L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

RADIO AND TELEVISION AUDIENCE ASSESSMENT
JULY 2017

MARIO AXIAK B.A. HONS.(MANAGEMENT), M.B.A. (MAASTRICHT)
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719

AUGUST 2017

PUBLISHED IN 2017 BY THE
BROADCASTING AUTHORITY
MILE END ROAD, ĦAMRUN HMR1719, MALTA
TEL: 2122 1281, 2124 7908
FAX: 2124 0855
E-MAIL: info.ba@ba.org.mt
WEB: http://www.ba.org.mt

CONTENTS

			Page
1.	**Sampling and Sample Profile**		**1**
2.	**Radio Audiences and Assessment**		**4**
	2.1	Radio Audience Reach	4
	2.2	DAB+	6
	2.3	Radio Audience Shares	8
	2.3.1	*Average Audiences*	*8*
	2.3.2	*Peak Audiences*	*9*
	2.3.3	*Radio Audience Share by Half-hour slots*	*10*
	2.3.4	*Daily Average Hours of Radio Consumption*	*11*
	2.3.5	*Radio Stations Audience Share*	*12*
3.	**TV Audiences and Assessment**		**13**
	3.1	TV Audience Reach	13
	3.2	TV Services	15
	3.3	TV Programme Genres	17
	3.4	TV Audience Shares	21
	3.4.1	*Average Audiences*	*21*
	3.4.2	*Peak Audiences by Station*	*22*
	3.4.3	*TV Audience Share by Half-hour Slots*	*22*
	3.4.4	*Daily Audience Hours of TV Consumption*	*23*
	3.4.5	*TV Stations Audience Share*	*24*
4.	**Children watching TV**		**25**
	4.1	Children 9-15 years old	25
	4.1	Programmes followed by 9-15 year olds	26
Appendices			
A.	**Questionnaire**		**27**
B.	**Nationwide Licensed Broadcasting Stations**		**30**
C.	**Radio Audiences by Half-Hour Slots – Monday to Sunday**		**31**
D.	**TV Audiences by Half-Hour Slots – Monday to Sunday**		**38**

1. SAMPLING AND SAMPLE PROFILE

For the year 2017 the Broadcasting Authority made arrangements with the N.S.O.so that data is collected for one month within a specific quarter. During this year data will be collected during the months of February, July and October 2017.

For these three assessments, the telephone questionnaire was changed. The perpetual questions "Which 3 radio stations did you listen to most yesterday?" and "Which 3 TV stations did you follow most yesterday?" were maintained as these indicate radio listening and TV following patterns of the local population. Each respondent has the facility of naming three different broadcasting stations for three different time spans throughout the day.

Previously respondents were asked which their three most favourite television programmes were. This was not done to identify the most favourite programme even if it was not watched the day before the interview but to find out what kind of programmes viewers were more likely to follow. In fact, the list of programmes that were named was classified according to their genre and the results showed what the programme genres that local media consumers preferred were.

For this period, respondents were directly asked what type of programmes they like to watch on local television stations. A list of eleven options was read out and respondents were asked whether they liked or not to watch each programme genre.

Another area which the Authority wanted to research is what type of service respondents have to watch television in view of the introduction of IPTV [television content through Internet], Android boxes, and Netflix [Internet based services]. Similarly for radio, respondents were asked whether they have DAB+ to follow radio programmes; if yes, do they use their DAB+ radio to follow local stations only and/or to follow foreign radio stations. Interviewers were instructed that they were to clarify this question by asking whether the respondent could easily change from one station to the other without any frequency interference; with DAB respondents never had to remember the station's frequency; the display on the radio-set shows the station names alphabetically; and whether respondents had more stations to choose from beside local broadcasting stations.

The demographics of the population were also changed. Previously any 12 year old and above could be identified by the N.S.O. From this assessment 12 to 15 year olds were left out from the required sample and any 16 year old and above could be selected to participate.

Since children were being left out from the demographics, respondents were asked whether they had any children between 9 and 15 years and what type of programme their children liked to follow. These respondents had the option to specify three types of programmes.

As in previous audience assessments, the N.S.O. selected the sample, administered the survey and collected the data. Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers who were instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and were instructed to callback individuals up to 3 times before interviewing the next person in their list. This is mainly required to avoid any bias that could be introduced between the actual demographics of interviewed people and the desired sample.

For this assessment data was collected between Saturday 1st and Monday 31st July, both days included. A total of forty daily questionnaires were compiled giving a total sample of 1,240 respondents.

For July 2017, 37.23% of all contacted persons accepted to participate while 3.45% refused. The eldest person contacted was 95 years old while the youngest were 16 year olds. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

For this data-set a response rate of 37.23%, an estimated population size of 374,782 [aged 16 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of ± 2.69%.

The data collected was subsequently weighted to represent the required demographical sample by gender, by age group and by district to be representative of the whole population.

Response Rate

	Jul 2017		Feb 2017	Oct 2016	Jul 2016	Feb 2016	Oct 2015	Jul 2015
Responses	[n.]	%	%	%	%	%	%	%
Accepted	1240	37.23%	34.81%	37.42%	35.75%	50.72%	45.17%	54.34%
Refusal	115	3.45%	3.99%	3.53%	2.22%	3.24%	5.39%	4.03%
Non Contact	1,405	42.18%	42.95%	26.67%	20.81%	14.87%	24.59%	21.74%
Unreachable	558	16.75%	17.66%	32.14%	41.08%	30.87%	17.63%	18.89%
Ineligible	13	0.39%	0.59%	0.24%	0.14%	0.31%	7.21%	1.01%
Contacted	3,331	100%	100%	100%	100%	100%	100%	100%
Not Used	389							
Total	3,720							

Margin of Error [±]

Population	N	374,782					
Response Rate		**37.23%**					
Sample	[n]	1240					
	[±]	*2.69%*					
Gender		**Male**	**Female**				
	[n]	617	622				
	[±]	*3.81%*	*3.80%*				
Age-Group		**16-30**	**31-50**	**51-70**	**71+**		
	[n]	274	406	344	216		
	[±]	*5.72%*	*4.70%*	*5.11%*	*6.22%*		
District		**South Harbourt**	**North Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
	[n]	228	371	190	167	192	91
	[±]	*6.27%*	*4.92%*	*6.87%*	*7.33%*	*6.84%*	*9.93%*
Weekday		**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**	**Sun**
	[n]	198	160	170	153	158	198	203
	[±]	*6.73%*	*7.49%*	*7.27%*	*7.66%*	*7.54%*	*6.73%*	*6.65%*

[Based on the weighted sample]

Sample Profile

Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
16-30	170	75	95	29	47	38	26	22	8
	13.7%	14.4%	13.2%	13.8%	13.6%	16.7%	13.9%	12.7%	8.2%
	100.0%	44.1%	55.9%	17.1%	27.6%	22.4%	15.3%	12.9%	4.7%
31-50	307	123	184	46	66	69	52	47	27
	24.8%	23.7%	25.6%	21.9%	19.1%	30.3%	27.8%	27.2%	27.8%
	100.0%	40.1%	59.9%	15.0%	21.5%	22.5%	16.9%	15.3%	8.8%
51-70	471	217	254	68	139	87	76	66	35
	38.0%	41.7%	35.3%	32.4%	40.3%	38.2%	40.6%	38.2%	36.1%
	100.0%	46.1%	53.9%	14.4%	29.5%	18.5%	16.1%	14.0%	7.4%
71+	292	105	187	67	93	34	33	38	27
	23.5%	20.2%	26.0%	31.9%	27.0%	14.9%	17.6%	22.0%	27.8%
	100.0%	36.0%	64.0%	22.9%	31.8%	11.6%	11.3%	13.0%	9.2%
Total	1240	520	720	210	345	228	187	173	97
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	41.9%	58.1%	16.9%	27.8%	18.4%	15.1%	14.0%	7.8%

[Count; Col%; Row%]

Weighted Sample Profile

Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
16-30	274	144	130	47	79	43	39	45	20
	22.1%	23.3%	20.9%	20.8%	21.2%	22.9%	23.6%	23.3%	22.0%
	100.0%	52.5%	47.5%	17.2%	28.8%	15.9%	14.4%	16.3%	7.3%
31-50	406	210	196	69	120	71	51	68	27
	32.7%	34.0%	31.4%	30.5%	32.4%	37.3%	30.4%	35.1%	29.5%
	100.0%	51.8%	48.2%	17.1%	29.6%	17.5%	12.5%	16.6%	6.7%
51-70	344	177	166	56	104	54	54	51	25
	27.7%	28.8%	26.7%	24.4%	28.1%	28.3%	32.1%	26.6%	27.6%
	100.0%	51.6%	48.4%	16.2%	30.4%	15.6%	15.6%	14.9%	7.3%
71+	216	86	130	55	68	22	23	29	19
	17.5%	13.9%	20.9%	24.3%	18.2%	11.6%	13.8%	15.1%	20.9%
	100.0%	39.7%	60.3%	25.6%	31.3%	10.2%	10.7%	13.4%	8.9%
Total	1240	617	622	228	371	190	167	192	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	18.4%	29.9%	15.3%	13.5%	15.5%	7.4%

[Count; Col%; Row%]

Population Demographics

Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
16-30	82,800	43,445	39,355	14,283	23,843	13,146	11,923	13,537	6,068
	22.1%	23.3%	20.9%	20.8%	21.2%	22.9%	23.6%	23.3%	22.0%
	100.0%	52.5%	47.5%	17.2%	28.8%	15.9%	14.4%	16.3%	7.3%
31-50	122,681	63,500	59,182	20,989	36,321	21,430	15,362	20,418	8,160
	32.7%	34.0%	31.4%	30.5%	32.4%	37.3%	30.4%	35.1%	29.5%
	100.0%	51.8%	48.2%	17.1%	29.6%	17.5%	12.5%	16.6%	6.7%
51-70	103,900	53,663	50,237	16,794	31,569	16,242	16,220	15,451	7,624
	27.7%	28.8%	26.7%	24.4%	28.1%	28.3%	32.1%	26.6%	27.6%
	100.0%	51.6%	48.4%	16.2%	30.4%	15.6%	15.6%	14.9%	7.3%
71+	65,401	25,991	39,410	16,719	20,474	6,648	6,983	8,788	5,789
	17.5%	13.9%	20.9%	24.3%	18.2%	11.6%	13.8%	15.1%	20.9%
	100.0%	39.7%	60.3%	25.6%	31.3%	10.2%	10.7%	13.4%	8.9%
Total	374,782	186,599	188,184	68,785	112,207	57,467	50,488	58,194	27,642
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	18.4%	29.9%	15.3%	13.5%	15.5%	7.4%

[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1. Radio Audience Reach

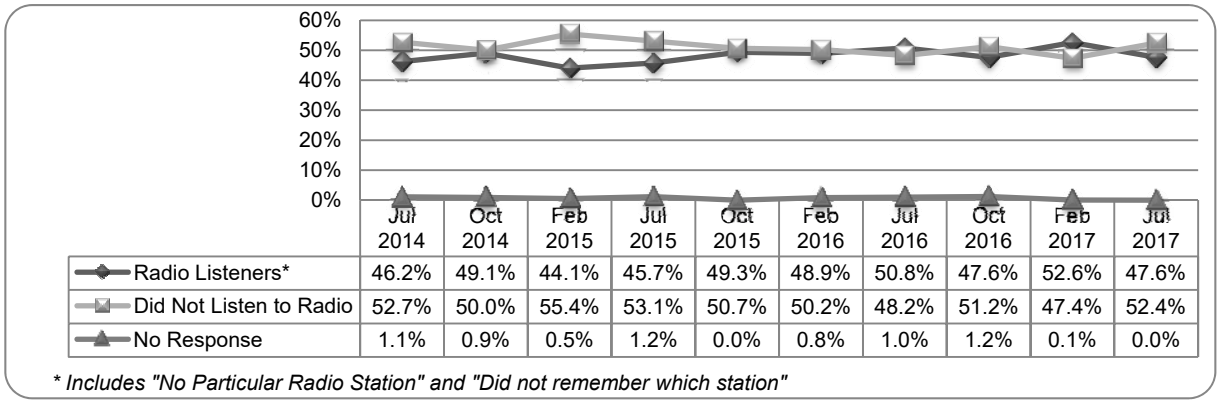
The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station.

During July 2017, 47.6% stated that they had listened to radio the day before the interview while 52.4% categorically stated that they had not listened to radio the previous day. This means that as much as 178,000 persons aged 16 or over followed at least one radio station the previous day. On the other hand 33 respondents [≈9,600; 2.0%] replied that they do not have a radio set.

Compared to previous data, there was a decrease of 5% of radio listeners over the previous assessment period of February 2017, and more significantly there was a decrease of 3.2% over the equivalent period last year (July 2016) - see below

:

Radio Audience Reach



	Jul 2014	Oct 2014	Feb 2015	Jul 2015	Oct 2015	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017
Radio Listeners*	46.2%	49.1%	44.1%	45.7%	49.3%	48.9%	50.8%	47.6%	52.6%	47.6%
Did Not Listen to Radio	52.7%	50.0%	55.4%	53.1%	50.7%	50.2%	48.2%	51.2%	47.4%	52.4%
No Response	1.1%	0.9%	0.5%	1.2%	0.0%	0.8%	1.0%	1.2%	0.1%	0.0%

** Includes "No Particular Radio Station" and "Did not remember which station"*

On Average 178,000 persons (47.6%) aged 16 and over followed at least one radio station during July 2017

	Total N	Yes [1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+16 years]	**374,782**	**178,393**	**196,389**	**0**	**100**	**47.60**	**52.40**	**0.00**
Gender								
Males	186,599	88,925	97,674	0	100	47.66	52.34	0.00
Females	188,184	89,468	98,716	0	100	47.54	52.46	0.00
	374,782	**178,393**	**196,389**	**0**				
Age group								
16-30	82,800	37,007	45,793	0	100	44.69	55.31	0.00
31-50	122,681	60,834	61,848	0	100	49.59	50.41	0.00
51-70	103,900	50,832	53,067	0	100	48.92	51.08	0.00
70+	65,401	29,720	35,681	0	100	45.44	54.56	0.00
	374,782	**178,393**	**196,389**	**0**				
District								
South Harbour	68,785	36,415	32,370	0	100	52.94	47.06	0.00
North Harbour	112,207	51,368	60,839	0	100	45.78	54.22	0.00
South Eastern	57,467	26,664	30,802	0	100	46.40	53.60	0.00
Western	50,488	24,119	26,370	0	100	47.77	52.23	0.00
Northern	58,194	31,299	26,895	0	100	53.78	46.22	0.00
Gozo & Comino	27,642	8,529	**19,113**	**0**	100	30.85	69.15	0.00
	374,782	**178,393**	**196,389**	**0**				

[1] Includes those who "did not remember which station they followed" [2.1%; ≈7,900] and those who "did not follow any particular radio station" [2.5%; ≈9,400].

Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, 66 listeners named a second station while another seven respondents named a third radio station. This discloses the trend that in general radio listeners tend to follow a particular radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

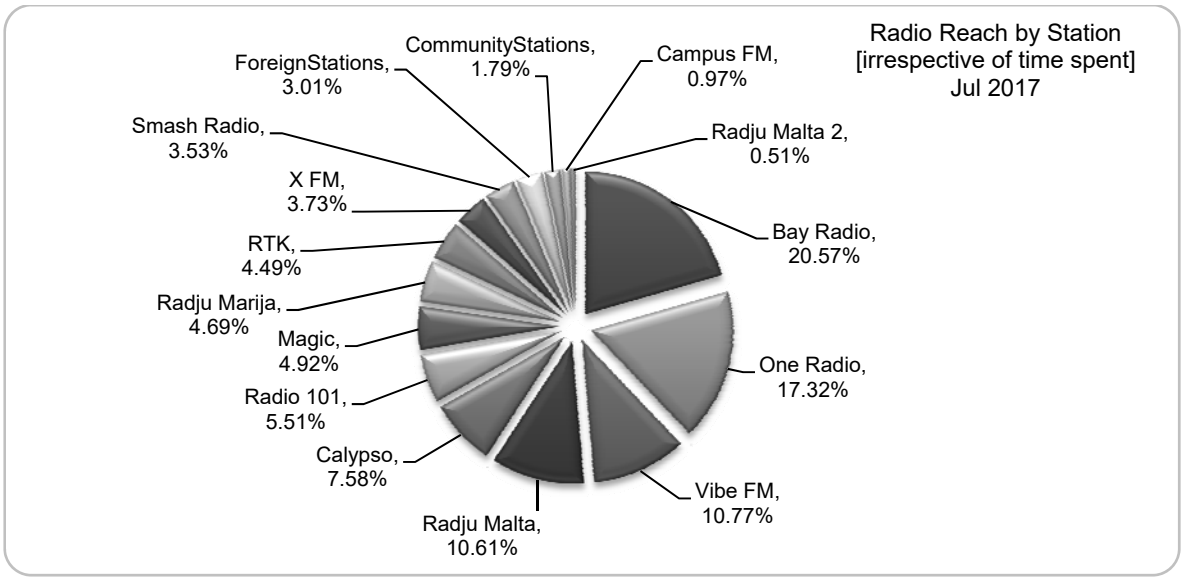
Bay Radio has attracted the largest amount of radio listeners [20.57%] with ≈38,000 listeners. This station was followed by ONE Radio with 17.32% of all listeners [≈32,000] and Vibe FM with 10.77% [≈22,000]. Bay Radio was the most followed station by all those under fifty years old – with just less than half [43.67%] of 16-30 year olds following this station. ONE Radio, on the other hand, was the most followed station by all those over fifty years old – with just below a quarter [24.52%] of all 51-70 year olds and just about a third of all 70+ year olds [32.04%] following this station.

Bay radio was the most followed station in four of the districts while ONE Radio was the most followed station in the South Harbour and in the South Eastern district.

Percentage Reach by Radio Station

				Gender		Age Group				District					
	Ranking	Total [≈N] [rounded-up]	Total %	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo and Comino
Radju Malta	[4]	20,000	10.61	11.10	10.15	4.19	3.51	16.40	21.53	10.35	8.49	14.26	9.74	10.36	16.80
Radju Malta 2	[15]	1,000	0.51	0.76	0.27	1.69			0.78	2.47					
Magic	[7]	9,000	4.92	5.48	4.41	4.15	7.88	4.94	0.64	6.51	3.04	2.34	4.85	9.78	
ONE Radio	[2]	32,000	17.32	**19.73**	15.09	6.62	9.73	**24.52**	**32.04**	**26.73**	15.89	**21.45**	12.96	8.92	15.31
Radio 101	[6]	10,000	5.51	3.84	7.05	0.94	2.99	10.21	7.89	2.70	6.46	3.49	7.48	7.61	4.86
Bay Radio	[1]	38,000	**20.57**	16.04	**24.77**	**43.67**	**32.60**	2.85		11.55	**22.27**	20.56	**27.75**	**20.08**	**30.69**
Calypso Radio	[5]	14,000	7.58	9.05	6.22	0.95	4.52	17.17	5.51	7.12	10.01	6.73	5.89	7.35	2.92
RTK	[9]	9,000	4.49	1.73	7.04	0.82		7.29	12.34	4.09	6.19	2.87	3.07	4.41	5.60
Smash Radio	[11]	7,000	3.53	3.71	3.37	0.85	8.93	0.90	1.55	2.69	3.66	4.59	3.79	3.33	2.92
Radju Marija	[8]	9,000	4.69	2.70	6.52		2.22	6.76	11.37	5.43	5.03	2.90	2.48	5.92	7.29
Campus FM	[14]	2,000	0.97	0.71	1.21	1.82	0.64	0.90	0.64	1.06	0.40	2.50		1.51	
Vibe FM	[3]	20,000	10.77	13.02	8.68	24.27	17.03	0.46		11.40	12.14	6.52	17.05	9.11	
X FM	[10]	7,000	3.73	4.73	2.81	6.67	6.08	1.27		0.66	2.76	7.69	2.24	7.68	
Community	[13]	4,000	1.79	1.91	1.68	1.68	0.58	1.25	4.93	2.24	0.80	1.85		2.12	10.46
Foreign Stations	[12]	6,000	3.01	5.48	0.74	1.69	3.29	5.09	0.78	5.00	2.85	2.25	2.70	1.82	3.17
Total		188,000	100	100	100	100	100	100	100	100	100	100	100	100	100

Based on Radio Listeners including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.



2.2. "DAB+"

Respondents were asked whether they have a *DAB+ r*adio-set to listen to radio. Interviewers were instructed to explain that with a DAB+ radio-set the signal will either be brilliantly crisp and clear or it won't be there at all; and with *DAB+* radio-set listeners will never have to remember a station's frequency while the display on the radio shows the station names in alphabetical order.

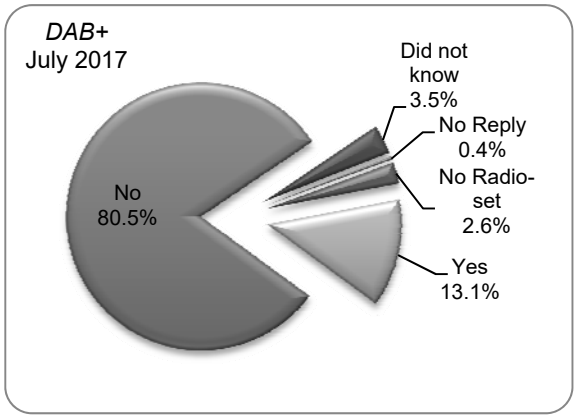
Only 3.5% of the respondents did not know what kind of radio-set they had to listen to stations. As much as 80.5% of the population replied that they do not have a *DAB+* radio-set; while only 13.1% stated that they have a *DAB+* radio-set. Another 0.4% of respondents did not reply while a further 2.6% stated that they do not listen to radio as they do not have a radio-set.

