



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER 2008 – SEPTEMBER 2009
AND JULY – SEPTEMBER 2009**

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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 2008 – September 2009 that is representative of the whole population. The analysis of these interviews for the period July-September 2009 and for the whole twelve month period 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; latest demographic data of the Maltese population as published by the National Statistics Office; a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period; as well as a technical section on the calculation of the value in absolute numbers of percentages.

The calculation of absolute numbers for each period depends on the latest demographic data published annually by the N.S.O. which in themselves are calculated on the latest Population Census [2005] adjusted with total live births, deaths, marriages, data on separations, registered annulments, divorces obtained abroad and figures on migration [N.S.O. PR 122/2009; Methodological Notes]. With regard to population distribution by district, the percentages per district are calculated on the Population Census of 2005. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, the value of 1% in each table is given in italics and no absolute numbers are published. Once total demographic figures are published by the N.S.O. which are representative of this period under review, absolute figures can then be reworked on the data published in the technical report, Appendix F.

On 10th July 2009, the National Statistics Office issued a Press Release No. 122/2009 for “World Population Day: 2009” releasing a set of demographic statistics as at December 2008. These statistics were used for the estimate computation of extrapolated population percentages and back-worked for the

previous two assessment periods of Oct-Dec 2008 and Jan-March 2009, as listed in Appendix F of this report.

Part Two of the report details the tables and figures for the last quarter of this broadcasting season; i.e. for July to September. Certain charts which are usually published in Part One of the reports for the previous quarters and which have been replaced by figures for the whole broadcasting season, can be found in this section of the report.

Part Three details summary tables for the whole twelve month broadcasting season from October 2008 to September 2009.

Assessment Period October 2008 - September 2009

During this period the elections for the European Parliament, as well as Local Council Elections for a third of the localities, were held on 6th June. With regard to Radio broadcasts, *Capital Radio* was re-named as *Vibe FM* under new ownership on 13th April; while for TV broadcasts a new channel, *Calypso Music TV*, was licensed by the Broadcasting Authority on the digital aerial system of *GO plc.* which started broadcasts on 10th May 2009. From 3rd June 2009 *Family TV*,¹ which had started operations in April 2008, folded down its operations on the *Melita Cable plc.* broadcasting platform; while *Favourite TV* was licensed by the Broadcasting Authority on 1st December 2008 and started regular broadcasts on 1st January 2009.

¹ B.A. Press Release 17/09

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 2008 to 30th September 2009. 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 selected the sample, administered the survey and collected the data that was passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (over 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 was selected by the National Statistics Office allowing for a 50% response rate and amounting to 3640 possible interviewees [91 days by 40 interviewees].

For the period July-September 2009, 1831 individuals [55.35% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; whilst for the period of October 2008 to September 2009 a total of 7266 individuals [59.49% of contacted persons] accepted to participate. Table 1.1 below gives a breakdown of responses achieved:

TABLE 1.1: SURVEY RESPONSE RATE

	OCT 2008 – SEP 2009		JUL-SEP 2009		APR-JUN 2008		JAN-MAR 2009		OCT-DEC 2008	
RESPONSE	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	7266	59.49%	1831	55.35%	1813	58.09%	1787	60.60%	1835	64.70%
Refused	454	3.72%	114	3.45%	130	4.17%	105	3.56%	105	3.70%
Non-Contact	2207	18.07%	666	20.13%	623	19.96%	573	19.43%	345	12.17%
Unreachable	2287	18.72%	697	21.07%	555	17.78%	484	16.41%	551	19.43%
CONTACTED	12214	100.0%	3308	100.0%	3121	100.0%	2949	100.0%	2836	100%
Not used	2346		372		479		651		844	
TOTAL	14560		3680		3600		3600		3680	
BY WEEKDAY					No.	%	No.	%	No.	%
Mon	1035	14.24%	259	14.15%	260	14.34%	256	14.33%	260	14.17%
Tue	1037	14.27%	259	14.15%	260	14.34%	259	14.49%	259	14.11%
Wed	1058	14.56%	279	15.24%	259	14.29%	240	13.43%	280	15.26%
Thu	1035	14.24%	259	14.15%	258	14.23%	258	14.44%	260	14.17%
Fri	1032	14.20%	257	14.04%	257	14.18%	260	14.55%	258	14.06%
Sat	1033	14.22%	257	14.04%	259	14.29%	257	14.38%	260	14.17%
Sun	1036	14.26%	261	14.25%	260	14.34%	257	14.38%	258	14.06%
TOTAL	7266	100.0%	1831	100.0%	1813	100.0%	1787	100.0%	1835	100.0%
	BY MONTH		No.	%	No.	%	No.	%	No.	%
			Jul:616	33.64%	Apr: 596	32.87%	Jan: 618	34.58%	Oct: 620	33.79%
			Aug:618	33.75%	May: 619	34.14%	Feb: 557	31.17%	Nov:597	32.53%
			Sep:597	32.61%	Jun: 598	32.98%	Mar: 612	34.25%	Dec: 618	33.68%
	TOTAL		1831	100.0%	1813	100.0%	1787	100.0%	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 N.S.O. – respondents' personal data are only known to N.S.O. 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 **±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.

For the period of July-September 2009, with a response rate of 55.35%, a population size of 410290 [aged 12 years and over]², and a 95% confidence level, the sample of 1831 interviewees has a margin of error of **± 2.27%**.

For the whole broadcasting season October 2008-September 2009, with a response rate of 59.49%; a population size of 410290 [aged 12 years and over], and a 95% confidence level; the sample of 7266 interviewees has a margin of error of **±1.12%**.

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.

The differences by age groups, gender and region between the sample and the population based on the latest data as published by the National Statistics Office are detailed in Table 1.2 below. For proper calculation of absolute numbers, the percentage difference between the sample composition by category and national distribution of the population data should be weighted against all the tables, charts and figures in this analysis.

² As per N.S.O. News Release 122/2009 dated 10th July 2009 – Appendix B

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

Age	Population ^a	Oct 2008 – SEP 2009		Sample by Quarter							
				Jul-Sep 2009		Apr-Jun 2009		Jan-Mar 2009		Oct-Dec 2008	
	N %	n%	+/-	n%	+/-	n%	+/-	n%	+/-	n%	+/-
12 - 14	4.19	4.17	0.02	4.37	-0.18	3.86	-0.33	4.31	0.12	4.14	-0.05
15 - 24	16.02	15.37	0.65	14.09	1.93	16.55	0.52	15.33	-0.69	15.53	-0.49
25 - 29	8.61	6.34	2.27	6.39	2.23	6.23	-2.38	5.71	-2.91	7.03	-1.58
30 - 49	30.64	28.87	1.77	29.11	1.53	27.52	-3.12	30.78	0.14	28.12	-2.52
50 - 64	24.52	27.66	-3.15	27.69	-3.17	28.19	3.67	26.97	2.46	27.79	3.28
65 - 79	12.36	14.37	-2.01	15.07	-2.71	13.79	1.43	13.88	1.52	14.71	2.35
80 +	3.66	3.21	0.45	3.28	0.38	3.86	0.21	3.02	-0.63	2.67	-0.99
	100%	100%		100%		100%		100%		100%	

Gender	Population ^a	Total		Jul-Sep 2009		Apr-Jun 2009		Jan-Mar 2009		Oct-Dec 2008	
	N %	n%	+/-	n%	+/-	n%	+/-	n%	+/-	n%	+/-
Males	49.57	46.11	3.47	46.04	3.53	44.68	-4.90	47.85	-1.73	45.89	-3.69
Females	50.43	53.89	-3.47	53.96	-3.53	55.32	4.90	52.15	1.73	54.11	3.69
	100%	100%		100%		100%		100%		100%	

Region	Population ^b	Total		Jul-Sep 2009		Apr-Jun 2009		Jan-Mar 2009		Oct-Dec 2008	
	N %	n%	+/-	n%	+/-	n%	+/-	n%	+/-	n%	+/-
Southern Harbour	19.79	20.27	-0.48	20.54	-0.74	20.79	1.00	21.21	1.42	18.58	-1.21
Northern Harbour	29.58	27.62	1.96	27.47	2.11	28.35	-1.23	27.14	-2.44	27.52	-2.06
South Eastern	14.65	15.41	-0.77	15.67	-1.03	15.55	0.91	14.83	0.18	15.59	0.94
Western	13.99	14.93	-0.94	14.91	-0.92	14.40	0.40	15.17	1.17	15.26	1.27
Northern	14.36	13.65	0.70	12.94	1.41	12.47	-1.89	13.93	-0.42	15.26	0.90
Gozo and Comino	7.63	8.11	-0.48	8.47	-0.84	8.44	0.81	7.72	0.10	7.79	0.17
	100%	100%		100%		100%		100%		100%	

^a Percentages based on the Total population by Age and Gender [excluding those under 12 years of age] as at 31st December 2008 and as listed in Table 1 of the N.S.O. News Release 122/009 – see also Appendix B.

^b Percentages are based on Total Population by Region as listed in Table 9 of the Demographic Review 2007 – see also Appendix B.

2. SAMPLE PROFILE

For this analysis, the demographics included gender, age and location of households by geographic district. The ages of respondents were grouped according to demographic categories used by NSO for World Population Day 2009 (D.O.I Press Release 122/2009); while demographic location of respondents was based on the same distribution as that used for the Demographic Review 2007 which is estimated using the 2005 Population and Housing Census figures as basis.

The minimum and the maximum age of respondents for each quarter, as well as the difference as 'range' are listed below:

Respondents' Age:	Minimum	Maximum	Range
October – December 2008	12	99	87 years
January – March 2009	12	91	79 years
April – June 2009	12	96	84 years
July – September 2009	12	96	84 years
October 2008 – September 2009	12	99	87 years

Tables and Figures 2.1-2 [for July-September 2009 and for October 2008-September 2009] below give the profile of the sample by age group, by gender and district. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part 2 and Part 3 of this report.

TABLE 2.1: SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [JUL-SEP 2009]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	80	48	32	14	21	14	14	12	5
	4.4%	5.7%	3.2%	3.7%	4.2%	4.9%	5.1%	5.1%	3.2%
	100.0%	60.0%	40.0%	17.5%	26.3%	17.5%	17.5%	15.0%	6.3%
15-24	258	131	127	46	75	41	51	30	15
	14.1%	15.5%	12.9%	12.2%	14.9%	14.3%	18.7%	12.7%	9.7%
	100.0%	50.8%	49.2%	17.8%	29.1%	15.9%	19.8%	11.6%	5.8%
25-29	117	55	62	26	30	24	9	21	7
	6.4%	6.5%	6.3%	6.9%	6.0%	8.4%	3.3%	8.9%	4.5%
	100.0%	47.0%	53.0%	22.2%	25.6%	20.5%	7.7%	17.9%	6.0%
30-49	533	244	289	105	117	99	80	80	52
	29.1%	28.9%	29.3%	27.9%	23.3%	34.5%	29.3%	33.8%	33.5%
	100.0%	45.8%	54.2%	19.7%	22.0%	18.6%	15.0%	15.0%	9.8%
50-64	507	230	277	104	143	80	77	57	46
	27.7%	27.3%	28.0%	27.7%	28.4%	27.9%	28.2%	24.1%	29.7%
	100.0%	45.4%	54.6%	20.5%	28.2%	15.8%	15.2%	11.2%	9.1%
65-79	276	108	168	64	98	21	36	31	26
	15.1%	12.8%	17.0%	17.0%	19.5%	7.3%	13.2%	13.1%	16.8%
	100.0%	39.1%	60.9%	23.2%	35.5%	7.6%	13.0%	11.2%	9.4%
80+	60	27	33	17	19	8	6	6	4
	3.3%	3.2%	3.3%	4.5%	3.8%	2.8%	2.2%	2.5%	2.6%
	100.0%	45.0%	55.0%	28.3%	31.7%	13.3%	10.0%	10.0%	6.7%
Total	1831	843	988	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

[Count / Col% / Row %]

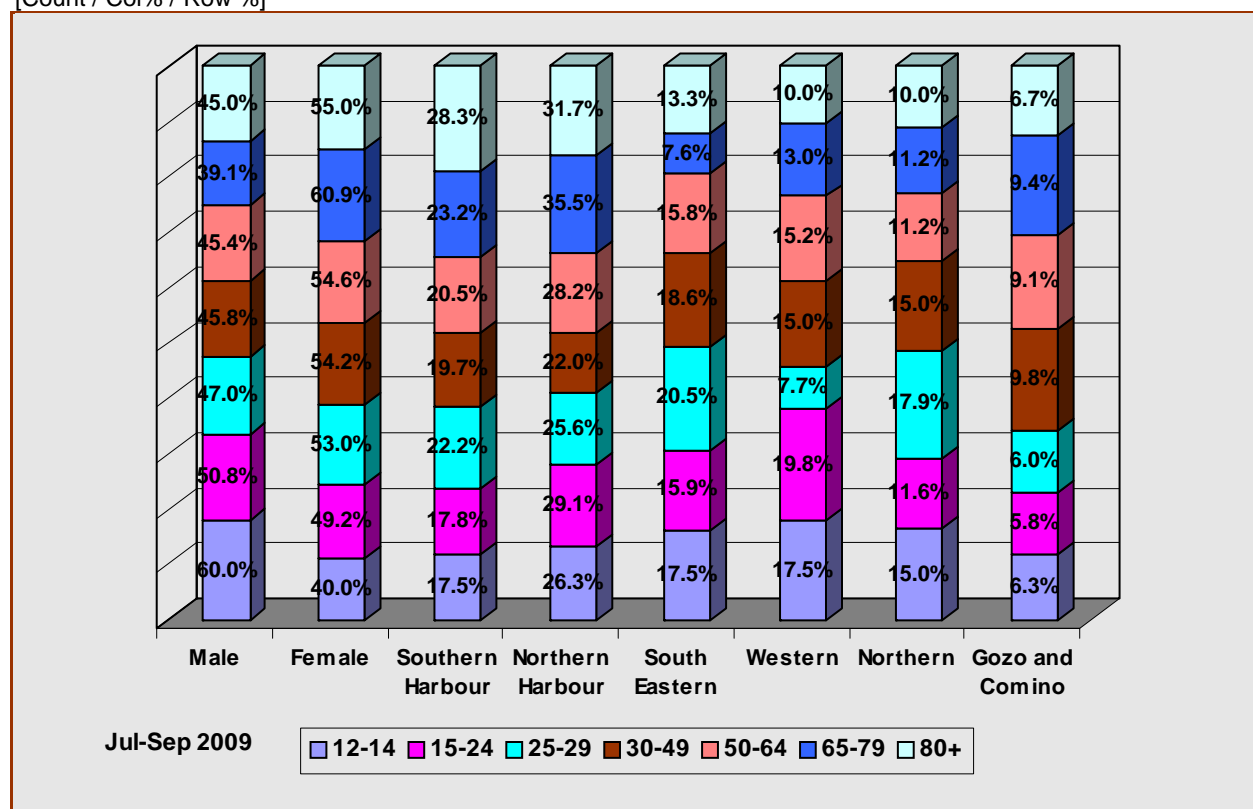


FIGURE 2.1: SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [JUL – SEP 2009]

TABLE 2.2: SAMPLE PROFILE BY AGE: BY GENDER AND AND BY DISTRICT [OCT 2008-SEP 2009]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	303	164	139	48	74	48	54	54	25
	4.2%	4.9%	3.5%	3.3%	3.7%	4.3%	5.0%	5.4%	4.2%
	100.0%	54.1%	45.9%	15.8%	24.4%	15.8%	17.8%	17.8%	8.3%
15-24	1117	570	547	194	297	181	202	165	78
	15.4%	17.0%	14.0%	13.2%	14.8%	16.2%	18.6%	16.6%	13.2%
	100.0%	51.0%	49.0%	17.4%	26.6%	16.2%	18.1%	14.8%	7.0%
25-29	461	230	231	83	133	80	60	77	28
	6.3%	6.9%	5.9%	5.6%	6.6%	7.1%	5.5%	7.8%	4.8%
	100.0%	49.9%	50.1%	18.0%	28.9%	17.4%	13.0%	16.7%	6.1%
30-49	2098	937	1161	404	497	343	328	328	198
	28.9%	28.0%	29.6%	27.4%	24.8%	30.6%	30.2%	33.1%	33.6%
	100.0%	44.7%	55.3%	19.3%	23.7%	16.3%	15.6%	15.6%	9.4%
50-64	2010	880	1130	432	573	326	283	245	151
	27.7%	26.3%	28.9%	29.3%	28.6%	29.1%	26.1%	24.7%	25.6%
	100.0%	43.8%	56.2%	21.5%	28.5%	16.2%	14.1%	12.2%	7.5%
65-79	1044	462	582	253	355	119	130	102	85
	14.4%	13.8%	14.9%	17.2%	17.7%	10.6%	12.0%	10.3%	14.4%
	100.0%	44.3%	55.7%	24.2%	34.0%	11.4%	12.5%	9.8%	8.1%
80+	233	107	126	59	78	23	28	21	24
	3.2%	3.2%	3.2%	4.0%	3.9%	2.1%	2.6%	2.1%	4.1%
	100.0%	45.9%	54.1%	25.3%	33.5%	9.9%	12.0%	9.0%	10.3%
Total	7266	3350	3916	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

[Count / Col% / Row %]

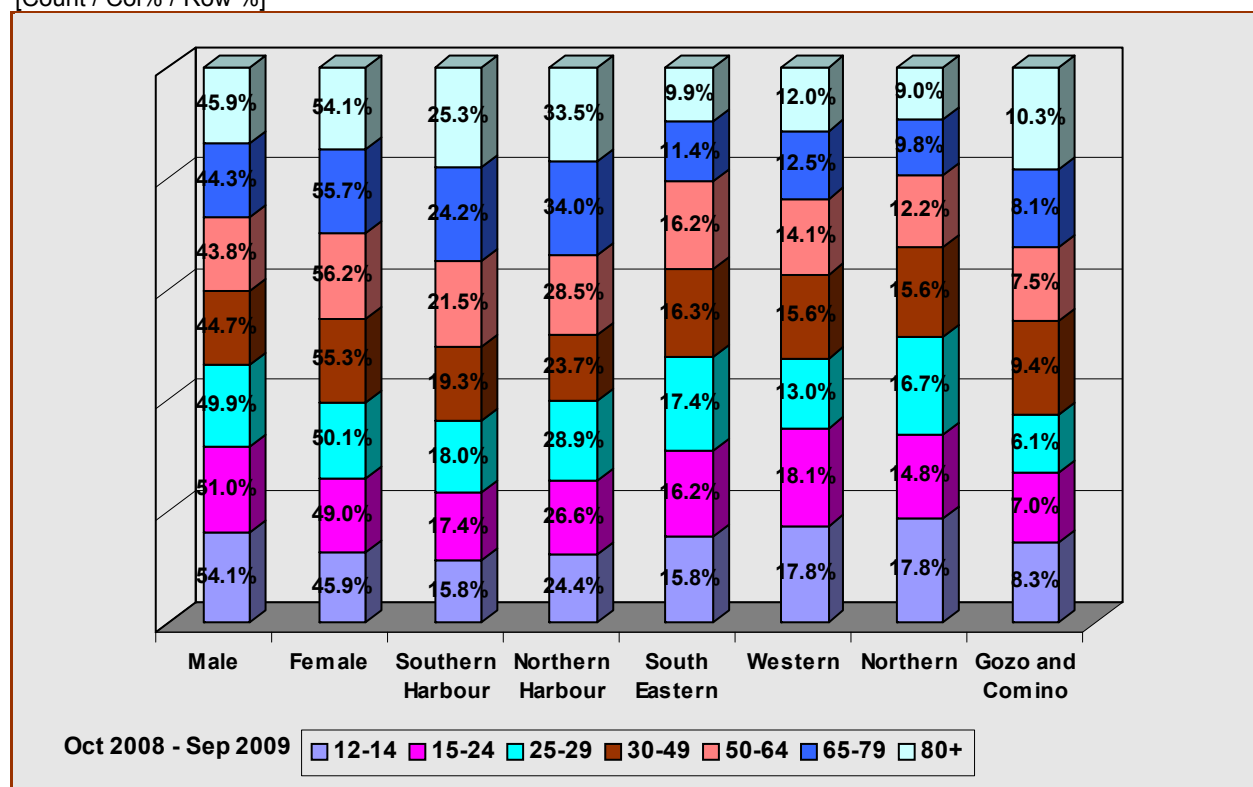


FIGURE 2.2: SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT 2008 – SEP 2009]

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. **For this section no cognizance is taken of the time spent by consumers listening/viewing their reception sets.**

3.1 Radio Reach by Demographics

This data has been repeatedly monitored for the past three years since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed; while regular radio listening was maintained with just over/under the 50% level.

Radio listening through the summer months of July to September of each year has only seen a very slight increase over the previous yearly quarters of the same year. This means that the high rise in radio listening that is expected during the summer months as against that during peak TV season is not significant as it does not exceed the 5% mark. On a quarterly basis the number of people listening to radio is quite regular during the whole year with only a slight increase during the summer months. This corroborates the statement that “media consumption slightly varies by yearly season and by medium”³.

Noticeable is the reverse trends of those who stated that they do not regularly listen to radio and those who stated that they are regular radio listeners – they are tandemly in reverse and an increase in one means a decrease in the other. This is consistent throughout the whole three year period and implies that only a small percentage of radio listeners would change their listening habits from regular to non-listeners. Although the range of the differences between regular listeners and those who do not listen to range were the highest during the whole broadcasting season [0.16% for Oct-Dec 2008 and 9.01% for Jul-Sep 2009], for the whole period from Oct 2006 to Sep 2009 the average difference between these two classes of radio consumers is only of 1.31% – see summary Table and Figure 3.1 below and Tables 3.1 and 3.3 in Parts 2 and 3.

³ Axiak, M (2008); Maltese Broadcast Consumer Profile: An Analytical Assessment 1999-2006; Broadcasting Authority; Broadcasting Studies Series, Vol. II; pg.89

TABLE 3.1: RADIO REACH BY QUARTERS: OCT-DEC 2006 TO JUL-SEP 2009

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners	1% =
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%	3558
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%	3558
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%	3558
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%	3558
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%	3594
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%	3594
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%	3594
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%	3594
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	3633
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%	3633
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%	3633
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%	3633

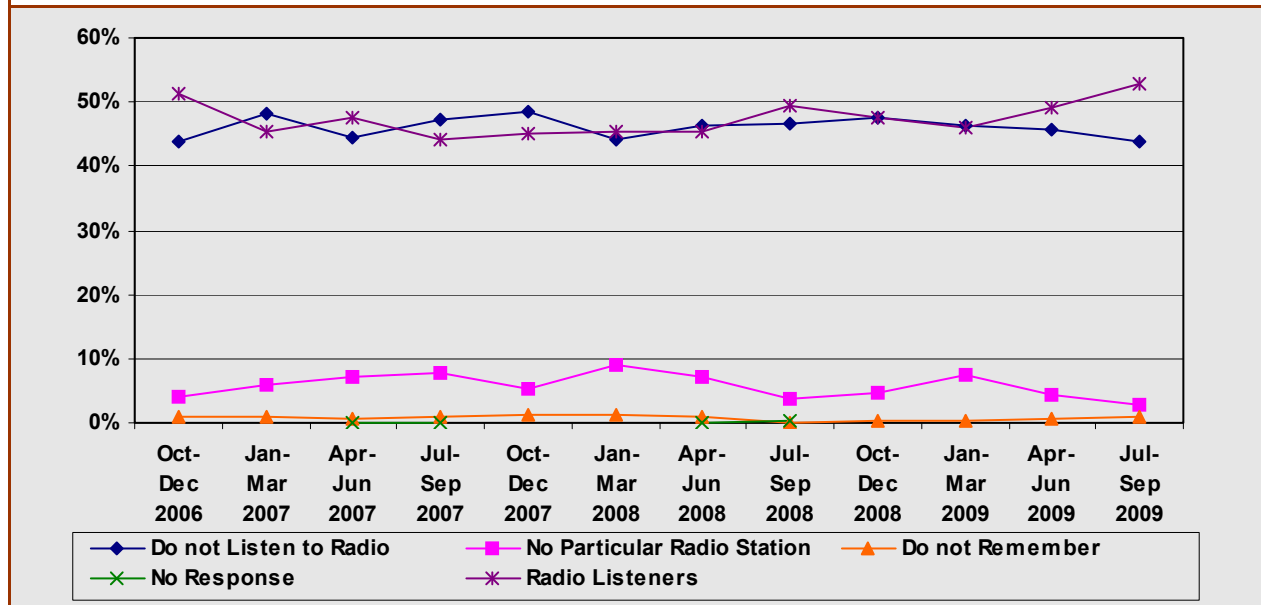


FIGURE 3.1: RADIO REACH BY QUARTERS – OCT-DEC 2006 TO JUL-SEP 2009

The total number of radio listeners [i.e. 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**] were analysed by broadcasting station and the data is summarised in Table 3.2-3 and Figure 3.2-3 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. For the whole broadcasting season from October 2008 to September 2009 the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining an average of 20.38% of total listeners starting from 16.4% in October-December 2008 to the highest of 23.2% during April-June 2009. Super One Radio obtained an overall average of 16.26% with its highest being 16.46% during the summer months; while Calypso Radio maintained its third position with an average audience reach of 10.74% of all radio listeners.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[OCT 2008 - SEP 2009 AND JUL-SEP 2008]

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Jul-Sep 2008
Radju Malta	6.3	6.6	6.3	8.28	11.2
Radju Parlament 106.6	3.0	1.1	0.8	0.00	1.1
Magic Radio	7.2	5.4	6.6	6.21	5.4
Super One Radio	[2] 16.0	[2] 16.7	[2] 15.9	[2] 16.46	[1] 19.2
Radio 101	4.9	6.0	4.3	4.66	5.1
Bay Radio	[1] 16.4	[1] 18.8	[1] 23.2	[1] 22.67	[2] 14.8
Calypso Radio	[3] 13.1	[3] 10.1	[3] 10.4	[3] 9.42	[3] 11.6
RTK	7.9	9.0	8.9	8.18	8.8
Smash Radio	4.1	3.9	3.1	3.11	3.1
Radju Marija	9.0	8.8	8.4	5.59	7.8
Campus FM	0.5	0.6	0.9	1.24	0.5
Capital Radio / Vibe FM	4.0	4.0	3.1	4.76	3.4
XFM	5.4	5.7	4.0	4.76	4.3
Community Stations	1.1	2.3	3.0	3.42	1.8
Foreign Radio Stations	1.0	1.0	0.9	1.24	1.8
	100.0	100.0	100.0	100.0	100.0
1% =	1724	1667	1785	1917	1774

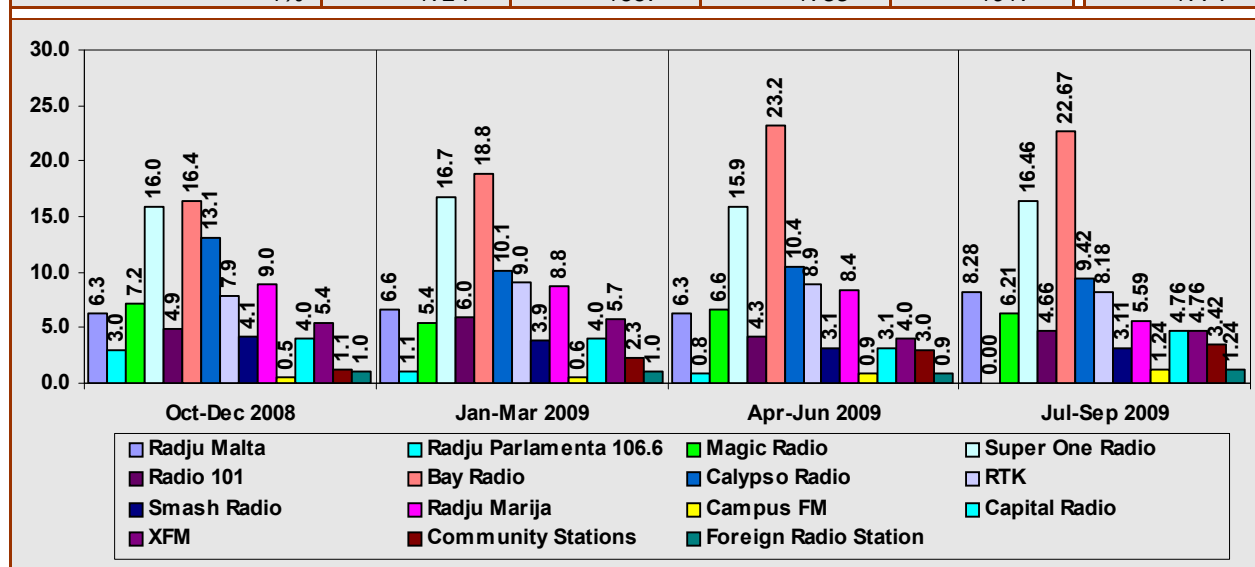


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT 2008 – SEP 2009]

TABLE 3.3: RADIO REACH BY BROADCASTING STATION [OCT 2008 – SEP 2009]

	Oct '08 – Sep '09
Radju Malta	6.91
Radju Parlament 106.6	1.21
Magic Radio	6.34
Super One Radio	[2] 16.26
Radio 101	4.93
Bay Radio	[1] 20.38
Calypso Radio	[3] 10.74
RTK	8.48
Smash Radio	3.55
Radju Marija	7.86
Campus FM	0.82
Capital Radio / Vibe FM	4.00
XFM	4.96
Community Stations	2.51
Foreign Radio Station	1.04
	100.0
1% =	1774

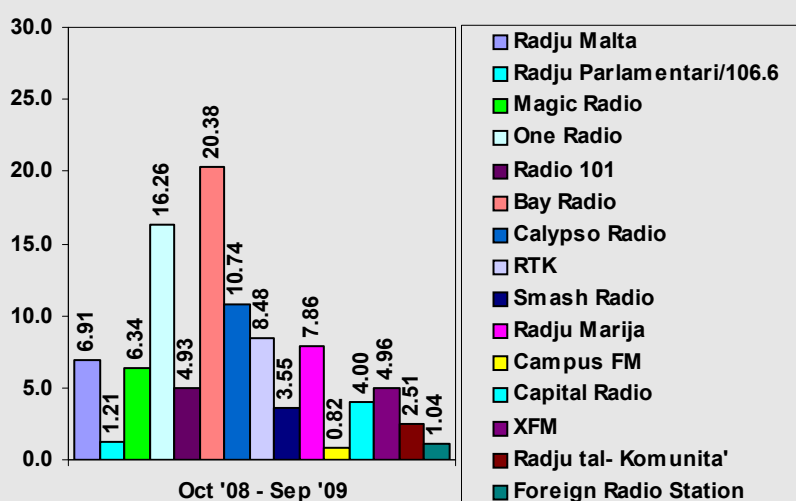


FIGURE 3.3: RADIO REACH BY BROADCASTING STATION: OCT 2008 – SEP 2009

3.1.1 Radio Reach by Gender and by Age Group

Of the effective listening population, over all the whole broadcasting season Bay Radio is the most preferred station and exceeding the second preferred station, Super One Radio, by 6.14%. While Bay Radio was the most preferred station amongst the four lowest age groups, Super One Radio was the most preferred station of those in the 50-64 and 65-79 age groups; while Radju Marija was the most preferred station of those in the 80-plus age group and the second most preferred station for those in the 65-79 age group– see Table 3.4 below. While Bay Radio and Super One radio were the second most preferred station for both males and females, Calypso Radio and Radju Marija were the third most preferred station for males and females respectively. XFM was the second most preferred station for the first three age groups up to 29 years old while Calypso Radio was the second most preferred station for the 30-49 and 50-64 age groups. RTK was the third most preferred station for three age groups over 50 years old.

This diversity in station reach indicates that although national broadcasting radio stations nearly all cover demographics by gender and age group, they are clearly targeting sectoral groups within the local radio broadcasting scenario.

TABLE 3.4: RADIO REACH BY GENDER AND BY AGE GROUP [3RD QTR 2009 AND OCT 2008 – SEP 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
JUL-SEP 2009										
Radju Malta	8.28	7.59	8.91		0.65		4.59	12.50	18.31	21.88
Magic Radio	6.21	6.07	6.34	4.00	2.60	10.61	13.07	3.41	1.41	
Super One Radio	16.46	16.92	16.04		1.95	7.58	9.89	26.14	32.39	25.00
Radio 101	4.66	5.21	4.16	8.00	1.95	3.03	4.95	5.30	6.34	3.13
Bay Radio	22.67	24.08	21.39	52.00	64.29	48.48	19.79	7.20		
Calypso Radio	9.42	8.68	10.10		3.90	4.55	12.72	15.53	3.52	
RTK	8.18	7.59	8.71		0.65		5.65	10.98	18.31	21.88
Smash Radio	3.11	3.25	2.97	4.00	5.84	6.06	4.24	1.52		
Radju Marija	5.59	2.17	8.71	4.00			2.12	7.58	13.38	25.00
Campus FM	1.24	1.95	0.59				0.35	3.03	2.11	
Vibe FM	4.76	6.51	3.17	8.00	7.79	6.06	9.19	0.76		
XFM	4.76	5.42	4.16	12.00	8.44	9.09	6.71	1.14	1.41	
Community Stations	3.42	2.39	4.36	4.00	1.30	4.55	4.24	4.17	2.11	3.13
Foreign Radio Stations	1.24	2.17	0.40	4.00	0.65		2.47	0.76	0.70	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0
1% =	1917	985	936	48	347	177	591	464	231	71
OCT 2008 – SEP 2009										
Radju Malta	6.91	6.33	7.40	1.11	0.36	1.28	3.03	11.11	15.58	11.67
Radju Parlament 106.6	1.21	0.97	1.42	2.22	1.63	1.28	2.15	0.71		
Magic Radio	6.34	6.09	6.56	4.44	[3]7.78	6.84	[3]11.64	3.43	1.67	
Super One Radio	[2]16.26	[2]17.48	[2]15.22	[3]6.67	2.89	5.98	10.76	[1]25.35	[1]28.57	[2]21.67
Radio 101	4.93	5.79	4.20	3.33	1.08	3.42	4.70	6.57	6.68	7.50
Bay Radio	[1]20.38	[1]22.41	[1]18.63	[1]47.78	[1]59.13	[1]47.44	[1]18.79	4.85	0.19	0.83
Calypso Radio	[3]10.74	[3]10.35	11.07	2.22	2.71	6.84	[2]15.85	[2]15.86	4.82	2.50
RTK	8.48	7.06	9.71		0.72	1.28	4.11	[3]13.03	[3]18.74	[3]18.33
Smash Radio	3.55	3.71	3.41	5.56	6.87	4.70	5.58	1.52		
Radju Marija	7.86	3.96	[3]11.23	1.11	0.54	0.43	3.42	9.70	[2]19.29	[1]32.50
Campus FM	0.82	1.10	0.58		0.18	0.85	0.78	1.31	0.93	
Capital Radio / Vibe FM	4.00	5.18	2.99	4.44	3.80	[3]7.69	8.41	1.21	0.19	
XFM	4.96	6.15	3.93	[2]16.67	[2]10.13	[2]9.40	6.36	1.31	0.74	0.83
Community Stations	2.51	2.07	2.89	3.33	1.45	2.14	3.03	2.83	1.86	3.33
Foreign Radio Stations	1.04	1.34	0.79	1.11	0.72	0.43	1.37	1.21	0.74	0.83
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0
1% =	1774	883	892	45	288	159	542	439	232	68

3.1.2 Radio Reach by District

Analysed by district, for the whole broadcasting season from October 2008 to September 2009, Bay Radio was the most preferred station in three districts and the second most preferred station in the other three districts – see Table 3.5 below. Super One Radio was the most reached station in the Southern Harbour area and in the South Eastern area; while Calypso Radio was the third most reached radio in all the Maltese districts, losing its place to Super One Radio in Gozo and Comino which always had divergent radio reach, audiences and preferences. For this period, in fact, RTK was the most reached station in Gozo and Comino, followed by Bay Radio [2nd] and Super One Radio [3rd]; even though the reach of this district for the summer months of July-September 2009 had different radio reach with Super One Radio ranking first with 17.74%, followed by Radju Malta [14.52%] and the third place being shared by Bay Radio and the eight Gozitan Community Radio Stations [11.29%].

TABLE 3.5: RADIO REACH BY DISTRICT [3RD QTR. 2009 AND OCT 2008 – SEP 2009]

TABLE 3.3: RADIO REACH BY DISTRICT (3 QTR. 2009 AND OCT 2008 – SEP 2009)							
	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
JUL-SEP 2009							
Radju Malta	8.28	10.90	6.08	6.96	9.46	5.60	[2]14.52
Magic Radio	6.21	5.69	7.60	8.86	4.73	4.00	3.23
Super One Radio	16.46	18.96	17.11	21.52	10.81	10.40	[1]17.74
Radio 101	4.66	3.32	7.22	3.80	2.03	5.60	4.84
Bay Radio	22.67	20.85	22.05	25.32	24.32	27.20	[3]11.29
Calypso Radio	9.42	10.90	7.98	7.59	12.84	8.80	8.06
RTK	8.18	8.06	7.98	3.80	11.49	9.60	9.68
Smash Radio	3.11	2.37	3.80	1.27	3.38	4.00	4.84
Radju Marija	5.59	6.16	5.70	4.43	6.08	3.20	9.68
Campus FM	1.24		2.66	0.63	2.03	0.80	
Vibe FM	4.76	3.32	3.04	6.33	6.08	8.80	1.61
XFM	4.76	4.74	3.42	5.06	4.05	8.80	3.23
Community Stations	3.42	3.32	4.18	3.80	0.68	0.80	[3]11.29
Foreign Radio Stations	1.24	0.95	1.14	0.63	2.03	2.40	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1% =	2166	454	635	331	311	311	125
OCT 2008 – SEP 2009							
Radju Malta	6.91	7.41	6.63	6.14	7.65	5.84	8.80
Radju Parlament 106.6	1.21	0.85	1.20	0.72	0.91	2.41	1.60
Magic Radio	6.34	5.98	7.33	6.50	6.56	7.04	1.20
Super One Radio	[2]16.26	[1]22.79	[2]13.65	[1]21.66	[2]12.93	[2]12.07	[3]12.00
Radio 101	4.93	4.13	6.83	4.33	2.73	4.02	7.60
Bay Radio	[1]20.38	[2]16.67	[1]19.98	[2]20.94	[1]23.86	[1]25.35	[2]13.60
Calypso Radio	[3]10.74	[3]11.11	[3]9.84	[3]11.01	[3]11.84	[3]10.26	11.20
RTK	8.48	7.41	9.24	5.23	8.74	8.25	[1]15.60
Smash Radio	3.55	3.99	2.71	3.07	3.28	4.43	5.60
Radju Marija	7.86	7.41	9.04	7.58	8.20	6.04	8.00
Campus FM	0.82	0.14	1.31	0.36	1.09	1.21	0.40
Capital Radio / Vibe FM	4.00	3.99	3.51	4.15	4.37	4.02	4.80
XFM	4.96	4.27	5.32	4.69	5.65	6.04	2.40
Community Stations	2.51	3.28	2.31	3.25	0.91	1.01	6.00
Foreign Radio Stations	1.04	0.57	1.10	0.36	1.28	2.01	1.20
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1% =	2005	387	602	297	290	295	133

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 broadcasting stations whose gender reach is in excess of 10% in either gender. Overall Radju Parlament, RTK, Radju Marija, and Community Radio stations have a higher than normal of female listeners while Campus FM, Capital Radio/Vibe FM, and Foreign Radio Stations have a higher male audience than normal – see Table 3.6:

TABLE 3.6: RADIO REACH BY BROADCASTING STATION – BY GENDER
[3RD QTR. 2009 AND OCT 2008 – SEP 2009]

		Male	Female
1%= JUL-SEP 2009			
159	Radju Malta	43.8%	56.3%
119	Magic Radio	46.7%	53.3%
315	Super One Radio	49.1%	50.9%
89	Radio 101	53.3%	46.7%
435	Bay Radio	50.7%	49.3%
181	Calypso Radio	44.0%	56.0%
157	RTK	44.3%	55.7%
60	Smash Radio	50.0%	50.0%
107	Radju Marija	18.5%	81.5%
24	Campus FM	75.0%	25.0%
91	Capital Radio / Vibe FM	65.2%	34.8%
91	XFM	54.3%	45.7%
65	Community Stations	33.3%	66.7%
24	Foreign Radio Stations	83.3%	16.7%
3633	Total	46.0%	54.0%
1%= Oct 2008 – Sep 2009			
122	Radju Malta	42.4%	57.6%
21	Radju Parlament 106.6	37.2%	62.8%
112	Magic Radio	44.4%	55.6%
288	Super One Radio	49.7%	50.3%
87	Radio 101	54.3%	45.7%
361	Bay Radio	50.9%	49.1%
190	Calypso Radio	44.6%	55.4%
150	RTK	38.5%	61.5%
63	Smash Radio	48.4%	51.6%
139	Radju Marija	23.3%	76.7%
14	Campus FM	62.1%	37.9%
71	Capital Radio / Vibe FM	59.9%	40.1%
88	XFM	57.4%	42.6%
44	Community Stations	38.2%	61.8%
18	Foreign Radio Stations	59.5%	40.5%
3633	Total	46.1%	53.9%
	Population^a	180,087	183,188
	%	49.57%	50.43%

^a Based on N.S.O. News Release 122/2009 – see Appendix B

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 during the peak radio season of July-September 2009 only Radio 101 and Community Stations have an audience reach that covers all of the age groups; while for the whole broadcasting season only nine stations [including community radio stations and foreign radio stations] out of fifteen classifications have a reach that covers all the age groups – see Table 3.7 below.

