

RADIO AND TELEVISION AUDIENCES
PART TWO – TABLES AND FIGURES
[APRIL-JUNE 2010]

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	<ul style="list-style-type: none"> • > 12:00 • 12:00 – 19:00 • 19:00 – 20:30 • News • 20:30 – 22:00 	

- 22:00 – 24:00
- Others
- Unclassified [Previous Schedules]

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1.1: SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-JUN 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	815	39	143	69	243	191	104	26
	44.8%	53.4%	48.8%	53.5%	43.3%	42.2%	42.4%	40.0%
	100.0%	4.8%	17.5%	8.5%	29.8%	23.4%	12.8%	3.2%
Females	1004	34	150	60	318	262	141	39
	55.2%	46.6%	51.2%	46.5%	56.7%	57.8%	57.6%	60.0%
	100.0%	3.4%	14.9%	6.0%	31.7%	26.1%	14.0%	3.9%
Total	1819	73	293	129	561	453	245	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%

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1.1A: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-JUN 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	927	45	167	79	302	198	108	28
	51.0%	56.6%	52.1%	56.4%	51.7%	48.2%	48.3%	47.0%
	100.0%	4.8%	18.0%	8.5%	32.5%	21.4%	11.7%	3.0%
Females	892	34	154	61	282	213	116	31
	49.0%	43.4%	47.9%	43.6%	48.3%	51.8%	51.7%	53.0%
	100.0%	3.9%	17.3%	6.9%	31.6%	23.9%	13.0%	3.5%
Total	1819	79	321	140	584	411	224	59
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%

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1.2: SAMPLE PROFILE BY GENDER: BY DISTRICT [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	815	158	229	115	130	116	67
	44.8%	41.8%	45.4%	45.3%	48.7%	45.0%	42.4%
	100.0%	19.4%	28.1%	14.1%	16.0%	14.2%	8.2%
Female	1004	220	275	139	137	142	91
	55.2%	58.2%	54.6%	54.7%	51.3%	55.0%	57.6%
	100.0%	21.9%	27.4%	13.8%	13.6%	14.1%	9.1%
Total	1819	378	504	254	267	258	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

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1.2A: WEIGHTED SAMPLE PROFILE BY GENDER: BY DISTRICT [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	927	188	261	135	135	129	79
	51.0%	49.6%	50.1%	51.8%	54.4%	50.5%	51.3%
	100.0%	20.3%	28.1%	14.5%	14.6%	13.9%	8.6%
Female	892	191	260	125	113	126	75
	49.0%	50.4%	49.9%	48.2%	45.6%	49.5%	48.7%
	100.0%	21.4%	29.1%	14.1%	12.7%	14.2%	8.5%
Total	1819	379	521	260	249	255	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count / Column % / Row %]

1.3: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [APR-JUN 2010]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	73 4.0%	39 4.8%	34 3.4%	17 4.5%	18 3.6%	10 3.9%	14 5.2%	11 4.3%	3 1.9%
	100.0%	53.4%	46.6%	23.3%	24.7%	13.7%	19.2%	15.1%	4.1%
15-24	293 16.1%	143 17.5%	150 14.9%	56 14.8%	72 14.3%	43 16.9%	46 17.2%	50 19.4%	26 16.5%
	100.0%	48.8%	51.2%	19.1%	24.6%	14.7%	15.7%	17.1%	8.9%
25-29	129 7.1%	69 8.5%	60 6.0%	31 8.2%	30 6.0%	17 6.7%	22 8.2%	19 7.4%	10 6.3%
	100.0%	53.5%	46.5%	24.0%	23.3%	13.2%	17.1%	14.7%	7.8%
30-49	561 30.8%	243 29.8%	318 31.7%	105 27.8%	146 29.0%	88 34.6%	78 29.2%	102 39.5%	42 26.6%
	100.0%	43.3%	56.7%	18.7%	26.0%	15.7%	13.9%	18.2%	7.5%
50-64	453 24.9%	191 23.4%	262 26.1%	101 26.7%	135 26.8%	60 23.6%	68 25.5%	48 18.6%	41 25.9%
	100.0%	42.2%	57.8%	22.3%	29.8%	13.2%	15.0%	10.6%	9.1%
65-79	245 13.5%	104 12.8%	141 14.0%	49 13.0%	86 17.1%	31 12.2%	29 10.9%	23 8.9%	27 17.1%
	100.0%	42.4%	57.6%	20.0%	35.1%	12.7%	11.8%	9.4%	11.0%
80+	65 3.6%	26 3.2%	39 3.9%	19 5.0%	17 3.4%	5 2.0%	10 3.7%	5 1.9%	9 5.7%
	100.0%	40.0%	60.0%	29.2%	26.2%	7.7%	15.4%	7.7%	13.8%
Total	1819 100.0%	815 100.0%	1004 100.0%	378 100.0%	504 100.0%	254 100.0%	267 100.0%	258 100.0%	158 100.0%
	100.0%	44.8%	55.2%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

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1.3A: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [APR-JUN 2010]

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

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3.1: RADIO CHANNEL 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+
Radju Malta	81	26	55	0	1	1	24	27	22	6
	4.5%	3.2%	5.5%	.0%	.3%	.8%	4.3%	6.0%	9.0%	9.2%
	100.0%	32.1%	67.9%	.0%	1.2%	1.2%	29.6%	33.3%	27.2%	7.4%
Radju Parlament 106.6	4	4	0	0	0	1	3	0	0	0
	.2%	.5%	.0%	.0%	.0%	.8%	.5%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	25.0%	75.0%	.0%	.0%	.0%
Magic Radio	76	32	44	1	10	3	42	18	2	0
	4.2%	3.9%	4.4%	1.4%	3.4%	2.3%	7.5%	4.0%	.8%	.0%
	100.0%	42.1%	57.9%	1.3%	13.2%	3.9%	55.3%	23.7%	2.6%	.0%
ONE Radio	131	61	70	1	7	5	24	55	34	5
	7.2%	7.5%	7.0%	1.4%	2.4%	3.9%	4.3%	12.1%	13.9%	7.7%
	100.0%	46.6%	53.4%	.8%	5.3%	3.8%	18.3%	42.0%	26.0%	3.8%
Radio 101	42	25	17	1	2	2	11	16	8	2
	2.3%	3.1%	1.7%	1.4%	.7%	1.6%	2.0%	3.5%	3.3%	3.1%
	100.0%	59.5%	40.5%	2.4%	4.8%	4.8%	26.2%	38.1%	19.0%	4.8%
Bay Radio	186	91	95	14	63	37	60	10	2	0
	10.2%	11.2%	9.5%	19.2%	21.5%	28.7%	10.7%	2.2%	.8%	.0%
	100.0%	48.9%	51.1%	7.5%	33.9%	19.9%	32.3%	5.4%	1.1%	.0%
Calypso Radio	105	53	52	3	2	2	42	46	10	0
	5.8%	6.5%	5.2%	4.1%	.7%	1.6%	7.5%	10.2%	4.1%	.0%
	100.0%	50.5%	49.5%	2.9%	1.9%	1.9%	40.0%	43.8%	9.5%	.0%
RTK	73	26	47	0	0	1	13	33	22	4
	4.0%	3.2%	4.7%	.0%	.0%	.8%	2.3%	7.3%	9.0%	6.2%
	100.0%	35.6%	64.4%	.0%	.0%	1.4%	17.8%	45.2%	30.1%	5.5%
Smash Radio	43	24	19	0	5	4	27	7	0	0
	2.4%	2.9%	1.9%	.0%	1.7%	3.1%	4.8%	1.5%	.0%	.0%
	100.0%	55.8%	44.2%	.0%	11.6%	9.3%	62.8%	16.3%	.0%	.0%
Radju Marija	77	21	56	1	1	0	14	25	24	12
	4.2%	2.6%	5.6%	1.4%	.3%	.0%	2.5%	5.5%	9.8%	18.5%
	100.0%	27.3%	72.7%	1.3%	1.3%	.0%	18.2%	32.5%	31.2%	15.6%
Campus FM	6	6	0	0	0	1	2	3	0	0
	.3%	.7%	.0%	.0%	.0%	.8%	.4%	.7%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	16.7%	33.3%	50.0%	.0%	.0%
Vibe FM	82	45	37	5	39	8	26	3	1	0
	4.5%	5.5%	3.7%	6.8%	13.3%	6.2%	4.6%	.7%	.4%	.0%
	100.0%	54.9%	45.1%	6.1%	47.6%	9.8%	31.7%	3.7%	1.2%	.0%
XFM	47	26	21	4	14	7	18	4	0	0
	2.6%	3.2%	2.1%	5.5%	4.8%	5.4%	3.2%	.9%	.0%	.0%
	100.0%	55.3%	44.7%	8.5%	29.8%	14.9%	38.3%	8.5%	.0%	.0%
Community Radio Stations	30	15	15	0	1	5	10	8	4	2
	1.6%	1.8%	1.5%	.0%	.3%	3.9%	1.8%	1.8%	1.6%	3.1%
	100.0%	50.0%	50.0%	.0%	3.3%	16.7%	33.3%	26.7%	13.3%	6.7%
Other Station	7	6	1	0	1	0	1	3	2	0
	.4%	.7%	.1%	.0%	.3%	.0%	.2%	.7%	.8%	.0%
	100.0%	85.7%	14.3%	.0%	14.3%	.0%	14.3%	42.9%	28.6%	.0%
No particular radio station	47	23	24	1	7	2	17	6	12	2
	2.6%	2.8%	2.4%	1.4%	2.4%	1.6%	3.0%	1.3%	4.9%	3.1%
	100.0%	48.9%	51.1%	2.1%	14.9%	4.3%	36.2%	12.8%	25.5%	4.3%
Did not remember	13	6	7	0	3	0	4	3	2	1
	.7%	.7%	.7%	.0%	1.0%	.0%	.7%	.7%	.8%	1.5%
	100.0%	46.2%	53.8%	.0%	23.1%	.0%	30.8%	23.1%	15.4%	7.7%
Did not listen to radio	769	325	444	42	137	50	223	186	100	31
	42.3%	39.9%	44.2%	57.5%	46.8%	38.8%	39.8%	41.1%	40.8%	47.7%
	100.0%	42.3%	57.7%	5.5%	17.8%	6.5%	29.0%	24.2%	13.0%	4.0%
Total	1819	815	1004	73	293	129	561	453	245	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%

[Count / Column % / Row %]

3.1A: WEIGHTED RADIO CHANNEL 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+
Radju Malta	76	29	47	0	1	1	25	24	20	5
	4.2%	3.1%	5.3%	.0%	.3%	.6%	4.3%	5.7%	9.0%	8.4%
	100.0%	38.2%	61.8%	.0%	1.4%	1.1%	33.2%	31.2%	26.5%	6.5%
Radju Parlament 106.6	5	5	0	0	0	1	4	0	0	0
	.3%	.5%	.0%	.0%	.0%	.8%	.6%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	22.5%	77.5%	.0%	.0%	.0%
Magic Radio	79	40	40	1	12	3	44	17	2	0
	4.4%	4.3%	4.4%	1.7%	3.7%	2.4%	7.5%	4.1%	.8%	.0%
	100.0%	49.9%	50.1%	1.7%	15.0%	4.3%	55.6%	21.1%	2.3%	.0%
ONE Radio	128	69	59	1	7	5	27	51	31	5
	7.0%	7.4%	6.6%	1.1%	2.3%	3.9%	4.6%	12.3%	13.8%	9.0%
	100.0%	53.8%	46.2%	.7%	5.8%	4.3%	21.2%	39.6%	24.3%	4.2%
Radio 101	42	28	14	1	2	2	13	15	8	2
	2.3%	3.1%	1.6%	1.3%	.6%	1.5%	2.2%	3.6%	3.6%	3.2%
	100.0%	66.9%	33.1%	2.4%	4.7%	5.1%	29.8%	34.6%	19.0%	4.5%
Bay Radio	200	108	92	15	69	40	65	10	2	0
	11.0%	11.6%	10.4%	18.6%	21.6%	28.6%	11.1%	2.4%	.8%	.0%
	100.0%	53.9%	46.1%	7.3%	34.6%	20.0%	32.3%	4.9%	.9%	.0%
Calypso Radio	103	57	46	3	2	2	42	44	10	0
	5.7%	6.2%	5.1%	4.3%	.7%	1.5%	7.2%	10.6%	4.3%	.0%
	100.0%	55.5%	44.5%	3.3%	2.1%	2.1%	40.9%	42.3%	9.3%	.0%
RTK	65	27	38	0	0	1	13	29	19	3
	3.6%	2.9%	4.3%	.0%	.0%	.7%	2.2%	7.0%	8.5%	5.9%
	100.0%	41.2%	58.8%	.0%	.0%	1.6%	19.6%	44.1%	29.3%	5.4%
Smash Radio	46	29	17	0	6	5	29	7	0	0
	2.5%	3.1%	1.9%	.0%	1.7%	3.4%	4.9%	1.6%	.0%	.0%
	100.0%	62.9%	37.1%	.0%	12.3%	10.4%	62.5%	14.8%	.0%	.0%
Radju Marija	69	22	47	1	1	0	13	22	22	10
	3.8%	2.4%	5.2%	1.4%	.3%	.0%	2.3%	5.3%	9.6%	17.1%
	100.0%	32.2%	67.8%	1.6%	1.4%	.0%	19.5%	31.5%	31.4%	14.6%
Campus FM	6	6	0	0	0	1	2	3	0	0
	.3%	.7%	.0%	.0%	.0%	.7%	.4%	.7%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	15.4%	38.4%	46.3%	.0%	.0%
Vibe FM	89	53	36	5	43	9	28	3	1	0
	4.9%	5.7%	4.1%	6.9%	13.3%	6.4%	4.9%	.7%	.4%	.0%
	100.0%	59.5%	40.5%	6.1%	47.9%	10.1%	31.8%	3.0%	1.0%	.0%
XFM	50	30	20	4	15	8	19	4	0	0
	2.8%	3.2%	2.3%	5.1%	4.7%	5.8%	3.3%	.9%	.0%	.0%
	100.0%	59.4%	40.6%	8.0%	30.1%	16.3%	38.0%	7.6%	.0%	.0%
Community Radio Stations	30	17	13	0	1	5	10	8	4	2
	1.6%	1.8%	1.5%	.0%	.3%	3.8%	1.7%	1.9%	1.7%	3.1%
	100.0%	56.0%	44.0%	.0%	3.6%	17.7%	33.6%	25.9%	12.9%	6.1%
Other Station	8	7	1	0	1	0	1	3	2	0
	.4%	.7%	.1%	.0%	.3%	.0%	.2%	.7%	1.0%	.0%
	100.0%	87.9%	12.1%	.0%	12.1%	.0%	17.2%	40.4%	30.3%	.0%
No particular radio station	49	27	21	1	8	2	19	6	11	2
	2.7%	2.9%	2.4%	1.2%	2.5%	1.7%	3.2%	1.4%	5.1%	3.1%
	100.0%	55.9%	44.1%	1.9%	16.4%	5.0%	38.0%	11.6%	23.4%	3.7%
Did not remember	13	7	6	0	3	0	5	3	2	1
	.7%	.7%	.7%	.0%	1.0%	.0%	.8%	.7%	.8%	1.5%
	100.0%	52.1%	47.9%	.0%	23.4%	.0%	35.0%	20.6%	14.1%	6.9%
Did not listen to radio	762	368	394	46	150	53	226	167	91	29
	41.9%	39.7%	44.2%	58.5%	46.7%	38.1%	38.6%	40.6%	40.6%	48.7%
	100.0%	48.3%	51.7%	6.1%	19.7%	7.0%	29.6%	21.9%	12.0%	3.8%
Total	1819	927	892	79	321	140	584	411	224	59
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%

[Count / Column % / Row %]

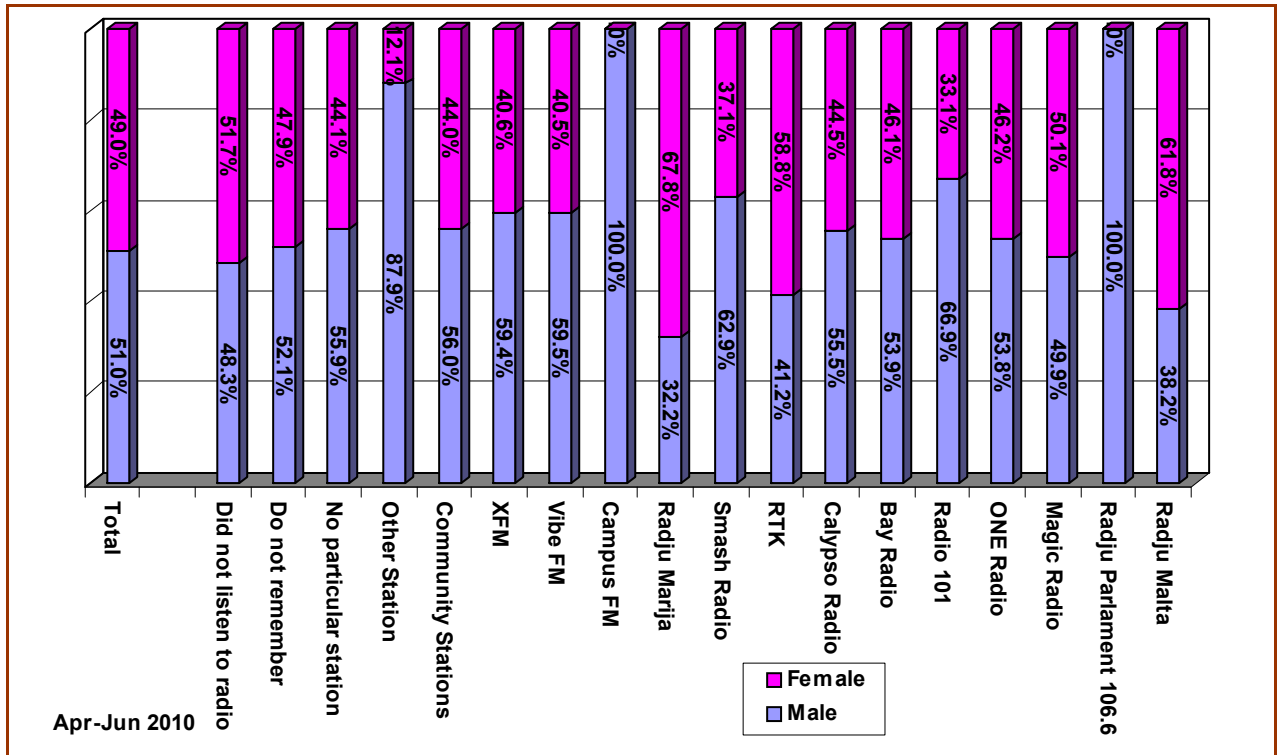


FIGURE 3.1A: WEIGHTED RADIO CHANNEL REACH: BY GENDER [APR-JUN 2010]

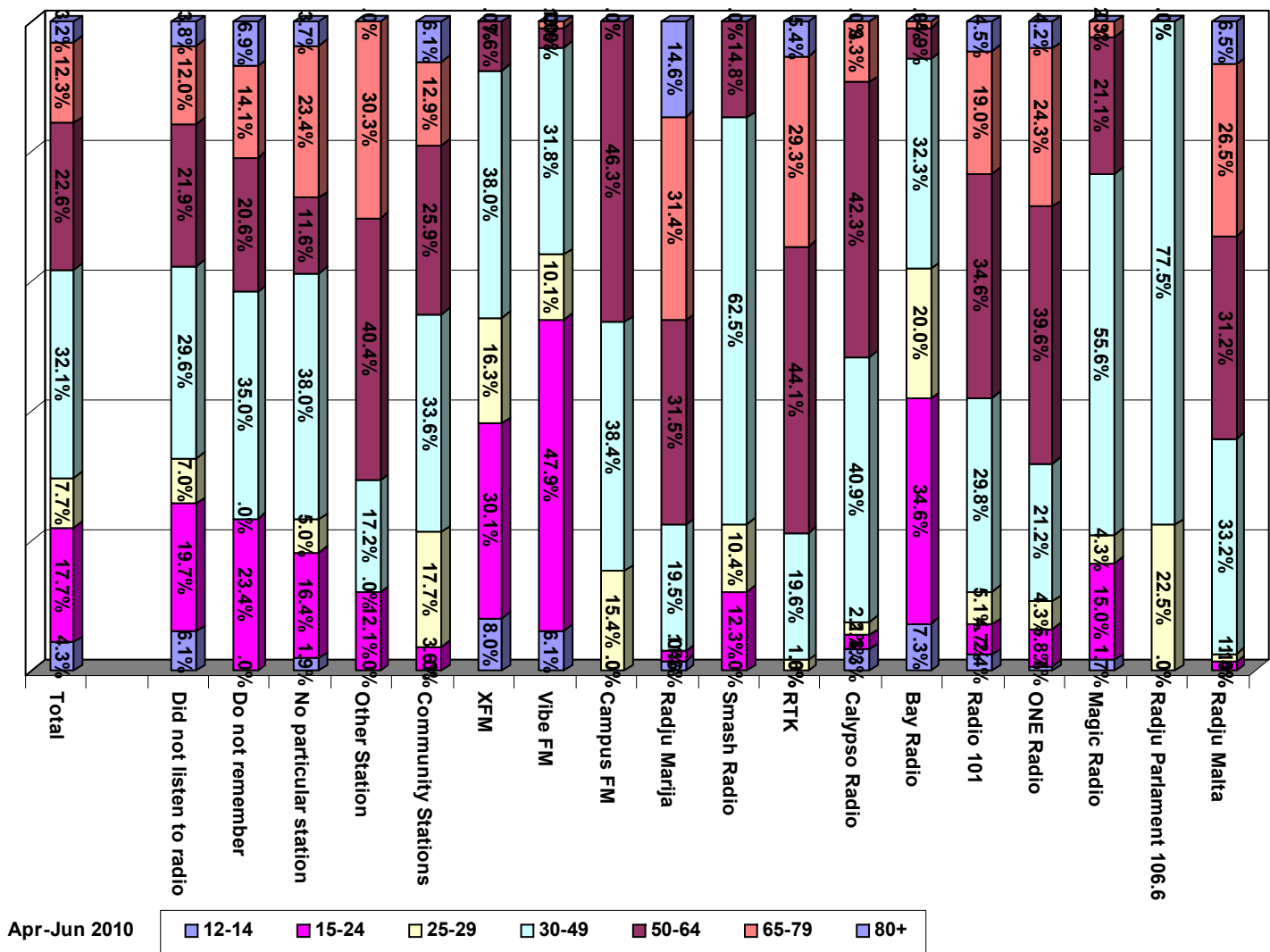


FIGURE 3.1.B: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [APR-JUN 2010]

3.2: RADIO CHANNEL REACH: BY DISTRICT [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	81 4.5% 100.0%	60 16.4% 17.7%	105 19.6% 31.0%	40 15.4% 11.8%	52 20.0% 15.3%	41 16.5% 12.1%	41 31.3% 12.1%
Radju Parlament 106.6	4 .2% 100.0%	56 15.3% 26.2%	49 9.1% 22.9%	47 18.1% 22.0%	30 11.5% 14.0%	24 9.7% 11.2%	8 6.1% 3.7%
Magic Radio	76 4.2% 100.0%	15 4.1% 25.0%	19 3.5% 31.7%	3 1.2% 5.0%	9 3.5% 15.0%	6 2.4% 10.0%	8 6.1% 13.3%
ONE Radio	131 7.2% 100.0%	0 .0% 0.0%	3 .6% 75.0%	1 .4% 25.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
Radio 101	42 2.3% 100.0%	0 .0% 0.0%	2 .4% 100.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
Bay Radio	186 10.2% 100.0%	3 .8% 37.5%	2 .4% 25.0%	1 .4% 12.5%	2 .8% 25.0%	0 .0% 0.0%	0 .0% 0.0%
Calypso Radio	105 5.8% 100.0%	1 .3% 50.0%	0 .0% 0.0%	1 .4% 50.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
RTK	73 4.0% 100.0%	16 4.4% 21.6%	30 5.6% 40.5%	7 2.7% 9.5%	5 1.9% 6.8%	9 3.6% 12.2%	7 5.3% 9.5%
Smash Radio	43 2.4% 100.0%	4 1.1% 20.0%	6 1.1% 30.0%	4 1.5% 20.0%	2 .8% 10.0%	1 .4% 5.0%	3 2.3% 15.0%
Radju Marija	77 4.2% 100.0%	1 .3% 14.3%	2 .4% 28.6%	1 .4% 14.3%	2 .8% 28.6%	0 .0% 0.0%	1 .8% 14.3%
Campus FM	6 .3% 100.0%	15 4.1% 28.8%	18 3.4% 34.6%	6 2.3% 11.5%	2 .8% 3.8%	6 2.4% 11.5%	5 3.8% 9.6%
Vibe FM	82 4.5% 100.0%	22 6.0% 21.8%	35 6.5% 34.7%	12 4.6% 11.9%	17 6.5% 16.8%	11 4.4% 10.9%	4 3.1% 4.0%
XFM	47 2.6% 100.0%	19 5.2% 24.1%	16 3.0% 20.3%	10 3.8% 12.7%	20 7.7% 25.3%	7 2.8% 8.9%	7 5.3% 8.9%
Community Radio Stations	30 1.6% 100.0%	8 2.2% 16.7%	17 3.2% 35.4%	7 2.7% 14.6%	6 2.3% 12.5%	9 3.6% 18.8%	1 .8% 2.1%
Other Station	7 .4% 100.0%	1 .3% 10.0%	2 .4% 20.0%	1 .4% 10.0%	3 1.2% 30.0%	3 1.2% 30.0%	0 .0% 0.0%
No particular radio station	47 2.6% 100.0%	1 .3% 4.5%	5 .9% 22.7%	3 1.2% 13.6%	3 1.2% 13.6%	9 3.6% 40.9%	1 .8% 4.5%
Did not remember	13 .7% 100.0%	25 6.8% 12.1%	73 13.6% 35.3%	30 11.5% 14.5%	32 12.3% 15.5%	37 14.9% 17.9%	10 7.6% 4.8%
Did not listen to radio	769 42.3% 100.0%	24 6.6% 22.6%	41 7.6% 38.7%	16 6.2% 15.1%	10 3.8% 9.4%	13 5.2% 12.3%	2 1.5% 1.9%
Total	1819 100.0% 100.0%	5 1.4% 33.3% 89	3 .6% 20.0% 108	1 .4% 6.7% 68	2 .8% 13.3% 63	3 1.2% 20.0% 68	1 .8% 6.7% 32

[Count / Column % / Row %]

3.2A: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	76 4.2% 100.0%	13 3.4% 17.1%	26 5.1% 34.9%	7 2.6% 9.1%	10 4.1% 13.4%	10 4.1% 13.8%	9 5.8% 11.9%
Radju Parlament 106.6	5 .3% 100.0%	1 .3% 22.5%	3 .5% 54.2%	0 .0% .0%	1 .4% 23.3%	0 .0% .0%	0 .0% .0%
Magic Radio	79 4.4% 100.0%	18 4.7% 22.6%	25 4.9% 32.1%	11 4.1% 13.6%	9 3.5% 11.1%	13 5.3% 17.0%	3 1.8% 3.5%
ONE Radio	128 7.0% 100.0%	30 7.8% 23.2%	28 5.4% 22.2%	25 9.6% 19.7%	17 7.0% 13.6%	12 4.7% 9.3%	15 9.9% 12.0%
Radio 101	42 2.3% 100.0%	13 3.4% 30.1%	14 2.7% 32.9%	6 2.4% 14.6%	5 2.1% 12.4%	1 .3% 1.8%	3 2.2% 8.1%
Bay Radio	200 11.0% 100.0%	30 8.0% 15.1%	50 9.6% 25.1%	34 13.2% 17.1%	27 10.7% 13.2%	46 17.9% 22.8%	13 8.6% 6.6%
Calypso Radio	103 5.7% 100.0%	21 5.4% 20.1%	33 6.4% 32.3%	17 6.5% 16.5%	15 6.1% 14.8%	8 3.2% 7.9%	9 5.5% 8.4%
RTK	65 3.6% 100.0%	12 3.0% 17.7%	18 3.5% 27.8%	6 2.4% 9.6%	13 5.3% 20.3%	7 2.7% 10.7%	9 5.8% 13.8%
Smash Radio	46 2.5% 100.0%	11 3.0% 24.6%	8 1.5% 16.8%	8 3.1% 17.6%	4 1.7% 9.3%	9 3.5% 19.6%	5 3.5% 12.0%
Radju Marija	69 3.8% 100.0%	16 4.2% 23.0%	24 4.6% 35.2%	10 4.0% 15.0%	8 3.0% 11.0%	6 2.4% 9.1%	5 3.0% 6.7%
Campus FM	6 .3% 100.0%	0 .0% .0%	2 .4% 35.8%	0 .0% .0%	3 1.2% 48.8%	1 .4% 15.4%	0 .0% .0%
Vibe FM	89 4.9% 100.0%	16 4.4% 18.5%	25 4.9% 28.4%	13 4.9% 14.3%	13 5.4% 14.9%	15 6.0% 17.1%	6 3.9% 6.8%
XFM	50 2.8% 100.0%	11 2.9% 22.0%	15 3.0% 30.7%	5 2.1% 10.9%	4 1.7% 8.6%	12 4.6% 23.1%	2 1.5% 4.7%
Community Radio Stations	30 1.6% 100.0%	7 1.8% 22.3%	6 1.2% 20.2%	4 1.4% 12.4%	3 1.1% 9.0%	7 2.7% 23.3%	4 2.5% 12.7%
Other Station	8 .4% 100.0%	1 .3% 15.1%	3 .6% 42.5%	2 .9% 30.3%	1 .4% 12.1%	0 .0% .0%	0 .0% .0%
No particular radio station	49 2.7% 100.0%	2 .5% 4.0%	21 4.0% 42.9%	4 1.7% 8.8%	9 3.8% 19.4%	9 3.5% 18.2%	3 2.1% 6.7%
Did not remember	13 .7% 100.0%	2 .6% 16.9%	6 1.2% 45.6%	1 .4% 7.0%	1 .3% 5.1%	2 .9% 18.2%	1 .6% 7.3%
Did not listen to radio	762 41.9% 100.0%	175 46.3% 23.0%	211 40.6% 27.8%	106 40.7% 13.9%	105 42.2% 13.8%	97 37.9% 12.7%	67 43.3% 8.8%
Total	1819 100.0% 100.0%	379 100.0% 20.8%	521 100.0% 28.6%	260 100.0% 14.3%	249 100.0% 13.7%	255 100.0% 14.0%	155 100.0% 8.5%

[Count / Column % / Row %]

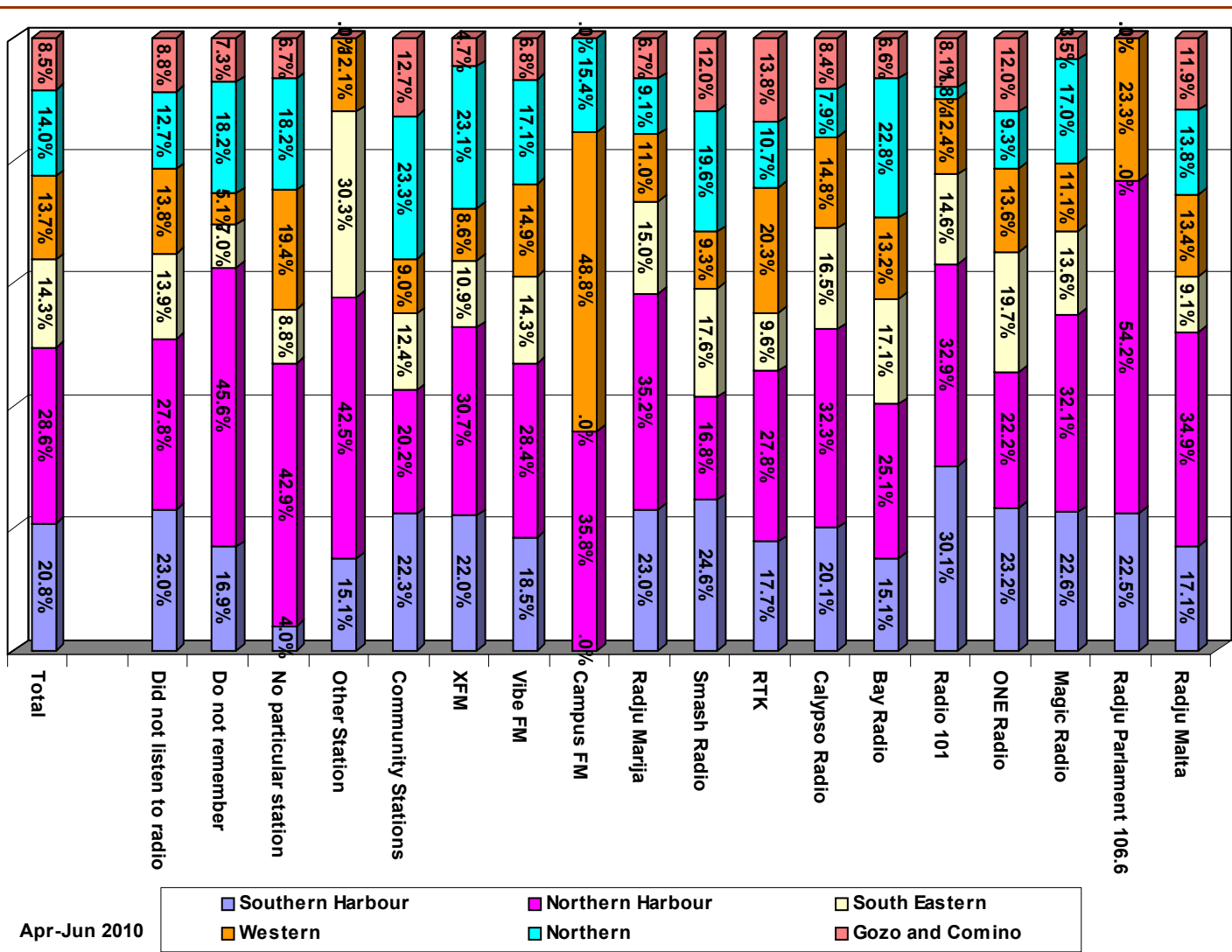


FIGURE 3.2.A: WEIGHTED RADIO REACH: BY DISTRICT [APR-JUN 2010]

3.3: RADIO CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: 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
BBC World Service	2	2	0	0	0	0	1	0	1	0	0	1	1	0	0	0
Mediterraneo	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0
Radio Tre	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Radio Uno	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Rai	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
UK Classic	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Total	7	6	1	0	1	0	1	3	2	0	1	3	2	1	0	0

[Count]

3.3A: WEIGHTED RADIO CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: 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
BBC World Service	2	2	0	0	0	0	1	0	1	0	0	1	1	0	0	0
Mediterraneo	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
Radio Tre	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Radio Uno	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Rai	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
UK Classic	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Total	8	7	1	0	1	0	1	3	2	0	1	3	2	1	0	0

[Count]

3.4: TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [APR-JUN 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	432	184	248	18	56	27	129	120	70	12
	23.7%	22.6%	24.7%	24.7%	19.1%	20.9%	23.0%	26.5%	28.6%	18.5%
	100.0%	42.6%	57.4%	4.2%	13.0%	6.3%	29.9%	27.8%	16.2%	2.8%
ONE	174	75	99	6	17	11	46	54	31	9
	9.6%	9.2%	9.9%	8.2%	5.8%	8.5%	8.2%	11.9%	12.7%	13.8%
	100.0%	43.1%	56.9%	3.4%	9.8%	6.3%	26.4%	31.0%	17.8%	5.2%
Net TV	63	29	34	2	1	0	15	26	16	3
	3.5%	3.6%	3.4%	2.7%	.3%	.0%	2.7%	5.7%	6.5%	4.6%
	100.0%	46.0%	54.0%	3.2%	1.6%	.0%	23.8%	41.3%	25.4%	4.8%
Smash TV	7	2	5	0	0	0	1	4	2	0
	.4%	.2%	.5%	.0%	.0%	.0%	.2%	.9%	.8%	.0%
	100.0%	28.6%	71.4%	.0%	.0%	.0%	14.3%	57.1%	28.6%	.0%
Education 22	2	1	1	0	0	0	2	0	0	0
	.1%	.1%	.1%	.0%	.0%	.0%	.4%	.0%	.0%	.0%
	100.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Favourite Channel	7	1	6	0	0	1	2	2	1	1
	.4%	.1%	.6%	.0%	.0%	.8%	.4%	.4%	.4%	1.5%
	100.0%	14.3%	85.7%	.0%	.0%	14.3%	28.6%	28.6%	14.3%	14.3%
Calypso Music TV	1	0	1	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	89	44	45	1	9	6	38	18	14	3
	4.9%	5.4%	4.5%	1.4%	3.1%	4.7%	6.8%	4.0%	5.7%	4.6%
	100.0%	49.4%	50.6%	1.1%	10.1%	6.7%	42.7%	20.2%	15.7%	3.4%
Rai 2	8	3	5	1	0	2	3	2	0	0
	.4%	.4%	.5%	1.4%	.0%	1.6%	.5%	.4%	.0%	.0%
	100.0%	37.5%	62.5%	12.5%	.0%	25.0%	37.5%	25.0%	.0%	.0%
Rai 3	6	3	3	0	1	0	1	2	2	0
	.3%	.4%	.3%	.0%	.3%	.0%	.2%	.4%	.8%	.0%
	100.0%	50.0%	50.0%	.0%	16.7%	.0%	16.7%	33.3%	33.3%	.0%
Rete 4	42	18	24	1	1	1	10	20	8	1
	2.3%	2.2%	2.4%	1.4%	.3%	.8%	1.8%	4.4%	3.3%	1.5%
	100.0%	42.9%	57.1%	2.4%	2.4%	2.4%	23.8%	47.6%	19.0%	2.4%
Canale 5	61	15	46	1	4	6	22	16	9	3
	3.4%	1.8%	4.6%	1.4%	1.4%	4.7%	3.9%	3.5%	3.7%	4.6%
	100.0%	24.6%	75.4%	1.6%	6.6%	9.8%	36.1%	26.2%	14.8%	4.9%
Italia 1	77	44	33	4	41	7	17	7	1	0
	4.2%	5.4%	3.3%	5.5%	14.0%	5.4%	3.0%	1.5%	.4%	.0%
	100.0%	57.1%	42.9%	5.2%	53.2%	9.1%	22.1%	9.1%	1.3%	.0%
Discovery Channel	54	40	14	3	15	2	20	11	3	0
	3.0%	4.9%	1.4%	4.1%	5.1%	1.6%	3.6%	2.4%	1.2%	.0%
	100.0%	74.1%	25.9%	5.6%	27.8%	3.7%	37.0%	20.4%	5.6%	.0%
MTV	9	2	7	1	7	0	1	0	0	0
	.5%	.2%	.7%	1.4%	2.4%	.0%	.2%	.0%	.0%	.0%
	100.0%	22.2%	77.8%	11.1%	77.8%	.0%	11.1%	.0%	.0%	.0%
BBC Prime/World/Ent	21	6	15	0	1	1	8	7	4	0
	1.2%	.7%	1.5%	.0%	.3%	.8%	1.4%	1.5%	1.6%	.0%
	100.0%	28.6%	71.4%	.0%	4.8%	4.8%	38.1%	33.3%	19.0%	.0%
Other TV Stations	198	101	97	13	46	8	59	47	19	6
	10.9%	12.4%	9.7%	17.8%	15.7%	6.2%	10.5%	10.4%	7.8%	9.2%
	100.0%	51.0%	49.0%	6.6%	23.2%	4.0%	29.8%	23.7%	9.6%	3.0%
No particular station	100	38	62	1	2	2	27	34	27	7
	5.5%	4.7%	6.2%	1.4%	.7%	1.6%	4.8%	7.5%	11.0%	10.8%
	100.0%	38.0%	62.0%	1.0%	2.0%	2.0%	27.0%	34.0%	27.0%	7.0%
Do not remember	16	9	7	1	2	1	5	2	2	3
	.9%	1.1%	.7%	1.4%	.7%	.8%	.9%	.4%	.8%	4.6%
	100.0%	56.3%	43.8%	6.3%	12.5%	6.3%	31.3%	12.5%	12.5%	18.8%
Do not watch TV	452	200	252	20	89	54	155	81	36	17
	24.8%	24.5%	25.1%	27.4%	30.4%	41.9%	27.6%	17.9%	14.7%	26.2%
	100.0%	44.2%	55.8%	4.4%	19.7%	11.9%	34.3%	17.9%	8.0%	3.8%
Total	1819	815	1004	73	293	129	561	453	245	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%

[Count / Column % / Row %]

3.4A: WEIGHTED TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [APR-JUN 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	428	208	220	20	63	29	130	110	64	11
	23.5%	22.4%	24.6%	25.3%	19.5%	20.8%	22.4%	26.7%	28.5%	19.5%
	100.0%	48.6%	51.4%	4.7%	14.7%	6.8%	30.5%	25.7%	15.0%	2.7%
ONE	170	85	85	7	18	12	49	48	28	7
	9.3%	9.1%	9.5%	8.6%	5.7%	8.4%	8.4%	11.6%	12.6%	12.7%
	100.0%	49.9%	50.1%	4.0%	10.7%	7.0%	29.0%	28.3%	16.6%	4.4%
Net TV	60	32	28	2	1	0	16	24	14	3
	3.3%	3.5%	3.2%	2.5%	.4%	.0%	2.7%	5.9%	6.4%	5.2%
	100.0%	53.5%	46.5%	3.3%	2.2%	.0%	25.8%	39.9%	23.8%	5.1%
Smash TV	6	2	4	0	0	0	1	4	2	0
	.4%	.2%	.5%	.0%	.0%	.0%	.2%	.9%	.9%	.0%
	100.0%	35.5%	64.5%	.0%	.0%	.0%	14.5%	54.0%	31.5%	.0%
Education 22	2	1	1	0	0	0	2	0	0	0
	.1%	.1%	.1%	.0%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	58.8%	41.2%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Favourite Channel	6	1	5	0	0	1	2	2	1	1
	.3%	.1%	.6%	.0%	.0%	.6%	.3%	.4%	.4%	1.3%
	100.0%	16.2%	83.8%	.0%	.0%	15.1%	31.4%	27.3%	13.4%	12.7%
Calyso Music TV	1	0	1	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	90	51	39	1	10	7	41	17	13	2
	5.0%	5.5%	4.4%	1.3%	3.1%	4.8%	7.0%	4.1%	5.7%	3.8%
	100.0%	56.4%	43.6%	1.1%	11.0%	7.5%	45.0%	18.8%	14.1%	2.5%
Rai 2	8	3	5	1	0	2	3	2	0	0
	.4%	.3%	.5%	1.2%	.0%	1.5%	.5%	.4%	.0%	.0%
	100.0%	40.2%	59.8%	12.7%	.0%	28.2%	35.6%	23.5%	.0%	.0%
Rai 3	6	3	3	0	1	0	1	2	2	0
	.3%	.3%	.3%	.0%	.3%	.0%	.2%	.4%	.9%	.0%
	100.0%	55.1%	44.9%	.0%	17.9%	.0%	18.7%	28.3%	35.1%	.0%
Rete 4	40	19	21	1	1	1	10	18	8	1
	2.2%	2.0%	2.3%	1.3%	.3%	.8%	1.7%	4.3%	3.4%	1.4%
	100.0%	48.0%	52.0%	2.6%	2.7%	2.7%	25.5%	44.8%	19.5%	2.0%
Canale 5	57	17	40	1	4	6	22	13	8	2
	3.1%	1.8%	4.5%	1.3%	1.4%	4.6%	3.7%	3.2%	3.5%	4.2%
	100.0%	29.4%	70.6%	1.8%	7.7%	11.3%	38.0%	23.2%	13.7%	4.3%
Italia 1	83	51	32	4	45	7	18	7	1	0
	4.6%	5.5%	3.6%	5.5%	14.1%	5.2%	3.1%	1.7%	.4%	.0%
	100.0%	61.4%	38.6%	5.3%	54.7%	8.9%	22.0%	8.2%	1.0%	.0%
Discovery Channel	58	45	13	3	16	2	23	11	3	0
	3.2%	4.9%	1.5%	4.4%	5.1%	1.3%	3.9%	2.6%	1.5%	.0%
	100.0%	77.8%	22.2%	6.0%	27.9%	3.1%	39.1%	18.2%	5.6%	.0%
MTV	10	2	7	1	7	0	1	0	0	0
	.5%	.3%	.8%	1.7%	2.3%	.0%	.2%	.0%	.0%	.0%
	100.0%	25.0%	75.0%	13.8%	75.7%	.0%	10.6%	.0%	.0%	.0%
BBC Prime/World/Ent	20	7	13	0	1	1	8	6	4	0
	1.1%	.7%	1.5%	.0%	.4%	.8%	1.3%	1.5%	1.8%	.0%
	100.0%	34.5%	65.5%	.0%	6.6%	5.3%	38.5%	29.8%	19.8%	.0%
Other TV Stations	203	113	89	13	50	9	63	44	18	6
	11.1%	12.2%	10.0%	16.7%	15.5%	6.2%	10.7%	10.8%	8.1%	10.2%
	100.0%	55.9%	44.1%	6.5%	24.5%	4.3%	30.8%	21.9%	8.9%	3.0%
No particular station	93	42	51	1	2	2	26	30	25	6
	5.1%	4.5%	5.8%	1.7%	.8%	1.7%	4.5%	7.3%	11.1%	10.6%
	100.0%	44.8%	55.2%	1.4%	2.6%	2.6%	28.0%	32.1%	26.6%	6.7%
Do not remember	17	11	6	1	2	1	5	2	2	3
	.9%	1.1%	.7%	1.3%	.7%	.9%	.9%	.6%	.9%	4.8%
	100.0%	62.6%	37.4%	6.3%	12.7%	7.8%	30.4%	13.5%	12.5%	16.8%
Do not watch TV	462	234	228	21	97	59	164	73	32	16
	25.4%	25.2%	25.6%	27.1%	30.2%	42.2%	28.1%	17.8%	14.1%	26.4%
	100.0%	50.7%	49.3%	4.6%	21.0%	12.8%	35.5%	15.8%	6.8%	3.4%
Total	1819	927	892	79	321	140	584	411	224	59
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%

[Count / Column % / Row %]

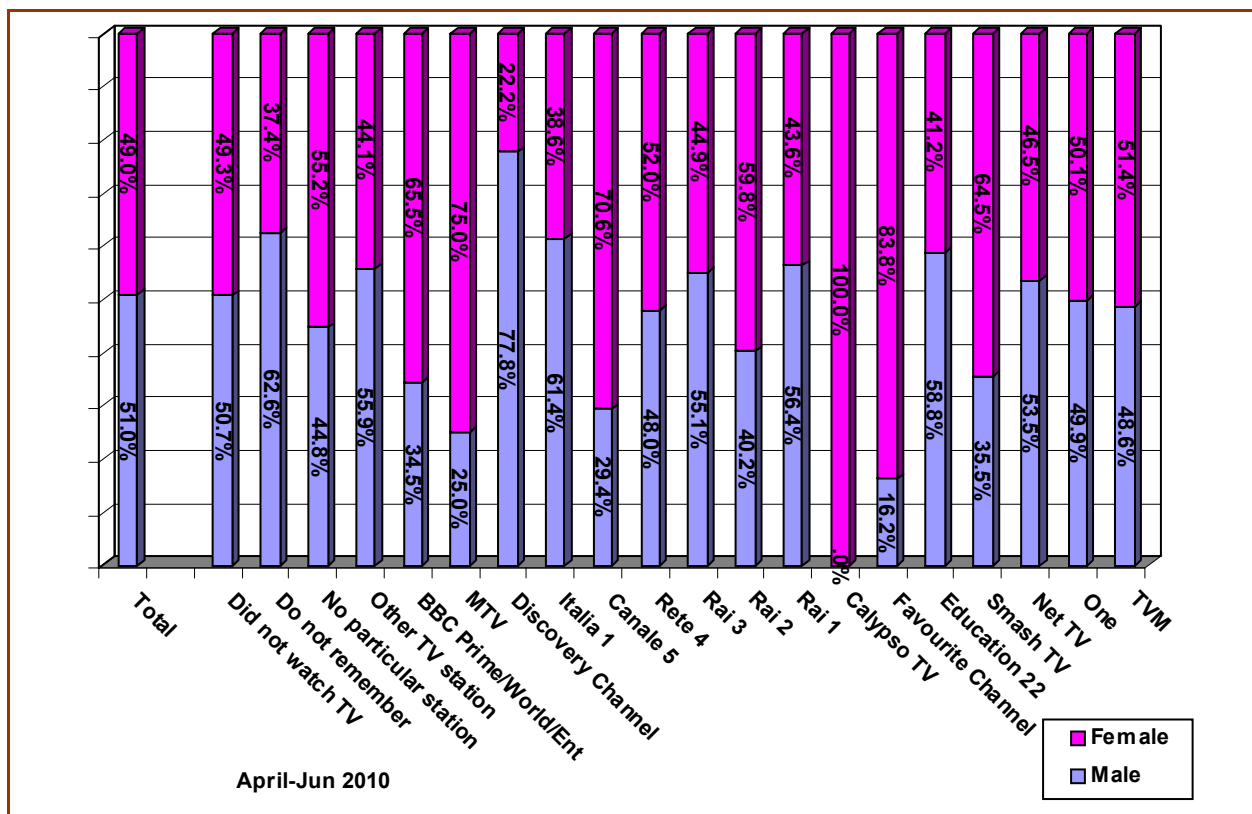


FIGURE 3.4.A: WEIGHTED TV CHANNEL REACH: BY GENDER [APR-JUN 2010]

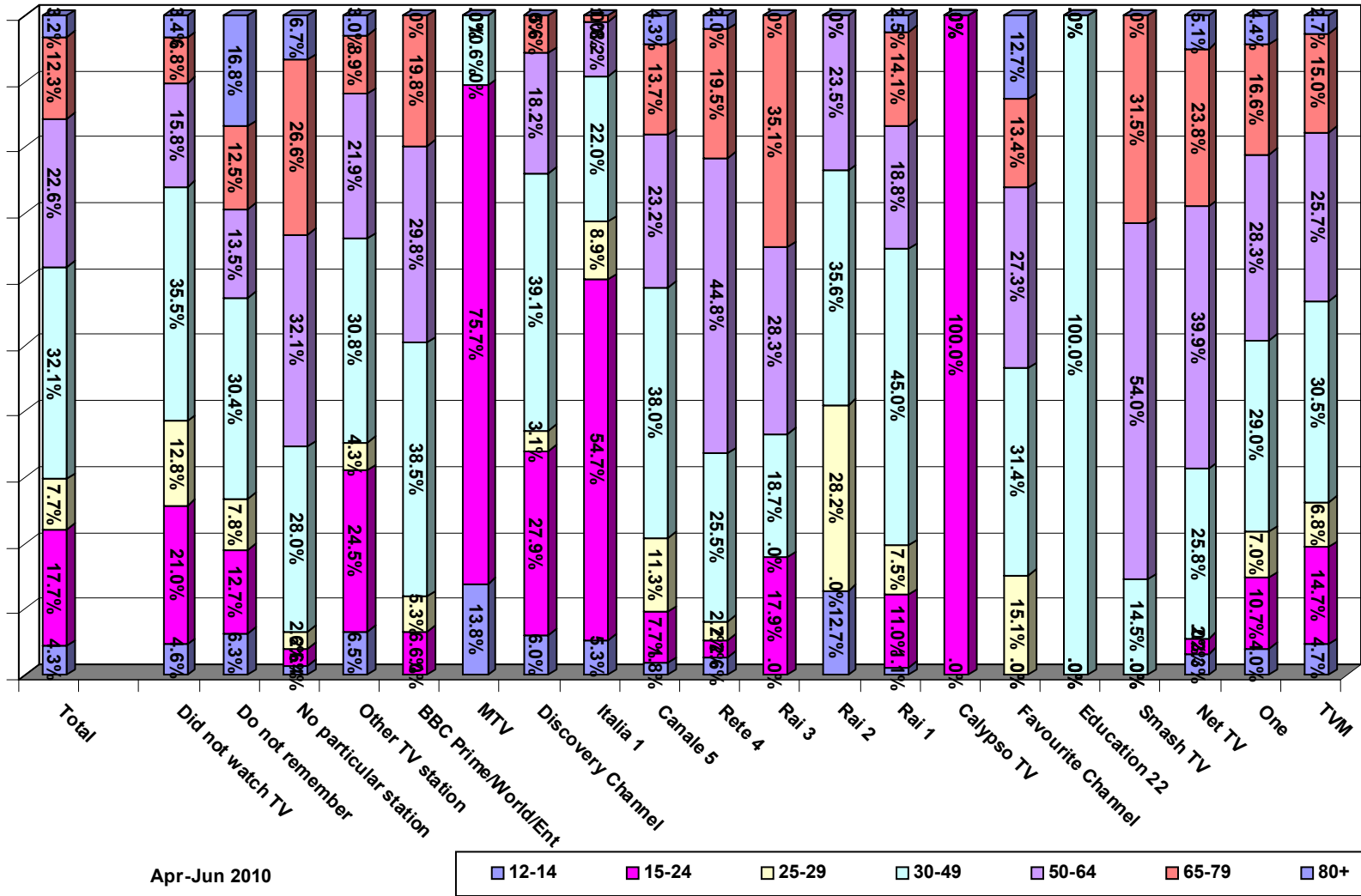


FIGURE 3.3.B: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [APR-JUN 2010]

TABLE 3.5: TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	432	83	138	56	51	62	42
	23.7%	22.0%	27.4%	22.0%	19.1%	24.0%	26.6%
	100.0%	19.2%	31.9%	13.0%	11.8%	14.4%	9.7%
ONE	174	37	47	30	30	11	19
	9.6%	9.8%	9.3%	11.8%	11.2%	4.3%	12.0%
	100.0%	21.3%	27.0%	17.2%	17.2%	6.3%	10.9%
Net TV	63	14	13	4	11	14	7
	3.5%	3.7%	2.6%	1.6%	4.1%	5.4%	4.4%
	100.0%	22.2%	20.6%	6.3%	17.5%	22.2%	11.1%
Smash TV	7	0	2	2	1	1	1
	.4%	.0%	.4%	.8%	.4%	.4%	.6%
	100.0%	.0%	28.6%	28.6%	14.3%	14.3%	14.3%
Education 22	2	0	0	0	1	1	0
	.1%	.0%	.0%	.0%	.4%	.4%	.0%
	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
Favourite Channel	7	1	1	0	3	0	2
	.4%	.3%	.2%	.0%	1.1%	.0%	1.3%
	100.0%	14.3%	14.3%	.0%	42.9%	.0%	28.6%
Calypso Music TV	1	1	0	0	0	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	89	18	27	17	10	14	3
	4.9%	4.8%	5.4%	6.7%	3.7%	5.4%	1.9%
	100.0%	20.2%	30.3%	19.1%	11.2%	15.7%	3.4%
Rai 2	8	2	1	0	2	3	0
	.4%	.5%	.2%	.0%	.7%	1.2%	.0%
	100.0%	25.0%	12.5%	.0%	25.0%	37.5%	.0%
Rai 3	6	1	2	1	2	0	0
	.3%	.3%	.4%	.4%	.7%	.0%	.0%
	100.0%	16.7%	33.3%	16.7%	33.3%	.0%	.0%
Rete 4	42	13	12	9	3	3	2
	2.3%	3.4%	2.4%	3.5%	1.1%	1.2%	1.3%
	100.0%	31.0%	28.6%	21.4%	7.1%	7.1%	4.8%
Canale 5	61	9	15	14	10	10	3
	3.4%	2.4%	3.0%	5.5%	3.7%	3.9%	1.9%
	100.0%	14.8%	24.6%	23.0%	16.4%	16.4%	4.9%
Italia 1	77	21	20	9	11	10	6
	4.2%	5.6%	4.0%	3.5%	4.1%	3.9%	3.8%
	100.0%	27.3%	26.0%	11.7%	14.3%	13.0%	7.8%
Discovery Channel	54	7	16	7	12	10	2
	3.0%	1.9%	3.2%	2.8%	4.5%	3.9%	1.3%
	100.0%	13.0%	29.6%	13.0%	22.2%	18.5%	3.7%
MTV	9	2	1	1	3	2	0
	.5%	.5%	.2%	.4%	1.1%	.8%	.0%
	100.0%	22.2%	11.1%	11.1%	33.3%	22.2%	.0%
BBC Prime/World/Ent	21	6	2	1	1	7	4
	1.2%	1.6%	.4%	.4%	.4%	2.7%	2.5%
	100.0%	28.6%	9.5%	4.8%	4.8%	33.3%	19.0%
Other TV Stations	198	37	67	24	25	34	11
	10.9%	9.8%	13.3%	9.4%	9.4%	13.2%	7.0%
	100.0%	18.7%	33.8%	12.1%	12.6%	17.2%	5.6%
No particular station	100	29	26	14	15	9	7
	5.5%	7.7%	5.2%	5.5%	5.6%	3.5%	4.4%
	100.0%	29.0%	26.0%	14.0%	15.0%	9.0%	7.0%
Do not remember	16	6	6	0	0	1	3
	.9%	1.6%	1.2%	.0%	.0%	.4%	1.9%
	100.0%	37.5%	37.5%	.0%	.0%	6.3%	18.8%
Do not watch TV	452	91	108	65	76	66	46
	24.8%	24.1%	21.4%	25.6%	28.5%	25.6%	29.1%
	100.0%	20.1%	23.9%	14.4%	16.8%	14.6%	10.2%
Total	1819	378	504	254	267	258	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