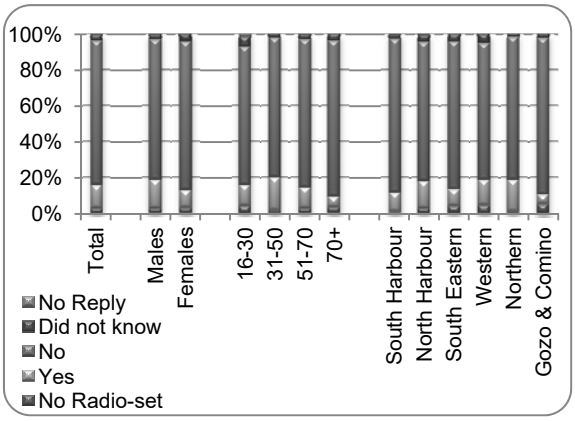
Just more than half [53.4%] of those who stated that they have a *DAB+* radio-set replied that they only listen to local stations; another 5.4% they use their *DAB+* radio-set to listen to only foreign stations; while 29.8% stated that they listen to both local and foreign stations broadcasting on this platform. A further 10.9% stated that although they have the availability of a *DAB+* radio-set they do not use this set.

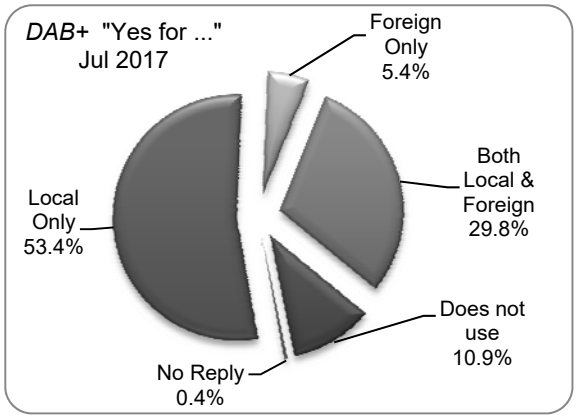
Without taking into consideration the time spent by each radio listener, the percentage of those who stated that they had a DAB+ radio-set was analysed against the radio reach of each radio station.

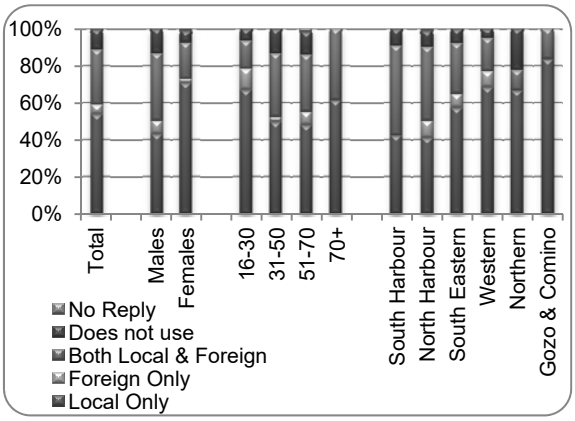
The highest amount of radio listeners using a DAB+ radio-set were those of Bay Radio [≈6,900 – 18.7% of that station's reach]. These were closely followed by ONE Radio listeners [≈4,400 – 14.1%]; those listening to a foreign station [≈3,800 – 70.5%]; and those who listened to more than one station [≈2,400 – 25.9%].

The highest percentage of listeners making use of a DAB+ radio-set were those following a foreign station [70.5%] of all those listeners; followed by those of XFM where just more than a third of its listeners [34.5% – ≈2,330 listeners] follow that station on the *DAB+*.







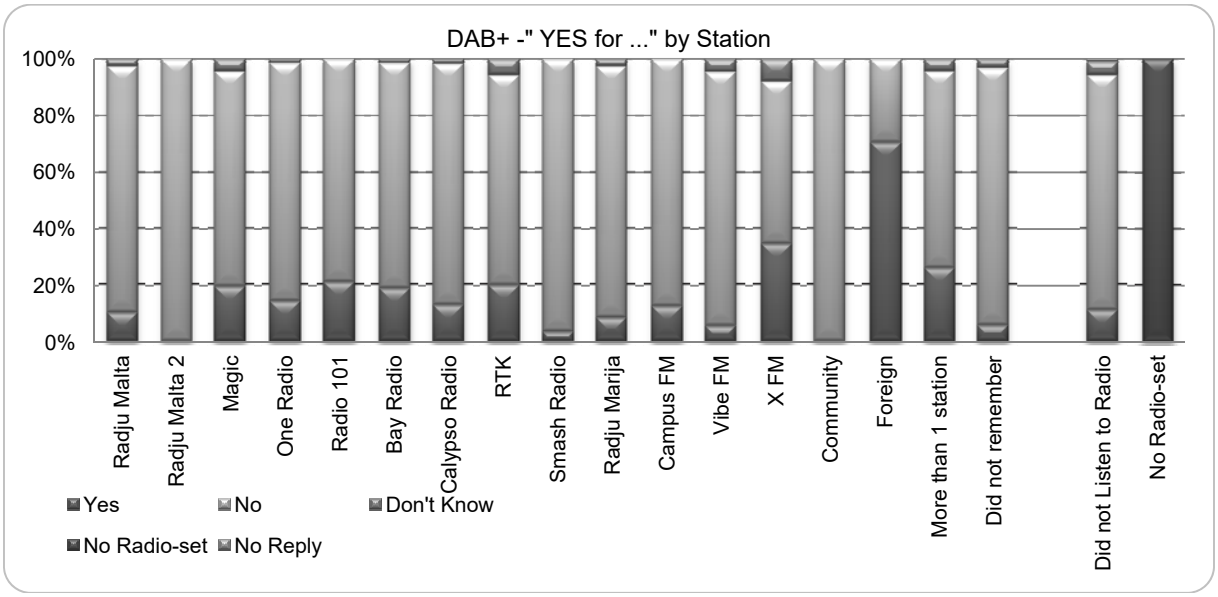


DAB+ - By Gender, By Age Groups, By Districts

		Gender		Age Group				District					
	Total	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Yes	48,991	30,166	18,825	9,866	22,654	12,481	3,989	7,430	17,223	5,398	7,158	10,275	1,506
	13.1%	16.2%	10.0%	11.9%	18.5%	12.0%	6.1%	10.8%	15.3%	9.4%	14.2%	17.7%	5.4%
	100%	61.6%	38.4%	20.1%	46.2%	25.5%	8.1%	15.2%	35.2%	11.0%	14.6%	21.0%	3.1%
No	301,527	145,928	155,599	63,817	95,463	85,398	56,848	58,907	86,615	47,202	38,506	46,235	24,062
	80.5%	78.2%	82.7%	77.1%	77.8%	82.2%	86.9%	85.6%	77.2%	82.1%	76.3%	79.4%	87.1%
	100%	48.4%	51.6%	21.2%	31.7%	28.3%	18.9%	19.5%	28.7%	15.7%	12.8%	15.3%	8.0%
Don't know	13,071	4,904	8,167	4,645	2,714	3,174	2,538	1,290	4,736	2,439	2,698	1,213	696
	3.5%	2.6%	4.3%	5.6%	2.2%	3.1%	3.9%	1.9%	4.2%	4.2%	5.3%	2.1%	2.5%
	100%	37.5%	62.5%	35.5%	20.8%	24.3%	19.4%	9.9%	36.2%	18.7%	20.6%	9.3%	5.3%
No Reply	1,590	1,228	362	1,228		362		663	773	155			
	.4%	.7%	.2%	1.5%		.3%		1.0%	.7%	.3%			
	100%	77.2%	22.8%	77.2%		22.8%		41.7%	48.6%	9.7%			
No Radio-set	9,603	4,373	5,230	3,244	1,850	2,484	2,026	496	2,861	2,273	2,126	471	1,377
	2.6%	2.3%	2.8%	3.9%	1.5%	2.4%	3.1%	.7%	2.5%	4.0%	4.2%	.8%	5.0%
	100%	45.5%	54.5%	33.8%	19.3%	25.9%	21.1%	5.2%	29.8%	23.7%	22.1%	4.9%	14.3%
Total	374,782	186,599	188,184	82,800	122,681	103,900	65,401	68,785	112,207	57,467	50,488	58,194	27,642
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100.0%	49.8%	50.2%	22.1%	32.7%	27.7%	17.5%	18.4%	29.9%	15.3%	13.5%	15.5%	7.4%

DAB+ "Yes for ..." - By Gender, By Age Groups, By districts

		Gender		Age Group				District					
	Total	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Local Only	26,178	12,886	13,292	6,587	11,192	5,955	2,443	3,129	7,028	3,082	4,870	6,813	1,255
	53.4%	42.7%	70.6%	66.8%	49.4%	47.7%	61.2%	42.1%	40.8%	57.1%	68.0%	66.3%	83.3%
	100%	49.2%	50.8%	25.2%	42.8%	22.7%	9.3%	12.0%	26.8%	11.8%	18.6%	26.0%	4.8%
Foreign Only	2,655	2,252	404	1,131	622	903			1625	408	622		
	5.4%	7.5%	2.1%	11.5%	2.7%	7.2%			9.4%	7.6%	8.7%		
	100%	84.8%	15.2%	42.6%	23.4%	34.0%			61.2%	15.4%	23.4%		
Both Local & Foreign	14,623	10,929	3,694	1,487	7,755	3,834	1,546	3,607	6,859	1,475	1293	1,137	251
	29.8%	36.2%	19.6%	15.1%	34.2%	30.7%	38.8%	48.6%	39.8%	27.3%	18.1%	11.1%	16.7%
	100%	74.7%	25.3%	10.2%	53.0%	26.2%	10.6%	24.7%	46.9%	10.1%	8.8%	7.8%	1.7%
Has *DAB+* but does not use	5,327	4,100	1,228	661	3,085	1,582		693	1,503	433	373	2,325	
	10.9%	13.6%	6.5%	6.7%	13.6%	12.7%		9.3%	8.7%	8.0%	5.2%	22.6%	
	100%	77.0%	23.0%	12.4%	57.9%	29.7%		13.0%	28.2%	8.1%	7.0%	43.7%	
No Reply	207		207			207			207				
	.4%		1.1%			1.7%			1.2%				
	100.0%		100.0%			100.0%			100.0%				
Total	48,991	30,166	18,825	9,866	22,654	12,481	3,989	7,430	17,223	5,398	7,158	10,275	1,506
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	61.6%	38.4%	20.1%	46.2%	25.5%	8.1%	15.2%	35.2%	11.0%	14.6%	21.0%	3.1%



***DAB+* – "Yes for ..." By Station**

	TOTAL N	Yes N	No N	Don't Know N	No Radio-set N	No Reply N	Yes %	No %	Don't Know %	No Radio-set %	No Reply %	Total %
Radju Malta	19,195	1,924	16,793	478			10.0	87.5	2.5			100
Radju Malta 2	915		915					100				100
Magic	8,912	1,728	6,792	392			19.4	76.2	4.4			100
One Radio	31,344	4,422	26,489	433			14.1	84.5	1.4			100
Radio 101	9,969	2,082	7,887				20.9	79.1				100
Bay Radio	37,233	6,949	29,757	527			18.7	79.9	1.4			100
Calypso Radio	13,714	1,757	11,750	207			12.8	85.7	1.5			100
RTK	8,127	1,608	6,061	459			19.8	74.6	5.6			100
Smash Radio	6,393	216	6,177				3.4	96.6				100
Radju Marija	8,482	709	7,566	207			8.4	89.2	2.4			100
Campus FM	1,756	216	1,540				12.3	87.7				100
Vibe FM	19,484	1,067	17,516	900			5.5	89.9	4.6			100
X FM	6,755	2,330	3,895	530			34.5	57.7	7.9			100
Community Stations	3,240		3,240					100				100
Foreign Stations	5,454	3,843	1,611				70.5	29.5				100
More than 1 station	9,413	2,440	6,565	408			25.9	69.7	4.3			100
Did not remember	7,924	450	7,221	253			5.7	91.1	3.2			100
Did not Listen to Radio	186,786	20,645	155,673	8,877		1,590	11.1	83.3	4.8		0.9	100
No Radio-set	9,603				9,603					100.0		100
Total	394,700	52,386	317,448	13,672	9,603	1,590	13.3	80.4	3.5	2.4	0.4	100

2.3. Radio Audience Shares

Respondents were asked to indicate at what time they had listened to radio, which station they had followed, and for how long. Each participant had the possibility of naming three stations and for each station was able to identify three different time periods. These replies were analyzed by half-hour slots; for each radio station; and for all the days of the week while also taking into consideration all the multiple replies received.

2.3.1. Average Audiences

The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot.

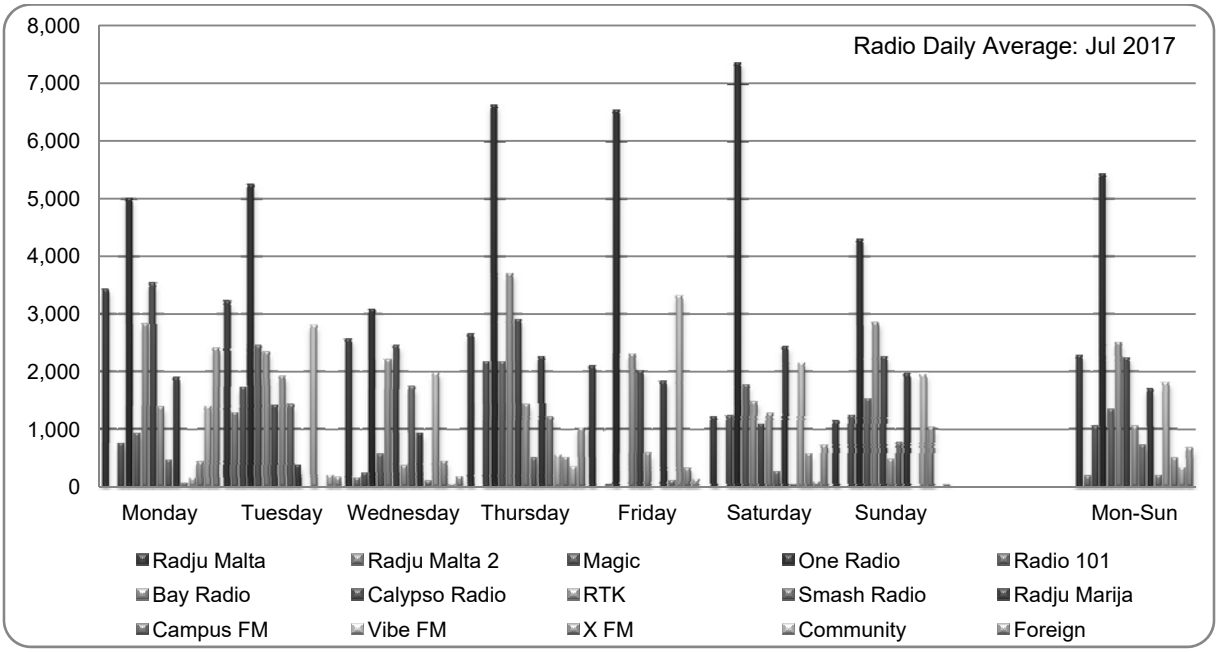
ONE Radio attained the highest total weekly average amongst all stations with 1.376% followed by Bay Radio [0.635%] and Radju Malta [0.579%]. ONE Radio had the highest average amongst all stations for all the weekdays - with that of Saturdays (1.890%) being its highest average. Bay Radio had the highest average on Thursdays (0.603%), while Radju Malta had its highest average on Mondays (0.871%).

Percentage Average Audience Share by Weekday and By Station

Daily Average %	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	**0.871**		0.191	**1.277**	0.235	0.719	**0.898**	0.351	0.116	0.481	0.012	0.037	0.109	**0.353**	**0.611**	**1.277**
Tuesday	0.793	**0.316**	0.425	**1.290**	**0.603**	0.577	0.348	**0.472**	0.351	0.090		0.690		0.047	0.039	**1.290**
Wednesday	0.639	0.039	0.060	**0.768**	0.140	0.551	0.611	0.089	**0.435**	0.232	0.024	0.493	0.110	0.010	0.041	**0.768**
Thursday	0.666		**0.545**	**1.670**	0.548	**0.933**	0.731	0.359	0.123	0.569	**0.304**	0.139	0.126	0.084	0.255	**1.670**
Friday	0.540		0.009	**1.687**		0.594	0.518	0.150		0.471	0.027	**0.853**	0.081	0.032		**1.687**
Saturday	0.311		0.314	**1.890**	0.453	0.378	0.278	0.325	0.067	**0.622**	0.011	0.549	0.145	0.022	0.184	**1.890**
Sunday	0.289		0.316	**1.098**	0.388	0.726	0.575	0.121	0.193	0.500		0.498	**0.263**		0.008	**1.098**
Mon-Sun	0.579	0.047	0.265	1.376	0.339	0.635	0.567	0.265	0.183	0.430	0.048	0.458	0.124	0.082	0.170	**1.376**
Highest	**0.871**	**0.316**	**0.545**	**1.890**	**0.603**	**0.933**	**0.898**	**0.472**	**0.435**	**0.622**	**0.304**	**0.853**	**0.263**	**0.353**	**0.611**	---

Average Audience Share by Weekday and By Station

Daily Average [≈N]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	**3,420**		749	**5,015**	924	2,823	**3,528**	1,379	455	1,890	47	146	428	**1,387**	**2,401**	**5,015**
Tuesday	3,218	**1,285**	1,724	**5,237**	**2,449**	2,341	1,413	**1,914**	1,424	367		2,802		192	158	**5,237**
Wednesday	2,557	154	240	**3,073**	560	2,203	2,445	356	**1,741**	930	95	1,972	439	39	166	**3,073**
Thursday	2,642		**2,164**	**6,627**	2,173	**3,705**	2,901	1,427	489	2,258	**1,205**	551	500	335	1,012	**6,627**
Friday	2,096		34	**6,546**		2,306	2,009	581		1,826	106	**3,310**	314	126		**6,546**
Saturday	1,212		1,224	**7,366**	1,768	1,473	1,084	1,265	260	**2,425**	42	2,142	566	87	716	**7,366**
Sunday	1,133		1,238	**4,300**	1,520	2,843	2,252	472	757	1,956		1,948	**1,028**		31	**4,300**
Mon-Sun	2,284	187	1,045	**5,431**	1,340	2,506	2,237	1,046	720	1,696	189	1,806	489	323	671	**5,431**
Highest	**3,420**	**1,285**	**2,164**	**7,366**	**2,449**	**3,705**	**3,528**	**1,914**	**1,741**	**2,425**	**1,205**	**3,310**	**1,028**	**1,387**	**2,401**	



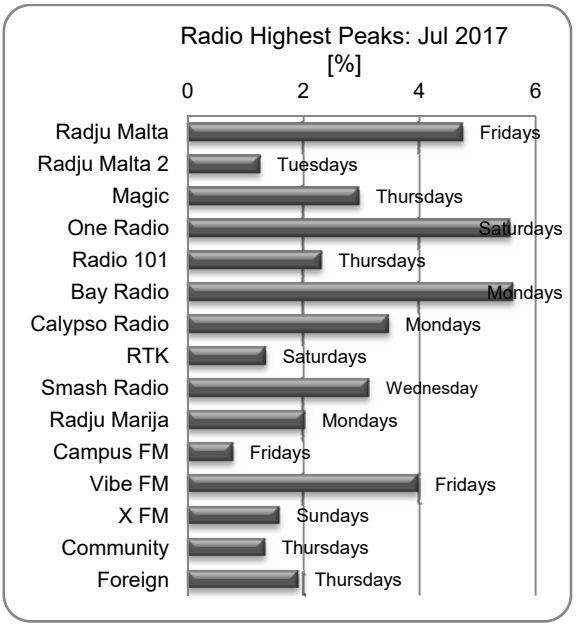
2.3.2. Peak Audiences

Another indication of a radio station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

Taking the highest peak for each station, Bay Radio had the highest peak amongst all stations on Mondays with 5.633%; on Wednesdays with 3.559%; and on Thursdays with 4.904%.

ONE Radio had the highest peak amongst all stations on Saturdays with 5.578%; on Tuesdays with 4.005% and on Sundays with 4.037%.

Radju Malta had the highest peak amongst all stations on Fridays with 4.760%.