TABLE 3.7: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP
[3RD QTR. 2009 AND OCT 2008 – SEP 2009]

		Age Group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
1%=	Jul – Sep 2009							
159	Radju Malta		1.3%		16.3%	41.3%	32.5%	8.8%
119	Magic Radio	1.7%	6.7%	11.7%	61.7%	15.0%	3.3%	
315	Super One Radio		1.9%	3.1%	17.6%	43.4%	28.9%	5.0%
89	Radio 101	4.4%	6.7%	4.4%	31.1%	31.1%	20.0%	2.2%
435	Bay Radio	5.9%	45.2%	14.6%	25.6%	8.7%		
181	Calypso Radio		6.6%	3.3%	39.6%	45.1%	5.5%	
157	RTK		1.3%		20.3%	36.7%	32.9%	8.9%
60	Smash Radio	3.3%	30.0%	13.3%	40.0%	13.3%		
107	Radju Marija	1.9%			11.1%	37.0%	35.2%	14.8%
24	Campus FM				8.3%	66.7%	25.0%	
91	Capital Radio / Vibe FM	4.3%	26.1%	8.7%	56.5%	4.3%		
91	XFM	6.5%	28.3%	13.0%	41.3%	6.5%	4.3%	
65	Community Stations	3.0%	6.1%	9.1%	36.4%	33.3%	9.1%	3.0%
24	Foreign Radio Stations	8.3%	8.3%		58.3%	16.7%	8.3%	
3633	Total	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%
1%=	Oct 2008 – Sep 2009							
122	Radju Malta	.4%	.8%	1.2%	12.7%	44.9%	34.3%	5.7%
21	Radju Parlament 106.6	4.7%	20.9%	7.0%	51.2%	16.3%		
112	Magic Radio	1.8%	19.1%	7.1%	52.9%	15.1%	4.0%	
288	Super One Radio	1.0%	2.8%	2.4%	19.1%	43.5%	26.7%	4.5%
87	Radio 101	1.7%	3.4%	4.6%	27.4%	37.1%	20.6%	5.1%
361	Bay Radio	5.9%	45.2%	15.4%	26.6%	6.6%	.1%	.1%
190	Calypso Radio	.5%	3.9%	4.2%	42.5%	41.2%	6.8%	.8%
150	RTK		1.3%	1.0%	14.0%	42.9%	33.6%	7.3%
63	Smash Radio	4.0%	30.2%	8.7%	45.2%	11.9%		
139	Radju Marija	.4%	1.1%	.4%	12.5%	34.4%	37.3%	14.0%
14	Campus FM		3.4%	6.9%	27.6%	44.8%	17.2%	
71	Capital Radio / Vibe FM	2.8%	14.8%	12.7%	60.6%	8.5%	.7%	
88	XFM	8.5%	31.8%	12.5%	36.9%	7.4%	2.3%	.6%
44	Community Stations	3.4%	9.0%	5.6%	34.8%	31.5%	11.2%	4.5%
18	Foreign Radio Stations	2.7%	10.8%	2.7%	37.8%	32.4%	10.8%	2.7%
3633	Total	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%
Population^a		15,224	58,208	31,296	111,310	89,058	44,899	13,280
%		[5]4.19%	[3]16.02%	8.61%	[1]30.64%	[2]24.52%	[4]12.36%	[6]3.66%
^a Based on N.S.O. News Release 122/2009 – see Appendix B								

3.2.3 Radio Reach by Broadcasting Station – By District

Overall, all broadcasting stations had a nationwide following representative of population distribution by district. Of note is Radju Malta and Calypso Radio which had higher than average following during the summer months in the Southern Harbour Area while Capital Radio/Vibe FM and XFM had a higher audience reach in the Northern District. On the other hand, for the whole broadcasting season of October 2008 to September 2009, Super One Radio, Smash Radio, and Community Radio Stations had their highest audience reach registered in the Southern Harbour area which ranks second in national population distribution data – see Table 3.8 below.

TABLE 3.8: RADIO REACH BY BROADCASTING STATION – BY DISTRICT
[3RD QTR. 2009 AND OCT 2008 – SEP 2009]

		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
1%=	Jul – Sep 2009						
179	Radju Malta	28.8%	20.0%	13.8%	17.5%	8.8%	11.3%
135	Magic Radio	20.0%	33.3%	23.3%	11.7%	8.3%	3.3%
357	Super One Radio	25.2%	28.3%	21.4%	10.1%	8.2%	6.9%
101	Radio 101	15.6%	42.2%	13.3%	6.7%	15.6%	6.7%
491	Bay Radio	20.1%	26.5%	18.3%	16.4%	15.5%	3.2%
204	Calypso Radio	25.3%	23.1%	13.2%	20.9%	12.1%	5.5%
177	RTK	21.5%	26.6%	7.6%	21.5%	15.2%	7.6%
67	Smash Radio	16.7%	33.3%	6.7%	16.7%	16.7%	10.0%
121	Radju Marija	24.1%	27.8%	13.0%	16.7%	7.4%	11.1%
27	Campus FM		58.3%	8.3%	25.0%	8.3%	
103	Capital Radio / Vibe FM	15.2%	17.4%	21.7%	19.6%	23.9%	2.2%
103	XFM	21.7%	19.6%	17.4%	13.0%	23.9%	4.3%
74	Community Stations	21.2%	33.3%	18.2%	3.0%	3.0%	21.2%
27	Foreign Radio Stations	16.7%	25.0%	8.3%	25.0%	25.0%	
4103	Total	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%
1%=	Oct 2008 – Sep 2009						
138	Radju Malta	21.2%	26.9%	13.9%	17.1%	11.8%	9.0%
24	Radju Parlament 106.6	14.0%	27.9%	9.3%	11.6%	27.9%	9.3%
127	Magic Radio	18.7%	32.4%	16.0%	16.0%	15.6%	1.3%
326	Super One Radio	27.7%	23.6%	20.8%	12.3%	10.4%	5.2%
99	Radio 101	16.6%	38.9%	13.7%	8.6%	11.4%	10.9%
409	Bay Radio	16.2%	27.5%	16.0%	18.1%	17.4%	4.7%
215	Calypso Radio	20.5%	25.7%	16.0%	17.1%	13.4%	7.3%
170	RTK	17.3%	30.6%	9.6%	15.9%	13.6%	13.0%
71	Smash Radio	22.2%	21.4%	13.5%	14.3%	17.5%	11.1%
158	Radju Marija	18.6%	32.3%	15.1%	16.1%	10.8%	7.2%
16	Campus FM	3.4%	44.8%	6.9%	20.7%	20.7%	3.4%
80	Capital Radio / Vibe FM	19.7%	24.6%	16.2%	16.9%	14.1%	8.5%
99	XFM	17.0%	30.1%	14.8%	17.6%	17.0%	3.4%
50	Community Stations	25.8%	25.8%	20.2%	5.6%	5.6%	16.9%
21	Foreign Radio Stations	10.8%	29.7%	5.4%	18.9%	27.0%	8.1%
4103	Total	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%
Population^a		81204	121382	60104	57407	58904	31289
%		[2]19.79	[1]29.58	[3]14.65	[5]13.99	[4]14.36	[6]7.63
^a Based on Demographic Review 2007; see Appendix B							

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.]

Similar to radio, data for TV reach has also been monitored for the past three years using the same analytical methods. And again, the expected loss of television viewing to radio listening during the summer months was only marginal and did not exceed 5% - again confirming that TV viewing only decreases marginally during the summer period while reaching its highest in the following quarter which would be the start of the broadcasting season. Of note is the trend of those who stated that they do not have a particular station, implying channel hopping. This group tends to reach its highest peaks during the second quarter of the broadcasting season [January-March]. Important also to note that those who stated that they do not have a TV-set was also consistent throughout the whole three year period; similarly to those who stated that they did not remember which TV channel they had watched the previous day – see Table 3.9 and Figure 3.4 below.

TABLE 3.9: TV REACH BY QUARTER: OCT-DEC 2006 TO JUL-SEP 2009

	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers	1% =
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%	3558
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%	3558
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%	3558
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%	3558
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%	3594
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%	3594
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%	3594
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%	3594
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%	3633
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%	3633
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%	3633
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%	3633

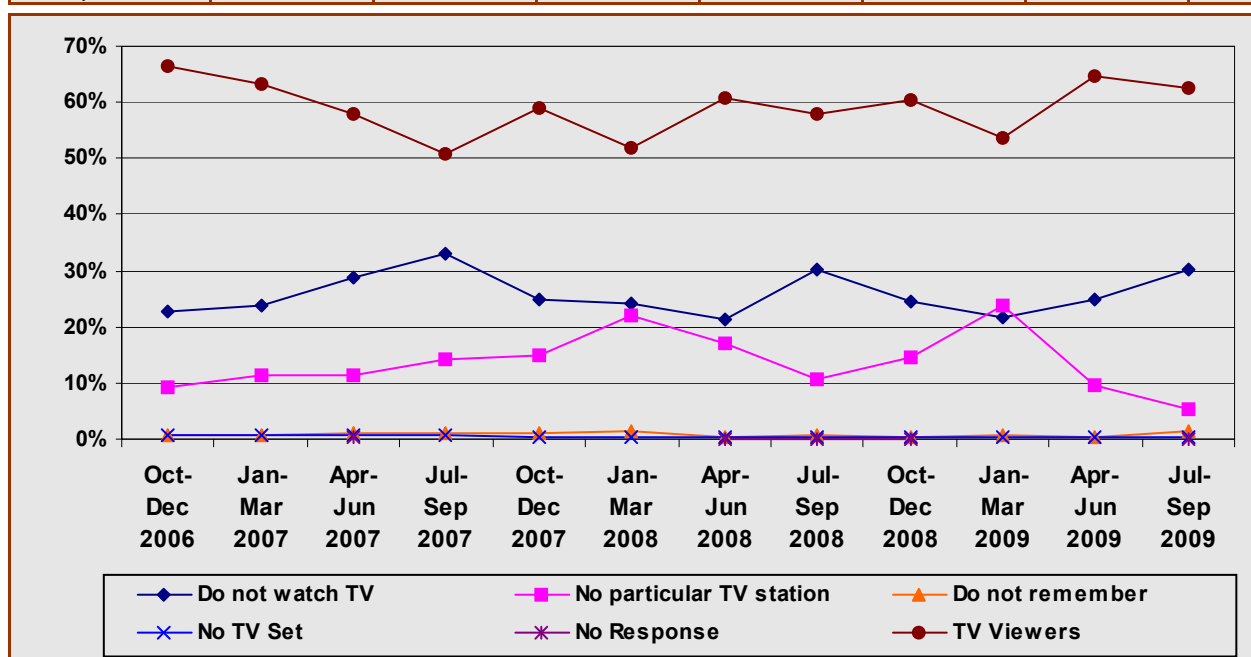


FIGURE 3.6: TV REACH BY QUARTER: OCT-DEC 2006 TO JUL-SEP 2009

The overall counts of effective respondents [i.e. excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they had followed”; and those who “did not watch a particular station” – **and excluding the amount of time followed by each viewer**] are given in Figure 3.5 and Table 3.10 below. This data gives the effective percentage of TV viewers that each broadcasting station has attracted. Analysed by broadcasting quarter, TVM attracted the highest percentage of televiewers; being closely followed by One TV for the first six months of the broadcasting season [Oct-Dec and Jan-Mar 2009]; while being closely followed by Other TV stations during the latter six months.

TABLE 3.10: TV REACH BY BROADCASTING STATION BY QUARTER – OCT 2008 TO SEP 2009

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009
TVM	34.7	38.18	34.87	21.3
One TV	[21] 20.0	[2] 13.81	[3] 11.20	[3] 14.1
Net TV	6.0	5.54	4.62	6.3
Smash TV	0.2	0.42	1.03	4.6
Education 22			0.09	
iTV				0.1
Family TV	0.2	0.73	0.26	
Favourite TV		1.26	0.77	1.6
Rai 1	4.5	3.87	6.50	4.5
Rai 2	1.8	2.09	1.54	1.5
Rai 3	0.5	0.84	0.60	0.6
Rete 4	1.9	3.77	3.50	2.8
Canale 5	6.3	6.80	5.64	6.8
Italia 1	4.0	5.65	6.67	8.1
Discovery Channel	3.4	2.20	3.50	4.6
MTV	0.8	0.63	2.14	1.3
BBC Prime	1.5	1.15	0.94	1.7
BBC World	0.3	0.31	0.43	0.2
Other TV Stations	[3] 13.8	[3] 12.76	[2] 15.73	[2] 19.9
	100.0%	100.0%	100.0%	100.0%
1% =	2190	1944	2345	2268

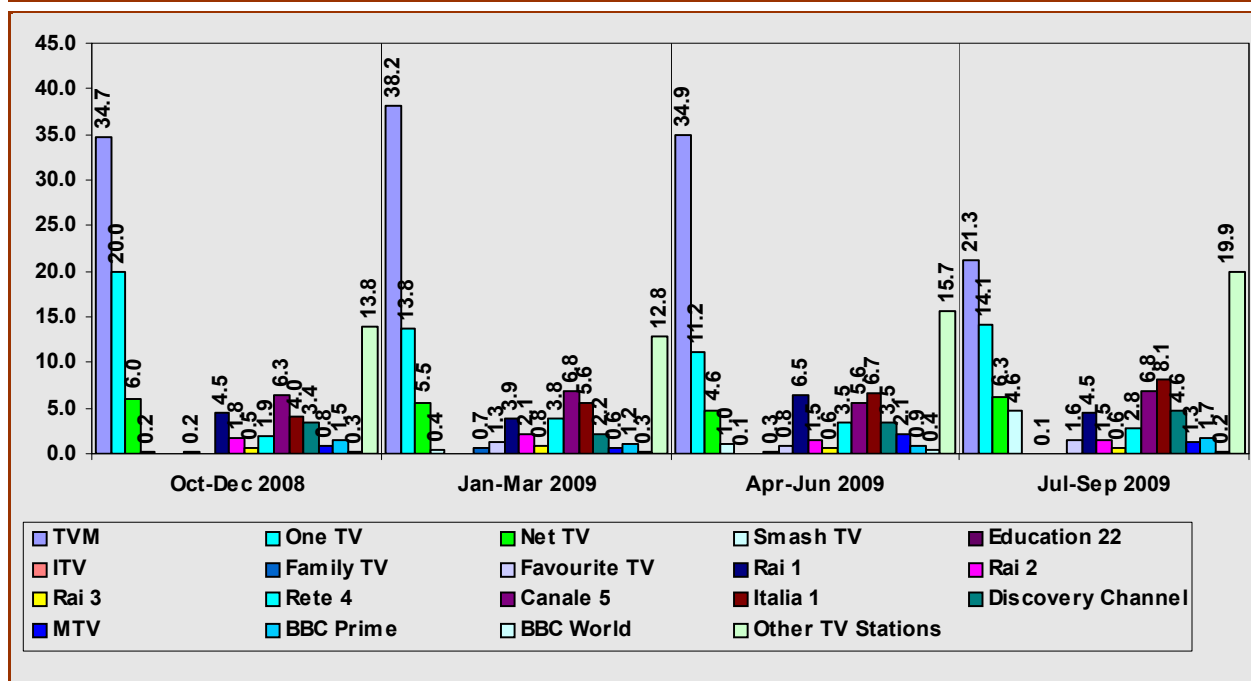


FIGURE 3.5 TV REACH BY BROADCASTING STATION BY QUARTER – OCT 2008 TO SEP 2009

For the whole broadcasting season of October 2008 to September 2009, TVM's audience reach ranked first [32%]; Other TV Stations ranked second at 15.7%; while One TV ranked third with 14.7%. It is also interesting to note that audience reach of Net TV was insignificantly slightly lower than that of Canale 5 and Italia 1 – see Table 3.11 and Figure 3.6 below.

TABLE 3.11: TV REACH BY BROADCASTING STATION [OCT 2008 – SEP 2009]

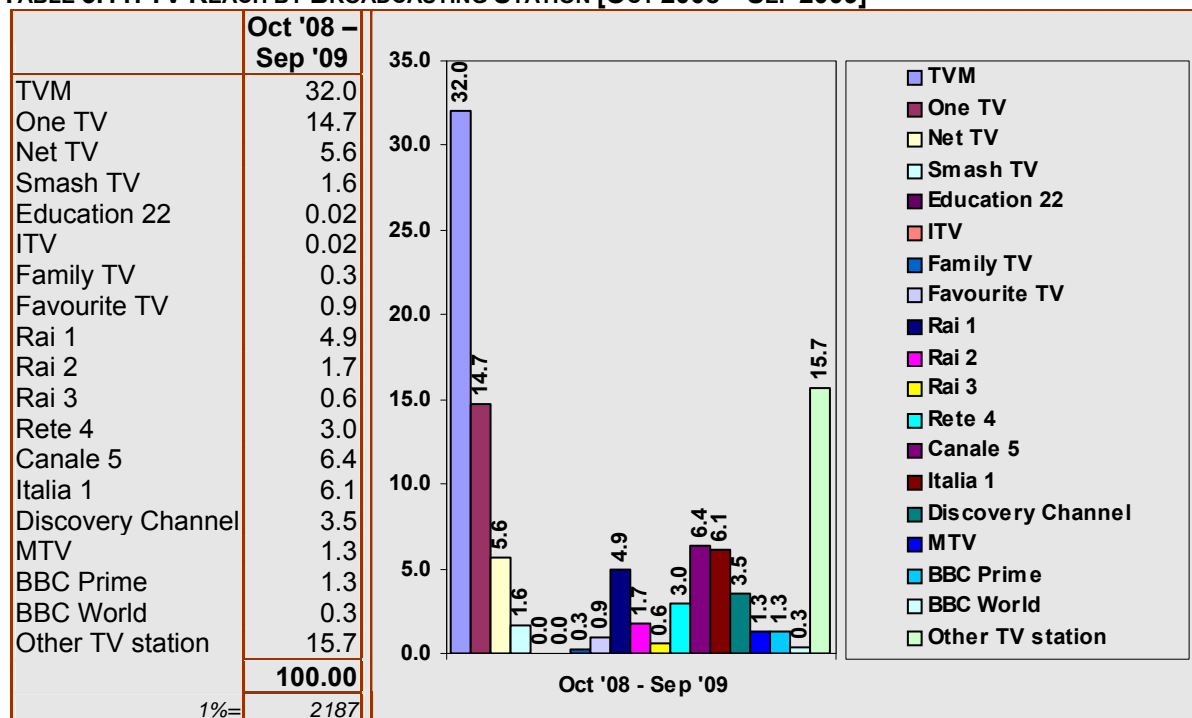


FIGURE 3.6: TV REACH BY BROADCASTING STATION [OCT 2008 – SEP 2009]

3.3.1 TV Reach by Gender and by Age Group

For the whole broadcasting season of October 2008 to September 2009, TVM was the station most followed by gender and by nearly all of the age groups with the exception of two groups: the 12-14 year old whose first preference went to Other TV station and the 25-29 age group whose first preference also went to Other TV stations. Other TV station was also the second most preferred station for all males and females, 15-24 year olds, and 30-49 year olds. While ranking an overall third, One TV was the second most preferred station after TVM for all females; the second most preferred for all the three age groups of those over 50 years old; the third most preferred station for all males; and the third most preferred station of those in the 30-49 age group.

During the last broadcasting quarter of July-September, although TVM ranked as the most preferred station, this was only so for all females and for all the highest four age groups; i.e. for all those over 30 years old. While Italia 1 was the most preferred station of children from 12-14 years old, it was also the second most preferred station of those in 15-24 and 25-29 age groups. Other TV station was the most preferred station of all males, 15-24 and 25-29 year olds; the second most preferred station of all females,

12-14 and 30-49 year olds; and the third most preferred station for all those in the 50-64 and 65-79 age groups – see Table 3.12 below.

TABLE 3.12: TV REACH BY GENDER AND BY AGE GROUP [3RD QTR. AND OCT 2008 – SEP 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
JUL-SEP 2009										
TVM	[1]21.26	[2]20.98	[1]21.50	[3]11.48	[3]15.15	7.81	[1]23.68	[1]25.16	[1]22.03	[1]33.33
One TV	[3]14.09	[3]10.96	[3]16.78	4.92	10.30	[2]15.63	[3]11.70	[2]16.13	[2]19.77	[2]25.00
Net TV	6.30	5.48	7.00	1.64	3.03	6.25	5.56	5.48	14.12	4.17
Smash TV	4.64	3.40	5.70	8.20	7.27	4.69	3.51	4.84	2.82	4.17
iTV	0.09		0.16				0.29			
Favourite TV	1.57	0.95	2.12		1.21		0.58	1.94	3.39	8.33
Rai 1	4.46	4.54	4.40	1.64	0.61	4.69	2.63	6.13	9.04	8.33
Rai 2	1.49	1.89	1.14	1.64			3.22	1.29	0.56	
Rai 3	0.61		1.14		1.21		0.29	0.97	0.56	
Rete 4	2.80	3.40	2.28		1.21	1.56	2.05	6.13	1.69	
Canale 5	6.82	5.10	8.31	4.92	1.82	10.94	9.06	8.71	3.95	
Italia 1	8.14	10.59	6.03	[1]24.59	[2]18.79	[2]15.63	8.48	2.26	0.56	
Discovery Channel	4.64	7.94	1.79	9.84	7.27	7.81	4.09	3.55	2.26	4.17
MTV	1.31	1.32	1.30	9.84	5.45					
BBC Prime	1.66	1.32	1.95		1.21	1.56	1.75	1.61	2.26	4.17
BBC World	0.17	0.38					0.29		0.56	
Other TV station	[2]19.95	[1]21.74	[2]18.40	[2]21.31	[1]25.45	[1]23.44	[2]22.81	[3]15.81	[3]16.38	8.33
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2268	1130	1138	116	372	171	714	545	288	53
OCT '08 – SEP '09										
TVM	[1]32.00	[1]30.33	[1]33.40	[2]18.66	[1]23.64	[1]21.49	[1]35.75	[1]34.28	[1]35.82	[1]39.32
One TV	[3]14.74	[3]13.51	[2]15.78	11.48	8.89	9.50	[3]11.58	[2]19.25	[2]20.75	[2]20.51
Net TV	5.60	5.11	6.02	1.91	3.61	4.55	4.09	6.42	[3]10.21	9.40
Smash TV	1.62	1.20	1.98	2.39	1.81	1.65	1.47	1.71	1.13	2.56
Education 22	0.02	0.05							0.16	
iTV	0.02		0.04				0.08			
Family TV	0.27	0.10	0.42	0.48			0.15	0.32	0.65	
Favourite TV	0.89	0.60	1.14	0.48	0.60	0.41	0.54	1.22	1.30	2.56
Rai 1	4.89	5.46	4.42	1.44	0.90	4.13	4.48	6.74	6.48	[3]11.97
Rai 2	1.71	2.35	1.18	0.96	1.05	2.07	2.78	1.54	0.97	
Rai 3	0.64	0.35	0.88		0.90		0.62	0.73	0.81	
Rete 4	2.97	3.05	2.90	1.44	1.36	2.89	2.93	3.66	3.73	4.27
Canale 5	6.38	3.95	8.41	3.83	6.48	[2]14.88	7.10	6.26	3.24	2.56
Italia 1	6.15	7.21	5.26	[3]16.75	[3]15.66	10.33	5.41	2.36	0.97	
Discovery Channel	3.50	6.11	1.30	4.78	7.08	5.79	3.63	2.03	1.30	1.71
MTV	1.26	0.95	1.51	6.70	4.82	0.41	0.39	0.16	0.16	
BBC Prime	1.33	0.90	1.68		0.60	0.41	1.62	1.54	1.94	0.85
BBC World	0.30	0.40	0.21				0.54	0.16	0.65	
Other TV station	[2]15.70	[2]18.37	[3]13.46	[1]28.71	[2]22.44	[1]21.49	[2]16.83	[3]11.62	9.72	4.27
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2187	1074	1112	105	346	164	687	545	265	67

3.3.2 TV Reach by District

For the whole broadcasting season of 2008-2009, TVM was the most followed station in all the districts. One TV was the second most followed station in three districts [Southern Harbour, South Eastern, and Gozi & Comino] and the third most followed station in the three other districts [Northern Harbour, Western, and Northern]. Other TV Station was the second most followed station in four districts and the third most followed in the other two districts – see Table 3.13 below. For the last broadcasting quarter of July – September 2009, the overall rankings were the same with slight changes in the distribution by district. TVM lost its first placing in the Northern Harbour area and shared the first placing with Other TV Station in the Southern Harbour Area.

TABLE 3.13: TV REACH BY DISTRICT [3RD QTR. AND OCT 2008 – SEP 2009]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
JUL-SEP 2009							
TVM	[1]21.26	[1]18.03	[2]17.39	[1]18.71	[1]27.95	[1]23.40	[1]33.70
One TV	[3]14.09	[2]16.74	[3]13.04	[3]16.96	[3]11.80	[3]11.35	[2]14.13
Net TV	6.30	4.72	7.25	4.68	6.83	7.09	7.61
Smash TV	4.64	7.30	3.77	5.26	3.73	2.84	4.35
iTV	0.09					0.71	
Favourite TV	1.57	4.29	1.16	0.58	0.62	0.71	1.09
Rai 1	4.46	4.29	5.51	1.17	5.59	4.26	5.43
Rai 2	1.49	1.72	1.45	1.17	2.48	1.42	
Rai 3	0.61	0.86	0.87	0.58		0.71	
Rete 4	2.80	3.86	1.74	3.51	1.24	4.26	3.26
Canale 5	6.82	6.87	6.96	6.43	7.45	7.80	4.35
Italia 1	8.14	9.01	7.25	11.70	5.59	8.51	6.52
Discovery Channel	4.64	3.43	4.64	7.02	6.21	2.84	3.26
MTV	1.31		0.58	2.92	1.86	3.55	
BBC Prime	1.66	0.86	2.32	1.75	1.24	1.42	2.17
BBC World	0.17					1.42	
Other TV station	[2]19.95	[1]18.03	[1]26.09	[2]17.54	[2]17.39	[2]17.73	[2]14.13
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%= 	2561	503	833	358	339	350	186
OCT 2008 – SEP 2009							
TVM	[1]32.00	[1]27.96	[1]30.44	[1]32.57	[1]34.77	[1]31.10	[1]42.78
One TV	[3]14.74	[2]19.72	[3]13.55	[2]18.72	[3]12.15	[3]10.37	[2]11.61
Net TV	5.60	4.76	7.01	3.81	4.77	5.85	7.08
Smash TV	1.62	2.20	1.43	1.83	1.54	1.00	1.70
Education 22	0.02	0.12					
iTV	0.02					0.17	
Family TV	0.27	0.23	0.24	0.30	0.31	0.17	0.57
Favourite TV	0.89	1.39	1.20	0.30	0.46	1.00	
Rai 1	4.89	4.76	5.90	3.20	5.54	3.68	5.67
Rai 2	1.71	1.39	1.43	1.98	2.46	2.17	0.85
Rai 3	0.64	0.70	0.88	0.30	0.31	0.84	0.57
Rete 4	2.97	3.94	2.55	3.20	2.92	2.68	2.27
Canale 5	6.38	6.50	7.01	6.09	5.85	7.69	3.12
Italia 1	6.15	7.42	5.10	7.91	6.15	5.02	5.38
Discovery Channel	3.50	2.67	2.87	3.65	4.92	4.68	2.83
MTV	1.26	0.70	0.88	1.52	1.69	2.34	0.85
BBC Prime	1.33	0.81	1.75	1.22	1.38	1.67	0.57
BBC World	0.30	0.12	0.32	0.15	0.46	0.67	
Other TV station	[2]15.70	[3]14.62	[2]17.45	[3]13.24	[2]14.31	[2]18.90	[2]13.88
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%= 	2470	475	759	353	344	355	188

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 account is taken of the time spent by consumers viewing their TV sets.]

3.4.1 TV Reach by Broadcasting Station – By Gender

In general, the main local television broadcasting stations have a gender balanced reach. Overall, the main stations [TVM, One TV, and Net TV] have a gendered balanced audience approximating national and sample ratios, albeit slightly higher female viewers. Of the other local broadcasting stations, nearly all of them had a skewed female reach with the exception of Education22 and iTV whose audiences can be considered as outliers being either totally male or totally female audience reach – see Table 3.14.

This is even more evident during the last broadcasting quarter of July-September 2009 where there was a majority of female viewers.

Of the foreign broadcasting stations and for the whole broadcasting season, Rai 1, Discovery Channel, and BBC World had a predominantly male audience numbers while Canale 5, MTV, and BBC World had a female majority. The audience reach of MTV and Other TV Stations was similar to sample and population percentages indicating that channel hopping is not gender dominated.

TABLE 3.14: TV REACH BY BROADCASTING STATION – BY GENDER [3RD QTR. AND OCT 2008 – SEP 2009]

		Male	Female
1%= 482	Jul-Sep 2009		
319	TVM	45.7%	54.3%
143	One TV	36.0%	64.0%
105	Net TV	40.3%	59.7%
2	Smash TV	34.0%	66.0%
36	iTV		100.0%
101	Favourite TV	27.8%	72.2%
34	Rai 1	47.1%	52.9%
14	Rai 2	58.8%	41.2%
63	Rai 3		100.0%
155	Rete 4	56.3%	43.8%
185	Canale 5	34.6%	65.4%
105	Italia 1	60.2%	39.8%
30	Discovery Channel	79.2%	20.8%
38	MTV	46.7%	53.3%
4	BBC Prime	36.8%	63.2%
452	BBC World	100.0%	
3633	Other TV Stations	48.8%	51.2%
	Table Total	46.0%	54.0%
1%= 700	Oct 2008 – Sep 2009		
322	TVM	43.3%	56.7%
122	One TV	41.9%	58.1%
35	Net TV	41.6%	58.4%
0.5	Smash TV	33.8%	66.2%
0.5	Education 22	100.0%	
6	iTV		100.0%
19	Family TV	16.7%	83.3%
107	Favourite TV	30.8%	69.2%
37	Rai 1	50.9%	49.1%
14	Rai 2	62.7%	37.3%
65	Rai 3	25.0%	75.0%
139	Rete 4	46.9%	53.1%
134	Canale 5	28.3%	71.7%
76	Italia 1	53.5%	46.5%
27	Discovery Channel	79.7%	20.3%
29	MTV	34.5%	65.5%
6	BBC Prime	31.0%	69.0%
343	BBC World	61.5%	38.5%
	Other TV Stations	53.4%	46.6%
	Table Total	46.1%	53.9%
	Population^a	180,087	183,188
	%	49.57%	50.43%

^a Based on N.S.O. News Release 122/2009 – see Appendix B

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. The sample profile by age group has the same ranking as total population and of the eight licensed broadcasting stations, five of them had an audience reach spreading over all of the seven age groups – see Table 3.15 below. While the national public broadcaster has a reach quite similar to sample and national demographics, the other main broadcasting stations [One TV, Net TV, Smash TV, and Favourite TV] who had audiences covering all the age groups, had a predominantly 50-64 year old audience. Of note is that children from 12-14 year old had a predominance viewing of Italia 1 and MTV while those from 15-24 year old had a prevalence viewing of Italia 1, Discovery Channel and MTV

TABLE 3.15: TV REACH BY BROADCASTING STATION – BY AGE GROUP [3RD QTR. AND OCT 2008 – SEP 2009]

		Age group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
1%=	Jul – Sep 2009							
482	TVM	2.9%	10.3%	2.1%	33.3%	32.1%	16.0%	3.3%
319	One TV	1.9%	10.6%	6.2%	24.8%	31.1%	21.7%	3.7%
143	Net TV	1.4%	6.9%	5.6%	26.4%	23.6%	34.7%	1.4%
105	Smash TV	9.4%	22.6%	5.7%	22.6%	28.3%	9.4%	1.9%
2	iTV				100.0%			
36	Favourite TV		11.1%		11.1%	33.3%	33.3%	11.1%
101	Rai 1	2.0%	2.0%	5.9%	17.6%	37.3%	31.4%	3.9%
34	Rai 2	5.9%			64.7%	23.5%	5.9%	
14	Rai 3		28.6%		14.3%	42.9%	14.3%	
63	Rete 4		6.3%	3.1%	21.9%	59.4%	9.4%	
155	Canale 5	3.8%	3.8%	9.0%	39.7%	34.6%	9.0%	
185	Italia 1	16.1%	33.3%	10.8%	31.2%	7.5%	1.1%	
105	Discovery Channel	11.3%	22.6%	9.4%	26.4%	20.8%	7.5%	1.9%
30	MTV	40.0%	60.0%					
38	BBC Prime		10.5%	5.3%	31.6%	26.3%	21.1%	5.3%
4	BBC World				50.0%		50.0%	
452	Other TV station	5.3%	17.9%	6.1%	32.5%	22.4%	14.2%	1.6%
3633	Total	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%
1%=	Oct 2008 – Sep 2009							
700	TVM	[7]2.8%	[4]11.2%	[5]3.7%	33.1%	[2]30.1%	[3]15.8%	[6]3.3%
322	One TV	3.7%	9.1%	3.6%	23.3%	36.7%	19.8%	3.7%
122	Net TV	1.6%	9.8%	4.5%	21.6%	32.2%	25.7%	4.5%
35	Smash TV	7.0%	16.9%	5.6%	26.8%	29.6%	9.9%	4.2%
0.5	Education 22						100.0%	
0.5	iTV				100.0%			
6	Family TV	8.3%	8.3%		16.7%	33.3%	33.3%	
19	Favourite TV	2.6%	10.3%	2.6%	17.9%	38.5%	20.5%	7.7%
107	Rai 1	1.4%	2.8%	4.7%	27.1%	38.8%	18.7%	6.5%
37	Rai 2	2.7%	9.3%	6.7%	48.0%	25.3%	8.0%	
14	Rai 3		21.4%		28.6%	32.1%	17.9%	
65	Rete 4	2.3%	6.9%	5.4%	29.2%	34.6%	17.7%	3.8%
139	Canale 5	2.9%	15.4%	12.9%	33.0%	27.6%	7.2%	1.1%
134	Italia 1	13.0%	38.7%	9.3%	26.0%	10.8%	2.2%	
76	Discovery Channel	6.5%	30.7%	9.2%	30.7%	16.3%	5.2%	1.3%
27	MTV	25.5%	58.2%	1.8%	9.1%	3.6%	1.8%	
29	BBC Prime		6.9%	1.7%	36.2%	32.8%	20.7%	1.7%
6	BBC World				53.8%	15.4%	30.8%	
343	Other TV station	8.7%	21.7%	7.6%	31.7%	20.8%	8.7%	.7%
3633	Total	[6]4.2%	[3]15.4%	[5]6.3%	[1]28.9%	[2]27.7%	[4]14.4%	[7]3.2%
Population^a		15,224	58,208	31,296	111,310	89,058	44,899	13,280
%		[6]4.19%	[3]16.02%	[5]8.61%	[1]30.64%	[2]24.52%	[4]12.36%	[7]3.66%
^a Based on N.S.O. News Release 122/2009 – see Appendix B								

3.4.3 TV Reach by Broadcasting Station – By District

For the whole broadcasting season, six of the eight local TV broadcasting stations had a nationwide following while Education 22 and iTV were outliers. Of note is that for the entire broadcasting season all the viewers of iTV, the dedicated teleshopping channel, were from the Northern District; while Smash TV had a high percentage coming from the Southern Harbour area – see Table 3.16 below. Of the foreign broadcasting stations, Rete 4 and Italia 1 had a higher percentage of viewers from the Southern Harbour than national and sample percentages.

TABLE 3.16: TV REACH BY BROADCASTING STATION – BY DISTRICT [3RD QTR. AND OCT 2008 – SEP 2009]

		District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
1%=	Jul – Sep 2009						
545	TVM	17.3%	24.7%	13.2%	18.5%	13.6%	12.8%
361	One TV	24.2%	28.0%	18.0%	11.8%	9.9%	8.1%
161	Net TV	15.3%	34.7%	11.1%	15.3%	13.9%	9.7%
119	Smash TV	32.1%	24.5%	17.0%	11.3%	7.5%	7.5%
2	iTV					100.0%	
40	Favourite TV	55.6%	22.2%	5.6%	5.6%	5.6%	5.6%
114	Rai 1	19.6%	37.3%	3.9%	17.6%	11.8%	9.8%
38	Rai 2	23.5%	29.4%	11.8%	23.5%	11.8%	
16	Rai 3	28.6%	42.9%	14.3%		14.3%	
72	Rete 4	28.1%	18.8%	18.8%	6.3%	18.8%	9.4%
175	Canale 5	20.5%	30.8%	14.1%	15.4%	14.1%	5.1%
208	Italia 1	22.6%	26.9%	21.5%	9.7%	12.9%	6.5%
119	Discovery Channel	15.1%	30.2%	22.6%	18.9%	7.5%	5.7%
34	MTV		13.3%	33.3%	20.0%	33.3%	
43	BBC Prime	10.5%	42.1%	15.8%	10.5%	10.5%	10.5%
4	BBC World					100.0%	
511	Other TV station	21.1%	38.2%	12.6%	11.8%	10.6%	5.7%
4103	Total	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%
1%=	Oct 2008 – Sep 2009						
791	TVM	17.2%	27.3%	15.3%	16.1%	13.3%	10.8%
364	One TV	26.4%	26.4%	19.1%	12.2%	9.6%	6.4%
138	Net TV	16.7%	35.9%	10.2%	12.7%	14.3%	10.2%
40	Smash TV	26.8%	25.4%	16.9%	14.1%	8.5%	8.5%
1	Education 22	100.0%					
1	iTV					100.0%	
7	Family TV	16.7%	25.0%	16.7%	16.7%	8.3%	16.7%
22	Favourite TV	30.8%	38.5%	5.1%	7.7%	15.4%	2.6%
121	Rai 1	19.2%	34.6%	9.8%	16.8%	10.3%	9.3%
42	Rai 2	16.0%	24.0%	17.3%	21.3%	17.3%	4.0%
16	Rai 3	21.4%	39.3%	7.1%	7.1%	17.9%	7.1%
73	Rete 4	26.2%	24.6%	16.2%	14.6%	12.3%	6.2%
158	Canale 5	20.1%	31.5%	14.3%	13.6%	16.5%	3.9%
152	Italia 1	23.8%	23.8%	19.3%	14.9%	11.2%	7.1%
86	Discovery Channel	15.0%	23.5%	15.7%	20.9%	18.3%	6.5%
31	MTV	10.9%	20.0%	18.2%	20.0%	25.5%	5.5%
33	BBC Prime	12.1%	37.9%	13.8%	15.5%	17.2%	3.4%
7	BBC World	7.7%	30.8%	7.7%	23.1%	30.8%	
388	Other TV station	18.3%	31.9%	12.7%	13.5%	16.4%	7.1%
4103	Total	[2]20.3%	[1]27.6%	[3]15.4%	[4]14.9%	[5]13.7%	[6]8.1%
Population^a		81,204	121,382	60,104	57,407	58,904	31,289
%		[2]19.79	[1]29.58	[3]14.65	[5]13.99	[4]14.36	[6]7.63
^a Based on Demographic Review 2007; see Appendix B							

4. MEDIA RECEPTION PLATFORM

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.

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.

4.1 Radio Reception Platform

Respondents were asked what kind of reception platform they used mostly at home for radio listening. Of the total respondents for the whole broadcasting season 15% were marked as “Do not listen to Radio”; 76.6% reported that they receive radio broadcasts on FM; 3.6% digital broadcasts; while 4.7% through other means. On further analysis by broadcasting station, this group also included a number who “did not remember” which radio station they had listened to and another group who did not listen to any particular station – see Tables 4.1-4.3 in part two of this report and Table 4.1 and Figure 4.1 below. It is important to note that since radio is more a personalized media especially with the latest technological advancements and increasing Internet usage, this question refers to the main reception radio platforms used in households and that other platforms used are not considered. This data should only be used for indicative purposes. It is very common to mistake the radio-set’s LEDs indicating the channel on which the radio-set is tuned on to be indicative of the type of platform that is being used.

4.1.1 Radio Reception Platform by Gender, Age and District

During this assessment period the indications are that while there is little gender difference in Digital radio take-up, the younger the age groups have twice the average total Digital radio take-up. The same can be said with regard to “Other” systems of radio listening especially when these include Internet Radio. Analysed by districts, digital radio take-up, albeit small, is nearly evenly spread over all the districts – see Tables and Figures 4.2-3 below:

TABLE 4.1: RADIO RECEPTION PLATFORM BY QUARTER [OCT-DEC 2008 TO JUL-SEP 2009] AND BY TOTAL

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009
FM	82.4%	73.6%	75.6%	75.2%	76.7%
Digital	5.2%	3.4%	1.2%	4.4%	3.6%
Other	12.4%	4.1%	.7%	1.6%	4.7%
Did not Listen to Radio		18.8%	22.5%	18.8%	15.0%

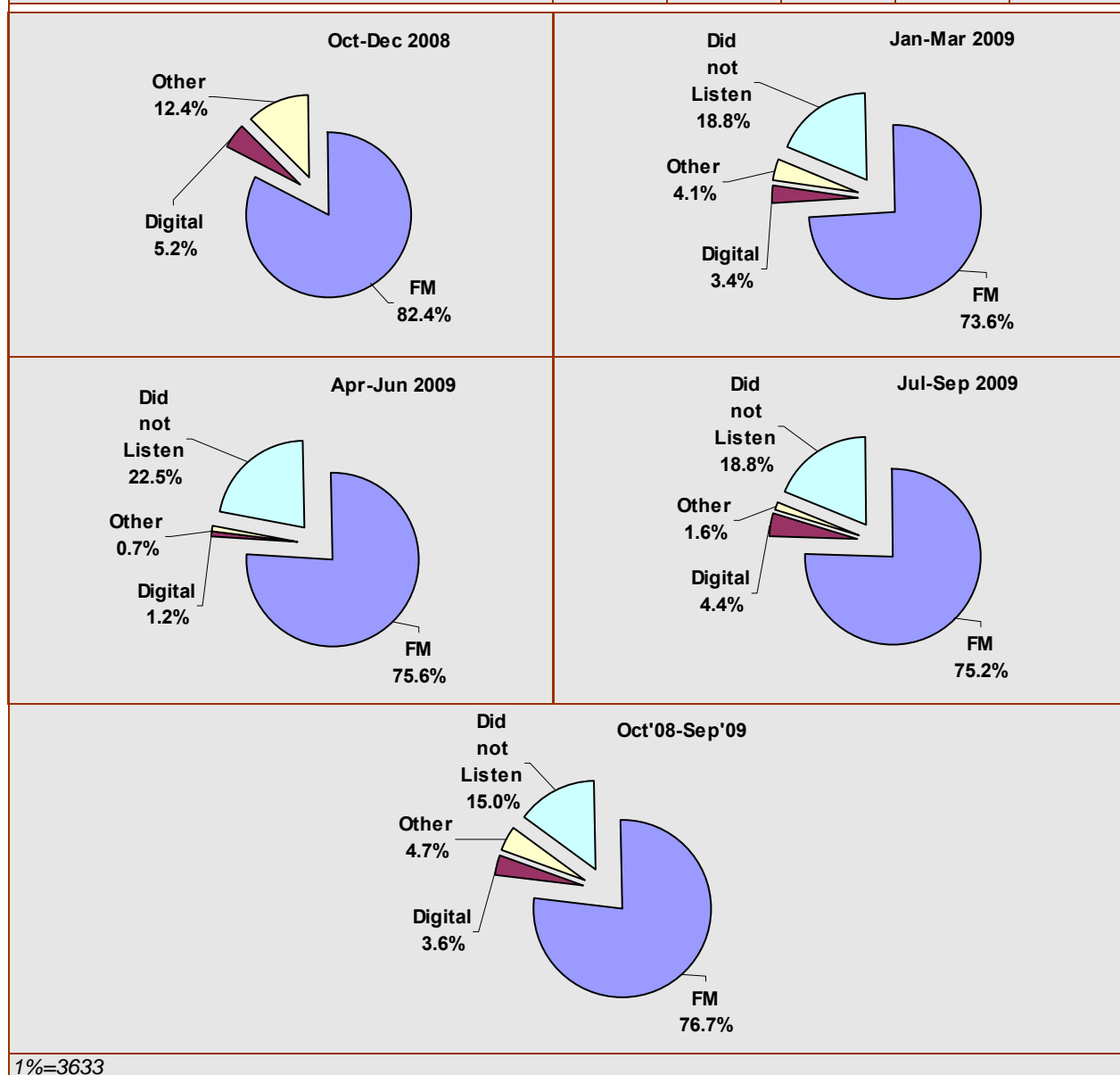


FIGURE 4.1: RADIO RECEPTION PLATFORM BY QUARTER AND OCT-DEC 2008 TO JUL-SEP 2009

Compared to the Radio reach by quarter there is a discrepancy between those who stated that they “do not listen to radio” [Table 3.1] and the same category above. The difference lies between those who do not listen to radio but have a radio set at home. The percentages of the above Figure 4.1 for “did not listen to radio” are the residual replies of those who throughout maintained that they do not listen to radio but also includes a small percentage who stated that they had listened to a particular radio station the day before – see Table 4.3 in Part Two.

