



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER DECEMBER 2009**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2009 – September 2010 that is representative of the whole population. This report contains the analysis of these interviews for the period October-December 2009.

Part One of the report details the analysis of the data collected and includes the questionnaire used; the classification of localities in the Maltese Islands by district as found in this particular work; latest demographic data of the Maltese population as published by the National Statistics Office; a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period; as well as a technical section on the calculation of values in absolute numbers.

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

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

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

Part Two of the report details the tables and figures for the first quarter of this broadcasting season; i.e. for October to December. For each set of data analysis two sets of tables are given: unweighted and weighted tables. Although the data is representative of the local population, as expected the total responses of each demographic factor were not proportional to the selected sample for this period. For this reason a weighting was given to each respondent, depending on their demographic characteristics, so that the final analysis would be representative of the chosen sample. In the calculation of the weighted data, the totals may not tally due to the rounding-off of numbers.

For the assessment period of October 2009 to September 2010 slight ameliorations were introduced:

- For both radio and television, the two questions relating to the type of reception used in households was changed: while respondents were previously asked to identify the most used reception platform in their homes for each media type, from this assessment period respondents were asked to list the different platforms used for both radio and television while also allowing for multiple replies;
- A new question was introduced: "Which are your three most favourite programmes on local television stations". The interviewers were instructed to list the names of programmes mentioned by the respondents without the verification to actual programmes broadcast during each assessment period.

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st October 2008 to 30th September 2009. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

As in previous audience assessments, the National Statistics Office selected the sample, administered the survey and collected the data that was passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (over four quarters covering 365 days) resulting in the desired target average of 20 daily interviewes. A stratified random sample based on gender, age and district population distribution was selected by the National Statistics Office allowing for a 50% response rate.

For the period October-December 2009, 1838 individuals [58.59% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 3.24% higher than that of the previous assessment period of July-September 2009. Table 1.1 below gives a breakdown of responses achieved:

TABLE 1.1: SURVEY RESPONSE RATE

TABLE 1.1: SURVEY RESPONSE RATE

	JUL-SEP 2009		OCT-DEC 2009	
RESPONSE	No.	%	No.	%
Accepted	1831	55.35%	1838	58.59%
Refused	114	3.45%	95	3.03%
Non-Contact	666	20.13%	648	20.66%
Unreachable	697	21.07%	556	17.72%
CONTACTED	3308	100.0%	3137	100.0%
Not used	372		543	
TOTAL	3680		3680	

BY WEEKDAY	No.	%	Actual		Weighted	
Mon	259	14.15%	260	14.15	258	14.06
Tue	259	14.15%	261	14.20	258	14.06
Wed	279	15.24%	260	14.15	260	14.14
Thu	259	14.15%	279	15.18	284	15.43
Fri	257	14.04%	258	14.04	258	14.03
Sat	257	14.04%	260	14.15	261	14.19
Sun	261	14.25%	260	14.15	259	14.10
	1831	100.0%	1838	100.00	1838	100.00

BY MONTH	No.	%	Actual		Weighted	
	Jul:616	33.64%	Oct: 618	33.62%	616	33.49%
	Aug:618	33.75%	Nov:600	32.64%	604	32.87%
	Sep:597	32.61%	Dec:620	33.73%	618	33.64%
	1831	100.0%	1838	100.0%	1831	100.0%

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and known only to the N.S.O. – respondents' personal data are only known to N.S.O. Officials and such data is **not** forwarded to the Broadcasting Authority. Each individual has an equal and independent chance of being chosen. All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

1.1 The Accuracy of the Results

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and the confidence level used. The margin of error is the amount of error inherent in the results due to sampling and depends on the size of the sample – a lower margin of error requires a larger sample size. A common choice as an accepted margin of error is that of **±5%**. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

For the period of October-December 2009, with a response rate of 58.59%, a population size of 410290 [aged 12 years and over]¹, and a 95% confidence level, the sample of 1838 interviewees has a margin of error of **± 2.25%**.

1.2 Comparison to Previous Assessments and Absolute Data

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

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

¹ As per N.S.O. News Release 122/2009 dated 10th July 2009 – Appendix B

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

	Population ^a	SAMPLE OCT-DEC 2009		Sample Jul-Sep 2009	
	N %	n%	+/-	n%	+/-
Age					
12 - 14	4.19	5.69	1.50	4.37	-0.18
15 - 24	16.02	18.24	2.22	14.09	1.93
25 - 29	8.61	6.62	-1.99	6.39	2.23
30 - 49	30.64	31.18	0.54	29.11	1.53
50 - 64	24.52	22.72	-1.80	27.69	-3.17
65 - 79	12.36	12.53	0.17	15.07	-2.71
80 +	3.66	3.01	-0.65	3.28	0.38
	100%	100%		100%	
Gender					
Males	49.57	49.94	0.37	46.04	3.53
Females	50.43	50.06	-0.37	53.96	-3.53
	100%	100%		100%	
Region					
Southern Harbour	19.79	19.70	-0.09	20.54	-0.74
Northern Harbour	29.58	31.42	1.84	27.47	2.11
South Eastern	14.65	14.94	0.29	15.67	-1.03
Western	13.99	13.44	-0.55	14.91	-0.92
Northern	14.36	13.68	-0.68	12.94	1.41
Gozo and Comino	7.63	6.82	-0.81	8.47	-0.84
	100%	100%		100%	

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

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

2. SAMPLE PROFILE

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

The minimum and the maximum age of respondents for this quarter under review and for the previous four quarter assessment periods, as well as the 'range' of respondents are listed below:

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

Tables and Figure 2.1 below give the profile of the sample by age group, by gender and district. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part Two of this report [Tables 1.1a, 1.2a and 1.3a are the weighted sample profiles].

TABLE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT-DEC 2009]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	105	56	49	12	37	13	11	24	8
	5.7%	6.1%	5.3%	3.2%	6.5%	4.7%	4.4%	9.5%	6.4%
	100.0%	53.1%	46.9%	11.0%	35.8%	12.3%	10.4%	22.8%	7.7%
15-24	335	176	160	51	106	55	58	42	23
	18.2%	19.1%	17.3%	14.1%	18.3%	19.9%	23.7%	16.7%	18.5%
	100.0%	52.4%	47.6%	15.3%	31.6%	16.3%	17.4%	12.5%	6.9%
25-29	122	58	63	34	33	20	13	14	8
	6.6%	6.4%	6.9%	9.3%	5.7%	7.4%	5.2%	5.4%	6.5%
	100.0%	48.0%	52.0%	27.8%	27.0%	16.8%	10.6%	11.2%	6.7%
30-49	573	289	284	108	168	90	85	89	33
	31.2%	31.5%	30.8%	30.0%	29.0%	32.9%	34.3%	35.6%	26.0%
	100.0%	50.5%	49.5%	18.9%	29.3%	15.8%	14.8%	15.6%	5.7%
50-64	418	202	216	92	128	53	57	52	36
	22.7%	22.0%	23.5%	25.5%	22.1%	19.3%	22.9%	20.7%	28.8%
	100.0%	48.3%	51.7%	22.1%	30.5%	12.7%	13.5%	12.5%	8.6%
65-79	230	106	124	50	84	36	19	27	13
	12.5%	11.6%	13.5%	13.9%	14.6%	13.1%	7.8%	10.8%	10.6%
	100.0%	46.2%	53.8%	21.9%	36.5%	15.7%	8.4%	11.8%	5.8%
80+	55	31	25	14	22	7	4	3	4
	3.0%	3.3%	2.7%	3.9%	3.8%	2.7%	1.7%	1.4%	3.2%
	100.0%	55.3%	44.7%	25.8%	39.5%	13.5%	7.7%	6.3%	7.2%
Total	1838	918	920	362	578	275	247	251	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	19.7%	31.4%	14.9%	13.4%	13.7%	6.8%

[Count / Col% / Row %]

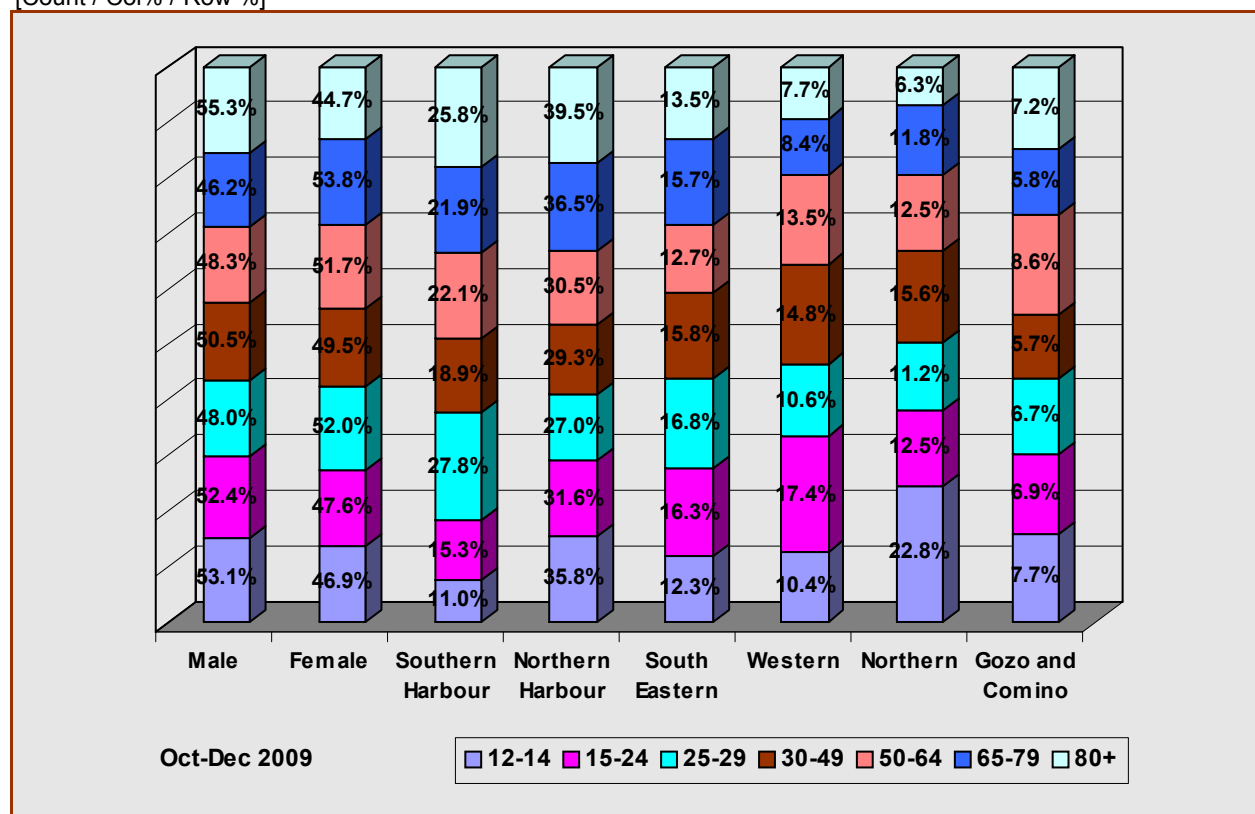


FIGURE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT-DEC 2009]

3. LISTENING AND VIEWING PATTERNS

Participants were asked which station they had watched or listened to for at least ten minutes the day before the interview. **For this section no cognizance is taken of the time spent by consumers listening/viewing their reception sets.**

3.1 Radio Reach by Demographics

This data has been repeatedly monitored for the past three years since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed – reaching its lowest mark of 1.034% during this assessment period; while regular radio listening was maintained with just over/under the 50% level – but reaching its highest during this assessment period with 54.461% [54.859% when weighted] - see summary Table and Figure 3.1 below and Tables 3.1-3 [and 3.1a-3.3a for weighted data] in Part Two.

TABLE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006-2009]

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners	1%=
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%	3558
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%	3558
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%	3558
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%	3558
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%	3594
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%	3594
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%	3594
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%	3594
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	3633
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%	3633
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%	3633
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%	3633
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%	3633
Oct-Dec 2009 [Wghtd]	43.659%	1.012%	0.412%	0.058%	54.859%	3633

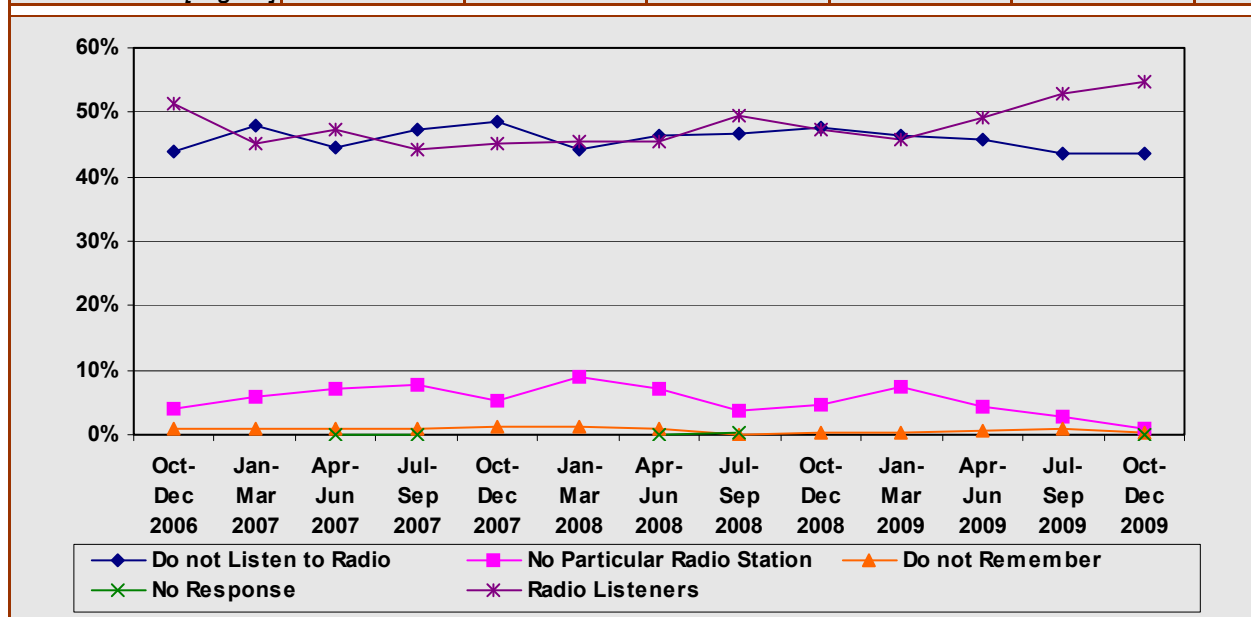


FIGURE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006-2009]

The total number of radio listeners [i.e. excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – **and excluding the amount of time followed by each listener**] were analysed by broadcasting station and the data is summarised in Table and Figure 3.2-3 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Similar to previous assessment periods the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining the highest percentage average of 26.6% of total listeners; Super One Radio obtained the second overall average of 11.9%; while Calypso Radio attained the third best average audience reach of 11.1% of all radio listeners. Interesting to note that the audience reach of Bay Radio exceeds the total audiences of the next two radio stations together; i.e. Super One Radio and Calypso Radio.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[OCT/DEC 2007-2008-2009]

	Oct-Dec 2007	Oct-Dec 2008	Oct-Dec 2009
Radju Malta	7.5	6.3	7.9
Radju Parlament 106.6	0.9	3.0	0.2
Magic Radio	7.2	7.2	4.6
Super One Radio	[2] 15.3	[2] 16.0	[2] 11.9
Radio 101	6.7	4.9	6.0
Bay Radio	[1] 15.5	[1] 16.4	[1] 26.6
Calypso Radio	[3] 10.0	[3] 13.1	[3] 11.1
RTK	9.4	7.9	5.7
Smash Radio	6.7	4.1	3.3
Radju Marija	7.1	9.0	5.6
Campus FM	2.0	0.5	1.2
Vibe FM [ex-Capital Radio]	4.7	4.0	5.3
XFM	2.8	5.4	5.5
Community Stations	3.1	1.1	3.9
Foreign/Other Station	1.1	1.0	1.1
	100.0	100.0	100.0
1%=	1621	1724	1993

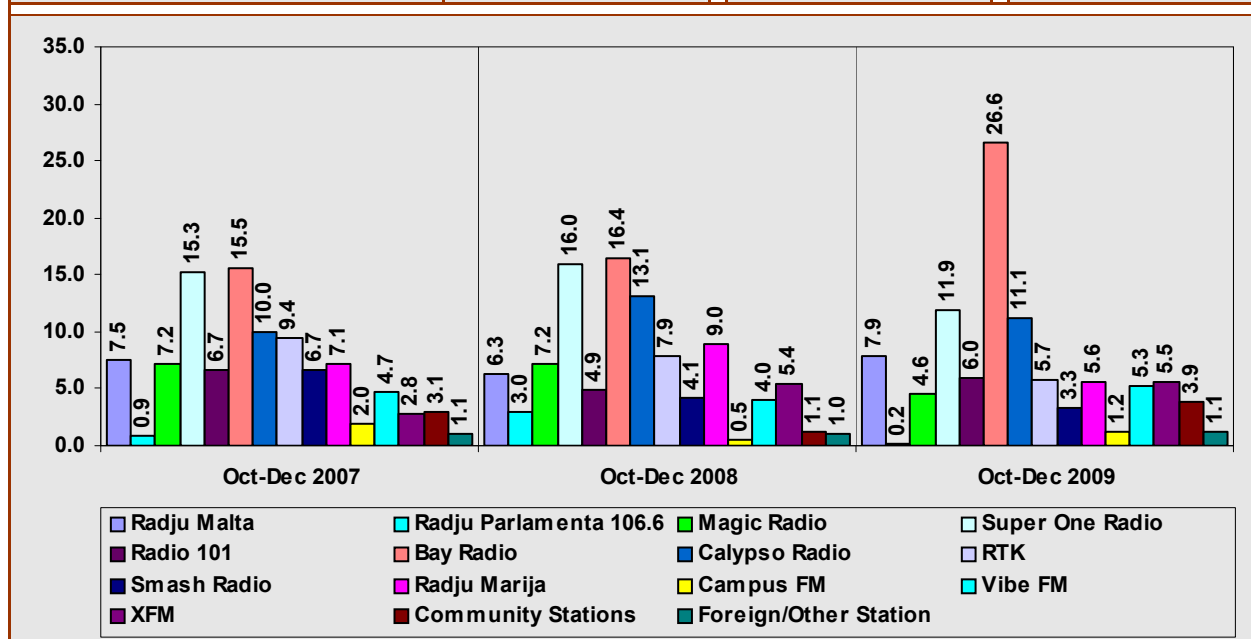


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2008-2009]

3.1.1 Radio Reach by Gender and by Age Group

Of the effective listening population, over all the whole broadcasting season Bay Radio is the most preferred station and exceeding the second preferred station, Super One Radio, by 16.63% - with more than twice the reach of Super One Radio; while Calypso Radio was the third most preferred station with only a very slight lower reach level than that of Super One Radio. These rankings are the same for both Males and Female listeners. While Bay Radio was the most preferred station amongst the four lowest age groups, Super One Radio was the most preferred station of the other three highest age groups – see Table 3.3 below.

Within the different age groups the ranking of the second and third preferred radio station differs from station to station. While Super One Radio did not get any of the first three rankings within the four lowest age groups, Calypso Radio got a second ranking of the 12-14 year olds and of the 30-49 year olds; XFM got a second of the 15-24 year olds and a third of two age groups [12-14 year olds and 25-29 year olds; while Vibe FM got the second preference of the 25-29 year olds and the third preference of the 15-24 year olds. Of the third most upper age groups, second preference has gone to Radju Malta with two age groups [50-64 and 65-79 age groups] as well as the third preference of the 80+ age group; Calypso Radio got the third preference of the 50-64 age group; Radio 101 got the third preference of the 65-79 age group; while Radju Marija got the second preference of the 80+ age group.

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

TABLE 3.3: RADIO REACH BY BROADCASTING STATION: BY GENDER AND BY AGE GROUP [OCT-DEC 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
OCT-DEC 2009										
Radju Malta	7.89	6.53	9.38	3.22	0.62	1.42	3.85	[2]16.49	[2]16.01	[3]19.97
Radju Parlament 106.6	0.20	0.39	0.00	0.00	0.00	0.00	0.32	0.00	0.81	0.00
Magic Radio	4.61	3.88	5.39	0.00	1.12	7.39	[3] 9.74	3.31	0.63	0.00
Super One Radio	[2]11.93	[2]12.22	[2]11.58	3.10	2.78	4.77	8.62	[1]20.38	[1]22.60	[1]25.77
Radio 101	6.03	6.99	4.97	0.00	1.62	1.53	5.61	6.74	[3]15.63	11.60
Bay Radio	[1]26.56	[1]28.27	[1]24.64	[1]47.09	[1]61.38	[1]44.24	[1]26.38	5.63	0.00	0.00
Calypso Radio	[3]11.12	[3]11.18	[3]11.04	[2]17.27	1.07	4.07	[2]15.96	[3]16.37	9.53	4.60
RTK	5.69	6.03	5.30	0.00	0.00	1.39	3.87	9.53	14.39	13.63
Smash Radio	3.25	2.88	3.65	7.41	5.58	4.22	4.28	0.78	0.59	0.00
Radju Marija	5.64	3.23	8.28	0.00	0.56	1.40	2.97	10.81	11.40	[2]21.95
Campus FM	1.22	1.99	0.37	0.00	0.56	3.17	0.69	1.98	1.62	0.00
Vibe FM	5.27	5.36	5.17	9.24	[3] 9.98	[2]15.25	5.70	0.45	0.00	0.00
XFM	5.55	6.17	4.86	[3]9.74	[2]12.06	[3] 7.63	5.79	1.98	0.00	0.00
Community Stations	3.90	3.20	4.67	0.00	2.50	2.90	4.05	4.76	5.69	4.31
Foreign/Other Stations	1.15	1.64	0.60	3.45	0.00	0.00	2.15	0.90	1.26	0.00
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0
1% =	1993	1035	957	48	354	184	604	497	254	61

3.1.2 Radio Reach by District

Analysed by district, Bay Radio was the most preferred station in all districts – see Table 3.4 below. Calypso Radio was the second ranked in three districts [Northern Harbour, Western, and Northern districts] and the third ranked in the Southern Harbour area. Super One Radio was the second ranked in

two districts [Southern Harbour and South eastern] and the third ranked in three other [Northern Harbour, Western, and Northern districts]. RTK ranked second in Gozo and Comino; Radju Malta ranked third in Gozo and Comino; while XFM ranked third in the South Eastern district.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY DISTRICTS [OCT-DEC 2009]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	7.89	9.61	7.96	4.42	9.37	6.25	[3] 9.83
Radju Parlament 106.6	0.20	0.00	0.35	0.69	0.00	0.00	0.00
Magic Radio	4.61	5.74	4.44	2.12	4.10	7.25	2.70
Super One Radio	[2] 11.93	[2] 17.67	[3] 9.96	[2] 12.17	[3] 9.61	[3] 11.53	8.22
Radio 101	6.03	4.42	8.19	7.25	4.54	3.58	6.84
Bay Radio	[1] 26.56	[1] 21.17	[1] 26.75	[1] 25.13	[1] 31.18	[1] 32.86	[1] 22.01
Calypso Radio	[3] 11.12	[3] 13.95	[2] 10.23	8.18	[2] 11.07	[2] 13.21	8.38
RTK	5.69	5.12	4.63	8.30	2.35	3.72	[2] 17.97
Smash Radio	3.25	2.94	3.12	4.84	2.79	1.68	5.66
Radju Marija	5.64	5.65	5.47	5.53	8.10	3.67	5.33
Campus FM	1.22	0.61	1.69	0.69	1.89	0.75	1.61
Vibe FM	5.27	4.78	5.46	5.97	5.43	5.97	2.61
XFM	5.55	2.99	4.69	[3] 10.72	6.05	6.88	2.32
Community Stations	3.90	5.22	4.52	4.01	2.75	0.75	5.82
Foreign/Other Stations	1.15	0.00	2.39	0.00	0.60	1.81	1.30
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1% =	2253	466	640	315	336	328	168

3.2 TV Reach

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

Similar to radio, data for TV reach has also been monitored for the past three years using the same analytical methods. The last quarter of each year is deemed by the television broadcasting industry as the start of the broadcasting season. And again, the expected loss of radio listening to television viewing was only marginal – see Table 3.1 above for radio. Television reach has increased by 9% over the summer period of July-September 2009 as the number of respondents who stated that they do not regularly watch television dropped by 7.373% - see Table 3.5 and Figure 3.3 below. Of interest is that there seems to be an upward trend exceeding that of the earliest collected data of 2006.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006-2009]

	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers	1% =
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%	3558
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%	3558
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%	3558
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%	3558
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%	3594
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%	3594
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%	3594
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%	3594
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%	3633
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%	3633
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%	3633
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%	3633
Oct-Dec 2009	22.884%	3.952%	1.317%	0.390%		71.457%	3633

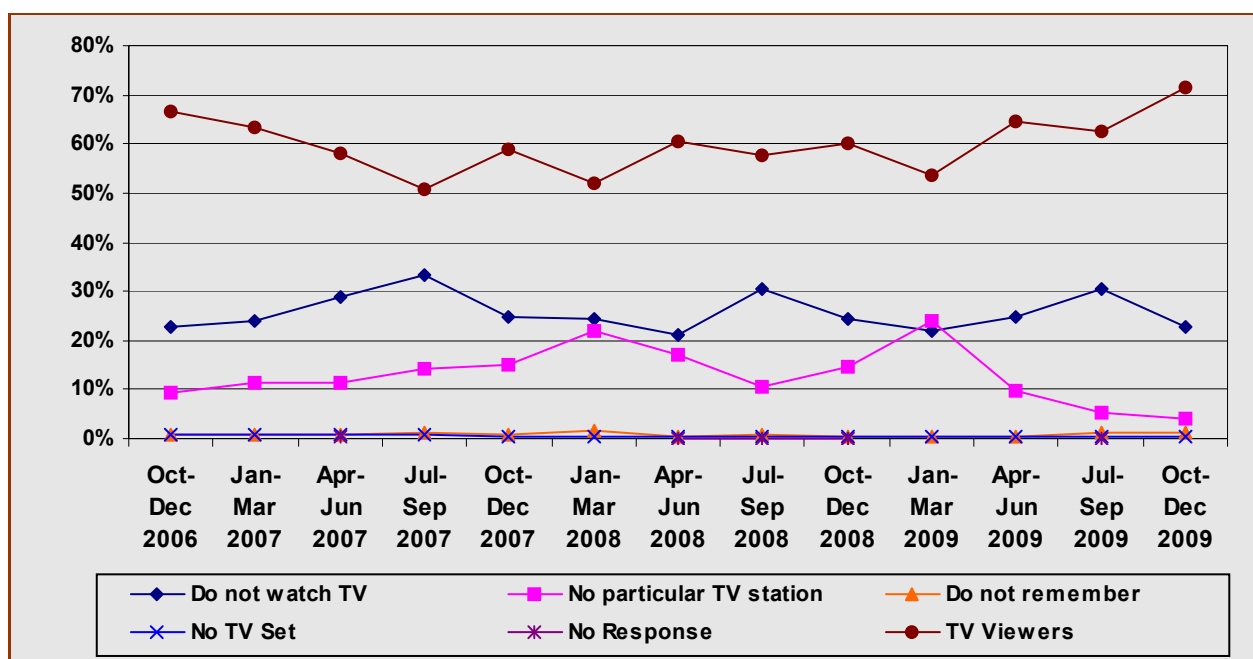


FIGURE 3.3: TV REACH BY QUARTER [OCT/DEC 2006-2009]

The overall counts of effective respondents [i.e. excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they had followed”; and those who “did not watch a particular station” – **and excluding the amount of time followed by each viewer**] are given in Figure 3.6 and Table 3.4 below. This data gives the effective percentage of TV viewers that each broadcasting station has attracted at the start of each broadcasting season for 2007, 2008, and 2009. Analysed by broadcasting quarter, TVM has maintained its prime position throughout while One TV has lost its second ranking to “Other TV Station”. Similarly Net TV has lost its ranking from fourth to fifth having the same placing as “Discovery Channel” for this quarter.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER – [OCT/DEC 2007-2008-2009]

	Oct-Dec 2007	Oct-Dec 2008	Oct-Dec 2009
TVM	[1] 26.8	[1] 34.7	[1] 28.7
One TV	[2] 20.7	[2] 20.0	[3] 15.6
Net TV	[4] 12.1	[4] 6.0	[5] 5.7
Smash TV	0.7	0.2	0.8
Education 22	0.1		0.2
iTV			0.1
Family TV		0.2	
Favourite TV			1.4
Rai 1	4.2	4.5	4.0
Rai 2	1.4	1.8	1.2
Rai 3	0.4	0.5	0.8
Rete 4	2.5	1.9	3.1
Canale 5	6.0	6.3	5.5
Italia 1	7.3	4.0	[4] 7.2
Discovery Channel	1.8	3.4	[5] 5.7
MTV	0.4	0.8	1.3
BBC Prime/World/Ent	13.7	1.8	1.8
Other TV Stations	[3] 14.0	[3] 13.8	[2] 17.0
	100.0%	100.0%	100.0%
1% =	2114	2190	2595

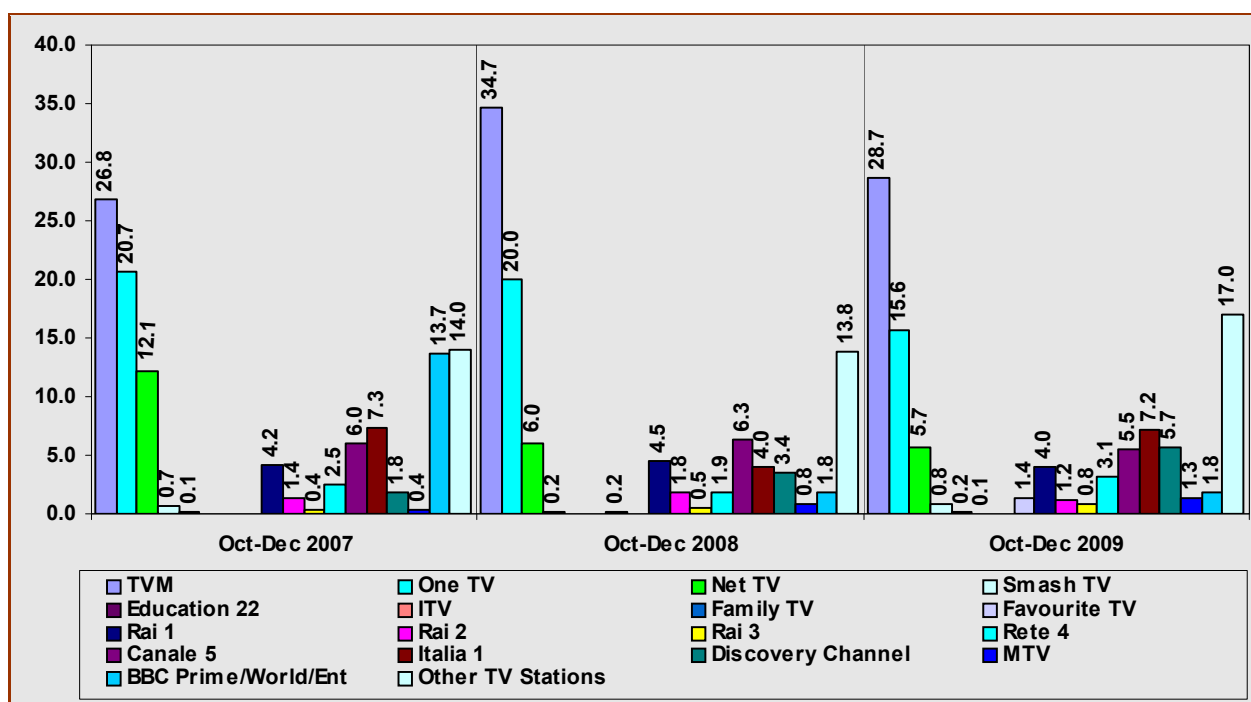


FIGURE 3.4 TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2008-2009]

3.3.1 TV Reach by Gender and by Age Group

During this broadcasting season, TVM was the station most followed by gender and by nearly all of the age groups with the exception of one group: the 12-14 year old whose first preference went to Other TV station. Other TV station was the second most preferred station for all males while One TV was the second preferred station for all females. Other TV station was also the second most preferred station of two other age groups: 15-24 and 30-49 year olds; while the second preferred station of the 25-29 year olds was Italia 1. Of interest is that all the respondents of over 50 year old preferred One TV as their second preferred station after TVM while the third preference went to Net TV for those in the 65-79 age bracket and Other TV station for the two age groups of 50-64 and 80+ year olds. One TV was also the third most preferred station for three age groups: 15 to 49 year olds – see Table 3.7 below.

