RADIO AND TELEVISION AUDIENCE ASSESSMENT
OCTOBER 2017

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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. The aim of this question was mainly to identify what was the most programme genre which was generally viewed even if it was not watched the day before the interview. In fact, the list of programmes that were named were classified according to their genre and the results showed the programme genres that local media consumers preferred.

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 Sunday 1st and Tuesday 31st October, both days included. A total of forty daily questionnaires were compiled giving a total sample of 1,240 respondents.

For October 2017, 35.64% of all contacted persons accepted to participate while 3.42% refused; another 22.28% of the selected sample were unreachable at the time of contact; as much as 38.46% were not contacted when the required sample was reached; while another 0.2% were ineligible as these would have been transferred to a health-care institution.

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 35.64%, an estimated population size of 376,972 [aged 16 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of ±2.66%.

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

	Oct 2017		Jul 2017	Feb 2016	Oct 2016	Jul 2016	Feb 2016	Oct 2015
Responses	[n.]	%	%	%	%	%	%	%
Accepted	1,240	35.64%	37.23%	34.81%	37.42%	35.75%	50.72%	45.17%
Refusal	119	3.42%	3.45%	3.99%	3.53%	2.22%	3.24%	5.39%
Non Contact	1,338	38.46%	42.18%	42.95%	26.67%	20.81%	14.87%	24.59%
Unreachable	775	22.28%	16.75%	17.66%	32.14%	41.08%	30.87%	17.63%
Ineligible	7	0.20%	0.39%	0.59%	0.24%	0.14%	0.31%	7.21%
Contacted	3,479	100%	100%	100%	100%	100%	100%	100%
Not Used	241							
Total	3,720							

Margin of Error [±]

Population	N	376,972					
Response Rate		**35.64%**					
Sample	[n]	1,240					
	[±]	*2.66%*					
Gender		**Male**	**Female**				
	[n]	619	621				
	[±]	*3.77%*	*3.76%*				
Age-Group		**16-30**	**31-50**	**51-70**	**71+**		
	[n]	284	393	335	228		
	[±]	*5.57%*	*4.73%*	*5.13%*	*6.21%*		
District		**South Harbourt**	**North Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
	[n]	228	372	189	169	192	91
	[±]	*6.21%*	*4.86%*	*6.83%*	*7.22%*	*6.77%*	*9.84%*
Weekday		**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**	**Sun**
	[n]	207	207	157	154	161	157	196
	[±]	*6.52%*	*7.49%*	*7.56%*	*7.56%*	*7.40%*	*7.49%*	*6.70%*

[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	201	111	90	32	50	41	31	28	19
	16.2%	20.4%	12.9%	14.7%	13.5%	20.8%	17.9%	15.1%	19.6%
	100.0%	55.2%	44.8%	15.9%	24.9%	20.4%	15.4%	13.9%	9.5%
31-50	276	120	156	54	67	44	40	48	23
	22.3%	22.1%	22.4%	24.9%	18.1%	22.3%	23.1%	25.8%	23.7%
	100.0%	43.5%	56.5%	19.6%	24.3%	15.9%	14.5%	17.4%	8.3%
51-70	454	188	266	69	132	75	69	75	34
	36.6%	34.6%	38.2%	31.8%	35.7%	38.1%	39.9%	40.3%	35.1%
	100.0%	41.4%	58.6%	15.2%	29.1%	16.5%	15.2%	16.5%	7.5%
71+	309	124	185	62	121	37	33	35	21
	24.9%	22.8%	26.5%	28.6%	32.7%	18.8%	19.1%	18.8%	21.6%
	100.0%	40.1%	59.9%	20.1%	39.2%	12.0%	10.7%	11.3%	6.8%
Total	1,240	543	697	217	370	197	173	186	97
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	43.8%	56.2%	17.5%	29.8%	15.9%	14.0%	15.0%	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	1,240	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	86,282	45,693	40,589	14,678	25,423	14,394	11,732	14,259	5,796
	22.9%	24.3%	21.5%	21.2%	22.5%	25.1%	22.9%	24.4%	21.0%
	100.0%	53.0%	47.0%	17.0%	29.5%	16.7%	13.6%	16.5%	6.7%
31-50	119,437	61,144	58,293	21,034	35,224	19,516	16,403	19,409	7,851
	31.7%	32.5%	30.9%	30.4%	31.1%	34.0%	32.0%	33.2%	28.4%
	100.0%	51.2%	48.8%	17.6%	29.5%	16.3%	13.7%	16.3%	6.6%
51-70	101,815	49,071	52,744	17,497	27,539	15,513	15,862	17,056	8,348
	27.0%	26.1%	27.9%	25.3%	24.3%	27.1%	31.0%	29.2%	30.2%
	100.0%	48.2%	51.8%	17.2%	27.0%	15.2%	15.6%	16.8%	8.2%
71+	69,438	32,355	37,083	16,001	24,943	7,903	7,235	7,744	5,611
	18.4%	17.2%	19.7%	23.1%	22.0%	13.8%	14.1%	13.2%	20.3%
	100.0%	46.6%	53.4%	23.0%	35.9%	11.4%	10.4%	11.2%	8.1%
Total	376,972	188,263	188,709	69,211	113,129	57,326	51,232	58,468	27,606
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.4%	30.0%	15.2%	13.6%	15.5%	7.3%

[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 October 2017, 54.8% stated that they had listened to radio the day before the interview while 44.9% categorically stated that they had not listened to radio the previous day. This means that as much as 207,000 persons aged 16 or over followed at least one radio station the previous day. On the other hand 33 respondents [≈8,300; 2.2%] replied that they do not have a radio set.

Compared to previous data, there was an increase of 7.2% of radio listeners over the previous assessment period of July 2017, and more significantly there was an increase of 7.2% over the equivalent period last year (October 2016) - see below

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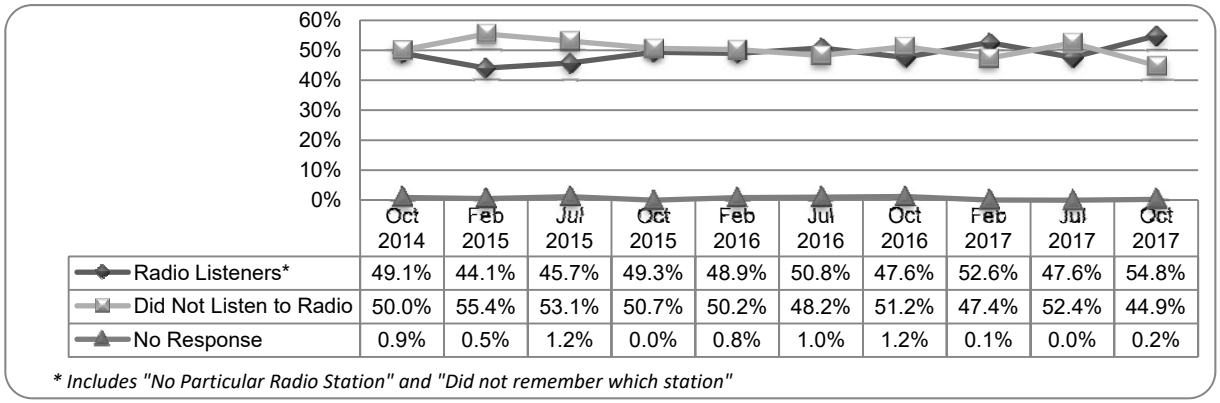
Radio Audience Reach



	Oct 2014	Feb 2015	Jul 2015	Oct 2015	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017	Oct 2017
Radio Listeners*	49.1%	44.1%	45.7%	49.3%	48.9%	50.8%	47.6%	52.6%	47.6%	54.8%
Did Not Listen to Radio	50.0%	55.4%	53.1%	50.7%	50.2%	48.2%	51.2%	47.4%	52.4%	44.9%
No Response	0.9%	0.5%	1.2%	0.0%	0.8%	1.0%	1.2%	0.1%	0.0%	0.2%

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

On Average 207,000 persons (54.8%) aged 16 and over followed at least one radio station during October 2017

	Total N	Yes [1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+16 years]	**376,972**	**206,735**	**169,309**	**929**	**100**	54.84	44.91	0.25
Gender								
Males	188,263	105,243	82,092	929	**100**	55.90	43.60	0.49
Females	188,709	101,492	87,217		**100**	53.78	46.22	
	376,972	**206,735**	**169,309**	**929**				
Age group								
16-30	86,282	48,911	37,010	362	**100**	56.69	42.89	0.42
31-50	119,437	66,783	52,654		**100**	55.91	44.09	
51-70	101,815	50,200	51,331	284	**100**	49.31	50.42	0.28
70+	69,438	40,841	28,314	283	**100**	58.82	40.78	0.41
	376,972	**206,735**	**169,309**	**929**				
District								
South Harbour	69,211	38,692	30,235	284	**100**	55.90	43.68	0.41
North Harbour	113,129	69,290	43,839		**100**	61.25	38.75	
South Eastern	57,326	29,940	27,386		**100**	52.23	47.77	
Western	51,232	27,835	22,752	644	**100**	54.33	44.41	1.26
Northern	58,468	32,203	26,265		**100**	55.08	44.92	
Gozo & Comino	27,606	8,774	**18,832**		**100**	31.78	68.22	
	376,972	**206,735**	**169,309**	**929**				

[1] Includes those who "did not remember which station they followed" [1.4%; ≈5,200] and those who "did not follow any particular radio station" [2.6%; ≈9,900].

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, 99 listeners named a second station while another 15 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 [25.14%] with ≈57,000 listeners. This station was followed by ONE Radio with 14.84% of all listeners [≈34,000] and Vibe FM with 11.20% [≈26,000].

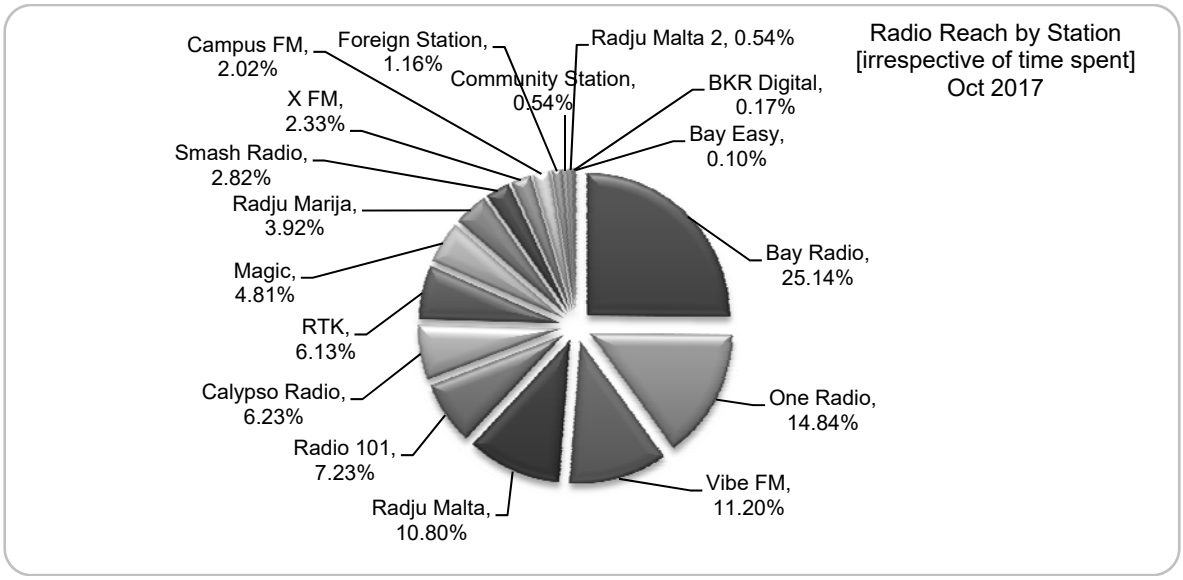
Bay Radio was the most followed station by all those under fifty years old – with more than half [57.48%] of 16-30 year olds and about a third of all 31-50 year olds [32.49%] following this station. ONE Radio, on the other hand, was the most followed station by all those over fifty years old – with just below a quarter [23.72%] of all 51-70 year olds and just about a third of all 70+ year olds [30.30%] following this station.

Bay radio was the most followed station in four of the districts while Radju Malta was the most followed station in Gozo & Comino. ONE Radio was the second most followed station in the South Harbour, North Harbour, South Eastern, and in the Northern district.

Percentage Reach by Radio Station

	Ranking	Total [≈N] [rounded-up]	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
Radju Malta	**[4]**	25,000	10.80	9.72	11.94	2.66	7.40	14.64	21.93	8.62	10.97	8.30	11.66	10.05	**31.19**
Radju Malta 2	**[15]**	2,000	0.54	0.69	0.37	0.57	0.70		0.96	1.71		1.43			
Magic	**[8]**	11,000	4.81	5.33	4.28	3.75	7.74	5.34	0.66	3.03	3.75	8.10	5.12	5.95	4.00
ONE Radio	**[2]**	34,000	14.84	13.45	16.30	2.25	8.19	**23.72**	**30.30**	19.08	13.15	23.65	10.04	10.32	9.12
Radio 101	**[5]**	17,000	7.23	6.99	7.48	0.00	6.94	12.24	10.39	6.18	7.82	3.94	7.55	10.53	5.11
Bay Radio	**[1]**	57,000	**25.14**	**23.86**	**26.48**	**57.48**	**32.49**	3.46		**22.02**	**27.61**	**25.76**	**21.93**	**26.46**	21.37
Calypso Radio	**[6]**	15,000	6.23	6.35	6.11	1.13	5.68	12.51	5.29	8.71	5.73	4.69	11.50	2.99	
RTK	**[7]**	14,000	6.13	5.18	7.12		3.08	12.44	10.62	6.07	7.33	4.19	5.19	4.41	14.23
Smash Radio	**[10]**	7,000	2.82	3.32	2.30	2.14	6.01	1.68		2.31	2.72	3.34		6.04	
Radju Marija	**[9]**	9,000	3.92	3.03	4.86	0.00	1.25	6.01	10.66	5.35	3.13	2.57	6.59	3.36	2.56
Campus FM	**[12]**	5,000	2.02	3.28	0.71	0.93	1.12	3.72	2.62	0.67	3.25	0.78	0.65	3.73	
Vibe FM	**[3]**	26,000	11.20	14.69	7.55	25.71	14.89	0.94		8.96	11.01	9.59	15.85	12.87	7.30
X FM	**[11]**	6,000	2.33	1.64	3.05	3.38	4.52	0.38		2.69	1.58	3.15	2.29	3.29	
BKR Digital	**[16]**	1,000	0.17		0.36			0.34	0.46	0.00	0.52				
Bay Easy	**[17]**	1,000	0.10	0.19				0.38		0.00	0.29				
Community	**[14]**	2,000	0.54	0.68	0.40				2.91	1.90	0.29				2.56
Foreign Stations	**[13]**	3,000	1.16	1.61	0.70			2.20	3.19	2.69	0.84	0.51	1.62		2.56
Total		235,000	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.
No viewership was registered for digital radio stations.



2.2. "DAB+"

Respondents were asked whether they have a *DAB+ r*adio-set to listen to radio.

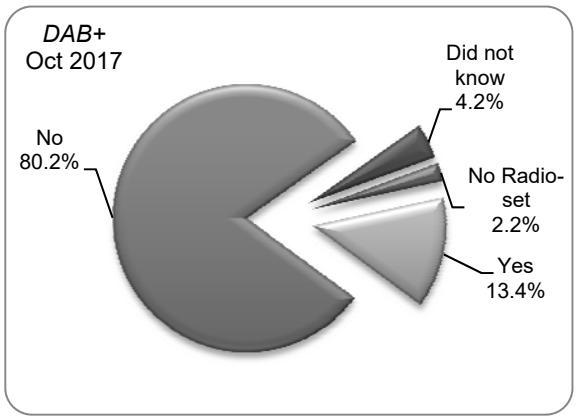
Only 4.2% of the respondents did not know what kind of radio-set they had to listen to stations. As much as 80.2% of the population replied that they do not have a *DAB+* radio-set; while only 13.4% stated that they have a *DAB+* radio-set. A further 2.2% stated that they do not listen to radio as they do not have a radio-set.

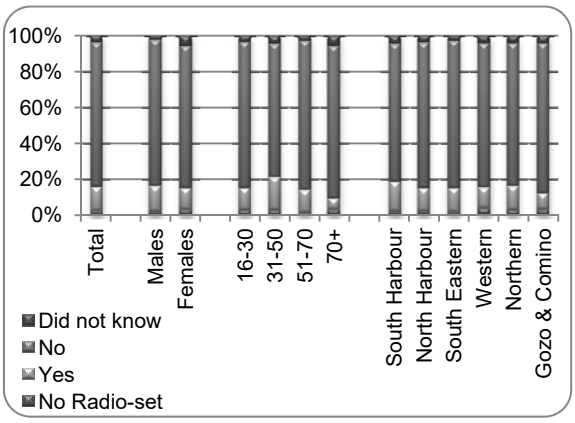
Two-Thirds [66.6%] of those who stated that they have a *DAB+* radio-set replied that they only listen to local stations; another 7.4% they use their *DAB+* radio-set to listen to only foreign stations; while 22.0% stated that they listen to both local and foreign stations broadcasting on this platform. A further 4.0% stated that although they have the availability of a *DAB+* radio-set they do not use this set.

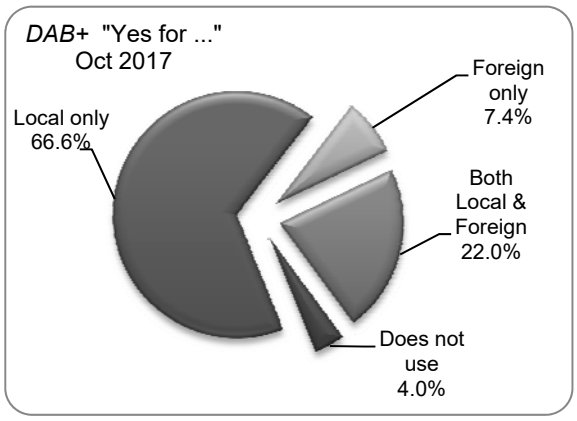
Without taking into consideration the time spent by each radio listener, those listeners who had listened to radio and could identify the station that they were following were cross-analysed against the type of radio that they usually use to follow radio.

