



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL – JUNE 2009**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2008 – September 2009 that is representative of the whole population. The analysis of these interviews for the period April-June 2009 is contained in this report.

Part One of the report details the analysis of the data collected and includes the questionnaire used, the classification of localities in the Maltese Islands by district as found in this particular work, demographic data of the Maltese population, and a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period.

Part Two of the report details the tables for this period.

Assessment Period April-June 2009

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

On 10th July the National Statistics Office issued a Press Release No. 122/2009 for “World Population Day: 2009” releasing a set of demographic statistics for 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.

¹ B.A. Press Release 17/09

1. METHODOLOGY AND SAMPLE COLLECTION

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

As in previous audience assessments, starting from October 2008, the National Statistics Office will select the sample, administer the survey and collect the data which will be passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (over four quarters covering 365 days) resulting in the desired target average of 20 daily interviews. A stratified random sample based on gender, age and district population distribution is selected by the National Statistics Office allowing for a 50% response rate and amounting to 3640 possible interviewees [91 days by 40 interviewees]. For this period 1813 individuals [58.09% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period. Below is a breakdown of responses achieved:

TABLE 1.1: SURVEY RESPONSE RATE

	APR-JUN 2008		JAN-MAR 2009		OCT-DEC 2008	
RESPONSE	No.	%	No.	%	No.	%
Accepted	1813	58.09%	1787	60.60%	1835	64.70%
Refused	130	4.17%	105	3.56%	105	3.70%
Non-Contact	623	19.96%	573	19.43%	345	12.17%
Unreachable	555	17.78%	484	16.41%	551	19.43%
CONTACTED	3121	100.0%	2949	100.0%	2836	100%
Not used	479		651		804	
TOTAL	3600		3600		3640	
BY WEEKDAY	No.	%	No.	%	No.	%
Mon	260	14.34%	256	14.33%	260	14.17%
Tue	260	14.34%	259	14.49%	259	14.11%
Wed	259	14.29%	240	13.43%	280	15.26%
Thu	258	14.23%	258	14.44%	260	14.17%
Fri	257	14.18%	260	14.55%	258	14.06%
Sat	259	14.29%	257	14.38%	260	14.17%
Sun	260	14.34%	257	14.38%	258	14.06%
TOTAL	1813	100.0%	1787	100.0%	1835	100.0%
BY MONTH	No.	%	No.	%	No.	%
	Apr: 596	32.87%	Jan: 618	34.58%	Oct: 620	33.79%
	May: 619	34.14%	Feb: 557	31.17%	Nov: 597	32.53%
	Jun: 598	32.98%	Mar: 612	34.25%	Dec: 618	33.68%
TOTAL	1813	100.0%	1787	100.0%	1835	100.0%

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

data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

1.1 The Accuracy of the Results

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and the confidence level used. The margin of error is the amount of error inherent in the results due to sampling and depends on the size of the sample – a lower margin of error requires a larger

sample size. A common choice as an accepted margin of error is that of $\pm 5\%$. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

With a response rate of 58.09%; a population size of 410290 [aged 12 years and over]², and a 95% confidence level; the sample of 1813 interviewees has a margin of error of $\pm 2.27\%$.

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 as follows:

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

Age	Population ^a	Sample					
		Apr-Jun 2009		[Jan-Mar 2009]		[Oct-Dec 2008]	
12-14	4.19	3.86	-0.33	4.31	0.12	4.14	-0.05
15 - 24	16.02	16.55	0.52	15.33	-0.69	15.53	-0.49
25 - 29	8.61	6.23	-2.38	5.71	-2.91	7.03	-1.58
30 - 49	30.64	27.52	-3.12	30.78	0.14	28.12	-2.52
50 - 64	24.52	28.19	3.67	26.97	2.46	27.79	3.28
65 - 79	12.36	13.79	1.43	13.88	1.52	14.71	2.35
80 +	3.66	3.86	0.21	3.02	-0.63	2.67	-0.99
	100%	100%		100%		100%	
Gender	Population ^a	Apr-Jun 2009		[Jan-Mar 2009]		[Oct-Dec 2008]	
Males	49.57	44.68	-4.90	47.85	-1.73	45.89	-3.69
Females	50.43	55.32	4.90	52.15	1.73	54.11	3.69
	100%	100%		100%		100%	
Region	Population ^b	Apr-Jun 2009		[Jan-Mar 2009]		[Oct-Dec 2008]	
Southern Harbour	19.79	20.79	1.00	21.21	1.42	18.58	-1.21
Northern Harbour	29.58	28.35	-1.23	27.14	-2.44	27.52	-2.06
South Eastern	14.65	15.55	0.91	14.83	0.18	15.59	0.94
Western	13.99	14.40	0.40	15.17	1.17	15.26	1.27
Northern	14.36	12.47	-1.89	13.93	-0.42	15.26	0.90
Gozo and Comino	7.63	8.44	0.81	7.72	0.10	7.79	0.17
	100%	100%		100%		100%	

^a Percentages based on the Total population by Age and Gender [excluding those under 12 years of age] as at 31st December 2007 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.

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.

² As per N.S.O. News Release 122/2009 dated 10th July 2009 – 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 age of respondents was 12 years old, while the oldest person interviewed during this period was 96 years old giving a range of 84.

Table and Figure 2.1 give the profile of the sample by age group and by gender and district. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part 2 of this report.

TABLE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT [APR-JUN 2009]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	70	36	34	8	21	11	9	15	6
	3.9%	4.4%	3.4%	2.1%	4.1%	3.9%	3.4%	6.6%	3.9%
	100.0%	51.4%	48.6%	11.4%	30.0%	15.7%	12.9%	21.4%	8.6%
15-24	300	154	146	46	74	57	50	45	28
	16.5%	19.0%	14.6%	12.2%	14.4%	20.2%	19.2%	19.9%	18.3%
	100.0%	51.3%	48.7%	15.3%	24.7%	19.0%	16.7%	15.0%	9.3%
25-29	113	44	69	15	44	15	16	15	8
	6.2%	5.4%	6.9%	4.0%	8.6%	5.3%	6.1%	6.6%	5.2%
	100.0%	38.9%	61.1%	13.3%	38.9%	13.3%	14.2%	13.3%	7.1%
30-49	499	217	282	103	113	78	81	72	52
	27.5%	26.8%	28.1%	27.3%	22.0%	27.7%	31.0%	31.9%	34.0%
	100.0%	43.5%	56.5%	20.6%	22.6%	15.6%	16.2%	14.4%	10.4%
50-64	511	216	295	126	149	78	69	57	32
	28.2%	26.7%	29.4%	33.4%	29.0%	27.7%	26.4%	25.2%	20.9%
	100.0%	42.3%	57.7%	24.7%	29.2%	15.3%	13.5%	11.2%	6.3%
65-79	250	110	140	65	86	34	28	19	18
	13.8%	13.6%	14.0%	17.2%	16.7%	12.1%	10.7%	8.4%	11.8%
	100.0%	44.0%	56.0%	26.0%	34.4%	13.6%	11.2%	7.6%	7.2%
80+	70	33	37	14	27	9	8	3	9
	3.9%	4.1%	3.7%	3.7%	5.3%	3.2%	3.1%	1.3%	5.9%
	100.0%	47.1%	52.9%	20.0%	38.6%	12.9%	11.4%	4.3%	12.9%
Total	1813	810	1003	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Col% / Row %]

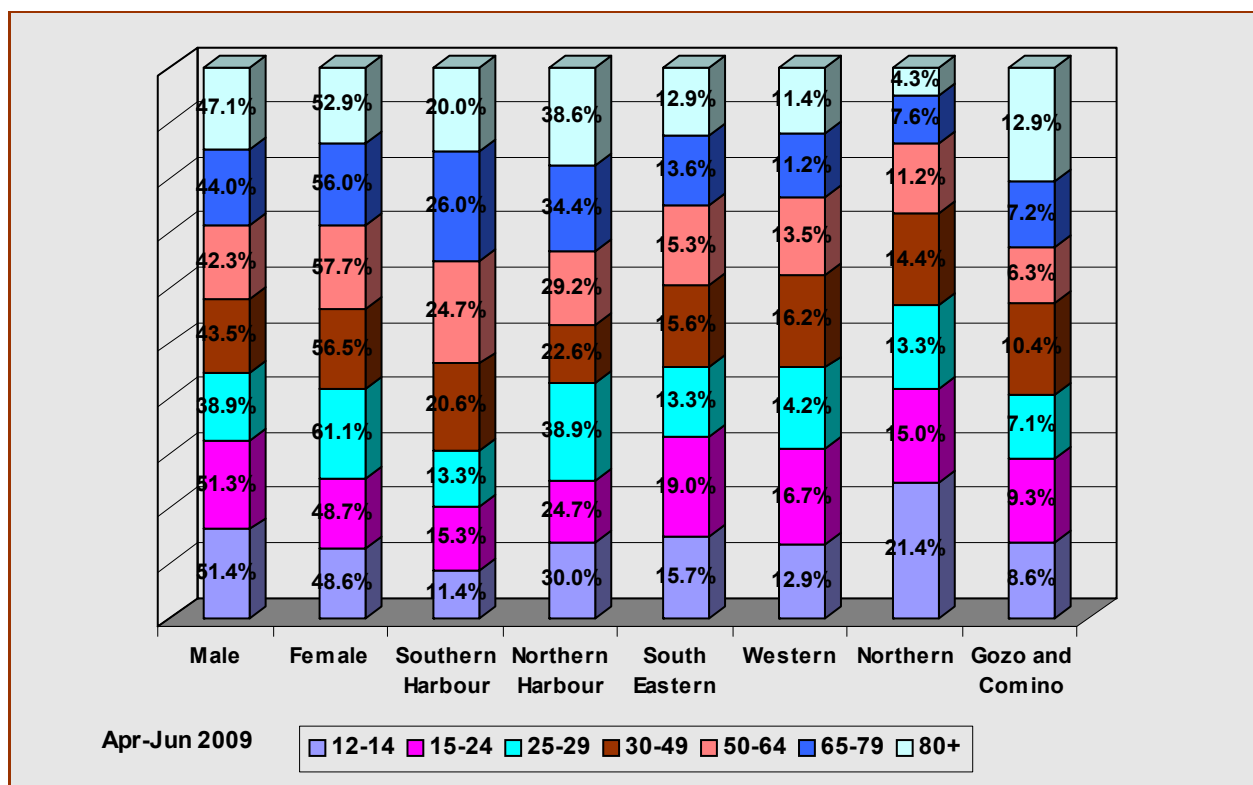


FIGURE 2.1: SAMPLE PROFILE BY AGE, GENDER AND DISTRICT [APR-JUN 2009]

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

While 45.8% of those interviewed stated that they do not listen to radio; 4.4% stated that they had listened to radio but to no particular radio station; while 0.7% stated that they do not remember which radio station they had listened to – see also Part 2: Tables 3.1 and 3.2, and summary Table & Figure 3.1 below. Compared to the same period of the previous assessment periods [April-June 2007 and 2008], there was a notable increase of 3.8% of regular radio listening over April-June 2008 and an increase of 1.7% over that for April-June 2007.

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

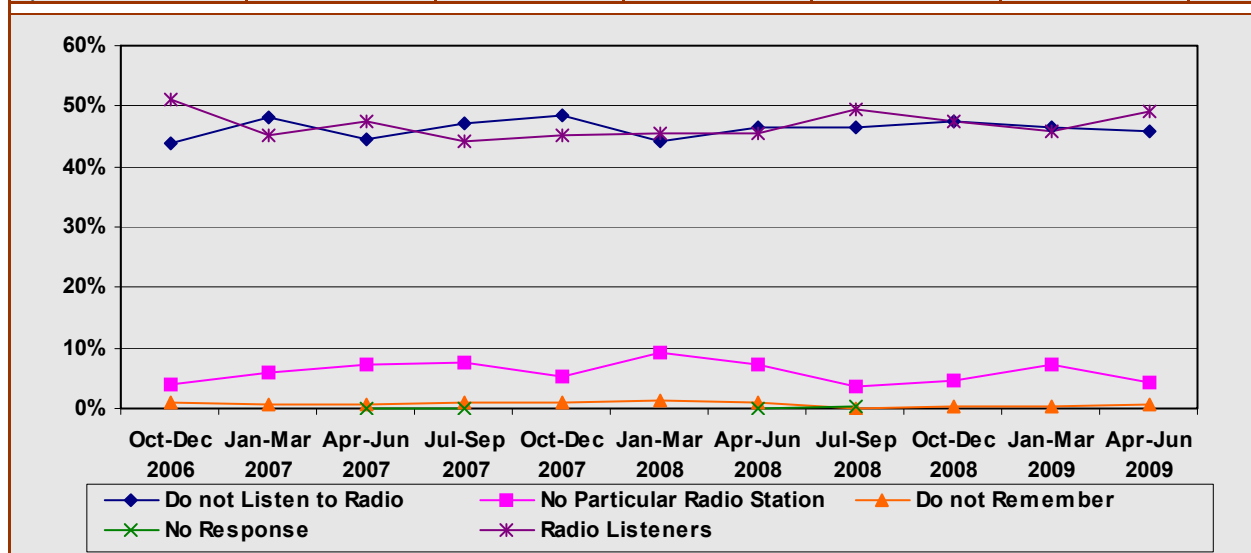


FIGURE 3.1: RADIO REACH BY QUARTERS – OCT-DEC 2006 TO APR-JUN2009

The overall counts of radio listeners [i.e. the total number of listeners excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – and excluding the

amount of time followed by each listener] of the replies given by respondents to the question “Which radio station did you listen most yesterday for at least 10 minutes”, are given in Table 3.2 and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted.

For the period April-June 2009, Bay Radio again attracted the highest number of radio listeners at 23.2% increasing its leadership by 7.3%; followed by Super One Radio at 15.9% and Calypso Radio at 10.4%. Compared to the previous broadcasting period of October-December 2008 these stations have maintained their ranking. Compared to the same period of the previous year [April-June 2009] Super One Radio and Bay Radio have exchanged rankings which have been maintained since October 2008 – see Table 3.2 and Figure 3.2 below:

TABLE 3.2: RADIO REACH BY BROADCASTING STATION – APR-JUN 2008; JAN-MAR 2009 AND APR-JUN 2009

	Apr-Jun 2008	Jan-Mar 2009	Apr-Jun 2009
Radju Malta	7.5	6.6	6.3
Radju Parlament 106.6	2.0	1.1	0.8
Magic Radio	5.5	5.4	6.6
Super One Radio	[1] 19.5	[2] 16.7	[2] 15.9
Radio 101	8.4	6.0	4.3
Bay Radio	[2] 16.2	[1] 18.8	[1] 23.2
Calypso Radio	[3] 10.3	[3] 10.1	[3] 10.4
RTK	8.6	9.0	8.9
Smash Radio	3.9	3.9	3.1
Radju Marija	7.0	8.8	8.4
Campus FM	1.1	0.6	0.9
Capital Radio / Vibe FM	3.7	4.0	3.1
XFM	3.2	5.7	4.0
Community Stations	2.4	2.3	3.0
Foreign Radio Stations	0.9	1.0	0.9
	100.0	100.0	100.0
1% =	1632	1649 1667	1785

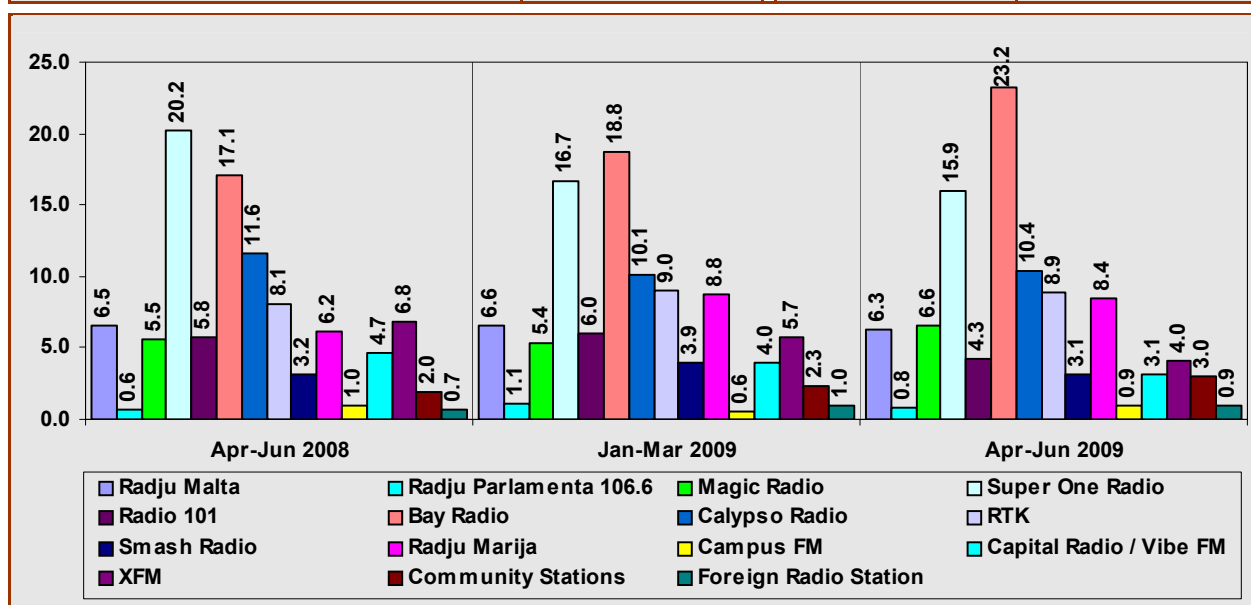


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION – APR-JUN 2008; JAN-MAR 2009, AND APR-JUN 2009

3.1.1 Radio Reach by Gender and by Age Group

Of the effective listening population [i.e. the total number of listeners but excluding those “who do not listen to radio”, “do not remember”, “did not follow any particular radio station” – and excluding the amount of time followed by each listener], Bay Radio is, overall, the most preferred station and exceeding the second preferred station, Super One Radio, by 7.3%. While Bay Radio was the most preferred station amongst the four lowest age groups, Super One Radio was the most preferred station of those in the 50-64, 65-79, and 80-plus age groups – see Table 3.3 below. Calypso Radio was the third most preferred station, ranking also third for all male respondents, second for those in the 30-49 and group and third for those in the 50-64 age group – see Table 3.3 below:

TABLE 3.3: RADIO REACH BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	6.3	6.5	6.1	0.0	0.0	0.0	2.3	13.7	11.5	6.3
Radju Parlament 106.6	0.8	0.7	0.8	0.0	0.7	1.6	1.1	0.8	0.0	0.0
Magic Radio	6.6	7.9	5.5	0.0	[3] 5.5	[3] 6.6	[3]12.2	4.0	4.1	0.0
Super One Radio	[2]15.9	[2]16.6	[2]15.4	[2]15.0	3.4	4.9	[3]12.2	[1]24.2	[1]26.2	[1]21.9
Radio 101	4.3	6.5	2.5	0.0	0.7	0.0	5.7	4.4	5.7	[3]12.5
Bay Radio	[1]23.2	[1]24.1	[1]22.5	[1]55.0	[1]64.4	[1]50.8	[1]22.1	4.8	0.0	3.1
Calypso Radio	[3]10.4	[3] 9.7	11.1	5.0	2.7	3.3	[2]15.6	[3]14.9	4.9	6.3
RTK	8.9	7.4	10.0	0.0	0.7	1.6	3.1	[2]15.7	[3]20.5	[2]15.6
Smash Radio	3.1	3.5	2.9	5.0	5.5	4.9	5.3	0.8	0.0	0.0
Radju Marija	8.4	4.5	[3]11.7	0.0	1.4	0.0	5.0	10.9	[2]21.3	[1]21.9
Campus FM	0.9	0.2	1.4	0.0	0.0	0.0	1.1	1.6	0.8	0.0
Capital Radio / Vibe FM	3.1	4.2	2.3	5.0	3.4	[2]11.5	5.3	0.4	0.0	0.0
XFM	4.0	5.2	3.1	[3]10.0	[2] 8.9	[2]11.5	4.2	1.2	0.0	0.0
Community Stations	3.0	2.5	3.5	5.0	2.1	3.3	3.1	1.6	4.9	9.4
Foreign Radio Stations	0.9	0.5	1.2	0.0	0.7	0.0	1.5	0.8	0.0	3.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.00	100.0	100.0	100.0
1% =	1785	896	891	43	283	169	584	432	219	61

3.1.2 Radio Reach by District

Bay Radio attracted the highest percentages of those living in five out of six regions and is the second preferred station in the Southern Harbour – being exceeded by Super One Radio in the latter region by 8.9%. Super One Radio was also the second most preferred station in three regions – Northern Harbour [14.5%], South Eastern [20.7%], and Northern district [13.7%]. Calypso Radio was the second most preferred station in the Western District and the third most preferred station in four other districts - see Table 3.4 below:

TABLE 3.4: RADIO REACH BY DISTRICT [APR-JUN 2009]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	6.3	5.3	8.9	4.4	4.5	6.5	8.2
Radju Parlament 106.6	0.8	0.0	0.4	0.7	0.7	1.6	3.3
Magic Radio	6.6	7.7	9.7	3.7	3.7	9.7	0.0
Super One Radio	[2]15.9	[1]24.9	[2]14.5	[2]20.7	11.2	[2]13.7	6.6
Radio 101	4.3	6.5	4.0	2.2	3.0	4.0	8.2
Bay Radio	[1]23.2	[2]16.0	[1]26.2	[1]23.7	[1]28.4	[1]25.0	[1]23.0
Calypso Radio	[3]10.4	[3] 8.3	[3]12.5	[3]10.4	[2]12.7	[3]12.1	3.3
RTK	8.9	5.3	9.3	6.7	11.2	8.9	[2]19.7
Smash Radio	3.1	5.9	1.6	5.2	0.7	3.2	3.3
Radju Marija	8.4	6.5	9.3	8.9	[3]11.9	4.0	[3]13.1
Campus FM	0.9	0.6	1.6	0.0	1.5	0.8	0.0
Capital Radio / Vibe FM	3.1	5.3	2.4	3.7	2.2	1.6	4.9
XFM	4.0	3.6	4.0	4.4	5.2	5.6	0.0
Community Stations	3.0	3.6	2.8	4.4	0.7	2.4	6.6
Foreign Radio Stations	0.9	0.6	0.8	0.7	2.2	0.8	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1%= 2027		364	633	288	295	323	125

3.2 Radio Reach by Broadcasting Station

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

3.2.1 Radio Reach by Broadcasting Station – By Gender

In general radio broadcasting stations have a balanced gender audience. Of significance, however, are those listening to Campus FM and Radju Marija where female following was dominant; while Radio 101 and Capital Radio/Vibe FM had the highest percentage of male listeners – see Table 3.5 and Figure 3.3 below:

TABLE 3.5: RADIO REACH BY BROADCASTING STATION – BY GENDER [APR-JUN 2009]

1%= Total	Male	Female
112 Radju Malta	46.4%	53.6%
14 Radju Parlament 106.6	42.9%	57.1%
118 Magic Radio	54.2%	45.8%
285 Super One Radio	47.2%	52.8%
76 Radio 101	68.4%	31.6%
415 Bay Radio	46.9%	53.1%
186 Calypso Radio	41.9%	58.1%
158 RTK	38.0%	62.0%
56 Smash Radio	50.0%	50.0%
150 Radju Marija	24.0%	76.0%
16 Campus FM	12.5%	87.5%
56 Capital Radio / Vibe FM	60.7%	39.3%
72 XFM	58.3%	41.7%
54 Community Stations	37.0%	63.0%
16 Foreign Radio Stations	25.0%	75.0%
Total	44.7%	55.3%

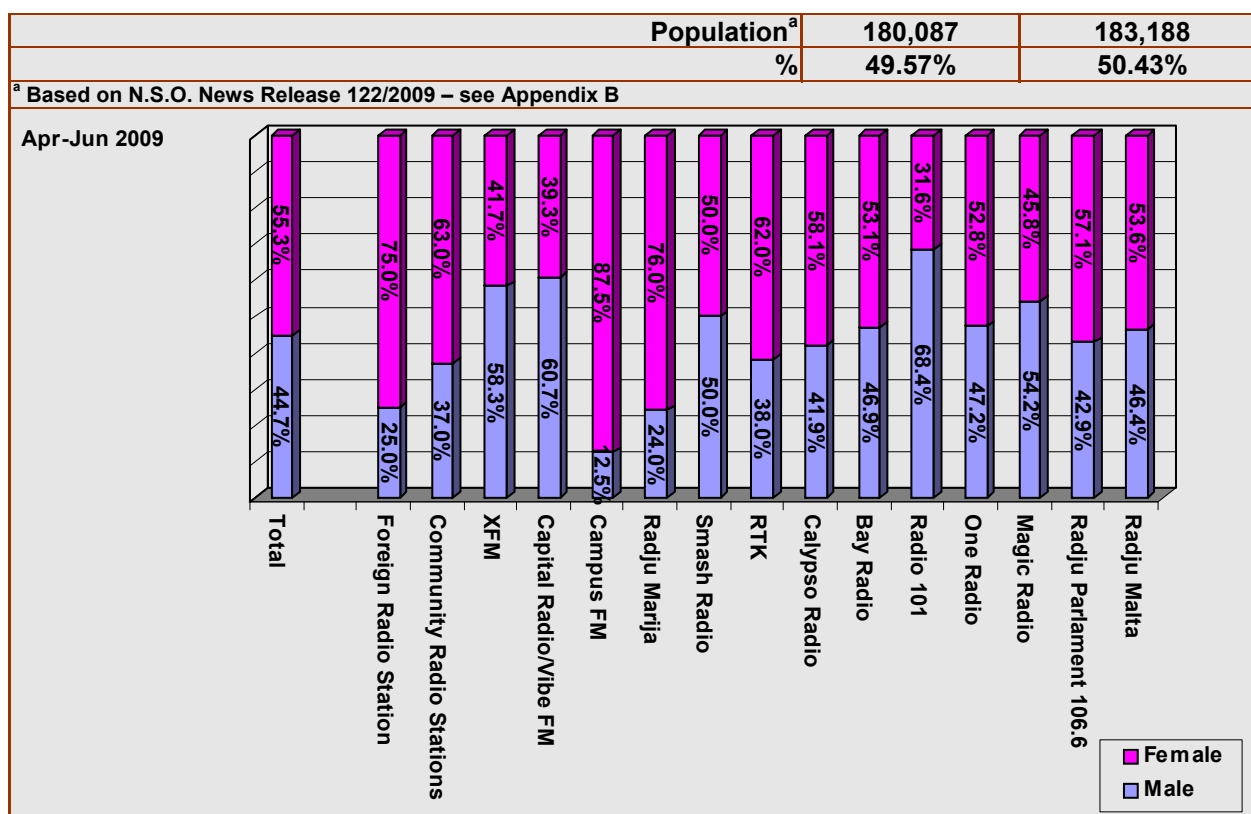


FIGURE 3.3: RADIO REACH BY BROADCASTING STATION – BY GENDER [APR-JUN 2009]

3.2.2 Radio Reach by Broadcasting Station – by Age Group

Overall, the distribution of radio listeners by each broadcasting station by age group is similar to the national percentage population distribution by age groups. However, analysis of each station's distribution is also dependent on each station's targeted audience and its broadcasting programme schedules; the results of which goes beyond the scope of this work. Of significance, is that only Super One Radio and Calypso Radio have audiences that cover all the age groups. Exceptions to the national population distribution by age are various; and of note is that while those stations catering for the lower end of the age-spectrum reach their highest audiences in the 30-59 age group, those stations who have attracted the higher end of the age spectrum reach their highest audiences in the 50-64 age group.

TABLE 3.6: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2009]

1%=		Age Group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
112	Radju Malta				10.7%	60.7%	25.0%	3.6%
14	Radju Parlament 106.6		14.3%	14.3%	42.9%	28.6%		
118	Magic Radio		13.6%	6.8%	54.2%	16.9%	8.5%	
285	Super One Radio	2.1%	3.5%	2.1%	22.5%	42.3%	22.5%	4.9%
76	Radio 101		2.6%		39.5%	28.9%	18.4%	10.5%
415	Bay Radio	5.3%	45.4%	15.0%	28.0%	5.8%		.5%
186	Calypso Radio	1.1%	4.3%	2.2%	44.1%	39.8%	6.5%	2.2%
158	RTK		1.3%	1.3%	10.1%	49.4%	31.6%	6.3%
56	Smash Radio	3.6%	28.6%	10.7%	50.0%	7.1%		
150	Radju Marija		2.7%		17.3%	36.0%	34.7%	9.3%
16	Campus FM				37.5%	50.0%	12.5%	
56	Capital Radio / Vibe FM	3.6%	17.9%	25.0%	50.0%	3.6%		
72	XFM	5.6%	36.1%	19.4%	30.6%	8.3%		
54	Community Stations	3.7%	11.1%	7.4%	29.6%	14.8%	22.2%	11.1%
16	Foreign Radio Stations		12.5%		50.0%	25.0%		12.5%
3633	Total	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%
Population^a		15,224	58,208	31,296	111,310	89,058	44,899	13,280
%		4.19%	16.02%	8.61%	30.64%	24.52%	12.36%	3.66%

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

3.2.3 Radio Reach by Broadcasting Station – By District

Most broadcasting stations had a nationwide following with the exception of Radju Parlament, Magic Radio, Campus FM, and XFM. Although most stations follow the national distribution population percentages by district, there are distinct exceptions where audiences for a particular station are more than 50% higher than the population distribution for that district. Of note are Smash Radio and Capital Radio/Vibe FM in the Northern Harbour area– see Table 3.7 and Figure 3.5 below.

TABLE 3.7: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2009]

1%=		Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
112	Radju Malta	16.1%	39.3%	10.7%	10.7%	14.3%	8.9%
14	Radju Parlament 106.6		14.3%	14.3%	14.3%	28.6%	28.6%
118	Magic Radio	22.0%	40.7%	8.5%	8.5%	20.3%	
285	Super One Radio	29.6%	25.4%	19.7%	10.6%	12.0%	2.8%
76	Radio 101	28.9%	26.3%	7.9%	10.5%	13.2%	13.2%
415	Bay Radio	13.0%	31.4%	15.5%	18.4%	15.0%	6.8%
186	Calypso Radio	15.1%	33.3%	15.1%	18.3%	16.1%	2.2%
158	RTK	11.4%	29.1%	11.4%	19.0%	13.9%	15.2%
56	Smash Radio	35.7%	14.3%	25.0%	3.6%	14.3%	7.1%
150	Radju Marija	14.7%	30.7%	16.0%	21.3%	6.7%	10.7%
16	Campus FM	12.5%	50.0%		25.0%	12.5%	
56	Capital Radio / Vibe FM	32.1%	21.4%	17.9%	10.7%	7.1%	10.7%
72	XFM	16.7%	27.8%	16.7%	19.4%	19.4%	
54	Community Stations	22.2%	25.9%	22.2%	3.7%	11.1%	14.8%
16	Foreign Radio Stations	12.5%	25.0%	12.5%	37.5%	12.5%	
3633	Total	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%
Population^a		81204	121382	60104	57407	58904	31289
%		19.79	29.58	14.65	13.99	14.36	7.63

^a Based on Demographic Review 2007; see Appendix B

Apr-Jun 2009

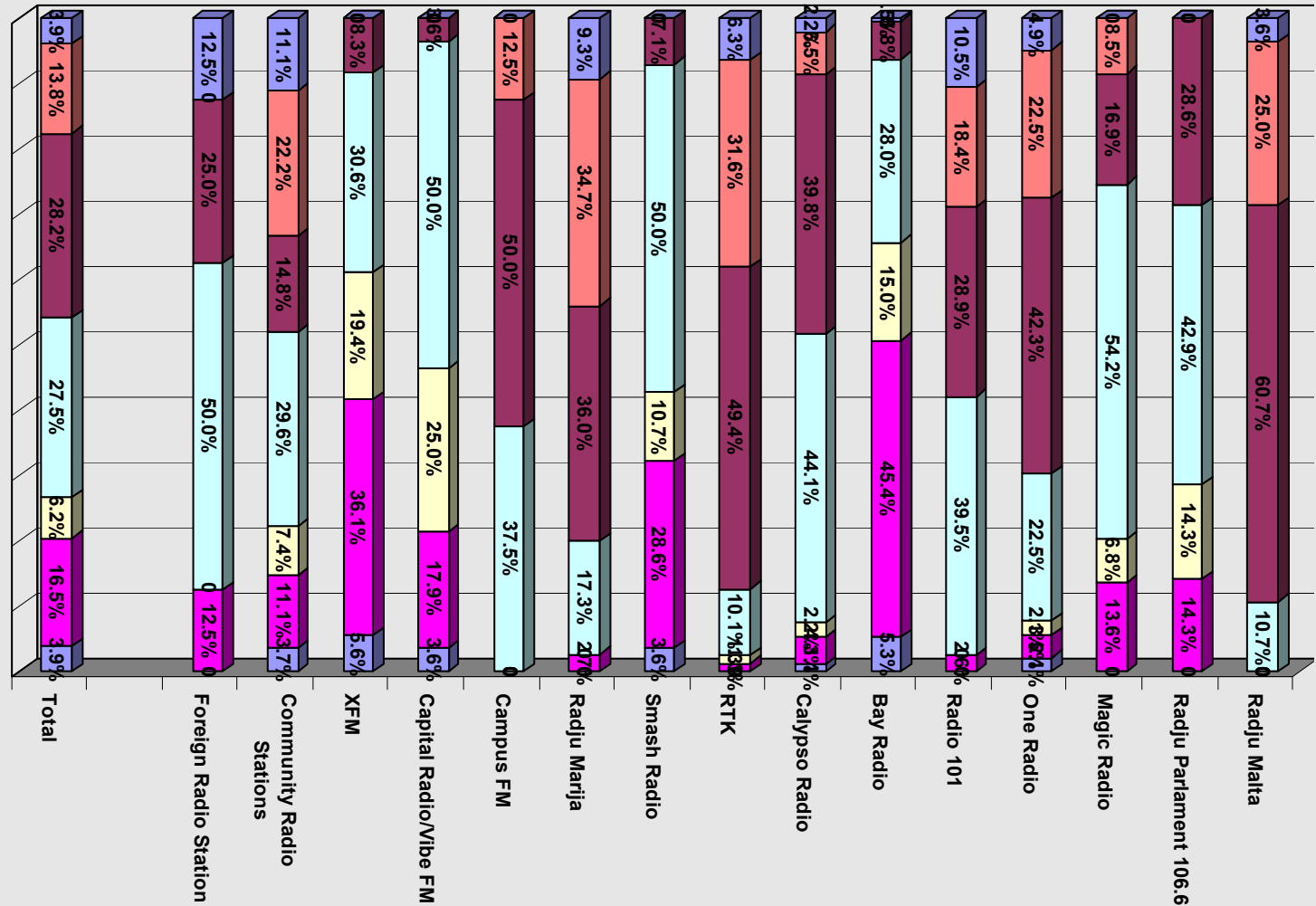


FIGURE 3.4: RADIO REACH BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2009]

Apr-Jun 2009

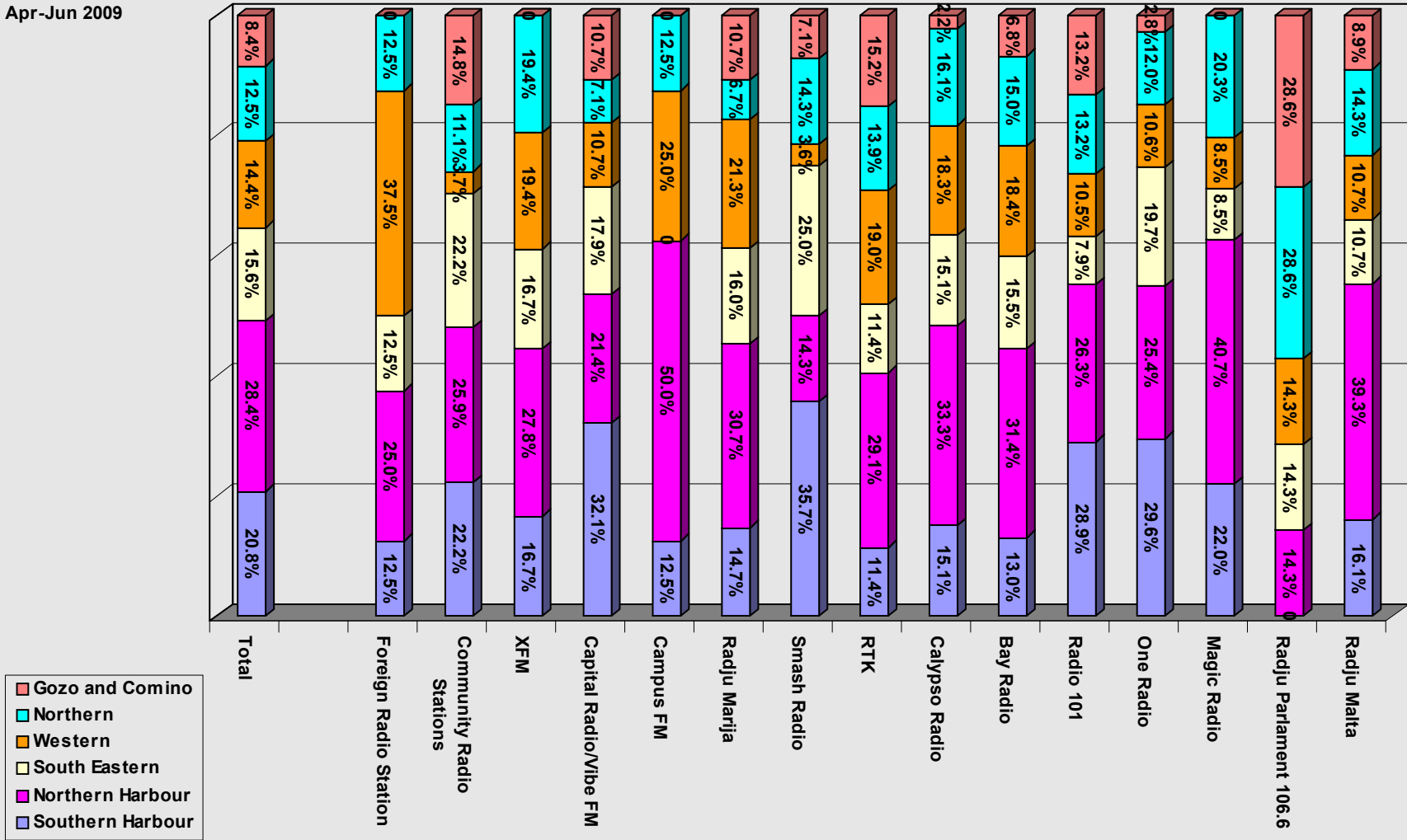


FIGURE 3.5: RADIO REACH BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2009]

3.3 TV Reach

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

With regard to TV reach, 24.9% stated that they do not watch TV; 9.7% stated that they had watched TV but did not remember a particular television station; another 0.4% stated that they do not remember which station they had watched the day before; while 0.4% of those interviewed stated that they do not have a TV-set – see Part 2: Tables 3.3 and 3.4, and summary Table 3.8 and Figure 3.6 below. Compared to the same period of Apr-Jun 2008, regular TV viewing was higher by 3.9%, while regular TV viewing over the previous three months of Jan-Mar 2009 has increased by 11.03% (which is significant considering the margin of error inherent in the sample).

TABLE 3.8: TV REACH BY QUARTER: OCT-DEC 2006 TO APR-JUN 2009

	Do not watch TV	No particular TV station	Do not remember	No TV Set	No Response	TV Viewers [effective]	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

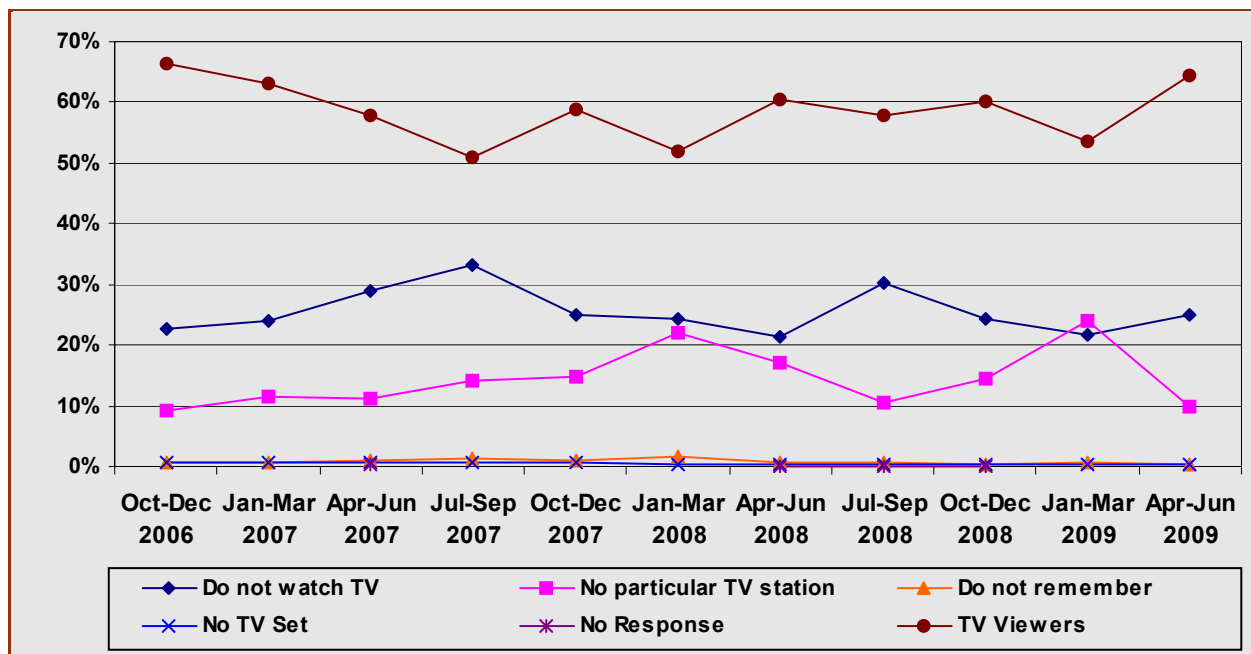


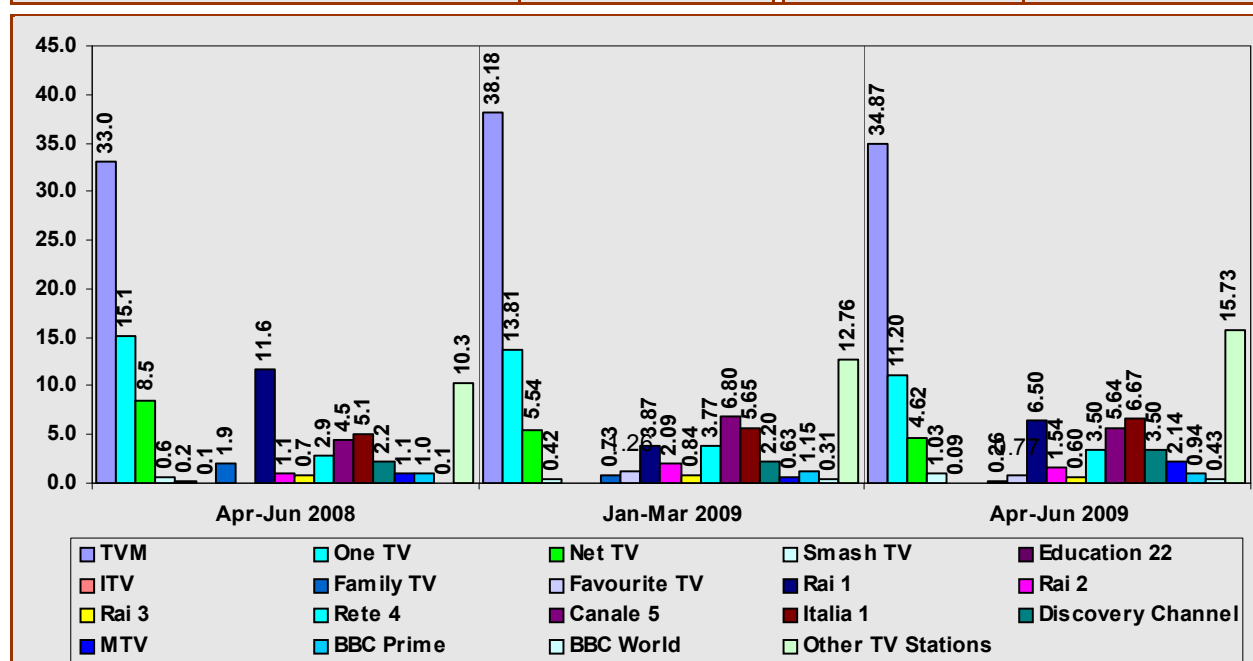
FIGURE 3.6: TV REACH BY QUARTER: OCT-DEC 2006 TO APR-JUN 2009

The overall counts of effective respondents [i.e. the total number of viewers but excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they

had followed”; and those who “did not watch a particular station” – and excluding the amount of time followed by each viewer] are given in Figure 3.7 and Table 3.9 below. This data gives the effective percentage of TV viewers that each broadcasting station has attracted. For this period under assessment, TVM attained the highest amount of consumers at 34.87% - a decrease of 3.31% over the previous period of Jan-Mar 2009 and an increase of 1.87% over the same period of the previous year during Apr-Jun 2008. One TV maintained its second ranking in consumers’ reach for local broadcasting stations but lost over the total of “Other TV Stations” broadcast on digital aerial and cable network. Of the Foreign Stations, Italia 1 has the highest audience reach at 6.67% followed by that of Rai 1 [6.50%].

TABLE 3.9: TV REACH BY BROADCASTING STATION – APR-JUN 2008; JAN-MAR 2009; AND APR-JUN 2009

	Apr-Jun 2008	Jan-Mar 2009	Apr-Jun 2009
TVM	[1] 33.0	[1] 38.18	[1] 34.87
One TV	[2] 15.1	[2] 13.81	[3] 11.20
Net TV	8.5	5.54	4.62
Smash TV	0.6	0.42	1.03
Education 22	0.2	-	0.09
iTV	0.1	-	-
Family TV	1.9	0.73	0.26
Favourite TV	*	1.26	0.77
Rai 1	[3] 11.6	3.87	6.50
Rai 2	1.1	2.09	1.54
Rai 3	0.7	0.84	0.60
Rete 4	2.9	3.77	3.50
Canale 5	4.5	6.80	5.64
Italia 1	5.1	5.65	6.67
Discovery Channel	2.2	2.20	3.50
MTV	1.1	0.63	2.14
BBC Prime	1.0	1.15	0.94
BBC World	0.1	0.31	0.43
Other TV Stations	10.3	[3] 12.76	[2] 15.73
	100.0%	100.0%	100.0%
1%=	2178	1944	2345



* Station not yet licensed / broadcasting regularly

FIGURE 3.7 TV REACH BY BROADCASTING STATION – APR-JUN 2008; JAN-MAR 2009; AND APR-JUN 2009

3.3.1 TV Reach by Gender and by Age Group

Of the effective viewing population [i.e. the total number of viewers but excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they had followed”; and those who “did not watch a particular station” – and excluding the amount of time followed by each viewer], TVM was the station most followed by gender and by age group. The second most followed station was Other TV Station; while the third most followed station was One TV.

Again as the previous assessment period of Jan-Mar 2009, TVM was the most followed station across all age groups above 15 years old – losing first place for children from 12 -14 year old to “Other TV Station”. One TV was the second most followed station in three age groups [50-64, 65-79 and 80plus – two age groups – 50-64 and 65-79 - during the previous period] while Net TV was the third most followed in the 80plus together with Rai 1 – see Table 3.10 below.

TABLE 3.10: TV REACH BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	[1]34.87	[1]33.65	[1]35.89	[2]17.65	[1]22.96	[1]28.00	[1]39.38	[1]37.00	[1]42.04	[1]45.45
One TV	[3]11.20	[3]10.71	[3]11.60	[3]13.73	5.10	[4]9.33	[3]8.44	[2]15.60	[2]13.38	[2]18.18
Net TV	4.62	4.32	4.86	1.96	3.57	2.67	3.44	5.20	[4]7.64	[3]9.09
Smash TV	1.03	0.94	1.10	0.00	0.00	1.33	1.88	0.61	1.27	2.27
Education 22	0.09	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00
Family TV	0.26	0.19	0.31	0.00	0.00	0.00	0.00	0.61	0.64	0.00
Favourite TV	0.77	0.38	1.10	1.96	1.02	0.00	0.31	1.22	0.64	0.00
Rai 1	6.50	[4]7.33	5.80	1.96	1.02	1.33	[4]7.81	[4]8.56	[3]9.55	[3]9.09
Rai 2	1.54	2.63	0.63	0.00	1.02	0.00	2.81	1.22	1.91	0.00
Rai 3	0.60	0.56	0.63	0.00	0.51	0.00	0.63	0.61	1.27	0.00
Rete 4	3.50	3.01	3.92	1.96	2.04	4.00	3.75	3.36	5.10	4.55
Canale 5	5.64	2.26	[4]8.46	3.92	6.12	[3]17.33	5.94	4.89	1.91	2.27
Italia 1	[4]6.67	7.14	6.27	[3]13.73	[3]17.35	[4]9.33	5.00	3.06	2.55	0.00
Discovery Channel	3.50	6.02	1.41	1.96	9.18	0.00	3.75	2.14	1.27	2.27
MTV	2.14	1.32	2.82	3.92	[4]9.69	0.00	0.63	0.61	0.00	0.00
BBC Prime	0.94	0.75	1.10	0.00	0.00	0.00	1.25	1.53	1.27	0.00
BBC World	0.43	0.56	0.31	0.00	0.00	0.00	0.63	0.31	1.27	0.00
Other TV station	[2]15.73	[2]18.05	[2]13.79	[1]37.25	[2]20.41	[2]26.67	[2]14.38	[3]13.46	[4]7.64	[4]6.82
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2344	1183	1165	111	380	208	714	570	282	83

3.3.2 TV Reach by District

TVM was the most followed station in all the districts. One TV was the second most followed station in two districts [Southern Harbour and South Eastern] and the third most followed station in the three other districts [Northern Harbour, Western, and Northern]. Other TV Station was the second most followed station in four districts and the third most followed in the other two districts – see Table 3.11 below.

