

RADIO AND TELEVISION AUDIENCES
PART TWO – TABLES AND FIGURES
[JULY-SEPTEMBER 2009]

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1.1 SAMPLE PROFILE BY GENDER AND BY AGE GROUP [JUL-SEP 2009]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	843	48	131	55	244	230	108	27
	46.0%	60.0%	50.8%	47.0%	45.8%	45.4%	39.1%	45.0%
	100.0%	5.7%	15.5%	6.5%	28.9%	27.3%	12.8%	3.2%
Females	988	32	127	62	289	277	168	33
	54.0%	40.0%	49.2%	53.0%	54.2%	54.6%	60.9%	55.0%
	100.0%	3.2%	12.9%	6.3%	29.3%	28.0%	17.0%	3.3%
Total	1831	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

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1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT [JUL-SEP 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	843	171	238	131	124	111	68
	46.0%	45.5%	47.3%	45.6%	45.4%	46.8%	43.9%
	100.0%	20.3%	28.2%	15.5%	14.7%	13.2%	8.1%
Female	988	205	265	156	149	126	87
	54.0%	54.5%	52.7%	54.4%	54.6%	53.2%	56.1%
	100.0%	20.7%	26.8%	15.8%	15.1%	12.8%	8.8%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

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1.3 SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [JUL-SEP 2009]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	80	14	21	14	14	12	5	80	14
	4.4%	3.7%	4.2%	4.9%	5.1%	5.1%	3.2%	4.4%	3.7%
	100.0%	17.5%	26.3%	17.5%	17.5%	15.0%	6.3%	100.0%	17.5%
15-24	258	46	75	41	51	30	15	258	46
	14.1%	12.2%	14.9%	14.3%	18.7%	12.7%	9.7%	14.1%	12.2%
	100.0%	17.8%	29.1%	15.9%	19.8%	11.6%	5.8%	100.0%	17.8%
25-29	117	26	30	24	9	21	7	117	26
	6.4%	6.9%	6.0%	8.4%	3.3%	8.9%	4.5%	6.4%	6.9%
	100.0%	22.2%	25.6%	20.5%	7.7%	17.9%	6.0%	100.0%	22.2%
30-49	533	105	117	99	80	80	52	533	105
	29.1%	27.9%	23.3%	34.5%	29.3%	33.8%	33.5%	29.1%	27.9%
	100.0%	19.7%	22.0%	18.6%	15.0%	15.0%	9.8%	100.0%	19.7%
50-64	507	104	143	80	77	57	46	507	104
	27.7%	27.7%	28.4%	27.9%	28.2%	24.1%	29.7%	27.7%	27.7%
	100.0%	20.5%	28.2%	15.8%	15.2%	11.2%	9.1%	100.0%	20.5%
65-79	276	64	98	21	36	31	26	276	64
	15.1%	17.0%	19.5%	7.3%	13.2%	13.1%	16.8%	15.1%	17.0%
	100.0%	23.2%	35.5%	7.6%	13.0%	11.2%	9.4%	100.0%	23.2%
80+	60	17	19	8	6	6	4	60	17
	3.3%	4.5%	3.8%	2.8%	2.2%	2.5%	2.6%	3.3%	4.5%
	100.0%	28.3%	31.7%	13.3%	10.0%	10.0%	6.7%	100.0%	28.3%
Total	1831	376	503	287	273	237	155	1831	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%	100.0%	20.5%

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3.1: RADIO CHANNEL REACH BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	80	35	45		1		13	33	26	7
	4.4%	4.2%	4.6%		.4%		2.4%	6.5%	9.4%	11.7%
	100.0%	43.8%	56.3%		1.3%		16.3%	41.3%	32.5%	8.8%
Magic Radio	60	28	32	1	4	7	37	9	2	
	3.3%	3.3%	3.2%	1.3%	1.6%	6.0%	6.9%	1.8%	.7%	
	100.0%	46.7%	53.3%	1.7%	6.7%	11.7%	61.7%	15.0%	3.3%	
Super One Radio	159	78	81		3	5	28	69	46	8
	8.7%	9.3%	8.2%		1.2%	4.3%	5.3%	13.6%	16.7%	13.3%
	100.0%	49.1%	50.9%		1.9%	3.1%	17.6%	43.4%	28.9%	5.0%
Radio 101	45	24	21	2	3	2	14	14	9	1
	2.5%	2.8%	2.1%	2.5%	1.2%	1.7%	2.6%	2.8%	3.3%	1.7%
	100.0%	53.3%	46.7%	4.4%	6.7%	4.4%	31.1%	31.1%	20.0%	2.2%
Bay Radio	219	111	108	13	99	32	56	19		
	12.0%	13.2%	10.9%	16.3%	38.4%	27.4%	10.5%	3.7%		
	100.0%	50.7%	49.3%	5.9%	45.2%	14.6%	25.6%	8.7%		
Calypso Radio	91	40	51		6	3	36	41	5	
	5.0%	4.7%	5.2%		2.3%	2.6%	6.8%	8.1%	1.8%	
	100.0%	44.0%	56.0%		6.6%	3.3%	39.6%	45.1%	5.5%	
RTK	79	35	44		1		16	29	26	7
	4.3%	4.2%	4.5%		.4%		3.0%	5.7%	9.4%	11.7%
	100.0%	44.3%	55.7%		1.3%		20.3%	36.7%	32.9%	8.9%
Smash Radio	30	15	15	1	9	4	12	4		
	1.6%	1.8%	1.5%	1.3%	3.5%	3.4%	2.3%	.8%		
	100.0%	50.0%	50.0%	3.3%	30.0%	13.3%	40.0%	13.3%		
Radju Marija	54	10	44	1			6	20	19	8
	2.9%	1.2%	4.5%	1.3%			1.1%	3.9%	6.9%	13.3%
	100.0%	18.5%	81.5%	1.9%			11.1%	37.0%	35.2%	14.8%
Campus FM	12	9	3				1	8	3	
	.7%	1.1%	.3%				2%	1.6%	1.1%	
	100.0%	75.0%	25.0%				8.3%	66.7%	25.0%	
Vibe FM	46	30	16	2	12	4	26	2		
	2.5%	3.6%	1.6%	2.5%	4.7%	3.4%	4.9%	.4%		
	100.0%	65.2%	34.8%	4.3%	26.1%	8.7%	56.5%	4.3%		
XFM	46	25	21	3	13	6	19	3	2	
	2.5%	3.0%	2.1%	3.8%	5.0%	5.1%	3.6%	.6%	.7%	
	100.0%	54.3%	45.7%	6.5%	28.3%	13.0%	41.3%	6.5%	4.3%	
Community Radio Stations	33	11	22	1	2	3	12	11	3	1
	1.8%	1.3%	2.2%	1.3%	.8%	2.6%	2.3%	2.2%	1.1%	1.7%
	100.0%	33.3%	66.7%	3.0%	6.1%	9.1%	36.4%	33.3%	9.1%	3.0%
Foreign Radio Station	12	10	2	1	1		7	2	1	
	.7%	1.2%	.2%	1.3%	.4%		1.3%	.4%	.4%	
	100.0%	83.3%	16.7%	8.3%	8.3%		58.3%	16.7%	8.3%	
No particular radio station	49	24	25		1	1	11	16	16	4
	2.7%	2.8%	2.5%		.4%	.9%	2.1%	3.2%	5.8%	6.7%
	100.0%	49.0%	51.0%		2.0%	2.0%	22.4%	32.7%	32.7%	8.2%
Did not remember	15	7	8		1	2	6	2	2	2
	.8%	.8%	.8%		.4%	1.7%	1.1%	.4%	.7%	3.3%
	100.0%	46.7%	53.3%		6.7%	13.3%	40.0%	13.3%	13.3%	13.3%
Did not listen to radio	801	351	450	55	102	48	233	225	116	22
	43.7%	41.6%	45.5%	68.8%	39.5%	41.0%	43.7%	44.4%	42.0%	36.7%
	100.0%	43.8%	56.2%	6.9%	12.7%	6.0%	29.1%	28.1%	14.5%	2.7%
Total	1831	843	988	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

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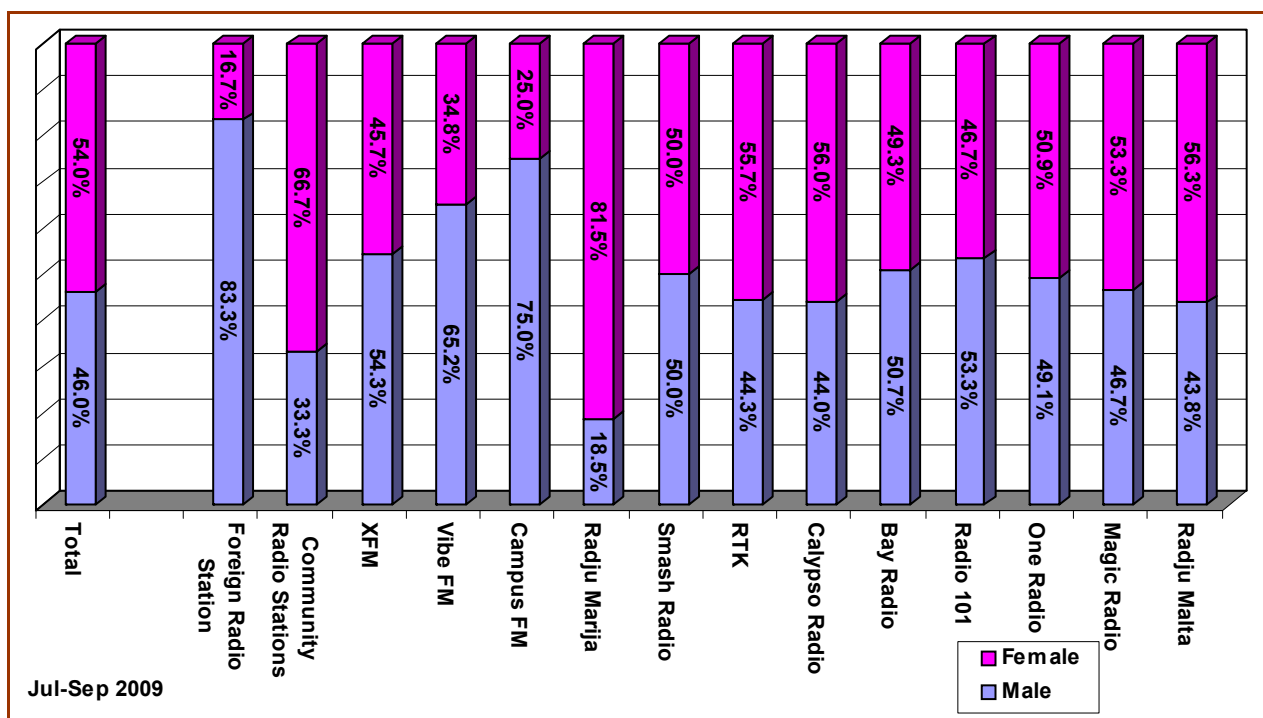


FIGURE 3.1A: RADIO REACH BY BROADCASTING STATION – BY GENDER [JUL-SEP 2009]

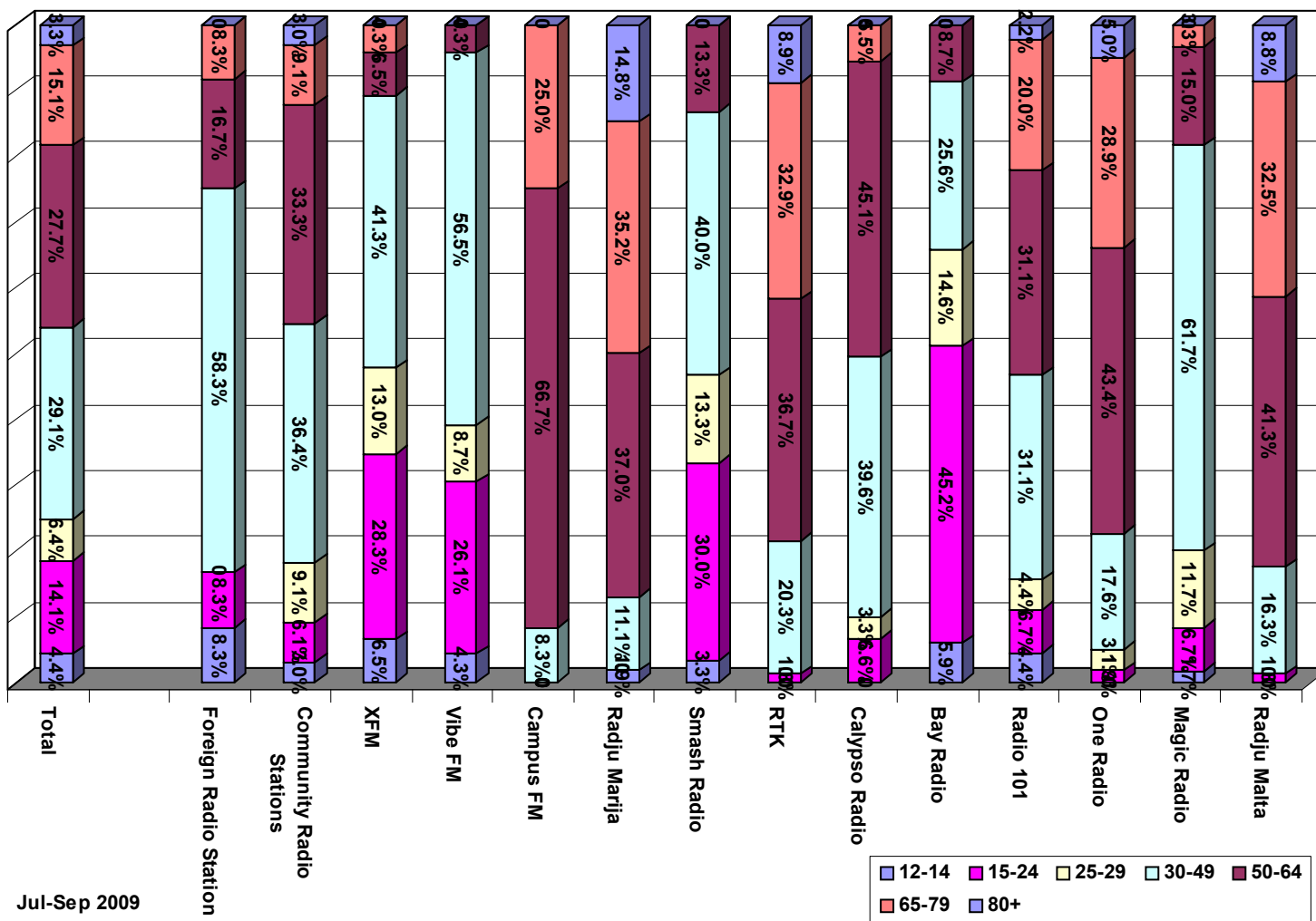


FIGURE 3.1.B: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [JUL-SEP 2009]

3.2: RADIO CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	80	23	16	11	14	7	9
	4.4%	6.1%	3.2%	3.8%	5.1%	3.0%	5.8%
	100.0%	28.8%	20.0%	13.8%	17.5%	8.8%	11.3%
Magic Radio	60	12	20	14	7	5	2
	3.3%	3.2%	4.0%	4.9%	2.6%	2.1%	1.3%
	100.0%	20.0%	33.3%	23.3%	11.7%	8.3%	3.3%
Super One Radio	159	40	45	34	16	13	11
	8.7%	10.6%	8.9%	11.8%	5.9%	5.5%	7.1%
	100.0%	25.2%	28.3%	21.4%	10.1%	8.2%	6.9%
Radio 101	45	7	19	6	3	7	3
	2.5%	1.9%	3.8%	2.1%	1.1%	3.0%	1.9%
	100.0%	15.6%	42.2%	13.3%	6.7%	15.6%	6.7%
Bay Radio	219	44	58	40	36	34	7
	12.0%	11.7%	11.5%	13.9%	13.2%	14.3%	4.5%
	100.0%	20.1%	26.5%	18.3%	16.4%	15.5%	3.2%
Calypso Radio	91	23	21	12	19	11	5
	5.0%	6.1%	4.2%	4.2%	7.0%	4.6%	3.2%
	100.0%	25.3%	23.1%	13.2%	20.9%	12.1%	5.5%
RTK	79	17	21	6	17	12	6
	4.3%	4.5%	4.2%	2.1%	6.2%	5.1%	3.9%
	100.0%	21.5%	26.6%	7.6%	21.5%	15.2%	7.6%
Smash Radio	30	5	10	2	5	5	3
	1.6%	1.3%	2.0%	.7%	1.8%	2.1%	1.9%
	100.0%	16.7%	33.3%	6.7%	16.7%	16.7%	10.0%
Radju Marija	54	13	15	7	9	4	6
	2.9%	3.5%	3.0%	2.4%	3.3%	1.7%	3.9%
	100.0%	24.1%	27.8%	13.0%	16.7%	7.4%	11.1%
Campus FM	12		7	1	3	1	
	.7%		1.4%	.3%	1.1%	.4%	
	100.0%		58.3%	8.3%	25.0%	8.3%	
Capital Radio / Vibe FM	46	7	8	10	9	11	1
	2.5%	1.9%	1.6%	3.5%	3.3%	4.6%	.6%
	100.0%	15.2%	17.4%	21.7%	19.6%	23.9%	2.2%
XFM	46	10	9	8	6	11	2
	2.5%	2.7%	1.8%	2.8%	2.2%	4.6%	1.3%
	100.0%	21.7%	19.6%	17.4%	13.0%	23.9%	4.3%
Community Radio Stations	33	7	11	6	1	1	7
	1.8%	1.9%	2.2%	2.1%	.4%	.4%	4.5%
	100.0%	21.2%	33.3%	18.2%	3.0%	3.0%	21.2%
Foreign Radio Station	12	2	3	1	3	3	
	.7%	.5%	.6%	.3%	1.1%	1.3%	
	100.0%	16.7%	25.0%	8.3%	25.0%	25.0%	
No particular radio station	49	12	16	8	5	5	3
	2.7%	3.2%	3.2%	2.8%	1.8%	2.1%	1.9%
	100.0%	24.5%	32.7%	16.3%	10.2%	10.2%	6.1%
Did not remember	15	5	3	1	1	1	4
	.8%	1.3%	.6%	.3%	.4%	.4%	2.6%
	100.0%	33.3%	20.0%	6.7%	6.7%	6.7%	26.7%
Did not listen to radio	801	149	221	120	119	106	86
	43.7%	39.6%	43.9%	41.8%	43.6%	44.7%	55.5%
	100.0%	18.6%	27.6%	15.0%	14.9%	13.2%	10.7%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

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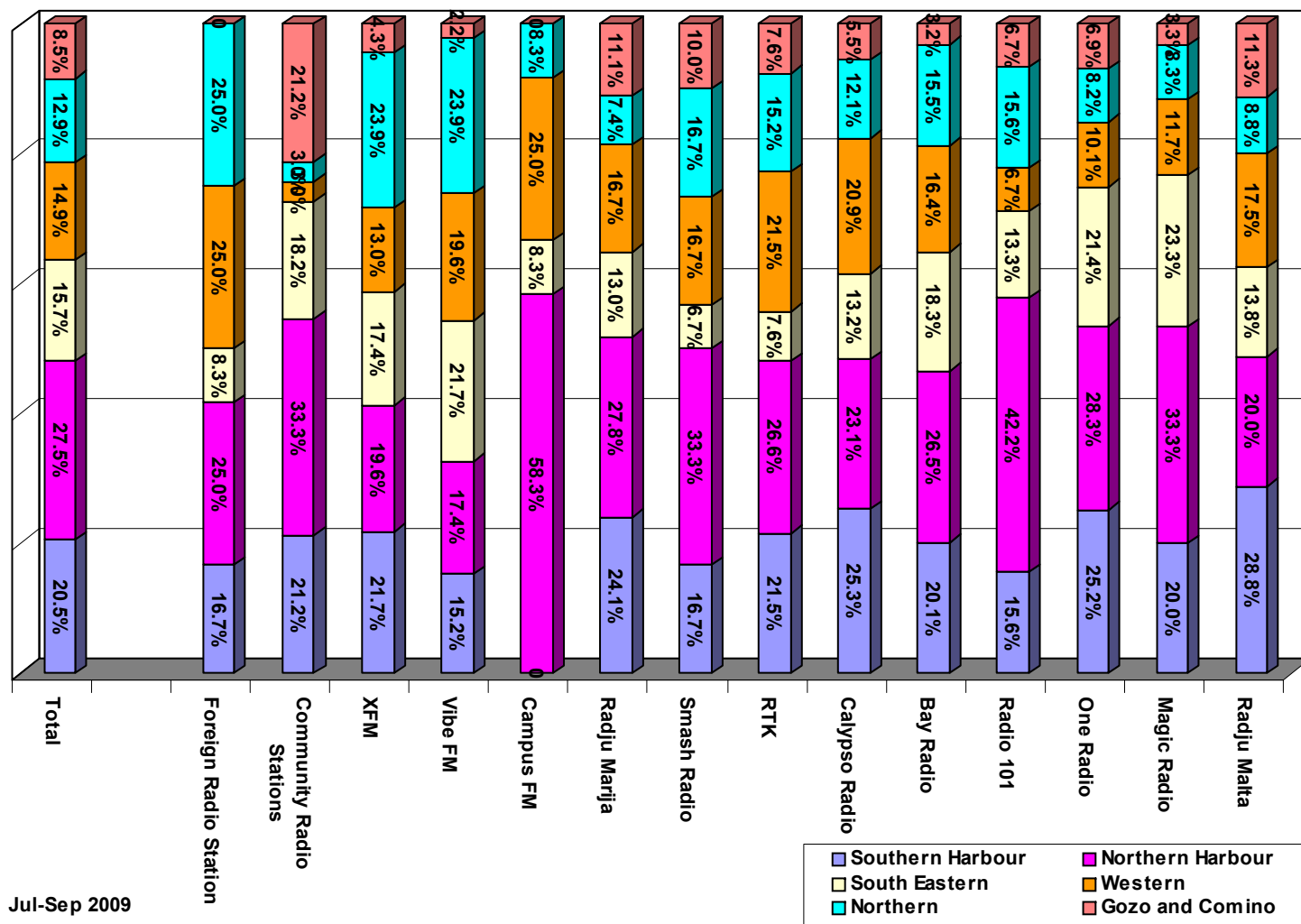


FIGURE 3.2.A: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [JUL-SEP 2009]

3.3: TV CHANNEL REACH BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable [No TV set]	9 .5% 100.0%	7 .8% 77.8%	2 .2% 22.2%		1 .4% 11.1%		2 .4% 22.2%	2 .4% 22.2%	3 1.1% 33.3%	1 1.7% 11.1%
TVM	243 13.3% 100.0%	111 13.2% 45.7%	132 13.4% 54.3%	7 8.8% 2.9%	25 9.7% 10.3%	5 4.3% 2.1%	81 15.2% 33.3%	78 15.4% 32.1%	39 14.1% 16.0%	8 13.3% 3.3%
One TV	161 8.8% 100.0%	58 6.9% 36.0%	103 10.4% 64.0%	3 3.8% 1.9%	17 6.6% 10.6%	10 8.5% 6.2%	40 7.5% 24.8%	50 9.9% 31.1%	35 12.7% 21.7%	6 10.0% 3.7%
Net TV	72 3.9% 100.0%	29 3.4% 40.3%	43 4.4% 59.7%	1 1.3% 1.4%	5 1.9% 6.9%	4 3.4% 5.6%	19 3.6% 26.4%	17 3.4% 23.6%	25 9.1% 34.7%	1 1.7% 1.4%
Smash TV	53 2.9% 100.0%	18 2.1% 34.0%	35 3.5% 66.0%	5 6.3% 9.4%	12 4.7% 22.6%	3 2.6% 5.7%	12 2.3% 22.6%	15 3.0% 28.3%	5 1.8% 9.4%	1 1.7% 1.9%
iTV	1 .1% 100.0%		1 .1% 100.0%				1 .2% 100.0%			
Favourite TV	18 1.0% 100.0%	5 .6% 27.8%	13 1.3% 72.2%		2 .8% 11.1%		2 .4% 11.1%	6 1.2% 33.3%	6 2.2% 33.3%	2 3.3% 11.1%
Rai 1	51 2.8% 100.0%	24 2.8% 47.1%	27 2.7% 52.9%	1 1.3% 2.0%	1 .4% 2.0%	3 2.6% 5.9%	9 1.7% 17.6%	19 3.7% 37.3%	16 5.8% 31.4%	2 3.3% 3.9%
Rai 2	17 .9% 100.0%	10 1.2% 58.8%	7 .7% 41.2%	1 1.3% 5.9%			11 2.1% 64.7%	4 .8% 23.5%	1 .4% 5.9%	
Rai 3	7 4% 100.0%		7 .7% 100.0%		2 .8% 28.6%		1 .2% 14.3%	3 .6% 42.9%	1 .4% 14.3%	
Rete 4	32 1.7% 100.0%	18 2.1% 56.3%	14 1.4% 43.8%		2 .8% 6.3%	1 .9% 3.1%	7 1.3% 21.9%	19 3.7% 59.4%	3 1.1% 9.4%	
Canale 5	78 4.3% 100.0%	27 3.2% 34.6%	51 5.2% 65.4%	3 3.8% 3.8%	3 1.2% 3.8%	7 6.0% 9.0%	31 5.8% 39.7%	27 5.3% 34.6%	7 2.5% 9.0%	
Italia 1	93 5.1% 100.0%	56 6.6% 60.2%	37 3.7% 39.8%	15 18.8% 16.1%	31 12.0% 33.3%	10 8.5% 10.8%	29 5.4% 31.2%	7 1.4% 7.5%	1 .4% 1.1%	
Discovery Channel	53 2.9% 100.0%	42 5.0% 79.2%	11 1.1% 20.8%	6 7.5% 11.3%	12 4.7% 22.6%	5 4.3% 9.4%	14 2.6% 26.4%	11 2.2% 20.8%	4 1.4% 7.5%	1 1.7% 1.9%
MTV	15 .8% 100.0%	7 .8% 46.7%	8 .8% 53.3%	6 7.5% 40.0%	9 3.5% 60.0%					
BBC Prime	19 1.0% 100.0%	7 .8% 36.8%	12 1.2% 63.2%		2 .8% 10.5%	1 .9% 5.3%	6 1.1% 31.6%	5 1.0% 26.3%	4 1.4% 21.1%	1 1.7% 5.3%
BBC World	2 .1% 100.0%	2 .2% 100.0%					1 .2% 50.0%		1 .4% 50.0%	
Other TV Stations	228 12.5% 100.0%	115 13.6% 50.4%	113 11.4% 49.6%	13 16.3% 5.7%	42 16.3% 18.4%	15 12.8% 6.6%	78 14.6% 34.2%	49 9.7% 21.5%	29 10.5% 12.7%	2 3.3% .9%
No particular station	100 5.5% 100.0%	34 4.0% 34.0%	66 6.7% 66.0%		7 2.7% 7.0%	1 .9% 1.0%	21 3.9% 21.0%	39 7.7% 39.0%	24 8.7% 24.0%	8 13.3% 8.0%
Do not remember	23 1.3% 100.0%	12 1.4% 52.2%	11 1.1% 47.8%		2 .8% 8.7%	1 .9% 4.3%	5 .9% 21.7%	6 1.2% 26.1%	2 .7% 8.7%	7 11.7% 30.4%
Do not watch TV	554 30.3% 100.0%	261 31.0% 47.1%	293 29.7% 52.9%	19 23.8% 3.4%	83 32.2% 15.0%	51 43.6% 9.2%	162 30.4% 29.2%	150 29.6% 27.1%	69 25.0% 12.5%	20 33.3% 3.6%
No response	2 .1% 100.0%		2 .2% 100.0%				1 .2% 50.0%		1 .4% 50.0%	
Total	1831 100.0% 100.0%	843 100.0% 46.0%	988 100.0% 54.0%	80 100.0% 4.4%	258 100.0% 14.1%	117 100.0% 6.4%	533 100.0% 29.1%	507 100.0% 27.7%	276 100.0% 15.1%	60 100.0% 3.3%

[Count / Column % / Row %]

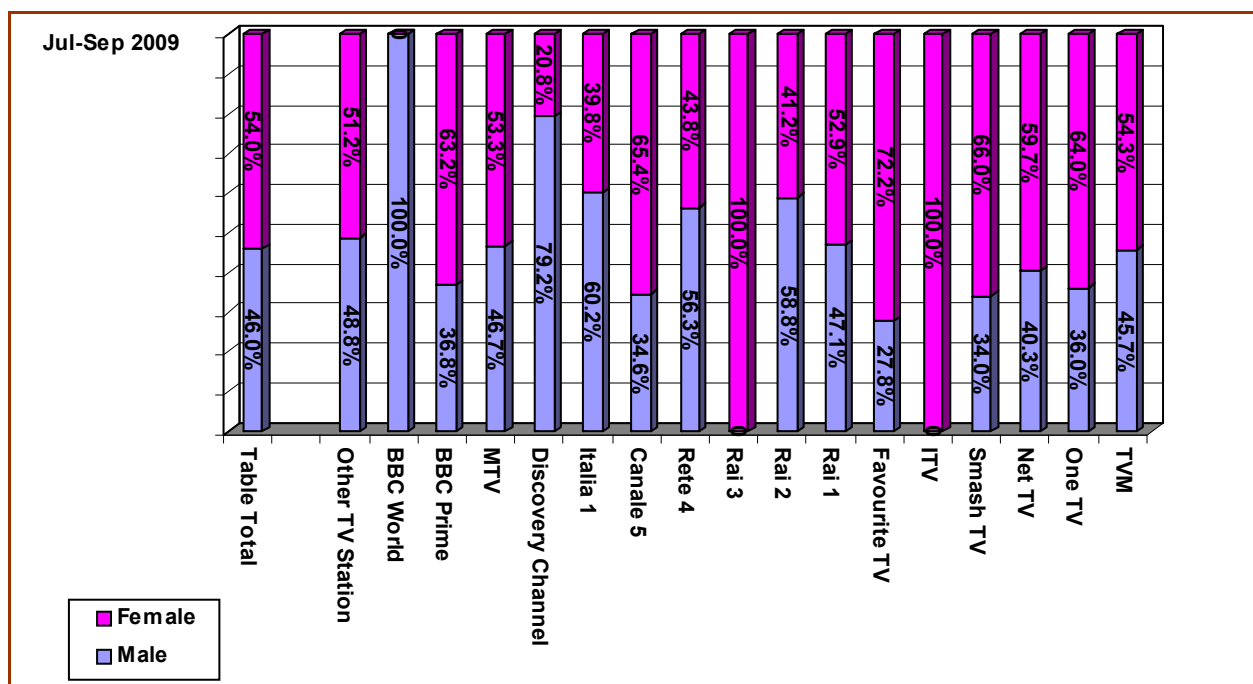


FIGURE 3.3.A: TV CHANNEL REACH BY GENDER

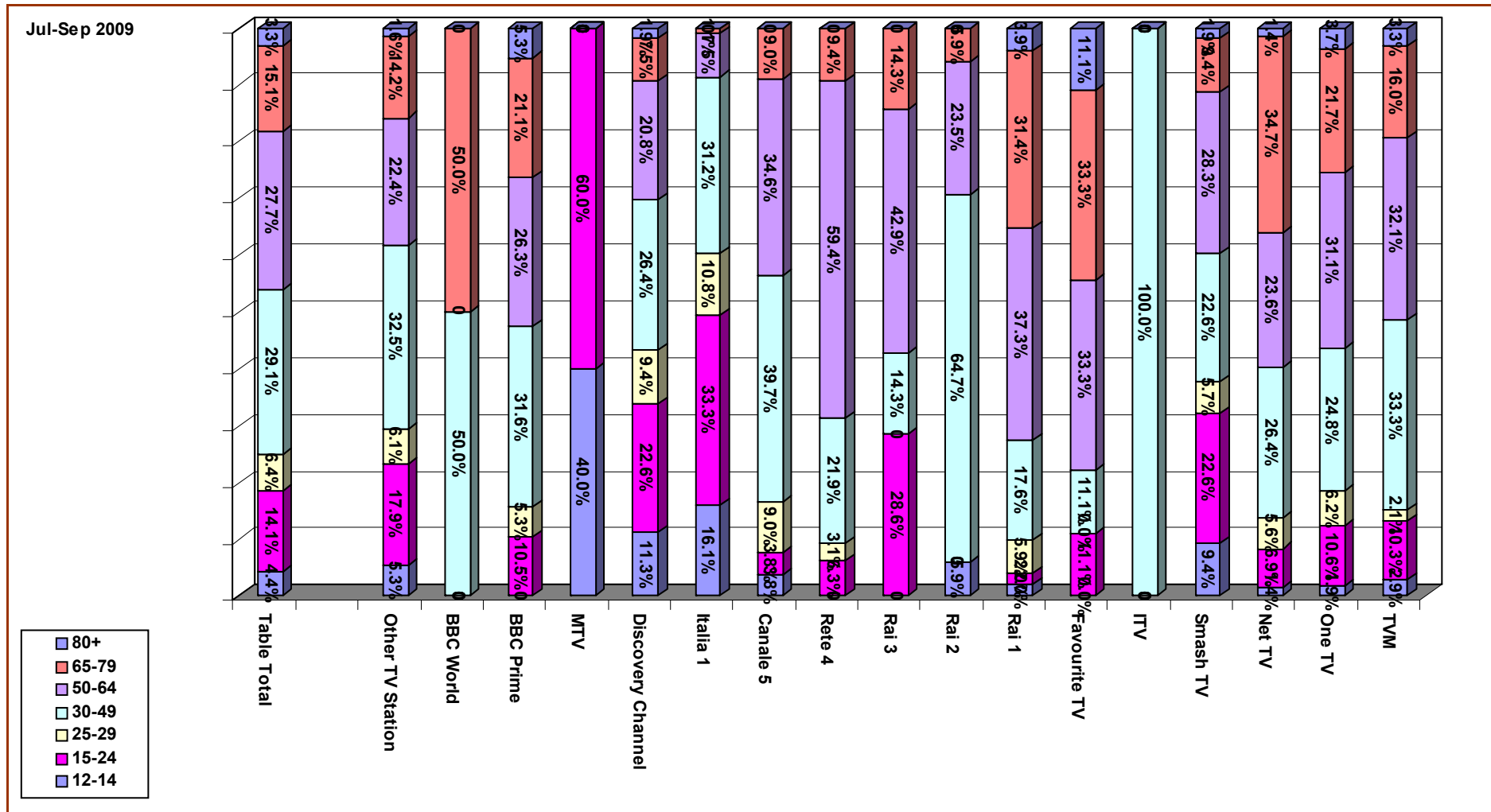


FIGURE 3.3.B: TV CHANNEL REACH BY AGE GROUP

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

Other TV Stations	TOTAL		GENDER		AGE GROUP						
	N	%	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Al Jazeera	1	0.44	1	0	0	0	0	0	1	0	1
Animal Planet	3	1.32	1	2	0	1	0	1	1	0	1
Baby TV	3	1.32	0	3	0	0	0	3	0	0	0
BBC World News	1	0.44	1	0	0	0	0	1	0	0	1
Boomerang	2	0.88	1	1	1	0	1	0	0	0	1
Caccia e Pesca	3	1.32	3	0	0	0	0	1	2	0	3
Cartoon Network	4	1.75	0	4	0	0	0	4	0	0	0
CNN International	7	3.07	3	4	0	0	0	2	2	3	3
Comedy Central	15	6.58	10	5	2	10	0	2	1	0	10
Deutsche Welle	1	0.44	0	1	0	0	0	1	0	0	0
DG TV	1	0.44	1	0	0	0	0	0	1	0	1
Discovery Science	1	0.44	1	0	0	0	0	1	0	0	1
Discovery Travel & Living	10	4.39	2	8	0	0	1	7	1	1	2
Disney Channel	17	7.46	7	10	6	3	2	6	0	0	7
Dubai Channel	1	0.44	1	0	0	0	0	1	0	0	1
E! Entertainment	5	2.19	0	5	0	3	1	1	0	0	0
Egypt Channel	1	0.44	1	0	0	0	0	0	1	0	1
Euronews	3	1.32	2	1	0	0	0	0	2	1	2
Eurosport	9	3.95	7	2	0	1	1	3	1	3	7
EWTN	2	0.88	0	2	0	0	0	0	0	2	0
Fashion TV	1	0.44	0	1	0	1	0	0	0	0	0
Fox	2	0.88	1	1	0	0	0	1	1	0	1
Granada TV	1	0.44	1	0	0	0	0	0	0	1	1
History	6	2.63	2	4	0	0	0	4	1	0	2
Jetix	1	0.44	0	1	0	0	0	1	0	0	0
Juventus Channel	1	0.44	1	0	0	0	0	1	0	0	1
La 7	3	1.32	3	0	0	0	0	0	2	1	3
Living TV	34	14.91	6	28	0	11	4	11	7	1	6
MBC	3	1.32	3	0	0	0	0	2	0	1	3
Melita More	2	0.88	0	2	0	1	0	1	0	0	0
Melita Movies	5	2.19	3	2	1	1	0	0	2	1	3
Melita Sports	9	3.95	7	2	0	2	0	4	3	0	7
Metro Golden Mayer	1	0.44	0	1	0	0	0	0	0	0	0
Mezzo	1	0.44	0	1	0	0	0	0	1	0	0
MGM Channel	7	3.07	4	3	0	1	0	0	4	2	4
Milan Channel	1	0.44	0	1	0	0	0	1	0	0	0
Movie Channel	5	2.19	1	4	0	1	0	1	2	1	1
MTV	1	0.44	0	1	1	0	0	0	0	0	0
MTV Two	1	0.44	1	0	0	0	0	1	0	0	1
National Geographic Channel	9	3.95	8	1	0	2	0	3	3	1	8
News Channel	1	0.44	1	0	1	0	0	0	0	0	1
Nickelodeon	1	0.44	0	1	0	0	0	1	0	0	0
Reality TV	2	0.88	1	1	0	0	1	1	0	0	1
Russian Channel	1	0.44	1	0	0	0	0	1	0	0	1
Sky	7	3.07	5	2	0	0	2	3	1	1	5
Sky News	7	3.07	5	2	0	0	1	4	1	1	5
Sky Sports	2	0.88	1	1	1	0	0	0	0	1	1
Sports 1	2	0.88	2	0	0	1	0	0	1	0	2
Sports Channel	12	5.26	12	0	0	1	1	0	4	6	12
TCM	2	0.88	2	0	0	0	0	0	1	1	2
Total TV	1	0.44	1	0	0	0	0	1	0	0	1
Trace TV	1	0.44	0	1	0	1	0	0	0	0	0
Zone Club	1	0.44	0	1	0	0	0	0	1	0	0
Zone Reality	4	1.75	1	3	0	1	0	2	1	0	1
Total	228		115	113	13	42	15	78	49	29	115
%		100.0	50.44	49.56	5.70	18.42	6.58	34.21	21.49	12.72	50.44

TABLE 3.4: TV CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV set]	9 .5% 100.0%	2 .5% 22.2%	3 .6% 33.3%	2 .7% 22.2%	1 .4% 11.1%		1 .6% 11.1%
TVM	243 13.3% 100.0%	42 11.2% 17.3%	60 11.9% 24.7%	32 11.1% 13.2%	45 16.5% 18.5%	33 13.9% 13.6%	31 20.0% 12.8%
One TV	161 8.8% 100.0%	39 10.4% 24.2%	45 8.9% 28.0%	29 10.1% 18.0%	19 7.0% 11.8%	16 6.8% 9.9%	13 8.4% 8.1%
Net TV	72 3.9% 100.0%	11 2.9% 15.3%	25 5.0% 34.7%	8 2.8% 11.1%	11 4.0% 15.3%	10 4.2% 13.9%	7 4.5% 9.7%
Smash TV	53 2.9% 100.0%	17 4.5% 32.1%	13 2.6% 24.5%	9 3.1% 17.0%	6 2.2% 11.3%	4 1.7% 7.5%	4 2.6% 7.5%
iTV	1 .1% 100.0%					1 .4% 100.0%	
Family TV	18 1.0% 100.0%	10 2.7% 55.6%	4 .8% 22.2%	1 .3% 5.6%	1 .4% 5.6%	1 .4% 5.6%	1 .6% 5.6%
Rai 1	51 2.8% 100.0%	10 2.7% 19.6%	19 3.8% 37.3%	2 .7% 3.9%	9 3.3% 17.6%	6 2.5% 11.8%	5 3.2% 9.8%
Rai 2	17 .9% 100.0%	4 1.1% 23.5%	5 1.0% 29.4%	2 .7% 11.8%	4 1.5% 23.5%	2 .8% 11.8%	
Rai 3	7 .4% 100.0%	2 .5% 28.6%	3 .6% 42.9%	1 .3% 14.3%		1 .4% 14.3%	
Rete 4	32 1.7% 100.0%	9 2.4% 28.1%	6 1.2% 18.8%	6 2.1% 18.8%	2 .7% 6.3%	6 2.5% 18.8%	3 1.9% 9.4%
Canale 5	78 4.3% 100.0%	16 4.3% 20.5%	24 4.8% 30.8%	11 3.8% 14.1%	12 4.4% 15.4%	11 4.6% 14.1%	4 2.6% 5.1%
Italia 1	93 5.1% 100.0%	21 5.6% 22.6%	25 5.0% 26.9%	20 7.0% 21.5%	9 3.3% 9.7%	12 5.1% 12.9%	6 3.9% 6.5%
Discovery Channel	53 2.9% 100.0%	8 2.1% 15.1%	16 3.2% 30.2%	12 4.2% 22.6%	10 3.7% 18.9%	4 1.7% 7.5%	3 1.9% 5.7%
MTV	15 .8% 100.0%		2 .4% 13.3%	5 1.7% 33.3%	3 1.1% 20.0%	5 2.1% 33.3%	
BBC Prime	19 1.0% 100.0%	2 .5% 10.5%	8 1.6% 42.1%	3 1.0% 15.8%	2 .7% 10.5%	2 .8% 10.5%	2 1.3% 10.5%
BBC World	2 .1% 100.0%					2 .8% 100.0%	
Other TV Stations	228 12.5% 100.0%	42 11.2% 18.4%	90 17.9% 39.5%	30 10.5% 13.2%	28 10.3% 12.3%	25 10.5% 11.0%	13 8.4% 5.7%
No particular station	100 5.5% 100.0%	20 5.3% 20.0%	26 5.2% 26.0%	18 6.3% 18.0%	17 6.2% 17.0%	15 6.3% 15.0%	4 2.6% 4.0%
Do not remember	23 1.3% 100.0%	5 1.3% 21.7%	5 1.0% 21.7%	4 1.4% 17.4%	5 1.8% 21.7%	2 .8% 8.7%	2 1.3% 8.7%
Do not watch TV	554 30.3% 100.0%	116 30.9% 20.9%	123 24.5% 22.2%	91 31.7% 16.4%	89 32.6% 16.1%	79 33.3% 14.3%	56 36.1% 10.1%
No Response	2 .1% 100.0%		1 .2% 50.0%	1 .3% 50.0%			
Total	1831 100.0% 100.0%	376 100.0% 20.5%	503 100.0% 27.5%	287 100.0% 15.7%	273 100.0% 14.9%	237 100.0% 12.9%	155 100.0% 8.5%

[Count / Column % / Row %]

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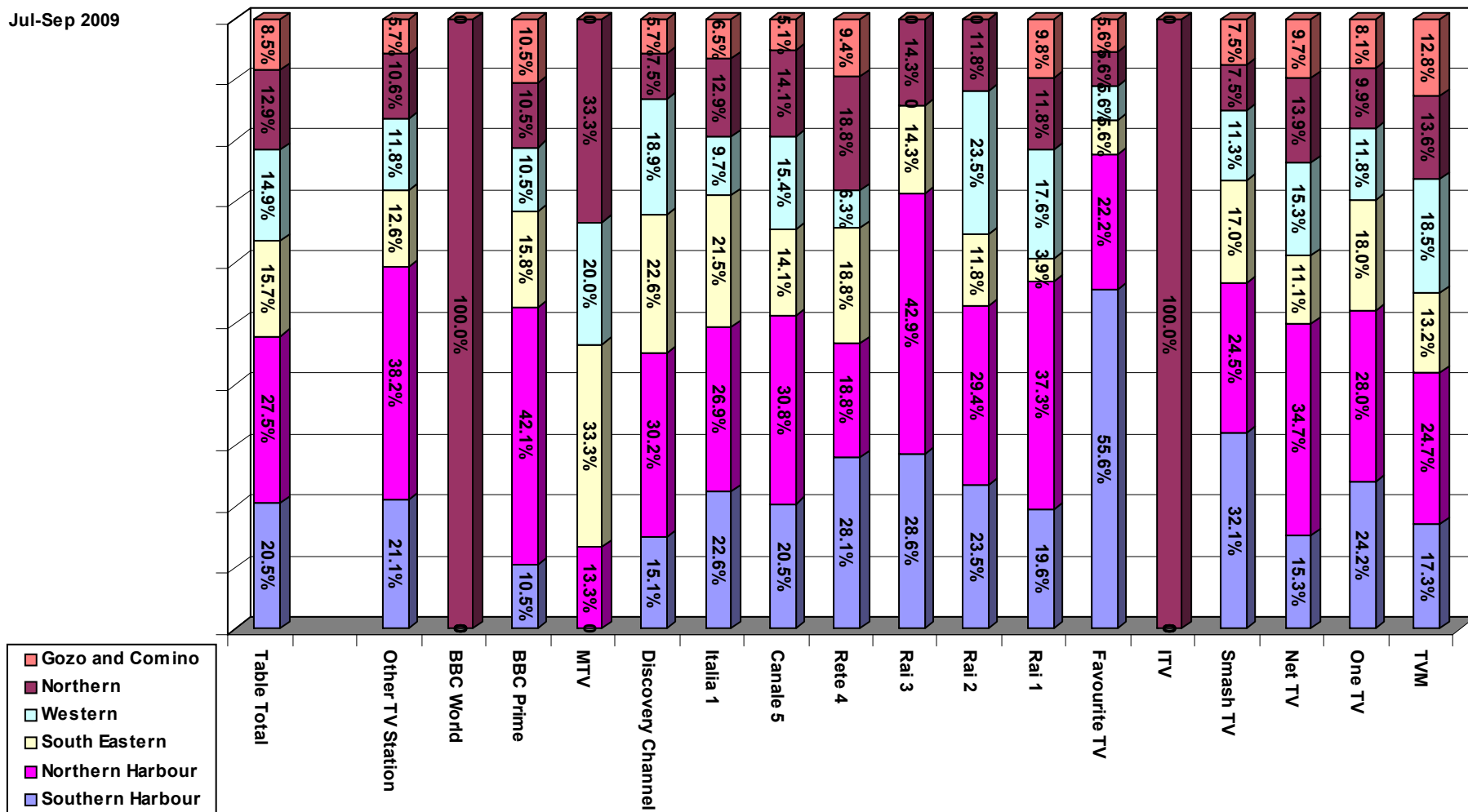


FIG. 3.4: TV CHANNEL REACH BY DISTRICT

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

OTHER TV STATIONS	TOTAL		DISTRICT					
	N	%	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	1	0.44	0	0	0	0	1	0
Animal Planet	3	1.32	2	0	0	0	1	0
Baby TV	3	1.32	0	1	2	0	0	0
BBC World News	1	0.44	0	1	0	0	0	0
Boomerang	2	0.88	1	0	1	0	0	0
Caccia e Pesca	3	1.32	0	1	1	0	1	0
Cartoon Network	4	1.75	0	1	0	1	1	1
CNN International	7	3.07	1	1	2	3	0	0
Comedy Central	15	6.58	3	7	2	0	2	1
Deutsche Welle	1	0.44	0	1	0	0	0	0
DG TV	1	0.44	0	0	1	0	0	0
Discovery Science	1	0.44	0	0	1	0	0	0
Discovery Travel & Living	10	4.39	2	5	0	1	2	0
Disney Channel	17	7.46	4	6	5	0	1	1
Dubai Channel	1	0.44	0	1	0	0	0	0
E! Entertainment	5	2.19	2	2	0	1	0	0
Egypt Channel	1	0.44	0	0	0	0	0	1
Euronews	3	1.32	0	1	0	1	1	0
Eurosport	9	3.95	1	6	2	0	0	0
EWTN	2	0.88	0	1	0	0	0	1
Fashion TV	1	0.44	1	0	0	0	0	0
Fox	2	0.88	1	0	1	0	0	0
Granada TV	1	0.44	0	0	0	1	0	0
History	6	2.63	1	4	0	1	0	0
Jetix	1	0.44	1	0	0	0	0	0
Juventus Channel	1	0.44	0	0	0	0	0	1
La 7	3	1.32	0	2	0	1	0	0
Living TV	34	14.91	4	10	4	6	7	3
MBC	3	1.32	0	1	0	1	1	0
Melita More	2	0.88	0	1	0	0	1	0
Melita Movies	5	2.19	0	4	0	1	0	0
Melita Sports	9	3.95	3	6	0	0	0	0
Metro Golden Mayer	1	0.44	0	1	0	0	0	0
Mezzo	1	0.44	0	0	0	1	0	0
MGM Channel	7	3.07	1	5	0	0	0	1
Milan Channel	1	0.44	1	0	0	0	0	0
Movie Channel	5	2.19	2	0	1	2	0	0
MTV	1	0.44	1	0	0	0	0	0
MTV Two	1	0.44	1	0	0	0	0	0
National Geographic Channel	9	3.95	2	2	2	0	1	2
News Channel	1	0.44	0	0	0	1	0	0
Nickelodeon	1	0.44	0	0	1	0	0	0
Reality TV	2	0.88	0	1	0	0	1	0
Russian Channel	1	0.44	0	1	0	0	0	0
Sky	7	3.07	2	1	1	1	2	0
Sky News	7	3.07	1	2	2	1	1	0
Sky Sports	2	0.88	0	1	0	0	0	1
Sports 1	2	0.88	1	1	0	0	0	0
Sports Channel	12	5.26	1	7	1	3	0	0
TCM	2	0.88	1	1	0	0	0	0
Total TV	1	0.44	0	1	0	0	0	0
Trace TV	1	0.44	0	1	0	0	0	0
Zone Club	1	0.44	0	1	0	0	0	0
Zone Reality	4	1.75	1	1	0	1	1	0
Total	228		42	90	30	28	25	13
		100.0	18.42	39.47	13.16	12.28	10.96	5.70

TABLE 4.1: RADIO RECEPTION SYSTEM USED – BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
FM	1377	621	756	42	188	87	398	398	219	45
	75.2%	73.7%	76.5%	52.5%	72.9%	74.4%	74.7%	78.5%	79.3%	75.0%
	100.0%	45.1%	54.9%	3.1%	13.7%	6.3%	28.9%	28.9%	15.9%	3.3%
Digital	80	46	34	9	14	9	21	16	8	3
	4.4%	5.5%	3.4%	11.3%	5.4%	7.7%	3.9%	3.2%	2.9%	5.0%
	100.0%	57.5%	42.5%	11.3%	17.5%	11.3%	26.3%	20.0%	10.0%	3.8%
Other	30	19	11	3	9	3	9	6		
	1.6%	2.3%	1.1%	3.8%	3.5%	2.6%	1.7%	1.2%		
	100.0%	63.3%	36.7%	10.0%	30.0%	10.0%	30.0%	20.0%		
Do not Listen to Radio	344	157	187	26	47	18	105	87	49	12
	18.8%	18.6%	18.9%	32.5%	18.2%	15.4%	19.7%	17.2%	17.8%	20.0%
	100.0%	45.6%	54.4%	7.6%	13.7%	5.2%	30.5%	25.3%	14.2%	3.5%
Total	1831	843	988	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

[Count / Column % / Row %]

TABLE 4.2: RADIO RECEPTION SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
FM	1377	287	374	216	207	186	107
	75.2%	76.3%	74.4%	75.3%	75.8%	78.5%	69.0%
	100.0%	20.8%	27.2%	15.7%	15.0%	13.5%	7.8%
Digital	80	12	22	13	14	13	6
	4.4%	3.2%	4.4%	4.5%	5.1%	5.5%	3.9%
	100.0%	15.0%	27.5%	16.3%	17.5%	16.3%	7.5%
Other	30	6	10	6	2	4	2
	1.6%	1.6%	2.0%	2.1%	.7%	1.7%	1.3%
	100.0%	20.0%	33.3%	20.0%	6.7%	13.3%	6.7%
Do not Listen to Radio	344	71	97	52	50	34	40
	18.8%	18.9%	19.3%	18.1%	18.3%	14.3%	25.8%
	100.0%	20.6%	28.2%	15.1%	14.5%	9.9%	11.6%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

[Count / Column % / Row %]

