

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	14/07/2011	Soap	26.2
2	Soccer Build-Up	21/07/2011	Sport	21.4
3	Zone 14	11/07/2011	Soap	18.7
4	Vodacom Challenge: Orlando Pirates vs Tottenham Hotspurs	19/07/2011	Sport	18.3
5	Vodacom Challenge: Orlando Pirates vs Kaizer Chiefs	21/07/2011	Sport	18.0

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	04/07/2011	Soap	15.5
2	Home Sweet Home	17/07/2011	Soap	11.6
3	Ga Re Dumele	10/07/2011	Sitc	11.3
4	7de Laan	18/07/2011	Soap	10.2
5	Speak Out	14/07/2011	Actu	9.3

SABC3

Rank	Programme	Date	Genre	AR
1	Bring It On 4: In It To Win It	30/07/2011	Movi	5.6
2	Isidingo: The Need	19/07/2011	Soap	5.5
3	Bring It On: All Or Nothing	31/07/2011	Movi	5.0
4	Isidingo - R	04/07/2011	Soap	5.0
5	Monaco Royal Wedding	02/07/2011	Actu	4.7

M-NET

Rank	Programme	Date	Genre	AR
1	Salt	24/07/2011	Movi	1.8
2	The Karate Kid	10/07/2011	Movi	1.6
3	Carte Blanche	31/07/2011	Maga	1.5
4	Edge Of Darkness	31/07/2011	Movi	1.5
5	Grown Ups	17/07/2011	Movi	1.3

e.tv

Rank	Programme	Date	Genre	AR
1	Scandal	11/07/2011	Soap	11.8
2	Terminator 3: Rise Of The Machines	10/07/2011	Movi	11.0
3	Rhythm City	11/07/2011	Soap	10.7
4	Terminator 2 Judgment Day	03/07/2011	Movi	10.2
5	Lotto Draw Live	30/07/2011	Comp	10.2

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 2011 AR	June 2011 AR
3 Talk	Talk	15:30	M-F	S5	3	1.5	1.7
3rd Degree	Actu	21:30	Tue	W	e	5.0	5.5
7de Laan	Soap	Vari	M-F	S5	2	7.3	8.3
Carte Blanche	Maga	19:00	Sun	W	M	1.3	1.0
Fokus	Actu	18:30	Sun	W	2	6.0	4.9
Generations	Soap	20:00	M-F	S5	1	22.6	21.6
Gospel Gold	Musi	Vari	Sun	W	2	4.7	4.9
Isidingo: The Need	Soap	18:30	M-F	S5	3	4.7	4.4
Jam Alley	Vari	18:30	Fri	W	1	5.9	6.5
Live Lotto Draw	Quiz	21.30	W/S	S2	2	6.1	5.5
Morning Live	Maga	06:00	M-F	S5	2	2.1	2.2
Muvhango	Dram	21:00	M-T	S4	2	11.7	10.9
News at Seven	News	19:00	Daily	D	e	6.6	6.5
News at Seven on 3	News	19:00	Daily	D	3	3.3	3.2
Pasella	Maga	19:30	W	W	2	5.4	4.7
Rhythm City	Soap	18:30	M-F	S5	e	9.3	9.7
Scandal	Dram	19:30	M-T	S4	e	8.9	8.3
Selimathunzi	Vari	18:30	Wed	W	1	6.0	5.3
Special Assignment	Actu	21:30	Wed	W	3	2.2	2.1
Top Billing	Maga	19:30	Tue	W	2	3.0	3.4
Yo-TV	Y-Ent	Vari	Vari	D	e	2.1	1.7

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	3.4	3.8
WWE Wrestling Smackdown	Spor	20:30	W	W	e	4.6	5.2
The Bold and the Beautiful	Soap	18:00	M-F	S5	1		

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 contact **Enid Venter** on **+27 (0)11 025-3180**. The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.