

AUDIENCE RATINGS

FEBRUARY 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

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	18-02-08	Soap	23.05
2	Zone 14	18-02-08	Dram	19.42
3	Zulu News	29-02-08	News	15.75
4	Usindiso	05-02-08	Dram	15.46
5	Stars Of Mzansi Awards	29-02-08	Vari	13.88

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	19-02-08	Dram	15.24
2	Ke Kgwelo Ya Ke Ye	12-02-08	Dram	10.79
3	Strictly Come Dancing	07-02-08	Vari	10.10
4	7De Laan	07-02-08	Soap	9.82
5	Nuus	07-02-08	News	9.39

SABC 3

Rank	Programme	Date	Genre	AR
1	Sarafina	22-02-08	Movi	9.96
2	Days Of Our Lives	26-02-08	Soap	7.60
3	National Geographic Special	24-02-08	Maga	6.90
4	Music	15-02-08	Musi	6.80
5	The Oprah Winfrey Show	26-02-08	Maga	5.66

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	17-02-08	Maga	2.37
2	The Holiday	17-02-08	Movi	2.21
3	Failure To Launch	10-02-08	Movi	1.99
4	Egoli-Place Of Gold	12-02-08	Soap	1.92
5	Prison Break	19-02-08	Dram	1.82

E.TV

Rank	Programme	Date	Genre	AR
1	Anacondas:Hunt For The Blood Orchid	24-02-08	Movi	15.87
2	Anaconda	17-02-08	Movi	15.13
3	Half Past Dead	10-02-08	Movi	12.94
4	The Animal	02-02-08	Docu	12.18
5	Lotto Draw Live	02-02-08	Quiz	11.79

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, Sitr: Sitcom, Soap: Soap, Spor: Sport, Vari: Variety, Y.Ent: Youth Entertainment,

Name	Genre	Start Time	Day/s	Frequency	Channel	Feb 2008 AR	Jan 2008 AR
3rd Degree	Maga	20:00	Tue	W	e	3.29	5.06
50/50	Maga	19:30	Mon	W	2	4.89	4.87
7de Laan	Soap	18:30	M-F	S5	2	8.66	8.43
Ba Kae?	Docu	18:30	T	W	1	4.74	4.03
Binnelanders	Dram	18:30	M-F	S5	M	1.13	1.04
CarTorque	Maga	Vari	Sun	W	3	2.38	2.65
Carte Blanche	Maga	19:00	Sun	W	M	2.12	1.57
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.57	1.44
Fokus	News	18:30	Sun	W	2	5.68	5.69
Generations	Soap	20:00	M-F	S5	1	19.89	20.16
Gospel Gold	Musi	09:00	Sun	W	2	7.46	6.62
Isidingo:The Need	Soap	18:30	M-F	S5	3	4.49	4.70
Jam Alley	Vari	18:30	Fri	W	1	7.24	8.52
K-TV	Y.Ent	Vari	M-F	S5	M	0.20	0.20
Laduma on 1	Spor	Vari	Vari	S5	1	6.86	6.83
Let's Fix It	Real	20:30	T	S1	e	3.23	
Morning Live	Maga	06:00	M-F	S5	2	2.68	2.72
Muvhango	Dram	21:00	M-T	S4	2	11.51	10.17
News at Seven	News	19:00	Daily	D	e	6.04	6.05
News at Seven on 3	News	19:00	Daily	D	3	3.69	3.76
Our Moments	Docu	10:00	S	W	2	1.29	1.91
Pasella	Maga	19:30	W	W	2	6.60	6.59
Rhythm City	Soap	18:30	M-F	S5	e	6.43	5.93
Scandal	Dram	19:30	M-T	S4	e	6.48	6.76
Selimathunzi	Vari	18:00	Sat	W	1	5.08	8.73
Special Assignment	Docu	21:30	Tue	W	3	3.28	3.34
Top Billing	Maga	19:30	Thu	W	2	3.23	3.84
Tube	Y.Ent	Vari	M-F	S5	2	2.09	2.73
Yo-TV	Y.Ent	Vari	M-F	S5	1	2.18	2.75
Zola 7	Maga	20:30	T	W	1	11.94	13.60
Zone 14	Dram	20:30	Mon	W	1	18.16	17.40

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	6.62	6.65
International Smackdown	Spor	20:30	W	W	e	10.82	10.79
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	11.00	11.47

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.

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