 years	14-Dec-07	105	0.5	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
298	2008 District Convention of Jehovah's Witnesses	2 days	12-Jan-08	108	0.24				X					
217/299	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5	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
304	Radju Banda San Filep	1 month	9-May-08	106.3	0.5								X	
305	Lehen il-Belt Gorgjana	2 months	1-May-08	105.6	0.5								X	X
233/308	Lehen il-Belt Victoria	2 years	25-Jun-08	104	0.5	X	X	X	X	X	X	X	X	X
310	Radju 12th May	1 month	9-May-08	96.5	1								X	
312	Radju Gilju Rebbieh	1 month	16-Jun-08	105.5	0.5									X
313	Radju Sant'Andrija	1 month	7-Jun-08	88.4	0.5									X
314	Radio Sacro Cuor Sliema	22 days	15-Jun-08	94	0.5									X
315	Lehen il- Karmelitani	41 days	16-Jun-08	101.4	1									X
232/319	Christian Light Radio	2 years	17-Jun-08	105.4	0.5	X	X	X	X	X	X	X	X	X
322	Banda Fgura FM	26 days	23-Jun-08	93.1	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
[APRIL-JUNE 2008]

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1.1 SAMPLE PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	810	41	155	53	249	191	97	24
	45.3%	54.7%	50.8%	39.8%	47.7%	41.5%	41.3%	40.0%
	100.0%	5.1%	19.1%	6.5%	30.7%	23.6%	12.0%	3.0%
Females	980	34	150	80	273	269	138	36
	54.7%	45.3%	49.2%	60.2%	52.3%	58.5%	58.7%	60.0%
	100.0%	3.5%	15.3%	8.2%	27.9%	27.4%	14.1%	3.7%
Total	1790	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

[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	810	171	221	125	132	108	53
	45.3%	47.9%	44.1%	45.8%	44.9%	44.8%	42.7%
	100.0%	21.1%	27.3%	15.4%	16.3%	13.3%	6.5%
Female	980	186	280	148	162	133	71
	54.7%	52.1%	55.9%	54.2%	55.1%	55.2%	57.3%
	100.0%	19.0%	28.6%	15.1%	16.5%	13.6%	7.2%
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[Count / Column % / Row %]

1.3 SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	75	41	34	13	19	12	10	13	8
	4.2%	5.1%	3.5%	3.6%	3.8%	4.4%	3.4%	5.4%	6.5%
	100.0%	54.7%	45.3%	17.3%	25.3%	16.0%	13.3%	17.3%	10.7%
15-24	305	155	150	53	78	60	54	43	17
	17.0%	19.1%	15.3%	14.8%	15.6%	22.0%	18.4%	17.8%	13.7%
	100.0%	50.8%	49.2%	17.4%	25.6%	19.7%	17.7%	14.1%	5.6%
25-29	133	53	80	25	44	17	17	20	10
	7.4%	6.5%	8.2%	7.0%	8.8%	6.2%	5.8%	8.3%	8.1%
	100.0%	39.8%	60.2%	18.8%	33.1%	12.8%	12.8%	15.0%	7.5%
30-49	522	249	273	96	141	76	94	84	31
	29.2%	30.7%	27.9%	26.9%	28.1%	27.8%	32.0%	34.9%	25.0%
	100.0%	47.7%	52.3%	18.4%	27.0%	14.6%	18.0%	16.1%	5.9%
50-64	460	191	269	109	128	67	74	47	35
	25.7%	23.6%	27.4%	30.5%	25.5%	24.5%	25.2%	19.5%	28.2%
	100.0%	41.5%	58.5%	23.7%	27.8%	14.6%	16.1%	10.2%	7.6%
65-79	235	97	138	53	71	30	34	27	20
	13.1%	12.0%	14.1%	14.8%	14.2%	11.0%	11.6%	11.2%	16.1%
	100.0%	41.3%	58.7%	22.6%	30.2%	12.8%	14.5%	11.5%	8.5%
80+	60	24	36	8	20	11	11	7	3
	3.4%	3.0%	3.7%	2.2%	4.0%	4.0%	3.7%	2.9%	2.4%
	100.0%	40.0%	60.0%	13.3%	33.3%	18.3%	18.3%	11.7%	5.0%
Total	1790	810	980	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[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	53	13	40			1	5	27	16	4
	3.0%	1.6%	4.1%			.8%	1.0%	5.9%	6.8%	6.7%
	100.0%	24.5%	75.5%			1.9%	9.4%	50.9%	30.2%	7.5%
Radju Parlament/106.6	5	4	1			1	4			
	.3%	.5%	.1%			.8%	.8%			
	100.0%	80.0%	20.0%			20.0%	80.0%			
Magic Radio	45	20	25		3	7	28	7		
	2.5%	2.5%	2.6%		1.0%	5.3%	5.4%	1.5%		
	100.0%	44.4%	55.6%		6.7%	15.6%	62.2%	15.6%		
Super One Radio	164	70	94	4	4	4	28	78	41	5
	9.2%	8.6%	9.6%	5.3%	1.3%	3.0%	5.4%	17.0%	17.4%	8.3%
	100.0%	42.7%	57.3%	2.4%	2.4%	2.4%	17.1%	47.6%	25.0%	3.0%
Radio 101	47	21	26		1		13	21	9	3
	2.6%	2.6%	2.7%		.3%		2.5%	4.6%	3.8%	5.0%
	100.0%	44.7%	55.3%		2.1%		27.7%	44.7%	19.1%	6.4%
Bay Radio	139	72	67	5	61	20	41	10	2	
	7.8%	8.9%	6.8%	6.7%	20.0%	15.0%	7.9%	2.2%	.9%	
	100.0%	51.8%	48.2%	3.6%	43.9%	14.4%	29.5%	7.2%	1.4%	
Calypso Radio	94	32	62	1	4	4	38	41	6	
	5.3%	4.0%	6.3%	1.3%	1.3%	3.0%	7.3%	8.9%	2.6%	
	100.0%	34.0%	66.0%	1.1%	4.3%	4.3%	40.4%	43.6%	6.4%	
RTK	66	22	44		1	3	8	17	28	9
	3.7%	2.7%	4.5%		.3%	2.3%	1.5%	3.7%	11.9%	15.0%
	100.0%	33.3%	66.7%		1.5%	4.5%	12.1%	25.8%	42.4%	13.6%
Smash Radio	26	14	12	1	6	8	10	1		
	1.5%	1.7%	1.2%	1.3%	2.0%	6.0%	1.9%	.2%		
	100.0%	53.8%	46.2%	3.8%	23.1%	30.8%	38.5%	3.8%		
Radju Marija	50	9	41	2			10	16	18	4
	2.8%	1.1%	4.2%	2.7%			1.9%	3.5%	7.7%	6.7%
	100.0%	18.0%	82.0%	4.0%			20.0%	32.0%	36.0%	8.0%
Campus FM	8	6	2				1	5	2	
	.4%	.7%	.2%				.2%	1.1%	.9%	
	100.0%	75.0%	25.0%				12.5%	62.5%	25.0%	
Capital Radio	38	21	17	1	7	7	20	3		
	2.1%	2.6%	1.7%	1.3%	2.3%	5.3%	3.8%	.7%		
	100.0%	55.3%	44.7%	2.6%	18.4%	18.4%	52.6%	7.9%		
XFM	55	30	25	2	26	7	18	2		
	3.1%	3.7%	2.6%	2.7%	8.5%	5.3%	3.4%	.4%		
	100.0%	54.5%	45.5%	3.6%	47.3%	12.7%	32.7%	3.6%		
Community Stations	16	9	7	3	3		4	5	1	
	.9%	1.1%	.7%	4.0%	1.0%		.8%	1.1%	.4%	
	100.0%	56.3%	43.8%	18.8%	18.8%		25.0%	31.3%	6.3%	
Foreign Radio Stations	6	6			2		3			1
	.3%	.7%			.7%		.6%			1.7%
	100.0%	100.0%			33.3%		50.0%			16.7%
No particular radio station	128	61	67	4	13	10	35	32	24	10
	7.2%	7.5%	6.8%	5.3%	4.3%	7.5%	6.7%	7.0%	10.2%	16.7%
	100.0%	47.7%	52.3%	3.1%	10.2%	7.8%	27.3%	25.0%	18.8%	7.8%
Do not remember	19	8	11		3		7	4	3	2
	1.1%	1.0%	1.1%		1.0%		1.3%	.9%	1.3%	3.3%
	100.0%	42.1%	57.9%		15.8%		36.8%	21.1%	15.8%	10.5%
Do not listen to radio	830	391	439	52	171	61	249	190	85	22
	46.4%	48.3%	44.8%	69.3%	56.1%	45.9%	47.7%	41.3%	36.2%	36.7%
	100.0%	47.1%	52.9%	6.3%	20.6%	7.3%	30.0%	22.9%	10.2%	2.7%
No response	1	1						1		
	.1%	.1%						.2%		
	100.0%	100.0%						100.0%		
Total	1790	810	980	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

[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	53	5	16	7	11	11	3
	3.0%	1.4%	3.2%	2.6%	3.7%	4.6%	2.4%
	100.0%	9.4%	30.2%	13.2%	20.8%	20.8%	5.7%
Radju Parlament/106.6	5	1	2		1	1	
	.3%	.3%	.4%		.3%	.4%	
	100.0%	20.0%	40.0%		20.0%	20.0%	
Magic Radio	45	3	18	7	6	11	
	2.5%	.8%	3.6%	2.6%	2.0%	4.6%	
	100.0%	6.7%	40.0%	15.6%	13.3%	24.4%	
Super One Radio	164	54	37	33	21	14	5
	9.2%	15.1%	7.4%	12.1%	7.1%	5.8%	4.0%
	100.0%	32.9%	22.6%	20.1%	12.8%	8.5%	3.0%
Radio 101	47	9	19	5	6	4	4
	2.6%	2.5%	3.8%	1.8%	2.0%	1.7%	3.2%
	100.0%	19.1%	40.4%	10.6%	12.8%	8.5%	8.5%
Bay Radio	139	18	50	17	33	18	3
	7.8%	5.0%	10.0%	6.2%	11.2%	7.5%	2.4%
	100.0%	12.9%	36.0%	12.2%	23.7%	12.9%	2.2%
Calypso Radio	94	18	27	13	19	10	7
	5.3%	5.0%	5.4%	4.8%	6.5%	4.1%	5.6%
	100.0%	19.1%	28.7%	13.8%	20.2%	10.6%	7.4%
RTK	66	10	19	9	9	9	10
	3.7%	2.8%	3.8%	3.3%	3.1%	3.7%	8.1%
	100.0%	15.2%	28.8%	13.6%	13.6%	13.6%	15.2%
Smash Radio	26	4	8	6	4	2	2
	1.5%	1.1%	1.6%	2.2%	1.4%	.8%	1.6%
	100.0%	15.4%	30.8%	23.1%	15.4%	7.7%	7.7%
Radju Marija	50	13	16	7	5	5	4
	2.8%	3.6%	3.2%	2.6%	1.7%	2.1%	3.2%
	100.0%	26.0%	32.0%	14.0%	10.0%	10.0%	8.0%
Campus FM	8	4	1	1	1	1	
	.4%	1.1%	.2%	.4%	.3%	.4%	
	100.0%	50.0%	12.5%	12.5%	12.5%	12.5%	
Capital Radio	38	8	11	8	8	3	
	2.1%	2.2%	2.2%	2.9%	2.7%	1.2%	
	100.0%	21.1%	28.9%	21.1%	21.1%	7.9%	
XFM	55	10	15	4	10	13	3
	3.1%	2.8%	3.0%	1.5%	3.4%	5.4%	2.4%
	100.0%	18.2%	27.3%	7.3%	18.2%	23.6%	5.5%
Community Stations	16	3	8	5			
	.9%	.8%	1.6%	1.8%			
	100.0%	18.8%	50.0%	31.3%			
Foreign Radio Stations	6			3	2	1	
	.3%			1.1%	.7%	.4%	
	100.0%			50.0%	33.3%	16.7%	
No particular radio station	128	31	33	22	19	15	8
	7.2%	8.7%	6.6%	8.1%	6.5%	6.2%	6.5%
	100.0%	24.2%	25.8%	17.2%	14.8%	11.7%	6.3%
Do not remember	19	3	4	4	3	4	1
	1.1%	.8%	.8%	1.5%	1.0%	1.7%	.8%
	100.0%	15.8%	21.1%	21.1%	15.8%	21.1%	5.3%
Do not listen to radio	830	163	216	122	136	119	74
	46.4%	45.7%	43.1%	44.7%	46.3%	49.4%	59.7%
	100.0%	19.6%	26.0%	14.7%	16.4%	14.3%	8.9%
No response	1		1				
	.1%		.2%				
	100.0%		100.0%				
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[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 [No TV set]	6 .3%	4 .5%	2 .2%					2 .4%	3 1.3%	1 1.7%
TVM	358 100.0%	134 66.7%	224 33.3%	14 3.9%	38 10.6%	26 7.3%	106 29.6%	95 26.5%	63 17.6%	16 4.5%
One TV	164 9.2%	68 8.4%	96 9.8%	5 6.7%	19 6.2%	8 6.0%	44 8.4%	59 12.8%	26 11.1%	3 5.0%
Net TV	92 5.1%	34 4.2%	58 5.9%		11 3.6%	3 2.3%	34 6.5%	25 5.4%	13 5.5%	6 10.0%
Smash TV	6 .3%	3 .4%	3 .3%			1 .8%	2 .4%	3 .7%		
Education 22	2 .1%		2 .2%		1 .3%				1 .4%	
ITV	1 .1%	1 .1%				1 .8%				
Family TV	21 1.2%	5 .6%	16 1.6%	3 4.0%	7 2.3%		8 1.5%	2 .4%	1 .4%	
Rai 1	126 7.0%	91 11.2%	35 3.6%	3 4.0%	25 8.2%	12 9.0%	38 7.3%	34 7.4%	12 5.1%	2 3.3%
Rai 2	12 .7%	7 .9%	5 .5%	2 2.7%	1 .3%	2 1.5%	5 1.0%	1 .2%	1 .4%	
Rai 3	8 .4%	7 .9%	1 .1%		2 .7%	1 .8%	1 .2%	2 .4%	1 .4%	1 1.7%
Rete 4	31 1.7%	10 1.2%	21 2.1%		5 1.6%		10 1.9%	7 1.5%	7 3.0%	2 3.3%
Canale 5	49 2.7%	13 1.6%	36 3.7%	3 4.0%	7 2.3%	9 6.8%	15 2.9%	13 2.8%	1 .4%	1 1.7%
Italia 1	55 3.1%	30 3.7%	25 2.6%	9 12.0%	23 7.5%	6 4.5%	13 2.5%	2 .4%	2 .9%	
Discovery Channel	24 1.3%	16 2.0%	8 .8%	4 5.3%	6 2.0%		10 1.9%	3 .7%	1 .4%	
MTV	12 .7%	4 .5%	8 .8%		10 3.3%	2 1.5%				
BBC Prime	11 .6%	4 .5%	7 .7%	1 1.3%	1 .3%		3 .6%	6 1.3%		
BBC World	1 .1%		1 .1%		1 .3%					
	100.0%		100.0%		100.0%					

