

AUDIENCE RATINGS

SEPTEMBER 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	09/09/2009	Soap	28.01
2	Zulu News	18/09/2009	News	19.19
3	Montana	15/09/2009	Dram	19.09
4	Jika Ma Jika	09/09/2009	Musi	18.65
5	Zola 7	24/09/2009	Real	18.58

SABC2

Rank	Programme	Date	Genre	AR
1	Moferefere Lenyalong	13/09/2009	Sitc	14.70
2	Muvhango	29/09/2009	Dram	12.45
3	Gospel Time	13/09/2009	Reli	10.90
4	7de Laan	09/09/2009	Soap	10.48
5	Ses/Tsw/Sep News	13/09/2009	News	9.48

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	09/09/2009	Soap	7.64
2	Music	01/09/2009	Musi	6.33
3	Filler:G.I.Joe	09/09/2009	Docu	6.30
4	The Oprah Winfrey Show	01/09/2009	Maga	5.53
5	Generations -R	28/09/2009	Soap	5.52

M-NET

Rank	Programme	Date	Genre	AR
1	Mamma Mia	20/09/2009	Movi	1.34
2	Carte Blanche	20/09/2009	Maga	1.31
3	Binnelanders	14/09/2009	Soap	1.24
4	Egoli-Place Of Gold	17/09/2009	Soap	1.15
5	August Rush	06/09/2009	Movi	1.11

E.TV

Rank	Programme	Date	Genre	AR
1	Rhythm City	28/09/2009	Dram	11.73
2	Garfield	19/09/2009	Movi	11.61
3	Terminator 2 Judgement Day	27/09/2009	Movi	11.39
4	Scandal	30/09/2009	Dram	11.33
5	Rambo III	18/09/2009	Movi	11.08

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 2009 AR	Aug 2009 AR
3 Talk	Talk	15:50	M-F	S5	3	2.78	
3rd Degree	Maga	20:00	Tue	W	e	4.62	4.13
7de Laan	Soap	18:30	M-F	S5	2	9.13	9.18
Binnelanders	Dram	18:30	M-F	S5	M	0.98	1.03
Carte Blanche	Maga	19:00	Sun	W	M	1.17	1.24
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	0.88	0.93
Fokus	Actu	18:30	Sun	W	2	5.77	5.33
Generations	Soap	20:00	M-F	S5	1	24.34	24.06
Gospel Gold	Musi	09:00	Sun	W	2	6.59	5.86
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.58	4.25
Jam Alley	Vari	18:30	Fri	W	1	8.51	8.60
Live Lotto Draw	Quiz	21:30	W/S	S2	2	6.09	
Morning Live	Maga	06:00	M-F	S5	2	2.23	2.13
Muvhango	Dram	21:00	M-T	S4	2	9.66	8.08
News at Seven	News	19:00	Daily	D	e	6.69	6.43
News at Seven on 3	News	19:00	Daily	D	3	3.45	3.31
Pasella	Maga	19:30	W	W	2	5.54	5.45
Rhythm City	Soap	18:30	M-F	S5	e	9.35	9.65
Scandal	Dram	19:30	M-T	S4	e	9.82	9.00
Selimathunzi	Vari	18:00	Sat	W	1	7.60	7.52
Siyayinqoba Beat It!	Educ	13:30	Thu	W	1	2.73	
Special Assignment	Docu	21:30	Tue	W	3	3.16	3.77
Top Billing	Maga	19:30	Thu	W	2	3.11	3.25
Yo-TV	Y-Ent	Vari	Vari	D	e	3.05	
Zola 7	Maga	20:30	T	W	1	15.53	14.40

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	6.24	6.42
WWE Wrestling Smackdown	Spor	20:30	W	W	e	8.44	8.07
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	10.73	11.87

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.