

AUDIENCE RATINGS

SEPTEMBER 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

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	05/09/2007	Soap	25.22
2	Zone 14	03/09/2007	Dram	22.14
3	Soul City	25/09/2007	Dram	20.64
4	Zulu News	07/09/2007	News	18.44
5	Jika Ma Jika	05/09/2007	Musi	17.55

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	04/09/2007	Dram	14.53
2	Stokvel	09/09/2007	Sitc	13.21
3	Journey To Inspiration	10/09/2007	Reli	12.33
4	7de Laan	05/09/2007	Soap	11.74
5	Nuus	04/09/2007	News	8.80

SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	11/09/2007	Soap	10.07
2	Isidingo:The Need	26/09/2007	Soap	9.51
3	Music	11/09/2007	Musi	8.79
4	ICC Cricket 20/20 South Africa vs India	20/09/2007	Spor	8.41
5	Be The Creature	09/09/2007	Docu	7.83

M-NET

Rank	Programme	Date	Genre	AR
1	The Pink Panther	09/09/2007	Movi	2.06
2	Carte Blanche	02/09/2007	Maga	1.99
3	Egoli-Place Of Gold	06/09/2007	Soap	1.74
4	Idols Programme	30/09/2007	Real	1.66
5	Grey's Anatomy	03/09/2007	Dram	1.57

E.TV

Rank	Programme	Date	Genre	AR
1	In Hell	23/09/2007	Movi	14.19
2	International Raw	23/09/2007	Spor	12.97
3	International Smackdown	19/09/2007	Spor	12.84
4	Derailed	16/09/2007	Movi	11.76
5	The Order	09/09/2007	Movi	11.58

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: Act: 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	Sep 2007 AR	Aug 2007 AR
3rd Degree	Maga	20:00	Tue	W e		3.30	3.98
50/50	Maga	19:00	Mon	W 2		4.06	4.80
7de Laan	Soap	18:30	M-F	S5 2		12.16	9.95
CarTorque	Maga	17:00	Sun	W 3		2.17	2.22
Carte Blanche	Maga	19:00	Sun	W M		3.20	1.48
Egoli-Place of Gold	Soap	18:00	M-F	S5 M		4.54	1.25
Fokus	News	18:30	Sun	W 2		6.03	5.84
Generations	Soap	20:00	M-F	S5 1		22.02	21.69
Gospel Gold	Musi	09:00	Sun	W 2		7.14	8.15
Isidingo:The Need	Soap	18:30	M-F	S5 3		8.71	6.13
Jam Alley	Vari	18:30	Fri	W 1		9.74	10.14
K-TV	Y.Ent	Vari	M-F	S5 M		0.34	0.17
Laduma on 1	Spor	Vari	F-S	S3 1		6.47	7.85
Morning Live	Maga	06:00	M-F	S5 2		3.54	2.65
Muvhango	Dram	21:00	M-W	S3 2		11.23	10.25
News at Seven	News	19:00	Daily	D e		5.63	7.11
News at Seven on 3	News	19:00	Daily	D 3		5.20	4.20
Pasella	Maga	16:30	Sun	W 2		4.43	7.08
Scandal	Dram	19:30	M-T	S4 e		6.14	7.79
Selimathunzi	Vari	18:00	Sat	W 1		8.61	9.05
Siyayinqoba	Educ	13:30	Sun	W 1		2.63	
Special Assignment	Docu	21:30	Tue	W 3		5.22	4.55
Take 5	Educ	18:30	Mon	W 1		5.56	
Top Billing	Maga	19:30	Thu	W 2		4.44	4.03
Tsha Tsha	Dram	20:30	Fri	W 1		16.26	
Tube	Y.Ent	Vari	M-F	S5 2		2.82	2.04
Yo-TV Y.Ent	Vari	M-F	S5	1 2.00		2.58	
Zone 14	Dram	20:30	Mon	W 1		18.89	

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5 1		9.85	8.54
International Smackdown	Spor	20:30	W	W e		13.40	12.09
The Bold and the Beautiful	Soap	18:00	M-F	S5 1		14.70	12.89

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@702mail.co.za.

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