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Other TV Stations	112	58	54	12	36	7	31	18	8	
	6.3%	7.2%	5.5%	16.0%	11.8%	5.3%	5.9%	3.9%	3.4%	
No particular station	100.0%	51.8%	48.2%	10.7%	32.1%	6.3%	27.7%	16.1%	7.1%	
	308	140	168	7	33	14	82	93	63	16
	17.2%	17.3%	17.1%	9.3%	10.8%	10.5%	15.7%	20.2%	26.8%	26.7%
	100.0%	45.5%	54.5%	2.3%	10.7%	4.5%	26.6%	30.2%	20.5%	5.2%
Do not remember	9	3	6		1		3	2	2	1
	.5%	.4%	.6%		.3%		.6%	.4%	.9%	1.7%
	100.0%	33.3%	66.7%		11.1%		33.3%	22.2%	22.2%	11.1%
Do not watch TV	380	176	204	12	77	41	117	92	30	11
	21.2%	21.7%	20.8%	16.0%	25.2%	30.8%	22.4%	20.0%	12.8%	18.3%
	100.0%	46.3%	53.7%	3.2%	20.3%	10.8%	30.8%	24.2%	7.9%	2.9%
No response	2	2			1			1		
	.1%	.2%			.3%			.2%		
	100.0%	100.0%			50.0%			50.0%		
Total	1790	810	980	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

[Count / Column % / Row %]

3.3.A: TV CHANNEL FOLLOWING BY GENDER AND BY AGE GROUP – COUNT OF RESPONDENTS [OTHER STATION]

Other TV Stations	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Antenna Sicilia	1	1							1	
Arabic Channel	1		1				1			
AXM Crime	1	1					1			
Boomerang	3	1	2	1	1		1			
Cartonito	1		1		1					
CNN	1		1		1					
Comedy TV	5	3	2		3		2			
Digital Albania	1	1					1			
Disney Channel	6	1	5	3	1		2			
Eurosport	7	5	2				2	2	3	
EWTN	1		1					1		
Galaxy Sport	1	1			1					
Hallmark	1		1					1		
History Channel	1	1			1					
Jetix	1	1		1						
Juventus Channel	1	1		1						
La 7	2	2				1		1		
Living TV	18	1	17	1	9	1	5	2		
MCB	2	1	1				1	1		
MGM	1	1							1	
Motor TV	1	1			1					
Movie Channel	7	3	4		2		3	2		
MTV	1		1	1						
National Geographic	3	3			2				1	
ORF	1	1						1		
Paramount Comedy	5	4	1		4	1				
Premier	6	6		1	1			4		
Sat 1	1	1					1			
Showtime	1		1				1			
Sky Network	3	1	2				2		1	
Sky News	2	2					2			
Snooker	1	1							1	
Sports Channel	14	11	3		4	3	5	2		
Style TV	1		1		1					
TCM	1		1				1			
Trace	1	1			1					
Travel	2		2	2						
Trouble	1		1		1					
UK Living	3		3	1	1	1				
Zone club	1	1						1		
Total	112	58	54	12	36	7	31	18	8	0

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 [No TV set]	6 .3% 100.0%	3 .8% 50.0%	1 .2% 16.7%		1 .3% 16.7%		1 .8% 16.7%
TVM	358 20.0% 100.0%	67 18.8% 18.7%	91 18.2% 25.4%	58 21.2% 16.2%	60 20.4% 16.8%	50 20.7% 14.0%	32 25.8% 8.9%
One TV	164 9.2% 100.0%	41 11.5% 25.0%	43 8.6% 26.2%	33 12.1% 20.1%	17 5.8% 10.4%	22 9.1% 13.4%	8 6.5% 4.9%
Net TV	92 5.1% 100.0%	14 3.9% 15.2%	30 6.0% 32.6%	8 2.9% 8.7%	18 6.1% 19.6%	12 5.0% 13.0%	10 8.1% 10.9%
Smash TV	6 .3% 100.0%	3 .8% 50.0%	1 .2% 16.7%	2 .7% 33.3%			
Education 22	2 .1% 100.0%			1 .4% 50.0%			1 .8% 50.0%
ITV	1 .1% 100.0%			1 .4% 100.0%			
Family TV	21 1.2% 100.0%	2 .6% 9.5%	4 .8% 19.0%	4 1.5% 19.0%	5 1.7% 23.8%	3 1.2% 14.3%	3 2.4% 14.3%
Rai 1	126 7.0% 100.0%	21 5.9% 16.7%	44 8.8% 34.9%	17 6.2% 13.5%	26 8.8% 20.6%	17 7.1% 13.5%	1 .8% .8%
Rai 2	12 .7% 100.0%	3 .8% 25.0%	3 .6% 25.0%	2 .7% 16.7%		3 1.2% 25.0%	1 .8% 8.3%
Rai 3	8 .4% 100.0%	1 .3% 12.5%	1 .2% 12.5%	2 .7% 25.0%	4 1.4% 50.0%		
Rete 4	31 1.7% 100.0%	6 1.7% 19.4%	10 2.0% 32.3%	4 1.5% 12.9%	7 2.4% 22.6%	2 .8% 6.5%	2 1.6% 6.5%
Canale 5	49 2.7% 100.0%	10 2.8% 20.4%	18 3.6% 36.7%	6 2.2% 12.2%	7 2.4% 14.3%	5 2.1% 10.2%	3 2.4% 6.1%
Italia 1	55 3.1% 100.0%	14 3.9% 25.5%	10 2.0% 18.2%	6 2.2% 10.9%	11 3.7% 20.0%	10 4.1% 18.2%	4 3.2% 7.3%
Discovery Channel	24 1.3% 100.0%	4 1.1% 16.7%	9 1.8% 37.5%	3 1.1% 12.5%	3 1.0% 12.5%	3 1.2% 12.5%	2 1.6% 8.3%
MTV	12 .7% 100.0%	7 2.0% 58.3%	3 .6% 25.0%	2 .7% 16.7%			
BBC Prime	11 .6% 100.0%	2 .6% 18.2%	2 .4% 18.2%	1 .4% 9.1%	4 1.4% 36.4%	2 .8% 18.2%	
BBC World	1 .1% 100.0%		1 .2% 100.0%				

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Other TV Stations	112	24	31	9	22	17	9
	6.3%	6.7%	6.2%	3.3%	7.5%	7.1%	7.3%
	100.0%	21.4%	27.7%	8.0%	19.6%	15.2%	8.0%
No particular station	308	65	94	56	41	36	16
	17.2%	18.2%	18.8%	20.5%	13.9%	14.9%	12.9%
	100.0%	21.1%	30.5%	18.2%	13.3%	11.7%	5.2%
Do not remember	9	2	3	3	1		
	.5%	.6%	.6%	1.1%	.3%		
	100.0%	22.2%	33.3%	33.3%	11.1%		
Do not watch TV	380	68	101	55	67	58	31
	21.2%	19.0%	20.2%	20.1%	22.8%	24.1%	25.0%
	100.0%	17.9%	26.6%	14.5%	17.6%	15.3%	8.2%
No Response	2		1			1	
	.1%		.2%			.4%	
	100.0%		50.0%			50.0%	
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[Count / Column % / Row %]

TABLE 3.4.A: TV CHANNEL FOLLOWING BY DISTRICT – COUNT OF RESPONDENTS [OTHER TV STATION]

Other TV Stations	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	SOUTHERN HARBOUR	SOUTHERN HARBOUR	SOUTHERN HARBOUR	SOUTHERN HARBOUR	SOUTHERN HARBOUR
Antenna Sicilia	1					1	
Arabic Channel	1					1	
AXM Crime	1	1					
Boomerang	3	1	2				
Cartonito	1	1					
CNN	1				1		
Comedy TV	5	2	2		1		
Digital Albania	1						1
Disney Channel	6		2		3		1
Eurosport	7	2	1	1		3	
EWTN	1					1	
Galaxy Sport	1			1			
Hallmark	1		1				
History Channel	1		1				
Jetix	1					1	
Juventus Channel	1						1
La 7	2	1				1	
Living TV	18	2	5	1	5	3	2
MCB	2			1			1
MGM	1	1					
Motor TV	1	1					
Movie Channel	7	1	3	1	1	1	
MTV	1	1					
National Geographic	3	2			1		
ORF	1	1					
Paramount Comedy	5	1	3	1			
Premier	6	2	1	1	1		1
Sat 1	1		1				
Showtime	1	1					
Sky Network	3				1	2	
Sky News	2			1	1		
Snooker	1	1					
Sports Channel	14	1	4	1	5	1	2
Style TV	1				1		
TCM	1					1	
Trace	1		1				
Travel	2		2				
Trouble	1		1				
UK Living	3	1	1			1	
Zone club	1				1		
Total	112	24	31	9	22	17	9

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)	314	145	169	16	47	26	75	83	51	16
	17.5%	17.9%	17.2%	21.3%	15.4%	19.5%	14.4%	18.0%	21.7%	26.7%
	100.0%	46.2%	53.8%	5.1%	15.0%	8.3%	23.9%	26.4%	16.2%	5.1%
Cable (not digital)	785	335	450	28	123	58	223	204	121	28
	43.9%	41.4%	45.9%	37.3%	40.3%	43.6%	42.7%	44.3%	51.5%	46.7%
	100.0%	42.7%	57.3%	3.6%	15.7%	7.4%	28.4%	26.0%	15.4%	3.6%
Satellite	128	66	62	8	23	6	52	32	6	1
	7.2%	8.1%	6.3%	10.7%	7.5%	4.5%	10.0%	7.0%	2.6%	1.7%
	100.0%	51.6%	48.4%	6.3%	18.0%	4.7%	40.6%	25.0%	4.7%	.8%
Internet	5	3	2		3		2			
	.3%	.4%	.2%		1.0%		.4%			
	100.0%	60.0%	40.0%		60.0%		40.0%			
Digital Aerial	552	257	295	23	109	43	170	139	54	14
	30.8%	31.7%	30.1%	30.7%	35.7%	32.3%	32.6%	30.2%	23.0%	23.3%
	100.0%	46.6%	53.4%	4.2%	19.7%	7.8%	30.8%	25.2%	9.8%	2.5%
No TV set	6	4	2					2	3	1
	.3%	.5%	.2%					.4%	1.3%	1.7%
	100.0%	66.7%	33.3%					33.3%	50.0%	16.7%
Total	1790	810	980	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

[Count / Column % / Row %]

TABLE 3.6: TV-RECEPTION BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	314	75	45	83	48	41	22
	17.5%	21.0%	9.0%	30.4%	16.3%	17.0%	17.7%
	100.0%	23.9%	14.3%	26.4%	15.3%	13.1%	7.0%
Cable (not digital)	785	162	238	111	113	96	65
	43.9%	45.4%	47.5%	40.7%	38.4%	39.8%	52.4%
	100.0%	20.6%	30.3%	14.1%	14.4%	12.2%	8.3%
Satellite	128	25	32	16	29	17	9
	7.2%	7.0%	6.4%	5.9%	9.9%	7.1%	7.3%
	100.0%	19.5%	25.0%	12.5%	22.7%	13.3%	7.0%
Internet	5	2	1	2			
	.3%	.6%	.2%	.7%			
	100.0%	40.0%	20.0%	40.0%			
Digital Aerial	552	90	184	61	103	87	27
	30.8%	25.2%	36.7%	22.3%	35.0%	36.1%	21.8%
	100.0%	16.3%	33.3%	11.1%	18.7%	15.8%	4.9%
No TV set	6	3	1		1		1
	.3%	.8%	.2%		.3%		.8%
	100.0%	50.0%	16.7%		16.7%		16.7%
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[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	6 .3% 100.0%						6 100.0% 100.0%
TVM	358 20.0% 100.0%	92 29.3% 25.7%	159 20.3% 44.4%	14 10.9% 3.9%	1 20.0% .3%	92 16.7% 25.7%	
One TV	164 9.2% 100.0%	34 10.8% 20.7%	79 10.1% 48.2%	7 5.5% 4.3%	1 20.0% .6%	43 7.8% 26.2%	
Net TV	92 5.1% 100.0%	10 3.2% 10.9%	51 6.5% 55.4%	8 6.3% 8.7%		23 4.2% 25.0%	
Smash TV	6 .3% 100.0%	1 .3% 16.7%	3 .4% 50.0%	1 .8% 16.7%		1 .2% 16.7%	
Education 22	2 .1% 100.0%		1 .1% 50.0%			1 .2% 50.0%	
ITV	1 .1% 100.0%					1 .2% 100.0%	
Family TV	21 1.2% 100.0%	1 .3% 4.8%	11 1.4% 52.4%	2 1.6% 9.5%	1 20.0% 4.8%	6 1.1% 28.6%	
Rai 1	126 7.0% 100.0%	23 7.3% 18.3%	49 6.2% 38.9%	15 11.7% 11.9%		39 7.1% 31.0%	
Rai 2	12 .7% 100.0%	2 .6% 16.7%	7 .9% 58.3%			3 .5% 25.0%	
Rai 3	8 .4% 100.0%	1 .3% 12.5%	2 .3% 25.0%	2 1.6% 25.0%		3 .5% 37.5%	
Rete 4	31 1.7% 100.0%	3 1.0% 9.7%	16 2.0% 51.6%	3 2.3% 9.7%		9 1.6% 29.0%	
Canale 5	49 2.7% 100.0%	10 3.2% 20.4%	18 2.3% 36.7%	6 4.7% 12.2%		15 2.7% 30.6%	
Italia 1	55 3.1% 100.0%	12 3.8% 21.8%	25 3.2% 45.5%	4 3.1% 7.3%		14 2.5% 25.5%	
Discovery Channel	24 1.3% 100.0%	1 .3% 4.2%	5 .6% 20.8%	1 .8% 4.2%		17 3.1% 70.8%	
MTV	12 .7% 100.0%	2 .6% 16.7%	5 .6% 41.7%			5 .9% 41.7%	
BBC Prime	11 .6% 100.0%		5 .6% 45.5%	3 2.3% 27.3%		3 .5% 27.3%	
BBC World	1 .1% 100.0%					1 .2% 100.0%	