TABLE 3.7: TV REACH BY GENDER AND BY AGE GROUP [OCT-DEC 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	[1]28.66	[1]26.81	[1]30.36	[2]20.35	[1]22.28	[1]31.08	[1]29.85	[1]31.11	[1]31.76	[1]31.94
One TV	[3]15.64	[3]14.85	[2]16.38	5.77	[3]16.12	[3]15.66	[3]14.02	[2]17.65	[2]18.30	[2]21.81
Net TV	5.66	4.11	7.09	1.59	1.47	0.00	4.25	8.14	[3]14.18	5.76
Smash TV	0.85	0.61	1.07	3.22	0.00	0.00	1.13	0.51	0.95	2.08
Education 22	0.18	0.38	0.00	0.00	0.50	0.00	0.00	0.40	0.00	0.00
iTV	0.06	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.47	0.00
Favourite TV	1.37	1.04	1.67	0.00	1.37	1.41	1.79	2.08	0.00	0.00
Rai 1	3.96	3.93	3.98	1.31	1.45	1.41	2.81	6.49	6.84	7.33
Rai 2	1.21	1.05	1.37	0.00	2.34	0.00	1.80	0.48	1.13	0.00
Rai 3	0.80	0.77	0.82	0.00	1.40	0.00	0.22	1.42	0.60	2.33
Rete 4	3.13	3.07	3.20	0.00	0.43	1.41	2.43	4.86	6.84	5.32
Canale 5	5.53	2.58	8.26	3.92	6.64	15.00	6.51	3.50	2.79	2.21
Italia 1	7.24	9.82	4.86	[3]19.68	11.60	[2]18.08	7.90	2.01	0.60	0.00
Discovery Channel	5.71	9.23	2.47	8.43	8.07	2.76	6.78	5.05	2.72	0.00
MTV	1.32	1.57	1.08	1.39	5.85	1.36	0.47	0.00	0.00	0.00
BBC Prime/World/Ent	1.75	0.91	2.52	0.00	0.00	1.30	2.44	2.52	1.93	2.18
Other TV station	[2]16.95	[2]19.32	[3]14.76	[1]34.19	[2]20.47	10.87	[2]17.66	[3]13.86	11.04	[3]17.84
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2596	1237	1360	116	392	201	775	681	340	88

3.3.2 TV Reach by District

For the first quarter of the broadcasting season of 2009-2010, TVM was the most followed station in all the districts– see Table 3.8 below. One TV had the second highest station reach in two districts [Southern Harbour and South Eastern districts] and the third highest following in the rest of the districts.

Other TV station was the second most followed station in four districts and the third most followed in two districts.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY DISTRICT [OCT-DEC 2009]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1] 28.66	[1] 28.71	[1] 26.04	[1] 30.07	[1] 30.71	[1] 25.24	[1] 40.16
One TV	[3] 15.64	[2] 20.53	[3] 14.35	[2] 16.24	[3] 12.84	[3] 15.55	[3] 11.41
Net TV	5.66	5.85	5.53	4.96	6.43	4.40	8.29
Smash TV	0.85	1.27	0.72	0.00	0.94	1.76	0.00
Education 22	0.18	0.00	0.28	0.00	0.00	0.70	0.00
iTV	0.06	0.00	0.00	0.41	0.00	0.00	0.00
Favourite TV	1.37	1.95	0.91	2.63	1.05	0.60	1.15
Rai 1	3.96	4.20	3.80	4.85	2.11	3.76	6.02
Rai 2	1.21	1.11	2.28	0.99	1.05	0.00	0.00
Rai 3	0.80	0.37	0.71	0.00	1.48	2.21	0.00
Rete 4	3.13	4.07	4.70	1.47	1.95	2.20	1.21
Canale 5	5.53	4.64	4.89	6.92	6.35	5.15	7.17
Italia 1	7.24	6.20	7.04	9.82	4.54	8.82	7.55
Discovery Channel	5.71	4.75	5.86	5.67	6.45	7.18	3.54
MTV	1.32	0.96	1.64	1.56	1.15	0.61	2.13
BBC Prime/World/Ent	1.75	1.75	0.98	1.75	3.02	3.09	0.00
Other TV station	[2] 16.95	[3] 13.59	[2] 20.28	[3] 12.88	[2] 19.70	[2] 18.79	[2] 11.66
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	2932	592	849	434	408	427	223

4. MEDIA RECEPTION PLATFORM

Unfortunately, in many cases respondents are not aware what specific type of media platform they are using for listening and viewing their radio and television sets; especially so with older generations. Most often, interviewers asked the respondents to describe the system used in the latter's household to determine the type of media platform used. This was further complicated since the interviewers asked "which type of media system was mostly used in each household". And those respondents who were uncognitive of such systems they described the channel mostly watched; indicating that they have satellite reception when in actual fact they had one of the cable systems installed which was re-transmitting satellite broadcast stations. For radio, on the other hand, it was very common to mistake the radio-set's LEDs indicating the channel on which the radio-set is tuned on to be indicative of the type of platform that is being used.

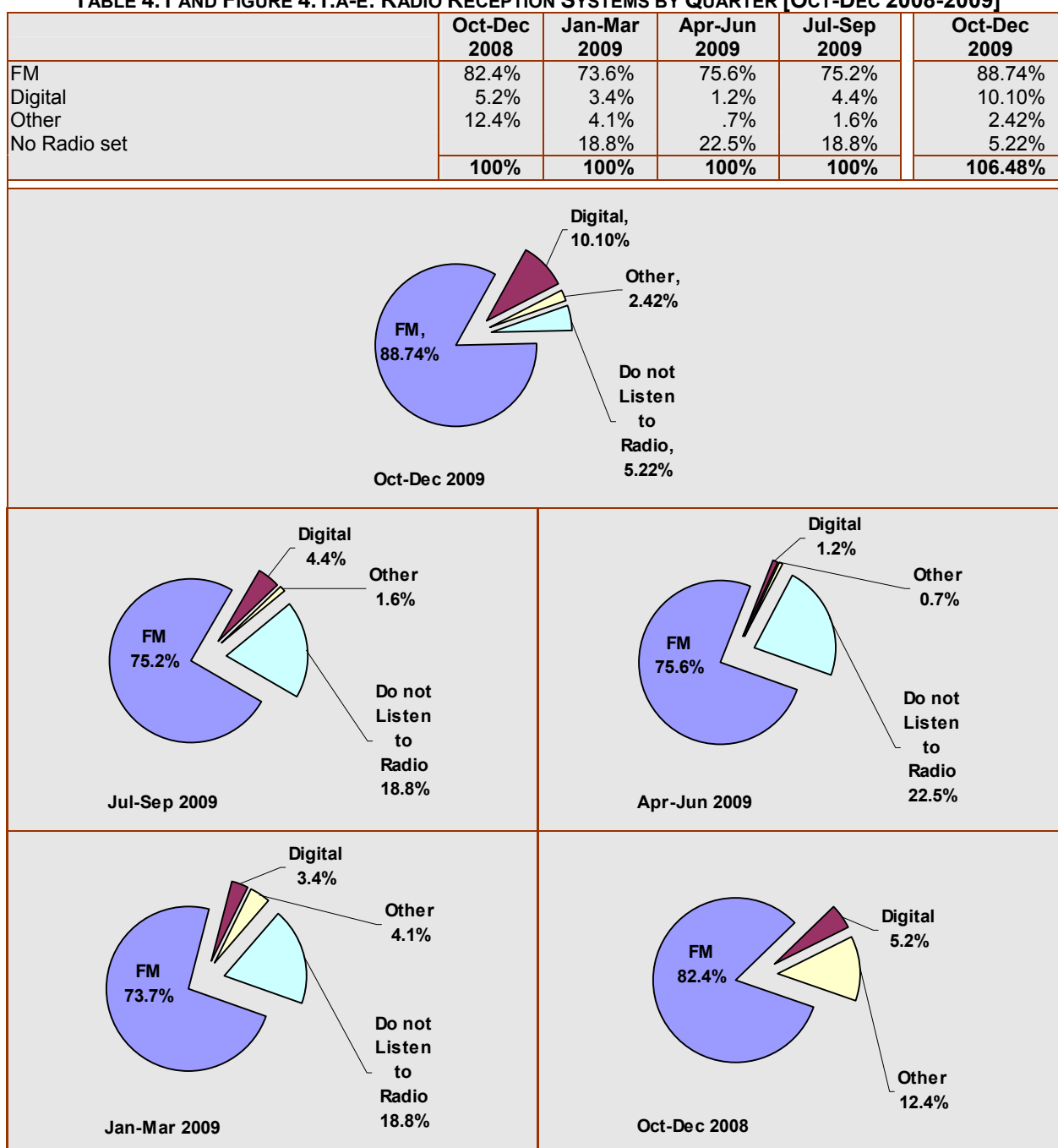
Well knowing that certain households may have more than one system installed, this kind of assessment was reconsidered. From this broadcasting season, the question asked to respondents was changed to the effect that they were asked whether they had a specific media platform installed in their household or not [being described by the interviewer if necessary]; while at the same time allowing for multiple replies.

The data for this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake.

4.1 Radio Reception Platform

Respondents were asked to indicate what type of reception platform they have at home choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” while allowing for multiple replies. While 5.2% of all those interviewed replied that they do not have a radio-set at home, 6.48% of the respondents indicated that they have more than one system of radio reception in their households – see Table and Figure 4.1 below.

TABLE 4.1 AND FIGURE 4.1.A-E: RADIO RECEPTION SYSTEMS BY QUARTER [OCT-DEC 2008-2009]



4.1.1 Radio Reception Platform by Gender, Age and District

During this assessment period the indications are that while there is little gender difference in Digital radio take-up, the younger age groups have twice the average total Digital radio take-up. The same can be said with regard to “Other” systems of radio listenening especially when these include Internet Radio. Analysed by districts, digital radio take-up, albeit small, is nearly evenly spread over all the districts – see Table 4.2 below and Figure 4.1.a in Part Two. However, the Northern Harbour area and the Southern Harbour had the highest percentages for Digital Radio systems and for Other Radio Systems available at home.

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

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [OCT-DEC 2009]

	Gender			Age Groups							District					
	Total	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
Yes																
Availability of FM Radio system at home																
Count	1631	811	820	88	293	111	494	382	212	51	332	521	242	209	214	112
Row %	100%	49.7%	50.3%	5.4%	18.0%	6.8%	30.3%	23.4%	13.0%	3.2%	20.4%	31.9%	14.8%	12.8%	13.1%	6.9%
Availability of Digital Radio system at home																
Count	186	93	93	16	42	16	58	41	9	3	44	59	29	24	21	9
Row %	100%	50.1%	49.9%	8.6%	22.4%	8.8%	31.4%	22.1%	5.0%	1.7%	24.0%	31.5%	15.6%	13.1%	11.1%	4.7%
Availability of Other Radio system/s at home																
Count	44	26	18	4	22	2	12	2	2	0	5	17	2	12	5	3
Row %	100%	59.3%	40.7%	9.3%	50.6%	4.8%	27.6%	3.7%	4.1%	.0%	10.7%	39.2%	4.7%	26.8%	12.2%	6.3%
No Radio available at home																
Count	96	47	49	4	16	4	40	15	14	3	7	28	17	17	22	5
Row %	100%	48.8%	51.2%	4.3%	16.7%	4.3%	42.0%	15.3%	14.4%	3.0%	6.8%	29.2%	17.9%	17.9%	22.6%	5.6%

4.2 TV Reception Platform

On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts while allowing for multiple replies. Table 4.3 and Figure 4.2 below detail the percentages registered for the various broadcasting platforms by quarter from October-December 2006 to this quarter under review [2009]. Further data is available in Part Two of this report. Of note is that while only 6.48% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 33.3%.

During this broadcasting quarter digital aerial/cable take-up has continued with a sharp increase of 9.5% over the previous quarter while analogue cable has registered a decrease of 3.5%. Of interest are the similar sharp increases in analogue aerial and satellite reception. At this point it is important to note that by the end of this year, 2010, all analogue broadcasts will be switched off and local broadcasting stations should be broadcasting free-to-air on a separate digital platform.

TABLE 4.3: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2006-2007-2008-2009]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
Aerial (Analogue)	24.3%	21.7%	19.4%	16.4%	18.1%	16.0%	17.5%	17.1%	12.0%	13.0%	11.3%	12.8%	27.7%
Cable (Analogue)	66.8%	65.3%	67.0%	70.9%	48.9%	44.5%	43.9%	43.8%	35.1%	28.1%	26.8%	21.4%	17.8%
Satellite	6.3%	8.2%	8.7%	8.2%	7.3%	8.3%	7.2%	8.1%	9.2%	8.4%	6.8%	6.3%	17.4%
Internet	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%	.3%	.6%	0.5%	2.1%
Digital Aerial/Cable	1.6%	4.0%	4.1%	3.6%	25.2%	31.0%	30.8%	30.4%	42.9%	49.7%	53.9%	58.2%	67.7%
No TV set	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.4%	0.2%	0.4%	0.3%	.4%
Other									0.2%	0.1%	0.2%	0.5%	.1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	133.3%
1% =	3558	3558	3558	3558	3594	3594	3594	3594	3633	3633	3633	3633	3633

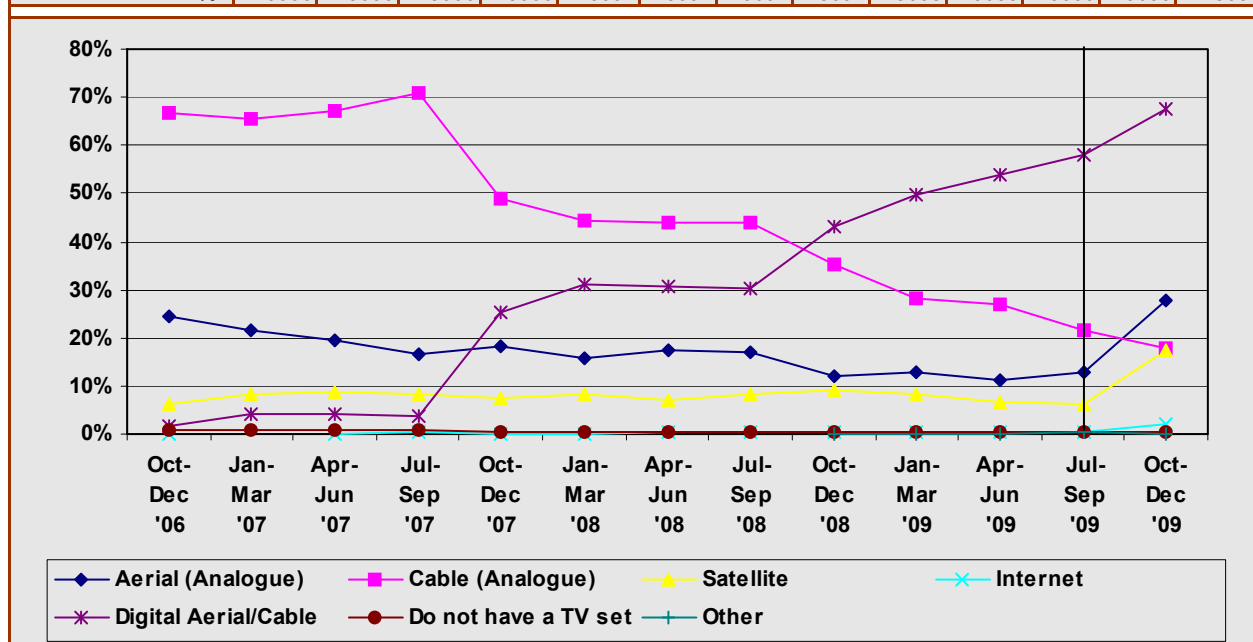


FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2006-2007-2008-2009]

4.2.1 TV Reception Platform by Gender, Age and District

There was very little gender difference in the types of television reception used except for "Other TV Systems" and where there is a high female balance. Internet TV viewing was highest with the 15-24 year olds [37.3%] followed by the 30-49 year olds [33.3%]; while distribution of the different systems between the different districts was quite balanced throughout. Of note, however, are the replies from Gozo and Comino where the highest percentage was that of "Other TV system" – see Tables and Figures 4.2.a in Part two of this report.

TABLE 4.4: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2009]

TABLE 4.4: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS (OCT-DEC 2009)																	
	Total	Gender		Age Groups							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	
Aerial (Analogue) system installed at home																	
Count	510	261	249	21	92	28	176	110	63	19	94	130	97	87	74	28	
Row N %	100%	51.2%	48.8%	4.2%	18.0%	5.6%	34.6%	21.6%	12.5%	3.6%	18.5%	25.5%	19.0%	17.1%	14.4%	5.5%	
Cable (NOT Digital) system installed at home																	
Count	327	152	175	17	44	24	82	85	59	16	68	114	41	35	37	33	
Row N %	100%	46.6%	53.4%	5.2%	13.5%	7.2%	25.1%	26.0%	18.1%	4.7%	20.7%	34.9%	12.4%	10.6%	11.4%	10.0%	
Satellite system installed at home																	
Count	320	180	139	31	66	15	114	62	24	7	66	102	37	50	48	16	
Row N %	100%	56.4%	43.6%	9.8%	20.7%	4.7%	35.8%	19.5%	7.5%	2.0%	20.8%	32.0%	11.7%	15.5%	14.9%	5.1%	
Internet TV system installed at home																	
Count	39	17	21	4	14	0	13	4	2	1	4	8	7	5	8	5	
Row N %	100%	45.1%	54.9%	11.5%	37.3%	.0%	33.3%	11.2%	4.7%	2.0%	11.2%	21.5%	18.3%	13.8%	21.1%	14.2%	
Digital Aerial system installed at home																	
Count	1244	620	624	75	236	86	401	275	139	31	245	410	164	174	173	77	
Row N %	100%	49.8%	50.2%	6.0%	19.0%	6.9%	32.2%	22.1%	11.2%	2.5%	19.7%	33.0%	13.2%	14.0%	13.9%	6.2%	
Other TV system installed at home																	
Count	3	1	2	0	0	0	1	2	0	0	0	1	0	1	0	1	
Row N %	100%	31.9%	68.1%	.0%	.0%	.0%	39.5%	60.5%	.0%	.0%	.0%	39.5%	.0%	31.9%	.0%	28.7%	
No TV at home																	
Count	8	5	3	0	1	1	1	1	3	1	2	3	2	1	0	0	
Row N %	100%	59.2%	40.8%	.0%	14.4%	16.0%	14.4%	10.3%	34.6%	10.3%	30.5%	38.4%	20.7%	10.5%	.0%	.0%	

5. TEleshopping

Again, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed. Teleshopping programmes are aired on local broadcasting stations, generally during the off-peak hours during the day. There is only one channel [iTV] completely dedicated to 24/7 Teleshopping.

For this broadcasting season only 9.19% stated that they regularly watched Teleshopping programmes. Overall, of the effective teleshopping programme viewers, 2.95% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Smash TV [43.71%], followed by TVM [19.47%] and One TV [16.40%]. The teleshopping dedicated TV station, ITV, ranked fifth with 7.73% - see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

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

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2008-2009]

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45	10.65	9.19
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11	88.86	90.37
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44	0.49	0.44
	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	3594	3594	3594	3594	3633	3633	3633	3633	3633
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70	10.26	19.47
One TV	19.49	19.65	24.84	25.93	35.53	17.37	16.30	11.79	16.40
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67	5.64	8.15
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93	47.18	43.71
ITV	17.44	14.45	15.92	15.43	8.63	10.00	11.85	13.85	7.73
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48	0.51	0.00
Family TV					3.55	8.95	5.93		0.00
Other					1.02	4.21	2.22	3.59	1.81
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93	7.18	2.95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	387	346	315	329	390	386	271	387	335

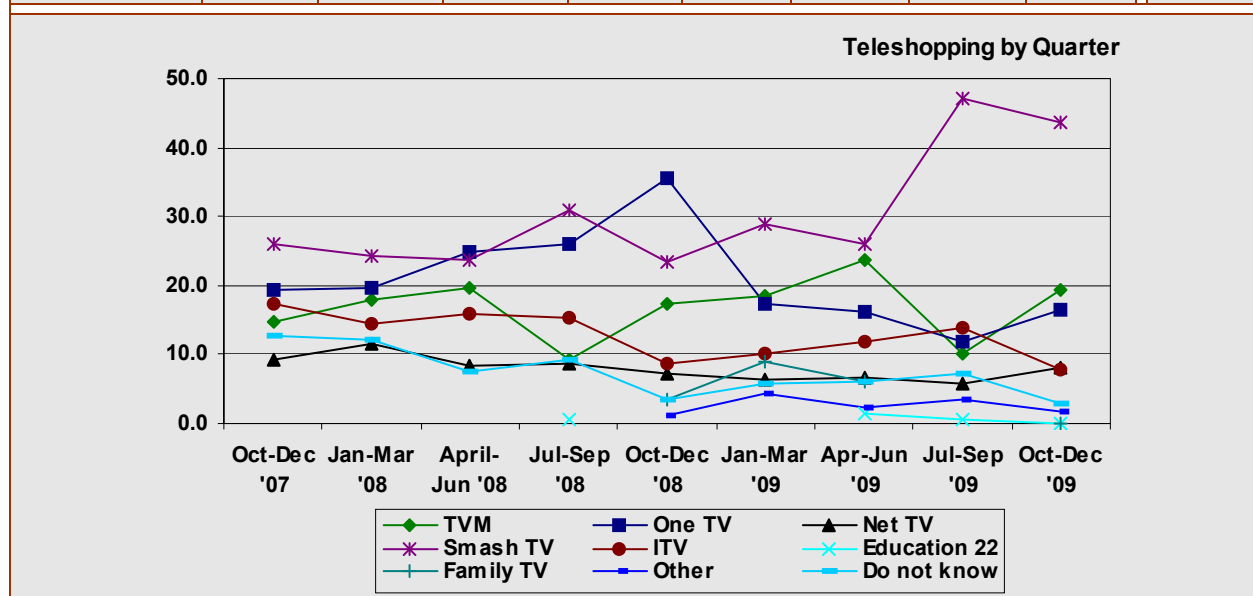


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2008-2009]

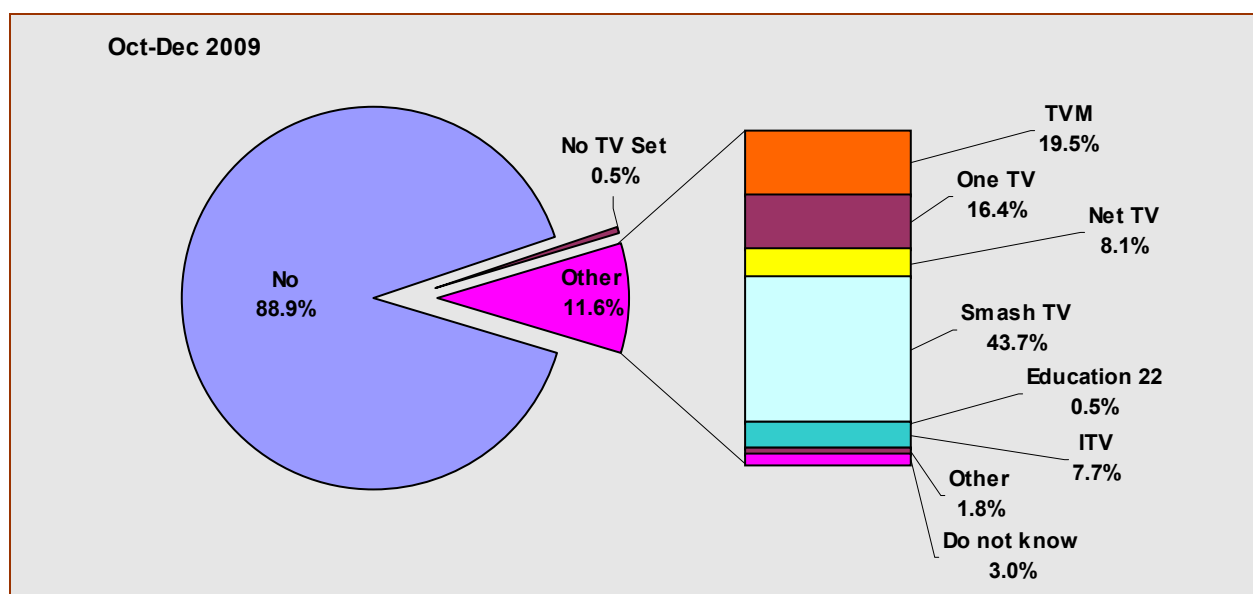


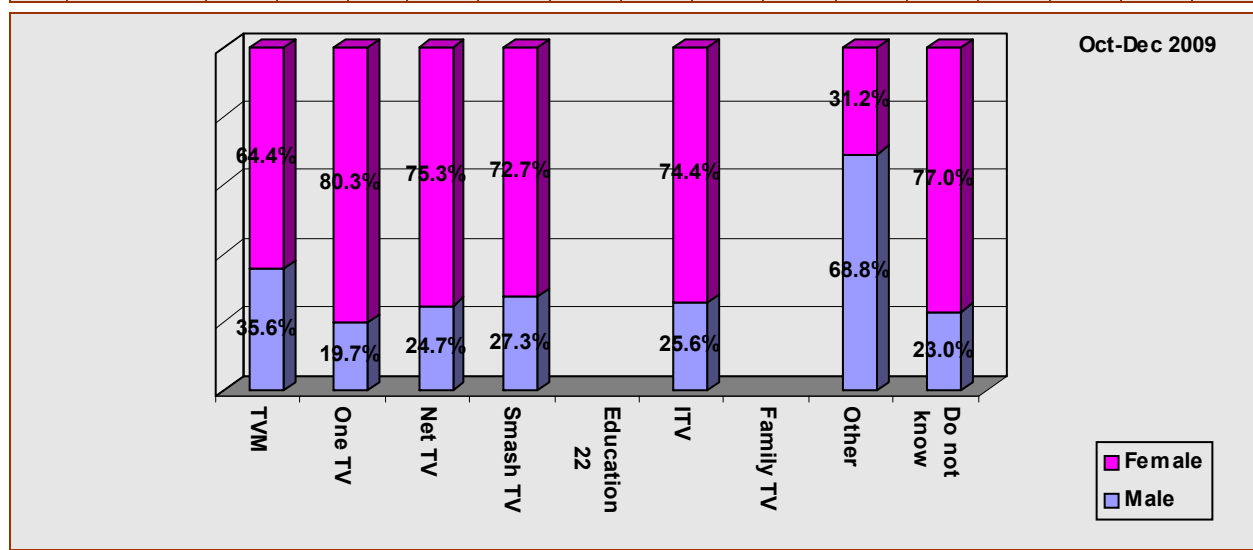
FIGURE 5.2: TEleshopping BY BROADCASTING STATION [OCT-DEC 2009]