TABLE 4.3: RADIO-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM			
		FM	DIGITAL	OTHER	DO NOT LISTEN TO RADIO
Radju Malta	80	74	1	4	1
	4.4%	5.4%	1.3%	13.3%	.3%
	100.0%	92.5%	1.3%	5.0%	1.3%
Magic Radio	60	56	1	1	2
	3.3%	4.1%	1.3%	3.3%	.6%
	100.0%	93.3%	1.7%	1.7%	3.3%
Super One Radio	159	154	5		
	8.7%	11.2%	6.3%		
	100.0%	96.9%	3.1%		
Radio 101	45	38	6	1	
	2.5%	2.8%	7.5%	3.3%	
	100.0%	84.4%	13.3%	2.2%	
Bay Radio	219	194	15	7	3
	12.0%	14.1%	18.8%	23.3%	.9%
	100.0%	88.6%	6.8%	3.2%	1.4%
Calypso Radio	91	83	5	3	
	5.0%	6.0%	6.3%	10.0%	
	100.0%	91.2%	5.5%	3.3%	
RTK	79	77	2		
	4.3%	5.6%	2.5%		
	100.0%	97.5%	2.5%		
Smash Radio	30	26	4		
	1.6%	1.9%	5.0%		
	100.0%	86.7%	13.3%		
Radju Marija	54	53	1		
	2.9%	3.8%	1.3%		
	100.0%	98.1%	1.9%		
Campus FM	12	12			
	.7%	.9%			
	100.0%	100.0%			
Vibe FM	46	40	4		2
	2.5%	2.9%	5.0%		.6%
	100.0%	87.0%	8.7%		4.3%
XFM	46	42	1	3	
	2.5%	3.1%	1.3%	10.0%	
	100.0%	91.3%	2.2%	6.5%	
Community Radio Stations	33	32	1		
	1.8%	2.3%	1.3%		
	100.0%	97.0%	3.0%		
Foreign Radio Station	12	10	1	1	
	.7%	.7%	1.3%	3.3%	
	100.0%	83.3%	8.3%	8.3%	
No particular radio station	49	45	3	1	
	2.7%	3.3%	3.8%	3.3%	
	100.0%	91.8%	6.1%	2.0%	
Did not remember	15	15			
	.8%	1.1%			
	100.0%	100.0%			
Did not listen to radio	801	426	30	9	336
	43.7%	30.9%	37.5%	30.0%	97.7%
	100.0%	53.2%	3.7%	1.1%	41.9%
Total	1831	1377	80	30	344
	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	75.2%	4.4%	1.6%	18.8%

[Count / Column % / Row %]

TABLE 4.4: TYPE OF TV SYSTEM USED –BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Aerial (Analogue)	235	105	130	7	31	16	62	64	44	11
	12.8%	12.5%	13.2%	8.8%	12.0%	13.7%	11.6%	12.6%	15.9%	18.3%
	100.0%	44.7%	55.3%	3.0%	13.2%	6.8%	26.4%	27.2%	18.7%	4.7%
Cable (not digital)	392	164	228	13	44	18	90	117	87	23
	21.4%	19.5%	23.1%	16.3%	17.1%	15.4%	16.9%	23.1%	31.5%	38.3%
	100.0%	41.8%	58.2%	3.3%	11.2%	4.6%	23.0%	29.8%	22.2%	5.9%
Satellite	115	68	47	7	21	7	53	19	6	2
	6.3%	8.1%	4.8%	8.8%	8.1%	6.0%	9.9%	3.7%	2.2%	3.3%
	100.0%	59.1%	40.9%	6.1%	18.3%	6.1%	46.1%	16.5%	5.2%	1.7%
Internet	9	7	2	1	3		2	3		
	.5%	.8%	.2%	1.3%	1.2%		.4%	.6%		
	100.0%	77.8%	22.2%	11.1%	33.3%		22.2%	33.3%		
Digital Aerial (Multiplus/Cable)	1066	489	577	52	158	76	321	301	136	22
	58.2%	58.0%	58.4%	65.0%	61.2%	65.0%	60.2%	59.4%	49.3%	36.7%
	100.0%	45.9%	54.1%	4.9%	14.8%	7.1%	30.1%	28.2%	12.8%	2.1%
Other	5	3	2				3	1		1
	.3%	.4%	.2%				.6%	.2%		1.7%
	100.0%	60.0%	40.0%				60.0%	20.0%		20.0%
No TV set	9	7	2		1		2	2	3	1
	.5%	.8%	.2%		.4%		.4%	.4%	1.1%	1.7%
	100.0%	77.8%	22.2%		11.1%		22.2%	22.2%	33.3%	11.1%
Total	1831	843	988	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

[Count / Column % / Row %]

TABLE 4.5: TYPE OF TV SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	235	54	34	54	50	23	20
	12.8%	14.4%	6.8%	18.8%	18.3%	9.7%	12.9%
	100.0%	23.0%	14.5%	23.0%	21.3%	9.8%	8.5%
Cable (not digital)	392	94	111	58	46	41	42
	21.4%	25.0%	22.1%	20.2%	16.8%	17.3%	27.1%
	100.0%	24.0%	28.3%	14.8%	11.7%	10.5%	10.7%
Satellite	115	26	27	18	14	21	9
	6.3%	6.9%	5.4%	6.3%	5.1%	8.9%	5.8%
	100.0%	22.6%	23.5%	15.7%	12.2%	18.3%	7.8%
Internet	9	2	3		1	1	2
	.5%	.5%	.6%		.4%	.4%	1.3%
	100.0%	22.2%	33.3%		11.1%	11.1%	22.2%
Digital Aerial (Multiplus/Cable)	1066	196	322	155	161	151	81
	58.2%	52.1%	64.0%	54.0%	59.0%	63.7%	52.3%
	100.0%	18.4%	30.2%	14.5%	15.1%	14.2%	7.6%
Other	5	2	3				
	.3%	.5%	.6%				
	100.0%	40.0%	60.0%				
No TV set	9	2	3	2	1		1
	.5%	.5%	.6%	.7%	.4%		.6%
	100.0%	22.2%	33.3%	22.2%	11.1%		11.1%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

[Count / Column % / Row %]

TABLE 4.6: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	AERIAL ANALOGUE	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS/ CABLE)	OTHER	DO NOT HAVE A TV SET
Not applicable [No TV Set]	9 .5% 100.0%							9 100.0% 100.0%
TVM	243 13.3% 100.0%	53 22.6% 21.8%	59 15.1% 24.3%	11 9.6% 4.5%		119 11.2% 49.0%	1 20.0% .4%	
One TV	161 8.8% 100.0%	22 9.4% 13.7%	49 12.5% 30.4%	6 5.2% 3.7%		84 7.9% 52.2%		
Net TV	72 3.9% 100.0%	10 4.3% 13.9%	16 4.1% 22.2%	4 3.5% 5.6%	1 11.1% 1.4%	41 3.8% 56.9%		
Smash TV	53 2.9% 100.0%	8 3.4% 15.1%	16 4.1% 30.2%	1 .9% 1.9%		28 2.6% 52.8%		
iTV	1 .1% 100.0%		1 .3% 100.0%					
Favourite TV	18 1.0% 100.0%	2 .9% 11.1%	5 1.3% 27.8%	1 .9% 5.6%		10 .9% 55.6%		
Rai 1	51 2.8% 100.0%	8 3.4% 15.7%	10 2.6% 19.6%	2 1.7% 3.9%		31 2.9% 60.8%		
Rai 2	17 .9% 100.0%	1 .4% 5.9%	3 .8% 17.6%	1 .9% 5.9%	1 11.1% 5.9%	11 1.0% 64.7%		
Rai 3	7 .4% 100.0%	1 .4% 14.3%	2 .5% 28.6%			4 4% 57.1%		
Rete 4	32 1.7% 100.0%	6 2.6% 18.8%	11 2.8% 34.4%			14 1.3% 43.8%	1 20.0% 3.1%	
Canale 5	78 4.3% 100.0%	10 4.3% 12.8%	16 4.1% 20.5%	2 1.7% 2.6%		49 4.6% 62.8%	1 20.0% 1.3%	
Italia 1	93 5.1% 100.0%	13 5.5% 14.0%	21 5.4% 22.6%	9 7.8% 9.7%	2 22.2% 2.2%	48 4.5% 51.6%		
Discovery Channel	53 2.9% 100.0%	2 .9% 3.8%	4 1.0% 7.5%	1 .9% 1.9%		46 4.3% 86.8%		
MTV	15 .8% 100.0%		2 .5% 13.3%	3 2.6% 20.0%		10 .9% 66.7%		
BBC Prime	19 1.0% 100.0%		2 .5% 10.5%	2 1.7% 10.5%	1 11.1% 5.3%	14 1.3% 73.7%		
BBC World	2 .1% 100.0%			1 .9% 50.0%		1 1% 50.0%		
Other TV Stations	228 12.5% 100.0%	1 .4% .4%	15 3.8% 6.6%	28 24.3% 12.3%	1 11.1% .4%	182 17.1% 79.8%	1 20.0% .4%	
No particular station	100 5.5% 100.0%	11 4.7% 11.0%	32 8.2% 32.0%	3 2.6% 3.0%		54 5.1% 54.0%		
Do not remember	23 1.3% 100.0%	6 2.6% 26.1%	3 .8% 13.0%	2 1.7% 8.7%		12 1.1% 52.2%		
Do not watch TV	554 30.3% 100.0%	81 34.5% 14.6%	124 31.6% 22.4%	38 33.0% 6.9%	3 33.3% .5%	307 28.8% 55.4%	1 20.0% .2%	
No response	2 .1% 100.0%		1 .3% 50.0%			1 1% 50.0%		
Total	1831 100.0% 100.0%	235 100.0% 12.8%	392 100.0% 21.4%	115 100.0% 6.3%	9 100.0% .5%	1066 100.0% 58.2%	5 100.0% .3%	9 100.0% .5%

[Count / Column % / Row %]

TABLE 5.1: TEleshopping [Yes/No] 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+
Not applicable [No TV Set]	9 .5%	7 .8%	2 .2%		1 .4%		2 .4%	2 .4%	3 1.1%	1 1.7%
Yes	100.0%	77.8%	22.2%		11.1%		22.2%	22.2%	33.3%	11.1%
	195 10.6%	52 6.2%	143 14.5%	7 8.8%	18 7.0%	6 5.1%	53 9.9%	63 12.4%	39 14.1%	9 15.0%
No	100.0%	26.7%	73.3%	3.6%	9.2%	3.1%	27.2%	32.3%	20.0%	4.6%
	1627 88.9%	784 93.0%	843 85.3%	73 91.3%	239 92.6%	111 94.9%	478 89.7%	442 87.2%	234 84.8%	50 83.3%
	100.0%	48.2%	51.8%	4.5%	14.7%	6.8%	29.4%	27.2%	14.4%	3.1%
Total	1831	843	988	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

TABLE 5.2: TEleshopping [Yes/No] BY DISTRICT [JUL-SEP 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV Set]	9 .5%	2 .5%	3 .6%	2 .7%	1 .4%		1 .6%
	100.0%	22.2%	33.3%	22.2%	11.1%		11.1%
Yes	195 10.6%	58 15.4%	60 11.9%	26 9.1%	25 9.2%	15 6.3%	11 7.1%
	100.0%	29.7%	30.8%	13.3%	12.8%	7.7%	5.6%
No	1627 88.9%	316 84.0%	440 87.5%	259 90.2%	247 90.5%	222 93.7%	143 92.3%
	100.0%	19.4%	27.0%	15.9%	15.2%	13.6%	8.8%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

TABLE 5.3: TEleshopping BY GENDER AND BY AGE GROUP – BY BROADCASTING STATION [JUL-SEP 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	9	7	2		1		2	2	3	1
[No TV Set]	.5%	.8%	.2%		.4%		.4%	.4%	1.1%	1.7%
	100.0%	77.8%	22.2%		11.1%		22.2%	22.2%	33.3%	11.1%
No	1627	784	843	73	239	111	478	442	234	50
	88.9%	93.0%	85.3%	91.3%	92.6%	94.9%	89.7%	87.2%	84.8%	83.3%
	100.0%	48.2%	51.8%	4.5%	14.7%	6.8%	29.4%	27.2%	14.4%	3.1%
TVM	20	4	16		1	2	5	5	5	2
	1.1%	.5%	1.6%		.4%	1.7%	.9%	1.0%	1.8%	3.3%
	100.0%	20.0%	80.0%		5.0%	10.0%	25.0%	25.0%	25.0%	10.0%
One TV	23	7	16	1	1		7	6	7	1
	1.3%	.8%	1.6%	1.3%	.4%		1.3%	1.2%	2.5%	1.7%
	100.0%	30.4%	69.6%	4.3%	4.3%		30.4%	26.1%	30.4%	4.3%
Net TV	11	4	7				1	7	3	
	.6%	.5%	.7%				.2%	1.4%	1.1%	
	100.0%	36.4%	63.6%				9.1%	63.6%	27.3%	
Smash TV	92	26	66	6	12	1	29	31	10	3
	5.0%	3.1%	6.7%	7.5%	4.7%	.9%	5.4%	6.1%	3.6%	5.0%
	100.0%	28.3%	71.7%	6.5%	13.0%	1.1%	31.5%	33.7%	10.9%	3.3%
Education 22	1		1						1	
	.1%		.1%						.4%	
	100.0%		100.0%						100.0%	
iTV	27	7	20		1	3	8	8	7	
	1.5%	.8%	2.0%		.4%	2.6%	1.5%	1.6%	2.5%	
	100.0%	25.9%	74.1%		3.7%	11.1%	29.6%	29.6%	25.9%	
Other	7		7		2		1	1	2	1
	.4%		.7%		.8%		.2%	.2%	.7%	1.7%
	100.0%		100.0%		28.6%		14.3%	14.3%	28.6%	14.3%
Do not know	14	4	10		1		2	5	4	2
	.8%	.5%	1.0%		.4%		.4%	1.0%	1.4%	3.3%
	100.0%	28.6%	71.4%		7.1%		14.3%	35.7%	28.6%	14.3%
Total	1831	843	988	80	258	117	533	507	276	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

[Count / Column % / Row %]

TABLE 5.4: TEleshopping by District – By Broadcasting Station [APR-JUN 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	9	2	3	2	1		1
[No TV Set]	.5%	.5%	.6%	.7%	.4%		.6%
	100.0%	22.2%	33.3%	22.2%	11.1%		11.1%
N0	1627	316	440	259	247	222	143
	88.9%	84.0%	87.5%	90.2%	90.5%	93.7%	92.3%
	100.0%	19.4%	27.0%	15.9%	15.2%	13.6%	8.8%
TVM	20	7	5	3	3	1	1
	1.1%	1.9%	1.0%	1.0%	1.1%	.4%	.6%
	100.0%	35.0%	25.0%	15.0%	15.0%	5.0%	5.0%
One TV	23	6	6	2	7	1	1
	1.3%	1.6%	1.2%	.7%	2.6%	.4%	.6%
	100.0%	26.1%	26.1%	8.7%	30.4%	4.3%	4.3%
Net TV	11	2	3	1	2	3	
	.6%	.5%	.6%	.3%	.7%	1.3%	
	100.0%	18.2%	27.3%	9.1%	18.2%	27.3%	
Smash TV	92	31	28	13	9	4	7
	5.0%	8.2%	5.6%	4.5%	3.3%	1.7%	4.5%
	100.0%	33.7%	30.4%	14.1%	9.8%	4.3%	7.6%
Education 22	1	1					
	.1%	.3%					
	100.0%	100.0%					
iTV	27	5	9	5	2	5	1
	1.5%	1.3%	1.8%	1.7%	.7%	2.1%	.6%
	100.0%	18.5%	33.3%	18.5%	7.4%	18.5%	3.7%
Other	7	3	4				
	.4%	.8%	.8%				
	100.0%	42.9%	57.1%				
Do not know	14	3	5	2	2	1	1
	.8%	.8%	1.0%	.7%	.7%	.4%	.6%
	100.0%	21.4%	35.7%	14.3%	14.3%	7.1%	7.1%
Total	1831	376	503	287	273	237	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

[Count / Column % / Row %]

TABLE 5.5: TELESHPPING BY BROADCASTING STATION BY GENDER; AGE GROUP AND DISTRICT

1%= 40 46 22 183 2 54 14 28 3633		Gender		Age group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
	TVM	20.0%	80.0%		5.0%	10.0%	25.0%	25.0%	25.0%	10.0%
	One TV	30.4%	69.6%	4.3%	4.3%		30.4%	26.1%	30.4%	4.3%
	Net TV	36.4%	63.6%				9.1%	63.6%	27.3%	
	Smash TV	28.3%	71.7%	6.5%	13.0%	1.1%	31.5%	33.7%	10.9%	3.3%
	Education 22		100.0%						100.0%	
	ITV	25.9%	74.1%		3.7%	11.1%	29.6%	29.6%	25.9%	
	Other	28.6%	71.4%		7.1%		14.3%	35.7%	28.6%	14.3%
	Do not know	20.0%	80.0%		5.0%	10.0%	25.0%	25.0%	25.0%	10.0%
	Total	46.0%	54.0%	4.4%	14.1%	6.4%	29.1%	27.7%	15.1%	3.3%

1%= 45 51 25 206 2 60 16 31 4103		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
	TVM	35.0%	25.0%	15.0%	15.0%	5.0%	5.0%
	One TV	26.1%	26.1%	8.7%	30.4%	4.3%	4.3%
	Net TV	18.2%	27.3%	9.1%	18.2%	27.3%	
	Smash TV	33.7%	30.4%	14.1%	9.8%	4.3%	7.6%
	Education 22	100.0%					
	ITV	18.5%	33.3%	18.5%	7.4%	18.5%	3.7%
	Other	42.9%	57.1%				
	Do not know	21.4%	35.7%	14.3%	14.3%	7.1%	7.1%
	Total	20.5%	27.5%	15.7%	14.9%	12.9%	8.5%

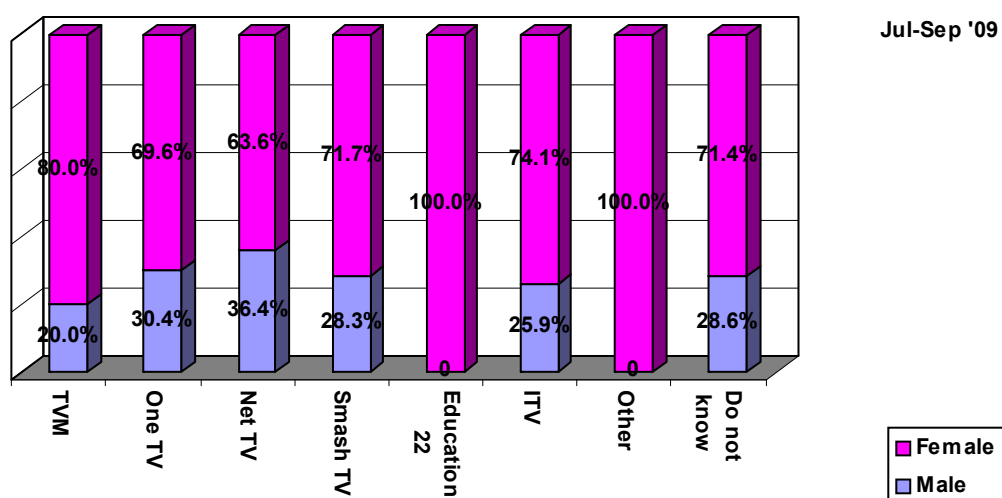


FIGURE 5.5.A: TELESHPPING BY BROADCASTING STATION BY GENDER

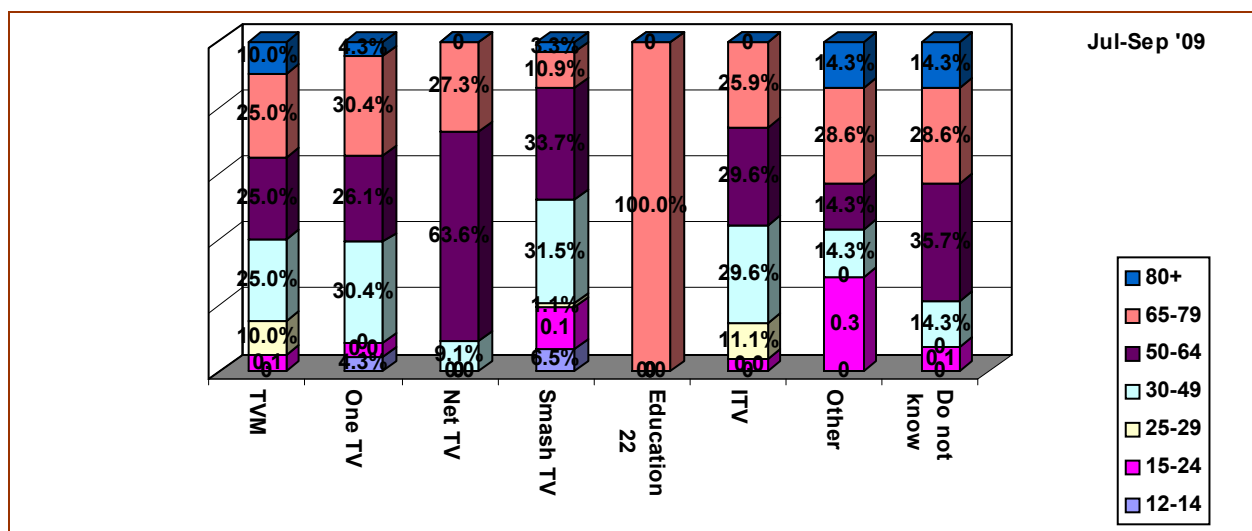


FIGURE 5.5.B: TELESHOPPING BY BROADCASTING STATION BY AGE GROUP

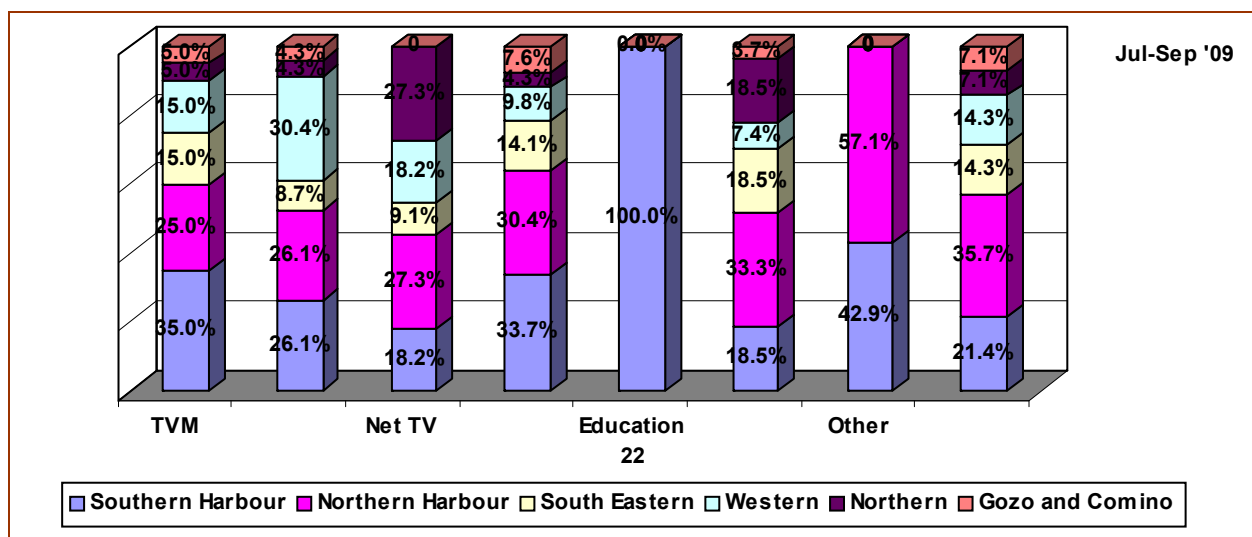


FIGURE 5.5.C: TELESHOPPING BY BROADCASTING STATION – BY DISTRICT]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	98.47	100.0
5:30	0.38	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	98.08	100.0
6:00	0.38	0.00	0.77	0.38	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	97.32	100.0
6:30	0.38	0.38	0.77	0.77	1.53	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	95.79	100.0
7:00	0.38	0.38	1.53	1.15	2.30	0.00	0.00	0.77	1.15	0.38	0.38	0.38	0.00	0.00	91.19	100.0
7:30	0.38	0.38	1.15	1.15	1.92	0.00	0.38	0.77	0.77	0.38	0.38	0.38	0.77	0.00	91.19	100.0
8:00	1.15	1.15	1.92	1.15	3.83	0.38	1.15	0.77	0.77	0.38	0.77	1.15	0.38	0.38	84.67	100.0
8:30	1.15	0.77	2.68	1.92	3.83	0.38	1.53	0.77	1.15	0.38	0.77	1.15	0.38	0.00	83.14	100.0
9:00	1.92	1.53	3.07	2.30	3.83	2.30	2.30	0.77	1.15	0.38	1.15	1.53	0.38	0.00	77.39	100.0
9:30	1.92	1.53	3.07	2.30	3.83	2.30	2.30	0.77	1.15	0.38	1.15	1.53	0.38	0.00	77.39	100.0
10:00	1.53	1.92	4.21	2.30	3.45	2.30	2.68	1.15	0.77	0.38	1.15	1.92	0.38	0.00	75.86	100.0
10:30	1.53	1.92	4.21	1.92	3.07	1.92	2.68	0.77	0.77	0.38	1.15	1.53	0.38	0.00	77.78	100.0
11:00	1.15	1.92	4.21	1.53	3.45	1.53	2.30	0.77	0.77	0.38	1.15	1.92	0.38	0.00	78.54	100.0
11:30	1.15	2.30	4.21	1.53	3.45	1.53	2.30	0.38	0.77	0.38	1.15	1.53	0.38	0.00	78.93	100.0
NOON	0.38	1.53	3.45	2.30	1.92	1.15	1.53	0.38	1.15	0.38	0.38	1.53	0.38	0.00	83.52	100.0
0:30	0.38	1.53	1.92	1.53	1.92	1.15	1.53	0.38	1.15	0.38	0.38	1.15	0.38	0.00	86.21	100.0
1:00	0.00	1.15	1.15	1.15	1.92	0.77	1.53	0.77	0.38	0.38	0.00	1.53	0.00	0.00	89.27	100.0
1:30	0.00	1.15	1.15	1.15	1.92	0.77	1.53	0.77	0.38	0.38	0.00	1.15	0.00	0.00	89.66	100.0
2:00	0.00	0.00	1.15	0.77	1.53	1.15	1.53	1.53	0.38	0.38	0.38	0.77	0.00	0.00	90.42	100.0
2:30	0.00	0.00	1.15	0.77	2.30	1.15	1.53	1.53	0.38	0.38	0.00	0.77	0.38	0.00	89.66	100.0
3:00	0.00	0.00	0.77	0.38	1.15	1.15	0.77	0.77	0.77	0.38	0.00	0.77	0.38	0.38	92.34	100.0
3:30	0.00	0.00	0.77	0.38	1.15	1.15	0.77	0.77	0.38	0.38	0.00	0.77	0.38	0.38	92.72	100.0
4:00	0.00	0.38	0.38	0.38	0.77	1.15	1.15	0.00	0.38	0.38	0.38	0.00	0.38	0.38	93.87	100.0
4:30	0.00	0.38	0.38	0.38	1.15	1.15	1.15	0.00	0.38	0.38	0.38	0.00	0.77	0.00	93.49	100.0
5:00	0.00	0.77	1.53	0.00	1.15	0.77	1.15	0.00	0.38	0.38	0.38	0.00	0.77	0.00	92.72	100.0
5:30	0.00	0.77	1.92	0.00	0.77	0.77	1.15	0.00	0.38	0.38	0.38	0.00	0.77	0.00	92.72	100.0
6:00	0.00	0.77	1.15	0.38	1.53	0.77	1.92	0.00	1.53	0.38	0.77	0.00	0.77	0.00	90.04	100.0
6:30	0.00	0.77	1.15	0.00	0.38	0.77	1.92	0.00	1.53	0.38	0.38	0.38	0.77	0.00	91.57	100.0
7:00	0.00	0.00	0.77	0.00	0.77	0.38	1.15	0.00	0.38	0.38	0.38	0.00	0.77	0.00	95.02	100.0
7:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.77	0.00	97.70	100.0
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	98.85	100.0
8:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	98.47	100.0
9:00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	98.47	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	99.23	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.38	0.00	0.00	98.47	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	98.85	100.0
11:00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	98.08	100.0
11:30	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	98.85	100.0

Average	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	92.82	
maximum	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	100.0	
std. dev.	0.55	0.68	1.29	0.78	1.32	0.71	0.87	0.44	0.45	0.19	0.37	0.64	0.29	0.11	7.48	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
4:30	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
5:00	0.00	0.38	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.08	100.0
5:30	0.38	0.38	1.53	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	96.55	100.0
6:00	0.00	0.77	2.30	0.00	0.38	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	95.02	100.0
6:30	0.00	0.77	3.83	0.00	0.77	1.15	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	92.34	100.0
7:00	1.15	0.77	4.21	0.38	0.77	1.92	0.00	0.00	1.15	0.00	0.77	0.77	0.38	0.00	87.74	100.0
7:30	1.15	1.15	3.83	0.38	1.92	1.92	0.00	0.00	0.77	0.00	0.77	1.53	0.38	0.00	86.21	100.0
8:00	0.77	1.15	3.45	0.77	2.30	1.92	0.00	0.00	0.38	0.77	0.77	1.15	0.77	0.38	85.44	100.0
8:30	0.77	0.77	3.83	0.77	1.92	1.53	0.00	0.00	0.38	0.00	1.53	1.15	0.77	0.38	86.21	100.0
9:00	3.07	0.77	3.07	1.15	3.45	3.07	0.38	0.77	0.00	0.00	1.15	1.15	1.15	0.38	80.46	100.0
9:30	3.07	0.77	3.07	0.77	3.45	2.68	0.38	0.77	0.00	0.00	1.15	1.15	1.15	0.38	81.23	100.0
10:00	2.68	0.77	3.45	0.77	3.07	3.45	0.38	0.38	0.77	0.00	1.15	1.15	0.77	0.00	81.23	100.0
10:30	2.68	0.77	3.45	0.77	2.68	3.07	0.38	0.38	0.77	0.00	1.15	1.53	0.77	0.00	81.61	100.0
11:00	2.68	0.77	3.83	0.77	3.07	3.07	0.38	0.38	0.77	0.00	1.15	1.15	0.77	0.00	81.23	100.0
11:30	3.07	0.77	4.21	0.77	3.07	3.07	0.38	0.38	0.77	0.00	1.15	1.15	0.77	0.00	80.46	100.0
NOON	1.53	0.00	4.60	0.77	2.30	2.30	0.38	0.38	0.38	0.00	1.53	1.15	0.77	0.38	83.52	100.0
0:30	1.15	0.00	3.83	0.38	2.30	2.30	0.38	0.38	0.38	0.00	1.53	0.77	0.77	0.38	85.44	100.0
1:00	0.77	0.38	2.68	0.77	1.92	0.77	0.00	0.38	0.38	0.00	1.15	0.38	0.77	0.77	88.89	100.0
1:30	1.15	0.00	1.92	0.77	1.92	0.77	0.00	0.38	0.38	0.00	1.15	0.38	0.77	0.77	89.66	100.0
2:00	0.77	0.00	1.92	0.38	2.30	0.38	0.38	0.38	0.38	0.77	1.15	0.00	0.77	0.38	90.04	100.0
2:30	0.38	0.00	1.92	0.38	1.92	0.38	0.38	0.38	0.38	0.00	1.15	0.00	0.77	0.38	91.57	100.0
3:00	0.00	0.38	1.92	0.38	1.53	0.38	0.77	0.38	0.77	0.00	1.15	0.00	0.77	0.38	91.19	100.0
3:30	0.00	0.77	2.30	0.38	1.53	0.38	0.77	0.38	0.77	0.00	1.15	0.00	0.77	0.38	90.42	100.0
4:00	0.00	0.38	1.53	0.77	0.38	0.38	1.53	0.38	0.00	0.00	0.77	0.00	0.38	0.38	93.10	100.0
4:30	0.00	0.38	1.53	0.77	0.38	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.38	0.38	93.87	100.0
5:00	0.00	0.38	1.53	0.77	1.15	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.38	0.38	93.49	100.0
5:30	0.38	0.38	2.30	0.77	0.38	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.38	0.38	93.10	100.0
6:00	0.38	0.77	0.77	1.15	0.38	0.38	0.38	0.00	0.77	0.00	0.00	0.00	0.38	0.00	94.64	100.0
6:30	0.00	1.15	0.38	0.38	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	96.17	100.0
7:00	0.38	0.38	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	97.70	100.0
7:30	0.38	0.38	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	97.32	100.0
8:00	0.38	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.70	100.0
8:30	0.38	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.08	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.85	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	98.47	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	98.47	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0

Average	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	93.16
maximum	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	100.0
std. dev.	0.95	0.37	1.55	0.38	1.16	1.02	0.34	0.22	0.32	0.16	0.57	0.51	0.35	0.22	6.62

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100.0
3:00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100.0
3:30	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100.0
4:00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100.0
4:30	0.00	0.00	0.71	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.93	100.0
5:00	0.00	0.00	1.07	0.00	0.36	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	98.21	100.0
5:30	0.00	0.00	1.43	0.00	0.36	0.36	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	97.14	100.0
6:00	0.00	0.00	0.71	0.00	1.07	1.07	1.07	0.36	0.00	0.00	0.00	0.36	0.36	0.00	95.00	100.0
6:30	0.71	0.36	1.79	0.36	1.43	1.07	0.71	0.36	0.00	0.00	0.00	1.07	0.00	0.00	92.14	100.0
7:00	1.07	1.79	2.50	0.71	4.64	1.07	2.14	0.36	0.00	0.00	0.71	0.36	0.00	0.00	84.64	100.0
7:30	1.07	1.07	1.79	0.71	3.93	1.43	2.50	0.36	0.00	0.36	0.71	0.36	0.00	0.00	85.71	100.0
8:00	1.79	1.43	2.50	0.36	5.71	1.43	2.14	0.71	0.36	0.36	0.36	0.00	0.71	0.00	82.14	100.0
8:30	1.43	1.43	2.86	0.36	3.57	1.79	2.50	0.71	0.36	0.36	0.36	0.36	0.36	0.00	83.57	100.0
9:00	1.43	1.07	2.86	0.36	4.64	2.50	2.50	0.71	0.71	0.36	0.36	0.36	0.71	0.36	81.07	100.0
9:30	1.79	1.07	2.86	0.36	4.64	2.14	2.50	0.71	0.71	0.36	0.36	0.36	0.71	0.00	81.43	100.0
10:00	1.79	1.07	2.86	0.00	6.43	2.86	2.14	0.71	0.71	0.36	0.71	0.36	0.71	0.36	78.93	100.0
10:30	2.14	1.07	2.86	0.00	5.36	2.86	2.14	0.71	0.71	0.36	1.07	0.36	0.71	0.36	79.29	100.0
11:00	1.79	1.07	2.86	0.00	5.00	2.50	1.79	0.36	0.71	0.00	0.36	0.36	0.71	0.36	82.14	100.0
11:30	1.79	1.07	3.93	0.00	4.64	2.50	1.79	0.36	0.71	0.00	0.36	0.36	0.71	0.36	81.43	100.0
NOON	1.07	0.71	1.43	0.00	2.86	0.71	1.43	0.36	0.36	0.00	0.36	0.00	0.00	0.00	90.71	100.0
0:30	1.07	0.71	1.43	0.00	2.86	0.71	1.07	0.36	0.36	0.00	0.36	0.00	0.00	0.00	91.07	100.0
1:00	0.71	0.71	1.07	0.00	3.21	0.36	0.71	0.36	0.36	0.00	0.36	0.00	0.00	0.00	92.14	100.0
1:30	0.71	0.71	0.36	0.00	3.21	0.36	0.71	0.36	0.00	0.00	0.36	0.00	0.00	0.00	93.21	100.0
2:00	1.07	0.71	0.71	0.36	3.93	0.71	0.71	0.00	0.36	0.00	0.36	0.00	0.00	0.00	91.07	100.0
2:30	1.07	0.71	0.71	0.36	3.57	0.71	0.71	0.00	0.36	0.00	0.36	0.00	0.00	0.00	91.43	100.0
3:00	0.71	0.71	0.71	0.36	3.21	0.71	0.71	0.00	0.36	0.00	0.36	0.00	0.00	0.00	92.14	100.0
3:30	0.71	1.07	0.71	0.36	3.21	0.71	1.07	0.00	0.36	0.00	0.36	0.00	0.00	0.00	91.43	100.0
4:00	0.71	1.43	1.07	0.36	2.14	1.07	1.43	0.00	0.36	0.00	0.36	0.00	0.00	0.00	91.07	100.0
4:30	0.36	1.07	1.07	0.36	2.14	1.07	1.43	0.00	0.36	0.00	0.36	0.00	0.00	0.00	91.79	100.0
5:00	0.36	1.07	1.43	0.71	1.43	0.71	1.43	0.00	0.00	0.00	0.36	0.00	0.00	0.00	92.50	100.0
5:30	0.36	0.71	1.79	0.71	1.79	0.71	1.07	0.00	0.00	0.00	0.36	0.00	0.36	0.00	92.14	100.0
6:00	0.00	0.00	1.43	0.71	1.43	0.36	0.36	0.00	0.36	0.00	0.00	0.36	0.36	0.00	94.64	100.0
6:30	0.00	0.00	1.07	0.00	1.07	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.14	100.0
7:00	0.36	0.36	0.36	0.00	1.07	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.36	96.79	100.0
7:30	0.36	0.36	0.36	0.00	0.36	0.36	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.36	97.14	100.0
8:00	0.36	0.00	0.00	0.00	0.36	0.36	0.71	0.00	0.36	0.00	0.00	0.36	0.00	0.00	97.50	100.0
8:30	0.00	0.00	0.00	0.00	0.36	0.36	0.71	0.00	0.00	0.00	0.36	0.00	0.00	0.00	98.21	100.0
9:00	0.00	0.00	0.36	0.00	0.36	0.36	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.21	100.0
9:30	0.00	0.00	0.36	0.00	0.36	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.93	100.0
10:00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100.0
10:30	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100.0
11:00	0.00	0.00	0.36	0.00	0.00	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.93	100.0
11:30	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100.0

average	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	93.25
maximum	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	100.0
std. dev.	0.66	0.54	1.02	0.24	1.94	0.83	0.82	0.26	0.26	0.13	0.25	0.21	0.26	0.13	6.66

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.77	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.46	100.0
5:30	0.00	0.00	1.16	0.00	0.39	0.39	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	97.30	100.0
6:00	0.00	0.00	1.54	0.00	0.39	0.77	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	96.53	100.0
6:30	0.00	0.39	1.93	0.39	0.39	1.16	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.37	100.0
7:00	0.39	0.39	3.09	0.39	1.54	1.16	0.39	0.39	0.77	0.00	0.00	0.77	0.00	0.00	90.73	100.0
7:30	0.77	0.77	1.93	0.39	2.70	0.77	0.00	0.39	0.77	0.39	0.00	0.00	0.00	0.00	91.12	100.0
8:00	1.16	0.00	1.93	0.39	5.02	1.16	0.77	0.77	0.77	0.77	1.16	0.39	1.16	0.00	84.56	100.0
8:30	0.39	0.39	2.32	0.77	5.02	2.70	0.77	0.77	0.77	0.77	1.16	0.00	1.16	0.00	83.01	100.0
9:00	1.54	0.39	3.09	1.16	5.79	5.02	1.16	0.77	1.16	0.77	1.93	1.54	1.54	0.00	74.13	100.0
9:30	1.54	0.39	3.09	1.16	5.79	4.25	1.16	0.77	1.16	0.77	1.16	1.54	1.54	0.00	75.68	100.0
10:00	1.54	0.39	2.70	0.77	5.41	4.25	1.16	0.77	1.16	0.77	1.54	1.16	1.16	0.00	77.22	100.0
10:30	1.54	0.39	2.70	0.77	3.86	3.47	1.16	0.77	1.16	0.77	1.54	1.16	1.16	0.00	79.54	100.0
11:00	1.54	0.77	3.09	0.77	3.47	3.47	1.54	0.77	1.16	0.39	1.16	1.16	1.16	0.00	79.54	100.0
11:30	1.93	0.39	3.86	0.77	3.09	3.09	1.16	0.77	1.16	0.39	1.16	1.54	1.16	0.00	79.54	100.0
NOON	1.16	0.39	2.32	0.00	3.86	0.39	0.77	0.39	0.39	0.39	0.39	0.77	0.00	0.00	88.80	100.0
0:30	1.16	0.39	2.32	0.00	3.47	0.39	0.77	0.00	0.39	0.39	0.39	0.77	0.00	0.00	89.58	100.0
1:00	0.00	0.00	2.32	0.00	2.70	0.39	0.39	0.39	0.39	0.39	0.39	0.77	0.00	0.00	91.89	100.0
1:30	0.00	0.00	1.54	0.00	3.09	0.39	0.39	0.39	0.39	0.00	0.39	0.77	0.00	0.00	92.66	100.0
2:00	0.39	0.00	1.16	0.00	1.93	0.39	0.39	0.39	0.39	0.00	0.39	0.39	0.00	0.00	94.21	100.0
2:30	0.39	0.00	1.54	0.00	1.54	0.39	0.77	0.39	0.39	0.00	0.39	0.39	0.00	0.00	93.82	100.0
3:00	0.39	0.39	1.54	0.00	1.16	0.39	0.00	0.00	1.16	0.00	0.77	0.39	0.00	0.00	93.82	100.0
3:30	0.39	0.39	1.93	0.00	1.16	0.39	0.00	0.00	0.77	0.00	0.39	0.39	0.00	0.00	94.21	100.0
4:00	0.39	0.00	1.93	0.00	0.39	0.77	0.39	0.39	0.39	0.00	0.39	0.39	0.39	0.00	94.21	100.0
4:30	0.39	0.39	2.32	0.00	0.39	0.77	0.39	0.39	0.39	0.00	0.39	0.39	0.39	0.00	93.44	100.0
5:00	0.39	0.00	1.16	0.39	1.93	0.39	0.39	0.39	0.39	0.39	0.77	0.39	0.39	0.00	92.66	100.0
5:30	0.39	0.00	1.54	0.39	1.54	0.39	0.39	0.39	0.39	0.00	0.77	0.39	0.77	0.00	92.66	100.0
6:00	1.16	0.00	1.54	0.00	0.77	0.77	0.39	0.00	0.77	0.00	0.77	0.39	0.77	0.00	92.66	100.0
6:30	0.77	0.00	1.16	0.00	0.77	0.77	0.00	0.00	0.77	0.00	0.77	0.39	0.77	0.00	93.82	100.0
7:00	0.39	0.39	0.77	0.00	0.77	0.39	0.00	0.00	0.77	0.00	0.00	0.39	0.77	0.00	95.37	100.0
7:30	0.00	0.00	0.77	0.00	0.39	0.39	0.00	0.39	0.77	0.00	0.00	0.39	0.77	0.00	96.14	100.0
8:00	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.77	0.00	97.30	100.0
8:30	0.00	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	97.68	100.0
9:00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	98.07	100.0
9:30	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	98.07	100.0
10:00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.84	100.0
10:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.84	100.0
11:00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	99.23	100.0
11:30	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0

average	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	93.33
maximum	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	100.0
std.dev.	0.57	0.22	1.08	0.33	1.79	1.30	0.42	0.30	0.40	0.27	0.52	0.46	0.49	0.00	7.25

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	98.45	100.0
5:30	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.39	98.06	100.0
6:00	0.39	0.00	0.78	0.00	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.78	0.00	0.39	96.51	100.0
6:30	0.78	0.39	0.78	0.00	1.94	0.00	0.78	0.00	0.00	0.00	0.00	0.39	0.00	0.39	94.57	100.0
7:00	0.78	0.39	1.94	0.78	2.33	0.00	1.16	0.39	0.78	0.00	0.39	0.39	0.39	0.39	89.92	100.0
7:30	0.39	0.39	1.94	1.16	1.16	0.00	1.16	0.39	0.78	0.00	1.16	0.39	0.39	0.39	90.31	100.0
8:00	1.94	1.55	1.94	1.55	1.94	0.78	0.78	0.78	0.39	0.00	0.78	0.39	0.39	0.00	86.82	100.0
8:30	1.94	0.78	1.94	1.55	3.10	1.16	0.78	1.16	0.78	0.00	0.39	0.00	0.39	0.00	86.05	100.0
9:00	3.49	0.78	3.10	0.78	3.88	1.55	1.16	0.78	1.16	0.39	0.39	0.39	0.78	0.00	81.40	100.0
9:30	3.10	0.78	3.10	0.78	3.10	1.94	1.16	0.78	1.16	0.39	0.39	0.00	0.78	0.00	82.56	100.0
10:00	3.88	0.78	3.49	0.78	3.88	1.55	1.94	1.16	1.16	0.39	0.78	0.00	0.78	0.00	79.46	100.0
10:30	3.49	0.78	3.49	0.78	3.49	1.94	1.94	0.78	1.16	0.39	0.78	0.00	0.78	0.00	80.23	100.0
11:00	3.49	0.78	3.10	0.78	2.71	1.55	1.94	0.78	1.16	0.39	0.78	0.00	0.78	0.00	81.78	100.0
11:30	3.49	0.78	3.88	0.78	2.71	1.55	1.94	0.78	1.16	0.39	0.78	0.00	0.78	0.00	81.01	100.0
NOON	1.16	0.39	2.71	0.78	1.55	0.78	0.39	0.78	0.78	0.39	0.39	0.00	0.78	0.00	89.15	100.0
0:30	1.16	0.39	2.71	0.78	1.16	0.78	0.39	0.78	0.78	0.39	0.39	0.00	0.78	0.00	89.53	100.0
1:00	1.16	0.39	2.33	0.78	1.94	0.78	0.39	0.39	0.00	0.39	0.00	0.00	0.39	0.00	91.09	100.0
1:30	1.55	0.00	1.94	0.78	1.16	1.16	0.39	0.39	0.00	0.39	0.00	0.00	0.39	0.00	91.86	100.0
2:00	0.39	0.39	1.94	0.00	1.55	0.78	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.39	93.41	100.0
2:30	0.39	0.00	1.94	0.00	1.94	0.78	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.39	93.41	100.0
3:00	0.39	0.00	2.33	0.78	1.16	0.78	0.39	0.00	0.39	0.39	0.00	0.00	0.00	0.39	93.02	100.0
3:30	0.00	0.00	2.33	0.78	1.16	0.78	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.39	93.80	100.0
4:00	0.39	0.00	1.55	1.16	1.94	0.78	0.78	0.00	0.39	0.39	0.00	0.39	0.39	0.00	91.86	100.0
4:30	0.39	0.00	1.55	1.16	1.55	0.78	0.78	0.00	0.39	0.39	0.00	0.00	0.39	0.00	92.64	100.0
5:00	0.39	0.39	1.94	1.55	2.33	0.78	0.78	0.00	0.39	0.78	0.39	0.00	0.39	0.00	89.92	100.0
5:30	0.39	0.00	1.94	1.55	1.94	0.78	0.78	0.00	0.39	0.78	0.00	0.00	0.39	0.00	91.09	100.0
6:00	0.39	0.39	1.55	0.78	1.55	0.78	0.78	0.00	0.39	0.39	0.00	0.00	0.39	0.00	92.64	100.0
6:30	0.39	0.00	1.55	0.78	1.55	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.39	0.00	94.19	100.0
7:00	0.00	0.00	0.78	1.16	0.78	0.39	1.16	0.00	0.78	0.00	0.00	0.00	0.39	0.00	94.57	100.0
7:30	0.00	0.00	0.39	0.78	0.78	0.00	0.78	0.00	0.39	0.00	0.00	0.00	0.39	0.00	96.51	100.0
8:00	0.00	0.00	1.16	0.78	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	96.90	100.0
8:30	0.00	0.00	0.78	0.78	0.78	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	96.51	100.0
9:00	0.00	0.00	0.39	0.39	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	98.06	100.0
9:30	0.00	0.00	0.00	0.39	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.39	0.00	98.06	100.0
10:00	0.00	0.00	0.00	0.39	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.45	100.0
10:30	0.00	0.00	0.00	0.39	0.39	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.45	100.0
11:00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100.0
11:30	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.22	100.0

average	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	93.54
maximum	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	100.0
std. dev.	1.15	0.35	1.20	0.50	1.12	0.60	0.55	0.36	0.42	0.23	0.30	0.20	0.29	0.16	6.15

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	99.23	100.0
6:00	0.39	0.00	1.16	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	97.68	100.0
6:30	0.77	0.00	1.54	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	96.14	100.0
7:00	1.16	0.00	3.09	0.00	0.39	1.16	1.16	0.39	0.00	0.00	0.00	0.39	0.39	0.00	91.89	100.0
7:30	0.77	0.00	1.93	0.00	0.77	1.16	0.77	0.39	0.77	0.00	0.00	0.77	0.39	0.00	92.28	100.0
8:00	1.16	0.39	2.32	0.77	1.54	1.93	1.16	0.39	0.77	0.00	0.39	0.39	0.77	0.00	88.03	100.0
8:30	0.39	0.39	2.70	1.16	1.93	1.93	1.16	0.39	0.00	0.00	0.39	0.77	0.77	0.00	88.03	100.0
9:00	2.32	0.39	5.02	0.77	4.25	2.70	1.16	1.93	0.00	0.00	1.16	0.77	0.77	0.00	78.76	100.0
9:30	1.54	0.39	5.02	0.39	3.86	2.70	1.16	1.93	0.00	0.00	1.54	0.77	0.77	0.00	79.92	100.0
10:00	1.93	0.77	4.63	0.39	3.47	2.32	1.16	1.54	0.00	0.00	1.16	0.39	0.77	0.00	81.47	100.0
10:30	1.93	0.77	4.63	0.39	2.70	2.32	0.77	1.54	0.00	0.00	0.77	0.39	0.77	0.00	83.01	100.0
11:00	1.54	1.54	5.02	0.00	2.32	2.32	0.39	1.93	0.00	0.00	0.39	0.39	1.16	0.00	83.01	100.0
11:30	1.54	1.16	5.41	0.00	2.32	2.32	0.39	1.54	0.00	0.00	0.39	0.39	0.77	0.00	83.78	100.0
NOON	1.54	1.16	4.25	0.00	1.54	0.77	0.00	0.39	0.39	0.00	0.39	0.39	0.39	0.00	88.80	100.0
0:30	1.16	0.77	3.47	0.00	1.16	0.77	0.00	0.39	0.39	0.00	0.39	0.39	0.39	0.00	90.73	100.0
1:00	1.16	0.77	2.32	0.00	0.77	0.77	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	92.66	100.0
1:30	1.16	0.77	2.32	0.00	0.39	0.77	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.00	93.44	100.0
2:00	0.39	1.16	2.32	0.00	1.16	0.77	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	93.44	100.0
2:30	0.39	1.16	2.32	0.00	1.16	0.77	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	93.44	100.0
3:00	0.39	0.77	2.32	0.00	1.16	0.39	0.00	0.39	0.00	0.00	0.39	0.39	0.00	0.00	93.82	100.0
3:30	0.39	0.77	2.32	0.00	1.54	0.39	0.00	0.39	0.00	0.00	0.39	0.39	0.00	0.00	93.44	100.0
4:00	1.16	0.77	1.54	0.00	0.39	1.16	0.00	0.39	0.00	0.00	0.39	0.39	0.39	0.00	93.44	100.0
4:30	1.54	0.77	1.54	0.00	0.39	1.16	0.00	0.39	0.00	0.00	0.00	0.39	0.39	0.00	93.44	100.0
5:00	1.16	0.39	0.77	0.00	0.39	1.16	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	95.37	100.0
5:30	1.16	0.39	1.16	0.00	0.39	1.16	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	94.98	100.0
6:00	0.39	0.00	0.77	0.39	0.00	0.39	0.39	0.00	1.16	0.00	0.00	0.39	0.39	0.39	95.37	100.0
6:30	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.39	0.39	0.39	97.30	100.0
7:00	0.00	0.39	0.00	0.00	1.54	0.39	0.39	0.00	0.00	0.00	0.39	0.39	0.39	0.00	96.14	100.0
7:30	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	98.07	100.0
8:00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
8:30	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
9:00	0.39	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.0
9:30	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
10:00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
10:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:00	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.0
11:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0

