



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER – DECEMBER 2008**

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MARCH 2009

**PUBLISHED IN 2009 BY THE
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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October – December 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 October to 31st December 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.

As in previous audience assessments, starting from October 2008, the National Statistics Office will select the sample, administer the survey and collect the data which will be passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (pver four quarters covering 365 days) resulting in the desired target average of 20 daily interviews. A stratified random sample based on gender, age and district population distribution is 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 1835 individuals [64.70% 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 [OCT-DEC 2008] %
Accepted	1835	64.70%
Refused	105	3.70%
Non-Contact	345	12.17%
Unreachable	551	19.43%
Not used	804	100.0%
TOTAL	3640	

BY WEEKDAY	FREQUENCY	%
Mon	260	14.17%
Tue	259	14.11%
Wed	280	15.26%
Thu	260	14.17%
Fri	258	14.06%
Sat	260	14.17%
Sun	258	14.06%
TOTAL	1835	100.0%

BY MONTH	FREQUENCY	%
October	620	33.79
November	597	32.53
December	618	33.68
TOTAL	1835	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 64.1%; a population size of 359000 [aged 12 years and over]¹, and a 95% confidence level; the sample of 1835 interviewees has a margin of error of $\pm 2.18\%$.

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 [Oct-Dec 2008]	Difference [Oct-Dec 2007]
12 - 14	4.1%	4.4%	-0.3%	0.5
15 - 24	15.5%	16.1%	-0.6%	-1.3
25 - 29	7.0%	8.5%	-1.5%	-1.9
30 - 49	28.1%	30.9%	-2.8%	-4.7
50 - 64	27.8%	24.3%	3.5%	4.8
65 - 79	14.7%	12.2%	2.5%	2.6
80 +	2.7%	3.6%	-0.9%	-0.1
Gender	Sample	Population ^a	Difference	[Oct-Dec 2007]
Males	47.4%	49.5%	-2.1%	-4.6
Females	52.6%	50.5%	2.1%	4.6
Region	Sample	Population ^b	Difference	[Oct-Dec 2007]
Southern Harbour	18.6%	19.9%	-1.3%	2.7
Northern Harbour	27.5%	29.5%	-2.0%	-1.7
South Eastern	15.6%	14.7%	0.9%	-1.1
Western	15.3%	14.1%	1.2%	0.9
Northern	15.3%	14.2%	1.1%	-1.2
Gozo and Comino	7.8%	7.7%	0.1%	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.

1.2 Comparison to Previous Assessments and Absolute Data

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on the rate of response during each analysis period. For comparative purposes, data is always presented as percentages rather than absolute figures. However, due to repeated requests for calculations to be extrapolated over the whole population, calculations have been made for the absolute value of 1% in each table. Of note is that in the extrapolation of such absolute data, differences arise due to rounding off of percentages in the tables. See Appendix F for further explanations of calculations.

¹ As per N.S.O. News Release 125/2008 dated 11th July 2008 – 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 99 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	76	36	40	14	18	13	15	10	6
	4.1%	4.3%	4.0%	4.1%	3.6%	4.5%	5.4%	3.6%	4.2%
	100.0%	47.4%	52.6%	18.4%	23.7%	17.1%	19.7%	13.2%	7.9%
15-24	285	146	139	53	70	39	52	52	19
	15.5%	17.3%	14.0%	15.5%	13.9%	13.6%	18.6%	18.6%	13.3%
	100.0%	51.2%	48.8%	18.6%	24.6%	13.7%	18.2%	18.2%	6.7%
25-29	129	71	58	23	38	23	18	22	5
	7.0%	8.4%	5.8%	6.7%	7.5%	8.0%	6.4%	7.9%	3.5%
	100.0%	55.0%	45.0%	17.8%	29.5%	17.8%	14.0%	17.1%	3.9%
30-49	516	227	289	83	134	75	85	94	45
	28.1%	27.0%	29.1%	24.3%	26.5%	26.2%	30.4%	33.6%	31.5%
	100.0%	44.0%	56.0%	16.1%	26.0%	14.5%	16.5%	18.2%	8.7%
50-64	510	216	294	98	142	92	70	68	40
	27.8%	25.7%	29.6%	28.7%	28.1%	32.2%	25.0%	24.3%	28.0%
	100.0%	42.4%	57.6%	19.2%	27.8%	18.0%	13.7%	13.3%	7.8%
65-79	270	127	143	55	86	40	35	31	23
	14.7%	15.1%	14.4%	16.1%	17.0%	14.0%	12.5%	11.1%	16.1%
	100.0%	47.0%	53.0%	20.4%	31.9%	14.8%	13.0%	11.5%	8.5%
80+	49	19	30	15	17	4	5	3	5
	2.7%	2.3%	3.0%	4.4%	3.4%	1.4%	1.8%	1.1%	3.5%
	100.0%	38.8%	61.2%	30.6%	34.7%	8.2%	10.2%	6.1%	10.2%
Total	1835	842	993	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Col% / Row %]

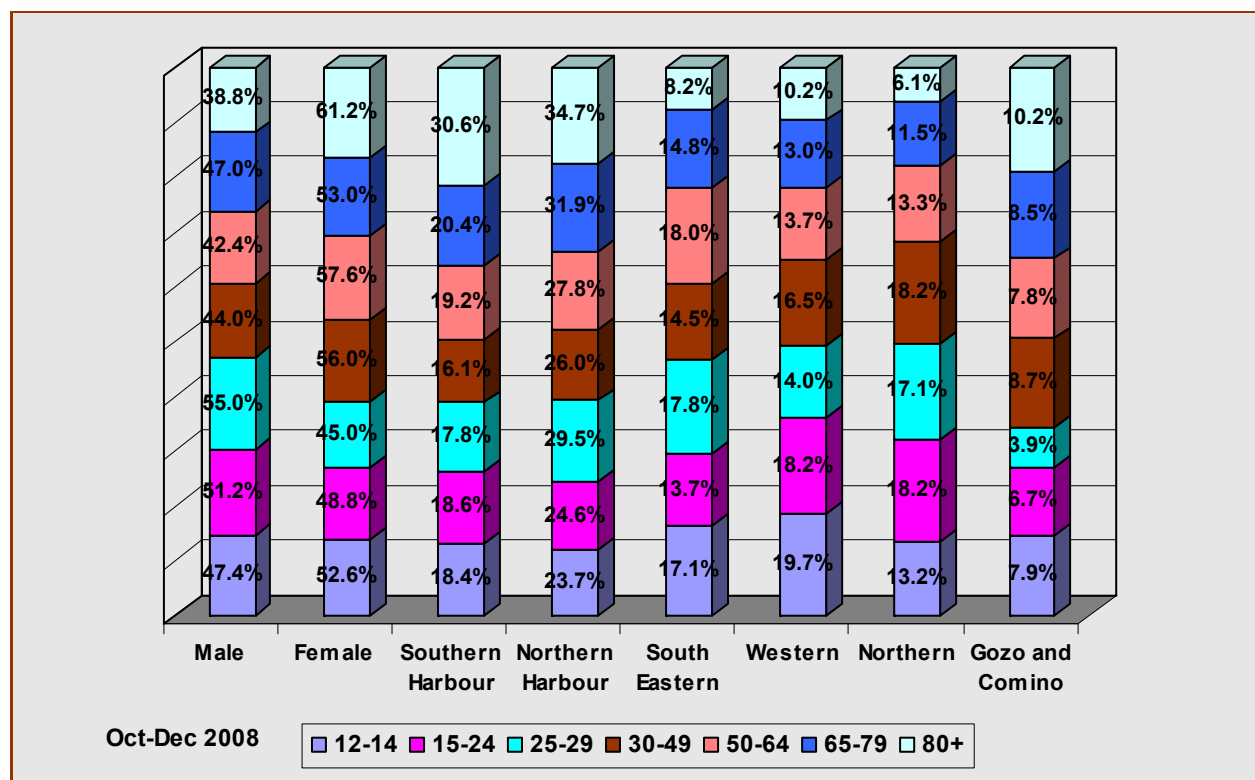


FIGURE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT [OCT-DEC 2008]

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 Reach by Demographics

[For this section each broadcasting stations' reach is analysed compared to the totals. No cognizance is taken of the time spent by consumers listening to their radio sets.]

While 47.6% of those interviewed stated that they do not listen to radio; 4.7% stated that they had listened to radio but to no particular radio station; while 0.2% stated that they do not remember which radio station they had listened to – see Part 2: Tables 3.1 and 3.2, and summary Table & Figure 3.1 below. Compared to the same period of the previous assessment period [October-December 2007], regular radio listening has decreased by 2.4% from 47.5% to 45.1% [as against a reduction of 1.9% from 49.3% to 47.54% for the periods October-December 2006 and 2007].

TABLE 3.1: RADIO REACH BY QUARTERS: OCT-DEC 2006 TO OCT-DEC 2008

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners	1%=
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	3594
<i>Jul-Sep 2008</i>	46.584%	3.727%	0.113%	0.226%	49.351%	3594
<i>Apr-Jun 2008</i>	46.369%	7.151%	1.061%	0.056%	45.363%	3594
<i>Jan-Mar 2008</i>	44.080%	9.116%	1.390%		45.414%	3594
<i>Oct-Dec 2007</i>	48.482%	5.301%	1.104%		45.113%	3594
<i>Jul-Sep 2007</i>	47.222%	7.667%	0.889%	0.111%	44.111%	3558
<i>Apr-Jun 2007</i>	44.469%	7.190%	0.774%	0.111%	47.456%	3558
<i>Jan-Mar 2007</i>	48.049%	5.909%	0.780%		45.262%	3558
<i>Oct-Dec 2006</i>	43.982%	3.939%	0.875%		51.204%	3558

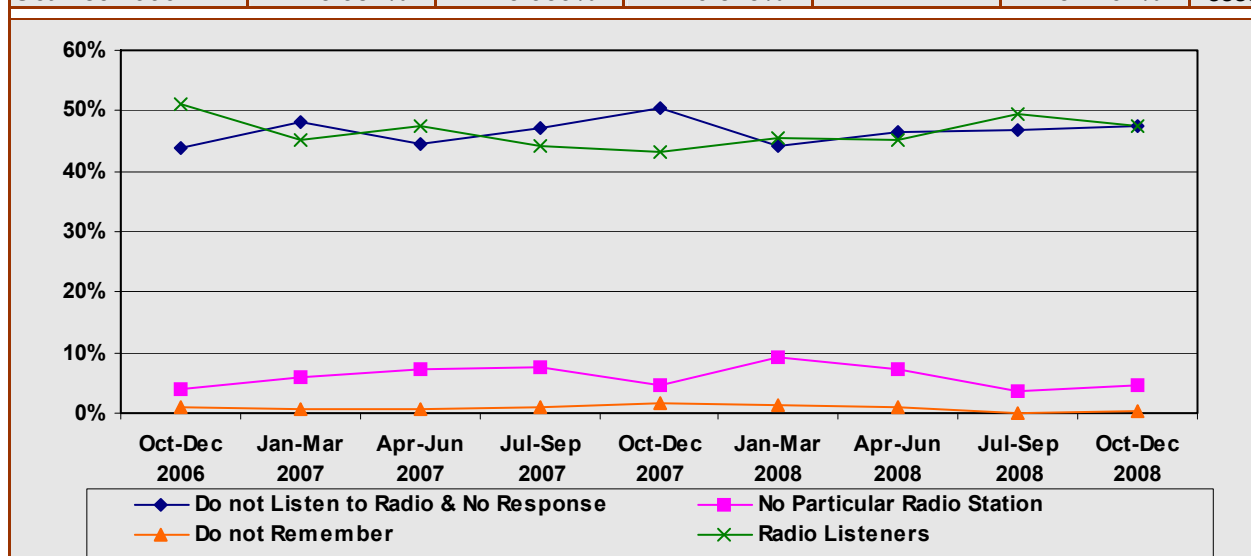


FIGURE 3.1: RADIO REACH BY QUARTERS – OCT-DEC 2006 TO OCT-DEC 2008

The overall counts of radio 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 “no reply” – 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 3.2 and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted.

For the period October-December 2008, Bay Radio attracted the highest number of radio listeners at 16.4%; closely followed by Super One Radio at 16.0% and Calypso Radio at 13.1%. Compared to the similar broadcasting season of 2007, these broadcasting stations have maintained their ranking. However, compared to the previous assessment period of July-September 2008, Super One Radio and Bay Radio have exchanged rankings – Super One Radio losing 3.2% over the previous period while Bay Radio gaining 1.6%.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION – OCT-DEC 2007; JUL-SEP 2008; AND OCT-DEC 2008

	Oct-Dec 2007	Jul-Sep 2008	Oct-Dec 2008
Radju Malta	7.5	11.2	6.3
Radju Parlament 106.6	0.9	1.1	3.0
Magic Radio	7.2	5.4	7.2
Super One Radio	[2] 15.3	[1] 19.2	[2] 16.0
Radio 101	6.7	5.1	4.9
Bay Radio	[1] 15.5	[2] 14.8	[1] 16.4
Calypso Radio	[3] 10.0	[3] 11.6	[3] 13.1
RTK	9.4	8.8	7.9
Smash Radio	6.7	3.1	4.1
Radju Marija	7.1	7.8	9.0
Campus FM	2.0	0.5	0.5
Capital Radio	4.7	3.4	4.0
XFM	2.8	4.3	5.4
Community Stations	3.1	1.8	1.1
Foreign Radio Stations	1.1	1.8	1.0
	100.0	100.0	100.0
1%=	1621	1774	1706

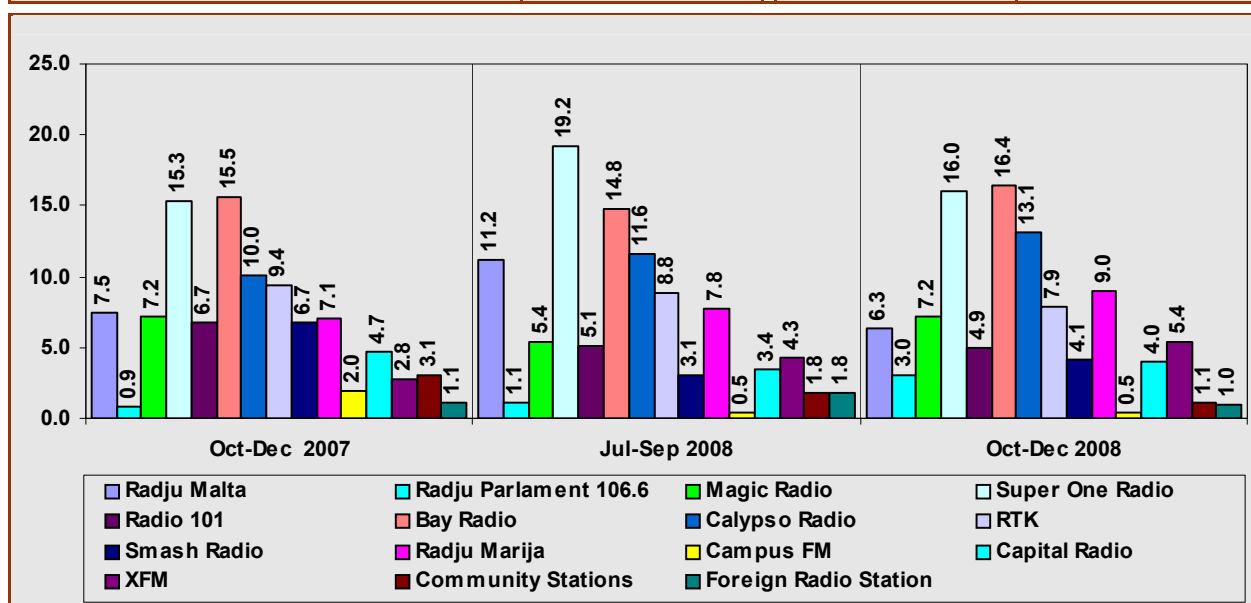


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION – OCT-DEC 2007; JUL-SEP 2008, AND OCT-DEC 2008

3.1.1 Radio Reach 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], Bay Radio is the overall most preferred station [16.4%] followed by Super One Radio [16.0%] and Calypso Radio [13.1%]. While females prefer most Super One Radio [14.2%], males prefer most Bay Radio [19.8%]. Similar to previous assessment periods, Bay Radio is the most listened station for those in the youngest three age groups of 12-14 years [44.0%]; 15-24 years [53.4]; and 25-29 year olds [39.7%]. Calypso Radio, on the other hand was the most preferred station for those in the 30-49 age group. Those in the 50-64 [25.0%] and 65-79 [24.2%] age groups prefer Super One Radio while those 80 years old and over prefer most Radju Marija [40.9%]. See Table 3.3 below.

TABLE 3.3: RADIO REACH 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	6.3	6.9	5.9	0.0	0.8	1.7	0.8	9.3	17.4	9.1
Radju Parlament 106.6	3.0	2.1	3.7	4.0	3.0	3.4	6.4	1.6	0.0	0.0
Magic Radio	7.2	5.3	8.7	[3]12.0	[2]15.8	6.9	[3]11.4	2.8	0.7	0.0
Super One Radio	[2]16.0	[2] 18.3	[1] 14.2	4.0	3.8	6.9	11.0	[1]25.0	[1]24.2	[2]22.7
Radio 101	4.9	5.3	4.7	4.0	0.8	3.4	2.5	9.3	6.7	0.0
Bay Radio	[1]16.4	[1] 19.8	[2] 13.8	[1]44.0	[1]53.4	[1]39.7	[2]13.6	2.0	0.7	0.0
Calypso Radio	[3]13.1	[3] 13.0	[3] 13.2	0.0	0.8	[3]12.1	[1]22.0	[2]19.8	2.7	4.5
RTK	7.9	6.3	9.1	0.0	0.0	0.0	3.4	[3]10.9	[3]20.1	[3]18.2
Smash Radio	4.1	4.0	4.3	8.0	6.8	3.4	8.1	1.6	0.0	0.0
Radju Marija	9.0	4.8	12.2	0.0	0.0	0.0	1.3	[3]10.9	[2]26.2	[1]40.9
Campus FM	0.5	1.1	0.0	0.0	0.0	1.7	0.8	0.4	0.0	0.0
Capital Radio	4.0	4.8	3.4	0.0	0.0	8.6	10.2	2.0	0.7	0.0
XFM	5.4	6.6	4.5	[2]20.0	[3]12.8	[2]10.3	6.4	1.2	0.0	4.5
Community Stations	1.1	0.5	1.6	4.0	0.8	0.0	1.3	2.0	0.0	0.0
Foreign Radio Stations	1.0	1.3	0.8	0.0	1.5	1.7	0.8	1.2	0.7	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0
1% =	1706	799	900	51	270	138	508	424	242	58

3.1.2 Radio Reach by District

Bay Radio attracted the highest percentages of those living in the Western district [20.0%] and those of the Northern district [24.8%] and gained second preference in three other districts: Southern Harbour [15.6%]; Northern Harbour [13.3%]; and South Eastern [15.4%]. Super One Radio attracted the highest percentage of those living in the Southern Harbour [27.3%] and South Eastern district [20.0%]; second preference in the Western district [17.9%] and Northern district [11.3%]. Calypso radio was the most preferred station for two districts [Northern Harbour, 13.8%; Gozo and Comino, 23.2%] and was the third most preferred station in three other districts: Southern Harbour [9.1%]; South Eastern [17.7%]; and Western [11.7%]. RTK was the second most preferred station in Gozo and Comino [14.5%] and the third most preferred station in the Northern area [9.0%]; while Radio 101 was the most preferred station in Gozo and Comino [10.1%]. See Table 3.4 below:

TABLE 3.4: RADIO REACH BY DISTRICT

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	6.3	7.1	6.7	7.7	7.6	2.3	5.8
Radju Parlament 106.6	3.0	1.9	3.3	1.5	2.8	6.8	0.0
Magic Radio	7.2	5.8	7.9	6.9	12.4	5.3	1.4
Super One Radio	[2]16.0	[1] 27.3	[3] 10.4	[1] 20.0	[2] 17.9	[2] 11.3	7.2
Radio 101	4.9	2.6	7.5	5.4	1.4	3.8	[3] 10.1
Bay Radio	[1]16.4	[2] 15.6	[2] 13.3	[2] 15.4	[1] 20.0	[1] 24.8	7.2
Calypso Radio	[3]13.1	[3] 9.1	[1] 13.8	[3] 17.7	[3] 11.7	8.3	[1] 23.2
RTK	7.9	7.8	9.2	4.6	4.8	[3] 9.0	[2] 14.5
Smash Radio	4.1	1.9	3.8	3.8	4.1	6.0	7.2
Radju Marija	9.0	9.7	11.7	10.0	4.8	8.3	5.8
Campus FM	0.5	0.0	0.4	0.0	0.0	2.3	0.0
Capital Radio	4.0	4.5	4.6	2.3	3.4	3.8	5.8
XFM	5.4	3.2	6.3	3.1	7.6	6.0	5.8
Community Stations	1.1	2.6	0.0	1.5	0.7	0.0	4.3
Foreign Radio Stations	1.0	0.6	1.3	0.0	0.7	2.3	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1%=	1706	366	572	272	297	276	151

3.2 Radio Reach by Broadcasting Station

[For this section each broadcasting stations' reach is taken in total on its own; compared to other stations' percentages; and compared to totals for the respective assessment period. No cognizance is taken of the time spent by consumers listening to their radio sets.]

3.2.1 Radio Reach by Broadcasting Station – By Gender

In general radio broadcasting stations have a balanced gender audience. Of significance, however, are those listening to Campus FM where male following is dominant; while Radju Marija and Radju Parlament have the highest percentage of female listeners – see Table 3.5 and Figure 3.3 below.

TABLE 3.5: RADIO REACH BY BROADCASTING STATION – BY GENDER [OCT-DEC 2007/2008]

1%=		Oct-Dec 2008		Oct-Dec 2007	
		Male	Female	Male	Female
108	Radju Malta	47.3%	52.7%	36.1%	63.9%
51	Radju Parlament 106.6	30.8%	69.2%	42.9%	57.1%
123	Magic Radio	31.7%	68.3%	33.9%	66.1%
272	Super One Radio	49.6%	50.4%	43.2%	56.8%
84	Radio 101	46.5%	53.5%	49.1%	50.9%
280	Bay Radio	52.4%	47.6%	48.0%	52.0%
223	Calypso Radio	43.0%	57.0%	32.9%	67.1%
135	RTK	34.8%	65.2%	32.5%	67.5%
71	Smash Radio	41.7%	58.3%	54.5%	45.5%
153	Radju Marija	23.1%	76.9%	25.9%	74.1%
8	Campus FM	100.0%		75.0%	25.0%
69	Capital Radio	51.4%	48.6%	55.3%	44.7%
92	XFM	53.2%	46.8%	78.3%	21.7%
20	Community Stations	20.0%	80.0%	32.0%	68.0%
18	Foreign Radio Stations	55.6%	44.4%	88.9%	11.1%
3594	Total	45.9%	54.1%	44.8%	55.2%
Population^a		178003	181354		
%		49.5%	50.5%		

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

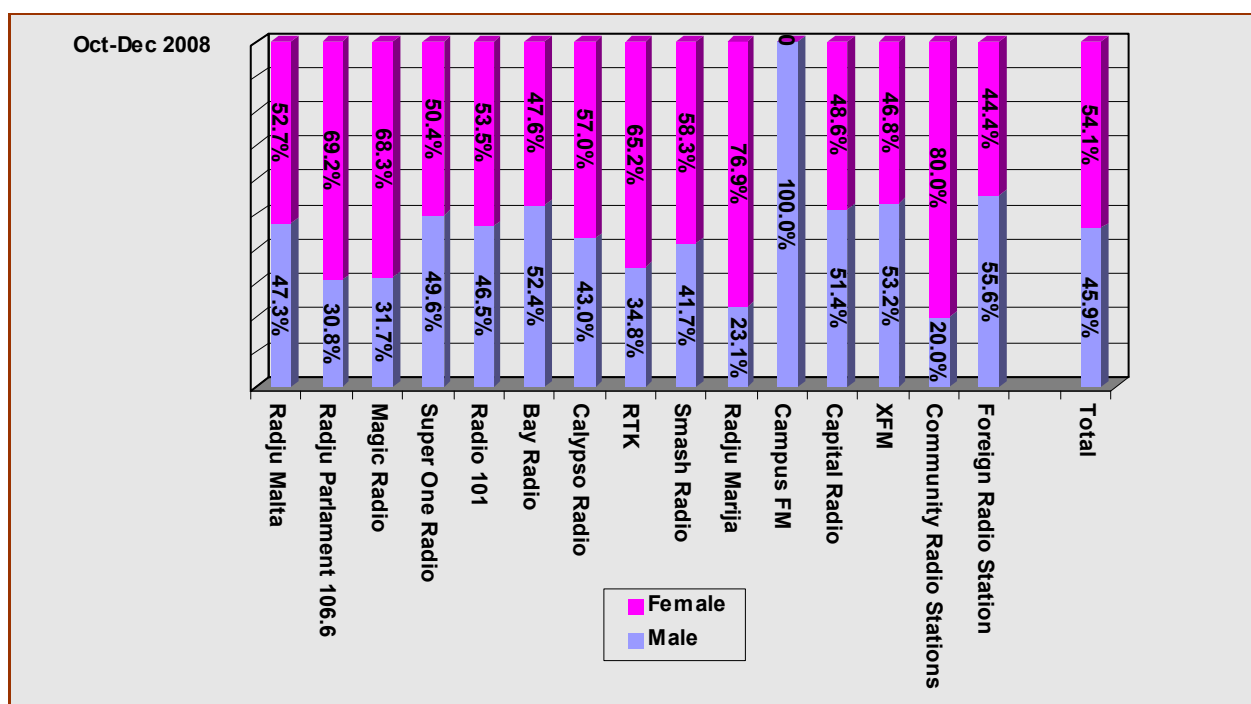


FIGURE 3.3: RADIO REACH BY BROADCASTING STATION – BY GENDER [OCT-DEC 2008]

3.2.2 Radio Reach 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 Super 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 [Super One Radio and Radio 101]; one of the Public Service Broadcaster's radio station [Radju Malta]; Community Radio Stations and Foreign Radio Stations where their largest audiences are in the 50-64 age group. The highest audience of the Church's station [RTK] and Radju Marija attracts most those in the 65-79 age groups – see Table 3.6 and Figure 3.4 below.

TABLE 3.6: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [OCT-DEC 2008]

1%=		Age Group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
108	Radju Malta		1.8%	1.8%	3.6%	41.8%	47.3%	3.6%
51	Radju Parlament 106.6	3.8%	15.4%	7.7%	57.7%	15.4%		
123	Magic Radio	4.8%	33.3%	6.3%	42.9%	11.1%	1.6%	
272	Super One Radio	.7%	3.6%	2.9%	18.7%	44.6%	25.9%	3.6%
84	Radio 101	2.3%	2.3%	4.7%	14.0%	53.5%	23.3%	
280	Bay Radio	7.7%	49.7%	16.1%	22.4%	3.5%	.7%	
223	Calypso Radio		.9%	6.1%	45.6%	43.0%	3.5%	.9%
135	RTK				11.6%	39.1%	43.5%	5.8%
71	Smash Radio	5.6%	25.0%	5.6%	52.8%	11.1%		
153	Radju Marija				3.8%	34.6%	50.0%	11.5%
8	Campus FM			25.0%	50.0%	25.0%		
69	Capital Radio			14.3%	68.6%	14.3%	2.9%	
92	XFM	10.6%	36.2%	12.8%	31.9%	6.4%		2.1%
20	Community Stations	10.0%	10.0%		30.0%	50.0%		
18	Foreign Radio Stations		22.2%	11.1%	22.2%	33.3%	11.1%	
3594	Total	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%
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 Reach by Broadcasting Station – By District

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

TABLE 3.7: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [OCT-DEC 2008]

1%=		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
108	Radju Malta	20.0%	29.1%	18.2%	20.0%	5.5%	7.3%
51	Radju Parlament 106.6	11.5%	30.8%	7.7%	15.4%	34.6%	
123	Magic Radio	14.3%	30.2%	14.3%	28.6%	11.1%	1.6%
272	Super One Radio	30.2%	18.0%	18.7%	18.7%	10.8%	3.6%
84	Radio 101	9.3%	41.9%	16.3%	4.7%	11.6%	16.3%
280	Bay Radio	16.8%	22.4%	14.0%	20.3%	23.1%	3.5%
223	Calypso Radio	12.3%	28.9%	20.2%	14.9%	9.6%	14.0%
135	RTK	17.4%	31.9%	8.7%	10.1%	17.4%	14.5%
71	Smash Radio	8.3%	25.0%	13.9%	16.7%	22.2%	13.9%
153	Radju Marija	19.2%	35.9%	16.7%	9.0%	14.1%	5.1%
8	Campus FM		25.0%			75.0%	
69	Capital Radio	20.0%	31.4%	8.6%	14.3%	14.3%	11.4%
92	XFM	10.6%	31.9%	8.5%	23.4%	17.0%	8.5%
20	Community Stations	40.0%		20.0%	10.0%		30.0%
18	Foreign Radio Stations	11.1%	33.3%		11.1%	33.3%	11.1%
3594	Total	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%
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

Oct-Dec 2008

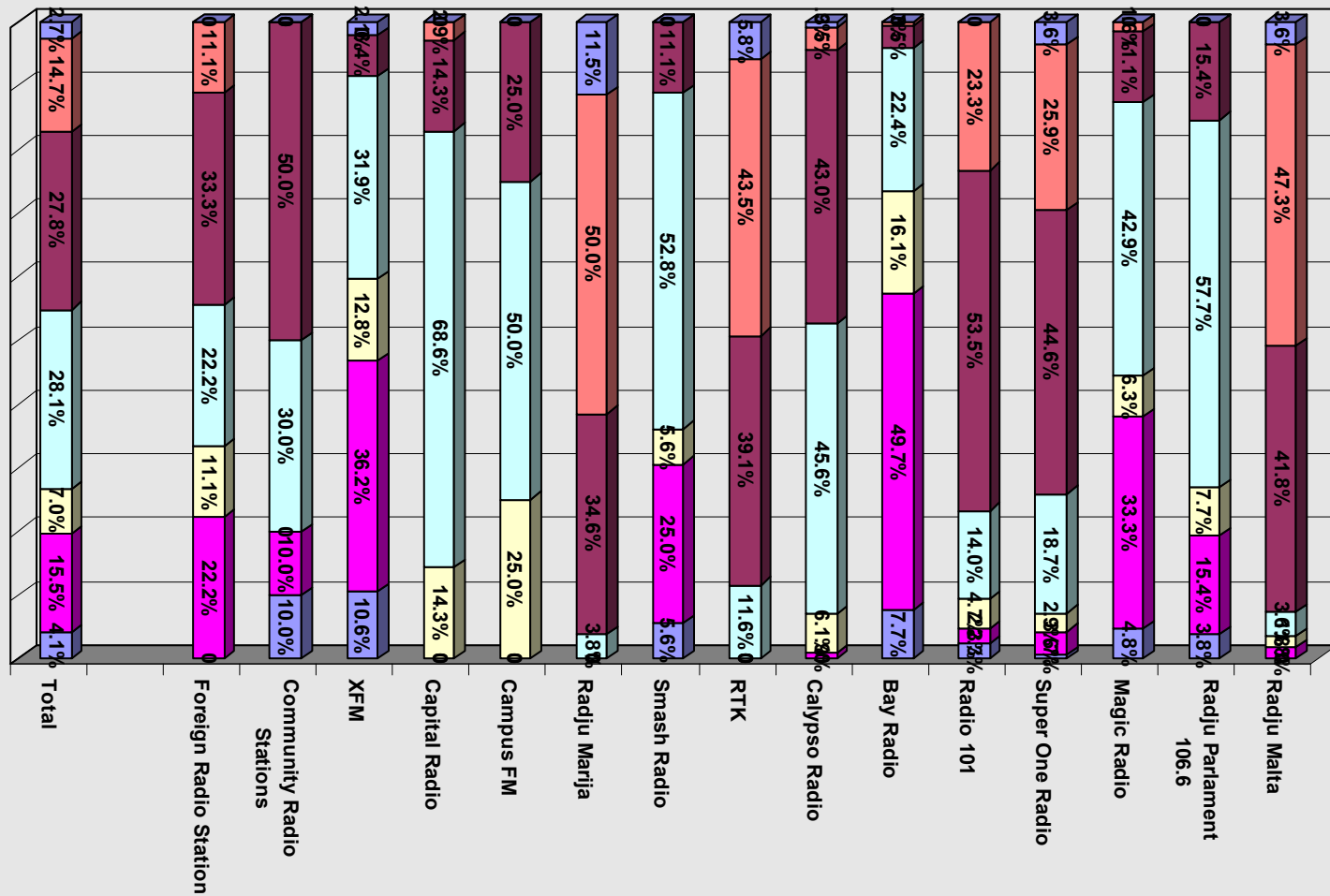


FIGURE 3.4: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [OCT-DEC 2008]

Oct-Dec 2008

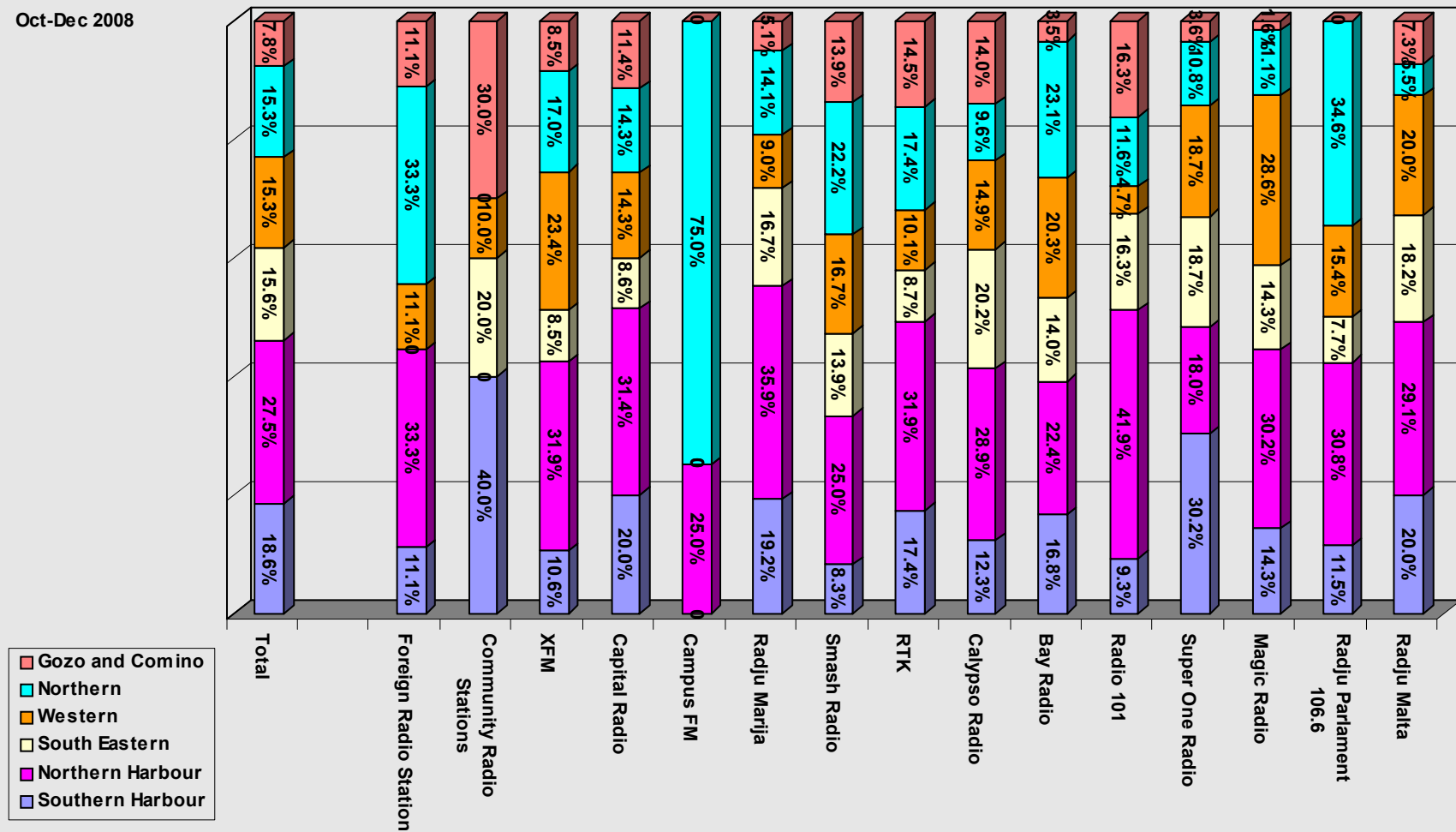


FIGURE 3.5: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [OCT-DEC 2008]

3.3 TV Reach

[For this section each broadcasting stations' reach is analysed compared to the totals. No cognizance is taken of the time spent by consumers viewing their tv sets.]

With regard to TV reach, 24.4% stated that they do not watch TV; 14.4% 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 – 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 Oct-Dec 2008, regular TV viewing increased by 1.5% (which is not significant) while regular TV viewing over the previous three months of July-September 2008 has also increased by 2.5% (which is also not significant due to margin of error).

TABLE 3.8: TV REACH BY QUARTER: OCT-DEC 2006 TO OCT-DEC 2008

	Do not watch TV	No particular TV station	Do not remember	No TV Set	No Response	TV Viewers	1%=
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%	3594
<i>Jul-Sep 2008</i>	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%	3594
<i>Apr-Jun 2008</i>	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%	3594
<i>Jan-Mar 2008</i>	24.236%	22.123%	1.501%	0.278%		51.862%	3594
<i>Oct-Dec 2007</i>	24.903%	14.854%	0.939%	0.497%		58.807%	3594
<i>Jul-Sep 2007</i>	33.222%	14.111%	1.222%	0.667%	0.221%	50.778%	3558
<i>Apr-Jun 2007</i>	28.872%	11.283%	0.996%	0.664%		57.965%	3558
<i>Jan-Mar 2007</i>	23.857%	11.483%	0.780%	0.669%		63.211%	3558
<i>Oct-Dec 2006</i>	22.757%	9.190%	0.766%	0.766%		66.521%	3558

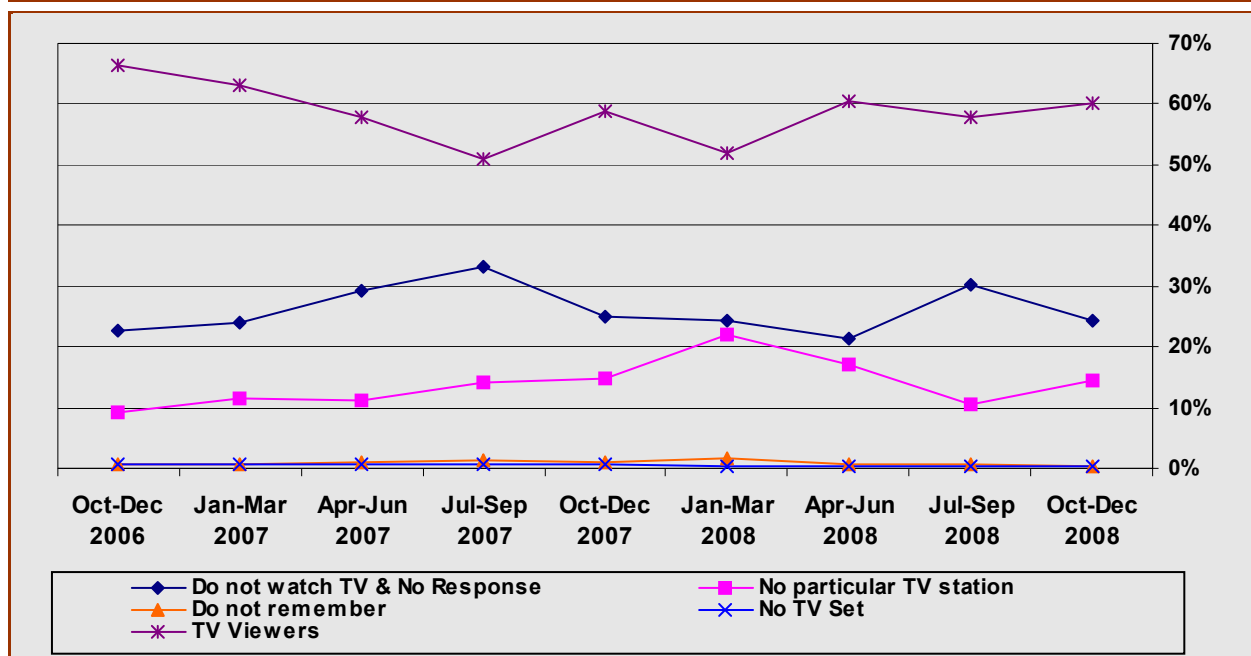


FIGURE 3.6: TV REACH BY QUARTER: OCT-DEC 2006 TO OCT-DEC 2008

The overall counts of effective respondents [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] are given in Figure 3.7 and Table 3.9 below. This data gives the effective percentage of TV viewers that each broadcasting station has attracted. Comparatively with the previous assessment period and with the same period of 2007 the amount of Other TV Stations followed by local consumers ranked third in all instances. For this period under assessment, TVM attained the highest amount of consumers at 34.7% - an increase of 10.8% over the previous period of July-September 2008 and an increase of 7.9% over the same period in 2007. In all instances, One TV maintained its share of reach at 20% while Net TV has halved its audience reach with that of the same period as that of 2007. Of the Foreign Stations, Canale 5 had the highest audience reach followed by Rai 1 and Italia 1.

TABLE 3.9: TV REACH BY BROADCASTING STATION – OCT-DEC 2007; JUL-SEP 2008; AND OCT-DEC 2008

	Oct-Dec 2007	Jul-Sep 2008	Oct-Dec 2008
TVM	[1] 26.8	[1] 23.9	[1] 34.7
One TV	[2] 20.7	[2] 20.6	[2] 20.0
Net TV	[4] 12.1	[4] 8.3	[5] 6.0
Smash TV	0.7	0.7	0.2
Education 22	0.1		
ITV		0.1	
Family TV	*	1.6	0.2
Rai 1	4.2	3.8	4.5
Rai 2	1.4	3.0	1.8
Rai 3	0.4	0.4	0.5
Rete 4	2.5	2.7	1.9
Canale 5	6.0	5.0	[4] 6.3
Italia 1	7.3	5.8	4.0
Discovery Channel	1.8	2.9	3.4
MTV	0.4	2.6	0.8
BBC Prime	1.3	2.2	1.5
BBC World	0.4	0.5	0.3
Other TV Stations	[3] 14.0	[3] 15.9	[3] 13.8
	100%	100%	100%
1% =	2114	2076	2166

*Family TV was not yet licensed

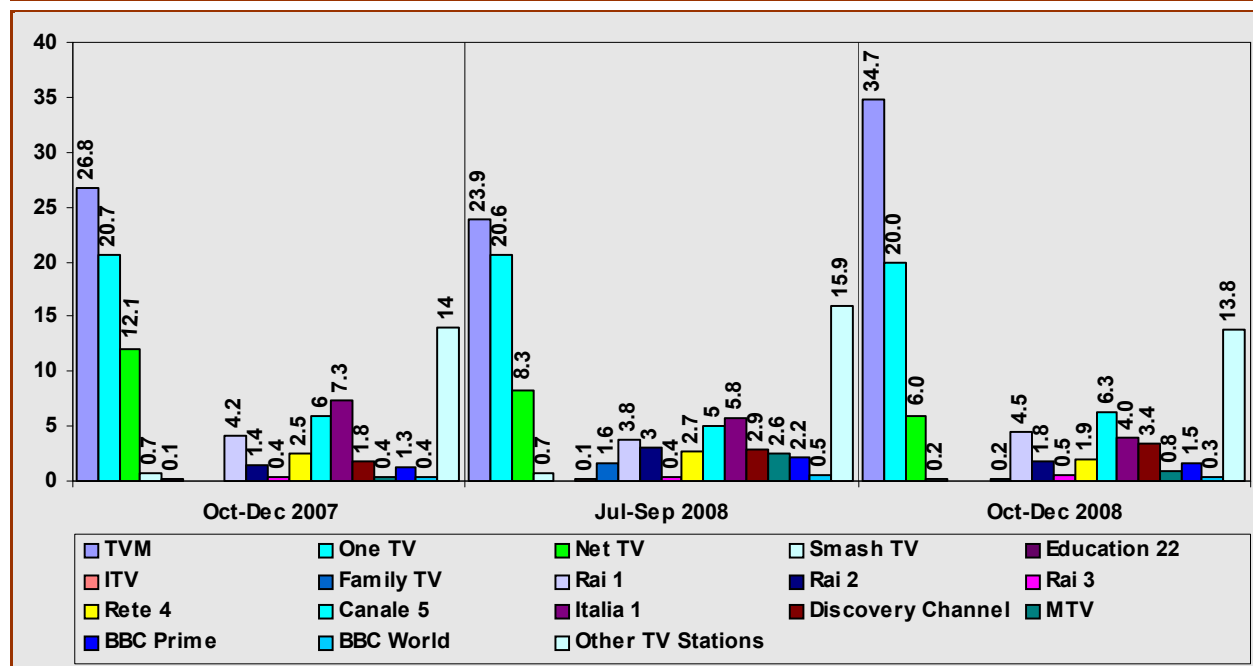


FIGURE 3.7 TV REACH BY BROADCASTING STATION – OCT-DEC 2007; JUL-SEP 2008; AND OCT-DEC 2008

3.3.1 TV Reach 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 Other Station. The same pattern persists when the data is analysed by gender.

During this period, TVM was the most followed station across all groups above 25 years old. One TV was the most followed in one age group [80+]; the second most followed in three age groups [12-14; 50-64; and 65-79] and the third most followed station in another two age groups [15-24; 30-4]. Net TV was the third most preferred station with three age-groups [50-64; 65-79; and 80+]. Rai 1 was the second most preferred station for those who are 80 years old and over while Canale 5 and Discovery Channel were the third most preferred stations for those in the 25-29 age group – see Table 3.10 below.

TABLE 3.10: TV REACH 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]34.72	[1]31.01	[1]37.64	[3]19.23	[2]22.98	[1]23.08	[1]38.89	[1]36.81	[1]42.86	[1]30.43
One TV	[2]19.98	[2]19.51	[2]20.36	[2]21.15	[3]11.80	[4] 7.69	[3]14.20	[2]25.15	[2]30.95	[1]30.43
Net TV	[5] 5.97	[6] 5.13	[5] 6.62	1.92	4.35	5.77	3.40	[3] 8.59	[3] 7.74	[3]13.04
Smash TV	0.18	0.00	0.32	0.00	0.00	0.00	0.00	0.31	0.00	[4] 4.35
Family TV	0.18	0.00	0.32	0.00	0.62	0.00	0.00	0.31	0.00	0.00
Rai 1	4.52	[5] 5.54	3.72	0.00	1.24	[4] 7.69	3.70	[5] 6.75	[5] 3.57	[2]17.39
Rai 2	1.81	2.05	1.62	0.00	0.62	3.85	2.47	2.15	1.19	0.00
Rai 3	0.54	0.41	0.65	0.00	1.24	0.00	0.93	0.31	0.00	0.00
Rete 4	1.90	2.05	1.78	1.92	0.62	3.85	2.78	0.92	2.38	[4] 4.35
Canale 5	[4] 6.33	4.11	[4] 8.08	3.85	[4]10.56	[3]11.54	[4] 5.86	[4] 7.06	1.79	0.00
Italia 1	3.98	4.31	3.72	[4]17.31	[5] 9.32	3.85	4.01	1.23	0.60	0.00
Discovery Channel	3.44	[4] 6.37	1.13	1.92	5.59	[3]11.54	[5] 4.94	1.53	0.60	0.00
MTV	0.81	0.82	0.81	[5] 5.77	1.86	1.92	0.31	0.00	0.60	0.00
BBC Prime	1.54	1.03	1.94	0.00	0.62	0.00	2.78	1.53	1.19	0.00
BBC World	0.27	0.41	0.16	0.00	0.00	0.00	0.31	0.31	0.60	0.00
Other TV Stations	[3]13.83	[3]17.25	[3]11.15	[1]26.92	[1]28.57	[2]19.23	[2]15.43	[4] 7.06	[4] 5.95	0.00
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2166	1030	1130	107	327	123	698	558	273	61

3.3.2 TV Reach by District

TVM was the most followed station in all the districts. One TV was also the most followed in the South Eastern district with TVM; was the second most followed station in five other districts and the third most followed station in the Northern District. Net TV was the third most followed station in Gozo and Comino and the fourth in the Northern Harbour. Other TV stations were the most followed, in total, in five districts and the second most followed in two districts – see Table 3.11 below.

TABLE 3.11: TV REACH BY DISTRICT

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]34.72	[1]32.16	[1]33.44	[1]31.52	[1]33.33	[1]36.42	[1]49.46
One TV	[2]19.98	[2] 26.63	[2] 18.97	[1]31.52	[2] 13.94	[3] 10.40	[2]17.20
Net TV	[5] 5.97	3.02	[4] 10.29	3.64	2.42	5.20	[3] 9.68
Smash TV	0.18	0.00	0.00	0.00	0.00	0.58	1.08
Family TV	0.18	0.00	0.32	0.00	0.00	0.00	1.08
Rai 1	4.52	4.02	5.47	[3] 4.85	7.27	2.31	1.08
Rai 2	1.81	1.01	1.29	2.42	3.03	2.31	1.08
Rai 3	0.54	0.50	0.96	0.00	0.61	0.58	0.00
Rete 4	1.90	2.51	0.96	3.03	1.21	2.31	2.15
Canale 5	[4] 6.33	[4] 6.53	[5] 6.75	[4] 4.24	[4] 10.30	[4] 6.36	1.08
Italia 1	3.98	[5] 6.03	2.57	[4] 4.24	5.45	2.31	[4] 4.30
Discovery Channel	3.44	2.01	3.86	1.21	4.24	6.36	2.15
MTV	0.81	1.01	0.96	0.00	1.82	0.58	0.00
BBC Prime	1.54	1.01	2.25	1.21	2.42	1.16	0.00
BBC World	0.27	0.00	0.00	0.00	1.21	0.58	0.00
Other TV Stations	[3]13.83	[3] 13.57	[3] 11.90	[2] 12.12	[3] 12.73	[2] 22.54	[3] 9.68
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	2458	473	741	345	338	359	203

3.4 TV Reach by Broadcasting Station

[For this section each broadcasting stations' reach is taken in total on its own; compared to other stations' percentages; and compared to totals for the respective assessment period. No cognizance is taken of the time spent by consumers viewing their tv sets.]

