

AUDIENCE RATINGS

MARCH 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 | 31/03/2010 | Soap | 26.60 |
| 2 | Society (Drama) | 30/03/2010 | Dram | 20.33 |
| 3 | Soul City | 29/03/2010 | Dram | 18.96 |
| 4 | Zone 14 | 08/03/2010 | Dram | 18.80 |
| 5 | Home Affairs | 11/03/2010 | Dram | 18.16 |

SABC2

| Rank | Programme | Date | Genre | AR |
|------|----------------------|------------|-------|-------|
| 1 | Muvhango | 23/03/2010 | Dram | 11.43 |
| 2 | Ga Re Dumele | 28/03/2010 | Sitc | 11.25 |
| 3 | Moferefere Lenyalong | 14/03/2010 | Sitc | 10.26 |
| 4 | Gospel Time | 14/03/2010 | Reli | 10.03 |
| 5 | Powerball | 23/03/2010 | Vari | 9.01 |

SABC3

| Rank | Programme | Date | Genre | AR |
|------|------------------------|------------|-------|------|
| 1 | The Pacifier | 07/03/2010 | Movi | 6.54 |
| 2 | National Geographic | 21/03/2010 | Docu | 6.03 |
| 3 | Days of our Lives | 24/03/2010 | Soap | 5.97 |
| 4 | American Outlaws | 27/03/2010 | Movi | 5.94 |
| 5 | The Oprah Winfrey Show | 29/03/2010 | Maga | 5.21 |

M-NET

| Rank | Programme | Date | Genre | AR |
|------|-------------------------------------|------------|-------|------|
| 1 | Carte Blanche | 28/03/2010 | Maga | 1.57 |
| 2 | Slumdog Millionaire | 07/03/2010 | Movi | 1.27 |
| 3 | Grey's Anatomy | 22/03/2010 | Dram | 1.21 |
| 4 | The Curious Case of Benjamin Button | 28/03/2010 | Movi | 1.11 |
| 5 | Binnelanders | 25/03/2010 | Soap | 1.08 |

E.TV

| Rank | Programme | Date | Genre | AR |
|------|-------------------|------------|-------|-------|
| 1 | The Marine | 07/03/2010 | Movi | 17.22 |
| 2 | Snakes on a Plane | 28/03/2010 | Movi | 13.96 |
| 3 | Rhythm City | 30/03/2010 | Dram | 12.29 |
| 4 | Aquamarine | 06/03/2010 | Movi | 11.56 |
| 5 | Dr Dolittle III | 13/03/2010 | Movi | 10.94 |

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 2010 AR | Feb 2010 AR |
|-----------------------|-------|------------|-------|-----------|---------|-------------|-------------|
| 3 Talk | Talk | 16:40 | M-F | S5 | 3 | 2.12 | 2.05 |
| 3rd Degree | Maga | 21:30 | Tue | W | e | 6.32 | 5.69 |
| 7de Laan | Soap | 18:30 | M-F | S5 | 2 | 7.62 | 7.26 |
| Binnelanders | Soap | 18:00 | M-F | S5 | M | 0.81 | 0.79 |
| Carte Blanche | Maga | 19:00 | Sun | W | M | 1.33 | 1.43 |
| Egoli – Place of Gold | Soap | 18:30 | M-F | S5 | M | 0.50 | 0.75 |
| Fokus | Actu | 18:30 | Sun | W | 2 | 4.67 | 4.59 |
| Generations | Soap | 20:00 | M-F | S5 | 1 | 23.01 | 20.16 |
| Gospel Gold | Musi | 09:00 | Sun | W | 2 | 5.79 | 5.65 |
| Isidingo: The Need | Soap | 18:30 | M-F | S5 | 3 | 3.80 | 4.76 |
| Jam Alley | Vari | 18:30 | Fri | W | 1 | 5.47 | 5.14 |
| Live Lotto Draw | Quiz | 21.30 | W/S | S2 | 2 | 4.39 | 4.43 |
| Laduma on 1 | Spor | Vari | Vari | S5 | 1 | 5.09 | 3.80 |
| Morning Live | Maga | 06:00 | M-F | S5 | 2 | 2.11 | 2.33 |
| Muvhango | Dram | 21:00 | M-T | S4 | 2 | 8.20 | 7.95 |
| News at Seven | News | 19:00 | Daily | D | e | 6.33 | 5.31 |
| News at Seven on 3 | News | 19:00 | Daily | D | 3 | 3.32 | 3.40 |
| Pasella | Maga | 19:30 | W | W | 2 | 4.54 | 4.32 |
| Rhythm City | Soap | 18:30 | M-F | S5 | e | 9.23 | 6.55 |
| Scandal | Dram | 19:30 | M-T | S4 | e | 8.29 | 7.62 |
| Selimathunzi | Vari | 18:00 | Sat | W | 1 | 7.36 | 6.86 |
| Siyayinqoba Beat It! | Educ | 13:30 | Thu | W | 1 | 2.27 | 2.07 |
| Special Assignment | Docu | 20:30 | Tue | W | 3 | 2.80 | 2.67 |
| Top Billing | Maga | 19:30 | Thu | W | 2 | 3.41 | 3.82 |
| Yo-TV | Y-Ent | Vari | Vari | D | e | 2.43 | 2.23 |

TOP FOREIGN SHOWS

| | | | | | | | |
|----------------------------|------|-------|-----|----|---|------|------|
| Days of our Lives | Soap | 17:10 | M-F | S5 | 1 | 5.04 | 4.60 |
| WWE Wrestling Smackdown | Spor | 20:30 | W | W | e | 7.16 | 6.88 |
| The Bold and the Beautiful | Soap | 18:00 | M-F | S5 | 1 | 8.30 | 8.09 |

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.