TABLE 3.11: TV REACH BY DISTRICT [APR-JUN 2009]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]34.87	[1]33.06	[1]36.47	[1]35.29	[1]37.57	[1]28.00	[1]39.33
One TV	[3]11.20	[2]16.53	[3]9.12	[2]14.12	[3]9.83	[3]9.33	4.49
Net TV	4.62	5.65	4.41	3.53	4.05	4.00	6.74
Smash TV	1.03	0.40	1.47	1.18	1.73	0.67	0.00
Education 22	0.09	0.40	0.00	0.00	0.00	0.00	0.00
Family TV	0.26	0.00	0.29	0.59	0.00	0.00	1.12
Favourite TV	0.77	0.40	1.18	0.59	0.58	1.33	0.00
Rai 1	6.50	[4]7.66	[4]7.06	3.53	[4]5.20	6.00	[3]10.11
Rai 2	1.54	0.81	2.06	2.35	1.16	2.00	0.00
Rai 3	0.60	0.81	0.88	0.59	0.00	0.00	1.12
Rete 4	3.50	3.23	4.41	1.76	[4]5.20	2.67	2.25
Canale 5	5.64	6.05	5.88	[4]8.24	2.89	[4]6.67	2.25
Italia 1	[4]6.67	5.24	5.59	7.06	[3]9.83	[4]6.67	[4]7.87
Discovery Channel	3.50	2.82	1.76	3.53	[4]5.20	6.00	4.49
MTV	2.14	1.61	1.18	2.35	1.73	4.67	3.37
BBC Prime	0.94	0.81	1.18	1.18	0.58	1.33	0.00
BBC World	0.43	0.00	0.59	0.59	0.58	0.67	0.00
Other TV station	[2]15.73	[3]14.52	[2]16.47	[3]13.53	[2]13.87	[2]20.00	[2]16.85
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	2648	534	803	362	381	391	182

3.4 TV Reach by Broadcasting Station

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

3.4.1 TV Reach by Broadcasting Station – By Gender

During this period the main local broadcasting TV stations [TVM, One TV, Net TV and Smash TV] had a balanced gender following similar to national population statistics; Family TV and Favourite TV, on the other hand, had a highly skewed female gender following. Of the foreign broadcasting stations Rai 2, Discovery Channel and BBC World had a more than average male following; while Canale 5, MTV and BBC Prime had an above average female following– see Table 3.12 and Figure 3.8 below:

TABLE 3.12: TV REACH BY BROADCASTING STATION – BY GENDER [APR-JUN 2009]

1%=		Male	Female
818	TVM	43.9%	56.1%
262	One TV	43.5%	56.5%
108	Net TV	42.6%	57.4%
24	Smash TV	41.7%	58.3%
2	Education 22	100.0%	-
6	Family TV	33.3%	66.7%
18	Favourite TV	22.2%	77.8%
152	Rai 1	51.3%	48.7%
36	Rai 2	77.8%	22.2%
14	Rai 3	42.9%	57.1%
82	Rete 4	39.0%	61.0%
132	Canale 5	18.2%	81.8%
156	Italia 1	48.7%	51.3%
82	Discovery Channel	78.0%	22.0%
50	MTV	28.0%	72.0%
22	BBC Prime	36.4%	63.6%
10	BBC World	60.0%	40.0%
369	Other TV Stations	52.2%	47.8%
3633	Table Total	44.7%	55.3%
Population^a		180,087	183,188
%		49.57%	50.43%

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

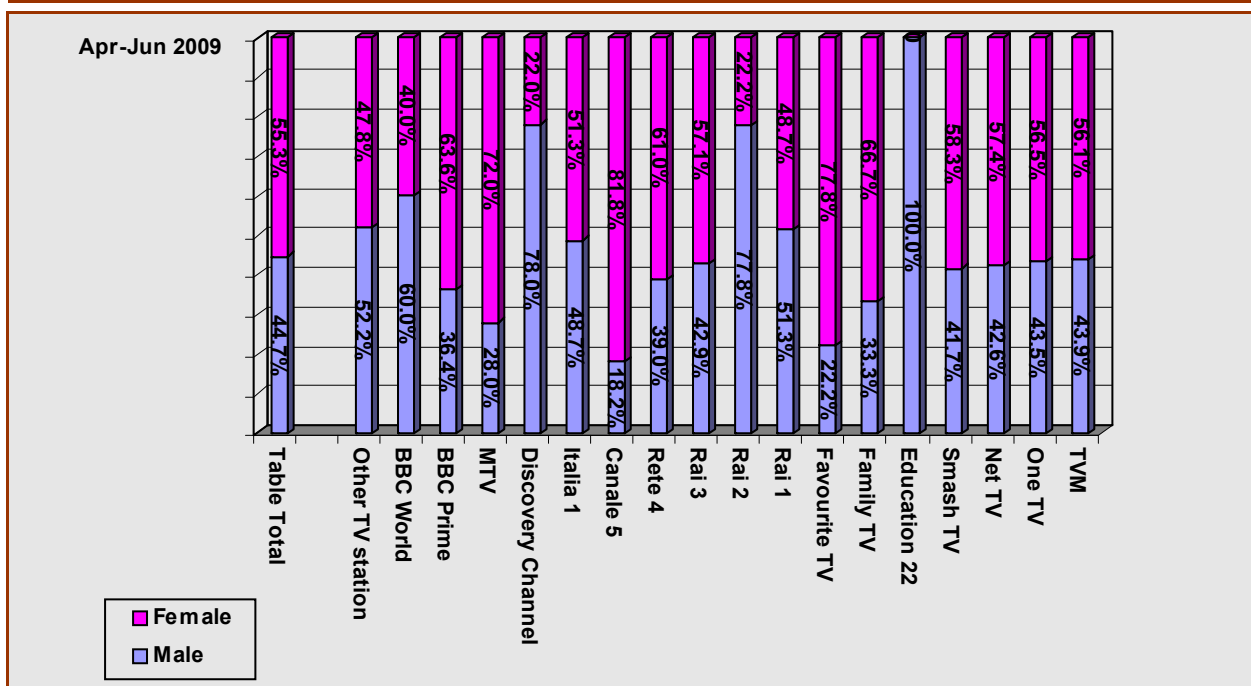


FIGURE 3.8 TV REACH BY BROADCASTING STATION – BY GENDER [APR-JUN 2009]

3.4.2 TV Reach by Broadcasting Station – By Age Group

Analysis of each station's distribution is dependent of each station's targeted audience and its broadcasting programme schedules; the results of which goes beyond the scope of this work. Of the local broadcasting stations only the main three local stations [TVM, One TV and Net TV] have audiences from all the age groups; and the percentages closely follow those of the local population distribution by age group. The other local broadcasting stations do not have a following in all the age groups; however,

their percentages are similar to those of the national age-group percentages. Of the foreign broadcasting stations Rai1, Rete 4, Canale 5 and Italia 1 have been preferred by all the age groups – all the rest of the foreign broadcasting stations did not have a following in at least one of the age groups – see Table 3.13 and Figure 3.9 below:

TABLE 3.13: TV REACH BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2009]

1%= Rank		Age group						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
818	TVM	2.2%	11.0%	5.1%	30.9%	29.7%	16.2%	2.2%
262	One TV	5.3%	7.6%	5.3%	20.6%	38.9%	16.0%	5.3%
108	Net TV	1.9%	13.0%	3.7%	20.4%	31.5%	22.2%	1.9%
24	Smash TV			8.3%	50.0%	16.7%	16.7%	
2	Education 22						100.0%	
6	Family TV					66.7%	33.3%	
18	Favourite TV	11.1%	22.2%		11.1%	44.4%	11.1%	11.1%
152	Rai 1	1.3%	2.6%	1.3%	32.9%	36.8%	19.7%	1.3%
36	Rai 2		11.1%		50.0%	22.2%	16.7%	
14	Rai 3		14.3%		28.6%	28.6%	28.6%	
82	Rete 4	2.4%	9.8%	7.3%	29.3%	26.8%	19.5%	2.4%
132	Canale 5	3.0%	18.2%	19.7%	28.8%	24.2%	4.5%	3.0%
156	Italia 1	9.0%	43.6%	9.0%	20.5%	12.8%	5.1%	9.0%
82	Discovery Channel	2.4%	43.9%		29.3%	17.1%	4.9%	2.4%
50	MTV	8.0%	76.0%		8.0%	8.0%		8.0%
22	BBC Prime				36.4%	45.5%	18.2%	
10	BBC World				40.0%	20.0%	40.0%	
369	Other TV station	10.3%	21.7%	10.9%	25.0%	23.9%	6.5%	10.3%
3633	Total	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%
Population^a		15,2524	58,208	31,296	111,310	89,058	44,899	13,280
%		4.19%	16.02%	8.61%	30.64%	24.52%	12.36%	3.66%

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

Apr-Jun 2009

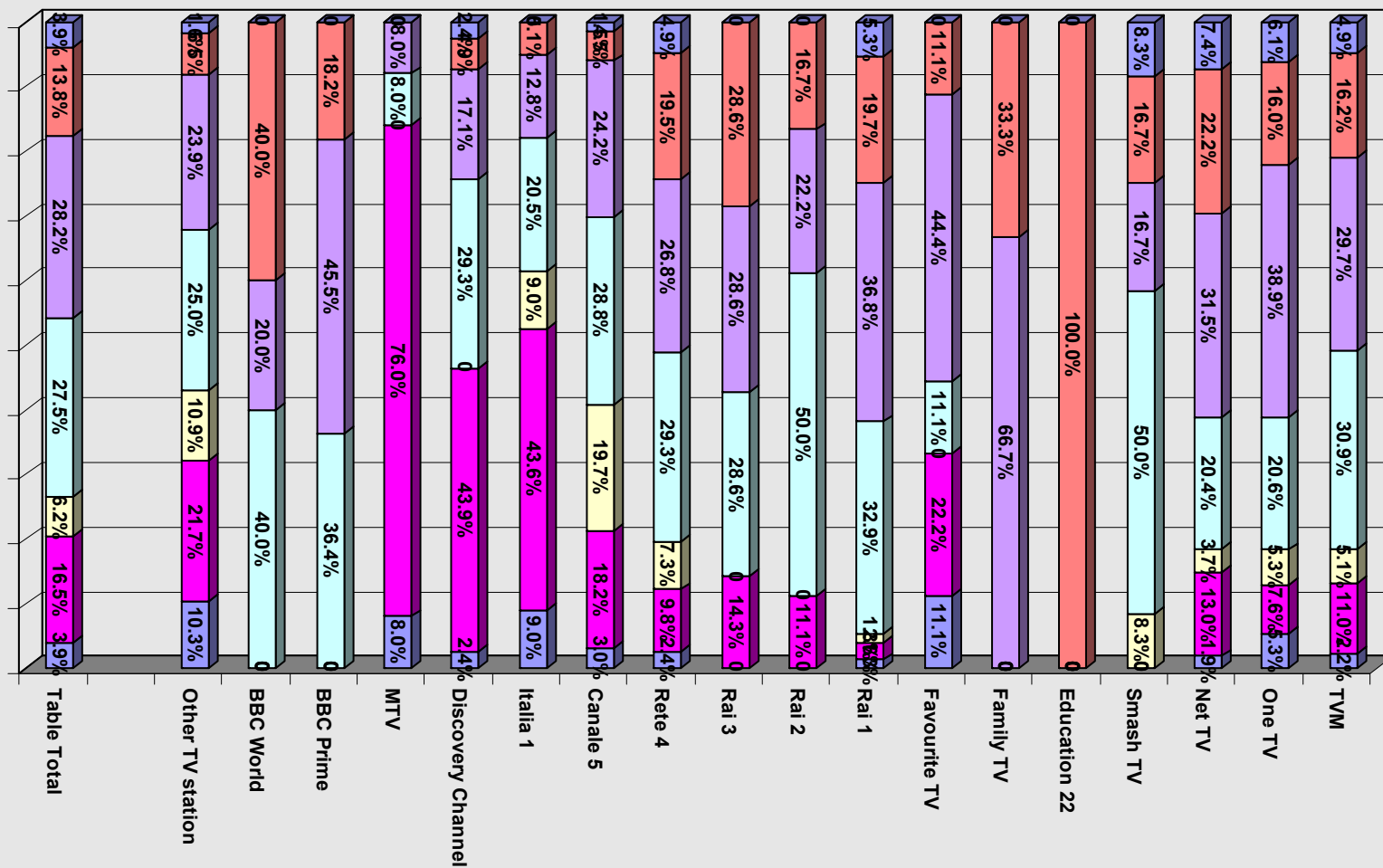


FIGURE 3.9: TV REACH BY BROADCASTING STATION – BY AGE GROUP [APR-JUN 2009]

3.4.3 TV Reach by Broadcasting Station – By District

The main three local TV broadcasting stations [TVM, One TV and Net TV] have nationwide following while Smash TV, Education 22, Family TV and Favourite TV did not register following in one or more districts. On the other hand Rai 1, all Mediaset channels, Discovery Channel and MTV had following in all the respective districts – see Table 3.14 and Figure 3.10 below:

TABLE 3.14: TV REACH BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2009]

1%= Rank	Broadcasting Station	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
818	TVM	20.1%	30.4%	14.7%	15.9%	10.3%	8.6%
262	One TV	31.3%	23.7%	18.3%	13.0%	10.7%	3.1%
108	Net TV	25.9%	27.8%	11.1%	13.0%	11.1%	11.1%
24	Smash TV	8.3%	41.7%	16.7%	25.0%	8.3%	
2	Education 22	100.0%					
6	Family TV		33.3%	33.3%			33.3%
18	Favourite TV	11.1%	44.4%	11.1%	11.1%	22.2%	
152	Rai 1	25.0%	31.6%	7.9%	11.8%	11.8%	11.8%
36	Rai 2	11.1%	38.9%	22.2%	11.1%	16.7%	
14	Rai 3	28.6%	42.9%	14.3%			14.3%
82	Rete 4	19.5%	36.6%	7.3%	22.0%	9.8%	4.9%
132	Canale 5	22.7%	30.3%	21.2%	7.6%	15.2%	3.0%
156	Italia 1	16.7%	24.4%	15.4%	21.8%	12.8%	9.0%
82	Discovery Channel	17.1%	14.6%	14.6%	22.0%	22.0%	9.8%
50	MTV	16.0%	16.0%	16.0%	12.0%	28.0%	12.0%
22	BBC Prime	18.2%	36.4%	18.2%	9.1%	18.2%	
10	BBC World		40.0%	20.0%	20.0%	20.0%	
369	Other TV station	19.6%	30.4%	12.5%	13.0%	16.3%	8.2%
3633	Total	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%
Population^a		81,204	121,382	60,104	57,407	58,904	31,289
%		19.79	29.58	14.65	13.99	14.36	7.63

^a Based on Demographic Review 2007; see Appendix B

Apr-Jun 2009

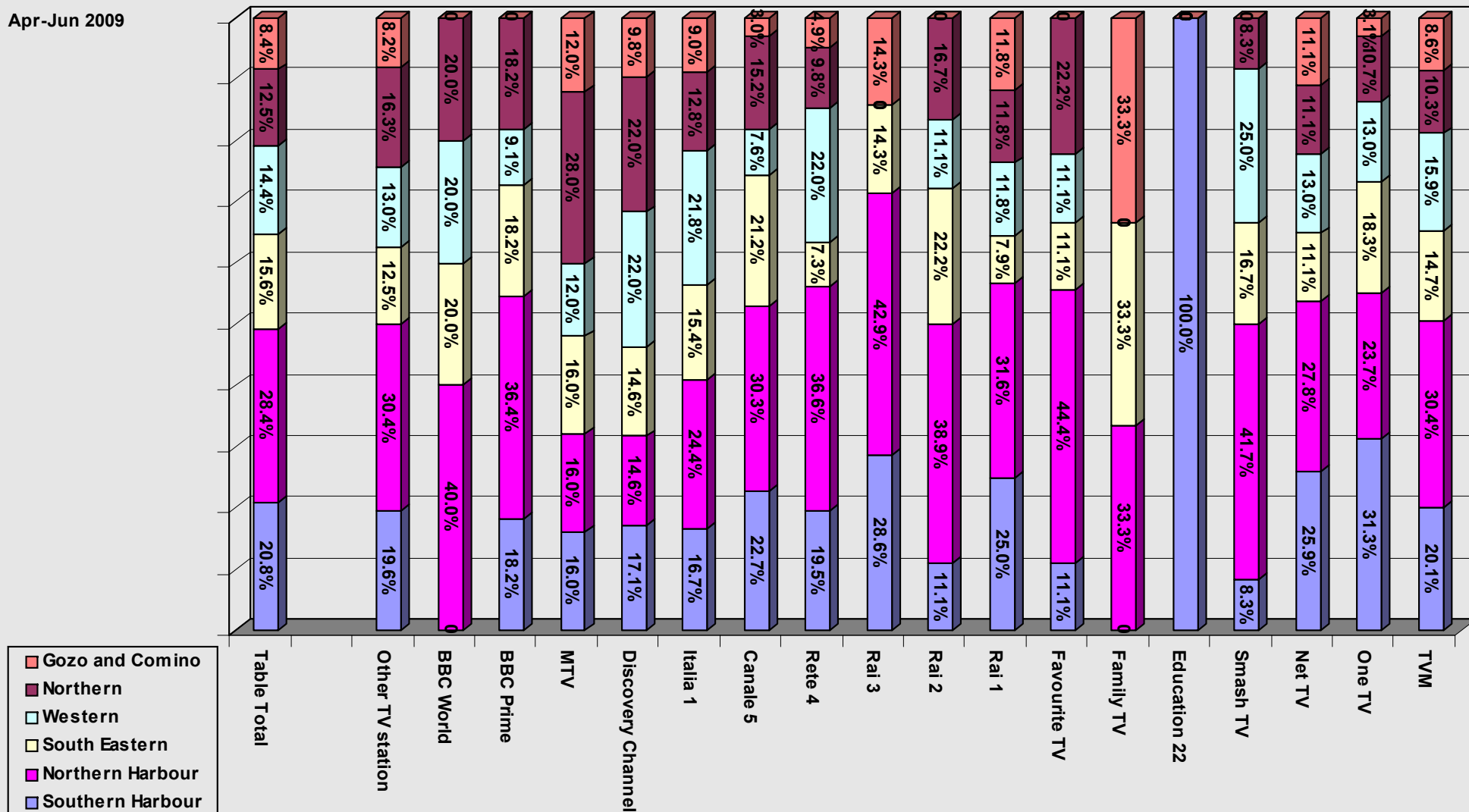


FIGURE 3.10: TV REACH BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2009]

4. MEDIA RECEPTION PLATFORM

Respondents were asked to indicate on which broadcasting platform they receive their household radio and television broadcasts: for radio whether “FM”, “Digital”, or “Other”; for television through “Roof-top aerial” – both analogue and digital, cable system (not digital), satellite dish and through the Internet. In many cases people are not aware whether they have an analogue or digital cable system installed at home.

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

4.1 Radio Reception Platform

Respondents were asked what kind of reception platform they used mostly at home for radio listening. A considerable number [22.5%] were marked as “Do not listen to Radio”; 75.6% reported that they receive radio broadcasts on FM; 1.2% digital broadcasts; while 0.7% through other means. On further analysis by broadcasting station, this group also included a number who “did not remember” which radio station they had listened to and another group who did not listen to any particular station – see Tables 4.1-4.3 in part two of this report and Table 4.1 and Figure 4.1 below:

TABLE 4.1: RADIO RECEPTION PLATFORM BY QUARTER [OCT-DEC 2008 TO APR-JUN 2009]

	Jan-Mar 2009	Apr-Jun 2009
FM	73.6%	75.6%
Digital	3.4%	1.2%
Other	4.1%	.7%
Did not Listen to Radio	18.8%	22.5%

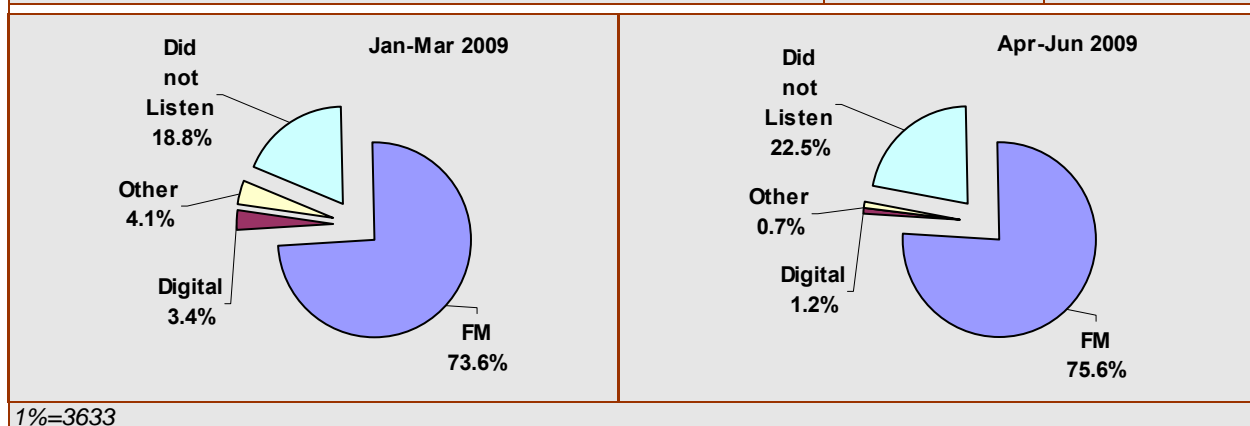


FIGURE 4.1: RADIO RECEPTION PLATFORM BY QUARTER [OCT-DEC 2008 TO APR-JUN 2009]

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 the age group the higher the percentage of 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 Tables and Figures 4.2 – 4.3 below:

TABLE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
FM	97.5%	96.9%	98.0%	93.2%	97.4%	95.7%	95.7%	99.0%	99.5%	100.0%
Digital	1.6%	2.0%	1.2%	0.0%	1.3%	2.2%	3.0%	1.0%	0.5%	0.0%
Other	0.9%	1.1%	0.8%	6.8%	1.3%	2.2%	1.3%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1% =	2815	1434	1388	96	454	255	881	685	361	87

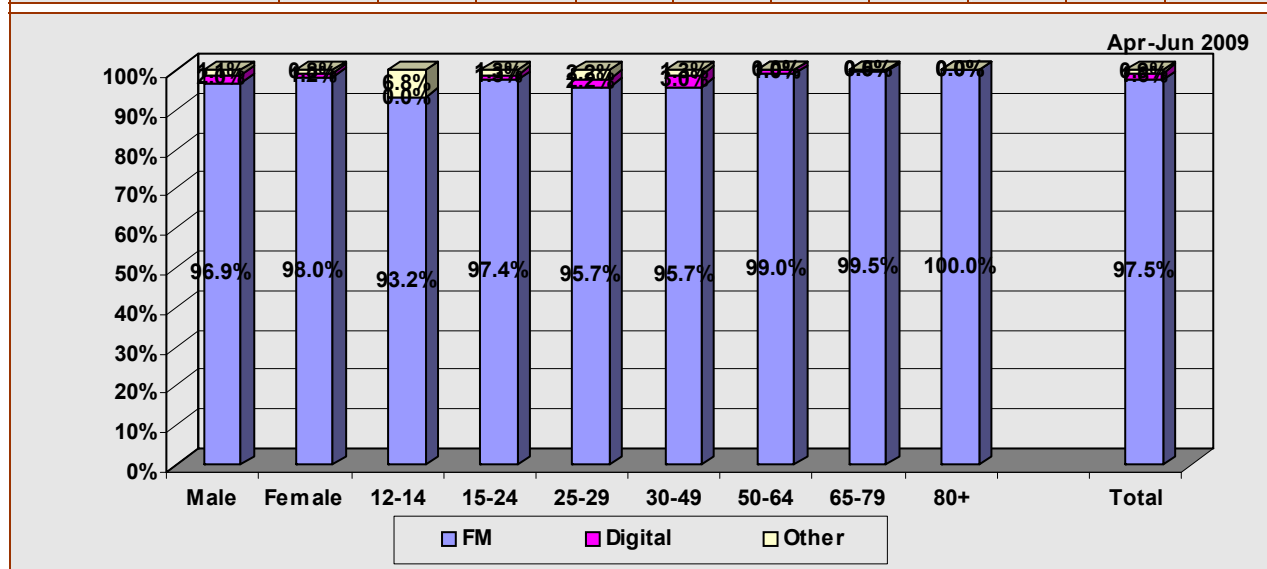


FIGURE 4.2: RADIO RECEPTION PLATFORM BY GENDER AND BY AGE GROUP [APR-JUN 2009]

TABLE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [APR-JUN 2009]

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
FM	97.5%	97.6%	98.1%	98.6%	96.2%	97.2%	96.2%
Digital	1.6%	1.7%	1.7%	0.5%	1.9%	2.2%	1.0%
Other	0.9%	0.7%	0.2%	0.9%	1.9%	0.6%	2.9%
Total	100%	100%	100%	100%	100%	100%	100%
1%= 3186		622	971	454	460	467	213

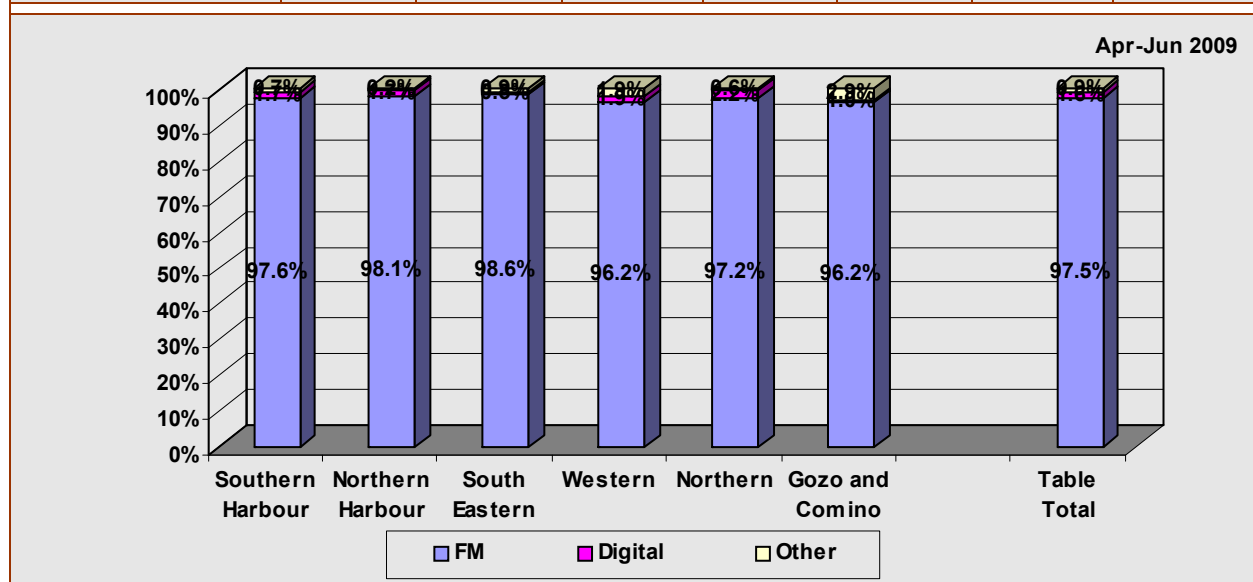


FIGURE 4.3: RADIO RECEPTION PLATFORM BY DISTRICT [APR-JUN 2009]

4.1.2 Radio Reception Platform by Broadcasting Station

Analysed by broadcasting station, FM reception still attracts the highest audiences while digital listening to radio broadcasts is still negligible – see Table and Figure 4.4 below:

TABLE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION [APR-JUN 2009]*

1%= 112		FM	Digital	Other
14	Radju Malta	100.0%		
118	Radju Parlament 106.6	100.0%		
285	Magic Radio	98.3%	1.7%	
76	Super One Radio	99.3%	.7%	
415	Radio 101	92.1%	7.9%	
186	Bay Radio	91.3%	4.3%	4.3%
158	Calypso Radio	96.8%	3.2%	
56	RTK	100.0%		
150	Smash Radio	100.0%		
16	Radju Marija	100.0%		
56	Campus FM	100.0%		
72	Capital Radio / Vibe FM	92.9%	3.6%	3.6%
54	XFM	94.4%	5.6%	
16	Community Radio Stations	92.6%	3.7%	3.7%
	Foreign Radio Stations	75.0%	12.5%	12.5%

*Excludes "Did not Listen to Radio", "Do Not Remember" and "No Particular Station"

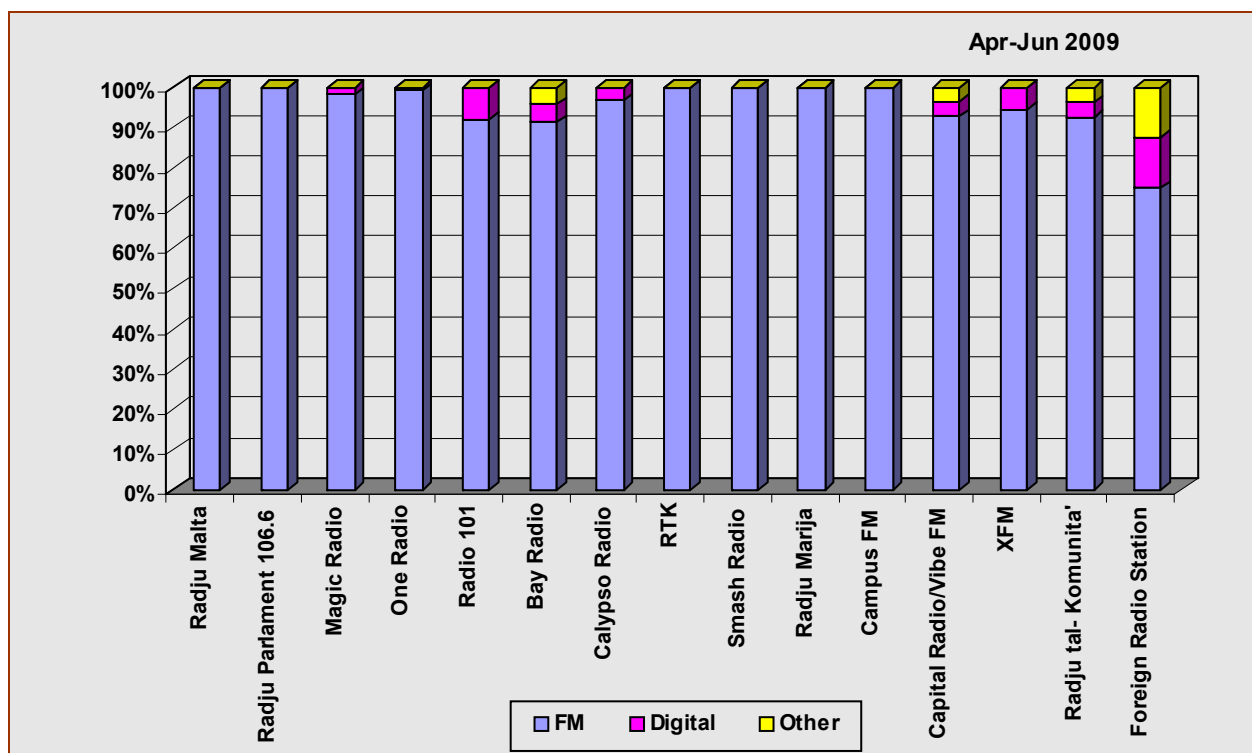


FIGURE 4.4: RADIO RECEPTION PLATFORM BY BROADCASTING STATION [APR-JUN 2009]

4.2 TV Reception Platform

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

Table 3.15 and Figure 3.11 and Figure 3.12 detail the percentages registered for the various broadcasting platforms by quarter from October-December 2006 to this quarter under review. Further data is available in Part 2 of this report; Tables 4.4 to 4.6.

Digital aerial/cable take-up has continued to increase by 4.2% over the previous quarter while analogue cable has registered a decrease of 1.3%. Satellite reception has remained constant in the >10% bracket – see Table 4.5 and Figures 4.5-4.6 below:

TABLE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO APR-JUN 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
Aerial (Analogue)	24.3%	21.7%	19.4%	16.4%	18.1%	16.0%	17.5%	17.1%	12.0%	13.0%	11.3%
Cable (Analogue)	66.8%	65.3%	67.0%	70.9%	48.9%	44.5%	43.9%	43.8%	35.1%	28.1%	26.8%
Satellite	6.3%	8.2%	8.7%	8.2%	7.3%	8.3%	7.2%	8.1%	9.2%	8.4%	6.8%
Internet	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%	.3%	.6%
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%
No TV set	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.4%	.2%	.4%
Other									0.2%	.1%	.2%
1% =	3558	3558	3558	3558	3594	3594	3594	3594	3633	3633	3633

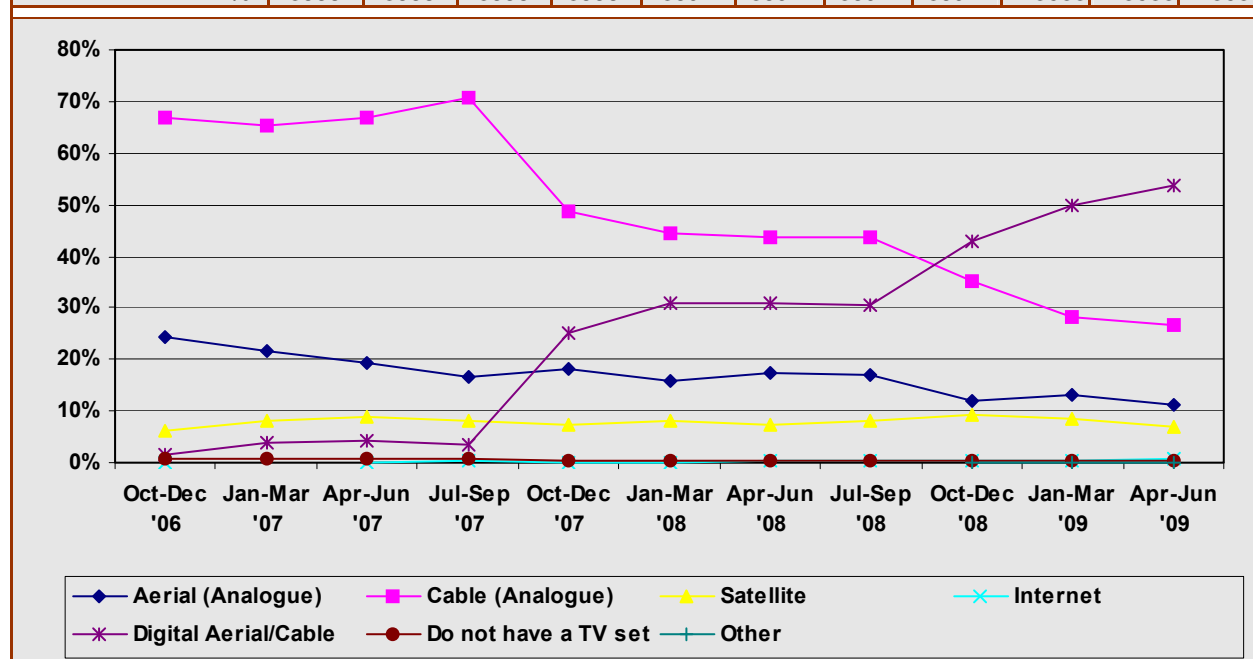
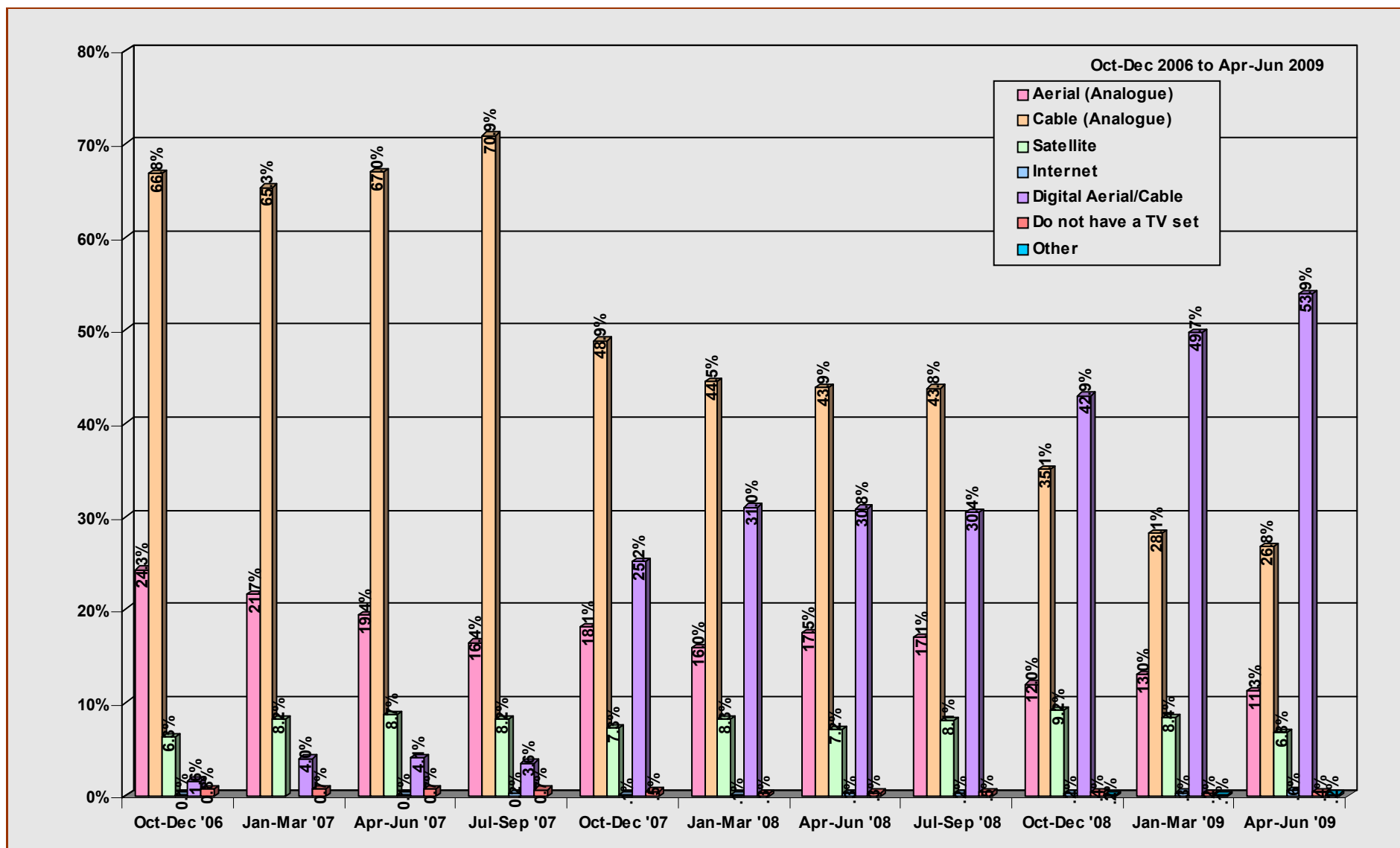


FIGURE 4.5: TV RECEPTION SYSTEM BY QUARTER – OCT-DEC 2006 TO APR-JUN 2009



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

FIGURE 4.6: TV RECEPTION SYSTEM BY PLATFORM – OCT-DEC 2006 TO APR-JUN 2009

4.2.1 TV Reception Platform by District

Analysed by district, the highest digital aerial/cable take-up was registered in the South Eastern District – an increase of 10.9% over the previous period from 37.7% to 48.6%; while the next highest take-up was registered in Gozo and Comino – 8.2% from 40.6% to 48.4% – see Table 4.6 and Figure 4.7 below:

TABLE 4.6: TV RECEPTION PLATFORM BY DISTRICTS: JAN-MAR 2009 AND APR-JUN 2009

	District											
	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo and Comino	
	Jan-Mar 2009	Apr-Jun 2009	Jan-Mar 2009	Apr-Jun 2009	Jan-Mar 2009	Apr-Jun 2009	Jan-Mar 2009	Apr-Jun 2009	Jan-Mar 2009	Apr-Jun 2009	Jan-Mar 2009	Apr-Jun 2009
Aerial (Analogue)	15.3%	13.5%	6.8%	7.6%	19.2%	16.7%	14.0%	11.5%	12.0%	8.4%	16.7%	12.4%
Cable (Analogue)	31.4%	29.7%	27.4%	28.6%	32.1%	24.8%	24.4%	23.4%	21.7%	21.2%	33.3%	31.4%
Satellite	7.9%	5.3%	7.0%	7.6%	10.6%	8.2%	7.4%	4.6%	11.2%	8.4%	8.0%	6.5%
Internet	.8%	.3%	.4%	.8%	.4%	1.4%		.4%		.4%		
Digital Aerial/Cable	44.1%	50.9%	58.1%	54.7%	37.7%	48.6%	54.2%	59.0%	54.6%	61.5%	40.6%	48.4%
Other	.5%	.3%	.2%	.2%				.4%			.7%	
No TV set				.6%		.4%		.8%	.4%		.7%	1.3%
Total	15.3%	13.5%	6.8%	7.6%	19.2%	16.7%	14.0%	11.5%	12.0%	8.4%	16.7%	12.4%
1% =	812		1214		601		574		589		313	

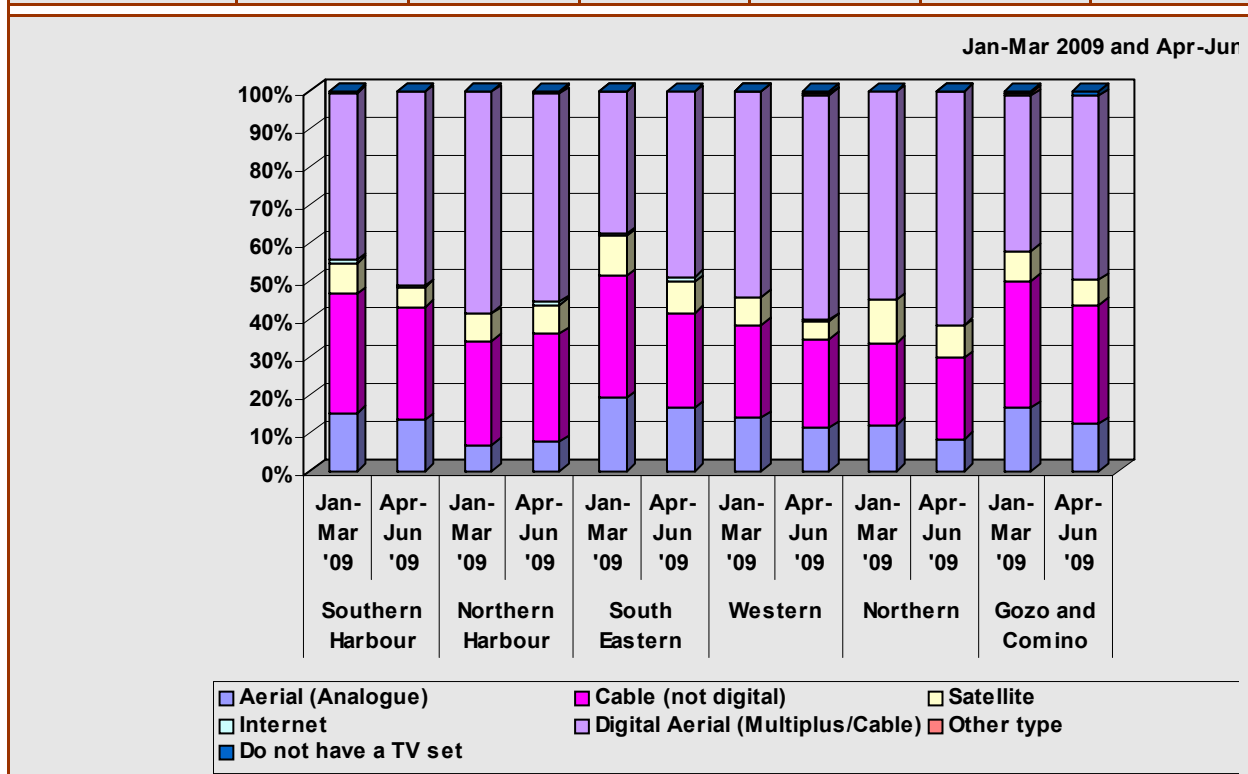


FIGURE 4.7: TV RECEPTION PLATFORM BY DISTRICTS – JAN-MAR 2009 AND APR-JUN 2009

4.2.2 TV Reception Platform by Broadcasting Station

The data was also analysed by each broadcasting station. Reception of local broadcasting stations through satellite gives an indication that some households have more than one reception platform installed. This is reflected through satellite reception of TVM, One TV and Net TV – see Table 4.7 below:

TABLE 4.7: TV RECEPTION PLATFORM BY BROADCASTING STATION [APR-JUN 2009]

1%=		Aerial (Analogue)	Cable (Analogue)	Satellite	Internet	Digital Aerial/Cable	Other Type	No TV set
818	TVM	13.5%	29.4%	4.4%	.2%	52.5%		
262	One TV	18.3%	35.1%	7.6%		38.2%	.8%	
108	Net TV	5.6%	27.8%	1.9%		64.8%		
24	Smash TV	16.7%	41.7%			41.7%		
2	Education 22					100.0%		
6	Family TV		100.0%					
18	Favourite TV		33.3%			66.7%		
152	Rai 1	5.3%	27.6%	5.3%		61.8%		
36	Rai 2	11.1%	38.9%	5.6%		44.4%		
14	Rai 3	14.3%	28.6%			42.9%	14.3%	
82	Rete 4	12.2%	31.7%	9.8%		46.3%		
132	Canale 5	16.7%	37.9%	6.1%		39.4%		
156	Italia 1	15.4%	37.2%	5.1%		41.0%	1.3%	
82	Discovery Channel		2.4%	4.9%		92.7%		
50	MTV	4.0%	8.0%			88.0%		
22	BBC Prime					100.0%		
10	BBC World					100.0%		
369	Other TV station		5.4%	15.8%	.5%	78.3%		
3633	Total	11.3%	26.8%	6.8%	.6%	53.9%	.2%	.4%

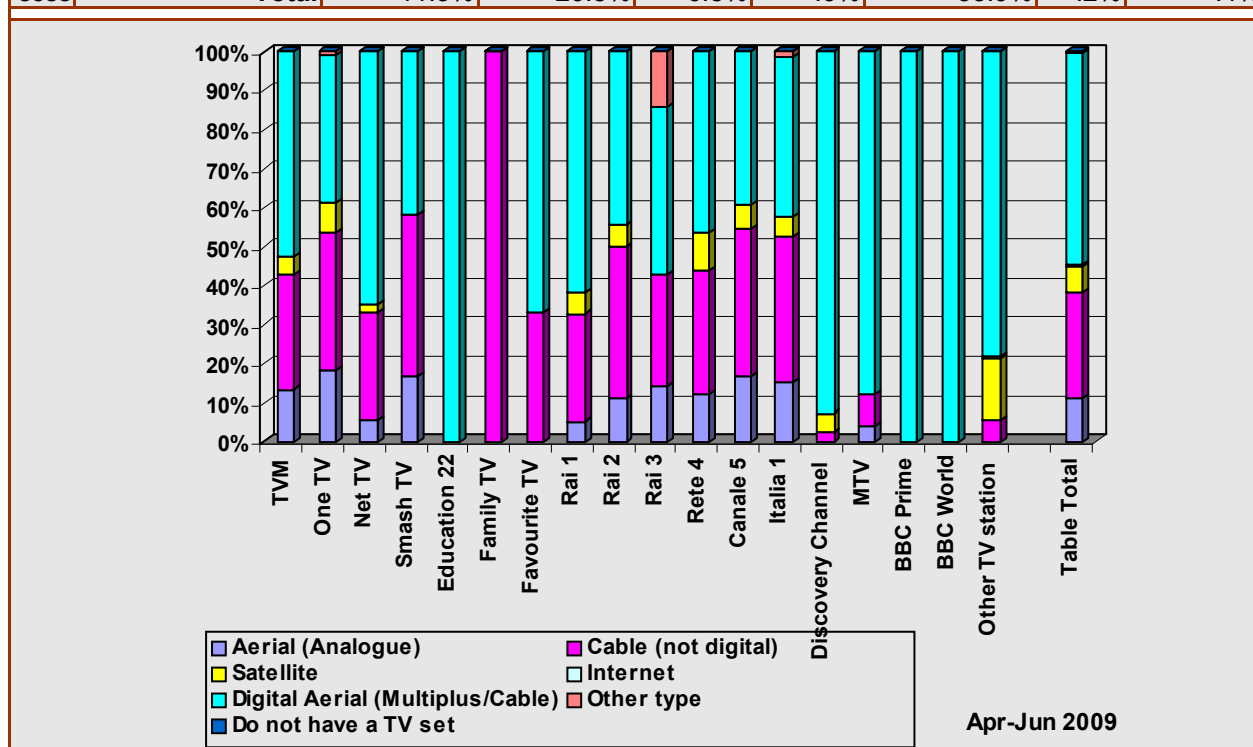


FIGURE 4.8: TV RECEPTION PLATFORM BY BROADCASTING STATION [APR-JUN 2009]

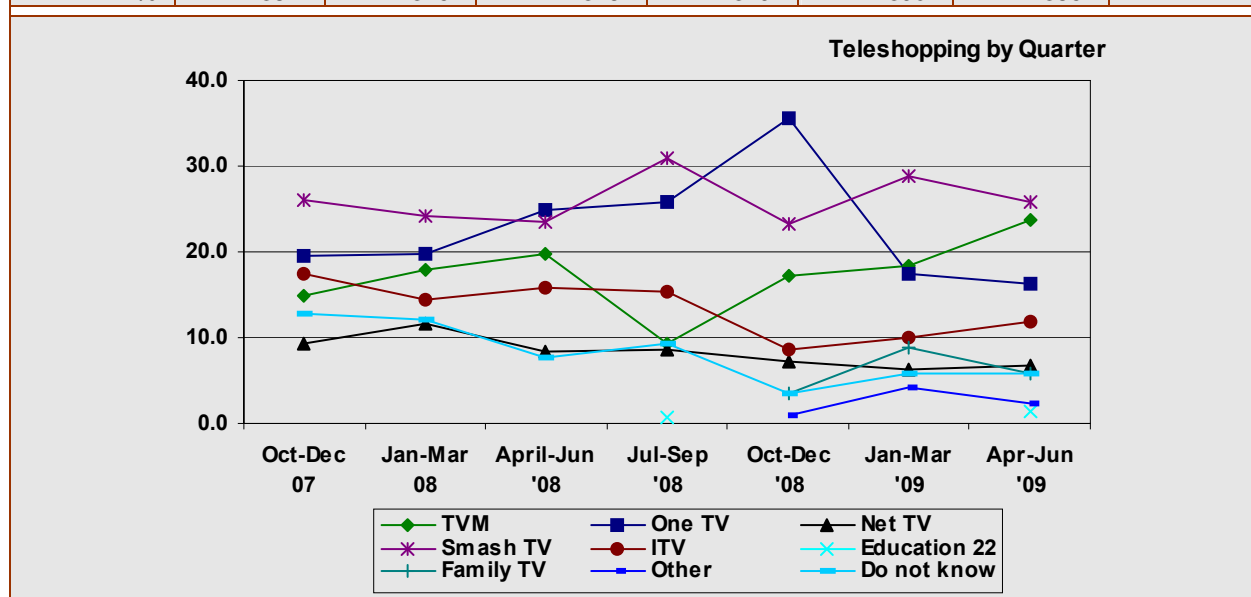
5. TEleshopping

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

Of all the interviewees, only 7.45% stated that they regularly watched Teleshopping programmes. Of the effective teleshopping programme viewers, 5.93% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme is that broadcast on Smash TV [25.93%], followed by TVM [23.70%] and One TV [16.30%]. The teleshopping dedicated TV station, ITV, ranked fourth with 11.8% - see Table 5.1, Figures 5.1-2 below and Tables 5.1 to 5.4 in Part 2 of this report:

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

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	3594	3594	3594	3594	3633	3633	3633
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70
One TV	19.49	19.65	24.84	25.93	35.53	17.37	16.30
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93
ITV	17.44	14.45	15.92	15.43	8.63	10.00	11.85
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48
Family TV					3.55	8.95	5.93
Other					1.02	4.21	2.22
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	387	346	315	329	390	386	271



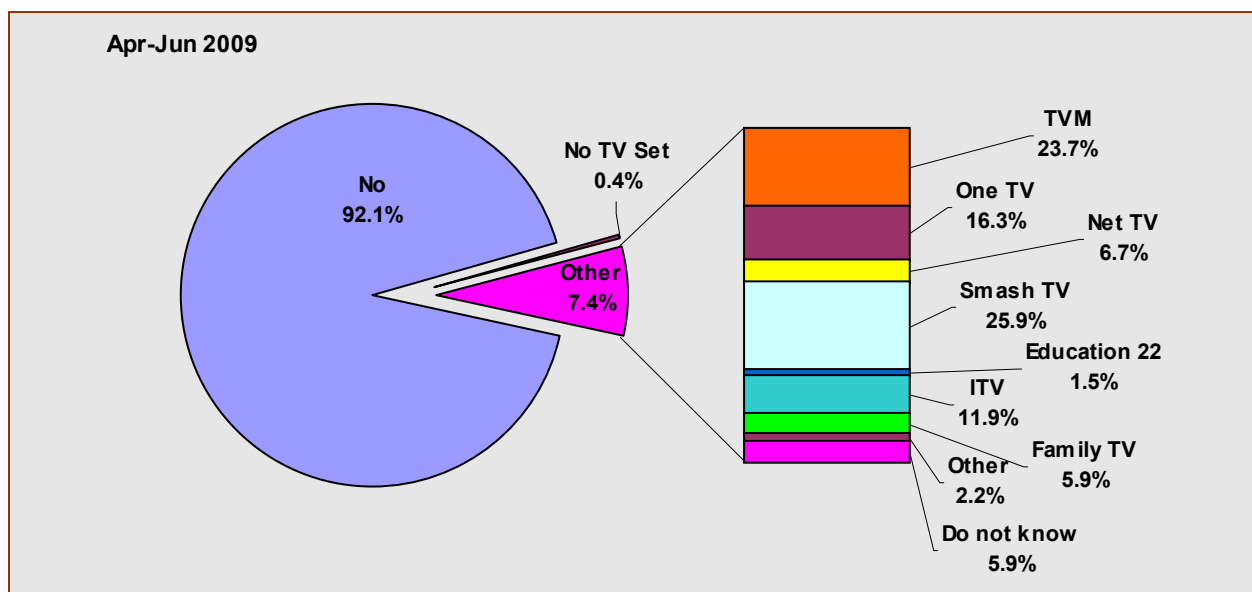


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [APR-JUN 2009]

5.1 TEleshopping BY GENDER AND BY AGE GROUP

During this period the highest percentage of male audiences was reached by TVM with 34.4% while the highest percentage of female audiences was reached by ITV [87.5%] – see Table 5.2 Figure 5.3 below. For this period the effective teleshopping audience by age group was predominantly of those who were in the 50-64 age brackets; while the two youngest age groups [12-14 year olds and 15-24 year olds] were also attracted to Teleshopping – see Table 5.2 and Figure 5.4 below.

5.2 TEleshopping BY DISTRICT

Analysed by district, teleshopping is spread over all the districts with the highest percentages attained by local broadcasting stations being concentrated in two district areas – the Southern Harbour and the Northern Harbour; while Gozo and Comino attracted the lowest percentage at 8.4% – see Table 5.3 and Figure 5.5 below:

TABLE 5.2: TEleshopping BY BROADCASTING STATION BY GENDER AND BY AGE GROUP [APR-JUN 2009]

1%= Rank	Broadcasting Station	Gender		Age group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
64	TVM	34.4%	65.6%		3.1%	3.1%	9.4%	31.3%	37.5%	15.6%
44	One TV	31.8%	68.2%				4.5%	40.9%	40.9%	13.6%
18	Net TV	22.2%	77.8%				22.2%	22.2%	44.4%	11.1%
70	Smash TV	14.3%	85.7%	5.7%		5.7%	31.4%	42.9%	14.3%	
4	Education 22	100.0%			50.0%			50.0%		
32	ITV	12.5%	87.5%		25.0%		43.8%	25.0%	6.3%	
16	Family TV	25.0%	75.0%				12.5%	50.0%	25.0%	12.5%
6	Other	33.3%	66.7%			33.3%		66.7%		
16	Do not know	37.5%	62.5%		25.0%		12.5%	25.0%	25.0%	12.5%
3633	Total	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

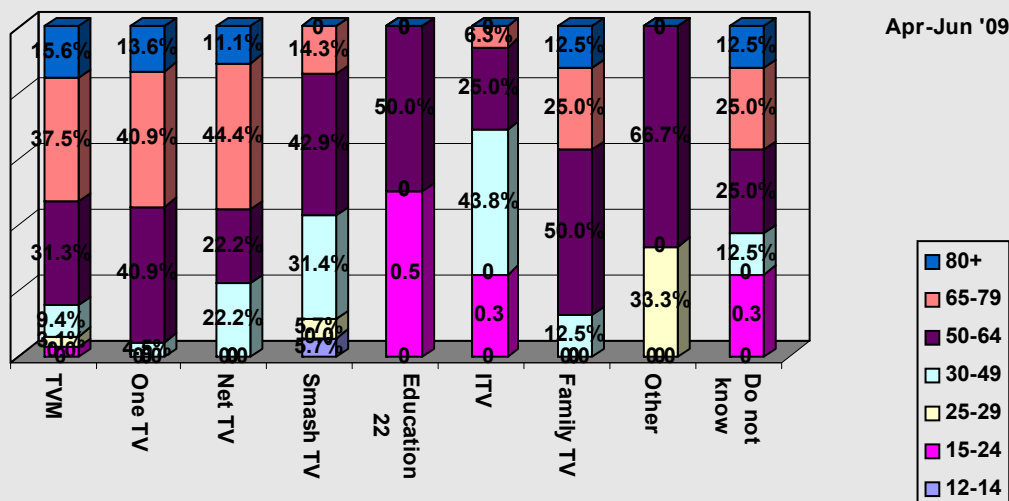
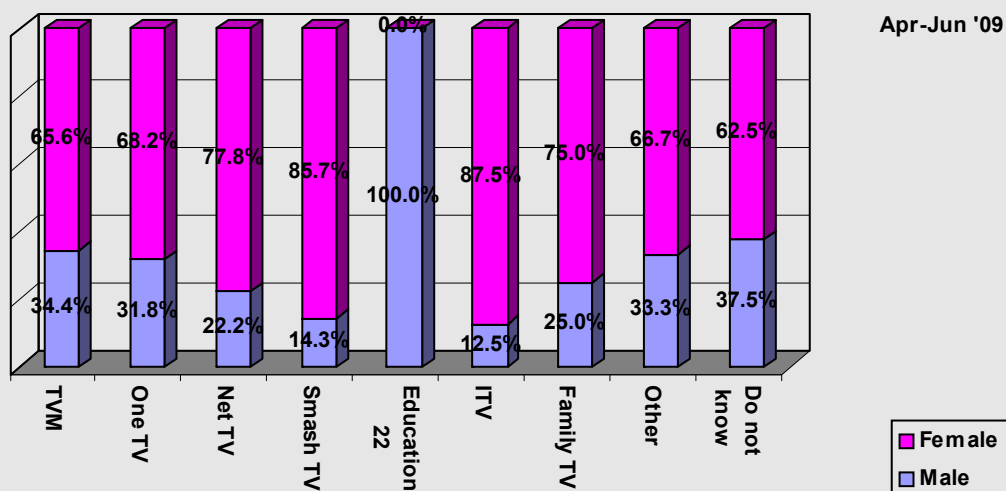


FIGURE 5.3: TEleshopping BY BROADCASTING STATION BY GENDER [APR-JUN 2009]

FIGURE 5.4: TEleshopping BY BROADCASTING STATION BY AGE GROUP [APR-JUN 2009]

TABLE 5.3: TEleshopping BY BROADCASTING STATION BY DISTRICT [APR-JUN 2009]

	Districts					
	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	28.1%	43.8%	12.5%	3.1%	3.1%	9.4%
One TV	22.7%	36.4%	22.7%	4.5%	4.5%	9.1%
Net TV	22.2%	44.4%	11.1%	11.1%	11.1%	
Smash TV	28.6%	28.6%	14.3%	14.3%	11.4%	2.9%
Education 22			50.0%		50.0%	
ITV	25.0%	18.8%	12.5%	18.8%	18.8%	6.3%
Family TV	25.0%	25.0%	12.5%	25.0%		12.5%
Other				33.3%	66.7%	
Do not know	50.0%	37.5%		12.5%		
Total	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%
1%=	78	104	40	33	34	16

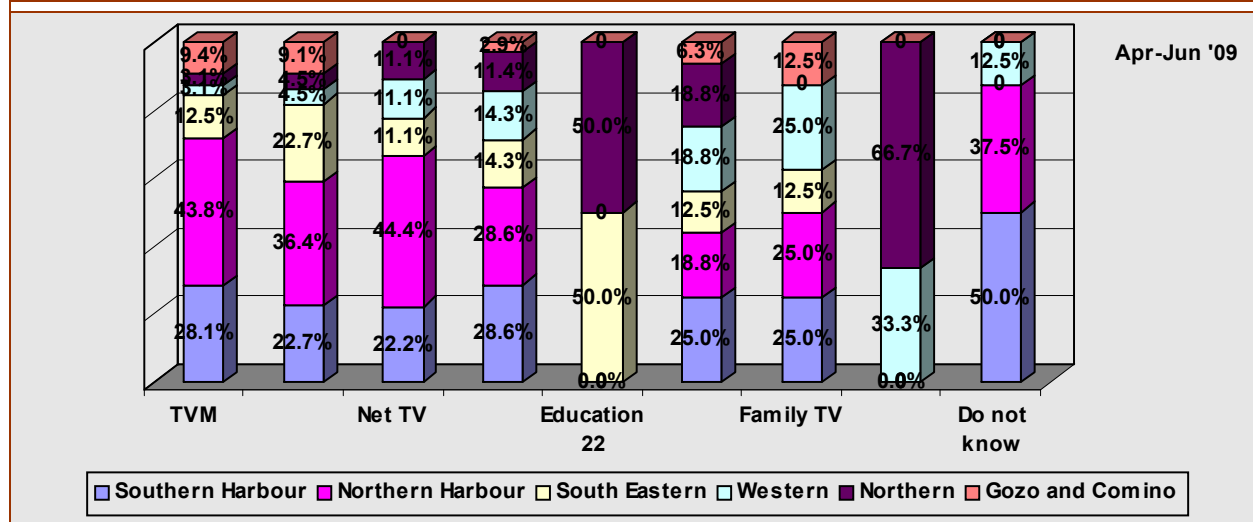


FIGURE 5.5: TEleshopping BY BROADCASTING STATION – BY DISTRICT [APR-JUN 2009]

6. RADIO AUDIENCES

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

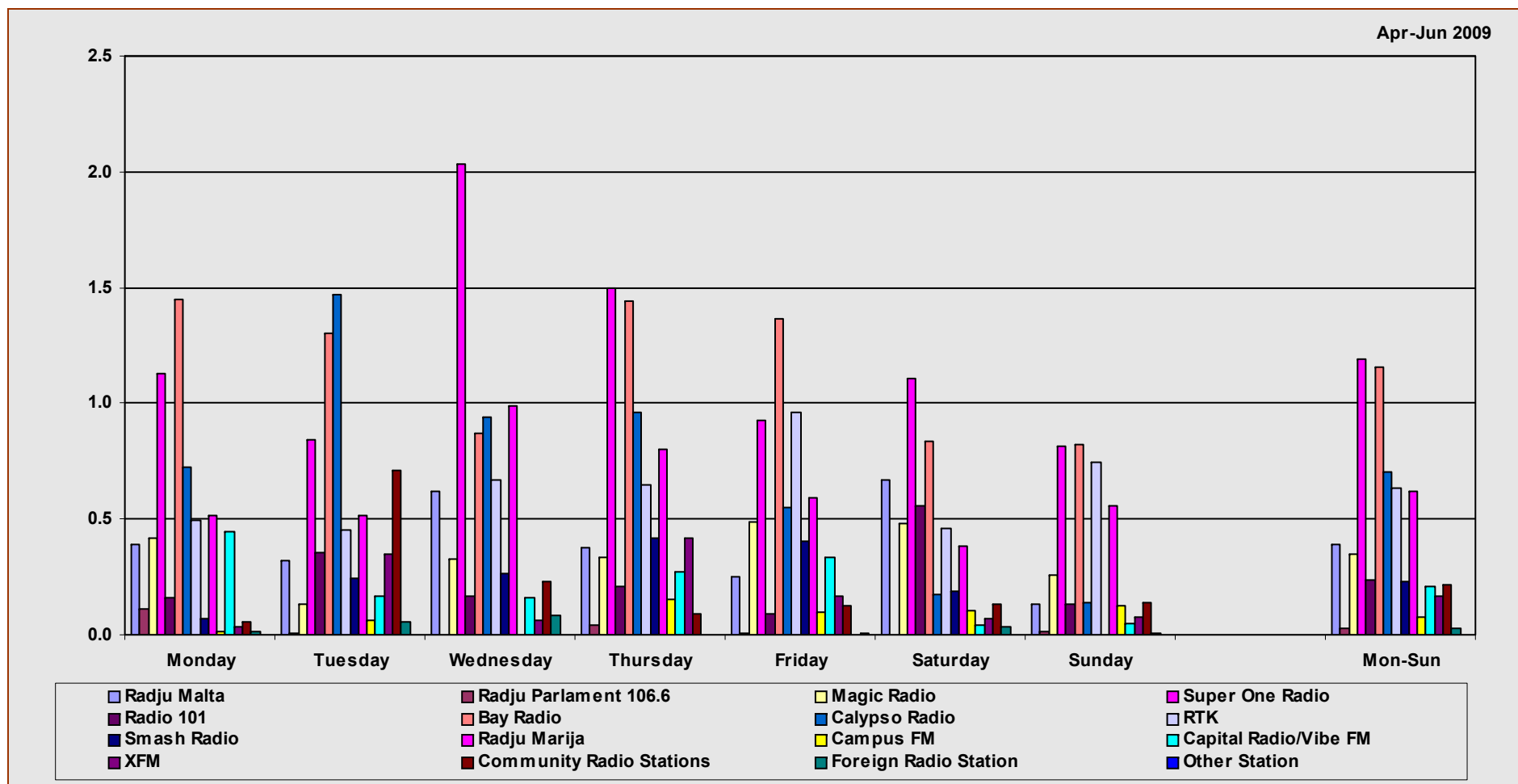
These counts were then grouped according to the listening-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of radio consumption by week-day. The results given are the totals for each particular sub-sample for that week-day.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, Super One Radio has attained the highest daily average [1.19%] with its highest average being on Wednesdays [2.04%]. This was followed by Bay Radio with the next highest daily average [1.16%] reaching its highest on Mondays [1.45%]; and Calypso Radio [0.71%] reaching its highest on Tuesdays [1.47%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2009]

	RADJU MALTA	R. PARLAMANT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION
Mondays	0.39	0.11	0.42	1.12	0.16	1.45	0.72	0.49	0.07	0.51	0.02	0.44	0.03	0.06	0.02	0.00
Tuesdays	0.32	0.01	0.14	0.84	0.36	1.30	1.47	0.45	0.25	0.52	0.06	0.17	0.35	0.71	0.06	0.00
Wednesdays	0.62	0.00	0.33	2.04	0.17	0.87	0.94	0.67	0.27	0.99	0.00	0.16	0.06	0.23	0.08	0.00
Thursdays	0.38	0.04	0.34	1.50	0.21	1.44	0.96	0.65	0.42	0.80	0.15	0.27	0.42	0.09	0.00	0.00
Fridays	0.25	0.01	0.49	0.93	0.09	1.36	0.55	0.96	0.41	0.59	0.10	0.34	0.17	0.13	0.00	0.01
Saturdays	0.67	0.00	0.48	1.11	0.56	0.83	0.17	0.46	0.19	0.38	0.10	0.04	0.07	0.14	0.03	0.00
Sundays	0.13	0.02	0.26	0.81	0.13	0.82	0.14	0.74	0.00	0.56	0.13	0.05	0.08	0.14	0.01	0.00
Monday to Sunday	0.39	0.03	0.35	1.19	0.24	1.16	0.71	0.63	0.23	0.62	0.08	0.21	0.17	0.21	0.03	0.00
1%=3633																



1%=3633

FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 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 [APR-JUN 2009]

	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 RADIOS	FOREIGN RADIO STATION	OTHER STATION
Monday	1.14	0.76	1.52	4.56	1.14	5.32	3.42	1.90	0.76	1.52	0.38	1.14	0.38	0.76	0.38	0.00
Tuesday	2.29	0.38	0.38	3.05	1.15	4.20	4.20	1.53	1.15	2.29	0.76	0.76	1.53	2.29	0.38	0.00
Wednesday	2.70	0.00	1.16	5.79	0.77	2.70	3.47	2.70	0.77	2.70	0.00	0.77	0.77	0.77	0.39	0.00
Thursday	1.53	0.38	1.15	4.98	0.77	5.75	3.07	2.30	1.15	2.30	0.77	0.77	1.92	0.38	0.00	0.00
Friday	2.30	0.38	2.30	3.45	0.77	4.21	1.92	2.30	1.53	1.53	0.38	1.15	0.77	0.77	0.00	0.38
Saturday	2.67	0.00	3.44	2.67	1.91	3.44	1.15	1.91	0.76	1.53	0.38	0.38	0.76	0.76	0.38	0.00
Sunday	0.75	0.38	1.50	2.63	1.13	4.89	1.13	3.01	0.00	1.50	0.38	0.38	0.38	1.13	0.38	0.00
Highest Peak	2.70	0.76	3.44	5.79	1.91	5.75	4.20	3.01	1.53	2.70	0.77	1.15	1.92	2.29	0.39	0.38

1%=3633

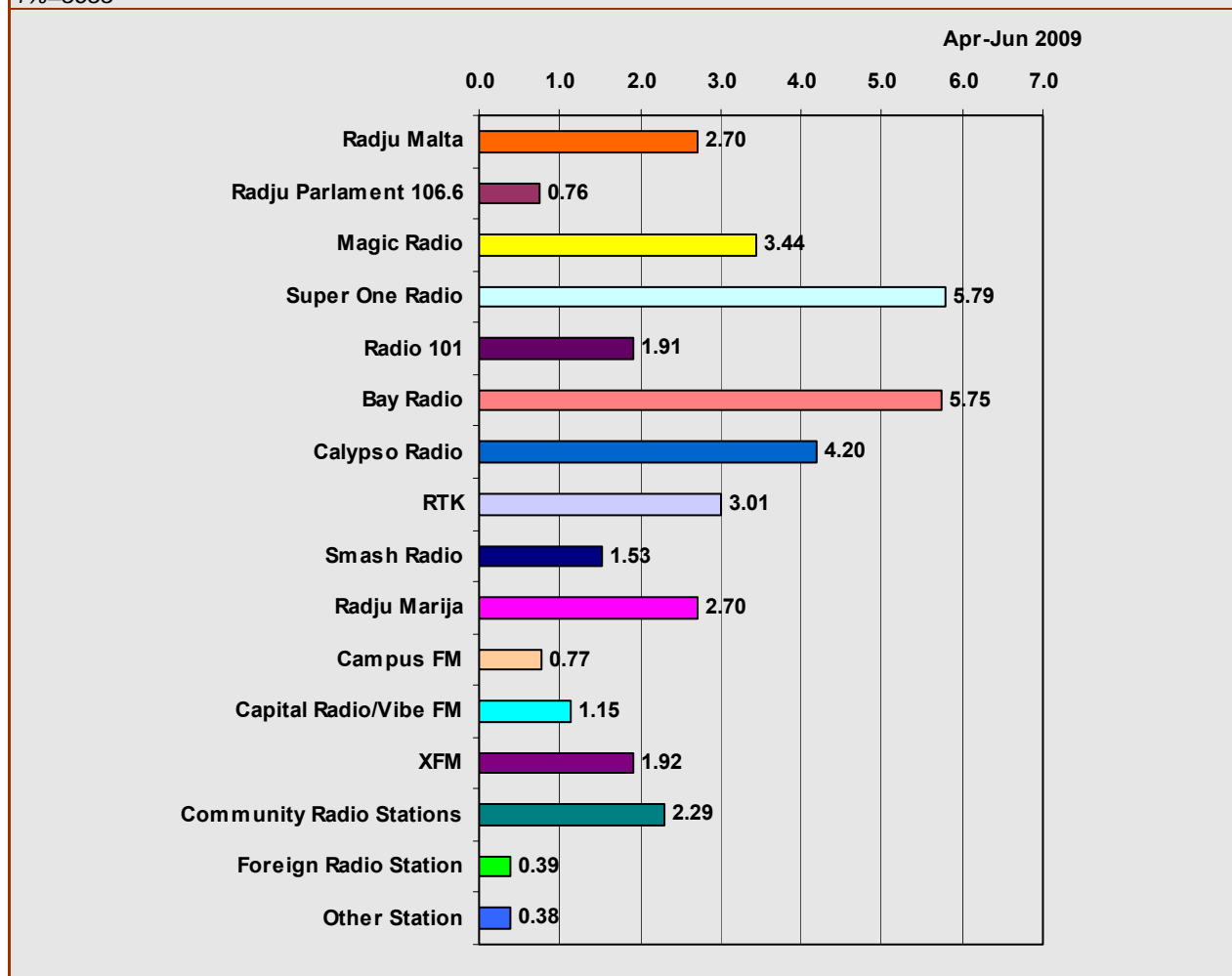


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2009]

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.