[Count / Column % / Row %]

TABLE 3.5A: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	428	84	141	56	48	58	41
	23.5%	22.1%	27.2%	21.5%	19.3%	22.7%	26.2%
	100.0%	19.6%	33.1%	13.1%	11.2%	13.5%	9.5%
ONE	170	36	47	30	27	11	18
	9.3%	9.5%	9.0%	11.6%	10.8%	4.5%	11.7%
	100.0%	21.2%	27.7%	17.8%	15.8%	6.8%	10.7%
Net TV	60	14	13	4	9	13	7
	3.3%	3.6%	2.5%	1.6%	3.8%	5.3%	4.3%
	100.0%	22.8%	21.2%	6.9%	15.7%	22.3%	11.1%
Smash TV	6	0	2	2	1	1	1
	.4%	.0%	.4%	.7%	.3%	.4%	.7%
	100.0%	.0%	28.4%	29.5%	10.3%	13.9%	17.9%
Education 22	2	0	0	0	1	1	0
	.1%	.0%	.0%	.0%	.4%	.3%	.0%
	100.0%	.0%	.0%	.0%	58.8%	41.2%	.0%
Favourite Channel	6	1	1	0	3	0	2
	.3%	.2%	.2%	.0%	1.0%	.0%	1.1%
	100.0%	13.4%	15.6%	.0%	42.5%	.0%	28.5%
Calyso Music TV	1	1	0	0	0	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	90	18	28	18	9	14	3
	5.0%	4.7%	5.3%	7.0%	3.7%	5.6%	2.0%
	100.0%	19.7%	30.6%	20.1%	10.3%	16.0%	3.4%
Rai 2	8	2	1	0	2	3	0
	.4%	.4%	.2%	.0%	.8%	1.1%	.0%
	100.0%	21.3%	13.7%	.0%	27.5%	37.5%	.0%
Rai 3	6	1	2	1	2	0	0
	.3%	.3%	.4%	.4%	.7%	.0%	.0%
	100.0%	19.6%	33.4%	18.7%	28.3%	.0%	.0%
Rete 4	40	12	11	8	3	3	2
	2.2%	3.2%	2.1%	3.2%	1.3%	1.1%	1.4%
	100.0%	30.5%	28.2%	21.1%	7.9%	6.8%	5.5%
Canale 5	57	8	14	14	9	10	3
	3.1%	2.1%	2.8%	5.3%	3.5%	3.8%	1.6%
	100.0%	13.8%	25.2%	24.0%	15.3%	17.2%	4.5%
Italia 1	83	23	23	10	11	10	6
	4.6%	6.0%	4.3%	3.9%	4.5%	4.0%	4.1%
	100.0%	27.4%	27.2%	12.3%	13.4%	12.1%	7.7%
Discovery Channel	58	9	18	7	12	10	3
	3.2%	2.2%	3.4%	2.8%	4.9%	3.9%	1.6%
	100.0%	14.6%	30.4%	12.4%	21.0%	17.2%	4.4%
MTV	10	2	1	1	3	2	0
	.5%	.6%	.3%	.4%	1.1%	.9%	.0%
	100.0%	22.3%	13.8%	11.3%	29.6%	23.1%	.0%
BBC Prime/World/Ent	20	6	2	1	1	6	4
	1.1%	1.5%	.4%	.4%	.4%	2.5%	2.4%
	100.0%	28.4%	11.1%	5.7%	5.1%	31.4%	18.4%
Other TV Stations	203	38	69	25	25	34	11
	11.1%	10.1%	13.3%	9.7%	10.0%	13.5%	7.0%
	100.0%	19.0%	34.0%	12.5%	12.2%	17.0%	5.3%
No particular station	93	26	26	13	13	8	7
	5.1%	6.9%	4.9%	5.1%	5.2%	3.2%	4.4%
	100.0%	28.2%	27.4%	14.3%	13.9%	8.9%	7.3%
Do not remember	17	6	7	0	0	1	3
	.9%	1.7%	1.3%	.0%	.0%	.3%	2.0%
	100.0%	37.3%	39.8%	.0%	.0%	4.6%	18.3%
Do not watch TV	462	93	116	69	70	69	45
	25.4%	24.5%	22.2%	26.3%	28.3%	27.0%	29.4%
	100.0%	20.1%	25.0%	14.8%	15.3%	14.9%	9.8%
Total	1819	379	521	260	249	255	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count / Column % / Row %]

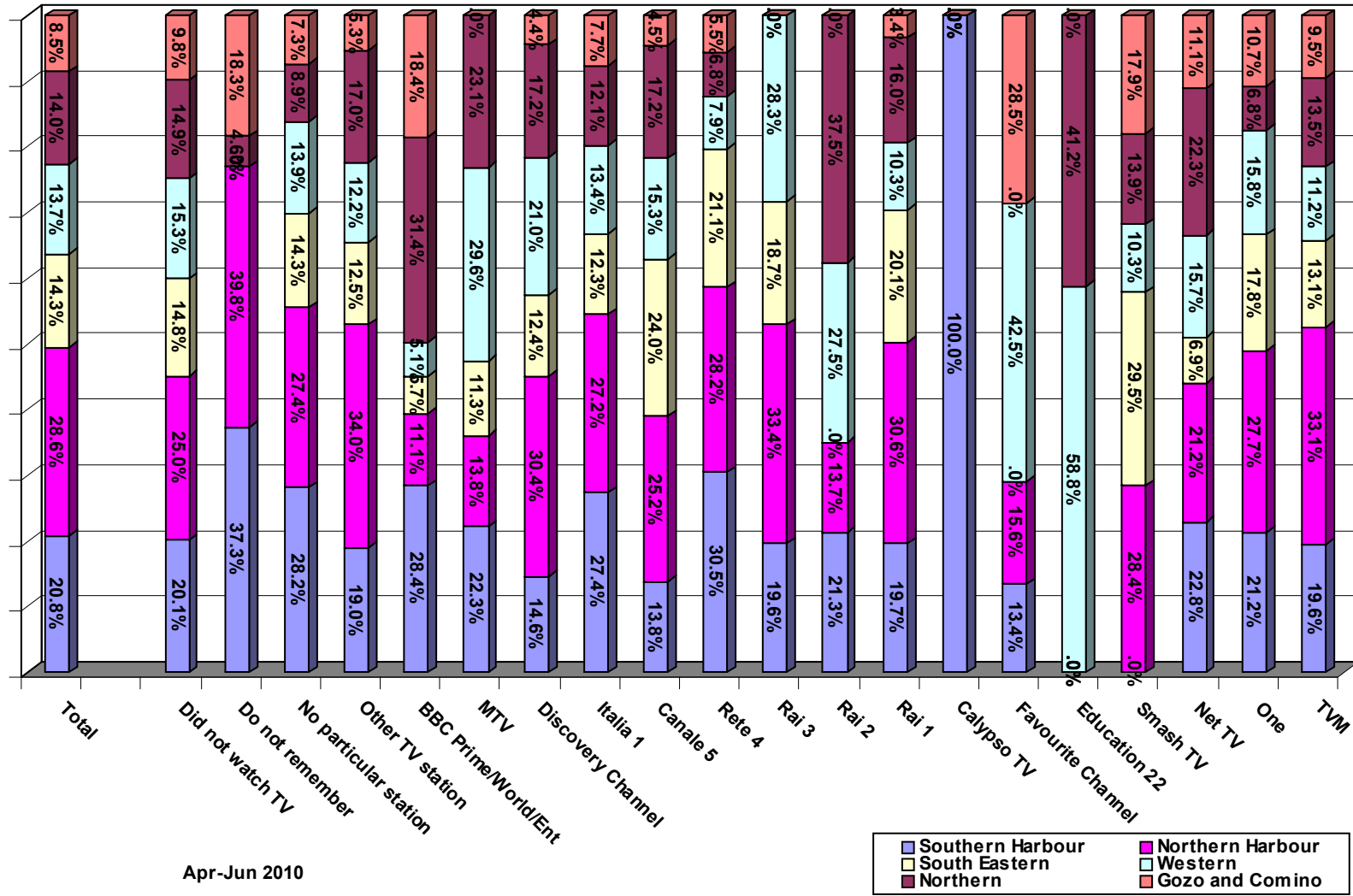


FIG. 3.4: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2010]

3.6: TV CHANNEL REACH ["OTHER STATION" – COUNT ONLY] - 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
Al Jazeera	2	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0
Animal Planet	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
ATV Azerbaijan	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Bebe TV	3	2	1	0	0	1	2	0	0	0	1	0	1	1	0	0
BEH Germany	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Caccia e Pesca	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Cartoonito	2	0	2	0	1	0	1	0	0	0	0	0	0	1	1	1
Comedy Central	12	6	6	0	7	1	3	0	1	0	0	5	2	1	4	0
Crime Investigation	1	0	1	0	0	0	0	0	1	1	1	0	0	0	0	0
DGTV Eurosport	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Disney Channel	11	3	8	7	3	1	0	0	0	0	3	3	2	0	1	2
DSS	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Dubai 1	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Dubai Racing	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
E! Entertainment	9	0	9	1	8	0	0	0	0	0	3	2	1	1	2	0
ESPN America	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro Sport 1	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
Euronews	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Eurosport	16	12	4	2	0	0	7	4	2	1	4	5	2	1	3	1
EWTN	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Fashion TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Food Network	9	2	7	0	4	1	4	0	0	0	2	1	4	1	1	0
Fox Life	2	1	1	0	2	0	0	0	0	0	0	1	1	0	0	0
Fun Living Network	2	0	2	0	0	0	0	1	1	0	1	1	0	0	0	0
German Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Go Sports Channel	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Go TV	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Granada TV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Hallmark Channel	2	1	1	0	0	0	0	1	1	0	1	0	0	1	0	0
Hotbelt	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Inter Channel	2	2	0	0	1	0	1	0	0	0	0	0	1	1	0	0
La 7	2	2	0	0	0	1	0	0	1	0	1	0	0	0	0	0
Living TV	19	1	18	1	6	2	6	4	0	0	3	6	3	3	3	1
MBC	2	0	2	0	1	0	0	1	0	0	0	1	0	1	0	0
MBC2	2	1	1	0	0	0	1	1	0	0	0	1	0	1	0	0
MBC4	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Melita 3	3	1	2	0	0	0	2	0	1	0	0	1	0	1	1	0

	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
Melita More	3	1	2	0	1	0	0	1	0	1	0	2	0	0	1	0
Melita Movies	4	2	2	0	2	0	0	2	0	0	1	1	1	1	0	0
Melita Sports	22	18	4	2	5	0	8	5	2	0	5	6	4	3	4	0
Melita Sports 1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Melita Sports 2	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Melita Sports 7	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
MGM	2	2	0	0	0	0	0	2	0	0	1	1	0	0	0	0
Movie Channel	3	2	1	0	0	0	1	1	0	1	0	1	0	1	0	1
National Geographic	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
ORS	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Promotion Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Real TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
RSI	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
RTL	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
Sky	4	4	0	0	1	0	0	2	0	1	0	2	0	0	2	0
Sky Italia	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Sky News	7	4	3	0	0	0	4	3	0	0	0	5	1	0	1	0
Sky Sports	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Sports Channel	12	10	2	0	2	0	3	4	3	0	2	4	0	2	3	1
Telecolour	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Travel Channel	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Turkish Canal D	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
TV For Men	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0
VH1	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
X Press	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
ZBFARB	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
ZDF German Station	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Zone Reality	2	0	2	0	0	0	0	2	0	0	0	0	0	0	1	1
Total	198	101	97	13	46	8	59	47	19	6	37	67	24	25	34	11

TABLE 3.6A: WEIGHTED TV CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: 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
Al Jazeera	3	3	0	0	0	0	3	0	0	0	0	3	0	0	0	0
Animal Planet	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
ATV Azerbaijan	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Bebe TV	3	2	1	0	0	1	2	0	0	0	1	0	0	1	1	0
BEH Germany	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Caccia e Pesca	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Cartoonito	2	0	2	0	1	0	1	0	0	0	0	0	0	0	1	1
Comedy Central	12	7	5	0	8	1	3	0	1	0	0	6	2	1	3	0
Crime Investigation	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
DGTV Eurosport	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
Disney Channel	11	3	8	7	3	1	0	0	0	0	3	3	2	0	1	2
DSS	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Dubai 1	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Dubai Racing	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
E! Entertainment	9	0	9	1	8	0	0	0	0	0	3	2	1	1	2	0
ESPN America	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro Sport 1	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
Euronews	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Eurosport	17	13	4	2	0	0	8	4	2	1	5	5	2	1	3	1
EWTN	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Fashion TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Food Network	9	2	7	0	4	1	4	0	0	0	2	1	4	1	1	0
Fox Life	2	1	1	0	2	0	0	0	0	0	0	1	1	0	0	0
Fun Living Network	2	0	2	0	0	0	0	1	1	0	1	1	0	0	0	0
German Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Go Sports Channel	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Go TV	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Granada TV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Hallmark Channel	2	1	1	0	0	0	0	1	1	0	1	0	0	1	0	0
Hotbelt	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Inter Channel	2	2	0	0	1	0	1	0	0	0	0	0	0	1	1	0
La 7	2	2	0	0	0	1	0	0	1	0	1	1	0	0	0	0
Living TV	18	1	16	1	6	2	6	3	0	0	3	6	2	3	3	1
MBC	2	0	2	0	1	0	0	1	0	0	0	1	0	1	0	0
MBC2	2	1	1	0	0	0	1	1	0	0	0	1	0	1	0	0
MBC4	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Melita 3	3	1	2	0	0	0	2	0	1	0	0	1	0	1	1	0

	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
Melita More	3	1	2	0	1	0	0	1	0	1	0	2	0	0	1	0
Melita Movies	4	2	2	0	2	0	0	2	0	0	1	1	1	1	0	0
Melita Sports	23	20	3	2	6	0	9	5	2	0	6	6	4	3	4	0
Melita Sports 1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Melita Sports 2	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Melita Sports 7	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
MGM	2	2	0	0	0	0	0	2	0	0	1	1	0	0	0	0
Movie Channel	3	2	1	0	0	0	1	1	0	1	0	1	0	1	0	1
National Geographic	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
ORS	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Promotion Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Real TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
RSI	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
RTL	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
Sky	4	4	0	0	1	0	0	2	0	1	0	2	0	0	2	0
Sky Italia	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Sky News	7	4	3	0	0	0	4	3	0	0	0	5	1	0	1	0
Sky Sports	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Sports Channel	14	12	2	0	2	0	4	4	3	0	3	4	0	2	4	1
Telecolour	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Travel Channel	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Turkish Canal D	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
TV For Men	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0
VH1	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
X Press	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
ZBFARB	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
ZDF German Station	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Zone Reality	2	0	2	0	0	0	0	2	0	0	0	0	0	0	1	1
Total	203	113	89	13	50	9	63	44	18	6	38	69	25	25	34	11

TABLE 4.1: RADIO SYSTEMS INSTALLED AT HOME: 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
Availability of FM Radio system at home																
Yes	1648	735	913	65	263	115	495	425	227	58	344	462	234	237	231	140
	90.6%	90.2%	90.9%	89.0%	89.8%	89.1%	88.2%	93.8%	92.7%	89.2%	91.0%	91.7%	92.1%	88.8%	89.5%	88.6%
	100.0%	44.6%	55.4%	3.9%	16.0%	7.0%	30.0%	25.8%	13.8%	3.5%	20.9%	28.0%	14.2%	14.4%	14.0%	8.5%
No	171	80	91	8	30	14	66	28	18	7	34	42	20	30	27	18
	9.4%	9.8%	9.1%	11.0%	10.2%	10.9%	11.8%	6.2%	7.3%	10.8%	9.0%	8.3%	7.9%	11.2%	10.5%	11.4%
	100.0%	46.8%	53.2%	4.7%	17.5%	8.2%	38.6%	16.4%	10.5%	4.1%	19.9%	24.6%	11.7%	17.5%	15.8%	10.5%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Availability of Digital Radio system at home																
Yes	93	44	49	8	20	5	29	21	7	3	22	23	9	14	14	11
	5.1%	5.4%	4.9%	11.0%	6.8%	3.9%	5.2%	4.6%	2.9%	4.6%	5.8%	4.6%	3.5%	5.2%	5.4%	7.0%
	100.0%	47.3%	52.7%	8.6%	21.5%	5.4%	31.2%	22.6%	7.5%	3.2%	23.7%	24.7%	9.7%	15.1%	15.1%	11.8%
No	1726	771	955	65	273	124	532	432	238	62	356	481	245	253	244	147
	94.9%	94.6%	95.1%	89.0%	93.2%	96.1%	94.8%	95.4%	97.1%	95.4%	94.2%	95.4%	96.5%	94.8%	94.6%	93.0%
	100.0%	44.7%	55.3%	3.8%	15.8%	7.2%	30.8%	25.0%	13.8%	3.6%	20.6%	27.9%	14.2%	14.7%	14.1%	8.5%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Availability of Other Radio system/s at home																
Yes	70	38	32	4	27	12	18	7	2	0	18	15	11	10	9	7
	3.8%	4.7%	3.2%	5.5%	9.2%	9.3%	3.2%	1.5%	.8%	.0%	4.8%	3.0%	4.3%	3.7%	3.5%	4.4%
	100.0%	54.3%	45.7%	5.7%	38.6%	17.1%	25.7%	10.0%	2.9%	.0%	25.7%	21.4%	15.7%	14.3%	12.9%	10.0%
No	1749	777	972	69	266	117	543	446	243	65	360	489	243	257	249	151
	96.2%	95.3%	96.8%	94.5%	90.8%	90.7%	96.8%	98.5%	99.2%	100.0%	95.2%	97.0%	95.7%	96.3%	96.5%	95.6%
	100.0%	44.4%	55.6%	3.9%	15.2%	6.7%	31.0%	25.5%	13.9%	3.7%	20.6%	28.0%	13.9%	14.7%	14.2%	8.6%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
No Radio available at home																
Yes	92	42	50	2	11	8	42	13	12	4	15	26	13	14	16	8
	5.1%	5.2%	5.0%	2.7%	3.8%	6.2%	7.5%	2.9%	4.9%	6.2%	4.0%	5.2%	5.1%	5.2%	6.2%	5.1%
	100.0%	45.7%	54.3%	2.2%	12.0%	8.7%	45.7%	14.1%	13.0%	4.3%	16.3%	28.3%	14.1%	15.2%	17.4%	8.7%
No	1727	773	954	71	282	121	519	440	233	61	363	478	241	253	242	150
	94.9%	94.8%	95.0%	97.3%	96.2%	93.8%	92.5%	97.1%	95.1%	93.8%	96.0%	94.8%	94.9%	94.8%	93.8%	94.9%
	100.0%	44.8%	55.2%	4.1%	16.3%	7.0%	30.1%	25.5%	13.5%	3.5%	21.0%	27.7%	14.0%	14.6%	14.0%	8.7%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

TABLE 4.1.A: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - 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
Availability of FM Radio system at home																
Yes	1645	835	809	70	288	125	516	385	208	52	343	476	240	221	229	136
	90.4%	90.1%	90.8%	89.1%	89.5%	89.0%	88.5%	93.6%	92.7%	88.6%	90.7%	91.5%	92.0%	88.7%	89.5%	87.6%
	100.0%	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%
No	174	92	82	9	34	15	67	26	16	7	35	44	21	28	27	19
	9.6%	9.9%	9.2%	10.9%	10.5%	11.0%	11.5%	6.4%	7.3%	11.4%	9.3%	8.5%	8.0%	11.3%	10.5%	12.4%
	100.0%	52.9%	47.1%	4.9%	19.4%	8.8%	38.6%	15.0%	9.4%	3.8%	20.2%	25.4%	11.9%	16.1%	15.4%	11.0%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Availability of Digital Radio system at home																
Yes	95	51	44	9	23	5	30	19	7	3	23	24	9	13	15	12
	5.2%	5.5%	4.9%	10.9%	7.1%	3.8%	5.1%	4.6%	2.9%	4.8%	6.0%	4.7%	3.3%	5.1%	5.8%	7.8%
	100.0%	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%
No	1724	876	847	70	298	135	554	392	218	56	356	496	252	236	241	143
	94.8%	94.5%	95.1%	89.1%	92.9%	96.2%	94.9%	95.4%	97.1%	95.2%	94.0%	95.3%	96.7%	94.9%	94.2%	92.2%
	100.0%	50.8%	49.2%	4.1%	17.3%	7.8%	32.1%	22.8%	12.6%	3.3%	20.6%	28.8%	14.6%	13.7%	14.0%	8.3%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Availability of Other Radio system/s at home																
Yes	75	45	30	4	30	14	18	7	2	0	18	17	14	10	9	8
	4.1%	4.8%	3.4%	5.4%	9.3%	9.6%	3.1%	1.7%	.8%	.0%	4.7%	3.2%	5.2%	4.0%	3.6%	5.0%
	100.0%	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	1744	883	862	75	291	127	565	404	222	59	361	504	247	239	246	147
	95.9%	95.2%	96.6%	94.6%	90.7%	90.4%	96.9%	98.3%	99.2%	100.0%	95.3%	96.8%	94.8%	96.0%	96.4%	95.0%
	100.0%	50.6%	49.4%	4.3%	16.7%	7.3%	32.4%	23.2%	12.8%	3.4%	20.7%	28.9%	14.1%	13.7%	14.1%	8.4%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
No Radio available at home																
Yes	93	48	45	2	12	9	42	12	11	4	15	27	13	13	16	8
	5.1%	5.1%	5.0%	3.0%	3.9%	6.2%	7.3%	2.9%	4.8%	6.6%	4.0%	5.2%	5.1%	5.3%	6.1%	5.3%
	100.0%	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%
No	1726	880	847	77	309	132	541	399	214	55	364	494	247	236	240	147
	94.9%	94.9%	95.0%	97.0%	96.1%	93.8%	92.7%	97.1%	95.2%	93.4%	96.0%	94.8%	94.9%	94.7%	93.9%	94.7%
	100.0%	51.0%	49.0%	4.4%	17.9%	7.6%	31.3%	23.1%	12.4%	3.2%	21.1%	28.6%	14.3%	13.7%	13.9%	8.5%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

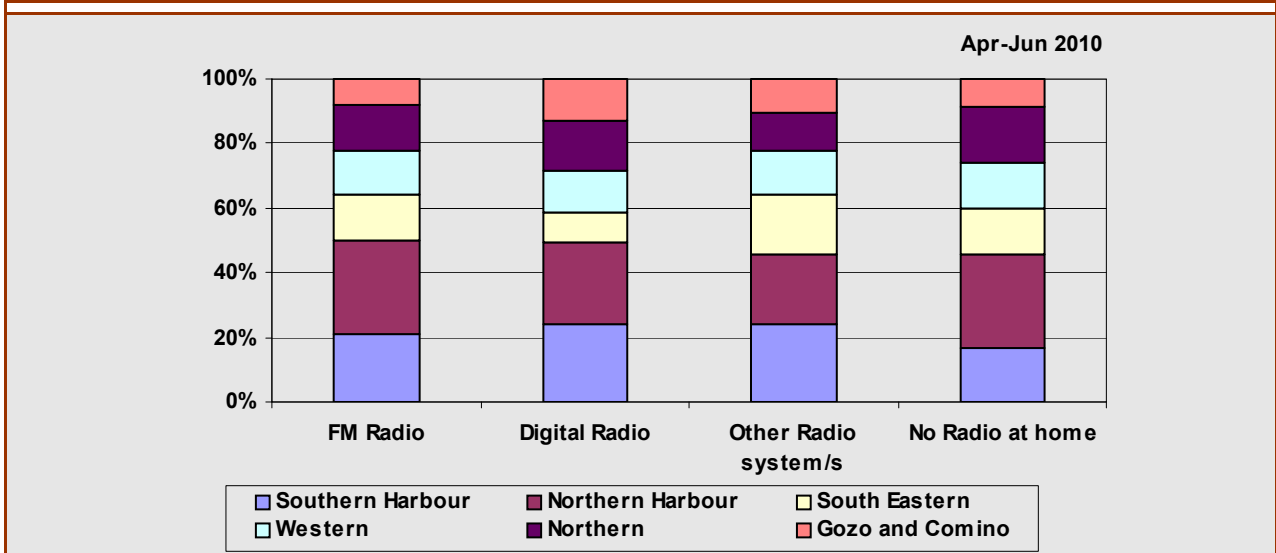
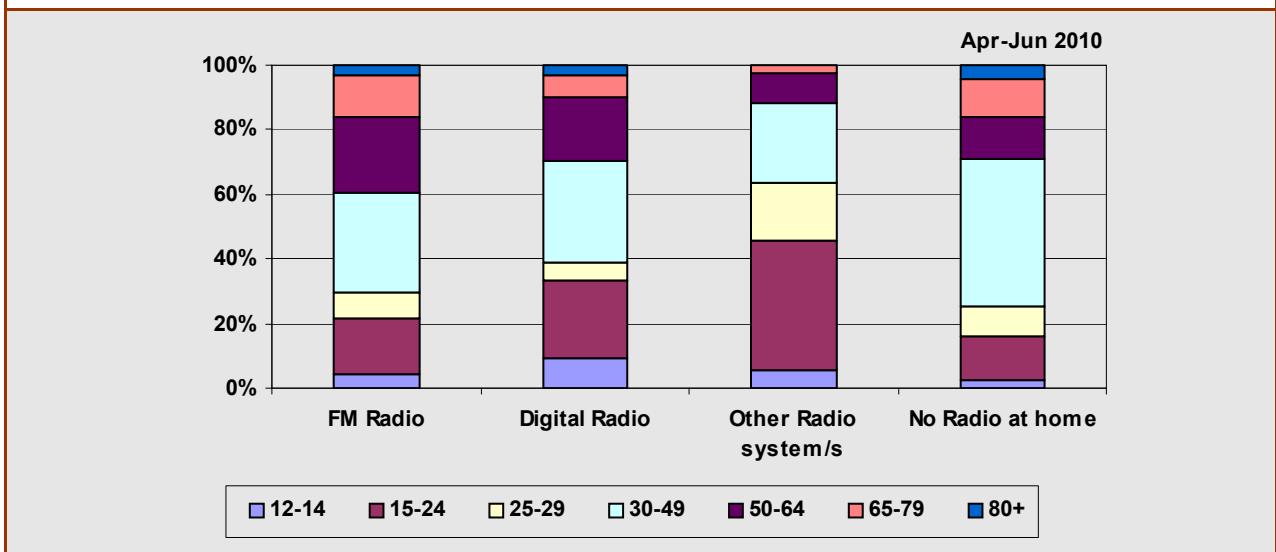
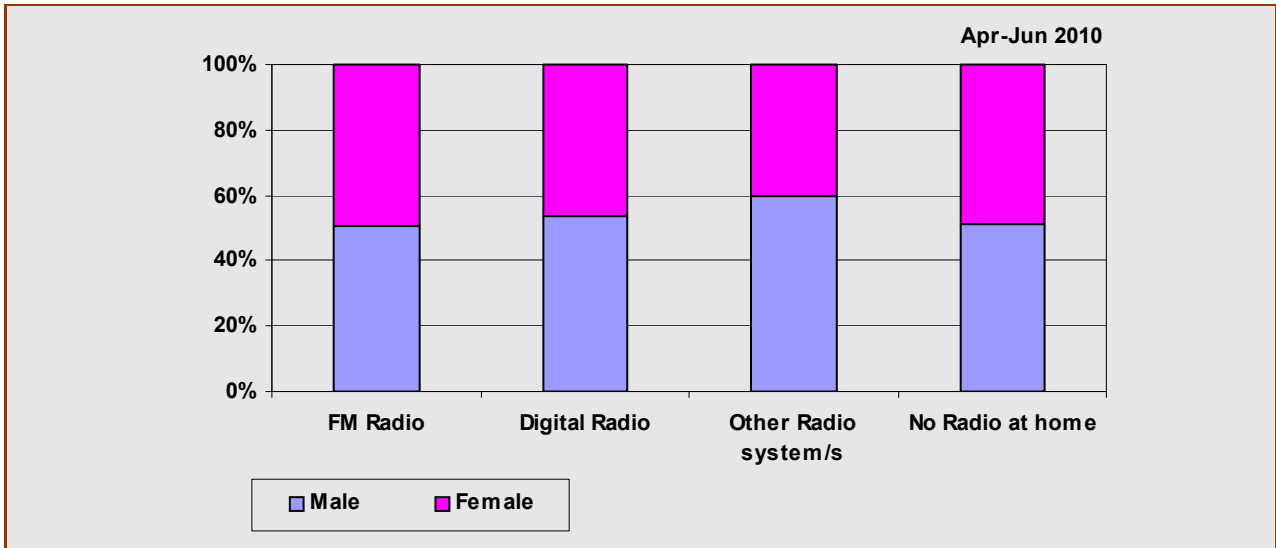


FIGURE 4.1A: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2010]

TABLE 4.2: RADIO RECEPTION SYSTEMS BY QUARTER [OCT-DEC 2009 – APR-JUN 2010]

[A1-A2]: FM RADIO SYSTEM AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL FM Radio	1838	88.85%	1633	1800	88.39%	1591	1819	90.60%	1648
Only FM Radio	1838	82.75%	1521	1800	82.17%	1479	1819	86.15%	1567
Digital Radio & FM Radio	1838	1.36%	25	1800	5.56%	100	1819	1.59%	29
Other Radio & FM Radio	1838	0.00%	0	1800	0.61%	11	1819	2.80%	51
		84.11%	1546		88.33%	1590		90.54%	1647
More than 2 systems including FM Radio	1838	4.73%	87	1800	0.00%	1		0.05%	1

WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL FM Radio	1838	88.74%	1631	1800	88.12%	1586	1819	90.41%	1645
Only FM Radio	1838	82.47%	1516	1800	81.68%	1470	1819	85.72%	1559
Digital Radio & FM Radio	1838	1.45%	27	1800	5.67%	102	1819	1.64%	30
Other Radio & FM Radio	1838	0.00%	0	1800	0.71%	13	1819	2.98%	54
		83.92%	1542		88.07%	1585		90.34%	1643
More than 2 systems including FM Radio	1838	4.82%	89	1800	0.06%	1		0.07%	1

TABLE 4.2.[B1-B2]: DIGITAL RADIO SYSTEM AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Radio	1838	9.90%	182	1800	11.83%	213	1819	5.11%	93
Only Digital Radio	1838	5.06%	93	1800	6.06%	109	1819		61
FM Radio & Digital Radio	1838	4.62%	85	1800	5.56%	100	1819		29
Other Radio & Digital Radio	1838	0.11%	2	1800	0.11%	2	1819	0.11%	2
		9.79%	180		11.72%	211		0.11%	92
More than 2 systems including Aerial (Free-to-air)	1838	0.11%	2	1800	0.00	2		5.00%	1

WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Radio	1838	10.10%	186	1800	12.22%	220	1819	5.24%	95
Only Digital Radio	1838	5.17%	95	1800	6.28%	113	1819	3.43%	62
FM Radio & Digital Radio	1838	4.72%	87	1800	5.67%	102	1819	1.64%	30
Other Radio & Digital Radio	1838	0.11%	2	1800	0.16%	3	1819	0.10%	2
		10.00%	184		12.11%	218		5.17%	94
More than 2 systems including Digital Radio	1838	0.10%	2	1800	0.11%	2		0.07%	1

TABLE 4.2.[C1-C2]: OTHER RADIO SYSTEM/S AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other Radio	1838	2.29%	42	1800	1.61%	29	1819	3.85%	70
Only Other Radio	1838	0.71%	13	1800	0.83%	15	1819	0.88%	16
FM Radio & Other Radio	1838	1.36%	25	1800	0.61%	11	1819	2.80%	51
Digital Radio & Other Radio	1838	0.11%	2	1800	0.11%	2	1819	0.11%	2
		2.18%	40		1.56%	28		3.79%	69
More than 2 systems including Other Radio	1838	0.11%	2	1800	0.00	1		0.05%	1

WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other Radio	1838	2.42%	44	1800	1.74%	31	1819	4.11%	75
Only Other Radio	1838	0.76%	14	1800	0.82%	15	1819	0.96%	17
FM Radio & Other Radio	1838	1.45%	27	1800	0.71%	13	1819	2.98%	54
Digital Radio & Other Radio	1838	0.11%	2	1800	0.16%	3	1819	0.10%	2
		2.31%	42		1.68%	30		4.04%	73
More than 2 systems including Other Radio	1838	0.10%	2	1800	0.06%	1		0.07%	1

TABLE 4.3: TV SYSTEMS INSTALLED AT HOME: 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
Aerial (Analogue) system installed at home																
Yes	615	294	321	17	107	39	182	156	92	22	135	142	101	93	97	47
	33.8%	36.1%	32.0%	23.3%	36.5%	30.2%	32.4%	34.4%	37.6%	33.8%	35.7%	28.2%	39.8%	34.8%	37.6%	29.7%
	100.0%	47.8%	52.2%	2.8%	17.4%	6.3%	29.6%	25.4%	15.0%	3.6%	22.0%	23.1%	16.4%	15.1%	15.8%	7.6%
No	1204	521	683	56	186	90	379	297	153	43	243	362	153	174	161	111
	66.2%	63.9%	68.0%	76.7%	63.5%	69.8%	67.6%	65.6%	62.4%	66.2%	64.3%	71.8%	60.2%	65.2%	62.4%	70.3%
	100.0%	43.3%	56.7%	4.7%	15.4%	7.5%	31.5%	24.7%	12.7%	3.6%	20.2%	30.1%	12.7%	14.5%	13.4%	9.2%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Cable (NOT Digital) system installed at home																
Yes	1002	444	558	29	154	72	280	270	150	47	209	315	126	137	140	75
	55.1%	54.5%	55.6%	39.7%	52.6%	55.8%	49.9%	59.6%	61.2%	72.3%	55.3%	62.5%	49.6%	51.3%	54.3%	47.5%
	100.0%	44.3%	55.7%	2.9%	15.4%	7.2%	27.9%	26.9%	15.0%	4.7%	20.9%	31.4%	12.6%	13.7%	14.0%	7.5%
No	817	371	446	44	139	57	281	183	95	18	169	189	128	130	118	83
	44.9%	45.5%	44.4%	60.3%	47.4%	44.2%	50.1%	40.4%	38.8%	27.7%	44.7%	37.5%	50.4%	48.7%	45.7%	52.5%
	100.0%	45.4%	54.6%	5.4%	17.0%	7.0%	34.4%	22.4%	11.6%	2.2%	20.7%	23.1%	15.7%	15.9%	14.4%	10.2%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Satellite system installed at home																
Yes	442	205	237	23	77	27	163	113	37	2	92	131	60	67	61	31
	24.3%	25.2%	23.6%	31.5%	26.3%	20.9%	29.1%	24.9%	15.1%	3.1%	24.3%	26.0%	23.6%	25.1%	23.6%	19.6%
	100.0%	46.4%	53.6%	5.2%	17.4%	6.1%	36.9%	25.6%	8.4%	.5%	20.8%	29.6%	13.6%	15.2%	13.8%	7.0%
No	1377	610	767	50	216	102	398	340	208	63	286	373	194	200	197	127
	75.7%	74.8%	76.4%	68.5%	73.7%	79.1%	70.9%	75.1%	84.9%	96.9%	75.7%	74.0%	76.4%	74.9%	76.4%	80.4%
	100.0%	44.3%	55.7%	3.6%	15.7%	7.4%	28.9%	24.7%	15.1%	4.6%	20.8%	27.1%	14.1%	14.5%	14.3%	9.2%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Internet TV system installed at home																
Yes	95	56	39	6	36	9	30	11	3	0	20	24	13	14	18	6
	5.2%	6.9%	3.9%	8.2%	12.3%	7.0%	5.3%	2.4%	1.2%	.0%	5.3%	4.8%	5.1%	5.2%	7.0%	3.8%
	100.0%	58.9%	41.1%	6.3%	37.9%	9.5%	31.6%	11.6%	3.2%	.0%	21.1%	25.3%	13.7%	14.7%	18.9%	6.3%
No	1724	759	965	67	257	120	531	442	242	65	358	480	241	253	240	152
	94.8%	93.1%	96.1%	91.8%	87.7%	93.0%	94.7%	97.6%	98.8%	100.0%	94.7%	95.2%	94.9%	94.8%	93.0%	96.2%
	100.0%	44.0%	56.0%	3.9%	14.9%	7.0%	30.8%	25.6%	14.0%	3.8%	20.8%	27.8%	14.0%	14.7%	13.9%	8.8%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

	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
Digital Aerial system installed at home																
Yes	628	284	344	35	109	45	219	135	71	14	119	161	81	101	103	63
	34.5%	34.8%	34.3%	47.9%	37.2%	34.9%	39.0%	29.8%	29.0%	21.5%	31.5%	31.9%	31.9%	37.8%	39.9%	39.9%
	100.0%	45.2%	54.8%	5.6%	17.4%	7.2%	34.9%	21.5%	11.3%	2.2%	18.9%	25.6%	12.9%	16.1%	16.4%	10.0%
No	1191	531	660	38	184	84	342	318	174	51	259	343	173	166	155	95
	65.5%	65.2%	65.7%	52.1%	62.8%	65.1%	61.0%	70.2%	71.0%	78.5%	68.5%	68.1%	68.1%	62.2%	60.1%	60.1%
	100.0%	44.6%	55.4%	3.2%	15.4%	7.1%	28.7%	26.7%	14.6%	4.3%	21.7%	28.8%	14.5%	13.9%	13.0%	8.0%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
Other TV system installed at home																
Yes	7	5	2	0	1	1	3	2	0	0	3	1	1	0	1	1
	.4%	.6%	.2%	.0%	.3%	.8%	.5%	.4%	.0%	.0%	.8%	.2%	.4%	.0%	.4%	.6%
	100.0%	71.4%	28.6%	.0%	14.3%	14.3%	42.9%	28.6%	.0%	.0%	42.9%	14.3%	14.3%	.0%	14.3%	14.3%
No	1812	810	1002	73	292	128	558	451	245	65	375	503	253	267	257	157
	99.6%	99.4%	99.8%	100.0%	99.7%	99.2%	99.5%	99.6%	100.0%	100.0%	99.2%	99.8%	99.6%	100.0%	99.6%	99.4%
	100.0%	44.7%	55.3%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.7%	27.8%	14.0%	14.7%	14.2%	8.7%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%
No TV at home																
Yes	13	8	5	1	0	1	5	5	1	0	2	3	3	2	1	2
	.7%	1.0%	.5%	1.4%	.0%	.8%	.9%	1.1%	.4%	.0%	.5%	.6%	1.2%	.7%	.4%	1.3%
	100.0%	61.5%	38.5%	7.7%	.0%	7.7%	38.5%	38.5%	7.7%	.0%	15.4%	23.1%	23.1%	15.4%	7.7%	15.4%
No	1806	807	999	72	293	128	556	448	244	65	376	501	251	265	257	156
	99.3%	99.0%	99.5%	98.6%	100.0%	99.2%	99.1%	98.9%	99.6%	100.0%	99.5%	99.4%	98.8%	99.3%	99.6%	98.7%
	100.0%	44.7%	55.3%	4.0%	16.2%	7.1%	30.8%	24.8%	13.5%	3.6%	20.8%	27.7%	13.9%	14.7%	14.2%	8.6%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

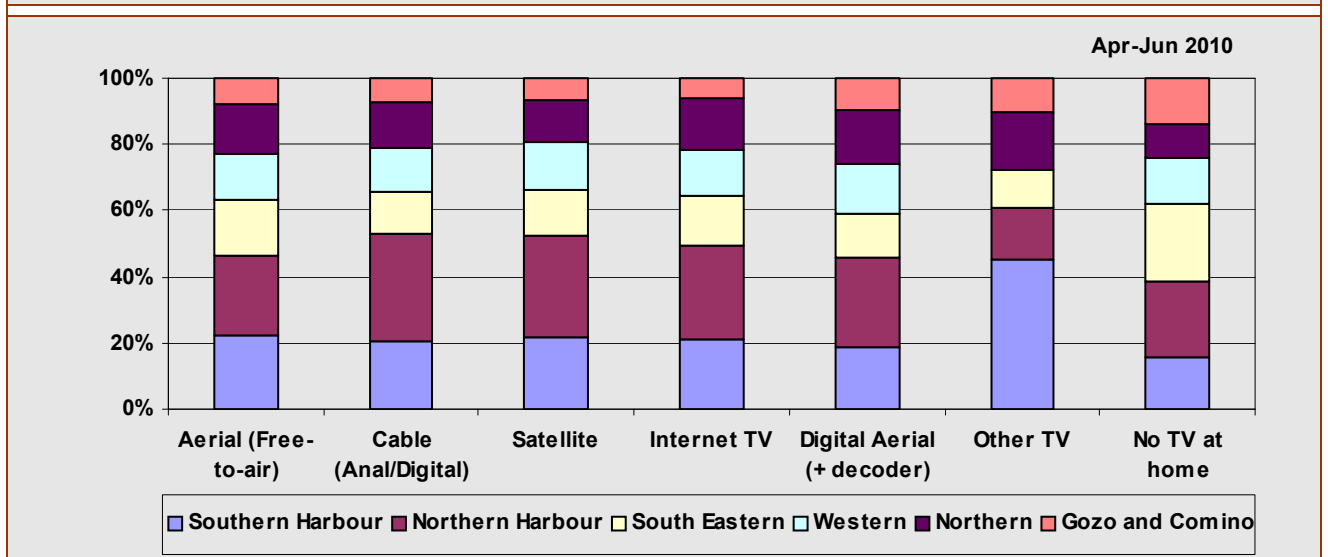
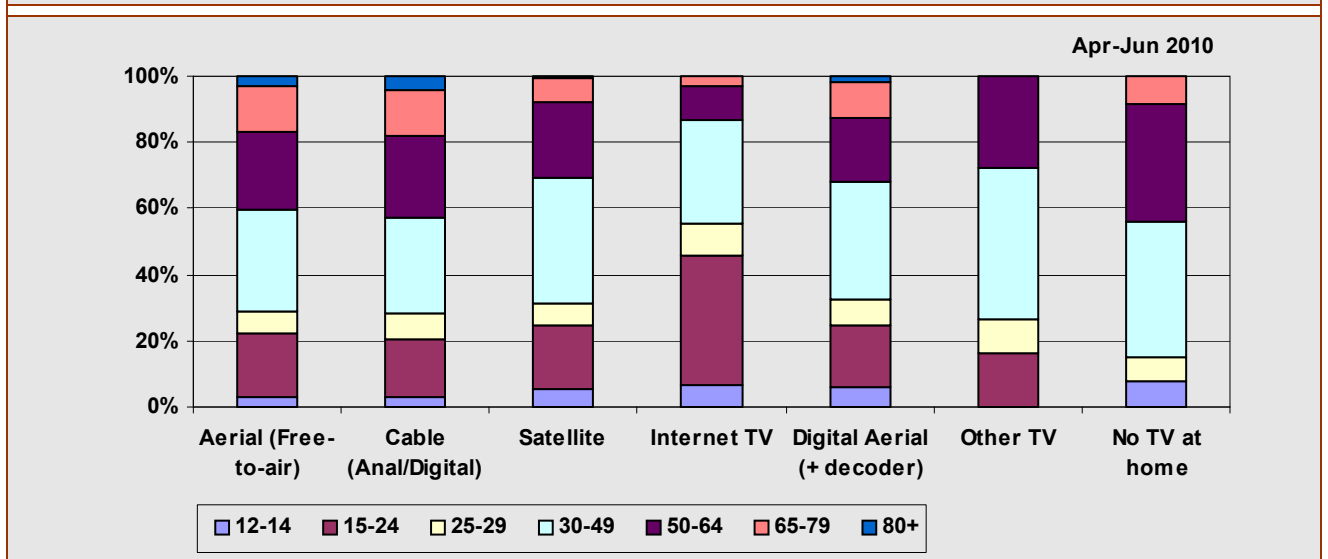
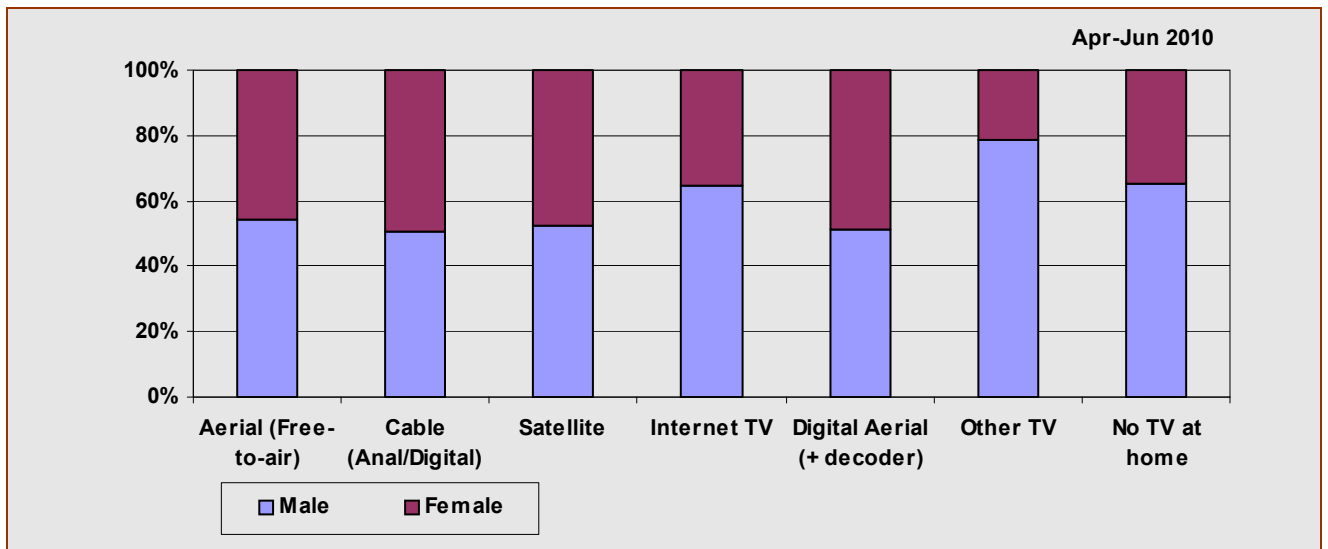
[Count; Col%; Row%]

TABLE 4.3.A: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2010]

	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
Aerial (Free-to-air) installed at home																
Yes	615	334	281	19	117	42	188	144	84	20	136	148	103	87	93	47
	33.8%	36.0%	31.6%	24.4%	36.6%	30.0%	32.2%	35.1%	37.5%	33.9%	35.9%	28.5%	39.7%	35.1%	36.6%	30.3%
	100.0%	54.3%	45.7%	3.1%	19.1%	6.8%	30.5%	23.5%	13.7%	3.3%	22.1%	24.1%	16.8%	14.2%	15.2%	7.6%
No	1204	594	610	60	204	98	396	267	140	39	243	372	157	162	162	108
	66.2%	64.0%	68.4%	75.6%	63.4%	70.0%	67.8%	64.9%	62.5%	66.1%	64.1%	71.5%	60.3%	64.9%	63.4%	69.7%
	100.0%	49.3%	50.7%	5.0%	16.9%	8.2%	32.9%	22.2%	11.7%	3.2%	20.2%	30.9%	13.0%	13.4%	13.5%	9.0%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Cable (Analogue or Digital) TV system installed at home																
Yes	994	501	494	32	168	78	292	244	137	43	206	324	126	127	139	73
	54.7%	54.0%	55.4%	40.9%	52.4%	55.8%	50.0%	59.3%	61.2%	72.2%	54.4%	62.2%	48.3%	50.9%	54.4%	47.3%
	100.0%	50.4%	49.6%	3.3%	16.9%	7.9%	29.3%	24.5%	13.8%	4.3%	20.7%	32.5%	12.7%	12.7%	14.0%	7.4%
No	825	427	398	47	153	62	292	168	87	16	173	197	134	122	116	82
	45.3%	46.0%	44.6%	59.1%	47.6%	44.2%	50.0%	40.7%	38.8%	27.8%	45.6%	37.8%	51.7%	49.1%	45.6%	52.7%
	100.0%	51.7%	48.3%	5.7%	18.5%	7.5%	35.4%	20.3%	10.6%	2.0%	20.9%	23.9%	16.3%	14.8%	14.1%	9.9%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Satellite TV system installed at home																
Yes	447	236	211	25	85	30	170	102	34	2	96	139	62	63	59	28
	24.6%	25.4%	23.7%	31.5%	26.3%	21.1%	29.2%	24.9%	15.1%	3.3%	25.3%	26.7%	23.7%	25.4%	23.1%	18.4%
	100.0%	52.7%	47.3%	5.6%	18.9%	6.6%	38.0%	22.9%	7.5%	.4%	21.4%	31.1%	13.8%	14.1%	13.2%	6.4%
No	1372	692	680	54	237	111	414	309	191	57	283	381	199	186	196	126
	75.4%	74.6%	76.3%	68.5%	73.7%	78.9%	70.8%	75.1%	84.9%	96.7%	74.7%	73.3%	76.3%	74.6%	76.9%	81.6%
	100.0%	50.4%	49.6%	3.9%	17.3%	8.1%	30.1%	22.5%	13.9%	4.2%	20.6%	27.8%	14.5%	13.5%	14.3%	9.2%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Internet TV system (incl. Dreambox) available at home																
Yes	102	66	36	7	40	10	31	11	3	0	21	29	15	14	16	6
	5.6%	7.1%	4.0%	8.4%	12.4%	7.2%	5.4%	2.6%	1.4%	.0%	5.6%	5.5%	5.9%	5.7%	6.3%	3.9%
	100.0%	64.7%	35.3%	6.5%	39.2%	9.9%	31.0%	10.4%	3.0%	.0%	21.0%	28.2%	15.1%	13.9%	15.9%	6.0%
No	1717	862	856	72	281	130	552	401	221	59	357	492	245	235	239	149
	94.4%	92.9%	96.0%	91.6%	87.6%	92.8%	94.6%	97.4%	98.6%	100.0%	94.4%	94.5%	94.1%	94.3%	93.7%	96.1%
	100.0%	50.2%	49.8%	4.2%	16.4%	7.6%	32.2%	23.3%	12.9%	3.4%	20.8%	28.7%	14.3%	13.7%	13.9%	8.7%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

	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
Digital Aerial system (with decoder) installed at home																
Yes	634	325	309	37	120	49	226	123	66	13	120	168	87	96	101	62
	34.8%	35.1%	34.6%	46.2%	37.4%	35.0%	38.8%	29.8%	29.5%	22.2%	31.7%	32.3%	33.3%	38.6%	39.6%	39.8%
	100.0%	51.3%	48.7%	5.8%	19.0%	7.8%	35.7%	19.3%	10.4%	2.1%	19.0%	26.5%	13.7%	15.1%	15.9%	9.7%
No	1185	602	583	43	201	91	357	289	158	46	259	353	174	153	154	93
	65.2%	64.9%	65.4%	53.8%	62.6%	65.0%	61.2%	70.2%	70.5%	77.8%	68.3%	67.7%	66.7%	61.4%	60.4%	60.2%
	100.0%	50.8%	49.2%	3.6%	17.0%	7.7%	30.2%	24.4%	13.3%	3.9%	21.8%	29.7%	14.7%	12.9%	13.0%	7.9%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
Other TV system installed at home																
Yes	8	6	2	0	1	1	4	2	0	0	4	1	1	0	1	1
	.5%	.7%	.2%	.0%	.4%	.6%	.6%	.6%	.0%	.0%	1.0%	.3%	.4%	.0%	.6%	.5%
	100.0%	78.4%	21.6%	.0%	16.1%	10.4%	45.7%	27.8%	.0%	.0%	44.9%	16.1%	11.3%	.0%	17.4%	10.4%
No	1811	921	890	79	320	140	580	409	224	59	375	519	259	249	254	154
	99.5%	99.3%	99.8%	100.0%	99.6%	99.4%	99.4%	99.4%	100.0%	100.0%	99.0%	99.7%	99.6%	100.0%	99.4%	99.5%
	100.0%	50.9%	49.1%	4.4%	17.7%	7.7%	32.0%	22.6%	12.4%	3.3%	20.7%	28.7%	14.3%	13.7%	14.0%	8.5%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%
No TV at home																
Yes	14	9	5	1	0	1	6	5	1	0	2	3	3	2	1	2
	.8%	1.0%	.5%	1.4%	.0%	.8%	1.0%	1.2%	.5%	.0%	.6%	.6%	1.3%	.8%	.6%	1.2%
	100.0%	65.4%	34.6%	7.7%	.0%	7.5%	41.0%	35.5%	8.3%	.0%	15.7%	22.7%	23.6%	14.2%	10.1%	13.7%
No	1805	918	887	78	321	139	578	406	223	59	377	518	257	247	254	153
	99.2%	99.0%	99.5%	98.6%	100.0%	99.2%	99.0%	98.8%	99.5%	100.0%	99.4%	99.4%	98.7%	99.2%	99.4%	98.8%
	100.0%	50.9%	49.1%	4.3%	17.8%	7.7%	32.0%	22.5%	12.4%	3.3%	20.9%	28.7%	14.2%	13.7%	14.1%	8.5%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count; Col%; Row%]



FIGURES 4.3.A: WEIGHTED TV RECEPTION SYSTEMS: BY GENDER, AGE GROUPS, AND BY DISTRICTS [APR-JUN 2010]

**TABLE 4.4.: TV RECEPTION SYSTEMS BY QUARTER [OCT-DEC 2009 – APR-JUN 2010]
[A1-A2]: AERIAL (FREE-TO-AIR) INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]**

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Aerial (Free-to-air)	1838	27.75%	510	1800	32.22%	580	1819	33.81%	615
Only Aerial (Free-to-air)	1838	9.47%	174	1800	7.94%	143	1819	6.87%	125
Cable (NOT Digital) & Aerial (Free-to-air)	1838	2.07%	38	1800	2.61%	47	1819	9.62%	175
Satellite & Aerial (Free-to-air)	1838	2.77%	51	1800	3.67%	66	1819	3.30%	60
Internet TV (incl. Dreambox) & Aerial (Free-to-air)	1838	0.16%	3	1800	0.11%	2	1819	0.22%	4
Digital Aerial (with decoder) & Aerial (Free-to-air)	1838	9.90%	182	1800	13.00%	234	1819	6.76%	123
Other TV system & Aerial (Free-to-air)	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0
		24.43%	449		27.39%	493		26.77%	487
More than 2 systems including Aerial (Free-to-air)	1838	3.32%	61	1800	4.83%	87		7.04%	128
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Aerial (Free-to-air)	1838	27.73%	510	1800	32.34%	582	1819	33.82%	615
Only Aerial (Free-to-air)	1838	9.41%	173	1800	7.95%	143	1819	6.77%	123
Cable (NOT Digital) & Aerial (Free-to-air)	1838	2.01%	37	1800	2.56%	46	1819	9.56%	174
Satellite & Aerial (Free-to-air)	1838	2.90%	53	1800	3.54%	64	1819	3.33%	61
Internet TV (incl. Dreambox) & Aerial (Free-to-air)	1838	0.17%	3	1800	0.13%	2	1819	0.23%	4
Digital Aerial (with decoder) & Aerial (Free-to-air)	1838	9.90%	182	1800	13.11%	236	1819	6.65%	121
Other TV system & Aerial (Free-to-air)	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0
		24.44%	449		27.36%	493		26.54%	483
More than 2 systems including Aerial (Free-to-air)	1838	3.29%	61	1800	4.98%	90		7.28%	132