	TOTAL	PLATFORM					
		AERIAL (ANALOGUE)	CABLE	SATELLITE	INTERNET	DIGITAL AERIAL	DO NOT HAVE A TV SET
Other TV Stations	112	1	39	23		49	
	6.3%	.3%	5.0%	18.0%		8.9%	
	100.0%	.9%	34.8%	20.5%		43.8%	
No particular station	308	35	162	11		100	
	17.2%	11.1%	20.6%	8.6%		18.1%	
	100.0%	11.4%	52.6%	3.6%		32.5%	
Do not remember	9	2	4			3	
	.5%	.6%	.5%			.5%	
	100.0%	22.2%	44.4%			33.3%	
Do not watch TV	380	84	142	28	2	124	
	21.2%	26.8%	18.1%	21.9%	40.0%	22.5%	
	100.0%	22.1%	37.4%	7.4%	.5%	32.6%	
No Response	2		2				
	.1%		.3%				
	100.0%		100.0%				
Table Total	1790	314	785	128	5	552	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	17.5%	43.9%	7.2%	.3%	30.8%	.3%

[Count / Column % / Row %]

TABLE 3.8: TELESHPPING [YES/NO] BY GENDER AND BY AGE GROUP [OCT-DEC 2007 – JAN-MAR 2008]

Oct-Dec 2007	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	0-14	0-14	0-14	0-14	0-14	0-14
Not applicable	9	6	3		1	1	4		2	9
	.5%	.7%	.3%		.4%	.8%	.8%		.7%	.5%
	100.0%	66.7%	33.3%		11.1%	11.1%	44.4%		22.2%	100.0%
Yes	195	61	134	4	12	10	37	79	43	195
	10.8%	7.5%	13.4%	4.4%	4.4%	8.3%	7.7%	15.3%	15.9%	10.8%
	100.0%	31.3%	68.7%	2.1%	6.2%	5.1%	19.0%	40.5%	22.1%	100.0%
No	1607	744	863	87	259	109	439	437	225	1607
	88.7%	91.7%	86.3%	95.6%	95.2%	90.8%	91.5%	84.7%	83.3%	88.7%
	100.0%	46.3%	53.7%	5.4%	16.1%	6.8%	27.3%	27.2%	14.0%	100.0%
Total	1811	811	1000	91	272	120	480	516	270	1811
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	5.0%	15.0%	6.6%	26.5%	28.5%	14.9%	100.0%
Jan-Mar 2008	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	0-14	0-14	0-14	0-14	0-14	0-14
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%
Yes	173	39	134	1	6	6	38	56	53	13
	9.6%	5.2%	12.8%	1.3%	2.4%	5.4%	7.6%	10.9%	19.1%	20.6%
	100.0%	22.5%	77.5%	.6%	3.5%	3.5%	22.0%	32.4%	30.6%	7.5%
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%
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%
Apr-Jun 2008	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	0-14	0-14	0-14	0-14	0-14	0-14
Not applicable	6	4	2					2	3	1
	.3%	.5%	.2%					.4%	1.3%	1.7%
	100.0%	66.7%	33.3%					33.3%	50.0%	16.7%
Yes	157	41	116	2	14	3	44	54	30	10
	8.8%	5.1%	11.8%	2.7%	4.6%	2.3%	8.4%	11.7%	12.8%	16.7%
	100.0%	26.1%	73.9%	1.3%	8.9%	1.9%	28.0%	34.4%	19.1%	6.4%
No	1627	765	862	73	291	130	478	404	202	49
	90.9%	94.4%	88.0%	97.3%	95.4%	97.7%	91.6%	87.8%	86.0%	81.7%
	100.0%	47.0%	53.0%	4.5%	17.9%	8.0%	29.4%	24.8%	12.4%	3.0%
Total	1790	810	980	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

TABLE 3.9: TEleshopping BY GENDER AND BY AGE GROUP – BY BROADCASTING STATION [APR-JUN 2008]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
No	1627	765	862	73	291	130	478	404	202	49
	90.9%	94.4%	88.0%	97.3%	95.4%	97.7%	91.6%	87.8%	86.0%	81.7%
	100.0%	47.0%	53.0%	4.5%	17.9%	8.0%	29.4%	24.8%	12.4%	3.0%
Not applicable	6	4	2					2	3	1
	.3%	.5%	.2%					.4%	1.3%	1.7%
	100.0%	66.7%	33.3%					33.3%	50.0%	16.7%
TVM	31	8	23		4	1	9	10	4	3
	1.7%	1.0%	2.3%		1.3%	.8%	1.7%	2.2%	1.7%	5.0%
	100.0%	25.8%	74.2%		12.9%	3.2%	29.0%	32.3%	12.9%	9.7%
One TV	39	12	27		2	1	6	19	10	1
	2.2%	1.5%	2.8%		.7%	.8%	1.1%	4.1%	4.3%	1.7%
	100.0%	30.8%	69.2%		5.1%	2.6%	15.4%	48.7%	25.6%	2.6%
Net TV	13	2	11				4	3	4	2
	.7%	.2%	1.1%				.8%	.7%	1.7%	3.3%
	100.0%	15.4%	84.6%				30.8%	23.1%	30.8%	15.4%
Smash TV	37	5	32	1	1		10	14	10	1
	2.1%	.6%	3.3%	1.3%	.3%		1.9%	3.0%	4.3%	1.7%
	100.0%	13.5%	86.5%	2.7%	2.7%		27.0%	37.8%	27.0%	2.7%
iTV	25	10	15		5	1	11	6	1	1
	1.4%	1.2%	1.5%		1.6%	.8%	2.1%	1.3%	.4%	1.7%
	100.0%	40.0%	60.0%		20.0%	4.0%	44.0%	24.0%	4.0%	4.0%
Do not know	12	4	8	1	2		4	2	1	2
	.7%	.5%	.8%	1.3%	.7%		.8%	.4%	.4%	3.3%
	100.0%	33.3%	66.7%	8.3%	16.7%		33.3%	16.7%	8.3%	16.7%
Total	1790	810	980	75	305	133	522	460	235	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.3%	54.7%	4.2%	17.0%	7.4%	29.2%	25.7%	13.1%	3.4%

[Count / Column % / Row %]

TABLE 3.10: TEleshopping [Yes/No] BYDISTRICT [OCT-DEC 2007 – JAN-MAR 2008]

Oct-Dec 2007	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	9		2	2	1	1	3
	.5%		.4%	.8%	.4%	.4%	2.1%
	100.0%		22.2%	22.2%	11.1%	11.1%	33.3%
Yes	195	57	57	21	20	22	18
	10.8%	13.9%	11.3%	8.5%	7.4%	9.4%	12.5%
	100.0%	29.2%	29.2%	10.8%	10.3%	11.3%	9.2%
No	1607	353	445	224	250	212	123
	88.7%	86.1%	88.3%	90.7%	92.3%	90.2%	85.4%
	100.0%	22.0%	27.7%	13.9%	15.6%	13.2%	7.7%
Total	1811	410	504	247	271	235	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	22.6%	27.8%	13.6%	15.0%	13.0%	8.0%
Jan-Mar 2008	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	5	2				1	2
	.3%	.6%				.4%	1.2%
	100.0%	40.0%				20.0%	40.0%
Yes	173	37	48	22	27	18	21
	9.6%	10.8%	9.2%	9.2%	9.3%	7.3%	12.8%
	100.0%	21.4%	27.7%	12.7%	15.6%	10.4%	12.1%
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%
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%
Apr-Jun 2008	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	6	3	1		1		1
	.3%	.8%	.2%		.3%		.8%
	100.0%	50.0%	16.7%		16.7%		16.7%
Yes	157	34	40	31	21	18	13
	8.8%	9.5%	8.0%	11.4%	7.1%	7.5%	10.5%
	100.0%	21.7%	25.5%	19.7%	13.4%	11.5%	8.3%
No	1627	320	460	242	272	223	110
	90.9%	89.6%	91.8%	88.6%	92.5%	92.5%	88.7%
	100.0%	19.7%	28.3%	14.9%	16.7%	13.7%	6.8%
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

TABLE 3.11: TEleshopping BY DISTRICT – BY BROADCASTING STATION [APR-JUN 2008]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1627	320	460	242	272	223	110
	90.9%	89.6%	91.8%	88.6%	92.5%	92.5%	88.7%
	100.0%	19.7%	28.3%	14.9%	16.7%	13.7%	6.8%
Not applicable	6	3	1		1		1
	.3%	.8%	.2%		.3%		.8%
	100.0%	50.0%	16.7%		16.7%		16.7%
TVM	31	8	5	6	6	4	2
	1.7%	2.2%	1.0%	2.2%	2.0%	1.7%	1.6%
	100.0%	25.8%	16.1%	19.4%	19.4%	12.9%	6.5%
One TV	39	12	12	6	4	4	1
	2.2%	3.4%	2.4%	2.2%	1.4%	1.7%	.8%
	100.0%	30.8%	30.8%	15.4%	10.3%	10.3%	2.6%
Net TV	13	3	3	1	2	2	2
	.7%	.8%	.6%	.4%	.7%	.8%	1.6%
	100.0%	23.1%	23.1%	7.7%	15.4%	15.4%	15.4%
Smash TV	37	4	11	9	4	3	6
	2.1%	1.1%	2.2%	3.3%	1.4%	1.2%	4.8%
	100.0%	10.8%	29.7%	24.3%	10.8%	8.1%	16.2%
iTV	25	5	6	5	4	3	2
	1.4%	1.4%	1.2%	1.8%	1.4%	1.2%	1.6%
	100.0%	20.0%	24.0%	20.0%	16.0%	12.0%	8.0%
Do not know	12	2	3	4	1	2	
	.7%	.6%	.6%	1.5%	.3%	.8%	
	100.0%	16.7%	25.0%	33.3%	8.3%	16.7%	
Total	1790	357	501	273	294	241	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.9%	28.0%	15.3%	16.4%	13.5%	6.9%

[Count / Column % / Row %]

TABLE 4.3.A: RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Parliament 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	NONE	TOTAL
MIDNIGHT	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
0:30	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
1:00	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
1:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
2:00	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
2:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
3:00	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
3:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
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
4:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
5:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
5:30	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	99.24	100
6:00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100
6:30	0.00	0.00	0.38	1.14	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	97.34	100
7:00	1.14	0.00	0.38	3.80	0.38	1.90	0.76	1.14	0.38	0.38	0.38	1.52	0.76	0.00	0.00	87.07	100
7:30	1.14	0.00	0.38	4.94	1.14	2.28	1.52	1.14	0.38	0.38	0.76	1.52	0.76	0.00	0.00	83.65	100
8:00	1.90	0.00	0.76	5.70	1.14	1.90	1.14	0.76	0.38	0.38	0.38	1.90	0.76	0.38	0.00	82.51	100
8:30	1.52	0.00	0.76	5.32	0.76	2.28	1.52	0.76	0.38	0.38	0.38	1.90	0.76	0.38	0.00	82.89	100
9:00	2.66	0.00	0.76	5.32	0.76	3.04	2.66	0.76	0.38	0.00	0.00	1.90	0.76	0.38	0.00	80.61	100
9:30	2.66	0.00	0.76	5.32	0.76	3.04	2.66	0.76	0.38	0.00	0.00	1.90	0.76	0.38	0.00	80.61	100
10:00	2.28	0.00	1.14	4.56	0.38	3.04	3.42	1.14	0.38	0.00	0.00	2.28	1.14	0.38	0.00	79.85	100
10:30	1.90	0.00	1.14	4.56	0.38	3.04	3.04	0.76	0.38	0.00	0.00	2.28	1.14	0.38	0.00	80.99	100
11:00	1.52	0.00	1.14	4.18	0.38	2.66	1.90	0.76	0.38	0.00	0.00	2.28	0.76	0.38	0.00	83.65	100
11:30	1.52	0.00	1.14	4.18	0.38	2.66	1.90	0.76	0.38	0.00	0.00	2.28	0.76	0.38	0.00	83.65	100
NOON	0.76	0.00	0.76	4.94	0.76	0.76	1.52	1.14	0.38	0.76	0.00	1.90	1.14	0.38	0.00	84.79	100
0:30	0.76	0.00	1.14	4.56	0.76	0.76	1.14	0.38	0.38	0.76	0.00	1.90	1.14	0.38	0.00	85.93	100
1:00	0.38	0.00	1.14	4.18	0.76	0.76	0.76	0.38	0.38	0.76	0.00	2.28	1.14	0.00	0.00	87.07	100
1:30	0.38	0.00	1.14	4.18	0.76	0.38	0.76	0.38	0.38	1.14	0.00	2.28	1.14	0.00	0.00	87.07	100
2:00	0.00	0.00	1.14	3.04	0.38	0.38	1.14	0.38	0.38	0.76	0.00	2.28	0.76	0.38	0.00	88.97	100
2:30	0.00	0.00	1.14	3.04	0.38	0.38	1.52	0.38	0.38	0.76	0.00	2.28	0.76	0.38	0.00	88.59	100
3:00	0.00	0.00	1.14	3.04	0.00	0.38	1.90	0.38	0.00	0.76	0.00	1.52	0.76	0.00	0.00	90.11	100
3:30	0.00	0.00	1.14	3.04	0.00	0.38	1.14	0.38	0.00	0.76	0.00	1.52	0.76	0.00	0.00	90.87	100
4:00	0.00	0.00	0.76	3.04	0.00	0.76	0.76	0.38	0.00	0.76	0.00	1.14	0.38	0.00	0.00	92.02	100
4:30	0.38	0.00	0.76	3.04	0.00	0.38	0.38	0.38	0.00	0.76	0.00	0.76	0.38	0.00	0.00	92.78	100
5:00	0.00	0.00	0.76	3.04	0.00	1.14	0.00	0.76	0.00	0.00	0.00	0.38	0.76	0.00	0.00	93.16	100
5:30	0.00	0.00	0.76	3.04	0.00	1.14	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	93.92	100
6:00	0.00	0.00	0.38	2.28	0.38	1.14	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	94.30	100
6:30	0.00	0.00	0.38	2.66	0.38	1.14	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	93.92	100
7:00	0.00	0.00	0.38	1.90	0.38	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	95.82	100
7:30	0.00	0.00	0.00	1.90	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.96	100
8:00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.86	100
8:30	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.86	100
9:00	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.48	100
9:30	0.00	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.48	100
10:00	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	0.00	98.86	100
10:30	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	0.00	98.86	100
11:00	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	0.00	98.86	100
11:30	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	0.00	98.86	100

average	0.45	0.00	0.48	2.23	0.25	0.88	0.67	0.38	0.13	0.23	0.04	0.82	0.40	0.10	0.00	92.95
maximum	2.66	0.00	1.14	5.70	1.14	3.04	3.42	1.14	0.38	1.14	0.76	2.28	1.14	0.38	0.00	99.62
std. dev.	0.78	0.00	0.46	1.92	0.34	0.97	0.94	0.36	0.18	0.33	0.14	0.96	0.43	0.17	0.00	6.87

