L-Awtorità tax-Xandir
— MALTA —
Broadcasting Authority

RADIO AND TELEVISION AUDIENCE ASSESSMENT
FEBRUARY2018

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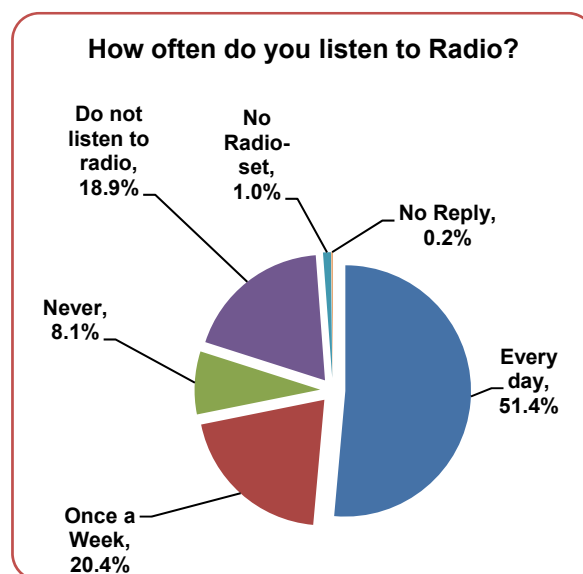**7 MILE END ROAD**
HAMRUN HMR 1719

APRIL 2018

RADIO

How often do you listen to Radio?

Respondents were asked how many times they listed to radio during a typical week. 71.8% of the population are regular radio listeners - 51.4% listen to radio every day while another 20.4% do so at least once a week. Only 8.1% of respondents stated that they never listen to radio while 18.9% stated that they are not regular radio listeners.

There was little gender differences – males tend to listen more regularly to radio [72.7%] than females.

Radio listening increases with age from half of all 12-20 year olds [54.8%] to more than three-quarters of those over 50 years old [77.3% for 51-70 year olds and 70.8% for 70+ year olds].

The lowest percent of radio listening was amongst those registered in Gozo & Comino [64.9%]; while those living in the South Eastern registered the highest amount [73.6%] of regularly listening to radio programmes.

How often do you listen to Radio?

- Do not listen to radio, 18.9%
- No Radio-set, 1.0%
- No Reply, 0.2%
- Never, 8.1%
- Every day, 51.4%
- Once a Week, 20.4%

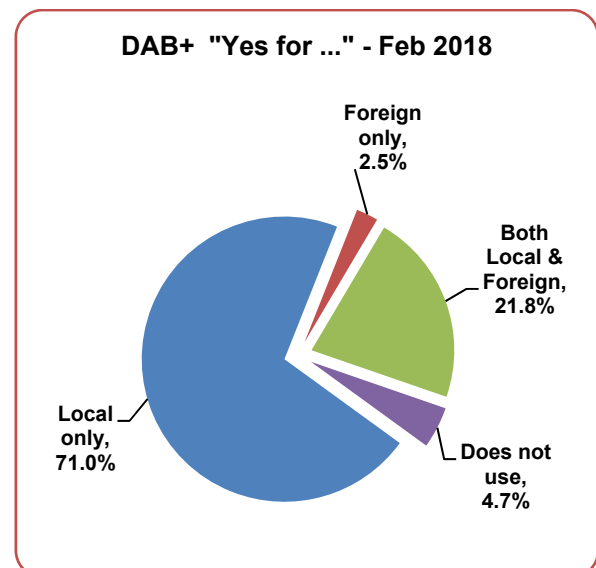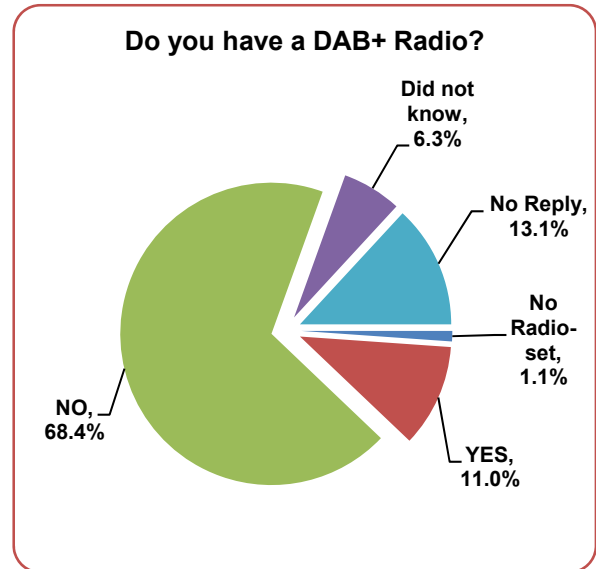| How Often Do You Listen To Radio?		Gender		Age Groups					Districts					
	Total [%]	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Every day	51.4%	51.8%	51.0%	26.9%	52.3%	54.5%	56.5%	58.4%	52.5%	53.8%	53.0%	48.8%	53.6%	34.7%
Once a Week	20.4%	20.8%	20.0%	27.8%	21.6%	20.8%	20.7%	12.3%	20.5%	18.6%	20.5%	22.0%	18.1%	30.2%
	71.8%	**72.6%**	**71.0%**	**54.8%**	**73.8%**	**75.2%**	**77.3%**	**70.8%**	**73.0%**	**72.4%**	**73.6%**	**70.8%**	**71.7%**	**64.9%**
Never	8.1%	6.4%	9.9%	13.9%	4.4%	6.9%	8.3%	7.5%	7.8%	7.6%	6.2%	11.5%	4.0%	18.3%
Do not listen to radio	18.9%	20.1%	17.7%	28.6%	21.8%	17.2%	13.3%	20.0%	18.6%	19.1%	19.5%	15.2%	22.3%	16.7%
No Radio-set	1.0%	0.6%	1.5%	1.7%		0.6%	1.1%	1.8%	0.7%	1.0%	0.8%	2.5%	1.0%	
No Reply	0.2%	0.3%		1.1%									1.0%	
	100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
	Total [N]	Gender		Age Groups					Districts					
Every day	214,246	108,473	105,773	16,383	24,081	72,408	58,925	42,449	38,639	70,326	32,838	26,605	35,639	10,199
Once a Week	85,068	43,604	41,464	16,923	9,942	27,625	21,606	8,972	15,054	24,351	12,728	11,993	12,060	8,883
	299,314	**152,077**	**147,237**	**33,307**	**34,022**	**100,032**	**80,531**	**51,421**	**53,693**	**94,678**	**45,566**	**38,598**	**47,698**	**19,082**
Never	33,745	13,323	20,422	8,427	2,005	9,205	8,656	5,452	5,718	9,900	3,824	6,244	2,666	5,394
Do not listen to radio	78,700	42,103	36,597	17,369	10,045	22,896	13,890	14,501	13,686	24,924	12,062	8,266	14,843	4,919
No Radio-set	4,264	1,221	3,044	1,046		802	1,127	1,289	494	1,244	486	1,388	652	
No Reply	661	661		661									661	
	416,685	**209,385**	**207,300**	**60,810**	**46,072**	**132,936**	**104,204**	**72,664**	**73,591**	**130,746**	**61,938**	**54,495**	**66,520**	**29,395**

Do you have a DAB+ Radio?

Respondents were asked whether they have a *DAB+ r*adio-set to listen to radio; and, if they do have a Dab+ radio-set, what type of content do they listen to – local content only; foreign content only; and both local as well as foreign content.

Only 6.3% of the respondents did not know what kind of radio-set they had to listen to stations. As much as 68.4% of the population replied that they do not have a *DAB+* radio-set; while only 11.0% stated that they have a *DAB+* radio-set. A further 1.1% stated that they do not have a radio-set.

Of all those who stated that they had a DAB+ radio-set the highest amount was amongst the 31-50 year olds [19,909; 43.4%] followed by those in the 51-70 age group [11,805; 25.8%].

On the other hand, of all those who did not know whether they had or not a DAB+ radio-set, the highest amount was amongst 12-20 year olds [10,083; 38.1%] followed by 71+ year olds [3,496; 13.2%].

Those who stated that they had a DAB+ radio-set were then asked what type of content they listen to. As much as 71% of these stated that they listen to local stations only while only 2.5% stated that they listen to only foreign radio stations. Another 21.8% stated that they listen to both local and foreign stations while another 4.7% stated that although they have a DAB+ radio-set they do not use this set.

Do you have a DAB+ Radio?

Did not know, 6.3%
No Reply, 13.1%
No Radio-set, 1.1%
YES, 11.0%
NO, 68.4%

DAB+ "Yes for ..." - Feb 2018

Foreign only, 2.5%
Both Local & Foreign, 21.8%
Does not use, 4.7%
Local only, 71.0%

Do you have a DAB+ Radio?

(Total, Males, Females, 12-20, 21-30, 31-50, 51-70, 71+, Southern Harbour, Northern Harbour, South Eastern, Western, Northern, Gozo & Comino)

Legend: ■ No Radio-set ■ YES ■ NO ■ Did not know ■ No Reply

DAB+ **"Yes for ..." - Feb 2018**

(Total, Males, Females, 12-20, 21-30, 31-50, 51-70, 71+, Southern Harbour, Northern Harbour, South Eastern, Western, Northern, Gozo & Comino)

Legend: ■ Local only ■ Foreign only ■ Both Local & Foreign ■ Does not use

Do you have a DAB+ Radio? – By Gender, By Age-groups, and By districts

	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
No Radio-set	4,618	1,221	3,398	1,046		802	1,290	1,480	494	1,435	649	1,388	652	
	1.1%	.6%	1.6%	1.7%		.6%	1.2%	2.0%	.7%	1.1%	1.0%	2.5%	1.0%	
	100%	26.4%	73.6%	22.6%		17.4%	27.9%	32.1%	10.7%	31.1%	14.1%	30.1%	14.1%	
Yes	45,840	22,925	22,915	5,811	3,592	19,909	11,805	4,724	7,993	12,943	9,907	4,715	9,436	846
	11.0%	10.9%	11.1%	9.6%	7.8%	15.0%	11.3%	6.5%	10.9%	9.9%	16.0%	8.7%	14.2%	2.9%
	100%	50.0%	50.0%	12.7%	7.8%	**43.4%**	**25.8%**	10.3%	17.4%	28.2%	21.6%	10.3%	20.6%	1.8%
No	285,012	148,686	136,326	28,380	35,391	88,175	77,849	55,217	52,342	89,098	40,590	38,147	44,736	20,100
	68.4%	71.0%	65.8%	46.7%	76.8%	66.3%	74.7%	76.0%	71.1%	68.1%	65.5%	70.0%	67.3%	68.4%
	100%	52.2%	47.8%	10.0%	12.4%	30.9%	27.3%	19.4%	18.4%	31.3%	14.2%	13.4%	15.7%	7.1%
Did not Know	26,454	12,212	14,242	10,083	1,828	8,814	2,233	3,496	3,013	11,422	2,564	3,488	3,833	2,135
	6.3%	5.8%	6.9%	16.6%	4.0%	6.6%	2.1%	4.8%	4.1%	8.7%	4.1%	6.4%	5.8%	7.3%
	100%	46.2%	53.8%	**38.1%**	6.9%	33.3%	8.4%	**13.2%**	11.4%	43.2%	9.7%	13.2%	14.5%	8.1%
No Reply	54,761	24,341	30,419	15,490	5,261	15,236	11,027	7,747	9,749	15,848	8,229	6,757	7,863	6,314
	13.1%	11.6%	14.7%	25.5%	11.4%	11.5%	10.6%	10.7%	13.2%	12.1%	13.3%	12.4%	11.8%	21.5%
	100%	44.5%	55.5%	28.3%	9.6%	27.8%	20.1%	14.1%	17.8%	28.9%	15.0%	12.3%	14.4%	11.5%
Total	416,685	209,385	207,300	60,810	46,072	132,936	104,204	72,664	73,591	130,746	61,938	54,495	66,520	29,395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	50.3%	49.7%	14.6%	11.1%	31.9%	25.0%	17.4%	17.7%	31.4%	14.9%	13.1%	16.0%	7.1%

[Count; Col %; Row %]

DAB+ Radio "YES for ..." – By Gender, By Age-groups, and By districts

	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Local Only	32,553	16,192	16,361	3,259	2,886	15,269	8,600	2,539	6,020	10,844	5,041	2,698	7,105	846
	71.0%	70.6%	71.4%	56.1%	80.3%	76.7%	72.9%	53.8%	75.3%	83.8%	50.9%	57.2%	75.3%	100%
	100.0%	49.7%	50.3%	10.0%	8.9%	46.9%	26.4%	7.8%	18.5%	33.3%	15.5%	8.3%	21.8%	2.6%
Foreign Only	1,140	494	645			645		494			875	265		
	2.5%	2.2%	2.8%			3.2%		10.5%			8.8%	5.6%		
	100.0%	43.4%	56.6%			56.6%		43.4%			76.7%	23.3%		
Both Local and Foreign	9,992	4,724	5,269	1,890	707	3,664	2,492	1,239	1,382	1,838	3,992	1,112	1,670	
	21.8%	20.6%	23.0%	32.5%	19.7%	18.4%	21.1%	26.2%	17.3%	14.2%	40.3%	23.6%	17.7%	
	100.0%	47.3%	52.7%	18.9%	7.1%	36.7%	24.9%	12.4%	13.8%	18.4%	39.9%	11.1%	16.7%	
Does not use	2,154	1,515	640	661		331	712	451	592	262		640	661	
	4.7%	6.6%	2.8%	11.4%		1.7%	6.0%	9.5%	7.4%	2.0%		13.6%	7.0%	
	100.0%	70.3%	29.7%	30.7%		15.3%	33.1%	20.9%	27.5%	12.1%		29.7%	30.7%	
Total	45,840	22,925	22,915	5,811	3,592	19,909	11,805	4,724	7,993	12,943	9,907	4,715	9,436	846
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	50.0%	50.0%	12.7%	7.8%	43.4%	25.8%	10.3%	17.4%	28.2%	21.6%	10.3%	20.6%	1.8%

[Count; Col %; Row %]

Radio & Television Audience Assessment
Feb 2018
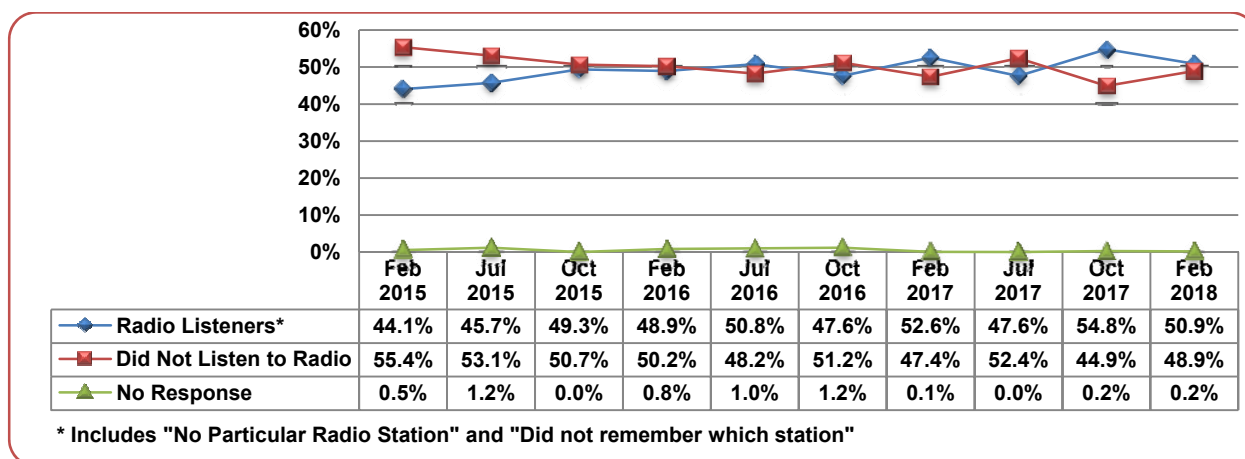
How many listened to Radio?

Respondents were asked which radio station/s they had listened to the day before the interview. Irrespective of the amount of time which each respondent had spent listening to any particular radio station as well as irrespective of the number of radio stations they had followed the day before the interview, as much as **212,000** persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 50.9%.

Compared to previous data, there was a decrease of 3.9% of radio listeners over the previous assessment period of October 2017 and a decrease of 1.7% over that of the same period last year (February 2017).

This decrease seems high but then it has to be considered that for this assessment period 12-15 year olds were also interviewed.

	Feb 2015	Jul 2015	Oct 2015	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017	Oct 2017	Feb 2018
Radio Listeners*	44.1%	45.7%	49.3%	48.9%	50.8%	47.6%	52.6%	47.6%	54.8%	50.9%
Did Not Listen to Radio	55.4%	53.1%	50.7%	50.2%	48.2%	51.2%	47.4%	52.4%	44.9%	48.9%
No Response	0.5%	1.2%	0.0%	0.8%	1.0%	1.2%	0.1%	0.0%	0.2%	0.2%

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

How many listened to radio?	Total N	Yes [1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+16 years]	416,685	212,092	203,932	661	100	50.90	48.94	0.16
Gender								
Males	209,385	108,122	100,602	661	100	51.64	48.05	0.32
Females	207,300	103,969	103,331		100	50.15	49.85	
	416,685	212,092	203,932	661				
Age group								
12-20	60,810	17,323	42,825	661	100	28.49	70.43	1.09
21-30	46,072	22,677	23,395		100	49.22	50.78	
31-50	132,936	68,127	64,809		100	51.25	48.75	
51-70	104,204	61,876	42,328		100	59.38	40.62	
71+	72,664	42,088	30,576		100	57.92	42.08	
	416,685	212,092	203,932	661				
South Harbour	73,591	38,560	35,031		100	52.40	47.60	
North Harbour	130,746	64,949	65,797		100	49.68	50.32	
South Eastern	61,938	33,755	28,183		100	54.50	45.50	
Western	54,495	28,548	25,947		100	52.39	47.61	
Northern	66,520	36,069	29,790	661	100	54.22	44.78	0.99
Gozo & Comino	29,395	10,210	19,185		100	34.73	65.27	
	416,685	212,092	203,932	661				

[1]*Includes those who "did not remember which station they followed" [2.4%; ≈9,900] and those who "did not follow any particular radio station" [1.6%; ≈6,500].*

Which Radio station was followed most?

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, 78 listeners named a second station while another 5 respondents named a third radio station.

In general radio listeners tend to follow one particular radio station.

All these responses were analyzed by broadcasting station and by demographics - see table below:

Audience Reach by Radio Station	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Bay Radio	[1]	50,000	**22.31**	19.07	25.53	**70.35**	**52.49**	**31.84**	5.70	0.64	16.67	**22.07**	16.60	**25.36**	**33.65**	15.34
One Radio	[2]	39,000	17.75	19.27	16.24			12.06	**23.96**	**32.01**	**19.98**	19.42	**23.90**	15.80	6.10	**25.07**
Radju Malta	[3]	23,000	10.13	8.17	12.07	5.54		4.49	15.77	17.01	12.28	7.09	17.28	10.76	5.43	11.59
Vibe FM	[4]	18,000	8.08	8.74	7.43	13.09	26.63	12.78	1.48		6.43	10.92	6.21	8.78	7.23	3.67
Calypso Radio	[5]	15,000	6.49	7.13	5.85		2.54	4.43	11.35	6.78	6.56	6.94	4.80	5.37	9.23	2.41
RTK	[6]	14,000	6.18	5.49	6.86			3.38	9.57	10.65	9.04	5.70	4.27	3.78	4.61	17.96
Magic	[7]	13,000	5.73	7.93	3.54		3.42	10.55	6.08	0.90	4.59	9.25	1.32	5.34	6.82	
Radju Marija	[8]	13,000	5.68	2.21	9.12	2.43		0.77	7.23	14.76	5.71	6.78	5.18	4.43	6.08	2.41
Radio 101	[9]	12,000	5.34	6.02	4.67			1.11	12.15	6.44	5.46	5.08	5.91	6.72	5.43	
X FM	[10]	10,000	4.46	6.33	2.60	4.50	10.51	9.43	0.29		4.23	2.55	4.68	5.51	8.23	
Smash Radio	[11]	5,000	1.90	1.87	1.92	4.09	2.54	3.39	0.88		2.10	1.21	0.90	1.09	3.32	6.44
Community	[13]	4,000	1.41	1.67	1.15			0.57	0.64	4.95	2.25	1.08	0.64	0.87		9.96
Radju Malta 2	[15]	3,000	1.07	0.69	1.46		1.86	1.11	1.56	0.34	1.73		0.45	3.09	1.52	
Campus FM	[14]	3,000	1.19	1.63	0.76			1.35	1.11	2.05	0.50	0.72	1.77	2.62		5.14
Bay Easy	[16]	2,000	0.52	0.86	0.18			1.62			0.50		2.63			
BKR Digital	[17]	1,000	0.13	0.27					0.45		0.74					
Foreign Stations	[12]	4,000	1.62	2.64	0.61			1.13	1.78	3.49	1.24	1.19	3.49	0.51	2.36	
			Total %	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Based on Radio Listeners excluding all those who could not identify a station and/or could not remember which station.
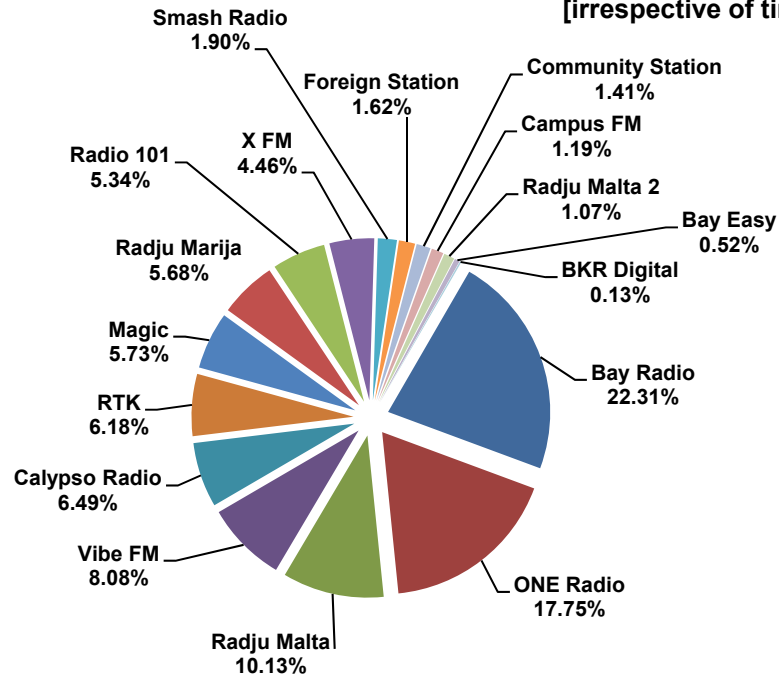
Bay Radio has attracted the largest amount of radio listeners [22.31%] with ≈50,000 listeners. This station was followed by ONE Radio with 17.75% of all listeners [≈39,000] and Radju Malta with 10.13% [≈23,000].

Bay Radio was the most followed station by all those under fifty years old – with nearly three-quarters [70.35%] of 12-20 year olds; half of all 21-30 year olds [52.49%]; and nearly a third of all 31-50 year olds [31.84%] following this station.

ONE Radio was the most followed station by all those over fifty years old – with just below a quarter [23.96%] of all 51-70 year olds and just about a third of all 71+ year olds [32.01%] following this station.

Bay radio was the most followed station in three of the districts [North Harbour; Western District; and Northern District]. ONE Radio was the most followed station in the South Harbour, South Eastern, and in Gozo & Comino.

Audience Reach by Station - Feb 2018
[irrespective of time spent]

Smash Radio 1.90%

Foreign Station 1.62%

Community Station 1.41%

X FM 4.46%

Campus FM 1.19%

Radio 101 5.34%

Radju Malta 2 1.07%

Radju Marija 5.68%

Bay Easy 0.52%

Magic 5.73%

BKR Digital 0.13%

RTK 6.18%

Bay Radio 22.31%

Calypso Radio 6.49%

Vibe FM 8.08%

ONE Radio 17.75%

Radju Malta 10.13%

What audiences did Radio stations attract?

Respondents were asked to indicate which station they had followed and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.
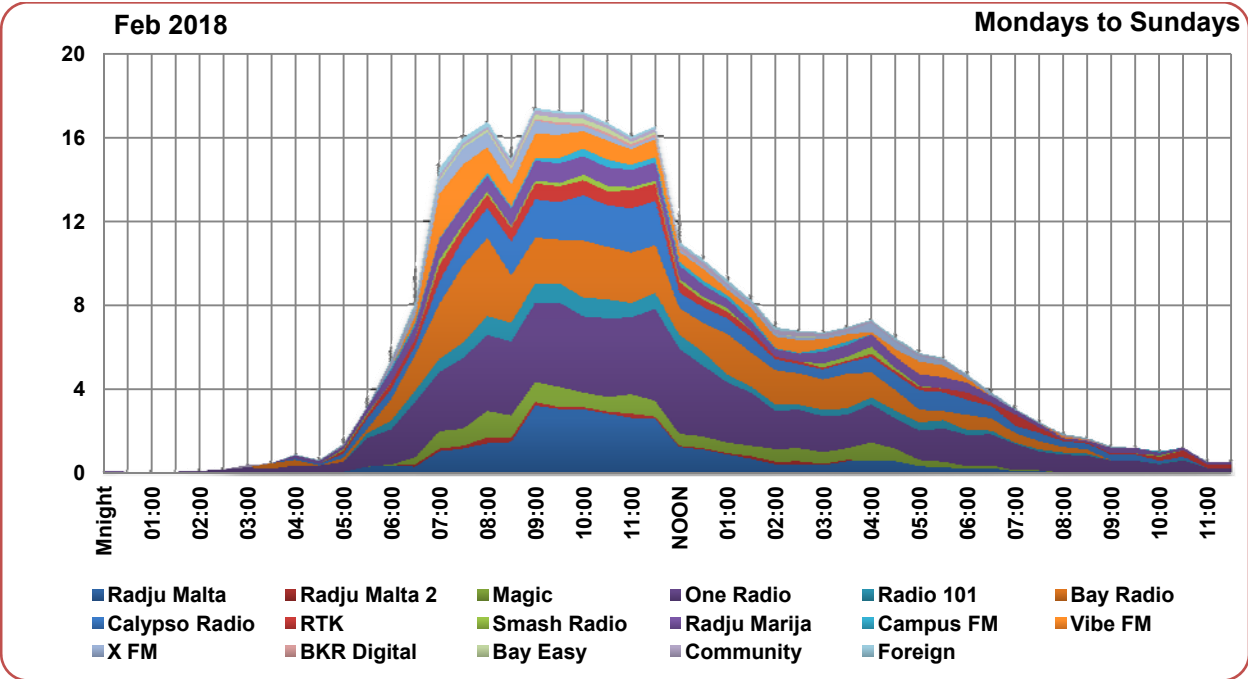
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following that particular station.

Radio Audience Shares by Half-hour Slots

Audiences were registered for all the half-hour slots. Before 6:00am audiences were minimal with an average of 0.6% per half hour slot.

Audiences increased from 5.4% at 6:00am to 14.5% at 7:00am; peaking again at 8:00am at 16.7% and again at 9:00am with 17.4% of potential listeners. This level of radio listening was maintained till 11:30am [16.5%]. Audiences rapidly decreased to 9.2% at 1:00pm and then gradually decreasing while slightly peaking to 6.9% at 3:30pm. Audiences then gradually decreased to 1.8% at 8:00pm. Night-time radio audiences after 11:00pm 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:

Average Audiences

The first analysis is that of calculating the average audience of each radio station for each week-day.

Although Bay Radio attained the largest amount of audiences [22.31%], when audiences were multiplied by the amount of time that each listener spent following a particular station, ONE Radio attained the highest total average amongst all stations [1.655%] followed by Bay Radio

[1.006%], Radju Malta [0.649%] and Calypso Radio [0.640%].

ONE Radio had the highest average amongst all stations for all the weekdays except that of Tuesdays - with that of Sundays (2.629%) being its highest percentage average. Bay Radio had the highest average amongst all stations on Tuesdays [1.313%] – with that of Mondays [1.670%] being its highest average.

Percentage [%] Average Radio Audiences by Weekday and By Station

	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	Total
Monday	0.732	0.031	0.099	1.874	0.039	1.670	0.862	0.493	0.046	0.178	0.212	0.121	0.105	0.021		0.128	0.329	1.874
Tuesday	0.817	0.209	0.391	1.076	0.330	1.313	0.911	0.246	0.375	0.496	0.033	0.554	0.084	0.063		0.092		1.313
Wednesday	0.551	0.019	0.841	1.400	0.275	0.764	0.709	0.483		0.301		0.634	0.600					1.400
Thursday	0.911	0.021	0.197	1.041	0.346	0.764	0.704	0.264		0.489	0.066	0.187	0.128	0.060		0.333	0.024	1.041
Friday	0.480	0.060	0.589	2.014	0.752	0.886	0.525	0.234	0.027	0.542	0.169	0.926	0.112		0.084	0.069		2.014
Saturday	0.652		0.115	1.643	0.281	0.592	0.322	0.080	0.041	0.203	0.008	0.035	0.068		0.012	0.024	0.137	1.643
Sunday	0.383		0.091	2.629	0.061	1.174	0.492	0.127		0.618		0.074			0.146			2.629
Mon-Sun	0.649	0.049	0.337	1.655	0.312	1.006	0.640	0.272	0.069	0.401	0.071	0.371	0.157	0.020	0.033	0.081	0.082	1.655
Highest	0.911	0.209	0.841	2.629	0.752	1.670	0.911	0.493	0.375	0.618	0.212	0.926	0.600	0.063	0.146	0.333	0.329	---

Average [N] Radio Audiences by Weekday and By Station

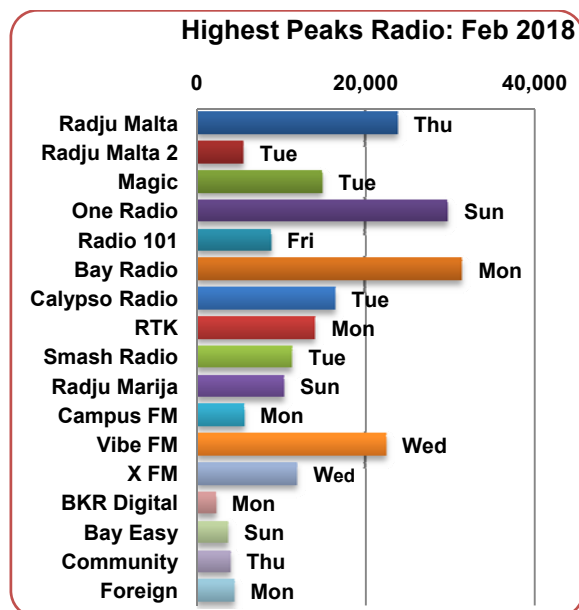|	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Total
Monday	3,324	140	448	8,509	175	7,586	3,916	2,239	209	807	965	549	478	93		583	1,493	8,509
Tuesday	3,764	963	1,799	4,953	1,520	6,045	4,195	1,134	1,726	2,282	151	2,549	385	288			421	6,045
Wednesday	2,434	85	3,717	6,190	1,214	3,375	3,136	2,137		1,331		2,801	2,651					6,190
Thursday	3,960	93	854	4,524	1,503	3,320	3,057	1,147		2,123	287	810	557	260		1,448	103	4,524
Friday	2,155	269	2,642	9,033	3,373	3,975	2,354	1,048	120	2,431	756	4,154	504		375	312		9,033
Saturday	2,761		486	6,959	1,192	2,508	1,362	337	174	859	34	147	287		51	101	580	6,959
Sunday	1,620		384	11,129	258	4,972	2,083	536		2,617		314			617			11,129
Mon-Sun	2,860	214	1,483	7,290	1,375	4,434	2,820	1,200	303	1,766	315	1,637	690	89	146	358	363	7,290
Highest	3,960	963	3,717	11,129	3,373	7,586	4,195	2,239	1,726	2,617	965	4,154	2,651	288	617	1,448	1,493	---

Daily Average Radio: Feb 2018
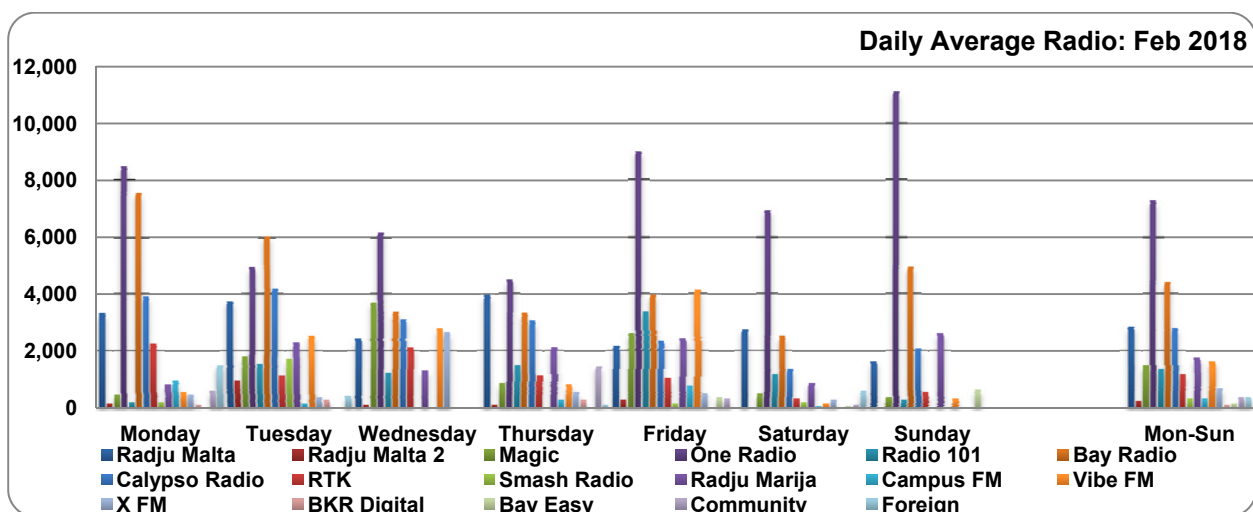
Peak Audiences

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

Taking the highest peak for each station, Bay Radio had the highest peak amongst all stations on Mondays [6.918%], Tuesdays [4.359%], Fridays [6.414%] and Saturdays [5.277%] with that of Mondays being its highest.

ONE Radio had the highest peak amongst all stations on Sundays with 7.025%; Radju Malta did so on Thurdays [5.475%] while Vibe FM had the highest peak amongst all stations on Wednesdays with 5.009%.

Highest Peaks Radio: Feb 2018

Station	Day
Radju Malta	Thu
Radju Malta 2	Tue
Magic	Tue
One Radio	Sun
Radio 101	Fri
Bay Radio	Mon
Calypso Radio	Tue
RTK	Mon
Smash Radio	Tue
Radju Marija	Sun
Campus FM	Mon
Vibe FM	Wed
X FM	Wed
BKR Digital	Mon
Bay Easy	Sun
Community	Thu
Foreign	Mon

Percentage [%] Highest Peaks by Radio Station by Weekday

	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
Mon	4.516	0.493	1.527	6.145	0.436	6.918	3.248	3.091	0.551	0.708	1.231	1.760	0.789	0.493		0.493	0.983	6.918
Tue	3.750	1.210	3.228	3.823	1.220	4.359	3.566	1.068	2.454	1.271	0.787	4.235	1.275	0.429			0.805	4.359
Wed	2.842	0.464	1.779	3.752	1.152	3.386	2.311	2.396		1.691		5.009	2.695					5.009
Thu	5.475	0.511	1.435	3.859	1.476	3.548	2.554	1.402		1.401	0.794	1.475	2.004	0.410		0.917	0.499	5.475
Fri	2.010	0.449	2.268	5.920	1.963	6.414	1.267	1.107	0.456	1.425	0.511	4.993	1.189		0.669	0.340		6.414
Sat	3.608		0.655	4.564	1.518	5.277	1.043	0.384	0.780	0.563	0.384	1.098	0.813		0.287	0.287	0.971	5.277
Sun	1.273		0.967	7.025	0.366	4.954	2.953	0.790		2.437		1.781			0.875			7.025
Highest	5.475	1.210	3.228	7.025	1.963	6.918	3.566	3.091	2.454	2.437	1.231	5.009	2.695	0.493	0.875	0.917	0.983	---

Highest Peaks [N] by Radio Station by Weekday

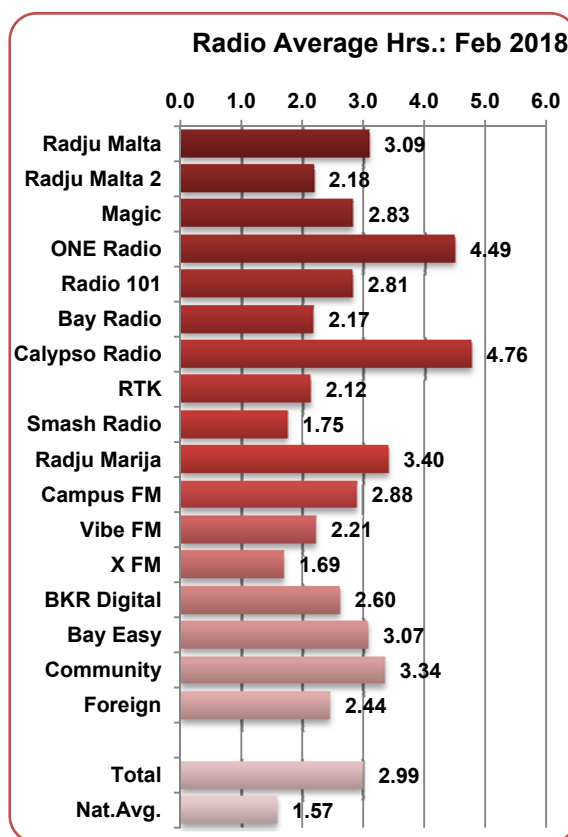|	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Highest
Mon	20,511	2,241	6,936	27,909	1,981	31,417	14,753	14,038	2,503	3,217	5,591	7,992	3,583	2,241		2,241	4,463	31,417
Tue	17,267	5,571	14,862	17,599	5,616	20,068	16,419	4,915	11,300	5,851	3,622	19,499	5,869	1,976			3,706	20,068
Wed	12,563	2,050	7,864	16,584	5,092	14,966	10,217	10,592		7,473		22,142	11,915					22,142
Thu	23,785	2,222	6,235	16,764	6,414	15,416	11,094	6,092		6,085	3,447	6,409	8,706	1,783		3,984	2,170	23,785
Fri	9,014	2,016	10,173	26,553	8,805	28,769	5,682	4,968	2,047	6,392	2,292	22,396	5,334		3,002	1,524		28,769
Sat	15,281		2,775	19,331	6,430	22,350	4,417	1,626	3,302	2,385	1,626	4,651	3,445		1,214	1,214	4,114	22,350
Sun	5,390		4,093	29,741	1,550	20,971	12,501	3,343		10,316		7,540			3,703			29,741
Highest	23,785	5,571	14,862	29,741	8,805	31,417	16,419	14,038	11,300	10,316	5,591	22,396	11,915	2,241	3,703	3,984	4,463	---

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. However, considering also the demographical 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.

Bay Radio attracted the highest amount of listeners [22.31%]; a quarter of all female radio listeners and just about as much as male listeners [19.07%] of ONE Radio [19.27%]. However the listeners of Bay Radio were mostly below 50 years old. In fact Bay Radio attracted just less than three-quarters [70.354%] of all the 12-20 year olds; just more than half [52.49%] of all 21-30 year olds, less than a third [31.84%] of all 31-50 year olds. Their total average hours of radio listening worked out at 2.17hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [17.75%] who, on average, have spent 4.49 hrs listening to this station. And this station attracted nearly a quarter of all 51-70 year olds [23.94%] and nearly a third of all 70+ listeners [32.01%].

Radio Average Hrs.: Feb 2018

Station	Hrs
Radju Malta	3.09
Radju Malta 2	2.18
Magic	2.83
ONE Radio	4.49
Radio 101	2.81
Bay Radio	2.17
Calypso Radio	4.76
RTK	2.12
Smash Radio	1.75
Radju Marija	3.40
Campus FM	2.88
Vibe FM	2.21
X FM	1.69
BKR Digital	2.60
Bay Easy	3.07
Community	3.34
Foreign	2.44
Total	2.99
Nat.Avg.	1.57

The highest average of hours spent was attained by Calypso Radio which ranked 5th by radio reach of all radio stations [6.49%] at 4.76 hrs per radio listener.
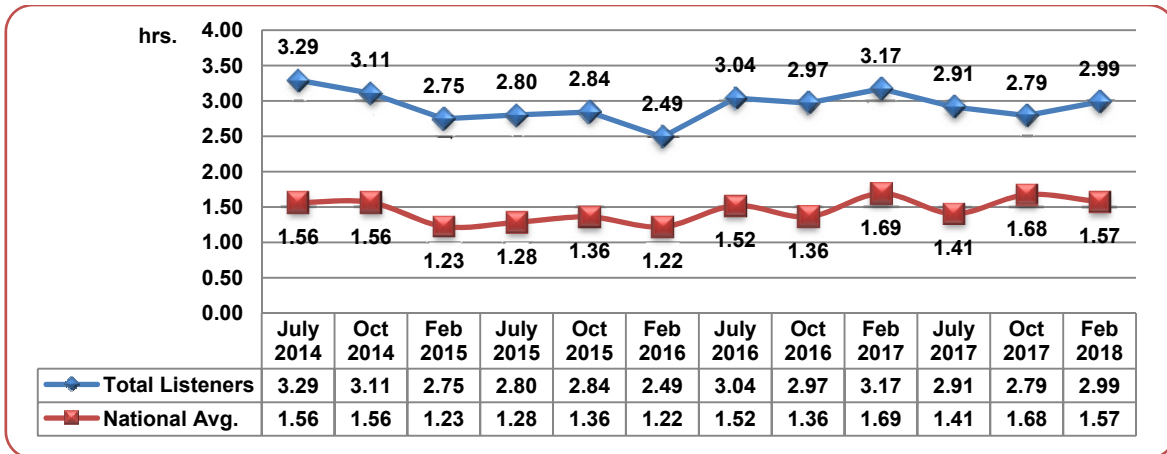
Audiences by Gender, by Age Group, and by district	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	23,000	3.09	8.17	12.08	5.54	0.00	4.49	15.79	17.01	12.28	7.13	17.28	10.65	5.43	11.59
Radju Malta 2	3,000	2.18	0.69	1.46		1.86	1.11	1.56	0.34	1.73		0.45	3.06	1.52	
Magic	13,000	2.83	7.93	3.54		3.42	10.55	6.09	0.90	4.59	9.31	1.32	5.29	6.82	
ONE Radio	39,000	4.49	**19.27**	16.22			12.06	**23.94**	**32.01**	19.98	19.24	23.90	16.14	6.10	25.07
Radio 101	12,000	2.81	6.02	4.67			1.11	12.16	6.44	5.46	5.11	5.91	6.65	5.43	
Bay Radio	50,000	2.17	19.07	**25.54**	**70.35**	**52.49**	**31.84**	5.70	0.64	16.67	22.20	16.60	25.11	33.65	15.34
Calypso Radio	15,000	4.76	7.13	5.82		2.54	4.43	11.31	6.78	6.56	6.69	4.80	5.82	9.23	2.41
RTK	14,000	2.12	5.49	6.87			3.38	9.58	10.65	9.04	5.73	4.27	3.74	4.61	17.96
Smash Radio	5,000	1.75	1.87	1.92	4.09	2.54	3.39	0.88	0.00	2.10	1.22	0.90	1.08	3.32	6.44
Radju Marija	13,000	3.40	2.21	9.13	2.43		0.77	7.23	14.76	5.71	6.82	5.18	4.38	6.08	2.41
Campus FM	3,000	2.88	1.63	0.76			1.35	1.11	2.05	0.50	0.73	1.77	2.59		5.14
Vibe FM	18,000	2.21	8.74	7.43	13.09	26.63	12.78	1.49		6.43	10.98	6.21	8.69	7.23	3.67
X FM	10,000	1.69	6.33	2.61	4.50	10.51	9.43	0.29		4.23	2.57	4.68	5.45	8.23	
BKR Digital	1,000	2.60	0.75	0.00				0.45	1.15	0.74	0.40		0.86		
Bay Easy	2,000	3.07	0.86	0.18			1.62			0.50		2.63			
Community	3,000	3.34	1.19	1.15			0.57	0.64	3.80	2.25	0.69	0.64			9.96
Foreign	4,000	2.44	2.64	0.61			1.13	1.78	3.49	1.24	1.19	3.49	0.50	2.36	
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 2.99 hrs per listener and over the whole population aged 12 years and over, this amounts to 1.57 hrs.

Compared to previous assessments, the amount of hours spent listening to radio has increased by 12 minutes over the previous assessment of October last year [from 2.99 hrs to 2.79 hrs] but has decreased by 12 minutes over that of the previous period last year [Feb 2017; 3.17 hrs].

On a national average, the number of hours spent listening to radio stations [1.57hrs] has decreased over that of the previous period [Oct 2017; 1.68hrs] but increased over the same period last year [Feb 2017; 1.57 hrs].

hrs.	July 2014	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018
Total Listeners	3.29	3.11	2.75	2.80	2.84	2.49	3.04	2.97	3.17	2.91	2.79	2.99
National Avg.	1.56	1.56	1.23	1.28	1.36	1.22	1.52	1.36	1.69	1.41	1.68	1.57

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, ONE Radio ranked first with 26.66% of all audiences, followed by Bay Radio [16.22%]; Radju Malta [10.46%]; Calypso Radio [10.31%]; Radju Marija [6.46%]; Vibe FM [5.99%]; Magic [5.42%]; Radio 101 [5.03%]; RTK [4.39%]; XFM [2.52%]; Campus FM [1.15%]; and Smash Radio [1.11%].

Radio Audience Shares: Feb 2018
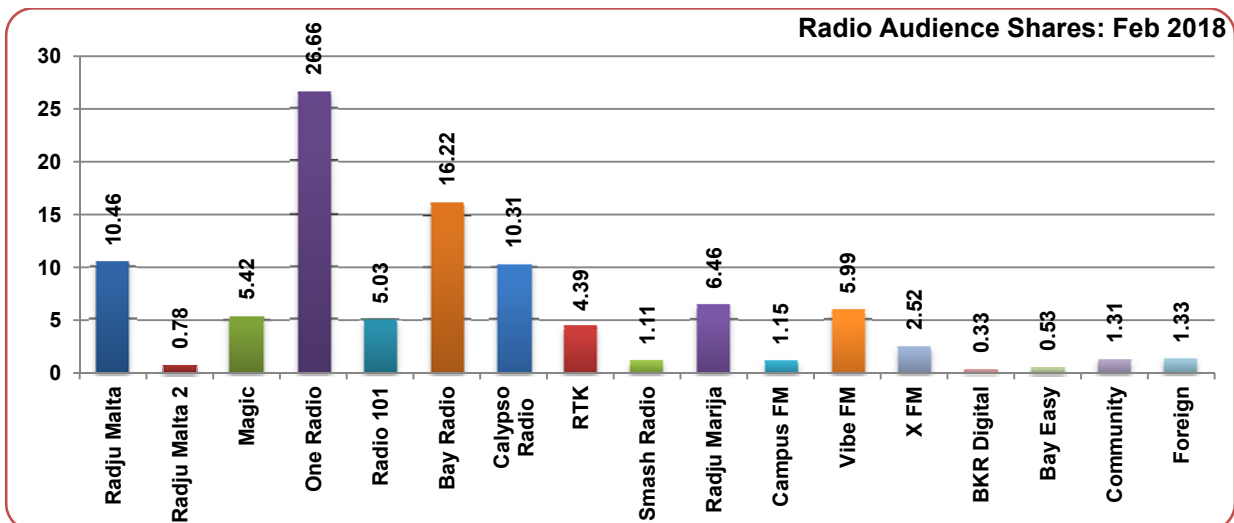
TELEVISION

What are the favourite TV programme genres?

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

Out of all the responses [1,062,631], Local & Foreign News were the most favorite programme genre [27.2%]. Local Drama programmes ranked second [17.3%] while Discussion & Current Affairs programmes ranked third [12.6%]. Cultural/Educational ranked fourth [9.3%] and these were closely followed by Sports programmes [7.5%]. The other categories named by respondents were as follows:

Documentaries	–	6.9%
Light Entertainment/Comedy/Games	–	6.5%
Music Videos	–	5.2%
Religious	–	4.8%
Teleshopping	–	2.1%
Children's	–	1.8%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 416,685].

Analysed by gender, male preferences greatly exceeded female preferences for Sports programmes [M;29.7%/F:7.8%]. On the other hand, female preferences greatly exceeded male preferences for Drama [F:54.9%/M:33.5%]; Cultural/Educational programmes [F:27.3%/M:204%]; Light Entertainment [F:19.6%/M:13.7%]; and Teleshopping [F:7.4%/M:3.1%].

Analysed by age-groups, although the preference for News was the highest amongst all the age groups, their preference increased dramatically from 38.8% for 12-20 year olds; to 46.9% for 21-30 year olds; and increasing up to 83.2% for 71+ year olds. Similarly for Drama, though the increase was less dramatic from 38.7% for 12-20 year olds to 50.2% for 71+.

While Sports programmes were the third most preferred genre for 12-20 year olds; Cultural/Educational programmes were the third most preferred programme for 21-30 year olds. The third most preferred programme for all the other age groups above 31 years was Discussion & Current Affairs.

Analysed by districts, overall the same ranking in preferences prevail. However, those living in the Northern District had the least total percent of preferences [216.1%] followed by those in Gozo & Comino [226.3%]; while the highest amount of preferences were those of the Northern Harbour [290.0%].

Favourite Programme Genres - Feb 2018

Sport, 7.4%
Drama, 17.3%
Cultural/Educational, 9.3%
Documentaries, 6.9%
Religious, 4.8%
Light Entertainment/Comedy/Games, 6.5%
Children's, 1.8%
Discussion & Current Affairs, 12.6%
Teleshopping, 2.1%
Music Videos, 5.2%
News Local & Foreign, 26.2%

Favourite Programme Genre - Feb 2018 [By Gender]

Legend: Males, Females

Favourite Programme Genre - Feb 2018 [By Age Groups]

Legend: 12-20, 21-30, 31-50, 51-70, 71+

Favourite Programme Genre - Feb 2018 [By District]

Legend: Southern Harbour, Northern Harbour, South Eastern, Western, Northern, Gozo & Comino

Favourite Programme Genres

	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
News Local & Foreign	277,951	[1]	138,074	139,877	23,587	21,619	89,428	82,826	60,492	51,975	90,318	44,015	35,381	37,212	19,050
Drama	183,995	[2]	70,235	113,761	23,532	20,011	57,507	46,448	36,497	37,659	54,879	31,021	23,563	23,498	13,374
Discussion & Current Affairs	134,055	[3]	67,383	66,672	10,977	7,076	41,134	42,614	32,254	25,100	42,890	24,275	16,644	18,959	6,187
Cultural/Educational	99,265	[4]	42,704	56,561	10,124	8,681	30,501	31,275	18,684	20,807	30,444	13,755	13,167	13,745	7,349
Sport	78,371	[5]	62,246	16,126	15,045	8,057	20,732	17,968	16,570	17,740	26,412	9,615	11,110	7,744	5,751
Documentaries	73,066	[6]	37,294	35,771	7,938	5,266	25,156	20,557	14,149	14,747	22,152	11,982	8,137	11,064	4,984
Light entertainment/Comedy/Games	69,390	[7]	28,726	40,663	9,856	5,931	24,756	17,149	11,698	11,808	18,278	13,720	7,706	13,406	4,473
Music Videos	55,270	[8]	26,066	29,203	11,346	7,141	15,970	10,536	10,277	9,704	18,459	10,014	6,567	8,252	2,274
Religious	50,543	[9]	19,782	30,761	5,263	3,339	11,793	12,806	17,341	14,080	15,869	7,738	4,690	5,810	2,356
Teleshopping	21,868	[10]	6,472	15,396	1,288	2,382	3,440	6,355	8,402	6,044	8,578	1,695	2,459	2,371	721
Children's	18,858	[11]	8,570	10,288	4,913	1,264	5,750	3,231	3,701	3,766	7,946	3,348	2,079	1,719	0
Total Responses [n]	**1,062,631**		**507,551**	**555,080**	**123,868**	**90,766**	**326,167**	**291,765**	**230,065**	**213,429**	**336,224**	**171,178**	**131,504**	**143,779**	**66,518**

	%	Ranking	%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	26.2	[1]	27.2	25.2	19.0	23.8	27.4	28.4	26.3	24.4	26.9	25.7	26.9	25.9	28.6
Drama	17.3	[2]	13.8	20.5	19.0	22.0	17.6	15.9	15.9	17.6	16.3	18.1	17.9	16.3	20.1
Discussion & Current Affairs	12.6	[3]	13.3	12.0	8.9	7.8	12.6	14.6	14.0	11.8	12.8	14.2	12.7	13.2	9.3
Cultural/Educational	9.3	[4]	8.4	10.2	8.2	9.6	9.4	10.7	8.1	9.7	9.1	8.0	10.0	9.6	11.0
Sport	7.4	[5]	12.3	2.9	12.1	8.9	6.4	6.2	7.2	8.3	7.9	5.6	8.4	5.4	8.6
Documentaries	6.9	[6]	7.3	6.4	6.4	5.8	7.7	7.0	6.1	6.9	6.6	7.0	6.2	7.7	7.5
Light entertainment/Comedy/Games	6.5	[7]	5.7	7.3	8.0	6.5	7.6	5.9	5.1	5.5	5.4	8.0	5.9	9.3	6.7
Music Videos	5.2	[8]	5.1	5.3	9.2	7.9	4.9	3.6	4.5	4.5	5.5	5.8	5.0	5.7	3.4
Religious	4.8	[9]	3.9	5.5	4.2	3.7	3.6	4.4	7.5	6.6	4.7	4.5	3.6	4.0	3.5
Teleshopping	2.1	[10]	1.3	2.8	1.0	2.6	1.1	2.2	3.7	2.8	2.6	1.0	1.9	1.6	1.1
Children's	1.8	[11]	1.7	1.9	4.0	1.4	1.8	1.1	1.6	1.8	2.4	2.0	1.6	1.2	0.0
% of Total Responses	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	**416,685**		**209,385**	**207,300**	**60,810**	**46,072**	**132,936**	**104,204**	**72,664**	**73,591**	**130,746**	**61,938**	**54,495**	**66,520**	**29,395**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	66.7	[1]	65.9	67.5	38.8	46.9	67.3	79.5	83.2	70.6	69.1	71.1	64.9	55.9	64.8
Drama	44.2	[2]	33.5	54.9	38.7	43.4	43.3	44.6	50.2	51.2	42.0	50.1	43.2	35.3	45.5
Discussion & Current Affairs	32.2	[3]	32.2	32.2	18.1	15.4	30.9	40.9	44.4	34.1	32.8	39.2	30.5	28.5	21.0
Cultural/Educational	23.8	[4]	20.4	27.3	16.6	18.8	22.9	30.0	25.7	28.3	23.3	22.2	24.2	20.7	25.0
Sport	18.8	[5]	29.7	7.8	24.7	17.5	15.6	17.2	22.8	24.1	20.2	15.5	20.4	11.6	19.6
Documentaries	17.5	[6]	17.8	17.3	13.1	11.4	18.9	19.7	19.5	20.0	16.9	19.3	14.9	16.6	17.0
Light entertainment/Comedy/Games	16.7	[7]	13.7	19.6	16.2	12.9	18.6	16.5	16.1	16.0	14.0	22.2	14.1	20.2	15.2
Music Videos	13.3	[8]	12.4	14.1	18.7	15.5	12.0	10.1	14.1	13.2	14.1	16.2	12.1	12.4	7.7
Religious	12.1	[9]	9.4	14.8	8.7	7.2	8.9	12.3	23.9	19.1	12.1	12.5	8.6	8.7	8.0
Teleshopping	5.2	[10]	3.1	7.4	2.1	5.2	2.6	6.1	11.6	8.2	6.6	2.7	4.5	3.6	2.5
Children's	4.5	[11]	4.1	5.0	8.1	2.7	4.3	3.1	5.1	5.1	6.1	5.4	3.8	2.6	0.0
% of Total Population	**255.0%**		**242.4%**	**267.8%**	**203.7%**	**197.0%**	**245.4%**	**280.0%**	**316.6%**	**290.0%**	**257.2%**	**276.4%**	**241.3%**	**216.1%**	**226.3%**

Radio & Television Audience Assessment
Febt 2018

What types of TV reception services are used?

Respondents were asked what type of service they have to watch television. The responses were compared to **population demographics** [total population aged 12 and over = 416,685].

The most common service for watching television is that of a paid subscription [66.0%]; followed by

Internet based services [eg. Android box - 10.8%]; IPTV streaming [eg. Netflix - 7.8%]; "Others" [through laptop, mobile, or tablet streaming - 7.3%]; Satellite [3.7%]; and Free to air [3.3%]. A further 0.2% said that they do not have a TV-set; while another 0.8% did not reply.

TV-service - Feb 2018

- Paid Subscriptions, 91.5%
- IT based services, 15.0%
- IPTV, 10.8%
- Others, 10.1%
- Satellite, 5.2%
- Free to air, 4.6%
- No Reply, 1.1%
- No TV-set, 0.3%
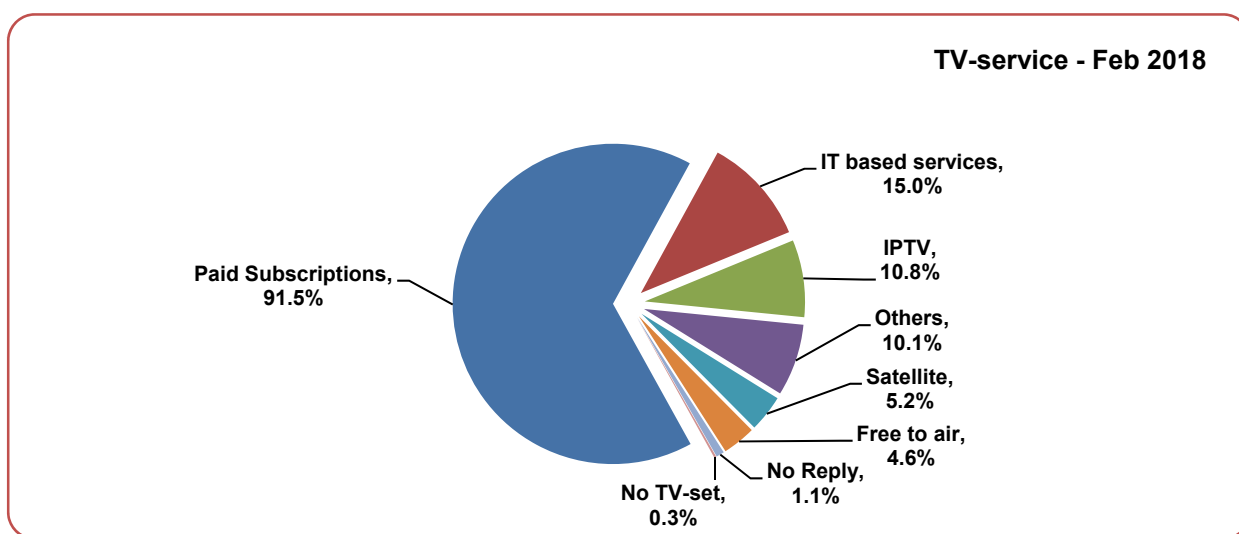
Free to air Services							N	%
Free to air	Only						12,110	62.60
Free to air	&	Paid Subscriptions					1,378	7.12
Free to air	&	Others					1,250	6.46
Free to air	&	IT based services					1,086	5.61
Free to air	&	Others	&	IT based services			642	3.32
Free to air	&	IPTV streaming services					294	
Free to air	&	IPTV streaming services	&	Others			545	2.82
Free to air	&	Satellite					1,208	6.25
Free to air	&	Satellite	&	IT based services	&	Others	539	2.78
Free to air	&	Satellite	&	IPTV streaming services	&	Paid Subscriptions	294	1.52
							19,345	100%

Free to air Services
Analysing the data by population demographics 4.6% of the population [≈19,400] follow television on the Free-to-air platform. Of this group, 62.6% [≈12,100] have an only Free-to-air connection while the rest [37.4%; ≈7,300] makes use of one or more of the services available – see above

Analysis by Gender
More types of television services are used by those of the 12-20 age group while the lowest was that amongst the 70+ age group. Paid subscriptions ran highest with over 90% of all the age groups; with the highest being those from the 21-30 age group with 95.6%.

The second most used service, IT based services, was highest amongst the 12-20 year olds [24.1%] and gradually diminished to 4.8% of all 71+ year olds.

IPTV services reached their highest amongst the 31-50 year olds with 14.5% and diminishing to 3.8% for 71+ year olds.

Free to air services increased from 0.8% of 21-30 year olds to 7.3% of all 71+ year olds. This service was also the third highest service in Gozo & Comino after Paid Subcriptions [78.5%] and IT based services [14.6%] in this district

'31-50' - TV-service Feb 2018

'12-20' - TV-service Feb 2018

'51-70' - TV-service Feb 2018

'21-30' - TV-service Feb 2018

'71+' - TV-service Feb 2018

TV-service - Feb 2018

Paid Subscriptions IT based services IPTV Others Satellite Free to air No Reply No TV-set
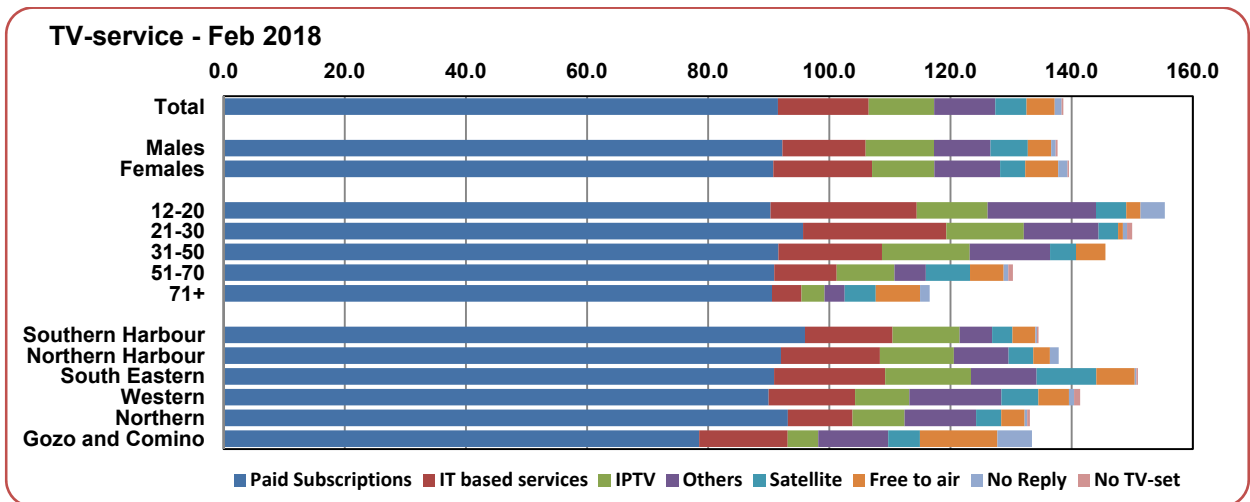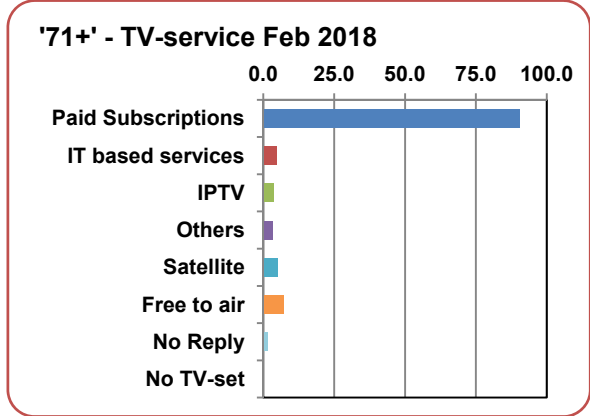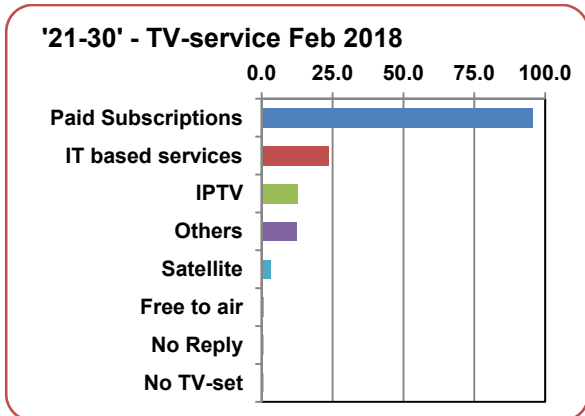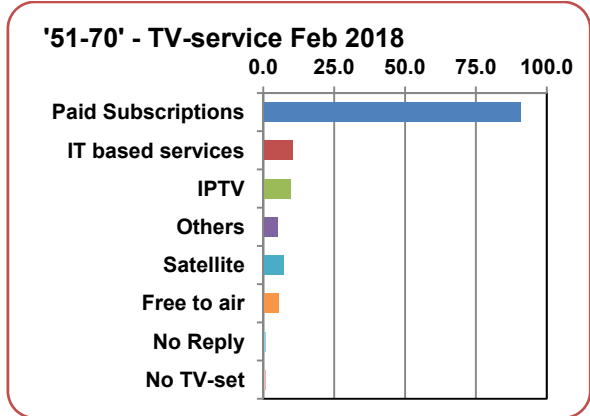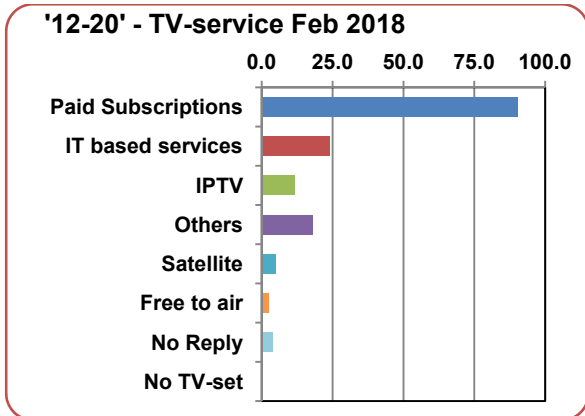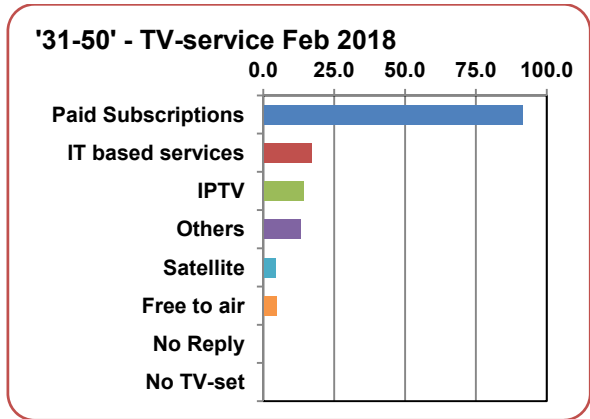
TV Reception Services

	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Paid Subscriptions	381,270	[1]	193,133	188,137	54,914	44,066	121,771	94,726	65,793	70,626	120,285	56,293	49,028	61,958	23,078
IT based services	62,520	[2]	28,768	33,752	14,667	10,900	22,711	10,724	3,518	10,641	21,359	11,350	7,777	7,096	4,296
IPTV	44,978	[3]	23,624	21,355	7,118	5,893	19,245	9,959	2,765	8,145	15,957	8,778	4,886	5,728	1,484
Others	42,017	[4]	19,547	22,470	10,869	5,684	17,655	5,384	2,425	3,955	11,827	6,711	8,281	7,853	3,389
Satellite	21,538	[5]	12,911	8,628	3,038	1,489	5,681	7,602	3,729	2,470	5,336	6,103	3,330	2,760	1,539
Free to air	19,345	[6]	8,091	11,253	1,443	366	6,454	5,773	5,310	2,766	3,586	3,921	2,740	2,569	3,762
No Reply	4,697	[7]	1,499	3,197	2,427	313		805	1,150	198	1,907	163	468	283	1,677
No TV-set	1,203	[8]	688	516		394		809		198		163	549	294	
Total Responses [n]	**577,568**		**288,260**	**289,308**	**94,476**	**69,104**	**193,515**	**135,783**	**84,689**	**99,001**	**180,259**	**93,484**	**77,059**	**88,541**	**39,224**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	66.0	[1]	67.0	65.0	58.1	63.8	62.9	69.8	77.7	71.3	66.7	60.2	63.6	70.0	58.8
IT based services	10.8	[2]	10.0	11.7	15.5	15.8	11.7	7.9	4.2	10.7	11.8	12.1	10.1	8.0	11.0
IPTV	7.8	[3]	8.2	7.4	7.5	8.5	9.9	7.3	3.3	8.2	8.9	9.4	6.3	6.5	3.8
Others	7.3	[4]	6.8	7.8	11.5	8.2	9.1	4.0	2.9	4.0	6.6	7.2	10.7	8.9	8.6
Satellite	3.7	[5]	4.5	3.0	3.2	2.2	2.9	5.6	4.4	2.5	3.0	6.5	4.3	3.1	3.9
Free to air	3.3	[6]	2.8	3.9	1.5	0.5	3.3	4.3	6.3	2.8	2.0	4.2	3.6	2.9	9.6
No Reply	0.8	[7]	0.5	1.1	2.6	0.5		0.6	1.4	0.2	1.1	0.2	0.6	0.3	4.3
No TV-set	0.2	[8]	0.2	0.2		0.6		0.6		0.2		0.2	0.7	0.3	
% of Total Responses	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	**416,685**		**209,385**	**207,300**	**60,810**	**46,072**	**132,936**	**104,204**	**72,664**	**73,591**	**130,746**	**61,938**	**54,495**	**66,520**	**29,395**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	91.5	[1]	92.2	90.8	90.3	**95.6**	91.6	90.9	90.5	96.0	92.0	90.9	90.0	93.1	**78.5**
IT based services	15.0	[2]	13.7	16.3	**24.1**	23.7	17.1	10.3	4.8	14.5	16.3	18.3	14.3	10.7	14.6
IPTV	10.8	[3]	11.3	10.3	11.7	12.8	**14.5**	9.6	3.8	11.1	12.2	14.2	9.0	8.6	5.0
Others	10.1	[4]	9.3	10.8	17.9	12.3	13.3	5.2	3.3	5.4	9.0	10.8	15.2	11.8	11.5
Satellite	5.2	[5]	6.2	4.2	5.0	3.2	4.3	7.3	5.1	3.4	4.1	9.9	6.1	4.1	5.2
Free to air	4.6	[6]	3.9	5.4	2.4	0.8	4.9	5.5	7.3	3.8	2.7	6.3	5.0	3.9	12.8
No Reply	1.1	[7]	0.7	1.5	4.0	0.7	0.0	0.8	1.6	0.3	1.5	0.3	0.9	0.4	5.7
No TV-set	0.3	[8]	0.3	0.2	0.0	0.9	0.0	0.8	0.0	0.3	0.0	0.3	1.0	0.4	0.0
% of Total Population	**138.6**		**137.7**	**139.6**	**155.4**	**150.0**	**145.6**	**130.3**	**116.5**	**134.5**	**137.9**	**150.9**	**141.4**	**133.1**	**133.4**

How many followed TV?

Respondents were asked which television station/s they had followed the day before the interview. Irrispective of the amount of time which each respondent had spent following any particular station, as much as **264,000** persons (aged 12 years and over) follow television regularly. This is about two-thirds of the population – 63.3%.

Compared to previous data, there was a decrease of 1.4% of viewers over the previous assessment period of October 2017 and a decrease of 5.0% over that of the same period last year (February 2017).

This decrease seems high but then it has to be considered that for this assessment period 12-15 year olds were also interviewed.

	Feb 2015	Jul 2015	Oct 2015	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017	Oct 2017	Feb 2018
TV Viewers*	64.9%	49.1%	62.2%	62.2%	49.7%	63.6%	68.3%	51.0%	64.7%	63.3%
Did not watch TV	34.9%	49.9%	37.8%	37.7%	49.7%	35.7%	31.2%	49.0%	35.2%	36.7%
No Response	0.3%	1.0%	0.0%	0.1%	0.7%	0.7%	0.5%	0.0%	0.1%	0.0%

* Includes "No Particular TV Station" and "Did not remember which station"
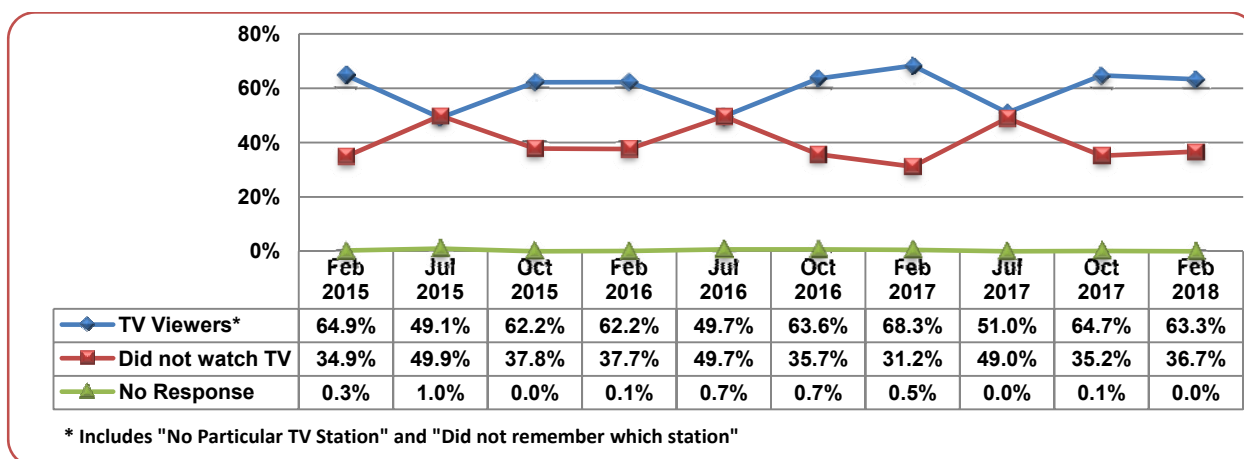
How many followed TV?	Total N	Yes [1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+16 years]	416,685	263,871	152,814	0	100	63.33	36.67	0.00
Gender				0				
Males	209,385	122,188	87,197	0	100	58.36	41.64	0.00
Females	207,300	141,682	65,618	0	100	68.35	31.65	0.00
	416,685	263,871	152,814	0				
Age group								
12-20	60,810	25,252	35,558	0	100	41.53	58.47	0.00
21-30	46,072	21,087	24,985	0	100	45.77	54.23	0.00
31-50	132,936	75,752	57,184	0	100	56.98	43.02	0.00
51-70	104,204	82,582	21,621	0	100	79.25	20.75	0.00
71+	72,664	59,198	13,466	0	100	81.47	18.53	0.00
	416,685	263,871	152,814	0				
South Harbour	73,591	46,826	26,765	0	100	63.63	36.37	0.00
North Harbour	130,746	84,413	46,333	0	100	64.56	35.44	0.00
South Eastern	61,938	42,561	19,377	0	100	68.72	31.28	0.00
Western	54,495	36,513	17,982	0	100	67.00	33.00	0.00
Northern	66,520	38,363	28,157	0	100	57.67	42.33	0.00
Gozo & Comino	29,395	15,195	14,200	0	100	51.69	48.31	0.00
	416,685	263,871	152,814	0				

[1]Includes those who "did not remember which station they followed" [0.6%; ≈2,400] and those who "did not follow any particular radio station" [1.0%; ≈4,000].

Which TV station was followed most?

Similar to radio respondents were given the possibility of naming up to three TV stations which they had followed the day before the interview. Out of a total of 1,240 respondents, 395 respondents named a second station while another 129 people named a third television station which they had followed.

TVM has attracted the largest amount of TV-viewers [35.63%] with approximately 146,000 viewers. This station was followed by ONE with 17.18% and Net TV with 9.97% - excluding those following a foreign station.

Overall, while 67.9% of all viewers followed local stations, only just less than a third of the population [32.03%] 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 12 to 50 years old.

Excluding foreign stations, TVM ranked first by gender, in all the age groups, and by districts. The same rankings holds for ONE and Net TV.

By age groups, TVM had the highest percentage amongst the 12-20 year olds [45.97%]. ONE had the highest percentage amongst the 71+ year olds [21.92%] and similarly Net TV with 15.56%

TVM had the highest amount of viewers in Gozo & Comino [51.96%]. ONE had its highest amount of viewers in South Harbour [21.57%] and similarly Net TV with 11.53% in the same district

The viewing of a foreign television station was highest amongst 12-20 year olds [40.61%] decreasing to about a quarter [26.07%] of all 71+ year olds.

Audience Reach by TV Station	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
TVM	[1]	145,000	35.63	32.94	37.97	45.97	39.38	36.50	33.50	32.73	33.07	35.59	37.67	33.31	32.01	51.96
ONE	[2]	70,000	17.18	17.33	17.06	8.75	13.43	15.10	18.59	21.92	21.57	14.46	18.60	18.57	16.44	10.87
Net	[3]	41,000	9.97	10.01	9.93	2.08	10.21	5.22	12.19	15.56	11.53	10.73	7.65	11.35	9.31	6.23
TVM 2	[4]	10,000	2.36	2.76	2.01	0.92		3.41	2.65	1.84	4.78	1.27	1.79	1.99	2.05	3.11
GO Sports	[5]	4,000	0.78	1.57	0.09		1.43	0.40	1.35	0.55	0.37	0.80	1.31	1.19	0.53	
F Living	[6]	3,000	0.73	0.45	0.97	1.66		0.55	1.35		1.33	0.16	1.15	1.15	0.51	
Xejk	[7]	2,000	0.38	0.30	0.45				0.73	0.62	0.37	0.53	0.46		0.51	
GO Stars	[8]	2,000	0.48	0.73	0.26			0.24	1.27			1.12	0.22	0.32	1.02	
Melita More	[9]	2,000	0.29	0.47	0.13			0.75	0.22					0.74		
Smash	[10]	1,000	0.12		0.22					0.50	0.25					
Parliament TV	[11]	1,000	0.05		0.09					0.21	0.25					
Foreign Station		130,000	32.03	33.43	30.81	40.61	35.56	37.83	28.15	26.07	25.35	35.51	31.04	32.45	36.62	27.84
	Total %		100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Based on TV Viewers excluding all those who could not identify a station and/or could not remember which station.

TV Reach by Station - Feb 2018
[irrespective of time spent]

GO Stars 0.48%
Xejk 0.38%
Melita More 0.29%
GO Sports 0.78%
F Living 0.73%
Smash 0.12%
TVM 2 2.36%
Parliament TV 0.05%
Net 9.97%
TVM 35.63%
ONE 17.18%
Foreign Station 32.03%
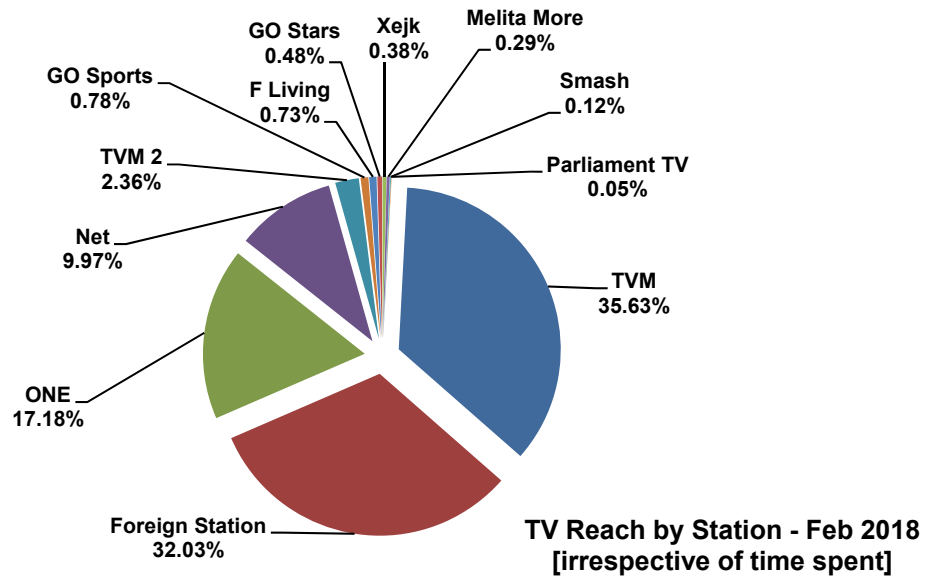
What audiences did TV stations attract?

Similar to radio, respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

The focus of this section is not only on how many listeners each station could attract, but also for how long each station was followed by each viewer. Thus, the basis of this section are the audiences for each station multiplied by the number of half-hour slots during which each viewer was following that particular station.

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 8:00am with 1.398% rising gradually to 2.932% by noon;

Audiences then peaked up to 6.666% at 3:00pm and rose to 8.994% at 6:00pm. Audiences rose sharply from those at 7:30pm [23.161%] to 28.161% at 8:00pm where the average highest audiences were reached. Audiences were maintained and peaked to 23.552% by 9:00pm; falling to 13.750% at 10:00pm; and further to 2.237% at midnight.

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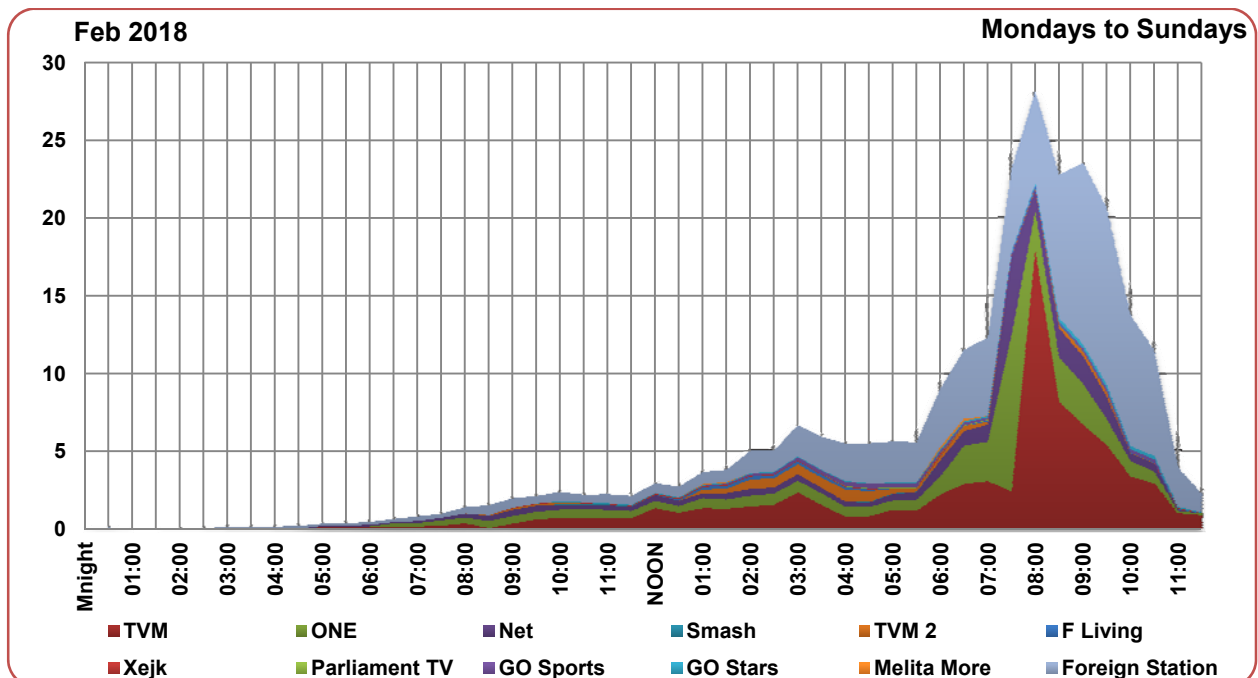
Average Audiences

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.

Although TVM attracted the largest amount of viewers [35.63%] followed by Foreign Stations [32.03%], the highest overall percentage average viewers [Monday to Sunday] were attained by Foreign Stations with the highest total weekly average of 2.127% followed by TVM's with 1.615%.

Excluding foreign stations, TVM had the highest average amongst all local stations for all the weekdays from Monday to Sundays [1.615%] while ONE attained the second highest daily average among all stations with 0.838%.

TVM had its highest average amongst all local stations for all the weekdays except for Wednesdays. Its highest average was that on Fridays [2.399%] followed by that of Mondays [2.049%], Sundays [1.743%], and Sundays [1.687%].

ONE had the highest average amongst all local stations on Wednesdays [0.979%] while its highest average was that on Sundays with 0.986%. Net TV had its highest average on Thursdays [1.056%].

Percentage [%] Average TV Audiences by Weekday and By Station

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	Total
Monday	2.049	0.837	0.225	0.014		0.178	0.044		0.033	0.040		1.993	2.049
Tuesday	1.272	0.870	0.261	0.016		0.043	0.087			0.057	0.016	2.389	2.389
Wednesday	0.816	0.979	0.470	0.024		0.031	0.018	0.038	0.043	0.031		2.088	2.088
Thursday	1.299	0.776	1.056	0.026	0.101	0.030	0.004		0.018	0.018		2.081	2.081
Friday	2.399	0.875	0.343		0.031	0.024	0.007		0.028			1.820	2.399
Saturday	1.687	0.592	0.466	0.014	0.061	0.008			0.230	0.228		2.579	2.579
Sunday	1.743	0.986	0.509		0.818	0.018			0.121		0.049	1.910	1.910
Mon-Sun	1.615	0.838	0.489	0.006	0.148	0.045	0.021	0.005	0.070	0.056	0.009	2.127	2.127
Highest	2.399	0.986	1.056	0.026	0.818	0.178	0.087	0.038	0.230	0.228	0.049	2.579	---

Average [N] TV Audiences by Weekday and By Station

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	Total
Monday	11,341	4,630	1,247		80	983	241		185	223		11,032	11,341
Tuesday	7,265	4,969	1,492		94	246	494			326	89	13,639	13,639
Wednesday	4,478	5,373	2,577		130	170	96	209	238	173		11,457	11,457
Thursday	7,833	4,678	6,366	159	611	182	23		110	110		12,554	12,554
Friday	13,015	4,746	1,864		166	129	39		151			9,877	13,015
Saturday	9,167	3,218	2,532	76	331	41			1,247	1,241		14,012	14,012
Sunday	10,437	5,901	3,050		4,896	106			725		292	11,435	11,435
Mon-Sun	9,125	4,735	2,762	36	838	253	120	29	394	315	49	12,018	12,018
Highest	13,015	5,901	6,366	159	4,896	983	494	209	1,247	1,241	292	14,012	---

Daily Average TV: Feb 2018
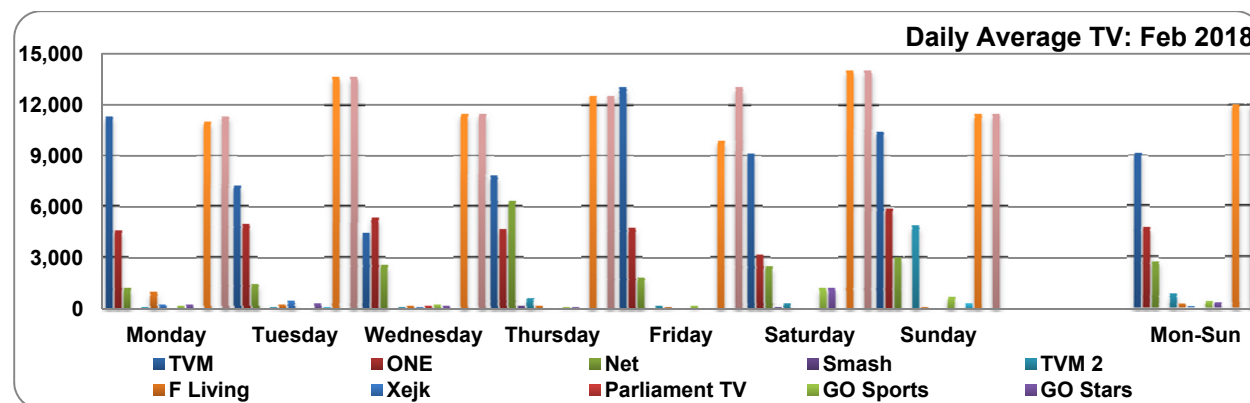
Peak Audiences by Station

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.

Excluding foreign stations TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday. The highest peak attained by TVM was on Mondays [20.615%] followed by that of ONE on Sundays with 13.039%; and that of Net TV on Wednesdays [6.835%].

Highest Peaks TV Feb 2018

Station	Day
TVM	Mon
ONE	Sun
Net	Wed
Smash	Thr
TVM 2	Sun
F Living	Mon
Xejk	Wed
Parliament TV	Wed
GO Sports	Sat
GO Stars	Sat
Melita More	Wed
Foreign Station	Tue
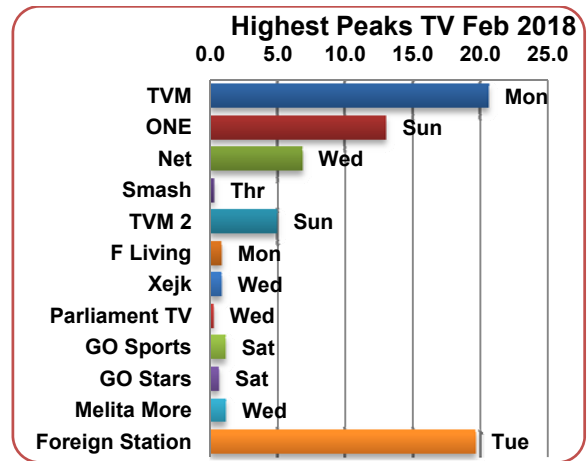
Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	Highest
Mon	20.615	8.699	3.096		0.271	0.840	0.261		0.402	0.387		9.182	20.615
Tue	19.005	10.595	4.901		0.262	0.420	0.346			0.392	0.375	19.636	19.636
Wed	15.906	7.458	6.835		0.390	0.741	0.841	0.261	0.520	0.302		10.409	15.906
Thu	19.876	11.294	5.285	0.316	1.112	0.354	0.182		0.292	0.292		7.900	19.876
Fri	19.995	9.862	4.922		0.366	0.346	0.346		0.268			10.213	19.995
Sat	14.264	9.414	5.855	0.223	0.364	0.364			1.144	0.668		15.076	15.076
Sun	15.892	13.039	4.253		4.964	0.213			0.983		1.170	9.675	15.892
Highest	20.615	13.039	6.835	0.316	4.964	0.840	0.841	0.261	1.144	0.668	1.170	19.636	---

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	Highest
Mon	114,089	48,145	17,133		1,500	4,647	1,447		2,222	2,144		50,814	114,089
Tue	108,517	60,494	27,983		1,496	2,401	1,976			2,236	2,139	112,121	112,121
Wed	87,294	40,930	37,511		2,142	4,068	4,615	1,434	2,852	1,658		57,129	87,294
Thu	119,877	68,118	31,876	1,904	6,710	2,137	1,098		1,758	1,758		47,649	119,877
Fri	108,487	53,510	26,704		1,988	1,878	1,878		1,454			55,413	108,487
Sat	77,493	51,141	31,809	1,214	1,978	1,978			6,215	3,628		81,903	81,903
Sun	95,144	78,059	25,464		29,718	1,278			5,886		7,006	57,920	95,144
Highest	119,877	78,059	37,511	1,904	29,718	4,647	4,615	1,434	6,215	3,628	7,006	112,121	---

Radio & Television Audience Assessment
Febt 2018

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 a 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 [35.63%] followed by ONE which attracted the next highest [17.18%] of the local stations, the time spent on average by ONE viewers [1.63 hrs] is 7.9% higher than those of TVM [1.51hrs].

The average amount of hours over all TV viewers amounts to 1.81hrs per viewer and over the whole of the population aged 12 years and over, these amounts to 1.30hrs.

TV Average Hrs.: Feb 2018

Station	Avg Hrs
TVM	1.51
ONE	1.63
Net	1.63
Smash	1.79
TVM 2	2.09
F Living	2.04
Xejk	1.86
Parliament TV	3.50
GO Sports	3.21
GO Stars	3.89
Melita More	1.00
Foreign Station	2.22
Total	1.81
Nat.Avg.	1.30

Audiences by Gender, by Age Group, and by district			Gender %		Age Group %					District %					
	Total N [Rounded Up]	Avg. Hrs	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	145,000	1.51	33.07	37.97	46.98	39.38	36.54	33.50	32.74	33.07	35.79	37.76	33.31	32.01	51.96
ONE	70,000	1.63	17.34	17.06	8.94	13.43	14.88	18.59	22.02	21.57	14.66	18.30	18.57	16.44	10.87
Net	41,000	1.63	10.09	9.93	2.13	10.21	5.29	12.19	15.43	11.53	10.73	7.81	11.35	9.31	6.23
Smash	10,000	2.09	2.78	2.01	0.94		3.45	2.65	1.82	4.78	1.27	1.83	1.99	2.05	3.11
TVM 2	4,000	3.21	1.47	0.09		1.43		1.35	0.81	0.37	1.02	0.66	1.19	0.53	
F Living	3,000	2.04	0.46	0.97	1.69		0.56	1.35		1.33	0.16	1.17	1.15	0.51	
Xejk	2,000	1.86	0.30	0.45				0.73	0.61	0.37	0.53	0.47		0.51	
Parliament TV	2,000	3.89	0.73	0.26			0.24	1.27		1.12	0.22	0.33		1.02	
GO Sports	2,000	1.00	0.48	0.13			0.76	0.22			0.74			0.51	
GO Stars	1,000	1.79		0.22					0.50	0.25				0.51	
Melita More	1,000	3.50		0.09					0.21	0.25					
Foreign Station	130,000	2.22	33.29	30.81	39.32	35.56	38.28	28.15	25.86	25.35	34.89	31.67	32.45	36.62	27.84
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all TV viewers amounts to 1.81hrs per viewer. This was 15' 36" higher than that at the start of the broadcasting season in October 2017 [1.55hrs] and 4'48" higher than that of the same period last year [Feb 2017: 1.73hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.30hrs which was 11'24" higher than at the start of the season in October 2017 [1.11hrs] and 36" higher than that of the same period last year [Feb 2017: 1.29hrs]..

hrs.	Feb 2014	July 2014	Oct 2014	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018
TV Viewers	1.48	1.93	2.00	1.98	1.89	1.98	1.83	1.80	1.97	1.73	1.57	1.55	1.81
Population	1.19	1.14	1.34	1.35	1.01	1.32	1.23	0.97	1.35	1.29	0.90	1.11	1.30
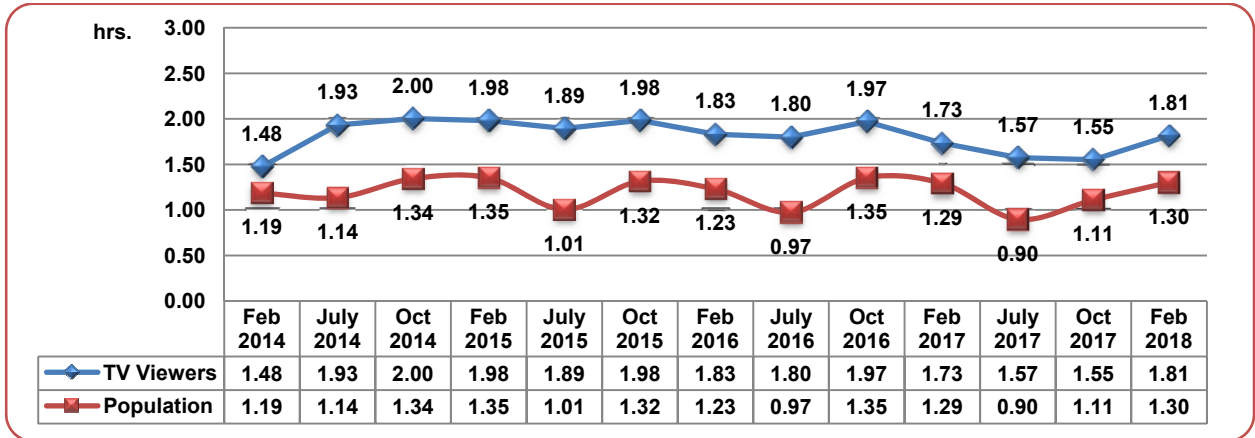
TV Stations Audience Share

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, those watching foreign stations ranked first with 39.2%; followed by TVM with 29.7%; ONE with 15.4%, and Net TV with 9.0%.

TV viewers watching foreign stations did so for an average of 2.22hrs while viewers watching TVM did so for an average of 1.51 hrs.

TV Audience Shares: Feb 2017

Station	Share
TVM	29.7
ONE	15.4
Net	9.0
Smash	0.1
TVM 2	2.7
F Living	0.8
Xejk	0.4
Parliament TV	0.1
GO Sports	1.3
GO Stars	1.0
Melita More	0.2
Foreign..	39.2
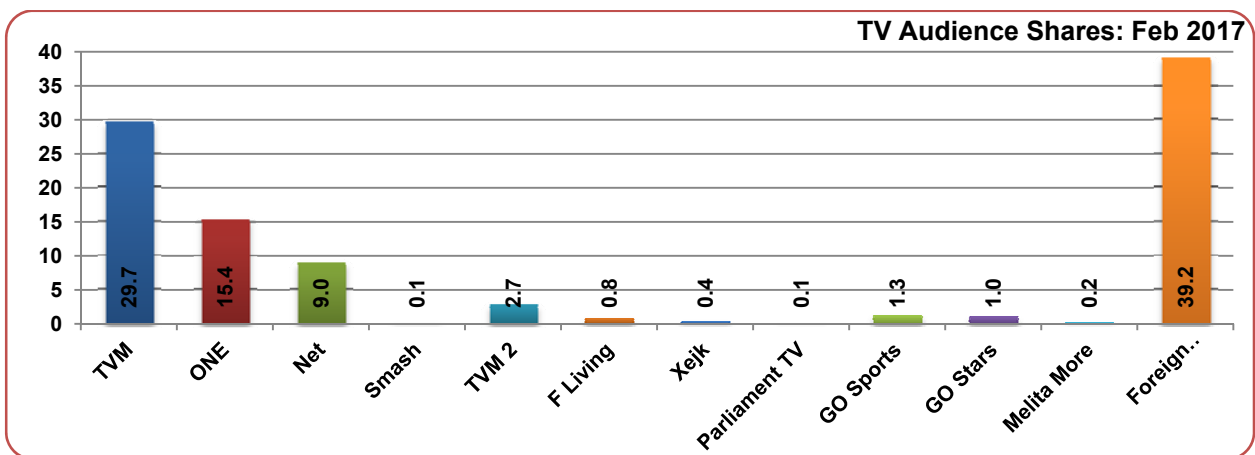
Radio Audiences by Half-Hour Slots – Monday to Sunday

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

RADIO AUDIENCES – MONDAY

Time	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																		416,685	416,685
0:30																		416,685	416,685
1:00																		416,685	416,685
1:30																		416,685	416,685
2:00																		416,685	416,685
2:30																		416,685	416,685
3:00																		416,685	416,685
3:30						8,811												407,874	416,685
4:00						8,811				1,236								406,638	416,685
4:30										1,236								415,449	416,685
5:00						6,321	1,170	4,745										404,449	416,685
5:30				5,776	1,981	6,321	1,170	3,245										398,192	416,685
6:00	5,439			15,923	1,981	8,765	1,170	2,009		1,236						2,241	2,241	375,680	416,685
6:30	5,439			19,158	1,981	17,575	1,170	2,009		1,236	2,983						2,241	362,893	416,685
7:00	4,453			15,329		21,903	3,151	14,038	2,503	3,217		4,946	1,447				4,463	341,236	416,685
7:30	8,036			20,503		31,417	3,151	4,489	2,503	1,981		7,992	3,583				2,241	330,789	416,685
8:00	8,036	2,241	1,447	16,011		24,636	5,295	5,673	2,503	1,981	2,009	2,503	3,583				2,241	338,527	416,685
8:30	10,044	2,241	1,447	11,181		13,886	5,295	3,055	2,503	1,981		2,503	3,583			1,981	2,241	354,744	416,685
9:00	20,511	2,241	1,447	10,110		13,886	12,279	4,874		1,981	2,009		3,583			1,981	2,241	339,543	416,685
9:30	15,428		1,447	11,557		13,886	12,279	4,874		1,981	5,591					1,981	2,241	345,419	416,685
10:00	14,967		1,447	14,504		10,446	14,753	4,874		1,981	5,591					1,981	2,241	343,899	416,685
10:30	13,731		1,447	14,294		10,446	12,609	3,055		1,981	5,591					1,981	2,241	349,310	416,685
11:00	12,284		6,936	14,294		10,446	12,609	4,874		1,981	5,591					1,981	2,241	343,448	416,685
11:30	9,667		1,447	20,285		10,446	12,609	4,874		1,981	5,591					1,981	2,241	345,563	416,685
Noon	3,456			27,909	1,236	10,446	6,223	6,022		1,447		3,583				1,981	2,241	352,141	416,685
12:30	5,190			22,451	1,236	10,446	6,223	1,981				3,583				1,981	2,241	361,353	416,685
1:00	3,743			17,332		15,930	6,223	1,981				3,583				1,981	2,241	363,671	416,685
1:30	3,743			13,610		12,890	6,223	1,981				3,583				1,981	2,241	370,434	416,685
2:00	2,009			9,427		8,302	4,079					2,444				1,981	2,241	386,204	416,685
2:30	2,009			7,927		8,302	4,079									1,981	2,241	390,148	416,685
3:00	2,009			7,927		8,302	4,079			1,981							2,241	390,148	416,685
3:30	4,452			7,927		8,302	4,079										2,241	389,684	416,685
4:00	2,444		2,222	14,706		6,321	4,079						3,583				2,241	381,089	416,685
4:30	2,444		2,222	7,927		6,321	6,223						3,583				2,241	385,724	416,685
5:00				7,927		6,321	6,223	1,447		1,447			2,983				2,241	388,095	416,685
5:30				7,927		6,321	6,223	1,447		1,447							2,241	391,079	416,685
6:00				10,424		6,321	6,223			1,981							2,241	389,496	416,685
6:30				10,424		6,321	6,223										2,241	391,476	416,685
7:00				10,424		6,321	2,144	3,800									2,241	391,755	416,685
7:30				6,984		6,321	2,144	1,981									2,241	397,014	416,685
8:00				5,484		6,321	2,144	1,981						2,241			2,241	396,273	416,685
8:30				5,484		6,321	2,144	1,981						2,241			2,241	396,273	416,685
9:00				2,444			2,144	1,981		2,222							2,222	405,672	416,685
9:30				2,444			2,144	1,981		2,222								407,894	416,685
10:00				3,891				1,981										410,814	416,685
10:30				3,891				1,981										410,814	416,685
11:00				1,447				4,125										411,113	416,685
11:30				3,182				4,125										409,378	416,685
Tot Avg	3,324	140	448	8,509	175	7,586	3,916	2,239	209	807	965	549	478	93		583	1,493	385,171	416,685
Max	20,511	2,241	6,936	27,909	1,981	31,417	14,753	14,038	2,503	3,217	5,591	7,992	3,583	2,241		2,241	4,463	416,685	
std.dev.	5,064	548	1,158	7,178	533	6,935	4,127	2,591	699	973	1,908	1,531	1,204	453		919	1,162	27,050	