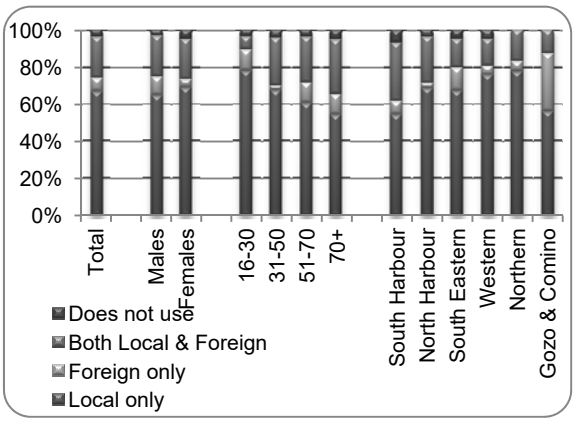
The highest amount of radio listeners using a DAB+ radio-set were those of Bay Radio [≈9,400 – 16.5% of that station's reach]. These were closely followed by Radio 101 listeners [≈4,600 – 28.3%]; those following Radju Malta [≈4,500 – 18.3%]; and those of ONE Radio [≈4,300 – 12.6% of that station's reach].

The highest percentage of listeners making use of a DAB+ radio-set were those following a foreign station [51.5%] of all those listeners; followed by those of Smash Radio were just more than a third of its listeners [34.5% – ≈2,200 listeners] follow that station on the *DAB+*.









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

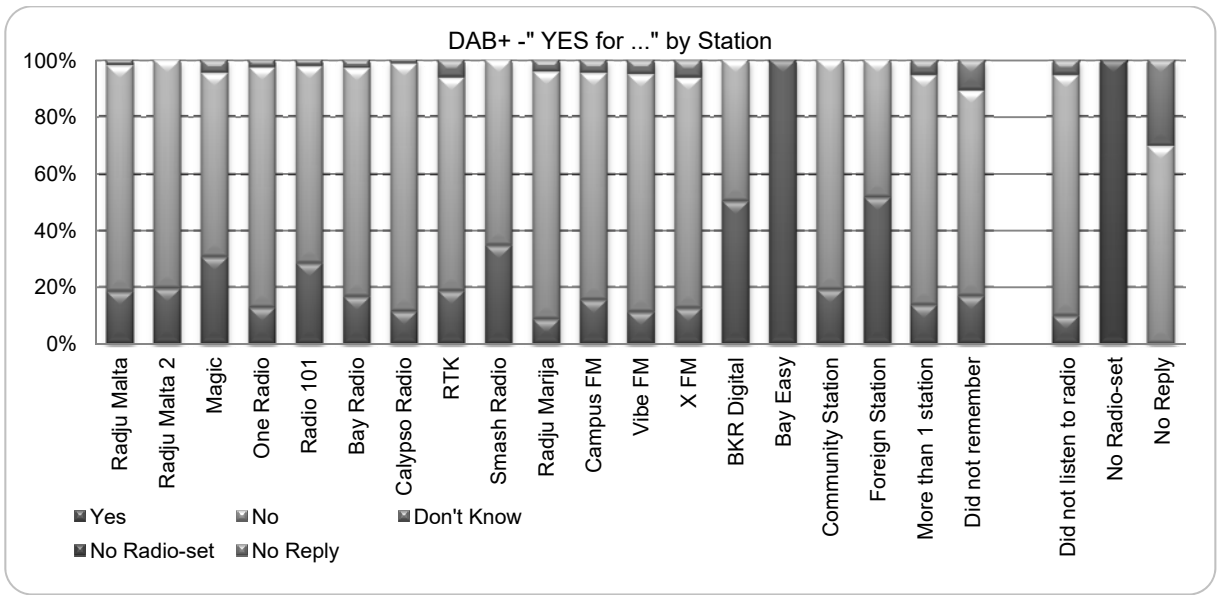
		Gender		Age Group				District					
	Total	Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Yes	50,623	27,232	23,390	10,829	22,234	13,023	4,536	11,545	14,909	7,766	5,972	7,857	2,574
	13.4%	14.5%	12.4%	12.6%	18.6%	12.8%	6.5%	16.7%	13.2%	13.5%	11.7%	13.4%	9.3%
	100.0%	53.8%	46.2%	21.4%	43.9%	25.7%	9.0%	22.8%	29.5%	15.3%	11.8%	15.5%	5.1%
No	302,287	153,324	148,963	70,062	88,684	84,643	58,898	53,022	91,514	46,936	41,105	46,593	23,117
	80.2%	81.4%	78.9%	81.2%	74.3%	83.1%	84.8%	76.6%	80.9%	81.9%	80.2%	79.7%	83.7%
	100.0%	50.7%	49.3%	23.2%	29.3%	28.0%	19.5%	17.5%	30.3%	15.5%	13.6%	15.4%	7.6%
Don't	15,809	4,632	11,177	3,154	5,507	3,098	4,049	3,396	4,738	1,723	2,243	2,531	1,178
know	4.2%	2.5%	5.9%	3.7%	4.6%	3.0%	5.8%	4.9%	4.2%	3.0%	4.4%	4.3%	4.3%
	100.0%	29.3%	70.7%	20.0%	34.8%	19.6%	25.6%	21.5%	30.0%	10.9%	14.2%	16.0%	7.4%
No	8,253	3,075	5,179	2,237	3,012	1,050	1,954	1,248	1,968	901	1,912	1,488	737
Radio-set	2.2%	1.6%	2.7%	2.6%	2.5%	1.0%	2.8%	1.8%	1.7%	1.6%	3.7%	2.5%	2.7%
	100.0%	37.3%	62.7%	27.1%	36.5%	12.7%	23.7%	15.1%	23.8%	10.9%	23.2%	18.0%	8.9%
Total	376,972	188,263	188,709	86,282	119,437	101,815	69,438	69,211	113,129	57,326	51,232	58,468	27,606
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	22.9%	31.7%	27.0%	18.4%	18.4%	30.0%	15.2%	13.6%	15.5%	7.3%

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	33,722	17,638	16,085	8,441	14,959	7,861	2,462	6,249	10,193	5,216	4,532	6,092	1,441
Only	66.6%	64.8%	68.8%	77.9%	67.3%	60.4%	54.3%	54.1%	68.4%	67.2%	75.9%	77.5%	56.0%
	100.0%	52.3%	47.7%	25.0%	44.4%	23.3%	7.3%	18.5%	30.2%	15.5%	13.4%	18.1%	4.3%
Foreign	3,761	2,708	1,053	1,229	579	1,448	505	853	418	965	283	438	804
Only	7.4%	9.9%	4.5%	11.3%	2.6%	11.1%	11.1%	7.4%	2.8%	12.4%	4.7%	5.6%	31.2%
	100.0%	72.0%	28.0%	32.7%	15.4%	38.5%	13.4%	22.7%	11.1%	25.7%	7.5%	11.6%	21.4%
Both	11,115	6,039	5,076	778	5,805	3,197	1,335	3,648	3,733	1,204	875	1,326	330
Local &	22.0%	22.2%	21.7%	7.2%	26.1%	24.6%	29.4%	31.6%	25.0%	15.5%	14.6%	16.9%	12.8%
Foreign	100.0%	54.3%	45.7%	7.0%	52.2%	28.8%	12.0%	32.8%	33.6%	10.8%	7.9%	11.9%	3.0%
Has *DAB+*	2,025	848	1,177	381	891	518	235	795	566	381	283		
but does	4.0%	3.1%	5.0%	3.5%	4.0%	4.0%	5.2%	6.9%	3.8%	4.9%	4.7%		
not use	100.0%	41.9%	58.1%	18.8%	44.0%	25.6%	11.6%	39.3%	27.9%	18.8%	14.0%		
Total	50,623	27,232	23,390	10,829	22,234	13,023	4,536	11,545	14,909	7,766	5,972	7,857	2,574
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	53.8%	46.2%	21.4%	43.9%	25.7%	9.0%	22.8%	29.5%	15.3%	11.8%	15.5%	5.1%

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	24,487	4,474	19,543	470			18.3	79.8	1.9			100
Radju Malta 2	1,214	235	979				19.4	80.6				100
Magic	10,909	3,312	7,069	528			30.4	64.8	4.8			100
One Radio	33,638	4,254	28,503	881			12.6	84.7	2.6			100
Radio 101	16,385	4,634	11,385	365			28.3	69.5	2.2			100
Bay Radio	56,981	9,427	45,915	1,638			16.5	80.6	2.9			100
Calypso Radio	14,125	1,602	12,332	192			11.3	87.3	1.4			100
RTK	13,889	2,563	10,456	871			18.5	75.3	6.3			100
Smash Radio	6,388	2,199	4,189				34.4	65.6				100
Radju Marija	8,891	754	7,748	389			8.5	87.1	4.4			100
Campus FM	4,578	702	3,655	221			15.3	79.8	4.8			100
Vibe FM	25,385	2,805	21,261	1,319			11.0	83.8	5.2			100
X FM	5,286	651	4,298	338			12.3	81.3	6.4			100
BKR Digital	394	197	197				50.0	50.0				100
Bay Easy	221	221					100.0					100
Community Stations	1,235	235	1,000				19.0	81.0				100
Foreign Stations	2,634	1,357	1,277				51.5	48.5				100
More than 1 station	9,871	1,332	8,009	530			13.5	81.1	5.4			100
Did not remember	5,164	855	3,744	565			16.6	72.5	10.9			100
Did not Listen to Radio	161,056	15,694	136,813	8,548			9.7	84.9	5.3			100
No Radio-set	8,253				8,253					100		100
NoReply	929		646	283				69.6	30.4			100
Total	411,912	57,503	329,019	17,137	8,253		14.0	79.9	4.2	2.0		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 they could 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.

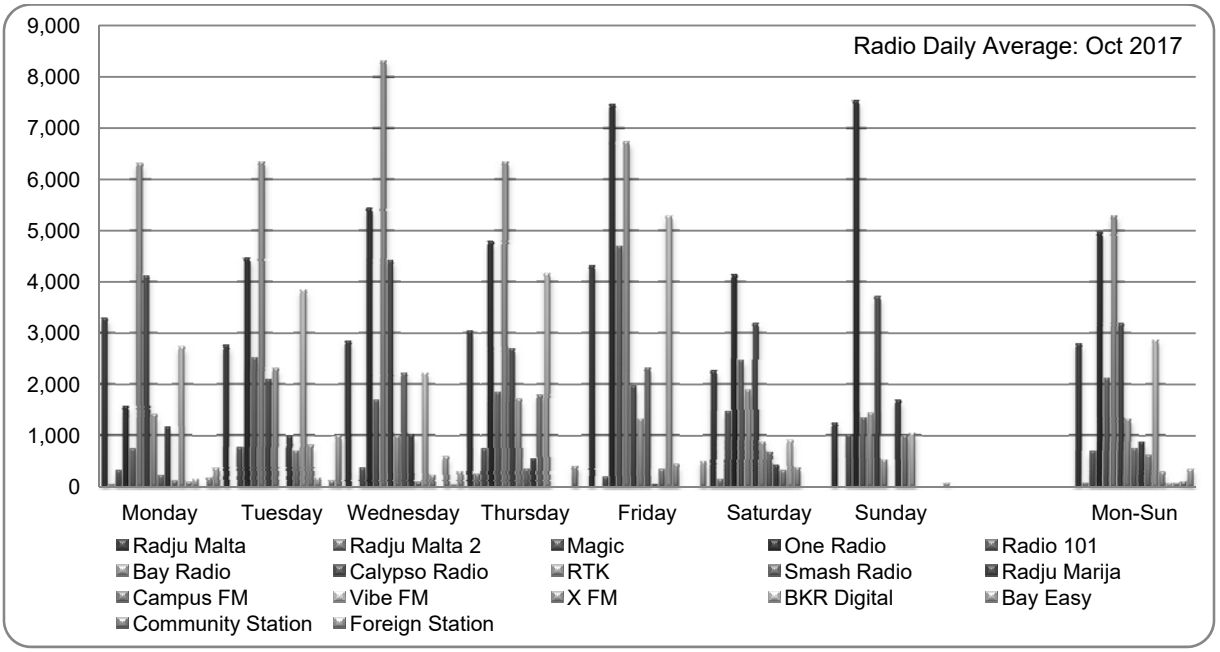
Bay Radio attained the highest total weekly average amongst all stations with 1.286% followed by ONE Radio [1.207%], Vibe FM [0.696%] and Radju Malta [0.678%]. Bay Radio had the highest average amongst all stations for Mondays to Thursdays - with that of Wednesdays (2.016%) being its highest average. ONE Radio had the highest average amongst all stations from Fridays to Sundays – with that of Sundays [1.897%] being its highest average.

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	BKR Digital	Bay Easy	Community	Foreign	Highest
Monday	0.774	0.009	0.073	0.371	0.172	**1.490**	0.972	0.333	0.051	0.273	0.025	0.647	0.018	0.035		0.039	0.084	**1.490**
Tuesday	0.665		0.182	1.076	0.607	**1.532**	0.506	**0.559**		0.236	0.169	0.930	**0.194**	**0.042**		0.026	**0.240**	**1.532**
Wednesday	0.690		0.087	1.316	0.409	**2.016**	**1.069**	0.237	0.538	0.247	0.021	0.538	0.054		0.141	0.008	0.070	**2.016**
Thursday	0.718	**0.057**	0.173	1.126	0.435	**1.497**	0.636	0.401	0.081	0.129	**0.421**	0.979				**0.093**		**1.497**
Friday	**1.039**		0.042	**1.796**	1.130	1.618	0.472	0.318	**0.558**	0.008	0.081	**1.272**	0.104				0.117	**1.796**
Saturday	0.569	0.036	**0.371**	**1.042**	0.620	0.475	0.800	0.218	0.169	0.106	0.077	0.230	0.091				0.000	**1.042**
Sunday	0.314		0.252	**1.897**	0.340	0.361	0.934	0.132		**0.422**	0.251	0.264					0.014	**1.897**
Mon-Sun	0.678	0.013	0.165	1.207	0.515	**1.286**	0.771	0.321	0.182	0.212	0.147	0.696	0.067	0.013	0.018	0.024	0.081	**1.286**
Highest	**1.039**	**0.057**	**0.371**	**1.897**	**1.130**	**2.016**	**1.069**	**0.559**	**0.558**	**0.422**	**0.421**	**1.272**	**0.194**	**0.042**	**0.141**	**0.093**	**0.240**	---

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	BKR Digital	Bay Easy	Community	Foreign	Highest
Monday	3,272	40	308	1,567	726	**6,299**	4,111	1,407	218	1,152	106	2,733	77	147		165	354	**6,299**
Tuesday	2,746		750	4,444	2,510	**6,331**	2,092	**2,308**		974	698	3,842	**802**	**172**		106	**994**	**6,331**
Wednesday	2,843		358	5,425	1,685	**8,309**	**4,407**	976	2,217	1,016	85	2,218	222		580	35	290	**8,309**
Thursday	3,042	**243**	731	4,771	1,842	**6,340**	2,695	1,697	345	545	**1,784**	4,147				**394**		**6,340**
Friday	**4,311**		175	**7,457**	**4,691**	6,718	1,958	1,320	**2,318**	32	335	**5,279**	430				487	**7,457**
Saturday	2,257	142	**1,472**	**4,132**	2,460	1,882	3,173	865	669	420	305	910	362					**4,132**
Sunday	1,246		1,000	**7,520**	1,347	1,433	3,702	522		**1,673**	996	1,046					56	**7,520**
Mon-Sun	2,788	55	681	4,966	2,118	**5,291**	3,172	1,319	747	873	606	2,862	277	53	74	99	334	**5,291**
Highest	**4,311**	**243**	**1,472**	**7,520**	**4,691**	**8,309**	**4,407**	**2,308**	**2,318**	**1,673**	**1,784**	**5,279**	**802**	**172**	**580**	**394**	**994**	**"---"**



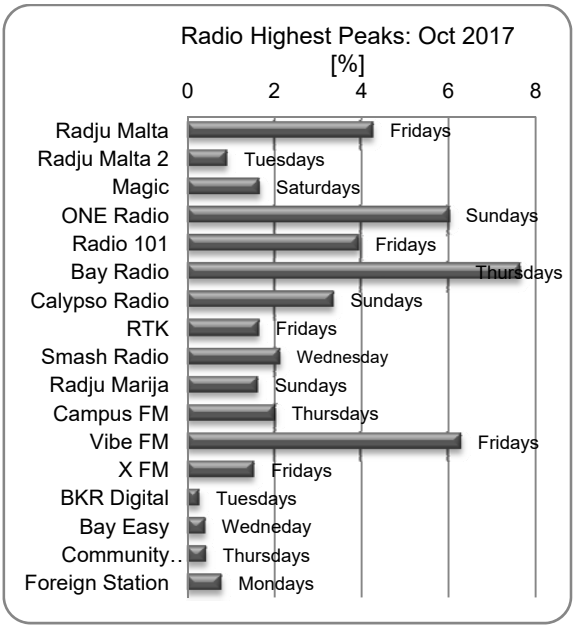
2.3.2. Peak Audiences

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 Thursdays with 7.653%; on Tuesdays [7.040%]; on Wednesdays [6.513%]; and on Mondays with 4.363%.

ONE Radio had the highest peak amongst all stations on Sundays with 6.032% and on Saturdays with 5.000%.

Vibe FM had the highest peak amongst all stations on Fridays with 6.305%.