3.4.1 TV Reach by Broadcasting Station – By Gender

During this period local broadcasting TV stations had a skewed female gender following with Samsh TV and Family TV being followed only by female viewers. Of the foreign broadcasting stations, Rai 1 and Rai 2 were more followed by males than by females while Rai 3 was more followed by females than by males. Canale 5 and BBC Prime were also more female followed than by males – see Table 3.12 and Figure 3.8 below:

TABLE 3.12: TV REACH BY BROADCASTING STATION – BY GENDER [OCT-DEC 2007/2008]

Dec '08 1% =		Oct-Dec 2008		Oct-Dec 2007	
		Male	Female	Male	Female
752	TVM	39.3%	60.7%	43.5%	56.5%
433	One TV	43.0%	57.0%	38.2%	61.8%
129	Net TV	37.9%	62.1%	33.3%	66.7%
4	Smash TV		100.0%	57.1%	42.9%
4	Family TV		100.0%	*	*
98	Rai 1	54.0%	46.0%	31.1%	68.9%
39	Rai 2	50.0%	50.0%	60.0%	40.0%
12	Rai 3	33.3%	66.7%	25.0%	75.0%
41	Rete 4	47.6%	52.4%	55.6%	44.4%
137	Canale 5	28.6%	71.4%	26.6%	73.4%
86	Italia 1	47.7%	52.3%	48.7%	51.3%
74	Discovery Channel	81.6%	18.4%	73.7%	26.3%
18	MTV	44.4%	55.6%	75.0%	25.0%
33	BBC Prime	29.4%	70.6%	57.1%	42.9%
6	BBC World	66.7%	33.3%	75.0%	25.0%
300	Other TV Stations	54.9%	45.1%	52.3%	47.7%
3594	Table Total	45.9%	54.1%	44.8%	55.2%

*Family TV was not yet licensed

Population^a	178003	181354
%	49.5%	50.5%

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

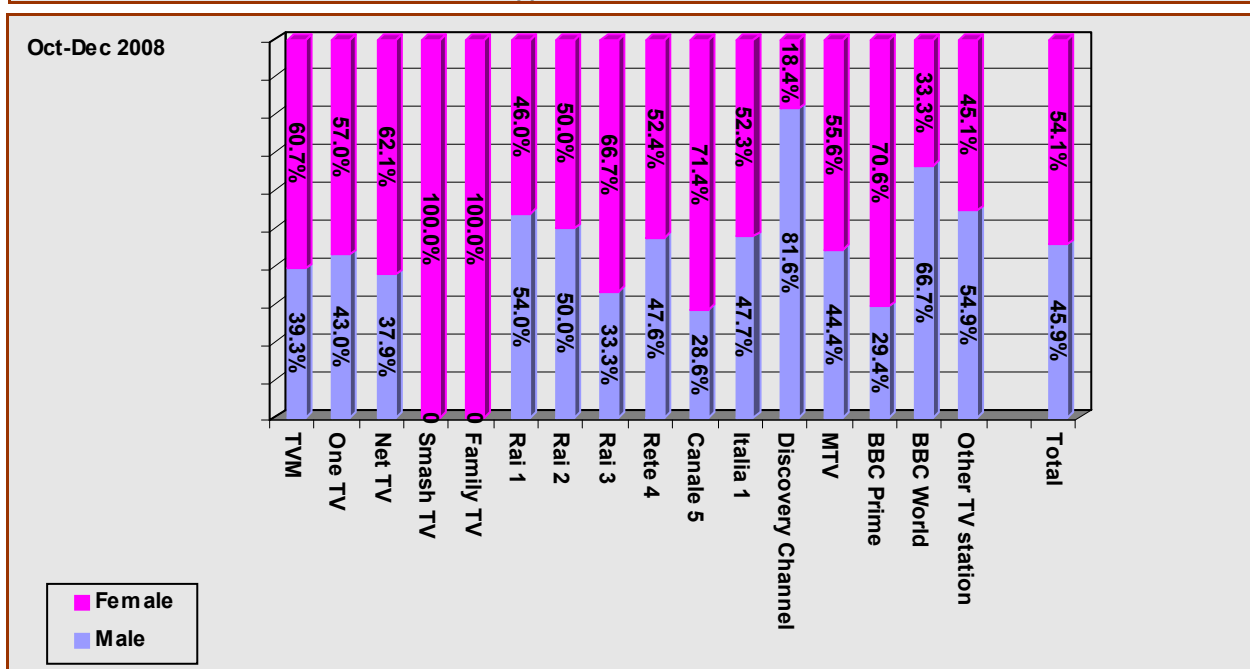


FIGURE 3.8 TV REACH BY BROADCASTING STATION – BY GENDER [OCT-DEC 2008]

3.4.2 TV Reach by Broadcasting Station – By Age Group

Analysis of each station's distribution is dependent of each station's targeted audience and its broadcasting programme schedules; the results of which goes beyond the scope of this work. Of the local broadcasting stations only the main three local stations [TVM, One TV and Net TV] have audiences from all the age groups; and the percentages closely follow those of the local population distribution by age group. Of significance, however is Family TV where half its audience was of the 15-24 age group.

Of the foreign broadcasting stations only Rete 4 has been preferred by all the age groups. Of significance are Rai 3, Canale 5, Italia 1, MTV and the Discovery Channel whose audiences in the 12-14 age group are more than twice of the total percentage for that same group – see Table 3.13 and Figure 3.9 below.

TABLE 3.13: TV REACH BY BROADCASTING STATION – BY AGE GROUP [OCT-DEC 2008]

1%=		Age group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
752	TVM	2.6%	9.6%	3.1%	32.8%	31.3%	18.8%	1.8%
433	One TV	5.0%	8.6%	1.8%	20.8%	37.1%	23.5%	3.2%
129	Net TV	1.5%	10.6%	4.5%	16.7%	42.4%	19.7%	4.5%
4	Smash TV					50.0%		50.0%
4	Family TV		50.0%			50.0%		
98	Rai 1		4.0%	8.0%	24.0%	44.0%	12.0%	8.0%
39	Rai 2		5.0%	10.0%	40.0%	35.0%	10.0%	
12	Rai 3		33.3%		50.0%	16.7%		
41	Rete 4	4.8%	4.8%	9.5%	42.9%	14.3%	19.0%	4.8%
137	Canale 5	2.9%	24.3%	8.6%	27.1%	32.9%	4.3%	
86	Italia 1	20.5%	34.1%	4.5%	29.5%	9.1%	2.3%	
74	Discovery Channel	2.6%	23.7%	15.8%	42.1%	13.2%	2.6%	
18	MTV	33.3%	33.3%	11.1%	11.1%		11.1%	
33	BBC Prime		5.9%		52.9%	29.4%	11.8%	
6	BBC World				33.3%	33.3%	33.3%	
300	Other TV Stations	9.2%	30.1%	6.5%	32.7%	15.0%	6.5%	
3594	Total	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%
Population^a		15,655	57,953	30,632	11,091	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

Oct-Dec 2008

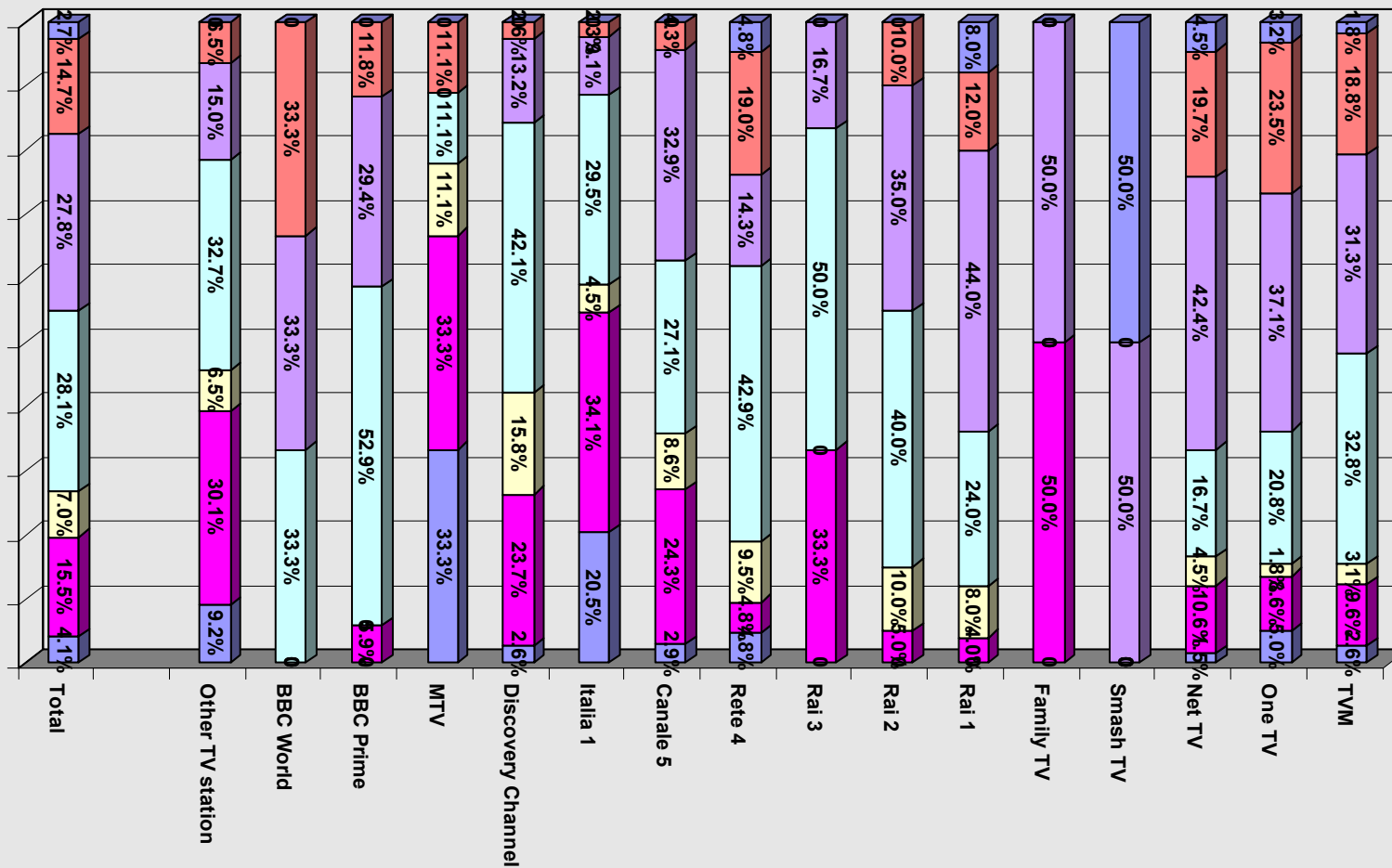


FIGURE 3.9: TV REACH BY BROADCASTING STATION – BY AGE GROUP [OCT-DEC 2008]

3.4.3 TV Reach by Broadcasting Station – By District

The main three local TV broadcasting stations [TVM, One TV and Net TV] have nationwide following while Family TV and Smash TV had following in only two districts each. On the other hand Rai 2, all Mediaset channels, and Discovery Channel had following in all the respective districts; while BBC Prime had a reach in five districts [except Gozo and Comino]. MTV was followed in four districts while BBC World was followed in two districts – see Table 3.14 and Figure 3.10 below.

TABLE 3.14: TV REACH BY BROADCASTING STATION – BY DISTRICT [OCT-DEC 2008]

1%= Rank	Broadcasting Station	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
752	TVM	16.7%	27.1%	13.5%	14.3%	16.4%	12.0%
433	One TV	24.0%	26.7%	23.5%	10.4%	8.1%	7.2%
129	Net TV	9.1%	48.5%	9.1%	6.1%	13.6%	13.6%
4	Smash TV					50.0%	50.0%
4	Family TV		50.0%				50.0%
98	Rai 1	16.0%	34.0%	16.0%	24.0%	8.0%	2.0%
39	Rai 2	10.0%	20.0%	20.0%	25.0%	20.0%	5.0%
12	Rai 3	16.7%	50.0%		16.7%	16.7%	
41	Rete 4	23.8%	14.3%	23.8%	9.5%	19.0%	9.5%
137	Canale 5	18.6%	30.0%	10.0%	24.3%	15.7%	1.4%
86	Italia 1	27.3%	18.2%	15.9%	20.5%	9.1%	9.1%
74	Discovery Channel	10.5%	31.6%	5.3%	18.4%	28.9%	5.3%
18	MTV	22.2%	33.3%		33.3%	11.1%	
33	BBC Prime	11.8%	41.2%	11.8%	23.5%	11.8%	
6	BBC World				66.7%	33.3%	
300	Other TV Stations	17.6%	24.2%	13.1%	13.7%	25.5%	5.9%
3594	Total	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%
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

Oct-Dec 2008

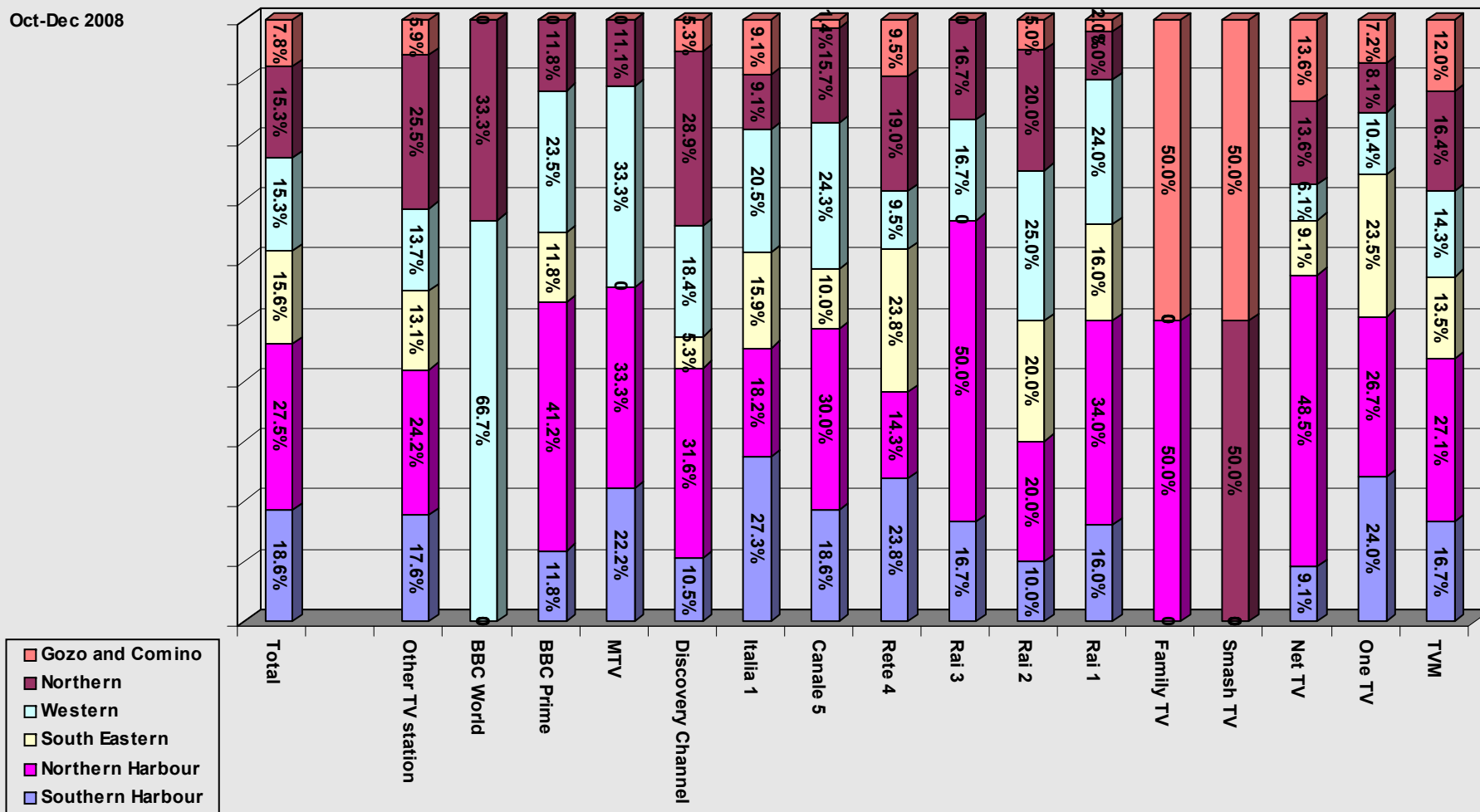


FIGURE 3.10: TV REACH BY BROADCASTING STATION – BY DISTRICT [OCT-DEC 2008]

4. MEDIA RECEPTION PLATFORM

During this broadcasting season, test transmissions of digital radio broadcasts continued on the DAB+ platform by the end of the year the Authority had authorized the rebroadcasting of 36 foreign digital radio stations, the simulcasting of 12 nationwide analogue radio stations [XFM is the only nationwide radio station which has not yet requested the simulcasting of transmissions on the DAB+ platform]; simulcasting of a sole ownership Digital Radio Station; and the simulcasting of one community radio station which intends to start broadcasting as a nationwide radio station; and another digital radio station [Gozo Digital Radio] on the DAB+ platform – see Appendix C. Full coverage of Malta and Gozo is to be reached by June 2009². 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 radio and television broadcasts: for radio whether “FM”, “Digital”, or “Other”; for television through “Roof-top aerial” – both analogue and digital, cable system (not digital), satellite dish and through the Internet. In many cases people are not aware whether they have an analogue or digital cable system installed at home.

At the end of this quarter, some of the data was double checked with the interviewers of the N.S.O, and it was found out that in many cases the interviewers had to ask the colour of the connection box in order to arrive to a definite answer. It is also important to note that no local broadcasting stations broadcast on satellite and that the data on “satellite reception of local broadcasting stations” means only that the respondents had a multi-system reception in their household.

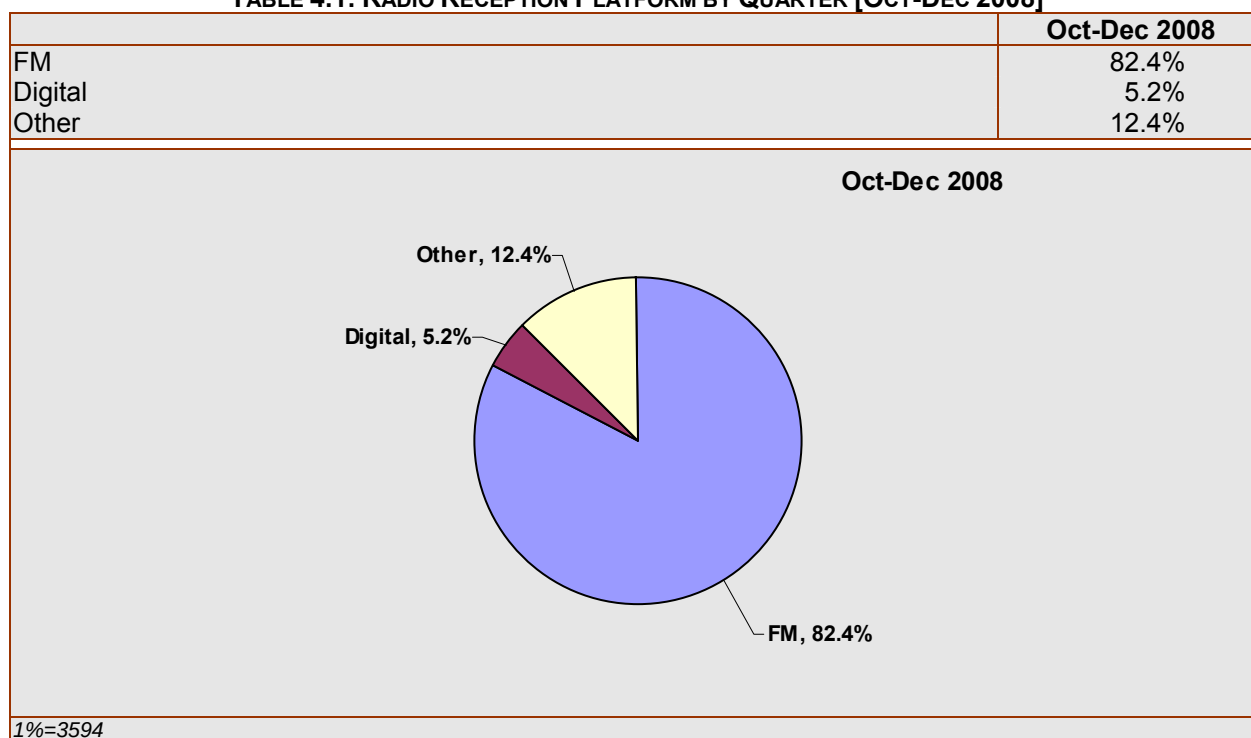
The data for this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake. Statistics for this quarter significantly differ from those experienced in past quarters as it appears that there has been a shift from analogue to digital cable. This variation was queried by the N.S.O. with the Malta Communications Authority and it appears that there has been a significant increase in digital subscribers, especially due to the marketing promotions offered during the last quarter of 2008. Moreover, there was an overall increase of 9,592³ subscribers over the last year (the majority of which would subscribe to digital service) and that analogue subscribers are switching to digital as by 2010 all analogue systems will be switched off. In fact the data observed for this assessment compare well and are justified with those observed by the M.C.A.

4.1 Radio Reception Platform

Respondents were asked what kind of reception platform they used mostly at home for radio listening: 82.4% reported that they receive radio broadcasts on FM, 5.2% digital broadcasts; while 12.4% through other means – see Table and Figure 4.1 below and Tables 4.1-4.3 in part two of this report.

² Reply by Dr Sergio D’Amico to *Contact Request* through B.A. website, 18th February 2009

³ Data supplied by M.C.A. to N.S.O.; e-mail dated 13th January 2009

TABLE 4.1: RADIO RECEPTION PLATFORM BY QUARTER [OCT-DEC 2008]**FIGURE 4.1: RADIO RECEPTION PLATFORM BY QUARTER [OCT-DEC 2008]**

4.1.1 Radio Reception Platform by Gender, Age and District

Digital radio takeup has been more by male consumers [6.9%] than by females [3.8%]. By age group, the highest takeup of 13.3% was that of those in the 15-24 age group; followed by those in the 25-29 age group [12.4%] and by children from 12-14 years old [11.8%]. Analysed by district, the highest digital radio takeup was found with those living in the Northern district [8.2%] followed by those in the Northern Harbour Area [6.9%] and those in the Southern Harbour area [5.0%] – see Tables and Figures 4.2 – 4.3 below:

4.1.2 Radio Reception Platform by Broadcasting Station

Analysed by broadcasting station, nearly half of those listening to Foreign Radio Stations did so on the digital network [44.4%]. The next highest percentage were those listening to Radju Parlament [34.6%] followed by those following Bay Radio [20.3%] which also had the highest radio reach for this period at 16.4% – see Table and Figure 4.4 below.

TABLE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

	Gender			Age Group						
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
FM	82.4%	81.4%	83.3%	65.8%	74.7%	81.4%	83.7%	86.9%	83.7%	87.8%
Digital	5.2%	6.9%	3.8%	11.8%	13.3%	12.4%	4.7%	1.4%	.7%	
Other	12.4%	11.8%	12.9%	22.4%	11.9%	6.2%	11.6%	11.8%	15.6%	12.2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	3594	1780	1814	157	580	306	1111	873	439	129

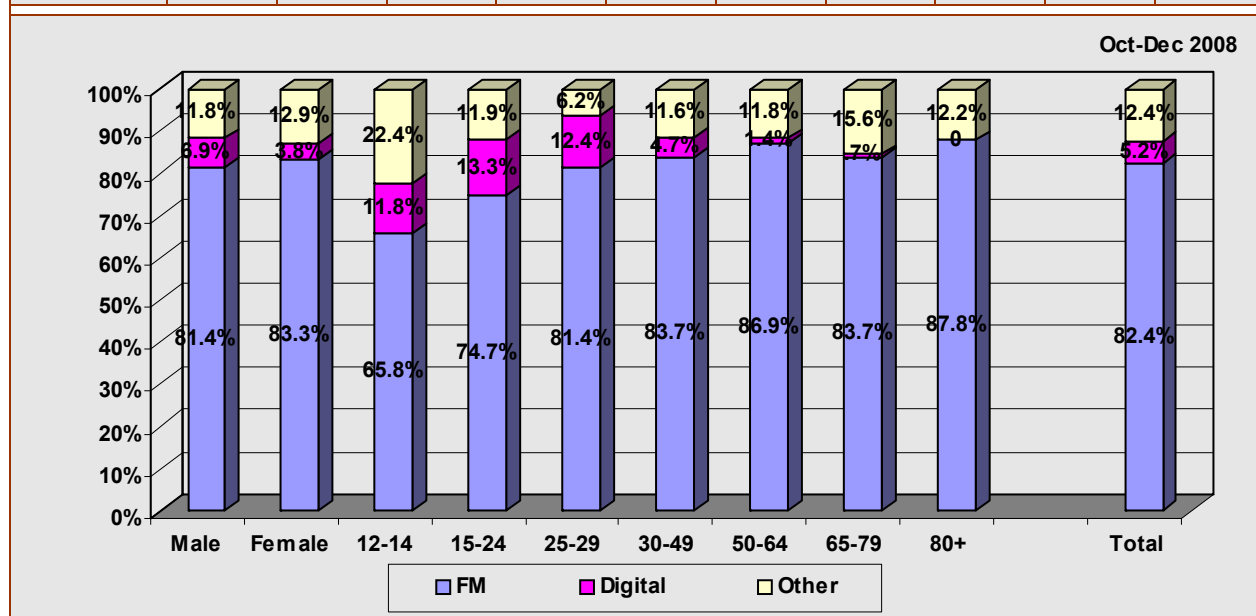


FIGURE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

TABLE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [OCT-DEC 2008]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
FM	82.4%	83.3%	78.2%	85.7%	86.4%	81.8%	81.8%
Digital	5.2%	5.0%	6.9%	3.1%	2.5%	8.2%	3.5%
Other	12.4%	11.7%	14.9%	11.2%	11.1%	10.0%	14.7%
Total	100%	100%	100%	100%	100%	100%	100%
1%=	4078	811	1203	598	573	581	313

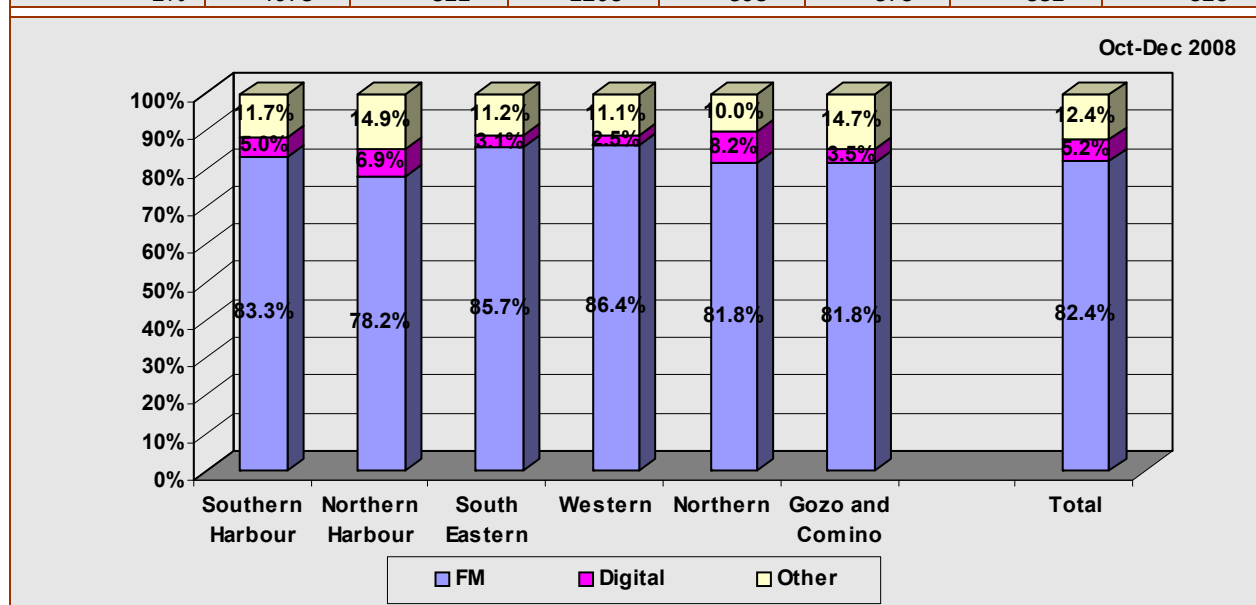
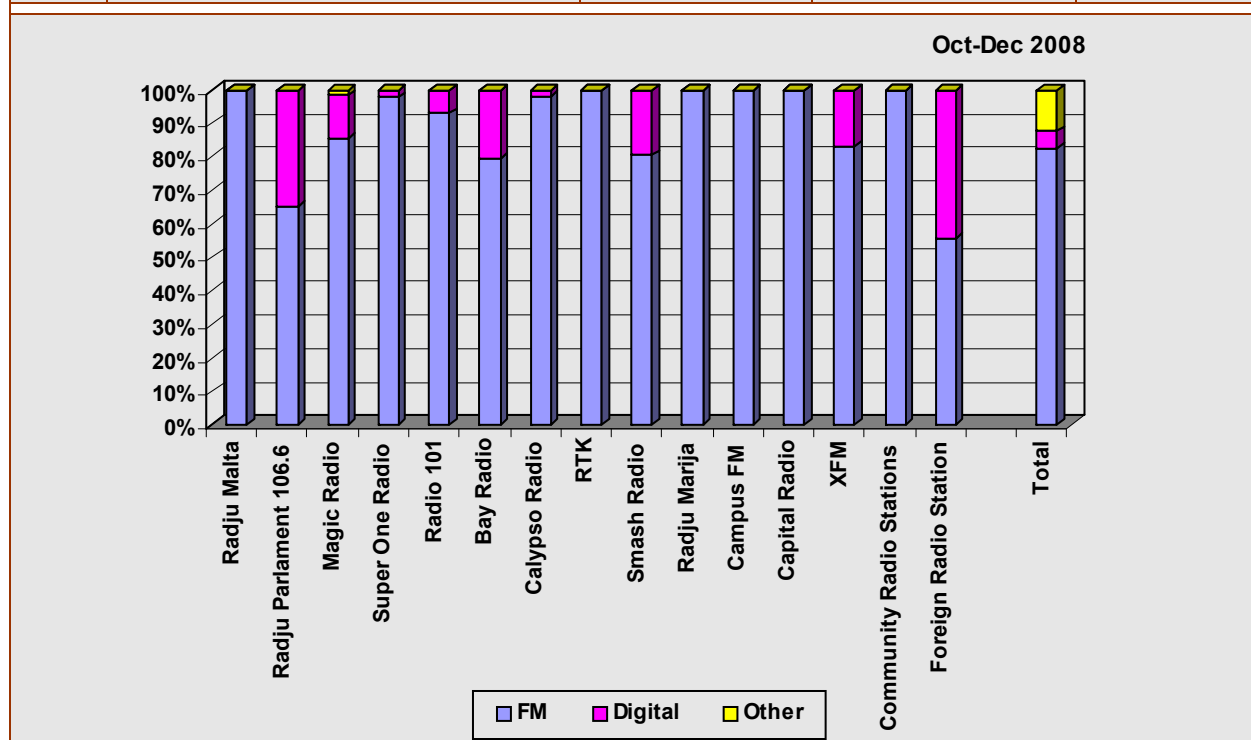


FIGURE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [OCT-DEC 2008]

TABLE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION [OCT-DEC 2008]

1%=		FM	Digital	Other
108	Radju Malta	100.0%		
51	Radju Parlament 106.6	65.4%	[2] 34.6%	
123	Magic Radio	85.7%	12.7%	1.6%
272	Super One Radio	97.8%	2.2%	
84	Radio 101	93.0%	7.0%	
280	Bay Radio	79.7%	[3] 20.3%	
223	Calypso Radio	98.2%	1.8%	
135	RTK	100.0%		
71	Smash Radio	80.6%	[4] 19.4%	
153	Radju Marija	100.0%		
8	Campus FM	100.0%		
69	Capital Radio	100.0%		
92	XFM	83.0%	17.0%	
20	Community Radio Stations	100.0%		
18	Foreign Radio Stations	55.6%	[1] 44.4%	
3594	Total	82.4%	5.2%	12.4%

**FIGURE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION [OCT-DEC 2008]**

4.2 TV Reception Platform

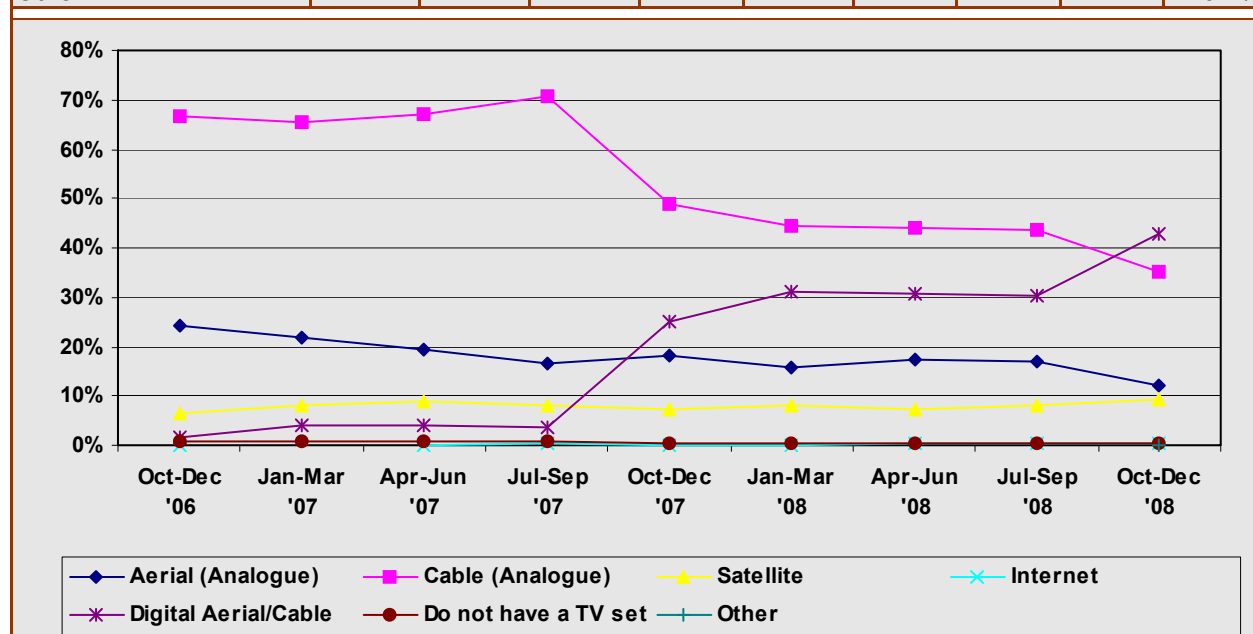
On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts; namely through roof-top aerial – both analogue and digital, cable system, satellite dish and through the Internet.

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 2008. Further data is available in Part 2 of this report; Tables 4.4 to 4.6.

As explained above, digital aerial/cable takeup has increased by 12.5% over the previous quarter due to marketing promotions offered by the service providers during the last quarter of 2008 while analogue aerial and cable have registered 5.1% and 8.7% respectively see Table 4.5 and Figures 4.5-4.6 below:

TABLE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO OCT-DEC 2008

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008
Aerial (Analogue)	24.3%	21.7%	19.4%	16.4%	18.1%	16.0%	17.5%	17.1%	12.0%
Cable (Analogue)	66.8%	65.3%	67.0%	70.9%	48.9%	44.5%	43.9%	43.8%	35.1%
Satellite	6.3%	8.2%	8.7%	8.2%	7.3%	8.3%	7.2%	8.1%	9.2%
Internet	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%
Digital Aerial/Cable	1.6%	4.0%	4.1%	3.6%	25.2%	31.0%	30.8%	30.4%	42.9%
No TV set	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.4%
Other									0.2%

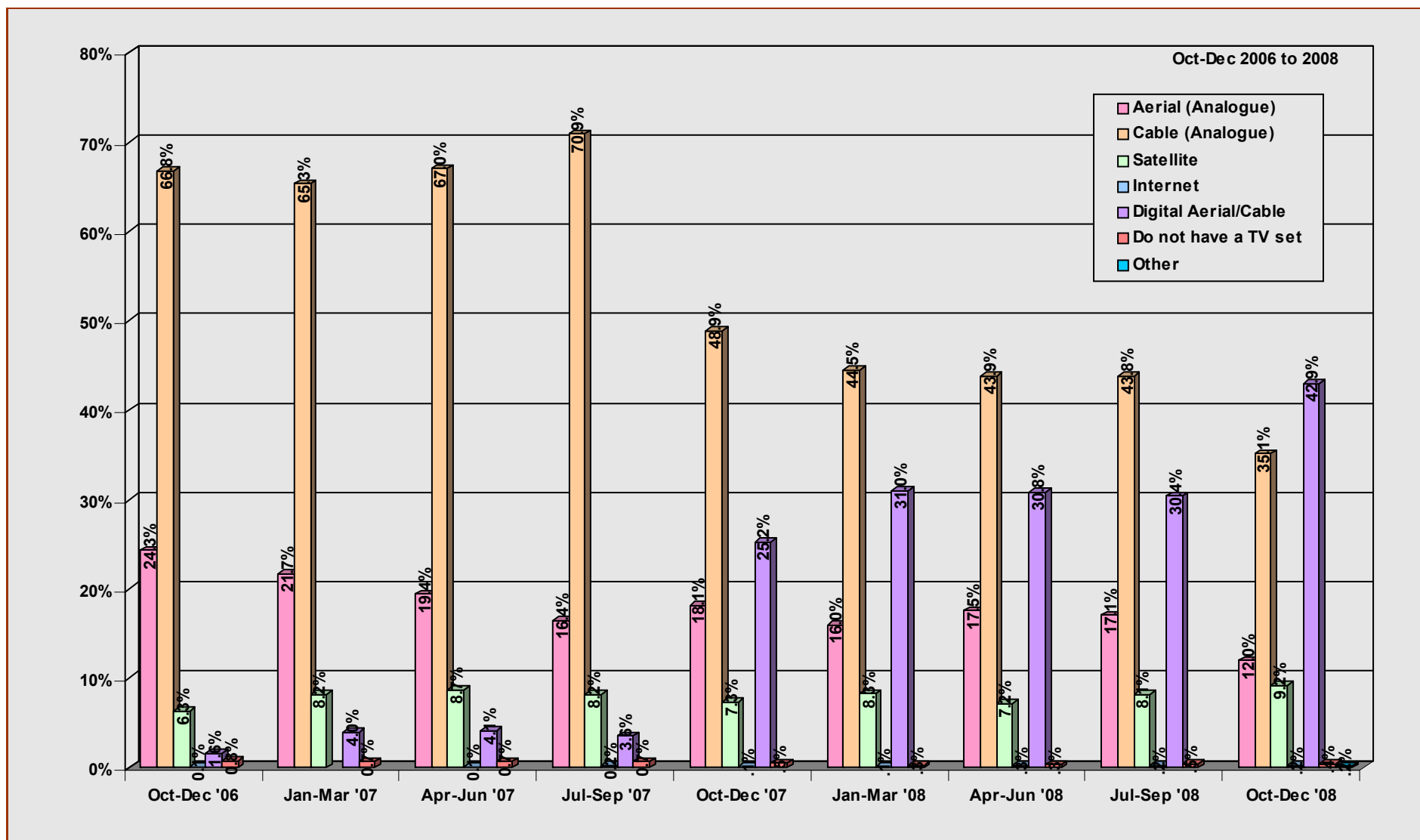


1%=3558 from Oct 2006 to Sep 2007 and 1%=3594 from Oct 2007 to Dec 2008

FIGURE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO OCT-DEC 2008

4.2.1 TV Reception Platform by District

From the previous section it is evident that digit aerial up-take from July-September 2008 to October-December 2008 was high. Analysed by district, the highest digital aerial/cable takeup was registered in Gozo and Comino – an increase of 24.1% over the previous period from 20% to 44.1%. The next highest takeup was registered in the Northern district – 17.4% from 29.7% to 47.1%; and the Western district – 16.7% from 32.2% to 48.9% – see Table 4.6 and Figure 4.7 below:



[1%=3558 from Oct 2006 to Sep 2007 and 1%=3594 from Oct 2007 to Dec 2008]

FIGURE 4.6: TV RECEPTION SYSTEM BY PLATFORM – OCT-DEC 2006 TO OCT-DEC 2008

TABLE 4.6: TV RECEPTION PLATFORM BY DISTRICTS: JUL-SEP 2008 AND OCT-DEC 2008

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Jul-Sep 2008	Oct-Dec 2008	Jul-Sep 2008	Oct-Dec 2008	Jul-Sep 2008	Oct-Dec 2008	Jul-Sep 2008	Oct-Dec 2008	Jul-Sep 2008	Oct-Dec 2008	Jul-Sep 2008	Oct-Dec 2008
Aerial (Analogue)	20.2%	17.6%	9.8%	6.7%	28.7%	20.6%	19.2%	10.7%	11.4%	6.1%	15.2%	14.0%
Cable (Analogue)	46.8%	43.1%	43.3%	39.6%	35.0%	30.4%	38.7%	29.3%	49.8%	30.0%	55.9%	30.8%
Satellite	5.8%	4.4%	9.8%	8.1%	7.3%	6.6%	8.8%	11.1%	8.3%	16.8%	8.3%	11.2%
Internet	.6%	.6%		.2%		.3%	.4%				.7%	
Digital Aerial/Cable	26.0%	33.7%	36.9%	44.4%	28.7%	40.9%	32.2%	48.9%	29.7%	47.1%	20.0%	44.1%
No TV set	.6%	.3%	.2%	.6%	.3%	1.0%	.8%		.9%			
Other		.3%		.4%								
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	1% =	811	1203		598		573		581		313	

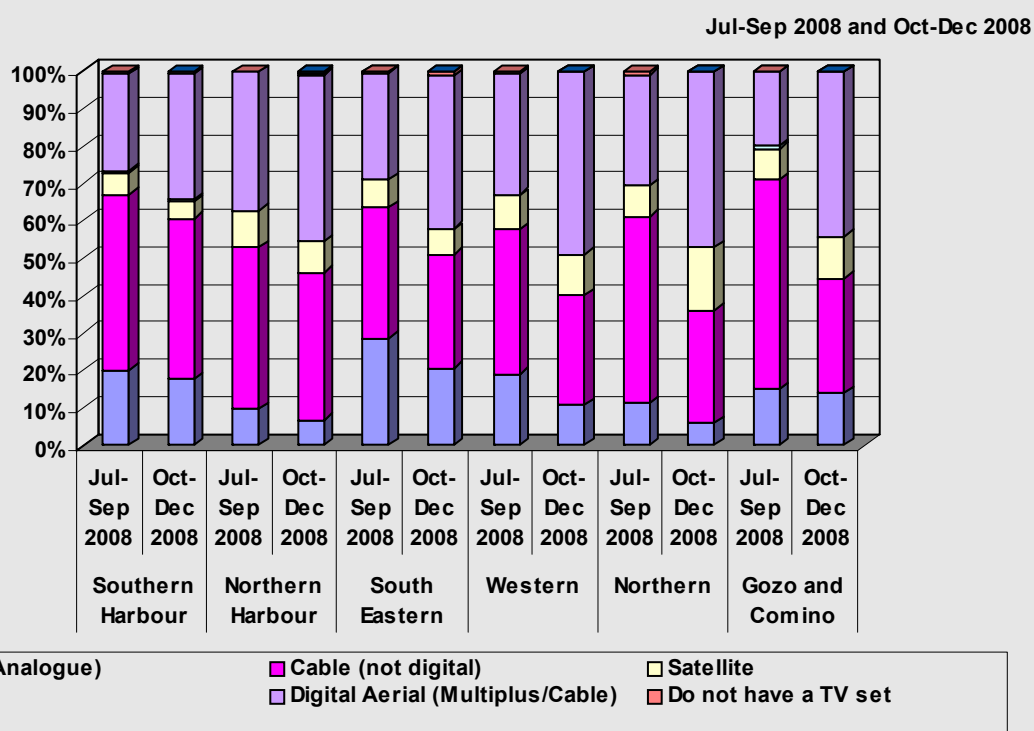


FIGURE 4.7: TV RECEPTION PLATFORM BY DISTRICTS – JUL-SEP 2008 AND OCT-DEC 2008

4.2.2 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 4.7: TV RECEPTION PLATFORM BY BROADCASTING STATION [OCT-DEC 2008]

1%= Number of households	Broadcasting Station	Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial/Cable	Other	Do not have TV
752	TVM	15.4%	37.8%	6.8%	.3%	39.8%		
433	One TV	13.6%	42.5%	7.2%	.5%	36.2%		
129	Net TV	9.1%	57.6%	3.0%		30.3%		
4	Smash TV		100.0%					
4	Family TV		100.0%					
98	Rai 1	10.0%	34.0%	4.0%		52.0%		
39	Rai 2	5.0%	15.0%	5.0%		75.0%		
12	Rai 3		16.7%	16.7%		66.7%		
41	Rete 4	14.3%	28.6%	4.8%		52.4%		
137	Canale 5	4.3%	44.3%	8.6%		42.9%		
86	Italia 1	18.2%	45.5%	6.8%	2.3%	27.3%		
74	Discovery Channel		21.1%	26.3%		52.6%		
18	MTV		11.1%			88.9%		
33	BBC Prime		17.6%			82.4%		
6	BBC World		66.7%	33.3%				
300	Other TV Stations	2.0%	17.0%	19.0%		61.4%		
3594	Total	12.0%	35.1%	9.2%	.2%	42.9%	.2%	.4%

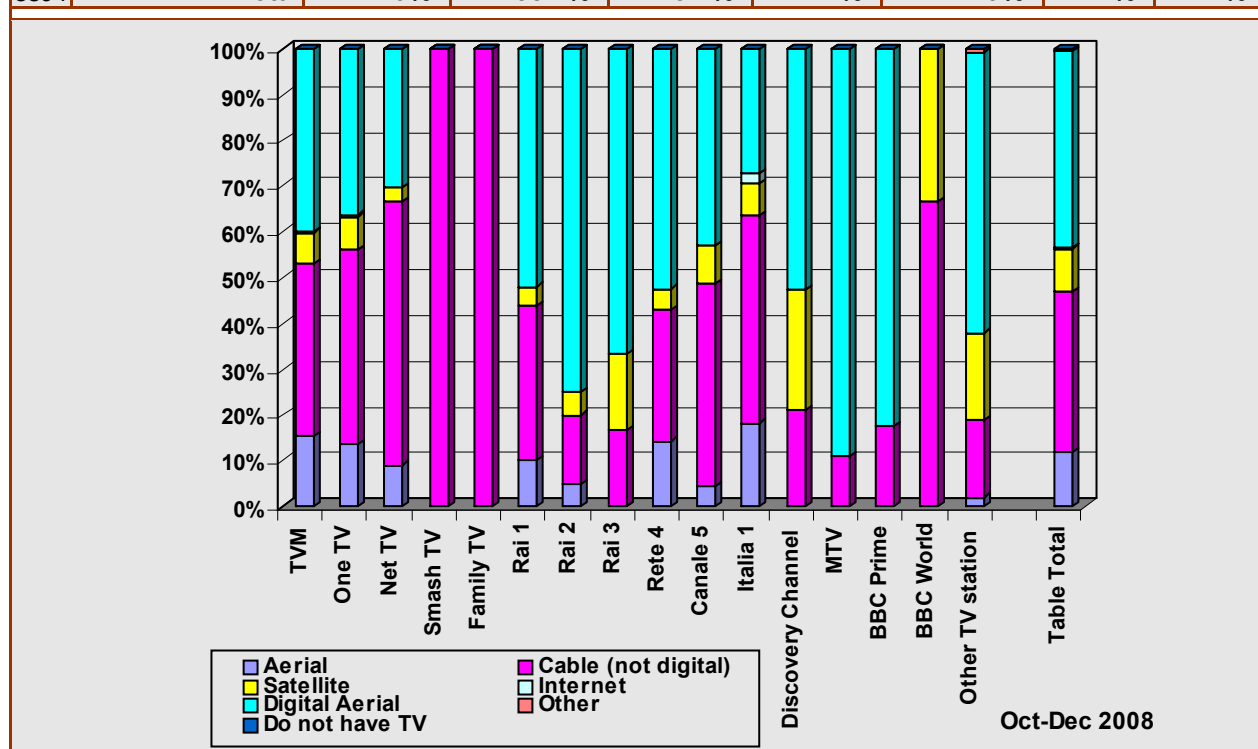


FIGURE 4.8: TV RECEPTION PLATFORM BY BROADCASTING STATION [OCT-DEC 2008]

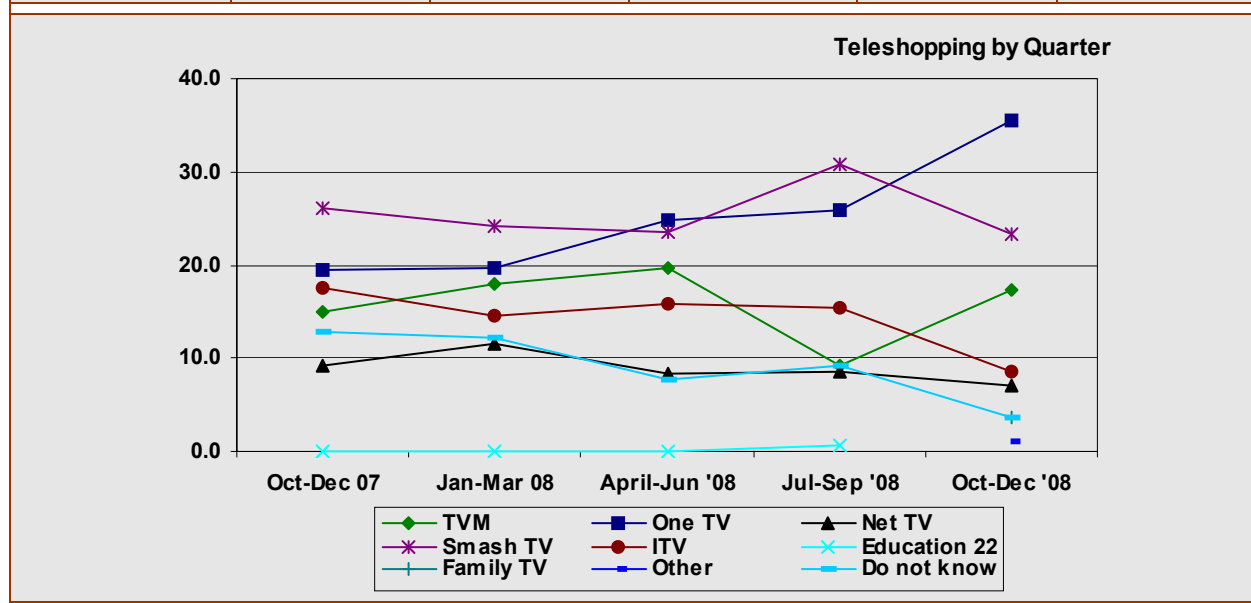
5. TEleshopping

Again, 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 10.7% stated that they regularly watched Teleshopping programmes. Of the effective teleshopping programme viewers, 3.6% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme is that broadcast on One TV [35.5%], followed by Smash TV [23.4%]. The teleshopping dedicated TV station, ITV, ranked fourth with 8.6% - see Table 5.1, Figures 5.1-2 below and Tables 5.1 to 5.4 in Part 2 of this report.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT-DEC 2007/2008]

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008
Yes	10.77	9.62	8.77	9.15	10.73
No	88.74	90.11	90.89	90.40	88.83
No TV set	0.50	0.28	0.34	0.45	0.44
	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	3594	3594	3594	3594	3594
TVM	14.87	17.92	19.75	9.26	17.26
One TV	19.49	19.65	24.84	25.93	35.53
Net TV	9.23	11.56	8.28	8.64	7.11
Smash TV	26.15	24.28	23.57	30.86	23.35
ITV	17.44	14.45	15.92	15.43	8.63
Education 22	0.00	0.00	0.00	0.62	0.00
Family TV					3.55
Other					1.02
Do not know	12.82	12.14	7.64	9.26	3.55
	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	387	346	315	329	386



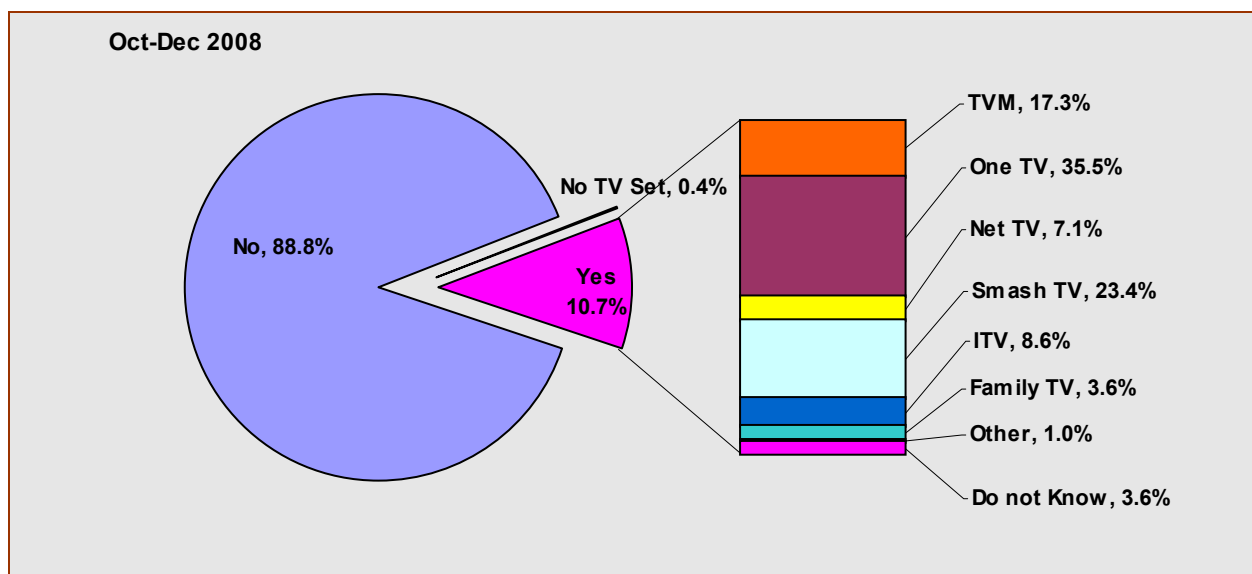


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT-DEC 2007/2008]
FIGURE 5.2: TEleshopping BY BROADCASTING STATION [OCT-DEC 2008]

5.1 Teleshopping by Gender and by Age Group

During this period the highest percentage of male audiences was reached by ITV with 29.4% while the highest percentage of female audiences was reached by Net TV – see Table 5.2 Figure 5.3 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 the two youngest age group [12-14 year olds and 15-24 year olds] were attracted to Teleshopping – see Table 5.2 and Figure 5.4 below.