Percentage Highest Peaks by Radio Station by Weekday

HIGHEST PEAKS [%]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	3.456		1.454	5.554	1.291	**5.633**	**3.482**	1.311	0.976	**2.041**	0.579	0.625	0.902	1.111	1.437	**5.633**
Tuesday	3.097	**1.266**	2.210	**4.005**	1.859	2.394	1.374	1.275	1.767	0.472		2.636		0.483	0.472	**4.005**
Wednesday	2.931	0.462	0.608	3.429	1.165	**3.559**	2.200	0.847	**3.148**	0.841	0.379	2.430	0.681	0.463	0.664	**3.559**
Thursday	3.485		**2.976**	4.714	**2.328**	**4.904**	2.747	1.176	0.879	1.962	0.441	1.352	1.511	**1.349**	**1.920**	**4.904**
Friday	**4.760**		0.419	4.589		4.185	1.839	1.151		1.811	**0.792**	**3.990**	0.437	0.389		**4.760**
Saturday	1.993		1.907	**5.578**	1.733	2.280	2.329	**1.362**	0.534	1.592	0.518	2.704	1.285	0.534	1.114	**5.578**
Sunday	1.005		1.058	**4.037**	1.598	2.149	1.892	0.395	1.448	1.529		2.377	**1.599**		0.386	**4.037**
Highest	**4.760**	**1.266**	**2.976**	**5.578**	**2.328**	**5.633**	**3.482**	**1.362**	**3.148**	**2.041**	**0.792**	**3.990**	**1.599**	**1.349**	**1.920**	**---**

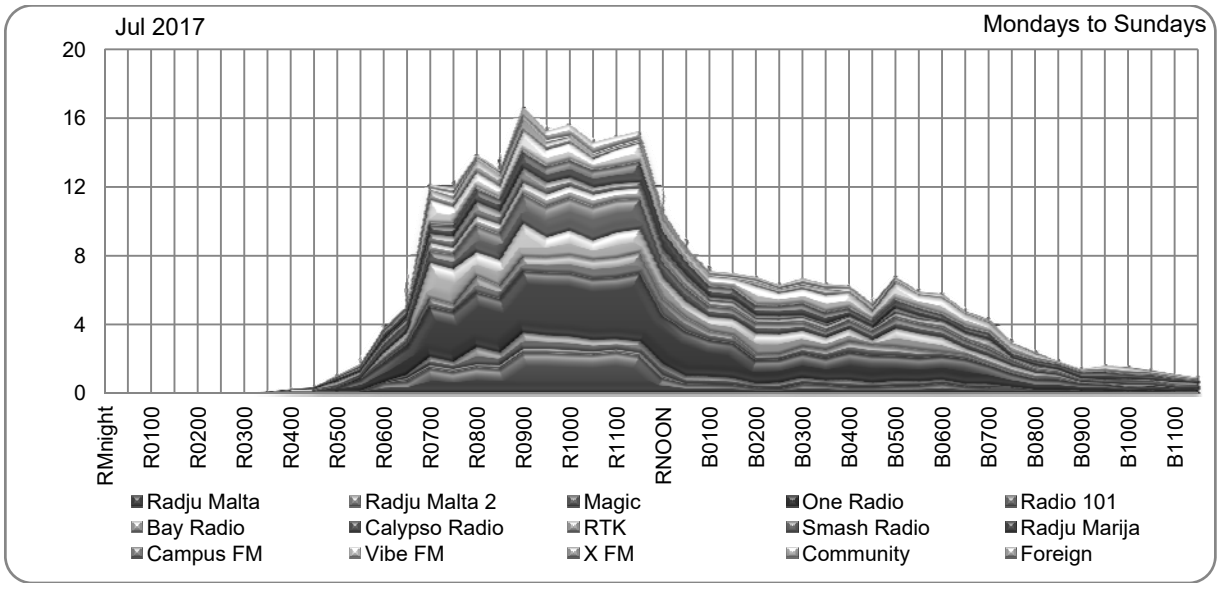
Highest Peaks by Radio Station by Weekday

HIGHEST PEAKS [≈N]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	13,574		5,713	**21,816**	5,070	**22,128**	**13,676**	5,148	3,833	**8,017**	2,275	2,453	3,545	4,366	5,644	**22,128**
Tuesday	12,571	**5,139**	8,973	**16,256**	7,548	9,717	5,579	5,176	7,173	1,918		10,699		1,962	1,918	**16,256**
Wednesday	11,729	1,849	2,433	13,722	4,664	**14,243**	8,803	3,389	**12,597**	3,364	1,515	9,722	2,725	1,852	2,657	**14,243**
Thursday	13,832		**11,811**	18,708	**9,238**	**19,465**	10,903	4,667	3,490	7,789	1,752	5,367	5,996	**5,353**	**7,620**	**19,465**
Friday	**18,470**		1,625	17,805		16,239	7,134	4,467		7,026	**3,074**	**15,483**	1,696	1,511		**18,470**
Saturday	7,770		7,432	**21,746**	6,754	8,888	9,079	**5,309**	2,082	6,205	2,021	10,542	5,011	2,082	4,343	**21,746**
Sunday	3,935		4,143	**15,801**	6,256	8,410	7,407	1,545	5,667	5,985		9,304	**6,258**		1,511	**15,801**
Highest	**18,470**	**5,139**	**11,811**	**21,816**	**9,238**	**22,128**	**13,676**	**5,309**	**12,597**	**8,017**	**3,074**	**15,483**	**6,258**	**5,353**	**7,620**	**---**

2.3.3. Radio Audience Shares by Half-hour Slots

Audiences were **not** registered for all the half-hour slots. Before 6:00am audiences were minimal throughout the week [<2.0%] and overall increased from 3.729% at 6:00am to 12.094% at 7:00am. Audiences peaked at 8:00am at 13.823% and again at 9:00am with 16.610% of potential listeners. This level of radio listening was maintained till 11:30am [15.185%]. Audiences rapidly decreased to 7.061% at 1:00pm and then gradually decreasing while slightly peaking to 6.741% at 5:00pm. Audiences then gradually decreased to 2.366% at 8:00pm. Night-time radio audiences after 10:00pm were about 1.5% of the total population.

The following figure maps the total daily audience shares for radio stations cumulative at half-hour slots:



2.3.4. Daily Average Hours of Radio Consumption

This average gives the amount of time that each radio listener has spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

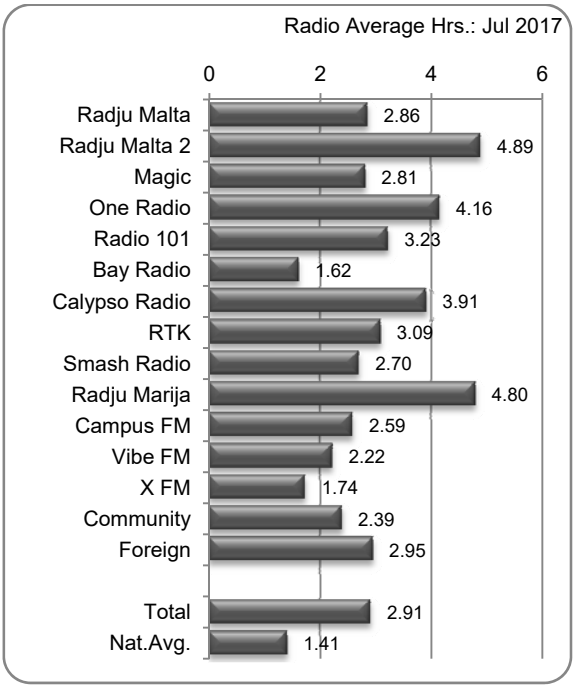
This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demo-graphical nature of radio listeners for each particular station, the average amount of time spent by listeners of each station gives an indication of radio listening patterns amongst the population.

Although Bay Radio attracted the highest amount of listeners [20.57%] these listeners were mostly below 50 years old. In fact Bay Radio attracted just less than half of 16-30 year olds [43.67%] and about one-third of all 31-50 year olds [32.60%]. Their total average hours of radio listening worked out at 1.62 hrs each listener for July 2017.

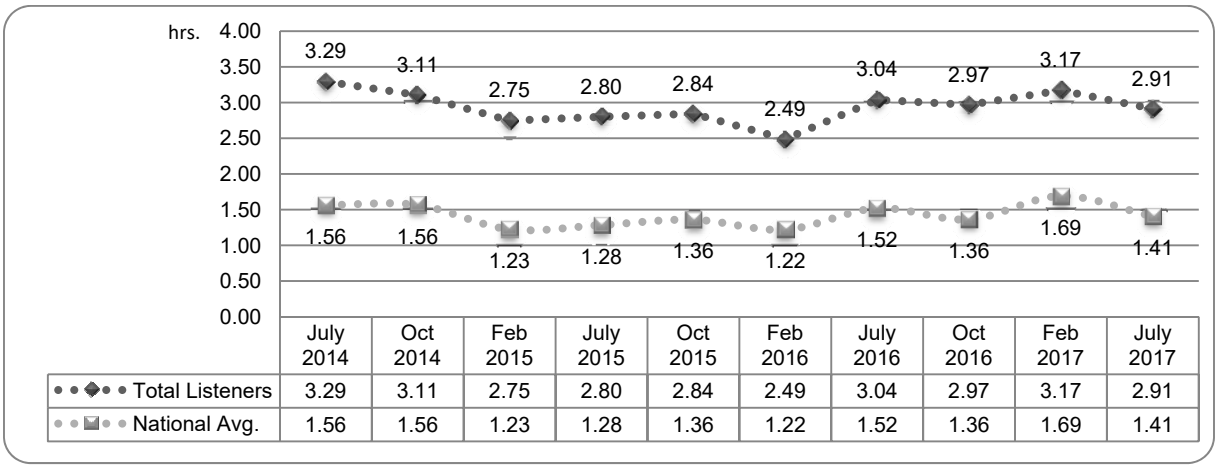
On the other hand, ONE Radio attracted the second highest amount of listeners [17.32%] who, on average, have spent 4.16 hrs listening to this station. And this station attracted nearly a quarter of all 51-70 year olds [24.52%] and nearly a third of all 70+ listeners [32.04%].

The highest average of hours spent was attained by Radju Malta 2 which ranked 15th by radio reach of all radio stations [0.51%] at 4.61hrs per radio listener.

The average amount of hours over all radio listeners results to 2.91 hrs per listener and over the whole of the population aged 16 years and over, amounts to 1.41 hrs.



Compared to previous assessments, the amount of hours spent listening to radio has decreased by 15½ minutes over the previous assessment of February this year while during the previous years there was an increase in the amount of hours spent – from February to July 2016 there was an increase of 33 minutes while from February to July 2015 there was an increase of just 3 minutes.

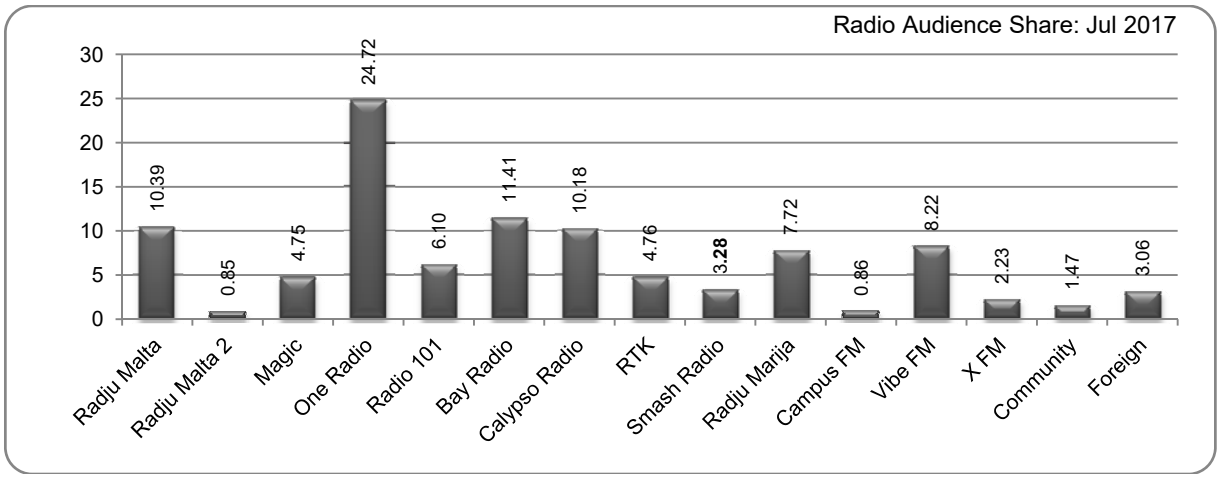


	July 2014	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017
Total Listeners	3.29	3.11	2.75	2.80	2.84	2.49	3.04	2.97	3.17	2.91
National Avg.	1.56	1.56	1.23	1.28	1.36	1.22	1.52	1.36	1.69	1.41

2.3.5. Radio Stations Audience Share

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below.

Overall, ONE Radio ranked first with 24.72% of all audiences, followed by Bay Radio [11.41%]; Radju Malta [10.39%]; Calypso Radio [10.18%]; Vibe FM [8.22%];Radju Marija [7.72%]; and Radio 101 [6.10%].



3. TV AUDIENCE ASSESSMENT

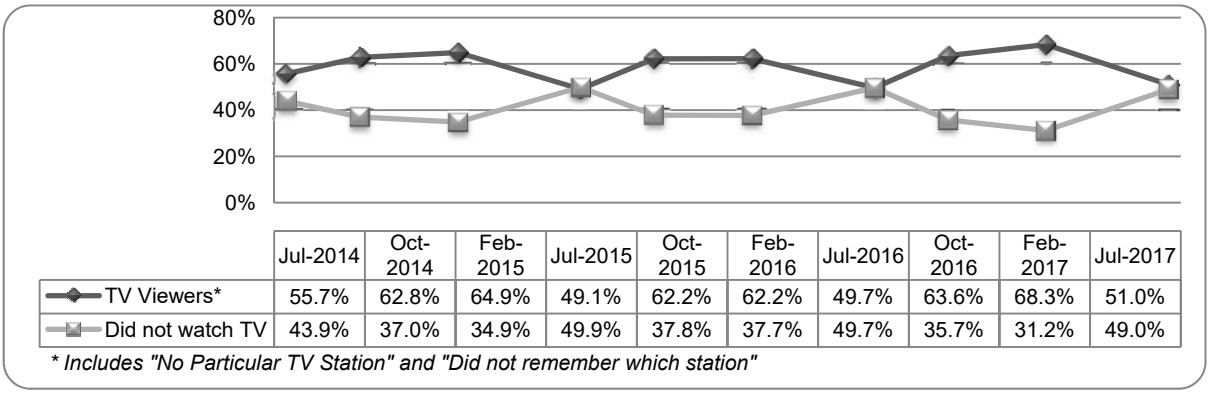
3.1. TV Audience Reach

Similar to radio assessment, the first estimation is the amount of people who had followed at least one TV station at any time during the day without taking into consideration the amount of time which they had spent following that particular station.

During July, 51.0% of respondents stated that they had watched television the day before the interview. This was 17.4% higher than that registered during the previous assessment of Ofebruary 2017 [68.3%] and was 1.3% higher than that registered for the same period last year [July 2017: 49.7%]. This means that a total of 191,000 persons aged 16 or over, followed at least one TV station – see below.

Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 276 viewers named a second station while another 89 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics – see table below.

TV Audience Reach



	Jul-2014	Oct-2014	Feb-2015	Jul-2015	Oct-2015	Feb-2016	Jul-2016	Oct-2016	Feb-2017	Jul-2017
TV Viewers*	55.7%	62.8%	64.9%	49.1%	62.2%	62.2%	49.7%	63.6%	68.3%	51.0%
Did not watch TV	43.9%	37.0%	34.9%	49.9%	37.8%	37.7%	49.7%	35.7%	31.2%	49.0%

** Includes "No Particular TV Station" and "Did not remember which station"*

On average 191,000 persons (49.0%) aged 16 or over followed at least one TV station during February 2017

	N				%			
	Total	Yes*	No	No Ans.	Total	Yes*	No	No Ans.
Population								
[+16 years]	**374,782**	**191,203**	**183,579**	**0**	100	51.02	48.98	0.00
Gender								
Males	186,599	93,654	92,945	0	100	50.19	49.81	0.00
Females	188,184	97,549	90,635	0	100	51.84	48.16	0.00
	374,782	**191,203**	**183,579**	**0**				
Age group								
16-30	82,800	27,314	55,486	0	100	32.99	67.01	0.00
31-50	122,681	50,236	72,445	0	100	40.95	59.05	0.00
51-70	103,900	69,153	34,746	0	100	66.56	33.44	0.00
70+	65,401	44,499	20,902	0	100	68.04	31.96	0.00
	374,782	**191,203**	**183,579**	**0**				
District								
South Harbour	68,785	36,040	32,745	0	100	52.40	47.60	0.00
North Harbour	112,207	62,586	49,621	0	100	55.78	44.22	0.00
South Eastern	57,467	27,151	30,315	0	100	47.25	52.75	0.00
Western	50,488	25,531	24,957	0	100	50.57	49.43	0.00
Northern	58,194	28,044	30,150	0	100	48.19	51.81	0.00
Gozo & Comino	27,642	11,850	**15,792**	0	100	42.87	57.13	0.00
	374,782	**191,203**	**183,579**	**0**				

**Includes those who "did not remember which station they followed" [2.2%; ≈8,110] and those who "did not follow any particular TV station" [1.7%; ≈6,235].*

Percentage Reach by TV Station

	Ranking	Total [≈N]	Total %	Gender		Age Group				District					
				Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo and Comino
TVM	[1]	89,000	33.06	33.43	32.69	44.70	35.29	30.08	29.95	35.28	31.81	32.72	30.38	36.86	29.91
ONE	[2]	46,000	17.07	17.03	17.11	10.82	10.48	19.49	23.06	21.29	13.74	20.77	23.37	10.34	16.35
Net	[5]	21,000	7.82	6.89	8.76	6.11	6.65	7.78	9.93	9.02	9.18	4.69	4.75	8.15	10.41
Smash	[13]	1,000	0.15	0.19	0.12				0.63			0.38		0.63	
TVM 2	[9]	4,000	1.24	0.74	1.74		0.86	1.66	1.57	1.16	1.52	1.38	1.32	0.54	1.21
F Living	[10]	4,000	1.12	0.56	1.69		1.16	1.47	1.08	1.00	0.48	1.36	1.73	1.80	1.45
Xejk	[11]	2,000	0.72	0.55	0.89		0.63	0.66	1.24		0.78	0.38	1.29	0.54	2.79
iTV	[12]	1,000	0.18	0.19	0.16				0.72			0.62		0.54	
Sub [%]			61.37	59.59	63.15	61.63	55.07	61.14	68.17	67.75	57.51	62.30	62.84	59.40	62.10
RAI[1]	[6]	15,000	5.46	5.47	5.45	0.00	4.45	6.64	7.22	5.45	5.54	4.43	7.22	4.83	5.57
Mediaset[2]	[3]	35,000	12.88	11.22	14.55	11.57	19.26	11.81	8.57	12.96	11.37	15.27	15.44	12.49	10.42
BBC[3]	[8]	9,000	3.14	2.90	3.39	1.05	1.55	3.98	4.47	2.55	3.48	3.55	3.01	2.34	4.36
Discovery Chs.[4]	[7]	13,000	4.79	5.50	4.09	14.12	5.30	3.59	1.77	2.95	7.30	3.46	3.58	4.71	3.03
MTV	[14]	1,000	0.09	0.19					0.39			0.62			
Other Station	[4]	33,000	12.26	15.13	9.38	11.63	14.38	12.84	9.41	8.34	14.80	10.37	7.92	16.23	14.52
Sub [%]			38.63	40.41	36.85	38.37	44.93	38.86	31.83	32.25	42.49	37.70	37.16	40.60	37.90
Total			100	100	100	100	100	100	100	100	100	100	100	100	100

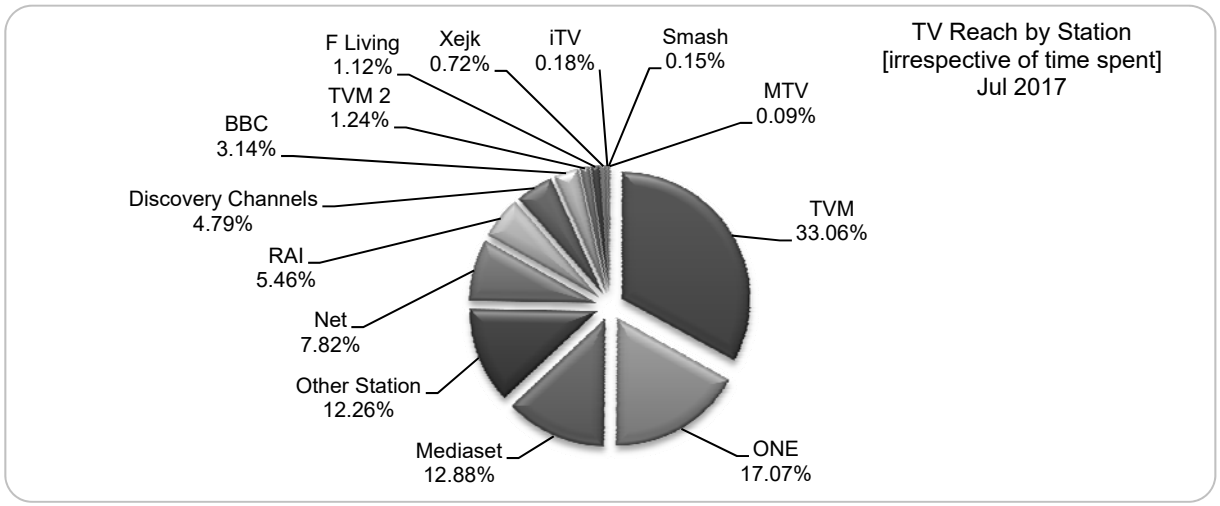
Based on TV Viewers including those who could identify at least one station but excluding all those who could not identify a station and/or could not remember.

Includes:
[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family7 / Discovery Science / Discovery Kids / TLC / Animal Planet

TVM has attracted the largest amount of TV-viewers [33.06%] with approximately 189,000 viewers. This station was followed by ONE with 17.07% and Net TV with 7.82% - excluding those following Mediaset stations [12.88%] and "other station" [12.26%].

Overall, while 61.37% of the viewers followed local stations, only just more than a third of the population [38.63%] watched a foreign station - with Mediaset stations [12.88%], RAI [5.46%] and Discovery Channels [4.79%] being the most followed foreign stations. Of the local stations, only TVM, ONE, and Net TV had audiences from all the demographical groups.

By demographics the same trend in ranking follows; however it is evident that the viewing of local stations is higher with16-30 year olds and with those over the age of 50 years and older. On the other hand the viewing of foreign stations is higher with those from 31-50 year olds.



