

AUDIENCE RATINGS

NOVEMBER 2007

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	07/11/2007	Soap	25.35
2	Zone 14	12/11/2007	Dram	22.14
3	Soul City	13/11/2007	Dram	20.61
4	Jika Ma Jika	21/11/2007	Musi	17.03
5	Zulu News	21/11/2007	News	16.99

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	13/11/2007	Dram	16.31
2	Stokvel	04/11/2007	Sitc	9.91
3	Gospel Time	18/11/2007	Reli	9.83
4	7de Laan	21/11/2007	Soap	9.83
5	Muvhango – O	18/11/2007	Dram	9.55

SABC 3

Rank	Programme	Date	Genre	AR
1	Days of Our Lives	20/11/2007	Soap	8.91
2	Isidingo: The Need	21/11/2007	Soap	7.15
3	High School Musical II	16/11/2007	Movi	6.75
4	Filler: Katie Melua	12/11/2007	Docu	6.47
5	Filler: Scissor Sisters	20/11/2007	Docu	6.25

M-NET

Rank	Programme	Date	Genre	AR
1	Mission Impossible III	04/11/2007	Movi	2.06
2	Deja Vu	18/11/2007	Movi	1.99
3	The Sentinel	25/11/2007	Movi	1.96
4	Carte Blanche	11/11/2007	Maga	1.93
5	Poseidon	11/11/2007	Movi	1.74

E-TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	21/11/2007	Spor	14.36
2	Die Another Day	11/11/2007	Movi	13.49
3	Lotto Draw Live	21/11/2007	Quiz	12.13
4	Harry Potter And The Philosopher's Stone	10/11/2007	Movi	11.58
5	Gone In 60 Seconds	25/11/2007	Movi	10.73

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: Act: 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, YEnt: Youth Entertainment.

Name	Genre	Start Time	Day/s	Frequency	Channel	Nov 2007 AR	Oct 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	3.89	3.60
50/50	Maga	19:30	Mon	W	2	4.85	4.51
7de Laan	Soap	18:30	M-F	S5	2	8.64	8.76
CarTorque	Maga	Vari	Sun	W	3	2.69	2.26
Carte Blanche	Maga	19:00	Sun	W	M	1.87	1.64
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.27	1.34
Fokus	News	18:30	Sun	W	2	4.47	5.20
Generations	Soap	20:00	M-F	S5	1	22.49	22.81
Gospel Gold	Musi	09:00	Sun	W	2	8.18	7.62
Isidingo: The Need	Soap	18:30	M-F	S5	3	5.87	6.22
Jam Alley	Vari	18:30	Fri	W	1	8.69	11.05
K-TV	Y.Ent	Vari	M-F	S5	M	0.23	0.22
Laduma on 1	Spor	Vari	Vari	S5	1	8.67	7.33
Morning Live	Maga	06:00	M-F	S5	2	3.21	3.40
Muvhango	Dram	21:00	M-T	S4	2	11.31	11.04
News at Seven	News	19:00	Daily	D	e	6.27	6.69
News at Seven on 3	News	19:00	Daily	D	3	4.12	4.45
Pasella	Maga	19:30	W	W	2	6.45	5.72
Rhythm City	Soap	18:30	M-F	S5	e	5.87	5.73
Scandal	Dram	19:30	M-T	S4	e	7.50	8.01
Selimathunzi	Vari	18:00	Sat	W	1	10.24	6.19
Special Assignment	Docu	21:30	Tue	W	3	5.17	4.48
Top Billing	Maga	19:30	Thu	W	2	3.85	3.62
Tube	Y.Ent	Vari	M-F	S5	2	2.31	2.03
Yo-TV	Y.Ent	Vari	M-F	S5	1	3.15	2.94
Zola 7	Maga	20:30	T	W	1	15.06	13.77
Zone 14	Dram	20:30	Mon	W	1	20.83	21.75

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	7.87	8.46
International Smackdown	Spor	20:30	W	W	e	12.83	11.56
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	12.23	12.92

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@702mail.co.za.

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