

# AUDIENCE RATINGS

APRIL 2009

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

### SABC1

Rank	Programme	Date	Genre	AR
1	Generations	08/04/2009	Soap	28.18
2	Soul City	06/04/2009	Dram	21.02
3	Untold Stories	08/04/2009	Dram	20.09
4	Montana	07/04/2009	Dram	19.94
5	Jika Ma Jika	08/04/2009	Musi	18.77

### SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	06/04/2009	Dram	12.96
2	7de Laan	21/04/2009	Soap	11.04
3	Stokvel	26/04/2009	Sitc	10.82
4	Nuus	23/04/2009	News	9.08
5	Muvhango – R	21/04/2009	Dram	8.61

### SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	01/04/2009	Soap	9.65
2	The Scorpion King	18/04/2009	Movi	8.52
3	National Geographic	19/04/2009	Docu	8.29
4	Music	16/04/2009	Musi	7.34
5	Generations – R	22/04/2009	Soap	6.88

### M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	26/04/2009	Maga	1.62
2	Idols V	27/04/2009	Real	1.52
3	Jumper	05/04/2009	Movi	1.29
4	Egoli-Place Of Gold	01/04/2009	Soap	1.21
5	National Treasure: Book Of Secrets	26/04/2009	Movi	1.19

### E.TV

Rank	Programme	Date	Genre	AR
1	Anacondas:Hunt For The Blood Orchid	12/04/2009	Movi	17.14
2	Anaconda	05/04/2009	Movi	16.21
3	3 Ninjas	04/04/2009	Movi	15.62
4	International Raw	19/04/2009	Spor	13.70
5	Rhythm City	08/04/2009	Dram	13.60

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	April 2009 AR	Mar 2009 AR
3rd Degree	Maga	21:30	Tue	W e		5.46	4.81
50/50	Maga	19:30	Mon	W 2		4.51	4.22
7de Laan	Soap	18:30	M-F	S5 2		9.04	9.02
Binnelanders	Dram	18:30	M-F	S5 M		0.89	0.78
Carte Blanche	Maga	19:00	Sun	W M		1.37	1.45
Egoli-Place of Gold	Soap	18:00	M-F	S5 M		0.83	1.06
Fokus	Actu	18:30	Sun	W 2		4.52	4.48
Generations	Soap	20:00	M-F	S5 I		25.05	25.31
Gospel Gold	Musi	09:00	Sun	W 2		6.97	7.01
Isidingo:The Need	Soap	18:30	M-F	S5 3		4.18	4.32
Jam Alley	Vari	18:30	Fri	W I		7.66	7.72
Laduma on I	Spor	Vari	Vari	S5 I		5.34	7.26
Morning Live	Maga	06:00	M-F	S5 2		2.46	2.85
Muvhango	Dram	21:00	M-T	S4 2		9.81	9.86
News at Seven	News	19:00	Daily	D e		6.77	7.14
News at Seven on 3	News	19:00	Daily	D 3		3.62	3.58
Pasella	Maga	19:30	W	W 2		5.52	5.56
Rhythm City	Soap	18:30	M-F	S5 e		11.16	9.75
Scandal	Dram	19:30	M-T	S4 e		9.39	9.68
Selimathunzi	Vari	18:00	Sat	W I		9.12	9.07
Special Assignment	Docu	21:30	Tue	W 3		3.11	3.63
Top Billing	Maga	19:30	Thu	W 2		3.54	3.79
Zola 7	Maga	20:30	T	W I		12.97	12.71

## TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5 I		7.56	7.65
International Smackdown	Spor	20:30	W	W e		10.45	9.32
The Bold and the Beautiful	Soap	18:00	M-F	S5 I		12.40	11.46

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.