

AUDIENCE RATINGS

APRIL 2010

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	08/04/2010	Soap	27.73
2	Society (Drama)	13/04/2010	Dram	20.63
3	Soul City	26/04/2010	Dram	20.02
4	Love Stories	07/04/2010	Docu	19.15
5	Soccer Build- Up	28/04/2010	Spor	18.81

SABC2

Rank	Programme	Date	Genre	AR
1	Ga Re Dumele	25/04/2010	Sitc	11.57
2	7De Laan	28/04/2010	Soap	11.30
3	Muvhango	13/04/2010	Dram	11.26
4	Mopheme	16/04/2010	Dram	9.88
5	Powerball	13/04/2010	Vari	9.05

SABC3

Rank	Programme	Date	Genre	AR
1	Knight Rider	25/04/2010	Dram	7.22
2	Days Of Our Lives	06/04/2010	Soap	6.48
3	Filler:Jozi	14/04/2010	Docu	6.04
4	Music	05/04/2010	Musi	5.92
5	National Geographics	25/04/2010	Docu	5.98

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	11/04/2010	Maga	1.87
2	The Proposal	11/04/2010	Movi	1.56
3	Marley & Me	25/04/2010	Movi	1.38
4	Survivor Sa Santa Carolina	21/04/2010	Real	1.13
5	He's Just Not That Into You	18/04/2010	Movi	1.07

E.TV

Rank	Programme	Date	Genre	AR
1	Rhythm City	05/04/2010	Dram	13.97
2	Kung Fu Hustle	04/04/2010	Movi	12.65
3	Transporter 2	02/04/2010	Movi	10.49
4	Taxi	10/04/2010	Movi	10.45
5	News	22/04/2010	News	9.89

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 2010 AR	Mar 2010 AR
Talk	Talk	16:40	M-F	S5	3	2.39	2.12
3rd Degree	Maga	21:30	Tue	W	e	5.31	6.32
7de Laan	Soap	18:30	M-F	S5	2	7.92	7.62
Binnelanders	Soap	18:30	M-F	S5	M	0.66	0.81
Carte Blanche	Maga	19:00	Sun	W	M	1.40	1.33
Egoli-Place of	Gold	Soap	18:00	M-F	S5	M	0.50
Fokus	Actu	18:30	Sun	W	2	6.20	4.67
Generations	Soap	20:00	M-F	S5	1	24.32	23.01
Gospel Gold	Musi	09:00	Sun	W	2	6.27	5.79
Isidingo: The Need	Soap	18:30	M-F	S5	3	3.70	3.80
Jam Alley	Vari	18:30	Fri	W	1	6.88	5.47
Live Lotto Draw	Quiz	21.30	W/S	S2	2	3.82	4.39
Laduma on I	Spor	Vari	Vari	S5	1		5.09
Morning Live	Maga	06:00	M-F	S5	2	2.04	2.11
Muvhango	Dram	21:00	M-T	S4	2	7.52	8.20
News at Seven	News	19:00	Daily	D	e	7.15	6.33
News at Seven on 3	News	19:00	Daily	D	3	3.46	3.32
Pasella	Maga	19:30	W	W	2	4.86	4.54
Rhythm City	Soap	18:30	M-F	S5	e	10.91	9.23
Scandal	Dram	19:30	M-T	S4	e	8.18	8.29
Selimathunzi	Vari	18:00	Sat	W	1	8.97	7.36
Siyayinqoba Beat It!	Educ	13:30	Thu	W	1	3.21	2.27
Special Assignment	Docu	20:30	Tue	W	3	3.02	2.80
Top Billing	Maga	19:30	Thu	W	2	3.02	3.41
Yo-TV	Y-Ent	Vari	Vari	D	e	2.79	2.43

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	5.41	5.04
WWE Wrestling Smackdown	Spor	20:30	W	W	e	6.59	7.16
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	10.47	8.30

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.