

# AUDIENCE RATINGS

## July 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	26/07/2007	Soap	25.46
2	Zone 14	23/07/2007	Dram	21.34
3	Soccer Build- Up	18/07/2007	Spor	19.77
4	Laduma On 1	26/07/2007	Spor	19.69
5	Soul City	17/07/2007	Dram	18.84

#### SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	03/07/2007	Dram	15.34
2	Stokvel	15/07/2007	Sitc	13.33
3	7de Laan	03/07/2007	Soap	11.81
4	Nuus	31/07/2007	News	9.74
5	Strictly Come Dancing	12/07/2007	Vari	8.70

#### SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	02/07/2007	Soap	10.79
2	Isidingo:The Need	23/07/2007	Soap	7.86
3	Built For The Kill	22/07/2007	Docu	7.49
4	Music	20/07/2007	Musi	7.40
5	The Oprah Winfrey Show	02/07/2007	Maga	6.31

#### M-NET

Rank	Programme	Date	Genre	AR
1	Derailed	22/07/2007	Movi	2.48
2	Carte Blanche	29/07/2007	Maga	2.48
3	The Break-Up	29/07/2007	Movi	2.47
4	Rumour Has It	15/07/2007	Movi	2.18
5	Prison Break	17/07/2007	Dram	1.86

#### E.TV

Rank	Programme	Date	Genre	AR
1	International Raw	22/07/2007	Spor	15.22
2	The Medallion	21/07/2007	Movi	14.05
3	Street Fighter	14/07/2007	Movi	14.02
4	Charlie's Angels	15/07/2007	Movi	13.11
5	Beverly Hills Ninja	07/07/2007	Movi	12.87

### 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	July 2007 AR	June 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	2.93	3.21
50/50	Maga	19:30	Mon	W	2	4.89	4.13
7de Laan	Soap	18:30	M-F	S5	2	10.34	10.21
CarTorque	Maga	17:00	Sun	W	3	1.90	1.74
Carte Blanche	Maga	19:00	Sun	W	M	2.14	1.98
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.34	1.42
Fokus	News	18:30	Sun	W	2	6.24	5.42
Generations	Soap	20:00	M-F	S5	1	22.49	23.38
Gospel Gold	Musi	09:00	Sun	W	2	7.57	6.53
Isidingo:The Need	Soap	18:30	M-F	S5	3	6.54	6.34
Jam Alley	Vari	18:30	Fri	W	1	12.05	11.73
K-TV	Y.Ent	Vari	M-F	S5	M	0.20	0.25
Laduma on 1	Spor	Vari	F-S	S3	1	8.95	8.03
Morning Live	Maga	06:00	M-F	S5	2	2.47	2.46
Muvhango	Dram	21:00	M-T	S4	2	11.63	11.71
News at Seven	News	19:00	Daily	D	e	6.82	6.96
News at Seven on 3	News	19:00	Daily	D	3	4.35	4.29
Pasella	Maga	19:30	W	W	2	6.77	6.17
Rhythm City	Soap	18:30	M-F	S5	e	5.82	
Scandal	Dram	19:30	M-T	S4	e	7.47	7.56
Selimathunzi	Vari	18:00	Sat	W	1	11.35	10.85
Special Assignment	Docu	21:30	Tue	W	3	3.75	2.65
Top Billing	Maga	19:30	Thu	W	2	3.99	3.06
Tube	Y.Ent	Vari	M-F	S5	2	2.08	2.64
Yo-TV	Y.Ent	Vari	M-F	S5	1	2.17	
Zola 7	Maga	20:30	T	W	1	15.95	16.24

### Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	8.68	9.08
International Smackdown	Spor	20:30	W	W	e	11.09	11.34
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	13.23	14.80

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](mailto:enid@702mail.co.za). The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.