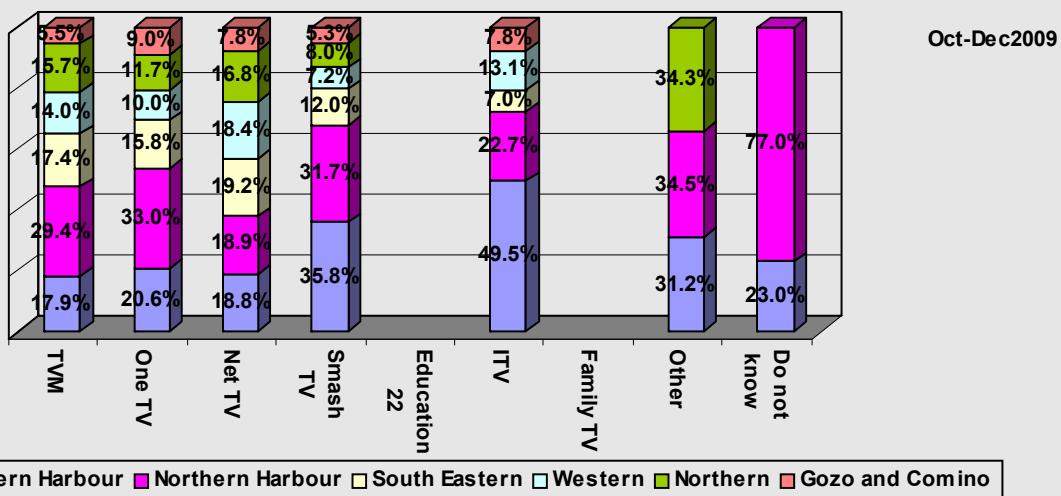
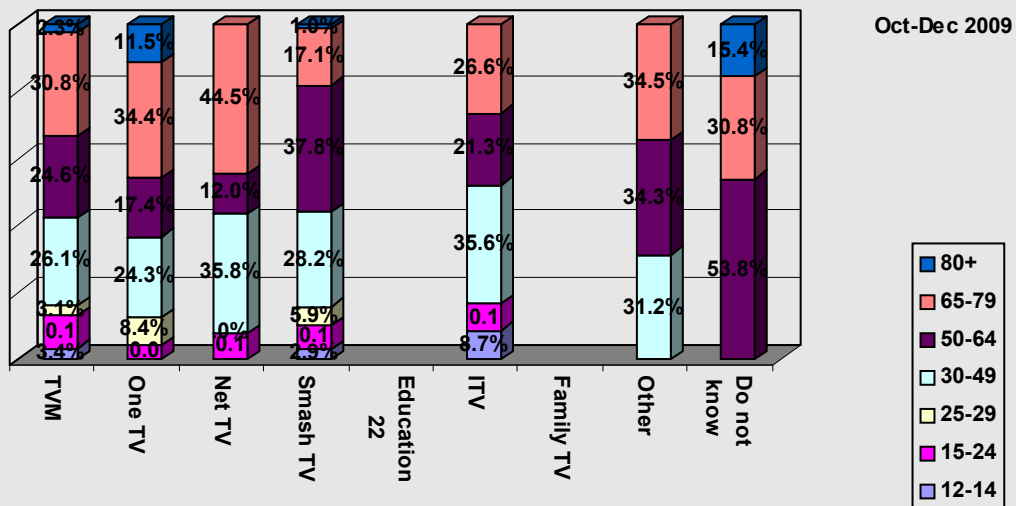
5.1 TEleshopping BY GENDER, BY AGE GROUP, AND BY DISTRICT

During the whole broadcasting period the highest percentage of male audiences was reached by Other TV Station with 68.8%. The highest percentage of female audiences was reached by One TV [80.3%]. For this period the effective teleshopping audience by age group was predominantly of those who were in the 30-49 age brackets; while the two youngest age groups [12-14 year olds and 15-24 year olds] were also attracted to Teleshopping. Analysed by district, teleshopping is spread over all the districts with the highest percentages attained by local broadcasting stations being concentrated in two district areas – the Southern Harbour and the Northern Harbour; while Gozo and Comino attracted the lowest percentage at 6.8% – see Table 5.2 and Figure 5.3-5 below.

TABLE 5.2 AND FIGURES 5.3-5: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2009]

1%= No.	Broadcasting Station	Gender		Age Group							Districts					
		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
65	TVM	35.6%	64.4%	3.4%	9.8%	3.1%	26.1%	24.6%	30.8%	2.3%	17.9%	29.4%	17.4%	14.0%	15.7%	5.5%
55	One TV	19.7%	80.3%		4.0%	8.4%	24.3%	17.4%	34.4%	11.5%	20.6%	33.0%	15.8%	10.0%	11.7%	9.0%
27	Net TV	24.7%	75.3%		7.7%	.0%	35.8%	12.0%	44.5%		18.8%	18.9%	19.2%	18.4%	16.8%	7.8%
146	Smash TV	27.3%	72.7%	2.9%	7.2%	5.9%	28.2%	37.8%	17.1%	1.0%	35.8%	31.7%	12.0%	7.2%	8.0%	5.3%
0	Education 22															
26	ITV	25.6%	74.4%	8.7%	7.8%		35.6%	21.3%	26.6%		49.5%	22.7%	7.0%	13.1%		7.8%
0	Family TV															
6	Other	68.8%	31.2%				31.2%	34.3%	34.5%		31.2%	34.5%			34.3%	
10	Do not know	23.0%	77.0%					53.8%	30.8%	15.4%	23.0%	77.0%				
3633	Total	49.9%	50.1%	5.7%	18.2%	6.6%	31.2%	22.7%	12.5%	3.0%	19.7%	31.4%	14.9%	13.4%	13.7%	6.8%





6. RADIO AUDIENCES

Respondents were asked to state at which times they started and stopped listening to their radio. These time brackets were listed by the interviewer as time start-up and time-ending. The 24-hour clock was divided into half-hour brackets and each time-period was recorded separately. Thus, a listener spending two-hours of radio-listening from 08:00am to 10:00am as recorded by the interviewer was counted four times.

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

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, Bay Radio has attained the highest daily average [1.487%] with its highest average being on Thursdays [2.045%]. This was followed by two stations – Super One Radio and Calypso Radio – with the next highest daily average [1.064%] with Super One Radio reaching its highest on Wednesdays [1.833%] while Calypso Radio reached its highest on Fridays [1.395%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2009]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS
Mondays	0.668	0.000	0.767	0.689	0.182	1.612	1.228	0.334	0.892	0.158	0.018	0.038	0.608	0.342	0.295
Tuesdays	0.434	0.000	0.084	1.006	0.373	1.504	0.724	0.928	0.088	0.378	0.204	0.192	0.223	0.227	0.161
Wednesdays	0.501	0.000	0.237	1.833	0.524	1.713	0.888	0.426	0.075	0.265	0.000	0.132	0.404	0.404	0.076
Thursdays	0.598	0.000	0.168	0.891	0.249	2.045	1.324	0.176	0.178	0.451	0.043	0.265	0.756	0.350	0.039
Fridays	0.626	0.024	0.480	1.261	0.426	1.124	1.395	0.069	0.058	0.456	0.021	0.358	0.099	0.316	0.014
Saturdays	0.172	0.042	0.258	1.342	0.384	1.531	0.753	0.271	0.041	0.529	0.151	0.524	0.161	0.350	0.042
Sundays	0.679	0.000	0.199	0.439	0.266	0.824	1.118	0.097	0.155	0.233	0.037	0.292	0.163	0.329	0.064
Monday to Sunday	0.526	0.009	0.311	1.064	0.342	1.487	1.064	0.326	0.212	0.354	0.067	0.258	0.350	0.332	0.098
1%=3633															

Oct-Dec 2009

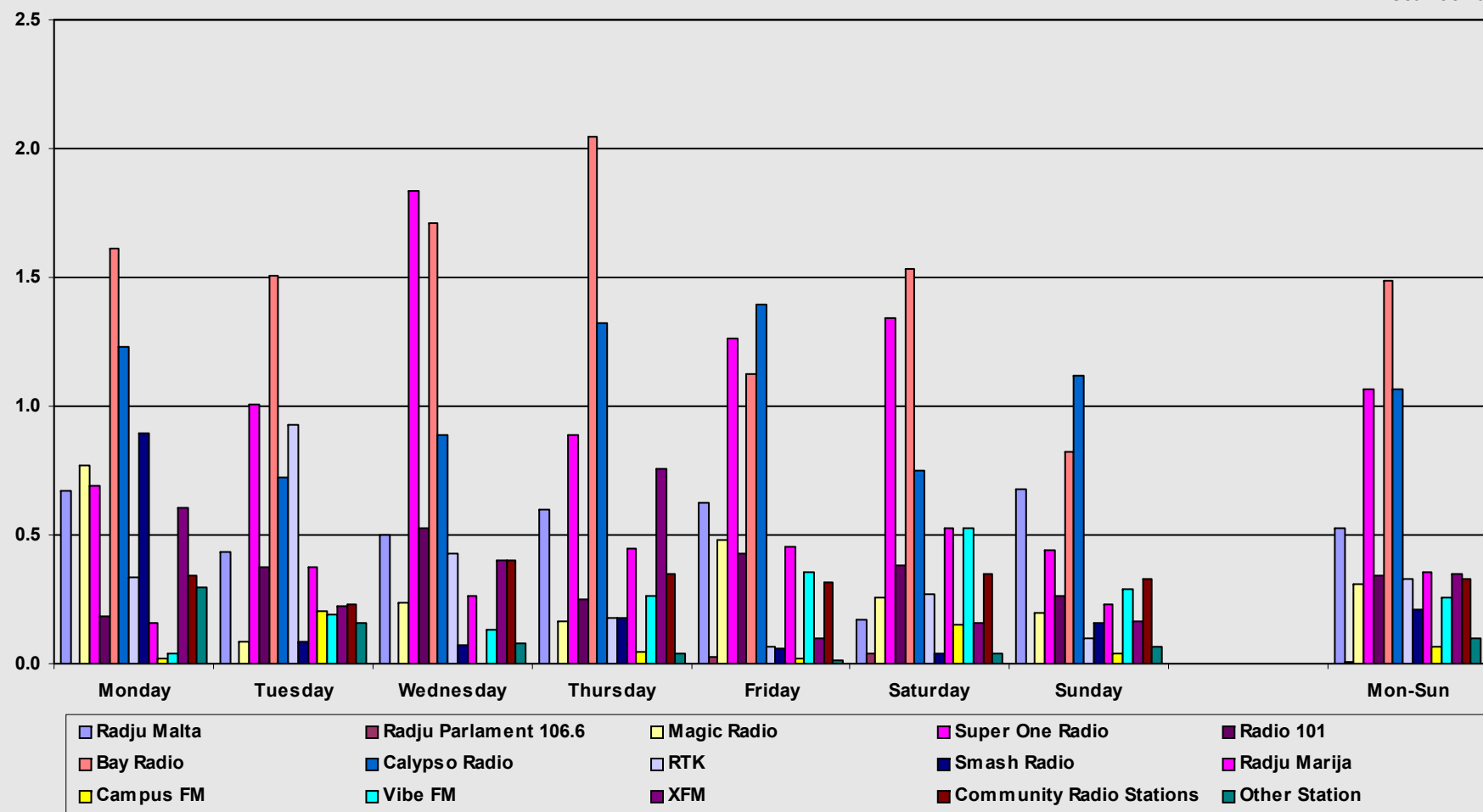


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2009]

6.2 WEEKDAYS PEAK AUDIENCES

Another indication of a radio station's popularity with its audiences is the highest percentage of audience share obtained at any particular time for each week-day. The Weekday Peaks attained by each radio broadcasting station are summarized in Table 6.2 and Figure 6.2 below:

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

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	OTHER RADIO STATION
Monday	2.857	0.000	3.550	2.275	1.100	5.635	3.990	1.349	3.108	0.829	0.442	0.919	2.697	1.549	0.790
Tuesday	2.431	0.000	0.424	3.028	1.774	5.330	2.737	2.567	0.804	1.605	0.409	0.767	1.118	1.259	0.492
Wednesday	1.787	0.000	0.772	4.377	1.959	6.468	2.289	1.607	0.438	1.353	0.000	1.296	1.274	1.334	0.411
Thursday	2.520	0.000	0.768	3.369	1.058	8.020	4.115	0.664	1.084	1.633	0.447	1.138	2.298	1.690	0.371
Friday	3.134	0.387	1.775	3.823	2.207	4.644	3.836	0.829	0.799	1.443	0.335	1.699	1.377	0.721	0.335
Saturday	1.622	0.404	1.236	5.539	1.934	6.920	2.235	1.921	0.437	2.284	0.795	1.636	1.244	2.194	0.334
Sunday	2.103	0.000	1.351	2.176	1.162	3.442	4.278	0.749	0.758	1.168	0.297	1.276	1.229	2.347	0.881
Highest Peak	3.134	0.404	3.550	5.539	2.207	8.020	4.278	2.567	3.108	2.284	0.795	1.699	2.697	2.347	0.881

1%=3633

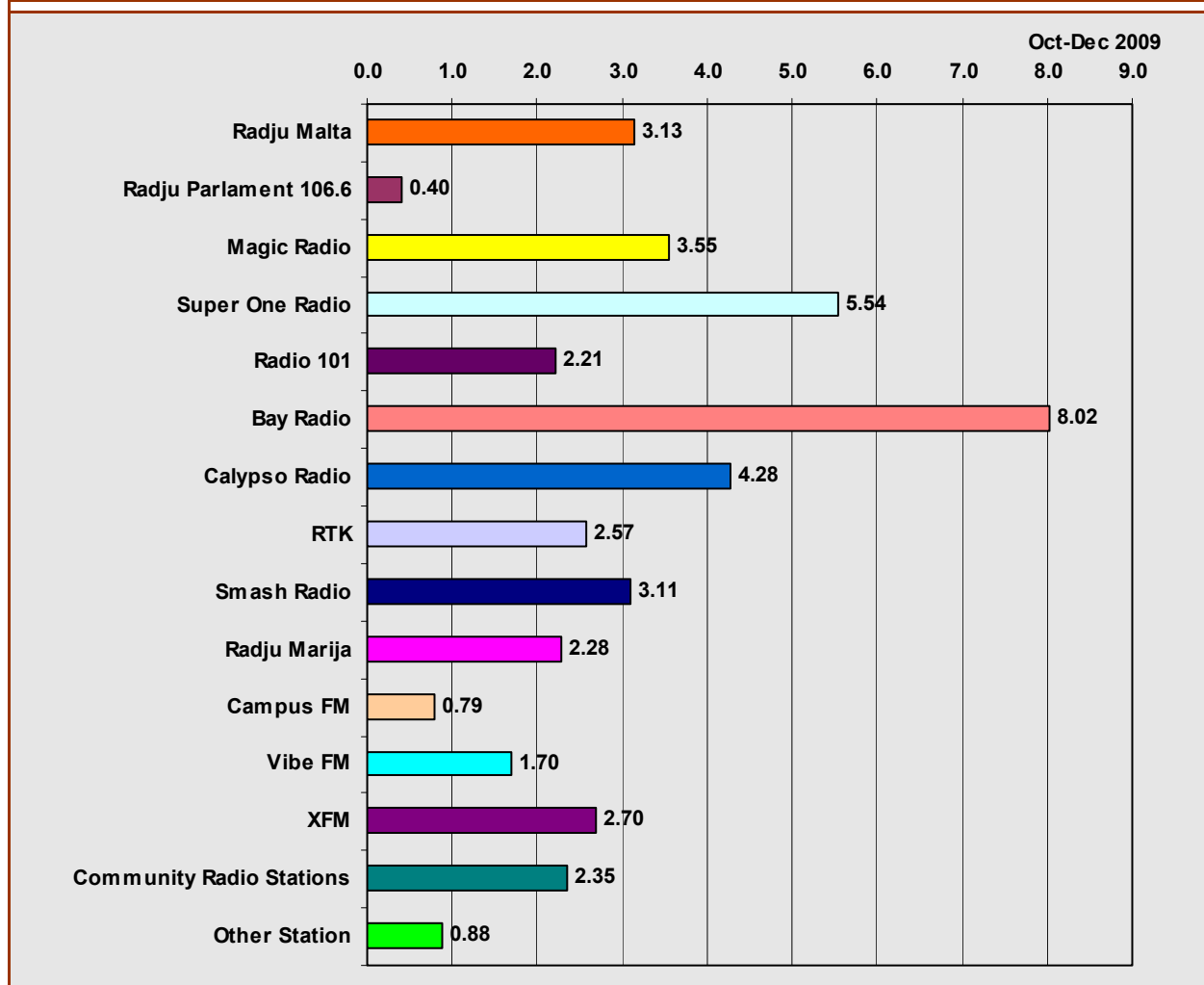


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2009]

6.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations at half-hour intervals. The Figures 6.3.a – 6.3.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total for each particular week-day. Included in the tables are statistics for (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

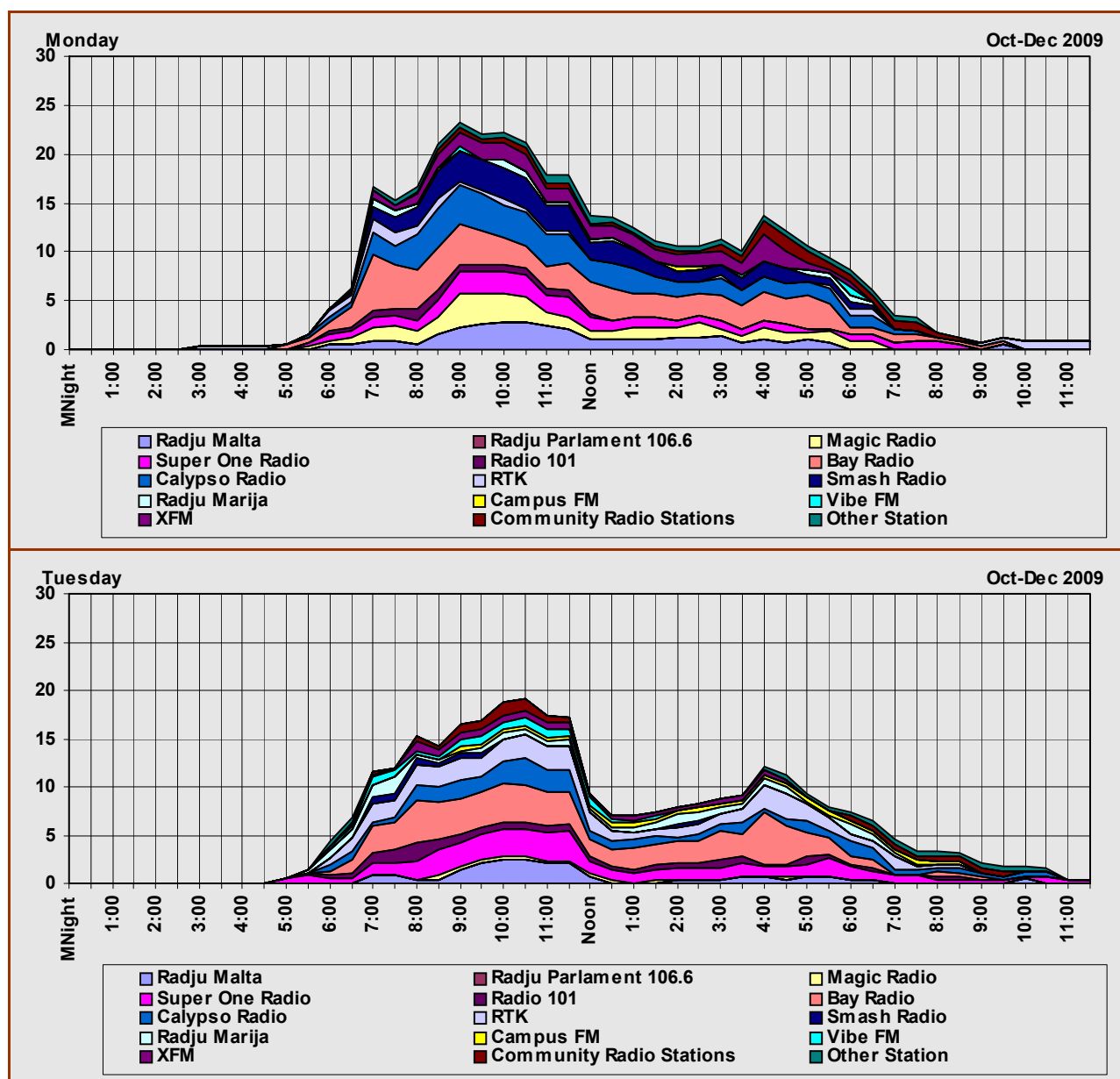


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

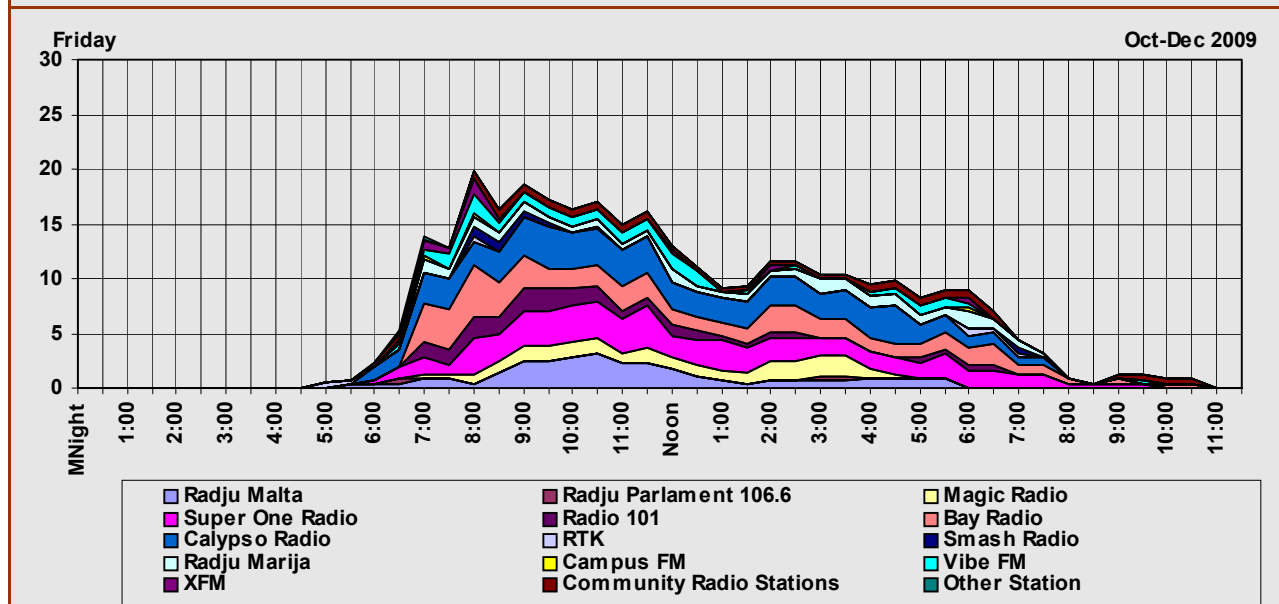
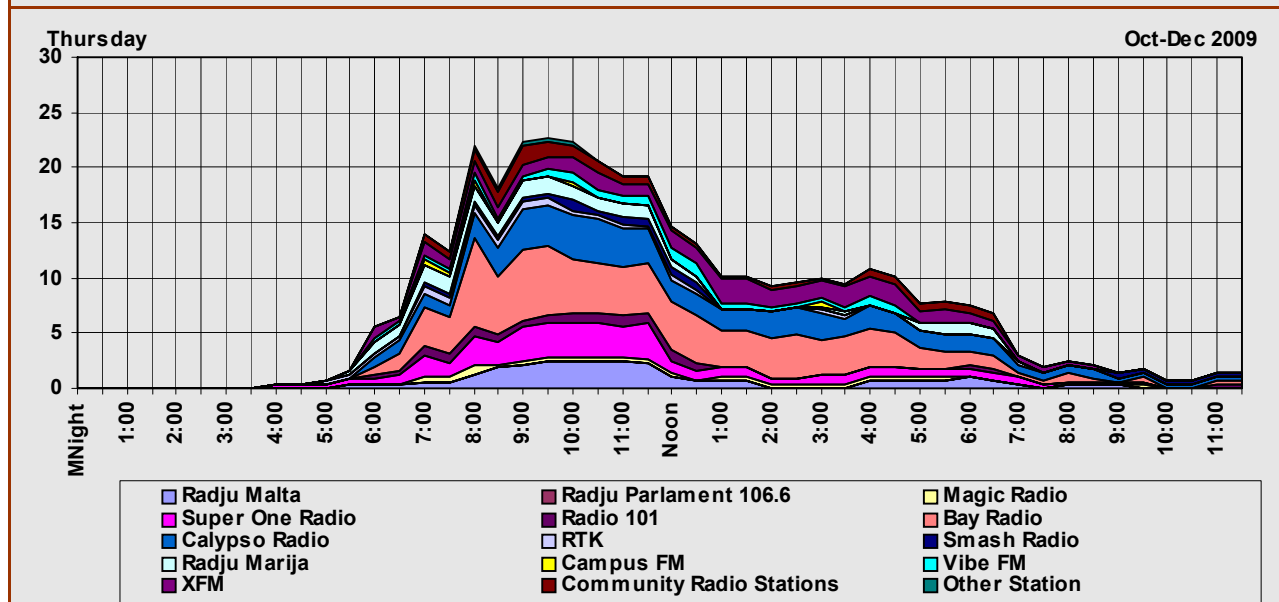
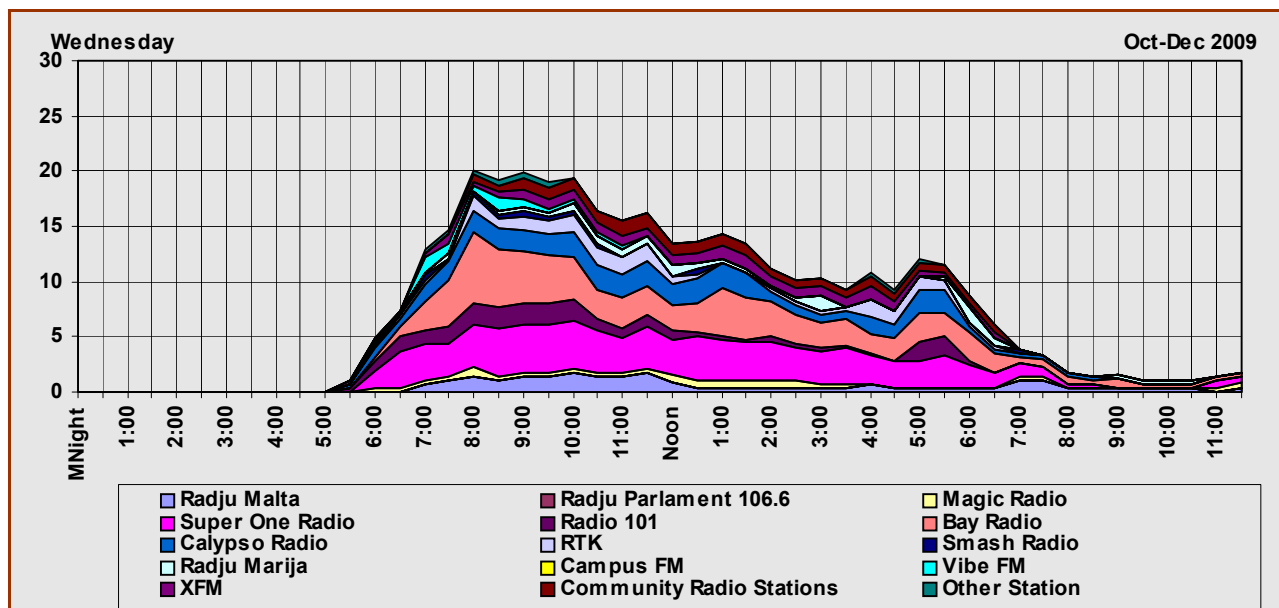


