

AUDIENCE RATINGS

JUNE 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	FIFA 2010 – South Africa vs Uruguay	16/06/2010	Spor	24.53
2	FIFA 2010 – South Africa vs Mexico	11/06/2010	Spor	24.25
3	Generations	02/06/2010	Soap	23.97
4	FIFA 2010 – France vs South Africa	22/06/2010	Spor	23.24
5	FIFA 2010 Post Wrap Up	11/06/2010	Spor	22.62

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	23/06/2010	Dram	10.26
2	Ga Re Dumele	06/06/2010	Sitc	10.16
3	7de Laan	01/06/2010	Soap	8.87
4	Stokvel -R	27/06/2010	Sitc	8.73
5	Hola Mpinji	29/06/2010	Educ	8.45

SABC3

Rank	Programme	Date	Genre	AR
1	Knight Rider	10/06/2010	Dram	8.38
2	Days of Our Lives	10/06/2010	Soap	6.68
3	Harry Potter and the Sorcerer's Stone	05/06/2010	Movi	6.50
4	Harry Potter and the Goblet of Fire	26/06/2010	Movi	5.79
5	Music	10/06/2010	Musi	5.76

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	06/06/2010	Maga	1.36
2	Twilight	06/06/2010	Movi	1.26
3	Ghosts of Girlfriends Past	27/06/2010	Movi	1.25
4	Binneland Sub Justice	24/06/2010	Soap	1.00
5	17 Again	13/06/2010	Movi	0.99

E.TV

Rank	Programme	Date	Genre	AR
1	Rhythm City	28/06/2010	Dram	13.72
2	News	08/06/2010	News	10.21
3	Michael Jackson 30th Anniv Celebration	25/06/2010	Musi	9.97
4	Monster-in-Law	24/06/2010	Movi	9.17
5	WWE Wrestling Raw	06/06/2010	Spor	9.13

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	June 2010 AR	May 2010 AR
3 Talk	Talk	16:40	M-F	S5	3	1.82	2.15
3rd Degree	Maga	21:30	Tue	W	e	2.87	5.51
7de Laan	Soap	18:30	M-F	S5	2	7.48	8.55
Binnelanders Sub Justice	Soap	18:30	M-F	S5	M	0.74	0.70
Carte Blanche	Maga	19:00	Sun	W	M	1.03	1.34
Fokus	Actu	18:30	Sun	W	2	5.74	5.53
Generations	Soap	20:00	M-F	S5	1	20.57	22.16
Gospel Gold	Musi	09:00	Sun	W	2	4.74	5.15
Isidingo: The Need	Soap	18:30	M-F	S5	3	3.31	3.72
Jam Alley	Vari	18:30	Fri	W	1	6.95	6.88
Live Lotto Draw	Quiz	21:30	W/S	S2	2	2.78	3.30
Morning Live	Maga	06:00	M-F	S5	2	1.67	2.06
Muvhango	Dram	21:00	M-T	S4	2	7.37	6.12
News at Seven	News	19:00	Daily	D	e	5.37	7.18
News at Seven on 3	News	19:00	Daily	D	3	2.66	3.18
Pasella	Maga	19:30	W	W	2	3.89	4.79
Rhythm City	Soap	18:30	M-F	S5	e	11.21	10.86
Scandal	Dram	19:30	M-T	S4	e	5.72	7.88
Selimathunzi	Vari	18:00	Sat	W	1	9.22	8.06
Special Assignment	Docu	20:30	Tue	W	3	2.17	2.52
Top Billing	Maga	19:30	Thu	W	2	3.45	2.81
Yo-TV	Y-Ent	Vari	Vari	D	e	2.37	2.62

TOP FOREIGN SHOWS

Days of our Lives	Soap	17:10	M-F	S5	1	4.22	5.22
WWE Wrestling Smackdown	Spor	20:30	W	W	e	5.56	6.62
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	8.22	10.31

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.