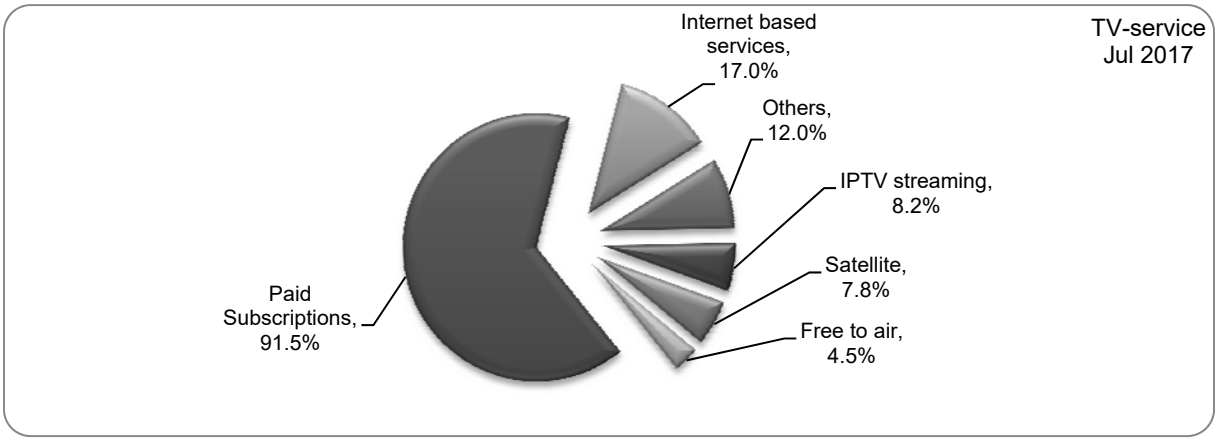
3.2. TV Services

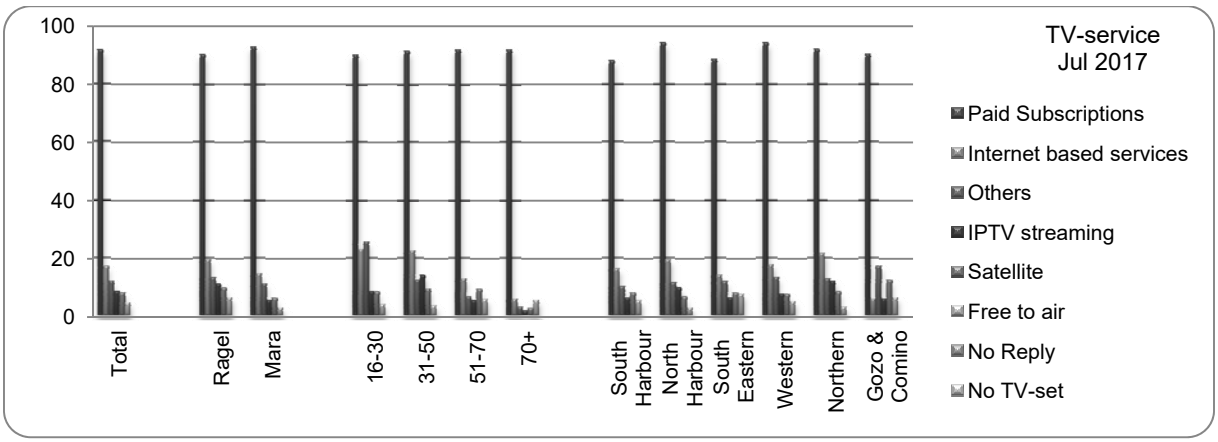
Respondents were asked what type of service they have to watch television. Six options were read out by interviewers.

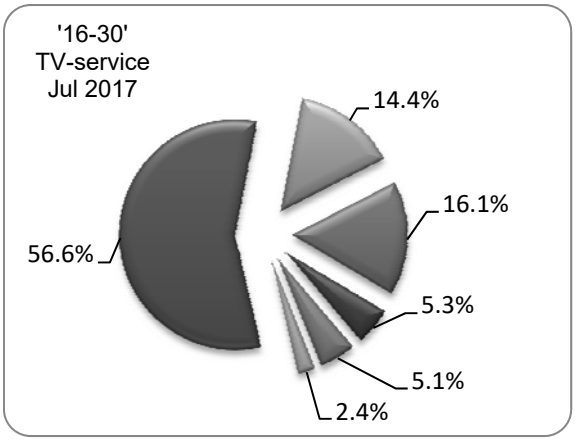
The most common serrvice for watching television is that of a paid subscription [91.5%]; followed by Internet based services [17.0%]; IPTV streaming [8.2%]; and Satellite [7.8%]. Another 12.0% of the population follow television programmes through laptop, mobile, or tablet streaming.

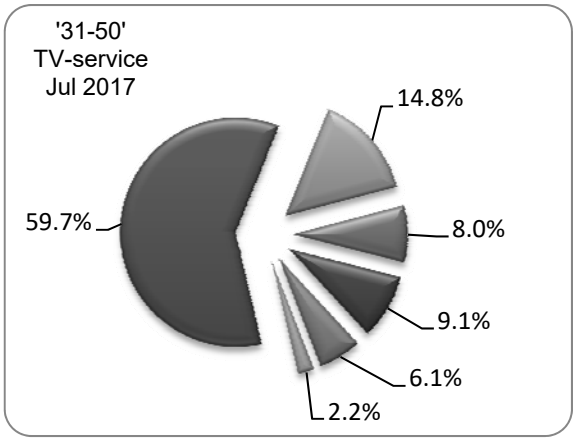
Only 4.5% of the population follows television on the Free-to-air platform. Of this group, 43.1% [≈7,200] have an only Free-to-air connection while the rest [56.9%; ≈9,600] makes use of one or more of the services available.

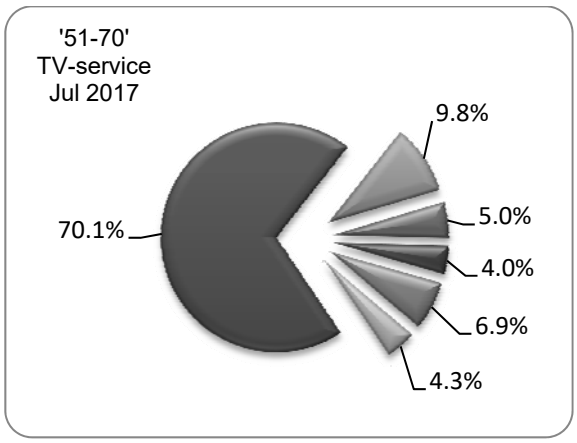
More types of television services are used by those of the 16-30 age group [159.60%] while the lowest was that amongst usage is that of the 70+ age group. While just half of the 16-30 age group [56.65%] make use of free-to-air services, as much as 83.56% have this facility.

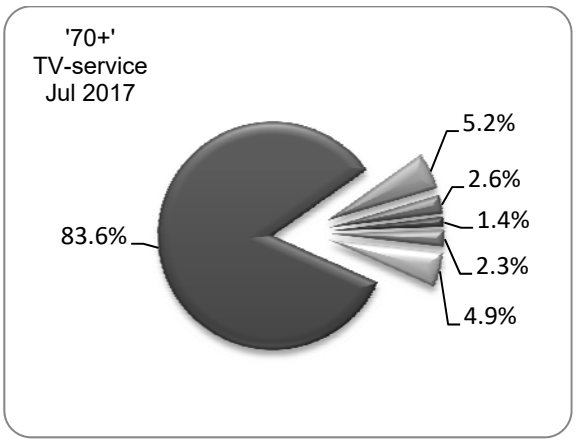












TV-Service by Gender, Age Group and by Districts

	Total [N]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Population	**374,782**	**186,599**	**188,184**	**82,800**	**122,681**	**103,900**	**65,401**	**68,785**	**112,207**	**57,467**	**50,488**	**58,194**	**27,642**
Free to air	16,815	11,649	5,166	3,228	4,201	5,835	3,551	3,559	3,089	4,195	2,507	1,742	1,724
Paid Subscriptions	342,989	168,093	174,896	74,846	112,177	95,696	60,269	60,492	105,690	50,897	47,498	53,448	24,964
Satellite	29,219	17,909	11,310	6,758	11,386	9,419	1,655	5,449	7,216	4,551	3,756	4,842	3,404
IPTV Streaming	30,637	20,441	10,197	7,011	17,174	5,446	1,007	4,091	10,754	3,454	3,799	6,944	1,595
Internet based services	63,893	36,507	27,386	19,013	27,790	13,347	3,744	11,101	21,727	7,997	8,901	12,532	1,635
Others – laptop, mobile, or tablet streaming	45,067	24,261	20,807	21,271	15,069	6,832	1,896	6,906	12,678	6,726	6,683	7,345	4,730

	Total [N %]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Free to air	4.5	6.2	2.7	3.9	3.4	5.6	5.4	5.2	2.8	7.3	5.0	3.0	6.2
Paid Subscriptions	91.5	90.1	92.9	90.4	91.4	92.1	92.2	87.9	94.2	88.6	94.1	91.8	90.3
Satellite	7.8	9.6	6.0	8.2	9.3	9.1	2.5	7.9	6.4	7.9	7.4	8.3	12.3
IPTV Streaming	8.2	11.0	5.4	8.5	14.0	5.2	1.5	5.9	9.6	6.0	7.5	11.9	5.8
Internet based services	17.0	19.6	14.6	23.0	22.7	12.8	5.7	16.1	19.4	13.9	17.6	21.5	5.9
Others – laptop, mobile, or tablet streaming	12.0	13.0	11.1	25.7	12.3	6.6	2.9	10.0	11.3	11.7	13.2	12.6	17.1

Based on Total TV Audiences

	Total [Col%]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Free to air	64.88	60.28	70.03	56.65	59.73	70.07	83.56	66.04	65.58	65.40	64.94	61.54	65.60
Paid Subscriptions	12.09	13.09	10.96	14.39	14.80	9.77	5.19	12.12	13.48	10.28	12.17	14.43	4.30
Satellite	8.53	8.70	8.33	16.10	8.02	5.00	2.63	7.54	7.87	8.64	9.14	8.46	12.43
IPTV Streaming	5.80	7.33	4.08	5.31	9.14	3.99	1.40	4.47	6.67	4.44	5.19	8.00	4.19
Internet based services	5.53	6.42	4.53	5.11	6.06	6.90	2.30	5.95	4.48	5.85	5.13	5.57	8.95
Others – laptop, mobile, or tablet streaming	3.18	4.18	2.07	2.44	2.24	4.27	4.92	3.89	1.92	5.39	3.43	2.01	4.53
	100	100	100	100	100	100	100	100	100	100	100	100	100

Based on Total TV Audiences

3.3. TV Programme Genres

Respondents were asked what type of programme they like to watch on local television. A list of eleven categories were read out by the interviewer and respondents declared their preference to that category or not.

Local & Foreign News were the most favorite programme genre [63.0%]. Local Drama programmes ranked second [43.4%] while Discussion & Current Affairs programmes ranked third [25.8%]. Documentaries ranked fourth [18.9%] and these were closely followed by Sports programmes [17.8%].

Each of the other categories named by interviewers were as follows:

Cultural / Educative	–	15.4%
Light Entertainment	–	15.1%
Music Videos	–	7.4%
Religious	–	7.1%
Teleshopping	–	5.7%
Children's	–	2.7%

When analysed by gender, while male preferences exceeded those of females in three categories [Sports (+23.4%); Documentaries (5.4%); and Local & Foreign News (+3.2%)]; female preferences exceed those of males in Drama (+26.6%); Light Entertainment (+10.8%); Religious programmes (+6.0%), Teleshopping [+5.4%], and Music Videos (+4.5%].

There was very little gender difference for Discussion programmes (+1.1%); Cultural/ Educational programmes (1.4%); and Children's programmes (+0.2%).

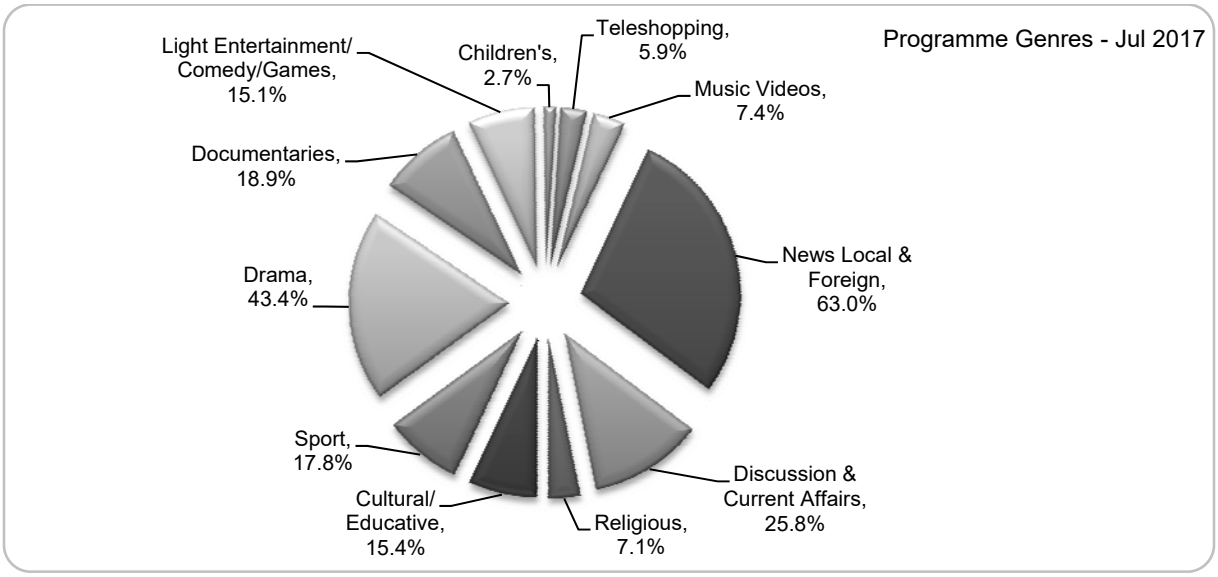
Analysed by age-groups, the highest three programme genres still had the same ranking throughout but with marked percentage differences. The first preference of 16-30 year olds is for Drama Programmes (43.6%) closely followed by that for Local & Foreign News (41.2%) which is about two-thirds (63.0%) of all the preferences for the latter programme genre.

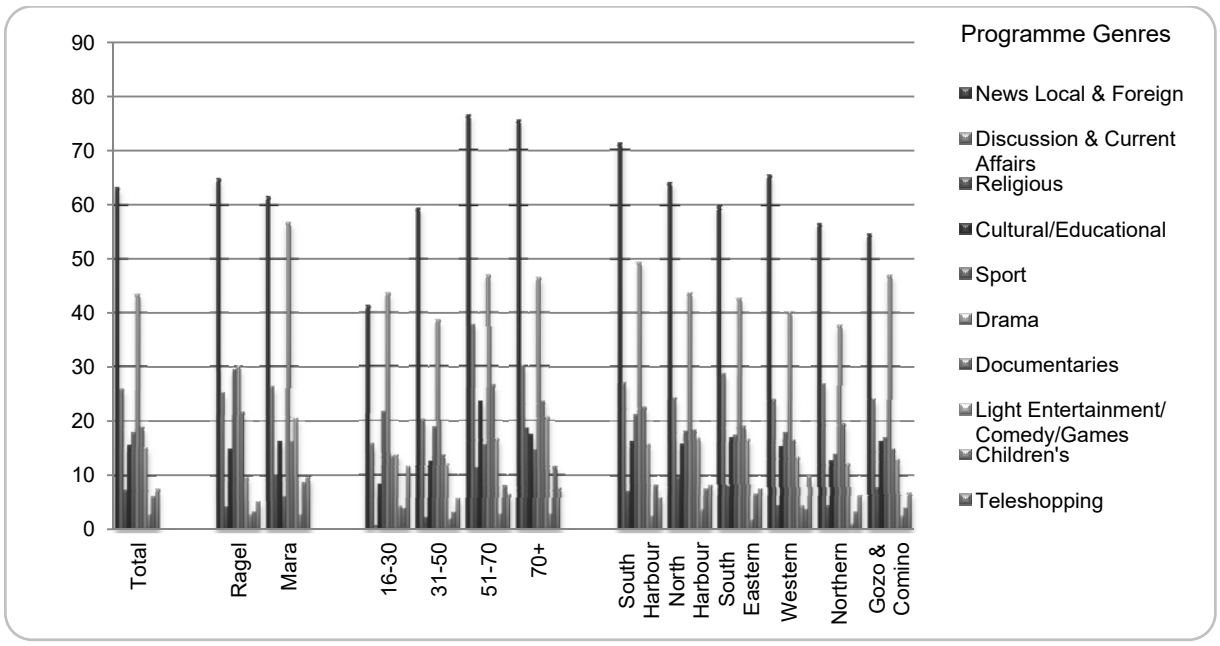
Local & Foreign News were the first preference of all those over 30 years old and increases gradually from 59.3% of all 31-50 year olds, to 76.7 of all 51-70 year olds, and to 75.6% of all 71+ year olds.

Drama was the most preferred programme genre for all 16-30 year olds and the second most preferred genre for all 31+ year olds.

Sports programmes were the third most preferred genre for 16-30 year olds while the third most proferred genre were discussion programmes for all 31+ year olds.

Overall, programme genre preferences increase with age. The highest noticeable increase was that of Religious programmes which increased from 0.4% of all 16-30 year olds to 18.6% of all 70+ year olds. Programme preferences also increases with age for Light Entertainment programmes, Teleshopping, and Music Videos; while the preferences of all other programme genres decreased for 70+ year olds.

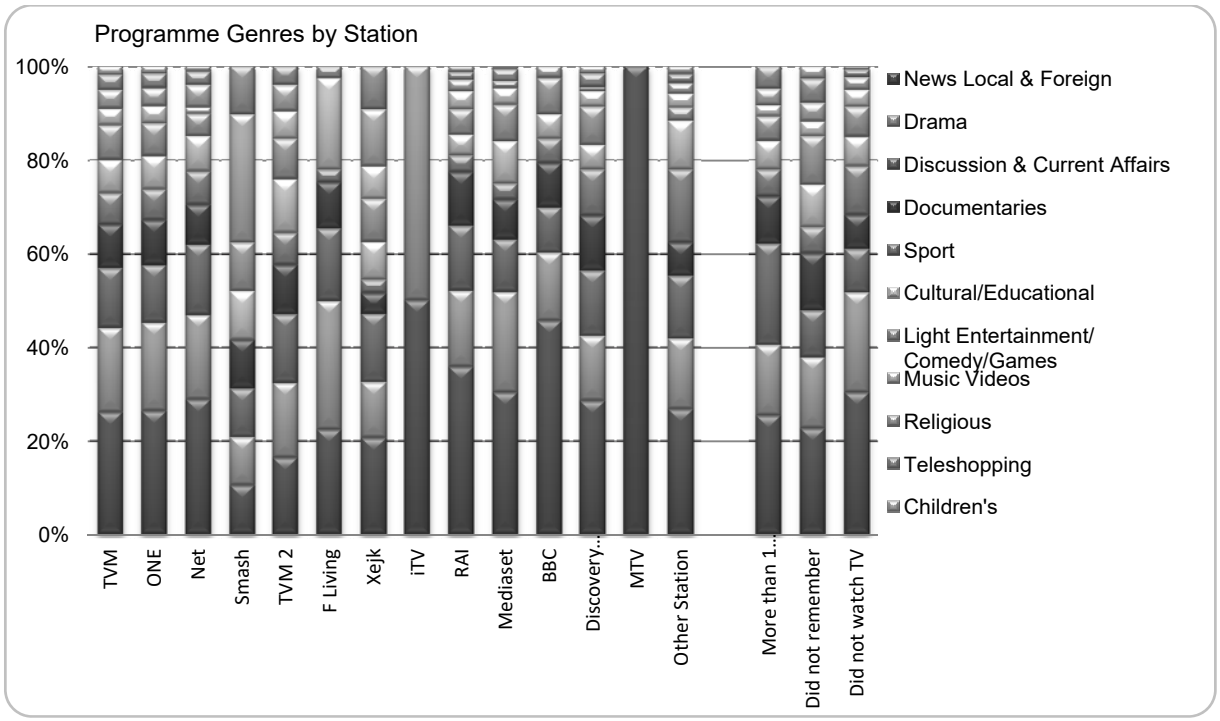




The replies given to this question were also cross-analysed against the broadcasting station that had been followed the day before by respondents.

This analysis in no way reflects the programme genres broadcast on each TV station. It only gives the preferred genres of each station's viewers. Cases in point are certain preferences of viewers of Xejk and iTV (a teleshopping channel).

In general, the overall ranking for the different genres follow throughout the broadcasting stations especially for the three top genres – Local & Foreign News, Drama, and Discussion programmes.