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

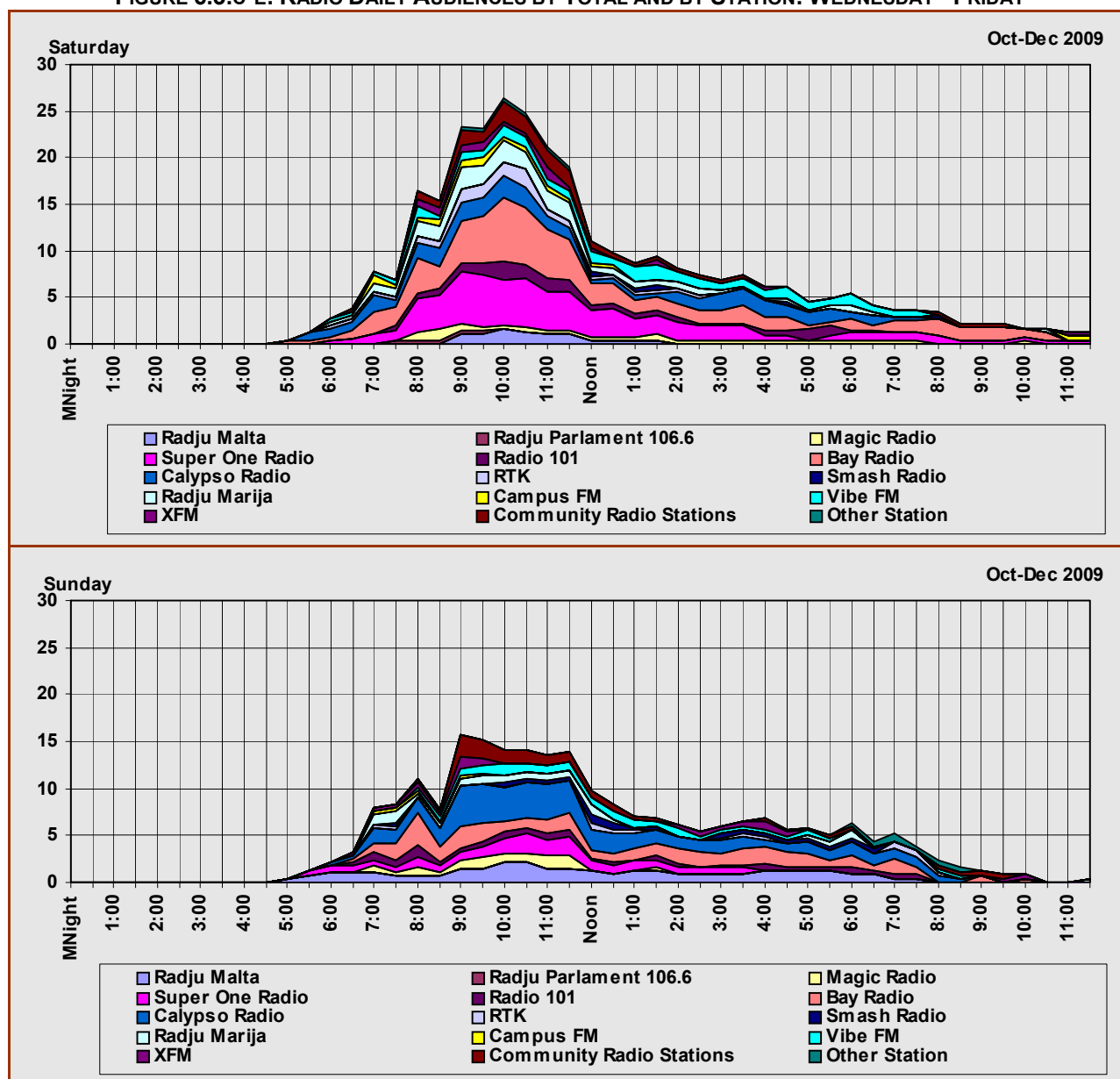


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in Table 6.3 and Figure 6.4 below, and Table 6.4 in Part Two.

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT-DEC 2008 TO OCT-DEC 2009]

Total Average	RADJU MALTA	R. PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER RADIO STATION
Oct-Dec '08	7.5	2.3	5.8	18.0	3.5	15.7	17.6	6.9	3.3	8.2	0.3	4.8	4.5	1.2	0.5	-
1%=1724																
Jan-Mar '09	5.8	1.0	5.4	18.9	4.6	13.7	14.1	9.2	3.9	9.6	0.6	4.3	5.6	2.8	0.4	-
1%=1667																
Apr-Jun '09	6.3	0.4	5.6	19.1	3.8	18.5	11.3	10.1	3.6	9.9	1.3	3.4	2.7	3.4	0.4	0.0
1%=1785																
Jul-Sep '09	7.9	-	5.6	19.7	4.6	19.2	10.8	8.1	3.5	4.9	1.6	4.7	3.8	4.7	0.8	-
1%=1917																
Oct-Dec '09	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	-	1.4
1%=1993																

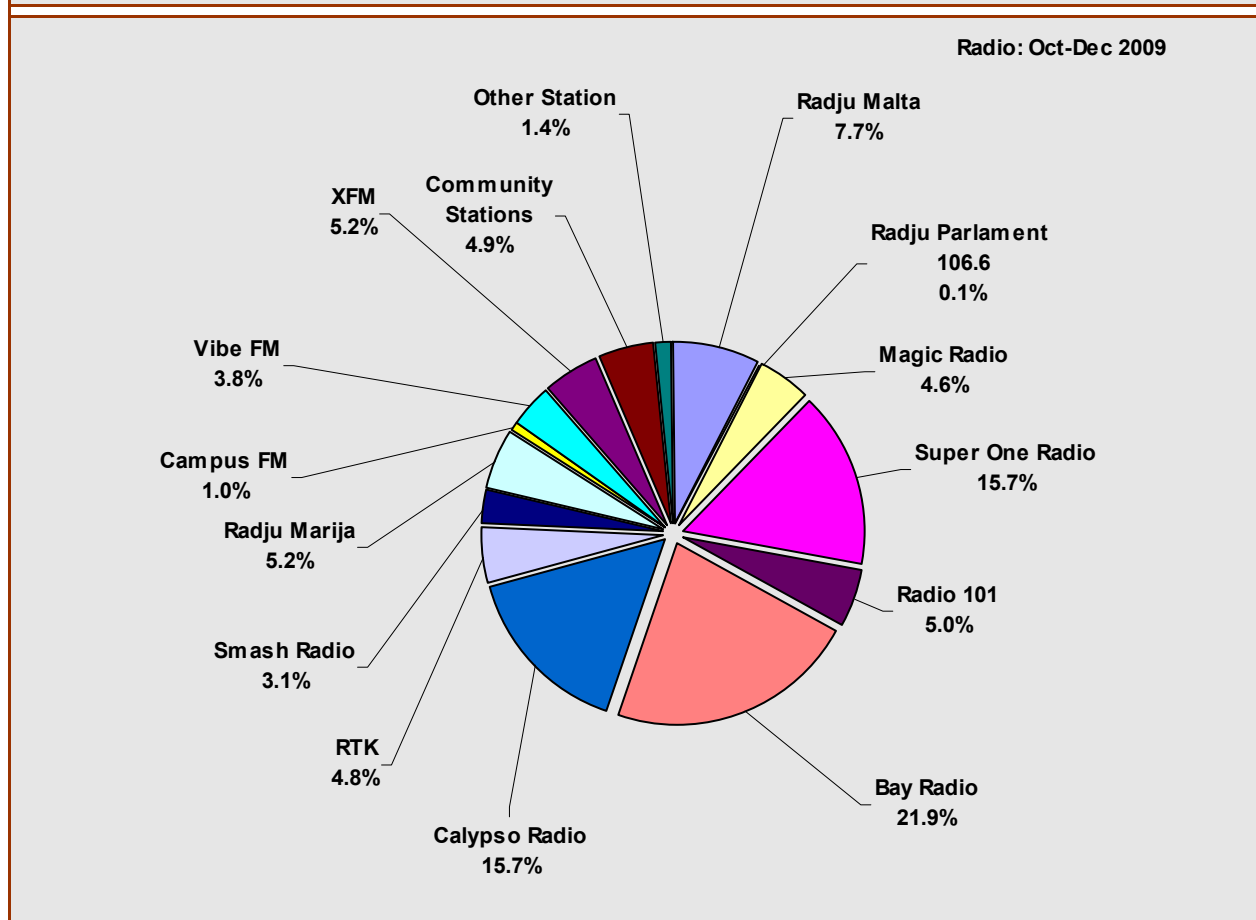


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2009]

7. TV AUDIENCES

Respondents were asked to state at which times they started and stopped watching their TV-sets. The time brackets were listed by the interviewer. The 24-hour clock was divided into half-hour brackets, with the exception of main news broadcasts where the clock-hour was divided into quarter-hours.

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

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Overall, of the local TV broadcasting stations TVM has attained the highest daily average [1.764%] with its highest average being on Sundays [2.311%]. This was followed by One TV [1.335%] with the next highest daily average and reaching its highest average on Saturdays [2.123%]; and Net TV [0.424%] with its highest on Wednesdays at 0.712%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2009]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Mon	1.746	1.190	0.634	0.000	0.000	0.000	0.025	0.188	0.053	0.037	0.156	0.571	0.298	0.440	0.028	0.026	0.397
Tue	1.909	1.353	0.626	0.033	0.040	0.000	0.030	0.084	0.105	0.068	0.156	0.227	0.371	0.267	0.034	0.076	1.112
Wed	1.220	1.190	0.712	0.033	0.000	0.000	0.174	0.481	0.070	0.025	0.382	0.155	0.466	0.246	0.035	0.214	1.308
Thu	1.758	1.314	0.287	0.019	0.000	0.000	0.235	0.174	0.032	0.054	0.193	0.474	0.551	0.337	0.027	0.078	1.123
Fri	2.204	1.127	0.265	0.027	0.000	0.045	0.000	0.417	0.042	0.032	0.098	0.362	0.091	0.282	0.220	0.071	0.952
Sat	1.206	2.123	0.191	0.021	0.018	0.000	0.069	0.280	0.085	0.016	0.211	0.471	0.505	0.636	0.052	0.046	1.777
Sun	2.311	1.041	0.265	0.072	0.000	0.000	0.009	0.096	0.120	0.000	0.115	0.440	0.429	0.337	0.000	0.116	1.406
Mon-Sun	1.764	1.335	0.424	0.029	0.008	0.006	0.080	0.245	0.072	0.033	0.187	0.387	0.390	0.363	0.056	0.090	1.154

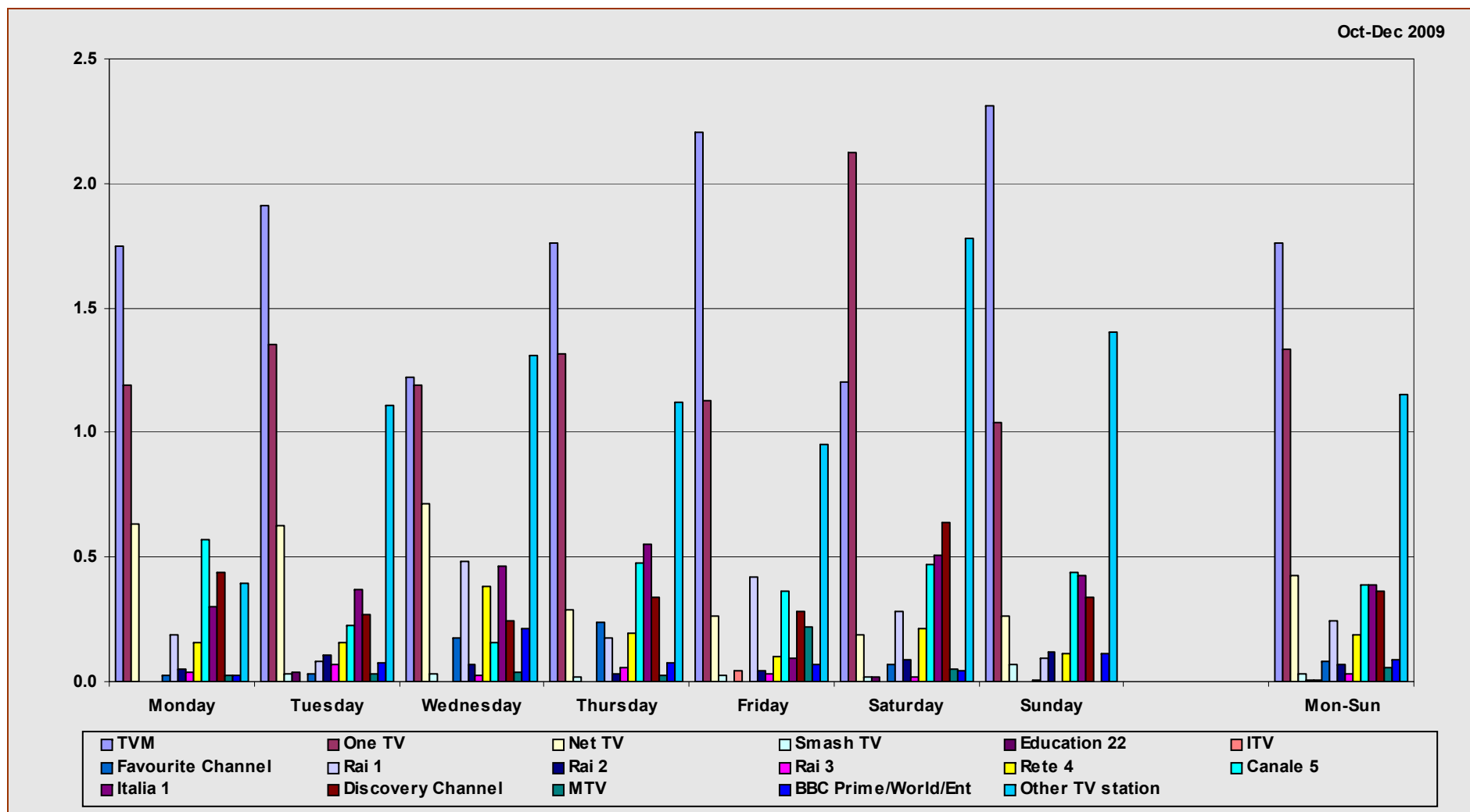


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2009]

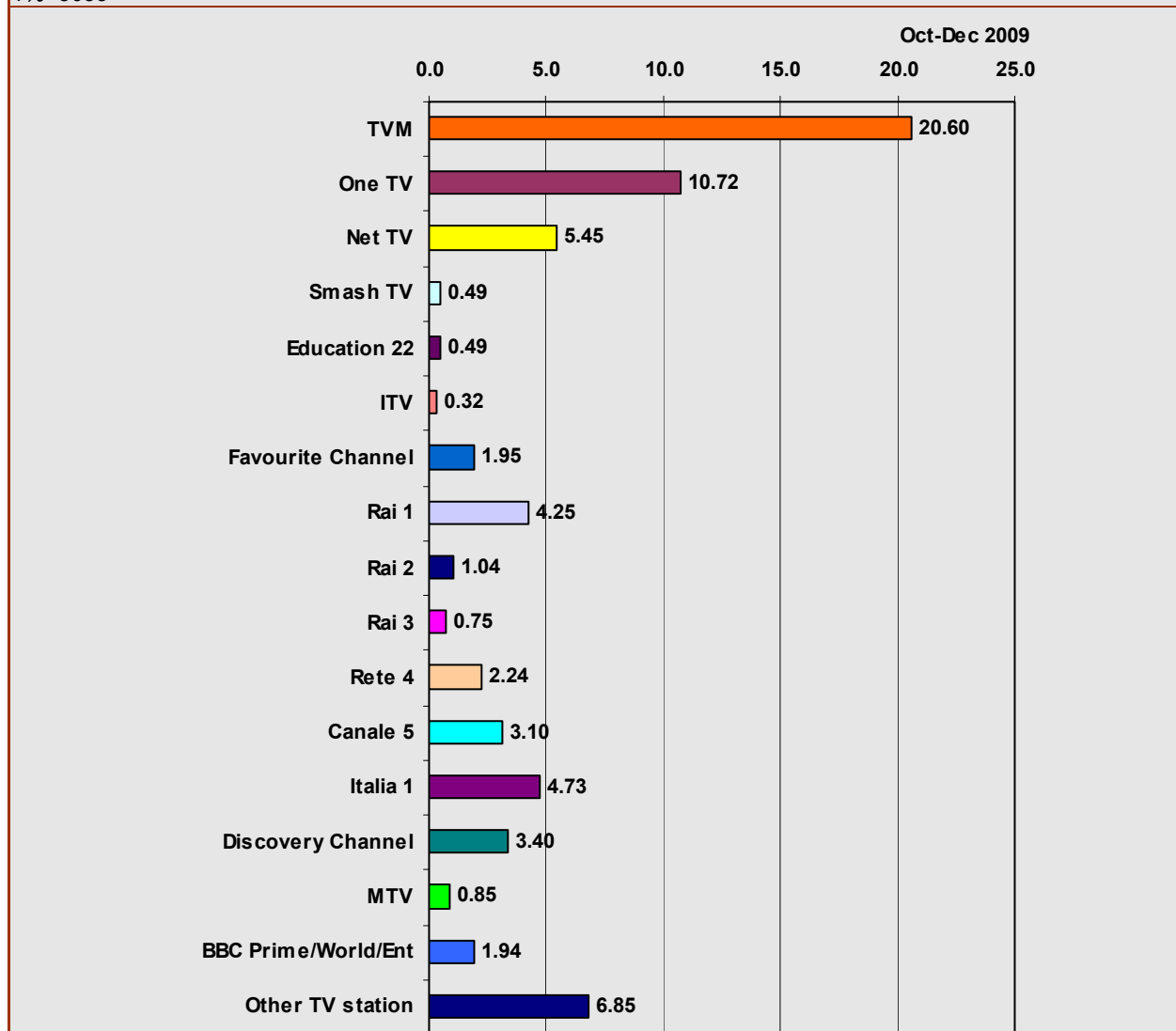
7.2 WEEKDAYS PEAK AUDIENCES

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

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2009]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Mondays	14.861	10.720	5.451	0.000	0.000	0.000	0.405	2.071	0.732	0.432	1.210	3.102	1.700	2.192	0.338	0.318	3.248
Tuesdays	12.830	6.314	2.451	0.415	0.492	0.000	0.491	1.097	1.006	0.748	1.060	1.058	2.802	2.153	0.442	1.108	5.825
Wednesdays	6.892	7.177	5.291	0.487	0.000	0.000	1.946	4.250	0.847	0.404	2.239	1.207	3.353	1.255	0.438	1.940	5.828
Thursdays	14.074	8.280	1.875	0.460	0.000	0.000	1.709	1.037	0.405	0.304	1.913	1.814	4.732	1.789	0.447	0.573	6.036
Fridays	20.173	7.200	1.362	0.492	0.000	0.318	0.000	2.286	0.415	0.412	0.684	2.288	0.725	1.724	0.854	0.669	4.726
Saturdays	8.170	5.885	1.241	0.419	0.437	0.000	0.404	1.908	1.045	0.402	1.653	2.431	3.112	3.398	0.487	0.387	5.304
Sundays	20.605	4.801	1.810	0.321	0.000	0.000	0.426	0.597	0.441	0.000	0.704	1.795	2.551	2.495	0.000	0.664	6.847
Highest Peak	20.605	10.720	5.451	0.492	0.492	0.318	1.946	4.250	1.045	0.748	2.239	3.102	4.732	3.398	0.854	1.940	6.847

1%=3633



1%=3633

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2009]

7.3 DAILY AUDIENCE SHARE

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

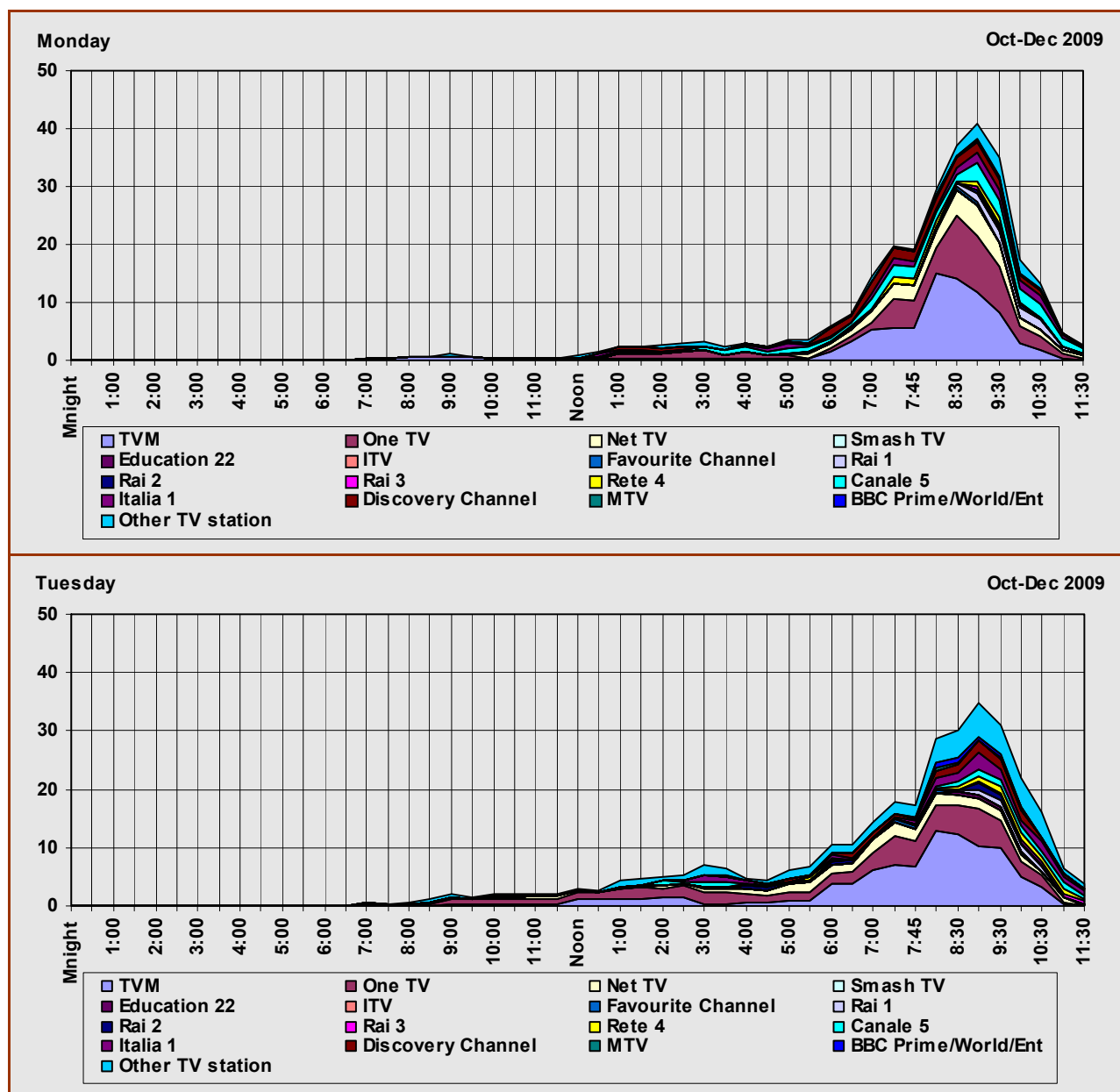
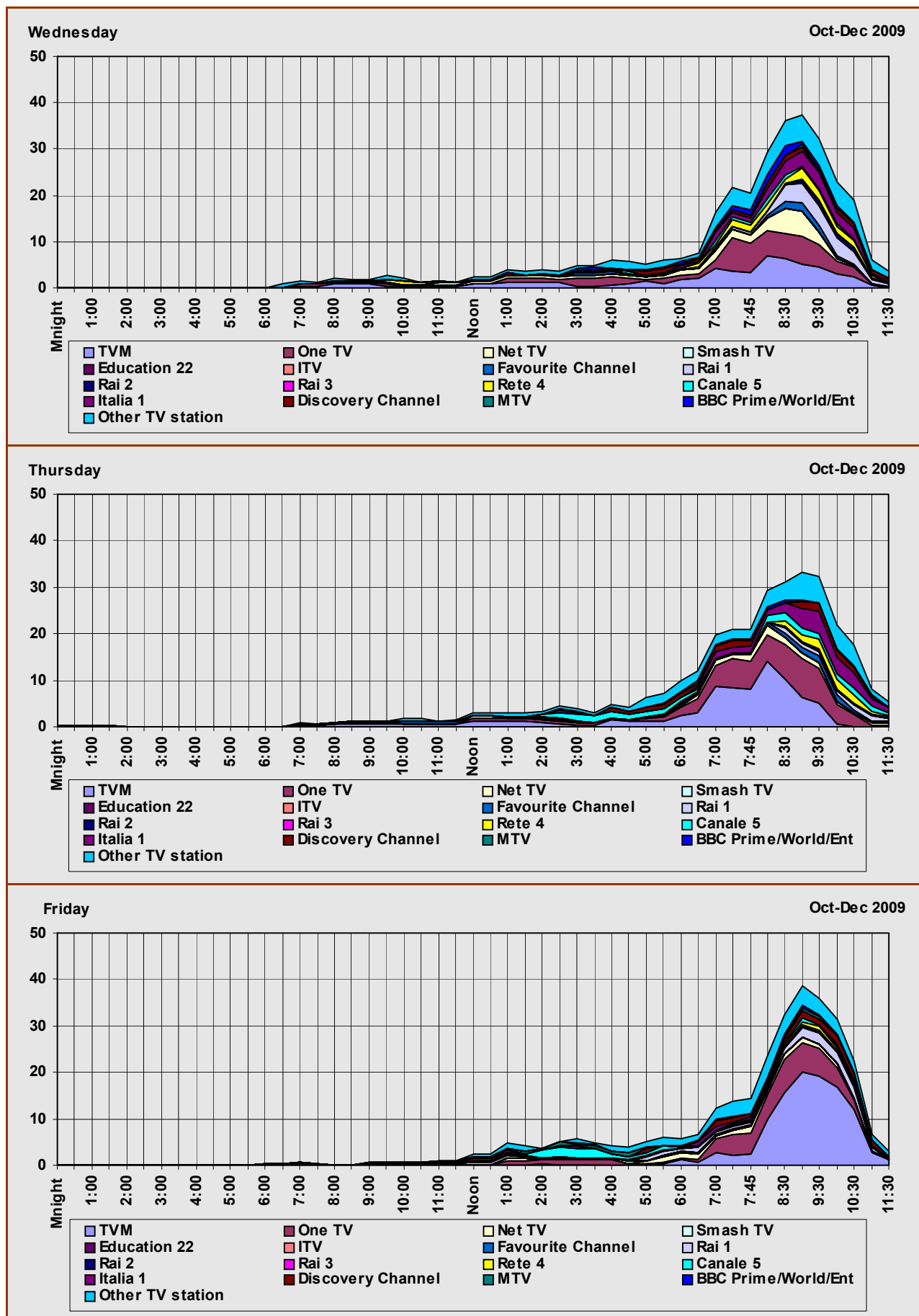


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY



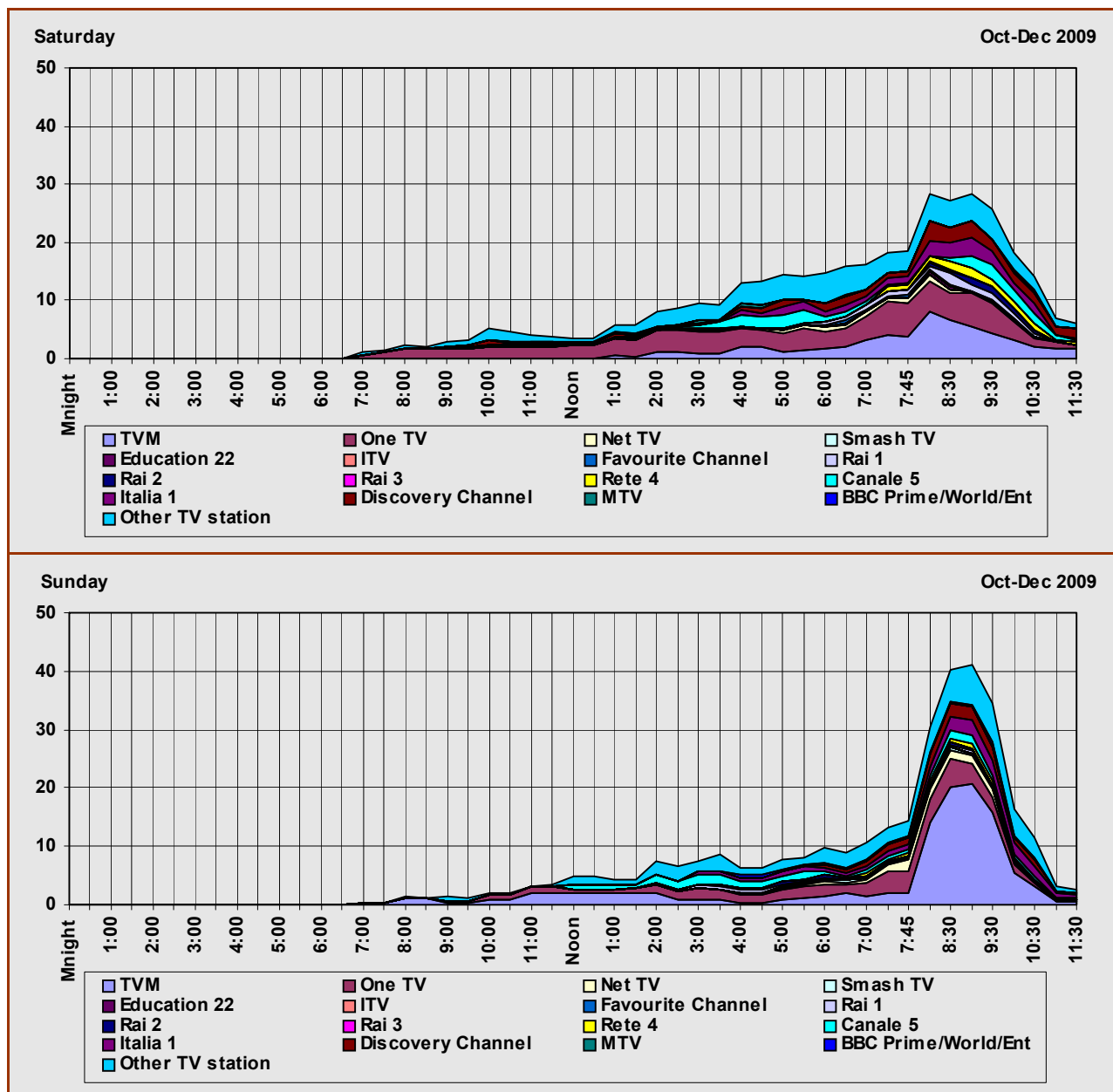


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average TV audience share attained by each broadcasting station is show in Table 7.3 and Figure 7.4 below, and Table 7.4 in Part Two.