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	BKR Digital	Bay Easy	Community	Foreign	Highest
Monday	3.850	0.449	0.801	2.351	1.767	**4.363**	3.328	1.649	0.479	1.127	0.403	3.608	0.438	0.279		0.313	**0.803**	**4.363**
Tuesday	3.538		1.226	3.890	2.229	**7.040**	1.874	1.658	0.000	1.097	0.640	4.285	1.473	**0.285**		0.412	0.412	**7.040**
Wednesday	2.624		0.875	3.966	1.083	**6.513**	2.655	1.385	**2.141**	1.324	0.991	2.086	0.991		0.422	0.402	0.544	**6.513**
Thursday	3.055	**0.928**	0.779	3.357	2.072	**7.653**	2.085	1.632	1.729	0.901	**2.024**	4.405				**0.446**		**7.653**
Friday	**4.284**		1.041	5.564	**3.395**	5.538	2.203	**1.660**	1.674	0.365	0.409	**6.305**	**1.546**				0.764	**6.305**
Saturday	2.097	0.344	**1.670**	**5.000**	3.945	3.155	2.899	0.920	1.727	0.945	0.565	1.836	0.757				0.000	**5.000**
Sunday	0.965		1.394	**6.032**	2.145	2.034	**3.373**	0.751		**1.631**	1.114	1.852					0.337	**6.032**
Highest	**4.284**	**0.928**	**1.670**	**6.032**	**3.945**	**7.653**	**3.373**	**1.660**	**2.141**	**1.631**	**2.024**	**6.305**	**1.546**	**0.285**	**0.422**	**0.446**	**0.803**	**"---"**

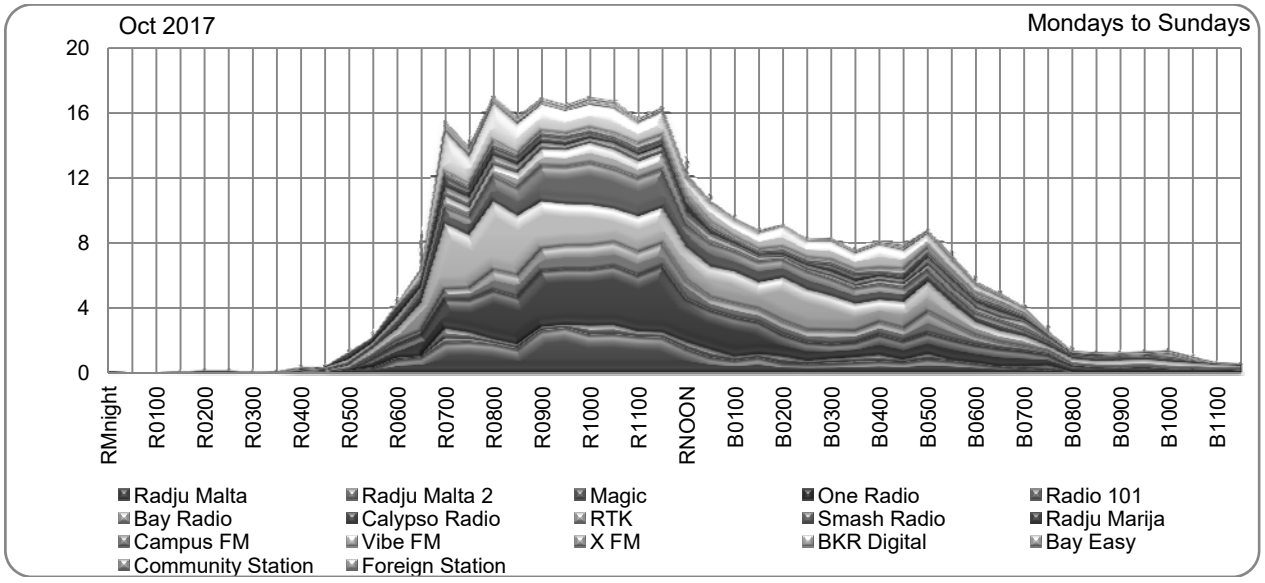
Highest Peaks by Radio Station by Weekday

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	BKR Digital	Bay Easy	Community	Foreign	Highest
Monday	16,272	1,896	3,387	9,940	7,468	**18,442**	**14,066**	**6,971**	2,023	4,764	1,703	15,250	1,853	**1,179**		1,322	**3,395**	**18,442**
Tuesday	14,617		5,064	16,073	9,210	**29,089**	7,743	6,850	0	4,533	2,644	17,705	6,087	**1,179**		1,703	1,703	**29,089**
Wednesday	10,817		3,607	16,346	4,466	**26,845**	10,944	5,708	**8,825**	5,455	4,084	8,600	4,084		1,739	1,658	2,240	**26,845**
Thursday	12,938	**3,933**	3,298	14,217	8,776	**32,416**	8,831	6,914	7,322	3,817	**8,571**	18,659				**1,891**		**32,416**
Friday	**17,784**		4,321	23,098	14,093	22,990	9,144	6,889	6,947	1,514	1,697	**26,173**	**6,419**				3,171	**26,173**
Saturday	8,316	1,364	**6,621**	**19,827**	**15,645**	12,511	11,495	3,650	6,850	3,749	2,240	7,281	3,002				0	**19,827**
Sunday	3,826		5,527	**23,914**	8,504	8,062	13,373	2,979		**6,468**	4,415	7,341					1,335	**23,914**
Highest	**17,784**	**3,933**	**6,621**	**23,914**	**15,645**	**32,416**	**14,066**	**6,971**	**8,825**	**6,468**	**8,571**	**26,173**	**6,419**	**1,179**	**1,739**	**1,891**	**3,395**	**"---"**

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 [≈2.1%] and overall increased from 4.2% at 6:00am to 15.4% at 7:00am. Audiences peaked at 8:00am at 17.0% and again at 9:00am with 16.8% of potential listeners. This level of radio listening was maintained till 11:30am [16.3%]. Audiences rapidly decreased to 9.5% at 1:00pm and then gradually decreasing while slightly peaking to 8.7% at 5:00pm. Audiences then gradually decreased to 1.3% at 8:00pm. Night-time radio audiences after 10:00pm were less than 1.0% 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 radio listeners 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.

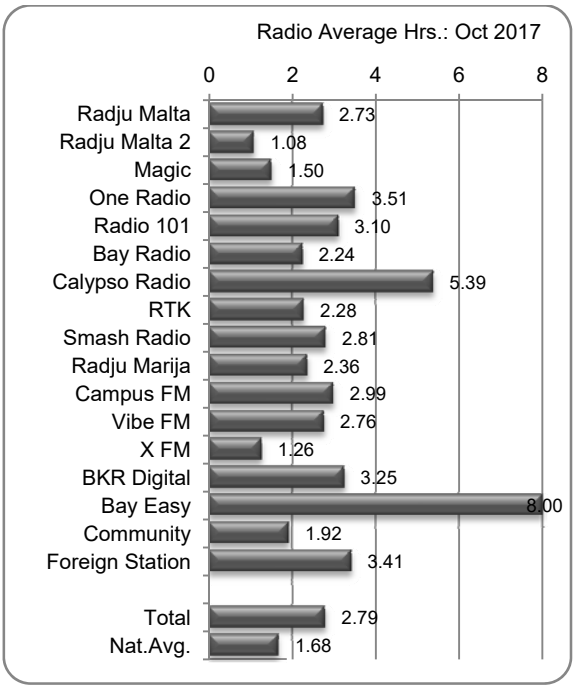
This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans [Bay Easy]. However, considering also the demo-graphical nature of radio listeners for each particular station, the average 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 [25.14%] these listeners were mostly below 50 years old. In fact Bay Radio attracted just more than half of 16-30 year olds [57.48%] and about one-third of all 31-50 year olds [32.49%]. Their total average hours of radio listening worked out at 2.24 hrs each listener for October 2017.

On the other hand, ONE Radio attracted the second highest amount of listeners [14.84%] who, on average, have spent 3.61 hrs listening to this station. And this station attracted nearly a quarter of all 51-70 year olds [22.72%] and nearly a third of all 70+ listeners [30.30%].

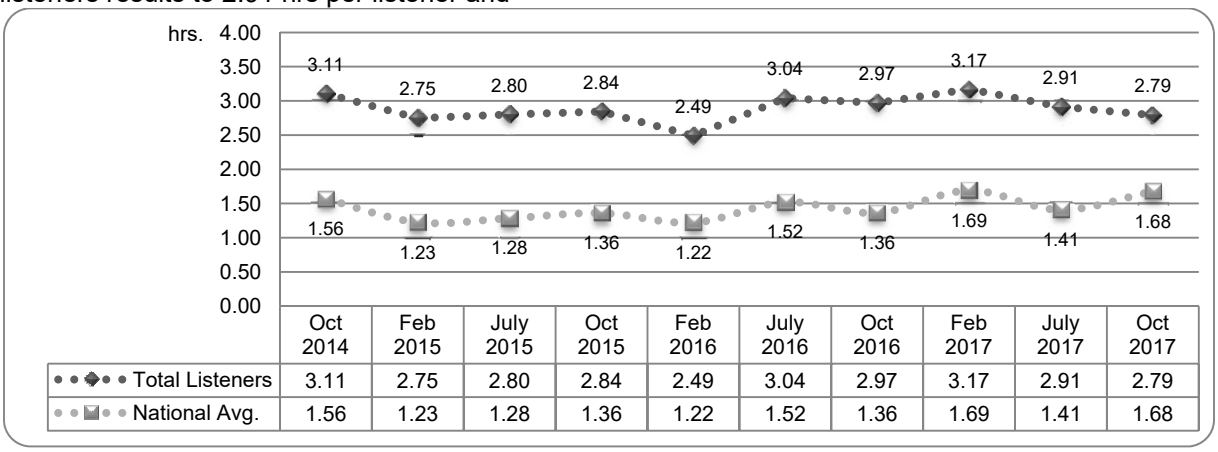
The highest average of hours spent was attained by Calypso Radio which ranked 6th by radio reach of all radio stations [6.23%] at 5.39 hrs per radio listener.

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 7.2 minutes over the previous assessment of July this year [from 2.91 hrs to 2.79 hrs] and by 10.7 minutes over that of the previous period last year [Oct 2016; 2.97 hrs].

On a national average, the number of hours spent listening to radio stations [1.68 hrs] has increased over that of the previous period [July 2017; 1.41 hrs] and over the same period last year [Oct 2016; 1.36 hrs].

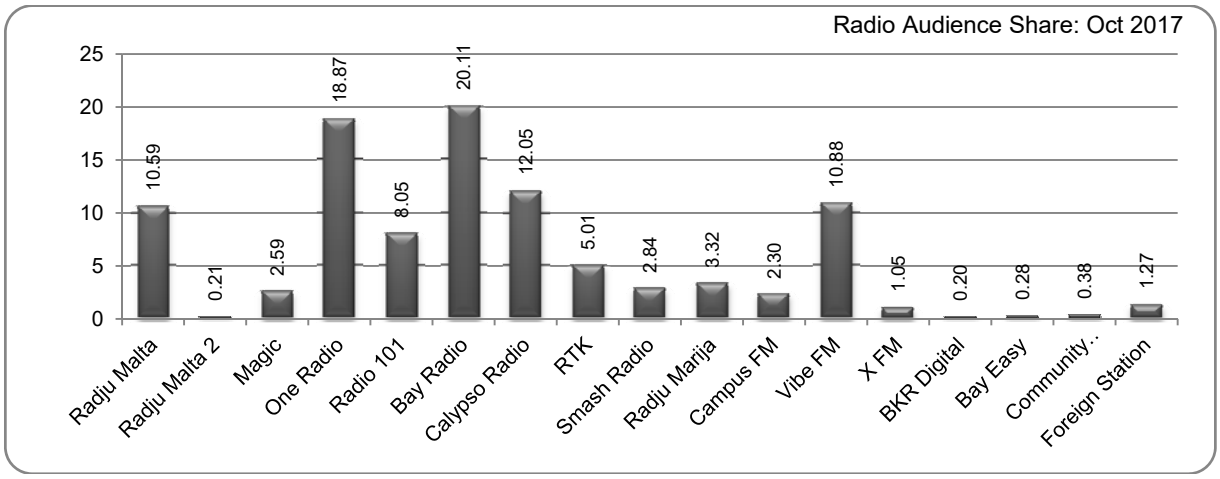


	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017
Total Listeners	3.11	2.75	2.80	2.84	2.49	3.04	2.97	3.17	2.91	2.79
National Avg.	1.56	1.23	1.28	1.36	1.22	1.52	1.36	1.69	1.41	1.68

2.3.5. Radio Stations Audience Share

Taking all the audiences (i.e. the number of listeners and the amount of time spent) for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below.

Overall, Bay Radio ranked first with 20.11% of all audiences, followed by ONE Radio [18.87%]; Calypso Radio [12.05%]; Radju Malta [10.59%]; Vibe FM [10.88%]; Radio 101 [8.05%]; and RTK [5.01%].



3. TV AUDIENCE ASSESSMENT

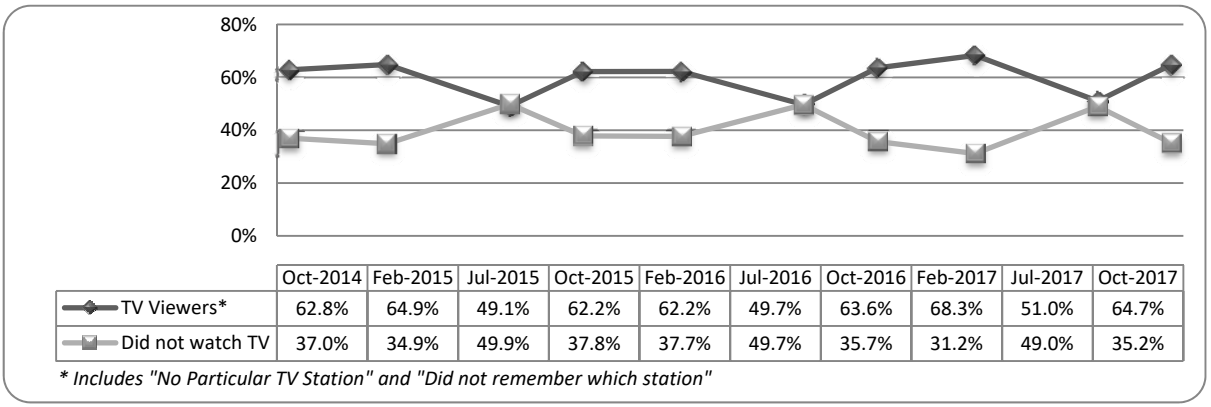
3.1. TV Audience Reach

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 October, 64.7% of respondents stated that they had watched television the day before the interview. This was 13.7% higher than that registered during the previous assessment of July 2017 [51.0%] and was 1.1% higher than that registered for the same period last year [Oct 2016: 63.6%]. During this period a total of 244,000 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, 398 viewers named a second station while another 133 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics – see table below.

TV Audience Reach



	Oct-2014	Feb-2015	Jul-2015	Oct-2015	Feb-2016	Jul-2016	Oct-2016	Feb-2017	Jul-2017	Oct-2017
TV Viewers*	62.8%	64.9%	49.1%	62.2%	62.2%	49.7%	63.6%	68.3%	51.0%	64.7%
Did not watch TV	37.0%	34.9%	49.9%	37.8%	37.7%	49.7%	35.7%	31.2%	49.0%	35.2%

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

On average 244,000 persons (64.7%) aged 16 or over followed at least one TV station during October 2017

	N				%			
	Total	Yes*	No	No Ans.	Total	Yes*	No	No Ans.
Population								
[+16 years]	**376,972**	**243,985**	**132,555**	**432**	**100**	**64.72**	**35.16**	**0.11**
Gender								
Males	188,263	114,989	73,274	0	**100**	**61.08**	**38.92**	**0.00**
Females	188,709	128,996	59,281	432	**100**	**68.36**	**31.41**	**0.23**
	376,972	**243,985**	**132,555**	**432**				
Age group								
16-30	86,282	43,089	43,193	0	**100**	**49.94**	**50.06**	**0.00**
31-50	119,437	67,616	51,821	0	**100**	**56.61**	**43.39**	**0.00**
51-70	101,815	78,267	23,548	0	**100**	**76.87**	**23.13**	**0.00**
70+	69,438	55,013	13,993	432	**100**	**79.23**	**20.15**	**0.62**
	376,972	**243,985**	**132,555**	**432**				
District								
South Harbour	69,211	44,644	24,332	235	**100**	**64.50**	**35.16**	**0.34**
North Harbour	113,129	77,045	35,887	197	**100**	**68.10**	**31.72**	**0.17**
South Eastern	57,326	38,414	18,912	0	**100**	**67.01**	**32.99**	**0.00**
Western	51,232	31,663	19,569	0	**100**	**61.80**	**38.20**	**0.00**
Northern	58,468	35,224	23,244	0	**100**	**60.24**	**39.76**	**0.00**
Gozo & Comino	27,606	16,995	**10,611**	0	**100**	**61.56**	**38.44**	**0.00**
	376,972	**243,985**	**132,555**	**432**				

**Includes those who "did not remember which station they followed" [1.5%; ≈5,650] and those who "did not follow any particular TV station" [2.3%; ≈8,830].*

Percentage Reach by TV Station

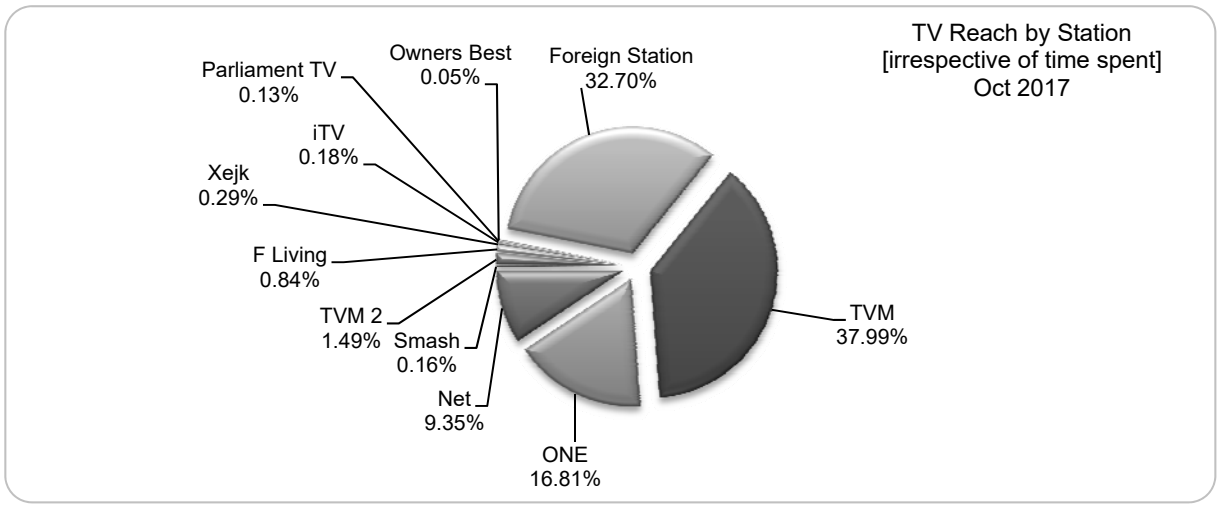
	Ranking	Total [≈N]	Total %	Gender		Age Group				District					
				Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo and Comino
TVM	**1**	143,000	37.99	35.72	40.05	44.95	39.47	34.86	36.27	39.34	33.11	39.20	37.89	44.36	39.96
ONE	**3**	63,000	16.81	16.79	16.83	12.50	14.89	19.02	18.64	17.29	16.38	24.61	15.04	12.98	11.72
Net	**4**	36,000	9.35	8.74	9.90	3.71	6.76	11.62	12.75	7.11	9.93	8.88	10.96	10.99	7.12
Smash	**9**	1,000	0.16		0.30				0.68	0.33		0.30		0.34	
TVM 2	**5**	6,000	1.49	2.16	0.88	1.55	0.69	1.46	2.39	2.30	0.93	1.13	1.38	2.77	
F Living	**6**	4,000	0.84	0.25	1.38	1.44		1.46	0.49	0.33	0.51	0.90	2.34	1.12	
Xejk	**7**	2,000	0.29	0.28	0.29		0.29	0.32	0.45	0.41	0.36	0.30			0.84
iTV	**8**	1,000	0.18	0.16	0.20			0.53		0.41	0.17		0.38		
Parliament TV	**10**	1,000	0.13	0.16	0.10			0.15	0.32	0.41	0.17				
Owners' Best	**11**	1,000	0.05		0.10			0.15			0.17				
Foreign Station	**2**	123,000	32.70	35.73	29.97	35.84	37.91	30.44	28.02	32.08	38.26	24.67	32.01	27.43	40.36
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.

