

AUDIENCE RATINGS

June 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	25/06/2007	Soap	25.82
2	Laduma Soccer Build-Up	20/06/2007	Spor	22.51
3	Zone 14	25/06/2007	Dram	21.80
4	Zulu News	20/06/2007	News	19.97
5	Laduma On 1	20/06/2007	Spor	18.48

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	26/06/2007	Dram	14.52
2	7de Laan	28/06/2007	Soap	11.99
3	Gospel Time	24/06/2007	Reli	9.62
4	Nuus	28/06/2007	News	9.54
5	Going Up Again	03/06/2007	Sitc	8.67

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	26/06/2007	Soap	11.08
2	Music	05/06/2007	Musi	8.36
3	Be The Creature	03/06/2007	Docu	8.25
4	Isidingo:The Need	19/06/2007	Soap	7.87
5	Naked Science	10/06/2007	Maga	7.50

M-NET

Rank	Programme	Date	Genre	AR
1	Big Momma's House 2	03/06/2007	Movi	2.19
2	Eight Below	24/06/2007	Movi	2.13
3	Carte Blanche	24/06/2007	Maga	2.09
4	Into The Blue	17/06/2007	Movi	2.08
5	Egoli-Place Of Gold	11/06/2007	Soap	1.71

E.TV

Rank	Programme	Date	Genre	AR
1	Anaconda	17/06/2007	Movi	15.64
2	International Raw	24/06/2007	Spor	14.69
3	Like Mike	23/06/2007	Movi	13.78
4	Home Alone	16/06/2007	Movi	13.74
5	International Smackdown	13/06/2007	Spor	13.14

****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	June 2007 AR	May 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	3.21	4.24
50/50	Maga	19:30	Mon	W	2	4.13	4.40
7de Laan	Soap	18:30	M-F	S5	2	10.21	9.55
Backstage	Soap	18:30	M-F	S5	e	5.66	5.36
CarTorque	Maga	17:00	Sun	W	3	1.74	1.93
Carte Blanche	Maga	19:00	Sun	W	M	1.98	2.04
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.42	1.49
Fokus	News	18:30	Sun	W	2	5.42	5.47
Generations	Soap	20:00	M-F	S5	1	23.38	23.03
Gospel Gold	Musi	09:00	Sun	W	2	6.53	6.94
Isidingo:The Need	Soap	18:30	M-F	S5	3	6.34	6.55
Jam Alley	Vari	18:30	Fri	W	1	11.73	11.49
K-TV	Y.Ent	Vari	M-F	S5	M	0.25	0.20
Laduma on 1	Spor	Vari	Vari	S3	1	8.03	8.13
Morning Live	Maga	06:00	M-F	S5	2	2.46	2.75
Muvhango	Dram	21:00	M-T	S4	2	11.71	10.96
News at Seven	News	19:00	Daily	D	e	6.96	6.57
News at Seven on 3	News	19:00	Daily	D	3	4.29	4.23
Pasella	Maga	17:30	W	W	2	6.17	5.30
Scandal	Dram	19:30	M-T	S4	e	7.56	8.00
Selimathunzi	Vari	18:00	Sat	W	1	10.85	11.48
Special Assignment	Docu	21:30	Tue	W	3	2.65	3.80
Top Billing	Maga	19:30	Thu	W	2	3.06	3.44
Tube	Y.Ent	Vari	M-F	S5	2	2.64	1.92
Zola 7	Maga	20:30	T	W	1	16.24	16.10

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	9.08	
International Smackdown	Spor	20:30	W	W	e	11.34	10.12
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	14.80	13.72

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.