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT-DEC 2008 TO OCT-DEC 2009]

Total Avg.	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	FAVOURITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Oct-Dec '08	32.2	24.1	5.7	0.3	-	-	-	3.7	1.8	0.4	1.7	5.6	3.4	3.4	0.5	1.4	15.5
1%=2190																	
Jan-Mar '09	34.5	18.8	5.4	0.4	-	-	1.9	3.4	1.8	0.8	3.2	6.7	5.8	1.8	0.3	1.1	13.0
1%=1943																	
Apr-Jun '09	31.6	14.8	5.9	0.7	0.3	-	0.6	6.0	1.3	0.5	3.6	5.2	6.6	3.3	1.9	1.6	16.0
1%=2344																	
Jul-Sep '09	14.7	17.8	6.7	4.5	-	0.1	2.5	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	2.3	22.2
1%=2268																	
Oct-Dec '09	26.6	20.2	6.4	0.4	0.1	0.1	1.2	3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
1%=2596																	

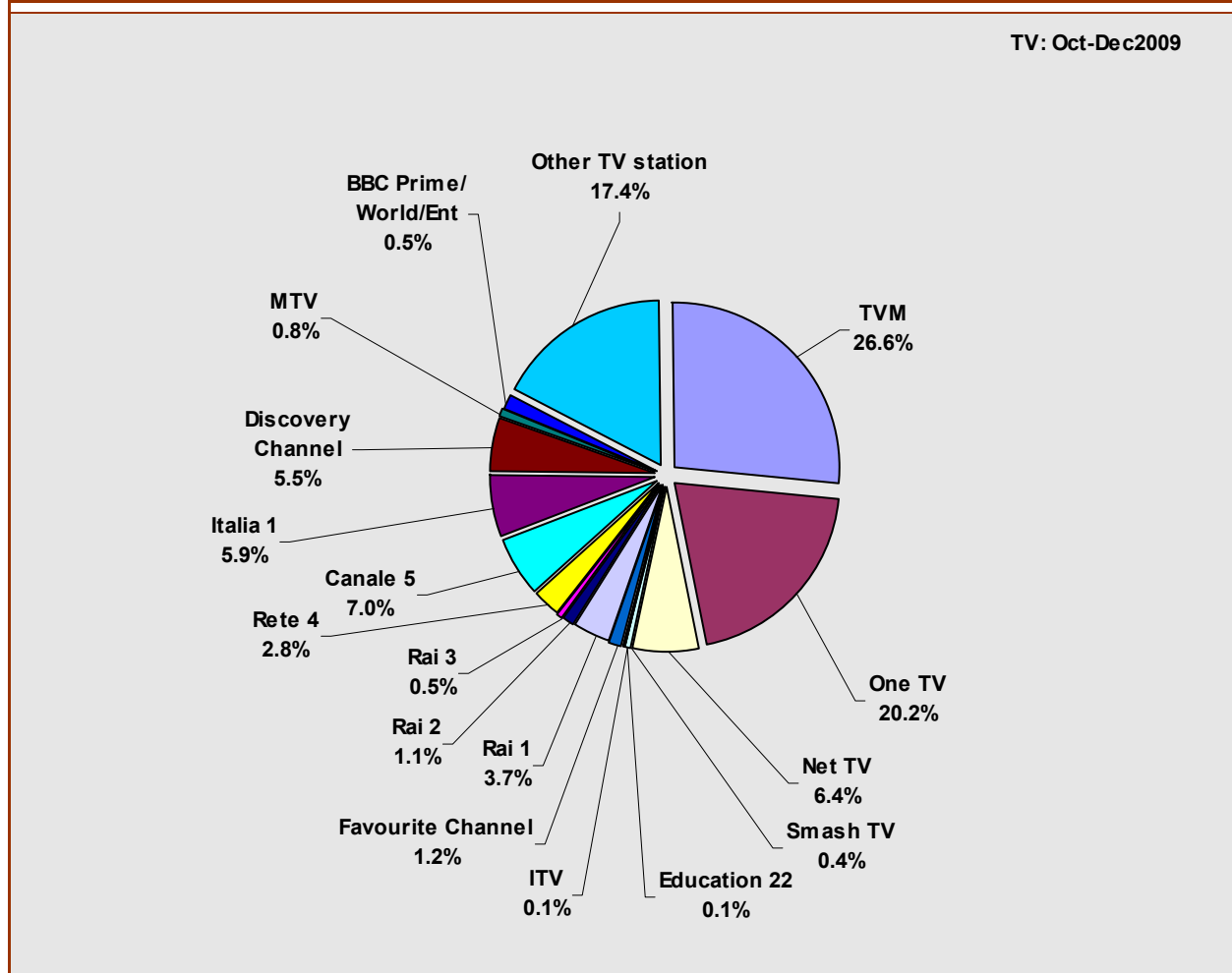


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [OCT-DEC 2009]

8. RADIO AND TV CONSUMPTION

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis listening/viewing their reception media is another data that has been computed for this period. This would indicate the number of hours that consumers were captured by the respective broadcasting stations; or rather for how long did each broadcasting station manage to maintain, on average, its audiences.

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for the period stands at 2.98hrs [Oct-Dec '08:3.19hrs; Jan-Mar '09:2.96hrs; Apr-Jun '09: 3.07hrs; Jul-Sep '09:2.86hrs].

The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

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

	Radju Malta	Radju Parlament 106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign / Other Stations
Oct-Dec 2008	3.78	2.46	2.55	3.59	2.24	3.06	4.27	2.73	2.51	2.92	2.13	3.83	2.66	3.45	1.50
Jan-Mar 2009	2.56	2.78	2.93	3.38	2.29	2.15	4.15	3.00	2.91	3.26	3.10	3.09	2.94	3.63	1.13
Apr-Jun 2009	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	2.00
Jul-Sep 2009	2.73	-	2.57	3.41	2.84	2.43	3.29	2.85	3.23	2.50	3.75	2.84	2.30	3.95	1.79
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73

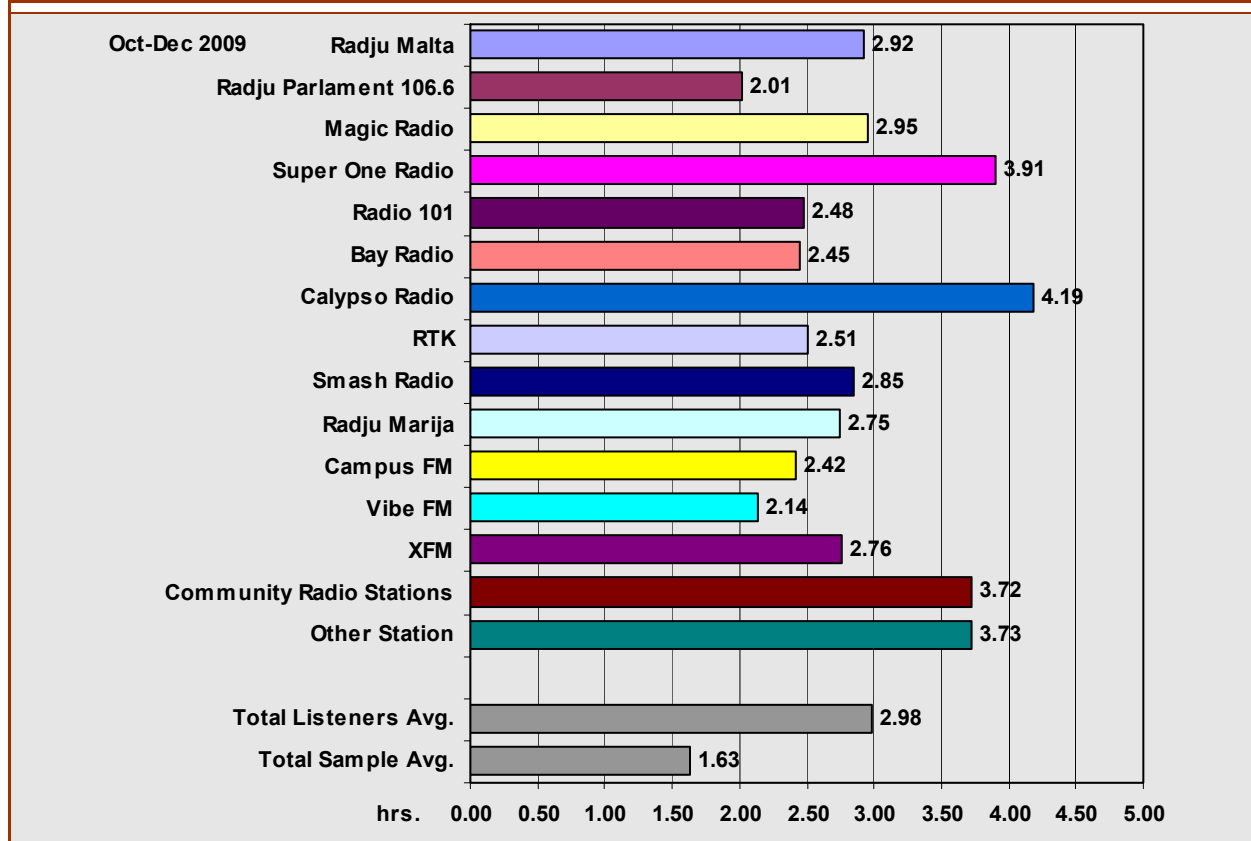


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2009]

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for October-December 2009 stands at 1.63hrs every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 32.4% from 4.41hrs for Oct-Dec 2006 to 2.98hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 27.9% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

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

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98
Total Sample	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63

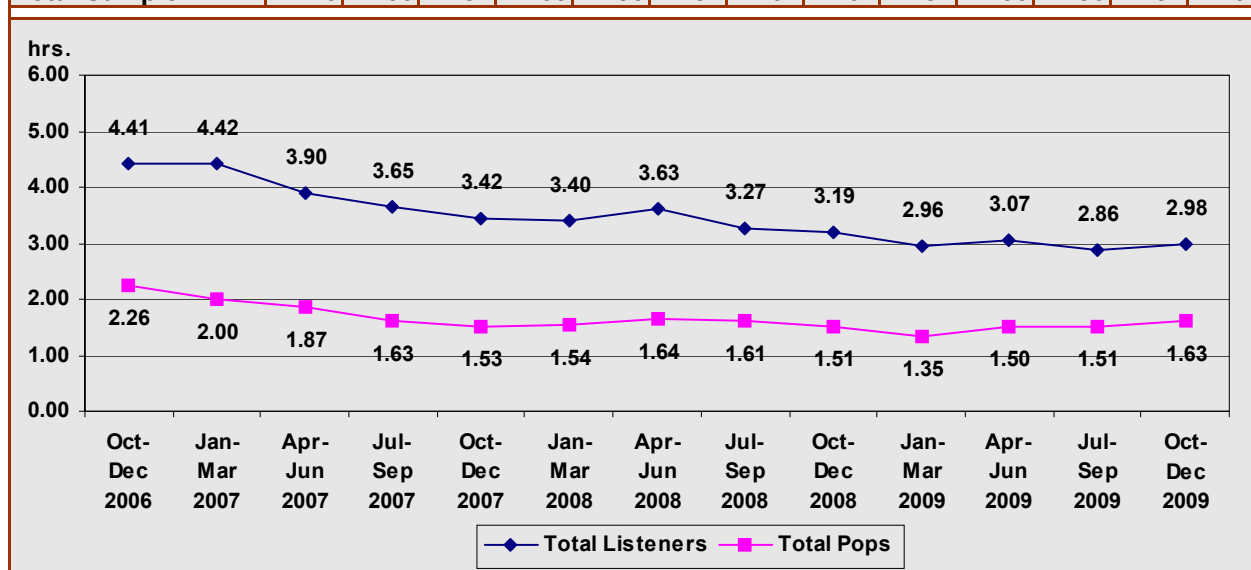


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006-2009]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station for all the yearly quarters from October-December 2006 are listed in Table 8.2 below.

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION [OCT/DEC 2006-2009]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08	3.78	2.56	3.08	2.73	2.92
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60	2.46	2.78	1.64		2.01
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12	2.55	2.93	2.65	2.57	2.95
Super One Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83	3.59	3.38	3.69	3.41	3.91
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97	2.24	2.29	2.76	2.84	2.48
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15	3.06	2.15	2.46	2.43	2.45
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95	4.27	4.15	3.34	3.29	4.19
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64	2.73	3.00	3.52	2.85	2.51
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67	2.51	2.91	3.57	3.23	2.85
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70	2.92	3.26	3.59	2.50	2.75
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25	2.13	3.10	3.89	3.75	2.42
Capital Radio/Vibe FM	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85	3.83	3.09	3.29	2.84	2.14
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80	2.66	2.94	2.06	2.30	2.76
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94	3.45	3.63	3.34	3.95	3.72
Foreign/Other Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94	1.50	1.13	2.00	1.79	3.73
Total Listeners [hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98
Total Sample [hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.15hrs [Oct-Dec 2008: 2.40hrs; Jan-Mar '09:1.98hrs; Apr-Jun '09:2.03hrs; Jul-Sep '09:1.97hrs;]. The analysis by TV station is represented Table 8.4 and Figure 8.3 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER [OCT/DEC 2008-2009]

	TVM	One TV	Net TV	Smash TV	Education 22	iTV	Family TV	Favourite TV*	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Oct-Dec '08	2.27	2.78	2.19	4.50	0.0	0.0	2.50	-	2.06	2.40	2.00	2.19	2.19	2.01	2.39	1.67	2.03	1.33	2.71
Jan-Mar '09	1.83	2.63	1.92	1.88	0.0	0.0	2.56	2.88	1.63	1.75	1.83	1.74	1.94	2.06	1.67	0.92	1.59	0.67	2.02
Apr-Jun '09	1.87	2.56	2.51	1.42	7.00	0.0	2.67	1.50	1.95	1.86	1.57	2.02	1.92	2.02	1.88	1.84	2.57	1.90	2.05
Jul-Sep '09	1.38	2.40	2.04	2.01	0.0	2.00		3.22	1.89	2.15	1.57	2.21	2.24	1.73	1.90	1.17	2.13	5.50	2.18
Oct-Dec '09	2.00	2.69	2.37	1.14	1.53	3.00		1.93	2.06	2.00	1.44	1.92	2.32	1.77	2.06	1.45	1.64		2.23
*Favourite TV was unlicensed during October-December 2008																			

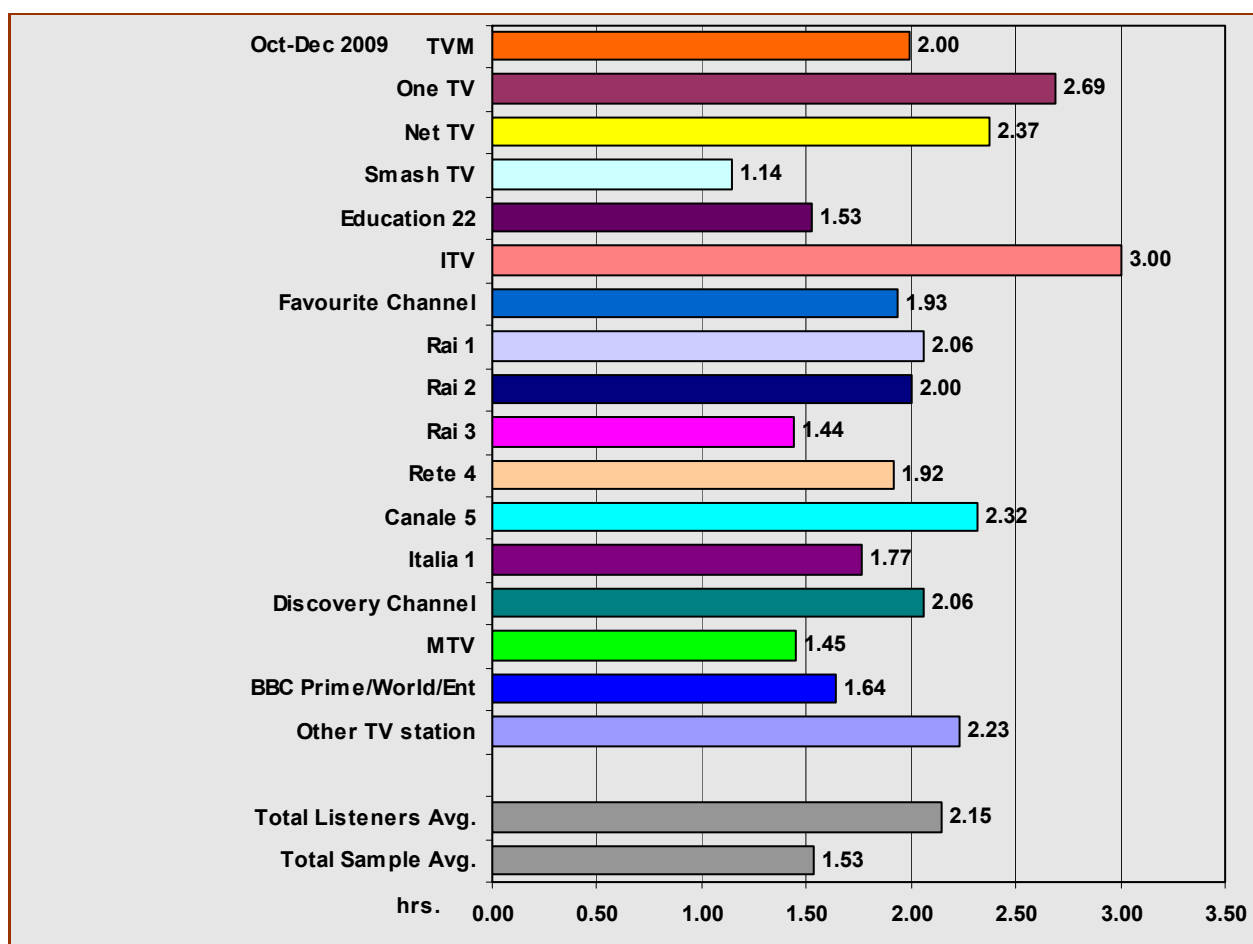


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2009]

Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at 1.53hrs [Oct-Dec '08: 1.45hrs; Jan-Mar '09:1.07hrs; April-Jun '09:1.32hrs; Jul-Sep '09:1.23hrs] every day.

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased slightly from 2.35hrs for Oct-Dec 2006 to 2.15hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to date is of 2.55% from 1.57hrs to 1.53hrs – see Table 8.5 and Figure 8.4 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006-2009]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
Total Listeners	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15
Total Sample	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53

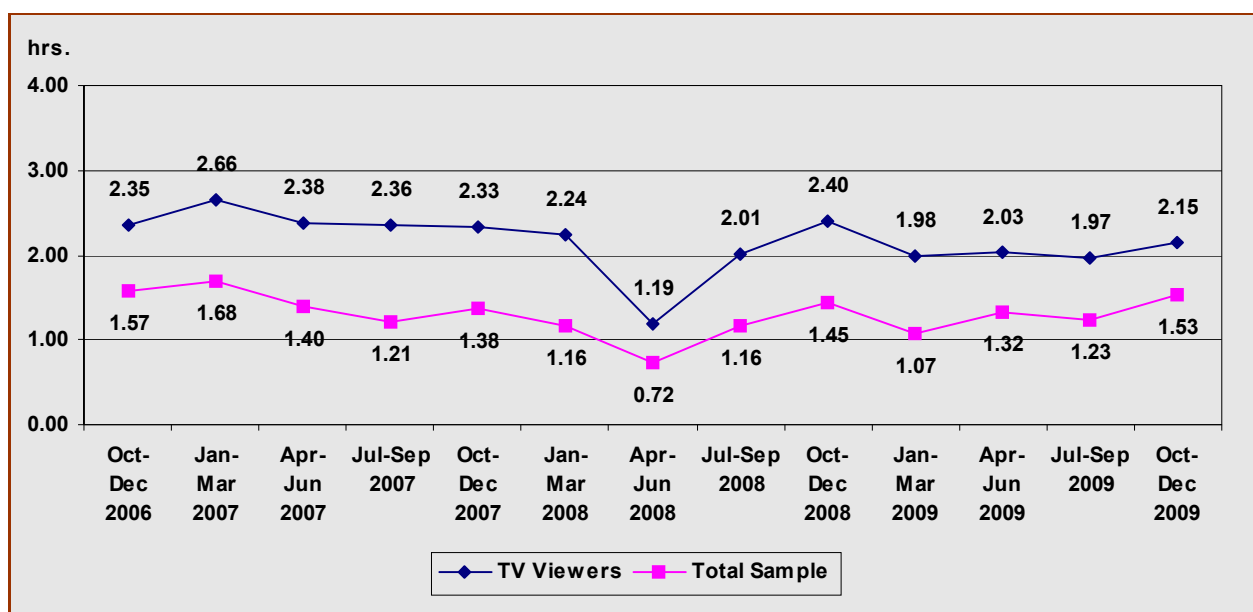


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006-2009]

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

TABLE 8.6: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION [OCT/DEC 2006-2009]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44	2.27	1.83	1.87	1.38	2.00
One TV	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10	2.78	2.63	2.56	2.40	2.69
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94	2.19	1.92	2.51	2.04	2.37
Smash TV	1.00	1.00	1.19	2	0.93	0.80	1.83	1.93	4.50	1.88	1.42	2.01	1.14
Education 22	2.75	-	-	-	1.00	0.50	2.63	-	-	-	7.00	-	1.53
ITV	-	-	-	1.5	-	-	3.00	0.50	-	-	-	2.00	3.00
Family TV	-	-	-	-	-	-	3.14	2.69	2.50	2.56	2.67	-	-
Favourite TV	-	-	-	-	-	-	-	-	-	2.88	1.50	3.22	1.93
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65	2.06	1.63	1.95	1.89	2.06
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15	2.40	1.75	1.86	2.15	2.00
Rai 3	2.50	1.75	-	1.63	2.13	1.38	1.89	2.50	2.00	1.83	1.57	1.57	1.44
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39	2.19	1.74	2.02	2.21	1.92
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46	2.19	1.94	1.92	2.24	2.32
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13	2.01	2.06	2.02	1.73	1.77
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78	2.39	1.67	1.88	1.90	2.06
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30	1.67	0.92	1.84	1.17	1.45
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93	2.03	1.59	2.57	2.13	1.64
BBC World	1.00	2.00	-	-	2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50	-
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54	2.71	2.02	2.05	2.18	2.23
TV Viewers [hrs]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15
Total Sample [hrs]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53

8.3 Radio Consumption by Time Brackets

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

Data for this analysis was taken from the counts of all viewers and listeners while taking into consideration the time spent. The data was analysed first in total by demographic factors as gender, age group, and district and by time period (weekday and month) – see Table 8.7 and Figure 8.5 below. The same counts were then analysed by broadcasting station; the summary of which is listed in Table 8.8 and Figure 8.6 below. Each station's data was then analysed by broadcasting station and is found in Part Two of this report.

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.9-10 and Figures 8.7-8 below and Part Two of this report.