TVM has attracted the largest amount of TV-viewers [37.99%] with approximately 143,000 viewers. This station was followed by ONE with 16.81% and Net TV with 9.35% - excluding those following a foreign station.

Overall, while 67.3% of the viewers followed local stations, only just less than a third of the population [32.70%] watched a foreign station. 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 with those over the age of 50 years while the viewing of foreign stations is higher with those from 16 to 50 years old.



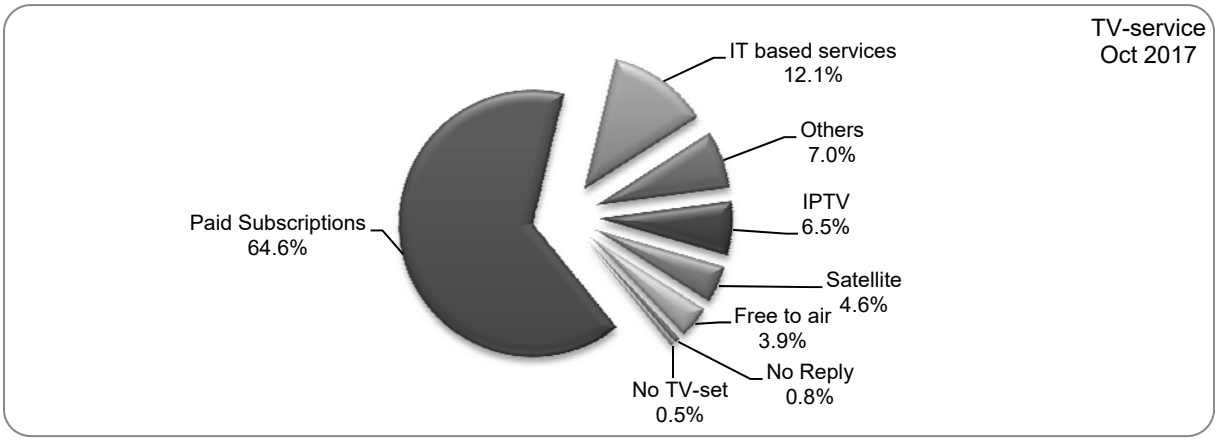
3.2. TV Services

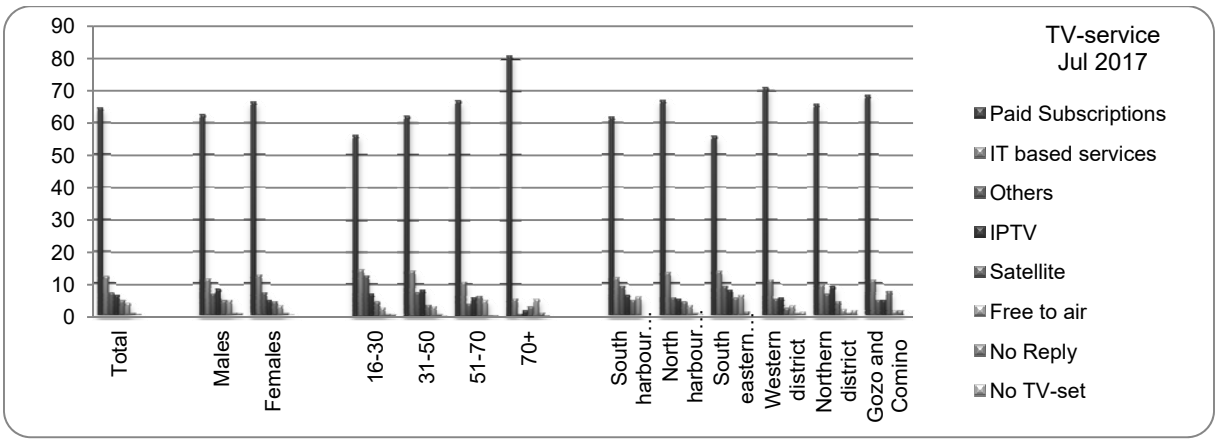
Respondents were asked what type of service they have to watch television. Six options were read out by interviewers.

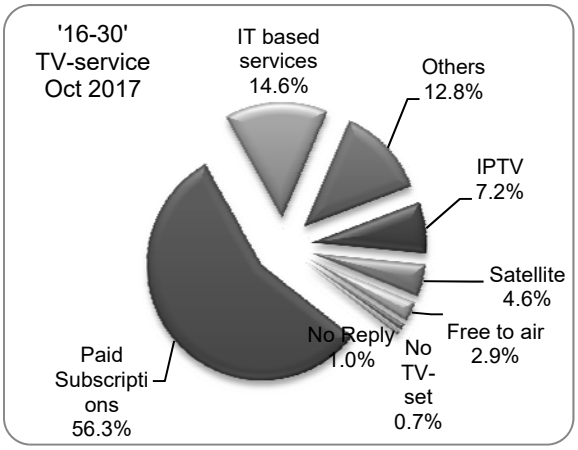
Taking into consideration the total of all the replies, the most common service for watching television is that of a paid subscription [64.6%]; followed by Internet based services [12.1%]; IPTV streaming [6.5%]; and Satellite [4.6%]. Another 7.0% of the population follow television programmes through laptop, mobile, or tablet streaming ("Others"); a further 0.5% do not have a TV-set; while 0.8% did not reply.

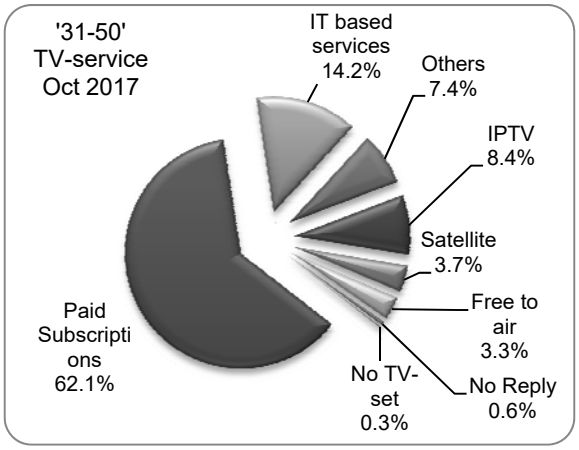
Only 3.3% of the population follows television on the Free-to-air platform. Of this group, 52.3% [≈10,900] have an only Free-to-air connection while the rest [47.7%; ≈9,900] makes use of one or more of the services available.

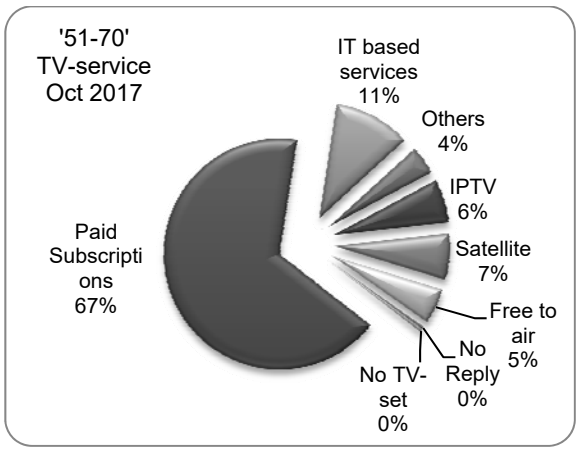
More types of television services are used by those of the 31-50 age group while the lowest was that amongst the 70+ age group. While just half of the 16-30 age group [56.3%] make use of paid subscriptions, as much as 81.0% of the 70+ age group depend on this type of service.

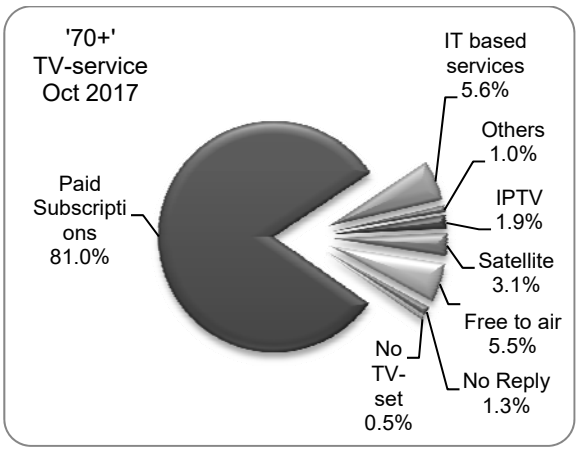












TV-Service by Gender, Age Group and by Districts

	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	**376,972**	**188,263**	**188,709**	**86,282**	**119,437**	**101,815**	**69,438**	**69,211**	**113,129**	**57,326**	**51,232**	**58,468**	**27,606**
Free to air	20,835	12,959	7,876	3,955	5,812	6,666	4,402	5,778	5,243	5,701	2,024	1,546	543
Paid Subscriptions	341,046	165,839	175,206	78,084	109,328	89,037	64,597	61,647	105,614	48,615	47,438	52,366	25,365
Satellite	24,072	12,222	11,849	6,325	6,602	8,641	2,504	4,852	6,625	4,710	1,568	3,499	2,818
IPTV Streaming	34,428	21,740	12,688	10,024	14,825	8,072	1,507	6,278	8,420	7,024	3,724	7,164	1,818
Internet based services	64,116	30,466	33,650	20,274	25,026	14,311	4,504	11,806	21,123	12,059	7,462	7,593	4,073
Others – laptop, mobile, or tablet streaming	36,848	18,117	18,731	17,762	12,979	5,323	784	9,246	9,029	8,060	3,501	5,209	1,804
No TV-set	2,426	1,819	607	928	518	561	418	0	418	0	692	1,316	0
No Reply	3,977	2,156	1,821	1,320	1,090	526	1,041	0	1,118	1,052	474	776	557
Total	527,747	265,319	262,428	138,672	176,180	133,138	79,757	99,606	157,589	87,221	66,883	79,469	36,978

	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	3.9	4.9	3.0	2.9	3.3	5.0	5.5	5.8	3.3	6.5	3.0	1.9	1.5
Paid Subscriptions	64.6	62.5	66.8	56.3	62.1	66.9	81.0	61.9	67.0	55.7	70.9	65.9	68.6
Satellite	4.6	4.6	4.5	4.6	3.7	6.5	3.1	4.9	4.2	5.4	2.3	4.4	7.6
IPTV Streaming	6.5	8.2	4.8	7.2	8.4	6.1	1.9	6.3	5.3	8.1	5.6	9.0	4.9
Internet based services	12.1	11.5	12.8	14.6	14.2	10.7	5.6	11.9	13.4	13.8	11.2	9.6	11.0
Others – laptop, mobile, or tablet streaming	7.0	6.8	7.1	12.8	7.4	4.0	1.0	9.3	5.7	9.2	5.2	6.6	4.9
No TV-set	0.5	0.7	0.2	0.7	0.3	0.4	0.5	0.0	0.3	0.0	1.0	1.7	0.0
No Reply	0.8	0.8	0.7	1.0	0.6	0.4	1.3	0.0	0.7	1.2	0.7	1.0	1.5
	100	100	100	100	100	100	100	100	100	100	100	100	100

Based on Total Replies

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 [26.3%]. Local Drama programmes ranked second [15.6%] while Discussion & Current Affairs programmes ranked third [13.0%]. Cultural/Educational ranked fourth [8.7%] and these were closely followed by Documentaries [7.8%].

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

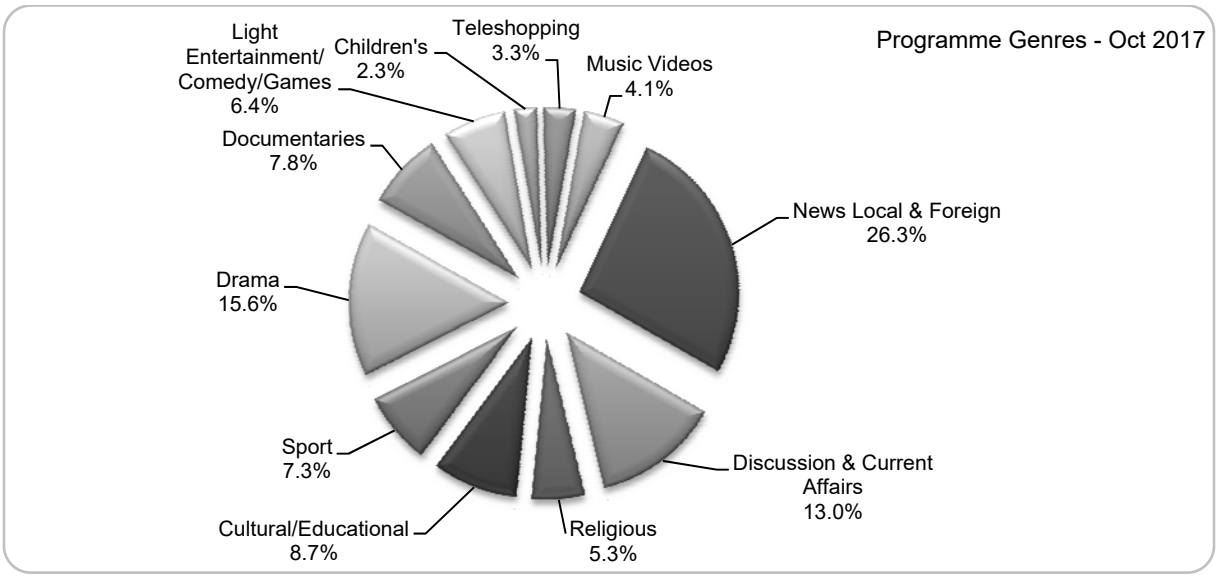
Sports	– 7.3%
Light Enterainment/ Comedy/Games	– 6.4%
Religious	– 5.3%
Music Videos	– 4.1%
Teleshopping	– 3.3%
Children's	– 2.3%

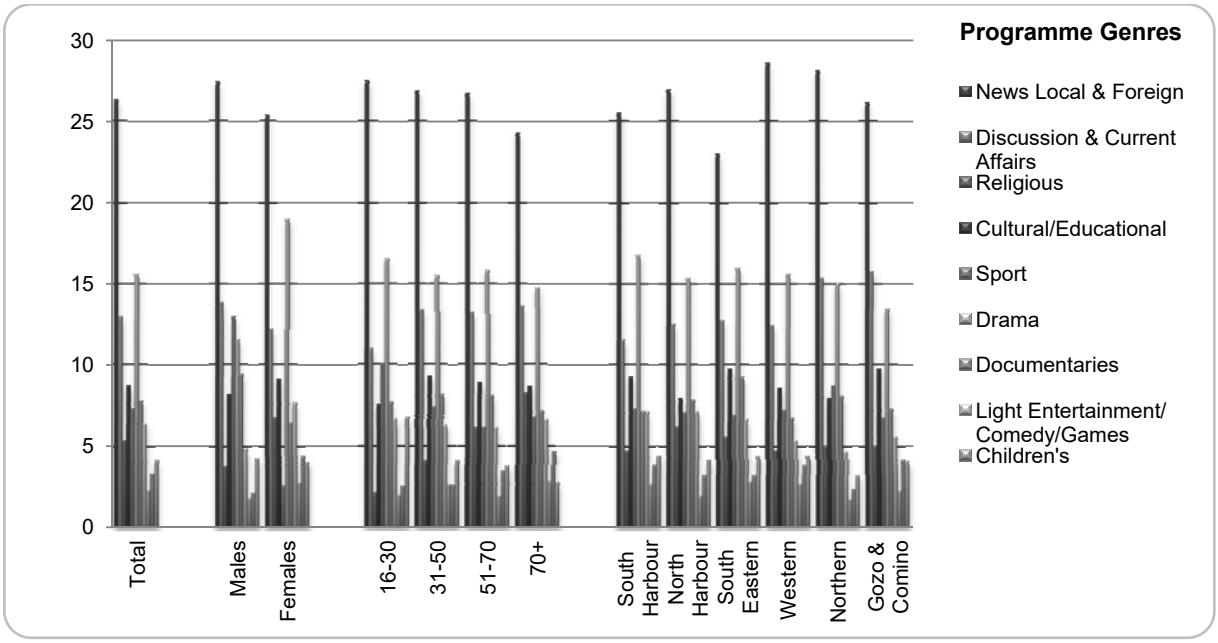
When analysed by gender, male preferences exceeded those of females in two categories [Sports (+10.5%) and Documentaries (+3.0%)]; female preferences exceed those of males in Drama (+7.4%); Light Entertainment (+2.9%); Religious programmes (+3.0%), and Teleshopping [+2.2%],.

There was very little gender difference for News Local & Foreign (+2.0%); Discussion programmes (+1.7%); Music Videos (+0.2%); Children's programmes (+0.9%); and Cultural/Educational programes (+0.9%].

Analysed by age-groups, the highest three programme genres still had the same ranking throughout for all the age groups.