TV Programme Genres by Gender, Age Group and by Districts

		Gender		Age Group				Districts					
	Total [N]	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Population	**374,782**	**186,599**	**188,184**	**82,800**	**122,681**	**103,900**	**65,401**	**68,785**	**112,207**	**57,467**	**50,488**	**58,194**	**27,642**
News Local & Foreign	236,053	120,554	115,499	34,119	72,811	79,654	49,469	49,084	71,781	34,247	32,994	32,855	15,092
Discussion & Current Affairs	96,632	47,117	49,515	12,996	24,660	39,230	19,746	18,543	27,221	16,532	12,058	15,626	6,653
Religious	26,754	7,738	19,016	369	2,497	11,715	12,174	4,776	10,600	4,561	2,222	2,493	2,103
Cultural/Educative	57,843	27,513	30,330	6,816	15,241	24,485	11,301	11,126	17,508	9,672	7,709	7,335	4,493
Sport	66,543	55,081	11,462	17,892	23,033	16,112	9,505	14,491	20,346	9,935	9,017	8,070	4,684
Drama	162,614	56,050	106,564	36,062	47,427	48,764	30,361	33,907	49,079	24,480	20,263	21,928	12,957
Documentaries	70,846	40,354	30,492	11,022	16,728	27,635	15,461	15,513	20,665	10,913	8,331	11,339	4,085
Light Entertainment / Comedy / Games	56,572	18,018	38,554	11,293	14,583	17,224	13,471	10,858	18,852	9,510	6,718	7,070	3,562
Children's	10,193	4,930	5,263	3,330	2,210	2,847	1,807	1,751	4,019	1,015	2,145	588	675
Teleshopping	22,212	6,036	16,175	3,023	3,615	8,108	7,466	5,548	8,206	3,700	1,844	1,815	1,099
Music Videos	27,679	9,532	18,148	9,439	6,787	6,583	4,871	4,008	9,103	4,269	4,885	3,587	1,826

		Gender		Age Group				Districts					
	Total [%]	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
News Local & Foreign	63.0	64.6	61.4	41.2	59.3	76.7	75.6	71.4	64.0	59.6	65.3	56.5	54.6
Discussion & Current Affairs	25.8	25.3	26.3	15.7	20.1	37.8	30.2	27.0	24.3	28.8	23.9	26.9	24.1
Religious	7.1	4.1	10.1	0.4	2.0	11.3	18.6	6.9	9.4	7.9	4.4	4.3	7.6
Cultural/Educative	15.4	14.7	16.1	8.2	12.4	23.6	17.3	16.2	15.6	16.8	15.3	12.6	16.3
Sport	17.8	29.5	6.1	21.6	18.8	15.5	14.5	21.1	18.1	17.3	17.9	13.9	16.9
Drama	43.4	30.0	56.6	43.6	38.7	46.9	46.4	49.3	43.7	42.6	40.1	37.7	46.9
Documentaries	18.9	21.6	16.2	13.3	13.6	26.6	23.6	22.6	18.4	19.0	16.5	19.5	14.8
Light Entertainment / Comedy / Games	15.1	9.7	20.5	13.6	11.9	16.6	20.6	15.8	16.8	16.5	13.3	12.1	12.9
Children's	2.7	2.6	2.8	4.0	1.8	2.7	2.8	2.5	3.6	1.8	4.2	1.0	2.4
Teleshopping	5.9	3.2	8.6	3.7	2.9	7.8	11.4	8.1	7.3	6.4	3.7	3.1	4.0
Music Videos	7.4	5.1	9.6	11.4	5.5	6.3	7.4	5.8	8.1	7.4	9.7	6.2	6.6

Based on Total TV Audiences

TV Programme Genres by Broadcasting Station

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	More than 1 station	Did not remember	Did not watch TV
News Local & Foreign	79,503	41,059	18,602	155	2,259	2,046	1,734	253	11,490	24,468	4,365	8,161	253	17,785	4,413	7,944	93,054
Drama	55,369	29,282	11,734	155	2,202	2,532	997	253	5,218	17,433	1,389	3,975		10,082	2,603	5,325	65,959
Discussion & Current Affairs	39,114	19,261	9,748	155	2,032	1,417	1,235		4,446	9,087	918	4,017		8,920	3,770	3,545	28,408
Sport	28,589	14,852	5,490	155	1,446	907	371		3,674	6,886	903	3,381		4,718	1,753	4,276	22,572
Documentaries	20,231	10,249	4,576		945	254	239		1,143	2,779	501	2,824		10,386	997	1,957	31,921
Cultural/ Educative	21,889	11,154	4,863	155	1,585	1,804	682		1,423	7,279	495	1,489		6,983	1,062	3,161	19,528
Light Entertainment/ Comedy/ Games	22,549	10,837	3,141	155	1,200		780		1,771	6,404	749	2,354		1,910	907	3,666	19,513
Religious	10,763	5,657	845		803		586		1,209	2,834	0	953		1,845	408	1,118	11,107
Teleshopping	12,164	5,992	3,080	409	777		1,027		814	1,271	247	253		1,552	615	1,381	8,261
Music Videos	10,330	4,870	1,898	155	570	231	780		490	2,004		848		1,301	855	1,811	5,176
Children's	5,628	2,546	770						450	576		456		1,182		966	2,513
Total [N]	**306,129**	**155,760**	**64,748**	**1,495**	**13,819**	**9,192**	**8,429**	**507**	**32,128**	**81,022**	**9,567**	**28,712**	**253**	**66,664**	**17,384**	**35,150**	**308,012**

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	More than 1 station	Did not remember	Did not watch TV
News Local & Foreign	25.97	26.36	28.73	10.37	16.35	22.26	20.57	50.00	35.76	30.20	45.63	28.42	100	26.68	25.39	22.60	30.21
Drama	18.09	18.80	18.12	10.37	15.93	27.54	11.82	50.00	16.24	21.52	14.52	13.84		15.12	14.97	15.15	21.41
Discussion & Current Affairs	12.78	12.37	15.06	10.37	14.71	15.41	14.65		13.84	11.22	9.60	13.99		13.38	21.68	10.09	9.22
Sport	9.34	9.54	8.48	10.37	10.46	9.87	4.41		11.43	8.50	9.44	11.78		7.08	10.09	12.16	7.33
Documentaries	6.61	6.58	7.07		6.84	2.77	2.84		3.56	3.43	5.23	9.84		15.58	5.74	5.57	10.36
Cultural/ Educative	7.15	7.16	7.51	10.37	11.47	19.63	8.09		4.43	8.98	5.17	5.19		10.48	6.11	8.99	6.34
Light Entertainment/ Comedy/ Games	7.37	6.96	4.85	10.37	8.69		9.25		5.51	7.90	7.83	8.20		2.87	5.22	10.43	6.34
Religious	3.52	3.63	1.31		5.81		6.95		3.76	3.50	0.00	3.32		2.77	2.35	3.18	3.61
Teleshopping	3.97	3.85	4.76	27.38	5.62		12.18		2.53	1.57	2.58	0.88		2.33	3.54	3.93	2.68
Music Videos	3.37	3.13	2.93	10.37	4.12	2.52	9.25		1.53	2.47		2.95		1.95	4.92	5.15	1.68
Children's	1.84	1.63	1.19						1.40	0.71		1.59		1.77		2.75	0.82
Total %	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

3.4. TV AUDIENCE SHARES

Respondents were asked to indicate at what time they had watched television and for how long. These replies were analyzed by half-hour slot, for each TV station, and for all the days of the week while also taking into consideration all the multiple replies received.

3.4.1. Average Audiences

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot.

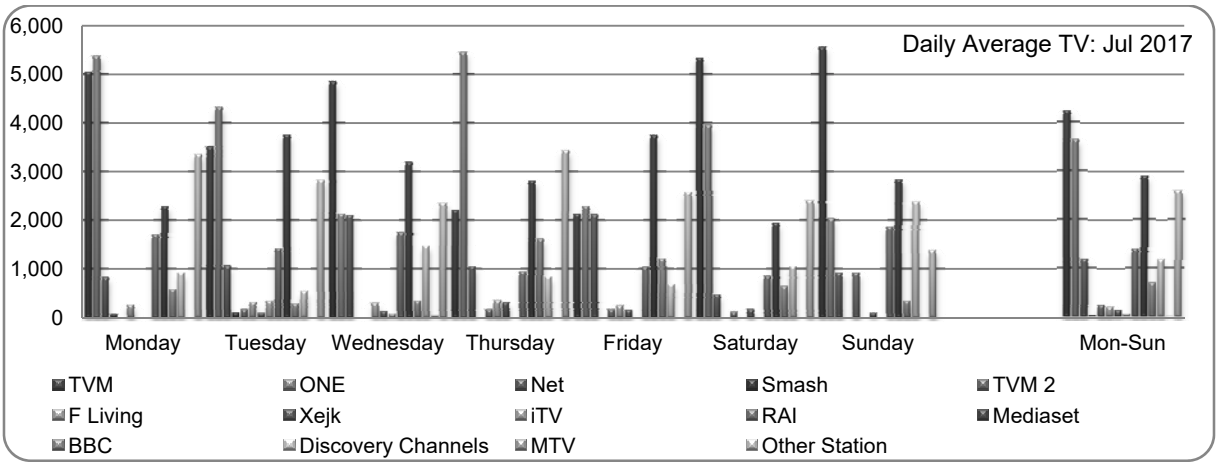
TVM had the highest average amongst all stations for all the weekdays from Mondays to Sundays [0.907%]. Not only that, but TVM also had the highest average amongst all the stations on Wednesdays [1.020%], Saturdays [1.163%] and Sundays [1.245%].

ONE had the highest weekly average of 0.780% and attained the highest average amongst all stations on Mondays [1.142%], Tuesdays [0.918%], and Thursdays [1.147%].

Mediaset stations had the highest average amongst all stations on Fridays [0.793%].

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	Total
Monday	1.072	**1.142**	0.177	0.014		0.055			0.363	0.486	0.123	0.196		0.713	**1.142**
Tuesday	0.744	**0.918**	0.225	**0.021**	0.035	0.067	0.019	**0.073**	0.301	**0.799**	0.060	0.115		0.599	**0.918**
Wednesday	**1.020**	0.448	0.442			0.062	0.027	0.016	0.367	0.672	0.072	0.308	**0.008**	0.496	**1.020**
Thursday	0.465	**1.147**	0.221		0.034	**0.074**	**0.064**		0.198	0.592	**0.340**	0.177		**0.720**	**1.147**
Friday	0.452	0.483	**0.446**		0.034	0.051	0.032		0.220	**0.793**	0.254	0.144		0.547	**0.793**
Saturday	**1.163**	0.860	0.102		0.025		0.038		0.185	0.424	0.141	0.229		0.524	**1.163**
Sunday	**1.245**	0.456	0.206		**0.206**		0.021		**0.418**	0.635	0.077	**0.532**		0.307	**1.245**
Mon-Sun	**0.907**	0.780	0.253	0.005	0.050	0.042	0.028	0.012	0.297	0.619	0.148	0.250	0.001	0.554	**0.907**
Highest	**1.245**	**1.147**	**0.446**	**0.021**	**0.206**	**0.074**	**0.064**	**0.073**	**0.418**	**0.799**	**0.340**	**0.532**	**0.008**	**0.720**	

Daily Average [≈N]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	Total
Monday	5,050	**5,378**	832	65		259			1,710	2,287	581	923		3,360	**5,378**
Tuesday	3,505	**4,328**	1,063	**98**	164	315	91	**342**	1,420	**3,765**	282	542		2,825	**4,328**
Wednesday	**4,857**	2,132	2,102			293	129	76	1,745	3,199	343	1,467	**38**	2,360	**4,857**
Thursday	2,214	**5,462**	1,054		164	**352**	**307**		941	2,819	**1,620**	842		**3,428**	**5,462**
Friday	2,135	2,285	**2,110**		161	241	153		1,038	**3,748**	1,203	682		2,583	**3,748**
Saturday	**5,342**	3,953	467		115		173		851	1,948	646	1,053		2,406	**5,342**
Sunday	**5,572**	2,043	920		**924**		94		**1,871**	2,843	344	**2,383**		1,374	**5,572**
Mon-Sun	**4,235**	3641	1182	23	231	196	130	54	1386	2891	689	1167	5	2586	**4,235**
Highest	**5,572**	**5,462**	**2,110**	**98**	**924**	**352**	**307**	**342**	**1,871**	**3,765**	**1,620**	**2,383**	**38**	**3,428**	

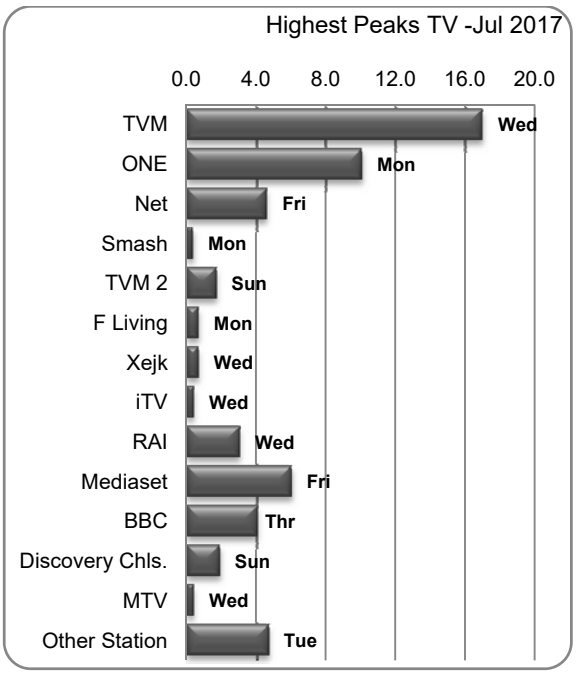


3.4.2. Peak Audiences by Statio

Another indication of a TV station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday. The highest peaks attained by TVM were in this ranking order: Wednesdays [16.993%] – Mondays [16.697%] – Thursdays [14.248%] – Saturdays [12.513%] – Sundays [12.038%] – Tuesdays [11.963%] – Fridays [11.568%]. Of the local stations the next highest peak attained was that by ONE on Mondays with 110.054% followed with that of Net TV on Fridays [4.597%].

Òf all the foreign stations the highest peak was that of Mediaset Channels on Fridays with 6.0%.



Percentage Highest Peaks by Radio Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	Highest
Monday	**16.697**	**10.054**	2.520	**0.338**		**0.674**	0.000		1.704	3.511	1.200	1.871		3.346	**16.697**
Tuesday	**11.963**	6.299	2.299	0.255	0.341	0.457	0.317	0.356	1.609	4.814	0.417	1.318		**4.694**	**11.963**
Wednesday	**16.993**	6.958	2.382			0.595	**0.661**	**0.389**	**3.039**	4.897	1.039	1.780	**0.389**	3.647	**16.993**
Thursday	**14.248**	5.955	4.504		0.421	0.473	0.421		1.679	2.977	**4.064**	1.051		3.066	**14.248**
Friday	**11.568**	5.700	**4.597**		0.663	0.403	0.397		1.333	**6.000**	0.830	1.330		2.908	**11.568**
Saturday	**12.513**	5.994	2.288		0.294		0.475		1.201	2.511	0.689	0.621		2.672	**12.513**
Sunday	**12.038**	5.406	1.752		**1.681**		0.343		2.090	4.857	0.559	**1.877**		1.700	**12.038**
Highest	**16.993**	**10.054**	**4.597**	**0.338**	**1.681**	**0.674**	**0.661**	**0.389**	**3.039**	**6.000**	**4.064**	**1.877**	**0.389**	**4.694**	---

Percentage Highest Peaks by Radio Station by Weekday

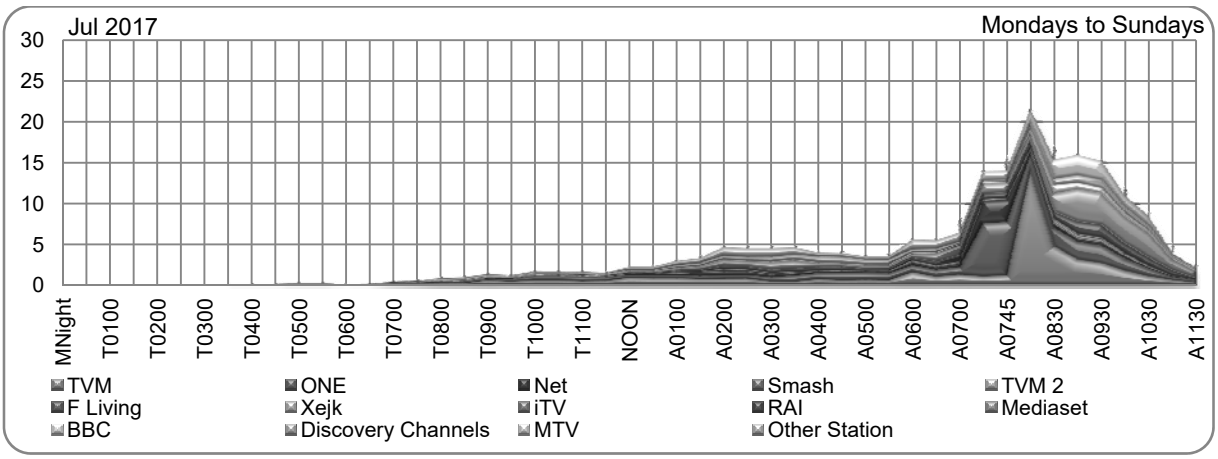
HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	RAI	Mediaset	BBC	Discovery Channels	MTV	Other Station	Highest
Monday	**78,634**	**47,347**	11,865	**1,591**		**3,175**			8,026	16,533	5,649	**8,813**		15,757	**78,634**
Tuesday	**56,393**	29,696	10,836	1,202	1,607	2,154	1,494	1,678	7,586	22,692	1,965	6,215		**22,130**	**56,393**
Wednesday	**80,913**	33,133	11,342			2,833	**3,149**	**1,852**	**14,470**	23,319	4,948	8,476	**1,852**	17,366	**80,913**
Thursday	**67,831**	28,348	21,442		2,003	2,250	2,003		7,991	14,173	**19,347**	5,004		14,597	**67,831**
Friday	**54,681**	26,942	**21,730**		3,136	1,906	1,875		6,301	**28,363**	3,923	6,285		13,746	**54,681**
Saturday	**57,492**	27,538	10,513		1,353		2,181		5,517	11,537	3,164	2,852		12,278	**57,492**
Sunday	**53,877**	24,196	7,841		**7,525**		1,536		9,352	21,739	2,501	8,399		7,610	**53,877**
Highest	**80,913**	**47,347**	**21,730**	**1,591**	**7,525**	**3,175**	**3,149**	**1,852**	**14,470**	**28,363**	**19,347**	**8,813**	**1,852**	**22,130**	---

3.4.3. TV Audience Shares by Half-Hour Slots

Audiences were registerd for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:30am with 0.97% rising gradually to 2.181% by noon; peaking up to 4.577% at 2:00pm and re-peaking to 5.498% at 6:00pm. Audiences rose sharply from those at 7:30pm [13.819%] to 21.382% at 8:00pm where the highest audiences were reached.

Audiences were maintained and peaked to 15.821% by 9:00pm; falling to 10.867% at 10:00pm; and further to 2.078% at midnight.

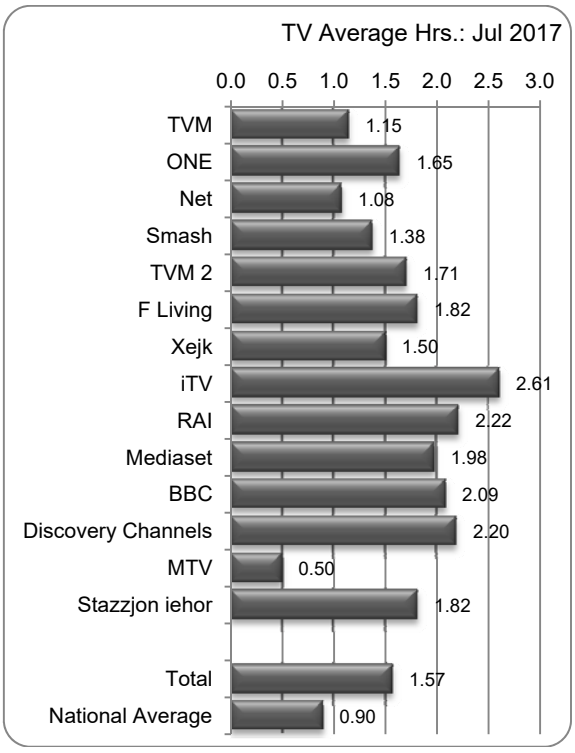
The following figure maps in detail the total daily audience shares for TV stations cumulative at half-hour slots:

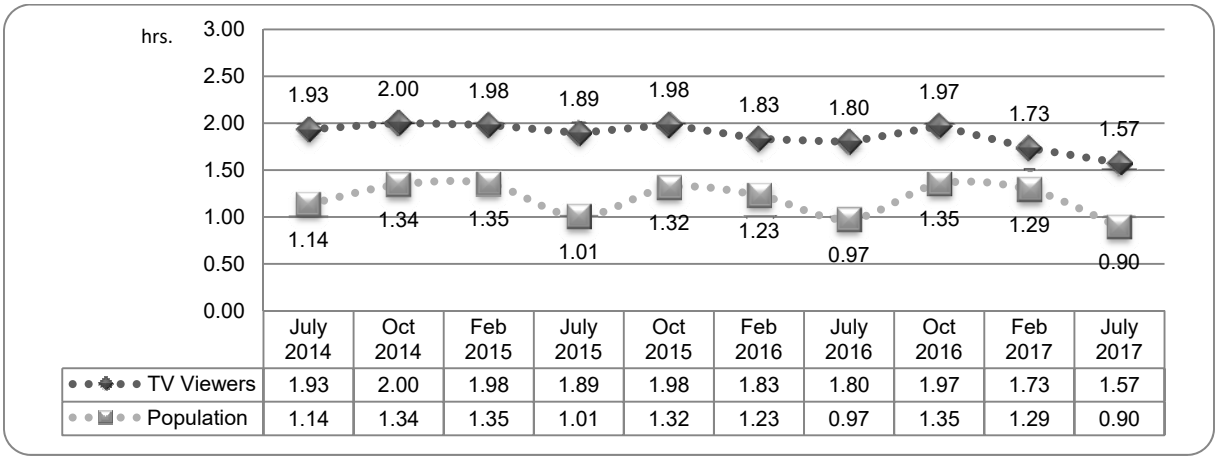


3.4.4. Daily Average Hours of TV consumption
This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of viewers who logged on to that particular station for long time. However, considering also the demographical nature of TV viewers for each particular station, the average amount of time spent by viewers of each station gives an indication of viewing patterns amongst the population.

While TVM attracted the highest percent of viewers [33.06%] followed by ONE which attracted the next percent [17072%], the time spent on average by ONE viewers [1.65hrs] is 43% higher than those of TVM [1.15hrs]. The average amount of hours over all TV viewers amounts to 1.57hrs per viewer and over the whole of the population aged 16 years and over, these amounts to 0.90hrs.



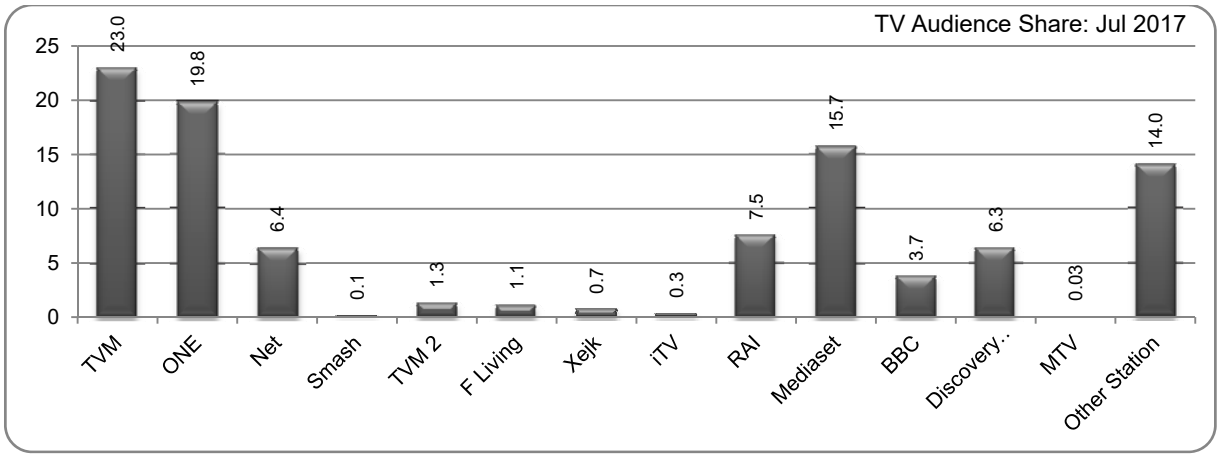


	July 2014	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017
TV Viewers	1.93	2.00	1.98	1.89	1.98	1.83	1.80	1.97	1.73	1.57
Population	1.14	1.34	1.35	1.01	1.32	1.23	0.97	1.35	1.29	0.90

3.4.5. TV Stations Audience Share

Taking all the audiences for all the weekdays, the daily average TV's audience share attained by each broadcasting station is shown in the figure below.