TABLE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP

[JUL-SEP 2009 AND OCT 2008 – SEP 2009]

JUL-SEP 2009 AND OCT 2008 – SEP 2009											
		Gender		Age Group							
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	
Jul – Sep 2009											
	Row %	100%	46.13	53.87	3.63	14.19	6.66	28.78	28.24	15.27	3.23
FM		92.6	90.5	94.4	77.8	89.1	87.9	93.0	94.8	96.5	93.8
Digital		5.4	6.7	4.2	16.7	6.6	9.1	4.9	3.8	3.5	6.3
Other		2.0	2.8	1.4	5.6	4.3	3.0	2.1	1.4		
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	1% =	2950	1465	1485	103	476	265	894	738	369	106
Oct 2008 – Sep 2009											
	Row %	100%	46.60	53.40	3.66	15.47	6.57	28.91	27.68	14.68	3.03
FM		90.2	89.2	91.1	77.0	84.5	87.9	90.5	93.5	92.8	95.2
Digital		4.2	5.1	3.4	8.0	8.1	8.1	4.3	2.1	1.8	1.6
Other		5.6	5.7	5.5	15.0	7.4	3.9	5.2	4.4	5.4	3.2
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	1% =	3089	1548	1543	114	498	276	948	758	390	107

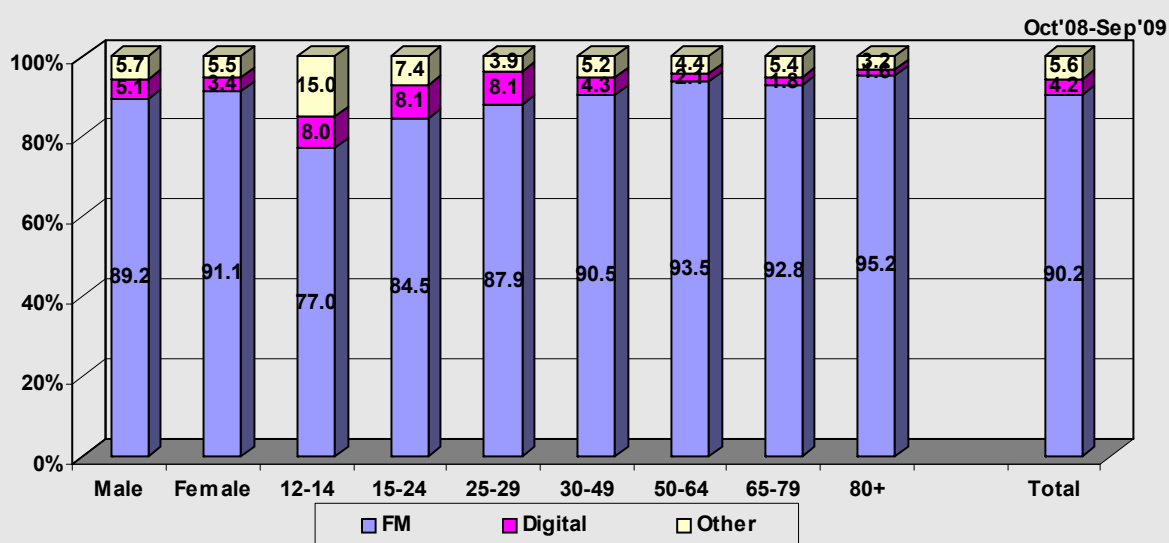
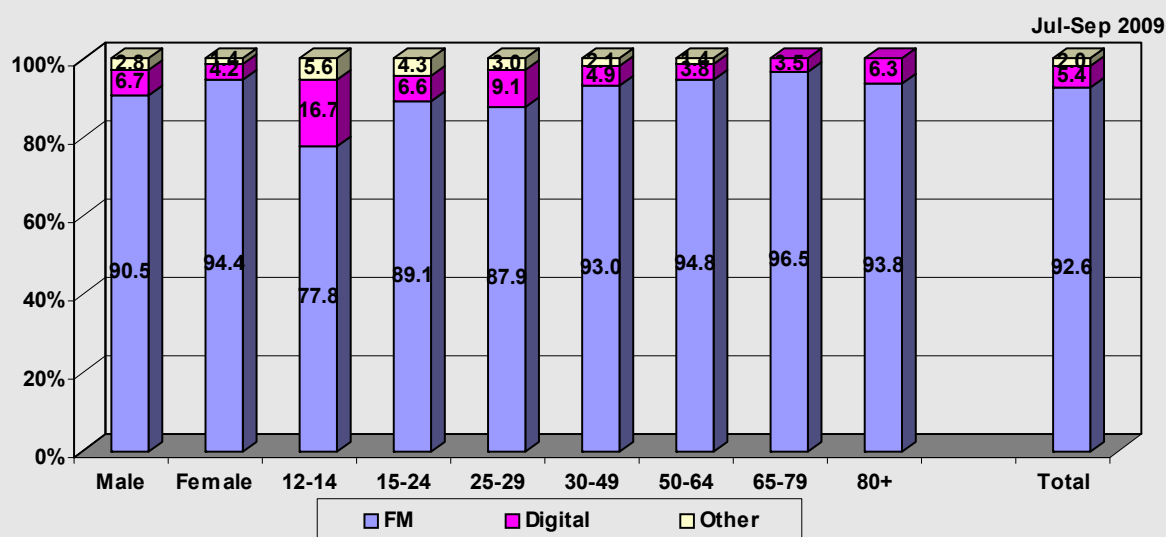
FIGURE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP
[JUL-SEP 2009 AND OCT 2008 – SEP 2009]

TABLE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [JUL-SEP 2009 AND OCT 2008 – SEP 2009]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Jul – Sep 2009							
Row %	100%	20.51	27.30	15.80	15.00	13.65	7.73
FM	92.6	94.1	92.1	91.9	92.8	91.6	93.0
Digital	5.4	3.9	5.4	5.5	6.3	6.4	5.2
Other	2.0	2.0	2.5	2.6	0.9	2.0	1.7
Total	100%	100%	100%	100%	100%	100%	100%
1% =	3336	659	980	492	469	505	232
Oct 2008 – Sep 2009							
Row %	100%	20.12	27.71	15.41	15.07	13.99	7.70
FM	90.2	91.2	89.3	92.0	90.5	89.2	89.1
Digital	4.2	3.6	4.7	3.2	4.4	5.6	3.2
Other	5.6	5.2	6.1	4.8	5.0	5.2	7.8
Total	100%	100%	100%	100%	100%	100%	100%
1% =	3490	685	1035	511	493	513	253

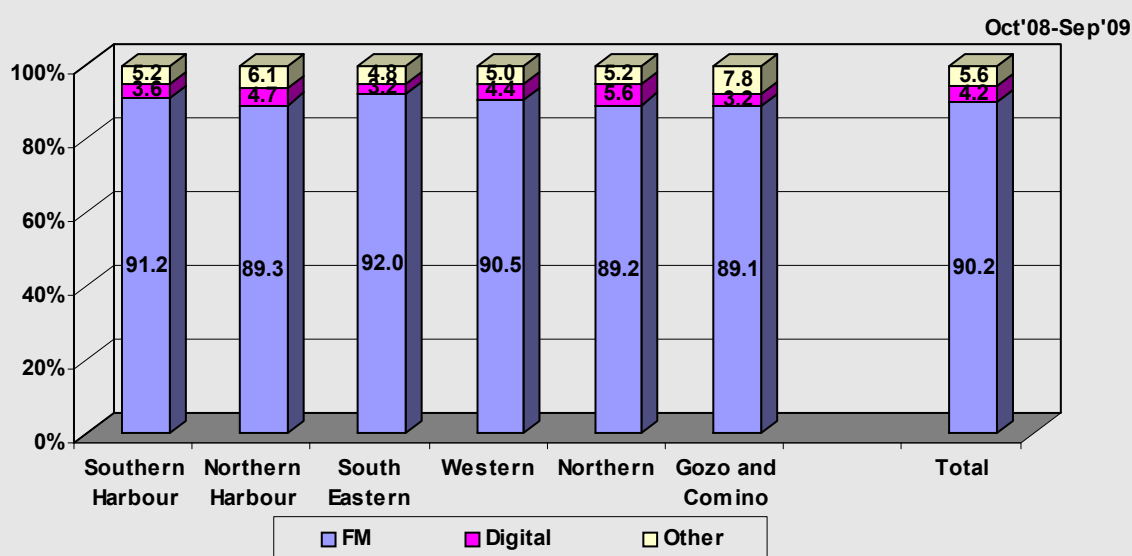
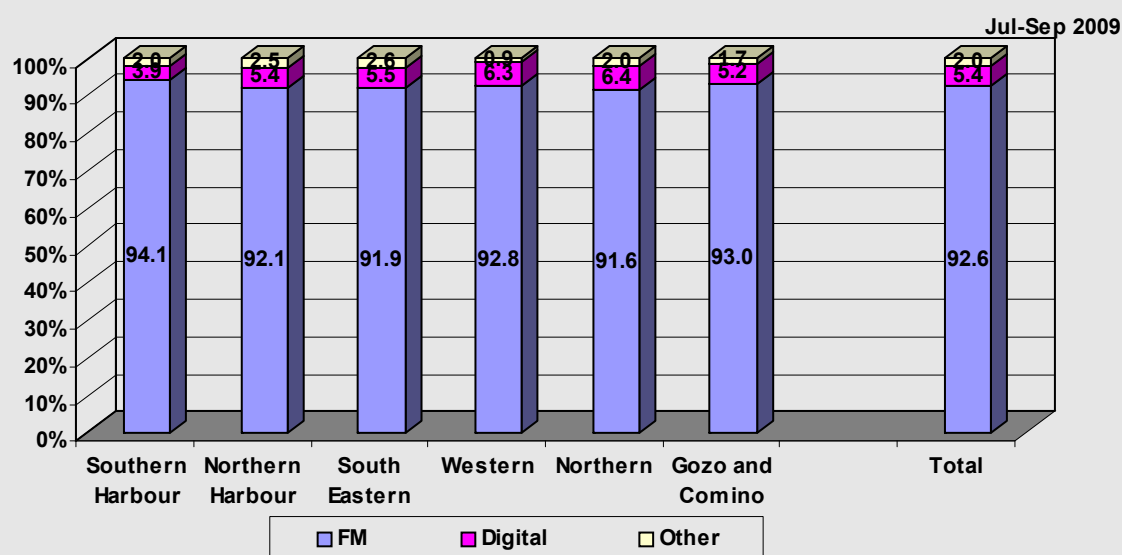


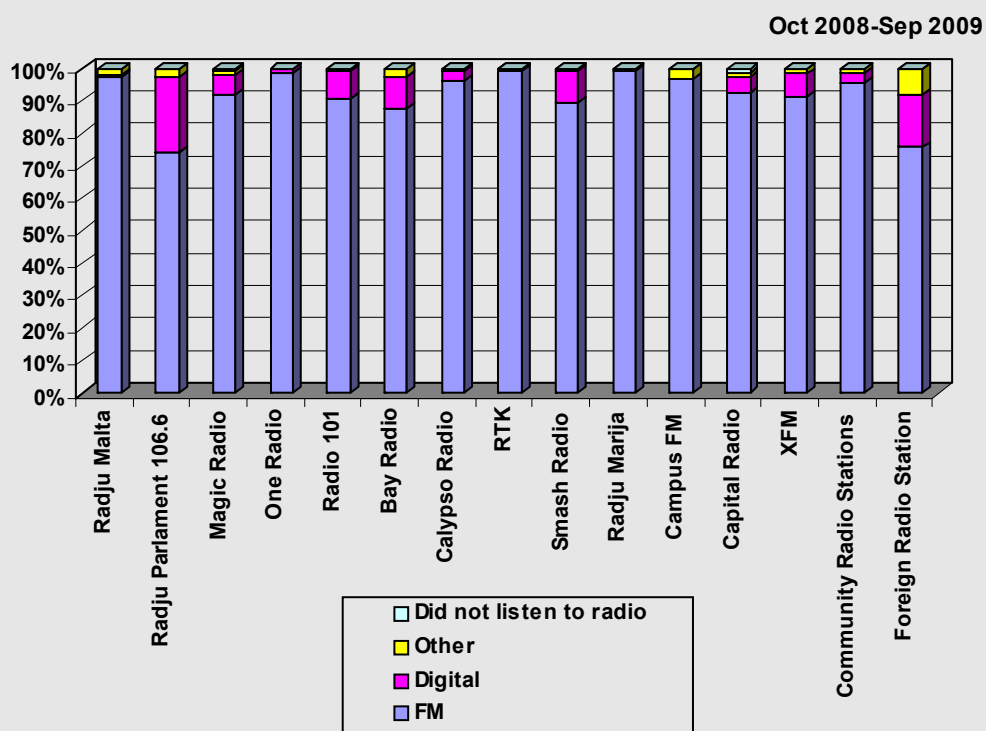
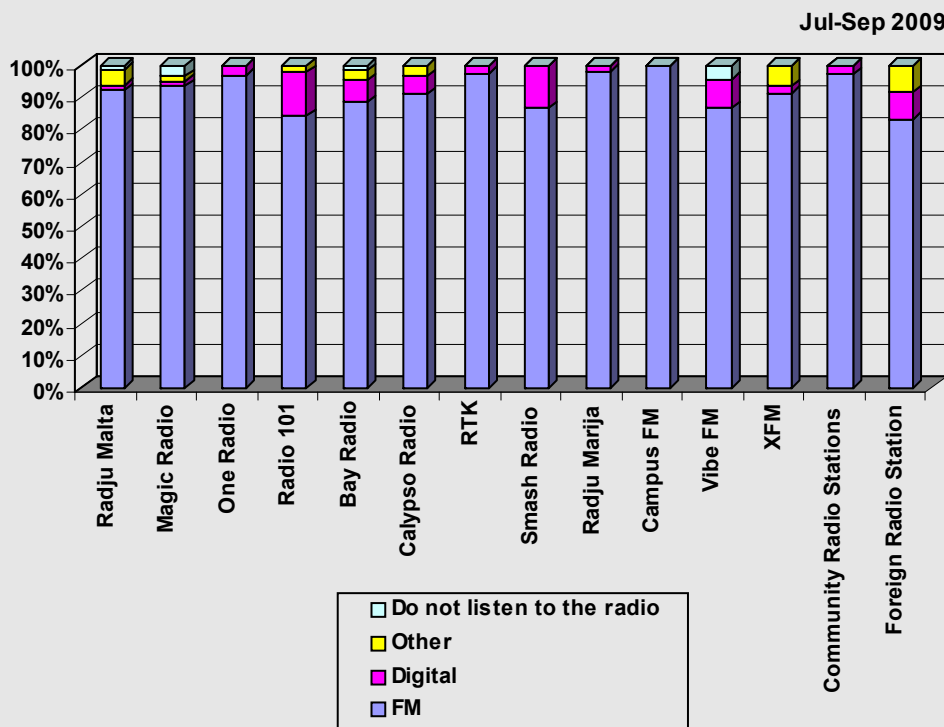
FIGURE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [JUL-SEP 2009 AND OCT 2008 – SEP 2009]

4.1.2 Radio Reception Platform by Broadcasting Station

Analysed by broadcasting station, FM reception still attracts the highest audiences while digital listening to radio broadcasts is still minimal – see Table and Figure 4.4 below. Again, data is being reported as collected and should be taken for indicative purposes only – XFM and Community Radio Stations are not on the Digital Platform and this is indicative of multi-household radio platforms and/or non-recognative platforms by the householder.

TABLE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION
[JUL-SEP 2009 AND OCT 2008 – SEP 2009]

1%= Rank	Jul – Sep 2009*	FM	Digital	Other	D0 not Listen To Radio
244	Radju Malta	92.5%	1.3%	5.0%	1.3%
183	Magic Radio	93.3%	1.7%	1.7%	3.3%
486	Super One Radio	96.9%	3.1%		
137	Radio 101	84.4%	13.3%	2.2%	
669	Bay Radio	88.6%	6.8%	3.2%	1.4%
278	Calypso Radio	91.2%	5.5%	3.3%	
241	RTK	97.5%	2.5%		
92	Smash Radio	86.7%	13.3%		
165	Radju Marija	98.1%	1.9%		
37	Campus FM	100.0%			
140	Capital Radio / Vibe FM	87.0%	8.7%		4.3%
140	XFM	91.3%	2.2%	6.5%	
101	Community Radio Stations	97.0%	3.0%		
37	Foreign Radio Stations	83.3%	8.3%	8.3%	
*Excludes "Did not Listen to Radio", "Do Not Remember" and "No Particular Station"					
1%= Rank	Oct 2008 – Sep 2009*	FM	Digital	Other	D0 not Listen To Radio
213	Radju Malta	97.6%	.4%	1.6%	.4%
37	Radju Parlament 106.6	74.4%	23.3%	2.3%	
196	Magic Radio	92.0%	6.2%	.9%	.9%
502	Super One Radio	98.4%	1.6%		
152	Radio 101	90.9%	8.6%	.6%	
629	Bay Radio	87.6%	9.5%	2.5%	.4%
332	Calypso Radio	96.1%	3.1%	.8%	
262	RTK	99.0%	1.0%		
110	Smash Radio	89.7%	9.5%	.8%	
243	Radju Marija	98.9%	1.1%		
25	Campus FM	96.6%		3.4%	
124	Capital Radio / Vibe FM	92.3%	4.9%	1.4%	1.4%
153	XFM	91.5%	6.8%	1.7%	
77	Community Radio Stations	95.5%	3.4%	1.1%	
32	Foreign Radio Stations	75.7%	16.2%	8.1%	
*Excludes "Did not Listen to Radio", "Do Not Remember" and "No Particular Station"					



**FIGURE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION
[JUL-SEP 2009 AND OCT 2008 – SEP 2009]**

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. Every effort was done by the N.S.O. interviewees to identify household systems used to the extent of even describing the cable reception boxes available on the market.

Table 4.5 and Figures 4.5-6 detail the percentages registered for the various broadcasting platforms by quarter from October-December 2006 to this quarter under review. Further data is available in Part 2 of this report; Tables 4.4 to 4.6.

During the last broadcasting quarter digital aerial/cable take-up has continued to increase by 4.3% over the previous quarter while analogue cable has registered a decrease of 5.4%. Satellite reception has remained constant in the >10% bracket. At this point it is important to note that by the end of next year, 2010, all analogue broadcasts will be switched off and local broadcasting stations will be broadcasting on a digital platform.

TABLE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO JUL-SEP 2009

	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	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009
Aerial (Analogue)	24.3%	21.7%	19.4%	16.4%	18.1%	16.0%	17.5%	17.1%	12.0%	13.0%	11.3%	12.8%
Cable (Analogue)	66.8%	65.3%	67.0%	70.9%	48.9%	44.5%	43.9%	43.8%	35.1%	28.1%	26.8%	21.4%
Satellite	6.3%	8.2%	8.7%	8.2%	7.3%	8.3%	7.2%	8.1%	9.2%	8.4%	6.8%	6.3%
Internet	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%	.3%	.6%	0.5%
Digital Aerial/Cable	1.6%	4.0%	4.1%	3.6%	25.2%	31.0%	30.8%	30.4%	42.9%	49.7%	53.9%	58.2%
No TV set	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.4%	0.2%	0.4%	0.3%
Other									0.2%	0.1%	0.2%	0.5%
1% =	3558	3558	3558	3558	3594	3594	3594	3594	3633	3633	3633	3633

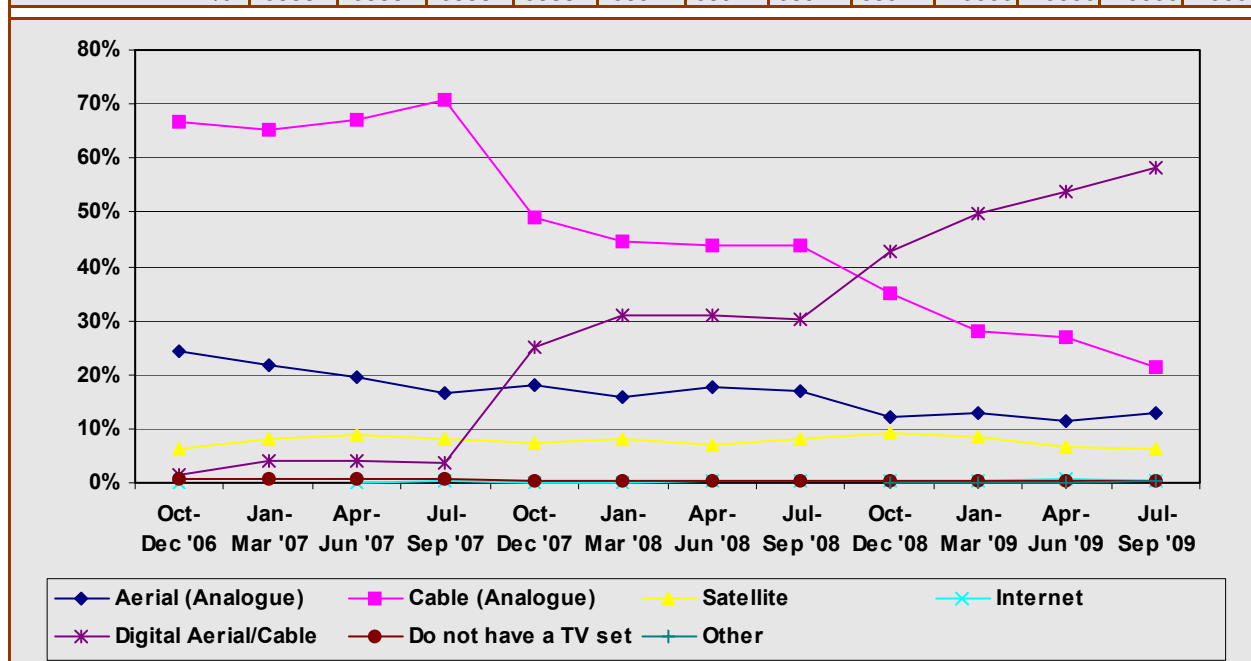
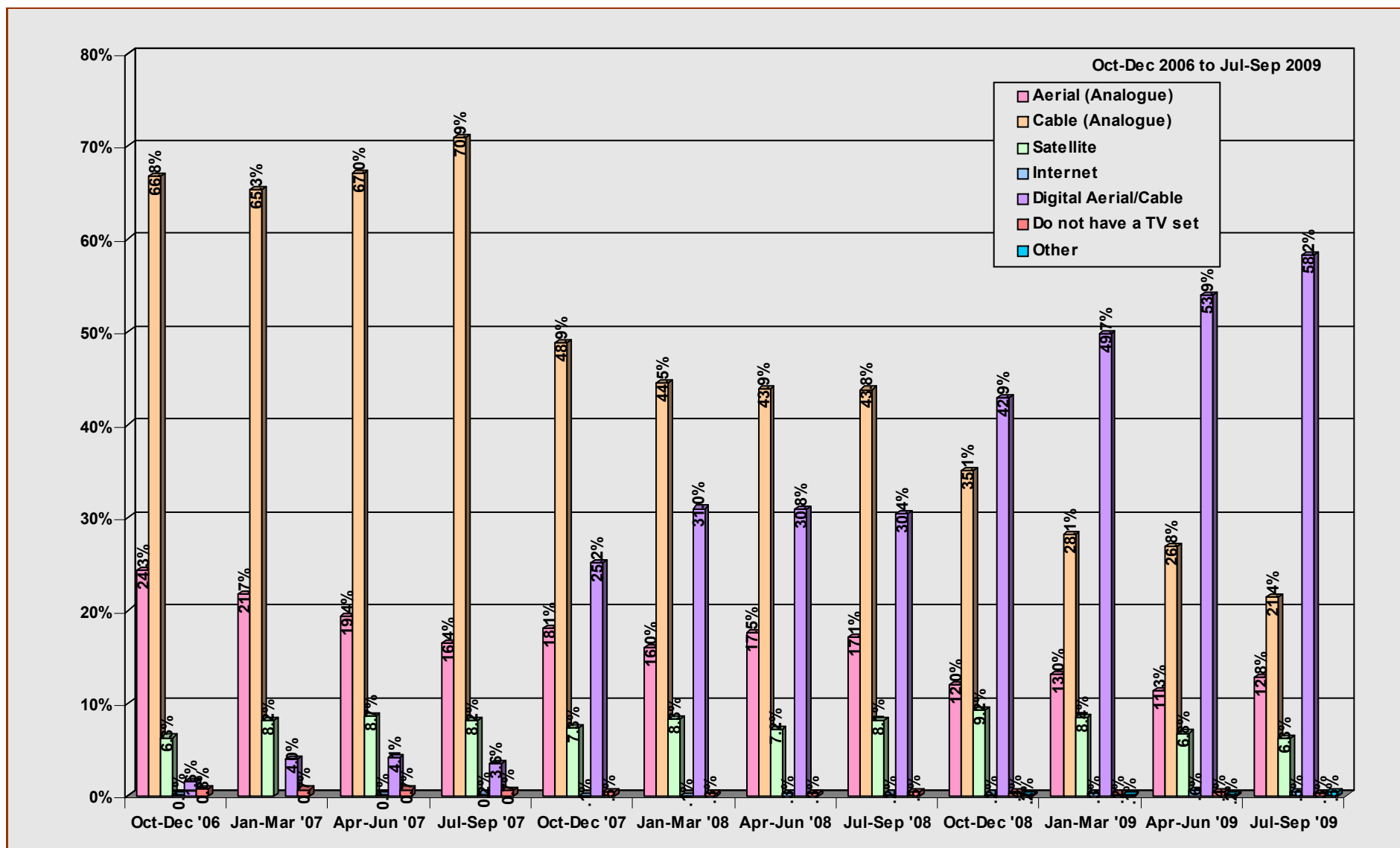


FIGURE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO JUL-SEP 2009



[1%=3558 from Oct 2006 - Sep 2007; 1%=3594 from Oct 2007 to Sep 2008; and 1%=3633 from Oct 2008 to Sep 2009]

FIGURE 4.6: TV RECEPTION SYSTEM BY PLATFORM – OCT-DEC 2006 TO JUL-SEP 2009

4.2.1 TV Reception Platform by District

Over the previous broadcasting quarter of April-June 2009, the highest digital aerial/cable takeup was registered in the Northern Harbour area – an increase of 9.3% over the previous period from 54.7% to 64%; while the next highest takeup was registered in the South Eastern – 5.4% from 48.6% to 54% – see Table 4.6 and Figure 4.7 below:

TABLE 4.6: TV RECEPTION PLATFORM BY DISTRICTS: APR-JUN 2009 AND JUL-SEP 2009

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Apr-Jun 2009	Jul-Sep 2009	Apr-Jun 2009	Jul-Sep 2009	Apr-Jun 2009	Jul-Sep 2009	Apr-Jun 2009	Jul-Sep 2009	Apr-Jun 2009	Jul-Sep 2009	Apr-Jun 2009	Jul-Sep 2009
Aerial (Analogue)	13.5%	14.4%	7.6%	6.8%	16.7%	18.8%	11.5%	18.3%	8.4%	9.7%	12.4%	12.9%
Cable (Analogue)	29.7%	25.0%	28.6%	22.1%	24.8%	20.2%	23.4%	16.8%	21.2%	17.3%	31.4%	27.1%
Satellite	5.3%	6.9%	7.6%	5.4%	8.2%	6.3%	4.6%	5.1%	8.4%	8.9%	6.5%	5.8%
Internet	.3%	.5%	.8%	.6%	1.4%		.4%	.4%	.4%	.4%		1.3%
Digital Aerial/Cable	50.9%	52.1%	54.7%	64.0%	48.6%	54.0%	59.0%	59.0%	61.5%	63.7%	48.4%	52.3%
Other	.3%	.5%	.2%	.6%			.4%					
No TV set		.5%	.6%	.6%	.4%	.7%	.8%	.4%			1.3%	.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	812		1214		601		574		589		313	

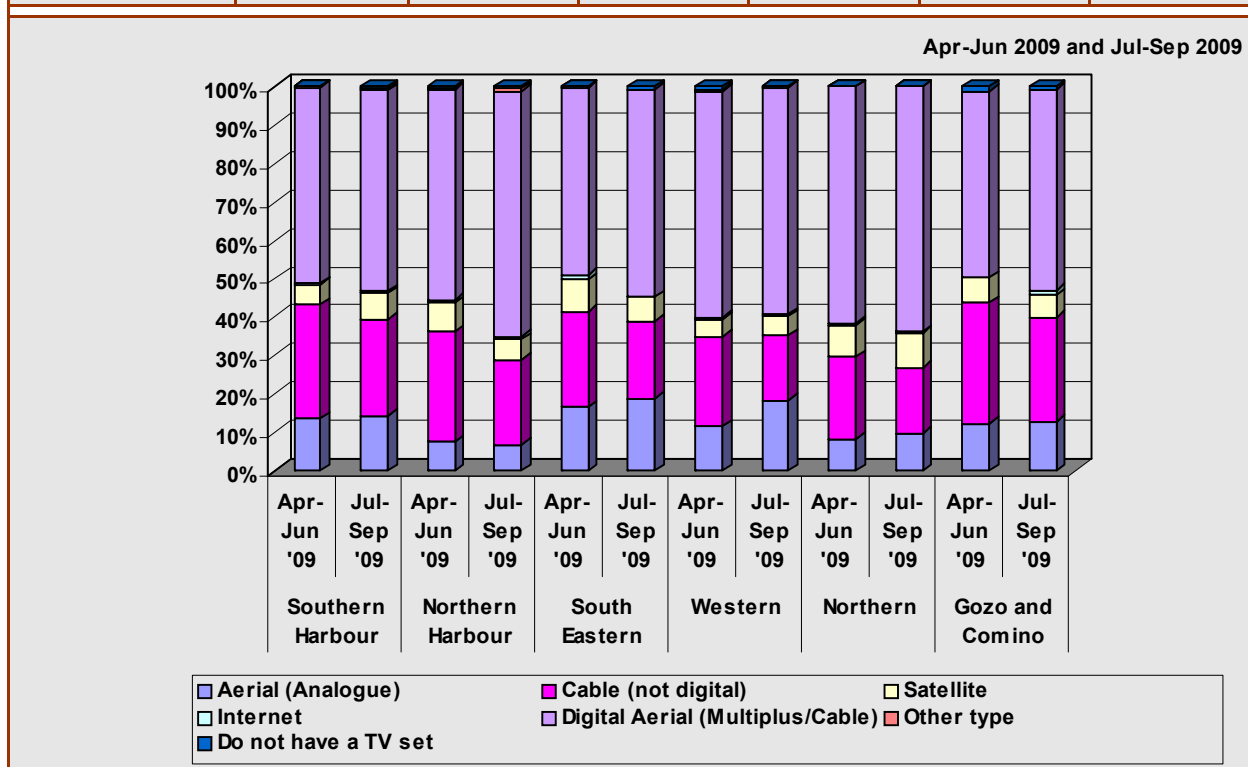


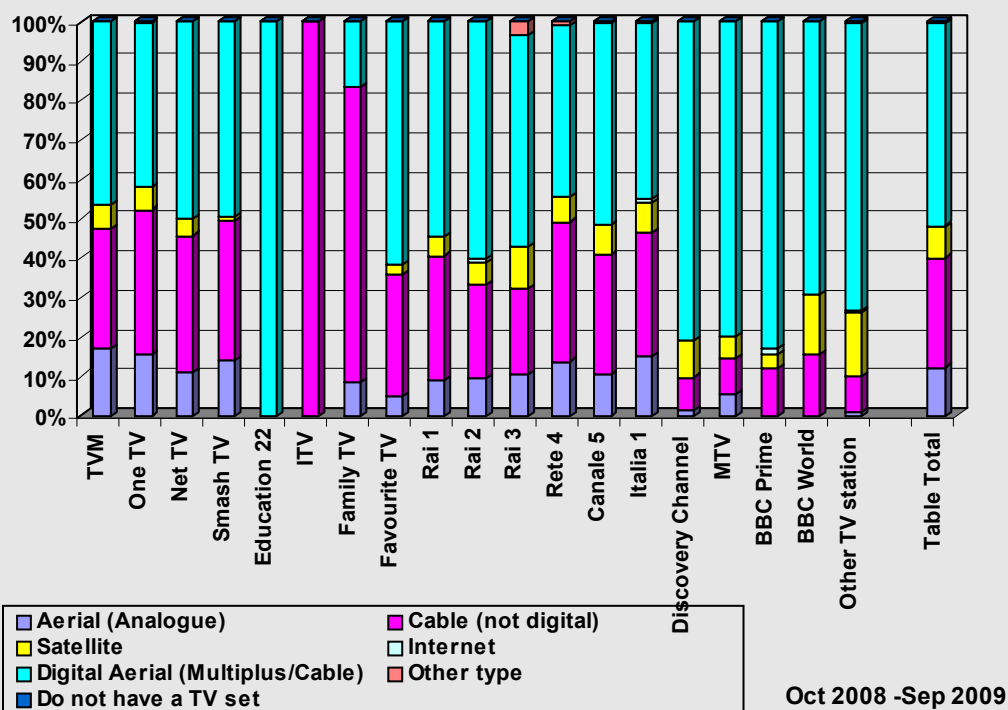
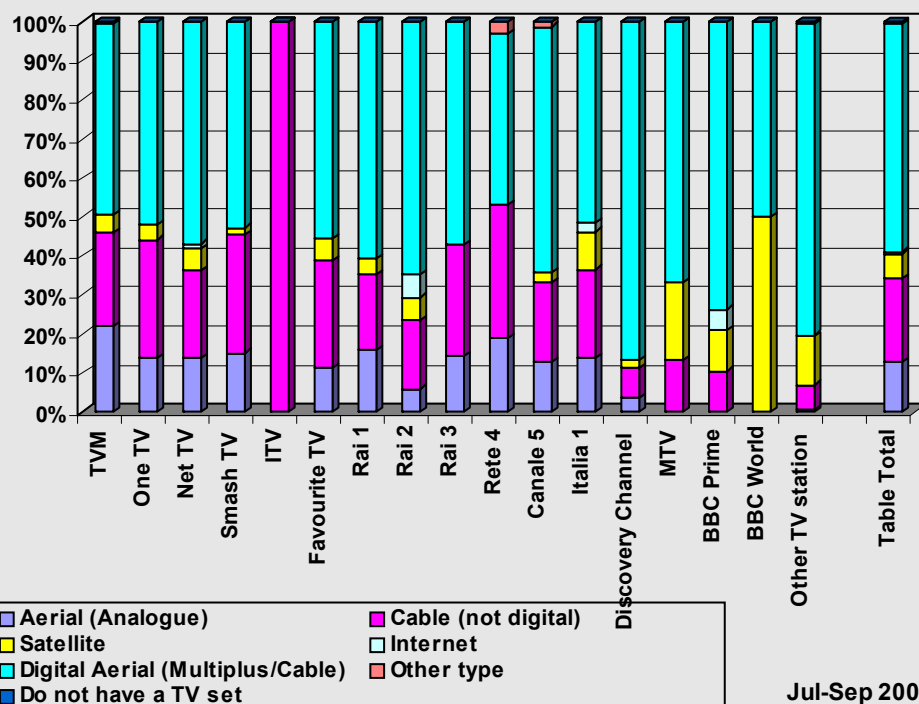
FIGURE 4.7: TV RECEPTION PLATFORM BY DISTRICTS: APR-JUN 2009 AND JUL-SEP 2009

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. This is reflected through satellite reception of all local TV stations – see Table 4.7 below.

TABLE 4.7: TV RECEPTION PLATFORM BY BROADCASTING STATION
[3RD QTR. AND OCT 2008 – SEP 2009]

1%=	Jul-Sep 2009	Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial/Cable	Other Type	No TV set
769	TVM	21.8%	24.3%	4.5%		49.0%	.4%	
509	One TV	13.7%	30.4%	3.7%		52.2%		
228	Net TV	13.9%	22.2%	5.6%	1.4%	56.9%		
168	Smash TV	15.1%	30.2%	1.9%		52.8%		
3	iTV		100.0%					
57	Favourite TV	11.1%	27.8%	5.6%		55.6%		
161	Rai 1	15.7%	19.6%	3.9%		60.8%		
54	Rai 2	5.9%	17.6%	5.9%	5.9%	64.7%		
22	Rai 3	14.3%	28.6%			57.1%		
101	Rete 4	18.8%	34.4%			43.8%	3.1%	
247	Canale 5	12.8%	20.5%	2.6%		62.8%	1.3%	
294	Italia 1	14.0%	22.6%	9.7%	2.2%	51.6%		
168	Discovery Channel	3.8%	7.5%	1.9%		86.8%		
47	MTV		13.3%	20.0%		66.7%		
60	BBC Prime		10.5%	10.5%	5.3%	73.7%		
6	BBC World			50.0%		50.0%		
721	Other TV station	.4%	6.6%	12.3%	.4%	79.8%	.4%	
3633	Total	12.8%	21.4%	6.3%	.5%	58.2%	.3%	.5%
1%=	Oct 2008-Sep 2009	Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial/Cable	Other Type	No TV set
1158	TVM	17.1%	30.6%	5.9%	.1%	46.3%	.1%	
534	One TV	15.5%	36.7%	5.7%	.2%	41.7%	.2%	
203	Net TV	11.0%	34.7%	4.1%	.4%	49.8%		
59	Smash TV	14.1%	35.2%	1.4%		49.3%		
1	Education 22					100.0%		
1	iTV		100.0%					
10	Family TV	8.3%	75.0%			16.7%		
32	Favourite TV	5.1%	30.8%	2.6%		61.5%		
177	Rai 1	8.9%	31.8%	4.7%		54.7%		
62	Rai 2	9.3%	24.0%	5.3%	1.3%	60.0%		
23	Rai 3	10.7%	21.4%	10.7%		53.6%	3.6%	
108	Rete 4	13.8%	35.4%	6.2%		43.8%	.8%	
231	Canale 5	10.4%	30.5%	7.5%		51.3%	.4%	
223	Italia 1	15.2%	31.2%	7.4%	1.1%	44.6%	.4%	
127	Discovery Channel	1.3%	8.5%	9.2%		81.0%		
45	MTV	5.5%	9.1%	5.5%		80.0%		
48	BBC Prime		12.1%	3.4%	1.7%	82.8%		
11	BBC World		15.4%	15.4%		69.2%		
568	Other TV station	.9%	9.0%	16.3%	.4%	72.9%	.4%	
3633	Total	12.3%	27.9%	7.7%	.4%	51.2%	.2%	.4%



**FIGURE 4.8: TV RECEPTION PLATFORM BY BROADCASTING STATION
[JUL-SEP 2009 AND OCT 2008 – SEP 2009]**

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 [iTV] completely dedicated to 24/7 Teleshopping.

For the last broadcasting season 10.65% stated that they regularly watched Teleshopping programmes while for the whole period of October 2008 to September 2009 this percentage was of 9.9%. Overall, of the effective teleshopping programme viewers, 5.58% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Smash TV [31.8%], followed by One TV [20.64%] and TVM [16.88%]. The teleshopping dedicated TV station, iTV, ranked fourth with 11.02% - see Table 5.1, Figures 5.1-2 below and Tables 5.1 to 5.4 in Part 2 of this report.

