

AUDIENCE RATINGS

MARCH 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	19/03/2009	Soap	27.84
2	Soul City	16/03/2009	Dram	22.75
3	Tshisa	17/03/2009	Dram	22.68
4	Ubizo:The Calling	12/03/2009	Dram	19.89
5	Mirror Mirror	24/03/2009	Dram	19.18

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	17/03/2009	Dram	13.31
2	Mponeng	12/03/2009	Sitc	11.14
3	7De Laan	05/03/2009	Soap	10.23
4	Khululeka	22/03/2009	Dram	9.32
5	Nuus	19/03/2009	News	8.62

SABC

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	26/03/2009	Soap	9.12
2	The Oprah Winfrey Show	26/03/2009	Maga	7.87
3	The Oprah Winfrey Show – Repeat	23/03/2009	Maga	6.44
4	Isidingo:The Need	17/03/2009	Soap	5.84
5	Isidingo -Repeat	17/03/2009	Soap	5.61

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	22/03/2009	Maga	1.62
2	In The Valley Of Elah	15/03/2009	Movi	1.55
3	The Bucket List	22/03/2009	Movi	1.47
4	Idols V	15/03/2009	Real	1.29
5	Georgia Rule	01/03/2009	Movi	1.22

E.TV

Rank	Programme	Date	Genre	AR
1	Fantastic Four	22/03/2009	Movi	13.49
2	Are We There Yet	07/03/2009	Movi	12.82
3	Rhythm City	31/03/2009	Dram	12.13
4	Lotto Draw Live	07/03/2009	Quiz	11.91
5	Hitch	28/03/2009	Movi	11.81

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	Mar 2009 AR	Feb 2009 AR
3rd Degree	Maga	21:30	Tue	W	e	4.81	7.16
7de Laan	Soap	18:30	M-F	S5	2	9.02	8.70
50/50	Maga	19:30	Mon	W	2	4.22	4.12
Binnelanders	Dram	18:30	M-F	S5	M	0.78	0.77
Carte Blanche	Maga	19:00	Sun	W	M	1.45	1.58
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.06	1.04
Fokus	Actu	18:30	Sun	W	2	4.48	4.24
Generations	Soap	20:00	M-F	S5	1	25.31	23.18
Gospel Gold	Musi	09:00	Sun	W	2	7.01	6.91
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.32	3.97
Jam Alley	Vari	18:30	Fri	W	1	7.72	6.60
Laduma on I	Spor	Vari	Vari	S5	1	7.26	7.78
Morning Live	Maga	06:00	M-F	S5	2	2.85	3.00
Muvhango	Dram	21:00	M-T	S4	2	9.86	9.87
News at Seven	News	19:00	Daily	D	e	7.14	6.25
News at Seven on 3	News	19:00	Daily	D	3	3.58	3.37
Pasella	Maga	19:30	W	W	2	5.56	4.81
Rhythm City	Soap	18:30	M-F	S5	e	9.75	8.87
Scandal	Dram	19:30	M-T	S4	e	9.68	8.69
Selimathunzi	Vari	18:00	Sat	W	1	9.07	9.20
Special Assignment	Docu	21:30	Tue	W	3	3.63	3.02
Top Billing	Maga	19:30	Thu	W	2	3.79	3.95
Zola 7	Maga	20:30	T	W	1	12.71	12.56

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	7.65	7.60
International Smackdown	Spor	20:30	W	W	e	9.32	8.52
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	11.46	11.62

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.