TABLE 4.4.B1-B2: CABLE (ANALOGUE OR DIGITAL) TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Cable (Analogue or Digital)	1838	18.17%	334	1800	16.59%	299	1819	55.09%	1002
Only Cable (Analogue or Digital)	1838	12.73%	234	1800	10.44%	188	1819	30.73%	559
Aerial (Free-to-air) & Cable (Analogue or Digital)	1838	2.07%	38	1800	2.56%	46	1819	9.62%	175
Satellite & Cable (Analogue or Digital)	1838	1.90%	35	1800	1.55%	28	1819	6.76%	123
Internet (incl. Dreambox) & Cable (Analogue or Digital)	1838	0.05%	1	1800	0.06%	1	1819	1.43%	26
Digital Aerial (with decoder) & Cable (Analogue or Digital)	1838	0.82%	15	1800	0.70%	13	1819	1.70%	31
Other & Cable (Analogue or Digital)	1838	0.00%	0	1800	0.00%	0	1819	0.05%	1
		17.57%	323		15.31%	275		50.30%	915
More than 2 systems including Cable (Analogue or Digital)	1838	0.60%	11	1800	1.29%	23		4.78%	87
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Cable (Analogue or Digital)	1838	17.82%	327	1800	16.94%	305	1819	54.67%	994
Only Cable (Analogue or Digital)	1838	12.40%	228	1800	10.78%	194	1819	30.15%	548
Aerial (Free-to-air) & Cable (Analogue or Digital)	1838	2.01%	37	1800	2.61%	47	1819	9.56%	174
Satellite & Cable (Analogue or Digital)	1838	1.95%	36	1800	1.56%	28	1819	6.62%	120
Internet (incl. Dreambox) & Cable (Analogue or Digital)	1838	0.06%	1	1800	0.06%	1	1819	1.53%	28
Digital Aerial (with decoder) & Cable (Analogue or Digital)	1838	0.80%	15	1800	0.67%	12	1819	1.67%	30
Other & Cable (Analogue or Digital)	1838	0.00%	0	1800	0.00%	0	1819	0.06%	1
		17.23%	317		15.67%	282		49.59%	902
More than 2 systems including Cable (Analogue or Digital)	1838	0.59%	11	1800	1.28%	23		5.09%	93

TABLE 4.4.C1-C2: SATELLITE TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Satellite	1838	16.97%	312	1800	20.83%	375	1819	24.30%	442
Only Satellite	1838	2.01%	37	1800	2.33%	42	1819	1.43%	26
Aerial (Free-to-air) & Satellite	1838	2.77%	51	1800	3.67%	66	1819	3.30%	60
Cable (Analogue or Digital) & Satellite	1838	1.90%	35	1800	1.56%	28	1819	6.76%	123
Internet (incl. Dreambox) & Satellite	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7
Digital Aerial (with decoder) & Satellite	1838	6.58%	121	1800	8.06%	145	1819	5.72%	104
Other & Satellite	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0
		13.44%	247		15.83%	285		17.59%	320
More than 2 systems including Satellite	1838	3.54%	65	1800	5.00%	90		6.71%	122
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Satellite	1838	17.39%	320	1800	20.97%	377	1819	24.60%	447
Only Satellite	1838	1.97%	36	1800	2.44%	44	1819	1.47%	27
Aerial (Free-to-air) & Satellite	1838	2.90%	53	1800	3.54%	64	1819	3.33%	61
Cable (Analogue or Digital) & Satellite	1838	1.95%	36	1800	1.55%	28	1819	6.62%	120
Internet (incl. Dreambox) & Satellite	1838	0.15%	3	1800	0.22%	4	1819	0.40%	7
Digital Aerial (with decoder) & Satellite	1838	6.86%	126	1800	7.97%	143	1819	5.87%	107
Other & Satellite	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0
		13.84%	254		15.78%	284		17.69%	322
More than 2 systems including Satellite	1838	3.55%	65	1800	5.19%	93		6.91%	126

TABLE 4.4.D1-D2: INTERNET TV SYSTEM (INCL. DREAMBOX) AVAILABLE AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Internet TV system (incl. Dreambox)	1838	2.01%	37	1800	1.44%	26	1819	5.22%	95
Only Internet TV system (incl. Dreambox)	1838	0.33%	6	1800	0.06%	1	1819	0.05%	1
Aerial (Free-to-air) & Internet TV system (incl. Dreambox)	1838	0.16%	3	1800	0.11%	2	1819	0.22%	4
Cable (Analogue or Digital) & Internet TV system (incl. Dreambox)	1838	0.05%	1	1800	0.06%	1	1819	1.43%	26
Satellite & Internet TV system (incl. Dreambox)	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7
Digital Aerial (with decoder) & Internet TV system (incl. Dreambox)	1838	0.49%	9	1800	0.22%	4	1819	0.82%	15
Other & Internet TV system (incl. Dreambox)	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0
		1.20%	22		0.61%	11		2.91%	53
More than 2 systems including Internet TV system (incl. Dreambox)	1838	0.82%	15		0.83%	15		2.31%	42
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Internet TV system (incl. Dreambox)	1838	2.10%	39	1800	1.63%	29	1819	5.59%	102
Only Internet TV system (incl. Dreambox)	1838	0.35%	6	1800	0.06%	1	1819	0.07%	1
Aerial (Free-to-air) & Internet TV system (incl. Dreambox)	1838	0.17%	3	1800	0.13%	2	1819	0.23%	4
Cable (Analogue or Digital) & Internet TV system (incl. Dreambox)	1838	0.06%	1	1800	0.06%	1	1819	1.53%	28
Satellite & Internet TV system (incl. Dreambox)	1838	0.15%	3	1800	0.22%	4	1819	0.40%	7
Digital Aerial (with decoder) & Internet TV system (incl. Dreambox)	1838	0.56%	10	1800	0.23%	4	1819	0.88%	16
Other & Internet TV system (incl. Dreambox)	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0
		1.29%	24		0.70%	13		3.10%	56
More than 2 systems including Internet TV system (incl. Dreambox)	1838	0.82%	15	1800	0.93%	17		2.48%	45

TABLE 4.4.E1-E2: DIGITAL AERIAL SYSTEM (WITH DECODER) INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Aerial (with Decoder)	1838	67.36%	1238	1800	69.28%	1247	1819	34.52%	628
Only Digital Aerial (with Decoder)	1838	46.08%	847	1800	42.94%	773	1819	15.12%	275
Aerial (Free-to-air) & Digital Aerial (with Decoder)	1838	9.90%	182	1800	13.00%	234	1819	6.76%	123
Cable (Analogue or Digital) & Digital Aerial (with Decoder)	1838	0.82%	15	1800	0.67%	12	1819	1.70%	31
Satellite & Digital Aerial (with Decoder)	1838	6.58%	121	1800	8.06%	145	1819	5.44%	99
Internet (incl. Dreambox) & Digital Aerial (with Decoder)	1838	0.49%	9	1800	0.22%	4	1819	0.82%	15
Other & Digital Aerial (with Decoder)	1838	0.05%	1	1800	0.00%	0	1819	0.00%	0
		63.93%	1175		64.89%	1168		29.85%	543
More than 2 systems including Digital Aerial (with Decoder)	1838	3.43%	63	1800	4.39%	79		4.67%	85
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Aerial (with Decoder)	1838	67.67%	1244	1800	69.54%	1252	1819	34.85%	634
Only Digital Aerial (with Decoder)	1838	46.06%	847	1800	42.98%	774	1819	15.32%	279
Aerial (Free-to-air) & Digital Aerial (with Decoder)	1838	9.90%	182	1800	13.11%	236	1819	6.65%	121
Cable (Analogue or Digital) & Digital Aerial (with Decoder)	1838	0.80%	15	1800	0.70%	13	1819	1.67%	30
Satellite & Digital Aerial (with Decoder)	1838	6.86%	126	1800	7.97%	143	1819	5.58%	102
Internet (incl. Dreambox) & Digital Aerial (with Decoder)	1838	0.56%	10	1800	0.23%	4	1819	0.88%	16
Other & Digital Aerial (with Decoder)	1838	0.06%	1	1800	0.00%	0	1819	0.00%	0
		64.24%	1181		65.00%	1170		30.09%	547
More than 2 systems including Digital Aerial (with Decoder)	1838	3.43%	63	1800	4.54%	82		4.75%	86

TABLE 4.4.F1-F2: OTHER TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other TV system	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7
Only Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.27%	5
Aerial (Free-to-air) & Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0
Cable (Analogue or Digital) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.05%	1
Satellite & Other TV system	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0
Internet (incl. Dreambox) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0
Digital Aerial (with Decoder) & Other TV system	1838	0.05%	1	1800	0.00%	0	1819	0.00%	0
		0.16%	3		0.17%	3		0.33%	6
More than 2 systems including Other TV system	1838	0.00%	0	1800	0.00%	0		0.05%	1
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other TV system	1838	0.15%	3	1800	0.17%	3	1819	0.45%	8
Only Other TV system	1838	0.04%	1	1800	0.04%	1	1819	0.33%	6
Aerial (Free-to-air) & Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0
Cable (Analogue or Digital) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.06%	1
Satellite & Other TV system	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0
Internet (incl. Dreambox) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0
Digital Aerial (with Decoder) & Other TV system	1838	0.06%	1	1800	0.00%	0	1819	0.00%	0
		0.15%	3		0.17%	3		0.39%	7
More than 2 systems including Other TV system	1838	0.00%	0	1800	0.00%	0		0.06%	1

TABLE 5.1: TELESHPPING: 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
Yes	180	37	143	2	6	7	39	59	47	20	53	54	23	24	13	13
	9.9%	4.5%	14.2%	2.7%	2.0%	5.4%	7.0%	13.0%	19.2%	30.8%	14.0%	10.7%	9.1%	9.0%	5.0%	8.2%
	100.0%	20.6%	79.4%	1.1%	3.3%	3.9%	21.7%	32.8%	26.1%	11.1%	29.4%	30.0%	12.8%	13.3%	7.2%	7.2%
No	1639	778	861	71	287	122	522	394	198	45	325	450	231	243	245	145
	90.1%	95.5%	85.8%	97.3%	98.0%	94.6%	93.0%	87.0%	80.8%	69.2%	86.0%	89.3%	90.9%	91.0%	95.0%	91.8%
	100.0%	47.5%	52.5%	4.3%	17.5%	7.4%	31.8%	24.0%	12.1%	2.7%	19.8%	27.5%	14.1%	14.8%	14.9%	8.8%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

TABLE 5.1.A: WEIGHTED TELESHPPING: 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
Yes	163	41	121	2	7	8	38	50	41	17	47	52	21	20	12	11
	8.9%	4.5%	13.6%	2.7%	2.1%	5.4%	6.5%	12.2%	18.5%	28.8%	12.3%	9.9%	8.1%	8.0%	4.7%	7.4%
	100.0%	25.5%	74.5%	1.3%	4.1%	4.7%	23.1%	30.9%	25.5%	10.4%	28.7%	31.7%	13.0%	12.2%	7.4%	7.0%
No	1656	886	770	77	315	133	546	361	183	42	332	469	239	229	243	143
	91.1%	95.5%	86.4%	97.3%	97.9%	94.6%	93.5%	87.8%	81.5%	71.2%	87.7%	90.1%	91.9%	92.0%	95.3%	92.6%
	100.0%	53.5%	46.5%	4.6%	19.0%	8.0%	33.0%	21.8%	11.0%	2.5%	20.1%	28.3%	14.4%	13.8%	14.7%	8.7%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

TABLE 5.2: TEleshopping BY TV 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
No	1639	778	861	71	287	122	522	394	198	45	325	450	231	243	245	145
	90.1%	95.5%	85.8%	97.3%	98.0%	94.6%	93.0%	87.0%	80.8%	69.2%	86.0%	89.3%	90.9%	91.0%	95.0%	91.8%
	100.0%	47.5%	52.5%	4.3%	17.5%	7.4%	31.8%	24.0%	12.1%	2.7%	19.8%	27.5%	14.1%	14.8%	14.9%	8.8%
TVM	34	5	29	0	1	0	13	9	8	3	12	10	4	3	2	3
	1.9%	.6%	2.9%	.0%	.3%	.0%	2.3%	2.0%	3.3%	4.6%	3.2%	2.0%	1.6%	1.1%	.8%	1.9%
	100.0%	14.7%	85.3%	.0%	2.9%	.0%	38.2%	26.5%	23.5%	8.8%	35.3%	29.4%	11.8%	8.8%	5.9%	8.8%
ONE	33	11	22	0	0	1	6	12	10	4	8	6	11	4	2	2
	1.8%	1.3%	2.2%	.0%	.0%	.8%	1.1%	2.6%	4.1%	6.2%	2.1%	1.2%	4.3%	1.5%	.8%	1.3%
	100.0%	33.3%	66.7%	.0%	.0%	3.0%	18.2%	36.4%	30.3%	12.1%	24.2%	18.2%	33.3%	12.1%	6.1%	6.1%
Net TV	9	1	8	0	1	0	2	1	3	2	3	3	0	2	0	1
	.5%	.1%	.8%	.0%	.3%	.0%	.4%	.2%	1.2%	3.1%	.8%	.6%	.0%	.7%	.0%	.6%
	100.0%	11.1%	88.9%	.0%	11.1%	.0%	22.2%	11.1%	33.3%	22.2%	33.3%	33.3%	.0%	22.2%	.0%	11.1%
Smash TV	72	15	57	1	3	4	11	28	18	7	21	25	3	13	5	5
	4.0%	1.8%	5.7%	1.4%	1.0%	3.1%	2.0%	6.2%	7.3%	10.8%	5.6%	5.0%	1.2%	4.9%	1.9%	3.2%
	100.0%	20.8%	79.2%	1.4%	4.2%	5.6%	15.3%	38.9%	25.0%	9.7%	29.2%	34.7%	4.2%	18.1%	6.9%	6.9%
ITV	17	2	15	0	1	1	5	7	3	0	6	6	1	2	1	1
	.9%	.2%	1.5%	.0%	.3%	.8%	.9%	1.5%	1.2%	.0%	1.6%	1.2%	.4%	.7%	.4%	.6%
	100.0%	11.8%	88.2%	.0%	5.9%	5.9%	29.4%	41.2%	17.6%	.0%	35.3%	35.3%	5.9%	11.8%	5.9%	5.9%
Other	3	1	2	0	0	1	1	1	0	0	1	1	1	0	0	0
	.2%	.1%	.2%	.0%	.0%	.8%	.2%	.2%	.0%	.0%	.3%	.2%	.4%	.0%	.0%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	.0%
Do not know	12	2	10	1	0	0	1	1	5	4	2	3	3	0	3	1
	.7%	.2%	1.0%	1.4%	.0%	.0%	.2%	.2%	2.0%	6.2%	.5%	.6%	1.2%	.0%	1.2%	.6%
	100.0%	16.7%	83.3%	8.3%	.0%	.0%	8.3%	8.3%	41.7%	33.3%	16.7%	25.0%	25.0%	.0%	25.0%	8.3%
Total	1819	815	1004	73	293	129	561	453	245	65	378	504	254	267	258	158
	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%	44.8%	55.2%	4.0%	16.1%	7.1%	30.8%	24.9%	13.5%	3.6%	20.8%	27.7%	14.0%	14.7%	14.2%	8.7%

TABLE 5.2.A: WEIGHTED TELESHOPPING BY TV 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
No	1656	886	770	77	315	133	546	361	183	42	332	469	239	229	243	143
	91.1%	95.5%	86.4%	97.3%	97.9%	94.6%	93.5%	87.8%	81.5%	71.2%	87.7%	90.1%	91.9%	92.0%	95.3%	92.6%
TVM	100.0%	53.5%	46.5%	4.6%	19.0%	8.0%	33.0%	21.8%	11.0%	2.5%	20.1%	28.3%	14.4%	13.8%	14.7%	8.7%
	30	6	25	0	1	0	12	8	7	2	10	9	3	3	2	3
	1.7%	.6%	2.8%	.0%	.3%	.0%	2.1%	1.9%	3.1%	4.2%	2.7%	1.8%	1.3%	1.1%	.6%	1.8%
ONE	100.0%	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%
	31	13	18	0	0	1	6	10	10	4	7	6	10	3	2	2
	1.7%	1.4%	2.0%	.0%	.0%	.7%	1.1%	2.5%	4.3%	6.4%	1.9%	1.1%	4.0%	1.4%	.9%	1.2%
Net TV	100.0%	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%
	8	1	7	0	1	0	2	1	2	2	2	3	0	2	0	1
	.5%	.1%	.8%	.0%	.4%	.0%	.3%	.2%	1.1%	2.9%	.6%	.6%	.0%	.8%	.0%	.5%
Smash TV	100.0%	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%
	65	16	49	1	3	4	11	24	15	6	19	23	3	10	5	4
	3.6%	1.7%	5.5%	1.3%	.9%	3.0%	2.0%	5.9%	6.9%	9.5%	5.1%	4.5%	1.1%	4.2%	1.8%	2.9%
ITV	100.0%	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%
	15	2	12	0	1	1	4	5	3	0	5	6	1	1	1	1
	.8%	.2%	1.4%	.0%	.4%	.7%	.7%	1.3%	1.2%	.0%	1.3%	1.2%	.3%	.5%	.3%	.5%
Other	100.0%	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%
	3	1	2	0	0	1	1	1	0	0	1	1	1	0	0	0
	.2%	.1%	.2%	.0%	.0%	.9%	.2%	.2%	.0%	.0%	.2%	.3%	.4%	.0%	.0%	.0%
Do not know	100.0%	43.2%	56.8%	.0%	.0%	43.2%	30.3%	26.5%	.0%	.0%	26.5%	43.2%	30.3%	.0%	.0%	.0%
	11	2	9	1	0	0	1	1	4	3	2	3	3	0	3	1
	.6%	.2%	1.0%	1.4%	.0%	.0%	.2%	.3%	2.0%	5.7%	.5%	.5%	1.1%	.0%	1.1%	.5%
	100.0%	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	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.296	0.538	0.345	0.360	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	97.96	100
6:00	0.000	0.000	0.000	0.310	0.538	1.562	0.714	0.437	0.416	0.000	0.000	0.503	0.000	0.000	0.000	95.52	100
6:30	0.256	0.000	0.000	1.021	0.310	2.253	1.507	0.437	0.416	0.000	0.000	0.000	0.000	0.000	0.000	93.80	100
7:00	1.037	0.000	1.128	2.830	0.310	0.884	1.379	1.039	0.919	1.000	0.000	1.158	0.416	0.000	0.000	87.90	100
7:30	0.645	0.000	0.622	2.830	0.000	2.086	1.725	1.846	1.219	0.300	0.000	1.158	0.786	0.000	0.000	86.79	100
8:00	0.940	0.000	0.700	2.626	0.000	2.109	1.667	1.039	1.634	0.646	0.000	1.158	0.775	0.397	0.000	86.31	100
8:30	0.940	0.000	0.000	2.626	0.000	2.330	1.962	1.039	1.529	0.346	0.000	0.798	0.775	0.000	0.000	87.65	100
9:00	2.105	0.000	0.300	3.271	0.437	3.075	3.909	0.346	1.529	0.346	0.000	0.798	1.578	0.000	0.000	82.31	100
9:30	2.105	0.000	0.610	2.882	0.437	2.775	3.909	0.346	1.529	0.346	0.000	1.336	1.075	0.000	0.000	82.65	100
10:00	2.105	0.000	0.310	2.467	0.437	2.890	3.105	0.947	1.219	0.000	0.000	2.099	1.075	0.000	0.000	83.35	100
10:30	2.105	0.000	0.310	2.467	0.437	2.384	3.105	0.947	0.919	0.000	0.000	1.336	1.075	0.000	0.000	84.91	100
11:00	1.731	0.000	0.951	2.253	0.437	2.014	2.759	0.602	1.290	0.000	0.000	1.696	0.775	0.000	0.000	85.49	100
11:30	1.731	0.000	0.606	2.597	0.437	2.014	2.315	0.602	1.290	0.000	0.000	1.336	0.775	0.000	0.000	86.30	100
NOON	0.645	0.000	0.310	3.453	0.346	1.320	1.709	0.437	0.919	0.692	0.000	1.336	0.416	0.000	0.000	88.42	100
0:30	1.037	0.000	0.310	3.350	0.000	1.320	2.146	0.437	0.919	0.692	0.000	1.336	0.416	0.000	0.000	88.04	100
1:00	0.645	0.000	0.354	3.716	0.000	1.320	1.458	0.000	0.919	0.000	0.000	0.798	0.416	0.000	0.000	90.37	100
1:30	0.645	0.000	0.000	3.113	0.000	1.320	1.458	0.000	0.919	0.000	0.000	0.798	0.416	0.000	0.000	91.33	100
2:00	0.645	0.000	0.000	3.177	0.000	2.204	0.802	0.000	0.919	0.346	0.000	0.798	0.416	0.000	0.000	90.69	100
2:30	0.645	0.000	0.506	3.177	0.000	2.204	0.802	0.393	0.919	0.346	0.000	2.032	0.814	0.000	0.000	88.16	100
3:00	0.645	0.000	0.000	2.789	0.000	1.664	0.365	0.393	0.919	1.478	0.000	1.661	0.416	0.000	0.000	89.67	100
3:30	0.256	0.000	0.000	2.789	0.000	1.664	0.365	0.393	0.919	1.133	0.000	0.798	0.416	0.000	0.000	91.27	100
4:00	0.256	0.000	0.000	1.652	0.000	1.627	1.019	0.393	0.416	0.720	0.000	0.798	0.416	0.437	0.000	92.27	100
4:30	0.256	0.000	0.000	2.463	0.000	1.499	1.019	0.000	0.416	1.020	0.000	0.798	0.416	0.437	0.000	91.68	100
5:00	0.256	0.000	0.000	1.485	0.000	1.468	1.019	1.038	0.416	1.020	0.000	0.931	0.416	0.397	0.000	91.56	100
5:30	0.256	0.000	0.346	2.872	0.000	1.367	1.019	1.430	0.416	1.020	0.000	1.437	0.416	0.397	0.000	89.02	100
6:00	0.256	0.000	0.000	2.756	0.000	0.427	0.665	1.092	0.808	1.066	0.000	0.931	0.000	0.000	0.000	92.00	100
6:30	0.256	0.000	0.000	1.388	0.000	0.843	1.102	0.699	0.808	1.066	0.000	0.931	0.000	0.000	0.000	92.91	100
7:00	0.256	0.000	0.346	0.310	0.000	0.405	0.698	0.497	0.416	1.066	0.000	0.503	0.397	0.000	0.000	95.11	100
7:30	0.256	0.000	0.000	0.310	0.310	0.000	0.300	0.000	0.416	0.374	0.000	0.000	0.000	0.000	0.000	98.03	100
8:00	0.256	0.000	0.000	0.310	0.000	0.000	0.300	0.000	0.416	0.374	0.000	0.000	0.000	0.000	0.000	98.34	100
8:30	0.000	0.000	0.000	0.310	0.000	0.000	0.300	0.000	0.416	0.374	0.000	0.000	0.000	0.000	0.000	98.60	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	99.63	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	99.63	100
10:00	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.000	0.000	0.000	0.365	98.65	100
10:30	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.000	0.000	0.000	0.365	98.65	100
11:00	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.000	0.000	0.000	0.000	99.01	100
11:30	0.000	0.000	0.000	1.078	0.000	0.000	0.000	0.346	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.58	100
Average	0.48	0.00	0.16	1.48	0.10	0.99	0.94	0.36	0.55	0.35	0.00	0.62	0.31	0.04	0.03	93.59	
Max.	2.11	0.00	1.13	3.72	0.54	3.08	3.91	1.85	1.63	1.48	0.00	2.10	1.58	0.44	0.37	100.00	
std. dev.	0.65	0.00	0.28	1.33	0.19	1.00	1.08	0.46	0.53	0.42	0.00	0.64	0.39	0.13	0.10	5.84	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100
1:00	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
1:30	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
2:00	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
2:30	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
3:00	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
3:30	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
4:00	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
4:30	0.413	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.846	100
5:00	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
5:30	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	100
6:00	0.000	0.000	0.000	1.753	0.000	0.000	1.014	0.734	0.000	0.308	0.000	0.000	0.000	0.000	0.000	3.808	100
6:30	0.000	0.000	0.000	2.892	0.000	0.434	1.014	0.363	0.000	0.308	0.000	0.000	0.000	0.000	0.000	5.009	100
7:00	0.000	0.000	0.385	3.507	0.000	2.261	1.790	1.050	0.000	2.899	0.000	0.792	0.763	0.772	0.000	14.219	100
7:30	0.000	0.000	0.297	3.815	0.291	3.669	2.153	0.656	0.493	1.434	0.000	1.294	1.265	0.352	0.000	15.719	100
8:00	0.000	0.000	0.394	2.997	0.784	4.640	3.284	0.947	0.413	1.249	0.000	1.754	0.763	0.893	0.000	18.116	100
8:30	0.596	0.000	0.000	2.997	0.000	2.247	3.626	0.653	0.493	1.249	0.000	0.761	0.763	0.893	0.000	14.278	100
9:00	1.237	0.000	0.000	3.068	0.291	1.786	3.645	0.291	0.934	1.269	0.000	1.418	0.763	0.893	0.000	15.594	100
9:30	1.237	0.000	0.000	2.760	0.291	2.138	3.645	0.291	0.934	1.269	0.000	1.418	0.763	0.893	0.000	15.638	100
10:00	1.942	0.000	0.402	3.146	0.000	2.589	4.309	0.634	0.934	1.920	0.000	1.337	0.763	0.893	0.000	18.868	100
10:30	1.942	0.000	0.402	3.146	0.000	2.179	4.309	0.343	0.934	1.612	0.000	1.337	0.763	0.893	0.000	17.861	100
11:00	2.284	0.000	0.745	2.752	0.000	2.179	4.309	0.343	0.934	1.612	0.000	1.337	0.368	0.893	0.000	17.757	100
11:30	2.284	0.000	0.745	3.115	0.000	1.833	3.967	0.343	0.934	0.906	0.000	1.337	0.777	0.893	0.000	17.135	100
NOON	0.660	0.000	0.737	1.945	0.000	2.190	2.191	0.000	0.493	1.226	0.000	0.807	0.777	0.541	0.000	11.568	100
0:30	0.660	0.000	0.343	1.573	0.000	2.190	2.499	0.000	0.493	0.308	0.000	0.807	0.777	0.541	0.000	10.192	100
1:00	0.363	0.000	0.000	2.007	0.000	1.833	2.480	0.000	0.493	0.308	0.000	0.413	0.725	0.541	0.000	9.161	100
1:30	0.775	0.000	0.000	1.282	0.000	2.179	2.136	0.000	0.493	0.308	0.000	0.413	0.725	0.541	0.000	8.853	100
2:00	0.720	0.000	0.000	1.282	0.000	1.833	1.829	0.000	0.493	0.308	0.000	0.413	0.725	0.541	0.000	8.143	100
2:30	0.308	0.000	0.000	1.282	0.000	1.833	1.829	0.308	0.493	0.308	0.000	0.915	0.725	0.541	0.000	8.541	100
3:00	0.670	0.000	0.000	1.282	0.000	0.886	1.829	0.308	0.000	0.676	0.372	0.502	0.725	0.541	0.000	7.791	100
3:30	0.670	0.000	0.000	1.282	0.000	0.886	1.466	0.308	0.000	0.676	0.372	0.000	0.725	0.541	0.000	6.926	100
4:00	0.000	0.000	0.000	1.282	0.394	2.132	2.270	0.601	0.000	0.308	0.372	0.424	0.368	0.541	0.000	8.692	100
4:30	0.000	0.000	0.000	1.282	0.394	3.027	2.270	0.601	0.000	0.308	0.372	0.424	0.368	0.541	0.000	9.586	100
5:00	0.000	0.000	0.297	0.849	0.409	1.783	2.201	0.363	0.000	0.308	0.372	0.000	0.870	0.000	0.000	7.452	100
5:30	0.000	0.000	0.000	1.140	0.409	1.683	1.838	0.363	0.000	0.308	0.372	0.000	0.368	0.000	0.000	6.480	100
6:00	0.000	0.000	0.000	1.519	0.000	0.787	1.405	0.000	0.000	1.330	0.372	0.499	0.000	0.000	0.000	5.912	100
6:30	0.000	0.000	0.000	1.519	0.000	0.499	1.405	0.000	0.000	1.330	0.372	0.000	0.000	0.000	0.000	5.125	100
7:00	0.000	0.000	0.343	0.702	0.000	0.710	0.749	0.000	0.000	1.063	0.000	0.000	0.402	0.000	0.000	3.970	100
7:30	0.000	0.000	0.343	1.074	0.000	0.297	0.749	0.000	0.000	0.720	0.000	0.000	0.402	0.000	0.000	3.585	100
8:00	0.000	0.000	0.343	0.395	0.000	0.000	0.308	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	1.353	100
8:30	0.413	0.000	0.000	0.395	0.000	0.000	0.308	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	1.423	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.357	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.357	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.728	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100
11:00	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	100
11:30	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	100
Average	0.36	0.00	0.21	1.22	0.07	1.06	1.39	0.21	0.21	0.55	0.06	0.38	0.36	0.28	0.00	6.37	
Max.	2.28	0.00	0.75	3.81	0.78	4.64	4.31	1.05	0.93	2.90	0.37	1.75	1.26	0.89	0.00	18.87	
std. dev.	0.63	0.00	0.24	1.21	0.17	1.19	1.43	0.29	0.34	0.66	0.14	0.54	0.36	0.36	0.00	6.28	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.425	0.000	0.000	0.000	99.57	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.425	0.000	0.000	0.000	99.57	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	0.000	99.65	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.694	0.000	0.000	0.000	0.000	0.000	99.31	100
5:30	0.439	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.694	0.000	0.000	0.000	0.000	0.000	98.87	100
6:00	0.000	0.000	0.000	0.311	0.000	0.779	0.417	0.000	0.000	0.988	0.000	0.000	0.000	0.000	0.000	97.50	100
6:30	0.000	0.000	0.000	1.097	0.438	0.425	0.417	0.000	0.000	1.336	0.000	0.000	0.000	0.311	0.000	95.98	100
7:00	1.052	0.000	1.417	1.097	0.000	1.073	1.678	0.000	2.512	0.988	0.000	0.000	0.762	0.000	0.000	89.42	100
7:30	1.363	0.000	1.455	0.750	0.000	1.095	1.678	0.000	2.354	1.283	0.000	0.000	1.818	0.000	0.000	88.21	100
8:00	1.498	0.000	1.705	1.047	0.367	1.245	2.356	0.000	2.354	1.283	0.000	1.129	1.180	1.480	0.438	83.92	100
8:30	3.254	0.000	1.212	1.047	0.367	0.831	1.921	0.346	2.655	1.283	0.000	1.554	0.762	1.776	0.438	82.55	100
9:00	3.186	0.000	1.212	3.166	1.159	2.838	2.735	0.346	2.354	1.283	0.000	0.828	1.206	1.776	0.438	77.47	100
9:30	3.552	0.000	0.851	3.039	0.793	1.604	3.152	0.657	2.665	1.283	0.000	0.828	1.206	1.776	0.438	78.15	100
10:00	3.552	0.000	0.851	3.282	0.499	3.578	2.735	0.968	2.276	1.283	0.000	0.828	1.206	1.776	0.438	76.73	100
10:30	3.186	0.000	0.851	2.956	0.499	3.578	2.735	0.968	2.276	1.283	0.000	0.828	1.206	1.776	0.438	77.42	100
11:00	2.874	0.000	1.290	3.252	0.499	2.494	2.297	0.968	2.354	1.283	0.000	0.828	1.206	1.776	0.000	78.88	100
11:30	2.874	0.000	0.851	3.252	0.499	1.946	1.879	0.968	2.354	1.283	0.000	0.828	1.753	1.776	0.000	79.74	100
NOON	0.294	0.000	0.851	2.175	0.499	1.617	2.613	0.643	2.354	1.500	0.000	0.828	1.206	1.104	0.000	84.32	100
0:30	0.294	0.000	0.851	2.175	0.499	1.617	1.568	0.297	2.354	0.694	0.000	0.828	1.206	1.104	0.000	86.51	100
1:00	0.000	0.000	0.851	2.542	0.499	2.125	1.436	0.297	2.902	1.061	0.000	0.414	1.206	0.367	0.000	86.30	100
1:30	0.311	0.000	0.851	2.175	0.499	2.125	1.436	0.297	2.902	1.061	0.000	0.414	1.206	0.367	0.000	86.36	100
2:00	0.568	0.000	0.851	2.192	0.000	2.472	1.958	0.000	2.894	0.694	0.000	0.414	1.206	0.875	0.000	85.87	100
2:30	0.568	0.000	1.359	1.881	0.000	3.244	1.958	0.000	2.115	0.694	0.000	0.414	1.206	0.875	0.000	85.69	100
3:00	1.007	0.000	1.359	1.584	0.000	3.728	2.417	0.000	1.616	1.344	0.000	0.414	1.206	0.875	0.000	84.45	100
3:30	0.568	0.000	1.290	1.584	0.367	2.823	2.417	0.000	1.616	0.988	0.000	0.414	1.206	0.875	0.000	85.85	100
4:00	0.257	0.499	0.311	1.983	0.367	1.059	2.417	0.784	1.076	0.988	0.000	0.673	1.206	0.875	0.000	87.50	100
4:30	0.257	0.499	0.718	1.983	0.367	1.059	2.417	0.784	1.076	0.988	0.000	0.000	1.635	0.875	0.000	87.34	100
5:00	0.311	0.499	0.311	2.724	0.805	1.286	1.292	0.713	0.926	1.300	0.000	0.843	1.842	0.875	0.000	86.27	100
5:30	0.658	0.000	0.672	3.130	0.000	0.505	0.793	0.713	0.926	0.988	0.000	0.000	1.334	0.875	0.000	89.41	100
6:00	0.657	0.000	0.311	1.929	0.439	1.213	0.793	0.346	0.936	0.694	0.000	0.000	0.836	0.367	0.439	91.04	100
6:30	1.086	0.000	0.311	1.490	0.000	0.505	0.793	0.346	0.936	0.694	0.000	0.417	0.407	0.367	0.439	92.21	100
7:00	0.657	0.000	0.810	0.885	0.000	0.301	0.000	0.346	0.936	0.641	0.000	0.417	0.407	0.000	0.000	94.60	100
7:30	0.657	0.000	0.311	0.439	0.000	0.301	0.000	0.000	0.936	0.641	0.000	0.000	0.407	0.000	0.000	96.31	100
8:00	0.311	0.000	0.547	0.439	0.000	0.000	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000	98.06	100
8:30	0.311	0.000	0.347	0.439	0.000	0.000	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000	98.26	100
9:00	0.311	0.000	0.000	0.439	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	0.000	98.90	100
9:30	0.311	0.000	0.000	0.439	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	0.000	98.90	100
10:00	0.257	0.000	0.361	0.439	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
10:30	0.257	0.000	0.361	0.439	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
11:00	0.257	0.000	0.361	0.439	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
11:30	0.257	0.000	0.361	0.439	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
average	0.78	0.03	0.54	1.22	0.20	0.99	1.01	0.22	1.06	0.70	0.00	0.31	0.63	0.52	0.07	91.73	
Max.	3.55	0.50	1.71	3.28	1.16	3.73	3.15	0.97	2.90	1.50	0.00	1.55	1.84	1.78	0.44		
std. dev.	1.08	0.12	0.51	1.14	0.28	1.16	1.09	0.34	1.12	0.51	0.00	0.40	0.64	0.66	0.17		

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.252	0.000	0.000	0.660	0.000	0.000	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.289	0.000	98.46	100
5:30	0.252	0.000	0.000	1.020	0.000	0.000	0.000	0.000	0.000	0.341	0.000	0.000	0.406	0.289	0.000	97.69	100
6:00	0.252	0.000	0.000	3.112	0.000	0.000	0.593	0.360	0.000	0.341	0.000	0.951	0.000	0.289	0.000	94.10	100
6:30	0.742	0.000	0.000	3.233	0.000	0.421	0.593	0.720	0.000	0.762	0.000	0.421	0.000	0.289	0.000	92.82	100
7:00	1.231	0.000	0.869	3.663	0.895	2.800	1.994	0.387	1.025	1.779	0.000	0.391	0.000	0.289	0.000	84.68	100
7:30	1.082	0.000	0.869	3.954	0.406	1.723	2.669	0.000	1.025	1.358	0.000	1.581	0.000	0.289	0.000	85.04	100
8:00	2.107	0.406	1.338	3.019	0.406	1.588	2.337	0.000	0.720	1.278	0.000	0.752	0.000	0.289	0.000	85.76	100
8:30	2.817	0.000	0.984	3.019	0.406	2.055	2.720	0.000	0.720	0.937	0.000	0.000	0.000	0.289	0.000	86.05	100
9:00	3.105	0.000	0.984	3.510	1.196	1.386	3.060	0.291	0.720	1.367	0.360	0.659	0.000	0.643	0.000	82.72	100
9:30	3.105	0.000	0.984	3.510	1.196	0.897	2.317	0.291	1.356	1.367	0.360	0.659	0.000	0.643	0.000	83.31	100
10:00	3.411	0.000	0.984	2.805	0.430	0.498	2.307	0.580	1.061	1.367	0.360	1.484	0.000	0.643	0.000	84.07	100
10:30	2.322	0.000	1.027	3.110	0.430	0.498	2.307	0.580	1.061	1.367	0.360	1.484	0.000	0.643	0.000	84.81	100
11:00	2.322	0.000	0.645	2.819	0.430	1.731	2.713	0.289	0.701	1.367	0.000	0.955	0.000	1.025	0.000	85.00	100
11:30	2.322	0.000	0.645	2.514	0.430	1.322	2.713	0.289	0.701	1.367	0.000	0.955	0.000	1.025	0.000	85.72	100
NOON	1.030	0.000	0.665	1.401	0.000	1.322	2.893	0.289	0.360	1.353	0.000	0.295	0.000	0.671	0.000	89.72	100
0:30	1.030	0.000	0.305	1.770	0.430	1.322	2.364	0.289	0.360	1.353	0.000	0.295	0.000	0.671	0.000	89.81	100
1:00	1.460	0.000	0.000	2.200	0.860	1.211	1.359	0.000	0.360	1.353	0.000	0.000	0.000	0.289	0.000	90.91	100
1:30	1.172	0.000	0.000	2.200	0.430	1.211	1.713	0.000	0.000	1.353	0.000	0.000	0.000	0.289	0.000	91.63	100
2:00	1.231	0.000	0.880	2.638	0.430	0.890	1.713	0.289	0.360	1.353	0.000	0.000	0.000	0.654	0.000	89.56	100
2:30	1.231	0.000	0.526	1.839	0.430	0.890	1.713	0.289	0.360	1.353	0.000	0.000	0.406	0.289	0.000	90.67	100
3:00	0.742	0.000	0.000	1.839	0.430	1.314	1.359	0.594	0.360	1.353	0.000	0.365	0.406	0.671	0.000	90.57	100
3:30	0.742	0.000	0.000	1.839	0.430	0.897	1.359	0.305	0.360	1.062	0.000	0.365	0.000	0.671	0.000	91.97	100
4:00	0.742	0.000	0.000	2.091	0.430	1.362	1.359	0.000	0.360	1.062	0.360	1.307	0.000	0.671	0.000	90.26	100
4:30	0.742	0.000	0.000	2.091	0.430	1.418	1.359	0.000	0.360	1.062	0.360	0.526	0.000	0.671	0.000	90.98	100
5:00	0.742	0.000	0.000	2.521	0.000	0.997	1.797	1.017	0.000	1.062	0.360	0.918	0.000	1.036	0.000	89.55	100
5:30	0.742	0.000	0.000	2.161	0.000	0.997	1.797	1.017	0.000	1.062	0.000	1.310	0.000	0.671	0.000	90.24	100
6:00	0.742	0.000	0.295	1.050	0.000	0.321	1.529	0.963	0.000	1.351	0.000	1.296	0.399	0.671	0.430	90.95	100
6:30	0.742	0.000	0.000	1.050	0.000	0.000	1.529	0.963	0.000	1.062	0.000	1.296	0.000	0.671	0.430	92.26	100
7:00	0.742	0.000	0.000	1.050	0.000	0.000	1.386	0.000	0.000	0.632	0.000	0.905	0.000	0.000	0.000	95.29	100
7:30	0.742	0.000	0.000	1.228	0.000	0.754	1.386	0.360	0.000	0.341	0.000	0.905	0.000	0.000	0.000	94.29	100
8:00	0.489	0.406	0.417	0.798	0.000	0.344	0.747	0.000	0.000	0.762	0.000	0.000	0.000	0.000	0.000	96.04	100
8:30	0.489	0.000	0.417	0.438	0.000	0.537	0.747	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	97.03	100
9:00	0.489	0.000	0.000	0.000	0.000	0.000	0.747	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	98.42	100
9:30	0.489	0.000	0.000	0.000	0.000	0.000	0.747	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	98.42	100
10:00	0.000	0.000	0.000	0.697	0.000	0.000	0.406	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	98.56	100
10:30	0.000	0.000	0.000	0.697	0.000	0.000	0.406	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	98.56	100
11:00	0.000	0.000	0.000	0.406	0.000	0.000	0.406	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	98.85	100
11:30	0.000	0.000	0.000	0.406	0.000	0.000	0.406	0.000	0.000	0.341	0.421	0.000	0.000	0.000	0.000	98.43	100
average	0.87	0.02	0.27	1.51	0.22	0.64	1.20	0.21	0.26	0.76	0.06	0.42	0.03	0.32	0.02	93.19	
Max.	3.41	0.41	1.34	3.95	1.20	2.80	3.06	1.02	1.36	1.78	0.42	1.58	0.41	1.04	0.43	100.00	
std.dev.	0.94	0.08	0.40	1.26	0.32	0.71	0.99	0.31	0.38	0.56	0.14	0.53	0.11	0.33	0.09	5.73	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	99.70	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	99.70	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	99.70	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	99.70	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
5:00	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.742	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.90	100
5:30	0.000	0.000	0.000	1.389	0.309	0.437	0.000	1.099	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.77	100
6:00	0.320	0.000	0.000	1.849	0.760	1.811	0.000	1.363	0.000	0.000	0.000	0.000	0.320	0.000	0.000	93.58	100
6:30	0.320	0.000	0.320	1.530	0.760	1.658	0.441	1.363	0.000	0.309	0.000	0.000	0.000	0.320	0.000	92.98	100
7:00	0.320	0.000	0.320	1.322	1.272	3.645	0.829	2.175	0.875	1.006	0.382	0.000	0.842	1.229	0.000	85.78	100
7:30	0.320	0.000	0.691	1.322	0.963	2.753	0.829	1.720	0.875	0.629	0.382	0.726	0.401	0.909	0.000	87.48	100
8:00	0.320	0.000	0.832	1.859	0.963	1.265	2.103	1.363	0.875	0.309	0.382	0.923	0.837	1.275	0.377	86.32	100
8:30	1.053	0.000	0.320	2.264	0.963	1.809	1.747	1.007	0.875	0.309	0.382	0.418	1.193	1.539	0.000	86.12	100
9:00	1.713	0.000	0.640	2.043	1.283	1.559	4.024	1.688	0.875	0.309	0.512	0.959	1.347	1.539	0.000	81.51	100
9:30	1.713	0.000	0.640	2.019	1.283	0.828	4.024	1.688	0.875	0.309	0.512	1.388	1.347	1.275	0.000	82.10	100
10:00	2.015	0.000	1.147	1.708	1.283	1.229	3.140	1.688	0.875	0.309	0.000	1.388	1.616	1.275	0.000	82.33	100
10:30	2.015	0.000	1.147	1.708	1.283	1.229	2.831	1.990	0.875	0.309	0.000	0.959	1.175	1.275	0.000	83.21	100
11:00	2.324	0.000	1.147	2.113	1.283	0.410	2.831	1.619	0.875	0.309	0.000	0.959	1.175	1.275	0.000	83.68	100
11:30	2.324	0.000	0.827	2.977	1.283	0.410	3.140	1.619	0.875	0.309	0.000	0.959	1.175	1.275	0.000	82.83	100
NOON	0.761	0.000	0.827	2.382	0.963	0.000	2.069	0.567	1.394	1.006	0.000	0.563	0.878	0.451	0.000	88.14	100
0:30	0.000	0.000	1.204	1.404	0.963	0.000	2.069	0.924	0.875	0.629	0.000	0.563	0.437	0.451	0.000	90.48	100
1:00	0.000	0.000	0.682	2.161	0.963	0.309	1.713	0.567	0.555	0.309	0.000	0.563	0.437	0.451	0.000	91.29	100
1:30	0.000	0.000	0.305	2.161	0.963	0.309	1.713	0.567	0.555	0.309	0.000	0.563	0.437	0.451	0.000	91.67	100
2:00	0.371	0.000	0.305	1.856	0.963	0.000	1.284	0.567	0.555	0.309	0.000	0.360	0.437	0.451	0.000	92.54	100
2:30	0.371	0.000	0.305	1.499	0.963	0.000	0.913	0.567	0.555	0.309	0.000	0.000	0.437	0.000	0.000	94.08	100
3:00	0.371	0.000	0.305	1.099	0.963	0.409	0.913	0.567	0.555	0.000	0.000	0.418	0.437	0.000	0.000	93.96	100
3:30	0.371	0.000	0.676	1.099	0.963	0.000	0.913	0.567	0.555	0.000	0.000	0.000	0.437	0.000	0.000	94.42	100
4:00	0.563	0.000	0.676	1.099	0.963	0.818	0.000	0.264	0.000	0.641	0.000	0.418	0.437	0.459	0.000	93.66	100
4:30	0.000	0.000	1.117	1.099	0.963	0.401	0.000	0.264	0.000	0.264	0.000	0.783	0.437	0.459	0.000	94.21	100
5:00	0.512	0.000	1.710	1.499	1.227	2.157	0.000	0.264	0.000	0.000	0.000	0.000	0.000	1.059	0.000	91.57	100
5:30	0.512	0.000	1.198	1.499	1.227	1.157	0.000	0.584	0.000	0.309	0.000	0.000	0.000	0.723	0.000	92.79	100
6:00	0.000	0.000	1.569	1.865	0.512	1.627	0.000	0.264	0.000	0.000	0.000	0.000	0.952	0.723	0.000	92.49	100
6:30	0.000	0.000	0.827	1.865	0.512	0.773	0.000	0.264	0.000	0.000	0.000	0.000	0.401	0.723	0.000	94.64	100
7:00	0.377	0.000	0.305	0.401	0.000	0.773	0.425	0.584	0.000	0.000	0.000	0.360	0.000	1.152	0.000	95.62	100
7:30	0.377	0.000	0.305	0.000	0.000	0.437	0.425	0.264	0.000	0.000	0.000	0.000	0.000	1.152	0.000	97.04	100
8:00	0.000	0.000	0.625	0.000	0.000	0.000	0.945	0.264	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.17	100
8:30	0.000	0.000	0.305	0.000	0.000	0.000	0.519	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.80	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.677	0.000	0.000	0.000	0.000	0.522	0.000	0.000	98.80	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.677	0.000	0.000	0.000	0.000	0.000	0.512	0.000	98.81	100
average	0.40	0.00	0.44	0.99	0.56	0.59	0.83	0.69	0.30	0.20	0.05	0.28	0.37	0.46	0.02	93.82	
Max.	2.32	0.00	1.71	2.98	1.28	3.64	4.02	2.17	1.39	1.01	0.51	1.39	1.62	1.54	0.51	100.00	
std. dev.	0.67	0.00	0.48	0.92	0.53	0.84	1.17	0.61	0.41	0.25	0.14	0.41	0.48	0.54	0.09	5.98	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.721	0.000	0.000	0.000	0.000	0.000	98.84	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.444	0.000	0.000	0.721	0.000	0.000	0.000	0.000	0.000	98.84	100
5:00	0.000	0.000	0.000	0.000	0.546	0.000	0.444	0.315	0.000	0.350	0.000	0.000	0.000	0.000	0.000	98.35	100
5:30	0.351	0.000	0.000	0.000	0.927	0.000	0.444	0.315	0.000	0.350	0.000	0.000	0.000	0.000	0.000	97.61	100
6:00	0.351	0.000	0.542	1.202	0.260	0.000	0.838	0.315	0.000	0.350	0.000	0.000	0.000	0.000	0.000	96.14	100
6:30	0.351	0.000	0.542	0.759	0.260	0.365	1.574	0.315	0.000	0.350	0.000	0.000	0.000	0.371	0.000	95.11	100
7:00	0.351	0.000	1.895	1.552	0.575	3.259	2.026	0.737	0.000	1.467	0.000	0.703	0.000	0.000	0.000	87.44	100
7:30	0.351	0.000	1.349	1.852	0.575	3.267	2.026	0.709	0.394	1.692	0.000	0.818	0.000	0.000	0.000	86.97	100
8:00	0.000	0.000	1.653	3.091	1.565	3.283	2.005	0.709	0.765	1.361	0.380	1.237	0.422	0.000	0.000	83.53	100
8:30	0.000	0.434	2.167	3.611	1.565	3.283	1.655	0.709	0.000	1.361	0.380	0.818	0.422	0.000	0.000	83.59	100
9:00	0.991	0.434	3.855	3.611	2.642	3.836	2.380	0.955	1.275	1.001	0.000	0.818	0.404	0.000	0.000	77.80	100
9:30	0.991	0.434	3.433	3.611	2.642	3.060	2.380	0.955	1.275	1.001	0.000	1.178	0.404	0.000	0.000	78.63	100
10:00	1.280	0.434	3.791	2.923	2.946	3.481	2.020	0.709	1.168	1.760	0.000	1.230	0.719	0.000	0.000	77.54	100
10:30	1.280	0.434	3.426	2.923	2.946	3.450	2.020	1.060	1.168	1.760	0.000	1.230	0.404	0.000	0.000	77.90	100
11:00	0.909	0.434	2.622	2.872	2.582	3.343	2.020	1.365	2.140	1.409	0.000	1.641	0.000	0.365	0.000	78.30	100
11:30	0.909	0.434	2.622	2.872	2.582	2.663	2.020	1.365	2.140	1.409	0.000	1.641	0.000	0.365	0.000	78.98	100
NOON	0.000	0.434	2.592	1.515	1.692	2.379	0.000	0.612	0.434	0.911	0.000	0.514	0.315	0.000	0.000	88.60	100
0:30	0.000	0.434	2.227	1.515	1.692	1.945	0.000	0.913	0.434	0.911	0.000	0.514	0.000	0.000	0.000	89.41	100
1:00	0.000	0.000	1.277	1.215	0.990	2.322	1.306	0.913	0.434	0.650	0.000	0.890	0.000	0.000	0.000	90.00	100
1:30	0.000	0.000	1.791	1.215	0.990	1.945	0.451	0.913	0.434	0.650	0.000	0.514	0.000	0.000	0.000	91.10	100
2:00	0.000	0.000	2.059	1.406	0.990	2.450	0.832	0.913	0.434	0.650	0.000	0.434	0.315	0.000	0.000	89.52	100
2:30	0.000	0.000	1.637	1.406	0.990	1.936	1.336	0.612	0.434	0.650	0.000	0.434	0.000	0.000	0.000	90.56	100
3:00	0.000	0.000	1.207	0.895	0.990	2.266	1.182	0.612	0.853	0.911	0.000	0.000	0.000	0.000	0.000	91.08	100
3:30	0.000	0.000	1.207	0.895	0.990	2.266	0.832	0.612	0.853	0.650	0.000	0.000	0.000	0.000	0.000	91.69	100
4:00	0.000	0.000	0.847	0.887	0.546	0.844	0.000	0.612	0.434	1.000	0.000	0.817	0.000	0.000	0.000	94.01	100
4:30	0.000	0.000	0.847	0.887	0.546	0.514	0.000	0.612	0.434	1.000	0.000	0.404	0.000	0.000	0.000	94.76	100
5:00	0.000	0.000	0.542	0.444	0.807	0.000	0.000	0.612	0.785	1.171	0.000	0.404	0.000	0.315	0.000	94.92	100
5:30	0.000	0.000	0.542	0.866	0.807	0.000	0.000	0.612	0.785	1.171	0.000	0.000	0.422	0.686	0.000	94.11	100
6:00	0.000	0.000	0.542	0.422	1.258	0.542	0.000	0.873	0.000	1.005	0.000	0.000	0.422	0.315	0.000	94.62	100
6:30	0.000	0.000	0.542	0.000	1.258	0.000	0.000	0.873	0.000	0.610	0.000	0.000	0.000	0.315	0.000	96.40	100
7:00	0.000	0.000	0.902	0.000	0.807	0.870	0.695	0.946	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.78	100
7:30	0.000	0.000	0.902	0.444	0.807	0.504	0.695	0.946	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.70	100
8:00	0.000	0.000	0.351	0.000	0.546	0.542	0.380	0.315	0.000	0.000	0.000	0.404	0.000	0.000	0.000	97.46	100
8:30	0.000	0.000	0.000	0.000	0.546	0.542	0.380	0.315	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.22	100
9:00	0.000	0.000	0.000	0.000	0.546	0.504	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.65	100
9:30	0.000	0.000	0.000	0.000	0.546	0.000	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.16	100
10:00	0.000	0.000	0.000	0.000	0.546	0.000	0.422	0.298	0.000	0.000	0.000	0.000	0.404	0.000	0.000	98.33	100
10:30	0.000	0.000	0.000	0.000	0.546	0.000	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.16	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.70	100
11:30	0.000	0.000	0.000	0.000	0.000	0.514	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.19	100
Average	0.17	0.08	1.00	0.94	0.88	1.17	0.73	0.52	0.36	0.60	0.02	0.35	0.10	0.06	0.00	93.04	
Max.	1.28	0.43	3.86	3.61	2.95	3.84	2.38	1.36	2.14	1.76	0.38	1.64	0.72	0.69	0.00	100.00	
std. dev.	0.36	0.17	1.16	1.17	0.86	1.35	0.80	0.38	0.55	0.58	0.08	0.49	0.19	0.15	0.00	7.20	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