Again, data is being reported as collected – there is no teleshopping on Education 22. This is indicative that the respondents did not make a difference between teleshopping and advertorials which are broadcasted on this channel especially with programme repeats from TVM.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT-DEC 2007 – JUL-SEP 2009]

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct '08– Sep '09
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45	10.65	9.9
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11	88.86	89.7
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44	0.49	0.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	3594	3594	3594	3594	3633	3633	3633	3633	3633
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70	10.26	16.88
One TV	19.49	19.65	24.84	25.93	35.53	17.37	16.30	11.79	20.64
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67	5.64	6.42
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93	47.18	31.80
iTV	17.44	14.45	15.92	15.43	8.63	10.00	11.85	13.85	11.02
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48	0.51	0.42
Family TV					3.55	8.95	5.93		4.46
Other					1.02	4.21	2.22	3.59	2.79
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93	7.18	5.58
	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	387	346	315	329	390	386	271	387	358

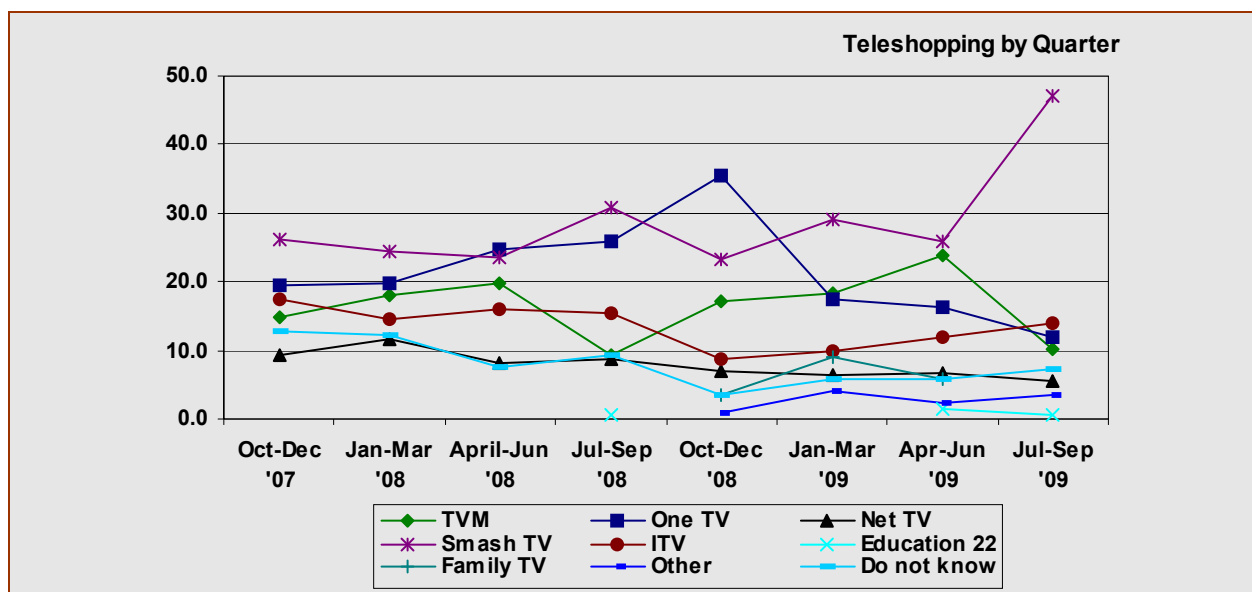


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT-DEC 2007 – JUL-SEP 2009]

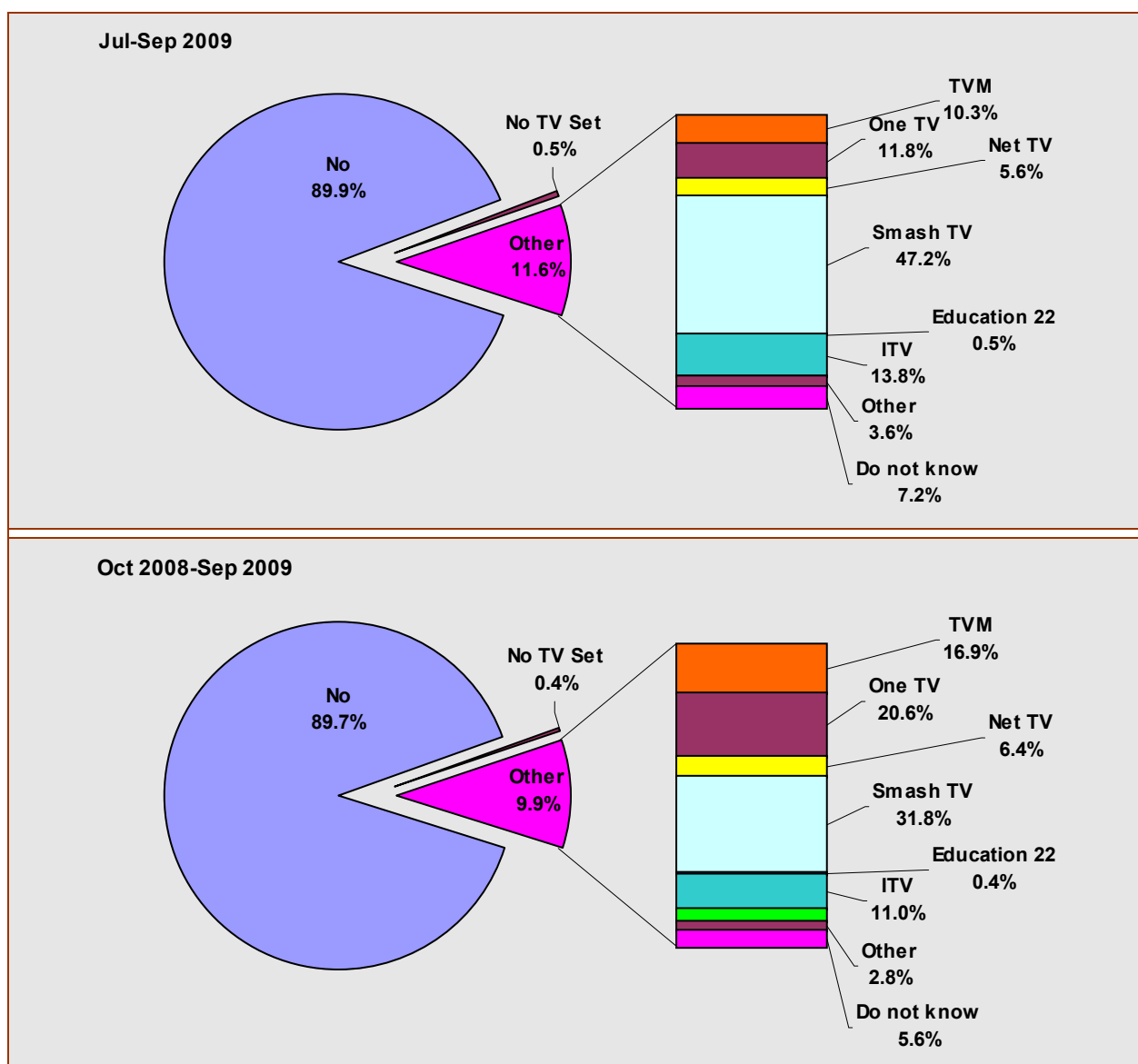


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [JUL-SEP 2009 AND OCT 2008-SEP 2009]

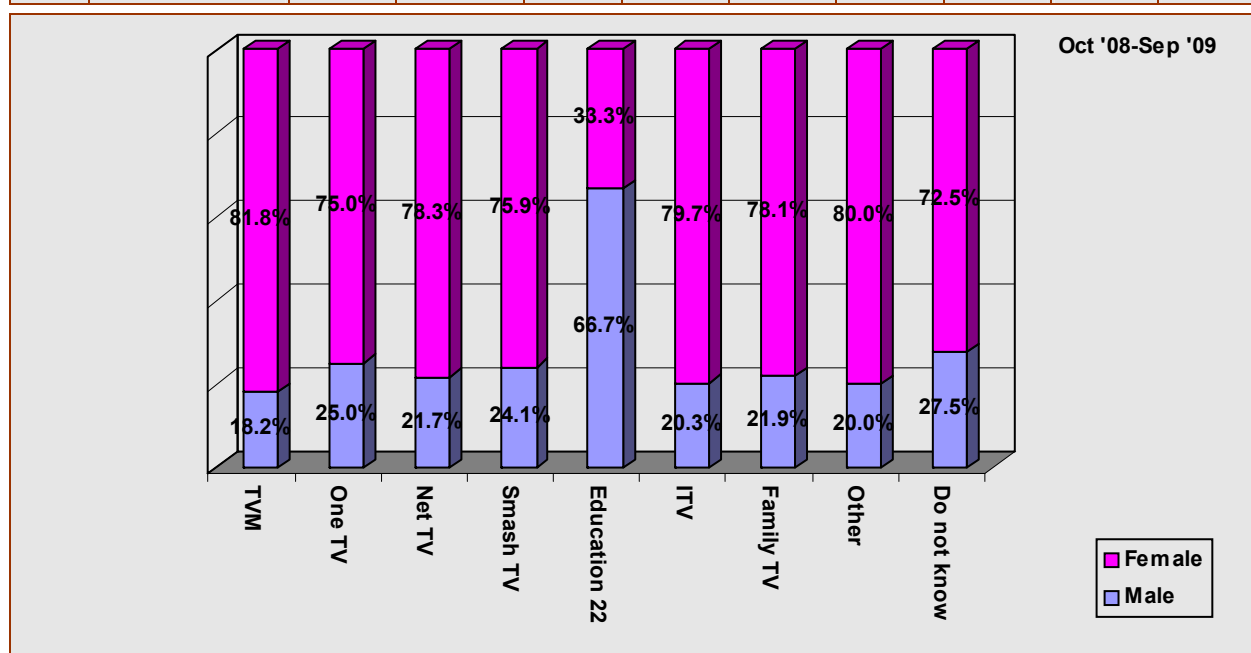
5.1 TEleshopping BY Gender, BY AGE GROUP, AND BY DISTRICT

During the whole broadcasting period the highest percentage of male audiences was reached by Education 22 with 66.7% even though this TV station does not have any teleshopping programmes – though it does has some programme repeats from TVM which would include adverts and which would have been misinterpreted by respondents. The highest percentage of female audiences was reached by TVM [81.8%] – see Table 5.2 Figure 5.3-4 below. For this period the effective teleshopping audience by age group was predominantly of those who were in the 30-49 age brackets; while the two youngest age groups [12-14 year olds and 15-24 year olds] were also attracted to Teleshopping – see Table 5.2 and Figure 5.3-4 below.

Analysed by district, teleshopping is spread over all the districts with the highest percentages attained by local broadcasting stations being concentrated in two district areas – the Southern Harbour and the Northern Harbour; while Gozo and Comino attracted the lowest percentage at 8.1% – see Table 5.3 and Figure 5.5 below.

**TABLE 5.2 AND FIGURE 5.3-4: TEleshopping BY BROADCASTING STATION BY GENDER AND BY AGE GROUP
[OCT 2008 – SEP 2009]**

1%= Rank	Broadcasting Station	Gender		Age group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
60	TVM	18.2%	81.8%		2.5%	2.5%	16.5%	33.9%	33.1%	11.6%
74	One TV	25.0%	75.0%	1.4%	1.4%	2.0%	15.5%	45.3%	29.7%	4.7%
23	Net TV	21.7%	78.3%				15.2%	41.3%	32.6%	10.9%
114	Smash TV	24.1%	75.9%	3.9%	6.1%	1.3%	32.9%	37.7%	15.4%	2.6%
1	Education 22	66.7%	33.3%		33.3%			33.3%	33.3%	
39	ITV	20.3%	79.7%	2.5%	8.9%	6.3%	35.4%	26.6%	20.3%	
16	Family TV	21.9%	78.1%	6.3%	15.6%	3.1%	28.1%	25.0%	18.8%	3.1%
10	Other	20.0%	80.0%		10.0%	10.0%	20.0%	40.0%	15.0%	5.0%
20	Do not know	27.5%	72.5%		7.5%	2.5%	12.5%	35.0%	27.5%	15.0%
3633	Total	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%



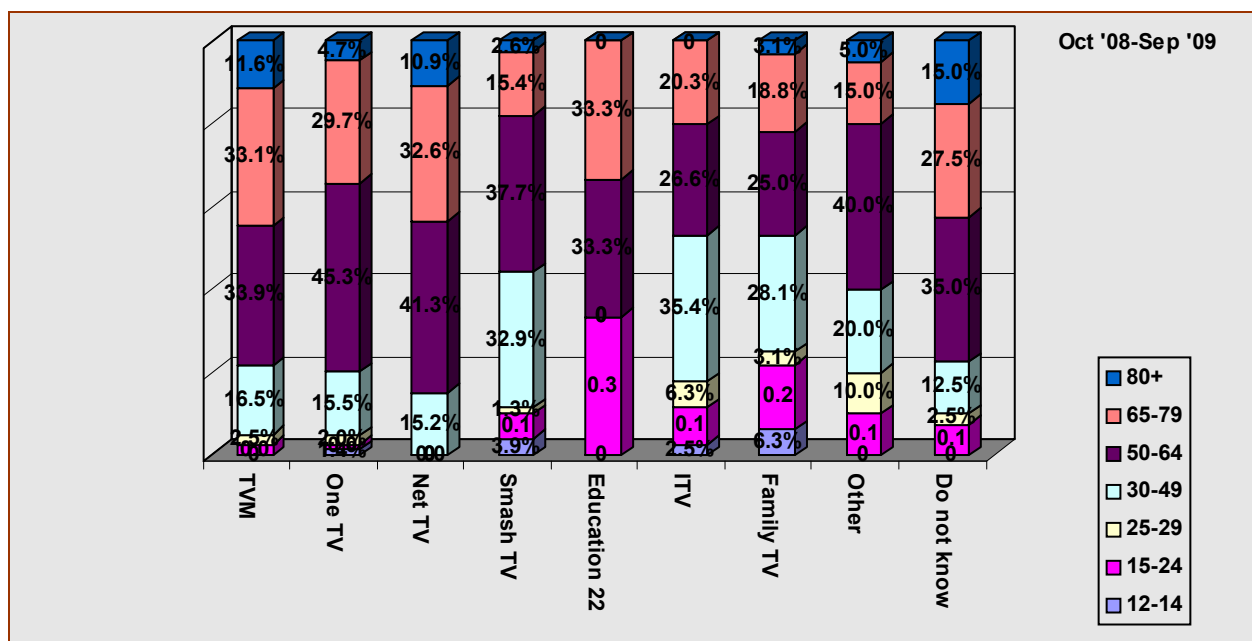


TABLE 5.3: TEleshopping BY BROADCASTING STATION BY DISTRICT
[OCT 2008 – SEP 2009]

1%= 4103		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
68	TVM	24.8%	28.1%	14.9%	14.0%	7.4%	10.7%
84	One TV	25.7%	28.4%	21.6%	10.1%	9.5%	4.7%
26	Net TV	17.4%	43.5%	8.7%	13.0%	15.2%	2.2%
129	Smash TV	29.4%	27.6%	14.9%	13.2%	6.6%	8.3%
2	Education 22	33.3%		33.3%		33.3%	
45	ITV	22.8%	32.9%	17.7%	11.4%	11.4%	3.8%
18	Family TV	28.1%	25.0%	25.0%	9.4%	6.3%	6.3%
11	Other	20.0%	50.0%		10.0%	20.0%	
23	Do not know	25.0%	30.0%	12.5%	20.0%	2.5%	10.0%
	Total	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

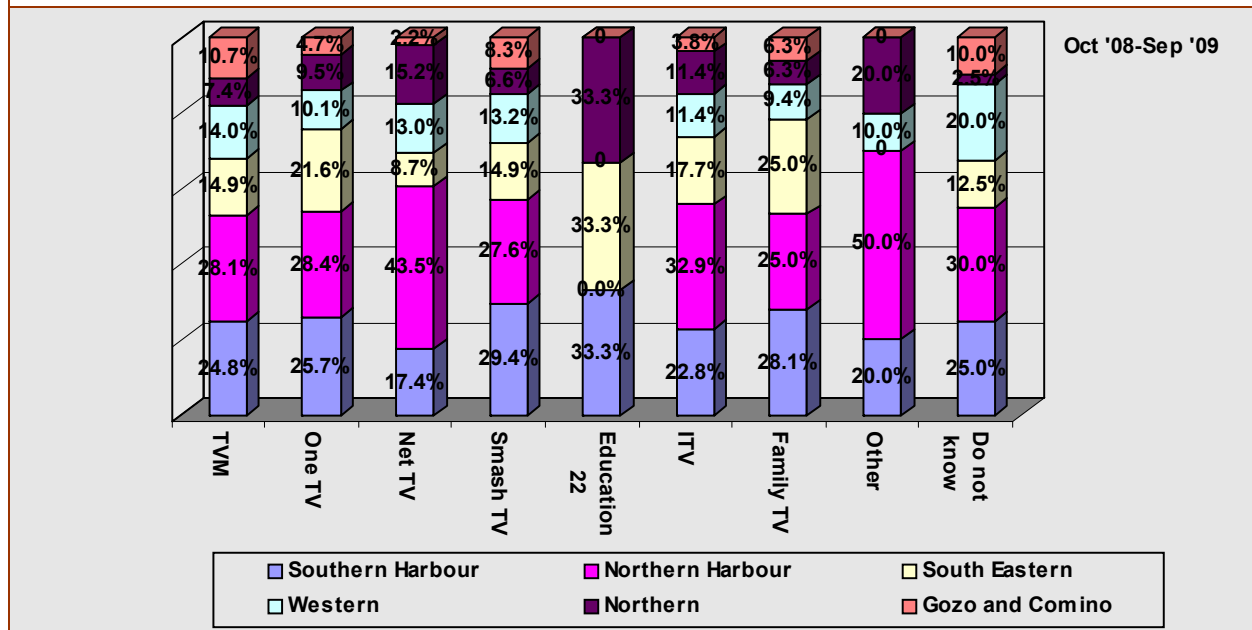


FIGURE 5.5: TEleshopping BY BROADCASTING STATION – BY DISTRICT [OCT 2008 – SEP 2009]

6. RADIO AUDIENCES [JULY-SEPTEMBER 2009]

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 [1.24%] with its highest average being on Tuesdays [1.604%]. This was followed by Bay Radio with the next highest daily average [1.21%] reaching its highest on Wednesdays [1.90%]; and Calypso Radio [0.68%] reaching its highest on Tuesdays [0.93%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2009]

	RADJU MALTA	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS
Mondays	0.30	0.49	1.13	0.58	1.17	0.56	0.85	0.30	0.44	0.24	0.37	0.47	0.26	0.03
Tuesdays	0.61	0.36	1.60	0.34	0.96	0.93	0.23	0.16	0.31	0.04	0.46	0.32	0.38	0.14
Wednesdays	0.56	0.49	1.11	0.16	1.90	0.73	0.87	0.18	0.19	0.05	0.22	0.11	0.13	0.05
Thursdays	0.43	0.14	1.31	0.18	1.48	0.82	0.35	0.23	0.49	0.15	0.38	0.37	0.34	0.00
Fridays	0.77	0.22	1.28	0.55	1.23	0.48	0.61	0.21	0.31	0.18	0.18	0.09	0.27	0.08
Saturdays	0.59	0.33	1.56	0.10	0.76	0.72	0.23	0.35	0.08	0.00	0.18	0.24	0.26	0.02
Sundays	0.21	0.40	0.68	0.14	0.89	0.51	0.42	0.12	0.33	0.06	0.30	0.09	0.43	0.02
Monday to Sunday	0.50	0.35	1.24	0.29	1.21	0.68	0.51	0.22	0.31	0.10	0.30	0.24	0.30	0.05
1%=3633														

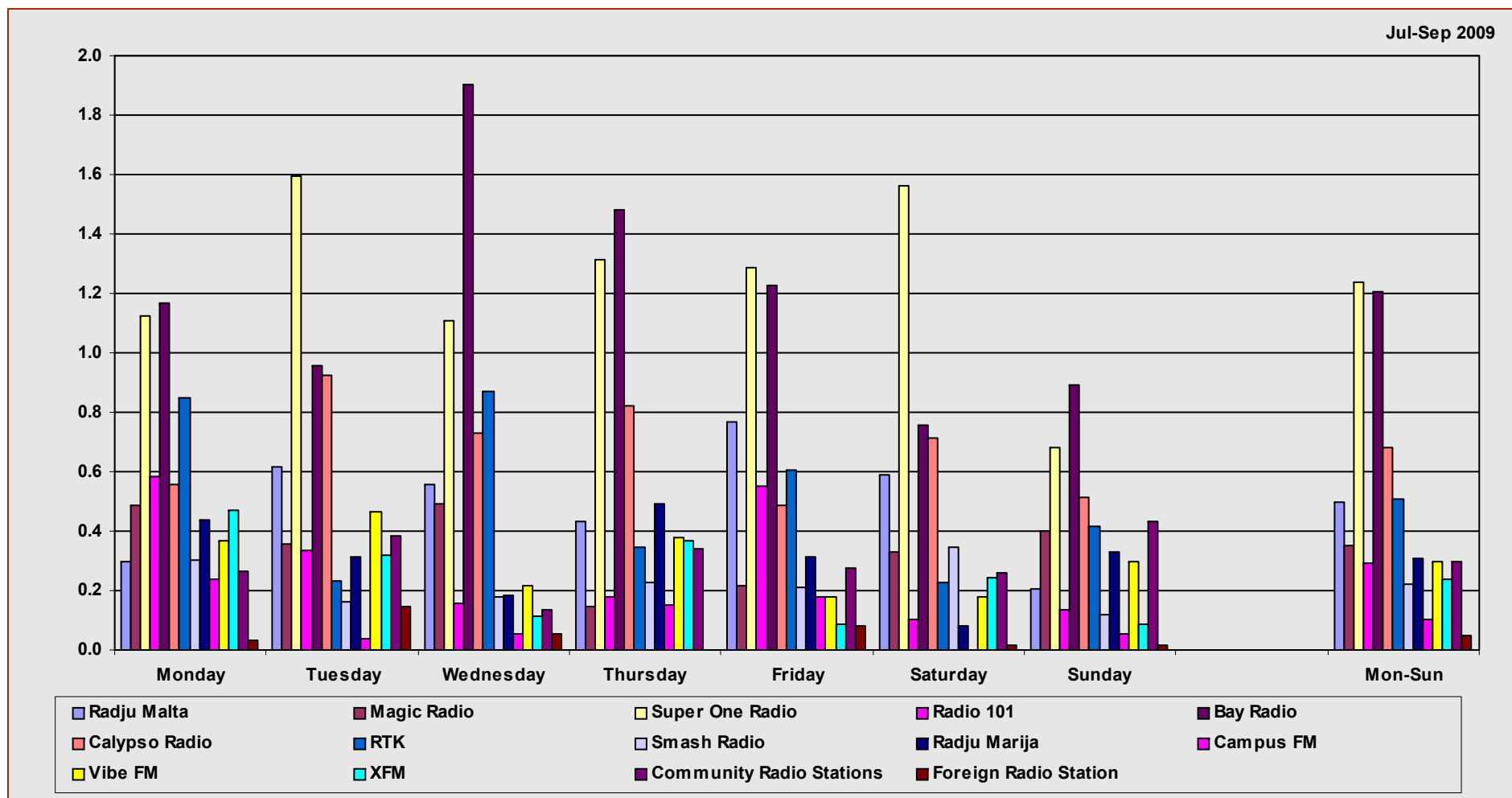


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2009]

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 [JUL-SEP 2009]

	RADJU MALTA	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	FOREIGN RADIO STATION
Monday	1.92	2.30	4.21	2.30	3.83	2.30	2.68	1.53	1.53	0.38	1.15	1.92	0.77	0.38
Tuesday	3.07	1.15	4.60	1.15	3.45	3.45	1.53	0.77	1.15	0.77	1.53	1.53	1.15	0.77
Wednesday	2.14	1.79	3.93	0.71	6.43	2.86	2.50	0.71	0.71	0.36	1.07	1.07	0.71	0.36
Thursday	1.93	0.77	3.86	1.16	5.79	5.02	1.54	0.77	1.16	0.77	1.93	1.54	1.54	0.00
Friday	3.88	1.55	3.88	1.55	3.88	1.94	1.94	1.16	1.16	0.78	1.16	0.78	0.78	0.39
Saturday	3.07	2.30	4.60	2.30	6.43	3.45	2.68	1.53	1.53	0.77	1.53	1.92	1.15	0.77
Sunday	1.15	1.15	3.83	0.77	4.21	1.92	1.53	0.77	1.53	0.38	1.53	0.77	1.53	0.38
Highest Peak	3.88	2.30	4.60	2.30	6.43	5.02	2.68	1.53	1.53	0.78	1.93	1.92	1.54	0.77

1%=3633

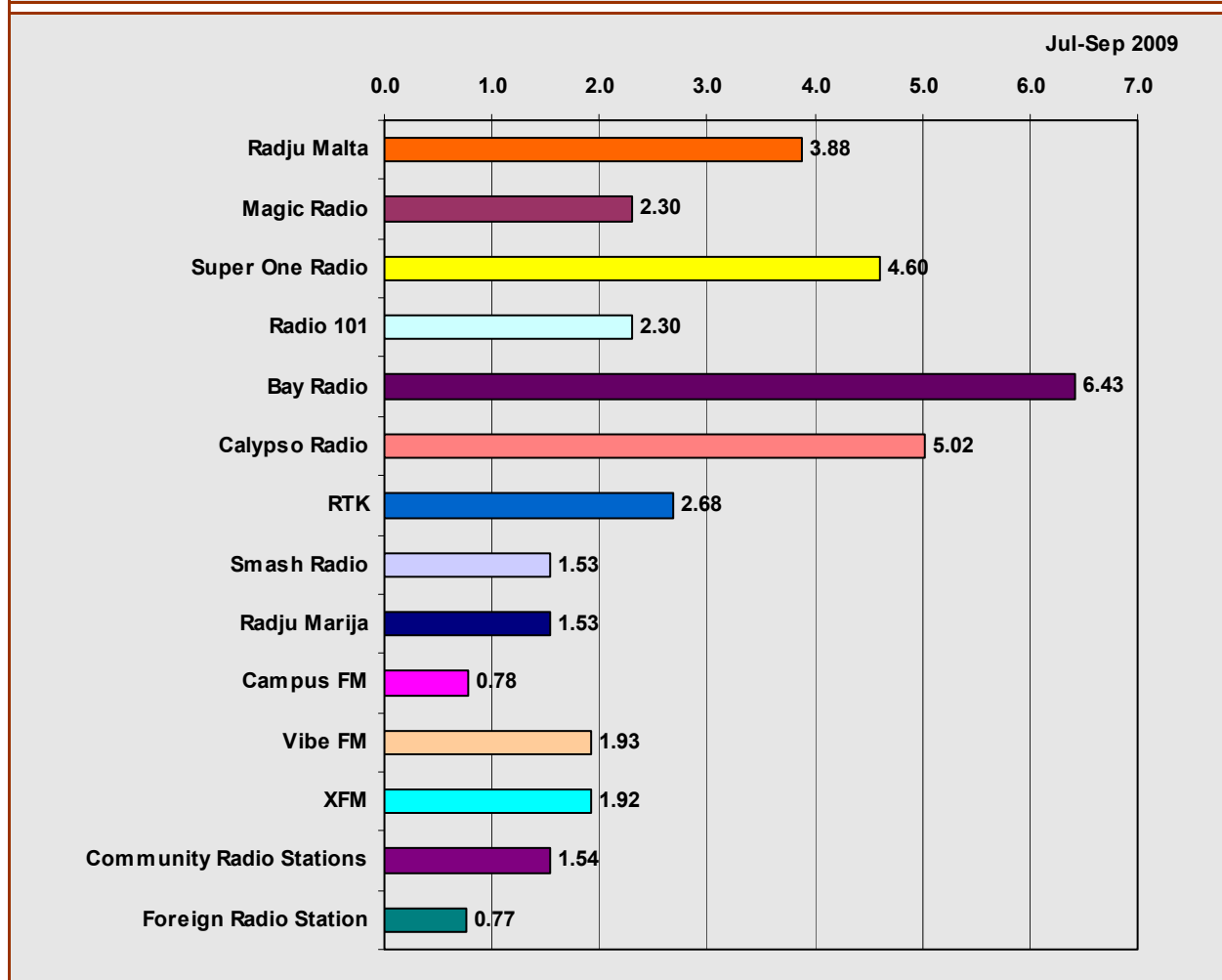


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2009]

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.

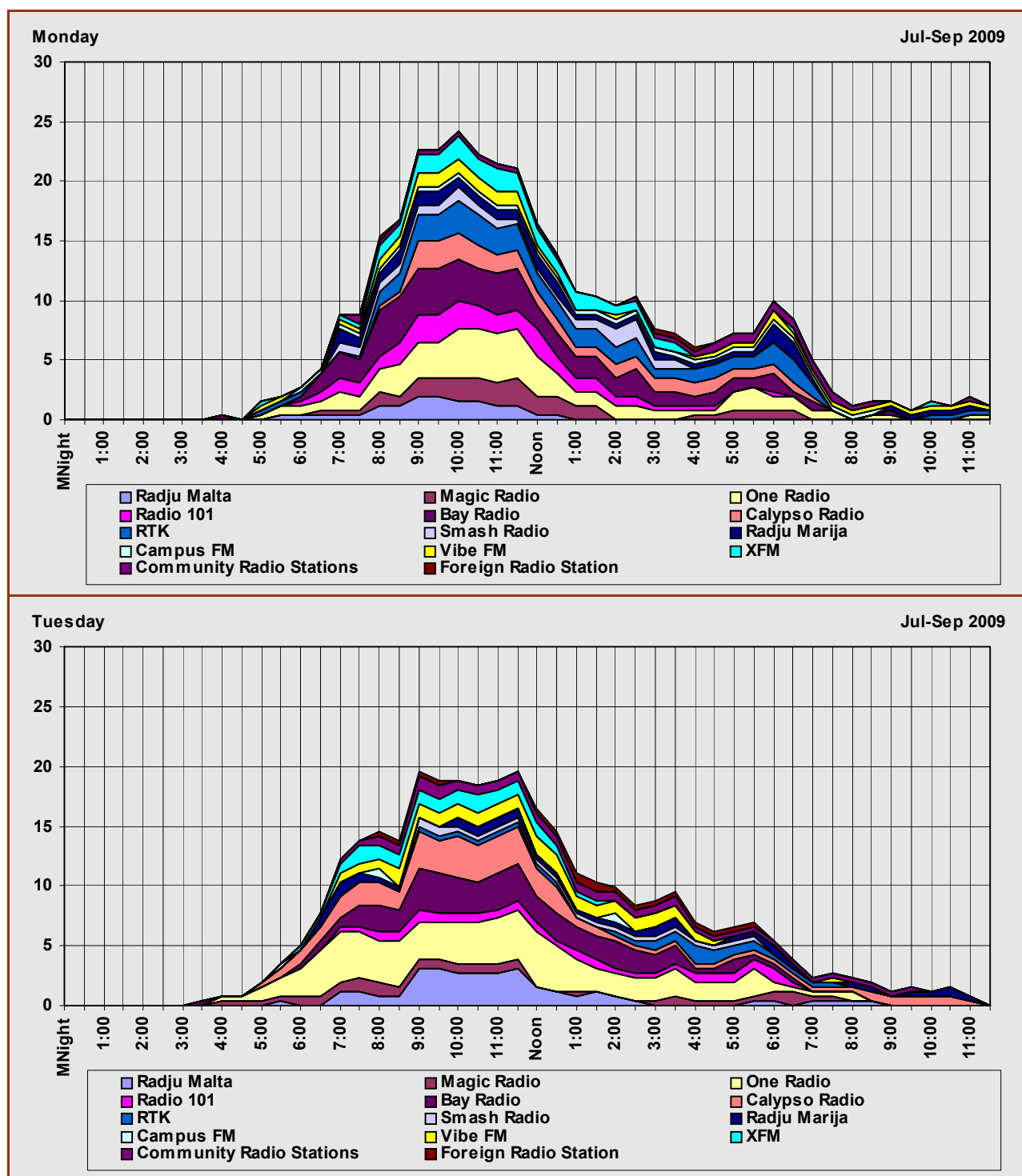


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

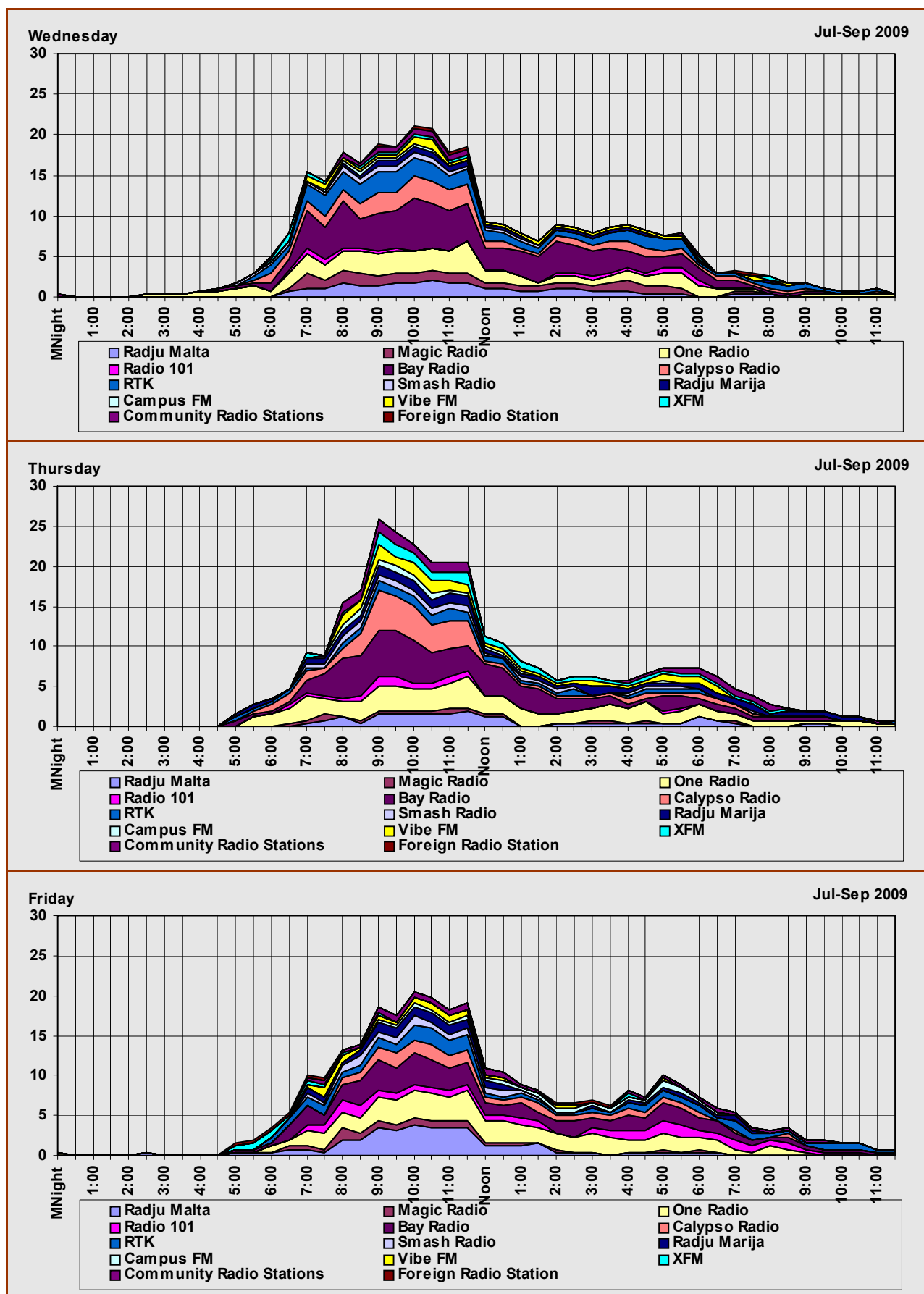


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

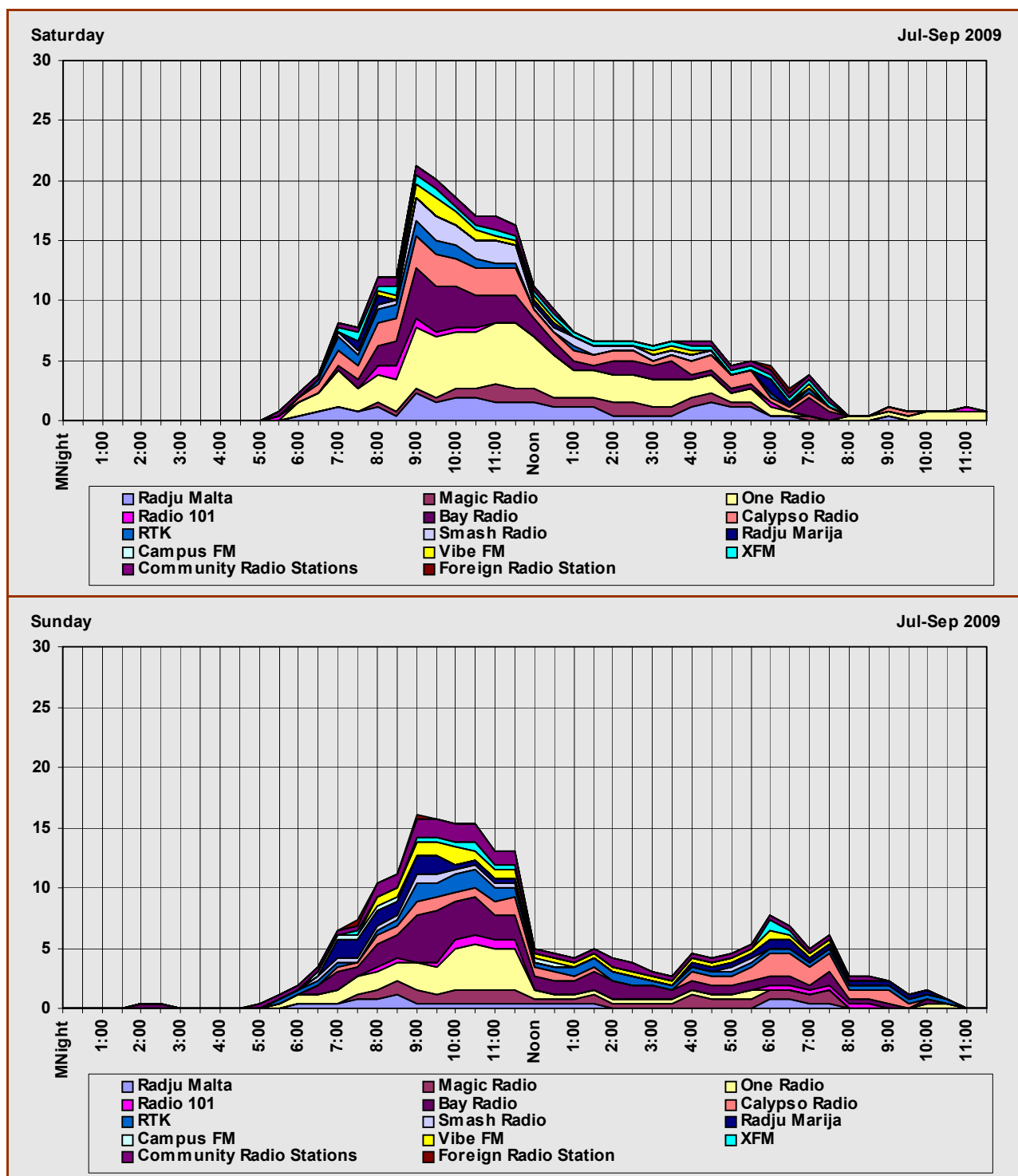


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

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 BY QUARTER [OCT-DEC 2008 TO JUL-SEP 2009]

Total Average	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 / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER RADIO STATION
Oct-Dec '09	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%=1724																
Jan-Mar '09	5.8	1.0	5.4	18.9	4.6	13.7	14.1	9.2	3.9	9.6	0.6	4.3	5.6	2.8	0.4	-
1%=1667																
Apr-Jun '09	6.3	0.4	5.6	19.1	3.8	18.5	11.3	10.1	3.6	9.9	1.3	3.4	2.7	3.4	0.4	0.0
1%=1785																
Jul-Sep '09	7.9	-	5.6	19.7	4.6	19.2	10.8	8.1	3.5	4.9	1.6	4.7	3.8	4.7	0.8	-
1%=1917																

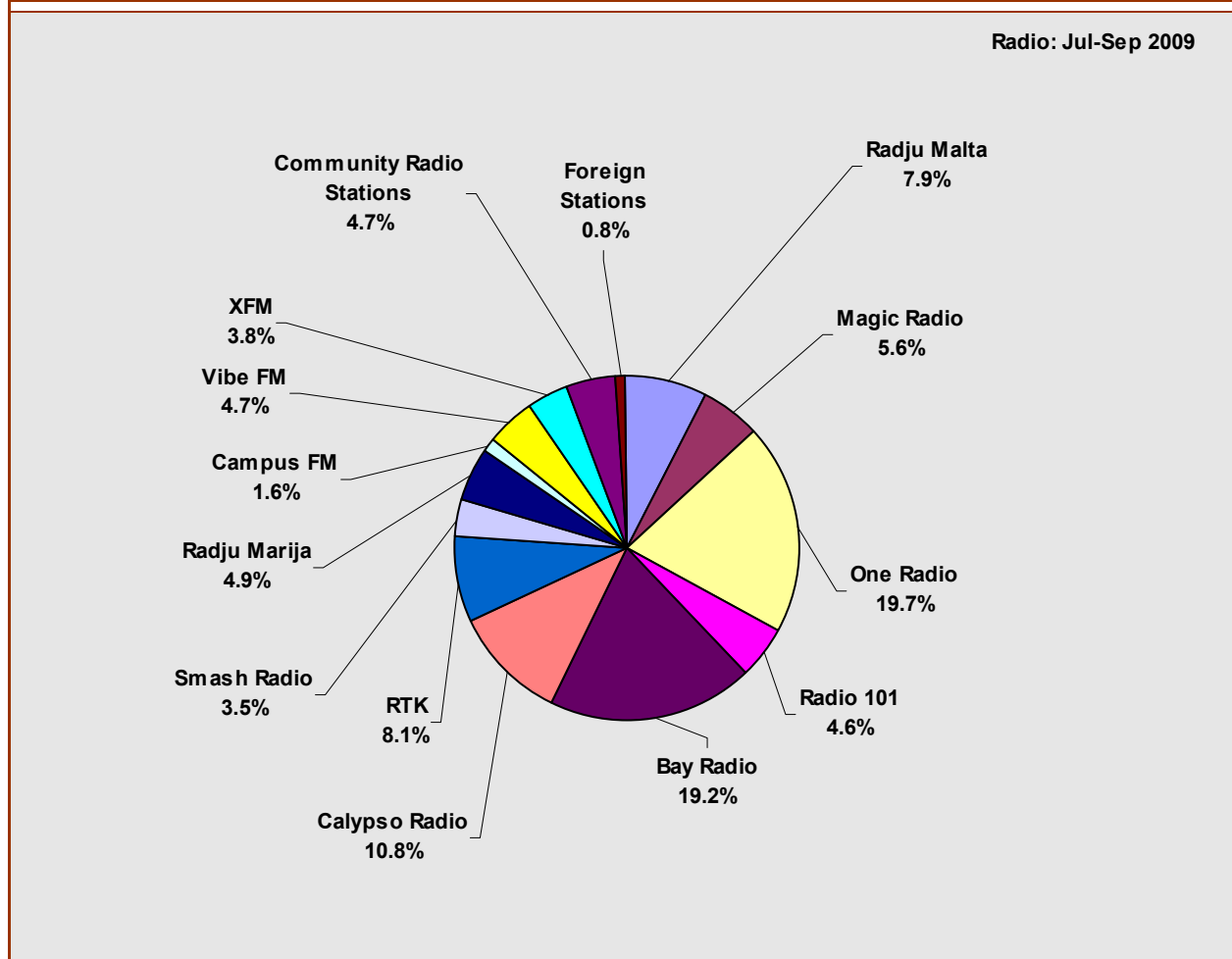


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2009]

7. TV AUDIENCES [JULY-SEPTEMBER 2009]

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, of the local TV broadcasting stations One TV has attained the highest daily average [0.94%] with its highest average being on Sundays [1.37%]. This was followed by TVM [0.77%] with the next highest daily average and reaching its highest average on Thursdays [0.98%]; and Net TV [0.36%] with its highest on Mondays at 0.51%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2009]

	TVM	ONE TV	NET TV	SMASH TV	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Mondays	0.88	1.23	0.51	0.27	0.03	0.13	0.08	0.08	0.05	0.35	0.73	0.35	0.24	0.05	0.13	0.00	1.13
Tuesdays	0.56	0.94	0.43	0.21	0.00	0.29	0.21	0.09	0.00	0.09	0.47	0.32	0.30	0.03	0.16	0.00	1.35
Wednesdays	0.79	0.74	0.37	0.17	0.00	0.13	0.36	0.01	0.03	0.03	0.19	0.35	0.26	0.06	0.01	0.00	0.90
Thursdays	0.98	1.17	0.40	0.48	0.00	0.17	0.36	0.06	0.06	0.35	0.28	0.39	0.16	0.01	0.08	0.02	1.16
Fridays	0.93	0.32	0.33	0.15	0.00	0.02	0.14	0.03	0.00	0.11	0.21	0.25	0.21	0.08	0.17	0.16	1.19
Saturdays	0.51	0.81	0.17	0.31	0.00	0.20	0.23	0.14	0.00	0.09	0.55	0.26	0.28	0.05	0.02	0.00	0.87
Sundays	0.76	1.37	0.27	0.08	0.00	0.00	0.20	0.16	0.03	0.12	0.34	0.66	0.20	0.02	0.11	0.00	1.59
Monday-Sunday	0.77	0.94	0.36	0.24	0.00	0.13	0.23	0.08	0.02	0.16	0.39	0.37	0.23	0.04	0.10	0.03	1.17