Average	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	94.60	
maximum	2.32	1.54	5.41	1.16	4.25	2.70	1.16	1.93	1.16	0.00	1.54	0.77	1.16	0.39	100.0	
std. dev.	0.68	0.44	1.68	0.25	1.10	0.83	0.40	0.58	0.24	0.00	0.35	0.25	0.31	0.08	6.07	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
2:30	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	99.62	100.0
5:30	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.85	100.0
6:00	0.38	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	98.08	100.0
6:30	0.38	0.00	0.77	0.00	0.77	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.38	0.00	96.55	100.0
7:00	0.38	0.00	1.15	0.00	1.53	0.38	0.38	0.38	1.53	0.38	0.00	0.00	0.38	0.00	93.49	100.0
7:30	0.77	0.38	1.53	0.00	0.77	0.38	0.00	0.38	1.53	0.38	0.00	0.38	0.38	0.38	92.72	100.0
8:00	0.77	0.77	1.53	0.38	1.92	0.77	0.38	0.38	1.15	0.38	0.77	0.00	1.15	0.00	89.66	100.0
8:30	1.15	1.15	1.53	0.38	1.92	0.77	0.38	0.38	1.15	0.38	0.77	0.00	1.15	0.00	88.89	100.0
9:00	0.38	1.15	2.30	0.00	3.83	1.15	1.53	0.77	1.53	0.00	1.15	0.38	1.53	0.38	83.91	100.0
9:30	0.38	0.77	2.30	0.38	4.21	1.15	1.15	0.77	1.53	0.00	1.15	0.38	1.53	0.00	84.29	100.0
10:00	0.38	1.15	3.45	0.77	3.07	0.77	1.53	0.38	0.38	0.00	1.53	0.38	1.53	0.00	84.67	100.0
10:30	0.38	1.15	3.83	0.77	3.07	0.77	1.53	0.38	0.38	0.00	0.77	0.77	1.53	0.00	84.67	100.0
11:00	0.38	1.15	3.45	0.77	1.92	1.15	1.15	0.38	0.38	0.00	0.77	0.38	1.15	0.00	86.97	100.0
11:30	0.38	1.15	3.45	0.77	1.92	1.53	0.77	0.38	0.38	0.00	0.77	0.38	1.15	0.00	86.97	100.0
NOON	0.38	0.38	0.77	0.00	1.15	0.77	0.38	0.00	0.00	0.38	0.38	0.00	0.38	0.00	95.02	100.0
0:30	0.38	0.38	0.38	0.00	1.15	0.77	0.38	0.00	0.00	0.38	0.38	0.00	0.38	0.00	95.40	100.0
1:00	0.38	0.38	0.38	0.00	1.15	0.38	0.77	0.00	0.00	0.00	0.38	0.00	0.38	0.00	95.79	100.0
1:30	0.38	0.77	0.38	0.00	1.53	0.38	0.77	0.00	0.00	0.00	0.38	0.00	0.38	0.00	95.02	100.0
2:00	0.00	0.38	0.38	0.00	1.53	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.77	0.00	95.79	100.0
2:30	0.00	0.38	0.38	0.00	1.15	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.77	0.00	96.17	100.0
3:00	0.00	0.38	0.38	0.00	1.15	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	96.93	100.0
3:30	0.00	0.38	0.38	0.00	0.77	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	97.32	100.0
4:00	0.00	1.15	0.38	0.00	0.77	0.77	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	95.40	100.0
4:30	0.00	0.77	0.38	0.00	0.77	0.77	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	95.79	100.0
5:00	0.00	0.77	0.38	0.00	0.77	0.77	0.38	0.38	0.38	0.00	0.38	0.00	0.38	0.00	95.40	100.0
5:30	0.00	0.77	0.77	0.00	0.77	1.15	0.38	0.38	0.38	0.00	0.38	0.00	0.38	0.00	94.64	100.0
6:00	0.77	0.77	0.00	0.38	0.77	1.92	0.38	0.00	0.77	0.00	0.77	0.77	0.38	0.00	92.34	100.0
6:30	0.77	0.77	0.00	0.38	0.77	1.92	0.38	0.00	0.77	0.00	0.38	0.38	0.38	0.00	93.10	100.0
7:00	0.38	0.77	0.00	0.38	0.38	1.53	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	95.02	100.0
7:30	0.38	1.15	0.00	0.38	1.15	1.53	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	93.87	100.0
8:00	0.00	0.00	0.00	0.38	0.38	0.77	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.32	100.0
8:30	0.00	0.00	0.00	0.38	0.38	0.77	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.00	97.32	100.0
9:00	0.00	0.00	0.00	0.00	0.38	1.15	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.70	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.0
10:00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100.0
10:30	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0

average	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	95.43
maximum	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	100.0
std.dev.	0.28	0.45	1.05	0.24	1.02	0.58	0.41	0.21	0.47	0.14	0.37	0.20	0.47	0.08	4.78

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	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 RADIO STATIONS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100.0
2:30	0.05	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.84	100.0
3:00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100.0
3:30	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100.0
4:00	0.00	0.05	0.16	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.73	100.0
4:30	0.00	0.05	0.16	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.73	100.0
5:00	0.05	0.05	0.38	0.00	0.22	0.05	0.11	0.05	0.05	0.00	0.05	0.11	0.05	0.05	98.75	100.0
5:30	0.16	0.05	0.76	0.05	0.16	0.22	0.22	0.05	0.05	0.05	0.05	0.11	0.11	0.05	97.88	100.0
6:00	0.22	0.11	1.14	0.05	0.38	0.49	0.44	0.05	0.05	0.05	0.00	0.22	0.16	0.05	96.57	100.0
6:30	0.44	0.33	1.63	0.22	0.98	0.60	0.38	0.11	0.11	0.11	0.00	0.27	0.11	0.05	94.67	100.0
7:00	0.76	0.54	2.50	0.49	1.96	0.82	0.76	0.38	0.76	0.11	0.33	0.44	0.22	0.05	89.89	100.0
7:30	0.76	0.60	2.01	0.54	1.90	0.82	0.71	0.38	0.76	0.22	0.44	0.54	0.33	0.11	89.89	100.0
8:00	1.25	0.92	2.23	0.76	3.21	1.20	0.92	0.54	0.65	0.38	0.71	0.49	0.76	0.11	85.86	100.0
8:30	1.03	0.82	2.56	0.98	3.05	1.47	1.03	0.60	0.65	0.27	0.76	0.49	0.71	0.05	85.54	100.0
9:00	2.01	0.87	3.21	0.92	4.24	2.61	1.47	0.92	0.82	0.27	1.03	0.87	0.98	0.16	79.61	100.0
9:30	1.90	0.82	3.21	0.87	4.13	2.45	1.41	0.92	0.82	0.27	0.98	0.82	0.98	0.05	80.37	100.0
10:00	1.96	0.98	3.53	0.82	4.13	2.50	1.58	0.87	0.71	0.27	1.14	0.76	0.87	0.05	79.83	100.0
10:30	1.96	0.98	3.59	0.76	3.48	2.34	1.52	0.76	0.71	0.27	1.03	0.82	0.87	0.05	80.86	100.0
11:00	1.79	1.14	3.64	0.65	3.15	2.23	1.36	0.76	0.71	0.16	0.82	0.76	0.87	0.05	81.89	100.0
11:30	1.90	1.09	4.13	0.65	3.05	2.23	1.25	0.65	0.71	0.16	0.82	0.76	0.82	0.05	81.73	100.0
NOON	1.03	0.65	2.77	0.54	2.18	0.98	0.71	0.38	0.49	0.22	0.54	0.54	0.38	0.05	88.53	100.0
0:30	0.92	0.60	2.28	0.38	2.01	0.98	0.65	0.33	0.49	0.22	0.54	0.44	0.38	0.05	89.72	100.0
1:00	0.60	0.54	1.74	0.38	1.96	0.60	0.60	0.44	0.22	0.16	0.33	0.44	0.22	0.11	91.68	100.0
1:30	0.71	0.49	1.36	0.38	1.90	0.65	0.54	0.44	0.16	0.11	0.33	0.38	0.22	0.11	92.22	100.0
2:00	0.44	0.38	1.36	0.22	2.01	0.60	0.60	0.38	0.22	0.22	0.44	0.22	0.22	0.11	92.60	100.0
2:30	0.38	0.33	1.41	0.22	1.96	0.60	0.65	0.38	0.22	0.11	0.38	0.22	0.27	0.11	92.77	100.0
3:00	0.27	0.38	1.41	0.27	1.52	0.54	0.44	0.22	0.49	0.11	0.44	0.22	0.22	0.16	93.31	100.0
3:30	0.22	0.49	1.52	0.27	1.52	0.54	0.49	0.22	0.33	0.11	0.38	0.22	0.22	0.16	93.31	100.0
4:00	0.38	0.60	1.20	0.38	0.98	0.87	0.82	0.16	0.27	0.11	0.38	0.16	0.33	0.11	93.26	100.0
4:30	0.38	0.54	1.25	0.38	0.98	0.87	0.76	0.16	0.27	0.11	0.27	0.11	0.38	0.05	93.47	100.0
5:00	0.33	0.54	1.25	0.49	1.31	0.71	0.71	0.16	0.27	0.22	0.33	0.11	0.38	0.05	93.15	100.0
5:30	0.38	0.44	1.63	0.49	1.09	0.76	0.65	0.16	0.27	0.16	0.27	0.11	0.49	0.05	93.04	100.0
6:00	0.44	0.38	1.03	0.54	0.92	0.76	0.65	0.00	0.82	0.11	0.33	0.27	0.49	0.05	93.20	100.0
6:30	0.33	0.38	0.82	0.22	0.71	0.65	0.49	0.00	0.60	0.11	0.22	0.22	0.44	0.05	94.78	100.0
7:00	0.22	0.33	0.44	0.22	0.76	0.54	0.54	0.00	0.33	0.05	0.16	0.11	0.44	0.05	95.81	100.0
7:30	0.16	0.27	0.38	0.16	0.49	0.44	0.27	0.05	0.22	0.05	0.22	0.11	0.44	0.05	96.68	100.0
8:00	0.11	0.00	0.44	0.16	0.22	0.22	0.22	0.00	0.22	0.05	0.05	0.11	0.33	0.00	97.88	100.0
8:30	0.05	0.00	0.33	0.16	0.27	0.33	0.22	0.00	0.22	0.05	0.11	0.05	0.22	0.00	97.99	100.0
9:00	0.11	0.00	0.27	0.05	0.27	0.38	0.22	0.00	0.22	0.00	0.05	0.00	0.11	0.00	98.31	100.0
9:30	0.05	0.00	0.16	0.05	0.16	0.22	0.22	0.00	0.27	0.00	0.05	0.00	0.11	0.00	98.69	100.0
10:00	0.00	0.00	0.33	0.05	0.11	0.11	0.27	0.00	0.22	0.00	0.05	0.05	0.00	0.00	98.80	100.0
10:30	0.00	0.00	0.33	0.05	0.05	0.11	0.27	0.00	0.22	0.00	0.05	0.00	0.00	0.00	98.91	100.0
11:00	0.00	0.00	0.27	0.05	0.05	0.11	0.16	0.00	0.11	0.00	0.05	0.00	0.11	0.00	99.08	100.0
11:30	0.00	0.00	0.27	0.00	0.05	0.00	0.16	0.00	0.00	0.00	0.05	0.00	0.00	0.00	99.46	100.0

average	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	93.73
maximum	2.01	1.14	4.13	0.98	4.24	2.61	1.58	0.92	0.82	0.38	1.14	0.87	0.98	0.16	100.0
std.dev.	0.63	0.35	1.18	0.29	1.29	0.75	0.45	0.29	0.28	0.10	0.33	0.27	0.30	0.05	6.31

TABLE 7.3.A: TV AUDIENCES – MONDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	99.23	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
6:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
7:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
7:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
8:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
8:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
9:00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.70	100
9:30	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.08	100
10:00	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.70	100
10:30	0.38	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	97.70	100
11:00	0.38	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.32	100
11:30	0.38	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	97.32	100
NOON	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.23	100
12:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.23	100
1:00	0.77	0.38	0.38	1.15	0.00	0.00	0.00	0.00	0.00	0.38	1.15	0.00	0.38	0.00	0.00	0.00	1.15	94.25	100
1:30	0.77	0.38	0.38	1.15	0.00	0.00	0.00	0.00	0.00	0.38	1.53	0.00	0.38	0.00	0.00	0.00	0.77	94.25	100
2:00	0.77	0.38	0.38	1.53	0.00	0.00	0.00	0.00	0.00	0.38	1.53	0.00	0.00	0.00	0.00	0.00	1.92	93.10	100
2:30	0.77	0.38	0.38	1.53	0.00	0.00	0.00	0.00	0.00	0.38	1.15	0.00	0.00	0.00	0.00	0.00	1.92	93.49	100
3:00	0.38	0.38	0.38	1.15	0.00	0.00	0.38	0.00	0.00	0.38	0.77	0.38	0.00	0.00	0.00	0.00	1.92	93.87	100
3:30	0.38	0.38	0.77	1.15	0.00	0.00	0.38	0.00	0.00	0.38	0.77	0.38	0.00	0.00	0.00	0.00	1.92	93.49	100
4:00	0.00	0.77	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.77	0.00	0.00	2.30	93.87	100
4:30	0.00	0.77	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	2.30	94.25	100
5:00	0.38	0.77	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.53	95.40	100
5:30	0.00	0.38	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.15	96.55	100
6:00	0.77	0.00	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	1.92	95.02	100
6:30	1.53	0.00	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	2.30	93.87	100
7:00	1.92	0.38	1.53	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.38	1.15	0.38	0.00	0.00	3.07	90.04	100
7:30	1.92	5.36	1.53	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.77	1.15	0.38	0.77	0.00	1.92	85.06	100
7:45	1.92	4.98	3.07	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.77	0.77	1.15	0.38	0.77	0.00	1.92	83.14	100
8:00	6.51	4.98	1.53	0.38	0.00	0.38	0.00	0.38	0.00	0.77	2.30	0.77	0.00	0.00	0.38	0.00	2.68	78.93	100
8:30	7.28	9.20	1.53	0.38	0.00	0.38	0.00	0.38	0.77	1.15	2.68	0.77	0.77	0.00	0.38	0.00	3.07	71.26	100
9:00	4.98	9.58	0.77	0.38	0.00	0.38	0.00	0.77	0.77	1.53	4.98	2.30	1.15	0.00	0.38	0.00	4.98	67.05	100
9:30	4.21	8.05	0.77	0.38	0.00	0.38	0.38	0.77	0.38	1.92	4.60	1.92	1.15	0.00	0.38	0.00	4.98	69.73	100
10:00	2.30	5.36	0.38	0.38	0.00	0.77	0.38	0.77	0.38	1.53	4.21	1.53	1.15	0.00	0.38	0.00	3.07	77.39	100
10:30	2.30	4.21	0.38	0.77	0.00	0.38	0.38	0.38	0.00	1.15	3.83	1.53	1.15	0.00	0.38	0.00	2.30	80.84	100
11:00	0.38	2.30	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.38	1.53	1.15	1.15	0.00	0.38	0.00	1.92	89.66	100
11:30	0.38	0.77	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.77	1.15	0.38	0.00	0.38	0.00	1.53	93.49	100
average	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	93.78	
Max.	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	100.0	
std. dev.	1.64	2.50	0.58	0.43	0.11	0.20	0.16	0.21	0.17	0.45	1.28	0.55	0.43	0.15	0.21	0.00	1.30	8.48	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.77	98.85	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	99.23	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
7:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
8:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.23	100
8:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.23	100
9:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.23	100
9:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.23	100
10:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.85	100
10:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.85	100
11:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	98.85	100
11:30	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.23	100
NOON	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100
12:30	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	98.47	100
1:00	0.00	1.15	0.38	1.92	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.77	95.02	100
1:30	0.00	0.77	0.00	2.30	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.77	95.02	100
2:00	0.77	0.77	0.77	1.53	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.00	0.38	0.00	0.00	0.00	0.77	93.10	100
2:30	0.38	0.38	0.77	1.53	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.00	0.38	0.00	0.00	0.00	0.77	93.87	100
3:00	0.38	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.38	0.38	0.00	0.00	0.00	0.77	95.40	100
3:30	0.38	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.38	0.00	0.00	0.00	0.77	95.79	100
4:00	0.77	0.38	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	0.00	0.38	95.02	100
4:30	0.38	0.38	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.77	0.77	0.77	0.00	0.00	0.00	0.77	94.64	100
5:00	0.00	0.77	1.15	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.77	0.00	0.00	0.00	1.15	95.02	100
5:30	0.00	1.53	0.77	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.77	0.00	0.00	0.00	1.53	94.25	100
6:00	0.77	1.92	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.38	0.77	0.00	0.00	0.00	2.30	92.34	100
6:30	1.15	1.92	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	0.38	0.77	0.77	0.00	0.00	0.00	2.30	91.57	100
7:00	0.77	2.30	0.77	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.38	0.77	0.77	0.00	0.38	0.00	1.92	91.19	100
7:30	0.77	4.60	0.77	0.00	0.00	0.38	0.77	0.38	0.00	0.00	1.15	0.77	0.38	0.00	0.38	0.00	1.92	87.74	100
7:45	1.15	4.60	1.15	0.00	0.00	0.38	0.77	0.38	0.00	0.00	0.77	0.77	0.38	0.00	0.77	0.00	1.92	86.97	100
8:00	4.21	3.83	0.77	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.77	0.38	0.77	0.00	1.92	0.00	4.21	81.61	100
8:30	4.21	5.36	1.53	0.00	0.00	2.30	1.15	0.00	0.00	0.38	1.15	0.77	1.15	0.38	1.92	0.00	4.98	74.71	100
9:00	3.83	5.36	1.53	0.00	0.00	2.30	2.30	0.77	0.00	0.38	1.92	1.53	1.53	0.38	0.77	0.00	8.05	69.35	100
9:30	3.45	4.98	1.53	0.00	0.00	1.92	2.30	0.77	0.00	0.77	1.92	1.92	1.15	0.38	0.38	0.00	7.66	70.88	100
10:00	1.53	2.68	1.15	0.00	0.00	0.77	1.15	0.77	0.00	0.77	1.92	1.15	0.77	0.38	0.00	0.00	6.51	80.46	100
10:30	1.15	1.15	1.15	0.38	0.00	0.38	0.38	0.77	0.00	0.77	1.53	1.15	0.77	0.00	0.00	0.00	5.36	85.06	100
11:00	0.38	0.38	0.38	1.15	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	3.07	93.10	100
11:30	0.38	0.00	0.38	0.77	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	2.68	94.64	100
average	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	94.55	
maximum	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	100.0	
std. dev.	1.09	1.60	0.49	0.54	0.00	0.56	0.52	0.23	0.00	0.21	0.66	0.44	0.40	0.11	0.41	0.00	2.02	7.66	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	98.93	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.36	98.93	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	99.64	100
1:30	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	99.29	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:30	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.64	100
8:00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
8:30	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.29	100
9:00	0.00	0.71	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.93	100
9:30	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	99.29	100
10:00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.36	0.00	0.00	0.00	98.57	100
10:30	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.36	0.00	0.00	0.00	98.57	100
11:00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	98.93	100
11:30	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	98.93	100
NOON	1.43	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	97.86	100
12:30	1.43	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	97.14	100
1:00	0.36	0.36	0.36	1.07	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	1.07	96.07	100
1:30	0.36	0.36	0.36	1.07	0.00	0.00	0.36	0.00	0.36	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.71	96.07	100
2:00	0.36	0.36	0.71	0.71	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.71	0.36	0.00	0.00	0.00	1.43	94.64	100
2:30	0.36	0.36	0.71	0.71	0.00	0.36	0.00	0.00	0.00	0.00	0.36	0.36	0.36	0.00	0.00	0.00	1.43	95.00	100
3:00	0.36	0.36	0.71	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.36	0.00	0.00	0.36	96.43	100
3:30	0.71	0.00	0.71	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.36	0.71	0.00	0.36	0.00	0.00	0.36	96.07	100
4:00	0.36	0.00	0.36	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.36	0.00	0.00	0.00	0.00	97.50	100
4:30	0.36	0.00	0.36	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71	0.36	0.00	0.00	0.00	0.00	97.50	100
5:00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.00	0.00	0.00	1.43	97.14	100
5:30	0.00	1.07	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.36	0.36	0.00	0.00	0.00	1.43	96.07	100
6:00	1.79	1.43	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	0.00	1.43	93.57	100
6:30	2.14	1.43	0.00	0.00	0.00	0.36	0.36	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	0.00	1.07	93.57	100
7:00	2.86	1.79	0.71	0.00	0.00	0.36	0.36	0.00	0.00	0.00	0.00	0.00	1.07	0.71	0.00	0.00	0.36	91.79	100
7:30	3.21	2.50	1.07	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.00	0.36	1.07	0.36	0.00	0.00	0.36	90.36	100
7:45	2.50	2.50	1.43	0.00	0.00	0.00	0.71	0.00	0.00	0.36	0.00	0.36	1.07	0.36	0.00	0.00	0.36	90.36	100
8:00	4.29	2.50	1.79	0.36	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.36	0.71	0.00	0.00	0.00	1.79	87.50	100
8:30	4.29	4.29	2.14	0.71	0.00	0.00	2.14	0.00	0.36	0.36	1.43	0.71	0.71	0.00	0.36	0.00	3.93	78.57	100
9:00	3.21	3.93	1.79	0.71	0.00	0.00	3.21	0.00	0.36	0.36	1.43	1.07	0.71	0.00	0.00	0.00	6.43	76.79	100
9:30	3.21	3.93	1.79	0.71	0.00	0.00	3.21	0.00	0.36	0.00	1.43	2.50	0.71	0.00	0.00	0.00	5.71	76.43	100
10:00	2.50	1.43	0.71	0.71	0.00	0.00	2.50	0.36	0.00	0.00	1.43	2.14	0.71	0.00	0.00	0.00	4.64	82.86	100
10:30	2.50	1.07	0.36	0.71	0.00	0.00	2.14	0.36	0.00	0.00	1.07	1.07	0.36	0.00	0.00	0.00	3.57	86.79	100
11:00	0.36	1.07	0.71	0.36	0.00	0.00	0.71	0.00	0.00	0.00	0.71	0.36	0.36	0.00	0.00	0.00	1.79	93.57	100
11:30	0.00	0.71	0.36	0.36	0.00	0.00	0.36	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.43	96.43	100
average	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	95.60	
maximum	4.29	4.29	2.14	1.07	0.00	0.71	3.21	0.36	0.36	0.36	1.43	2.50	1.07	0.71	0.36	0.00	6.43	100.0	
std. dev.	1.27	1.09	0.56	0.32	0.00	0.26	0.81	0.07	0.10	0.10	0.43	0.52	0.36	0.15	0.05	0.00	1.50	6.11	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	99.23	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
8:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.23	100
8:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.23	100
9:00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.84	100
9:30	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	98.84	100
10:00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
10:30	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.46	100
11:00	0.39	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	97.68	100
11:30	0.00	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	98.07	100
NOON	0.39	0.00	0.39	0.77	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	1.16	96.53	100
12:30	0.39	0.00	0.39	0.77	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	1.16	96.53	100
1:00	0.39	0.00	0.39	1.54	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.77	95.75	100
1:30	0.39	0.77	0.39	2.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	1.16	94.21	100
2:00	0.39	1.16	0.39	1.54	0.00	0.39	0.00	0.39	0.00	0.00	0.77	0.39	0.00	0.00	0.39	0.00	0.77	93.44	100
2:30	0.77	1.16	0.39	1.54	0.00	0.39	0.00	0.39	0.00	0.00	0.77	0.39	0.00	0.00	0.39	0.00	0.77	93.05	100
3:00	0.77	1.16	0.39	0.77	0.00	0.39	0.00	0.39	0.00	0.00	1.16	0.39	0.39	0.00	0.39	0.00	1.16	92.66	100
3:30	0.77	0.77	0.39	0.77	0.00	0.39	0.00	0.39	0.39	0.00	1.16	0.39	0.39	0.00	0.39	0.00	0.77	93.05	100
4:00	0.77	0.77	0.39	0.77	0.00	0.39	0.00	0.39	0.39	0.39	0.77	1.16	0.39	0.00	0.00	0.00	0.77	92.66	100
4:30	0.77	0.77	0.39	0.39	0.00	0.39	0.00	0.39	0.39	0.39	0.39	0.77	0.39	0.00	0.00	0.00	0.77	93.82	100
5:00	0.77	1.54	0.39	0.77	0.00	0.77	0.39	0.00	0.00	0.39	0.00	1.16	0.39	0.00	0.00	0.00	1.16	92.28	100
5:30	1.16	1.93	0.77	0.77	0.00	0.77	0.39	0.00	0.00	0.39	0.00	1.16	0.00	0.00	0.00	0.00	1.16	91.51	100
6:00	1.16	1.93	1.16	0.39	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.00	1.54	91.89	100
6:30	0.77	1.93	1.16	0.39	0.00	0.39	0.39	0.00	0.00	0.39	0.00	1.16	0.00	0.00	0.00	0.00	1.54	91.89	100
7:00	1.54	3.09	0.77	0.39	0.00	0.77	0.77	0.00	0.00	0.39	0.00	0.77	0.39	0.00	0.00	0.00	1.93	89.19	100
7:30	1.54	5.79	1.54	0.39	0.00	0.77	0.77	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	2.32	86.10	100
7:45	1.93	5.79	3.09	0.39	0.00	0.77	0.77	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	2.32	84.17	100
8:00	6.95	6.18	0.77	0.39	0.00	0.39	1.93	0.00	0.00	1.16	0.39	0.77	0.00	0.00	0.77	0.00	2.32	77.99	100
8:30	8.11	6.18	1.93	0.39	0.00	0.39	2.32	0.00	0.39	1.93	1.54	1.16	0.00	0.00	0.77	0.00	3.86	71.04	100
9:00	7.34	5.02	1.93	1.16	0.00	0.39	2.70	0.00	0.39	2.32	1.93	1.16	0.77	0.00	0.00	0.39	6.18	68.34	100
9:30	5.79	4.25	1.54	0.77	0.00	0.39	1.93	0.39	0.39	1.93	1.54	1.54	0.77	0.00	0.00	0.39	6.18	72.20	100
10:00	2.32	1.93	0.39	0.77	0.00	0.00	1.93	0.39	0.39	2.32	1.54	1.16	0.77	0.00	0.00	0.39	3.47	82.24	100
10:30	1.54	1.54	0.39	0.77	0.00	0.00	0.77	0.00	0.39	2.32	1.16	0.39	0.77	0.00	0.00	0.00	3.09	86.87	100
11:00	0.77	0.77	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.77	0.39	0.00	1.16	0.39	0.00	0.00	1.54	93.05	100
11:30	0.39	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.39	0.00	1.16	0.00	0.00	0.00	1.54	94.59	100
average	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	93.85	
maximum	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	100.0	
std. dev.	1.93	1.81	0.65	0.51	0.00	0.26	0.67	0.14	0.14	0.67	0.53	0.44	0.31	0.06	0.19	0.09	1.39	7.93	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
1:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
1:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
2:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
2:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	99.61	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.61	100
7:30	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100
8:00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	99.22	100
8:30	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100
9:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	1.16	98.06	100
9:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	1.16	98.06	100
10:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	98.84	100
10:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	98.84	100
11:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	98.84	100
11:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	98.84	100
NOON	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	98.84	100
12:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.78	98.45	100
1:00	0.39	0.39	0.39	1.16	0.00	0.00	0.00	0.00	0.00	0.00	1.16	0.39	0.39	0.00	0.39	0.00	1.16	94.19	100
1:30	0.39	0.39	0.39	1.16	0.00	0.00	0.00	0.00	0.00	0.00	1.55	0.39	0.39	0.00	0.39	0.00	1.16	93.80	100
2:00	0.39	0.39	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	1.94	0.00	0.78	0.00	0.78	0.00	2.33	91.86	100
2:30	0.39	0.39	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	1.55	0.00	0.78	0.00	0.78	0.00	2.33	92.25	100
3:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	1.16	0.78	0.39	0.78	0.39	1.94	93.41	100
3:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	1.16	0.78	0.39	0.39	0.39	1.55	93.80	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.78	0.00	0.39	0.00	0.39	2.33	95.74	100
4:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.78	0.00	0.39	0.00	0.39	2.71	94.96	100
5:00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.78	0.00	0.00	0.39	2.33	95.35	100
5:30	0.39	0.78	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.39	1.94	94.96	100
6:00	1.55	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.00	0.00	0.00	1.55	94.96	100
6:30	0.78	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	1.16	96.51	100
7:00	0.78	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.39	1.55	94.96	100
7:30	0.78	2.33	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	2.33	91.86	100
7:45	0.78	1.55	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.39	2.33	92.25	100
8:00	3.88	0.78	1.55	0.00	0.00	0.00	0.39	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.39	0.39	1.55	89.53	100
8:30	5.81	0.78	1.94	0.00	0.00	0.00	0.78	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.39	0.39	3.49	84.88	100
9:00	6.59	1.94	1.55	0.00	0.00	0.00	1.55	0.39	0.00	0.78	0.39	1.16	0.78	0.39	0.39	0.39	3.10	80.62	100
9:30	6.98	1.55	1.16	0.00	0.00	0.00	1.55	0.39	0.00	0.78	0.39	1.16	0.78	0.39	0.39	0.39	3.10	81.01	100
10:00	6.20	1.16	0.78	0.00	0.00	0.00	1.16	0.00	0.00	1.16	0.39	1.16	0.39	0.39	0.39	0.39	3.88	82.56	100
10:30	3.88	0.78	0.39	0.39	0.00	0.00	0.78	0.00	0.00	1.16	0.39	1.16	0.39	0.39	0.39	0.39	3.10	86.43	100
11:00	0.00	0.00	0.39	0.78	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.78	0.00	0.39	0.00	1.94	94.19	100
11:30	0.00	0.39	0.00	0.39	0.00	0.39	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	2.33	95.35	100
average	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	95.69	
maximum	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	100.0	
std. dev.	1.82	0.54	0.59	0.39	0.00	0.08	0.38	0.11	0.00	0.29	0.45	0.40	0.30	0.16	0.25	0.19	1.14	5.18	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.77	98.84	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	99.23	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
7:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
7:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100
8:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.23	100
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	99.61	100
9:00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.77	98.07	100
9:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	1.16	97.68	100
10:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.77	98.07	100
10:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.77	97.68	100
11:00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	1.16	97.68	100
11:30	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.77	98.07	100
NOON	0.39	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.77	97.30	100
12:30	0.39	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.77	97.30	100
1:00	0.00	0.77	0.00	1.54	0.00	0.39	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	1.16	94.98	100
1:30	0.00	0.77	0.00	1.54	0.00	0.39	0.00	0.00	0.00	0.00	0.77	0.39	0.00	0.00	0.00	0.00	1.93	94.21	100
2:00	0.77	1.16	0.00	1.54	0.00	0.39	0.00	0.00	0.00	0.00	1.16	0.00	1.16	0.00	0.00	0.00	1.16	92.66	100
2:30	0.77	1.16	0.00	1.54	0.00	0.39	0.00	0.39	0.00	0.00	1.16	0.00	1.16	0.00	0.00	0.00	1.16	92.28	100
3:00	0.39	1.16	0.00	0.77	0.00	0.39	0.00	0.39	0.00	0.00	1.16	0.39	1.16	0.39	0.00	0.00	1.54	92.28	100
3:30	0.39	1.16	0.00	0.39	0.00	0.39	0.00	0.39	0.00	0.00	0.77	0.39	1.16	0.39	0.00	0.00	1.54	93.05	100
4:00	1.16	1.16	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.39	0.77	0.00	0.00	0.00	0.00	1.93	93.82	100
4:30	0.77	1.16	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.77	0.00	0.00	0.00	0.00	1.93	94.59	100
5:00	0.77	1.16	0.39	0.39	0.00	0.39	0.00	0.00	0.00	0.39	0.77	0.39	0.39	0.39	0.00	0.00	1.54	93.05	100
5:30	0.77	1.54	0.39	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.77	0.39	0.39	0.39	0.00	0.00	1.54	93.05	100
6:00	1.93	1.54	0.77	0.00	0.00	0.77	1.16	0.00	0.00	0.00	0.39	0.00	0.39	0.39	0.00	0.00	1.93	90.73	100
6:30	1.93	1.54	0.77	0.00	0.00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	1.54	91.89	100
7:00	0.77	1.93	0.39	0.00	0.00	0.77	1.54	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	1.93	91.51	100
7:30	0.77	3.47	0.77	0.00	0.00	0.39	1.54	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	1.54	90.35	100
7:45	0.77	3.47	1.16	0.00	0.00	0.39	1.54	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	1.54	89.96	100
8:00	1.93	2.70	0.00	0.00	0.00	0.39	0.77	0.00	0.00	0.39	0.77	0.39	0.39	0.00	0.00	0.00	1.16	91.12	100
8:30	2.32	2.70	0.77	0.00	0.00	0.39	0.77	0.00	0.00	0.77	1.54	1.16	0.77	0.00	0.00	0.00	1.54	87.26	100
9:00	1.16	3.47	0.77	0.39	0.00	0.39	0.77	0.77	0.00	0.77	2.32	1.54	0.39	0.00	0.00	0.00	1.93	85.33	100
9:30	0.77	2.70	0.77	0.39	0.00	0.39	0.39	0.77	0.00	0.77	3.09	1.16	0.39	0.00	0.00	0.00	2.32	86.10	100
10:00	1.16	1.16	0.39	1.54	0.00	0.39	0.39	1.16	0.00	0.39	2.70	1.16	0.77	0.00	0.00	0.00	1.93	86.87	100
10:30	1.16	1.16	0.39	1.54	0.00	0.39	0.39	1.16	0.00	0.39	1.54	1.54	0.77	0.00	0.00	0.00	1.93	87.64	100
11:00	0.39	0.39	0.39	1.54	0.00	0.00	0.39	0.77	0.00	0.39	0.39	0.77	0.39	0.00	0.00	0.00	0.00	94.21	100
11:30	0.39	0.39	0.39	1.16	0.00	0.00	0.39	0.77	0.00	0.39	0.39	0.39	0.39	0.00	0.00	0.00	0.00	94.98	100
average	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	95.49	
maximum	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	100.00	
std.dev.	0.59	1.03	0.31	0.56	0.00	0.24	0.44	0.31	0.00	0.22	0.69	0.43	0.38	0.13	0.09	0.00	0.78	4.44	

TABLE 7.3.G: TV AUDIENCES – SUNDAY

	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	NONE	TOTAL
MNGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.62	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
8:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	98.08	100
8:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	98.08	100
9:00	1.15	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	1.15	96.17	100
9:30	0.77	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	1.15	96.55	100
10:00	1.15	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	1.92	95.02	100
10:30	1.15	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	2.30	94.64	100
11:00	1.15	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	1.53	95.40	100
11:30	1.15	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	1.53	95.40	100
NOON	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.77	0.00	0.38	0.00	0.77	95.79	100
12:30	0.77	1.53	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.77	0.00	0.38	0.00	0.38	95.40	100
1:00	1.15	1.15	0.00	0.77	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.77	0.77	0.00	0.38	0.00	1.53	92.34	100
1:30	1.15	1.15	0.00	0.77	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.77	0.00	0.38	0.00	1.53	92.72	100
2:00	0.00	1.92	0.00	0.77	0.00	0.00	0.77	0.38	0.38	0.38	0.00	0.38	0.77	0.00	0.38	0.00	2.68	91.19	100
2:30	0.00	2.30	0.00	0.77	0.00	0.00	0.77	0.38	0.38	0.38	0.38	0.38	0.77	0.00	0.38	0.00	2.68	90.42	100
3:00	0.38	3.07	0.00	0.00	0.00	0.00	0.77	0.38	0.00	0.38	0.77	0.00	0.00	0.00	0.38	0.00	3.45	90.42	100
3:30	0.38	3.45	0.00	0.00	0.00	0.00	0.77	0.38	0.00	0.38	0.77	0.00	0.00	0.00	0.38	0.00	3.45	90.04	100
4:00	0.77	2.68	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.77	0.00	0.00	0.00	0.00	0.00	2.68	91.95	100
4:30	1.15	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	2.68	92.72	100
5:00	1.15	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	2.68	91.95	100
5:30	1.15	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	2.68	91.95	100
6:00	1.15	3.07	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	3.07	90.04	100
6:30	1.15	2.68	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.77	0.00	0.00	0.00	0.00	2.68	90.42	100
7:00	1.15	2.68	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	3.07	91.19	100
7:30	0.77	4.60	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	3.45	89.66	100
7:45	0.77	4.60	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.00	0.00	0.00	0.00	3.45	89.66	100
8:00	3.07	3.07	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	1.15	0.00	0.00	0.00	0.00	2.30	88.89	100
8:30	3.07	3.45	0.38	0.00	0.00	0.00	1.15	0.77	0.00	0.00	1.53	2.30	0.00	0.00	0.00	0.00	3.45	83.91	100
9:00	2.68	4.21	0.77	0.00	0.00	0.00	1.15	0.77	0.00	0.00	2.30	4.98	0.38	0.00	0.00	0.00	4.21	78.54	100
9:30	2.30	4.21	0.77	0.00	0.00	0.00	1.15	0.77	0.00	0.00	1.92	4.60	0.77	0.00	0.00	0.00	3.83	79.69	100
10:00	1.15	2.30	0.77	0.00	0.00	0.00	0.77	0.77	0.00	0.38	1.53	4.60	1.15	0.00	0.00	0.00	3.07	83.52	100
10:30	1.15	1.53	0.77	0.00	0.00	0.00	0.77	0.77	0.00	0.38	1.53	4.60	0.77	0.00	0.00	0.00	2.68	85.06	100
11:00	1.53	0.38	0.77	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.77	2.30	0.38	0.00	0.00	0.00	1.53	91.19	100
11:30	1.53	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.77	0.77	0.00	0.00	0.00	0.00	1.15	94.25	100
average	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	94.12	
maximum	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	100.0	
std.dev.	0.81	1.49	0.38	0.22	0.00	0.00	0.36	0.26	0.11	0.18	0.56	1.32	0.32	0.08	0.17	0.00	1.36	5.66	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.05	0.05	0.00	0.05	0.00	0.38	99.29	100
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.05	0.00	0.22	99.56	100
1:00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.27	99.62	100
1:30	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	99.62	100
2:00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.84	100
2:30	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	99.84	100
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.95	100
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	99.95	100
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100
6:00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	99.89	100
6:30	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.89	100
7:00	0.05	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.16	99.56	100
7:30	0.05	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.11	99.56	100
8:00	0.05	0.22	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.44	99.02	100
8:30	0.11	0.22	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.38	99.02	100
9:00	0.33	0.33	0.22	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.05	0.16	0.00	0.00	0.05	0.05	0.44	98.15	100
9:30	0.27	0.27	0.16	0.11	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.22	0.00	0.00	0.05	0.05	0.49	98.26	100
10:00	0.33	0.16	0.16	0.11	0.05	0.05	0.00	0.00	0.00	0.05	0.05	0.27	0.11	0.05	0.05	0.05	0.54	97.93	100
10:30	0.33	0.16	0.16	0.11	0.05	0.05	0.05	0.00	0.00	0.00	0.05	0.27	0.11	0.05	0.11	0.05	0.60	97.82	100
11:00	0.38	0.11	0.16	0.16	0.05	0.05	0.11	0.00	0.00	0.00	0.05	0.22	0.05	0.00	0.11	0.05	0.65	97.82	100
11:30	0.33	0.11	0.16	0.16	0.05	0.05	0.11	0.00	0.00	0.00	0.05	0.16	0.05	0.00	0.11	0.00	0.65	97.99	100
NOON	0.49	0.27	0.16	0.22	0.00	0.05	0.05	0.05	0.00	0.00	0.05	0.05	0.16	0.00	0.11	0.00	0.54	97.77	100
12:30	0.49	0.33	0.22	0.22	0.00	0.05	0.05	0.05	0.00	0.00	0.11	0.16	0.16	0.00	0.11	0.00	0.54	97.50	100
1:00	0.44	0.60	0.27	1.31	0.00	0.05	0.11	0.05	0.05	0.11	0.49	0.38	0.22	0.00	0.16	0.00	1.09	94.67	100
1:30	0.44	0.65	0.22	1.47	0.00	0.05	0.05	0.05	0.11	0.11	0.71	0.27	0.22	0.00	0.16	0.00	1.14	94.34	100
2:00	0.49	0.87	0.33	1.31	0.00	0.16	0.11	0.11	0.05	0.11	1.09	0.22	0.49	0.00	0.22	0.00	1.58	92.88	100
2:30	0.49	0.87	0.33	1.31	0.00	0.16	0.11	0.16	0.05	0.11	1.03	0.16	0.49	0.00	0.22	0.00	1.58	92.93	100
3:00	0.38	0.98	0.33	0.38	0.00	0.22	0.16	0.16	0.00	0.11	0.87	0.49	0.38	0.16	0.22	0.05	1.58	93.53	100
3:30	0.49	0.92	0.38	0.33	0.00	0.22	0.16	0.16	0.05	0.11	0.82	0.49	0.38	0.16	0.16	0.05	1.47	93.64	100
4:00	0.54	0.82	0.33	0.11	0.00	0.33	0.05	0.16	0.05	0.16	0.49	0.65	0.22	0.16	0.00	0.05	1.47	94.40	100
4:30	0.49	0.87	0.38	0.05	0.00	0.33	0.00	0.05	0.05	0.16	0.38	0.60	0.22	0.11	0.00	0.05	1.58	94.67	100
5:00	0.49	1.03	0.38	0.16	0.00	0.38	0.05	0.00	0.00	0.16	0.27	0.44	0.38	0.11	0.05	0.05	1.69	94.34	100
5:30	0.49	1.41	0.44	0.11	0.00	0.38	0.11	0.00	0.00	0.11	0.27	0.44	0.27	0.16	0.05	0.05	1.63	94.07	100
6:00	1.31	1.47	0.76	0.05	0.00	0.38	0.22	0.00	0.00	0.11	0.27	0.33	0.38	0.05	0.05	0.00	1.96	92.66	100
6:30	1.36	1.41	0.65	0.05	0.00	0.33	0.33	0.00	0.00	0.16	0.16	0.44	0.38	0.05	0.05	0.00	1.79	92.82	100
7:00	1.41	1.74	0.87	0.11	0.00	0.38	0.44	0.00	0.00	0.11	0.22	0.38	0.65	0.16	0.11	0.05	1.96	91.41	100
7:30	1.41	4.08	1.14	0.05	0.00	0.27	0.49	0.05	0.00	0.16	0.33	0.44	0.49	0.11	0.22	0.05	1.96	88.74	100
7:45	1.41	3.92	1.74	0.05	0.00	0.27	0.54	0.05	0.00	0.22	0.33	0.44	0.49	0.11	0.33	0.05	1.96	88.09	100
8:00	4.40	3.43	0.98	0.16	0.00	0.38	0.54	0.16	0.00	0.38	0.71	0.60	0.33	0.00	0.49	0.05	2.28	85.10	100
8:30	5.00	4.57	1.47	0.22	0.00	0.49	1.20	0.22	0.22	0.71	1.41	1.03	0.54	0.05	0.54	0.05	3.48	78.79	100
9:00	4.24	4.79	1.31	0.38	0.00	0.49	1.69	0.49	0.22	0.87	2.18	1.96	0.82	0.11	0.22	0.11	5.00	75.15	100
9:30	3.81	4.24	1.20	0.33	0.00	0.44	1.58	0.54	0.16	0.87	2.12	2.12	0.82	0.11	0.16	0.11	4.84	76.56	100
10:00	2.45	2.28	0.65	0.49	0.00	0.27	1.20	0.60	0.11	0.92	1.96	1.85	0.82	0.11	0.11	0.11	3.81	82.27	100
10:30	1.96	1.63	0.54	0.65	0.00	0.16	0.82	0.49	0.05	0.87	1.58	1.63	0.71	0.05	0.11	0.05	3.15	85.54	100
11:00	0.54	0.76	0.38	0.76	0.00	0.05	0.44	0.22	0.00	0.38	0.54	0.71	0.65	0.05	0.11	0.00	1.69	92.71	100
11:30	0.44	0.38	0.27	0.54	0.00	0.05	0.33	0.16	0.00	0.33	0.38	0.38	0.33	0.00	0.05	0.00	1.52	94.83	100
average	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	94.73	
maximum	5.00	4.79	1.74	1.47	0.05	0.49	1.69	0.60	0.22	0.92	2.18	2.12	0.82	0.16	0.54	0.11	5.00	100.0	
std.dev.	1.21	1.35	0.42	0.38	0.02	0.16	0.41	0.15	0.05	0.25	0.58	0.52	0.26	0.06	0.12	0.03	1.23	6.36	

TABLE 8.1: RADIO CONSUMPTION 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+
Not applicable	7	3	4	0	0	1	2	1	3	0
[TV O'night viewers]	.4%	.4%	.4%	.0%	.0%	.8%	.4%	.2%	1.1%	.0%
100.0%	42.9%	57.1%	.0%	.0%	14.3%	28.6%	14.3%	42.9%	.0%	
Radju Malta	80	35	45	0	1	0	13	33	26	7
	4.4%	4.1%	4.5%	.0%	.4%	.0%	2.4%	6.5%	9.3%	11.7%
100.0%	43.8%	56.3%	.0%	1.3%	.0%	16.3%	41.3%	32.5%	8.8%	
Radju Parlament 106.6	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Magic Radio	60	28	32	1	4	7	37	9	2	0
	3.3%	3.3%	3.2%	1.3%	1.6%	5.9%	6.9%	1.8%	.7%	.0%
100.0%	46.7%	53.3%	1.7%	6.7%	11.7%	61.7%	15.0%	3.3%	.0%	
Super One Radio	160	79	81	0	3	5	28	70	46	8
	8.7%	9.3%	8.2%	.0%	1.2%	4.2%	5.2%	13.8%	16.5%	13.3%
100.0%	49.4%	50.6%	.0%	1.9%	3.1%	17.5%	43.8%	28.8%	5.0%	
Radio 101	45	24	21	2	3	2	14	14	9	1
	2.4%	2.8%	2.1%	2.5%	1.2%	1.7%	2.6%	2.8%	3.2%	1.7%
100.0%	53.3%	46.7%	4.4%	6.7%	4.4%	31.1%	31.1%	20.0%	2.2%	
Bay Radio	219	111	108	13	99	32	56	19	0	0
	11.9%	13.1%	10.9%	16.3%	38.4%	27.1%	10.5%	3.7%	.0%	.0%
100.0%	50.7%	49.3%	5.9%	45.2%	14.6%	25.6%	8.7%	.0%	.0%	
Calypso Radio / Vibe FM	91	40	51	0	6	3	36	41	5	0
	4.9%	4.7%	5.1%	.0%	2.3%	2.5%	6.7%	8.1%	1.8%	.0%
100.0%	44.0%	56.0%	.0%	6.6%	3.3%	39.6%	45.1%	5.5%	.0%	
RTK	79	35	44	0	1	0	16	29	26	7
	4.3%	4.1%	4.4%	.0%	.4%	.0%	3.0%	5.7%	9.3%	11.7%
100.0%	44.3%	55.7%	.0%	1.3%	.0%	20.3%	36.7%	32.9%	8.9%	
Smash Radio	30	15	15	1	9	4	12	4	0	0
	1.6%	1.8%	1.5%	1.3%	3.5%	3.4%	2.2%	.8%	.0%	.0%
100.0%	50.0%	50.0%	3.3%	30.0%	13.3%	40.0%	13.3%	.0%	.0%	
Radju Marija	54	10	44	1	0	0	6	20	19	8
	2.9%	1.2%	4.4%	1.3%	.0%	.0%	1.1%	3.9%	6.8%	13.3%
100.0%	18.5%	81.5%	1.9%	.0%	.0%	11.1%	37.0%	35.2%	14.8%	
Campus FM	12	9	3	0	0	0	1	8	3	0
	.7%	1.1%	.3%	.0%	.0%	.0%	.2%	1.6%	1.1%	.0%
100.0%	75.0%	25.0%	.0%	.0%	.0%	8.3%	66.7%	25.0%	.0%	
Capital Radio / Vibe FM	46	30	16	2	12	4	26	2	0	0
	2.5%	3.5%	1.6%	2.5%	4.7%	3.4%	4.9%	.4%	.0%	.0%
100.0%	65.2%	34.8%	4.3%	26.1%	8.7%	56.5%	4.3%	.0%	.0%	
XFM	46	25	21	3	13	6	19	3	2	0
	2.5%	3.0%	2.1%	3.8%	5.0%	5.1%	3.6%	.6%	.7%	.0%
100.0%	54.3%	45.7%	6.5%	28.3%	13.0%	41.3%	6.5%	4.3%	.0%	
Community Radio Stations	33	11	22	1	2	3	12	11	3	1
	1.8%	1.3%	2.2%	1.3%	.8%	2.5%	2.2%	2.2%	1.1%	1.7%
100.0%	33.3%	66.7%	3.0%	6.1%	9.1%	36.4%	33.3%	9.1%	3.0%	
Foreign Radio Station	12	10	2	1	1	0	7	2	1	0
	.7%	1.2%	.2%	1.3%	.4%	.0%	1.3%	.4%	.4%	.0%
100.0%	83.3%	16.7%	8.3%	8.3%	.0%	58.3%	16.7%	8.3%	.0%	
No particular radio station	49	24	25	0	1	1	11	16	16	4
	2.7%	2.8%	2.5%	.0%	.4%	.8%	2.1%	3.1%	5.7%	6.7%
100.0%	49.0%	51.0%	.0%	2.0%	2.0%	22.4%	32.7%	32.7%	8.2%	
Did not remember	15	7	8	0	1	2	6	2	2	2
	.8%	.8%	.8%	.0%	.4%	1.7%	1.1%	.4%	.7%	3.3%
100.0%	46.7%	53.3%	.0%	6.7%	13.3%	40.0%	13.3%	13.3%	13.3%	
Did not listen to radio	801	351	450	55	102	48	233	225	116	22
	43.6%	41.4%	45.4%	68.8%	39.5%	40.7%	43.6%	44.2%	41.6%	36.7%
100.0%	43.8%	56.2%	6.9%	12.7%	6.0%	29.1%	28.1%	14.5%	2.7%	
Total	1839	847	992	80	258	118	535	509	279	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.4%	14.0%	6.4%	29.1%	27.7%	15.2%	3.3%

[Base: No of Consumers and Time Spent]

TABLE 8.2: RADIO CONSUMPTION BY DISTRICTS [JUL-SEP 2009]

	TOTAL	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	7	3	2	1	0	1	0
[TV O'night viewers]	.4%	.8%	.4%	.3%	.0%	.4%	.0%
	100.0%	42.9%	28.6%	14.3%	.0%	14.3%	.0%
Radju Malta	80	23	16	11	14	7	9
	4.4%	6.1%	3.2%	3.8%	5.1%	2.9%	5.8%
	100.0%	28.8%	20.0%	13.8%	17.5%	8.8%	11.3%
Radju Parlament 106.6	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Magic Radio	60	12	20	14	7	5	2
	3.3%	3.2%	4.0%	4.9%	2.6%	2.1%	1.3%
	100.0%	20.0%	33.3%	23.3%	11.7%	8.3%	3.3%
Super One Radio	160	40	46	34	16	13	11
	8.7%	10.6%	9.1%	11.8%	5.9%	5.5%	7.1%
	100.0%	25.0%	28.8%	21.3%	10.0%	8.1%	6.9%
Radio 101	45	7	19	6	3	7	3
	2.4%	1.8%	3.8%	2.1%	1.1%	2.9%	1.9%
	100.0%	15.6%	42.2%	13.3%	6.7%	15.6%	6.7%
Bay Radio	219	44	58	40	36	34	7
	11.9%	11.6%	11.5%	13.9%	13.2%	14.3%	4.5%
	100.0%	20.1%	26.5%	18.3%	16.4%	15.5%	3.2%
Calypso Radio	91	23	21	12	19	11	5
	4.9%	6.1%	4.2%	4.2%	7.0%	4.6%	3.2%
	100.0%	25.3%	23.1%	13.2%	20.9%	12.1%	5.5%
RTK	79	17	21	6	17	12	6
	4.3%	4.5%	4.2%	2.1%	6.2%	5.0%	3.9%
	100.0%	21.5%	26.6%	7.6%	21.5%	15.2%	7.6%
Smash Radio	30	5	10	2	5	5	3
	1.6%	1.3%	2.0%	.7%	1.8%	2.1%	1.9%
	100.0%	16.7%	33.3%	6.7%	16.7%	16.7%	10.0%
Radju Marija	54	13	15	7	9	4	6
	2.9%	3.4%	3.0%	2.4%	3.3%	1.7%	3.9%
	100.0%	24.1%	27.8%	13.0%	16.7%	7.4%	11.1%
Campus FM	12	0	7	1	3	1	0
	.7%	.0%	1.4%	.3%	1.1%	.4%	.0%
	100.0%	.0%	58.3%	8.3%	25.0%	8.3%	.0%
Capital Radio / Vibe FM	46	7	8	10	9	11	1
	2.5%	1.8%	1.6%	3.5%	3.3%	4.6%	.6%
	100.0%	15.2%	17.4%	21.7%	19.6%	23.9%	2.2%
XFM	46	10	9	8	6	11	2
	2.5%	2.6%	1.8%	2.8%	2.2%	4.6%	1.3%
	100.0%	21.7%	19.6%	17.4%	13.0%	23.9%	4.3%
Community Radio Stations	33	7	11	6	1	1	7
	1.8%	1.8%	2.2%	2.1%	.4%	.4%	4.5%
	100.0%	21.2%	33.3%	18.2%	3.0%	3.0%	21.2%
Foreign Radio Station	12	2	3	1	3	3	0
	.7%	.5%	.6%	.3%	1.1%	1.3%	.0%
	100.0%	16.7%	25.0%	8.3%	25.0%	25.0%	.0%
No particular radio station	49	12	16	8	5	5	3
	2.7%	3.2%	3.2%	2.8%	1.8%	2.1%	1.9%
	100.0%	24.5%	32.7%	16.3%	10.2%	10.2%	6.1%
Did not remember	15	5	3	1	1	1	4
	.8%	1.3%	.6%	.3%	.4%	.4%	2.6%
	100.0%	33.3%	20.0%	6.7%	6.7%	6.7%	26.7%
Did not listen to radio	801	149	221	120	119	106	86
	43.6%	39.3%	43.7%	41.7%	43.6%	44.5%	55.5%
	100.0%	18.6%	27.6%	15.0%	14.9%	13.2%	10.7%
Total	1839	379	506	288	273	238	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.6%	27.5%	15.7%	14.8%	12.9%	8.4%

