

AUDIENCE RATINGS

FEBRUARY 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

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	2009/02/05	Soap	27.02
2	Tshisa	2009/02/24	Dram	21.04
3	Soul City	2009/02/23	Dram	20.16
4	Home Affairs	2009/02/05	Dram	19.24
5	Generations 15 Year Down Memory Lane	2009/02/26	Vari	19.09

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	2009/02/03	Dram	13.93
2	7de Laan	2009/02/12	Soap	9.96
3	Mponeng	2009/02/05	Sitc	9.88
4	Khululeka	2009/02/22	Dram	8.88
5	Ifa La Kwa Mthethwa	2009/02/03	Dram	8.30

SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	2009/02/17	Soap	9.02
2	The Oprah Winfrey Show	2009/02/19	Maga	6.51
3	Hunter & Hunted	2009/02/08	Docu	5.17
4	Monsters Inc.	2009/02/07	Movi	5.15
5	SABC 3 Talk	2009/02/17	Maga	4.71

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	2009/02/22	Maga	1.92
2	I Am Legend	2009/02/22	Movi	1.56
3	Carte Blanche	2009/02/01	Maga	1.52
4	Carte Blanche	2009/02/15	Maga	1.48
5	Carte Blanche	2009/02/08	Maga	1.39

E.TV

Rank	Programme	Date	Genre	AR
1	Kung Fu Hustle	2009/02/22	Movi	15.55
2	XXX:The Next Level	2009/02/08	Movi	13.99
3	Best Of The Best 3	2009/02/20	Movi	11.84
4	Rhythm City	2009/02/05	Dram	11.22
5	Best Of The Best 4	2009/02/27	Movi	10.93

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 2008 AR	Nov 2008 AR
3rd Degree	Maga	21:30	Tue	W e		7.16	3.47
7de Laan	Soap	18:30	M-F	S5	2	8.70	7.97
50/50	Maga	19:30	Mon	W	2	4.12	3.78
Binnelanders	Dram	18:30	M-F	S5	M	0.77	0.80
Carte Blanche	Maga	19:00	Sun	W	M	1.58	1.01
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.04	1.01
Fokus	Actu	18:30	Sun	W	2	4.24	3.93
Generations	Soap	20:00	M-F	S5	1	23.18	23.42
Gospel Gold	Musi	09:00	Sun	W	2	6.91	7.58
Isidingo:The Need	Soap	18:30	M-F	S5	3	3.97	4.18
Jam Alley	Vari	18:30	Fri	W	1	6.60	6.18
Laduma on 1	Spor	Vari	Vari	S5	1	7.78	5.70
Morning Live	Maga	06:00	M-F	S5	2	3.00	2.69
Muvhango	Dram	21:00	M-T	S4	2	9.87	11.03
News at Seven	News	19:00	Daily	D e		6.25	5.75
News at Seven on 3	News	19:00	Daily	D	3	3.37	3.47
Pasella	Maga	19:30	W	W	2	4.81	4.38
Rhythm City	Soap	18:30	M-F	S5	e	8.87	7.54
Scandal	Dram	19:30	M-T	S4	e	8.69	7.57
Selimathunzi	Vari	18:00	Sat	W	1	9.20	7.76
Special Assignment	Docu	21:30	Tue	W	3	3.02	3.13
Top Billing	Maga	19:30	Thu	W	2	3.95	3.78
Zola 7	Maga	20:30	T	W	1	12.56	9.90

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	7.60	7.49
International Smackdown	Spor	20:30	W	W	e	8.62	9.66
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	11.62	10.84

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.