

AUDIENCE RATINGS

MAY 2009

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	13/05/2009	Soap	27.54
2	Montana	12/05/2009	Dram	20.52
3	Jika Ma Jika	20/05/2009	Musi	19.36
4	Family Bonds	25/05/2009	Dram	19.23
5	Friends Like These	02/05/2009	Vari	18.89

SABC2

Rank	Programme	Date	Genre	AR
1	Stokvel	03/05/2009	Sitc	14.54
2	Muvhango	12/05/2009	Dram	14.27
3	Gospel Time	31/05/2009	Reli	10.80
4	7De Laan	04/05/2009	Soap	10.48
5	Jacob Zuma Documentary	09/05/2009	Docu	8.95

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	01/05/2009	Soap	7.78
2	National Geographics	24/05/2009	Docu	7.54
3	Music	12/05/2009	Musi	7.16
4	The Oprah Winfrey Show	21/05/2009	Maga	6.62
5	Music	06/05/2009	Musi	6.12

M-NET

Rank	Programme	Date	Genre	AR
1	Idols V	03/05/2009	Real	1.71
2	Carte Blanche	03/05/2009	Maga	1.71
3	The Game Plan	10/05/2009	Movi	1.53
4	Binnelanders	26/05/2009	Soap	1.22
5	Egoli - Place Of Gold	18/05/2009	Soap	1.16

E.TV

Rank	Programme	Date	Genre	AR
1	Like Miike	16/05/2009	Movi	14.10
2	Like Miike 2: Streetball	23/05/2009	Movi	14.01
3	Rhythm City	13/05/2009	Dram	13.63
4	International Raw	24/05/2009	Spor	13.19
5	Con Air	17/05/2009	Movi	12.30

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	May 2009 AR	April 2009 AR
3rd Degree	Maga	20:00	Tue	W e	5.33	5.46	
7de Laan	Soap	18:30	M-F	S5 2	9.49	4.51	
50/50	Maga	19:30	Mon	W 2	4.59	9.04	
Binnelanders	Dram	18:30	M-F	S5 M	1.02	0.89	
Carte Blanche	Maga	19:00	Sun	W M	1.33	1.37	
Egoli-Place of Gold	Soap	18:00	M-F	S5 M	0.85	0.83	
Fokus	Actu	18:30	Sun	W 2	6.01	4.52	
Generations	Soap	20:00	M-F	S5 I	24.47	25.05	
Gospel Gold	Musi	09:00	Sun	W 2	6.64	6.97	
Isidingo:The Need	Soap	18:30	M-F	S5 3	4.15	4.18	
Jam Alley	Vari	18:30	Fri	W I	8.00	7.66	
Laduma on I	Spor	Vari	Vari	S5 I	5.93	5.34	
Morning Live	Maga	06:00	M-F	S5 2	2.52	2.46	
Muvhango	Dram	21:00	M-T	S4 2	9.73	9.81	
News at Seven	News	19:00	Daily	D e	6.77	6.77	
News at Seven on 3	News	19:00	Daily	D 3	3.39	3.62	
Pasella	Maga	19:30	W	W 2	5.66	5.52	
Rhythm City	Soap	18:30	M-F	S5 e	11.48	11.16	
Scandal	Dram	19:30	M-T	S4 e	9.52	9.39	
Selimathunzi	Vari	18:00	Sat	W I	12.27	9.12	
Special Assignment	Docu	21:30	Tue	W 3	2.89	3.11	
Top Billing	Maga	19:30	Thu	W 2	3.06	3.54	
Zola 7	Maga	20:30	T	W I	14.09	12.97	

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5 I	7.14	7.56
International Smackdown	Spor	20:30	W	W e	8.87	10.45
The Bold and the Beautiful	Soap	18:00	M-F	S5 I	13.26	12.40

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.