[Base: No of Consumers and Time Spent]

TABLE 8.3: RADIO CONSUMPTION BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JUL	AUG	SEP
Not applicable	7	2	2	1			2		3	2	2
[TV O'night viewers]	.4%	.8%	.8%	.4%			.8%		.5%	.3%	.3%
	100.0%	28.6%	28.6%	14.3%			28.6%		42.9%	28.6%	28.6%
Radju Malta	80	6	16	12	11	17	12	6	24	30	26
	4.4%	2.3%	6.1%	4.3%	4.2%	6.6%	4.6%	2.3%	3.9%	4.8%	4.3%
	100.0%	7.5%	20.0%	15.0%	13.8%	21.3%	15.0%	7.5%	30.0%	37.5%	32.5%
Radju Parlament 106.6	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magic Radio	60	10	9	13	6	7	7	8	20	15	25
	3.3%	3.8%	3.4%	4.6%	2.3%	2.7%	2.7%	3.1%	3.2%	2.4%	4.2%
	100.0%	16.7%	15.0%	21.7%	10.0%	11.7%	11.7%	13.3%	33.3%	25.0%	41.7%
Super One Radio	160	23	26	28	22	20	23	18	47	61	52
	8.7%	8.8%	10.0%	10.0%	8.5%	7.8%	8.9%	6.9%	7.6%	9.8%	8.7%
	100.0%	14.4%	16.3%	17.5%	13.8%	12.5%	14.4%	11.3%	29.4%	38.1%	32.5%
Radio 101	45	10	7	5	6	8	5	4	18	11	16
	2.4%	3.8%	2.7%	1.8%	2.3%	3.1%	1.9%	1.5%	2.9%	1.8%	2.7%
	100.0%	22.2%	15.6%	11.1%	13.3%	17.8%	11.1%	8.9%	40.0%	24.4%	35.6%
Bay Radio	219	33	22	45	32	33	29	25	81	67	71
	11.9%	12.6%	8.4%	16.1%	12.4%	12.8%	11.2%	9.6%	13.1%	10.8%	11.9%
	100.0%	15.1%	10.0%	20.5%	14.6%	15.1%	13.2%	11.4%	37.0%	30.6%	32.4%
Calypso Radio	91	8	16	13	18	9	13	14	39	23	29
	4.9%	3.1%	6.1%	4.6%	6.9%	3.5%	5.0%	5.4%	6.3%	3.7%	4.8%
	100.0%	8.8%	17.6%	14.3%	19.8%	9.9%	14.3%	15.4%	42.9%	25.3%	31.9%
RTK	79	15	9	18	9	11	7	10	25	24	30
	4.3%	5.7%	3.4%	6.4%	3.5%	4.3%	2.7%	3.8%	4.0%	3.9%	5.0%
	100.0%	19.0%	11.4%	22.8%	11.4%	13.9%	8.9%	12.7%	31.6%	30.4%	38.0%
Smash Radio	30	6	3	2	6	4	7	2	14	11	5
	1.6%	2.3%	1.1%	.7%	2.3%	1.6%	2.7%	.8%	2.3%	1.8%	.8%
	100.0%	20.0%	10.0%	6.7%	20.0%	13.3%	23.3%	6.7%	46.7%	36.7%	16.7%
Radju Marija	54	7	11	4	8	10	5	9	18	15	21
	2.9%	2.7%	4.2%	1.4%	3.1%	3.9%	1.9%	3.4%	2.9%	2.4%	3.5%
	100.0%	13.0%	20.4%	7.4%	14.8%	18.5%	9.3%	16.7%	33.3%	27.8%	38.9%
Campus FM	12	1	3	1	3	2		2	5	4	3
	.7%	.4%	1.1%	.4%	1.2%	.8%		.8%	.8%	.6%	.5%
	100.0%	8.3%	25.0%	8.3%	25.0%	16.7%		16.7%	41.7%	33.3%	25.0%
Capital Radio / Vibe FM	46	7	6	5	7	7	8	6	15	14	17
	2.5%	2.7%	2.3%	1.8%	2.7%	2.7%	3.1%	2.3%	2.4%	2.3%	2.8%
	100.0%	15.2%	13.0%	10.9%	15.2%	15.2%	17.4%	13.0%	32.6%	30.4%	37.0%
XFM	46	8	9	8	7	6	3	5	17	18	11
	2.5%	3.1%	3.4%	2.9%	2.7%	2.3%	1.2%	1.9%	2.7%	2.9%	1.8%
	100.0%	17.4%	19.6%	17.4%	15.2%	13.0%	6.5%	10.9%	37.0%	39.1%	23.9%
Community Radio Stations	33	4	5	4	7	3	4	6	12	14	7
	1.8%	1.5%	1.9%	1.4%	2.7%	1.2%	1.5%	2.3%	1.9%	2.3%	1.2%
	100.0%	12.1%	15.2%	12.1%	21.2%	9.1%	12.1%	18.2%	36.4%	42.4%	21.2%
Foreign Radio Station	12	2	2	3		2	1	2	8	1	3
	.7%	.8%	.8%	1.1%		.8%	.4%	.8%	1.3%	.2%	.5%
	100.0%	16.7%	16.7%	25.0%		16.7%	8.3%	16.7%	66.7%	8.3%	25.0%
No particular radio station	49	7	6	6	9	6	6	9	15	24	10
	2.7%	2.7%	2.3%	2.1%	3.5%	2.3%	2.3%	3.4%	2.4%	3.9%	1.7%
	100.0%	14.3%	12.2%	12.2%	18.4%	12.2%	12.2%	18.4%	30.6%	49.0%	20.4%
Did not remember	15	2	1	3	1	4	2	2	7	4	4
	.8%	.8%	.4%	1.1%	.4%	1.6%	.8%	.8%	1.1%	.6%	.7%
	100.0%	13.3%	6.7%	20.0%	6.7%	26.7%	13.3%	13.3%	46.7%	26.7%	26.7%
Did not listen to radio	801	110	108	109	107	109	125	133	252	282	267
	43.6%	42.1%	41.4%	38.9%	41.3%	42.2%	48.3%	51.0%	40.6%	45.5%	44.6%
	100.0%	13.7%	13.5%	13.6%	13.4%	13.6%	15.6%	16.6%	31.5%	35.2%	33.3%
Total	1839	261	261	280	259	258	259	261	620	620	599
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	14.2%	15.2%	14.1%	14.0%	14.1%	14.2%	33.7%	33.7%	32.6%

[Base: No of Consumers and Time Spent]

TABLE 8.4: TV CONSUMPTION 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+
Not applicable	1	1	0	0	0	0	0	1	0	0
[Radio O'night listeners]	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
No TV Set	9	7	2	0	1	0	2	2	3	1
	.5%	.8%	.2%	.0%	.4%	.0%	.4%	.4%	1.1%	1.7%
	100.0%	77.8%	22.2%	.0%	11.1%	.0%	22.2%	22.2%	33.3%	11.1%
TVM	243	111	132	7	25	5	81	78	39	8
	13.2%	13.1%	13.3%	8.8%	9.7%	4.2%	15.1%	15.3%	14.0%	13.3%
	100.0%	45.7%	54.3%	2.9%	10.3%	2.1%	33.3%	32.1%	16.0%	3.3%
One TV	161	58	103	3	17	10	40	50	35	6
	8.8%	6.8%	10.4%	3.8%	6.6%	8.5%	7.5%	9.8%	12.5%	10.0%
	100.0%	36.0%	64.0%	1.9%	10.6%	6.2%	24.8%	31.1%	21.7%	3.7%
Net TV	72	29	43	1	5	4	19	17	25	1
	3.9%	3.4%	4.3%	1.3%	1.9%	3.4%	3.6%	3.3%	9.0%	1.7%
	100.0%	40.3%	59.7%	1.4%	6.9%	5.6%	26.4%	23.6%	34.7%	1.4%
Smash TV	53	18	35	5	12	3	12	15	5	1
	2.9%	2.1%	3.5%	6.3%	4.7%	2.5%	2.2%	2.9%	1.8%	1.7%
	100.0%	34.0%	66.0%	9.4%	22.6%	5.7%	22.6%	28.3%	9.4%	1.9%
iTV	1	0	1	0	0	0	1	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Favourite TV	18	5	13	0	2	0	2	6	6	2
	1.0%	.6%	1.3%	.0%	.8%	.0%	.4%	1.2%	2.2%	3.3%
	100.0%	27.8%	72.2%	.0%	11.1%	.0%	11.1%	33.3%	33.3%	11.1%
Rai 1	52	24	28	1	1	3	9	19	17	2
	2.8%	2.8%	2.8%	1.3%	.4%	2.5%	1.7%	3.7%	6.1%	3.3%
	100.0%	46.2%	53.8%	1.9%	1.9%	5.8%	17.3%	36.5%	32.7%	3.8%
Rai 2	17	10	7	1	0	0	11	4	1	0
	.9%	1.2%	.7%	1.3%	.0%	.0%	2.1%	.8%	.4%	.0%
	100.0%	58.8%	41.2%	5.9%	.0%	.0%	64.7%	23.5%	5.9%	.0%
Rai 3	7	0	7	0	2	0	1	3	1	0
	.4%	.0%	.7%	.0%	.8%	.0%	.2%	.6%	.4%	.0%
	100.0%	.0%	100.0%	.0%	28.6%	.0%	14.3%	42.9%	14.3%	.0%
Rete 4	32	18	14	0	2	1	7	19	3	0
	1.7%	2.1%	1.4%	.0%	.8%	.8%	1.3%	3.7%	1.1%	.0%
	100.0%	56.3%	43.8%	.0%	6.3%	3.1%	21.9%	59.4%	9.4%	.0%
Canale 5	78	27	51	3	3	7	31	27	7	0
	4.2%	3.2%	5.1%	3.8%	1.2%	5.9%	5.8%	5.3%	2.5%	.0%
	100.0%	34.6%	65.4%	3.8%	3.8%	9.0%	39.7%	34.6%	9.0%	.0%
Italia 1	94	56	38	15	31	11	29	7	1	0
	5.1%	6.6%	3.8%	18.8%	12.0%	9.3%	5.4%	1.4%	.4%	.0%
	100.0%	59.6%	40.4%	16.0%	33.0%	11.7%	30.9%	7.4%	1.1%	.0%
Discovery Channel	53	42	11	6	12	5	14	11	4	1
	2.9%	5.0%	1.1%	7.5%	4.7%	4.2%	2.6%	2.2%	1.4%	1.7%
	100.0%	79.2%	20.8%	11.3%	22.6%	9.4%	26.4%	20.8%	7.5%	1.9%
MTV	15	7	8	6	9	0	0	0	0	0
	.8%	.8%	.8%	7.5%	3.5%	.0%	.0%	.0%	.0%	.0%
	100.0%	46.7%	53.3%	40.0%	60.0%	.0%	.0%	.0%	.0%	.0%
BBC Prime	19	7	12	0	2	1	6	5	4	1
	1.0%	.8%	1.2%	.0%	.8%	.8%	1.1%	1.0%	1.4%	1.7%
	100.0%	36.8%	63.2%	.0%	10.5%	5.3%	31.6%	26.3%	21.1%	5.3%
BBC World	2	2	0	0	0	0	1	0	1	0
	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.4%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
Other TV station	233	118	115	13	42	15	80	50	31	2
	12.7%	13.9%	11.6%	16.3%	16.3%	12.7%	15.0%	9.8%	11.1%	3.3%
	100.0%	50.6%	49.4%	5.6%	18.0%	6.4%	34.3%	21.5%	13.3%	.9%
No particular station	100	34	66	0	7	1	21	39	24	8
	5.4%	4.0%	6.7%	.0%	2.7%	.8%	3.9%	7.7%	8.6%	13.3%
	100.0%	34.0%	66.0%	.0%	7.0%	1.0%	21.0%	39.0%	24.0%	8.0%

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Did not remember	23	12	11	0	2	1	5	6	2	7
	1.3%	1.4%	1.1%	.0%	.8%	.8%	.9%	1.2%	.7%	11.7%
	100.0%	52.2%	47.8%	.0%	8.7%	4.3%	21.7%	26.1%	8.7%	30.4%
Did not watch TV	554	261	293	19	83	51	162	150	69	20
	30.1%	30.8%	29.5%	23.8%	32.2%	43.2%	30.3%	29.5%	24.7%	33.3%
	100.0%	47.1%	52.9%	3.4%	15.0%	9.2%	29.2%	27.1%	12.5%	3.6%
No Response	2	0	2	0	0	0	1	0	1	0
	.1%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.4%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
Total	1839	847	992	80	258	118	535	509	279	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.4%	14.0%	6.4%	29.1%	27.7%	15.2%	3.3%

[Base: No of Consumers and Time Spent]

TABLE 8.5: TV CONSUMPTION BY DISTRICTS [JUL-SEP 2009]

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	1	0	1	0	0	0	0
[Radio O'night listeners]	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
No TV Set	9	2	3	2	1	0	1
	.5%	.5%	.6%	.7%	.4%	.0%	.6%
	100.0%	22.2%	33.3%	22.2%	11.1%	.0%	11.1%
TVM	243	42	60	32	45	33	31
	13.2%	11.1%	11.9%	11.1%	16.5%	13.9%	20.0%
	100.0%	17.3%	24.7%	13.2%	18.5%	13.6%	12.8%
One TV	161	39	45	29	19	16	13
	8.8%	10.3%	8.9%	10.1%	7.0%	6.7%	8.4%
	100.0%	24.2%	28.0%	18.0%	11.8%	9.9%	8.1%
Net TV	72	11	25	8	11	10	7
	3.9%	2.9%	4.9%	2.8%	4.0%	4.2%	4.5%
	100.0%	15.3%	34.7%	11.1%	15.3%	13.9%	9.7%
Smash TV	53	17	13	9	6	4	4
	2.9%	4.5%	2.6%	3.1%	2.2%	1.7%	2.6%
	100.0%	32.1%	24.5%	17.0%	11.3%	7.5%	7.5%
iTV	1	0	0	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Favourite TV	18	10	4	1	1	1	1
	1.0%	2.6%	.8%	.3%	.4%	.4%	.6%
	100.0%	55.6%	22.2%	5.6%	5.6%	5.6%	5.6%
Rai 1	52	10	19	2	9	7	5
	2.8%	2.6%	3.8%	.7%	3.3%	2.9%	3.2%
	100.0%	19.2%	36.5%	3.8%	17.3%	13.5%	9.6%
Rai 2	17	4	5	2	4	2	0
	.9%	1.1%	1.0%	.7%	1.5%	.8%	.0%
	100.0%	23.5%	29.4%	11.8%	23.5%	11.8%	.0%
Rai 3	7	2	3	1	0	1	0
	.4%	.5%	.6%	.3%	.0%	.4%	.0%
	100.0%	28.6%	42.9%	14.3%	.0%	14.3%	.0%
Rete 4	32	9	6	6	2	6	3
	1.7%	2.4%	1.2%	2.1%	.7%	2.5%	1.9%
	100.0%	28.1%	18.8%	18.8%	6.3%	18.8%	9.4%
Canale 5	78	16	24	11	12	11	4
	4.2%	4.2%	4.7%	3.8%	4.4%	4.6%	2.6%
	100.0%	20.5%	30.8%	14.1%	15.4%	14.1%	5.1%
Italia 1	94	21	25	21	9	12	6
	5.1%	5.5%	4.9%	7.3%	3.3%	5.0%	3.9%
	100.0%	22.3%	26.6%	22.3%	9.6%	12.8%	6.4%
Discovery Channel	53	8	16	12	10	4	3
	2.9%	2.1%	3.2%	4.2%	3.7%	1.7%	1.9%
	100.0%	15.1%	30.2%	22.6%	18.9%	7.5%	5.7%
MTV	15	0	2	5	3	5	0
	.8%	.0%	.4%	1.7%	1.1%	2.1%	.0%
	100.0%	.0%	13.3%	33.3%	20.0%	33.3%	.0%
BBC Prime	19	2	8	3	2	2	2
	1.0%	.5%	1.6%	1.0%	.7%	.8%	1.3%
	100.0%	10.5%	42.1%	15.8%	10.5%	10.5%	10.5%
BBC World	2	0	0	0	0	2	0
	.1%	.0%	.0%	.0%	.0%	.8%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Other TV station	233	45	92	30	28	25	13
	12.7%	11.9%	18.2%	10.4%	10.3%	10.5%	8.4%
	100.0%	19.3%	39.5%	12.9%	12.0%	10.7%	5.6%
No particular station	100	20	26	18	17	15	4
	5.4%	5.3%	5.1%	6.3%	6.2%	6.3%	2.6%
	100.0%	20.0%	26.0%	18.0%	17.0%	15.0%	4.0%

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Did not remember	23 1.3% 100.0%	5 1.3% 21.7%	5 1.0% 21.7%	4 1.4% 17.4%	5 1.8% 21.7%	2 .8% 8.7%	2 1.3% 8.7%
Did not watch TV	554 30.1% 100.0%	116 30.6% 20.9%	123 24.3% 22.2%	91 31.6% 16.4%	89 32.6% 16.1%	79 33.2% 14.3%	56 36.1% 10.1%
No Response	2 .1% 100.0%	0 .0% .0%	1 .2% 50.0%	1 .3% 50.0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	1839 100.0% 100.0%	379 100.0% 20.6%	506 100.0% 27.5%	288 100.0% 15.7%	273 100.0% 14.8%	238 100.0% 12.9%	155 100.0% 8.4%

[Base: No of Consumers and Time Spent]

TABLE 8.6: TV CONSUMPTION BY WEEKDAY AND BY MONTH [JUL-SEP 2009]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JUL	AUG	SEP
Not applicable	1					1			1		
[Radio O'night listeners]	.1%					.4%			.2%		
	100.0%					100.0%			100.0%		
No TV Set	9	1	2		1	2	1	2	2	5	2
	.5%	.4%	.8%		.4%	.8%	.4%	.8%	.3%	.8%	.3%
	100.0%	11.1%	22.2%		11.1%	22.2%	11.1%	22.2%	22.2%	55.6%	22.2%
TVM	243	36	30	32	38	46	33	28	88	77	78
	13.2%	13.8%	11.5%	11.4%	14.7%	17.8%	12.7%	10.7%	14.2%	12.4%	13.0%
	100.0%	14.8%	12.3%	13.2%	15.6%	18.9%	13.6%	11.5%	36.2%	31.7%	32.1%
One TV	161	34	23	20	25	16	17	26	39	70	52
	8.8%	13.0%	8.8%	7.1%	9.7%	6.2%	6.6%	10.0%	6.3%	11.3%	8.7%
	100.0%	21.1%	14.3%	12.4%	15.5%	9.9%	10.6%	16.1%	24.2%	43.5%	32.3%
Net TV	72	8	14	13	13	11	7	6	21	18	33
	3.9%	3.1%	5.4%	4.6%	5.0%	4.3%	2.7%	2.3%	3.4%	2.9%	5.5%
	100.0%	11.1%	19.4%	18.1%	18.1%	15.3%	9.7%	8.3%	29.2%	25.0%	45.8%
Smash TV	53	7	7	7	11	7	9	5	15	24	14
	2.9%	2.7%	2.7%	2.5%	4.2%	2.7%	3.5%	1.9%	2.4%	3.9%	2.3%
	100.0%	13.2%	13.2%	13.2%	20.8%	13.2%	17.0%	9.4%	28.3%	45.3%	26.4%
iTV	1	1									1
	.1%	.4%									.2%
	100.0%	100.0%									100.0%
Favourite TV	18	3	6	3	3	1	2		9	2	7
	1.0%	1.1%	2.3%	1.1%	1.2%	.4%	.8%		1.5%	.3%	1.2%
	100.0%	16.7%	33.3%	16.7%	16.7%	5.6%	11.1%		50.0%	11.1%	38.9%
Rai 1	52	3	8	13	10	4	8	6	13	12	27
	2.8%	1.1%	3.1%	4.6%	3.9%	1.6%	3.1%	2.3%	2.1%	1.9%	4.5%
	100.0%	5.8%	15.4%	25.0%	19.2%	7.7%	15.4%	11.5%	25.0%	23.1%	51.9%
Rai 2	17	2	3	1	2	1	4	4	7	7	3
	.9%	.8%	1.1%	.4%	.8%	.4%	1.5%	1.5%	1.1%	1.1%	.5%
	100.0%	11.8%	17.6%	5.9%	11.8%	5.9%	23.5%	23.5%	41.2%	41.2%	17.6%
Rai 3	7	2		2	2			1	3	3	1
	.4%	.8%		.7%	.8%			.4%	.5%	.5%	.2%
	100.0%	28.6%		28.6%	28.6%			14.3%	42.9%	42.9%	14.3%
Rete 4	32	9	3	3	8	3	3	3	9	9	14
	1.7%	3.4%	1.1%	1.1%	3.1%	1.2%	1.2%	1.1%	1.5%	1.5%	2.3%
	100.0%	28.1%	9.4%	9.4%	25.0%	9.4%	9.4%	9.4%	28.1%	28.1%	43.8%
Canale 5	78	18	11	9	8	8	14	10	21	14	43
	4.2%	6.9%	4.2%	3.2%	3.1%	3.1%	5.4%	3.8%	3.4%	2.3%	7.2%
	100.0%	23.1%	14.1%	11.5%	10.3%	10.3%	17.9%	12.8%	26.9%	17.9%	55.1%
Italia 1	94	13	11	18	13	10	9	20	32	32	30
	5.1%	5.0%	4.2%	6.4%	5.0%	3.9%	3.5%	7.7%	5.2%	5.2%	5.0%
	100.0%	13.8%	11.7%	19.1%	13.8%	10.6%	9.6%	21.3%	34.0%	34.0%	31.9%
Discovery Channel	53	10	6	9	4	9	9	6	16	23	14
	2.9%	3.8%	2.3%	3.2%	1.5%	3.5%	3.5%	2.3%	2.6%	3.7%	2.3%
	100.0%	18.9%	11.3%	17.0%	7.5%	17.0%	17.0%	11.3%	30.2%	43.4%	26.4%
MTV	15	3	1	3	1	4	2	1	4	7	4
	.8%	1.1%	.4%	1.1%	.4%	1.6%	.8%	.4%	.6%	1.1%	.7%
	100.0%	20.0%	6.7%	20.0%	6.7%	26.7%	13.3%	6.7%	26.7%	46.7%	26.7%
BBC Prime	19	3	6	1	3	4	1	1	9	2	8
	1.0%	1.1%	2.3%	.4%	1.2%	1.6%	.4%	.4%	1.5%	.3%	1.3%
	100.0%	15.8%	31.6%	5.3%	15.8%	21.1%	5.3%	5.3%	47.4%	10.5%	42.1%
BBC World	2				1	1			2		
	.1%				.4%	.4%			.3%		
	100.0%				50.0%	50.0%			100.0%		
Other TV station	233	34	34	36	32	31	27	39	69	82	82
	12.7%	13.0%	13.0%	12.9%	12.4%	12.0%	10.4%	14.9%	11.1%	13.2%	13.7%
	100.0%	14.6%	14.6%	15.5%	13.7%	13.3%	11.6%	16.7%	29.6%	35.2%	35.2%
No particular station	100	15	17	13	10	17	13	15	25	43	32
	5.4%	5.7%	6.5%	4.6%	3.9%	6.6%	5.0%	5.7%	4.0%	6.9%	5.3%
	100.0%	15.0%	17.0%	13.0%	10.0%	17.0%	13.0%	15.0%	25.0%	43.0%	32.0%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Did not remember	23 1.3% 100.0%	2 .8% 8.7%	3 1.1% 13.0%	7 2.5% 30.4%	2 .8% 8.7%	1 .4% 4.3%	6 2.3% 26.1%	2 .8% 8.7%	8 1.3% 34.8%	12 1.9% 52.2%	3 .5% 13.0%
Did not watch TV	554 30.1% 100.0%	57 21.8% 10.3%	76 29.1% 13.7%	90 32.1% 16.2%	71 27.4% 12.8%	81 31.4% 14.6%	94 36.3% 17.0%	85 32.6% 15.3%	226 36.5% 40.8%	178 28.7% 32.1%	150 25.0% 27.1%
No response	2 .1% 100.0%				1 .4% 50.0%			1 .4% 50.0%	1 .2% 50.0%		1 .2% 50.0%
Total	1839 100.0% 100.0%	261 100.0% 14.2%	261 100.0% 14.2%	280 100.0% 15.2%	259 100.0% 14.1%	258 100.0% 14.0%	259 100.0% 14.1%	261 100.0% 14.2%	620 100.0% 33.7%	620 100.0% 33.7%	599 100.0% 32.6%

[Base: No of Consumers and Time Spent]

RADIO AND TELEVISION AUDIENCES
PART THREE – TABLES AND FIGURES
[OCTOBER 2008 - SEPTEMBER 2009]

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1.1 SAMPLE PROFILE BY GENDER AND BY AGE GROUP [OCT 2008-SEP 2009]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	3350	164	570	230	937	880	462	107
	46.1%	54.1%	51.0%	49.9%	44.7%	43.8%	44.3%	45.9%
	100.0%	4.9%	17.0%	6.9%	28.0%	26.3%	13.8%	3.2%
Females	3916	139	547	231	1161	1130	582	126
	53.9%	45.9%	49.0%	50.1%	55.3%	56.2%	55.7%	54.1%
	100.0%	3.5%	14.0%	5.9%	29.6%	28.9%	14.9%	3.2%
Total	7266	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT [OCT 2008-SEP 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	3350	681	905	519	509	479	257
	46.1%	46.2%	45.1%	46.3%	46.9%	48.3%	43.6%
	100.0%	20.3%	27.0%	15.5%	15.2%	14.3%	7.7%
Female	3916	792	1102	601	576	513	332
	53.9%	53.8%	54.9%	53.7%	53.1%	51.7%	56.4%
	100.0%	20.2%	28.1%	15.3%	14.7%	13.1%	8.5%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

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1.3 SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [OCT 2008-SEP 2009]

	TOTAL	MALE	FEMALE	DISTRICT					
				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%

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3.1: RADIO CHANNEL REACH BY GENDER AND BY AGE GROUP – [OCT 2008-SEP 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	245	104	141	1	2	3	31	110	84	14
	3.4%	3.1%	3.6%	.3%	.2%	.7%	1.5%	5.5%	8.0%	6.0%
	100.0%	42.4%	57.6%	.4%	.8%	1.2%	12.7%	44.9%	34.3%	5.7%
Radju Parlament 106.6	43	16	27	2	9	3	22	7		
	.6%	.5%	.7%	.7%	.8%	.7%	1.0%	.3%		
	100.0%	37.2%	62.8%	4.7%	20.9%	7.0%	51.2%	16.3%		
Magic Radio	225	100	125	4	43	16	119	34	9	
	3.1%	3.0%	3.2%	1.3%	3.8%	3.5%	5.7%	1.7%	.9%	
	100.0%	44.4%	55.6%	1.8%	19.1%	7.1%	52.9%	15.1%	4.0%	
Super One Radio	577	287	290	6	16	14	110	251	154	26
	7.9%	8.6%	7.4%	2.0%	1.4%	3.0%	5.2%	12.5%	14.8%	11.2%
	100.0%	49.7%	50.3%	1.0%	2.8%	2.4%	19.1%	43.5%	26.7%	4.5%
Radio 101	175	95	80	3	6	8	48	65	36	9
	2.4%	2.8%	2.0%	1.0%	.5%	1.7%	2.3%	3.2%	3.4%	3.9%
	100.0%	54.3%	45.7%	1.7%	3.4%	4.6%	27.4%	37.1%	20.6%	5.1%
Bay Radio	723	368	355	43	327	111	192	48	1	1
	10.0%	11.0%	9.1%	14.2%	29.3%	24.1%	9.2%	2.4%	.1%	.4%
	100.0%	50.9%	49.1%	5.9%	45.2%	15.4%	26.6%	6.6%	.1%	.1%
Calypso Radio	381	170	211	2	15	16	162	157	26	3
	5.2%	5.1%	5.4%	.7%	1.3%	3.5%	7.7%	7.8%	2.5%	1.3%
	100.0%	44.6%	55.4%	.5%	3.9%	4.2%	42.5%	41.2%	6.8%	.8%
RTK	301	116	185		4	3	42	129	101	22
	4.1%	3.5%	4.7%		.4%	.7%	2.0%	6.4%	9.7%	9.4%
	100.0%	38.5%	61.5%		1.3%	1.0%	14.0%	42.9%	33.6%	7.3%
Smash Radio	126	61	65	5	38	11	57	15		
	1.7%	1.8%	1.7%	1.7%	3.4%	2.4%	2.7%	.7%		
	100.0%	48.4%	51.6%	4.0%	30.2%	8.7%	45.2%	11.9%		
Radju Marija	279	65	214	1	3	1	35	96	104	39
	3.8%	1.9%	5.5%	.3%	.3%	.2%	1.7%	4.8%	10.0%	16.7%
	100.0%	23.3%	76.7%	.4%	1.1%	.4%	12.5%	34.4%	37.3%	14.0%
Campus FM	29	18	11		1	2	8	13	5	
	.4%	.5%	.3%		.1%	.4%	.4%	.6%	.5%	
	100.0%	62.1%	37.9%		3.4%	6.9%	27.6%	44.8%	17.2%	
Capital Radio / Vibe FM	142	85	57	4	21	18	86	12	1	
	2.0%	2.5%	1.5%	1.3%	1.9%	3.9%	4.1%	.6%	.1%	
	100.0%	59.9%	40.1%	2.8%	14.8%	12.7%	60.6%	8.5%	.7%	
XFM	176	101	75	15	56	22	65	13	4	1
	2.4%	3.0%	1.9%	5.0%	5.0%	4.8%	3.1%	.6%	.4%	.4%
	100.0%	57.4%	42.6%	8.5%	31.8%	12.5%	36.9%	7.4%	2.3%	.6%
Community Radio Stations	89	34	55	3	8	5	31	28	10	4
	1.2%	1.0%	1.4%	1.0%	.7%	1.1%	1.5%	1.4%	1.0%	1.7%
	100.0%	38.2%	61.8%	3.4%	9.0%	5.6%	34.8%	31.5%	11.2%	4.5%
Foreign Radio Station	37	22	15	1	4	1	14	12	4	1
	.5%	.7%	.4%	.3%	.4%	.2%	.7%	.6%	.4%	.4%
	100.0%	59.5%	40.5%	2.7%	10.8%	2.7%	37.8%	32.4%	10.8%	2.7%
No particular radio station	345	171	174	1	37	13	80	117	82	15
	4.7%	5.1%	4.4%	.3%	3.3%	2.8%	3.8%	5.8%	7.9%	6.4%
	100.0%	49.6%	50.4%	.3%	10.7%	3.8%	23.2%	33.9%	23.8%	4.3%
Did not remember	39	19	20		3	2	12	10	8	4
	.5%	.6%	.5%		.3%	.4%	.6%	.5%	.8%	1.7%
	100.0%	48.7%	51.3%		7.7%	5.1%	30.8%	25.6%	20.5%	10.3%
Did not listen to radio	3334	1518	1816	212	524	212	984	893	415	94
	45.9%	45.3%	46.4%	70.0%	46.9%	46.0%	46.9%	44.4%	39.8%	40.3%
	100.0%	45.5%	54.5%	6.4%	15.7%	6.4%	29.5%	26.8%	12.4%	2.8%
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

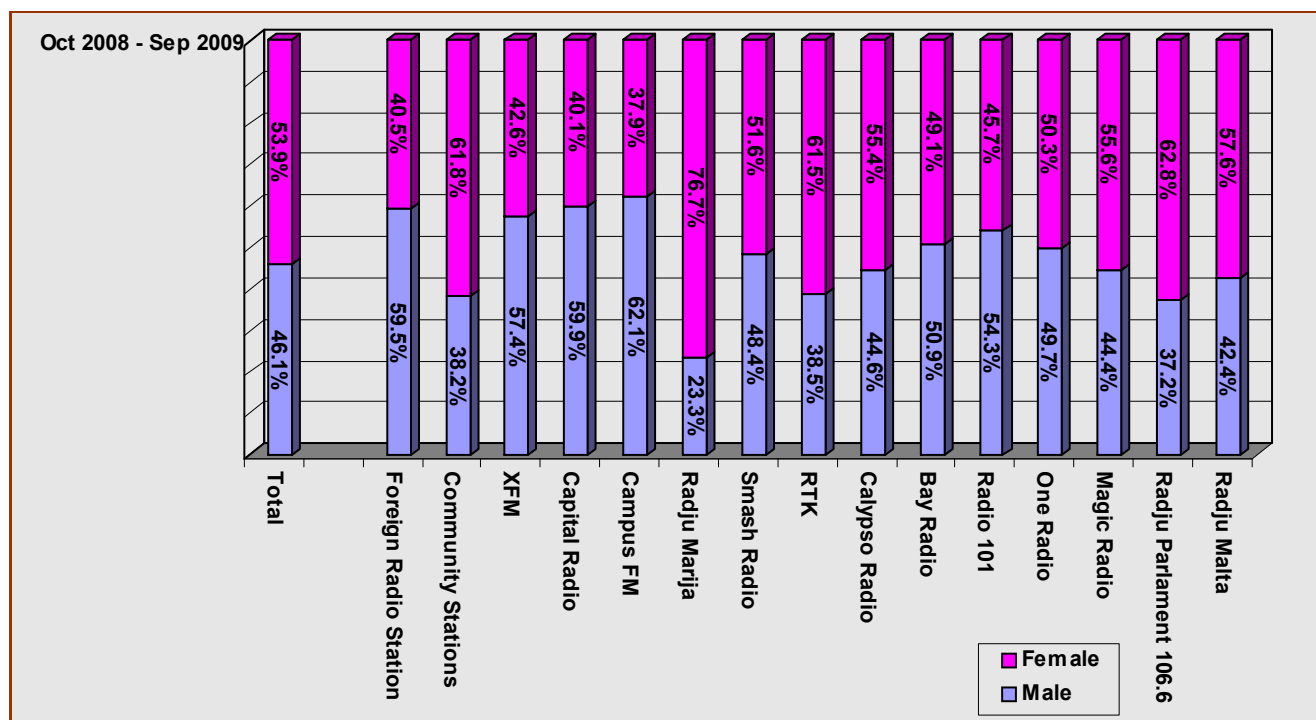


FIGURE 3.1.A: RADIO REACH BY BROADCASTING STATION – BY GENDER [OCT 2008-SEP 2009]

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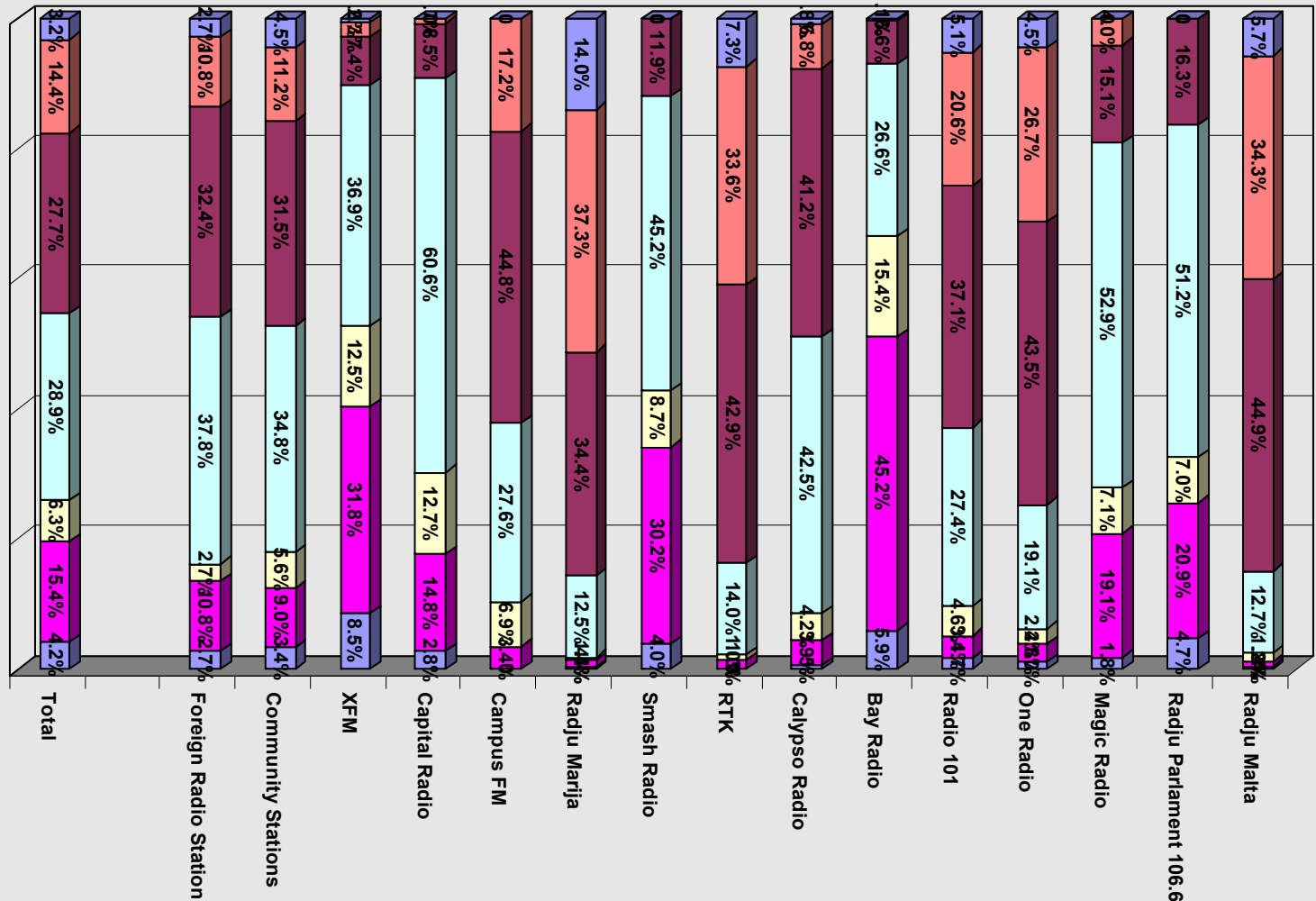
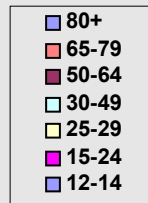


FIGURE 3.1.B: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [OCT 2009-SEP 2009]

3.2: RADIO CHANNEL REACH BY DISTRICT- [OCT 2008-SEP 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	245	52	66	34	42	29	22
	3.4%	3.5%	3.3%	3.0%	3.9%	2.9%	3.7%
	100.0%	21.2%	26.9%	13.9%	17.1%	11.8%	9.0%
Radju Parlament 106.6	43	6	12	4	5	12	4
	.6%	.4%	.6%	.4%	.5%	1.2%	.7%
	100.0%	14.0%	27.9%	9.3%	11.6%	27.9%	9.3%
Magic Radio	225	42	73	36	36	35	3
	3.1%	2.9%	3.6%	3.2%	3.3%	3.5%	.5%
	100.0%	18.7%	32.4%	16.0%	16.0%	15.6%	1.3%
Super One Radio	577	160	136	120	71	60	30
	7.9%	10.9%	6.8%	10.7%	6.5%	6.0%	5.1%
	100.0%	27.7%	23.6%	20.8%	12.3%	10.4%	5.2%
Radio 101	175	29	68	24	15	20	19
	2.4%	2.0%	3.4%	2.1%	1.4%	2.0%	3.2%
	100.0%	16.6%	38.9%	13.7%	8.6%	11.4%	10.9%
Bay Radio	723	117	199	116	131	126	34
	10.0%	7.9%	9.9%	10.4%	12.1%	12.7%	5.8%
	100.0%	16.2%	27.5%	16.0%	18.1%	17.4%	4.7%
Calypso Radio	381	78	98	61	65	51	28
	5.2%	5.3%	4.9%	5.4%	6.0%	5.1%	4.8%
	100.0%	20.5%	25.7%	16.0%	17.1%	13.4%	7.3%
RTK	301	52	92	29	48	41	39
	4.1%	3.5%	4.6%	2.6%	4.4%	4.1%	6.6%
	100.0%	17.3%	30.6%	9.6%	15.9%	13.6%	13.0%
Smash Radio	126	28	27	17	18	22	14
	1.7%	1.9%	1.3%	1.5%	1.7%	2.2%	2.4%
	100.0%	22.2%	21.4%	13.5%	14.3%	17.5%	11.1%
Radju Marija	279	52	90	42	45	30	20
	3.8%	3.5%	4.5%	3.8%	4.1%	3.0%	3.4%
	100.0%	18.6%	32.3%	15.1%	16.1%	10.8%	7.2%
Campus FM	29	1	13	2	6	6	1
	.4%	.1%	.6%	.2%	.6%	.6%	.2%
	100.0%	3.4%	44.8%	6.9%	20.7%	20.7%	3.4%
Capital Radio / Vibe FM	142	28	35	23	24	20	12
	2.0%	1.9%	1.7%	2.1%	2.2%	2.0%	2.0%
	100.0%	19.7%	24.6%	16.2%	16.9%	14.1%	8.5%
XFM	176	30	53	26	31	30	6
	2.4%	2.0%	2.6%	2.3%	2.9%	3.0%	1.0%
	100.0%	17.0%	30.1%	14.8%	17.6%	17.0%	3.4%
Community Radio Stations	89	23	23	18	5	5	15
	1.2%	1.6%	1.1%	1.6%	.5%	.5%	2.5%
	100.0%	25.8%	25.8%	20.2%	5.6%	5.6%	16.9%
Foreign Radio Station	37	4	11	2	7	10	3
	.5%	.3%	.5%	.2%	.6%	1.0%	.5%
	100.0%	10.8%	29.7%	5.4%	18.9%	27.0%	8.1%
No particular radio station	345	96	86	56	47	40	20
	4.7%	6.5%	4.3%	5.0%	4.3%	4.0%	3.4%
	100.0%	27.8%	24.9%	16.2%	13.6%	11.6%	5.8%
Did not remember	39	8	13	6	4	3	5
	.5%	.5%	.6%	.5%	.4%	.3%	.8%
	100.0%	20.5%	33.3%	15.4%	10.3%	7.7%	12.8%
Did not listen to radio	3334	667	912	504	485	452	314
	45.9%	45.3%	45.4%	45.0%	44.7%	45.6%	53.3%
	100.0%	20.0%	27.4%	15.1%	14.5%	13.6%	9.4%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

[Count / Column % / Row %]

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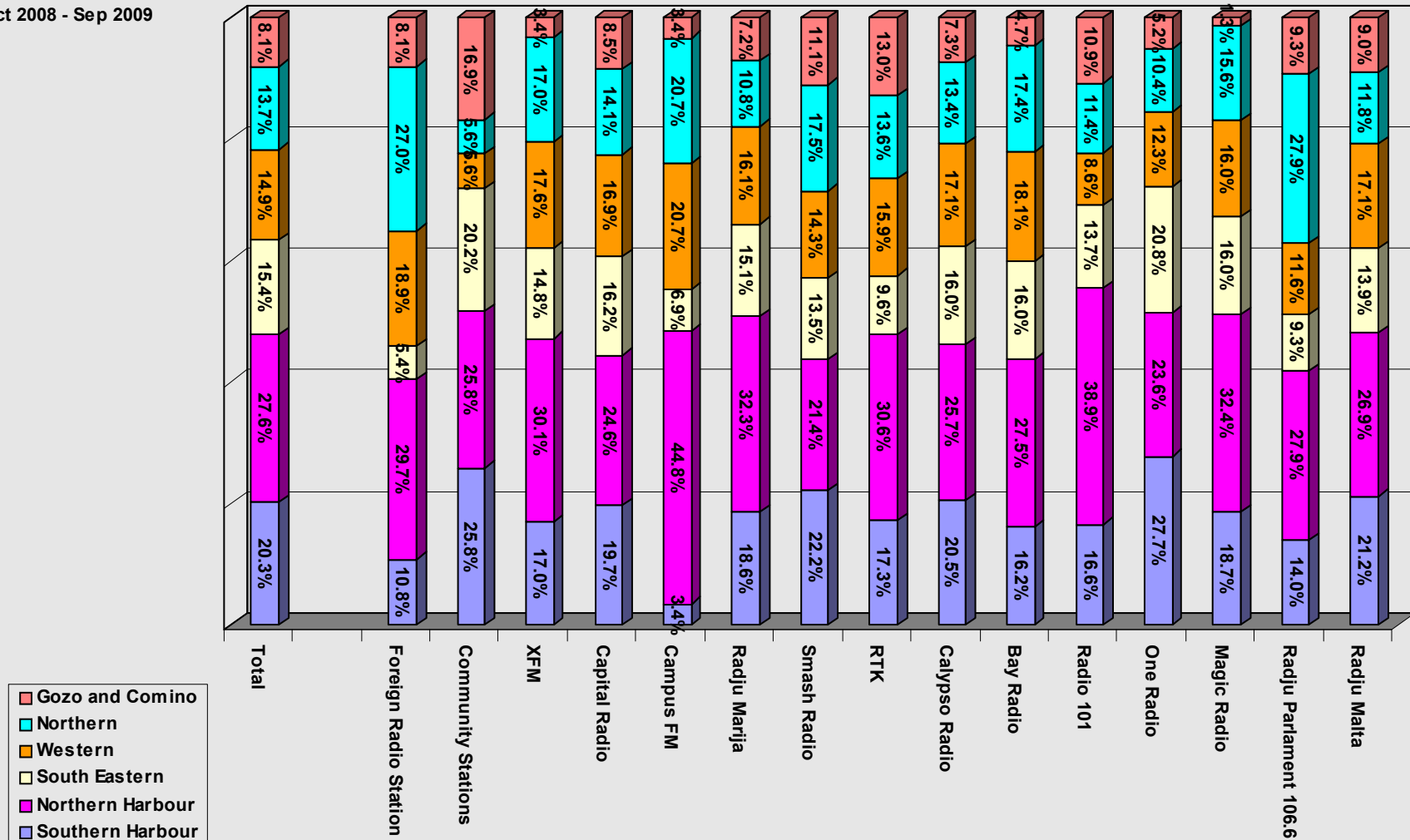


FIGURE 3.2.A: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [OCT 2009-SEP 2009]

3.3: TV CHANNEL REACH BY GENDER AND BY AGE GROUP-- [OCT 2008-SEP 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	28	12	16		1		9	5	10	3
[No TV set]	.4%	.4%	.4%		.1%		.4%	.2%	1.0%	1.3%
	100.0%	42.9%	57.1%		3.6%		32.1%	17.9%	35.7%	10.7%
TVM	1400	606	794	39	157	52	463	422	221	46
	19.3%	18.1%	20.3%	12.9%	14.1%	11.3%	22.1%	21.0%	21.2%	19.7%
	100.0%	43.3%	56.7%	2.8%	11.2%	3.7%	33.1%	30.1%	15.8%	3.3%
One TV	645	270	375	24	59	23	150	237	128	24
	8.9%	8.1%	9.6%	7.9%	5.3%	5.0%	7.1%	11.8%	12.3%	10.3%
	100.0%	41.9%	58.1%	3.7%	9.1%	3.6%	23.3%	36.7%	19.8%	3.7%
Net TV	245	102	143	4	24	11	53	79	63	11
	3.4%	3.0%	3.7%	1.3%	2.1%	2.4%	2.5%	3.9%	6.0%	4.7%
	100.0%	41.6%	58.4%	1.6%	9.8%	4.5%	21.6%	32.2%	25.7%	4.5%
Smash TV	71	24	47	5	12	4	19	21	7	3
	1.0%	.7%	1.2%	1.7%	1.1%	.9%	.9%	1.0%	.7%	1.3%
	100.0%	33.8%	66.2%	7.0%	16.9%	5.6%	26.8%	29.6%	9.9%	4.2%
Education 22	1	1							1	
	.0%	.0%							.1%	
	100.0%	100.0%							100.0%	
ITV	1		1				1			
	.0%		.0%				.0%			
	100.0%		100.0%				100.0%			
Family TV	12	2	10	1	1		2	4	4	
	.2%	.1%	.3%	.3%	.1%		.1%	.2%	.4%	
	100.0%	16.7%	83.3%	8.3%	8.3%		16.7%	33.3%	33.3%	
Favourite TV	39	12	27	1	4	1	7	15	8	3
	.5%	.4%	.7%	.3%	.4%	.2%	.3%	.7%	.8%	1.3%
	100.0%	30.8%	69.2%	2.6%	10.3%	2.6%	17.9%	38.5%	20.5%	7.7%
Rai 1	214	109	105	3	6	10	58	83	40	14
	2.9%	3.3%	2.7%	1.0%	.5%	2.2%	2.8%	4.1%	3.8%	6.0%
	100.0%	50.9%	49.1%	1.4%	2.8%	4.7%	27.1%	38.8%	18.7%	6.5%
Rai 2	75	47	28	2	7	5	36	19	6	
	1.0%	1.4%	.7%	.7%	.6%	1.1%	1.7%	.9%	.6%	
	100.0%	62.7%	37.3%	2.7%	9.3%	6.7%	48.0%	25.3%	8.0%	
Rai 3	28	7	21		6		8	9	5	
	.4%	.2%	.5%		.5%		.4%	.4%	.5%	
	100.0%	25.0%	75.0%		21.4%		28.6%	32.1%	17.9%	
Rete 4	130	61	69	3	9	7	38	45	23	5
	1.8%	1.8%	1.8%	1.0%	.8%	1.5%	1.8%	2.2%	2.2%	2.1%
	100.0%	46.9%	53.1%	2.3%	6.9%	5.4%	29.2%	34.6%	17.7%	3.8%
Canale 5	279	79	200	8	43	36	92	77	20	3
	3.8%	2.4%	5.1%	2.6%	3.8%	7.8%	4.4%	3.8%	1.9%	1.3%
	100.0%	28.3%	71.7%	2.9%	15.4%	12.9%	33.0%	27.6%	7.2%	1.1%
Italia 1	269	144	125	35	104	25	70	29	6	
	3.7%	4.3%	3.2%	11.6%	9.3%	5.4%	3.3%	1.4%	.6%	
	100.0%	53.5%	46.5%	13.0%	38.7%	9.3%	26.0%	10.8%	2.2%	
Discovery Channel	153	122	31	10	47	14	47	25	8	2
	2.1%	3.6%	.8%	3.3%	4.2%	3.0%	2.2%	1.2%	.8%	.9%
	100.0%	79.7%	20.3%	6.5%	30.7%	9.2%	30.7%	16.3%	5.2%	1.3%
MTV	55	19	36	14	32	1	5	2	1	
	.8%	.6%	.9%	4.6%	2.9%	.2%	.2%	.1%	.1%	
	100.0%	34.5%	65.5%	25.5%	58.2%	1.8%	9.1%	3.6%	1.8%	
BBC Prime	58	18	40		4	1	21	19	12	1
	.8%	.5%	1.0%		.4%	.2%	1.0%	.9%	1.1%	.4%
	100.0%	31.0%	69.0%		6.9%	1.7%	36.2%	32.8%	20.7%	1.7%
BBC World	13	8	5				7	2	4	
	.2%	.2%	.1%				.3%	.1%	.4%	
	100.0%	61.5%	38.5%				53.8%	15.4%	30.8%	
Other TV station	687	367	320	60	149	52	218	143	60	5
	9.5%	11.0%	8.2%	19.8%	13.3%	11.3%	10.4%	7.1%	5.7%	2.1%
	100.0%	53.4%	46.6%	8.7%	21.7%	7.6%	31.7%	20.8%	8.7%	.7%
No particular station	969	428	541	31	73	30	238	335	215	47
	13.3%	12.8%	13.8%	10.2%	6.5%	6.5%	11.3%	16.7%	20.6%	20.2%
	100.0%	44.2%	55.8%	3.2%	7.5%	3.1%	24.6%	34.6%	22.2%	4.9%

