

AUDIENCE RATINGS October 2006

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	18/10/2006	Soap	24.29
2	Zone 14	16/10/2006	Dram	19.31
3	City Ses'la	03/10/2006	Sitc	18.88
4	Xhosa News	03/10/2006	News	18.28
5	Zulu News	18/10/2006	News	18.26

SABC2

Rank	Programme	Date	Genre	AR
1	7de Laan	16/10/2006	Soap	14.44
3	Mr Bones	21/10/2006	Movi	13.65
4	Community Builder Of The Year	30/10/2006	Vari	11.53
5	Dikolong	25/10/2006	Dram	10.99

SABC3

Rank	Programme	Date	Genre	AR
1	Days of Our Lives	19/10/2006	Soap	12.20
2	Isidingo:The Need	04/10/2006	Soap	10.11
3	Special Assignment	31/10/2006	Actu	8.60
5	Tom And Sheena	03/10/2006	Yent	7.35

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli-Place of Gold	02/10/2006	Soap	5.57
2	Survivor SA	08/10/2006	Real	4.66
3	The Festive Kitchen	09/10/2006	Maga	3.77
4	S/Sport:ABSA Currie Cup	14/10/2006	Spor	3.22
5	Carte Blanche	01/10/2006	Maga	3.00

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	18/10/2006	Spor	16.64
2	In Hell	29/10/2006	Movi	15.79
3	WWE Wrestling Raw	08/10/2006	Spor	13.07
4	Hard Target	15/10/2006	Movi	12.77
5	Lotto Draw Live	14/10/2006	Quiz	11.36

****NEW LOOK – In future we will be featuring the top five shows viewed for each of the channels. This is a change from the way we previously displayed the rating information and we hope that you enjoy our 'new look'**

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	Oct 2006 AR	Sep 2006 AR
3rd Degree	Maga	20:00	Tue	W e		3.91	3.29
50/50	Maga	17:00	Sun	W 2		4.30	4.06
7de Laan	Soap	18:30	M-F	S5 2		11.89	12.16
Backstage	Soap	18:30	M-F	S5 e		3.66	4.07
CarTorque	Maga	17:00	Sun	W 3		2.16	2.17
Carte Blanche	Maga	19:00	Sun	W M		2.65	3.20
Egoli-Place of Gold	Soap	18:00	M-F	S5 M		4.53	4.54
Fokus	News	18:30	Sun	W 2		5.74	6.03
Gospel Gold	Musi	09:00	Sun	W 2		7.02	7.14
Isidingo:The Need	Soap	18:30	M-F	S5 3		8.68	8.71
Jam Alley	Vari	18:30	Fri	W 1		9.67	9.74
K-TV	Y.Ent	Vari	M-F	S5 M		0.37	0.34
Laduma on 1	Spor	Vari	S/S	S2 1		7.92	6.47
Morning Live	Maga	06:00	M-F	S5 2		3.78	3.54
Muvhango	Dram	21:00	M/T	S2 2		11.71	11.23
News at Seven	News	19:00	Daily	D e		5.87	5.63
News at Seven on 3	News	19:00	Daily	D 3		5.11	5.20
Pasella	Maga	16:30	Sun	W 2		5.18	4.43
Scandal	Dram	19:30	M-T	S4 e		6.12	6.14
Selimathunzi	Vari	18:00	Sat	W 1		9.48	8.61
Siyayinqoba	Educ	13:30	Sun	S 1		2.34	2.63
Special Assignment	Docu	21:30	Tue	W 3		6.65	5.22
Take 5	Educ	Vari	M-F	S5 1		3.77	5.56
Top Billing	Maga	19:30	Thu	W 2		4.19	5.56
Tsha Tsha 4	Dram	20:30	F	W 1		14.41	
Tube	Y.Ent	Vari	M-F	S5 2		2.06	2.28
Yo-TV	Y.Ent	Vari	M-F	S5 1		1.87	2.01
Zone 14	Dram	20:30	M	W 1		18.97	18.86

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5 1		9.85
International Smackdown	Spor	20:30	Wed	W e		13.40
The Bold and the Beautiful	Soap	18:00	M-F	S5 1		14.69

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 email 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.



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