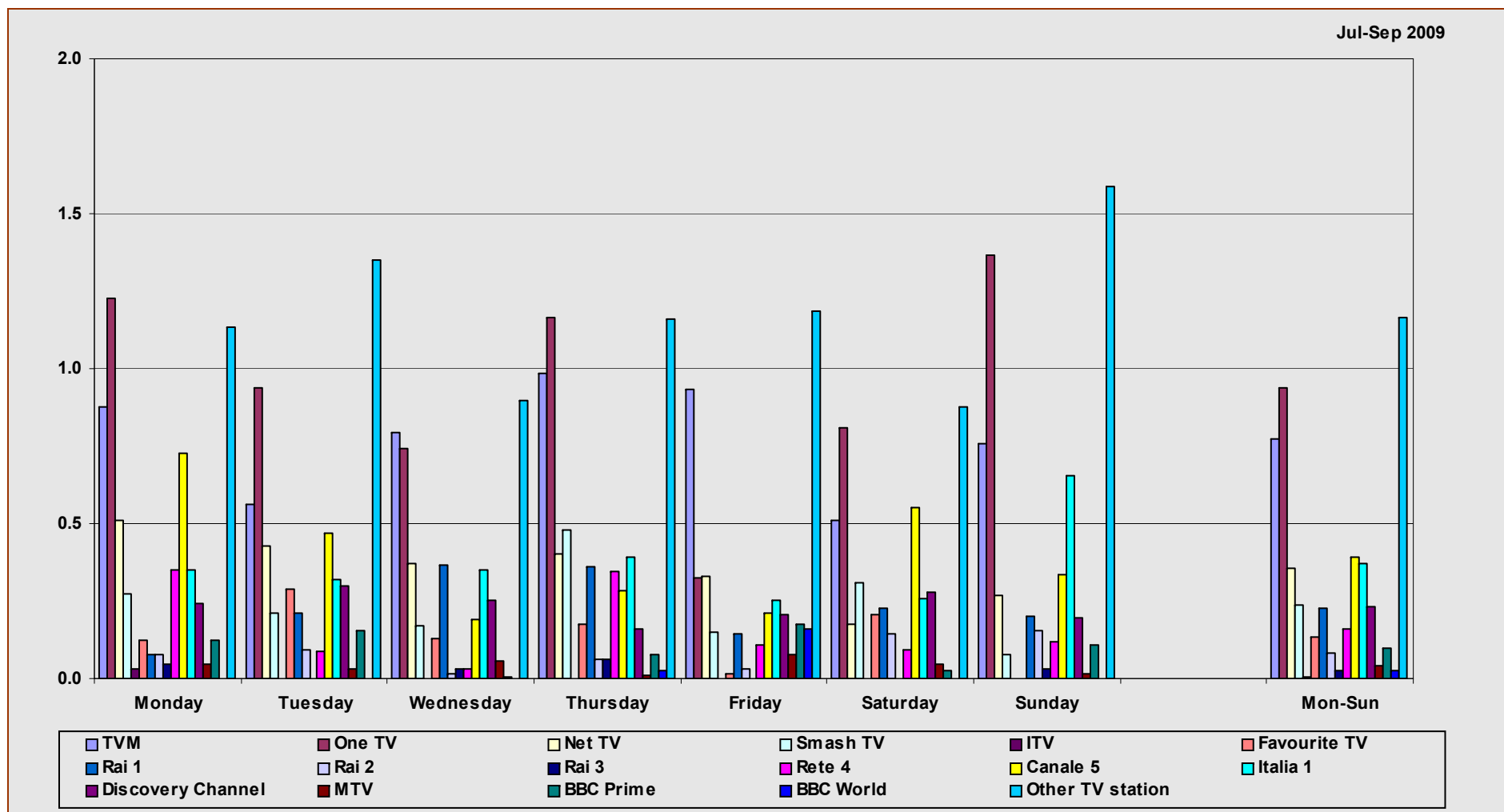


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2009]

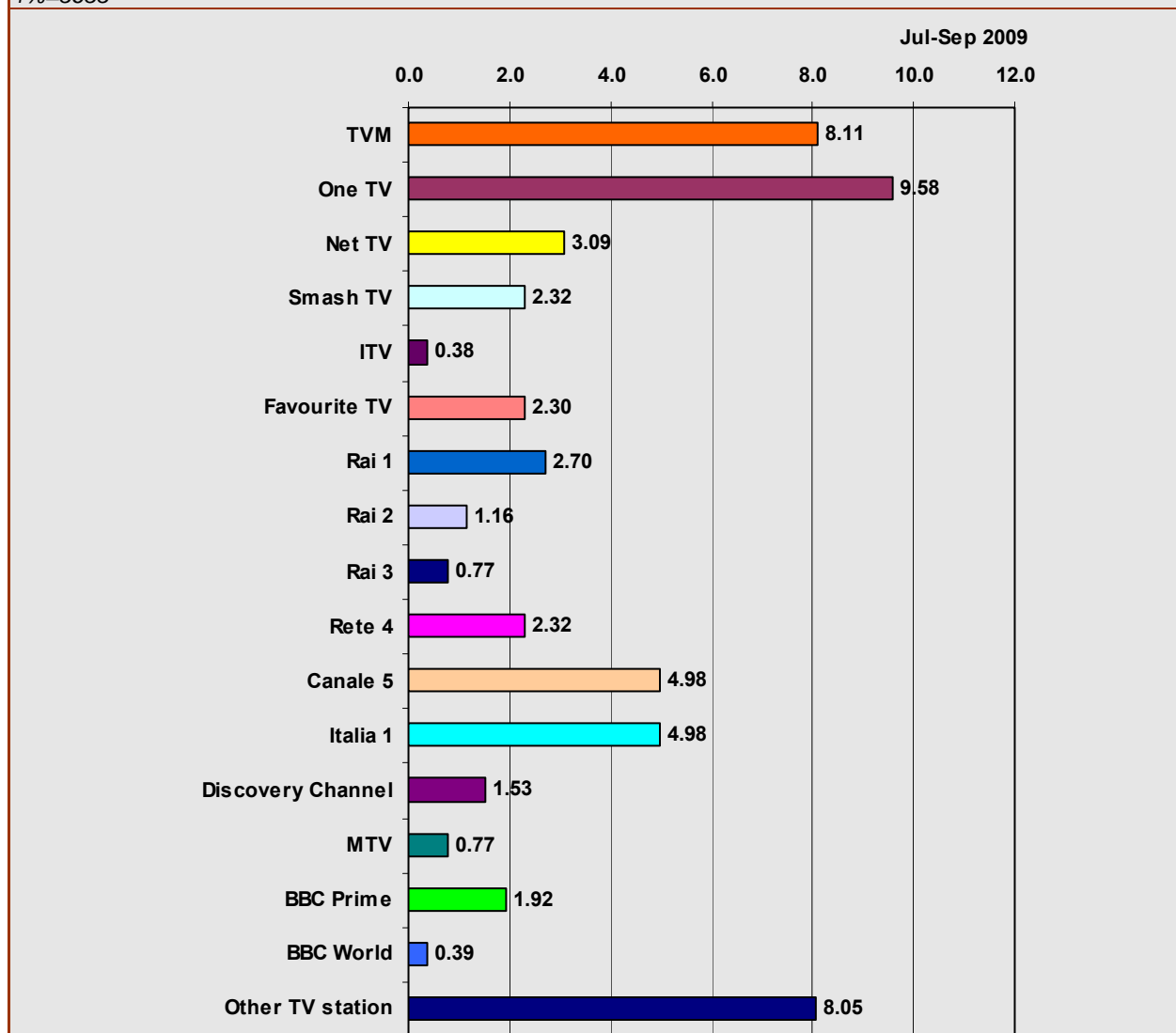
7.2 WEEKDAYS PEAK AUDIENCES

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 [JUL-SEP 2009]

	TVM	ONE TV	NET TV	SMASH TV	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Mondays	7.28	9.58	3.07	1.53	0.38	0.77	0.38	0.77	0.77	1.92	4.98	2.30	1.15	0.77	0.77	0.00	4.98
Tuesdays	4.21	5.36	1.53	2.30	0.00	2.30	2.30	0.77	0.00	0.77	1.92	1.92	1.53	0.38	1.92	0.00	8.05
Wednesdays	4.21	5.36	1.53	2.30	0.00	2.30	2.30	0.77	0.00	0.77	1.92	1.92	1.53	0.38	1.92	0.00	8.05
Thursdays	8.11	6.18	3.09	2.32	0.00	0.77	2.70	0.39	0.39	2.32	1.93	1.54	1.16	0.39	0.77	0.39	6.18
Fridays	6.98	2.33	1.94	1.55	0.00	0.39	1.55	0.39	0.00	1.16	1.94	1.16	0.78	0.39	0.78	0.39	3.88
Saturdays	2.32	3.47	1.16	1.54	0.00	0.77	1.54	1.16	0.00	0.77	3.09	1.54	1.16	0.39	0.39	0.00	2.32
Sundays	3.07	4.60	1.53	0.77	0.00	0.00	1.15	0.77	0.38	0.38	2.30	4.98	1.15	0.38	0.38	0.00	4.21
Highest Peak	8.11	9.58	3.09	2.32	0.38	2.30	2.70	1.16	0.77	2.32	4.98	4.98	1.53	0.77	1.92	0.39	8.05

1%=3633



1%=3633

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2009]

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.

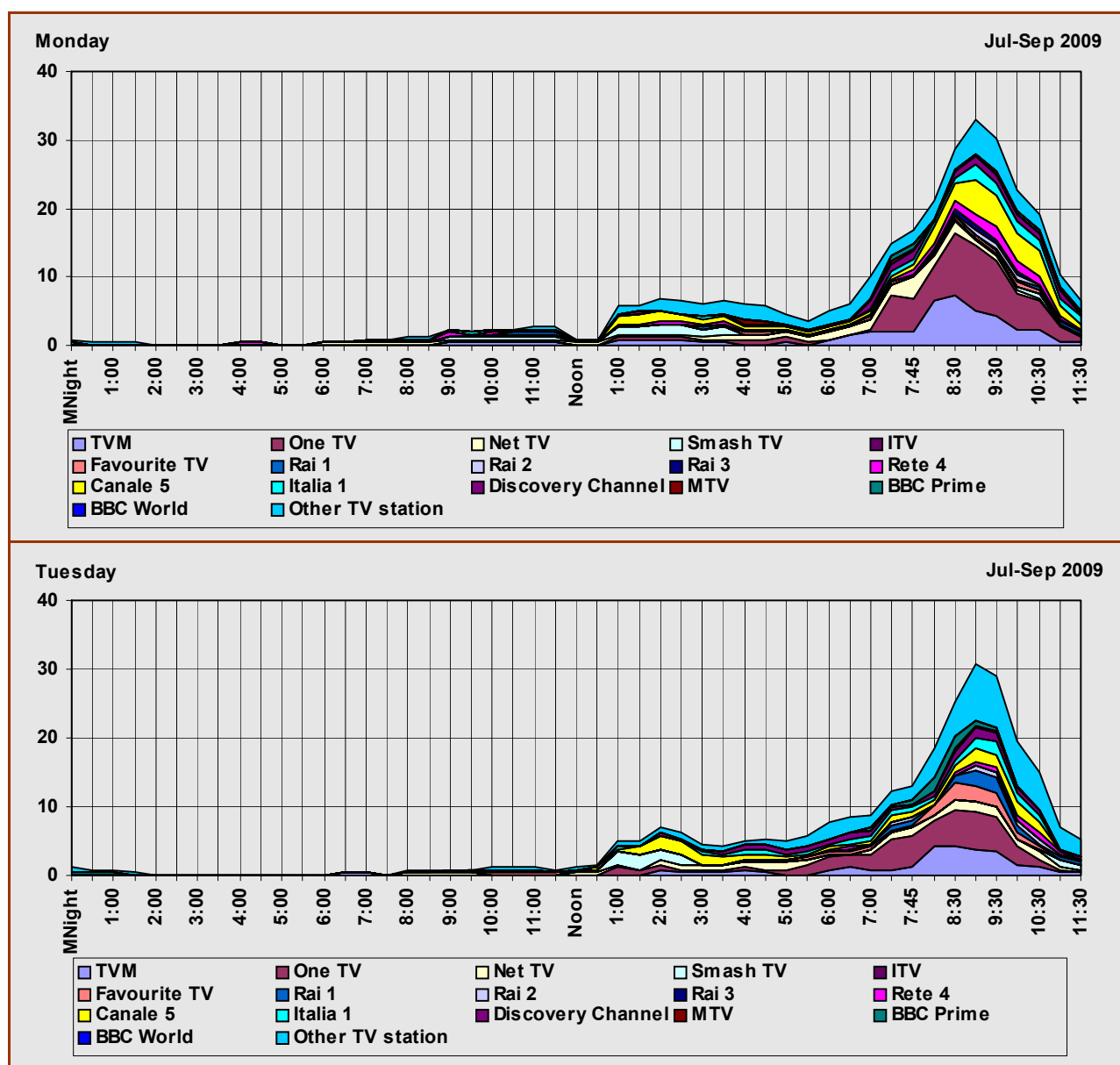


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

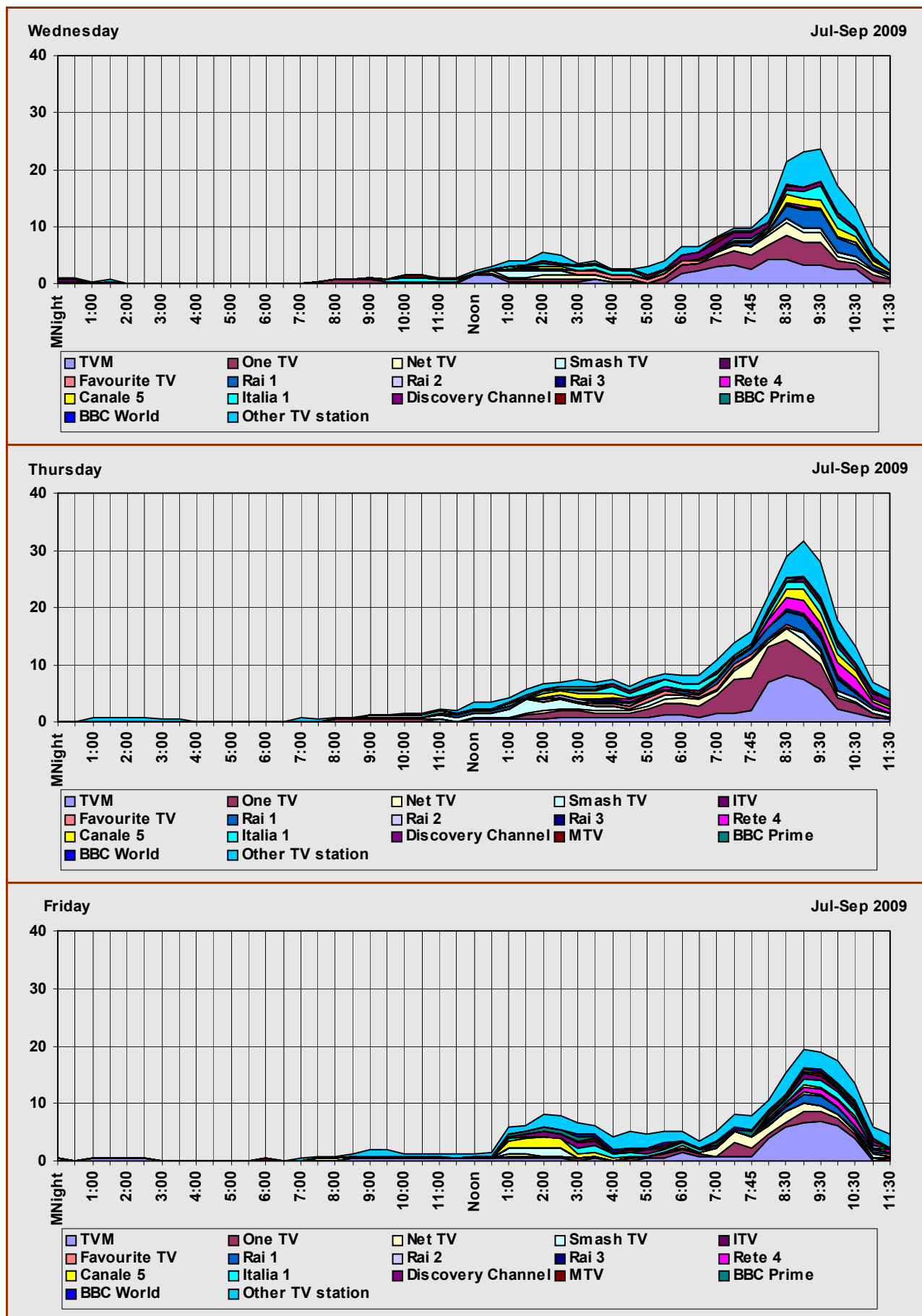


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

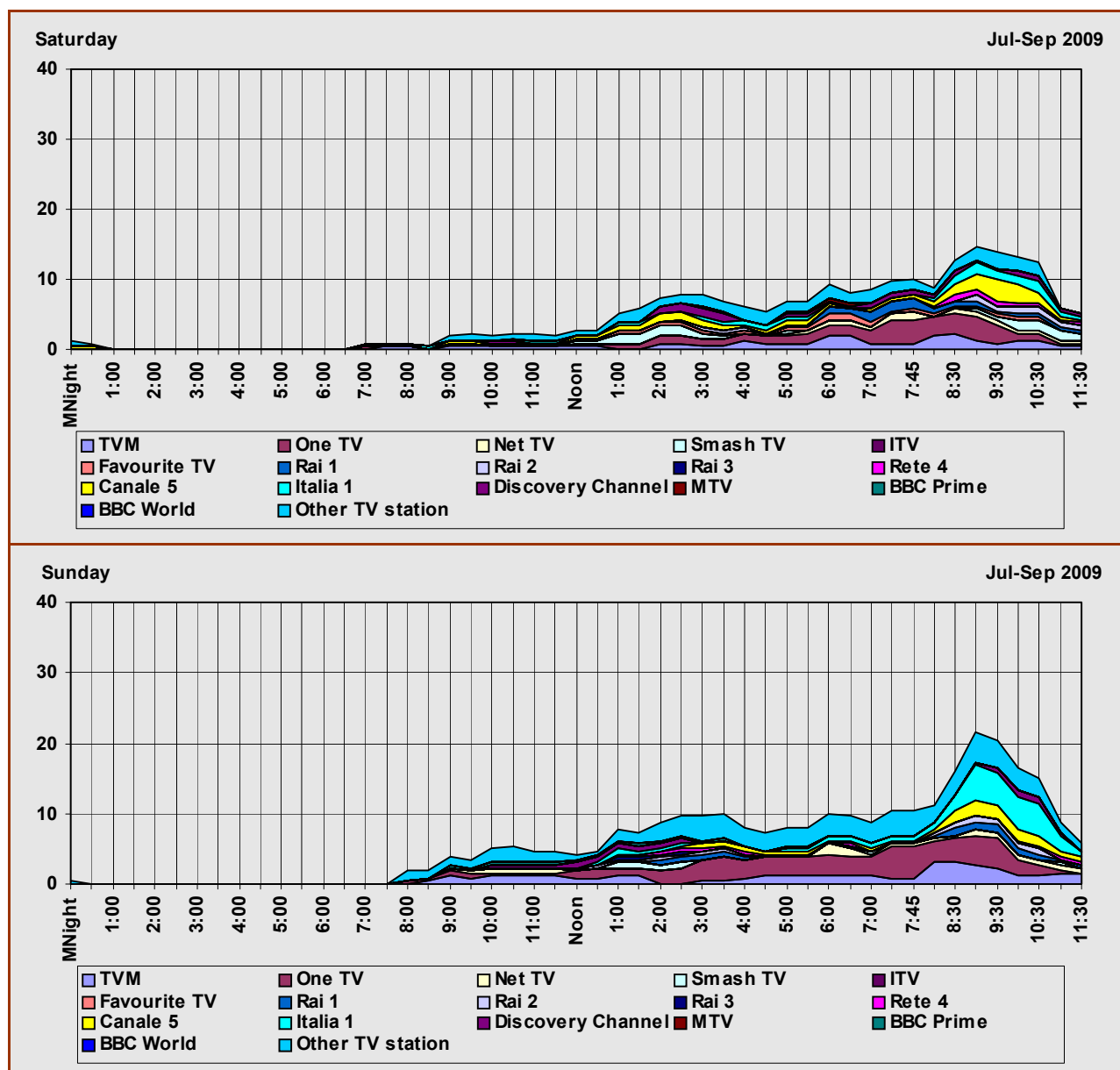


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

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 BY QUARTER [OCT-DEC 2008 TO JUL-SEP 2009]

Total Avg.	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATIONS
Oct-Dec '08	32.2	24.1	5.7	0.3	-	-	-	3.7	1.8	0.4	1.7	5.6	3.4	3.4	0.5	1.3	0.1	15.5
1%=2190																		
Jan-Mar '09	34.5	18.8	5.4	0.4	-	-	1.9	3.4	1.8	0.8	3.2	6.7	5.8	1.8	0.3	1.0	0.1	13.0
1%=1943																		
Apr-Jun '09	31.6	14.8	5.9	0.7	0.3	-	0.6	6.0	1.3	0.5	3.6	5.2	6.6	3.3	1.9	1.2	0.4	16.0
1%=2344																		
Jul-Sep '09	14.7	17.8	6.7	4.5	-	0.1	2.5	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	1.8	0.5	22.2
1%=2268																		

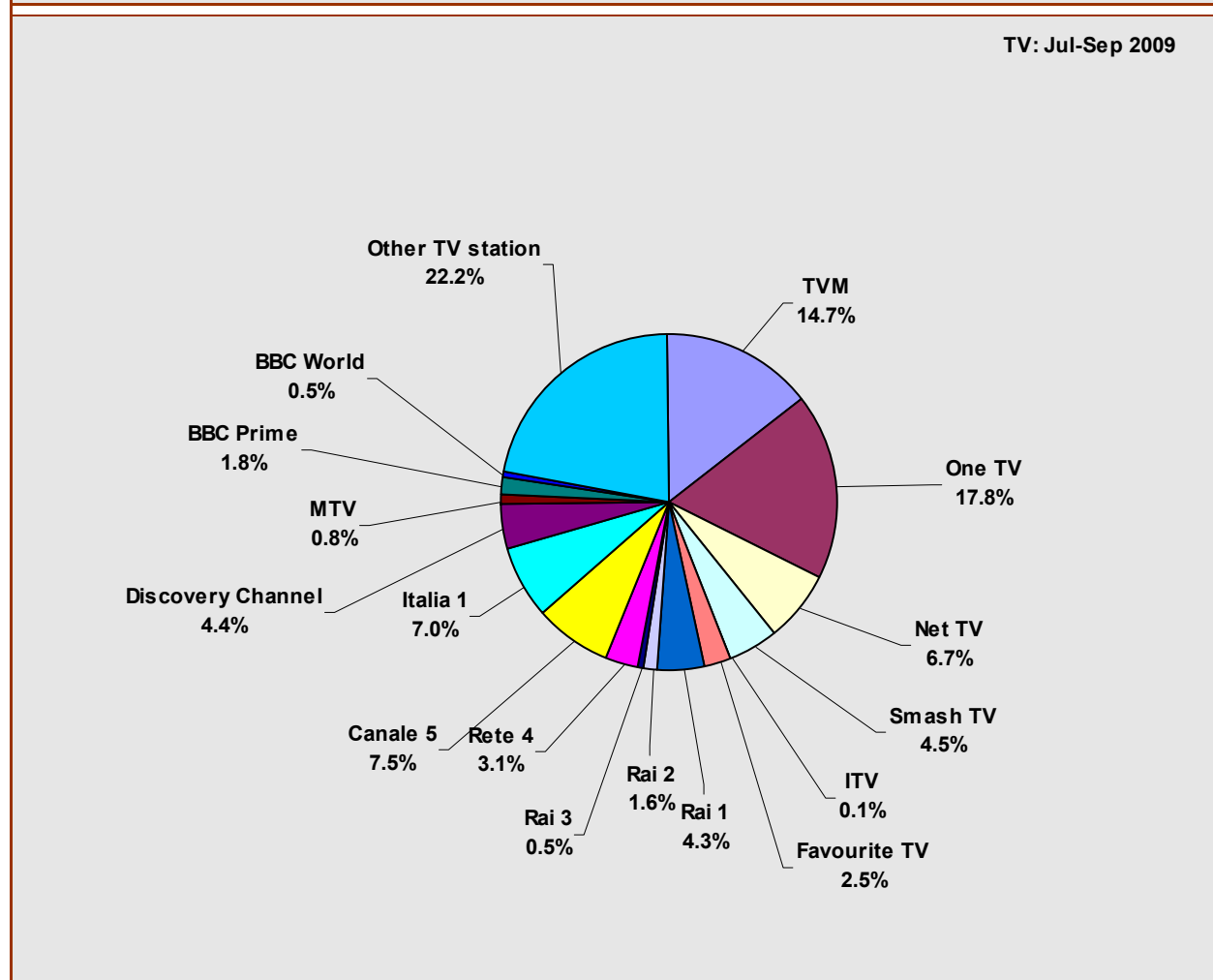


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [JUL-SEP 2009]

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 the period July-September 2009 stands at 2.86hrs [Apr-Jun 2009: 3.07hrs; Jan-Mar 2009:2.96hrs; Oct-Dec 2008:3.19hrs]. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[OCT-DEC 2008 TO JUL-SEP 2009]

	Radju Malta	Radju Parliament 106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign Radio Stations	Other Station
Oct-Dec 2008	3.78	2.46	2.55	3.59	2.24	3.06	4.27	2.73	2.51	2.92	2.13	3.83	2.66	3.45	1.50	-
Jan-Mar 2009	2.56	2.78	2.93	3.38	2.29	2.15	4.15	3.00	2.91	3.26	3.10	3.09	2.94	3.63	1.13	-
Apr-Jun 2009	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	1.50	0.50
Jul-Sep 2009	2.73	-	2.57	3.41	2.84	2.43	3.29	2.85	3.23	2.50	3.75	2.84	2.30	3.95	1.79	-

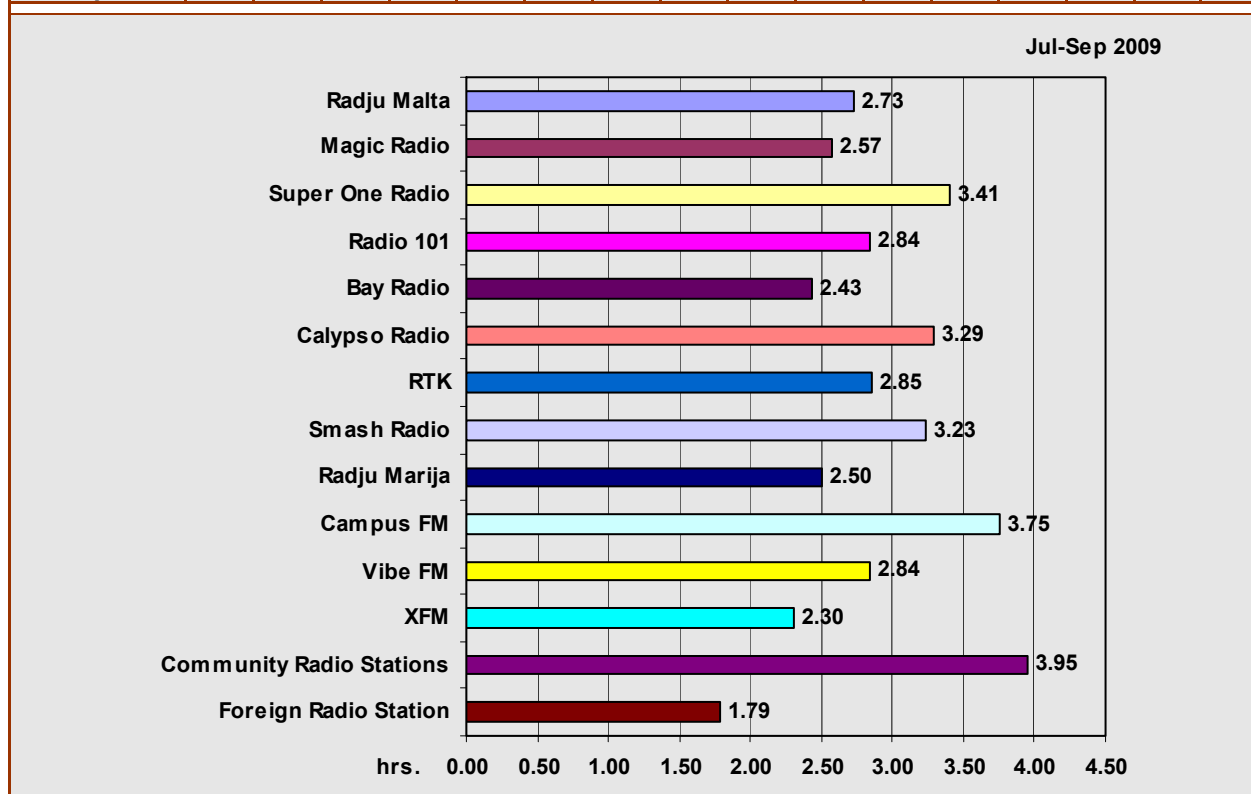


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [JUL-SEP 2009]

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for July-September 2009 stands at 1.51hrs every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 35% from 4.41hrs for Oct-Dec 2006 to 2.86hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 33.18% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below:

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2006 TO JUL-SEP 2009]

	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	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86
Total Sample	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51

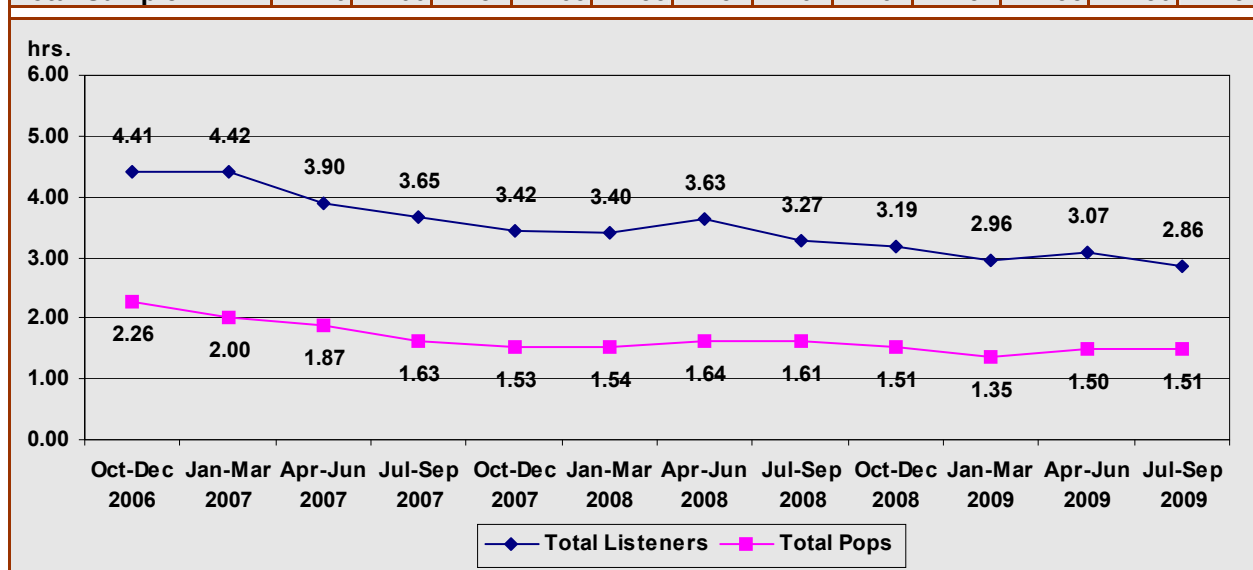
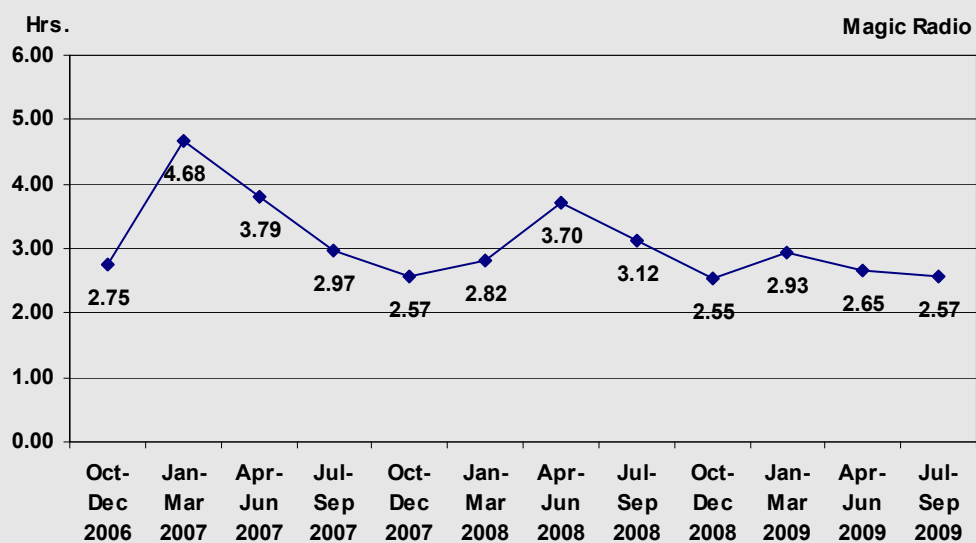
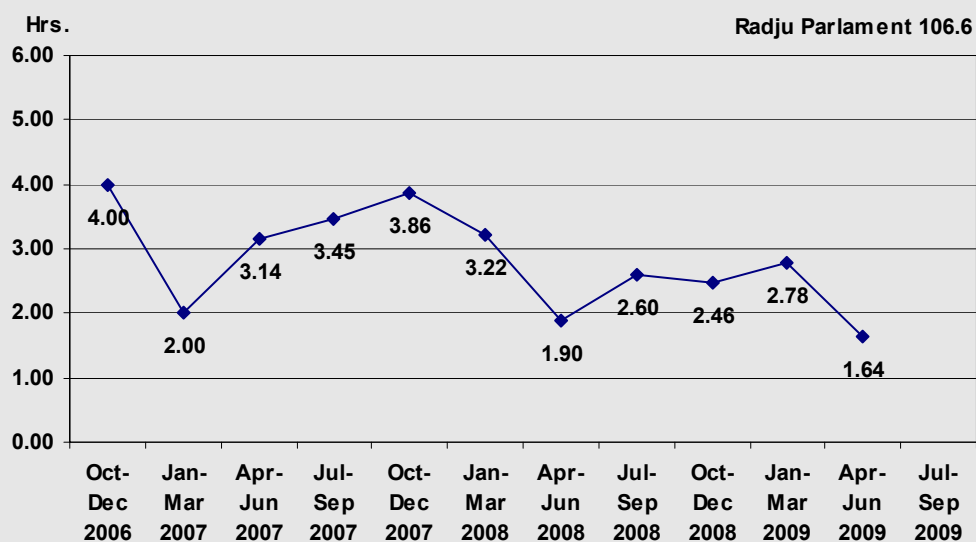
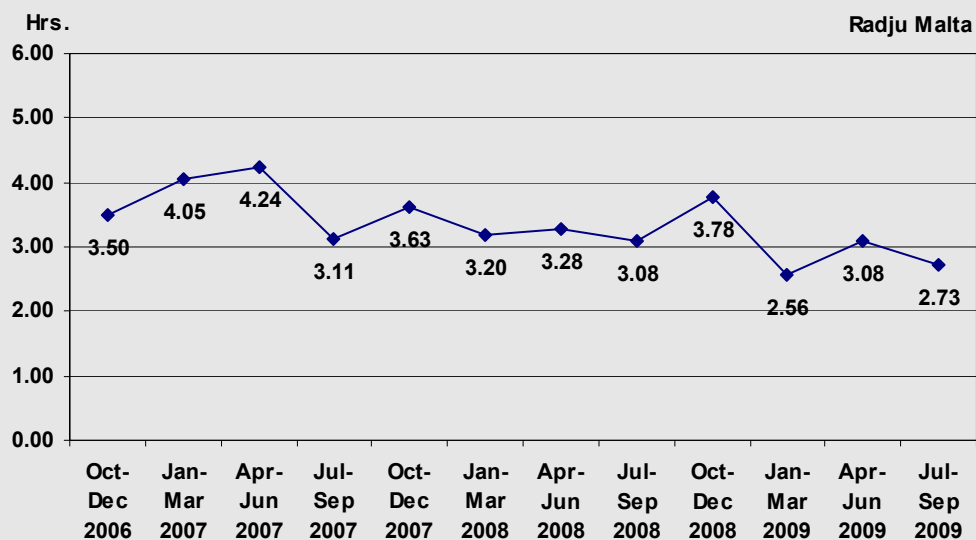
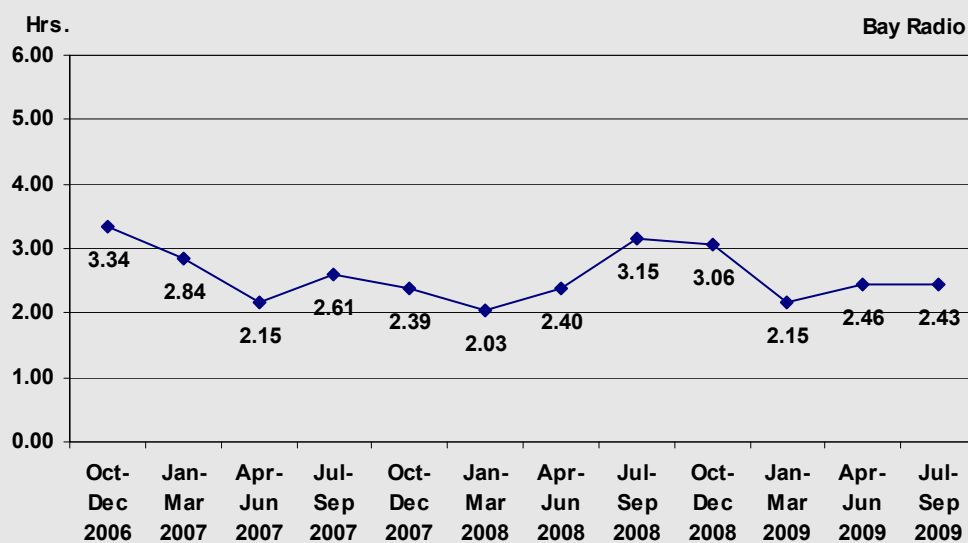
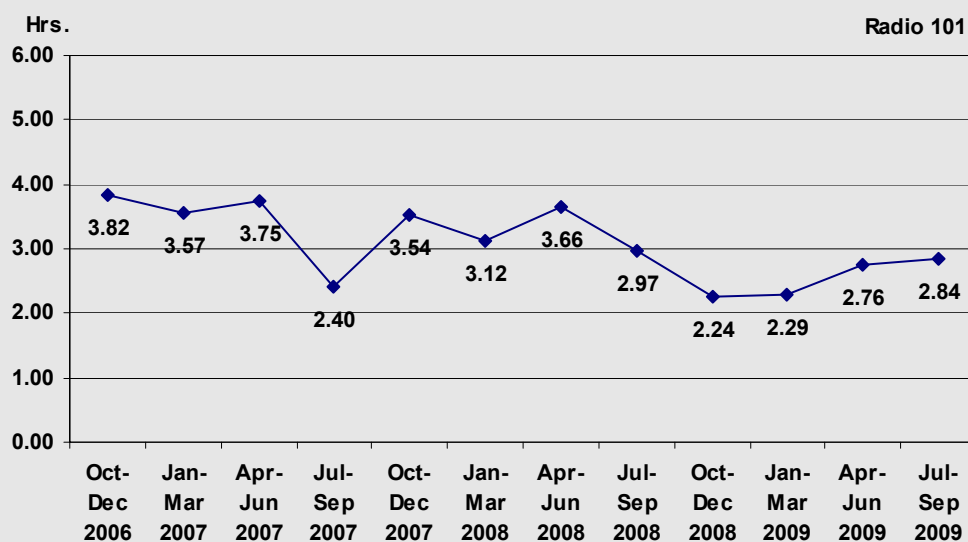


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2007 TO JUL-SEP 2009]

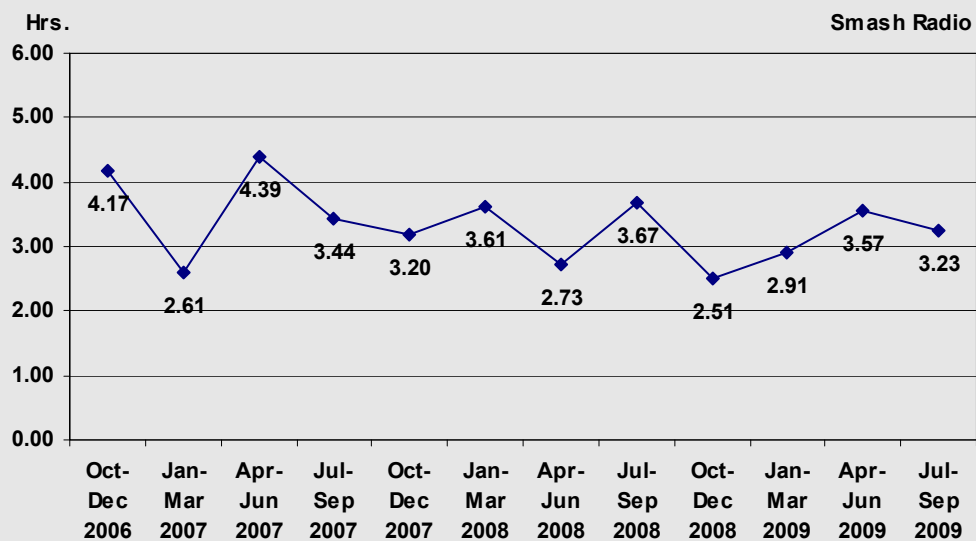
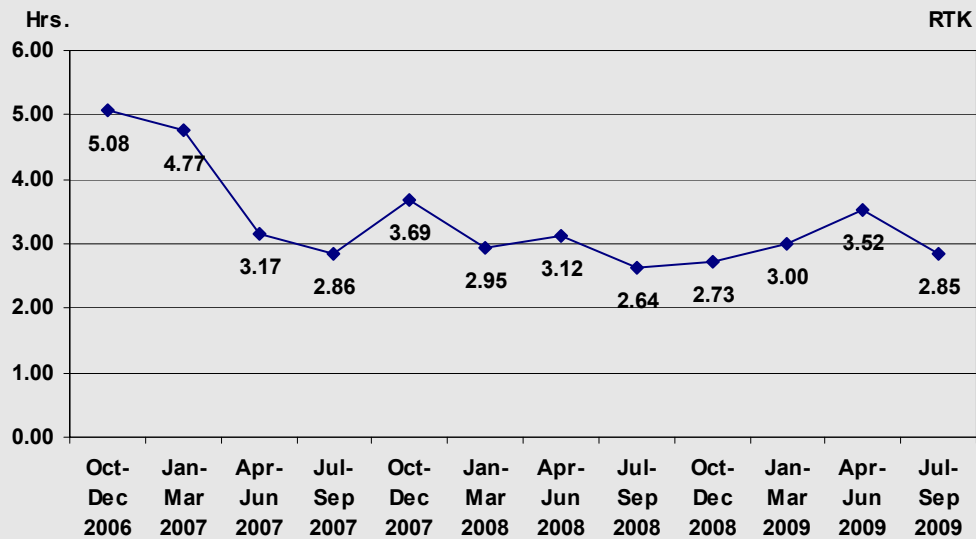
The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station were analysed separately and depicted in the following figures:



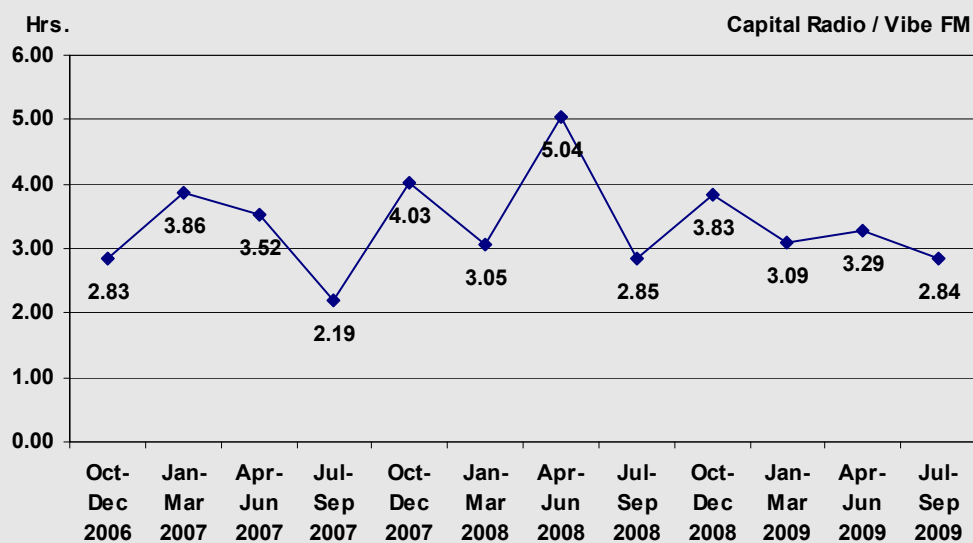
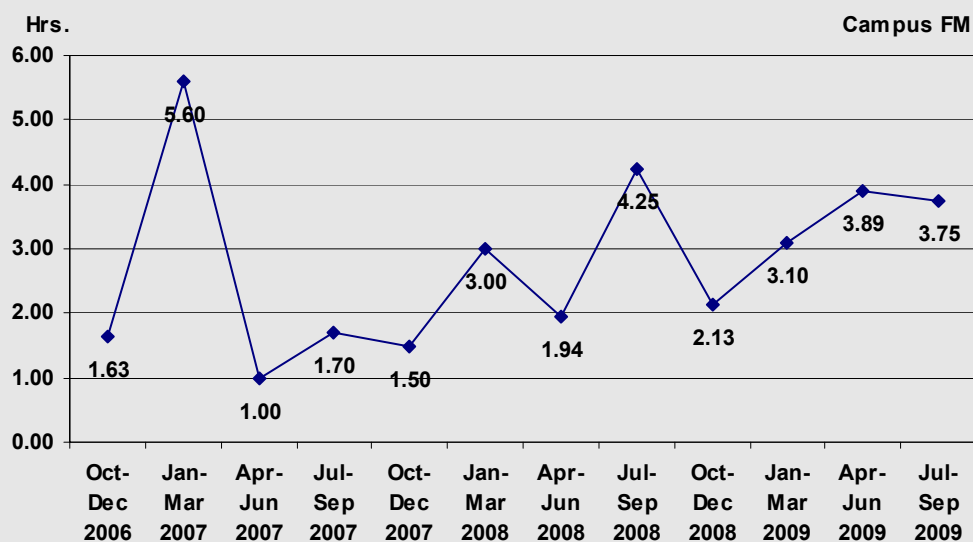
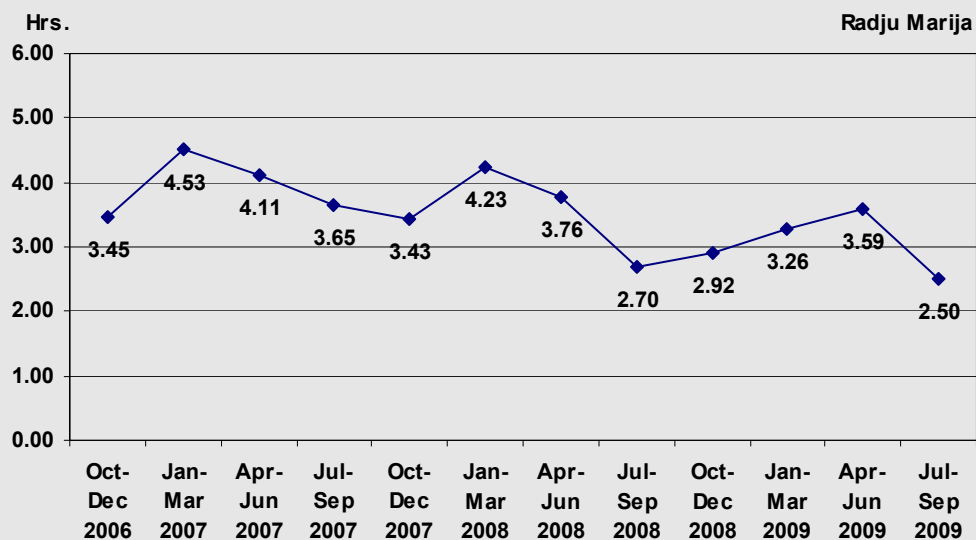
**FIGURE 8.2.A-C: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.D-F: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.G-I: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.J-L: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**

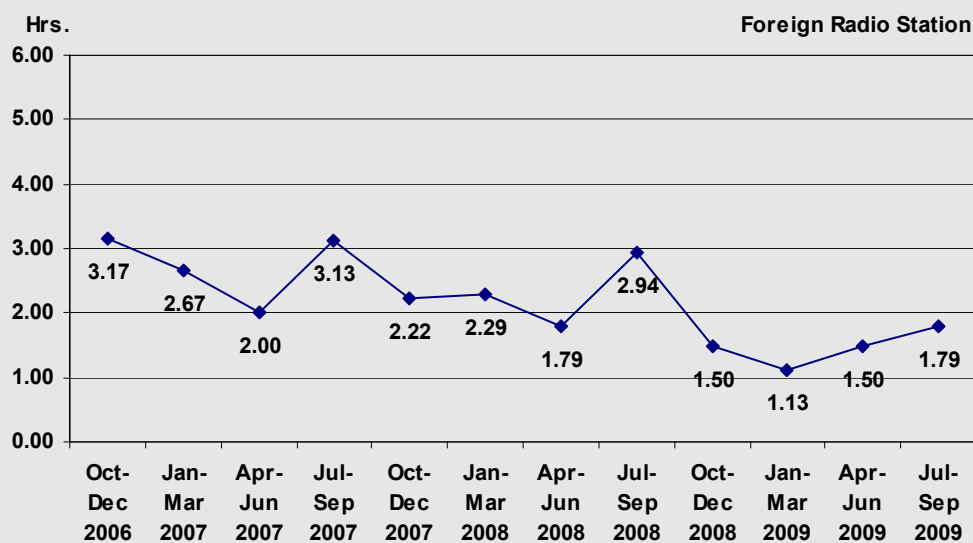
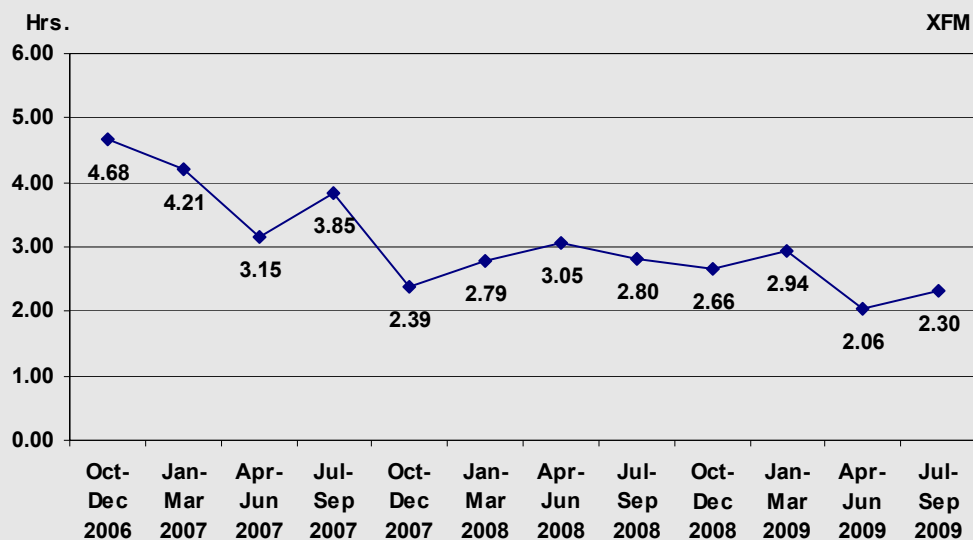


FIGURE 8.2.M-O: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]

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 1.97hrs [Apr-Jun 2009:2.03hrs; Jan-Mar 2009:1.98hrs; Oct-Dec 2008: 2.40hrs]. The analysis by TV station is represented Table 8.3 and Figure 8.3 below:

TABLE 8.3: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER [OCT-DEC 2008 TO JUL-SEP 2009]

	TVM	One TV	Net TV	Smash TV	Education 22	ITV	Family TV	Favourite TV*	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Oct-Dec '08	2.27	2.78	2.19	4.50	0.0	0.0	2.50	-	2.06	2.40	2.00	2.19	2.19	2.01	2.39	1.67	2.03	1.33	2.71
Jan-Mar '09	1.83	2.63	1.92	1.88	0.0	0.0	2.56	2.88	1.63	1.75	1.83	1.74	1.94	2.06	1.67	0.92	1.59	0.67	2.02
Apr-Jun '09	1.87	2.56	2.51	1.42	7.00	0.0	2.67	1.50	1.95	1.86	1.57	2.02	1.92	2.02	1.88	1.84	2.57	1.90	2.05
Jul-Sep '09	1.38	2.40	2.04	2.01	0.0	2.00	-	3.22	1.89	2.15	1.57	2.21	2.24	1.73	1.90	1.17	2.13	5.50	2.18

*Favourite TV was unlicensed during October-December 2008

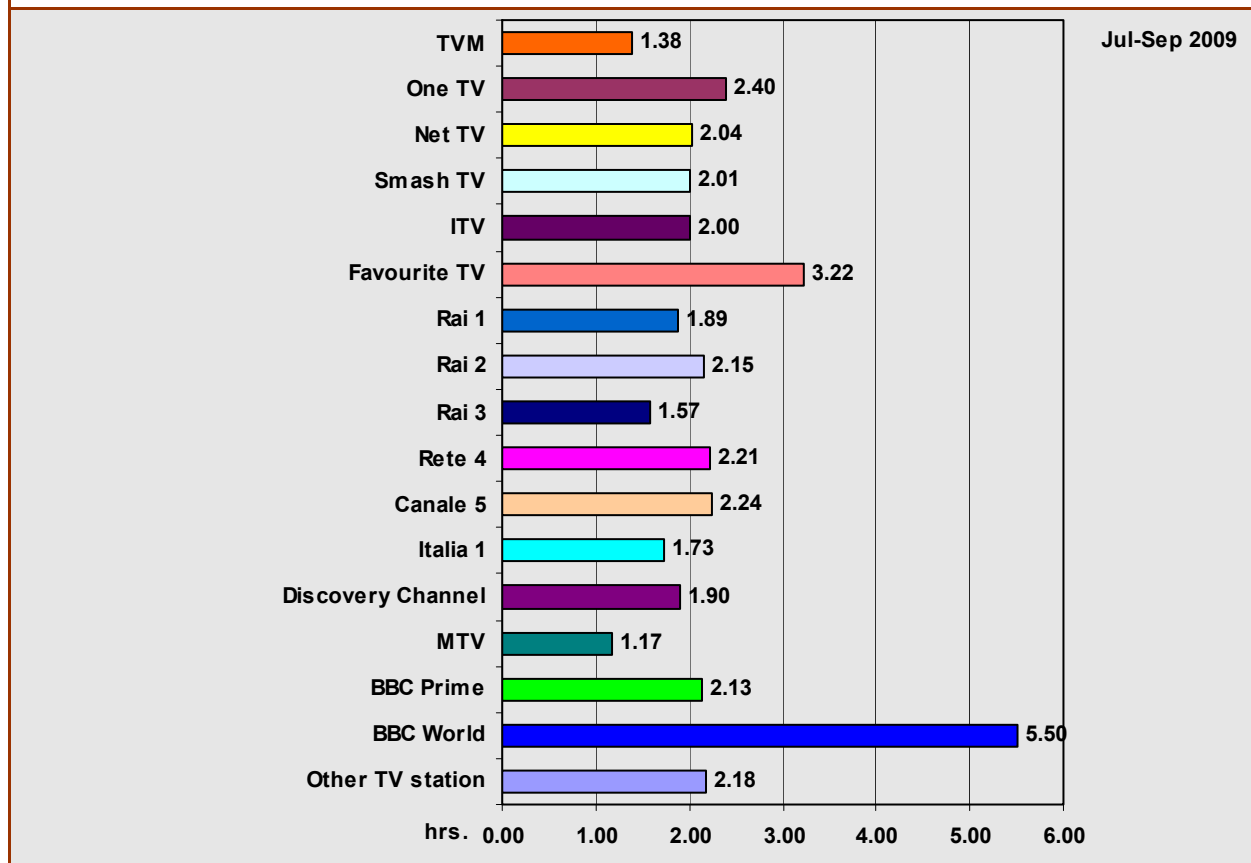


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [JUL-SEP 2009]

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 1.23hrs [April-Jun2009:1.32hrs; Jan-Mar 2009:1.07hrs; Oct-Dec 2008: 1.45hrs] every day.

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 16.17% from 2.35hrs for Oct-Dec 2006 to 1.97hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to date is of 21.65% indicating that more people are turning to other forms of media platforms – see Table 8.4 and Figure 8.4 below:

TABLE 8.4: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT-DEC 2006 TO JUL-SEP 2009]

	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	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009
Total Listeners	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97
Total Sample	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23

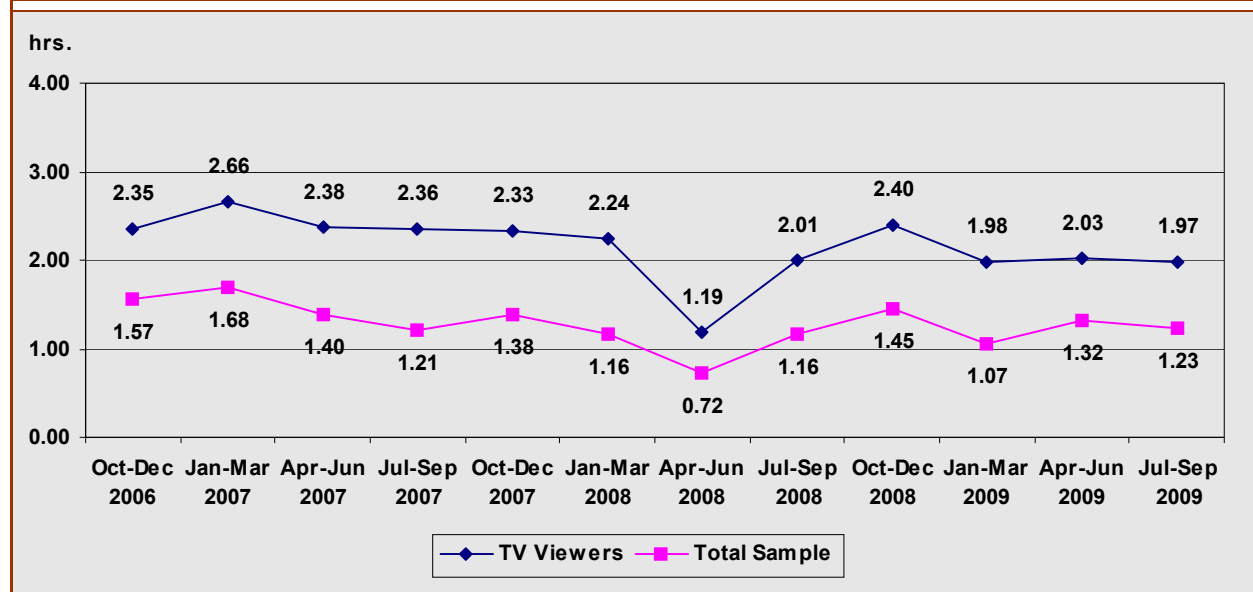


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2007 TO JUL-SEP 2009]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station were analysed separately and depicted in the following figures:

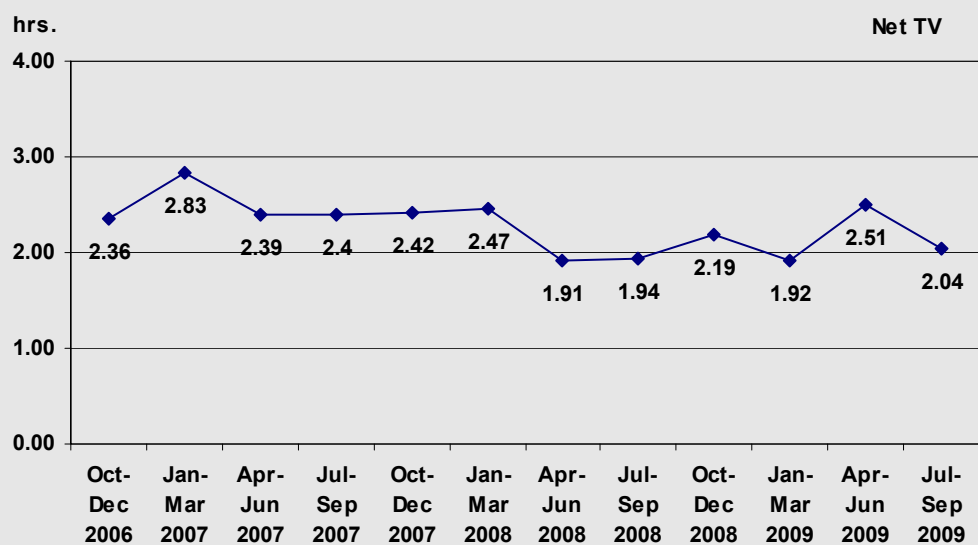
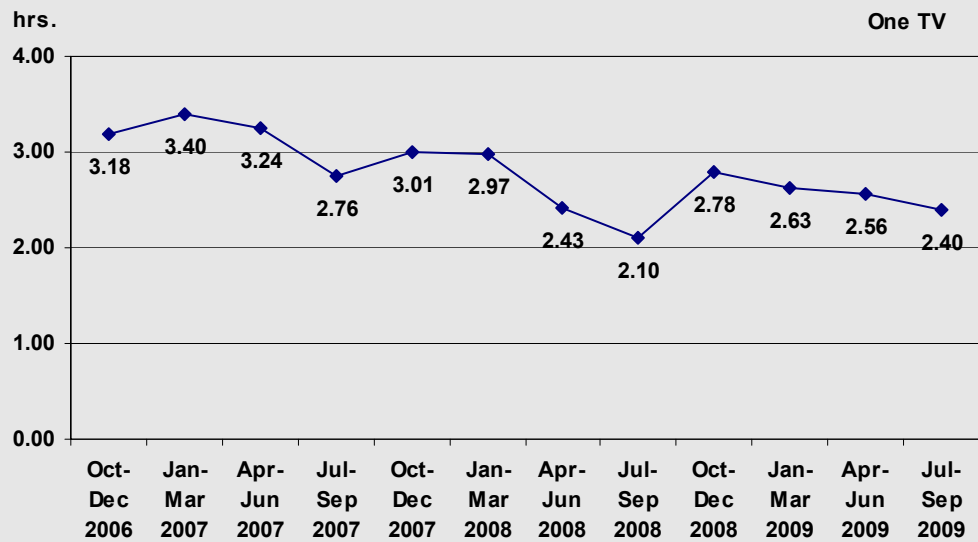
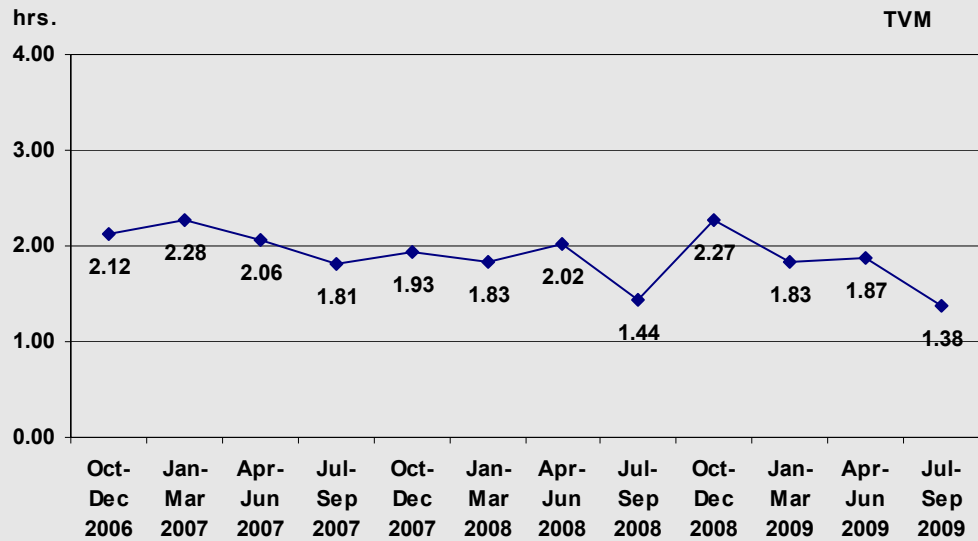


FIGURE 8.4.A-C: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]

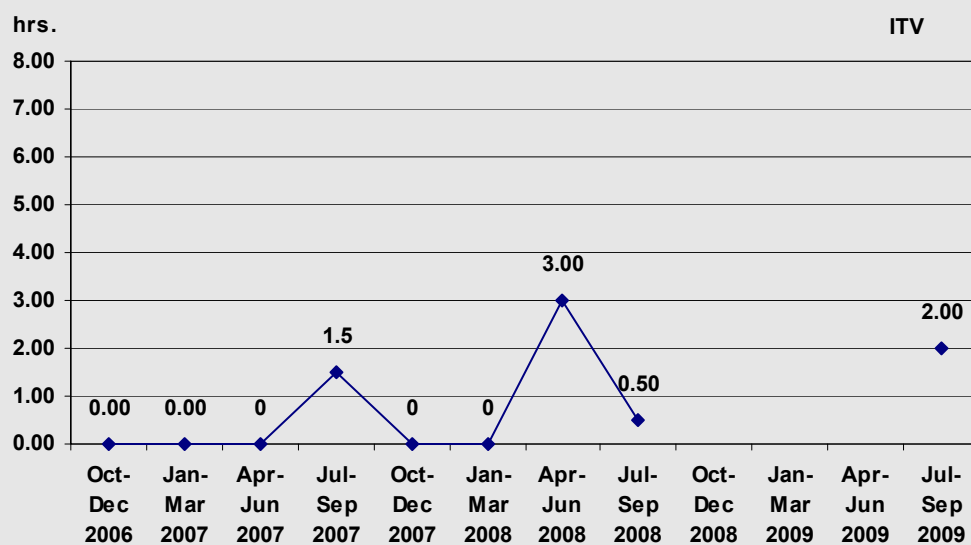
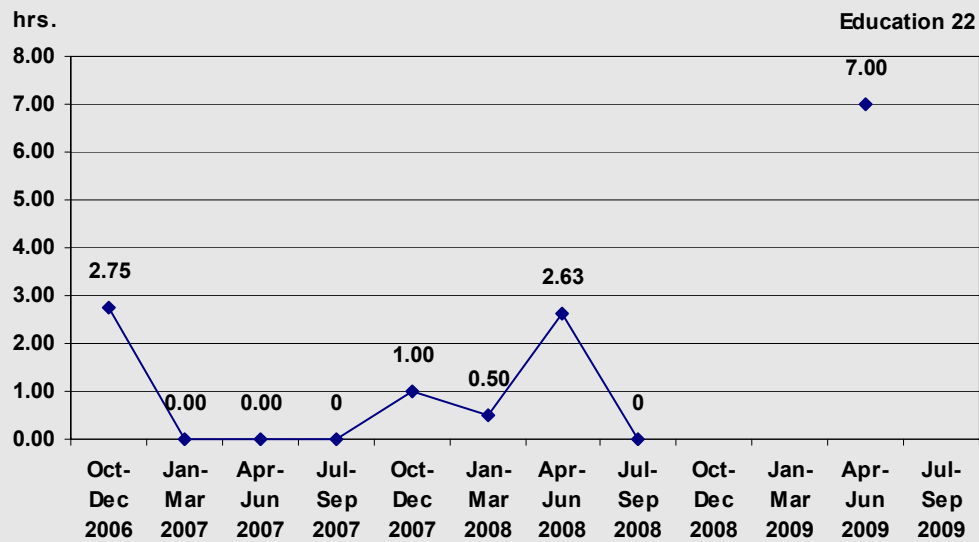
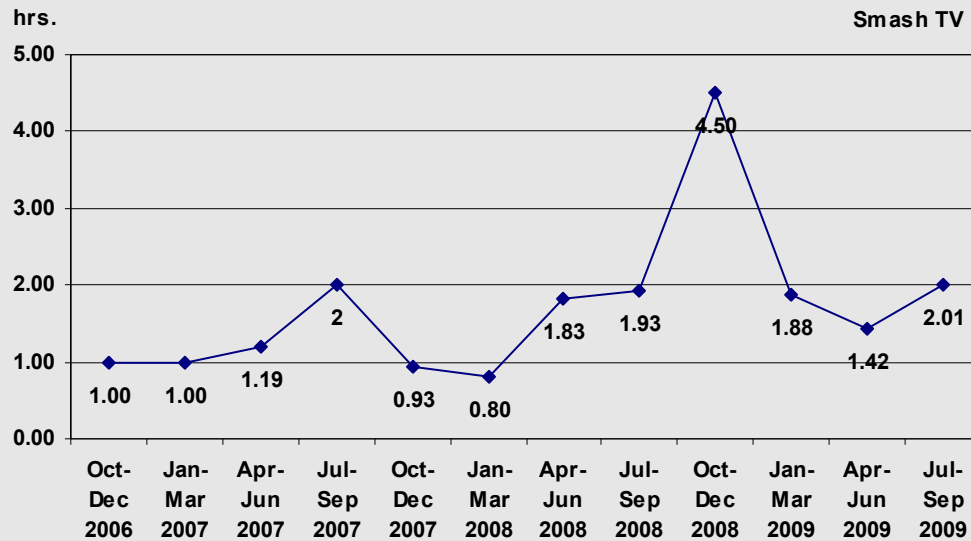
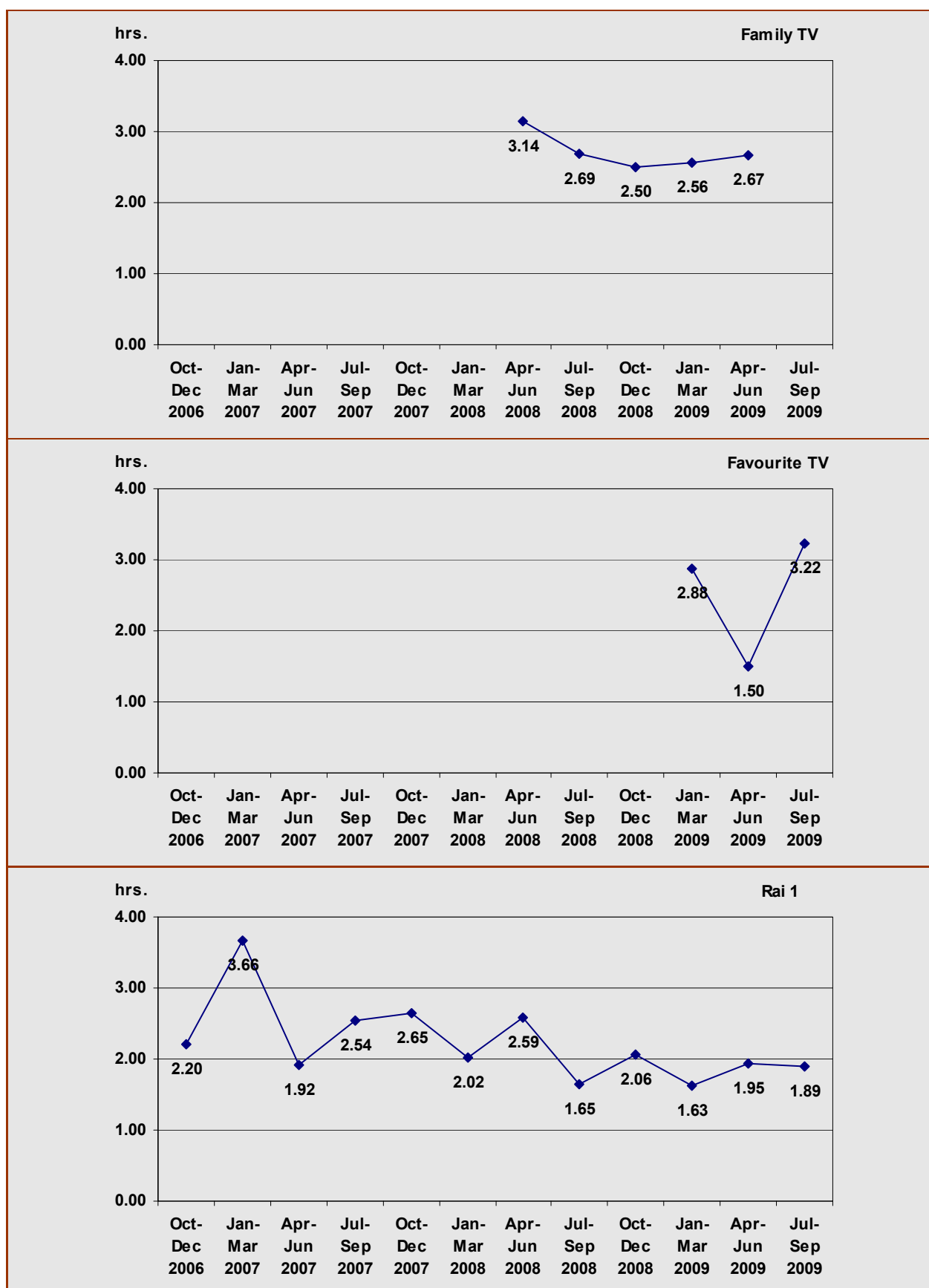
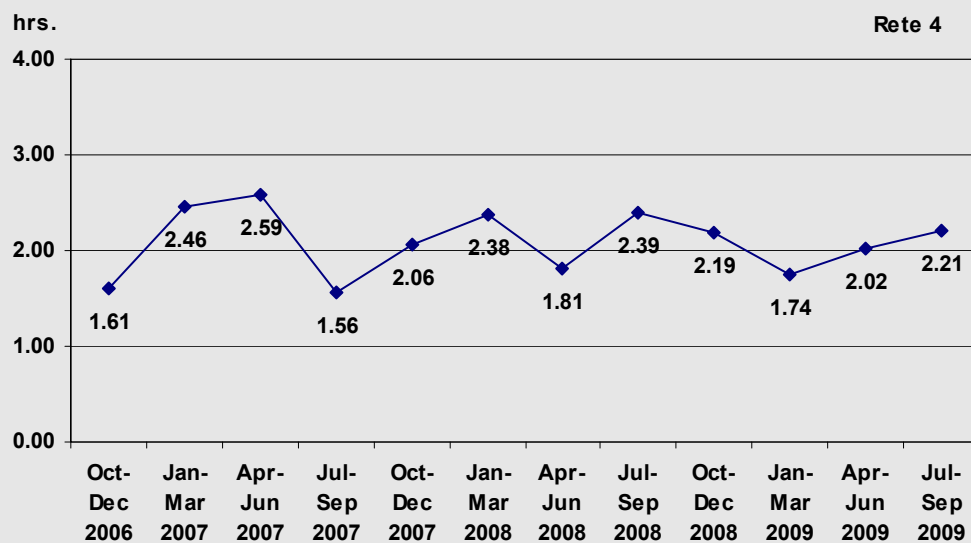
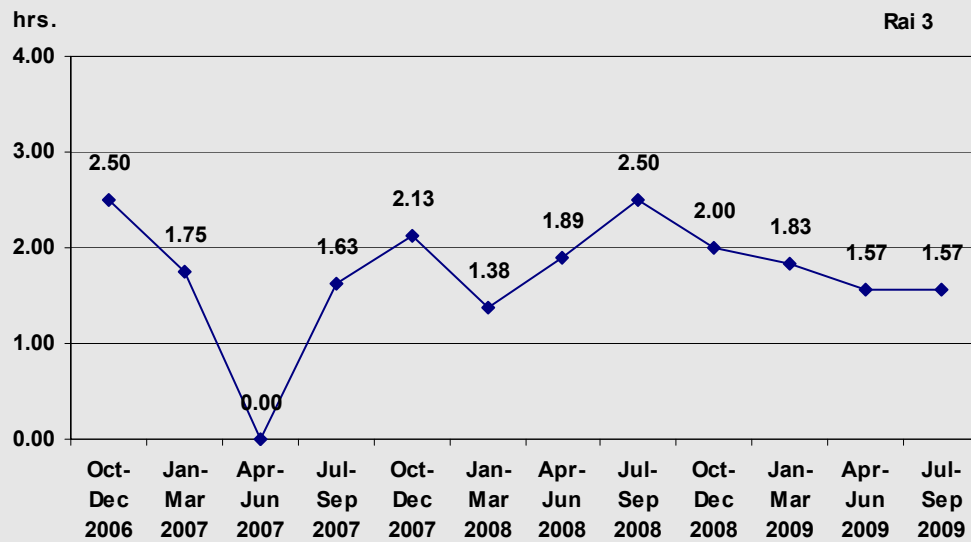
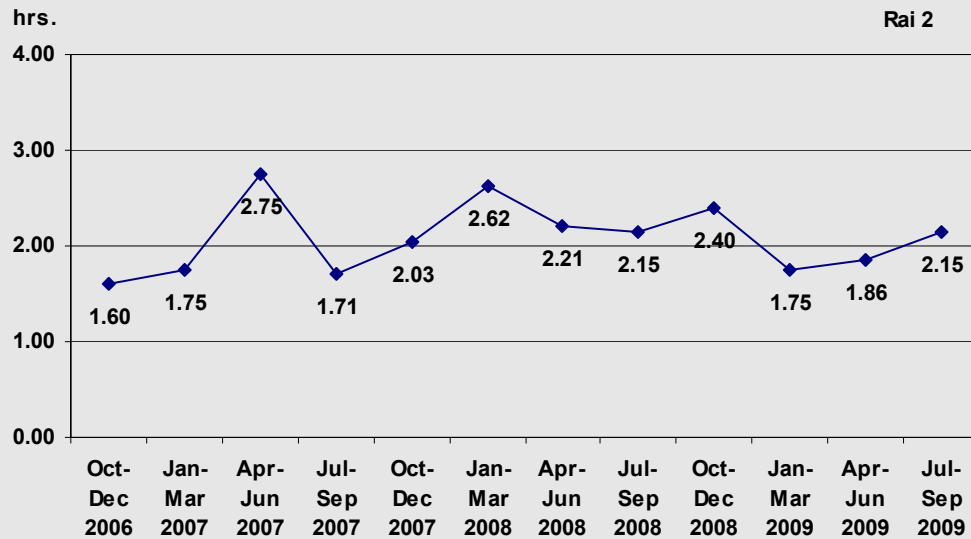


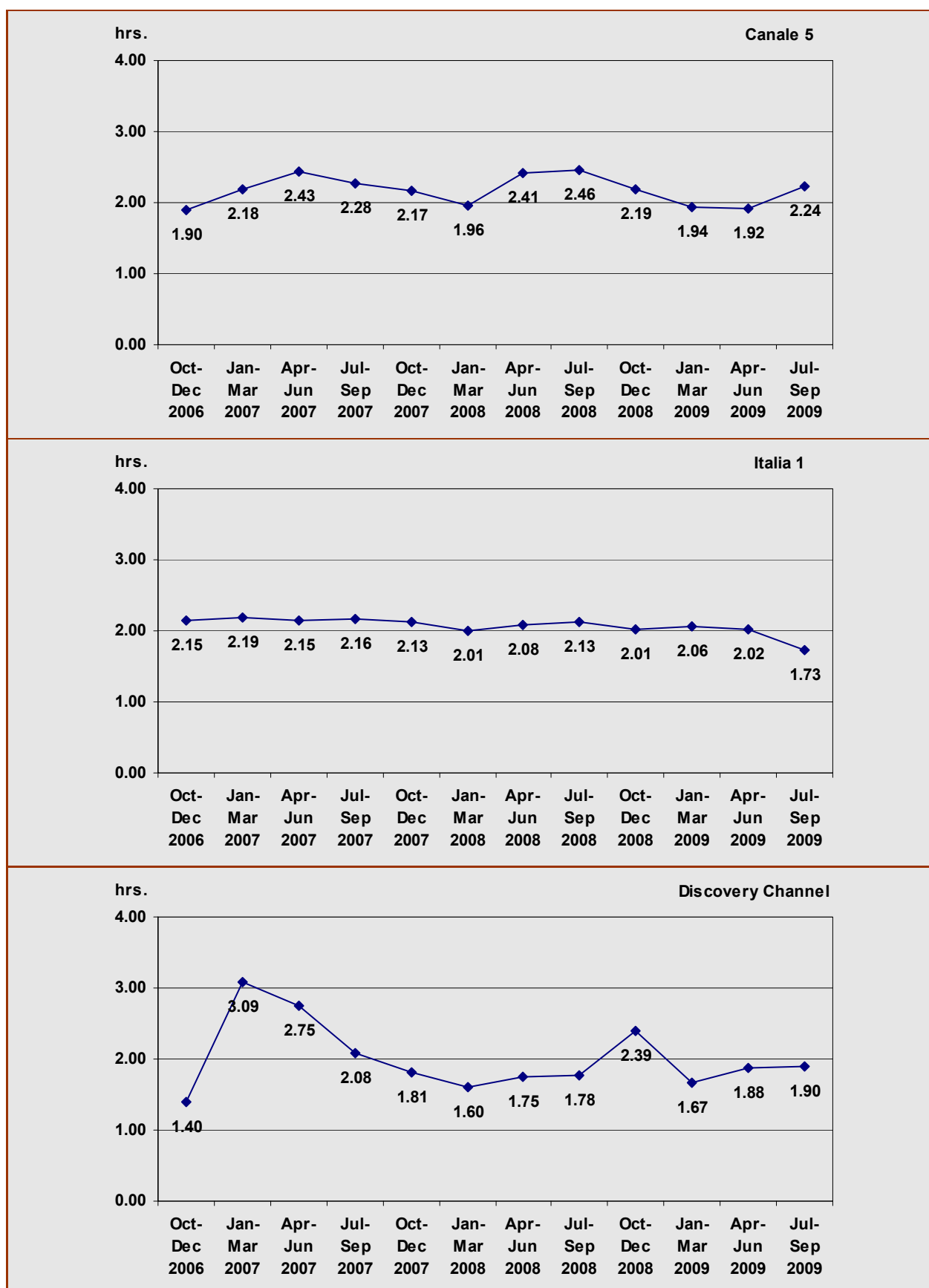
FIGURE 8.4.D-F: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]



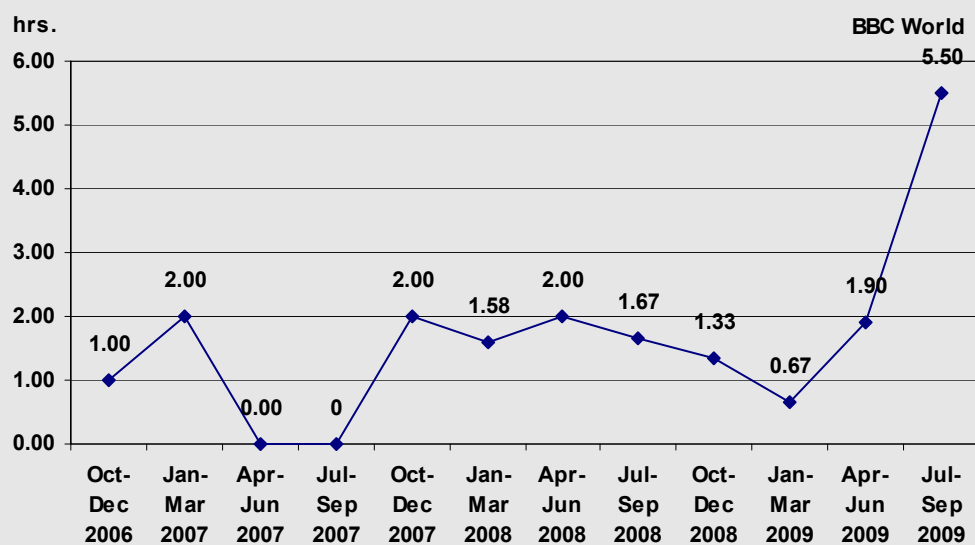
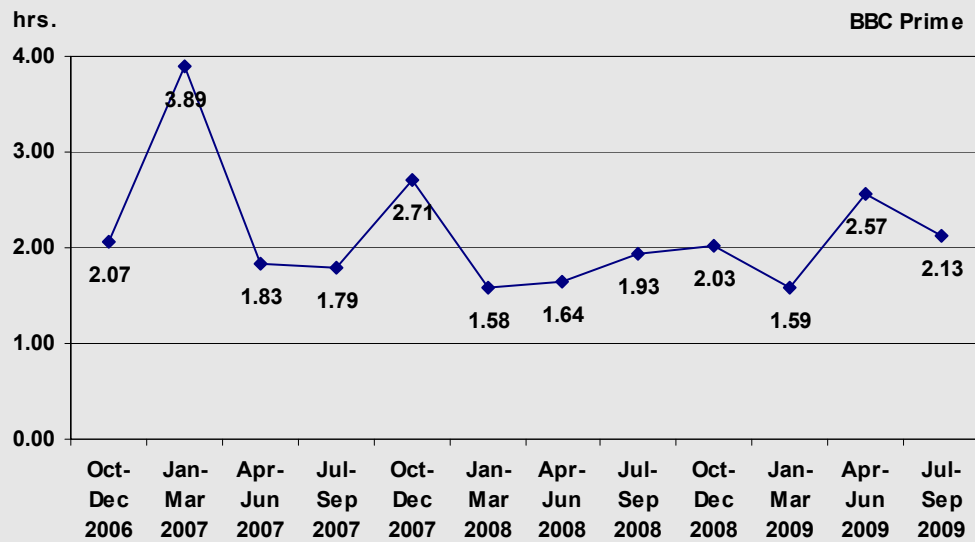
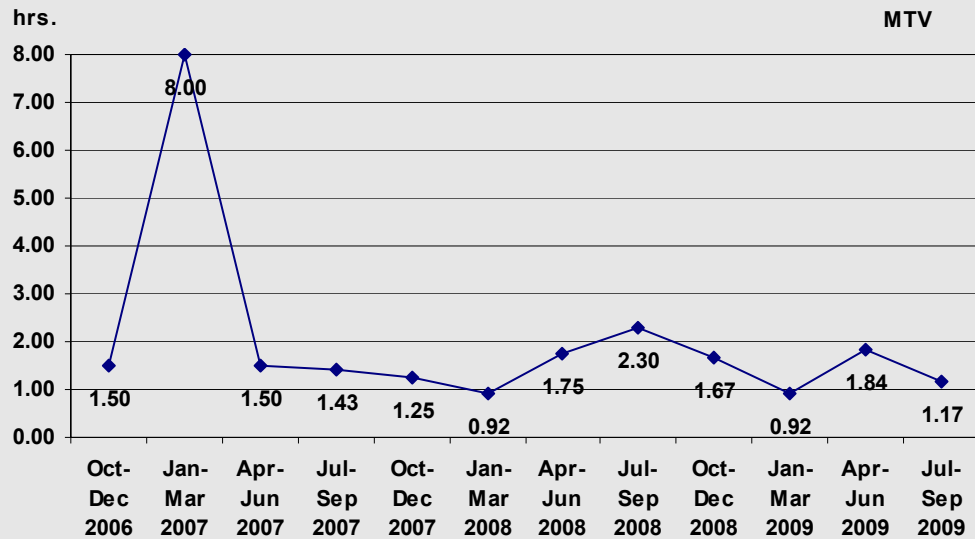
**FIGURE 8.2.G-I: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



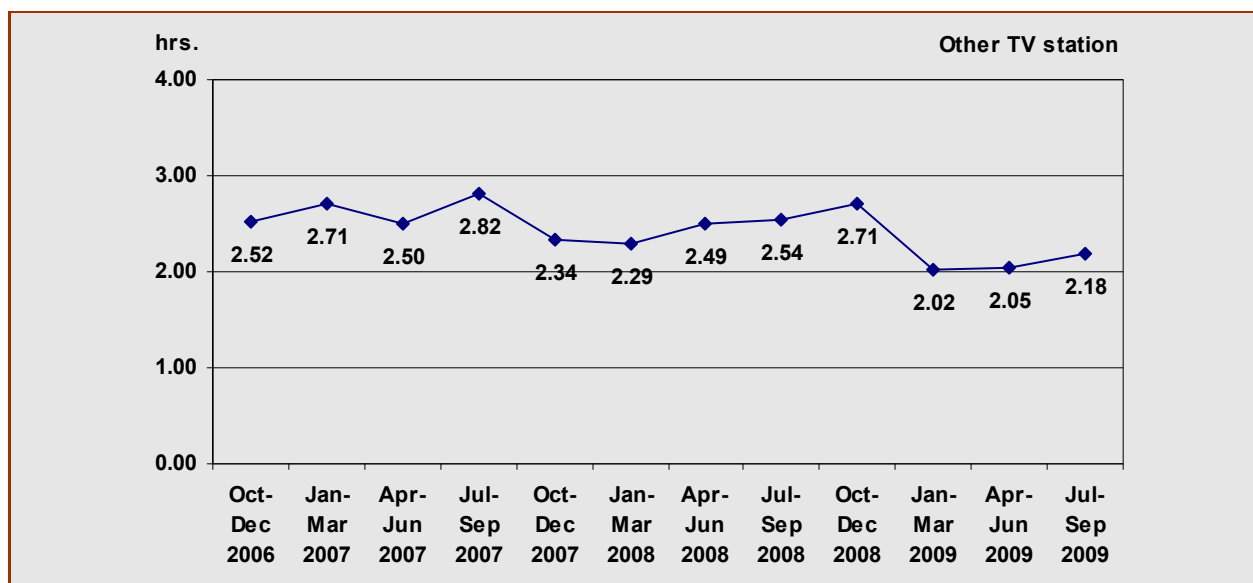
**FIGURE 8.2.J-L: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.M-O: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.P-R: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**



**FIGURE 8.2.S: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT-DEC 2007 TO JUL-SEP 2009]**

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 8.5-8 below and Tables 8.1-8.3 in Part 2 of this report.

