

SCREENAFRICA RATINGS

FEBRUARY 2006



This monthly feature selects prominent local productions, and ranks them in terms of AR ratings. Selected foreign programmes are shown only for comparison.

ARs are weighted over the period of transmission, and the number of transmissions during the calendar month. Data is supplied by the South African Advertising Research Foundation, and processed by Interactive Market Systems (South Africa) (Pty) Ltd.

The programmes that appeared among the top twenty for February 2006

SABC1				
Rank	Programme	Date	Genre	AR
1	Generations	13/02/2006	Soap	19.83
15	Nomzamo	21/02/2006	Sitc	17.59
17	The Bold And The Beautiful	23/02/2006	Soap	17.20
19	Zone 14	13/02/2006	Dram	17.02

SABC2				
Rank	Programme	Date	Genre	AR
1	Muvhango	13/02/2006	Dram	13.11
2	7de Laan	14/02/2006	Soap	12.70
19	Stokvel	01/02/2006	Sitc	10.85

SABC3				
Rank	Programme	Date	Genre	AR
1	Isidingo:The Need	13/02/2006	Soap	9.53
14	Africa's Secret Seven	12/02/2006	Docu	7.32
16	News	14/02/2006	News	7.07
18	Bend It Like Beckham	04/02/2006	Movi	7.02

M-NET				
Rank	Programme	Date	Genre	AR
1	Extreme Makeover:Home Edition	12/02/2006	Real	4.49
2	Egoli-Place of Gold	15/02/2006	Soap	4.03
11	The Bourne Supremacy	05/02/2006	Movi	3.48
16	Carte Blanche	12/02/2006	Maga	3.29

E.TV				
Rank	Programme	Date	Genre	AR
1	International Smackdown	08/02/2006	Spor	16.28
5	Universal Soldier	26/02/2006	Movi	13.91
7	Live Lotto Draw	08/02/2006	Quiz	12.05
8	The Parent Trap	25/02/2006	Movi	11.63
11	Men In Black.	18/02/2006	Movi	10.96
12	International Raw	12/02/2006	Spor	10.82
16	The Bone Collector	05/02/2006	Movi	9.88
17	Maximum Risk	12/02/2006	Movi	9.73
19	Logans War Bound By Honor	17/02/2006	Movi	8.60
20	International Velocity	11/02/2006	Spor	8.47

The cream of the local productions for February 2006

Key: Day/s refers to the day or days of the week the programme is transmitted. Frequency refers to how often it is transmitted – D=Daily, W=Weekly, S (followed by a number) indicates a series of that number of episodes. Television Universe estimated at 5,232 million households. One ratings point of all viewers represents about 145 590 viewers.

Key to genres: Actu: Actuality, Docu: Documentary, Dram: Drama, Educ: Education, Maga: Magazine, Musi: Music, News: News, Quiz: Game Show, Real: Real life, Reli: Religion, Sitc: Sitcom, Soap: Soap, Spor: Sport, Vari: Variety, Y.Ent: Youth Entertainment,

Name	Genre	Start Time	Day/s	Frequency	Channel	Feb 2006 AR	Jan 2006 AR
3rd Degree	Maga	20:00	Tue	W	e	3.24	3.92
50/50	Maga	17:00	Sun	W	2	3.64	4.26
7de Laan	Soap	18:30	M-F	S5	2	10.90	10.55
Backstage	Soap	18:30	M-F	S5	e	3.52	3.33
CarTorque	Maga	13:30	Sun	W	3	3.38	2.52
Carte Blanche	Maga	19:00	Sun	W	M	3.10	2.51
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	3.33	3.46
Emzini Wezinsizwa	Dram	20:30	F	W	2	12.83	15.58
Fokus	News	18:30	Sun	W	2	4.24	3.61
Generations	Soap	20:00	M-F	S5	1	17.64	16.69
Gospel Gold	Musi	09:00	Sun	W	2	5.96	5.77
Isidingo:The Need	Soap	18:30	M-F	S5	3	7.59	7.14
Jam Alley	Vari	18:30	Fri	W	1	8.43	6.67
K-TV	Y.Ent	Vari	M-F	S5	M	0.33	0.34
Morning Live	Maga	06:00	M-F	S5	2	3.13	2.63
Muvhango	Dram	21:00	M/T	S2	2	10.93	
News at Seven	News	19:00	Daily	D	e	5.10	5.00
News at Seven on 3	News	19:00	Daily	D	3	5.48	5.37

Name	Genre	Start Time	Day/s	Frequency	Channel	Feb 2006 AR	Jan 2006 AR
Pasella	Maga	16:30	Sun	W	2	4.43	4.61
Selimathunzi	Vari	18:00	Sat	W	1	7.58	7.58
Siyayinqoba	Educ	13:30	Sun	S	1	2.18	2.45
Special Assignment	Docu	21:30	Tue	W	3	4.09	3.32
Take 5	Educ	Vari	M-F	S5	1	2.82	2.87
Top Billing	Maga	19:30	Thu	W	2	4.94	5.38
Tube	Y.Ent	Vari	M-F	S5	2	1.89	2.55
Yo-TV	Y.Ent	Vari	M-F	S5	1	1.82	2.85

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	11.57	10.99
International Smackdown	Spor	20:30	Wed	W	e	15.55	15.91
Law And Order Special Victims Unit	Dram	20:30	Tue	W	3	5.50	
The Amazing Race	Real	29:30	Tue	W	3	5.52	
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	15.15	14.36
Walker – Texas Ranger	Dram	Vari	S	W	e	5.93	6.85

The above represents a selection of programmes only, and is calculated on the total calendar month's weighted average of the total audience over all age groups. If you want a particular programme included, please email Enid Venter at enid.screenafrica@artslink.co.za. The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.



Don't ask your mother if she likes your programme, ask your audience. Get to know who's watching you now, and who's watching the slot you're going in to.

We can tell you the most amazing things about your viewers. We can even tell you who left you after five minutes.

We can track your audience down to details that will surprise you. Audience analysis data, any way you want.

Breakdowns in terms of time, gender, LSM, age, and widest range of dimensions.

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