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Did not remember	49	24	25		3	3	10	13	8	12
	.7%	.7%	.6%		.3%	.7%	.5%	.6%	.8%	5.2%
Did not watch TV	1842	49.0%	51.0%	62	376	186	545	426	193	54
	25.4%	26.5%	24.4%	20.5%	33.7%	40.3%	26.0%	21.2%	18.5%	23.2%
No reponse	3		3	1			1		1	
	.0%		.1%	.3%			.0%		.1%	
	100.0%	48.2%	51.8%	3.4%	20.4%	10.1%	29.6%	23.1%	10.5%	2.9%
			100.0%	33.3%			33.3%		33.3%	
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

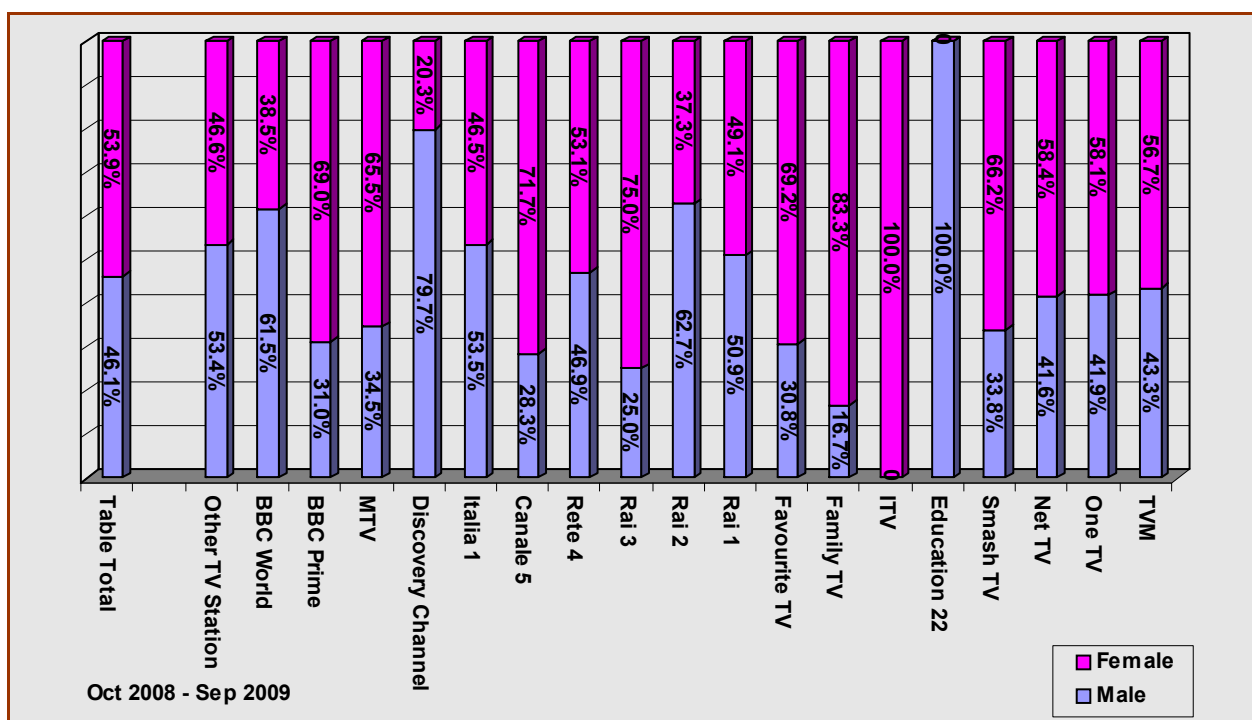


FIGURE 3.3.A: TV REACH BY BROADCASTING STATION – BY GENDER [OCT 2009-SEP 2009]

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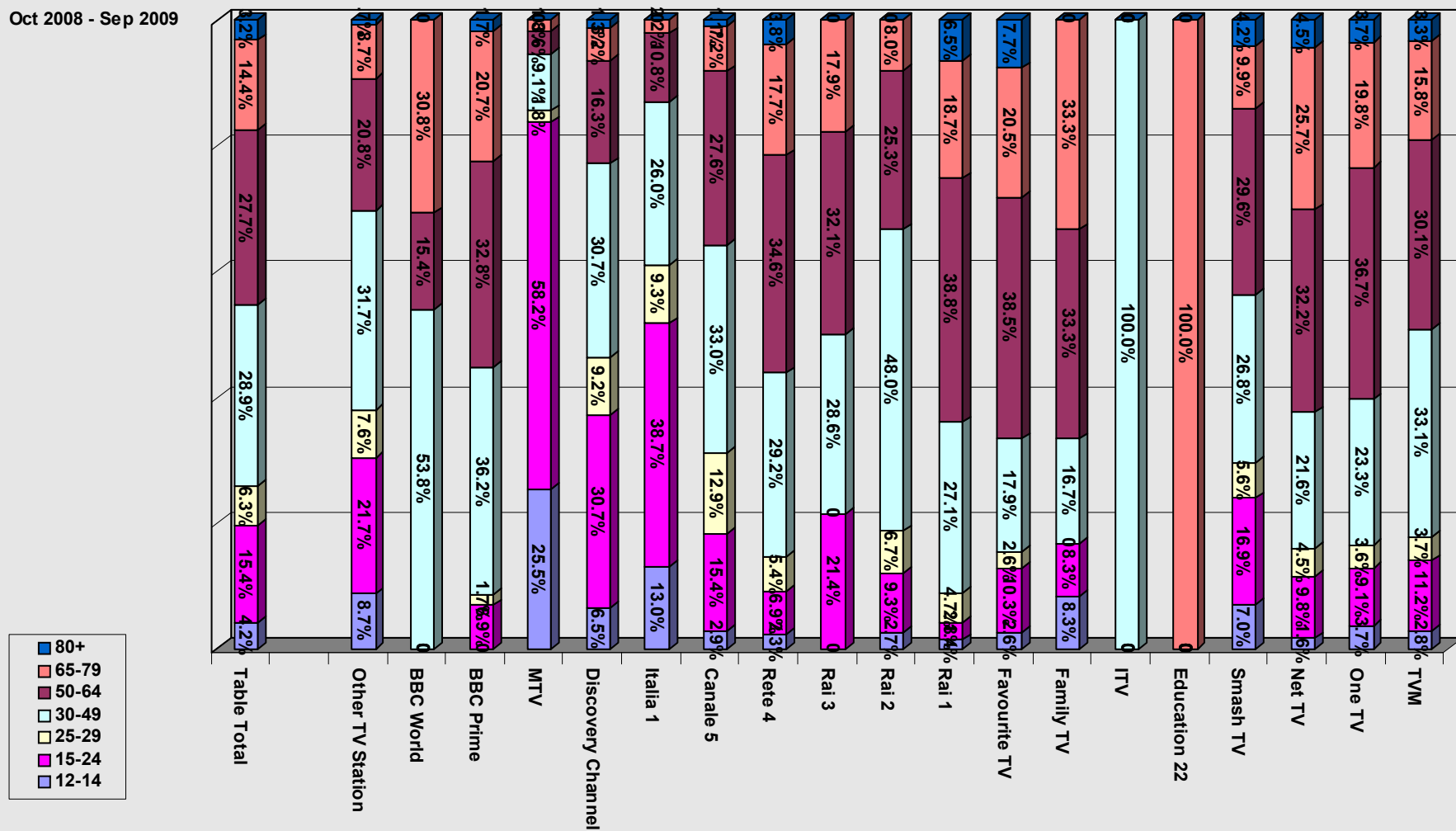


FIGURE 3.3.B: TV REACH BY BROADCASTING STATION – BY AGE GROUP [OCT 2009-SEP 2009]

3.3.A: TV CHANNEL REACH [OTHER STATION] BY GENDER AND BY AGE GROUP [OCT 2008 – SEP 2009]

Other TV Stations	TOTAL		GENDER		AGE GROUP						
	N	%	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
100 Channel	1	0.15	0	1	0	0	0	0	1	0	0
Al Jazeera	3	0.44	3	0	0	0	0	1	2	0	0
Animal Planet	8	1.16	2	6	0	2	0	2	3	1	0
Arabian Channel	1	0.15	1	0	0	0	0	0	1	0	0
Baby TV	6	0.87	0	6	0	0	2	4	0	0	0
BBC	1	0.15	1	0	0	0	0	0	1	0	0
BBC World News	1	0.15	1	0	0	0	0	1	0	0	0
Biography	1	0.15	0	1	0	0	0	1	0	0	0
Boomerang	5	0.73	2	3	1	1	2	1	0	0	0
Bosnia TV	1	0.15	1	0	0	0	0	1	0	0	0
Caccia e Pesca	4	0.58	4	0	0	0	0	2	2	0	0
Cartoon Network	8	1.16	3	5	1	2	0	5	0	0	0
Cartoonito	2	0.29	0	2	0	0	0	1	1	0	0
Cinema	1	0.15	0	1	0	0	0	1	0	0	0
CNBC	1	0.15	1	0	0	1	0	0	0	0	0
CNN International	10	1.46	4	6	0	0	0	2	4	4	0
Comedy Central	26	3.78	16	10	2	17	2	4	1	0	0
Deutsche Welle	1	0.15	0	1	0	0	0	1	0	0	0
DG TV	2	0.29	2	0	0	0	0	0	2	0	0
Discovery	8	1.16	7	1	0	0	0	6	2	0	0
Discovery Science	2	0.29	2	0	0	0	0	2	0	0	0
Discovery Travel & Living	13	1.89	4	9	0	0	2	9	1	1	0
Discovery World	2	0.29	1	1	0	0	0	2	0	0	0
Disney Channel	64	9.32	19	45	34	13	4	13	0	0	0
DSS	1	0.15	1	0	0	0	0	1	0	0	0
Dubai Channel	2	0.29	2	0	0	0	0	1	1	0	0
E! Entertainment	16	2.33	1	15	1	10	2	2	1	0	0
Egypt Channel	1	0.15	1	0	0	0	0	0	1	0	0
Embassy Max	1	0.15	0	1	0	0	1	0	0	0	0
Euronews	7	1.02	5	2	0	0	0	3	3	1	0
Eurosport	24	3.49	19	5	0	7	1	6	5	5	0
EWTN	4	0.58	2	2	0	0	0	0	1	3	0
Fable Channel	1	0.15	0	1	0	0	0	0	1	0	0
Fashion TV	1	0.15	0	1	0	1	0	0	0	0	0
Fox Movies	5	0.73	1	4	0	0	0	4	1	0	0
France Trois	1	0.15	0	1	0	0	0	1	0	0	0
German Channel	2	0.29	1	1	0	0	0	2	0	0	0
Granada TV	3	0.44	2	1	0	0	0	0	1	1	1
Hallmark	3	0.44	1	2	0	0	0	2	0	1	0
HBC4	1	0.15	0	1	0	1	0	0	0	0	0
History channel	9	1.31	5	4	1	1	0	5	1	0	1
Holland Channel	1	0.15	1	0	0	0	0	0	1	0	0
Inter Channel	4	0.58	4	0	0	0	0	2	2	0	0
Jetix	3	0.44	2	1	2	0	0	1	0	0	0
Juventus Channel	3	0.44	3	0	0	1	1	1	0	0	0
La 7	10	1.46	7	3	1	2	0	1	4	2	0
Lady channel	1	0.15	0	1	0	1	0	0	0	0	0
Liverpool FC TV	1	0.15	1	0	0	1	0	0	0	0	0
Living TV	100	14.56	14	86	4	42	10	29	13	2	0
Max	1	0.15	0	1	0	0	0	1	0	0	0
MBC	11	1.60	9	2	1	1	0	5	2	2	0
Melita More	4	0.58	0	4	0	1	0	2	1	0	0
Melita Movies	11	1.60	7	4	2	2	2	1	3	1	0
Melita Sports	30	4.37	26	4	1	6	1	10	11	1	0
Metro Golden Mayer	1	0.15	0	1	0	0	0	0	0	0	1
Mezzo	1	0.15	0	1	0	0	0	0	1	0	0
MGM	16	2.33	9	7	0	2	0	0	9	5	0
MGM Movie Channel	3	0.44	2	1	0	0	0	1	0	2	0
Milan Channel	2	0.29	1	1	0	0	0	2	0	0	0
Military Channel	1	0.15	1	0	0	0	0	1	0	0	0
Motia's TV	1	0.15	1	0	0	1	0	0	0	0	0
Movie Channel	20	2.91	5	15	0	4	4	7	3	2	0
MTV	1	0.15	0	1	1	0	0	0	0	0	0
MTV Two	1	0.15	1	0	0	0	0	1	0	0	0

Other TV Stations	TOTAL		GENDER		AGE GROUP						
	N	%	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
National Geographic	8	1.16	7	1	0	0	2	4	0	1	1
National Geographic Channel	9	1.31	8	1	0	2	0	3	3	1	0
News Channel	1	0.15	1	0	1	0	0	0	0	0	0
Nickelodeon	6	0.87	4	2	3	1	0	2	0	0	0
Paramount Comedy	11	1.60	6	5	0	4	1	5	1	0	0
RCS	1	0.15	0	1	0	0	0	0	1	0	0
Real TV	1	0.15	1	0	0	0	0	0	1	0	0
Reality TV	2	0.29	1	1	0	0	1	1	0	0	0
RTL	2	0.29	2	0	0	1	0	0	1	0	0
RTL Bosnian Station	1	0.15	1	0	0	0	0	0	1	0	0
RTS	1	0.15	1	0	0	0	0	1	0	0	0
Russian Channel	2	0.29	1	1	0	0	1	1	0	0	0
Sat 1	1	0.15	0	1	0	0	0	0	1	0	0
Sky	17	2.47	15	2	0	1	3	4	6	3	0
Sky Cinema	2	0.29	1	1	0	1	0	1	0	0	0
Sky Italia	2	0.29	2	0	0	0	0	0	2	0	0
Sky Movies	1	0.15	1	0	1	0	0	0	0	0	0
Sky News	19	2.77	14	5	0	0	2	8	5	4	0
Sky Sport	1	0.15	1	0	0	0	0	0	1	0	0
Sky Sports	2	0.29	1	1	1	0	0	0	0	1	0
Sports 1	3	0.44	3	0	0	1	0	0	2	0	0
Sports 2	1	0.15	1	0	0	0	0	0	0	0	1
Sports Channel	74	10.77	69	5	0	15	7	15	24	13	0
Sports Plus	2	0.29	2	0	0	0	0	1	0	1	0
TCM	3	0.44	3	0	0	0	0	0	2	1	0
The Biography Channel	1	0.15	0	1	0	0	0	1	0	0	0
Total TV	1	0.15	1	0	0	0	0	1	0	0	0
Trace TV	1	0.15	0	1	0	1	0	0	0	0	0
Trans TV	1	0.15	0	1	0	0	0	1	0	0	0
Travel Channel	8	1.16	4	4	1	0	1	4	2	0	0
Trouble	4	0.58	1	3	1	1	0	2	0	0	0
TRT	1	0.15	1	0	0	0	0	1	0	0	0
TV Polonia	1	0.15	0	1	0	0	0	1	0	0	0
UK Living	2	0.29	1	1	0	0	0	1	1	0	0
Via Sat History	1	0.15	1	0	0	0	0	1	0	0	0
Zone Club	4	0.58	0	4	0	0	0	3	1	0	0
Zone Reality	8	1.16	3	5	0	1	0	5	1	1	0
Total	687		367	320	60	149	52	218	143	60	5
		100.0%	53.42	46.58	8.73	21.69	7.57	31.73	20.82	8.73	0.73

TABLE 3.4: TV CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV set]	28 .4%	5 .3%	10 .5%	6 .5%	3 .3%		4 .7%
TVM	1400 19.3%	241 16.4%	382 19.0%	214 19.1%	226 20.8%	186 18.8%	151 25.6%
One TV	100.0%	17.2%	27.3%	15.3%	16.1%	13.3%	10.8%
	645 8.9%	170 11.5%	170 8.5%	123 11.0%	79 7.3%	62 6.3%	41 7.0%
Net TV	100.0%	26.4%	26.4%	19.1%	12.2%	9.6%	6.4%
	245 3.4%	41 2.8%	88 4.4%	25 2.2%	31 2.9%	35 3.5%	25 4.2%
Smash TV	100.0%	16.7%	35.9%	10.2%	12.7%	14.3%	10.2%
	71 1.0%	19 1.3%	18 .9%	12 1.1%	10 .9%	6 .6%	6 1.0%
Education 22	100.0%	26.8%	25.4%	16.9%	14.1%	8.5%	8.5%
	1 .0%	1 .1%					
ITV	100.0%	100.0%				1 .1%	
	1 .0%					100.0%	
Family TV	12 .2%	2 .1%	3 .1%	2 .2%	2 .2%	1 .1%	2 .3%
	100.0%	16.7%	25.0%	16.7%	16.7%	8.3%	16.7%
Favourite TV	39 .5%	12 .8%	15 .7%	2 .2%	3 .3%	6 .6%	1 .2%
	100.0%	30.8%	38.5%	5.1%	7.7%	15.4%	2.6%
Rai 1	214 2.9%	41 2.8%	74 3.7%	21 1.9%	36 3.3%	22 2.2%	20 3.4%
	100.0%	19.2%	34.6%	9.8%	16.8%	10.3%	9.3%
Rai 2	75 1.0%	12 .8%	18 .9%	13 1.2%	16 1.5%	13 1.3%	3 .5%
	100.0%	16.0%	24.0%	17.3%	21.3%	17.3%	4.0%
Rai 3	28 .4%	6 .4%	11 .5%	2 .2%	2 .2%	5 .5%	2 .3%
	100.0%	21.4%	39.3%	7.1%	7.1%	17.9%	7.1%
Rete 4	130 1.8%	34 2.3%	32 1.6%	21 1.9%	19 1.8%	16 1.6%	8 1.4%
	100.0%	26.2%	24.6%	16.2%	14.6%	12.3%	6.2%
Canale 5	279 3.8%	56 3.8%	88 4.4%	40 3.6%	38 3.5%	46 4.6%	11 1.9%
	100.0%	20.1%	31.5%	14.3%	13.6%	16.5%	3.9%
Italia 1	269 3.7%	64 4.3%	64 3.2%	52 4.6%	40 3.7%	30 3.0%	19 3.2%
	100.0%	23.8%	23.8%	19.3%	14.9%	11.2%	7.1%
Discovery Channel	153 2.1%	23 1.6%	36 1.8%	24 2.1%	32 2.9%	28 2.8%	10 1.7%
	100.0%	15.0%	23.5%	15.7%	20.9%	18.3%	6.5%
MTV	55 .8%	6 .4%	11 .5%	10 .9%	11 1.0%	14 1.4%	3 .5%
	100.0%	10.9%	20.0%	18.2%	20.0%	25.5%	5.5%
BBC Prime	58 .8%	7 .5%	22 1.1%	8 .7%	9 .8%	10 1.0%	2 .3%
	100.0%	12.1%	37.9%	13.8%	15.5%	17.2%	3.4%
BBC World	13 .2%	1 .1%	4 .2%	1 .1%	3 .3%	4 .4%	
	100.0%	7.7%	30.8%	7.7%	23.1%	30.8%	
Other TV station	687 9.5%	126 8.6%	219 10.9%	87 7.8%	93 8.6%	113 11.4%	49 8.3%
	100.0%	18.3%	31.9%	12.7%	13.5%	16.4%	7.1%
No particular station	969 13.3%	215 14.6%	266 13.3%	144 12.9%	142 13.1%	132 13.3%	70 11.9%
	100.0%	22.2%	27.5%	14.9%	14.7%	13.6%	7.2%

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Did not remember	49 .7% 100.0%	12 .8% 24.5%	14 .7% 28.6%	10 .9% 20.4%	6 .6% 12.2%	4 .4% 8.2%	3 .5% 6.1%
Did not watch TV	1842 25.4% 100.0%	379 25.7% 20.6%	460 22.9% 25.0%	302 27.0% 16.4%	284 26.2% 15.4%	258 26.0% 14.0%	159 27.0% 8.6%
No reponse	3 .0% 100.0%		2 .1% 66.7%	1 .1% 33.3%			
Total	7266 100.0% 100.0%	1473 100.0% 20.3%	2007 100.0% 27.6%	1120 100.0% 15.4%	1085 100.0% 14.9%	992 100.0% 13.7%	589 100.0% 8.1%

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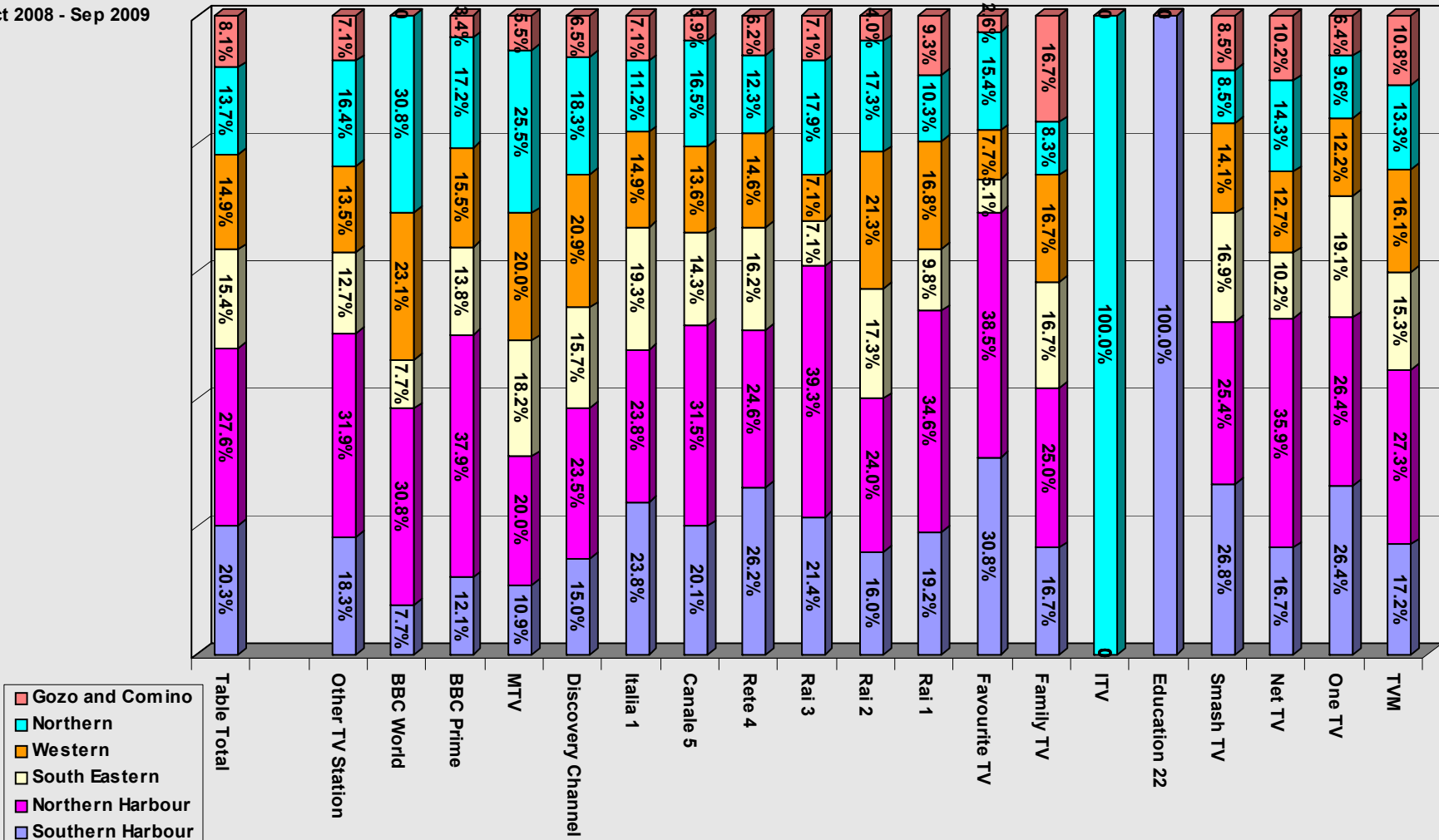


FIGURE 3.8: TV REACH BY BROADCASTING STATION – BY DISTRICT [OCT 2008-SEP 2009]

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

OTHER TV STATIONS	TOTAL		DISTRICT					
	N	%	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
100 Channel	1	0.15	0	1	0	0	0	0
Al Jazeera	3	0.44	1	0	1	0	1	0
Animal Planet	8	1.16	4	0	2	1	1	0
Arabian Channel	1	0.15	1	0	0	0	0	0
Baby TV	6	0.87	0	1	2	1	2	0
BBC	1	0.15	0	1	0	0	0	0
BBC World News	1	0.15	0	1	0	0	0	0
Biography	1	0.15	0	0	1	0	0	0
Boomerang	5	0.73	2	0	1	0	0	2
Bosnia TV	1	0.15	0	1	0	0	0	0
Caccia e Pesca	4	0.58	0	2	1	0	1	0
Cartoon Network	8	1.16	1	2	0	2	1	2
Cartoonito	2	0.29	1	0	0	0	1	0
Cinema	1	0.15	0	0	0	0	1	0
CNBC	1	0.15	0	0	0	1	0	0
CNN International	10	1.46	1	1	3	3	0	2
Comedy Central	26	3.78	3	11	3	2	6	1
Deutsche Welle	1	0.15	0	1	0	0	0	0
DG TV	2	0.29	1	0	1	0	0	0
Discovery	8	1.16	2	2	4	0	0	0
Discovery Science	2	0.29	0	0	2	0	0	0
Discovery Travel & Living	13	1.89	2	5	0	2	4	0
Discovery World	2	0.29	0	1	0	1	0	0
Disney Channel	64	9.32	19	17	8	6	8	6
DSS	1	0.15	1	0	0	0	0	0
Dubai Channel	2	0.29	0	2	0	0	0	0
E! Entertainment	16	2.33	4	5	0	3	2	2
Egypt Channel	1	0.15	0	0	0	0	0	1
Embassy Max	1	0.15	0	0	0	0	1	0
Euronews	7	1.02	0	2	0	1	2	2
Eurosport	24	3.49	2	12	4	4	2	0
EWTN	4	0.58	0	2	0	0	1	1
Fable Channel	1	0.15	1	0	0	0	0	0
Fashion TV	1	0.15	1	0	0	0	0	0
Fox Movies	5	0.73	1	2	2	0	0	0
France Trois	1	0.15	0	0	1	0	0	0
German Channel	2	0.29	0	2	0	0	0	0
Granada TV	3	0.44	1	0	0	1	1	0
Hallmark	3	0.44	1	2	0	0	0	0
HBC4	1	0.15	0	1	0	0	0	0
History channel	9	1.31	1	4	0	2	1	1
Holland Channel	1	0.15	0	0	1	0	0	0
Inter Channel	4	0.58	0	1	0	1	1	1
Jetix	3	0.44	1	2	0	0	0	0
Juventus Channel	3	0.44	1	0	0	0	1	1
La 7	10	1.46	1	4	0	3	2	0
Lady channel	1	0.15	0	1	0	0	0	0
Liverpool FC TV	1	0.15	0	1	0	0	0	0
Living TV	100	14.56	17	25	11	14	24	9
Max	1	0.15	0	0	0	0	1	0
MBC	11	1.60	1	2	3	1	4	0
Melita More	4	0.58	0	2	0	0	2	0
Melita Movies	11	1.60	1	5	0	2	2	1
Melita Sports	30	4.37	8	8	7	4	2	1
Metro Golden Mayer	1	0.15	0	1	0	0	0	0
Mezzo	1	0.15	0	0	0	1	0	0
MGM	16	2.33	3	8	2	0	1	2
MGM Movie Channel	3	0.44	0	2	0	1	0	0
Milan Channel	2	0.29	1	0	0	0	1	0
Military Channel	1	0.15	0	0	0	0	1	0
Motia's TV	1	0.15	0	0	0	0	1	0
Movie Channel	20	2.91	4	4	3	6	1	2
MTV	1	0.15	1	0	0	0	0	0

OTHER TV STATIONS	TOTAL		DISTRICT					
	N	%	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MTV Two	1	0.15	1	0	0	0	0	0
National Geographic	8	1.16	2	2	0	2	0	2
National Geographic Channel	9	1.31	2	2	2	0	1	2
News Channel	1	0.15	0	0	0	1	0	0
Nickelodeon	6	0.87	1	1	2	1	1	0
Paramount Comedy	11	1.60	1	5	2	3	0	0
RCS	1	0.15	0	1	0	0	0	0
Real TV	1	0.15	0	1	0	0	0	0
Reality TV	2	0.29	0	1	0	0	1	0
RTL	2	0.29	0	0	0	1	1	0
RTL Bosnian Station	1	0.15	0	0	1	0	0	0
RTS	1	0.15	0	0	1	0	0	0
Russian Channel	2	0.29	0	2	0	0	0	0
Sat 1	1	0.15	0	1	0	0	0	0
Sky	17	2.47	3	1	2	4	6	1
Sky Cinema	2	0.29	1	1	0	0	0	0
Sky Italia	2	0.29	0	1	0	1	0	0
Sky Movies	1	0.15	0	0	1	0	0	0
Sky News	19	2.77	3	6	3	2	4	1
Sky Sport	1	0.15	0	0	0	1	0	0
Sky Sports	2	0.29	0	1	0	0	0	1
Sports 1	3	0.44	1	1	0	0	1	0
Sports 2	1	0.15	0	1	0	0	0	0
Sports Channel	74	10.77	16	25	7	11	12	3
Sports Plus	2	0.29	0	1	0	0	0	1
TCM	3	0.44	2	1	0	0	0	0
The Biography Channel	1	0.15	0	1	0	0	0	0
Total TV	1	0.15	0	1	0	0	0	0
Trace TV	1	0.15	0	1	0	0	0	0
Trans TV	1	0.15	1	0	0	0	0	0
Travel Channel	8	1.16	1	4	1	0	2	0
Trouble	4	0.58	0	2	1	1	0	0
TRT	1	0.15	0	1	0	0	0	0
TV Polonia	1	0.15	0	1	0	0	0	0
UK Living	2	0.29	0	0	0	0	2	0
Via Sat History	1	0.15	0	0	1	0	0	0
Zone Club	4	0.58	0	3	0	0	1	0
Zone Reality	8	1.16	1	3	0	2	1	1
Total	687		126	219	87	93	113	49
		100.0%	18.34	31.88	12.66	13.54	16.45	7.13

TABLE 4.1: RADIO RECEPTION SYSTEM USED – BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
FM	5575	2568	3007	174	808	357	1617	1599	842	178
	76.7%	76.7%	76.8%	57.4%	72.3%	77.4%	77.1%	79.6%	80.7%	76.4%
	100.0%	46.1%	53.9%	3.1%	14.5%	6.4%	29.0%	28.7%	15.1%	3.2%
Digital	259	148	111	18	77	33	76	36	16	3
	3.6%	4.4%	2.8%	5.9%	6.9%	7.2%	3.6%	1.8%	1.5%	1.3%
	100.0%	57.1%	42.9%	6.9%	29.7%	12.7%	29.3%	13.9%	6.2%	1.2%
Other	344	163	181	34	71	16	93	75	49	6
	4.7%	4.9%	4.6%	11.2%	6.4%	3.5%	4.4%	3.7%	4.7%	2.6%
	100.0%	47.4%	52.6%	9.9%	20.6%	4.7%	27.0%	21.8%	14.2%	1.7%
Do not Listen to Radio	1088	471	617	77	161	55	312	300	137	46
	15.0%	14.1%	15.8%	25.4%	14.4%	11.9%	14.9%	14.9%	13.1%	19.7%
	100.0%	43.3%	56.7%	7.1%	14.8%	5.1%	28.7%	27.6%	12.6%	4.2%
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

TABLE 4.2: RADIO RECEPTION SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
FM	5575	1133	1528	876	843	771	424
	76.7%	76.9%	76.1%	78.2%	77.7%	77.7%	72.0%
	100.0%	20.3%	27.4%	15.7%	15.1%	13.8%	7.6%
Digital	259	45	80	30	41	48	15
	3.6%	3.1%	4.0%	2.7%	3.8%	4.8%	2.5%
	100.0%	17.4%	30.9%	11.6%	15.8%	18.5%	5.8%
Other	344	65	104	46	47	45	37
	4.7%	4.4%	5.2%	4.1%	4.3%	4.5%	6.3%
	100.0%	18.9%	30.2%	13.4%	13.7%	13.1%	10.8%
Do not Listen to Radio	1088	230	295	168	154	128	113
	15.0%	15.6%	14.7%	15.0%	14.2%	12.9%	19.2%
	100.0%	21.1%	27.1%	15.4%	14.2%	11.8%	10.4%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

[Count / Column % / Row %]

TABLE 4.3: RADIO-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM			
		FM	DIGITAL	OTHER	DO NOT LISTEN TO RADIO
Radju Malta	245	239	1	4	1
	3.4%	4.3%	.4%	1.2%	.1%
	100.0%	97.6%	.4%	1.6%	.4%
Radju Parlament 106.6	43	32	10	1	
	.6%	.6%	3.9%	.3%	
	100.0%	74.4%	23.3%	2.3%	
Magic Radio	225	207	14	2	2
	3.1%	3.7%	5.4%	.6%	.2%
	100.0%	92.0%	6.2%	.9%	.9%
Super One Radio	577	568	9		
	7.9%	10.2%	3.5%		
	100.0%	98.4%	1.6%		
Radio 101	175	159	15	1	
	2.4%	2.9%	5.8%	.3%	
	100.0%	90.9%	8.6%	.6%	
Bay Radio	723	633	69	18	3
	10.0%	11.4%	26.6%	5.2%	.3%
	100.0%	87.6%	9.5%	2.5%	.4%
Calypso Radio	381	366	12	3	
	5.2%	6.6%	4.6%	.9%	
	100.0%	96.1%	3.1%	.8%	
RTK	301	298	3		
	4.1%	5.3%	1.2%		
	100.0%	99.0%	1.0%		
Smash Radio	126	113	12	1	
	1.7%	2.0%	4.6%	.3%	
	100.0%	89.7%	9.5%	.8%	
Radju Marija	279	276	3		
	3.8%	5.0%	1.2%		
	100.0%	98.9%	1.1%		
Campus FM	29	28		1	
	.4%	.5%		.3%	
	100.0%	96.6%		3.4%	
Capital Radio / Vibe FM	142	131	7	2	2
	2.0%	2.3%	2.7%	.6%	.2%
	100.0%	92.3%	4.9%	1.4%	1.4%
XFM	176	161	12	3	
	2.4%	2.9%	4.6%	.9%	
	100.0%	91.5%	6.8%	1.7%	
Community Radio Stations	89	85	3	1	
	1.2%	1.5%	1.2%	.3%	
	100.0%	95.5%	3.4%	1.1%	
Foreign Radio Station	37	28	6	3	
	.5%	.5%	2.3%	.9%	
	100.0%	75.7%	16.2%	8.1%	
No particular radio station	345	332	10	3	
	4.7%	6.0%	3.9%	.9%	
	100.0%	96.2%	2.9%	.9%	
Did not remember	39	38			1
	.5%	.7%			.1%
	100.0%	97.4%			2.6%
Did not listen to radio	3334	1881	73	301	1079
	45.9%	33.7%	28.2%	87.5%	99.2%
	100.0%	56.4%	2.2%	9.0%	32.4%
Total	7266	5575	259	344	1088
	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	76.7%	3.6%	4.7%	15.0%

[Count / Column % / Row %]

TABLE 4.4: TYPE OF TV SYSTEM USED –BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Aerial (Analogue)	893	402	491	36	133	47	223	232	180	42
	12.3%	12.0%	12.5%	11.9%	11.9%	10.2%	10.6%	11.5%	17.2%	18.0%
	100.0%	45.0%	55.0%	4.0%	14.9%	5.3%	25.0%	26.0%	20.2%	4.7%
Cable (not digital)	2025	877	1148	56	245	106	487	651	377	103
	27.9%	26.2%	29.3%	18.5%	21.9%	23.0%	23.2%	32.4%	36.1%	44.2%
	100.0%	43.3%	56.7%	2.8%	12.1%	5.2%	24.0%	32.1%	18.6%	5.1%
Satellite	558	311	247	28	100	34	234	125	32	5
	7.7%	9.3%	6.3%	9.2%	9.0%	7.4%	11.2%	6.2%	3.1%	2.1%
	100.0%	55.7%	44.3%	5.0%	17.9%	6.1%	41.9%	22.4%	5.7%	.9%
Internet	30	21	9	2	15	2	6	5		
	.4%	.6%	.2%	.7%	1.3%	.4%	.3%	.2%		
	100.0%	70.0%	30.0%	6.7%	50.0%	6.7%	20.0%	16.7%		
Digital Aerial (Multiplus/Cable)	3719	1722	1997	181	622	272	1132	989	444	79
	51.2%	51.4%	51.0%	59.7%	55.7%	59.0%	54.0%	49.2%	42.5%	33.9%
	100.0%	46.3%	53.7%	4.9%	16.7%	7.3%	30.4%	26.6%	11.9%	2.1%
Other	13	5	8		1		7	3	1	1
	.2%	.1%	.2%		.1%		.3%	.1%	.1%	.4%
	100.0%	38.5%	61.5%		7.7%		53.8%	23.1%	7.7%	7.7%
No TV set	28	12	16		1		9	5	10	3
	.4%	.4%	.4%		.1%		.4%	.2%	1.0%	1.3%
	100.0%	42.9%	57.1%		3.6%		32.1%	17.9%	35.7%	10.7%
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

TABLE 4.5: TYPE OF TV SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	893	223	140	211	148	89	82
	12.3%	15.1%	7.0%	18.8%	13.6%	9.0%	13.9%
	100.0%	25.0%	15.7%	23.6%	16.6%	10.0%	9.2%
Cable (not digital)	2025	472	591	300	255	227	180
	27.9%	32.0%	29.4%	26.8%	23.5%	22.9%	30.6%
	100.0%	23.3%	29.2%	14.8%	12.6%	11.2%	8.9%
Satellite	558	91	141	88	77	115	46
	7.7%	6.2%	7.0%	7.9%	7.1%	11.6%	7.8%
	100.0%	16.3%	25.3%	15.8%	13.8%	20.6%	8.2%
Internet	30	8	10	6	2	2	2
	.4%	.5%	.5%	.5%	.2%	.2%	.3%
	100.0%	26.7%	33.3%	20.0%	6.7%	6.7%	6.7%
Digital Aerial (Multiplus/Cable)	3719	670	1109	509	599	558	274
	51.2%	45.5%	55.3%	45.4%	55.2%	56.3%	46.5%
	100.0%	18.0%	29.8%	13.7%	16.1%	15.0%	7.4%
Other	13	4	6		1	1	1
	.2%	.3%	.3%		.1%	.1%	.2%
	100.0%	30.8%	46.2%		7.7%	7.7%	7.7%
No TV set	28	5	10	6	3		4
	.4%	.3%	.5%	.5%	.3%		.7%
	100.0%	17.9%	35.7%	21.4%	10.7%		14.3%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

[Count / Column % / Row %]

TABLE 4.6: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	AERIAL ANALOGUE	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS /CABLE)	OTHER	DO NOT HAVE A TV SET
Not applicable [No TV Set]	28 .4% 100.0%							28 100.0% 100.0%
TVM	1400 19.3% 100.0%	239 26.8% 17.1%	428 21.1% 30.6%	82 14.7% 5.9%	2 6.7% .1%	648 17.4% 46.3%	1 7.7% .1%	
One TV	645 8.9% 100.0%	100 11.2% 15.5%	237 11.7% 36.7%	37 6.6% 5.7%	1 3.3% .2%	269 7.2% 41.7%	1 7.7% .2%	
Net TV	245 3.4% 100.0%	27 3.0% 11.0%	85 4.2% 34.7%	10 1.8% 4.1%	1 3.3% .4%	122 3.3% 49.8%		
Smash TV	71 1.0% 100.0%	10 1.1% 14.1%	25 1.2% 35.2%	1 .2% 1.4%		35 .9% 49.3%		
Education 22	1 .0% 100.0%					1 .0% 100.0%		
iTV	1 .0% 100.0%		1 .0% 100.0%					
Family TV	12 .2% 100.0%	1 .1% 8.3%	9 .4% 75.0%			2 .1% 16.7%		
Favourite TV	39 .5% 100.0%	2 .2% 5.1%	12 .6% 30.8%	1 .2% 2.6%		24 .6% 61.5%		
Rai 1	214 2.9% 100.0%	19 2.1% 8.9%	68 3.4% 31.8%	10 1.8% 4.7%		117 3.1% 54.7%		
Rai 2	75 1.0% 100.0%	7 .8% 9.3%	18 .9% 24.0%	4 .7% 5.3%	1 3.3% 1.3%	45 1.2% 60.0%		
Rai 3	28 .4% 100.0%	3 .3% 10.7%	6 .3% 21.4%	3 .5% 10.7%		15 .4% 53.6%	1 7.7% 3.6%	
Rete 4	130 1.8% 100.0%	18 2.0% 13.8%	46 2.3% 35.4%	8 1.4% 6.2%		57 1.5% 43.8%	1 7.7% .8%	
Canale 5	279 3.8% 100.0%	29 3.2% 10.4%	85 4.2% 30.5%	21 3.8% 7.5%		143 3.8% 51.3%	1 7.7% .4%	
Italia 1	269 3.7% 100.0%	41 4.6% 15.2%	84 4.1% 31.2%	20 3.6% 7.4%	3 10.0% 1.1%	120 3.2% 44.6%	1 7.7% .4%	
Discovery Channel	153 2.1% 100.0%	2 .2% 1.3%	13 .6% 8.5%	14 2.5% 9.2%		124 3.3% 81.0%		
MTV	55 .8% 100.0%	3 .3% 5.5%	5 .2% 9.1%	3 .5% 5.5%		44 1.2% 80.0%		
BBC Prime	58 .8% 100.0%		7 .3% 12.1%	2 .4% 3.4%	1 3.3% 1.7%	48 1.3% 82.8%		
BBC World	13 .2% 100.0%		2 .1% 15.4%	2 .4% 15.4%		9 .2% 69.2%		
Other TV Stations	687 9.5% 100.0%	6 .7% .9%	62 3.1% 9.0%	112 20.1% 16.3%	3 10.0% .4%	501 13.5% 72.9%	3 23.1% .4%	

	TOTAL	AERIAL ANALOGUE	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS /CABLE)	OTHER	DO NOT HAVE A TV SET
No particular station	969 13.3% 100.0%	101 11.3% 10.4%	328 16.2% 33.8%	64 11.5% 6.6%	1 3.3% .1%	475 12.8% 49.0%		
Do not remember	49 .7% 100.0%	8 .9% 16.3%	14 .7% 28.6%	4 .7% 8.2%		23 .6% 46.9%		
Do not watch TV	1842 25.4% 100.0%	277 31.0% 15.0%	489 24.1% 26.5%	160 28.7% 8.7%	17 56.7% .9%	895 24.1% 48.6%	4 30.8% .2%	
No response	3 .0% 100.0%		1 .0% 33.3%			2 .1% 66.7%		
Total	7266 100.0% 100.0%	893 100.0% 12.3%	2025 100.0% 27.9%	558 100.0% 7.7%	30 100.0% .4%	3719 100.0% 51.2%	13 100.0% .2%	28 100.0% .4%

[Count / Column % / Row %]

TABLE 5.1: TEleshopping [Yes/No] BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable [No TV Set]	28 .4%	12 .4%	16 .4%		1 .1%		9 .4%	5 .2%	10 1.0%	3 1.3%
Yes	100.0%	42.9%	57.1%		3.6%		32.1%	17.9%	35.7%	10.7%
	717 9.9%	164 4.9%	553 14.1%	15 5.0%	37 3.3%	18 3.9%	171 8.2%	265 13.2%	171 16.4%	40 17.2%
No	100.0%	22.9%	77.1%	2.1%	5.2%	2.5%	23.8%	37.0%	23.8%	5.6%
	6521 89.7%	3174 94.7%	3347 85.5%	288 95.0%	1079 96.6%	443 96.1%	1918 91.4%	1740 86.6%	863 82.7%	190 81.5%
	100.0%	48.7%	51.3%	4.4%	16.5%	6.8%	29.4%	26.7%	13.2%	2.9%
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

TABLE 5.2: TEleshopping [Yes/No] BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV Set]	28 .4%	5 .3%	10 .5%	6 .5%	3 .3%		4 .7%
	100.0%	17.9%	35.7%	21.4%	10.7%		14.3%
Yes	717 9.9%	185 12.6%	215 10.7%	116 10.4%	90 8.3%	62 6.3%	49 8.3%
	100.0%	25.8%	30.0%	16.2%	12.6%	8.6%	6.8%
No	6521 89.7%	1283 87.1%	1782 88.8%	998 89.1%	992 91.4%	930 93.8%	536 91.0%
	100.0%	19.7%	27.3%	15.3%	15.2%	14.3%	8.2%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

TABLE 5.3: TEleshopping by Gender and by Age Group – By Broadcasting Station

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	28	12	16		1		9	5	10	3
[No TV Set]	.4%	.4%	.4%		.1%		.4%	.2%	1.0%	1.3%
	100.0%	42.9%	57.1%		3.6%		32.1%	17.9%	35.7%	10.7%
No	6521	3174	3347	288	1079	443	1918	1740	863	190
	89.7%	94.7%	85.5%	95.0%	96.6%	96.1%	91.4%	86.6%	82.7%	81.5%
	100.0%	48.7%	51.3%	4.4%	16.5%	6.8%	29.4%	26.7%	13.2%	2.9%
TVM	121	22	99		3	3	20	41	40	14
	1.7%	.7%	2.5%		.3%	.7%	1.0%	2.0%	3.8%	6.0%
	100.0%	18.2%	81.8%		2.5%	2.5%	16.5%	33.9%	33.1%	11.6%
One TV	148	37	111	2	2	3	23	67	44	7
	2.0%	1.1%	2.8%	.7%	.2%	.7%	1.1%	3.3%	4.2%	3.0%
	100.0%	25.0%	75.0%	1.4%	1.4%	2.0%	15.5%	45.3%	29.7%	4.7%
Net TV	46	10	36				7	19	15	5
	.6%	.3%	.9%				.3%	.9%	1.4%	2.1%
	100.0%	21.7%	78.3%				15.2%	41.3%	32.6%	10.9%
Smash TV	228	55	173	9	14	3	75	86	35	6
	3.1%	1.6%	4.4%	3.0%	1.3%	.7%	3.6%	4.3%	3.4%	2.6%
	100.0%	24.1%	75.9%	3.9%	6.1%	1.3%	32.9%	37.7%	15.4%	2.6%
Education 22	3	2	1		1			1	1	
	.0%	.1%	.0%		.1%			.0%	.1%	
	100.0%	66.7%	33.3%		33.3%			33.3%	33.3%	
iTV	79	16	63	2	7	5	28	21	16	
	1.1%	.5%	1.6%	.7%	.6%	1.1%	1.3%	1.0%	1.5%	
	100.0%	20.3%	79.7%	2.5%	8.9%	6.3%	35.4%	26.6%	20.3%	
Family TV	32	7	25	2	5	1	9	8	6	1
	.4%	.2%	.6%	.7%	.4%	.2%	.4%	.4%	.6%	.4%
	100.0%	21.9%	78.1%	6.3%	15.6%	3.1%	28.1%	25.0%	18.8%	3.1%
Other	20	4	16		2	2	4	8	3	1
	.3%	.1%	.4%		.2%	.4%	.2%	.4%	.3%	.4%
	100.0%	20.0%	80.0%		10.0%	10.0%	20.0%	40.0%	15.0%	5.0%
Do not know	40	11	29		3	1	5	14	11	6
	.6%	.3%	.7%		.3%	.2%	.2%	.7%	1.1%	2.6%
	100.0%	27.5%	72.5%		7.5%	2.5%	12.5%	35.0%	27.5%	15.0%
Total	7266	3350	3916	303	1117	461	2098	2010	1044	233
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	46.1%	53.9%	4.2%	15.4%	6.3%	28.9%	27.7%	14.4%	3.2%

[Count / Column % / Row %]

TABLE 5.4: TEleshopping BY DISTRICT – BY BROADCASTING STATION

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	28	5	10	6	3		4
[No TV Set]	.4%	.3%	.5%	.5%	.3%		.7%
	100.0%	17.9%	35.7%	21.4%	10.7%		14.3%
N0	6521	1283	1782	998	992	930	536
	89.7%	87.1%	88.8%	89.1%	91.4%	93.8%	91.0%
	100.0%	19.7%	27.3%	15.3%	15.2%	14.3%	8.2%
TVM	121	30	34	18	17	9	13
	1.7%	2.0%	1.7%	1.6%	1.6%	.9%	2.2%
	100.0%	24.8%	28.1%	14.9%	14.0%	7.4%	10.7%
One TV	148	38	42	32	15	14	7
	2.0%	2.6%	2.1%	2.9%	1.4%	1.4%	1.2%
	100.0%	25.7%	28.4%	21.6%	10.1%	9.5%	4.7%
Net TV	46	8	20	4	6	7	1
	.6%	.5%	1.0%	.4%	.6%	.7%	.2%
	100.0%	17.4%	43.5%	8.7%	13.0%	15.2%	2.2%
Smash TV	228	67	63	34	30	15	19
	3.1%	4.5%	3.1%	3.0%	2.8%	1.5%	3.2%
	100.0%	29.4%	27.6%	14.9%	13.2%	6.6%	8.3%
Education 22	3	1		1		1	
	.0%	.1%		.1%		.1%	
	100.0%	33.3%		33.3%		33.3%	
iTV	79	18	26	14	9	9	3
	1.1%	1.2%	1.3%	1.3%	.8%	.9%	.5%
	100.0%	22.8%	32.9%	17.7%	11.4%	11.4%	3.8%
Family TV	32	9	8	8	3	2	2
	.4%	.6%	.4%	.7%	.3%	.2%	.3%
	100.0%	28.1%	25.0%	25.0%	9.4%	6.3%	6.3%
Other	20	4	10		2	4	
	.3%	.3%	.5%		.2%	.4%	
	100.0%	20.0%	50.0%		10.0%	20.0%	
Do not know	40	10	12	5	8	1	4
	.6%	.7%	.6%	.4%	.7%	.1%	.7%
	100.0%	25.0%	30.0%	12.5%	20.0%	2.5%	10.0%
Total	7266	1473	2007	1120	1085	992	589
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.6%	15.4%	14.9%	13.7%	8.1%

[Count / Column % / Row %]

TABLE 8.5: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT 2008 – SEP 2009]

	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	6.153	7.514	0.794	0.342	1.639	2.195	10.709	14.658	10.377	7.368	7.505	6.255	6.880	5.710	6.991
Radju Parlament 106.6	0.690	1.195	3.175	1.103	0.522	1.971	0.598	0.000	0.000	0.533	0.949	0.617	0.608	2.508	0.754
Magic Radio	5.686	5.450	2.778	5.896	3.651	11.601	3.246	1.244	0.000	4.771	6.539	6.143	4.960	6.337	2.330
One Radio	18.977	18.913	3.571	1.636	3.726	11.553	28.702	33.195	21.593	27.097	14.941	24.039	16.992	14.389	10.829
Radio 101	5.006	3.353	9.127	0.799	2.534	4.230	5.010	5.093	3.564	3.418	5.866	4.264	1.024	3.795	6.169
Bay Radio	20.225	14.039	51.190	60.061	46.572	16.183	3.859	0.059	2.306	13.449	13.820	18.541	21.408	24.587	9.801
Calypso Radio	13.392	13.523	3.968	4.641	6.483	19.468	18.980	4.708	3.145	13.604	12.509	13.380	15.200	12.970	14.325
RTK	6.711	10.119	0.000	0.799	2.235	3.830	12.115	16.908	17.505	7.390	10.110	4.825	10.368	6.403	15.696
Smash Radio	4.254	2.992	3.968	7.874	6.259	5.961	1.406	0.000	0.000	3.950	3.606	2.805	4.384	3.234	3.084
Radju Marija	3.249	12.216	0.000	1.331	0.596	3.221	7.613	19.011	36.268	5.593	10.283	7.405	7.328	7.624	11.583
Campus FM	0.893	1.032	0.000	0.076	1.043	0.561	1.840	1.007	0.000	0.377	1.863	0.533	0.928	0.825	0.685
Capital Radio	6.041	2.820	2.778	3.842	11.923	9.149	1.197	0.118	0.000	4.838	3.054	4.123	4.480	4.191	7.814
XFM	5.676	2.811	15.873	8.140	7.601	6.105	1.511	1.303	0.419	3.329	5.694	3.282	3.904	4.455	2.193
Community Stations	2.284	3.697	1.587	2.891	5.067	3.365	2.558	2.487	4.403	4.061	2.778	3.675	0.768	1.617	7.334
Foreign Radio Station	0.761	0.318	1.190	0.533	0.149	0.609	0.658	0.207	0.419	0.222	0.466	0.112	0.768	1.353	0.411
Other Station	0.000	0.009	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.017	0.000	0.000	0.000	0.000
Total %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