TABLE 4.3.B: RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Parlament 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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
0:30	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
1:00	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	99.22	100
1:30	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
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	100
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
3:00	0.00	0.39	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	99.22	100
3:30	0.00	0.39	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	99.22	100
4:00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
4:30	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
5:00	0.00	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
5:30	0.00	0.39	0.00	0.78	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.06	100
6:00	0.00	0.39	0.00	1.55	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.29	100
6:30	0.00	0.39	0.00	2.71	0.00	0.78	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.35	100
7:00	0.78	0.00	0.39	5.43	0.39	1.55	1.16	0.00	0.39	0.78	0.39	0.00	0.39	0.00	0.00	88.37	100
7:30	0.78	0.00	0.39	5.43	0.39	1.94	1.16	0.00	0.00	1.16	0.39	0.39	0.78	0.00	0.00	87.21	100
8:00	1.16	0.00	0.39	4.65	0.39	3.49	3.10	0.39	1.16	1.94	0.39	0.39	1.16	0.00	0.00	81.40	100
8:30	1.16	0.00	0.78	4.65	0.78	2.33	3.88	0.39	1.16	1.94	0.39	0.39	0.78	0.00	0.00	81.40	100
9:00	1.16	0.00	1.16	4.26	0.78	3.49	3.88	1.16	0.78	1.94	0.00	1.16	0.78	0.00	0.00	79.46	100
9:30	1.16	0.00	1.55	4.26	0.78	3.10	3.88	1.16	0.78	1.94	0.00	0.78	0.78	0.00	0.00	79.84	100
10:00	0.39	0.00	1.16	3.10	0.78	2.33	4.26	1.16	0.78	1.94	0.00	0.78	1.16	0.00	0.00	82.17	100
10:30	0.78	0.00	1.16	3.10	0.78	2.33	4.26	1.16	0.39	1.94	0.00	0.78	1.16	0.00	0.00	82.17	100
11:00	0.78	0.00	1.16	3.10	0.39	2.71	4.26	1.16	0.39	1.94	0.00	0.78	1.16	0.00	0.00	82.17	100
11:30	0.78	0.00	1.16	3.49	0.39	2.71	4.65	1.16	0.39	1.94	0.00	0.78	1.16	0.00	0.00	81.40	100
NOON	1.16	0.00	0.78	3.88	0.78	2.33	2.71	0.39	0.78	1.55	0.00	0.78	1.16	0.39	0.00	83.33	100
0:30	0.78	0.00	0.78	2.71	0.78	1.94	2.33	0.39	0.39	0.78	0.00	0.78	1.16	0.39	0.00	86.82	100
1:00	0.39	0.00	0.39	2.33	1.16	1.16	2.33	0.00	0.39	0.78	0.00	0.78	1.16	0.39	0.00	88.76	100
1:30	0.39	0.00	0.39	2.71	1.16	1.16	2.33	0.00	0.39	0.78	0.00	0.78	1.16	0.00	0.00	88.76	100
2:00	0.39	0.00	0.00	2.33	0.39	0.78	2.33	0.00	0.39	1.16	0.00	0.78	0.78	0.00	0.00	90.70	100
2:30	0.39	0.00	0.00	2.71	0.39	0.78	2.33	0.00	0.39	1.16	0.00	0.78	0.78	0.00	0.00	90.31	100
3:00	0.39	0.00	0.00	3.49	0.39	1.16	2.33	0.00	0.39	2.33	0.00	0.78	0.78	0.00	0.00	87.98	100
3:30	0.39	0.00	0.00	2.71	0.39	1.16	2.71	0.00	0.39	1.55	0.00	0.78	0.78	0.00	0.00	89.15	100
4:00	0.39	0.00	0.00	2.33	0.39	1.16	0.78	0.39	0.00	0.78	0.00	1.16	0.78	0.00	0.00	91.86	100
4:30	0.39	0.00	0.00	2.33	0.39	1.16	0.78	0.39	0.00	0.78	0.00	1.55	0.78	0.00	0.00	91.47	100
5:00	0.78	0.00	0.39	2.33	0.39	0.78	1.16	0.78	0.00	0.39	0.00	1.16	0.39	0.00	0.00	91.47	100
5:30	0.78	0.00	0.39	2.33	0.39	0.78	1.16	0.78	0.00	0.39	0.00	1.16	0.00	0.00	0.00	91.86	100
6:00	1.16	0.00	0.00	2.33	0.39	1.16	1.16	0.78	0.00	1.55	0.00	0.78	0.39	0.00	0.00	90.31	100
6:30	0.78	0.00	0.00	2.33	0.39	1.16	0.78	1.16	0.00	0.39	0.00	0.78	0.39	0.00	0.00	91.86	100
7:00	0.00	0.00	0.00	0.78	0.39	0.00	0.39	1.16	0.00	0.39	0.00	0.39	0.00	0.00	0.00	96.51	100
7:30	0.00	0.00	0.00	1.16	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	97.29	100
8:00	0.39	0.00	0.00	0.78	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	97.29	100
8:30	0.39	0.00	0.00	0.78	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	97.29	100
9:00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	98.45	100
9:30	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	98.45	100
10:00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.39	0.39	0.00	0.00	0.00	97.67	100
10:30	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.39	0.39	0.00	0.00	0.00	97.67	100
11:00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	98.06	100
11:30	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	98.06	100

Average	0.38	0.06	0.26	1.89	0.36	0.94	1.32	0.38	0.20	0.77	0.05	0.48	0.41	0.02	0.00	92.47
maximum	1.16	0.39	1.55	5.43	1.16	3.49	4.65	1.16	1.16	2.33	0.39	1.55	1.16	0.39	0.00	100
std. dev.	0.42	0.15	0.43	1.62	0.30	1.05	1.50	0.43	0.32	0.72	0.13	0.41	0.48	0.09	0.00	6.66

TABLE 4.3.C: RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Parlament 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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.11	100
0:30	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.11	100
1:00	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
1:30	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
2:00	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
2:30	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
3:00	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
3:30	0.00	0.00	0.00	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
4:00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.87	100
4:30	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.87	100
5:00	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.49	100
5:30	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.11	100
6:00	0.38	0.00	0.00	1.51	0.38	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.38	0.00	96.23	100
6:30	0.38	0.00	0.00	1.13	0.75	0.00	0.38	0.00	0.00	0.75	0.00	0.38	0.00	0.38	0.00	95.85	100
7:00	0.38	0.00	1.13	2.64	2.26	0.38	2.26	0.38	0.00	0.38	0.00	0.75	0.00	0.38	0.00	89.06	100
7:30	0.75	0.00	0.38	3.40	2.26	1.89	1.89	0.75	0.00	0.38	0.00	0.38	0.38	0.38	0.00	87.17	100
8:00	0.75	0.00	0.75	3.40	2.26	3.40	2.64	1.51	0.38	0.75	0.00	1.13	2.64	0.38	0.00	80.00	100
8:30	0.75	0.00	0.38	3.02	2.26	1.89	3.77	1.51	0.38	0.75	0.00	1.13	2.26	0.38	0.00	81.51	100
9:00	0.38	0.00	0.75	3.02	1.51	1.51	4.15	2.26	1.13	1.13	0.00	1.13	3.02	0.75	0.00	79.25	100
9:30	0.38	0.00	0.75	3.02	1.89	1.51	4.15	2.26	1.13	1.13	0.00	1.13	3.02	0.75	0.00	78.87	100
10:00	0.38	0.00	0.75	2.64	1.51	1.51	4.15	1.51	1.13	1.51	0.00	1.51	2.64	0.75	0.00	80.00	100
10:30	0.75	0.00	1.13	2.26	1.51	1.13	4.15	1.51	1.13	1.51	0.00	1.51	2.64	0.75	0.00	80.00	100
11:00	0.38	0.00	0.75	2.26	1.51	0.00	3.77	1.13	1.51	0.75	0.00	1.51	1.89	0.75	0.00	83.77	100
11:30	0.38	0.00	0.75	2.26	1.51	0.00	3.40	1.13	1.13	0.75	0.00	1.51	1.89	0.75	0.00	84.53	100
NOON	0.38	0.00	0.38	2.26	1.89	0.38	2.64	1.89	0.75	0.38	0.00	1.13	1.89	0.75	0.00	85.28	100
0:30	0.38	0.00	0.38	2.26	1.51	0.00	2.64	1.51	0.75	0.38	0.00	1.13	1.89	0.75	0.00	86.42	100
1:00	0.38	0.00	0.75	1.89	1.13	0.00	2.64	1.13	0.75	0.38	0.00	1.13	1.51	0.75	0.00	87.55	100
1:30	0.38	0.00	0.38	1.89	1.13	0.00	2.26	1.13	0.75	0.38	0.00	1.13	1.51	0.75	0.00	88.30	100
2:00	0.38	0.00	0.38	1.89	1.13	0.00	1.13	0.38	0.75	0.38	0.00	0.75	1.51	0.75	0.00	90.57	100
2:30	0.38	0.00	0.38	1.51	1.13	0.00	1.13	0.38	0.75	0.38	0.00	0.75	1.51	0.75	0.00	90.94	100
3:00	0.38	0.00	0.38	1.51	1.13	0.00	1.13	0.38	0.75	0.75	0.00	0.75	1.51	0.75	0.00	90.57	100
3:30	0.38	0.00	0.38	1.51	1.13	0.00	1.13	0.38	0.75	0.75	0.00	0.75	1.51	0.75	0.00	90.57	100
4:00	0.00	0.00	0.38	1.13	1.51	0.00	1.51	1.13	0.75	0.00	0.00	0.38	0.38	0.75	0.00	92.08	100
4:30	0.00	0.00	0.75	1.13	1.51	0.00	1.13	1.13	0.38	0.00	0.00	0.38	0.38	0.75	0.00	92.45	100
5:00	0.00	0.00	0.75	1.13	1.51	0.38	0.38	0.75	0.38	0.00	0.00	0.38	0.38	0.38	0.00	93.58	100
5:30	0.00	0.00	0.38	1.13	1.51	0.75	0.75	0.38	0.38	0.00	0.00	0.38	0.75	0.38	0.00	93.21	100
6:00	0.00	0.00	0.75	0.75	0.75	1.13	0.75	0.38	0.38	0.38	0.00	0.38	0.00	0.38	0.00	93.96	100
6:30	0.00	0.00	0.75	1.13	0.75	0.75	0.75	0.38	0.38	0.00	0.00	0.38	0.00	0.38	0.00	94.34	100
7:00	0.00	0.00	0.75	1.13	0.75	1.13	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	95.09	100
7:30	0.00	0.00	0.75	1.13	0.75	0.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	95.85	100
8:00	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	0.38	0.00	98.49	100
8:30	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.87	100
9:00	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	0.38	0.00	99.25	100
9:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	99.25	100
10:00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.87	100
10:30	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	0.38	0.00	99.25	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100

average	0.19	0.00	0.35	1.25	0.97	0.42	1.17	0.55	0.35	0.40	0.01	0.46	0.73	0.40	0.00	92.76	
maximum	0.75	0.00	1.13	3.40	2.26	3.40	4.15	2.26	1.51	1.51	0.38	1.51	3.02	0.75	0.00	100	
std. dev.	0.25	0.00	0.36	1.02	0.67	0.71	1.43	0.67	0.44	0.38	0.05	0.53	1.01	0.30	0.00	6.71	

TABLE 4.3.D: RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Parlament 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	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	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
4:30	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
5:00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
5:30	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
6:00	0.00	0.38	0.38	1.52	0.76	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	95.83	100
6:30	0.00	0.38	0.00	1.14	0.76	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	96.59	100
7:00	0.00	0.38	0.38	3.41	1.14	3.03	0.76	0.76	0.00	0.38	0.00	1.14	1.52	0.00	0.38	86.74	100
7:30	0.38	0.38	0.38	3.41	1.14	3.79	1.89	1.14	0.00	0.76	0.00	1.52	1.14	0.00	0.38	83.71	100
8:00	1.89	0.00	0.76	4.92	1.52	4.55	2.65	1.89	0.00	1.14	0.00	2.27	1.52	0.76	0.00	76.14	100
8:30	1.89	0.00	0.76	4.92	1.52	4.55	2.27	1.52	0.00	1.14	0.00	1.89	1.14	1.14	0.00	77.27	100
9:00	2.65	0.00	1.52	6.06	1.89	3.03	3.41	1.89	0.00	0.76	0.00	1.52	1.52	1.14	0.00	74.62	100
9:30	2.65	0.00	1.52	6.06	1.89	3.03	3.03	1.89	0.00	0.76	0.00	1.52	1.52	1.14	0.00	75.00	100
10:00	3.03	0.00	1.52	4.92	0.76	3.03	3.41	1.52	0.00	0.76	0.38	1.14	0.76	1.14	0.00	77.65	100
10:30	3.03	0.00	1.52	4.92	0.76	2.27	3.41	1.52	0.00	0.76	0.00	1.14	0.76	1.14	0.00	78.79	100
11:00	2.27	0.00	1.14	3.79	0.76	2.27	3.03	1.52	0.00	0.76	0.00	1.14	0.76	1.14	0.00	81.44	100
11:30	2.27	0.00	1.14	3.41	0.76	2.27	3.03	1.52	0.00	0.76	0.00	1.14	0.76	1.14	0.00	81.82	100
NOON	1.14	0.00	1.14	3.03	0.76	1.52	1.89	0.76	0.00	0.76	0.00	1.14	0.76	1.14	0.00	85.98	100
0:30	1.14	0.00	1.14	2.65	0.38	1.52	1.52	0.38	0.00	0.76	0.00	1.14	0.76	1.14	0.00	87.50	100
1:00	1.14	0.00	1.52	2.65	0.38	1.14	1.14	0.76	0.00	0.00	0.00	1.14	1.14	1.14	0.00	87.88	100
1:30	1.14	0.00	1.52	2.65	0.38	1.14	1.14	0.38	0.00	0.00	0.00	1.14	1.14	1.14	0.00	88.26	100
2:00	1.52	0.00	1.52	1.89	0.38	2.27	1.14	0.38	0.38	0.00	0.38	1.52	1.14	0.38	0.00	87.12	100
2:30	1.52	0.00	1.52	1.89	0.38	1.52	1.14	0.38	0.38	0.00	0.00	1.14	1.14	0.38	0.00	88.64	100
3:00	1.52	0.00	1.14	1.89	0.38	1.14	1.14	0.38	0.38	0.00	0.00	0.76	1.14	0.38	0.00	89.77	100
3:30	1.52	0.00	1.14	1.52	0.76	1.14	1.14	0.38	0.38	0.00	0.00	0.76	1.52	0.38	0.00	89.39	100
4:00	0.00	0.00	0.76	2.27	0.76	0.76	0.38	0.38	0.38	0.00	0.00	0.38	1.52	0.38	0.00	92.05	100
4:30	0.00	0.00	0.76	2.27	0.76	0.76	0.38	0.38	0.38	0.00	0.00	0.38	1.14	0.38	0.00	92.42	100
5:00	0.00	0.00	0.38	2.65	0.76	1.14	0.38	0.38	0.76	0.00	0.00	0.00	1.14	0.38	0.00	92.05	100
5:30	0.00	0.00	0.38	3.03	0.76	0.76	0.38	0.00	0.76	0.00	0.00	0.00	1.14	0.38	0.38	92.05	100
6:00	0.00	0.00	0.00	3.41	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	94.70	100
6:30	0.00	0.00	0.00	2.27	0.38	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	95.45	100
7:00	0.00	0.00	0.38	0.76	0.38	0.00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.00	96.59	100
7:30	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.11	100
8:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
8:30	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	99.24	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
11:00	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	0.38	99.24	100
11:30	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	0.38	98.86	100

average	0.64	0.06	0.51	1.80	0.46	0.99	0.86	0.48	0.09	0.23	0.02	0.50	0.52	0.39	0.04	92.42	
maximum	3.03	0.38	1.52	6.06	1.89	4.55	3.41	1.89	0.76	1.14	0.38	2.27	1.52	1.14	0.38	100	
std.dev.	0.98	0.14	0.60	1.82	0.52	1.31	1.12	0.60	0.20	0.36	0.08	0.66	0.60	0.47	0.12	8.20	

