

AUDIENCE RATINGS

JANUARY 2010

THIS MONTHLY FEATURE SELECTS PROMINENT LOCAL PRODUCTIONS AND RANKS THEM IN TERMS OF AUDIENCE RATINGS (ARs). 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	05/01/2010	Soap	22.60
2	Society (Drama)	05/01/2010	Dram	18.61
3	Zulu News	20/01/2010	News	16.99
4	Xhosa News	21/01/2010	News	16.47
5	Zone 14	06/01/2010	Dram	15.91

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	12/01/2010	Dram	10.46
2	Moferefere Lenyalong	03/01/2010	Sitc	9.12
3	Powerball	12/01/2010	Vari	8.85
4	7de Laan	22/01/2010	Soap	8.12
5	Nuus	11/01/2010	News	7.35

SABC3

Rank	Programme	Date	Genre	AR
1	Bean	16/01/2010	Movi	7.32
2	The Oprah Winfrey Show	21/01/2010	Maga	6.31
3	Big Trouble	30/01/2010	Movi	6.21
4	Music	21/01/2010	Musi	5.66
5	The Best of Leon Schuster 2	09/01/2010	Movi	5.43

M-NET

Rank	Programme	Date	Genre	AR
1	Taken	31/01/2010	Movi	2.01
2	Body Of Lies	24/01/2010	Movi	1.59
3	The Bank Job	17/01/2010	Movi	1.50
4	Carte Blanche	24/01/2010	Maga	1.42
5	The Mentalist	27/01/2010	Dram	1.21

E.TV

Rank	Programme	Date	Genre	AR
1	Double Impact	10/01/2010	Movi	13.36
2	Double Team	17/01/2010	Movi	12.10
3	Universal Soldier	24/01/2010	Movi	11.94
4	Best of The Best 3: No Turning Back	22/01/2010	Movi	10.50
5	Cheaper By The Dozen 2	09/01/2010	Movi	10.35

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	Jan 2010 AR	Dec 2009 AR
3 Talk	Talk	16:00	M-F	S5	3	1.95	2.07
3rd Degree	Maga	21:30	Tue	W	e	4.87	4.42
7de Laan	Soap	18:30	M-F	S5	2	7.35	6.91
Binnelanders	Soap	18:00	M-F	S5	M	0.78	0.74
Carte Blanche	Maga	19:00	Sun	W	M	1.12	0.78
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	0.61	0.64
Fokus	Actu	18:30	Sun	W	2	3.94	3.92
Generations	Soap	20:00	M-F	S5	1	19.67	19.65
Gospel Gold	Musi	Vari	Sun	W	2	4.49	4.75
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.11	3.35
Jam Alley	Vari	18:30	Fri	W	1	5.54	5.30
Live Lotto Draw	Quiz	21.30	W/S	S2	2	4.32	4.79
Laduma on 1	Spor	Vari	Vari	S5	1	5.58	5.04
Morning Live	Maga	06:00	M-F	S5	2	2.19	1.98
Muvhango	Dram	21:00	M-T	S4	2	7.11	8.04
News at Seven	News	19:00	Daily	D	e	5.11	4.94
News at Seven on 3	News	19:00	Daily	D	3	3.21	2.84
Pasella	Maga	19:30	W	W	2	5.03	4.60
Rhythm City	Soap	18:30	M-F	S5	e	6.33	6.64
Scandal	Dram	19:30	M-T	S4	e	7.79	7.09
Selimathunzi	Vari	18:00	Sat	W	1	6.06	6.18
Siyayinqoba Beat It!	Educ	13:30	Thu	W	1	2.35	2.60
Special Assignment	Docu	20:30	Tue	W	3	2.48	2.56
Top Billing	Maga	19:30	Thu	W	2	3.92	2.69
Yo-TV	Y-Ent	Vari	Vari	D	e	2.43	2.71
Zola 7	Maga	20:30	T	W	1	7.19	7.51

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	4.20	4.65
WWE Wrestling Smackdown	Spor	20:30	W	W	e	5.73	6.70
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	6.58	7.93

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.