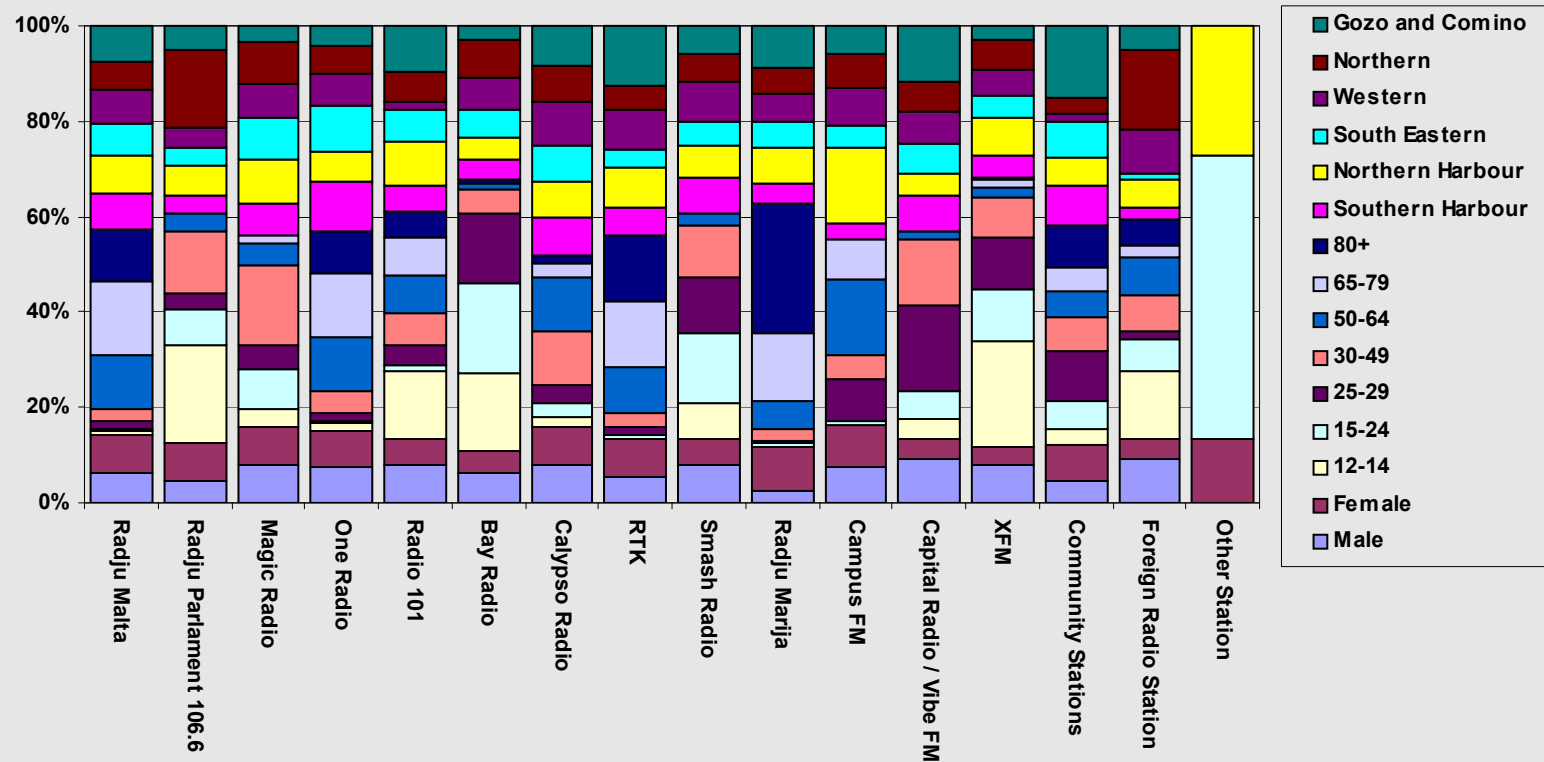
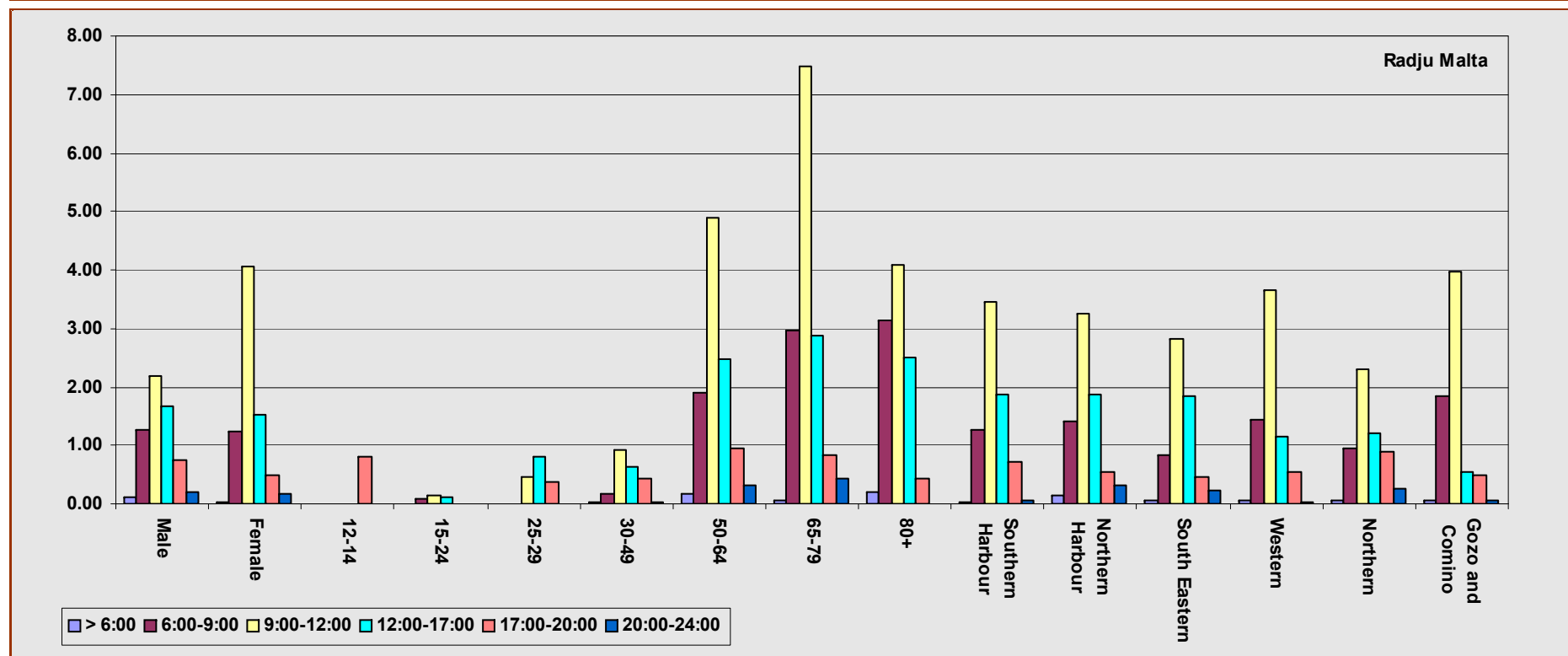


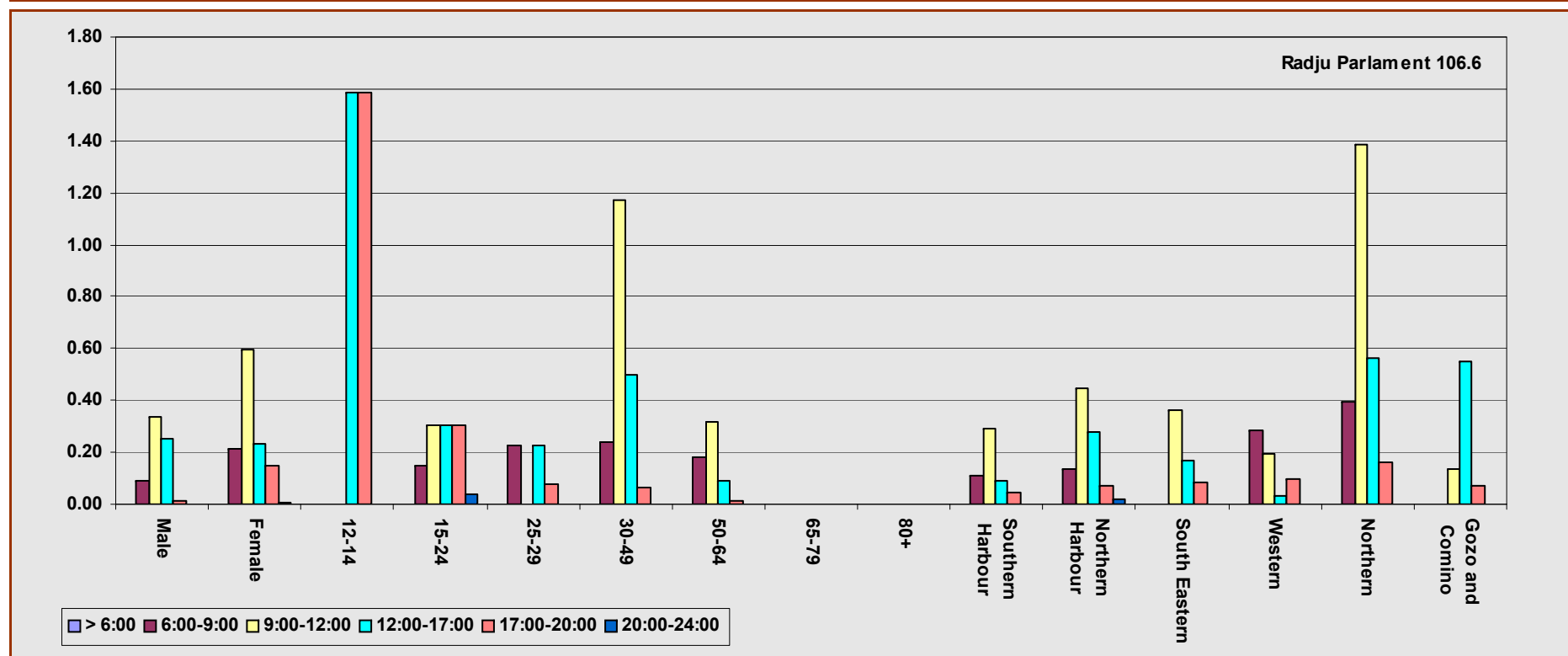
FIGURE 8.5: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT- 2008 – SEP 2009]

TABLES 8.6.A-P AND FIGURES 8.6.A-P: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – BY BROADCASTING STATION [OCT 2008 – SEP 2009]

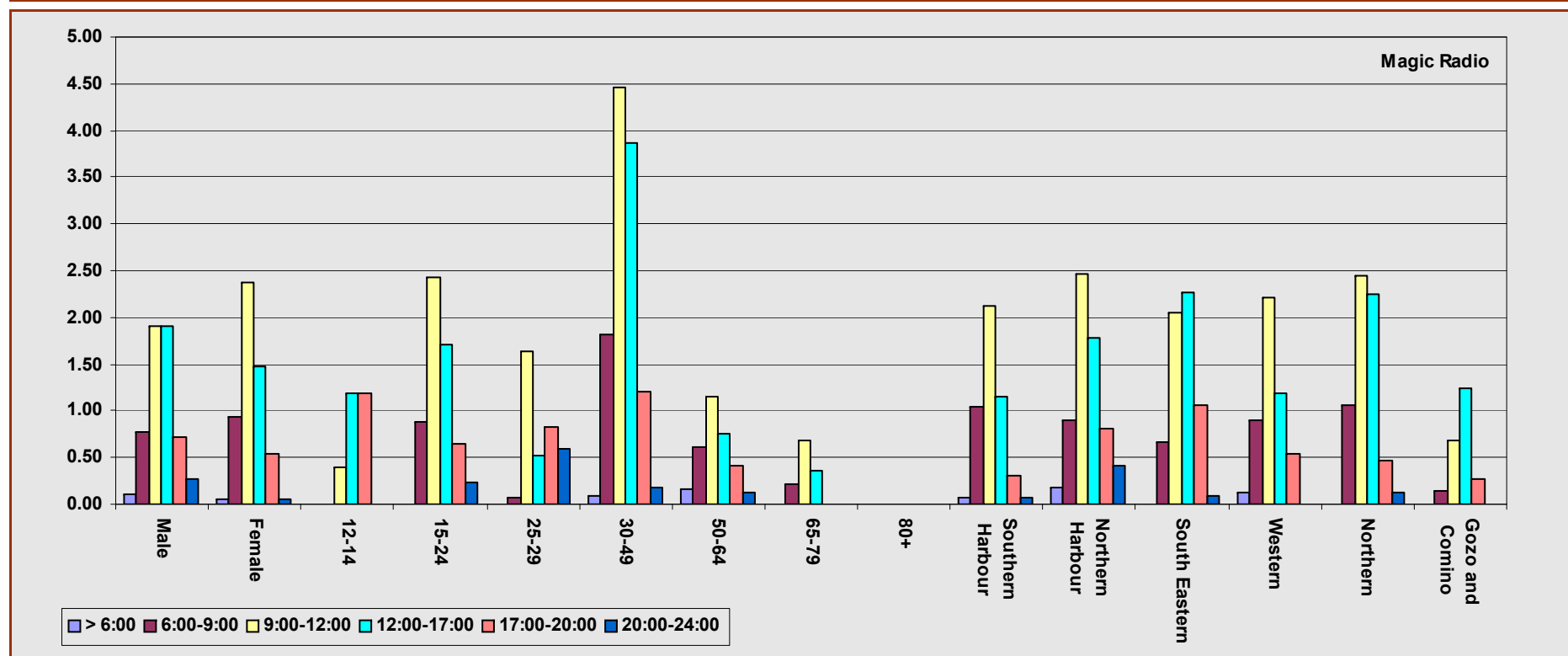
RADJU MALTA	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.112	0.043	0.000	0.000	0.000	0.016	0.165	0.059	0.210	0.022	0.138	0.056	0.064	0.066	0.069
6:00-9:00	1.259	1.247	0.000	0.076	0.000	0.160	1.899	2.961	3.145	1.265	1.398	0.842	1.440	0.957	1.851
9:00-12:00	2.173	4.066	0.000	0.152	0.447	0.913	4.906	7.492	4.088	3.462	3.244	2.833	3.648	2.310	3.975
12:00-17:00	1.665	1.513	0.000	0.114	0.820	0.641	2.468	2.872	2.516	1.864	1.881	1.851	1.152	1.221	0.548
17:00-20:00	0.751	0.481	0.794	0.000	0.373	0.433	0.957	0.829	0.419	0.710	0.535	0.449	0.544	0.891	0.480
20:00-24:00	0.193	0.163	0.000	0.000	0.000	0.032	0.314	0.444	0.000	0.044	0.311	0.224	0.032	0.264	0.069
Total %	6.153	7.514	0.794	0.342	1.639	2.195	10.709	14.658	10.377	7.368	7.505	6.255	6.880	5.710	6.991



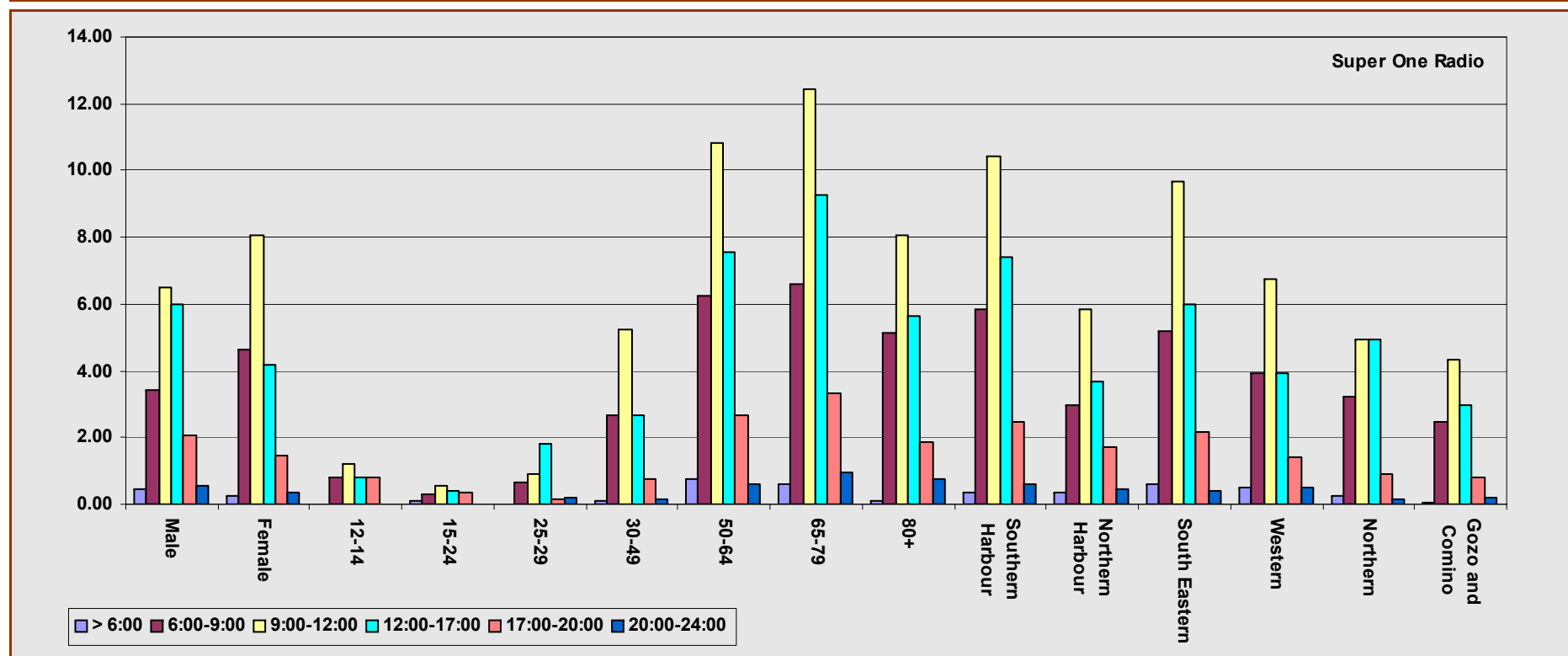
RADJU PARLAMENT 106.6	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
6:00-9:00	0.091	0.215	0.000	0.152	0.224	0.240	0.179	0.000	0.000	0.111	0.138	0.000	0.288	0.396	0.000
9:00-12:00	0.335	0.593	0.000	0.304	0.000	1.170	0.314	0.000	0.000	0.289	0.449	0.365	0.192	1.386	0.137
12:00-17:00	0.254	0.232	1.587	0.304	0.224	0.497	0.090	0.000	0.000	0.089	0.276	0.168	0.032	0.561	0.548
17:00-20:00	0.010	0.146	1.587	0.304	0.075	0.064	0.015	0.000	0.000	0.044	0.069	0.084	0.096	0.165	0.069
20:00-24:00	0.000	0.009	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.017	0.000	0.000	0.000	0.000
Total %	0.690	1.195	3.175	1.103	0.522	1.971	0.598	0.000	0.000	0.533	0.949	0.617	0.608	2.508	0.754



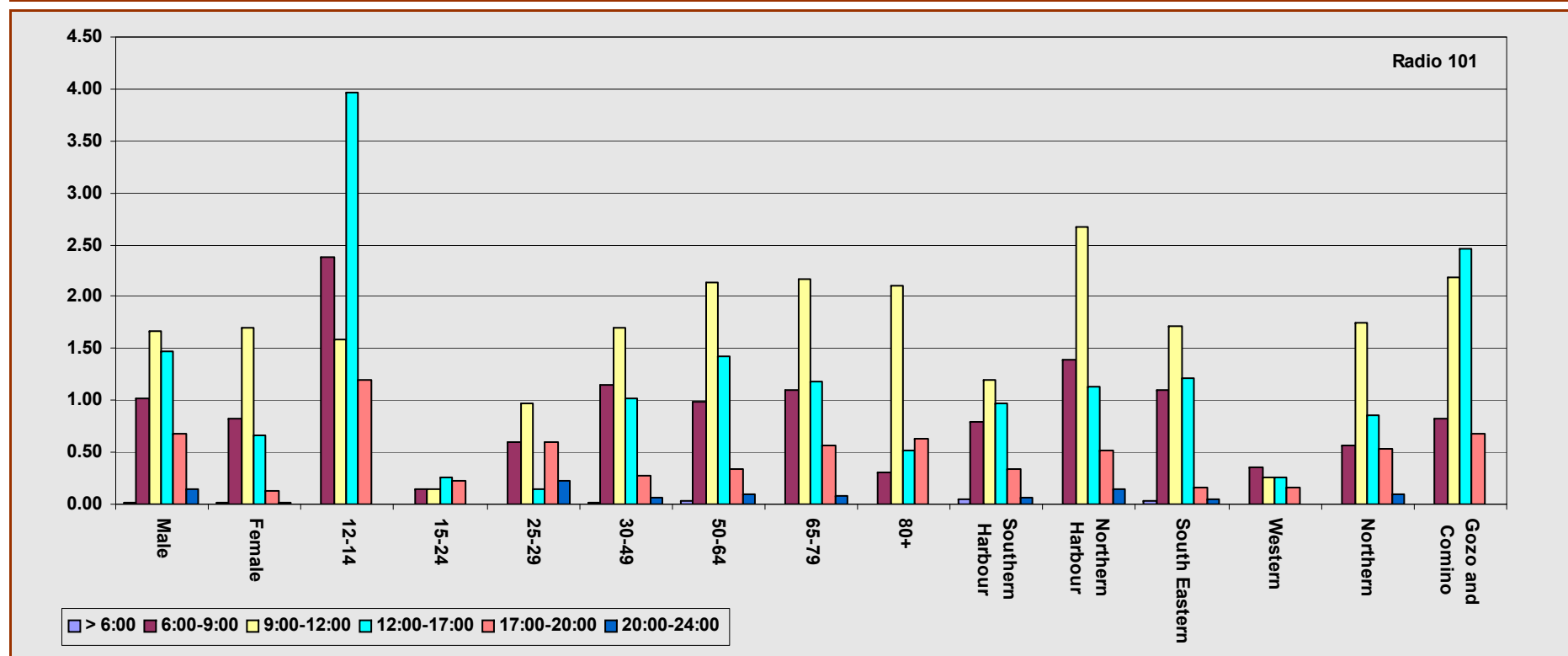
MAGIC RADIO	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.112	0.052	0.000	0.000	0.000	0.096	0.165	0.000	0.000	0.067	0.173	0.000	0.128	0.000	0.000
6:00-9:00	0.772	0.937	0.000	0.875	0.075	1.811	0.613	0.207	0.000	1.043	0.897	0.673	0.896	1.056	0.137
9:00-12:00	1.909	2.381	0.397	2.434	1.639	4.454	1.152	0.681	0.000	2.130	2.467	2.048	2.208	2.442	0.685
12:00-17:00	1.899	1.479	1.190	1.712	0.522	3.862	0.763	0.355	0.000	1.154	1.777	2.272	1.184	2.244	1.234
17:00-20:00	0.721	0.542	1.190	0.647	0.820	1.202	0.419	0.000	0.000	0.311	0.811	1.066	0.544	0.462	0.274
20:00-24:00	0.274	0.060	0.000	0.228	0.596	0.176	0.135	0.000	0.000	0.067	0.414	0.084	0.000	0.132	0.000
Total %	5.686	5.450	2.778	5.896	3.651	11.601	3.246	1.244	0.000	4.771	6.539	6.143	4.960	6.337	2.330



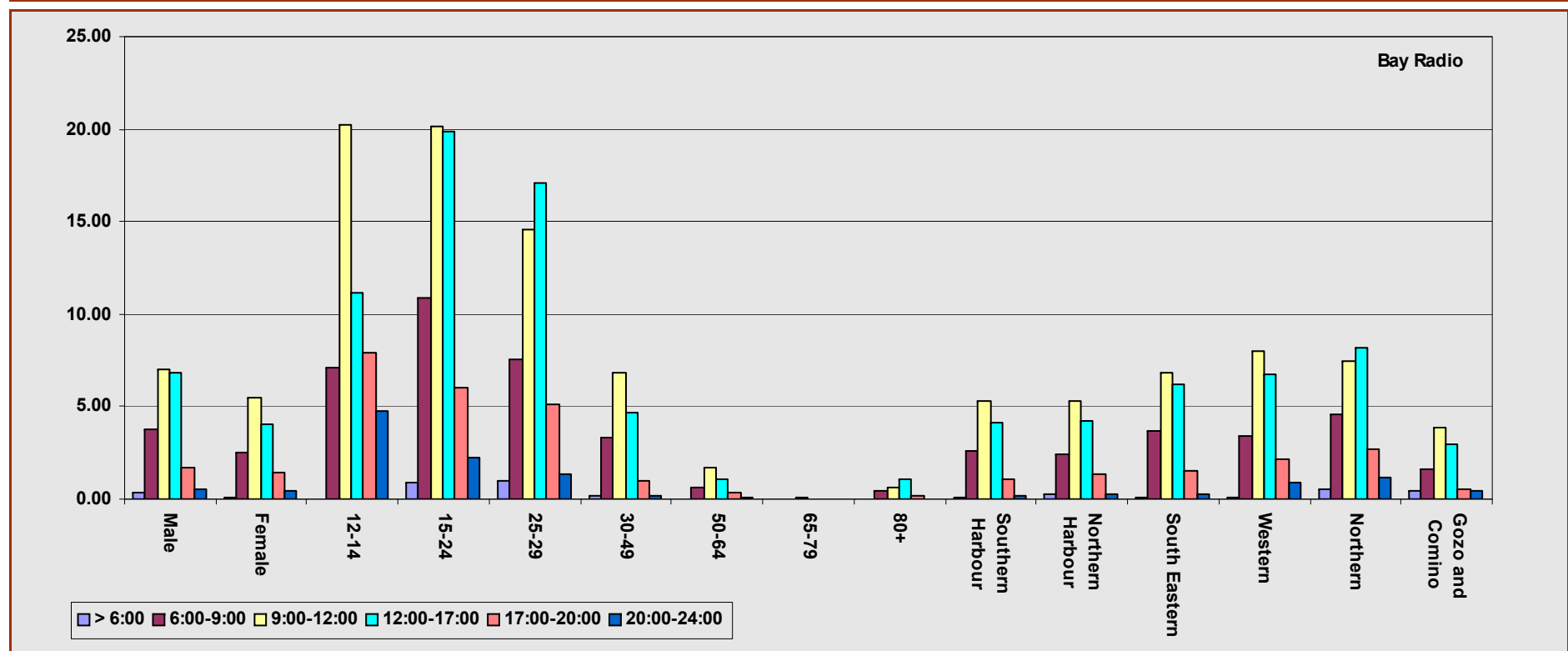
SUPER ONE RADIO	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.477	0.267	0.000	0.076	0.000	0.096	0.733	0.592	0.105	0.333	0.328	0.589	0.480	0.231	0.069
6:00-9:00	3.412	4.651	0.794	0.304	0.671	2.692	6.252	6.603	5.136	5.859	2.950	5.189	3.936	3.234	2.467
9:00-12:00	6.488	8.055	1.190	0.533	0.894	5.224	10.829	12.437	8.071	10.408	5.832	9.677	6.752	4.950	4.318
12:00-17:00	6.001	4.170	0.794	0.380	1.788	2.676	7.568	9.269	5.660	7.390	3.692	6.003	3.936	4.917	2.947
17:00-20:00	2.061	1.436	0.794	0.342	0.149	0.737	2.692	3.346	1.887	2.486	1.691	2.160	1.408	0.891	0.822
20:00-24:00	0.538	0.335	0.000	0.000	0.224	0.128	0.628	0.948	0.734	0.621	0.449	0.421	0.480	0.165	0.206
Total %	18.977	18.913	3.571	1.636	3.726	11.553	28.702	33.195	21.593	27.097	14.941	24.039	16.992	14.389	10.829



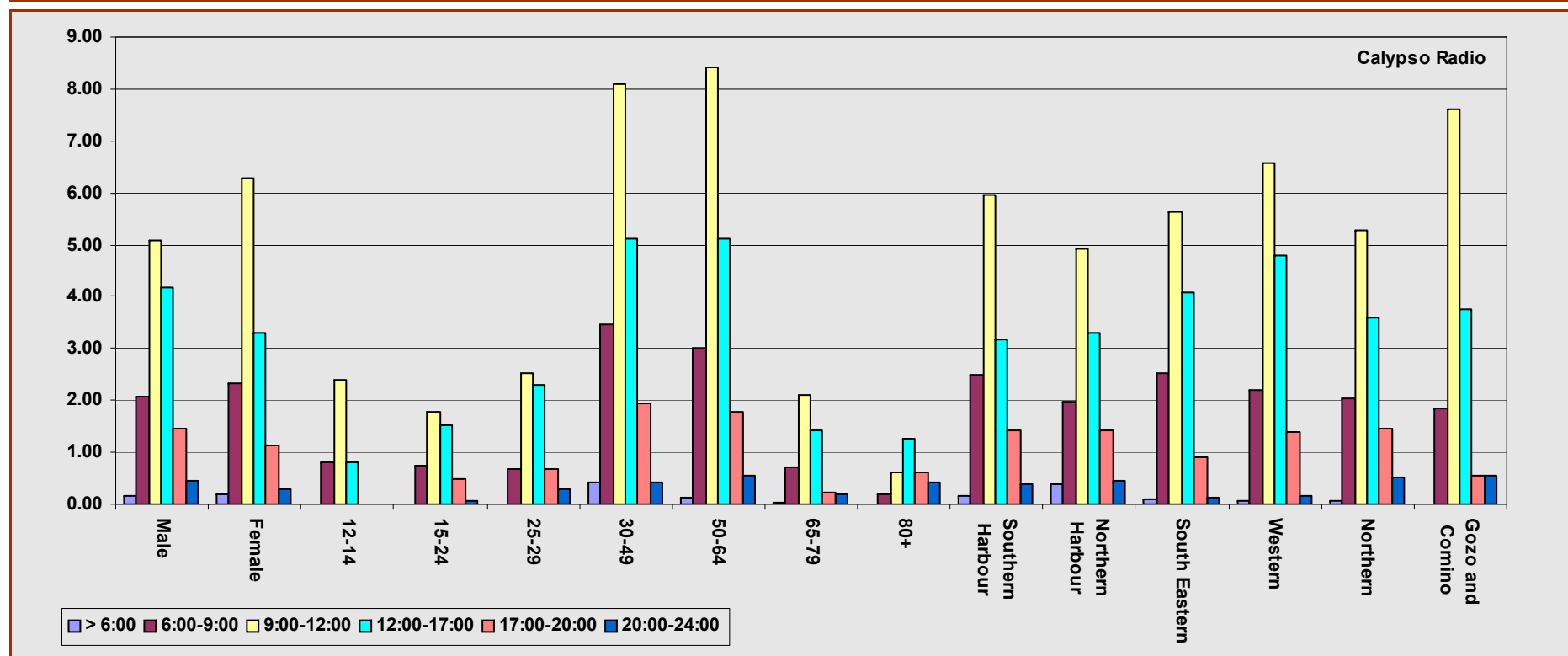
RADIO 101	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.020	0.009	0.000	0.000	0.000	0.016	0.030	0.000	0.000	0.044	0.000	0.028	0.000	0.000	0.000
6:00-9:00	1.015	0.825	2.381	0.152	0.596	1.154	0.987	1.096	0.314	0.799	1.398	1.094	0.352	0.561	0.822
9:00-12:00	1.675	1.702	1.587	0.152	0.969	1.698	2.139	2.162	2.096	1.198	2.674	1.711	0.256	1.749	2.193
12:00-17:00	1.472	0.671	3.968	0.266	0.149	1.025	1.421	1.184	0.524	0.976	1.139	1.206	0.256	0.858	2.467
17:00-20:00	0.680	0.129	1.190	0.228	0.596	0.272	0.344	0.563	0.629	0.333	0.518	0.168	0.160	0.528	0.685
20:00-24:00	0.142	0.017	0.000	0.000	0.224	0.064	0.090	0.089	0.000	0.067	0.138	0.056	0.000	0.099	0.000
Total %	5.006	3.353	9.127	0.799	2.534	4.230	5.010	5.093	3.564	3.418	5.866	4.264	1.024	3.795	6.169



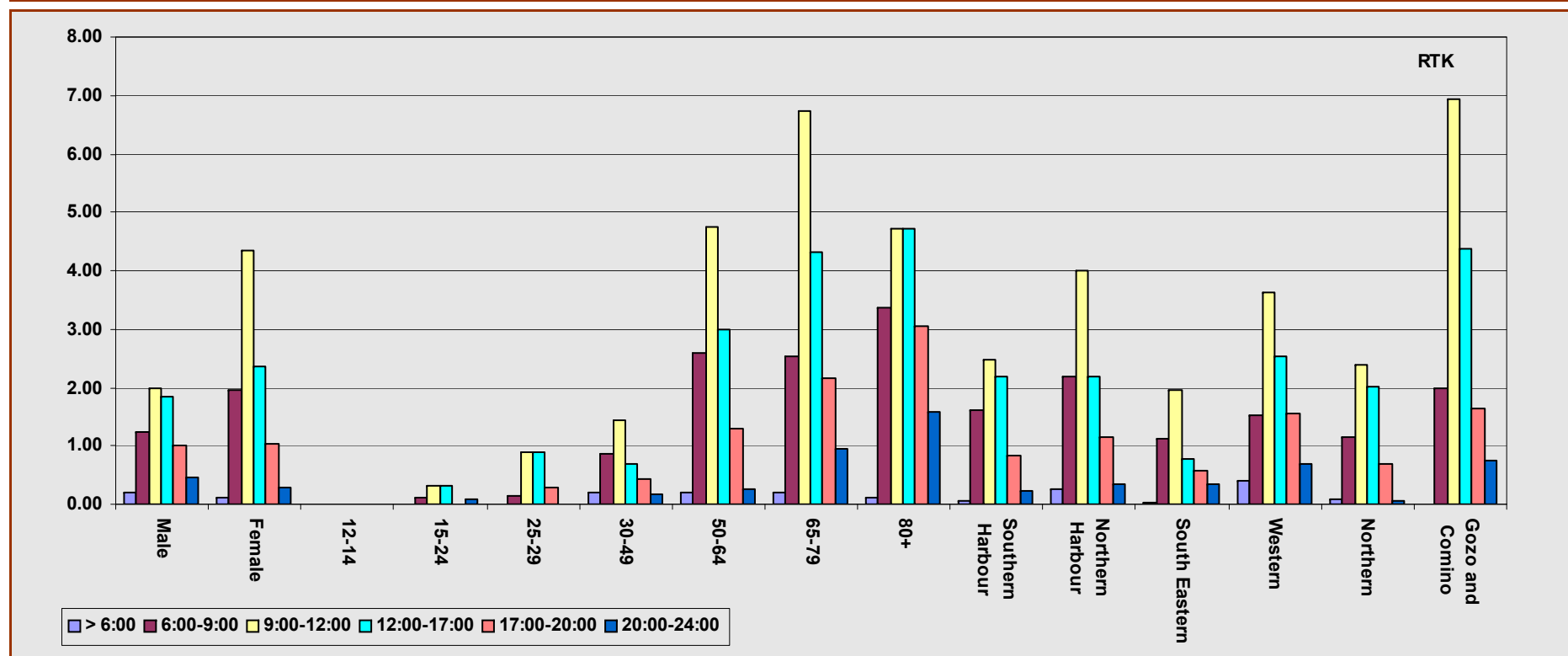
BAY RADIO	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.366	0.103	0.000	0.913	0.969	0.144	0.030	0.000	0.000	0.089	0.276	0.056	0.096	0.561	0.411
6:00-9:00	3.736	2.502	7.143	10.879	7.526	3.317	0.643	0.000	0.419	2.619	2.450	3.647	3.424	4.554	1.645
9:00-12:00	6.985	5.459	20.238	20.122	14.531	6.858	1.675	0.059	0.629	5.348	5.280	6.844	8.032	7.426	3.838
12:00-17:00	6.874	4.084	11.111	19.893	17.064	4.647	1.077	0.000	1.048	4.128	4.193	6.199	6.784	8.152	2.947
17:00-20:00	1.716	1.427	7.937	6.010	5.142	1.025	0.329	0.000	0.210	1.043	1.329	1.487	2.176	2.706	0.548
20:00-24:00	0.548	0.464	4.762	2.244	1.341	0.192	0.105	0.000	0.000	0.222	0.293	0.309	0.896	1.188	0.411
Total %	20.225	14.039	51.190	60.061	46.572	16.183	3.859	0.059	2.306	13.449	13.820	18.541	21.408	24.587	9.801



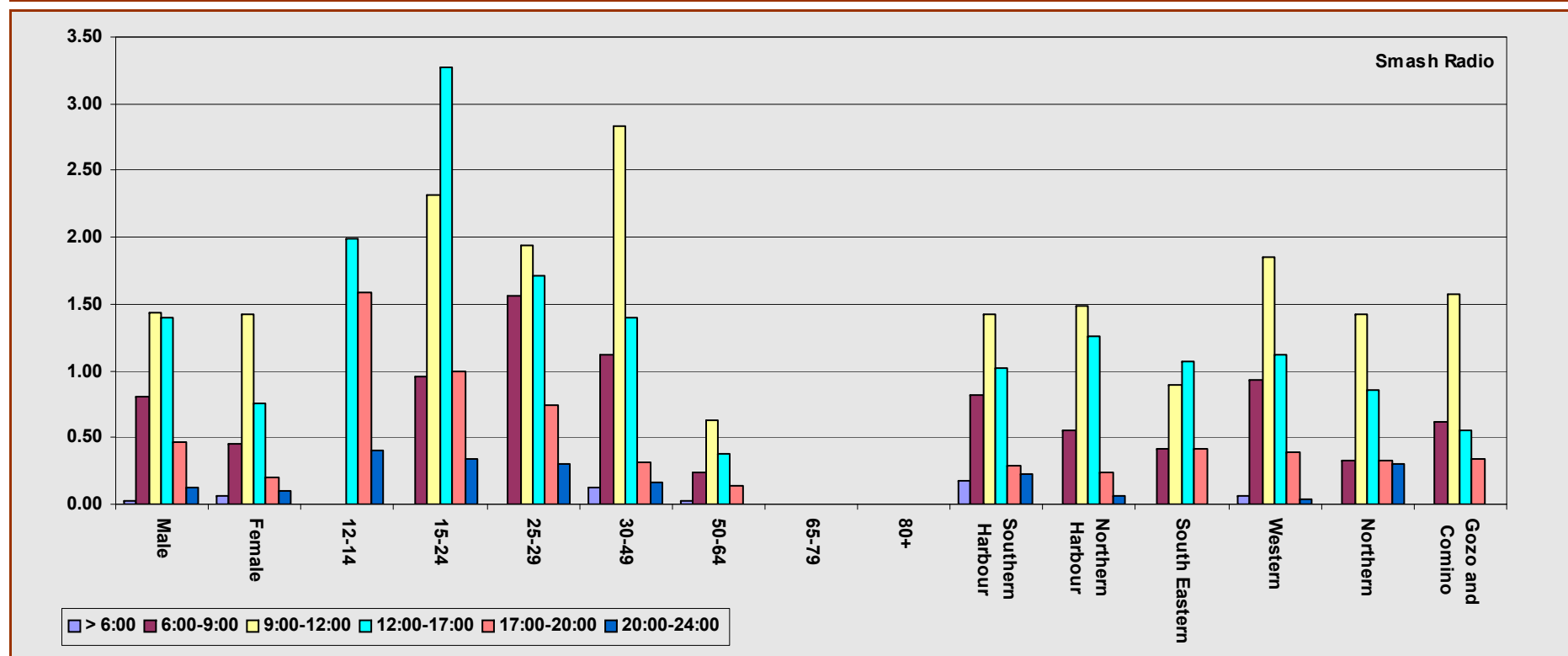
CALYPSO RADIO	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.152	0.189	0.000	0.000	0.000	0.433	0.135	0.030	0.000	0.155	0.380	0.112	0.064	0.066	0.000
6:00-9:00	2.081	2.321	0.794	0.761	0.671	3.477	3.006	0.711	0.210	2.486	1.984	2.525	2.208	2.046	1.851
9:00-12:00	5.097	6.276	2.381	1.788	2.534	8.092	8.421	2.102	0.629	5.970	4.934	5.638	6.560	5.281	7.608
12:00-17:00	4.173	3.293	0.794	1.521	2.310	5.111	5.115	1.421	1.258	3.174	3.313	4.067	4.800	3.597	3.770
17:00-20:00	1.442	1.143	0.000	0.494	0.671	1.939	1.765	0.237	0.629	1.420	1.432	0.898	1.408	1.452	0.548
20:00-24:00	0.447	0.301	0.000	0.076	0.298	0.417	0.538	0.207	0.419	0.399	0.466	0.140	0.160	0.528	0.548
Total %	13.392	13.523	3.968	4.641	6.483	19.468	18.980	4.708	3.145	13.604	12.509	13.380	15.200	12.970	14.325



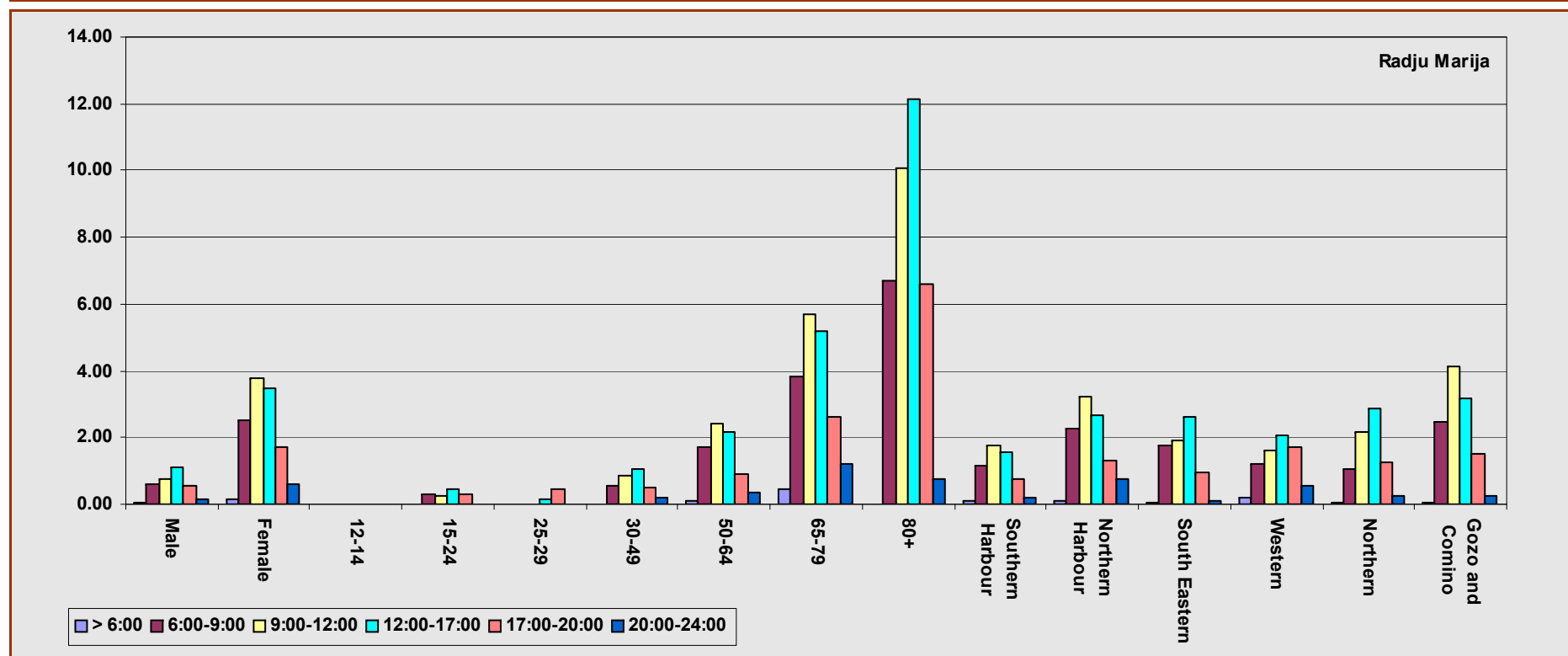
RTK	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.203	0.129	0.000	0.000	0.000	0.208	0.209	0.207	0.105	0.067	0.259	0.028	0.416	0.099	0.000
6:00-9:00	1.239	1.969	0.000	0.114	0.149	0.865	2.602	2.547	3.354	1.598	2.191	1.122	1.536	1.155	1.988
9:00-12:00	1.980	4.333	0.000	0.304	0.894	1.442	4.741	6.722	4.717	2.463	4.003	1.964	3.616	2.376	6.923
12:00-17:00	1.838	2.364	0.000	0.304	0.894	0.705	3.006	4.323	4.717	2.175	2.174	0.785	2.528	2.013	4.387
17:00-20:00	0.995	1.040	0.000	0.000	0.298	0.433	1.286	2.162	3.040	0.843	1.139	0.589	1.568	0.693	1.645
20:00-24:00	0.457	0.284	0.000	0.076	0.000	0.176	0.269	0.948	1.572	0.244	0.345	0.337	0.704	0.066	0.754
Total %	6.711	10.119	0.000	0.799	2.235	3.830	12.115	16.908	17.505	7.390	10.110	4.825	10.368	6.403	15.696



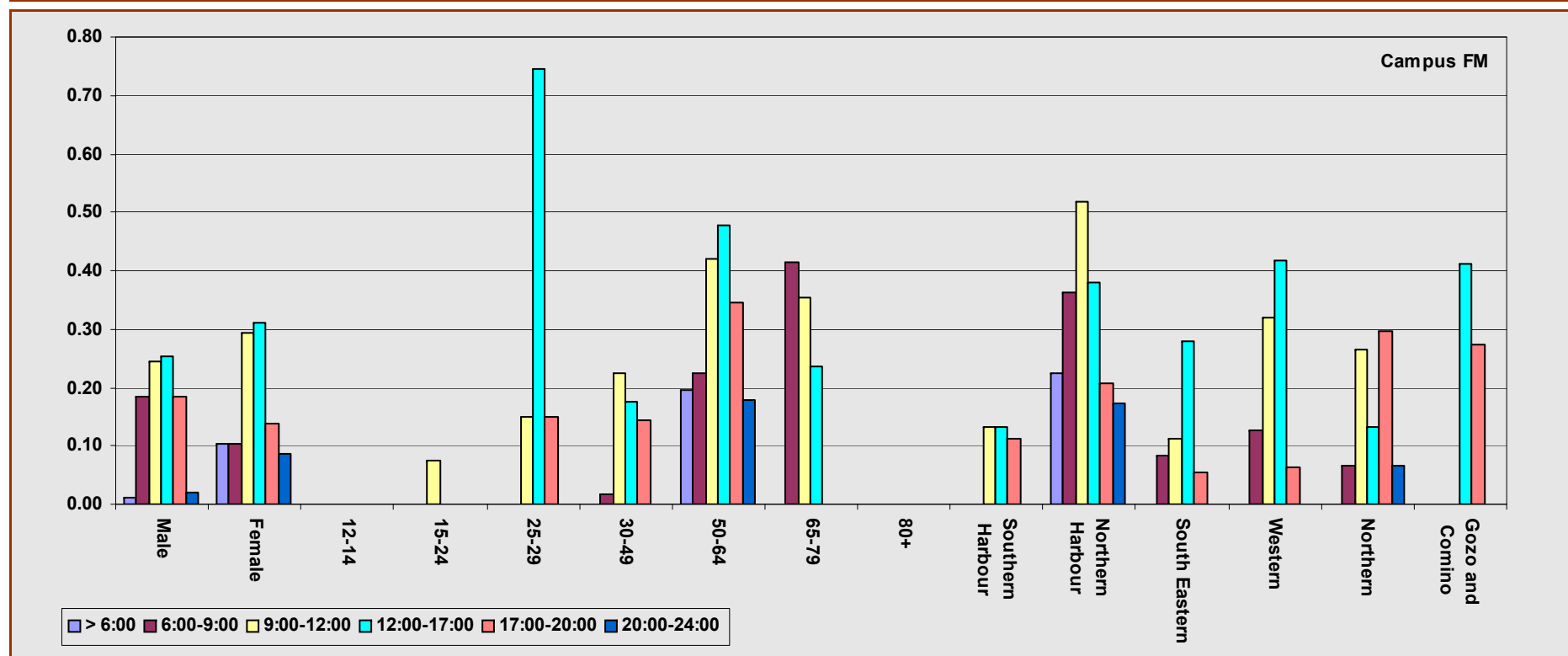
SMASH RADIO	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.020	0.069	0.000	0.000	0.000	0.128	0.030	0.000	0.000	0.178	0.000	0.000	0.064	0.000	0.000
6:00-9:00	0.802	0.456	0.000	0.951	1.565	1.122	0.239	0.000	0.000	0.821	0.552	0.421	0.928	0.330	0.617
9:00-12:00	1.432	1.419	0.000	2.320	1.937	2.836	0.628	0.000	0.000	1.420	1.484	0.898	1.856	1.419	1.576
12:00-17:00	1.401	0.757	1.984	3.271	1.714	1.394	0.374	0.000	0.000	1.021	1.259	1.066	1.120	0.858	0.548
17:00-20:00	0.467	0.198	1.587	0.989	0.745	0.320	0.135	0.000	0.000	0.289	0.242	0.421	0.384	0.330	0.343
20:00-24:00	0.132	0.095	0.397	0.342	0.298	0.160	0.000	0.000	0.000	0.222	0.069	0.000	0.032	0.297	0.000
Total %	4.254	2.992	3.968	7.874	6.259	5.961	1.406	0.000	0.000	3.950	3.606	2.805	4.384	3.234	3.084



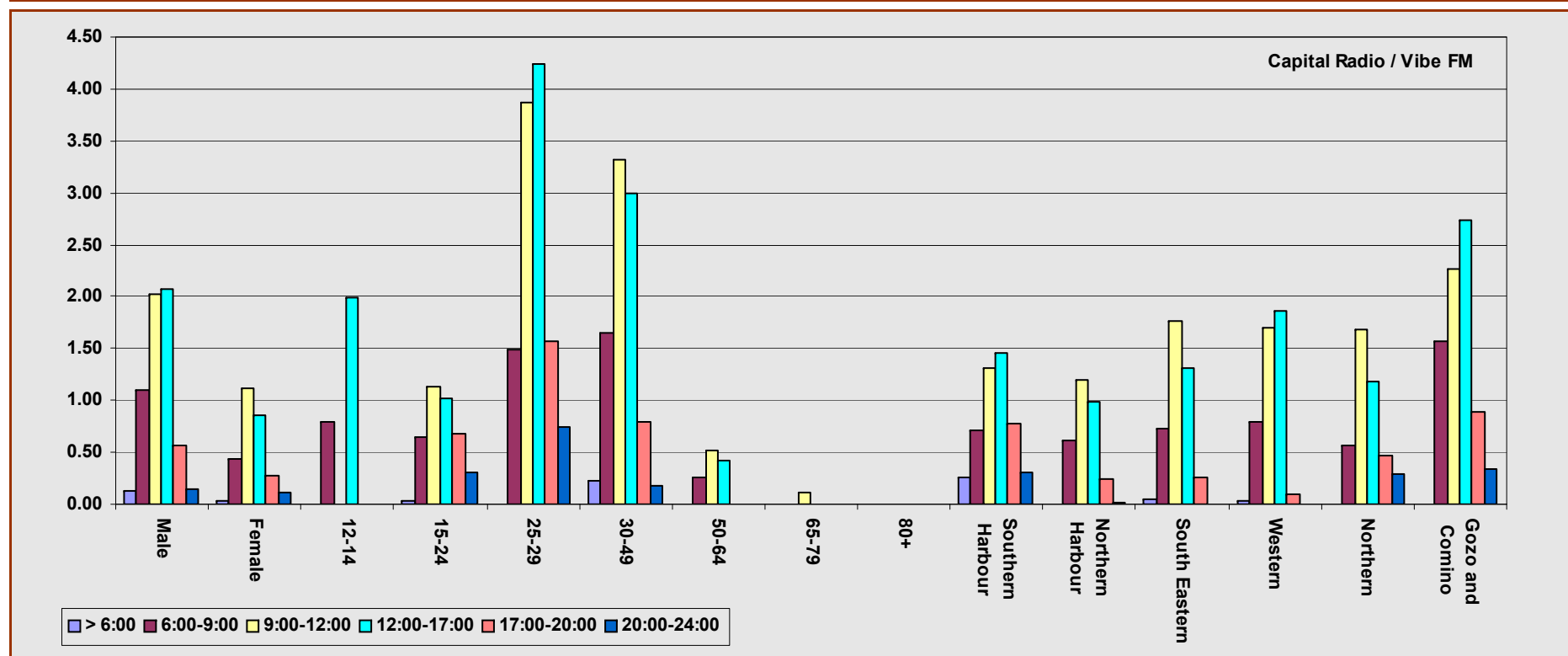
RADJU MARIJA	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.071	0.129	0.000	0.000	0.000	0.016	0.090	0.444	0.000	0.111	0.121	0.056	0.192	0.033	0.069
6:00-9:00	0.619	2.502	0.000	0.304	0.000	0.577	1.705	3.850	6.709	1.176	2.243	1.767	1.216	1.056	2.467
9:00-12:00	0.731	3.765	0.000	0.266	0.000	0.865	2.408	5.686	10.063	1.775	3.209	1.907	1.600	2.178	4.112
12:00-17:00	1.107	3.499	0.000	0.456	0.149	1.058	2.154	5.212	12.159	1.576	2.657	2.609	2.080	2.871	3.153
17:00-20:00	0.579	1.711	0.000	0.304	0.447	0.481	0.912	2.606	6.604	0.732	1.294	0.982	1.696	1.254	1.508
20:00-24:00	0.142	0.610	0.000	0.000	0.000	0.224	0.344	1.214	0.734	0.222	0.759	0.084	0.544	0.231	0.274
Total %	3.249	12.216	0.000	1.331	0.596	3.221	7.613	19.011	36.268	5.593	10.283	7.405	7.328	7.624	11.583