Overall, TVM ranked first with 23.0%; followed by ONE with 19.8%, and Net TV with 6.4%. Of the foreign stations, Mediaset stations ranked first with 15.7%, followed by RAI with 7.5%.

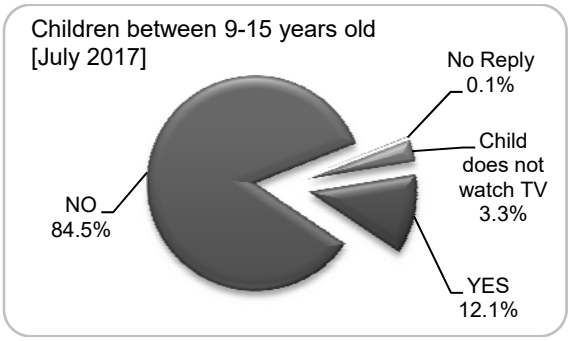


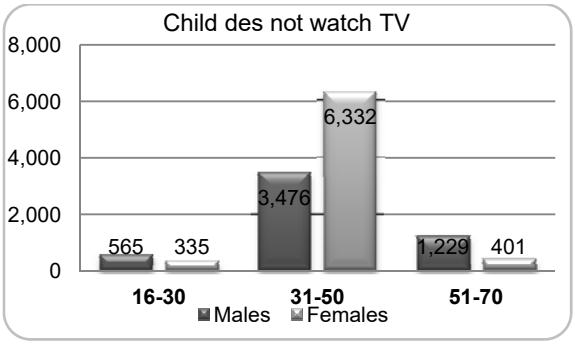
4. CHILDREN WATCHING TV

At the end of the telephone questionnaire respondents were asked whether they have children between 9 and 15 years old, and if in the affirmative, respondents were then asked what type of programme their children liked to watch on television.

4.1. Children 9-15 years old

Out of all the respondents 12.1% replied that they have children between 9 and 15 years old [≈45,000] who regularly watch television. On the other hand another 3.3% [≈12,300] stated that although they have 9-15 year olds their children do not watch television.





Does not watch TV				
	Total N	16-30	31-50	51-70
Males	5,270	565	3,476	1,229
Females	7,068	335	6,332	401
[N]	12,338	900	9,808	1,630
[Row %]	100	7.3	79.5	13.2
	Total %	16-30	31-50	51-70
Males	42.7	62.8	35.4	75.4
Females	57.3	37.2	64.6	24.6
	100	100	100	100

The highest percent [42.2%] of respondents who have said that they have 9-15 year olds are from the 31-50 age group. Only 13.1% of all 16-30 year olds replied that they have such children; while another 2.8% of all 51-70 year olds have so.

As much as 3.3% [≈12,300] of all respondents categorically replied that their children between the age of 9-15 years do not watch television. As much as 79.49% of these are from the 31-50 age group; another 13.21% are from the 51-70 age group; while another 7.30% are from the 16-30 age group.

Children 9-15 years old						
				Have Children		
	Total N	No Reply	No	Child follows TV	Child NO TV	No reply
Total	374,782	451	316,791	42,921	12,338	2,282
Males	186,599	451	157,723	21,484	5,270	1,672
Females	188,184		159,068	21,437	7,068	611
16-30	82,800		80,262	1,638	900	
31-50	122,681	451	70,154	39,986	9,808	2,282
51-70	103,900		100,973	1,297	1,630	
70+	65,401		65,401			
South Hbr	68,785		57,691	8,161	1,907	1,026
North Hbr	112,207		97,698	10,842	3,667	
South East	57,467		48,392	6,187	1,883	1,005
Western	50,488		41,198	6,916	2,375	
Northern	58,194		47,162	8,526	2,506	
Gozo & Com	27,642	451	24,651	2,289		251
	Total %	No Reply	No	Child follows TV	Child NO TV	No reply
Total	100	0.1	84.5	11.5	3.3	0.6
Males	100	0.2	84.5	11.5	2.8	0.9
Females	100		84.5	11.4	3.8	0.3
16-30	100		96.9	2.0	1.1	
31-50	100	0.4	57.2	32.6	8.0	1.9
51-70	100		97.2	1.2	1.6	
70+	100		100			
South Hbr	100		83.9	11.9	2.8	1.5
North Hbr	100		87.1	9.7	3.3	
South East	100		84.2	10.8	3.3	1.7
Western	100		81.6	13.7	4.7	
Northern	100		81.0	14.7	4.3	
Gozo & Com	100	1.6	89.2	8.3		0.9

4.2. Programmes followed by 9-15 year olds

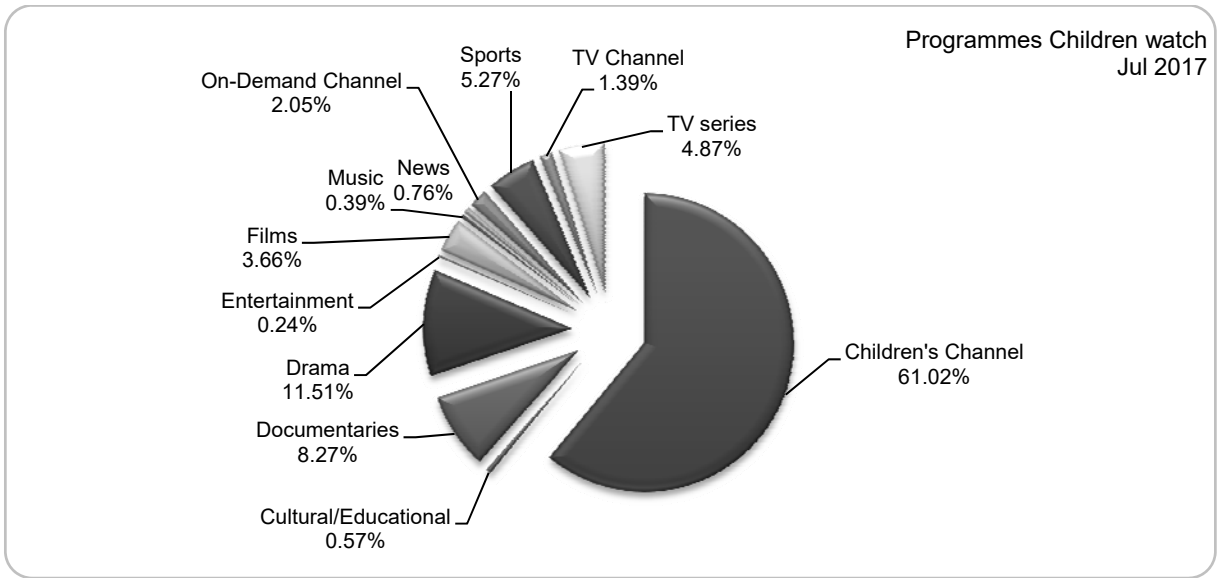
The responses were categorized into twelve difference categories and analysed by the age groups of respondents as follows:

The most quoted were Children's Channels [61.02%]; followed by Drama [11.51%] and Documentaries [8.27%].

Children whose parents are from the 16-30 age group are reported to follow Drama [71.1%]; Children's Channels [9.67%]; Sports [9.61%]; and TV series [9.61%].

Children whose parents are from the 51-70 age group are reported to follow Children's Channels [65.314%]; TV series [15.39%]; Drama [9.65%] and Entertainment [9.65%].

The range of programmes of children whose parents are from the 31-50 years old have a wider range of programmes which they like to follow. Nearly two-thirds follow Children's Channels [63.95%]; another 8.99% follow Documentaries; 8.02% follow Drama; and the rest follow a range of programmes.



	Total N	16-30	31-50	51-70	Total %	16-30	31-50	51-70
Children's Channel baby tv; boomerang; cartoon network; disney channel; nickelodeon	38,634	335	37,250	1,049	61.02	9.67	63.95	65.31
Cultural/Educational Educative	363		363		0.57		0.62	
Documentaries discovery channel; documentaries	5,238		5,238		8.27		8.99	
Drama drama; drama bil-Malti	7,286	2,461	4,670	155	11.51	71.10	8.02	9.65
Entertainment Cooking programmes	155			155	0.24			9.65
Films Crime films; family films; films tat-tfal; GO Stars	2,318		2,318		3.66		3.98	
Music Vh1	249		249		0.39		0.43	
News aħbarijiet lokali; news	480		480		0.76		0.82	
On-Demand Channel Games ; Programmes on Netflix;YouTube	1,295		1,295		2.05		2.22	
Sports sports	3,336	333	3,003		5.27	9.61	5.15	
TV Channel canale 5; mtv; music itv	882		882		1.39		1.51	
TV series Hannah Montana; Klassi Għalina; Liquorish; Love Story; Teleseries	3,081	333	2,501	247	4.87	9.61	4.29	15.39
Total	**63,317**	**3,462**	**58,248**	**1,607**	**100**	**100**	**100**	**100**

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. Bħalissa qegħdin nagħmlu stħarriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istħarriġ jieħu madwar 5 minuti biex jitlesta. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jieħu/tieħu sehem fl-istħarriġ. Nista' nkellmu/nkellimha bħalissa?

1. X'TIP TA' PROGRAMMI TĦOBB TARA FUQ L-ISTAZZJONIJIET LOKALI TAT-TV?

	Code
Aħbarijiet [Lokali u Barranin]	(1)
Diskussjonijiet u Ġrajjiet Kurrenti	(2)
Reliġjuż	(3)
Kulturali u/jew Edukattivi	(4)
Sport	(5)
Drama	(6)
Dokumentarji	(7)
Varjeta` [ta' Divertiment] / Comedy / Games	(8)
Għat-Tfal	(9)
Telebejgħ / Teleshopping	(10)
Music Videos	(11)
M'għandix sett tat-televiżjoni	**(12)**
Ma narax TV	**(13)**
Ma narax programmi fuq stazzjonijiet lokali	**(14)**
M'għandix tip ta' programm favorit	**(15)**
Mingħajr risposta	**(16)**

2. LIEMA 3 STAZZJONIJIET TAT-TELEVIŻJONI RAJT L-AKTAR ILBIERAĦ U F'LIEMA ĦIN? (IMMARKA MHUX *IKTAR MIN 3 STAZZJONIJIET*)

Stazzjonijiet tat-televizjoni (imarka kull fejn japplika)	Code	Ħin 1		Ħin 2		Ħin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
TVM	(1)						
ONE	(2)						
Net	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
Owners' Best	(10)						
RAI **[1]**	(11)						
Mediaset **[2]**	(12)						
BBC **[3]**	(13)						
Discovery Channel/s [4]	(14)						
MTV	(15)						
Stazzjon ieħor	(15)						
(Specifika - niżżel l-istazzjonijiet għal Code (16)		_____					
M'hemmx stazzjon wieħed	**(17)**						
Ma niftakarx	**(18)**						
Ma rajtx televiżjoni	**(19)**						
M'għandix sett tat-televiżjoni	**(20)**						
Mingħajr risposta	**(21)**						

[1] – [Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia]
[2] – [Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Extra / La5 / Mediaset TGCom24]
[3] – [BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment]
[4] – Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

3. X'tip ta' servizz ghandek biex taqbad it-televizjoni? (immarka kull fejn japplika)

	Code
Free-to-air	(1)
Melita	(2)
GO	(3)
Satellita	(4)
IPTV	(5)
Android box including Netflix [Internet based services]	(6)
Oħrajn [Other]	(7)
M'għandix sett tat-televiżjoni	(8)
Mingħajr risposta	(9)

4. Liema 3 stazzjonijiet tar-radju smajt l-aktar ilbieraħ (immarka kull fejn japplika)

Stazzjonijiet tar-radju (immarka kull fejn japplika)	Code	Ħin 1		Ħin 2		Ħin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
Radju Malta	(1)						
Radju Malta 2	(2)						
Magic	(3)						
One Radio	(4)						
Radio 101	(5)						
Bay Radio	(6)						
Calypso Radio	(7)						
RTK	(8)						
Smash Radio	(9)						
Radju Marija	(10)						
Campus FM	(11)						
Vibe FM	(12)						
X FM	(13)						
BKR Digital	(14)						
Radju tal-Komunita'	(15)						
Stazzjon ieħor	(16)						
(Specifika - nizzel kemm stazztonijiet tal-komunità kif ukoll barranin – Code 15 u 16 ____							
M'hemmx stazzjon wieħed	(18)						
Ma niftakarx	(19)						
Ma smajtx 28adju	(20)						
M'għandix sett tar-Radju	(21)						
Mingħajr risposta..	(22)						

5. Biex tisma' r-radju, inti ghandek DAB+?

IVA [Yes]	(1)
Le [No]	(2)
Ma Nafx	(3)
M'għandix sett tar-Radju	(4)
Mingħajr risposta..	(5)

Jekk ghandek id-DAB, dan biex tisma' kontenut lokali jew kontenut ta' Barra.

The signal will either be brilliantly crisp and clear or it won't be there at all.
Meta taqleb minn stazzjon għall ieħor l-istazzjon ikun car mill-ewwel jew ikollok xi interferenzi?

With DAB, you never need to remember a station's frequency. The display on the radio shows the station names alphabetically.

Bid-DAB+ aktar facli li taqleb minn stazzjon ghall iehor ghax juri l-istem ta' kull stazzjon u ghandek aktar stazzjonijiet ixandru fuqu.

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

6.	Inti raġel jew mara?	R (1)	M (2)
7.	Kemm għandek eta? _____		
8.	F' liema lokalita toqgħod?_____		

Ghandek tfal bejn id-9 u l-15 il-sena?

	Code
YES [IVA]	(1)
NO [LE]]	(2)
No Reply	(3)

Jekk IVA x'tip ta' programmi jħobbu jaraw?

	Code	
Option 1	(1)	
Option 2	(2)	
Option 2	(3)	
Do not watch TV	(4)	
No Reply	(5)	

Niżżel anke ismijiet ta' stazzjonijiet bħal per eżempju Baby TV, Boomerang, eċċ

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta
Radju Malta 2
Magic Radio
ONE Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Vibe FM
XFM

LIST OF RADIO STATIONS ONLY ON DIGIB+

Bay Easy
All Rock
BKR Digital
Radio Christian Music

LIST OF NATIONWIDE TELEVISION STATIONS

TVM
ONE
Net TV
Smash TV
TVM2
iTV
F Living
Xejk
Owners Best Network
Parliament TV

APPENDIX C: RADIO AUDIENCES BY HALF-HOUR SLOTS – MONDAY TO SUNDAY

A "nil" record does not mean that audiences were zero audiences.