Overall, programme genre preferences increase with age. The highest noticeable increase was that of Religious programmes which increased from 2.0% of all 16-30 year olds to 8.2% of all 70+ year olds; while the most noticeable decrease was that of Music Videos which decreased from 6.8% for 16-30 year olds to 2.7% for all 70+ year olds.





	Ranking	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
News Local & Foreign	**1**	26.3	**27.4**	25.4	27.5	26.9	26.7	24.3	25.5	26.9	23.0	28.6	28.1	26.2
Discussion & Current Affairs	**3**	13.0	**13.9**	12.2	11.0	13.4	13.2	13.6	11.5	12.5	12.7	12.4	15.4	15.8
Religious	**8**	5.3	3.7	**6.7**	2.0	4.0	6.1	8.2	4.6	6.2	5.5	4.7	4.9	5.0
Cultural/Educational	**4**	8.7	8.2	**9.1**	7.5	9.3	8.9	8.7	9.3	7.9	9.7	8.6	7.9	9.7
Sport	**6**	7.3	**13.0**	2.5	10.1	7.4	6.1	6.8	7.3	7.1	6.9	7.2	8.7	6.7
Drama	**2**	15.6	11.6	**19.0**	16.5	15.5	15.8	14.7	16.7	15.3	15.9	15.6	15.0	13.5
Documentaries	**5**	7.8	**9.4**	6.4	7.7	8.1	8.1	7.1	7.1	7.8	9.2	6.7	8.1	7.3
Light entertainment/Comedy/Games	**7**	6.4	4.8	**7.7**	6.7	6.2	6.1	6.6	7.1	7.1	6.6	5.3	4.6	5.6
Children's	**11**	2.3	1.8	**2.7**	1.9	2.6	1.9	2.8	2.6	1.9	2.8	2.7	1.7	2.2
Teleshopping	**10**	3.3	2.1	**4.3**	2.5	2.5	3.4	4.6	3.8	3.2	3.1	3.8	2.3	4.1
Music Videos	**9**	4.1	**4.2**	4.0	6.8	4.1	3.7	2.7	4.4	4.1	4.4	4.4	3.2	4.0
Total		**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.

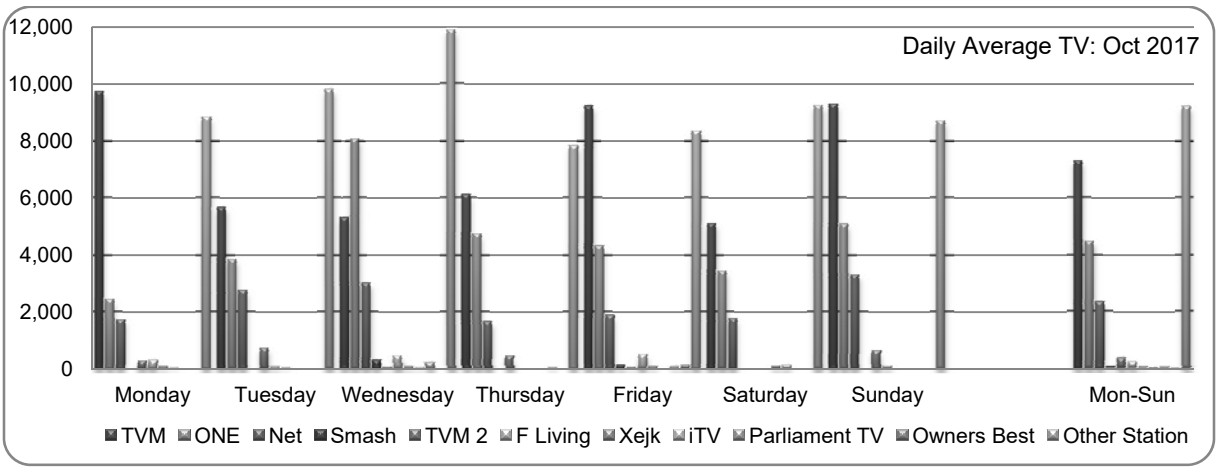
Excluding foreign stations, TVM had the highest average amongst all stations for all the weekdays from Monday to Sundays [1.405%] while ONE attained the second highest daily average among all stations with 0.858%.

TVM had its highest average amongst all stations on Mondays [1.918%], Fridays [1.811%], and Sundays [1.757%]; with its highest being that on Mondays.

ONE had the highest daily average on Wednesdays [1.401%] while Net TV had its highest average on Sundays [0.624%].

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	Total
Monday	1.918	0.482	0.342		0.060	0.061	0.019	0.010			1.739	1.918
Tuesday	1.067	0.726	0.523		0.140	0.018	0.008				1.851	1.851
Wednesday	0.923	1.401	0.523	0.055	0.013	0.084	0.016	0.011	0.041		2.067	2.067
Thursday	1.174	0.910	0.318		0.091				0.011		1.499	1.499
Friday	1.811	0.850	0.373	0.027	0.014	0.104	0.020		0.019	0.025	1.639	1.811
Saturday	1.079	0.727	0.376				0.023	0.030			1.951	1.951
Sunday	1.757	0.962	0.624		0.124	0.021					1.648	1.757
Mon-Sun	1.405	0.858	0.448	0.011	0.068	0.041	0.012	0.007	0.009	0.003	1.771	1.771
Highest	1.918	1.401	0.624	0.055	0.140	0.104	0.023	0.030	0.041	0.025	2.067	---

Daily Average [≈N]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	Total
Monday	9,726	2,446	1,732		303	311	98	49			8,821	9,726
Tuesday	5,650	3,845	2,769		740	96	43				9,802	9,802
Wednesday	5,305	8,054	3,006	318	72	483	93	63	233		11,881	11,881
Thursday	6,120	4,745	1,655		473				58		7,816	7,816
Friday	9,205	4,323	1,894	139	73	528	101		95	126	8,333	9,205
Saturday	5,101	3,435	1,777				109	140			9,220	9,220
Sunday	9,280	5,080	3,293		654	113					8,703	9,280
Mon-Sun	7,311	4,462	2,331	58	355	216	62	34	49	16	9,217	9,217
Highest	9,726	8,054	3,293	318	740	528	109	140	233	126	11,881	---

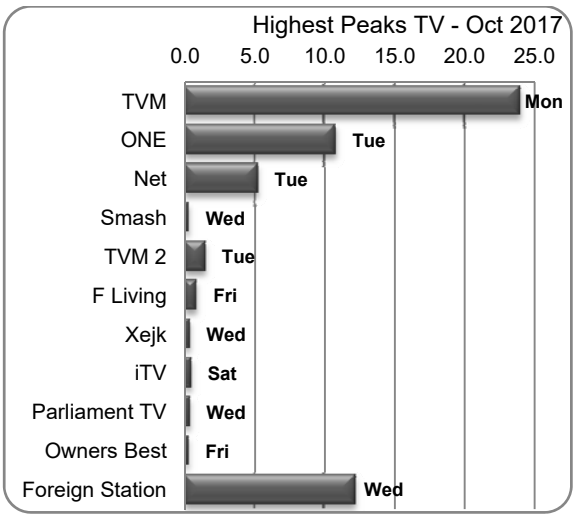


3.4.2. Peak Audiences by Statio

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: Mondays [24.051%]; Thursdays [21.588%]; Tuesdays [20.826%]; Wednesdyas [18.906%]; Fridays [14.712%]; Saturdays [14.670%]; and Sundays [13.498%].

Of the local stations the next highest peak attained was that by ONE on Tuesdays with 10.823% followed with that of Net TV again on Tuesdays [5.254%].



Percentage Highest Peaks by Radio Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners' Best	RAI	Foreign Station	Highest
Monday	**24.051**	8.647	2.113		0.261	0.517	0.232	0.232			1.955	10.579	**24.051**
Tuesday	**20.826**	**10.823**	**5.254**		**1.489**	0.217	0.196				**2.589**	11.553	**20.826**
Wednesday	**18.906**	9.690	3.210	**0.322**	0.302	0.831	**0.390**	0.263	**0.390**		1.558	**12.246**	**18.906**
Thursday	**21.588**	9.101	5.017		1.160				0.267		1.852	8.780	**21.588**
Friday	**14.712**	6.081	2.902	0.262	0.403	**0.878**	0.318		0.298	0.298	2.174	8.785	**14.712**
Saturday	**14.670**	8.388	3.373				0.368	**0.474**			2.260	10.508	**14.670**
Sunday	**13.498**	8.655	4.480		0.683	0.512					1.584	8.627	**13.498**
Highest	**24.051**	**10.823**	**5.254**	**0.322**	**1.489**	**0.878**	**0.390**	**0.474**	**0.390**	**0.298**	**2.589**	**12.246**	---

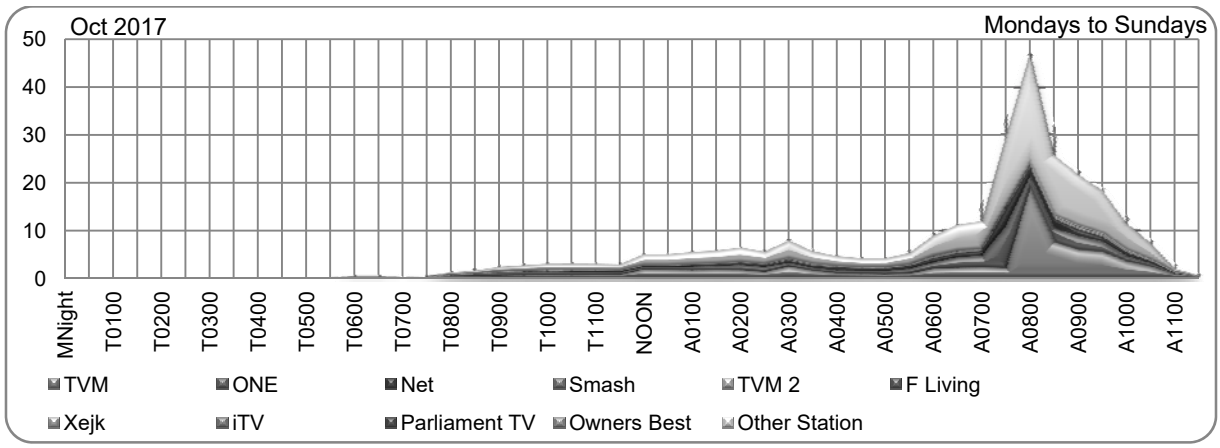
Percentage Highest Peaks by Radio Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	Highest
Monday	**121,989**	43,861	10,719		1,322	2,623	1,179	1,179			53,657	**121,989**
Tuesday	**110,311**	**57,328**	**27,828**		**7,889**	1,148	1,037				61,194	**110,311**
Wednesday	**108,677**	55,701	18,451	**1,850**	1,739	**4,778**	**2,240**	1,510	**2,240**		**70,394**	**108,677**
Thursday	**112,535**	47,445	26,153		6,047				1,394		45,768	**112,535**
Friday	**74,787**	30,911	14,753	1,332	2,050	4,461	1,618		1,514	1,514	44,657	**74,787**
Saturday	**69,349**	39,653	15,944				1,738	**2,240**			49,672	**69,349**
Sunday	**71,276**	45,705	23,658		3,607	2,703					45,557	**71,276**
Highest	**121,989**	**57,328**	**27,828**	**1,850**	**7,889**	**4,778**	**2,240**	**2,240**	**2,240**	**1,514**	**70,394**	---

3.4.3. TV Audience Shares by Half-Hour Slots

Audiences were not registerd for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:30am with 0.901% rising gradually to 3.016% by noon; peaking up to 4.356% at 2:00pm and re-peaking to 7.581% at 6:00pm. Audiences rose sharply from those at 7:30pm [18.755%] to 27.828% at 8:00pm where the aberage highest audiences were reached. Audiences were maintained and peaked to 20.342% by 9:00pm; falling to 13.866% at 10:00pm; and further to 1.343% at midnight.

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

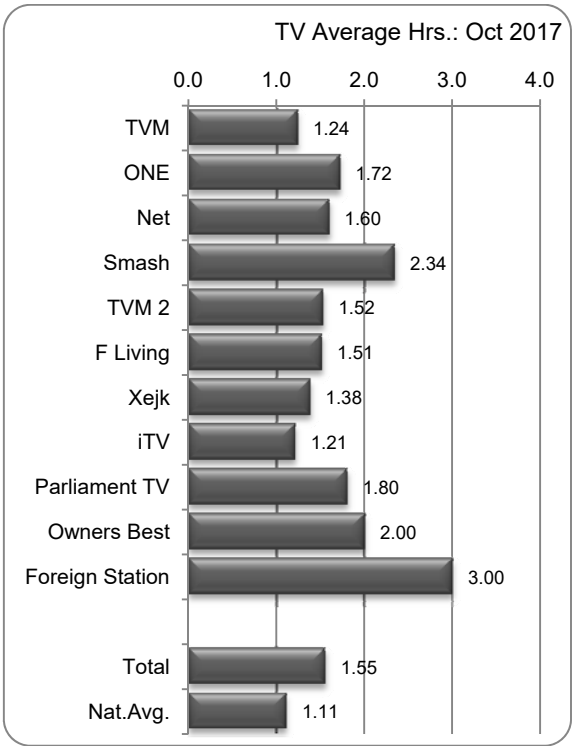


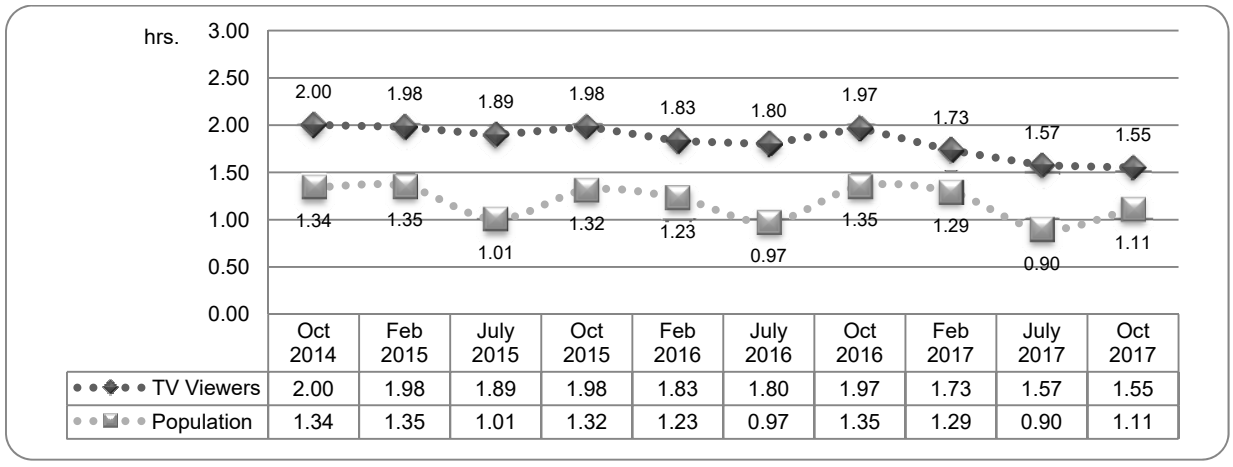
3.4.4. Daily Average Hours of TV consumption
This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

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 [37.99%] followed by ONE which attracted the next percent [16.81%], the time spent on average by ONE viewers [1.72 hrs] is 39% higher than those of TVM [1.24hrs].

The average amount of hours over all TV viewers amounts to 1.55hrs per viewer and over the whole of the population aged 16 years and over, these amounts to 1.11hrs.



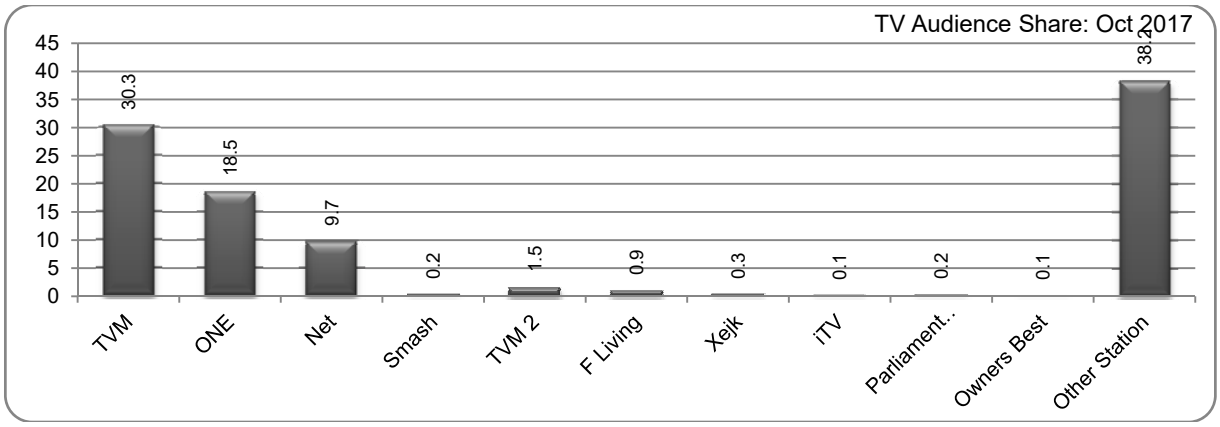


	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017
TV Viewers	2.00	1.98	1.89	1.98	1.83	1.80	1.97	1.73	1.57	1.55
Population	1.34	1.35	1.01	1.32	1.23	0.97	1.35	1.29	0.90	1.11

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 30.3%; followed by ONE with 18.5%, and Net TV with 9.7%.