	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	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
5:00	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.345	0.000	0.000	0.000	0.310	0.000	0.000	0.000	98.91	100
5:30	0.000	0.000	0.000	0.549	0.000	0.437	0.437	0.772	0.000	0.000	0.000	0.310	0.000	0.000	0.000	97.49	100
6:00	0.000	0.000	0.000	0.806	0.000	0.000	0.437	0.345	0.000	0.000	0.000	0.656	0.000	0.000	0.000	97.76	100
6:30	0.000	0.000	0.000	0.859	0.000	0.416	0.437	0.345	0.000	0.000	0.000	0.656	0.365	0.000	0.000	96.92	100
7:00	1.389	0.497	0.000	0.859	0.000	1.895	0.693	0.719	0.000	0.966	0.000	1.052	1.400	0.310	0.000	90.22	100
7:30	1.389	0.000	0.000	1.185	0.000	0.786	0.256	0.345	0.000	0.966	0.000	2.025	1.400	0.310	0.000	91.34	100
8:00	3.152	0.000	1.131	1.501	0.000	2.163	1.306	0.690	0.000	1.276	0.000	1.598	1.400	0.310	0.000	85.47	100
8:30	2.751	0.000	0.715	1.501	0.365	2.212	1.306	0.990	0.416	1.276	0.000	1.598	1.771	0.310	0.000	84.79	100
9:00	3.789	0.000	0.715	1.314	1.035	1.790	1.613	1.010	0.000	0.951	0.000	1.598	1.665	0.000	0.000	84.52	100
9:30	3.463	0.000	0.416	1.314	1.035	1.287	1.197	1.010	0.000	0.951	0.000	1.947	1.260	0.000	0.000	86.12	100
10:00	3.117	0.000	1.301	2.363	1.158	1.317	1.197	0.658	0.000	0.951	0.000	2.685	1.631	0.000	0.349	83.27	100
10:30	3.117	0.000	0.912	1.998	0.792	1.317	0.631	0.365	0.000	0.951	0.000	2.336	1.260	0.000	0.349	85.97	100
11:00	3.171	0.000	1.280	1.632	0.497	1.715	1.019	0.710	0.000	0.951	0.000	1.601	0.497	0.000	0.000	86.93	100
11:30	3.171	0.000	0.843	1.632	0.497	1.317	1.019	0.710	0.000	0.951	0.000	1.601	0.497	0.000	0.000	87.76	100
NOON	2.094	0.000	0.416	0.293	0.912	1.416	0.763	0.710	0.300	0.639	0.000	1.601	0.360	0.000	0.000	90.50	100
0:30	1.311	0.000	0.416	0.293	0.497	1.416	0.388	0.710	0.300	0.639	0.000	1.252	0.360	0.000	0.000	92.42	100
1:00	1.657	0.000	0.852	0.293	0.497	0.912	0.437	0.710	0.000	0.346	0.000	0.545	0.000	0.000	0.000	93.75	100
1:30	1.735	0.000	0.416	0.293	0.497	1.458	0.437	0.710	0.000	0.346	0.000	0.545	0.000	0.000	0.000	93.56	100
2:00	1.222	0.000	0.961	0.293	0.497	1.631	0.811	0.710	0.000	0.346	0.000	1.283	0.000	0.545	0.000	91.70	100
2:30	1.222	0.000	0.961	0.293	0.497	1.631	0.437	0.710	0.000	0.346	0.000	1.283	0.000	0.545	0.000	92.08	100
3:00	1.222	0.497	0.416	0.293	0.497	0.895	0.437	0.710	0.000	0.711	0.000	0.388	0.000	0.545	0.000	93.39	100
3:30	1.222	0.000	0.416	0.293	0.497	0.895	0.437	0.710	0.000	0.711	0.000	0.816	0.000	0.545	0.000	93.46	100
4:00	1.222	0.000	0.416	0.293	0.497	0.398	1.141	0.710	0.000	0.711	0.000	0.371	0.397	0.000	0.000	93.85	100
4:30	1.222	0.000	0.416	0.293	0.497	0.397	1.141	0.710	0.000	0.711	0.000	0.000	0.397	0.000	0.000	94.22	100
5:00	0.388	0.000	0.538	1.103	0.000	0.000	0.787	0.710	0.000	0.346	0.000	0.349	0.762	0.393	0.000	94.62	100
5:30	0.388	0.000	0.000	1.103	0.000	0.300	0.749	0.710	0.000	0.346	0.000	0.000	0.397	0.393	0.000	95.62	100
6:00	0.388	0.000	0.437	0.738	0.000	0.786	0.374	0.365	0.000	1.000	0.000	1.397	0.538	0.437	0.000	93.54	100
6:30	0.388	0.000	0.437	0.738	0.000	0.416	0.000	0.365	0.000	1.000	0.000	1.397	0.538	0.437	0.000	94.28	100
7:00	0.000	0.000	0.000	1.112	0.000	0.000	0.000	0.293	0.000	0.656	0.000	0.939	0.935	0.000	0.000	96.07	100
7:30	0.256	0.000	0.000	0.819	0.000	0.000	0.000	0.000	0.000	1.071	0.000	0.939	0.935	0.000	0.000	95.98	100
8:00	0.672	0.000	0.000	0.000	0.000	0.398	0.000	0.000	0.000	1.071	0.000	0.405	0.909	0.000	0.000	96.55	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.656	0.000	0.000	0.909	0.000	0.000	98.44	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.325	0.538	0.000	0.000	98.79	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.325	0.538	0.000	0.000	98.79	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.325	0.000	0.000	0.000	99.33	100
10:30	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	0.346	0.000	0.325	0.000	0.000	0.000	98.96	100
11:00	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	0.346	0.000	0.325	0.000	0.000	0.000	98.96	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.325	0.000	0.000	0.000	99.33	100
average	0.94	0.02	0.30	0.54	0.22	0.64	0.41	0.39	0.02	0.50	0.00	0.74	0.45	0.11	0.01	94.69	
Max.	3.79	0.50	1.30	2.36	1.16	2.21	1.61	1.01	0.42	1.28	0.00	2.69	1.77	0.55	0.35	100.00	
std.dev.	1.19	0.10	0.40	0.63	0.34	0.70	0.47	0.35	0.08	0.41	0.00	0.73	0.55	0.19	0.07	5.06	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	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	NONE	TOTAL	
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.061	0.000	0.000	0.000	0.000	99.94	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.061	0.000	0.000	0.000	0.000	99.94	100
1:00	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.94	100
1:30	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.94	100
2:00	0.000	0.000	0.063	0.000	0.000	0.000	0.063	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.000	0.000	99.83	100
2:30	0.000	0.000	0.063	0.000	0.000	0.000	0.063	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.000	0.000	99.83	100
3:00	0.000	0.000	0.063	0.000	0.000	0.000	0.063	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.000	0.000	99.83	100
3:30	0.000	0.000	0.063	0.000	0.000	0.000	0.063	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.000	0.000	99.83	100
4:00	0.000	0.000	0.063	0.000	0.000	0.000	0.063	0.054	0.000	0.102	0.000	0.000	0.000	0.000	0.000	0.000	99.72	100
4:30	0.060	0.000	0.063	0.000	0.000	0.000	0.063	0.103	0.000	0.151	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
5:00	0.037	0.000	0.063	0.146	0.077	0.063	0.063	0.197	0.000	0.198	0.000	0.044	0.000	0.042	0.000	0.000	99.07	100
5:30	0.149	0.000	0.063	0.463	0.251	0.173	0.177	0.308	0.000	0.198	0.000	0.117	0.059	0.042	0.000	0.000	98.00	100
6:00	0.131	0.000	0.077	1.338	0.220	0.587	0.576	0.505	0.060	0.285	0.000	0.305	0.000	0.087	0.000	0.000	95.83	100
6:30	0.239	0.000	0.121	1.636	0.250	0.850	0.855	0.503	0.060	0.439	0.000	0.155	0.052	0.183	0.000	0.000	94.66	100
7:00	0.772	0.071	0.859	2.130	0.433	2.254	1.488	0.867	0.762	1.449	0.053	0.588	0.597	0.369	0.000	0.000	87.31	100
7:30	0.738	0.000	0.753	2.256	0.316	2.194	1.626	0.748	0.909	1.097	0.053	1.091	0.812	0.264	0.000	0.000	87.14	100
8:00	1.153	0.059	1.108	2.310	0.580	2.333	2.154	0.675	0.965	1.061	0.107	1.223	0.767	0.661	0.115	0.000	84.73	100
8:30	1.638	0.061	0.770	2.440	0.519	2.110	2.141	0.675	0.956	0.969	0.107	0.850	0.810	0.684	0.063	0.000	85.21	100
9:00	2.311	0.061	1.096	2.860	1.145	2.323	3.052	0.698	1.098	0.937	0.124	1.012	0.992	0.691	0.063	0.000	81.54	100
9:30	2.316	0.061	0.986	2.738	1.093	1.799	2.944	0.743	1.235	0.937	0.124	1.250	0.862	0.654	0.063	0.000	82.20	100
10:00	2.496	0.061	1.249	2.676	0.957	2.225	2.689	0.880	1.076	1.088	0.052	1.581	0.997	0.654	0.113	0.000	81.20	100
10:30	2.285	0.061	1.148	2.622	0.905	2.089	2.565	0.887	1.033	1.044	0.052	1.362	0.838	0.654	0.113	0.000	82.34	100
11:00	2.234	0.061	1.236	2.531	0.811	1.988	2.568	0.836	1.183	0.994	0.000	1.289	0.571	0.761	0.000	0.000	82.94	100
11:30	2.234	0.061	1.017	2.708	0.811	1.647	2.438	0.836	1.183	0.892	0.000	1.238	0.709	0.761	0.000	0.000	83.46	100
NOON	0.786	0.061	0.911	1.879	0.625	1.469	1.754	0.464	0.890	1.048	0.000	0.850	0.563	0.396	0.000	0.000	88.30	100
0:30	0.625	0.061	0.802	1.728	0.578	1.408	1.581	0.506	0.818	0.748	0.000	0.800	0.457	0.396	0.000	0.000	89.49	100
1:00	0.595	0.000	0.570	2.021	0.542	1.437	1.456	0.352	0.809	0.578	0.000	0.516	0.398	0.235	0.000	0.000	90.49	100
1:30	0.669	0.000	0.477	1.778	0.479	1.512	1.338	0.352	0.756	0.578	0.000	0.462	0.398	0.235	0.000	0.000	90.97	100
2:00	0.684	0.000	0.721	1.838	0.408	1.644	1.321	0.352	0.808	0.575	0.000	0.529	0.442	0.439	0.000	0.000	90.24	100
2:30	0.624	0.000	0.755	1.627	0.408	1.682	1.287	0.410	0.696	0.575	0.000	0.728	0.514	0.324	0.000	0.000	90.37	100
3:00	0.668	0.071	0.467	1.401	0.408	1.597	1.217	0.455	0.613	0.930	0.054	0.537	0.457	0.379	0.000	0.000	90.75	100
3:30	0.550	0.000	0.508	1.401	0.460	1.350	1.115	0.413	0.613	0.750	0.054	0.344	0.398	0.379	0.000	0.000	91.67	100
4:00	0.435	0.071	0.318	1.331	0.454	1.182	1.182	0.481	0.327	0.776	0.106	0.689	0.403	0.427	0.000	0.000	91.82	100
4:30	0.357	0.071	0.437	1.447	0.454	1.196	1.182	0.424	0.327	0.767	0.106	0.419	0.464	0.427	0.000	0.000	91.92	100
5:00	0.316	0.071	0.479	1.522	0.459	1.097	1.024	0.677	0.303	0.746	0.106	0.495	0.558	0.581	0.000	0.000	91.57	100
5:30	0.366	0.000	0.389	1.828	0.344	0.861	0.895	0.777	0.303	0.745	0.054	0.397	0.420	0.533	0.000	0.000	92.09	100
6:00	0.294	0.000	0.445	1.469	0.312	0.811	0.688	0.559	0.250	0.927	0.054	0.595	0.447	0.358	0.125	0.000	92.67	100
6:30	0.356	0.000	0.299	1.150	0.249	0.433	0.697	0.503	0.250	0.829	0.054	0.582	0.191	0.358	0.125	0.000	93.92	100
7:00	0.291	0.000	0.385	0.641	0.114	0.434	0.568	0.378	0.193	0.585	0.000	0.449	0.307	0.160	0.000	0.000	95.50	100
7:30	0.328	0.000	0.264	0.622	0.158	0.328	0.511	0.223	0.193	0.453	0.000	0.267	0.250	0.160	0.000	0.000	96.24	100
8:00	0.249	0.059	0.325	0.280	0.077	0.184	0.381	0.081	0.060	0.455	0.000	0.115	0.130	0.000	0.000	0.000	97.60	100
8:30	0.175	0.000	0.153	0.228	0.077	0.155	0.322	0.097	0.060	0.334	0.000	0.000	0.130	0.000	0.000	0.000	98.27	100
9:00	0.116	0.000	0.000	0.063	0.077	0.071	0.109	0.094	0.000	0.149	0.000	0.047	0.129	0.000	0.052	0.000	99.09	100
9:30	0.116	0.000	0.000	0.063	0.077	0.000	0.109	0.094	0.000	0.149	0.000	0.047	0.129	0.000	0.052	0.000	99.16	100
10:00	0.037	0.000	0.052	0.256	0.077	0.000	0.119	0.148	0.000	0.149	0.000	0.047	0.109	0.000	0.052	0.000	98.95	100
10:30	0.037	0.000	0.052	0.256	0.077	0.053	0.059	0.094	0.000	0.149	0.000	0.047	0.000	0.000	0.052	0.000	99.12	100
11:00	0.037	0.000	0.052	0.264	0.000	0.053	0.059	0.136	0.000	0.149	0.000	0.047	0.073	0.000	0.000	0.000	99.13	100
11:30	0.037	0.000	0.052	0.326	0.000	0.073	0.059	0.186	0.000	0.099	0.061	0.047	0.000	0.000	0.071	0.000	98.99	100
average	0.57	0.02	0.42	1.13	0.32	0.87	0.93	0.37	0.39	0.53	0.03	0.44	0.32	0.26	0.02	0.00	93.38	
Max.	2.50	0.07	1.25	2.86	1.15	2.33	3.05	0.89	1.23	1.45	0.12	1.58	1.00	0.76	0.13	0.00	99.94	
std.dev.	0.75	0.03	0.40	0.99	0.32	0.85	0.92	0.29	0.43	0.40	0.04	0.45	0.31	0.26	0.04	0.00	6.16	

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2010]

	TOTAL	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
Radju Malta	76	29	47	0	1	1	25	24	20	5	13	26	7	10	10	9
	4.2%	3.1%	5.3%	.0%	.3%	.6%	4.3%	5.7%	9.0%	8.4%	3.4%	5.1%	2.6%	4.1%	4.1%	5.8%
	100.0%	38.2%	61.8%	.0%	1.4%	1.1%	33.2%	31.2%	26.5%	6.5%	17.1%	34.9%	9.1%	13.4%	13.8%	11.9%
Radju Parlament 106.6	5	5	0	0	0	1	4	0	0	0	1	3	0	1	0	0
	.3%	.5%	.0%	.0%	.0%	.8%	.6%	.0%	.0%	.0%	.3%	.5%	.0%	.4%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	22.5%	77.5%	.0%	.0%	.0%	22.5%	54.2%	.0%	23.3%	.0%	.0%
Magic Radio	79	40	40	1	12	3	44	17	2	0	18	25	11	9	13	3
	4.4%	4.3%	4.4%	1.7%	3.7%	2.4%	7.5%	4.1%	.8%	.0%	4.7%	4.9%	4.1%	3.5%	5.3%	1.8%
	100.0%	49.9%	50.1%	1.7%	15.0%	4.3%	55.6%	21.1%	2.3%	.0%	22.6%	32.1%	13.6%	11.1%	17.0%	3.5%
ONE Radio	128	69	59	1	7	5	27	51	31	5	30	28	25	17	12	15
	7.0%	7.4%	6.6%	1.1%	2.3%	3.9%	4.6%	12.3%	13.8%	9.0%	7.8%	5.4%	9.6%	7.0%	4.7%	9.9%
	100.0%	53.8%	46.2%	.7%	5.8%	4.3%	21.2%	39.6%	24.3%	4.2%	23.2%	22.2%	19.7%	13.6%	9.3%	12.0%
Radio 101	42	28	14	1	2	2	13	15	8	2	13	14	6	5	1	3
	2.3%	3.1%	1.6%	1.3%	.6%	1.5%	2.2%	3.6%	3.6%	3.2%	3.4%	2.7%	2.4%	2.1%	.3%	2.2%
	100.0%	66.9%	33.1%	2.4%	4.7%	5.1%	29.8%	34.6%	19.0%	4.5%	30.1%	32.9%	14.6%	12.4%	1.8%	8.1%
Bay Radio	200	108	92	15	69	40	65	10	2	0	30	50	34	27	46	13
	11.0%	11.6%	10.4%	18.6%	21.6%	28.6%	11.1%	2.4%	.8%	.0%	8.0%	9.6%	13.2%	10.7%	17.9%	8.6%
	100.0%	53.9%	46.1%	7.3%	34.6%	20.0%	32.3%	4.9%	.9%	.0%	15.1%	25.1%	17.1%	13.2%	22.8%	6.6%
Calypso Radio	103	57	46	3	2	2	42	44	10	0	21	33	17	15	8	9
	5.7%	6.2%	5.1%	4.3%	.7%	1.5%	7.2%	10.6%	4.3%	.0%	5.4%	6.4%	6.5%	6.1%	3.2%	5.5%
	100.0%	55.5%	44.5%	3.3%	2.1%	2.1%	40.9%	42.3%	9.3%	.0%	20.1%	32.3%	16.5%	14.8%	7.9%	8.4%
RTK	65	27	38	0	0	1	13	29	19	3	12	18	6	13	7	9
	3.6%	2.9%	4.3%	.0%	.0%	.7%	2.2%	7.0%	8.5%	5.9%	3.0%	3.5%	2.4%	5.3%	2.7%	5.8%
	100.0%	41.2%	58.8%	.0%	.0%	1.6%	19.6%	44.1%	29.3%	5.4%	17.7%	27.8%	9.6%	20.3%	10.7%	13.8%
Smash Radio	46	29	17	0	6	5	29	7	0	0	11	8	8	4	9	5
	2.5%	3.1%	1.9%	.0%	1.7%	3.4%	4.9%	1.6%	.0%	.0%	3.0%	1.5%	3.1%	1.7%	3.5%	3.5%
	100.0%	62.9%	37.1%	.0%	12.3%	10.4%	62.5%	14.8%	.0%	.0%	24.6%	16.8%	17.6%	9.3%	19.6%	12.0%
Radju Marija	69	22	47	1	1	0	13	22	22	10	16	24	10	8	6	5
	3.8%	2.4%	5.2%	1.4%	.3%	.0%	2.3%	5.3%	9.6%	17.1%	4.2%	4.6%	4.0%	3.0%	2.4%	3.0%
	100.0%	32.2%	67.8%	1.6%	1.4%	.0%	19.5%	31.5%	31.4%	14.6%	23.0%	35.2%	15.0%	11.0%	9.1%	6.7%
Campus FM	6	6	0	0	0	1	2	3	0	0	0	2	0	3	1	0
	.3%	.7%	.0%	.0%	.0%	.7%	.4%	.7%	.0%	.0%	.0%	.4%	.0%	1.2%	.4%	.0%
	100.0%	100.0%	.0%	.0%	.0%	15.4%	38.4%	46.3%	.0%	.0%	.0%	35.8%	.0%	48.8%	15.4%	.0%
Vibe FM	89	53	36	5	43	9	28	3	1	0	16	25	13	13	15	6
	4.9%	5.7%	4.1%	6.9%	13.3%	6.4%	4.9%	.7%	.4%	.0%	4.4%	4.9%	4.9%	5.4%	6.0%	3.9%
	100.0%	59.5%	40.5%	6.1%	47.9%	10.1%	31.8%	3.0%	1.0%	.0%	18.5%	28.4%	14.3%	14.9%	17.1%	6.8%

	TOTAL	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
XFM	50	30	20	4	15	8	19	4	0	0	11	15	5	4	12	2
	2.8%	3.2%	2.3%	5.1%	4.7%	5.8%	3.3%	.9%	.0%	.0%	2.9%	3.0%	2.1%	1.7%	4.6%	1.5%
Community Radio Stations	100.0%	59.4%	40.6%	8.0%	30.1%	16.3%	38.0%	7.6%	.0%	.0%	22.0%	30.7%	10.9%	8.6%	23.1%	4.7%
	30	17	13	0	1	5	10	8	4	2	7	6	4	3	7	4
	1.6%	1.8%	1.5%	.0%	.3%	3.8%	1.7%	1.9%	1.7%	3.1%	1.8%	1.2%	1.4%	1.1%	2.7%	2.5%
Other Radio Station	100.0%	56.0%	44.0%	.0%	3.6%	17.7%	33.6%	25.9%	12.9%	6.1%	22.3%	20.2%	12.4%	9.0%	23.3%	12.7%
	8	7	1	0	1	0	1	3	2	0	1	3	2	1	0	0
	.4%	.7%	.1%	.0%	.3%	.0%	.2%	.7%	1.0%	.0%	.3%	.6%	.9%	.4%	.0%	.0%
No particular radio station	100.0%	87.9%	12.1%	.0%	12.1%	.0%	17.2%	40.4%	30.3%	.0%	15.1%	42.5%	30.3%	12.1%	.0%	.0%
	49	27	21	1	8	2	19	6	11	2	2	21	4	9	9	3
	2.7%	2.9%	2.4%	1.2%	2.5%	1.7%	3.2%	1.4%	5.1%	3.1%	.5%	4.0%	1.7%	3.8%	3.5%	2.1%
Did not remember	100.0%	55.9%	44.1%	1.9%	16.4%	5.0%	38.0%	11.6%	23.4%	3.7%	4.0%	42.9%	8.8%	19.4%	18.2%	6.7%
	13	7	6	0	3	0	5	3	2	1	2	6	1	1	2	1
	.7%	.7%	.7%	.0%	1.0%	.0%	.8%	.7%	.8%	1.5%	.6%	1.2%	.4%	.3%	.9%	.6%
Did not listen to radio	100.0%	52.1%	47.9%	.0%	23.4%	.0%	35.0%	20.6%	14.1%	6.9%	16.9%	45.6%	7.0%	5.1%	18.2%	7.3%
	762	368	394	46	150	53	226	167	91	29	175	211	106	105	97	67
	41.9%	39.7%	44.2%	58.5%	46.7%	38.1%	38.6%	40.6%	40.6%	48.7%	46.3%	40.6%	40.7%	42.2%	37.9%	43.3%
	100.0%	48.3%	51.7%	6.1%	19.7%	7.0%	29.6%	21.9%	12.0%	3.8%	23.0%	27.8%	13.9%	13.8%	12.7%	8.8%
Total	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [APR-JUN 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
Radju Malta	76	7	10	15	13	11	5	15	18	27	31
	4.2%	2.8%	3.8%	5.6%	4.8%	4.2%	2.0%	5.8%	3.1%	4.4%	4.9%
	100.0%	9.7%	13.1%	19.3%	16.9%	14.1%	6.8%	20.1%	23.9%	35.8%	40.3%
Radju Parlament 106.6	5	0	0	1	1	0	1	1	0	3	1
	.3%	.0%	.0%	.5%	.4%	.0%	.4%	.5%	.0%	.6%	.2%
	100.0%	.0%	.0%	27.1%	22.5%	.0%	23.3%	27.1%	.0%	72.9%	27.1%
Magic Radio	79	8	6	13	11	9	21	11	22	28	30
	4.4%	3.1%	2.3%	5.1%	4.2%	3.5%	8.1%	4.3%	3.7%	4.5%	4.9%
	100.0%	10.2%	7.5%	16.8%	14.0%	11.3%	26.2%	14.1%	27.3%	34.8%	38.0%
ONE Radio	128	25	17	16	21	19	17	12	47	49	32
	7.0%	9.7%	6.5%	6.3%	7.8%	7.5%	6.7%	4.5%	8.0%	7.9%	5.2%
	100.0%	19.9%	13.3%	12.9%	16.2%	14.9%	13.5%	9.3%	36.6%	38.2%	25.2%
Radio 101	42	4	5	6	6	5	12	5	15	15	12
	2.3%	1.6%	1.9%	2.4%	2.1%	1.9%	4.5%	1.9%	2.5%	2.5%	2.0%
	100.0%	10.0%	11.6%	14.7%	13.2%	11.1%	27.3%	12.0%	34.9%	36.4%	28.6%
Bay Radio	200	29	34	31	29	22	29	27	73	73	54
	11.0%	11.0%	12.8%	12.1%	11.0%	8.7%	11.1%	10.3%	12.4%	11.9%	8.8%
	100.0%	14.4%	16.8%	15.7%	14.5%	10.9%	14.3%	13.4%	36.3%	36.7%	27.1%
Calypso Radio	103	17	15	15	15	15	13	11	40	24	39
	5.7%	6.7%	5.6%	5.9%	5.8%	6.1%	5.2%	4.3%	6.9%	3.8%	6.3%
	100.0%	17.0%	14.4%	14.9%	14.8%	14.9%	13.1%	11.0%	39.0%	22.9%	38.1%
RTK	65	12	7	5	10	13	11	7	16	26	23
	3.6%	4.4%	2.7%	2.1%	3.6%	5.1%	4.4%	2.7%	2.8%	4.2%	3.7%
	100.0%	17.8%	11.1%	8.3%	14.7%	19.9%	17.2%	11.0%	24.9%	40.1%	35.0%
Smash Radio	46	7	6	13	4	4	9	2	9	22	15
	2.5%	2.7%	2.3%	4.9%	1.7%	1.7%	3.7%	.7%	1.5%	3.5%	2.5%
	100.0%	15.5%	13.0%	27.6%	9.6%	9.5%	20.7%	4.1%	19.4%	47.3%	33.3%
Radju Marija	69	10	18	9	8	5	10	9	22	21	26
	3.8%	3.9%	7.0%	3.5%	3.1%	1.9%	3.8%	3.3%	3.8%	3.4%	4.1%
	100.0%	14.7%	26.6%	13.1%	12.1%	7.0%	14.0%	12.5%	32.1%	30.8%	37.1%
Campus FM	6	0	1	0	2	2	1	0	3	1	2
	.3%	.0%	.4%	.0%	.8%	.9%	.4%	.0%	.5%	.2%	.3%
	100.0%	.0%	15.5%	.0%	32.9%	36.0%	15.5%	.0%	48.7%	20.6%	30.7%
Vibe FM	89	14	12	8	17	12	11	15	32	35	23
	4.9%	5.2%	4.5%	3.2%	6.6%	4.8%	4.4%	5.6%	5.5%	5.6%	3.6%
	100.0%	15.2%	13.3%	9.3%	19.5%	13.6%	12.8%	16.4%	36.0%	38.8%	25.2%
XFM	50	8	7	10	2	9	4	10	19	13	18
	2.8%	3.0%	2.8%	3.9%	.8%	3.6%	1.5%	3.7%	3.2%	2.1%	2.9%
	100.0%	15.8%	14.7%	20.0%	4.2%	18.3%	7.7%	19.2%	37.7%	26.2%	36.2%
Community Radio Stations	30	2	3	7	4	7	3	4	7	11	12
	1.6%	.8%	1.3%	2.6%	1.4%	2.6%	1.1%	1.7%	1.2%	1.8%	1.9%
	100.0%	7.3%	11.6%	22.6%	12.4%	22.3%	9.1%	14.8%	22.9%	37.1%	40.1%
Other Radio Station	8	1	0	2	1	2	0	1	2	2	3
	.4%	.4%	.0%	.9%	.4%	.9%	.0%	.3%	.4%	.3%	.5%
	100.0%	12.7%	.0%	30.3%	15.1%	29.9%	.0%	12.1%	32.3%	24.8%	42.9%
No particular radio station	49	11	9	10	4	7	3	5	11	19	18
	2.7%	4.1%	3.6%	4.0%	1.5%	2.6%	1.1%	1.8%	1.9%	3.1%	2.9%
	100.0%	22.2%	19.2%	21.5%	8.2%	13.4%	5.8%	9.7%	23.4%	39.2%	37.4%
Did not remember	13	3	0	3	2	4	1	0	0	9	4
	.7%	1.3%	.0%	1.2%	.8%	1.4%	.4%	.0%	.0%	1.5%	.7%
	100.0%	26.4%	.0%	23.6%	16.1%	26.7%	7.3%	.0%	.0%	69.2%	30.8%
Did not listen to radio	762	102	112	93	114	108	106	127	249	238	275
	41.9%	39.2%	42.7%	35.8%	43.2%	42.6%	41.3%	48.4%	42.6%	38.7%	44.5%
	100.0%	13.5%	14.7%	12.2%	15.0%	14.1%	13.9%	16.6%	32.7%	31.3%	36.0%
Total	1819	261	263	260	265	253	257	261	585	616	618
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.4%	14.4%	14.3%	14.5%	13.9%	14.1%	14.4%	32.1%	33.9%	34.0%

[Count; Col %; Row %]

[Base: No of Consumers and Time Spent]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	99.70	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	99.70	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
7:30	0.000	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
8:00	0.000	0.693	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
8:30	0.000	0.693	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
9:00	0.000	0.693	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.698	98.61	100
9:30	0.000	0.693	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.698	98.61	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
11:00	0.000	0.734	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.424	0.000	0.000	0.000	98.84	100
11:30	0.000	0.734	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.424	0.000	0.000	0.000	98.84	100
NOON	0.705	0.734	0.631	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.000	0.000	0.000	0.424	0.000	0.000	97.00	100
12:30	0.705	0.734	0.631	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.000	0.000	0.000	0.424	0.000	0.000	97.00	100
1:00	0.346	0.346	0.631	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.000	0.000	0.398	0.000	0.000	0.694	97.08	100
1:30	1.188	0.346	0.631	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.345	0.000	0.398	0.000	0.000	1.110	95.48	100
2:00	1.188	1.606	0.000	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.946	0.397	0.398	0.000	0.000	1.110	93.85	100
2:30	1.188	1.606	0.000	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.911	0.397	0.398	0.000	0.000	1.110	93.89	100
3:00	0.751	1.951	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.299	0.506	0.000	0.000	0.538	1.652	93.30	100
3:30	0.751	1.951	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.989	0.506	0.000	0.000	0.538	1.652	93.61	100
4:00	1.725	0.641	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.000	0.310	0.388	0.000	0.000	0.000	0.538	2.322	93.73	100
4:30	2.130	0.641	0.000	0.000	0.000	0.000	0.000	0.346	0.000	0.000	0.310	0.388	0.000	0.000	0.000	0.538	2.322	93.32	100
5:00	2.130	0.296	0.000	0.000	0.300	0.000	0.000	0.346	0.000	0.000	0.310	0.388	0.000	0.371	0.000	0.538	3.090	92.23	100
5:30	1.785	0.000	0.000	0.000	0.300	0.000	0.000	0.346	0.000	0.000	0.310	0.000	0.000	0.000	0.000	0.538	3.018	93.70	100
6:00	1.142	0.538	0.310	0.000	0.300	0.000	0.000	0.000	0.000	0.000	0.675	0.000	0.000	0.397	0.000	0.538	3.952	92.15	100
6:30	1.001	0.884	0.310	0.000	0.300	0.000	0.000	0.000	0.000	0.000	0.675	0.000	0.000	0.397	0.000	0.926	3.952	91.56	100
7:00	2.223	4.315	0.566	0.444	0.300	0.000	0.000	0.000	0.000	0.000	0.675	0.000	0.000	0.935	0.000	1.292	2.619	86.63	100
7:30	3.477	5.591	0.566	0.444	0.300	0.000	0.000	0.000	0.000	0.000	0.985	0.427	0.000	0.397	0.000	1.292	4.284	82.24	100
7:45	3.182	5.591	1.044	0.444	0.300	0.000	0.000	0.000	0.000	0.000	0.985	0.427	0.000	0.397	0.000	0.926	4.284	82.42	100
8:00	15.773	6.416	1.122	0.444	0.300	0.000	0.000	1.655	0.000	0.000	1.382	0.000	0.506	0.846	0.000	0.698	4.738	66.12	100
8:30	16.732	8.805	0.388	0.296	0.300	0.000	0.000	3.518	0.000	0.000	2.057	0.000	0.506	0.846	0.000	0.698	5.279	60.57	100
9:00	14.708	7.152	0.388	0.296	0.300	0.000	0.000	4.008	0.000	0.000	2.097	1.604	1.664	1.283	0.000	0.781	4.933	60.79	100
9:30	14.694	6.798	0.388	0.296	0.300	0.360	0.000	3.663	0.000	0.000	2.028	1.604	2.052	1.283	0.000	0.781	4.567	61.19	100
10:00	7.146	4.407	0.000	0.000	0.000	0.360	0.000	3.353	0.424	0.000	1.718	1.659	1.546	1.283	0.000	0.388	3.637	74.08	100
10:30	2.925	2.151	0.000	0.000	0.000	0.000	0.000	3.144	0.424	0.000	1.281	1.267	1.171	1.283	0.000	0.388	2.445	83.52	100
11:00	0.256	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.675	1.010	1.164	0.497	0.000	0.388	1.574	94.44	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.664	0.371	0.497	0.000	0.000	0.791	97.68	100
Avg.	2.00	1.40	0.17	0.05	0.07	0.01	0.00	0.48	0.02	0.00	0.34	0.29	0.22	0.25	0.03	0.25	1.37	93.04	
Max.	16.73	8.80	1.12	0.44	0.30	0.36	0.00	4.01	0.42	0.00	2.10	1.66	2.05	1.28	0.42	1.29	5.28	100.0	
Std.	4.27	2.26	0.29	0.14	0.13	0.07	0.00	1.08	0.08	0.00	0.61	0.50	0.48	0.40	0.12	0.37	1.71	10.89	

TABLE 7.3.B: TV AUDIENCES - TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	99.63	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	99.63	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	99.63	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	99.63	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
7:00	0.363	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.28	100
7:30	0.363	0.254	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.38	100
8:00	0.000	0.254	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	0.342	98.90	100
8:30	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	0.342	98.49	100
9:00	0.000	0.254	0.342	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	1.483	97.42	100
9:30	0.000	0.254	0.342	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	1.483	97.42	100
10:00	0.000	0.254	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	1.483	97.95	100
10:30	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	1.483	97.92	100
11:00	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.524	98.18	100
11:30	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.524	98.18	100
NOON	0.633	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.493	0.000	0.000	0.744	98.13	100
12:30	0.342	0.293	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.493	0.000	0.000	0.744	98.13	100
1:00	0.639	0.894	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.293	0.000	0.493	0.000	0.000	1.508	96.17	100
1:30	0.342	0.894	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.493	0.000	0.000	1.508	96.76	100
2:00	0.000	0.894	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.853	0.000	0.493	0.347	0.000	2.003	95.10	100
2:30	0.000	0.894	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.545	0.000	0.493	0.347	0.000	1.656	95.76	100
3:00	0.000	0.601	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.545	0.000	0.493	0.000	0.000	1.615	96.75	100
3:30	0.000	0.601	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.254	0.000	0.493	0.000	0.000	1.958	96.37	100
4:00	1.119	0.601	0.441	0.000	0.000	0.000	0.000	1.142	0.000	0.000	0.308	0.254	0.000	1.322	0.347	0.308	1.459	92.70	100
4:30	1.119	0.601	0.441	0.000	0.000	0.000	0.000	0.819	0.000	0.000	0.308	0.254	0.000	1.322	0.000	0.308	1.892	92.94	100
5:00	1.653	0.679	0.783	0.000	0.000	0.000	0.000	0.819	0.000	0.000	0.308	0.000	0.363	0.913	0.000	0.308	1.542	92.63	100
5:30	1.960	1.506	0.783	0.000	0.000	0.000	0.000	0.819	0.000	0.433	0.308	0.000	0.363	0.913	0.000	0.000	1.170	91.74	100
6:00	2.352	0.679	1.126	0.000	0.000	0.000	0.000	0.000	0.000	0.433	0.308	0.000	1.286	0.913	0.000	0.000	2.058	90.84	100
6:30	2.715	0.308	1.126	0.434	0.000	0.000	0.000	0.000	0.000	0.433	0.308	0.000	1.286	0.913	0.000	0.000	2.058	90.42	100
7:00	4.071	1.528	0.784	0.434	0.000	0.000	0.000	0.000	0.000	0.000	0.343	0.413	0.756	1.264	0.000	0.000	1.761	88.65	100
7:30	4.414	3.122	0.784	0.434	0.000	0.000	0.000	0.000	0.000	0.000	0.651	0.413	0.756	1.264	0.000	0.000	2.118	86.05	100
7:45	4.486	2.688	1.225	0.434	0.000	0.000	0.000	0.000	0.000	0.000	1.321	0.413	0.756	1.264	0.000	0.000	2.118	85.30	100
8:00	12.636	2.925	0.441	0.434	0.000	0.372	0.000	0.790	0.000	0.000	1.321	0.825	1.333	2.538	0.000	0.308	3.709	72.37	100
8:30	13.191	4.905	0.804	0.000	0.000	0.000	0.000	3.597	0.000	0.000	2.600	0.825	2.039	2.900	0.000	0.308	4.917	63.91	100
9:00	13.937	4.964	0.882	0.000	0.000	0.638	0.000	4.992	0.000	0.000	4.398	0.825	3.196	2.891	0.413	0.308	7.289	55.27	100
9:30	13.161	4.579	1.245	0.000	0.000	0.291	0.000	4.992	0.000	0.000	3.678	0.825	3.553	2.891	0.413	0.308	7.294	56.77	100
10:00	8.241	2.321	0.804	0.000	0.000	0.291	0.000	3.793	0.000	0.000	2.847	0.000	3.916	2.135	0.000	0.308	5.177	70.17	100
10:30	4.302	1.217	0.804	0.000	0.000	0.291	0.000	1.291	0.000	0.000	2.524	0.000	2.739	1.772	0.000	0.308	3.664	81.09	100
11:00	0.308	0.664	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.725	0.000	0.787	1.348	0.000	0.000	1.427	94.45	100
11:30	0.615	0.357	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.787	0.986	0.000	0.000	0.722	95.88	100
Avg.	1.92	0.84	0.28	0.04	0.00	0.04	0.00	0.48	0.00	0.03	0.49	0.15	0.53	0.67	0.04	0.06	1.46	92.97	
Max.	13.94	4.96	1.24	0.43	0.00	0.64	0.00	4.99	0.00	0.43	4.40	0.85	3.92	2.90	0.41	0.31	7.29	100.0	
Std.	3.78	1.29	0.41	0.13	0.00	0.12	0.00	1.22	0.00	0.10	1.00	0.28	0.97	0.84	0.11	0.12	1.73	11.07	

TABLE 7.3.C: TV AUDIENCES - WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
0:30	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
1:00	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.425	0.000	0.000	99.08	100
1:30	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.301	99.70	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.301	99.70	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.301	99.70	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:30	0.547	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.45	100
8:00	0.301	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
8:30	0.301	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
9:00	0.608	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.04	100
9:30	0.608	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.04	100
10:00	1.246	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.39	100
10:30	0.935	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.70	100
11:00	0.935	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.07	100
11:30	0.608	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	98.99	100
NOON	0.612	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	98.99	100
12:30	0.612	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	98.99	100
1:00	0.923	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.68	100
1:30	0.923	0.711	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.924	0.000	0.000	0.000	0.000	0.439	97.00	100
2:00	0.311	0.711	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.285	0.000	0.000	0.000	0.000	0.000	97.69	100
2:30	0.311	0.711	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.285	0.000	0.000	0.000	0.000	0.000	97.69	100
3:00	0.311	0.711	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.974	0.327	0.000	0.000	0.000	0.311	97.02	100
3:30	0.311	0.711	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.618	0.327	0.000	0.000	0.000	0.311	97.37	100
4:00	1.010	0.935	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.311	0.974	0.327	0.000	0.000	0.000	2.166	93.90	100
4:30	0.683	0.624	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.311	0.974	0.000	0.000	0.000	0.000	2.166	94.87	100
5:00	0.683	0.624	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.311	0.960	0.000	0.000	0.425	0.000	1.915	94.71	100
5:30	1.073	0.624	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.311	0.960	0.000	0.000	0.425	0.000	1.407	94.83	100
6:00	0.390	1.053	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	1.211	0.000	0.000	0.000	0.000	0.417	96.57	100
6:30	0.390	1.380	0.000	0.000	0.000	0.000	0.000	0.618	0.000	0.000	0.000	1.211	0.000	0.000	0.000	0.000	0.417	95.98	100
7:00	1.654	3.386	0.439	0.000	0.000	0.000	0.000	0.618	0.000	0.000	0.000	0.707	0.000	0.000	0.000	1.123	0.831	91.24	100
7:30	1.654	5.821	0.439	0.000	0.000	0.000	0.000	0.618	0.000	0.000	0.311	0.707	0.000	0.376	0.000	1.423	0.831	87.82	100
7:45	1.654	5.821	0.828	0.000	0.000	0.000	0.000	0.618	0.000	0.000	0.608	0.707	0.000	0.376	0.000	1.034	0.831	87.52	100
8:00	10.770	5.848	1.541	0.000	0.000	0.311	0.000	1.771	0.000	0.000	0.608	0.356	1.337	0.790	0.000	1.830	2.599	72.24	100
8:30	8.955	6.825	4.260	0.000	0.000	0.311	0.000	2.523	0.772	0.417	1.046	1.123	1.786	0.376	0.000	1.235	3.899	66.47	100
9:00	6.337	5.148	5.166	0.000	0.000	0.311	0.000	2.523	0.673	0.817	1.091	2.018	2.813	1.226	0.000	0.829	4.857	66.19	100
9:30	6.845	5.061	3.294	0.000	0.000	0.311	0.000	2.523	0.673	0.817	1.091	2.018	2.921	1.766	0.000	0.845	4.529	67.31	100
10:00	3.580	3.908	1.276	0.000	0.000	0.000	0.407	2.019	0.673	0.817	0.794	1.662	2.148	1.766	0.000	0.845	3.820	76.28	100
10:30	3.208	2.344	1.276	0.000	0.000	0.000	0.407	1.514	0.673	0.817	0.438	0.895	1.640	1.766	0.000	0.000	3.025	82.00	100
11:00	1.292	1.108	0.000	0.000	0.000	0.000	0.407	0.407	0.301	0.000	0.000	0.895	0.000	1.210	0.000	0.000	1.651	92.73	100
11:30	0.000	0.540	0.000	0.000	0.000	0.000	0.407	0.000	0.301	0.000	0.000	0.547	0.000	1.600	0.000	0.000	0.000	96.61	100
Avg.	1.24	1.15	0.42	0.01	0.00	0.03	0.03	0.36	0.08	0.08	0.16	0.47	0.28	0.23	0.03	0.19	0.79	94.46	
Max.	10.77	6.83	5.17	0.36	0.00	0.31	0.41	2.52	0.77	0.82	1.09	2.02	2.92	1.77	0.43	1.83	4.86	100.0	
Std.	2.29	1.92	1.07	0.07	0.00	0.09	0.11	0.72	0.22	0.23	0.31	0.60	0.73	0.53	0.10	0.45	1.30	9.28	

TABLE 7.3.D: TV AUDIENCES - THURSDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.489	99.51	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.489	99.51	100
7:00	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
7:30	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
8:00	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
8:30	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
9:00	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.496	98.80	100
9:30	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.496	98.80	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.496	99.14	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.496	99.14	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	99.63	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	99.63	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.344	99.66	100
12:30	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.344	99.36	100
1:00	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.752	98.19	100
1:30	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.112	97.83	100
2:00	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.705	0.000	0.000	0.000	0.000	0.360	97.88	100
2:30	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.705	0.000	0.000	0.000	0.000	0.360	97.88	100
3:00	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.705	0.406	0.000	0.000	0.000	1.021	96.81	100
3:30	0.000	1.057	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.705	0.000	0.000	0.000	0.000	1.021	96.87	100
4:00	2.005	0.697	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.295	0.798	0.000	0.000	0.000	0.780	95.08	100
4:30	2.005	0.697	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.295	0.798	0.000	0.000	0.000	1.121	94.78	100
5:00	1.574	0.950	0.430	0.000	0.000	0.000	0.000	0.611	0.000	0.000	0.000	0.295	0.399	0.000	0.000	0.000	1.458	94.28	100
5:30	1.924	0.950	0.430	0.000	0.000	0.000	0.000	0.611	0.000	0.000	0.000	0.295	0.399	0.000	0.000	0.000	1.049	94.34	100
6:00	1.072	0.950	0.430	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.295	0.399	0.000	0.406	0.000	2.243	93.90	100
6:30	0.654	1.310	0.430	0.000	0.000	0.000	0.000	0.646	0.000	0.000	0.000	0.649	0.399	0.000	0.000	0.000	1.822	94.09	100
7:00	2.330	2.337	1.704	0.341	0.000	0.000	0.000	1.292	0.000	0.000	0.382	0.649	0.000	0.341	0.000	0.339	2.007	88.28	100
7:30	2.392	5.550	2.010	0.000	0.000	0.000	0.000	1.292	0.000	0.000	0.722	0.649	0.000	0.341	0.000	0.679	1.950	84.42	100
7:45	2.392	5.190	2.298	0.000	0.000	0.000	0.000	1.292	0.000	0.000	0.722	0.649	0.000	0.341	0.000	0.679	1.950	84.49	100
8:00	12.356	7.363	1.892	0.000	0.000	0.000	0.000	1.777	0.000	0.000	0.722	0.678	0.391	0.750	0.498	1.019	3.063	69.49	100
8:30	15.218	6.768	1.444	0.000	0.000	0.000	0.000	3.026	0.000	0.000	1.577	0.678	1.668	1.171	0.498	1.359	3.660	62.93	100
9:00	15.950	5.797	1.827	0.000	0.000	0.000	0.000	2.255	0.421	0.000	1.536	1.397	2.850	0.421	0.498	0.679	6.294	60.07	100
9:30	15.222	5.367	2.257	0.000	0.000	0.000	0.000	2.561	0.421	0.000	1.536	0.660	2.136	0.421	0.498	0.679	6.837	61.41	100
10:00	13.486	3.257	1.444	0.000	0.000	0.000	0.000	1.915	0.421	0.000	1.230	0.392	0.947	0.000	0.000	0.000	5.929	70.98	100
10:30	9.925	2.728	1.014	0.000	0.000	0.000	0.000	0.665	0.421	0.000	0.890	0.392	0.947	0.421	0.000	0.498	5.929	76.17	100
11:00	1.058	0.344	0.430	0.000	0.000	0.000	0.000	0.729	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.498	0.993	95.95	100
11:30	0.000	0.000	0.430	0.000	0.000	0.000	0.000	0.369	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.993	98.21	100
Avg.	2.03	1.20	0.38	0.01	0.00	0.00	0.00	0.40	0.03	0.00	0.20	0.27	0.26	0.09	0.05	0.13	1.15	93.80	
Max.	15.95	7.36	2.30	0.34	0.00	0.00	0.00	3.03	0.42	0.00	1.58	1.40	2.85	1.17	0.50	1.36	6.84	100.0	
Std.	4.52	1.97	0.70	0.05	0.00	0.00	0.00	0.75	0.12	0.00	0.44	0.32	0.58	0.23	0.15	0.31	1.75	10.98	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.000	99.70	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.000	99.70	100
7:00	0.000	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.401	98.92	100
7:30	0.000	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.401	98.92	100
8:00	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.000	99.34	100
8:30	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.000	99.34	100
9:00	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	99.02	100
9:30	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	99.02	100
10:00	0.878	0.264	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	98.23	100
10:30	0.878	0.264	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	98.23	100
11:00	0.878	0.264	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	98.23	100
11:30	0.878	0.574	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	0.320	97.92	100
NOON	0.765	0.574	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.366	0.305	0.000	0.000	0.000	0.000	0.738	97.25	100
12:30	1.121	0.264	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.366	0.305	0.000	0.000	0.000	0.000	0.738	97.21	100
1:00	1.121	0.309	0.584	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.366	0.305	0.988	0.000	0.000	0.000	1.120	95.21	100
1:30	1.121	1.006	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.437	0.000	0.000	0.000	1.120	95.69	100
2:00	1.141	1.570	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.309	0.000	0.000	1.538	94.82	100
2:30	1.461	1.213	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.309	0.000	0.000	1.538	94.85	100
3:00	1.104	0.629	0.770	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.778	0.000	0.000	0.000	1.538	94.88	100
3:30	0.784	0.320	0.770	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.305	0.778	0.000	0.000	0.000	1.538	95.15	100
4:00	3.007	0.949	0.973	0.264	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.305	1.737	0.429	0.000	0.000	2.822	89.16	100
4:30	2.186	0.320	0.973	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	1.215	0.429	0.401	0.000	2.822	91.35	100
5:00	2.186	1.045	2.222	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	1.215	0.429	0.000	0.000	2.331	90.27	100
5:30	2.186	1.347	2.222	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.797	0.429	0.000	0.000	2.022	90.69	100
6:00	1.606	1.557	1.080	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	1.554	93.90	100
6:30	1.606	1.237	1.080	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	1.604	94.17	100
7:00	2.312	1.614	1.486	0.000	0.000	0.000	0.000	0.366	0.000	0.000	0.000	0.305	0.000	0.000	0.000	0.000	1.203	92.71	100
7:30	2.297	2.542	0.712	0.000	0.000	0.000	0.000	0.366	0.000	0.000	0.000	0.305	0.000	0.763	0.000	0.000	1.091	91.92	100
7:45	2.297	2.222	0.712	0.000	0.000	0.000	0.000	0.366	0.000	0.000	0.000	0.305	0.000	0.763	0.000	0.000	1.091	92.24	100
8:00	11.701	4.143	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	0.815	0.000	0.000	1.006	81.67	100
8:30	20.574	6.820	0.697	0.000	0.000	0.000	0.000	1.026	0.000	0.000	0.366	0.305	0.320	0.815	0.000	0.000	2.088	66.99	100
9:00	22.794	6.762	0.697	0.000	0.000	0.000	0.000	1.383	0.000	0.000	0.795	1.341	1.640	0.429	0.000	0.000	2.884	61.28	100
9:30	22.212	6.843	0.697	0.000	0.000	0.000	0.000	1.383	0.000	0.000	0.795	0.964	2.691	0.429	0.000	0.000	2.884	61.10	100
10:00	18.197	5.630	0.320	0.000	0.000	0.000	0.000	0.978	0.386	0.000	0.429	1.284	2.136	0.000	0.000	0.000	3.716	66.92	100
10:30	14.420	3.314	0.320	0.000	0.000	0.000	0.000	0.714	0.386	0.000	0.429	0.625	1.412	0.000	0.000	0.000	1.416	76.96	100
11:00	3.675	1.255	0.320	0.000	0.000	0.000	0.000	0.357	0.386	0.000	0.429	0.625	0.000	0.000	0.000	0.000	0.000	92.95	100
11:30	1.786	0.512	0.000	0.000	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.625	0.000	0.000	0.000	0.000	0.000	96.69	100
Avg.	3.03	1.15	0.37	0.01	0.00	0.00	0.00	0.16	0.03	0.00	0.09	0.30	0.33	0.13	0.01	0.00	0.88	93.52	
Max.	22.79	6.84	2.22	0.26	0.00	0.00	0.00	1.38	0.39	0.00	0.79	1.34	2.69	0.82	0.40	0.00	3.72	100.0	
Std.	6.01	1.85	0.55	0.04	0.00	0.00	0.00	0.35	0.11	0.00	0.20	0.28	0.65	0.25	0.06	0.00	1.00	10.07	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
8:00	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.795	0.000	0.000	0.000	98.81	100
8:30	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.376	0.000	0.000	0.000	99.22	100
9:00	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	0.444	0.000	0.371	0.000	98.37	100
9:30	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	0.444	0.000	0.371	0.000	98.37	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.419	1.246	0.000	0.371	0.404	97.30	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.866	0.000	0.371	0.775	97.73	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	1.380	0.000	0.371	1.504	96.48	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.866	0.000	0.371	1.504	97.00	100
NOON	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.404	0.986	0.000	0.371	1.149	96.50	100
12:30	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.404	0.986	0.000	0.371	1.149	96.50	100
1:00	1.428	0.000	0.315	0.000	0.000	0.371	0.000	0.000	0.000	0.000	0.000	0.260	0.404	0.444	0.000	0.371	0.404	96.00	100
1:30	2.337	0.300	0.315	0.000	0.000	0.632	0.000	0.000	0.000	0.000	0.000	0.260	0.404	0.444	0.000	0.000	0.798	94.51	100
2:00	2.977	0.744	0.666	0.000	0.000	0.632	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.863	0.000	0.000	1.543	92.32	100
2:30	2.582	0.744	0.966	0.000	0.000	0.632	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.863	0.411	0.000	1.543	92.00	100
3:00	1.351	0.744	0.966	0.000	0.000	0.260	0.000	0.000	0.000	0.000	0.000	0.000	0.511	0.863	0.000	0.000	1.468	93.84	100
3:30	1.351	0.744	0.966	0.000	0.000	0.260	0.000	0.000	0.000	0.000	0.000	0.000	0.511	1.222	0.000	0.000	1.468	93.48	100
4:00	2.396	0.815	0.966	0.000	0.000	0.260	0.000	0.422	0.000	0.000	0.000	0.554	1.318	1.255	0.000	0.000	1.113	90.90	100
4:30	2.026	0.815	0.966	0.000	0.000	0.260	0.000	0.422	0.000	0.000	0.000	0.554	1.318	1.255	0.000	0.000	1.413	90.97	100
5:00	4.067	1.481	0.966	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.318	1.441	0.000	0.000	1.413	89.31	100
5:30	3.280	1.481	0.966	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.318	1.441	0.000	0.000	1.825	89.69	100
6:00	2.449	1.561	0.000	0.000	0.000	0.000	0.000	0.422	0.000	0.000	0.000	0.000	1.740	0.990	0.000	0.000	2.547	90.29	100
6:30	2.449	1.912	0.000	0.000	0.000	0.000	0.000	0.422	0.000	0.000	0.000	0.000	1.740	0.990	0.000	0.000	2.247	90.24	100
7:00	2.118	2.262	0.941	0.350	0.000	0.000	0.000	0.422	0.000	0.000	0.000	0.000	1.663	0.990	0.000	0.000	2.468	88.79	100
7:30	2.118	3.192	1.384	0.350	0.000	0.000	0.000	0.422	0.000	0.000	0.300	0.000	1.663	0.990	0.000	0.000	2.982	86.60	100
7:45	2.118	2.748	1.384	0.350	0.000	0.000	0.000	0.422	0.000	0.000	0.300	0.000	1.663	0.990	0.000	0.315	2.982	86.73	100
8:00	7.065	3.800	1.736	0.350	0.000	0.000	0.000	1.059	0.000	0.380	0.300	0.000	1.663	2.506	0.000	0.315	3.171	77.66	100
8:30	10.729	3.697	1.736	0.000	0.000	0.000	0.000	3.999	0.000	0.380	0.300	0.000	1.978	3.020	0.000	0.000	2.760	71.40	100
9:00	11.961	4.118	1.552	0.000	0.000	0.000	0.000	6.856	0.315	0.380	0.300	3.413	2.491	2.263	0.000	0.000	4.545	61.81	100
9:30	11.728	4.561	1.552	0.000	0.000	0.000	0.000	6.856	0.315	0.380	0.300	4.571	2.491	2.263	0.000	0.000	4.545	60.44	100
10:00	8.726	3.866	0.807	0.000	0.000	0.000	0.000	6.295	0.315	0.380	0.300	2.777	1.987	0.958	0.000	0.000	2.537	71.05	100
10:30	5.881	2.335	0.260	0.000	0.000	0.000	0.000	3.983	0.315	0.380	0.300	2.777	1.672	0.958	0.000	0.304	2.537	78.30	100
11:00	3.932	0.744	0.000	0.000	0.000	0.000	0.000	2.156	0.000	0.380	0.000	0.793	0.434	0.514	0.000	0.304	1.051	89.69	100
11:30	3.489	0.000	0.000	0.000	0.000	0.000	0.000	1.851	0.000	0.380	0.000	0.793	0.434	0.000	0.000	0.304	1.194	91.55	100
Avg.	2.06	0.87	0.40	0.03	0.00	0.07	0.00	0.73	0.03	0.06	0.05	0.38	0.63	0.73	0.01	0.10	1.12	92.73	
Max.	11.96	4.56	1.74	0.35	0.00	0.63	0.00	6.86	0.31	0.38	0.30	4.57	2.49	3.02	0.41	0.37	4.55	100.0	
Std.	3.12	1.34	0.57	0.10	0.00	0.17	0.00	1.76	0.09	0.14	0.11	0.95	0.79	0.73	0.06	0.16	1.24	9.80	