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00																374,782	374,782
4:30																374,782	374,782
5:00								1,297							4,147	369,338	374,782
5:30								1,297				2,275			4,147	367,062	374,782
6:00	971					4,583	3,054	1,297	1,558					1,206	4,147	357,967	374,782
6:30	971			2,467			3,054	1,297	1,558					1,206	4,147	360,083	374,782
7:00	4,595			9,109	2,503	22,128	5,669	2,554	3,833	1,213			1,521	2,792	4,147	314,719	374,782
7:30	3,389			13,246	2,503	12,416	7,023	2,554	1,558	1,213	2,275	2,453	1,521	2,792	4,147	317,693	374,782
8:00	3,940		4,359	16,089	5,070	9,583	12,039	2,554	1,558	1,591			1,521	2,792	4,147	309,539	374,782
8:30	2,734		5,713	14,506	5,070	11,606	12,039	3,851	1,558	1,591			3,545	2,792	4,147	305,631	374,782
9:00	12,603		3,867	16,089	3,857	5,030	12,379	3,851	1,558	3,183			3,545	2,792	5,644	300,386	374,782
9:30	12,603		3,867	16,089	3,857	2,696	13,676	3,851	1,558	3,183			1,521	2,792	5,644	303,445	374,782
10:00	13,574		4,600	17,060	3,864	5,393	10,607	5,148		3,183			2,819	2,792	5,644	300,099	374,782
10:30	13,574		2,275	18,646	3,864	4,254	11,904	5,148		3,183			1,521	2,792	5,644	301,977	374,782
11:00	13,574		2,275	18,646	3,864	4,254	9,021	3,851		3,183			1,521	2,792	5,644	306,157	374,782
11:30	13,574		2,275	21,816	3,864	4,254	9,021	2,554		4,480			1,521	2,792	5,644	302,988	374,782
Noon	6,235		4,409	12,620	1,206	5,993	7,667	2,554		8,017				1,586	4,147	320,348	374,782
12:30	4,661			13,974	1,206	4,254	7,667	2,554		6,663					4,147	329,656	374,782
1:00	3,113			8,048		1,558	6,313	2,554		4,480				1,586	4,147	342,983	374,782
1:30	3,113			8,048		1,558	6,313	2,554		4,480				1,586	4,147	342,983	374,782
2:00	3,113			6,632		3,654	5,016	2,268		3,183				1,586	4,147	345,183	374,782
2:30	3,113			5,049		7,112	5,016	2,268		3,183				1,586	4,147	343,309	374,782
3:00	2,734			5,049		2,275		2,268		4,480				2,883	4,147	350,946	374,782
3:30	2,734			3,462		1,739		2,268		3,183				1,586	4,147	355,663	374,782
4:00	2,734		2,325	3,462		9,003	1,354	971		3,183				2,792	4,147	344,811	374,782
4:30	2,734			3,462	1,206		2,875	971		1,591				4,366	4,147	353,429	374,782
5:00	2,734			1,941	1,206		5,954	971	3,559	1,591				4,366		352,460	374,782
5:30	4,757			3,462	1,206	2,325	4,397	971	3,559	1,591				4,366		348,148	374,782
6:00	5,894			1,739			2,875	971		1,591		2,275		2,780		356,657	374,782
6:30	2,734						2,875	971		1,591				2,780		363,831	374,782
7:00	2,734					2,453	1,548			1,591				1,206		365,250	374,782
7:30	2,734					2,453				1,591				1,206		366,798	374,782
8:00	1,521					2,453				1,591					3,559	365,658	374,782
8:30	1,521					2,453				1,591						369,216	374,782
9:00	1,521									1,591						371,669	374,782
9:30	1,521									1,591						371,669	374,782
10:00	1,521									1,591					1,583	370,086	374,782
10:30	1,521									1,591					1,583	370,086	374,782
11:00	1,521									1,591						371,669	374,782
11:30	1,521									1,591						371,669	374,782
Total Avg	3,420		749	5,015	924	2,823	3,528	1,379	455	1,890	47	146	428	1,387	2,401	350,189	374,782
maximum	13,574		5,713	21,816	5,070	22,128	13,676	5,148	3,833	8,017	2,275	2,453	3,545	4,366	5,644	374,782	
std.dev.	4,089		1,572	6,749	1,596	4,294	4,330	1,503	1,001	1,814	328	571	928	1,423	2,268	26,098	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00			1,607				1,202									371,972	374,782
4:30			1,607				1,202									371,972	374,782
5:00			1,607	1,854			1,202		1,678	1,607						366,834	374,782
5:30			1,607	3,816			1,202		1,678							366,479	374,782
6:00	1,918		1,607	5,624	3,110		1,202		1,678					1,607		358,036	374,782
6:30	4,799	5,139	1,607	5,624	5,028		1,202		1,678							349,706	374,782
7:00	11,234	5,139	6,993	14,255	5,028	1,503	2,405		5,797			5,196				317,233	374,782
7:30	6,096	5,139	4,488	7,231	5,028	6,031	2,405		5,797			5,196				327,372	374,782
8:00	11,529	5,139	8,973	14,181	6,531	4,844	3,607	3,525	7,173							309,282	374,782
8:30	9,675	5,139	1,607	10,663	3,421	8,184	3,607	5,028	3,832							323,626	374,782
9:00	12,571	5,139	3,762	12,548	7,504	8,381	5,579	4,717	1,678	1,494						311,409	374,782
9:30	12,571	5,139	1,607	12,548	7,504	1,503	5,579	4,717	1,678	1,494						320,442	374,782
10:00	10,600	5,139	1,607	12,548	7,089	7,983	5,579	3,215	3,595	1,494		4,484				311,449	374,782
10:30	10,600	5,139	1,607	12,548	7,089	4,446	5,579	3,215	3,595	1,494		4,484				314,987	374,782
11:00	10,600	5,139	1,607	16,256	7,089	9,717	4,377	3,215	1,678	1,494		4,484			1,918	307,210	374,782
11:30	8,638	5,139	1,607	16,256	7,089	9,717	4,377	5,176	1,678	1,494		4,484				309,128	374,782
Noon	4,822	5,139	1,607	12,795	7,548	3,341		5,176	1,678			4,484				328,193	374,782
12:30	4,822		1,607	10,940	7,548	3,341		3,215	1,678			4,484				337,147	374,782
1:00	3,525		3,285	5,999	4,083	1,930		1,607	1,678			4,484		1,885		346,306	374,782
1:30	3,525		1,607	5,999	4,083			1,607	1,678			4,484		1,885		349,913	374,782
2:00	2,810		1,607	4,986	1,202	4,844		1,607	1,678			8,870		1,885		345,293	374,782
2:30	1,607		4,488	4,986	1,202	4,844		1,607	1,678			4,484				349,885	374,782
3:00	1,607		1,607	6,593	1,202	4,844	1,965	3,579	1,678	1,607		4,484				345,614	374,782
3:30	1,607		1,607	6,593	1,202	4,844		3,579	1,678	1,607		4,484				347,580	374,782
4:00	1,607		3,579	10,238	6,892	5,040	1,972	3,579	1,678			4,484				335,712	374,782
4:30	1,607		1,607	5,100	4,974	4,100	1,972	1,607	1,678			4,484				347,652	374,782
5:00	1,607		3,461	3,492	3,056	5,708	1,972	4,822	1,678	1,918		7,082			1,918	338,068	374,782
5:30	1,607		1,607	3,492	3,056	5,708	1,972	4,822	1,678	1,918		7,082				341,840	374,782
6:00	1,607		1,607	3,492		1,503		4,822	1,678			10,699		1,962	1,885	345,527	374,782
6:30	1,607		1,607	3,492				4,822	1,678			10,699			1,885	348,992	374,782
7:00	1,607		6,746	3,492				4,822	1,678			10,699				345,738	374,782
7:30	1,607		1,607	3,492				1,607				10,699				355,769	374,782
8:00	1,607			3,525				3,101								366,549	374,782
8:30	1,607			3,525				3,101								366,549	374,782
9:00	1,607			1,607												371,568	374,782
9:30	1,607			1,607												371,568	374,782
10:00							1,918									372,864	374,782
10:30							1,918									372,864	374,782
11:00							1,918									372,864	374,782
11:30							1,918									372,864	374,782
Total Avg	3,218	1,285	1,724	5,237	2,449	2,341	1,413	1,914	1,424	367		2,802		192	158	350,257	374,782
maximum	12,571	5,139	8,973	16,256	7,548	9,717	5,579	5,176	7,173	1,918		10,699		1,962	1,918	374,782	
std.dev.	4,035	2,249	1,966	5,093	2,952	3,061	1,771	2,014	1,641	685		3,499		571	531	22,490	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00	1,776															373,006	374,782
4:30	1,776															373,006	374,782
5:00	1,776															373,006	374,782
5:30	1,776															373,006	374,782
6:00	3,625			1,776		2,030		1,416								365,934	374,782
6:30	3,625		1,808	4,708		4,156		1,416								359,070	374,782
7:00	5,478			12,414		14,243	1,858	1,416	2,433	3,096		8,284	2,363			323,198	374,782
7:30	7,059			13,722		9,250	1,858	1,416	8,290	3,096		2,725	2,363		2,657	322,348	374,782
8:00	7,059			5,140		4,221	7,222	1,416	10,149	1,515		4,544	2,725			330,793	374,782
8:30	7,059	1,849		6,655		6,251	7,222	1,416	10,149	1,515		4,544	2,725			325,399	374,782
9:00	11,729	1,849	2,433	8,071		2,030	8,803		12,597	3,364		7,408	2,725			313,773	374,782
9:30	11,729	1,849	2,433	6,655		2,030	8,803		8,290	3,364		4,544	2,725			322,360	374,782
10:00	9,877	1,849	2,433	3,291		4,393	6,954		2,433	3,364		5,158	2,725			332,306	374,782
10:30	9,877		2,433	3,291		2,030	6,954		2,433	3,364		2,725	2,725			338,950	374,782
11:00	10,237			4,806	1,416	2,030	6,954		2,433	3,364		2,725				340,817	374,782
11:30	10,237			8,075	1,416	2,030	5,373		2,433	3,364		2,725				339,129	374,782
Noon	3,193			8,435	1,416	2,030	2,725		2,433	3,096		2,725				348,730	374,782
12:30				6,583	1,416	2,030	2,725	1,581	2,433	1,581		2,725				353,709	374,782
1:00				8,138	1,416	5,068	2,725		2,433	1,849		2,725				350,429	374,782
1:30				8,138		10,036	2,725		2,433	1,849		2,725				346,878	374,782
2:00				1,515		2,030	2,725		2,433	1,849		9,722				354,508	374,782
2:30				1,515			2,725		2,433	1,849		2,725				363,536	374,782
3:00	1,858			4,806			2,725		2,433			5,420			2,657	354,884	374,782
3:30	1,858			3,030	4,664		2,725		2,433			5,158			2,657	352,259	374,782
4:00	1,858			1,515	1,515	1,858	3,858					1,819				362,359	374,782
4:30	1,858			7,372	1,515		3,858					1,819				358,360	374,782
5:00	1,858			5,857	1,515	9,191	2,992					5,857				347,512	374,782
5:30	1,858				1,515	3,334	2,992					5,857				359,226	374,782
6:00	1,858				1,515	4,156	4,456	1,808						1,852		359,138	374,782
6:30	1,858			4,641	1,515	2,865	4,456	1,808								357,640	374,782
7:00				7,366	1,515	4,226	4,456	3,389		1,581						352,250	374,782
7:30					1,515	4,226	2,941			1,581						364,519	374,782
8:00					1,515				2,448							370,819	374,782
8:30					1,515											373,267	374,782
9:00							1,776									373,006	374,782
9:30							1,776									373,006	374,782
10:00																374,782	374,782
10:30											1,515					373,267	374,782
11:00											1,515					373,267	374,782
11:30											1,515					373,267	374,782
Total Avg	2,557	154	240	3,073	560	2,203	2,445	356	1,741	930	95	1,972	439	39	166	357,812	374,782
maximum	11,729	1,849	2,433	13,722	4,664	14,243	8,803	3,389	12,597	3,364	1,515	9,722	2,725	1,852	2,657	374,782	
std.dev.	3,638	516	717	3,733	919	3,171	2,669	750	3,058	1,312	371	2,601	994	267	650	17,751	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00																374,782	374,782
4:30																374,782	374,782
5:00				2,003												372,779	374,782
5:30				2,003											2,016	370,763	374,782
6:00	4,948			6,021						2,049						361,764	374,782
6:30	4,948		3,020	12,080		2,697	2,003			2,049						347,986	374,782
7:00	13,140		8,636	18,708	1,937	7,699	2,003		3,020	2,049	1,752		2,987		2,003	310,848	374,782
7:30	13,140		8,636	16,705	1,937	19,465	2,003		3,490	2,049	1,752		2,987	5,353	2,003	295,262	374,782
8:00	13,832		11,811	16,621	9,238	9,315	5,685	2,049	3,490	2,049	1,752		5,996		2,003	290,941	374,782
8:30	8,520		8,636	16,621	7,179	6,750	5,685	2,049	3,490	2,049	1,752		5,996		2,003	304,052	374,782
9:00	9,948		8,636	17,064	5,176	9,377	9,224	4,667	3,490	4,299	1,752	2,618	3,009		7,620	287,901	374,782
9:30	9,948		3,020	17,064	5,176	9,377	9,224	4,667	3,490	4,299	1,752	2,618	3,009		7,620	293,518	374,782
10:00	8,379		3,020	13,058	8,607	8,429	9,224	2,618		6,348	1,752	2,618			7,620	303,110	374,782
10:30	8,379		3,020	13,058	8,607	8,429	10,903	2,618		6,348	1,752	2,618			7,620	301,431	374,782
11:00	8,379		3,020	13,058	6,928	8,429	9,224	2,618		6,348	1,752	2,618			2,003	310,406	374,782
11:30	8,379		3,020	15,027	6,928	8,429	9,224	2,618		6,348	1,752	2,618			2,003	308,437	374,782
Noon	2,944		3,020	9,302	5,675	4,734	3,573	4,622		4,299	1,752					334,862	374,782
12:30			3,020	7,333	3,615	4,734	3,573	4,622		2,049	1,752					344,085	374,782
1:00	1,256		3,020	7,333	1,937	6,984	3,573	4,622		2,049	1,752					342,257	374,782
1:30			3,020	7,333	1,937	6,984	3,573	4,622		2,049	1,752					343,513	374,782
2:00			3,020	5,274	1,937	8,766	3,573	2,003			1,752					348,459	374,782
2:30			3,020	5,274	1,937	6,750	3,573	2,003			1,752					350,474	374,782
3:00			6,194	5,274	3,497	8,429	3,573	2,003			1,752					344,060	374,782
3:30			3,020	5,274	3,497	2,037	3,573	2,003			1,752	5,367				348,259	374,782
4:00			3,020	7,277	5,176	2,037	2,003	2,003			1,752	5,367		5,353		340,794	374,782
4:30			3,020	7,277	5,176	2,037	2,003	2,003			1,752			5,353		346,161	374,782
5:00	1,256		3,020	9,280	3,239	7,630	2,003	2,003	3,020	2,049	1,752				2,037	337,493	374,782
5:30	1,256		3,020	11,296	3,239	7,630	2,003	2,003		2,049	1,752				2,037	338,496	374,782
6:00	2,037			9,280		2,697	2,003	2,003		2,049	1,752					352,960	374,782
6:30	2,037			10,959			2,003	2,003		2,049	1,752					353,978	374,782
7:00	2,037			6,907		2,713	2,003	4,052		2,049	1,752					353,268	374,782
7:30	2,037			6,907			2,003	2,003		2,049	1,752					358,031	374,782
8:00				3,648		3,020	2,003			5,539	1,752					358,821	374,782
8:30				1,969	1,752		2,003			5,539	1,752					361,767	374,782
9:00				1,969			2,003			7,789	1,752					361,269	374,782
9:30				1,969			2,003			7,789	1,752					361,269	374,782
10:00				1,969		2,250	4,063			4,299	1,752					360,449	374,782
10:30				1,969			4,063			4,299	1,752					362,699	374,782
11:00				1,969			2,060			2,049	1,752					366,953	374,782
11:30				1,969			2,060			2,049						368,705	374,782
Total Avg	2,642		2,164	6,627	2,173	3,705	2,901	1,427	489	2,258	1,205	551	500	335	1,012	346,794	374,782
maximum	13,832		11,811	18,708	9,238	19,465	10,903	4,667	3,490	7,789	1,752	5,367	5,996	5,353	7,620	374,782	
std.dev.	4,207		2,940	5,842	2,835	4,309	2,949	1,648	1,200	2,365	821	1,338	1,428	1,310	2,161	26,913	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30										1,625						373,157	374,782
4:00										1,625						373,157	374,782
4:30										1,625						373,157	374,782
5:00										1,625						373,157	374,782
5:30				8,515			1,940			1,625						362,702	374,782
6:00	1,625			6,336		1,952	3,156			1,625						360,088	374,782
6:30	1,625			6,336		1,952	3,156			1,625			1,696			358,391	374,782
7:00	3,251			10,199		4,865	3,156	1,984		5,042	3,074	15,483	1,696	1,511		324,522	374,782
7:30	1,625			10,195			3,156	1,984		5,042		11,150	1,696	1,511		338,423	374,782
8:00	1,625			11,509			3,156	1,984		7,026		8,254	1,696			339,532	374,782
8:30	1,625			11,509			3,156			7,026		5,330	1,696			344,440	374,782
9:00	12,386			17,805		16,239	3,156	1,625		5,516	1,994	6,452	1,696			307,914	374,782
9:30	12,386			17,805		5,519	3,156	3,251		5,516			1,696			325,454	374,782
10:00	12,795			17,805		2,892	7,134	4,467		5,516			1,696			322,478	374,782
10:30	12,795			17,805		2,892	7,134	4,467		5,516						324,174	374,782
11:00	18,470			14,763		5,784	5,140	3,251		5,516						321,859	374,782
11:30	14,011			12,179		2,892	5,140	3,251		5,516						331,794	374,782
Noon				14,124		4,411	3,156	1,625		1,906						349,559	374,782
12:30				13,465		4,411	3,156			1,906						351,844	374,782
1:00	1,625			11,559		2,892	3,156			1,906						353,644	374,782
1:30	1,625			10,343		2,892	3,156			1,906						354,860	374,782
2:00				6,695		5,805	3,156			1,906		2,913				354,307	374,782
2:30				7,911		5,805	3,156			1,906		2,913				353,091	374,782
3:00	1,625			6,695		5,805	1,216			1,906		6,411				351,124	374,782
3:30				6,695		5,805	1,216			1,906		6,411				352,749	374,782
4:00				8,682		2,913	1,216			1,906		10,744				349,321	374,782
4:30				6,695		2,913	1,216			1,906		4,459				357,593	374,782
5:00	1,520			6,695		5,541	1,216					10,744				349,068	374,782
5:30				6,695			1,216					4,459				362,413	374,782
6:00			1,625	6,695		8,463	1,216					7,838				348,945	374,782
6:30				6,695		2,179	1,216					7,838		1,511		355,345	374,782
7:00				2,727		1,952	1,216					4,459		1,511		362,918	374,782
7:30				2,727		1,952	1,216					4,459				364,429	374,782
8:00				2,727		1,952	3,156					7,372				359,576	374,782
8:30				2,727			3,156					4,459				364,441	374,782
9:00				2,727			1,216					4,459				366,380	374,782
9:30				2,727			1,216					4,459				366,380	374,782
10:00				4,237			1,216					4,459				364,870	374,782
10:30				4,237			1,216					4,459				364,870	374,782
11:00				4,237			1,216					4,459	1,520			363,350	374,782
11:30				2,727			1,216					4,459				366,380	374,782
Total Avg	2,096		34	6,546		2,306	2,009	581		1,826	106	3,310	314	126		355,528	374,782
maximum	18,470		1,625	17,805		16,239	7,134	4,467		7,026	3,074	15,483	1,696	1,511		374,782	
std.dev.	4,601		235	5,510		3,110	1,772	1,242		2,197	524	3,865	662	422		16,996	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00																374,782	374,782
4:30								1,212		1,495						372,076	374,782
5:00								5,309		1,495						367,978	374,782
5:30				1,939				4,097		1,495						367,251	374,782
6:00	1,495			5,724	1,296			2,508		3,085						360,675	374,782
6:30	1,495			8,276	1,296	2,852		3,477		3,085						354,302	374,782
7:00	2,464			9,572	1,296			5,050		3,077		2,273				351,051	374,782
7:30	2,464			9,572	1,296	3,555		5,050		3,077		2,273				347,496	374,782
8:00	3,434		1,546	15,733	2,878	6,629	2,516	2,181		3,077	2,021	6,152	3,555			325,060	374,782
8:30	7,770		1,546	16,944	2,878	5,183	2,516	2,181		3,077		4,596				328,092	374,782
9:00	5,019		5,101	19,976	4,424	8,888	2,516	2,181	2,082	3,077		8,211		2,082	1,546	309,680	374,782
9:30	5,019		7,432	21,746	4,424	6,437	3,093	2,181	2,082	3,077		10,542		2,082	1,546	305,122	374,782
10:00	5,019		6,454	21,482	5,165	5,782	5,416	2,181	2,082	3,077		4,604			4,343	309,180	374,782
10:30	4,049		6,454	18,416	6,747	1,446	5,416	2,181	2,082	3,077		2,273			4,343	318,300	374,782
11:00	2,464		6,454	15,933	5,785	2,694	9,079	2,181	2,082	3,077		6,821			4,343	313,870	374,782
11:30	2,464		6,454	18,972	6,754	2,694	9,079	2,181	2,082	6,205		6,821			4,343	306,733	374,782
Noon	1,212		5,101	12,422	6,694	5,025	3,128			4,623		2,273	3,555		1,546	329,203	374,782
12:30	1,212		5,101	11,452	5,724		1,582			4,623		2,273			1,546	341,269	374,782
1:00	1,212		3,555	10,100	4,205					3,077		2,273			1,546	348,815	374,782
1:30	1,212		3,555	8,888	4,205					3,077		2,273			1,546	350,027	374,782
2:00				8,888	2,909	3,897	1,546			4,658		4,604	5,011		1,546	341,723	374,782
2:30				8,888	2,909	2,451	1,546			4,658		4,604	5,011		1,546	343,169	374,782
3:00	4,336			7,918	1,556		1,546			6,205		2,273	5,011		1,546	344,391	374,782
3:30	4,336			7,918	1,556		1,546			6,205		2,273	5,011			345,937	374,782
4:00				11,011	1,546					3,077		2,273				356,875	374,782
4:30				11,011	1,546					3,077		2,273				356,875	374,782
5:00				10,042	3,128					3,077		3,829				354,707	374,782
5:30				10,042	1,546	3,555				3,077		2,273				354,290	374,782
6:00				10,042	1,546	6,035	1,495			4,288		2,273				349,103	374,782
6:30				8,495	1,546	3,585				3,077		2,273				355,807	374,782
7:00				6,913						3,077					1,546	363,246	374,782
7:30				6,913						1,495					1,546	364,828	374,782
8:00				4,071				1,353		1,495		1,520				366,344	374,782
8:30				4,071				1,353		1,495						367,864	374,782
9:00				4,071				1,353		1,495						367,864	374,782
9:30				3,102				1,353		1,495		4,336				364,498	374,782
10:00				1,520				1,353		1,495		4,336				366,079	374,782
10:30	1,520			1,520				1,353		1,495						368,895	374,782
11:00								4,238		1,495						369,049	374,782
11:30								4,238								370,544	374,782
Total Avg	1,212		1,224	7,366	1,768	1,473	1,084	1,265	260	2,425	42	2,142	566	87	716	353,152	374,782
maximum	7,770		7,432	21,746	6,754	8,888	9,079	5,309	2,082	6,205	2,021	10,542	5,011	2,082	4,343	374,782	
std.dev.	1,891		2,343	6,574	2,164	2,380	2,162	1,624	696	1,741	292	2,530	1,532	420	1,281	20,957	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																374,782	374,782
0:30																374,782	374,782
1:00																374,782	374,782
1:30																374,782	374,782
2:00																374,782	374,782
2:30																374,782	374,782
3:00																374,782	374,782
3:30																374,782	374,782
4:00																374,782	374,782
4:30																374,782	374,782
5:00				1,511												373,271	374,782
5:30				2,458			2,034									370,290	374,782
6:00	1,548			4,582		3,455	3,300	1,545				3,455				356,897	374,782
6:30	1,548			5,766	1,511	3,455	3,300	1,545				3,455				354,202	374,782
7:00	1,266			7,986	2,695	5,732	3,300	1,545				5,732	5,753			340,772	374,782
7:30	1,266			9,532	1,184	7,492	5,431			2,221		3,455	4,473			339,729	374,782
8:00	1,266		2,632	8,585	2,881	3,455	6,979	1,545	2,034	4,753		3,455	4,441			332,757	374,782
8:30	1,266		2,632	8,912	2,368	3,455	5,713	1,545	2,034	4,753		3,455	4,441			334,209	374,782
9:00	1,266		2,632	7,490	2,368	5,008	5,431	1,545	2,034	4,753		5,501	6,258		1,511	328,985	374,782
9:30	1,266		2,632	8,438	3,634	5,008	5,431	1,545	2,034	4,753		5,501	2,221			332,320	374,782
10:00	2,814		2,632	14,587	4,003	5,430	6,844	1,545	5,667	4,753		7,771	2,221			316,516	374,782
10:30	2,814		2,632	13,076	4,003	7,699	6,844	1,545	3,447	4,753		3,455	2,221			322,293	374,782
11:00	2,814		2,632	14,342	6,256	8,410	7,407	1,545	3,447	4,753		6,910	2,221			314,045	374,782
11:30	2,814		4,143	15,801	6,256	8,410	5,897	1,545	3,447	4,753		9,304	2,221			310,191	374,782
Noon	3,935		2,632	8,656	4,840	6,950	3,218	1,545	2,034	5,985		5,849	2,221			326,918	374,782
12:30	2,450		2,632	7,171	2,253	6,950	3,218	1,545	2,034	4,808		3,455	2,221			336,046	374,782
1:00	2,450		2,632	7,171	2,253	5,430	1,184		2,034	3,487		3,455				344,688	374,782
1:30	2,450		2,632	7,171	2,253	5,430	1,184		2,034	3,487		3,455				344,688	374,782
2:00	1,266		2,632	3,168	2,253	5,430	1,184		2,034	3,487		3,455				349,875	374,782
2:30	1,266		2,632	3,168	2,253	5,430	1,184		2,034	3,487		3,455				349,875	374,782
3:00	1,266		2,632	3,168	3,950	5,430	2,695			3,487		3,455				348,701	374,782
3:30	1,266		2,632	3,168	2,253	5,430	2,695			3,487		3,455	3,533			346,865	374,782
4:00	2,213		2,632	3,168	2,253		2,695			3,487						358,335	374,782
4:30	2,213		2,632	3,168	2,253		2,695			3,487						358,335	374,782
5:00	1,266		2,632	3,168	2,253	3,533	2,695			3,487			2,253			353,497	374,782
5:30	1,266		2,632	3,168	2,253	4,037	2,695			3,487						355,245	374,782
6:00	2,777		2,632	6,623	2,253	1,553	3,218			2,221		2,046				351,460	374,782
6:30	1,266		2,632	6,623	2,253	1,553	3,218			2,221						355,018	374,782
7:00	1,266			3,168		1,553	3,218	1,266		2,221			2,632			359,459	374,782
7:30	1,266			2,221		1,553	3,218									366,525	374,782
8:00	1,266			3,404		1,553										368,558	374,782
8:30	1,266			3,404		1,553										368,558	374,782
9:00				1,184		1,520										372,078	374,782
9:30				1,184		1,520				1,321						370,757	374,782
10:00						1,520		1,321								371,940	374,782
10:30						1,520										373,262	374,782
11:00																374,782	374,782
11:30																374,782	374,782
Total Avg	1,133		1,238	4,300	1,520	2,843	2,252	472	757	1,956		1,948	1,028		31	355,303	374,782
maximum	3,935		4,143	15,801	6,256	8,410	7,407	1,545	5,667	5,985		9,304	6,258		1,511	374,782	
std.dev.	1,063		1,377	4,345	1,744	2,749	2,342	710	1,318	2,058		2,524	1,726		218	19,180	