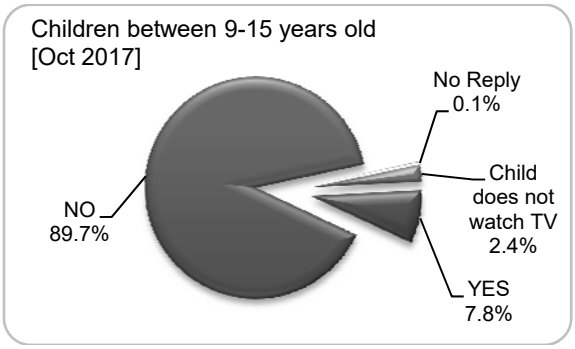


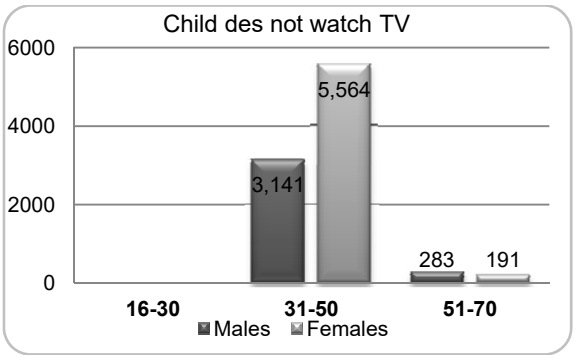
4. CHILDREN WATCHING TV

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 7.8% replied that they have children between 9 and 15 years old [≈29,000] who regularly watch television. On the other hand another 2.4% [≈9,000] 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	3,424		3,141	283
Females	5,756		5,564	191
[N]	9,180		8,705	474
[Row %]	100		94.8	5.2
	Total %	**16-30**	**31-50**	**51-70**
Males	37.3		36.1	59.7
Females	62.7		63.9	40.3
	100		100	100

The highest percent [30.3%] of respondents who have said that they have 9-15 year olds are from the 31-50 age group. Only 1.0% of all 16-30 year olds replied that they have such children; while another 1.4% of all 51-70 year olds have so.

As much as 2.4% [≈9,200] of all respondents categorically replied that their children between the age of 9-15 years do not watch television. As much as 94.8% of these are from the 31-50 age group [≈8,700]; another 5.16% are from the 51-70 age group [≈500]; while none from the 16-30 age group stated that their children do not watch TV.

Children 9-15 years old

				Have Children		
	Total N	No Reply	No	Child follows TV	Child NO TV	No reply
Total	376,972	338	338122	28281	**9180**	1051
Males	188,263		170694	13094	3424	1051
Females	188,709	338	167428	15187	5756	
16-30	86,282	338	85069	875		
31-50	119,437		83247	26433	**8706**	1051
51-70	101,815		100368	973	**474**	
70+	69,438		69438			
South Hbr	69,211		64002	3744	976	489
North Hbr	113,129		103815	5995	3318	
South East	57,326		48836	6220	1708	562
Western	51,232		45455	3445	2332	
Northern	58,468	338	51498	6103	529	
Gozo & Com	27,606		24516	2774	316	
	Total %	**No Reply**	**No**	**Child follows TV**	**Child NO TV**	**No reply**
Total	100	0.1	89.7	7.5	2.4	0.3
Males	100		90.7	7.0	1.8	0.6
Females	100	0.2	88.7	8.0	3.1	
16-30	100	0.4	98.6	1.0		
31-50	100		69.7	**22.1**	**7.3**	**0.9**
51-70	100		98.6	1.0	0.5	
70+	100		100.0			
South Hbr	100		92.5	5.4	1.4	0.7
North Hbr	100		91.8	5.3	2.9	
South East	100		85.2	10.8	3.0	1.0
Western	100		88.7	6.7	4.6	
Northern	100	0.6	88.1	10.4	0.9	
Gozo & Com	100		88.8	10.0	1.1	

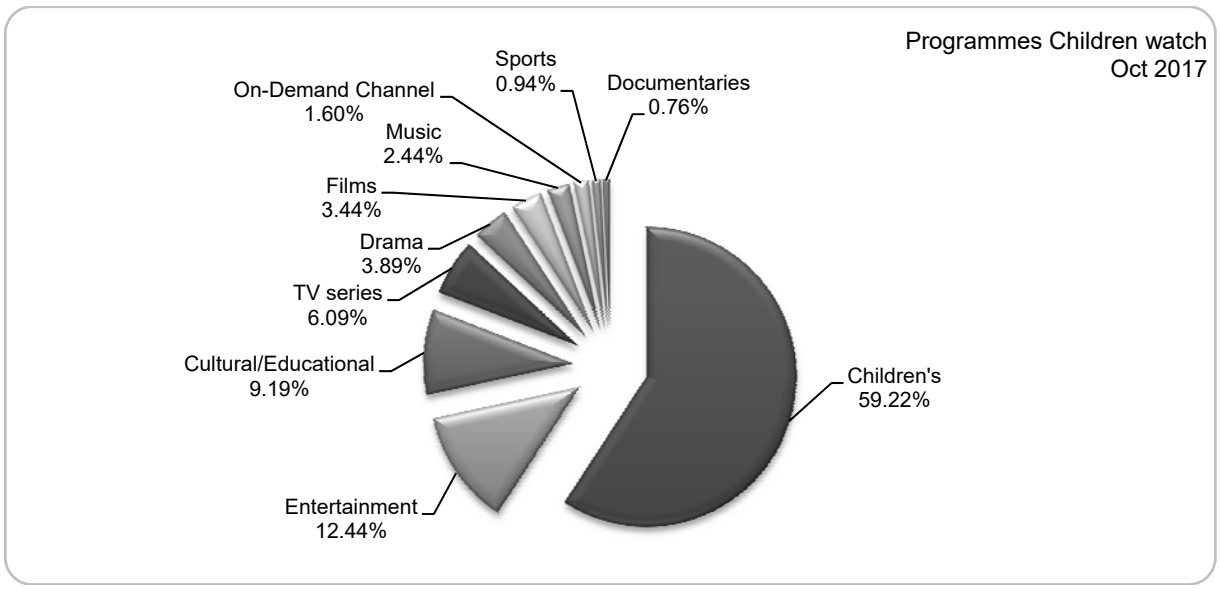
4.2. Programmes followed by 9-15 year olds

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

The most quoted were Children's programmes [59.22%]; followed by Entertainment [12.44%] and Cultural/Educational programmes [9.18%].

Children whose parents are from the 16-30 age group are reported to a children's channel. Children whose parents are from the 51-70 age group are reported to follow most Children's programmes [58.58%]; Entertainment [13.34%]; Cultural/Educational [9.13%] and TV series [6.54%].

Nearly half of the children of all those between 51-70 years old [43.9%] have stated that their children follow a children's channel; 20.85% follow Music programmes on TV; while the rest follow either a cultural/educational programme [17.62%] or an on-demand channel [17.62%].



	Total N	16-30	31-50	51-70	Total %	16-30	31-50	51-70
Children's Programmes	24,124	1,185	22,245	694	59.22	100	58.58	43.90
Cultural/Educational	310		310		0.76		0.82	
Documentaries	2,482		2482		6.09		6.54	
Drama	5,066		5066		12.44		13.34	
Entertainment	3,745		3,467	279	9.19		9.13	17.62
Films	993		663	330	2.44		1.75	20.85
Music	382		382		0.94		1.01	
News								
On-Demand Channel	653		374	279	1.60		0.98	17.62
Sports	1,399		1,399		3.44		3.69	
TV Channel								
TV series	1,583		1,583		3.89		4.17	
Total	**40,737**	**1,185**	**37,971**	**1,581**	**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)
Reliġjuži	(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)						
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)**						

