

AUDIENCE RATINGS

July 2006

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 PROGRAMMES THAT APPEARED AMONG THE TOP TWENTY

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	2006/08/10	Soap	24.05
18	Soul City	2006/08/08	Dram	20.21
19	Zone 14	2006/08/21	Dram	20.10

SABC2

Rank	Programme	Date	Genre	AR
1	7de Laan	2006/08/01	Soap	14.25
4	Muvhango	2006/08/29	Dram	14.05
19	Phamokate	2006/08/02	Dram	11.89
20	Nuus	2006/08/01	News	11.88

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	2006/08/02	Soap	12.03
4	Isidingo:The Need	2006/08/23	Soap	11.22

M-NET

Rank	Programme	Date	Genre	AR
1	Extreme Makeover Home Edition	2006/08/06	Real	5.97
2	Egoli-Place Of Gold	2006/08/24	Soap	5.62

E.TV

Rank	Programme	Date	Genre	AR
1	Rush Hour II	2006/08/27	Movi	18.89
2	Rush Hour	2006/08/20	Movi	18.28
3	International Smackdown	2006/08/09	Spor	14.8
7	International Raw	2006/08/20	Spor	13.78
8	Enemy Of The State	2006/08/06	Movi	13.04
12	Lotto Draw Live	2006/08/02	Quiz	11.91
16	International ECW	2006/08/12	Spor	10.51
18	Music	2006/08/12	Musi	10.21
20	News	2006/08/20	News	10.02

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, Sits: Sitcom, Soap: Soap, Spor: Sport, Vari: Variety, Y.Ent: Youth Entertainment.

Name	Genre	Start Time	Day/s	Frequency	Channel	July 2006 AR	June 2006 AR
3rd Degree	Maga	20:00	Tue	W e		4.38	3.51
50/50	Maga	17:00	Sun	W 2		4.20	4.87
7de Laan	Soap	18:30	M-F	S5 2		11.69	13.14
Backstage	Soap	18:30	M-F	S5 e		4.18	4.68
CarTorque	Maga	17:00	Sun	W 3		2.23	1.99
Carte Blanche	Maga	19:00	Sun	W M		3.23	2.93
Egoli-Place of Gold	Soap	18:00	M-F	S5 M		4.49	5.09
Fokus	News	18:30	Sun	W 2		5.97	5.09
Generations	Soap	20:00	M-F	S5 1		21.49	22.29
Gospel Gold	Musi	09:00	Sun	W 2		6.93	6.53
Isidingo:The Need	Soap	18:30	M-F	S5 3		9.25	9.56
Jam Alley	Vari	18:30	Fri	W 1		10.33	10.21
K-TV	Y.Ent	Vari	M-F	S5 M		0.44	0.41
Laduma on 1	Spor	Vari	S/S	S2 1		7.22	9.74
Morning Live	Maga	06:00	M-F	S5 2		3.03	2.67
Muvhango	Dram	21:00	M/T	S2 2		10.37	11.59
News at Seven	News	19:00	Daily	D e		5.86	6.06
News at Seven on 3	News	19:00	Daily	D 3		6.01	5.76
Pasella	Maga	16:30	Sun	W 2		4.84	5.22
Scandal	Dram	19:30	M-T	S4 e		6.10	
Selimathunzi	Vari	18:00	Sat	W 1		12.56	11.55
Siyayinqoba	Educ	13:30	Sun	S 1		2.61	2.30
Special Assignment	Docu	21:30	Tue	W 3		3.47	3.52
Take 5	Educ	Vari	M-F	S5 1		3.32	4.15
Top Billing	Maga	19:30	Thu	W 2		2.72	2.53
Tube	Y.Ent	Vari	M-F	S5 2		2.20	2.49
Yo-TV	Y.Ent	Vari	M-F	S5 1		2.07	1.69
Zone 14	Dram	20:30	M	W 1		17.78	18.99

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5 1		9.77	10.32
International Smackdown	Spor	20:30	Wed	W e		13.13	13.69
The Bold and the Beautiful	Soap	18:00	M-F	S5 1		15.49	15.54

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 email 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.



**Don't ask your mother if she likes your programme, ask your audience.
Get to know who's watching you now, and who's watching the slot you're going in to.**

We can tell you the most amazing things about your viewers. We can even tell you who left you after five minutes.

We can track your audience down to details that will surprise you. Audience analysis data, any way you want.

Breakdowns in terms of time, gender, LSM, age, and widest range of dimensions.

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