

AUDIENCE RATINGS

AUGUST 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

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	25/08/2010	Soap	25.97
2	Soccer Build-up	11/08/2010	Spor	19.81
3	Zone 14	23/08/2010	Dram	19.44
4	Tshisa	10/08/2010	Dram	16.68
5	Zulu News	25/08/2010	News	16.26

SABC 2

Rank	Programme	Date	Genre	AR
1	Skwizas	01/08/2010	Sitc	10.78
2	Muvhango	03/08/2010	Dram	10.66
3	7de Laan	10/08/2010	Soap	9.10
4	Gospel Time	15/08/2010	Reli	8.32
5	Bophele Ke Semphego	27/08/2010	Dram	7.95

SABC 3

Rank	Programme	Date	Genre	AR
1	Knight Rider	08/08/2010	Dram	7.43
2	Isidingo – R	26/08/2010	Soap	5.34
3	News	10/08/2010	News	5.23
4	The Suite Life On Deck	02/08/2010	Sitc	5.22
5	Generations – R	09/08/2010	Soap	5.15

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	29/08/2010	Maga	1.32
2	Idols SA	01/08/2010	Real	1.30
3	CSI Miami	24/08/2010	Dram	1.26
4	Ice Age: Dawn Of The Dinosaur	08/08/2010	Movi	1.08
5	Duplicity	29/08/2010	Movi	1.02

E.TV

Rank	Programme	Date	Genre	AR
1	Rhythm City	24/08/2010	Dram	14.01
2	News	24/08/2010	News	12.82
3	American Ninja	20/08/2010	Movi	11.52
4	Ekasi: Our Stories Sugar Mommy	30/08/2010	Dram	10.13
5	WWE Wrestling Raw	29/08/2010	Spor	9.95

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	Aug 2010 AR	July 2010 AR
3 Talk	Talk	15:50	M-F	S5	3	2.14	2.15
3rd Degree	Maga	21:30	Tue	W	e	5.02	4.06
7de Laan	Soap	18:30	M-F	S5	2	7.92	7.65
Binneland Sub Justice	Soap	18:00	M-F	S5	M	0.59	0.78
Carte Blanche	Maga	19:00	Sun	W	M	1.15	1.12
Fokus	Actu	18:30	Sun	W	2	4.54	5.07
Generations	Soap	20:00	M-F	S5	1	21.47	20.50
Gospel Gold	Musi	Vary	Sun	W	2	4.59	4.19
Isidingo: The Need	Soap	18:30	M-F	S5	3	3.62	3.34
Jam Alley	Vari	18:30	Fri	W	1	5.29	5.14
Live Lotto Draw	Quiz	21:30	W/S	S2	2	3.80	3.56
Morning Live	Maga	06:00	M-F	S5	2	2.07	1.71
Muvhango	Dram	21:00	M-T	S4	2	7.93	8.45
News at Seven	News	19:00	Daily	D	e	7.53	6.35
News at Seven on 3	News	19:00	Daily	D	3	3.32	2.89
Pasella	Maga	19:30	W	W	2	5.06	3.75
Rhythm City	Soap	18:30	M-F	S5	e	11.71	12.60
Scandal	Dram	19:30	M-T	S4	e	7.88	7.04
Selimathunzi	Vari	18:00	Sat	W	1	7.17	7.89
Special Assignment	Docu	20:30	Tue	W	3	2.45	3.45
Top Billing	Maga	19:30	Thu	W	2	3.50	3.47
Yo-TV	Y-Ent	Vari	Vari	D	e	2.30	2.11

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	4.36	4.80
WWE Wrestling Smackdown	Spor	20:30	W	W	e	5.57	5.95
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	8.84	7.94

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.