TABLE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2009]

TABLE 017: WEIGHTED PUBLIC CONSUMPTION BY TIME PERIOD, BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTH (2010-2019)																										
	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
> 6:00	0.61	0.67	0.55	0.00	0.27	0.24	0.57	0.55	1.31	2.63	0.76	0.47	0.56	0.64	0.36	1.52	0.99	0.61	0.28	0.77	0.37	0.54	0.70	0.57	0.62	0.66
6:00-9:00	20.43	20.01	20.89	19.12	22.08	18.37	21.50	18.69	21.01	18.16	20.52	20.68	20.12	21.10	20.95	16.30	21.33	20.48	22.06	21.73	21.73	16.80	17.29	21.49	19.55	20.23
9:00-12:00	34.50	31.11	38.30	21.58	29.04	31.90	33.07	37.58	41.81	28.17	37.07	32.79	31.28	36.45	31.63	43.66	33.05	33.77	29.60	34.91	31.03	43.74	36.82	36.76	32.00	34.80
12:00-17:00	29.99	32.33	27.37	37.82	36.95	37.99	28.51	28.90	23.44	19.50	28.29	31.18	31.50	28.40	31.23	27.80	31.63	28.09	32.25	29.62	32.69	25.70	29.13	28.85	30.80	30.35
17:00-20:00	11.25	12.44	9.91	19.44	8.25	10.10	12.00	11.17	10.97	29.06	9.39	12.74	12.90	10.84	11.39	7.51	10.86	12.49	12.71	9.57	12.55	8.33	12.97	10.12	12.68	10.89
20:00-24:00	3.22	3.44	2.98	2.59	3.46	1.37	4.34	3.12	1.52	2.34	3.98	2.13	3.62	2.54	4.39	3.58	2.14	4.59	3.12	3.36	1.65	4.85	3.02	2.21	4.33	3.09
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

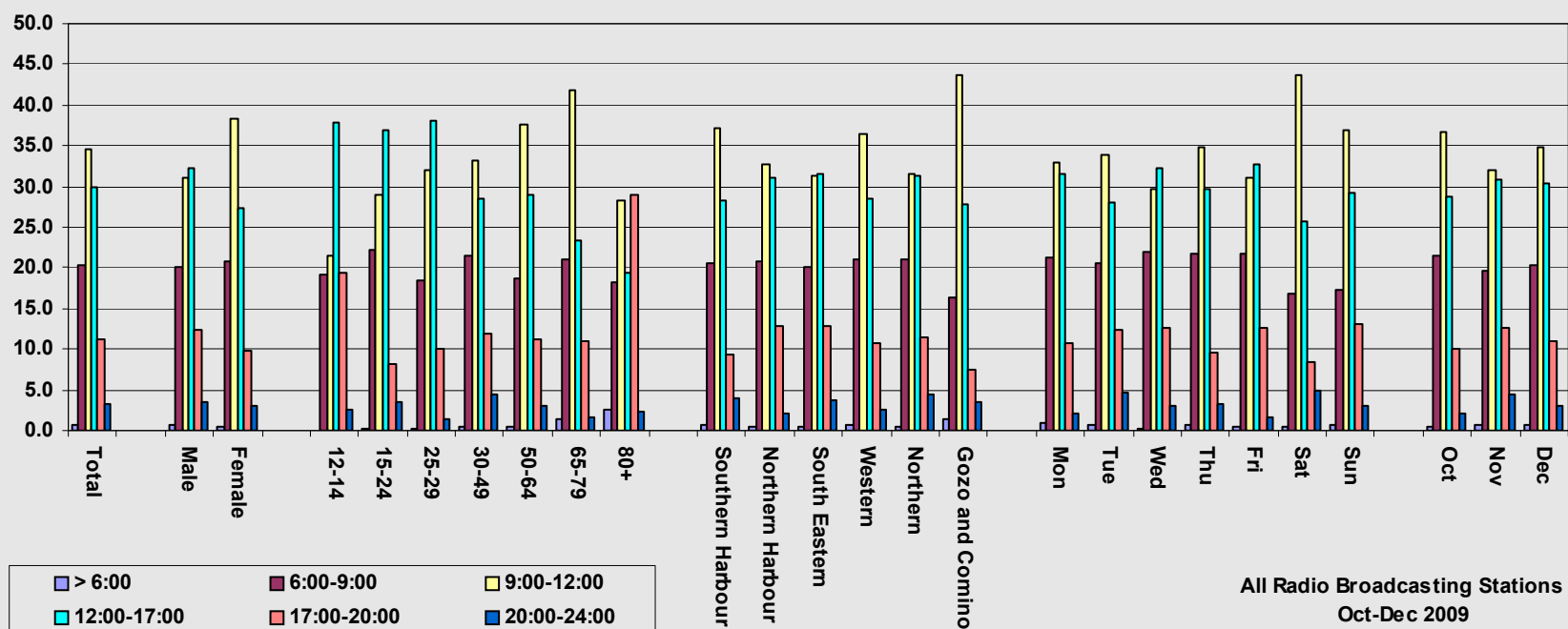


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [OCT-DEC 2009]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2009]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec	
Radju Malta	7.73	6.49	9.12	5.45	0.11	0.89	5.69	12.38	15.11	19.37	9.88	7.65	3.08	9.80	6.89	8.02	8.53	6.65	6.70	7.94	9.31	2.62	13.86	6.28	6.58	10.66	
Radju Parlament 106.6	0.14	0.26	0.00	0.00	0.00	0.00	0.15	0.00	0.68	0.00	0.00	0.31	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.64	0.00	0.26	0.00	0.16		
Magic Radio	4.57	4.01	5.20	0.00	0.24	10.00	8.98	2.54	0.85	0.00	6.18	2.46	4.60	3.39	7.07	5.43	9.79	1.28	3.17	2.23	7.14	3.93	4.06	5.19	5.00	3.39	
Super One Radio	15.65	13.24	18.35	2.62	1.23	10.07	9.47	27.24	27.61	25.29	20.82	11.51	20.09	10.04	19.77	9.56	8.80	15.43	24.52	11.82	18.75	20.48	8.96	17.07	13.33	16.71	
Radio 101	5.04	5.08	4.98	0.00	0.35	0.25	3.19	6.81	14.70	7.59	4.12	7.16	7.47	4.07	1.52	3.74	2.33	5.72	7.01	3.31	6.33	5.87	5.44	6.61	5.76	2.45	
Bay Radio	21.86	30.94	11.69	44.07	61.39	43.80	19.71	6.32	0.00	0.00	16.54	22.79	22.04	27.52	21.50	23.21	20.58	23.05	22.91	27.14	16.71	23.37	16.82	22.71	21.60	21.22	
Calypso Radio	15.65	14.76	16.65	25.05	2.33	6.97	25.91	16.70	9.06	2.55	19.61	16.18	7.63	17.95	15.94	10.43	15.68	11.10	11.88	17.57	20.74	11.49	22.82	14.50	16.87	15.55	
RTK	4.80	4.22	5.45	0.00	0.00	0.89	3.16	7.91	10.31	10.34	3.99	3.85	6.43	1.62	5.08	16.54	4.26	14.23	5.70	2.34	1.02	4.13	1.98	4.72	3.12	6.80	
Smash Radio	3.11	2.40	3.91	3.14	4.18	1.12	5.24	0.92	2.58	0.00	2.62	3.31	5.28	3.05	1.78	2.34	11.39	1.35	1.00	2.36	0.87	0.62	3.17	2.64	3.57	3.12	
Radju Marija	5.21	2.42	8.33	0.00	0.36	0.45	1.96	10.21	8.82	32.32	4.33	4.59	4.68	7.94	4.37	8.01	2.02	5.79	3.54	5.98	6.77	8.07	4.76	3.89	3.95	8.10	
Campus FM	0.99	1.70	0.20	0.00	0.24	0.51	0.38	1.20	3.55	0.00	0.10	2.27	0.36	0.40	0.47	2.56	0.24	3.13	0.00	0.57	0.31	2.31	0.76	0.49	1.76	0.68	
Vibe FM	3.79	2.84	4.85	11.97	6.45	18.98	3.55	0.06	0.00	0.00	2.65	4.65	4.72	4.44	2.80	2.34	0.48	2.94	1.76	3.51	5.33	8.00	5.95	4.47	2.75	4.20	
XFM	5.15	5.56	4.69	6.78	19.05	2.72	4.17	1.64	0.00	0.00	3.75	4.49	7.51	5.83	6.53	2.55	7.76	3.42	5.40	10.04	1.47	2.45	3.33	4.32	6.73	4.28	
Community Stations	4.88	3.60	6.31	0.00	4.09	3.29	4.94	5.39	6.26	2.39	5.42	7.19	5.72	3.73	0.47	3.77	4.37	3.48	5.41	4.65	4.70	5.35	6.71	5.44	6.35	2.58	
Other Station	1.44	2.48	0.27	1.46	0.00	0.00	3.50	0.69	0.52	0.00	0.00	1.59	0.00	0.19	5.78	1.56	3.77	2.46	1.02	0.51	0.21	0.64	1.31	1.43	2.61	0.12	
Total Listeners	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

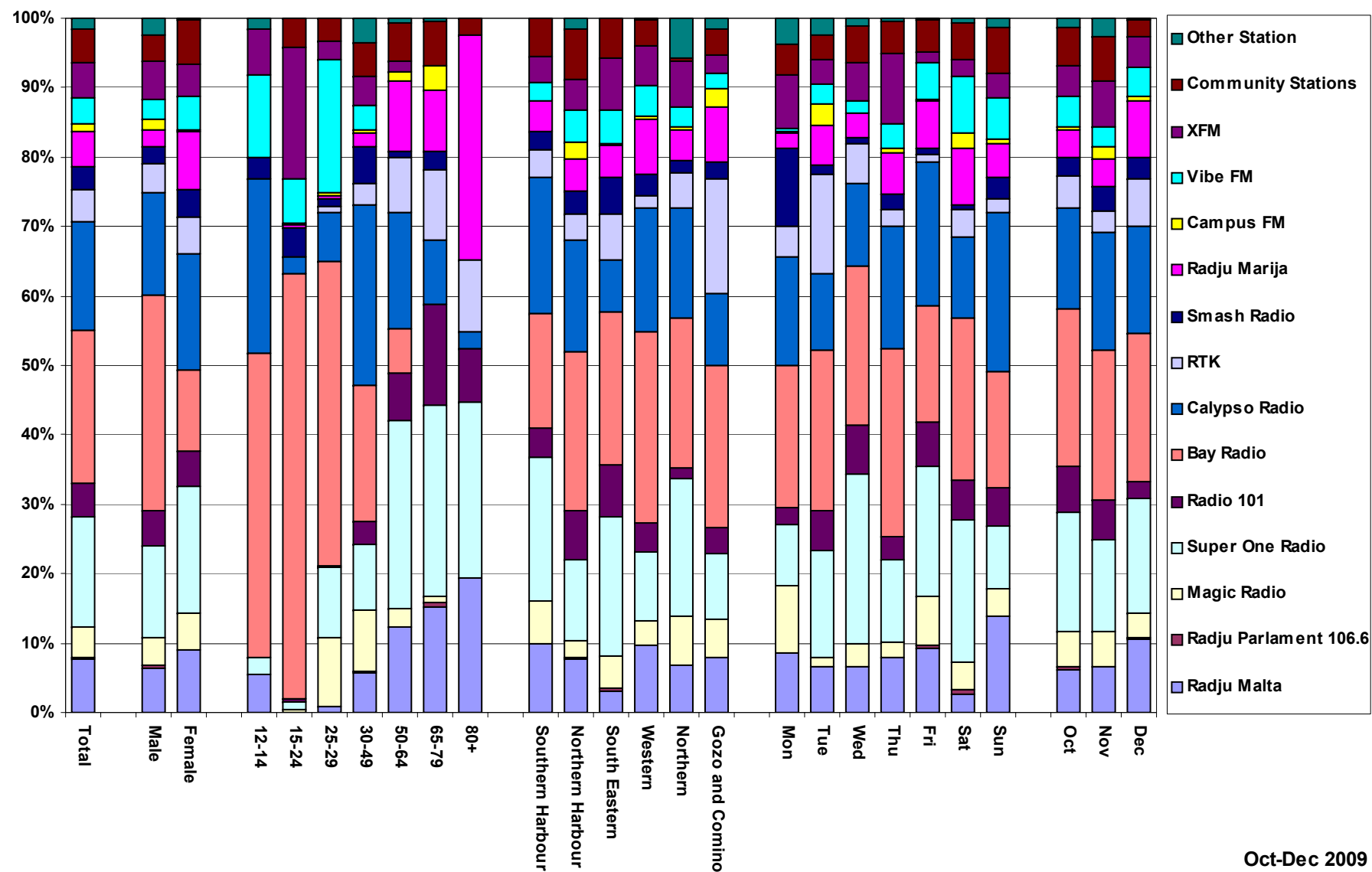


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS[OCT-DEC 2009]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2009]

	Total	Gender		Age Groups						Districts							Weekdays							Months		
		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	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
>12:00	4.68	3.22	5.95	10.31	3.84	3.61	4.43	3.53	7.01	1.08	3.81	5.44	4.77	3.98	6.03	1.97	1.92	4.67	5.46	4.28	2.16	8.11	5.06	3.49	3.01	7.31
12:00-19:00	24.76	19.19	29.60	33.63	28.25	28.97	23.59	22.97	22.55	23.01	25.47	23.94	24.34	25.44	26.34	22.60	15.58	25.58	20.13	21.79	21.09	36.85	29.06	22.91	21.79	29.19
19:00-20:30	24.40	26.39	22.66	27.87	22.22	19.15	22.49	26.20	26.84	29.33	24.15	24.59	24.00	24.87	23.13	26.96	29.07	24.48	26.62	27.96	20.92	21.54	20.71	23.84	27.43	22.17
20:30-22:00	31.47	33.90	29.33	24.82	29.29	31.96	33.97	32.50	29.39	29.32	32.47	30.68	31.69	29.71	32.08	33.85	39.88	30.11	32.12	29.65	35.01	21.47	35.09	32.40	33.93	28.34
22:00-24:00	14.70	17.28	12.45	3.47	16.38	16.19	15.51	14.80	14.18	17.19	14.07	15.35	15.18	16.02	12.36	14.67	13.52	15.14	15.67	16.26	20.84	11.99	10.11	17.37	13.85	12.98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

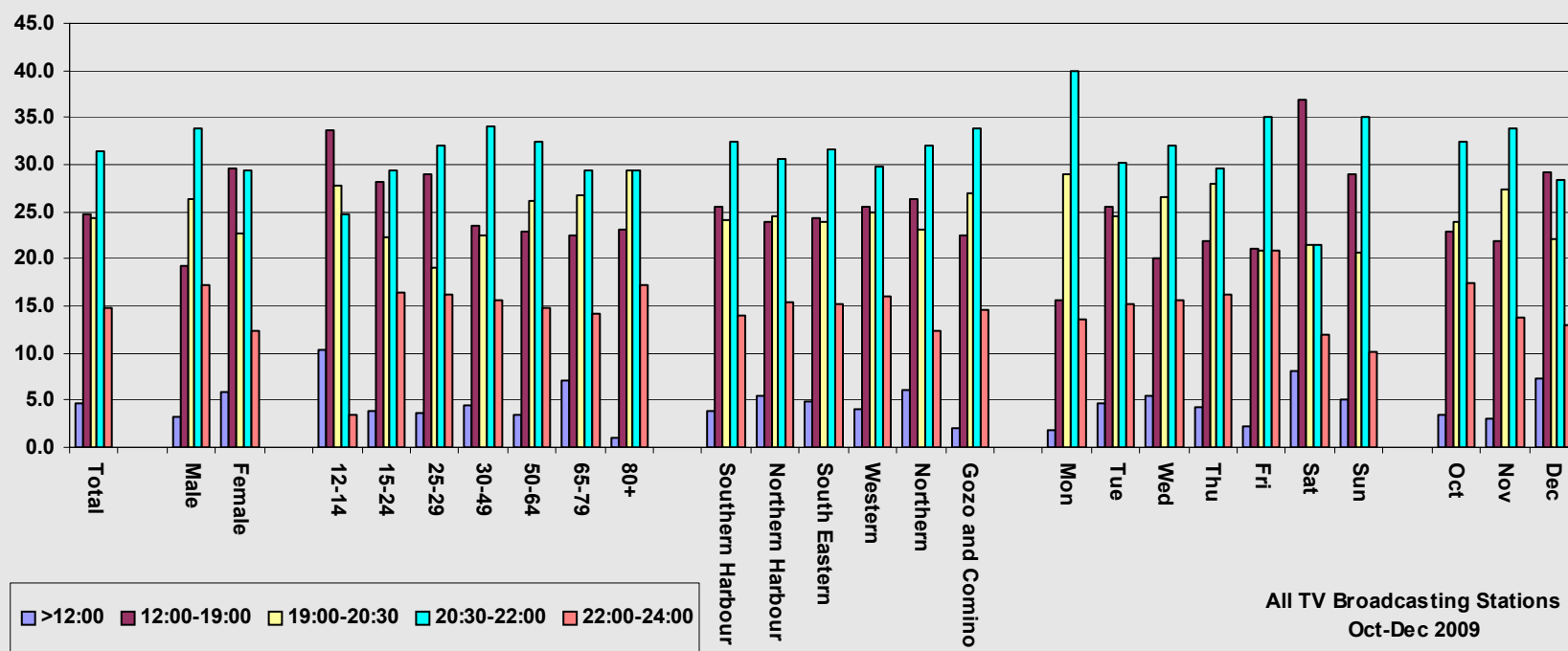


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2009]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2009]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
TVM	26.63	25.09	27.96	15.54	20.21	31.55	29.77	24.25	30.30	35.41	26.19	25.96	25.63	29.99	22.88	35.06	30.15	29.39	18.18	26.40	35.36	15.64	34.22	24.14	28.14	27.58	
One TV	20.15	19.15	21.02	13.19	19.05	27.17	15.48	23.06	23.91	25.92	24.42	15.78	26.99	17.41	22.25	12.72	20.55	20.84	17.73	19.73	18.08	27.54	15.41	24.29	14.01	21.85	
Net TV	6.40	3.74	8.71	0.81	1.45	0.00	4.03	8.76	16.05	4.96	6.87	7.48	3.62	5.91	4.58	10.96	10.95	9.64	10.61	4.32	4.24	2.47	3.92	5.83	6.06	7.23	
Smash TV	0.44	0.23	0.62	1.23	0.00	0.00	0.38	0.71	0.35	0.80	0.44	0.25	0.00	1.40	0.66	0.00	0.00	0.51	0.49	0.28	0.43	0.28	1.07	0.35	0.87	0.14	
Education 22	0.12	0.26	0.00	0.00	0.27	0.00	0.00	0.33	0.00	0.00	0.00	0.12	0.00	0.00	0.63	0.00	0.00	0.62	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.35	
iTV	0.10	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.00	0.27	
Favourite Channel	1.20	0.66	1.68	0.00	1.19	1.27	2.00	1.40	0.00	0.00	1.43	0.84	2.04	1.20	0.82	1.12	0.43	0.46	2.59	3.53	0.00	0.89	0.13	1.54	0.96	1.12	
Rai 1	3.70	3.48	3.88	1.33	1.15	1.59	2.25	6.34	6.17	3.23	2.93	3.58	5.22	1.39	4.75	5.78	3.25	1.29	7.17	2.60	6.69	3.64	1.42	3.59	4.41	3.15	
Rai 2	1.09	0.84	1.31	0.00	2.38	0.00	1.85	0.30	0.71	0.00	0.69	2.38	0.42	0.96	0.00	0.00	0.91	1.62	1.04	0.48	0.68	1.11	1.78	0.89	0.92	1.42	
Rai 3	0.51	0.56	0.46	0.00	0.74	0.00	0.24	1.03	0.22	0.89	0.16	0.42	0.00	1.35	1.23	0.00	0.64	1.05	0.37	0.82	0.52	0.21	0.00	0.64	0.36	0.51	
Rete 4	2.83	3.17	2.53	0.00	0.35	0.64	2.50	4.26	5.07	3.23	3.46	4.01	1.04	1.66	2.12	2.94	2.69	2.40	5.70	2.89	1.57	2.74	1.70	3.04	2.38	3.05	
Canale 5	5.84	2.78	8.51	2.67	8.10	13.53	6.86	4.74	2.89	0.85	4.96	5.40	6.56	5.47	6.23	9.27	9.87	3.50	2.31	7.12	5.81	6.11	6.51	6.43	5.75	5.37	
Italia 1	5.89	7.90	4.14	22.27	10.99	14.36	5.68	2.08	0.45	0.00	5.46	5.35	8.15	3.67	8.34	3.94	5.15	5.71	6.95	8.27	1.46	6.55	6.35	5.52	6.58	5.60	
Discovery Channel	5.49	9.65	1.86	6.18	6.36	1.82	5.87	7.06	3.66	0.00	5.81	5.21	4.58	5.08	6.05	7.63	7.59	4.11	3.67	5.06	4.52	8.25	4.99	8.13	5.83	2.70	
MTV	0.85	0.71	0.96	1.42	4.77	0.31	0.25	0.00	0.00	0.00	0.51	1.37	0.46	0.39	0.55	1.79	0.48	0.53	0.52	0.41	3.52	0.67	0.00	0.69	0.48	1.32	
BBC Prime/World/Ent	1.35	0.67	1.95	0.00	0.00	0.29	2.23	1.72	1.07	1.67	1.82	0.80	1.77	1.58	1.86	0.00	0.45	1.17	3.19	1.16	1.14	0.60	1.71	1.38	1.13	1.53	
Other TV station	17.43	21.11	14.22	35.47	22.97	7.37	20.61	13.96	8.50	22.96	14.84	21.04	12.83	22.57	16.98	8.87	6.86	17.12	19.49	16.86	15.27	23.04	20.82	13.55	22.13	16.79	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

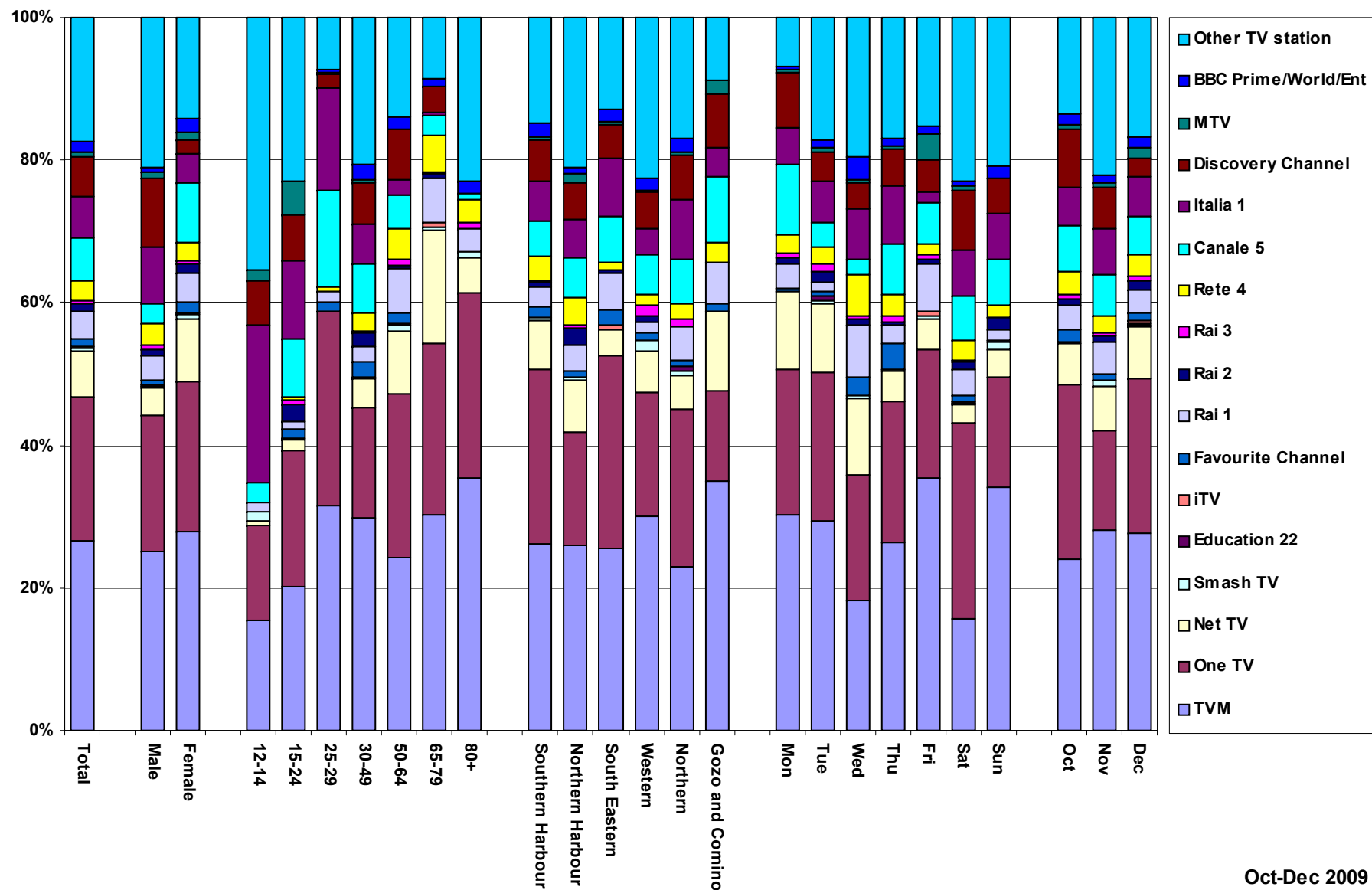


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2009]

9. TV PROGRAMME PREFERENCES

From this broadcasting season, the Authority wanted to research television programme preferences of interviewees. Rather than asking what type of programme genre are preferred by local television viewers, it was decided to ask respondents which are the three most favourite programmes on local television stations – the raison d'être being that popular television programmes are difficult to categorise according to their genre as this often depends on the content of each programme broadcast in each series.

Respondents were given the possibility of naming three programmes broadcast on local TV stations while allowing also for two other types of responses: those who stated that they do not regularly watch television; and those who stated that they do not watch local television programmes. Out of all respondents, 28.1% [516 respondents] stated that they do not have a favourite programme/did not want to disclose any preferred programme. Of these, 8.7% [45 respondents] stated that they do not have any preferred programme as they do not watch television; 65.1% [336 respondents] stated that they do not watch local TV programmes; while the rest 26.2% [135 respondents] did not disclose any reason – see Table 9.1 below.

TABLE 9.1: FAVOURITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2009]

	Total	Gender		Age Groups							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
All Respondents	1838	918	920	105	335	122	573	418	230	55	362	578	275	247	251	125
No Favourite Prog.	514	318	196	32	118	40	147	97	59	20	88	164	82	72	76	31
Did not want to disclose	2	1	1	0	0	0	1	0	1	0	1	0	0	0	1	0
	516	319	197	32	118	40	148	97	60	20	89	164	82	72	78	31
Do not watch TV	45	29	16	1	11	6	10	9	6	3	7	13	10	6	5	4
Do not watch Local Prog.	336	212	124	27	88	22	107	58	25	9	56	111	57	47	49	16
No Reply	135	78	58	4	20	12	31	31	29	8	26	40	15	19	24	11
	516	319	197	32	118	40	148	97	60	20	89	164	82	72	78	31
1st Named prog.	1322	599	723	73	217	82	425	320	170	35	273	413	192	175	174	94
	42.5%	44.1%	41.2%	45.9%	42.6%	43.2%	42.0%	41.2%	43.5%	47.9%	41.4%	42.8%	43.1%	43.2%	43.0%	41.0%
	100%	45.3%	54.7%	5.5%	16.4%	6.2%	32.1%	24.2%	12.9%	2.6%	20.7%	31.2%	14.5%	13.2%	13.2%	7.1%
2nd Named prog.	1060	465	595	55	178	60	341	270	134	24	228	330	147	135	139	81
	34.1%	34.3%	33.9%	34.6%	35.0%	31.6%	33.7%	34.7%	34.3%	32.9%	34.5%	34.2%	33.0%	33.3%	34.3%	35.4%
	100%	43.9%	56.1%	5.2%	16.8%	5.7%	32.2%	25.5%	12.6%	2.3%	21.5%	31.1%	13.9%	12.7%	13.1%	7.6%
3rd Named prog.	730	293	436	31	114	48	247	187	88	13	159	222	106	96	92	54
	23.4%	21.6%	24.9%	19.5%	22.4%	25.3%	24.4%	24.1%	22.5%	17.8%	24.1%	23.0%	23.8%	23.7%	22.7%	23.6%
	100.0%	40.2%	59.8%	4.3%	15.6%	6.6%	33.9%	25.7%	12.1%	1.8%	21.8%	30.5%	14.5%	13.2%	12.6%	7.4%
Total	3111	1357	1754	159	509	190	1013	777	391	73	660	965	445	405	405	229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	43.6%	56.4%	5.1%	16.4%	6.1%	32.6%	25.0%	12.6%	2.3%	21.2%	31.0%	14.3%	13.0%	13.0%	7.4%

[Count; Col %; Row %]

The programmes named by the respondents were first classified by the station on which they were broadcast. These were based on published broadcasting schedules as received by the Authority from broadcasting stations for the period of October-December 2009. These were then classified under broad time-brackets as used in the previous chapter. The full list of programmes and their percentage to total programmes quoted is found in Part Two of this report.

Out of all 3111 programmes quoted there were 26 counts of programmes which were of a generic type while, on the other hand, there were 89 counts of programmes which were not broadcast during this broadcasting quarter but in previous schedules. The most quoted of the latter 89 counts were *La Farfalla* on One TV with 40 counts; *KC* on TVM with 8 counts; and *Fredu I-Fra* on TVM with 5 counts.

Out of all the programmes named, TVM got 52.3% of all counts, followed by One TV with 28.3% and Net TV with 15.24% - see Table 9.2 below.

