

AUDIENCE RATINGS

January 2007

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

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	24/01/2007	Soap	21.81
2	Izoso Connexion	23/01/2007	Sitc	19.62
3	Zulu News	24/01/2007	News	16.76
4	SA Short Film: Smal Street	22/01/2007	Movi	16.49
5	Zola 7	18/01/2007	Maga	16.05

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	23/01/2007	Dram	12.42
2	7de Laan	15/01/2007	Soap	11.56
3	Dikolong	24/01/2007	Dram	11.18
4	Nuus	15/01/2007	News	10.30
5	Stokvel	28/01/2007	Sitc	9.77

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	24/01/2007	Soap	10.54
2	Isidingo:The Need	24/01/2007	Soap	8.39
3	Music	15/01/2007	Musi	8.04
4	The Suite Life Of Zak & Cody	08/01/2007	Sitc	6.78
5	CSI	22/01/2007	Dram	6.77

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli-Place Of Gold	29/01/2007	Soap	5.05
2	Extreme Makeover Home Edition	21/01/2007	Real	3.49
3	Music	22/01/2007	Musi	2.91
4	Batman Begins	28/01/2007	Movi	2.77
5	King Kong	14/01/2007	Movi	2.76

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	31/01/2007	Spor	14.88
2	Exit Wounds	14/01/2007	Movi	13.38
3	Lotto Draw Live	31/01/2007	Quiz	12.44
4	XXX	07/01/2007	Movi	12.37
5	X-Men	21/01/2007	Yent	11.58

****NEW LOOK – In future we will be featuring the top five shows viewed for each of the channels. This is a change from the way we previously displayed the rating information and we hope that you enjoy our 'new look'.**

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	Jan 2007 AR	Dec 2006 AR
3rd Degree	Maga	20:00	Tue	W e		4.24	3.49
50/50	Maga	17:00	Sun	W 2		3.91	3.47
7de Laan	Soap	18:30	M-F	S5 2		10.31	9.49
Backstage	Soap	18:30	M-F	S5 e		3.67	3.02
CarTorque	Maga	17:00	Sun	W 3		3.71	2.67
Carte Blanche	Maga	19:00	Sun	W M		2.38	1.75
Egoli-Place of Gold	Soap	18:00	M-F	S5 M		4.24	4.12
Fokus	News	18:30	Sun	W 2		4.47	4.40
Generations	Soap	20:00	M-F	S5 1		19.70	18.14
Gospel Gold	Musi	09:00	Sun	W 2		6.17	5.82
Isidingo:The Need	Soap	18:30	M-F	S5 3		6.66	5.91
Jam Alley	Vari	18:30	Fri	W 1		6.70	8.34
K-TV	Y.Ent	Vari	M-F	S5 M		0.33	0.42
Laduma on 1	Spor	Vari	S/S	S2 1		7.35	7.80
Morning Live	Maga	06:00	M-F	S5 2		3.19	3.31
Muvhango	Dram	21:00	M-W	S3 2		10.33	9.32
News at Seven	News	19:00	Daily	D e		5.77	4.99
News at Seven on 3	News	19:00	Daily	D 3		4.80	4.44
Pasella	Maga	16:30	Sun	W 2		5.71	4.42
Scandal	Dram	19:30	M-T	S4 e		5.32	4.86
Selimathunzi	Vari	18:00	Sat	W 1		8.03	7.59
Special Assignment	Docu	21:30	Tue	W 3		3.60	5.77
Take 5	Educ	Vari	M-F	S5 1		3.44	3.15
Top Billing	Maga	19:30	Thu	W 2		4.07	4.00
Tube	Y.Ent	Vari	M-F	S5 2		2.40	2.69
WWPThunderstrike	Spor	22:00	W	W 2		4.08	5.36
Yo-TV	Y.Ent	Vari	M-F	S5 1		1.97	2.12

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5 1		8.97	9.25
International Smackdown	Spor	20:30	Wed	W e		13.71	12.42
The Bold and the Beautiful	Soap	18:00	M-F	S5 1		12.24	11.79

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@702mail.co.za. The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.