TABLE 4.3.E: RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Parliament 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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	99.23	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.84	100
4:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.46	100
4:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.46	100
5:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.46	100
5:30	0.00	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	97.68	100
6:00	0.00	0.00	0.00	1.16	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	96.91	100
6:30	0.39	0.00	0.00	1.16	0.39	1.16	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	96.14	100
7:00	1.54	0.00	0.39	2.70	0.00	1.54	0.39	0.77	0.00	1.54	0.00	0.00	0.39	0.00	0.00	90.73	100
7:30	1.54	0.00	0.00	3.47	0.00	3.47	0.77	0.39	0.00	1.16	0.00	0.00	0.39	0.00	0.00	88.80	100
8:00	1.93	0.00	1.16	3.47	0.77	3.47	1.54	2.32	0.00	1.16	0.00	0.00	0.77	0.39	0.00	83.01	100
8:30	1.54	0.00	0.77	4.63	0.77	3.47	1.54	2.32	0.00	1.16	0.00	0.00	0.39	0.39	0.00	83.01	100
9:00	2.32	0.00	1.54	5.02	1.16	2.70	1.93	1.93	0.00	0.77	0.00	0.00	1.16	0.77	0.00	80.69	100
9:30	2.32	0.00	1.54	5.02	1.16	1.93	1.93	1.93	0.00	0.77	0.00	0.00	1.16	0.77	0.00	81.47	100
10:00	2.32	0.00	0.77	5.41	1.16	1.54	2.32	2.32	0.00	0.77	0.00	0.00	1.54	0.77	0.00	81.08	100
10:30	2.32	0.00	0.77	5.41	1.16	1.93	2.32	2.32	0.00	0.77	0.00	0.00	1.54	0.77	0.00	80.69	100
11:00	1.93	0.00	0.77	5.02	0.77	1.93	2.32	1.93	0.00	0.77	0.00	0.00	1.16	0.77	0.00	82.63	100
11:30	1.93	0.00	0.77	6.56	0.77	1.93	2.32	1.93	0.00	0.77	0.00	0.00	1.16	0.77	0.00	81.08	100
NOON	0.77	0.00	0.39	4.25	1.16	1.54	1.93	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	89.58	100
0:30	0.39	0.00	0.39	3.09	0.77	1.54	1.93	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91.51	100
1:00	0.77	0.00	0.39	2.70	0.39	0.77	1.93	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.66	100
1:30	1.16	0.00	0.39	2.70	0.39	0.77	1.93	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.28	100
2:00	1.16	0.00	0.39	2.32	0.00	1.16	1.93	0.39	0.39	0.77	0.39	0.00	0.00	0.00	0.00	91.12	100
2:30	1.16	0.00	0.39	1.93	0.00	1.16	1.93	0.39	0.39	0.77	0.00	0.00	0.00	0.00	0.00	91.89	100
3:00	0.77	0.00	0.39	2.32	0.00	1.16	1.93	0.39	0.39	0.77	0.00	0.39	0.39	0.00	0.00	91.12	100
3:30	0.77	0.00	0.39	2.70	0.00	1.16	1.93	0.39	0.39	0.77	0.00	0.39	0.39	0.00	0.00	90.73	100
4:00	0.77	0.00	0.00	2.32	0.00	1.16	1.16	0.00	0.39	0.77	0.00	0.39	0.77	0.00	0.00	92.28	100
4:30	0.77	0.00	0.39	1.93	0.00	0.39	1.16	0.00	0.39	0.77	0.00	0.39	0.77	0.00	0.00	93.05	100
5:00	0.39	0.00	0.00	1.54	0.77	1.16	0.77	0.00	0.39	0.77	0.00	0.00	0.39	0.00	0.00	93.82	100
5:30	0.39	0.00	0.00	1.93	0.77	0.77	0.77	0.00	0.39	0.77	0.00	0.00	0.39	0.00	0.00	93.82	100
6:00	0.00	0.00	0.00	0.39	0.77	0.77	0.39	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.53	100
6:30	0.39	0.00	0.00	0.77	0.77	0.77	0.39	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	95.75	100
7:00	0.00	0.00	0.00	0.77	0.77	0.39	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	96.91	100
7:30	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	97.68	100
8:00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
8:30	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	0.00	0.00	99.23	100
9:00	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
9:30	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
10:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
11:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100

average	0.62	0.00	0.25	1.80	0.32	0.88	0.78	0.47	0.07	0.41	0.10	0.03	0.36	0.11	0.10	93.68	
maximum	2.32	0.00	1.54	6.56	1.16	3.47	2.32	2.32	0.39	1.54	0.39	0.39	1.54	0.77	0.39	100	
std. dev.	0.80	0.00	0.40	1.85	0.42	0.97	0.91	0.77	0.15	0.45	0.17	0.11	0.42	0.26	0.17	6.29	

TABLE 4.3.F: RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Parliament 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	NONE	TOTAL
MIDNIGHT	0.00	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	99.60	100
0:30	0.00	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	99.60	100
1:00	0.00	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	99.60	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	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	99.60	100
6:00	0.40	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	98.41	100
6:30	0.40	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	98.41	100
7:00	0.00	0.00	0.79	1.98	0.00	0.00	0.79	0.79	0.40	0.79	0.00	0.00	0.00	0.00	0.00	94.44	100
7:30	1.19	0.00	0.79	1.98	0.00	0.40	0.79	0.79	0.79	0.79	0.00	0.00	0.00	0.00	0.00	92.46	100
8:00	1.59	0.00	0.79	5.56	0.79	2.38	1.59	1.19	0.79	1.59	0.00	0.40	0.40	0.00	0.00	82.94	100
8:30	1.59	0.00	0.79	5.16	0.79	1.98	1.59	1.19	0.79	1.98	0.00	0.40	0.40	0.00	0.00	83.33	100
9:00	2.38	0.00	1.59	5.56	1.59	2.78	2.78	1.98	0.79	1.98	0.00	0.79	0.00	0.00	0.00	77.78	100
9:30	2.38	0.00	1.59	5.95	1.59	2.78	2.78	1.98	0.40	1.98	0.00	0.79	0.00	0.00	0.00	77.78	100
10:00	1.98	0.00	1.59	5.95	1.19	4.37	3.17	2.78	0.79	1.19	0.00	1.59	0.40	0.00	0.40	74.60	100
10:30	1.98	0.00	1.59	5.95	1.19	3.57	3.17	2.78	0.79	1.19	0.00	1.59	0.40	0.00	0.40	75.40	100
11:00	0.79	0.00	1.59	4.76	1.19	3.57	3.17	2.38	0.79	1.19	0.00	1.19	0.40	0.00	0.40	78.57	100
11:30	1.19	0.00	1.59	5.16	1.19	3.17	2.78	2.38	0.40	1.19	0.00	1.19	0.40	0.00	0.40	78.97	100
NOON	0.40	0.00	1.59	3.17	0.79	2.38	2.78	1.19	0.40	0.79	0.00	1.19	0.00	0.00	0.00	85.32	100
0:30	0.40	0.00	1.59	3.17	0.79	2.38	2.78	1.19	0.40	0.79	0.00	1.19	0.00	0.00	0.00	85.32	100
1:00	0.40	0.00	1.59	1.98	0.79	0.79	1.19	0.79	0.00	0.79	0.00	1.19	0.40	0.00	0.00	90.08	100
1:30	0.40	0.00	1.59	1.59	0.79	0.79	1.19	0.79	0.00	0.79	0.00	1.19	0.40	0.00	0.00	90.48	100
2:00	0.00	0.00	1.59	2.38	0.40	0.79	1.19	0.79	0.00	0.79	0.00	0.79	0.40	0.00	0.00	90.87	100
2:30	0.00	0.00	1.59	2.38	0.40	0.79	1.19	0.79	0.00	0.79	0.00	0.79	0.40	0.00	0.00	90.87	100
3:00	0.00	0.00	0.79	2.38	0.00	0.40	1.59	0.79	0.00	0.79	0.00	0.79	0.00	0.00	0.00	92.46	100
3:30	0.00	0.00	0.79	2.38	0.00	0.40	1.59	0.79	0.00	0.79	0.00	0.79	0.00	0.00	0.00	92.46	100
4:00	0.40	0.00	1.19	2.78	0.00	0.40	1.59	0.79	0.00	0.40	0.00	0.79	0.00	0.00	0.40	91.27	100
4:30	0.40	0.00	0.79	2.78	0.00	0.00	1.19	0.79	0.00	0.40	0.00	0.79	0.00	0.00	0.00	92.86	100
5:00	0.40	0.00	1.59	2.38	0.40	0.40	1.19	0.79	0.00	0.40	0.00	0.40	0.00	0.40	0.00	91.67	100
5:30	0.40	0.00	1.59	2.38	0.40	0.40	1.19	0.79	0.00	0.40	0.00	0.40	0.00	0.40	0.00	91.67	100
6:00	0.00	0.00	1.59	1.98	0.40	0.00	1.59	0.79	0.00	0.40	0.00	0.00	0.00	0.00	0.00	93.25	100
6:30	0.00	0.00	1.59	1.59	0.00	0.00	1.59	0.79	0.00	0.40	0.00	0.00	0.00	0.00	0.00	94.05	100
7:00	0.00	0.40	0.79	1.59	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.63	100
7:30	0.00	0.00	0.79	1.59	0.00	0.00	1.19	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.03	100
8:00	0.00	0.00	0.00	0.79	0.00	0.00	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.41	100
8:30	0.00	0.00	0.40	0.79	0.00	0.00	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.02	100
9:00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
10:00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
10:30	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.21	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100

Average	0.40	0.01	0.74	1.86	0.31	0.73	0.99	0.69	0.17	0.47	0.00	0.38	0.08	0.02	0.04	93.12
maximum	2.38	0.40	1.59	5.95	1.59	4.37	3.17	2.78	0.79	1.98	0.00	1.59	0.40	0.40	0.40	100
std. dev.	0.68	0.06	0.68	1.94	0.48	1.21	1.07	0.77	0.29	0.59	0.00	0.51	0.16	0.08	0.12	7.75

TABLE 4.3.G: RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Parliament 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	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	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
4:00	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
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
5:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.23	100
5:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.23	100
6:00	0.00	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.69	100
6:30	0.00	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.31	100
7:00	0.00	0.00	1.15	2.31	0.38	0.00	0.00	0.38	0.38	1.15	0.00	0.38	0.00	0.00	0.38	93.46	100
7:30	0.00	0.00	0.38	2.69	0.38	0.00	0.00	0.38	0.38	1.54	0.00	0.77	0.00	0.00	0.38	93.08	100
8:00	0.38	0.00	0.38	2.69	0.38	0.38	1.92	1.54	0.00	1.54	0.00	0.77	0.00	0.00	0.00	90.00	100
8:30	0.00	0.38	0.38	2.69	0.77	0.38	1.92	1.54	0.00	1.54	0.00	0.38	0.00	0.00	0.00	89.62	100
9:00	0.77	0.38	0.38	3.85	1.15	0.38	3.46	1.54	0.77	1.54	0.00	0.77	0.77	0.77	0.38	82.69	100
9:30	0.77	0.00	0.38	3.46	1.15	0.00	3.46	1.54	0.77	1.54	0.00	0.77	0.77	0.77	0.00	84.23	100
10:00	0.77	0.00	0.38	3.08	0.38	1.15	3.08	0.77	1.15	1.15	0.00	1.54	1.15	0.77	0.00	84.62	100
10:30	0.77	0.00	0.00	3.08	0.38	1.15	3.08	0.77	1.15	1.15	0.00	1.92	1.15	0.77	0.00	84.62	100
11:00	0.77	0.00	0.00	2.69	0.00	1.54	3.08	0.77	0.77	0.77	0.00	1.54	1.15	0.38	0.00	86.54	100
11:30	0.77	0.00	0.00	2.31	0.00	1.54	2.69	0.77	0.38	0.77	0.00	1.15	1.15	0.38	0.00	88.08	100
NOON	0.00	0.00	0.38	2.31	0.00	1.54	1.15	0.77	0.00	0.38	0.38	0.77	0.38	0.00	0.00	91.92	100
0:30	0.00	0.00	0.00	2.31	0.00	2.69	1.15	0.77	0.00	0.38	0.38	0.77	0.38	0.00	0.00	91.15	100
1:00	0.00	0.00	0.38	2.31	0.00	1.92	1.15	1.15	0.00	0.38	0.38	0.77	0.00	0.38	0.00	91.15	100
1:30	0.00	0.00	0.00	1.92	0.00	1.15	1.15	1.15	0.00	0.38	0.38	0.77	0.00	0.38	0.00	92.69	100
2:00	0.00	0.00	0.00	2.31	0.38	1.15	1.54	1.15	0.00	0.38	0.00	0.77	0.00	0.00	0.00	92.31	100
2:30	0.00	0.00	0.00	1.92	0.38	1.15	1.92	0.77	0.38	0.38	0.00	0.77	0.00	0.00	0.00	92.31	100
3:00	0.00	0.00	0.00	2.69	0.38	1.15	1.54	0.38	0.00	1.15	0.00	0.38	0.00	0.00	0.00	92.31	100
3:30	0.00	0.00	0.00	1.92	0.38	1.15	1.15	0.38	0.00	0.77	0.00	0.38	0.00	0.00	0.00	93.85	100
4:00	0.00	0.00	0.00	3.08	0.00	1.15	0.38	0.38	0.00	0.77	0.00	0.77	0.00	0.00	0.00	93.46	100
4:30	0.00	0.00	0.38	3.46	0.00	1.15	0.38	0.38	0.00	0.77	0.00	1.15	0.00	0.00	0.00	92.31	100
5:00	0.00	0.00	0.00	2.31	0.00	0.77	0.77	1.15	0.00	0.38	0.00	0.38	0.38	0.00	0.00	93.85	100
5:30	0.00	0.00	0.00	2.69	0.00	0.77	0.77	0.77	0.00	0.38	0.00	0.38	0.38	0.00	0.00	93.85	100
6:00	0.38	0.00	0.00	1.54	0.00	0.00	0.77	0.77	0.00	0.38	0.00	0.38	0.00	0.00	0.00	95.77	100
6:30	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.77	0.00	0.38	0.00	0.38	0.00	0.00	0.00	96.92	100
7:00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	1.15	0.00	0.38	0.00	0.00	0.00	0.38	0.00	96.92	100
7:30	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.77	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.31	100
8:00	0.00	0.00	0.00	0.77	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.08	100
8:30	0.00	0.00	0.00	0.77	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.08	100
9:00	0.38	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	98.08	100
9:30	0.38	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.46	100
10:00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100
10:30	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100
11:00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100
11:30	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.46	100