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 26adju	(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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00																		376,972	376,972
2:30																		376,972	376,972
3:00																		376,972	376,972
3:30																		376,972	376,972
4:00										1,179								375,793	376,972
4:30						2,023				1,179								373,771	376,972
5:00						1,948		1,179		1,179								372,667	376,972
5:30			1,037	1,037		5,108		2,326		1,179								366,285	376,972
6:00	1,148		1,037	1,037		4,571	1,406	3,432		1,179		1,896						361,266	376,972
6:30	4,518			6,706		18,315	1,406	3,432		1,179		6,530						334,886	376,972
7:00	7,492	1,896	3,387	1,148		18,442	7,534	3,471		4,764		15,250						313,589	376,972
7:30	10,417		3,387	1,179		12,059	7,534	3,584		4,764		6,867	1,853					325,329	376,972
8:00	13,538			2,182	2,552	14,022	8,078	2,439		3,617	1,668	6,802	1,853					320,221	376,972
8:30	10,613			2,182	1,406	8,029	9,931	2,439		3,617		4,779						333,976	376,972
9:00	11,760			5,506	2,728	8,051	11,253	3,584		2,469		4,779				1,322		325,520	376,972
9:30	16,272			5,506	2,728	8,051	12,659	3,584		2,469		4,779				1,322		319,601	376,972
10:00	12,908			5,506	1,322	15,732	14,066	6,971		2,469		4,779		1,179		1,322		310,720	376,972
10:30	12,908			6,544		12,572	14,066	6,971		2,469		4,779		1,179		1,322		314,164	376,972
11:00	12,908			6,652		12,572	12,744	3,584		2,469		4,779				1,322	1,703	318,240	376,972
11:30	12,908			9,940		12,572	12,744	3,584		2,469		4,779				1,322	1,703	314,952	376,972
Noon	7,722			2,216		6,931	7,507	1,179		2,469		4,779					3,395	340,775	376,972
12:30	6,544			2,216		9,218	7,507	2,881		2,469		4,779					3,395	337,964	376,972
1:00	3,384			1,179		9,647	7,507	1,703		1,148		4,779		1,179			1,703	344,745	376,972
1:30	4,852			1,179		6,931	7,507	1,703				4,779		1,179			1,703	347,141	376,972
2:00	1,692					17,355	6,101					2,926		1,179				347,721	376,972
2:30	1,692					14,791	6,101					2,926		1,179				350,285	376,972
3:00					3,104	17,067	4,409			1,322		6,086						344,985	376,972
3:30						11,626	3,002			1,322		6,086						354,937	376,972
4:00				1,948	1,260	11,133	3,002	1,260		1,322		2,623						354,424	376,972
4:30				1,948	1,260	11,133	3,002	1,260		1,322		5,548						351,498	376,972
5:00	1,894		2,926	1,948	7,468	14,022	3,002	1,260	2,023	1,322		2,926						338,182	376,972
5:30	1,894			1,948	3,104	7,287	3,002	1,260	2,023	1,322		2,926						352,207	376,972
6:00				1,948	4,796	7,231	3,002		2,023	1,322		2,926						353,724	376,972
6:30				3,544	3,104	1,948	3,002		2,023	1,322		2,926						359,103	376,972
7:00						1,948	3,002					3,387						368,635	376,972
7:30			3,032				3,002											370,938	376,972
8:00							3,002											373,970	376,972
8:30							3,002		1,179									372,791	376,972
9:00							1,406		1,179								1,703	372,684	376,972
9:30							1,406	1,037									1,703	372,826	376,972
10:00							1,406	1,037			1,703							372,826	376,972
10:30											1,703							375,269	376,972
11:00								1,179										375,793	376,972
11:30								1,179										375,793	376,972
TotAvg	3,272	40	308	1,567	726	6,299	4,111	1,407	218	1,152	106	2,733	77	147		165	354	354,291	376,972
Max	16,272	1,896	3,387	9,940	7,468	18,442	14,066	6,971	2,023	4,764	1,703	15,250	1,853	1,179		1,322	3,395	376,972	
std.dev.	5,028	274	902	2,363	1,535	6,294	4,381	1,772	599	1,306	414	3,058	374	394		442	856	22,100	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00																		376,972	376,972
2:30																		376,972	376,972
3:00																		376,972	376,972
3:30																		376,972	376,972
4:00								1,148										375,824	376,972
4:30								2,327										374,645	376,972
5:00	2,358							5,352		2,742		3,388						363,132	376,972
5:30	2,501		1,322					3,649		1,146								368,355	376,972
6:00	2,358		2,468	2,185	1,322	2,712		3,649		1,146		3,366						357,767	376,972
6:30	1,037			5,404	2,468	10,319	1,148	5,245		1,146		6,197	1,949					342,059	376,972
7:00	4,399		5,064	7,621	4,653	29,089	3,014	6,850		2,742	1,322	11,802	1,949					298,467	376,972
7:30	1,037			4,402	4,653	20,971	3,014	5,181		1,146	1,322	10,558	1,949					322,738	376,972
8:00	4,198			9,436	8,273	20,254	4,718	4,036		1,146	2,644	17,705	5,110					299,453	376,972
8:30	4,198			10,615	8,304	15,303	6,421	4,036		1,146	2,644	13,878	6,087	1,179				303,160	376,972
9:00	14,617		1,407	15,253	9,210	11,938	6,421	5,215		1,146	1,322	6,732		1,179			1,703	300,831	376,972
9:30	14,617		1,407	15,253	8,689	11,938	6,421	5,215		1,146	1,322	6,732		1,179			1,703	301,351	376,972
10:00	10,084		2,729	9,030	8,689	9,914	7,743	6,394		1,146	1,322	6,732	2,023	1,179			1,703	308,285	376,972
10:30	11,491		2,729	9,030	8,689	9,914	6,421	6,394		1,146	1,322	6,732	2,023	1,179			1,703	308,200	376,972
11:00	11,491		1,407	9,030	8,689	9,914	6,421	6,394		1,146	2,501	6,732		1,179			1,703	310,366	376,972
11:30	9,046		1,407	16,073	8,689	9,914	6,421	6,394		1,146	2,501	10,512		1,179			1,703	301,988	376,972
Noon	4,399			15,306	3,728	9,914	4,718	3,585		3,470	2,501	6,732					1,703	320,916	376,972
12:30	1,037			12,284	3,728	9,914	4,718	1,261		2,325	2,501	6,732					1,703	330,769	376,972
1:00	1,037			10,099	2,406	12,631	4,718	1,261		1,146	1,322	6,732					1,703	333,918	376,972
1:30	2,706			6,102	2,406	9,914	4,718	1,261		1,146	1,322	6,732					1,703	338,962	376,972
2:00			1,146	6,102	2,406	16,856	4,718	1,261		1,146	1,322	12,573					1,703	327,740	376,972
2:30			1,146	4,433	2,406	18,259	4,718	1,261		1,146	1,322	9,186					1,703	331,393	376,972
3:00	2,294		1,146	4,433	2,406	9,914	3,014	3,234		1,146	1,322	6,732					1,703	339,628	376,972
3:30	3,962		1,146	4,433	2,406	9,914	3,014	3,234		4,533	1,322	6,732					1,703	334,571	376,972
4:00	5,978		1,146	7,859	2,406	6,753	1,322	1,261		1,146		8,976	1,322				1,703	337,101	376,972
4:30	4,309		1,146	5,571	2,406	6,753	1,322	1,261		1,146		2,239	3,271				1,703	345,846	376,972
5:00	3,161			7,263	2,406	12,414	1,322	1,261		1,146			3,271				1,703	343,025	376,972
5:30	3,161		1,146	4,684	2,406	5,853	1,322	1,261		1,146			1,322			1,703	1,703	351,265	376,972
6:00	3,161		1,322	2,468	2,849	5,853	1,322	1,261		1,146	1,179		1,322			1,703	1,703	351,683	376,972
6:30	3,161			2,742	1,146	2,927	1,322	2,964		1,146	1,179		4,249			1,703	1,703	352,731	376,972
7:00			3,371	1,146	1,322	3,827		5,180		1,146			1,322				1,703	357,955	376,972
7:30			3,371		1,322			1,261		1,146			1,322				1,703	366,847	376,972
8:00										1,146							1,703	374,123	376,972
8:30										1,146							1,703	374,123	376,972
9:00				1,692													1,703	373,576	376,972
9:30				1,692													1,703	373,576	376,972
10:00				1,692				1,261									1,703	372,316	376,972
10:30																	1,703	375,269	376,972
11:00																		376,972	376,972
11:30																		376,972	376,972
Total Avg	2,746		750	4,444	2,510	6,331	2,092	2,308		974	698	3,842	802	172		106	994	348,202	376,972
maximum	14,617		5,064	16,073	9,210	29,089	7,743	6,850		4,533	2,644	17,705	6,087	1,179		1,703	1,703	376,972	
std.dev.	3,944		1,157	4,935	3,084	7,152	2,531	2,290		956	915	4,719	1,459	420		417	849	27,718	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00																		376,972	376,972
2:30																		376,972	376,972
3:00																		376,972	376,972
3:30																		376,972	376,972
4:00							1,551											375,421	376,972
4:30							1,551											375,421	376,972
5:00						1,789	1,551											373,633	376,972
5:30	1,507			1,551		1,789	1,551											370,575	376,972
6:00	1,507				2,240	1,789	4,114			3,745								363,577	376,972
6:30	3,607					4,227	4,114			1,551								363,474	376,972
7:00	10,817			5,522	3,101	19,396	5,845		1,739	4,952	4,084	7,140	4,084				1,365	308,929	376,972
7:30	8,591		1,510	7,372	3,101	19,980	7,696		1,739	4,952		3,567	4,084					314,382	376,972
8:00	6,303			15,093	3,101	26,845	9,434	1,551	8,825	5,066		8,001						292,753	376,972
8:30	4,564			14,607	3,101	25,896	9,434	5,708	8,825	5,066		8,001						291,770	376,972
9:00	8,800			14,607	3,101	14,783	9,434	5,708	8,192	5,455		8,600			1,739			296,552	376,972
9:30	7,293			14,607	3,101	14,783	10,944	5,708	4,741	5,455		3,567			1,739			305,033	376,972
10:00	5,743		1,507	16,346	4,466	12,995	10,944	5,708	4,741	3,605		5,355			1,739			303,824	376,972
10:30	8,339		1,507	14,607	4,466	12,995	10,944	5,708	4,741	1,365		5,355			1,739			305,207	376,972
11:00	4,378		1,507	14,607	4,466	20,141	10,944	5,708	4,741	1,365		5,355			1,739			302,021	376,972
11:30	4,378		1,507	14,607	4,466	20,141	10,944	5,708	4,741	1,365		5,355			1,739			302,021	376,972
Noon	8,231		1,507	9,172	1,551	18,396	7,696	3,791		1,739		5,355			1,739		2,240	315,555	376,972
12:30	3,165		1,507	11,995	1,551	15,169	7,696	1,551				5,355			1,739			327,246	376,972
1:00	3,165			15,284	3,057	11,595	6,145					3,567			1,739			332,419	376,972
1:30	3,165			15,284	3,057	11,595	6,145					3,567			1,739			332,419	376,972
2:00	4,715			8,986	3,057	15,319	6,145					7,140			1,739			329,870	376,972
2:30	4,715			8,986	3,057	15,319	6,145		4,456			3,567			1,739			328,987	376,972
3:00	4,715		1,510	5,522	4,422	14,823	7,884		4,456	1,365		7,140			1,739		1,365	322,033	376,972
3:30	4,715			5,522	4,422	7,140	7,884		4,456			3,567			1,739			337,528	376,972
4:00	5,360		3,607	7,622	4,422	7,140	7,884		4,456			3,450			1,739		2,240	329,053	376,972
4:30	5,264		1,507	7,622	4,422	13,861	7,884		4,456			3,450			1,739	1,658	2,240	322,869	376,972
5:00	5,264			7,622	3,057	11,297	3,838		6,651								2,240	337,002	376,972
5:30	3,165			7,622	3,057	7,140	3,838		6,651								2,240	343,259	376,972
6:00	1,658			3,464	1,507	7,140	2,100		4,456				2,495					354,153	376,972
6:30	1,658			3,464	1,507	9,635	2,100		4,456									354,153	376,972
7:00	1,658			7,329		3,573	2,100		4,456	1,739								356,118	376,972
7:30				1,365		3,573	2,100		4,456									365,479	376,972
8:00						3,573	2,100											371,299	376,972
8:30						3,573	2,100											371,299	376,972
9:00						3,573	2,195											371,204	376,972
9:30						3,573	2,195											371,204	376,972
10:00						3,573	2,195											371,204	376,972
10:30						3,573	2,195											371,204	376,972
11:00						3,573												373,399	376,972
11:30						3,573												373,399	376,972
Total Avg	2,843		358	5,425	1,685	8,309	4,407	976	2,217	1,016	85	2,218	222		580	35	290	346,307	376,972
maximum	10,817		3,607	16,346	4,466	26,845	10,944	5,708	8,825	5,455	4,084	8,600	4,084		1,739	1,658	2,240	376,972	
std.dev.	3,066		762	5,978	1,786	7,631	3,758	2,071	2,815	1,806	589	2,884	890		828	239	726	29,412	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00							1,776											375,196	376,972
2:30							1,776											375,196	376,972
3:00																		376,972	376,972
3:30																		376,972	376,972
4:00																		376,972	376,972
4:30																		376,972	376,972
5:00				1,584		4,530				3,817								367,041	376,972
5:30				8,580	1,584	7,598		1,776		3,817								353,617	376,972
6:00	1,776			9,092	1,584	4,530		2,274		1,542								356,172	376,972
6:30	1,891		2,719	8,724	3,127	4,530	2,145	2,274		1,542		4,172						345,848	376,972
7:00	5,823	3,933	2,719	9,031	1,584	26,714	4,419	1,540	3,074	1,542	2,145	8,440				1,891		304,116	376,972
7:30	10,376	3,933	2,719	6,757	1,584	26,990	6,522		7,322	1,542	2,145	16,417				1,891		288,775	376,972
8:00	8,027			11,239	5,457	32,416	4,165	2,274	3,074	1,542	2,242	18,659				1,891		285,985	376,972
8:30	3,475			11,239	7,000	27,886	4,165	2,274	3,074	1,542	2,242	14,854				1,891		297,330	376,972
9:00	12,938			12,633	8,776	17,413	7,247	3,817		1,542	2,242	13,136				1,891		295,337	376,972
9:30	12,938			12,633	8,776	13,762	7,247	3,817		1,542	2,242	10,587				1,891		301,536	376,972
10:00	11,396		2,719	14,217	7,234	10,111	8,831	3,817		1,542	2,242	6,415				1,891		306,557	376,972
10:30	11,396		2,719	14,217	5,650	10,111	8,831	3,817		1,542	2,242	6,415				1,891		308,141	376,972
11:00	9,812		2,719	14,217	3,873	10,111	8,831	3,817		1,542	4,019	6,415				1,891		309,725	376,972
11:30	9,812		2,719	14,217	3,873	10,111	8,831	3,817		1,542	4,019	6,415				1,891		309,725	376,972
Noon	3,584		2,719	8,902	3,127	10,111	2,274	4,051			4,019	6,415						331,770	376,972
12:30	3,584		2,719	9,381	3,127	10,111	2,274	5,593			4,019	6,415						329,749	376,972
1:00	3,584		3,298	13,254	3,127	13,762	2,274	1,776			2,242	6,415						327,239	376,972
1:30	3,584		2,719	11,436	1,584	10,111	2,274	1,776			2,242	6,415						334,829	376,972
2:00	3,584		2,719	5,813		14,359	2,274				4,388	6,415						337,420	376,972
2:30	1,891			3,539		10,111	2,274				4,388	6,415						348,354	376,972
3:00	1,891	1,891		3,539		6,307	2,274				4,019	6,415						350,637	376,972
3:30	1,891	1,891		3,539		6,307	2,274				4,019	6,415						350,637	376,972
4:00	1,891			3,539	2,289	4,530	2,274	4,051			4,019	10,219						344,160	376,972
4:30	1,891			3,539	2,289	4,530	2,274	4,051			8,571	10,219						339,608	376,972
5:00	3,433			1,394	8,703	2,549	2,274	4,051			8,571	8,964						337,032	376,972
5:30	5,578			3,171	4,065	4,694	2,274	4,051			4,019	6,415						342,705	376,972
6:00	6,181			1,394			2,274	6,914			1,776							358,433	376,972
6:30	1,891			1,394			2,274	1,776			1,776							367,860	376,972
7:00	1,891			1,394			2,274	4,755			1,776							364,882	376,972
7:30			1,891				2,274	1,776										371,031	376,972
8:00				2,242			2,274											372,455	376,972
8:30							2,274											374,698	376,972
9:00							2,274											374,698	376,972
9:30							2,274											374,698	376,972
10:00							2,274	1,542										373,155	376,972
10:30							2,274											374,698	376,972
11:00				1,584			2,274											373,114	376,972
11:30				1,584			2,274											373,114	376,972
Total Avg	3,042	243	731	4,771	1,842	6,340	2,695	1,697	345	545	1,784	4,147				394		348,397	376,972
maximum	12,938	3,933	3,298	14,217	8,776	32,416	8,831	6,914	7,322	3,817	8,571	18,659				1,891		376,972	
std.dev.	3,963	866	1,221	5,152	2,684	8,400	2,527	1,924	1,274	961	2,167	5,074				776		29,133	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																	1,697	375,275	376,972
2:00																	1,697	375,275	376,972
2:30																	1,697	375,275	376,972
3:00																	1,697	375,275	376,972
3:30																		376,972	376,972
4:00																		376,972	376,972
4:30																		376,972	376,972
5:00																		376,972	376,972
5:30												2,780						374,192	376,972
6:00	8,070			2,187		6,856						2,780						357,079	376,972
6:30	8,070			3,993		5,748						5,216						353,944	376,972
7:00	17,784		4,058	9,010	3,027	17,776	2,187	1,514	6,947			26,173	6,419				3,171	278,905	376,972
7:30	17,766			9,010	5,200	12,923	2,187	1,514	4,349			11,479	6,086				1,474	304,985	376,972
8:00	13,205			13,844	8,822	22,990	6,298	1,514	4,349			7,130	2,598				1,474	294,749	376,972
8:30	13,205			15,357	10,336	17,532	6,298	5,271	4,349			9,632	2,598				1,474	290,920	376,972
9:00	14,682			16,871	8,822	17,385	9,144	6,889	4,349		1,697	7,130					1,474	288,528	376,972
9:30	16,195			16,871	8,822	17,385	9,144	6,889	4,349		1,697	7,130					1,474	287,015	376,972
10:00	14,722			18,203	8,822	10,438	7,099	6,889	4,349		1,697	7,130						297,622	376,972
10:30	12,915			18,203	8,822	10,438	7,099	6,889	4,349		1,697	7,130						299,429	376,972
11:00	14,722			19,535	8,822	8,741	5,625	6,785	4,349		1,697	7,130						299,566	376,972
11:30	16,195			23,098	8,822	8,741	5,625	6,785	4,349		1,697	7,130						294,529	376,972
Noon	8,218			15,126	11,009	8,741	3,027	1,514	4,349	1,514		7,130						316,344	376,972
12:30	4,938			18,689	7,309	8,741	3,027	1,514	4,349			7,130						321,275	376,972
1:00	3,320			18,446	11,066	5,804	3,027	3,656	4,349			7,130						320,174	376,972
1:30	4,833			13,370	11,066	5,804	3,027	2,143	4,349			7,130						325,250	376,972
2:00	1,806			9,010	13,239	5,804	3,027	2,143	4,349			7,130						330,464	376,972
2:30	1,806			11,153	11,066	5,804	3,027		4,349			7,130						332,637	376,972
3:00	1,806			9,010	9,592	5,804	1,514		4,349			7,130						337,766	376,972
3:30	1,806			9,010	9,592	5,804	1,514		4,349			7,130						337,766	376,972
4:00	1,806			9,010	9,592	5,923	1,514		4,349			13,000						331,776	376,972
4:30	1,806			9,010	9,592	7,289	1,514		4,349			13,866						329,544	376,972
5:00	5,441		4,321	10,524	14,093	8,353	1,514	1,474	6,492			10,611						314,149	376,972
5:30	1,806			10,524	12,620	8,353	1,514		6,492			10,061	2,931					322,673	376,972
6:00				10,860	3,757	2,436	1,514		4,349		1,474	7,130						345,452	376,972
6:30				10,860	3,757	6,764	3,027		4,349		1,474	7,130						339,610	376,972
7:00				8,718	3,757	5,586	1,514				1,474	7,130						348,794	376,972
7:30				5,017	3,757	5,586					1,474	2,780						358,357	376,972
8:00				5,017		9,231						2,780						359,944	376,972
8:30				5,017		9,231						2,780						359,944	376,972
9:00				1,697		9,231						2,780						363,264	376,972
9:30				1,697		9,231						2,780						363,264	376,972
10:00						9,231						2,780					1,514	363,448	376,972
10:30						5,586						2,780					1,514	367,092	376,972
11:00						5,586											1,514	369,872	376,972
11:30						5,586											1,514	369,872	376,972
Total Avg	4,311		175	7,457	4,691	6,718	1,958	1,320	2,318	32	335	5,279	430				487	341,460	376,972
maximum	17,784		4,321	23,098	14,093	22,990	9,144	6,889	6,947	1,514	1,697	26,173	6,419				3,171	376,972	
std.dev.	6,081		847	7,042	4,906	5,505	2,603	2,362	2,405	218	662	4,965	1,395				802	31,396	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight										1,850								375,122	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00																		376,972	376,972
2:30																		376,972	376,972
3:00																		376,972	376,972
3:30																		376,972	376,972
4:00																		376,972	376,972
4:30																		376,972	376,972
5:00																		376,972	376,972
5:30	1,509					1,507												373,956	376,972
6:00	3,016			1,850		1,507	1,509	2,099										366,990	376,972
6:30	3,016			5,139		1,507	1,509	2,099										363,702	376,972
7:00	3,016	1,364	2,563	8,603	3,289	1,507	5,666	2,099	6,850									342,015	376,972
7:30	3,016	1,364	2,563	13,029	4,839	3,016	5,666	2,099	6,850									334,529	376,972
8:00	3,016	1,364	5,598	16,752	6,389	5,230	9,255	3,650	3,002		2,240	2,848						317,629	376,972
8:30	3,016	1,364	5,598	13,029	6,389	11,118	9,255	3,650										323,554	376,972
9:00	8,316	1,364	2,596	14,535	4,839	12,511	9,255	3,650			1,550	7,281	2,848					308,227	376,972
9:30	8,316		2,596	15,900	4,839	5,230	9,255	3,650			1,550	7,281	2,848					315,508	376,972
10:00	8,316		4,455	19,752	4,839	4,515	11,495	3,650			1,550	7,281	2,848					308,272	376,972
10:30	6,806		4,455	19,752	6,389	1,507	9,255	3,650	3,849		1,550	7,281	2,848					309,630	376,972
11:00	6,995		2,194	14,312	8,629	3,245	9,255	3,650	3,849		1,550	4,433						318,860	376,972
11:30	6,995		2,194	19,827	8,629	3,245	9,255	3,650	3,849		1,550	4,433						313,345	376,972
Noon	8,303		2,194	12,948	15,645	6,589	7,405		3,849	1,850	1,550							316,639	376,972
12:30	4,339		4,294	5,500	4,839	3,016	7,405				1,550							346,029	376,972
1:00	3,790		2,194	4,426	3,101	1,507	3,248			2,240								356,466	376,972
1:30	3,790		2,194	4,426	3,101	1,507	3,248			2,240								356,466	376,972
2:00	2,240		6,621	4,426	3,101	1,507	3,248			2,240								353,590	376,972
2:30	2,240		2,194		3,101	1,507	3,248			2,240								362,442	376,972
3:00	2,240		2,194		3,101	1,507	4,986			3,749			3,002					356,193	376,972
3:30	2,240		4,790		3,101	1,507	3,477			3,749			3,002					355,106	376,972
4:00	1,550		4,790		3,289	1,507	4,986											360,850	376,972
4:30	1,550		2,194		3,289	1,507	4,986											363,445	376,972
5:00	1,550		2,194		3,289	3,008	4,986											361,944	376,972
5:30	1,550				3,289	3,723	3,477											364,933	376,972
6:00	3,060				3,289		1,738					2,848						366,037	376,972
6:30	1,509				1,738		1,738											371,986	376,972
7:00	1,509				1,738	4,586	1,738	2,194										365,205	376,972
7:30	1,509			1,550		1,738	1,738											370,435	376,972
8:00																		376,972	376,972
8:30																		376,972	376,972
9:00																		376,972	376,972
9:30																		376,972	376,972
10:00								1,738										375,234	376,972
10:30				2,563														374,409	376,972
11:00																		376,972	376,972
11:30																		376,972	376,972
Total Avg	2,257	142	1,472	4,132	2,460	1,882	3,173	865	669	420	305	910	362					357,923	376,972
maximum	8,316	1,364	6,621	19,827	15,645	12,511	11,495	3,650	6,850	3,749	2,240	7,281	3,002					376,972	
std.dev.	2,635	421	1,938	6,544	3,167	2,706	3,588	1,430	1,730	995	649	2,202	969					23,388	

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	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		376,972	376,972
0:30																		376,972	376,972
1:00																		376,972	376,972
1:30																		376,972	376,972
2:00																		376,972	376,972
2:30																		376,972	376,972
3:00																		376,972	376,972
3:30								1,248										375,724	376,972
4:00								1,248				3,587						372,137	376,972
4:30								1,248										375,724	376,972
5:00								1,248		1,248								374,476	376,972
5:30				5,712						1,248								370,011	376,972
6:00	3,826			6,187	1,490			2,979		6,468								356,022	376,972
6:30	3,826			6,187	1,490	2,598		2,979		1,963								357,929	376,972
7:00	3,639			11,964	1,490	3,006	1,400	1,490		3,920		2,064					1,335	346,666	376,972
7:30	3,639		1,963	17,024	1,490		1,400	1,490		3,920	1,400	2,064					1,335	341,249	376,972
8:00	1,213		1,963	19,913	1,490	4,017	4,498	2,703		2,705	1,400	5,277						331,793	376,972
8:30	1,213		1,963	18,146	2,588	4,885	4,498	2,703		2,705		1,690						336,580	376,972
9:00	1,213		1,963	19,913	2,588	5,200	10,048	1,490		2,705		1,690						330,162	376,972
9:30	1,213		1,963	18,124	4,551	5,200	10,048	1,490		2,705		1,690						329,987	376,972
10:00	2,426		4,741	19,373	7,015	8,062	13,373	1,490		1,215	1,400	3,754						314,125	376,972
10:30	2,426		4,741	23,914	8,504	2,422	13,373			1,215	1,400	7,341						311,636	376,972
11:00	1,213		1,963	22,147	7,256		13,373			1,215	1,400	1,690						326,714	376,972
11:30	1,213		1,963	20,344	6,041		13,373			1,215	1,400	1,690						329,733	376,972
Noon	1,213		5,527	12,291	1,490		8,571			4,234	2,799	1,690						339,157	376,972
12:30	2,426		5,527	10,488	2,588		8,571			2,431	2,799	1,690						340,452	376,972
1:00	2,426		1,963	8,998	2,588	2,064	8,571			1,215	1,400							347,747	376,972
1:30	2,426		1,963	7,509	2,588	2,064	8,571			1,215	1,400							349,237	376,972
2:00	2,426		1,963	5,992	2,588	4,072	6,562			2,550	1,400							349,419	376,972
2:30	2,426		1,963	5,992	2,588	4,072	6,562			2,550	1,400							349,419	376,972
3:00	2,426		1,963	4,188	1,490	4,481	6,562			5,569	1,400							348,894	376,972
3:30	2,426		1,963	4,188	1,490	4,481	6,562			2,431	1,400							352,032	376,972
4:00	2,426		1,963	5,678		2,064	6,507			2,431	4,415	3,587						347,902	376,972
4:30	2,426			5,678		2,064	4,498			2,431	4,415							355,460	376,972
5:00	2,426			7,470			4,498			1,215	4,415	3,570						353,378	376,972
5:30	2,426			8,718			4,498			2,431	4,415	3,570						350,914	376,972
6:00	1,213			10,817			4,498			2,431	3,167	3,570						351,277	376,972
6:30	1,213			9,025			4,498			4,198	3,167							354,871	376,972
7:00	1,213			9,025	1,248		1,400			2,431	1,400							360,256	376,972
7:30	1,213			10,828			1,400			1,215								362,315	376,972
8:00				4,893						1,215								370,863	376,972
8:30				3,090						1,215								372,667	376,972
9:00				3,090		2,009				1,215								370,658	376,972
9:30				4,580		2,009				1,215								369,168	376,972
10:00				2,738		2,009		1,248										370,977	376,972
10:30				2,738		2,009												372,226	376,972
11:00				2,738														374,234	376,972
11:30				1,248														375,724	376,972
Total Avg	1,246		1,000	7,520	1,347	1,433	3,702	522		1,673	996	1,046					56	356,432	376,972
maximum	3,826		5,527	23,914	8,504	8,062	13,373	2,979		6,468	4,415	7,341					1,335	376,972	
std.dev.	1,254		1,543	7,021	2,116	2,003	4,418	901		1,552	1,396	1,700					270	18,218	

