

AUDIENCE RATINGS

August 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

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	01/08/2007	Soap	24.56
2	Tsotsi	19/08/2007	Movi	20.51
3	Zone 14	20/08/2007	Dram	20.22
4	Zulu News	10/08/2007	News	17.33
5	Jika Ma Jika	22/08/2007	Musi	17.30

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	06/08/2007	Dram	14.37
2	Stokvel	26/08/2007	Sitc	12.14
3	7De Laan	23/08/2007	Soap	10.97
4	Cine 2:Hairspray	07/08/2007	Docu	9.88
5	Nuus	07/08/2007	News	9.35

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	20/08/2007	Soap	9.49
2	Be The Creature	26/08/2007	Docu	8.12
3	Shanghai Knights	17/08/2007	Movi	7.89
4	Isidingo:The Need	27/08/2007	Soap	7.02
5	Music	08/08/2007	Musi	6.87

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	26/08/2007	Maga	2.06
2	Fun With Dick And Jane	12/08/2007	Movi	1.97
3	Firewall	19/08/2007	Movi	1.80
4	Egoli - Place Of Gold	28/08/2007	Soap	1.60
5	Grey's Anatomy	20/08/2007	Dram	1.52

E.TV

Rank	Programme	Date	Genre	AR
1	International Raw	26/08/2007	Spor	13.58
2	International Smackdown	22/08/2007	Spor	13.26
3	Belly Of The Beast	12/08/2007	Movi	12.96
4	E News Early Edition	26/08/2007	News	11.05
5	News	28/08/2007	News	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: 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, Y.Ent: Youth Entertainment.

Name	Genre	Start Time	Day/s	Frequency	Channel	Aug 2007 AR	July 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	3.98	2.93
50/50	Maga	19:30	Mon	W	2	4.80	4.89
7de Laan	Soap	18:30	M-F	S5	2	9.95	10.34
CarTorque	Maga	17:00	Sun	W	3	2.22	1.90
Carte Blanche	Maga	19:00	Sun	W	M	1.48	2.14
Egoli - Place of Gold	Soap	18:00	M-F	S5	M	1.25	1.34
Fokus	News	18:30	Sun	W	2	5.84	6.24
Generations	Soap	20:00	M-F	S5	1	21.69	22.49
Gospel Gold	Musi	09:00	Sun	W	2	8.15	7.57
Isidingo: The Need	Soap	18:30	M-F	S5	3	6.13	6.54
Jam Alley	Vari	18:30	Fri	W	1	10.14	12.05
K-TV	Y.Ent	Vari	M-F	S5	M	0.17	0.20
Laduma on 1	Spor	Vari	F-S	S3	1	7.85	8.95
Morning Live	Maga	06:00	M-F	S5	2	2.65	2.47
Muvhango	Dram	21:00	M-T	S4	2	10.25	11.63
News at Seven	News	19:00	Daily	D	e	7.11	6.82
News at Seven on 3	News	19:00	Daily	D	3	4.20	4.35
Pasella	Maga	19:30	W	W	2	7.08	6.77
Scandal	Dram	19:30	M-T	S4	e	7.79	7.47
Rhythm City	Soap	18:30	M-F	S5	e	6.12	5.82
Selimathunzi	Vari	18:00	Sat	W	1	9.05	11.35
Special Assignment	Docu	21:30	Tue	W	3	4.55	3.75
Top Billing	Maga	19:30	Thu	W	2	4.03	3.99
Tube	Y.Ent	Vari	M-F	S5	2	2.04	2.08
Yo-TV	Y.Ent	Vari	M-F	S5	1	2.58	2.17
Zola 7	Maga	20:30	T	W	1	15.10	15.95

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	8.54	8.68
International Smackdown	Spor	20:30	W	W	e	12.09	11.09
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	12.89	13.23

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.