

AUDIENCE RATINGS

DECEMBER 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

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	03/12/2008	Soap	25.51
2	Tshisa	09/12/2008	Dram	20.61
3	Tsha Tsha	29/12/2008	Dram	17.75
4	A Place Called Home	10/12/2008	Dram	17.63
5	Zulu News	03/12/2008	News	15.51

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	02/12/2008	Dram	14.67
2	Mponeng	11/12/2008	Sitc	11.05
3	Gospel Time	21/12/2008	Reli	10.71
4	Mofereferere Lenyalong	28/12/2008	Sitc	9.90
5	7De Laan	29/12/2008	Soap	8.38

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	29/12/2008	Soap	9.38
2	High School Musical	05/12/2008	Movi	8.63
3	High School Musical II	06/12/2008	Movi	8.42
4	Waterworld	26/12/2008	Movi	8.07
5	Harry Potter And The Goblet Of Fire	28/12/2008	Movi	6.32

M-NET

Rank	Programme	Date	Genre	AR
1	Next	07/12/2008	Movi	1.34
2	Egoli-Place Of Gold	17/12/2008	Soap	1.18
3	No Reservations	21/12/2008	Movi	1.18
4	Premonition	14/12/2008	Movi	1.03
5	Carte Blanche	07/12/2008	Maga	0.93

E.TV

Rank	Programme	Date	Genre	AR
1	The Rundown	28/12/2008	Movi	15.68
2	Speed2:Cruise Control	14/12/2008	Movi	11.93
3	Speed	07/12/2008	Movi	11.81
4	WWE Wrestlemania	30/12/2008	Spor	11.15
5	International Raw	28/12/2008	Spor	10.87

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	Dec 2008 AR	Nov 2008 AR
3rd Degree	Maga	20:00	Tue	W e		3.47	2.35
7de Laan	Soap	18:30	M-F	S5	2	7.34	8.32
50/50	Maga	19:30	Mon	W	2	3.51	4.21
Binnelanders	Dram	18:30	M-F	S5	M	0.67	0.81
Carte Blanche	Maga	19:00	Sun	W	M	0.80	1.12
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	0.88	1.11
Fokus	Actu	18:30	Sun	W	2	4.72	4.48
Generations	Soap	20:00	M-F	S5	1	22.20	24.52
Gospel Gold	Musi	09:00	Sun	W	2	6.87	7.64
Isidingo:The Need	Soap	18:30	M-F	S5	3	3.97	4.37
Jam Alley	Vari	18:30	Fri	W	1	5.97	7.15
Laduma on 1	Spor	Vari	Vari	S5	1	4.65	7.66
Morning Live	Maga	06:00	M-F	S5	2	2.37	2.75
Muvhango	Dram	21:00	M-T	S4	2	10.81	11.83
News at Seven	News	19:00	Daily	D e		5.42	6.20
News at Seven on 3	News	19:00	Daily	D	3	3.16	3.36
Pasella	Maga	19:30	W	W	2	4.45	5.63
Rhythm City	Soap	18:30	M-F	S5	e	6.74	8.05
Scandal	Dram	19:30	M-T	S4	e	7.45	8.21
Selimathunzi	Vari	18:00	Sat	W	1	6.09	9.65
Special Assignment	Docu	21:30	Tue	W	3	3.58	3.28
Top Billing	Maga	19:30	Thu	W	2	3.54	2.40
Zola 7	Maga	19:00	Thu	W	1	10.19	12.30

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	7.18	8.48
International Smackdown	Spor	20:30	W	W	e	8.08	9.64
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	10.70	12.06

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.