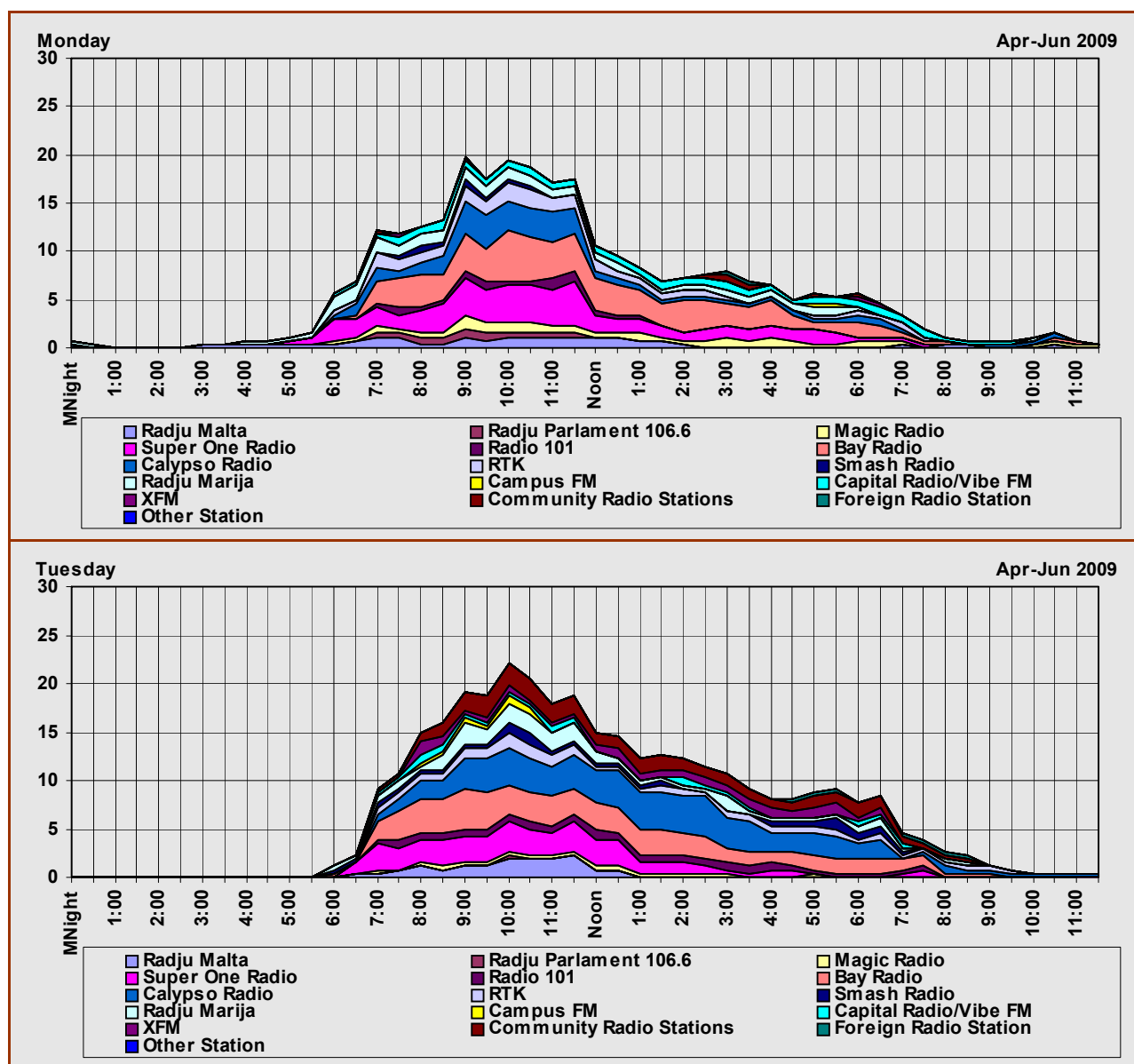


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

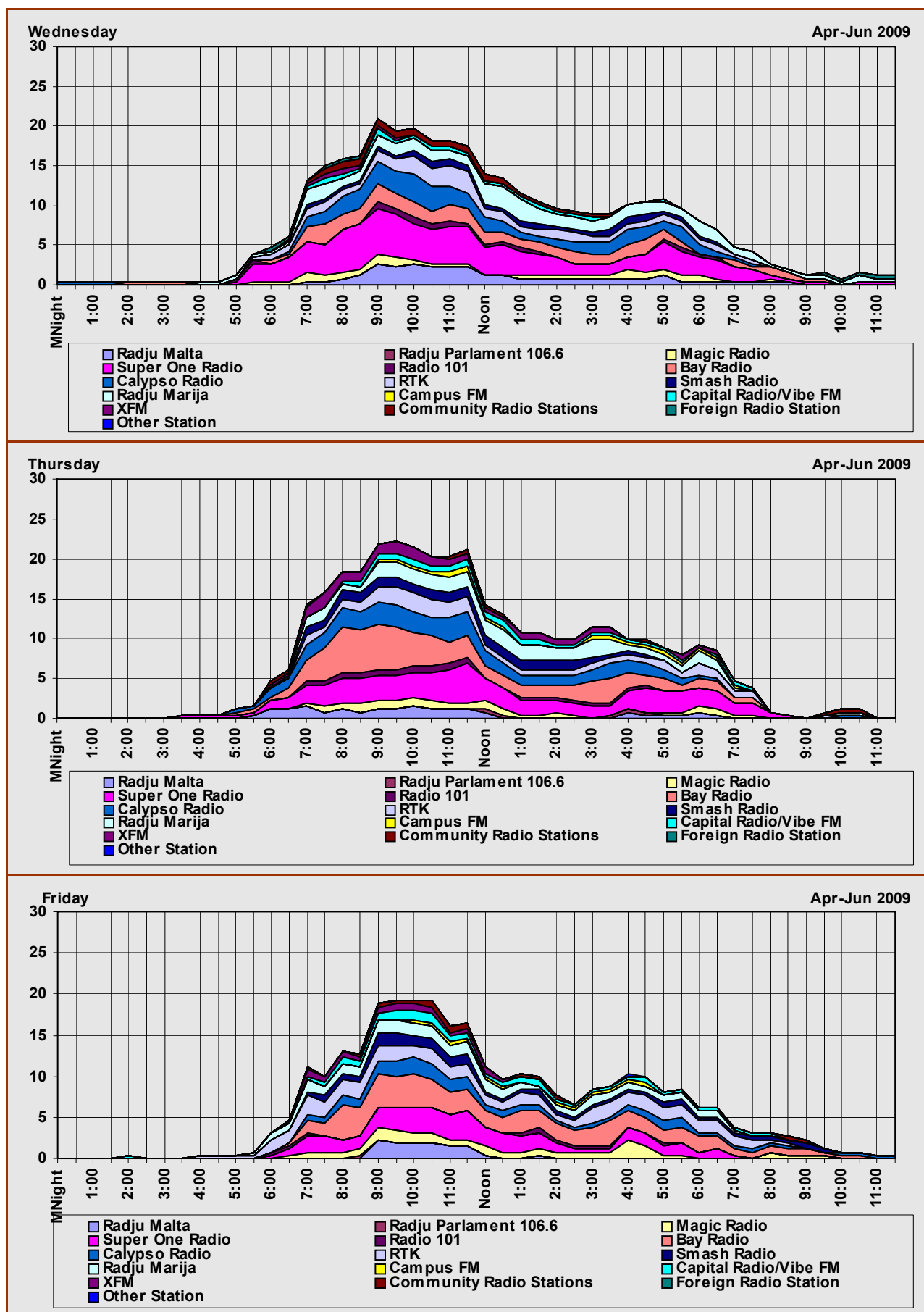


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

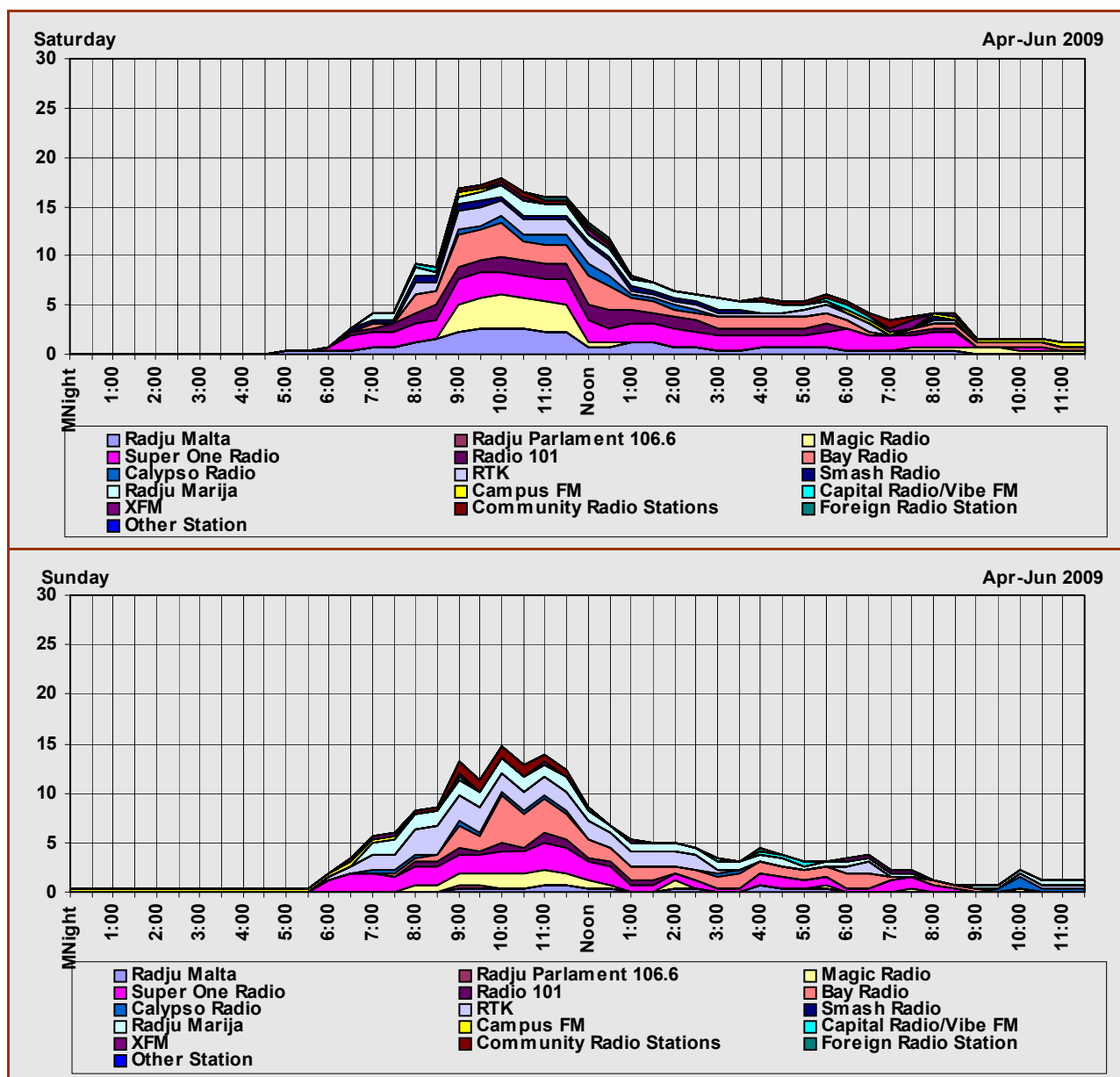


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY - SUNDAY

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 APR-JUN 2009]

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

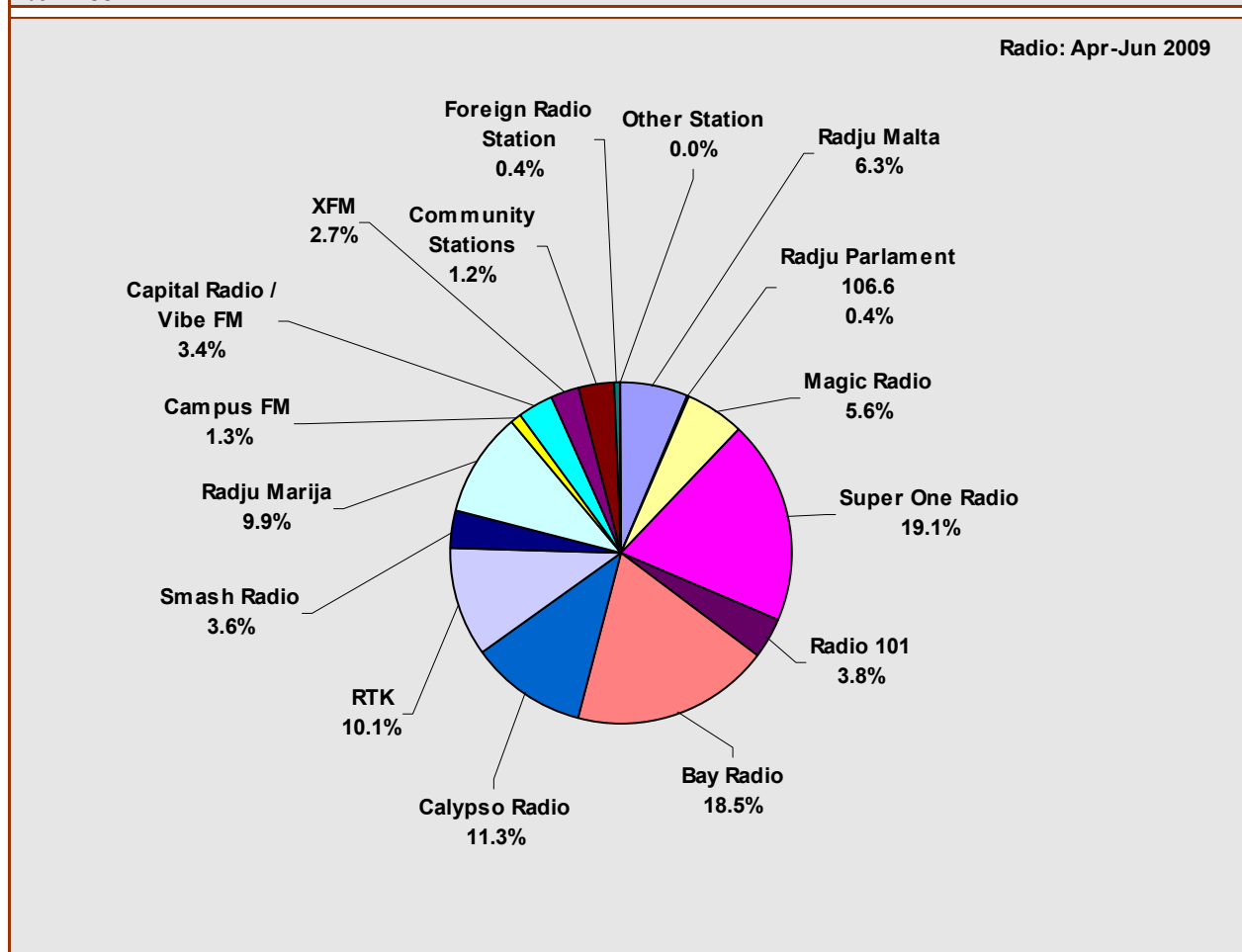


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2009]

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.

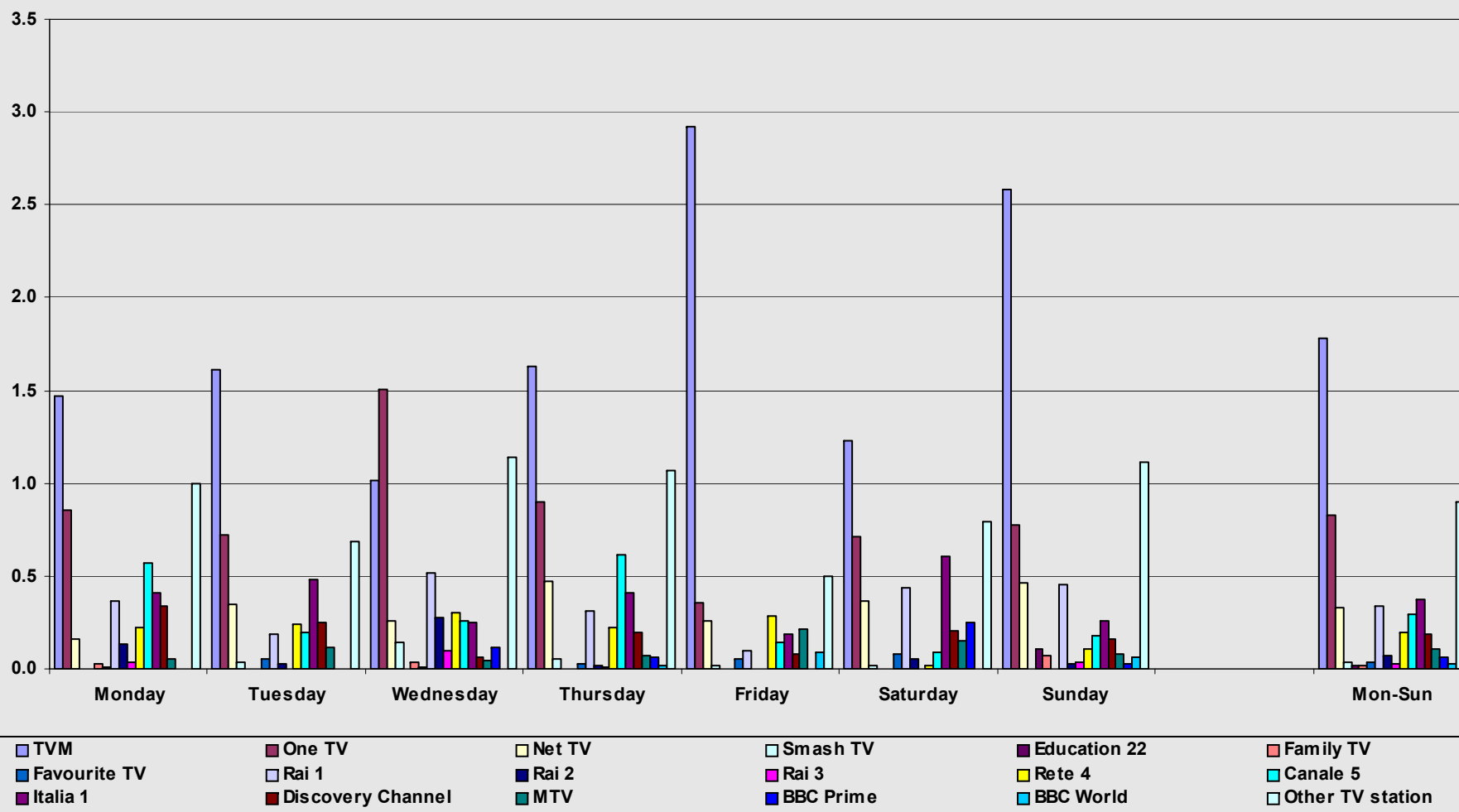
7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

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 [1.78%] with its highest average being on Fridays [2.92%]. This was followed by One TV [0.83%] with the next highest daily average and reaching its highest average on Wednesdays [1.51%]; and Net TV [0.33%] with its highest on Thursdays at 0.47%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2009]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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
Mondays	1.47	0.85	0.16	0.00	0.00	0.03	0.01	0.36	0.13	0.04	0.23	0.57	0.41	0.34	0.05	0.00	0.00	0.99
Tuesdays	1.61	0.72	0.35	0.04	0.00	0.00	0.05	0.19	0.02	0.00	0.24	0.19	0.48	0.25	0.12	0.00	0.00	0.69
Wednesdays	1.02	1.51	0.26	0.14	0.00	0.03	0.01	0.51	0.28	0.09	0.30	0.26	0.25	0.06	0.05	0.12	0.00	1.14
Thursdays	1.63	0.90	0.47	0.05	0.00	0.00	0.02	0.31	0.02	0.01	0.23	0.62	0.41	0.20	0.07	0.06	0.02	1.07
Fridays	2.92	0.36	0.26	0.02	0.00	0.00	0.05	0.09	0.00	0.00	0.29	0.14	0.19	0.08	0.21	0.00	0.09	0.50
Saturdays	1.23	0.71	0.37	0.02	0.00	0.00	0.08	0.44	0.05	0.00	0.02	0.09	0.61	0.20	0.15	0.25	0.00	0.79
Sundays	2.59	0.77	0.46	0.00	0.11	0.07	0.00	0.45	0.03	0.04	0.11	0.18	0.26	0.16	0.08	0.03	0.06	1.11
Monday-Sunday	1.78	0.83	0.33	0.04	0.02	0.02	0.03	0.34	0.08	0.03	0.20	0.29	0.37	0.18	0.10	0.07	0.02	0.90
1%=3633																		

Apr-Jun 2009



1%=3633

FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2009]

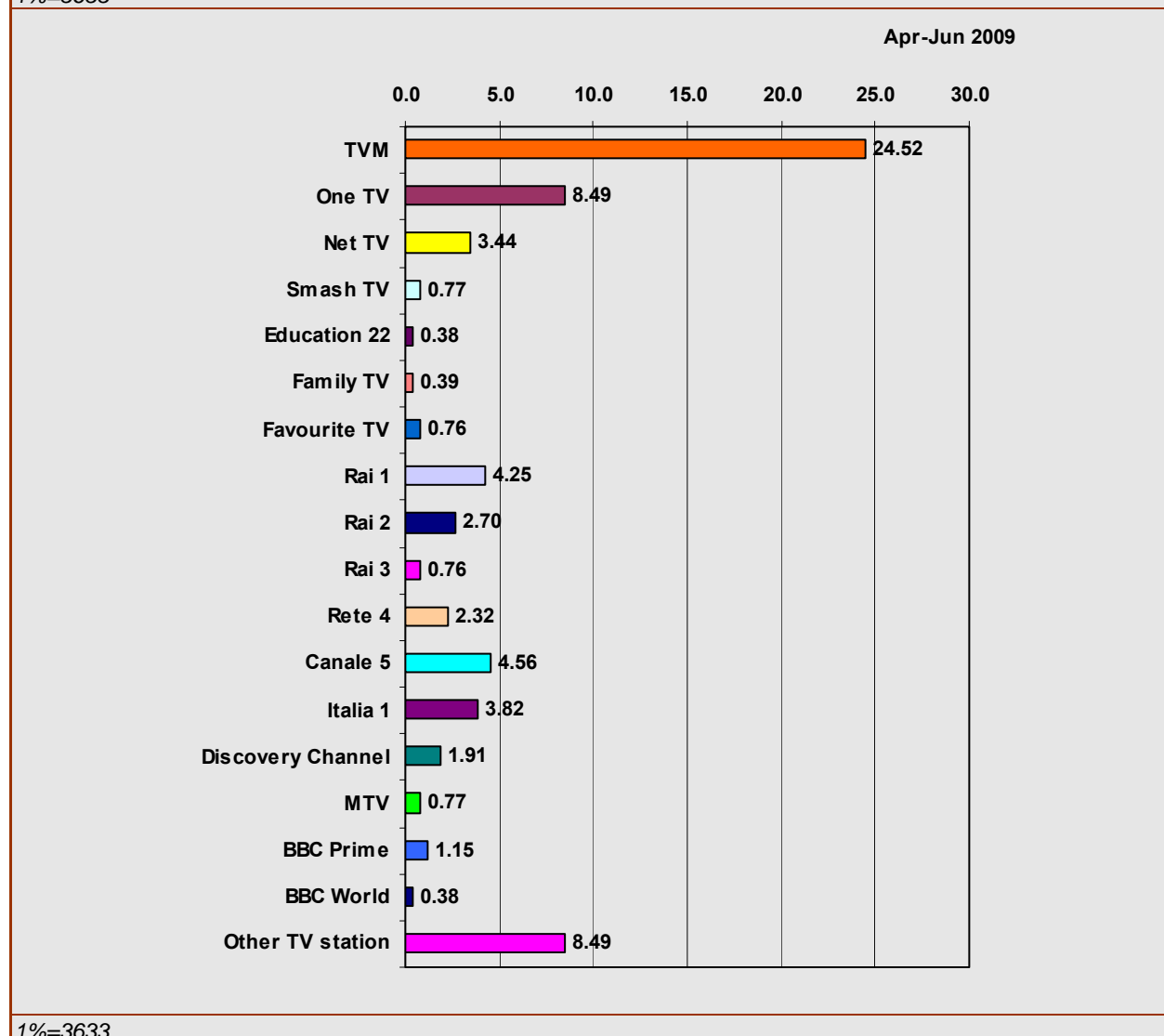
7.2 WEEKDAYS PEAK AUDIENCES

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 [APR-JUN 2009]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATIN 22	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
Mondays	13.31	5.70	1.90	0.00	0.00	0.38	0.38	3.42	1.14	0.76	1.52	4.56	3.42	1.14	0.38	0.00	0.00	7.22
Tuesdays	13.74	5.73	3.44	0.38	0.00	0.00	0.76	1.53	0.38	0.00	2.29	1.15	3.82	1.91	0.76	0.00	0.00	4.96
Wednesdays	11.20	8.49	3.09	0.77	0.00	0.39	0.39	4.25	2.70	0.39	2.32	1.54	2.70	0.77	0.39	0.77	0.00	8.49
Thursdays	12.64	4.21	1.53	0.77	0.00	0.00	0.38	3.83	0.38	0.38	1.53	2.30	2.30	1.53	0.77	0.77	0.38	6.51
Fridays	24.52	1.92	1.15	0.38	0.00	0.00	0.38	1.15	0.00	0.00	1.53	0.77	1.15	0.38	0.77	0.00	0.38	1.53
Saturdays	7.63	2.29	1.53	0.38	0.00	0.00	0.76	3.82	0.76	0.00	0.38	0.38	2.29	1.53	0.76	1.15	0.00	2.67
Sundays	21.43	3.01	1.50	0.00	0.38	0.38	0.00	1.88	0.38	0.75	0.75	1.88	1.88	0.75	0.38	0.38	0.38	4.51
Highest Peak	24.52	8.49	3.44	0.77	0.38	0.39	0.76	4.25	2.70	0.76	2.32	4.56	3.82	1.91	0.77	1.15	0.38	8.49

1%=3633



1%=3633

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2009]

7.3 DAILY AUDIENCE SHARE

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

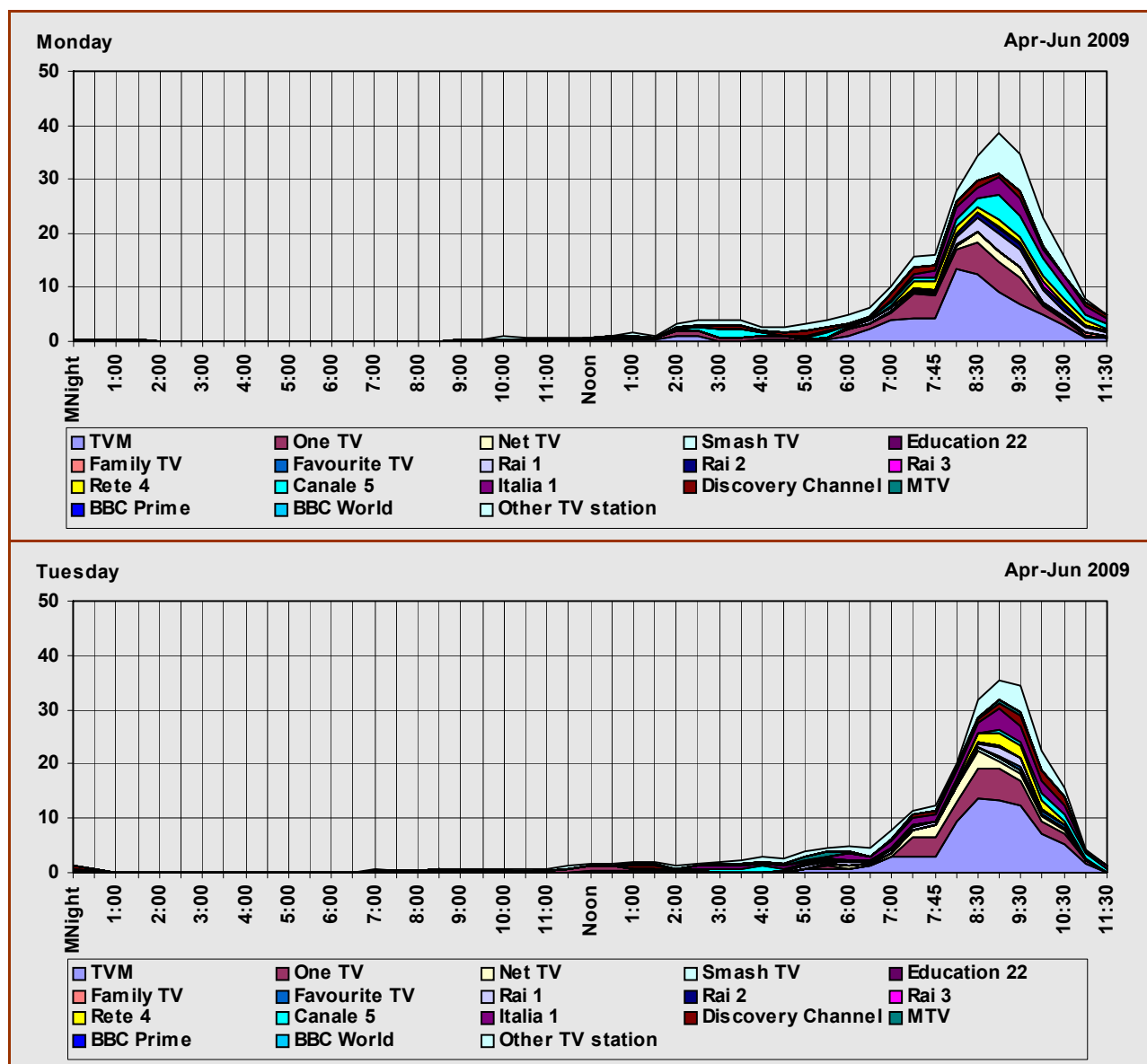


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

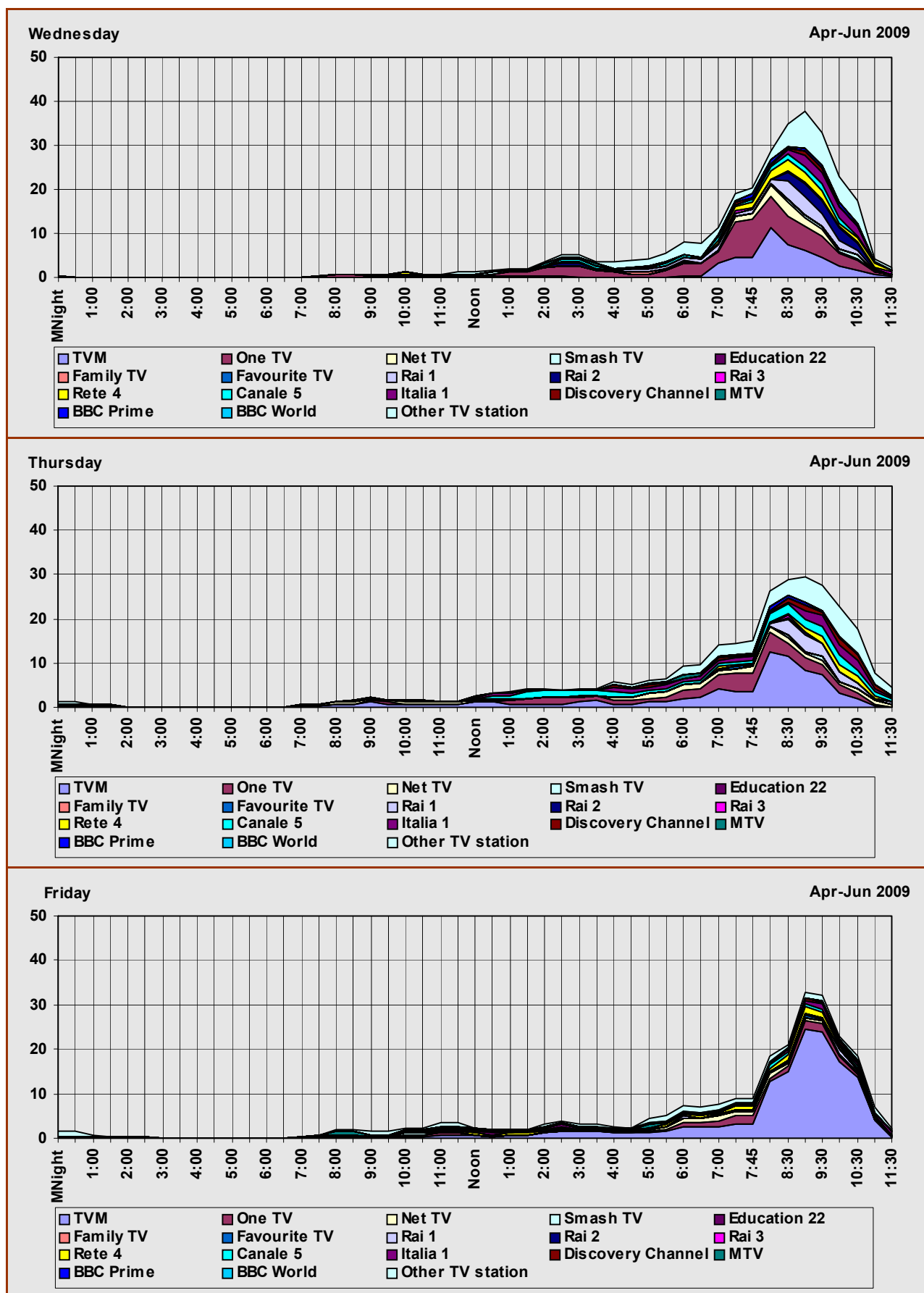


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

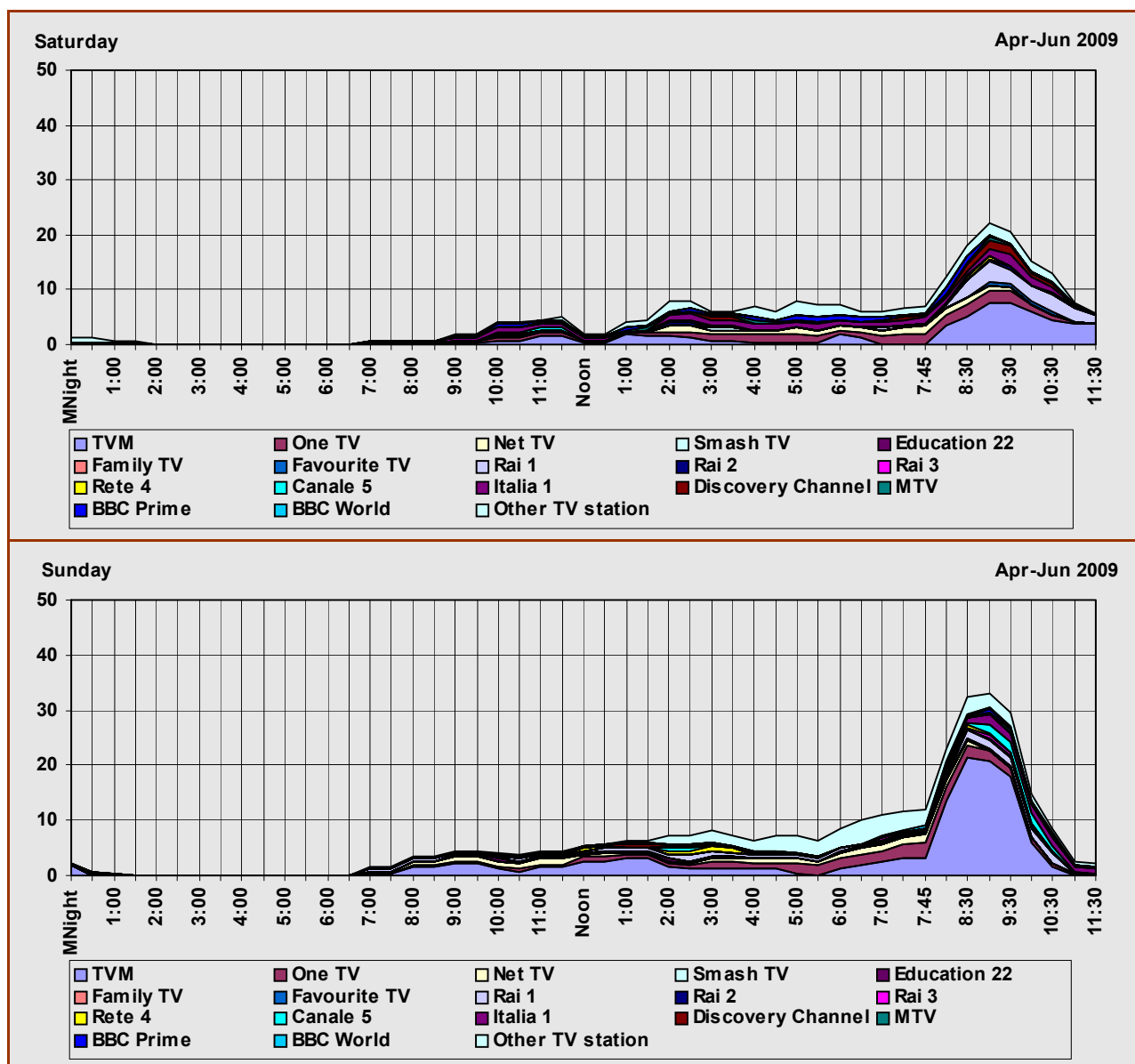


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

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

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

Total Avg.	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	32.2	24.1	5.7	0.3	-	0.2		3.7	1.8	0.4	1.7	5.6	3.4	3.4	0.5	1.3	0.1	15.5
1%=2190																		
Jan-Mar '09	34.5	18.8	5.4	0.4	-	1.0	1.9	3.4	1.8	0.8	3.2	6.7	5.8	1.8	0.3	1.0	0.1	13.0
1%=1944																		
Apr-Jun '09	31.6	14.8	5.9	0.7	0.3	0.3	0.6	6.0	1.3	0.5	3.6	5.2	6.6	3.3	1.9	1.2	0.4	16.0
1%=2345																		

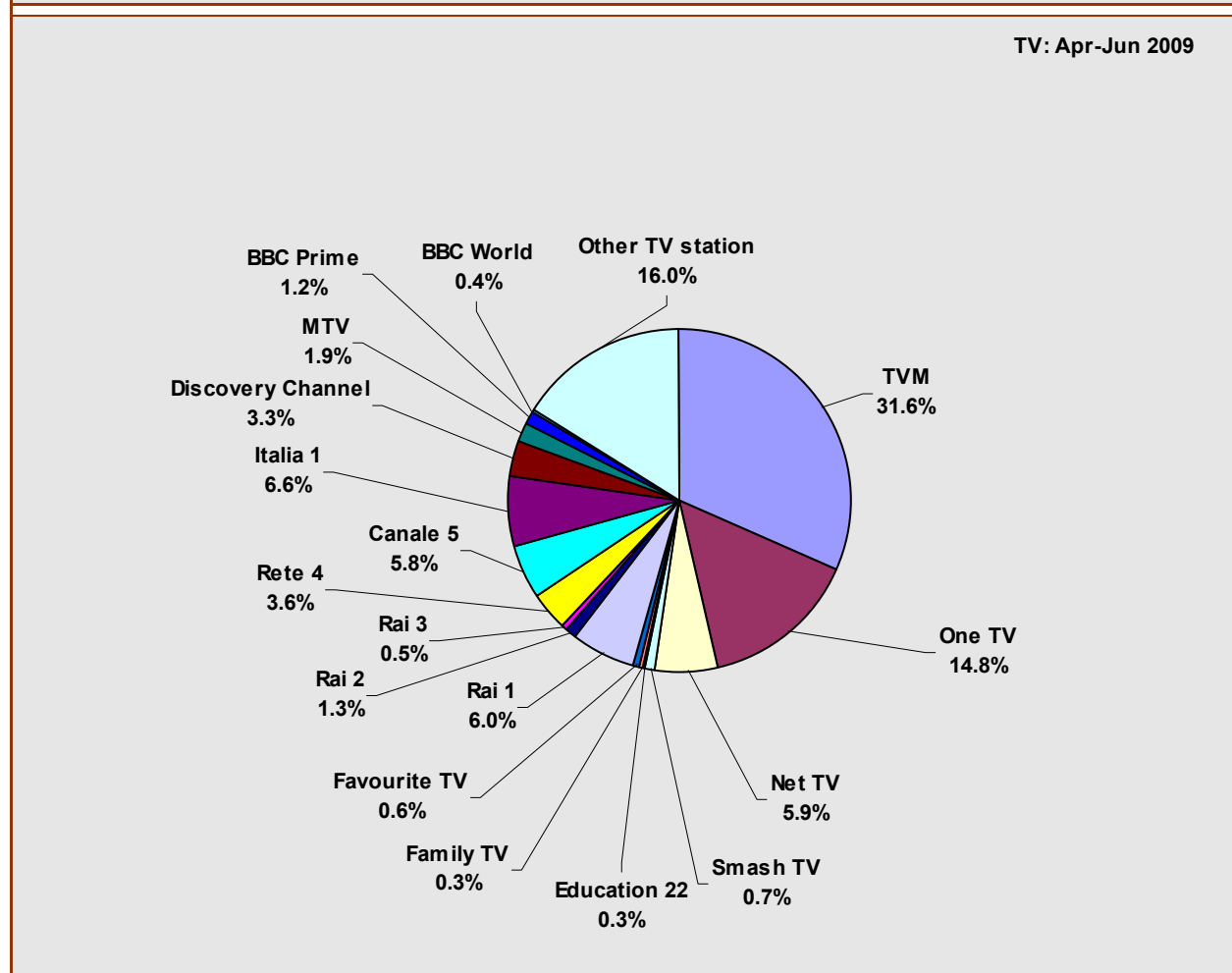


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [APR-JUN 2009]

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

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

	Radju Malta	Radju Parliament 106.6	Magic Radio	Super One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign Radio Stations	Other Station
Oct-Dec '08	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 '09	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 '09	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	1.50	0.50

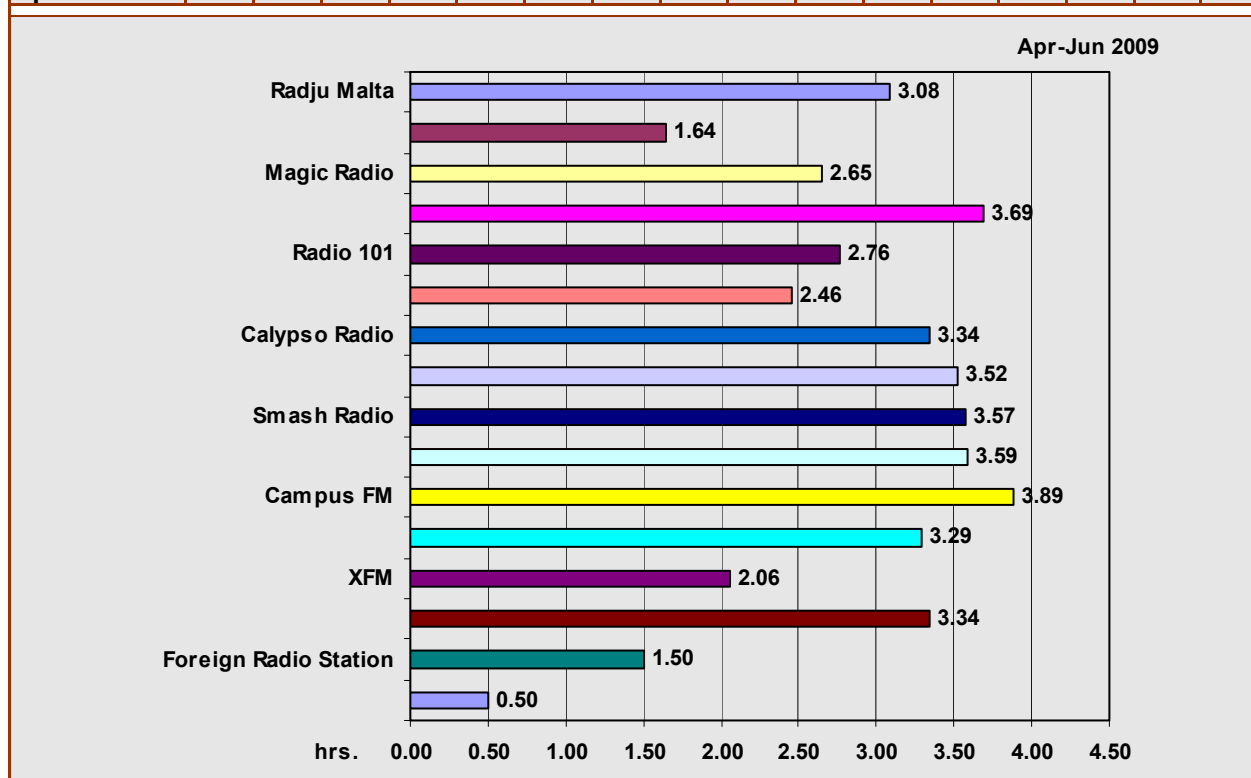


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2009]

Taking the total number of hours of radio listening over the total sample of people interviewed, the national average hours of radio listening spent by consumers stands at 1.50hrs [Jan-Mar 2009:1.35hrs; Oct-Dec 2008: 1.51 hrs] 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 30.4% from 4.41hrs for Oct-Dec 2006 to 3.07hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to date is of 33.6% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below:

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2006 TO APR-JUN 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
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07
Total Sample	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50

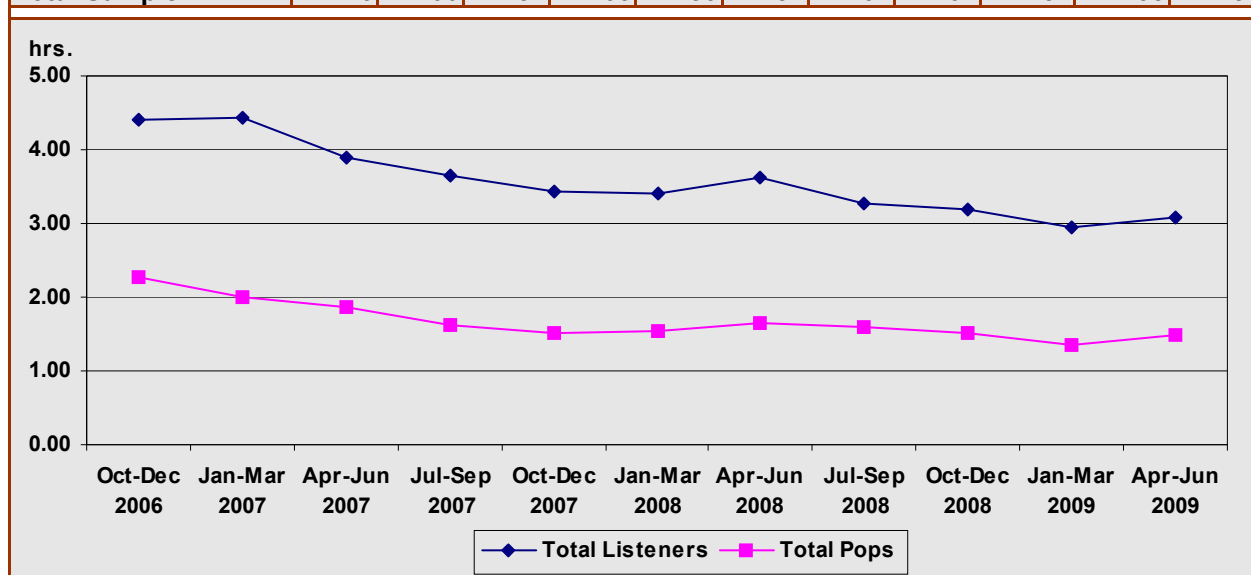


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2007 TO APR-JUN 2009]

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.03hrs [Jan-Mar 2009:1.98hrs; Oct-Dec 2008: 2.40hrs]. The analysis by TV station is represented Table 8.3 and Figure 8.3 below:

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

	TVM	One TV	Net TV	Smash TV	Education 22	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	-	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	-	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	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

*Favourite TV was unlicensed during October-December 2008

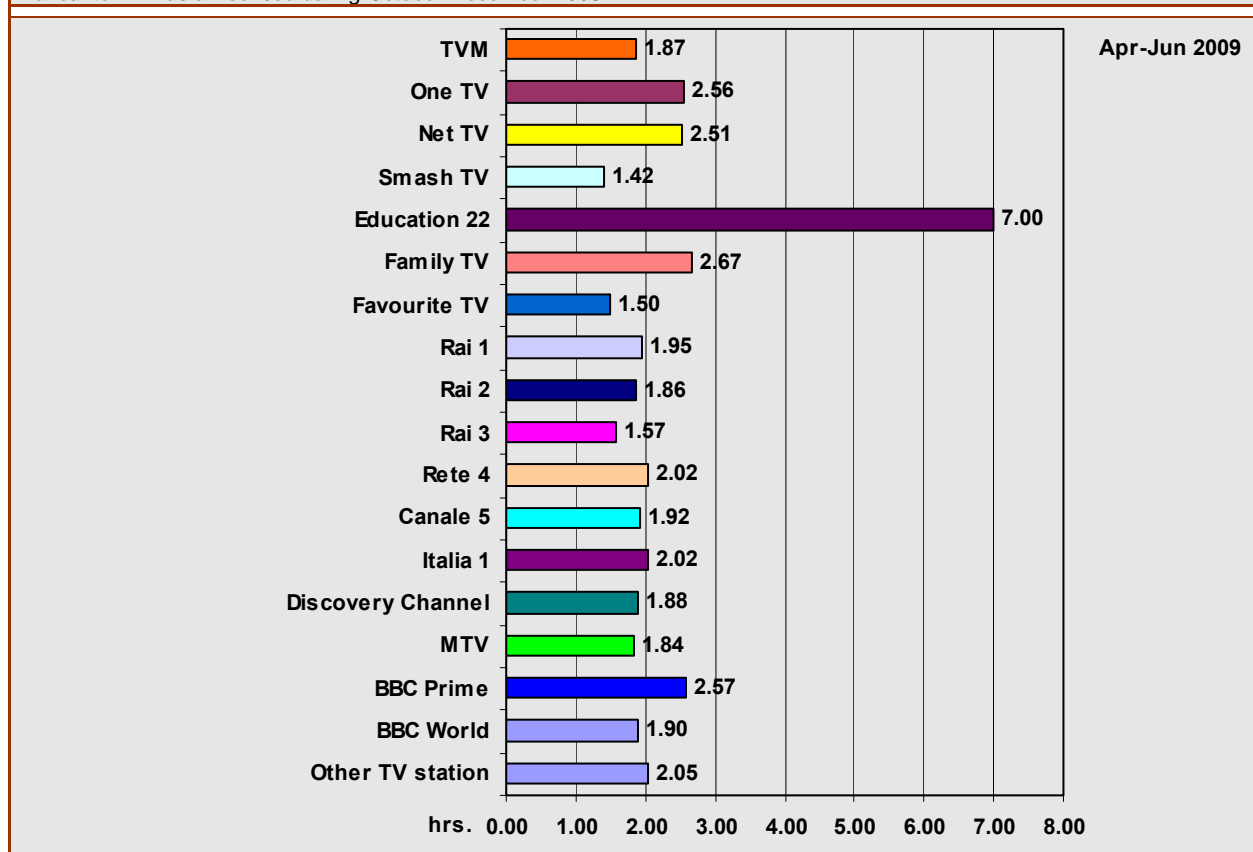


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2009]

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

Similar data to Radio has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 13.6% from 2.35hrs for Oct-Dec 2006 to 2.03hrs 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 15.9% indicating that more people are turning to other forms of media platforms – see Table 8.4 and Figure 8.4 below:

TABLE 8.4: TOTAL TV AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2006 TO APR-JUN 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
Total Listeners	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03
Total Sample	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32

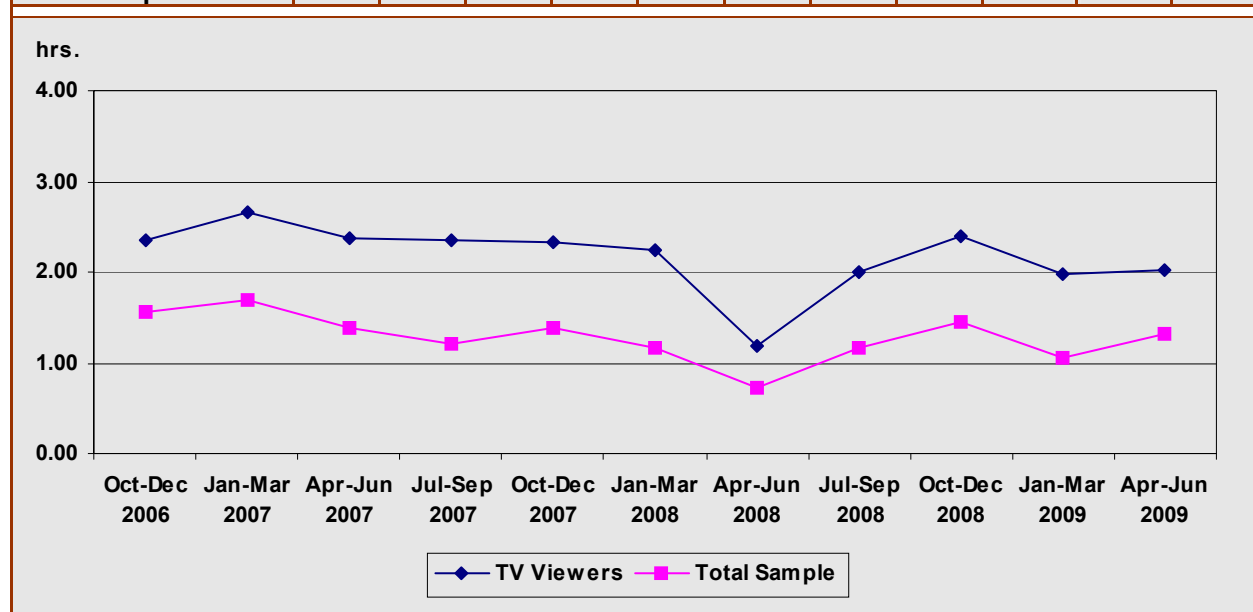


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT-DEC 2007 TO APR-JUN 2009]

8.3 Radio Consumption by Time Brackets

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

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

The data was analysed by demographics (gender, age group, and district); by time period (weekday and month); and by broadcasting station – see Tables 8.5-8 below and Tables 8.1-8.3 in Part 2 of this report:

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

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
> 6:00	1.26	1.08	1.39	0.00	0.68	0.66	0.39	2.16	2.20	0.30
6:00-9:00	18.26	17.90	18.54	13.33	17.14	16.78	19.10	19.78	16.61	15.13
9:00-12:00	36.02	32.25	38.95	24.44	33.20	25.66	39.31	37.28	36.14	31.45
12:00-17:00	29.83	33.50	26.98	35.56	35.10	32.89	29.14	26.43	28.45	38.58
17:00-20:00	11.33	11.97	10.84	24.44	10.34	15.46	9.84	11.26	12.33	12.76
20:00-24:00	3.30	3.30	3.30	2.22	3.54	8.55	2.22	3.09	4.27	1.78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	1771	884	888	43	280	165	579	427	221	61

TABLE 8.6: RADIO CONSUMPTION BY TIME BRACKET BY DISTRICT [APR-JUN 2009]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	1.26	1.52	1.80	0.96	1.05	0.14	1.51
6:00-9:00	18.26	19.30	18.15	19.89	17.39	16.27	17.46
9:00-12:00	36.02	38.69	35.54	35.08	36.36	34.77	34.91
12:00-17:00	29.83	27.76	28.93	31.12	28.99	32.41	32.33
17:00-20:00	11.33	10.36	11.74	10.91	11.59	12.24	11.21
20:00-24:00	3.30	2.38	3.85	2.03	4.61	4.17	2.59
	100%	100%	100%	100%	100%	100%	100%
1%=	2010	357	629	287	294	319	125

TABLE 8.7: RADIO CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	Total	Weekday							2009		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
> 6:00	1.26	2.11	0.00	2.49	1.04	0.75	0.30	2.34	1.26	0.98	1.57
6:00-9:00	18.26	21.61	16.14	19.93	21.09	17.82	11.85	17.54	18.36	17.98	18.48
9:00-12:00	36.02	38.08	34.89	31.85	34.66	35.63	39.97	40.55	34.26	39.18	34.04
12:00-17:00	29.83	26.48	33.86	29.90	30.38	30.36	29.94	25.73	30.28	28.58	30.84
17:00-20:00	11.33	9.22	12.61	12.46	11.69	11.67	11.25	9.16	11.20	11.04	11.80
20:00-24:00	3.30	2.50	2.50	3.36	1.15	3.76	6.69	4.68	4.64	2.25	3.26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	1771	273	265	265	263	263	234	206	561	638	572

TABLE 8.8: RADIO CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Radju Malta	6.26	5.80	5.22	9.70	5.26	6.02	7.63	3.85	6.36	6.52	5.88
Radju Parlament 106.6	0.78	1.45	0.75	0.00	1.50	0.75	0.00	0.96	1.06	0.62	0.69
Magic Radio	6.49	8.70	1.49	3.73	6.02	7.52	9.32	9.62	5.30	6.83	7.27
Super One Radio	15.88	15.94	11.94	22.39	14.29	12.78	15.25	19.23	12.01	19.57	15.57
Radio 101	4.25	3.62	2.99	3.73	1.50	3.76	8.47	6.73	2.47	4.66	5.54
Bay Radio	23.15	25.36	20.15	18.66	27.82	23.31	22.03	25.00	23.67	23.60	22.15
Calypso Radio	10.40	10.14	17.91	11.94	11.28	9.02	5.08	5.77	11.66	8.07	11.76
RTK	8.84	7.25	5.22	6.72	9.77	10.53	10.17	13.46	10.60	6.52	9.69
Smash Radio	3.13	2.90	4.48	3.73	3.01	3.76	3.39	0.00	4.24	2.80	2.42
Radju Marija	8.50	9.42	10.45	11.19	7.52	7.52	6.78	5.77	10.25	8.07	7.27
Campus FM	1.01	0.72	1.49	0.00	1.50	0.75	1.69	0.96	0.35	1.86	0.69
Capital Radio / Vibe FM	3.13	2.90	4.48	2.24	3.01	4.51	1.69	2.88	3.18	2.80	3.46
XFM	4.03	2.17	6.72	2.24	5.26	5.26	4.24	1.92	4.59	4.35	3.11
Radju tal- Komunita'	3.13	2.90	5.22	1.49	2.26	3.76	3.39	2.88	3.18	2.17	4.15
Foreign Radio Station	0.89	0.72	1.49	2.24	0.00	0.00	0.85	0.96	1.06	1.24	0.35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	1771	273	265	265	263	263	234	206	561	638	572

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.9-12 below and Tables 8.4-8.6 in Part Two of this report:

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

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
>12:00	6.85	5.85	7.66	0.00	10.43	7.91	5.28	6.69	6.60	10.41
12:00-19:00	22.81	19.50	25.47	42.23	27.12	25.99	16.68	21.20	25.90	18.55
19:00-20:30	20.86	21.63	20.24	19.90	18.92	16.95	17.28	21.26	25.78	32.58
20:30-22:00	33.22	34.75	31.99	28.16	26.01	31.36	40.85	33.25	32.13	27.60
22:00-24:00	16.26	18.26	14.64	9.71	17.52	17.80	19.91	17.60	9.59	10.86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	2353	1190	1167	111	382	210	718	573	280	83

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

	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	6.85	5.97	7.29	7.97	5.75	8.42	5.14
12:00-19:00	22.81	17.19	22.73	23.91	25.75	25.59	27.57
19:00-20:30	20.86	22.62	21.21	18.84	20.14	20.90	19.19
20:30-22:00	33.22	35.17	33.20	33.04	33.29	29.33	34.32
22:00-24:00	16.26	19.06	15.57	16.23	15.07	15.76	13.78
	100%	100%	100%	100%	100%	100%	100%
1%=	2662	539	804	363	381	394	182

TABLE 8.11: TV CONSUMPTION BY TIME BRACKET BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
>12:00	6.85	2.06	3.77	2.61	5.79	9.62	11.68	12.25	8.02	5.80	6.68
12:00-19:00	22.81	15.52	15.38	19.08	24.20	19.55	33.64	31.10	23.84	20.73	23.92
19:00-20:30	20.86	25.14	21.19	26.80	23.55	17.14	12.93	18.02	20.42	20.96	21.25
20:30-22:00	33.22	38.74	41.76	35.69	28.83	33.83	24.77	29.80	33.20	33.96	32.44
22:00-24:00	16.26	18.54	17.90	15.82	17.63	19.85	16.98	8.83	14.53	18.56	15.71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	2353	374	343	351	325	317	291	353	771	822	761

TABLE 8.12: TV CONSUMPTION BY STATION BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	Total	Weekday							Month		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
TVM	34.76	29.10	33.53	23.73	30.49	53.75	26.53	46.63	37.02	36.14	30.99
One TV	11.11	10.05	13.29	16.38	9.76	7.50	10.88	9.55	10.80	11.33	11.20
Net TV	4.63	4.23	6.36	5.08	3.66	3.75	6.12	3.37	6.17	3.37	4.43
Smash TV	1.01	0.00	0.58	2.82	2.44	0.63	0.68	0.00	0.77	1.45	0.78
Education 22	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.26	0.00	0.00
Family TV	0.25	0.53	0.00	0.56	0.00	0.00	0.00	0.56	0.26	0.48	0.00
Favourite TV	0.76	0.53	1.16	0.56	0.61	0.63	2.04	0.00	0.00	1.69	0.52
Rai 1	6.40	7.41	4.62	8.47	6.71	3.13	10.20	4.49	6.94	5.78	6.51
Rai 2	1.52	1.59	1.16	4.52	0.61	0.00	2.04	0.56	1.03	2.17	1.30
Rai 3	0.59	1.06	0.00	1.13	0.61	0.00	0.00	1.12	0.26	0.96	0.52
Rete 4	3.54	4.23	5.20	5.08	3.66	2.50	0.68	2.81	4.88	1.93	3.91
Canale 5	5.64	11.11	4.05	5.08	8.54	3.13	2.72	3.93	6.68	6.27	3.91
Italia 1	6.73	7.94	8.67	4.52	7.93	3.75	10.20	4.49	6.68	4.82	8.85
Discovery Channel	3.54	6.88	5.78	1.13	3.66	1.25	4.08	1.69	2.06	2.89	5.73
MTV	2.10	0.53	2.31	1.13	1.83	4.38	2.72	2.25	2.57	1.45	2.34
BBC Prime	0.93	0.00	0.00	1.69	1.22	0.00	3.40	0.56	0.51	0.96	1.30
BBC World	0.42	0.00	0.00	0.00	0.61	0.63	0.00	1.69	0.51	0.24	0.52
Other TV station	15.99	14.81	13.29	18.08	17.68	15.00	17.69	15.73	12.60	18.07	17.19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	2353	374	343	351	325	317	291	353	771	822	761

9. BROADCASTING STATION ANALYSIS BY WEEKDAY AND BY MONTH

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

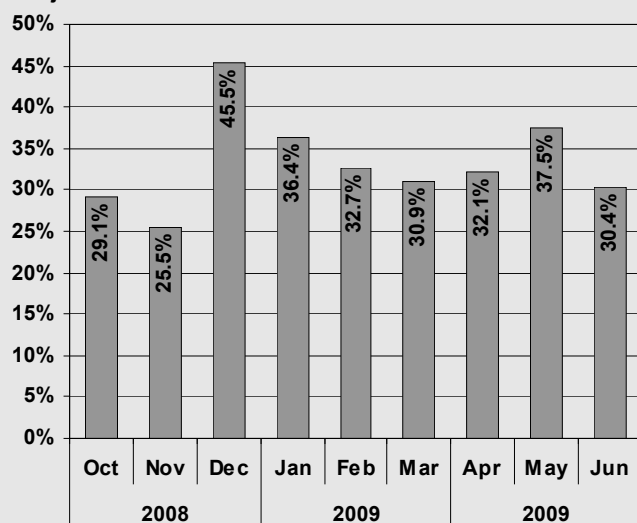
9.1 RADIO CONSUMPTION BY STATION

TABLE 9.1: RADIO CONSUMPTION BY STATION BY WEEKDAY [APR-JUN 2009] AND BY MONTH [OCT 2008 – JUN 2009]

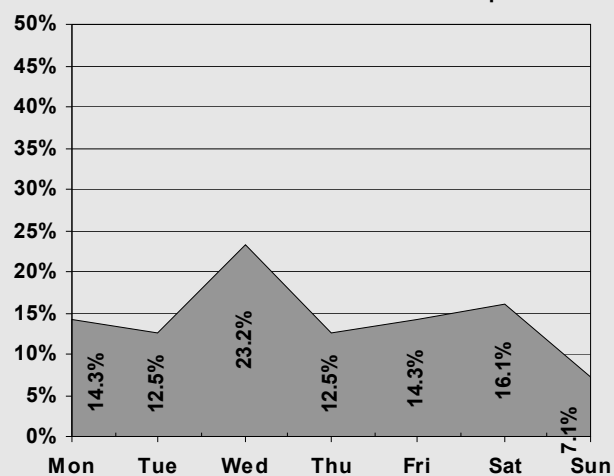
1%= 111		2008			2009						Weekdays [Apr-Jun 2009]						
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
111	Radju Malta	29.1%	25.5%	45.5%	36.4%	32.7%	30.9%	32.1%	37.5%	30.4%	14.3%	12.5%	23.2%	12.5%	14.3%	16.1%	7.1%
14	Radju Parlament 106.6	30.8%	26.9%	42.3%	77.8%		22.2%	42.9%	28.6%	28.6%	28.6%	14.3%		28.6%	14.3%		14.3%
115	Magic Radio	42.9%	39.7%	17.5%	20.0%	37.8%	42.2%	25.9%	37.9%	36.2%	20.7%	3.4%	8.6%	13.8%	17.2%	19.0%	17.2%
281	Super One Radio	40.7%	31.4%	27.9%	32.1%	29.9%	38.0%	23.9%	44.4%	31.7%	15.5%	11.3%	21.1%	13.4%	12.0%	12.7%	14.1%
75	Radio 101	30.2%	34.9%	34.9%	28.6%	34.7%	36.7%	18.4%	39.5%	42.1%	13.2%	10.5%	13.2%	5.3%	13.2%	26.3%	18.4%
410	Bay Radio	35.0%	31.5%	33.6%	24.5%	34.8%	40.6%	32.4%	36.7%	30.9%	16.9%	13.0%	12.1%	17.9%	15.0%	12.6%	12.6%
184	Calypso Radio	34.8%	25.2%	40.0%	31.3%	28.9%	39.8%	35.5%	28.0%	36.6%	15.1%	25.8%	17.2%	16.1%	12.9%	6.5%	6.5%
156	RTK	42.9%	28.6%	28.6%	36.0%	37.3%	26.7%	38.0%	26.6%	35.4%	12.7%	8.9%	11.4%	16.5%	17.7%	15.2%	17.7%
55	Smash Radio	52.8%	11.1%	36.1%	39.4%	33.3%	27.3%	42.9%	32.1%	25.0%	14.3%	21.4%	17.9%	14.3%	17.9%	14.3%	
151	Radju Marija	38.5%	20.5%	41.0%	47.2%	23.6%	29.2%	38.2%	34.2%	27.6%	17.1%	18.4%	19.7%	13.2%	13.2%	10.5%	7.9%
18	Campus FM	25.0%	50.0%	25.0%	40.0%	40.0%	20.0%	11.1%	66.7%	22.2%	11.1%	22.2%		22.2%	11.1%	22.2%	11.1%
55	Capital Radio / Vibe FM	28.6%	25.7%	45.7%	23.5%	23.5%	52.9%	32.1%	32.1%	35.7%	14.3%	21.4%	10.7%	14.3%	21.4%	7.1%	10.7%
71	XFM	23.4%	38.3%	38.3%	34.0%	34.0%	31.9%	36.1%	38.9%	25.0%	8.3%	25.0%	8.3%	19.4%	19.4%	13.9%	5.6%
55	Community Stations	40.0%	50.0%	10.0%	26.3%	15.8%	57.9%	32.1%	25.0%	42.9%	14.3%	25.0%	7.1%	10.7%	17.9%	14.3%	10.7%
16	Foreign Radio Stations	44.4%	33.3%	22.2%	62.5%	25.0%	12.5%	37.5%	50.0%	12.5%	12.5%	25.0%	37.5%			12.5%	12.5%
2	Other Station								100%						100%		

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

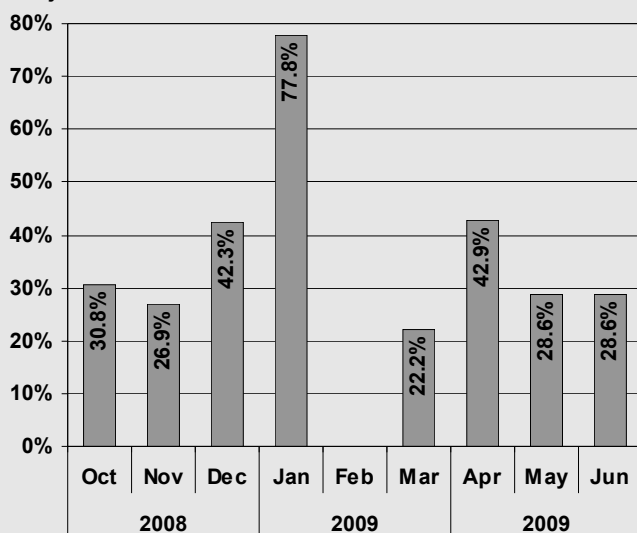
Radju Malta



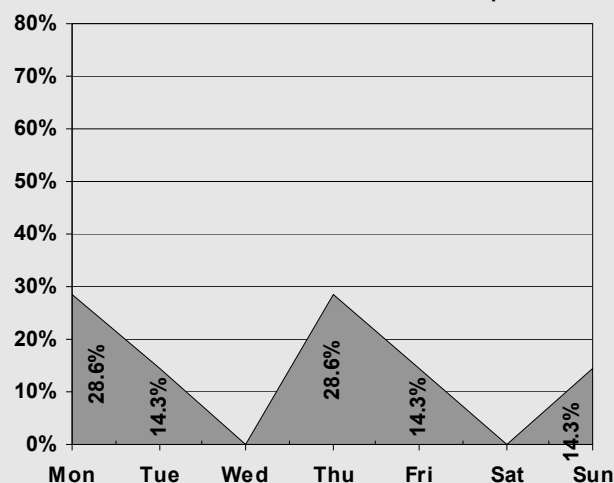
Apr-Jun 2009



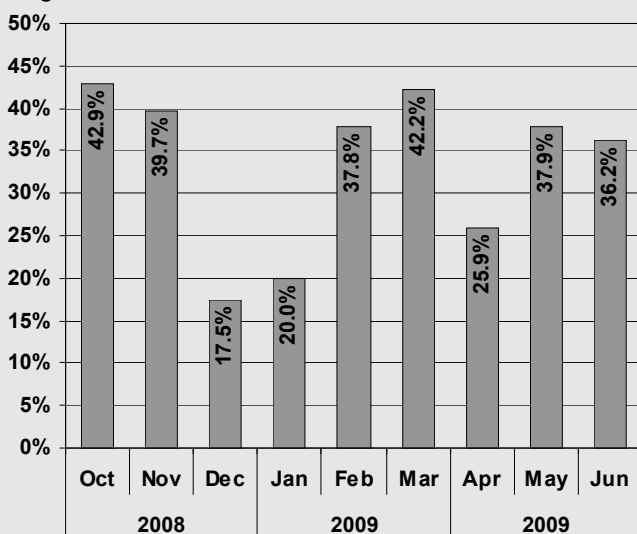
Radju Parlament 106.6



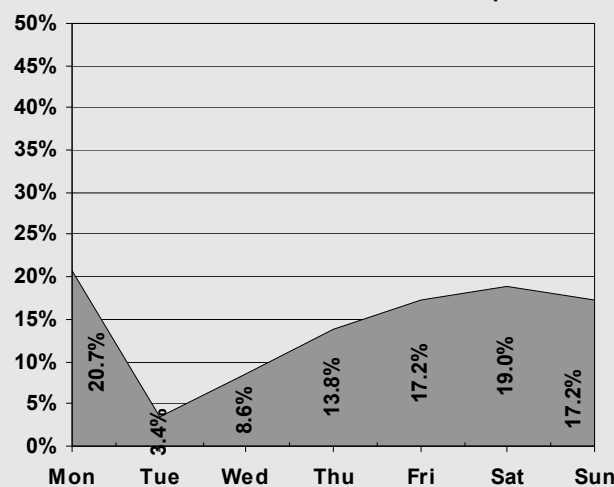
Apr-Jun 2009



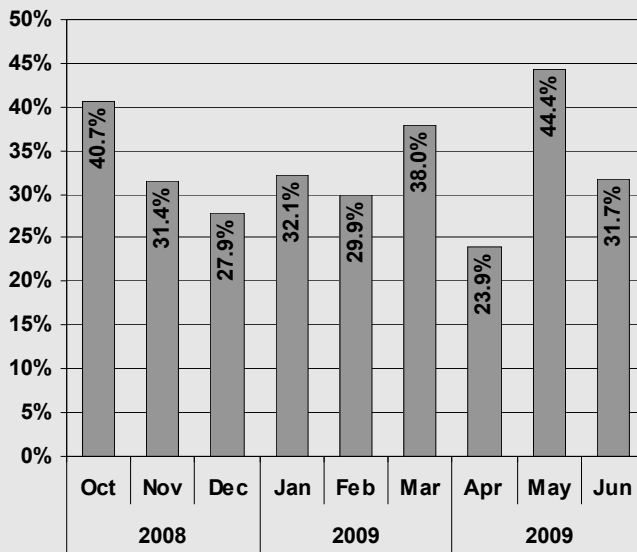
Magic Radio



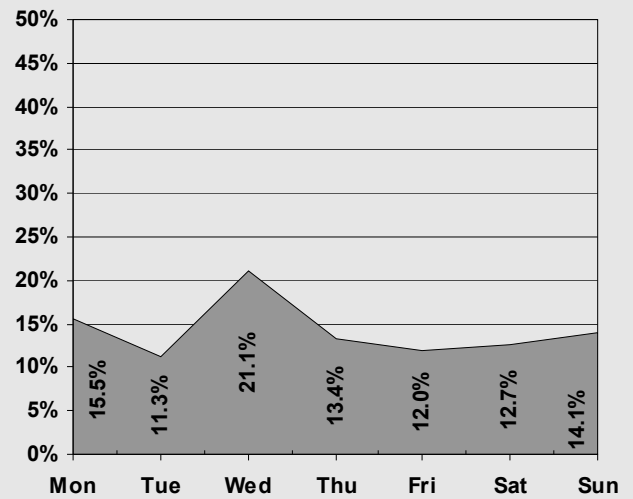
Apr-Jun 2009



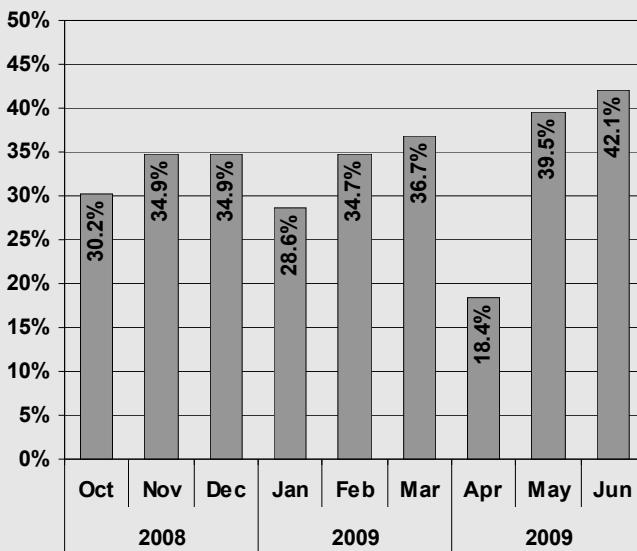
Super One Radio



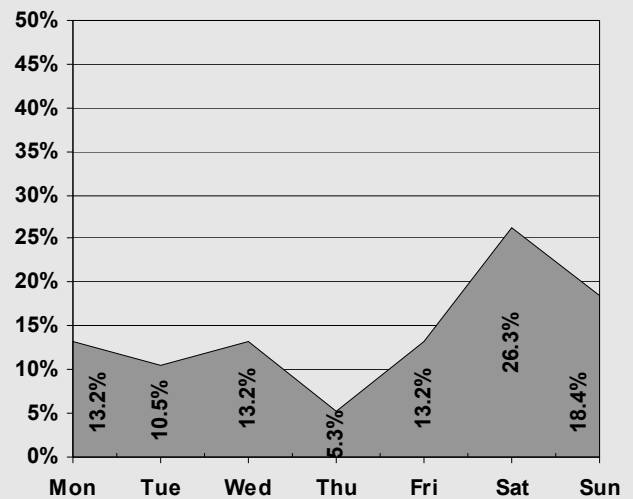
Apr-Jun 2009



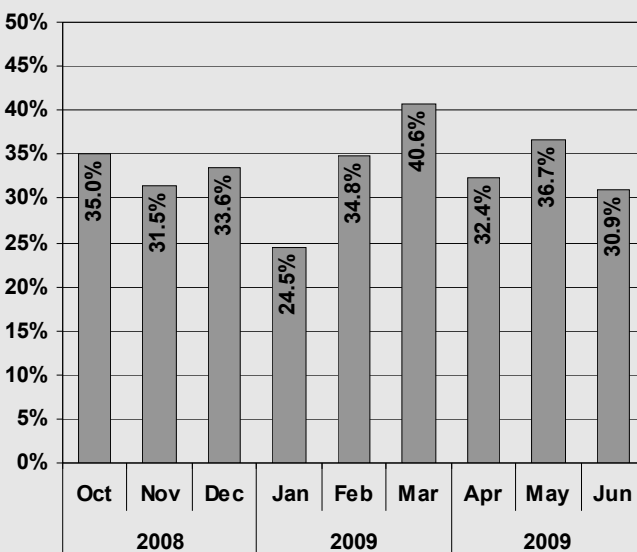
Radio 101



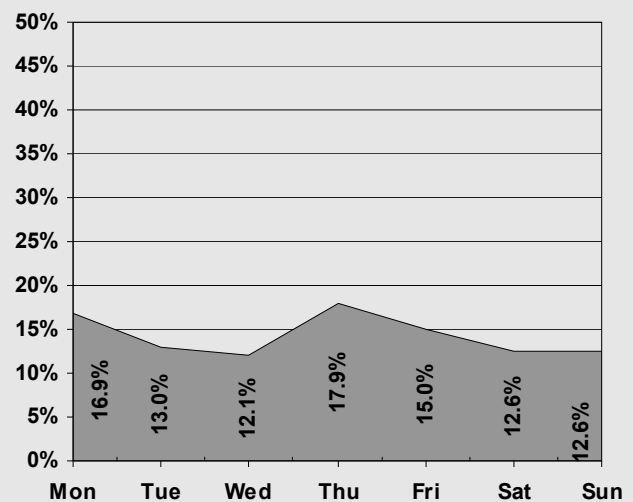
Apr-Jun 2009



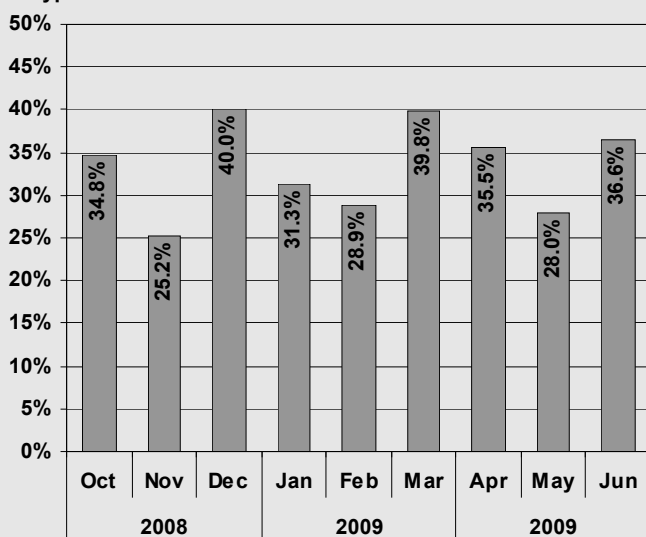
Bay Radio



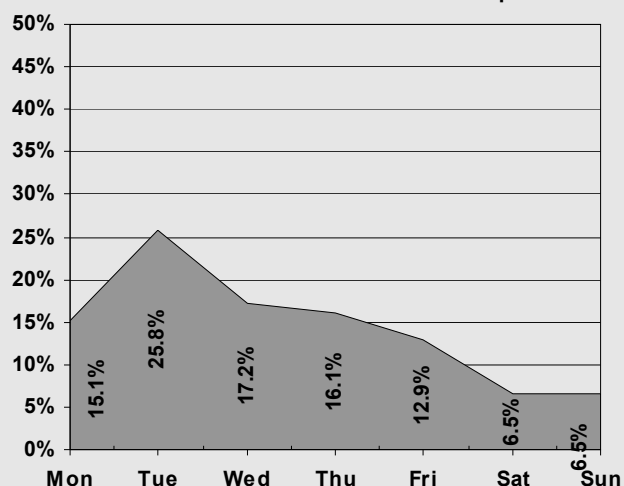
Apr-Jun 2009



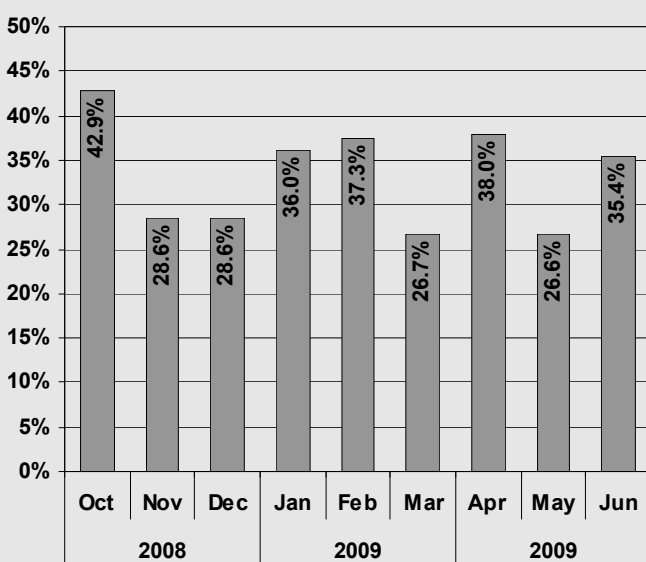
Calypso Radio



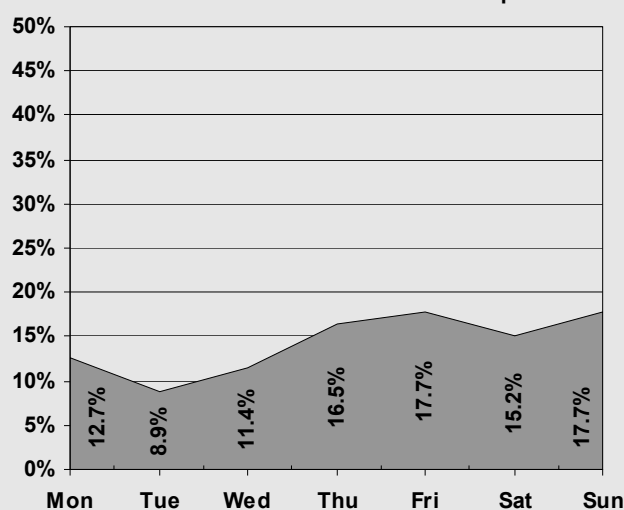
Apr-Jun 2009



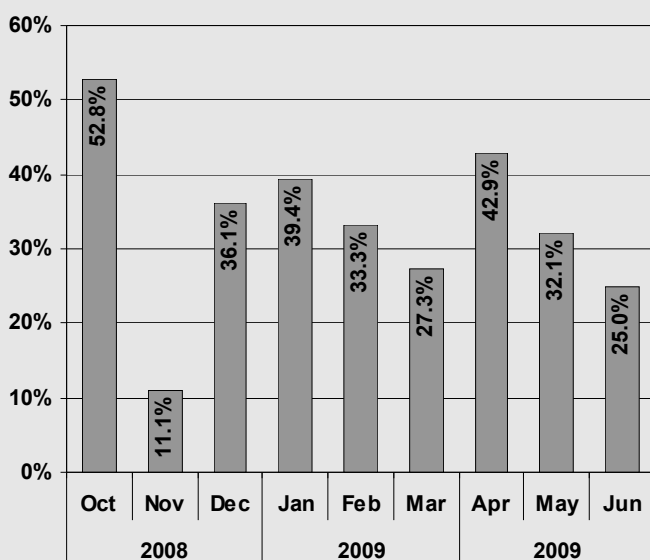
RTK



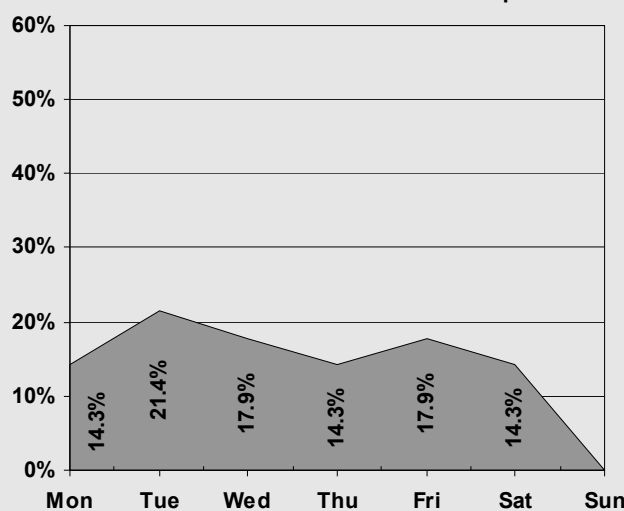
Apr-Jun 2009



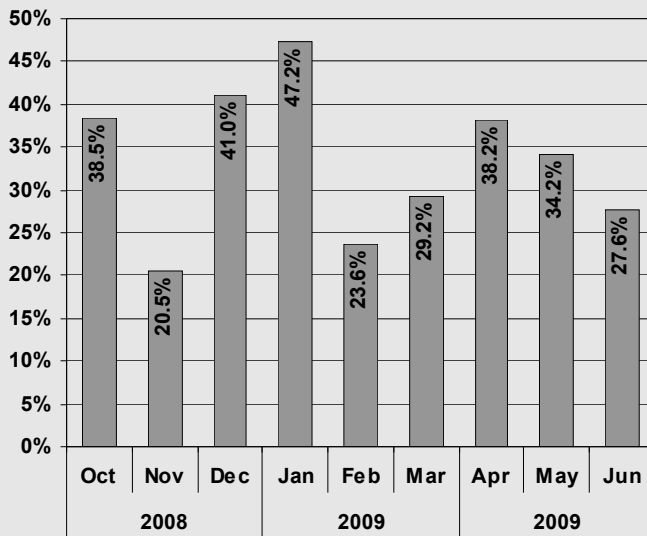
Smash Radio



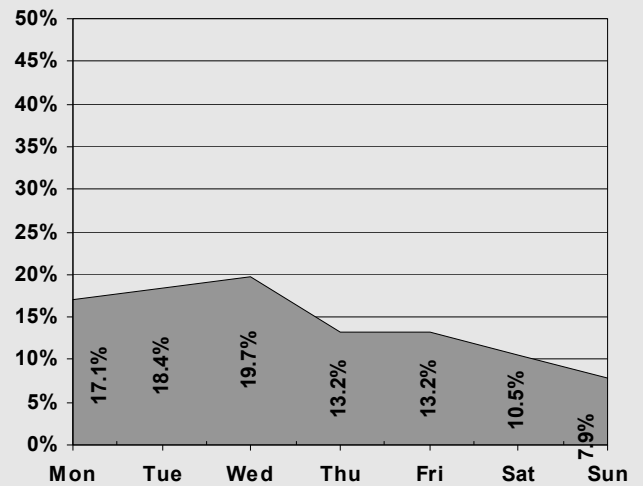
Apr-Jun 2009



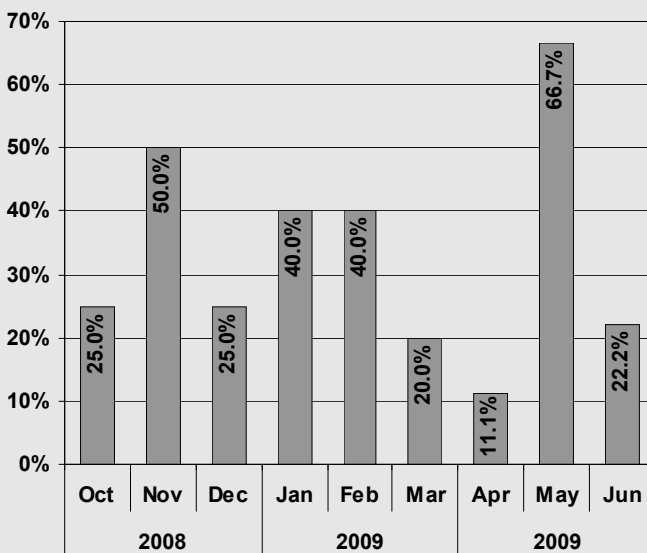
Radju Marija



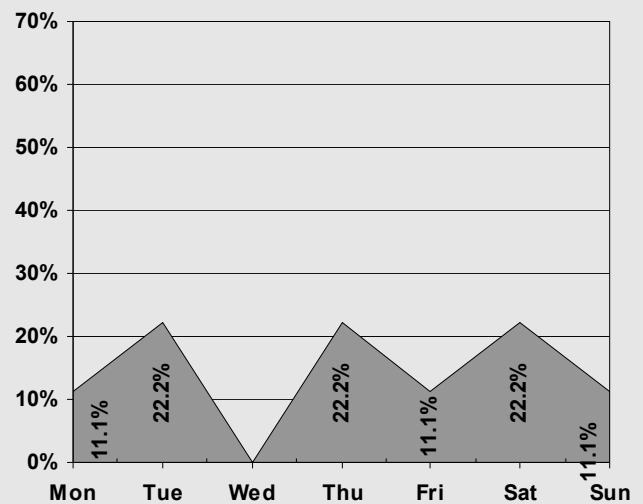
Apr-Jun 2009



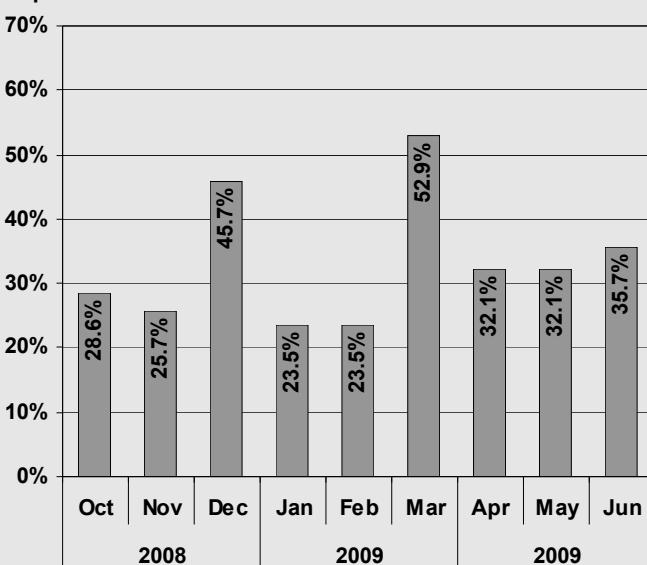
Campus FM



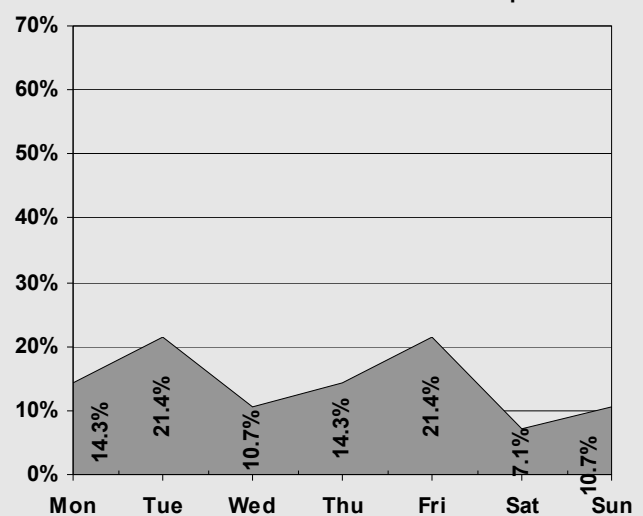
Apr-Jun 2009



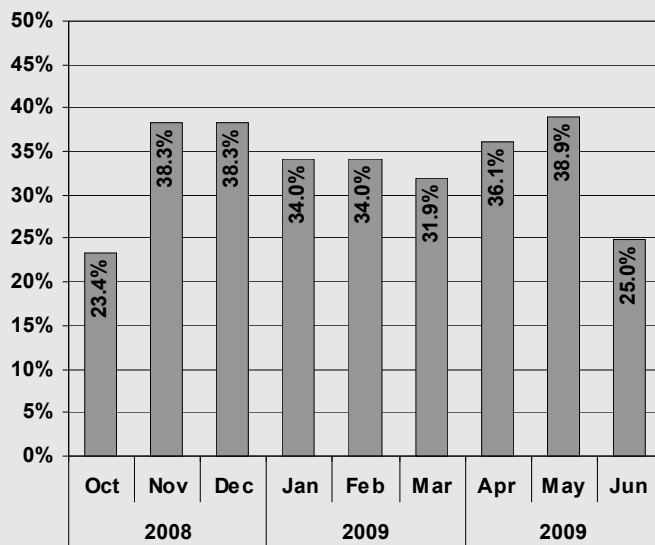
Capital Radio / Vibe FM



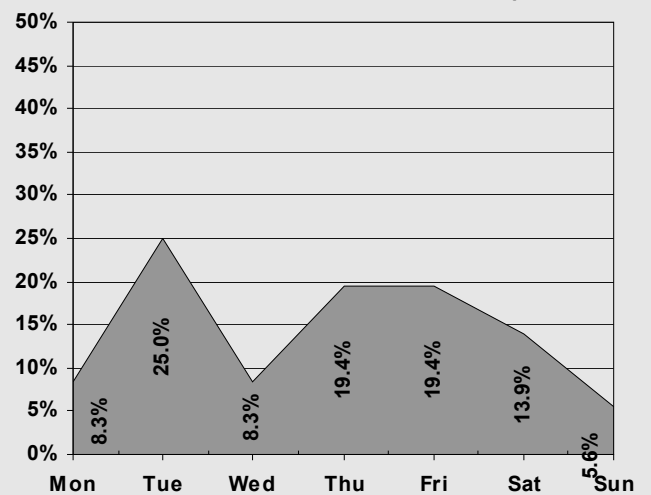
Apr-Jun 2009



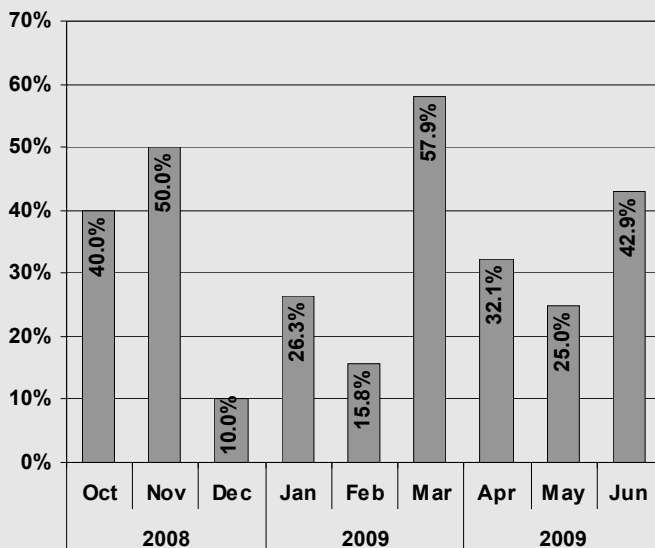
XFM



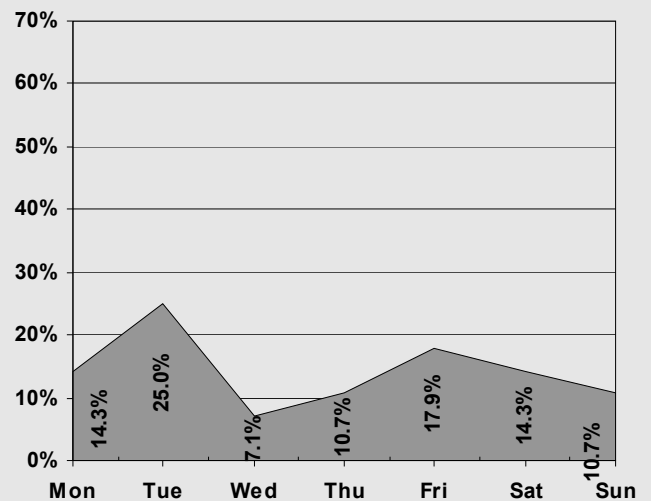
Apr-Jun 2009



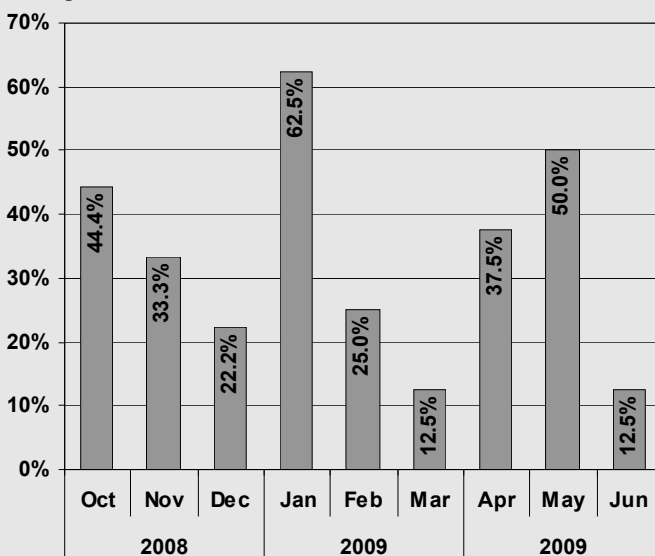
Community Stations



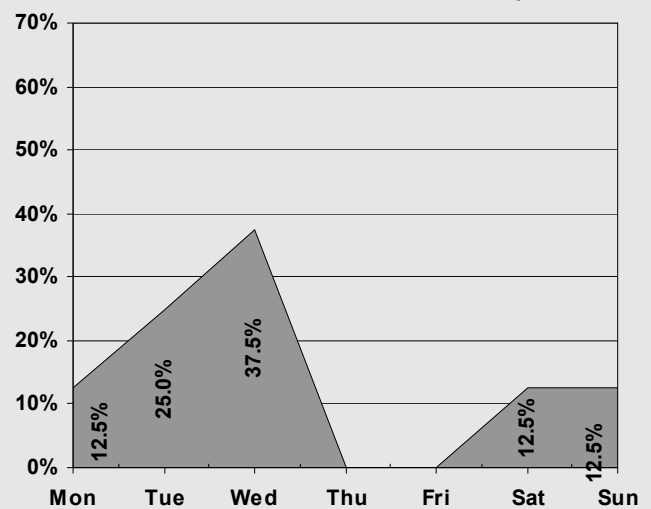
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Foreign Radio Station



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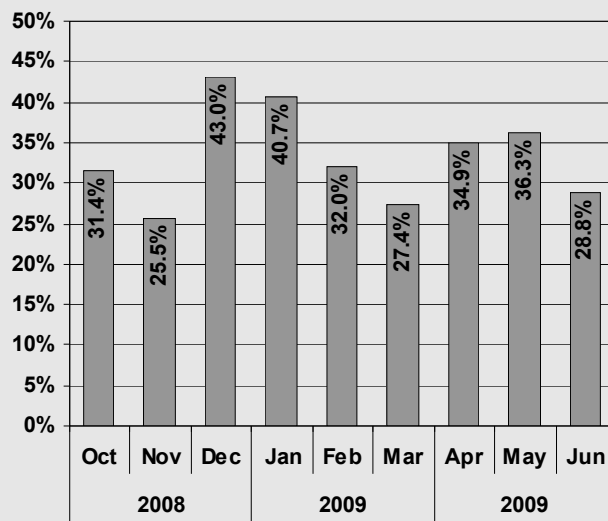
9.2 TV CONSUMPTION BY STATION

TABLE 9.2: TV CONSUMPTION BY STATION - BY WEEKDAY AND BY MONTH [APR-JUN 2009]

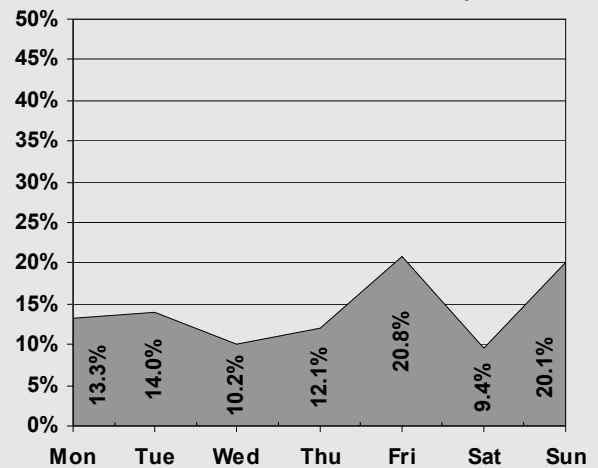
1%=		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
818	TVM	31.4%	25.5%	43.0%	40.7%	32.0%	27.4%	34.9%	36.3%	28.8%	13.3%	14.0%	10.2%	12.1%	20.8%	9.4%	20.1%
261	One TV	39.2%	25.2%	35.6%	38.3%	21.1%	40.6%	31.8%	35.6%	32.6%	14.4%	17.4%	22.0%	12.1%	9.1%	12.1%	12.9%
109	Net TV	29.9%	35.8%	34.3%	41.5%	34.0%	24.5%	43.6%	25.5%	30.9%	14.5%	20.0%	16.4%	10.9%	10.9%	16.4%	10.9%
24	Smash TV			100.0%		50.0%	50.0%	25.0%	50.0%	25.0%		8.3%	41.7%	33.3%	8.3%	8.3%	
2	Education 22							100%									100%
6	Family TV							33.3%	66.7%		33.3%		33.3%				33.3%
18	Favourite TV	50.0%		50.0%	25.0%	50.0%	25.0%		77.8%	22.2%	11.1%	22.2%	11.1%	11.1%	11.1%	33.3%	
151	Rai 1				38.5%	30.8%	30.8%	35.5%	31.6%	32.9%	18.4%	10.5%	19.7%	14.5%	6.6%	19.7%	10.5%
36	Rai 2	38.0%	30.0%	32.0%	27.5%	32.5%	40.0%	22.2%	50.0%	27.8%	16.7%	11.1%	44.4%	5.6%		16.7%	5.6%
14	Rai 3	28.6%	47.6%	23.8%	25.0%	35.0%	40.0%	14.3%	57.1%	28.6%	28.6%		28.6%	14.3%			28.6%
83	Rete 4	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	45.2%	19.0%	35.7%	19.0%	21.4%	21.4%	14.3%	9.5%	2.4%	11.9%
133	Canale 5	28.6%	42.9%	28.6%	36.1%	25.0%	38.9%	38.8%	38.8%	22.4%	31.3%	10.4%	13.4%	20.9%	7.5%	6.0%	10.4%
158	Italia 1	33.3%	43.1%	23.6%	43.3%	34.3%	22.4%	32.5%	25.0%	42.5%	18.8%	18.8%	10.0%	16.3%	7.5%	18.8%	10.0%
83	Discovery Channel	43.5%	26.1%	30.4%	40.0%	25.5%	34.5%	19.0%	28.6%	52.4%	31.0%	23.8%	4.8%	14.3%	4.8%	14.3%	7.1%
50	MTV	39.5%	26.3%	34.2%	47.6%	9.5%	42.9%	40.0%	24.0%	36.0%	4.0%	16.0%	8.0%	12.0%	28.0%	16.0%	16.0%
22	BBC Prime	33.3%	33.3%	33.3%	16.7%	50.0%	33.3%	18.2%	36.4%	45.5%			27.3%	18.2%		45.5%	9.1%
10	BBC World	47.1%	29.4%	23.5%	45.5%	9.1%	45.5%	40.0%	20.0%	40.0%				20.0%	20.0%		60.0%
376	Other TV Stations	100%			66.7%	33.3%		25.8%	39.5%	34.7%	14.7%	12.1%	16.8%	15.3%	12.6%	13.7%	14.7%