TABLE 7.3.G: TV AUDIENCES - SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	99.64	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	99.64	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	99.64	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	99.64	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.416	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.19	100
7:30	0.416	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.19	100
8:00	0.503	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.55	100
8:30	0.503	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.55	100
9:00	0.892	1.674	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.405	97.03	100
9:30	0.892	1.674	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.405	97.03	100
10:00	1.369	1.921	0.545	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.300	0.000	0.000	0.773	94.59	100
10:30	2.778	1.921	0.545	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.300	0.000	0.000	0.773	93.18	100
11:00	5.163	1.921	0.838	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.300	0.000	0.000	0.744	90.53	100
11:30	5.163	1.921	0.838	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.300	0.000	0.000	0.744	90.53	100
NOON	5.192	1.191	0.838	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.398	92.38	100
12:30	4.536	1.191	0.545	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.398	93.33	100
1:00	4.171	1.191	0.545	0.000	0.000	0.000	0.000	0.538	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	93.18	100
1:30	4.171	1.191	0.545	0.000	0.000	0.000	0.000	0.538	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	93.18	100
2:00	2.024	1.191	0.000	0.000	0.000	0.000	0.000	1.083	0.000	0.000	0.000	0.000	0.000	0.397	0.000	0.000	0.365	94.94	100
2:30	1.714	1.191	0.000	0.000	0.000	0.000	0.000	0.545	0.000	0.000	0.000	0.000	0.000	0.397	0.000	0.000	0.810	95.34	100
3:00	2.101	0.845	0.000	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	0.000	0.696	0.000	0.000	2.106	93.85	100
3:30	2.101	0.845	0.000	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	0.000	0.696	0.000	0.000	2.106	93.85	100
4:00	3.285	0.845	0.000	0.000	0.000	0.000	0.000	1.681	0.000	0.000	0.000	0.310	0.325	0.916	0.000	0.000	3.360	89.28	100
4:30	3.629	0.845	0.000	0.000	0.000	0.000	0.000	1.681	0.000	0.000	0.000	0.310	0.325	0.916	0.000	0.000	3.776	88.52	100
5:00	2.377	0.845	0.000	0.000	0.000	0.000	0.000	1.681	0.000	0.000	0.000	0.606	0.325	0.916	0.000	0.000	2.594	90.66	100
5:30	2.032	0.845	0.310	0.000	0.000	0.000	0.000	1.681	0.000	0.000	0.000	0.606	0.325	1.328	0.000	0.000	2.990	89.88	100
6:00	1.197	1.210	0.310	0.000	0.000	0.000	0.000	0.902	0.000	0.000	0.000	0.606	0.325	0.000	0.000	0.000	2.497	92.95	100
6:30	1.246	1.210	0.670	0.000	0.000	0.000	0.000	0.902	0.000	0.000	0.000	0.310	0.325	0.000	0.000	0.000	2.497	92.84	100
7:00	1.537	2.348	0.310	0.000	0.000	0.000	0.000	1.398	0.000	0.000	0.000	0.684	0.412	0.000	0.000	0.000	3.176	90.13	100
7:30	2.192	5.219	0.310	0.000	0.000	0.000	0.000	0.902	0.000	0.000	0.427	0.684	0.412	0.000	0.000	0.000	3.176	86.68	100
7:45	2.537	5.219	0.603	0.000	0.000	0.000	0.000	1.329	0.000	0.000	0.000	0.684	0.000	0.000	0.000	0.000	3.176	86.45	100
8:00	14.006	5.149	0.603	0.000	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.374	0.835	0.296	0.000	0.000	4.265	74.13	100
8:30	22.497	4.599	0.994	0.000	0.000	0.000	0.000	2.564	0.000	0.346	1.002	0.374	1.134	0.296	0.000	0.000	4.422	61.77	100
9:00	22.287	4.096	0.256	0.000	0.000	0.000	0.000	2.979	0.000	0.602	1.002	0.374	1.209	0.296	0.000	0.000	4.026	62.87	100
9:30	19.884	4.096	0.256	0.000	0.000	0.000	0.000	3.345	0.000	0.602	1.002	0.374	1.415	0.296	0.000	0.000	3.660	65.07	100
10:00	10.821	2.535	0.556	0.000	0.000	0.000	0.000	2.384	0.310	0.602	1.002	0.000	1.912	0.000	0.000	0.000	2.863	77.02	100
10:30	9.739	1.824	0.556	0.000	0.000	0.000	0.000	1.154	0.310	0.346	0.346	0.000	1.415	0.000	0.000	0.000	2.863	81.45	100
11:00	2.318	0.675	0.300	0.000	0.000	0.000	0.000	0.810	0.310	0.000	0.000	0.000	1.415	0.360	0.000	0.000	1.549	92.26	100
11:30	0.606	0.365	0.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.412	0.000	0.000	0.000	1.200	97.12	100
Avg.	3.39	1.32	0.24	0.00	0.00	0.00	0.00	0.60	0.02	0.05	0.10	0.13	0.30	0.20	0.00	0.00	1.30	92.37	
Max.	22.50	5.22	0.99	0.00	0.00	0.00	0.00	3.34	0.31	0.60	1.00	0.68	1.91	1.33	0.00	0.00	4.42	100.0	
Std.	5.52	1.48	0.30	0.00	0.00	0.00	0.00	0.88	0.08	0.16	0.28	0.23	0.48	0.31	0.00	0.00	1.46	9.58	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	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	NONE	TOTAL
0:00	0.000	0.000	0.071	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.043	99.89	100
0:30	0.000	0.000	0.071	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.043	99.89	100
1:00	0.000	0.000	0.071	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.061	0.000	0.052	99.76	100
1:30	0.000	0.000	0.071	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	0.000	0.052	99.82	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	0.000	0.052	99.90	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	0.000	0.052	99.90	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.043	99.96	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.114	99.84	100
6:30	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.114	99.79	100
7:00	0.112	0.266	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.056	99.52	100
7:30	0.190	0.251	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.000	0.000	0.000	0.000	0.056	99.46	100
8:00	0.221	0.371	0.054	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.072	0.112	0.000	0.000	0.049	99.08	100
8:30	0.221	0.430	0.054	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.042	0.072	0.053	0.000	0.000	0.049	99.08	100
9:00	0.321	0.476	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.096	0.131	0.063	0.000	0.052	0.489	98.32	100
9:30	0.321	0.476	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.096	0.131	0.063	0.000	0.052	0.489	98.32	100
10:00	0.497	0.349	0.078	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.044	0.132	0.132	0.219	0.000	0.052	0.499	97.95	100
10:30	0.696	0.312	0.078	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.044	0.132	0.073	0.165	0.000	0.052	0.552	97.84	100
11:00	1.039	0.418	0.120	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.132	0.073	0.238	0.061	0.052	0.584	97.28	100
11:30	0.992	0.461	0.120	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.132	0.073	0.165	0.061	0.052	0.641	97.30	100
NOON	1.178	0.356	0.211	0.000	0.000	0.000	0.000	0.072	0.000	0.000	0.051	0.079	0.057	0.211	0.061	0.052	0.537	97.14	100
12:30	1.092	0.398	0.169	0.000	0.000	0.000	0.000	0.072	0.000	0.000	0.051	0.079	0.057	0.211	0.061	0.052	0.537	97.22	100
1:00	1.230	0.604	0.294	0.000	0.000	0.052	0.000	0.149	0.000	0.000	0.051	0.122	0.194	0.244	0.000	0.052	0.640	96.37	100
1:30	1.436	0.788	0.258	0.000	0.000	0.089	0.000	0.149	0.000	0.000	0.000	0.261	0.118	0.244	0.000	0.000	0.871	95.79	100
2:00	1.084	1.110	0.139	0.000	0.000	0.089	0.000	0.228	0.000	0.000	0.044	0.625	0.057	0.350	0.050	0.000	0.986	95.24	100
2:30	1.029	1.060	0.181	0.000	0.000	0.089	0.000	0.150	0.000	0.000	0.044	0.575	0.057	0.350	0.108	0.000	0.999	95.36	100
3:00	0.798	0.936	0.244	0.000	0.000	0.037	0.000	0.058	0.000	0.000	0.050	0.550	0.359	0.293	0.000	0.077	1.387	95.21	100
3:30	0.754	0.893	0.244	0.000	0.000	0.037	0.000	0.154	0.000	0.000	0.100	0.412	0.300	0.344	0.000	0.077	1.437	95.25	100
4:00	2.074	0.783	0.336	0.037	0.000	0.037	0.000	0.618	0.000	0.000	0.184	0.440	0.637	0.560	0.050	0.122	1.999	92.12	100
4:30	1.968	0.651	0.336	0.000	0.000	0.037	0.000	0.567	0.000	0.000	0.133	0.440	0.518	0.560	0.056	0.122	2.214	92.40	100
5:00	2.091	0.844	0.621	0.000	0.043	0.000	0.000	0.551	0.000	0.000	0.133	0.365	0.512	0.580	0.061	0.122	2.049	92.03	100
5:30	2.032	0.963	0.666	0.000	0.043	0.000	0.000	0.551	0.000	0.063	0.133	0.310	0.454	0.586	0.061	0.077	1.924	92.14	100
6:00	1.457	1.075	0.465	0.000	0.043	0.000	0.000	0.285	0.000	0.063	0.141	0.345	0.537	0.329	0.059	0.077	2.185	92.94	100
6:30	1.435	1.175	0.516	0.063	0.043	0.000	0.000	0.371	0.000	0.063	0.141	0.355	0.537	0.329	0.000	0.133	2.089	92.75	100
7:00	2.325	2.546	0.890	0.226	0.043	0.000	0.000	0.588	0.000	0.000	0.202	0.396	0.403	0.506	0.000	0.395	2.014	89.47	100
7:30	2.655	4.447	0.889	0.176	0.043	0.000	0.000	0.516	0.000	0.000	0.489	0.457	0.403	0.589	0.000	0.488	2.353	86.49	100
7:45	2.673	4.225	1.161	0.176	0.043	0.000	0.000	0.578	0.000	0.000	0.567	0.457	0.344	0.589	0.000	0.424	2.353	86.41	100
8:00	12.065	5.104	1.102	0.176	0.043	0.098	0.000	1.063	0.000	0.054	0.624	0.365	0.868	1.220	0.073	0.599	3.234	73.31	100
8:30	15.411	6.065	1.476	0.042	0.043	0.044	0.000	2.902	0.110	0.163	1.287	0.475	1.352	1.348	0.073	0.519	3.874	64.82	100
9:00	15.413	5.434	1.541	0.042	0.043	0.137	0.000	3.574	0.202	0.257	1.613	1.564	2.271	1.261	0.132	0.374	4.994	61.15	100
9:30	14.807	5.327	1.388	0.042	0.043	0.138	0.000	3.622	0.202	0.257	1.499	1.568	2.466	1.338	0.132	0.376	4.922	61.87	100
10:00	10.010	3.694	0.747	0.000	0.000	0.094	0.058	2.964	0.361	0.257	1.197	1.104	2.085	0.881	0.000	0.221	3.966	72.36	100
10:30	7.180	2.269	0.607	0.000	0.000	0.042	0.058	1.779	0.361	0.220	0.893	0.846	1.572	0.889	0.000	0.216	3.143	79.92	100
11:00	1.819	0.681	0.192	0.000	0.000	0.000	0.058	0.635	0.141	0.054	0.261	0.472	0.545	0.563	0.000	0.171	1.184	93.22	100
11:30	0.917	0.252	0.148	0.000	0.000	0.000	0.058	0.315	0.097	0.054	0.052	0.373	0.288	0.442	0.000	0.043	0.703	96.26	100
Avg.	2.24	1.13	0.32	0.02	0.01	0.02	0.00	0.46	0.03	0.03	0.20	0.29	0.36	0.33	0.02	0.10	1.16	93.27	
Max.	15.41	6.06	1.54	0.23	0.04	0.14	0.06	3.62	0.36	0.26	1.61	1.57	2.47	1.35	0.13	0.60	4.99	100.0	
Std.	4.09	1.67	0.42	0.05	0.02	0.04	0.02	0.92	0.08	0.07	0.41	0.36	0.60	0.38	0.04	0.16	1.35	10.12	

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2010]

	TOTAL	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
<i>TVM</i>	428	208	220	20	63	29	130	110	64	11	84	141	56	48	58	41
	23.5%	22.4%	24.6%	25.3%	19.5%	20.8%	22.4%	26.7%	28.5%	19.5%	22.1%	27.2%	21.5%	19.3%	22.7%	26.2%
	100.0%	48.6%	51.4%	4.7%	14.7%	6.8%	30.5%	25.7%	15.0%	2.7%	19.6%	33.1%	13.1%	11.2%	13.5%	9.5%
<i>ONE</i>	170	85	85	7	18	12	49	48	28	7	36	47	30	27	11	18
	9.3%	9.1%	9.5%	8.6%	5.7%	8.4%	8.4%	11.6%	12.6%	12.7%	9.5%	9.0%	11.6%	10.8%	4.5%	11.7%
	100.0%	49.9%	50.1%	4.0%	10.7%	7.0%	29.0%	28.3%	16.6%	4.4%	21.2%	27.7%	17.8%	15.8%	6.8%	10.7%
<i>Net TV</i>	60	32	28	2	1	0	16	24	14	3	14	13	4	9	13	7
	3.3%	3.5%	3.2%	2.5%	.4%	.0%	2.7%	5.9%	6.4%	5.2%	3.6%	2.5%	1.6%	3.8%	5.3%	4.3%
	100.0%	53.5%	46.5%	3.3%	2.2%	.0%	25.8%	39.9%	23.8%	5.1%	22.8%	21.2%	6.9%	15.7%	22.3%	11.1%
<i>Smash TV</i>	6	2	4	0	0	0	1	4	2	0	0	2	2	1	1	1
	.4%	.2%	.5%	.0%	.0%	.0%	.2%	.9%	.9%	.0%	.0%	.4%	.7%	.3%	.4%	.7%
	100.0%	35.5%	64.5%	.0%	.0%	.0%	14.5%	54.0%	31.5%	.0%	.0%	28.4%	29.5%	10.3%	13.9%	17.9%
<i>Education 22</i>	2	1	1	0	0	0	2	0	0	0	0	0	0	1	1	0
	.1%	.1%	.1%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.3%	.0%
	100.0%	58.8%	41.2%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	58.8%	41.2%	.0%
<i>Favourite Channel</i>	6	1	5	0	0	1	2	2	1	1	1	1	0	3	0	2
	.3%	.1%	.6%	.0%	.0%	.6%	.3%	.4%	.4%	1.3%	.2%	.2%	.0%	1.0%	.0%	1.1%
	100.0%	16.2%	83.8%	.0%	.0%	15.1%	31.4%	27.3%	13.4%	12.7%	13.4%	15.6%	.0%	42.5%	.0%	28.5%
<i>Calypso Music TV</i>	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
<i>Rai 1</i>	90	51	39	1	10	7	41	17	13	2	18	28	18	9	14	3
	5.0%	5.5%	4.4%	1.3%	3.1%	4.8%	7.0%	4.1%	5.7%	3.8%	4.7%	5.3%	7.0%	3.7%	5.6%	2.0%
	100.0%	56.4%	43.6%	1.1%	11.0%	7.5%	45.0%	18.8%	14.1%	2.5%	19.7%	30.6%	20.1%	10.3%	16.0%	3.4%
<i>Rai 2</i>	8	3	5	1	0	2	3	2	0	0	2	1	0	2	3	0
	.4%	.3%	.5%	1.2%	.0%	1.5%	.5%	.4%	.0%	.0%	.4%	.2%	.0%	.8%	1.1%	.0%
	100.0%	40.2%	59.8%	12.7%	.0%	28.2%	35.6%	23.5%	.0%	.0%	21.3%	13.7%	.0%	27.5%	37.5%	.0%
<i>Rai 3</i>	6	3	3	0	1	0	1	2	2	0	1	2	1	2	0	0
	.3%	.3%	.3%	.0%	.3%	.0%	.2%	.4%	.9%	.0%	.3%	.4%	.4%	.7%	.0%	.0%
	100.0%	55.1%	44.9%	.0%	17.9%	.0%	18.7%	28.3%	35.1%	.0%	19.6%	33.4%	18.7%	28.3%	.0%	.0%
<i>Rete 4</i>	40	19	21	1	1	1	10	18	8	1	12	11	8	3	3	2
	2.2%	2.0%	2.3%	1.3%	.3%	.8%	1.7%	4.3%	3.4%	1.4%	3.2%	2.1%	3.2%	1.3%	1.1%	1.4%
	100.0%	48.0%	52.0%	2.6%	2.7%	2.7%	25.5%	44.8%	19.5%	2.0%	30.5%	28.2%	21.1%	7.9%	6.8%	5.5%
<i>Canale 5</i>	57	17	40	1	4	6	22	13	8	2	8	14	14	9	10	3
	3.1%	1.8%	4.5%	1.3%	1.4%	4.6%	3.7%	3.2%	3.5%	4.2%	2.1%	2.8%	5.3%	3.5%	3.8%	1.6%
	100.0%	29.4%	70.6%	1.8%	7.7%	11.3%	38.0%	23.2%	13.7%	4.3%	13.8%	25.2%	24.0%	15.3%	17.2%	4.5%

	TOTAL	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
<i>Italia 1</i>	83	51	32	4	45	7	18	7	1	0	23	23	10	11	10	6
	4.6%	5.5%	3.6%	5.5%	14.1%	5.2%	3.1%	1.7%	.4%	.0%	6.0%	4.3%	3.9%	4.5%	4.0%	4.1%
	100.0%	61.4%	38.6%	5.3%	54.7%	8.9%	22.0%	8.2%	1.0%	.0%	27.4%	27.2%	12.3%	13.4%	12.1%	7.7%
<i>Discovery Channel</i>	58	45	13	3	16	2	23	11	3	0	9	18	7	12	10	3
	3.2%	4.9%	1.5%	4.4%	5.1%	1.3%	3.9%	2.6%	1.5%	.0%	2.2%	3.4%	2.8%	4.9%	3.9%	1.6%
	100.0%	77.8%	22.2%	6.0%	27.9%	3.1%	39.1%	18.2%	5.6%	.0%	14.6%	30.4%	12.4%	21.0%	17.2%	4.4%
<i>MTV</i>	10	2	7	1	7	0	1	0	0	0	2	1	1	3	2	0
	.5%	.3%	.8%	1.7%	2.3%	.0%	.2%	.0%	.0%	.0%	.6%	.3%	.4%	1.1%	.9%	.0%
	100.0%	25.0%	75.0%	13.8%	75.7%	.0%	10.6%	.0%	.0%	.0%	22.3%	13.8%	11.3%	29.6%	23.1%	.0%
<i>BBC Prime / World / Ent</i>	20	7	13	0	1	1	8	6	4	0	6	2	1	1	6	4
	1.1%	.7%	1.5%	.0%	.4%	.8%	1.3%	1.5%	1.8%	.0%	1.5%	.4%	.4%	.4%	2.5%	2.4%
	100.0%	34.5%	65.5%	.0%	6.6%	5.3%	38.5%	29.8%	19.8%	.0%	28.4%	11.1%	5.7%	5.1%	31.4%	18.4%
<i>Other TV station</i>	203	113	89	13	50	9	63	44	18	6	38	69	25	25	34	11
	11.1%	12.2%	10.0%	16.7%	15.5%	6.2%	10.7%	10.8%	8.1%	10.2%	10.1%	13.3%	9.7%	10.0%	13.5%	7.0%
	100.0%	55.9%	44.1%	6.5%	24.5%	4.3%	30.8%	21.9%	8.9%	3.0%	19.0%	34.0%	12.5%	12.2%	17.0%	5.3%
<i>No particular station</i>	93	42	51	1	2	2	26	30	25	6	26	26	13	13	8	7
	5.1%	4.5%	5.8%	1.7%	.8%	1.7%	4.5%	7.3%	11.1%	10.6%	6.9%	4.9%	5.1%	5.2%	3.2%	4.4%
	100.0%	44.8%	55.2%	1.4%	2.6%	2.6%	28.0%	32.1%	26.6%	6.7%	28.2%	27.4%	14.3%	13.9%	8.9%	7.3%
<i>Do not remember</i>	17	11	6	1	2	1	5	2	2	3	6	7	0	0	1	3
	.9%	1.1%	.7%	1.3%	.7%	.9%	.9%	.6%	.9%	4.8%	1.7%	1.3%	.0%	.0%	.3%	2.0%
	100.0%	62.6%	37.4%	6.3%	12.7%	7.8%	30.4%	13.5%	12.5%	16.8%	37.3%	39.8%	.0%	.0%	4.6%	18.3%
<i>Do not watch TV</i>	462	234	228	21	97	59	164	73	32	16	93	116	69	70	69	45
	25.4%	25.2%	25.6%	27.1%	30.2%	42.2%	28.1%	17.8%	14.1%	26.4%	24.5%	22.2%	26.3%	28.3%	27.0%	29.4%
	100.0%	50.7%	49.3%	4.6%	21.0%	12.8%	35.5%	15.8%	6.8%	3.4%	20.1%	25.0%	14.8%	15.3%	14.9%	9.8%
<i>Total</i>	1819	927	892	79	321	140	584	411	224	59	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	4.3%	17.7%	7.7%	32.1%	22.6%	12.3%	3.2%	20.8%	28.6%	14.3%	13.7%	14.0%	8.5%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [APR-JUN 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
<i>TVM</i>	428	62	59	39	58	78	52	80	110	140	178
	23.5%	23.7%	22.3%	15.0%	21.8%	30.7%	20.3%	30.8%	18.9%	22.6%	28.7%
	100.0%	14.5%	13.7%	9.1%	13.5%	18.2%	12.2%	18.8%	25.8%	32.7%	41.5%
<i>ONE</i>	170	30	24	26	26	27	19	19	73	56	40
	9.3%	11.3%	9.0%	9.9%	9.7%	10.6%	7.5%	7.2%	12.5%	9.1%	6.5%
	100.0%	17.5%	14.0%	15.1%	15.1%	15.9%	11.4%	11.1%	43.2%	33.2%	23.5%
<i>Net TV</i>	60	4	7	17	9	9	8	7	17	22	21
	3.3%	1.7%	2.6%	6.5%	3.4%	3.6%	3.0%	2.5%	3.0%	3.6%	3.4%
	100.0%	7.3%	11.2%	27.9%	14.9%	15.2%	12.6%	10.8%	28.9%	36.3%	34.9%
<i>Smash TV</i>	6	2	1	1	1	1	1	0	1	3	3
	.4%	.7%	.4%	.4%	.3%	.3%	.4%	.0%	.2%	.4%	.4%
	100.0%	29.8%	17.6%	14.5%	13.9%	10.3%	13.9%	.0%	17.9%	39.8%	42.3%
<i>Education 22</i>	2	1	0	0	0	1	0	0	0	1	1
	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.1%	.2%
	100.0%	41.2%	.0%	.0%	.0%	58.8%	.0%	.0%	.0%	41.2%	58.8%
<i>Favourite TV</i>	6	1	3	1	0	0	2	0	3	2	1
	.3%	.4%	1.0%	.3%	.0%	.0%	.6%	.0%	.5%	.4%	.1%
	100.0%	15.6%	44.1%	13.4%	.0%	.0%	26.9%	.0%	44.1%	40.8%	15.1%
<i>Calypso Music TV</i>	1	0	0	1	0	0	0	0	0	1	0
	.1%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.2%	.0%
	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
<i>Rai 1</i>	90	14	14	9	11	4	18	19	20	21	49
	5.0%	5.5%	5.3%	3.5%	4.3%	1.7%	7.2%	7.1%	3.5%	3.4%	7.9%
	100.0%	16.0%	15.5%	10.1%	12.6%	4.9%	20.4%	20.5%	22.5%	23.3%	54.2%
<i>Rai 2</i>	8	1	0	3	1	1	1	1	3	5	0
	.4%	.4%	.0%	1.1%	.4%	.4%	.3%	.3%	.5%	.7%	.0%
	100.0%	14.5%	.0%	36.7%	14.7%	12.9%	10.6%	10.6%	40.2%	59.8%	.0%
<i>Rai 3</i>	6	0	1	2	0	0	1	2	4	0	2
	.3%	.0%	.4%	.8%	.0%	.0%	.4%	.6%	.7%	.0%	.3%
	100.0%	.0%	19.6%	36.5%	.0%	.0%	16.8%	27.0%	73.0%	.0%	27.0%
<i>Rete 4</i>	40	7	14	5	7	2	1	4	16	13	11
	2.2%	2.8%	5.4%	1.8%	2.6%	.8%	.3%	1.4%	2.7%	2.1%	1.8%
	100.0%	18.4%	36.1%	11.5%	17.5%	5.1%	2.0%	9.4%	39.7%	32.5%	27.8%
<i>Canale 5</i>	57	11	5	13	8	4	14	3	20	17	21
	3.1%	4.2%	2.0%	4.9%	2.9%	1.7%	5.4%	1.0%	3.4%	2.7%	3.3%
	100.0%	19.1%	9.1%	22.2%	13.6%	7.4%	24.3%	4.5%	34.7%	29.3%	36.0%
<i>Italia 1</i>	83	7	13	14	13	14	11	11	27	35	21
	4.6%	2.9%	5.0%	5.5%	4.9%	5.4%	4.2%	4.2%	4.6%	5.7%	3.4%
	100.0%	9.0%	15.6%	17.2%	15.5%	16.5%	13.1%	13.2%	32.7%	42.0%	25.3%
<i>Discovery Channel</i>	58	8	12	9	4	4	15	7	20	20	18
	3.2%	3.0%	4.6%	3.3%	1.6%	1.5%	5.7%	2.7%	3.5%	3.2%	2.9%
	100.0%	13.4%	20.8%	14.7%	7.2%	6.5%	25.3%	12.0%	34.8%	34.3%	30.9%
<i>MTV</i>	10	1	3	1	2	1	1	0	4	3	2
	.5%	.4%	1.1%	.4%	.9%	.4%	.4%	.0%	.7%	.5%	.4%
	100.0%	11.5%	30.3%	11.5%	25.0%	10.6%	11.0%	.0%	43.9%	32.8%	23.3%
<i>BBC Prime / World / Ent</i>	20	5	2	6	5	0	3	0	5	5	10
	1.1%	2.0%	.6%	2.2%	1.9%	.0%	1.0%	.0%	.8%	.9%	1.6%
	100.0%	25.9%	8.1%	28.8%	24.5%	.0%	12.7%	.0%	22.7%	26.8%	50.5%
<i>Other TV station</i>	203	33	34	22	35	22	26	31	62	76	65
	11.1%	12.5%	12.9%	8.5%	13.2%	8.6%	10.2%	12.0%	10.5%	12.4%	10.5%
	100.0%	16.1%	16.7%	10.8%	17.3%	10.7%	12.9%	15.4%	30.4%	37.6%	32.0%
<i>No particular station</i>	93	19	5	16	13	11	13	16	33	38	21
	5.1%	7.4%	2.1%	6.2%	5.0%	4.2%	5.0%	5.9%	5.7%	6.2%	3.5%
	100.0%	20.9%	5.8%	17.3%	14.1%	11.4%	13.8%	16.7%	35.7%	41.3%	23.0%

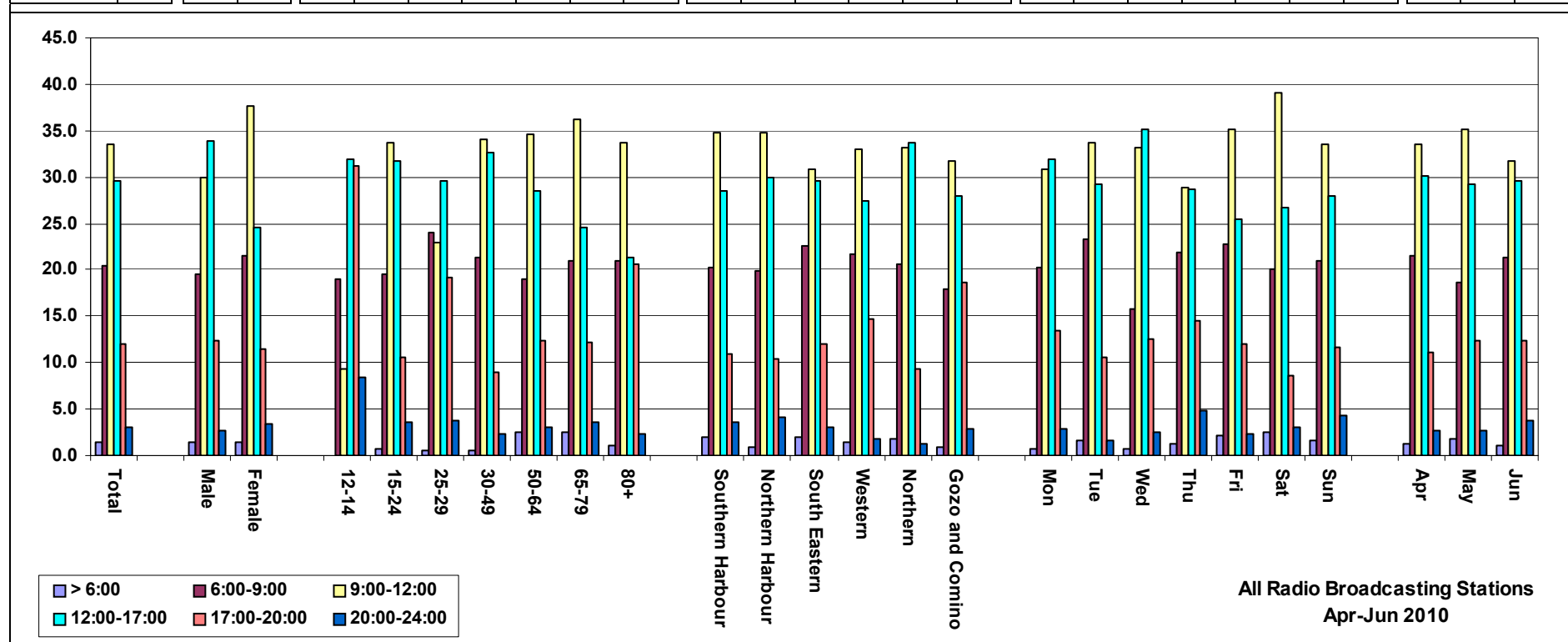
	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JAN	FEB	MAR
<i>Did not remember</i>	17 .9%	3 1.3%	2 .8%	4 1.7%	3 1.3%	1 .5%	1 .4%	1 .4%	6 1.0%	3 .5%	8 1.3%
<i>Did not watch TV</i>	462 25.4%	51 19.5%	64 24.4%	72 27.7%	68 25.8%	73 29.0%	71 27.6%	63 24.0%	160 27.4%	156 25.2%	146 23.7%
	100.0%	11.0%	13.9%	15.5%	14.8%	15.9%	15.4%	13.5%	34.6%	33.7%	31.7%
<i>Total</i>	1819 100.0%	261 100.0%	263 100.0%	260 100.0%	265 100.0%	253 100.0%	257 100.0%	261 100.0%	585 100.0%	616 100.0%	618 100.0%
	100.0%	14.4%	14.4%	14.3%	14.5%	13.9%	14.1%	14.4%	32.1%	33.9%	34.0%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

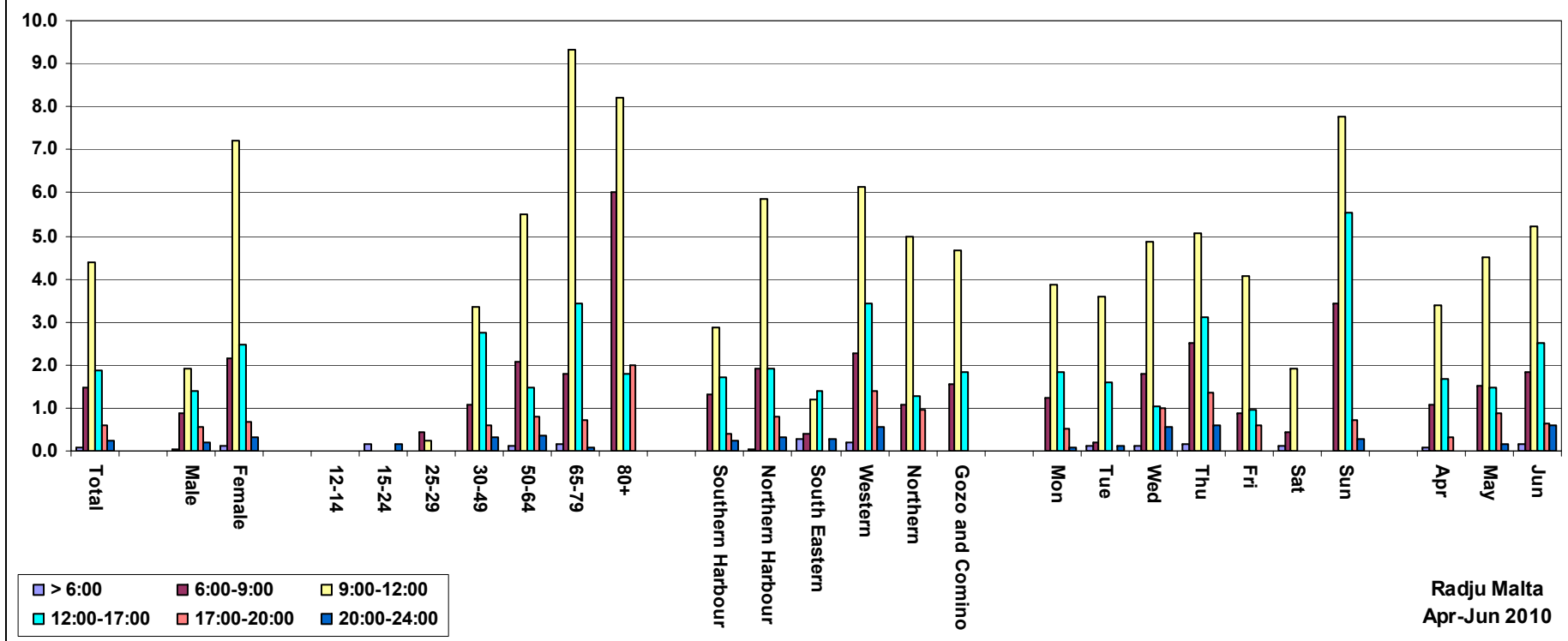
**TABLE 8.R: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH:
ALL RADIO BROADCASTING STATIONS [APR-JUN 2010]**

	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	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



**TABLE 8.R1: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS:
RADJU MALTA [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	0.08	0.04	0.12	0.00	0.17	0.00	0.00	0.12	0.15	0.00	0.00	0.06	0.28	0.19	0.00	0.00	0.00	0.13	0.11	0.15	0.00	0.11	0.00	0.07	0.00	0.16
6:00-9:00	1.47	0.89	2.15	0.00	0.00	0.45	1.09	2.06	1.80	6.04	1.31	1.93	0.39	2.28	1.07	1.54	1.24	0.20	1.80	2.52	0.89	0.42	3.41	1.08	1.50	1.82
9:00-12:00	4.37	1.92	7.23	0.00	0.00	0.23	3.36	5.49	9.34	8.21	2.86	5.87	1.21	6.14	4.99	4.67	3.87	3.57	4.84	5.08	4.08	1.90	7.79	3.38	4.49	5.21
12:00-17:00	1.89	1.39	2.46	0.00	0.00	0.00	2.75	1.49	3.42	1.78	1.71	1.91	1.39	3.44	1.26	1.84	1.85	1.58	1.04	3.10	0.95	0.00	5.55	1.66	1.49	2.51
17:00-20:00	0.61	0.56	0.68	0.00	0.00	0.00	0.61	0.80	0.73	2.01	0.39	0.80	0.00	1.38	0.95	0.00	0.50	0.00	1.01	1.36	0.60	0.00	0.71	0.32	0.86	0.65
20:00-24:00	0.25	0.20	0.31	0.00	0.17	0.00	0.33	0.36	0.09	0.00	0.26	0.32	0.27	0.56	0.00	0.00	0.08	0.13	0.57	0.60	0.00	0.26	0.00	0.00	0.16	0.59
	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



**TABLE 8.R2: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS:
RADJU PARLAMENT 106.6 [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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.06	0.11	0.00	0.00	0.00	0.29	0.13	0.00	0.00	0.00	0.09	0.08	0.00	0.16	0.00	0.00	0.00	0.00	0.12	0.00	0.13	0.19	0.00	0.18	0.00	0.00	0.18	0.00	0.00	0.18	0.00	0.00	0.00
9:00-12:00	0.12	0.22	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.34	0.00	0.00	0.34	0.00	0.00	0.34	0.00	0.00	0.00	0.00
12:00-17:00	0.11	0.20	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.24	0.00	0.31	0.00	0.00	0.00	0.25	0.00	0.26	0.19	0.00	0.18	0.00	0.00	0.18	0.00	0.18	0.00	0.14	0.00	0.00	0.00
17:00-20:00	0.02	0.04	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:00-24:00	0.02	0.03	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00
	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	0.38	0.25	0.00	1.17	0.39	0.00	0.75	0.20	0.00	0.75	0.20	0.00	0.00	0.00	0.00	0.00

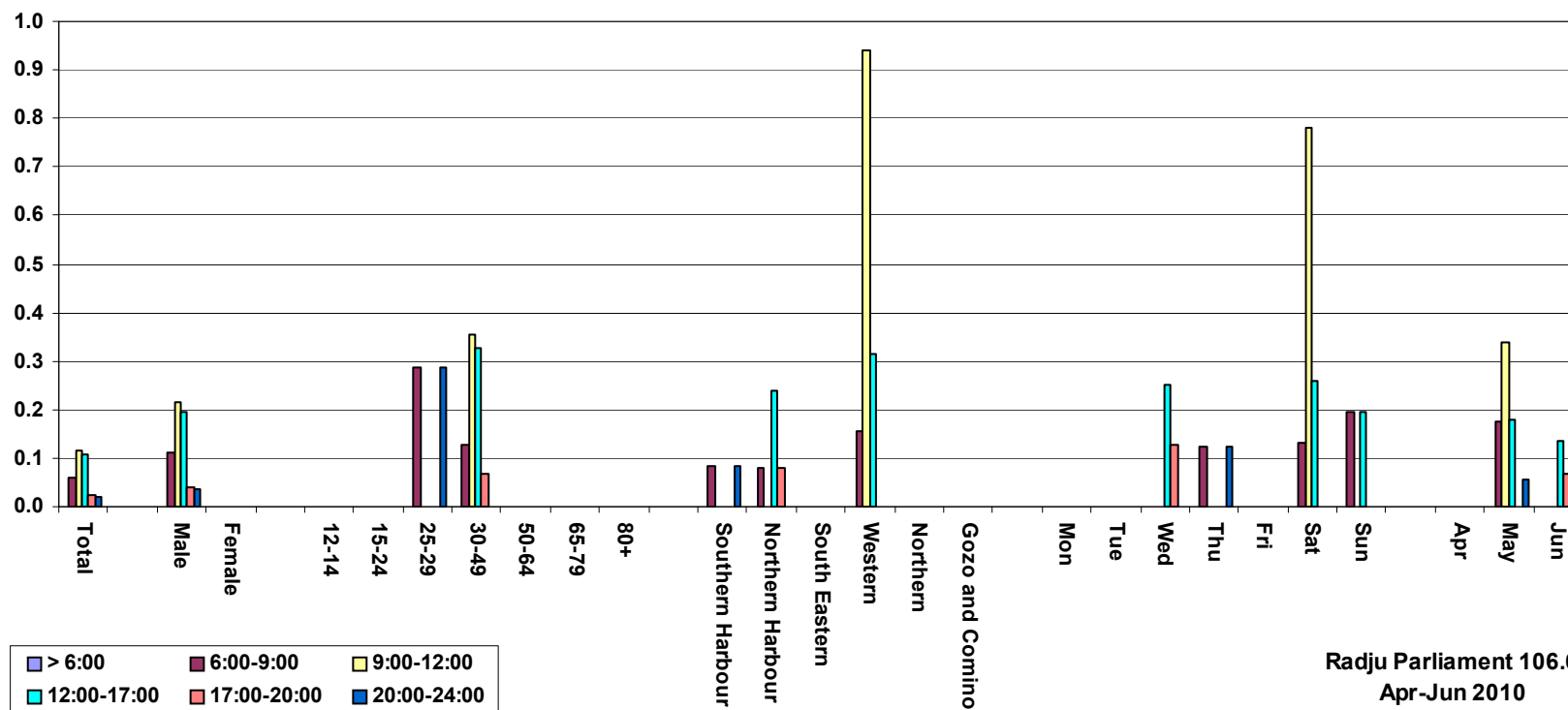


TABLE 8.R3: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – MAGIC RADIO [APR-JUN 2010]

	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	0.20	0.37	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00
6:00-9:00	1.16	1.21	1.10	1.98	2.01	0.28	1.97	0.68	0.25	0.00	1.89	0.74	0.93	0.85	1.16	1.45	0.80	0.35	1.46	1.24	0.84	2.44	0.72	1.19	0.58	1.73	
9:00-12:00	2.12	1.83	2.46	0.00	3.25	2.53	3.68	1.16	0.12	0.00	3.48	1.33	1.69	1.60	2.97	1.45	1.00	0.75	1.49	1.61	1.87	5.91	2.15	2.04	1.87	2.45	
12:00-17:00	1.88	1.95	1.79	1.98	4.66	0.99	3.10	0.79	0.00	0.00	2.19	1.18	3.21	0.30	2.16	2.90	0.48	0.35	2.34	0.73	2.16	4.70	2.23	1.61	1.49	2.54	
17:00-20:00	0.71	0.64	0.80	0.00	1.28	1.41	0.90	0.47	0.23	0.00	0.68	0.99	0.82	0.00	0.20	1.45	0.22	0.32	0.69	0.09	1.99	1.19	0.55	0.69	0.65	0.79	
20:00-24:00	0.22	0.05	0.41	0.00	0.34	0.00	0.32	0.23	0.00	0.00	0.06	0.39	0.19	0.00	0.45	0.00	0.00	0.11	0.59	0.26	0.31	0.11	0.00	0.24	0.18	0.22	
	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	

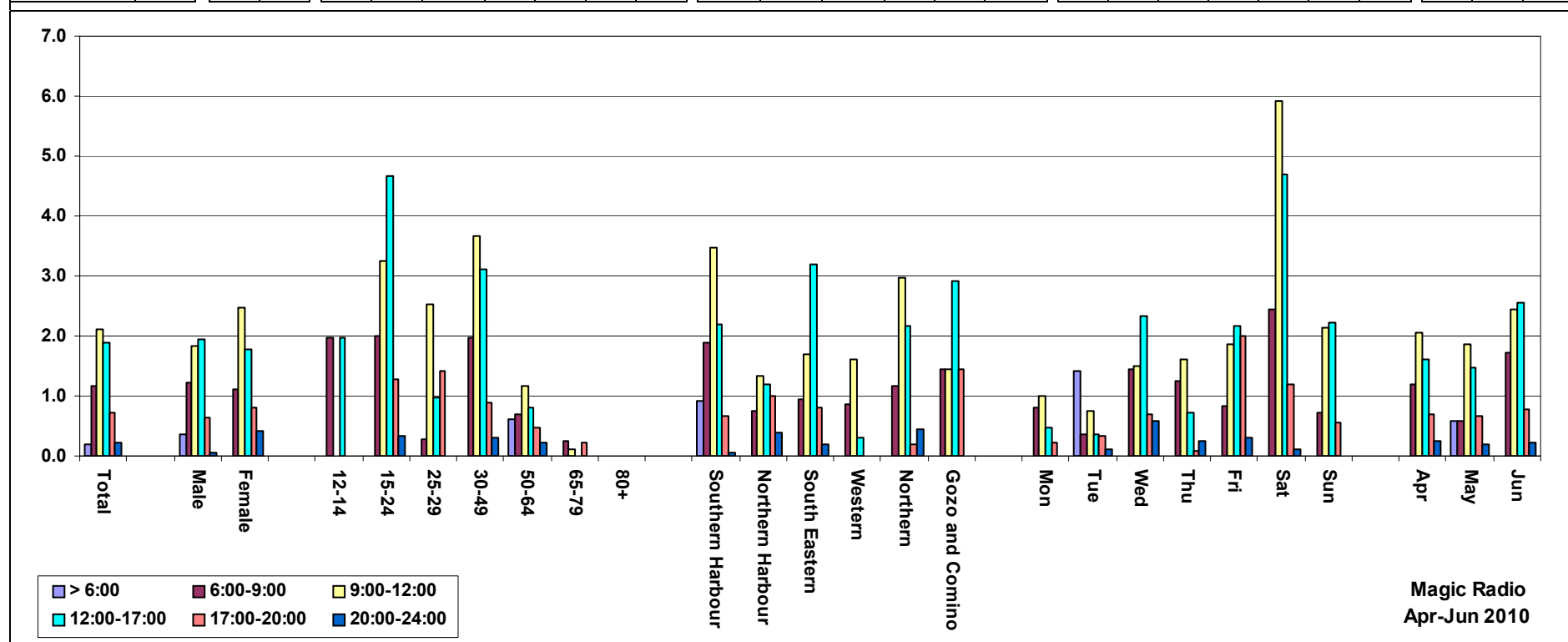


TABLE8.R4: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ONE [APR-JUN 2010]

	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	0.19	0.09	0.31	0.00	0.00	0.00	0.00	0.24	0.61	1.09	0.06	0.17	0.29	0.37	0.22	0.13	0.10	0.00	0.00	0.51	0.59	0.00	0.22	0.16	0.37	0.04
6:00-9:00	3.81	3.67	3.98	1.27	1.20	1.65	2.30	5.05	8.01	3.92	3.98	3.25	6.48	4.11	2.86	2.33	3.98	5.88	1.35	6.12	3.42	3.61	2.63	4.41	4.56	2.45
9:00-12:00	5.08	4.65	5.58	0.00	0.95	2.76	2.30	8.36	9.36	3.82	6.58	4.09	6.60	4.65	3.73	4.94	5.18	5.89	4.77	5.59	4.24	5.63	4.03	5.87	6.02	3.33
12:00-17:00	5.18	5.50	4.81	0.00	0.17	2.65	3.20	9.10	7.24	2.18	5.57	4.02	5.86	4.63	6.34	5.73	9.65	4.75	5.11	6.09	5.34	3.54	1.15	6.98	4.92	3.68
17:00-20:00	2.28	2.44	2.09	0.00	0.00	0.83	1.29	3.59	4.59	1.27	2.68	1.55	2.10	2.45	1.27	4.88	2.97	2.23	2.67	2.77	2.40	0.65	2.20	2.45	2.62	1.75
20:00-24:00	0.55	0.57	0.52	0.00	0.66	0.55	0.00	1.12	0.58	0.00	0.56	0.52	1.74	0.00	0.40	0.00	1.18	0.48	0.88	1.05	0.00	0.00	0.00	0.65	0.52	0.47
	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

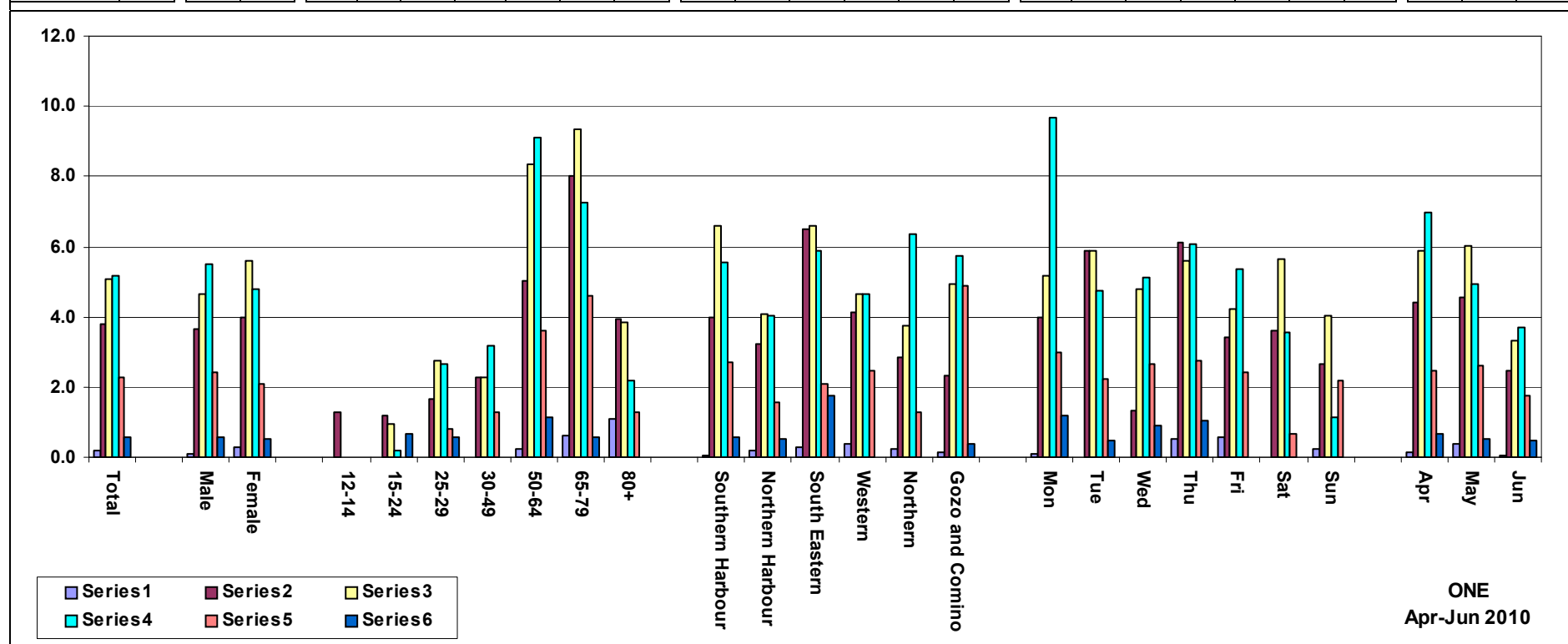
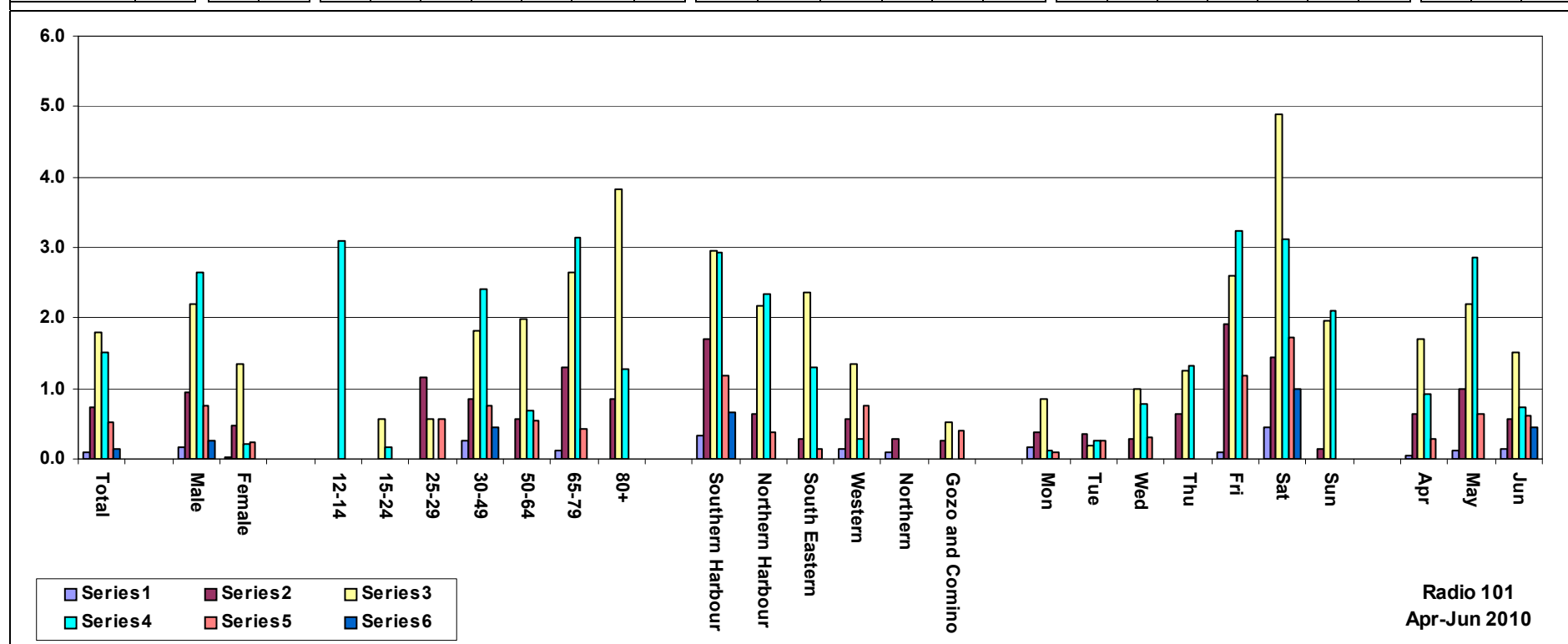


TABLE 8.R5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RADIO 101 [APR-JUN 2010]

	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	0.10	0.17	0.03	0.00	0.00	0.00	0.27	0.00	0.13	0.00	0.33	0.00	0.00	0.14	0.10	0.00	0.17	0.00	0.00	0.00	0.10	0.44	0.00	0.04	0.12	0.15
6:00-9:00	0.73	0.95	0.48	0.00	0.00	1.15	0.85	0.56	1.30	0.85	1.70	0.65	0.29	0.56	0.29	0.27	0.38	0.35	0.30	0.65	1.91	1.44	0.14	0.63	0.98	0.57
9:00-12:00	1.80	2.19	1.34	0.00	0.56	0.57	1.82	1.99	2.65	3.82	2.96	2.17	2.35	1.35	0.00	0.53	0.85	0.19	0.99	1.26	2.59	4.89	1.97	1.69	2.19	1.51
12:00-17:00	1.52	2.63	0.21	3.10	0.17	0.00	2.40	0.69	3.14	1.27	2.93	2.35	1.29	0.29	0.00	0.00	0.11	0.26	0.78	1.32	3.25	3.12	2.11	0.91	2.85	0.73
17:00-20:00	0.51	0.76	0.23	0.00	0.00	0.57	0.77	0.54	0.42	0.00	1.18	0.37	0.14	0.75	0.00	0.40	0.10	0.27	0.31	0.00	1.17	1.72	0.00	0.28	0.65	0.61
20:00-24:00	0.15	0.27	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.44
	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



Radio 101
Apr-Jun 2010

TABLE 8.R6: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – BAY RADIO [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	0.07	0.07	0.08	0.00	0.00	0.29	0.00	0.12	0.12	0.00	0.18	0.00	0.00	0.00	0.25	0.00	0.11	0.00	0.00	0.00	0.15	0.00	0.34	0.17	0.06	0.00
6:00-9:00	3.25	3.59	2.85	7.69	8.25	12.37	3.81	0.53	0.12	0.00	2.40	3.05	4.97	2.55	4.21	2.86	3.65	4.34	1.37	2.63	4.36	4.03	2.93	3.61	3.39	2.75
9:00-12:00	3.80	4.74	2.70	7.92	9.26	10.42	4.96	0.95	0.47	0.00	4.14	4.31	4.72	3.52	2.32	2.74	4.93	4.16	4.04	1.94	1.91	5.94	3.43	3.30	4.53	3.54
12:00-17:00	4.56	6.09	2.77	13.44	11.14	15.30	5.92	0.39	0.70	0.00	3.08	6.22	4.61	3.68	4.13	4.67	5.25	6.21	5.51	3.62	0.76	5.65	4.34	4.91	4.87	3.89
17:00-20:00	1.25	1.19	1.32	18.55	2.69	5.00	1.08	0.16	0.00	0.00	0.63	0.98	1.63	1.05	2.50	1.32	1.47	1.88	1.04	0.94	2.33	0.57	0.59	0.98	2.02	0.73
20:00-24:00	0.19	0.28	0.07	0.00	1.22	0.00	0.14	0.00	0.00	0.00	0.00	0.22	0.00	0.13	0.42	0.48	0.00	0.00	0.00	0.27	0.00	0.63	0.45	0.15	0.30	0.10
	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