5.2 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 three district areas – the Southern Harbour, Northern Harbour and the South Eastern – see Table 5.3 and Figure 5.5 below:

TABLE 5.2: TEleshopping BY BROADCASTING STATION BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

1%= Rank		Gender		Age group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
67	TVM	5.9%	94.1%				17.6%	32.4%	38.2%	11.8%
137	One TV	20.0%	80.0%		1.4%	4.3%	15.7%	47.1%	28.6%	2.9%
27	Net TV	14.3%	85.7%				14.3%	50.0%	28.6%	7.1%
90	Smash TV	13.0%	87.0%				37.0%	34.8%	23.9%	4.3%
33	ITV	29.4%	70.6%	5.9%		11.8%	35.3%	29.4%	17.6%	
14	Family TV		100.0%		14.3%		42.9%	14.3%	28.6%	
4	Other		100.0%				50.0%	50.0%		
14	Do not know		100.0%			14.3%		28.6%	28.6%	28.6%
3594	Total	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

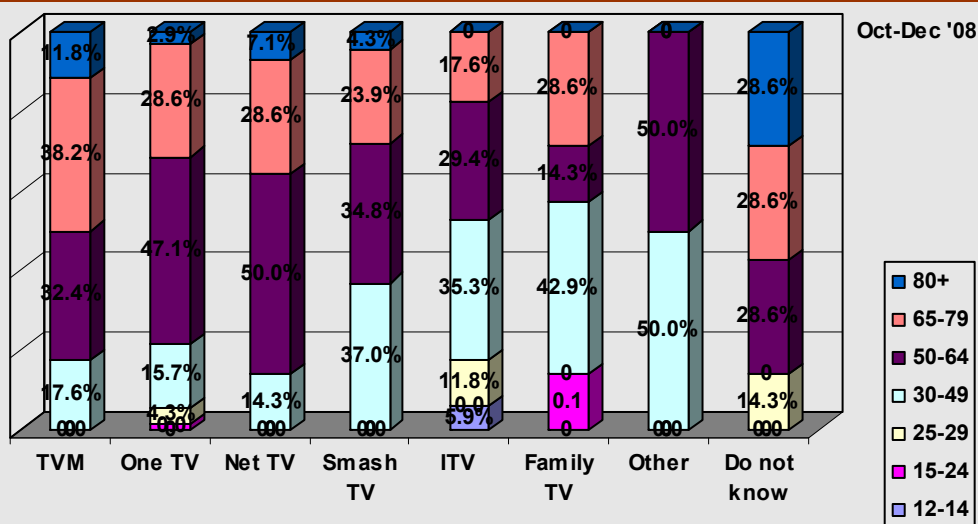
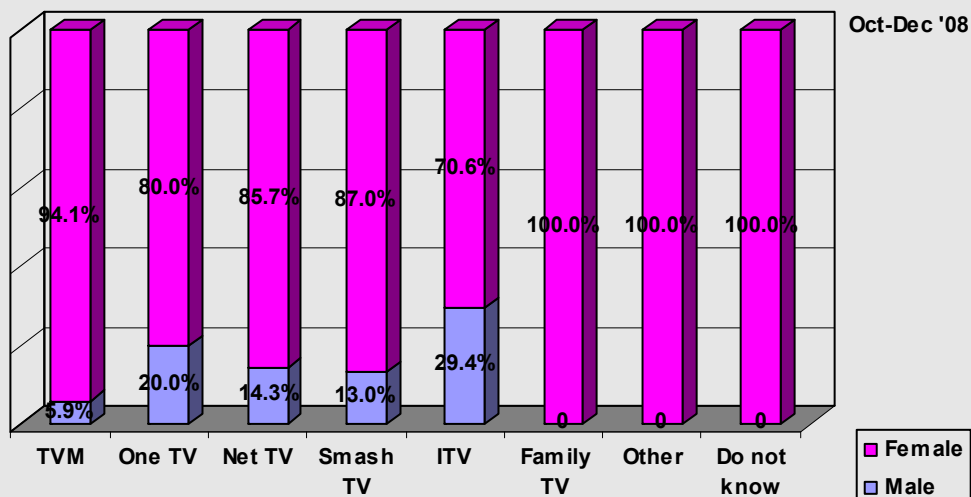


FIGURE 5.3: TEleshopping BY BROADCASTING STATION BY GENDER [OCT-DEC 2008]
FIGURE 5.4: TEleshopping BY BROADCASTING STATION BY AGE GROUP [OCT-DEC 2008]

TABLE 5.3: TEleshopping BY BROADCASTING STATION BY DISTRICT [OCT-DEC 2008]

1%= 137 27 90 33 14 4 14 3594		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
67	TVM	23.5%	23.5%	14.7%	17.6%	5.9%	14.7%
137	One TV	22.9%	25.7%	27.1%	7.1%	11.4%	5.7%
27	Net TV	7.1%	64.3%	7.1%	7.1%	7.1%	7.1%
90	Smash TV	26.1%	19.6%	23.9%	8.7%	8.7%	13.0%
33	ITV	5.9%	58.8%	23.5%	5.9%	5.9%	
14	Family TV	14.3%	42.9%	42.9%			
4	Other		50.0%			50.0%	
14	Do not know	14.3%	28.6%		42.9%		14.3%
	Total	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

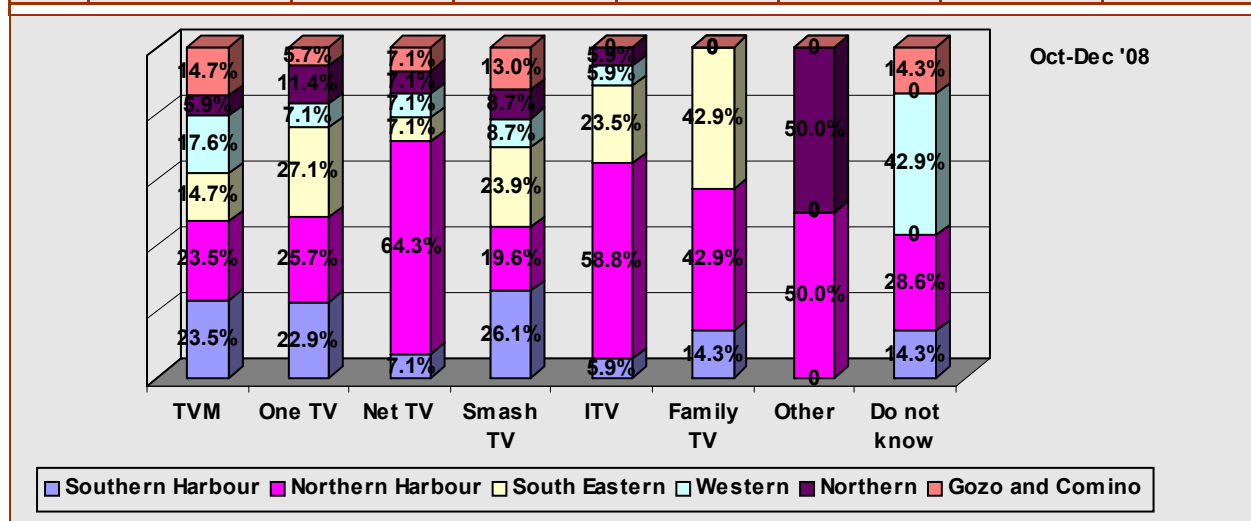


FIGURE 5.5: TEleshopping BY BROADCASTING STATION – BY DISTRICT [OCT-DEC 2008]

6. 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.

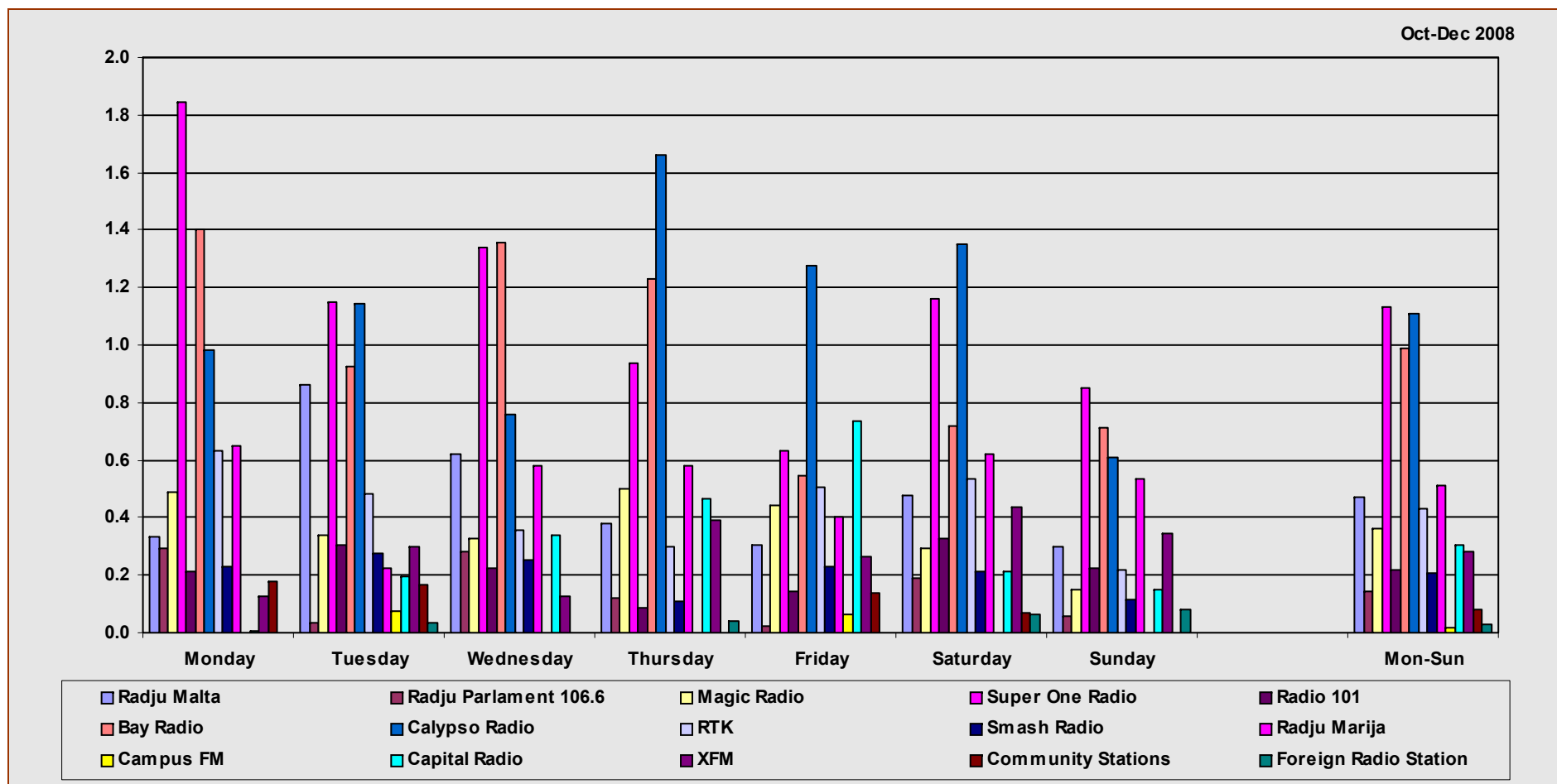
These counts were then grouped according to the listening-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of radio consumption by week-day. The results given are the totals for each particular sub-sample for that week-day.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, Super One Radio has attained the highest daily average [1.13%] with its highest average being on Mondays [1.84%]. This was followed by Calypso Radio with the next highest daily average [1.11%] while reaching its highest on Saturdays [1.35%]; and Bay Radio [0.99%] reaching its highest also on Mondays [1.40%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2008]

	RADJU MALTA	R. PARLAMANT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN STATIONS
Mondays	0.34	0.30	0.49	1.84	0.22	1.40	0.98	0.63	0.23	0.65	0.00	0.01	0.13	0.18	0.00
Tuesdays	0.86	0.03	0.34	1.15	0.31	0.93	1.14	0.48	0.27	0.23	0.07	0.19	0.30	0.17	0.03
Wednesdays	0.62	0.28	0.33	1.34	0.22	1.36	0.76	0.36	0.25	0.58	0.00	0.34	0.13	0.00	0.00
Thursdays	0.38	0.12	0.50	0.93	0.09	1.23	1.66	0.30	0.11	0.58	0.00	0.47	0.39	0.00	0.04
Fridays	0.30	0.02	0.44	0.63	0.14	0.54	1.27	0.50	0.23	0.40	0.06	0.74	0.26	0.14	0.00
Saturdays	0.48	0.19	0.29	1.16	0.33	0.72	1.35	0.53	0.21	0.62	0.00	0.21	0.44	0.07	0.06
Sundays	0.30	0.06	0.15	0.85	0.22	0.71	0.61	0.22	0.11	0.54	0.00	0.15	0.34	0.00	0.08
Monday to Sunday	0.47	0.14	0.36	1.13	0.22	0.99	1.11	0.43	0.20	0.51	0.02	0.30	0.28	0.08	0.03
1%=3594															



1%=3594

FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2008]

6.2 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 6.2 and Figure 6.2 below:

TABLE 6.2: 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
Monday	1.92	1.15	2.30	5.75	1.53	4.98	4.60	2.68	0.77	1.53	0.00	0.38	0.77	0.77	0.00
Tuesday	3.86	0.39	1.54	5.41	1.54	3.86	4.25	1.54	1.16	1.54	0.39	0.77	1.16	0.77	0.39
Wednesday	2.14	1.42	1.42	4.27	1.07	4.63	2.85	2.14	1.42	2.14	0.00	1.07	0.71	0.00	0.00
Thursday	1.14	0.76	1.52	3.80	0.76	4.56	6.46	1.14	0.76	1.90	0.00	1.90	1.14	0.00	0.76
Friday	1.92	0.38	1.54	3.46	1.15	1.92	5.77	2.31	1.54	1.92	0.77	1.92	1.15	0.77	0.00
Saturday	1.53	1.15	2.29	5.34	1.91	3.44	4.96	2.67	1.15	1.91	0.00	1.15	1.53	0.38	0.38
Sunday	1.54	0.77	0.77	4.23	1.15	2.69	2.69	1.15	0.77	1.54	0.00	0.77	1.54	0.00	0.38
Highest Peak	3.86	1.42	2.30	5.75	1.91	4.98	6.46	2.68	1.54	2.14	0.77	1.92	1.54	0.77	0.76

1%=3594

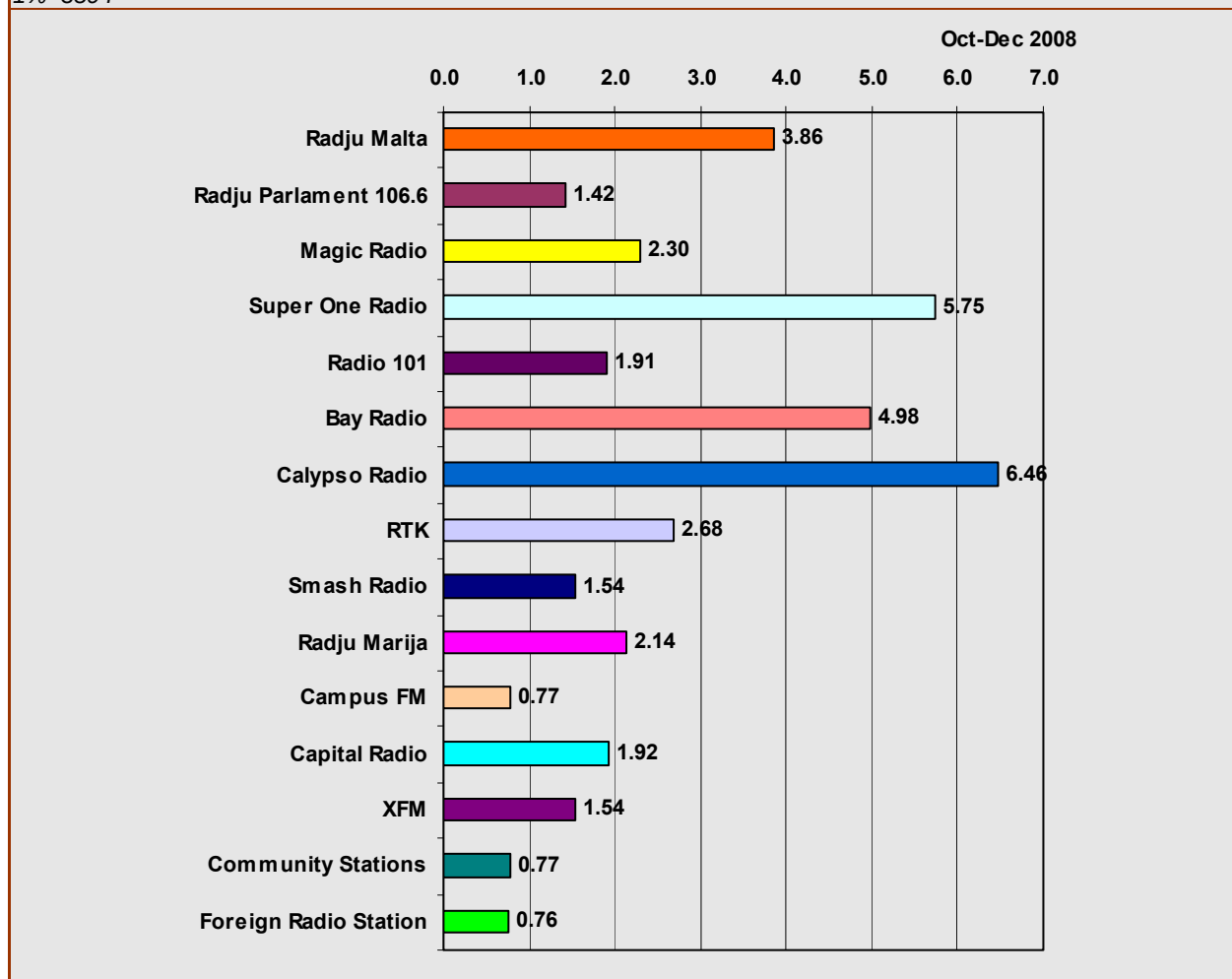


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2008]

6.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations at half-hour intervals. The Figures 6.3.a – 6.3.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total 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.

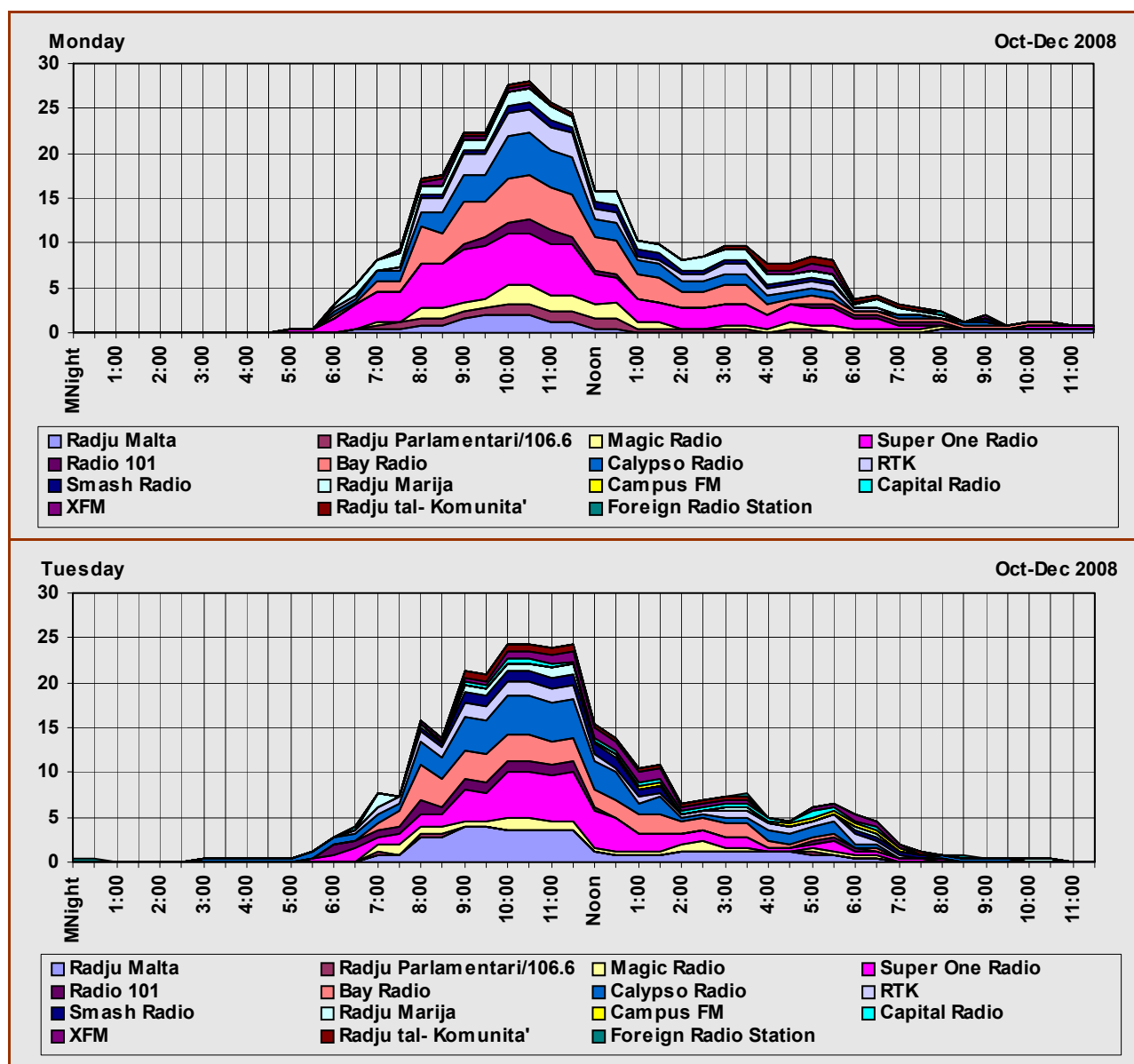


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

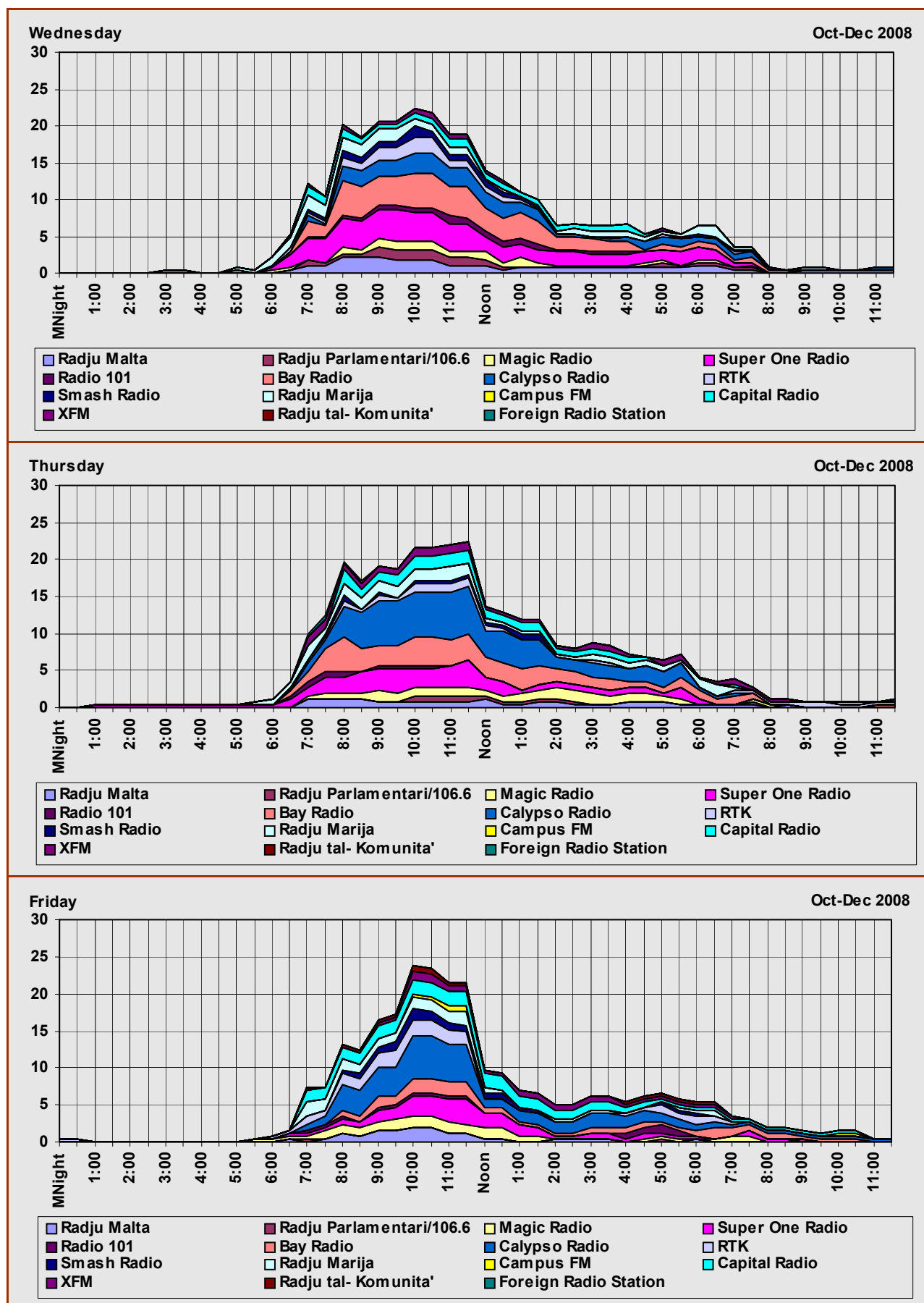


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

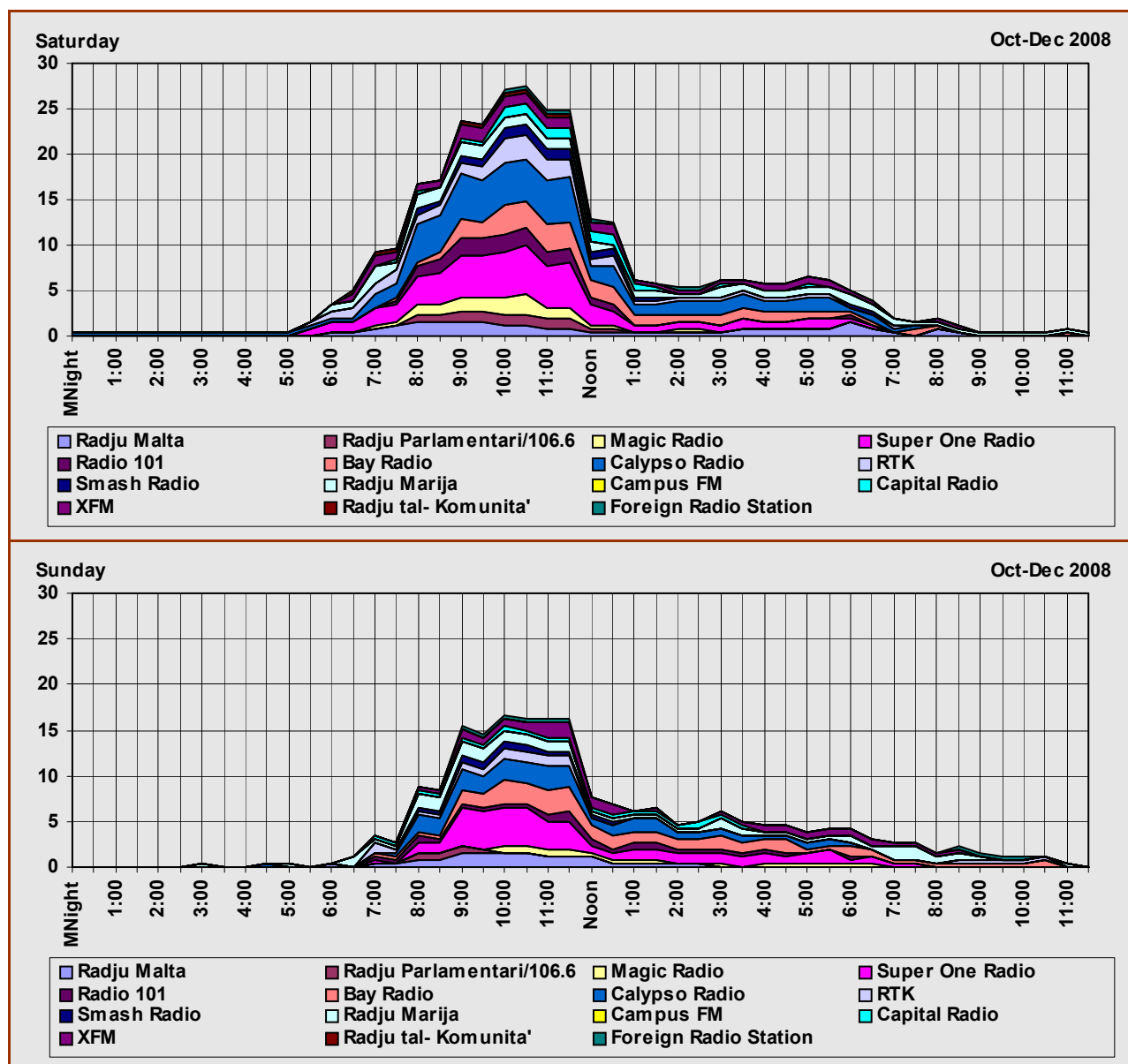


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY - SUNDAY

6.4 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 6.3 and Figure 6.4 below, and Table 6.4 in Part Two.

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 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 STATIONS	FOREIGN RADIO STATIONS
Total Average	7.5	2.3	5.8	18.0	3.5	15.7	17.6	6.9	3.3	8.2	0.3	4.8	4.5	1.2	0.5

1%=1702

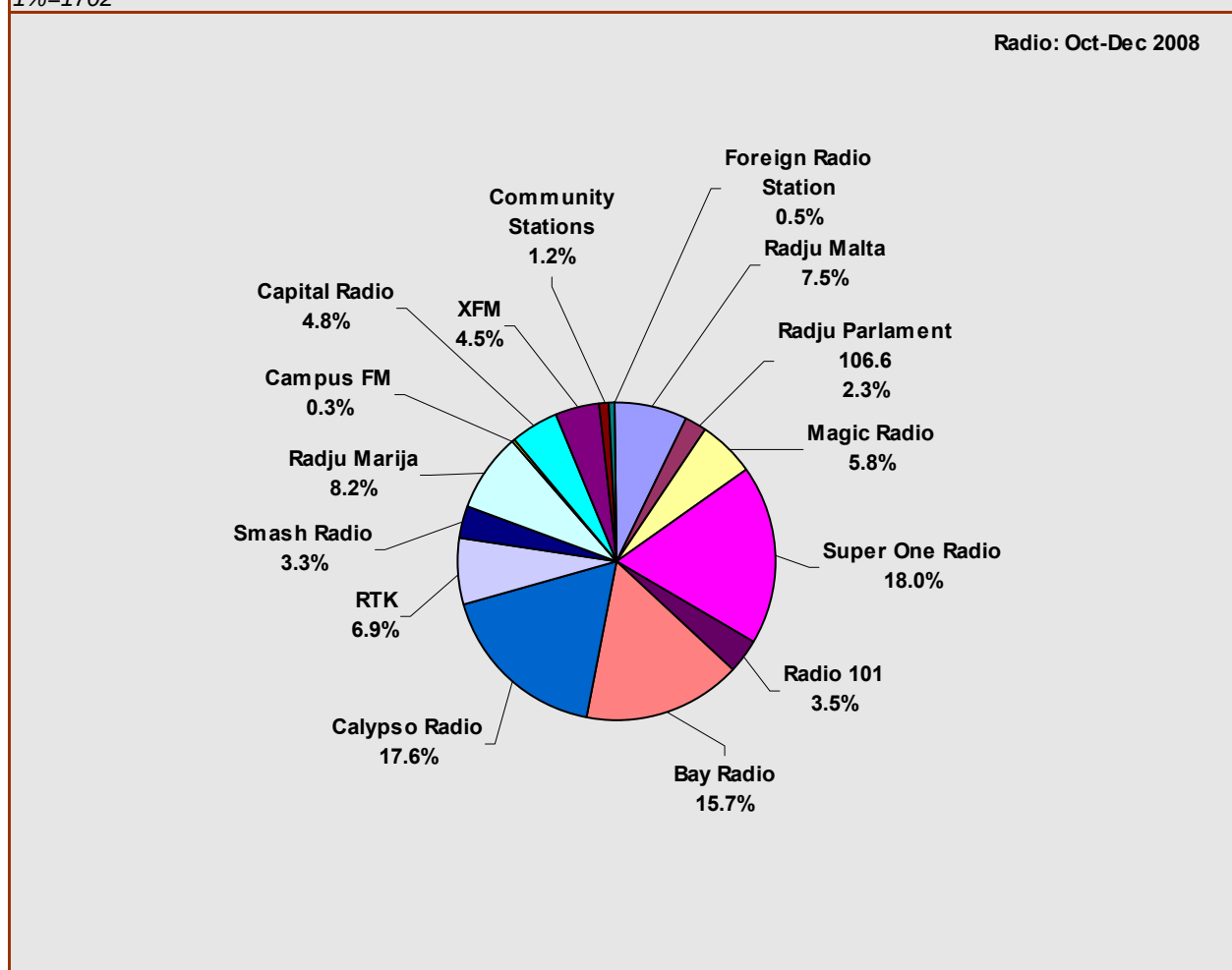


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2008]

7. 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.

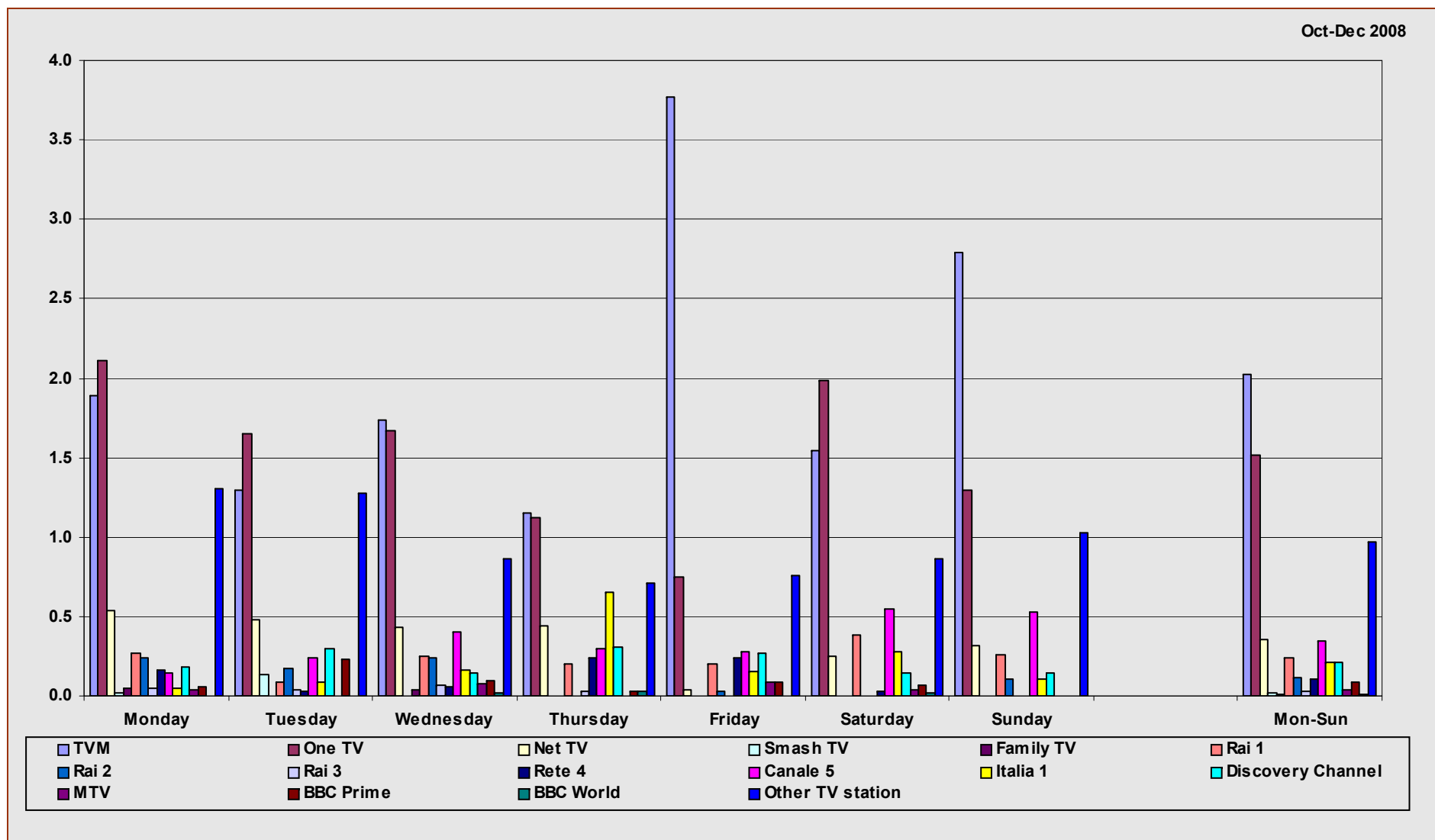
The counts of each half/quarter clock-hour were grouped according to the viewing-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of television consumption by week-day. The results given are the total for each particular sub-sample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

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Overall, TVM has attained the highest daily average [2.02%] with its highest average being on Fridays [3.77%]. This was followed by One TV with the next highest daily average [1.51%] and reaching its highest average on Mondays [2.11%]; and Net TV [0.36%] with its highest on Mondays with 0.54%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2008]

	TVM	ONE TV	NET TV	SMASH TV	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	1.89	2.11	0.54	0.02	0.05	0.26	0.24	0.05	0.16	0.15	0.05	0.19	0.04	0.06	0.00	1.31
Tuesdays	1.29	1.65	0.48	0.13	0.00	0.09	0.17	0.04	0.03	0.24	0.09	0.30	0.00	0.23	0.00	1.28
Wednesdays	1.74	1.67	0.44	0.00	0.04	0.25	0.24	0.07	0.06	0.41	0.16	0.15	0.07	0.09	0.01	0.86
Thursdays	1.15	1.13	0.44	0.00	0.00	0.20	0.00	0.03	0.24	0.29	0.65	0.31	0.00	0.03	0.03	0.71
Fridays	3.77	0.75	0.04	0.00	0.00	0.20	0.03	0.00	0.24	0.28	0.15	0.27	0.09	0.09	0.00	0.75
Saturdays	1.54	1.99	0.25	0.00	0.00	0.38	0.00	0.00	0.03	0.55	0.28	0.14	0.04	0.07	0.02	0.86
Sundays	2.79	1.30	0.32	0.00	0.00	0.26	0.10	0.00	0.00	0.52	0.11	0.14	0.00	0.00	0.00	1.02
Monday to Sunday	2.02	1.51	0.36	0.02	0.01	0.24	0.11	0.03	0.11	0.35	0.21	0.21	0.03	0.08	0.01	0.97
1%=3594																



1%=3594

FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2008]

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below:

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2008]

	TVM	ONE TV	NET TV	SMASH TV	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	10.69	12.60	4.20	0.38	0.38	3.05	1.91	0.76	1.15	1.15	0.38	0.76	0.38	0.38	0.00	5.34
Tuesdays	12.74	12.74	3.09	0.39	0.00	1.16	0.39	0.39	0.39	1.54	1.16	1.93	0.00	1.54	0.00	5.02
Wednesdays	13.88	7.47	3.20	0.00	0.36	2.14	2.49	0.71	0.71	3.56	1.78	1.07	0.36	0.71	0.36	3.56
Thursdays	12.55	7.60	2.66	0.00	0.00	1.14	0.00	0.38	1.90	2.66	4.18	3.04	0.00	0.38	0.38	4.18
Fridays	31.15	4.23	0.77	0.00	0.00	2.31	0.38	0.00	1.15	2.69	1.15	2.31	0.77	0.77	0.00	3.08
Saturdays	9.16	7.63	1.53	0.00	0.00	3.44	0.00	0.00	0.76	3.82	1.15	0.76	0.38	0.76	0.38	3.44
Sundays	14.94	6.13	1.15	0.00	0.00	1.15	1.53	0.00	0.00	1.92	0.77	0.77	0.00	0.00	0.00	3.45
Highest Peak	31.15	12.74	4.20	0.39	0.38	3.44	2.49	0.76	1.90	3.82	4.18	3.04	0.77	1.54	0.38	5.34

1%=3594

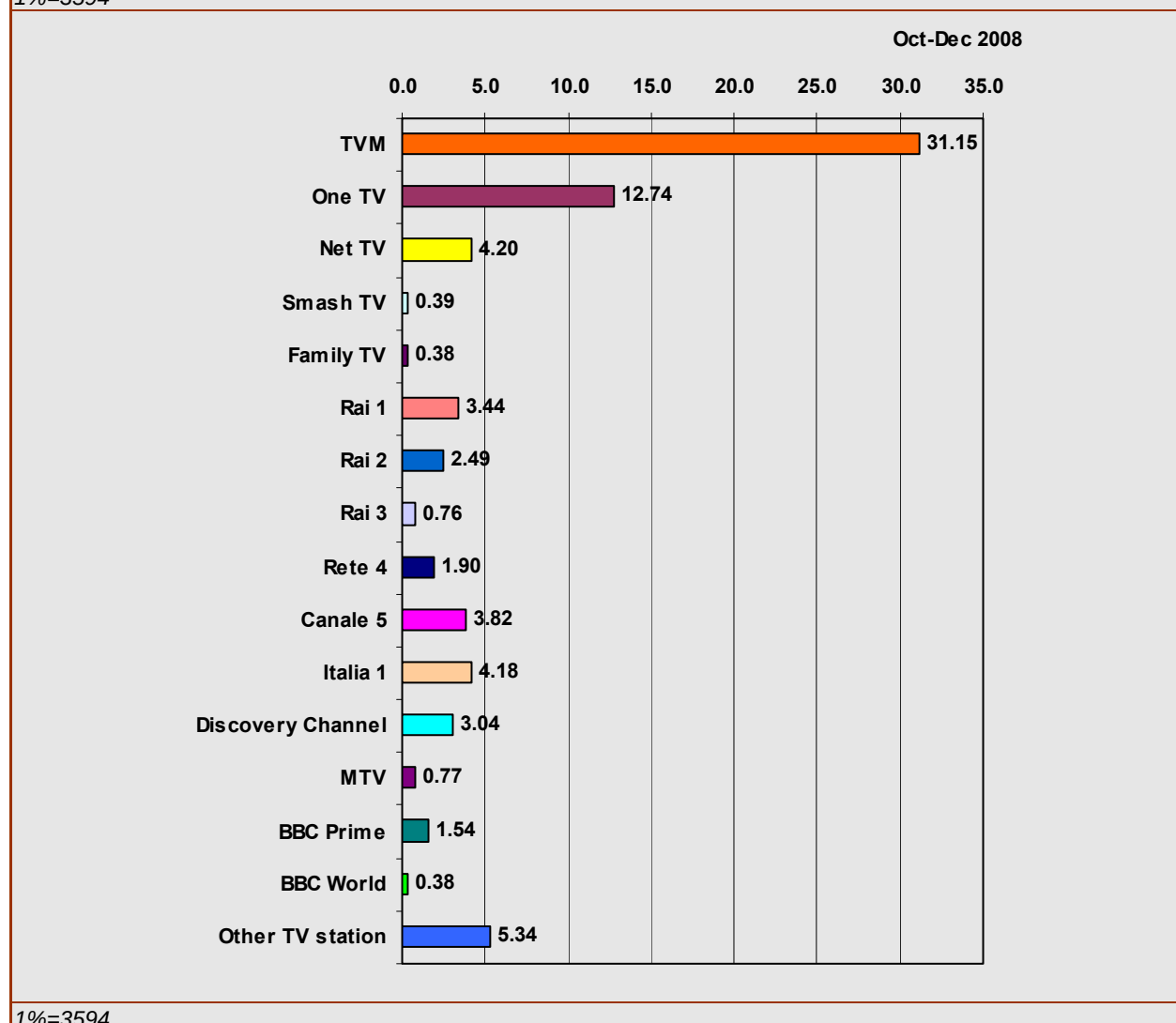


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2008]

7.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 7.3.a – 7.3.g below are taken from Tables 7.3.a – 7.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total week-day audiences. Included in the tables are the same statistics as those calculated for Radio consumption for each particular broadcasting station; i.e. (a) the daily TV average audience; (b) the highest daily peak TV audience; and (c) the standard deviation.

