

# AUDIENCE RATINGS

DECEMBER 2009

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	01/12/2009	Soap	23.23
2	Society (Drama)	29/12/2009	Dram	18.25
3	Home Affairs	10/12/2009	Dram	18.00
4	Zone 14	07/12/2009	Dram	15.73
5	Generations New Year Special	31/12/2009	Soap	15.32

### SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	08/12/2009	Dram	12.20
2	7de Laan	09/12/2009	Soap	9.25
3	Powerball	01/12/2009	Vari	8.77
4	Jacob's Cross	03/12/2009	Dram	7.70
5	Stokvel	20/12/2009	Sitc	7.45

### SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	01/12/2009	Soap	6.57
2	Miss South Africa 2009	13/12/2009	Vari	6.24
3	Dinosaur	05/12/2009	Movi	5.90
4	The Oprah Winfrey Show	14/12/2009	Maga	5.56
5	Mulan	19/12/2009	Movi	5.26

### M-NET

Rank	Programme	Date	Genre	AR
1	Quantum Of Solace	13/12/2009	Movi	1.41
2	Bedtime Stories (Movie)	27/12/2009	Movi	1.29
3	Eagle Eye	06/12/2009	Movi	1.08
4	Fred Claus	20/12/2009	Movi	0.99
5	Binnelanders	01/12/2009	Soap	0.98

### E.TV

Rank	Programme	Date	Genre	AR
1	Scandal	08/12/2009	Dram	9.01
2	Kickboxer 3	11/12/2009	Movi	8.62
3	Rhythm City	29/12/2009	Dram	8.51
4	(0WWE) Wrestling Raw	20/12/2009	Spor	7.68
5	Hostage	27/12/2009	Movi	7.47

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	Dec 2009 AR	Nov 2009 AR
3 Talk	Talk	15:50	M-F	S5	3	2.07	2.50
3rd Degree	Maga	21:30	Tue	W	e	4.42	4.15
7de Laan	Soap	18:30	M-F	S5	2	6.91	8.61
Binnelanders	Soap	18:30	M-F	S5	M	0.74	0.88
Carte Blanche	Maga	19:00	Sun	W	M	0.78	1.12
Egoli – Place of Gold	Soap	18:00	M-F	S5	M	0.64	0.77
Fokus	Actu	18:30	Sun	W	2	3.92	4.56
Generations	Soap	20:00	M-F	S5	1	19.65	21.61
Gospel Gold	Musi	Vari	Sun	W	2	4.75	6.36
Isidingo: The Need	Soap	18:30	M-F	S5	3	3.35	4.18
Jam Alley	Vari	18:30	Fri	W	1	5.30	6.48
Live Lotto Draw	Quiz	21.30	W/S	S2	2	4.79	5.39
Laduma on 1	Spor	Vari	Vari	S5	1	5.04	
Morning Live	Maga	06:00	M-F	S5	2	1.98	2.63
Muvhango	Dram	21:00	M-T	S4	2	8.04	8.65
News at Seven	News	19:00	Daily	D	e	4.94	5.73
News at Seven on 3	News	19:00	Daily	D	3	2.84	3.37
Pasella	Maga	19:30	W	W	2	4.60	5.30
Rhythm City	Soap	18:30	M-F	S5	e	6.64	7.48
Scandal	Dram	19:30	M-T	S4	e	7.09	8.46
Selimathunzi	Vari	18:00	Sat	W	1	6.18	7.40
Siyayinqoba Beat It!	Educ	14:30	Tue	W	1	2.60	2.90
Special Assignment	Docu	20:30	Tue	W	3	2.56	3.47
Top Billing	Maga	19:30	Thu	W	2	2.69	2.73
Yo-TV	Y-Ent	Vari	Vari	D	e	2.71	
Zola 7	Maga	19:00	T	W	1	7.51	10.84

## TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	4.65	6.26
WWE Wrestling Smackdown	Spor	20:30	W	W	e	6.70	8.36
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	7.93	9.89

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.