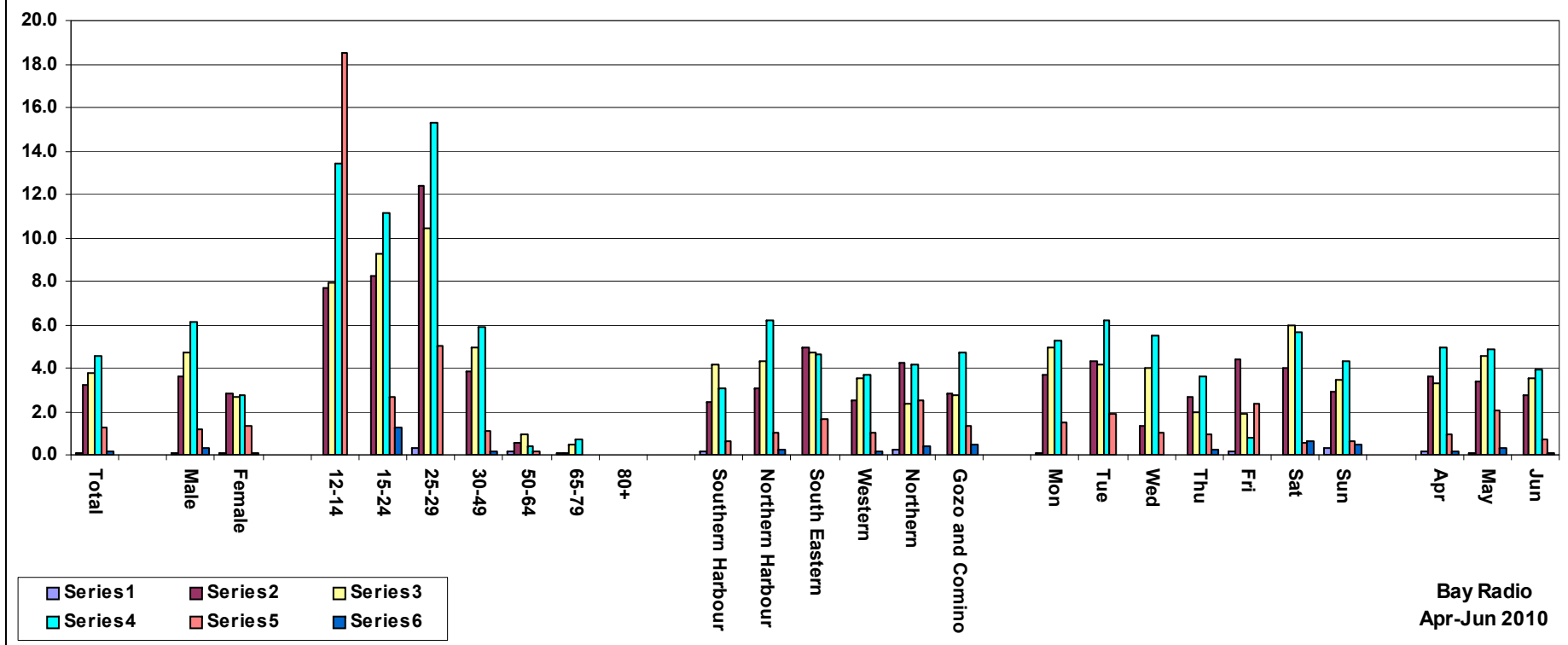


TABLE 8.R7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CALYPSO RADIO [APR-JUN 2010]

	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	0.19	0.33	0.04	0.00	0.00	0.00	0.05	0.49	0.15	0.00	0.09	0.06	1.15	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	1.06	0.17	0.06	0.46	0.05
6:00-9:00	2.78	2.63	2.96	0.00	1.49	0.00	3.34	4.05	1.73	0.00	1.92	3.29	3.35	3.42	1.62	3.28	2.91	4.21	2.13	3.34	2.01	3.03	1.74	3.35	1.43	3.62
9:00-12:00	5.12	4.78	5.52	0.00	0.33	0.57	6.01	7.81	4.40	0.00	3.70	5.93	5.26	6.81	3.61	5.69	6.21	7.91	3.91	4.72	6.74	3.84	2.62	6.40	3.49	5.52
12:00-17:00	4.23	5.39	2.87	3.23	0.00	2.87	3.89	7.42	2.72	0.00	4.20	5.58	2.58	5.45	3.70	1.94	3.63	6.81	5.20	5.26	3.90	1.78	2.52	4.83	3.19	4.71
17:00-20:00	1.38	1.58	1.14	3.17	0.00	2.29	1.37	2.22	0.29	0.00	1.78	0.88	1.17	1.94	0.59	2.63	1.56	2.73	0.92	2.88	0.29	0.42	0.75	1.09	1.23	1.82
20:00-24:00	0.38	0.49	0.25	3.94	0.00	2.58	0.23	0.30	0.00	0.00	0.90	0.22	0.47	0.27	0.20	0.00	0.19	0.20	0.00	1.41	0.49	0.35	0.00	0.25	0.54	0.36
	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

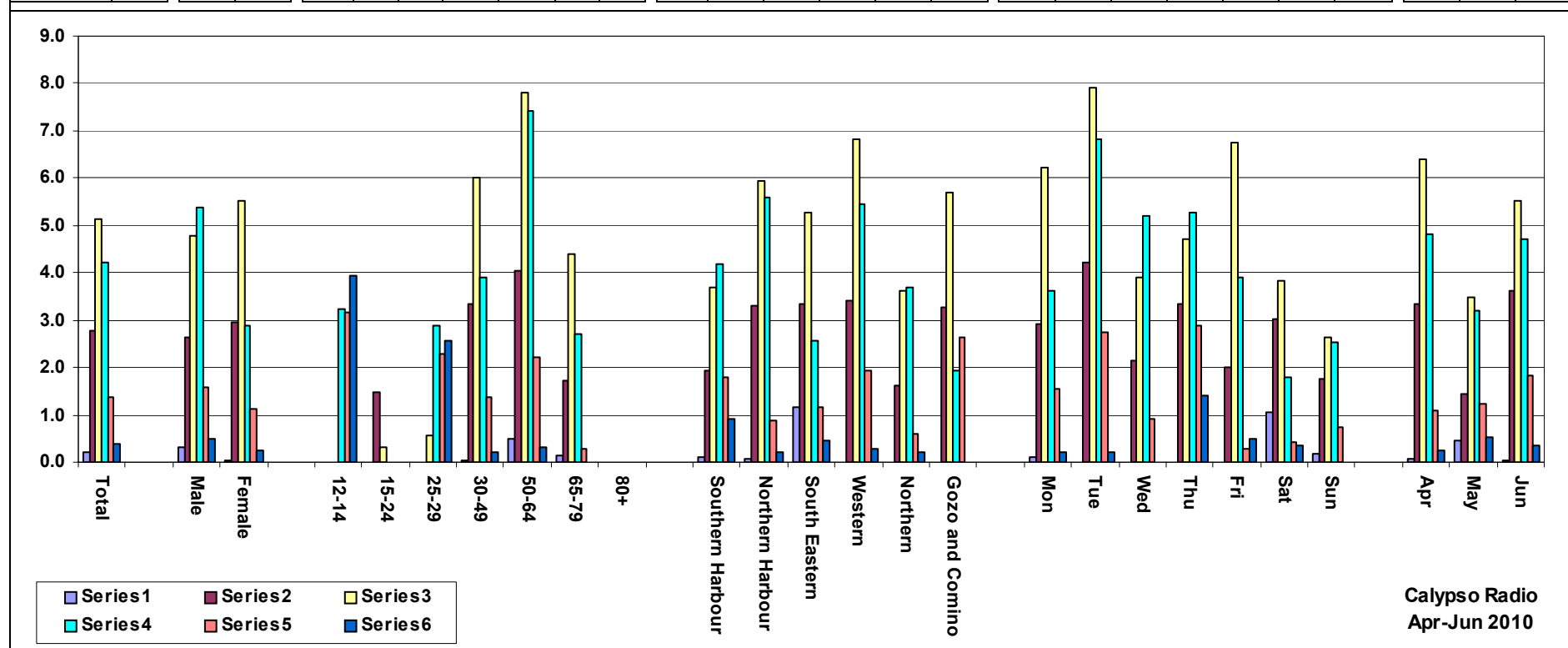
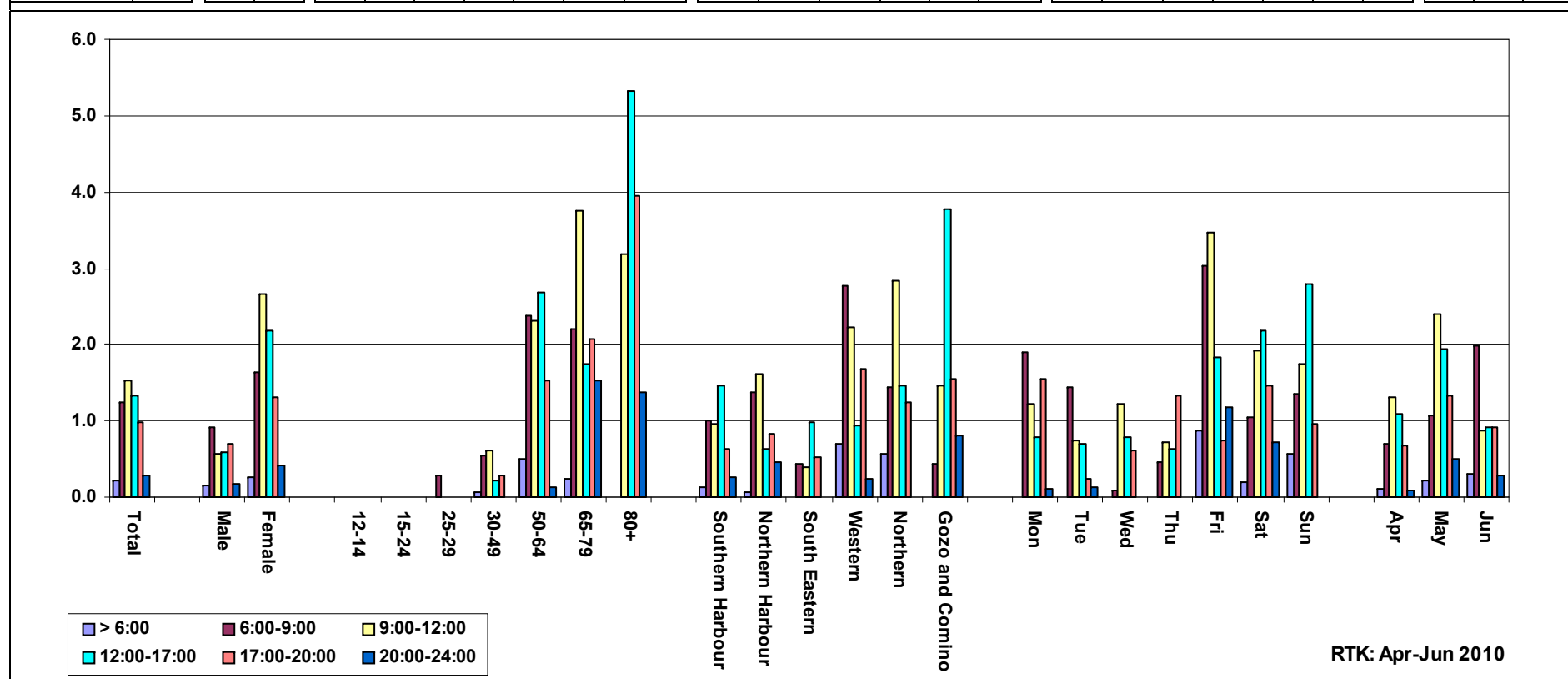


TABLE 8.R8: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RTK [APR-JUN 2010]

	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	0.21	0.16	0.26	0.00	0.00	0.00	0.06	0.49	0.23	0.00	0.13	0.06	0.00	0.71	0.56	0.00	0.00	0.00	0.00	0.88	0.19	0.57	0.11	0.22	0.30	
6:00-9:00	1.25	0.93	1.63	0.00	0.00	0.28	0.54	2.39	2.21	0.00	0.99	1.38	0.43	2.77	1.44	0.44	1.90	1.44	0.09	0.45	3.03	1.05	1.35	0.69	1.07	1.99
9:00-12:00	1.54	0.57	2.67	0.00	0.00	0.00	0.61	2.30	3.74	3.20	0.96	1.62	0.39	2.22	2.83	1.46	1.23	0.73	1.23	0.71	3.47	1.92	1.75	1.31	2.40	0.87
12:00-17:00	1.32	0.58	2.19	0.00	0.00	0.00	0.22	2.68	1.74	5.33	1.46	0.64	0.97	0.94	1.46	3.77	0.79	0.70	0.78	0.63	1.83	2.19	2.79	1.09	1.94	0.92
17:00-20:00	0.98	0.70	1.30	0.00	0.00	0.00	0.28	1.54	2.07	3.94	0.64	0.84	0.52	1.68	1.23	1.55	1.55	0.24	0.62	1.32	0.75	1.46	0.96	0.68	1.33	0.93
20:00-24:00	0.29	0.18	0.42	0.00	0.00	0.00	0.00	0.14	1.54	1.38	0.26	0.46	0.00	0.23	0.00	0.80	0.11	0.12	0.00	1.18	0.72	0.00	0.10	0.49	0.28	
	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



RTK: Apr-Jun 2010

TABLE 8.R9: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – SMASH RADIO [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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	1.17	1.44	0.85	0.00	1.14	1.49	2.58	0.33	0.00	0.00	1.34	0.53	1.90	0.57	1.20	2.29	1.99	0.46	2.49	1.07	1.18	0.35	0.16	0.45	1.61	1.42	
9:00-12:00	2.14	2.91	1.25	0.00	2.19	3.32	4.05	1.12	0.00	0.00	2.99	1.22	2.09	1.51	1.75	4.32	2.53	1.83	3.60	1.71	1.77	2.74	0.00	1.30	2.83	2.26	
12:00-17:00	2.10	3.35	0.63	0.00	1.61	4.64	4.68	0.27	0.00	0.00	2.76	0.95	2.86	2.28	1.18	3.91	2.66	0.97	5.26	0.99	1.89	1.55	0.24	0.74	2.81	2.69	
17:00-20:00	0.47	0.68	0.22	0.00	0.64	2.23	0.57	0.21	0.00	0.00	0.00	0.36	0.82	0.31	0.25	1.81	1.07	0.00	1.41	0.00	0.00	0.47	0.00	0.34	0.21	0.87	
20:00-24:00	0.04	0.07	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	
	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	

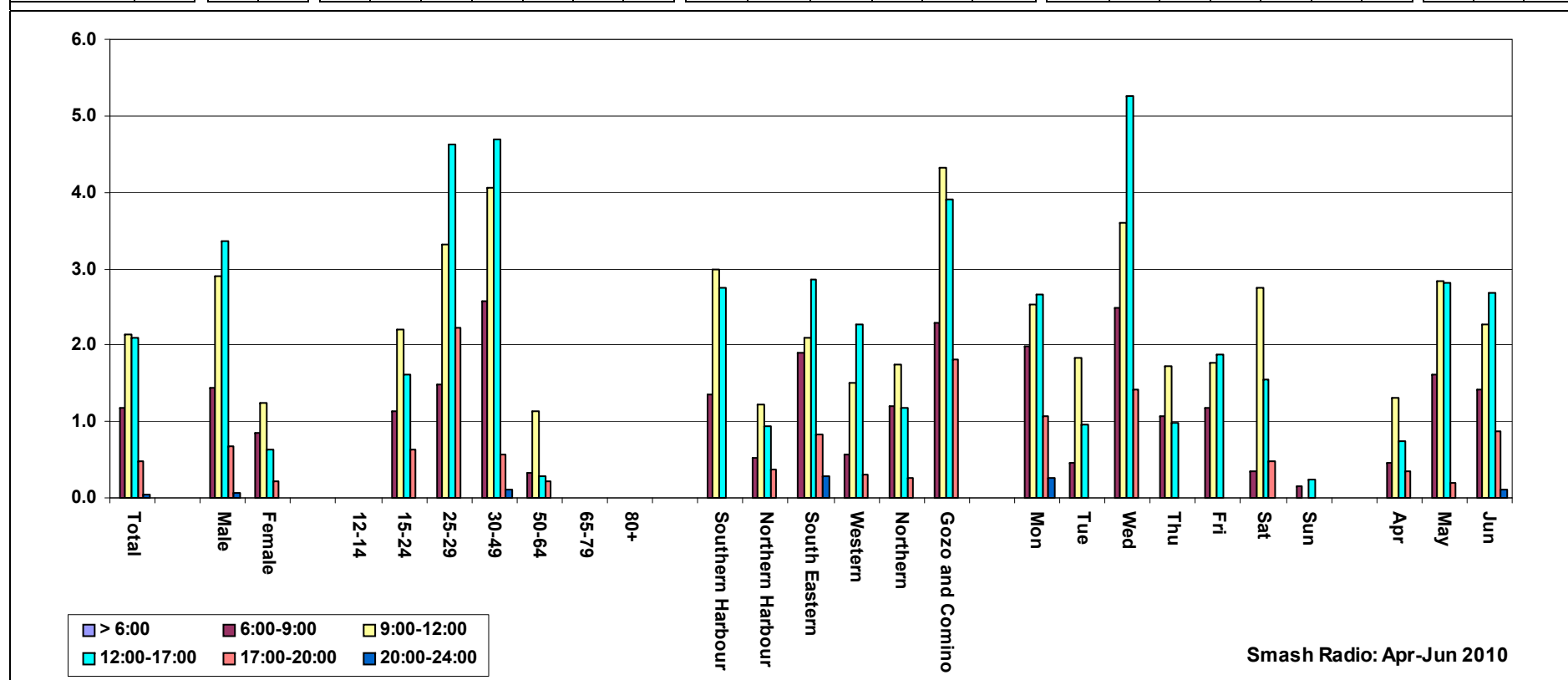
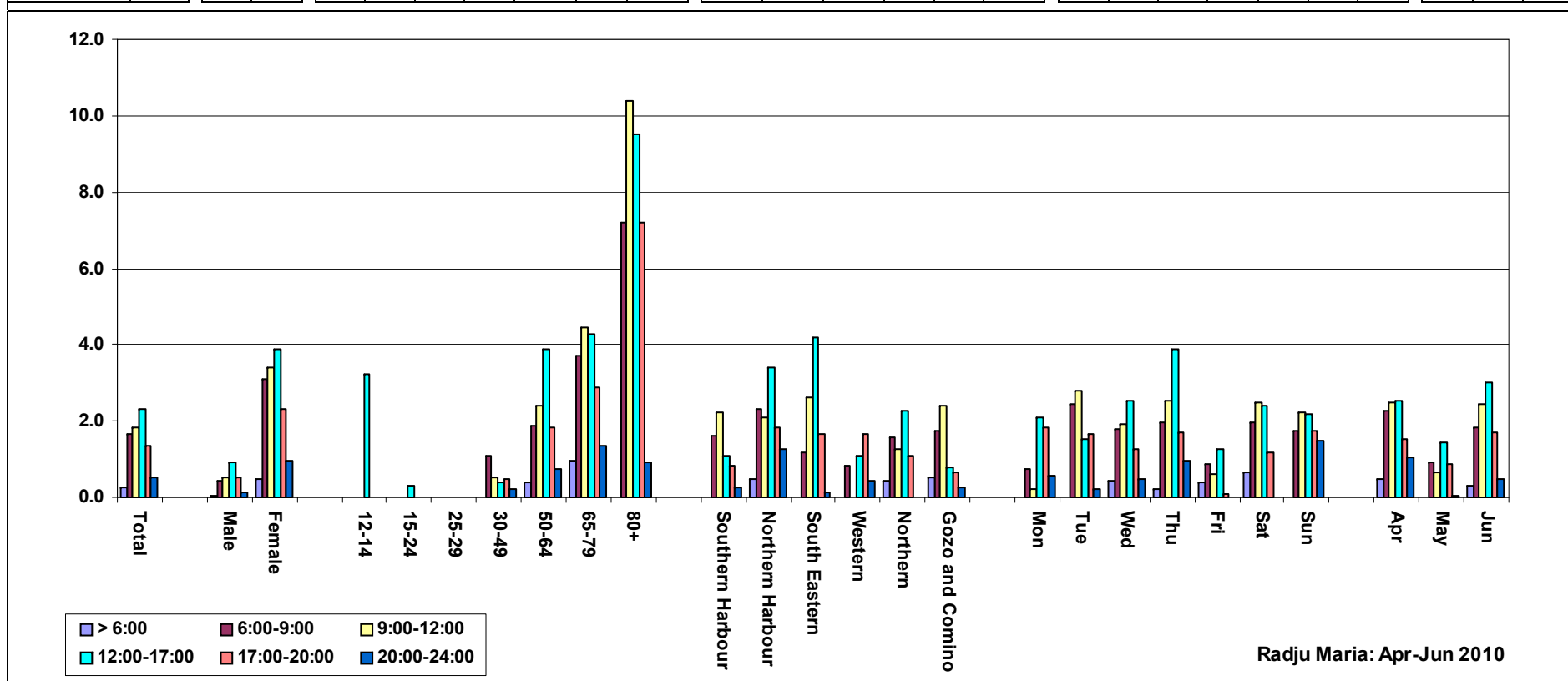


TABLE 8.R10: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RADJU MARIJA [APR-JUN 2010]

	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	0.26	0.06	0.49	0.00	0.00	0.00	0.00	0.41	0.95	0.00	0.00	0.00	0.00	0.45	0.53	0.00	0.00	0.44	0.21	0.41	0.64	0.00	0.48	0.00	0.30	
6:00-9:00	1.67	0.42	3.12	0.00	0.00	0.00	1.08	1.88	3.69	7.22	1.63	2.32	1.20	0.81	1.58	1.73	0.75	2.44	1.80	1.97	0.86	1.97	1.76	2.28	0.92	1.83
9:00-12:00	1.85	0.52	3.41	0.00	0.00	0.00	0.51	2.42	4.44	10.39	2.23	2.11	2.62	0.00	1.26	2.39	0.22	2.81	1.94	2.51	0.63	2.50	2.24	2.49	0.67	2.45
12:00-17:00	2.31	0.94	3.90	3.23	0.30	0.00	0.39	3.88	4.28	9.50	1.10	3.39	4.19	1.11	2.27	0.80	2.09	1.55	2.52	3.87	1.27	2.39	2.16	2.51	1.42	3.01
17:00-20:00	1.35	0.53	2.30	0.00	0.00	0.00	0.47	1.83	2.90	7.22	0.84	1.82	1.67	1.66	1.09	0.66	1.83	1.66	1.25	1.69	0.10	1.18	1.74	1.52	0.87	1.68
20:00-24:00	0.51	0.13	0.96	0.00	0.00	0.00	0.20	0.74	1.37	0.90	0.26	1.27	0.14	0.43	0.00	0.27	0.58	0.20	0.50	0.96	0.00	0.00	1.49	1.03	0.06	0.48
	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



Radju Maria: Apr-Jun 2010

TABLE 8.R11: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CAMPUS FM [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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.10	0.19	0.00	0.00	0.00	1.03	0.00	0.11	0.00	0.00	0.00	0.00	0.27	0.48	0.00	0.00	0.00	0.00	0.52	0.23	0.00	0.00	0.31	0.00	0.00	0.00	
9:00-12:00	0.11	0.21	0.00	0.00	0.00	0.00	0.14	0.21	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.35	0.00	0.00	0.00	0.13	0.20	0.00	
12:00-17:00	0.10	0.19	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.12	0.00	0.55	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.30	0.00	
17:00-20:00	0.08	0.16	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.06	0.00	0.55	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.25	0.00	
20:00-24:00	0.02	0.04	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.06	0.00	0.00	0.00	
	0.42	0.77	0.00	0.00	0.00	1.03	0.20	0.89	0.00	0.00	0.00	0.00	0.57	0.00	1.53	0.48	0.00	0.00	0.90	0.86	0.23	0.00	0.37	0.13	0.76	0.00	

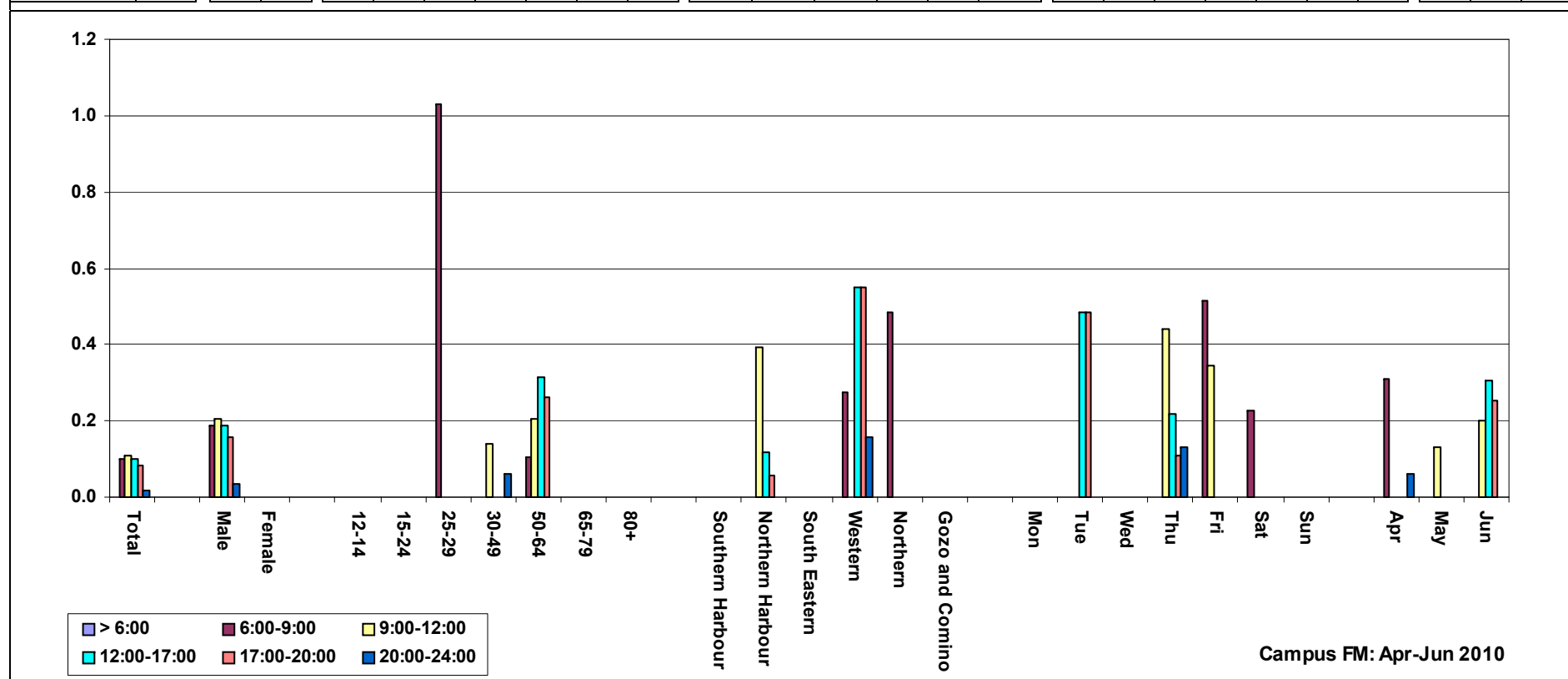


TABLE 8.R12: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – VIBE FM [APR-JUN 2010]

	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	0.09	0.04	0.14	0.00	0.54	0.00	0.09	0.00	0.00	0.00	0.13	0.00	0.17	0.00	0.28	0.00	0.16	0.00	0.21	0.00	0.00	0.00	0.24	0.09	0.07	0.12
6:00-9:00	1.33	1.63	0.97	5.19	3.91	2.29	1.73	0.05	0.70	0.00	1.10	1.29	0.45	2.70	2.22	0.18	1.55	1.51	0.68	1.25	0.70	1.07	2.98	1.69	1.44	0.85
9:00-12:00	2.43	2.50	2.36	0.00	12.45	0.00	2.65	0.31	0.47	0.00	3.08	2.25	0.94	2.86	3.59	1.45	2.80	2.68	1.25	1.90	2.23	2.32	4.62	2.23	3.48	1.56
12:00-17:00	1.85	2.56	1.02	5.41	8.34	0.28	2.48	0.05	0.00	0.00	1.55	0.85	1.27	3.88	4.00	0.66	3.63	1.67	1.21	0.96	1.43	1.35	3.17	1.76	1.83	1.96
17:00-20:00	0.88	1.17	0.53	3.21	3.61	4.37	0.45	0.00	0.00	0.00	0.51	0.90	1.74	0.88	0.14	1.45	1.54	0.16	0.42	2.03	0.12	0.12	1.97	1.10	0.77	0.76
20:00-24:00	0.12	0.00	0.27	1.56	0.78	0.28	0.00	0.00	0.00	0.00	0.08	0.06	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.12	0.93	0.00	0.00	0.05	0.32
	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

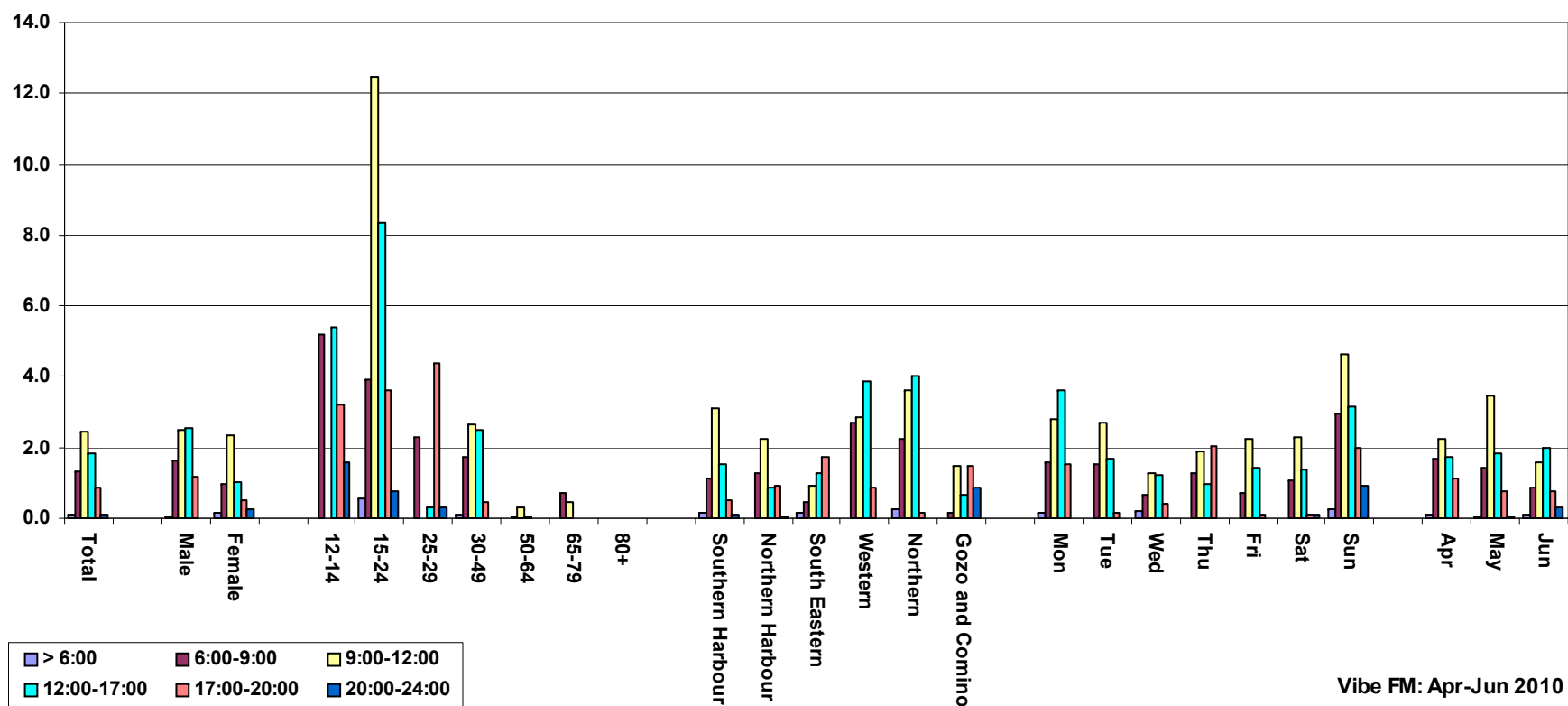


TABLE 8.R13: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – XFM [APR-JUN 2010]

	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	0.02	0.03	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.06	0.00	0.00		
6:00-9:00	0.96	1.19	0.68	2.90	1.58	2.10	1.35	0.53	0.00	0.00	0.78	1.14	1.43	0.16	1.80	0.00	0.90	1.16	1.14	0.00	1.10	0.25	2.49	0.92	0.54	1.42	
9:00-12:00	1.56	1.42	1.73	1.45	4.43	2.56	2.21	0.50	0.00	0.00	0.96	2.29	0.99	0.16	3.98	0.00	2.07	1.37	1.96	0.00	2.64	0.58	2.67	1.87	1.39	1.44	
12:00-17:00	1.41	1.35	1.49	1.56	5.44	0.57	2.28	0.00	0.00	0.00	1.31	1.31	1.37	0.60	3.56	0.00	1.48	2.17	3.14	0.25	1.62	0.19	0.59	2.01	1.28	0.97	
17:00-20:00	0.68	0.96	0.36	6.34	2.11	0.70	0.84	0.16	0.00	0.00	1.20	0.38	0.55	1.20	0.49	0.24	0.40	0.67	1.32	0.12	0.46	0.25	1.61	0.82	0.45	0.79	
20:00-24:00	0.22	0.29	0.14	2.90	0.36	0.00	0.45	0.00	0.00	0.00	0.45	0.32	0.00	0.00	0.24	0.00	0.00	0.35	0.00	0.00	0.18	0.12	1.14	0.10	0.12	0.44	
	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	

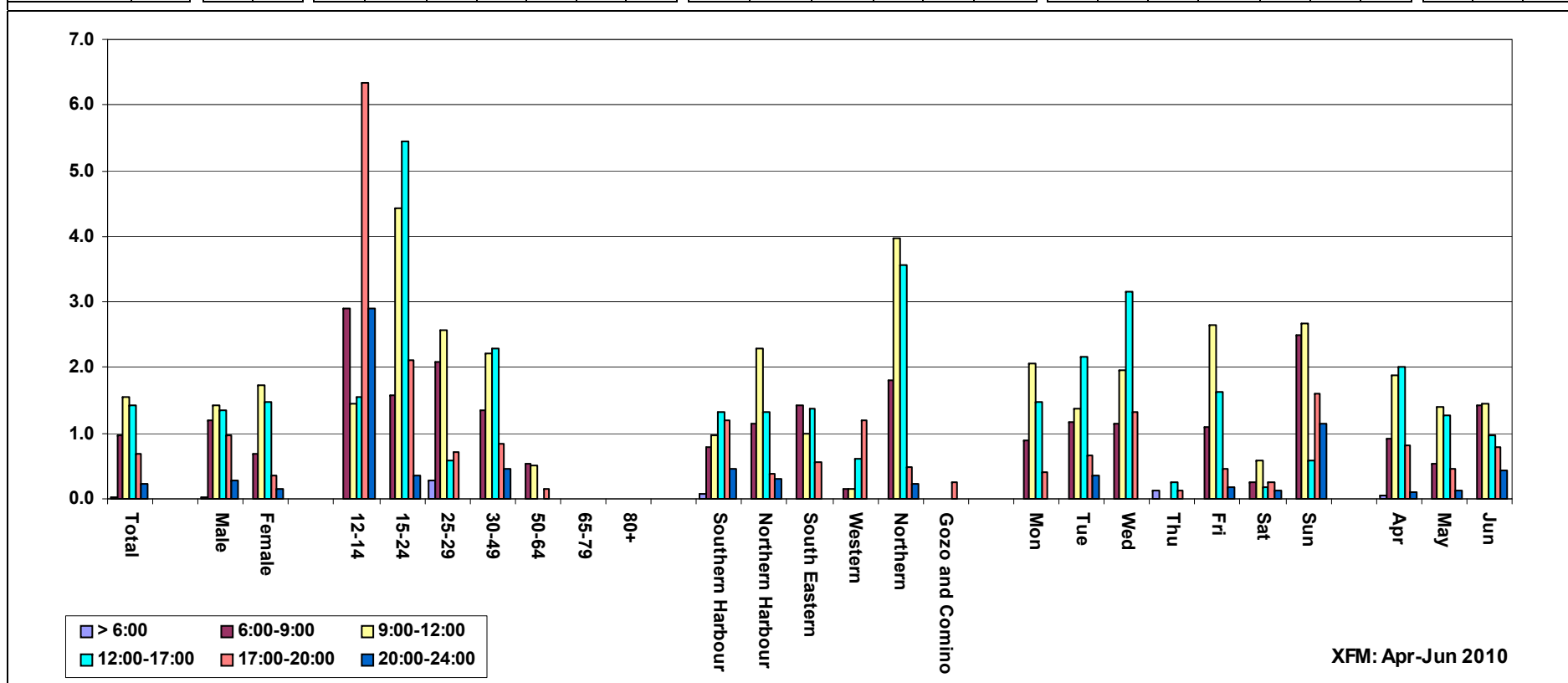


TABLE 8.R14: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – COMMUNITY RADIO STATIONS [APR-JUN 2010]

	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	0.03	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.08	0.00	0.00	
6:00-9:00	0.71	0.64	0.79	0.00	0.00	0.57	0.66	0.76	0.91	2.97	0.88	0.28	0.80	0.51	0.75	1.60	0.13	0.95	0.90	0.53	1.88	0.11	0.49	0.75	0.47	0.91
9:00-12:00	1.31	1.35	1.27	0.00	0.00	0.00	1.44	1.98	0.59	4.26	0.54	1.14	1.99	0.92	2.08	2.01	0.00	1.75	2.68	1.41	2.67	0.22	0.00	1.33	1.30	1.32
12:00-17:00	1.15	1.82	0.35	0.00	0.00	2.37	1.06	1.36	1.28	1.30	0.63	1.18	0.00	0.00	3.62	1.73	0.28	1.77	2.06	1.70	1.07	0.00	0.86	1.05	0.89	1.50
17:00-20:00	0.68	0.83	0.50	0.00	0.33	1.74	0.28	0.48	0.69	6.13	0.44	0.45	0.27	0.85	0.63	2.24	0.26	0.00	0.63	0.93	1.86	0.49	0.65	0.79	0.73	0.51
20:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	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

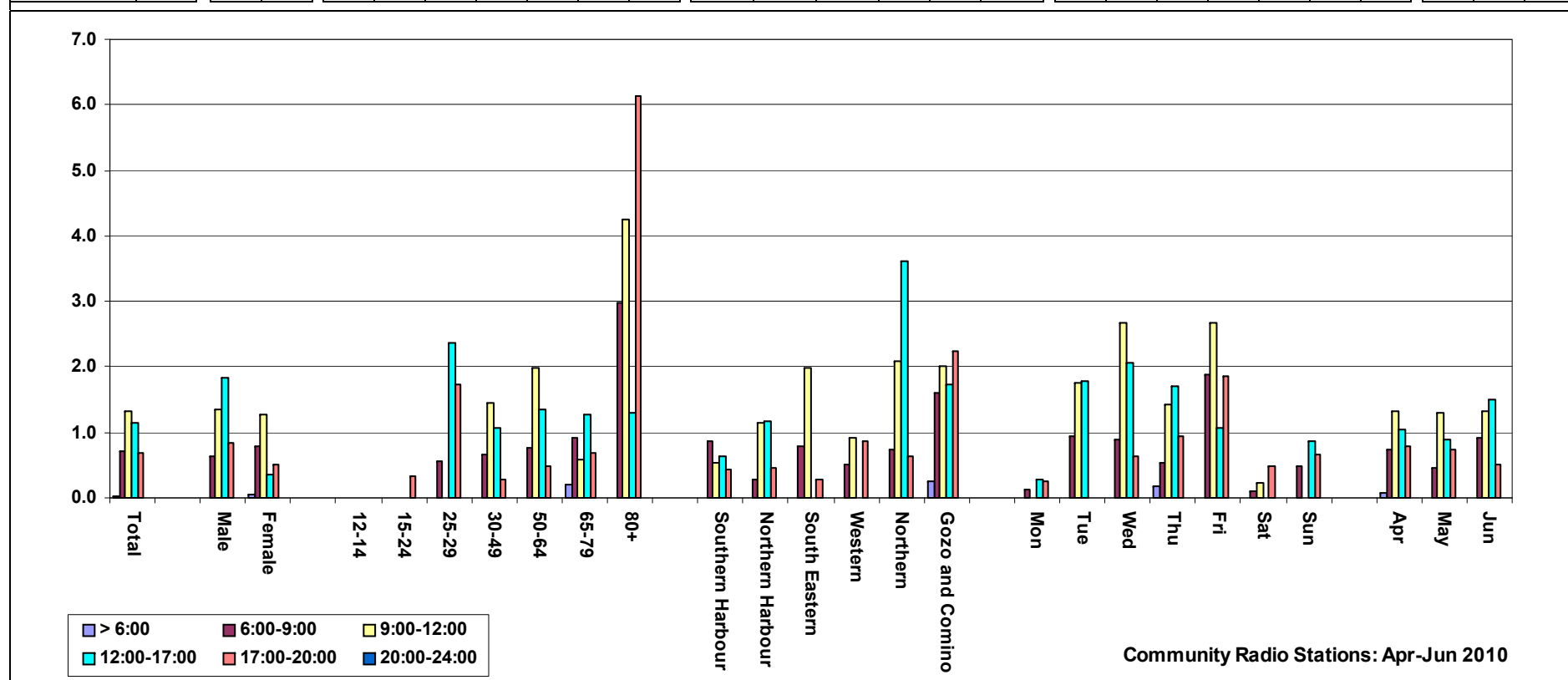


TABLE 8.R15: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – OTHER RADIO STATIONS [APR-JUN 2010]

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.06	0.10	0.00	0.00	0.00	0.00	0.00	0.05	0.29	0.00	0.18	0.06	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.13	0.00	0.00	0.12	0.00	0.05	
9:00-12:00	0.11	0.15	0.07	0.00	0.28	0.00	0.00	0.00	0.59	0.00	0.36	0.00	0.00	0.26	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.27	0.24	0.09	0.00	
12:00-17:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
17:00-20:00	0.08	0.15	0.00	0.00	0.00	0.00	0.00	0.12	0.30	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.22	0.26	0.00	0.00	0.00	0.00	0.00	0.24	
20:00-24:00	0.09	0.16	0.00	0.00	0.00	0.00	0.07	0.21	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.07	0.19	0.00		
	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	0.43	0.29	0.29	

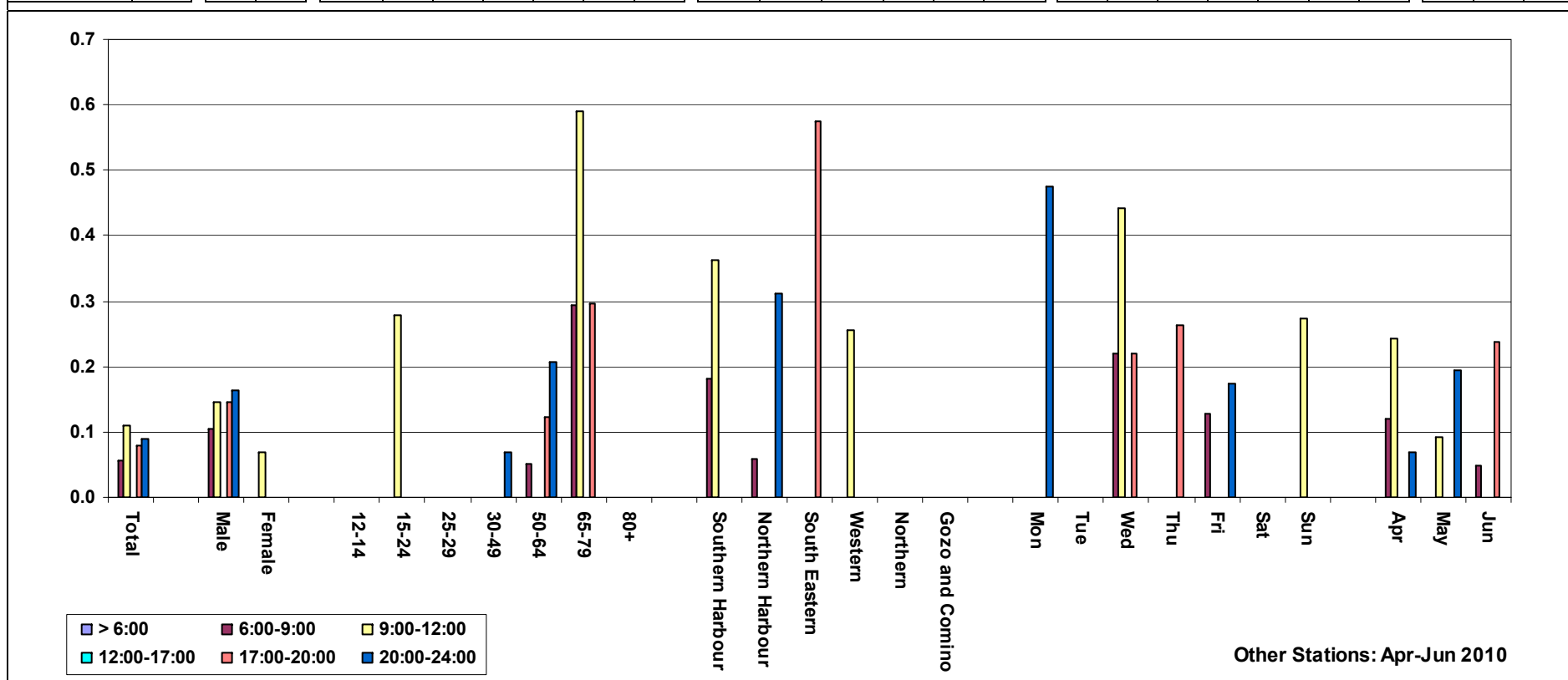


TABLE 8.TV: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ALL TV BROADCASTING STATIONS [APR-JUN 2010]

	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

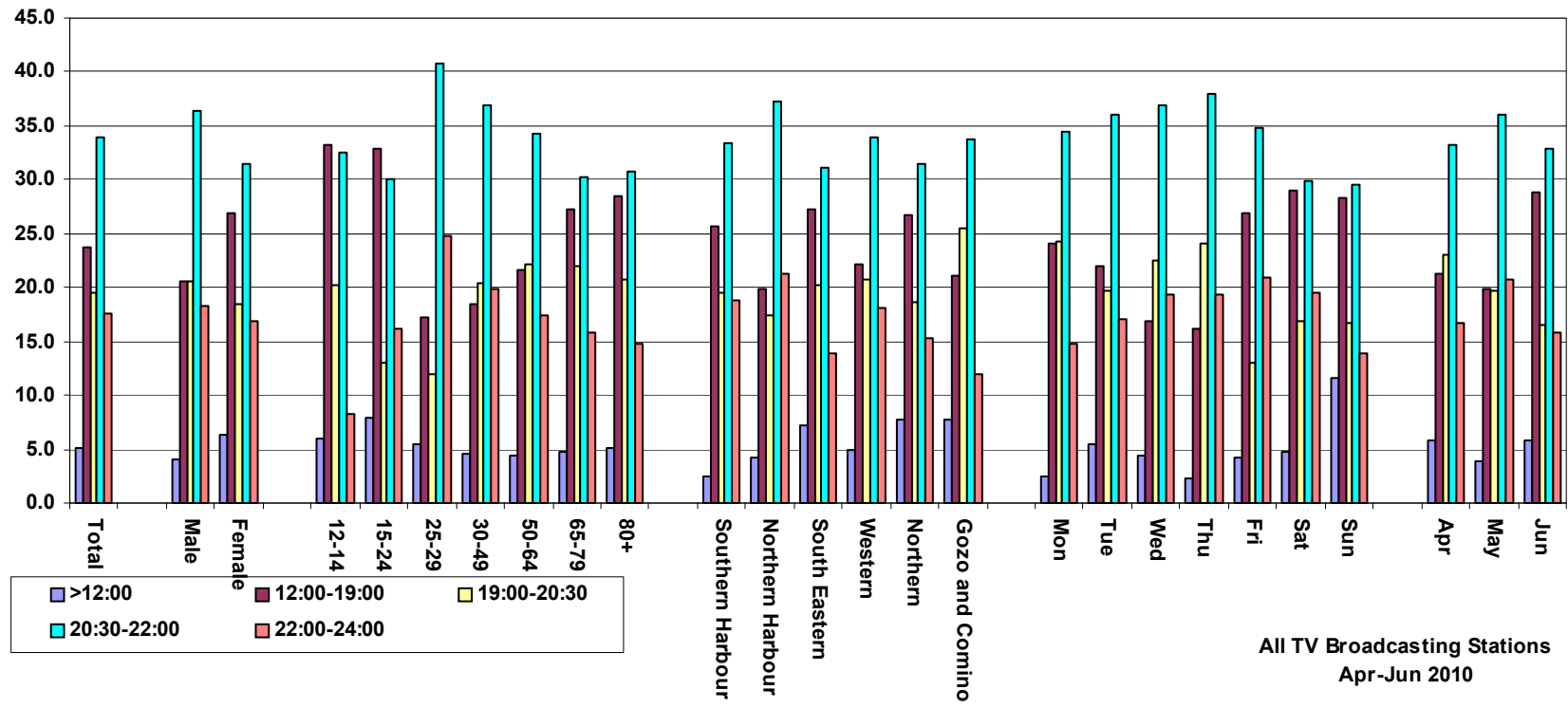


TABLE 8.TV1: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – TVM [APR-JUN 2010]

	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	1.41	1.13	1.71	4.24	1.66	0.66	1.39	1.74	0.43	0.00	0.74	1.15	2.22	0.68	2.03	2.68	0.00	0.57	2.24	0.00	1.55	0.45	4.84	1.56	0.98	1.66
12:00-19:00	5.96	6.06	5.86	13.60	6.88	2.35	4.60	6.02	6.21	9.56	7.17	6.42	5.27	4.65	6.88	2.43	4.91	3.74	3.15	3.04	6.74	8.24	10.64	4.91	3.23	9.11
19:00-20:30	5.98	5.44	6.53	4.15	2.53	4.47	7.20	5.83	7.45	10.27	5.14	6.47	5.92	4.37	6.69	7.94	7.23	7.44	5.80	6.41	5.86	3.77	5.42	5.83	5.26	6.70
20:30-22:00	13.83	13.20	14.49	16.66	12.43	18.62	13.32	14.76	12.79	10.72	13.79	17.19	10.79	11.33	11.61	15.80	13.53	11.70	8.16	15.27	20.66	9.66	17.29	10.35	14.79	15.84
22:00-24:00	6.04	5.46	6.64	4.47	4.80	9.69	6.50	6.20	5.63	3.80	6.95	7.84	4.10	4.68	4.93	4.87	3.03	3.91	2.98	8.05	12.00	6.18	6.28	3.90	7.43	6.60
	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

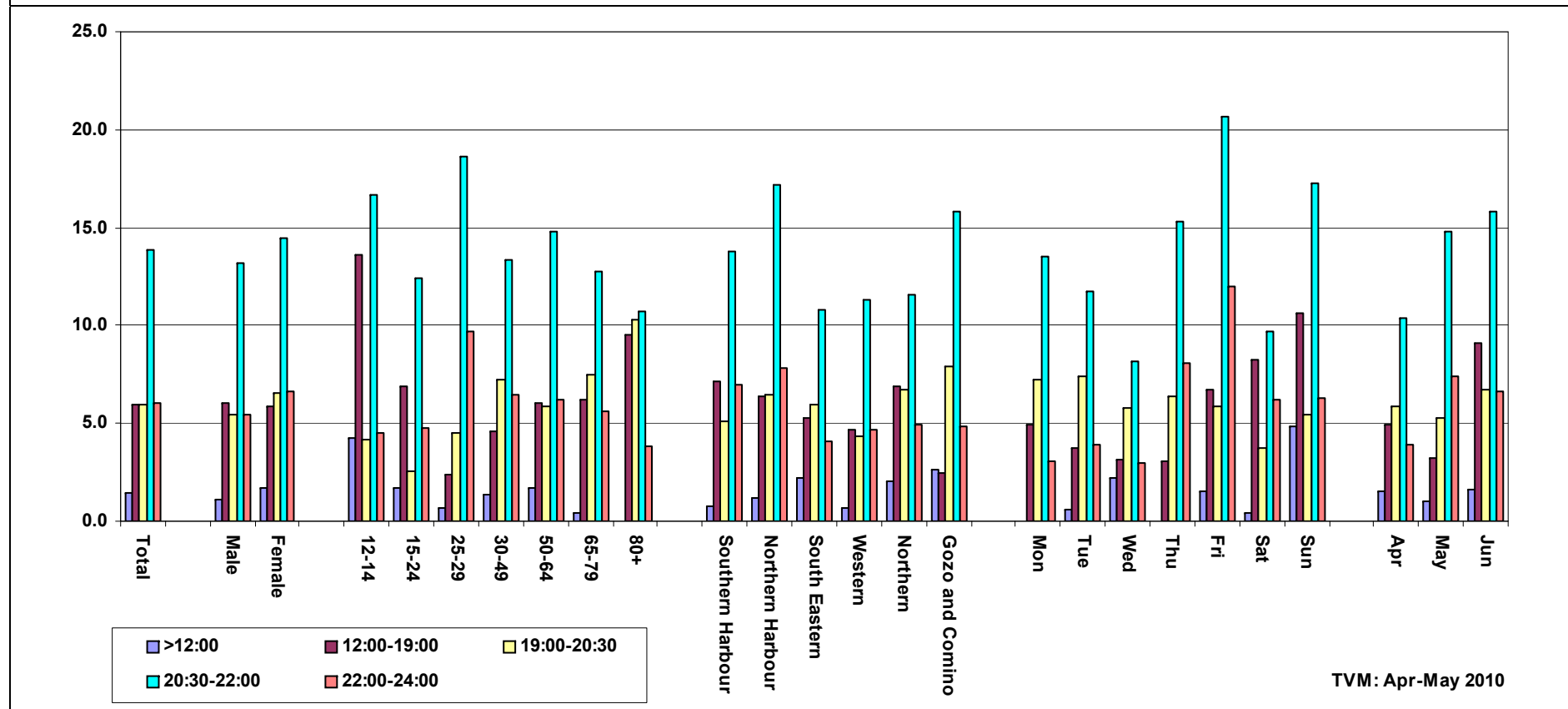


TABLE 8.TV2: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ONE [APR-JUN 2010]

	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
1.16	0.46	1.88		0.12	3.00	0.64	1.01	2.47	4.58		1.15	1.54	2.43	0.09	3.48		0.67	0.52	0.67	0.66	0.00	3.66		1.00	0.55	
3.53	1.86	5.26		0.09	3.47	1.62	4.61	6.41	14.41		2.83	5.57	4.07	0.64	5.55		2.74	3.39	4.01	3.89	3.18	3.91		3.30	2.63	
4.95	5.49	4.38		1.51	0.68	5.37	6.12	5.63	8.71		4.34	5.42	6.47	2.65	8.03		2.98	7.70	6.73	3.32	3.37	4.80		5.19	2.64	
5.10	5.32	4.87		3.54	6.28	5.34	4.86	5.60	7.13		5.25	5.72	5.21	2.75	7.10		4.20	6.28	5.90	6.44	3.47	3.42		5.55	2.92	
2.09	2.09	2.09		1.02	3.14	2.22	2.14	2.39	2.23		2.09	2.07	2.26	1.01	2.43		1.32	2.91	2.08	3.38	1.95	1.44		2.36	0.87	
16.82	15.22	18.48		6.27	16.57	15.19	18.73	22.50	37.07		15.66	20.32	20.45	7.14	26.58		11.91	20.80	19.39	17.68	11.98	17.24		17.40	9.61	

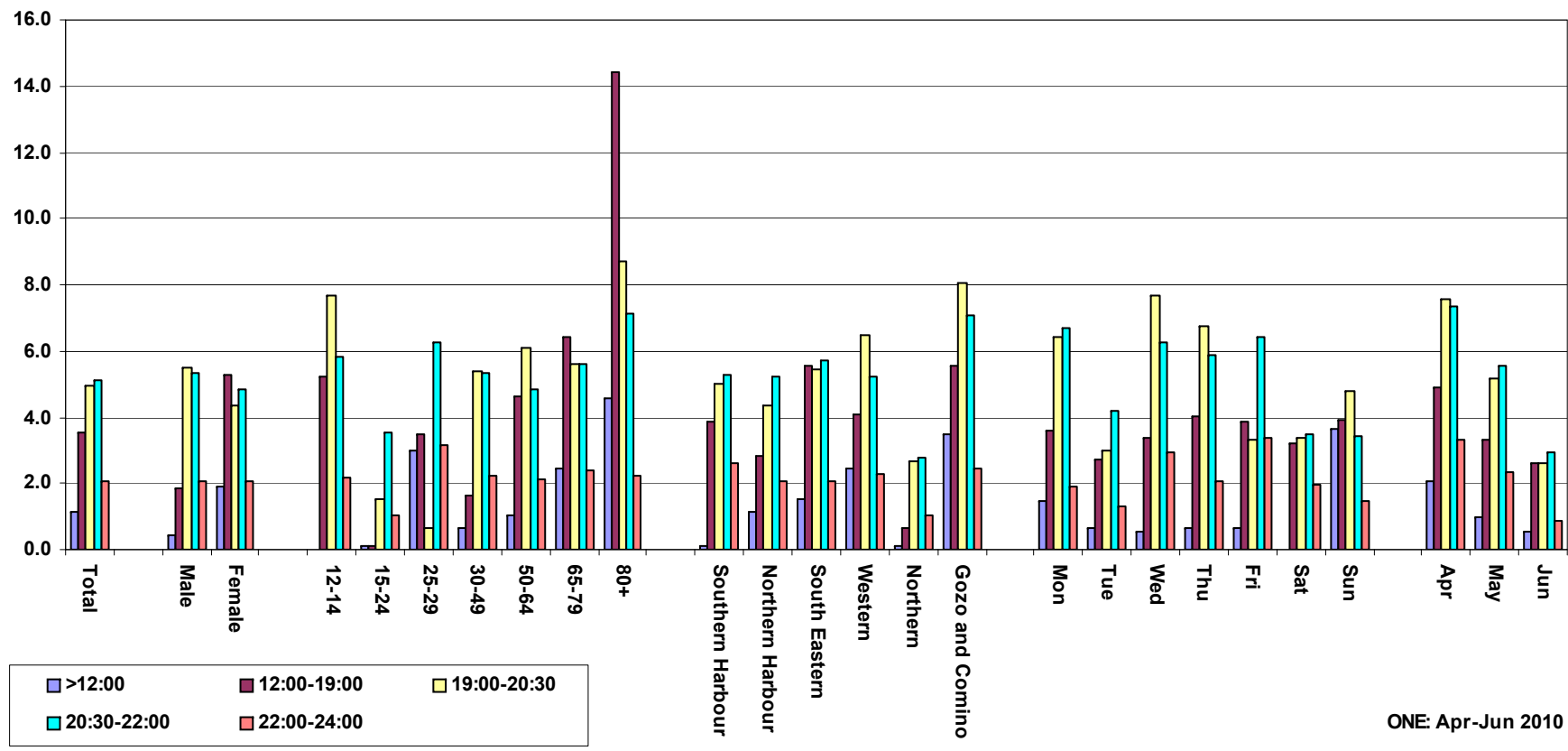


TABLE 8.TV3: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – NET TV [APR-JUN 2010]

	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
		0.27	0.42	0.11	0.00	0.00	0.59	0.10	0.41	0.00	0.30	0.00	0.27	0.88	0.35	0.20	0.74	0.00	0.00	0.00	0.00	0.74	0.08	0.31	0.27	
1.42	1.16	1.68	0.57	0.00	0.97	1.42	4.31	0.00	0.88	0.57	1.18	1.67	1.75	1.37	0.00	0.57	3.66	2.26	1.01	0.57	2.06	1.42				
1.23	1.52	0.92	0.00	0.00	0.52	2.26	2.53	0.51	0.47	1.21	1.00	1.13	3.06	0.94	1.20	2.60	1.03	1.53	0.49	1.72	0.99	1.23				
1.34	1.57	1.09	0.00	0.00	1.04	2.30	2.06	3.35	0.76	0.48	1.88	2.45	2.05	0.85	4.69	1.82	0.66	1.36	0.40	1.99	1.07	1.34				
0.51	0.53	0.50	0.00	0.00	0.49	0.62	0.64	3.63	0.11	0.00	0.37	1.00	1.22	0.64	0.94	1.09	0.30	0.30	0.46	0.54	0.41	0.51				
4.76	5.20	4.31	0.57	0.00	3.62	6.70	9.94	7.49	2.52	2.26	4.70	7.12	8.44	3.99	7.56	6.08	5.66	5.45	3.10	4.91	4.84	4.76				

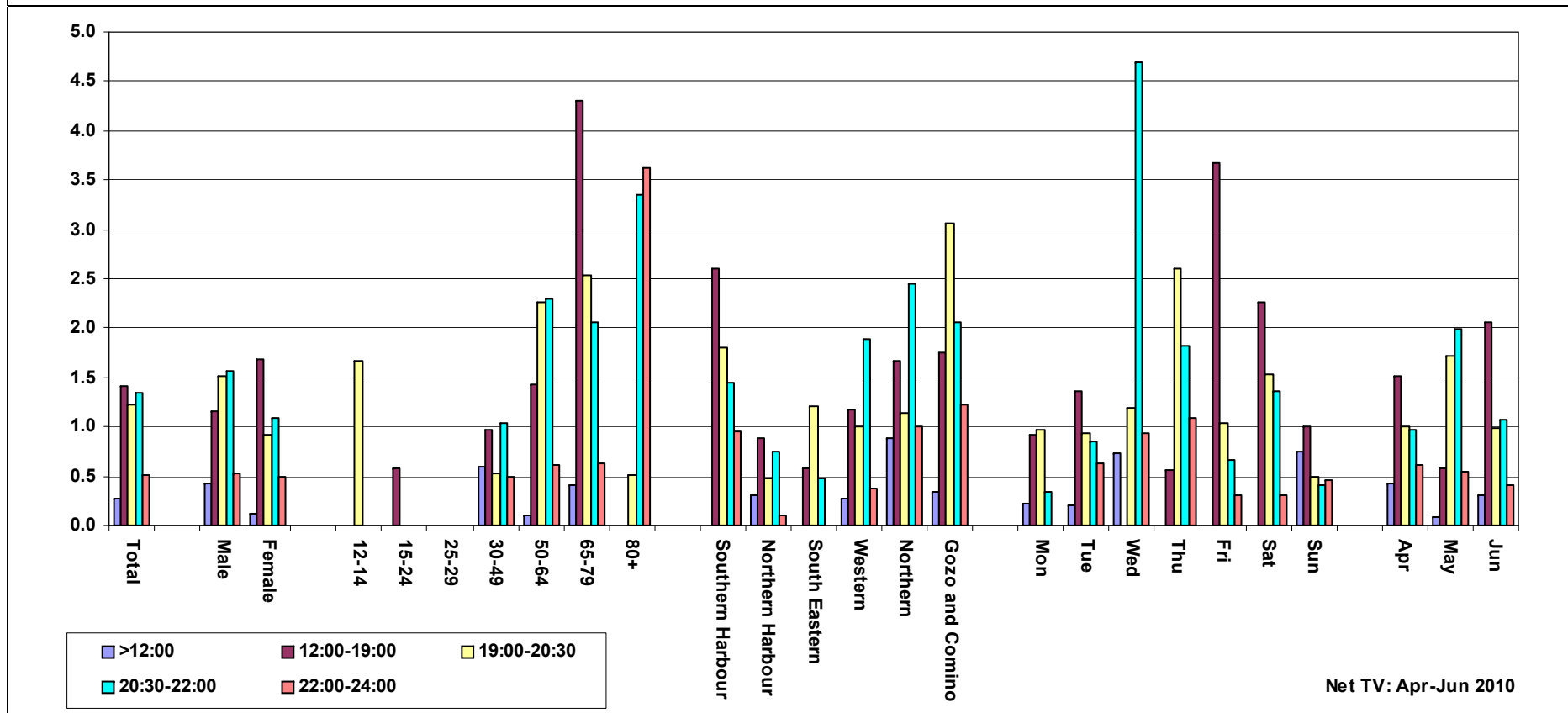


TABLE 8.TV4: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – SMASH TV [APR-JUN 2010]

	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	0.03	0.00	0.06	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
12:00-19:00	0.03	0.04	0.02	0.00	0.00	0.00	0.00	0.04	0.12	0.00	0.00	0.12	0.09	0.00	0.00	0.00	0.13	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.09	0.00	
19:00-20:30	0.23	0.30	0.15	0.00	0.00	0.00	0.00	0.35	0.89	0.00	0.00	0.48	0.00	0.42	1.05	0.52	0.50	0.00	0.11	0.00	0.39	0.00	0.25	0.24	0.20	0.00	
20:30-22:00	0.04	0.00	0.08	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	0.33	0.34	0.32	0.00	0.00	0.00	0.10	0.54	1.01	0.00	0.00	0.16	0.09	0.42	1.05	0.78	0.63	0.27	0.11	0.08	0.39	0.00	0.25	0.45	0.28	0.00	

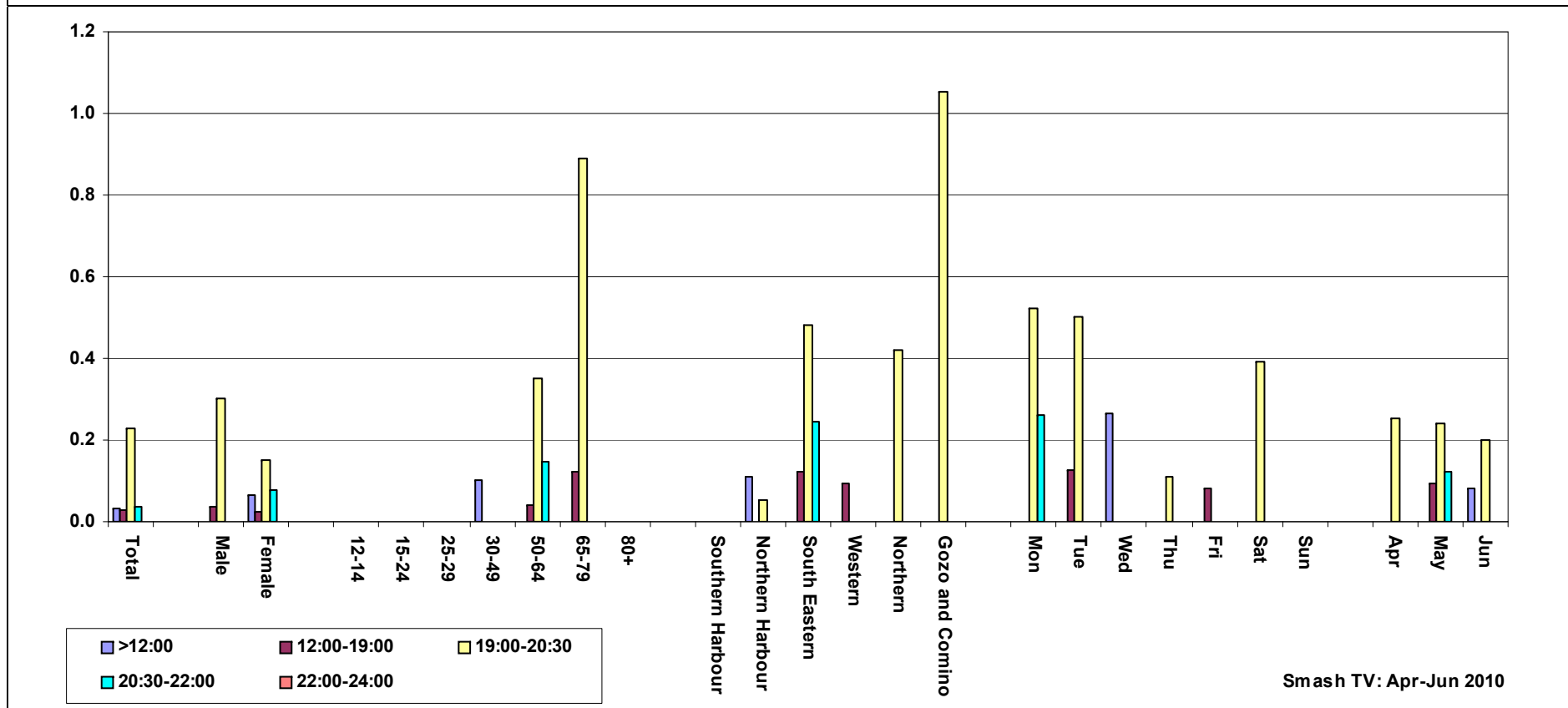


TABLE 8.TV5: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – EDUCATION 22 [APR-JUN 2010]

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.05	0.00	0.11	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	
19:00-20:30	0.05	0.00	0.11	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.04	0.00	0.08	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	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	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	

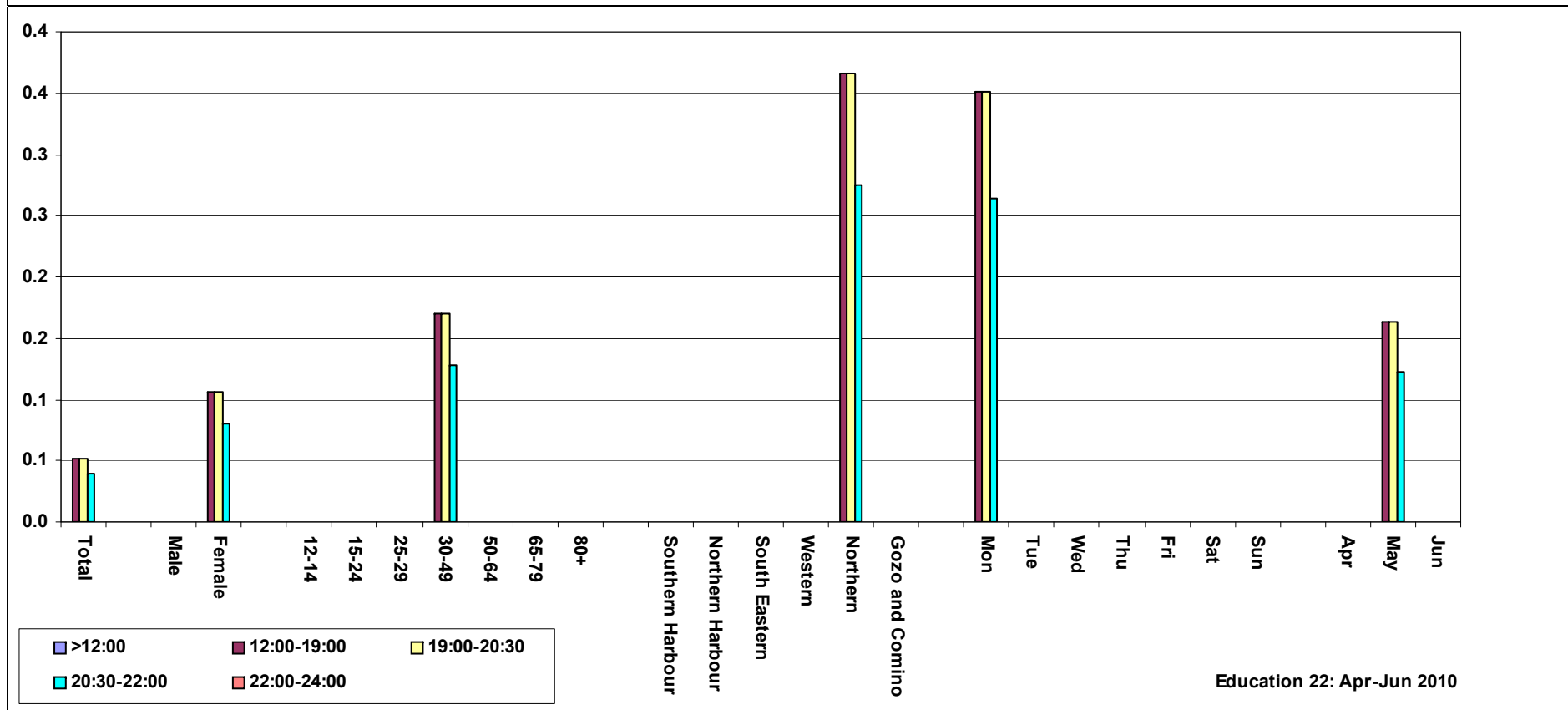


TABLE 8.TV6: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – iTV [APR-JUN 2010]

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
12:00-19:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Education 22 did not register any audiences during this quarter

TABLE 8.TV7: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – FAVOURITE CHANNEL [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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.14	0.00	0.29	0.00	0.00	0.00	0.21	0.30	0.00	0.00	0.00	0.00	0.64	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.21	0.25	0.00	0.00	0.00
19:00-20:30	0.03	0.03	0.03	0.00	0.00	0.00	0.00	0.06	0.09	0.00	0.06	0.00	0.00	0.13	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
20:30-22:00	0.10	0.00	0.20	0.00	0.00	0.28	0.05	0.00	0.26	0.87	0.19	0.05	0.00	0.13	0.35	0.11	0.27	0.34	0.00	0.00	0.00	0.00	0.14	0.13	0.04	0.00	0.00
22:00-24:00	0.04	0.00	0.08	0.00	0.00	0.00	0.05	0.00	0.00	0.87	0.00	0.05	0.00	0.00	0.35	0.11	0.17	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
	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	1.56	0.21	0.55	0.46	0.00	0.00	0.93	0.00	0.48	0.47	0.04	0.00	0.00

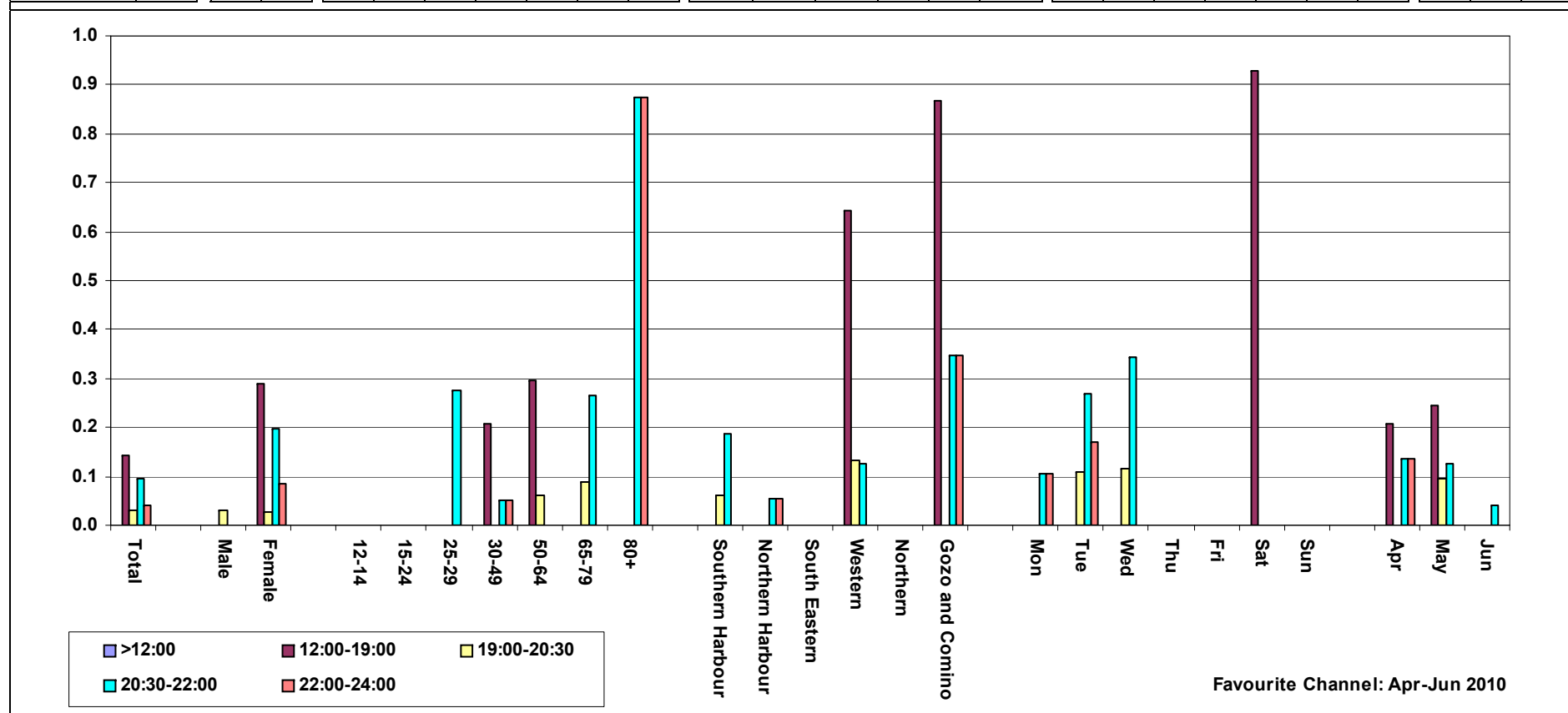
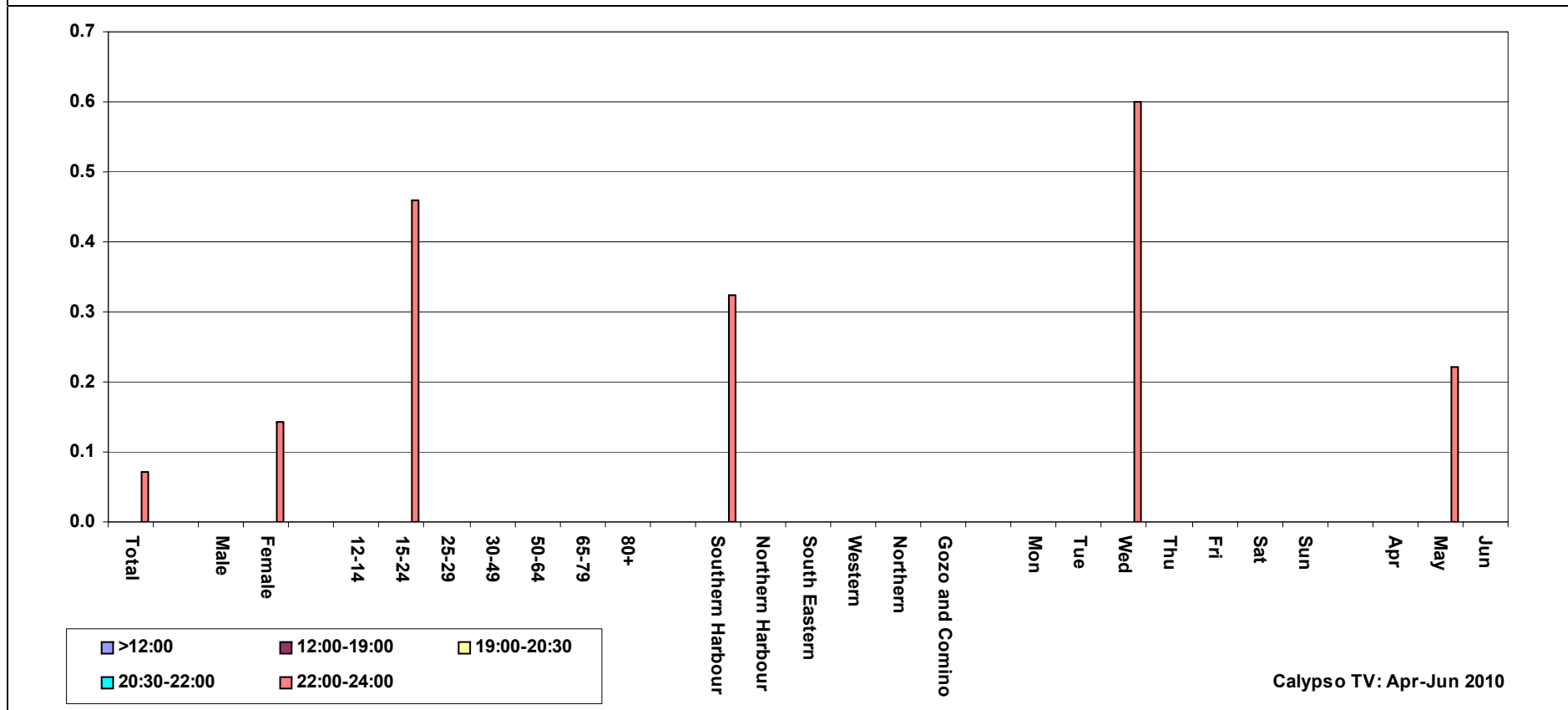


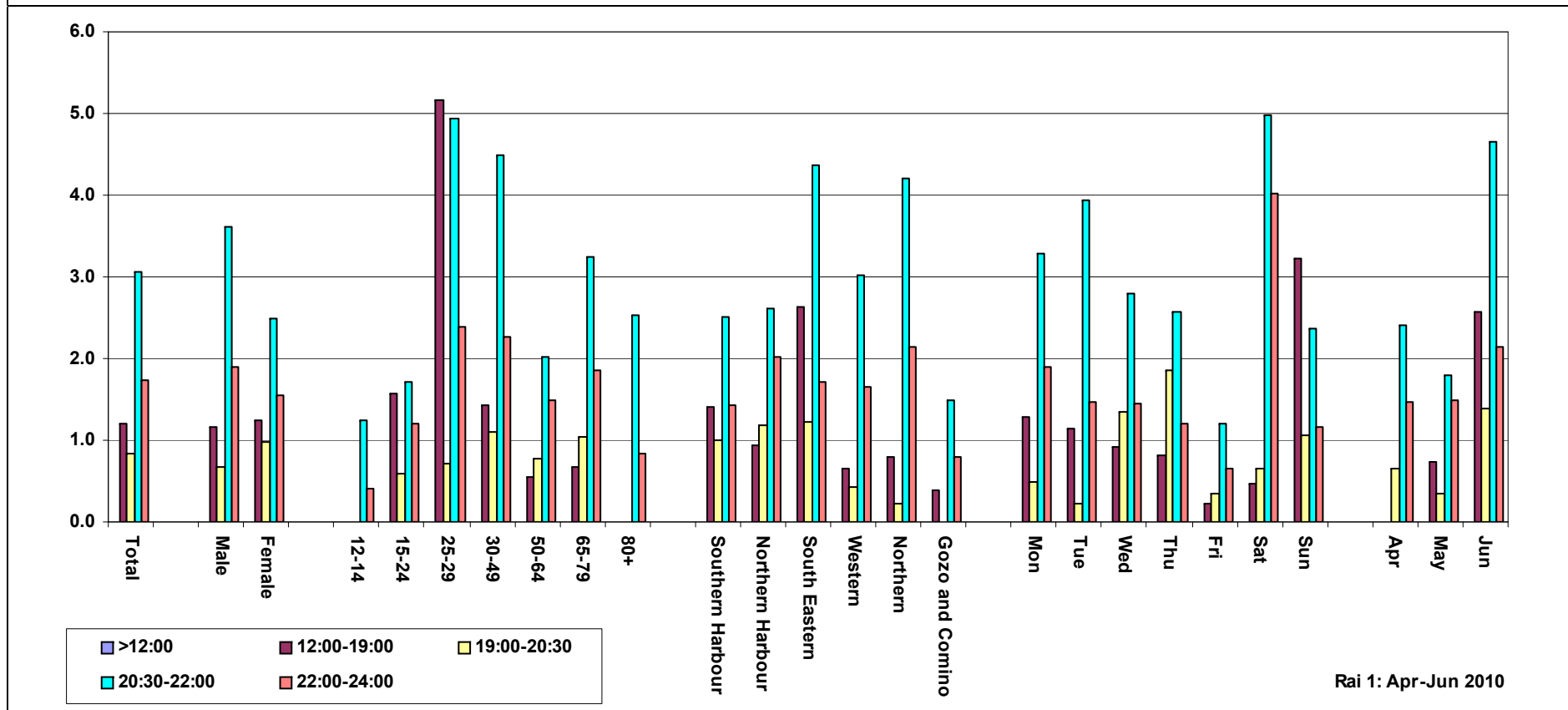
TABLE 8.TV8: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CALYPSO MUSIC TV [APR-JUN 2010]

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	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	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	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	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00



**TABLE 8.TV9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH -
RAI 1 [APR-JUN 2009]**

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	1.21	1.16	1.25	0.00	1.58	5.17	1.42	0.55	0.67	0.00	1.40	0.93	2.62	0.65	0.79	0.39	1.29	1.14	0.91	0.82	0.22	0.47	3.22	0.00	0.74	2.57	0.00	0.74	2.57	0.00	0.74	2.57	
19:00-20:30	0.83	0.68	0.99	0.00	0.59	0.72	1.10	0.78	1.04	0.00	0.99	1.18	1.23	0.43	0.22	0.00	0.49	0.23	1.34	1.86	0.35	0.65	1.06	0.66	0.35	1.38	0.66	0.35	1.38	0.66	0.35	1.38	
20:30-22:00	3.06	3.61	2.49	1.25	1.72	4.95	4.49	2.02	3.24	2.53	2.51	2.62	4.36	3.02	4.20	1.49	3.28	3.94	2.79	2.58	1.19	4.97	2.38	2.40	1.80	4.66	2.40	1.80	4.66	2.40	1.80	4.66	
22:00-24:00	1.73	1.90	1.55	0.42	1.20	2.40	2.27	1.48	1.85	0.84	1.43	2.02	1.72	1.66	2.14	0.79	1.91	1.48	1.45	1.21	0.65	4.01	1.16	1.47	1.48	2.14	1.47	1.48	2.14	1.47	1.48	2.14	
	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	4.53	4.37	10.74	4.53	4.37	10.74	



Rai 1: Apr-Jun 2010

**TABLE 8.TV10: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
RAI 2 [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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.16	0.17	0.14	1.17	0.00	0.32	0.29	0.00	0.00	0.00	0.12	0.06	0.00	0.31	0.52	0.00	0.00	0.00	0.78	0.28	0.00	0.18	0.00	0.28	0.22	0.00	0.00	0.00	0.28	0.22	0.00	0.00	0.00
22:00-24:00	0.29	0.26	0.32	0.78	0.00	0.67	0.38	0.40	0.00	0.00	0.31	0.00	0.00	0.84	0.85	0.00	0.25	0.00	0.72	0.28	0.49	0.18	0.25	0.44	0.49	0.00	0.00	0.44	0.49	0.00	0.00	0.00	0.00
	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	0.72	0.71	0.00	0.00	0.00	0.00	

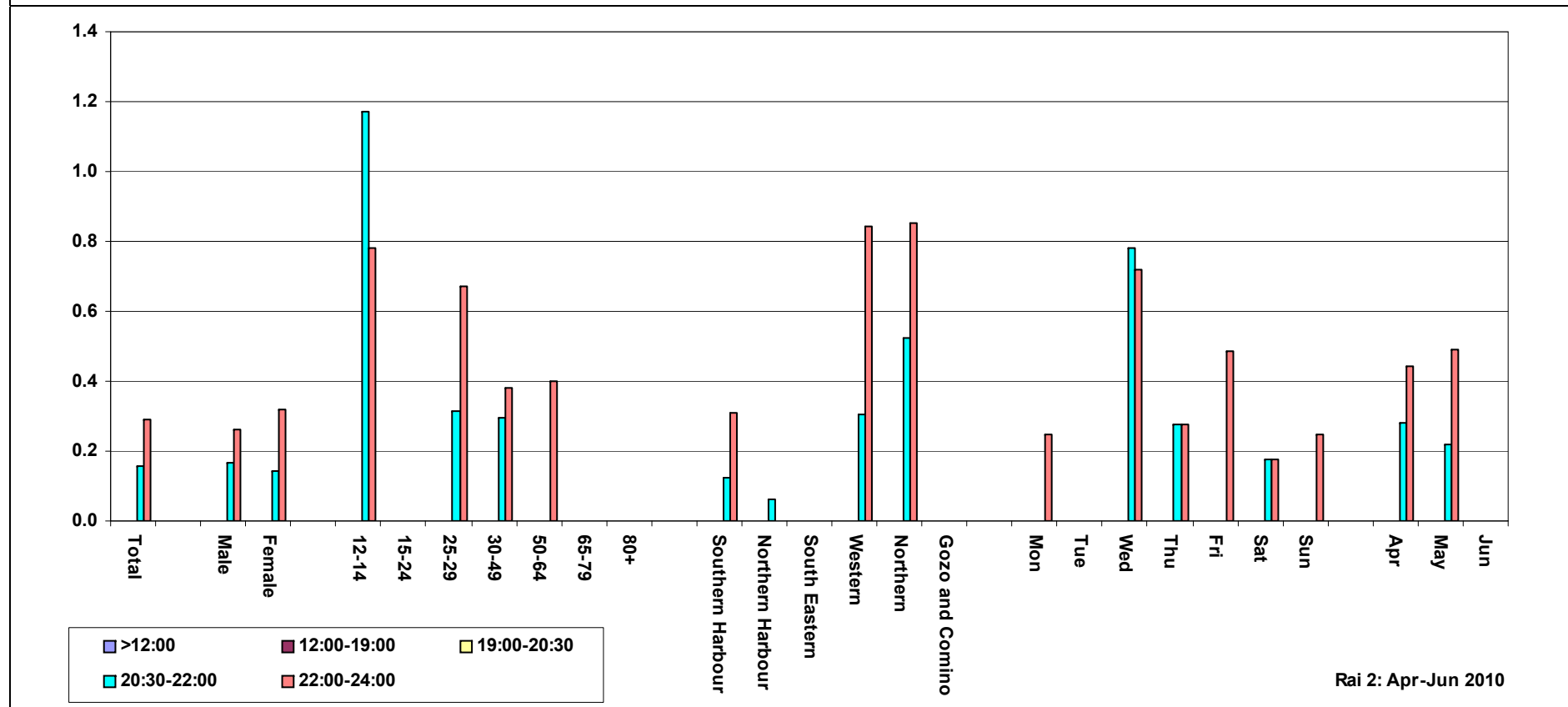
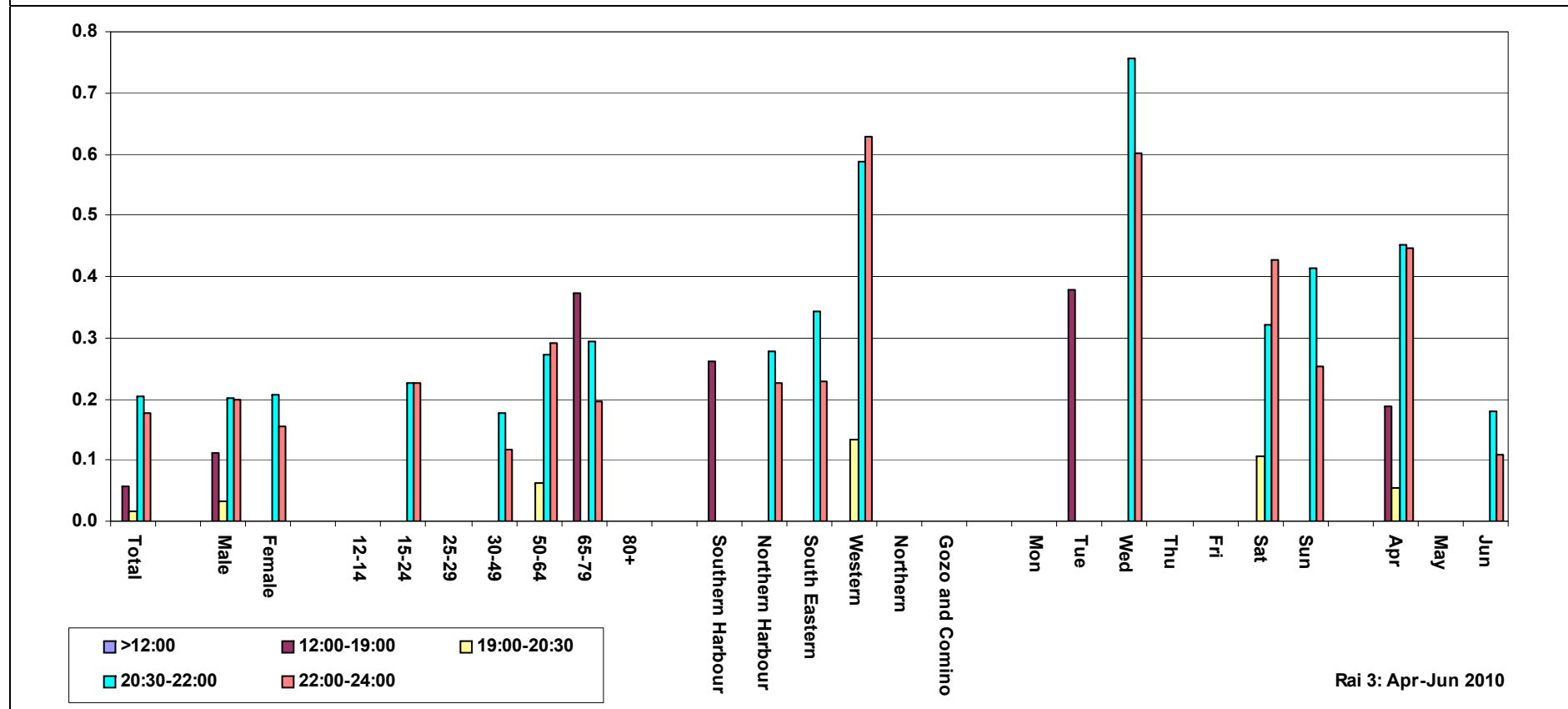


TABLE 8.TV11: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RAI 3 [APR-JUN 2010]

	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.06	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
19:00-20:30	0.02	0.03	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
20:30-22:00	0.21	0.20	0.21	0.00	0.23	0.00	0.18	0.27	0.29	0.00	0.00	0.28	0.34	0.59	0.00	0.00	0.00	0.76	0.00	0.00	0.32	0.41	0.45	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	
22:00-24:00	0.18	0.20	0.15	0.00	0.23	0.00	0.12	0.29	0.20	0.00	0.00	0.22	0.23	0.63	0.00	0.00	0.00	0.60	0.00	0.00	0.43	0.25	0.45	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	
	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	0.38	1.36	0.00	0.00	0.85	0.67	1.14	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	



**TABLE 8.TV12: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
RETE 4 [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	0.03	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
12:00-19:00	0.38	0.06	0.71	0.00	0.00	0.00	0.25	1.16	0.00	0.00	1.12	0.22	0.49	0.00	0.00	0.00	0.76	0.71	0.71	0.23	0.35	0.00	0.00	0.54	0.24	0.37			
19:00-20:30	0.57	0.39	0.76	0.42	0.00	0.00	0.06	1.53	0.87	0.00	0.93	0.54	0.41	0.30	0.79	0.00	1.18	1.06	0.56	0.84	0.00	0.25	0.11	0.96	0.49	0.32			
20:30-22:00	1.33	1.22	1.45	0.42	0.24	0.65	1.10	2.12	2.03	1.39	2.16	1.34	1.75	0.41	0.30	1.49	1.81	3.10	1.19	1.53	0.62	0.25	0.80	1.90	1.13	1.05			
22:00-24:00	0.73	0.75	0.70	0.00	0.35	0.65	0.54	1.31	0.85	0.00	1.14	0.92	1.00	0.27	0.18	0.00	1.08	1.88	0.45	0.70	0.41	0.17	0.36	0.66	0.68	0.83			
	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			

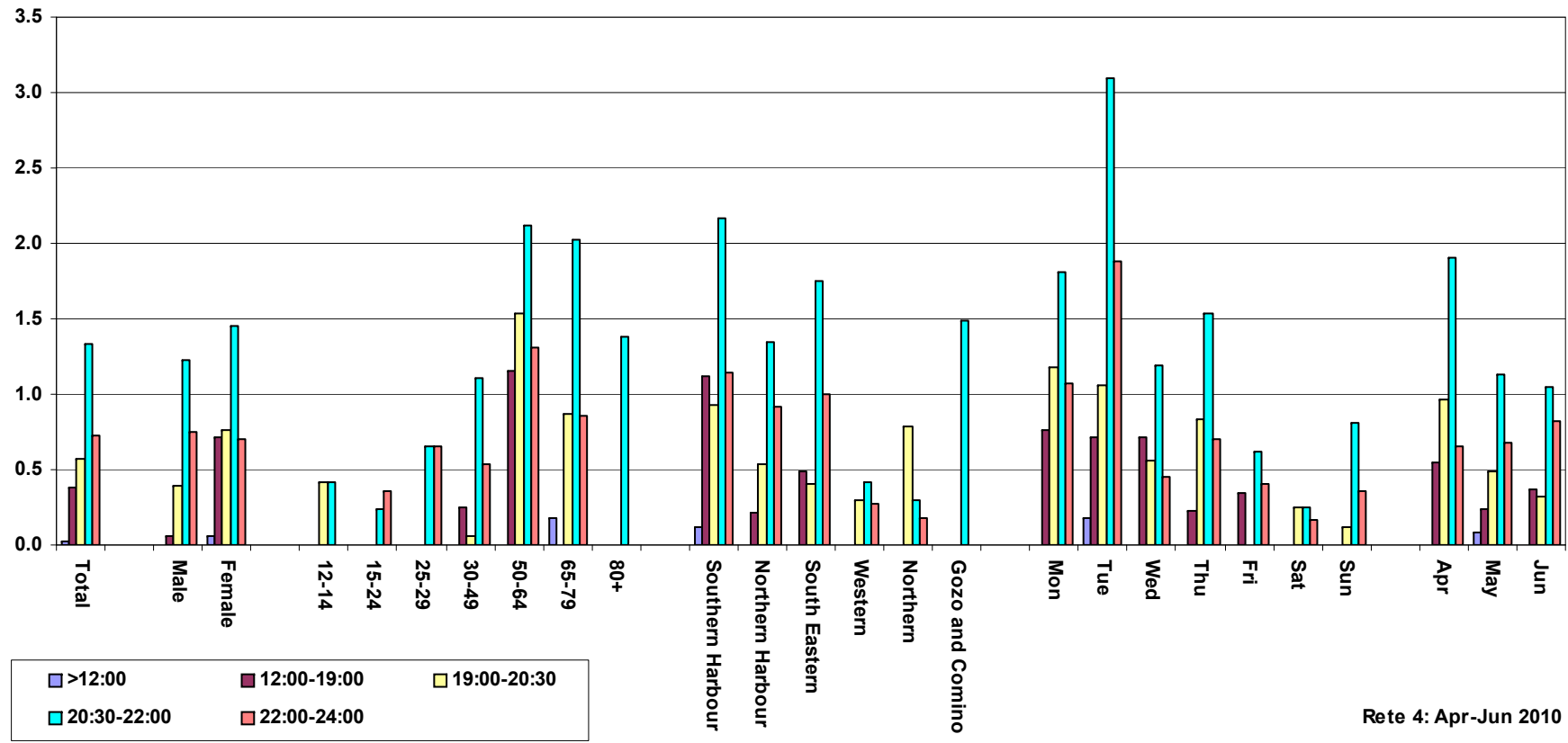
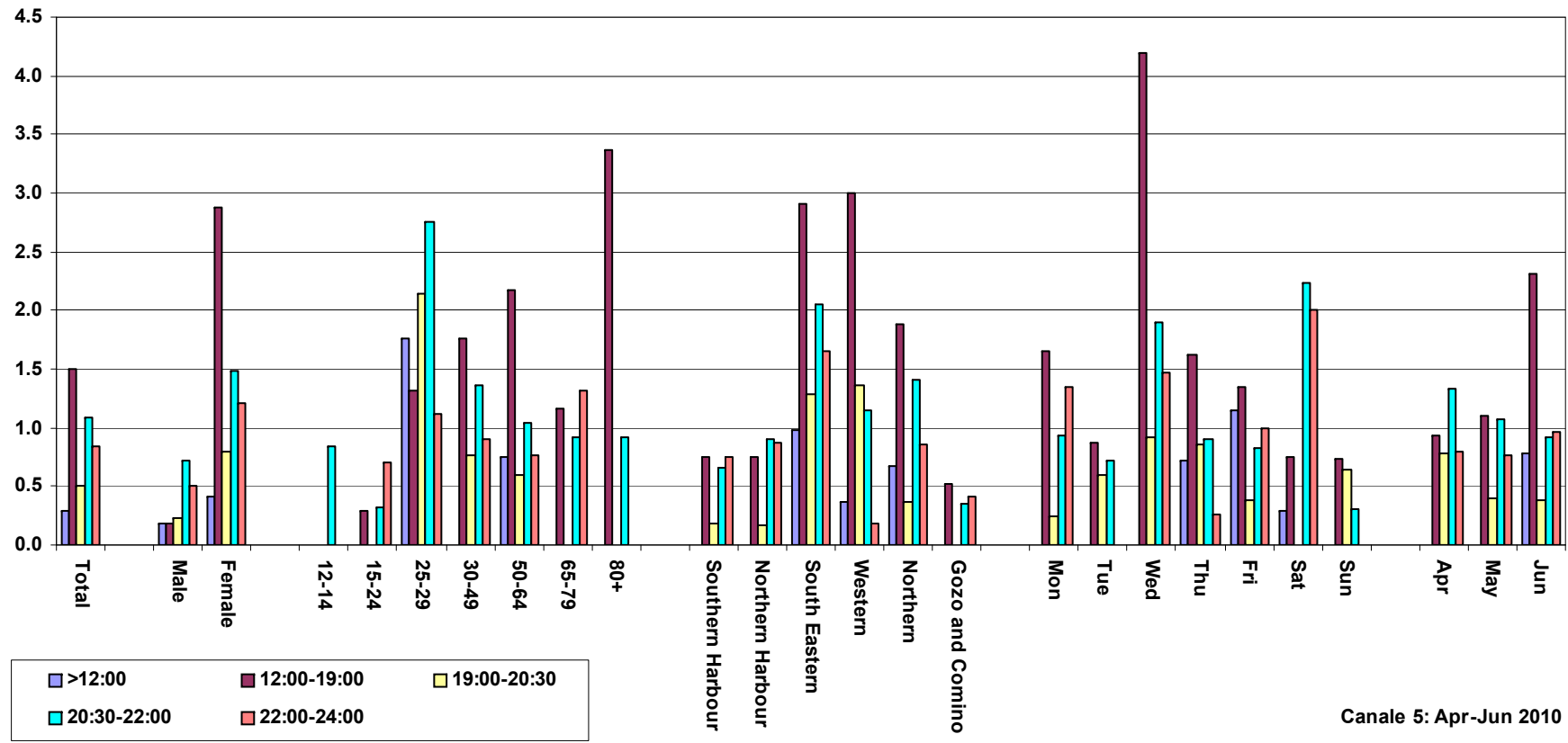


TABLE 8.TV13: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CANALE 5 [APR-JUN 2010]

	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	0.30	0.19	0.41	0.00	0.00	1.76	0.00	0.76	0.00	0.00	0.00	0.00	0.98	0.37	0.68	0.00	0.00	0.00	0.00	0.72	1.15	0.29	0.00	0.00	0.00	0.78
12:00-19:00	1.50	0.18	2.88	0.00	0.29	1.32	1.76	2.17	1.17	3.37	0.74	0.74	2.91	2.99	1.88	0.52	1.66	0.87	4.19	1.63	1.35	0.75	0.73	0.93	1.10	2.30
19:00-20:30	0.51	0.24	0.79	0.00	0.00	2.15	0.76	0.60	0.00	0.00	0.19	0.16	1.29	1.36	0.37	0.00	0.25	0.60	0.91	0.86	0.38	0.00	0.65	0.78	0.40	0.38
20:30-22:00	1.09	0.72	1.48	0.84	0.33	2.75	1.37	1.03	0.92	0.92	0.67	0.91	2.04	1.15	1.41	0.35	0.94	0.72	1.90	0.90	0.82	2.24	0.30	1.33	1.08	0.92
22:00-24:00	0.85	0.50	1.20	0.00	0.70	1.12	0.91	0.76	1.31	0.00	0.75	0.87	1.65	0.18	0.85	0.41	1.35	0.00	1.47	0.26	1.00	2.01	0.00	0.79	0.76	0.97
	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



**TABLE 8.TV14: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
ITALIA 1 [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	0.23	0.45	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.25	0.31	0.56	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.35	0.54	0.00	0.55	0.14
12:00-19:00	1.33	1.11	1.57	2.13	7.03	1.89	0.00	0.24	0.00	0.00	1.13	1.05	1.34	2.17	0.78	2.68	0.53	0.96	0.36	1.18	2.50	3.20	0.52	0.26	2.44	1.26
19:00-20:30	0.61	0.85	0.36	0.95	2.37	1.26	0.24	0.25	0.00	0.00	0.42	0.54	0.71	1.89	0.00	0.32	0.15	1.05	0.49	0.13	0.00	1.87	0.44	0.50	0.85	0.50
20:30-22:00	1.85	2.33	1.35	2.12	5.09	2.33	1.92	0.85	0.26	0.00	2.37	1.96	0.78	2.39	1.47	1.99	1.24	2.55	2.77	2.19	1.47	1.95	1.00	2.53	1.89	1.26
22:00-24:00	1.36	1.72	0.98	0.00	3.70	4.54	1.23	0.54	0.18	0.00	1.37	1.48	0.90	2.28	1.42	0.23	1.25	2.39	1.40	0.62	1.12	1.27	1.38	1.53	2.00	0.68
	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

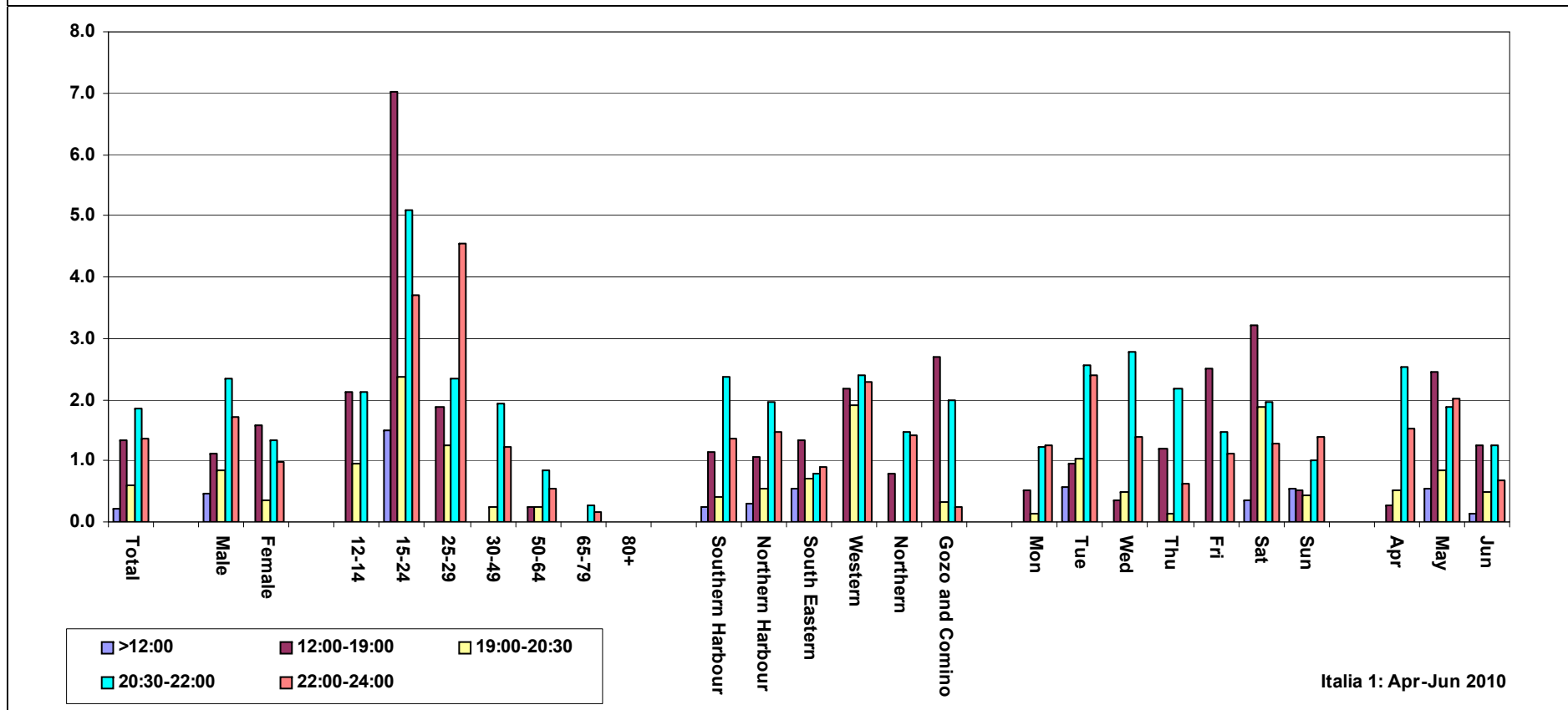
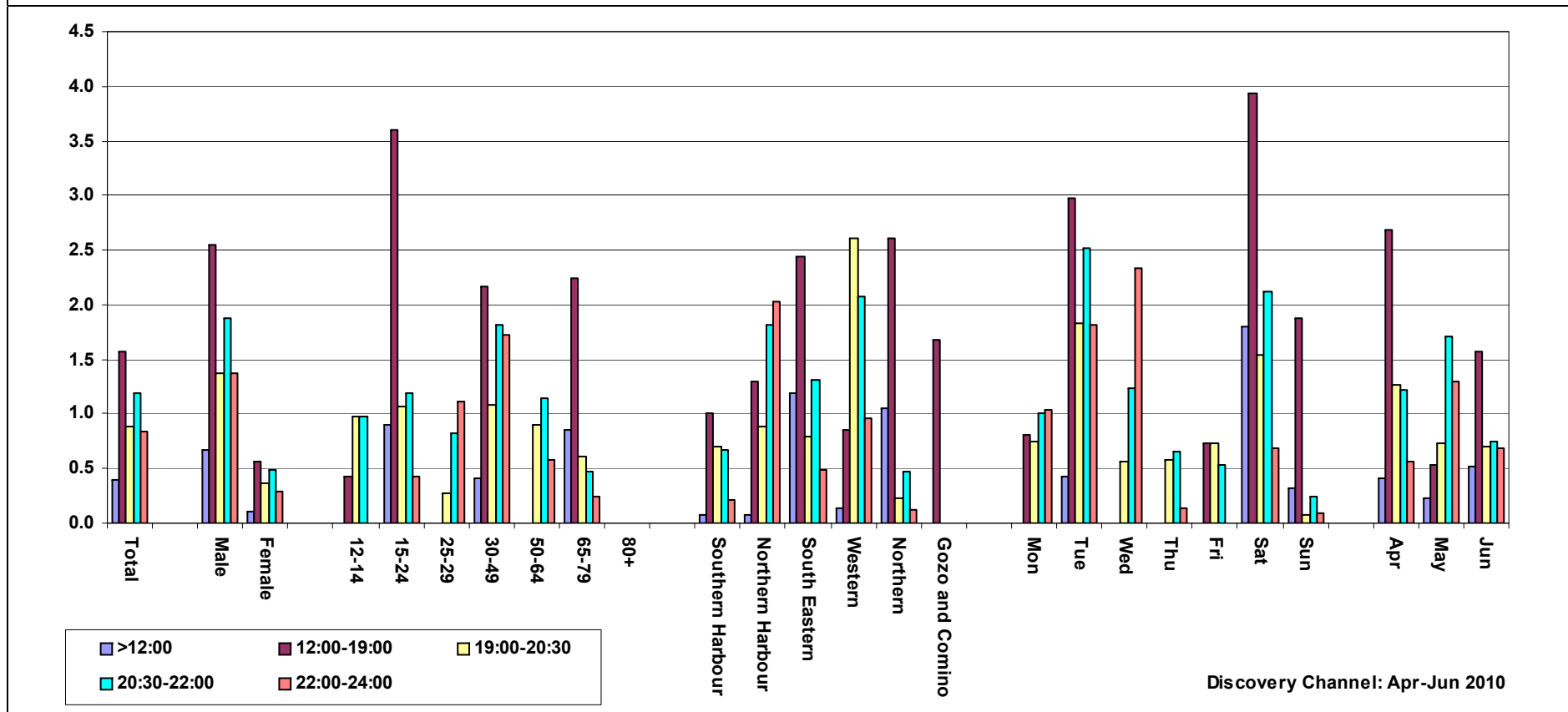


TABLE 8.TV15: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – DISCOVERY CHANNEL [APR-JUN 2010]

	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	0.39	0.67	0.11	0.00	0.89	0.00	0.41	0.00	0.85	0.00	0.08	0.08	1.18	0.13	1.05	0.00	0.00	0.43	0.00	0.00	0.00	1.80	0.32	0.41	0.22	0.52
12:00-19:00	1.57	2.54	0.57	0.43	3.59	0.00	2.16	0.00	2.24	0.00	1.01	1.29	2.44	0.85	2.60	1.69	0.81	2.97	0.00	0.00	0.74	3.94	1.87	2.68	0.53	1.56
19:00-20:30	0.88	1.37	0.37	0.97	1.07	0.28	1.09	0.90	0.60	0.00	0.70	0.88	0.79	2.61	0.23	0.00	0.75	1.84	0.57	0.58	0.74	1.54	0.08	1.26	0.73	0.70
20:30-22:00	1.20	1.87	0.49	0.97	1.19	0.83	1.81	1.15	0.48	0.00	0.68	1.82	1.31	2.07	0.47	0.00	1.00	2.52	1.24	0.66	0.53	2.12	0.24	1.22	1.71	0.74
22:00-24:00	0.84	1.38	0.28	0.00	0.43	1.11	1.72	0.57	0.25	0.00	0.22	2.03	0.48	0.96	0.12	0.00	1.04	1.81	2.34	0.14	0.00	0.68	0.10	0.56	1.30	0.68
	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



**TABLE 8.TV16: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
MTV [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	0.06	0.00	0.11	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.25	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00
12:00-19:00	0.17	0.04	0.31	0.00	1.01	0.00	0.06	0.00	0.00	0.00	0.16	0.00	0.00	0.52	0.52	0.25	0.30	0.31	0.13	0.13	0.12	0.00	0.34	0.16	0.04	
19:00-20:30	0.02	0.04	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.06	
20:30-22:00	0.10	0.13	0.07	1.60	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23	0.00	0.00	0.00	0.24	0.00	0.49	0.00	0.00	0.00	0.12	0.00	0.18	
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	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	0.50	0.54	0.47	0.79	0.13	0.12	0.00	0.64	0.16	0.27	

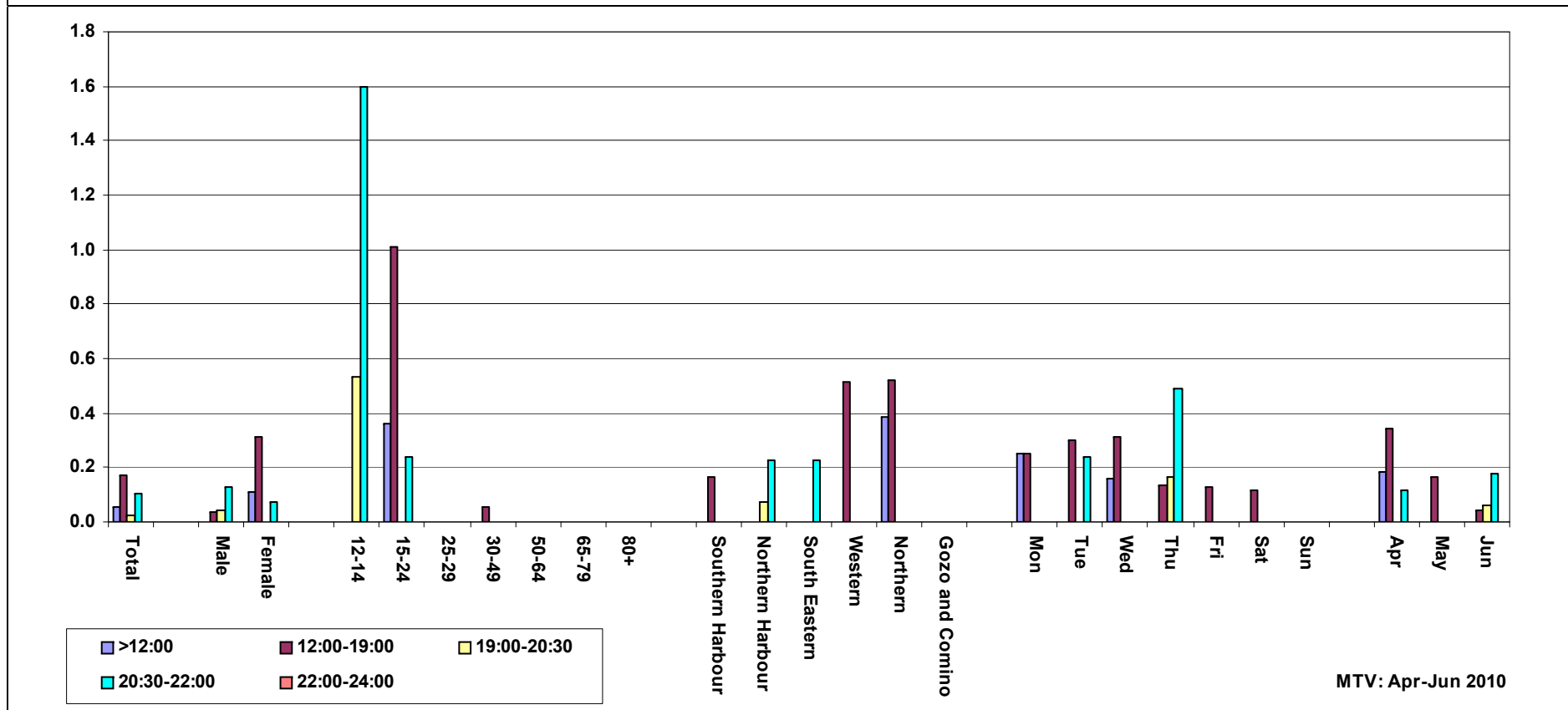


TABLE 8.TV17: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – BBC PRIME / WORLD / ENTERTAINMENT [APR-JUN 2010]

	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	0.10	0.00	0.19	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.31	0.00	0.00	
12:00-19:00	0.29	0.40	0.18	0.00	0.00	0.00	0.77	0.15	0.11	0.00	1.05	0.00	0.00	0.00	0.12	0.65	1.38	0.27	0.00	0.00	0.00	0.31	0.00	0.21	0.00	0.60
19:00-20:30	0.58	0.49	0.67	0.00	0.00	0.32	0.56	0.70	1.34	0.00	0.65	0.05	0.48	0.14	1.72	1.13	1.23	0.09	1.99	0.89	0.18	0.00	0.50	0.23	0.94	
20:30-22:00	0.38	0.28	0.50	0.00	0.00	0.64	0.27	0.61	0.70	0.00	0.41	0.05	0.36	0.28	1.09	0.46	0.66	0.27	1.07	0.89	0.00	0.00	0.36	0.31	0.47	
22:00-24:00	0.20	0.22	0.17	0.00	0.29	0.32	0.13	0.10	0.46	0.00	0.20	0.15	0.12	0.00	0.63	0.00	0.34	0.18	0.31	0.33	0.00	0.26	0.00	0.17	0.18	0.24
	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

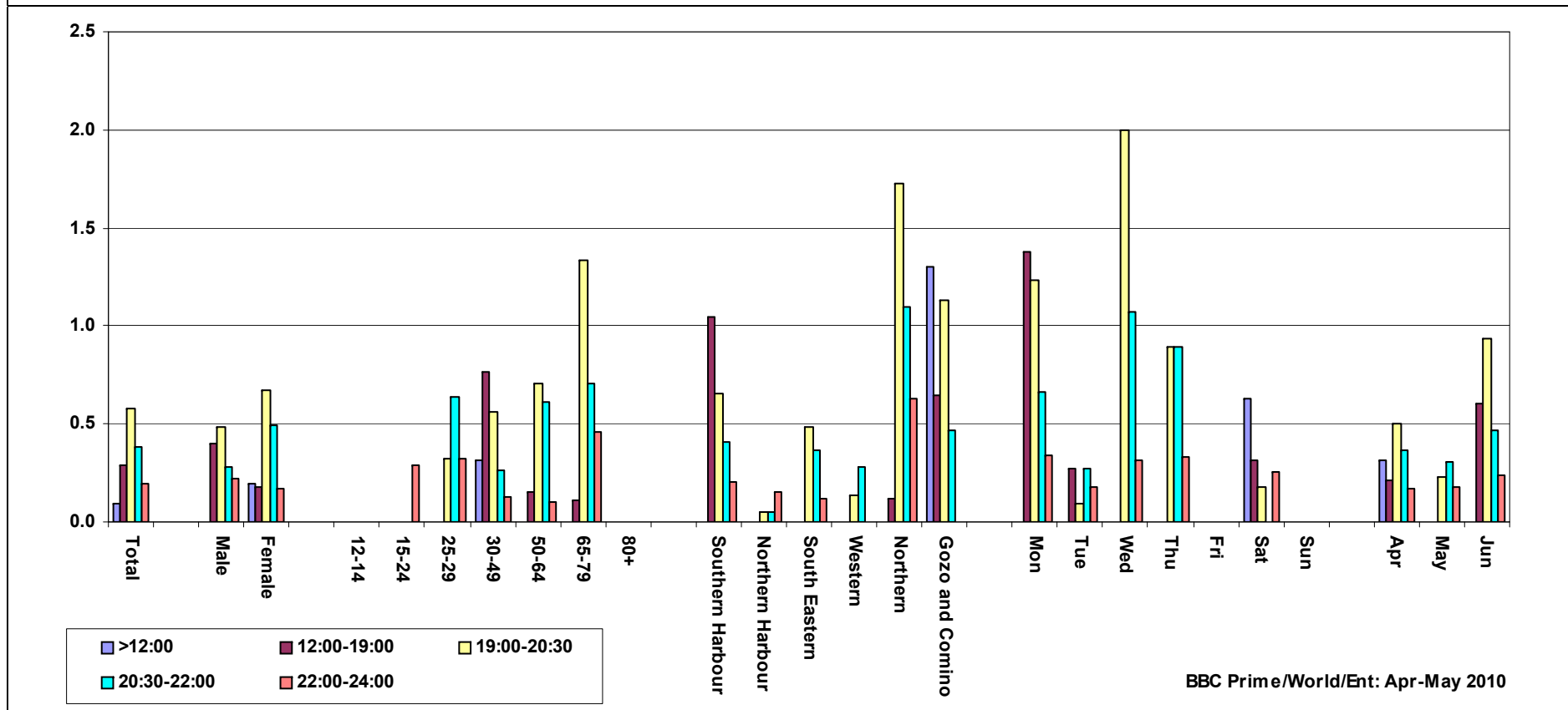
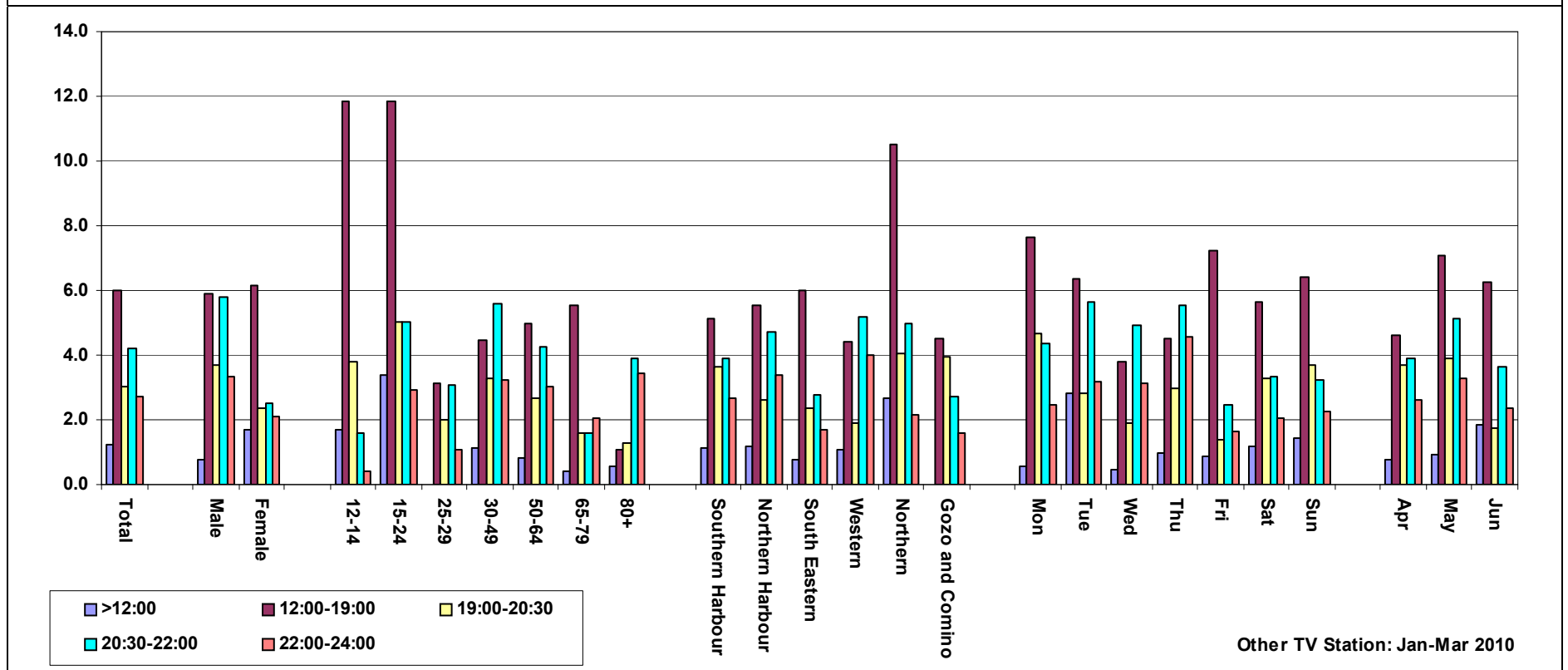


TABLE 8.TV18: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – OTHER TV STATION [APR-JUN 2010]

	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	1.22	0.74	1.72	1.68	3.36	0.00	1.12	0.81	0.43	0.54	1.14	1.17	0.78	1.09	2.66	0.00	0.58	2.81	0.48	0.97	0.86	1.18	1.41	0.79	0.91	1.83
12:00-19:00	6.02	5.91	6.13	11.84	11.83	3.10	4.44	4.97	5.56	1.09	5.15	5.53	5.98	4.39	10.54	4.54	7.62	6.36	3.82	4.54	7.25	5.64	6.39	4.59	7.07	6.28
19:00-20:30	3.02	3.67	2.34	3.79	5.02	2.01	3.26	2.68	1.59	1.30	3.65	2.64	2.33	1.90	4.04	3.95	4.67	2.82	1.88	2.95	1.38	3.26	3.69	3.69	3.89	1.73
20:30-22:00	4.18	5.78	2.51	1.61	5.02	3.06	5.58	4.24	1.59	3.92	3.88	4.73	2.78	5.18	4.99	2.70	4.33	5.66	4.90	5.53	2.48	3.33	3.24	3.91	5.11	3.62
22:00-24:00	2.73	3.33	2.10	0.39	2.93	1.05	3.23	3.05	2.07	3.43	2.64	3.39	1.70	4.00	2.15	1.60	2.48	3.19	3.13	4.56	1.62	2.05	2.27	2.62	3.27	2.35
	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



Other TV Station: Jan-Mar 2010

TABLE 9: WEIGHTED FAVOURITE TV PROGRAMMES BY TIME BRACKETS – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2009]

PROGRAMME	STATION	PREF	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	
>12:00																			
Bongu	TVM	1	14	0	14	0	0	0	7	6	1	1	2	5	0	1	5	2	
		2	9	1	8	1	0	1	4	1	2	0	1	4	0	2	2	1	
		3	10	2	8	0	0	0	3	2	5	0	4	3	1	1	0	1	
			33	4	30	1	0	1	13	9	8	1	7	12	1	3	6	3	
			1.11%	0.26%	1.83%	0.69%	0.00%	0.48%	1.33%	1.21%	2.01%	1.14%	1.16%	1.36%	0.17%	0.81%	1.71%	1.33%	
Bongu Bundy	One	1	8	2	6	0	1	1	2	2	2	0	1	3	1	1	2	0	
		2	10	2	8	0	1	2	4	1	3	0	3	2	2	2	1	1	
		3	8	3	5	0	1	2	1	4	0	0	1	2	1	3	1	0	
			26	8	18	0	3	6	7	6	4	0	5	7	4	6	4	1	
			0.87%	0.56%	1.13%	0.00%	0.66%	2.68%	0.67%	0.85%	1.11%	0.00%	0.72%	0.79%	0.98%	1.39%	0.99%	0.33%	
Fil-kcina ma' Farah	Smash TV	1	3	0	3	0	0	0	1	0	2	0	1	2	0	0	0	0	
		2	2	0	2	0	0	0	0	1	0	1	0	0	1	0	0	1	
		3	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	
			5	1	4	0	0	0	1	1	3	1	1	3	1	0	0	1	
			0.17%	0.07%	0.26%	0.00%	0.00%	0.00%	0.09%	0.10%	0.66%	0.98%	0.13%	0.32%	0.17%	0.00%	0.00%	0.30%	
Fil-kcina ta' Christine	Smash TV	1	4	0	4	0	0	0	2	2	0	0	1	0	2	0	0	2	
		2	4	0	4	0	1	0	1	1	1	0	1	0	1	1	1	0	
		3	4	0	4	0	0	1	1	2	0	0	1	0	2	0	1	0	
			11	0	11	0	1	1	4	5	1	0	2	0	5	1	2	2	
			0.38%	0.00%	0.69%	0.00%	0.26%	0.50%	0.36%	0.63%	0.20%	0.00%	0.38%	0.00%	1.03%	0.17%	0.54%	0.59%	
Hadd Ghalik	TVM	1	26	12	14	4	8	4	6	2	2	0	7	7	6	2	2	1	
		2	21	6	15	0	6	0	8	5	2	0	7	7	2	3	0	2	
		3	18	7	11	0	5	4	6	2	2	0	3	3	3	4	5	1	
			65	26	39	4	20	8	19	8	5	0	16	17	12	9	7	4	
			2.15%	1.86%	2.40%	2.79%	4.55%	3.71%	1.94%	1.12%	1.35%	0.00%	2.53%	1.94%	2.57%	2.29%	1.77%	1.54%	
Il-Quddiesa tal-Hadd	TVM	3	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	
			1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	

PROGRAMME	STATION	PREF	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
In the Mood	Favourite Channel	2	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.21%	0 0 0.00%	0 0 0.00%	0 0 0.00%	
Siegħa Zmien	One	2 3	3 1 4 0.12%	0 0 0 0.00%	3 1 4 0.22%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.48%	1 1 2 0.17%	1 0 1 0.12%	0 0 0 0.00%	0 0 0 0.00%	2 0 2 0.22%	0 1 1 0.21%	0 0 0 0.00%	1 0 1 0.21%	0 0 0 0.00%	
Simpatici	Smash TV	1 2 3	7 2 1 10 0.35%	3 0 1 5 0.33%	4 2 0 6 0.36%	3 0 0 3 2.39%	3 0 0 3 0.74%	0 0 0 0 0.00%	1 1 1 3 0.32%	0 0 0 0 0.00%	0 1 0 1 0.22%	0 0 0 0 0.00%	3 1 0 4 0.63%	0 0 0 0 0.00%	2 0 0 2 0.45%	2 0 0 2 0.52%	0 1 0 2 0.62%	0 0 0 0 0.00%
VSN Teleshopping	Smash TV	1	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 1 0.10%	1 1 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Zveljarin	Favourite Channel	2 3	2 1 2 0.08%	0 0 0 0.00%	2 1 2 0.15%	0 0 0 0.00%	0 0 0 0.00%	1 0 0 0.09%	1 1 2 0.21%	0 0 0 0.00%	0 0 0 0.00%	0 0 1 0.10%	0 1 1 0.21%	1 0 1 0.17%	1 0 1 0.00%	0 0 0 0.00%	0 0 0 0.00%	
12:00-19:00																		
12:05	TVM	1 2 3	25 18 14 57 1.90%	4 1 1 6 0.44%	21 17 13 51 3.14%	0 0 0 0 0.00%	2 0 2 4 0.97%	4 0 1 6 2.61%	9 5 6 20 2.04%	7 10 4 21 2.88%	3 2 1 6 1.39%	0 0 0 0 0.00%	3 3 2 8 1.27%	10 4 4 17 1.98%	5 4 2 11 2.46%	3 2 2 7 1.72%	2 3 4 10 2.58%	2 2 1 4 1.59%
A To Z Smash	Smash TV	2	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 1 0.10%	1 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	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	
Niskata	Favourite Channel	1	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
		2	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
		3	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
			2	0	2	0	0	0	0	0	1	2	0	0	0	0	1	2	0
			0.08%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.12%	0.39%	0.00%	0.00%	0.00%	0.00%	0.17%	0.48%	0.00%	
Aroma Kitchen	One	1	10	4	7	0	3	0	2	4	1	0	2	3	1	2	2	0	
		2	4	1	3	0	0	0	0	2	1	1	2	0	1	1	0	0	
		3	7	1	5	0	1	0	3	3	0	0	1	2	3	0	0	1	
			21	6	15	0	4	0	5	9	2	1	5	5	4	3	2	2	1
			0.69%	0.42%	0.91%	0.00%	0.93%	0.00%	0.51%	1.20%	0.51%	0.85%	0.78%	0.55%	0.93%	0.82%	0.62%	0.45%	
Boomerang	TVM	2	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	
			1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	
Geko	Net TV	3	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	
			1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	
			0.03%	0.00%	0.06%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%		
Djarju Malti mill-Awstralja	Favourite Channel	3	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	
			1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%		
Eleganza	Net TV	2	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	
		3	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	
			2	0	2	0	0	0	1	1	0	0	0	0	1	0	1	0	
			0.06%	0.00%	0.11%	0.00%	0.00%	0.09%	0.12%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.24%	0.00%		
Erga' Lura	Smash TV	2	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	
			1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	
Flimkien ma' Nancy	One	2	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	
		3	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	
			2	0	2	0	0	0	0	1	1	0	1	1	0	0	0	0	
			0.06%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.11%	0.22%	0.00%	0.13%	0.10%	0.00%	0.00%	0.00%		

PROGRAMME	STATION	PREF	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		
Forcina	Net TV	2	2	2	0	0	0	1	1	0	0	0	1	1	0	0	0	0		
			2	2	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	
			0.08%	0.17%	0.00%	0.00%	0.00%	0.50%	0.13%	0.00%	0.00%	0.00%	0.17%	0.15%	0.00%	0.00%	0.00%	0.00%		
Gadgets	TVM	1	3	3	0	1	1	0	1	0	0	0	0	0	0	0	1	2	0	
			2	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0
			3	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
			6	5	1	1	3	0	1	0	0	0	0	0	1	1	3	0	0	
			0.19%	0.34%	0.07%	0.73%	0.80%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.26%	0.94%	0.00%		
Ghawdex Illum	TVM	2	3	2	1	0	1	0	2	0	0	0	0	0	0	0	0	0	3	
			3	3	3	0	0	0	1	1	0	0	0	0	3	0	0	0	0	0
			6	5	1	0	1	1	3	0	0	0	0	3	0	0	0	0	3	
			0.20%	0.37%	0.06%	0.00%	0.32%	0.61%	0.33%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	1.31%	
Habbejtek	Smash TV	1	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
			2	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			2	1	1	0	0	0	0	2	0	0	0	0	0	1	0	0	1	
			0.06%	0.08%	0.04%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.45%		
Hajja	TVM	1	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0		
			1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0		
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%		
House Magazine	Net TV	1	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0		
			1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0		
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%		
Ieqaf 20 minuta	One	1	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	
			2	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	0
			3	2	1	1	0	1	0	0	0	1	0	1	0	1	0	0	0	0
			4	1	2	0	1	0	1	0	2	0	2	0	1	0	0	0	0	
			0.12%	0.10%	0.15%	0.00%	0.30%	0.00%	0.08%	0.00%	0.40%	0.00%	0.38%	0.00%	0.29%	0.00%	0.00%	0.00%		
Il-kelma tal-Mulej	TVM	3	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1		
			1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1		
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%		

PROGRAMME	STATION	PREF	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
Iz-Zona	TVM	1	3	0	3	1	0	0	2	0	0	0	1	1	0	1	0	0
		3	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
			4	0	4	1	0	0	3	0	0	0	0	1	2	0	1	0
			0.13%	0.00%	0.23%	0.79%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.13%	0.22%	0.00%	0.25%	0.00%	0.00%
Kalamita	One	1	46	11	35	0	1	3	13	16	11	2	10	10	8	6	1	11
		2	22	5	16	0	1	0	3	11	7	0	7	3	5	3	2	3
		3	15	5	9	0	1	0	3	8	2	1	2	5	3	0	2	3
		82	21	61	0	3	3	18	35	20	3	19	18	17	8	4	16	
			2.74%	1.54%	3.75%	0.00%	0.64%	1.56%	1.82%	4.74%	4.96%	3.61%	3.04%	2.00%	3.69%	2.10%	1.14%	6.17%
Kontra attack	Favourite Channel	2	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
		3	2	2	0	0	1	0	1	0	0	0	1	1	0	0	0	0
			3	3	0	0	1	1	1	0	0	0	0	2	1	0	0	0
			0.11%	0.25%	0.00%	0.00%	0.25%	0.50%	0.13%	0.00%	0.00%	0.00%	0.34%	0.15%	0.00%	0.00%	0.00%	
Liquorish	TVM	1	30	8	22	4	7	3	9	5	1	1	9	9	5	4	2	1
		2	28	9	19	2	9	2	12	3	1	0	6	7	6	3	6	0
		3	18	5	14	1	4	1	7	3	1	1	3	6	4	2	4	0
		76	22	55	7	20	6	27	11	3	2	18	22	15	9	12	1	
			2.54%	1.57%	3.36%	5.55%	4.73%	2.98%	2.67%	1.48%	0.65%	2.16%	2.74%	2.53%	3.42%	2.17%	3.11%	0.30%
L-Isfida	TVM	1	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
		3	2	1	1	0	0	0	1	1	0	0	0	1	0	1	0	0
			3	1	2	0	1	0	1	1	0	0	0	2	0	1	0	0
			0.10%	0.07%	0.12%	0.00%	0.24%	0.00%	0.09%	0.13%	0.00%	0.00%	0.22%	0.00%	0.24%	0.00%	0.00%	
Looks	One	1	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	
Ma' Gloria	Net TV	1	2	0	2	0	0	0	0	0	1	1	0	1	0	1	0	0
		2	2	0	2	0	0	0	0	2	0	0	1	1	0	0	0	0
		3	2	0	2	0	0	1	0	0	1	0	0	2	0	0	0	0
		5	0	5	0	0	1	0	2	2	1	1	4	0	1	0	0	
			0.17%	0.00%	0.32%	0.00%	0.00%	0.48%	0.00%	0.23%	0.39%	1.14%	0.13%	0.42%	0.00%	0.17%	0.00%	

PROGRAMME	STATION	PREF	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
Malta Llejla	Net TV	1	13	4	9	0	2	1	0	3	6	1	3	5	0	2	4	0
		2	5	1	4	0	2	0	1	2	0	0	0	4	0	1	0	0
		3	5	2	3	0	0	0	3	3	0	0	0	2	0	2	2	0
			24	8	16	0	5	1	4	7	6	1	3	11	0	4	5	0
			0.79%	0.57%	0.99%	0.00%	1.09%	0.51%	0.37%	0.95%	1.57%	1.14%	0.47%	1.24%	0.00%	1.11%	1.44%	0.00%
Matinee	One	1	3	2	1	0	0	0	0	2	1	0	0	0	2	0	0	1
		2	5	1	4	0	1	1	0	3	0	0	3	2	0	0	0	0
		3	3	0	3	0	0	0	2	2	0	0	2	1	1	0	0	0
			11	3	8	0	1	1	2	6	1	0	4	3	3	0	0	0
			0.37%	0.24%	0.48%	0.00%	0.24%	0.49%	0.17%	0.82%	0.28%	0.00%	0.67%	0.33%	0.68%	0.00%	0.00%	0.30%
Mini Bugz	Net TV	1	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
		2	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
		3	2	0	2	1	1	0	0	0	0	0	1	0	1	0	0	0
			4	2	2	1	3	0	0	0	0	0	2	0	1	1	0	0
			0.14%	0.15%	0.13%	0.80%	0.74%	0.00%	0.00%	0.00%	0.00%	0.33%	0.00%	0.24%	0.26%	0.00%	0.00%	
Niltaqghu	Net TV	3	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	
On D Road	One	1	4	3	1	0	1	0	1	0	0	1	0	0	2	0	1	0
		2	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
		3	3	3	0	0	1	0	1	1	0	0	0	1	0	0	2	0
			8	7	1	0	4	0	3	1	0	1	0	2	2	0	4	0
			0.27%	0.54%	0.05%	0.00%	0.83%	0.00%	0.28%	0.13%	0.00%	0.98%	0.00%	0.26%	0.46%	0.00%	1.02%	0.00%
Perspettiva	Educ 22	2	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
			1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	
Puss in Boots	TVM	3	2	0	2	0	0	2	0	0	0	0	1	1	0	0	0	0
			2	0	2	0	0	2	0	0	0	0	1	1	0	0	0	0
			0.07%	0.00%	0.13%	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.17%	0.12%	0.00%	0.00%	0.00%	0.00%	

PROGRAMME	STATION	PREF	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	
Qeghdin Sew	Smash TV	3	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%
Sal-Gister	One	1	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%
Sas-Sitta	Net TV	1	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0
		2	2	0	2	0	0	0	1	1	0	0	2	0	0	0	0	0	0
		3	1	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0
			3	0	3	1	0	0	2	1	0	0	3	0	0	0	0	0	0
			0.12%	0.00%	0.21%	0.80%	0.00%	0.00%	0.16%	0.11%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sibtek	TVM	1	3	0	3	1	0	0	1	1	0	0	1	1	0	1	0	0	0
		2	5	0	5	1	1	0	1	1	1	0	1	2	1	1	1	0	0
		3	5	1	4	1	0	0	4	1	0	0	0	2	1	1	1	1	1
			13	1	12	3	1	0	6	2	1	0	2	5	2	3	1	1	1
			0.43%	0.08%	0.72%	2.37%	0.21%	0.00%	0.55%	0.34%	0.19%	0.00%	0.29%	0.54%	0.38%	0.74%	0.21%	0.30%	0.30%
Sports Extra	Net TV	3	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0
			1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teleshopping Smash	Smash TV	1	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
		3	2	0	2	0	0	0	0	1	1	0	0	0	2	0	0	0	0
			2	0	2	0	0	0	0	1	1	0	0	0	2	1	0	0	0
			0.07%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.20%	0.19%	0.00%	0.00%	0.00%	0.34%	0.17%	0.00%	0.00%	0.00%
Total Request	Calypso TV	1	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
		2	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
			2	1	1	0	0	0	1	1	0	0	0	1	1	0	0	0	0
			0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.11%	0.12%	0.00%	0.00%	0.00%	0.10%	0.24%	0.00%	0.00%	0.00%	0.00%
X'Hadd Maghna	One	3	2	1	1	0	0	0	1	0	1	0	0	2	0	0	0	0	0
			2	1	1	0	0	0	1	0	1	0	0	2	0	0	0	0	0
			0.06%	0.07%	0.06%	0.00%	0.00%	0.00%	0.09%	0.00%	0.24%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	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
Zmeraldi	TVM	1	2	1	1	0	2	0	0	0	0	0	0	0	0	0	1	1
			2	1	1	0	2	0	0	0	0	0	0	0	0	0	1	1
			0.08%	0.10%	0.07%	0.00%	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.54%
Zona Dinjija	One	1	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
		3	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
			2	2	0	0	0	0	0	1	1	0	0	0	1	1	0	0
			0.07%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.28%	0.00%	0.00%	0.00%	0.25%	0.24%	0.00%	0.00%
Zona Sport	One	1	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%
19:00-20:30																		
Akkaniiti	TVM	1	4	3	1	0	3	1	0	0	0	0	2	0	1	0	1	0
		3	3	0	3	0	2	0	0	1	0	0	0	1	0	2	0	0
			7	3	4	0	5	1	0	1	0	0	2	1	1	2	1	0
			0.23%	0.24%	0.23%	0.00%	1.23%	0.49%	0.00%	0.09%	0.00%	0.00%	0.33%	0.12%	0.29%	0.40%	0.26%	0.00%
Deal or no Deal	TVM	1	38	14	24	1	4	3	9	9	13	0	6	9	9	8	2	5
		2	24	12	13	1	4	3	8	6	2	0	2	10	5	3	2	3
		3	19	11	8	1	3	1	4	7	2	1	5	5	2	3	3	1
			81	37	45	3	11	7	21	22	17	1	13	24	15	14	6	9
			2.71%	2.66%	2.75%	2.16%	2.58%	3.26%	2.09%	2.93%	4.20%	0.85%	2.00%	2.70%	3.40%	3.54%	1.71%	3.44%
Ippakja w Ithlaq	Net TV	1	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
			1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%
Kompendju	Net TV	2	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
			1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
			0.02%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%
Konfini	One	2	2	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0
			2	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0
			0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.00%	0.12%	0.28%	0.00%	0.00%	0.10%	0.25%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	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
Kont taf	Favourite Channel	1	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
			1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Kontra I-hin	Net TV	1	27	14	13	0	5	0	9	8	3	1	5	9	6	2	2	2
		2	17	8	9	2	4	1	3	3	3	0	6	7	1	2	1	0
		3	13	6	7	1	5	0	3	2	2	0	3	2	3	3	2	0
			57	28	29	3	14	1	15	13	9	1	14	18	11	7	5	2
			1.88%	2.01%	1.77%	2.50%	3.29%	0.48%	1.49%	1.72%	2.27%	1.44%	2.16%	2.06%	2.35%	1.78%	1.32%	0.75%
Korsa	Educ 22	1	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%
Londri	One	1	5	4	2	1	2	0	1	1	0	0	1	2	2	0	0	0
		2	2	1	1	0	0	1	1	0	0	0	0	0	1	0	1	0
		3	3	2	1	0	1	0	1	0	1	0	1	1	0	0	1	0
			11	7	3	1	3	1	3	1	1	0	2	3	3	0	2	0
			0.36%	0.54%	0.21%	1.00%	0.78%	0.61%	0.31%	0.10%	0.22%	0.00%	0.39%	0.36%	0.76%	0.00%	0.47%	0.00%
Modern Lifestyles	TVM	3	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			0.04%	0.00%	0.07%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%
Net News	Net TV	1	17	15	2	0	1	0	4	7	4	1	3	6	0	1	4	2
		2	32	15	17	0	1	1	4	8	12	5	8	12	1	6	2	4
		3	23	14	9	0	5	1	4	7	4	2	5	7	1	3	4	3
			72	44	28	0	8	2	12	22	20	9	15	25	3	10	10	9
			2.40%	3.19%	1.74%	0.00%	1.78%	1.05%	1.19%	2.96%	4.92%	10.79%	2.37%	2.86%	0.59%	2.48%	2.80%	3.38%
Net Sports	Net TV	1	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%
News Calypso[news in brief]	Calypso TV	3	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	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	
News Favourite	Favourite Channel	2	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
		3	2	0	2	0	0	0	0	0	1	1	0	0	1	0	0	1	0
			3	0	3	0	0	0	0	1	1	1	0	0	1	0	0	2	0
			0.09%	0.00%	0.16%	0.00%	0.00%	0.00%	0.08%	0.12%	0.22%	0.00%	0.00%	0.10%	0.00%	0.00%	0.45%	0.00%	
News Smash	Smash TV	1	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
		3	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			2	1	1	0	0	0	0	1	1	0	0	0	1	0	1	0	0
			0.06%	0.07%	0.06%	0.00%	0.00%	0.00%	0.00%	0.12%	0.24%	0.00%	0.00%	0.10%	0.00%	0.24%	0.00%	0.00%	
News TVM	TVM	1	136	86	50	1	5	10	46	36	30	9	27	41	18	15	22	13	
		2	76	37	38	4	7	6	28	20	10	0	17	18	9	8	14	9	
		3	60	27	33	1	8	5	18	18	10	1	19	14	6	7	5	9	
			272	150	122	7	20	21	92	73	50	9	62	73	33	30	42	31	
			9.06%	10.93%	7.47%	4.98%	4.57%	9.45%	9.19%	9.92%	12.50%	11.94%	9.77%	8.27%	7.45%	7.64%	11.15%	11.96%	
Newsdesk	TVM	1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	
			1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	
Newsroom	Net TV	2	4	2	2	0	0	0	1	3	0	0	2	1	1	0	0	0	
		3	3	2	1	0	1	0	1	0	1	0	1	1	0	1	0	0	
			7	5	2	0	1	0	2	3	1	0	2	3	1	1	0	0	
			0.24%	0.34%	0.15%	0.00%	0.31%	0.00%	0.21%	0.37%	0.24%	0.00%	0.38%	0.30%	0.25%	0.24%	0.00%	0.00%	
One News	One	1	46	27	19	0	1	1	9	21	11	2	7	13	9	8	5	4	
		2	47	30	17	0	7	2	14	14	8	2	6	15	11	4	4	7	
		3	41	22	19	1	1	1	16	11	9	2	14	12	5	4	2	5	
			134	78	56	1	10	5	39	46	28	6	26	40	25	16	11	16	
			4.46%	5.68%	3.43%	1.00%	2.22%	2.17%	3.85%	6.27%	6.81%	7.51%	4.08%	4.49%	5.64%	3.99%	2.94%	6.16%	
One Sports	One	2	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	
			1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%		

PROGRAMME	STATION	PREF	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		
X'qala l-bahar	TVM	1	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	
		2	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0
			2	1	1	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0
			0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.10%	0.15%	0.00%	0.00%	0.18%	0.00%	0.00%	0.25%	0.00%	0.00%		
20:30-22:00																				
60 Minuta	Favourite Channel	3	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	
			1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	
Arani Issa	One	1	2	0	2	0	0	1	0	1	0	0	1	0	0	1	0	0	0	
		2	3	2	1	0	0	0	1	1	1	0	0	1	1	1	0	0	1	
		3	2	0	2	0	0	0	1	1	0	0	0	1	0	0	0	1	0	
		6	2	4	0	0	1	2	2	1	0	1	2	1	1	1	1	1		
			0.22%	0.16%	0.27%	0.00%	0.00%	0.49%	0.18%	0.34%	0.28%	0.00%	0.17%	0.20%	0.25%	0.17%	0.21%	0.40%		
Biografiji	TVM	1	10	5	5	0	2	1	5	2	0	0	2	2	2	2	2	2	0	
		2	11	6	5	1	2	0	5	1	1	1	2	3	2	2	2	2	0	
		3	9	5	3	0	1	0	6	2	0	0	2	1	0	3	1	2	2	
		30	16	14	1	6	1	16	4	1	1	6	7	4	7	5	5	2		
			1.01%	1.18%	0.86%	1.00%	1.29%	0.61%	1.57%	0.59%	0.28%	1.14%	0.89%	0.76%	0.95%	1.76%	1.28%	0.69%		
Bla Agenda	One	1	7	3	3	0	0	0	1	2	1	3	1	1	1	1	2	1	1	
		2	6	1	4	0	0	1	1	2	1	0	1	2	1	0	1	1	1	
		3	7	3	4	0	0	0	0	3	4	0	2	3	2	0	0	1	1	
		19	8	11	0	0	1	2	8	5	3	4	6	3	1	3	3	2		
			0.64%	0.56%	0.70%	0.00%	0.00%	0.61%	0.24%	1.02%	1.27%	3.58%	0.56%	0.68%	0.69%	0.24%	0.86%	0.89%		
Bondi Plus	TVM	1	45	30	15	1	4	2	18	14	5	2	4	16	4	5	13	3		
		2	70	47	23	2	9	8	27	15	7	2	10	27	8	12	7	6		
		3	37	17	21	1	3	1	20	7	5	1	7	14	4	5	5	2		
		153	94	59	5	15	11	64	36	16	5	22	57	16	22	25	10			
			5.09%	6.83%	3.62%	3.42%	3.58%	5.25%	6.44%	4.83%	4.00%	6.52%	3.50%	6.45%	3.57%	5.51%	6.73%	4.00%		
Dellijiet	TVM	1	6	1	5	1	2	0	3	0	0	0	2	0	1	2	1	0		
		2	15	5	10	4	1	2	4	2	2	0	4	5	1	3	2	0		
		3	11	5	5	2	2	1	3	1	0	1	4	5	1	0	0	1		
		31	11	21	7	6	3	10	3	2	1	10	10	3	5	2	1			
			1.05%	0.79%	1.26%	5.50%	1.32%	1.60%	0.99%	0.34%	0.44%	1.02%	1.52%	1.12%	0.69%	1.22%	0.66%	0.54%		

PROGRAMME	STATION	PREF	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
Divided	TVM	1	2	0	2	0	0	0	0	2	0	0	0	0	0	0	0	2
		2	2	1	1	1	0	0	1	0	0	0	1	1	0	0	0	0
		3	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
			4	1	3	1	0	0	2	2	0	0	1	1	0	0	1	2
			0.15%	0.10%	0.19%	1.00%	0.00%	0.00%	0.16%	0.21%	0.00%	0.00%	0.13%	0.15%	0.00%	0.00%	0.21%	0.59%
Esperti	One	1	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
		2	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
		3	2	0	2	0	0	0	1	1	0	0	0	2	0	0	0	0
			2	0	2	0	0	0	1	1	0	0	0	2	0	0	0	0
			0.06%	0.00%	0.11%	0.00%	0.00%	0.09%	0.12%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	
Evangelisti	One	1	133	67	65	13	41	13	40	18	5	1	29	31	23	19	20	10
		2	54	23	31	6	6	3	17	15	5	1	13	14	11	6	6	3
		3	33	14	20	4	5	5	9	7	2	1	7	12	3	6	3	2
			220	104	115	23	52	20	66	41	13	3	49	57	38	32	29	15
			7.31%	7.58%	7.09%	17.65%	12.07%	9.43%	6.64%	5.59%	3.21%	3.61%	7.74%	6.47%	8.42%	7.91%	7.72%	5.71%
Express	Favourite Channel	1	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
		2	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
		3	4	3	1	0	0	0	1	1	2	0	1	0	1	0	2	0
			6	5	1	0	0	0	1	1	4	0	1	2	1	0	2	0
			0.20%	0.37%	0.06%	0.00%	0.00%	0.00%	0.11%	0.15%	0.95%	0.00%	0.18%	0.22%	0.24%	0.00%	0.51%	0.00%
F'salib it-toroq	TVM	1	195	67	128	13	31	11	54	54	29	5	39	62	32	24	24	16
		2	135	52	84	10	25	6	49	25	15	5	37	42	16	15	16	9
		3	61	26	35	3	7	7	24	14	7	0	7	14	12	9	10	10
			392	145	247	26	63	24	126	92	51	10	84	117	60	48	49	34
			13.05%	10.53%	15.18%	19.73%	14.55%	10.96%	12.63%	12.54%	12.52%	12.08%	13.08%	13.24%	13.25%	12.04%	13.24%	13.29%
Ghada jisbah ukoll	TVM	3	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%
Gheruq	Net TV	1	43	13	30	1	2	2	11	17	8	3	12	9	0	9	6	7
		2	58	22	36	1	4	0	15	20	15	2	13	19	5	8	8	5
		3	30	9	22	1	2	1	12	7	7	0	15	7	4	3	2	1
			131	44	87	3	8	3	38	43	30	5	39	35	9	19	15	14
			4.37%	3.21%	5.35%	2.31%	1.93%	1.51%	3.81%	5.84%	7.45%	6.76%	6.17%	3.91%	2.01%	4.82%	4.14%	5.26%

PROGRAMME	STATION	PREF	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
Hu hsieb flusek	Net TV	3	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.21%	0 0 0.00%	0 0 0.00%	0 0 0.00%	
ID	One	2 3	4 1 4 0.15%	1 0 1 0.08%	2 1 3 0.20%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	3 1 4 0.48%	1 0 1 0.22%	0 0 0 0.00%	0 1 2 0.13%	2 0 0 0.00%	0 0 1 0.17%	1 0 0 0.00%	0 0 1 0.45%	
Kontra Ezami	Net TV	2 3	1 2 2 0.08%	0 0 0 0.00%	1 2 2 0.15%	0 0 0 0.00%	0 1 1 0.21%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.10%	0 1 1 0.20%	0 0 0 0.00%	0 1 0 0.13%	0 0 0 0.00%	0 1 1 0.23%	0 0 0 0.00%	1 0 1 0.30%	
Papрати	Net TV	2	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%	
Reati	TVM	2 3	3 2 5 0.17%	2 1 3 0.25%	1 1 2 0.11%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	2 2 4 0.42%	1 0 1 0.13%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.22%	1 1 2 0.21%	0 0 0 0.00%	0 1 1 0.28%	1 0 1 0.21%	0 0 0 0.00%
Replay	Net TV	1 2 3	7 12 4 23 0.77%	7 11 4 22 1.62%	0 1 0 1 0.06%	0 0 0 0 0.00%	5 2 0 7 1.58%	0 1 0 3 1.55%	1 5 1 7 0.75%	1 2 0 3 0.43%	0 1 0 1 0.28%	0 1 0 1 1.44%	1 6 1 8 1.25%	3 2 3 7 0.84%	2 2 0 5 1.04%	0 1 0 1 0.28%	1 1 0 2 0.52%	0 0 0 0 0.00%
Singled Out	One	1 2 3	36 34 18 87 2.91%	16 16 5 37 2.69%	20 17 13 50 3.10%	1 2 1 4 3.13%	10 6 3 19 4.40%	5 6 1 11 5.12%	12 11 9 32 3.23%	7 8 2 17 2.26%	1 1 2 4 1.01%	0 0 0 0 0.00%	11 10 1 22 3.40%	12 6 5 22 2.50%	7 9 4 20 4.39%	3 3 4 10 2.48%	0 2 2 4 1.15%	4 4 2 10 3.77%

PROGRAMME	STATION	PREF	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
TX	One	1	8	6	2	0	0	0	5	3	1	0	3	1	1	1	0	2
		2	14	9	6	0	1	1	5	4	3	0	2	5	4	3	0	0
		3	7	3	4	0	0	0	3	4	0	0	4	2	0	0	2	0
			30	18	12	0	1	1	13	11	4	0	9	8	5	4	2	2
			1.00%	1.28%	0.77%	0.00%	0.31%	0.50%	1.27%	1.52%	0.95%	0.00%	1.42%	0.89%	1.08%	1.12%	0.48%	0.79%
Vespri	Favourite Channel	1	4	1	3	0	0	0	2	1	1	0	2	1	0	1	0	0
		2	4	1	3	0	0	1	0	1	2	0	0	2	0	1	1	0
		3	8	1	7	0	0	0	3	2	3	0	2	2	3	1	1	0
			16	3	13	0	0	1	5	4	5	0	4	5	3	3	2	0
			0.52%	0.22%	0.78%	0.00%	0.00%	0.42%	0.55%	0.56%	1.29%	0.00%	0.63%	0.53%	0.58%	0.68%	0.45%	0.00%
Xarabank	TVM	1	219	121	98	9	36	23	97	38	13	3	42	77	32	24	27	18
		2	128	49	79	4	25	11	51	24	10	2	24	30	12	25	24	13
		3	76	28	47	6	11	4	25	20	7	3	17	27	8	9	7	7
			423	198	225	19	72	38	173	82	31	7	83	134	52	58	57	39
			14.09%	14.42%	13.80%	14.63%	16.71%	17.66%	17.27%	11.10%	7.67%	9.19%	13.01%	15.15%	11.63%	14.46%	15.39%	14.93%
X'Hadd maghna	One	2	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%
22:00-24:00																		
Dissett	TVM	1	9	4	5	0	1	1	4	3	0	0	3	3	0	3	1	0
		2	18	13	5	0	1	1	7	7	1	1	4	6	2	2	2	2
		3	14	11	3	0	0	0	10	2	1	1	2	6	2	2	0	1
			41	28	13	0	2	2	21	12	2	2	8	16	5	7	3	3
			1.37%	2.05%	0.79%	0.00%	0.55%	0.96%	2.07%	1.62%	0.47%	2.65%	1.30%	1.79%	1.04%	1.66%	0.80%	1.04%
Fresh and Funky	One	2	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
			1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%
Id-Dura	One	2	2	2	0	0	0	1	1	0	0	0	0	1	1	0	0	0
		3	1	1	0	0	0	0	0	1	1	0	0	1	0	0	0	0
			3	3	0	0	0	1	1	1	0	0	2	1	0	0	0	
			0.11%	0.24%	0.00%	0.00%	0.00%	0.61%	0.11%	0.13%	0.00%	0.00%	0.00%	0.26%	0.24%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	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
L-Argument	One	1	8	8	0	0	0	1	6	1	0	0	2	1	2	2	0	0
		2	9	9	0	1	4	1	1	2	0	0	0	4	2	0	2	1
		3	8	8	1	0	3	1	2	1	1	0	1	1	1	3	1	1
			26	25	1	1	7	3	10	4	1	0	4	7	6	5	3	2
		0.87%	1.84%	0.05%	0.73%	1.57%	1.55%	0.95%	0.60%	0.28%	0.00%	0.57%	0.74%	1.28%	1.34%	0.78%	0.78%	
Meander	TVM	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
		2	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
		3	3	3	0	0	0	1	0	0	0	0	0	3	0	0	0	0
			0.09%	0.19%	0.00%	0.00%	0.00%	0.61%	0.13%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%
Motor Drome	Smash TV	1	2	1	1	0	1	0	1	0	0	0	0	1	0	1	0	0
		2	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
		3	3	2	1	0	1	0	2	0	0	0	0	1	0	1	1	0
			0.11%	0.18%	0.06%	0.00%	0.24%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.26%	0.38%	0.00%
Pandora	One	3	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	
		0.03%	0.00%	0.05%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	
Paqpaq	TVM	1	2	2	0	0	1	0	0	1	0	0	0	1	0	0	1	0
		2	3	3	0	0	1	0	1	1	0	0	0	1	2	0	0	0
		3	5	4	1	0	1	0	3	0	0	0	0	1	1	1	1	0
			10	10	1	0	4	0	5	2	0	0	0	3	4	1	2	0
		0.35%	0.69%	0.06%	0.00%	0.91%	0.00%	0.46%	0.27%	0.00%	0.00%	0.00%	0.36%	0.83%	0.28%	0.65%	0.00%	
Qalb in-nies	TVM	1	6	1	5	0	0	0	3	2	0	1	2	2	1	1	1	0
		2	8	4	4	1	1	0	3	0	1	1	0	1	3	3	0	1
		3	8	3	5	0	3	1	2	0	2	1	2	1	1	2	0	3
			23	8	15	1	4	1	8	2	3	2	3	4	5	5	1	4
		0.75%	0.58%	0.90%	1.00%	0.95%	0.49%	0.83%	0.32%	0.75%	3.02%	0.55%	0.46%	1.08%	1.29%	0.38%	1.38%	
Realta'	One	1	3	2	1	0	0	0	0	1	2	0	1	1	0	1	0	0
		2	16	10	6	0	0	2	5	7	2	0	5	5	1	1	2	2
		3	7	5	2	0	1	1	1	1	1	2	0	0	4	2	1	0
			26	16	9	0	1	3	6	9	6	0	6	10	3	3	2	2
		0.85%	1.19%	0.57%	0.00%	0.31%	1.47%	0.64%	1.22%	1.41%	0.00%	0.96%	1.15%	0.64%	0.64%	0.53%	0.77%	

PROGRAMME	STATION	PREF	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
Sports Magazine	TVM	1	1 1 0.03%	1 1 0.07%	0 0 0.00%	1 1 0.73%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	
Sports on Smash	Smash TV	3	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 1.44%	1 1 0.18%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	
Sports TVM	TVM	3	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%	
Ucuh	Net TV	1 2 3	3 3 1 7 0.23%	1 0 0 1 0.07%	2 3 1 6 0.36%	0 0 0 0 0.00%	0 0 0 0 0.00%	0 0 0 0 0.00%	0 2 1 2 0.18%	1 1 0 1 0.20%	2 1 0 4 0.87%	0 0 0 0 0.00%	1 0 0 1 0.13%	2 1 0 3 0.31%	0 0 0 0 0.00%	0 2 1 2 0.42%	0 1 0 1 0.21%	0 0 1 1 0.30%
Wheelspin	Net TV	1 2	1 3 4 0.12%	1 3 4 0.27%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.30%	0 1 1 0.00%	0 0 1 0.14%	1 0 1 0.13%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.11%	0 1 1 0.29%	0 0 0 0.00%	0 1 1 0.00%	0 1 1 0.38%	0 0 0 0.00%
OTHERS																		
Free Set Smash	Smash TV	3	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.10%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.37%
Kick off	Melita Cable plc	1 2	1 1 2 0.08%	1 1 2 0.17%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	1 1 2 0.24%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.15%	0 1 1 0.24%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%
Lotto		2	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	0 0 0.00%	1 1 0.18%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	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
Lotto Super 5		1	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%
Magazin		2	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
			1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
			0.02%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%
Telebejgh		2	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Teleshopping		3	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
			2	0	2	0	0	0	0	1	1	0	1	1	0	0	0	0
			0.06%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.11%	0.22%	0.00%	0.13%	0.10%	0.00%	0.00%	0.00%	0.00%
Tigrijiet taz-zwiemel		1	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
			1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%
Top 60's		1	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%
Western music on Calypso	Calypso TV	1	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			0.03%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%
UNCLASSIFIED																		
Belle Donne	iTV	2	2	0	2	0	0	0	1	0	1	0	0	0	1	0	1	0
		3	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
			2	0	2	0	0	0	2	0	1	0	0	1	1	0	1	0
			0.08%	0.00%	0.15%	0.00%	0.00%	0.00%	0.17%	0.00%	0.19%	0.00%	0.00%	0.11%	0.17%	0.00%	0.21%	0.00%
Bernard		1	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%
Bla kumment	Net TV	1	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
			1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
			0.03%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	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
Celebrity Sundays	One	1	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
			1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
			0.05%	0.10%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Country [Jamboree]	One	2	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
			1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%
Delitti Maltin	TVM	1	2	1	1	0	0	0	2	0	0	0	1	1	0	0	0	0
		2	4	3	2	0	0	0	3	0	0	1	0	3	0	0	1	0
		3	4	3	1	0	0	1	1	1	1	0	1	2	0	1	0	0
			10	7	3	0	0	1	6	1	1	1	2	7	0	1	1	0
			0.35%	0.51%	0.21%	0.00%	0.00%	0.48%	0.64%	0.15%	0.24%	1.14%	0.31%	0.76%	0.00%	0.26%	0.21%	0.00%
Inkontri	One	1	13	10	3	0	0	1	6	5	1	0	3	1	4	3	1	1
		2	11	7	4	0	1	0	4	5	2	0	1	2	3	1	3	1
		3	14	10	4	0	1	1	5	3	4	0	4	3	3	2	0	2
			39	27	12	0	2	2	14	13	8	0	8	6	10	6	4	4
			1.28%	1.95%	0.72%	0.00%	0.50%	0.97%	1.41%	1.70%	1.86%	0.00%	1.30%	0.72%	2.26%	1.46%	1.13%	1.42%
Ipokriti	Favourite Channel	1	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
			1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
			0.02%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%
La Farfalla	One	2	1	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0
			1	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0
			0.04%	0.00%	0.06%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Music programme on Smash	Smash TV	2	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
			1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
			0.05%	0.10%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Pjazza Tlieta	TVM	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
			1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
			0.03%	0.00%	0.05%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%

PROGRAMME	STATION	PREF	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	
Ta' Carmen [House Magaine]	Net TV	2	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.10%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%		
Tajjeb li tkun taf	One RADIO	1	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%	0 0 0.00%	0 0 0.00%		
Telebejgh ITV	iTV	2	1 1 0.03%	0 0 0.00%	1 1 0.05%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.19%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.30%		
Total Responses			3002 100%	1375 100%	1627 100%	132 100%	433 100%	217 100%	1001 100%	737 100%	404 100%	79 100%	639 100%	884 100%	449 100%	399 100%	373 100%	258 100%	
No Favourite Programme			1	536	317	220	21	126	47	161	101	60	21	115	145	63	77	91	45
			2	800	467	333	32	178	68	247	157	84	33	159	220	111	115	128	67
			3	1118	623	495	52	227	90	342	240	125	43	223	313	158	155	175	94
Total "No" Responses				2455	1407	1048	105	531	205	750	497	269	98	498	678	332	347	393	207
Total Survey Responses				5457	2782	2675	237	964	421	1751	1234	673	177	1136	1562	781	747	766	465

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