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

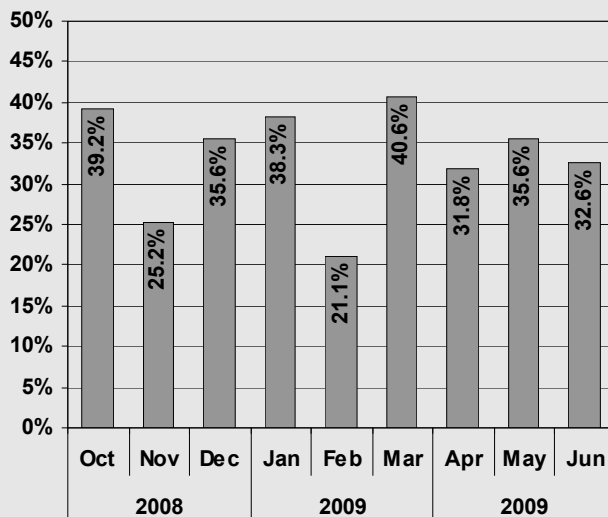
TVM



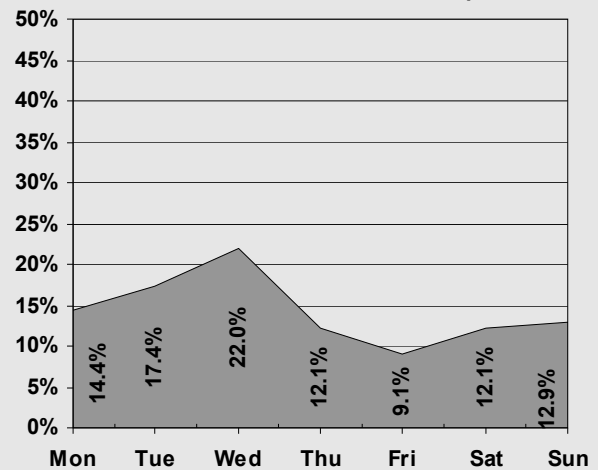
Apr-Jun 2009



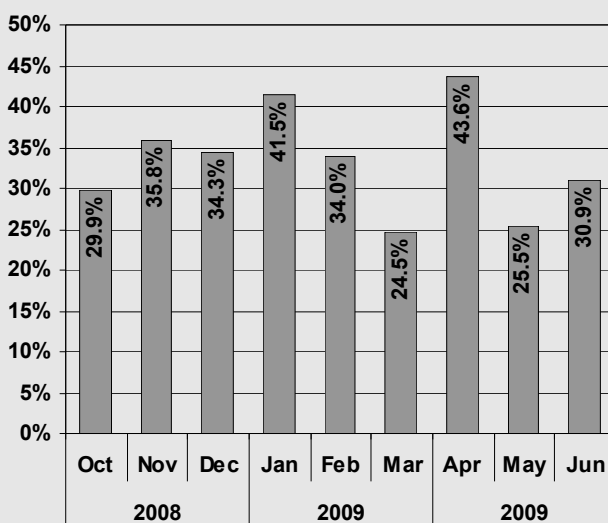
One TV



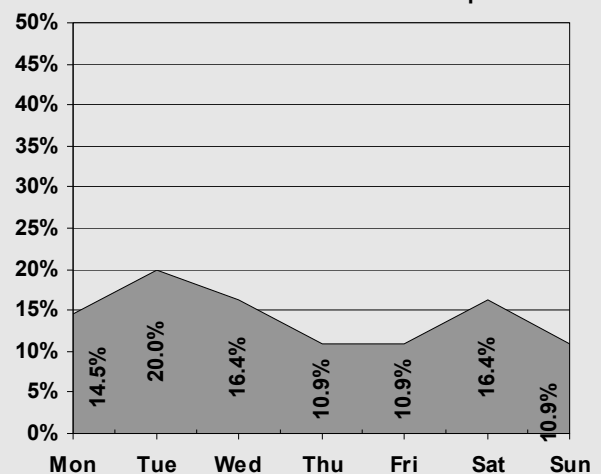
Apr-Jun 2009



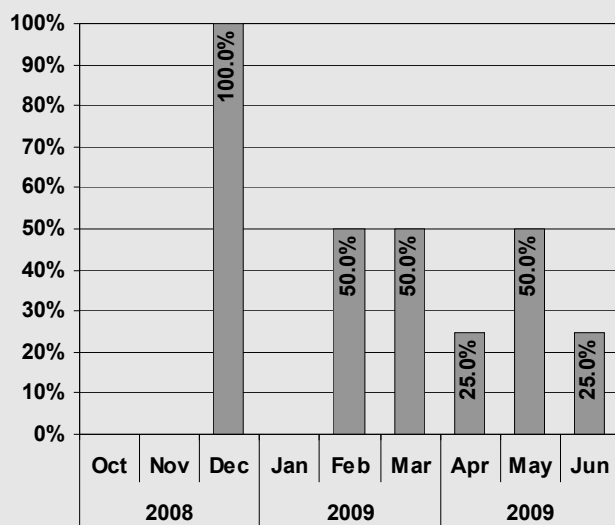
Net TV



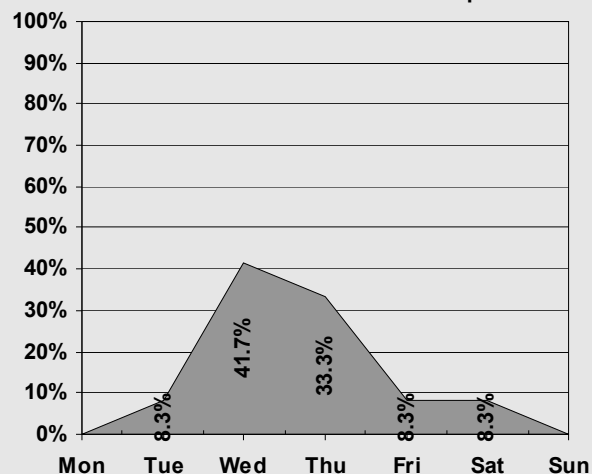
Apr-Jun 2009



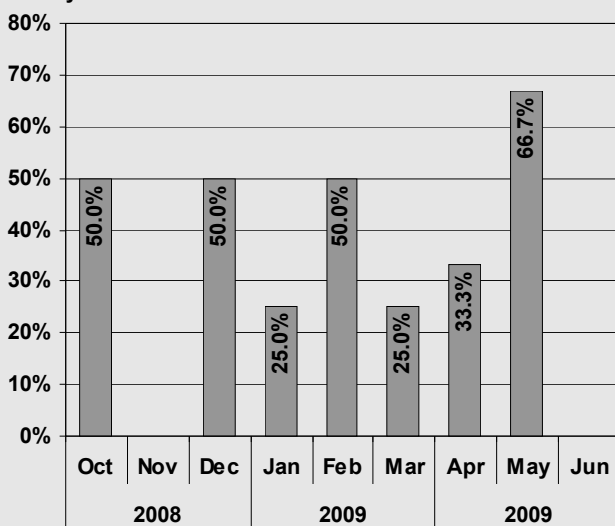
Smash TV



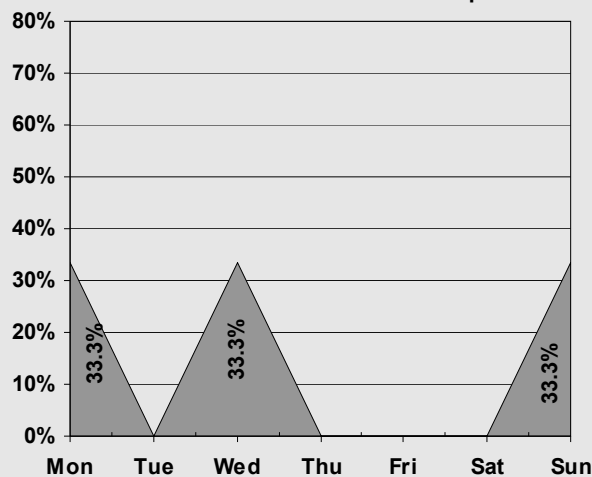
Apr-Jun 2009



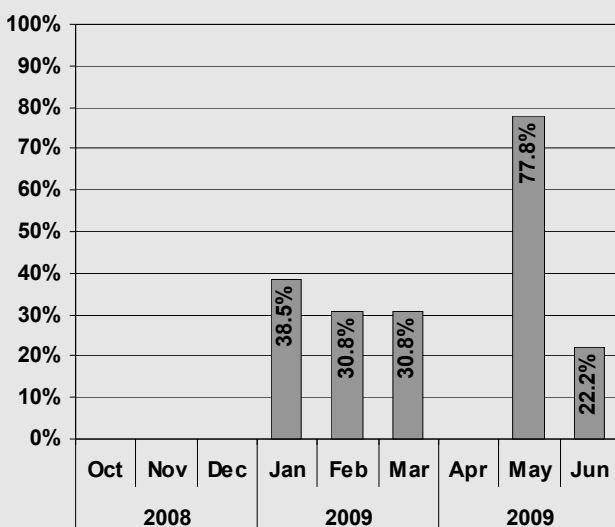
Family TV



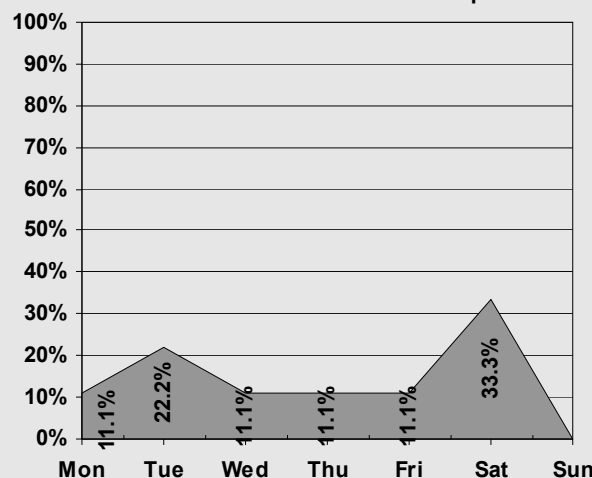
Apr-Jun 2009



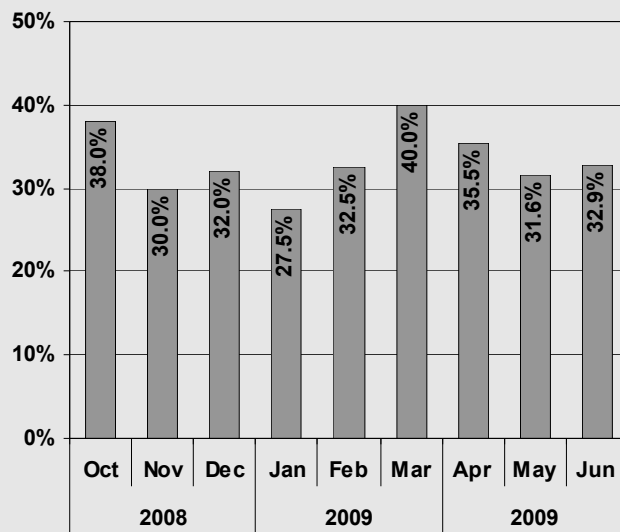
Favourite TV



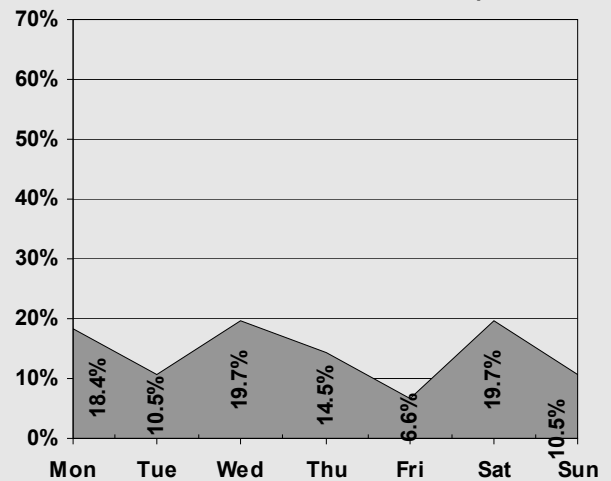
Apr-Jun 2009



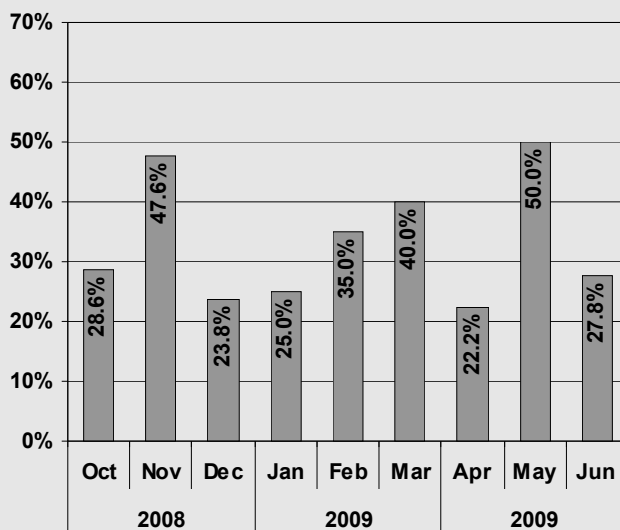
Rai 1



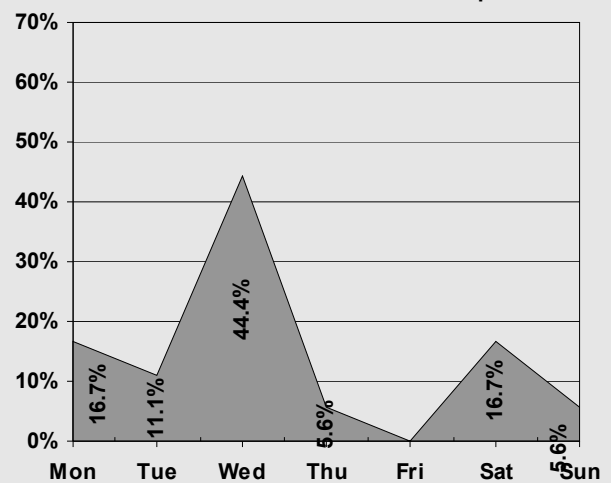
Apr-Jun 2009



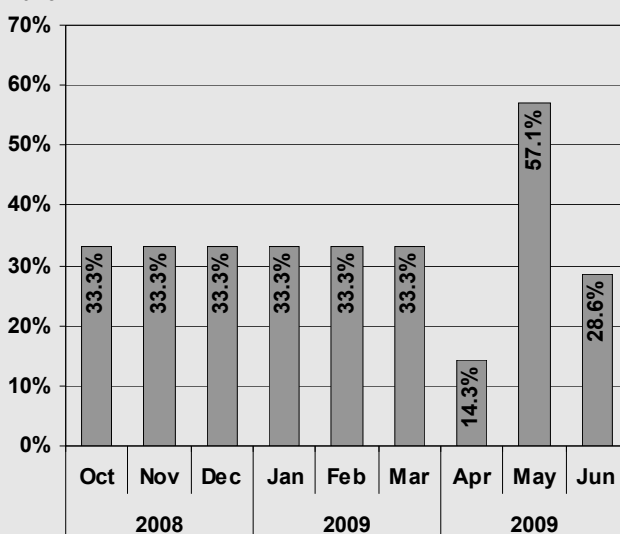
Rai 2



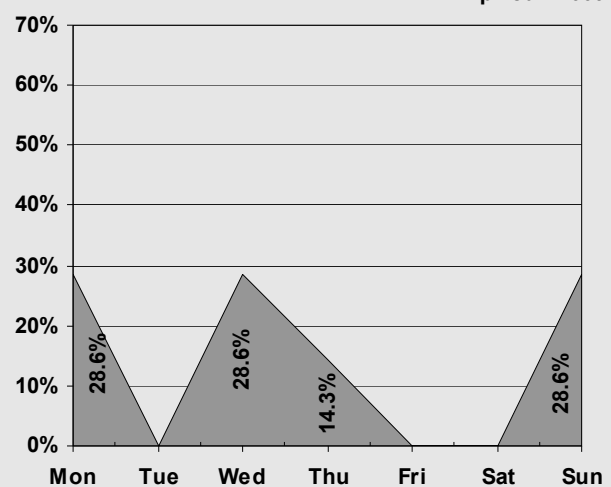
Apr-Jun 2009



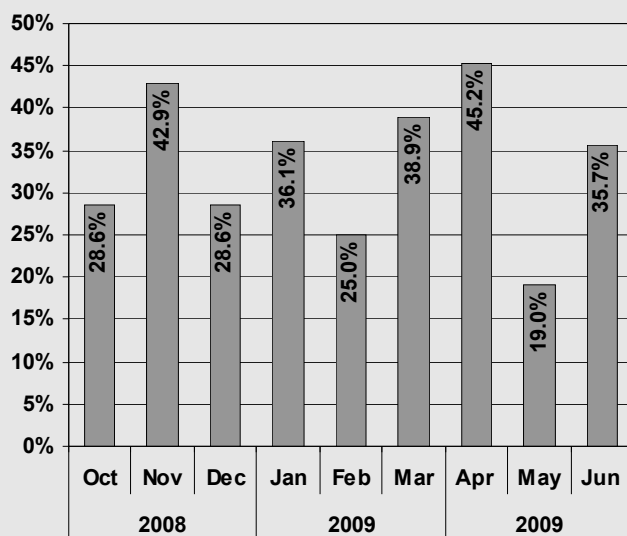
Rai 3



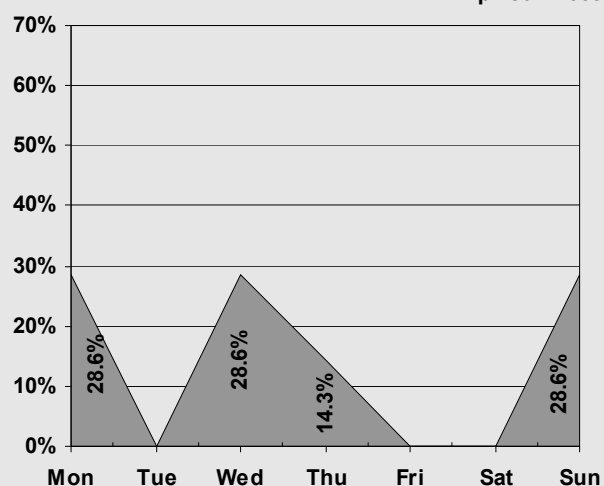
Apr-Jun 2009



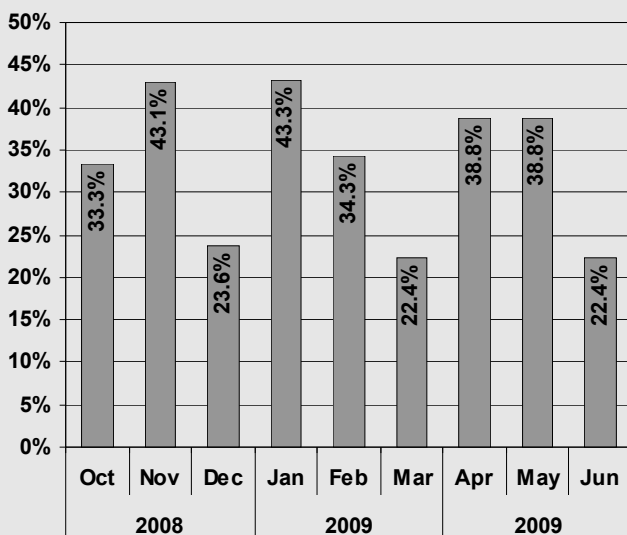
Rete 4



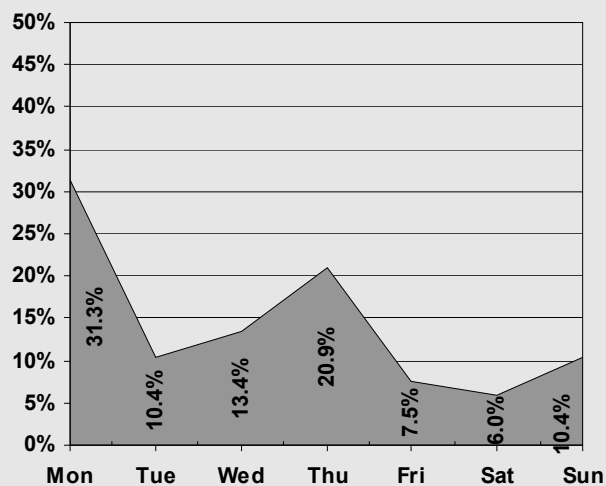
Apr-Jun 2009



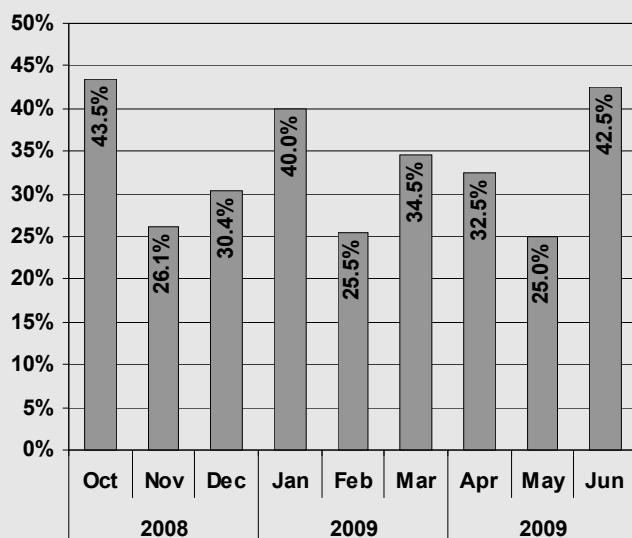
Canale 5



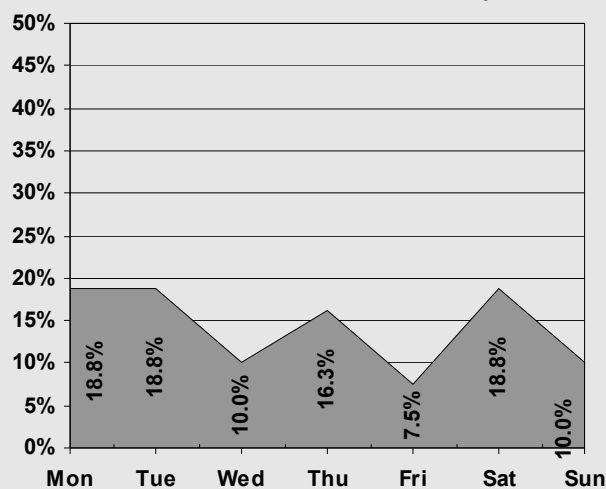
Apr-Jun 2009



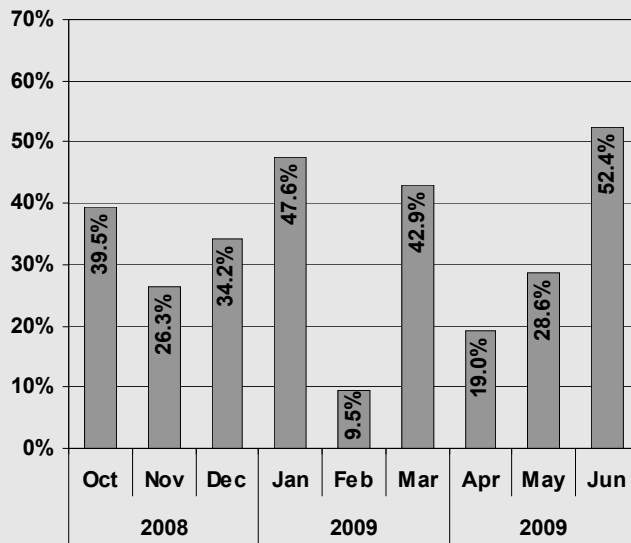
Italia 1



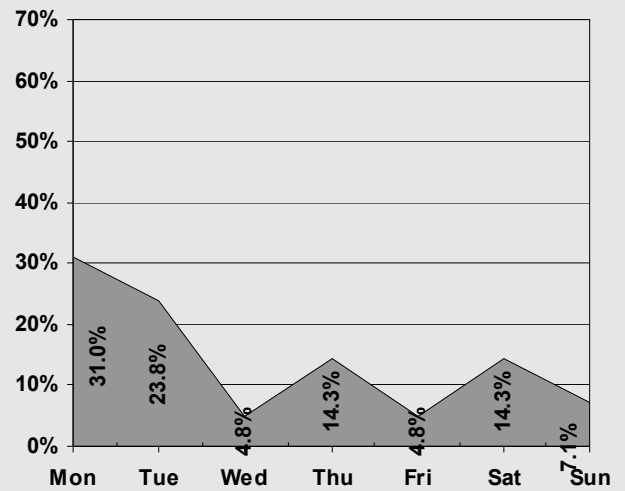
Apr-Jun 2009



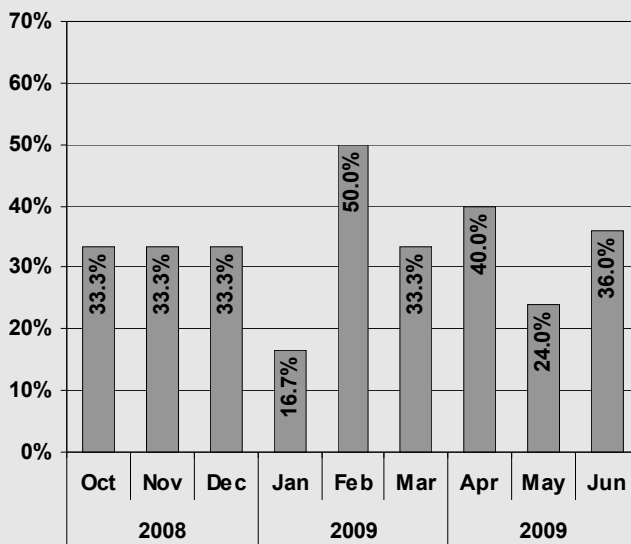
Discovery Channel



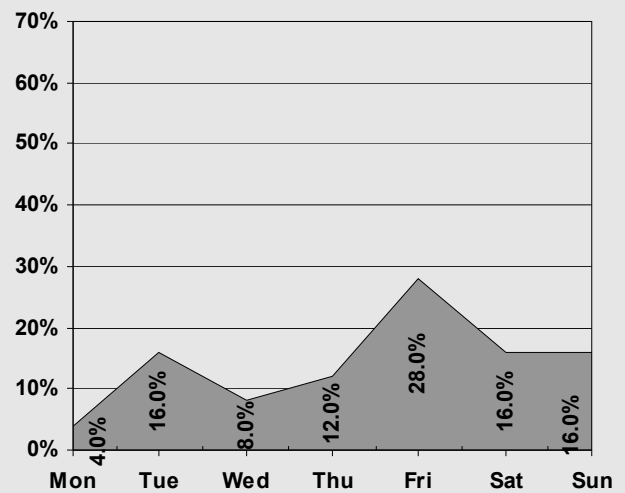
Apr-Jun 2009



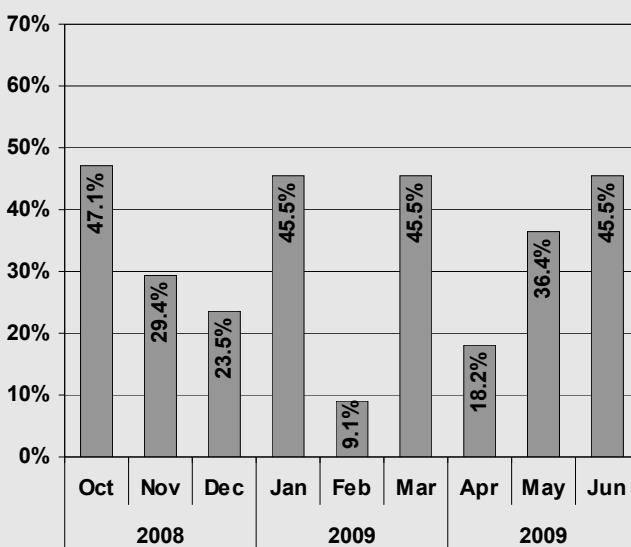
MTV



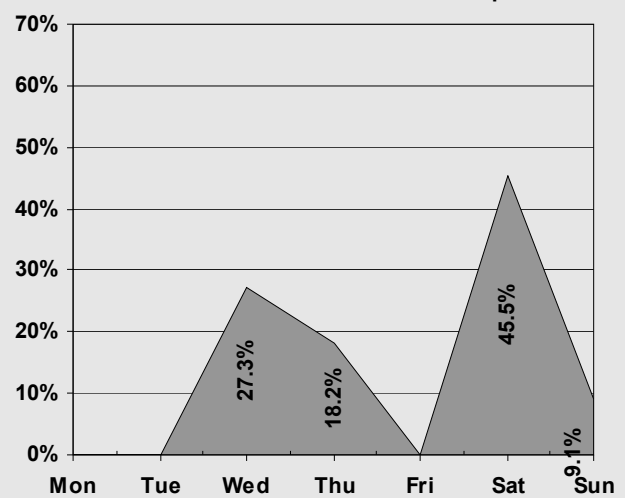
Apr-Jun 2009



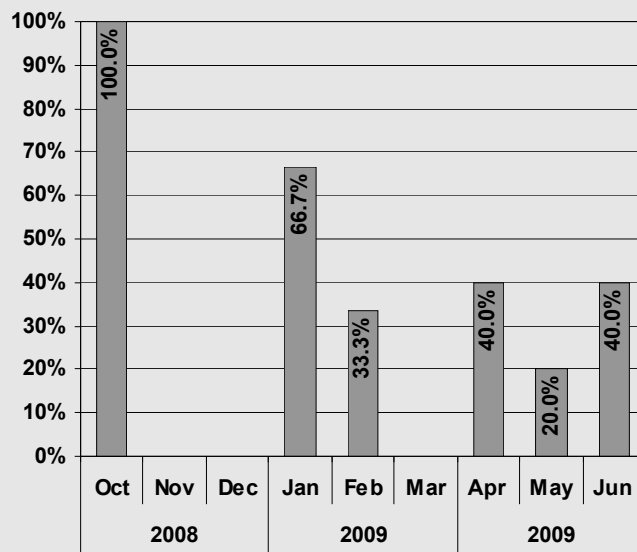
BBC Prime



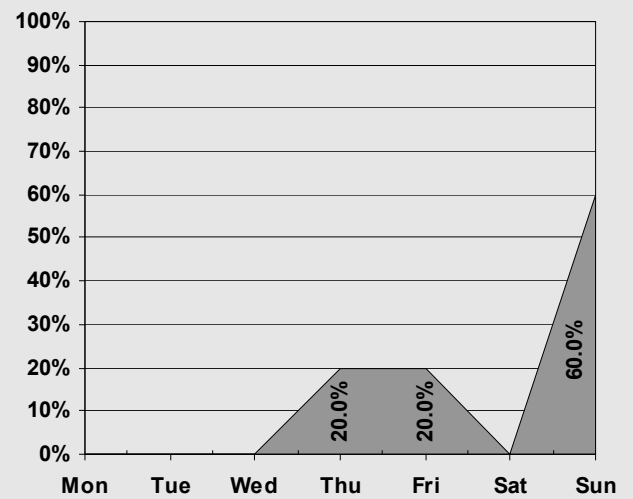
Apr-Jun 2009



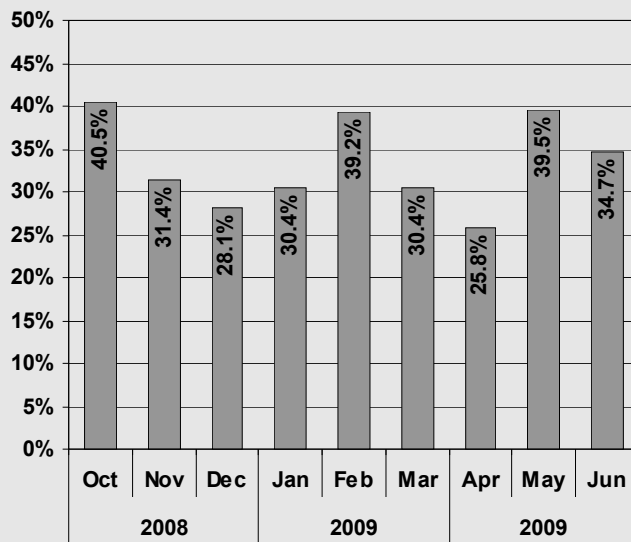
BBC World



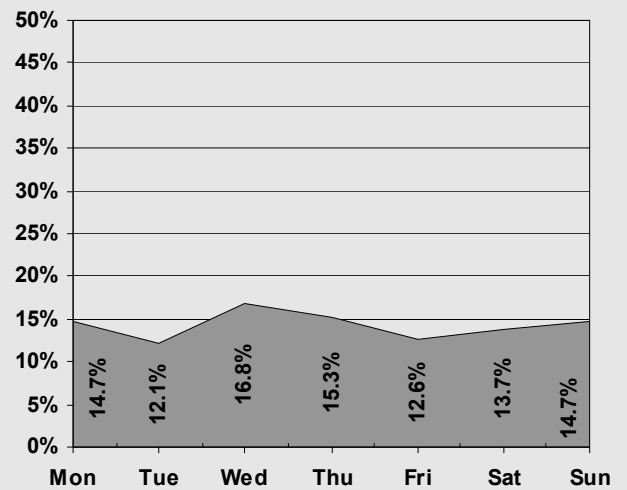
Apr-Jun 2009




Other TV Stations



Apr-Jun 2009



APPENDIX A: QUESTIONNAIRE

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

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sŧharriġ 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?

<p>1. X'sistema tat-televiżjoni tuża l-aktar biex tara t-televiżjoni d-dar?</p> <table style="width: 100%;"> <tr> <td>Aerial (<i>Analogue</i>)</td> <td><input type="checkbox"/> (1)</td> <td rowspan="5" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td> <td rowspan="5" style="vertical-align: middle;">go to q2</td> </tr> <tr> <td>Cable not digital</td> <td><input type="checkbox"/> (2)</td> </tr> <tr> <td>Satellita'</td> <td><input type="checkbox"/> (3)</td> </tr> <tr> <td>Internet</td> <td><input type="checkbox"/> (4)</td> </tr> <tr> <td>Digital Aerial (<i>Multiplus/cable</i>)</td> <td><input type="checkbox"/> (5)</td> </tr> <tr> <td>Mod ieħor</td> <td><input type="checkbox"/> (6)</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle; padding: 0 10px;">}</td> <td rowspan="2" style="vertical-align: middle;">go to q6</td> </tr> <tr> <td>M'għandix televiżjoni</td> <td><input type="checkbox"/> (7)</td> </tr> </table>	Aerial (<i>Analogue</i>)	<input type="checkbox"/> (1)	}	go to q2	Cable not digital	<input type="checkbox"/> (2)	Satellita'	<input type="checkbox"/> (3)	Internet	<input type="checkbox"/> (4)	Digital Aerial (<i>Multiplus/cable</i>)	<input type="checkbox"/> (5)	Mod ieħor	<input type="checkbox"/> (6)	}	go to q6	M'għandix televiżjoni	<input type="checkbox"/> (7)	<p>4. Rajt Telebejh il-bierah? Iva <input type="checkbox"/> Le <input type="checkbox"/> Go to q6</p> <p>5. Fuq liema stazzjon rajtu l-aktar?</p> <table style="width: 100%;"> <tr><td>1=</td><td>TVM</td></tr> <tr><td>2=</td><td>One TV</td></tr> <tr><td>3=</td><td>Net TV</td></tr> <tr><td>4=</td><td>Smash TV</td></tr> <tr><td>5=</td><td>Education 22</td></tr> <tr><td>6=</td><td>ITV</td></tr> <tr><td>7=</td><td>Family Tv</td></tr> <tr><td>8=</td><td>Oħrajn</td></tr> <tr><td>9=</td><td>Ma nafx</td></tr> </table>	1=	TVM	2=	One TV	3=	Net TV	4=	Smash TV	5=	Education 22	6=	ITV	7=	Family Tv	8=	Oħrajn	9=	Ma nafx																																																														
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3. F'liema hinijiet rajt dan l-istazzjon?				
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

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

9. Kemm għandek età? _____

10. F'liema lokalità toqgħod? _____

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

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *World Population Day 2008*; N.S.O. News Release 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

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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 Ġiljan	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

Capital Radio / 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 TV started

[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 2008

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008				2009					
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X								
266	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1	X	X	X	X	X	X	X	X	X	
275	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5	X	X	X	X	X	X	X	X	X	
279	Radju St Vincent de Paule	2 years	25-Jun-07	92.2	0.5	X	X	X	X	X	X	X	X	X	
280	Kiss FM	2 years	8-Oct-07	89.3	0.5	X	X	X	X	X	X	X	X	X	
281	Big FM	2 years	31-Aug-07	107.1	0.5	X	X	X	X	X	X	X	X	X	
282	96.1 Vilhena FM	2 years	3-Dec-07	96.1	0.5	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	
292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	
296	Radio Galaxy	2 years	14-Dec-07	105	0.5	X	X	X	X	X	X	X	X	X	
297	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	
299	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5	X	X	X	X	X	X	X	X	X	
300	Radju Vilhena	2 years	14-Jan-08	106	0.5	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	
308	Lehen il-Belt Victoria	2 years	25-Jun-08	104	0.5	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	
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5	X	X	X	X	X	X	X	X	X	
245/334	Radio Sacro Cuor Sliema	2 years	15-Nov-08	105.2	0.5	X	X	X	X	X	X	X	X	X	
249/337	Deejays Radio 95.6FM	2 years	23-Nov-08	95.6	0.5	X	X	X	X	X	X	X	X	X	
246/346	Radju Luminaria	2 years	12-Dec-08	106.9	0.5	X	X	X	X	X	X	X	X	X	
250/349	Radju Katidral	2 years	1-Dec-08	90.9	0.5	X	X	X	X	X	X	X	X	X	
251/350	Radju Bambina	2 years	13-Dec-08	98.3	0.5	X	X	X	X	X	X	X	X	X	
255/352	Radju Sokkors	2 years	1-Mar-09	95.1	4	X	X	X	X	X	X	X	X	X	
253/357	Radju Prekursur [Xewkija]	2 years	19-Feb-09	99.3	6	X	X	X	X	X	X	X	X	X	
258/361	Energy FM Radio [B'Bugia]	2 years	24-Mar-09	96.4	10	X	X	X	X	X	X	X	X	X	
254/365	Radju Lehen il-Qala	2 years	17-Feb-09	106.3	0.5	X	X	X	X	X	X	X	X	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					
339	Radju 15 t'Awwissu (Qrendi)	20 days	15-Dec-08	98.3	0.5			X							
340	Tal-Gilju FM (Mqabba)	1 month	21-Nov-08	95.4	0.5		X								
373	Tal-Gilju FM (Mqabba)	11days	12-Jun-09	95.3	3									X	
341	Radju Marija Assunta	1 month	3-Dec-08	98.9	0.5			X							
342	Radju Santa Katarina	1 month	10-Nov-08	90.6	0.5		X								
343	Radju Lauretana	28 days	8-Dec-08	96.5	0.5			X							
367	Radju Lauretana	16 days	23-May-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		
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	
351	2009 Circuit Assembly of Jehovah's Witnesses	2 days	10-Jan-09	108	0.25				X						
354	VSB FM 103.40	2 years	1-Jan-09	103.4	9				X	X	X	X	X	X	
356	Lehen il-Guzeppini [Ghaxaq]	2 years	2-Feb-09	89.1	9					X	X	X	X	X	
358	Radju Lauretana [Ghajnsielem]	21 days	29-Mar-09	95.5	5							X			
359	Lehen il-Belt Gorgjana [Qormi]	2 years	1-Mar-09	105.6	13						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	1 month	9-Jun-09	94	8.5									X	
377	Banda Ffoura FM	19 days	25-Jun-09	93.1	5.9									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:

	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007
Sample							
Total	1813	1787	1835	1771	1790	1799	1811
Non Listeners							
Do not listen to Radio	831	828	874	825	830	793	878
No Particular Station	79	131	86	66	128	164	96
Do not remember	12	8	4	2	19	25	20
No Response	0	0	0	4	1	0	0
Total Non Listeners	922	967	964	897	978	982	994
Total Listeners	891	820	871	874	812	817	817
Total Non Listeners	922	967	964	897	978	982	994
Total Sample	1813	1787	1835	1771	1790	1799	1811
%age							
Non Listeners							
Do not listen to Radio	45.84%	46.33%	47.63%	46.58%	46.37%	44.08%	48.48%
No Particular Station	4.36%	7.33%	4.69%	3.73%	7.15%	9.12%	5.30%
Do not remember	0.66%	0.45%	0.22%	0.11%	1.06%	1.39%	1.10%
No Response	0.00%	0.00%	0.00%	0.23%	0.06%	0.00%	0.00%
Total Non Listeners	50.85%	54.11%	52.53%	50.65%	54.64%	54.59%	54.89%
%age							
Total Listeners	49.15%	45.89%	47.47%	49.35%	45.36%	45.41%	45.11%
Total Non Listeners	50.85%	54.11%	52.53%	50.65%	54.64%	54.59%	54.89%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=							
Listeners	1785	1667	1724	1774	1630	1632	1621
Non Listeners	1848	1966	1909	1820	1964	1962	1973
Total	3633	3633	3633	3594	3594	3594	3594

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:

	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007
Sample							
Total	1813	1787	1835	1771	1790	1799	1811
Non Viewers							
Do not watch TV	452	389	447	536	380	436	451
No particular station	176	428	265	188	308	398	269
Do not remember	7	10	9	14	9	27	17
No TV Set	8	4	7	8	6	5	9
No Response		0	1	2	2	0	0
Total Non Viewers	643	831	729	748	705	866	746
Total Viewers	1170	956	1106	1023	1085	933	1065
Total Non Viewers	643	831	729	748	705	866	746
Total Sample	1813	1787	1835	1771	1790	1799	1811
%age							
Non Viewers							
Do not watch TV	24.93%	21.77%	24.36%	30.27%	21.23%	24.24%	24.90%
No particular station	9.71%	23.95%	14.44%	10.62%	17.21%	22.12%	14.85%
Do not remember	0.39%	0.56%	0.49%	0.79%	0.50%	1.50%	0.94%
No TV Set	0.44%	0.22%	0.38%	0.45%	0.34%	0.28%	0.50%
No Response	0.00%	0.00%	0.05%	0.11%	0.11%	0.00%	0.00%
Total Non Viewers	35.47%	46.50%	39.73%	42.24%	39.39%	48.14%	41.19%
%age							
Total Viewers	64.53%	53.50%	60.27%	57.76%	60.61%	51.86%	58.81%
Total Non Viewers	35.47%	46.50%	39.73%	42.24%	39.39%	48.14%	41.19%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=							
Viewers	2345	1944	2190	2076	2178	1864	2114
Non Viewers	1288	1689	1443	1518	1416	1730	1480
Total	3633	3633	3633	3594	3594	3594	3594

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

Radio:

[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	871	378	493	25	133	58	236	248	149	22
Total Non Listeners	964	464	500	51	152	71	280	262	121	27
Total Sample	1835	842	993	76	285	129	516	510	270	49

%age										
Total Listeners %	47.47%	44.89%	49.65%	32.89%	46.67%	44.96%	45.74%	48.63%	55.19%	44.90%
Total Non Listeners %	52.53%	55.11%	50.35%	67.11%	53.33%	55.04%	54.26%	51.37%	44.81%	55.10%
Total	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
Listeners 1%=	1724	808	909	50	272	141	509	433	248	60
Non Listeners 1%=	1908	992	922	102	310	172	604	458	201	73
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	871	154	240	130	145	133	69
Total Non Listeners	964	187	265	156	135	147	74
Total Sample	1835	341	505	286	280	280	143

%age							
Total Listeners %	47.47%	45.16%	47.52%	45.45%	51.79%	47.50%	48.25%
Total Non Listeners %	52.53%	54.84%	52.48%	54.55%	48.21%	52.50%	51.75%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	1945	367	577	273	297	280	151
Non Listeners 1%=	2158	445	637	328	277	309	162
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	820	400	420	20	120	49	241	230	126	34
Total Non Listeners	967	455	512	57	154	53	309	252	122	20
Total Sample	1787	855	932	77	274	102	550	482	248	54

%age										
Total Listeners %	45.89%	46.78%	45.06%	25.97%	43.80%	48.04%	43.82%	47.72%	50.81%	62.96%
Total Non Listeners %	54.11%	53.22%	54.94%	74.03%	56.20%	51.96%	56.18%	52.28%	49.19%	37.04%
Total	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
Listeners 1%=	1667	843	826	40	255	150	488	425	228	84
Non Listeners 1%=	1966	958	1006	113	327	163	625	466	221	49
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	820	169	225	131	122	115	58
Total Non Listeners	967	210	260	134	149	134	80
Total Sample	1787	379	485	265	271	249	138

%age							
Total Listeners %	45.89%	44.59%	46.39%	49.43%	45.02%	46.18%	42.03%
Total Non Listeners %	54.11%	55.41%	53.61%	50.57%	54.98%	53.82%	57.97%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	1884	362	563	297	258	272	132
Non Listeners 1%=	2219	450	651	304	316	317	181
	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	891	403	488	20	146	61	262	248	122	32
Total Non Listeners	922	407	515	50	154	52	237	263	128	38
Total Sample	1813	810	1003	70	300	113	499	511	250	70

%age										
Total Listeners %	49.15%	49.75%	48.65%	28.57%	48.67%	53.98%	52.51%	48.53%	48.80%	45.71%
Total Non Listeners %	50.85%	50.25%	51.35%	71.43%	51.33%	46.02%	47.49%	51.47%	51.20%	54.29%
Total	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
Listeners 1%=	1785	896	891	43	283	169	584	432	219	61
Non Listeners 1%=	1847	905	941	109	299	144	529	458	230	72
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	891	169	268	135	134	124	61
Total Non Listeners	922	208	246	147	127	102	92
Total Sample	1813	377	514	282	261	226	153

%age							
Total Listeners %	49.15%	44.83%	52.14%	47.87%	51.34%	54.87%	39.87%
Total Non Listeners %	50.85%	55.17%	47.86%	52.13%	48.66%	45.13%	60.13%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	2027	364	633	288	295	323	125
Non Listeners 1%=	2076	448	581	313	279	266	188
Total	4103	812	1214	601	574	589	313

Calculations for analysis by Broadcasting Station by Quarter

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009
	1%=	1%=	1%=
Radju Malta	109	110	112
Radju Parlament 106.6	51	18	14
Magic Radio	125	89	118
One Radio	275	279	285
Radio 101	85	100	76
Bay Radio	283	313	415
Calypso Radio	226	169	186
RTK	137	150	158
Smash Radio	71	65	56
Radju Marija	154	146	150
Campus FM	8	10	16
Capital Radio / Vibe FM	69	67	56
XFM	93	96	72
Community Stations	20	39	54
Foreign Radio Station	18	16	16
Total	1724	1667	1785

TV:
[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	1106	487	619	52	161	52	324	326	168	23
Total Non Viewers	729	355	374	24	124	77	192	184	102	26
Total Sample	1835	842	993	76	285	129	516	510	270	49

%age										
Total Viewers %	60.27%	57.84%	62.34%	68.42%	56.49%	40.31%	62.79%	63.92%	62.22%	46.94%
Total Non Viewers %	39.73%	42.16%	37.66%	31.58%	43.51%	59.69%	37.21%	36.08%	37.78%	53.06%
Total	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
Viewers 1%=	2190	1042	1142	104	329	126	699	569	279	62
Non Viewers 1%=	1443	759	690	48	253	187	414	321	170	70
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	1106	199	311	165	165	173	93
Total Non Viewers	729	142	194	121	115	107	50
Total Sample	1835	341	505	286	280	280	143

%age							
Total Viewers %	60.27%	58.36%	61.58%	57.69%	58.93%	61.79%	65.03%
Total Non Viewers %	39.73%	41.64%	38.42%	42.31%	41.07%	38.21%	34.97%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2473	474	748	347	338	364	203
Non Viewers 1%=	1630	338	466	254	236	225	109
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	956	450	506	45	142	51	309	268	115	26
Total Non Viewers	831	405	426	32	132	51	241	214	133	28
Total Sample	1787	855	932	77	274	102	550	482	248	54

%age										
Total Viewers %	53.50%	52.63%	54.29%	58.44%	51.82%	50.00%	56.18%	55.60%	46.37%	48.15%
Total Non Viewers %	46.50%	47.37%	45.71%	41.56%	48.18%	50.00%	43.82%	44.40%	53.63%	51.85%
Total	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
Viewers 1%=	1943	948	995	89	302	156	625	495	208	64
Non Viewers 1%=	1689	853	837	63	280	156	488	395	241	69
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	956	182	259	151	151	134	79
Total Non Viewers	831	197	226	114	120	115	59
Total Sample	1787	379	485	265	271	249	138

%age							
Total Viewers %	53.50%	48.02%	53.40%	56.98%	55.72%	53.82%	57.25%
Total Non Viewers %	46.50%	51.98%	46.60%	43.02%	44.28%	46.18%	42.75%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2195	390	648	342	320	317	179
Non Viewers 1%=	1908	422	566	259	254	272	134
	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	1170	532	638	51	196	75	320	327	157	44
Total Non Viewers	643	278	365	19	104	38	179	184	93	26
Total Sample	1813	810	1003	70	300	113	499	511	250	70

%age										
Total Viewers %	64.53%	65.68%	63.61%	72.86%	65.33%	66.37%	64.13%	63.99%	62.80%	62.86%
Total Non Viewers %	35.47%	34.32%	36.39%	27.14%	34.67%	33.63%	35.87%	36.01%	37.20%	37.14%
Total	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
Viewers 1%=	2344	1183	1165	111	380	208	714	570	282	83
Non Viewers 1%=	1288	618	667	41	202	105	399	321	167	49
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	1170	248	340	170	173	150	89
Total Non Viewers	643	129	174	112	88	76	64
Total Sample	1813	377	514	282	261	226	153

%age							
Total Viewers %	64.53%	65.78%	66.15%	60.28%	66.28%	66.37%	58.17%
Total Non Viewers %	35.47%	34.22%	33.85%	39.72%	33.72%	33.63%	41.83%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2648	534	803	362	381	391	182
Non Viewers 1%=	1455	278	411	239	194	198	131
Total	4103	812	1214	601	574	589	313

Calculations for analysis by Broadcasting Station by Quarter

	Oct-Dec 2008 1%=	Jan-Mar 2009 1%=	Apr-Jun 2009 1%=
TVM	760	742	818
One TV	438	268	262
Net TV	131	108	108
Smash TV	4	8	24
Eduation 22			2
Family TV	4	14	6
Favourite TV		24	18
Rai 1	99	75	152
Rai 2	40	41	36
Rai 3	12	16	14
Rete 4	42	73	82
Canale 5	139	132	132
Italia 1	87	110	156
Discovery Channel	75	43	82
MTV	18	12	50
BBC Prime	34	22	22
BBC World	6	6	10
Other TV Station	303	248	369
Total	2190	1943	2344

3. Calculations for Reception Platform

Radio:

[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Reception	1835	842	993	76	285	129	516	510	270	49
Non Reception	0	0	0	0	0	0	0	0	0	0
Total Sample	1835	842	993	76	285	129	516	510	270	49

%age										
Reception %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Reception %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	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
Reception 1%=	3633	1801	1832	152	582	313	1113	891	449	133
Non Reception 1%=	0	0	0	0	0	0	0	0	0	0
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Reception	1835	341	505	286	280	280	143
Non Reception	0	0	0	0	0	0	0
Total Sample	1835	341	505	286	280	280	143

%age							
Reception %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Reception %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	4103	812	1214	601	574	589	313
Non Reception 1%=	0	0	0	0	0	0	0
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Reception	1451	706	745	52	226	86	447	387	209	44
Non Reception	336	149	187	25	48	16	103	95	39	10
Total Sample	1787	855	932	77	274	102	550	482	248	54

%age										
Reception %	81.20%	82.57%	79.94%	67.53%	82.48%	84.31%	81.27%	80.29%	84.27%	81.48%
Non Reception %	18.80%	17.43%	20.06%	32.47%	17.52%	15.69%	18.73%	19.71%	15.73%	18.52%
Total	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
Reception 1%=	2950	1487	1464	103	480	264	905	715	378	108
Non Reception 1%=	683	314	368	49	102	49	208	176	71	25
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Reception	1451	308	390	218	219	202	114
Non Reception	336	71	95	47	52	47	24
Total Sample	1787	379	485	265	271	249	138

%age							
Reception %	81.20%	81.27%	80.41%	82.26%	80.81%	81.12%	82.61%
Non Reception %	18.80%	18.73%	19.59%	17.74%	19.19%	18.88%	17.39%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	3331	660	976	494	464	478	258
Non Reception 1%=	772	152	238	107	110	111	54
Total	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Reception	1405	645	760	44	234	92	395	393	201	46
Non Reception	408	165	243	26	66	21	104	118	49	24
Total Sample	1813	810	1003	70	300	113	499	511	250	70

%age										
Reception %	77.50%	79.63%	75.77%	62.86%	78.00%	81.42%	79.16%	76.91%	80.40%	65.71%
Non Reception %	22.50%	20.37%	24.23%	37.14%	22.00%	18.58%	20.84%	23.09%	19.60%	34.29%
Total	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
Reception 1%=	2815	1434	1388	96	454	255	881	685	361	87
Non Reception 1%=	818	367	444	57	128	58	232	206	88	46
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Reception	1405	289	411	213	209	179	104
Non Reception	408	88	103	69	52	47	49
Total Sample	1813	377	514	282	261	226	153

%age							
Reception %	77.50%	76.66%	79.96%	75.53%	80.08%	79.20%	67.97%
Non Reception %	22.50%	23.34%	20.04%	24.47%	19.92%	20.80%	32.03%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	3186	622	971	454	460	467	213
Non Reception 1%=	917	190	243	147	114	122	100
Total	4103	812	1214	601	574	589	313

TV:
[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Reception	1828	840	988	76	285	129	516	509	266	47
Total No TV-set	7	2	5	0	0	0	0	1	4	2
Total Sample	1835	842	993	76	285	129	516	510	270	49

%age										
Total Reception %	99.62%	99.76%	99.50%	100.0%	100.0%	100.0%	100.0%	99.80%	98.52%	95.92%
Total No TV-set %	0.38%	0.24%	0.50%	0.00%	0.00%	0.00%	0.00%	0.20%	1.48%	4.08%
Total	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
Reception 1%=	3619	1797	1823	152	582	313	1113	889	442	127
No TV-set 1%=	14	4	9	0	0	0	0	2	7	5
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Reception	1828	340	502	283	280	280	143
Total No TV-set	7	1	3	3	0	0	0
Total Sample	1835	341	505	286	280	280	143

%age							
Total Reception %	99.62%	99.71%	99.41%	98.95%	100.0%	100.0%	100.0%
Total No TV-set %	0.38%	0.29%	0.59%	1.05%	0.00%	0.00%	0.00%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	4087	810	1207	595	574	589	313
No TV-set 1%=	16	2	7	6	0	0	0
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Reception	1783	853	930	77	274	102	547	482	247	54
Total No TV-set	4	2	2	0	0	0	3	0	1	0
Total Sample	1787	855	932	77	274	102	550	482	248	54

%age										
Total Reception %	99.78%	99.77%	99.79%	100.00%	100.00%	100.00%	99.45%	100.00%	99.60%	100.00%
Total No TV-set %	0.22%	0.23%	0.21%	0.00%	0.00%	0.00%	0.55%	0.00%	0.40%	0.00%
Total	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
Reception 1%=	3625	1797	1828	152	582	313	1107	891	447	133
No TV-set 1%=	8	4	4	0	0	0	6	0	2	0
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Reception	1783	377	484	265	271	249	137
Total No TV-set	4	2	1	0	0	0	1
Total Sample	1787	379	485	265	271	249	138

%age							
Total Reception %	99.78%	99.47%	99.79%	100.00%	100.00%	100.00%	99.28%
Total No TV-set %	0.22%	0.53%	0.21%	0.00%	0.00%	0.00%	0.72%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	4094	808	1211	601	574	589	311
No TV-set 1%=	9	4	3	0	0	0	2
	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Reception	1805	809	996	70	300	113	495	509	248	70
No TV-set	8	1	7	0	0	0	4	2	2	0
Total Sample	1813	810	1003	70	300	113	499	511	250	70

%age										
Total Reception %	99.56%	99.88%	99.30%	100.0%	100.0%	100.0%	99.20%	99.61%	99.20%	100.0%
Total No TV-set %	0.44%	0.12%	0.70%	0.00%	0.00%	0.00%	0.80%	0.39%	0.80%	0.00%
Total	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
Reception 1%=	3617	1799	1819	152	582	313	1104	887	445	133
No TV-set 1%=	16	2	13	0	0	0	9	3	4	0
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Reception	1805	377	511	281	259	226	151
No TV-set	8	0	3	1	2	0	2
Total Sample	1813	377	514	282	261	226	153

%age							
Total Reception %	99.56%	100.00%	99.42%	99.65%	99.23%	100.00%	98.69%
Total No TV-set %	0.44%	0.00%	0.58%	0.35%	0.77%	0.00%	1.31%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Reception 1%=	4085	812	1207	599	570	589	309
No TV-set 1%=	18	0	7	2	4	0	4
Total	4103	812	1214	601	574	589	313

4. Calculations for Teleshopping

[1] October-December 2008: Gender and Age Group - Recalculation based on *N.S.O. Press Release 129/2009*

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
YES	197	29	168	1	2	6	46	76	55	11
NO & No TV	1638	813	825	75	283	123	470	434	215	38
Total Sample	1835	842	993	76	285	129	516	510	270	49

%age										
YES %	10.74%	3.44%	16.92%	1.32%	0.70%	4.65%	8.91%	14.90%	20.37%	22.45%
NO & No TV %	89.26%	96.56%	83.08%	98.68%	99.30%	95.35%	91.09%	85.10%	79.63%	77.55%
Total	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
YES 1%=	390	62	310	2	4	15	99	133	91	30
NO & No TV 1%=	3243	1739	1522	150	578	298	1014	758	358	103
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on *Demographic Review 2007, N.S.O.*

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
YES	197	40	60	43	20	17	17
NO & No TV	1638	301	445	243	260	263	126
Total Sample	1835	341	505	286	280	280	143

%age							
YES %	10.74%	11.73%	11.88%	15.03%	7.14%	6.07%	11.89%
NO & No TV %	89.26%	88.27%	88.12%	84.97%	92.86%	93.93%	88.11%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
YES 1%=	444	95	144	90	41	36	37
NO & No TV 1%=	3659	717	1070	511	533	553	276
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on *N.S.O. Press Release 129/2009*

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
YES	190	48	142	5	9	2	46	77	42	190
NO & No TV	1597	807	790	72	265	100	504	405	206	1597
Total Sample	1787	855	932	77	274	102	550	482	248	54

%age										
YES %	10.63%	5.61%	15.24%	6.49%	3.28%	1.96%	8.36%	15.98%	16.94%	16.67%
NO & No TV %	89.37%	94.39%	84.76%	93.51%	96.72%	98.04%	91.64%	84.02%	83.06%	83.33%
Total	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
YES 1%=	386	101	279	10	19	6	93	142	76	22
NO & No TV 1%=	3247	1700	1553	142	563	307	1020	748	373	111
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on *Demographic Review 2007, N.S.O.*

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
YES	190	51	51	28	30	17	13
NO & No TV	1597	328	434	237	241	232	125
Total Sample	1787	379	485	265	271	249	138

%age							
YES %	10.63%	13.46%	10.52%	10.57%	11.07%	6.83%	9.42%
NO & No TV %	89.37%	86.54%	89.48%	89.43%	88.93%	93.17%	90.58%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
YES 1%=	434	109	128	64	64	40	29
NO & No TV 1%=	3669	703	1086	538	511	549	283
Total	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
YES	135	35	100	2	8	4	26	49	35	11
NO & No TV	1678	775	903	68	292	109	473	462	215	59
Total Sample	1813	810	1003	70	300	113	499	511	250	70

%age										
YES %	7.45%	4.32%	9.97%	2.86%	2.67%	3.54%	5.21%	9.59%	14.00%	15.71%
NO & No TV %	92.55%	95.68%	90.03%	97.14%	97.33%	96.46%	94.79%	90.41%	86.00%	84.29%
Total	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
YES 1%=	271	78	183	4	16	11	58	85	63	21
NO & No TV 1%=	3362	1723	1649	148	567	302	1055	805	386	112
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
YES	135	36	44	19	15	13	8
NO & No TV	1678	341	470	263	246	213	145
Total Sample	1813	377	514	282	261	226	153

%age							
YES %	7.45%	9.55%	8.56%	6.74%	5.75%	5.75%	5.23%
NO & No TV %	92.55%	90.45%	91.44%	93.26%	94.25%	94.25%	94.77%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
YES 1%=	305	78	104	40	33	34	16
NO & No TV 1%=	3798	734	1110	561	541	555	297
Total	4103	812	1214	601	574	589	313

4a. Calculations for Teleshopping by Station

Total Sample	Oct-Dec '07		Jan-Mar '08		April-Jun '08		Jul-Sep '08		Oct-Dec '08		Jan-Mar '09		Apr-Jun '09	
Yes	10.77		9.62		8.77		9.15		10.73		10.63		7.45	
No	88.74		90.11		90.89		90.40		88.83		89.14		92.11	
No TV set	0.50		0.28		0.34		0.45		0.44		0.22		0.44	
Total %age	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
'Yes' by Station	Oct-Dec '07		Jan-Mar '08		April-Jun '08		Jul-Sep '08		Oct-Dec '08		Jan-Mar '09		Apr-Jun '09	
TVM	14.87		17.92		19.75		9.26		17.26		18.42		23.70	
One TV	19.49		19.65		24.84		25.93		35.53		17.37		16.30	
Net TV	9.23		11.56		8.28		8.64		7.11		6.32		6.67	
Smash TV	26.15		24.28		23.57		30.86		23.35		28.95		25.93	
ITV	17.44		14.45		15.92		15.43		8.63		10.00		11.85	
Education 22							0.62						1.48	
Family TV									3.55		8.95		5.93	
Other									1.02		4.21		2.22	
Do not know	12.82		12.14		7.64		9.26		3.55		5.79		5.93	
Total %age	100.0		100.0		100.0		100.0		100.0		100.0		100.0	
Population	Oct-Dec '07		Jan-Mar '08		April-Jun '08		Jul-Sep '08		Oct-Dec '08		Jan-Mar '09		Apr-Jun '09	
Yes	38694		34557		31519		32872		38979		38625		27050	
No	318877		323801		326633		324862		322713		323837		334622	
No TV set	1786		999		1205		1623		1583		813		1603	
Total	359357		359357		359357		359357		363275		363275		363275	
	Oct-Dec '07		Jan-Mar '08		April-Jun '08		Jul-Sep '08		Oct-Dec '08		Jan-Mar '09		Apr-Jun '09	
	Est.	1% =	Est.	1% =	Est.	1% =	Est.	1% =	Est.	1% =	Est.	1% =	Est.	1% =
TVM	5755	58	6200	62	6220	62	3046	30	6731	67	7111	71	6424	64
One TV	7542	75	6800	68	7825	78	8530	85	13858	139	6704	67	4416	44
Net TV	3572	36	4000	40	2608	26	2843	28	2772	28	2438	24	1807	18
Smash TV	10122	101	8400	84	7424	74	10154	102	9107	91	11174	112	7026	70
ITV	6748	67	5000	50	5016	50	5077	51	3365	34	3860	39	3212	32
Education 22							203	2					401	4
Family TV									1386	14	3454	35	1606	16
Other									396	4	1625	16	602	6
Do not know	4962	50	4200	42	2408	24	3046	30	1386	14	2235	22	1606	16
Estimated Total	38700	387	34600	346	31500	315	32900	329	39000	390	38600	386	27100	271

5a. Calculations for Time Brackets by Gender, Age and District

[These calculations take into consideration the time spent by consumers listening/viewing their reception sets.]