APPENDIX D: TV AUDIENCES BY HALF-HOUR SLOT – MONDAY TO SUNDAY

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30		1,583													373,199	374,782
4:00		1,583													373,199	374,782
4:30		1,583													373,199	374,782
5:00															374,782	374,782
5:30															374,782	374,782
6:00															374,782	374,782
6:30															374,782	374,782
7:00															374,782	374,782
7:30		2,023													372,759	374,782
8:00		2,023												2,325	370,434	374,782
8:30		2,023												2,325	370,434	374,782
9:00	1,583	2,023												2,325	368,850	374,782
9:30	1,583	2,023												2,325	368,850	374,782
10:00	5,203	2,023										1,297		1,583	364,676	374,782
10:30	5,203	2,023										1,297		1,583	364,676	374,782
11:00	5,203	2,023										1,297		1,583	364,676	374,782
11:30	5,203	2,023							1,354			1,297		1,583	363,322	374,782
Noon	3,619	2,023							1,354					1,583	366,202	374,782
12:30	3,619	2,023				1,583			1,354					1,583	364,619	374,782
1:00		3,377	971			1,583			1,354					2,937	364,560	374,782
1:30		3,377	971			1,583			1,354	2,510				2,937	362,050	374,782
2:00	1,574	3,377				3,175			1,354	2,510				6,112	356,680	374,782
2:30	3,157	3,377				3,175			1,354	4,594				6,112	353,013	374,782
3:00	3,157	2,023				1,583			1,354	3,381				7,633	355,650	374,782
3:30	3,157	2,023							1,354	3,822				6,112	358,313	374,782
4:00	3,122	4,577							1,354					4,521	361,208	374,782
4:30	1,574	4,577							1,354					4,521	362,756	374,782
5:00	1,574	3,607		1,591					2,651					3,167	362,192	374,782
5:30	1,574	3,607		1,591					2,651					3,167	362,192	374,782
6:00	7,751	2,023							2,651					8,079	354,278	374,782
6:30	3,160	2,023							2,708	2,268				8,079	356,544	374,782
7:00	1,574	2,023							5,813	5,433				8,079	351,860	374,782
7:30	1,574	44,894	11,865						5,813	2,871				8,079	299,686	374,782
7:45	1,574	47,347	11,865						5,813	2,871				8,079	297,232	374,782
8:00	78,634	14,318	2,792						5,751	5,968	4,102	1,521		12,688	249,008	374,782
8:30	41,556	14,474	2,883						8,026	8,302	5,649	3,105		15,757	275,029	374,782
9:00	20,298	18,855	2,651						7,104	16,533	5,649	7,508		14,802	281,381	374,782
9:30	20,515	20,248	1,354						4,229	12,609	4,102	5,924		8,752	297,049	374,782
10:00	14,680	16,005	1,354						4,229	12,833	2,889	8,813		3,108	310,872	374,782
10:30	4,488	11,273	1,354						4,229	14,008	2,889	5,958		3,108	327,476	374,782
11:00	1,548	4,553	1,354						4,372	6,555	1,591	4,367			350,443	374,782
11:30		4,553	1,354						2,850	4,972	1,591	2,845			356,617	374,782
Total Avg	5,050	5,378	832	65	0	259	0	0	1,710	2,287	581	923	0	3,360	354,338	374,782
maximum	78,634	47,347	11,865	1,591	0	3,175	0	0	8,026	16,533	5,649	8,813	0	15,757	374,782	
std.dev.	12,908	9,823	2,423	318	0	749	0	0	2,215	4,134	1,463	2,085	0	4,038	30,041	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00															374,782	374,782
4:30															374,782	374,782
5:00															374,782	374,782
5:30															374,782	374,782
6:00															374,782	374,782
6:30															374,782	374,782
7:00															374,782	374,782
7:30															374,782	374,782
8:00		1,607									1,965				371,210	374,782
8:30		1,607									1,965				371,210	374,782
9:00		1,607													373,175	374,782
9:30		1,607													373,175	374,782
10:00		1,607									1,494				371,681	374,782
10:30		1,607									1,494				371,681	374,782
11:00		3,569									1,494				369,719	374,782
11:30		3,569									1,494				369,719	374,782
Noon	1,202	1,962												5,303	366,315	374,782
12:30	1,202													5,303	368,277	374,782
1:00						2,154								1,202	371,425	374,782
1:30						2,154				1,607				1,202	369,818	374,782
2:00		1,885			1,607	2,154				5,487		1,972		3,120	358,556	374,782
2:30		1,885			1,607					5,487		1,972		3,120	360,711	374,782
3:00		3,087			1,607				1,503	6,689		1,972		1,918	358,006	374,782
3:30	1,607	3,087			1,607				3,465	8,183	1,965	1,972		1,918	350,977	374,782
4:00	6,341	3,492			1,607				3,465	6,579	1,965				351,332	374,782
4:30	5,139	5,100							3,465	5,086					355,994	374,782
5:00	7,024	5,100								3,120					359,539	374,782
5:30	7,024	6,954	1,202							1,202					358,400	374,782
6:00	5,765	9,659	3,908			1,794		1,678	1,854	6,590		3,341		7,057	333,138	374,782
6:30	5,765	9,659	3,174			1,794		1,678	5,701	13,340		3,341		5,139	325,194	374,782
7:00	5,765	10,374	3,174			1,794	1,494	1,678	7,586	10,548				2,507	329,863	374,782
7:30	3,803	29,696	10,836			1,794	1,494	1,678	5,732	10,548				2,507	306,696	374,782
7:45	5,005	26,639	10,836			1,794	1,494	1,678	3,847	10,548				2,507	310,435	374,782
8:00	56,393	11,266						1,678	1,885	10,756		6,215		16,504	270,087	374,782
8:30	19,172	13,349	3,412					1,678	1,607	9,896				22,130	303,540	374,782
9:00	17,437	15,279	1,918	1,202				1,678	7,450	22,692				19,036	288,092	374,782
9:30	9,405	16,481	5,259	1,202				1,678	7,345	20,807		1,965		19,036	291,605	374,782
10:00	5,984	12,989	6,746	1,202				1,678	7,345	13,319		3,819		8,483	313,216	374,782
10:30	3,890	7,370	1,607	1,202					5,383	8,646				6,629	340,055	374,782
11:00	1,918								1,930	3,341				3,819	363,774	374,782
11:30	1,918														372,864	374,782
Total Avg	3,505	4,328	1,063	98	164	315	91	342	1,420	3,765	282	542	0	2,825	356,041	374,782
maximum	56,393	29,696	10,836	1,202	1,607	2,154	1,494	1,678	7,586	22,692	1,965	6,215	0	22,130	374,782	
std.dev.	8,787	6,746	2,531	333	492	724	362	683	2,428	5,665	653	1,295	0	5,414	27,512	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00						1,515									373,267	374,782
1:30						1,515									373,267	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00															374,782	374,782
4:30															374,782	374,782
5:00														1,849	372,933	374,782
5:30														1,849	372,933	374,782
6:00															374,782	374,782
6:30															374,782	374,782
7:00															374,782	374,782
7:30	1,133														373,649	374,782
8:00			1,416												373,366	374,782
8:30			1,416												373,366	374,782
9:00			1,416												373,366	374,782
9:30			1,416												373,366	374,782
10:00			1,416												373,366	374,782
10:30			1,416												373,366	374,782
11:00			1,416				3,149								370,217	374,782
11:30			1,416					1,852							371,514	374,782
Noon			1,416					1,852							371,514	374,782
12:30			1,416												373,366	374,782
1:00			1,416			1,416									371,950	374,782
1:30			8,690			1,416				1,849				1,581	361,246	374,782
2:00	1,849		8,690			1,416				5,279				3,944	353,605	374,782
2:30	2,982		8,690			1,416				3,430				7,092	351,172	374,782
3:00	2,982		1,416			1,416				1,849		1,838		4,730	360,551	374,782
3:30	1,849		1,416			2,833						1,838		4,730	362,117	374,782
4:00		1,849	1,416			1,416			2,931	1,416		8,476		4,730	352,548	374,782
4:30		4,998	1,416						2,931	1,416		8,476		6,420	349,125	374,782
5:00		4,998	1,416						2,931	3,265	1,808	8,476		3,149	348,740	374,782
5:30		1,849	1,416						2,931	3,265	1,808	8,476		3,149	351,889	374,782
6:00	1,515	4,544	1,416				3,149		2,931	3,265		1,808		3,149	353,006	374,782
6:30		4,544	2,931						2,931	8,276		1,808		5,001	349,291	374,782
7:00	5,007	4,544	2,931						1,515	10,125		1,808	1,852	4,956	342,044	374,782
7:30	1,858	33,133	11,342						1,515	8,544		1,808		3,149	313,434	374,782
7:45	3,666	33,133	9,535						1,515	6,963		1,808		3,149	315,015	374,782
8:00	80,913	2,030	6,341							5,296		1,808		3,149	275,246	374,782
8:30	36,674	3,555	6,341						8,030	7,072	4,948	5,941		1,808	300,414	374,782
9:00	33,094	3,555	3,193						12,955	16,015	3,096	4,133		6,937	291,804	374,782
9:30	27,157	1,747	4,601						14,470	23,319	1,515	4,133		8,775	289,065	374,782
10:00	14,674		2,824						11,813	18,754	1,808	1,581		17,366	305,962	374,782
10:30	11,950		1,416						8,187	19,888	1,808	3,611		14,957	312,965	374,782
11:00	8,252								6,411	5,665		2,030			352,424	374,782
11:30	2,433								1,515	1,808		2,030			366,996	374,782
Total Avg	4,857	2,132	2,102	0	0	293	129	76	1,745	3,199	343	1,467	38	2,360	356,042	374,782
maximum	80,913	33,133	11,342	0	0	2,833	3,149	1,852	14,470	23,319	4,948	8,476	1,852	17,366	374,782	
std.dev.	13,747	6,652	2,903	0	0	653	629	370	3,538	5,654	954	2,506	265	3,746	27,040	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00														2,003	372,779	374,782
4:30														2,003	372,779	374,782
5:00														2,944	371,838	374,782
5:30														2,944	371,838	374,782
6:00															374,782	374,782
6:30															374,782	374,782
7:00															374,782	374,782
7:30															374,782	374,782
8:00															374,782	374,782
8:30															374,782	374,782
9:00															374,782	374,782
9:30															374,782	374,782
10:00		5,731													369,051	374,782
10:30		5,731													369,051	374,782
11:00		4,052													370,730	374,782
11:30		4,052													370,730	374,782
Noon		4,052									1,752			1,560	367,417	374,782
12:30		6,021									1,752			1,560	365,449	374,782
1:00		6,021										2,713		3,564	362,484	374,782
1:30		6,021										2,713		3,564	362,484	374,782
2:00		6,021				2,060			2,060			2,713		5,242	356,686	374,782
2:30		6,021				2,060			2,060			2,713		5,242	356,686	374,782
3:00	1,679	6,021				2,060			2,060	9,019		2,713		3,682	347,549	374,782
3:30	1,679	8,024				2,060				9,019		2,713		3,682	347,605	374,782
4:00	1,679	8,024								4,375		4,581		2,003	354,120	374,782
4:30	1,679	8,024								4,375		4,581		2,003	354,120	374,782
5:00		8,024								4,375	2,037			4,019	356,326	374,782
5:30		8,024								4,375	2,037			4,019	356,326	374,782
6:00	6,913	8,024	2,037							1,679	2,037			11,976	342,116	374,782
6:30	3,175	6,021					1,752			1,679	2,037			9,960	350,158	374,782
7:00	2,003	6,021	3,431				1,752			1,679	4,040			14,541	341,315	374,782
7:30	2,003	23,106	21,442				1,752		1,937	4,698	2,037			14,541	303,266	374,782
7:45	2,003	28,348	19,690				1,752		5,196	4,698	2,037			14,541	296,517	374,782
8:00	67,831	16,822	1,679				2,003		4,762	6,702	10,919			6,584	257,480	374,782
8:30	4,746	17,569	1,679		2,003		2,003		2,003	8,636	19,347	2,060		14,597	300,140	374,782
9:00	4,570	19,622	1,679		2,003	2,250	2,003		5,975	11,994	10,593	5,004		13,969	295,121	374,782
9:30	4,570	18,135			2,003	2,250	2,003		7,991	14,173	9,337	5,004		11,965	297,350	374,782
10:00	2,697	10,065			2,003	2,250			4,019	12,603	3,293	1,873		4,006	331,972	374,782
10:30		8,062				2,250			4,019	12,603	2,037	1,873			343,937	374,782
11:00	1,256	4,022							4,019	12,603	2,037				350,845	374,782
11:30		1,969								8,865	2,037			1,256	360,655	374,782
Total Avg	2,214	5,462	1,054	0	164	352	307	0	941	2,819	1,620	842	0	3,428	355,580	374,782
maximum	67,831	28,348	21,442	0	2,003	2,250	2,003	0	7,991	14,173	19,347	5,004	0	14,597	374,782	
std.dev.	9,699	6,706	4,127	0	554	806	703	0	1,908	4,382	3,637	1,533	0	4,769	27,170	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00	1,696														373,086	374,782
2:30	1,696														373,086	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00															374,782	374,782
4:30															374,782	374,782
5:00															374,782	374,782
5:30															374,782	374,782
6:00															374,782	374,782
6:30															374,782	374,782
7:00															374,782	374,782
7:30															374,782	374,782
8:00	1,511														373,272	374,782
8:30														1,625	373,157	374,782
9:00	5,438													1,625	367,719	374,782
9:30		4,459													370,323	374,782
10:00		5,675				1,520				1,906					365,681	374,782
10:30		5,675				1,520				1,906					365,681	374,782
11:00		1,216				1,520				1,906					370,140	374,782
11:30	1,984	1,216				1,520				1,906					368,156	374,782
Noon		1,216	1,625							1,906	1,984			3,946	364,105	374,782
12:30		1,216	1,625							1,906	1,984			5,885	362,165	374,782
1:00	1,625		2,842		1,625				1,511	3,858	1,984			3,891	357,446	374,782
1:30			4,467						1,511	3,858	1,984			5,517	357,446	374,782
2:00		1,696	4,467				1,875		1,511	6,700	1,984			5,107	351,442	374,782
2:30		1,696	4,467				1,875		1,511	3,122	1,984			3,156	356,971	374,782
3:00		1,216	5,235				1,875		1,511	1,906	1,984	1,216		1,696	358,143	374,782
3:30		3,204	3,251				1,875		1,511	3,532	3,923	1,216		1,696	354,575	374,782
4:00		1,216	1,625						1,625	3,532	1,940	1,216			363,628	374,782
4:30		1,216	1,625						1,625	3,532	1,940	3,156			361,689	374,782
5:00			1,511						1,625	1,906	1,940	1,940			365,861	374,782
5:30			3,021						1,625	1,906	1,940	1,940			364,350	374,782
6:00	5,116		4,423						1,625	1,906	3,156	1,940		6,714	349,902	374,782
6:30	1,906		4,423						1,625	1,906	3,156	1,940		5,088	354,738	374,782
7:00	1,906	1,906	4,423						1,906	1,906	3,156			1,511	358,068	374,782
7:30	1,625	26,942	21,730						1,906	5,410	3,156			3,450	310,563	374,782
7:45	1,625	25,067	21,730						1,906	5,410	3,156			3,450	312,437	374,782
8:00	54,681	8,922	3,322		1,511				1,906	7,285	3,156			9,421	284,579	374,782
8:30	12,230	8,922	3,609		3,136	1,906				22,167	3,156	6,285		9,779	303,592	374,782
9:00	5,172	3,091	1,984		1,625	1,906			5,085	28,363	3,156	6,285		13,746	304,370	374,782
9:30	5,172	3,091	1,984			1,906			6,301	22,078	3,156	6,285		13,746	311,064	374,782
10:00	1,216	3,091							6,301	16,373	3,751			11,773	332,277	374,782
10:30									4,781	16,373	1,216			11,773	340,639	374,782
11:00									1,940	7,295				1,984	363,564	374,782
11:30										1,906					372,876	374,782
Total Avg	2,135	2,285	2,110		161	241	153		1,038	3,748	1,203	682		2,583	358,444	374,782
maximum	54,681	26,942	21,730		3,136	1,906	1,875		6,301	28,363	3,923	6,285		13,746	374,782	
std.dev.	7,977	5,402	4,436		580	600	519		1,602	6,398	1,386	1,615		3,970	22,718	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight										1,212					373,571	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00															374,782	374,782
4:30															374,782	374,782
5:00		1,582													373,200	374,782
5:30		1,582													373,200	374,782
6:00		1,582													373,200	374,782
6:30		1,582													373,200	374,782
7:00	5,831	1,582										1,520			365,850	374,782
7:30	5,831	2,551										1,520			364,881	374,782
8:00	1,495	1,582									1,582	1,520		1,520	367,084	374,782
8:30	1,495	3,077									1,582	1,520			367,109	374,782
9:00	5,111	1,582	1,582								3,164	1,520			361,825	374,782
9:30	5,111	1,582	1,582								3,164	1,520			361,825	374,782
10:00	5,111	2,878									3,164	1,520		970	361,141	374,782
10:30	5,111	2,878									3,164	1,520		970	361,141	374,782
11:00	1,495	7,426									1,582	1,520		970	361,790	374,782
11:30	1,495	2,878									1,582			970	367,858	374,782
Noon	7,174	1,582												1,585	364,441	374,782
12:30	1,353	3,102												1,585	368,744	374,782
1:00	6,227	3,847			970				1,546	3,616		2,852		5,140	350,584	374,782
1:30	6,853	2,265			970				1,546	3,616		2,852		5,140	351,541	374,782
2:00	5,500	2,265			970				1,296	4,827		2,852		10,758	346,314	374,782
2:30	5,500	2,265							1,296	4,827		2,852		10,758	347,283	374,782
3:00	3,847	2,551								6,409		2,852		12,278	346,844	374,782
3:30	2,551	5,617								6,409		2,852		8,723	348,629	374,782
4:00	3,128	4,133								1,212		2,852		2,489	360,968	374,782
4:30	1,582	5,715										2,852		970	363,664	374,782
5:00	1,582	6,265										2,852		1,546	362,537	374,782
5:30	1,582	6,265								1,212		2,852		1,546	361,325	374,782
6:00	8,858	3,102					2,181			1,212	1,582			1,353	356,495	374,782
6:30	7,026	4,398					2,181		4,164	1,212	1,582			1,353	352,867	374,782
7:00	10,400	4,027					2,181		5,517	1,737	1,582			1,585	347,753	374,782
7:30	8,379	27,538	7,644				970		2,649	1,737	1,582			1,585	322,699	374,782
7:45	9,960	25,966	10,513				970		1,353	1,737				1,585	322,699	374,782
8:00	57,492	9,996			1,353				2,592		1,582	1,212		8,271	292,286	374,782
8:30	27,960	11,189			1,353				2,592	3,568	1,582	1,212		9,017	316,310	374,782
9:00	12,612	8,125							2,592	11,537	1,582	1,212		9,017	328,107	374,782
9:30	12,854	7,156							3,561	11,510	1,582	1,212		8,528	328,380	374,782
10:00	7,729	4,054							3,561	11,510		2,273		3,066	342,589	374,782
10:30	6,433	4,054							3,561	8,409		2,273		3,066	346,987	374,782
11:00	4,195	1,296	1,582						2,592	5,245				1,546	358,326	374,782
11:30	2,899	2,592							1,296	2,694					365,302	374,782
Total Avg	5,342	3,953	467		115		173		851	1,948	646	1,053		2,406	357,828	374,782
maximum	57,492	27,538	10,513		1,353		2,181		5,517	11,537	3,164	2,852		12,278	374,782	
std.dev.	9,089	5,439	1,858		349		553		1,413	3,233	1,017	1,155		3,496	18,137	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MYV	Other Station	NONE	TOTAL
MNight															374,782	374,782
0:30															374,782	374,782
1:00															374,782	374,782
1:30															374,782	374,782
2:00															374,782	374,782
2:30															374,782	374,782
3:00															374,782	374,782
3:30															374,782	374,782
4:00															374,782	374,782
4:30															374,782	374,782
5:00															374,782	374,782
5:30															374,782	374,782
6:00															374,782	374,782
6:30	1,184														373,598	374,782
7:00	1,184	1,184													372,415	374,782
7:30	1,184	1,184													372,415	374,782
8:00	2,450	1,184									2,277				368,871	374,782
8:30	2,450	2,450			1,485						2,277				366,120	374,782
9:00	3,634	1,184			3,935						2,277				363,753	374,782
9:30	3,634	1,184			3,935										366,030	374,782
10:00	4,703	1,184			2,787										366,109	374,782
10:30	4,703	1,184			1,520				1,177						366,199	374,782
11:00	4,703	1,184							2,443						366,453	374,782
11:30	4,703	1,184							2,443						366,453	374,782
Noon	12,659		1,321						2,443	1,266		2,787			354,305	374,782
12:30	16,014		1,321						2,443	1,266		2,787			350,951	374,782
1:00	14,493									1,266		3,971		1,177	353,875	374,782
1:30	12,983									1,266		3,971		1,177	355,386	374,782
2:00	11,661								4,753			6,365			352,003	374,782
2:30	9,530								4,753			6,365			354,134	374,782
3:00		2,644	3,574						4,753	1,697		8,399		1,545	352,170	374,782
3:30		3,592	3,574						4,753	1,697		7,215		1,545	352,406	374,782
4:00	6,253	1,461	3,436						4,753			5,981		1,511	351,387	374,782
4:30	6,253	1,461	3,436				1,536		4,753			5,981		1,511	349,851	374,782
5:00	7,714	1,461					1,536		1,266			5,981		1,511	355,313	374,782
5:30	6,448	1,461	947				1,536		1,266			5,981		1,511	355,632	374,782
6:00	11,687	1,461	947						1,266			5,889		2,688	350,845	374,782
6:30	8,953	1,461	947						1,266	947		5,889		1,511	353,809	374,782
7:00	11,084	2,644	947						2,819	4,985		4,428		4,298	343,577	374,782
7:30	11,084	24,196	7,841						2,819	6,495		4,428		4,298	313,621	374,782
7:45	11,084	24,196	7,841						2,819	6,495		4,428		4,298	313,621	374,782
8:00	53,877	4,914	1,511		5,067				5,027	1,511	1,553	4,428		4,298	292,597	374,782
8:30	4,995	4,914	1,511		7,525				5,027	13,927	1,553	5,889		5,564	323,878	374,782
9:00	5,461	3,355	1,184		7,525				9,352	21,739	2,501	4,760		6,099	312,806	374,782
9:30	4,140	3,355	1,184		7,525				9,352	21,739	2,501	5,944		7,610	311,433	374,782
10:00	6,134	1,895	1,184		2,458				4,330	21,066	947	2,450		4,298	330,020	374,782
10:30	4,721		1,184		1,511				4,330	18,314	947	2,450		2,787	338,539	374,782
11:00	1,266	1,266	1,184						1,266	6,814				4,053	358,933	374,782
11:30		1,266								6,814				4,053	362,649	374,782
Total Avg	5,572	2,043	920		924		94		1,871	2,843	344	2,383		1,374	356,415	374,782
maximum	53,877	24,196	7,841		7,525		1,536		9,352	21,739	2,501	8,399		7,610	374,782	
std.dev.	8,457	4,792	1,764		2,068		372		2,433	6,020	776	2,769		2,004	20,480	

[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia
[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24
[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment
[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet