



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL – JUNE 2010**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2009 – September 2010 that is representative of the whole population. This report contains the analysis of these interviews for the period **1st April to 30th June 2010**.

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

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

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

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

Part Two of the report details the tables and figures for the third quarter of this broadcasting season; i.e. for April to June 2010. For each set of data analysis two sets of tables are given: unweighted and weighted tables. Although the data is representative of the local population, as expected the total responses of each demographic factor were not proportional to the selected sample for this period. For this reason a weighting was given to each respondent, depending on their demographic characteristics, so that the final analysis would be representative of the chosen sample. In the calculation of the weighted data, the totals may not tally due to the rounding-off of numbers.

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

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

During this assessment period the FIFA World Cup Championship was held in South Africa with the first match being held on Friday 11th June; ending on 11th July with the final match – this assessment takes into consideration data collected up to 30th June 2010.

1. METHODOLOGY AND SAMPLE COLLECTION

Data is to be collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st October 2009 to 30th September 2010. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

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

A further modification made is the inclusion of those respondents who are deceased or live in an institution. These have been classified as 'ineligible'; previously such cases were classified as non-contact.

For the period April-June 2010, 1819 individuals [58.53% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 0.76% higher than that of the previous assessment period of January-March 2010. Table 1.1 below gives a breakdown of responses achieved:

TABLE 1.1: SURVEY RESPONSE RATE

RESPONSE	JAN-MAR 2010		APR-MAY 2010	
	No.	%	No.	%
Accepted	1800	57.77%	1819	58.53%
Refused	129	4.14%	95	3.06%
Non-Contact	649	20.83%	605	19.47%
Unreachable	538	17.27%	565	18.18%
Ineligible			24	0.77%
CONTACTED	3116	100.0%	3108	100.0%
Not used	564		572	
TOTAL	3680		3680	

BY WEEKDAY	No.	%	Actual		Weighted	
Mon	260	14.44	259	14.24	261	14.36
Tue	260	14.44	262	14.40	263	14.44
Wed	259	14.39	258	14.18	260	14.27
Thu	240	13.33	262	14.40	265	14.55
Fri	261	14.50	256	14.07	253	13.90
Sat	260	14.44	260	14.29	257	14.12
Sun	260	14.44	262	14.40	261	14.36
	1800	100.0%	1819	100.0%	1819	100.0%

BY MONTH	No.	%	Actual		Weighted	
Jan:621	34.50%	Apr:579	31.83%	585	32.15%	
Feb:559	31.06%	May:618	33.97%	616	33.89%	
Mar:620	34.44%	Jun:622	34.19%	618	33.96%	
	1800	100.0%	1819	100.0%	1819	100.0%

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

1.1 The Accuracy of the Results

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

For the period of April-June 2010, with a response rate of 58.53%, a population size of 410290 [aged 12 years and over]¹, and a 95% confidence level, the sample of 1819 interviewees has a margin of error of **± 2.26%**.

1.2 Comparison to Previous Assessments and Absolute Data

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

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

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

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

	Population ^a	WEIGHTED SAMPLE APR-JUN 2010		Weighted Sample Jan-Mar 2010	
		N %	n%	+/-	n%
Age					
12 - 14	4.19	4.35	+0.16	4.91	0.72
15 - 24	16.02	17.66	+1.64	17.96	1.94
25 - 29	8.61	7.72	-0.89	7.64	-0.97
30 - 49	30.64	32.09	+1.45	31.54	0.90
50 - 64	24.52	22.62	-1.90	22.44	-2.08
65 - 79	12.36	12.33	-0.03	12.11	-0.25
80 +	3.66	3.24	-0.42	3.40	-0.26
	100%	100%		100%	
Gender					
Males	49.57	56.57	+7.00	49.28	-0.29
Females	50.43	43.43	-7.00	50.72	0.29
	100%	100%		100%	
Region					
Southern Harbour	19.79	22.86	+3.07	19.69	-0.10
Northern Harbour	29.58	27.58	-2.00	29.53	-0.05
South Eastern	14.65	15.46	+0.81	14.47	-0.18
Western	13.99	17.24	+3.25	13.39	-0.60
Northern	14.36	13.64	-0.72	14.56	0.20
Gozo and Comino	7.63	3.22	-4.41	8.36	0.73
	100%	100%		100%	

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

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

2. SAMPLE PROFILE

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

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

Respondents' Age:	Minimum	Maximum	Range
October – December 2008	12	99	87 years
January – March 2009	12	91	79 years
April – June 2009	12	96	84 years
July – September 2009	12	96	84 years
October – December 2009	12	91	79 years
January – March 2010	12	93	81 years
April – June 2010	12	94	82 years

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

TABLE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [APR-JUN-MAR 2010]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	79	45	34	18	22	12	14	11	3
	4.3%	4.8%	3.9%	4.8%	4.2%	4.7%	5.5%	4.2%	1.6%
	100.0%	56.6%	43.4%	22.9%	27.6%	15.5%	17.2%	13.6%	3.2%
15-24	321	167	154	60	84	51	45	52	30
	17.7%	18.0%	17.3%	15.8%	16.1%	19.6%	17.9%	20.2%	19.5%
	100.0%	52.1%	47.9%	18.6%	26.2%	15.9%	13.9%	16.0%	9.4%
25-29	140	79	61	33	35	21	22	20	11
	7.7%	8.5%	6.9%	8.8%	6.6%	8.0%	8.7%	7.7%	6.9%
	100.0%	56.4%	43.6%	23.6%	24.6%	14.8%	15.4%	14.0%	7.6%
30-49	584	302	282	110	160	88	83	101	41
	32.1%	32.5%	31.6%	29.0%	30.7%	33.8%	33.5%	39.5%	26.8%
	100.0%	51.7%	48.3%	18.8%	27.4%	15.1%	14.3%	17.3%	7.1%
50-64	411	198	213	93	125	55	55	46	38
	22.6%	21.4%	23.9%	24.5%	24.0%	21.2%	22.1%	17.9%	24.3%
	100.0%	48.2%	51.8%	22.5%	30.4%	13.4%	13.4%	11.1%	9.2%
65-79	224	108	116	47	80	28	23	22	24
	12.3%	11.7%	13.0%	12.5%	15.3%	10.9%	9.3%	8.5%	15.6%
	100.0%	48.3%	51.7%	21.1%	35.5%	12.6%	10.3%	9.7%	10.8%
80+	59	28	31	18	16	5	7	5	8
	3.2%	3.0%	3.5%	4.8%	3.0%	1.9%	2.9%	1.9%	5.2%
	100.0%	47.0%	53.0%	30.6%	26.7%	8.4%	12.4%	8.2%	13.7%
Total	1819	927	892	379	521	260	249	255	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count / Col% / Row %]

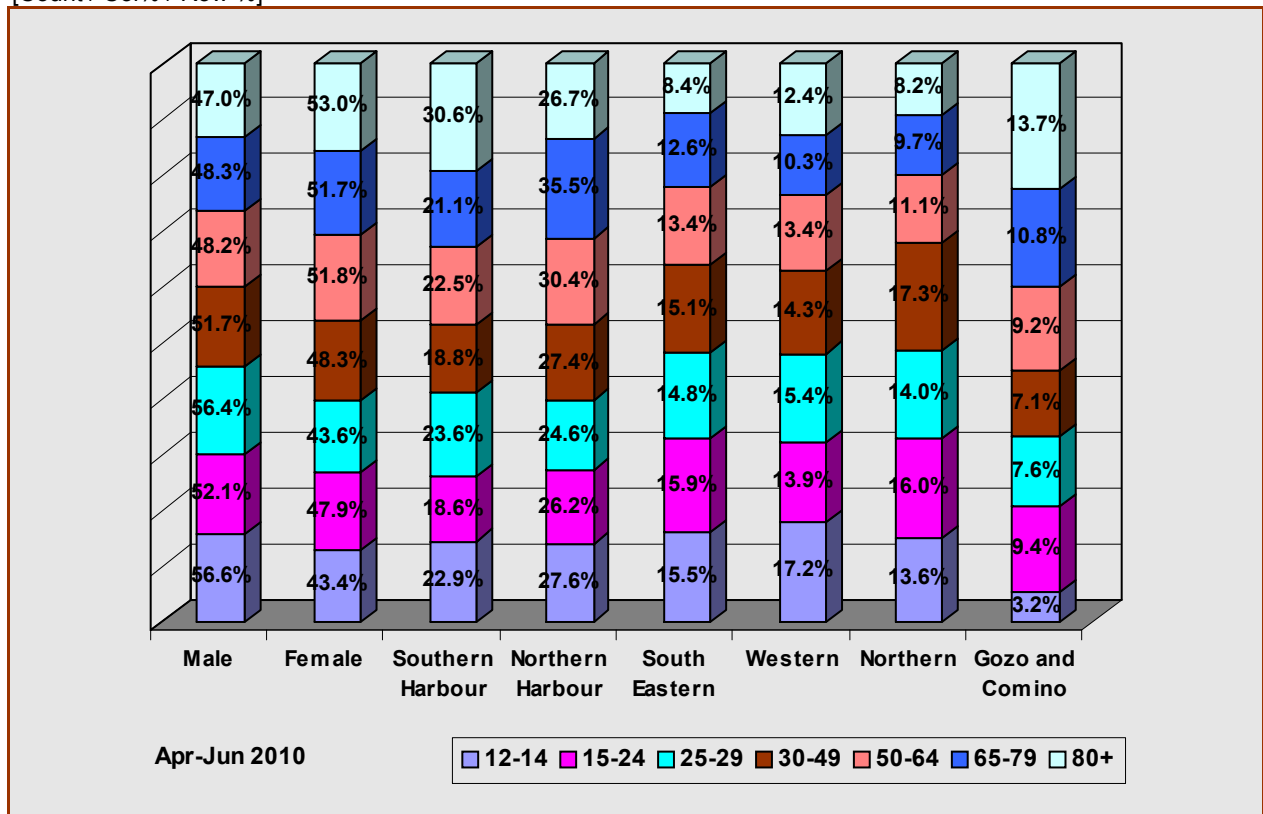


FIGURE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [APR-JUN 2010]

3. LISTENING AND VIEWING PATTERNS

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

3.1 Radio Reach by Demographics

This data has been repeatedly monitored since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed – reaching its lowest mark of 1.034% during the assessment period October-December 2009; while regular radio listening was maintained with just over/under the 50% level. There was a 5.281% increase over the same period last year – see summary Table and Figure 3.1 below and Tables 3.1-3 [and 3.1a-3.3a for weighted data] in Part Two.

TABLE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006 – APR/JUN 2010]

[Actual]	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners	1% =
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%	3558
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%	3558
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%	3558
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%	3558
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%	3594
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%	3594
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%	3594
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%	3594
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	3633
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%	3633
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%	3633
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%	3633
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%	3633
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%	3633
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%	3633

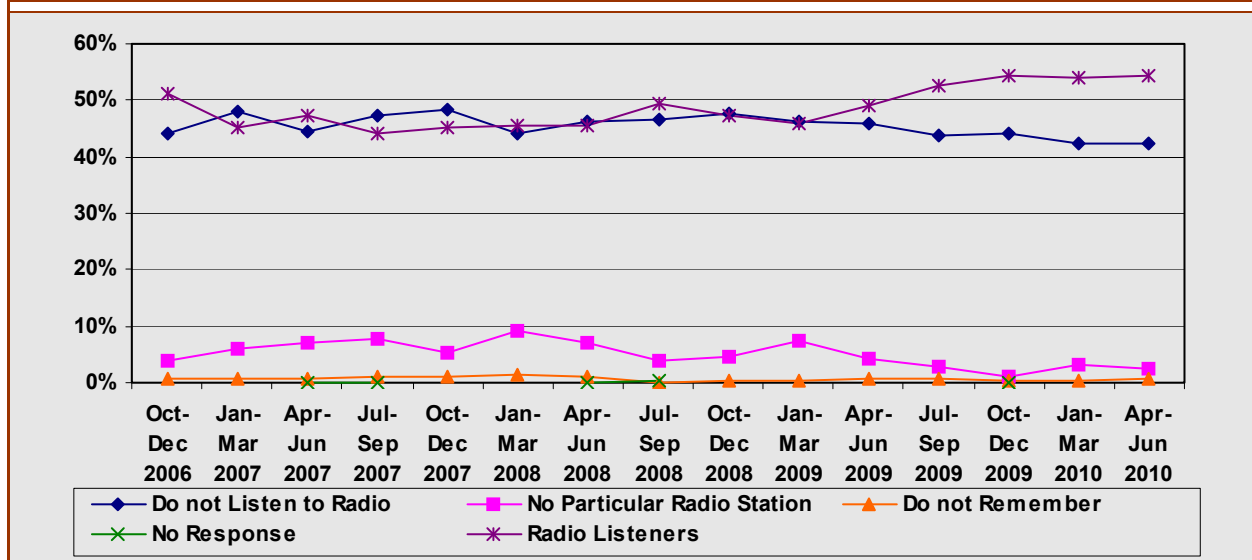


FIGURE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006 – APR/JUN 2010]

The total number of radio listeners [i.e. excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – **and excluding the amount of time followed by each listener**] were analysed by broadcasting station and the data is summarised in Table and Figure

3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Similar to previous assessment periods the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining the highest percentage average of 20.1% of total listeners; ONE Radio obtained the second overall average of 12.8%; while Calypso Radio attained the third best average audience reach of 10.3% of all radio listeners. Interesting to note that the audience-reach of Bay Radio totals 87% of the total audiences of the next two radio stations added together; i.e. ONE Radio and Calypso Radio.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2008-2009-2010]

[Weighted]	Apr-Jun 2008	Apr-Jun 2009	Apr-Jun 2010
Radju Malta	6.5	6.3	7.6
Radju Parlament 106.6	0.6	0.8	0.5
Magic Radio	5.5	6.6	8.0
ONE Radio	20.2	15.9	12.8
Radio 101	5.8	4.3	4.3
Bay Radio	17.1	23.2	20.1
Calypso Radio	11.6	10.4	10.3
RTK	8.1	8.9	6.5
Smash Radio	3.2	3.1	4.6
Radju Marija	6.2	8.4	6.9
Campus FM	1.0	0.9	0.6
Vibe FM [ex-Capital Radio]	4.7	3.1	9.0
XFM	6.8	4.0	5.1
Community Stations	2.0	3.0	3.0
Foreign/Other Station	0.7	0.9	0.8
	100.0%	100.0%	100.0%
1% =	1632	1785	1987

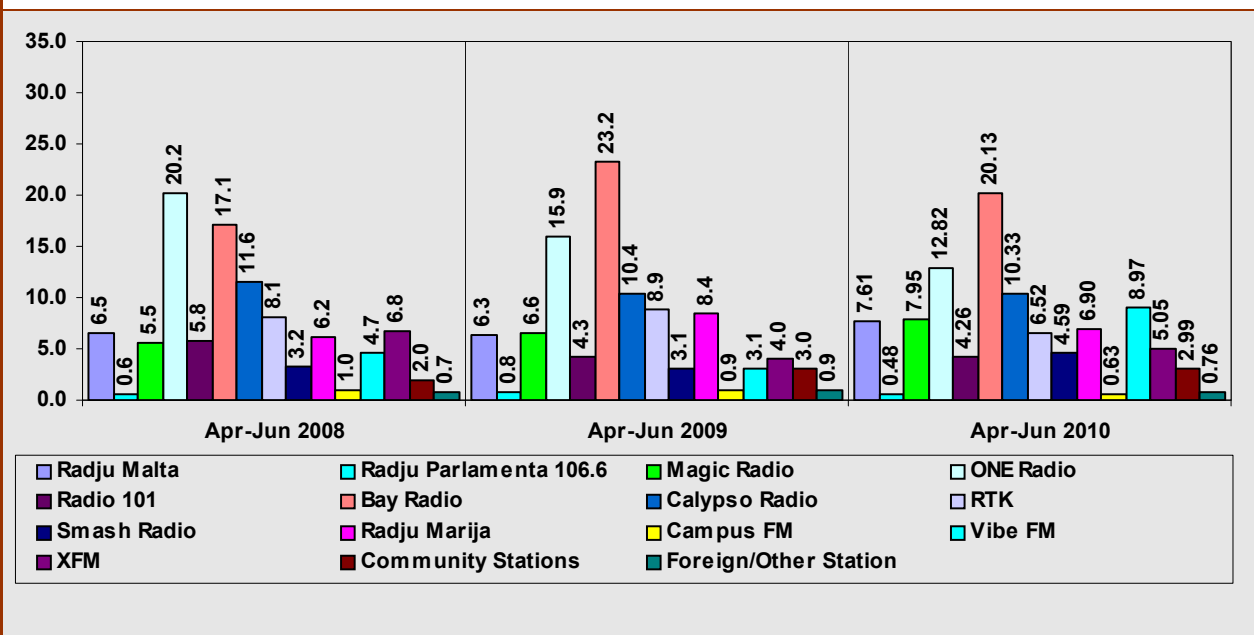


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2008-2009-2010]

3.1.1 Radio Reach by Gender and by Age Group

Of the effective listening population, over all the whole of this broadcasting season, Bay Radio is the most preferred station and exceeding the second preferred station, ONE Radio, by 9.8% [9.32% in Jan-Mar 2010] which is far less than that reported for October-December 2009 [16.63%]. Calypso Radio was the

third most preferred station with only a very slight lower reach level than that of ONE Radio. These rankings are not the same for both Males and Female listeners: while the second most preferred station for both males and females was One Radio, the third most preferred station for males was Calypso Radio while the third most preferred station for female listeners was Radju Malta – by only a slight different of 0.02%.

Within the different age groups the ranking of the second and third preferred radio station differs from station to station. Vibe FM and XFM were the second and third most preferred station amongst the three lowest age groups [12-14; 15-24; and 25-29 year olds] after the first ranking Bay Radio. ONE Radio was the most preferred station of the next two higher age groups [50-64 and 65-79 yer olds] while Radju Marija was the more preferred station for those over 80 years old – see Table 3.3 below. Radju Marija was also the second more preferred station for those in the 65-79 age group while Radju Malta was the third preferred station for the highest two age groups [65-79 and 80+]. RTK was the third most preferred station for those in the 50-64 age group.

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

TABLE 3.3: RADIO REACH BY BROADCASTING STATION: BY GENDER AND BY AGE GROUP [APR-JUN 2010]

[Weighted]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
APR-JUN 2010										
Radju Malta	7.61	5.50	[3] 9.97	0.00	0.68	1.01	7.50	10.01	[3]16.75	[3]18.00
Radju Parlament 106.6	0.48	0.91	0.00	0.00	0.00	1.27	1.11	0.00	0.00	0.00
Magic Radio	7.95	7.52	8.44	4.14	7.40	4.07	[2]13.14	7.06	1.55	0.00
ONE Radio	[2]12.82	[2]13.06	[2]12.54	2.66	4.58	6.47	8.08	[1]21.41	[1]25.83	[2]19.26
Radio 101	4.26	5.39	2.99	3.24	1.25	2.55	3.76	6.21	6.70	6.92
Bay Radio	[1]20.13	[1]20.55	[1]19.65	[1]46.09	[1]43.23	[1]47.48	[1]19.28	4.16	1.50	0.00
Calypso Radio	[3]10.33	[3]10.86	9.75	10.74	1.35	2.55	[3]12.55	[2]18.44	7.96	0.00
RTK	6.52	5.09	8.12	0.00	0.00	1.23	3.79	[3]12.12	15.86	12.64
Smash Radio	4.59	5.47	3.61	0.00	3.50	5.63	8.53	2.86	0.00	0.00
Radju Marija	6.90	4.21	9.92	3.37	0.60	0.00	4.00	9.17	[2]17.98	[1]36.52
Campus FM	0.63	1.20	0.00	0.00	0.00	1.15	0.72	1.23	0.00	0.00
Vibe FM	8.97	10.12	7.70	[2]17.14	[2]26.72	[2]10.66	8.48	1.15	0.75	0.00
XFM	5.05	5.69	4.34	[3]12.63	[3] 9.45	[3] 9.70	5.69	1.62	0.00	0.00
Community Stations	2.99	3.18	2.79	0.00	0.68	6.25	2.99	3.27	3.21	6.65
Foreign/Other Stations	0.76	1.26	0.19	0.00	0.57	0.00	0.39	1.29	1.90	0.00
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1%= 1987		1020	965	61	290	188	639	511	240	62

3.1.2 Radio Reach by District

Analysed by district, Bay Radio was the most preferred station in all districts except for Gozo & Comino where One Radio ranked first while Bay Radio ranked second by 2.45% lower – see Table 3.4 below. ONE Radio was the second ranked in three districts while Calypso radio and Vibe FM ranked second in a district each. One Radio also ranked third in two other districts; Calypso Radio ranked third in three districts; while Radju Marija ranked third in Gozo and Comino.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY DISTRICTS [APR-JUN 2010]

[Weighted]	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	7.61	6.49	9.36	4.60	7.58	7.07	[3]10.72
Radju Parlament 106.6	0.48	0.54	0.92	0.00	0.83	0.00	0.00
Magic Radio	7.95	9.00	9.01	7.23	6.56	[3] 9.14	3.33
ONE Radio	[2]12.82	[2] 14.88	[3] 10.01	[2] 16.82	[2] 12.96	8.08	[1]18.35
Radio 101	4.26	6.41	4.94	4.16	3.92	0.53	4.13
Bay Radio	[1]20.13	[1]15.21	[1]17.79	[1]23.03	[1]19.85	[1]30.97	[2]15.90
Calypso Radio	[3]10.33	[3] 10.36	[2] 11.78	[3] 11.40	[3] 11.43	5.49	10.27
RTK	6.52	5.78	6.39	4.18	9.86	4.73	10.68
Smash Radio	4.59	5.63	2.72	5.40	3.19	6.09	6.56
Radju Marija	6.90	7.95	8.57	6.92	5.64	4.24	5.48
Campus FM	0.63	0.00	0.80	0.00	2.30	0.66	0.00
Vibe FM	8.97	8.28	8.98	8.56	9.99	[2]10.38	7.24
XFM	5.05	5.55	5.46	3.69	3.22	7.90	2.81
Community Stations	2.99	3.34	2.13	2.49	2.01	4.72	4.54
Foreign/Other Stations	0.76	0.57	1.13	1.53	0.68	0.00	0.00
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1%= Total	2246	427	658	344	308	340	169

3.2 TV Reach

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

Similar to radio, data for TV reach has also been monitored for the past three years using the same analytical methods. During this broadcasting quarter the 2010 FIFA World Cup were held for which PBS Ltd. had "acquired all media rights for all platforms except mobile rights"²; during which period some broadcasting rights for some second-round matches and one of the quarter-final matches were transferred/shared with the cable platform operator, Melita Cable plc.

PBS Ltd. broadcast 49 out of the 64 World Cup games while Melita Digita, who bought the pay tv rights from PBS Ltd showed all the 64 games of the Finals' phase, both in High Definition as well as Standard Definition. On the other hand, RAI broadcast only 25 out of 64 games in the finals' phase, while Sky Italia broadcast the entire finals' phase³.

Television reach has slightly decreased [-0.62%] over the previous period of January-March 2010 but was 4.24% higher than the same period the previous year in 2009. There was also a slight increase [+1.1%] in the number of viewers who stated that they did not watch TV; while silimilarly to the previous quarter no one stated that they do not have a TV set at home - see Table 3.5 and Figure 3.3 below.

² Albert Garnier, EBU spokesperson quoted by Maltatoday, 30th June 2010, pg.4

³ ibid.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – APR/JUN 2010]

[Actual]	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers	1%= n
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%	3558
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%	3558
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%	3558
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%	3558
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%	3594
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%	3594
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%	3594
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%	3594
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%	3633
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%	3633
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%	3633
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%	3633
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%	3633
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%	3633
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%	3633

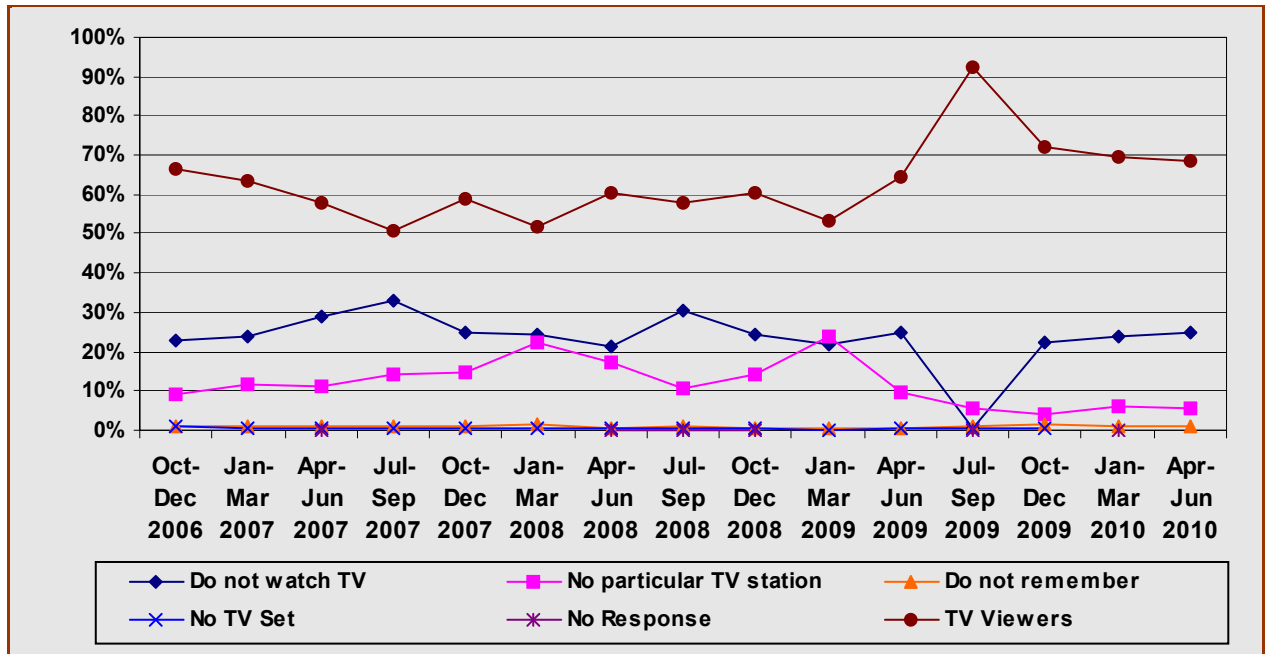


FIGURE 3.3: TV REACH BY QUARTER [OCT/DEC 2006 – APR/JUN 2010]

The overall counts of effective respondents [i.e. excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they had followed”; and those who “did not watch a particular station” – **and excluding the amount of time followed by each viewer**] are given in Figure 3.6 and Table 3.4 below. This data gives the effective number of TV viewers [expressed as percentages] that each broadcasting station has attracted for the third quarter of each broadcasting season at 2008, 2009, and 2010. Analysed by broadcasting quarter, TVM has maintained its prime position throughout.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER – [APR/JUN 2008-2009-2010]

	Apr-Jun 2008 %	Apr-Jun 2009 %	Apr-Jun 2010 %
TVM	[1] 33.0	[1] 34.9	[1] 34.3
ONE	[2] 15.1	[3] 11.2	[3] 13.6
Net TV	8.5	4.6	4.8
Smash TV	0.6	1.0	0.5
Education 22	0.2	0.1	0.2
iTV	0.1		0.0
Family TV	1.9	0.3	0.0
Favourite Channel		0.8	0.5
Calypso Music TV			0.1
Rai 1	[3] 11.6	6.5	7.2
Rai 2	1.1	1.5	0.6
Rai 3	0.7	0.6	0.5
Rete 4	2.9	3.5	3.2
Canale 5	4.5	5.6	4.6
Italia 1	5.1	6.7	6.7
Discovery Channel	2.2	3.5	4.7
MTV	1.1	2.1	0.8
BBC Prime/World/Ent	1.1	1.4	1.6
Other TV Stations	10.3	[2] 15.7	[2] 16.3
	100.0%	100.0%	100.0%
1%= 2178	2178	1944	2490

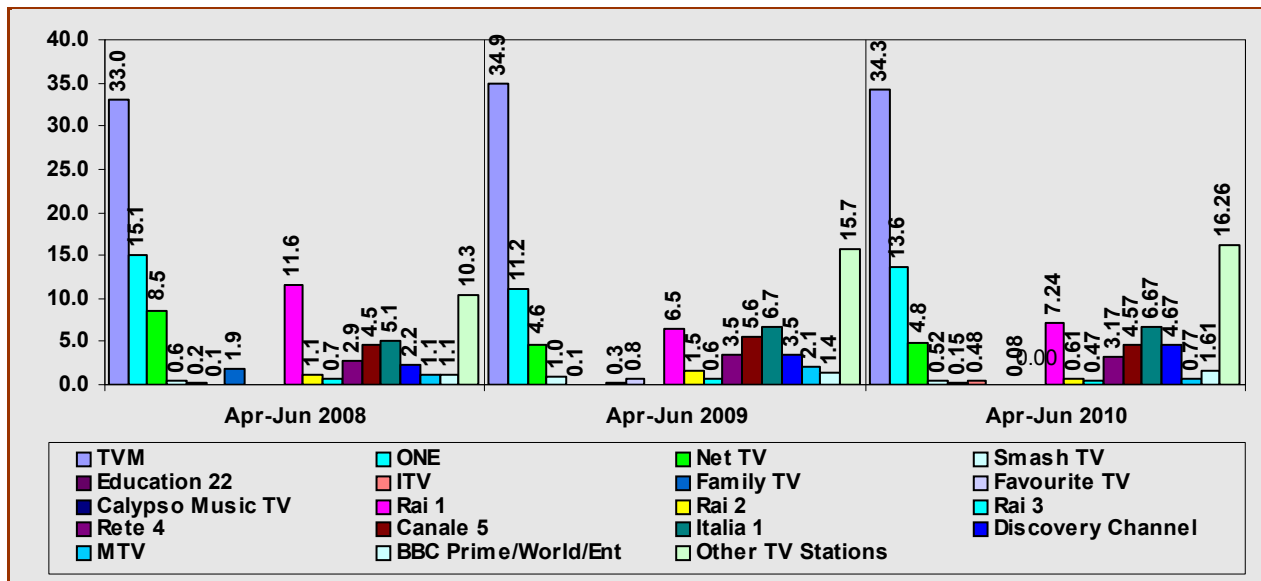


FIGURE 3.4 TV REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2008-2009-2010]

3.3.1 TV Reach by Gender and by Age Group

During this broadcasting season, TVM was the most followed station across all the demographic categories. Other TV station was the second most preferred station for all males and females while ONE was the third preferred station by both gender. By gender ONE was the second most preferred station in four age groups [25-29 and 50 years and over] and the third most preferred station of the 12-14 year olds. On the other hand, Other TV station was the second most preferred station of the 12-14, 15-24 and 30-49 year olds and third most preferred station in all the other categories by age group. Of note is that the third preference of the 15-24 year olds goes for Italia 1 with 20.68% of that category – see Table 3.7 below.

TABLE 3.7: TV REACH BY GENDER AND BY AGE GROUP [APR-JUN 2010]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	[1]34.28	[1]32.44	[1]36.24	[1]36.26	[1]28.51	[1]37.82	[1]33.59	[1]35.84	[1]38.56	[1]33.44
ONE	[3]13.59	[3]13.18	[3]14.03	[3]12.27	8.28	[2]15.25	[3]12.67	[2]15.64	[2]16.99	[2]21.82
Net TV	4.85	5.04	4.64	3.60	0.60	0.00	4.01	7.87	8.68	8.90
Smash TV	0.52	0.36	0.69	0.00	0.00	0.00	0.24	1.14	1.23	0.00
Education 22	0.15	0.17	0.13	0.00	0.00	0.00	0.49	0.00	0.00	0.00
iTV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Favourite Channel	0.48	0.15	0.83	0.00	0.00	1.18	0.49	0.54	0.49	2.23
Calypso Music TV	0.08	0.00	0.17	0.00	0.48	0.00	0.00	0.00	0.00	0.00
Rai 1	7.24	7.95	6.50	1.87	4.53	8.73	10.45	5.55	7.69	6.56
Rai 2	0.61	0.48	0.75	1.75	0.00	2.77	0.70	0.58	0.00	0.00
Rai 3	0.47	0.50	0.43	0.00	0.47	0.00	0.28	0.54	1.23	0.00
Rete 4	3.17	2.96	3.39	1.87	0.49	1.39	2.60	5.79	4.66	2.36
Canale 5	4.57	2.62	6.64	1.87	2.01	8.30	5.58	4.32	4.71	7.22
Italia 1	6.67	7.96	5.30	7.93	[3]20.68	9.52	4.71	2.24	0.49	0.00
Discovery Channel	4.67	7.06	2.14	6.31	7.40	2.36	5.86	3.47	1.98	0.00
MTV	0.77	0.37	1.19	2.39	3.30	0.00	0.26	0.00	0.00	0.00
BBC Prime/World/Ent	1.61	1.08	2.17	0.00	0.60	1.37	1.99	1.96	2.40	0.00
Other TV station	[2]16.26	[2]17.68	[2]14.76	[2]23.87	[2]22.64	[3]11.32	[2]16.09	[3]14.54	[3]10.90	[3]17.47
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	2490	1245	1245	106	398	172	741	663	332	77

3.3.2 TV Reach by District

For the third quarter of the broadcasting season of 2009-2010, TVM was the most followed station in all the districts – see Table 3.8 below. While Other TV station was the most followed station in four of the districts, it ranked third as the most followed station in the other 3 districts. ONE also had the second highest station reach in South Eastern, Western, and Gozo and Comino; and ranked third in two other districts. Of note is that Net TV was the third most followed station in the Northern area.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY DISTRICT [APR-JUN 2010]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1] 34.28	[1] 33.04	[1] 37.92	[1] 31.37	[1] 29.02	[1] 32.64	[1] 40.73
ONE	[3] 13.59	[3] 14.21	[3] 12.57	[2] 16.92	[2] 16.17	6.47	[2] 18.28
Net TV	4.85	5.44	3.44	2.35	5.71	[3] 7.58	6.76
Smash TV	0.52	0.00	0.49	1.07	0.40	0.51	1.17
Education 22	0.15	0.00	0.00	0.00	0.67	0.44	0.00
iTV	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Favourite Channel	0.48	0.32	0.25	0.00	1.55	0.00	1.73
Calypso Music TV	0.08	0.42	0.00	0.00	0.00	0.00	0.00
Rai 1	7.24	7.01	7.42	10.16	5.63	8.13	3.05
Rai 2	0.61	0.64	0.28	0.00	1.26	1.61	0.00
Rai 3	0.47	0.45	0.52	0.61	0.99	0.00	0.00
Rete 4	3.17	4.75	2.99	4.68	1.89	1.52	2.19
Canale 5	4.57	3.10	3.85	7.67	5.28	5.54	2.57
Italia 1	6.67	8.98	6.06	5.72	6.73	5.69	6.39
Discovery Channel	4.67	3.36	4.75	4.05	7.37	5.63	2.57
MTV	0.77	0.84	0.35	0.61	1.71	1.25	0.00
BBC Prime/World/Ent	1.61	2.25	0.60	0.64	0.61	3.55	3.71
Other TV station	[2] 16.26	[2] 15.17	[2] 18.51	[3] 14.15	[3] 14.97	[2] 19.43	[3] 10.86
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1%=	2813	543	869	412	382	409	201

4. MEDIA RECEPTION PLATFORM

Unfortunately, in many cases respondents are not aware what specific type of media platform they are using for listening and viewing their radio and television sets; especially so with older generations. Most often interviewers asked the respondents to describe the system used in the latter's household to determine the type of media platform used. And those respondents who were uncognitive of such systems would describe the channel mostly watched, sometimes indicating that they might have satellite reception when in actual fact they had a cable system installed which was re-transmitting satellite broadcast stations.

Well knowing that certain households may have more than one system installed, this kind of assessment was reconsidered. From this broadcasting season [Oct 2009/Sep2010], the question asked to respondents was changed to the effect that they were asked whether they had a specific media platform installed in their household [being described by the interviewer if necessary]; while at the same time allowing for multiple replies.

During this broadcasting quarter [April-June 2010], a further refinement was made. With regard to radio systems used, it was pointed out that a number of respondents were listening to radio channels broadcast on their TV systems offered locally through the cable and digital aerial operators. From this quarter these respondents were no longer being included under Digital Radio but included under Other System/s which would also include other radio listening devices as Mp3 players and Internet streaming. This would explain the discrepancy in Digital Radio listening between the previous quarter [12.22%] and this quarter [5.24%].

With regard to television broadcasting platforms used by households, some refinements were also made in view of the introduction of High Definition broadcasts on cable and digital aerial platforms. Aerial (Analogue) was restricted to include only the reception of free-to-air reception; Cable was to include both analogue and digital reception; the Digital Aerial system was restricted to only those systems that include a decoder; while Dreambox users were to be included under Internet TV systems as it has connectivity to DVB satellite, terrestrial and cable digital television receivers, thus:

Q1: Oct-Dec 2009

Aerial (Analogue) system installed at home

Cable (NOT Digital) system installed at home

Satellite system installed at home

Internet TV system installed at home

Digital Aerial system installed at home

Other TV system installed at home

No TV at home

Q2: Jan-Mar 2010

Aerial (Analogue) system installed at home

Cable (NOT Digital) system installed at home

Satellite system installed at home

Internet TV system installed at home

Digital Aerial system installed at home

Other TV system installed at home

No TV at home

Q3: Apr-Jun 2010

Aerial (Free-to-air) installed at home

Cable (Analogue or Digital) TV system installed at home

Satellite TV system installed at home

Internet TV system (incl. Dreambox) available at home

Digital Aerial system (with decoder) installed at home

Other TV system installed at home

No TV at home

However, the changes in the definitions of the various categories for television platforms do not explain the high variations registered for this quarter when compared to the previous quarter of Jan-Mar 2010. The high increase in cable (analogue and digital) systems and the high decrease in digital aerial (including decoders) systems are only explainable to market-handling by service providers especially in view of the 2010 FIFA World Cup series.

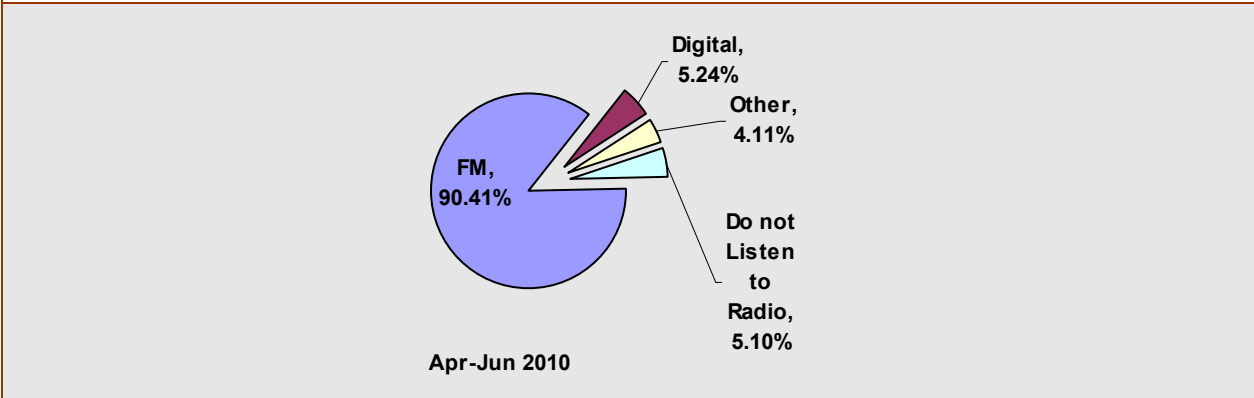
The data for this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake.

4.1 Radio Reception Platform

Respondents were asked to indicate what type of reception platform they have at home choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” while allowing for multiple replies. While 5.1% of all those interviewed replied that they do not have a radio-set at home, 4.86% of the respondents indicated that they have more than one system of radio reception in their households – see Table and Figure 4.1 below.

TABLE 4.1 AND FIGURE 4.1.A-G: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2008 – APR/JUN 2010]

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
FM	82.4%	73.6%	75.6%	75.2%	88.74%	88.11%	90.41%
Digital	5.2%	3.4%	1.2%	4.4%	10.10%	12.22%	5.24%
Other	12.4%	4.1%	.7%	1.6%	2.42%	1.72%	4.11%
No Radio set		18.8%	22.5%	18.8%	5.22%	4.61%	5.10%
	100%	100%	100%	100%	106.48%	106.67%	104.86%



4.1.1 Radio Reception Platform by Gender, Age and District

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

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

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [APR-JUN 2010]

Yes	Gender			Age Groups							District					
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Availability of FM Radio system at home																
Count	1645	835	809	70	288	125	516	385	208	52	343	476	240	221	229	136
Row %	100%	50.8%	49.2%	4.3%	17.5%	7.6%	31.4%	23.4%	12.6%	3.2%	20.9%	29.0%	14.6%	13.4%	13.9%	8.3%
Availability of Digital Radio system at home																
Count	95	51	44	9	23	5	30	19	7	3	23	24	9	13	15	12
Row %	100%	53.7%	46.3%	9.0%	24.0%	5.7%	31.4%	20.0%	6.9%	2.9%	24.0%	25.6%	9.0%	13.2%	15.5%	12.7%
Availability of Other Radio system/s at home																
Count	75	45	30	4	30	14	18	7	2	0	18	17	14	10	9	8
Row %	100%	60.0%	40.0%	5.7%	39.9%	18.1%	24.5%	9.3%	2.5%	.0%	23.8%	22.2%	18.2%	13.4%	12.1%	10.3%
No Radio available at home																
Count	93	48	45	2	12	9	42	12	11	4	15	27	13	13	16	8
Row %	100%	51.5%	48.5%	2.6%	13.4%	9.5%	45.8%	12.9%	11.6%	4.2%	16.5%	29.1%	14.4%	14.2%	16.9%	8.9%

4.1.2 Radio Reception analysis by Platform

To further understand the diversity mix of media platforms further analysis was made: the replies for each platform were analysed up to one other media platform available per household indicating the multiplicity of radio platforms – see Table 4.2a: Radio Reception Systems by Platform and by Quarter. Thus all the replies of each respective platform were analysed on whether each respondent indicated whether they have other systems available.

TABLE 4.2.A: RADIO RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2009 – APR/JUN 2010]

	FM Radio		Digital Radio		Other Radio system/s	
	N	%[W]	N	%[W]	N	%[W]
Oct-Dec 2009						
ALL Replies	1631	88.74%	186	10.10%	44	2.42%
Only	1516	82.47%	95	5.17%	14	0.76%
FM Radio & ...			87	4.72%	27	1.45%
Digital Radio & ...	27	1.45%			2	0.11%
Other Radio & ...	0	0.00%	2	0.11%		
	1542	83.92%	184	10.00%	42	2.31%
More than 2 systems including ...	89	4.82%	2	0.10%	2	0.10%
Jan-Mar 2010						
ALL Replies	1586	88.12%	220	12.22%	31	1.74%
Only	1470	81.68%	113	6.28%	15	0.82%
FM Radio & ...			102	5.67%	13	0.71%
Digital Radio & ...	102	5.67%			3	0.16%
Other Radio & ...	13	0.71%	3	0.16%		
	1585	88.07%	218	12.11%	30	1.68%
More than 2 systems including ...	1	0.06%	2	0.11%	1	0.06%
Apr-Jun 2010						
ALL Replies	1645	90.41%	95	5.24%	75	4.11%
Only	1559	85.72%	62	3.43%	17	0.96%
FM Radio & ...			30	1.64%	54	2.98%
Digital Radio & ...	30	1.64%			2	0.10%
Other Radio & ...	54	2.98%	2	0.10%		
	1643	90.34%	94	5.17%	73	4.04%
More than 2 systems including ...	1	0.07%	1	0.07%	1	0.07%

4.2 TV Reception Platform

On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts while allowing for multiple replies. Table 4.3 and Figure 4.2 below detail the percentages registered for the various broadcasting platforms by quarter from October-December 2006 to this quarter under review. Further data is available in Part Two of this report. Of note is that while only 4.86% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 54.7%.

Unlike the previous broadcasting quarters, digital aerial/cable take-up decrease dramatically against analogue cable: while digital aerial decreased by 50% [from 69.5% to 34.7%] over the previous quarter, cable analogue has increased by 329% [from 16.6% to 54.7%] over the previous quarter.

Of interest are the similar sharp increases in analogue aerial and satellite reception. At this point it is important to note that by early 2011, all analogue broadcasts will be switched off and local broadcasting stations should be broadcasting free-to-air on a separate digital platform.

TABLE 4.3: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2006 – APR/JUN 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
Aerial (Analogue/Free-to-air)	24.3%	21.7%	19.4%	16.4%	18.1%	16.0%	17.5%	17.1%	12.0%	13.0%	11.3%	12.8%	27.7%	32.3%	33.8%
Cable (Analogue)	66.8%	65.3%	67.0%	70.9%	48.9%	44.5%	43.9%	43.8%	35.1%	28.1%	26.8%	21.4%	17.8%	16.6%	54.7%
Satellite	6.3%	8.2%	8.7%	8.2%	7.3%	8.3%	7.2%	8.1%	9.2%	8.4%	6.8%	6.3%	17.4%	21.0%	24.6%
Internet	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.2%	0.2%	.3%	.6%	0.5%	2.1%	1.6%	5.6%
Digital Aerial (incl. Decoders)	1.6%	4.0%	4.1%	3.6%	25.2%	31.0%	30.8%	30.4%	42.9%	49.7%	53.9%	58.2%	67.7%	69.5%	34.8%
Other	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.2%	0.1%	0.2%	0.5%	.1%	0.2%	0.5%
No TV set	0.8%	0.7%	0.7%	0.7%	0.5%	0.3%	0.3%	0.5%	0.4%	0.2%	0.4%	0.3%	.4%	0.4%	0.8%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	133.3%	141.6%	154.7%
1%=	3558	3558	3558	3558	3594	3594	3594	3594	3633	3633	3633	3633	3633	3633	3633

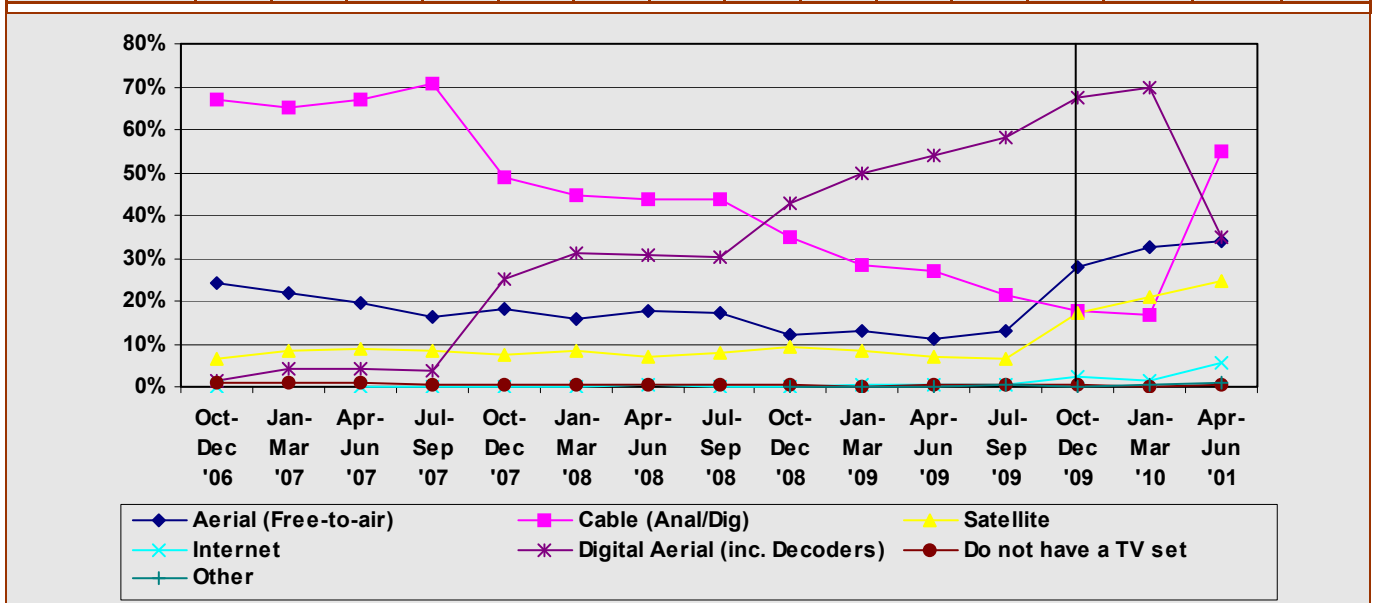


FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2006 – APR/JUN 2010]

4.2.1 TV Reception Platform by Gender, Age and District

There was very little gender difference in the types of television reception used except for “Other TV Systems” and where there is a high female imbalance. Internet TV viewing was highest with the 15-24 year olds [41.4%] followed by the 30-49 year olds [26.2%]; while distribution of the different systems between the different districts was quite balanced throughout – see Tables and Figures 4.2.a in Part two of this report.

TABLE 4.4: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [JAN-MAR 2010]

	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Aerial (Analogue) system installed at home																
Count	582	307	275	28	99	34	193	128	80	21	109	168	106	80	79	39
Row %	100%	52.7%	47.3%	4.8%	16.9%	5.9%	33.1%	22.0%	13.7%	3.6%	18.8%	28.9%	18.2%	13.8%	13.6%	6.7%
Cable (NOT Digital) system installed at home																
Count	299	135	164	10	41	23	80	69	51	24	58	93	46	25	39	38
Row %	100%	45.1%	54.9%	3.2%	13.8%	7.8%	26.8%	23.2%	17.1%	8.2%	19.6%	31.0%	15.3%	8.2%	13.1%	12.8%
Satellite system installed at home																
Count	377	200	177	27	72	22	128	99	25	4	69	109	74	50	47	28
Row %	100%	53.1%	46.9%	7.2%	19.0%	6.0%	33.9%	26.1%	6.6%	1.1%	18.3%	28.9%	19.7%	13.3%	12.6%	7.3%
Internet TV system installed at home																
Count	29	21	9	3	12	0	8	6	0	0	5	9	5	2	4	4
Row %	100%	70.9%	29.1%	11.2%	41.4%	.0%	26.2%	21.1%	.0%	.0%	15.7%	30.7%	18.5%	6.3%	15.3%	13.5%
Digital Aerial system installed at home																
Count	1252	622	630	51	248	99	410	278	137	29	250	363	165	183	192	99
Row %	100%	49.7%	50.3%	4.1%	19.9%	7.9%	32.8%	22.2%	10.9%	2.3%	20.0%	29.0%	13.1%	14.6%	15.3%	7.9%
Other TV system installed at home																
Count	3	2	1	1	1	0	0	0	1	0	1	0	2	0	0	0
Row %	100%	74.4%	25.6%	37.2%	37.2%	.0%	.0%	.0%	25.6%	.0%	25.6%	.0%	74.4%	.0%	.0%	.0%
No TV at home																
Count	7	4	3	0	1	0	2	2	2	0	0	1	0	1	4	2
Row %	100%	59.9%	40.1%	.0%	18.4%	.0%	34.2%	24.1%	23.3%	.0%	.0%	11.8%	.0%	11.5%	52.6%	24.1%

4.2.2 TV Reception analysis by Platform

Similar to radio, all the replies given by respondents for each television platform were analysed for the multiplicity use of other platforms in the same household. As can be seen, although there was an increase in the use of roof-top aerial from 27.73% in Oct-Dec 2009 to 33.82% in April-June 2010, the effective singular use of the roof-top aerial has steadily increased from 9.41% to 6.77% - see Table 4.4.a: TV Reception Systems by Platform and by Quarter below:

TABLE 4.4.A: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2009 – APR/JUN 2010]

Oct-Dec 2009	Aerial (Analogue)		Cable (NOT Digital)		Satellite		Internet TV		Digital Aerial		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL Replies	510	27.73%	327	17.82%	320	17.39%	39	2.10%	1244	67.67%	3	0.15%
ONLY	173	9.41%	228	12.40%	36	1.97%	6	0.35%	847	46.06%	1	0.04%
Aerial (Analogue) & ...			37	2.01%	53	2.90%	3	0.17%	182	9.90%	1	0.05%
Cable (NOT Digital) & ...			37	2.01%	36	1.95%	1	0.06%	15	0.80%	0	0.00%
Satellite & ...			53	2.90%	36	1.95%	3	0.15%	126	6.86%	0	0.00%
Internet TV & ...			3	0.17%	1	0.06%	3	0.15%	10	0.56%	0	0.00%
Digital Aerial & ...			182	9.90%	15	0.80%	126	6.86%	10	0.56%	1	0.06%
Other TV system & ...			1	0.05%	0	0.00%	0	0.00%	1	0.06%		
	449	24.44%	317	17.23%	254	13.84%	24	1.29%	1181	64.24%	3	0.15%
More than 2 systems including ...	61	3.29%	11	0.59%	65	3.55%	15	0.82%	63	3.43%	0	0.00%
Jan-Mar 2010	Aerial (Analogue)		Cable (NOT Digital)		Satellite		Internet TV		Digital Aerial		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	582	32.34%	299	16.59%	377	20.97%	29	1.63%	1252	69.54%	3	0.17%
ONLY	143	7.95%	188	10.44%	44	2.44%	1	0.06%	774	42.98%	1	0.04%
Aerial (Analogue) & ...			46	2.56%	64	3.54%	2	0.13%	236	13.11%	1	0.06%
Cable (NOT Digital) & ...			46	2.56%	28	1.55%	1	0.06%	13	0.70%	0	0.00%
Satellite & ...			64	3.54%	28	1.55%	4	0.22%	143	7.97%	1	0.06%
Internet TV & ...			2	0.13%	1	0.06%	4	0.22%	4	0.23%	0	0.00%
Digital Aerial & ...			236	13.11%	13	0.70%	143	7.97%	4	0.23%	0	0.00%
Other TV system & ...			1	0.06%	0	0.00%	1	0.06%	0	0.00%		
	493	27.36%	275	15.31%	284	15.78%	13	0.70%	1170	65.00%	3	0.17%
More than 2 systems including ...	90	4.98%	23	1.29%	93	5.19%	17	0.93%	82	4.54%	0	0.00%
Apr-Jun 2010	Aerial (Free-to-air)		Cable (Anal/Digit.)		Satellite		Internet TV (inc.Dream)		Digital Aerial (+ decoder)		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	615	33.82%	994	54.67%	447	24.60%	102	5.59%	634	34.85%	8	0.45%
ONLY	123	6.77%	548	30.15%	27	1.47%	1	0.07%	279	15.32%	6	0.33%
Aerial (Analogue) & ...			174	9.56%	61	3.33%	4	0.23%	121	6.65%	0	0.00%
Cable (NOT Digital) & ...			174	9.56%	120	6.62%	28	1.53%	30	1.67%	1	0.06%
Satellite & ...			61	3.33%	120	6.62%	7	0.40%	102	5.58%	0	0.00%
Internet TV & ...			4	0.23%	28	1.53%	7	0.40%	16	0.88%	0	0.00%
Digital Aerial & ...			121	6.65%	30	1.67%	107	5.87%	16	0.88%	0	0.00%
Other TV system & ...			0	0.00%	1	0.06%	0	0.00%	0	0.00%		
	483	26.54%	902	49.59%	322	17.69%	56	3.10%	547	30.09%	7	0.39%
More than 2 systems including ...	132	7.28%	93	5.09%	126	6.91%	45	2.48%	86	4.75%	1	0.06%

5. TEleshopping

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

For this broadcasting season only 10.77% stated that they regularly watched Teleshopping programmes. Overall, of the effective teleshopping programme viewers, 12.82% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Smash TV [39.827%], followed by ONE [18.89%] and TVM [18.50%] – see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

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

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – APR/JUN 2010]

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45	10.65	9.19	8.48	8.95
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11	88.86	90.37	91.52	91.05
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44	0.49	0.44	0.44	0.00
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	3594	3594	3594	3594	3633	3633	3633	3633	3633	3633	3633
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70	10.26	19.47	15.45	18.50
ONE	19.49	19.65	24.84	25.93	35.53	17.37	16.30	11.79	16.40	21.65	18.89
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67	5.64	8.15	6.66	5.12
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93	47.18	43.71	37.07	39.82
ITV	17.44	14.45	15.92	15.43	8.63	10.00	11.85	13.85	7.73	6.82	8.94
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48	0.51	0.00		
Family TV					3.55	8.95	5.93		0.00		
Other					1.02	4.21	2.22	3.59	1.81	2.39	1.87
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93	7.18	2.95	9.70	6.68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	387	346	315	329	390	386	271	387	335	308	325

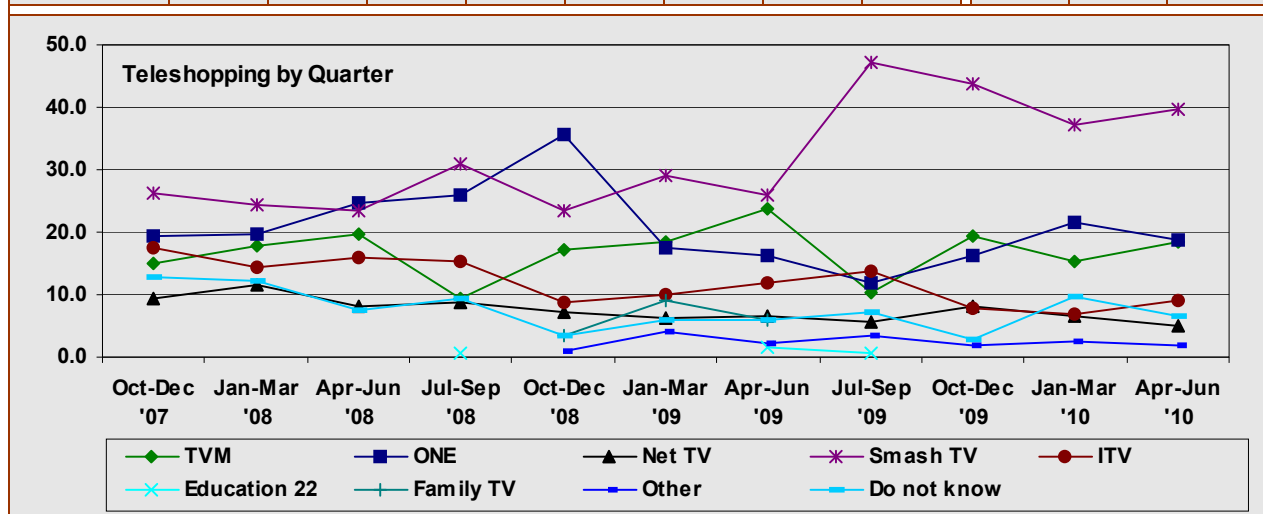


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – APR/JUN 2010]

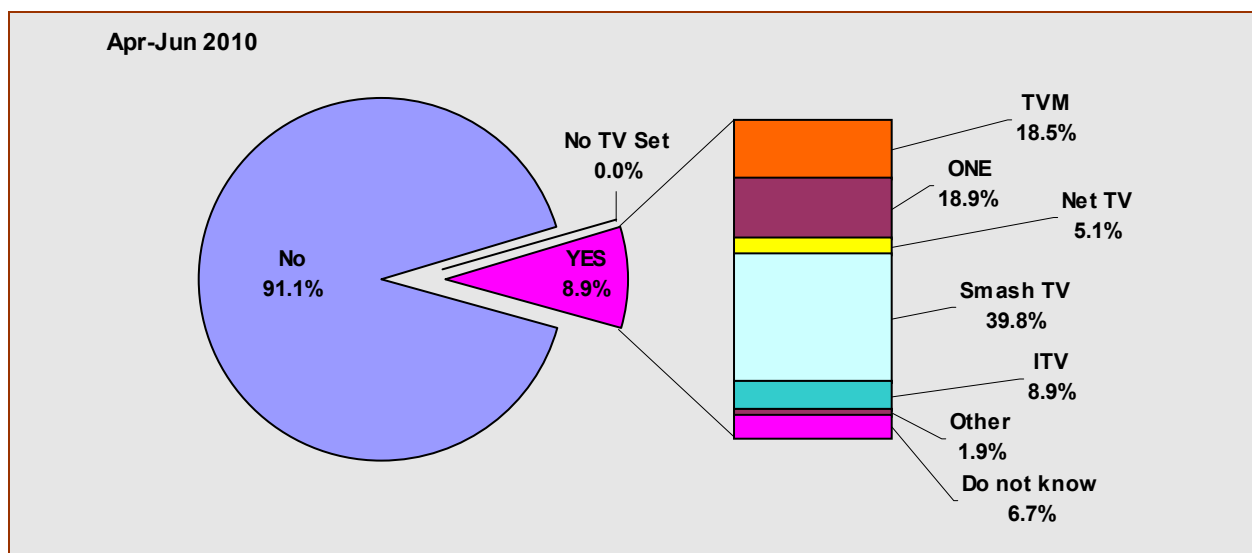


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [APR-JUN 2010]

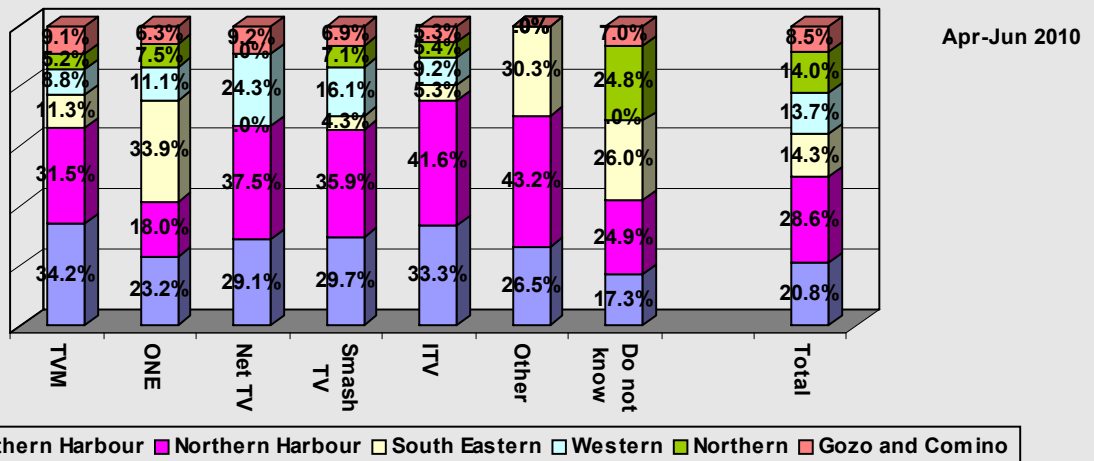
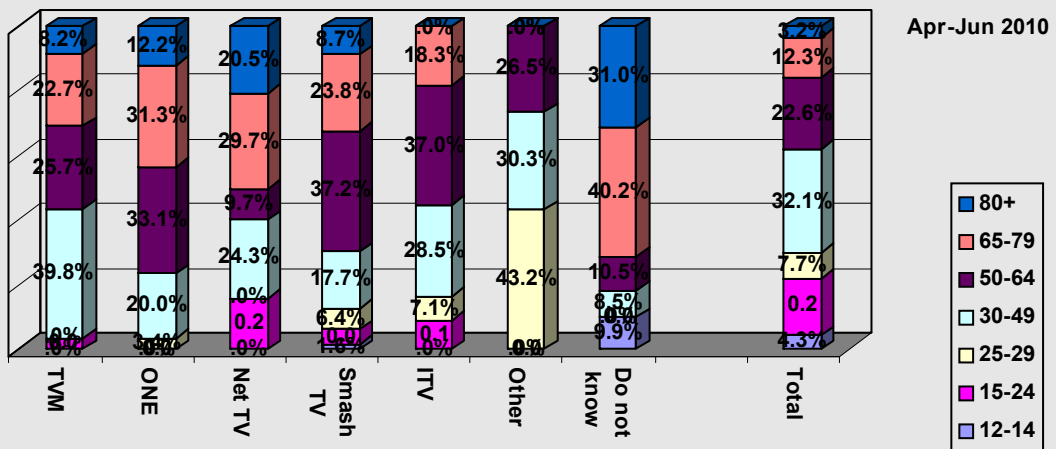
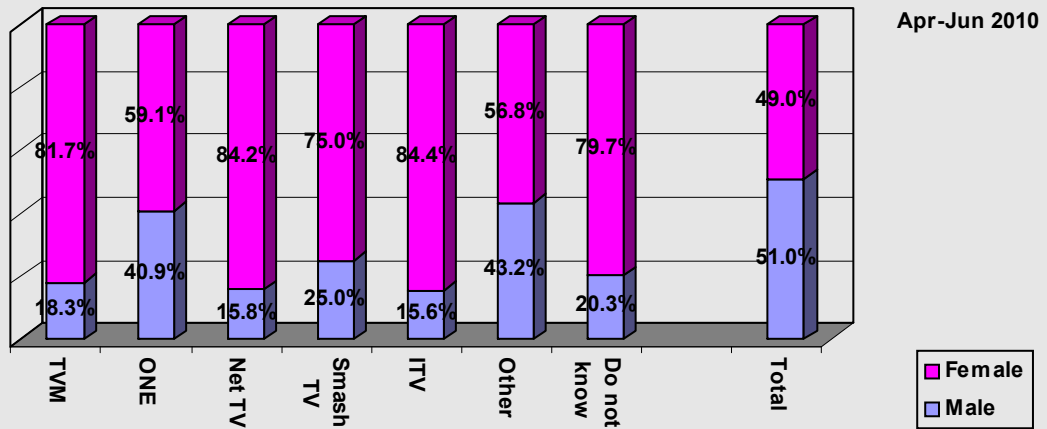
5.1 TEleshopping BY GENDER, BY AGE GROUP, AND BY DISTRICT

During this broadcasting period the highest percentage of male audiences watched teleshopping on other stations retransmitted on local broadcasting platforms [43.2%] while the highest percentage of female audiences was reached by iTV [84.4%]. For this period the effective teleshopping audience by age group was predominantly of those who were in the 30-49 age brackets; while the two youngest age groups [12-14 year olds and 15-24 year olds] were also attracted to Teleshopping. Analysed by district, teleshopping is spread over all the districts with the highest percentages attained by local broadcasting stations being concentrated in two district areas – the Southern Harbour and the Northern Harbour; while Gozo and Comino attracted the lowest percentage at 8.5% – see Table 5.2 and Figure 5.3-5 below.

TABLE 5.2 AND FIGURES 5.3.A-C: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2010]

1%= By Station	Gender		Age Group							Districts						
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	1%= Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	
60 TVM	18.3%	81.7%	.0%	3.6%	.0%	39.8%	25.7%	22.7%	8.2%	68	34.2%	31.5%	11.3%	8.8%	5.2%	9.1%
61 ONE	40.9%	59.1%	.0%	.0%	3.4%	20.0%	33.1%	31.3%	12.2%	69	23.2%	18.0%	33.9%	11.1%	7.5%	6.3%
17 Net TV	15.8%	84.2%	.0%	15.8%	.0%	24.3%	9.7%	29.7%	20.5%	19	29.1%	37.5%	.0%	24.3%	.0%	9.2%
130 Smash TV	25.0%	75.0%	1.6%	4.6%	6.4%	17.7%	37.2%	23.8%	8.7%	146	29.7%	35.9%	4.3%	16.1%	7.1%	6.9%
29 ITV	15.6%	84.4%	.0%	9.1%	7.1%	28.5%	37.0%	18.3%	.0%	33	33.3%	41.6%	5.3%	9.2%	5.4%	5.3%
6 Other	43.2%	56.8%	.0%	.0%	43.2%	30.3%	26.5%	.0%	.0%	7	26.5%	43.2%	30.3%	.0%	.0%	.0%
22 Do not know	20.3%	79.7%	9.9%	.0%	.0%	8.5%	10.5%	40.2%	31.0%	24	17.3%	24.9%	26.0%	.0%	24.8%	7.0%
3633 Total	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	4103	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

By Demo.	Gender		Age Group							Districts					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	18.3%	81.7%	.0%	3.6%	.0%	39.8%	25.7%	22.7%	8.2%	34.2%	31.5%	11.3%	8.8%	5.2%	9.1%
ONE	40.9%	59.1%	.0%	.0%	3.4%	20.0%	33.1%	31.3%	12.2%	23.2%	18.0%	33.9%	11.1%	7.5%	6.3%
Net TV	15.8%	84.2%	.0%	15.8%	.0%	24.3%	9.7%	29.7%	20.5%	29.1%	37.5%	.0%	24.3%	.0%	9.2%
Smash TV	25.0%	75.0%	1.6%	4.6%	6.4%	17.7%	37.2%	23.8%	8.7%	29.7%	35.9%	4.3%	16.1%	7.1%	6.9%
ITV	15.6%	84.4%	.0%	9.1%	7.1%	28.5%	37.0%	18.3%	.0%	33.3%	41.6%	5.3%	9.2%	5.4%	5.3%
Other	43.2%	56.8%	.0%	.0%	43.2%	30.3%	26.5%	.0%	.0%	26.5%	43.2%	30.3%	.0%	.0%	.0%
Do not know	20.3%	79.7%	9.9%	.0%	.0%	8.5%	10.5%	40.2%	31.0%	17.3%	24.9%	26.0%	.0%	24.8%	7.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	325	81	249	4	12	17	72	109	83	366	100	120	49	46	28



6. RADIO AUDIENCES

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

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

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, One Radio has attained the highest daily average [1.131%] with its highest average being on Thursdays [1.507%]. This was followed by two stations – Calypso Radio [0.932%] and Bay Radio [0.868%] – with the next highest daily average with Calypso Radio reaching its highest on Tuesdays [1.392%] while Bay Radio reached its highest on Saturdays [1.170%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS
Mondays	0.483	0.000	0.161	1.477	0.104	0.987	0.937	0.358	0.546	0.350	0.000	0.620	0.310	0.043	0.030
Tuesdays	0.358	0.000	0.211	1.224	0.068	1.056	1.392	0.206	0.207	0.551	0.062	0.383	0.365	0.285	0.000
Wednesdays	0.776	0.031	0.543	1.222	0.197	0.989	1.006	0.225	1.055	0.699	0.000	0.312	0.626	0.519	0.073
Thursdays	0.872	0.017	0.267	1.507	0.219	0.640	1.199	0.212	0.257	0.764	0.061	0.418	0.034	0.323	0.018
Fridays	0.403	0.000	0.443	0.988	0.558	0.588	0.830	0.688	0.299	0.202	0.053	0.276	0.371	0.463	0.019
Saturdays	0.169	0.081	0.998	0.935	0.876	1.170	0.730	0.524	0.356	0.604	0.016	0.347	0.097	0.057	0.000
Sundays	0.940	0.021	0.300	0.543	0.224	0.641	0.414	0.394	0.021	0.498	0.000	0.738	0.451	0.106	0.015
Monday to Sunday	0.574	0.021	0.416	1.131	0.318	0.868	0.932	0.370	0.391	0.526	0.028	0.443	0.322	0.256	0.022

1%=3633

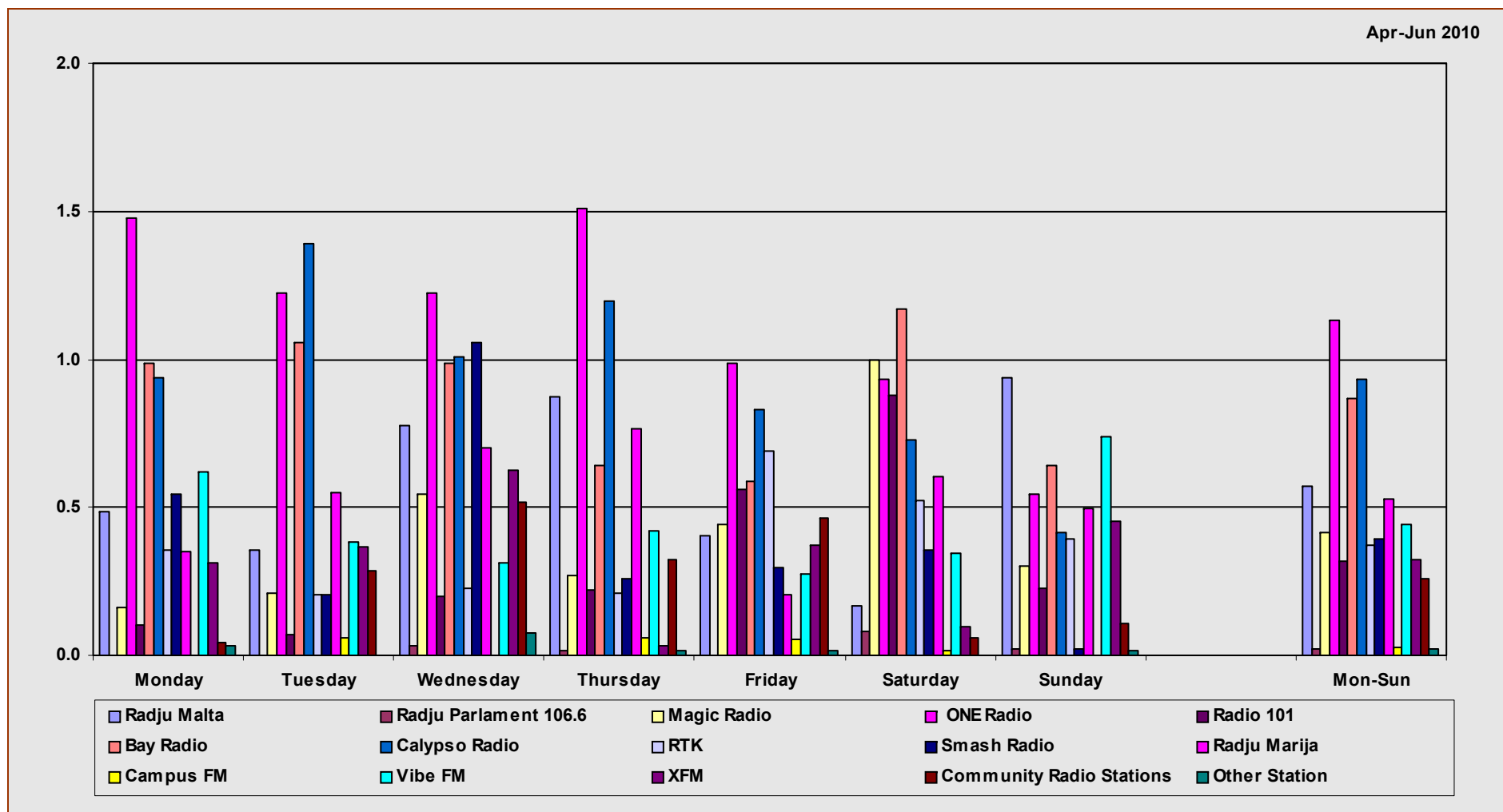


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2010]

6.2 WEEKDAYS PEAK AUDIENCES

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

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	OTHER RADIO STATION
Monday	2.105	0.000	1.128	3.716	0.538	3.075	3.909	1.846	1.634	1.478	0.000	2.099	1.578	0.437	0.365
Tuesday	2.284	0.000	0.745	3.815	0.784	4.640	4.309	1.050	0.934	2.899	0.372	1.754	1.265	0.893	0.000
Wednesday	3.552	0.499	1.705	3.282	1.159	3.728	3.152	0.968	2.902	1.500	0.000	1.554	1.842	1.776	0.439
Thursday	3.411	0.406	1.338	3.954	1.196	2.800	3.060	1.017	1.356	1.779	0.421	1.581	0.406	1.036	0.430
Friday	2.324	0.000	1.710	2.977	1.283	3.645	4.024	2.175	1.394	1.006	0.512	1.388	1.616	1.539	0.512
Saturday	1.280	0.434	3.855	3.611	2.946	3.836	2.380	1.365	2.140	1.760	0.380	1.641	0.719	0.686	0.000
Sunday	3.789	0.497	1.301	2.363	1.158	2.212	1.613	1.010	0.416	1.276	0.000	2.685	1.771	0.545	0.349
Highest Peak	3.789	0.499	3.855	3.954	2.946	4.640	4.309	2.175	2.902	2.899	0.512	2.685	1.842	1.776	0.512

1%=3633

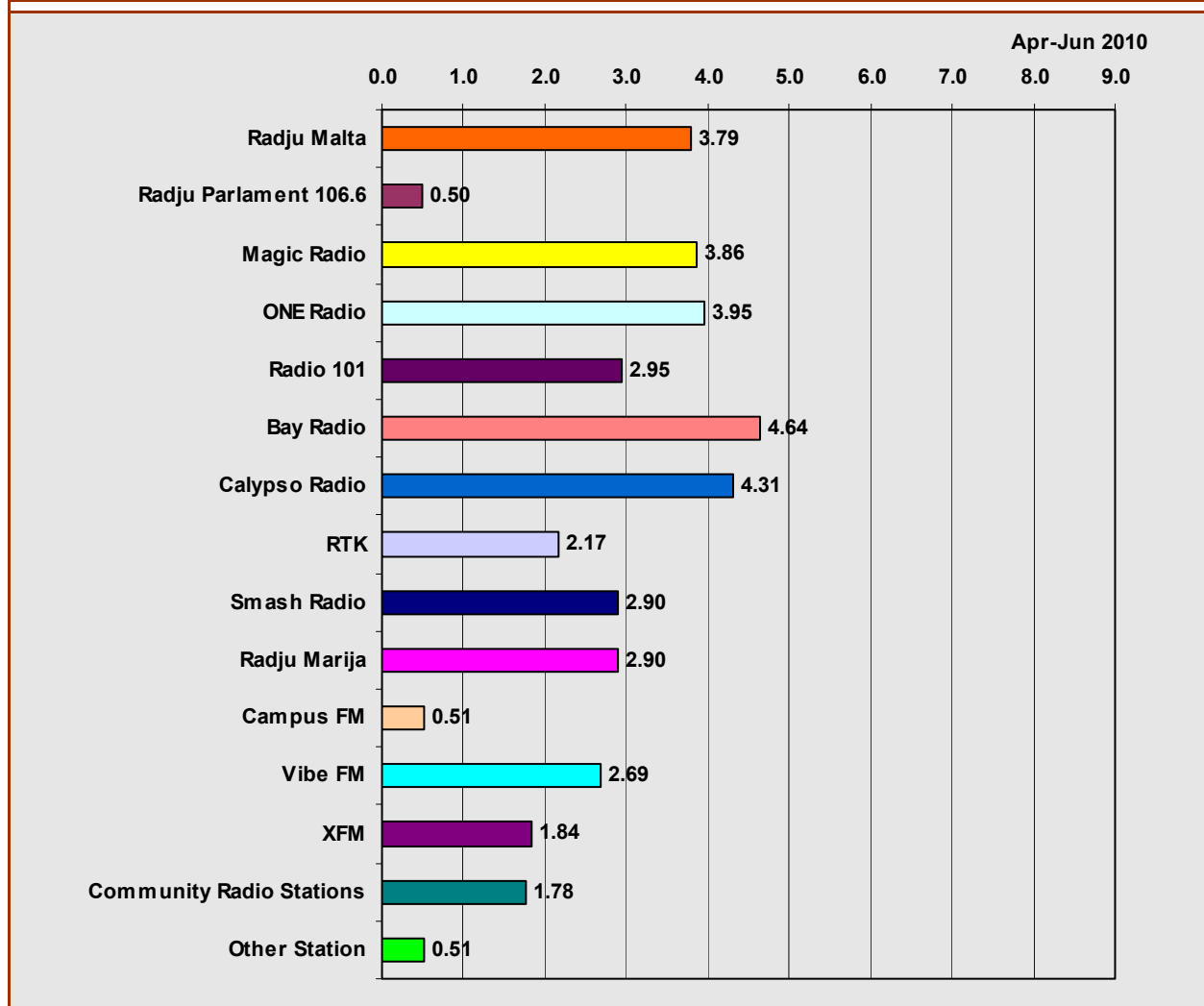


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2010]

6.3 DAILY AUDIENCE SHARE

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

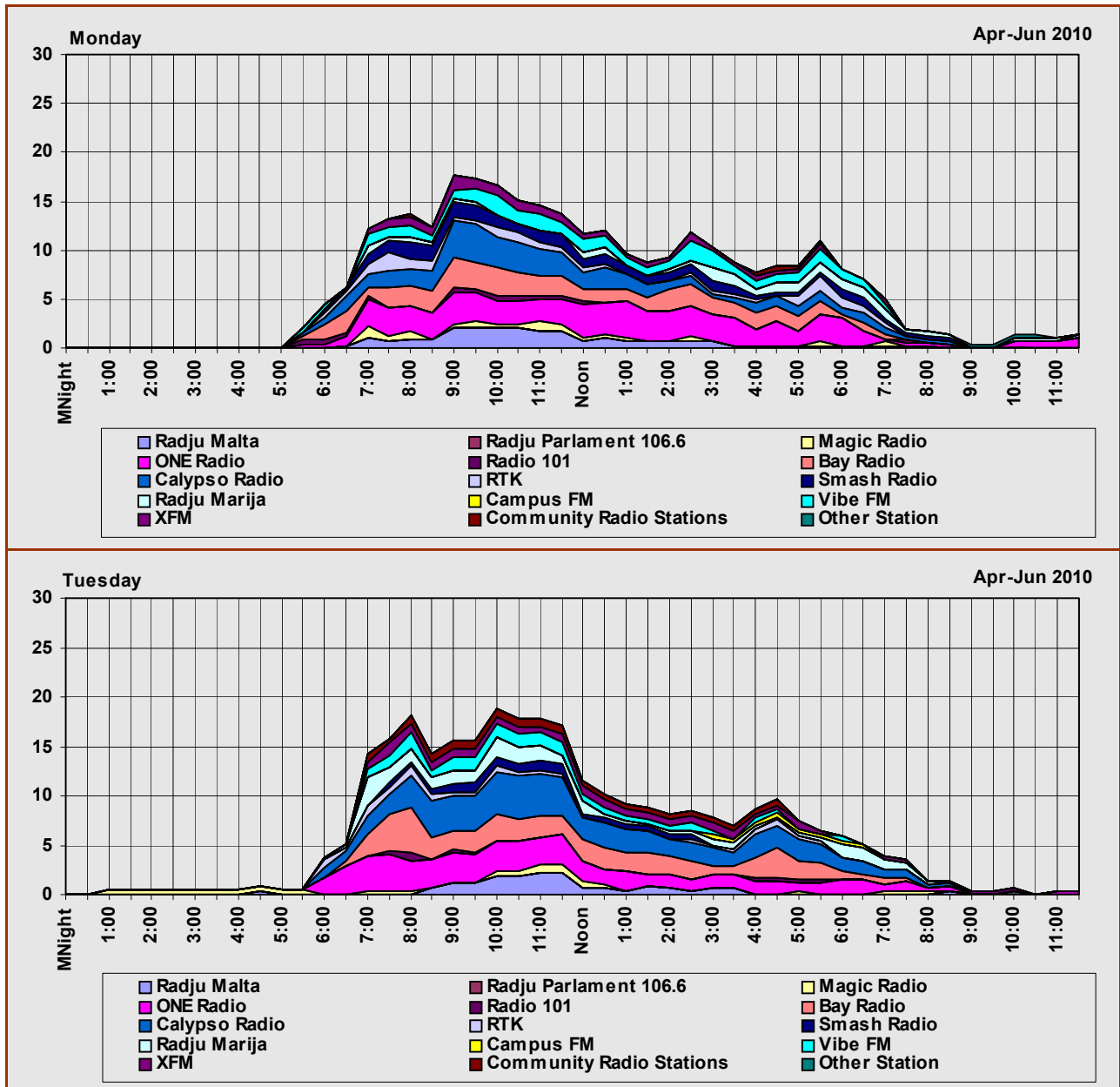


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

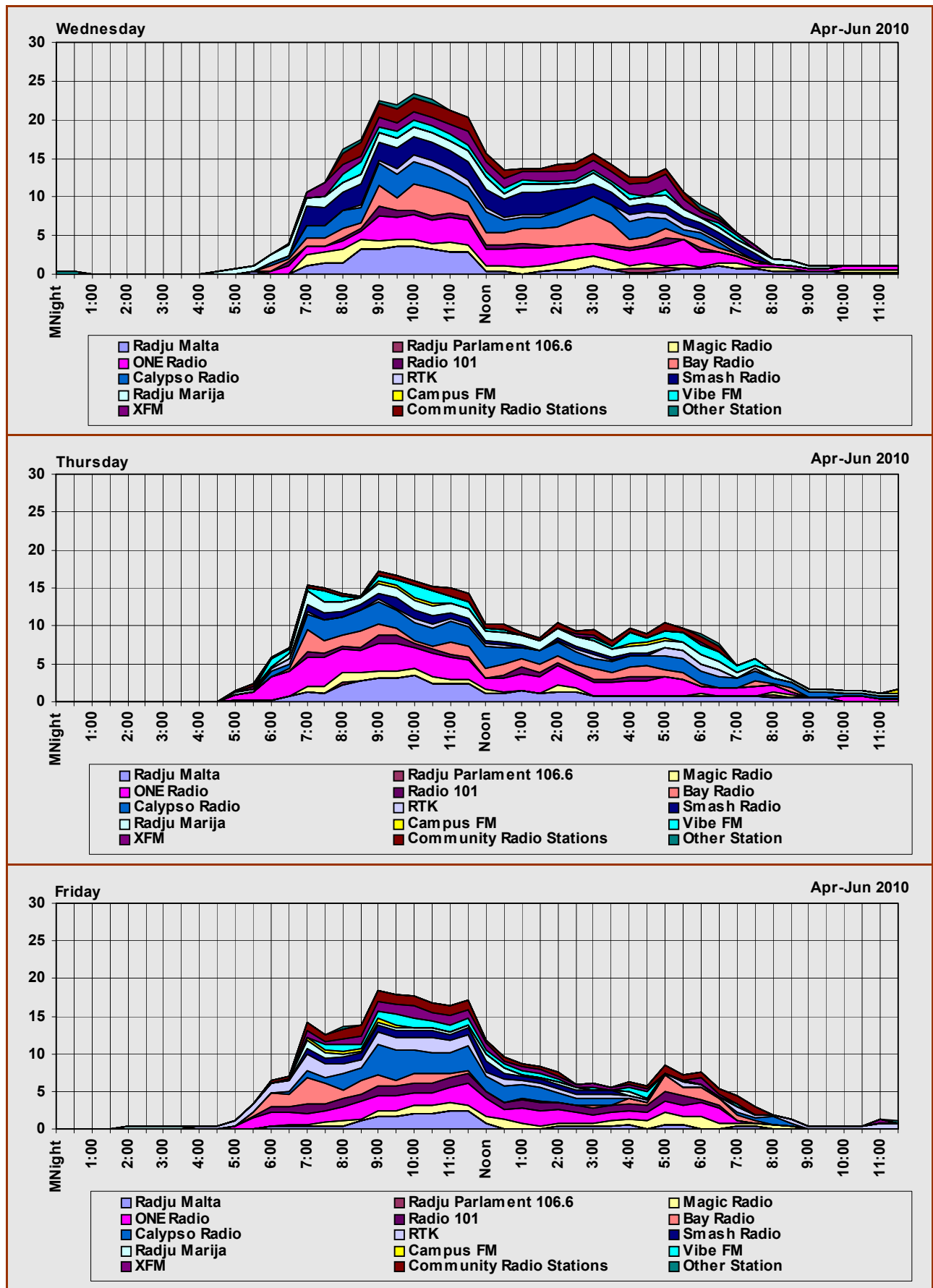


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

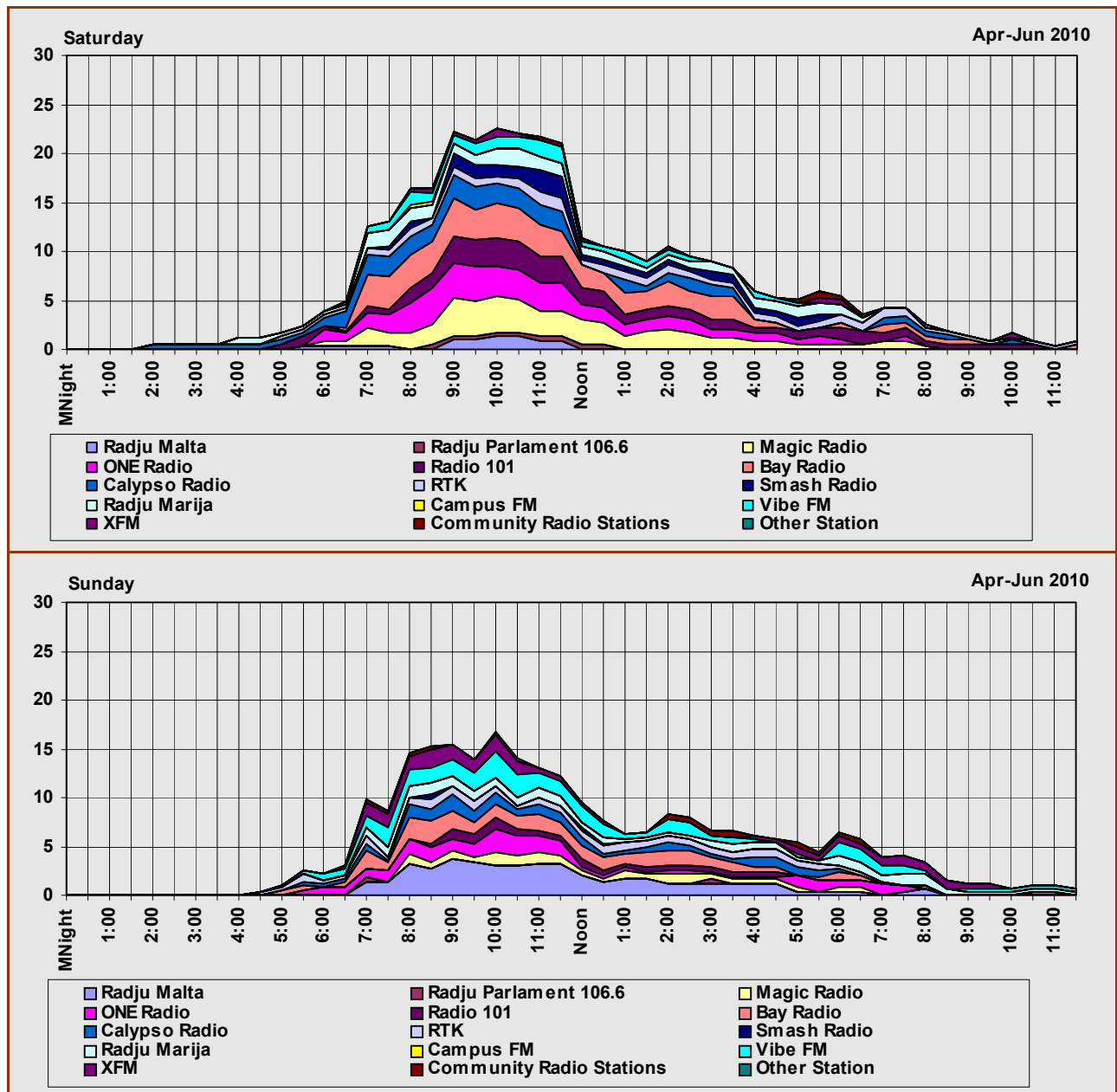


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

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

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [APR/JUN 2009-2010]

Total Average	RADJU MALTA	R. PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	OTHER/FOREIGN STATIONS
Apr-Jun '09 1%=1785	6.3	0.4	5.6	19.1	3.8	18.5	11.3	10.1	3.6	9.9	1.3	3.4	2.7	3.4	0.4
Jul-Sep '09 1%=1917	7.9	-	5.6	19.7	4.6	19.2	10.8	8.1	3.5	4.9	1.6	4.7	3.8	4.7	0.8
Oct-Dec '09 1%=1993	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	1.4
Jan-Mar '10 1%=1985	8.1	0.1	5.5	17.7	3.6	19.4	13.0	5.5	5.1	6.2	0.5	6.0	4.8	3.2	1.2
Apr-Jun '10 1%=1987	8.7	0.3	6.3	17.1	4.8	13.1	14.1	5.6	5.9	7.9	0.4	6.7	4.9	3.9	0.3

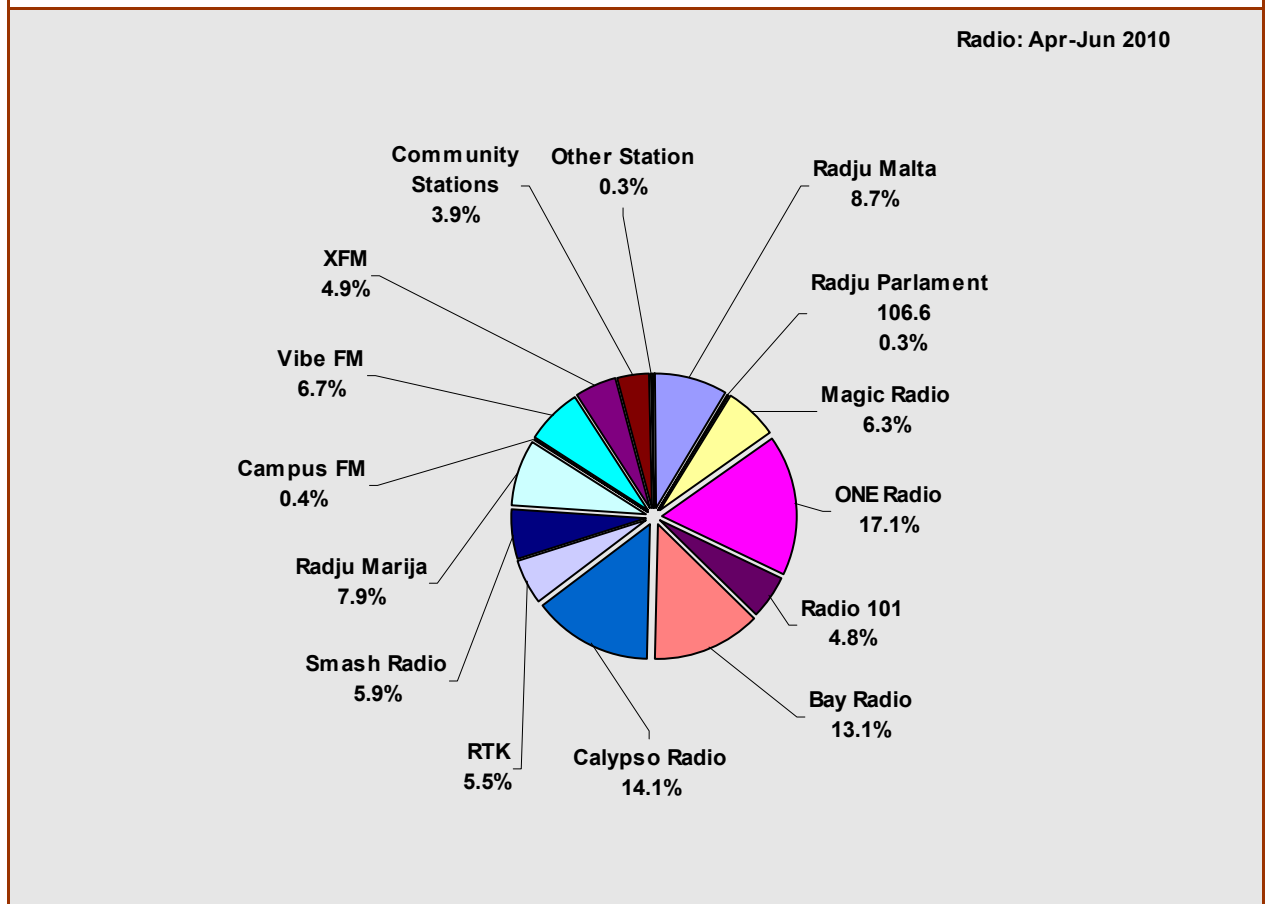


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2010]

7. TV AUDIENCES

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

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

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Overall, of the local TV broadcasting stations TVM has attained the highest daily average [2.237%] with its highest average being on Sundays [3.394%]. This was followed by ONE [1.132%] with the next highest daily average and reaching its highest average on Mondays [1.399%]; and Net TV [1.132%] with its highest on Wednesdays at 0.419%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2010]

	TVM	ONE	NET TV	SMASH TV	ITV	FAVOURITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Mon	1.997	1.399	0.171	0.054	0.067	0.015	0.000	0.485	0.017	0.000	0.336	0.292	0.220	0.251	0.035	0.252	1.370
Tue	1.922	0.837	0.280	0.044	0.000	0.038	0.000	0.477	0.000	0.027	0.487	0.154	0.529	0.673	0.038	0.057	1.465
Wed	1.236	1.151	0.419	0.015	0.000	0.025	0.033	0.359	0.083	0.075	0.162	0.470	0.278	0.230	0.026	0.187	0.786
Thu	2.032	1.203	0.377	0.007	0.000	0.000	0.000	0.401	0.034	0.000	0.204	0.271	0.256	0.086	0.049	0.131	1.150
Fri	3.033	1.145	0.366	0.005	0.000	0.000	0.000	0.156	0.032	0.000	0.089	0.304	0.329	0.130	0.008	0.000	0.880
Sat	2.057	0.871	0.396	0.029	0.000	0.067	0.000	0.735	0.026	0.062	0.049	0.384	0.628	0.733	0.008	0.100	1.123
Sun	3.394	1.316	0.236	0.000	0.000	0.000	0.000	0.597	0.019	0.051	0.098	0.129	0.297	0.199	0.000	0.000	1.297
Mon-Sun	2.237	1.132	0.321	0.022	0.010	0.021	0.005	0.459	0.030	0.031	0.205	0.286	0.362	0.329	0.024	0.104	1.155

1%=3633

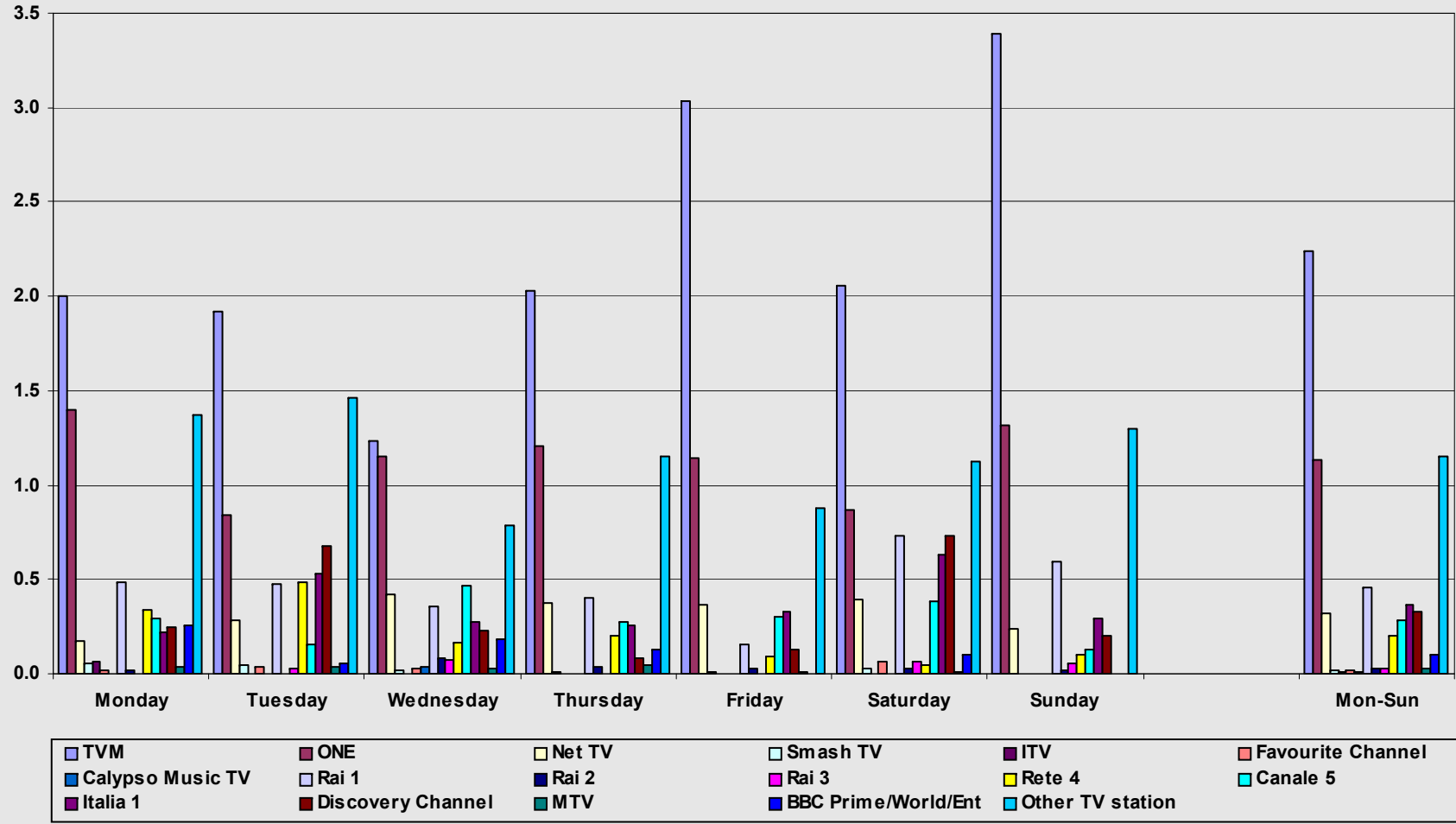


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2010]

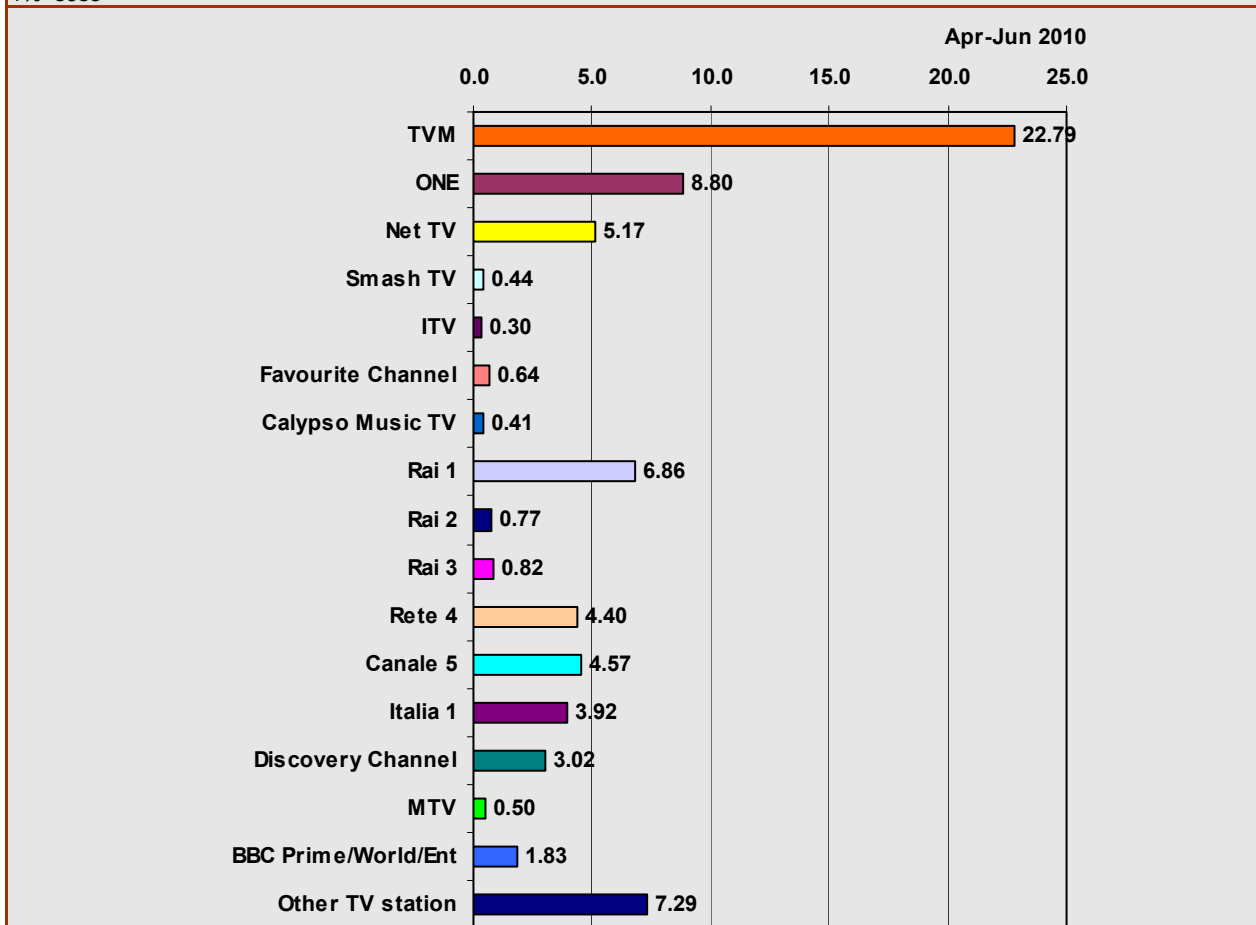
7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below. Compared to Table 7.1 above, the difference between TVM's highest average being attained on Sunday compared to TVM's peak audiences for Fridays is that while audiences on Sunday after prime-time have decreased by 45.6% [from 19.884% at 9:30pm to 10.821% at 10:00pm], the decrease in audiences after prime-time for Fridays was of 18.07% [from 22.212% to 18.197%].

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2010]

	TVM	ONE	NET TV	SMASH TV	ITV	FAVOURITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Mondays	16.732	8.805	1.122	0.444	0.300	0.360	0.000	4.008	0.424	0.000	2.097	1.659	2.052	1.283	0.424	1.292	5.279
Tuesdays	13.937	4.964	1.245	0.434	0.000	0.638	0.000	4.992	0.000	0.433	4.398	0.853	3.916	2.900	0.413	0.308	7.294
Wednesdays	10.770	6.825	5.166	0.361	0.000	0.311	0.407	2.523	0.772	0.817	1.091	2.018	2.921	1.766	0.425	1.830	4.857
Thursdays	15.950	7.363	2.298	0.341	0.000	0.000	0.000	3.026	0.421	0.000	1.577	1.397	2.850	1.171	0.498	1.359	6.837
Fridays	22.794	6.843	2.222	0.264	0.000	0.000	0.000	1.383	0.386	0.000	0.795	1.341	2.691	0.815	0.401	0.000	3.716
Saturdays	11.961	4.561	1.736	0.350	0.000	0.632	0.000	6.856	0.315	0.380	0.300	4.571	2.491	3.020	0.411	0.371	4.545
Sundays	22.497	5.219	0.994	0.000	0.000	0.000	0.000	3.345	0.310	0.602	1.002	0.684	1.912	1.328	0.000	0.000	4.422
Highest Peak	22.794	8.805	5.166	0.444	0.300	0.638	0.407	6.856	0.772	0.817	4.398	4.571	3.916	3.020	0.498	1.830	7.294

1%=3633



1%=3633

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN-MAR 2010]

7.3 DAILY AUDIENCE SHARE

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

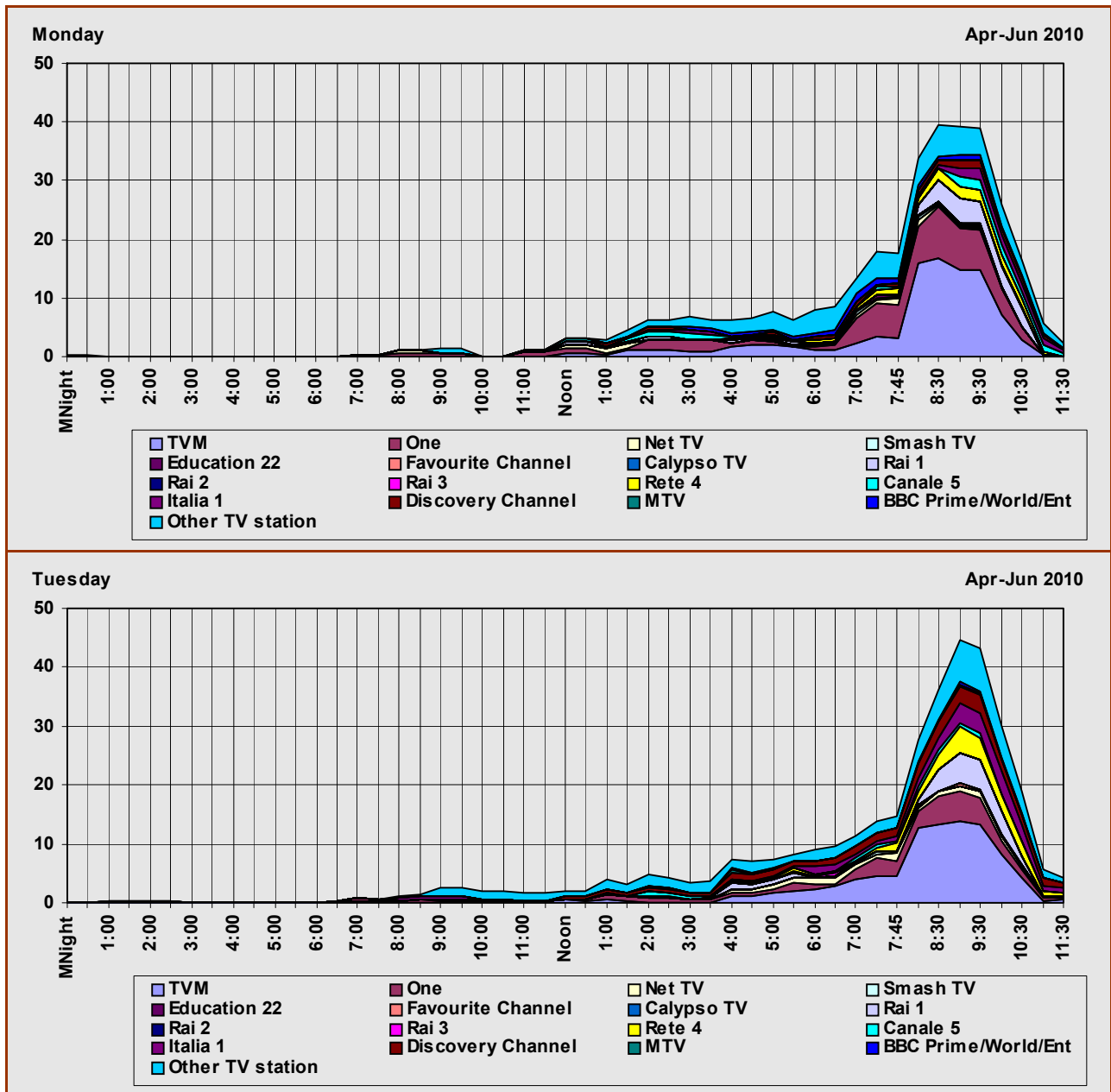


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

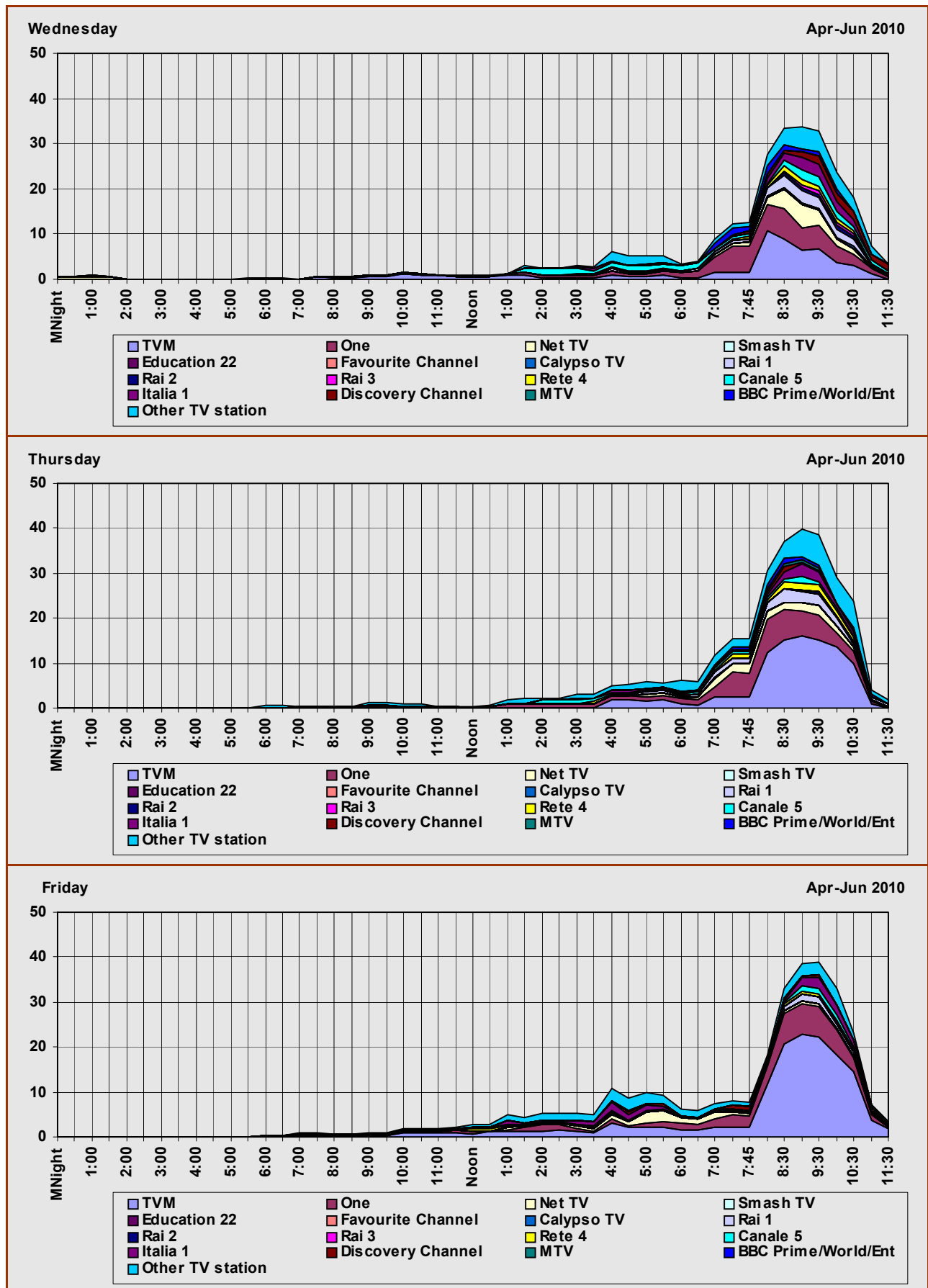


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

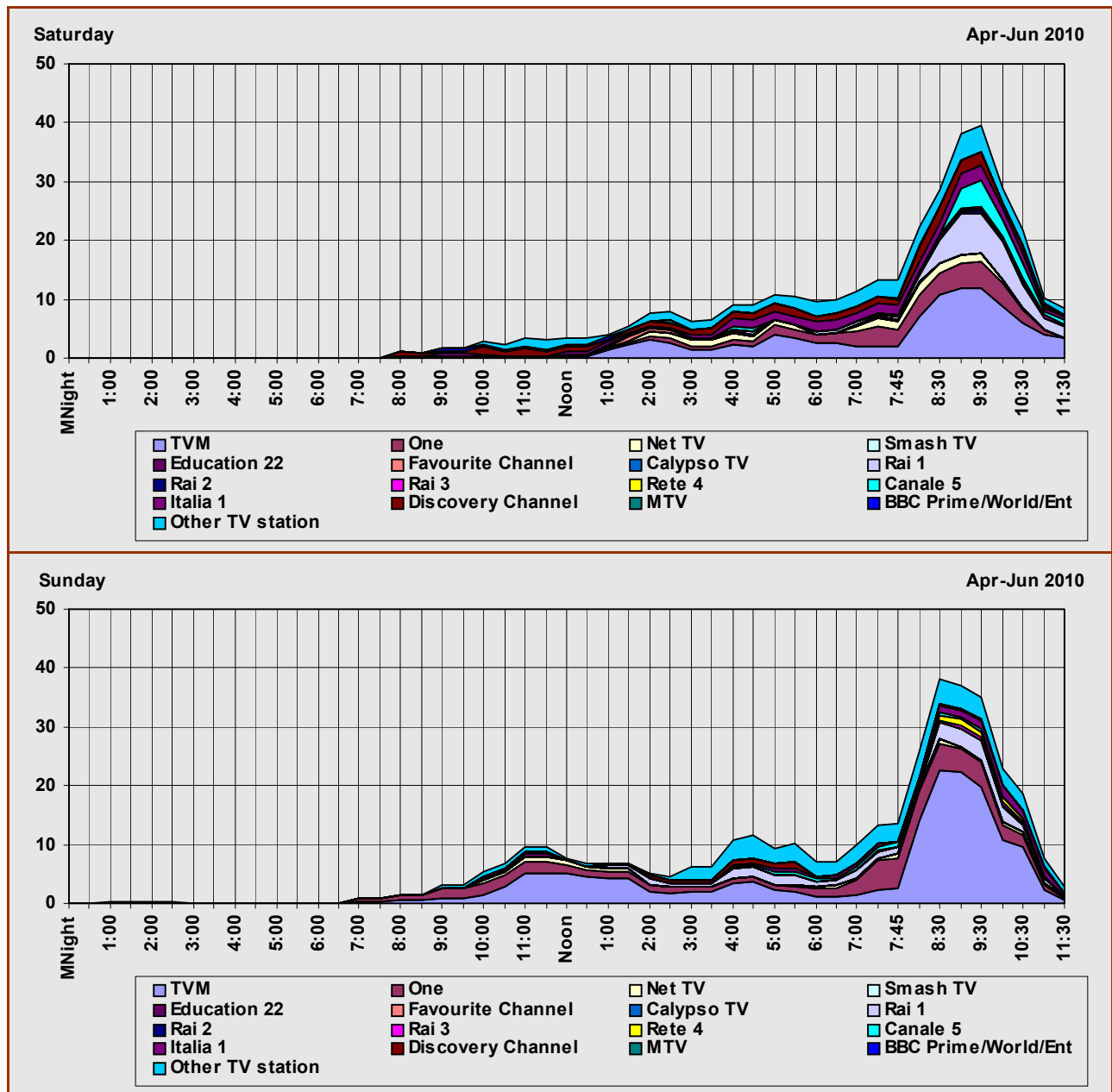


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

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

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [APR/JUN 2009-2010]

Total Avg.	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	ITV	FAVOURITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS
Apr-Jun '09 1%=2344	31.6	14.8	5.9	0.7	0.3	-	0.6	-	6.0	1.3	0.5	3.6	5.2	6.6	3.3	1.9	1.6	16.0
Jul-Sep '09 1%=2268	14.7	17.8	6.7	4.5	-	0.1	2.5	-	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	2.3	22.2
Oct-Dec '09 1%=2596	26.6	20.2	6.4	0.4	0.1	0.1	1.2	-	3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
Jan-Mar '10 1%=2501	23.3	22.1	4.9	0.3	-	0.0	0.7	0.1	5.8	1.3	0.6	3.6	8.1	6.5	3.1	0.6	2.3	16.7
Apr-Jun '10 1%=2490	33.2	16.8	4.8	0.3	0.1	-	0.3	0.1	6.8	0.4	0.5	3.0	4.2	5.4	4.9	0.4	1.5	17.2

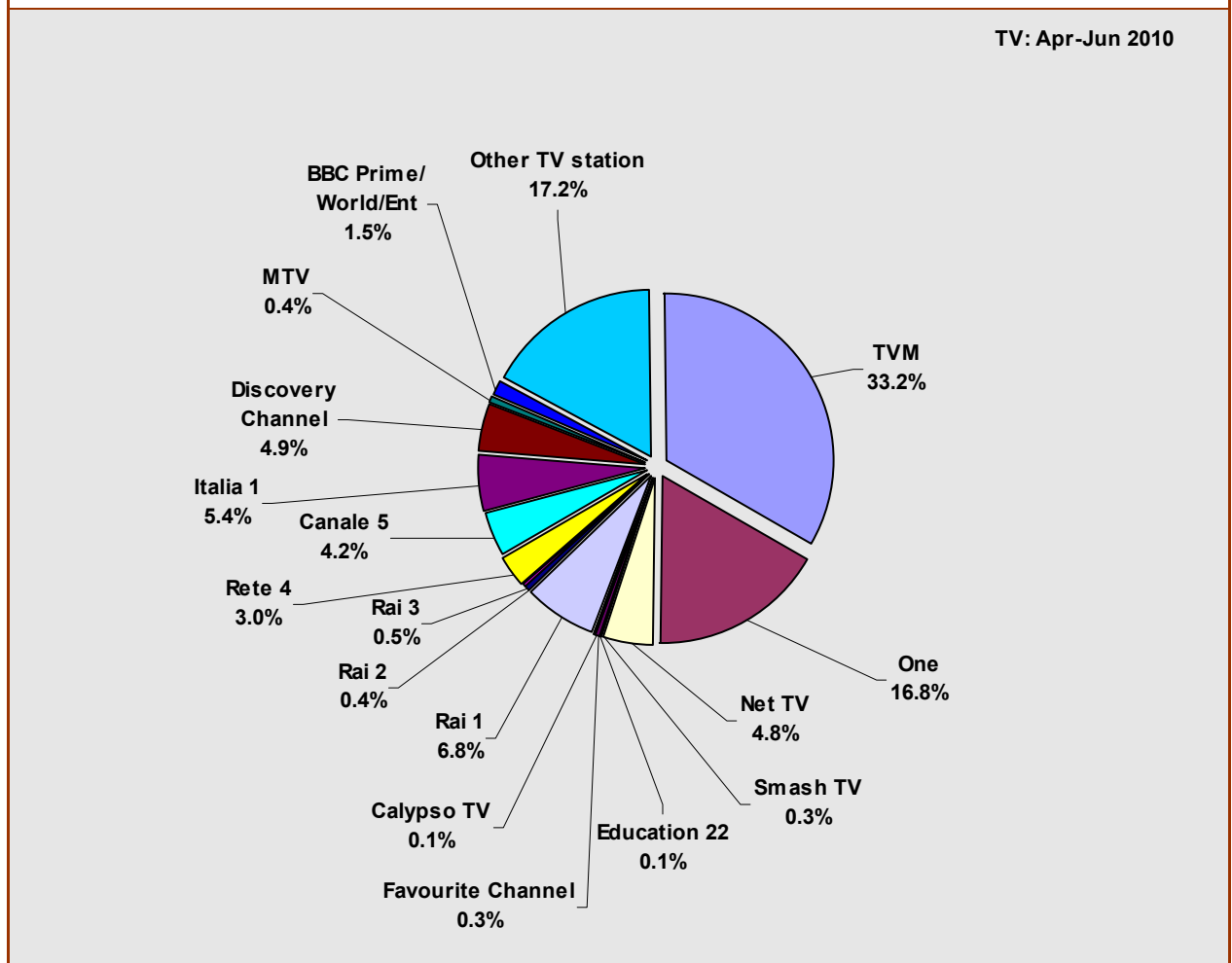


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [APR-JUN 2010]

8. RADIO AND TV CONSUMPTION

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

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at 2.90 hrs. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

**TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS: BY STATION
[OCT/DEC 2008 – APR/JUN 2010]**

	Radju Malta	Radju Parliament 106.6	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign / Other Stations
Oct-Dec 2008	3.78	2.46	2.55	3.59	2.24	3.06	4.27	2.73	2.51	2.92	2.13	3.83	2.66	3.45	1.50
Jan-Mar 2009	2.56	2.78	2.93	3.38	2.29	2.15	4.15	3.00	2.91	3.26	3.10	3.09	2.94	3.63	1.13
Apr-Jun 2009	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	2.00
Jul-Sep 2009	2.73	-	2.57	3.41	2.84	2.43	3.29	2.85	3.23	2.50	3.75	2.84	2.30	3.95	1.79
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73
Jan-Mar 2010	3.17	2.00	2.49	3.40	2.02	2.24	3.50	2.28	3.15	2.54	1.99	2.36	2.56	2.91	2.91
Apr-Jun 2010	3.31	1.95	2.29	3.87	3.28	1.89	3.96	2.49	3.74	3.34	1.91	2.17	2.79	3.75	1.28

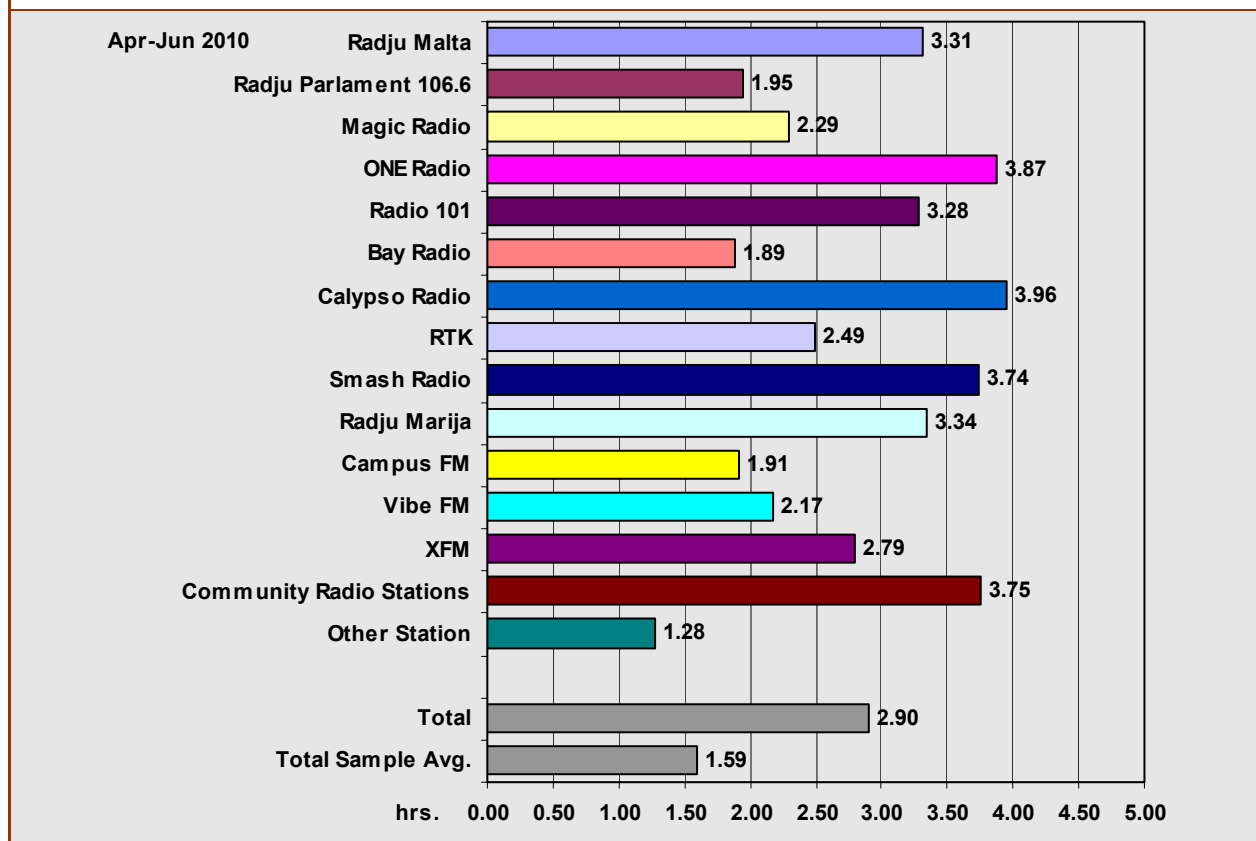


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2010]

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for this period stands at 1.59 hrs every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 34.2% from 4.41hrs for Oct-Dec 2006 to 2.90hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 29.6% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90
Total Sample	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59

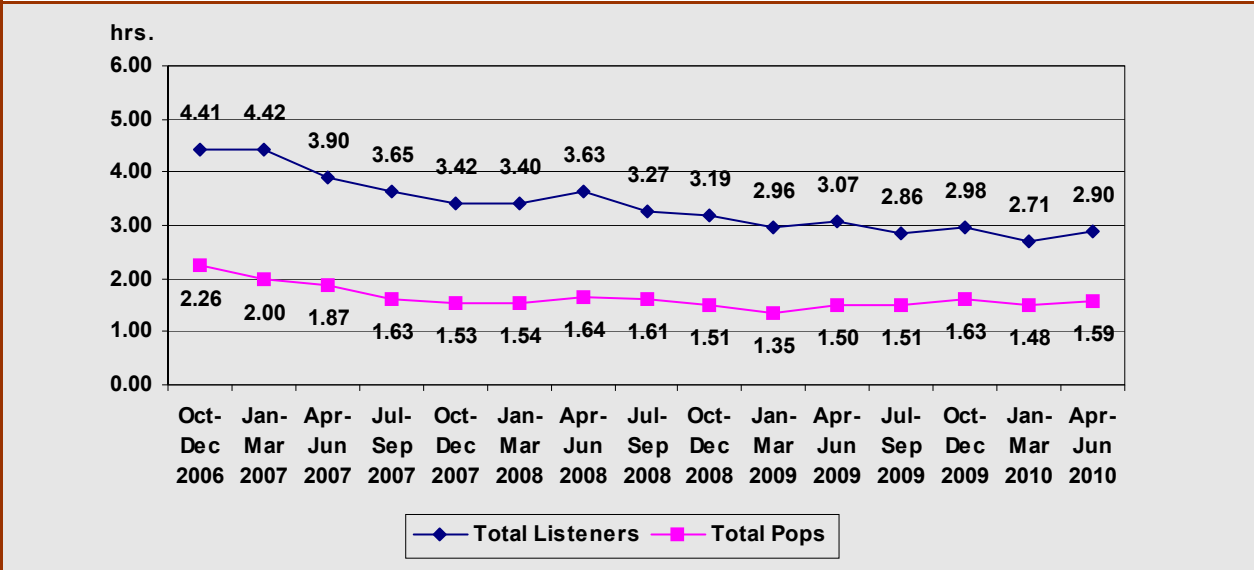


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2010]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station for all the yearly quarters from October-December 2006 are listed in Table 8.3 below.

**Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION
[OCT/DEC 2006 – APR/JUN 2010]**

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08	3.78	2.56	3.08	2.73	2.92	3.17	3.31
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60	2.46	2.78	1.64		2.01	2.00	1.95
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12	2.55	2.93	2.65	2.57	2.95	2.49	2.29
ONE Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83	3.59	3.38	3.69	3.41	3.91	3.40	3.87
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97	2.24	2.29	2.76	2.84	2.48	2.02	3.28
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15	3.06	2.15	2.46	2.43	2.45	2.24	1.89
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95	4.27	4.15	3.34	3.29	4.19	3.50	3.96
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64	2.73	3.00	3.52	2.85	2.51	2.28	2.49
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67	2.51	2.91	3.57	3.23	2.85	3.15	3.74
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70	2.92	3.26	3.59	2.50	2.75	2.54	3.34
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25	2.13	3.10	3.89	3.75	2.42	1.99	1.91
Capital Radio/Vibe FM	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85	3.83	3.09	3.29	2.84	2.14	2.36	2.17
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80	2.66	2.94	2.06	2.30	2.76	2.56	2.79
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94	3.45	3.63	3.34	3.95	3.72	2.91	3.75
Foreign/Other Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94	1.50	1.13	2.00	1.79	3.73	2.91	1.28
Total Listeners [hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90
Total Sample [hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.31hrs. The analysis by TV station is represented Table 8.4 and Figure 8.3 below:

**TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[OCT/DEC 2008 – APR/JUN 2010]**

	TVM	ONE	Net TV	Smash TV	Education 22	iTV	Family TV	Favourite TV*	Calypso Music TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Oct-Dec '08	2.27	2.78	2.19	4.50	0.0	0.0	2.50	-	-	2.06	2.40	2.00	2.19	2.19	2.01	2.39	1.67	2.03	1.33	2.71
Jan-Mar '09	1.83	2.63	1.92	1.88	0.0	0.0	2.56	2.88	-	1.63	1.75	1.83	1.74	1.94	2.06	1.67	0.92	1.59	0.67	2.02
Apr-Jun '09	1.87	2.56	2.51	1.42	7.00	0.0	2.67	1.50	-	1.95	1.86	1.57	2.02	1.92	2.02	1.88	1.84	2.57	1.90	2.05
Jul-Sep '09	1.38	2.40	2.04	2.01	0.0	2.00	0.0	3.22	-	1.89	2.15	1.57	2.21	2.24	1.73	1.90	1.17	2.13	5.50	2.18
Oct-Dec '09	2.00	2.69	2.37	1.14	1.53	3.00	0.0	1.93	-	2.06	2.00	1.44	1.92	2.32	1.77	2.06	1.45	1.64		2.23
Jan-Mar '10	2.04	3.06	2.58	1.74	0.0	0.75	-	2.82	1.80	2.41	1.98	2.19	2.15	2.44	2.21	1.75	1.62	3.10		2.30
Apr-Jun '10	2.27	2.74	2.21	1.27	2.06	0.0	-	1.54	2.00	2.21	1.76	2.35	2.19	2.16	1.90	2.42	1.10	2.11		2.43

*Favourite TV was unlicensed during October-December 2008
 "-" denotes unlicensed/not in operation

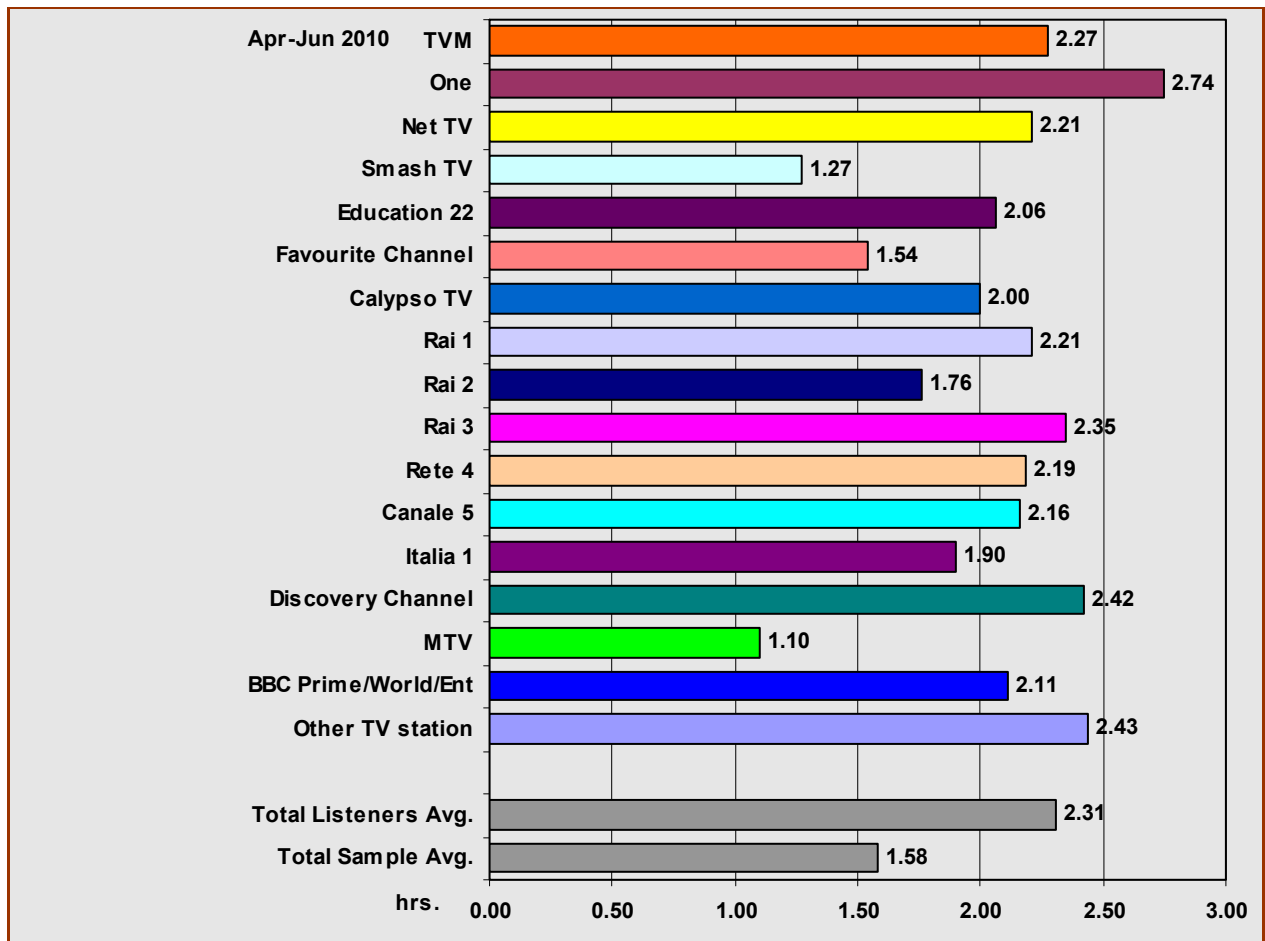


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [APR-JUN 2010]

Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at 1.58hrs every day.

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular TV viewers spent watching to programmes has decreased slightly from 2.35hrs for Oct-Dec 2006 to 2.31hrs for this period under assessment – see Table 8.5 and Figure 8.4 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006 – APR/JUN 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
Total Viewers	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31
Total Sample	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58

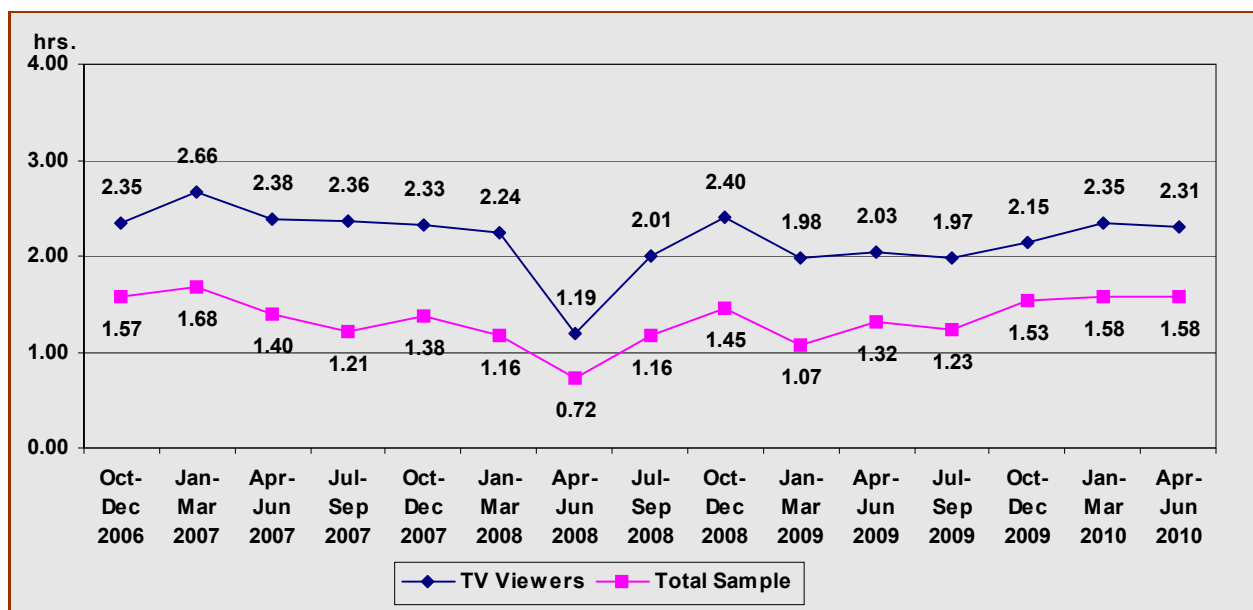


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2010]

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

TABLE 8.6: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION [OCT/DEC 2006 – APR/JUN 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44	2.27	1.83	1.87	1.38	2.00	2.04	2.27
ONE	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10	2.78	2.63	2.56	2.40	2.69	3.06	2.74
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94	2.19	1.92	2.51	2.04	2.37	2.58	2.21
Smash TV	1.00	1.00	1.19	2.0	0.93	0.80	1.83	1.93	4.50	1.88	1.42	2.01	1.14	1.74	1.27
Education 22	2.75				1.00	0.50	2.63				7.00		1.53		2.06
ITV				1.5			3.00	0.50				2.00	3.00	0.75	
Family TV							3.14	2.69	2.50	2.56	2.67				
Favourite TV										2.88	1.50	3.22	1.93	2.82	1.54
Calypso Music TV														1.80	2.00
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65	2.06	1.63	1.95	1.89	2.06	2.41	2.21
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15	2.40	1.75	1.86	2.15	2.00	1.98	1.76
Rai 3	2.50	1.75	-	1.63	2.13	1.38	1.89	2.50	2.00	1.83	1.57	1.57	1.44	2.19	2.35
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39	2.19	1.74	2.02	2.21	1.92	2.15	2.19
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46	2.19	1.94	1.92	2.24	2.32	2.44	2.16
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13	2.01	2.06	2.02	1.73	1.77	2.21	1.90
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78	2.39	1.67	1.88	1.90	2.06	1.75	2.42
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30	1.67	0.92	1.84	1.17	1.45	1.62	1.10
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93	2.03	1.59	2.57	2.13	1.64	3.10	2.11
BBC World	1.00	2.00			2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50			
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54	2.71	2.02	2.05	2.18	2.23	2.30	2.43
TV Viewers [hrs]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31
Total Sample [hrs]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58

8.3 Radio Consumption by Time Brackets

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

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

8.4 TV Consumption by Time Brackets

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

TABLE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR-JUN 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
> 6:00	1.44	1.37	1.52	0.00	0.71	0.58	0.46	2.50	2.52	1.09	1.92	0.84	1.89	1.40	1.86	0.93	0.66	1.55	0.76	1.18	2.13	2.44	1.55	1.31	1.87	1.11
6:00-9:00	20.50	19.60	21.56	19.04	19.57	23.93	21.41	19.00	21.00	20.99	20.20	19.98	22.60	21.72	20.69	17.98	20.18	23.28	15.72	21.89	22.83	20.12	21.00	21.48	18.68	21.41
9:00-12:00	33.47	29.93	37.59	9.37	33.71	22.97	34.09	34.59	36.17	33.69	34.85	34.72	30.83	32.94	33.11	31.66	30.90	33.65	33.14	28.88	35.17	39.17	33.54	33.46	35.23	31.66
12:00-17:00	29.59	33.94	24.50	31.94	31.82	29.67	32.69	28.44	24.53	21.37	28.48	29.92	29.60	27.46	33.69	27.96	31.91	29.27	35.20	28.74	25.46	26.72	27.91	30.07	29.16	29.55
17:00-20:00	11.97	12.39	11.47	31.26	10.66	19.15	8.98	12.38	12.22	20.57	10.97	10.46	12.00	14.69	9.35	18.64	13.46	10.64	12.63	14.51	12.08	8.52	11.74	11.04	12.39	12.44
20:00-24:00	3.04	2.77	3.36	8.39	3.53	3.70	2.36	3.09	3.57	2.29	3.58	4.08	3.08	1.78	1.31	2.83	2.90	1.60	2.54	4.80	2.34	3.03	4.27	2.64	2.68	3.82
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

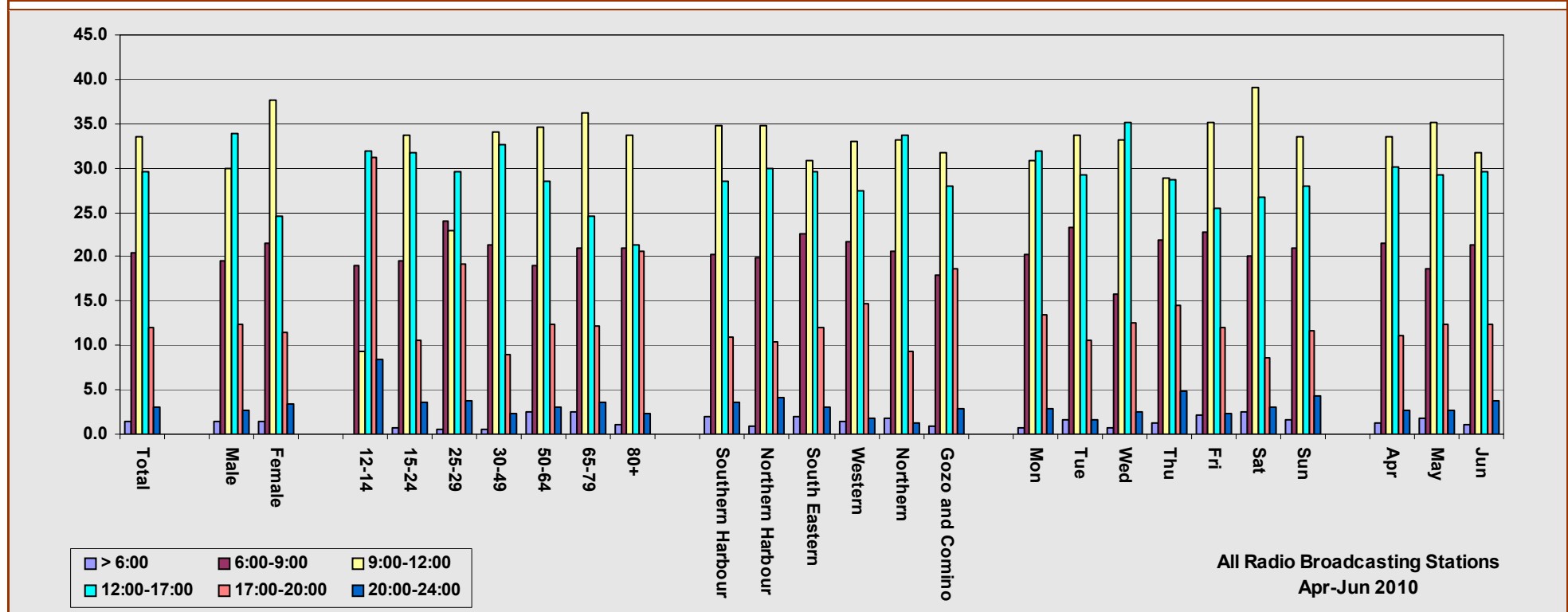


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [APR-JUN 2010]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR-JUN 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun	
Radju Malta	8.67	4.99	12.96	0.00	0.33	0.68	8.14	10.32	15.52	18.03	6.53	10.88	3.54	13.99	8.27	8.06	7.54	5.62	9.38	12.81	6.52	2.43	17.71	6.51	8.52	10.95	
Radju Parlament 106.6	0.32	0.60	0.00	0.00	0.00	0.57	0.88	0.00	0.00	0.00	0.17	0.40	0.00	1.41	0.00	0.00	0.00	0.00	0.38	0.25	0.00	1.17	0.39	0.00	0.75	0.20	
Magic Radio	6.28	6.04	6.56	3.96	11.54	5.21	9.97	3.96	0.60	0.00	9.21	4.64	6.84	2.75	6.94	7.26	2.51	3.31	6.56	3.93	7.17	14.34	5.66	5.77	5.35	7.74	
ONE Radio	17.08	16.92	17.28	1.27	2.97	8.45	9.08	27.45	30.38	12.29	19.44	13.59	23.06	16.21	14.43	18.42	23.06	19.22	14.77	22.14	15.99	13.44	10.23	20.51	19.02	11.72	
Radio 101	4.81	6.97	2.29	3.10	0.72	2.29	6.54	3.77	7.64	5.95	9.77	5.54	4.07	3.09	0.39	1.20	1.62	1.07	2.38	3.22	9.03	12.59	4.22	3.55	6.79	4.01	
Bay Radio	13.11	15.96	9.79	47.60	32.57	43.39	15.92	2.15	1.40	0.00	10.42	14.78	15.93	10.92	13.83	12.07	15.41	16.59	11.95	9.40	9.51	16.82	12.08	13.11	15.16	11.01	
Calypso Radio	14.08	15.21	12.78	10.33	1.82	8.31	14.88	22.29	9.29	0.00	12.59	15.96	13.97	17.88	9.72	13.54	14.63	21.86	12.16	17.61	13.43	10.48	7.81	15.98	10.34	16.08	
RTK	5.59	3.13	8.48	0.00	0.00	0.28	1.70	9.54	11.53	13.85	4.44	4.98	2.31	8.54	7.53	8.02	5.58	3.23	2.72	3.11	11.14	7.52	7.42	3.97	7.45	5.28	
Smash Radio	5.91	8.45	2.96	0.00	5.58	11.66	11.99	1.93	0.00	0.00	7.09	3.07	7.94	4.67	4.38	12.33	8.52	3.26	12.76	3.77	4.83	5.11	0.40	2.84	7.46	7.36	
Radju Marija	7.95	2.61	14.18	3.23	0.30	0.00	2.64	11.15	17.63	35.23	6.05	11.40	9.80	4.02	6.65	6.37	5.47	8.65	8.45	11.22	3.27	8.68	9.39	10.31	3.94	9.75	
Campus FM	0.42	0.77	0.00	0.00	0.00	1.03	0.20	0.89	0.00	0.00	0.00	0.57	0.00	1.53	0.48	0.00	0.00	0.97	0.00	0.90	0.86	0.23	0.00	0.37	0.13	0.76	
Vibe FM	6.70	7.90	5.30	15.37	29.64	7.22	7.40	0.42	1.17	0.00	6.45	5.35	4.56	10.32	10.23	4.63	9.68	6.02	3.77	6.14	4.47	4.98	13.91	6.86	7.63	5.58	
XFM	4.86	5.25	4.40	15.14	13.92	6.22	7.14	1.19	0.00	0.00	4.79	5.43	4.33	2.11	10.08	0.24	4.84	5.73	7.56	0.49	6.00	1.39	8.50	5.78	3.78	5.06	
Community Stations	3.87	4.64	2.97	0.00	0.33	4.68	3.44	4.57	3.67	14.65	2.49	3.05	3.06	2.28	7.07	7.85	0.67	4.48	6.27	4.75	7.48	0.82	1.99	4.00	3.39	4.23	
Other Station	0.33	0.56	0.07	0.00	0.28	0.00	0.07	0.38	1.18	0.00	0.54	0.37	0.58	0.26	0.00	0.00	0.48	0.00	0.88	0.26	0.30	0.00	0.27	0.43	0.29	0.29	
Total Listeners	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

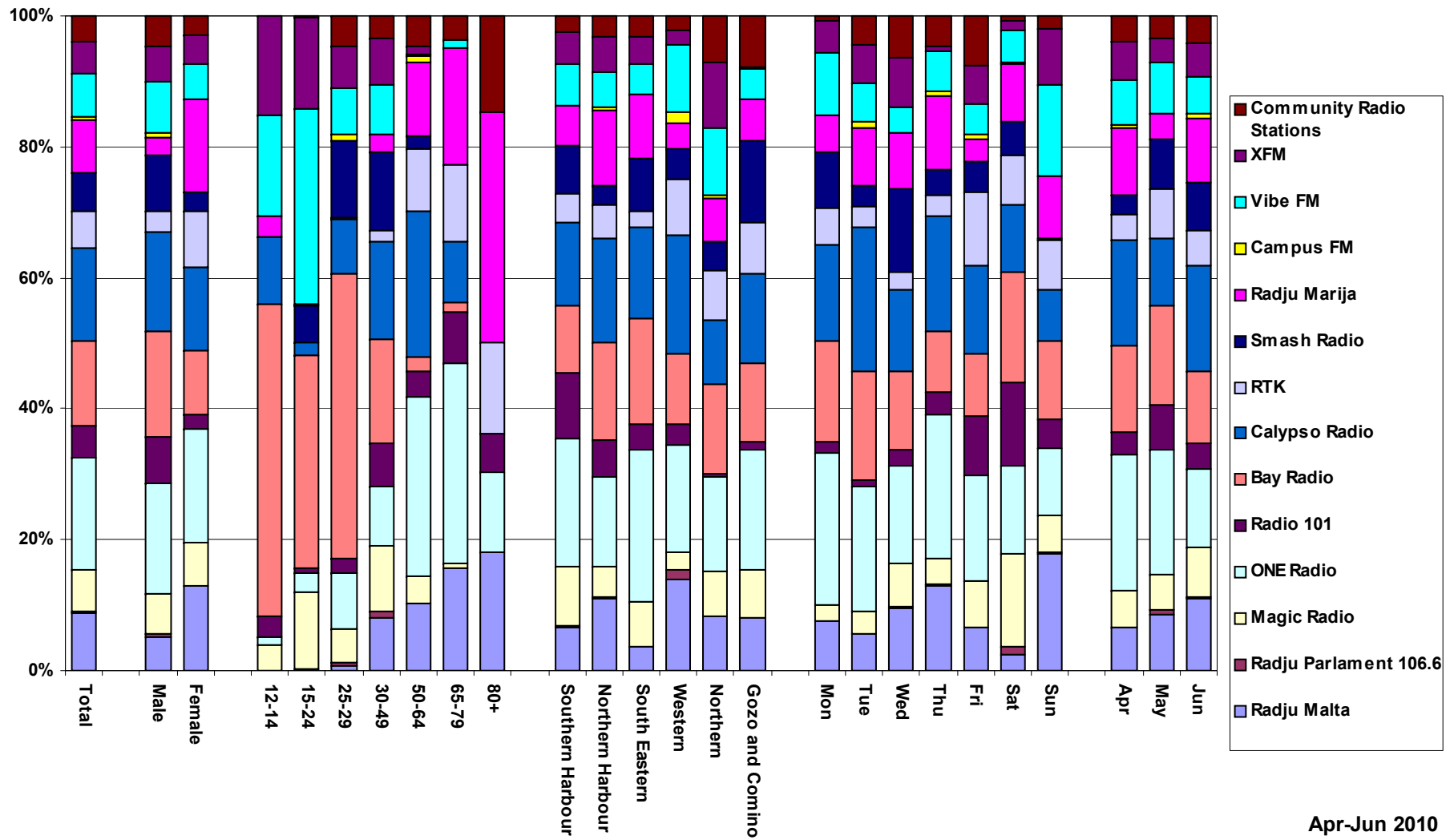


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR-JUN 2010]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR-JUN 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
>12:00	5.18	4.05	6.36	5.92	7.90	5.42	4.56	4.41	4.77	5.13	2.42	4.27	7.26	4.98	7.78	7.80	2.53	5.43	4.40	2.37	4.23	4.70	11.52	5.74	3.83	5.88
12:00-19:00	23.66	20.63	26.82	33.22	32.88	17.30	18.43	21.64	27.17	28.44	25.67	19.89	27.31	22.20	26.78	21.06	24.07	21.94	16.85	16.14	26.91	29.05	28.30	21.25	19.90	28.79
19:00-20:30	19.50	20.55	18.40	20.15	13.09	11.88	20.33	22.13	22.02	20.80	19.56	17.41	20.28	20.73	18.62	25.48	24.22	19.64	22.56	24.13	13.06	16.91	16.74	23.05	19.60	16.54
20:30-22:00	34.00	36.41	31.50	32.48	30.02	40.70	36.89	34.35	30.23	30.83	33.48	37.24	31.19	33.95	31.54	33.77	34.44	36.02	36.88	38.04	34.86	29.86	29.49	33.29	35.96	32.93
22:00-24:00	17.65	18.36	16.92	8.23	16.12	24.70	19.78	17.47	15.82	14.81	18.87	21.19	13.96	18.14	15.28	11.89	14.74	16.96	19.31	19.32	20.94	19.49	13.95	16.67	20.72	15.86
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

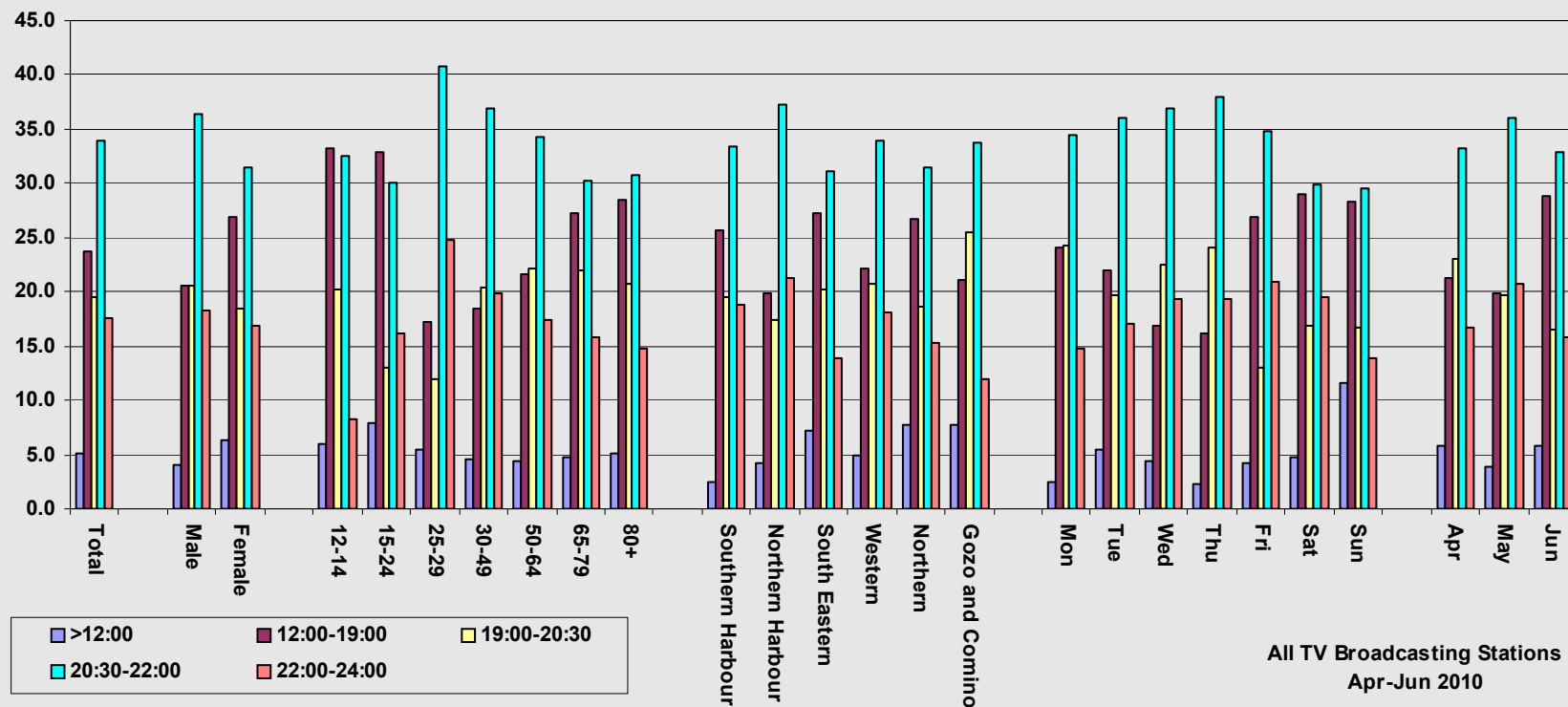


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR-JUN 2010]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN-MAR 2010]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
TVM	33.22	31.29	35.23	43.13	28.31	35.79	33.01	34.54	32.50	34.35	33.79	39.07	28.29	25.71	32.14	33.72	28.69	27.35	22.34	32.77	46.82	28.30	44.47	26.55	31.69	39.91	
One	16.82	15.22	18.48	20.89	6.27	16.57	15.19	18.73	22.50	37.07	16.84	15.66	20.32	20.45	7.14	26.58	20.10	11.91	20.80	19.39	17.68	11.98	17.24	25.16	17.40	9.61	
Net TV	4.76	5.20	4.31	1.67	0.57	0.00	3.62	6.70	9.94	7.49	6.78	2.52	2.26	4.70	7.12	8.44	2.45	3.99	7.56	6.08	5.66	5.45	3.10	4.51	4.91	4.84	
Smash TV	0.33	0.34	0.32	0.00	0.00	0.00	0.10	0.54	1.01	0.00	0.00	0.16	0.85	0.09	0.42	1.05	0.78	0.63	0.27	0.11	0.08	0.39	0.00	0.25	0.45	0.28	
Education 22	0.14	0.00	0.29	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	
Favourite Channel	0.31	0.03	0.60	0.00	0.00	0.28	0.31	0.36	0.35	1.75	0.25	0.11	0.00	0.90	0.00	1.56	0.21	0.55	0.46	0.00	0.00	0.93	0.00	0.48	0.47	0.04	
Calypso TV	0.07	0.00	0.14	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.22	0.00	
Rai 1	6.83	7.36	6.27	1.67	5.10	13.23	9.29	4.83	6.80	3.37	6.34	6.74	9.94	5.76	7.35	2.66	6.96	6.79	6.49	6.47	2.41	10.11	7.82	4.53	4.37	10.74	
Rai 2	0.45	0.43	0.46	1.95	0.00	0.99	0.68	0.40	0.00	0.00	0.43	0.06	0.00	1.15	1.38	0.00	0.25	0.00	1.50	0.55	0.49	0.35	0.25	0.72	0.71	0.00	
Rai 3	0.46	0.54	0.36	0.00	0.45	0.00	0.30	0.62	0.86	0.00	0.26	0.50	0.57	1.35	0.00	0.00	0.00	0.38	1.36	0.00	0.00	0.85	0.67	1.14	0.00	0.29	
Rete 4	3.04	2.43	3.68	0.84	0.59	1.31	1.95	6.12	3.92	1.39	5.47	3.02	3.64	0.97	1.28	1.49	4.83	6.93	2.92	3.30	1.37	0.67	1.28	4.06	2.63	2.56	
Canale 5	4.25	1.83	6.76	0.84	1.31	9.10	4.80	5.33	3.40	4.29	2.35	2.68	8.87	6.05	5.19	1.27	4.20	2.19	8.48	4.37	4.70	5.29	1.68	3.84	3.33	5.35	
Italia 1	5.38	6.46	4.26	5.20	19.69	10.01	3.39	1.89	0.44	0.00	5.53	5.34	4.28	8.74	3.67	5.22	3.16	7.53	5.02	4.13	5.09	8.64	3.89	4.83	7.74	3.84	
Discovery Channel	4.88	7.83	1.82	2.38	7.18	2.22	7.19	2.62	4.43	0.00	2.68	6.11	6.20	6.63	4.47	1.69	3.61	9.57	4.15	1.38	2.00	10.08	2.61	6.13	4.49	4.21	
MTV	0.35	0.21	0.50	2.13	1.61	0.00	0.06	0.00	0.00	0.00	0.16	0.31	0.23	0.52	0.91	0.00	0.50	0.54	0.47	0.79	0.13	0.12	0.00	0.64	0.16	0.27	
BBC Prime/World/Ent	1.55	1.39	1.71	0.00	0.29	1.28	2.03	1.57	2.60	0.00	2.31	0.26	0.96	0.42	3.57	3.54	3.61	0.80	3.38	2.12	0.00	1.37	0.00	1.55	0.72	2.25	
Other TV station	17.16	19.44	14.80	19.31	28.17	9.23	17.62	15.76	11.23	10.28	16.47	17.47	13.58	16.55	24.36	12.79	19.68	20.84	14.20	18.55	13.59	15.45	17.00	15.60	20.26	15.81	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

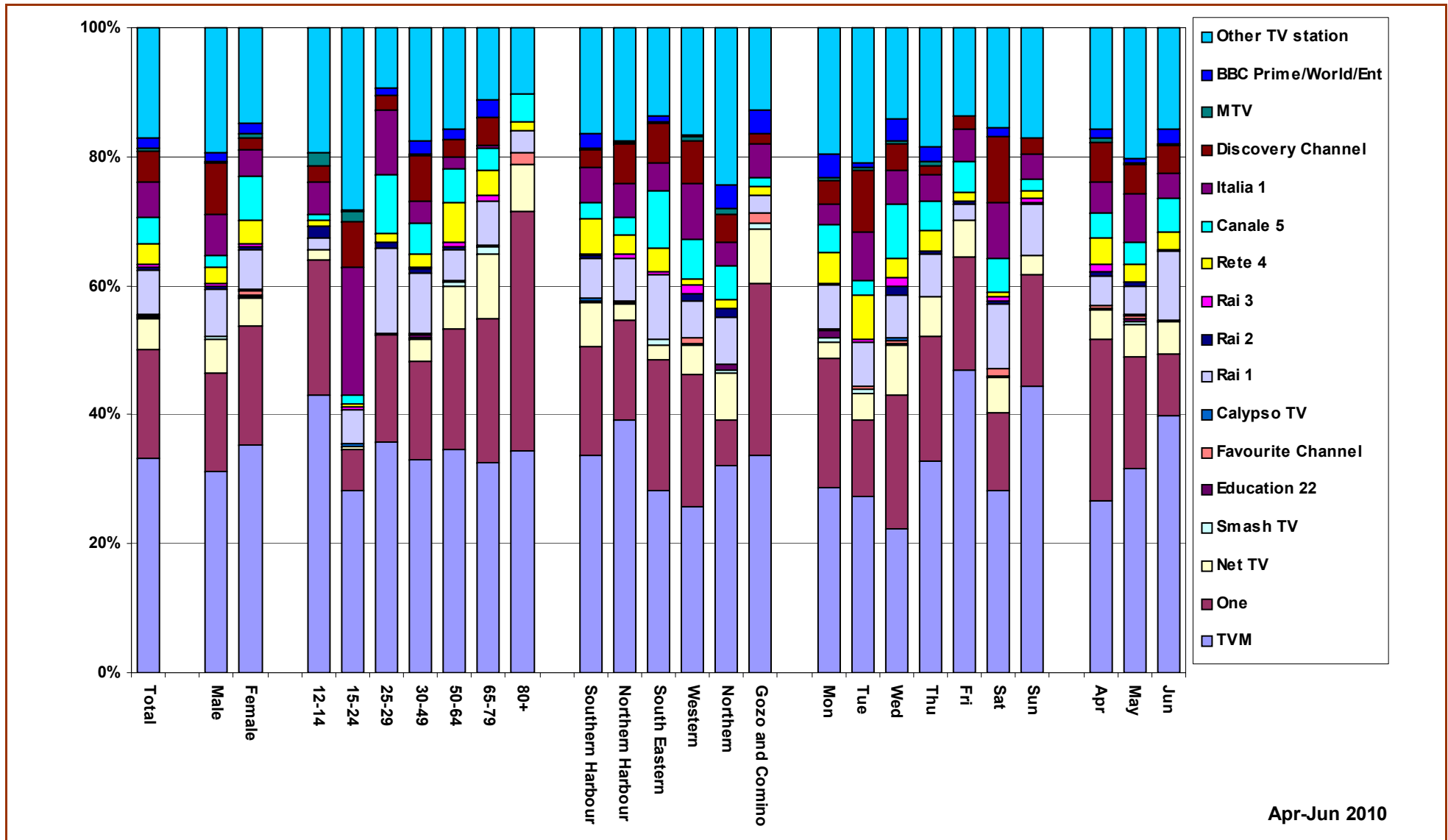


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR-JUN 2010]

9. TV PROGRAMME PREFERENCES

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

Respondents were given the possibility of naming three programmes broadcast on local TV stations while allowing also for two other types of responses: those who stated that they do not regularly watch television; and those who stated that they do not watch local television programmes. Out of all respondents, 29.5% [Apr-May: 536 respondents; Jan-Mar 2010: 25.6%(461 respondents); Oct-Dec 2009: 28.1%(516 respondents)] stated that they do not have a favourite programme/do not watch TV/do not watch local programmes. Of these, 12.7% [68 respondents] stated that they do not have any preferred programme as they do not watch television; 42.1% [226 respondents] stated that they do not watch local TV programmes; while the rest 45.2% [242 respondents] did not disclose any reason – see Table 9.1 below:

TABLE 9.1: FAVOURITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2010]

	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
All Respondents	1819	927	892	79	321	140	584	411	224	59	379	521	260	249	255	155
Do not watch TV	68	41	28	0	18	9	24	8	5	4	12	15	6	13	12	10
Do not watch Local Prog.	226	126	100	15	54	20	65	42	25	3	41	69	20	41	37	17
No Favourite Programme	242	101	91	8	30	11	59	41	27	16	40	69	21	26	24	13
	536	536	536	536	536	536	536	536	536	536	536	536	536	536	536	536
1st Named prog.	1283	611	672	58	196	93	423	311	164	38	263	376	198	172	165	110
	42.7%	44.4%	41.3%	44.1%	45.2%	43.1%	42.2%	42.2%	40.7%	47.8%	41.2%	42.5%	44.0%	43.0%	44.2%	42.5%
	100%	47.6%	52.3%	4.5%	15.2%	7.3%	32.9%	24.2%	12.8%	2.9%	20.5%	29.3%	15.4%	13.4%	12.8%	8.5%
2nd Named prog.	1019	460	559	47	143	73	337	254	140	26	220	300	150	134	128	88
	33.9%	33.5%	34.4%	35.3%	33.0%	33.5%	33.6%	34.5%	34.7%	32.4%	34.4%	34.0%	33.3%	33.6%	34.2%	34.0%
	100%	45.2%	54.8%	4.6%	14.0%	7.1%	33.0%	25.0%	13.8%	2.5%	21.6%	29.5%	14.7%	13.2%	12.5%	8.6%
3rd Named prog.	701	304	396	27	95	51	241	172	99	16	156	208	102	94	80	61
	23.3%	22.1%	24.4%	20.6%	21.8%	23.4%	24.1%	23.3%	24.6%	19.8%	24.4%	23.5%	22.7%	23.5%	21.6%	23.6%
	100%	43.4%	56.5%	3.9%	13.5%	7.2%	34.4%	24.5%	14.2%	2.2%	22.2%	29.7%	14.6%	13.4%	11.5%	8.7%
Total	3002	1375	1627	132	433	217	1001	737	404	79	639	884	449	399	373	258
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45.8%	54.2%	4.4%	14.4%	7.2%	33.3%	24.5%	13.4%	2.6%	21.3%	29.4%	15.0%	13.3%	12.4%	8.6%

[Count; Col %; Row %]

The programmes named by the respondents were first classified by the station on which they were broadcast based on published broadcasting schedules as received by the Authority from broadcasting stations for the period of January-March 2010. These were then classified under broad time-brackets as used in the previous chapter. The full list of programmes and their percentage to total programmes quoted is found in Part Two of this report.

Out of all 3002 programmes quoted, there were 11 counts of programmes which were of a generic type while, on the other hand, there were 62 counts of programmes which were not broadcast during this broadcasting quarter but in previous schedules. Out of all the programmes named, TVM got 58.82% of all counts, followed by ONE with 26.03% and Net TV with 11.8% - see Table 9.2 below.

**TABLE 9.2: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2010]**

	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	1766	791	975	89	264	137	647	389	199	42	353	541	241	238	240	153
ONE	781	385	396	32	112	63	233	220	105	16	172	209	153	98	76	73
Net TV	354	162	192	8	50	13	88	101	76	19	93	111	33	50	42	26
Smash TV	44	15	29	3	5	1	12	14	6	2	10	6	10	6	6	6
Education 22	2	1	1	0	0	0	1	0	1	0	0	0	1	0	1	0
Favourite TV	37	13	25	0	2	2	11	10	12	1	8	11	6	5	8	0
Calypso TV	4	2	2	0	0	0	1	2	1	0	1	2	1	0	0	0
iTV	3	0	3	0	0	0	2	0	2	0	0	1	1	0	1	1
Others	11	6	5	0	1	0	4	2	3	0	3	3	2	2	0	1
	3002	1374	1628	132	433	217	1000	737	405	79	640	884	448	398	373	259
Unclassified	62	39	24	1	2	3	28	15	11	2	15	16	12	9	7	4
TVM	58.82	57.56	59.88	66.95	60.84	63.25	64.74	52.79	49.09	52.95	55.18	61.23	53.81	59.73	64.28	58.97
ONE	26.03	28.01	24.35	24.27	25.75	29.24	23.30	29.89	26.02	20.17	26.90	23.65	34.15	24.65	20.28	28.27
Net TV	11.80	11.78	11.82	6.40	11.43	6.09	8.83	13.66	18.69	23.61	14.51	12.51	7.41	12.50	11.31	9.94
Smash TV	1.46	1.09	1.77	2.38	1.23	0.50	1.24	1.86	1.51	2.42	1.53	0.73	2.25	1.53	1.54	2.15
Education 22	0.07	0.08	0.06	0.00	0.00	0.00	0.11	0.00	0.22	0.00	0.00	0.00	0.24	0.00	0.24	0.00
Favourite TV	1.24	0.92	1.51	0.00	0.50	0.92	1.05	1.29	3.06	0.85	1.32	1.19	1.24	1.18	2.14	0.00
Calypso TV	0.12	0.15	0.11	0.00	0.00	0.00	0.11	0.25	0.20	0.00	0.13	0.21	0.24	0.00	0.00	0.00
iTV	0.11	0.00	0.20	0.00	0.00	0.00	0.17	0.00	0.38	0.00	0.00	0.11	0.17	0.00	0.21	0.30
Others	0.36	0.41	0.32	0.00	0.24	0.00	0.44	0.26	0.83	0.00	0.43	0.37	0.48	0.41	0.00	0.37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unclassified	2.08	2.82	1.45	0.80	0.50	1.45	2.80	2.09	2.71	1.99	2.34	1.79	2.67	2.14	1.77	1.71

Out of all the programmes named, the most quoted was *Xarabank* on TVM with 14.1% [423 counts]; followed by *F'Salib it-Torog* on TVM at 13.1% [392 counts]; and *News* on TVM 9.16% [272 counts]. The first ten most quoted programmes analysed by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below.

**TABLE 9.3: MOST TEN FAVOURITE PROGRAMMES BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2010]**

		Total	Gender		Age Groups						District						
			Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	Xarabank	14.1	14.4	13.8	14.6	16.7	17.7	17.3	11.1	7.7	9.2	13.0	15.2	11.6	14.4	15.4	14.9
TVM	F'salib it-torog	13.1	10.5	15.2	19.7	14.5	11.0	12.6	12.5	12.5	12.1	13.1	13.2	13.2	12.0	13.3	13.3
TVM	News TVM	9.1	10.9	7.5	5.0	4.6	9.5	9.2	9.9	12.5	12.0	9.8	8.3	7.4	7.6	11.2	12.0
One	Evangelisti	7.3	7.6	7.1	17.6	12.1	9.4	6.6	5.6	3.2	3.6	7.7	6.5	8.4	7.9	7.7	5.7
TVM	Bondi Plus	5.1	6.8	3.6	3.4	3.6	5.3	6.4	4.8	4.0	6.5	3.5	6.4	3.6	5.5	6.7	4.0
One	One News	4.5	5.7	3.4	1.0	2.2	2.2	3.9	6.3	6.8	7.5	4.1	4.5	5.6	4.0	2.9	6.2
Net TV	Gheruq	4.4	3.2	5.4	2.3	1.9	1.5	3.8	5.8	7.5	6.8	6.2	3.9	2.0	4.8	4.1	5.3
One	Singled Out	2.9	2.7	3.1	3.1	4.4	5.1	3.2	2.3	1.0	0.0	3.4	2.5	4.4	2.5	1.1	3.8
One	Kalamita	2.7	1.5	3.8	0.0	0.6	1.6	1.8	4.7	5.0	3.6	3.0	2.0	3.7	2.1	1.1	6.2
TVM	Deal or no Deal	2.7	2.7	2.7	2.2	2.6	3.3	2.1	2.9	4.2	0.8	2.0	2.7	3.4	3.5	1.7	3.4

All the programmes listed by respondents were classified under five time-brackets. The following Tables 9.4 to 9.10 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; as well as a list of programmes quoted that were broadcast in earlier broadcasting schedules. Percentages shows are in relation to each station's total counts.

**TABLE 9.4: WEIGHTED 'TVM' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

TVM	Total	Gender		Age Groups						District						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Bongu	1.88	0.45	3.05	1.03	0.00	0.76	2.06	2.29	4.09	2.16	2.10	2.22	0.32	1.36	2.66	2.25
Hadd Ghalik	3.66	3.23	4.00	4.16	7.47	5.87	3.00	2.12	2.75	0.00	4.59	3.16	4.78	3.85	2.76	2.59
Il-Quddiesa tal-Hadd	0.05	0.12	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00
12:00-19:00																
12:05	3.24	0.77	5.25	0.00	1.59	4.14	3.16	5.46	2.82	0.00	2.29	3.23	4.58	2.88	4.02	2.68
Boomerang	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.38	0.00
Gadgets	0.33	0.60	0.11	1.09	1.31	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.54	0.44	1.46	0.00
Ghawdex	0.34	0.64	0.10	0.00	0.53	0.96	0.51	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	2.21
Illum																
Hajja	0.06	0.00	0.10	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00
Il-kelma tal-Mulej	0.07	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.76
Iz-Zona	0.22	0.00	0.39	1.17	0.00	0.00	0.43	0.00	0.00	0.00	0.23	0.37	0.00	0.43	0.00	0.00
Liquorish	4.32	2.74	5.60	8.28	7.77	4.71	4.13	2.80	1.32	4.09	4.97	4.12	6.37	3.64	4.85	0.50
L-Isfida	0.17	0.12	0.20	0.00	0.39	0.00	0.15	0.25	0.00	0.00	0.00	0.37	0.00	0.41	0.00	0.00
Puss in Boots	0.12	0.00	0.22	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.30	0.19	0.00	0.00	0.00	0.00
Sibtek	0.73	0.13	1.21	3.54	0.35	0.00	0.86	0.64	0.39	0.00	0.53	0.88	0.70	1.24	0.33	0.50
Zmeraldi	0.14	0.18	0.11	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.91
19:00-20:30																
Akkaniti	0.40	0.42	0.38	0.00	2.01	0.77	0.00	0.17	0.00	0.00	0.60	0.19	0.54	0.66	0.40	0.00
Deal or no Deal	4.60	4.62	4.59	3.22	4.24	5.16	3.24	5.54	8.54	1.60	3.62	4.41	6.33	5.93	2.66	5.81
Modern Lifestyles	0.06	0.00	0.11	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00
News TVM	15.40	19.00	12.48	7.43	7.51	14.96	14.21	18.80	25.43	22.58	17.70	13.50	13.86	12.82	17.36	20.19
Newsdesk	0.06	0.14	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00
X'qala l-bahar	0.12	0.14	0.10	0.00	0.00	0.00	0.16	0.29	0.00	0.00	0.32	0.00	0.00	0.43	0.00	0.00
20:30-22:00																
Biografiji	1.71	2.06	1.43	1.49	2.11	0.96	2.42	1.11	0.57	2.16	1.62	1.23	1.76	2.96	2.00	1.17
Bondi Plus	8.65	11.88	6.04	5.10	5.88	8.32	9.96	9.16	8.13	12.33	6.33	10.53	6.64	9.24	10.48	6.76
Dellijiet	1.78	1.38	2.11	8.20	2.17	2.53	1.53	0.65	0.89	1.94	2.75	1.83	1.28	2.05	1.03	0.91
Divided	0.25	0.17	0.32	1.49	0.00	0.00	0.25	0.39	0.00	0.00	0.23	0.24	0.00	0.00	0.33	1.00
F'salib it-toroq	22.19	18.31	25.35	29.41	23.91	17.36	19.53	23.77	25.48	22.86	23.67	21.62	24.68	20.19	20.62	22.44
Ghada jisbah ukoll	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Reati	0.29	0.44	0.18	0.00	0.00	0.00	0.66	0.25	0.00	0.00	0.40	0.35	0.00	0.47	0.33	0.00
Xarabank	23.95	25.07	23.04	21.80	27.45	27.97	26.71	21.04	15.60	17.39	23.54	24.75	21.66	24.25	23.97	25.21
22:00-24:00																
Dissett	2.33	3.57	1.32	0.00	0.90	1.51	3.20	3.08	0.96	5.01	2.35	2.92	1.94	2.79	1.25	1.76
Meander	0.15	0.33	0.00	0.00	0.00	0.96	0.20	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00
Paqpaq	0.59	1.21	0.10	0.00	1.50	0.00	0.71	0.51	0.00	0.00	0.00	0.59	1.54	0.47	1.02	0.00
Qalb in-nies	1.28	1.01	1.50	1.48	1.56	0.77	1.28	0.61	1.52	5.71	0.99	0.75	2.02	2.16	0.59	2.33
Sports Magazine	0.05	0.12	0.00	1.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00
Sports TVM	0.06	0.14	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00
Unclassified																
Delitti Maltin	0.59	0.89	0.35	0.00	0.00	0.76	0.99	0.29	0.48	2.16	0.55	1.23	0.00	0.44	0.33	0.00
Pjazza Tlieta	0.04	0.00	0.08	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.5: WEIGHTED 'ONE' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

ONE	Total	Gender		Age Groups						District						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Bongu Bundy	3.34	2.02	4.63	0.00	2.57	9.18	2.88	2.84	4.27	0.00	2.69	3.35	2.88	5.67	4.88	1.16
Siegha Zmien	0.47	0.00	0.92	0.00	0.00	1.64	0.73	0.41	0.00	0.00	0.00	0.93	0.60	0.00	1.03	0.00
12:00-19:00																
Aroma	2.65	1.51	3.76	0.00	3.63	0.00	2.19	4.02	1.94	4.21	2.88	2.31	2.72	3.32	3.07	1.58
Kitchen																
Flimkien ma' Robert	0.22	0.00	0.43	0.00	0.00	0.00	0.00	0.37	0.86	0.00	0.47	0.43	0.00	0.00	0.00	0.00
[B'Xortik ma Robert]																
Ieqaf 20 minuta	0.48	0.34	0.61	0.00	1.18	0.00	0.35	0.00	1.54	0.00	1.41	0.00	0.86	0.00	0.00	0.00
Kalamita	10.52	5.51	15.40	0.00	2.50	5.35	7.83	15.86	19.04	17.93	11.31	8.45	10.82	8.52	5.64	21.73
Looks	0.12	0.00	0.23	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00
Matinee	1.41	0.84	1.97	0.00	0.93	1.67	0.75	2.75	1.08	0.00	2.49	1.40	1.99	0.00	0.00	1.04
On D Road	1.05	1.92	0.19	0.00	3.23	0.00	1.22	0.43	0.00	4.85	0.00	1.09	1.36	0.00	5.05	0.00
Sal-Gister	0.14	0.28	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00
X'Hadd	0.24	0.25	0.24	0.00	0.00	0.00	0.40	0.00	0.91	0.00	0.00	0.90	0.00	0.00	0.00	0.00
Maghna																
Zona Dinjija	0.27	0.55	0.00	0.00	0.00	0.00	0.00	0.44	1.08	0.00	0.00	0.00	0.75	1.00	0.00	0.00
Zona Sport	0.13	0.25	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00
19:00-20:30																
Konfini	0.26	0.30	0.23	0.00	0.00	0.00	0.00	0.41	1.08	0.00	0.00	0.43	0.75	0.00	0.00	0.00
Londri	1.38	1.92	0.86	4.12	3.01	2.07	1.34	0.35	0.86	0.00	1.44	1.51	2.22	0.00	2.32	0.00
One News	17.14	20.29	14.07	4.12	8.61	7.43	16.57	20.99	26.14	37.31	15.14	19.00	16.54	16.21	14.53	21.70
One Sports	0.14	0.29	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	1.14	0.00	0.00	0.00
20:30-22:00																
Arani Issa	0.83	0.56	1.09	0.00	0.00	1.67	0.78	1.12	1.08	0.00	0.61	0.86	0.75	0.68	1.03	1.40
Bla Agenda	2.45	2.01	2.89	0.00	0.00	2.08	1.01	3.43	4.86	17.80	2.07	2.88	2.02	1.00	4.26	3.13
Esperiti	0.24	0.00	0.46	0.00	0.00	0.00	0.40	0.41	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00
Evangelisti	28.10	27.07	29.10	72.58	46.85	32.29	28.52	18.72	12.34	17.91	28.74	27.34	24.70	32.16	38.09	20.12
ID	0.57	0.30	0.83	0.00	0.00	0.00	0.00	1.61	0.86	0.00	0.47	0.86	0.00	0.68	0.00	1.58
Singled Out	11.19	9.61	12.72	12.88	17.09	17.52	13.89	7.57	3.88	0.00	12.62	10.56	12.87	10.08	5.66	13.29
TX	3.86	4.58	3.15	0.00	1.18	1.70	5.45	5.09	3.63	0.00	5.27	3.77	3.17	4.56	2.38	2.80
X'Hadd	0.15	0.30	0.00	0.00	0.00	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00
maghna																
22:00-24:00																
Fresh and Funky	0.13	0.00	0.26	0.00	0.00	1.64	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00
Id-Dura	0.43	0.87	0.00	0.00	0.00	2.08	0.47	0.43	0.00	0.00	0.00	1.09	0.71	0.00	0.00	0.00
L-Argument	3.35	6.59	0.21	3.01	6.10	5.31	4.08	2.01	1.08	0.00	2.10	3.13	3.77	5.46	3.84	2.74
Pandora	0.10	0.00	0.20	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00
Realta'	3.28	4.25	2.33	0.00	1.18	5.04	2.76	4.07	5.43	0.00	3.55	4.84	1.87	2.61	2.62	2.70
Unclassified																
Celebrity	0.18	0.36	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.82	0.00	0.00	0.00	0.00	0.00
Sundays																
Country [Jamboree]	0.12	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.46	0.00	0.00	0.00	0.00
Inkontri	4.93	6.98	2.94	0.00	1.95	3.33	6.08	5.70	7.13	0.00	4.84	3.03	6.62	5.93	5.60	5.00
La Farfalla	0.14	0.00	0.27	3.29	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.6: WEIGHTED 'NET TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

Net TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
12:00-19:00																
Geko	0.26	0.00	0.47	0.00	1.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.83	0.00	0.00
Eleganza	0.51	0.00	0.95	0.00	0.00	0.00	1.05	0.89	0.00	0.00	0.00	0.00	2.79	0.00	2.13	0.00
Forcina	0.67	1.47	0.00	0.00	0.00	8.16	1.47	0.00	0.00	0.00	1.16	1.17	0.00	0.00	0.00	0.00
House Magazine	0.26	0.00	0.48	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	2.79	0.00	0.00	0.00
Ma' Gloria	1.47	0.00	2.72	0.00	0.00	7.87	0.00	1.70	2.08	4.85	0.87	3.39	0.00	1.34	0.00	0.00
Malta Llejla	6.72	4.81	8.34	0.00	9.56	8.38	4.18	6.99	8.40	4.85	3.24	9.95	0.00	8.93	12.74	0.00
Mini Bugz	1.20	1.30	1.11	12.49	6.45	0.00	0.00	0.00	0.00	0.00	2.30	0.00	3.27	2.08	0.00	0.00
Niltagghu	0.25	0.00	0.47	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.82	0.00	0.00	0.00	0.00
Sas-Sitta	0.98	0.00	1.81	12.49	0.00	0.00	1.83	0.80	0.00	0.00	3.75	0.00	0.00	0.00	0.00	0.00
Sports Extra	0.32	0.70	0.00	0.00	0.00	0.00	0.00	0.00	1.51	0.00	1.23	0.00	0.00	0.00	0.00	0.00
19:00-20:30																
Ippakja w Ithaq	0.25	0.00	0.47	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.82	0.00	0.00	0.00	0.00
Kompendju	0.19	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	3.59	0.00	0.00	0.00	1.34	0.00	0.00
Kontra l-hin	15.95	17.11	14.97	39.02	28.80	7.87	16.91	12.57	12.16	6.12	14.85	16.47	31.75	14.30	11.69	7.48
Net News	20.37	27.10	14.70	0.00	15.55	17.34	13.53	21.69	26.31	45.78	16.29	22.90	7.92	19.91	24.80	33.89
Net Sports	0.31	0.69	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.00	2.24	0.00	0.00
Newsroom	2.02	2.92	1.26	0.00	2.67	0.00	2.38	2.74	1.29	0.00	2.61	2.37	3.44	1.96	0.00	0.00
20:30-22:00																
Gheruq	37.05	27.29	45.26	35.99	16.84	24.88	43.15	42.78	39.82	28.68	42.48	31.24	27.21	38.61	36.67	52.69
Hu hsieb flusek	0.26	0.00	0.48	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	2.79	0.00	0.00	0.00
Kontra Ezami	0.70	0.00	1.29	0.00	1.84	0.00	0.00	0.76	1.07	0.00	0.87	0.00	0.00	1.83	0.00	2.97
Papрати	0.25	0.00	0.47	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.00	2.13	0.00
Replay	6.53	13.74	0.47	0.00	13.79	25.50	8.49	3.16	1.51	6.12	8.61	6.72	14.10	2.24	4.59	0.00
22:00-24:00																
Ucuh	1.92	0.59	3.04	0.00	0.00	0.00	2.03	1.47	4.66	0.00	0.87	2.49	0.00	3.38	1.86	2.97
Wheelspin	1.04	2.28	0.00	0.00	2.65	0.00	1.61	0.95	0.00	0.00	0.00	0.86	3.96	0.00	3.38	0.00
Unclassified																
Bla kumment	0.23	0.00	0.42	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00
Ta' Carmen [House Magaine]	0.25	0.00	0.47	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.82	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.7: WEIGHTED 'SMASH TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

Smash TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Fil-kcina ma' Farah	11.76	6.37	14.56	0.00	0.00	0.00	7.57	5.57	43.53	40.36	8.27	43.39	7.64	0.00	0.00	13.74
Il-kcina ta' Christine	25.76	0.00	39.16	0.00	20.71	100.00	28.90	34.10	13.21	0.00	24.82	0.00	45.87	10.99	34.86	27.47
Simpatici	23.79	30.54	20.28	100.00	59.89	0.00	25.46	0.00	14.69	0.00	40.90	0.00	19.91	34.00	40.39	0.00
VSN	2.06	0.00	3.14	0.00	0.00	0.00	0.00	6.58	0.00	0.00	0.00	14.01	0.00	0.00	0.00	0.00
Teleshopping																
12:00-19:00																
A To Z	2.06	0.00	3.14	0.00	0.00	0.00	0.00	6.58	0.00	0.00	0.00	14.01	0.00	0.00	0.00	0.00
Smash																
Erga' Lura	2.65	7.75	0.00	0.00	0.00	0.00	0.00	8.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.83
Habbejtek	4.18	7.75	2.33	0.00	0.00	0.00	0.00	13.33	0.00	0.00	0.00	0.00	0.00	10.99	0.00	20.83
Qeghdin Sew	2.61	7.62	0.00	0.00	0.00	0.00	0.00	8.31	0.00	0.00	0.00	0.00	11.29	0.00	0.00	0.00
Teleshopping	5.06	0.00	7.69	0.00	0.00	0.00	0.00	10.50	12.60	0.00	0.00	0.00	15.28	10.99	0.00	0.00
Smash																
19:00-20:30																
News Smash	4.30	6.53	3.14	0.00	0.00	0.00	0.00	6.58	15.96	0.00	0.00	14.01	0.00	16.05	0.00	0.00
20:30-22:00																
22:00-24:00																
Motor Drome	7.77	16.43	3.26	0.00	19.39	0.00	19.05	0.00	0.00	0.00	0.00	14.57	0.00	17.00	24.75	0.00
Sports on	2.61	7.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	59.64	11.66	0.00	0.00	0.00	0.00	0.00
Smash																
Others																
Free Set	2.18	0.00	3.32	0.00	0.00	0.00	7.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.13
Smash																
Unclassified																
Music programme on Smash	3.21	9.38	0.00	0.00	0.00	0.00	11.32	0.00	0.00	0.00	14.36	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'iTV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

iTV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Unclassified																
Belle Donne	76.52	0.00	76.52	0.00	0.00	0.00	100	0.00	50.22	0.00	0.00	100	100	0.00	100	0.00
Telebejgh iTV	23.48	0.00	23.48	0.00	0.00	0.00	0.00	0.00	49.78	0.00	0.00	0.00	0.00	0.00	0.00	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

No programme schedules were received by this station

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'EDUCATION 22' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

Education 22	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Unclassified																
Perspettiva	45.33	0.00	100	0.00	0.00	0.00	0.00	0.00	100	0.00	0.00	0.00	0.00	100	0.00	0.00
Korsa	54.67	100	0.00	0.00	0.00	0.00	100	0.00	0.00	0.00	0.00	0.00	100	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

No programme schedules were received by this station
Totals may not tally due to weighting and rounding off

**TABLE 9.10: WEIGHTED 'FAVOURITE TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

Favourite TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
In the Mood	2.49	0.00	3.77	0.00	0.00	0.00	8.80	0.00	0.00	0.00	0.00	0.00	16.65	0.00	0.00	0.00
Zveljarin	6.71	0.00	10.18	0.00	0.00	0.00	8.80	16.53	0.00	0.00	0.00	8.55	16.65	14.22	0.00	0.00
12:00-19:00																
Niskata	6.63	0.00	10.07	0.00	0.00	0.00	0.00	9.46	12.67	0.00	0.00	0.00	0.00	14.22	22.56	0.00
Djarju Malti	2.42	0.00	3.67	0.00	0.00	0.00	0.00	0.00	7.26	0.00	0.00	0.00	0.00	0.00	11.28	0.00
mill-Awstralja																
Kontra attakk	9.27	27.17	0.00	0.00	50.00	54.13	12.33	0.00	0.00	0.00	25.58	12.27	0.00	0.00	0.00	0.00
19:00-20:30																
Kont taf	2.89	8.48	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	12.79	0.00	0.00	0.00	0.00	0.00
News	6.94	0.00	10.54	0.00	0.00	0.00	7.44	9.49	7.26	0.00	0.00	8.55	0.00	0.00	21.09	0.00
Favourite																
20:30-22:00																
61 Minuta	2.43	0.00	3.68	0.00	0.00	0.00	0.00	9.49	0.00	0.00	0.00	8.55	0.00	0.00	0.00	0.00
Express	16.24	40.54	3.67	0.00	0.00	0.00	10.32	11.99	30.85	0.00	13.55	18.06	19.52	0.00	23.99	0.00
Vespri	42.18	23.81	51.69	0.00	0.00	45.87	52.29	43.04	41.96	0.00	48.08	44.03	47.18	57.33	21.09	0.00
22:00-24:00																
Others																
Unclassified																
Ipokriti	1.80	0.00	2.73	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	14.22	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED 'CALYPSO TV' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR-JUN 2010]**

Favourite TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
12:00-19:00																
Total Request	53.00	53.22	52.73	0.00	0.00	0.00	100	48.63	0.00	0.00	0.00	48.63	100	0.00	0.00	0.00
19:00-20:30																
News Calypso[news in brief]	25.43	46.78	0.00	0.00	0.00	0.00	0.00	51.37	0.00	0.00	0.00	51.37	0.00	0.00	0.00	0.00
20:30-22:00																
22:00-24:00																
Others																
Western music on calypso	21.58	0.00	47.27	0.00	0.00	0.00	0.00	0.00	100	0.00	100	0.00	0.00	0.00	0.00	0.00
Unclassified																
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.12: WEIGHTED 'UN-CLASSIFIED' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN-MAR 2010]**

Other	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Belle Donne	4.00	0.00	10.58	0.00	0.00	0.00	6.15	0.00	7.05	0.00	0.00	5.94	6.44	0.00	11.89	0.00
Bernard	1.63	0.00	4.30	0.00	0.00	0.00	3.62	0.00	0.00	0.00	0.00	0.00	0.00	11.87	0.00	0.00
Bla kumment	1.30	0.00	3.43	0.00	0.00	0.00	0.00	5.25	0.00	0.00	5.41	0.00	0.00	0.00	0.00	0.00
Celebrity	2.25	3.62	0.00	0.00	0.00	0.00	5.02	0.00	0.00	0.00	9.39	0.00	0.00	0.00	0.00	0.00
Sundays																
Country	1.53	2.46	0.00	0.00	0.00	0.00	0.00	0.00	8.71	0.00	0.00	6.03	0.00	0.00	0.00	0.00
[Jamboree]																
Delitti Maltin	16.77	18.12	14.57	0.00	0.00	32.90	22.93	7.40	8.71	57.43	13.04	42.28	0.00	12.12	11.89	0.00
Inkontri	61.82	69.37	49.40	0.00	100	67.10	50.60	81.49	68.55	0.00	55.70	40.04	84.51	68.18	64.33	82.73
Ipokriti	1.07	0.00	2.84	0.00	0.00	0.00	0.00	0.00	0.00	42.57	0.00	0.00	0.00	7.83	0.00	0.00
La Farfalla	1.70	0.00	4.49	100	0.00	0.00	0.00	0.00	0.00	0.00	7.07	0.00	0.00	0.00	0.00	0.00
Music	2.25	3.62	0.00	0.00	0.00	0.00	5.02	0.00	0.00	0.00	9.39	0.00	0.00	0.00	0.00	0.00
programme on Smash																
Pjazza Tlieta	1.26	0.00	3.32	0.00	0.00	0.00	2.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.89	0.00
Ta' Carmen	1.45	0.00	3.83	0.00	0.00	0.00	0.00	5.86	0.00	0.00	0.00	5.71	0.00	0.00	0.00	0.00
[House Magaine]																
Tajjeb li tkun taf	1.74	2.80	0.00	0.00	0.00	0.00	3.88	0.00	0.00	0.00	0.00	0.00	9.05	0.00	0.00	0.00
Telebejgh ITV	1.23	0.00	3.25	0.00	0.00	0.00	0.00	0.00	6.99	0.00	0.00	0.00	0.00	0.00	0.00	17.27
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.13: WEIGHTED 'OTHER' FAVOURITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN-MAR 2010]**

Other	Total	Gender		Age Groups						District						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Free Set Smash	8.86	0.00	18.41	0.00	0.00	0.00	21.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100
Kick off	22.12	42.65	0.00	0.00	0.00	0.00	53.87	0.00	0.00	0.00	0.00	40.04	50.00	0.00	0.00	0.00
Lotto	10.59	20.42	0.00	0.00	0.00	0.00	0.00	58.49	0.00	0.00	41.33	0.00	0.00	0.00	0.00	0.00
Lotto Super 5	9.65	0.00	20.04	0.00	100	0.00	0.00	0.00	0.00	0.00	0.00	32.08	0.00	0.00	0.00	0.00
Magazin	6.21	0.00	12.91	0.00	0.00	0.00	0.00	0.00	19.92	0.00	0.00	0.00	40.64	0.00	0.00	0.00
Telebejgh	8.38	0.00	17.42	0.00	0.00	0.00	0.00	0.00	26.88	0.00	0.00	27.88	0.00	0.00	0.00	0.00
Teleshopping	7.52	0.00	15.61	0.00	0.00	0.00	0.00	41.51	0.00	0.00	29.33	0.00	0.00	0.00	0.00	0.00
Tigrijiet taz-zwiemel	9.08	17.50	0.00	0.00	0.00	0.00	0.00	0.00	29.10	0.00	0.00	0.00	59.36	0.00	0.00	0.00
Top 60's	10.08	19.43	0.00	0.00	0.00	0.00	24.54	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00
Western music on Calypso	7.52	0.00	15.61	0.00	0.00	0.00	0.00	0.00	24.09	0.00	29.33	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	0	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

APPENDIX A: QUESTIONNAIRE



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

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

1. X'sistema tat-televizjoni għandek is-dar? (Immarka kull fejn japplika)	
Aerial (<i>Free-to-air</i>)	<input type="checkbox"/> (1)
Cable u/ew digitali	<input type="checkbox"/> (2)
Satellita'	<input type="checkbox"/> (3)
Internet (<i>incl. Dreambox</i>)	<input type="checkbox"/> (4)
Digital Aerial (<i>bid-Decoder</i>)	<input type="checkbox"/> (5)
Mod ieħor	<input type="checkbox"/> (6)
M'għandix televizjoni	<input type="checkbox"/> (7)

} go to q2

} go to q6

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

2. Liema stazzjon tat-televizjoni rajt l-aktar ilbierah għal mill-anqas 10 minuti? (Immarka waħda biss)	
TVM	<input type="checkbox"/> (1)
ONE	<input type="checkbox"/> (2)
Net TV	<input type="checkbox"/> (3)
Smash TV	<input type="checkbox"/> (4)
Education 22	<input type="checkbox"/> (5)
iTV	<input type="checkbox"/> (6)
Favourite TV	<input type="checkbox"/> (7)
Calypso TV	<input type="checkbox"/> (8)
Rai 1	<input type="checkbox"/> (9)
Rai 2	<input type="checkbox"/> (10)
Rai 3	<input type="checkbox"/> (11)
Rete 4	<input type="checkbox"/> (12)
Canale 5	<input type="checkbox"/> (13)
Italia 1	<input type="checkbox"/> (14)
Discovery Channel	<input type="checkbox"/> (15)
MTV	<input type="checkbox"/> (16)
BBC Prime / World / Ent	<input type="checkbox"/> (17)
Stazzjon ieħor (<i>Specifika</i>)	<input type="checkbox"/> (18)

} 3

M'hemmx stazzjon wiehed	<input type="checkbox"/> (20)
Ma niftakarx	<input type="checkbox"/> (21)
Ma rajtx televizjoni	<input type="checkbox"/> (22)
Ma tax risposta	<input type="checkbox"/> (23)

} 4

7. Liema stazzjon tar-radju smajt l-iktar ilbierah għal mill-anqas 10 minuti?	
Radju Malta	<input type="checkbox"/> (1)
Radju Parlamentari/106.6	<input type="checkbox"/> (2)
ONE Radio	<input type="checkbox"/> (3)
Radio 101	<input type="checkbox"/> (4)
Bay Radio	<input type="checkbox"/> (5)
Calypso Radio	<input type="checkbox"/> (6)
RTK	<input type="checkbox"/> (7)
Smash Radio	<input type="checkbox"/> (8)
Radju Marija	<input type="checkbox"/> (9)
Campus FM	<input type="checkbox"/> (10)
Capital Radio / Vibe FM	<input type="checkbox"/> (11)
XFM	<input type="checkbox"/> (12)
Radju tal-Komunita'	<input type="checkbox"/> (13)
Stazzjon Barrani	<input type="checkbox"/> (14)
Stazzjon ieħor (<i>Specifika</i>)	<input type="checkbox"/> (15)

} 6a

M'hemmx stazzjon wiehed	<input type="checkbox"/> (16)
Ma niftakarx	<input type="checkbox"/> (17)
Ma smajt radju	<input type="checkbox"/> (18)
Ma tax risposta	<input type="checkbox"/> (19)

} 8

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

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

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

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

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

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

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

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

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

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

CENSUS 2005 PROFILE BY GENDER AND BY AGE GROUP

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

[Count / Column % / Row %]

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

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

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

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

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

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

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

[Count / Column % / Row %]

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

APPENDIX C: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

ONE Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

[13th April 2009 – re-named]

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Family Network TV

[June 2009 – folded]

Favourite TV

Calypso Music TV

[10th May 2009 – started]

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

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

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

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
319	Christian Light Radio	2 years	17-Jun-08	105.4	0.5	X	X	X	X	X	X	X	X	
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5	X	X	X	X	X	X	X	X	X
334	Radio Sacro Cuor Sliema	2 years	15-Nov-08	105.2	0.5	X	X	X	X	X	X	X	X	X
337	Deejays Radio 95.6FM	2 years	23-Nov-08	95.6		X	X	X	X	X	X	X	X	X
346	Radju Luminaria	2 years	12-Dec-08	106.9	0.5	X	X	X	X	X	X	X	X	X
349	Radju Katidral	2 years	1-Dec-08	90.9	0.5	X	X	X	X	X	X	X	X	X
350	Radju Bambina	2 years	13-Dec-08	98.3	0.5	X	X	X	X	X	X	X	X	X
352	Radju Sokkors	2 yrs	1-Mar-09	95.1	4	X	X	X	X	X	X	X	X	X
354	VSB FM 103.40	2 yrs	1-Jan-09	103.4	9	X	X	X	X	X	X	X	X	X
356	Lehen il-Guzeppini [Ghaxaq]	2 yrs	2-Feb-09	89.1	9	X	X	X	X	X	X	X	X	X
357	Radju Prekursur [Xewkija]	2 yrs	19-Feb-09	99.3	6	X	X	X	X	X	X	X	X	X
359	Lehen il-Belt Ġorġjana [Qormi]	2 yrs	1-Mar-09	105.6	13	X	X	X	X	X	X	X	X	X
361	Energy FM Radio [B'Bugia]	2 yrs	24-Mar-09	96.4	10	X	X	X	X	X	X	X	X	X
365	Radju Lehen il-Qala	2 years	17-Feb-09	106.3	0.5	X	X	X	X	X	X	X	X	X
383	Radju Xeb-er-ras	2 years	25-Jul-09	90.8	6.5	X	X	X	X	X	X	X	X	X
384	BKR Radio 94.5FM	2 years	1-Aug-09	94.5	7.4	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 years	8-Oct-09	91.3	12	X	X	X	X	X	X	X	X	X
301/406	Radju Hompesch	2 years	20-Mar-10	90	0.5/7.4	X	X	X	X	X	X	X	X	X
300/407	Radju Vilhena	2 years	14-Jan-10	106	5.6	X	X	X	X	X	X	X	X	X
308/417	Lehen il-Belt Victoria	2 years	25-Jun-10	104	4.3	X	X	X	X	X	X	X	X	X
390	Radju Sant'Andrija	11 days	20-Nov-09	88.4	9.4		X							
391	Tal-Gilju FM	1 month	20-Nov-09	95.4	3		X							
392	La Salle vittoriosa	2 years	1-Dec-09	99.4	6.5			X	X	X	X	X	X	X
395	Lehen il-Karmelitani 101.4FM	20 days	12-Dec-09	101.4	8.5			X						
396	Radju Marija Assunta	1 month	1-Dec-09	98.9	9.1			X	X					
397	2010 Circuit Assembly of Jehovah's Witnesses	2 days	9-Jan-10	108	0.5				X					
297/398	Bastjanizi FM	2 years	23-Nov-09	95	8.8	X	X	X	X	X	X	X	X	X
399	Radju 15 t'Awwissu (Qrendi)	19 days	15-Dec-09	98.3	3.5			X						
400	Radju Vizitazzjoni [Gharb]	1 month	13-Dec-09	92.4	2.8			X						
282/401	96.1 Vilhena FM	2 years	3-Dec-09	96.1	6.3	X	X	X	X	X	X	X	X	X
292/402	Power FM	7 months	22-Nov-09	90.4	5	X	X	X	X	X	X	X	X	
299	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5	X	X							
403	Radju Hal Tarxien	11 days	21-Dec-09	99	3.6			X						
404	Big FM	9months 11dys	31-Aug-09	107.1	8.7	X	X	X	X	X	X	X	X	
296/405	Radio Galaxy	6 months	14-Dec-09	105	9.1	X	X	X	X	X	X	X	X	
394	Radju Elenjani 95.8FM	1 month	3-Dec-09	95.8	10.6			X						
409	Radju Elenjani 95.8FM	1 month	5-Mar-10	95.8	10.6					X				
410	Radju Kazin Banda San Filep	1 month	12-May-10	106.3	7.6								X	
411	Pure Gold Christian Radio	2 years	1-May-10	97.8	9.6								X	X
413	Trnitarji FM	1 month	1-May-10	89.3	8.8								X	
389	Radju Lauretana	27 days	8-Dec-09	96.5	4.3			X						
408	Radju Lauretana	23 days	20-Mar-10	96.5	4.3					X				
414	Radju Lauretana	17 days	5-Jun-10	96.5	4.3									X
415	Radju Sacro Cuor	1 month	6-Jun-10	94	8.5									X
416	12th May Radio	1 month	10-May-10	96.5	7.9								X	

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

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

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

APPENDIX F: TABLES AND CHARTS CALCULATIONS

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

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

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

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

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

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

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

1. Calculation for Quarterly Totals

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

Radio:

	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample							
Total	1819	1800	1838	1831	1813	1787	1835
Non Listeners							
Do not listen to Radio	762	755	802	801	831	828	874
No Particular Station	49	54	19	49	79	131	86
Do not remember	13	7	8	15	12	8	4
No Response	0	0	1	0	0	0	0
Total Non Listeners	824	816	830	865	922	967	964
Total Listeners	995	984	1008	966	891	820	871
Total Non Listeners	824	816	830	865	922	967	964
Total Sample	1819	1800	1838	1831	1813	1787	1835
%age							
Non Listeners							
Do not listen to Radio	41.89%	41.94%	43.63%	43.75%	45.84%	46.33%	47.63%
No Particular Station	2.69%	3.00%	1.03%	2.68%	4.36%	7.33%	4.69%
Do not remember	0.71%	0.39%	0.44%	0.82%	0.66%	0.45%	0.22%
No Response	0.00%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%
Total Non Listeners	45.29%	45.33%	45.16%	47.24%	50.85%	54.11%	52.53%
%age							
Total Listeners	54.71%	54.67%	54.84%	52.76%	49.15%	45.89%	47.47%
Total Non Listeners	45.29%	45.33%	45.16%	47.24%	50.85%	54.11%	52.53%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=							
Listeners	1987	1985	1993	1917	1785	1667	1724
Non Listeners	1645	1648	1640	1716	1848	1966	1909
Total	3633	3633	3633	3633	3633	3633	3633

Thus; in Table 3.1 and similar tables in previous audience assessments, 1% is equal to 3633 since this table is based on the whole sample; in Table 3.2 and in similar tables, 1% is equal to 1985 for this assessment period of January-March 2010 etc.; due to the fact that four groups of sample respondents have been removed:

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

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

TV:

	Apr-Jun 2010	Jan-Mar 2010	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample							
Total	1819	1800	1838	1831	1813	1787	1835
Non Viewers							
Do not watch TV	462	444	421	554	452	389	447
No particular station	93	99	73	100	176	428	265
Do not remember	17	16	24	23	7	10	9
No TV Set			7	9	8	4	7
No Response		2	0	2		0	1
Total Non Viewers	572	561	525	688	643	831	729
Total Viewers	1247	1239	1313	1143	1170	956	1106
Total Non Viewers	572	561	525	688	643	831	729
Total Sample	1819	1800	1838	1831	1813	1787	1835

%age							
Non Viewers							
Do not watch TV	25.40%	24.67%	22.91%	30.26%	24.93%	21.77%	24.36%
No particular station	5.13%	5.50%	3.97%	5.46%	9.71%	23.95%	14.44%
Do not remember	0.93%	0.89%	1.31%	1.26%	0.39%	0.56%	0.49%
No TV Set	0.00%	0.00%	0.38%	0.49%	0.44%	0.22%	0.38%
No Response	0.00%	0.11%	0.00%	0.11%	0.00%	0.00%	0.05%
Total Non Viewers	31.45%	31.17%	28.56%	37.58%	35.47%	46.50%	39.73%
%age							
Total Viewers	68.55%	68.83%	71.44%	62.42%	64.53%	53.50%	60.27%
Total Non Viewers	31.45%	31.17%	28.56%	37.58%	35.47%	46.50%	39.73%
Total	100.00%	100.00%	100.0%	100.0%	100.0%	100.0%	100.0%

Population 1% =							
Viewers	2490	2501	2595	2268	2345	1944	2190
Non Viewers	1142	1132	1038	1365	1288	1689	1443
Total	3633	3633	3633	3633	3633	3633	3633

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

Radio:

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

	Total	Gender		Age Group						District						Total	
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern		Gozo Comino
Total Listeners	1819	927	892	79	321	140	584	411	224	59	379	521	260	249	255	155	1819
Total Non Listeners	995	526	470	32	160	84	335	236	120	28	199	282	149	134	147	84	995
Total Sample	824	402	422	47	161	56	249	175	104	31	180	238	111	115	108	71	824
%age																	
Total Listeners %	54.71%	56.66%	52.68%	40.39%	49.86%	60.16%	57.40%	57.37%	53.48%	46.72%	52.57%	54.23%	57.26%	53.70%	57.65%	54.01%	54.71%
Total Non Listeners %	45.29%	43.34%	47.32%	59.61%	50.14%	39.84%	42.60%	42.63%	46.52%	53.28%	47.43%	45.77%	42.74%	46.30%	42.35%	45.99%	45.29%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1987	1020	965	61	290	188	639	511	240	62	427	658	344	308	340	169	2246
Non Listeners 1%=	1645	781	867	91	292	125	474	380	209	71	385	556	257	266	249	144	1857
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

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

	Gender / Age Group						District							
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
Radju Malta	109	110	112	159	157	138	151	123	124	127	179	178	156	171
Radju Parlament 106.6	51	18	14	0	4	2	10	58	21	16	0	5	2	11
Magic Radio	125	89	118	119	92	119	158	141	101	134	135	104	134	179
One Radio	275	279	285	315	238	281	255	310	315	323	357	269	317	288
Radio 101	85	100	76	89	120	96	85	96	113	86	101	136	108	96
Bay Radio	283	313	415	435	529	466	400	319	354	471	491	599	526	452
Calypso Radio	226	169	186	181	222	201	205	255	191	212	204	251	226	232
RTK	137	150	158	157	113	130	130	154	170	180	177	128	147	146
Smash Radio	71	65	56	60	65	88	91	80	74	64	67	73	99	103
Radju Marija	154	146	150	107	112	131	137	174	165	171	121	127	148	155
Campus FM	8	10	16	24	24	14	13	9	11	18	27	27	16	14
Capital Radio / Vibe FM	69	67	56	91	105	136	178	78	76	64	103	119	154	202
XFM	93	96	72	91	111	101	100	105	108	82	103	125	114	113
Community Stations	20	39	54	65	78	60	60	22	44	61	74	88	67	67
Foreign Radio Station	18	16	16	24	23	23	15	20	18	18	27	26	26	17
Total	1724	1667	1785	1917	1933	1985	1987	1945	1884	2027	2166	2254	2241	2246

TV:

[1] April-June 2010: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group						District						Total	
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern		Gozo Comino
Total Viewers	1247	641	606	55	220	77	388	306	166	34	253	373	178	165	177	100	1247
Total Non Viewers	572	286	286	24	102	63	195	105	58	25	126	148	82	83	78	55	572
Total Sample	1819	927	892	79	321	140	584	411	224	59	379	521	260	249	255	155	1819
%age																	
Total Viewers %	68.55%	69.11%	67.96%	69.85%	68.38%	55.09%	66.55%	74.40%	73.95%	58.24%	66.86%	71.61%	68.53%	66.50%	69.44%	64.25%	68.55%
Total Non Viewers %	31.45%	30.89%	32.04%	30.15%	31.62%	44.91%	33.45%	25.60%	26.05%	41.76%	33.14%	28.39%	31.47%	33.50%	30.56%	35.75%	31.45%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2490	1245	1245	106	398	172	741	663	332	77	543	869	412	382	409	201	2813
Non Viewers 1%=	1142	556	587	46	184	141	372	228	117	55	269	345	189	192	180	112	1290
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

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

	Gender / Age Group								District							
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010		Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	
	1%=	1%=	1%=	1%=	1%=	1%=	1%=		1%=	1%=	1%=	1%=	1%=	1%=	1%=	
TVM	760	742	818	482	744	671	854		859	838	923	545	840	758	964	
ONE	438	268	262	319	406	415	339		494	303	296	361	459	468	382	
Net TV	131	108	108	143	147	109	121		148	122	122	161	166	123	136	
Smash TV	4	8	24	105	22	9	13		4	9	27	119	25	10	15	
Education 22			2		5	0	4					2	5	0	4	
iTV				2	2	3	0					2	2	4	0	
Family TV	4	14	6			14			4	16	7			16		
Favourite TV		24	18	36	36	4	12			28	20	40	40	4	14	
Calypso TV							2								2	
Rai 1	99	75	152	101	103	143	180		112	85	172	114	116	161	204	
Rai 2	40	41	36	34	32	39	15		45	46	41	38	36	44	17	
Rai 3	12	16	14	14	21	15	12		13	18	16	16	23	17	13	
Rete 4	42	73	82	63	81	99	79		47	83	93	72	92	112	89	
Canale 5	139	132	132	155	144	199	114		157	149	149	175	162	225	129	
Italia 1	87	110	156	185	188	176	166		98	124	177	208	212	198	188	
Discovery Channel	75	43	82	105	148	107	116		85	48	93	119	168	121	131	
MTV	18	12	50	30	34	23	19		20	14	57	34	39	26	22	
BBC Prime/World/Ent	40	28	32	42	45	42	40		45	32	36	47	51	48	45	
Other TV Station	303	248	369	452	440	433	405		342	280	416	511	497	489	457	
Total	2190	1943	2344	2268	2597	2501	2490		2473	2195	2648	2561	2933	2825	2813	