Radio:

[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	874	380	494	25	133	58	237	249	150	22
Total Non Listeners	972	468	504	51	152	72	281	267	122	27
Total Sample	1846	848	998	76	285	130	518	516	272	49

%age										
Total Listeners %	47.35%	44.81%	49.50%	32.89%	46.67%	44.62%	45.75%	48.26%	55.15%	44.90%
Total Non Listeners %	52.65%	55.19%	50.50%	67.11%	53.33%	55.38%	54.25%	51.74%	44.85%	55.10%
Total	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
Listeners 1%=	1720	807	907	50	272	140	509	430	248	60
Non Listeners 1%=	1913	994	925	102	310	173	604	461	201	73
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	874	154	242	130	146	133	69
Total Non Listeners	972	189	267	157	135	150	74
Total Sample	1846	343	509	287	281	283	143

%age							
Total Listeners %	47.35%	44.90%	47.54%	45.30%	51.96%	47.00%	48.25%
Total Non Listeners %	52.65%	55.10%	52.46%	54.70%	48.04%	53.00%	51.75%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	1940	365	577	272	298	277	151
Non Listeners 1%=	2163	447	637	329	276	312	162
	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	826	404	422	20	121	49	244	232	126	34
Total Non Listeners	984	462	522	57	154	55	313	261	124	20
Total Sample	1810	866	944	77	275	104	557	493	250	54

%age										
Total Listeners %	45.64%	46.65%	44.70%	25.97%	44.00%	47.12%	43.81%	47.06%	50.40%	62.96%
Total Non Listeners %	54.36%	53.35%	55.30%	74.03%	56.00%	52.88%	56.19%	52.94%	49.60%	37.04%
Total	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
Listeners 1%=	1658	840	819	40	256	147	488	419	226	84
Non Listeners 1%=	1975	961	1013	113	326	166	625	471	223	49
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	826	169	225	131	122	115	58
Total Non Listeners	984	210	260	134	149	134	80
Total Sample	1810	379	485	265	271	249	138

%age							
Total Listeners %	45.64%	44.59%	46.39%	49.43%	45.02%	46.18%	42.03%
Total Non Listeners %	54.36%	55.41%	53.61%	50.57%	54.98%	53.82%	57.97%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	1874	363	560	295	257	270	130
Non Listeners 1%=	2229	449	654	306	317	319	183
Total	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Listeners	894	404	490	20	146	61	262	249	124	32
Total Non Listeners	940	419	521	50	157	55	242	270	128	38
Total Sample	1834	823	1011	70	303	116	504	519	252	70

%age										
Total Listeners %	48.75%	49.09%	48.47%	28.57%	48.18%	52.59%	51.98%	47.98%	49.21%	45.71%
Total Non Listeners %	51.25%	50.91%	51.53%	71.43%	51.82%	47.41%	48.02%	52.02%	50.79%	54.29%
Total	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
Listeners 1%=	1771	884	888	43	280	165	579	427	221	61
Non Listeners 1%=	1862	917	944	109	302	148	534	463	228	72
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Listeners	894	169	270	135	135	124	61
Total Non Listeners	940	215	251	148	129	105	92
Total Sample	1834	384	521	283	264	229	153

%age							
Total Listeners %	48.75%	44.01%	51.82%	47.70%	51.14%	54.15%	39.87%
Total Non Listeners %	51.25%	55.99%	48.18%	52.30%	48.86%	45.85%	60.13%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Listeners 1%=	2010	357	629	287	294	319	125
Non Listeners 1%=	2092	455	585	314	281	270	188
Total	4103	812	1214	601	574	589	313

5b. Calculations for analysis by Broadcasting Station by Quarter for Time Brackets by Weekday and by Month

Radio:

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009
	1%=	1%=	1%=
Radju Malta	108	110	111
Radju Parlament 106.6	51	18	14
Magic Radio	124	90	115
Super One Radio	276	275	281
Radio 101	85	98	75
Bay Radio	281	311	410
Calypso Radio	226	167	184
RTK	138	151	156
Smash Radio	71	66	55
Radju Marija	153	145	151
Campus FM	8	10	18
Capital Radio / Vibe FM	69	68	55
XFM	92	94	71
Community Stations	20	38	55
Foreign Radio Station	18	16	16
Other Station	0	0	2
Total	1720	1658	1771

5c. Calculations for Time Brackets by Weekday and by Month

Radio:

[1] October-December 2008: Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2008]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Total Listeners	874	129	121	139	142	115	129	99	320	256	298
Total Non Listeners	972	132	138	142	121	145	133	161	304	344	324
Total Sample	1846	261	259	281	263	260	262	260	624	600	622
%age											
Total Listeners %	47.35%	49.43%	46.72%	49.47%	53.99%	44.23%	49.24%	38.08%	51.28%	42.67%	47.91%
Total Non Listeners %	52.65%	50.57%	53.28%	50.53%	46.01%	55.77%	50.76%	61.92%	48.72%	57.33%	52.09%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.14%	14.03%	15.22%	14.25%	14.08%	14.19%	14.08%	33.80%	32.50%	33.69%
Population	363,275	51362	50969	55298	51756	51165	51559	51165	122797	118074	240871
Listeners 1% =	1720	254	238	274	279	226	254	195	630	504	1154
Non Listeners 1% =	1913	260	272	279	238	285	262	317	598	677	1255
Total	3633	514	510	553	518	512	516	512	1228	1181	2409

[2] January-March 2009: Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Total Listeners	826	135	113	108	130	125	112	103	268	258	300
Total Non Listeners	984	122	148	136	131	137	147	163	356	311	317
Total Sample	1810	257	261	244	261	262	259	266	624	569	617
%age											
Total Listeners %	45.64%	52.53%	43.30%	44.26%	49.81%	47.71%	43.24%	38.72%	42.95%	45.34%	48.62%
Total Non Listeners %	54.36%	47.47%	56.70%	55.74%	50.19%	52.29%	56.76%	61.28%	57.05%	54.66%	51.38%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.20%	14.42%	13.48%	14.42%	14.48%	14.31%	14.70%	34.48%	31.44%	34.09%
Population	363,275	51581	52384	48972	52384	52585	51982	53387	125240	114201	123835
Listeners 1% =	1658	271	227	217	261	251	225	207	538	518	602
Non Listeners 1% =	1975	245	297	273	263	275	295	327	715	624	636
Total	3633	516	524	490	524	526	520	534	1252	1142	1238

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Total Listeners	894	138	134	134	133	133	118	104	283	322	289
Total Non Listeners	940	125	128	125	128	128	144	162	320	306	314
Total Sample	1834	263	262	259	261	261	262	266	603	628	603
%age											
Total Listeners %	48.75%	52.47%	51.15%	51.74%	50.96%	50.96%	45.04%	39.10%	46.93%	51.27%	47.93%
Total Non Listeners %	51.25%	47.53%	48.85%	48.26%	49.04%	49.04%	54.96%	60.90%	53.07%	48.73%	52.07%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.34%	14.29%	14.12%	14.23%	14.23%	14.29%	14.50%	32.88%	34.24%	32.88%
Population	363,275	52095	51896	51302	51698	51698	51896	52689	119441	124393	119441
Listeners 1% =	1771	273	265	265	263	263	234	206	561	638	572
Non Listeners 1% =	1862	248	254	248	254	254	285	321	634	606	622
Total	3633	521	519	513	517	517	519	527	1194	1244	1194

5d. Calculations for Time Brackets by Gender, Age and District

TV:

[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	1117	493	624	52	163	53	325	332	169	23
Total Non Viewers	731	356	375	24	124	77	193	184	103	26
Total Sample	1848	849	999	76	287	130	518	516	272	49

%age										
Total Viewers %	60.44%	58.07%	62.46%	68.42%	56.79%	40.77%	62.74%	64.34%	62.13%	46.94%
Total Non Viewers %	39.56%	41.93%	37.54%	31.58%	43.21%	59.23%	37.26%	35.66%	37.87%	53.06%
Total	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
Viewers 1%=	2196	1046	1144	104	331	128	698	573	279	62
Non Viewers 1%=	1437	755	688	48	251	185	415	318	170	70
Total	3633	1801	1832	152	582	313	1113	891	449	133

October-December 2008: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	1117	201	313	166	167	177	93
Total Non Viewers	731	142	196	121	115	107	50
Total Sample	1848	343	509	287	282	284	143

%age							
Total Viewers %	60.44%	58.60%	61.49%	57.84%	59.22%	62.32%	65.03%
Total Non Viewers %	39.56%	41.40%	38.51%	42.16%	40.78%	37.68%	34.97%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2480	476	746	348	340	367	203
Non Viewers 1%=	1622	336	467	253	234	222	109
Total	4103	812	1214	601	574	589	313

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	973	457	516	45	142	53	313	277	117	26
Total Non Viewers	835	408	427	32	133	51	244	214	133	28
Total Sample	1808	865	943	77	275	104	557	491	250	54

%age										
Total Viewers %	53.82%	52.83%	54.72%	58.44%	51.64%	50.96%	56.19%	56.42%	46.80%	48.15%
Total Non Viewers %	46.18%	47.17%	45.28%	41.56%	48.36%	49.04%	43.81%	43.58%	53.20%	51.85%
Total	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
Viewers 1%=	1955	951	1002	89	301	159	625	502	210	64
Non Viewers 1%=	1678	849	829	63	282	153	488	388	239	69
Total	3633	1801	1832	152	582	313	1113	891	449	133

January-March 2009: Districts - Recalculation based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	973	184	264	153	154	137	81
Total Non Viewers	835	199	226	114	121	116	59
Total Sample	1808	383	490	267	275	253	140

%age							
Total Viewers %	53.82%	48.04%	53.88%	57.30%	56.00%	54.15%	57.86%
Total Non Viewers %	46.18%	51.96%	46.12%	42.70%	44.00%	45.85%	42.14%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2210	390	654	344	321	319	181
Non Viewers 1%=	1893	422	560	257	253	270	132
Total	4103	812	1214	601	574	589	313

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
Total Viewers	1188	544	644	51	199	78	325	334	157	44
Total Non Viewers	646	279	367	19	104	38	179	185	95	26
Total Sample	1834	823	1011	70	303	116	504	519	252	70

%age										
Total Viewers %	64.78%	66.10%	63.70%	72.86%	65.68%	67.24%	64.48%	64.35%	62.30%	62.86%
Total Non Viewers %	35.22%	33.90%	36.30%	27.14%	34.32%	32.76%	35.52%	35.65%	37.70%	37.14%
Total	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
Viewers 1%=	2353	1190	1167	111	382	210	718	573	280	83
Non Viewers 1%=	1280	611	665	41	200	103	395	317	169	49
Total	3633	1801	1832	152	582	313	1113	891	449	133

April-June 2009: Districts - based on Demographic Review 2007, N.S.O.

[All Ages: 0+]	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Viewers	1188	255	345	171	175	153	89
Total Non Viewers	646	129	176	112	89	76	64
Total Sample	1834	384	521	283	264	229	153

%age							
Total Viewers %	64.78%	66.41%	66.22%	60.42%	66.29%	66.81%	58.17%
Total Non Viewers %	35.22%	33.59%	33.78%	39.58%	33.71%	33.19%	41.83%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population	410290	81,204	121,382	60,104	57,407	58,904	31,289
Viewers 1%=	2662	539	804	363	381	394	182
Non Viewers 1%=	1441	273	410	238	194	195	131
Total	4103	812	1214	601	574	589	313

5e. Calculations for analysis by Broadcasting Station by Quarter for Time Brackets by Weekday and by Month

TV:

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009
	1%=	1%=	1%=
TVM	763	741	818
One TV	436	267	261
Net TV	132	106	109
Smash TV	4	8	24
Education 22	-	-	2
Family TV	4	16	6
Favourite TV	-	26	18
Rai 1	98	80	151
Rai 2	41	40	36
Rai 3	12	18	14
Rete 4	41	72	83
Canale 5	142	135	133
Italia 1	90	111	158
Discovery Channel	75	42	83
MTV	18	12	50
BBC Prime	33	22	22
BBC World	6	6	10
Other TV station	301	251	376
Total	2196	1955	2353

5f. Calculations for Time Brackets by Weekday and by Month

TV:

[1] October-December 2008: Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2008]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Total Viewers	1117	172	154	178	152	170	148	143	398	324	395
Total Non Viewers	731	90	105	103	111	90	114	118	227	276	228
Total Sample	1848	262	259	281	263	260	262	261	625	600	623
%age											
Total Viewers %	60.44%	65.65%	59.46%	63.35%	57.79%	65.38%	56.49%	54.79%	63.68%	54.00%	63.40%
Total Non Viewers %	39.56%	34.35%	40.54%	36.65%	42.21%	34.62%	43.51%	45.21%	36.32%	46.00%	36.60%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.18%	14.02%	15.21%	14.23%	14.07%	14.18%	14.12%	33.82%	32.47%	33.71%
Population	363,275	51503	50914	55238	51700	51110	51503	51307	122861	117946	122468
Viewers 1%=	2196	338	303	350	299	334	291	281	782	637	776
Non Viewers 1%=	1437	177	206	202	218	177	224	232	446	543	448
Total	3633	515	509	552	517	511	515	513	1229	1179	1225

[2] January-March 2009: Recalculation based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Total Viewers	973	141	160	128	138	152	126	128	369	299	305
Total Non Viewers	835	116	101	115	122	110	133	138	255	269	311
Total Sample	1808	257	261	243	260	262	259	266	624	568	616
%age											
Total Viewers %	53.82%	54.86%	61.30%	52.67%	53.08%	58.02%	48.65%	48.12%	59.13%	52.64%	49.51%
Total Non Viewers %	46.18%	45.14%	38.70%	47.33%	46.92%	41.98%	51.35%	51.88%	40.87%	47.36%	50.49%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.21%	14.44%	13.44%	14.38%	14.49%	14.33%	14.71%	34.51%	31.42%	34.07%
Population	363,275	51638	52442	48825	52241	52643	52040	53446	125378	114126	123771
Viewers 1%=	1955	283	321	257	277	305	253	257	741	601	613
Non Viewers 1%=	1678	233	203	231	245	221	267	277	512	540	625
Total	3633	516	524	488	522	526	520	534	1254	1141	1238

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

[Ages: 12+]	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Total Viewers	1188	189	173	177	164	160	147	178	389	415	384
Total Non Viewers	646	74	89	82	97	101	115	88	214	213	219
Total Sample	1834	263	262	259	261	261	262	266	603	628	603
%age											
Total Viewers %	64.78%	71.86%	66.03%	68.34%	62.84%	61.30%	56.11%	66.92%	64.51%	66.08%	63.68%
Total Non Viewers %	35.22%	28.14%	33.97%	31.66%	37.16%	38.70%	43.89%	33.08%	35.49%	33.92%	36.32%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.34%	14.29%	14.12%	14.23%	14.23%	14.29%	14.50%	32.88%	34.24%	32.88%
Population	363,275	52095	51896	51302	51698	51698	51896	52689	119441	124393	119441
Viewers 1%=	2353	374	343	351	325	317	291	353	771	822	761
Non Viewers 1%=	1280	147	176	162	192	200	228	174	424	422	434
Total	3633	521	519	513	517	517	519	527	1194	1244	1194

RADIO AND TELEVISION AUDIENCES
PART 2 – TABLES AND FIGURES
[APRIL-JUNE 2009]

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1.1 SAMPLE PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	810	36	154	44	217	216	110	33
	44.7%	51.4%	51.3%	38.9%	43.5%	42.3%	44.0%	47.1%
	100.0%	4.4%	19.0%	5.4%	26.8%	26.7%	13.6%	4.1%
Females	1003	34	146	69	282	295	140	37
	55.3%	48.6%	48.7%	61.1%	56.5%	57.7%	56.0%	52.9%
	100.0%	3.4%	14.6%	6.9%	28.1%	29.4%	14.0%	3.7%
Total	1813	70	300	113	499	511	250	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

1.2 SAMPLE PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	810	172	229	117	117	113	62
	44.7%	45.6%	44.6%	41.5%	44.8%	50.0%	40.5%
	100.0%	21.2%	28.3%	14.4%	14.4%	14.0%	7.7%
Female	1003	205	285	165	144	113	91
	55.3%	54.4%	55.4%	58.5%	55.2%	50.0%	59.5%
	100.0%	20.4%	28.4%	16.5%	14.4%	11.3%	9.1%
Total	1813	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

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

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	70	36	34	8	21	11	9	15	6
	3.9%	4.4%	3.4%	2.1%	4.1%	3.9%	3.4%	6.6%	3.9%
	100.0%	51.4%	48.6%	11.4%	30.0%	15.7%	12.9%	21.4%	8.6%
15-24	300	154	146	46	74	57	50	45	28
	16.5%	19.0%	14.6%	12.2%	14.4%	20.2%	19.2%	19.9%	18.3%
	100.0%	51.3%	48.7%	15.3%	24.7%	19.0%	16.7%	15.0%	9.3%
25-29	113	44	69	15	44	15	16	15	8
	6.2%	5.4%	6.9%	4.0%	8.6%	5.3%	6.1%	6.6%	5.2%
	100.0%	38.9%	61.1%	13.3%	38.9%	13.3%	14.2%	13.3%	7.1%
30-49	499	217	282	103	113	78	81	72	52
	27.5%	26.8%	28.1%	27.3%	22.0%	27.7%	31.0%	31.9%	34.0%
	100.0%	43.5%	56.5%	20.6%	22.6%	15.6%	16.2%	14.4%	10.4%
50-64	511	216	295	126	149	78	69	57	32
	28.2%	26.7%	29.4%	33.4%	29.0%	27.7%	26.4%	25.2%	20.9%
	100.0%	42.3%	57.7%	24.7%	29.2%	15.3%	13.5%	11.2%	6.3%
65-79	250	110	140	65	86	34	28	19	18
	13.8%	13.6%	14.0%	17.2%	16.7%	12.1%	10.7%	8.4%	11.8%
	100.0%	44.0%	56.0%	26.0%	34.4%	13.6%	11.2%	7.6%	7.2%
80+	70	33	37	14	27	9	8	3	9
	3.9%	4.1%	3.7%	3.7%	5.3%	3.2%	3.1%	1.3%	5.9%
	100.0%	47.1%	52.9%	20.0%	38.6%	12.9%	11.4%	4.3%	12.9%
Total	1813	810	1003	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

3.1: RADIO CHANNEL REACH BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	56	26	30				6	34	14	2
	3.1%	3.2%	3.0%				1.2%	6.7%	5.6%	2.9%
	100.0%	46.4%	53.6%				10.7%	60.7%	25.0%	3.6%
Radju Parlament 106.6	7	3	4		1	1	3	2		
	.4%	.4%	.4%		.3%	.9%	.6%	.4%		
	100.0%	42.9%	57.1%		14.3%	14.3%	42.9%	28.6%		
Magic Radio	59	32	27		8	4	32	10	5	
	3.3%	4.0%	2.7%		2.7%	3.5%	6.4%	2.0%	2.0%	
	100.0%	54.2%	45.8%		13.6%	6.8%	54.2%	16.9%	8.5%	
Super One Radio	142	67	75	3	5	3	32	60	32	7
	7.8%	8.3%	7.5%	4.3%	1.7%	2.7%	6.4%	11.7%	12.8%	10.0%
	100.0%	47.2%	52.8%	2.1%	3.5%	2.1%	22.5%	42.3%	22.5%	4.9%
Radio 101	38	26	12		1		15	11	7	4
	2.1%	3.2%	1.2%		.3%		3.0%	2.2%	2.8%	5.7%
	100.0%	68.4%	31.6%		2.6%		39.5%	28.9%	18.4%	10.5%
Bay Radio	207	97	110	11	94	31	58	12		1
	11.4%	12.0%	11.0%	15.7%	31.3%	27.4%	11.6%	2.3%		1.4%
	100.0%	46.9%	53.1%	5.3%	45.4%	15.0%	28.0%	5.8%		.5%
Calypso Radio	93	39	54	1	4	2	41	37	6	2
	5.1%	4.8%	5.4%	1.4%	1.3%	1.8%	8.2%	7.2%	2.4%	2.9%
	100.0%	41.9%	58.1%	1.1%	4.3%	2.2%	44.1%	39.8%	6.5%	2.2%
RTK	79	30	49		1	1	8	39	25	5
	4.4%	3.7%	4.9%		.3%	.9%	1.6%	7.6%	10.0%	7.1%
	100.0%	38.0%	62.0%		1.3%	1.3%	10.1%	49.4%	31.6%	6.3%
Smash Radio	28	14	14	1	8	3	14	2		
	1.5%	1.7%	1.4%	1.4%	2.7%	2.7%	2.8%	.4%		
	100.0%	50.0%	50.0%	3.6%	28.6%	10.7%	50.0%	7.1%		
Radju Marija	75	18	57		2		13	27	26	7
	4.1%	2.2%	5.7%		.7%		2.6%	5.3%	10.4%	10.0%
	100.0%	24.0%	76.0%		2.7%		17.3%	36.0%	34.7%	9.3%
Campus FM	8	1	7				3	4	1	
	.4%	.1%	.7%				.6%	.8%	.4%	
	100.0%	12.5%	87.5%				37.5%	50.0%	12.5%	
Capital Radio / Vibe FM	28	17	11	1	5	7	14	1		
	1.5%	2.1%	1.1%	1.4%	1.7%	6.2%	2.8%	.2%		
	100.0%	60.7%	39.3%	3.6%	17.9%	25.0%	50.0%	3.6%		
XFM	36	21	15	2	13	7	11	3		
	2.0%	2.6%	1.5%	2.9%	4.3%	6.2%	2.2%	.6%		
	100.0%	58.3%	41.7%	5.6%	36.1%	19.4%	30.6%	8.3%		
Community Radio Stations	27	10	17	1	3	2	8	4	6	3
	1.5%	1.2%	1.7%	1.4%	1.0%	1.8%	1.6%	.8%	2.4%	4.3%
	100.0%	37.0%	63.0%	3.7%	11.1%	7.4%	29.6%	14.8%	22.2%	11.1%
Foreign Radio Station	8	2	6		1		4	2		1
	.4%	.2%	.6%		.3%		.8%	.4%		1.4%
	100.0%	25.0%	75.0%		12.5%		50.0%	25.0%		12.5%
No particular radio station	79	38	41		10	3	15	32	16	3
	4.4%	4.7%	4.1%		3.3%	2.7%	3.0%	6.3%	6.4%	4.3%
	100.0%	48.1%	51.9%		12.7%	3.8%	19.0%	40.5%	20.3%	3.8%
Did not remember	12	7	5		1		1	5	4	1
	.7%	.9%	.5%		.3%		.2%	1.0%	1.6%	1.4%
	100.0%	58.3%	41.7%		8.3%		8.3%	41.7%	33.3%	8.3%
Did not listen to radio	831	362	469	50	143	49	221	226	108	34
	45.8%	44.7%	46.8%	71.4%	47.7%	43.4%	44.3%	44.2%	43.2%	48.6%
	100.0%	43.6%	56.4%	6.0%	17.2%	5.9%	26.6%	27.2%	13.0%	4.1%
Total	1813	810	1003	70	300	113	499	511	250	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

3.2: RADIO CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	56	9	22	6	6	8	5
	3.1%	2.4%	4.3%	2.1%	2.3%	3.5%	3.3%
	100.0%	16.1%	39.3%	10.7%	10.7%	14.3%	8.9%
Radju Parlament 106.6	7		1	1	1	2	2
	.4%		.2%	.4%	.4%	.9%	1.3%
	100.0%		14.3%	14.3%	14.3%	28.6%	28.6%
Magic Radio	59	13	24	5	5	12	
	3.3%	3.4%	4.7%	1.8%	1.9%	5.3%	
	100.0%	22.0%	40.7%	8.5%	8.5%	20.3%	
Super One Radio	142	42	36	28	15	17	4
	7.8%	11.1%	7.0%	9.9%	5.7%	7.5%	2.6%
	100.0%	29.6%	25.4%	19.7%	10.6%	12.0%	2.8%
Radio 101	38	11	10	3	4	5	5
	2.1%	2.9%	1.9%	1.1%	1.5%	2.2%	3.3%
	100.0%	28.9%	26.3%	7.9%	10.5%	13.2%	13.2%
Bay Radio	207	27	65	32	38	31	14
	11.4%	7.2%	12.6%	11.3%	14.6%	13.7%	9.2%
	100.0%	13.0%	31.4%	15.5%	18.4%	15.0%	6.8%
Calypso Radio	93	14	31	14	17	15	2
	5.1%	3.7%	6.0%	5.0%	6.5%	6.6%	1.3%
	100.0%	15.1%	33.3%	15.1%	18.3%	16.1%	2.2%
RTK	79	9	23	9	15	11	12
	4.4%	2.4%	4.5%	3.2%	5.7%	4.9%	7.8%
	100.0%	11.4%	29.1%	11.4%	19.0%	13.9%	15.2%
Smash Radio	28	10	4	7	1	4	2
	1.5%	2.7%	.8%	2.5%	.4%	1.8%	1.3%
	100.0%	35.7%	14.3%	25.0%	3.6%	14.3%	7.1%
Radju Marija	75	11	23	12	16	5	8
	4.1%	2.9%	4.5%	4.3%	6.1%	2.2%	5.2%
	100.0%	14.7%	30.7%	16.0%	21.3%	6.7%	10.7%
Campus FM	8	1	4		2	1	
	.4%	.3%	.8%		.8%	.4%	
	100.0%	12.5%	50.0%		25.0%	12.5%	
Capital Radio / Vibe FM	28	9	6	5	3	2	3
	1.5%	2.4%	1.2%	1.8%	1.1%	.9%	2.0%
	100.0%	32.1%	21.4%	17.9%	10.7%	7.1%	10.7%
XFM	36	6	10	6	7	7	
	2.0%	1.6%	1.9%	2.1%	2.7%	3.1%	
	100.0%	16.7%	27.8%	16.7%	19.4%	19.4%	
Community Radio Stations	27	6	7	6	1	3	4
	1.5%	1.6%	1.4%	2.1%	.4%	1.3%	2.6%
	100.0%	22.2%	25.9%	22.2%	3.7%	11.1%	14.8%
Foreign Radio Station	8	1	2	1	3	1	
	.4%	.3%	.4%	.4%	1.1%	.4%	
	100.0%	12.5%	25.0%	12.5%	37.5%	12.5%	
No particular radio station	79	24	17	13	13	8	4
	4.4%	6.4%	3.3%	4.6%	5.0%	3.5%	2.6%
	100.0%	30.4%	21.5%	16.5%	16.5%	10.1%	5.1%
Did not remember	12	2	5	1	1	2	1
	.7%	.5%	1.0%	.4%	.4%	.9%	.7%
	100.0%	16.7%	41.7%	8.3%	8.3%	16.7%	8.3%
Did not listen to radio	831	182	224	133	113	92	87
	45.8%	48.3%	43.6%	47.2%	43.3%	40.7%	56.9%
	100.0%	21.9%	27.0%	16.0%	13.6%	11.1%	10.5%
Total	1813	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

3.3: TV CHANNEL REACH BY GENDER AND BY AGE GROUP

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable [No TV set]	8 .4% 100.0%	1 .1% 12.5%	7 .7% 87.5%				4 .8% 50.0%	2 .4% 25.0%	2 .8% 25.0%	
TVM	408 22.5% 100.0%	179 22.1% 43.9%	229 22.8% 56.1%	9 12.9% 2.2%	45 15.0% 11.0%	21 18.6% 5.1%	126 25.3% 30.9%	121 23.7% 29.7%	66 26.4% 16.2%	20 28.6% 4.9%
One TV	131 7.2% 100.0%	57 7.0% 43.5%	74 7.4% 56.5%	7 10.0% 5.3%	10 3.3% 7.6%	7 6.2% 5.3%	27 5.4% 20.6%	51 10.0% 38.9%	21 8.4% 16.0%	8 11.4% 6.1%
Net TV	54 3.0% 100.0%	23 2.8% 42.6%	31 3.1% 57.4%	1 1.4% 1.9%	7 2.3% 13.0%	2 1.8% 3.7%	11 2.2% 20.4%	17 3.3% 31.5%	12 4.8% 22.2%	4 5.7% 7.4%
Smash TV	12 .7% 100.0%	5 .6% 41.7%	7 .7% 58.3%			1 .9% 8.3%	6 1.2% 50.0%	2 .4% 16.7%	2 .8% 16.7%	1 1.4% 8.3%
Education 22	1 .1% 100.0%	1 .1% 100.0%							1 .4% 100.0%	
Family TV	3 .2% 100.0%	1 .1% 33.3%	2 .2% 66.7%					2 .4% 66.7%	1 .4% 33.3%	
Favourite TV	9 .5% 100.0%	2 .2% 22.2%	7 .7% 77.8%	1 1.4% 11.1%	2 .7% 22.2%		1 .2% 11.1%	4 .8% 44.4%	1 .4% 11.1%	
Rai 1	76 4.2% 100.0%	39 4.8% 51.3%	37 3.7% 48.7%	1 1.4% 1.3%	2 .7% 2.6%	1 .9% 1.3%	25 5.0% 32.9%	28 5.5% 36.8%	15 6.0% 19.7%	4 5.7% 5.3%
Rai 2	18 1.0% 100.0%	14 1.7% 77.8%	4 .4% 22.2%		2 .7% 11.1%		9 1.8% 50.0%	4 .8% 22.2%	3 1.2% 16.7%	
Rai 3	7 .4% 100.0%	3 .4% 42.9%	4 .4% 57.1%		1 .3% 14.3%		2 .4% 28.6%	2 .4% 28.6%	2 .8% 28.6%	
Rete 4	41 2.3% 100.0%	16 2.0% 39.0%	25 2.5% 61.0%	1 1.4% 2.4%	4 1.3% 9.8%	3 2.7% 7.3%	12 2.4% 29.3%	11 2.2% 26.8%	8 3.2% 19.5%	2 2.9% 4.9%
Canale 5	66 3.6% 100.0%	12 1.5% 18.2%	54 5.4% 81.8%	2 2.9% 3.0%	12 4.0% 18.2%	13 11.5% 19.7%	19 3.8% 28.8%	16 3.1% 24.2%	3 1.2% 4.5%	1 1.4% 1.5%
Italia 1	78 4.3% 100.0%	38 4.7% 48.7%	40 4.0% 51.3%	7 10.0% 9.0%	34 11.3% 43.6%	7 6.2% 9.0%	16 3.2% 20.5%	10 2.0% 12.8%	4 1.6% 5.1%	
Discovery Channel	41 2.3% 100.0%	32 4.0% 78.0%	9 .9% 22.0%	1 1.4% 2.4%	18 6.0% 43.9%		12 2.4% 29.3%	7 1.4% 17.1%	2 .8% 4.9%	1 1.4% 2.4%
MTV	25 1.4% 100.0%	7 .9% 28.0%	18 1.8% 72.0%	2 2.9% 8.0%	19 6.3% 76.0%		2 .4% 8.0%	2 .4% 8.0%		
BBC Prime	11 .6% 100.0%	4 .5% 36.4%	7 .7% 63.6%				4 .8% 36.4%	5 1.0% 45.5%	2 .8% 18.2%	
BBC World	5 .3% 100.0%	3 .4% 60.0%	2 .2% 40.0%				2 .4% 40.0%	1 .2% 20.0%	2 .8% 40.0%	
Other TV Stations	184 10.1% 100.0%	96 11.9% 52.2%	88 8.8% 47.8%	19 27.1% 10.3%	40 13.3% 21.7%	20 17.7% 10.9%	46 9.2% 25.0%	44 8.6% 23.9%	12 4.8% 6.5%	3 4.3% 1.6%
No particular station	176 9.7% 100.0%	76 9.4% 43.2%	100 10.0% 56.8%	3 4.3% 1.7%	10 3.3% 5.7%	3 2.7% 1.7%	37 7.4% 21.0%	71 13.9% 40.3%	39 15.6% 22.2%	13 18.6% 7.4%
Do not remember	7 .4% 100.0%	2 .2% 28.6%	5 .5% 71.4%					2 .4% 28.6%	3 1.2% 42.9%	2 2.9% 28.6%
Do not watch TV	452 24.9% 100.0%	199 24.6% 44.0%	253 25.2% 56.0%	16 22.9% 3.5%	94 31.3% 20.8%	35 31.0% 7.7%	138 27.7% 30.5%	109 21.3% 24.1%	49 19.6% 10.8%	11 15.7% 2.4%
Total	1813 100.0%	810 100.0%	1003 100.0%	70 100.0%	300 100.0%	113 100.0%	499 100.0%	511 100.0%	250 100.0%	70 100.0%
		44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

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

Other TV Stations	TOTAL		GENDER		AGE GROUP						
	N	%	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
100 Channel	1	0.54%	0	1	0	0	0	0	1	0	0
Al Jazeera	1	0.54%	1	0	0	0	0	1	0	0	0
Animal Planet	4	2.17%	0	4	0	1	0	1	1	1	0
Baby Tv	2	1.09%	0	2	0	0	2	0	0	0	0
Cartoon Network	1	0.54%	0	1	1	0	0	0	0	0	0
CNBC	1	0.54%	1	0	0	1	0	0	0	0	0
CNN	1	0.54%	0	1	0	0	0	0	1	0	0
Comedy Central	11	5.98%	6	5	0	7	2	2	0	0	0
DG Tv	1	0.54%	1	0	0	0	0	0	1	0	0
Discovery Science	1	0.54%	1	0	0	0	0	1	0	0	0
Discovery Travel & Living	2	1.09%	2	0	0	0	1	1	0	0	0
Discovery World	2	1.09%	1	1	0	0	0	2	0	0	0
Disney Channel	18	9.78%	6	12	11	3	1	3	0	0	0
DSS	1	0.54%	1	0	0	0	0	1	0	0	0
E! Entertainment	6	3.26%	0	6	0	4	0	1	1	0	0
Embassy Max	1	0.54%	0	1	0	0	1	0	0	0	0
ETWN	1	0.54%	1	0	0	0	0	0	1	0	0
Euronews	4	2.17%	3	1	0	0	0	3	1	0	0
Eurosport	6	3.26%	3	3	0	2	0	1	3	0	0
EWTN	1	0.54%	1	0	0	0	0	0	0	1	0
Fable Channel	1	0.54%	0	1	0	0	0	0	1	0	0
Fox	1	0.54%	0	1	0	0	0	1	0	0	0
Granada Tv	2	1.09%	1	1	0	0	0	0	1	0	1
History	2	1.09%	2	0	0	1	0	1	0	0	0
Holland Channel	1	0.54%	1	0	0	0	0	0	1	0	0
Inter Channel	2	1.09%	2	0	0	0	0	1	1	0	0
Jetix	2	1.09%	2	0	2	0	0	0	0	0	0
La 7	3	1.63%	1	2	0	0	0	1	1	1	0
Living Tv	27	14.67%	3	24	2	10	5	5	5	0	0
MBC	1	0.54%	1	0	0	0	0	0	0	1	0
Melita Movies	4	2.17%	2	2	1	1	0	0	1	0	0
Melita Sports	8	4.35%	8	0	0	2	1	1	3	1	0
MGM Movie Channel	3	1.63%	2	1	0	0	0	1	0	2	0
Movie Channel	4	2.17%	2	2	0	1	1	2	0	0	0
National Geographic	4	2.17%	4	0	0	0	1	1	0	1	1
Nickelodeon	3	1.63%	2	1	1	1	0	1	0	0	0
RCS	1	0.54%	0	1	0	0	0	0	1	0	0
RTL	2	1.09%	2	0	0	1	0	0	1	0	0
RTL Bosnian Station	1	0.54%	1	0	0	0	0	0	1	0	0
Russian Station	1	0.54%	0	1	0	0	1	0	0	0	0
Sat 1	1	0.54%	0	1	0	0	0	0	1	0	0
Sky	4	2.17%	4	0	0	0	0	0	4	0	0
Sky Cinema	1	0.54%	1	0	0	1	0	0	0	0	0
Sky Italia	2	1.09%	2	0	0	0	0	0	2	0	0
Sky Movies	1	0.54%	1	0	1	0	0	0	0	0	0
Sky News	4	2.17%	2	2	0	0	1	2	1	0	0
Sports 1	1	0.54%	1	0	0	0	0	0	1	0	0
Sports 2	1	0.54%	1	0	0	0	0	0	0	0	1
Sports Channel	17	9.24%	15	2	0	4	1	3	6	3	0
TCM	1	0.54%	1	0	0	0	0	0	1	0	0
The Biography Channel	1	0.54%	0	1	0	0	0	1	0	0	0
Trans TV	1	0.54%	0	1	0	0	0	1	0	0	0
Travel Channel	3	1.63%	1	2	0	0	1	1	1	0	0
TV Polonia	1	0.54%	0	1	0	0	0	1	0	0	0
Via Sat History	1	0.54%	1	0	0	0	0	1	0	0	0
Zone Club	1	0.54%	0	1	0	0	0	1	0	0	0
Zone Reality	4	2.17%	2	2	0	0	0	3	0	1	0
Total	184		96	88	19	40	20	46	44	12	3
%		100.0%	52.17%	47.83%	10.33%	21.74%	10.87%	25.00%	23.91%	6.52%	1.63%

TABLE 3.4: TV CHANNEL REACH BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV set]	8 .4% 100.0%		3 .6% 37.5%	1 .4% 12.5%	2 .8% 25.0%		2 1.3% 25.0%
TVM	408 22.5% 100.0%	82 21.8% 20.1%	124 24.1% 30.4%	60 21.3% 14.7%	65 24.9% 15.9%	42 18.6% 10.3%	35 22.9% 8.6%
One TV	131 7.2% 100.0%	41 10.9% 31.3%	31 6.0% 23.7%	24 8.5% 18.3%	17 6.5% 13.0%	14 6.2% 10.7%	4 2.6% 3.1%
Net TV	54 3.0% 100.0%	14 3.7% 25.9%	15 2.9% 27.8%	6 2.1% 11.1%	7 2.7% 13.0%	6 2.7% 11.1%	6 3.9% 11.1%
Smash TV	12 .7% 100.0%	1 .3% 8.3%	5 1.0% 41.7%	2 .7% 16.7%	3 1.1% 25.0%	1 .4% 8.3%	
Education 22	1 .1% 100.0%	1 .3% 100.0%					
Family TV	3 .2% 100.0%		1 .2% 33.3%	1 .4% 33.3%			1 .7% 33.3%
Favourite TV	9 .5% 100.0%	1 .3% 11.1%	4 .8% 44.4%	1 .4% 11.1%	1 .4% 11.1%	2 .9% 22.2%	
Rai 1	76 4.2% 100.0%	19 5.0% 25.0%	24 4.7% 31.6%	6 2.1% 7.9%	9 3.4% 11.8%	9 4.0% 11.8%	9 5.9% 11.8%
Rai 2	18 1.0% 100.0%	2 .5% 11.1%	7 1.4% 38.9%	4 1.4% 22.2%	2 .8% 11.1%	3 1.3% 16.7%	
Rai 3	7 .4% 100.0%	2 .5% 28.6%	3 .6% 42.9%	1 .4% 14.3%			1 .7% 14.3%
Rete 4	41 2.3% 100.0%	8 2.1% 19.5%	15 2.9% 36.6%	3 1.1% 7.3%	9 3.4% 22.0%	4 1.8% 9.8%	2 1.3% 4.9%
Canale 5	66 3.6% 100.0%	15 4.0% 22.7%	20 3.9% 30.3%	14 5.0% 21.2%	5 1.9% 7.6%	10 4.4% 15.2%	2 1.3% 3.0%
Italia 1	78 4.3% 100.0%	13 3.4% 16.7%	19 3.7% 24.4%	12 4.3% 15.4%	17 6.5% 21.8%	10 4.4% 12.8%	7 4.6% 9.0%
Discovery Channel	41 2.3% 100.0%	7 1.9% 17.1%	6 1.2% 14.6%	6 2.1% 14.6%	9 3.4% 22.0%	9 4.0% 22.0%	4 2.6% 9.8%
MTV	25 1.4% 100.0%	4 1.1% 16.0%	4 .8% 16.0%	4 1.4% 16.0%	3 1.1% 12.0%	7 3.1% 28.0%	3 2.0% 12.0%
BBC Prime	11 .6% 100.0%	2 .5% 18.2%	4 .8% 36.4%	2 .7% 18.2%	1 .4% 9.1%	2 .9% 18.2%	
BBC World	5 .3% 100.0%		2 .4% 40.0%	1 .4% 20.0%	1 .4% 20.0%	1 .4% 20.0%	
Other TV Stations	184 10.1% 100.0%	36 9.5% 19.6%	56 10.9% 30.4%	23 8.2% 12.5%	24 9.2% 13.0%	30 13.3% 16.3%	15 9.8% 8.2%
No particular station	176 9.7% 100.0%	42 11.1% 23.9%	45 8.8% 25.6%	27 9.6% 15.3%	25 9.6% 14.2%	22 9.7% 12.5%	15 9.8% 8.5%
Do not remember	7 .4% 100.0%	2 .5% 28.6%	2 .4% 28.6%	3 1.1% 42.9%			
Do not watch TV	452 24.9% 100.0%	85 22.5% 18.8%	124 24.1% 27.4%	81 28.7% 17.9%	61 23.4% 13.5%	54 23.9% 11.9%	47 30.7% 10.4%
Total	1813 100.0% 100.0%	377 100.0% 100.0%	514 100.0% 100.0%	282 100.0% 100.0%	261 100.0% 100.0%	226 100.0% 100.0%	153 100.0% 100.0%
		20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

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

OTHER TV STATIONS	TOTAL		DISTRICT					
	N	%	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
100 Channel	1	0.54%	0	1	0	0	0	0
Al Jazeera	1	0.54%	0	0	1	0	0	0
Animal Planet	4	2.17%	2	0	2	0	0	0
Baby Tv	2	1.09%	0	0	0	1	1	0
Cartoon Network	1	0.54%	0	0	0	0	0	1
CNBC	1	0.54%	0	0	0	1	0	0
CNN	1	0.54%	0	0	1	0	0	0
Comedy Central	11	5.98%	0	4	1	2	4	0
DG Tv	1	0.54%	1	0	0	0	0	0
Discovery Science	1	0.54%	0	0	1	0	0	0
Discovery Travel & Living	2	1.09%	0	0	0	1	1	0
Discovery World	2	1.09%	0	1	0	1	0	0
Disney Channel	18	9.78%	6	4	1	5	0	2
DSS	1	0.54%	1	0	0	0	0	0
E! Entertainment	6	3.26%	1	1	0	1	1	2
Embassy Max	1	0.54%	0	0	0	0	1	0
ETWN	1	0.54%	0	0	0	0	1	0
Euronews	4	2.17%	0	1	0	0	1	2
Eurosport	6	3.26%	0	5	1	0	0	0
EWTN	1	0.54%	0	1	0	0	0	0
Fable Channel	1	0.54%	1	0	0	0	0	0
Fox	1	0.54%	0	1	0	0	0	0
Granada Tv	2	1.09%	1	0	0	0	1	0
History	2	1.09%	0	0	0	1	1	0
Holland Channel	1	0.54%	0	0	1	0	0	0
Inter Channel	2	1.09%	0	1	0	0	1	0
Jetix	2	1.09%	0	2	0	0	0	0
La 7	3	1.63%	1	1	0	1	0	0
Living Tv	27	14.67%	7	7	2	1	6	4
MBC	1	0.54%	0	1	0	0	0	0
Melita Movies	4	2.17%	1	0	0	1	1	1
Melita Sports	8	4.35%	2	1	3	2	0	0
MGM Movie Channel	3	1.63%	0	2	0	1	0	0
Movie Channel	4	2.17%	1	1	1	1	0	0
National Geographic	4	2.17%	1	2	0	0	0	1
Nickelodeon	3	1.63%	1	1	1	0	0	0
RCS	1	0.54%	0	1	0	0	0	0
RTL	2	1.09%	0	0	0	1	1	0
RTL Bosnian Station	1	0.54%	0	0	1	0	0	0
Russian Station	1	0.54%	0	1	0	0	0	0
Sat 1	1	0.54%	0	1	0	0	0	0
Sky	4	2.17%	1	0	1	0	2	0
Sky Cinema	1	0.54%	0	1	0	0	0	0
Sky Italia	2	1.09%	0	1	0	1	0	0
Sky Movies	1	0.54%	0	0	1	0	0	0
Sky News	4	2.17%	1	2	0	0	1	0
Sports 1	1	0.54%	0	0	0	0	1	0
Sports 2	1	0.54%	0	1	0	0	0	0
Sports Channel	17	9.24%	5	5	2	1	3	1
TCM	1	0.54%	1	0	0	0	0	0
The Biography Channel	1	0.54%	0	1	0	0	0	0
Trans TV	1	0.54%	1	0	0	0	0	0
Travel Channel	3	1.63%	0	1	1	0	1	0
TV Polonia	1	0.54%	0	1	0	0	0	0
Via Sat History	1	0.54%	0	0	1	0	0	0
Zone Club	1	0.54%	0	0	0	0	1	0
Zone Reality	4	2.17%	0	2	0	1	0	1
Total	184		36	56	23	24	30	15
%		100%	19.57%	30.43%	12.50%	13.04%	16.30%	8.15%

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
FM	1370	625	745	41	228	88	378	389	200	46
	75.6%	77.2%	74.3%	58.6%	76.0%	77.9%	75.8%	76.1%	80.0%	65.7%
	100.0%	45.6%	54.4%	3.0%	16.6%	6.4%	27.6%	28.4%	14.6%	3.4%
Digital	22	13	9		3	2	12	4	1	
	1.2%	1.6%	.9%		1.0%	1.8%	2.4%	.8%	.4%	
	100.0%	59.1%	40.9%		13.6%	9.1%	54.5%	18.2%	4.5%	
Other	13	7	6	3	3	2	5			
	.7%	.9%	.6%	4.3%	1.0%	1.8%	1.0%			
	100.0%	53.8%	46.2%	23.1%	23.1%	15.4%	38.5%			
Do not	408	165	243	26	66	21	104	118	49	24
Listen to	22.5%	20.4%	24.2%	37.1%	22.0%	18.6%	20.8%	23.1%	19.6%	34.3%
Radio	100.0%	40.4%	59.6%	6.4%	16.2%	5.1%	25.5%	28.9%	12.0%	5.9%
Total	1813	810	1003	70	300	113	499	511	250	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

TABLE 4.2: RADIO RECEPTION SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
FM	1370	282	403	210	201	174	100
	75.6%	74.8%	78.4%	74.5%	77.0%	77.0%	65.4%
	100.0%	20.6%	29.4%	15.3%	14.7%	12.7%	7.3%
Digital	22	5	7	1	4	4	1
	1.2%	1.3%	1.4%	.4%	1.5%	1.8%	.7%
	100.0%	22.7%	31.8%	4.5%	18.2%	18.2%	4.5%
Other	13	2	1	2	4	1	3
	.7%	.5%	.2%	.7%	1.5%	.4%	2.0%
	100.0%	15.4%	7.7%	15.4%	30.8%	7.7%	23.1%
Do not	408	88	103	69	52	47	49
Listen to	22.5%	23.3%	20.0%	24.5%	19.9%	20.8%	32.0%
Radio	100.0%	21.6%	25.2%	16.9%	12.7%	11.5%	12.0%
Total	1813	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

TABLE 4.3: RADIO-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM			
		FM	DIGITAL	OTHER	DO NOT LISTEN TO RADIO
Radju Malta	56 3.1% 100.0%	56 4.1% 100.0%			
Radju Parlament 106.6	7 .4% 100.0%	7 .5% 100.0%			
Magic Radio	59 3.3% 100.0%	58 4.2% 98.3%	1 4.5% 1.7%		
Super One Radio	142 7.8% 100.0%	141 10.3% 99.3%	1 4.5% .7%		
Radio 101	38 2.1% 100.0%	35 2.6% 92.1%	3 13.6% 7.9%		
Bay Radio	207 11.4% 100.0%	189 13.8% 91.3%	9 40.9% 4.3%	9 69.2% 4.3%	
Calypso Radio	93 5.1% 100.0%	90 6.6% 96.8%	3 13.6% 3.2%		
RTK	79 4.4% 100.0%	79 5.8% 100.0%			
Smash Radio	28 1.5% 100.0%	28 2.0% 100.0%			
Radju Marija	75 4.1% 100.0%	75 5.5% 100.0%			
Campus FM	8 .4% 100.0%	8 .6% 100.0%			
Capital Radio / Vibe FM	28 1.5% 100.0%	26 1.9% 92.9%	1 4.5% 3.6%	1 7.7% 3.6%	
XFM	36 2.0% 100.0%	34 2.5% 94.4%	2 9.1% 5.6%		
Community Radio Stations	27 1.5% 100.0%	25 1.8% 92.6%	1 4.5% 3.7%	1 7.7% 3.7%	
Foreign Radio Station	8 .4% 100.0%	6 .4% 75.0%	1 4.5% 12.5%	1 7.7% 12.5%	
No particular radio station	79 4.4% 100.0%	78 5.7% 98.7%		1 7.7% 1.3%	
Did not remember	12 .7% 100.0%	12 .9% 100.0%			
Did not listen to radio	831 45.8% 100.0%	423 30.9% 50.9%			408 100.0% 49.1%
Total	1813 100.0% 100.0%	1370 100.0% 75.6%	22 100.0% 1.2%	13 100.0% .7%	408 100.0% 22.5%

[Count / Column % / Row %]

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Aerial (Analogue)	205	84	121	7	34	10	46	54	39	15
	11.3%	10.4%	12.1%	10.0%	11.3%	8.8%	9.2%	10.6%	15.6%	21.4%
	100.0%	41.0%	59.0%	3.4%	16.6%	4.9%	22.4%	26.3%	19.0%	7.3%
Cable (not digital)	486	202	284	14	71	26	104	161	88	22
	26.8%	24.9%	28.3%	20.0%	23.7%	23.0%	20.8%	31.5%	35.2%	31.4%
	100.0%	41.6%	58.4%	2.9%	14.6%	5.3%	21.4%	33.1%	18.1%	4.5%
Satellite	123	67	56	6	17	6	53	29	12	
	6.8%	8.3%	5.6%	8.6%	5.7%	5.3%	10.6%	5.7%	4.8%	
	100.0%	54.5%	45.5%	4.9%	13.8%	4.9%	43.1%	23.6%	9.8%	
Internet	11	5	6	1	6	1	2	1		
	.6%	.6%	.6%	1.4%	2.0%	.9%	.4%	.2%		
	100.0%	45.5%	54.5%	9.1%	54.5%	9.1%	18.2%	9.1%		
Digital Aerial (Multiplus/Cable)	977	450	527	42	172	70	288	263	109	33
	53.9%	55.6%	52.5%	60.0%	57.3%	61.9%	57.7%	51.5%	43.6%	47.1%
	100.0%	46.1%	53.9%	4.3%	17.6%	7.2%	29.5%	26.9%	11.2%	3.4%
Other	3	1	2				2	1		
	.2%	.1%	.2%				.4%	.2%		
	100.0%	33.3%	66.7%				66.7%	33.3%		
No TV set	8	1	7				4	2	2	
	.4%	.1%	.7%				.8%	.4%	.8%	
	100.0%	12.5%	87.5%				50.0%	25.0%	25.0%	
Total	1813	810	1003	70	300	113	499	511	250	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

TABLE 4.5: TYPE OF TV SYSTEM USED – BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue)	205	51	39	47	30	19	19
	11.3%	13.5%	7.6%	16.7%	11.5%	8.4%	12.4%
	100.0%	24.9%	19.0%	22.9%	14.6%	9.3%	9.3%
Cable (not digital)	486	112	147	70	61	48	48
	26.8%	29.7%	28.6%	24.8%	23.4%	21.2%	31.4%
	100.0%	23.0%	30.2%	14.4%	12.6%	9.9%	9.9%
Satellite	123	20	39	23	12	19	10
	6.8%	5.3%	7.6%	8.2%	4.6%	8.4%	6.5%
	100.0%	16.3%	31.7%	18.7%	9.8%	15.4%	8.1%
Internet	11	1	4	4	1	1	
	.6%	.3%	.8%	1.4%	.4%	.4%	
	100.0%	9.1%	36.4%	36.4%	9.1%	9.1%	
Digital Aerial (Multiplus/Cable)	977	192	281	137	154	139	74
	53.9%	50.9%	54.7%	48.6%	59.0%	61.5%	48.4%
	100.0%	19.7%	28.8%	14.0%	15.8%	14.2%	7.6%
Other	3	1	1		1		
	.2%	.3%	.2%		.4%		
	100.0%	33.3%	33.3%		33.3%		
No TV set	8		3	1	2		2
	.4%		.6%	.4%	.8%		1.3%
	100.0%		37.5%	12.5%	25.0%		25.0%
Total	1813	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

TABLE 4.6: TV-CHANNEL RECEPTION BY HOUSEHOLD PLATFORM

	TOTAL	PLATFORM						
		AERIAL ANALOGUE	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS /CABLE)	OTHER	DO NOT HAVE A TV SET
Not applicable [No TV Set]	8 .4% 100.0%							8 100.0% 100.0%
TVM	408 22.5% 100.0%	55 26.8% 13.5%	120 24.7% 29.4%	18 14.6% 4.4%	1 9.1% .2%	214 21.9% 52.5%		
One TV	131 7.2% 100.0%	24 11.7% 18.3%	46 9.5% 35.1%	10 8.1% 7.6%		50 5.1% 38.2%	1 33.3% .8%	
Net TV	54 3.0% 100.0%	3 1.5% 5.6%	15 3.1% 27.8%	1 .8% 1.9%		35 3.6% 64.8%		
Smash TV	12 .7% 100.0%	2 1.0% 16.7%	5 1.0% 41.7%			5 .5% 41.7%		
Education 22	1 .1% 100.0%					1 .1% 100.0%		
Family TV	3 .2% 100.0%		3 .6% 100.0%					
Favourite TV	9 .5% 100.0%		3 .6% 33.3%			6 .6% 66.7%		
Rai 1	76 4.2% 100.0%	4 2.0% 5.3%	21 4.3% 27.6%	4 3.3% 5.3%		47 4.8% 61.8%		
Rai 2	18 1.0% 100.0%	2 1.0% 11.1%	7 1.4% 38.9%	1 .8% 5.6%		8 .8% 44.4%		
Rai 3	7 .4% 100.0%	1 .5% 14.3%	2 .4% 28.6%			3 .3% 42.9%	1 33.3% 14.3%	
Rete 4	41 2.3% 100.0%	5 2.4% 12.2%	13 2.7% 31.7%	4 3.3% 9.8%		19 1.9% 46.3%		
Canale 5	66 3.6% 100.0%	11 5.4% 16.7%	25 5.1% 37.9%	4 3.3% 6.1%		26 2.7% 39.4%		
Italia 1	78 4.3% 100.0%	12 5.9% 15.4%	29 6.0% 37.2%	4 3.3% 5.1%		32 3.3% 41.0%	1 33.3% 1.3%	
Discovery Channel	41 2.3% 100.0%		1 .2% 2.4%	2 1.6% 4.9%		38 3.9% 92.7%		
MTV	25 1.4% 100.0%	1 .5% 4.0%	2 .4% 8.0%			22 2.3% 88.0%		
BBC Prime	11 .6% 100.0%					11 1.1% 100.0%		
BBC World	5 .3% 100.0%					5 .5% 100.0%		
Other TV Stations	184 10.1% 100.0%		10 2.1% 5.4%	29 23.6% 15.8%	1 9.1% .5%	144 14.7% 78.3%		
No particular station	176 9.7% 100.0%	16 7.8% 9.1%	51 10.5% 29.0%	9 7.3% 5.1%		100 10.2% 56.8%		

		PLATFORM						
		AERIAL ANALOGUE	CABLE NOT DIGITAL	SATELLITE	INTERNET	DIGITAL AERIAL (MULTIPLUS /CABLE)	OTHER	DO NOT HAVE A TV SET
Do not remember	7		4	1		2		
	.4%		.8%	.8%		.2%		
	100.0%		57.1%	14.3%		28.6%		
Do not watch TV	452	69	129	36	9	209		
	24.9%	33.7%	26.5%	29.3%	81.8%	21.4%		
	100.0%	15.3%	28.5%	8.0%	2.0%	46.2%		
Table Total	1813	205	486	123	11	977	3	8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	11.3%	26.8%	6.8%	.6%	53.9%	.2%	.4%

[Count / Column % / Row %]

TABLE 5.1: TEleshopping [Yes/No] BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable [No TV Set]	8 .4%	1 .1%	7 .7%				4 .8%	2 .4%	2 .8%	
Yes	100.0%	12.5%	87.5%				50.0%	25.0%	25.0%	
	135 7.4%	35 4.3%	100 10.0%	2 2.9%	8 2.7%	4 3.5%	26 5.2%	49 9.6%	35 14.0%	11 15.7%
No	100.0%	25.9%	74.1%	1.5%	5.9%	3.0%	19.3%	36.3%	25.9%	8.1%
	1670 92.1%	774 95.6%	896 89.3%	68 97.1%	292 97.3%	109 96.5%	469 94.0%	460 90.0%	213 85.2%	59 84.3%
	100.0%	46.3%	53.7%	4.1%	17.5%	6.5%	28.1%	27.5%	12.8%	3.5%
Total	1813 100.0%	810 100.0%	1003 100.0%	70 100.0%	300 100.0%	113 100.0%	499 100.0%	511 100.0%	250 100.0%	70 100.0%
	100.0%	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

