

# AUDIENCE RATINGS

## MARCH 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

#### SABC1

Rank	Programme	Date	Genre	AR
1	Generations	10/03/2008	Soap	23.25
2	Zone 14	31/03/2008	Dram	20.67
3	Zulu News	21/03/2008	News	16.73
4	Shakespeare – Entabeni	25/03/2008	Dram	16.56
5	Laduma On I	30/03/2008	Spor	14.59

#### SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	25/03/2008	Dram	14.94
2	7De Laan	17/03/2008	Soap	10.31
3	Nuus	27/03/2008	News	9.29
4	Mazinyo Dot Q	16/03/2008	Sitc	9.15
5	Gospel Time	02/03/2008	Reli	8.84

#### SABC3

Rank	Programme	Date	Genre	AR
1	Tsotsi	07/03/2008	Movi	9.50
2	Mr Bones	21/03/2008	Movi	9.19
3	Days Of Our Lives	17/03/2008	Soap	8.97
4	Music	04/03/2008	Musi	7.42
5	Isidingo:The Need	10/03/2008	Soap	6.31

#### M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	30/03/2008	Maga	2.13
2	M-Net Movies	09/03/2008	Vari	2.04
3	Night At The Museum	23/03/2008	Movi	2.01
4	A Good Year	02/03/2008	Movi	1.99
5	Egoli – Place Of Gold	25/03/2008	Soap	1.80

#### E.TV

Rank	Programme	Date	Genre	AR
1	The Rundown	30/03/2008	Movi	12.92
2	Out Of Reach	02/03/2008	Movi	12.37
3	Belly Of The Beast	09/03/2008	Movi	12.28
4	International ECW	15/03/2008	Spor	11.81
5	International Smackdown	12/03/2008	Spor	11.72

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:** Act: 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	Mar 2008 AR	Feb 2008 AR
3rd Degree	Maga	20:00	Tue	W	e	3.31	3.29
50/50	Maga	19:30	Mon	W	2	4.68	4.89
7de Laan	Soap	18:30	M-F	S5	2	8.96	8.66
Ba Kae?	Docu	18:30	T	W	1	4.89	4.74
Binnelanders	Dram	18:30	M-F	S5	M	0.99	1.13
CarTorque	Maga	Vari	Sun	W	3	1.91	2.38
Carte Blanche	Maga	19:00	Sun	W	M	1.94	2.12
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.48	1.57
Fokus	News	18:30	Sun	W	2	5.29	5.69
Generations	Soap	20:00	M-F	S5	1	20.03	20.16
Gospel Gold	Musi	09:00	Sun	W	2	7.18	6.62
Hillside	Dram	21:30	T	W	1	7.26	
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.45	4.49
Jam Alley	Vari	18:30	Fri	W	1	8.51	7.24
K-TV	Y.Ent	Vari	M-F	S5	M	0.20	0.20
Laduma on I	Spor	Vari	Vari	S5	1	6.87	6.86
Morning Live	Maga	06:00	M-F	S5	2	2.29	2.68
Muvhango	Dram	21:00	M-T	S4	2	11.09	11.51
News at Seven	News	19:00	Daily	D	e	6.35	6.04
News at Seven on 3	News	19:00	Daily	D	3	3.65	3.69
Our Moments	Docu	10:00	S	W	2	1.37	1.29
Pasella	Maga	19:30	W	W	2	6.52	6.60
Rhythm City	Soap	18:30	M-F	S5	e	6.58	6.43
Scandal	Dram	19:30	M-T	S4	e	6.54	6.48
Selimathunzi	Vari	18:00	Sat	W	1	7.50	5.08
Special Assignment	Docu	21:30	Tue	W	3	3.85	3.28
Top Billing	Maga	19:30	Thu	W	2	2.92	3.23
Tube	Y.Ent	Vari	M-F	S5	2	2.36	2.09
Yo-TV	Y.Ent	Vari	M-F	S5	1	2.37	2.18
Zola 7	Maga	20:30	T	W	1	12.21	11.94
Zone 14	Dram	20:30	Mon	W	1	19.09	18.16

### TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	7.43	6.62
International Smackdown	Spor	20:30	W	W	e	10.82	10.82
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	11.32	11.00

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@702mail.co.za](mailto:enid@702mail.co.za).

The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.