

AUDIENCE RATINGS

SEPTEMBER 2008

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	08/09/2008	Soap	27.34
2	Shakespear:Death of a Queen	02/09/2008	Docu	24.26
3	Tshisa	30/09/2008	Dram	22.80
4	Laduma On I	23/09/2008	Spor	19.77
5	Xhosa News	23/09/2008	News	18.95

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	30/09/2008	Dram	14.69
2	Stokvel	07/09/2008	Sitc	14.68
3	Ses/Tsw/Sep News	21/09/2008	News	12.40
4	7de Laan	02/09/2008	Soap	10.17
5	I Want to Sing Gospel	07/09/2008	Reli	9.75

SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	17/09/2008	Soap	9.65
2	Isidingo:The Need	29/09/2008	Soap	7.24
3	Be The Creature	28/09/2008	Docu	6.06
4	Music	01/09/2008	Musi	5.53
5	The Oprah Winfrey Show	02/09/2008	Maga	4.95

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli - Place Of Gold	15/09/2008	Soap	1.58
2	Carte Blanche	14/09/2008	Maga	1.45
3	I Now Pronounce You Chuck & Larry	07/09/2008	Movi	1.34
4	Shrek The Third	28/09/2008	Movi	1.33
5	Binnelanders	15/09/2008	Soap	1.24

E.TV

Rank	Programme	Date	Genre	AR
1	Millennium Menace	13/09/2008	Movi	15.21
2	Into the Sun	14/09/2008	Movi	14.14
3	International Raw	21/09/2008	Spor	13.66
4	International Smackdown	24/09/2008	Spor	13.04
5	Bad Boys	28/09/2008	Movi	12.98

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	Sep 2008 AR	Aug 2008 AR
3rd Degree	Maga	20:00	Tue	W	e	2.27	3.30
7de Laan	Soap	18:30	M-F	S5	2	8.92	9.09
50/50	Maga	19:30	Mon	W	2	4.35	4.64
Binnelanders	Dram	18:30	M-F	S5	M	0.91	1.0
Carte Blanche	Maga	19:00	Sun	W	M	1.32	1.48
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.26	1.34
Fokus	Actu	18:30	Sun	W	2	6.48	6.98
Generations	Soap	20:00	M-F	S5	I	24.90	23.51
Gospel Gold	Musi	09:00	Sun	W	2	8.01	6.67
Hillside	Dram	21:30	T	W	I	6.77	7.37
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.61	4.91
Jam Alley	Vari	18:30	Fri	W	I	9.68	8.14
Laduma on I	Spor	Vari	Vari	S5	I	7.48	8.83
Morning Live	Maga	06:00	M-F	S5	2	2.37	2.53
Muvhango	Dram	21:00	M-T	S4	2	11.16	11.04
News at Seven	News	19:00	Daily	D	e	7.27	6.39
News at Seven on 3	News	19:00	Daily	D	3	3.45	3.66
Pasella	Maga	19:30	W	W	2	5.51	5.69
Rhythm City	Soap	18:30	M-F	S5	e	9.17	8.67
Scandal	Dram	19:30	M-T	S4	e	8.26	6.98
Selimathunzi	Vari	18:00	Sat	W	I	8.81	8.62
Special Assignment	Docu	21:30	Tue	W	3	2.78	2.72
Top Billing	Maga	19:30	Thu	W	2	3.33	3.49
Zola 7	Maga	19:00	Thu	W	I	12.29	12.18

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	I	7.77	6.92
International Smackdown	Spor	20:30	W	W	e	12.12	12.25
The Bold and the Beautiful	Soap	18:00	M-F	S5	I	12.22	12.33

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.