TABLE 5.2: TEleshopping [Yes/No] BY DISTRICT [APR-JUN 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable [No TV Set]	8 .4%		3 .6%	1 .4%	2 .8%		2 1.3%
	100.0%		37.5%	12.5%	25.0%		25.0%
Yes	135 7.4%	36 9.5%	44 8.6%	19 6.7%	15 5.7%	13 5.8%	8 5.2%
	100.0%	26.7%	32.6%	14.1%	11.1%	9.6%	5.9%
No	1670 92.1%	341 90.5%	467 90.9%	262 92.9%	244 93.5%	213 94.2%	143 93.5%
	100.0%	20.4%	28.0%	15.7%	14.6%	12.8%	8.6%
Total	1813 100.0%	377 100.0%	514 100.0%	282 100.0%	261 100.0%	226 100.0%	153 100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	0-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable [No TV Set]	8 .4%	1 .1%	7 .7%				4 .8%	2 .4%	2 .8%	
No	100.0%	12.5%	87.5%				50.0%	25.0%	25.0%	
	1670	774	896	68	292	109	469	460	213	59
	92.1%	95.6%	89.3%	97.1%	97.3%	96.5%	94.0%	90.0%	85.2%	84.3%
	100.0%	46.3%	53.7%	4.1%	17.5%	6.5%	28.1%	27.5%	12.8%	3.5%
TVM	32	11	21		1	1	3	10	12	5
	1.8%	1.4%	2.1%		.3%	.9%	.6%	2.0%	4.8%	7.1%
	100.0%	34.4%	65.6%		3.1%	3.1%	9.4%	31.3%	37.5%	15.6%
One TV	22	7	15				1	9	9	3
	1.2%	.9%	1.5%				.2%	1.8%	3.6%	4.3%
	100.0%	31.8%	68.2%				4.5%	40.9%	40.9%	13.6%
Net TV	9	2	7				2	2	4	1
	.5%	.2%	.7%				.4%	.4%	1.6%	1.4%
	100.0%	22.2%	77.8%				22.2%	22.2%	44.4%	11.1%
Smash TV	35	5	30	2		2	11	15	5	
	1.9%	.6%	3.0%	2.9%		1.8%	2.2%	2.9%	2.0%	
	100.0%	14.3%	85.7%	5.7%		5.7%	31.4%	42.9%	14.3%	
Education 22	2	2			1			1		
	.1%	.2%			.3%			.2%		
	100.0%	100.0%			50.0%			50.0%		
iTV	16	2	14		4		7	4	1	
	.9%	.2%	1.4%		1.3%		1.4%	.8%	.4%	
	100.0%	12.5%	87.5%		25.0%		43.8%	25.0%	6.3%	
Family TV	8	2	6				1	4	2	1
	.4%	.2%	.6%				.2%	.8%	.8%	1.4%
	100.0%	25.0%	75.0%				12.5%	50.0%	25.0%	12.5%
Other	3	1	2			1		2		
	.2%	.1%	.2%			.9%		.4%		
	100.0%	33.3%	66.7%			33.3%		66.7%		
Do not know	8	3	5		2		1	2	2	1
	.4%	.4%	.5%		.7%		.2%	.4%	.8%	1.4%
	100.0%	37.5%	62.5%		25.0%		12.5%	25.0%	25.0%	12.5%
Total	1813	810	1003	70	300	113	499	511	250	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	3.9%	16.5%	6.2%	27.5%	28.2%	13.8%	3.9%

[Count / Column % / Row %]

TABLE 5.4: TEleshopping BY DISTRICT – BY BROADCASTING STATION [APR-JUN 2009]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	8		3	1	2		2
[No TV Set]	.4%		.6%	.4%	.8%		1.3%
	100.0%		37.5%	12.5%	25.0%		25.0%
N0	1670	341	467	262	244	213	143
	92.1%	90.5%	90.9%	92.9%	93.5%	94.2%	93.5%
	100.0%	20.4%	28.0%	15.7%	14.6%	12.8%	8.6%
TVM	32	9	14	4	1	1	3
	1.8%	2.4%	2.7%	1.4%	.4%	.4%	2.0%
	100.0%	28.1%	43.8%	12.5%	3.1%	3.1%	9.4%
One TV	22	5	8	5	1	1	2
	1.2%	1.3%	1.6%	1.8%	.4%	.4%	1.3%
	100.0%	22.7%	36.4%	22.7%	4.5%	4.5%	9.1%
Net TV	9	2	4	1	1	1	
	.5%	.5%	.8%	.4%	.4%	.4%	
	100.0%	22.2%	44.4%	11.1%	11.1%	11.1%	
Smash TV	35	10	10	5	5	4	1
	1.9%	2.7%	1.9%	1.8%	1.9%	1.8%	.7%
	100.0%	28.6%	28.6%	14.3%	14.3%	11.4%	2.9%
Education 22	2			1		1	
	.1%			.4%		.4%	
	100.0%			50.0%		50.0%	
iTV	16	4	3	2	3	3	1
	.9%	1.1%	.6%	.7%	1.1%	1.3%	.7%
	100.0%	25.0%	18.8%	12.5%	18.8%	18.8%	6.3%
Family TV	8	2	2	1	2		1
	.4%	.5%	.4%	.4%	.8%		.7%
	100.0%	25.0%	25.0%	12.5%	25.0%		12.5%
Other	3				1	2	
	.2%				.4%	.9%	
	100.0%				33.3%	66.7%	
Do not know	8	4	3		1		
	.4%	1.1%	.6%		.4%		
	100.0%	50.0%	37.5%		12.5%		
Total	1813	377	514	282	261	226	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.4%	15.6%	14.4%	12.5%	8.4%

[Count / Column % / Row %]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
3:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
4:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
5:00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100.0
5:30	0.38	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.0
6:00	0.38	0.00	0.38	2.28	0.00	0.00	0.38	0.38	0.00	1.52	0.00	0.38	0.00	0.00	0.00	0.00	94.30	100.0
6:30	0.76	0.00	0.38	1.90	0.00	0.38	1.14	0.38	0.00	1.52	0.00	0.38	0.00	0.00	0.00	0.00	93.16	100.0
7:00	1.14	0.38	0.76	1.90	0.38	2.28	1.52	1.52	0.00	1.52	0.00	0.38	0.00	0.38	0.00	0.00	87.83	100.0
7:30	1.14	0.38	0.38	1.52	0.76	3.04	0.76	1.14	0.38	1.14	0.00	0.76	0.38	0.00	0.00	0.00	88.21	100.0
8:00	0.38	0.76	0.38	2.28	0.38	3.42	1.14	1.14	0.76	1.14	0.00	0.76	0.00	0.00	0.00	0.00	87.45	100.0
8:30	0.38	0.76	0.38	3.04	0.38	2.66	1.90	1.14	0.38	1.14	0.00	1.14	0.00	0.00	0.00	0.00	86.69	100.0
9:00	1.14	0.76	1.52	3.80	0.76	3.80	3.42	1.52	0.76	1.14	0.00	0.76	0.38	0.00	0.00	0.00	80.23	100.0
9:30	0.76	0.76	1.14	3.42	0.76	3.42	3.42	1.52	0.38	1.14	0.00	0.76	0.00	0.00	0.00	0.00	82.51	100.0
10:00	1.14	0.38	1.14	3.80	0.38	5.32	3.04	1.90	0.38	1.14	0.00	0.76	0.00	0.00	0.00	0.00	80.61	100.0
10:30	1.14	0.38	1.14	3.80	0.38	4.56	3.04	1.90	0.38	1.14	0.00	0.76	0.00	0.00	0.00	0.00	81.37	100.0
11:00	1.14	0.38	0.76	3.80	1.14	3.80	3.04	1.52	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	82.89	100.0
11:30	1.14	0.38	0.76	4.56	1.14	3.80	2.66	1.52	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	82.51	100.0
NOON	1.14	0.00	0.38	1.90	0.38	3.42	0.76	1.14	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	89.35	100.0
0:30	1.14	0.00	0.38	1.52	0.38	3.04	0.76	0.76	0.00	0.76	0.00	0.76	0.00	0.00	0.00	0.00	90.49	100.0
1:00	0.76	0.00	0.76	1.52	0.38	2.66	0.38	0.76	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	91.63	100.0
1:30	0.76	0.00	0.38	1.14	0.00	2.28	0.38	0.76	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	93.16	100.0
2:00	0.38	0.00	0.38	0.76	0.00	3.42	0.38	0.76	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	92.78	100.0
2:30	0.00	0.00	0.76	1.14	0.00	3.04	0.38	0.76	0.00	0.38	0.00	0.76	0.00	0.38	0.00	0.00	92.40	100.0
3:00	0.00	0.00	1.14	1.14	0.00	2.28	0.38	0.38	0.00	0.76	0.00	0.76	0.00	0.76	0.38	0.00	92.02	100.0
3:30	0.00	0.00	0.76	1.14	0.00	2.28	0.38	0.00	0.00	0.76	0.00	0.76	0.00	0.38	0.38	0.00	93.16	100.0
4:00	0.00	0.00	1.14	1.14	0.00	2.66	0.38	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.00	93.54	100.0
4:30	0.00	0.00	0.76	1.14	0.00	1.52	0.38	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.00	95.06	100.0
5:00	0.00	0.00	0.38	1.52	0.00	0.76	0.38	0.38	0.00	0.76	0.38	0.76	0.00	0.38	0.00	0.00	94.30	100.0
5:30	0.00	0.00	0.38	1.14	0.00	1.14	0.38	0.38	0.00	0.76	0.38	0.76	0.00	0.00	0.00	0.00	94.68	100.0
6:00	0.00	0.00	0.76	0.38	0.00	1.52	0.76	0.38	0.00	0.38	0.00	0.76	0.38	0.38	0.00	0.00	94.30	100.0
6:30	0.00	0.00	0.76	0.38	0.00	1.14	0.76	0.38	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	95.44	100.0
7:00	0.38	0.00	0.38	0.38	0.00	0.38	0.38	0.76	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	96.58	100.0
7:30	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	98.10	100.0
8:00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	98.86	100.0
8:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.24	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.24	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.24	100.0
10:00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.86	100.0
10:30	0.38	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.48	100.0
11:00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
11:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
average	0.39	0.11	0.42	1.12	0.16	1.45	0.72	0.49	0.07	0.51	0.02	0.44	0.03	0.06	0.02	0.00	93.99	
maximum	1.14	0.76	1.52	4.56	1.14	5.32	3.42	1.90	0.76	1.52	0.38	1.14	0.38	0.76	0.38	0.00	100.0	
std. dev.	0.43	0.23	0.41	1.31	0.30	1.58	1.00	0.60	0.19	0.48	0.08	0.35	0.11	0.16	0.08	0.00	6.07	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
6:30	0.38	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.71	100.0
7:00	0.38	0.00	0.38	2.67	0.38	1.91	0.76	0.76	0.38	0.76	0.00	0.38	0.00	0.38	0.00	0.00	90.84	100.0
7:30	0.76	0.00	0.00	2.29	0.76	3.05	1.15	0.76	0.38	0.76	0.00	0.38	0.00	0.38	0.00	0.00	89.31	100.0
8:00	1.15	0.00	0.38	2.29	0.76	3.44	1.91	0.76	0.38	0.38	0.38	0.76	1.53	0.76	0.00	0.00	85.11	100.0
8:30	0.76	0.00	0.38	2.67	0.76	3.44	1.91	0.76	0.38	1.53	0.38	0.76	0.76	1.53	0.00	0.00	83.97	100.0
9:00	1.15	0.00	0.38	2.67	0.76	4.20	3.05	1.15	0.38	2.29	0.38	0.38	0.38	1.91	0.00	0.00	80.92	100.0
9:30	1.15	0.00	0.38	2.67	0.76	3.82	3.44	1.15	0.38	1.53	0.38	0.38	0.38	2.29	0.00	0.00	81.30	100.0
10:00	1.91	0.38	0.38	3.05	0.76	3.05	3.82	1.53	1.15	1.91	0.76	0.38	0.76	2.29	0.00	0.00	77.86	100.0
10:30	1.91	0.00	0.38	2.67	0.76	3.05	3.44	1.53	1.15	1.91	0.76	0.38	0.38	2.29	0.00	0.00	79.39	100.0
11:00	1.91	0.00	0.38	2.29	0.76	3.05	3.05	1.15	0.38	1.91	0.00	0.76	0.38	1.91	0.00	0.00	82.06	100.0
11:30	2.29	0.00	0.38	3.05	0.76	2.67	3.44	1.15	0.38	1.91	0.00	0.38	0.38	1.91	0.00	0.00	81.30	100.0
NOON	0.76	0.00	0.38	2.67	1.15	2.67	3.44	0.38	0.38	1.15	0.00	0.00	0.76	1.15	0.00	0.00	85.11	100.0
0:30	0.76	0.00	0.38	2.67	0.76	2.67	3.82	0.38	0.38	0.38	0.00	0.00	1.15	1.15	0.00	0.00	85.50	100.0
1:00	0.00	0.00	0.38	1.15	0.76	2.67	3.82	0.38	0.38	0.38	0.00	0.00	0.76	1.53	0.00	0.00	87.79	100.0
1:30	0.00	0.00	0.38	1.15	0.76	2.67	3.82	0.76	0.38	0.38	0.00	0.00	0.76	1.53	0.00	0.00	87.40	100.0
2:00	0.00	0.00	0.38	1.15	0.76	2.29	3.82	0.76	0.00	0.38	0.00	0.76	0.76	1.15	0.00	0.00	87.79	100.0
2:30	0.00	0.00	0.38	0.76	0.76	2.29	4.20	0.38	0.00	0.38	0.00	0.38	0.76	1.15	0.00	0.00	88.55	100.0
3:00	0.00	0.00	0.38	0.38	0.76	1.53	3.05	0.76	0.00	1.53	0.00	0.38	0.76	1.15	0.00	0.00	89.31	100.0
3:30	0.00	0.00	0.00	0.38	0.76	1.53	3.05	0.76	0.00	0.38	0.00	0.38	0.76	1.15	0.00	0.00	90.84	100.0
4:00	0.00	0.00	0.00	0.76	0.76	1.15	1.91	0.76	0.38	0.38	0.00	0.00	1.15	0.76	0.00	0.00	91.98	100.0
4:30	0.00	0.00	0.00	0.76	0.38	1.53	1.91	0.76	0.38	0.38	0.00	0.00	0.76	0.76	0.38	0.00	91.98	100.0
5:00	0.00	0.00	0.38	0.00	0.38	1.53	2.29	0.76	0.38	0.38	0.00	0.00	1.15	1.15	0.38	0.00	91.22	100.0
5:30	0.00	0.00	0.00	0.00	0.38	1.53	2.29	0.76	1.15	0.38	0.00	0.00	1.15	1.15	0.38	0.00	90.84	100.0
6:00	0.00	0.00	0.00	0.00	0.38	1.53	1.53	0.38	0.76	0.76	0.00	0.38	0.38	1.53	0.00	0.00	92.37	100.0
6:30	0.00	0.00	0.00	0.00	0.38	1.53	1.91	0.76	0.76	0.76	0.00	0.38	0.76	1.15	0.00	0.00	91.60	100.0
7:00	0.00	0.00	0.00	0.38	0.38	1.15	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.76	0.38	0.00	95.42	100.0
7:30	0.00	0.00	0.00	0.76	0.38	1.15	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	96.18	100.0
8:00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	97.33	100.0
8:30	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	97.71	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
Average	0.32	0.01	0.14	0.84	0.36	1.30	1.47	0.45	0.25	0.52	0.06	0.17	0.35	0.71	0.06	0.00	93.00	
maximum	2.29	0.38	0.38	3.05	1.15	4.20	4.20	1.53	1.15	2.29	0.76	0.76	1.53	2.29	0.38	0.00	100.0	
std. dev.	0.62	0.06	0.18	1.11	0.36	1.32	1.50	0.44	0.32	0.65	0.18	0.25	0.44	0.76	0.14	0.00	7.03	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
5:00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.0
5:30	0.00	0.00	0.39	2.32	0.39	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	96.14	100.0
6:00	0.00	0.00	0.39	2.32	0.00	0.39	0.00	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	95.37	100.0
6:30	0.00	0.00	0.39	3.09	0.00	0.39	0.39	0.77	0.00	0.39	0.00	0.00	0.39	0.00	0.39	0.00	93.82	100.0
7:00	0.39	0.00	1.16	3.86	0.00	1.93	1.16	1.16	0.39	1.93	0.00	0.39	0.39	0.39	0.00	0.00	86.87	100.0
7:30	0.39	0.00	0.77	3.86	0.00	2.70	1.54	1.16	0.39	1.93	0.00	0.77	0.39	0.77	0.39	0.00	84.94	100.0
8:00	0.77	0.00	0.77	5.41	0.00	1.93	2.32	0.77	0.39	1.16	0.00	0.39	0.77	0.77	0.39	0.00	84.17	100.0
8:30	1.16	0.00	0.77	5.79	0.00	1.93	2.32	0.77	0.39	1.16	0.00	0.39	0.39	0.77	0.39	0.00	83.78	100.0
9:00	2.70	0.00	1.16	5.79	0.77	2.32	2.70	1.54	0.39	1.54	0.00	0.77	0.39	0.77	0.00	0.00	79.15	100.0
9:30	2.32	0.00	1.16	5.41	0.77	1.93	2.70	1.54	0.39	1.54	0.00	0.39	0.39	0.77	0.00	0.00	80.69	100.0
10:00	2.70	0.00	0.39	4.63	0.77	1.93	3.47	2.32	0.77	1.54	0.00	0.39	0.00	0.77	0.00	0.00	80.31	100.0
10:30	2.32	0.00	0.39	4.25	0.77	1.54	3.09	2.32	0.77	1.54	0.00	0.39	0.00	0.77	0.00	0.00	81.85	100.0
11:00	2.32	0.00	0.39	4.63	0.77	1.93	2.32	2.70	0.77	1.16	0.00	0.39	0.00	0.77	0.00	0.00	81.85	100.0
11:30	2.32	0.00	0.39	4.63	0.39	1.93	1.93	2.70	0.77	1.16	0.00	0.39	0.00	0.77	0.00	0.00	82.63	100.0
NOON	1.16	0.00	0.00	3.47	0.39	1.54	1.93	1.16	0.39	2.70	0.00	0.39	0.00	0.77	0.00	0.00	86.10	100.0
0:30	1.16	0.00	0.00	3.86	0.39	1.16	1.54	1.16	0.39	2.70	0.00	0.39	0.00	0.77	0.00	0.00	86.49	100.0
1:00	0.77	0.00	0.39	3.09	0.39	1.16	0.77	0.77	0.77	2.70	0.00	0.39	0.00	0.39	0.00	0.00	88.42	100.0
1:30	0.77	0.00	0.39	2.70	0.39	1.16	0.77	0.77	0.77	1.93	0.00	0.39	0.00	0.39	0.00	0.00	89.58	100.0
2:00	0.77	0.00	0.39	2.32	0.00	1.16	1.16	1.16	0.39	1.54	0.00	0.39	0.00	0.39	0.00	0.00	90.35	100.0
2:30	0.77	0.00	0.39	1.54	0.00	1.54	1.16	1.16	0.39	1.54	0.00	0.39	0.00	0.39	0.00	0.00	90.73	100.0
3:00	0.77	0.00	0.39	1.54	0.00	1.16	1.54	0.77	0.39	1.54	0.00	0.39	0.00	0.39	0.00	0.00	91.12	100.0
3:30	0.77	0.00	0.39	1.54	0.00	1.16	1.54	0.77	0.77	1.54	0.00	0.00	0.00	0.39	0.00	0.00	91.12	100.0
4:00	0.77	0.00	1.16	1.54	0.00	1.54	1.93	0.77	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	89.96	100.0
4:30	0.77	0.00	0.77	2.32	0.00	1.93	1.54	0.77	0.77	1.54	0.00	0.00	0.00	0.00	0.00	0.00	89.58	100.0
5:00	1.16	0.00	0.77	3.47	0.39	1.16	1.16	0.77	0.39	1.16	0.00	0.39	0.00	0.00	0.00	0.00	89.19	100.0
5:30	0.39	0.00	0.77	3.09	0.39	0.77	1.93	0.77	0.39	1.16	0.00	0.00	0.00	0.00	0.00	0.00	90.35	100.0
6:00	0.39	0.00	0.77	2.32	0.39	0.00	1.16	0.77	0.39	1.93	0.00	0.00	0.00	0.00	0.00	0.00	91.89	100.0
6:30	0.39	0.00	0.39	2.32	0.39	0.00	0.77	0.77	0.39	1.54	0.00	0.00	0.00	0.00	0.00	0.00	93.05	100.0
7:00	0.39	0.00	0.00	1.93	0.00	0.77	0.39	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	95.37	100.0
7:30	0.39	0.00	0.00	1.54	0.00	0.39	0.39	0.39	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	95.75	100.0
8:00	0.39	0.00	0.39	0.39	0.00	1.16	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	97.30	100.0
8:30	0.39	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.07	100.0
9:00	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.0
9:30	0.00	0.00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	98.46	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	99.23	100.0
10:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.39	0.00	98.46	100.0
11:00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	98.84	100.0
11:30	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	98.84	100.0
average	0.62	0.00	0.33	2.04	0.17	0.87	0.94	0.67	0.27	0.99	0.00	0.16	0.06	0.23	0.08	0.00	92.58	
maximum	2.70	0.00	1.16	5.79	0.77	2.70	3.47	2.70	0.77	2.70	0.00	0.77	0.77	0.77	0.39	0.00	99.61	
std. dev.	0.80	0.00	0.37	1.86	0.26	0.79	0.99	0.74	0.30	0.78	0.00	0.22	0.17	0.33	0.16	0.00	6.60	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
5:30	0.38	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.0
6:00	1.15	0.00	0.00	1.15	0.00	0.38	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	95.40	100.0
6:30	1.15	0.00	0.00	1.53	0.00	1.15	1.15	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	93.87	100.0
7:00	1.53	0.00	0.38	2.30	0.38	2.68	1.92	1.15	1.15	1.15	0.00	0.00	1.15	0.38	0.00	0.00	85.82	100.0
7:30	0.77	0.00	0.77	2.68	0.38	4.21	1.92	0.77	0.77	1.53	0.00	0.00	1.92	0.00	0.00	0.00	84.29	100.0
8:00	1.15	0.00	0.77	3.07	0.77	5.75	2.30	1.15	1.15	0.77	0.00	0.38	1.15	0.00	0.00	0.00	81.61	100.0
8:30	0.77	0.00	1.15	3.07	0.77	5.36	2.30	1.15	1.15	0.77	0.00	0.77	1.15	0.00	0.00	0.00	81.61	100.0
9:00	1.15	0.00	1.15	3.07	0.77	5.75	2.68	1.92	1.15	1.92	0.38	0.77	1.15	0.00	0.00	0.00	78.16	100.0
9:30	1.15	0.00	1.15	3.07	0.77	5.36	2.68	2.30	1.15	1.92	0.38	0.77	1.53	0.00	0.00	0.00	77.78	100.0
10:00	1.53	0.00	1.15	3.07	0.77	4.21	2.68	2.30	1.15	1.92	0.38	0.77	1.53	0.00	0.00	0.00	78.54	100.0
10:30	1.15	0.00	1.15	3.45	0.77	3.83	2.30	2.30	1.15	1.92	0.38	0.77	1.15	0.00	0.00	0.00	79.69	100.0
11:00	1.15	0.00	0.77	4.21	0.77	2.68	3.07	1.92	1.15	1.92	0.77	0.77	0.77	0.38	0.00	0.00	79.69	100.0
11:30	1.15	0.00	0.77	4.98	0.77	2.68	3.07	1.92	1.15	1.92	0.77	0.77	0.77	0.38	0.00	0.00	78.93	100.0
NOON	0.77	0.38	1.15	2.68	0.00	1.53	1.92	0.77	1.15	1.92	0.38	0.77	0.38	0.38	0.00	0.00	85.82	100.0
0:30	0.00	0.38	0.77	2.68	0.00	1.53	1.53	0.77	1.15	2.30	0.38	0.77	0.38	0.38	0.00	0.00	86.97	100.0
1:00	0.00	0.00	0.38	1.92	0.38	1.53	1.15	0.77	1.15	1.92	0.00	0.77	0.77	0.00	0.00	0.00	89.27	100.0
1:30	0.00	0.00	0.38	1.92	0.38	1.53	1.15	0.77	1.15	1.92	0.00	0.77	0.77	0.00	0.00	0.00	89.27	100.0
2:00	0.00	0.00	0.77	1.53	0.38	1.53	1.15	0.77	1.15	1.53	0.00	0.38	0.77	0.00	0.00	0.00	90.04	100.0
2:30	0.00	0.00	0.38	1.53	0.38	1.92	1.15	0.77	1.15	1.53	0.00	0.38	0.77	0.00	0.00	0.00	90.04	100.0
3:00	0.00	0.00	0.00	1.53	0.38	2.68	1.53	0.77	0.77	2.30	0.38	0.38	0.77	0.00	0.00	0.00	88.51	100.0
3:30	0.00	0.38	0.00	1.15	0.38	3.07	1.92	0.77	0.38	1.92	0.38	0.38	0.77	0.00	0.00	0.00	88.51	100.0
4:00	0.77	0.38	0.00	2.30	0.38	1.92	1.53	0.77	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.00	90.04	100.0
4:30	0.38	0.38	0.00	3.07	0.38	1.15	1.53	0.77	0.38	0.77	0.38	0.38	0.00	0.38	0.00	0.00	90.04	100.0
5:00	0.38	0.00	0.38	2.68	0.00	1.53	1.15	1.15	0.00	0.77	0.38	0.38	0.00	0.00	0.00	0.00	91.19	100.0
5:30	0.38	0.00	0.38	2.68	0.00	0.77	0.77	0.77	0.00	0.77	0.38	0.38	0.77	0.00	0.00	0.00	91.95	100.0
6:00	0.77	0.00	0.77	2.30	0.00	1.15	0.38	1.53	0.00	1.53	0.38	0.00	0.38	0.00	0.00	0.00	90.80	100.0
6:30	0.38	0.00	0.77	2.30	0.00	1.15	0.38	1.15	0.00	1.15	0.38	0.38	0.38	0.00	0.00	0.00	91.57	100.0
7:00	0.00	0.00	0.38	1.53	0.00	0.77	0.00	0.77	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	95.40	100.0
7:30	0.00	0.00	0.38	1.53	0.00	0.77	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	96.17	100.0
8:00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
8:30	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	99.23	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	98.85	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	98.85	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
average	0.38	0.04	0.34	1.50	0.21	1.44	0.96	0.65	0.42	0.80	0.15	0.27	0.42	0.09	0.00	0.00	92.35	
maximum	1.53	0.38	1.15	4.98	0.77	5.75	3.07	2.30	1.15	2.30	0.77	0.77	1.92	0.38	0.00	0.00	100.0	
std.dev.	0.51	0.12	0.42	1.35	0.30	1.73	1.00	0.72	0.53	0.84	0.22	0.32	0.52	0.16	0.00	0.00	7.55	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.62	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
6:00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	1.53	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	96.93	100.0
6:30	0.00	0.00	0.38	0.77	0.38	0.38	0.00	1.53	0.00	0.77	0.00	0.00	0.38	0.00	0.00	0.00	95.40	100.0
7:00	0.00	0.00	0.77	1.92	0.38	1.53	0.77	2.30	0.38	1.53	0.00	0.38	0.77	0.38	0.00	0.00	88.89	100.0
7:30	0.00	0.00	0.77	1.92	0.00	1.53	0.77	1.92	0.77	1.15	0.00	0.38	0.77	0.00	0.00	0.00	90.04	100.0
8:00	0.00	0.00	0.77	1.53	0.00	4.21	1.15	1.92	0.77	1.15	0.00	0.77	0.77	0.00	0.00	0.00	86.97	100.0
8:30	0.00	0.38	0.77	1.53	0.00	3.45	1.15	1.92	0.77	1.15	0.00	0.77	0.38	0.38	0.00	0.00	87.36	100.0
9:00	2.30	0.00	1.53	2.30	0.00	4.21	1.53	1.92	1.53	1.53	0.00	0.77	0.77	0.38	0.00	0.00	81.23	100.0
9:30	1.92	0.00	1.53	2.68	0.00	3.83	1.92	1.92	1.53	1.53	0.00	1.15	0.77	0.38	0.00	0.00	80.84	100.0
10:00	1.92	0.00	1.15	3.07	0.00	4.21	1.92	1.53	1.15	1.53	0.38	1.15	0.77	0.38	0.00	0.00	80.84	100.0
10:30	1.92	0.00	1.15	3.07	0.00	3.45	1.92	1.92	1.15	1.53	0.38	1.15	0.77	0.77	0.00	0.00	80.84	100.0
11:00	1.53	0.00	0.77	3.07	0.00	2.68	1.53	1.53	1.15	1.53	0.38	0.77	0.38	0.77	0.00	0.00	83.91	100.0
11:30	1.53	0.00	0.77	3.45	0.00	2.68	1.53	1.53	1.15	1.53	0.38	0.77	0.38	0.77	0.00	0.00	83.52	100.0
NOON	0.38	0.00	1.15	2.30	0.00	1.92	0.77	1.15	0.38	1.53	0.38	0.38	0.77	0.00	0.00	0.00	88.89	100.0
0:30	0.00	0.00	0.77	2.30	0.00	1.92	0.77	1.15	0.38	1.15	0.38	0.38	0.38	0.00	0.00	0.00	90.42	100.0
1:00	0.00	0.00	0.77	1.92	0.38	2.68	0.77	1.53	0.38	0.77	0.00	0.77	0.00	0.38	0.00	0.00	89.66	100.0
1:30	0.38	0.00	0.77	1.92	0.77	1.92	0.77	1.15	0.77	0.38	0.00	0.77	0.00	0.38	0.00	0.00	90.04	100.0
2:00	0.00	0.00	0.77	1.15	0.38	1.92	0.38	0.77	0.38	0.77	0.38	0.38	0.00	0.38	0.00	0.00	92.34	100.0
2:30	0.00	0.00	0.77	0.38	0.38	1.92	0.38	0.77	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.00	93.49	100.0
3:00	0.00	0.00	0.77	0.38	0.38	2.30	0.38	1.92	0.38	1.15	0.38	0.38	0.00	0.00	0.00	0.00	91.57	100.0
3:30	0.00	0.00	0.77	0.38	0.38	3.07	0.38	1.92	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.00	91.19	100.0
4:00	0.00	0.00	2.30	1.53	0.00	1.92	0.77	1.53	0.38	0.77	0.38	0.38	0.00	0.00	0.00	0.38	89.66	100.0
4:30	0.00	0.00	1.53	1.53	0.00	1.92	0.77	1.92	0.38	0.77	0.38	0.77	0.00	0.00	0.00	0.00	90.04	100.0
5:00	0.00	0.00	0.38	1.15	0.38	1.53	1.15	1.53	0.77	0.77	0.00	0.38	0.00	0.00	0.00	0.00	91.95	100.0
5:30	0.00	0.00	0.38	1.53	0.00	1.92	1.15	1.53	0.77	0.77	0.00	0.38	0.00	0.00	0.00	0.00	91.57	100.0
6:00	0.00	0.00	0.00	0.77	0.00	1.92	0.38	1.53	0.38	0.77	0.00	0.38	0.00	0.00	0.00	0.00	93.87	100.0
6:30	0.00	0.00	0.00	1.15	0.00	1.53	0.38	1.53	0.38	0.77	0.00	0.38	0.00	0.00	0.00	0.00	93.87	100.0
7:00	0.00	0.00	0.00	0.38	0.00	0.77	0.38	1.15	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	96.17	100.0
7:30	0.00	0.00	0.00	0.00	0.00	0.77	0.38	1.15	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	96.93	100.0
8:00	0.00	0.00	0.77	0.00	0.00	0.77	0.38	0.38	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	96.93	100.0
8:30	0.00	0.00	0.38	0.00	0.00	0.77	0.38	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	97.32	100.0
9:00	0.00	0.00	0.38	0.00	0.00	0.77	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.38	0.00	0.00	97.70	100.0
9:30	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
average	0.25	0.01	0.49	0.93	0.09	1.36	0.55	0.96	0.41	0.59	0.10	0.34	0.17	0.13	0.00	0.01	93.64	
maximum	2.30	0.38	2.30	3.45	0.77	4.21	1.92	2.30	1.53	1.53	0.38	1.15	0.77	0.77	0.00	0.38	100.0	
std. dev.	0.62	0.06	0.55	1.07	0.18	1.34	0.57	0.78	0.43	0.59	0.17	0.35	0.29	0.23	0.00	0.06	6.12	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
6:00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
6:30	0.38	0.00	0.00	1.53	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.33	100.0
7:00	0.76	0.00	0.00	1.53	0.38	0.38	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	95.80	100.0
7:30	0.76	0.00	0.00	1.53	0.76	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	95.80	100.0
8:00	1.15	0.00	0.00	1.91	1.15	1.91	0.00	1.15	0.76	0.76	0.00	0.38	0.00	0.00	0.00	0.00	90.84	100.0
8:30	1.53	0.00	0.00	1.91	1.53	1.53	0.00	0.76	0.76	0.38	0.00	0.38	0.00	0.00	0.00	0.00	91.22	100.0
9:00	2.29	0.00	2.67	2.67	1.15	3.44	0.38	1.91	0.76	0.76	0.38	0.00	0.00	0.38	0.00	0.00	83.21	100.0
9:30	2.67	0.00	3.05	2.67	1.15	3.05	0.38	1.91	0.76	0.76	0.38	0.00	0.00	0.38	0.00	0.00	82.82	100.0
10:00	2.67	0.00	3.44	2.29	1.53	3.44	0.76	1.53	0.38	1.15	0.00	0.00	0.38	0.38	0.00	0.00	82.06	100.0
10:30	2.67	0.00	3.05	2.29	1.53	1.91	0.76	1.53	0.38	1.53	0.00	0.00	0.38	0.38	0.00	0.00	83.59	100.0
11:00	2.29	0.00	3.05	2.29	1.53	1.91	1.15	1.53	0.38	1.15	0.00	0.00	0.00	0.38	0.38	0.00	83.97	100.0
11:30	2.29	0.00	2.67	2.67	1.53	1.91	1.15	1.53	0.38	1.15	0.00	0.00	0.00	0.38	0.38	0.00	83.97	100.0
NOON	0.76	0.00	0.38	2.29	1.53	3.05	1.15	1.91	0.38	0.76	0.00	0.00	0.38	0.38	0.38	0.00	86.64	100.0
0:30	0.76	0.00	0.38	1.53	1.91	2.29	1.15	1.53	0.38	0.76	0.00	0.00	0.38	0.38	0.38	0.00	88.17	100.0
1:00	1.15	0.00	0.00	1.91	1.53	1.15	0.38	0.38	0.38	0.76	0.00	0.00	0.38	0.00	0.00	0.00	91.98	100.0
1:30	1.15	0.00	0.00	1.91	1.15	1.15	0.38	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	92.75	100.0
2:00	0.76	0.00	0.00	1.91	1.15	0.76	0.38	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	93.51	100.0
2:30	0.76	0.00	0.00	1.53	1.15	0.76	0.38	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	93.89	100.0
3:00	0.38	0.00	0.00	1.53	0.76	1.15	0.00	0.38	0.38	1.15	0.00	0.00	0.00	0.00	0.00	0.00	94.27	100.0
3:30	0.38	0.00	0.00	1.53	0.76	1.15	0.00	0.38	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	94.66	100.0
4:00	0.76	0.00	0.00	1.15	0.76	1.15	0.00	0.38	0.00	1.15	0.00	0.00	0.00	0.38	0.00	0.00	94.27	100.0
4:30	0.76	0.00	0.00	1.15	0.76	1.15	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.38	0.00	0.00	94.66	100.0
5:00	0.76	0.00	0.00	1.15	0.76	1.15	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	94.66	100.0
5:30	0.76	0.00	0.00	1.53	0.76	1.15	0.00	0.76	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	93.89	100.0
6:00	0.38	0.00	0.00	2.29	0.00	0.76	0.00	0.76	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	94.66	100.0
6:30	0.38	0.00	0.00	1.53	0.00	0.38	0.00	0.76	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	95.80	100.0
7:00	0.38	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.76	0.00	0.00	96.56	100.0
7:30	0.38	0.00	0.38	1.15	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	96.18	100.0
8:00	0.38	0.00	0.38	1.53	0.38	0.38	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	95.80	100.0
8:30	0.38	0.00	0.38	1.53	0.38	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	95.80	100.0
9:00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100.0
9:30	0.00	0.00	0.76	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100.0
10:00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100.0
10:30	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.47	100.0
11:00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.0
11:30	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.0
Average	0.67	0.00	0.48	1.11	0.56	0.83	0.17	0.46	0.19	0.38	0.10	0.04	0.07	0.14	0.03	0.00	94.77	
maximum	2.67	0.00	3.44	2.67	1.91	3.44	1.15	1.91	0.76	1.53	0.38	0.38	0.76	0.76	0.38	0.00	100.0	
std. dev.	0.79	0.00	0.98	0.93	0.61	0.98	0.35	0.62	0.25	0.46	0.17	0.12	0.17	0.20	0.11	0.00	5.45	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
6:00	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	98.12	100.0
6:30	0.00	0.00	0.00	1.88	0.00	0.00	0.00	0.75	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	96.62	100.0
7:00	0.00	0.00	0.00	1.88	0.00	0.00	0.38	1.50	0.00	1.13	0.38	0.00	0.38	0.00	0.00	0.00	94.36	100.0
7:30	0.00	0.00	0.00	1.50	0.00	0.38	0.38	1.50	0.00	1.50	0.38	0.00	0.38	0.00	0.00	0.00	93.98	100.0
8:00	0.00	0.00	0.75	1.88	0.38	0.38	0.38	2.63	0.00	1.50	0.00	0.00	0.00	0.38	0.00	0.00	91.73	100.0
8:30	0.00	0.00	0.75	1.88	0.38	0.75	0.00	3.01	0.00	1.50	0.00	0.00	0.00	0.38	0.00	0.00	91.35	100.0
9:00	0.38	0.38	1.13	1.88	0.75	2.26	0.38	2.63	0.00	1.50	0.00	0.38	0.38	1.13	0.00	0.00	86.84	100.0
9:30	0.38	0.38	1.13	1.88	0.38	1.50	0.38	2.63	0.00	1.50	0.00	0.00	0.00	1.13	0.00	0.00	88.72	100.0
10:00	0.38	0.00	1.50	2.26	0.75	4.89	0.38	1.88	0.00	1.50	0.00	0.00	0.00	1.13	0.00	0.00	85.34	100.0
10:30	0.38	0.00	1.50	2.26	0.38	3.38	0.38	1.88	0.00	1.50	0.00	0.00	0.00	1.13	0.00	0.00	87.22	100.0
11:00	0.75	0.00	1.50	2.63	1.13	3.38	0.38	1.88	0.00	1.13	0.00	0.00	0.38	0.75	0.00	0.00	86.09	100.0
11:30	0.75	0.00	1.13	2.63	0.75	2.63	0.38	1.88	0.00	1.50	0.00	0.00	0.00	0.75	0.00	0.00	87.59	100.0
NOON	0.38	0.00	0.75	1.88	0.38	1.88	0.00	1.88	0.00	1.13	0.00	0.38	0.00	0.00	0.00	0.00	91.35	100.0
0:30	0.38	0.00	0.38	1.88	0.38	1.50	0.00	1.50	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	93.23	100.0
1:00	0.00	0.00	0.00	0.75	0.38	1.50	0.00	1.50	0.00	0.75	0.00	0.00	0.38	0.00	0.00	0.00	94.74	100.0
1:30	0.00	0.00	0.00	0.75	0.38	1.50	0.00	1.50	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	95.11	100.0
2:00	0.38	0.00	0.75	0.75	0.00	0.75	0.00	1.50	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	95.11	100.0
2:30	0.38	0.00	0.00	0.75	0.00	1.13	0.00	1.50	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	95.49	100.0
3:00	0.00	0.00	0.00	0.38	0.00	1.13	0.38	0.38	0.00	0.75	0.00	0.38	0.00	0.00	0.00	0.00	96.62	100.0
3:30	0.00	0.00	0.00	0.38	0.00	1.50	0.38	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	96.99	100.0
4:00	0.75	0.00	0.00	1.13	0.00	1.13	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	0.38	0.00	95.49	100.0
4:30	0.38	0.00	0.00	1.13	0.00	1.13	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	0.00	0.00	96.24	100.0
5:00	0.38	0.00	0.00	0.75	0.00	1.13	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	96.99	100.0
5:30	0.38	0.00	0.38	0.75	0.00	1.13	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	96.99	100.0
6:00	0.00	0.00	0.00	0.38	0.00	1.50	0.00	0.75	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	96.62	100.0
6:30	0.00	0.00	0.00	0.38	0.00	1.50	0.00	1.13	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	96.24	100.0
7:00	0.00	0.00	0.00	1.13	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	97.74	100.0
7:30	0.00	0.00	0.38	1.13	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	97.74	100.0
8:00	0.00	0.00	0.00	0.75	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.0
8:30	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.25	100.0
10:00	0.00	0.00	0.38	0.00	0.00	0.00	1.13	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.74	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.87	100.0
average	0.13	0.02	0.26	0.81	0.13	0.82	0.14	0.74	0.00	0.56	0.13	0.05	0.08	0.14	0.01	0.00	95.98	
maximum	0.75	0.38	1.50	2.63	1.13	4.89	1.13	3.01	0.00	1.50	0.38	0.38	0.38	1.13	0.38	0.00	99.62	
std.dev.	0.23	0.08	0.47	0.85	0.26	1.08	0.23	0.92	0.00	0.54	0.18	0.13	0.15	0.34	0.05	0.00	4.17	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	SUPER ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATIONS	OTHER STATION	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	99.78	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	99.84	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.89	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.89	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	99.84	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.89	100.0
3:00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.84	100.0
3:30	0.05	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	99.78	100.0
4:00	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.11	0.05	0.00	0.00	0.00	0.00	0.00	99.67	100.0
4:30	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.11	0.05	0.00	0.00	0.00	0.00	0.00	99.67	100.0
5:00	0.11	0.00	0.00	0.16	0.05	0.05	0.05	0.05	0.00	0.11	0.05	0.00	0.00	0.00	0.00	0.00	99.35	100.0
5:30	0.16	0.00	0.05	0.49	0.05	0.05	0.05	0.11	0.00	0.16	0.05	0.00	0.00	0.00	0.00	0.00	98.80	100.0
6:00	0.27	0.00	0.11	1.09	0.05	0.16	0.22	0.44	0.05	0.44	0.05	0.05	0.05	0.05	0.05	0.00	96.89	100.0
6:30	0.38	0.00	0.16	1.69	0.11	0.33	0.38	0.49	0.11	0.49	0.05	0.05	0.22	0.05	0.05	0.00	95.42	100.0
7:00	0.60	0.05	0.49	2.29	0.27	1.53	0.93	1.20	0.38	1.25	0.05	0.22	0.38	0.27	0.00	0.00	90.08	100.0
7:30	0.55	0.05	0.38	2.18	0.38	2.13	0.93	1.04	0.44	1.25	0.05	0.33	0.55	0.16	0.05	0.00	89.53	100.0
8:00	0.65	0.11	0.55	2.62	0.49	3.00	1.31	1.36	0.60	0.98	0.05	0.49	0.60	0.27	0.05	0.00	86.86	100.0
8:30	0.65	0.16	0.60	2.84	0.55	2.73	1.36	1.36	0.55	1.09	0.05	0.60	0.38	0.44	0.05	0.00	86.59	100.0
9:00	1.58	0.16	1.36	3.16	0.71	3.71	2.02	1.80	0.71	1.53	0.16	0.55	0.49	0.65	0.00	0.00	81.41	100.0
9:30	1.47	0.16	1.36	3.11	0.65	3.27	2.13	1.85	0.65	1.42	0.16	0.49	0.44	0.71	0.00	0.00	82.12	100.0
10:00	1.74	0.11	1.31	3.16	0.71	3.87	2.29	1.85	0.71	1.53	0.22	0.49	0.49	0.71	0.00	0.00	80.81	100.0
10:30	1.64	0.05	1.25	3.11	0.65	3.11	2.13	1.91	0.71	1.58	0.22	0.49	0.38	0.76	0.00	0.00	82.01	100.0
11:00	1.58	0.05	1.09	3.27	0.87	2.78	2.07	1.74	0.55	1.36	0.16	0.49	0.27	0.71	0.05	0.00	82.93	100.0
11:30	1.64	0.05	0.98	3.71	0.76	2.62	2.02	1.74	0.55	1.42	0.16	0.44	0.22	0.71	0.05	0.00	82.93	100.0
NOON	0.76	0.05	0.60	2.45	0.55	2.29	1.42	1.20	0.38	1.42	0.11	0.38	0.33	0.38	0.05	0.00	87.62	100.0
0:30	0.60	0.05	0.44	2.34	0.55	2.02	1.36	1.04	0.38	1.25	0.11	0.33	0.33	0.38	0.05	0.00	88.77	100.0
1:00	0.38	0.00	0.38	1.74	0.60	1.91	1.04	0.87	0.44	1.09	0.00	0.38	0.33	0.33	0.00	0.00	90.51	100.0
1:30	0.44	0.00	0.33	1.64	0.55	1.74	1.04	0.87	0.49	0.93	0.00	0.38	0.22	0.33	0.00	0.00	91.06	100.0
2:00	0.33	0.00	0.49	1.36	0.38	1.69	1.04	0.87	0.33	0.87	0.05	0.38	0.22	0.27	0.00	0.00	91.71	100.0
2:30	0.27	0.00	0.38	1.09	0.38	1.80	1.09	0.82	0.33	0.87	0.05	0.33	0.22	0.27	0.00	0.00	92.09	100.0
3:00	0.16	0.00	0.38	0.98	0.33	1.74	1.04	0.76	0.27	1.31	0.11	0.38	0.22	0.33	0.05	0.00	91.93	100.0
3:30	0.16	0.05	0.27	0.93	0.33	1.96	1.09	0.65	0.27	0.98	0.11	0.27	0.22	0.27	0.05	0.00	92.37	100.0
4:00	0.44	0.05	0.65	1.36	0.27	1.64	0.93	0.60	0.27	0.87	0.11	0.22	0.16	0.16	0.05	0.05	92.15	100.0
4:30	0.33	0.05	0.44	1.58	0.22	1.47	0.87	0.65	0.27	0.82	0.11	0.27	0.11	0.22	0.05	0.00	92.53	100.0
5:00	0.38	0.00	0.33	1.53	0.27	1.25	0.87	0.76	0.22	0.65	0.11	0.33	0.16	0.27	0.05	0.00	92.80	100.0
5:30	0.27	0.00	0.33	1.53	0.22	1.20	0.93	0.71	0.33	0.65	0.11	0.27	0.27	0.22	0.05	0.00	92.91	100.0
6:00	0.22	0.00	0.33	1.20	0.11	1.20	0.60	0.87	0.22	0.82	0.11	0.27	0.22	0.33	0.00	0.00	93.51	100.0
6:30	0.16	0.00	0.27	1.15	0.11	1.04	0.60	0.93	0.22	0.65	0.11	0.33	0.27	0.22	0.00	0.00	93.95	100.0
7:00	0.16	0.00	0.11	1.04	0.05	0.60	0.16	0.49	0.11	0.33	0.11	0.27	0.11	0.22	0.05	0.00	96.18	100.0
7:30	0.11	0.00	0.16	0.93	0.11	0.55	0.16	0.44	0.05	0.22	0.00	0.22	0.16	0.11	0.05	0.00	96.73	100.0
8:00	0.16	0.00	0.22	0.49	0.05	0.49	0.16	0.16	0.11	0.11	0.05	0.11	0.00	0.05	0.05	0.00	97.76	100.0
8:30	0.16	0.00	0.11	0.38	0.05	0.38	0.11	0.16	0.05	0.11	0.05	0.05	0.05	0.11	0.05	0.00	98.15	100.0
9:00	0.00	0.00	0.16	0.05	0.00	0.33	0.11	0.05	0.11	0.11	0.05	0.05	0.00	0.05	0.00	0.00	98.91	100.0
9:30	0.00	0.00	0.16	0.05	0.00	0.16	0.16	0.11	0.05	0.11	0.05	0.05	0.00	0.05	0.05	0.00	98.96	100.0
10:00	0.00	0.00	0.16	0.05	0.00	0.11	0.38	0.05	0.00	0.22	0.05	0.00	0.00	0.05	0.05	0.00	98.85	100.0
10:30	0.05	0.00	0.11	0.11	0.00	0.16	0.27	0.05	0.00	0.22	0.05	0.00	0.00	0.05	0.05	0.00	98.85	100.0
11:00	0.00	0.00	0.11	0.05	0.00	0.11	0.16	0.05	0.00	0.11	0.05	0.00	0.00	0.00	0.05	0.00	99.29	100.0
11:30	0.00	0.00	0.11	0.05	0.00	0.05	0.16	0.05	0.00	0.11	0.05	0.00	0.00	0.00	0.05	0.00	99.35	100.0
average	0.39	0.03	0.35	1.19	0.24	1.16	0.71	0.63	0.23	0.62	0.08	0.21	0.17	0.21	0.03	0.00	93.77	
maximum	1.74	0.16	1.36	3.71	0.87	3.87	2.29	1.91	0.71	1.58	0.22	0.60	0.60	0.76	0.05	0.05	99.89	
std.dev.	0.51	0.05	0.39	1.14	0.26	1.16	0.70	0.62	0.23	0.54	0.05	0.19	0.18	0.23	0.03	0.01	6.03	

