

# AUDIENCE RATINGS

APRIL 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	2008/04/16	Soap	24.04
2	Zone 14	2008/04/28	Dram	19.79
3	Shakespeare – Entabeni	2008/04/01	Dram	17.00
4	Zulu News	2008/04/16	News	16.71
5	Shakespeare – Izingane Zobaba	2008/04/29	Dram	16.70

### SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	2008/04/28	Dram	14.07
2	Stokvel	2008/04/20	Sitc	13.23
3	Gospel Time	2008/04/13	Reli	10.96
4	7de Laan	2008/04/14	Soap	10.22
5	Nuus	2008/04/11	News	9.49

### SABC 3

Rank	Programme	Date	Genre	AR
1	Days of Our Lives	2008/04/21	Soap	8.53
2	National Geographic Special	2008/04/20	Maga	8.10
3	Music	2008/04/09	Musi	7.54
4	Isidingo:The Need	2008/04/09	Soap	6.45
5	News	2008/04/03	News	5.98

### M-NET

Rank	Programme	Date	Genre	AR
1	Wild Hogs	2008/04/13	Movi	2.29
2	Carte Blanche	2008/04/13	Maga	1.87
3	Egoli-Place Of Gold	2008/04/08	Soap	1.85
4	Happy Feet	2008/04/06	Movi	1.63
5	Prison Break	2008/04/08	Dram	1.56

### E-TV

Rank	Programme	Date	Genre	AR
1	International RAW	2008/04/13	Spor	14.83
2	International ECW	2008/04/19	Spor	11.66
3	Agent Cody Banks	2008/04/19	Movi	11.63
4	Lotto Draw Live	2008/04/12	Quiz	11.57
5	George Of The Jungle	2008/04/12	Movi	11.44

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	Apr 2008 AR	Mar 2008 AR
3rd Degree	Maga	20:00	Tue	W	e	2.99	3.31
7de Laan	Soap	18:30	M-F	S5	2	9.02	8.96
Binnelanders	Dram	18:30	M-F	S5	M	1.00	0.99
CarTorque	Maga	16:00	Sun	W	3	1.76	1.91
Carte Blanche	Maga	19:00	Sun	W	M	1.64	1.94
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.47	1.48
Fokus	Actu	18:30	Sun	W	2	5.94	5.29
Generations	Soap	20:00	M-F	S5	I	21.56	20.03
Gospel Gold	Musi	09:00	Sun	W	2	7.16	7.18
Hillside	Dram	21:30	T	W	I	7.16	7.26
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.82	4.45
Jam Alley	Vari	18:30	Fri	W	I	9.22	8.51
K-TV	Y.Ent	Vari	M-F	S5	M	0.25	0.20
Laduma on I	Spor	Vari	Vari	S5	I	6.68	6.87
Morning Live	Maga	06:00	M-F	S5	2	2.31	2.29
Muvhango	Dram	21:00	M-T	S4	2	11.40	11.09
News at Seven	News	19:00	Daily	D	e	6.42	6.35
News at Seven on 3	News	19:00	Daily	D	3	4.06	3.65
Our Moments	Docu	10:00	S	W	2	2.21	1.37
Pasella	Maga	19:30	W	W	2	6.17	6.52
Rhythm City	Soap	18:30	M-F	S5	e	7.80	6.58
Scandal	Dram	19:30	M-T	S4	e	6.95	6.54
Selimathunzi	Vari	18:00	Sat	W	I	9.58	7.50
Special Assignment	Docu	21:30	Tue	W	3	3.41	3.85
Top Billing	Maga	19:30	Thu	W	2	3.79	2.92
Tube	Y.Ent	Vari	M-F	S5	2	2.80	2.36
Yo-TV	Y.Ent	Vari	M-F	S5	I	2.26	2.37
Zola 7	Maga	20:30	T	W	I	13.94	12.21
Zone 14	Dram	20:30	Mon	W	I	19.22	19.09

## TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	I	7.76	7.43
International Smackdown	Spor	20:30	W	W	e	10.31	10.82
The Bold and the Beautiful	Soap	18:00	M-F	S5	I	11.92	11.32

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.