average	0.16	0.02	0.10	1.49	0.14	0.48	0.79	0.50	0.13	0.58	0.03	0.40	0.16	0.11	0.02	94.87
maximum	0.77	0.38	1.15	3.85	1.15	2.69	3.46	1.54	1.15	1.54	0.38	1.92	1.15	0.77	0.38	100
std.dev.	0.27	0.08	0.22	1.21	0.28	0.67	1.08	0.51	0.30	0.43	0.11	0.49	0.35	0.24	0.09	4.90

TABLE 4.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	Radju Malta	Radju Parlament 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	NONE	TOTAL
MIDNIGHT	0.05	0.00	0.00	0.16	0.11	0.05	0.00	0.22	0.00	0.05	0.05	0.00	0.00	0.00	0.05	99.23	100
0:30	0.05	0.00	0.00	0.16	0.11	0.05	0.00	0.16	0.00	0.05	0.05	0.00	0.00	0.00	0.05	99.29	100
1:00	0.00	0.00	0.00	0.16	0.11	0.05	0.00	0.05	0.00	0.05	0.05	0.00	0.05	0.00	0.05	99.40	100
1:30	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.05	0.00	0.05	0.05	0.00	0.05	0.00	0.05	99.51	100
2:00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.05	0.00	0.05	99.51	100
2:30	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.16	0.05	0.00	0.05	0.00	0.05	99.45	100
3:00	0.00	0.05	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.16	0.05	0.00	0.05	0.00	0.05	99.40	100
3:30	0.00	0.05	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.16	0.05	0.00	0.05	0.00	0.05	99.40	100
4:00	0.00	0.11	0.00	0.27	0.05	0.05	0.00	0.00	0.00	0.11	0.05	0.00	0.05	0.00	0.05	99.23	100
4:30	0.00	0.11	0.00	0.27	0.05	0.05	0.00	0.00	0.00	0.11	0.05	0.00	0.05	0.00	0.05	99.23	100
5:00	0.00	0.11	0.00	0.44	0.05	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.05	0.00	0.05	99.12	100
5:30	0.00	0.11	0.00	0.60	0.11	0.00	0.11	0.05	0.00	0.11	0.05	0.00	0.05	0.05	0.05	98.68	100
6:00	0.11	0.11	0.05	1.32	0.22	0.11	0.22	0.16	0.05	0.27	0.00	0.00	0.05	0.05	0.00	97.25	100
6:30	0.16	0.11	0.05	1.48	0.27	0.44	0.22	0.00	0.05	0.27	0.00	0.05	0.11	0.05	0.00	96.71	100
7:00	0.55	0.05	0.66	3.19	0.66	1.21	0.88	0.60	0.22	0.77	0.11	0.55	0.44	0.05	0.11	89.95	100
7:30	0.82	0.05	0.38	3.62	0.77	1.98	1.15	0.66	0.22	0.88	0.16	0.66	0.49	0.05	0.11	87.97	100
8:00	1.37	0.00	0.71	4.34	1.04	2.80	2.09	1.37	0.38	1.21	0.11	0.99	1.04	0.27	0.00	82.26	100
8:30	1.21	0.05	0.66	4.34	1.10	2.42	2.36	1.32	0.38	1.26	0.11	0.88	0.82	0.33	0.00	82.70	100
9:00	1.76	0.05	1.10	4.72	1.26	2.42	3.19	1.65	0.55	1.15	0.00	1.04	1.15	0.55	0.05	79.30	100
9:30	1.76	0.00	1.15	4.72	1.32	2.20	3.13	1.65	0.49	1.15	0.00	0.99	1.15	0.55	0.00	79.68	100
10:00	1.59	0.00	1.04	4.23	0.88	2.42	3.40	1.59	0.60	1.04	0.05	1.26	1.26	0.55	0.05	80.01	100
10:30	1.65	0.00	1.04	4.17	0.88	2.20	3.35	1.54	0.55	1.04	0.00	1.32	1.26	0.55	0.05	80.40	100
11:00	1.21	0.00	0.93	3.68	0.71	2.09	3.08	1.37	0.55	0.88	0.00	1.21	1.04	0.49	0.05	82.70	100
11:30	1.26	0.00	0.93	3.90	0.71	2.03	2.97	1.37	0.38	0.88	0.00	1.15	1.04	0.49	0.05	82.81	100
NOON	0.66	0.00	0.77	3.40	0.88	1.48	2.09	0.93	0.33	0.66	0.05	0.99	0.77	0.38	0.00	86.60	100
0:30	0.55	0.00	0.77	2.97	0.71	1.54	1.92	0.71	0.27	0.55	0.05	0.99	0.77	0.38	0.00	87.81	100
1:00	0.49	0.00	0.88	2.58	0.66	0.93	1.59	0.66	0.22	0.44	0.05	1.04	0.77	0.38	0.00	89.29	100
1:30	0.55	0.00	0.77	2.53	0.66	0.77	1.54	0.60	0.22	0.49	0.05	1.04	0.77	0.33	0.00	89.68	100
2:00	0.49	0.00	0.71	2.31	0.44	0.93	1.48	0.49	0.33	0.60	0.11	0.99	0.66	0.22	0.00	90.23	100
2:30	0.49	0.00	0.71	2.20	0.44	0.82	1.59	0.44	0.38	0.60	0.00	0.93	0.66	0.22	0.00	90.50	100
3:00	0.44	0.00	0.55	2.47	0.33	0.77	1.65	0.38	0.27	0.93	0.00	0.77	0.66	0.16	0.00	90.61	100
3:30	0.44	0.00	0.55	2.25	0.38	0.77	1.54	0.38	0.27	0.77	0.00	0.77	0.71	0.16	0.00	90.99	100
4:00	0.22	0.00	0.44	2.42	0.38	0.77	0.93	0.49	0.22	0.49	0.00	0.71	0.55	0.16	0.05	92.15	100
4:30	0.27	0.00	0.55	2.42	0.38	0.55	0.77	0.49	0.16	0.49	0.00	0.77	0.49	0.16	0.00	92.48	100
5:00	0.22	0.00	0.55	2.20	0.55	0.82	0.66	0.66	0.22	0.27	0.00	0.38	0.49	0.16	0.00	92.81	100
5:30	0.22	0.00	0.49	2.36	0.55	0.77	0.71	0.44	0.22	0.27	0.00	0.38	0.44	0.16	0.05	92.92	100
6:00	0.22	0.00	0.38	1.81	0.44	0.66	0.77	0.49	0.05	0.49	0.00	0.27	0.11	0.16	0.00	94.12	100
6:30	0.16	0.00	0.38	1.65	0.38	0.60	0.71	0.60	0.05	0.27	0.00	0.27	0.11	0.16	0.00	94.62	100
7:00	0.00	0.05	0.33	1.10	0.38	0.38	0.44	0.60	0.00	0.22	0.00	0.05	0.05	0.16	0.00	96.21	100
7:30	0.00	0.00	0.22	1.10	0.27	0.27	0.33	0.33	0.00	0.22	0.00	0.05	0.00	0.16	0.00	97.03	100
8:00	0.05	0.00	0.05	0.55	0.05	0.22	0.11	0.16	0.11	0.16	0.00	0.05	0.00	0.05	0.00	98.41	100
8:30	0.05	0.00	0.05	0.55	0.05	0.22	0.11	0.16	0.00	0.16	0.00	0.05	0.00	0.05	0.00	98.52	100
9:00	0.05	0.00	0.05	0.33	0.05	0.22	0.00	0.05	0.00	0.16	0.00	0.11	0.00	0.05	0.00	98.90	100
9:30	0.05	0.00	0.00	0.33	0.05	0.22	0.00	0.00	0.00	0.16	0.00	0.05	0.00	0.05	0.00	99.07	100
10:00	0.05	0.00	0.11	0.16	0.05	0.11	0.05	0.16	0.00	0.11	0.05	0.05	0.00	0.05	0.00	99.01	100
10:30	0.05	0.00	0.11	0.11	0.05	0.05	0.00	0.16	0.00	0.11	0.11	0.05	0.00	0.05	0.00	99.12	100
11:00	0.05	0.00	0.05	0.11	0.05	0.05	0.00	0.11	0.00	0.16	0.00	0.05	0.00	0.00	0.05	99.29	100
11:30	0.05	0.00	0.05	0.16	0.05	0.05	0.00	0.22	0.00	0.16	0.00	0.05	0.00	0.00	0.05	99.12	100
average	0.40	0.02	0.38	1.76	0.40	0.76	0.94	0.49	0.16	0.44	0.04	0.44	0.38	0.17	0.03	93.18	
maximum	1.76	0.11	1.15	4.72	1.32	2.80	3.40	1.65	0.60	1.26	0.16	1.32	1.26	0.55	0.11	99.51	
std.dev.	0.54	0.04	0.38	1.54	0.36	0.84	1.10	0.51	0.19	0.37	0.04	0.47	0.42	0.18	0.03	6.67	

TABLE 5.3.A: TV AUDIENCES – MONDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.86	100
0:30	0.00	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	0.00	0.00	0.00	0.38	98.86	100
1:00	0.00	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	0.00	0.00	0.00	0.00	99.24	100
1:30	0.00	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	0.00	0.00	0.00	0.00	99.24	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
7:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
7:30	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
8:00	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	0.00	0.38	99.24	100
8:30	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	0.00	0.38	99.24	100
9:00	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	0.38	0.00	0.00	0.00	0.38	98.86	100
9:30	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	98.48	100
10:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.48	100
10:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	98.48	100
11:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
11:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
NOON	0.00	0.38	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
12:30	0.00	0.38	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
1:00	0.00	1.90	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	96.20	100
1:30	0.00	1.90	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	96.20	100
2:00	0.00	1.52	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	96.58	100
2:30	0.00	1.52	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	96.96	100
3:00	0.00	1.52	0.00	0.00	0.00	0.00	1.14	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	96.96	100
3:30	0.00	1.52	0.00	0.00	0.00	0.00	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.34	100
4:00	0.00	1.52	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.34	100
4:30	0.00	1.14	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.72	100
5:00	0.00	1.14	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.76	96.20	100
5:30	0.00	1.90	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.76	95.44	100
6:00	0.00	2.28	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.14	94.68	100
6:30	0.00	2.28	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.14	94.68	100
7:00	0.38	2.28	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.38	0.38	0.76	0.00	0.00	0.00	94.68	100
7:30	1.14	5.32	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.38	0.00	0.00	0.38	90.87	100
7:45	1.14	5.32	1.14	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.38	90.49	100
8:00	12.55	5.32	3.42	0.00	0.00	0.00	0.00	0.76	0.00	0.38	0.38	0.00	1.14	0.76	0.00	0.00	0.00	1.90	73.38	100
8:30	14.07	3.42	6.84	0.38	0.00	0.00	0.00	3.80	0.00	0.38	0.76	0.76	1.52	1.14	0.00	0.38	0.00	1.90	64.64	100
9:00	12.93	2.66	6.08	0.38	0.00	0.00	0.00	4.94	0.38	0.76	1.14	1.52	1.14	0.76	0.00	0.38	0.00	3.04	63.88	100
9:30	12.17	3.04	3.42	0.00	0.00	0.00	0.00	5.70	0.38	0.38	0.76	1.90	1.90	1.14	0.00	0.00	0.00	2.66	66.54	100
10:00	6.84	1.52	1.90	0.00	0.00	0.00	0.00	5.70	0.38	0.38	0.38	1.90	1.52	0.38	0.00	0.00	0.00	1.52	77.57	100
10:30	2.66	0.76	0.38	0.00	0.00	0.00	0.00	3.80	0.00	0.38	0.38	1.52	1.52	0.00	0.00	0.38	0.00	1.52	86.69	100
11:00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.76	1.14	0.00	0.00	0.38	0.00	0.38	95.82	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.76	98.10	100
average	1.31	1.16	0.53	0.02	0.00	0.00	0.26	0.54	0.02	0.10	0.09	0.24	0.26	0.12	0.03	0.08	0.00	0.49	94.76	
maximum	14.07	5.32	6.84	0.38	0.00	0.00	1.14	5.70	0.38	0.76	1.14	1.90	1.90	1.14	0.76	0.38	0.00	3.04	100	
std. dev.	3.66	1.41	1.44	0.08	0.00	0.00	0.38	1.48	0.09	0.19	0.24	0.49	0.50	0.28	0.13	0.15	0.00	0.71	9.28	