**TABLE 9.2: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2009]**

	Total	Gender		Age Groups							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	1627	729	898	89	250	94	587	387	185	35	319	508	224	222	213	140
One TV	880	378	502	46	199	72	263	200	85	15	210	253	139	107	121	50
Net TV	474	188	286	16	38	17	137	152	95	18	107	162	61	59	57	28
Smash TV	52	23	29	8	9	1	8	11	14	0	9	17	7	7	6	5
Favourite TV	49	17	32	0	7	5	10	20	7	1	11	16	10	6	5	1
Educ22	3	2	1	0	0	0	2	1	0	0	0	0	3	0	0	0
Others	26	18	8	0	6	0	5	5	6	3	4	8	2	5	2	5
	3111	1356	1755	159	509	189	1013	777	391	73	659	965	447	406	405	230
TVM	52.30	53.77	51.15	55.73	49.18	49.72	57.92	49.83	47.39	47.99	48.36	52.69	50.11	54.60	52.71	61.05
One TV	28.30	27.90	28.59	28.97	39.03	38.11	25.98	25.75	21.65	20.94	31.83	26.19	31.18	26.32	30.00	22.17
Net TV	15.24	13.88	16.29	10.34	7.39	8.97	13.55	19.62	24.39	24.68	16.31	16.82	13.55	14.53	14.07	12.05
Smash TV	1.67	1.71	1.64	5.01	1.86	0.56	0.83	1.48	3.47	0.00	1.32	1.78	1.63	1.84	1.47	2.33
Favourite TV	1.58	1.28	1.81	0.00	1.30	2.89	0.97	2.54	1.74	1.12	1.59	1.69	2.34	1.50	1.20	0.43
Educ22	0.09	0.15	0.05	0.00	0.00	0.00	0.19	0.13	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00
Others	0.83	1.30	0.46	0.00	1.26	0.00	0.52	0.65	1.41	4.73	0.61	0.82	0.48	1.13	0.59	2.05
	100	100	100	100	100	100	100	100	100	99	100	100	100	100	100	100

Out of all the programmes named the most quoted was *Xarabank* on TVM with 13.95% [434 counts]; followed by *Evangelisti* on One TV at 10.4% [324 counts]; and *News* on TVM at 9.1% [283 counts]. The first ten most quoted programmes analysed by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below.

**TABLE 9.3: MOST TEN FAVOURITE PROGRAMMES BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2009]**

			Gender		Age Groups							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	<i>Xarabank</i>	13.95	15.68	12.60	16.72	17.60	15.64	17.49	9.26	8.47	8.21	12.75	14.71	11.69	12.96	17.44	14.13
One TV	<i>Evangelisti</i>	10.40	9.48	11.11	15.36	19.48	17.09	9.40	6.38	5.39	2.21	11.54	9.40	10.26	11.29	12.06	7.02
TVM	<i>News TVM</i>	9.10	12.53	6.44	4.73	4.23	5.99	10.40	10.84	11.28	12.69	7.40	10.16	9.12	7.29	9.01	12.83
TVM	<i>F'Salib it-Toroq</i>	8.54	5.72	10.72	9.52	7.76	6.39	8.14	9.48	9.44	8.26	9.39	8.09	10.64	8.54	6.21	8.04
Net TV	<i>It-Tfal jigu bil-vapuri</i>	6.30	4.77	7.48	5.06	2.43	3.18	5.62	8.58	9.96	9.74	6.73	6.65	6.27	7.22	5.07	4.17
TVM	<i>Deal or No Deal</i>	5.77	4.88	6.45	6.69	5.25	4.13	5.83	6.28	5.37	7.50	5.29	5.32	6.32	5.91	5.03	8.98
One TV	<i>Singled Out</i>	3.58	3.29	3.82	3.51	5.44	6.42	3.52	3.27	1.30	0.00	5.44	3.62	3.70	2.04	2.07	3.30
One TV	<i>One News</i>	3.41	4.57	2.51	0.00	1.28	2.98	2.70	4.83	5.60	9.95	3.31	3.10	4.00	2.83	3.69	4.37
TVM	<i>Bondi Plus</i>	3.28	4.82	2.09	0.82	2.40	4.50	3.95	3.60	2.80	1.50	2.21	3.42	2.69	4.41	3.70	4.07
Net TV	<i>Net News</i>	2.74	3.86	1.88	0.63	0.85	1.73	2.20	3.70	5.01	8.46	2.69	3.31	2.16	0.87	3.90	2.89

All the programmes listed by respondents were classified under five time-brackets. The following Tables 9.4 to 9.9 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; as well as a list of programmes quoted that were broadcast in earlier broadcasting schedules. Percentages shows are in relation to each station's total counts.

**TABLE 9.4: 'TVM' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

TVM	Total	Gender		Age Groups							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
06:00-12:00																
Hadd Ghalik	2.33	1.21	3.23	4.74	5.58	7.61	0.95	1.50	0.62	0.00	2.76	1.53	1.86	2.91	2.71	3.50
Bongu	1.85	0.77	2.73	0.00	1.63	1.13	1.55	2.72	1.87	5.27	1.42	1.97	1.95	1.22	1.99	2.99
Ronnie	0.13	0.16	0.11	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.30	0.00	0.00	0.53	0.00	0.00
12:00-19:00																
12:05	3.21	0.62	5.31	2.29	1.24	3.39	3.24	3.82	5.00	2.19	3.45	3.25	2.83	3.53	2.91	3.07
L-Isfida	0.59	0.00	1.07	1.19	0.83	0.00	0.83	0.21	0.44	0.00	0.85	0.42	0.41	0.46	0.89	0.67
Iz-Zona	0.41	0.33	0.47	7.46	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.22	0.00	0.00	1.05	0.73
Puss in Boots	0.32	0.14	0.47	0.00	1.26	0.00	0.18	0.27	0.00	0.00	0.31	0.63	0.49	0.00	0.00	0.00
Hajja	0.28	0.00	0.50	0.00	0.00	1.07	0.46	0.21	0.00	0.00	0.55	0.00	0.00	1.24	0.00	0.00
Live Sports	0.08	0.17	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00
Ghawdex Illum	0.06	0.14	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00
Liquorish	0.06	0.14	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00
Gadgets	0.06	0.13	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00
19:00-20:30																
News TVM	17.41	23.32	12.59	8.44	8.62	12.10	17.95	21.77	23.84	26.10	15.30	19.30	18.16	13.34	17.14	21.08
Deal or No Deal	11.03	9.09	12.61	11.95	10.69	8.34	10.06	12.61	11.35	15.43	10.94	10.11	12.59	10.80	9.56	14.75
X'Qala' l-Bahar	0.43	0.62	0.27	0.00	0.00	1.11	0.59	0.41	0.45	0.00	0.40	0.15	0.91	1.28	0.00	0.00
Newsroom	0.24	0.42	0.09	0.00	0.39	0.00	0.35	0.21	0.00	0.00	0.26	0.00	0.00	0.97	0.00	0.62
TVM Current Affairs	0.06	0.14	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00
20:30-22:00																
Xarabank	26.67	29.20	24.63	29.87	35.83	31.61	30.18	18.59	17.91	16.89	26.37	27.95	23.27	23.70	33.16	23.21
F'Salib it-Toroq	16.34	10.64	20.96	17.01	15.80	12.92	14.04	19.04	19.96	17.00	19.42	15.37	21.19	15.61	11.80	13.21
Bondi Plus	6.27	8.97	4.08	1.47	4.89	9.10	6.82	7.23	5.91	3.08	4.58	6.51	5.36	8.06	7.03	6.68
Dellijiet	3.93	3.61	4.20	6.56	5.52	3.52	4.35	3.12	1.87	0.00	5.39	4.11	2.80	4.83	3.34	1.29
Divided	1.87	1.90	1.84	2.72	2.60	2.43	1.84	0.92	2.19	2.19	1.91	1.38	2.40	2.66	2.36	0.67
22:00-24:00																
Dissett	3.16	4.48	2.09	0.00	1.26	2.34	2.95	4.59	4.96	5.21	1.77	4.17	1.80	4.02	2.01	5.23
Paqpaq	0.90	2.00	0.00	1.28	1.05	2.25	1.12	0.54	0.00	0.00	0.40	1.31	0.45	0.97	1.23	0.62
Qalb in-Nies	0.35	0.16	0.50	0.00	0.00	0.00	0.37	0.21	1.04	2.19	0.36	0.51	0.00	0.37	0.51	0.00
Venere	0.19	0.16	0.23	0.00	0.45	0.00	0.35	0.00	0.00	0.00	0.00	0.22	0.41	0.00	0.52	0.00
Meander	0.12	0.00	0.21	0.00	0.43	0.00	0.00	0.21	0.00	0.00	0.26	0.21	0.00	0.00	0.00	0.00
Magazine Sport	0.07	0.16	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00
Gillette World Sports	0.06	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.47	0.00	0.00	0.00
Sports Monday TVM																
[Starboard]	0.06	0.14	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00
Dot EU	0.06	0.00	0.11	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73
Mhux ghal kulhadd	0.05	0.12	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00
Unclassified																
KC	0.47	0.29	0.62	3.48	0.85	0.00	0.00	0.43	0.44	0.00	0.56	0.22	0.37	1.27	0.52	0.00
Fredu il-Fra	0.31	0.25	0.36	1.10	0.00	0.00	0.15	0.21	0.89	2.19	0.51	0.15	0.00	0.81	0.00	0.62
Delitti Maltin	0.22	0.12	0.30	0.00	0.44	0.00	0.15	0.21	0.00	2.34	0.26	0.00	0.49	0.00	0.38	0.62
Horizons	0.07	0.16	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00
Pjazza	0.07	0.00	0.12	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00
Xhud [li ma dherx]	0.06	0.13	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00
Dejjem tieghek Becky	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.26	0.00	0.00	0.00	0.00	0.00
Tista' Tkun Int	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00
Festival tal-kant TVM	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.15	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**TABLE 9.5: 'ONE TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

		Gender		Age Groups							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
One TV	Total															
06:00-12:00																
Bongu Bundy	3.57	1.75	4.94	0.00	1.57	4.86	5.39	2.77	4.85	5.45	2.62	3.81	4.13	4.14	3.65	1.93
Siegħa Żmien	0.52	0.00	0.92	0.00	0.00	0.00	0.76	0.80	0.93	0.00	0.39	0.00	1.44	0.78	0.00	1.93
Kaptan Xrink	0.24	0.34	0.17	0.00	0.64	0.00	0.33	0.00	0.00	0.00	0.61	0.00	0.00	0.82	0.00	0.00
12:00-19:00																
Kalamita	5.81	4.13	7.07	2.76	2.08	8.87	5.29	8.75	8.02	5.45	7.65	6.03	5.20	4.01	4.57	3.05
Aroma Kitchen	2.33	1.48	2.96	0.00	2.09	4.37	2.34	2.30	2.73	0.00	2.72	3.16	2.69	1.64	1.05	0.00
Matinee	0.58	0.31	0.78	0.00	1.55	0.00	0.45	0.41	0.00	0.00	0.86	0.00	0.79	2.04	0.00	0.00
On the Road	0.52	0.91	0.22	2.42	0.66	0.00	0.81	0.00	0.00	0.00	0.60	0.00	0.00	0.00	2.00	0.98
B'Xortik ma'	0.23	0.30	0.17	0.00	0.00	0.00	0.00	0.57	0.00	5.54	0.55	0.00	0.00	0.78	0.00	0.00
Robert																
Flimkien ma'	0.22	0.30	0.16	0.00	0.00	0.00	0.00	0.57	0.92	0.00	0.55	0.00	0.00	0.00	0.67	0.00
Nancy																
Looks	0.13	0.00	0.22	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92	0.00
Pink Panther	0.12	0.00	0.21	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00
Sal-Ġister	0.12	0.28	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00
Anzalora	0.09	0.00	0.16	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00
19:00-20:30																
One News	12.06	16.42	8.79	0.00	3.29	7.87	10.40	18.77	24.90	47.74	10.42	11.84	12.83	10.75	12.35	11.30
Londri	1.10	1.53	0.78	2.42	1.62	0.00	2.04	0.00	0.00	0.00	1.67	0.00	2.03	0.91	1.97	0.00
Żona Sports	0.39	0.92	0.00	0.00	0.00	0.00	0.92	0.52	0.00	0.00	0.00	0.45	0.00	0.00	1.92	0.00
Bil-Kelma t-Tajba	0.13	0.30	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
20:30-22:00																
Evangelisti	36.76	34.02	38.82	53.10	49.84	45.09	36.20	24.79	23.93	10.63	36.27	35.87	32.93	42.85	40.35	18.14
Singled Out	12.68	11.80	13.34	12.13	13.91	16.94	13.54	12.69	5.79	0.00	17.09	13.81	11.87	7.73	6.92	8.52
ID [L'Identità]	2.68	1.46	3.60	11.28	4.15	1.48	1.64	1.81	0.00	7.66	2.88	2.94	1.38	3.42	2.87	1.15
Arani Issa	2.45	2.38	2.51	0.00	0.53	1.36	3.49	3.29	3.03	7.66	5.03	1.59	1.50	1.64	2.62	0.00
Amen	2.45	1.69	3.02	2.20	1.59	1.58	3.76	1.99	2.67	0.00	1.62	2.20	3.60	2.58	1.72	3.05
Bla Agenda	1.72	1.17	2.14	0.00	0.00	1.53	2.45	2.11	3.85	0.00	0.78	2.51	1.54	1.92	2.48	0.00
TX	1.69	3.20	0.54	0.00	0.57	1.82	0.85	4.66	0.93	0.00	0.94	2.57	1.34	0.00	3.72	0.00
Esperti	0.59	0.26	0.84	4.54	0.53	0.00	0.77	0.00	0.00	0.00	0.45	0.84	0.00	0.91	0.92	0.00
Issues	0.55	0.56	0.54	0.00	0.00	0.00	0.42	1.46	0.93	0.00	0.00	0.42	1.18	0.00	1.77	0.00
Iżolati	0.21	0.28	0.17	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.00	0.75	0.78	0.00	0.00
X'hadd magħna	0.12	0.00	0.20	2.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15
22:00-24:00																
L-Argument	2.59	6.02	0.00	0.00	2.86	1.45	1.31	4.71	3.59	0.00	2.36	2.53	3.72	2.82	0.87	2.42
Epoka	0.48	0.61	0.38	0.00	0.00	0.00	0.90	0.93	0.00	0.00	0.60	0.42	0.00	0.00	1.57	0.00
Realtà	0.40	0.28	0.49	0.00	0.00	0.00	0.33	0.42	1.19	5.12	0.00	0.30	0.75	1.59	0.00	0.00
Pandora	0.21	0.00	0.36	0.00	0.51	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.59	0.94	0.00	0.00
Tango	0.09	0.00	0.16	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00
Unclassified																
La Farfalla	4.58	5.45	3.91	7.05	7.45	2.84	4.89	1.36	3.92	6.67	2.07	5.23	6.61	4.35	4.83	3.23
BBQ	0.46	0.00	0.81	0.00	0.00	0.00	0.00	1.21	1.86	0.00	0.78	0.30	0.59	0.78	0.00	0.00
Gizelle	0.25	0.30	0.22	0.00	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.79	0.00	0.00	0.00
Mosquito	0.23	0.53	0.00	0.00	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.91	0.00	0.00
Country	0.19	0.23	0.16	0.00	0.00	0.00	0.00	0.43	0.92	0.00	0.00	0.00	0.00	0.81	0.67	0.00
Jamboree																
Sitta Ġewwa	0.13	0.30	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
Solitaire	0.13	0.30	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
Inkontri	0.12	0.28	0.00	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.42	0.00	0.00	0.00	0.00
Għall-frisk	0.10	0.00	0.18	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**TABLE 9.6: 'NET TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

Net TV	Total	Gender		Age Groups							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
06:00-12:00																
Teleshopping	0.17	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.76	0.00	0.00	0.00	0.00	0.00
L-Ewwel Net	0.16	0.00	0.27	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.78
12:00-19:00																
Missjoni	10.15	7.02	12.21	26.05	5.70	6.71	11.40	9.77	10.73	0.00	12.07	11.58	6.13	10.58	11.35	0.00
Malta Llejla	4.58	1.71	6.46	0.00	0.00	0.00	5.06	5.83	5.34	4.54	4.84	3.03	5.38	4.43	6.48	7.20
Il-Kċina ta' Christine	3.10	0.57	4.76	0.00	0.00	0.00	3.49	4.26	2.48	5.98	4.07	1.42	4.19	4.30	1.92	6.62
Mini Bugz	1.15	0.00	1.90	6.39	0.00	0.00	1.49	1.05	0.81	0.00	0.89	0.95	0.00	1.41	1.92	3.65
Ma' Gloria	1.00	0.00	1.66	0.00	0.00	0.00	0.00	2.59	0.85	0.00	0.76	1.42	1.35	0.00	1.42	0.00
House Magazine	0.92	0.00	1.53	0.00	0.00	6.25	0.70	1.01	0.86	0.00	0.89	1.60	1.35	0.00	0.00	0.00
Sas-Sitta	0.74	0.00	1.23	0.00	0.00	6.56	0.00	0.00	1.67	4.54	1.53	0.47	0.00	0.00	1.96	0.00
Wheelspin	0.46	1.16	0.00	0.00	0.00	0.00	1.59	0.00	0.00	0.00	0.00	0.00	1.64	2.00	0.00	0.00
Eleganza	0.16	0.00	0.27	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00
Niltagħħu	0.16	0.00	0.27	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00
19:00-20:30																
Net News	18.00	27.84	11.53	6.23	11.37	19.35	16.30	18.89	20.61	33.82	16.60	19.71	15.79	5.99	27.75	23.77
Kompendju	4.47	5.82	3.58	0.00	5.92	6.25	3.05	3.64	7.49	5.86	5.14	5.74	1.71	4.28	1.42	7.20
Sports Net	0.46	1.17	0.00	0.00	0.00	0.00	0.00	0.69	0.00	6.39	1.07	0.65	0.00	0.00	0.00	0.00
News Desk	0.22	0.56	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00	1.84	0.00
20:30-22:00																
It-Tfal jiġu bil-vapuri	41.35	34.46	45.87	50.28	32.57	35.51	41.52	43.88	40.98	38.96	41.50	39.62	45.87	49.67	36.02	34.22
Replay	5.07	11.79	0.65	0.00	11.91	12.86	7.38	3.48	2.02	0.00	3.26	4.72	6.56	11.10	2.23	3.85
Zero91	3.88	3.67	4.02	7.12	23.50	6.25	3.50	1.62	0.00	0.00	6.30	2.72	3.35	3.12	4.25	3.35
Kontro Eżami	1.33	1.09	1.49	0.00	0.00	0.00	1.51	1.02	2.83	0.00	0.76	1.79	2.98	0.00	0.00	2.78
22:00-24:00																
Ucuħ	0.41	0.46	0.37	0.00	0.00	0.00	0.78	0.00	0.91	0.00	0.00	0.66	0.00	1.46	0.00	0.00
Unclassified																
Is-Siġill tal-Qrar	0.67	1.13	0.37	6.64	2.57	0.00	0.83	0.00	0.00	0.00	0.00	1.36	0.00	1.65	0.00	0.00
Santa Monica	0.59	1.06	0.29	0.00	2.62	0.00	0.73	0.00	0.86	0.00	0.00	0.00	2.98	0.00	0.00	3.56
Baħar Wieħed	0.39	0.00	0.64	0.00	2.80	0.00	0.00	0.51	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.00
Mr Fisherman	0.24	0.61	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00
Papрати	0.17	0.00	0.28	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**TABLE 9.7: 'SMASH TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

		BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2005]														
		Gender		Age Groups							District					
	Total	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
Smash TV																
06:00-12:00																
Simpatiči	37.35	47.65	28.97	57.03	32.36	0.00	37.50	36.35	30.32	0.00	14.51	52.75	14.35	39.16	72.80	14.53
Fil-Kcina ma'	6.24	0.00	11.19	0.00	0.00	0.00	0.00	21.12	6.04	0.00	9.37	0.00	11.27	11.12	0.00	14.53
Teleshopping	5.30	0.00	9.50	0.00	0.00	100.00	12.50	0.00	6.02	0.00	9.37	6.17	0.00	11.71	0.00	0.00
SMASH	1.83	0.00	3.29	0.00	0.00	0.00	12.50	0.00	0.00	0.00	10.92	0.00	0.00	0.00	0.00	0.00
VSN	1.83	0.00	3.29	0.00	0.00	0.00	12.50	0.00	0.00	0.00	10.92	0.00	0.00	0.00	0.00	0.00
Teleshopping	1.83	0.00	3.29	0.00	0.00	0.00	12.50	0.00	0.00	0.00	10.92	0.00	0.00	0.00	0.00	0.00
12:00-19:00																
Qegħdin sew	14.87	10.42	18.35	15.88	34.05	0.00	0.00	14.38	11.68	0.00	23.93	17.25	11.27	11.12	0.00	19.11
Dun Benit	5.16	4.93	5.33	14.25	0.00	0.00	0.00	6.77	5.66	0.00	0.00	11.08	0.00	0.00	0.00	14.53
Imħabba																
[Habbejtek																
(New Born																
Christians)]	4.70	0.00	8.43	0.00	0.00	0.00	0.00	0.00	18.01	0.00	9.37	0.00	11.27	0.00	13.60	0.00
Owners Best																
Teleshop																
(Propjetà)	3.15	0.00	5.65	0.00	0.00	0.00	0.00	14.27	0.00	0.00	0.00	0.00	0.00	11.12	13.60	0.00
Erga Lura																
[Edward																
Spiteri]	3.15	0.00	5.65	0.00	0.00	0.00	0.00	7.12	6.04	0.00	9.37	0.00	11.27	0.00	0.00	0.00
A to Z																
Telebejgh																
Smash	1.75	0.00	3.15	0.00	0.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	12.53	0.00	0.00	0.00
19:00-20:30																
News Smash	2.21	4.97	0.00	0.00	0.00	0.00	0.00	0.00	8.47	0.00	13.17	0.00	0.00	0.00	0.00	0.00
Sports Smash	1.92	4.31	0.00	0.00	0.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	13.70	0.00	0.00	0.00
20:30-22:00																
MFA Magazine	4.20	9.45	0.00	0.00	23.06	0.00	0.00	0.00	0.00	0.00	0.00	6.62	14.35	0.00	0.00	0.00
22:00-24:00																
Football on																
Smash	3.95	8.87	0.00	12.47	0.00	0.00	0.00	0.00	7.76	0.00	0.00	6.12	0.00	0.00	0.00	18.65
Motordrome	1.92	4.31	0.00	0.00	10.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.65
Unclassified																
Id-Dura	2.26	5.09	0.00	0.00	0.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	0.00	15.76	0.00	0.00
	100	100	100	100	100	100	100	100	100	0	100	100	100	100	100	100

**TABLE 9.8: 'EDUCATION 22 TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

		Gender		Age Groups							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
Education 22	Total															
06:00-12:00																
Katakombi	3	2	1	0	0	0	2	1	0	0	0	0	3	0	0	0
	3	2	1	0	0	0	2	1	0	0	0	0	3	0	0	0

**TABLE 9.9: 'FAVOURITE TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2009]**

Favourite TV	Total	Gender		Age Groups							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
06:00-12:00																
In the Mood	8.30	0.00	12.84	0.00	0.00	0.00	9.32	16.08	0.00	0.00	7.78	9.43	16.55	0.00	0.00	0.00
Zveljarin	1.64	0.00	2.54	0.00	0.00	0.00	0.00	4.09	0.00	0.00	0.00	0.00	0.00	0.00	16.64	0.00
12:00-19:00																
Kontra Attakk	4.90	13.88	0.00	0.00	19.21	20.89	0.00	0.00	0.00	0.00	12.10	7.01	0.00	0.00	0.00	0.00
Between The Lines	1.75	4.97	0.00	0.00	0.00	0.00	0.00	4.38	0.00	0.00	0.00	0.00	0.00	14.22	0.00	0.00
Gran' Design	1.66	0.00	2.57	0.00	0.00	0.00	0.00	4.14	0.00	0.00	7.78	0.00	0.00	0.00	0.00	0.00
19:00-20:30																
Favourite News	11.62	18.14	8.05	0.00	0.00	17.91	0.00	24.02	0.00	0.00	17.10	17.65	9.98	0.00	0.00	0.00
20:30-22:00																
Dont Stop Me Now	25.03	14.57	30.74	0.00	48.80	20.17	56.91	3.89	24.26	0.00	31.89	11.28	31.59	28.11	22.54	100.00
Generation	19.70	18.74	20.23	0.00	31.99	20.17	33.77	7.78	24.10	0.00	7.78	29.99	18.37	16.06	22.54	0.00
X press	9.19	12.11	7.60	0.00	0.00	0.00	0.00	13.43	27.59	0.00	0.00	11.18	7.84	13.69	21.63	0.00
Sejjahtli	8.39	4.97	10.26	0.00	0.00	0.00	0.00	12.63	12.03	100.00	7.78	0.00	15.67	14.22	16.64	0.00
22:00-24:00																
Stejjer ghal meta jidlam	3.80	6.07	2.57	0.00	0.00	0.00	0.00	5.34	12.03	0.00	7.78	6.47	0.00	0.00	0.00	0.00
Unclassified																
Vespri	2.32	6.56	0.00	0.00	0.00	20.86	0.00	0.00	0.00	0.00	0.00	7.00	0.00	0.00	0.00	0.00
Ta' Bonaci (on Favourite TV)	1.69	0.00	2.61	0.00	0.00	0.00	0.00	4.21	0.00	0.00	0.00	0.00	0.00	13.69	0.00	0.00
	100	100	100	0	100	100	100	100	100	100	100	100	100	100	100	100

APPENDIX A: QUESTIONNAIRE



Respondent ID: _____	Tel No: _____
Date of Survey: _____	
Name & ID of Interviewer: _____	

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

1. X'sistema tat-televiżjoni għandek is-dar? (Imminka kull fejn japplika)	
Aerial (Analogue)	<input type="checkbox"/> (1)
Cable mhux digital	<input type="checkbox"/> (2)
Satellita'	<input type="checkbox"/> (3)
Internet	<input type="checkbox"/> (4)
Digital Aerial (Multiplus/cable)	<input type="checkbox"/> (5)
Mod ieħor	<input type="checkbox"/> (6)
M'għandix televiżjoni	<input type="checkbox"/> (7)

} go to q2

} go to q6

5. Rajt Telebejh il-bierah?	
	Iva Le Go to q6
6. Fuq liema stazzjon rajtu iaktar?	
	1= TVM 2= One TV 3= Net TV 4= Smash TV 5= Education 22 6= iTV 7= Favourite TVv 8= Oħrajn 9= Ma nafx

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbierah għal mill-anqas 10 minuti? (Imminka waħda biss)	
TVM	<input type="checkbox"/> (1)
One TV	<input type="checkbox"/> (2)
Net TV	<input type="checkbox"/> (3)
Smash TV	<input type="checkbox"/> (4)
Education 22	<input type="checkbox"/> (5)
iTV	<input type="checkbox"/> (6)
Favourite TV	<input type="checkbox"/> (7)
Calypso TV	<input type="checkbox"/> (8)
Rai 1	<input type="checkbox"/> (9)
Rai 2	<input type="checkbox"/> (10)
Rai 3	<input type="checkbox"/> (11)
Rete 4	<input type="checkbox"/> (12)
Canale 5	<input type="checkbox"/> (13)
Italia 1	<input type="checkbox"/> (14)
Discovery Channel	<input type="checkbox"/> (15)
MTV	<input type="checkbox"/> (16)
BBC Prime / World / Ent	<input type="checkbox"/> (17)
Stazzjon ieħor (Specifika)	<input type="checkbox"/> (18)
M'hemmx stazzjon wiehed	<input type="checkbox"/> (20)
Ma niftakarx	<input type="checkbox"/> (21)
Ma rajtx televiżjoni	<input type="checkbox"/> (22)
Ma tax risposta	<input type="checkbox"/> (23)

} 3

} 4

7. Liema stazzjon tar-radju smajt l-iktar ilbierah għal mill-anqas 10 minuti?	
Radju Malta	<input type="checkbox"/> (1)
Radju Parlamentari/106.6	<input type="checkbox"/> (2)
Super One	<input type="checkbox"/> (3)
Radio 101	<input type="checkbox"/> (4)
Bay Radio	<input type="checkbox"/> (5)
Calypso Radio	<input type="checkbox"/> (6)
RTK	<input type="checkbox"/> (7)
Smash Radio	<input type="checkbox"/> (8)
Radju Marija	<input type="checkbox"/> (9)
Campus FM	<input type="checkbox"/> (10)
Capital Radio / Vibe FM	<input type="checkbox"/> (11)
XFM	<input type="checkbox"/> (12)
Radju tal-Komunità	<input type="checkbox"/> (13)
Stazzjon Barrani	<input type="checkbox"/> (14)
Stazzjon ieħor (Specifika)	<input type="checkbox"/> (15)
M'hemmx stazzjon wiehed	<input type="checkbox"/> (16)
Ma niftakarx	<input type="checkbox"/> (17)
Ma smajtx radju	<input type="checkbox"/> (18)
Ma tax risposta	<input type="checkbox"/> (19)

} 6a

} 8

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

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

4. Liema huma l-aktar 3 programme favorite tiegħek fuq l-istazzjonijiet lokali tat-TV?	
Programm 1	_____
Programm 2	_____
Programm 3	_____
Ma narax TV	<input type="checkbox"/> (4)
Ma narax stazzjonijiet lokali	<input type="checkbox"/> (5)

6a. X'sistema' tar-radju għandek id-dar? (Immarka kull fejn japplika)	
FM	<input type="checkbox"/> (1)
Diġitali	<input type="checkbox"/> (2)
Oħrajn	<input type="checkbox"/> (3)
M'għandix radju d-dar	<input type="checkbox"/> (4)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

8. Inti ragel jew mara? Ragel ☐ (1) Mara ☐ (2)
9. Kemm għandek età? _____
10. F'liema lokalità toqgħod? _____

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

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *World Population Day 2008*; N.S.O. News Release 122/2009 of 10th July 2009)

Table 1. Total Population by sex and single years of age, 31st December 2008
based on the November 2005 Census...