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																	416,685	416,685
0:30																	416,685	416,685
1:00																	416,685	416,685
1:30																	416,685	416,685
2:00																	416,685	416,685
2:30				2,217													414,468	416,685
3:00				2,217													414,468	416,685
3:30																	416,685	416,685
4:00				1,443			2,236			1,731							411,275	416,685
4:30				1,443			2,236			1,731							411,275	416,685
5:00				1,443			5,655			1,731							407,856	416,685
5:30	6,763			2,611	1,731		7,631			1,731							396,219	416,685
6:00	2,940			5,785	2,217	11,350	7,631			2,964	3,622		3,126				377,051	416,685
6:30	2,940	3,431	1,443	15,360	2,217	14,972	7,631			2,964	3,622		5,869				356,235	416,685
7:00	8,565	2,971	8,206	12,471	3,660	14,940	16,419	2,729	6,306	4,407		19,499				3,706	312,803	416,685
7:30	8,565	2,139	11,239	16,106	3,660	19,408	16,419	2,729		4,407		10,883				3,706	317,422	416,685
8:00	8,565	2,139	14,862	15,843	4,330	20,068	14,976	2,729	1,976	5,641		13,379	3,622			1,976	306,578	416,685
8:30	8,565	2,139	11,829	15,843	4,120	8,333	16,209	2,729		5,641		10,883					330,393	416,685
9:00	16,100	2,139	8,206	15,364	5,353	5,362	12,740	2,940	4,852	5,641		6,763					331,226	416,685
9:30	17,267	2,139	8,206	17,599	5,353	5,362	12,740	2,940	4,852	5,641		6,763		1,976			325,847	416,685
10:00	12,875	2,139	1,443	11,722	5,616	18,431	14,744	4,915	4,852	4,407		6,763		1,976			326,801	416,685
10:30	10,540	2,139	1,443	11,722	5,616	18,431	14,744	4,915	4,852	4,407		6,763		1,976			329,136	416,685
11:00	9,373	5,571	1,443	9,486	2,677	18,431	14,744	4,915	4,852	5,851		6,763		1,976			330,604	416,685
11:30	9,373	2,139	1,443	9,486	2,677	18,431	14,744	4,915	4,852	5,851		6,763		1,976			334,036	416,685
Noon	9,977	2,139		10,720	3,844	14,563	5,955	1,496	4,852	4,407		6,763		1,976		2,217	347,777	416,685
12:30	8,743	2,139		9,486	3,910	14,563	5,955	1,496	4,852	4,407		6,763		1,976		2,217	350,178	416,685
1:00	2,611	2,139		8,043	1,233	18,682	3,979	1,496	4,852	4,407						2,217	367,025	416,685
1:30	1,443	2,139		8,043		18,682	3,979	1,496		4,407		6,119				2,217	368,158	416,685
2:00	2,940	2,139	1,976	4,173		7,800		1,496		3,174		2,497					390,491	416,685
2:30	2,940	2,139	1,976	4,173		8,061		1,496		3,174							392,726	416,685
3:00	2,940	2,139	1,976	1,233	2,217	8,535		1,496	6,306	2,677							387,166	416,685
3:30	2,940	2,139	1,976	3,209	2,217	8,535		1,496	6,306	2,677							385,191	416,685
4:00	2,940		1,443	4,940	2,217	4,994		1,496	11,300	3,910			3,431				380,013	416,685
4:30	2,940		1,443	4,940	3,660	4,994		1,496	4,994	3,910		4,994				1,976	381,337	416,685
5:00	2,940		1,443	1,731	2,217	4,245		1,496	1,976	1,233							399,404	416,685
5:30	2,940		1,443	1,731	2,217	1,496		1,496		1,233			2,438				401,691	416,685
6:00	3,732		1,443	1,731		1,496				2,729							405,553	416,685
6:30	3,732		1,443	2,964						1,233							407,312	416,685
7:00	2,236			1,233						1,233							411,983	416,685
7:30	2,236			1,233													413,216	416,685
8:00																	416,685	416,685
8:30																	416,685	416,685
9:00																	416,685	416,685
9:30																	416,685	416,685
10:00																	416,685	416,685
10:30																	416,685	416,685
11:00																	416,685	416,685
11:30																	416,685	416,685
Tot Avg	3,764	963	1,799	4,953	1,520	6,045	4,195	1,134	1,726	2,282	151	2,549	385	288		421	384,511	416,685
Max	17,267	5,571	14,862	17,599	5,616	20,068	16,419	4,915	11,300	5,851	3,622	19,499	5,869	1,976		3,706	416,685	
std.dev.	4,562	1,308	3,490	5,617	1,895	7,371	6,005	1,522	2,724	2,110	732	4,421	1,202	705		994	36,418	

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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																		416,685	416,685
0:30																		416,685	416,685
1:00																		416,685	416,685
1:30																		416,685	416,685
2:00																		416,685	416,685
2:30																		416,685	416,685
3:00																		416,685	416,685
3:30																		416,685	416,685
4:00																		416,685	416,685
4:30																		416,685	416,685
5:00																		416,685	416,685
5:30					1,182	2,142												413,361	416,685
6:00			1,383		1,182	3,433	7,713											402,974	416,685
6:30			1,383	4,995	3,433	6,477		1,739					4,068					394,589	416,685
7:00	5,585		6,802	7,812	5,092	10,867	2,124	4,556				22,142	11,915					339,790	416,685
7:30	7,727		4,660	7,812	5,092	13,177	4,174	6,449				14,345	11,915					341,335	416,685
8:00	7,509		7,864	14,293	5,092	14,966	4,174	5,939				7,864	3,899					345,086	416,685
8:30	7,509		7,864	15,634	5,092	13,195	4,174	7,832				7,864	3,899					343,622	416,685
9:00	12,563		7,864	13,491	3,708	12,030	4,174	7,121				9,757	9,985					335,991	416,685
9:30	12,563		7,864	15,150	3,708	2,124	4,174	7,121				9,757	7,324					346,899	416,685
10:00	12,563		7,864	15,150	3,708	2,124	6,941	7,121		1,383		8,374	3,899					347,557	416,685
10:30	12,563		7,864	15,150	3,708	4,249	6,941	7,121		1,383		8,374	3,899					345,433	416,685
11:00	9,080		7,864	15,150	3,708	4,249	9,277	10,592		1,383		8,374	3,899					343,110	416,685
11:30	9,881		7,864	16,584	3,708	4,249	9,277	10,592		1,383		12,273	3,899					336,976	416,685
Noon	7,234		7,864	14,724			5,557	4,304		1,383			3,899					371,720	416,685
12:30	7,234		7,864	14,082			5,557	4,304		1,383		2,906	3,899					369,456	416,685
1:00	3,433		7,864	14,082		3,425	5,557	3,122		1,383			3,899					373,919	416,685
1:30	1,383	2,050	7,864	14,082			5,557	3,122		1,383			3,899					377,344	416,685
2:00		2,050	7,864	12,423			4,174			1,383			3,899					384,891	416,685
2:30			7,864	12,423		3,899	2,124			1,383			3,899					385,093	416,685
3:00			7,864	12,423		4,068	4,174			7,473		2,996	3,899					373,788	416,685
3:30			7,864	12,423		11,053	4,174			7,473			3,899					369,798	416,685
4:00			7,864	11,242	1,658	4,068	4,174			5,331			3,899					378,449	416,685
4:30			7,864	5,943	1,658	4,068	4,174			5,331			3,899					383,748	416,685
5:00			7,864	5,943	1,658	7,539	10,217			5,331		6,481	7,967					363,685	416,685
5:30			7,864	5,943	1,658		10,217			6,714		6,481	3,899					373,910	416,685
6:00			1,383	4,509		13,375	4,174			2,766		6,481	3,899					380,097	416,685
6:30			2,766	4,509		10,380	4,174			2,766			3,899					388,191	416,685
7:00			1,383	4,509			4,174	1,383		1,383								403,852	416,685
7:30			1,383	1,434		4,717	4,174			1,383								403,594	416,685
8:00				1,434			2,124											413,127	416,685
8:30				1,434			2,124											413,127	416,685
9:00							2,124											414,561	416,685
9:30							2,124											414,561	416,685
10:00							2,124	2,050										412,511	416,685
10:30							2,124	8,092										406,468	416,685
11:00										2,050								414,635	416,685
11:30										2,050								414,635	416,685
Tot Avg	2,434	85	3,717	6,190	1,214	3,375	3,136	2,137		1,331		2,801	2,651					387,613	416,685
Max	12,563	2,050	7,864	16,584	5,092	14,966	10,217	10,592		7,473		22,142	11,915					416,685	
std.dev.	4,250	414	3,744	6,295	1,814	4,651	2,949	3,256		2,082		4,920	3,158					28,692	

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	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										1,285								415,400	416,685
0:30																		416,685	416,685
1:00																		416,685	416,685
1:30																		416,685	416,685
2:00				1,285														415,400	416,685
2:30				1,285														415,400	416,685
3:00				1,285												3,447		411,953	416,685
3:30				1,285														415,400	416,685
4:00				1,285														415,400	416,685
4:30				1,285														415,400	416,685
5:00																		416,685	416,685
5:30	1,332			7,355														407,998	416,685
6:00	1,098			4,999		5,431		3,274		4,567						2,699		394,617	416,685
6:30	1,098			10,255		5,872		3,274		4,567	3,054					2,699		385,865	416,685
7:00	4,332		3,054	10,164	1,332	8,644	3,517	1,098		3,948		5,161				2,699		372,738	416,685
7:30	4,332		4,093	12,248	5,080	11,210	5,275	1,098		2,663		2,699	3,224			2,699		362,064	416,685
8:00	6,468	2,222	3,029	15,224	3,236	15,416	8,147	2,195		3,761		6,409	8,706			2,699	1,758	337,415	416,685
8:30	6,468		3,029	15,224	3,236	3,261	9,479	2,195		4,800		3,710	8,706	1,783		2,699		352,095	416,685
9:00	21,812		3,274	16,764	3,236	2,107	11,094	3,527		6,085		3,710		1,783		2,699		340,595	416,685
9:30	20,053		1,990	16,764	3,236	5,331	9,554	3,527		6,085		3,710		1,783		2,699		341,954	416,685
10:00	23,785		1,990	14,394	2,616	4,263	9,762	3,527		3,948	3,447			1,783		2,699		344,471	416,685
10:30	22,026		1,990	13,296	2,616	4,263	8,004	3,527		3,948	3,447			1,783		2,699		349,085	416,685
11:00	20,929		1,990	9,852	1,332	7,884	9,762	3,527		3,948				1,783		2,699		352,979	416,685
11:30	22,261		1,990	16,191	3,305	7,884	9,762	3,527		5,233				1,783		2,699		342,051	416,685
Noon	5,605		1,990	13,677	6,414	3,621	2,797			2,663						2,699		377,219	416,685
12:30	4,507		1,990	7,341	5,962	7,242	2,797			1,332						2,699		382,815	416,685
1:00	4,507			5,017	1,332	7,242	4,412			2,663						2,699	1,039	387,773	416,685
1:30	4,507			3,920	1,332	3,621	4,412			2,663						2,699		393,530	416,685
2:00	2,078		1,285	1,098	3,090	11,380	4,412			2,663						3,984	2,170	384,525	416,685
2:30	2,078	2,222		1,098	1,332	9,274	4,412			2,663						2,699		390,907	416,685
3:00	2,078			1,098	1,332	6,006	3,373			1,332	3,447	2,170				2,699		393,150	416,685
3:30	2,078			1,098	1,332	9,230	4,914			1,332	3,447	2,170				2,699		388,386	416,685
4:00	2,797		6,235	1,098	1,332	10,829	7,136			1,332			3,054			2,699		380,174	416,685
4:30	2,797		3,054	1,098	1,332	7,605	5,596			1,332		3,054	3,054			2,699		385,065	416,685
5:00	1,039			1,098	3,090		5,739	1,285		1,332		3,054				2,699		397,350	416,685
5:30				1,098	3,090		5,312	1,285		1,332						2,699		401,870	416,685
6:00					3,321		5,312	3,662		2,616								401,773	416,685
6:30					3,321		1,758	3,662		1,332								406,611	416,685
7:00					1,758	1,758		6,092		1,332								405,745	416,685
7:30								4,760		1,332								410,593	416,685
8:00										1,332								415,353	416,685
8:30										1,332								415,353	416,685
9:00										3,714								412,971	416,685
9:30										3,714								412,971	416,685
10:00				1,990	1,783					2,569								410,343	416,685
10:30				1,990	1,783					2,569								410,343	416,685
11:00				1,990						1,285								413,411	416,685
11:30				1,990						1,285								413,411	416,685
Tot Avg	3,960	93	854	4,524	1,503	3,320	3,057	1,147		2,123	287	810	557	260		1,448	103	392,639	416,685
Max	23,785	2,222	6,235	16,764	6,414	15,416	11,094	6,092		6,085	3,447	6,409	8,706	1,783		3,984	2,170	416,685	
std.dev.	7,088	449	1,442	5,726	1,705	4,185	3,620	1,694		1,743	963	1,612	1,878	636		1,419	422	25,524	

Radio & Television Audience Assessment
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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				1,212														415,473	416,685
0:30				1,212														415,473	416,685
1:00				1,212														415,473	416,685
1:30				1,212														415,473	416,685
2:00				1,212														415,473	416,685
2:30				1,212														415,473	416,685
3:00	1,036			2,872														412,778	416,685
3:30	1,036			2,872														412,778	416,685
4:00	1,036			2,872						1,683								411,095	416,685
4:30	1,036			2,872						1,683								411,095	416,685
5:00	1,036			5,984					1,862	1,683						1,524		404,596	416,685
5:30	1,036			10,239	1,797		4,702		1,862	3,479								393,571	416,685
6:00				10,480	3,009		5,682	1,212		2,640						1,524		392,138	416,685
6:30			5,296	11,934	6,789		4,702	1,212		2,640	1,257	3,417						379,439	416,685
7:00	980	980	7,431	15,885	6,789	15,460	4,702	1,212		6,392	1,257	14,802	5,334			1,524		333,937	416,685
7:30	980	2,016	5,334	17,213	6,789	28,769	4,702	1,212	2,047	6,392	1,257	22,396	5,334					312,244	416,685
8:00	980	2,016	10,173	21,306	7,769	16,162	4,702	1,212		3,620	2,292	7,746	2,882					335,825	416,685
8:30	980	2,016	7,131	21,306	7,769	7,478	4,702	1,212		3,620	2,292	7,746	4,870			1,454		344,110	416,685
9:00	9,014	980	7,017	23,695	8,805	7,478	4,702	1,212		4,932	2,292	7,601	2,882		3,002	1,454		331,619	416,685
9:30	9,014	980	6,546	23,695	8,805	6,594	4,702	1,212		4,932	2,292	7,601	2,882		3,002	1,454		332,974	416,685
10:00	9,014	980	6,546	23,695	6,776	9,475	5,682	2,248		4,932	2,292	7,601			3,002	1,454		332,986	416,685
10:30	9,014	980	6,546	23,695	6,776	9,475	5,682	2,248		4,932	2,292	7,601			3,002			334,440	416,685
11:00	9,014	980	6,546	24,676	4,760	6,594	5,682	3,228		3,675	2,292	7,601			3,002			338,634	416,685
11:30	9,014	980	6,546	26,553	4,760	6,594	5,682	2,193		3,675	2,292	7,601			3,002			337,792	416,685
Noon	1,257		5,334	19,823	8,281	5,381		2,193		5,912	2,292	7,601						358,611	416,685
12:30	1,257		5,334	19,037	8,281	5,381		2,193		5,912	2,292	7,601						359,397	416,685
1:00	1,257		5,334	14,712	8,079	7,369		2,193		2,640	2,292	7,601						365,209	416,685
1:30	1,257		5,334	10,689	7,098	7,369		2,193		2,640	2,292	7,601						370,212	416,685
2:00	2,237		5,334	9,165	5,439	8,947		2,193		2,640	1,257	11,061						368,414	416,685
2:30	2,237		7,131	9,165	5,439	5,381		2,193		2,640	1,257	17,025				1,524		362,694	416,685
3:00	2,237		5,334	7,064	5,439	5,381		1,212		2,640	1,257	7,601				1,524		376,996	416,685
3:30	5,490		5,334	7,064	5,439	5,381		1,212		2,640	1,257	7,601				1,524		373,743	416,685
4:00	6,471		6,276	7,064	3,342	9,980	4,023	1,212		4,299		3,002						371,015	416,685
4:30	6,471		980	7,064	3,342	7,098	4,023	1,212		2,640		3,002						380,853	416,685
5:00	3,691			8,518	3,342	1,454	3,042	1,212		3,852		6,004						385,571	416,685
5:30	2,434			10,396	3,342	5,587	3,042	1,212		2,640		10,138						377,894	416,685
6:00	1,454			8,936	3,342		3,042	4,968		2,640								392,304	416,685
6:30	1,454			7,679	1,659		3,042	1,212		2,640								398,999	416,685
7:00				3,113			3,042	2,872		2,640								405,019	416,685
7:30				1,659	2,882		4,255	1,212		2,640								404,037	416,685
8:00				1,659	2,882	1,988	4,255			1,036		1,862						403,004	416,685
8:30				1,659	2,882		4,255			1,036								406,853	416,685
9:00							4,255			1,036								411,395	416,685
9:30							4,255			1,036								411,395	416,685
10:00							1,212											415,473	416,685
10:30							1,212											415,473	416,685
11:00																		416,685	416,685
11:30																		416,685	416,685
Tot Avg	2,155	269	2,642	9,033	3,373	3,975	2,354	1,048	120	2,431	756	4,154	504		375	312		383,184	416,685
Max	9,014	2,016	10,173	26,553	8,805	28,769	5,682	4,968	2,047	6,392	2,292	22,396	5,334		3,002	1,524		416,685	
std.dev	3,039	573	3,211	8,412	3,169	5,672	2,281	1,110	471	1,925	996	5,238	1,409		1,003	614		31,389	