TABLE 5.3.B: TV AUDIENCES – TUESDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100
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	0.00	0.00	0.00	99.61	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
8:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
8:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	99.22	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	99.22	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	99.22	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	99.22	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
NOON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100
12:30	0.00	0.00	0.39	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	0.39	98.84	100
1:00	0.00	0.78	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	97.67	100
1:30	0.00	0.78	0.39	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	0.39	98.06	100
2:00	0.00	0.78	0.39	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	0.39	98.06	100
2:30	0.00	0.78	0.39	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	0.39	98.06	100
3:00	0.00	0.78	0.39	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	0.39	98.06	100
3:30	0.00	0.78	0.39	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	0.39	98.06	100
4:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.16	97.67	100
4:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.16	97.67	100
5:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	1.55	96.51	100
5:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	1.55	96.51	100
6:00	0.78	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	1.16	0.39	0.39	0.00	0.00	0.00	1.94	94.19	100
6:30	1.55	0.78	0.39	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.78	0.39	0.39	0.00	0.00	0.00	1.94	92.64	100
7:00	3.49	1.94	0.39	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	1.16	0.00	0.39	0.00	0.78	0.00	1.94	88.76	100
7:30	2.71	4.26	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	0.00	0.39	0.00	0.78	0.00	2.71	87.21	100
7:45	2.33	4.26	1.16	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	0.00	0.39	0.00	0.78	0.00	2.71	86.82	100
8:00	9.30	4.65	1.94	0.00	0.00	0.00	0.00	0.78	0.39	0.00	0.39	0.78	1.55	0.39	0.00	0.39	0.00	2.33	77.13	100
8:30	9.69	10.47	2.71	0.00	0.00	0.00	0.00	7.75	0.39	0.00	0.39	1.16	1.55	0.39	0.00	0.39	0.00	3.88	61.24	100
9:00	9.69	11.63	2.33	0.00	0.00	0.00	0.78	8.14	0.39	0.00	0.78	1.16	1.55	0.39	0.00	0.00	0.00	3.88	59.30	100
9:30	8.91	10.08	2.33	0.00	0.00	0.00	0.39	8.14	0.00	0.00	0.78	1.55	1.55	0.78	0.00	0.00	0.00	4.26	61.24	100
10:00	6.98	5.04	1.55	0.39	0.00	0.00	0.39	7.75	0.00	0.00	0.78	1.16	1.16	0.39	0.00	0.00	0.00	3.10	71.32	100
10:30	5.04	4.26	1.16	0.39	0.00	0.00	0.00	5.81	0.00	0.00	0.78	0.78	0.78	0.00	0.00	0.00	0.00	2.71	78.29	100
11:00	1.55	1.55	0.78	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.39	93.80	100
11:30	0.39	0.78	0.39	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.39	96.51	100
average	1.29	1.35	0.38	0.03	0.00	0.00	0.06	0.81	0.09	0.02	0.08	0.40	0.20	0.10	0.00	0.06	0.00	0.92	94.20	
maximum	9.69	11.63	2.71	0.39	0.00	0.00	0.78	8.14	0.39	0.39	0.78	1.55	1.55	0.78	0.00	0.78	0.00	4.26	100	
std. dev.	2.80	2.78	0.69	0.11	0.00	0.00	0.16	2.31	0.17	0.09	0.22	0.47	0.46	0.19	0.00	0.20	0.00	1.18	10.70	

TABLE 5.3.C: TV AUDIENCES – WEDNESDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.75	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	0.38	98.49	100
0:30	0.00	0.75	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	0.38	98.49	100
1:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.25	100
1:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.25	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.25	100
9:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.49	100
9:30	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.11	100
10:00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	97.74	100
10:30	0.00	0.38	0.00	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	97.74	100
11:00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	98.11	100
11:30	0.00	0.38	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	98.11	100
NOON	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	98.49	100
12:30	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	98.49	100
1:00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.75	97.36	100
1:30	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.75	97.36	100
2:00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.74	100
2:30	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.74	100
3:00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.00	0.38	97.36	100
3:30	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	1.51	0.00	0.00	0.00	0.00	0.38	96.98	100
4:00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.38	97.36	100
4:30	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.74	100
5:00	0.38	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	98.11	100
5:30	0.38	0.38	0.75	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	98.11	100
6:00	0.38	0.00	1.89	0.00	0.00	0.00	0.75	1.13	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	95.09	100
6:30	0.75	0.00	3.02	0.00	0.00	0.00	0.75	1.13	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	93.58	100
7:00	1.13	1.51	3.02	0.00	0.00	0.00	0.75	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.75	90.94	100
7:30	1.13	5.28	3.02	0.00	0.00	0.00	0.75	1.13	0.00	0.00	0.38	0.00	0.75	0.00	0.00	0.00	0.00	1.13	86.42	100
7:45	1.13	5.28	3.40	0.00	0.00	0.00	0.75	1.13	0.00	0.00	0.75	0.00	0.75	0.00	0.00	0.00	0.00	0.75	86.04	100
8:00	11.32	4.91	3.40	0.00	0.00	0.00	0.38	2.26	0.00	0.00	0.75	0.00	1.89	0.00	0.00	0.38	0.00	2.26	72.45	100
8:30	9.43	4.53	4.91	0.75	0.00	0.00	0.38	6.42	0.38	0.00	0.75	0.38	1.89	0.00	0.00	0.38	0.00	4.15	65.66	100
9:00	6.79	3.40	4.15	0.75	0.00	0.00	0.38	7.17	0.38	0.38	1.13	2.26	2.26	0.38	0.38	0.75	0.00	4.53	64.91	100
9:30	5.66	3.02	3.02	0.75	0.00	0.00	0.00	7.17	0.38	0.38	1.89	2.26	1.89	0.38	0.38	0.75	0.00	4.15	67.92	100
10:00	3.77	1.89	1.89	0.75	0.00	0.00	0.00	5.66	0.38	0.38	1.51	2.64	1.89	0.38	0.38	0.38	0.00	3.77	74.34	100
10:30	2.26	1.89	1.51	0.75	0.00	0.00	0.00	5.28	0.38	0.38	0.75	1.51	1.13	0.38	0.38	0.00	0.00	2.64	80.75	100
11:00	0.75	0.75	0.00	0.38	0.00	0.00	0.00	0.75	0.00	0.00	0.38	1.13	0.00	0.38	0.00	0.00	0.00	0.75	94.72	100
11:30	0.38	0.75	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	0.00	0.38	96.60	100
average	0.95	0.86	0.76	0.08	0.00	0.00	0.25	0.94	0.04	0.03	0.19	0.22	0.39	0.05	0.03	0.12	0.00	0.79	94.30	
maximum	11.32	5.28	4.91	0.75	0.00	0.00	0.75	7.17	0.38	0.38	1.89	2.64	2.26	0.38	0.38	0.75	0.00	4.53	100	
std. dev.	2.40	1.44	1.32	0.23	0.00	0.00	0.29	1.91	0.12	0.10	0.42	0.63	0.64	0.12	0.10	0.21	0.00	1.12	9.46	

TABLE 5.3.D: TV AUDIENCES – THURSDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100
0:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.86	100
1:00	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	0.00	0.00	0.00	0.00	99.62	100
1:30	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	0.00	0.00	0.00	99.62	100
2:00	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	0.00	0.00	0.00	0.00	99.62	100
2:30	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	0.00	0.00	0.00	99.62	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:30	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	0.00	0.00	0.00	99.62	100
7:00	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	0.00	0.00	0.00	99.62	100
7:30	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	0.00	0.00	0.00	99.62	100
8:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	99.24	100
8:30	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	0.00	0.00	0.00	99.62	100
9:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.86	100
9:30	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
10:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
10:30	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
11:00	0.38	0.00	0.00	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	98.86	100
11:30	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	98.86	100
NOON	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.38	97.73	100
12:30	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100
1:00	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	97.73	100
1:30	0.76	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.11	100
2:00	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.76	97.73	100
2:30	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.76	97.73	100
3:00	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	97.73	100
3:30	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	97.73	100
4:00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	98.11	100
4:30	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	98.11	100
5:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.76	97.35	100
5:30	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.76	96.97	100
6:00	1.14	0.76	0.38	0.00	0.00	0.00	0.76	1.89	0.00	0.00	0.38	0.00	0.38	0.00	0.76	0.00	0.38	0.76	92.42	100
6:30	1.52	0.76	0.76	0.00	0.00	0.00	0.76	1.89	0.00	0.00	0.76	0.00	0.00	0.00	0.76	0.00	0.38	0.76	91.67	100
7:00	3.03	0.76	1.14	0.00	0.00	0.00	0.76	1.89	0.00	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.38	1.14	89.77	100
7:30	3.03	5.30	1.14	0.00	0.00	0.00	1.14	1.14	0.00	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.38	1.14	85.61	100
7:45	3.03	5.68	4.55	0.00	0.00	0.00	1.14	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.38	1.14	82.20	100
8:00	10.98	7.20	4.92	0.00	0.00	0.00	0.38	1.52	0.38	0.00	0.76	0.38	0.00	0.00	0.38	0.00	0.00	1.52	71.59	100
8:30	10.98	4.17	3.79	0.00	0.00	0.38	0.00	6.44	0.38	0.00	0.38	0.76	0.00	0.00	0.38	0.00	0.00	2.27	70.08	100
9:00	9.85	3.79	2.27	0.00	0.00	0.38	0.00	7.20	0.38	0.38	1.14	1.52	1.52	0.38	0.00	0.00	0.00	3.03	68.18	100
9:30	8.71	3.03	1.89	0.00	0.00	0.38	0.00	6.82	0.38	0.38	0.76	0.38	1.14	0.38	0.00	0.00	0.00	3.03	72.73	100
10:00	5.30	3.03	0.00	0.00	0.00	0.38	0.00	6.06	0.38	0.38	0.76	0.38	1.14	0.00	0.00	0.00	0.00	1.52	80.68	100
10:30	5.30	1.89	0.00	0.00	0.00	0.38	0.00	4.55	0.38	0.38	0.38	0.38	0.76	0.00	0.00	0.00	0.00	1.52	84.09	100
11:00	1.89	0.38	0.00	0.00	0.00	0.38	0.00	1.89	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	93.94	100
11:30	1.52	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	0.00	0.38	97.73	100
average	1.61	0.77	0.43	0.00	0.00	0.05	0.24	0.90	0.05	0.03	0.19	0.11	0.15	0.06	0.13	0.00	0.05	0.53	94.70	
maximum	10.98	7.20	4.92	0.00	0.00	0.38	1.14	7.20	0.38	0.38	1.14	1.52	1.52	0.38	0.76	0.00	0.38	3.03	100	
std. dev.	2.84	1.70	1.14	0.00	0.00	0.13	0.35	1.92	0.13	0.10	0.28	0.28	0.34	0.14	0.25	0.00	0.13	0.74	8.64	

TABLE 5.3.E: TV AUDIENCES – FRIDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.39	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	0.00	0.00	99.61	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
7:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
7:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
8:00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
8:30	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	0.00	0.39	99.23	100
9:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.84	100
9:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.23	100
10:00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
10:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
11:00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
11:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
NOON	0.39	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	0.00	0.00	0.00	0.77	98.07	100
12:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.68	100
1:00	0.39	0.77	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	96.91	100
1:30	0.39	0.77	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	96.53	100
2:00	0.39	1.16	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.39	95.75	100
2:30	0.39	1.16	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.39	95.75	100
3:00	0.39	1.16	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.77	96.14	100
3:30	0.39	1.16	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.77	96.14	100
4:00	0.39	1.54	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	95.37	100
4:30	0.39	1.54	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	1.16	95.37	100
5:00	0.39	1.54	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.39	95.75	100
5:30	0.39	1.54	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	96.53	100
6:00	0.77	1.93	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.77	94.21	100
6:30	1.16	1.93	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.77	93.82	100
7:00	2.70	2.32	0.39	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.77	92.28	100
7:30	3.47	3.86	0.39	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	89.58	100
7:45	3.47	3.47	1.54	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.77	88.80	100
8:00	19.69	3.09	1.54	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.39	0.77	0.00	0.00	0.00	0.77	72.20	100
8:30	27.03	3.86	0.39	0.00	0.00	0.00	0.39	2.32	0.00	0.00	0.77	0.00	0.39	0.77	0.00	0.00	0.00	0.77	63.32	100
9:00	26.64	3.09	0.00	0.00	0.00	0.00	0.39	2.70	1.16	0.00	0.77	0.77	1.16	0.77	0.00	0.00	0.00	1.54	61.00	100
9:30	26.64	3.47	0.00	0.00	0.00	0.00	0.39	2.70	1.16	0.00	0.77	0.77	1.16	0.77	0.00	0.00	0.00	1.16	61.00	100
10:00	22.78	2.70	0.00	0.00	0.00	0.00	0.39	2.70	1.16	0.00	0.00	0.77	1.16	0.39	0.00	0.00	0.00	1.16	66.80	100
10:30	20.08	3.09	0.00	0.00	0.00	0.00	0.00	2.32	1.16	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.16	70.66	100
11:00	6.18	0.77	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	90.73	100
11:30	0.77	0.39	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	97.68	100
average	3.45	1.02	0.18	0.00	0.00	0.00	0.04	0.54	0.13	0.00	0.11	0.08	0.20	0.11	0.08	0.00	0.00	0.43	93.62	
maximum	27.03	3.86	1.54	0.00	0.00	0.00	0.39	2.70	1.16	0.00	0.77	0.77	1.16	0.77	0.77	0.00	0.00	1.54	100	
std. dev.	7.84	1.20	0.34	0.00	0.00	0.00	0.12	0.77	0.33	0.00	0.24	0.22	0.32	0.24	0.19	0.00	0.00	0.42	10.96	