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.62	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.62	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.62	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	99.62	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
8:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
8:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
9:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
9:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	99.62	100.0
10:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.76	98.86	100.0
10:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	99.24	100.0
11:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	99.24	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	99.24	100.0
NOON	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	99.24	100.0
12:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	98.86	100.0
1:00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	98.48	100.0
1:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.86	100.0
2:00	1.14	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.76	96.58	100.0
2:30	1.14	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.38	0.00	0.00	0.00	0.76	96.20	100.0
3:00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.76	0.00	0.00	0.00	0.76	96.20	100.0
3:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.76	0.00	0.00	0.00	0.76	96.20	100.0
4:00	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.76	97.34	100.0
4:30	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.14	97.34	100.0
5:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.76	0.00	0.00	0.00	1.52	96.58	100.0
5:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.76	0.00	0.00	0.00	1.14	96.20	100.0
6:00	1.14	1.14	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	1.52	95.06	100.0
6:30	2.28	1.14	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	1.52	93.92	100.0
7:00	3.80	1.52	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.76	0.38	1.14	0.00	0.00	0.00	1.52	89.73	100.0
7:30	4.18	4.56	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	1.14	0.76	0.76	1.14	0.00	0.00	0.00	1.90	84.41	100.0
7:45	4.18	4.18	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	1.52	0.76	1.14	1.14	0.00	0.00	0.00	1.90	84.03	100.0
8:00	13.31	3.80	0.38	0.00	0.00	0.00	0.38	1.52	0.38	0.00	1.52	1.14	2.28	1.14	0.00	0.00	0.00	1.90	72.24	100.0
8:30	12.55	5.70	1.90	0.00	0.00	0.00	0.00	2.66	1.14	0.00	0.76	1.90	1.90	1.14	0.00	0.00	0.00	4.56	65.78	100.0
9:00	9.13	5.70	1.90	0.00	0.00	0.00	0.00	3.04	1.14	0.38	1.14	4.56	3.42	0.76	0.00	0.00	0.00	7.22	61.60	100.0
9:30	6.84	4.94	1.90	0.00	0.00	0.00	0.00	3.42	0.76	0.38	1.14	3.80	3.42	1.14	0.00	0.00	0.00	6.84	65.40	100.0
10:00	4.94	1.52	0.38	0.00	0.00	0.38	0.00	2.28	0.76	0.76	1.14	3.04	1.90	0.38	0.00	0.00	0.00	5.32	77.19	100.0
10:30	3.04	0.76	0.38	0.00	0.00	0.38	0.00	1.14	0.76	0.38	1.14	2.28	1.90	0.00	0.00	0.00	0.00	3.42	84.41	100.0
11:00	0.76	0.38	0.00	0.00	0.00	0.38	0.00	1.14	0.38	0.00	0.76	1.14	1.52	0.76	0.00	0.00	0.00	0.76	92.02	100.0
11:30	0.76	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.00	0.38	1.14	0.76	0.76	0.00	0.00	0.00	0.00	95.06	100.0
average	1.47	0.85	0.16	0.00	0.00	0.03	0.01	0.36	0.13	0.04	0.23	0.57	0.41	0.34	0.05	0.00	0.00	0.99	94.35	
Max.	13.31	5.70	1.90	0.00	0.00	0.38	0.38	3.42	1.14	0.76	1.52	4.56	3.42	1.14	0.38	0.00	0.00	7.22	100.0	
std. dev.	3.07	1.57	0.47	0.00	0.00	0.11	0.05	0.82	0.30	0.14	0.46	1.02	0.87	0.41	0.13	0.00	0.00	1.70	9.86	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.00	0.00	0.00	98.85	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	99.24	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
7:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
8:00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
8:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.24	100.0
9:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
9:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
10:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
10:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
11:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	99.24	100.0
11:30	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100.0
NOON	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.47	100.0
12:30	0.38	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.47	100.0
1:00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	98.09	100.0
1:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.38	98.09	100.0
2:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100.0
2:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	98.47	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.38	0.00	0.00	0.38	98.09	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.38	0.00	0.00	0.76	97.71	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.38	0.00	0.00	1.15	96.95	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	1.15	97.33	100.0
5:00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.38	0.38	0.76	0.00	0.00	0.76	96.18	100.0
5:30	0.76	0.38	0.38	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.38	0.00	0.76	0.00	0.00	0.76	95.42	100.0
6:00	0.76	0.00	0.38	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	1.15	0.00	0.38	0.00	0.00	1.15	95.04	100.0
6:30	1.15	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.76	0.00	0.00	0.00	0.00	1.53	95.42	100.0
7:00	3.05	0.00	0.38	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	1.15	0.38	0.00	0.00	0.00	1.53	92.37	100.0
7:30	3.05	3.44	1.15	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.00	1.15	0.76	0.00	0.00	0.00	0.76	88.55	100.0
7:45	3.05	3.44	2.29	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	1.15	0.76	0.00	0.00	0.00	0.76	87.79	100.0
8:00	9.54	3.44	3.05	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.76	0.00	1.53	0.76	0.38	0.00	0.00	0.38	79.77	100.0
8:30	13.74	5.34	3.44	0.38	0.00	0.00	0.00	0.76	0.38	0.00	1.53	0.00	1.91	0.76	0.38	0.00	0.00	3.05	68.32	100.0
9:00	13.36	5.73	1.53	0.38	0.00	0.00	0.38	1.53	0.38	0.00	2.29	0.76	3.82	1.15	0.38	0.00	0.00	3.82	64.50	100.0
9:30	12.21	4.58	1.53	0.38	0.00	0.00	0.76	1.53	0.00	0.00	2.29	0.76	3.05	1.91	0.38	0.00	0.00	4.96	65.65	100.0
10:00	7.25	2.29	0.76	0.38	0.00	0.00	0.76	0.38	0.00	0.00	1.53	1.15	2.29	1.91	0.00	0.00	0.00	3.82	77.48	100.0
10:30	5.34	1.91	0.38	0.38	0.00	0.00	0.76	0.00	0.00	0.00	0.76	1.15	1.53	1.91	0.00	0.00	0.00	1.53	84.35	100.0
11:00	1.53	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.38	0.00	0.00	0.00	0.00	0.38	95.80	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.38	0.00	0.00	0.00	0.00	0.00	98.85	100.0
average	1.61	0.72	0.35	0.04	0.00	0.00	0.05	0.19	0.02	0.00	0.24	0.19	0.48	0.25	0.12	0.00	0.00	0.69	95.04	
maximum	13.74	5.73	3.44	0.38	0.00	0.00	0.76	1.53	0.38	0.00	2.29	1.15	3.82	1.91	0.76	0.00	0.00	4.96	100.0	
std. dev.	3.52	1.47	0.77	0.12	0.00	0.00	0.19	0.37	0.09	0.00	0.55	0.36	0.83	0.51	0.21	0.00	0.00	1.08	9.00	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.61	100.0
8:00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
8:30	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
9:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
9:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
10:00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.84	100.0
10:30	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:00	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
11:30	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100.0
NOON	0.00	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.84	100.0
12:30	0.39	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.46	100.0
1:00	0.39	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.07	100.0
1:30	0.39	0.77	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	98.07	100.0
2:00	0.39	1.93	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	96.53	100.0
2:30	0.39	2.32	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.39	94.98	100.0
3:00	0.00	2.70	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.39	94.98	100.0
3:30	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.77	0.00	0.00	0.39	0.00	0.00	0.39	96.53	100.0
4:00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	1.54	96.53	100.0
4:30	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	1.54	96.14	100.0
5:00	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	1.54	95.75	100.0
5:30	0.00	1.54	0.00	0.00	0.00	0.39	0.00	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.00	1.93	94.59	100.0
6:00	0.39	2.70	0.00	0.00	0.00	0.39	0.39	0.77	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	3.09	91.89	100.0
6:30	0.39	2.70	0.00	0.00	0.00	0.00	0.00	1.16	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	3.09	92.28	100.0
7:00	3.09	2.70	0.39	0.00	0.00	0.00	0.00	1.16	0.00	0.39	0.77	0.77	0.00	0.00	0.00	0.39	0.00	1.54	88.80	100.0
7:30	4.63	8.11	1.16	0.00	0.00	0.00	0.00	0.77	0.00	0.39	1.16	0.39	0.00	0.39	0.00	0.39	0.00	1.54	81.08	100.0
7:45	4.63	8.49	1.54	0.00	0.00	0.00	0.00	0.77	0.00	0.39	1.16	0.77	0.00	0.39	0.00	0.77	0.00	1.54	79.54	100.0
8:00	11.20	7.34	2.32	0.39	0.00	0.00	0.00	1.16	0.00	0.00	1.93	0.77	0.39	0.39	0.00	0.77	0.00	1.93	71.43	100.0
8:30	7.34	6.56	3.09	0.77	0.00	0.00	0.00	4.25	1.93	0.39	2.32	1.54	0.77	0.39	0.00	0.39	0.00	5.02	65.25	100.0
9:00	6.18	5.41	1.93	0.77	0.00	0.00	0.00	4.25	2.70	0.39	2.32	1.16	2.70	0.77	0.00	0.77	0.00	8.49	62.16	100.0
9:30	4.63	4.63	1.54	0.77	0.00	0.00	0.00	3.09	2.70	0.39	1.93	1.54	2.70	0.77	0.00	0.77	0.00	7.34	67.18	100.0
10:00	2.70	2.70	0.39	0.77	0.00	0.00	0.00	1.93	2.70	0.39	0.77	1.16	2.70	0.00	0.00	0.77	0.00	5.79	77.22	100.0
10:30	1.54	2.32	0.39	0.77	0.00	0.00	0.00	1.16	1.54	0.39	0.77	0.39	2.32	0.00	0.00	0.77	0.00	5.02	82.63	100.0
11:00	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.39	0.77	0.39	0.00	0.00	0.00	0.00	0.00	0.77	95.75	100.0
11:30	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.77	97.68	100.0
average	1.02	1.51	0.26	0.14	0.00	0.03	0.01	0.51	0.28	0.09	0.30	0.26	0.25	0.06	0.05	0.12	0.00	1.14	93.97	
maximum	11.20	8.49	3.09	0.77	0.00	0.39	0.39	4.25	2.70	0.39	2.32	1.54	2.70	0.77	0.39	0.77	0.00	8.49	100.0	
std. dev.	2.29	2.22	0.68	0.26	0.00	0.11	0.06	0.98	0.72	0.17	0.63	0.43	0.72	0.18	0.13	0.26	0.00	1.99	9.99	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100.0
0:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.85	100.0
1:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
1:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
7:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
8:00	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
8:30	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.0
9:00	1.15	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	97.70	100.0
9:30	0.77	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.0
10:00	0.77	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.0
10:30	0.77	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.47	100.0
11:00	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
11:30	0.77	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.85	100.0
NOON	1.15	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	97.32	100.0
12:30	1.15	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.38	0.00	0.00	0.00	0.00	0.00	96.93	100.0
1:00	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.77	0.38	0.00	0.00	0.00	0.00	0.38	96.55	100.0
1:30	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.38	0.00	0.00	0.00	0.00	0.38	95.79	100.0
2:00	0.77	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.38	95.79	100.0
2:30	0.77	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	96.17	100.0
3:00	1.15	1.15	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.38	95.79	100.0
3:30	1.53	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.38	95.79	100.0
4:00	0.77	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	1.15	0.38	0.00	0.00	0.00	0.77	94.25	100.0
4:30	0.77	0.77	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	1.15	0.38	0.00	0.00	0.00	0.38	95.02	100.0
5:00	1.15	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.38	0.38	0.00	0.00	0.77	93.87	100.0
5:30	1.15	1.15	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.38	0.38	0.00	0.00	0.77	93.49	100.0
6:00	1.92	1.92	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.77	0.00	0.00	1.92	90.80	100.0
6:30	2.30	1.92	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.00	0.77	0.00	0.00	1.92	90.42	100.0
7:00	4.21	3.07	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.77	0.77	0.38	0.38	0.00	0.00	2.68	85.82	100.0
7:30	3.45	4.21	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.77	0.77	0.38	0.38	0.00	0.00	2.68	85.44	100.0
7:45	3.45	4.21	1.53	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.77	0.77	0.38	0.38	0.00	0.00	2.68	85.06	100.0
8:00	12.64	4.21	1.53	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	1.92	0.38	0.38	0.00	0.77	0.00	3.83	73.56	100.0
8:30	11.49	3.07	1.15	0.77	0.00	0.00	0.00	3.45	0.38	0.38	0.38	2.30	0.38	0.77	0.00	0.77	0.00	3.45	71.26	100.0
9:00	8.43	2.68	1.15	0.38	0.00	0.00	0.00	3.83	0.38	0.00	1.15	1.92	1.92	1.15	0.00	0.77	0.00	5.75	70.50	100.0
9:30	7.28	2.30	1.15	0.77	0.00	0.00	0.00	3.07	0.00	0.00	1.53	2.30	2.30	0.77	0.00	0.38	0.00	5.75	72.41	100.0
10:00	3.07	1.92	0.77	0.00	0.00	0.00	0.00	2.30	0.00	0.00	1.53	2.30	2.30	1.53	0.00	0.00	0.38	6.51	77.39	100.0
10:30	1.92	1.15	1.15	0.00	0.00	0.00	0.00	1.15	0.00	0.00	1.53	1.53	2.30	1.15	0.00	0.00	0.38	5.36	82.38	100.0
11:00	0.38	0.38	0.77	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.77	0.77	0.77	0.77	0.00	0.00	0.00	2.68	92.34	100.0
11:30	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.38	0.38	0.00	0.00	0.00	1.92	95.40	100.0
average	1.63	0.90	0.47	0.05	0.00	0.00	0.02	0.31	0.02	0.01	0.23	0.62	0.41	0.20	0.07	0.06	0.02	1.07	93.92	
maximum	12.64	4.21	1.53	0.77	0.00	0.00	0.38	3.83	0.38	0.38	1.53	2.30	2.30	1.53	0.77	0.77	0.38	6.51	100.0	
std. dev.	2.77	1.21	0.50	0.17	0.00	0.00	0.09	0.89	0.08	0.05	0.41	0.72	0.64	0.36	0.19	0.20	0.08	1.77	8.34	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	98.47	100.0
0:30	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	98.47	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	99.23	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.62	100.0
7:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.23	100.0
8:00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	98.08	100.0
8:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	98.08	100.0
9:00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.77	98.47	100.0
9:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.77	98.47	100.0
10:00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	97.70	100.0
10:30	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	97.70	100.0
11:00	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.77	96.55	100.0
11:30	0.77	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.77	96.55	100.0
NOON	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.00	97.70	100.0
12:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.38	0.38	0.00	0.00	0.00	98.08	100.0
1:00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	98.08	100.0
1:30	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.38	0.00	0.00	0.00	0.00	98.08	100.0
2:00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.38	96.93	100.0
2:30	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.38	0.00	0.38	0.00	0.00	0.38	96.17	100.0
3:00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.38	96.93	100.0
3:30	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.38	0.00	0.00	0.38	96.93	100.0
4:00	1.15	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	97.32	100.0
4:30	1.15	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	97.70	100.0
5:00	1.15	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.00	0.38	1.15	95.40	100.0
5:30	1.53	0.38	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	1.15	95.02	100.0
6:00	2.68	0.77	1.15	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.38	0.00	0.00	0.00	0.00	0.38	1.15	92.72	100.0
6:30	2.68	0.77	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	1.15	93.10	100.0
7:00	2.68	1.15	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	0.00	0.38	1.15	92.34	100.0
7:30	3.07	1.92	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.38	0.77	91.19	100.0
7:45	3.07	1.92	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.38	0.00	0.38	0.77	91.19	100.0
8:00	12.64	0.77	1.15	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.77	0.77	0.38	0.00	0.00	0.00	0.38	1.15	81.61	100.0
8:30	14.94	1.15	0.77	0.00	0.00	0.00	0.38	0.38	0.00	0.00	1.15	0.77	0.38	0.00	0.00	0.00	0.38	0.77	78.93	100.0
9:00	24.52	1.92	0.77	0.00	0.00	0.00	0.38	0.38	0.00	0.00	1.53	0.77	0.77	0.38	0.00	0.00	0.00	1.53	67.05	100.0
9:30	23.75	1.92	0.77	0.00	0.00	0.00	0.38	0.38	0.00	0.00	1.15	0.77	1.15	0.38	0.38	0.00	0.00	1.15	67.82	100.0
10:00	17.24	1.15	0.38	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.77	0.38	0.38	0.38	0.38	0.00	0.00	0.77	77.01	100.0
10:30	13.79	0.38	0.38	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.38	0.38	0.77	0.38	0.38	0.00	0.00	0.77	81.61	100.0
11:00	4.21	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.77	0.00	0.00	0.00	0.00	1.15	93.10	100.0
11:30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.77	97.70	100.0
average	2.92	0.36	0.26	0.02	0.00	0.00	0.05	0.09	0.00	0.00	0.29	0.14	0.19	0.08	0.21	0.00	0.09	0.50	94.80	
maximum	24.52	1.92	1.15	0.38	0.00	0.00	0.38	1.15	0.00	0.00	1.53	0.77	1.15	0.38	0.77	0.00	0.38	1.53	100.0	
std. dev.	5.94	0.57	0.41	0.08	0.00	0.00	0.14	0.23	0.00	0.00	0.35	0.24	0.28	0.16	0.24	0.00	0.16	0.47	7.88	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	98.85	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.76	98.85	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	99.24	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	99.24	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.0
7:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.0
8:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.0
8:30	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.24	100.0
9:00	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	98.09	100.0
9:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	98.09	100.0
10:00	0.76	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.76	0.00	0.38	95.80	100.0
10:30	0.76	0.38	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.00	0.76	0.00	0.38	95.80	100.0
11:00	1.53	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.38	0.38	0.00	0.00	95.42	100.0
11:30	1.53	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.76	0.00	0.38	0.38	0.00	0.38	95.04	100.0
NOON	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	98.09	100.0
12:30	0.38	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	98.09	100.0
1:00	1.91	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	1.15	95.80	100.0
1:30	1.53	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	1.15	95.42	100.0
2:00	1.53	0.76	1.15	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	0.76	0.38	0.00	0.38	0.00	1.91	91.98	100.0
2:30	1.15	1.15	1.15	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.38	1.15	0.38	0.00	0.38	0.00	1.53	91.98	100.0
3:00	0.76	1.15	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	1.15	0.38	0.38	0.38	0.00	0.38	93.89	100.0
3:30	0.76	1.15	0.76	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	1.15	0.38	0.38	0.38	0.00	0.38	93.89	100.0
4:00	0.38	1.53	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.76	0.38	0.00	1.91	93.13	100.0
4:30	0.38	1.53	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.38	0.38	0.00	1.53	93.89	100.0
5:00	0.38	1.53	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.76	0.00	2.67	91.98	100.0
5:30	0.38	1.15	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.76	0.00	2.29	92.75	100.0
6:00	1.91	0.76	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.76	0.00	1.91	92.75	100.0
6:30	1.15	1.15	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.76	0.00	1.15	93.89	100.0
7:00	0.00	1.53	1.15	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.38	0.00	1.15	93.89	100.0
7:30	0.00	1.91	1.15	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.38	0.00	1.15	93.51	100.0
7:45	0.00	1.91	1.53	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	1.15	0.38	0.00	0.38	0.00	1.15	93.13	100.0
8:00	3.44	1.91	1.15	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.38	0.76	0.38	0.38	1.15	0.00	1.91	87.79	100.0
8:30	4.96	2.29	1.15	0.00	0.00	0.00	0.00	3.44	0.00	0.00	0.38	0.38	0.76	1.15	0.38	1.15	0.00	1.91	82.06	100.0
9:00	7.63	2.29	0.76	0.00	0.00	0.00	0.76	3.82	0.38	0.00	0.38	0.00	1.53	1.53	0.38	0.38	0.00	2.29	77.86	100.0
9:30	7.63	2.29	0.38	0.00	0.00	0.00	0.76	2.67	0.38	0.00	0.00	0.00	2.29	1.53	0.38	0.00	0.00	2.29	79.39	100.0
10:00	6.11	1.15	0.00	0.00	0.00	0.00	0.76	2.67	0.00	0.00	0.00	0.00	1.53	0.76	0.38	0.00	0.00	1.91	84.73	100.0
10:30	4.58	0.76	0.00	0.00	0.00	0.00	0.76	3.05	0.00	0.00	0.00	0.38	0.76	0.76	0.38	0.00	0.00	1.53	87.02	100.0
11:00	3.82	0.38	0.00	0.00	0.00	0.00	0.00	2.29	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.38	92.37	100.0
11:30	3.82	0.00	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	94.27	100.0
average	1.23	0.71	0.37	0.02	0.00	0.00	0.08	0.44	0.05	0.00	0.02	0.09	0.61	0.20	0.15	0.25	0.00	0.79	95.00	
maximum	7.63	2.29	1.53	0.38	0.00	0.00	0.76	3.82	0.76	0.00	0.38	0.38	2.29	1.53	0.76	1.15	0.00	2.67	100.0	
std.dev.	1.98	0.71	0.48	0.08	0.00	0.00	0.22	1.01	0.17	0.00	0.08	0.17	0.54	0.37	0.20	0.33	0.00	0.81	5.43	

TABLE 7.3.G: TV AUDIENCES – SUNDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MNGHT	1.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	97.74	100.0
0:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	99.25	100.0
1:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	99.62	100.0
1:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.50	100.0
7:30	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	98.50	100.0
8:00	1.50	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	96.62	100.0
8:30	1.50	0.38	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	96.62	100.0
9:00	2.26	0.38	0.75	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	95.49	100.0
9:30	2.26	0.38	0.75	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	95.49	100.0
10:00	1.13	0.38	1.13	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	95.86	100.0
10:30	0.75	0.38	1.13	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	96.24	100.0
11:00	1.50	0.38	1.13	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	95.49	100.0
11:30	1.50	0.38	1.13	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	95.49	100.0
NOON	2.63	0.75	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	94.74	100.0
12:30	2.63	0.75	0.75	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	94.36	100.0
1:00	3.01	0.75	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.38	93.61	100.0
1:30	3.01	0.75	0.38	0.00	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.75	0.38	0.00	0.00	0.38	93.61	100.0
2:00	1.50	0.75	0.38	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.75	0.38	0.38	0.38	0.00	0.00	0.00	1.50	92.86	100.0
2:30	1.13	0.75	0.38	0.00	0.38	0.00	0.00	1.13	0.00	0.00	0.75	0.38	0.38	0.38	0.00	0.00	0.00	1.50	92.86	100.0
3:00	1.13	1.50	0.38	0.00	0.38	0.00	0.00	1.13	0.00	0.00	0.75	0.00	0.38	0.38	0.00	0.00	0.00	2.26	91.73	100.0
3:30	1.13	1.50	0.38	0.00	0.38	0.00	0.00	0.75	0.00	0.00	0.75	0.00	0.00	0.38	0.00	0.00	0.00	1.88	92.86	100.0
4:00	1.13	1.13	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	1.88	93.61	100.0
4:30	1.13	1.13	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.38	0.38	0.00	0.00	2.63	92.86	100.0
5:00	0.38	1.88	0.75	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	3.01	92.86	100.0
5:30	0.00	1.88	0.75	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	3.01	93.61	100.0
6:00	1.13	1.88	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.76	91.35	100.0
6:30	1.88	1.88	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.51	89.85	100.0
7:00	2.63	1.88	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	3.76	89.10	100.0
7:30	3.01	2.63	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	3.38	88.35	100.0
7:45	3.01	3.01	1.50	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38	3.01	87.97	100.0
8:00	13.53	2.63	1.13	0.00	0.00	0.38	0.00	0.38	0.00	0.00	0.38	0.75	0.75	0.00	0.38	0.00	0.38	2.26	77.07	100.0
8:30	21.43	2.26	0.75	0.00	0.00	0.38	0.00	1.50	0.00	0.38	0.75	0.38	0.75	0.00	0.38	0.00	0.38	3.01	67.67	100.0
9:00	20.68	1.88	0.00	0.00	0.00	0.38	0.00	1.50	0.38	0.75	0.38	1.50	1.88	0.00	0.38	0.38	0.38	2.63	66.92	100.0
9:30	18.05	1.50	0.00	0.00	0.00	0.38	0.00	1.50	0.38	0.38	0.00	1.88	1.88	0.00	0.38	0.38	0.38	2.63	70.30	100.0
10:00	6.02	0.75	0.00	0.00	0.00	0.00	0.00	1.88	0.38	0.38	0.00	1.88	1.50	0.00	0.38	0.38	0.00	1.13	85.34	100.0
10:30	1.50	0.75	0.00	0.00	0.00	0.00	0.00	1.88	0.38	0.00	0.00	0.75	1.50	0.38	0.00	0.38	0.38	0.75	91.35	100.0
11:00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.75	0.38	0.00	0.00	0.00	0.75	97.37	100.0
11:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.75	0.38	0.00	0.00	0.00	0.75	97.74	100.0
average	2.59	0.77	0.46	0.00	0.11	0.07	0.00	0.45	0.03	0.04	0.11	0.18	0.26	0.16	0.08	0.03	0.06	1.11	93.49	
maximum	21.43	3.01	1.50	0.00	0.38	0.38	0.00	1.88	0.38	0.75	0.75	1.88	1.88	0.75	0.38	0.38	0.38	4.51	100.0	
std.dev.	5.00	0.85	0.46	0.00	0.17	0.15	0.00	0.50	0.10	0.14	0.24	0.45	0.49	0.22	0.16	0.10	0.14	1.31	7.96	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
MIDNIGHT	0.27	0.05	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.11	0.11	0.05	0.00	0.00	0.33	98.85	100.0
0:30	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.16	0.11	0.05	0.00	0.00	0.33	99.18	100.0
1:00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.11	0.05	0.00	0.00	0.00	0.11	99.56	100.0
1:30	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.05	0.05	0.00	0.00	0.00	0.05	99.67	100.0
2:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100.0
2:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	99.95	100.0
3:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
3:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
4:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
5:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
6:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	100.0
7:00	0.11	0.11	0.16	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.11	99.40	100.0
7:30	0.16	0.16	0.16	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	99.35	100.0
8:00	0.38	0.27	0.22	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.11	0.00	0.00	0.11	98.80	100.0
8:30	0.44	0.27	0.22	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.05	0.00	0.11	0.00	0.00	0.11	98.69	100.0
9:00	0.65	0.22	0.16	0.00	0.05	0.00	0.00	0.16	0.00	0.00	0.00	0.05	0.05	0.00	0.11	0.00	0.00	0.27	98.26	100.0
9:30	0.60	0.22	0.16	0.00	0.05	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.16	0.00	0.00	0.27	98.36	100.0
10:00	0.44	0.27	0.27	0.11	0.05	0.00	0.05	0.11	0.00	0.00	0.05	0.05	0.16	0.05	0.11	0.11	0.00	0.33	97.82	100.0
10:30	0.38	0.27	0.27	0.11	0.05	0.00	0.05	0.11	0.00	0.00	0.00	0.05	0.16	0.05	0.11	0.11	0.00	0.27	97.98	100.0
11:00	0.65	0.33	0.27	0.05	0.05	0.00	0.00	0.05	0.00	0.00	0.05	0.05	0.16	0.11	0.16	0.05	0.00	0.27	97.71	100.0
11:30	0.65	0.38	0.27	0.05	0.05	0.00	0.00	0.05	0.00	0.00	0.05	0.05	0.16	0.11	0.16	0.05	0.00	0.38	97.55	100.0
NOON	0.82	0.33	0.11	0.05	0.05	0.00	0.00	0.05	0.00	0.00	0.16	0.00	0.16	0.11	0.16	0.05	0.00	0.16	97.76	100.0
12:30	0.82	0.38	0.16	0.05	0.05	0.00	0.00	0.05	0.00	0.00	0.16	0.11	0.16	0.11	0.16	0.00	0.00	0.16	97.60	100.0
1:00	1.09	0.49	0.05	0.05	0.05	0.00	0.00	0.05	0.00	0.00	0.11	0.11	0.05	0.27	0.22	0.05	0.00	0.44	96.95	100.0
1:30	1.04	0.60	0.05	0.05	0.05	0.00	0.00	0.05	0.05	0.00	0.05	0.27	0.05	0.22	0.16	0.05	0.00	0.44	96.84	100.0
2:00	0.98	0.82	0.22	0.00	0.05	0.00	0.00	0.11	0.16	0.00	0.16	0.49	0.22	0.16	0.11	0.05	0.00	0.82	95.64	100.0
2:30	0.93	0.93	0.22	0.00	0.05	0.00	0.00	0.22	0.16	0.05	0.16	0.65	0.33	0.16	0.11	0.05	0.00	0.71	95.26	100.0
3:00	0.65	1.04	0.16	0.05	0.05	0.00	0.00	0.22	0.05	0.05	0.16	0.65	0.33	0.22	0.22	0.05	0.00	0.71	95.37	100.0
3:30	0.71	0.87	0.16	0.05	0.05	0.00	0.00	0.11	0.05	0.00	0.16	0.65	0.27	0.22	0.22	0.05	0.00	0.71	95.69	100.0
4:00	0.55	0.76	0.38	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.05	0.38	0.44	0.16	0.22	0.05	0.05	1.20	95.58	100.0
4:30	0.55	0.71	0.38	0.00	0.00	0.05	0.00	0.27	0.00	0.00	0.05	0.16	0.44	0.16	0.16	0.05	0.05	1.20	95.75	100.0
5:00	0.55	0.82	0.49	0.00	0.00	0.05	0.00	0.27	0.00	0.00	0.11	0.22	0.38	0.33	0.33	0.11	0.05	1.64	94.66	100.0
5:30	0.60	0.98	0.60	0.00	0.00	0.05	0.00	0.22	0.05	0.00	0.11	0.27	0.38	0.27	0.27	0.11	0.05	1.58	94.44	100.0
6:00	1.42	1.31	0.65	0.00	0.00	0.11	0.05	0.38	0.00	0.00	0.11	0.27	0.44	0.05	0.16	0.11	0.05	2.07	92.80	100.0
6:30	1.69	1.36	0.65	0.00	0.00	0.05	0.00	0.33	0.00	0.00	0.11	0.22	0.38	0.05	0.16	0.11	0.05	2.13	92.69	100.0
7:00	2.78	1.69	0.82	0.00	0.00	0.05	0.11	0.44	0.00	0.05	0.33	0.33	0.55	0.33	0.11	0.11	0.11	1.91	90.29	100.0
7:30	3.05	3.82	1.04	0.00	0.00	0.05	0.11	0.38	0.05	0.05	0.55	0.27	0.60	0.44	0.11	0.11	0.11	1.74	87.51	100.0
7:45	3.05	3.87	1.42	0.00	0.00	0.05	0.11	0.38	0.05	0.05	0.55	0.33	0.65	0.44	0.11	0.16	0.11	1.69	86.97	100.0
8:00	10.91	3.44	1.53	0.05	0.00	0.05	0.11	0.65	0.05	0.00	0.82	0.82	0.93	0.44	0.16	0.38	0.11	1.91	77.64	100.0
8:30	12.38	3.76	1.74	0.27	0.00	0.05	0.05	2.34	0.55	0.16	1.04	1.04	0.98	0.60	0.16	0.33	0.11	3.11	71.32	100.0
9:00	12.87	3.65	1.15	0.22	0.00	0.05	0.22	2.62	0.76	0.22	1.31	1.53	2.29	0.82	0.16	0.33	0.05	4.53	67.23	100.0
9:30	11.50	3.16	1.04	0.27	0.00	0.05	0.27	2.24	0.60	0.16	1.15	1.58	2.40	0.93	0.22	0.22	0.05	4.42	69.74	100.0
10:00	6.76	1.64	0.38	0.16	0.00	0.05	0.22	1.80	0.55	0.22	0.82	1.42	1.80	0.71	0.16	0.16	0.05	3.60	79.50	100.0
10:30	4.53	1.15	0.38	0.16	0.00	0.05	0.22	1.31	0.38	0.11	0.65	0.98	1.58	0.65	0.11	0.16	0.11	2.62	84.84	100.0
11:00	1.64	0.38	0.11	0.00	0.00	0.05	0.00	0.65	0.11	0.05	0.44	0.55	0.60	0.33	0.00	0.00	0.00	0.98	94.11	100.0
11:30	0.76	0.05	0.11	0.00	0.00	0.05	0.00	0.38	0.05	0.05	0.11	0.44	0.44	0.22	0.00	0.00	0.00	0.65	96.67	100.0
average	1.78	0.83	0.33	0.04	0.02	0.02	0.03	0.34	0.08	0.03	0.20	0.29	0.37	0.18	0.10	0.07	0.02	0.90	94.37	
maximum	12.87	3.87	1.74	0.27	0.05	0.11	0.27	2.62	0.76	0.22	1.31	1.58	2.40	0.93	0.33	0.38	0.11	4.53	100.0	
std.dev.	3.31	1.15	0.43	0.07	0.02	0.03	0.07	0.63	0.18	0.06	0.32	0.41	0.56	0.23	0.09	0.09	0.04	1.16	8.19	

TABLE 8.1: RADIO CONSUMPTION BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	18	12	6	0	3	3	5	7	0	0
[TV O'night viewers]	1.0%	1.5%	.6%	.0%	1.0%	2.6%	1.0%	1.3%	.0%	.0%
	100.0%	66.7%	33.3%	.0%	16.7%	16.7%	27.8%	38.9%	.0%	.0%
Radju Malta	56	26	30	0	0	0	6	34	14	2
	3.1%	3.2%	3.0%	.0%	.0%	.0%	1.2%	6.6%	5.6%	2.9%
	100.0%	46.4%	53.6%	.0%	.0%	.0%	10.7%	60.7%	25.0%	3.6%
Radju Parlament 106.6	7	3	4	0	1	1	3	2	0	0
	.4%	.4%	.4%	.0%	.3%	.9%	.6%	.4%	.0%	.0%
	100.0%	42.9%	57.1%	.0%	14.3%	14.3%	42.9%	28.6%	.0%	.0%
Magic Radio	58	32	26	0	7	4	32	10	5	0
	3.2%	3.9%	2.6%	.0%	2.3%	3.4%	6.3%	1.9%	2.0%	.0%
	100.0%	55.2%	44.8%	.0%	12.1%	6.9%	55.2%	17.2%	8.6%	.0%
Super One Radio	142	67	75	3	5	3	32	60	32	7
	7.7%	8.1%	7.4%	4.3%	1.7%	2.6%	6.3%	11.6%	12.7%	10.0%
	100.0%	47.2%	52.8%	2.1%	3.5%	2.1%	22.5%	42.3%	22.5%	4.9%
Radio 101	38	26	12	0	1	0	15	11	7	4
	2.1%	3.2%	1.2%	.0%	.3%	.0%	3.0%	2.1%	2.8%	5.7%
	100.0%	68.4%	31.6%	.0%	2.6%	.0%	39.5%	28.9%	18.4%	10.5%
Bay Radio	207	97	110	11	94	31	58	12	0	1
	11.3%	11.8%	10.9%	15.7%	31.0%	26.7%	11.5%	2.3%	.0%	1.4%
	100.0%	46.9%	53.1%	5.3%	45.4%	15.0%	28.0%	5.8%	.0%	.5%
Calypso Radio / Vibe FM	93	40	53	1	3	2	41	37	7	2
	5.1%	4.9%	5.2%	1.4%	1.0%	1.7%	8.1%	7.1%	2.8%	2.9%
	100.0%	43.0%	57.0%	1.1%	3.2%	2.2%	44.1%	39.8%	7.5%	2.2%
RTK	79	30	49	0	1	1	8	39	25	5
	4.3%	3.6%	4.8%	.0%	.3%	.9%	1.6%	7.5%	9.9%	7.1%
	100.0%	38.0%	62.0%	.0%	1.3%	1.3%	10.1%	49.4%	31.6%	6.3%
Smash Radio	28	14	14	1	8	3	14	2	0	0
	1.5%	1.7%	1.4%	1.4%	2.6%	2.6%	2.8%	.4%	.0%	.0%
	100.0%	50.0%	50.0%	3.6%	28.6%	10.7%	50.0%	7.1%	.0%	.0%
Radju Marija	76	18	58	0	2	0	13	27	27	7
	4.1%	2.2%	5.7%	.0%	.7%	.0%	2.6%	5.2%	10.7%	10.0%
	100.0%	23.7%	76.3%	.0%	2.6%	.0%	17.1%	35.5%	35.5%	9.2%
Campus FM	9	1	8	0	0	0	3	5	1	0
	.5%	.1%	.8%	.0%	.0%	.0%	.6%	1.0%	.4%	.0%
	100.0%	11.1%	88.9%	.0%	.0%	.0%	33.3%	55.6%	11.1%	.0%
Capital Radio / Vibe FM	28	17	11	1	5	7	14	1	0	0
	1.5%	2.1%	1.1%	1.4%	1.7%	6.0%	2.8%	.2%	.0%	.0%
	100.0%	60.7%	39.3%	3.6%	17.9%	25.0%	50.0%	3.6%	.0%	.0%
XFM	36	21	15	2	13	7	11	3	0	0
	2.0%	2.6%	1.5%	2.9%	4.3%	6.0%	2.2%	.6%	.0%	.0%
	100.0%	58.3%	41.7%	5.6%	36.1%	19.4%	30.6%	8.3%	.0%	.0%
Community Radio Stations	28	10	18	1	4	2	8	4	6	3
	1.5%	1.2%	1.8%	1.4%	1.3%	1.7%	1.6%	.8%	2.4%	4.3%
	100.0%	35.7%	64.3%	3.6%	14.3%	7.1%	28.6%	14.3%	21.4%	10.7%
Foreign Radio Station	8	2	6	0	1	0	4	2	0	1
	.4%	.2%	.6%	.0%	.3%	.0%	.8%	.4%	.0%	1.4%
	100.0%	25.0%	75.0%	.0%	12.5%	.0%	50.0%	25.0%	.0%	12.5%
Other Station	1	0	1	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
No particular radio station	79	38	41	0	10	3	15	32	16	3
	4.3%	4.6%	4.1%	.0%	3.3%	2.6%	3.0%	6.2%	6.3%	4.3%
	100.0%	48.1%	51.9%	.0%	12.7%	3.8%	19.0%	40.5%	20.3%	3.8%
Did not remember	12	7	5	0	1	0	1	5	4	1
	.7%	.9%	.5%	.0%	.3%	.0%	.2%	1.0%	1.6%	1.4%
	100.0%	58.3%	41.7%	.0%	8.3%	.0%	8.3%	41.7%	33.3%	8.3%
Did not listen to radio	831	362	469	50	143	49	221	226	108	34
	45.3%	44.0%	46.4%	71.4%	47.2%	42.2%	43.8%	43.5%	42.9%	48.6%
	100.0%	43.6%	56.4%	6.0%	17.2%	5.9%	26.6%	27.2%	13.0%	4.1%
Total	1834	823	1011	70	303	116	504	519	252	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	3.8%	16.5%	6.3%	27.5%	28.3%	13.7%	3.8%

[Base: No of Consumers and Time Spent]

TABLE 8.2: RADIO CONSUMPTION BY DISTRICTS [APR-JUN 2009]

	TOTAL	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	18	7	5	1	2	3	0
[TV O'night viewers]	1.0%	1.8%	1.0%	.4%	.8%	1.3%	.0%
	100.0%	38.9%	27.8%	5.6%	11.1%	16.7%	.0%
Radju Malta	56	9	22	6	6	8	5
	3.1%	2.3%	4.2%	2.1%	2.3%	3.5%	3.3%
	100.0%	16.1%	39.3%	10.7%	10.7%	14.3%	8.9%
Radju Parlament 106.6	7	0	1	1	1	2	2
	.4%	.0%	.2%	.4%	.4%	.9%	1.3%
	100.0%	.0%	14.3%	14.3%	14.3%	28.6%	28.6%
Magic Radio	58	13	23	5	5	12	0
	3.2%	3.4%	4.4%	1.8%	1.9%	5.2%	.0%
	100.0%	22.4%	39.7%	8.6%	8.6%	20.7%	.0%
Super One Radio	142	42	36	28	15	17	4
	7.7%	10.9%	6.9%	9.9%	5.7%	7.4%	2.6%
	100.0%	29.6%	25.4%	19.7%	10.6%	12.0%	2.8%
Radio 101	38	11	10	3	4	5	5
	2.1%	2.9%	1.9%	1.1%	1.5%	2.2%	3.3%
	100.0%	28.9%	26.3%	7.9%	10.5%	13.2%	13.2%
Bay Radio	207	27	65	32	38	31	14
	11.3%	7.0%	12.5%	11.3%	14.4%	13.5%	9.2%
	100.0%	13.0%	31.4%	15.5%	18.4%	15.0%	6.8%
Calypso Radio	93	14	30	14	18	15	2
	5.1%	3.6%	5.8%	4.9%	6.8%	6.6%	1.3%
	100.0%	15.1%	32.3%	15.1%	19.4%	16.1%	2.2%
RTK	79	9	23	9	15	11	12
	4.3%	2.3%	4.4%	3.2%	5.7%	4.8%	7.8%
	100.0%	11.4%	29.1%	11.4%	19.0%	13.9%	15.2%
Smash Radio	28	10	4	7	1	4	2
	1.5%	2.6%	.8%	2.5%	.4%	1.7%	1.3%
	100.0%	35.7%	14.3%	25.0%	3.6%	14.3%	7.1%
Radju Marija	76	11	24	12	16	5	8
	4.1%	2.9%	4.6%	4.2%	6.1%	2.2%	5.2%
	100.0%	14.5%	31.6%	15.8%	21.1%	6.6%	10.5%
Campus FM	9	1	5	0	2	1	0
	.5%	.3%	1.0%	.0%	.8%	.4%	.0%
	100.0%	11.1%	55.6%	.0%	22.2%	11.1%	.0%
Capital Radio / Vibe FM	28	9	6	5	3	2	3
	1.5%	2.3%	1.2%	1.8%	1.1%	.9%	2.0%
	100.0%	32.1%	21.4%	17.9%	10.7%	7.1%	10.7%
XFM	36	6	10	6	7	7	0
	2.0%	1.6%	1.9%	2.1%	2.7%	3.1%	.0%
	100.0%	16.7%	27.8%	16.7%	19.4%	19.4%	.0%
Community Radio Stations	28	6	8	6	1	3	4
	1.5%	1.6%	1.5%	2.1%	.4%	1.3%	2.6%
	100.0%	21.4%	28.6%	21.4%	3.6%	10.7%	14.3%
Foreign Radio Station	8	1	2	1	3	1	0
	.4%	.3%	.4%	.4%	1.1%	.4%	.0%
	100.0%	12.5%	25.0%	12.5%	37.5%	12.5%	.0%
Other Station	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
No particular radio station	79	24	17	13	13	8	4
	4.3%	6.3%	3.3%	4.6%	4.9%	3.5%	2.6%
	100.0%	30.4%	21.5%	16.5%	16.5%	10.1%	5.1%
Did not remember	12	2	5	1	1	2	1
	.7%	.5%	1.0%	.4%	.4%	.9%	.7%
	100.0%	16.7%	41.7%	8.3%	8.3%	16.7%	8.3%
Did not listen to radio	831	182	224	133	113	92	87
	45.3%	47.4%	43.0%	47.0%	42.8%	40.2%	56.9%
	100.0%	21.9%	27.0%	16.0%	13.6%	11.1%	10.5%
Total	1834	384	521	283	264	229	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.9%	28.4%	15.4%	14.4%	12.5%	8.3%

[Base: No of Consumers and Time Spent]

TABLE 8.3: RADIO CONSUMPTION BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
Not applicable	18	1	2		3	4	3	5	5	8	5
[TV O'night viewers]	1.0%	.4%	.8%		1.1%	1.5%	1.1%	1.9%	.8%	1.3%	.8%
	100.0%	5.6%	11.1%		16.7%	22.2%	16.7%	27.8%	27.8%	44.4%	27.8%
Radju Malta	56	8	7	13	7	8	9	4	18	21	17
	3.1%	3.0%	2.7%	5.0%	2.7%	3.1%	3.4%	1.5%	3.0%	3.3%	2.8%
	100.0%	14.3%	12.5%	23.2%	12.5%	14.3%	16.1%	7.1%	32.1%	37.5%	30.4%
Radju Parlament 106.6	7	2	1		2	1		1	3	2	2
	.4%	.8%	.4%		.8%	.4%		.4%	.5%	.3%	.3%
	100.0%	28.6%	14.3%		28.6%	14.3%		14.3%	42.9%	28.6%	28.6%
Magic Radio	58	12	2	5	8	10	11	10	15	22	21
	3.2%	4.6%	.8%	1.9%	3.1%	3.8%	4.2%	3.8%	2.5%	3.5%	3.5%
	100.0%	20.7%	3.4%	8.6%	13.8%	17.2%	19.0%	17.2%	25.9%	37.9%	36.2%
Super One Radio	142	22	16	30	19	17	18	20	34	63	45
	7.7%	8.4%	6.1%	11.6%	7.3%	6.5%	6.9%	7.5%	5.6%	10.0%	7.5%
	100.0%	15.5%	11.3%	21.1%	13.4%	12.0%	12.7%	14.1%	23.9%	44.4%	31.7%
Radio 101	38	5	4	5	2	5	10	7	7	15	16
	2.1%	1.9%	1.5%	1.9%	.8%	1.9%	3.8%	2.6%	1.2%	2.4%	2.7%
	100.0%	13.2%	10.5%	13.2%	5.3%	13.2%	26.3%	18.4%	18.4%	39.5%	42.1%
Bay Radio	207	35	27	25	37	31	26	26	67	76	64
	11.3%	13.3%	10.3%	9.7%	14.2%	11.9%	9.9%	9.8%	11.1%	12.1%	10.6%
	100.0%	16.9%	13.0%	12.1%	17.9%	15.0%	12.6%	12.6%	32.4%	36.7%	30.9%
Calypso Radio	93	14	24	16	15	12	6	6	33	26	34
	5.1%	5.3%	9.2%	6.2%	5.7%	4.6%	2.3%	2.3%	5.5%	4.1%	5.6%
	100.0%	15.1%	25.8%	17.2%	16.1%	12.9%	6.5%	6.5%	35.5%	28.0%	36.6%
RTK	79	10	7	9	13	14	12	14	30	21	28
	4.3%	3.8%	2.7%	3.5%	5.0%	5.4%	4.6%	5.3%	5.0%	3.3%	4.6%
	100.0%	12.7%	8.9%	11.4%	16.5%	17.7%	15.2%	17.7%	38.0%	26.6%	35.4%
Smash Radio	28	4	6	5	4	5	4		12	9	7
	1.5%	1.5%	2.3%	1.9%	1.5%	1.9%	1.5%		2.0%	1.4%	1.2%
	100.0%	14.3%	21.4%	17.9%	14.3%	17.9%	14.3%		42.9%	32.1%	25.0%
Radju Marija	76	13	14	15	10	10	8	6	29	26	21
	4.1%	4.9%	5.3%	5.8%	3.8%	3.8%	3.1%	2.3%	4.8%	4.1%	3.5%
	100.0%	17.1%	18.4%	19.7%	13.2%	13.2%	10.5%	7.9%	38.2%	34.2%	27.6%
Campus FM	9	1	2		2	1	2	1	1	6	2
	.5%	.4%	.8%		.8%	.4%	.8%	.4%	.2%	1.0%	.3%
	100.0%	11.1%	22.2%		22.2%	11.1%	22.2%	11.1%	11.1%	66.7%	22.2%
Capital Radio / Vibe FM	28	4	6	3	4	6	2	3	9	9	10
	1.5%	1.5%	2.3%	1.2%	1.5%	2.3%	.8%	1.1%	1.5%	1.4%	1.7%
	100.0%	14.3%	21.4%	10.7%	14.3%	21.4%	7.1%	10.7%	32.1%	32.1%	35.7%
XFM	36	3	9	3	7	7	5	2	13	14	9
	2.0%	1.1%	3.4%	1.2%	2.7%	2.7%	1.9%	.8%	2.2%	2.2%	1.5%
	100.0%	8.3%	25.0%	8.3%	19.4%	19.4%	13.9%	5.6%	36.1%	38.9%	25.0%
Community Radio Stations	28	4	7	2	3	5	4	3	9	7	12
	1.5%	1.5%	2.7%	.8%	1.1%	1.9%	1.5%	1.1%	1.5%	1.1%	2.0%
	100.0%	14.3%	25.0%	7.1%	10.7%	17.9%	14.3%	10.7%	32.1%	25.0%	42.9%
Foreign Radio Station	8	1	2	3			1	1	3	4	1
	.4%	.4%	.8%	1.2%			.4%	.4%	.5%	.6%	.2%
	100.0%	12.5%	25.0%	37.5%			12.5%	12.5%	37.5%	50.0%	12.5%
Other Station	1					1				1	
	.1%					.4%				.2%	
	100.0%					100.0%				100.0%	
No particular radio station	79	7	9	9	12	17	16	9	27	30	22
	4.3%	2.7%	3.4%	3.5%	4.6%	6.5%	6.1%	3.4%	4.5%	4.8%	3.6%
	100.0%	8.9%	11.4%	11.4%	15.2%	21.5%	20.3%	11.4%	34.2%	38.0%	27.8%
Did not remember	12	4	1	2	1	2	1	1	3	4	5
	.7%	1.5%	.4%	.8%	.4%	.8%	.4%	.4%	.5%	.6%	.8%
	100.0%	33.3%	8.3%	16.7%	8.3%	16.7%	8.3%	8.3%	25.0%	33.3%	41.7%
Did not listen to radio	831	113	116	114	112	105	124	147	285	264	282
	45.3%	43.0%	44.3%	44.0%	42.9%	40.2%	47.3%	55.3%	47.3%	42.0%	46.8%
	100.0%	13.6%	14.0%	13.7%	13.5%	12.6%	14.9%	17.7%	34.3%	31.8%	33.9%
Total	1834	263	262	259	261	261	262	266	603	628	603
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	14.3%	14.1%	14.2%	14.2%	14.3%	14.5%	32.9%	34.2%	32.9%

[Base: No of Consumers and Time Spent]

TABLE 8.4: TV CONSUMPTION BY GENDER AND BY AGE GROUP [APR-JUN 2009]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Not applicable	3	1	2	0	0	0	0	1	2	0
[Radio O'night listeners]	.2%	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.8%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%	.0%
No TV Set	8	1	7	0	0	0	4	2	2	0
	.4%	.1%	.7%	.0%	.0%	.0%	.8%	.4%	.8%	.0%
	100.0%	12.5%	87.5%	.0%	.0%	.0%	50.0%	25.0%	25.0%	.0%
TVM	413	183	230	9	46	21	128	123	66	20
	22.5%	22.2%	22.7%	12.9%	15.2%	18.1%	25.4%	23.7%	26.2%	28.6%
	100.0%	44.3%	55.7%	2.2%	11.1%	5.1%	31.0%	29.8%	16.0%	4.8%
One TV	132	57	75	7	10	7	28	51	21	8
	7.2%	6.9%	7.4%	10.0%	3.3%	6.0%	5.6%	9.8%	8.3%	11.4%
	100.0%	43.2%	56.8%	5.3%	7.6%	5.3%	21.2%	38.6%	15.9%	6.1%
Net TV	55	24	31	1	7	2	12	17	12	4
	3.0%	2.9%	3.1%	1.4%	2.3%	1.7%	2.4%	3.3%	4.8%	5.7%
	100.0%	43.6%	56.4%	1.8%	12.7%	3.6%	21.8%	30.9%	21.8%	7.3%
Smash TV	12	5	7	0	0	1	6	2	2	1
	.7%	.6%	.7%	.0%	.0%	.9%	1.2%	.4%	.8%	1.4%
	100.0%	41.7%	58.3%	.0%	.0%	8.3%	50.0%	16.7%	16.7%	8.3%
Education 22	1	1	0	0	0	0	0	0	1	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Family TV	3	1	2	0	0	0	0	2	1	0
	.2%	.1%	.2%	.0%	.0%	.0%	.0%	.4%	.4%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	66.7%	33.3%	.0%
Favourite TV	9	2	7	1	2	0	1	4	1	0
	.5%	.2%	.7%	1.4%	.7%	.0%	.2%	.8%	.4%	.0%
	100.0%	22.2%	77.8%	11.1%	22.2%	.0%	11.1%	44.4%	11.1%	.0%
Rai 1	76	39	37	1	2	1	25	28	15	4
	4.1%	4.7%	3.7%	1.4%	.7%	.9%	5.0%	5.4%	6.0%	5.7%
	100.0%	51.3%	48.7%	1.3%	2.6%	1.3%	32.9%	36.8%	19.7%	5.3%
Rai 2	18	14	4	0	2	0	9	4	3	0
	1.0%	1.7%	.4%	.0%	.7%	.0%	1.8%	.8%	1.2%	.0%
	100.0%	77.8%	22.2%	.0%	11.1%	.0%	50.0%	22.2%	16.7%	.0%
Rai 3	7	3	4	0	1	0	2	2	2	0
	.4%	.4%	.4%	.0%	.3%	.0%	.4%	.4%	.8%	.0%
	100.0%	42.9%	57.1%	.0%	14.3%	.0%	28.6%	28.6%	28.6%	.0%
Rete 4	42	17	25	1	4	3	12	12	8	2
	2.3%	2.1%	2.5%	1.4%	1.3%	2.6%	2.4%	2.3%	3.2%	2.9%
	100.0%	40.5%	59.5%	2.4%	9.5%	7.1%	28.6%	28.6%	19.0%	4.8%
Canale 5	67	13	54	2	12	13	19	17	3	1
	3.7%	1.6%	5.3%	2.9%	4.0%	11.2%	3.8%	3.3%	1.2%	1.4%
	100.0%	19.4%	80.6%	3.0%	17.9%	19.4%	28.4%	25.4%	4.5%	1.5%
Italia 1	80	38	42	7	34	7	16	12	4	0
	4.4%	4.6%	4.2%	10.0%	11.2%	6.0%	3.2%	2.3%	1.6%	.0%
	100.0%	47.5%	52.5%	8.8%	42.5%	8.8%	20.0%	15.0%	5.0%	.0%
Discovery Channel	42	33	9	1	18	0	12	8	2	1
	2.3%	4.0%	.9%	1.4%	5.9%	.0%	2.4%	1.5%	.8%	1.4%
	100.0%	78.6%	21.4%	2.4%	42.9%	.0%	28.6%	19.0%	4.8%	2.4%
MTV	25	7	18	2	19	0	2	2	0	0
	1.4%	.9%	1.8%	2.9%	6.3%	.0%	.4%	.4%	.0%	.0%
	100.0%	28.0%	72.0%	8.0%	76.0%	.0%	8.0%	8.0%	.0%	.0%
BBC Prime	11	4	7	0	0	0	4	5	2	0
	.6%	.5%	.7%	.0%	.0%	.0%	.8%	1.0%	.8%	.0%
	100.0%	36.4%	63.6%	.0%	.0%	.0%	36.4%	45.5%	18.2%	.0%
BBC World	5	3	2	0	0	0	2	1	2	0
	.3%	.4%	.2%	.0%	.0%	.0%	.4%	.2%	.8%	.0%
	100.0%	60.0%	40.0%	.0%	.0%	.0%	40.0%	20.0%	40.0%	.0%
Other TV station	190	100	90	19	42	23	47	44	12	3
	10.4%	12.2%	8.9%	27.1%	13.9%	19.8%	9.3%	8.5%	4.8%	4.3%
	100.0%	52.6%	47.4%	10.0%	22.1%	12.1%	24.7%	23.2%	6.3%	1.6%
No particular station	176	76	100	3	10	3	37	71	39	13
	9.6%	9.2%	9.9%	4.3%	3.3%	2.6%	7.3%	13.7%	15.5%	18.6%
	100.0%	43.2%	56.8%	1.7%	5.7%	1.7%	21.0%	40.3%	22.2%	7.4%

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Did not remember	7 .4%	2 .2%	5 .5%	0 .0%	0 .0%	0 .0%	0 .0%	2 .4%	3 1.2%	2 2.9%
	100.0%	28.6%	71.4%	.0%	.0%	.0%	.0%	28.6%	42.9%	28.6%
Did not watch TV	452 24.6%	199 24.2%	253 25.0%	16 22.9%	94 31.0%	35 30.2%	138 27.4%	109 21.0%	49 19.4%	11 15.7%
	100.0%	44.0%	56.0%	3.5%	20.8%	7.7%	30.5%	24.1%	10.8%	2.4%
Total	1834 100.0%	823 100.0%	1011 100.0%	70 100.0%	303 100.0%	116 100.0%	504 100.0%	519 100.0%	252 100.0%	70 100.0%
	100.0%	44.9%	55.1%	3.8%	16.5%	6.3%	27.5%	28.3%	13.7%	3.8%

[Base: No of Consumers and Time Spent]

TABLE 8.5: TV CONSUMPTION BY DISTRICTS [APR-JUN 2009]

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Not applicable	3	0	2	0	1	0	0
[Radio O'night listeners]	.2%	.0%	.4%	.0%	.4%	.0%	.0%
	100.0%	.0%	66.7%	.0%	33.3%	.0%	.0%
No TV Set	8	0	3	1	2	0	2
	.4%	.0%	.6%	.4%	.8%	.0%	1.3%
	100.0%	.0%	37.5%	12.5%	25.0%	.0%	25.0%
TVM	413	85	125	61	65	42	35
	22.5%	22.1%	24.0%	21.6%	24.6%	18.3%	22.9%
	100.0%	20.6%	30.3%	14.8%	15.7%	10.2%	8.5%
One TV	132	42	31	24	17	14	4
	7.2%	10.9%	6.0%	8.5%	6.4%	6.1%	2.6%
	100.0%	31.8%	23.5%	18.2%	12.9%	10.6%	3.0%
Net TV	55	14	16	6	7	6	6
	3.0%	3.6%	3.1%	2.1%	2.7%	2.6%	3.9%
	100.0%	25.5%	29.1%	10.9%	12.7%	10.9%	10.9%
Smash TV	12	1	5	2	3	1	0
	.7%	.3%	1.0%	.7%	1.1%	.4%	.0%
	100.0%	8.3%	41.7%	16.7%	25.0%	8.3%	.0%
Education 22	1	1	0	0	0	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Family TV	3	0	1	1	0	0	1
	.2%	.0%	.2%	.4%	.0%	.0%	.7%
	100.0%	.0%	33.3%	33.3%	.0%	.0%	33.3%
Favourite TV	9	1	4	1	1	2	0
	.5%	.3%	.8%	.4%	.4%	.9%	.0%
	100.0%	11.1%	44.4%	11.1%	11.1%	22.2%	.0%
Rai 1	76	19	24	6	9	9	9
	4.1%	4.9%	4.6%	2.1%	3.4%	3.9%	5.9%
	100.0%	25.0%	31.6%	7.9%	11.8%	11.8%	11.8%
Rai 2	18	2	7	4	2	3	0
	1.0%	.5%	1.3%	1.4%	.8%	1.3%	.0%
	100.0%	11.1%	38.9%	22.2%	11.1%	16.7%	.0%
Rai 3	7	2	3	1	0	0	1
	.4%	.5%	.6%	.4%	.0%	.0%	.7%
	100.0%	28.6%	42.9%	14.3%	.0%	.0%	14.3%
Rete 4	42	9	15	3	9	4	2
	2.3%	2.3%	2.9%	1.1%	3.4%	1.7%	1.3%
	100.0%	21.4%	35.7%	7.1%	21.4%	9.5%	4.8%
Canale 5	67	15	20	14	6	10	2
	3.7%	3.9%	3.8%	4.9%	2.3%	4.4%	1.3%
	100.0%	22.4%	29.9%	20.9%	9.0%	14.9%	3.0%
Italia 1	80	14	20	12	17	10	7
	4.4%	3.6%	3.8%	4.2%	6.4%	4.4%	4.6%
	100.0%	17.5%	25.0%	15.0%	21.3%	12.5%	8.8%
Discovery Channel	42	7	6	6	9	10	4
	2.3%	1.8%	1.2%	2.1%	3.4%	4.4%	2.6%
	100.0%	16.7%	14.3%	14.3%	21.4%	23.8%	9.5%
MTV	25	4	4	4	3	7	3
	1.4%	1.0%	.8%	1.4%	1.1%	3.1%	2.0%
	100.0%	16.0%	16.0%	16.0%	12.0%	28.0%	12.0%
BBC Prime	11	2	4	2	1	2	0
	.6%	.5%	.8%	.7%	.4%	.9%	.0%
	100.0%	18.2%	36.4%	18.2%	9.1%	18.2%	.0%
BBC World	5	0	2	1	1	1	0
	.3%	.0%	.4%	.4%	.4%	.4%	.0%
	100.0%	.0%	40.0%	20.0%	20.0%	20.0%	.0%
Other TV station	190	37	58	23	25	32	15
	10.4%	9.6%	11.1%	8.1%	9.5%	14.0%	9.8%
	100.0%	19.5%	30.5%	12.1%	13.2%	16.8%	7.9%
No particular station	176	42	45	27	25	22	15
	9.6%	10.9%	8.6%	9.5%	9.5%	9.6%	9.8%
	100.0%	23.9%	25.6%	15.3%	14.2%	12.5%	8.5%

	TOTAL	DISTRICTS					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Did not remember	7	2	2	3	0	0	0
	.4%	.5%	.4%	1.1%	.0%	.0%	.0%
	100.0%	28.6%	28.6%	42.9%	.0%	.0%	.0%
Did not watch TV	452	85	124	81	61	54	47
	24.6%	22.1%	23.8%	28.6%	23.1%	23.6%	30.7%
	100.0%	18.8%	27.4%	17.9%	13.5%	11.9%	10.4%
Total	1834	384	521	283	264	229	153
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.9%	28.4%	15.4%	14.4%	12.5%	8.3%

[Base: No of Consumers and Time Spent]

TABLE 8.6: TV CONSUMPTION BY WEEKDAY AND BY MONTH [APR-JUN 2009]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
Not applicable	3	2						1	2	1	
[Radio O'night listeners]	.2%	.8%						.4%	.3%	.2%	
	100.0%	66.7%						33.3%	66.7%	33.3%	
No TV Set	8	1	3	2		1		1	1	5	2
	.4%	.4%	1.1%	.8%		.4%		.4%	.2%	.8%	.3%
	100.0%	12.5%	37.5%	25.0%		12.5%		12.5%	12.5%	62.5%	25.0%
TVM	413	55	58	42	50	86	39	83	144	150	119
	22.5%	20.9%	22.1%	16.2%	19.2%	33.0%	14.9%	31.2%	23.9%	23.9%	19.7%
	100.0%	13.3%	14.0%	10.2%	12.1%	20.8%	9.4%	20.1%	34.9%	36.3%	28.8%
One TV	132	19	23	29	16	12	16	17	42	47	43
	7.2%	7.2%	8.8%	11.2%	6.1%	4.6%	6.1%	6.4%	7.0%	7.5%	7.1%
	100.0%	14.4%	17.4%	22.0%	12.1%	9.1%	12.1%	12.9%	31.8%	35.6%	32.6%
Net TV	55	8	11	9	6	6	9	6	24	14	17
	3.0%	3.0%	4.2%	3.5%	2.3%	2.3%	3.4%	2.3%	4.0%	2.2%	2.8%
	100.0%	14.5%	20.0%	16.4%	10.9%	10.9%	16.4%	10.9%	43.6%	25.5%	30.9%
Smash TV	12		1	5	4	1	1		3	6	3
	.7%		.4%	1.9%	1.5%	.4%	.4%		.5%	1.0%	.5%
	100.0%		8.3%	41.7%	33.3%	8.3%	8.3%		25.0%	50.0%	25.0%
Education 22	1							1	1		
	.1%							.4%	.2%		
	100.0%							100.0%	100.0%		
Family TV	3	1		1				1	1	2	
	.2%	.4%		.4%				.4%	.2%	.3%	
	100.0%	33.3%		33.3%				33.3%	33.3%	66.7%	
Favourite TV	9	1	2	1	1	1	3			7	2
	.5%	.4%	.8%	.4%	.4%	.4%	1.1%			1.1%	.3%
	100.0%	11.1%	22.2%	11.1%	11.1%	11.1%	33.3%			77.8%	22.2%
Rai 1	76	14	8	15	11	5	15	8	27	24	25
	4.1%	5.3%	3.1%	5.8%	4.2%	1.9%	5.7%	3.0%	4.5%	3.8%	4.1%
	100.0%	18.4%	10.5%	19.7%	14.5%	6.6%	19.7%	10.5%	35.5%	31.6%	32.9%
Rai 2	18	3	2	8	1		3	1	4	9	5
	1.0%	1.1%	.8%	3.1%	.4%		1.1%	.4%	.7%	1.4%	.8%
	100.0%	16.7%	11.1%	44.4%	5.6%		16.7%	5.6%	22.2%	50.0%	27.8%
Rai 3	7	2		2	1			2	1	4	2
	.4%	.8%		.8%	.4%			.8%	.2%	.6%	.3%
	100.0%	28.6%		28.6%	14.3%			28.6%	14.3%	57.1%	28.6%
Rete 4	42	8	9	9	6	4	1	5	19	8	15
	2.3%	3.0%	3.4%	3.5%	2.3%	1.5%	.4%	1.9%	3.2%	1.3%	2.5%
	100.0%	19.0%	21.4%	21.4%	14.3%	9.5%	2.4%	11.9%	45.2%	19.0%	35.7%
Canale 5	67	21	7	9	14	5	4	7	26	26	15
	3.7%	8.0%	2.7%	3.5%	5.4%	1.9%	1.5%	2.6%	4.3%	4.1%	2.5%
	100.0%	31.3%	10.4%	13.4%	20.9%	7.5%	6.0%	10.4%	38.8%	38.8%	22.4%
Italia 1	80	15	15	8	13	6	15	8	26	20	34
	4.4%	5.7%	5.7%	3.1%	5.0%	2.3%	5.7%	3.0%	4.3%	3.2%	5.6%
	100.0%	18.8%	18.8%	10.0%	16.3%	7.5%	18.8%	10.0%	32.5%	25.0%	42.5%
Discovery Channel	42	13	10	2	6	2	6	3	8	12	22
	2.3%	4.9%	3.8%	.8%	2.3%	.8%	2.3%	1.1%	1.3%	1.9%	3.6%
	100.0%	31.0%	23.8%	4.8%	14.3%	4.8%	14.3%	7.1%	19.0%	28.6%	52.4%
MTV	25	1	4	2	3	7	4	4	10	6	9
	1.4%	.4%	1.5%	.8%	1.1%	2.7%	1.5%	1.5%	1.7%	1.0%	1.5%
	100.0%	4.0%	16.0%	8.0%	12.0%	28.0%	16.0%	16.0%	40.0%	24.0%	36.0%
BBC Prime	11			3	2		5	1	2	4	5
	.6%			1.2%	.8%		1.9%	.4%	.3%	.6%	.8%
	100.0%			27.3%	18.2%		45.5%	9.1%	18.2%	36.4%	45.5%
BBC World	5				1	1		3	2	1	2
	.3%				.4%	.4%		1.1%	.3%	.2%	.3%
	100.0%				20.0%	20.0%		60.0%	40.0%	20.0%	40.0%
Other TV station	190	28	23	32	29	24	26	28	49	75	66
	10.4%	10.6%	8.8%	12.4%	11.1%	9.2%	9.9%	10.5%	8.1%	11.9%	10.9%
	100.0%	14.7%	12.1%	16.8%	15.3%	12.6%	13.7%	14.7%	25.8%	39.5%	34.7%
No particular station	176	14	28	27	34	21	27	25	69	65	42
	9.6%	5.3%	10.7%	10.4%	13.0%	8.0%	10.3%	9.4%	11.4%	10.4%	7.0%
	100.0%	8.0%	15.9%	15.3%	19.3%	11.9%	15.3%	14.2%	39.2%	36.9%	23.9%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Did not remember	7 .4%	1 .4%	1 .4%	1 .4%			2 .8%	2 .8%	4 .7%		3 .5%
	100.0%	14.3%	14.3%	14.3%			28.6%	28.6%	57.1%		42.9%
Did not watch TV	452 24.6%	56 21.3%	57 21.8%	52 20.1%	63 24.1%	79 30.3%	86 32.8%	59 22.2%	138 22.9%	142 22.6%	172 28.5%
	100.0%	12.4%	12.6%	11.5%	13.9%	17.5%	19.0%	13.1%	30.5%	31.4%	38.1%
Total	1834 100.0%	263 100.0%	262 100.0%	259 100.0%	261 100.0%	261 100.0%	262 100.0%	266 100.0%	603 100.0%	628 100.0%	603 100.0%
	100.0%	14.3%	14.3%	14.1%	14.2%	14.2%	14.3%	14.5%	32.9%	34.2%	32.9%

[Base: No of Consumers and Time Spent]