Radio & Television Audience Assessment
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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																		416,685	416,685
0:30																		416,685	416,685
1:00																		416,685	416,685
1:30																		416,685	416,685
2:00																		416,685	416,685
2:30																		416,685	416,685
3:00																		416,685	416,685
3:30																		416,685	416,685
4:00																	1,214	415,471	416,685
4:30																	1,214	415,471	416,685
5:00				1,404													1,214	414,066	416,685
5:30				6,948						1,214							1,214	407,309	416,685
6:00	1,404			6,948	1,799			1,214		2,385							1,214	401,720	416,685
6:30		1,736		6,948	1,799	3,343		1,214		2,385					1,214		4,114	393,931	416,685
7:00	4,511			12,234	1,799	3,343	1,799	1,214		2,215						1,214	1,799	386,558	416,685
7:30	4,511			15,577	1,799	3,343	1,799	1,214		2,215						1,214	1,799	383,215	416,685
8:00	7,129			15,516	4,784	8,485	1,799	1,214		2,215						1,214	1,603	372,725	416,685
8:30	7,129			15,516	4,784	5,142	4,417	1,214		2,215						1,214	1,603	373,450	416,685
9:00	13,507			17,532	4,784	7,168	4,417	1,214		2,215			3,445				1,404	360,998	416,685
9:30	13,677			19,331	4,784	11,221	4,417	1,214		2,215			3,445				1,404	354,976	416,685
10:00	15,281			13,501	6,388	22,350	4,417		3,302	2,215		2,411	3,445				1,404	341,971	416,685
10:30	14,066			13,501	6,430	14,954	4,417		3,302	2,215		4,651	3,445				1,404	348,298	416,685
11:00	13,333	1,603		13,501	6,217	11,611	4,417			2,215							1,404	362,383	416,685
11:30	12,332	1,603		16,532	6,217	8,268	4,417			2,215							1,404	363,696	416,685
Noon	7,108	1,603		11,974			1,214	1,214		1,001								392,570	416,685
12:30	4,333	1,603		8,944			1,214	1,214		1,001								398,375	416,685
1:00	7,537	1,603		8,355			1,214	1,214										396,762	416,685
1:30	4,333	1,603		8,355		1,921	1,214	1,214										398,044	416,685
2:00	1,171	1,603		8,333		2,537	1,214											401,827	416,685
2:30	1,171	1,603		8,333		4,458	1,214									1,214		398,692	416,685
3:00		1,603		7,730		5,880	1,214											400,258	416,685
3:30		1,603		7,730		2,537	1,214			1,736								401,865	416,685
4:00		2,775		7,730	1,404		2,817			1,736								400,223	416,685
4:30		2,775		7,730	1,404		2,817			1,736								400,223	416,685
5:00				7,730	1,404		2,817			1,736								402,997	416,685
5:30				9,333	1,404		2,817			1,736								401,394	416,685
6:00				8,330		1,921	2,817	1,626										401,991	416,685
6:30				8,330		1,921	2,817											403,617	416,685
7:00				8,330			1,214											407,141	416,685
7:30				5,112			1,214											410,359	416,685
8:00				5,112														411,573	416,685
8:30				5,112														411,573	416,685
9:00				4,111														412,574	416,685
9:30				4,111														412,574	416,685
10:00				4,111					1,736	1,214	1,626							407,998	416,685
10:30				4,111						1,214								411,360	416,685
11:00																	1,214	415,471	416,685
11:30																	1,214	415,471	416,685
Tot Avg	2,761	486		6,959	1,192	2,508	1,362	337	174	859	34	147	287		51	101	580	398,847	416,685
Max	15,281	2,775		19,331	6,430	22,350	4,417	1,626	3,302	2,385	1,626	4,651	3,445		1,214	1,214	4,114	416,685	
std.dev.	4,742	835		5,534	2,082	4,640	1,596	562	705	995	235	750	962		245	339	857	19,941	

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																		416,685	416,685
0:30																		416,685	416,685
1:00																		416,685	416,685
1:30																		416,685	416,685
2:00																		416,685	416,685
2:30																		416,685	416,685
3:00																		416,685	416,685
3:30																		416,685	416,685
4:00				4,013														412,672	416,685
4:30				4,013														412,672	416,685
5:00				5,563						1,209								409,913	416,685
5:30				6,840			2,297	2,297		2,705								402,547	416,685
6:00				6,594				2,297		4,255								403,540	416,685
6:30				14,336		7,006				5,532								389,811	416,685
7:00	3,597			12,786		7,006	2,216			10,316					3,703			377,062	416,685
7:30	2,047			14,281		7,006	4,513			10,316					3,703			374,820	416,685
8:00	5,092	2,047		12,731	1,550	17,268	6,063	1,209		6,755					3,703			360,267	416,685
8:30	5,092	2,047		12,731	1,550	20,971	6,063	2,759		8,635					3,703			353,134	416,685
9:00	5,092	2,047		18,349	1,550	20,971	8,379	2,759		8,635		7,540			3,703			337,661	416,685
9:30	5,092	4,093		18,349	1,550	20,971	8,379	3,343		8,635		7,540			3,703			335,030	416,685
10:00	3,597	2,047		18,349	1,550	16,059	12,501			8,635					3,703			350,245	416,685
10:30	3,597	2,047		24,097	1,550	16,059	10,455			8,635					3,703			346,543	416,685
11:00	5,390	2,047		26,144	1,550	16,059	10,455			6,755								348,286	416,685
11:30	5,390	2,047		29,741	1,550	16,059	10,455			6,755								344,689	416,685
Noon	3,324			28,217		7,006	2,216			2,991								372,930	416,685
12:30	3,324			24,095		7,006	2,216			2,991								377,053	416,685
1:00	3,324			22,599		9,866	2,297			2,991								375,608	416,685
1:30	3,324			21,049		7,006	2,297			1,495								381,513	416,685
2:00	2,047			12,073		12,105	2,297			1,495								386,668	416,685
2:30	2,047			14,149		7,006	2,297			1,495								389,692	416,685
3:00	2,047			16,029		7,006	2,297			1,495								387,812	416,685
3:30	2,047			10,026		7,006	2,297			1,495								393,814	416,685
4:00	2,047			10,026				2,047		1,495								401,070	416,685
4:30	2,047			10,026				2,047		1,495								401,070	416,685
5:00	2,047			10,026						1,495								403,117	416,685
5:30	2,047			12,073						1,495								401,070	416,685
6:00	2,047			12,073						1,495								401,070	416,685
6:30	2,047			12,073						1,495								401,070	416,685
7:00				12,073		7,146		2,216										395,250	416,685
7:30				12,073		2,047												402,565	416,685
8:00				13,866														402,819	416,685
8:30				12,073														404,612	416,685
9:00				12,073						1,209								403,403	416,685
9:30				12,073						1,209								403,403	416,685
10:00				2,047				2,316										412,322	416,685
10:30				8,579														408,106	416,685
11:00				3,840				1,209										411,636	416,685
11:30				2,047				1,209										413,429	416,685
Tot Avg	1,620	384		11,129	258	4,972	2,083	536		2,617		314			617			392,156	416,685
Max	5,390	4,093		29,741	1,550	20,971	12,501	3,343		10,316		7,540			3,703			416,685	
std.dev.	1,874	911		8,062	584	6,847	3,457	992		3,280		1,523			1,395			24,067	

TV Audiences by Half-Hour Slots – 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	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00												2,144	414,541	416,685
2:30												2,144	414,541	416,685
3:00												2,144	414,541	416,685
3:30												2,144	414,541	416,685
4:00												2,144	414,541	416,685
4:30												4,153	412,532	416,685
5:00	2,009											4,153	410,523	416,685
5:30	3,508											4,153	409,024	416,685
6:00	3,508											6,298	406,879	416,685
6:30		3,508										6,298	406,879	416,685
7:00	3,828											4,289	408,568	416,685
7:30	1,819											4,289	410,577	416,685
8:00	3,319	1,447										4,289	407,630	416,685
8:30	1,500	1,447										4,289	409,449	416,685
9:00	3,644	5,091					1,447					4,289	402,213	416,685
9:30	8,410	6,591					1,447					4,289	395,947	416,685
10:00	7,827	6,591					1,447					6,433	394,386	416,685
10:30	7,827	6,591					1,447					6,433	394,386	416,685
11:00	6,328	5,091					1,447					10,512	393,307	416,685
11:30	6,328	3,591					1,447					10,512	394,807	416,685
Noon	15,396	1,447					1,447					7,880	390,515	416,685
12:30	13,577	1,447			4,003	1,447						7,880	388,331	416,685
1:00	15,799	4,183			4,647							7,670	384,386	416,685
1:30	15,799	4,183			4,647							7,670	384,386	416,685
2:00	15,799	5,683	1,819	1,500	4,647							9,117	378,120	416,685
2:30	15,799	4,447	1,819	1,170	4,647							7,880	380,922	416,685
3:00	14,153	5,894		1,170	4,647							16,691	374,129	416,685
3:30	11,931	4,394			4,647							15,244	380,469	416,685
4:00	6,405	4,394			4,647							6,433	394,805	416,685
4:30	6,405	2,947			4,647							6,433	396,252	416,685
5:00	11,536	2,947										7,880	394,321	416,685
5:30	11,536	2,947	1,981									7,880	392,341	416,685
6:00	16,892	4,447	3,266									16,120	375,961	416,685
6:30	21,847	17,261	1,447									21,198	354,932	416,685
7:00	22,844	16,488	1,981									24,185	351,188	416,685
7:30	15,757	48,145	17,133									24,165	311,485	416,685
8:00	114,089	7,155	4,874		1,500							19,084	269,982	416,685
8:30	47,818	12,335	10,015		1,500					2,144		35,883	306,990	416,685
9:00	41,920	8,655	10,015		1,500				2,222	2,144		50,814	299,414	416,685
9:30	23,575	7,155	5,526		1,500				2,222	2,144		48,002	326,561	416,685
10:00	15,199	5,420							2,222	2,144		40,105	351,594	416,685
10:30	8,479	3,440							2,222	2,144		31,985	368,414	416,685
11:00	1,981	3,440										9,749	401,516	416,685
11:30		3,440										4,203	409,042	416,685
Total Avg.	11,341	4,630	1,247	80	983	241			185	223		11,032	386,721	416,685
maximum	114,089	48,145	17,133	1,500	4,647	1,447			2,222	2,144		50,814	416,685	
std.dev.	18,299	7,544	3,265	316	1,795	545			621	662		12,196	34,114	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00													416,685	416,685
3:30													416,685	416,685
4:00													416,685	416,685
4:30													416,685	416,685
5:00													416,685	416,685
5:30													416,685	416,685
6:00													416,685	416,685
6:30		1,976											414,709	416,685
7:00		1,976											414,709	416,685
7:30		1,976										1,443	413,266	416,685
8:00		1,976										2,236	412,474	416,685
8:30		1,976										2,236	412,474	416,685
9:00		1,976											414,709	416,685
9:30	2,139	1,976											412,570	416,685
10:00	2,139	1,976											412,570	416,685
10:30	2,139	1,976											412,570	416,685
11:00	2,139	1,976											412,570	416,685
11:30	2,139	1,976											412,570	416,685
Noon	1,496	4,211				1,976							409,002	416,685
12:30	1,496	4,211				1,976							409,002	416,685
1:00	1,496	7,258	1,496		1,167	1,976				2,139			401,152	416,685
1:30	1,496	5,119	1,496		2,401	1,976				2,139		4,750	397,308	416,685
2:00		6,615	1,496		2,401	1,976						4,750	399,447	416,685
2:30		6,615	1,496		1,167	1,976						3,307	402,124	416,685
3:00	16,273	8,111	1,496		1,167	1,976						4,294	383,367	416,685
3:30	11,813	8,111	1,496		1,167	1,976						15,176	376,945	416,685
4:00	6,371	5,448	1,496			1,976						8,462	392,932	416,685
4:30	2,940	3,951	1,496			1,976						7,521	398,801	416,685
5:00	9,480	3,951	2,729	1,496		1,976						9,496	387,556	416,685
5:30	10,647	6,168	2,729	1,496		1,976						9,496	384,172	416,685
6:00	15,178	6,168	4,856	1,496	1,167							17,278	370,541	416,685
6:30	17,690	20,110	2,401									19,201	357,284	416,685
7:00	22,756	22,249	6,023									30,125	335,533	416,685
7:30	18,882	60,494	27,983									31,808	277,518	416,685
8:00	108,517	13,306	3,844			1,167				2,236		43,545	244,070	416,685
8:30	40,497	7,156	3,844							2,236		83,930	279,021	416,685
9:00	27,119	7,156	2,611							2,236		112,121	265,442	416,685
9:30	21,526	5,181	2,611							2,236		110,980	274,152	416,685
10:00	1,167	1,731								2,236		65,845	345,707	416,685
10:30	1,167	1,731								2,236		51,934	359,618	416,685
11:00		1,731								2,236		10,756	401,963	416,685
11:30												3,993	412,692	416,685
Total Avg.	7,265	4,969	1,492		94	246	494			326	89	13,639	388,072	416,685
maximum	108,517	60,494	27,983		1,496	2,401	1,976			2,236	2,139	112,121	416,685	
std.dev.	17,376	9,456	4,171		366	598	865			797	432	27,396	46,044	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00													416,685	416,685
3:30													416,685	416,685
4:00													416,685	416,685
4:30													416,685	416,685
5:00													416,685	416,685
5:30													416,685	416,685
6:00													416,685	416,685
6:30													416,685	416,685
7:00												1,893	414,792	416,685
7:30												1,893	414,792	416,685
8:00		1,893										3,943	410,849	416,685
8:30		1,893										3,943	410,849	416,685
9:00	2,393	1,893										1,383	411,016	416,685
9:30	3,574	1,893										1,383	409,834	416,685
10:00	3,574	3,075											410,036	416,685
10:30	3,574	3,075											410,036	416,685
11:00	2,364	5,364											408,957	416,685
11:30	2,364	5,364											408,957	416,685
Noon	1,182	1,893										1,434	412,176	416,685
12:30	1,182	1,893										1,434	412,176	416,685
1:00		1,893										2,817	411,975	416,685
1:30		1,893										3,936	410,856	416,685
2:00		1,893										15,807	398,985	416,685
2:30		1,893										11,090	403,701	416,685
3:00	6,027	1,893										10,680	398,084	416,685
3:30		1,893										9,972	404,820	416,685
4:00	1,182	3,327	1,182				1,434					13,991	395,570	416,685
4:30	1,182	3,327	1,182				1,434					13,991	395,570	416,685
5:00	3,075	3,327	5,374				1,434					17,462	386,013	416,685
5:30	3,075	3,327	5,374				1,434					16,028	387,447	416,685
6:00	6,630	5,451	15,001	2,050			4,615	1,434				24,999	356,505	416,685
6:30	8,490	12,461	10,792	2,050				1,434				28,230	353,228	416,685
7:00	7,107	11,027	12,175					1,434				24,155	360,787	416,685
7:30	13,068	40,441	37,511									27,257	298,409	416,685
8:00	87,294	28,014	10,051		4,068							27,766	259,492	416,685
8:30	27,168	40,930	8,393		4,068					1,658		54,878	279,589	416,685
9:00	15,938	38,568	7,009	2,142					2,852	1,658		57,129	291,388	416,685
9:30	9,788	16,968	5,576						2,852	1,658		56,615	323,228	416,685
10:00	3,042	5,331	2,050						2,852	1,658		48,327	353,426	416,685
10:30	1,658	3,042	2,050						2,852	1,658		46,668	358,757	416,685
11:00		1,383										17,264	398,038	416,685
11:30		1,383										3,576	411,726	416,685
Total Avg.	4,478	5,373	2,577	130	170	96	209	238	173			11,457	391,784	416,685
maximum	87,294	40,930	37,511	2,142	4,068	4,615	1,434	2,852	1,658			57,129	416,685	
std.dev.	13,218	10,311	6,356	509	822	666	511	797	512			16,716	39,889	

Radio & Television Audience Assessment
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TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00												1,783	414,902	416,685
3:30												1,783	414,902	416,685
4:00												1,783	414,902	416,685
4:30												1,783	414,902	416,685
5:00	1,904		3,447									1,783	409,550	416,685
5:30	1,904		3,447									1,783	409,550	416,685
6:00			3,447									1,783	411,454	416,685
6:30	1,758	2,170	3,447									1,783	407,526	416,685
7:00	1,758	2,170	3,447									1,783	407,526	416,685
7:30	1,758	4,992	5,231									1,783	402,921	416,685
8:00	10,283	2,170	8,321									1,285	394,627	416,685
8:30		2,170	9,360									13,565	391,590	416,685
9:00	2,699	2,170	9,360									12,281	390,176	416,685
9:30	2,699	2,170	8,321									12,281	391,215	416,685
10:00	2,699	2,170	4,874	1,904								10,015	395,024	416,685
10:30	2,699	2,170	4,874	1,904								10,015	395,024	416,685
11:00	4,869		4,874	1,904								5,044	399,994	416,685
11:30	4,869		4,874	1,904								5,044	399,994	416,685
Noon	4,869	1,285	7,197									5,290	398,044	416,685
12:30	2,699	1,285	5,913									7,512	399,276	416,685
1:00	2,699	4,493	5,913			1,098						6,497	395,986	416,685
1:30	2,699	4,493	5,913			1,098						4,275	398,208	416,685
2:00	1,285	3,208	5,913			1,098						6,058	399,124	416,685
2:30	1,285	3,208	5,913			1,098						11,186	393,996	416,685
3:00	15,021	3,208	7,902			1,098						13,782	375,674	416,685
3:30	9,756	3,208	7,902		2,222	2,137						14,880	376,580	416,685
4:00	2,324	1,039	6,158		2,222	1,098						17,839	386,006	416,685
4:30	2,324	1,039	4,874									23,344	385,105	416,685
5:00	6,300	1,039	4,874									25,334	379,138	416,685
5:30	6,300	1,039	4,874									20,869	383,604	416,685
6:00	16,026	10,469	6,863		1,285		1,098					23,508	357,436	416,685
6:30	26,064	21,459	10,138		1,285							24,128	333,612	416,685
7:00	28,337	21,943	11,191									37,235	317,979	416,685
7:30	21,575	68,118	31,876									35,565	259,552	416,685
8:00	119,877	15,699	12,277									29,060	239,772	416,685
8:30	37,379	11,657	23,978		6,710							45,628	291,334	416,685
9:00	17,850	14,931	24,159		6,710							47,649	305,386	416,685
9:30	7,879	6,743	20,690		6,710				1,758			47,598	325,307	416,685
10:00	1,758	2,616	6,205		1,098				1,758			32,115	371,134	416,685
10:30	1,758		6,205		1,098				1,758	1,758		23,437	380,670	416,685
11:00			1,332							1,758		8,783	404,812	416,685
11:30										1,758		3,662	411,264	416,685
Total Avg.	7,833	4,678	6,366	159	611	182	23		110	110		12,554	384,060	416,685
maximum	119,877	68,118	31,876	1,904	6,710	2,137	1,098		1,758	1,758		47,649	416,685	
std.dev.	18,493	10,769	6,713	532	1,680	466	158		430	430		13,671	41,124	

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	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00													416,685	416,685
3:30													416,685	416,685
4:00													416,685	416,685
4:30													416,685	416,685
5:00													416,685	416,685
5:30													416,685	416,685
6:00	2,547												414,138	416,685
6:30	2,547												414,138	416,685
7:00		1,257											415,428	416,685
7:30	2,547	1,257											412,881	416,685
8:00		2,513											414,172	416,685
8:30		2,513			1,988								412,184	416,685
9:00	1,212	2,513			1,988								410,972	416,685
9:30	1,212	1,257	1,257		1,988								410,972	416,685
10:00	4,255	1,257	1,257		1,988								407,929	416,685
10:30	4,255	2,513											409,917	416,685
11:00	4,255	2,513										3,565	406,352	416,685
11:30	4,255	2,513										3,565	406,352	416,685
Noon	2,469	5,013	2,968										406,235	416,685
12:30	2,469	5,013	2,968										406,235	416,685
1:00	4,761	5,013	980									2,097	403,834	416,685
1:30	4,761	5,013	4,070										402,841	416,685
2:00	7,662	7,508	2,193									2,710	396,612	416,685
2:30	7,662	7,508	980			1,212						2,710	396,612	416,685
3:00	16,120	5,013	1,659			1,212						5,405	387,276	416,685
3:30	9,402	6,048										5,405	395,830	416,685
4:00	3,217	5,013										11,400	397,055	416,685
4:30	4,430	5,013										12,436	394,807	416,685
5:00	6,015	6,225										14,266	390,179	416,685
5:30	6,015	7,261	1,036									16,632	385,742	416,685
6:00	13,160	8,920	5,176									21,365	368,063	416,685
6:30	23,154	16,553	6,157									23,912	346,908	416,685
7:00	19,067	15,266	6,157			1,878						28,187	346,129	416,685
7:30	13,556	53,510	26,704			1,878						28,614	292,424	416,685
8:00	108,487	10,019	7,855									34,190	256,134	416,685
8:30	77,781	10,178	7,855					1,454				42,519	276,899	416,685
9:00	77,623	7,689	4,736					1,454				55,413	269,771	416,685
9:30	71,945	7,689	2,939					1,454				51,851	280,808	416,685
10:00	56,182	4,128	1,257					1,454				44,536	309,129	416,685
10:30	52,727	4,128	1,257					1,454				32,833	324,287	416,685
11:00	5,940						1,878					20,262	388,606	416,685
11:30	3,042											10,204	403,439	416,685
Total Avg.	13,015	4,746	1,864		166	129	39	151				9,877	386,698	416,685
maximum	108,487	53,510	26,704		1,988	1,878	1,878	1,454				55,413	416,685	
std.dev.	24,775	8,233	4,264		555	442	271	449				15,395	45,332	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight												1,404	415,281	416,685
0:30												2,576	414,109	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00													416,685	416,685
3:30													416,685	416,685
4:00												1,404	415,281	416,685
4:30												1,404	415,281	416,685
5:00													416,685	416,685
5:30													416,685	416,685
6:00													416,685	416,685
6:30		1,626											415,059	416,685
7:00		1,626										4,114	410,945	416,685
7:30		2,797										1,214	412,674	416,685
8:00		2,797										1,214	412,674	416,685
8:30		2,797										1,214	412,674	416,685
9:00		2,797	1,799									1,214	410,875	416,685
9:30		2,797	1,799									1,214	410,875	416,685
10:00		2,797	1,799							1,814		2,215	408,060	416,685
10:30		2,797	1,799							1,814		2,215	408,060	416,685
11:00		2,797	1,799							1,814		3,429	406,846	416,685
11:30		2,797	1,799							1,814		3,429	406,846	416,685
Noon	2,343	1,626	1,799							1,814		3,429	405,674	416,685
12:30	2,343	1,626	1,799							1,814		3,429	405,674	416,685
1:00	4,121	1,626	1,799						1,603	1,814		6,112	399,609	416,685
1:30	4,121	1,626	1,799		1,978				2,775	1,814		6,112	396,460	416,685
2:00	10,970	1,626	1,799		1,978				2,775	1,814		9,455	386,268	416,685
2:30	10,970	1,626	1,799		1,978				2,775	1,814		9,455	386,268	416,685
3:00	10,800	2,840	1,799						2,775	1,814		12,515	384,143	416,685
3:30	7,086	2,840	1,799						2,775	1,814		8,797	391,575	416,685
4:00	2,921	1,626	1,799		1,603				6,215	1,814		18,228	382,479	416,685
4:30	5,861	1,626	1,799	1,214	1,603				6,215	1,814		18,228	378,325	416,685
5:00	2,939	1,626	1,799	1,214	1,603				6,215	1,814		17,389	382,085	416,685
5:30		1,626	1,799	1,214					6,215	1,814		18,390	385,627	416,685
6:00	3,901	3,362	3,203		1,171				4,589	3,550		20,737	376,171	416,685
6:30	1,001	1,626	3,203		1,171				4,589	3,550		33,141	368,404	416,685
7:00	6,477	5,737	3,203			1,978			4,589	3,550		26,876	364,275	416,685
7:30	3,940	51,141	31,809						4,589	3,550		25,250	296,406	416,685
8:00	77,493	2,840	8,889		1,404				1,171	1,814		40,600	282,474	416,685
8:30	55,724	9,211	6,950		1,404					3,628		56,676	283,091	416,685
9:00	50,076	8,757	8,388							3,628		81,345	264,491	416,685
9:30	46,278	8,757	7,388							3,628		81,903	268,731	416,685
10:00	38,686	6,328	7,155							1,814		64,391	298,311	416,685
10:30	37,472	6,328	7,155							1,814		51,638	312,278	416,685
11:00	27,239		1,799									17,048	370,599	416,685
11:30	27,239											13,150	376,295	416,685
Total Avg.	9,167	3,218	2,532	76	331	41			1,247	1,241		14,012	384,821	416,685
maximum	77,493	51,141	31,809	1,214	1,978	1,978			6,215	3,628		81,903	416,685	
std.dev.	17,678	7,452	4,949	297	666	286			2,096	1,293		21,043	44,201	

Radio & Television Audience Assessment
Febt 2018

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xejk	Parliament TV	GO Sports	GO Stars	Melita More	Foreign Station	NONE	TOTAL
MNight													416,685	416,685
0:30													416,685	416,685
1:00													416,685	416,685
1:30													416,685	416,685
2:00													416,685	416,685
2:30													416,685	416,685
3:00													416,685	416,685
3:30													416,685	416,685
4:00													416,685	416,685
4:30													416,685	416,685
5:00													416,685	416,685
5:30													416,685	416,685
6:00													416,685	416,685
6:30													416,685	416,685
7:00		2,047	1,495										413,143	416,685
7:30	1,550	2,047	1,495										411,593	416,685
8:00		2,047	1,495									3,840	409,303	416,685
8:30		5,371	3,792										407,522	416,685
9:00	3,703	3,324	3,792		2,216							5,099	398,551	416,685
9:30	6,959	3,324	3,792		2,216								400,394	416,685
10:00	8,509	3,324	3,792		2,216							5,673	393,171	416,685
10:30	8,509	3,324	3,792		2,216								398,844	416,685
11:00	8,509	3,324	5,001										399,851	416,685
11:30	8,509	1,278	3,792										403,107	416,685
Noon	27,925	3,324	2,297									7,549	375,590	416,685
12:30	19,346	1,278	2,297									7,549	386,216	416,685
1:00	26,146	1,278	2,297		10,164							5,253	371,548	416,685
1:30	24,596	1,278	2,297		10,164							5,253	373,098	416,685
2:00	21,823	1,278	3,792		22,418				1,793			9,557	356,024	416,685
2:30	26,923	3,157	3,792		22,418				1,793			8,348	350,254	416,685
3:00	13,982	3,157	3,792		26,796				5,886			16,873	346,199	416,685
3:30	11,222	3,157	2,297		26,796				5,886			16,873	350,454	416,685
4:00	9,176	5,400	2,297		29,718				4,093			17,790	348,212	416,685
4:30	9,176	5,400	2,297		29,051				4,093			17,790	348,878	416,685
5:00	9,803	5,400	2,297		8,676				3,840			11,175	375,495	416,685
5:30	9,803	5,400	2,297		7,126				3,840			11,175	377,045	416,685
6:00	17,217	7,193	3,506		2,759				1,793		7,006	22,483	354,729	416,685
6:30	17,259	9,240	2,297		9,292				1,793		7,006	23,978	345,821	416,685
7:00	15,379	8,942	2,297		8,082							27,760	354,225	416,685
7:30	9,187	78,059	25,464		1,550							39,029	263,395	416,685
8:00	95,144	25,811	6,088		1,550							40,539	247,553	416,685
8:30	30,209	23,038	12,621		1,550							46,573	302,695	416,685
9:00	27,344	20,793	12,621		4,013							57,920	293,996	416,685
9:30	23,430	14,918	12,621		4,013							53,576	308,128	416,685
10:00	7,587	14,197	2,297			1,278						36,455	354,872	416,685
10:30	2,047	12,121	2,297			1,278						29,214	369,729	416,685
11:00						1,278						15,577	399,830	416,685
11:30						1,278						5,999	409,408	416,685
Total Avg.	10,437	5,901	3,050		4,896	106			725		292	11,435	379,843	416685
maximum	95,144	78,059	25,464		29,718	1,278			5,886		7,006	57,920	416,685	
std.dev.	15,771	12,292	4,517		8,714	357			1,597		1,415	15,609	42,420	

Radio & Television Audience Assessment
Febt 2018

Technical Report

For this assessment some changes were made namely that children over 12 years old could be identified and selected to participate while interviewers followed strict ethical interviewing procedures.

Respondents were also asked how often do they listen to radio during a typical week; this beside the usual question what station/s (up to three stations) did you follow yesterday.

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

For this assessment data was collected between Thursday, 1st February and Saturday 3rd March 2018, both days included. A total for forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For February 2018, 33.8% of all contacted persons accepted to participate while 3.8% refused. The eldest person contacted was 99 years old while the youngest were 12 year olds.

Ineligible are those persons who, although selected, were not residing at the registered household at the time of contact.

For this data-set a response rate of 33.77%, an estimated population size of 416,685 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of ±2.63%.

It is important to note that 2017 benchmark revisions were undertaken by the National Statistics Office for the estimation of migation flows. National methodologies and data sources were reviewed and updated leading to a revision of the time-series data on population counts from 2012-2016. The total resident population as at 31st December 2016 stands at 460,297 and the share of the total population that is foreign stood at 11.8%. [N.S.O. 022/2018 of 12th February 2018].

Response Rate					
	Feb 2018		**Oct 2017**	**Jul 2017**	**Feb 2016**
Responses	**[n.]**	**%**	**%**	**%**	**%**
Accepted	1,240	33.8%	35.6%	37.2%	34.8%
Refusal	138	3.8%	3.4%	3.5%	4.0%
Non Contact	1,642	44.7%	38.5%	42.2%	43.0%
Unreachable	638	17.4%	22.3%	16.8%	17.7%
Ineligible	14	0.4%	0.2%	0.4%	0.6%
Contacted	3,672	100%	100%	100%	100%
Not Used	1,288				
Total	4,960				

Margin of Error [±]						
Population N	416,685					
Response Rate	*33.77%*					
Sample[n]	1,240					
[±]	*2.63%*					
Gender	**Male**	**Female**				
Sample [n]	623	617				
Margin of Error [±]	*3.71%*	*3.73%*				
Age-Group	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	
Sample [n]	181	137	396	310	216	
Margin of Error [±]	*6.89%*	*7.92%*	*4.66%*	*5.26%*	*6.31%*	
District	**South Harbour**	**North Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo & Comino**
Sample [n]	219	389	184	162	198	87
Margin of Error [±]	*6.26%*	*4.70%*	*6.83%*	*7.28%*	*6.59%*	*9.94%*
Weekday	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat** / **Sun**
Sample[n]	164	164	171	184	195	202 / 158
Margin of Error[±]	*7.24%*	*7.24%*	*7.09%*	*6.83%*	*6.64%*	*6.52%* / *6.70%*
						[Based on the weighted sample]

Weighted Sample Profile by Age Groups: By Gender and By Districts

| | Total | Gender | | District | | | | | |
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	181	97	84	27	56	30	20	33	16
	14.6%	15.6%	13.6%	12.2%	14.4%	16.2%	12.1%	16.8%	17.9%
	100.0%	53.6%	46.4%	14.8%	30.9%	16.5%	10.9%	18.4%	8.6%
21-30	137	71	66	25	46	19	22	18	9
	11.1%	11.4%	10.7%	11.2%	11.7%	10.0%	13.6%	8.9%	10.1%
	100.0%	52.0%	48.0%	17.9%	33.2%	13.5%	16.1%	12.8%	6.4%
31-50	396	203	192	66	123	65	50	70	21
	31.9%	32.6%	31.2%	30.3%	31.7%	35.1%	30.9%	35.3%	24.0%
	100.0%	51.4%	48.6%	16.8%	31.2%	16.4%	12.7%	17.7%	5.3%
51-70	310	148	162	58	93	45	45	46	23
	25.0%	23.8%	26.3%	26.5%	23.8%	24.4%	28.0%	23.4%	26.0%
	100.0%	47.8%	52.2%	18.7%	29.9%	14.5%	14.6%	14.9%	7.3%
71+	216	103	113	43	72	26	25	31	19
	17.4%	16.6%	18.3%	19.8%	18.4%	14.2%	15.4%	15.6%	22.0%
	100.0%	47.9%	52.1%	20.0%	33.1%	12.1%	11.6%	14.3%	8.9%
Total	1,240	623	617	219	389	184	162	198	87
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.3%	49.7%	17.7%	31.4%	14.9%	13.1%	16.0%	7.1%

[Count; Col%; Row%]

Population Demoraphics by Age Groups: By Gender and By Districts

| | Total | Gender | | District | | | | | |
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	60,810	32,616	28,193	8,992	18,769	10,033	6,599	11,165	5,251
	14.6%	15.6%	13.6%	12.2%	14.4%	16.2%	12.1%	16.8%	17.9%
	100.0%	53.6%	46.4%	14.8%	30.9%	16.5%	10.9%	18.4%	8.6%
21-30	46,072	23,947	22,124	8,262	15,319	6,219	7,404	5,903	2,965
	11.1%	11.4%	10.7%	11.2%	11.7%	10.0%	13.6%	8.9%	10.1%
	100.0%	52.0%	48.0%	17.9%	33.2%	13.5%	16.1%	12.8%	6.4%
31-50	132,936	68,271	64,665	22,326	41,451	21,754	16,831	23,509	7,064
	31.9%	32.6%	31.2%	30.3%	31.7%	35.1%	30.9%	35.3%	24.0%
	100.0%	51.4%	48.6%	16.8%	31.2%	16.4%	12.7%	17.7%	5.3%
51-70	104,204	49,780	54,423	19,475	31,154	15,138	15,243	15,551	7,642
	25.0%	23.8%	26.3%	26.5%	23.8%	24.4%	28.0%	23.4%	26.0%
	100.0%	47.8%	52.2%	18.7%	29.9%	14.5%	14.6%	14.9%	7.3%
71+	72,664	34,770	37,894	14,536	24,052	8,794	8,417	10,391	6,473
	17.4%	16.6%	18.3%	19.8%	18.4%	14.2%	15.4%	15.6%	22.0%
	100.0%	47.9%	52.1%	20.0%	33.1%	12.1%	11.6%	14.3%	8.9%
Total	416,685	209,385	207,300	73,591	130,746	61,938	54,495	66,520	29,395
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.3%	49.7%	17.7%	31.4%	14.9%	13.1%	16.0%	7.1%

[Count; Col%; Row%]

List of Nationwide Radio Stations Licensed	List of Radio Stations ONLY on DigiB+	List of Nationwide Television Stations
Radju Malta	*Bay Easy*	*TVM*
Radju Malta 2	*All Rock*	*ONE*
Magic Radio	*BKR Digital*	*Net TV*
ONE Radio	*Radio Christian Music*	*Smash TV*
Radio 101		*TVM2*
Bay Radio		*iTV*
Calypso Radio		*F Living*
RTK		*Xejk*
Smash Radio		*Owners Best Network*
Radju Marija		*Parliament TV*
Campus FM		
Vibe FM		
XFM		

Radio & Television Audience Assessment
Febt 2018

NSO NATIONAL STATISTICS OFFICE • MALTA	Reference No.: _____ Tel No: _____
	Date of Survey: _____
	Name of Interviewer: _____

Jiena (għid ismek) mill-Uffiċċju Nazzjonali tal-Istatistika. Bħalissa qegħdin nagħmlu stħarriġ f`isem l-Awtorità tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istħarriġ jieħu madwar 5 minuti biex jitlesta.
<< Isem>> ġie/t magħżul/a bil-polza biex jieħu/tieħu sehem fl-istħarriġ. Nista' nkellmu/nkellimha bħalissa?

1. **X'TIP TA' PROGRAMMI TĦOBB TARA FUQ L-ISTAZZJONIJIET LOKALI TAT-TELEVIŻJONI?**
*Immarka kull fejn japplika bejn (1) sa (11), **JEW** risposta waħda bejn (12) sa (16)*

	Code
Aħbarijiet [Lokali u Barranin]	(1)
Diskussjonijiet u Ġrajjiet Kurrenti	(2)
Reliġjużi	(3)
Kulturali u/jew Edukattivi	(4)
Sport	(5)
Drama	(6)
Dokumentarji	(7)
Varjetà [ta' Divertiment] / Comedy / Games	(8)
Għat-Tfal	(9)
Telebejgħ / Teleshopping	(10)
Mużika	(11)
M'għandix sett tat-televiżjoni	**(12)**
Ma narax televiżjoni	**(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 minn 3 stazzjonijiet bejn (1) sa (14) JEW risposta waħda bejn (15) sa (19)

Stazzjonijiet tat-Televiżjoni		Ħin 1		Ħin 2		Ħin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
	Code	Note: Please insert time in 24hour format. E.g. 11:00 – 15:00					
TVM	(1)						
ONE	(2)						
Net	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
Owners' Best	(10)						
Go Sports	(11)						
Go Stars	(12)						
Melita More	(13)						
*Stazzjon ieħor/ barrani (**Ħin**)	(14)						
M'hemmx stazzjon wieħed	**(15)**						
Ma niftakarx	**(16)**						
Ma rajtx televiżjoni	**(17)**						
M'għandix sett tat-televiżjoni	**(18)**						
Mingħajr risposta	**(19)**						

3. **X'TIP TA' SERVIZZ GĦANDEK BIEX TARA IT-TELEVIŻJONI?**
Immarka kull fejn japplika minn (1) sa (6), JEW risposta waħda bejn (7) sa (8)

	Code
Free-to-air [Servizz tat-televiżjoni bla ħlas]	(1)
Paid subscription *[eż..Melita/Go]*	(2)
Satellita	(3)
Netflix / IPTV *[Streaming services]*	(4)
Android box *[Internet based services]*	(5)
Oħrajn *[Streaming on laptop/kompjuter/mobile jew tablet]*	(6)
M'għandix sett tat-televiżjoni	**(7)**
Mingħajr risposta	**(8)**

4. F'ġimgħa tipika kemm –il darba/drabi tisma' r-radju?

	Code
Kuljum/ Kważi kuljum (5-7 darbiet fil- ġimgħa)	(1)
Minn l-inqas darba fil-gimgha (1-4 darbiet fil- ġimgħa)	(2)
Qatt	(3)
Ma nismax radju	**(4)**
M'għandix sett tar-radju)	**(5)**
Mingħajr risposta	**(6)**

5. Liema 3 stazzjonijiet tar-radju smajt l-aktar ilbieraħ u f'liema ħin?

Immarka mhux iktar minn 3 stazzjonijiet bejn (1) sa (18) JEW risposta waħda bejn (19) sa (23)

Stazzjonijiet tar-Radju	Code	Ħin 1		Ħin 2		Ħin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
		Note: Please insert time in 24hour format. Eg. 11:00 – 15:00					
Radju Malta (93.7)	(1)						
Radju Malta 2 (105.9)	(2)						
Magic (91.7)	(3)						
One Radio (92.7)	(4)						
Radio 101 (101.0)	(5)						
Bay Radio (89.7)	(6)						
Calypso Radio (101.8)	(7)						
RTK (103.0)	(8)						
Smash Radio (104.6)	(9)						
Radju Marija (102.3)	(10)						
Campus FM (103.7)	(11)						
Vibe FM (88.7)	(12)						
X FM (100.2)	(13)						
All Rock	(14)						
Bay Easy	(15)						
BKR Digital	(16)						
Radio Christian Music	(17)						
*Radju tal-Komunità **(Ħin)**	*(18a)						
*Radju tal-Komunità (**Speċifika l-isem**)	*(18b)	_____		_____		_____	
Stazzjon ieħor **(Ħin)	**(19a)						
Stazzjon ieħor **(Speċifika l-isem)	**(19b)						
M'hemmx stazzjon wieħed	**(20)**						
Ma niftakarx	**(21)**						
Ma smajtx radju	**(22)**						
M'għandix sett tar-radju *(if this option is chosen skip Q6 and Q7)*	**(23)**						
Mingħajr risposta	**(24)**						

6. Biex tisma' r-radju, inti għandek DAB+?

Jekk ir-risposta tkun IVA mur Q6 u mmarka risposta waħda biss

Iva	(1)
Le	(2)
Ma Nafx	(3)
Mingħajr risposta	**(4)**

7. Jekk għandek DAB+, dan biex tisma' kontenut lokali jew kontenut ta' barra?

Immarka risposta waħda biss

Lokali biss	(1)
Ta' barra biss	(2)
Kemm lokali kif ukoll ta' barra	(3)
Ma nuzahx	**(4)**
Mingħajr risposta	(5)

Tifsira ta' DAB+ (Digital Audio Broadcasting) *Mezz Diġitali kif tisma' r-radju (m'hemmx AM jew FM). Meta taqleb minn stazzjon għall-ieħor, l-istazzjon ikun ċar mill-ewwel u ma jkunx hemm textix sakemm taqleb l-istazzjonijiet.*

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

8. Inti raġel jew mara?

Raġel	(1)
Mara	(2)

9. Kemm għandek età?

10. F'liema lokalità toqgħod?

Grazzi tal-ħin tiegħek.