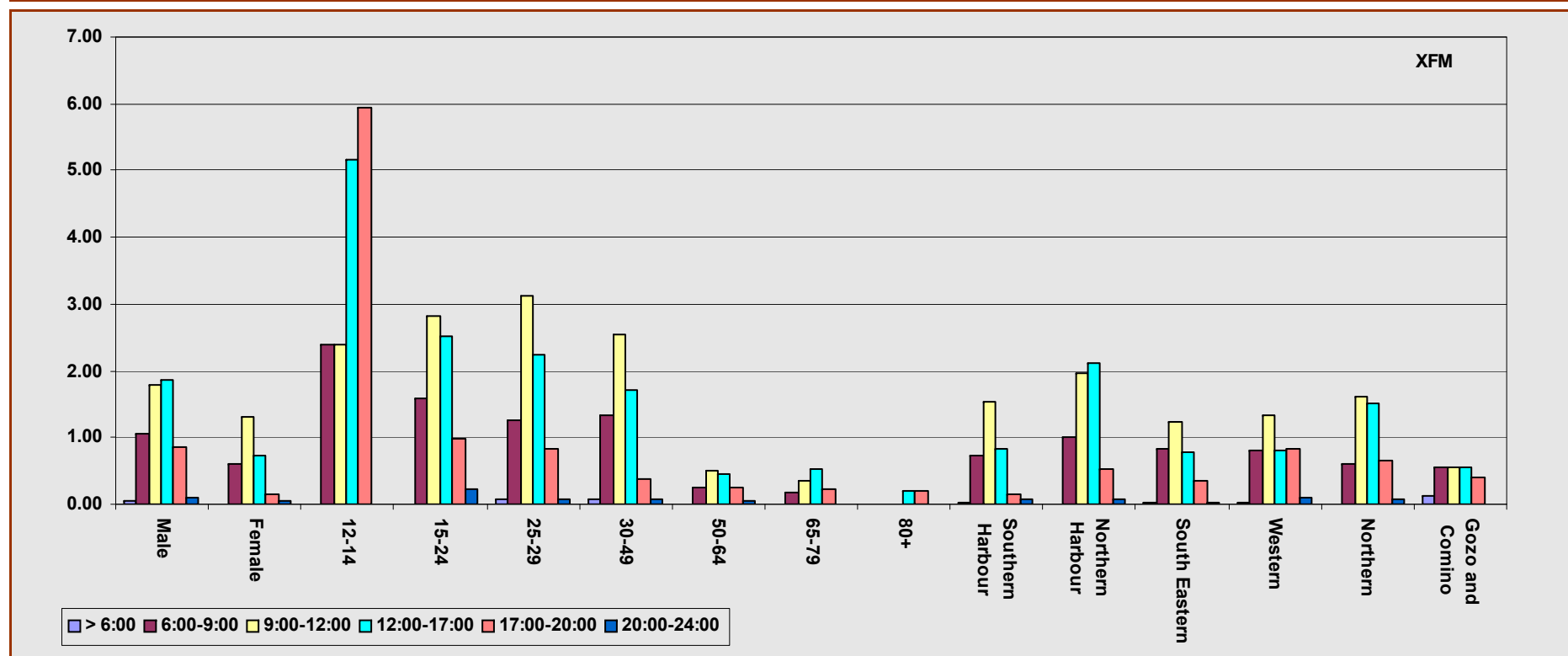
CAMPUS FM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.010	0.103	0.000	0.000	0.000	0.000	0.194	0.000	0.000	0.000	0.224	0.000	0.000	0.000	0.000
6:00-9:00	0.183	0.103	0.000	0.000	0.000	0.016	0.224	0.415	0.000	0.000	0.362	0.084	0.128	0.066	0.000
9:00-12:00	0.244	0.292	0.000	0.076	0.149	0.224	0.419	0.355	0.000	0.133	0.518	0.112	0.320	0.264	0.000
12:00-17:00	0.254	0.309	0.000	0.000	0.745	0.176	0.479	0.237	0.000	0.133	0.380	0.281	0.416	0.132	0.411
17:00-20:00	0.183	0.138	0.000	0.000	0.149	0.144	0.344	0.000	0.000	0.111	0.207	0.056	0.064	0.297	0.274
20:00-24:00	0.020	0.086	0.000	0.000	0.000	0.000	0.179	0.000	0.000	0.000	0.173	0.000	0.000	0.066	0.000
Total %	0.893	1.032	0.000	0.076	1.043	0.561	1.840	1.007	0.000	0.377	1.863	0.533	0.928	0.825	0.685



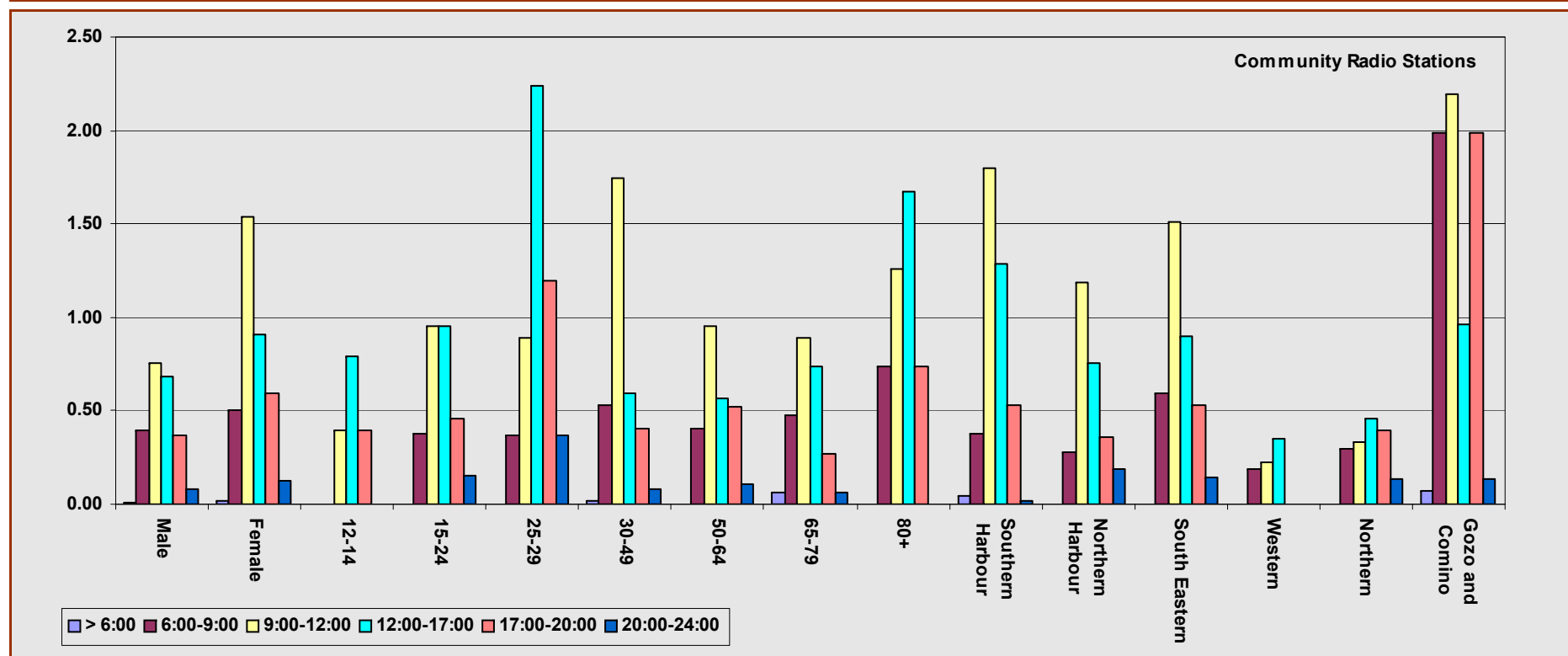
CAPITAL RADIO / VIBE FM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.122	0.026	0.000	0.038	0.000	0.224	0.000	0.000	0.000	0.266	0.000	0.056	0.032	0.000	0.000
6:00-9:00	1.107	0.430	0.794	0.647	1.490	1.650	0.254	0.000	0.000	0.710	0.621	0.729	0.800	0.561	1.576
9:00-12:00	2.021	1.109	0.000	1.141	3.875	3.317	0.523	0.118	0.000	1.309	1.190	1.767	1.696	1.683	2.262
12:00-17:00	2.071	0.860	1.984	1.027	4.247	2.996	0.419	0.000	0.000	1.465	0.983	1.318	1.856	1.188	2.742
17:00-20:00	0.569	0.275	0.000	0.685	1.565	0.785	0.000	0.000	0.000	0.777	0.242	0.252	0.096	0.462	0.891
20:00-24:00	0.152	0.120	0.000	0.304	0.745	0.176	0.000	0.000	0.000	0.311	0.017	0.000	0.000	0.297	0.343
Total %	6.041	2.820	2.778	3.842	11.923	9.149	1.197	0.118	0.000	4.838	3.054	4.123	4.480	4.191	7.814



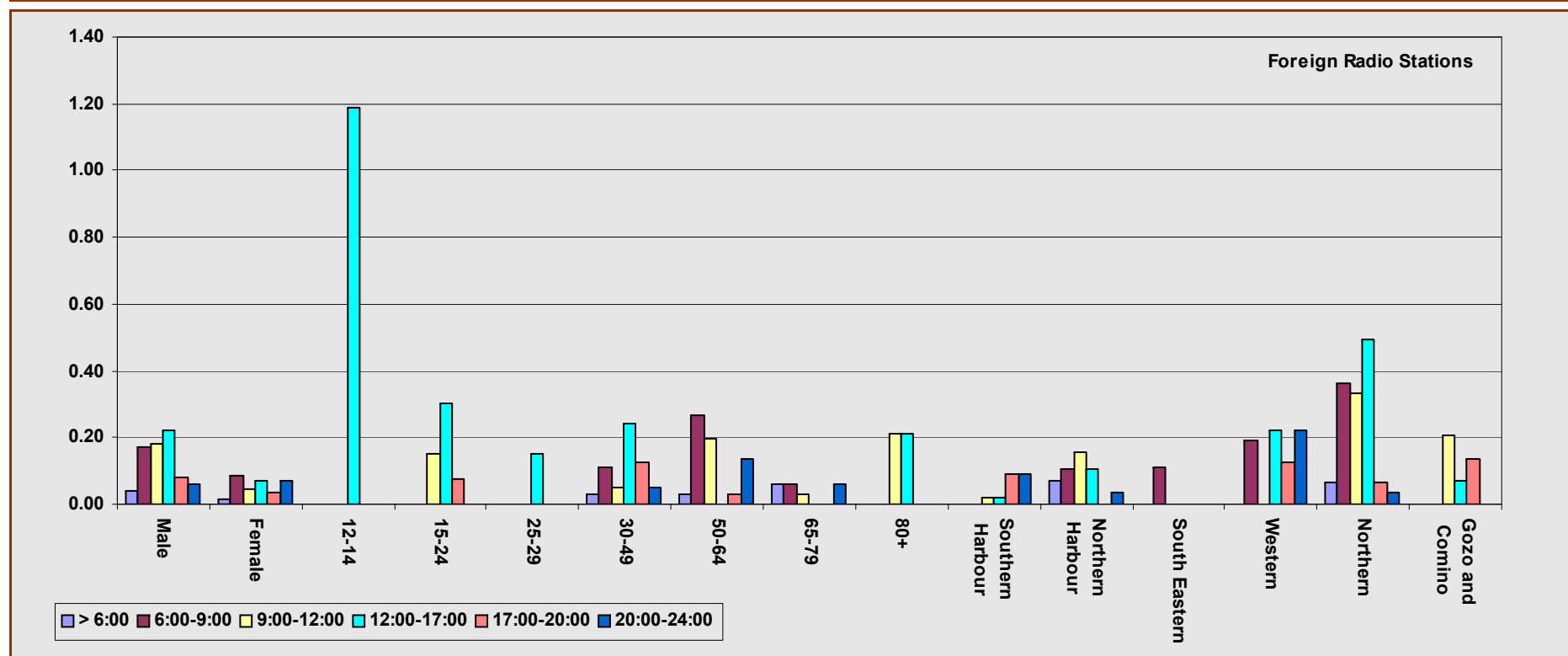
XFM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.041	0.009	0.000	0.000	0.075	0.064	0.000	0.000	0.000	0.022	0.000	0.028	0.032	0.000	0.137
6:00-9:00	1.046	0.593	2.381	1.598	1.267	1.346	0.254	0.178	0.000	0.732	1.001	0.842	0.800	0.594	0.548
9:00-12:00	1.777	1.298	2.381	2.815	3.130	2.532	0.509	0.355	0.000	1.531	1.967	1.234	1.344	1.617	0.548
12:00-17:00	1.858	0.722	5.159	2.510	2.235	1.714	0.464	0.533	0.210	0.821	2.122	0.785	0.800	1.518	0.548
17:00-20:00	0.863	0.146	5.952	0.989	0.820	0.385	0.239	0.237	0.210	0.155	0.518	0.365	0.832	0.660	0.411
20:00-24:00	0.091	0.043	0.000	0.228	0.075	0.064	0.045	0.000	0.000	0.067	0.086	0.028	0.096	0.066	0.000
Total %	5.676	2.811	15.873	8.140	7.601	6.105	1.511	1.303	0.419	3.329	5.694	3.282	3.904	4.455	2.193



COMMUNITY RADIO STATIONS	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.010	0.017	0.000	0.000	0.000	0.016	0.000	0.059	0.000	0.044	0.000	0.000	0.000	0.000	0.069
6:00-9:00	0.396	0.507	0.000	0.380	0.373	0.529	0.404	0.474	0.734	0.377	0.276	0.589	0.192	0.297	1.988
9:00-12:00	0.751	1.539	0.397	0.951	0.894	1.747	0.957	0.888	1.258	1.798	1.190	1.515	0.224	0.330	2.193
12:00-17:00	0.680	0.911	0.794	0.951	2.235	0.593	0.568	0.740	1.677	1.287	0.759	0.898	0.352	0.462	0.960
17:00-20:00	0.366	0.593	0.397	0.456	1.192	0.401	0.523	0.267	0.734	0.533	0.362	0.533	0.000	0.396	1.988
20:00-24:00	0.081	0.129	0.000	0.152	0.373	0.080	0.105	0.059	0.000	0.022	0.190	0.140	0.000	0.132	0.137
Total %	2.284	3.697	1.587	2.891	5.067	3.365	2.558	2.487	4.403	4.061	2.778	3.675	0.768	1.617	7.334



FOREIGN RADIO STATIONS	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.041	0.017	0.000	0.000	0.000	0.032	0.030	0.059	0.000	0.000	0.069	0.000	0.000	0.066	0.000
6:00-9:00	0.173	0.086	0.000	0.000	0.000	0.112	0.269	0.059	0.000	0.000	0.104	0.112	0.192	0.363	0.000
9:00-12:00	0.183	0.043	0.000	0.152	0.000	0.048	0.194	0.030	0.210	0.022	0.155	0.000	0.000	0.330	0.206
12:00-17:00	0.223	0.069	1.190	0.304	0.149	0.240	0.000	0.000	0.210	0.022	0.104	0.000	0.224	0.495	0.069
17:00-20:00	0.081	0.034	0.000	0.076	0.000	0.128	0.030	0.000	0.000	0.089	0.000	0.000	0.128	0.066	0.137
20:00-24:00	0.061	0.069	0.000	0.000	0.000	0.048	0.135	0.059	0.000	0.089	0.035	0.000	0.224	0.033	0.000
Total %	0.761	0.318	1.190	0.533	0.149	0.609	0.658	0.207	0.419	0.222	0.466	0.112	0.768	1.353	0.411



TVM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
6:00-9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
9:00-12:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
12:00-17:00	0.000	0.009	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.017	0.000	0.000	0.000	0.000
17:00-20:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
20:00-24:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total %	0.000	0.009	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.017	0.000	0.000	0.000	0.000

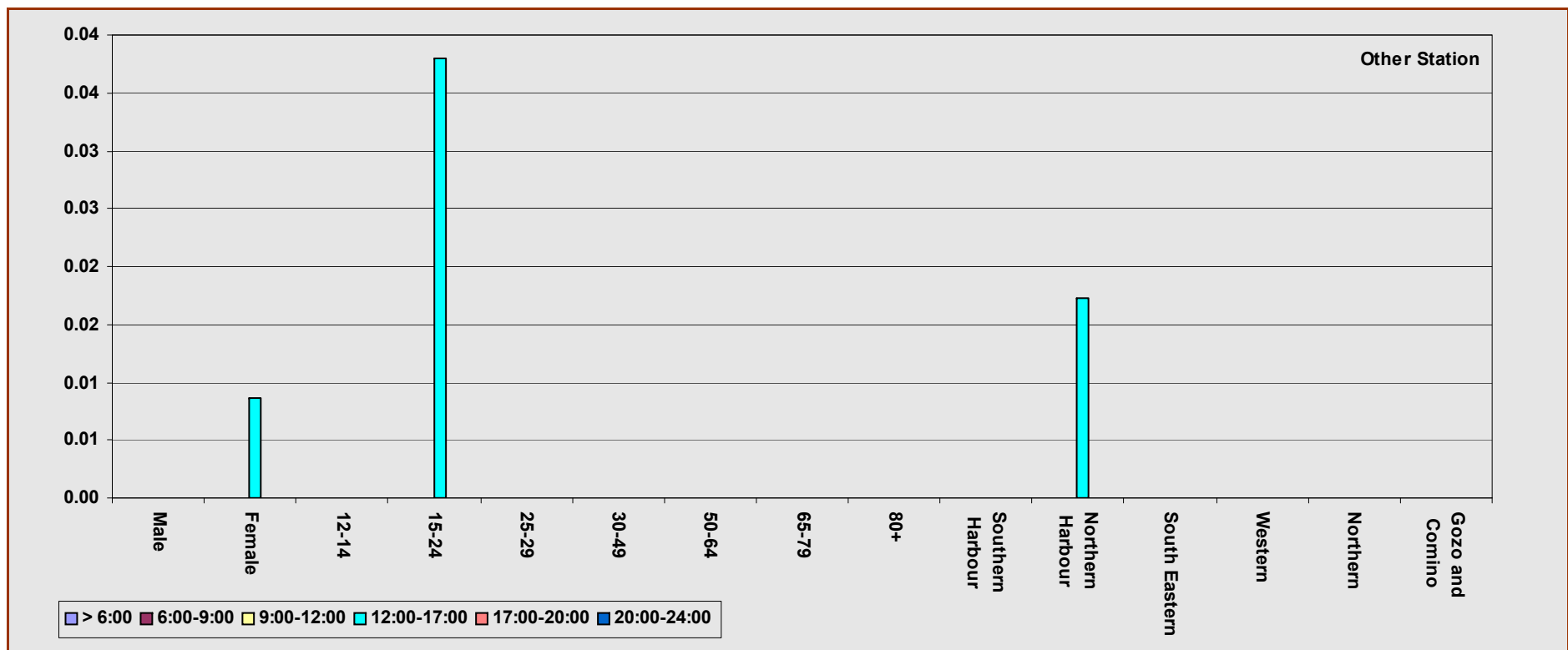


TABLE 8.7: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT 2008 – SEP 2009]

	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	26.07	30.23	17.90	21.74	17.35	30.41	29.78	31.42	38.57	23.91	26.81	30.33	30.57	27.13	39.56
One TV	17.02	20.59	13.00	9.28	9.84	13.92	26.00	26.38	24.44	26.00	18.71	22.68	15.91	11.55	15.11
Net TV	5.39	6.41	1.99	2.57	4.87	4.93	6.73	9.88	8.25	4.64	8.14	3.12	4.47	6.58	7.94
Smash TV	0.91	1.87	2.79	1.89	1.56	1.31	1.07	1.19	3.81	1.89	1.29	1.34	1.21	1.05	2.11
Education 22	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.35	0.00	0.00	0.00	0.00	0.00
ITV	0.00	0.04	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00
Family TV	0.13	0.51	0.27	0.20	0.00	0.29	0.26	0.93	0.00	0.25	0.23	0.40	0.37	0.52	0.58
Favourite TV	0.79	1.48	0.40	0.60	0.10	0.59	1.50	1.79	2.70	1.87	1.36	0.36	0.48	1.41	0.13
Rai 1	4.88	4.00	1.46	0.64	2.92	3.73	6.16	5.50	9.37	4.04	5.01	3.15	5.76	2.54	6.21
Rai 2	2.45	0.96	0.80	1.21	1.66	2.57	1.59	0.99	0.00	1.08	1.55	1.67	2.38	2.18	1.09
Rai 3	0.27	0.72	0.00	1.21	0.00	0.46	0.55	0.46	0.00	0.53	0.72	0.18	0.18	0.97	0.32
Rete 4	2.97	2.74	1.06	0.76	2.53	2.69	3.52	3.25	4.76	3.78	2.22	2.93	3.52	2.46	1.28
Canale 5	3.85	7.95	4.91	6.59	18.23	7.33	5.42	2.68	0.95	5.30	6.59	6.56	5.87	9.12	2.18
Italia 1	6.44	4.83	18.70	17.64	8.38	5.03	1.83	1.06	0.00	7.31	4.49	5.98	6.41	4.48	4.80
Discovery Channel	6.00	1.17	3.85	5.79	5.26	4.27	2.15	1.33	1.27	2.50	3.00	3.70	4.66	4.16	1.66
MTV	0.68	1.03	4.77	4.34	0.39	0.13	0.18	0.13	0.00	0.55	0.51	1.16	1.32	1.53	0.83
BBC Prime	0.88	1.70	0.00	0.44	0.29	1.31	1.64	2.02	2.22	0.76	1.52	1.78	1.87	0.97	1.02
BBC World	0.57	0.06	0.00	0.00	0.00	0.29	0.10	1.16	0.00	0.05	0.14	0.40	0.29	1.09	0.00
Other TV station	20.55	13.70	28.12	25.08	26.61	20.66	11.52	9.35	3.65	15.18	17.71	14.28	14.74	22.08	15.17
Total %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

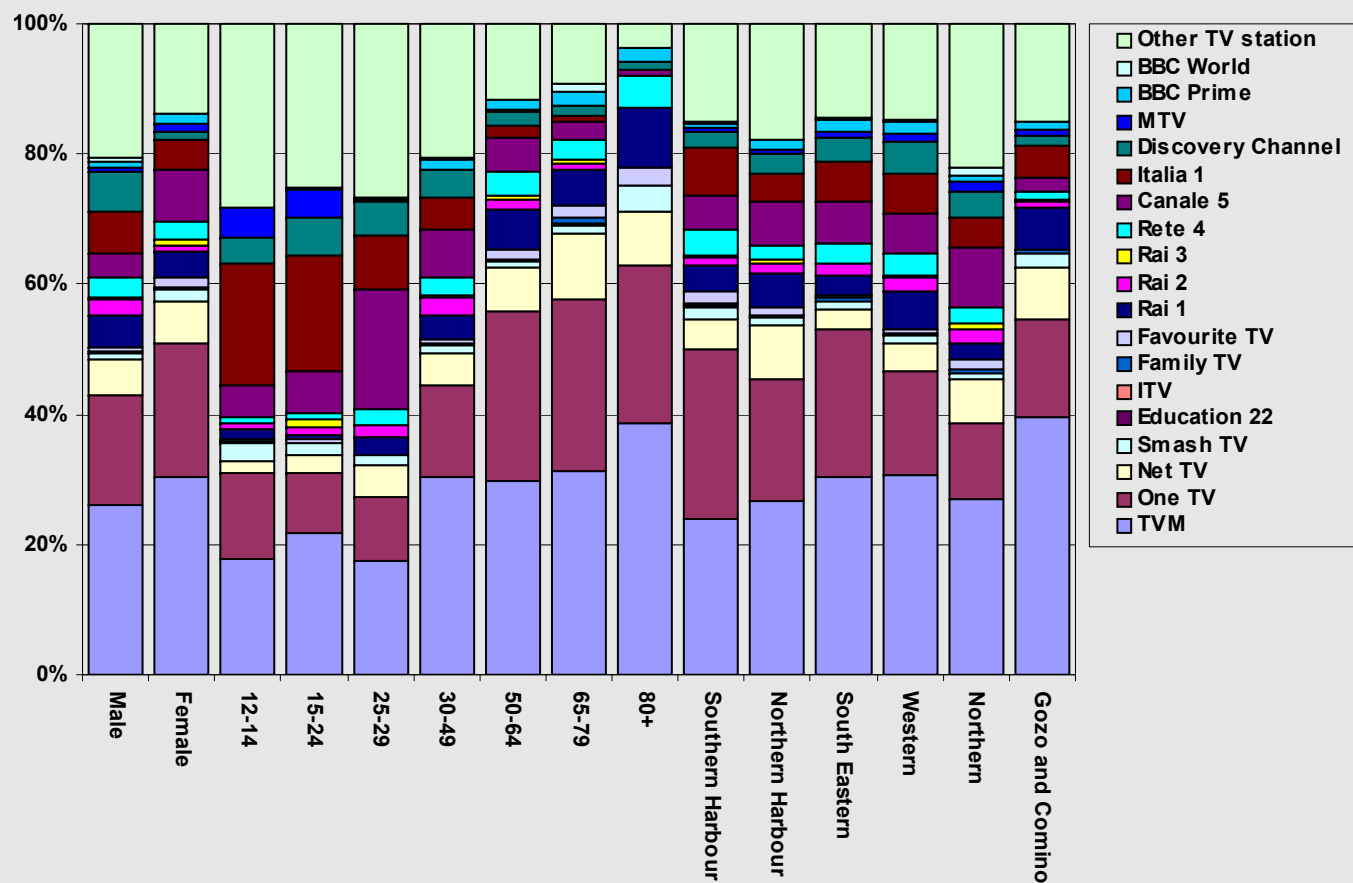
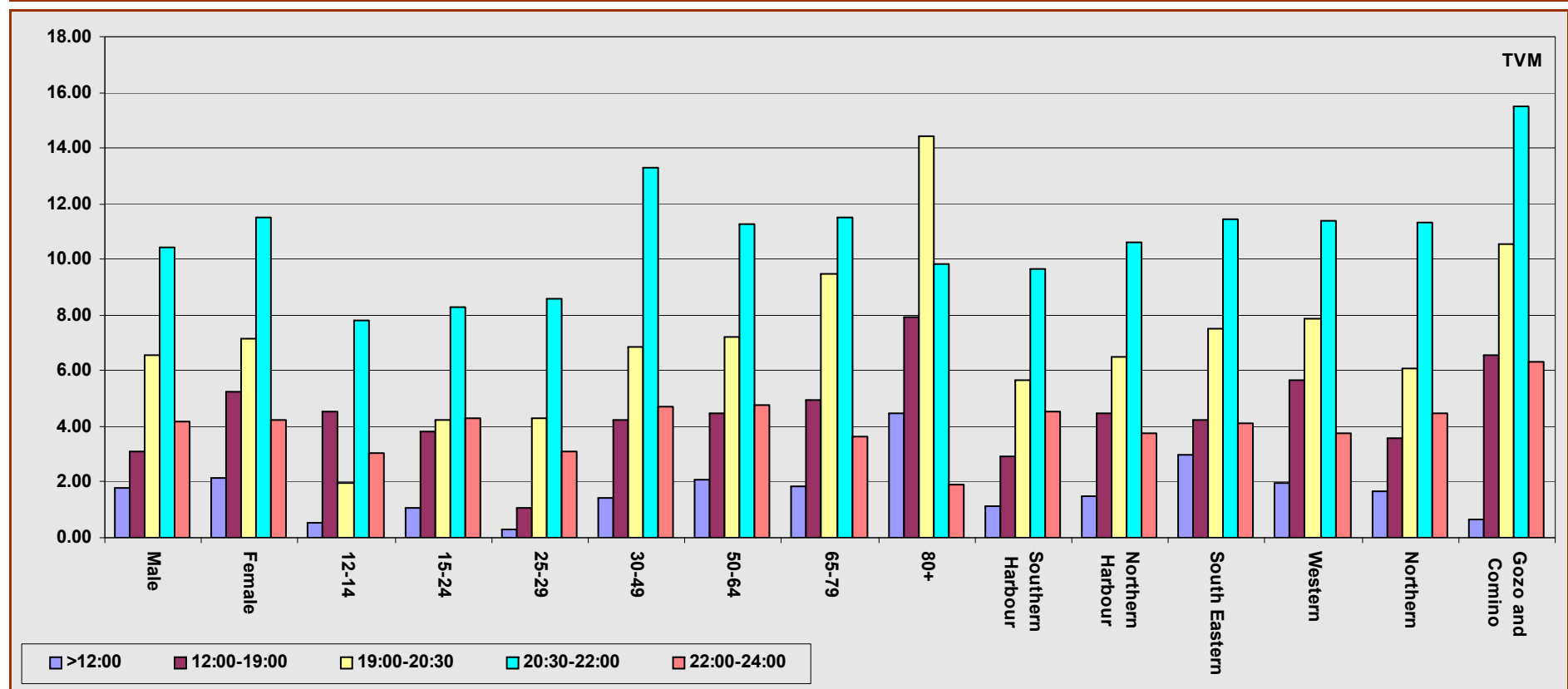


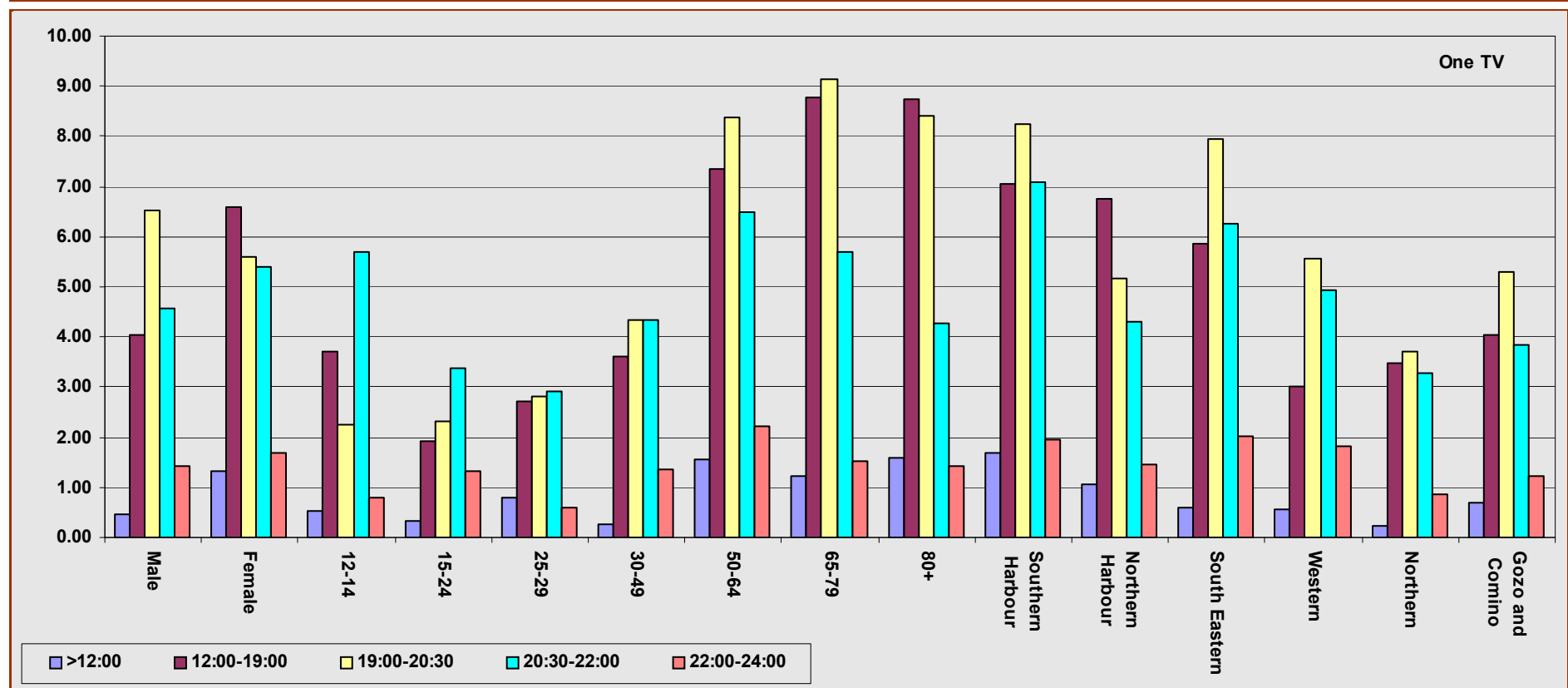
FIGURE 8.7: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT- 2008 – SEP 2009]

TABLES 8.8.A-S AND FIGURES 8.8.A-S: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – BY BROADCASTING STATION [OCT 2008 – SEP 2009]

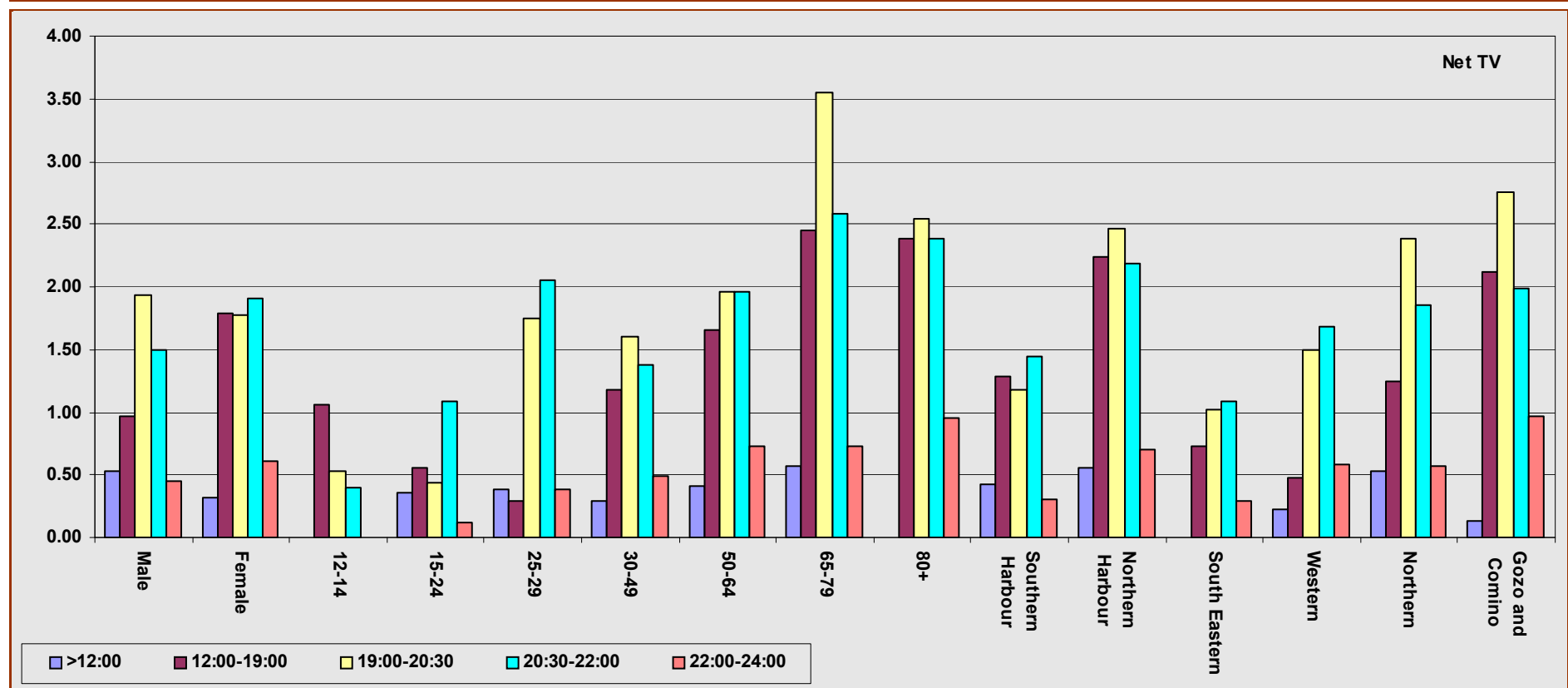
TVM	Gender		Age group							District					Gozo and Comino
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	
> 6:00	1.788	2.130	0.531	1.085	0.292	1.409	2.082	1.856	4.444	1.135	1.485	3.007	1.943	1.696	0.640
6:00-9:00	3.111	5.223	4.509	3.818	1.072	4.209	4.495	4.939	7.937	2.900	4.472	4.203	5.682	3.553	6.530
9:00-12:00	6.570	7.130	1.989	4.260	4.288	6.837	7.189	9.480	14.444	5.675	6.515	7.536	7.845	6.096	10.563
12:00-17:00	10.424	11.492	7.825	8.280	8.577	13.274	11.238	11.501	9.841	9.660	10.603	11.449	11.364	11.344	15.493
20:00-24:00	4.179	4.250	3.050	4.301	3.119	4.685	4.776	3.646	1.905	4.540	3.738	4.130	3.739	4.441	6.338
Total %	26.071	30.225	17.905	21.744	17.349	30.413	29.780	31.422	38.571	23.909	26.812	30.326	30.572	27.130	39.565



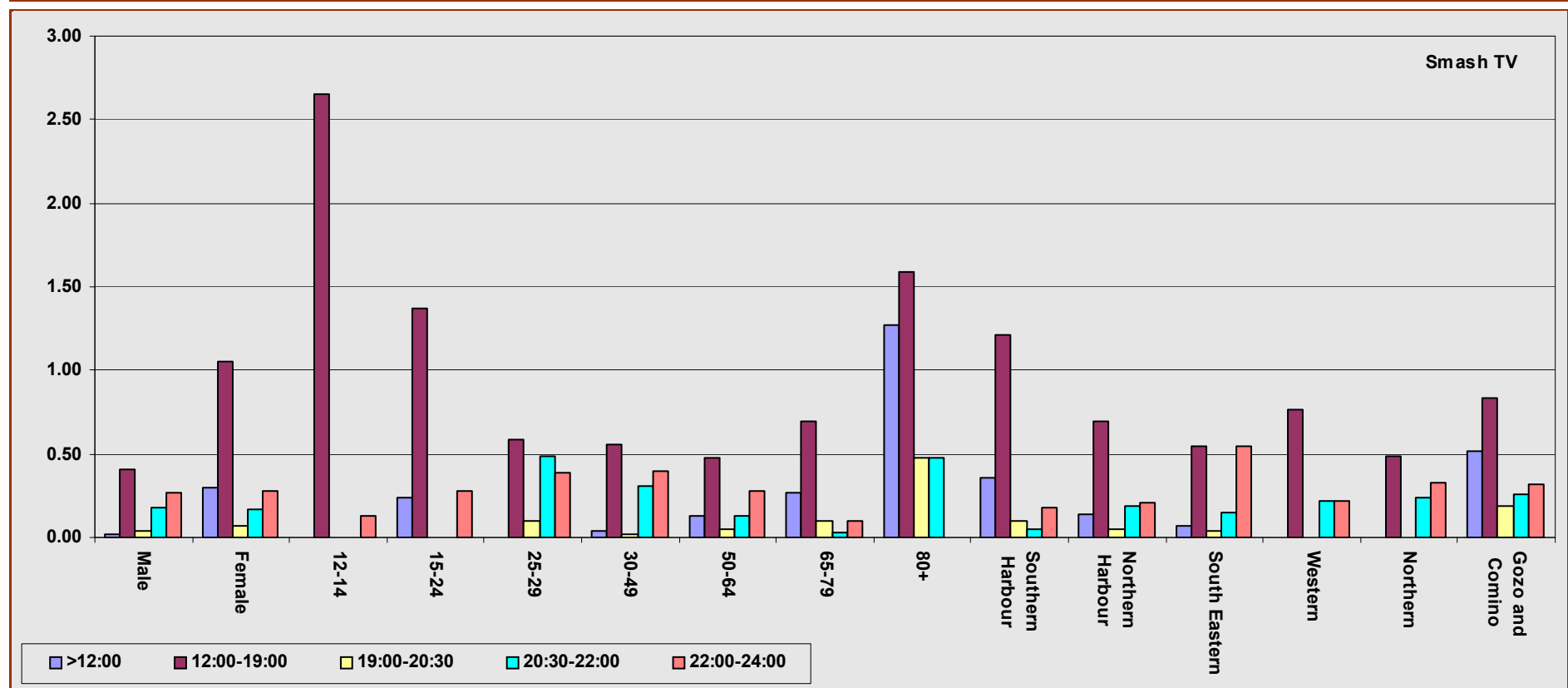
ONE TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.453	1.315	0.531	0.322	0.780	0.267	1.553	1.226	1.587	1.690	1.048	0.580	0.550	0.242	0.704
6:00-9:00	4.039	6.584	3.714	1.929	2.729	3.618	7.354	8.784	8.730	7.037	6.760	5.870	3.006	3.472	4.033
9:00-12:00	6.524	5.612	2.255	2.331	2.827	4.342	8.379	9.148	8.413	8.247	5.153	7.935	5.572	3.714	5.314
12:00-17:00	4.573	5.389	5.703	3.376	2.924	4.342	6.478	5.701	4.286	7.087	4.297	6.268	4.949	3.270	3.841
20:00-24:00	1.428	1.695	0.796	1.326	0.585	1.352	2.231	1.525	1.429	1.942	1.450	2.029	1.833	0.848	1.216
Total %	17.017	20.594	12.997	9.285	9.844	13.921	25.996	26.384	24.444	26.003	18.707	22.681	15.909	11.546	15.109



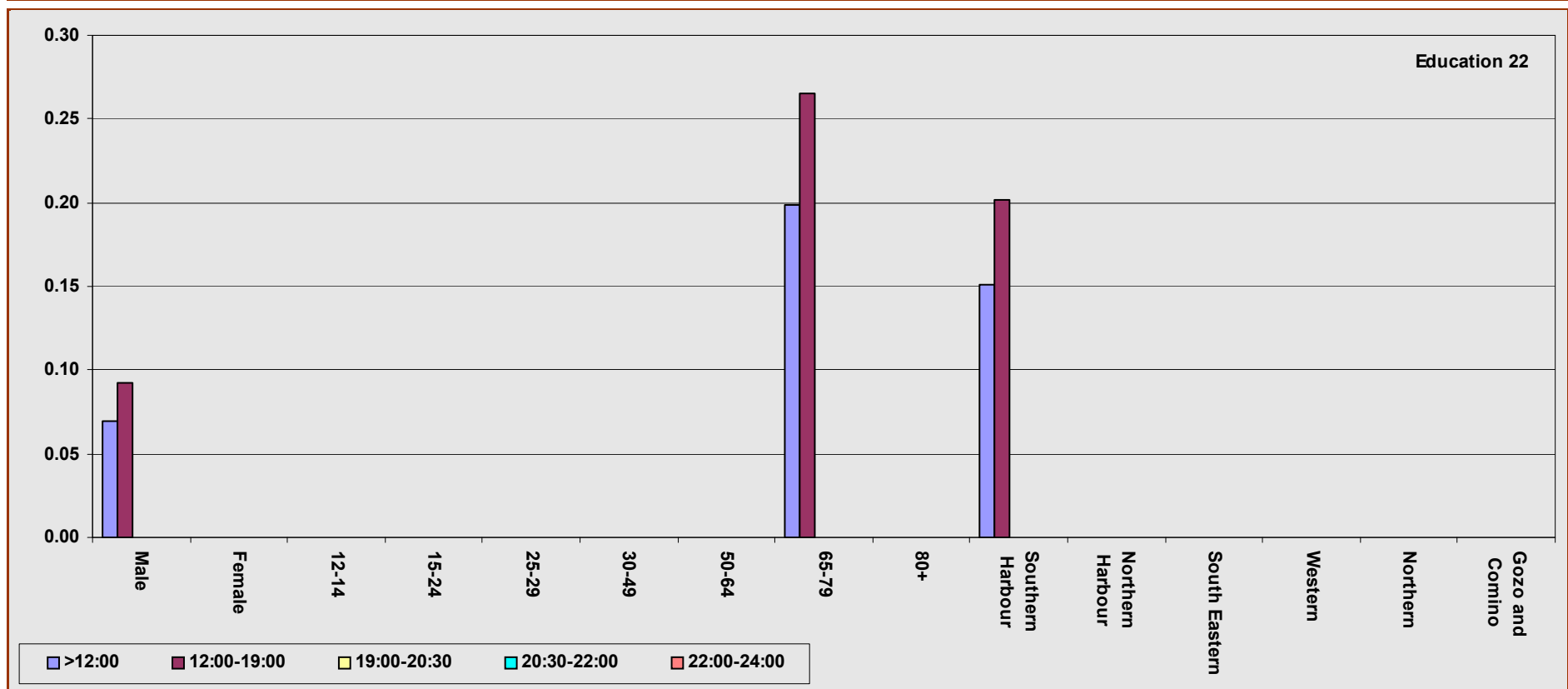
NET TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.534	0.324	0.000	0.362	0.390	0.286	0.413	0.563	0.000	0.429	0.559	0.000	0.220	0.525	0.128
6:00-9:00	0.963	1.787	1.061	0.563	0.292	1.181	1.653	2.453	2.381	1.286	2.236	0.725	0.477	1.252	2.113
9:00-12:00	1.938	1.778	0.531	0.442	1.754	1.600	1.967	3.547	2.540	1.185	2.463	1.014	1.503	2.382	2.753
12:00-17:00	1.497	1.908	0.398	1.085	2.047	1.371	1.967	2.585	2.381	1.438	2.183	1.087	1.686	1.857	1.985
20:00-24:00	0.453	0.611	0.000	0.121	0.390	0.495	0.727	0.729	0.952	0.303	0.699	0.290	0.587	0.565	0.960
Total %	5.386	6.408	1.989	2.572	4.873	4.932	6.726	9.877	8.254	4.641	8.140	3.116	4.472	6.581	7.939



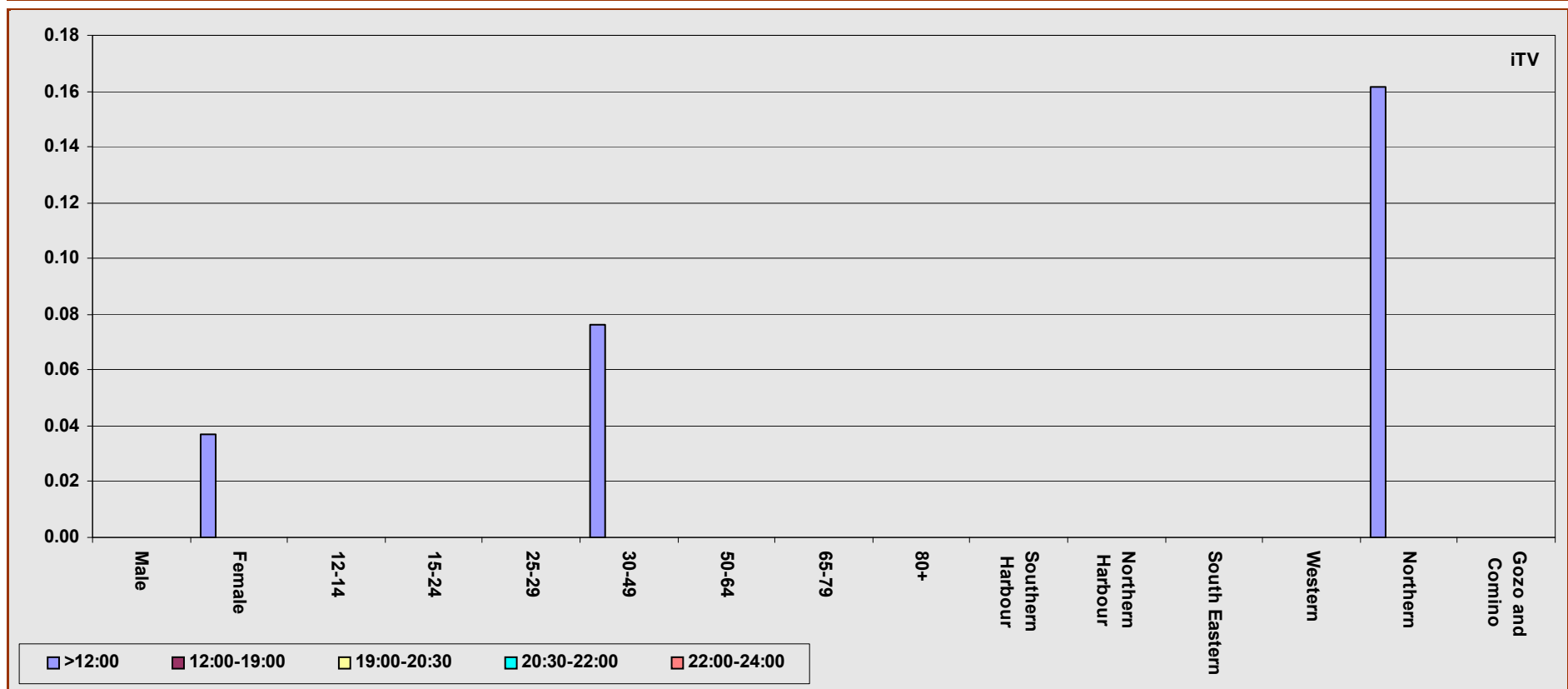
SMASH TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.023	0.296	0.000	0.241	0.000	0.038	0.132	0.265	1.270	0.353	0.140	0.072	0.000	0.000	0.512
6:00-9:00	0.406	1.056	2.653	1.367	0.585	0.552	0.479	0.696	1.587	1.211	0.699	0.543	0.770	0.484	0.832
9:00-12:00	0.035	0.074	0.000	0.000	0.097	0.019	0.050	0.099	0.476	0.101	0.052	0.036	0.000	0.000	0.192
12:00-17:00	0.174	0.167	0.000	0.000	0.487	0.305	0.132	0.033	0.476	0.050	0.192	0.145	0.220	0.242	0.256
20:00-24:00	0.267	0.278	0.133	0.281	0.390	0.400	0.281	0.099	0.000	0.177	0.210	0.543	0.220	0.323	0.320
Total %	0.905	1.871	2.785	1.889	1.559	1.314	1.074	1.193	3.810	1.892	1.293	1.341	1.210	1.050	2.113



