

# AUDIENCE RATINGS

MAY 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	25/05/2010	Soap	25.09
2	Soccer Build- Up	24/05/2010	Spor	21.25
3	Death Of A Queen	25/05/2010	Dram	19.37
4	Soccer: International Friendly: South Africa	24/05/2010	Spor	17.13
5	Soccer: International Friendly: South Africa	31/05/2010	Spor	16.95

### SABC2

Rank	Programme	Date	Genre	AR
1	Ga Re Dumele	23/05/2010	Sitc	11.30
2	7de Laan	19/05/2010	Soap	9.90
3	Muvhango	11/05/2010	Dram	8.88
4	Gospel Time	30/05/2010	Reli	8.63
5	Nuus	24/05/2010	News	8.16

### SABC3

Rank	Programme	Date	Genre	AR
1	Knight Rider	23/05/2010	Dram	7.14
2	Days Of Our Lives	24/05/2010	Soap	5.81
3	Toy Story 2	30/05/2010	Movi	5.58
4	K-Pax	22/05/2010	Movi	5.26
5	The Oprah Winfrey Show	19/05/2010	Maga	5.14

### M-NET

Rank	Programme	Date	Genre	AR
1	Pride & Glory	23/05/2010	Movi	1.64
2	Carte Blanche	23/05/2010	Maga	1.53
3	The Fast And The Furious	02/05/2010	Movi	1.46
4	Gran Torino	09/05/2010	Movi	1.40
5	Angels And Demons	30/05/2010	Movi	1.40

### E.TV

Rank	Programme	Date	Genre	AR
1	Rhythm City	25/05/2010	Dram	13.20
2	3 Ninjas	15/05/2010	Movi	12.76
3	WWE Wrestling Raw	30/05/2010	Spor	11.27
4	Johnson Family Vacation	08/05/2010	Movi	10.89
5	The Honeymooners	01/05/2010	Movi	10.51

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 2010 AR	April 2010 AR
3 Talk	Talk	16:40	M-F	S5	3	2.15	2.50
3rd Degree	Maga	21:30	Tue	W	e	5.51	4.15
7de Laan	Soap	18:30	M-F	S5	2	8.55	8.61
Binnelanders Sub Justice	Soap	18:00	M-F	S5	M	0.70	0.88
Carte Blanche	Maga	19:00	Sun	W	M	1.34	1.12
Fokus	Actu	18:30	Sun	W	2	5.53	4.56
Generations	Soap	20:00	M-F	S5	1	22.16	21.61
Gospel Gold	Musi	09:00	Sun	W	2	5.15	6.36
Isidingo: The Need	Soap	18:30	M-F	S5	3	3.72	4.18
Jam Alley	Vari	18:30	Fri	W	1	6.88	6.48
Live Lotto Draw	Quiz	21.30	W/S	S2	2	3.30	5.39
Morning Live	Maga	06:00	M-F	S5	2	2.06	2.63
Muvhango	Dram	21:00	M-T	S4	2	6.12	8.65
News at Seven	News	19:00	Daily	D	e	7.18	5.73
News at Seven on 3	News	19:00	Daily	D	3	3.18	3.37
Pasella	Maga	19:30	W	W	2	4.79	5.30
Rhythm City	Soap	18:30	M-F	S5	e	10.86	7.48
Scandal	Dram	19:30	M-T	S4	e	7.88	8.46
Selimathunzi	Vari	18:00	Sat	W	1	8.06	7.40
Special Assignment	Docu	20:30	Tue	W	3	2.52	3.47
Top Billing	Maga	19:30	Thu	W	2	2.81	2.73
Yo-TV	Y-Ent	Vari	Vari	D	e	2.62	

## TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	5.22	6.26
WWE Wrestling Smackdown	Spor	20:30	W	W	e	6.62	8.36
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	10.31	9.89

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](mailto:enid@ihjohannesburg.co.za).

The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.