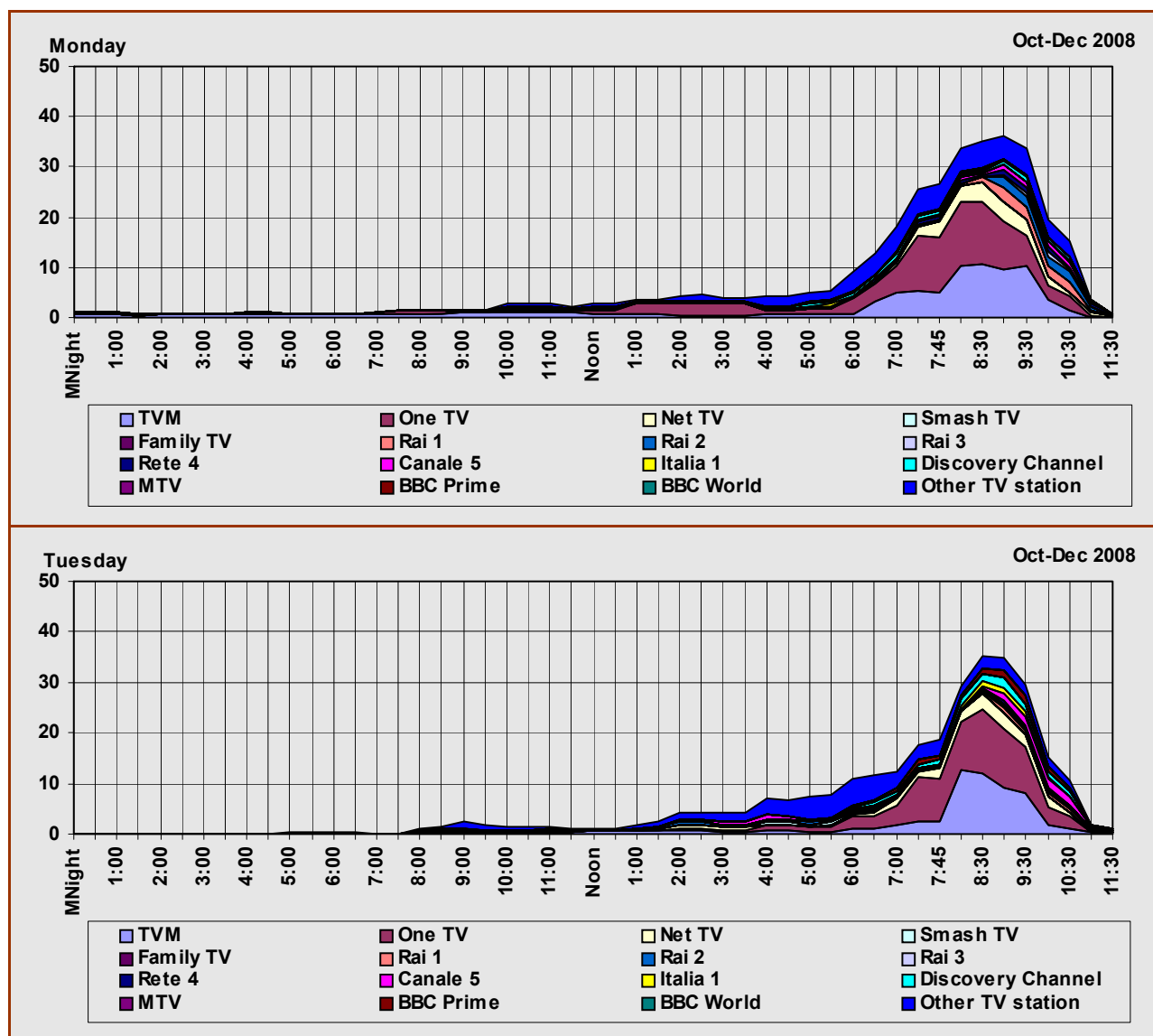


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

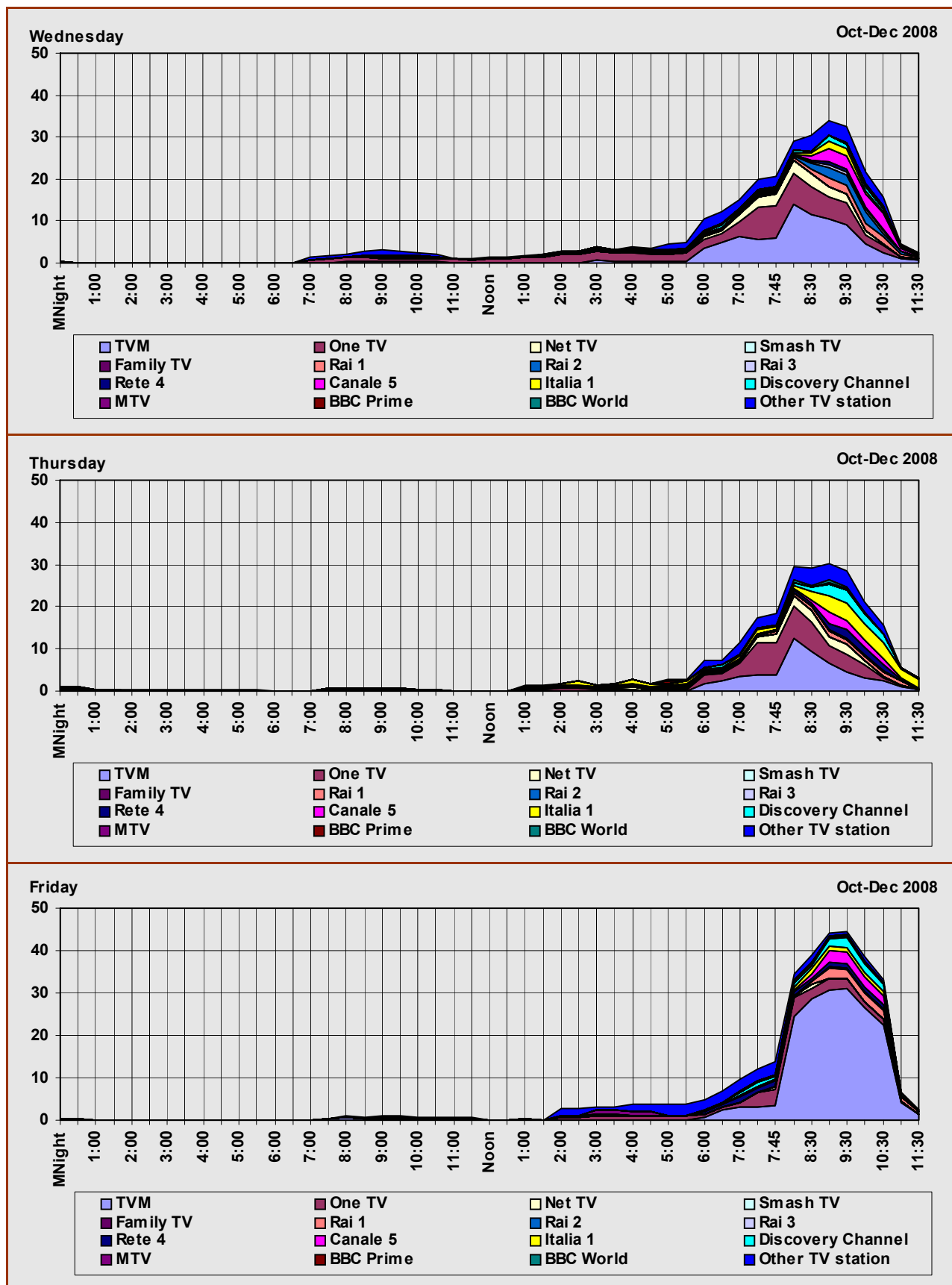


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

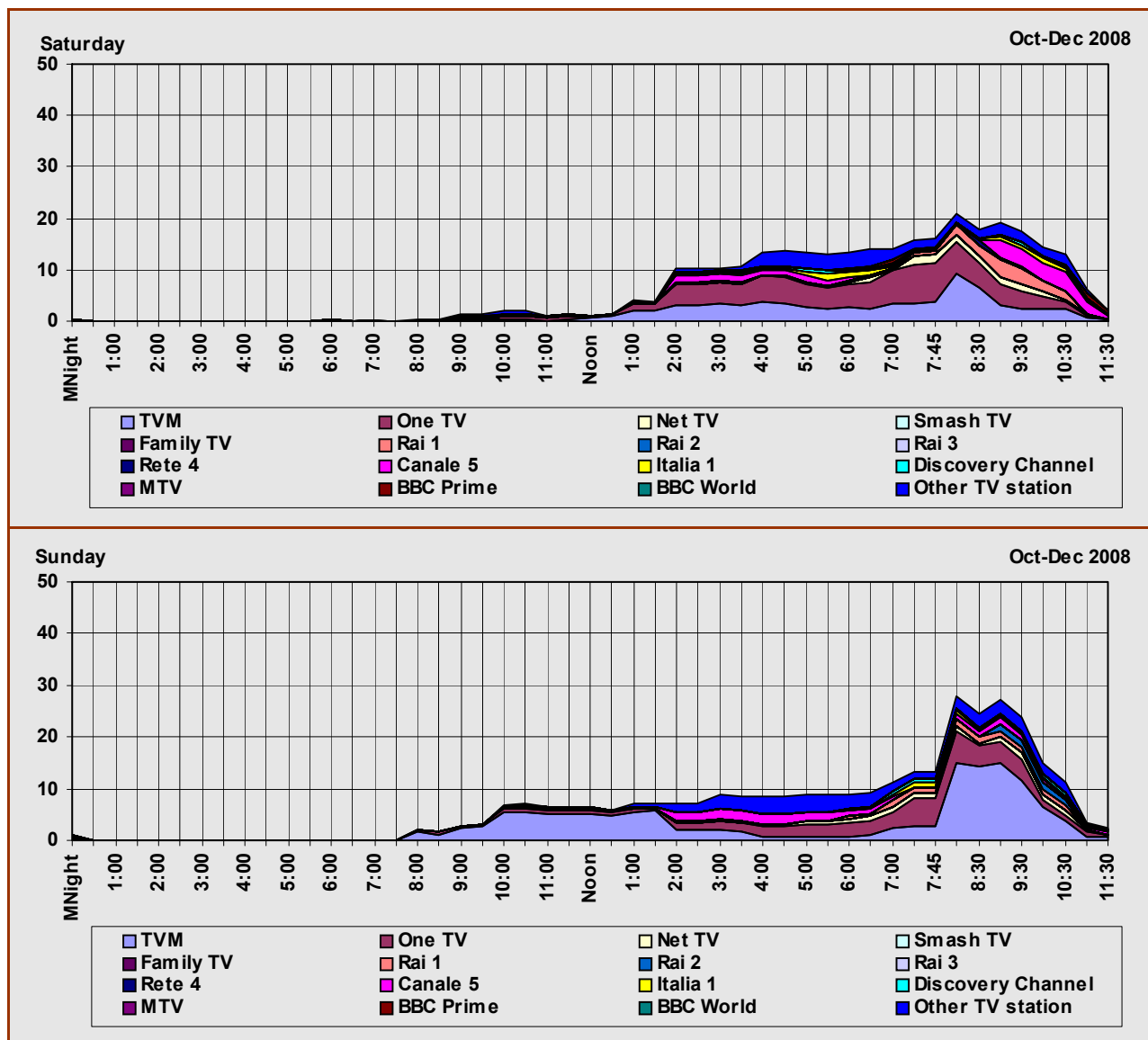


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 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 7.3 and Figure 7.4 below, and Table 7.4 in Part Two.

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2008]

	TVM	ONE TV	NET TV	SMASH TV	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.	32.2	24.1	5.7	0.3	0.2	3.7	1.8	0.4	1.7	5.6	3.4	3.4	0.5	1.3	0.1	15.5

1%=2172

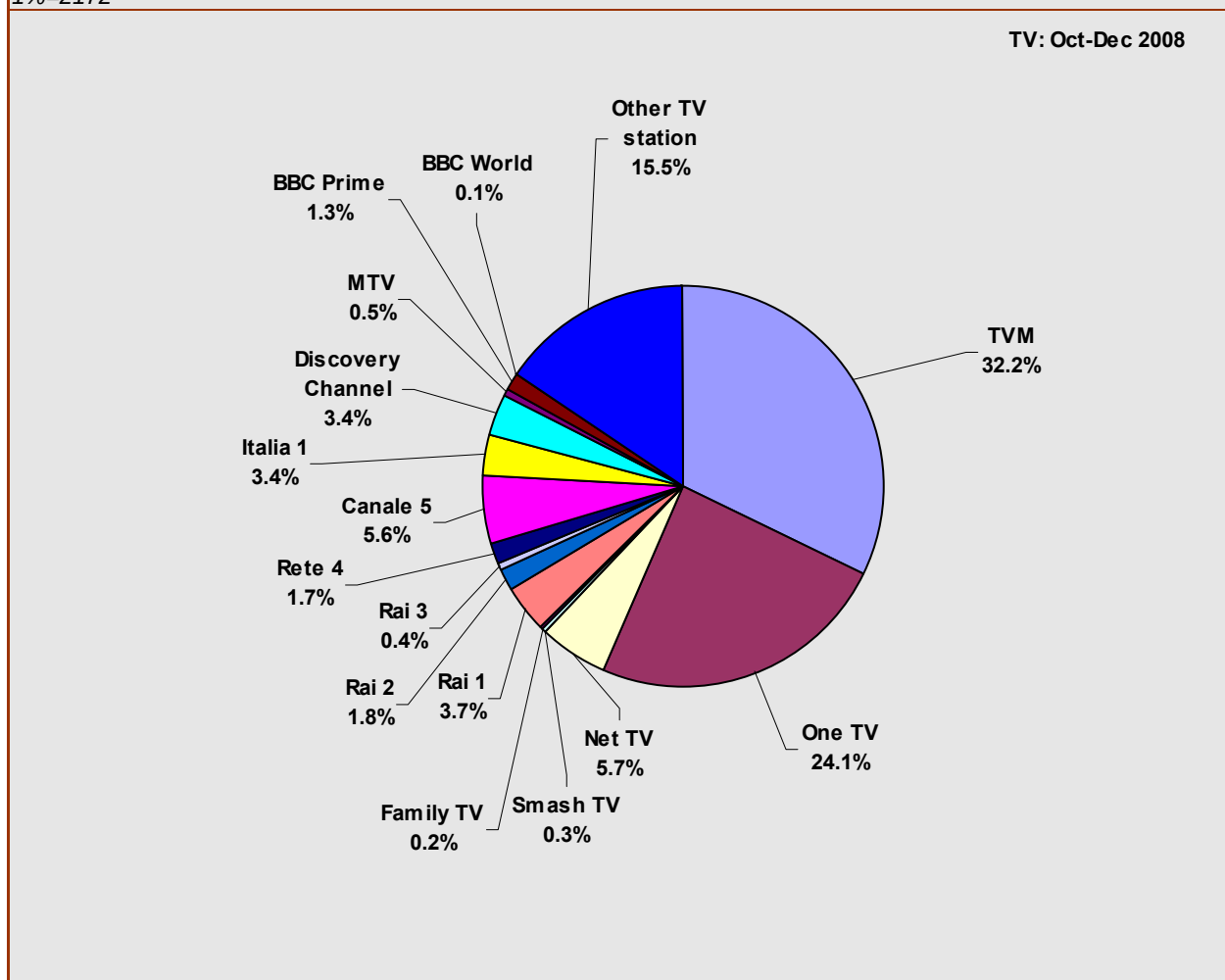


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [OCT-DEC 2008]

8. 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.

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at 3.19hrs [Oct-Dec 2007:3.42 hrs]. The analysis by Radio station is depicted in Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS BY STATION [OCT-DEC 2008]

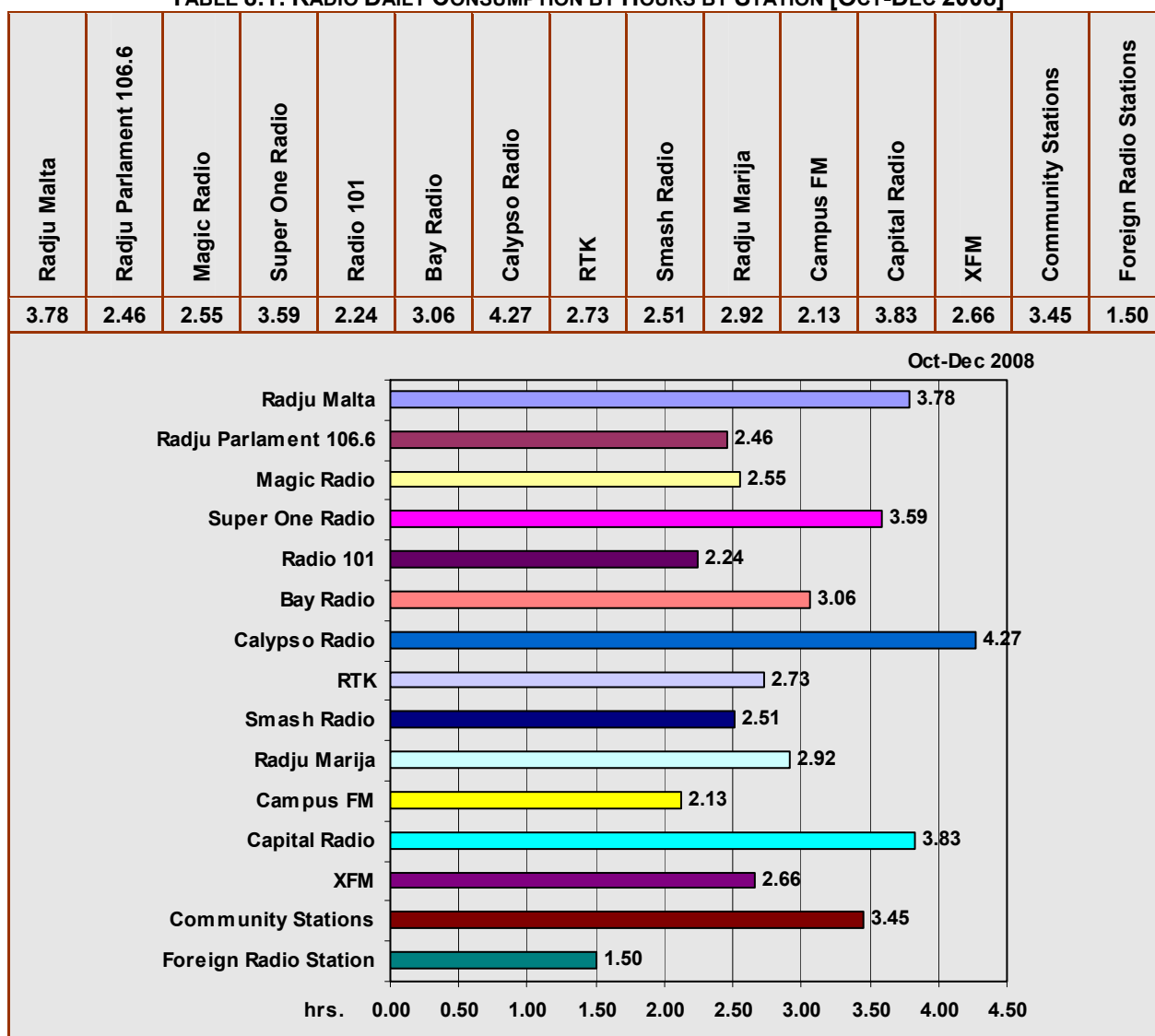


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2008]

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 1.51hrs [Oct-Dec 2007: 1.53 hrs] every day.

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.40hrs [Oct-Dec 2007: 2.33hrs]. The analysis by TV station is depicted in Table 8.2 and Figure 8.2 below:

TABLE 8.2: TV DAILY CONSUMPTION BY HOURS BY STATION [OCT-DEC 2008]

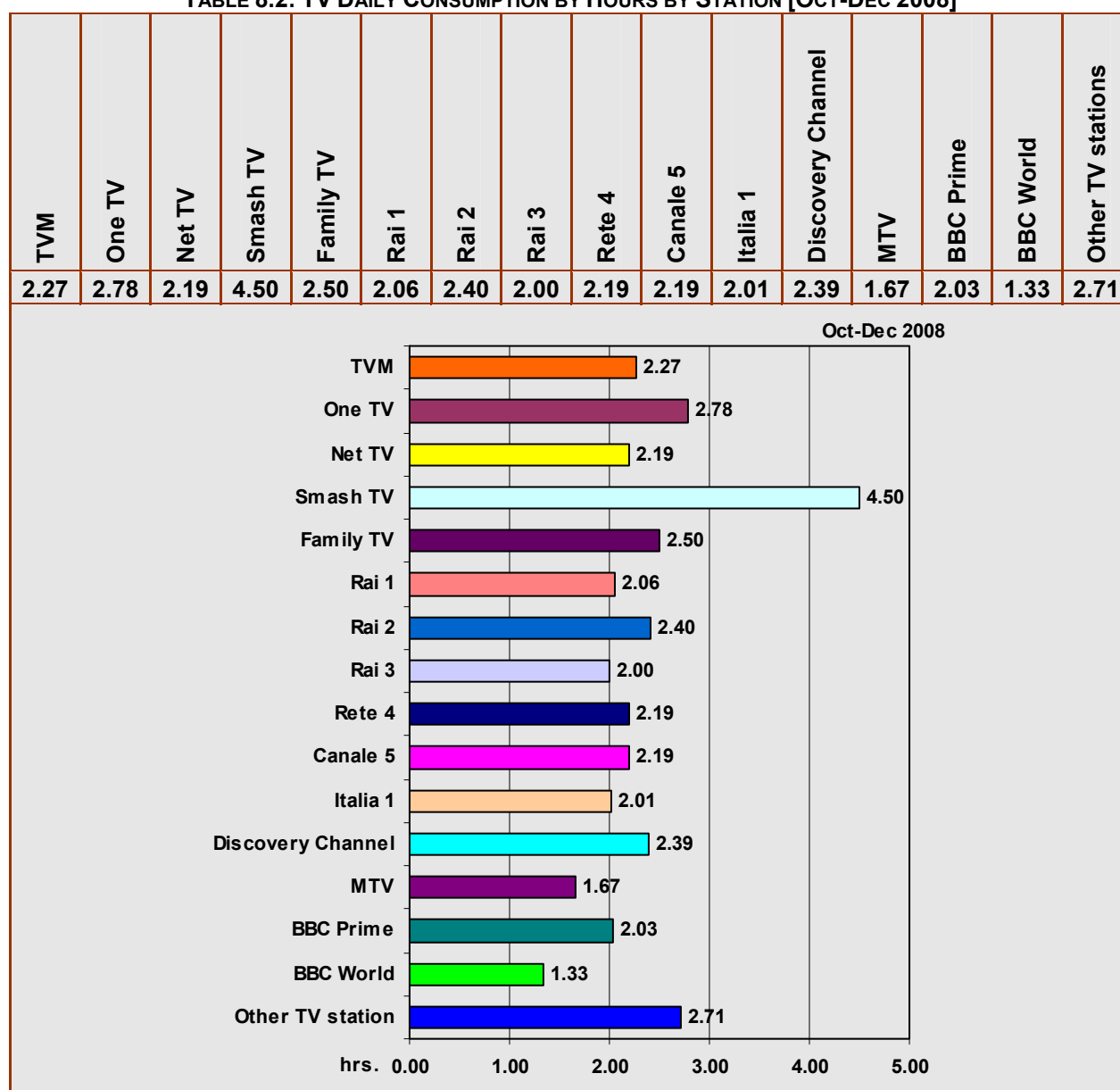


FIGURE 8.2: TV DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2008]

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 1.45hrs [Oct-Dec 2007: 1.38hrs] every day.

8.3 Radio Consumption by Time Brackets

The same time-brackets used in previous audiences was again used for this analysis: radio and TV consumption was analysed by such broad time-brackets to highlight consumption trends at different time-periods of the 24-hour clock.

Data for this analysis was taken from the counts of all viewers and listeners while taking into consideration the time spent. Thus, the number of respondents increased since overnight radio and television listeners/viewers were counted twice in number – for late viewing the day before the interview and for early morning viewing on the day of the interview.

The data was analysed by demographics (gender, age group, and district); by time period (weekday and month); and by broadcasting station – see Tables 8.3-6 below and Tables 8.1-8.3 in Part 2 of this report:

TABLE 8.3: RADIO CONSUMPTION BY TIME BRACKET BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
> 6:00	0.87	1.08	0.73	0.00	0.29	0.00	1.51	0.90	0.80	0.43
6:00-9:00	17.68	15.60	19.15	1.15	15.02	11.72	17.43	18.40	22.73	19.40
9:00-12:00	42.89	38.13	46.25	31.03	37.11	36.12	46.79	45.37	42.05	34.91
12:00-17:00	27.19	31.54	24.12	24.14	36.38	36.84	26.47	25.24	20.11	30.60
17:00-20:00	8.99	10.86	7.67	33.33	8.98	11.96	6.55	8.47	9.55	12.50
20:00-24:00	2.37	2.80	2.07	10.34	2.21	3.35	1.25	1.63	4.77	2.16
	100	100	100	100	100	100	100	100	100	100
1% =	1702	740	962	49	259	113	461	485	292	43

TABLE 8.4: RADIO CONSUMPTION BY TIME BRACKET BY DISTRICT [OCT-DEC 2008]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.87	0.48	1.78	0.44	1.63	0.00	0.00
6:00-9:00	17.68	18.91	16.49	19.21	20.35	14.04	18.83
9:00-12:00	42.89	42.02	44.20	44.37	43.34	36.64	50.89
12:00-17:00	27.19	27.32	25.53	27.59	23.99	34.42	21.37
17:00-20:00	8.99	8.50	8.71	6.95	9.55	12.04	7.63
20:00-24:00	2.37	2.77	3.30	1.43	1.13	2.85	1.27
	100	100	100	100	100	100	100
1% =	1702	300	471	253	284	259	134

TABLE 8.5: RADIO CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	Total	Weekday							2008		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
> 6:00	0.87	0.22	1.22	0.56	1.27	0.42	1.79	0.55	0.25	0.80	1.58
6:00-9:00	17.68	17.04	16.38	21.80	19.44	15.56	19.05	11.90	19.11	18.01	15.94
9:00-12:00	42.89	42.29	44.62	38.88	38.19	45.56	47.14	45.24	42.62	44.00	42.26
12:00-17:00	27.19	29.02	28.61	27.30	30.44	24.03	22.50	28.02	26.07	26.55	28.87
17:00-20:00	8.99	8.52	8.19	10.00	8.45	10.69	7.74	9.89	9.68	8.11	9.01
20:00-24:00	2.37	2.91	0.98	1.46	2.20	3.75	1.79	4.40	2.27	2.54	2.34
	100	100	100	100	100	100	100	100	100	100	100
1%=	1702	251	236	271	276	224	251	193	623	498	580

8.6 RADIO CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Radju Malta	6.29	5.43	8.26	7.19	4.23	6.96	5.43	7.07	5.00	5.47	8.39
Radju Parlament 106.6	2.97	3.88	1.65	6.47	2.11	1.74	2.33	2.02	2.50	2.73	3.69
Magic Radio	7.21	8.53	6.61	6.47	7.75	10.43	6.98	3.03	8.44	9.77	3.69
Super One Radio	16.02	18.60	16.53	14.39	16.90	13.91	16.28	15.15	17.81	17.19	13.09
Radio 101	4.92	3.10	7.44	4.32	4.23	3.48	5.43	7.07	4.06	5.86	5.03
Bay Radio	16.36	20.16	14.05	21.58	16.90	9.57	12.40	19.19	15.63	17.58	16.11
Calypso Radio	13.16	13.18	14.88	9.35	15.49	14.78	13.95	10.10	12.50	11.33	15.44
RTK	8.01	6.98	5.79	8.63	7.04	11.30	8.53	8.08	9.38	7.81	6.71
Smash Radio	4.12	3.88	3.31	5.76	3.52	4.35	3.88	4.04	5.94	1.56	4.36
Radju Marija	8.92	7.75	8.26	8.63	9.15	8.70	8.53	12.12	9.38	6.25	10.74
Campus FM	0.46	0.00	0.83	0.00	0.00	2.61	0.00	0.00	0.31	0.78	0.34
Capital Radio	4.00	0.78	3.31	4.32	5.63	6.09	5.43	2.02	3.13	3.52	5.37
XFM	5.38	5.43	4.13	2.88	5.63	4.35	7.75	8.08	3.44	7.03	6.04
Radju tal- Komunita'	1.14	2.33	2.48	0.00	0.00	1.74	1.55	0.00	1.25	1.95	0.34
Foreign Radio Station	1.03	0.00	2.48	0.00	1.41	0.00	1.55	2.02	1.25	1.17	0.67
	100	100	100	100	100	100	100	100	100	100	100
1%=	1702	251	236	271	276	224	251	193	623	498	580

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.7-8.10 below and Tables 8.4-8.6 in Part Two of this report:

TABLE 8.7: TV CONSUMPTION BY TIME BRACKET BY GENDER, AGE GROUP, AND DISTRICT [OCT-DEC 2008]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
>12:00	6.26	5.80	6.63	4.10	7.47	6.90	6.26	6.68	3.97	9.30
12:00-19:00	24.11	20.77	26.79	38.97	30.98	20.31	23.38	22.58	19.71	29.07
19:00-20:30	25.39	26.77	24.30	22.56	18.40	20.31	23.20	26.17	35.10	31.98
20:30-22:00	30.04	31.50	28.87	27.18	27.66	33.33	31.13	30.02	30.89	23.84
22:00-24:00	14.19	15.16	13.41	7.18	15.49	19.16	16.04	14.55	10.34	5.81
	100	100	100	100	100	100	100	100	100	100
1%=	2172	959	1214	101	317	103	632	646	329	45

TABLE 8.8: TV CONSUMPTION BY TIME BRACKET BY GENDER, AGE GROUP, AND DISTRICT [OCT-DEC 2008]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	6.26	5.74	5.35	7.30	5.40	10.02	3.76
12:00-19:00	24.11	26.06	26.02	21.90	22.78	21.76	23.59
19:00-20:30	25.39	27.94	24.26	28.85	22.90	20.17	30.69
20:30-22:00	30.04	29.16	30.76	28.51	30.22	31.42	29.65
22:00-24:00	14.19	11.10	13.62	13.44	18.71	16.63	12.32
	100	100	100	100	100	100	100
1% =	2172	391	609	323	325	344	181

TABLE 8.9: TV CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
>12:00	6.26	9.09	4.84	6.98	4.12	2.57	3.68	11.67	7.12	4.52	6.74
12:00-19:00	24.11	19.82	25.26	19.30	13.84	11.90	44.23	34.52	20.52	24.32	27.32
19:00-20:30	25.39	29.79	26.44	27.67	29.90	21.70	22.18	20.48	25.69	24.95	25.44
20:30-22:00	30.04	30.12	33.77	31.51	34.46	39.09	18.12	23.45	30.71	31.57	28.30
22:00-24:00	14.19	11.17	9.69	14.53	17.67	24.74	11.79	9.88	15.96	14.64	12.21
	100	100	100	100	100	100	100	100	100	100	100
1% =	2172	335	300	346	296	331	288	278	774	630	768

TABLE 8.10: TV CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
TVM	34.74	23.26	27.27	32.02	29.61	55.88	26.35	59.32	30.65	30.56	42.28
One TV	19.87	25.00	29.22	15.17	20.39	9.41	25.00	19.49	21.86	17.28	20.00
Net TV	6.00	9.30	6.49	6.74	7.24	1.76	6.08	5.08	5.03	7.41	5.82
Smash TV	0.18	0.58	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51
Family TV	0.18	0.58	0.00	0.56					0.25		0.25
Rai 1	4.48	5.23	1.95	5.62	3.95	3.53	6.76	5.08	4.77	4.63	4.05
Rai 2	1.88	4.07	0.65	4.49	0.00	0.59	0.00	3.39	1.51	3.09	1.27
Rai 3	0.54	1.16	0.65	1.12	0.66	0.00	0.00	0.00	0.50	0.62	0.51
Rete 4	1.88	3.49	1.30	1.12	3.29	2.35	1.35	0.00	1.51	2.78	1.52
Canale 5	6.45	2.91	4.55	7.87	6.58	6.47	9.46	9.32	6.03	9.57	4.30
Italia 1	4.12	2.33	1.95	4.49	9.87	2.94	5.41	2.54	5.03	3.70	3.54
Discovery Channel	3.40	2.33	4.55	3.37	5.26	3.53	2.70	2.54	3.77	3.09	3.29
MTV	0.81	1.16	0.00	1.12	0.00	1.76	1.35	0.00	0.75	0.93	0.76
BBC Prime	1.52	1.16	3.25	1.69	1.32	1.18	2.03	0.00	2.01	1.54	1.01
BBC World	0.27	0.00	0.00	0.56	0.66	0.00	0.68	0.00	0.75	0.00	0.00
Other TV station	13.70	17.44	17.53	14.04	11.18	10.59	12.84	14.41	15.58	14.81	10.89
	100	100	100	100	100	100	100	121	100	100	100
1% =	2172	335	300	346	296	331	288	278	774	630	768

9. BROADCASTING STATION ANALYSIS BY WEEKDAY AND BY MONTH

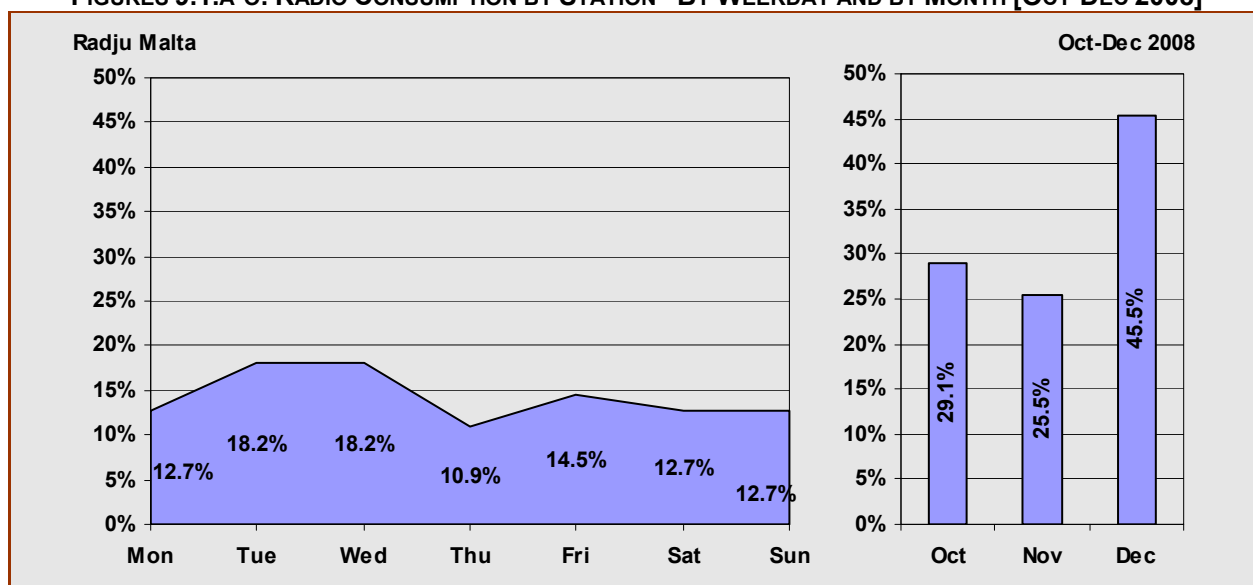
Each station's audiences were analysed by week-day and by month and the following figures depict the spread of each station's audiences. These would give an indication of the effectiveness of each station's programme schedules.

9.1 RADIO CONSUMPTION BY STATION

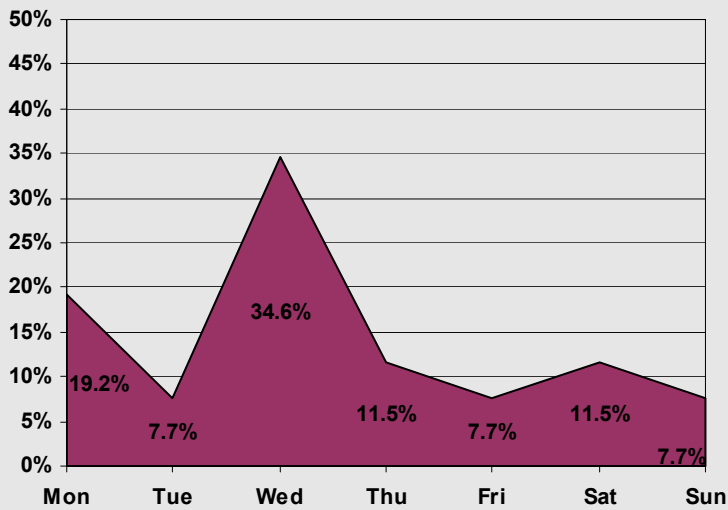
TABLE 9.1: RADIO CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

1%=		Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
108	Radju Malta	12.7%	18.2%	18.2%	10.9%	14.5%	12.7%	12.7%	29.1%	25.5%	45.5%
51	Radju Parlament 106.6	19.2%	7.7%	34.6%	11.5%	7.7%	11.5%	7.7%	30.8%	26.9%	42.3%
123	Magic Radio	17.5%	12.7%	14.3%	17.5%	19.0%	14.3%	4.8%	42.9%	39.7%	17.5%
272	Super One Radio	17.1%	14.3%	14.3%	17.1%	11.4%	15.0%	10.7%	40.7%	31.4%	27.9%
84	Radio 101	9.3%	20.9%	14.0%	14.0%	9.3%	16.3%	16.3%	30.2%	34.9%	34.9%
280	Bay Radio	18.2%	11.9%	21.0%	16.8%	7.7%	11.2%	13.3%	35.0%	31.5%	33.6%
223	Calypso Radio	14.8%	15.7%	11.3%	19.1%	14.8%	15.7%	8.7%	34.8%	25.2%	40.0%
135	RTK	12.9%	10.0%	17.1%	14.3%	18.6%	15.7%	11.4%	42.9%	28.6%	28.6%
71	Smash Radio	13.9%	11.1%	22.2%	13.9%	13.9%	13.9%	11.1%	52.8%	11.1%	36.1%
153	Radju Marija	12.8%	12.8%	15.4%	16.7%	12.8%	14.1%	15.4%	38.5%	20.5%	41.0%
8	Campus FM		25.0%			75.0%			25.0%	50.0%	25.0%
69	Capital Radio	2.9%	11.4%	17.1%	22.9%	20.0%	20.0%	5.7%	28.6%	25.7%	45.7%
92	XFM	14.9%	10.6%	8.5%	17.0%	10.6%	21.3%	17.0%	23.4%	38.3%	38.3%
20	Community Stations	30.0%	30.0%			20.0%	20.0%		40.0%	50.0%	10.0%
18	Foreign Radio Stations		33.3%		22.2%		22.2%	22.2%	44.4%	33.3%	22.2%

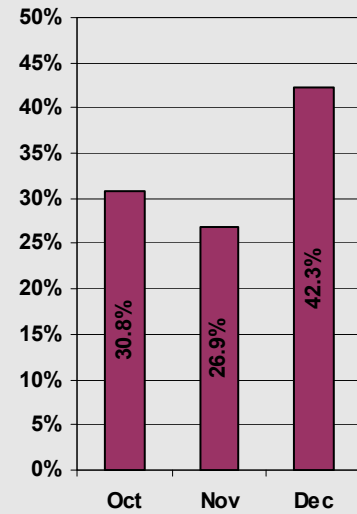
FIGURES 9.1.A-O: RADIO CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [OCT-DEC 2008]



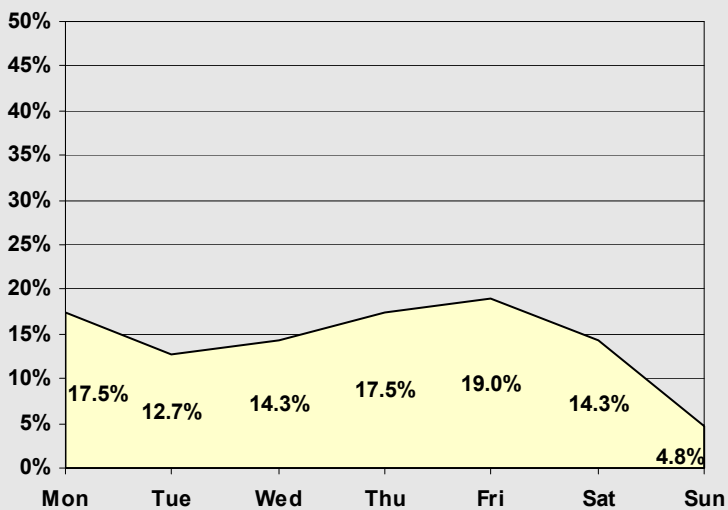
Radju Parlament/106.6



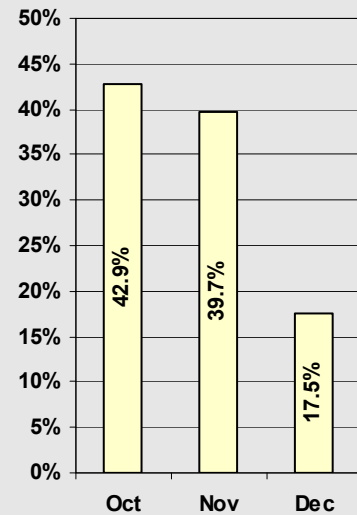
Oct-Dec 2008



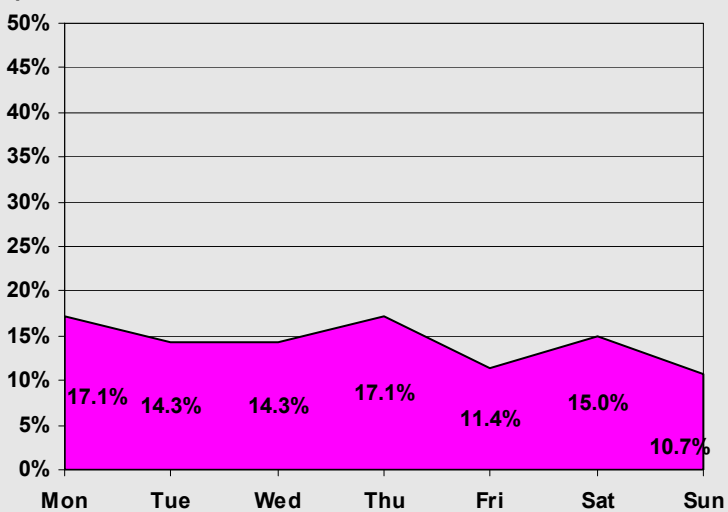
Magic Radio



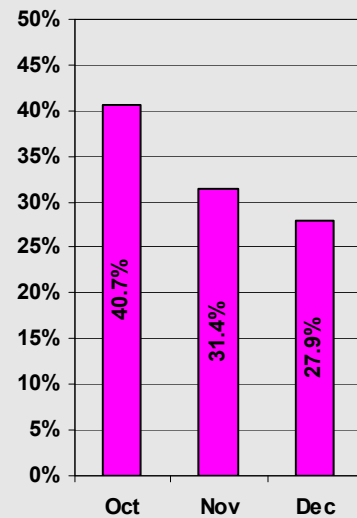
Oct-Dec 2008



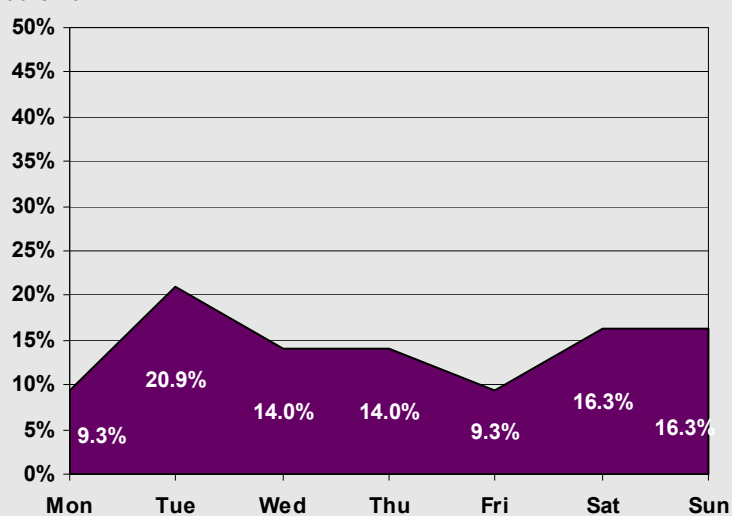
Super One Radio



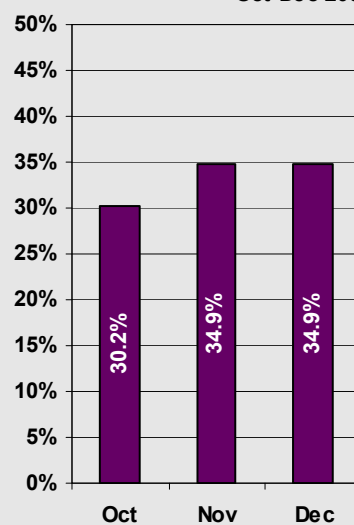
Oct-Dec 2008



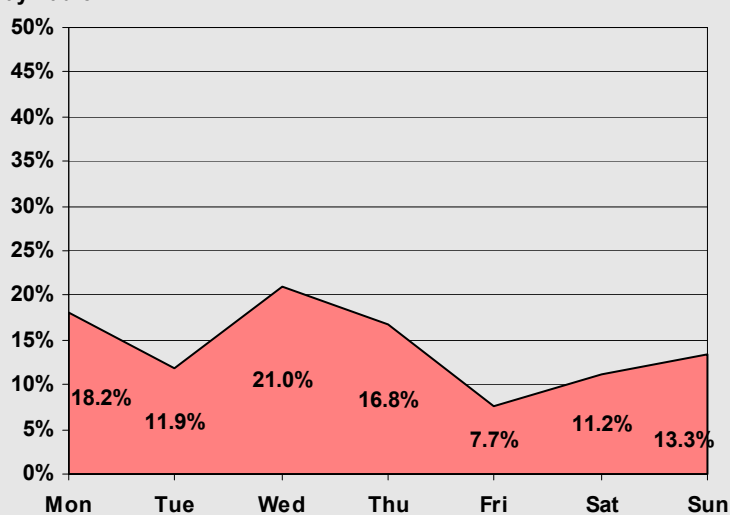
Radio 101



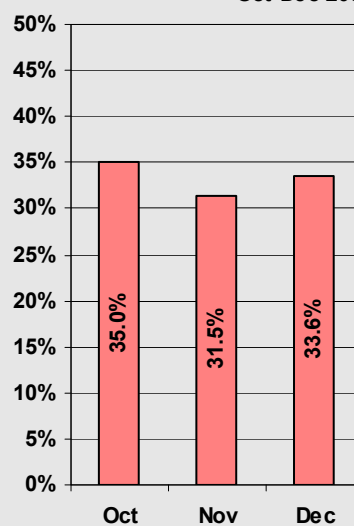
Oct-Dec 2008



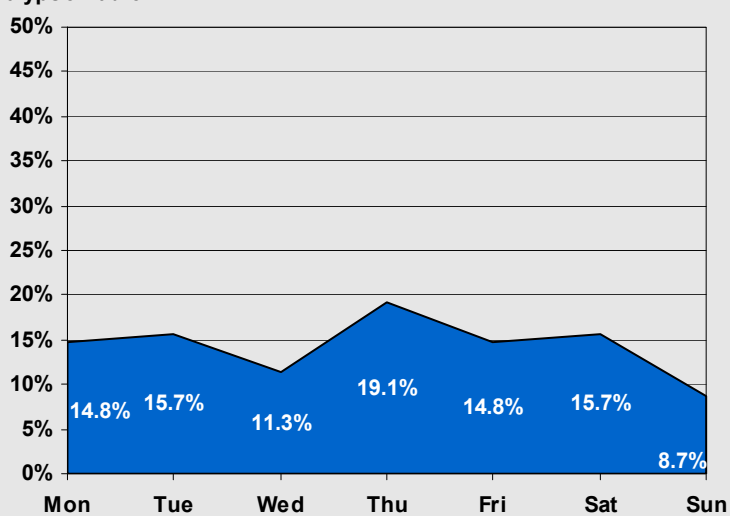
Bay Radio



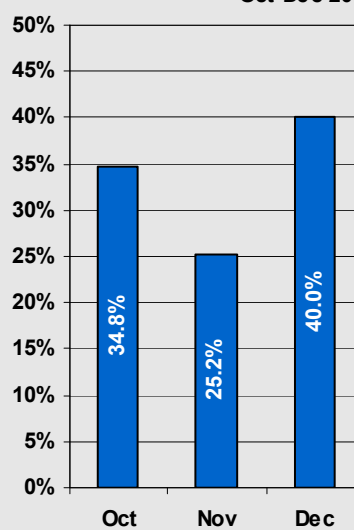
Oct-Dec 2008



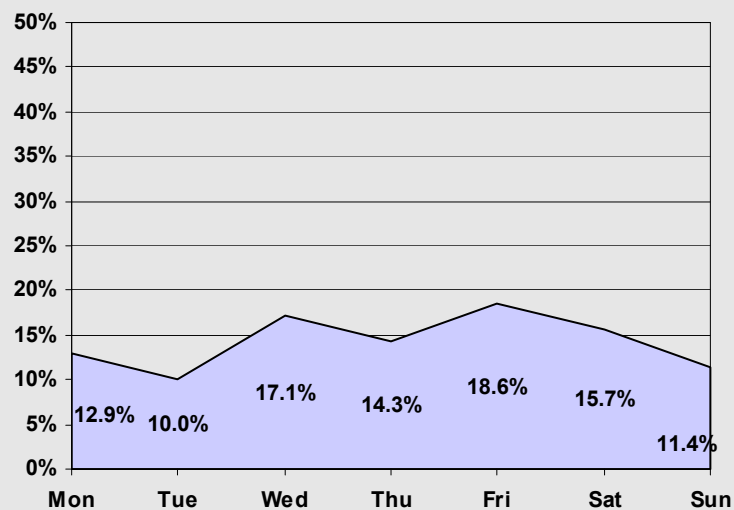
Calypso Radio



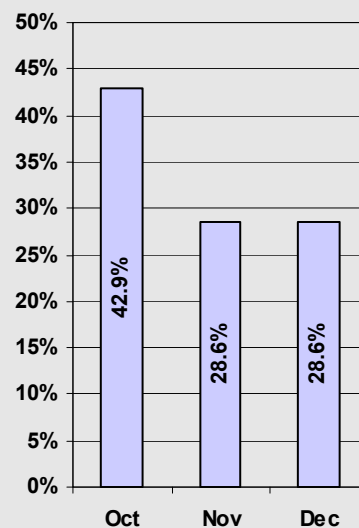
Oct-Dec 2008



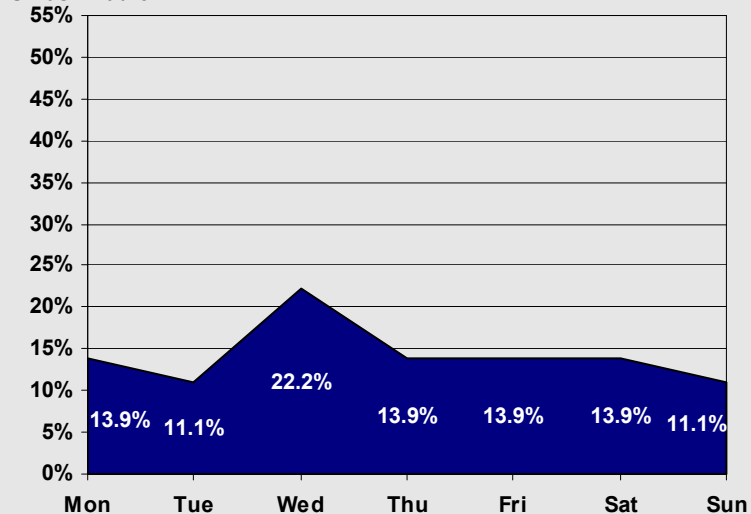
RTK



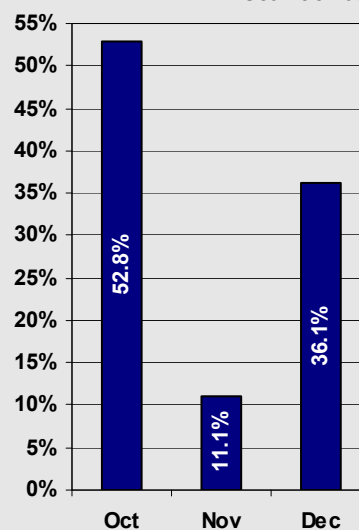
Oct-Dec 2008



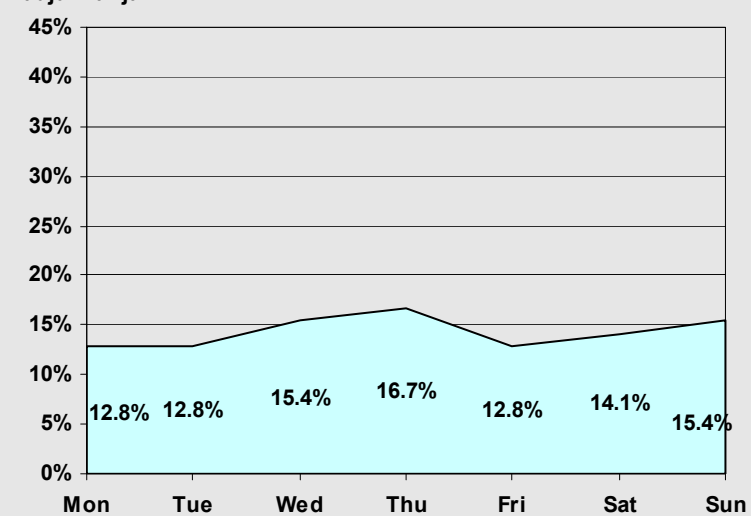
Smash Radio



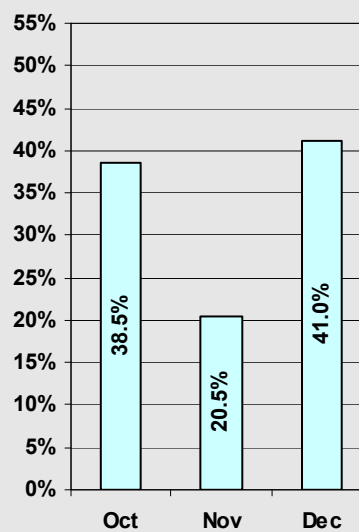
Oct-Dec 2008



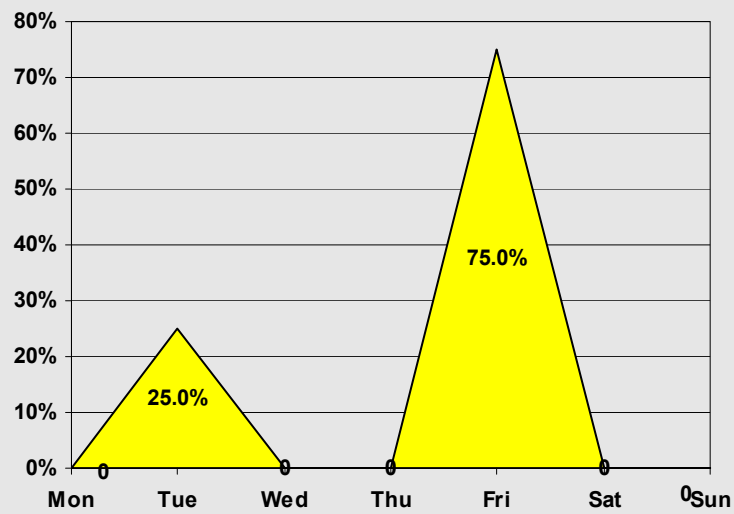
Radju Marija



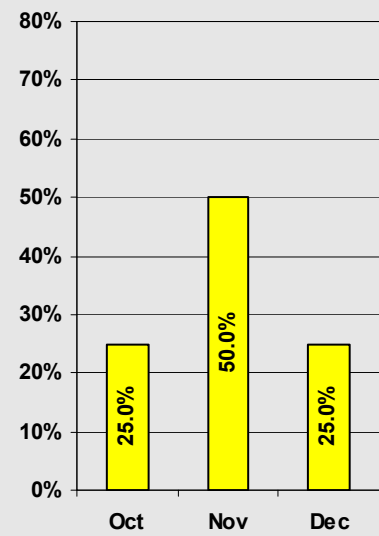
Oct-Dec 2008



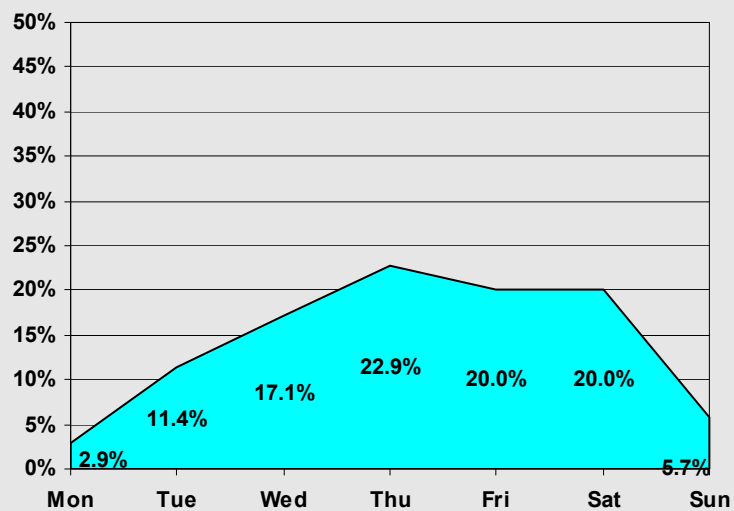
Campus FM



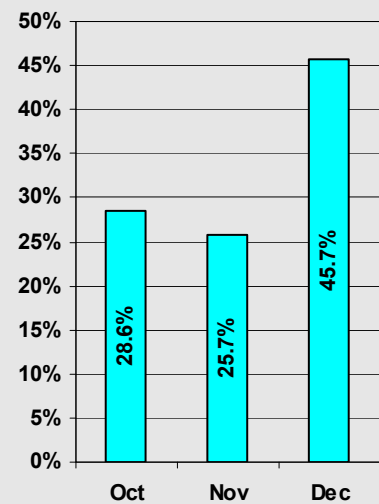
Oct-Dec 2008



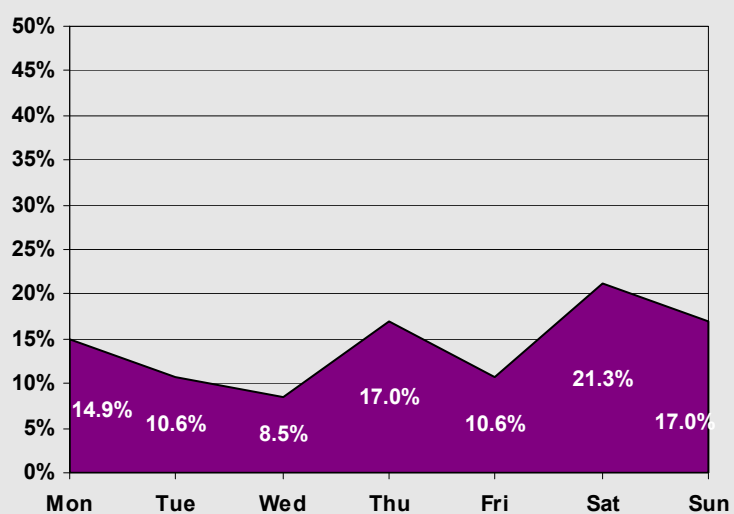
Capital Radio



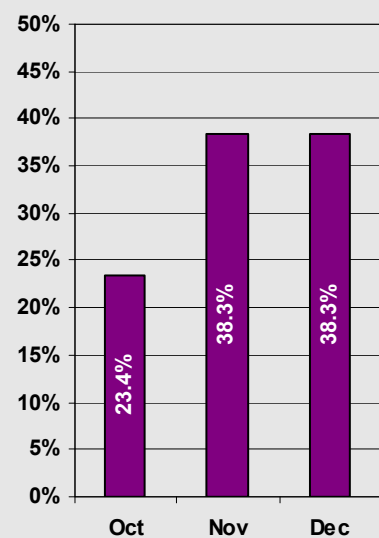
Oct-Dec 2008



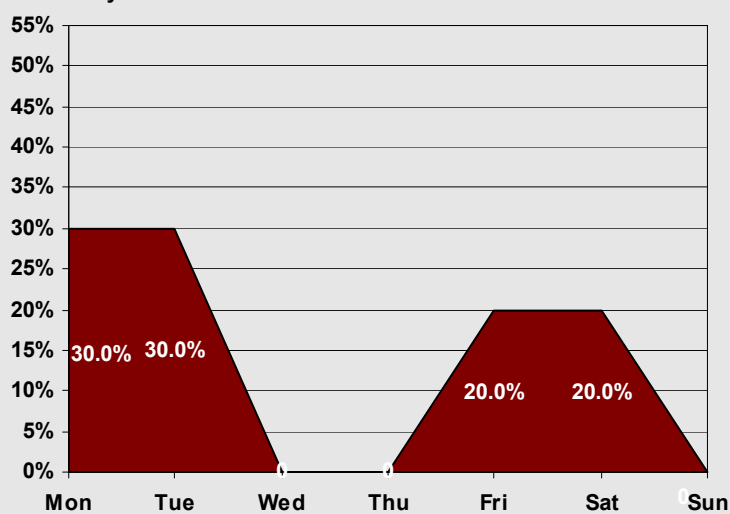
XFM



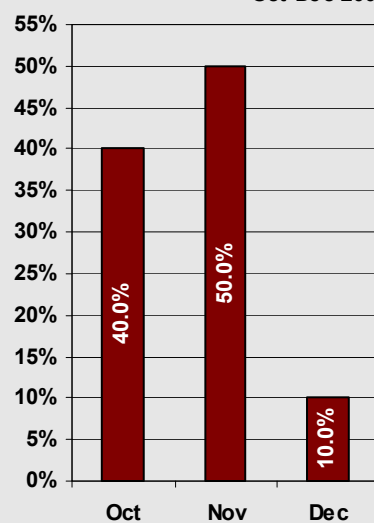
Oct-Dec 2008



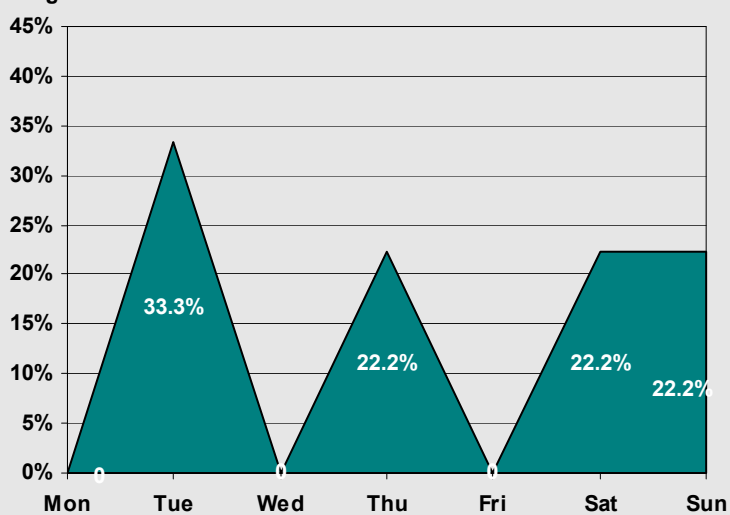
Community Stations



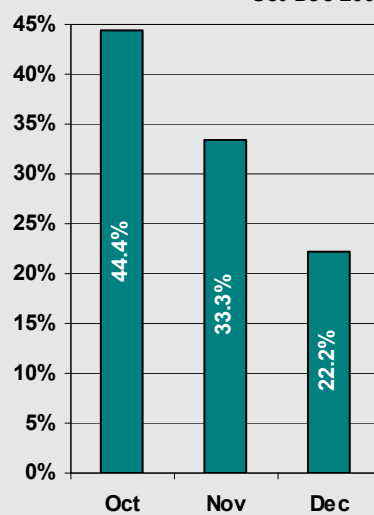
Oct-Dec 2008



Foreign Radio Station



Oct-Dec 2008

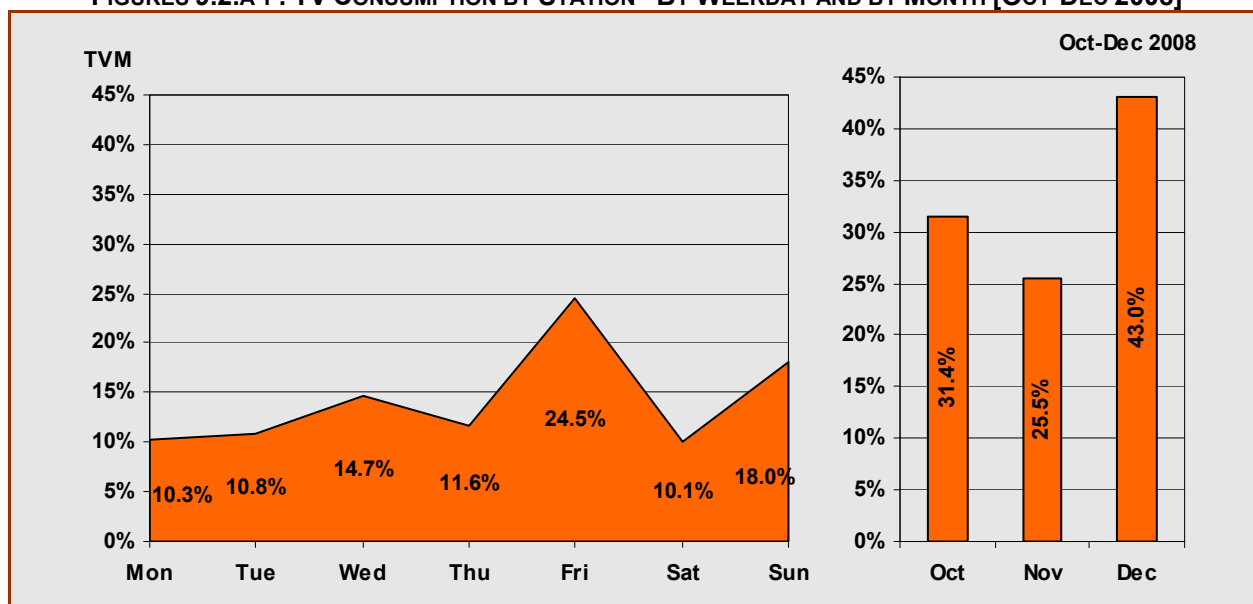


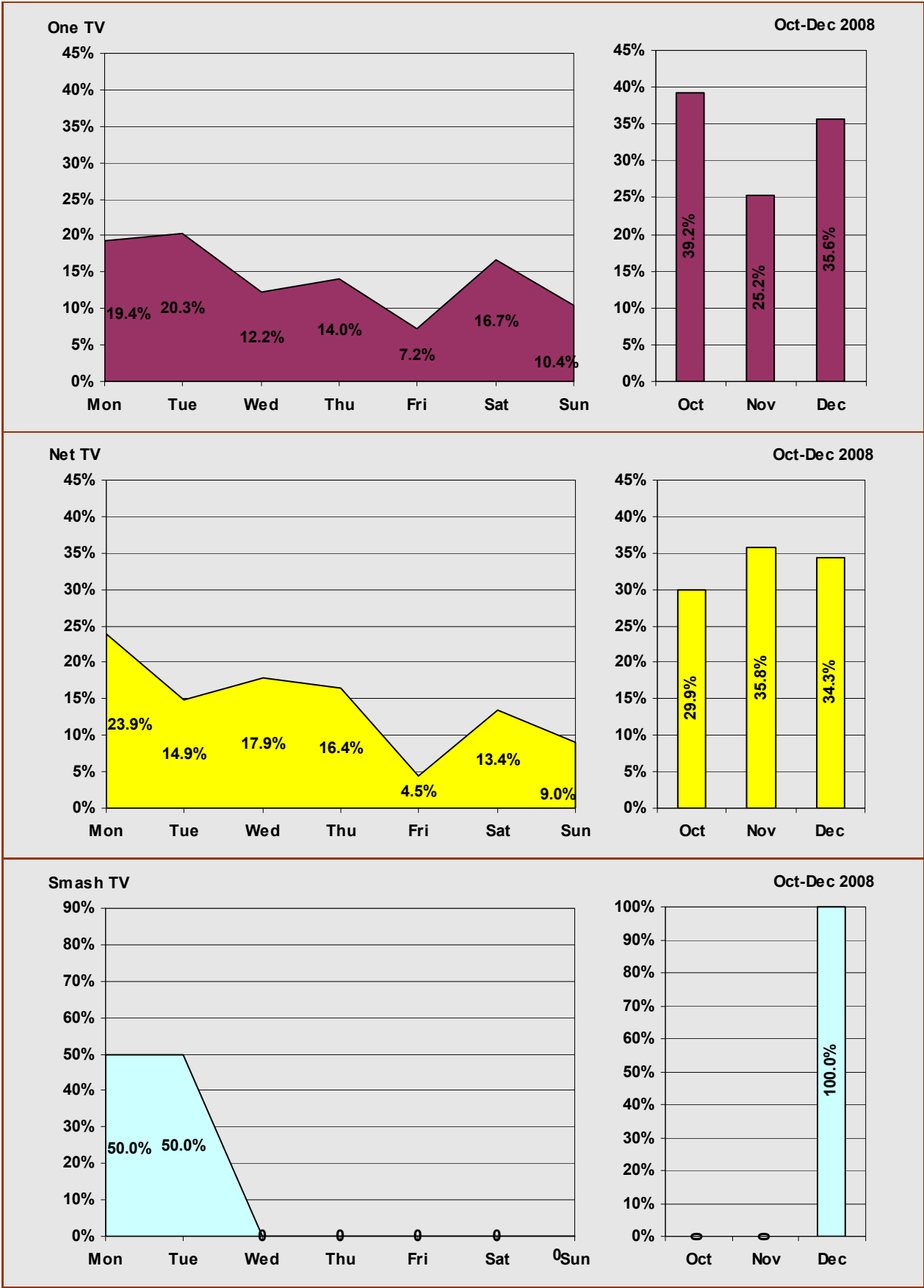
9.2 TV CONSUMPTION BY STATION

TABLE 9.2: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

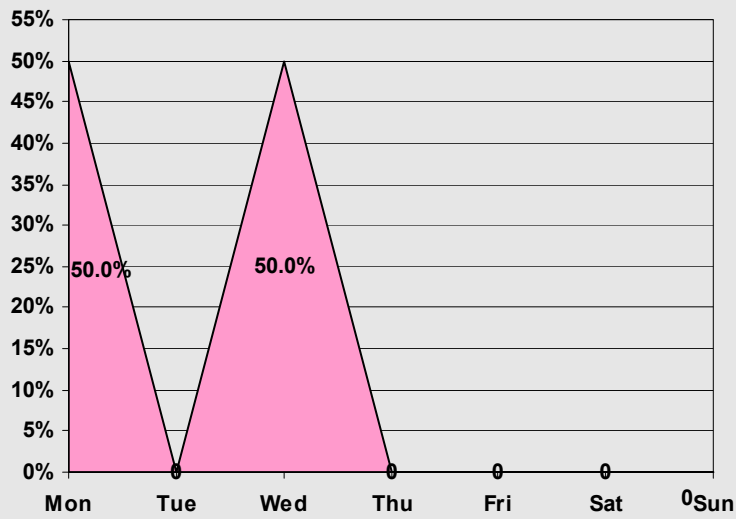
1%= Rank	Station	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
752	TVM	10.3%	10.8%	14.7%	11.6%	24.5%	10.1%	18.0%	31.4%	25.5%	43.0%
433	One TV	19.4%	20.3%	12.2%	14.0%	7.2%	16.7%	10.4%	39.2%	25.2%	35.6%
129	Net TV	23.9%	14.9%	17.9%	16.4%	4.5%	13.4%	9.0%	29.9%	35.8%	34.3%
4	Smash TV	50.0%	50.0%								100.0%
4	Family TV	50.0%		50.0%					50.0%		50.0%
98	Rai 1	18.0%	6.0%	20.0%	12.0%	12.0%	20.0%	12.0%	38.0%	30.0%	32.0%
39	Rai 2	33.3%	4.8%	38.1%		4.8%		19.0%	28.6%	47.6%	23.8%
12	Rai 3	33.3%	16.7%	33.3%	16.7%				33.3%	33.3%	33.3%
41	Rete 4	28.6%	9.5%	9.5%	23.8%	19.0%	9.5%		28.6%	42.9%	28.6%
137	Canale 5	6.9%	9.7%	19.4%	13.9%	15.3%	19.4%	15.3%	33.3%	43.1%	23.6%
86	Italia 1	8.7%	6.5%	17.4%	32.6%	10.9%	17.4%	6.5%	43.5%	26.1%	30.4%
74	Discovery Channel	10.5%	18.4%	15.8%	21.1%	15.8%	10.5%	7.9%	39.5%	26.3%	34.2%
18	MTV	22.2%		22.2%		33.3%	22.2%		33.3%	33.3%	33.3%
33	BBC Prime	11.8%	29.4%	17.6%	11.8%	11.8%	17.6%		47.1%	29.4%	23.5%
6	BBC World			33.3%	33.3%		33.3%		100.0%		
300	Other TV Stations	19.6%	17.6%	16.3%	11.1%	11.8%	12.4%	11.1%	40.5%	31.4%	28.1%

FIGURES 9.2.A-P: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

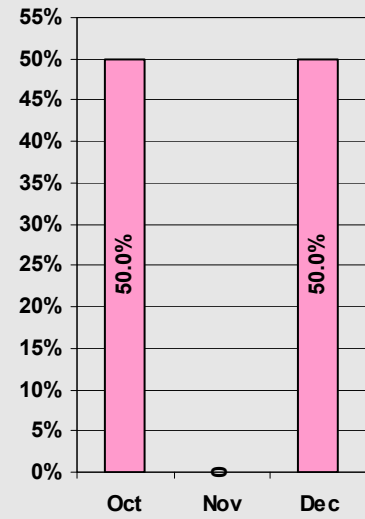




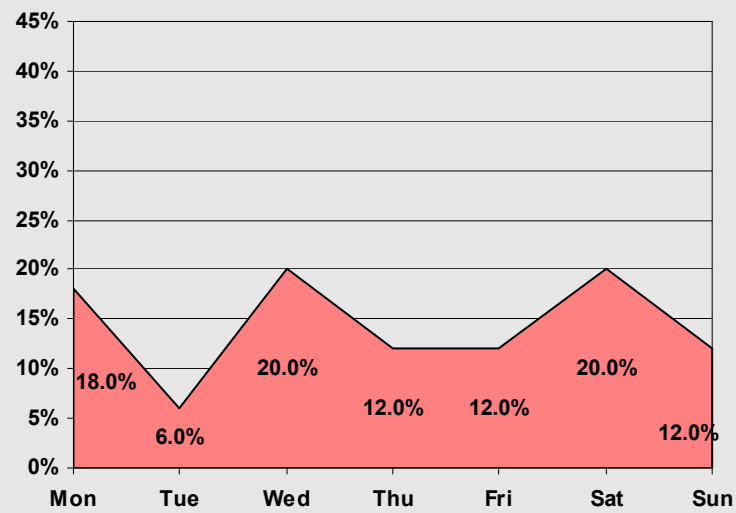
Family TV



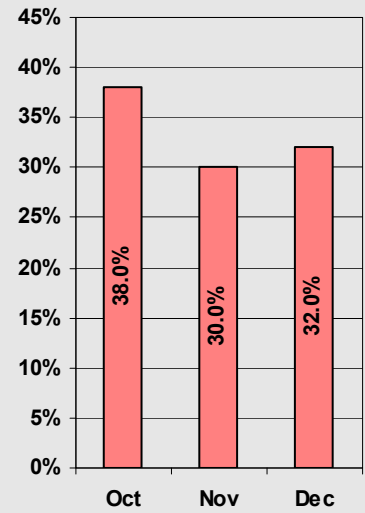
Oct-Dec 2008



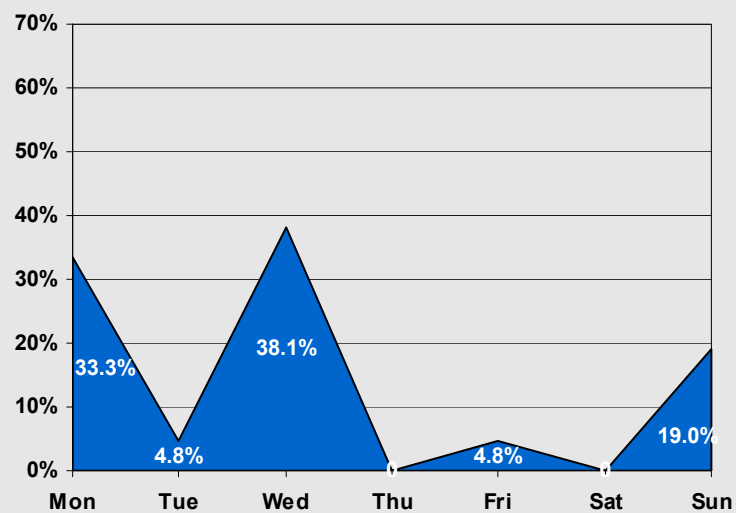
Rai 1



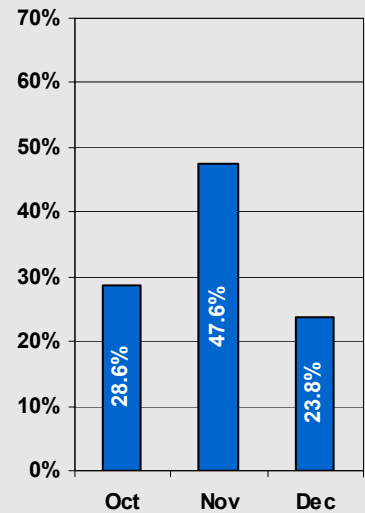
Oct-Dec 2008

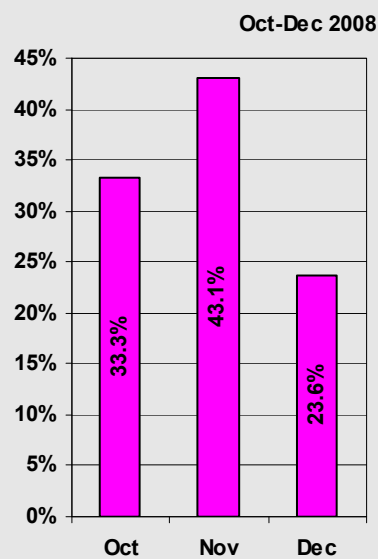
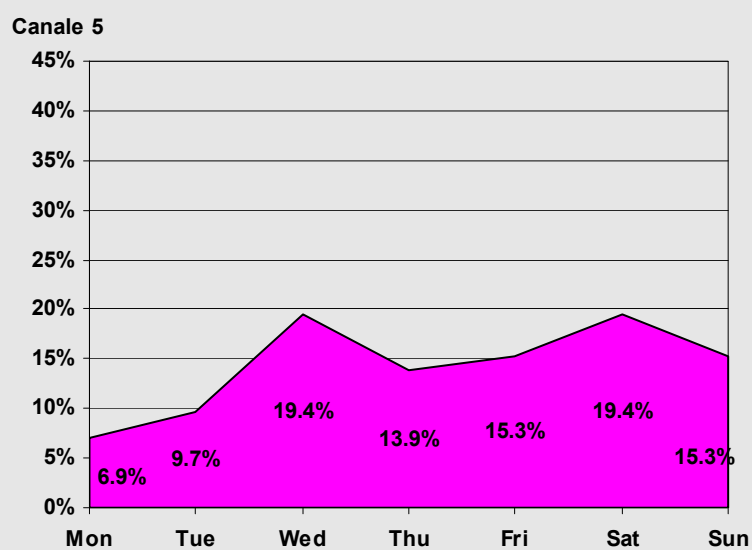
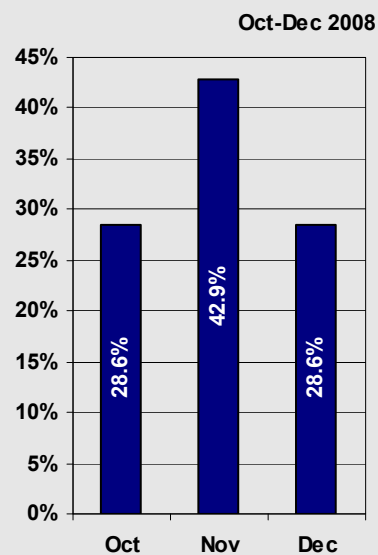
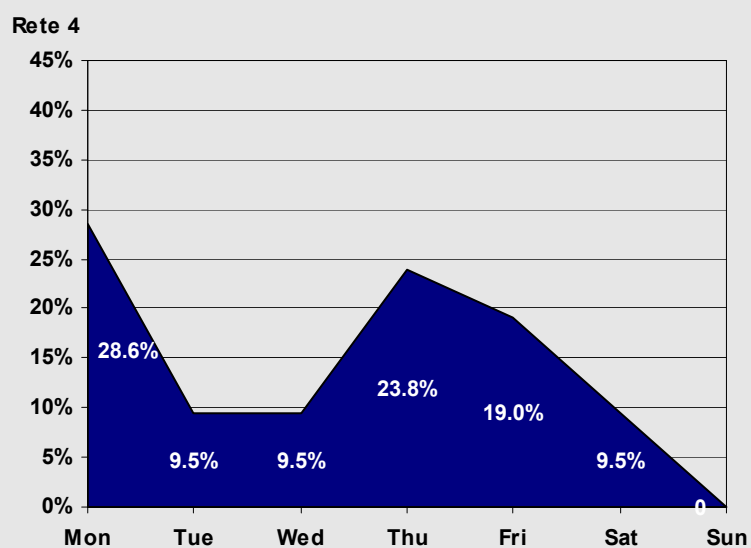
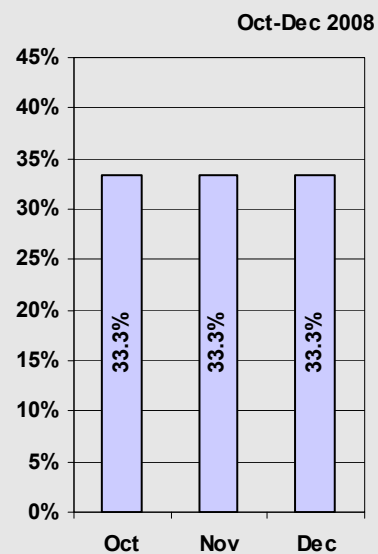
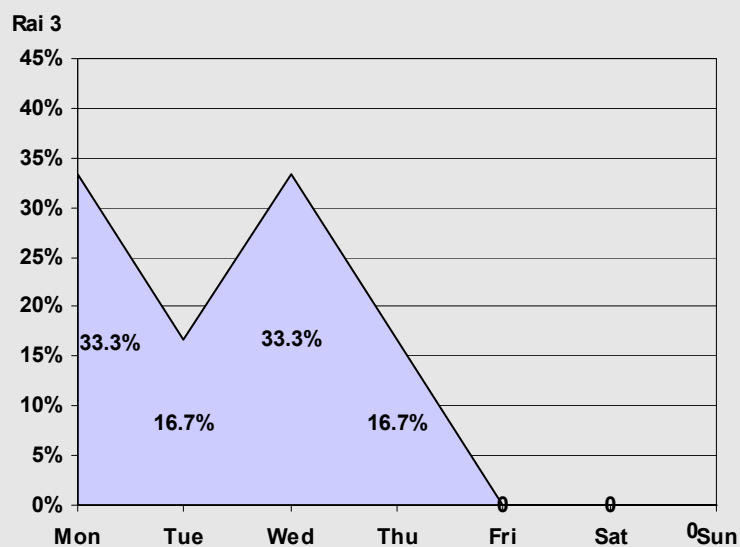


Rai 2

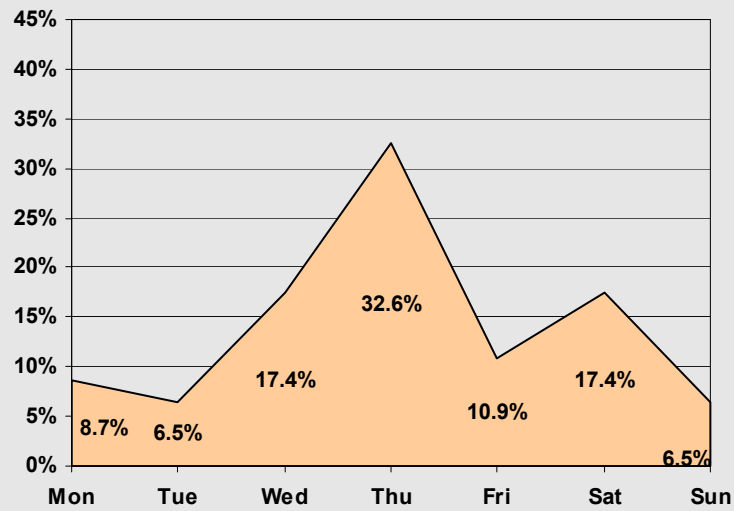


Oct-Dec 2008

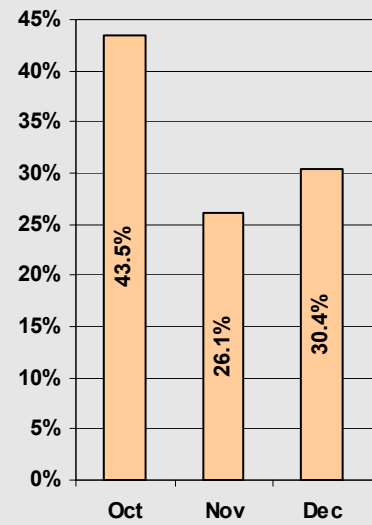




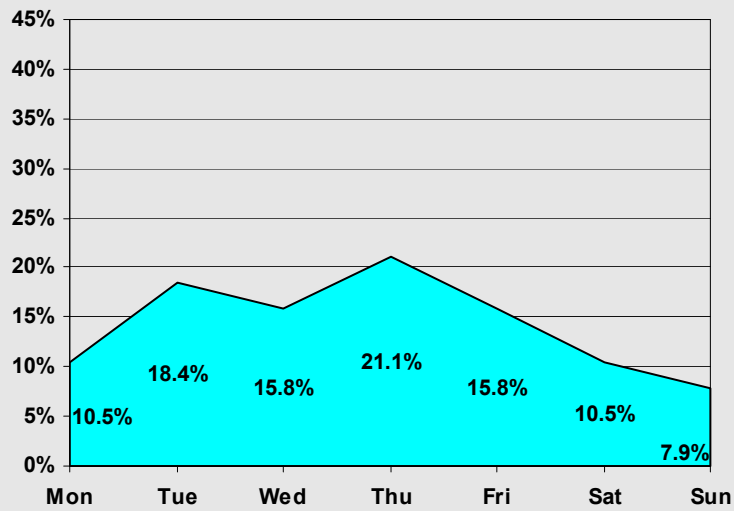
Italia 1



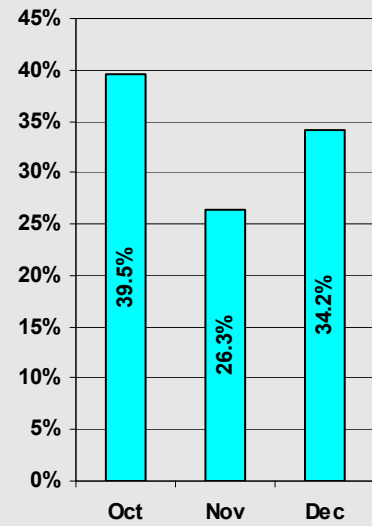
Oct-Dec 2008



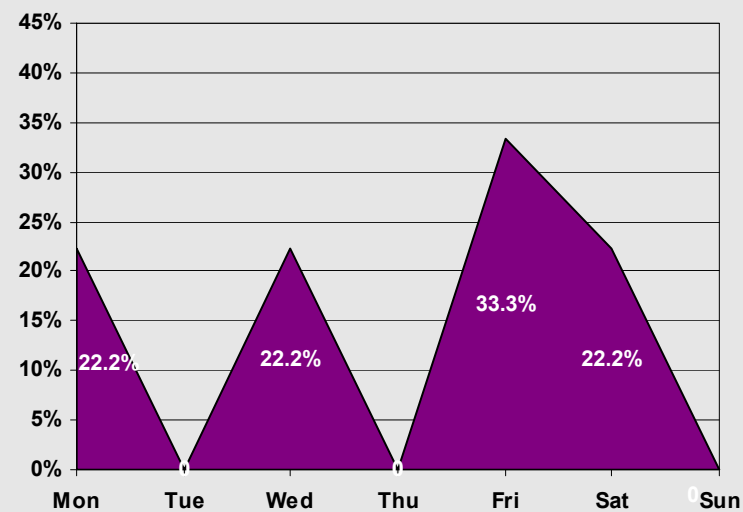
Discovery Channel



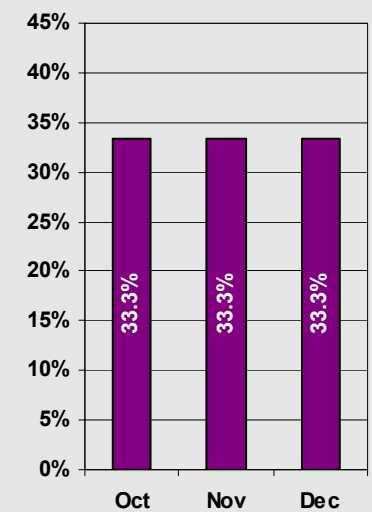
Oct-Dec 2008



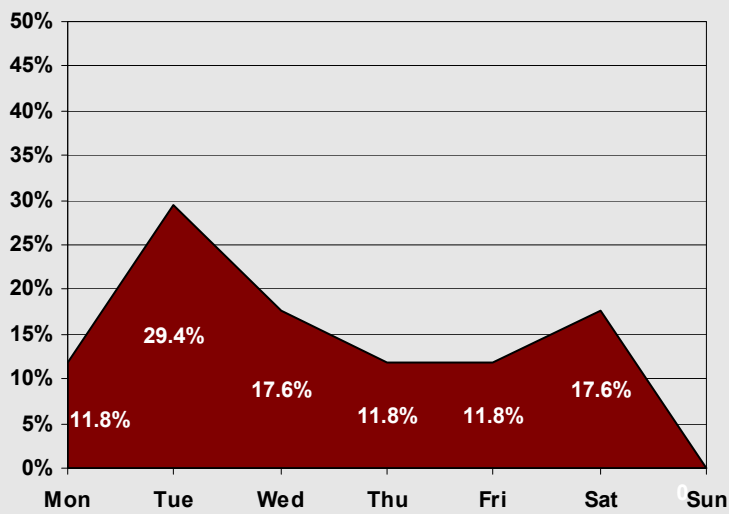
MTV



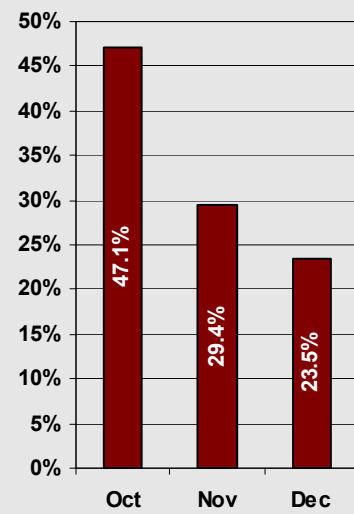
Oct-Dec 2008



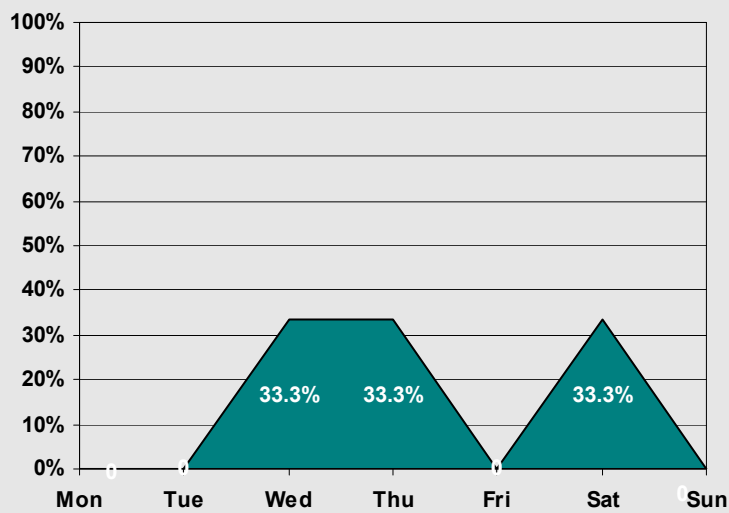
BBC Prime



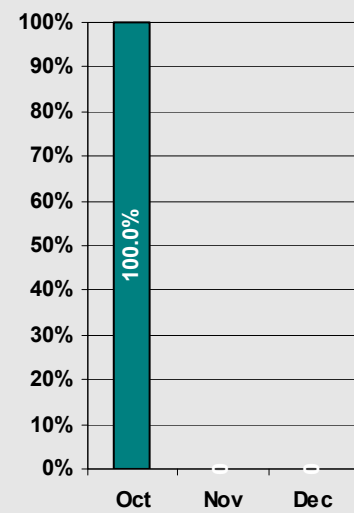
Oct-Dec 2008



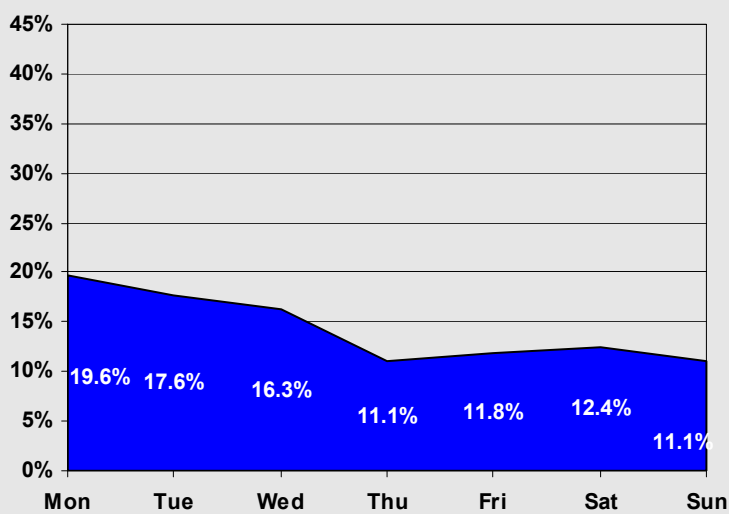
BBC World



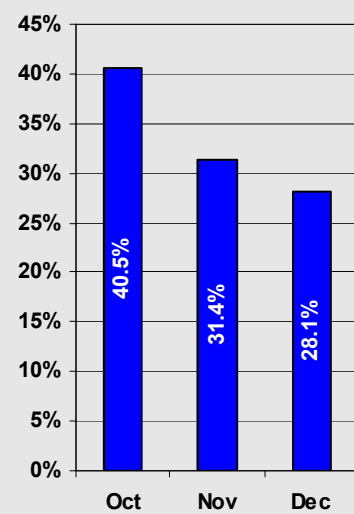
Oct-Dec 2008



Other TV Stations



Oct-Dec 2008



APPENDIX A: QUESTIONNAIRE

 NATIONAL STATISTICS OFFICE • MALTA	Respondent ID: _____	Tel No: _____
	Date of Survey: _____	
	Name & ID of Interviewer: _____	

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sŧharrig' f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istharrig' jieħu madwar 5 minuti biex jitlesta. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jieħu/tieħu sehem fl-istharrig'. Nista' nkellmu/nkellimha bhalissa?

1. X'sistema tat-televiżjoni tuża l-aktar biex tara t-televiżjoni d-dar? <table style="width: 100%;"> <tr> <td>Aerial (<i>Analogue</i>)</td> <td>☐ (1)</td> <td rowspan="5" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td> <td rowspan="5" style="vertical-align: middle;">go to q2</td> </tr> <tr> <td>Cable not digital</td> <td>☐ (2)</td> </tr> <tr> <td>Satellita'</td> <td>☐ (3)</td> </tr> <tr> <td>Internet</td> <td>☐ (4)</td> </tr> <tr> <td>Digital Aerial (<i>Multiplus/cable</i>)</td> <td>☐ (5)</td> </tr> <tr> <td>Mod ieħor</td> <td>☐ (6)</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td> <td rowspan="2" style="vertical-align: middle;">go to q6</td> </tr> <tr> <td>M'għandix televiżjoni</td> <td>☐ (7)</td> </tr> </table>	Aerial (<i>Analogue</i>)	☐ (1)	}	go to q2	Cable not digital	☐ (2)	Satellita'	☐ (3)	Internet	☐ (4)	Digital Aerial (<i>Multiplus/cable</i>)	☐ (5)	Mod ieħor	☐ (6)	}	go to q6	M'għandix televiżjoni	☐ (7)	4. Rajt Telebejh il-bierah? Iva ☐ Le ☐ Go to q6 5. Fuq liema stazzjon rajtu l-aktar? <table style="width: 100%;"> <tr><td>1=</td><td>TVM</td></tr> <tr><td>2=</td><td>One TV</td></tr> <tr><td>3=</td><td>Net TV</td></tr> <tr><td>4=</td><td>Smash TV</td></tr> <tr><td>5=</td><td>Education 22</td></tr> <tr><td>6=</td><td>ITV</td></tr> <tr><td>7=</td><td>Family Tv</td></tr> <tr><td>8=</td><td>Oħrajn</td></tr> <tr><td>9=</td><td>Ma nafx</td></tr> </table>	1=	TVM	2=	One TV	3=	Net TV	4=	Smash TV	5=	Education 22	6=	ITV	7=	Family Tv	8=	Oħrajn	9=	Ma nafx																																																														
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2. Liema stazzjon tat-televiżjoni rajt l-aktar il-bierah għal mill-anqas 10 minuti? <table style="width: 100%;"> <tr><td>TVM</td><td>☐ (1)</td><td rowspan="12" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td><td rowspan="12" style="vertical-align: middle;">3</td></tr> <tr><td>One TV</td><td>☐ (2)</td></tr> <tr><td>Net TV</td><td>☐ (3)</td></tr> <tr><td>Smash TV</td><td>☐ (4)</td></tr> <tr><td>Education 22</td><td>☐ (5)</td></tr> <tr><td>Itv</td><td>☐ (6)</td></tr> <tr><td>Family TV</td><td>☐ (7)</td></tr> <tr><td>Favourite TV</td><td>☐ (8)</td></tr> <tr><td>Rai 1</td><td>☐ (9)</td></tr> <tr><td>Rai 2</td><td>☐ (10)</td></tr> <tr><td>Rai 3</td><td>☐ (11)</td></tr> <tr><td>Rete 4</td><td>☐ (12)</td></tr> <tr><td>Canale 5</td><td>☐ (13)</td><td rowspan="12" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td><td rowspan="12" style="vertical-align: middle;">4</td></tr> <tr><td>Italia 1</td><td>☐ (14)</td></tr> <tr><td>Discovery Channel</td><td>☐ (15)</td></tr> <tr><td>MTV</td><td>☐ (16)</td></tr> <tr><td>BBC Prime</td><td>☐ (17)</td></tr> <tr><td>BBC World</td><td>☐ (18)</td></tr> <tr><td>Stazzjon ieħor (<i>Specifika</i>)</td><td>☐ (19)</td></tr> <tr><td>M'hemmx stazzjon wieħed</td><td>☐ (20)</td></tr> <tr><td>Ma niftakarx</td><td>☐ (21)</td></tr> <tr><td>Ma rajtx televiżjoni</td><td>☐ (22)</td></tr> <tr><td>Ma tax risposta</td><td>☐ (23)</td></tr> </table>	TVM	☐ (1)	}	3	One TV	☐ (2)	Net TV	☐ (3)	Smash TV	☐ (4)	Education 22	☐ (5)	Itv	☐ (6)	Family TV	☐ (7)	Favourite TV	☐ (8)	Rai 1	☐ (9)	Rai 2	☐ (10)	Rai 3	☐ (11)	Rete 4	☐ (12)	Canale 5	☐ (13)	}	4	Italia 1	☐ (14)	Discovery Channel	☐ (15)	MTV	☐ (16)	BBC Prime	☐ (17)	BBC World	☐ (18)	Stazzjon ieħor (<i>Specifika</i>)	☐ (19)	M'hemmx stazzjon wieħed	☐ (20)	Ma niftakarx	☐ (21)	Ma rajtx televiżjoni	☐ (22)	Ma tax risposta	☐ (23)	6. Liema stazzjon tar-radju smajt l-aktar il-bierah għal mill-anqas 10 minuti? <table style="width: 100%;"> <tr><td>Radju Malta</td><td>☐ (1)</td><td rowspan="12" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td><td rowspan="12" style="vertical-align: middle;">6a</td></tr> <tr><td>Radju Parlamentari/106.6</td><td>☐ (2)</td></tr> <tr><td>Super One</td><td>☐ (3)</td></tr> <tr><td>Radio 101</td><td>☐ (4)</td></tr> <tr><td>Bay Radio</td><td>☐ (5)</td></tr> <tr><td>Calypso Radio</td><td>☐ (6)</td></tr> <tr><td>RTK</td><td>☐ (7)</td></tr> <tr><td>Smash Radio</td><td>☐ (8)</td></tr> <tr><td>Radju Marija</td><td>☐ (9)</td></tr> <tr><td>Campus FM</td><td>☐ (10)</td></tr> <tr><td>Capital Radio</td><td>☐ (11)</td></tr> <tr><td>X FM</td><td>☐ (12)</td></tr> <tr><td>Radju tal-Komunita'</td><td>☐ (13)</td><td rowspan="12" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td><td rowspan="12" style="vertical-align: middle;">8</td></tr> <tr><td>Stazzjon Barrani</td><td>☐ (14)</td></tr> <tr><td>Stazzjon ieħor (<i>Specifika</i>)</td><td>☐ (15)</td></tr> <tr><td>M'hemmx stazzjon wieħed</td><td>☐ (16)</td></tr> <tr><td>Ma niftakarx</td><td>☐ (17)</td></tr> <tr><td>Ma smajtx radju</td><td>☐ (18)</td></tr> <tr><td>Ma tax risposta</td><td>☐ (19)</td></tr> </table> 6a. X'sistema' tar-radju tuża l-aktar biex tisma' r-radju d-dar? <table style="width: 100%;"> <tr><td>FM</td><td>☐ (1)</td></tr> <tr><td>Diġitali</td><td>☐ (2)</td></tr> <tr><td>Ma nismax radju</td><td>☐ (3)</td></tr> </table>	Radju Malta	☐ (1)	}	6a	Radju Parlamentari/106.6	☐ (2)	Super One	☐ (3)	Radio 101	☐ (4)	Bay Radio	☐ (5)	Calypso Radio	☐ (6)	RTK	☐ (7)	Smash Radio	☐ (8)	Radju Marija	☐ (9)	Campus FM	☐ (10)	Capital Radio	☐ (11)	X FM	☐ (12)	Radju tal-Komunita'	☐ (13)	}	8	Stazzjon Barrani	☐ (14)	Stazzjon ieħor (<i>Specifika</i>)	☐ (15)	M'hemmx stazzjon wieħed	☐ (16)	Ma niftakarx	☐ (17)	Ma smajtx radju	☐ (18)	Ma tax risposta	☐ (19)	FM	☐ (1)	Diġitali	☐ (2)	Ma nismax radju	☐ (3)
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Diġitali	☐ (2)																																																																																																		
Ma nismax radju	☐ (3)																																																																																																		

3. F'liema hinijiet rajt dan l-istazzjon?				
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

7. F'liema hinijiet smajt dan l-istazzjon?				
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

8. Inti ragel jew mara? Ragel ☐ ⁽¹⁾ Mara ☐ ⁽²⁾

9. Kemm għandek età? _____

10. F'liema lokalità toqgħod? _____

Grazzi tal-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika.

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

The following is the complete list as approved by the Broadcasting Authority on the DAB+ platform:

	TYPE	PR
A. REBROADCAST RADIO STATIONS		
BBC WS [BBC World Service]		48/08
WRN [World News Network]		48/08
VOA [Voice of America]		48/08
The Dance Syndicate / The Drum & Bass Collection	Dance Music	48/08
Electronika	Dance Music	48/08
Deutsche Welle		48/08
RAI Stereo 1-2-3 / International		48/08
Classic II	Classic Music	48/08
Black Magic	R & B Music	48/08
The Country Club	Country Music	48/08
The Rock / Mojo / Go Mojo Plus	Rock Music	48/08
Past Magic	Old Time Radio	48/08
XFM (London)	GCAP Station	48/08
Capital 95.8	GCAP Station	48/08
Fun Radio	GCAP Station	48/08
Italo Music	Italian Oldies Music	48/08
Magic 80s	Top 80 Hits	48/08
Rete Sport		53/08
Varican Radio		53/08
Classic Choice	Classic Music	53/08
The Riff	Rock Music	53/08
Groove	60's / 70's	53/08
Pump	80's / 90's	53/08
Big Country	Country Music	53/08
Folk	Folk Music	53/08
MMB	Ethnic Music	53/08
Radio Padre Pio	Religious	53/08
Radio Kiss Kiss	Italian Station	53/08
Radio Deejay	Italian Station	53/08
Iso Radio	RAI Service	53/08
Blu Sat 2000	RAI Service	53/08
Go Extreme	Alternative rock and pop	53/08
		Total 36
B. SIMULCASTED FM RADIO STATIONS ON THE DAB + PLATFORM		
Radju Malta		48/08
Radju Parlament		48/08
Magic Radio		48/08
Super One Radio		48/08
Radio 101		48/08
Bay Radio		48/08
Calypso Radio		48/08
RTK		48/08
Campus FM		48/08
Smash Radio		53/08
Radju Marija		53/08
Capital Radio		53/08
		Total 12
C. SIMULCASTED COMMUNITY RADIO STATIONS ON THE DAB + PLATFORM		
Christian Light Radio		48/08
D. SOLE OWNERSHIP DIGITAL RADIO STATIONS ON THE DAB + PLATFORM		
Cuore D'Italia		48/08
Gozo Digital Radio		61/08

APPENDIX D: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2008

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
237	Radju Kottoner	2 years	29-Jul-06	98.0	0.5	X	X	X	X	X	X	X	X				
248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X	X	X	X	X	X	X	X	X	X	
253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	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	X	X	X
255	Radju Sokkors	2 years	1-Mar-07	95.1	0.5	X	X	X	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	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	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	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	X	X	X
280	Kiss FM	2 years	8-Oct-07	89.3	0.5	X	X	X	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	X	X	X
288	Fantasy Radio	2 years	8-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
296	Radio Galaxy	2 years	14-Dec-07	105	0.5	X	X	X	X	X	X	X	X	X	X	X	X
297	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	X	X	X
299	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5	X	X	X	X	X	X	X	X	X	X	X	X
282/300	Radju Vilhena	2 years	14-Jan-08	96.1/106	0.5	X	X	X	X	X	X	X	X	X	X	X	X
221/301	Radju Hompesch	2 years	19-Mar-08	90.0	0.5	X	X	X	X	X	X	X	X	X	X	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	X	X	X
232/319	Christian Light Radio	2 years	17-Jun-08	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
245/334	Radio Sacro Cuor	2 years	15-Nov-08	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
249/337	Deejays Radio 95.6FM	2 years	23-Nov-08	95.6		X	X	X	X	X	X	X	X	X	X	X	X
246/346	Radju Luminaria	2 years	12-Dec-08	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
250/349	Radju Katidral	2 years	1-Dec-08	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
251/350	Radju Bambina	2 years	13-Dec-08	98.3	0.5	X	X	X	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											
331	2008 District Convention of Jehovah's Witnesses	4 days	4-Sep-08	108	0.25										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						
306	Radju Festa	12 days	30-Jul-08	99.2	0.5							X					
310	Radju 12th May	1 month	9-May-08	96.5	1					X							
295	Radju Maria Bambina 90.2FM	1 month	21-Jan-08	90.2	0.5	X											
311	Radju Maria Bambina 90.2FM	1 month	16-Aug-08	90.2	0.5								X				
312	Radju Gilju Rebbieh	1 month	16-Jun-08	105.5	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						
316	Elenjani FM	1 month	25-Jul-08	95.8	0.5							X					
317	Radju Margerita	1 month	1-Jul-08	96.1	0.5							X					
320	Radju San Gwann	1 month	9-Jul-08	96.9	0.5							X					
322	Banda Fgura FM	26 days	23-Jun-08	93.1	0.5						X						
323	Radju Bartilmew	1 month	25-Jul-08	103.3	0.5							X					
324	Radju Santa Venera	11 days	19-Jul-08	91.2	0.5							X					
325	Radju Leonardo	11 days	12-Sep-08	105.2	0.5									X			
326	Radju 15 t'Awissu (Qrendi)	25 days	23-Jul-08	98.3	0.5							X					
339	Radju 15 t'Awissu (Qrendi)	20 days	15-Dec-08	98.3	0.5												X
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5								X	X	X	X	X
332	MMG FM	1 month	14-Aug-08	97.5	0.5								X				
307	Radju Lehen il-Guzeppini (Ghaxaq)	1 month	27-Apr-08	89.1	0.5				X								
335	Radju Lehen il-Guzeppini (Ghaxaq)	1 month	1-Dec-08	89.1	0.5												X
336	Lehen il-Karmelitani (Zurrieg)	1 month	1-Dec-08	101.4	1												X
338	Radju Elenjani 95.8FM (B'Kara)	1 month	6-Dec-08	95.8	0.5												X
309	Tal-Gilju FM (Mqabba)	1 month	20-May-08	95.4	0.5					X							
340	Tal-Gilju FM (Mqabba)	1 month	21-Nov-08	95.4	0.5											X	
318	Radju Marija Assunta	1 month	15-Jul-08	98.9	0.5							X					

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
341	Radju Marija Assunta	1 month	3-Dec-08	98.9	0.5												X
329	Radju Santa Katarina	1 month	4-Aug-08	90.6	0.5								X				
342	Radju Santa Katarina	1 month	10-Nov-08	90.6	0.5											X	
302	Radju Lauretana	1 month	2-Mar-08	96.5	0.5			X									
328	Radju Lauretana	1 month	3-Aug-08	96.3	0.5								X				
343	Radju Lauretana	28 days	8-Dec-08	96.5	0.5												X
344	Radju Marija Bambina	26 days	5-Dec-08	90.2	0.5												X
313	Radju Sant'Andrija	1 month	7-Jun-08	88.4	0.5						X						
345	Radju Sant'Andrija	1 month	19-Nov-08	88.4	0.5											X	
347	Radju Belt Rebbieha	13 days	19-Dec-08	97	0.5												X
303	Radju Vilitazzjoni	1 month	2-Mar-08	92.4	0.5			X									
321	Radju Vilitazzjoni	1 month	22-Jun-08	92.4	0.5						X						
348	Radju Vilitazzjoni	1 month	7-Dec-08	92.4	0.5												X

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

APPENDIX F: TABLES AND CHARTS CALCULATIONS

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on the rate of response during each analysis period.

Besides, when analysis is made on individual broadcasting stations all the following are not included in the calculations made:

- the amount of respondents who did not listen/view any broadcasting station before the interview;
- those who did not remember which broadcasting stations they had listened/watched;
- those who did not watch/listen any particular station; and
- those who did not specify any particular station.

For this reason data from previous assessment periods is always presented as percentages for comparative purposes. No actual amounts are calculated on total population.

However, repeated requests for calculations to be extrapolated over the whole population have from time to time been made to the Authority. Although the information required for such extrapolation has always been presented in past audience assessments in Appendix B, it was felt that for ease of comparison the value of 1% in comparison to the whole population be included in each table and/or corresponding chart.

These types of calculations have been carried out for all the tables concerned. It is important to note that such calculations are only for indicative purposes and are not finite. Due to rounding-off it is advisable that only percentages are quoted.

1. Calculation for Quarterly Totals

For this purpose, from a total population of the Maltese archipelago of 410,290 people aged 0 and upward as at 31st December 2007, the corresponding population size for those who are aged 12 and over [the age limit of the sample size] amounts to 359,357 [rounded up to 359,400 based on *Demographic Review 2007*; Table 5; N.S.O.]. When tables and figures include the whole sample size, 1% of those tables is equal to 3594 [3558 for Oct 2006 – Sep 2007 based on *Demographic Review 2006*; Table 5, N.S.O.]. In cases where data is worked on **viewers and listeners only**, the following calculations have been made:

Radio:

	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007	Jul-Sep 2007	Apr-Jun 2007	Jan-Mar 2007	Oct-Dec 2006
Sample									
Total	1835	1771	1790	1799	1811	900	904	897	914
Non Listeners									
Do not listen to Radio	874	825	830	793	878	425	402	431	402
No Particular Station	86	66	128	164	96	69	65	53	36
Do not remember	4	2	19	25	20	8	7	7	8
No Response	0	4	1	0	0	1	1	0	0
Total Non Listeners	964	897	978	982	994	503	475	491	446
Total Listeners	871	874	812	817	817	397	429	406	468
Total Non Listeners	964	897	978	982	994	503	475	491	446
Total Sample	1835	1771	1790	1799	1811	900	904	897	914
%age									
Non Listeners									
Do not listen to Radio	47.63%	46.58%	46.37%	44.08%	48.48%	47.22%	44.47%	48.05%	43.98%
No Particular Station	4.69%	3.73%	7.15%	9.12%	5.30%	7.67%	7.19%	5.91%	3.94%
Do not remember	0.22%	0.11%	1.06%	1.39%	1.10%	0.89%	0.77%	0.78%	0.88%
No Response	0.00%	0.23%	0.06%	0.00%	0.00%	0.11%	0.11%	0.00%	0.00%
Total Non Listeners	52.53%	50.65%	54.64%	54.59%	54.89%	55.89%	52.54%	54.74%	48.80%
%age									
Total Listeners	47.47%	49.35%	45.36%	45.41%	45.11%	44.11%	47.46%	45.26%	51.20%
Total Non Listeners	52.53%	50.65%	54.64%	54.59%	54.89%	55.89%	52.54%	54.74%	48.80%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=									
Listeners	1706	1774	1630	1632	1621	1569	1688	1610	1822
Non Listeners	1888	1820	1964	1962	1973	1989	1870	1948	1736
Total	3594	3594	3594	3594	3594	3558	3558	3558	3558

Thus; in Table 3.1 and similar tables in previous audience assessments, 1% is equal to 3594 since this table is based on the whole sample; in Table 3.2 and in similar tables, 1% is equal to 1706 for October-December 2008; 1774 for July-September 2008; etc.; due to the fact that four groups of sample respondents have been removed:

- Did not listen to any particular radio station
- Did not remember which radio station they had listened to
- Did not give any response
- Did not listen to radio the day before the interview.

Wherever these extrapolations can be made in the analysis, these are indicated at the end of each table/chart.

TV:

	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007	Jul-Sep 2007	Apr-Jun 2007	Jan-Mar 2007	Oct-Dec 2006
Sample									
Total	1835	1771	1790	1799	1811	900	904	897	914
Non Viewers									
Do not watch TV	447	536	380	436	451	299	261	214	208
No particular station	265	188	308	398	269	127	102	103	84
Do not remember	9	14	9	27	17	11	9	7	7
No TV Set	7	8	6	5	9	6	6	6	7
No Response	1	2	2	0	0	0	2	0	0
Total Non Viewers	729	748	705	866	746	443	380	330	306
Total Viewers	1106	1023	1085	933	1065	457	524	567	608
Total Non Viewers	729	748	705	866	746	443	380	330	306
Total Sample	1835	1771	1790	1799	1811	900	904	897	914
%age									
Non Viewers									
Do not watch TV	24.36%	30.27%	21.23%	24.24%	24.90%	33.22%	28.87%	23.86%	22.76%
No particular station	14.44%	10.62%	17.21%	22.12%	14.85%	14.11%	11.28%	11.48%	9.19%
Do not remember	0.49%	0.79%	0.50%	1.50%	0.94%	1.22%	1.00%	0.78%	0.77%
No TV Set	0.38%	0.45%	0.34%	0.28%	0.50%	0.67%	0.66%	0.67%	0.77%
No Response	0.05%	0.11%	0.11%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%
Total Non Viewers	39.73%	42.24%	39.39%	48.14%	41.19%	49.22%	42.04%	36.79%	33.48%
%age									
Total Viewers	60.27%	57.76%	60.61%	51.86%	58.81%	50.78%	57.96%	63.21%	66.52%
Total Non Viewers	39.73%	42.24%	39.39%	48.14%	41.19%	49.22%	42.04%	36.79%	33.48%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1% =									
Viewers	2166	2076	2178	1864	2114	1807	2062	2249	2367
Non Viewers	1428	1518	1416	1730	1480	1751	1496	1309	1191
Total	3594	3594	3594	3594	3594	3558	3558	3558	3558

2. Calculations for analysis by Gender, Age Group and District

Radio:

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Sample	1835	842	993	76	285	129	516	510	270	49
Listeners	871	378	493	25	133	58	236	248	149	22
Non Listeners	964	464	500	51	152	71	280	262	121	27
%age										
Listeners %	47.47%	44.89%	49.65%	32.89%	46.67%	44.96%	45.74%	48.63%	55.19%	44.90%
Non Listeners %	52.53%	55.11%	50.35%	67.11%	53.33%	55.04%	54.26%	51.37%	44.81%	55.10%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Population	359,357	178,003	181,354	15,655	57,953	30,632	111,091	87,252	43,874	12,900
Listeners 1%=	1706	799	900	51	270	138	508	424	242	58
Non Listeners 1%=	1888	981	913	105	309	169	603	448	197	71
	3594	1780	1814	157	580	306	1111	873	439	129

[All Ages]	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Sample	1835	341	505	286	280	280	143
Listeners	871	154	240	130	145	133	69
Non Listeners	964	187	265	156	135	147	74
%age							
Listeners %	47.47%	45.16%	47.52%	45.45%	51.79%	47.50%	48.25%
Non Listeners %	52.53%	54.84%	52.48%	54.55%	48.21%	52.50%	51.75%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Population	407810	81057	120291	59795	57301	58086	31280
Listeners 1%=	2458	366	572	272	297	276	151
Non Listeners 1%=	1620	445	631	326	276	305	162
	4078	811	1203	598	573	581	313

TV:

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Sample	1835	842	993	76	285	129	516	510	270	49
Viewers	1106	487	619	52	161	52	324	326	168	23
Non Viewers	729	355	374	24	124	77	192	184	102	26
%age										
Viewers %	60.27%	57.84%	62.34%	68.42%	56.49%	40.31%	62.79%	63.92%	62.22%	46.94%
Non Viewers %	39.73%	42.16%	37.66%	31.58%	43.51%	59.69%	37.21%	36.08%	37.78%	53.06%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Population	359,357	178,003	181,354	15,655	57,953	30,632	111,091	87,252	43,874	12,900
Viewers 1%=	2166	1030	1130	107	327	123	698	558	273	61
Non Viewers 1%=	1428	750	683	49	252	183	413	315	166	68
	3594	1780	1814	157	580	306	1111	873	439	129

[All Ages]	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Sample	1835	341	505	286	280	280	143
Viewers	1106	199	311	165	165	173	93
Non Viewers	729	142	194	121	115	107	50
%age							
Viewers %	60.27%	58.36%	61.58%	57.69%	58.93%	61.79%	65.03%
Non Viewers %	39.73%	41.64%	38.42%	42.31%	41.07%	38.21%	34.97%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Population	407810	81057	120291	59795	57301	58086	31280
Viewers 1%=	2458	473	741	345	338	359	203
Non Viewers 1%=	1620	338	462	253	235	222	109
	4078	811	1203	598	573	581	313

RADIO AND TELEVISION AUDIENCES
PART 2 – TABLES AND FIGURES
[October-December 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	842	36	146	71	227	216	127	19
	45.9%	47.4%	51.2%	55.0%	44.0%	42.4%	47.0%	38.8%
	100.0%	4.3%	17.3%	8.4%	27.0%	25.7%	15.1%	2.3%
Females	993	40	139	58	289	294	143	30
	54.1%	52.6%	48.8%	45.0%	56.0%	57.6%	53.0%	61.2%
	100.0%	4.0%	14.0%	5.8%	29.1%	29.6%	14.4%	3.0%
Total	1835	76	285	129	516	510	270	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

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1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	842	154	222	133	130	141	62
	45.9%	45.2%	44.0%	46.5%	46.4%	50.4%	43.4%
	100.0%	18.3%	26.4%	15.8%	15.4%	16.7%	7.4%
Female	993	187	283	153	150	139	81
	54.1%	54.8%	56.0%	53.5%	53.6%	49.6%	56.6%
	100.0%	18.8%	28.5%	15.4%	15.1%	14.0%	8.2%
Total	1835	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

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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	76	36	40	14	18	13	15	10	6
	4.1%	4.3%	4.0%	4.1%	3.6%	4.5%	5.4%	3.6%	4.2%
	100.0%	47.4%	52.6%	18.4%	23.7%	17.1%	19.7%	13.2%	7.9%
15-24	285	146	139	53	70	39	52	52	19
	15.5%	17.3%	14.0%	15.5%	13.9%	13.6%	18.6%	18.6%	13.3%
	100.0%	51.2%	48.8%	18.6%	24.6%	13.7%	18.2%	18.2%	6.7%
25-29	129	71	58	23	38	23	18	22	5
	7.0%	8.4%	5.8%	6.7%	7.5%	8.0%	6.4%	7.9%	3.5%
	100.0%	55.0%	45.0%	17.8%	29.5%	17.8%	14.0%	17.1%	3.9%
30-49	516	227	289	83	134	75	85	94	45
	28.1%	27.0%	29.1%	24.3%	26.5%	26.2%	30.4%	33.6%	31.5%
	100.0%	44.0%	56.0%	16.1%	26.0%	14.5%	16.5%	18.2%	8.7%
50-64	510	216	294	98	142	92	70	68	40
	27.8%	25.7%	29.6%	28.7%	28.1%	32.2%	25.0%	24.3%	28.0%
	100.0%	42.4%	57.6%	19.2%	27.8%	18.0%	13.7%	13.3%	7.8%
65-79	270	127	143	55	86	40	35	31	23
	14.7%	15.1%	14.4%	16.1%	17.0%	14.0%	12.5%	11.1%	16.1%
	100.0%	47.0%	53.0%	20.4%	31.9%	14.8%	13.0%	11.5%	8.5%
80+	49	19	30	15	17	4	5	3	5
	2.7%	2.3%	3.0%	4.4%	3.4%	1.4%	1.8%	1.1%	3.5%
	100.0%	38.8%	61.2%	30.6%	34.7%	8.2%	10.2%	6.1%	10.2%
Total	1835	842	993	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

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3.1: RADIO CHANNEL REACH 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	55	26	29		1	1	2	23	26	2
	3.0%	3.1%	2.9%		.4%	.8%	.4%	4.5%	9.6%	4.1%
	100.0%	47.3%	52.7%		1.8%	1.8%	3.6%	41.8%	47.3%	3.6%
Radju Parlament 106.6	26	8	18	1	4	2	15	4		
	1.4%	1.0%	1.8%	1.3%	1.4%	1.6%	2.9%	.8%		
	100.0%	30.8%	69.2%	3.8%	15.4%	7.7%	57.7%	15.4%		
Magic Radio	63	20	43	3	21	4	27	7	1	
	3.4%	2.4%	4.3%	3.9%	7.4%	3.1%	5.2%	1.4%	.4%	
	100.0%	31.7%	68.3%	4.8%	33.3%	6.3%	42.9%	11.1%	1.6%	
Super One Radio	139	69	70	1	5	4	26	62	36	5
	7.6%	8.2%	7.0%	1.3%	1.8%	3.1%	5.0%	12.2%	13.3%	10.2%
	100.0%	49.6%	50.4%	.7%	3.6%	2.9%	18.7%	44.6%	25.9%	3.6%
Radio 101	43	20	23	1	1	2	6	23	10	
	2.3%	2.4%	2.3%	1.3%	.4%	1.6%	1.2%	4.5%	3.7%	
	100.0%	46.5%	53.5%	2.3%	2.3%	4.7%	14.0%	53.5%	23.3%	
Bay Radio	143	75	68	11	71	23	32	5	1	
	7.8%	8.9%	6.8%	14.5%	24.9%	17.8%	6.2%	1.0%	.4%	
	100.0%	52.4%	47.6%	7.7%	49.7%	16.1%	22.4%	3.5%	.7%	
Calypso Radio	114	49	65		1	7	52	49	4	1
	6.2%	5.8%	6.5%		.4%	5.4%	10.1%	9.6%	1.5%	2.0%
	100.0%	43.0%	57.0%		.9%	6.1%	45.6%	43.0%	3.5%	.9%
RTK	69	24	45				8	27	30	4
	3.8%	2.9%	4.5%				1.6%	5.3%	11.1%	8.2%
	100.0%	34.8%	65.2%				11.6%	39.1%	43.5%	5.8%
Smash Radio	36	15	21	2	9	2	19	4		
	2.0%	1.8%	2.1%	2.6%	3.2%	1.6%	3.7%	.8%		
	100.0%	41.7%	58.3%	5.6%	25.0%	5.6%	52.8%	11.1%		
Radju Marija	78	18	60				3	27	39	9
	4.3%	2.1%	6.0%				6%	5.3%	14.4%	18.4%
	100.0%	23.1%	76.9%				3.8%	34.6%	50.0%	11.5%
Campus FM	4	4				1	2	1		
	.2%	.5%				.8%	.4%	.2%		
	100.0%	100.0%				25.0%	50.0%	25.0%		
Capital Radio	35	18	17			5	24	5	1	
	1.9%	2.1%	1.7%			3.9%	4.7%	1.0%	.4%	
	100.0%	51.4%	48.6%			14.3%	68.6%	14.3%	2.9%	
XFM	47	25	22	5	17	6	15	3		1
	2.6%	3.0%	2.2%	6.6%	6.0%	4.7%	2.9%	.6%		2.0%
	100.0%	53.2%	46.8%	10.6%	36.2%	12.8%	31.9%	6.4%		2.1%
Community Radio Stations	10	2	8	1	1		3	5		
	.5%	.2%	.8%	1.3%	.4%		.6%	1.0%		
	100.0%	20.0%	80.0%	10.0%	10.0%		30.0%	50.0%		
Foreign Radio Station	9	5	4		2	1	2	3	1	
	.5%	.6%	.4%		.7%	.8%	.4%	.6%	.4%	
	100.0%	55.6%	44.4%		22.2%	11.1%	22.2%	33.3%	11.1%	
No particular radio station	86	41	45		12	3	21	31	14	5
	4.7%	4.9%	4.5%		4.2%	2.3%	4.1%	6.1%	5.2%	10.2%
	100.0%	47.7%	52.3%		14.0%	3.5%	24.4%	36.0%	16.3%	5.8%
Did not remember	4	1	3				1	3		
	.2%	.1%	.3%				.2%	.6%		
	100.0%	25.0%	75.0%				25.0%	75.0%		
Did not listen to radio	874	422	452	51	140	68	258	228	107	22
	47.6%	50.1%	45.5%	67.1%	49.1%	52.7%	50.0%	44.7%	39.6%	44.9%
	100.0%	48.3%	51.7%	5.8%	16.0%	7.8%	29.5%	26.1%	12.2%	2.5%
Total	1835	842	993	76	285	129	516	510	270	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

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3.2: RADIO CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	55	11	16	10	11	3	4
	3.0%	3.2%	3.2%	3.5%	3.9%	1.1%	2.8%
	100.0%	20.0%	29.1%	18.2%	20.0%	5.5%	7.3%
Radju Parlament 106.6	26	3	8	2	4	9	
	1.4%	.9%	1.6%	.7%	1.4%	3.2%	
	100.0%	11.5%	30.8%	7.7%	15.4%	34.6%	
Magic Radio	63	9	19	9	18	7	1
	3.4%	2.6%	3.8%	3.1%	6.4%	2.5%	.7%
	100.0%	14.3%	30.2%	14.3%	28.6%	11.1%	1.6%
Super One Radio	139	42	25	26	26	15	5
	7.6%	12.3%	5.0%	9.1%	9.3%	5.4%	3.5%
	100.0%	30.2%	18.0%	18.7%	18.7%	10.8%	3.6%
Radio 101	43	4	18	7	2	5	7
	2.3%	1.2%	3.6%	2.4%	.7%	1.8%	4.9%
	100.0%	9.3%	41.9%	16.3%	4.7%	11.6%	16.3%
Bay Radio	143	24	32	20	29	33	5
	7.8%	7.0%	6.3%	7.0%	10.4%	11.8%	3.5%
	100.0%	16.8%	22.4%	14.0%	20.3%	23.1%	3.5%
Calypso Radio	114	14	33	23	17	11	16
	6.2%	4.1%	6.5%	8.0%	6.1%	3.9%	11.2%
	100.0%	12.3%	28.9%	20.2%	14.9%	9.6%	14.0%
RTK	69	12	22	6	7	12	10
	3.8%	3.5%	4.4%	2.1%	2.5%	4.3%	7.0%
	100.0%	17.4%	31.9%	8.7%	10.1%	17.4%	14.5%
Smash Radio	36	3	9	5	6	8	5
	2.0%	.9%	1.8%	1.7%	2.1%	2.9%	3.5%
	100.0%	8.3%	25.0%	13.9%	16.7%	22.2%	13.9%
Radju Marija	78	15	28	13	7	11	4
	4.3%	4.4%	5.5%	4.5%	2.5%	3.9%	2.8%
	100.0%	19.2%	35.9%	16.7%	9.0%	14.1%	5.1%
Campus FM	4		1			3	
	.2%		.2%			1.1%	
	100.0%		25.0%			75.0%	
Capital Radio	35	7	11	3	5	5	4
	1.9%	2.1%	2.2%	1.0%	1.8%	1.8%	2.8%
	100.0%	20.0%	31.4%	8.6%	14.3%	14.3%	11.4%
XFM	47	5	15	4	11	8	4
	2.6%	1.5%	3.0%	1.4%	3.9%	2.9%	2.8%
	100.0%	10.6%	31.9%	8.5%	23.4%	17.0%	8.5%
Community Radio Stations	10	4		2	1		3
	.5%	1.2%		.7%	.4%		2.1%
	100.0%	40.0%		20.0%	10.0%		30.0%
Foreign Radio Station	9	1	3		1	3	1
	.5%	.3%	.6%		.4%	1.1%	.7%
	100.0%	11.1%	33.3%		11.1%	33.3%	11.1%
No particular radio station	86	28	15	20	8	11	4
	4.7%	8.2%	3.0%	7.0%	2.9%	3.9%	2.8%
	100.0%	32.6%	17.4%	23.3%	9.3%	12.8%	4.7%
Did not remember	4		2	1	1		
	.2%		.4%	.3%	.4%		
	100.0%		50.0%	25.0%	25.0%		
Did not listen to radio	874	159	248	135	126	136	70
	47.6%	46.6%	49.1%	47.2%	45.0%	48.6%	49.0%
	100.0%	18.2%	28.4%	15.4%	14.4%	15.6%	8.0%
Total	1835	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Column % / Row %]

3.3: TV CHANNEL REACH 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+
Not applicable [No TV set]	7 .4%	2 .2%	5 .5%					1 .2%	4 1.5%	2 4.1%
TVM	384 20.9%	151 17.9%	233 23.5%	10 13.2%	37 13.0%	12 9.3%	126 24.4%	120 23.5%	72 26.7%	7 14.3%
One TV	221 12.0%	95 11.3%	126 12.7%	11 14.5%	19 6.7%	4 3.1%	46 8.9%	82 16.1%	52 19.3%	7 14.3%
Net TV	66 3.6%	25 3.0%	41 4.1%	1 1.3%	7 2.5%	3 2.3%	11 2.1%	28 5.5%	13 4.8%	3 6.1%
Smash TV	2 .1%		2 .2%					1 .2%		1 2.0%
Family TV	2 .1%		2 .2%		1 .4%			1 .2%		
Rai 1	50 2.7%	27 3.2%	23 2.3%		2 .7%	4 3.1%	12 2.3%	22 4.3%	6 2.2%	4 8.2%
Rai 2	20 1.1%	10 1.2%	10 1.0%		1 .4%	2 1.6%	8 1.6%	7 1.4%	2 .7%	
Rai 3	6 .3%	2 .2%	4 .4%		2 .7%		3 .6%	1 .2%		
Rete 4	21 1.1%	10 1.2%	11 1.1%	1 1.3%	1 .4%	2 1.6%	9 1.7%	3 .6%	4 1.5%	1 2.0%
Canale 5	70 3.8%	20 2.4%	50 5.0%	2 2.6%	17 6.0%	6 4.7%	19 3.7%	23 4.5%	3 1.1%	
Italia 1	44 2.4%	21 2.5%	23 2.3%	9 11.8%	15 5.3%	2 1.6%	13 2.5%	4 .8%	1 .4%	
Discovery Channel	38 2.1%	31 3.7%	7 .7%	1 1.3%	9 3.2%	6 4.7%	16 3.1%	5 1.0%	1 .4%	
MTV	9 .5%	4 .5%	5 .5%	3 3.9%	3 1.1%	1 .8%	1 .2%		1 .4%	
BBC Prime	17 .9%	5 .6%	12 1.2%		1 .4%		9 1.7%	5 1.0%	2 .7%	
BBC World	3 .2%	2 .2%	1 .1%				1 .2%	1 .2%	1 .4%	
Other TV Stations	153 8.3%	84 10.0%	69 6.9%	14 18.4%	46 16.1%	10 7.8%	50 9.7%	23 4.5%	10 3.7%	
No particular station	265 14.4%	121 14.4%	144 14.5%	8 10.5%	23 8.1%	11 8.5%	68 13.2%	79 15.5%	61 22.6%	15 30.6%
	100.0%	45.7%	54.3%	3.0%	8.7%	4.2%	25.7%	29.8%	23.0%	5.7%

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Do not remember	9 .5%	6 .7%	3 .3%		1 .4%	1 .8%	1 .2%	3 .6%	1 .4%	2 4.1%
Do not watch TV	447 24.4%	226 26.8%	221 22.3%	15 19.7%	100 35.1%	65 50.4%	123 23.8%	101 19.8%	36 13.3%	7 14.3%
No response	1 .1%		1 .1%	1 1.3%						
	100.0%	50.6%	49.4%	3.4%	22.4%	14.5%	27.5%	22.6%	8.1%	1.6%
Total	1835 100.0%	842 100.0%	993 100.0%	76 100.0%	285 100.0%	129 100.0%	516 100.0%	510 100.0%	270 100.0%	49 100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

[Count / Column % / Row %]

3.3.A: TV CHANNEL REACH [OTHER STATION] BY GENDER AND BY AGE GROUP

Other TV Stations	TOTAL		GENDER		AGE GROUP						
	N	%	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Baby TV	1	0.65%		1				1			
BBC	1	0.65%	1						1		
Biography Channel	1	0.65%		1				1			
Boomerang	1	0.65%		1				1			
Bosnia TV	1	0.65%	1					1			
Caccia e Pesca	1	0.65%	1					1			
Cartoon Network	2	1.31%	2			2					
Cartoonito	2	1.31%		2				1	1		
Cinema	1	0.65%		1				1			
CNN	1	0.65%		1						1	
Disney Channel	16	10.46%	3	13	9	6		1			
Dubai	1	0.65%	1						1		
E! Entertainment	3	1.96%		3	1	2					
Eurosport	5	3.27%	5			3		1		1	
Fox	1	0.65%		1				1			
German Channel	1	0.65%	1					1			
Hallmark	2	1.31%	1	1				1		1	
Inter Channel	1	0.65%	1					1			
Juventus Channel	2	1.31%	2			1	1				
LA7	1	0.65%	1						1		
Living TV	26	16.99%	2	24	1	14		10	1		
MB4	1	0.65%		1					1		
MBC	1	0.65%	1					1			
MBC Action	1	0.65%	1		1						
Melita More	1	0.65%		1				1			
Melita Movies	8	5.23%	4	4		1	3	2	1	1	
Melita Sports	7	4.58%	6	1	1	2		2	2		
MGM	7	4.58%	3	4		1			4	2	
Milan Channel	1	0.65%	1					1			
Military Channel	1	0.65%	1					1			
Motors TV	1	0.65%	1			1					
National Geographic	1	0.65%	1				1				
Paramount Comedy	6	3.92%	4	2		3		2	1		
RTS	1	0.65%	1					1			
Sky	6	3.92%	6			1	1	1	1	2	
Sky Cinema	1	0.65%		1				1			
Sky Sport	1	0.65%	1						1		
Sports Channel	30	19.61%	28	2		8	4	10	6	2	
Travel Channel	3	1.96%	2	1	1			1	1		
Trouble	1	0.65%		1		1					
TRT	1	0.65%	1					1			
Zone Club	2	1.31%		2				2			
Total	153		84	69	14	46	10	50	23	10	
%		100.0%	54.90%	45.10%	9.15%	30.07%	6.54%	32.68%	15.03%	6.54%	0.00%

TABLE 3.4: TV CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV set]	7 .4% 100.0%	1 .3% 14.3%	3 .6% 42.9%	3 1.0% 42.9%			
TVM	384 20.9% 100.0%	64 18.8% 16.7%	104 20.6% 27.1%	52 18.2% 13.5%	55 19.6% 14.3%	63 22.5% 16.4%	46 32.2% 12.0%
One TV	221 12.0% 100.0%	53 15.5% 24.0%	59 11.7% 26.7%	52 18.2% 23.5%	23 8.2% 10.4%	18 6.4% 8.1%	16 11.2% 7.2%
Net TV	66 3.6% 100.0%	6 1.8% 9.1%	32 6.3% 48.5%	6 2.1% 9.1%	4 1.4% 6.1%	9 3.2% 13.6%	9 6.3% 13.6%
Smash TV	2 .1% 100.0%					1 .4% 50.0%	1 .7% 50.0%
Family TV	2 .1% 100.0%		1 .2% 50.0%				1 .7% 50.0%
Rai 1	50 2.7% 100.0%	8 2.3% 16.0%	17 3.4% 34.0%	8 2.8% 16.0%	12 4.3% 24.0%	4 1.4% 8.0%	1 .7% 2.0%
Rai 2	20 1.1% 100.0%	2 .6% 10.0%	4 .8% 20.0%	4 1.4% 20.0%	5 1.8% 25.0%	4 1.4% 20.0%	1 .7% 5.0%
Rai 3	6 .3% 100.0%	1 .3% 16.7%	3 .6% 50.0%		1 .4% 16.7%	1 .4% 16.7%	
Rete 4	21 1.1% 100.0%	5 1.5% 23.8%	3 .6% 14.3%	5 1.7% 23.8%	2 .7% 9.5%	4 1.4% 19.0%	2 1.4% 9.5%
Canale 5	70 3.8% 100.0%	13 3.8% 18.6%	21 4.2% 30.0%	7 2.4% 10.0%	17 6.1% 24.3%	11 3.9% 15.7%	1 .7% 1.4%
Italia 1	44 2.4% 100.0%	12 3.5% 27.3%	8 1.6% 18.2%	7 2.4% 15.9%	9 3.2% 20.5%	4 1.4% 9.1%	4 2.8% 9.1%
Discovery Channel	38 2.1% 100.0%	4 1.2% 10.5%	12 2.4% 31.6%	2 .7% 5.3%	7 2.5% 18.4%	11 3.9% 28.9%	2 1.4% 5.3%
MTV	9 .5% 100.0%	2 .6% 22.2%	3 .6% 33.3%		3 1.1% 33.3%	1 .4% 11.1%	
BBC Prime	17 .9% 100.0%	2 .6% 11.8%	7 1.4% 41.2%	2 .7% 11.8%	4 1.4% 23.5%	2 .7% 11.8%	
BBC World	3 .2% 100.0%				2 .7% 66.7%	1 .4% 33.3%	
Other TV Stations	153 8.3% 100.0%	27 7.9% 17.6%	37 7.3% 24.2%	20 7.0% 13.1%	21 7.5% 13.7%	39 13.9% 25.5%	9 6.3% 5.9%
No particular station	265 14.4% 100.0%	48 14.1% 18.1%	74 14.7% 27.9%	46 16.1% 17.4%	40 14.3% 15.1%	37 13.2% 14.0%	20 14.0% 7.5%

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Do not remember	9 .5%	1 .3%	5 1.0%	1 .3%		1 .4%	1 .7%
Do not watch TV	447 24.4%	92 27.0%	111 22.0%	71 24.8%	75 26.8%	69 24.6%	29 20.3%
No Response	1 .1%		1 .2%				
	100.0%	20.6%	24.8%	15.9%	16.8%	15.4%	6.5%
Total	1835 100.0%	341 100.0%	505 100.0%	286 100.0%	280 100.0%	280 100.0%	143 100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Column % / Row %]

TABLE 3.4.A: TV CHANNEL REACH [OTHER TV STATION] BY DISTRICT

OTHER TV STATIONS	TOTAL		DISTRICT					
	N	%	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Baby TV	1	0.65%					1	
BBC	1	0.65%		1				
Biography Channel	1	0.65%			1			
Boomerang	1	0.65%						1
Bosnia TV	1	0.65%		1				
Caccia e Pesca	1	0.65%		1				
Cartoon Network	2	1.31%	1			1		
Cartoonito	2	1.31%	1				1	
Cinema	1	0.65%					1	
CNN	1	0.65%						1
Disney Channel	16	10.46%	5	5	1		4	1
Dubai	1	0.65%		1				
E! Entertainment	3	1.96%		1		1	1	
Eurosport	5	3.27%	1		1	2	1	
Fox	1	0.65%			1			
German Channel	1	0.65%		1				
Hallmark	2	1.31%	1	1				
Inter Channel	1	0.65%						1
Juventus Channel	2	1.31%	1				1	
LA7	1	0.65%					1	
Living TV	26	16.99%	4	4	3	4	9	2
MB4	1	0.65%					1	
MBC	1	0.65%	1					
MBC Action	1	0.65%			1			
Melita More	1	0.65%		1				
Melita Movies	8	5.23%	1	3	1	1	2	
Melita Sports	7	4.58%	1		3		2	1
MGM	7	4.58%	2	3	1		1	
Milan Channel	1	0.65%					1	
Military Channel	1	0.65%					1	
Motors TV	1	0.65%					1	
National Geographic	1	0.65%				1		
Paramount Comedy	6	3.92%	1	1	2	2		
RTS	1	0.65%			1			
Sky	6	3.92%				3	2	1
Sky Cinema	1	0.65%	1					
Sky Sport	1	0.65%				1		
Sports Channel	30	19.61%	6	7	4	4	8	1
Travel Channel	3	1.96%		3				
Trouble	1	0.65%				1		
TRT	1	0.65%		1				
Zone Club	2	1.31%		2				
Total	153		27	37	20	21	39	9
%		100.0%	17.65%	24.18%	13.07%	13.73%	25.49%	5.88%

TABLE 4.1: RADIO RECEPTION SYSTEM USED – 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+
FM	1512	685	827	50	213	105	432	443	226	43
	82.4%	81.4%	83.3%	65.8%	74.7%	81.4%	83.7%	86.9%	83.7%	87.8%
	100.0%	45.3%	54.7%	3.3%	14.1%	6.9%	28.6%	29.3%	14.9%	2.8%
Digital	96	58	38	9	38	16	24	7	2	
	5.2%	6.9%	3.8%	11.8%	13.3%	12.4%	4.7%	1.4%	.7%	.0%
	100.0%	60.4%	39.6%	9.4%	39.6%	16.7%	25.0%	7.3%	2.1%	.0%
Other	227	99	128	17	34	8	60	60	42	6
	12.4%	11.8%	12.9%	22.4%	11.9%	6.2%	11.6%	11.8%	15.6%	12.2%
	100.0%	43.6%	56.4%	7.5%	15.0%	3.5%	26.4%	26.4%	18.5%	2.6%
Total	1835	842	993	76	285	129	516	510	270	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

[Count / Column % / Row %]

TABLE 4.2: RADIO RECEPTION SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
FM	1512	284	395	245	242	229	117
	82.4%	83.3%	78.2%	85.7%	86.4%	81.8%	81.8%
	100.0%	18.8%	26.1%	16.2%	16.0%	15.1%	7.7%
Digital	96	17	35	9	7	23	5
	5.2%	5.0%	6.9%	3.1%	2.5%	8.2%	3.5%
	100.0%	17.7%	36.5%	9.4%	7.3%	24.0%	5.2%
Other	227	40	75	32	31	28	21
	12.4%	11.7%	14.9%	11.2%	11.1%	10.0%	14.7%
	100.0%	17.6%	33.0%	14.1%	13.7%	12.3%	9.3%
Total	1835	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Column % / Row %]

TABLE 4.3: RADIO-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM		
		AERIAL	CABLE NOT DIGITAL	SATELLITE
Radju Malta	55 3.0% 100.0%	55 3.6% 100.0%		
Radju Parlament 106.6	26 1.4% 100.0%	17 1.1% 65.4%	9 9.4% 34.6%	
Magic Radio	63 3.4% 100.0%	54 3.6% 85.7%	8 8.3% 12.7%	1 .4% 1.6%
Super One Radio	139 7.6% 100.0%	136 9.0% 97.8%	3 3.1% 2.2%	
Radio 101	43 2.3% 100.0%	40 2.6% 93.0%	3 3.1% 7.0%	
Bay Radio	143 7.8% 100.0%	114 7.5% 79.7%	29 30.2% 20.3%	
Calypso Radio	114 6.2% 100.0%	112 7.4% 98.2%	2 2.1% 1.8%	
RTK	69 3.8% 100.0%	69 4.6% 100.0%		
Smash Radio	36 2.0% 100.0%	29 1.9% 80.6%	7 7.3% 19.4%	
Radju Marija	78 4.3% 100.0%	78 5.2% 100.0%		
Campus FM	4 .2% 100.0%	4 .3% 100.0%		
Capital Radio	35 1.9% 100.0%	35 2.3% 100.0%		
XFM	47 2.6% 100.0%	39 2.6% 83.0%	8 8.3% 17.0%	
Community Radio Stations	10 .5% 100.0%	10 .7% 100.0%		
Foreign Radio Station	9 .5% 100.0%	5 .3% 55.6%	4 4.2% 44.4%	
No particular radio station	86 4.7% 100.0%	86 5.7% 100.0%		
Did not remember	4 .2% 100.0%	4 .3% 100.0%		
Did not listen to radio	874 47.6% 100.0%	625 41.3% 71.5%	23 24.0% 2.6%	226 99.6% 25.9%
Total	1835 100.0% 100.0%	1512 100.0% 82.4%	96 100.0% 5.2%	227 100.0% 12.4%

[Count / Column % / Row %]

TABLE 4.4: TYPE OF TV SYSTEM USED –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)	220	99	121	5	30	9	49	61	59	7
	12.0%	11.8%	12.2%	6.6%	10.5%	7.0%	9.5%	12.0%	21.9%	14.3%
	100.0%	45.0%	55.0%	2.3%	13.6%	4.1%	22.3%	27.7%	26.8%	3.2%
Cable (not digital)	644	278	366	20	69	40	160	201	124	30
	35.1%	33.0%	36.9%	26.3%	24.2%	31.0%	31.0%	39.4%	45.9%	61.2%
	100.0%	43.2%	56.8%	3.1%	10.7%	6.2%	24.8%	31.2%	19.3%	4.7%
Satellite	169	90	79	8	39	16	66	34	5	1
	9.2%	10.7%	8.0%	10.5%	13.7%	12.4%	12.8%	6.7%	1.9%	2.0%
	100.0%	53.3%	46.7%	4.7%	23.1%	9.5%	39.1%	20.1%	3.0%	.6%
Internet	4	3	1		3			1		
	.2%	.4%	.1%	.0%	1.1%	.0%	.0%	.2%	.0%	.0%
	100.0%	75.0%	25.0%	.0%	75.0%	.0%	.0%	25.0%	.0%	.0%
Digital Aerial	788	370	418	43	144	64	239	211	78	9
	42.9%	43.9%	42.1%	56.6%	50.5%	49.6%	46.3%	41.4%	28.9%	18.4%
	100.0%	47.0%	53.0%	5.5%	18.3%	8.1%	30.3%	26.8%	9.9%	1.1%
Other	3		3				2	1		
	.2%	.0%	.3%	.0%	.0%	.0%	.4%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%
No TV set	7	2	5					1	4	2
	.4%	.2%	.5%	.0%	.0%	.0%	.0%	.2%	1.5%	4.1%
	100.0%	28.6%	71.4%	.0%	.0%	.0%	.0%	14.3%	57.1%	28.6%
Total	1835	842	993	76	285	129	516	510	270	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

[Count / Column % / Row %]

TABLE 4.5: TYPE OF TV SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	220	60	34	59	30	17	20
	12.0%	17.6%	6.7%	20.6%	10.7%	6.1%	14.0%
	100.0%	27.3%	15.5%	26.8%	13.6%	7.7%	9.1%
Cable (not digital)	644	147	200	87	82	84	44
	35.1%	43.1%	39.6%	30.4%	29.3%	30.0%	30.8%
	100.0%	22.8%	31.1%	13.5%	12.7%	13.0%	6.8%
Satellite	169	15	41	19	31	47	16
	9.2%	4.4%	8.1%	6.6%	11.1%	16.8%	11.2%
	100.0%	8.9%	24.3%	11.2%	18.3%	27.8%	9.5%
Internet	4	2	1	1			
	.2%	.6%	.2%	.3%			
	100.0%	50.0%	25.0%	25.0%			
Digital Aerial	788	115	224	117	137	132	63
	42.9%	33.7%	44.4%	40.9%	48.9%	47.1%	44.1%
	100.0%	14.6%	28.4%	14.8%	17.4%	16.8%	8.0%
Other	3	1	2				
	.2%	.3%	.4%				
	100.0%	33.3%	66.7%				
No TV set	7	1	3	3			
	.4%	.3%	.6%	1.0%	.0%	.0%	.0%
	100.0%	14.3%	42.9%	42.9%	.0%	.0%	.0%
Total	1835	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Column % / Row %]

TABLE 4.6: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM						
		AERIAL	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL	OTHER	DO NOT HAVE A TV SET
Not applicable [No TV Set]	7 .4% 100.0%							7 100.0% 100.0%
TVM	384 20.9% 100.0%	59 26.8% 15.4%	145 22.5% 37.8%	26 15.4% 6.8%	1 25.0% .3%	153 19.4% 39.8%		
One TV	221 12.0% 100.0%	30 13.6% 13.6%	94 14.6% 42.5%	16 9.5% 7.2%	1 25.0% .5%	80 10.2% 36.2%		
Net TV	66 3.6% 100.0%	6 2.7% 9.1%	38 5.9% 57.6%	2 1.2% 3.0%		20 2.5% 30.3%		
Smash TV	2 .1% 100.0%		2 .3% 100.0%					
Family TV	2 .1% 100.0%		2 .3% 100.0%					
Rai 1	50 2.7% 100.0%	5 2.3% 10.0%	17 2.6% 34.0%	2 1.2% 4.0%		26 3.3% 52.0%		
Rai 2	20 1.1% 100.0%	1 .5% 5.0%	3 .5% 15.0%	1 .6% 5.0%		15 1.9% 75.0%		
Rai 3	6 .3% 100.0%		1 .2% 16.7%	1 .6% 16.7%		4 .5% 66.7%		
Rete 4	21 1.1% 100.0%	3 1.4% 14.3%	6 .9% 28.6%	1 .6% 4.8%		11 1.4% 52.4%		
Canale 5	70 3.8% 100.0%	3 1.4% 4.3%	31 4.8% 44.3%	6 3.6% 8.6%		30 3.8% 42.9%		
Italia 1	44 2.4% 100.0%	8 3.6% 18.2%	20 3.1% 45.5%	3 1.8% 6.8%	1 25.0% 2.3%	12 1.5% 27.3%		
Discovery Channel	38 2.1% 100.0%		8 1.2% 21.1%	10 5.9% 26.3%		20 2.5% 52.6%		
MTV	9 .5% 100.0%		1 .2% 11.1%			8 1.0% 88.9%		
BBC Prime	17 .9% 100.0%		3 .5% 17.6%			14 1.8% 82.4%		
BBC World	3 .2% 100.0%		2 .3% 66.7%	1 .6% 33.3%				
Other TV Stations	153 8.3% 100.0%	3 1.4% 2.0%	26 4.0% 17.0%	29 17.2% 19.0%		94 11.9% 61.4%	1 33.3% .7%	
No particular station	265 14.4% 100.0%	33 15.0% 12.5%	109 16.9% 41.1%	20 11.8% 7.5%	1 25.0% .4%	102 12.9% 38.5%		

	TOTAL	PLATFORM						
		AERIAL	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL	OTHER	DO NOT HAVE A TV SET
Do not remember	9 .5% 100.0%	2 .9% 22.2%	3 .5% 33.3%			4 .5% 44.4%		
Do not watch TV	447 24.4% 100.0%	67 30.5% 15.0%	133 20.7% 29.8%	51 30.2% 11.4%		194 24.6% 43.4%	2 66.7% .4%	
No Response	1 .1% 100.0%					1 .1% 100.0%		
Table Total	1835 100.0% 100.0%	220 100.0% 12.0%	644 100.0% 35.1%	169 100.0% 9.2%	4 100.0% .2%	788 100.0% 42.9%	3 100.0% .2%	7 100.0% .4%

[Count / Column % / Row %]

TABLE 5.1: TELES SHOPPING [YES/NO] BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	7 .4%	2 .2%	5 .5%					1 .2%	4 1.5%	2 4.1%
	100.0%	28.6%	71.4%					14.3%	57.1%	28.6%
Yes	197 10.7%	29 3.4%	168 16.9%	1 1.3%	2 .7%	6 4.7%	46 8.9%	76 14.9%	55 20.4%	11 22.4%
	100.0%	14.7%	85.3%	.5%	1.0%	3.0%	23.4%	38.6%	27.9%	5.6%
No	1631 88.9%	811 96.3%	820 82.6%	75 98.7%	283 99.3%	123 95.3%	470 91.1%	433 84.9%	211 78.1%	36 73.5%
	100.0%	49.7%	50.3%	4.6%	17.4%	7.5%	28.8%	26.5%	12.9%	2.2%
Total	1835 100.0%	842 100.0%	993 100.0%	76 100.0%	285 100.0%	129 100.0%	516 100.0%	510 100.0%	270 100.0%	49 100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

TABLE 5.2: TELES SHOPPING [YES/NO] BY DISTRICT [OCT-DEC 2008]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	7 .4%	1 .3%	3 .6%	3 1.0%			
	100.0%	14.3%	42.9%	42.9%			
Yes	197 10.7%	40 11.7%	60 11.9%	43 15.0%	20 7.1%	17 6.1%	17 11.9%
	100.0%	20.3%	30.5%	21.8%	10.2%	8.6%	8.6%
No	1631 88.9%	300 88.0%	442 87.5%	240 83.9%	260 92.9%	263 93.9%	126 88.1%
	100.0%	18.4%	27.1%	14.7%	15.9%	16.1%	7.7%
Total	1835 100.0%	341 100.0%	505 100.0%	286 100.0%	280 100.0%	280 100.0%	143 100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

TABLE 5.3: TEleshopping BY GENDER AND BY AGE GROUP – BY BROADCASTING STATION [OCT-DEC 2008]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
No	7 .4%	2 .2%	5 .5%					1 .2%	4 1.5%	2 4.1%
Not applicable	100.0%	28.6%	71.4%					14.3%	57.1%	28.6%
	1631	811	820	75	283	123	470	433	211	36
	88.9%	96.3%	82.6%	98.7%	99.3%	95.3%	91.1%	84.9%	78.1%	73.5%
	100.0%	49.7%	50.3%	4.6%	17.4%	7.5%	28.8%	26.5%	12.9%	2.2%
TVM	34	2	32				6	11	13	4
	1.9%	.2%	3.2%				1.2%	2.2%	4.8%	8.2%
	100.0%	5.9%	94.1%				17.6%	32.4%	38.2%	11.8%
One TV	70	14	56		1	3	11	33	20	2
	3.8%	1.7%	5.6%		.4%	2.3%	2.1%	6.5%	7.4%	4.1%
	100.0%	20.0%	80.0%		1.4%	4.3%	15.7%	47.1%	28.6%	2.9%
Net TV	14	2	12				2	7	4	1
	.8%	.2%	1.2%				.4%	1.4%	1.5%	2.0%
	100.0%	14.3%	85.7%				14.3%	50.0%	28.6%	7.1%
Smash TV	46	6	40				17	16	11	2
	2.5%	.7%	4.0%				3.3%	3.1%	4.1%	4.1%
	100.0%	13.0%	87.0%				37.0%	34.8%	23.9%	4.3%
iTV	17	5	12	1		2	6	5	3	
	.9%	.6%	1.2%	1.3%		1.6%	1.2%	1.0%	1.1%	
	100.0%	29.4%	70.6%	5.9%		11.8%	35.3%	29.4%	17.6%	
Family TV	7		7		1		3	1	2	
	.4%		.7%		.4%		.6%	.2%	.7%	
	100.0%		100.0%		14.3%		42.9%	14.3%	28.6%	
Other	2		2				1	1		
	.1%		.2%				.2%	.2%		
	100.0%		100.0%				50.0%	50.0%		
Do not know	7		7			1		2	2	2
	.4%		.7%			.8%		.4%	.7%	4.1%
	100.0%		100.0%			14.3%		28.6%	28.6%	28.6%
Total	1835	842	993	76	285	129	516	510	270	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.1%	27.8%	14.7%	2.7%