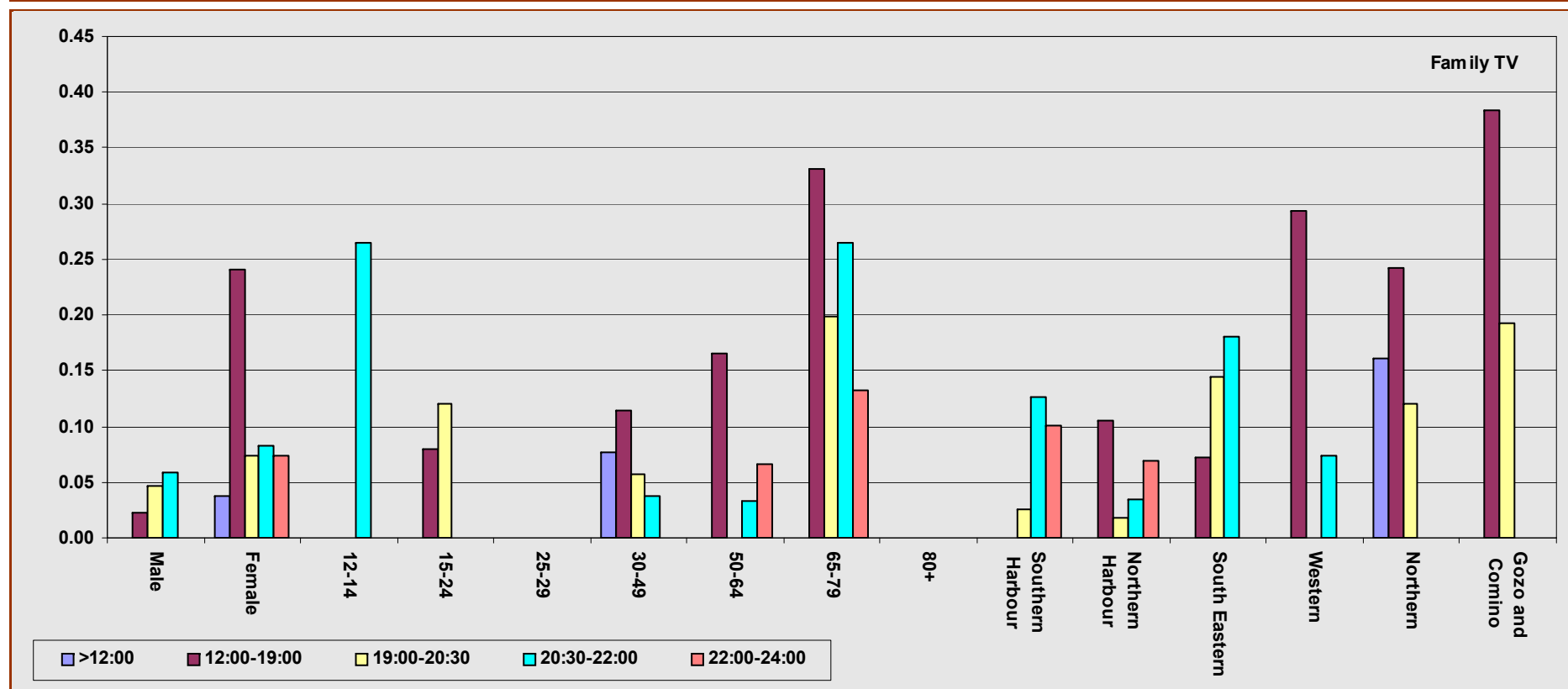
EDUCATION 22	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.070	0.000	0.000	0.000	0.000	0.000	0.000	0.199	0.000	0.151	0.000	0.000	0.000	0.000	0.000
6:00-9:00	0.093	0.000	0.000	0.000	0.000	0.000	0.000	0.265	0.000	0.202	0.000	0.000	0.000	0.000	0.000
9:00-12:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
12:00-17:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
20:00-24:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total %	0.163	0.000	0.000	0.000	0.000	0.000	0.000	0.464	0.000	0.353	0.000	0.000	0.000	0.000	0.000



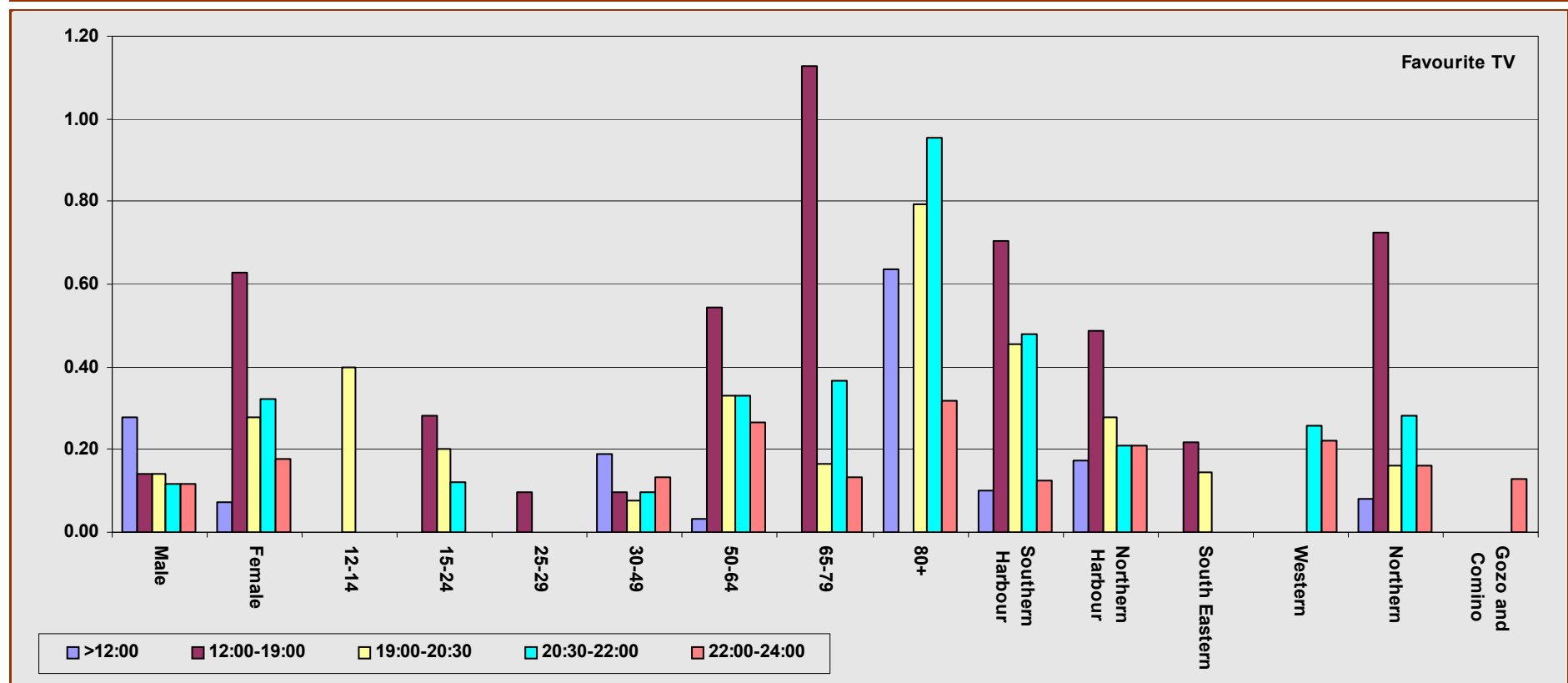
iTV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.037	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.161	0.000
6:00-9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
9:00-12:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
12:00-17:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
20:00-24:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total %	0.000	0.037	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.161	0.000



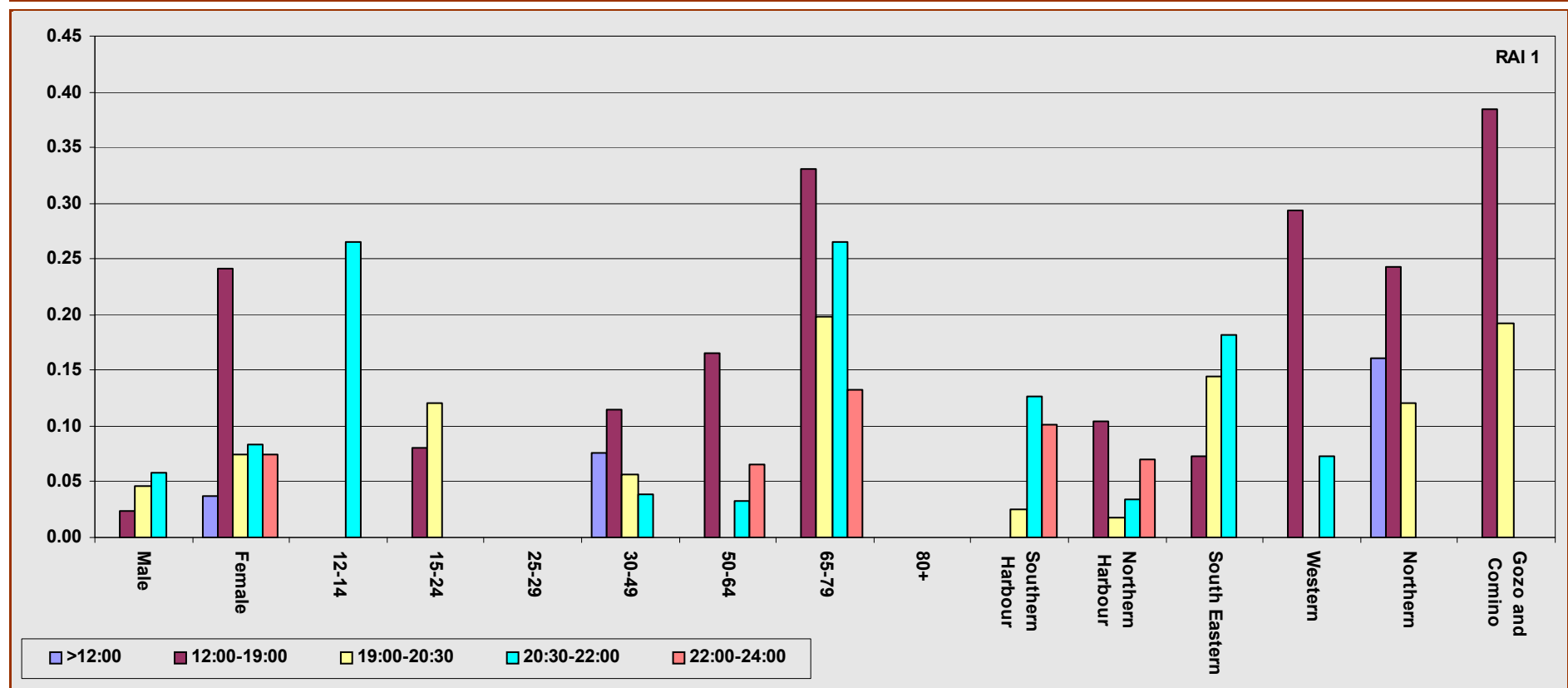
FAMILY TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.037	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.161	0.000
6:00-9:00	0.023	0.241	0.000	0.080	0.000	0.114	0.165	0.331	0.000	0.000	0.105	0.072	0.293	0.242	0.384
9:00-12:00	0.046	0.074	0.000	0.121	0.000	0.057	0.000	0.199	0.000	0.025	0.017	0.145	0.000	0.121	0.192
12:00-17:00	0.058	0.083	0.265	0.000	0.000	0.038	0.033	0.265	0.000	0.126	0.035	0.181	0.073	0.000	0.000
20:00-24:00	0.000	0.074	0.000	0.000	0.000	0.000	0.066	0.133	0.000	0.101	0.070	0.000	0.000	0.000	0.000
Total %	0.128	0.509	0.265	0.201	0.000	0.286	0.264	0.928	0.000	0.252	0.227	0.399	0.367	0.525	0.576



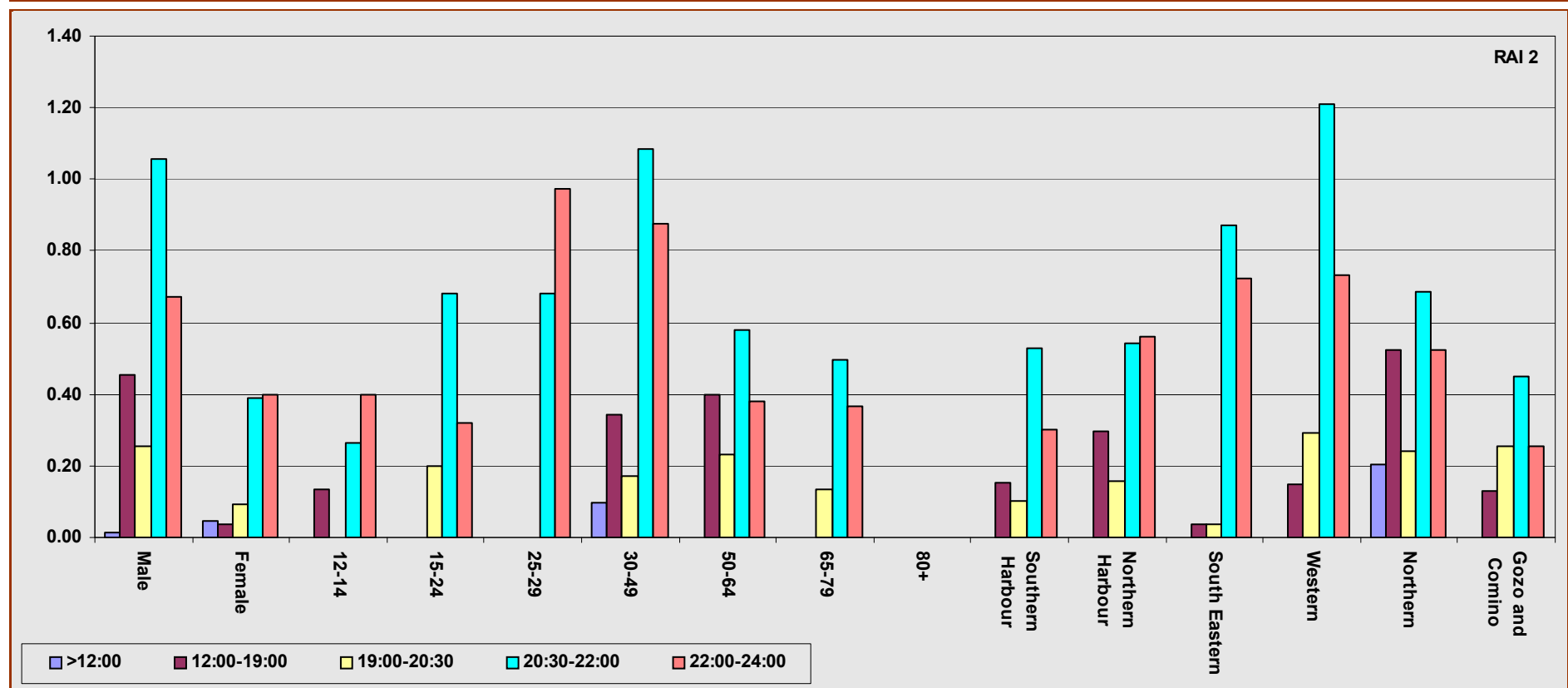
FAVOURITE TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.279	0.074	0.000	0.000	0.000	0.190	0.033	0.000	0.635	0.101	0.175	0.000	0.000	0.081	0.000
6:00-9:00	0.139	0.630	0.000	0.281	0.097	0.095	0.545	1.127	0.000	0.706	0.489	0.217	0.000	0.727	0.000
9:00-12:00	0.139	0.278	0.398	0.201	0.000	0.076	0.331	0.166	0.794	0.454	0.279	0.145	0.000	0.161	0.000
12:00-17:00	0.116	0.324	0.000	0.121	0.000	0.095	0.331	0.365	0.952	0.479	0.210	0.000	0.257	0.283	0.000
20:00-24:00	0.116	0.176	0.000	0.000	0.000	0.133	0.264	0.133	0.317	0.126	0.210	0.000	0.220	0.161	0.128
Total %	0.789	1.482	0.398	0.603	0.097	0.590	1.504	1.790	2.698	1.866	1.362	0.362	0.477	1.413	0.128



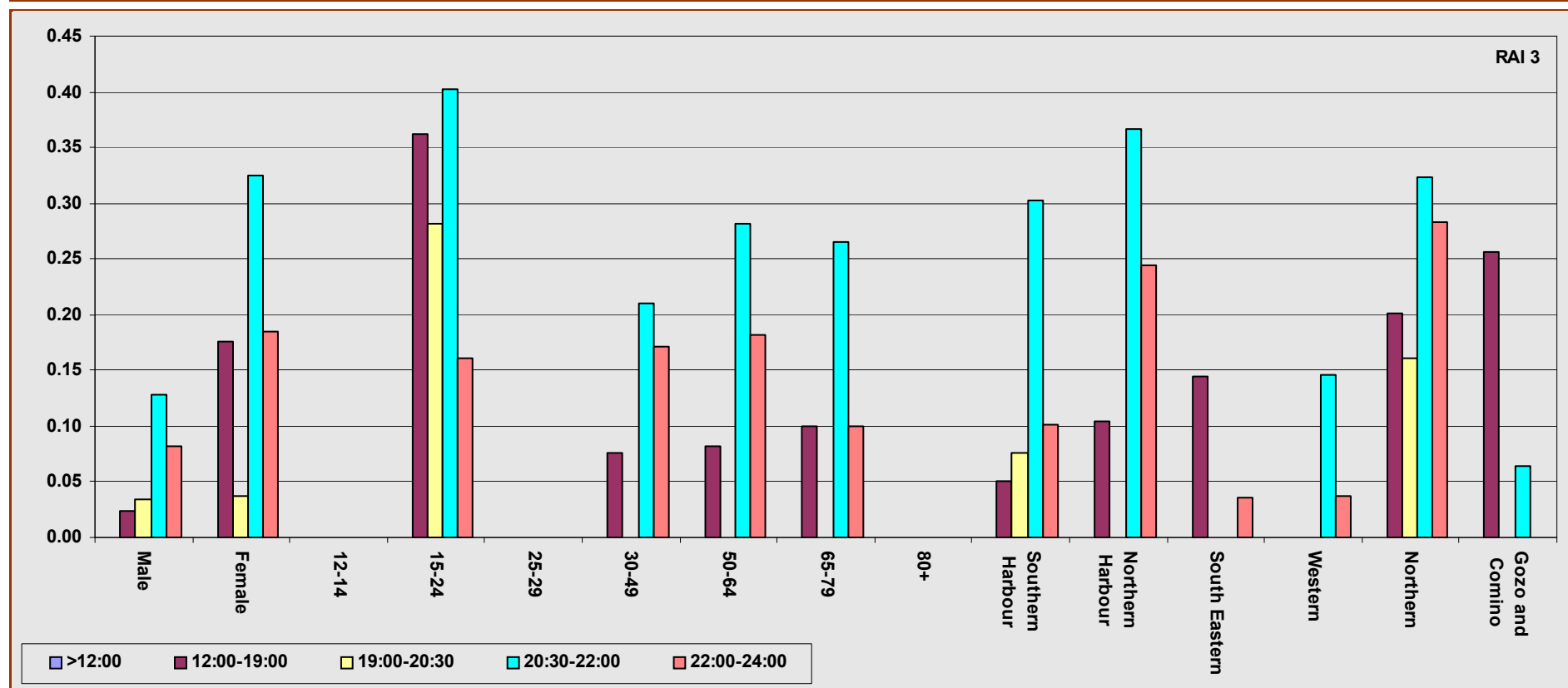
RAI 1	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.058	0.167	0.000	0.000	0.390	0.057	0.231	0.033	0.000	0.202	0.035	0.000	0.110	0.000	0.576
6:00-9:00	0.476	0.778	0.000	0.040	0.195	0.571	1.074	0.729	0.794	0.404	0.926	0.145	0.916	0.081	1.601
9:00-12:00	0.604	0.741	0.265	0.000	0.097	0.495	1.025	0.928	2.063	0.530	0.838	0.942	0.550	0.444	0.704
12:00-17:00	2.298	1.398	0.796	0.362	1.267	1.638	2.281	2.420	3.810	1.816	2.044	1.232	2.236	1.252	2.177
20:00-24:00	1.439	0.917	0.398	0.241	0.975	0.971	1.553	1.392	2.698	1.084	1.170	0.833	1.943	0.767	1.152
Total %	4.875	4.000	1.459	0.643	2.924	3.733	6.164	5.502	9.365	4.035	5.013	3.152	5.755	2.543	6.210



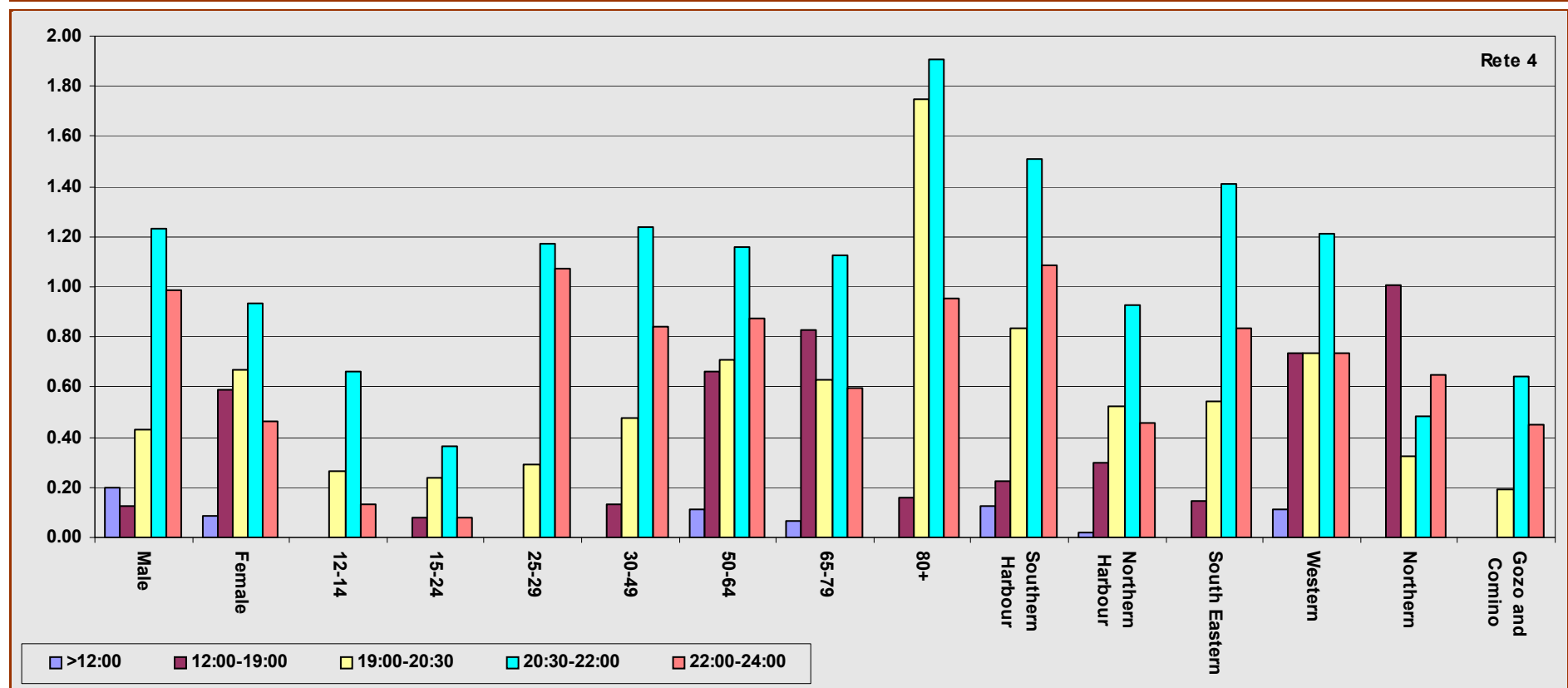
RAI 2	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.012	0.046	0.000	0.000	0.000	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.202	0.000
6:00-9:00	0.453	0.037	0.133	0.000	0.000	0.343	0.397	0.000	0.000	0.151	0.297	0.036	0.147	0.525	0.128
9:00-12:00	0.255	0.093	0.000	0.201	0.000	0.171	0.231	0.133	0.000	0.101	0.157	0.036	0.293	0.242	0.256
12:00-17:00	1.056	0.389	0.265	0.683	0.682	1.086	0.578	0.497	0.000	0.530	0.541	0.870	1.210	0.686	0.448
20:00-24:00	0.673	0.398	0.398	0.322	0.975	0.876	0.380	0.365	0.000	0.303	0.559	0.725	0.733	0.525	0.256
Total %	2.449	0.963	0.796	1.206	1.657	2.571	1.587	0.994	0.000	1.084	1.555	1.667	2.383	2.180	1.088



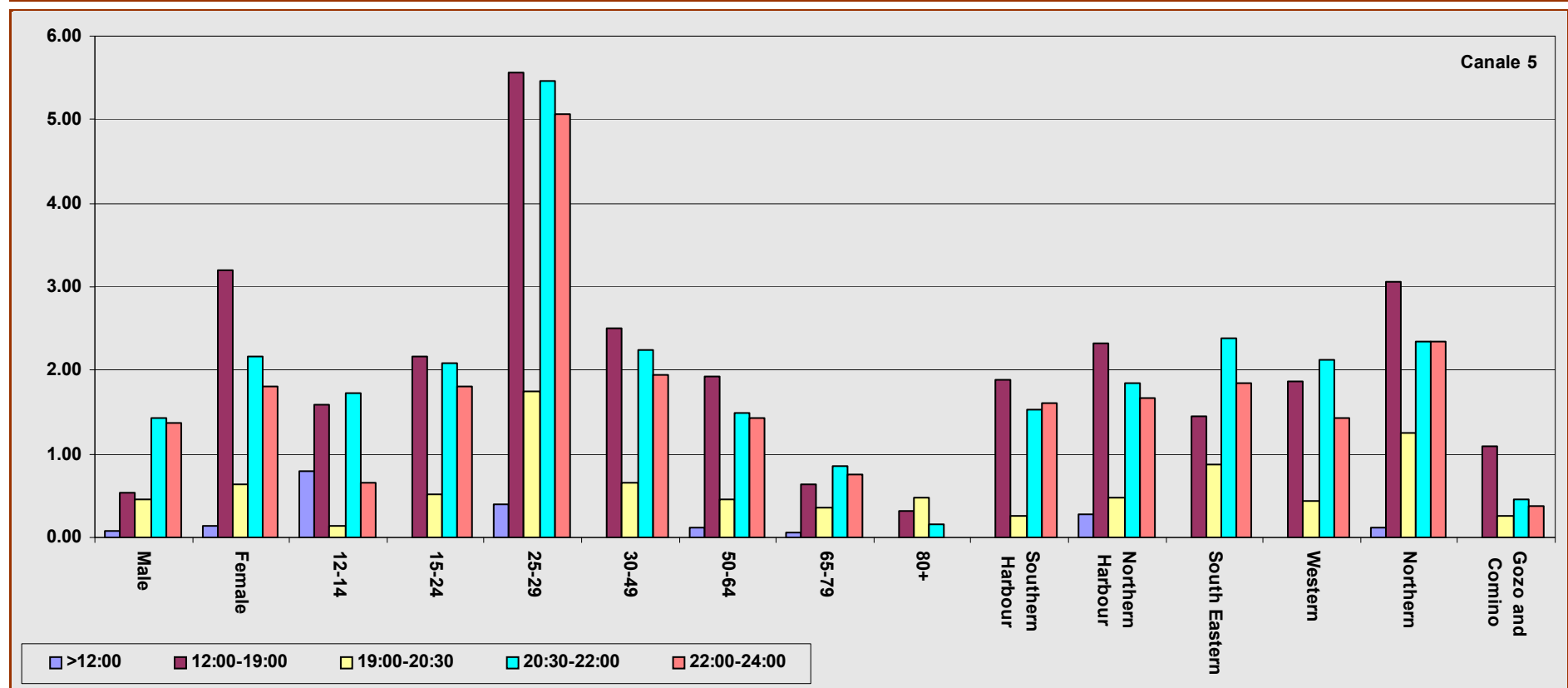
RAI 3	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
6:00-9:00	0.023	0.176	0.000	0.362	0.000	0.076	0.083	0.099	0.000	0.050	0.105	0.145	0.000	0.202	0.256
9:00-12:00	0.035	0.037	0.000	0.281	0.000	0.000	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.161	0.000
12:00-17:00	0.128	0.324	0.000	0.402	0.000	0.209	0.281	0.265	0.000	0.303	0.367	0.000	0.147	0.323	0.064
20:00-24:00	0.081	0.185	0.000	0.161	0.000	0.171	0.182	0.099	0.000	0.101	0.245	0.036	0.037	0.283	0.000
Total %	0.267	0.722	0.000	1.206	0.000	0.457	0.545	0.464	0.000	0.530	0.716	0.181	0.183	0.969	0.320



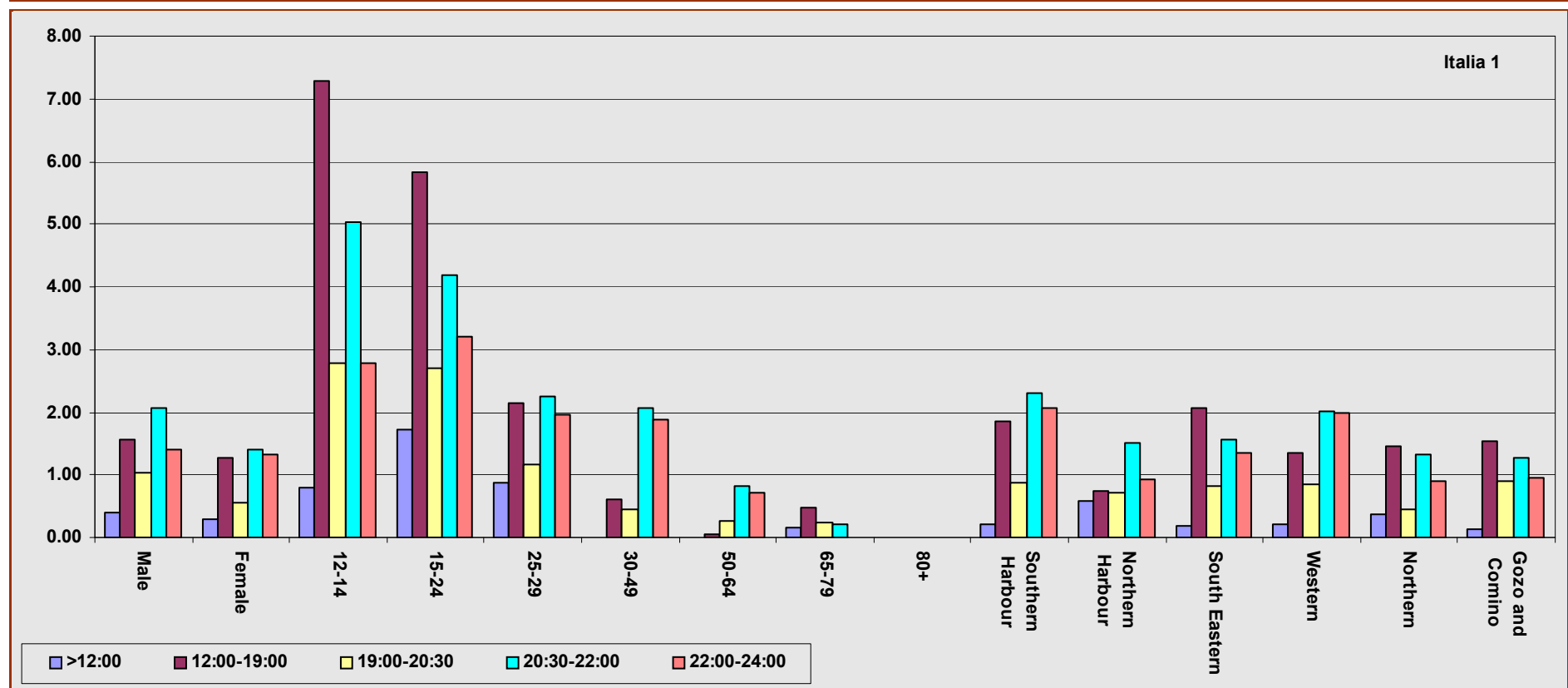
RETE 4	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.197	0.083	0.000	0.000	0.000	0.000	0.116	0.066	0.000	0.126	0.017	0.000	0.110	0.000	0.000
6:00-9:00	0.128	0.593	0.000	0.080	0.000	0.133	0.661	0.829	0.159	0.227	0.297	0.145	0.733	1.009	0.000
9:00-12:00	0.429	0.667	0.265	0.241	0.292	0.476	0.711	0.630	1.746	0.832	0.524	0.543	0.733	0.323	0.192
12:00-17:00	1.230	0.935	0.663	0.362	1.170	1.238	1.157	1.127	1.905	1.513	0.926	1.413	1.210	0.484	0.640
20:00-24:00	0.987	0.463	0.133	0.080	1.072	0.838	0.876	0.597	0.952	1.084	0.454	0.833	0.733	0.646	0.448
Total %	2.972	2.741	1.061	0.764	2.534	2.685	3.520	3.248	4.762	3.783	2.218	2.935	3.519	2.463	1.280



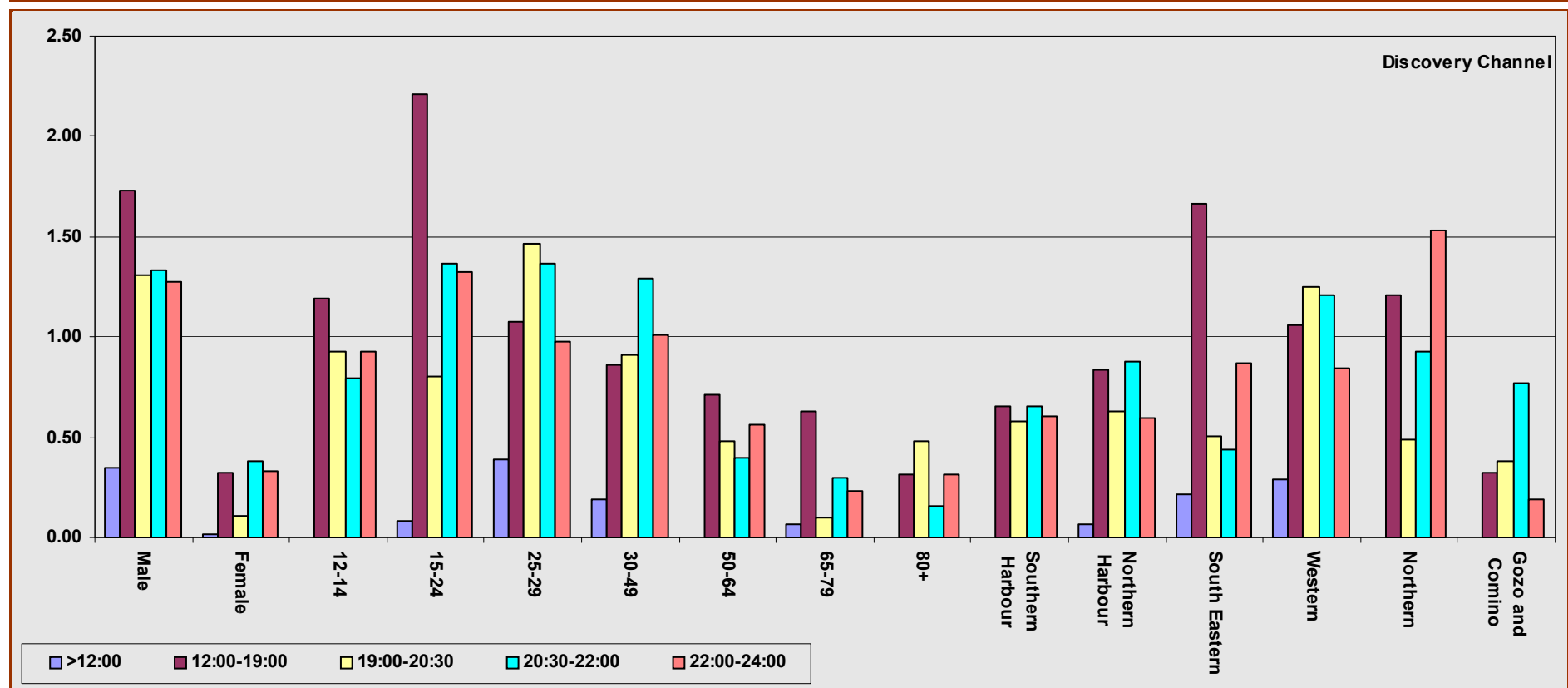
CANALE 5	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.070	0.148	0.796	0.000	0.390	0.000	0.116	0.066	0.000	0.000	0.279	0.000	0.000	0.121	0.000
6:00-9:00	0.534	3.204	1.592	2.170	5.556	2.495	1.934	0.630	0.317	1.892	2.323	1.449	1.870	3.068	1.088
9:00-12:00	0.453	0.639	0.133	0.523	1.754	0.647	0.463	0.365	0.476	0.252	0.472	0.870	0.440	1.252	0.256
12:00-17:00	1.428	2.158	1.724	2.090	5.458	2.247	1.487	0.862	0.159	1.538	1.852	2.391	2.126	2.342	0.448
20:00-24:00	1.370	1.806	0.663	1.809	5.068	1.942	1.421	0.762	0.000	1.614	1.659	1.848	1.430	2.342	0.384
Total %	3.854	7.954	4.907	6.592	18.226	7.332	5.421	2.685	0.952	5.296	6.585	6.558	5.865	9.124	2.177



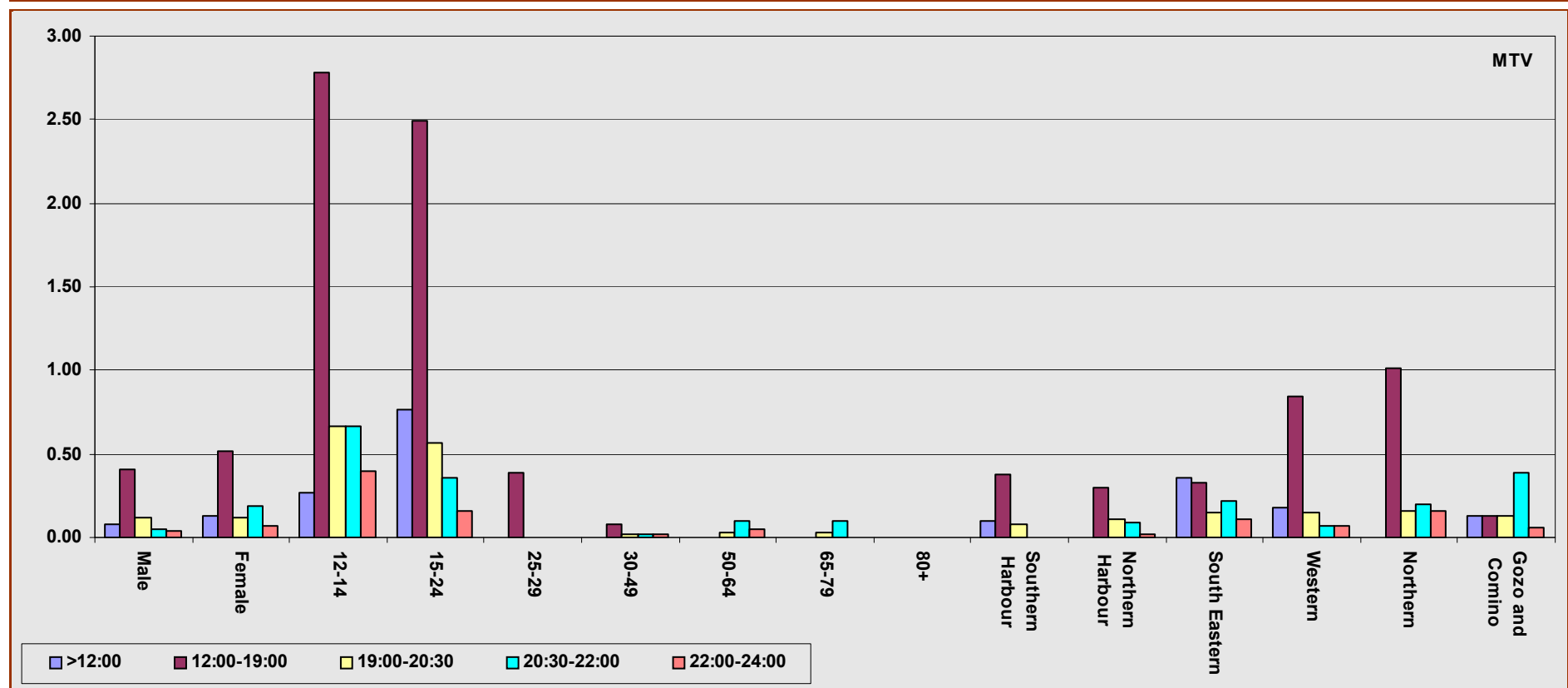
ITALIA 1	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.406	0.296	0.796	1.728	0.877	0.000	0.000	0.166	0.000	0.202	0.576	0.181	0.220	0.363	0.128
6:00-9:00	1.555	1.269	7.294	5.828	2.144	0.609	0.050	0.464	0.000	1.866	0.751	2.065	1.356	1.453	1.536
9:00-12:00	1.021	0.546	2.785	2.693	1.170	0.457	0.264	0.232	0.000	0.883	0.716	0.833	0.843	0.444	0.896
12:00-17:00	2.055	1.408	5.040	4.180	2.242	2.076	0.810	0.199	0.000	2.295	1.520	1.558	2.016	1.332	1.280
20:00-24:00	1.405	1.315	2.785	3.215	1.949	1.885	0.711	0.000	0.000	2.068	0.926	1.341	1.979	0.888	0.960
Total %	6.442	4.834	18.700	17.645	8.382	5.028	1.834	1.061	0.000	7.314	4.489	5.978	6.415	4.481	4.802



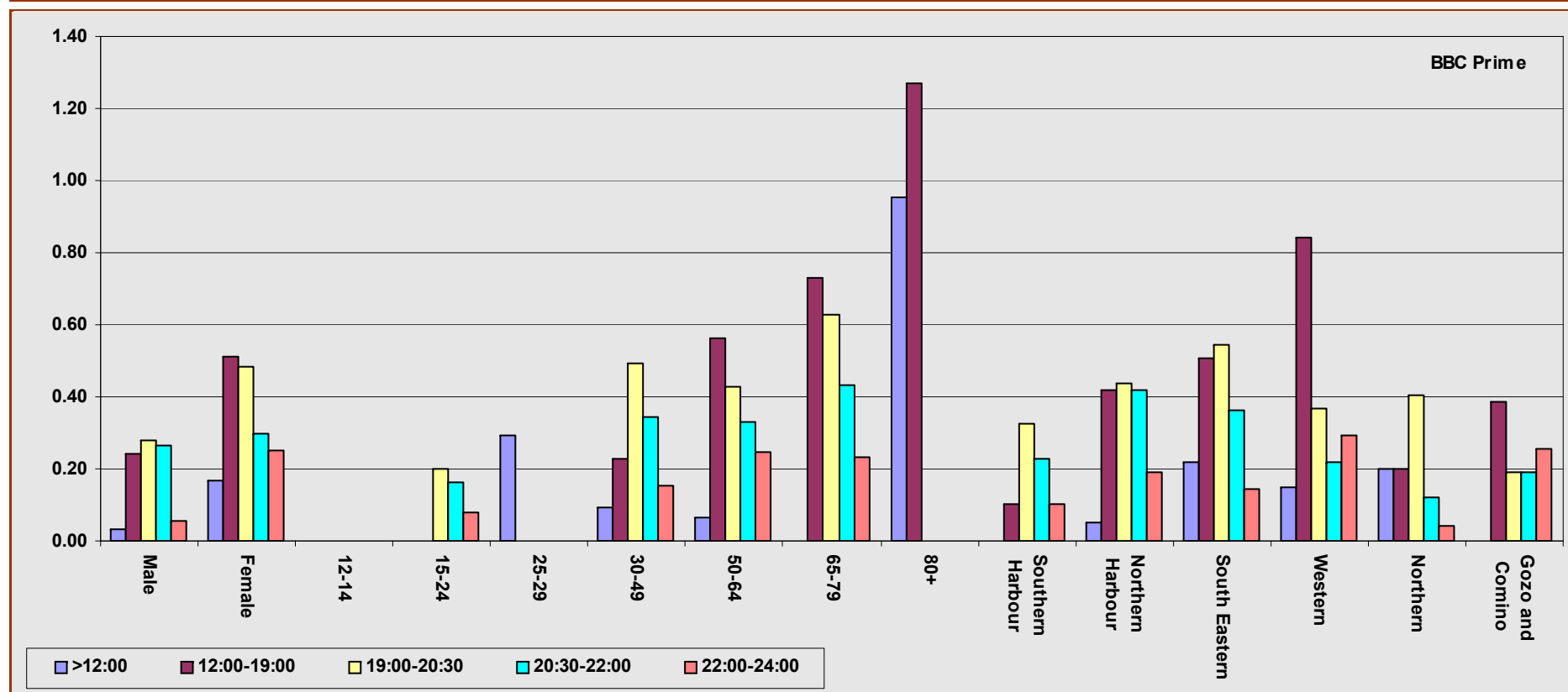
DISCOVERY CHANNEL	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.348	0.019	0.000	0.080	0.390	0.190	0.000	0.066	0.000	0.000	0.070	0.217	0.293	0.000	0.000
6:00-9:00	1.730	0.324	1.194	2.211	1.072	0.857	0.711	0.630	0.317	0.656	0.838	1.667	1.063	1.211	0.320
9:00-12:00	1.312	0.111	0.928	0.804	1.462	0.914	0.479	0.099	0.476	0.580	0.629	0.507	1.246	0.484	0.384
12:00-17:00	1.335	0.380	0.796	1.367	1.365	1.295	0.397	0.298	0.159	0.656	0.873	0.435	1.210	0.929	0.768
20:00-24:00	1.277	0.333	0.928	1.326	0.975	1.009	0.562	0.232	0.317	0.605	0.594	0.870	0.843	1.534	0.192
Total %	6.001	1.167	3.846	5.788	5.263	4.266	2.148	1.326	1.270	2.497	3.004	3.696	4.655	4.158	1.665



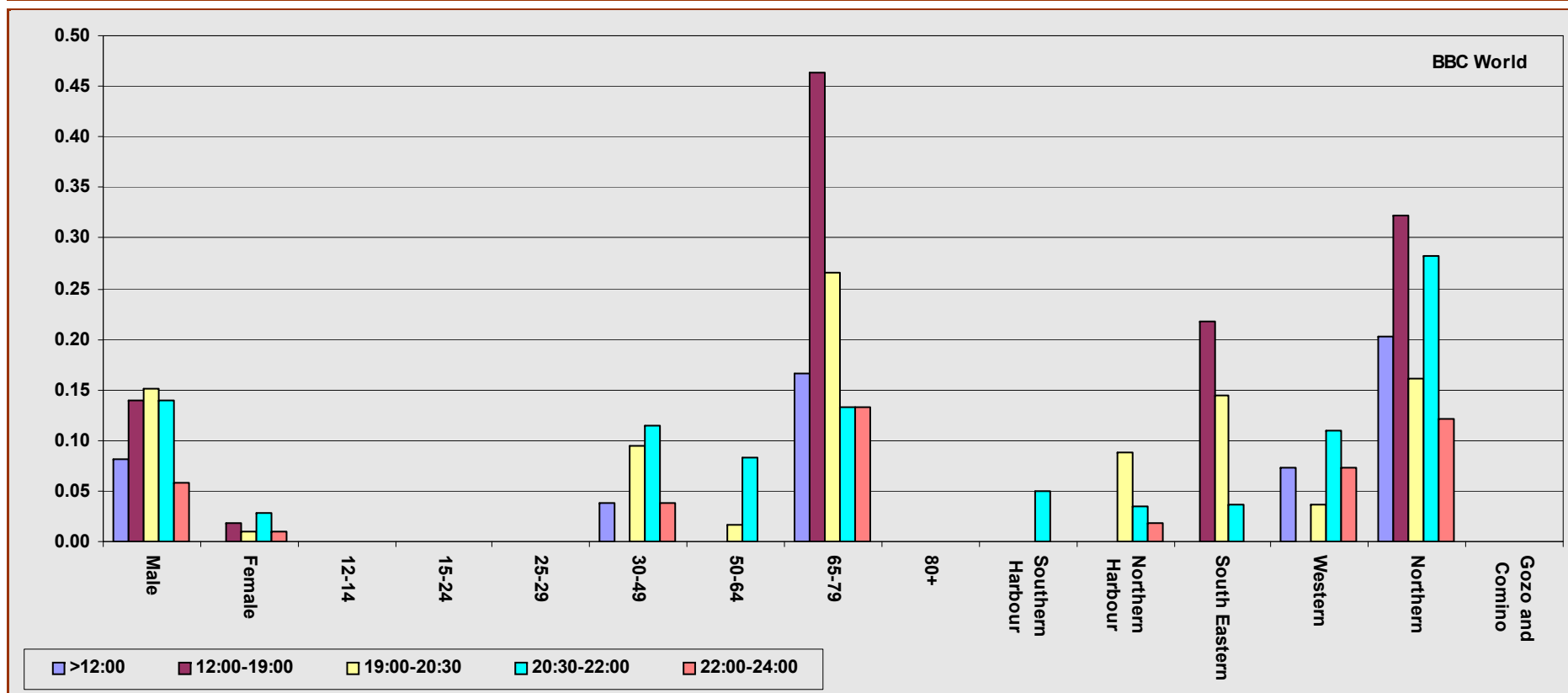
MTV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.081	0.130	0.265	0.764	0.000	0.000	0.000	0.000	0.000	0.101	0.000	0.362	0.183	0.000	0.128
6:00-9:00	0.406	0.519	2.785	2.492	0.390	0.076	0.000	0.000	0.000	0.378	0.297	0.326	0.843	1.009	0.128
9:00-12:00	0.116	0.120	0.663	0.563	0.000	0.019	0.033	0.033	0.000	0.076	0.105	0.145	0.147	0.161	0.128
12:00-17:00	0.046	0.185	0.663	0.362	0.000	0.019	0.099	0.099	0.000	0.000	0.087	0.217	0.073	0.202	0.384
20:00-24:00	0.035	0.074	0.398	0.161	0.000	0.019	0.050	0.000	0.000	0.000	0.017	0.109	0.073	0.161	0.064
Total %	0.081	0.130	0.265	0.764	0.000	0.000	0.000	0.000	0.000	0.101	0.000	0.362	0.183	0.000	0.128



BBC PRIME	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.035	0.167	0.000	0.000	0.292	0.095	0.066	0.000	0.952	0.000	0.052	0.217	0.147	0.202	0.000
6:00-9:00	0.244	0.509	0.000	0.000	0.000	0.229	0.562	0.729	1.270	0.101	0.419	0.507	0.843	0.202	0.384
9:00-12:00	0.279	0.482	0.000	0.201	0.000	0.495	0.430	0.630	0.000	0.328	0.437	0.543	0.367	0.404	0.192
12:00-17:00	0.267	0.296	0.000	0.161	0.000	0.343	0.331	0.431	0.000	0.227	0.419	0.362	0.220	0.121	0.192
20:00-24:00	0.058	0.250	0.000	0.080	0.000	0.152	0.248	0.232	0.000	0.101	0.192	0.145	0.293	0.040	0.256
Total %	0.882	1.704	0.000	0.442	0.292	1.314	1.636	2.022	2.222	0.757	1.520	1.775	1.870	0.969	1.024



BBC WORLD	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.081	0.000	0.000	0.000	0.000	0.038	0.000	0.166	0.000	0.000	0.000	0.000	0.073	0.202	0.000
6:00-9:00	0.139	0.019	0.000	0.000	0.000	0.000	0.000	0.464	0.000	0.000	0.000	0.217	0.000	0.323	0.000
9:00-12:00	0.151	0.009	0.000	0.000	0.000	0.095	0.017	0.265	0.000	0.000	0.087	0.145	0.037	0.161	0.000
12:00-17:00	0.139	0.028	0.000	0.000	0.000	0.114	0.083	0.133	0.000	0.050	0.035	0.036	0.110	0.283	0.000
20:00-24:00	0.058	0.009	0.000	0.000	0.000	0.038	0.000	0.133	0.000	0.000	0.017	0.000	0.073	0.121	0.000
Total %	0.569	0.065	0.000	0.000	0.000	0.286	0.099	1.160	0.000	0.050	0.140	0.399	0.293	1.090	0.000



Other TV Station	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	1.405	1.083	0.928	1.527	0.780	1.847	0.331	0.497	0.000	0.504	1.083	1.159	0.257	1.494	1.729
6:00-9:00	6.326	5.612	16.844	10.812	10.136	6.970	3.239	2.784	0.794	5.322	6.463	5.688	5.095	7.509	5.634
9:00-12:00	3.796	2.361	8.090	5.105	4.678	3.714	1.719	1.458	0.476	3.077	3.092	2.210	2.823	4.158	2.689
12:00-17:00	5.653	2.824	1.724	4.863	6.530	5.009	3.851	2.884	1.270	3.834	4.454	3.297	3.886	5.531	3.265
20:00-24:00	3.366	1.815	0.531	2.773	4.483	3.123	2.380	1.724	1.111	2.446	2.620	1.920	2.676	3.391	1.857
Total %	20.546	13.696	28.117	25.080	26.608	20.663	11.519	9.347	3.651	15.183	17.712	14.275	14.736	22.083	15.173