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	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00												376,972	376,972
5:30												376,972	376,972
6:00												376,972	376,972
6:30												376,972	376,972
7:00												376,972	376,972
7:30						2,623						374,349	376,972
8:00	1,406					2,623						372,943	376,972
8:30	1,406										1,037	374,528	376,972
9:00	1,406											375,566	376,972
9:30	1,406											375,566	376,972
10:00	1,406											375,566	376,972
10:30	1,406											375,566	376,972
11:00	1,406										3,104	372,462	376,972
11:30	1,406											375,566	376,972
Noon	3,730	1,179									2,890	369,173	376,972
12:30	2,552										2,890	371,530	376,972
1:00	2,552	1,037	1,179			1,148					2,890	368,167	376,972
1:30	2,552	1,037	1,179			1,148					2,444	368,613	376,972
2:00	2,552	2,444	1,179			1,148					8,507	361,144	376,972
2:30	2,552	2,444	1,179			1,148					9,913	359,737	376,972
3:00	12,151	2,444	3,432		1,322	1,148					13,714	342,762	376,972
3:30	14,313	1,406	3,432		1,322	1,148					12,536	342,815	376,972
4:00	7,616	1,406	5,124		1,322	1,148					9,808	350,548	376,972
4:30	5,720	1,406	5,124		1,322						9,916	353,484	376,972
5:00	5,720	1,406	4,097		1,322		1,179				14,306	348,942	376,972
5:30	10,238	1,406	4,097		1,322		1,179				11,754	346,976	376,972
6:00	19,369	3,303	5,452		1,322		1,179	1,179			14,580	330,589	376,972
6:30	27,512	7,783	5,452		1,322		1,179	1,179			14,814	317,732	376,972
7:00	28,867	9,638	5,421		1,322						14,846	316,878	376,972
7:30	33,696	43,861	10,719		1,322						17,676	269,699	376,972
8:00	121,989	15,856	6,119		1,322	1,668					20,629	209,389	376,972
8:30	60,691	5,204	6,405								30,293	274,379	376,972
9:00	37,981	5,418	3,042								49,092	281,440	376,972
9:30	28,604	4,239	4,305								53,657	286,167	376,972
10:00	11,608	2,917	3,104								45,835	313,509	376,972
10:30	10,460	1,596	3,104								36,803	325,009	376,972
11:00	1,406										15,070	360,496	376,972
11:30	1,179										4,424	371,370	376,972
Total Avg	9,726	2,446	1,732		303	311	98	49			8,821	353,484	376,972
maximum	121,989	43,861	10,719		1,322	2,623	1,179	1,179			53,657	376,972	
std.dev.	20,770	6,793	2,528		561	670	329	238			13,573	36,736	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00												376,972	376,972
5:30												376,972	376,972
6:00	1,949											375,023	376,972
6:30	1,949											375,023	376,972
7:00												376,972	376,972
7:30											1,322	375,650	376,972
8:00		1,148									3,991	371,833	376,972
8:30		1,148									2,288	373,536	376,972
9:00	1,146	1,148									3,467	371,212	376,972
9:30	3,439	2,851									2,288	368,394	376,972
10:00	3,439	2,851	1,261								2,288	367,133	376,972
10:30	2,294	2,851	1,261								2,288	368,279	376,972
11:00	2,294	2,851	1,261								3,548	367,019	376,972
11:30	2,294	2,851	1,261								3,548	367,019	376,972
Noon	1,146	2,851	3,967								2,439	366,569	376,972
12:30	1,146	4,030	3,967								3,618	364,211	376,972
1:00	1,146	3,997	5,289								5,720	360,821	376,972
1:30	1,146	2,849	5,289			1,148					3,364	363,176	376,972
2:00	1,146	2,849	3,967			1,148					2,185	365,677	376,972
2:30	1,146	2,849	3,967			1,148					3,592	364,270	376,972
3:00	12,189	1,703	2,929			1,148	1,037				7,129	350,836	376,972
3:30	3,960		2,929				1,037				5,950	363,095	376,972
4:00	1,146	1,037	4,075		1,179						9,361	360,174	376,972
4:30	2,814	1,037	2,929		1,179						9,361	359,651	376,972
5:00	2,814	2,216	4,075		1,179						6,805	359,882	376,972
5:30	2,814	3,885	4,075		1,179						6,171	358,848	376,972
6:00	7,045	6,767	5,221		1,179						14,039	342,722	376,972
6:30	6,486	8,089	5,221		1,179						14,039	341,959	376,972
7:00	8,209	9,127	7,773		1,179						20,826	329,858	376,972
7:30	4,300	57,328	27,828		1,669						21,734	264,113	376,972
8:00	110,311	9,762	9,532		3,802						24,137	219,428	376,972
8:30	33,042	15,217	10,297		3,802						38,246	276,369	376,972
9:00	21,279	12,929	7,126		7,889						59,909	267,841	376,972
9:30	17,018	9,340	4,050		5,041						61,194	280,329	376,972
10:00	7,629	3,996	1,692		5,041						56,628	301,986	376,972
10:30	4,477	1,669	1,692								45,689	323,445	376,972
11:00		1,669									16,825	358,478	376,972
11:30		1,669									6,528	368,775	376,972
Total Avg	5,650	3,845	2,769		740	96	43				9,802	354,026	376,972
maximum	110,311	57,328	27,828		7,889	1,148	1,037				61,194	376,972	
std.dev.	16,613	8,643	4,594		1,652	321	210				16,104	35,963	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00											2,491	374,481	376,972
5:30											2,491	374,481	376,972
6:00												376,972	376,972
6:30												376,972	376,972
7:00											1,510	375,462	376,972
7:30												376,972	376,972
8:00			2,240									374,732	376,972
8:30		4,456	2,240								1,739	368,537	376,972
9:00		6,306	2,240								1,739	366,687	376,972
9:30		6,306	2,240								1,739	366,687	376,972
10:00		9,407	2,240								3,397	361,928	376,972
10:30		9,407	2,240	1,850							3,397	360,077	376,972
11:00	1,551	6,006	2,240	1,850							6,798	358,527	376,972
11:30	1,551	6,006	3,791	1,850							6,798	356,976	376,972
Noon	1,551	6,006	3,791	1,850							5,484	358,289	376,972
12:30		6,006	3,791	1,850		1,365					5,484	358,475	376,972
1:00		12,665	3,791			1,365					1,739	357,412	376,972
1:30		12,665	3,791			1,365					1,739	357,412	376,972
2:00		13,355	3,791			1,365					3,934	354,528	376,972
2:30		11,256	3,791								5,672	356,253	376,972
3:00	9,391	11,118	3,791			1,365		1,510			7,051	342,747	376,972
3:30	6,145	9,754	2,240			1,365		1,510			10,984	344,974	376,972
4:00	4,481	4,456	2,240								11,116	354,679	376,972
4:30		4,456	2,240								12,966	357,310	376,972
5:00		4,456	2,240								9,612	360,664	376,972
5:30		6,006	2,240								13,769	354,956	376,972
6:00	12,420	8,201	5,641						2,240		17,966	330,503	376,972
6:30	10,878	19,971	7,151						2,240		24,687	312,045	376,972
7:00	7,869	20,701	7,151				2,240		2,240		33,555	303,215	376,972
7:30	8,324	55,701	17,232				2,240		2,240		35,167	256,067	376,972
8:00	108,677	17,341	18,451		1,739	3,228			2,240		33,618	191,678	376,972
8:30	31,406	38,118	14,030	1,507	1,739	4,778					50,927	234,467	376,972
9:00	21,060	39,613	8,309	1,507		2,915					70,394	233,174	376,972
9:30	17,845	25,183	3,101	1,507		1,365					62,813	265,159	376,972
10:00	5,641	11,669	1,551	1,507		1,365					55,131	300,109	376,972
10:30	4,091		1,551			1,365					44,668	325,298	376,972
11:00	1,739		2,915								12,998	359,320	376,972
11:30											6,696	370,276	376,972
Total Avg	5,305	8,054	3,006	318	72	483	93	63	233		11,881	347,463	376,972
maximum	108,677	55,701	18,451	1,850	1,739	4,778	2,240	1,510	2,240		70,394	376,972	
std.dev.	16,514	11,612	4,130	674	351	1,003	452	305	692		18,095	43,556	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00												376,972	376,972
5:30												376,972	376,972
6:00	1,584										3,688	371,700	376,972
6:30	1,584										2,145	373,243	376,972
7:00												376,972	376,972
7:30											2,274	374,698	376,972
8:00	2,978											373,994	376,972
8:30	2,978										1,584	372,409	376,972
9:00	2,978	1,776									3,858	368,359	376,972
9:30	4,563	1,776									2,274	368,359	376,972
10:00	1,584	1,776									4,517	369,095	376,972
10:30	1,584	1,776	1,394									372,217	376,972
11:00	1,584	1,776	1,394									372,217	376,972
11:30	1,584	1,776	1,394									372,217	376,972
Noon	4,753	3,171									2,274	366,775	376,972
12:30	1,584	3,171									2,274	369,943	376,972
1:00	1,584	3,171	1,584								4,548	366,085	376,972
1:30	1,584	5,061	1,584								7,672	361,070	376,972
2:00	5,235	8,135	1,584								1,540	360,478	376,972
2:30	5,235	8,135	1,584								1,540	360,478	376,972
3:00	13,895	8,135	1,394		3,074						3,430	347,043	376,972
3:30	5,635	6,245			3,074						3,430	358,588	376,972
4:00		3,553									7,506	365,913	376,972
4:30		3,553									7,155	366,264	376,972
5:00		3,553	1,584								10,971	360,864	376,972
5:30		3,553	1,584								9,432	362,403	376,972
6:00	6,443	8,526	1,584						1,394		10,816	348,210	376,972
6:30	11,063	21,317	1,584						1,394		12,355	329,259	376,972
7:00	12,956	19,732	5,635								19,899	318,749	376,972
7:30	3,127	47,445	26,153								21,208	279,039	376,972
8:00	112,535	13,115	10,399		2,242						23,402	215,277	376,972
8:30	25,305	12,463	12,687		2,242						19,137	305,137	376,972
9:00	19,463	14,752	1,584		6,047						44,332	290,793	376,972
9:30	19,669	10,106	1,584		6,047						45,768	293,798	376,972
10:00	15,650	4,036	1,584								42,038	313,664	376,972
10:30	5,017	4,036	1,584								34,138	332,197	376,972
11:00		2,145									12,015	362,812	376,972
11:30											7,949	369,023	376,972
Total Avg	6,120	4,745	1,655		473				58		7,816	356,104	376,972
maximum	112,535	47,445	26,153		6,047				1,394		45,768	376,972	
std.dev.	16,794	8,165	4,354		1,394				282		12,027	32,771	

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00												376,972	376,972
5:30												376,972	376,972
6:00												376,972	376,972
6:30												376,972	376,972
7:00											2,598	374,374	376,972
7:30												376,972	376,972
8:00		1,514										375,458	376,972
8:30		1,514										375,458	376,972
9:00		3,027							1,514			372,431	376,972
9:30		3,027							1,514			372,431	376,972
10:00		3,027							1,514		1,697	370,734	376,972
10:30		3,027		1,332							1,697	370,916	376,972
11:00		3,027		1,332							6,882	365,730	376,972
11:30		3,027		1,332							6,882	365,730	376,972
Noon	3,834	1,514	1,514	1,332							2,187	366,592	376,972
12:30	3,834	3,027	1,514	1,332							2,187	365,078	376,972
1:00	3,834	4,541	1,514			1,514					5,398	360,172	376,972
1:30	3,834	4,541	1,514			1,514					3,700	361,869	376,972
2:00	3,834	4,541	1,514			4,461					12,845	349,778	376,972
2:30	3,834	4,541	1,514			4,461					12,845	349,778	376,972
3:00	9,981	3,027	1,514			2,947					12,845	346,658	376,972
3:30	1,332	3,027	1,514			1,474					13,929	355,697	376,972
4:00	3,029	5,214	1,514			1,474					22,573	343,169	376,972
4:30	3,029	3,700	1,514								15,867	352,862	376,972
5:00	2,846	3,563	1,514								18,854	350,196	376,972
5:30	1,514	9,070	3,320								20,472	342,596	376,972
6:00	7,672	9,070	5,174				1,618				15,497	337,940	376,972
6:30	8,474	12,281	5,174			1,514	1,618				13,800	334,111	376,972
7:00	7,000	12,281	5,174			1,514	1,618				13,473	335,911	376,972
7:30	7,043	30,911	14,753			1,514					16,382	306,370	376,972
8:00	74,787	12,520	5,920		2,050					1,514	20,074	260,109	376,972
8:30	49,240	13,941	12,962							1,514	28,107	271,208	376,972
9:00	60,269	16,929	5,696							1,514	44,657	247,908	376,972
9:30	61,783	15,455	5,654							1,514	32,839	259,728	376,972
10:00	61,051	6,637	3,482		1,474	1,474					26,794	276,060	376,972
10:30	45,659	4,451	3,482			1,474					15,510	306,397	376,972
11:00	12,439	1,514	3,482								5,503	354,036	376,972
11:30	1,697										3,884	371,391	376,972
Total Avg	9,205	4,323	1,894	139	73	528	101		95	126	8,333	352,155	376,972
maximum	74,787	30,911	14,753	1,332	2,050	4,461	1,618		1,514	1,514	44,657	376,972	
std.dev.	19,470	6,002	3,148	411	361	1,084	396		370	423	10,520	35,446	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00												376,972	376,972
5:30												376,972	376,972
6:00												376,972	376,972
6:30												376,972	376,972
7:00												376,972	376,972
7:30												376,972	376,972
8:00	1,788	2,563										372,621	376,972
8:30	1,788	2,563									1,364	371,256	376,972
9:00	1,788	2,563									2,194	370,426	376,972
9:30		2,563									2,194	372,215	376,972
10:00	3,849										6,127	366,996	376,972
10:30	3,849										6,127	366,996	376,972
11:00	3,849										4,389	368,734	376,972
11:30	3,849										6,629	366,495	376,972
Noon	12,808										6,173	357,991	376,972
12:30	13,131										6,173	357,668	376,972
1:00	12,119										6,351	358,502	376,972
1:30	14,292										12,972	349,709	376,972
2:00	15,798	2,848	1,550								13,017	343,758	376,972
2:30	7,918	2,848	1,550								13,017	351,638	376,972
3:00	3,849		1,550								12,510	359,063	376,972
3:30	3,849		1,550								9,591	361,982	376,972
4:00			1,550								7,446	367,976	376,972
4:30			1,550								4,389	371,033	376,972
5:00		2,099	1,550								8,112	365,210	376,972
5:30		5,156	1,550								8,112	362,153	376,972
6:00		5,156	1,550				1,738				16,247	352,280	376,972
6:30		5,156	1,550				1,738				15,665	352,862	376,972
7:00	3,572	9,674	1,550				1,738				14,505	345,932	376,972
7:30	3,572	39,653	15,944								19,374	298,428	376,972
8:00	69,349	17,503	5,514								13,554	271,052	376,972
8:30	25,702	16,766	10,308								20,190	304,006	376,972
9:00	11,273	12,609	13,523					2,240			34,673	302,654	376,972
9:30	13,493	12,609	9,090					2,240			49,672	289,869	376,972
10:00	7,371	10,510	9,090					2,240			45,785	301,976	376,972
10:30	6,007	10,510	4,765								39,557	316,133	376,972
11:00		1,550									23,486	351,936	376,972
11:30											12,984	363,988	376,972
Total Avg	5,101	3,435	1,777				109	140			9,220	357,189	376,972
maximum	69,349	39,653	15,944				1,738	2,240			49,672	376,972	
std.dev.	11,055	7,078	3,680				425	548			12,103	27,049	

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	Owners' Best	Foreign Station	NONE	TOTAL
MNight												376,972	376,972
0:30												376,972	376,972
1:00												376,972	376,972
1:30												376,972	376,972
2:00												376,972	376,972
2:30												376,972	376,972
3:00												376,972	376,972
3:30												376,972	376,972
4:00												376,972	376,972
4:30												376,972	376,972
5:00											1,490	375,482	376,972
5:30												376,972	376,972
6:00		1,690										375,282	376,972
6:30		1,690										375,282	376,972
7:00		1,690									3,564	371,718	376,972
7:30		1,690									3,564	371,718	376,972
8:00		1,690									3,564	371,718	376,972
8:30	1,215	6,045										369,711	376,972
9:00	2,314	10,034			1,215						1,400	362,009	376,972
9:30	2,314	10,034	1,215		1,215						1,400	360,794	376,972
10:00	3,801	9,783	4,195								2,799	356,394	376,972
10:30	3,801	8,685	4,195								2,799	357,492	376,972
11:00	5,089	8,685	3,920								4,069	355,209	376,972
11:30	3,876	5,679	5,136								4,069	358,212	376,972
Noon	28,749	2,789									1,767	343,668	376,972
12:30	31,210	2,789									1,767	341,206	376,972
1:00	28,231	2,789									5,581	340,372	376,972
1:30	29,998	2,789									5,027	339,159	376,972
2:00	23,405	6,594									4,769	342,204	376,972
2:30	16,171	7,843	1,098								7,546	344,314	376,972
3:00	16,227	3,025	4,265								9,313	344,142	376,972
3:30	10,230	3,025	5,600								9,313	348,804	376,972
4:00	9,988	6,711	8,489								14,124	337,659	376,972
4:30	9,988	10,318	5,388								14,124	337,154	376,972
5:00	6,424	8,829	5,388								16,988	339,343	376,972
5:30	7,400	9,211	5,388		1,803						18,792	334,378	376,972
6:00	7,764	8,113	6,451		3,607						26,663	324,374	376,972
6:30	2,433	9,880	5,203		3,607						26,349	329,500	376,972
7:00	2,314	9,589	5,203		1,963						21,263	336,639	376,972
7:30	2,588	45,705	23,658		1,963						16,197	286,861	376,972
8:00	71,276	10,021	11,285								23,036	261,354	376,972
8:30	33,056	8,782	11,560		3,203	1,490					32,169	286,711	376,972
9:00	33,537	7,016	12,492		3,203	2,703					45,557	272,464	376,972
9:30	31,602	5,917	11,003		3,203	1,213					44,672	279,362	376,972
10:00	12,572	2,347	9,980		3,203						27,435	321,434	376,972
10:30	5,432	2,347	3,988		3,203						10,679	351,323	376,972
11:00	2,426		1,490								4,392	368,665	376,972
11:30			1,490								1,490	373,993	376,972
Total Avg	9,280	5,080	3,293		654	113					8,703	349,850	376,972
maximum	71,276	45,705	23,658		3,607	2,703					45,557	376,972	
std.dev.	14,207	7,113	4,796		1,227	470					11,723	30,305	