[Count / Column % / Row %]

TABLE 5.4: TEleshopping BY DISTRICT – BY BROADCASTING STATION [OCT-DEC 2008]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	7	1	3	3			
	.4%	.3%	.6%	1.0%			
	100.0%	14.3%	42.9%	42.9%			
Not applicable	1631	300	442	240	260	263	126
	88.9%	88.0%	87.5%	83.9%	92.9%	93.9%	88.1%
	100.0%	18.4%	27.1%	14.7%	15.9%	16.1%	7.7%
TVM	34	8	8	5	6	2	5
	1.9%	2.3%	1.6%	1.7%	2.1%	.7%	3.5%
	100.0%	23.5%	23.5%	14.7%	17.6%	5.9%	14.7%
One TV	70	16	18	19	5	8	4
	3.8%	4.7%	3.6%	6.6%	1.8%	2.9%	2.8%
	100.0%	22.9%	25.7%	27.1%	7.1%	11.4%	5.7%
Net TV	14	1	9	1	1	1	1
	.8%	.3%	1.8%	.3%	.4%	.4%	.7%
	100.0%	7.1%	64.3%	7.1%	7.1%	7.1%	7.1%
Smash TV	46	12	9	11	4	4	6
	2.5%	3.5%	1.8%	3.8%	1.4%	1.4%	4.2%
	100.0%	26.1%	19.6%	23.9%	8.7%	8.7%	13.0%
iTV	17	1	10	4	1	1	
	.9%	.3%	2.0%	1.4%	.4%	.4%	
	100.0%	5.9%	58.8%	23.5%	5.9%	5.9%	
Family TV	7	1	3	3			
	.4%	.3%	.6%	1.0%			
	100.0%	14.3%	42.9%	42.9%			
Other	2		1			1	
	.1%		.2%			.4%	
	100.0%		50.0%			50.0%	
Do not know	7	1	2		3		1
	.4%	.3%	.4%		1.1%		.7%
	100.0%	14.3%	28.6%		42.9%		14.3%
Total	1835	341	505	286	280	280	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.6%	15.3%	15.3%	7.8%

[Count / Column % / Row %]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
6:00	0.00	0.00	0.00	1.53	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	96.93	100
6:30	0.38	0.00	0.00	2.68	0.00	0.38	0.38	0.38	0.00	1.15	0.00	0.00	0.00	0.00	0.00	94.64	100
7:00	0.38	0.38	0.38	3.45	0.00	1.15	1.15	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	91.95	100
7:30	0.38	0.77	0.00	3.45	0.00	1.15	1.15	0.38	0.00	1.53	0.00	0.00	0.38	0.00	0.00	90.80	100
8:00	0.77	0.77	1.15	4.98	0.00	4.21	1.53	1.53	0.38	1.15	0.00	0.00	0.38	0.38	0.00	82.76	100
8:30	0.77	0.77	1.15	4.98	0.00	3.45	2.30	1.53	0.38	1.15	0.00	0.00	0.77	0.38	0.00	82.38	100
9:00	1.53	0.77	1.15	5.75	0.77	4.60	3.07	2.30	0.38	1.15	0.00	0.00	0.38	0.38	0.00	77.78	100
9:30	1.92	0.77	1.15	5.75	1.15	3.83	3.07	2.30	0.38	1.15	0.00	0.00	0.38	0.38	0.00	77.78	100
10:00	1.92	1.15	2.30	5.75	1.15	4.98	4.60	2.68	0.77	1.53	0.00	0.00	0.38	0.38	0.00	72.41	100
10:30	1.92	1.15	2.30	5.75	1.53	4.98	4.60	2.68	0.77	1.53	0.00	0.00	0.38	0.38	0.00	72.03	100
11:00	1.15	1.15	1.92	5.75	1.53	4.60	4.21	2.68	0.77	1.53	0.00	0.00	0.00	0.38	0.00	74.33	100
11:30	1.15	1.15	1.92	5.75	0.77	4.60	4.21	2.68	0.77	1.15	0.00	0.00	0.00	0.38	0.00	75.48	100
NOON	0.38	1.15	1.53	3.45	0.38	3.83	1.92	1.15	0.77	1.15	0.00	0.00	0.00	0.00	0.00	84.29	100
0:30	0.38	1.15	1.92	2.68	0.38	3.83	1.92	1.15	0.77	1.53	0.00	0.00	0.00	0.00	0.00	84.29	100
1:00	0.00	0.38	0.77	2.68	0.00	2.68	1.53	0.38	0.77	1.15	0.00	0.00	0.00	0.00	0.00	89.66	100
1:30	0.00	0.38	0.77	2.30	0.00	2.68	1.53	0.38	0.77	1.15	0.00	0.00	0.00	0.00	0.00	90.04	100
2:00	0.00	0.38	0.00	2.30	0.00	1.92	1.15	0.77	0.38	1.15	0.00	0.00	0.00	0.00	0.00	91.95	100
2:30	0.00	0.38	0.00	2.30	0.00	1.92	1.15	0.77	0.38	1.53	0.00	0.00	0.00	0.00	0.00	91.57	100
3:00	0.00	0.38	0.38	2.30	0.00	2.30	1.15	1.15	0.38	1.15	0.00	0.00	0.00	0.38	0.00	90.42	100
3:30	0.00	0.38	0.38	2.30	0.00	2.30	1.15	1.15	0.38	1.15	0.00	0.00	0.00	0.38	0.00	90.42	100
4:00	0.00	0.00	0.38	1.53	0.00	1.15	1.15	0.77	0.38	1.15	0.00	0.00	0.38	0.77	0.00	92.34	100
4:30	0.00	0.38	0.77	1.92	0.00	0.77	0.77	0.77	0.38	0.77	0.00	0.00	0.38	0.77	0.00	92.34	100
5:00	0.00	0.38	0.38	1.92	0.38	1.15	0.77	0.77	0.38	0.77	0.00	0.00	0.77	0.77	0.00	91.57	100
5:30	0.00	0.00	0.77	1.92	0.38	0.77	0.77	0.77	0.38	0.77	0.00	0.00	0.77	0.77	0.00	91.95	100
6:00	0.00	0.00	0.38	1.15	0.38	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.38	0.38	0.00	96.17	100
6:30	0.00	0.00	0.38	1.15	0.38	0.38	0.00	0.38	0.00	1.15	0.00	0.00	0.00	0.38	0.00	95.79	100
7:00	0.00	0.00	0.38	0.38	0.38	0.38	0.38	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	96.93	100
7:30	0.00	0.00	0.38	0.38	0.38	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.32	100
8:00	0.38	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	97.70	100
8:30	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100
9:00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	98.08	100
9:30	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	0.00	99.23	100
10:00	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	0.00	0.00	98.85	100
10:30	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	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	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
11:30	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	99.23	100

average	0.34	0.30	0.49	1.84	0.22	1.40	0.98	0.63	0.23	0.65	0.00	0.01	0.13	0.18	0.00	92.62
maximum	1.92	1.15	2.30	5.75	1.53	4.98	4.60	2.68	0.77	1.53	0.00	0.38	0.77	0.77	0.00	100.00
std. dev.	0.54	0.41	0.68	2.00	0.40	1.68	1.32	0.86	0.29	0.60	0.00	0.06	0.23	0.25	0.00	8.39

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY 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	0.39	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	0.39	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	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
5:30	0.00	0.00	0.00	0.39	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100
6:00	0.00	0.00	0.00	0.77	1.16	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.30	100
6:30	0.00	0.00	0.00	1.54	0.77	0.00	0.77	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	96.14	100
7:00	0.77	0.39	0.77	0.77	0.77	0.77	1.16	0.77	0.00	1.54	0.00	0.00	0.00	0.00	0.00	92.28	100
7:30	0.77	0.00	1.16	1.16	0.77	1.93	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.66	100
8:00	2.70	0.39	0.77	1.54	1.54	3.86	2.70	1.16	0.39	0.39	0.00	0.00	0.39	0.00	0.00	84.17	100
8:30	2.70	0.39	0.77	1.54	0.77	3.09	2.32	1.16	0.39	0.39	0.00	0.00	0.39	0.00	0.00	86.10	100
9:00	3.86	0.00	0.77	3.47	1.16	3.09	3.86	1.54	1.16	0.77	0.00	0.39	0.39	0.77	0.00	78.76	100
9:30	3.86	0.00	0.77	3.09	1.16	3.09	3.86	1.54	1.16	0.77	0.00	0.39	0.39	0.77	0.00	79.15	100
10:00	3.47	0.00	1.54	5.02	1.16	3.09	4.25	1.54	1.16	0.77	0.00	0.77	0.77	0.77	0.00	75.68	100
10:30	3.47	0.00	1.54	5.02	1.16	3.09	4.25	1.54	1.16	0.77	0.00	0.77	0.77	0.77	0.00	75.68	100
11:00	3.47	0.00	1.16	5.02	1.16	2.70	4.25	1.54	1.16	1.16	0.00	0.39	1.16	0.77	0.00	76.06	100
11:30	3.47	0.00	1.16	5.41	1.16	2.70	4.25	1.54	1.16	1.16	0.00	0.39	1.16	0.77	0.00	75.68	100
NOON	1.16	0.00	0.39	4.25	0.39	1.93	3.09	0.77	1.16	0.39	0.00	0.39	1.16	0.39	0.00	84.56	100
0:30	0.77	0.00	0.39	3.86	0.00	1.93	3.09	0.39	1.16	0.39	0.00	0.39	1.16	0.39	0.00	86.10	100
1:00	0.77	0.00	0.39	1.93	0.00	2.32	1.16	0.77	0.77	0.00	0.39	0.39	1.16	0.39	0.00	89.58	100
1:30	0.77	0.00	0.39	1.93	0.00	2.32	1.93	0.39	0.77	0.00	0.39	0.39	1.16	0.39	0.00	89.19	100
2:00	1.16	0.00	0.77	1.16	0.00	1.54	0.39	0.39	0.00	0.00	0.00	0.39	0.39	0.39	0.00	93.44	100
2:30	1.16	0.00	1.16	1.16	0.00	1.54	0.39	0.39	0.00	0.00	0.00	0.39	0.39	0.39	0.00	93.05	100
3:00	1.16	0.00	0.39	1.16	0.00	1.54	0.77	0.77	0.00	0.39	0.00	0.39	0.39	0.39	0.00	92.66	100
3:30	1.16	0.00	0.39	1.16	0.00	1.54	0.77	0.77	0.00	0.39	0.00	0.39	0.39	0.39	0.39	92.28	100
4:00	1.16	0.00	0.00	0.39	0.00	0.77	1.16	0.77	0.00	0.00	0.39	0.39	0.00	0.00	0.00	94.98	100
4:30	1.16	0.00	0.00	0.39	0.00	0.39	1.16	0.77	0.00	0.00	0.39	0.39	0.00	0.00	0.00	95.37	100
5:00	0.77	0.39	0.39	0.39	0.39	0.39	1.16	0.77	0.00	0.00	0.39	0.77	0.39	0.00	0.00	93.82	100
5:30	0.77	0.00	0.39	1.16	0.39	0.39	1.54	0.77	0.00	0.00	0.39	0.39	0.39	0.00	0.00	93.44	100
6:00	0.39	0.00	0.39	0.39	0.39	0.00	0.39	1.16	0.39	0.39	0.39	0.39	0.77	0.00	0.00	94.59	100
6:30	0.39	0.00	0.39	0.39	0.00	0.39	0.39	0.39	0.39	0.39	0.39	0.39	0.77	0.00	0.00	95.37	100
7:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.00	0.00	98.07	100
7:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	98.84	100
8:00	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	0.00	99.23	100
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.23	100
9:00	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
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.61	100
10:30	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
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100

Average	0.86	0.03	0.34	1.15	0.31	0.93	1.14	0.48	0.27	0.23	0.07	0.19	0.30	0.17	0.03	93.50
maximum	3.86	0.39	1.54	5.41	1.54	3.86	4.25	1.54	1.16	1.54	0.39	0.77	1.16	0.77	0.39	100.00
std. dev.	1.23	0.11	0.45	1.60	0.47	1.22	1.38	0.55	0.44	0.37	0.15	0.24	0.41	0.27	0.11	7.77

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
3:30	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	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	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.36	0.00	0.00	0.00	0.00	0.00	99.29	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	99.64	100
6:00	0.00	0.00	0.36	0.36	0.00	0.00	0.00	0.36	0.00	1.07	0.00	0.00	0.00	0.00	0.00	97.86	100
6:30	0.36	0.00	0.36	1.78	0.00	0.36	0.00	0.71	0.00	1.42	0.00	0.36	0.00	0.00	0.00	94.66	100
7:00	1.07	0.71	0.00	2.85	0.36	2.14	0.71	0.36	0.36	2.14	0.00	1.07	0.36	0.00	0.00	87.90	100
7:30	1.07	0.36	0.00	3.20	0.36	1.42	0.36	0.36	0.36	1.78	0.00	1.07	0.00	0.00	0.00	89.68	100
8:00	2.14	0.36	1.07	3.91	0.36	4.63	2.14	1.07	1.07	1.78	0.00	1.07	0.71	0.00	0.00	79.72	100
8:30	2.14	0.36	0.71	3.91	0.36	4.27	2.14	1.07	0.71	1.78	0.00	0.71	0.36	0.00	0.00	81.49	100
9:00	2.14	1.42	1.07	3.91	0.71	3.91	2.14	1.78	0.71	1.78	0.00	0.71	0.36	0.00	0.00	79.36	100
9:30	1.78	1.42	1.07	4.27	0.71	3.91	2.14	1.78	0.71	1.78	0.00	0.71	0.36	0.00	0.00	79.36	100
10:00	1.78	1.42	1.07	3.91	0.71	4.63	2.85	2.14	1.42	1.07	0.00	0.71	0.71	0.00	0.00	77.58	100
10:30	1.78	1.42	1.07	3.91	0.71	4.63	2.85	2.14	0.71	1.07	0.00	0.71	0.71	0.00	0.00	78.29	100
11:00	1.07	1.07	0.71	3.91	1.07	3.91	2.49	1.07	0.71	1.07	0.00	1.07	0.71	0.00	0.00	81.14	100
11:30	1.07	1.07	0.71	3.91	0.71	4.27	2.49	1.07	0.71	1.07	0.00	1.07	0.71	0.00	0.00	81.14	100
NOON	1.07	0.71	1.07	2.14	0.71	3.20	2.14	0.71	0.71	0.36	0.00	0.71	0.36	0.00	0.00	86.12	100
0:30	0.36	0.36	0.71	2.14	0.71	3.20	2.14	0.71	0.71	0.36	0.00	0.71	0.36	0.00	0.00	87.54	100
1:00	0.71	0.00	1.42	1.78	0.71	3.56	1.42	0.36	0.36	0.00	0.00	0.71	0.00	0.00	0.00	88.97	100
1:30	0.71	0.00	0.71	1.78	0.71	3.20	1.42	0.36	0.36	0.00	0.00	0.71	0.00	0.00	0.00	90.04	100
2:00	0.71	0.00	0.36	1.78	0.36	1.78	0.36	0.00	0.00	0.36	0.00	0.71	0.00	0.00	0.00	93.59	100
2:30	0.71	0.00	0.36	1.78	0.36	1.78	0.36	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	93.24	100
3:00	0.71	0.00	0.36	1.42	0.36	1.78	0.36	0.00	0.00	0.71	0.00	0.71	0.00	0.00	0.00	93.59	100
3:30	0.71	0.00	0.36	1.42	0.36	1.42	0.36	0.00	0.36	0.71	0.00	0.71	0.00	0.00	0.00	93.59	100
4:00	0.71	0.00	0.36	1.42	0.36	1.42	0.71	0.00	0.00	0.71	0.00	1.07	0.00	0.00	0.00	93.24	100
4:30	0.71	0.36	0.36	1.42	0.00	0.36	1.07	0.00	0.00	0.71	0.00	0.36	0.00	0.00	0.00	94.66	100
5:00	0.71	0.71	0.36	1.42	0.00	0.71	1.07	0.36	0.00	0.36	0.00	0.00	0.36	0.00	0.00	93.95	100
5:30	0.71	0.36	0.00	1.78	0.00	0.71	1.07	0.00	0.36	0.36	0.00	0.00	0.00	0.00	0.00	94.66	100
6:00	1.07	0.36	0.36	1.78	0.00	0.71	0.71	0.00	0.36	1.07	0.00	0.00	0.00	0.00	0.00	93.59	100
6:30	1.07	0.36	0.36	1.42	0.00	0.71	0.71	0.00	0.36	1.42	0.00	0.00	0.00	0.00	0.00	93.59	100
7:00	0.36	0.36	0.00	0.71	0.00	0.36	0.71	0.36	0.36	0.36	0.00	0.00	0.00	0.00	0.00	96.44	100
7:30	0.36	0.36	0.36	0.36	0.00	0.71	0.71	0.00	0.36	0.36	0.00	0.00	0.00	0.00	0.00	96.44	100
8:00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
8:30	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
9:00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	99.29	100
9:30	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	99.29	100
10:00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
10:30	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
11:00	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
11:30	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
average	0.62	0.28	0.33	1.34	0.22	1.36	0.76	0.36	0.25	0.58	0.00	0.34	0.13	0.00	0.00	93.44	
maximum	2.14	1.42	1.42	4.27	1.07	4.63	2.85	2.14	1.42	2.14	0.00	1.07	0.71	0.00	0.00	100.00	
std. dev.	0.63	0.45	0.41	1.47	0.31	1.63	0.92	0.59	0.34	0.64	0.00	0.42	0.24	0.00	0.00	7.29	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
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	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
6:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.86	100
6:30	0.00	0.00	0.00	1.14	0.38	0.76	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.58	100
7:00	1.14	0.00	0.38	1.14	0.76	1.52	1.14	0.38	0.00	1.90	0.00	0.00	1.14	0.00	0.38	90.11	100
7:30	1.14	0.00	0.76	2.28	0.76	3.04	1.14	0.38	0.38	0.76	0.00	0.00	1.14	0.00	0.76	87.45	100
8:00	1.14	0.00	0.76	2.28	0.76	4.56	4.18	0.76	0.76	1.52	0.00	1.90	0.76	0.00	0.38	80.23	100
8:30	1.14	0.00	0.76	3.04	0.00	3.04	4.94	0.38	0.00	1.52	0.00	1.14	0.76	0.00	0.38	82.89	100
9:00	0.76	0.00	1.52	3.04	0.38	2.66	6.08	0.76	0.38	1.52	0.00	1.14	0.76	0.00	0.00	80.99	100
9:30	0.76	0.00	1.14	3.42	0.38	2.66	6.08	0.38	0.00	1.52	0.00	1.52	0.76	0.00	0.00	81.37	100
10:00	0.76	0.76	1.14	2.66	0.38	3.80	6.08	1.14	0.38	1.52	0.00	1.90	1.14	0.00	0.00	78.33	100
10:30	0.76	0.76	1.14	2.66	0.38	3.80	6.08	1.14	0.38	1.52	0.00	1.90	1.14	0.00	0.00	78.33	100
11:00	0.76	0.76	1.14	3.04	0.00	3.42	6.46	1.14	0.38	1.90	0.00	1.90	1.14	0.00	0.00	77.95	100
11:30	0.76	0.76	1.14	3.80	0.00	3.42	6.46	1.14	0.38	1.52	0.00	1.90	1.14	0.00	0.00	77.57	100
NOON	1.14	0.38	0.76	1.90	0.00	2.66	3.42	0.76	0.38	0.76	0.00	1.14	0.38	0.00	0.00	86.31	100
0:30	0.38	0.38	0.76	1.90	0.00	2.66	4.18	0.38	0.38	0.38	0.00	1.14	0.38	0.00	0.00	87.07	100
1:00	0.38	0.38	1.14	0.38	0.00	3.04	3.80	0.00	0.76	0.38	0.00	1.14	0.38	0.00	0.00	88.21	100
1:30	0.76	0.38	1.14	0.76	0.00	2.66	3.42	0.00	0.76	0.38	0.00	1.14	0.38	0.00	0.00	88.21	100
2:00	0.76	0.38	1.52	0.76	0.00	1.90	1.52	0.00	0.00	0.38	0.00	0.76	0.38	0.00	0.00	91.63	100
2:30	0.38	0.38	1.52	0.76	0.00	1.90	1.52	0.00	0.00	0.38	0.00	0.76	0.38	0.00	0.00	92.02	100
3:00	0.38	0.00	1.52	0.76	0.00	1.52	1.90	0.38	0.00	0.76	0.00	0.76	0.76	0.00	0.00	91.25	100
3:30	0.38	0.00	1.14	0.76	0.00	1.52	1.90	0.38	0.00	0.76	0.00	0.76	0.76	0.00	0.00	91.63	100
4:00	0.76	0.00	1.14	0.76	0.00	0.76	1.90	0.00	0.00	0.76	0.00	0.76	0.38	0.00	0.00	92.78	100
4:30	0.76	0.00	1.14	0.76	0.00	0.76	2.28	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	93.16	100
5:00	0.76	0.00	0.76	0.38	0.00	0.76	2.28	0.00	0.00	0.76	0.00	0.00	0.76	0.00	0.00	93.54	100
5:30	0.38	0.00	0.76	1.52	0.00	1.52	1.90	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.00	92.78	100
6:00	0.38	0.00	0.00	0.76	0.00	1.14	0.38	0.00	0.00	1.14	0.00	0.00	0.38	0.00	0.00	95.82	100
6:30	0.38	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	1.52	0.00	0.00	0.38	0.00	0.00	96.58	100
7:00	0.38	0.00	0.00	0.00	0.00	1.14	0.38	0.38	0.00	0.38	0.00	0.38	0.76	0.00	0.00	96.20	100
7:30	0.38	0.38	0.38	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	97.34	100
8:00	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	0.00	0.00	98.86	100
8:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	98.86	100
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
11:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
11:30	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	0.00	0.00	98.86	100

average	0.38	0.12	0.50	0.93	0.09	1.23	1.66	0.30	0.11	0.58	0.00	0.47	0.39	0.00	0.04	93.20
maximum	1.14	0.76	1.52	3.80	0.76	4.56	6.46	1.14	0.76	1.90	0.00	1.90	1.14	0.00	0.76	100.00
std.dev.	0.40	0.24	0.56	1.08	0.21	1.36	2.21	0.36	0.22	0.61	0.00	0.67	0.40	0.00	0.14	7.35

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
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	99.62	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	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	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	99.62	100
6:00	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	0.00	0.00	99.23	100
6:30	0.38	0.00	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	98.46	100
7:00	0.00	0.38	0.38	0.38	0.38	0.00	0.77	1.15	0.00	1.92	0.00	1.54	0.00	0.38	0.00	92.69	100
7:30	0.38	0.00	1.15	0.38	0.38	0.00	1.15	0.77	0.00	1.54	0.00	1.54	0.00	0.00	0.00	92.69	100
8:00	1.15	0.00	1.15	0.77	0.38	0.77	3.46	1.54	0.38	1.54	0.00	1.54	0.00	0.38	0.00	86.92	100
8:30	0.77	0.00	1.15	0.77	0.00	0.77	3.46	1.54	0.77	1.15	0.00	1.54	0.00	0.38	0.00	87.69	100
9:00	1.54	0.00	1.15	1.54	0.38	1.54	3.85	1.92	0.77	1.15	0.00	1.92	0.38	0.38	0.00	83.46	100
9:30	1.54	0.00	1.54	1.54	0.38	1.15	3.85	2.31	1.15	1.15	0.00	1.92	0.38	0.38	0.00	82.69	100
10:00	1.92	0.00	1.54	2.69	0.38	1.92	5.77	2.31	1.54	1.54	0.38	1.92	1.15	0.77	0.00	76.15	100
10:30	1.92	0.00	1.54	2.69	0.38	1.92	5.77	2.31	1.15	1.54	0.38	1.92	1.15	0.77	0.00	76.54	100
11:00	1.15	0.00	1.54	3.08	0.38	1.92	5.00	1.92	1.15	1.54	0.77	1.92	0.77	0.38	0.00	78.46	100
11:30	1.15	0.00	1.15	3.46	0.38	1.92	5.00	1.92	0.77	1.92	0.77	1.92	0.77	0.38	0.00	78.46	100
NOON	0.38	0.00	1.54	1.92	0.00	0.77	1.15	0.00	0.77	0.77	0.00	1.92	0.38	0.00	0.00	90.38	100
0:30	0.38	0.00	1.54	1.92	0.00	0.77	1.15	0.00	0.77	0.38	0.00	1.92	0.38	0.00	0.00	90.77	100
1:00	0.00	0.00	0.77	1.54	0.00	0.38	1.54	0.00	0.38	0.00	0.00	1.54	0.77	0.00	0.00	93.08	100
1:30	0.00	0.00	0.77	1.15	0.00	0.38	1.54	0.00	0.38	0.00	0.00	1.54	0.77	0.00	0.00	93.46	100
2:00	0.38	0.00	0.00	0.38	0.00	0.38	1.54	0.00	0.00	0.38	0.00	1.15	0.77	0.00	0.00	95.00	100
2:30	0.38	0.00	0.00	0.38	0.00	0.38	1.54	0.00	0.00	0.38	0.00	1.15	0.77	0.00	0.00	95.00	100
3:00	0.38	0.00	0.00	0.77	0.00	0.77	1.92	0.00	0.00	0.38	0.00	1.15	0.77	0.00	0.00	93.85	100
3:30	0.38	0.00	0.00	0.77	0.00	0.77	1.92	0.00	0.00	0.38	0.00	1.15	0.77	0.00	0.00	93.85	100
4:00	0.00	0.00	0.00	0.38	0.77	0.77	1.54	0.38	0.00	0.00	0.00	0.77	0.38	0.38	0.00	94.62	100
4:30	0.00	0.00	0.38	0.77	0.77	0.77	1.54	0.38	0.00	0.00	0.00	0.77	0.38	0.38	0.00	93.85	100
5:00	0.00	0.38	0.38	0.38	1.15	0.38	1.15	1.15	0.38	0.00	0.00	0.38	0.38	0.38	0.00	93.46	100
5:30	0.00	0.00	0.38	0.38	0.77	0.38	1.15	0.77	0.38	0.38	0.00	0.38	0.38	0.38	0.00	94.23	100
6:00	0.38	0.00	0.00	0.38	0.00	0.77	0.77	1.15	0.38	0.38	0.00	0.38	0.38	0.38	0.00	94.62	100
6:30	0.00	0.00	0.38	0.00	0.00	1.54	0.77	0.77	0.00	0.77	0.00	0.38	0.38	0.38	0.00	94.62	100
7:00	0.00	0.00	0.77	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	96.54	100
7:30	0.00	0.00	0.77	0.77	0.00	0.77	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	96.92	100
8:00	0.00	0.00	0.00	0.38	0.00	0.77	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	98.08	100
8:30	0.00	0.00	0.00	0.38	0.00	0.77	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	98.08	100
9:00	0.00	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	98.46	100
9:30	0.00	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	98.85	100
10:00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	98.46	100
10:30	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	98.46	100
11:00	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	99.62	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100

average	0.30	0.02	0.44	0.63	0.14	0.54	1.27	0.50	0.23	0.40	0.06	0.74	0.26	0.14	0.00	94.29
maximum	1.92	0.38	1.54	3.46	1.15	1.92	5.77	2.31	1.54	1.92	0.77	1.92	1.15	0.77	0.00	100.00
std. dev.	0.54	0.09	0.57	0.90	0.27	0.59	1.62	0.75	0.40	0.61	0.18	0.74	0.35	0.22	0.00	6.72

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
1:00	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	99.62	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
2:00	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	99.62	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
3:00	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	99.62	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
4:00	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	99.62	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
5:00	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	99.62	100
5:30	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	0.00	0.00	98.47	100
6:00	0.38	0.00	0.00	1.15	0.00	0.00	0.38	0.76	0.00	0.76	0.00	0.00	0.00	0.00	0.00	96.56	100
6:30	0.38	0.00	0.00	1.15	0.00	0.00	0.38	1.15	0.00	0.76	0.00	0.00	0.76	0.38	0.00	95.04	100
7:00	0.76	0.00	0.38	1.91	0.00	0.00	1.53	1.15	0.00	1.91	0.00	0.00	1.15	0.38	0.00	90.84	100
7:30	1.15	0.00	0.38	1.91	0.38	0.38	1.53	1.53	0.00	0.76	0.00	0.38	0.76	0.38	0.00	90.46	100
8:00	1.53	0.76	1.15	3.05	1.15	0.38	4.20	1.15	0.76	1.53	0.00	0.38	0.76	0.00	0.00	83.21	100
8:30	1.53	0.76	1.15	3.44	1.53	0.76	4.20	1.15	0.38	1.53	0.00	0.00	0.76	0.00	0.00	82.82	100
9:00	1.53	1.15	1.53	4.58	1.91	2.29	4.96	1.15	0.76	1.53	0.00	0.38	1.53	0.38	0.00	76.34	100
9:30	1.53	1.15	1.53	4.58	1.91	1.91	4.58	1.53	0.76	1.53	0.00	0.38	1.53	0.38	0.00	76.72	100
10:00	1.15	1.15	1.91	4.96	1.91	3.44	4.58	2.67	1.15	1.15	0.00	1.15	1.15	0.38	0.38	72.90	100
10:30	1.15	1.15	2.29	5.34	1.91	3.05	4.58	2.67	1.15	1.15	0.00	1.15	1.15	0.38	0.38	72.52	100
11:00	0.76	1.15	1.15	4.58	1.53	3.05	4.96	2.29	1.15	1.15	0.00	1.15	1.15	0.38	0.38	75.19	100
11:30	0.76	1.15	1.15	4.96	1.53	3.05	4.96	1.91	1.15	1.15	0.00	1.15	1.15	0.38	0.38	75.19	100
NOON	0.38	0.38	0.38	2.29	0.76	1.91	1.53	0.76	0.76	1.15	0.00	1.15	1.15	0.00	0.38	87.02	100
0:30	0.38	0.38	0.38	1.53	0.76	1.91	2.29	1.15	0.76	0.38	0.00	1.15	1.15	0.00	0.38	87.40	100
1:00	0.38	0.00	0.00	0.76	0.00	1.15	1.15	0.38	0.38	0.76	0.00	0.76	0.38	0.00	0.00	93.89	100
1:30	0.38	0.00	0.00	0.76	0.00	1.15	1.15	0.38	0.38	0.76	0.00	0.38	0.38	0.00	0.00	94.27	100
2:00	0.38	0.00	0.38	0.76	0.00	0.76	1.53	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.38	94.66	100
2:30	0.38	0.00	0.38	0.76	0.00	0.76	1.53	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.38	94.66	100
3:00	0.38	0.00	0.00	0.76	0.00	1.15	1.53	0.38	0.00	1.15	0.00	0.38	0.38	0.00	0.00	93.89	100
3:30	0.76	0.00	0.00	1.15	0.00	1.15	1.53	0.38	0.00	0.76	0.00	0.00	0.38	0.00	0.00	93.89	100
4:00	0.76	0.00	0.00	0.76	0.00	1.15	1.15	0.38	0.00	0.76	0.00	0.00	0.76	0.00	0.00	94.27	100
4:30	0.76	0.00	0.00	0.76	0.00	1.15	1.15	0.38	0.00	0.76	0.00	0.00	0.76	0.00	0.00	94.27	100
5:00	0.76	0.00	0.00	1.15	0.00	0.76	1.53	0.38	0.00	0.76	0.00	0.38	0.76	0.00	0.00	93.51	100
5:30	0.76	0.00	0.00	1.15	0.00	0.76	1.53	0.38	0.00	0.76	0.00	0.00	0.76	0.00	0.00	93.89	100
6:00	1.53	0.00	0.00	0.38	0.38	0.38	0.38	0.00	0.38	1.15	0.00	0.00	0.38	0.00	0.00	95.04	100
6:30	0.76	0.00	0.00	0.38	0.00	0.38	0.76	0.00	0.38	0.76	0.00	0.00	0.38	0.00	0.00	96.18	100
7:00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.76	0.00	0.00	0.00	0.00	0.00	98.09	100
7:30	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100
8:00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	98.09	100
8:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	98.85	100
9:00	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
9:30	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
10:00	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
10:30	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
11:00	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	0.00	99.24	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	0.00	0.00	0.00	0.00	99.62	100

Average	0.48	0.19	0.29	1.16	0.33	0.72	1.35	0.53	0.21	0.62	0.00	0.21	0.44	0.07	0.06	93.33
maximum	1.53	1.15	2.29	5.34	1.91	3.44	4.96	2.67	1.15	1.91	0.00	1.15	1.53	0.38	0.38	99.62
std. dev.	0.51	0.40	0.57	1.62	0.64	0.96	1.59	0.73	0.38	0.51	0.00	0.39	0.48	0.15	0.14	8.26

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
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	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
5:00	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
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	98.85	100
7:00	0.38	0.00	0.00	0.38	0.38	0.38	0.00	1.15	0.00	0.38	0.00	0.38	0.00	0.00	0.00	96.54	100
7:30	0.38	0.00	0.00	0.00	0.38	0.38	0.38	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	97.31	100
8:00	0.77	0.77	0.00	1.15	0.77	0.38	1.92	0.38	0.38	1.54	0.00	0.38	0.38	0.00	0.00	91.15	100
8:30	0.77	0.77	0.00	1.15	0.38	0.38	1.92	0.38	0.38	1.54	0.00	0.38	0.38	0.00	0.00	91.54	100
9:00	1.54	0.77	0.00	4.23	0.38	1.54	2.31	0.77	0.77	1.54	0.00	0.38	0.77	0.00	0.38	84.62	100
9:30	1.54	0.38	0.00	4.23	0.38	1.54	1.92	0.77	0.77	1.54	0.00	0.38	0.77	0.00	0.38	85.38	100
10:00	1.54	0.00	0.77	4.23	0.38	2.69	2.31	1.15	0.77	1.15	0.00	0.38	0.77	0.00	0.38	83.46	100
10:30	1.54	0.00	0.77	4.23	0.38	2.31	2.31	1.15	0.77	1.15	0.00	0.38	0.77	0.00	0.38	83.85	100
11:00	1.15	0.00	0.77	3.08	0.77	2.69	2.69	1.15	0.38	1.15	0.00	0.38	1.54	0.00	0.38	83.85	100
11:30	1.15	0.00	0.77	3.08	1.15	2.69	2.31	1.15	0.38	1.15	0.00	0.38	1.54	0.00	0.38	83.85	100
NOON	1.15	0.00	0.38	0.77	0.77	1.54	0.77	0.00	0.38	0.38	0.00	0.38	1.15	0.00	0.00	92.31	100
0:30	0.38	0.00	0.38	0.77	0.38	1.54	1.15	0.00	0.38	0.38	0.00	0.38	1.15	0.00	0.00	93.08	100
1:00	0.38	0.00	0.38	1.15	0.77	1.15	1.54	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	93.85	100
1:30	0.38	0.00	0.38	1.15	0.77	1.15	1.54	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	93.46	100
2:00	0.38	0.00	0.00	1.15	0.38	1.15	0.77	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	95.38	100
2:30	0.38	0.00	0.00	1.15	0.38	1.15	0.77	0.00	0.00	0.38	0.00	0.77	0.00	0.00	0.00	95.00	100
3:00	0.00	0.00	0.38	1.15	0.38	1.54	0.77	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	93.85	100
3:30	0.00	0.00	0.00	1.15	0.38	1.15	0.77	0.00	0.00	0.77	0.00	0.38	0.38	0.00	0.00	95.00	100
4:00	0.00	0.00	0.38	1.15	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	95.38	100
4:30	0.00	0.00	0.38	0.77	0.38	1.54	0.38	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	95.38	100
5:00	0.00	0.00	0.38	1.15	0.00	0.38	0.77	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	96.15	100
5:30	0.00	0.00	0.38	1.54	0.00	0.38	0.77	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	95.77	100
6:00	0.00	0.00	0.38	0.38	0.38	1.15	0.38	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	95.77	100
6:30	0.00	0.00	0.38	0.77	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	96.92	100
7:00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	1.54	0.00	0.00	0.38	0.00	0.00	97.31	100
7:30	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	1.54	0.00	0.00	0.38	0.00	0.00	97.31	100
8:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	98.46	100
8:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.77	0.00	0.00	0.38	0.00	0.38	97.69	100
9:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.46	100
9:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
10:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
10:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	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	0.00	99.62	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	100.00	100

average	0.30	0.06	0.15	0.85	0.22	0.71	0.61	0.22	0.11	0.54	0.00	0.15	0.34	0.00	0.08	95.66
maximum	1.54	0.77	0.77	4.23	1.15	2.69	2.69	1.15	0.77	1.54	0.00	0.77	1.54	0.00	0.38	100.00
std.dev.	0.50	0.19	0.25	1.26	0.30	0.79	0.84	0.38	0.24	0.53	0.00	0.21	0.44	0.00	0.16	5.05

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.84	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.84	100
1:00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100
1:30	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100
2:00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100
2:30	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100
3:00	0.00	0.00	0.00	0.05	0.00	0.05	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.73	100
3:30	0.00	0.00	0.00	0.05	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.78	100
4:00	0.00	0.00	0.00	0.05	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.84	100
4:30	0.00	0.00	0.00	0.05	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.78	100
5:00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.05	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.62	100
5:30	0.00	0.00	0.05	0.27	0.00	0.00	0.16	0.05	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.35	100
6:00	0.11	0.00	0.11	0.60	0.16	0.05	0.22	0.27	0.00	0.43	0.00	0.00	0.00	0.00	0.00	98.05	100
6:30	0.22	0.00	0.11	1.25	0.16	0.22	0.22	0.49	0.00	0.76	0.00	0.11	0.11	0.05	0.00	96.32	100
7:00	0.65	0.27	0.33	1.57	0.38	0.87	0.92	0.70	0.05	1.57	0.00	0.43	0.38	0.11	0.05	91.71	100
7:30	0.76	0.16	0.49	1.79	0.43	1.19	0.92	0.65	0.11	0.98	0.00	0.49	0.33	0.05	0.11	91.55	100
8:00	1.46	0.43	0.87	2.55	0.70	2.71	2.87	1.08	0.60	1.35	0.00	0.76	0.49	0.11	0.05	83.97	100
8:30	1.41	0.43	0.81	2.71	0.43	2.28	3.03	1.03	0.43	1.30	0.00	0.54	0.49	0.11	0.05	84.94	100
9:00	1.84	0.60	1.03	3.79	0.81	2.82	3.74	1.46	0.70	1.35	0.00	0.70	0.65	0.27	0.05	80.17	100
9:30	1.84	0.54	1.03	3.85	0.87	2.60	3.63	1.52	0.70	1.35	0.00	0.76	0.65	0.27	0.05	80.34	100
10:00	1.79	0.65	1.46	4.17	0.87	3.52	4.33	1.95	1.03	1.25	0.05	0.98	0.87	0.33	0.11	76.65	100
10:30	1.79	0.65	1.52	4.23	0.92	3.41	4.33	1.95	0.87	1.25	0.05	0.98	0.87	0.33	0.11	76.76	100
11:00	1.35	0.60	1.19	4.06	0.92	3.20	4.28	1.68	0.81	1.35	0.11	0.98	0.92	0.27	0.11	78.17	100
11:30	1.35	0.60	1.14	4.33	0.81	3.25	4.23	1.63	0.76	1.30	0.11	0.98	0.92	0.27	0.11	78.22	100
NOON	0.81	0.38	0.87	2.38	0.43	2.28	2.00	0.60	0.70	0.70	0.00	0.81	0.65	0.05	0.05	87.27	100
0:30	0.43	0.33	0.87	2.11	0.33	2.28	2.28	0.54	0.70	0.54	0.00	0.81	0.65	0.05	0.05	88.03	100
1:00	0.38	0.11	0.70	1.46	0.22	2.06	1.73	0.27	0.49	0.38	0.05	0.70	0.38	0.05	0.00	91.01	100
1:30	0.43	0.11	0.60	1.41	0.22	1.95	1.79	0.22	0.49	0.38	0.05	0.65	0.43	0.05	0.00	91.22	100
2:00	0.54	0.11	0.43	1.19	0.11	1.35	1.03	0.22	0.05	0.43	0.00	0.49	0.27	0.05	0.05	93.66	100
2:30	0.49	0.11	0.49	1.19	0.11	1.35	1.03	0.22	0.05	0.54	0.00	0.54	0.27	0.05	0.05	93.50	100
3:00	0.43	0.05	0.43	1.19	0.11	1.52	1.19	0.38	0.05	0.81	0.00	0.54	0.38	0.11	0.00	92.80	100
3:30	0.49	0.05	0.33	1.25	0.11	1.41	1.19	0.38	0.11	0.70	0.00	0.49	0.38	0.11	0.05	92.96	100
4:00	0.49	0.00	0.33	0.92	0.22	1.03	1.14	0.33	0.05	0.54	0.05	0.43	0.38	0.16	0.00	93.93	100
4:30	0.49	0.11	0.43	0.98	0.16	0.81	1.19	0.33	0.05	0.49	0.05	0.27	0.33	0.16	0.00	94.15	100
5:00	0.43	0.27	0.38	0.98	0.27	0.65	1.25	0.49	0.11	0.43	0.05	0.22	0.60	0.16	0.00	93.72	100
5:30	0.38	0.05	0.38	1.35	0.22	0.70	1.25	0.38	0.16	0.43	0.05	0.11	0.54	0.16	0.00	93.82	100
6:00	0.54	0.05	0.22	0.76	0.22	0.65	0.43	0.38	0.22	0.76	0.05	0.11	0.43	0.11	0.00	95.07	100
6:30	0.38	0.05	0.27	0.60	0.05	0.70	0.43	0.22	0.16	0.92	0.05	0.11	0.38	0.11	0.00	95.56	100
7:00	0.16	0.05	0.16	0.27	0.05	0.49	0.33	0.27	0.11	0.54	0.05	0.11	0.27	0.05	0.00	97.07	100
7:30	0.11	0.11	0.27	0.33	0.05	0.54	0.27	0.05	0.11	0.38	0.00	0.05	0.11	0.11	0.00	97.51	100
8:00	0.16	0.00	0.11	0.05	0.11	0.33	0.11	0.05	0.05	0.22	0.00	0.11	0.16	0.00	0.00	98.54	100
8:30	0.16	0.00	0.00	0.05	0.00	0.27	0.16	0.11	0.00	0.16	0.00	0.05	0.16	0.00	0.11	98.75	100
9:00	0.11	0.05	0.00	0.00	0.00	0.16	0.16	0.16	0.05	0.16	0.00	0.05	0.05	0.00	0.05	98.97	100
9:30	0.11	0.00	0.00	0.00	0.00	0.16	0.11	0.16	0.00	0.11	0.00	0.05	0.00	0.00	0.05	99.24	100
10:00	0.11	0.00	0.00	0.05	0.00	0.16	0.05	0.11	0.00	0.16	0.05	0.05	0.00	0.00	0.05	99.19	100
10:30	0.11	0.00	0.00	0.05	0.00	0.22	0.05	0.11	0.00	0.16	0.05	0.05	0.00	0.00	0.00	99.19	100
11:00	0.11	0.00	0.00	0.05	0.00	0.11	0.11	0.05	0.00	0.11	0.00	0.00	0.00	0.00	0.00	99.46	100
11:30	0.11	0.00	0.00	0.05	0.00	0.05	0.11	0.05	0.00	0.05	0.00	0.00	0.05	0.00	0.00	99.51	100

average	0.47	0.14	0.36	1.13	0.22	0.99	1.11	0.43	0.20	0.51	0.02	0.30	0.28	0.08	0.03	93.72
maximum	1.84	0.65	1.52	4.33	0.92	3.52	4.33	1.95	1.03	1.57	0.11	0.98	0.92	0.33	0.11	99.89
std.dev.	0.56	0.21	0.43	1.35	0.29	1.11	1.37	0.55	0.30	0.48	0.03	0.34	0.29	0.10	0.04	7.18

