

AUDIENCE RATINGS

MAY 2008

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 TOP FIVE PROGRAMMES

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	28/05/2008	Soap	24.69
2	SAMA Awards 2008	03/05/2008	Vari	20.78
3	Zulu News	23/05/2008	News	18.36
4	Xhosa News	03/05/2008	News	17.78
5	Shakespear – Izingane Zobaba	27/05/2008	Dram	16.74

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	13/05/2008	Dram	15.25
2	Stokvel	04/05/2008	Sitc	12.83
3	The Perfect Sishebo Show	20/05/2008	Maga	12.72
4	Gospel Time	04/05/2008	Reli	11.40
5	7De Laan	22/05/2008	Soap	10.56

SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	27/05/2008	Soap	9.76
2	Nature On Track	18/05/2008	Docu	9.03
3	Pimp My Ride	31/05/2008	Vari	7.23
4	Music	06/05/2008	Musi	6.91
5	Catwoman	23/05/2008	Movi	6.05

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	11/05/2008	Maga	1.87
2	Egoli-Place Of Gold	27/05/2008	Soap	1.85
3	The Pursuit Of Happiness	11/05/2008	Movi	1.63
4	Grey's Anatomy	19/05/2008	Dram	1.57
5	Pirates Of The Caribbean:At World's End	25/05/2008	Movi	1.52

E.TV

Rank	Programme	Date	Genre	AR
1	International ECW	03/05/2008	Spor	13.39
2	International RAW	04/05/2008	Spor	12.48
3	E News Early Edition	03/05/2008	News	12.24
4	International Smackdown	14/05/2008	Spor	11.92
5	Look Who's Talking Too	10/05/2008	Movi	10.69

We feature the top five shows viewed for each of the channels.

THE CREAM OF THE LOCAL PRODUCTIONS

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	Sep 2007 AR	Aug 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	3.22	2.99
7de Laan	Soap	18:30	M-F	S5	2	9.04	9.02
Binnelanders	Dram	18:30	M-F	S5	M	1.08	1.00
CarTorque	Maga	Vari	Sun	W	3	1.64	1.76
Carte Blanche	Maga	19:00	Sun	W	M	1.73	1.64
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.49	1.47
Fokus	Actu	18:30	Sun	W	2	7.28	5.94
Generations	Soap	20:00	M-F	S5	I	22.07	21.56
Gospel Gold	Musi	09:00	Sun	W	2	7.11	7.16
Hillside	Dram	21:30	T	W	I	7.52	7.16
Isidingo: The Need	Soap	18:30	M-F	S5	3	4.69	4.82
Jam Alley	Vari	18:30	Fri	W	I	9.27	9.22
K-TV	Y.Ent	Vari	M-F	S5	M	0.22	0.25
Laduma on I	Spor	Vari	Vari	S5	I	5.59	6.68
Morning Live	Maga	06:00	M-F	S5	2	2.57	2.31
Muvhango	Dram	21:00	M-T	S4	2	11.55	11.40
News at Seven	News	19:00	Daily	D	e	7.01	6.42
News at Seven on 3	News	19:00	Daily	D	3	4.41	4.06
Our Moments	Docu	10:00	S	W	2	2.21	2.21
Pasella	Maga	19:30	W	W	2	5.81	6.17
Rhythm City	Soap	18:30	M-F	S5	e	8.76	7.80
Scandal	Dram	19:30	M-T	S4	e	6.79	6.95
Selimathunzi	Vari	18:00	Sat	W	I	9.62	9.58
Special Assignment	Docu	21:30	Tue	W	3	3.68	3.41
Top Billing	Maga	19:30	Thu	W	2	3.98	3.79
Tube	Y.Ent	Vari	M-F	S5	2	2.32	2.80
Yo-TV	Y.Ent	Vari	M-F	S5	I	2.19	2.26
Zola 7	Maga	20:30	T	W	I	11.38	13.94
Zone 14	Dram	20:30	Mon	W	I	19.22	19.22

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	I	7.72	7.76
International Smackdown	Spor	20:30	W	W	e	9.09	10.31
The Bold and the Beautiful	Soap	18:00	M-F	S5	I	12.20	11.92

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 e-mail **Enid Venter** at enid@ihjohannesburg.co.za.

The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.