

AUDIENCE RATINGS

JULY 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	22/07/2009	Soap	27.02
2	Jika Ma Jika	22/07/2009	Musi	20.09
3	Laduma Soccer Build- Up	23/07/2009	Spor	19.14
4	Montana	14/07/2009	Dram	19.08
5	Mtunzini.Com	02/07/2009	Dram	18.80

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	14/07/2009	Dram	13.37
2	Mofereferere Lenyalong	12/07/2009	Sitc	12.13
3	7De Laan	20/07/2009	Soap	11.19
4	Gospel Time	19/07/2009	Reli	8.96
5	Nuus	14/07/2009	News	8.94

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	21/07/2009	Soap	7.89
2	Hulk	18/07/2009	Movi	7.72
3	Music	09/07/2009	Musi	7.38
4	Michael Jackson: Moonwalker	05/07/2009	Musi	7.32
5	Filler: Harry Potter & The Half Blood Pr	13/07/2009	Docu	7.07

M-NET

Rank	Programme	Date	Genre	AR
1	Iron Man	05/07/2009	Movi	1.40
2	Hancock	26/07/2009	Movi	1.38
3	Carte Blanche	12/07/2009	Maga	1.31
4	Wanted.	19/07/2009	Movi	1.27
5	The Incredible Hulk	12/07/2009	Movi	1.26

E.TV

Rank	Programme	Date	Genre	AR
1	Scandal	02/07/2009	Dram	12.27
2	Rhythm City	14/07/2009	Dram	12.12
3	International Raw	12/07/2009	Spor	11.47
4	The Hot Chick	04/07/2009	Movi	10.98
5	The Rundown	12/07/2009	Movi	10.05

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	July 2009 AR	June 2009 AR
3rd Degree	Maga	21:30	Tue	W	e	3.79	5.30
7de Laan	Soap	18:30	M-F	S5	2	9.99	9.53
50/50	Maga	19:30	Mon	W	2	4.74	4.59
Binnelanders	Dram	18:00	M-F	S5	M	0.89	1.11
Carte Blanche	Maga	19:00	Sun	W	M	1.21	1.24
Egoli-Place of Gold	Soap	18:30	M-F	S5	M	0.75	0.90
Fokus	Actu	18:30	Sun	W	2	5.68	6.16
Generations	Soap	20:00	M-F	S5	1	22.95	22.85
Gospel Gold	Musi	09:00	Sun	W	2	5.39	4.94
Isidingo: The Need	Soap	18:30	M-F	S5	3	4.20	3.96
Jam Alley	Vari	18:30	Fri	W	1	8.27	10.09
Morning Live	Maga	06:00	M-F	S5	2	1.87	2.22
Muvhango	Dram	21:00	M-T	S4	2	8.44	7.93
News at Seven	News	19:00	Daily	D	e	5.84	5.59
News at Seven on 3	News	19:00	Daily	D	3	3.61	3.38
Pasella	Maga	19:30	W	W	2	6.07	5.65
Rhythm City	Soap	18:30	M-F	S5	e	9.36	10.38
Scandal	Dram	19:30	M-T	S4	e	8.36	8.83
Selimathunzi	Vari	18:00	Sat	W	1	10.40	9.45
Special Assignment	Docu	20:30	Tue	W	3	2.92	3.48
Top Billing	Maga	19:30	Thu	W	2	4.11	3.78
Zola 7	Maga	20:30	T	W	1	12.61	12.43

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	1	6.77	7.10
WWE Wrestling Smackdown	Spor	20:30	W	W	e	9.19	9.35
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	12.30	11.35

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.