TABLE 5.3.F: TV AUDIENCES – SATURDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.00	0.00	100	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
6:30	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	0.00	0.00	0.00	0.00	99.60	100
7:00	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	0.00	0.00	0.00	0.00	99.60	100
7:30	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	0.00	0.00	0.00	0.00	99.60	100
8:00	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	0.00	0.00	0.00	0.40	99.21	100
8:30	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	0.00	0.00	0.00	0.40	99.21	100
9:00	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	0.00	0.00	0.00	0.40	99.21	100
9:30	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	0.00	0.00	0.00	0.40	99.21	100
10:00	0.79	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	0.00	0.00	0.00	0.79	98.02	100
10:30	0.79	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	0.00	0.00	0.00	0.79	98.02	100
11:00	1.19	0.00	0.40	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	0.79	97.22	100
11:30	1.59	0.00	0.40	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	0.79	96.83	100
NOON	0.40	0.00	0.40	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	1.59	97.22	100
12:30	0.40	0.00	0.40	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	1.59	97.22	100
1:00	2.78	0.79	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.40	0.00	0.00	1.19	93.25	100
1:30	3.17	0.79	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	1.19	93.25	100
2:00	1.98	0.79	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.40	0.00	0.00	1.59	93.65	100
2:30	1.19	0.79	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.40	0.00	0.00	1.59	94.44	100
3:00	0.79	1.59	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.40	0.00	0.40	0.00	0.00	1.98	93.25	100
3:30	0.79	1.59	0.79	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.40	0.00	0.00	1.98	93.65	100
4:00	0.79	1.19	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.40	0.00	0.00	0.00	0.00	1.59	94.44	100
4:30	0.40	0.79	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.40	0.00	0.00	0.00	0.00	1.59	95.24	100
5:00	0.40	0.00	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	1.59	96.43	100
5:30	0.40	0.00	0.40	0.00	0.40	0.00	0.40	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	1.19	96.83	100
6:00	1.19	0.79	0.40	0.00	0.00	0.00	0.40	1.98	0.00	0.00	0.40	0.40	0.40	0.40	0.00	0.00	0.00	1.59	92.06	100
6:30	1.59	0.79	0.40	0.00	0.00	0.00	0.00	1.98	0.00	0.00	0.40	0.40	0.40	0.40	0.00	0.00	0.00	1.59	92.06	100
7:00	1.59	1.19	0.79	0.00	0.00	0.00	0.00	1.98	0.00	0.00	0.40	0.79	0.40	0.00	0.00	0.00	0.00	1.59	91.27	100
7:30	2.38	3.57	1.19	0.00	0.00	0.00	0.00	1.98	0.00	0.00	0.40	0.79	0.40	0.00	0.00	0.00	0.00	0.79	88.49	100
7:45	2.38	4.37	1.98	0.00	0.40	0.00	0.00	1.98	0.00	0.00	0.40	0.79	0.40	0.00	0.00	0.00	0.00	0.79	86.51	100
8:00	9.92	5.16	2.78	0.00	0.40	0.00	0.00	1.59	0.00	0.00	0.79	0.40	0.79	0.40	0.00	0.00	0.00	0.79	76.98	100
8:30	6.75	3.57	1.98	0.00	0.40	0.00	0.00	3.97	0.00	0.00	0.79	1.19	0.79	0.40	0.00	0.00	0.00	1.19	78.97	100
9:00	7.14	3.97	0.79	0.00	0.40	0.00	0.00	4.37	0.40	0.00	1.59	1.98	1.19	0.40	0.00	0.00	0.00	1.98	75.79	100
9:30	7.14	3.57	1.19	0.00	0.40	0.00	0.00	4.37	0.40	0.00	1.59	2.38	1.19	0.40	0.00	0.00	0.00	1.59	75.79	100
10:00	4.76	2.38	0.79	0.00	0.40	0.00	0.00	4.37	0.40	0.00	1.19	2.38	1.19	0.40	0.00	0.40	0.00	1.19	80.16	100
10:30	4.37	2.38	0.79	0.00	0.40	0.00	0.00	3.57	0.00	0.00	1.19	2.78	0.79	0.40	0.00	0.40	0.00	1.59	81.35	100
11:00	2.38	1.19	0.00	0.00	0.00	0.00	0.00	1.98	0.00	0.00	0.40	1.98	0.79	0.79	0.00	0.40	0.00	1.19	88.89	100
11:30	2.38	0.40	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00	1.19	0.79	0.40	0.00	0.40	0.00	0.79	92.46	100
average	1.47	0.85	0.50	0.00	0.09	0.00	0.09	0.72	0.02	0.00	0.19	0.45	0.23	0.09	0.05	0.03	0.00	0.82	94.40	
maximum	9.92	5.16	2.78	0.00	0.40	0.00	0.40	4.37	0.40	0.00	1.59	2.78	1.19	0.79	0.40	0.40	0.00	1.98	100	
std.dev.	2.25	1.37	0.57	0.00	0.17	0.00	0.17	1.35	0.10	0.00	0.41	0.71	0.36	0.19	0.13	0.11	0.00	0.70	7.09	

TABLE 5.3.G: TV AUDIENCES – SUNDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	98.46	100
0:30	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	0.00	0.38	0.38	98.85	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
8:00	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	0.00	0.00	0.38	98.08	100
8:30	1.54	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	0.00	0.00	0.00	0.77	96.92	100
9:00	1.15	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	0.00	0.00	0.77	96.92	100
9:30	1.15	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	0.00	0.00	0.77	96.92	100
10:00	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	96.54	100
10:30	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	96.15	100
11:00	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	96.54	100
11:30	1.15	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	0.00	1.15	96.15	100
NOON	1.54	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	0.77	96.92	100
12:30	1.54	0.38	0.38	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	0.77	96.54	100
1:00	1.54	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	0.38	96.15	100
1:30	1.54	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	0.38	96.54	100
2:00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	1.54	95.38	100
2:30	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.77	1.15	0.00	0.00	0.00	0.00	1.15	95.38	100
3:00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	1.54	0.00	0.00	0.00	0.00	1.15	95.00	100
3:30	0.38	0.38	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	1.15	1.15	0.00	0.00	0.00	0.00	1.15	94.62	100
4:00	0.38	1.15	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	0.77	0.00	0.00	0.00	0.00	1.15	94.62	100
4:30	0.38	1.15	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.54	0.77	0.00	0.00	0.00	0.00	1.15	94.23	100
5:00	1.15	1.15	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	1.54	0.38	0.00	0.00	0.00	0.00	0.38	94.62	100
5:30	1.15	1.15	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	1.15	0.38	0.00	0.00	0.00	0.00	0.38	95.00	100
6:00	0.77	1.15	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	95.38	100
6:30	0.77	1.15	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	95.38	100
7:00	1.15	1.54	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.77	0.00	0.38	0.38	0.00	0.00	0.00	0.00	1.15	93.46	100
7:30	2.31	4.62	0.38	0.38	0.00	0.00	0.38	0.38	0.00	0.77	0.00	0.38	0.38	0.38	0.00	0.00	0.00	1.15	88.46	100
7:45	2.69	4.23	2.31	0.38	0.00	0.00	0.38	0.38	0.00	0.77	0.38	0.38	0.38	0.38	0.00	0.00	0.00	1.15	86.15	100
8:00	10.00	5.00	2.69	0.38	0.00	0.00	0.00	2.31	0.00	0.38	0.77	1.54	0.77	0.77	0.00	0.00	0.00	0.38	75.00	100
8:30	15.38	4.62	1.54	0.00	0.00	0.00	0.38	6.15	0.00	0.38	0.77	1.54	0.77	0.77	0.00	0.00	0.00	1.15	66.54	100
9:00	12.69	3.85	1.54	0.00	0.00	0.00	0.38	7.31	0.77	0.00	0.38	2.31	1.54	1.92	0.00	0.00	0.00	2.69	64.62	100
9:30	10.77	3.85	0.77	0.00	0.00	0.00	0.38	7.31	0.77	0.00	0.38	3.08	1.92	1.54	0.00	0.00	0.00	3.08	66.15	100
10:00	5.38	2.31	0.77	0.00	0.00	0.00	0.38	6.92	0.38	0.00	0.38	2.31	1.92	0.77	0.38	0.00	0.00	2.31	75.77	100
10:30	2.31	1.92	0.38	0.00	0.00	0.00	0.38	5.00	0.38	0.00	0.38	1.92	1.54	0.77	0.38	0.00	0.00	1.54	83.08	100
11:00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.77	0.38	0.38	0.38	0.00	0.00	1.15	95.00	100
11:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.77	97.69	100
average	1.70	1.01	0.24	0.05	0.00	0.00	0.16	0.89	0.06	0.09	0.07	0.53	0.41	0.16	0.03	0.00	0.02	0.77	93.82	
maximum	15.38	5.00	2.69	0.38	0.00	0.00	0.38	7.31	0.77	0.77	0.77	3.08	1.92	1.92	0.38	0.00	0.38	3.08	100	
std.dev.	3.36	1.39	0.59	0.13	0.00	0.00	0.19	1.99	0.18	0.22	0.19	0.76	0.55	0.40	0.11	0.00	0.08	0.68	9.06	

TABLE 5.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	One TV	Net TV	Smash TV	Educ. 22	ITV	Family TV	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	0.11	0.16	0.05	0.00	0.00	0.00	0.00	0.16	0.00	0.05	0.00	0.16	0.00	0.00	0.00	0.00	0.05	0.27	98.96	100
0:30	0.05	0.16	0.05	0.00	0.00	0.00	0.00	0.16	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.22	99.23	100
1:00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.73	100
1:30	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.73	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.89	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.89	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.95	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	99.89	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	99.89	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	99.89	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.95	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.89	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.89	100
6:30	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.78	100
7:00	0.11	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.67	100
7:30	0.11	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.67	100
8:00	0.33	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.16	99.18	100
8:30	0.33	0.11	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.27	99.01	100
9:00	0.27	0.22	0.11	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.49	98.63	100
9:30	0.27	0.27	0.11	0.00	0.00	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.38	98.63	100
10:00	0.38	0.38	0.05	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.05	0.00	0.60	98.19	100
10:30	0.38	0.38	0.05	0.00	0.00	0.00	0.11	0.16	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.05	0.00	0.60	98.13	100
11:00	0.38	0.38	0.05	0.00	0.00	0.00	0.16	0.05	0.00	0.00	0.05	0.05	0.05	0.00	0.00	0.05	0.00	0.44	98.30	100
11:30	0.49	0.33	0.11	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.05	0.05	0.05	0.00	0.00	0.05	0.00	0.44	98.24	100
NOON	0.38	0.22	0.11	0.00	0.00	0.00	0.22	0.05	0.00	0.00	0.05	0.16	0.00	0.00	0.05	0.05	0.00	0.60	98.08	100
12:30	0.38	0.22	0.16	0.00	0.00	0.00	0.22	0.11	0.00	0.00	0.05	0.16	0.05	0.00	0.00	0.05	0.00	0.60	97.97	100
1:00	0.77	0.71	0.38	0.00	0.00	0.00	0.38	0.16	0.00	0.00	0.05	0.16	0.16	0.00	0.05	0.11	0.00	0.55	96.49	100
1:30	0.82	0.66	0.27	0.00	0.00	0.00	0.38	0.16	0.00	0.00	0.00	0.16	0.22	0.00	0.05	0.11	0.00	0.55	96.60	100
2:00	0.44	0.71	0.27	0.00	0.00	0.00	0.38	0.16	0.05	0.00	0.00	0.22	0.22	0.05	0.16	0.05	0.00	0.82	96.43	100
2:30	0.33	0.71	0.27	0.00	0.00	0.00	0.38	0.16	0.05	0.00	0.00	0.22	0.27	0.05	0.16	0.05	0.00	0.71	96.60	100
3:00	0.27	0.82	0.22	0.00	0.00	0.00	0.44	0.16	0.00	0.00	0.00	0.27	0.49	0.05	0.16	0.00	0.00	0.71	96.38	100
3:30	0.27	0.82	0.22	0.05	0.00	0.00	0.44	0.22	0.00	0.00	0.00	0.22	0.49	0.05	0.11	0.00	0.00	0.71	96.38	100
4:00	0.33	0.88	0.16	0.05	0.05	0.00	0.27	0.16	0.05	0.00	0.00	0.33	0.33	0.05	0.05	0.00	0.00	0.82	96.43	100
4:30	0.27	0.77	0.16	0.05	0.05	0.00	0.27	0.16	0.05	0.00	0.00	0.38	0.27	0.05	0.05	0.00	0.00	0.82	96.60	100
5:00	0.44	0.66	0.16	0.00	0.05	0.00	0.27	0.11	0.05	0.11	0.05	0.49	0.22	0.00	0.05	0.05	0.05	0.77	96.43	100
5:30	0.44	0.82	0.22	0.00	0.05	0.00	0.27	0.05	0.05	0.11	0.05	0.44	0.16	0.00	0.05	0.00	0.05	0.71	96.49	100
6:00	0.71	1.04	0.44	0.00	0.00	0.00	0.44	0.99	0.05	0.11	0.22	0.33	0.22	0.16	0.16	0.05	0.05	0.99	94.01	100
6:30	1.04	1.10	0.71	0.00	0.00	0.00	0.44	0.99	0.05	0.11	0.27	0.27	0.16	0.16	0.16	0.05	0.05	0.99	93.41	100
7:00	1.92	1.65	0.82	0.00	0.00	0.00	0.33	0.99	0.11	0.16	0.22	0.38	0.22	0.16	0.22	0.11	0.05	1.04	91.60	100
7:30	2.31	4.61	0.99	0.05	0.00	0.00	0.38	0.77	0.11	0.11	0.22	0.38	0.27	0.22	0.16	0.11	0.05	1.15	88.08	100
7:45	2.31	4.67	2.31	0.05	0.05	0.00	0.38	0.71	0.11	0.11	0.33	0.33	0.27	0.22	0.16	0.11	0.05	1.10	86.71	100
8:00	11.97	5.05	2.97	0.05	0.05	0.00	0.11	1.43	0.11	0.11	0.66	0.44	0.93	0.44	0.05	0.11	0.00	1.43	74.08	100
8:30	13.34	4.94	3.19	0.16	0.05	0.05	0.16	5.27	0.16	0.11	0.66	0.82	0.99	0.49	0.05	0.16	0.00	2.20	67.16	100
9:00	12.25	4.61	2.47	0.16	0.05	0.05	0.27	5.99	0.55	0.22	0.99	1.65	1.48	0.71	0.05	0.16	0.00	2.97	65.35	100
9:30	11.42	4.28	1.81	0.11	0.05	0.05	0.16	6.04	0.49	0.16	0.99	1.76	1.54	0.77	0.05	0.11	0.00	2.86	67.33	100
10:00	7.96	2.69	0.99	0.16	0.05	0.05	0.16	5.60	0.44	0.16	0.71	1.65	1.43	0.38	0.11	0.11	0.00	2.09	75.23	100
10:30	5.99	2.31	0.60	0.16	0.05	0.05	0.05	4.34	0.33	0.16	0.55	1.37	1.04	0.22	0.11	0.11	0.00	1.81	80.72	100
11:00	1.87	0.88	0.11	0.11	0.00	0.05	0.11	0.93	0.11	0.05	0.11	0.71	0.49	0.27	0.05	0.11	0.00	0.71	93.30	100
11:30	0.77	0.44	0.05	0.05	0.00	0.00	0.05	0.33	0.05	0.05	0.00	0.33	0.33	0.16	0.05	0.05	0.00	0.55	96.71	100
average	1.68	1.00	0.43	0.03	0.01	0.01	0.16	0.76	0.06	0.04	0.13	0.29	0.26	0.10	0.05	0.04	0.01	0.68	94.26	
maximum	13.34	5.05	3.19	0.16	0.05	0.05	0.44	6.04	0.55	0.22	0.99	1.76	1.54	0.77	0.22	0.16	0.05	2.97	99.95	
std.dev.	3.50	1.50	0.78	0.05	0.02	0.02	0.16	1.64	0.13	0.06	0.26	0.44	0.40	0.18	0.06	0.05	0.02	0.70	9.20	