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.76	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	98.85	100
0:30	0.76	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	98.85	100
1:00	0.76	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	98.85	100
1:30	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
2:00	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	99.24	100
2:30	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	99.24	100
3:00	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	99.24	100
3:30	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	99.24	100
4:00	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100
4:30	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	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	0.00	0.00	0.00	0.00	99.24	100
5:30	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	99.24	100
6:00	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	99.24	100
6:30	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	99.24	100
7:00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100
7:30	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100
8:00	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100
8:30	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100
9:00	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	98.47	100
9:30	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	98.47	100
10:00	1.15	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	97.33	100
10:30	1.15	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	97.33	100
11:00	1.15	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	97.33	100
11:30	1.15	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	97.71	100
NOON	0.76	0.76	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	0.38	97.33	100
12:30	0.76	0.76	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	0.38	97.33	100
1:00	0.76	1.91	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	96.56	100
1:30	0.76	1.91	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	96.56	100
2:00	0.38	2.29	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	1.15	95.80	100
2:30	0.38	2.29	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	1.53	95.42	100
3:00	0.38	2.29	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	0.76	96.18	100
3:30	0.38	2.29	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	0.76	96.18	100
4:00	0.76	0.76	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	1.91	95.80	100
4:30	0.76	0.76	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	1.91	95.80	100
5:00	0.76	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	1.91	95.04	100
5:30	0.76	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	1.91	94.66	100
6:00	0.76	3.05	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.38	0.00	3.82	90.84	100
6:30	3.05	3.82	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.00	0.00	4.20	87.40	100
7:00	4.96	5.34	0.76	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.38	0.00	4.96	82.06	100
7:30	5.34	11.07	1.53	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.38	0.76	0.00	0.38	0.00	4.96	74.43	100
7:45	4.96	11.07	3.05	0.00	0.00	0.38	0.00	0.00	0.76	0.00	0.38	0.76	0.00	0.38	0.00	4.96	73.28	100
8:00	10.31	12.60	3.44	0.00	0.00	0.38	0.00	0.00	0.76	0.38	0.00	0.38	0.38	0.38	0.00	4.58	66.41	100
8:30	10.69	12.21	4.20	0.00	0.00	0.76	0.00	0.00	0.38	0.38	0.00	0.38	0.38	0.38	0.00	5.34	64.89	100
9:00	9.54	9.54	3.82	0.00	0.00	3.05	1.91	0.38	1.15	1.15	0.00	0.76	0.38	0.00	0.00	4.58	63.74	100
9:30	10.31	6.11	3.05	0.00	0.00	2.67	1.91	0.76	1.15	1.15	0.00	0.76	0.38	0.00	0.00	5.34	66.41	100
10:00	3.44	3.05	1.53	0.00	0.00	2.29	1.91	0.76	1.15	1.15	0.00	0.76	0.00	0.00	0.00	3.44	80.53	100
10:30	1.53	2.67	0.76	0.00	0.00	2.29	1.91	0.38	0.38	1.15	0.38	0.76	0.00	0.00	0.00	3.05	84.73	100
11:00	0.00	0.38	0.76	0.00	0.00	0.38	0.76	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	96.56	100
11:30	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	0.00	0.00	99.24	100
average	1.89	2.11	0.54	0.02	0.05	0.26	0.24	0.05	0.16	0.15	0.05	0.19	0.04	0.06	0.00	1.31	92.89	
maximum	10.69	12.60	4.20	0.38	0.38	3.05	1.91	0.76	1.15	1.15	0.38	0.76	0.38	0.38	0.00	5.34	99.24	
std. dev.	2.77	3.44	1.08	0.08	0.13	0.72	0.53	0.17	0.33	0.33	0.13	0.30	0.12	0.14	0.00	1.84	10.34	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE TV	NET TV	SMASH TV	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	100.00	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	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	0.39	99.61	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	0.39	99.61	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	0.39	99.61	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	98.84	100
8:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	98.46	100
9:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	1.16	97.68	100
9:30	0.00	0.00	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	1.16	98.07	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	0.39	0.00	0.00	0.00	0.77	98.46	100
10:30	0.00	0.00	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	0.77	98.46	100
11:00	0.39	0.00	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	0.39	98.46	100
11:30	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100
NOON	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100
12:30	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100
1:00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	98.07	100
1:30	0.77	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.68	100
2:00	0.77	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.54	95.75	100
2:30	0.77	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.54	95.75	100
3:00	0.39	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.93	95.75	100
3:30	0.39	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.93	95.75	100
4:00	0.77	1.16	0.00	0.39	0.00	0.00	0.39	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	3.09	93.05	100
4:30	0.77	1.16	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	3.09	93.44	100
5:00	0.39	1.16	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	4.63	92.66	100
5:30	0.39	1.16	0.39	0.39	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	4.63	92.28	100
6:00	1.16	2.32	0.39	0.39	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	5.02	89.19	100
6:30	1.16	2.32	0.77	0.39	0.00	0.00	0.39	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.00	5.02	88.42	100
7:00	1.93	3.86	1.16	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.77	0.00	3.09	87.64	100
7:30	2.32	8.88	1.16	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.77	0.00	3.09	82.24	100
7:45	2.32	8.49	2.32	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.77	0.00	0.77	0.00	3.09	81.47	100
8:00	12.74	9.27	2.32	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.77	1.16	0.00	0.77	0.00	1.93	70.66	100
8:30	11.97	12.74	3.09	0.00	0.00	0.39	0.39	0.39	0.00	0.39	0.77	1.54	0.00	1.16	0.00	2.32	64.86	100
9:00	9.27	11.58	3.09	0.00	0.00	1.16	0.39	0.39	0.39	1.54	1.16	1.93	0.00	1.54	0.00	2.32	65.25	100
9:30	8.11	9.27	2.32	0.00	0.00	0.77	0.39	0.39	0.39	1.54	1.16	1.54	0.00	1.54	0.00	2.32	70.27	100
10:00	1.93	3.47	1.93	0.00	0.00	0.77	0.39	0.39	0.39	1.54	0.39	1.16	0.00	1.16	0.00	1.54	84.94	100
10:30	1.16	2.32	0.77	0.00	0.00	0.77	0.39	0.39	0.00	1.54	0.00	1.16	0.00	0.77	0.00	1.16	89.58	100
11:00	0.39	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	98.07	100
11:30	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	98.84	100
average	1.29	1.65	0.48	0.13	0.00	0.09	0.17	0.04	0.03	0.24	0.09	0.30	0.00	0.23	0.00	1.28	93.98	
maximum	12.74	12.74	3.09	0.39	0.00	1.16	0.39	0.39	0.39	1.54	1.16	1.93	0.00	1.54	0.00	5.02	100.00	
std. dev.	2.90	3.34	0.85	0.19	0.00	0.25	0.19	0.12	0.11	0.46	0.28	0.49	0.00	0.42	0.00	1.47	9.27	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	98.58	100
7:30	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	98.22	100
8:00	0.36	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	97.86	100
8:30	0.36	1.07	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.07	97.15	100
9:00	0.36	0.71	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.42	96.80	100
9:30	0.36	0.71	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.07	97.15	100
10:00	0.36	0.71	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.71	97.51	100
10:30	0.36	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.71	97.86	100
11:00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.93	100
11:30	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	98.93	100
NOON	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	98.58	100
12:30	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	98.58	100
1:00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	98.22	100
1:30	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.00	97.86	100
2:00	0.00	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.00	97.15	100
2:30	0.00	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.00	0.00	0.00	97.15	100
3:00	0.71	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.00	0.36	0.00	0.00	0.00	96.09	100
3:30	0.36	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.00	0.00	0.00	96.80	100
4:00	0.36	2.14	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.00	0.36	96.09	100
4:30	0.36	1.78	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.00	0.36	96.44	100
5:00	0.36	1.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.36	0.00	1.42	95.37	100
5:30	0.36	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.36	0.00	1.42	95.02	100
6:00	3.56	2.14	0.71	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.00	0.36	0.00	0.36	0.00	2.49	89.68	100
6:30	4.98	2.14	0.71	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.00	0.71	0.00	0.36	0.00	2.49	87.90	100
7:00	6.41	3.56	1.42	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.36	0.00	0.00	2.14	85.05	100
7:30	5.69	7.47	2.49	0.00	0.36	0.00	0.36	0.00	0.00	0.00	0.36	0.36	0.36	0.00	0.00	2.49	80.07	100
7:45	6.05	7.47	2.85	0.00	0.36	0.00	0.36	0.00	0.00	0.00	0.36	0.36	0.36	0.00	0.00	2.49	79.36	100
8:00	13.88	7.47	3.20	0.00	0.00	0.71	0.36	0.00	0.36	0.00	0.36	0.71	0.00	0.00	0.00	2.14	70.82	100
8:30	11.39	6.76	3.20	0.00	0.00	1.07	1.42	0.36	0.36	1.07	0.71	0.36	0.00	0.00	0.00	3.56	69.75	100
9:00	10.32	5.34	2.49	0.00	0.00	2.14	2.49	0.71	0.71	3.20	1.78	1.07	0.00	0.00	0.00	3.56	66.19	100
9:30	9.25	4.98	2.14	0.00	0.00	2.14	2.49	0.71	0.71	3.20	1.78	1.07	0.00	0.36	0.00	3.56	67.62	100
10:00	4.63	2.14	1.07	0.00	0.00	1.78	2.49	0.71	0.36	3.20	0.71	1.07	0.00	0.71	0.00	2.85	78.29	100
10:30	2.49	1.78	0.36	0.00	0.00	1.78	0.71	0.71	0.36	3.56	0.36	0.71	0.00	0.71	0.00	2.14	84.34	100
11:00	1.07	0.36	0.00	0.00	0.00	0.71	0.71	0.00	0.00	0.71	0.36	0.00	0.00	0.36	0.00	0.36	95.37	100
11:30	0.71	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.36	0.00	0.00	0.36	0.00	0.00	97.51	100
average	1.74	1.67	0.44	0.00	0.04	0.25	0.24	0.07	0.06	0.41	0.16	0.15	0.07	0.09	0.01	0.86	93.75	
maximum	13.88	7.47	3.20	0.00	0.36	2.14	2.49	0.71	0.71	3.56	1.78	1.07	0.36	0.71	0.36	3.56	100.00	
std. dev.	3.37	2.08	0.92	0.00	0.11	0.56	0.63	0.20	0.17	0.90	0.38	0.31	0.14	0.19	0.07	1.12	9.43	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.38	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	98.86	100
0:30	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	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	0.38	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	0.38	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	0.38	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	0.38	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	0.38	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	0.38	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	0.38	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	0.38	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	100.00	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	0.00	0.38	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	99.24	100
8:00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100
8:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
9:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
9:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100
10:00	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
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	0.00	0.00	0.00	99.62	100
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
NOON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
12:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.48	100
1:30	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.48	100
2:00	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	98.10	100
2:30	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	97.72	100
3:00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	98.48	100
3:30	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	98.10	100
4:00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	97.34	100
4:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	98.10	100
5:00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.38	0.00	0.38	97.34	100
5:30	0.00	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	97.34	100
6:00	1.90	1.90	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	1.52	92.78	100
6:30	2.28	1.90	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	1.14	92.78	100
7:00	3.42	3.04	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.38	0.00	0.00	0.00	2.66	88.59	100
7:30	3.80	7.60	1.52	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.38	0.00	0.00	0.00	2.66	82.51	100
7:45	3.80	7.60	2.28	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.38	0.00	0.00	0.00	2.66	81.75	100
8:00	12.55	7.60	2.28	0.00	0.00	0.76	0.00	0.00	0.76	0.38	0.76	0.76	0.00	0.00	0.38	3.42	70.34	100
8:30	9.51	6.84	2.66	0.00	0.00	1.14	0.00	0.00	0.76	0.76	1.90	1.14	0.00	0.00	0.38	4.18	70.72	100
9:00	6.46	4.18	2.28	0.00	0.00	1.14	0.00	0.38	1.52	2.66	3.80	3.04	0.00	0.38	0.38	3.80	69.96	100
9:30	4.56	4.18	2.28	0.00	0.00	1.14	0.00	0.38	1.90	2.28	4.18	3.04	0.00	0.38	0.38	3.80	71.48	100
10:00	3.04	3.04	1.14	0.00	0.00	1.14	0.00	0.38	1.52	1.90	3.80	2.28	0.00	0.38	0.00	2.66	78.71	100
10:30	2.28	0.76	0.38	0.00	0.00	1.14	0.00	0.38	1.14	1.52	3.80	2.28	0.00	0.00	0.00	1.90	84.41	100
11:00	1.14	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.38	2.28	0.38	0.00	0.00	0.00	0.00	94.30	100
11:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	1.90	0.38	0.00	0.00	0.00	0.00	96.96	100
average	1.15	1.13	0.44	0.00	0.00	0.20	0.00	0.03	0.24	0.29	0.65	0.31	0.00	0.03	0.03	0.71	94.78	
maximum	12.55	7.60	2.66	0.00	0.00	1.14	0.00	0.38	1.90	2.66	4.18	3.04	0.00	0.38	0.38	4.18	100.00	
std. dev.	2.55	2.15	0.72	0.00	0.00	0.37	0.00	0.11	0.44	0.59	1.10	0.75	0.00	0.11	0.11	1.21	8.87	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	0.38	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	99.62	100
8:00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	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	0.38	99.23	100
9:00	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	0.38	98.85	100
9:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
10:00	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	0.38	99.23	100
10:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.23	100
11:00	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	0.38	99.23	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	0.38	99.23	100
NOON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
12:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	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	99.62	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.77	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	1.54	97.31	100
2:30	0.00	0.77	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	1.54	97.31	100
3:00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	0.77	96.92	100
3:30	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	0.77	96.92	100
4:00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	1.92	96.15	100
4:30	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	1.92	96.15	100
5:00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.69	96.15	100
5:30	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.69	96.15	100
6:00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	2.69	95.00	100
6:30	2.31	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.00	2.69	93.08	100
7:00	3.08	1.15	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.77	0.00	0.38	0.00	2.69	90.38	100
7:30	3.08	3.46	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.77	0.00	0.38	0.00	2.69	88.08	100
7:45	3.46	3.85	0.77	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.77	0.00	0.38	0.00	3.08	86.15	100
8:00	24.62	4.23	0.38	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.77	0.77	0.00	0.77	0.00	1.54	65.38	100
8:30	28.46	2.69	0.77	0.00	0.00	0.77	0.00	0.00	0.77	1.15	1.15	0.77	0.00	0.77	0.00	1.54	61.15	100
9:00	30.77	2.69	0.00	0.00	0.00	2.31	0.38	0.00	1.15	2.69	1.15	1.54	0.38	0.38	0.00	0.77	55.77	100
9:30	31.15	2.31	0.00	0.00	0.00	1.92	0.38	0.00	1.15	2.69	1.15	2.31	0.38	0.38	0.00	0.77	55.38	100
10:00	26.54	1.54	0.00	0.00	0.00	1.92	0.38	0.00	1.15	2.31	1.15	1.92	0.38	0.38	0.00	0.77	61.54	100
10:30	22.31	1.54	0.00	0.00	0.00	1.92	0.38	0.00	1.15	1.92	1.15	1.54	0.00	0.38	0.00	0.77	66.92	100
11:00	4.23	0.38	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	0.00	0.00	93.46	100
11:30	1.54	0.00	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	97.69	100
average	3.77	0.75	0.04	0.00	0.00	0.20	0.03	0.00	0.24	0.28	0.15	0.27	0.09	0.09	0.00	0.75	93.35	
maximum	31.15	4.23	0.77	0.00	0.00	2.31	0.38	0.00	1.15	2.69	1.15	2.31	0.77	0.77	0.00	3.08	100.00	
std. dev.	9.01	1.07	0.16	0.00	0.00	0.57	0.11	0.00	0.44	0.68	0.37	0.55	0.23	0.20	0.00	0.99	12.67	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.38	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	99.62	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	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
9:00	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	0.38	0.38	98.47	100
9:30	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	0.38	0.38	98.47	100
10:00	0.38	0.76	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	98.09	100
10:30	0.38	0.76	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	98.09	100
11:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100
11:30	0.38	0.76	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	98.47	100
NOON	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100
12:30	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	98.47	100
1:00	1.91	1.53	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	95.80	100
1:30	1.91	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	96.18	100
2:00	3.05	4.20	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	0.76	89.69	100
2:30	3.05	4.20	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	0.76	89.69	100
3:00	3.44	4.20	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.38	0.38	0.00	0.00	0.38	89.69	100
3:30	3.05	4.20	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.38	0.38	0.38	0.00	0.00	0.76	89.31	100
4:00	3.82	4.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	2.67	86.64	100
4:30	3.44	4.96	0.38	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	3.05	86.26	100
5:00	2.67	4.58	0.38	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.76	0.76	0.00	0.00	0.00	3.05	86.64	100
5:30	2.29	4.20	0.38	0.00	0.00	0.00	0.00	0.00	0.00	1.15	1.15	0.76	0.00	0.00	0.00	3.05	87.02	100
6:00	2.67	4.58	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	1.15	0.38	0.00	0.38	0.00	3.05	86.64	100
6:30	2.29	5.34	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.38	0.00	3.44	85.88	100
7:00	3.44	6.49	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	2.29	85.88	100
7:30	3.44	7.63	1.53	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	1.53	84.35	100
7:45	3.82	7.63	1.53	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	1.53	83.97	100
8:00	9.16	6.11	1.53	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.91	79.01	100
8:30	6.49	4.96	1.15	0.00	0.00	2.29	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.00	1.91	82.06	100
9:00	3.05	4.20	1.15	0.00	0.00	3.44	0.00	0.00	0.38	3.44	0.76	0.38	0.00	0.00	0.00	2.29	80.92	100
9:30	2.29	3.44	1.53	0.00	0.00	3.05	0.00	0.00	0.38	3.44	0.76	0.38	0.00	0.00	0.00	2.29	82.44	100
10:00	2.29	2.67	0.76	0.00	0.00	2.29	0.00	0.00	0.00	3.44	0.76	0.38	0.00	0.00	0.00	1.91	85.50	100
10:30	2.29	1.53	0.38	0.00	0.00	1.53	0.00	0.00	0.00	3.82	0.76	0.38	0.00	0.38	0.00	1.91	87.02	100
11:00	0.76	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.38	0.38	0.00	0.76	0.00	0.76	93.89	100
11:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.38	0.00	0.00	98.09	100
average	1.54	1.99	0.25	0.00	0.00	0.38	0.00	0.00	0.03	0.55	0.28	0.14	0.04	0.07	0.02	0.86	93.85	
maximum	9.16	7.63	1.53	0.00	0.00	3.44	0.00	0.00	0.76	3.82	1.15	0.76	0.38	0.76	0.38	3.44	100.00	
std.dev.	1.91	2.42	0.48	0.00	0.00	0.82	0.00	0.00	0.13	1.04	0.34	0.22	0.12	0.17	0.08	1.10	6.90	

TABLE 7.3.G: TV AUDIENCES – SUNDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
8:00	1.53	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.08	100
8:30	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	98.47	100
9:00	2.30	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	97.32	100
9:30	2.68	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	96.93	100
10:00	5.36	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	93.10	100
10:30	5.36	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	92.72	100
11:00	4.98	0.77	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	93.49	100
11:30	4.98	0.77	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	93.49	100
NOON	4.98	0.77	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	93.49	100
12:30	4.60	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	94.25	100
1:00	5.36	0.77	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	0.77	92.72	100
1:30	5.75	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.77	92.72	100
2:00	1.92	1.53	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	1.92	92.72	100
2:30	1.92	1.53	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	1.92	92.72	100
3:00	1.92	1.92	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	2.68	91.19	100
3:30	1.53	1.92	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	2.68	91.57	100
4:00	0.77	1.92	0.38	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	3.45	91.57	100
4:30	0.77	1.92	0.38	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	3.45	91.57	100
5:00	0.77	2.30	0.77	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	3.45	91.19	100
5:30	0.77	2.30	0.77	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	3.45	91.19	100
6:00	0.77	2.68	0.77	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.38	0.00	0.00	0.00	2.68	91.19	100
6:30	1.15	2.68	0.77	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.38	0.00	0.00	0.00	2.68	90.80	100
7:00	2.30	3.07	1.15	0.00	0.00	1.15	0.00	0.00	0.00	0.77	0.38	0.77	0.00	0.00	0.00	1.53	88.89	100
7:30	2.68	5.36	1.15	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	1.53	86.59	100
7:45	2.68	5.36	1.15	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.00	0.00	1.53	86.59	100
8:00	14.94	6.13	1.15	0.00	0.00	1.15	0.00	0.00	0.00	1.15	0.77	0.38	0.00	0.00	0.00	2.30	72.03	100
8:30	14.18	4.21	0.38	0.00	0.00	1.15	0.00	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	2.68	75.48	100
9:00	14.94	4.21	0.77	0.00	0.00	1.15	1.53	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	2.68	72.80	100
9:30	11.49	4.21	1.15	0.00	0.00	1.15	1.53	0.00	0.00	0.77	0.38	0.38	0.00	0.00	0.00	2.68	76.25	100
10:00	6.51	1.15	1.15	0.00	0.00	1.15	1.15	0.00	0.00	0.77	0.38	0.77	0.00	0.00	0.00	1.92	85.06	100
10:30	3.83	0.77	1.15	0.00	0.00	1.15	0.77	0.00	0.00	0.38	0.38	0.77	0.00	0.00	0.00	1.92	88.89	100
11:00	0.77	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.38	96.55	100
11:30	0.77	0.38	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	0.38	97.70	100
average	2.79	1.30	0.32	0.00	0.00	0.26	0.10	0.00	0.00	0.52	0.11	0.14	0.00	0.00	0.00	1.02	93.43	
maximum	14.94	6.13	1.15	0.00	0.00	1.15	1.53	0.00	0.00	1.92	0.77	0.77	0.00	0.00	0.00	3.45	100.00	
std.dev.	3.89	1.63	0.42	0.00	0.00	0.45	0.36	0.00	0.00	0.65	0.22	0.26	0.00	0.00	0.00	1.25	7.25	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE TV	NET TV	SMASH TV	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	0.22	0.05	0.05	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.00	99.35	100
0:30	0.11	0.05	0.05	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	99.62	100
1:00	0.11	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	99.78	100
1:30	0.05	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	99.84	100
2:00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.84	100
2:30	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	99.84	100
3:00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.84	100
3:30	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	99.84	100
4:00	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.78	100
4:30	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.78	100
5:00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.78	100
5:30	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	0.11	99.78	100
6:00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.78	100
6:30	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	99.84	100
7:00	0.11	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.62	100
7:30	0.16	0.32	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	0.11	99.35	100
8:00	0.49	0.38	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.27	98.70	100
8:30	0.38	0.38	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.05	0.00	0.32	98.65	100
9:00	0.65	0.27	0.00	0.05	0.00	0.05	0.05	0.00	0.00	0.05	0.11	0.05	0.00	0.05	0.05	0.49	98.11	100
9:30	0.70	0.27	0.00	0.05	0.00	0.05	0.05	0.00	0.00	0.05	0.11	0.05	0.00	0.00	0.05	0.43	98.16	100
10:00	1.03	0.43	0.11	0.05	0.00	0.05	0.05	0.00	0.00	0.05	0.11	0.05	0.00	0.00	0.00	0.43	97.62	100
10:30	1.03	0.43	0.11	0.05	0.00	0.00	0.05	0.00	0.00	0.11	0.11	0.05	0.00	0.00	0.00	0.43	97.62	100
11:00	0.92	0.49	0.11	0.05	0.00	0.00	0.05	0.00	0.00	0.05	0.05	0.05	0.00	0.00	0.00	0.16	98.05	100
11:30	0.97	0.43	0.11	0.05	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.22	98.11	100
NOON	1.03	0.43	0.11	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.16	98.16	100
12:30	1.03	0.43	0.11	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	98.21	100
1:00	1.30	0.92	0.11	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.43	97.08	100
1:30	1.30	0.81	0.11	0.00	0.05	0.00	0.05	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.05	0.38	97.08	100
2:00	0.87	1.73	0.16	0.00	0.05	0.11	0.05	0.00	0.00	0.60	0.05	0.05	0.05	0.00	0.05	0.97	95.24	100
2:30	0.87	1.73	0.16	0.00	0.05	0.11	0.05	0.00	0.00	0.60	0.11	0.05	0.11	0.00	0.00	1.03	95.13	100
3:00	0.97	1.79	0.16	0.00	0.00	0.11	0.05	0.00	0.00	0.65	0.16	0.05	0.22	0.00	0.00	0.92	94.91	100
3:30	0.87	1.79	0.16	0.00	0.00	0.11	0.05	0.00	0.00	0.65	0.16	0.05	0.22	0.00	0.00	0.97	94.97	100
4:00	0.97	1.73	0.22	0.05	0.00	0.00	0.05	0.00	0.05	0.70	0.16	0.11	0.16	0.05	0.00	1.89	93.83	100
4:30	0.87	1.68	0.22	0.05	0.00	0.00	0.05	0.00	0.05	0.65	0.16	0.11	0.16	0.05	0.00	1.95	93.99	100
5:00	0.70	1.73	0.22	0.05	0.00	0.05	0.05	0.00	0.05	0.60	0.16	0.16	0.05	0.16	0.00	2.49	93.51	100
5:30	0.65	1.79	0.27	0.05	0.00	0.05	0.05	0.00	0.05	0.60	0.27	0.16	0.05	0.11	0.00	2.49	93.40	100
6:00	1.68	2.49	0.43	0.05	0.05	0.16	0.05	0.00	0.11	0.32	0.22	0.43	0.00	0.22	0.00	3.03	90.75	100
6:30	2.49	2.71	0.54	0.05	0.05	0.16	0.05	0.00	0.27	0.27	0.22	0.49	0.00	0.16	0.00	3.08	89.45	100
7:00	3.68	3.79	0.70	0.05	0.05	0.32	0.05	0.00	0.27	0.16	0.27	0.60	0.11	0.27	0.00	2.76	86.90	100
7:30	3.79	7.36	1.35	0.05	0.05	0.38	0.11	0.00	0.32	0.05	0.38	0.54	0.05	0.27	0.00	2.71	82.58	100
7:45	3.90	7.36	2.00	0.05	0.05	0.38	0.11	0.00	0.32	0.05	0.38	0.54	0.05	0.27	0.00	2.76	81.76	100
8:00	14.02	7.63	2.06	0.00	0.00	0.70	0.11	0.00	0.43	0.32	0.54	0.60	0.05	0.27	0.05	2.54	70.67	100
8:30	13.20	7.20	2.22	0.00	0.00	1.08	0.27	0.11	0.43	0.70	0.76	0.65	0.05	0.32	0.05	3.08	69.86	100
9:00	12.01	5.95	1.95	0.00	0.00	2.06	0.97	0.27	0.76	2.27	1.30	1.30	0.11	0.32	0.05	2.87	67.80	100
9:30	10.98	4.92	1.79	0.00	0.00	1.84	0.97	0.32	0.81	2.16	1.35	1.35	0.11	0.38	0.05	2.98	69.97	100
10:00	6.87	2.44	1.08	0.00	0.00	1.62	0.92	0.32	0.65	2.06	1.03	1.19	0.05	0.38	0.00	2.16	79.22	100
10:30	5.09	1.62	0.54	0.00	0.00	1.52	0.60	0.27	0.43	2.00	0.97	1.08	0.00	0.32	0.00	1.84	83.71	100
11:00	1.19	0.38	0.22	0.00	0.00	0.43	0.27	0.00	0.16	0.65	0.49	0.32	0.05	0.16	0.00	0.22	95.45	100
11:30	0.60	0.11	0.05	0.00	0.00	0.11	0.05	0.00	0.11	0.22	0.38	0.22	0.00	0.11	0.00	0.05	98.00	100
average	2.02	1.51	0.36	0.02	0.01	0.24	0.11	0.03	0.11	0.35	0.21	0.21	0.03	0.08	0.01	0.97	93.72	
maximum	14.02	7.63	2.22	0.05	0.05	2.06	0.97	0.32	0.81	2.27	1.35	1.35	0.22	0.38	0.05	3.08	99.84	
std.dev.	3.47	2.19	0.62	0.03	0.02	0.50	0.24	0.08	0.21	0.59	0.33	0.36	0.06	0.12	0.02	1.13	8.91	

TABLE 8.1: RADIO CONSUMPTION BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	8	4	4			1	1	5	1	
	100.0%	50.0%	50.0%	.0%	.0%	12.5%	12.5%	62.5%	12.5%	.0%
	.4%	.5%	.4%	.0%	.0%	.8%	.2%	1.0%	.4%	.0%
Radju Malta	55	26	29		1	1	2	23	26	2
	100.0%	47.3%	52.7%	.0%	1.8%	1.8%	3.6%	41.8%	47.3%	3.6%
	3.0%	3.1%	2.9%	.0%	.4%	.8%	.4%	4.5%	9.6%	4.1%
Radju Parlamentari/106.6	26	8	18	1	4	2	15	4		
	100.0%	30.8%	69.2%	3.8%	15.4%	7.7%	57.7%	15.4%	.0%	.0%
	1.4%	.9%	1.8%	1.3%	1.4%	1.5%	2.9%	.8%	.0%	.0%
Magic Radio	63	20	43	3	21	4	27	7	1	
	100.0%	31.7%	68.3%	4.8%	33.3%	6.3%	42.9%	11.1%	1.6%	.0%
	3.4%	2.4%	4.3%	3.9%	7.4%	3.1%	5.2%	1.4%	.4%	.0%
Super One Radio	140	70	70	1	5	4	26	63	36	5
	100.0%	50.0%	50.0%	.7%	3.6%	2.9%	18.6%	45.0%	25.7%	3.6%
	7.6%	8.3%	7.0%	1.3%	1.8%	3.1%	5.0%	12.2%	13.2%	10.2%
Radio 101	43	20	23	1	1	2	6	23	10	
	100.0%	46.5%	53.5%	2.3%	2.3%	4.7%	14.0%	53.5%	23.3%	.0%
	2.3%	2.4%	2.3%	1.3%	.4%	1.5%	1.2%	4.5%	3.7%	.0%
Bay Radio	143	75	68	11	71	23	32	5	1	
	100.0%	52.4%	47.6%	7.7%	49.7%	16.1%	22.4%	3.5%	.7%	.0%
	7.7%	8.8%	6.8%	14.5%	24.9%	17.7%	6.2%	1.0%	.4%	.0%
Calypso Radio	115	49	66		1	7	53	49	4	1
	100.0%	42.6%	57.4%	.0%	.9%	6.1%	46.1%	42.6%	3.5%	.9%
	6.2%	5.8%	6.6%	.0%	.4%	5.4%	10.2%	9.5%	1.5%	2.0%
RTK	70	25	45				8	27	31	4
	100.0%	35.7%	64.3%	.0%	.0%	.0%	11.4%	38.6%	44.3%	5.7%
	3.8%	2.9%	4.5%	.0%	.0%	.0%	1.5%	5.2%	11.4%	8.2%
Smash Radio	36	15	21	2	9	2	19	4		
	100.0%	41.7%	58.3%	5.6%	25.0%	5.6%	52.8%	11.1%	.0%	.0%
	2.0%	1.8%	2.1%	2.6%	3.2%	1.5%	3.7%	.8%	.0%	.0%
Radju Marija	78	18	60				3	27	39	9
	100.0%	23.1%	76.9%	.0%	.0%	.0%	3.8%	34.6%	50.0%	11.5%
	4.2%	2.1%	6.0%	.0%	.0%	.0%	.6%	5.2%	14.3%	18.4%
Campus FM	4	4				1	2	1		
	100.0%	100.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%
	.2%	.5%	.0%	.0%	.0%	.8%	.4%	.2%	.0%	.0%
Capital Radio	35	18	17			5	24	5	1	
	100.0%	51.4%	48.6%	.0%	.0%	14.3%	68.6%	14.3%	2.9%	.0%
	1.9%	2.1%	1.7%	.0%	.0%	3.8%	4.6%	1.0%	.4%	.0%
XFM	47	25	22	5	17	6	15	3		1
	100.0%	53.2%	46.8%	10.6%	36.2%	12.8%	31.9%	6.4%	.0%	2.1%
	2.5%	2.9%	2.2%	6.6%	6.0%	4.6%	2.9%	.6%	.0%	2.0%
Radju tal- Komunita'	10	2	8	1	1		3	5		
	100.0%	20.0%	80.0%	10.0%	10.0%	.0%	30.0%	50.0%	.0%	.0%
	.5%	.2%	.8%	1.3%	.4%	.0%	.6%	1.0%	.0%	.0%
Foreign Radio Station	9	5	4		2	1	2	3	1	
	100.0%	55.6%	44.4%	.0%	22.2%	11.1%	22.2%	33.3%	11.1%	.0%
	.5%	.6%	.4%	.0%	.7%	.8%	.4%	.6%	.4%	.0%
No particular radio station	86	41	45		12	3	21	31	14	5
	100.0%	47.7%	52.3%	.0%	14.0%	3.5%	24.4%	36.0%	16.3%	5.8%
	4.7%	4.8%	4.5%	.0%	4.2%	2.3%	4.1%	6.0%	5.1%	10.2%
Did not remember	4	1	3				1	3		
	100.0%	25.0%	75.0%	.0%	.0%	.0%	25.0%	75.0%	.0%	.0%
	.2%	.1%	.3%	.0%	.0%	.0%	.2%	.6%	.0%	.0%
Did not listen to radio	874	422	452	51	140	68	258	228	107	22
	100.0%	48.3%	51.7%	5.8%	16.0%	7.8%	29.5%	26.1%	12.2%	2.5%
	47.3%	49.8%	45.3%	67.1%	49.1%	52.3%	49.8%	44.2%	39.3%	44.9%
Total	1846	848	998	76	285	130	518	516	272	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.4%	7.0%	28.1%	28.0%	14.7%	2.7%

[Base: No of Consumers and Time Spent]

TABLE 8.2: RADIO CONSUMPTION BY DISTRICTS [OCT-DEC 2008]

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	8	2	2	1		3	
	100.0%	25.0%	25.0%	12.5%	.0%	37.5%	.0%
	.4%	.6%	.4%	.3%	.0%	1.1%	.0%
Radju Malta	55	11	16	10	11	3	4
	100.0%	20.0%	29.1%	18.2%	20.0%	5.5%	7.3%
	3.0%	3.2%	3.1%	3.5%	3.9%	1.1%	2.8%
Radju Parlament 106.6	26	3	8	2	4	9	
	100.0%	11.5%	30.8%	7.7%	15.4%	34.6%	.0%
	1.4%	.9%	1.6%	.7%	1.4%	3.2%	.0%
Magic Radio	63	9	19	9	18	7	1
	100.0%	14.3%	30.2%	14.3%	28.6%	11.1%	1.6%
	3.4%	2.6%	3.7%	3.1%	6.4%	2.5%	.7%
Super One Radio	140	42	25	26	27	15	5
	100.0%	30.0%	17.9%	18.6%	19.3%	10.7%	3.6%
	7.6%	12.2%	4.9%	9.1%	9.6%	5.3%	3.5%
Radio 101	43	4	18	7	2	5	7
	100.0%	9.3%	41.9%	16.3%	4.7%	11.6%	16.3%
	2.3%	1.2%	3.5%	2.4%	.7%	1.8%	4.9%
Bay Radio	143	24	32	20	29	33	5
	100.0%	16.8%	22.4%	14.0%	20.3%	23.1%	3.5%
	7.7%	7.0%	6.3%	7.0%	10.3%	11.7%	3.5%
Calypso Radio	115	14	34	23	17	11	16
	100.0%	12.2%	29.6%	20.0%	14.8%	9.6%	13.9%
	6.2%	4.1%	6.7%	8.0%	6.0%	3.9%	11.2%
RTK	70	12	23	6	7	12	10
	100.0%	17.1%	32.9%	8.6%	10.0%	17.1%	14.3%
	3.8%	3.5%	4.5%	2.1%	2.5%	4.2%	7.0%
Smash Radio	36	3	9	5	6	8	5
	100.0%	8.3%	25.0%	13.9%	16.7%	22.2%	13.9%
	2.0%	.9%	1.8%	1.7%	2.1%	2.8%	3.5%
Radju Marija	78	15	28	13	7	11	4
	100.0%	19.2%	35.9%	16.7%	9.0%	14.1%	5.1%
	4.2%	4.4%	5.5%	4.5%	2.5%	3.9%	2.8%
Campus FM	4		1			3	
	100.0%	.0%	25.0%	.0%	.0%	75.0%	.0%
	.2%	.0%	.2%	.0%	.0%	1.1%	.0%
Capital Radio	35	7	11	3	5	5	4
	100.0%	20.0%	31.4%	8.6%	14.3%	14.3%	11.4%
	1.9%	2.0%	2.2%	1.0%	1.8%	1.8%	2.8%
XFM	47	5	15	4	11	8	4
	100.0%	10.6%	31.9%	8.5%	23.4%	17.0%	8.5%
	2.5%	1.5%	2.9%	1.4%	3.9%	2.8%	2.8%
Radju tal- Komunita'	10	4		2	1		3
	100.0%	40.0%	.0%	20.0%	10.0%	.0%	30.0%
	.5%	1.2%	.0%	.7%	.4%	.0%	2.1%
Foreign Radio Station	9	1	3		1	3	1
	100.0%	11.1%	33.3%	.0%	11.1%	33.3%	11.1%
	.5%	.3%	.6%	.0%	.4%	1.1%	.7%
No particular radio station	86	28	15	20	8	11	4
	100.0%	32.6%	17.4%	23.3%	9.3%	12.8%	4.7%
	4.7%	8.2%	2.9%	7.0%	2.8%	3.9%	2.8%
Did not remember	4		2	1	1		
	100.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%
	.2%	.0%	.4%	.3%	.4%	.0%	.0%
Did not listen to radio	874	159	248	135	126	136	70
	100.0%	18.2%	28.4%	15.4%	14.4%	15.6%	8.0%
	47.3%	46.4%	48.7%	47.0%	44.8%	48.1%	49.0%
Total	1846	343	509	287	281	283	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.6%	15.5%	15.2%	15.3%	7.7%

[Base: No of Consumers and Time Spent]

TABLE 8.3: RADIO CONSUMPTION BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Not applicable	8 .4%	1 .4%		1 .4%	2 .8%	1 .4%	1 .4%	2 .8%	3 .5%	3 .5%	2 .3%
	100.0%	12.5%		12.5%	25.0%	12.5%	12.5%	25.0%	37.5%	37.5%	25.0%
Radju Malta	55 3.0%	7 2.7%	10 3.9%	10 3.6%	6 2.3%	8 3.1%	7 2.7%	7 2.7%	16 2.6%	14 2.3%	25 4.0%
	100.0%	12.7%	18.2%	18.2%	10.9%	14.5%	12.7%	12.7%	29.1%	25.5%	45.5%
Radju Parlament 106.6	26 1.4%	5 1.9%	2 .8%	9 3.2%	3 1.1%	2 .8%	3 1.1%	2 .8%	8 1.3%	7 1.2%	11 1.8%
	100.0%	19.2%	7.7%	34.6%	11.5%	7.7%	11.5%	7.7%	30.8%	26.9%	42.3%
Magic Radio	63 3.4%	11 4.2%	8 3.1%	9 3.2%	11 4.2%	12 4.6%	9 3.4%	3 1.2%	27 4.3%	25 4.2%	11 1.8%
	100.0%	17.5%	12.7%	14.3%	17.5%	19.0%	14.3%	4.8%	42.9%	39.7%	17.5%
Super One Radio	140 7.6%	24 9.2%	20 7.7%	20 7.1%	24 9.1%	16 6.2%	21 8.0%	15 5.8%	57 9.1%	44 7.3%	39 6.3%
	100.0%	17.1%	14.3%	14.3%	17.1%	11.4%	15.0%	10.7%	40.7%	31.4%	27.9%
Radio 101	43 2.3%	4 1.5%	9 3.5%	6 2.1%	6 2.3%	4 1.5%	7 2.7%	7 2.7%	13 2.1%	15 2.5%	15 2.4%
	100.0%	9.3%	20.9%	14.0%	14.0%	9.3%	16.3%	16.3%	30.2%	34.9%	34.9%
Bay Radio	143 7.7%	26 10.0%	17 6.6%	30 10.7%	24 9.1%	11 4.2%	16 6.1%	19 7.3%	50 8.0%	45 7.5%	48 7.7%
	100.0%	18.2%	11.9%	21.0%	16.8%	7.7%	11.2%	13.3%	35.0%	31.5%	33.6%
Calypso Radio	115 6.2%	17 6.5%	18 6.9%	13 4.6%	22 8.4%	17 6.5%	18 6.9%	10 3.8%	40 6.4%	29 4.8%	46 7.4%
	100.0%	14.8%	15.7%	11.3%	19.1%	14.8%	15.7%	8.7%	34.8%	25.2%	40.0%
RTK	70 3.8%	9 3.4%	7 2.7%	12 4.3%	10 3.8%	13 5.0%	11 4.2%	8 3.1%	30 4.8%	20 3.3%	20 3.2%
	100.0%	12.9%	10.0%	17.1%	14.3%	18.6%	15.7%	11.4%	42.9%	28.6%	28.6%
Smash Radio	36 2.0%	5 1.9%	4 1.5%	8 2.8%	5 1.9%	5 1.9%	5 1.9%	4 1.5%	19 3.0%	4 .7%	13 2.1%
	100.0%	13.9%	11.1%	22.2%	13.9%	13.9%	13.9%	11.1%	52.8%	11.1%	36.1%
Radju Marija	78 4.2%	10 3.8%	10 3.9%	12 4.3%	13 4.9%	10 3.8%	11 4.2%	12 4.6%	30 4.8%	16 2.7%	32 5.1%
	100.0%	12.8%	12.8%	15.4%	16.7%	12.8%	14.1%	15.4%	38.5%	20.5%	41.0%
Campus FM	4 .2%		1 .4%			3 1.2%			1 .2%	2 .3%	1 .2%
	100.0%		25.0%			75.0%			25.0%	50.0%	25.0%
Capital Radio	35 1.9%	1 .4%	4 1.5%	6 2.1%	8 3.0%	7 2.7%	7 2.7%	2 .8%	10 1.6%	9 1.5%	16 2.6%
	100.0%	2.9%	11.4%	17.1%	22.9%	20.0%	20.0%	5.7%	28.6%	25.7%	45.7%
XFM	47 2.5%	7 2.7%	5 1.9%	4 1.4%	8 3.0%	5 1.9%	10 3.8%	8 3.1%	11 1.8%	18 3.0%	18 2.9%
	100.0%	14.9%	10.6%	8.5%	17.0%	10.6%	21.3%	17.0%	23.4%	38.3%	38.3%
Community Radio Stations	10 .5%	3 1.1%	3 1.2%			2 .8%	2 .8%		4 .6%	5 .8%	1 .2%
	100.0%	30.0%	30.0%			20.0%	20.0%		40.0%	50.0%	10.0%
Foreign Radio Station	9 .5%		3 1.2%		2 .8%		2 .8%	2 .8%	4 .6%	3 .5%	2 .3%
	100.0%		33.3%		22.2%		22.2%	22.2%	44.4%	33.3%	22.2%
No particular radio station	86 4.7%	13 5.0%	11 4.2%	14 5.0%	8 3.0%	12 4.6%	12 4.6%	16 6.2%	26 4.2%	38 6.3%	22 3.5%
	100.0%	15.1%	12.8%	16.3%	9.3%	14.0%	14.0%	18.6%	30.2%	44.2%	25.6%
Did not remember	4 .2%	1 .4%	1 .4%			2 .8%			2 .3%	1 .2%	1 .2%
	100.0%	25.0%	25.0%			50.0%			50.0%	25.0%	25.0%
Did not listen to radio	874 47.3%	117 44.8%	126 48.6%	127 45.2%	111 42.2%	130 50.0%	120 45.8%	143 55.0%	273 43.8%	302 50.3%	299 48.1%
	100.0%	13.4%	14.4%	14.5%	12.7%	14.9%	13.7%	16.4%	31.2%	34.6%	34.2%
Total	1846 100.0%	261 100.0%	259 100.0%	281 100.0%	263 100.0%	260 100.0%	262 100.0%	260 100.0%	624 100.0%	600 100.0%	622 100.0%
		14.1%	14.0%	15.2%	14.2%	14.1%	14.2%	14.1%	33.8%	32.5%	33.7%

[Base: No of Consumers and Time Spent]

TABLE 8.4: TV CONSUMPTION BY GENDER AND BY AGE GROUP [OCT-DEC 2008]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
No TV Set	9	3	6				1	1	5	2
	100.0%	33.3%	66.7%	.0%	.0%	.0%	11.1%	11.1%	55.6%	22.2%
	.5%	.4%	.6%	.0%	.0%	.0%	.2%	.2%	1.8%	4.1%
TVM	388	154	234	10	38	12	126	122	73	7
	100.0%	39.7%	60.3%	2.6%	9.8%	3.1%	32.5%	31.4%	18.8%	1.8%
	21.0%	18.1%	23.4%	13.2%	13.2%	9.2%	24.3%	23.6%	26.8%	14.3%
One TV	222	96	126	11	19	4	46	83	52	7
	100.0%	43.2%	56.8%	5.0%	8.6%	1.8%	20.7%	37.4%	23.4%	3.2%
	12.0%	11.3%	12.6%	14.5%	6.6%	3.1%	8.9%	16.1%	19.1%	14.3%
Net TV	67	26	41	1	7	3	11	29	13	3
	100.0%	38.8%	61.2%	1.5%	10.4%	4.5%	16.4%	43.3%	19.4%	4.5%
	3.6%	3.1%	4.1%	1.3%	2.4%	2.3%	2.1%	5.6%	4.8%	6.1%
Smash TV	2		2					1		1
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	2.0%
Family TV	2		2		1			1		
	100.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%
	.1%	.0%	.2%	.0%	.3%	.0%	.0%	.2%	.0%	.0%
Rai 1	50	27	23		2	4	12	22	6	4
	100.0%	54.0%	46.0%	.0%	4.0%	8.0%	24.0%	44.0%	12.0%	8.0%
	2.7%	3.2%	2.3%	.0%	.7%	3.1%	2.3%	4.3%	2.2%	8.2%
Rai 2	21	11	10		1	2	8	8	2	
	100.0%	52.4%	47.6%	.0%	4.8%	9.5%	38.1%	38.1%	9.5%	.0%
	1.1%	1.3%	1.0%	.0%	.3%	1.5%	1.5%	1.6%	.7%	.0%
Rai 3	6	2	4		2		3	1		
	100.0%	33.3%	66.7%	.0%	33.3%	.0%	50.0%	16.7%	.0%	.0%
	.3%	.2%	.4%	.0%	.7%	.0%	.6%	.2%	.0%	.0%
Rete 4	21	10	11	1	1	2	9	3	4	1
	100.0%	47.6%	52.4%	4.8%	4.8%	9.5%	42.9%	14.3%	19.0%	4.8%
	1.1%	1.2%	1.1%	1.3%	.3%	1.5%	1.7%	.6%	1.5%	2.0%
Canale 5	72	20	52	2	17	6	20	24	3	
	100.0%	27.8%	72.2%	2.8%	23.6%	8.3%	27.8%	33.3%	4.2%	.0%
	3.9%	2.4%	5.2%	2.6%	5.9%	4.6%	3.9%	4.7%	1.1%	.0%
Italia 1	46	21	25	9	16	3	13	4	1	
	100.0%	45.7%	54.3%	19.6%	34.8%	6.5%	28.3%	8.7%	2.2%	.0%
	2.5%	2.5%	2.5%	11.8%	5.6%	2.3%	2.5%	.8%	.4%	.0%
Discovery Channel	38	31	7	1	9	6	16	5	1	
	100.0%	81.6%	18.4%	2.6%	23.7%	15.8%	42.1%	13.2%	2.6%	.0%
	2.1%	3.7%	.7%	1.3%	3.1%	4.6%	3.1%	1.0%	.4%	.0%
MTV	9	4	5	3	3	1	1		1	
	100.0%	44.4%	55.6%	33.3%	33.3%	11.1%	11.1%	.0%	11.1%	.0%
	.5%	.5%	.5%	3.9%	1.0%	.8%	.2%	.0%	.4%	.0%
BBC Prime	17	5	12		1		9	5	2	
	100.0%	29.4%	70.6%	.0%	5.9%	.0%	52.9%	29.4%	11.8%	.0%
	.9%	.6%	1.2%	.0%	.3%	.0%	1.7%	1.0%	.7%	.0%
BBC World	3	2	1				1	1	1	
	100.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%	.0%
	.2%	.2%	.1%	.0%	.0%	.0%	.2%	.2%	.4%	.0%
Other TV station	153	84	69	14	46	10	50	23	10	
	100.0%	54.9%	45.1%	9.2%	30.1%	6.5%	32.7%	15.0%	6.5%	.0%
	8.3%	9.9%	6.9%	18.4%	16.0%	7.7%	9.7%	4.5%	3.7%	.0%
No particular station	265	121	144	8	23	11	68	79	61	15
	100.0%	45.7%	54.3%	3.0%	8.7%	4.2%	25.7%	29.8%	23.0%	5.7%
	14.3%	14.3%	14.4%	10.5%	8.0%	8.5%	13.1%	15.3%	22.4%	30.6%
Did not remember	9	6	3		1	1	1	3	1	2
	100.0%	66.7%	33.3%	.0%	11.1%	11.1%	11.1%	33.3%	11.1%	22.2%
	.5%	.7%	.3%	.0%	.3%	.8%	.2%	.6%	.4%	4.1%
Did not watch TV	447	226	221	15	100	65	123	101	36	7
	100.0%	50.6%	49.4%	3.4%	22.4%	14.5%	27.5%	22.6%	8.1%	1.6%
	24.2%	26.6%	22.1%	19.7%	34.8%	50.0%	23.7%	19.6%	13.2%	14.3%
No reponse	1		1	1						
	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.1%	.0%	.1%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1848	849	999	76	287	130	518	516	272	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.9%	54.1%	4.1%	15.5%	7.0%	28.0%	27.9%	14.7%	2.7%

[Base: No of Consumers and Time Spent]

TABLE 8.5: TV CONSUMPTION BY DISTRICTS [OCT-DEC 2008]

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No TV Set	9	1	5	3			
	100.0%	11.1%	55.6%	33.3%	.0%	.0%	.0%
TVM	388	66	105	52	55	64	46
	100.0%	17.0%	27.1%	13.4%	14.2%	16.5%	11.9%
One TV	222	53	59	52	24	18	16
	100.0%	23.9%	26.6%	23.4%	10.8%	8.1%	7.2%
Net TV	67	6	32	6	4	10	9
	100.0%	9.0%	47.8%	9.0%	6.0%	14.9%	13.4%
Smash TV	2					1	1
	100.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
Family TV	2		1				1
	100.0%	.0%	50.0%	.0%	.0%	.0%	50.0%
Rai 1	50	8	17	8	12	4	1
	100.0%	16.0%	34.0%	16.0%	24.0%	8.0%	2.0%
Rai 2	21	2	5	4	5	4	1
	100.0%	9.5%	23.8%	19.0%	23.8%	19.0%	4.8%
Rai 3	6	1	3		1	1	
	100.0%	16.7%	50.0%	.0%	16.7%	16.7%	.0%
Rete 4	21	5	3	5	2	4	2
	100.0%	23.8%	14.3%	23.8%	9.5%	19.0%	9.5%
Canale 5	72	13	21	8	17	12	1
	100.0%	18.1%	29.2%	11.1%	23.6%	16.7%	1.4%
Italia 1	46	12	8	7	10	5	4
	100.0%	26.1%	17.4%	15.2%	21.7%	10.9%	8.7%
Discovery Channel	38	4	12	2	7	11	2
	100.0%	10.5%	31.6%	5.3%	18.4%	28.9%	5.3%
MTV	9	2	3		3	1	
	100.0%	22.2%	33.3%	.0%	33.3%	11.1%	.0%
BBC Prime	17	2	7	2	4	2	
	100.0%	11.8%	41.2%	11.8%	23.5%	11.8%	.0%
BBC World	3				2	1	
	100.0%	.0%	.0%	.0%	66.7%	33.3%	.0%
Other TV station	153	27	37	20	21	39	9
	100.0%	17.6%	24.2%	13.1%	13.7%	25.5%	5.9%
No particular station	265	48	74	46	40	37	20
	100.0%	18.1%	27.9%	17.4%	15.1%	14.0%	7.5%
Did not remember	9	1	5	1		1	1
	100.0%	11.1%	55.6%	11.1%	.0%	11.1%	11.1%
Did not watch TV	447	92	111	71	75	69	29
	100.0%	20.6%	24.8%	15.9%	16.8%	15.4%	6.5%
No reponse	1		1				
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Total	1848	343	509	287	282	284	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	27.5%	15.5%	15.3%	15.4%	7.7%

[Base: No of Consumers and Time Spent]

TABLE 8.6: TV CONSUMPTION BY WEEKDAY AND BY MONTH [OCT-DEC 2008]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Not applicable	9	1	3	1	1	2	1		4	2	3
	.5%	.4%	1.2%	.4%	.4%	.8%	.4%		.6%	.3%	.5%
TVM	100.0%	11.1%	33.3%	11.1%	11.1%	22.2%	11.1%		44.4%	22.2%	33.3%
	388	40	42	57	45	95	39	70	122	99	167
	21.0%	15.3%	16.2%	20.3%	17.1%	36.5%	14.9%	26.8%	19.5%	16.5%	26.8%
One TV	100.0%	10.3%	10.8%	14.7%	11.6%	24.5%	10.1%	18.0%	31.4%	25.5%	43.0%
	222	43	45	27	31	16	37	23	87	56	79
	12.0%	16.4%	17.4%	9.6%	11.8%	6.2%	14.1%	8.8%	13.9%	9.3%	12.7%
Net TV	100.0%	19.4%	20.3%	12.2%	14.0%	7.2%	16.7%	10.4%	39.2%	25.2%	35.6%
	67	16	10	12	11	3	9	6	20	24	23
	3.6%	6.1%	3.9%	4.3%	4.2%	1.2%	3.4%	2.3%	3.2%	4.0%	3.7%
Smash TV	100.0%	23.9%	14.9%	17.9%	16.4%	4.5%	13.4%	9.0%	29.9%	35.8%	34.3%
	2	1	1								2
	.1%	.4%	.4%								.3%
Rai 1	100.0%	50.0%	50.0%								100.0%
	50	9	3	10	6	6	10	6	19	15	16
	2.7%	3.4%	1.2%	3.6%	2.3%	2.3%	3.8%	2.3%	3.0%	2.5%	2.6%
	100.0%	18.0%	6.0%	20.0%	12.0%	12.0%	20.0%	12.0%	38.0%	30.0%	32.0%
Rai 2	21	7	1	8		1		4	6	10	5
	1.1%	2.7%	.4%	2.8%		.4%		1.5%	1.0%	1.7%	.8%
	100.0%	33.3%	4.8%	38.1%		4.8%		19.0%	28.6%	47.6%	23.8%
Rai 3	6	2	1	2	1				2	2	2
	.3%	.8%	.4%	.7%	.4%				.3%	.3%	.3%
	100.0%	33.3%	16.7%	33.3%	16.7%				33.3%	33.3%	33.3%
Rete 4	21	6	2	2	5	4	2		6	9	6
	1.1%	2.3%	.8%	.7%	1.9%	1.5%	.8%		1.0%	1.5%	1.0%
	100.0%	28.6%	9.5%	9.5%	23.8%	19.0%	9.5%		28.6%	42.9%	28.6%
Canale 5	72	5	7	14	10	11	14	11	24	31	17
	3.9%	1.9%	2.7%	5.0%	3.8%	4.2%	5.3%	4.2%	3.8%	5.2%	2.7%
	100.0%	6.9%	9.7%	19.4%	13.9%	15.3%	19.4%	15.3%	33.3%	43.1%	23.6%
Italia 1	46	4	3	8	15	5	8	3	20	12	14
	2.5%	1.5%	1.2%	2.8%	5.7%	1.9%	3.1%	1.1%	3.2%	2.0%	2.2%
	100.0%	8.7%	6.5%	17.4%	32.6%	10.9%	17.4%	6.5%	43.5%	26.1%	30.4%
Discovery Channel	38	4	7	6	8	6	4	3	15	10	13
	2.1%	1.5%	2.7%	2.1%	3.0%	2.3%	1.5%	1.1%	2.4%	1.7%	2.1%
	100.0%	10.5%	18.4%	15.8%	21.1%	15.8%	10.5%	7.9%	39.5%	26.3%	34.2%
MTV	9	2		2		3	2		3	3	3
	.5%	.8%		.7%		1.2%	.8%		.5%	.5%	.5%
	100.0%	22.2%		22.2%		33.3%	22.2%		33.3%	33.3%	33.3%
BBC Prime	17	2	5	3	2	2	3		8	5	4
	.9%	.8%	1.9%	1.1%	.8%	.8%	1.1%		1.3%	.8%	.6%
	100.0%	11.8%	29.4%	17.6%	11.8%	11.8%	17.6%		47.1%	29.4%	23.5%
BBC World	3			1	1		1		3		
	.2%			.4%	.4%		.4%		.5%		
	100.0%			33.3%	33.3%		33.3%		100.0%		
Other TV station	153	30	27	25	17	18	19	17	62	48	43
	8.3%	11.5%	10.4%	8.9%	6.5%	6.9%	7.3%	6.5%	9.9%	8.0%	6.9%
	100.0%	19.6%	17.6%	16.3%	11.1%	11.8%	12.4%	11.1%	40.5%	31.4%	28.1%
No particular station	265	41	52	32	39	22	32	47	77	120	68
	14.3%	15.6%	20.1%	11.4%	14.8%	8.5%	12.2%	18.0%	12.3%	20.0%	10.9%
	100.0%	15.5%	19.6%	12.1%	14.7%	8.3%	12.1%	17.7%	29.1%	45.3%	25.7%
Did not remember	9		3	1	1	1	1	2	7	2	
	.5%		1.2%	.4%	.4%	.4%	.4%	.8%	1.1%	.3%	
	100.0%		33.3%	11.1%	11.1%	11.1%	11.1%	22.2%	77.8%	22.2%	
Did not watch TV	447	48	47	69	70	65	80	68	139	152	156
	24.2%	18.3%	18.1%	24.6%	26.6%	25.0%	30.5%	26.1%	22.2%	25.3%	25.0%
	100.0%	10.7%	10.5%	15.4%	15.7%	14.5%	17.9%	15.2%	31.1%	34.0%	34.9%
No reponse	1							1			1
	.1%							.4%			.2%
	100.0%							100.0%			100.0%
Family TV	2	1		1					1		1
	.1%	.4%		.4%					.2%		.2%
	100.0%	50.0%		50.0%					50.0%		50.0%
Total	1848	262	259	281	263	260	262	261	625	600	623
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	14.0%	15.2%	14.2%	14.1%	14.2%	14.1%	33.8%	32.5%	33.7%

[Base: No of Consumers and Time Spent]