The total data for October 2009 – September 2009 of each radio station is also analysed by gender, age group, and by district in Table & Figure 8.5 and in Tables & Figures 8.6.a-p in Part Three of this report.

TABLE 8.5: RADIO CONSUMPTION BY TIME BRACKET BY GENDER AND BY AGE GROUP [JUL-SEP 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
> 6:00	1.46	1.35	1.58	0.00	0.67	0.62	1.37	2.45	1.16	0.50
6:00-9:00	19.13	18.90	19.35	18.75	15.92	17.23	20.10	20.07	18.00	24.12
9:00-12:00	38.44	32.59	44.19	38.75	36.03	31.38	40.95	39.05	40.00	26.13
12:00-17:00	26.28	31.17	21.47	33.75	30.23	34.15	26.38	23.19	26.53	19.10
17:00-20:00	11.07	12.67	9.50	6.25	13.50	13.23	9.52	11.08	9.26	21.61
20:00-24:00	3.61	3.31	3.91	2.50	3.64	3.38	1.68	4.16	5.05	8.54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	1910	982	933	48	347	175	589	464	229	71

TABLE 8.6: RADIO CONSUMPTION BY TIME BRACKET BY DISTRICT [JUL-SEP 2009]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	1.46	1.05	1.99	1.83	1.30	0.99	1.23
6:00-9:00	19.13	19.50	19.93	19.38	17.95	18.31	18.71
9:00-12:00	38.44	41.90	38.15	36.28	39.46	34.79	37.73
12:00-17:00	26.28	26.83	21.92	29.82	26.27	30.85	23.01
17:00-20:00	11.07	8.70	12.88	10.44	11.24	11.41	12.88
20:00-24:00	3.61	2.01	5.12	2.26	3.78	3.66	6.44
	100%	100%	100%	100%	100%	100%	100%
1%=	2159	450	633	330	311	309	125

TABLE 8.7: RADIO CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

	Total	Weekday							2009		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	1.46	1.11	2.22	2.43	1.33	1.38	0.30	1.05	1.14	1.80	1.44
6:00-9:00	19.13	16.46	20.42	23.70	18.34	18.00	17.73	18.50	19.96	18.33	19.11
9:00-12:00	38.44	38.93	34.66	35.72	41.98	36.63	42.47	40.31	37.21	39.32	38.82
12:00-17:00	26.28	28.70	31.16	25.91	22.92	25.88	28.32	18.85	27.60	25.67	25.48
17:00-20:00	11.07	11.68	8.40	9.15	11.46	13.25	8.79	16.23	10.71	11.19	11.36
20:00-24:00	3.61	3.11	3.15	3.09	3.98	4.88	2.38	5.06	3.38	3.70	3.79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	1910	277	284	318	281	275	245	231	678	608	624

TABLE 8.8: RADIO CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

1%=		Total	Weekday							Month		
			Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
158	Radju Malta	8.27	4.29	11.11	7.45	7.75	12.23	9.68	5.13	7.00	9.74	8.23
0	Radju Parlament 106.6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
119	Magic Radio	6.20	7.14	6.25	8.07	4.23	5.04	5.65	6.84	5.83	4.87	7.91
316	Super One Radio	16.55	16.43	18.06	17.39	15.49	14.39	18.55	15.38	13.70	19.81	16.46
89	Radio 101	4.65	7.14	4.86	3.11	4.23	5.76	4.03	3.42	5.25	3.57	5.06
433	Bay Radio	22.65	23.57	15.28	27.95	22.54	23.74	23.39	21.37	23.62	21.75	22.47
180	Calypso Radio	9.41	5.71	11.11	8.07	12.68	6.47	10.48	11.97	11.37	7.47	9.18
156	RTK	8.17	10.71	6.25	11.18	6.34	7.91	5.65	8.55	7.29	7.79	9.49
59	Smash Radio	3.10	4.29	2.08	1.24	4.23	2.88	5.65	1.71	4.08	3.57	1.58
107	Radju Marija	5.58	5.00	7.64	2.48	5.63	7.19	4.03	7.69	5.25	4.87	6.65
24	Campus FM	1.24	0.71	2.08	0.62	2.11	1.44		1.71	1.46	1.30	0.95
91	Capital Radio / Vibe FM	4.76	5.00	4.17	3.11	4.93	5.04	6.45	5.13	4.37	4.55	5.38
91	XFM	4.76	5.71	6.25	4.97	4.93	4.32	2.42	4.27	4.96	5.84	3.48
65	Community Stations	3.41	2.86	3.47	2.48	4.93	2.16	3.23	5.13	3.50	4.55	2.22
24	Foreign Radio Station	1.24	1.43	1.39	1.86		1.44	0.81	1.71	2.33	0.32	0.95
1910		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.9-12 below and Tables 8.4-8.6 in Part Two of this report. The total data for October 2009 – September 2009 of each TV station is also analysed by gender, age group, and by district in Table & Figure 8.7 and in Tables & Figures 8.8.a-s in Part Three of this report.

TABLE 8.9: TV CONSUMPTION BY TIME BRACKET BY GENDER, AGE GROUP, AND DISTRICT [JUL-SEP 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
>12:00	6.78	5.14	7.95	10.34	9.71	7.39	7.47	3.43	7.34	10.46
12:00-19:00	30.91	25.18	34.96	52.16	42.81	31.91	26.49	28.01	29.12	26.14
19:00-20:30	18.08	19.58	17.01	13.79	13.52	15.95	17.51	20.42	18.65	26.14
20:30-22:00	26.93	30.72	24.24	13.36	20.45	27.63	28.75	29.39	28.16	26.14
22:00-24:00	17.30	19.38	15.83	10.34	13.52	17.12	19.77	18.75	16.73	11.11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	2272	1131	1141	116	372	172	716	544	290	53

TABLE 8.10: TV CONSUMPTION BY TIME BRACKET BY GENDER, AGE GROUP, AND DISTRICT [JUL-SEP 2009]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	6.78	6.59	8.11	7.41	4.66	4.95	7.14
12:00-19:00	30.91	32.25	34.07	29.02	23.63	33.57	25.66
19:00-20:30	18.08	18.19	17.00	17.98	21.22	16.96	18.78
20:30-22:00	26.93	25.47	25.90	26.50	32.64	24.91	29.37
22:00-24:00	17.30	17.50	14.91	19.09	17.85	19.61	19.05
	100%	100%	100%	100%	100%	100%	100%
1%=	2573	506	832	359	339	351	186

TABLE 8.11: TV CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	6.78	7.04	4.16	5.46	5.38	6.61	7.87	10.77	8.76	7.45	4.42
12:00-19:00	30.91	22.99	26.83	25.66	30.13	33.58	40.21	39.10	32.35	33.07	27.68
19:00-20:30	18.08	20.60	19.66	18.54	20.77	14.86	16.78	14.10	17.33	18.24	18.61
20:30-22:00	26.93	30.15	31.85	31.62	29.36	25.32	18.71	20.08	25.23	25.10	30.09
22:00-24:00	17.30	19.22	17.50	18.71	14.36	19.63	16.43	15.96	16.34	16.14	19.20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	2272	367	322	336	344	308	286	308	705	755	812

TABLE 8.12: TV CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

1%=		Total	Weekday							Month		
			Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
480	TVM	21.13	19.35	18.40	18.82	21.84	29.49	22.76	17.95	24.65	20.16	18.98
318	One TV	14.00	18.28	14.11	11.76	14.37	10.26	11.72	16.67	10.92	18.32	12.65
142	Net TV	6.26	4.30	8.59	7.65	7.47	7.05	4.83	3.85	5.88	4.71	8.03
105	Smash TV	4.61	3.76	4.29	4.12	6.32	4.49	6.21	3.21	4.20	6.28	3.41
2	iTV	0.09	0.54									0.24
36	Favourite TV	1.57	1.61	3.68	1.76	1.72	0.64	1.38		2.52	0.52	1.70
103	Rai 1	4.52	1.61	4.91	7.65	5.75	2.56	5.52	3.85	3.64	3.14	6.57
34	Rai 2	1.48	1.08	1.84	0.59	1.15	0.64	2.76	2.56	1.96	1.83	0.73
14	Rai 3	0.61	1.08		1.18	1.15			0.64	0.84	0.79	0.24
63	Rete 4	2.78	4.84	1.84	1.76	4.60	1.92	2.07	1.92	2.52	2.36	3.41
154	Canale 5	6.78	9.68	6.75	5.29	4.60	5.13	9.66	6.41	5.88	3.66	10.46
186	Italia 1	8.17	6.99	6.75	10.59	7.47	6.41	6.21	12.82	8.96	8.38	7.30
105	Discovery Channel	4.61	5.38	3.68	5.29	2.30	5.77	6.21	3.85	4.48	6.02	3.41
30	MTV	1.30	1.61	0.61	1.76	0.57	2.56	1.38	0.64	1.12	1.83	0.97
38	BBC Prime	1.65	1.61	3.68	0.59	1.72	2.56	0.69	0.64	2.52	0.52	1.95
4	BBC World	0.17				0.57	0.64			0.56		
460	Other TV station	20.26	18.28	20.86	21.18	18.39	19.87	18.62	25.00	19.33	21.47	19.95
2272		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

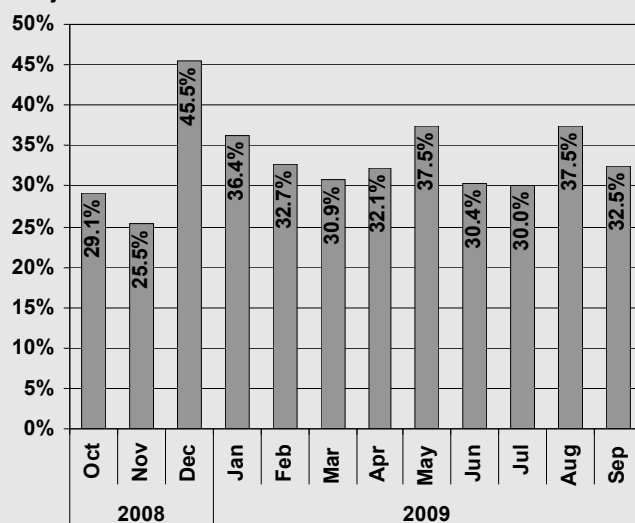
**TABLE 9.1: RADIO CONSUMPTION BY STATION BY MONTH [OCT 2008 – SEP 2009]
AND BY WEEKDAY [JUL-SEP 2009]**

	2008			2009								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Radju Malta	29.1	25.5	45.5	36.4	32.7	30.9	32.1	37.5	30.4	30.0	37.5%	32.5%
Radju Parlament 106.6	30.8	26.9	42.3	77.8		22.2	42.9	28.6	28.6			
Magic Radio	42.9	39.7	17.5	20.0	37.8	42.2	25.9	37.9	36.2	33.3	25.0	41.7
Super One Radio	40.7	31.4	27.9	32.1	29.9	38.0	23.9	44.4	31.7	29.4	38.1	32.5
Radio 101	30.2	34.9	34.9	28.6	34.7	36.7	18.4	39.5	42.1	40.0	24.4	35.6
Bay Radio	35.0	31.5	33.6	24.5	34.8	40.6	32.4	36.7	30.9	37.0	30.6	32.4
Calypso Radio	34.8	25.2	40.0	31.3	28.9	39.8	35.5	28.0	36.6	42.9	25.3	31.9
RTK	42.9	28.6	28.6	36.0	37.3	26.7	38.0	26.6	35.4	31.6	30.4	38.0
Smash Radio	52.8	11.1	36.1	39.4	33.3	27.3	42.9	32.1	25.0	46.7	36.7	16.7
Radju Marija	38.5	20.5	41.0	47.2	23.6	29.2	38.2	34.2	27.6	33.3	27.8	38.9
Campus FM	25.0	50.0	25.0	40.0	40.0	20.0	11.1	66.7	22.2	41.7	33.3	25.0
Capital Radio / Vibe FM	28.6	25.7	45.7	23.5	23.5	52.9	32.1	32.1	35.7	32.6	30.4	37.0
XFM	23.4	38.3	38.3	34.0	34.0	31.9	36.1	38.9	25.0	37.0	39.1	23.9
Community Stations	40.0	50.0	10.0	26.3	15.8	57.9	32.1	25.0	42.9	36.4	42.4	21.2
Foreign Radio Stations	44.4	33.3	22.2	62.5	25.0	12.5	37.5	50.0	12.5	66.7	8.3	25.0
Other Station								100				

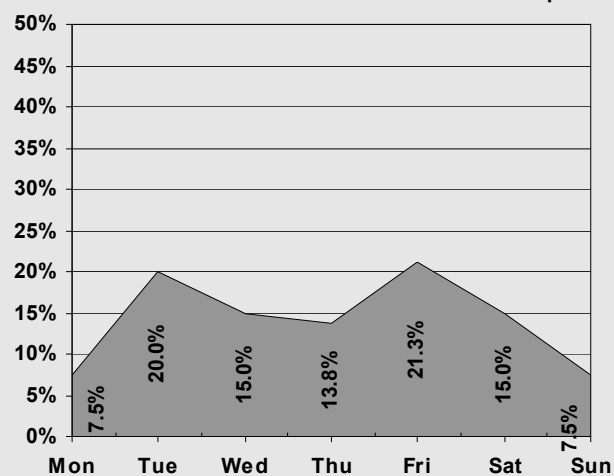
	2009	Weekdays [Jul-Sep 2009]								1%=
	Sep	Mon	Tue	Wed	Thu	Fri	Sat	Sun		
Radju Malta	32.5%	7.5	20.0	15.0	13.8	21.3	15.0	7.5	158	
Radju Parlament 106.6									0	
Magic Radio	41.7	16.7	15.0	21.7	10.0	11.7	11.7	13.3	119	
Super One Radio	32.5	14.4	16.3	17.5	13.8	12.5	14.4	11.3	316	
Radio 101	35.6	22.2	15.6	11.1	13.3	17.8	11.1	8.9	89	
Bay Radio	32.4	15.1	10.0	20.5	14.6	15.1	13.2	11.4	433	
Calypso Radio	31.9	8.8	17.6	14.3	19.8	9.9	14.3	15.4	180	
RTK	38.0	19.0	11.4	22.8	11.4	13.9	8.9	12.7	156	
Smash Radio	16.7	20.0	10.0	6.7	20.0	13.3	23.3	6.7	59	
Radju Marija	38.9	13.0	20.4	7.4	14.8	18.5	9.3	16.7	107	
Campus FM	25.0	8.3	25.0	8.3	25.0	16.7		16.7	24	
Capital Radio / Vibe FM	37.0	15.2	13.0	10.9	15.2	15.2	17.4	13.0	91	
XFM	23.9	17.4	19.6	17.4	15.2	13.0	6.5	10.9	91	
Community Stations	21.2	12.1	15.2	12.1	21.2	9.1	12.1	18.2	65	
Foreign Radio Stations	25.0	16.7	16.7	25.0		16.7	8.3	16.7	24	
Other Station									0	