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All ages	205,873	207,736	413,609								
0-4	10,397	9,700	20,097	30-34	15,785	14,509	30,294	60-64	14,563	15,233	29,796
0	2,161	1,989	4,150	30	3,144	2,941	6,085	60	3,093	3,158	6,251
1	2,048	1,854	3,902	31	3,275	2,900	6,175	61	2,995	3,202	6,197
2	2,044	1,873	3,917	32	3,149	3,006	6,155	62	2,916	3,026	5,942
3	2,153	2,104	4,257	33	3,211	2,913	6,124	63	2,709	2,895	5,604
4	1,991	1,880	3,871	34	3,006	2,749	5,755	64	2,850	2,952	5,802
5-9	10,462	10,268	20,730	35-39	13,479	12,786	26,265	65-69	7,785	8,905	16,690
5	1,981	2,001	3,982	35	2,794	2,795	5,589	65	1,796	2,046	3,842
6	2,045	1,886	3,931	36	2,777	2,589	5,366	66	1,345	1,513	2,858
7	2,092	2,005	4,097	37	2,716	2,576	5,292	67	1,477	1,675	3,152
8	2,132	2,212	4,344	38	2,649	2,469	5,118	68	1,524	1,764	3,288
9	2,212	2,164	4,376	39	2,543	2,357	4,900	69	1,643	1,907	3,550
10-14	12,780	11,951	24,731	40-44	12,742	12,435	25,177	70-74	7,251	8,898	16,149
10	2,395	2,300	4,695	40	2,472	2,485	4,957	70	1,650	1,888	3,538
11	2,532	2,280	4,812	41	2,442	2,399	4,841	71	1,530	1,903	3,433
12	2,578	2,387	4,965	42	2,497	2,403	4,900	72	1,548	1,805	3,353
13	2,645	2,462	5,107	43	2,615	2,549	5,164	73	1,314	1,707	3,021
14	2,630	2,522	5,152	44	2,716	2,599	5,315	74	1,209	1,595	2,804
15-19	14,564	13,902	28,466	45-49	14,969	14,605	29,574	75-79	4,810	7,250	12,060
15	2,794	2,624	5,418	45	2,840	2,671	5,511	75	1,129	1,637	2,766
16	2,815	2,725	5,540	46	2,928	2,872	5,800	76	1,081	1,562	2,643
17	2,873	2,771	5,644	47	3,108	2,911	6,019	77	956	1,480	2,436
18	2,950	2,800	5,750	48	3,068	3,057	6,125	78	862	1,385	2,247
19	3,132	2,982	6,114	49	3,025	3,094	6,119	79	782	1,186	1,968
20-24	15,508	14,234	29,742	50-54	15,178	14,880	30,058	80-84	3,026	4,859	7,885
20	3,118	2,927	6,045	50	3,003	3,063	6,066	80	701	1,059	1,760
21	2,989	2,808	5,797	51	3,123	3,041	6,164	81	655	1,069	1,724
22	3,158	2,711	5,869	52	3,106	2,953	6,059	82	601	992	1,593
23	3,085	2,878	5,963	53	3,033	2,936	5,969	83	574	861	1,435
24	3,158	2,910	6,068	54	2,913	2,887	5,800	84	495	878	1,373
25-29	16,205	15,091	31,296	55-59	14,550	14,654	29,204	85-89	1,420	2,565	3,985
25	3,260	2,988	6,248	55	2,718	2,839	5,557	85	365	632	997
26	3,273	3,147	6,420	56	2,849	2,860	5,709	86	332	620	952
27	3,087	3,007	6,094	57	2,842	2,880	5,722	87	305	532	837
28	3,317	2,916	6,233	58	3,064	3,073	6,137	88	268	480	748
29	3,268	3,033	6,301	59	3,077	3,002	6,079	89	150	301	451
								90+	399	1,011	1,410

CENSUS 2005 PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	180,087	7,853	30,072	16,205	56,975	44,291	19,846	4845
	49.57%	51.58%	51.66%	51.78%	51.19%	49.73%	44.20%	36.48%
	100.0	4.36	16.70	9.00	31.64	24.59	11.02	2.69
Females	183,188	7,371	28,136	15,091	54,335	44,767	25,053	8,435
	50.43%	48.42%	48.34%	48.22%	48.81%	50.27%	55.80%	63.52%
	100.0	4.02	15.36	8.24	29.66	24.44	13.68	4.60
Total	363,275	15,224	58,208	31,296	111,310	89,058	44,899	13,280
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0	4.19	16.02	8.61	30.64	24.52	12.36	3.66

[Count / Column % / Row %]

Worked from: "World Population Day 2008"; N.S.O. News Release 122/2009 (10th July 2008)

Source: *Demographic Review 2007*; Valletta: National Statistics Office, 2008 of 23rd September 2008

TABLE 9. TOTAL POPULATION BY REGION, DISTRICT AND LOCALITY: 31ST DECEMBER 2007

Region, district and locality	Estimated			Region, district and locality	Estimated		
	Males	Females	Total		Males	Females	Total
MALTA	204,106	206,184	410,290	Western	28,436	28,971	57,407
Malta	188,556	190,445	379,001	Mdina	111	142	253
Gozo & Comino	15,550	15,739	31,289	Zebbug (Malta)	5,701	5,701	11,402
Southern Harbour	40,415	40,789	81,204	Siggiewi	3,943	4,070	8,013
Valletta	3,096	3,223	6,319	Attard	5,304	5,248	10,552
Birgu	1,404	1,304	2,708	Balzan	1,815	2,037	3,852
Isla	1,536	1,521	3,057	Dingli	1,696	1,651	3,347
Bormla	2,729	2,895	5,624	Iklin	1,664	1,576	3,240
Zabbar	7,547	7,302	14,849	Lija	1,398	1,435	2,833
Fgura	5,735	5,694	11,429	Rabat (Malta)	5,573	5,895	11,468
Floriana	1,053	1,160	2,213	Mtarfa	1,231	1,216	2,447
Kalkara	1,448	1,423	2,871	Northern	29,478	29,426	58,904
Luqa	2,841	3,057	5,898	Gharghur	1,229	1,163	2,392
Marsa	2,628	2,693	5,321	Mellieha	3,954	3,978	7,932
Paola	4,368	4,401	8,769	Mgarr	1,530	1,495	3,025
Santa Lucija	1,591	1,597	3,188	Mosta	9,389	9,629	19,018
Tarxien	3,804	3,875	7,679	Naxxar	6,147	6,110	12,257
Xghajra	635	644	1,279	San Pawl il-Bahar	7,229	7,051	14,280
Northern Harbour	60,233	61,149	121,382	Gozo & Comino	15,550	15,739	31,289
Qormi	8,296	8,329	16,625	Rabat (Gozo)	3,103	3,231	6,334
Birkirkara	11,082	11,159	22,241	Fontana	422	424	846
Gzira	3,585	3,591	7,176	Ghajnsielem & Comino	1,323	1,302	2,625
Hamrun	4,537	4,942	9,479	Gharb	591	576	1,167
Msida	3,856	3,911	7,767	Ghasri	206	204	410
Pembroke	1,489	1,489	2,978	Kercem	830	837	1,667
Pieta'	1,859	1,966	3,825	Munxar	537	542	1,079
San Giljan	4,051	4,004	8,055	Nadur	2,083	2,131	4,214
San Gwann	6,539	6,474	13,013	Qala	834	809	1,643
Santa Venera	3,024	3,074	6,098	San Lawrenz	298	301	599
Sliema	6,666	7,067	13,733	Sannat	880	881	1,761
Swieqi	4,312	4,217	8,529	Xaghra	2,000	2,010	4,010
Ta' Xbiex	937	926	1,863	Xewkija	1,514	1,613	3,127
South Eastern	29,994	30,110	60,104	Zebbug (Gozo)	929	878	1,807
Zejtun	5,650	5,710	11,360				
Birzebbuga	4,378	4,364	8,742				
Gudja	1,430	1,478	2,908				
Ghaxaq	2,202	2,219	4,421				
Kirkop	1,106	1,081	2,187				
Marsaskala	4,927	4,803	9,730				
Marsaxlokk	1,616	1,634	3,250				
Mqabba	1,512	1,544	3,056				
Qrendi	1,280	1,271	2,551				
Safi	998	1,005	2,003				
Zurrieq	4,895	5,001	9,896				

District	Estimated		
	Males	Females	Total
Southern Harbour district	40,415	40,789	81,204
Northern Harbour district	60,233	61,149	121,382
South Eastern District	29,994	30,110	60,104
Western district	28,436	28,971	57,407
Northern district	29,478	29,426	58,904
Gozo and Comino	15,550	15,739	31,289
	204106	206184	410290

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	204106	40,415	60,233	29,994	28,436	29,478	15,550
	49.75	49.77	49.62	49.90	49.53	50.04	49.70
	100.00	19.80	29.51	14.70	13.93	14.44	7.62
Female	206184	40,789	61,149	30,110	28,971	29,426	15,739
	50.25	50.23	50.38	50.10	50.47	49.96	50.30
	100.00	19.78	29.66	14.60	14.05	14.27	7.63
Total	410290	81,204	121,382	60,104	57,407	58,904	31,289
	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	100.00	19.79	29.58	14.65	13.99	14.36	7.63

[Count / Column % / Row %]

Worked from: "Demographic Review 2007"; Valletta: National Statistics Office, 2008; Table 9: Total population by region, district and locality: 31st Dcember 2007 – based on the November 2005 Census

APPENDIX C: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

Super One Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

[13th April 2009 – re-named]

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

One TV

Net TV

Smash TV

Education 22

iTV

Family Network TV

[3rd April 2009 – folded]

Favourite TV

Calypso Music TV

[10th May 2009 – started]

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

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

APPENDIX D: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2009

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008			2009											
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
245/334	Radio Sacro Cuor Sliema	2 years	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
246/346	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X													
249/337	Deejays Radio 95.6FM	2 years	23-Nov-06	95.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
250/349	Radju Katidral	2 years	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
251/350	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
253/357	Radju Prekursur [Xewkija]	2 years	19-Feb-07	99.3	0.5/6.0	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
254/365	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35/0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
255/352	Radju Sokkors	2 years	1-Mar-07	95.1	0.5/4.0	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
258/361	Energy FM Radio [B'Bugia]	2 years	24-Mar-07	96.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
266/383	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1.0/6.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
275/384	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5/7.4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
279	Radju St Vincent de Paule	2 years	25-Jun-07	92.2	0.5	X	X	X	X	X	X	X	X	X						
280/388	Kiss FM	2 years	8-Oct-07	89.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
281/404	Big FM	2 years	31-Aug-07	107.1	0.5/8.7	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
282/401	96.1 Vilhena FM	2 years	3-Dec-07	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
288	Fantasy Radio	2 years	8-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
292/402	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
296/405	Radio Galaxy	2 years	14-Dec-07	105	0.5/9.1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
297/398	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
299/403	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5/3.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
300	Radju Vilhena	2 years	14-Jan-08	106	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
301	Radju Hompesch	2 years	19-Mar-08	90	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
308	Lehen il-Belt Victoria	2 years	25-Jun-08	104	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
319	Christian Light Radio	2 years	17-Jun-08	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
331	2008 District Convention of Jehovah's Witnesses	4 days	4-Sep-08	108	0.25	X														
351	2009 Circuit Assembly of Jehovah's Witnesses	2 days	10-Jan-09	108	0.25				X											
387	2009 District Convention of Jehovah's Witnesses	3 days	11-Sep-09	108	0.5												X			
335	Radju Lehen il-Guzeppini (Ghaxaq)	1 month	1-Dec-08	89.1	0.5			X												
336	Lehen il-Karmelitani (Zurrieq)	1 month	1-Dec-08	101.4	1			X												
338	Radju Elenjani 95.8FM [B'Kara]	1 month	6-Dec-08	95.8	0.5			X												
360	Radju Elenjani 95.8FM [B'Kara]	1month	13-Mar-09	95.8	12					X										
372	Radju Elenjani 95.8FM [B'Kara]	1 month	24-Jul-09	95.8	12										X					
394	Radju Elenjani 95.8FM [B'Kara]	1 month	3-Dec-09	95.8	10.6															X
339	Radju 15 t'Awwissu (Qrendi)	20 days	15-Dec-08	98.3	0.5			X												
382	Radju 15 t'Awwissu (Qrendi)	25 days	23-Jul-09	98.3	3.5									X						
399	Radju 15 t'Awwissu (Qrendi)	19 days	15-Dec-09	98.3	3.5															X

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008			2009											
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
340	Tal-Gilju FM [Mqabba]	1 month	21-Nov-08	95.4	0.5		X													
373	Tal-Gilju FM [Mqabba]	11 days	12-Jun-09	95.3	3									X						
391	Tal-Gilju FM [Mqabba]	1 month	20-Nov-09	95.4	3														X	
341	Radju Marija Assunta	1 month	3-Dec-08	98.9	0.5			X												
379	Radju Marija Assunta	1 month	18-Jul-09	98.9	9.1									X						
396	Radju Marija Assunta	1 month	1-Dec-09	98.9	9.1															X
342	Radju Santa Katarina	1 month	10-Nov-08	90.6	0.5		X													
353	Radju Santa Katarina	2 years	not issued	90.6	12															
343	Radju Lauretana [Ghajnsielem, Gozo]	28 days	8-Dec-08	96.5	0.5			X												
358	Radju Lauretana [Ghajnsielem, Gozo]	21 days	29-Mar-09	95.5	5							X								
367	Radju Lauretana [Ghajnsielem, Gozo]	16 days	23-May-09	96.5	4.3								X							
381	Radju Lauretana [Ghajnsielem, Gozo]	1 month	3-Aug-09	96.5	4.3											X				
389	Radju Lauretana [Ghajnsielem, Gozo]	27 days	8-Dec-09	96.5	4.3															X
344	Radju Marija Bambina	26 days	5-Dec-08	90.2	0.5			X												
345	Radju Sant'Andrija	1 month	19-Nov-08	88.4	0.5		X													
370	Radju Sant'Andrija	1 month	31-May-09	88.4	9.4								X							
390	Radju Sant'Andrija	11 days	20-Nov-09	88.4	9.4														X	
347	Radju Belt Rebbieha	13 days	19-Dec-08	97	0.5			X												
348	Radju Vizitazzjoni [Gharb]	1 month	7-Dec-08	92.4	0.5			X												
362	Radju Vizitazzjoni [Gharb]	29 days	22-Mar-09	92.4	2.8						X									
371	Radju Vizitazzjoni [Gharb]	1 month	28-Jun-09	92.4	2.8									X						
354	VSB FM 103.40	2 years	1-Jan-09	103.4	9				X	X	X	X	X	X	X	X	X	X	X	X
356	Lehen il-Guzeppini [Ghaxaq]	2 years	2-Feb-09	89.1	9					X	X	X	X	X	X	X	X	X	X	X
359	Lehen il-Belt Gorgjana [Qormi]	2 years	1-Mar-09	105.6	13						X	X	X	X	X	X	X	X	X	X
363	Radju Margerita [Sannat]	29 days	29-Mar-09	96.1	6.9							X								
375	Radju Margerita [Sannat]	1 month	28-Jun-09	96.1	6.9									X						
368	Radju 12th May	1 month	14-May-09	96.5	7.9								X							
369	Radju Kazin Banda San Filep	1 month	15-May-09	106.3	7.6								X							
374	Radju Sacro Cuor Sliema	1 month	9-Jun-09	94	8.5									X						
380	Radju Sacro Cuor Sliema	16 days	26-Sep-09	94	8.5												X			
377	Banda Fgura FM	19 days	25-Jun-09	93.1	5.9									X						
378	Lehen il-Karmelitani 101.4FM	26 days	1-Jul-09	101.4	8.5										X					
395	Lehen il-Karmelitani 101.4FM	20 days	12-Dec-09	101.4	8.5															X
400	Radju Vizitazzjoni [Gharb]	1 month	13-Dec-09	92.4	2.8															X
385	Radju Leonardo	11 days	14-Aug-09	105.2	4.9											X				
386	Radju Maria Bambina 90.2 FM	16 days	29-Aug-09	90.2	11.9											X				
392	La Salle [Vittoriosa]	2 years	1-Dec-09	99.4	6.5															X

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

Localities are classified into districts according to the Malta Geographical Codes (MGC) as follows:

- **Southern Harbour** - Żabbar, Xgħajra, Valletta, Tarxien, Santa Lucija, Paola, Marsa, Luqa, Kalkara, Senglea, Floriana, Fgura, Cospicua, Vittoriosa.
- **Northern Harbour** - Ta' Xbiex, Swieqi, Sliema, Santa Venera, San Gwann, St. Julians, Qormi, Pieta', Pembroke, Msida, Hamrun, Gżira, Birkirkara.
- **South Eastern** - Żurrieq, Żejtun, Safi, Qrendi, Mqabba, Marsaxlokk, Marsaskala, Kirkop, Gudja, Għaxaq, Birżebbuġia.
- **Western** - Żebbuġ (Malta), Siġġiewi, Rabat (Malta), Mtarfa, Mdina, Lija, Iklin, Dingli, Balzan, Attard.
- **Northern** - St. Paul's Bay, Naxxar, Mosta, Mgarr, Mellieħa, Għargħur.
- **Gozo and Comino** - Rabat (Gozo), Fontana, Għajnsielem and Comino, Għarb, Għasri, Kerċem, Munxar, Nadur, Qala, San Lawrenz, Sannat, Xagħra, Xewkija, Żebbuġ (Gozo).

APPENDIX F: TABLES AND CHARTS CALCULATIONS

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on such issues as the rate of response during each analysis period; the total sample collected per quarter; etc.

Besides, when analysis is made on individual broadcasting stations all the following are excluded from the calculations made:

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

For this reason data of assessment periods is always primarily presented as percentages for comparative purposes. No absolute amounts are calculated.

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

These calculations have been made on the latest available data which, in some cases, would be more than 12 months due. For this reason, these calculations are updated only for the present assessment year – past published data should be carefully evaluated.

These calculations have been carried out for all the tables concerned for the assessment periods October-December 2008, January-March 2009 and April-June 2009 following the publication of Press Release 122/2009 by the National Statistics Office. **It is important to note that such calculations are only for indicative purposes and are not finite. Also, due to rounding-off it is advisable that percentages are primarily quoted.**

1. Calculation for Quarterly Totals

For this purpose, from a total population of the Maltese archipelago of 413,609 people aged 0 and upward as at 31st December 2009, the corresponding population size for those who are aged 12 and over [the age limit of the sample size] amounts to 363,275 [rounded up to 363,300 based on *Press Release 122/2009*; N.S.O.]. When tables and figures include the whole sample size, 1% of those tables is equal to 3633 [3558 for Oct 2006 – Sep 2007 based on *Demographic Review 2006*; Table 5, N.S.O.; and 3594 for Oct 2007 – Sep 2008 based on *Demographic Review 2007*; Table 5, N.S.O.]. In cases where data is worked on **viewers and listeners only**, the following calculations have been made:

Radio:

	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample					
Total	1838	1831	1813	1787	1835
Non Listeners					
Do not listen to Radio	802	801	831	828	874
No Particular Station	19	49	79	131	86
Do not remember	8	15	12	8	4
No Response	1	0	0	0	0
Total Non Listeners	830	865	922	967	964
Total Listeners	1008	966	891	820	871
Total Non Listeners	830	865	922	967	964
Total Sample	1838	1831	1813	1787	1835
%age					
Non Listeners					
Do not listen to Radio	43.63%	43.75%	45.84%	46.33%	47.63%
No Particular Station	1.03%	2.68%	4.36%	7.33%	4.69%
Do not remember	0.44%	0.82%	0.66%	0.45%	0.22%
No Response	0.05%	0.00%	0.00%	0.00%	0.00%
Total Non Listeners	45.16%	47.24%	50.85%	54.11%	52.53%
%age					
Total Listeners	54.84%	52.76%	49.15%	45.89%	47.47%
Total Non Listeners	45.16%	47.24%	50.85%	54.11%	52.53%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=					
Listeners	1993	1917	1785	1667	1724
Non Listeners	1640	1716	1848	1966	1909
Total	3633	3633	3633	3633	3633

Thus; in Table 3.1 and similar tables in previous audience assessments, 1% is equal to 3594 since this table is based on the whole sample; in Table 3.2 and in similar tables, 1% is equal to 1609 for January-March 2009; 1706 for October-December 2008; etc.; due to the fact that four groups of sample respondents have been removed:

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

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

TV:

	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample					
Total	1838	1831	1813	1787	1835
Non Viewers					
Do not watch TV	421	554	452	389	447
No particular station	73	100	176	428	265
Do not remember	24	23	7	10	9
No TV Set	7	9	8	4	7
No Response	0	2		0	1
Total Non Viewers	525	688	643	831	729
Total Viewers	1313	1143	1170	956	1106
Total Non Viewers	525	688	643	831	729
Total Sample	1838	1831	1813	1787	1835
%age					
Non Viewers					
Do not watch TV	22.91%	30.26%	24.93%	21.77%	24.36%
No particular station	3.97%	5.46%	9.71%	23.95%	14.44%
Do not remember	1.31%	1.26%	0.39%	0.56%	0.49%
No TV Set	0.38%	0.49%	0.44%	0.22%	0.38%
No Response	0.00%	0.11%	0.00%	0.00%	0.05%
Total Non Viewers	28.56%	37.58%	35.47%	46.50%	39.73%
%age	71.44%				
Total Viewers	28.56%	62.42%	64.53%	53.50%	60.27%
Total Non Viewers	22.91%	37.58%	35.47%	46.50%	39.73%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=					
Viewers	2595	2268	2345	1944	2190
Non Viewers	1038	1365	1288	1689	1443
Total	3633	3633	3633	3633	3633

2. Calculations for analysis by Gender, Age Group and District by Quarter – Reach and Consumption by Time Brackets

Radio:

[1] October-December 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	1008	528	481	33	204	72	311	233	130	25	208	305	144	145	140	67	1008
Total Non Listeners	830	390	440	71	132	50	262	184	100	30	154	273	131	102	112	58	830
Total Sample	1838	918	920	105	335	122	573	418	230	55	362	578	275	247	251	125	1838
%age																	
Total Listeners %	54.86%	57.50%	52.23%	31.72%	60.74%	58.76%	54.27%	55.85%	56.55%	46.02%	57.37%	52.73%	52.44%	58.58%	55.63%	53.81%	57.37%
Total Non Listeners %	45.14%	42.50%	47.77%	68.28%	39.26%	41.24%	45.73%	44.15%	43.45%	53.98%	42.63%	47.27%	47.56%	41.42%	44.37%	46.19%	42.63%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Listeners 1%=	1933	1035	957	48	354	184	604	497	254	61	466	640	315	336	328	168	2254
Non Listeners 1%=	1640	765	875	104	229	129	509	393	195	72	346	574	286	238	261	145	1849
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
Radju Malta	109	110	112	159	157	123	124	127	179	178
Radju Parlament 106.6	51	18	14	0	4	58	21	16	0	5
Magic Radio	125	89	118	119	92	141	101	134	135	104
One Radio	275	279	285	315	238	310	315	323	357	269
Radio 101	85	100	76	89	120	96	113	86	101	136
Bay Radio	283	313	415	435	529	319	354	471	491	599
Calypso Radio	226	169	186	181	222	255	191	212	204	251
RTK	137	150	158	157	113	154	170	180	177	128
Smash Radio	71	65	56	60	65	80	74	64	67	73
Radju Marija	154	146	150	107	112	174	165	171	121	127
Campus FM	8	10	16	24	24	9	11	18	27	27
Capital Radio / Vibe FM	69	67	56	91	105	78	76	64	103	119
XFM	93	96	72	91	111	105	108	82	103	125
Community Stations	20	39	54	65	78	22	44	61	74	88
Foreign Radio Station	18	16	16	24	23	20	18	18	27	26
Total	1724	1667	1785	1917	1933	1945	1884	2027	2166	2254

TV:

[1] October-December 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1313	630	683	80	226	78	399	319	174	37	264	404	198	176	182	89	1313
Total Non Viewers	525	287	237	25	109	43	174	98	56	19	98	173	76	71	69	36	525
Total Sample	1838	918	920	105	335	122	573	418	230	55	362	578	275	247	251	125	1838
%age																	
Total Viewers %	71.46%	68.68%	74.23%	76.36%	67.39%	64.29%	69.64%	76.46%	75.68%	66.08%	72.88%	69.96%	72.26%	71.09%	72.43%	71.25%	71.46%
Total Non Viewers %	28.54%	31.32%	25.77%	23.64%	32.61%	35.71%	30.36%	23.54%	24.32%	33.92%	27.12%	30.04%	27.74%	28.91%	27.57%	28.75%	28.54%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Viewers 1%=	2597	1237	1360	116	392	201	775	681	340	88	592	849	434	408	427	223	2933
Non Viewers 1%=	1036	564	472	36	190	112	338	210	109	45	220	365	167	166	162	90	1170
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	760	742	818	482	744	859	838	923	545	840
One TV	438	268	262	319	406	494	303	296	361	459
Net TV	131	108	108	143	147	148	122	122	161	166
Smash TV	4	8	24	105	22	4	9	27	119	25
Education 22			2		5			2		5
iTV				2	2				2	2
Family TV	4	14	6			4	16	7		
Favourite TV		24	18	36	36		28	20	40	40
Rai 1	99	75	152	101	103	112	85	172	114	116
Rai 2	40	41	36	34	32	45	46	41	38	36
Rai 3	12	16	14	14	21	13	18	16	16	23
Rete 4	42	73	82	63	81	47	83	93	72	92
Canale 5	139	132	132	155	144	157	149	149	175	162
Italia 1	87	110	156	185	188	98	124	177	208	212
Discovery Channel	75	43	82	105	148	85	48	93	119	168
MTV	18	12	50	30	34	20	14	57	34	39
BBC Prime/World/Ent	40	28	32	42	45	45	32	36	47	51
Other TV Station	303	248	369	452	440	342	280	416	511	497
Total	2190	1943	2344	2268	2597	2473	2195	2648	2561	2933

3. Calculations for Teleshopping

[1] October-December 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	169	47	122	4	12	8	47	49	45	5	49	53	23	17	18	10	169
NO & No TV	1669	870	798	100	324	114	526	369	186	50	313	525	252	230	234	115	1669
Total Sample	1838	918	920	105	335	122	573	418	230	55	362	578	275	247	251	125	1838
%age																	
YES %	9.21%	5.16%	13.26%	4.18%	3.49%	6.28%	8.14%	11.73%	19.33%	9.91%	13.59%	9.13%	8.20%	6.86%	7.02%	8.22%	9.21%
NO & No TV %	90.79%	94.84%	86.74%	95.82%	96.51%	93.72%	91.86%	88.27%	80.67%	90.09%	86.41%	90.87%	91.80%	93.14%	92.98%	91.78%	90.79%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
YES 1%=	335	93	243	6	20	20	91	104	87	13	110	111	49	39	41	26	378
NO & No TV 1%=	3298	1708	1589	146	562	293	1023	786	362	120	702	1103	552	535	548	287	3735
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	67	71	64	40	65	77	80	72	45	73
One TV	139	67	44	46	55	158	75	50	51	62
Net TV	28	24	18	22	27	32	27	20	25	31
Smash TV	91	112	70	183	146	104	126	79	206	165
iTV	34	39	32	54	26	38	43	36	60	29
Education 22			4	2	0			5	2	0
Family TV	14	35	16			16	39	18		
Other TV Station	4	16	6	6		5	18	7	16	7
Do Not Know	14	22	16	10		16	25	18	31	11
Total	390	386	271	335	358	444	434	305	437	378