**FIGURES 9.1.A-O: RADIO CONSUMPTION BY STATION –
BY MONTH [OCT 2008–JUN 2009] AND BY WEEKDAY [JUL–SEP 2009]**

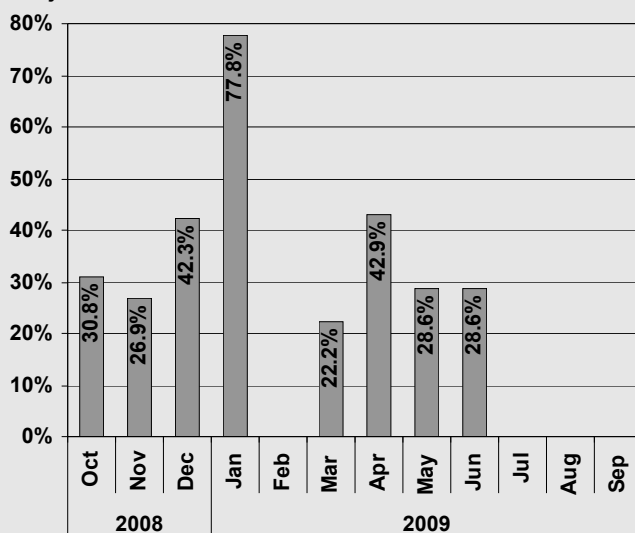
Radju Malta



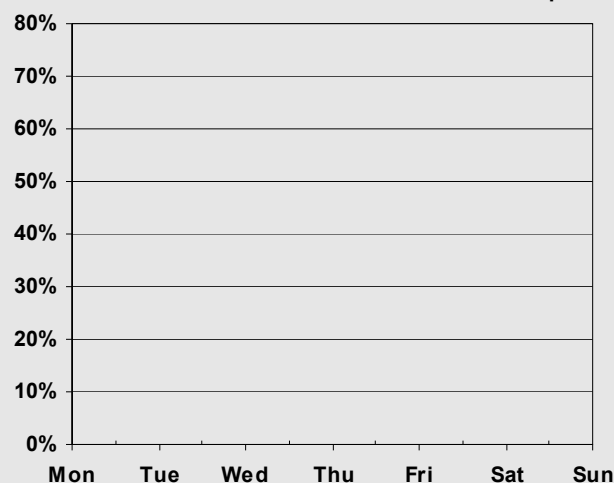
Jul-Sep 2009



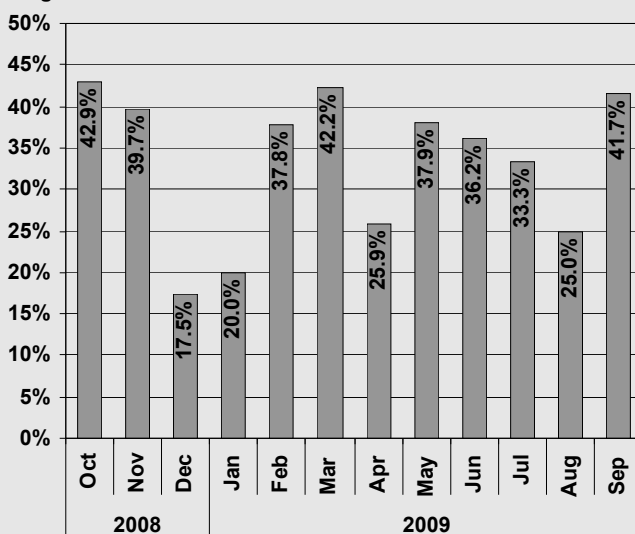
Radju Parlament 106.6



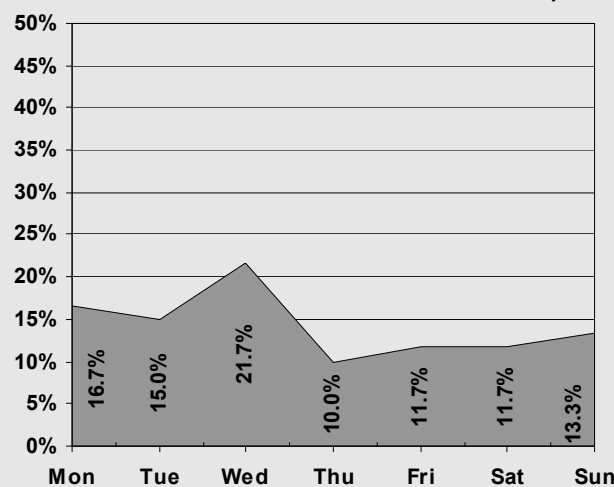
Jul-Sep 2009



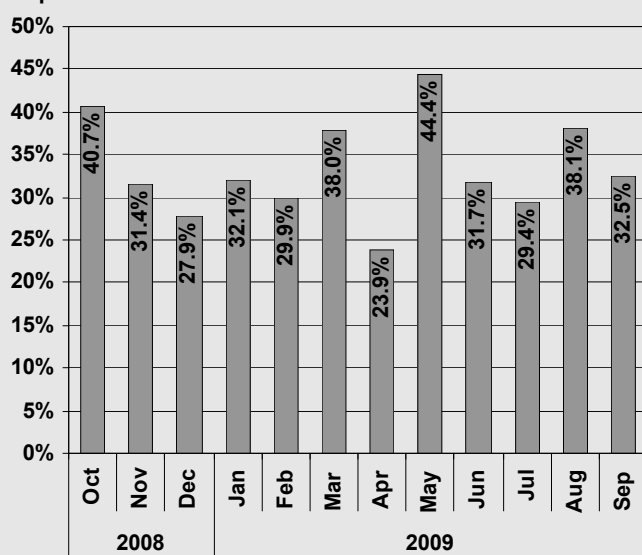
Magic Radio



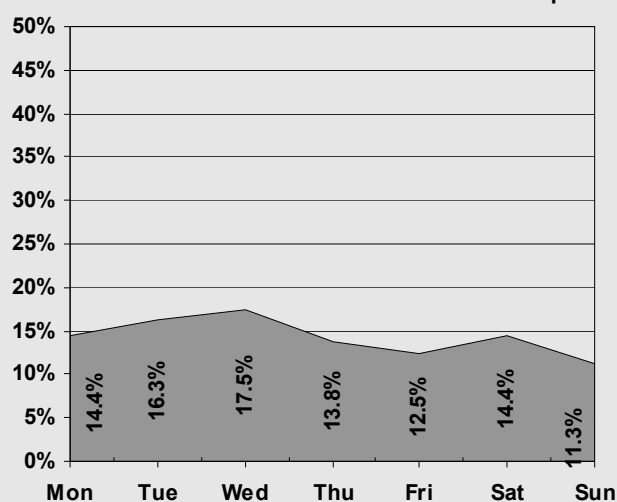
Jul-Sep 2009



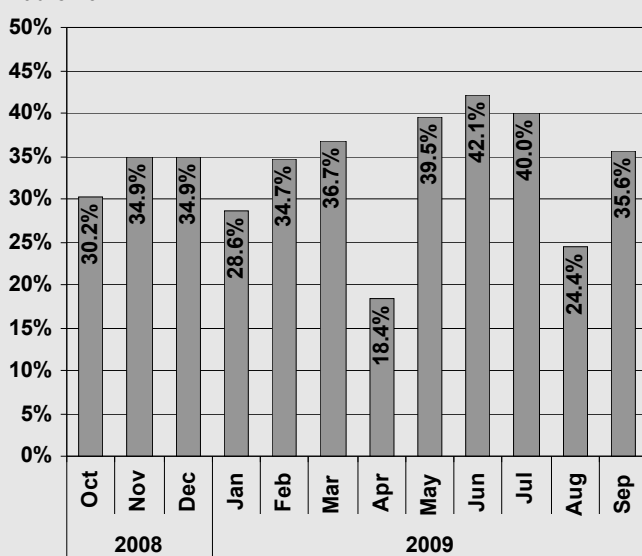
Super One Radio



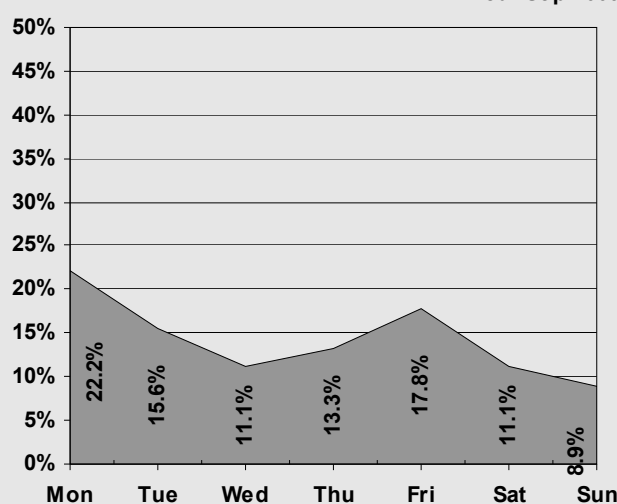
Jul-Sep 2009



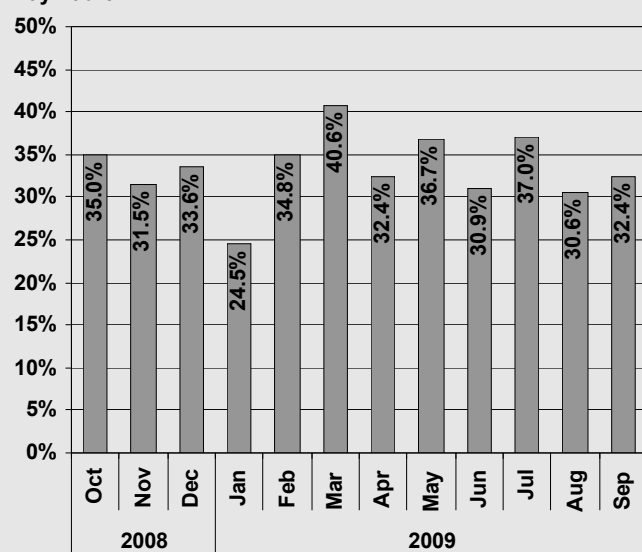
Radio 101



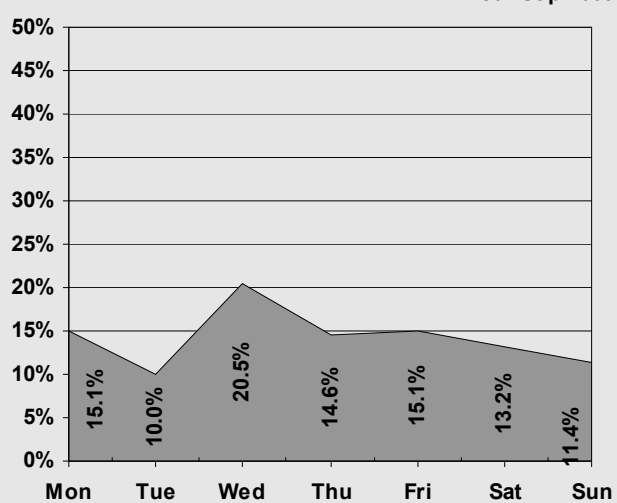
Jul-Sep 2009



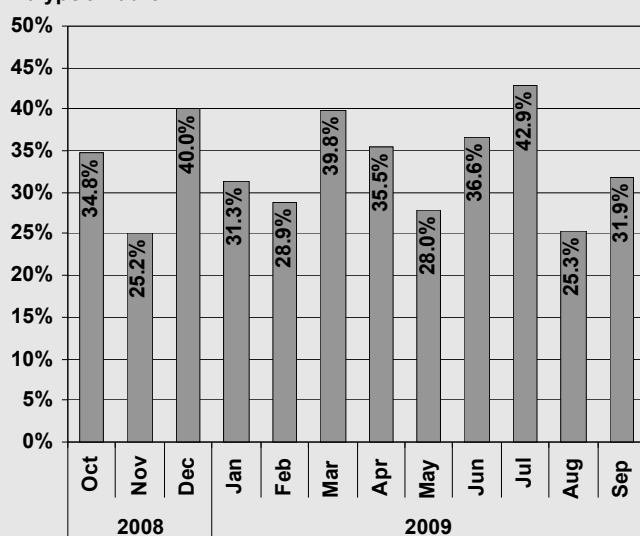
Bay Radio



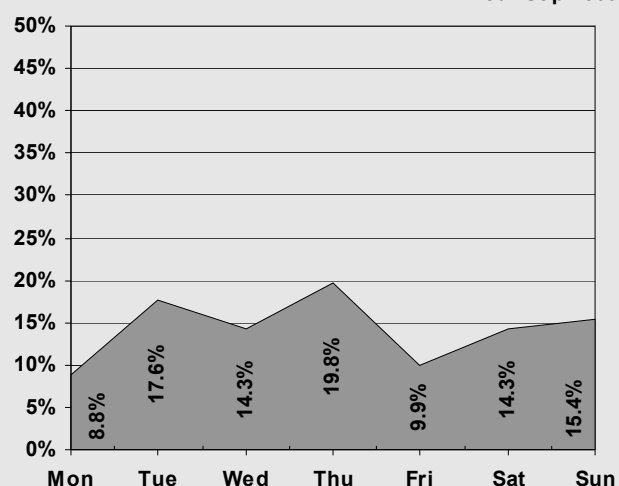
Jul-Sep 2009



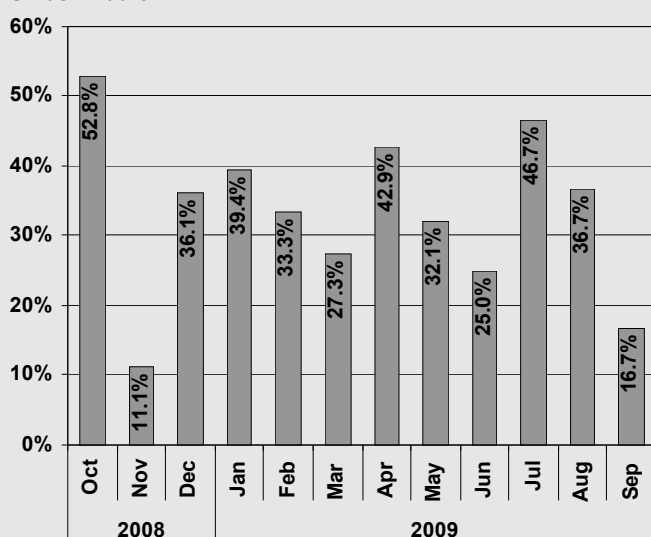
Calypso Radio



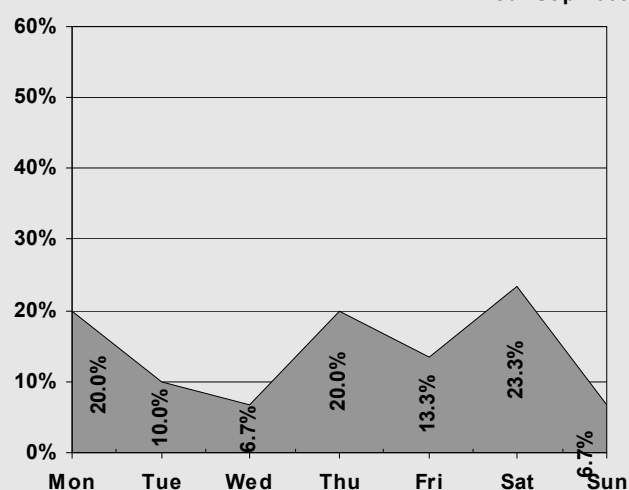
Jul-Sep 2009



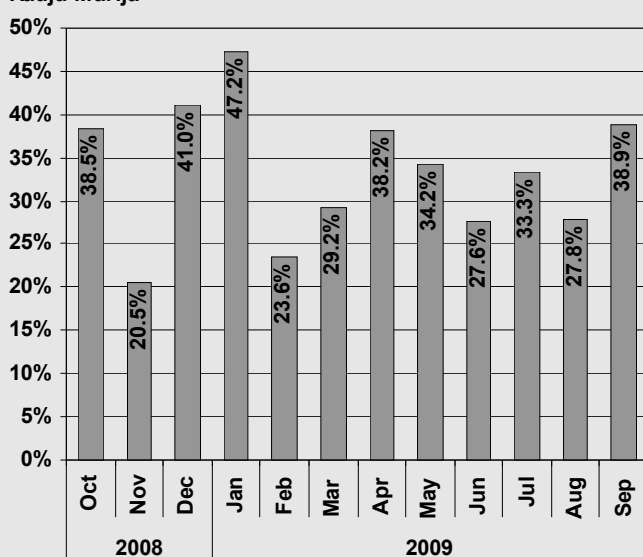
Smash Radio



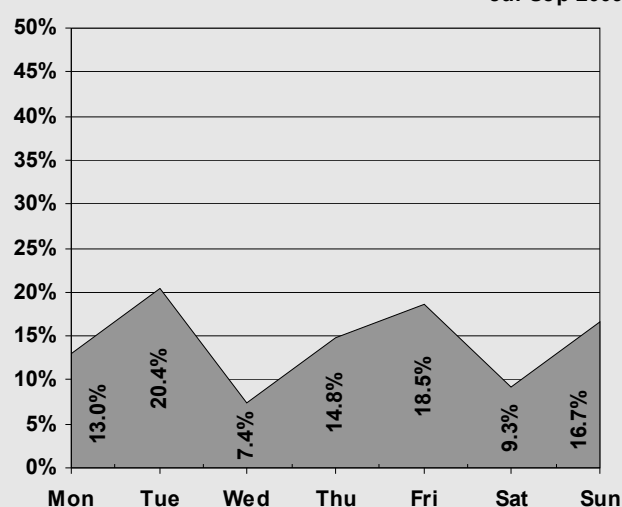
Jul-Sep 2009



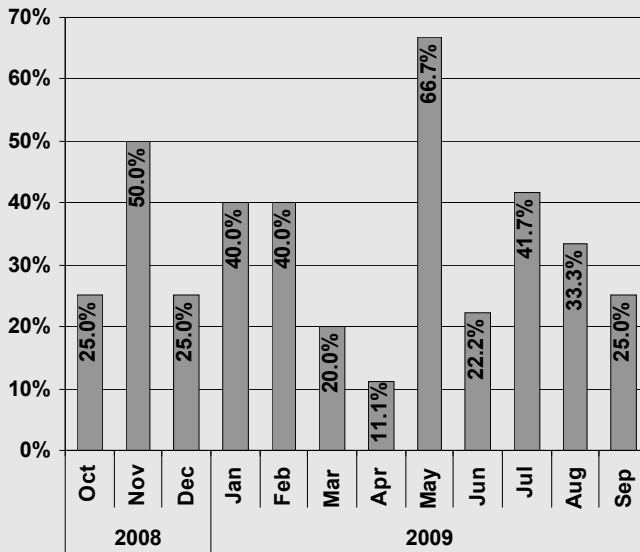
Radju Marija



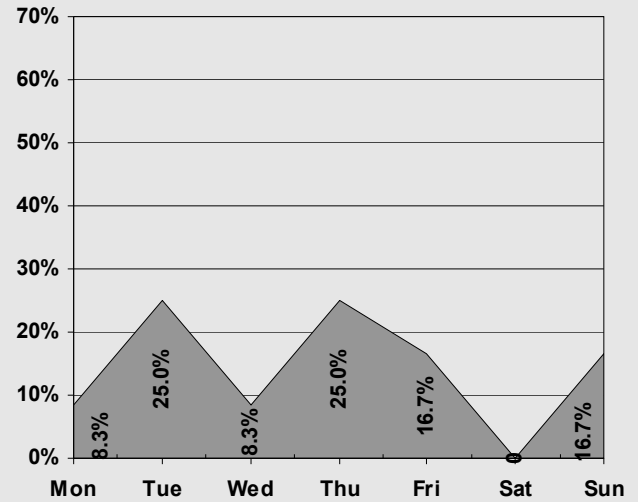
Jul-Sep 2009



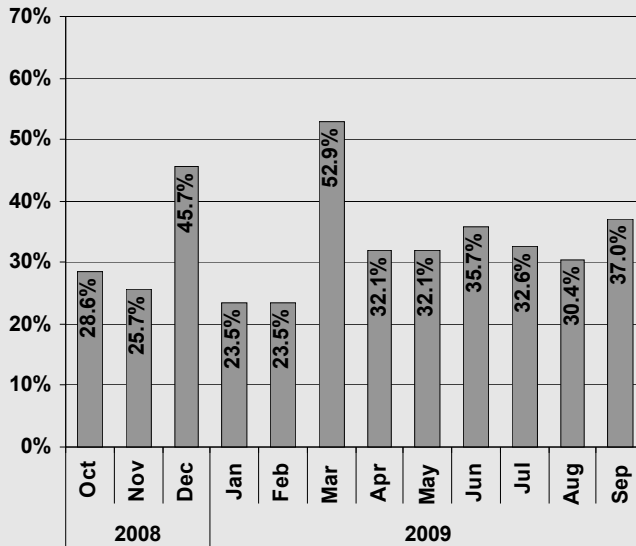
Campus FM



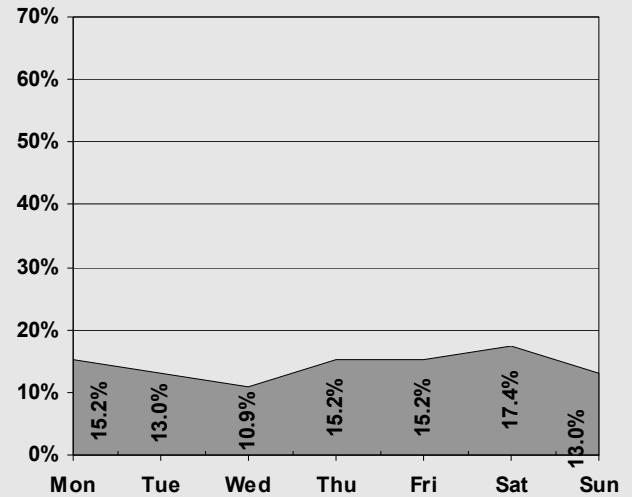
Jul-Sep 2009



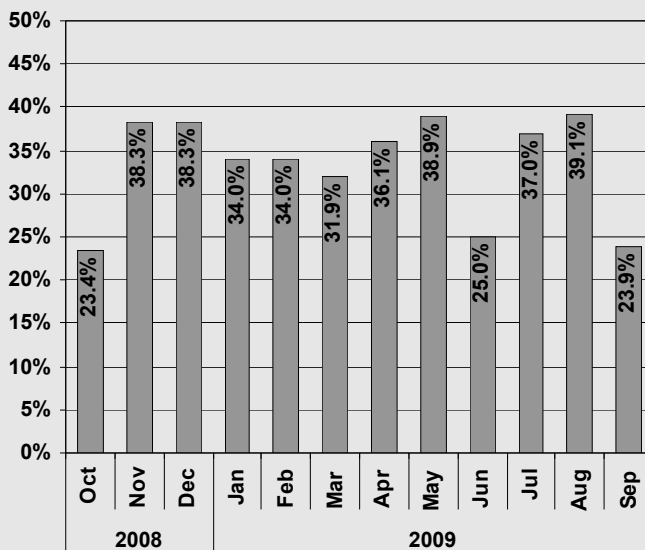
Capital Radio / Vibe FM



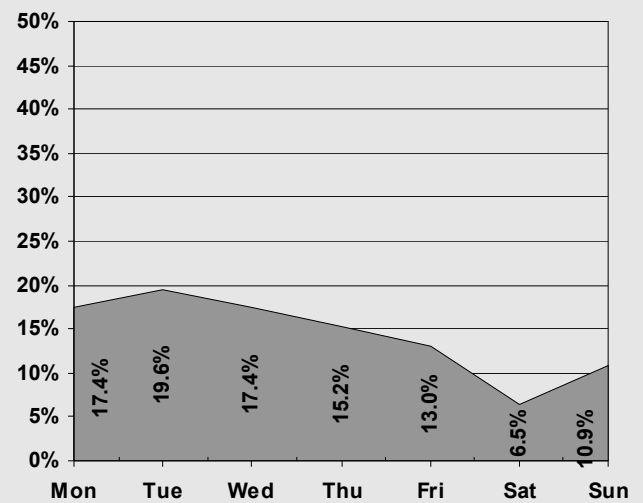
Jul-Sep 2009



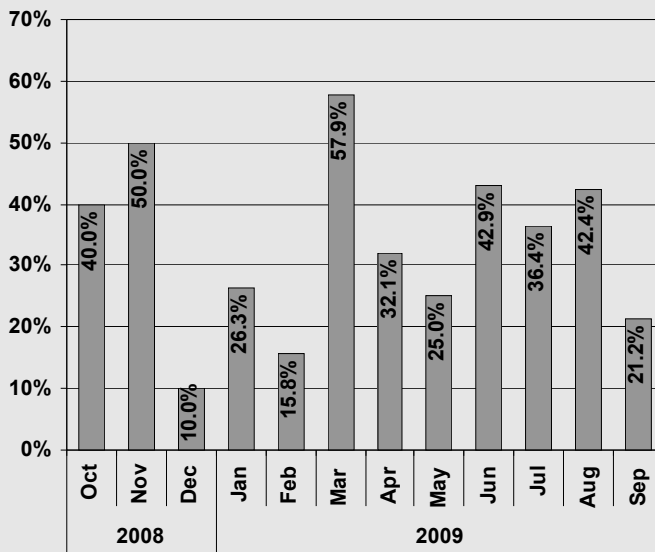
XFM



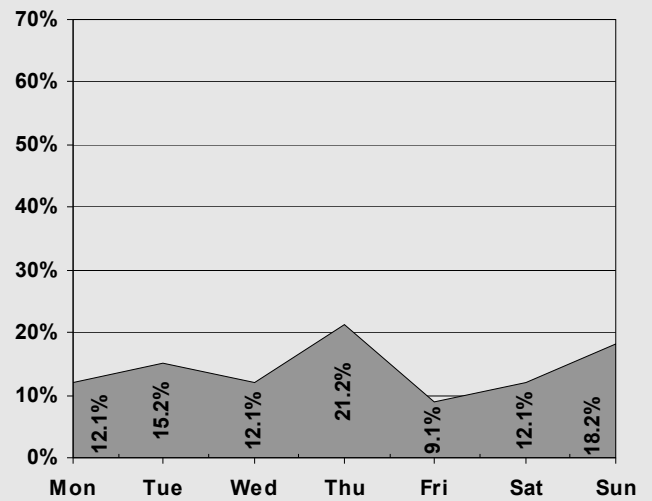
Jul-Sep 2009



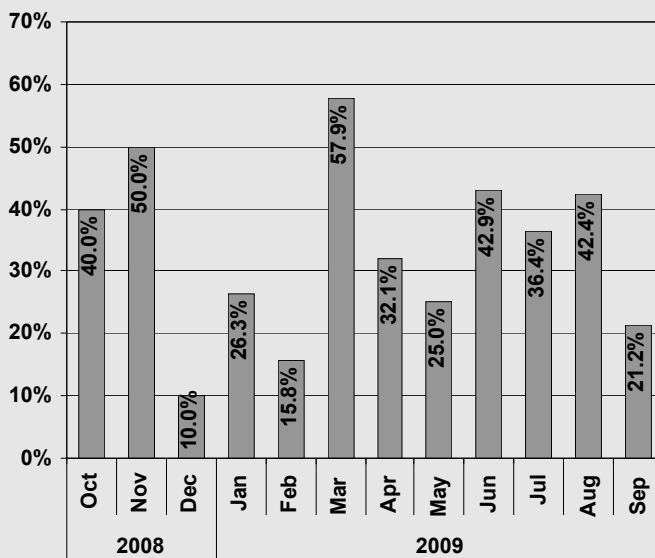
Community Stations



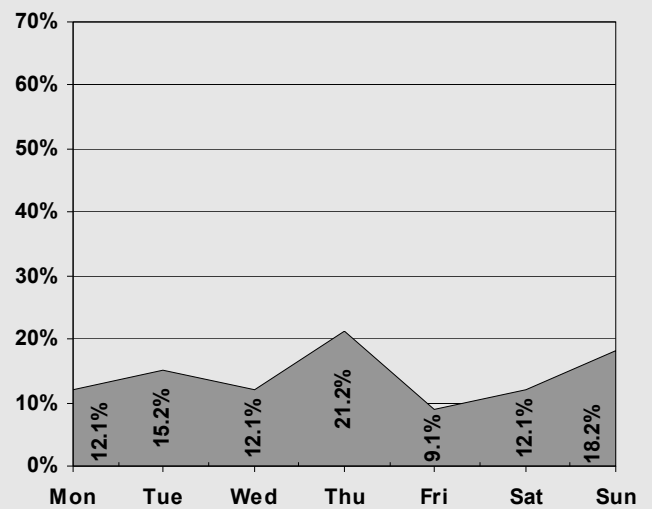
Jul-Sep 2009



Community Stations



Jul-Sep 2009



9.2 TV CONSUMPTION BY STATION

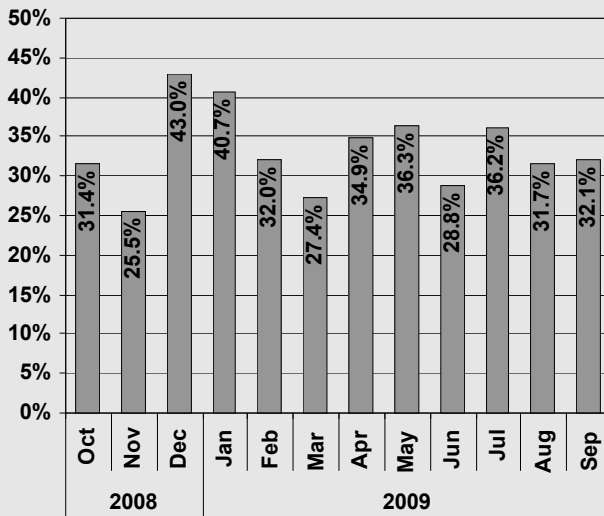
**TABLE 9.2: TV CONSUMPTION BY STATION –
BY MONTH [OCT 2008 – SEP 2009] AND BY WEEKDAY [JUL-SEP 2009]**

	2008			2009								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
TVM	31.4	25.5	43.0	40.7	32.0	27.4	34.9	36.3	28.8	36.2	31.7	32.1
One TV	39.2	25.2	35.6	38.3	21.1	40.6	31.8	35.6	32.6	24.2	43.5	32.3
Net TV	29.9	35.8	34.3	41.5	34.0	24.5	43.6	25.5	30.9	29.2	25.0	45.8
Smash TV			100		50.0	50.0	25.0	50.0	25.0	28.3	45.3	26.4
Education 22							100					
iTV												100
Family TV							33.3	66.7				
Favourite TV	50.0		50.0	25.0	50.0	25.0		77.8	22.2	50.0	11.1	38.9
Rai 1				38.5	30.8	30.8	35.5	31.6	32.9			
Rai 2	38.0	30.0	32.0	27.5	32.5	40.0	22.2	50.0	27.8	25.0	23.1	51.9
Rai 3	28.6	47.6	23.8	25.0	35.0	40.0	14.3	57.1	28.6	41.2	41.2	17.6
Rete 4	33.3	33.3	33.3	33.3	33.3	33.3	45.2	19.0	35.7	42.9	42.9	14.3
Canale 5	28.6	42.9	28.6	36.1	25.0	38.9	38.8	38.8	22.4	28.1	28.1	43.8
Italia 1	33.3	43.1	23.6	43.3	34.3	22.4	32.5	25.0	42.5	26.9	17.9	55.1
Discovery Channel	43.5	26.1	30.4	40.0	25.5	34.5	19.0	28.6	52.4	34.0	34.0	31.9
MTV	39.5	26.3	34.2	47.6	9.5	42.9	40.0	24.0	36.0	30.2	43.4	26.4
BBC Prime	33.3	33.3	33.3	16.7	50.0	33.3	18.2	36.4	45.5	26.7	46.7	26.7
BBC World	47.1	29.4	23.5	45.5	9.1	45.5	40.0	20.0	40.0	47.4	10.5	42.1
Other TV Stations	100			66.7	33.3		25.8	39.5	34.7	100		

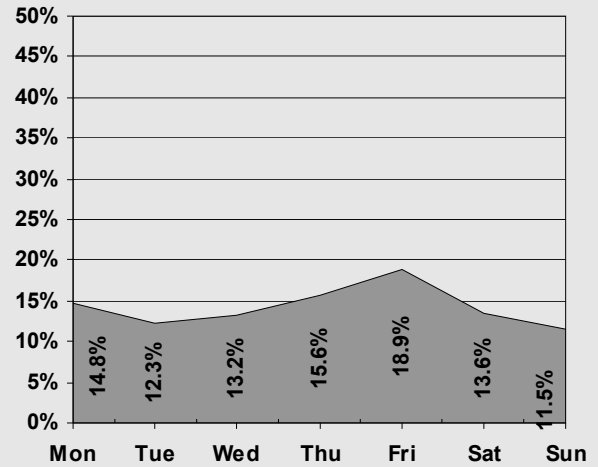
	2009 Sep	Weekdays [Jul-Sep 2009]								1%=
		Mon	Tue	Wed	Thu	Fri	Sat	Sun		
TVM	32.1	13.3	14.0	10.2	12.1	20.8	9.4	20.1	480	
One TV	32.3	14.4	17.4	22.0	12.1	9.1	12.1	12.9	318	
Net TV	45.8	14.5	20.0	16.4	10.9	10.9	16.4	10.9	142	
Smash TV	26.4		8.3	41.7	33.3	8.3	8.3		105	
Education 22								100	0	
iTV	100								2	
Family TV		33.3		33.3				33.3	0	
Favourite TV	38.9	11.1	22.2	11.1	11.1	11.1	33.3		36	
Rai 1		18.4	10.5	19.7	14.5	6.6	19.7	10.5	103	
Rai 2	51.9	16.7	11.1	44.4	5.6		16.7	5.6	34	
Rai 3	17.6	28.6		28.6	14.3			28.6	14	
Rete 4	14.3	19.0	21.4	21.4	14.3	9.5	2.4	11.9	63	
Canale 5	43.8	31.3	10.4	13.4	20.9	7.5	6.0	10.4	154	
Italia 1	55.1	18.8	18.8	10.0	16.3	7.5	18.8	10.0	186	
Discovery Channel	31.9	31.0	23.8	4.8	14.3	4.8	14.3	7.1	105	
MTV	26.4	4.0	16.0	8.0	12.0	28.0	16.0	16.0	30	
BBC Prime	26.7			27.3	18.2		45.5	9.1	38	
BBC World	42.1				20.0	20.0		60.0	4	
Other TV Stations		14.7	12.1	16.8	15.3	12.6	13.7	14.7	460	

FIGURES 9.2.A-Q: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2009]

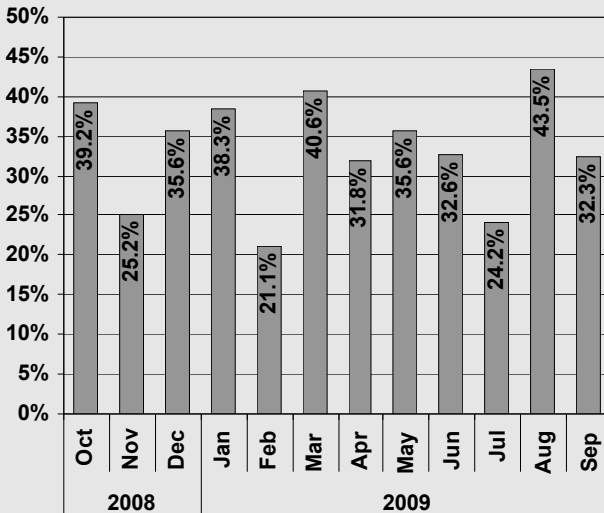
TVM



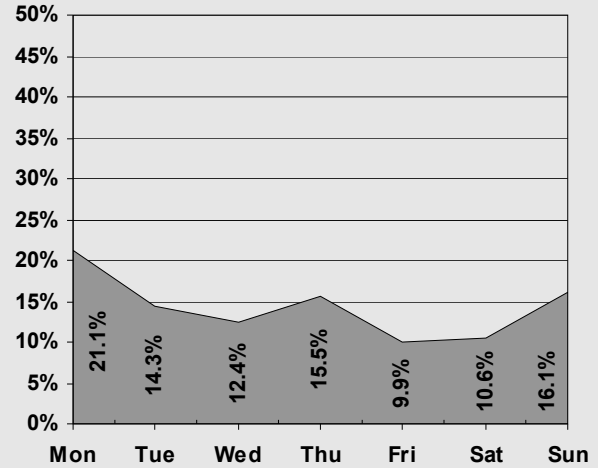
Jul-Sep 2009



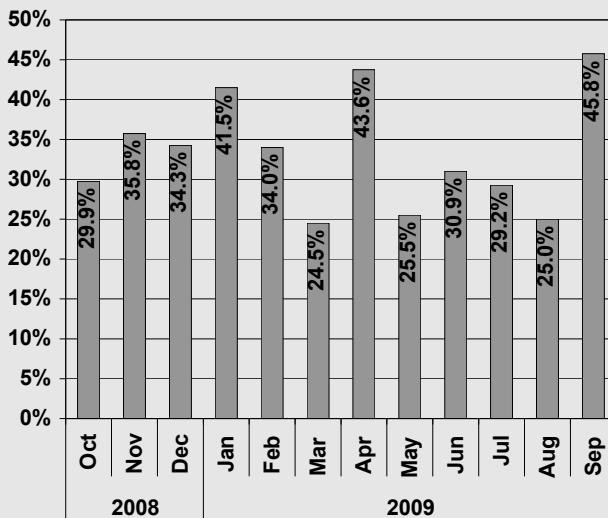
One TV



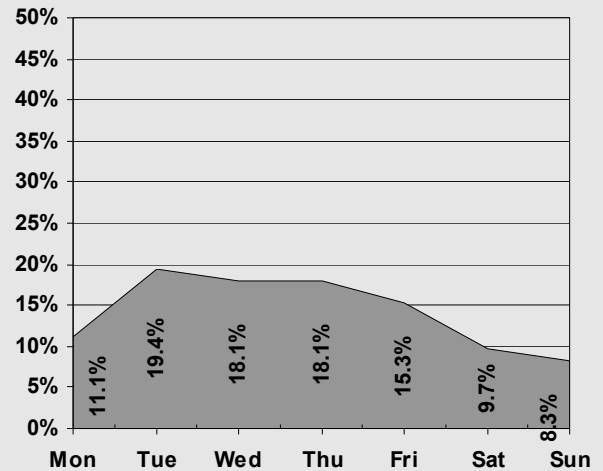
Jul-Sep 2009



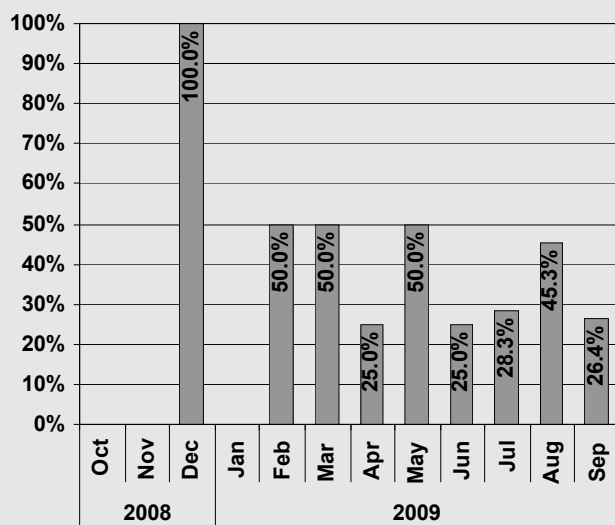
Net TV



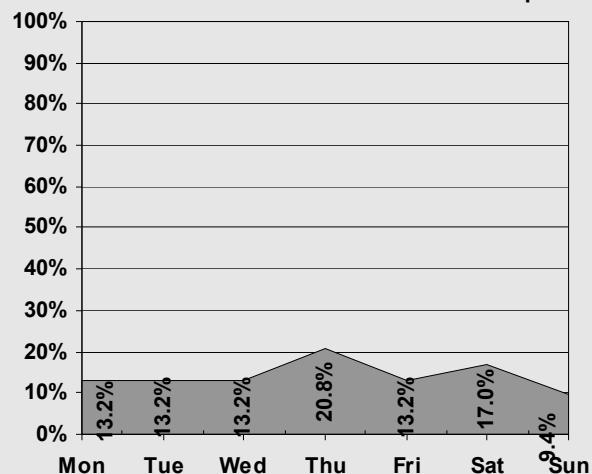
Jul-Sep 2009



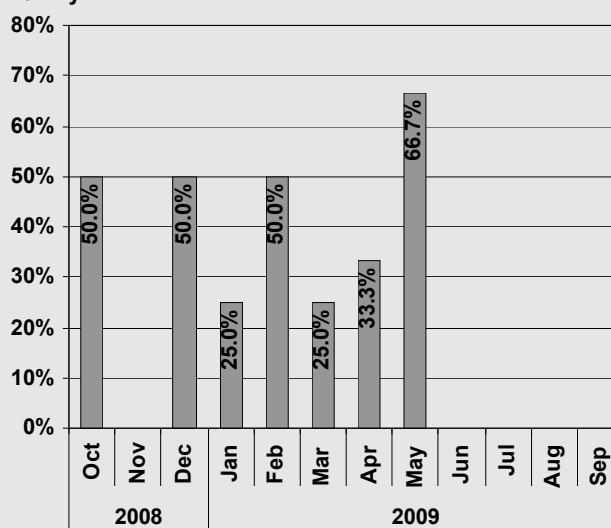
Smash TV



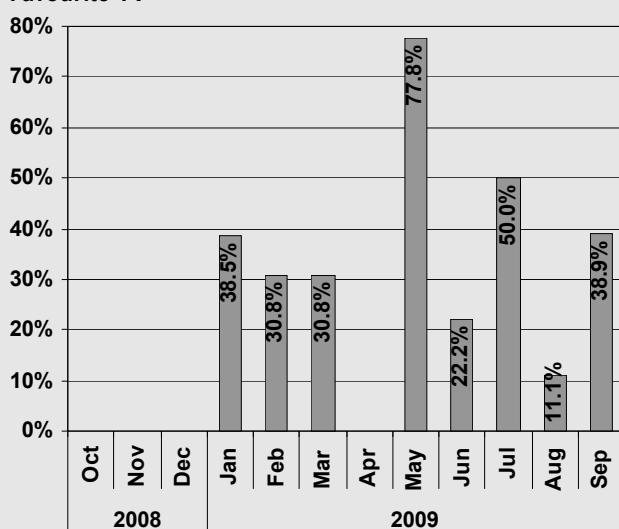
Jul-Sep 2009



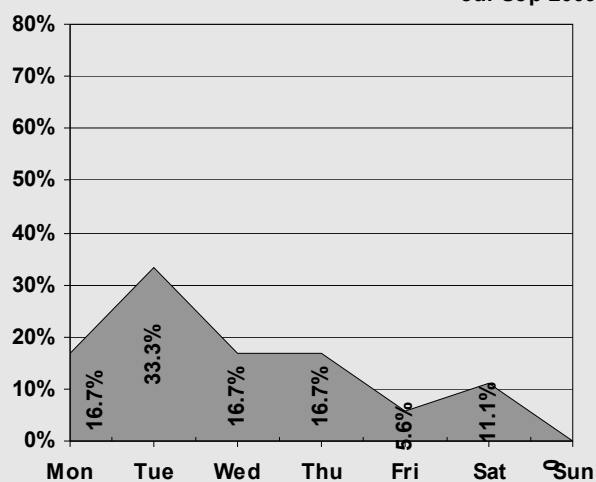
Family TV



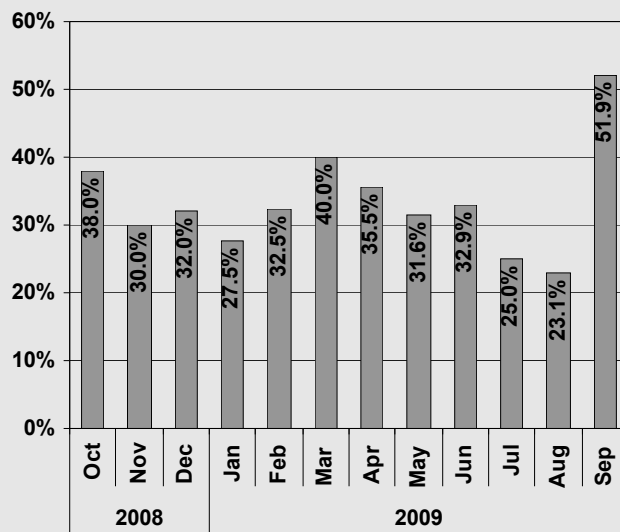
Favourite TV



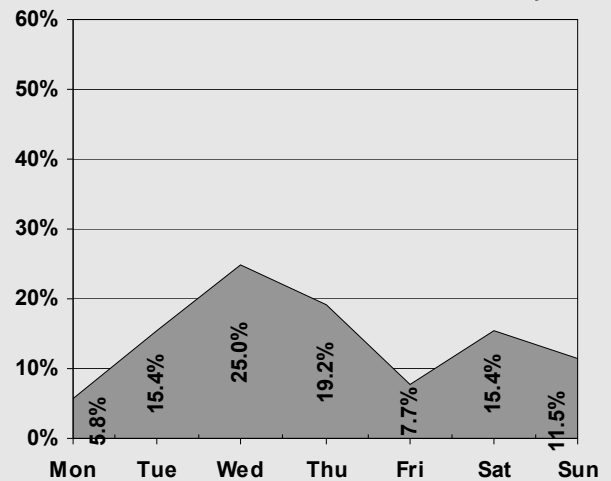
Jul-Sep 2009



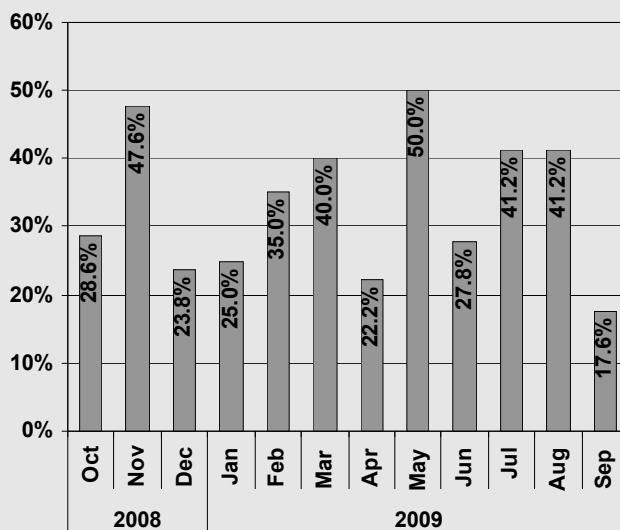
Rai 1



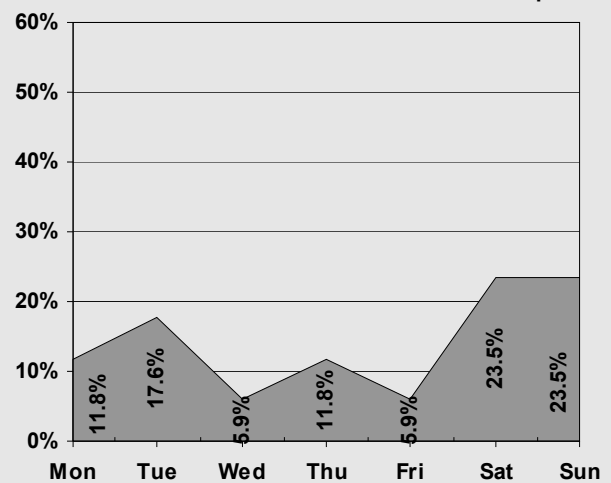
Jul-Sep 2009



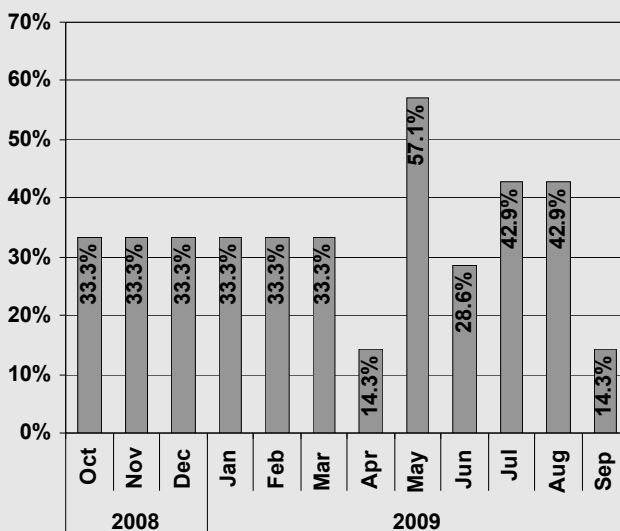
Rai 2



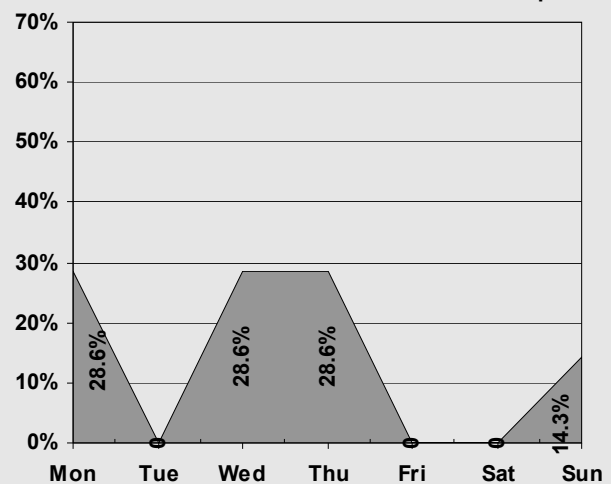
Jul-Sep 2009



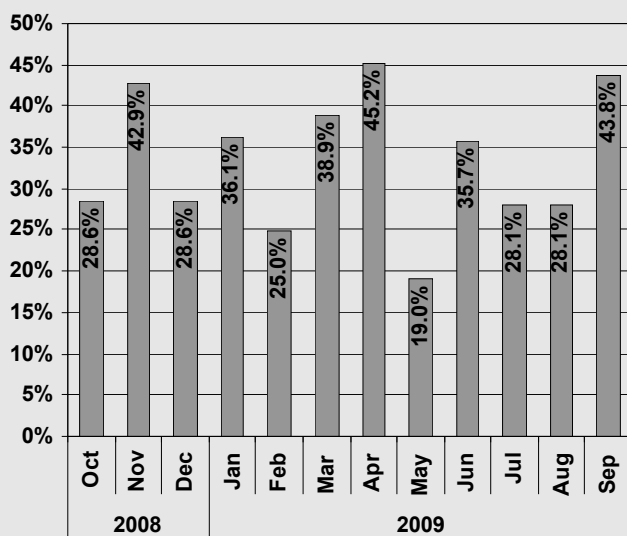
Rai 3



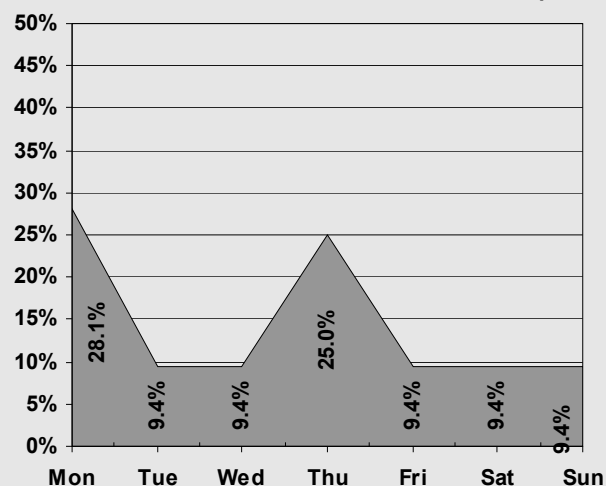
Jul-Sep 2009



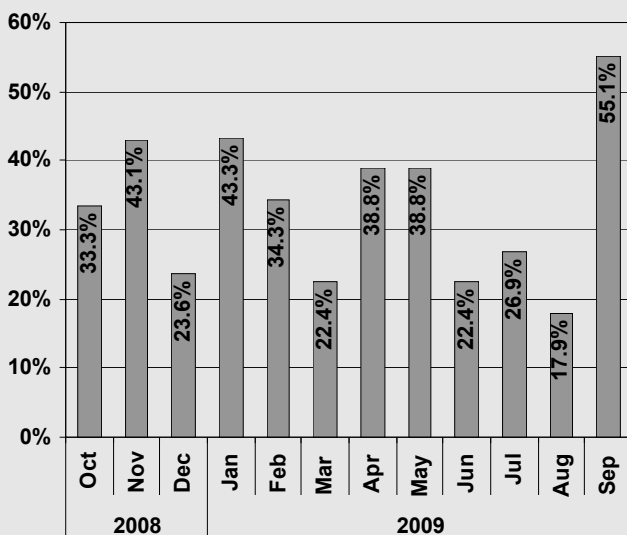
Rete 4



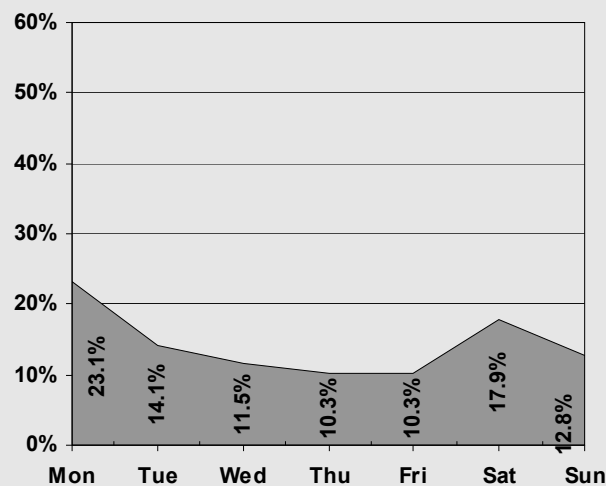
Jul-Sep 2009



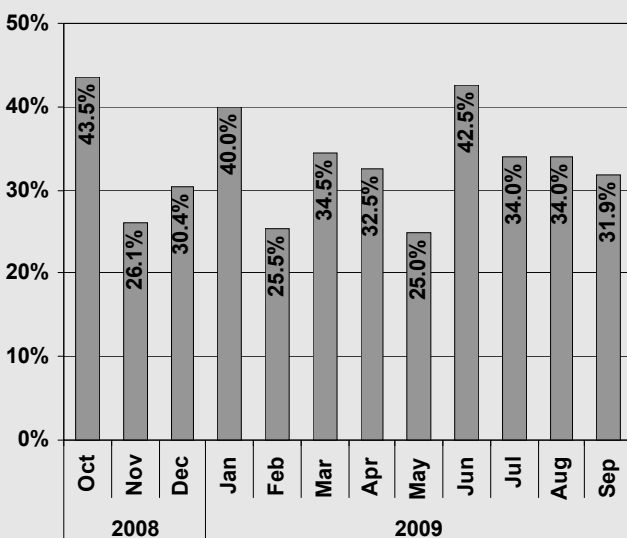
Canale 5



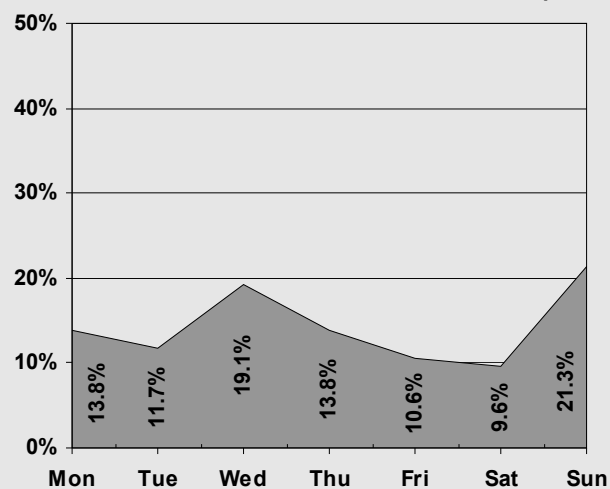
Jul-Sep 2009



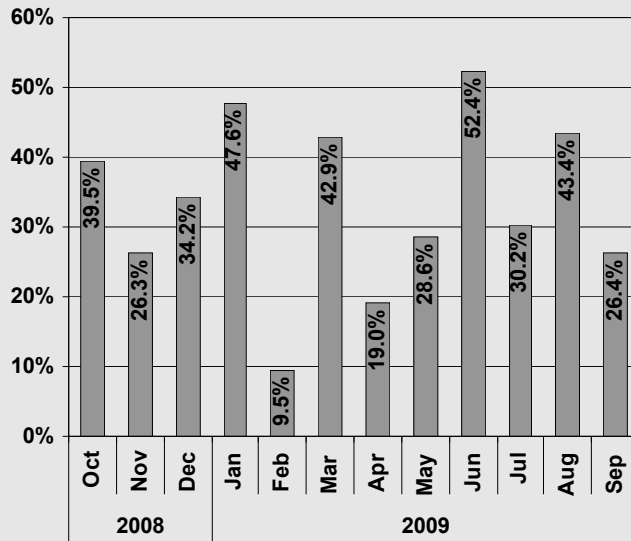
Italia 1



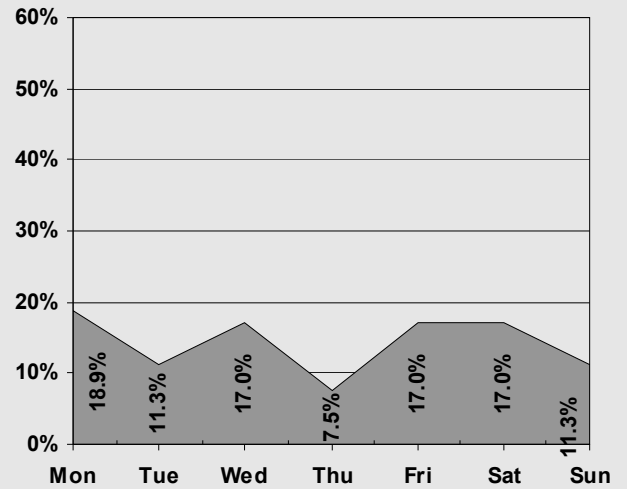
Jul-Sep 2009



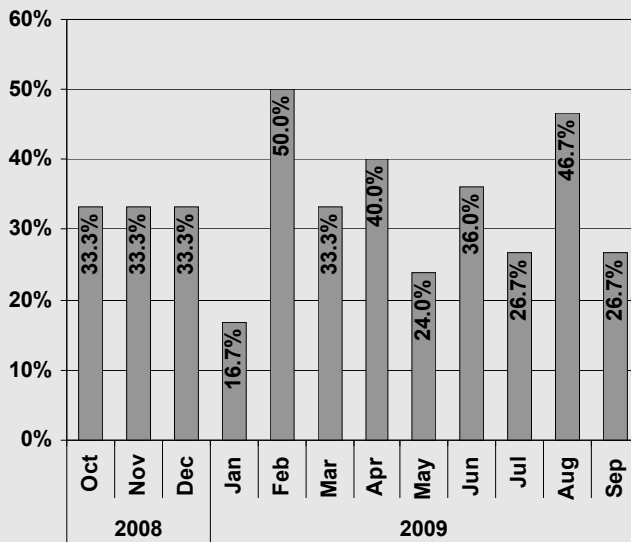
Discovery Channel



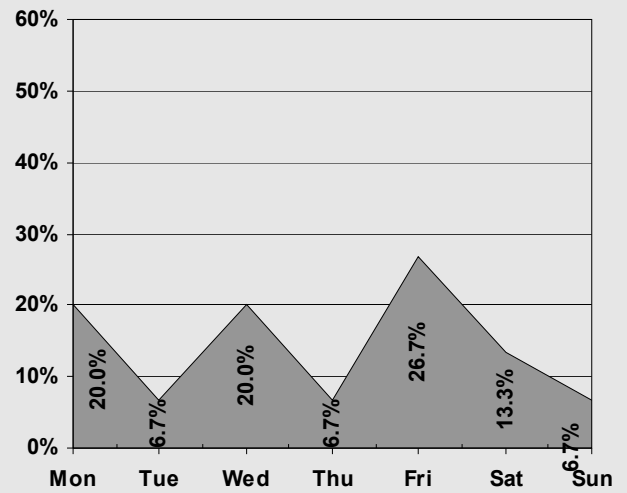
Jul-Sep 2009



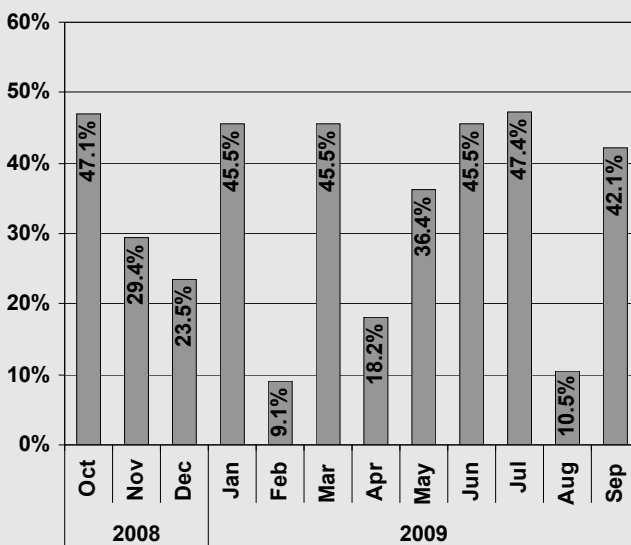
MTV



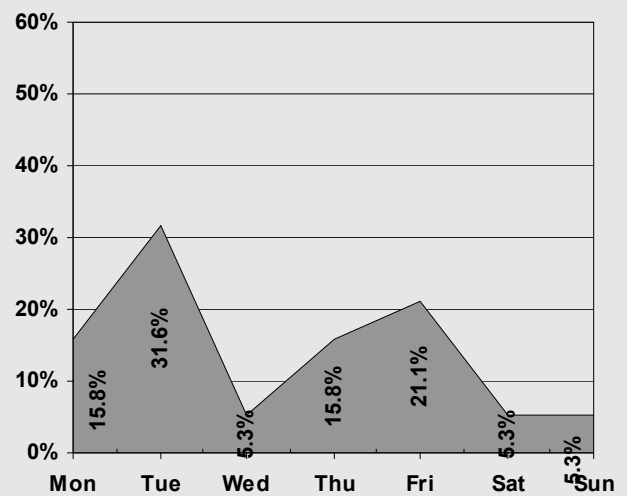
Jul-Sep 2009



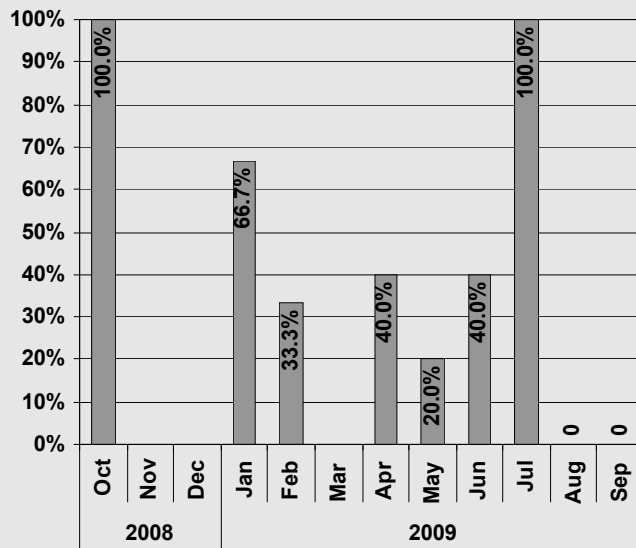
BBC Prime



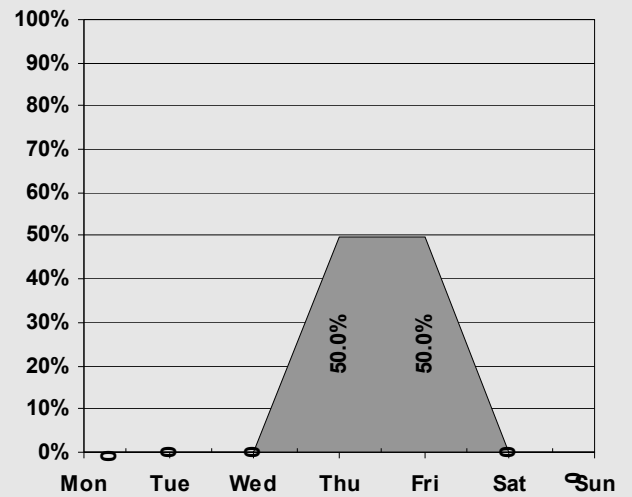
Jul-Sep 2009



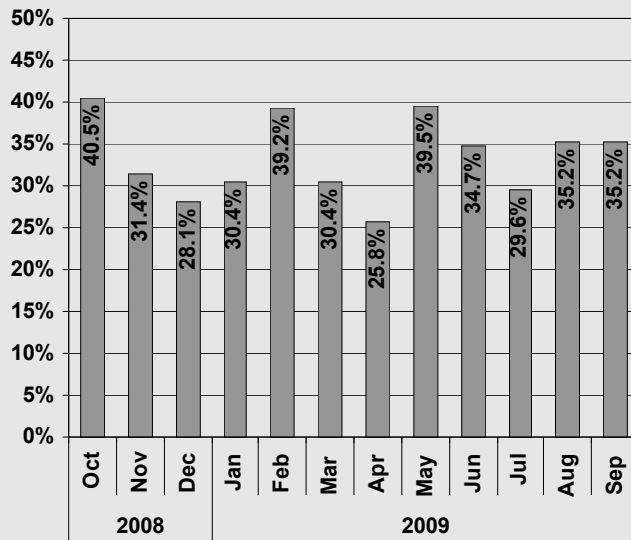
BBC World



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Other TV Stations



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