

SCREEN AFRICA RATINGS

MAY 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 for May 2006

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	31/05/2006	Soap	22.17
19	Zone 14	29/05/2006	Dram	18.16

SABC2

Rank	Programme	Date	Genre	AR
1	7de Laan	16/05/2006	Soap	13.75
8	Muvhango	29/05/2006	Dram	12.49

SABC3

Rank	Programme	Date	Genre	AR
1	Isidingo:The Need	16/05/2006	Soap	10.97
7	Days Of Our Lives	24/05/2006	Soap	10.11

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli-Place of Gold	30/05/2006	Soap	5.54
2	Extreme Makeover Home Edition	21/05/2006	Real	5.35

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	03/05/2006	Spor	13.51
2	WWE Wrestling Raw	21/05/2006	Spor	13.32
3	The Matrix	21/05/2006	Movi	13.32
4	Lotto Draw Live	03/05/2006	Quiz	13.03
5	WWE Wrestling Smackdown	10/05/2006	Spor	12.81
6	Desperado	07/05/2006	Movi	12.63
12	International Raw	28/05/2006	Spor	11.60
13	WWE Wrestling Raw	14/05/2006	Spor	11.58
15	2005/2006 UEFA Champions League	17/05/2006	Spor	11.17
17	Disney's The Kid	13/05/2006	Movi	10.19
18	WWE Velocity	27/05/2006	Spor	9.93
19	Cadet Kelly	20/05/2006	Movi	9.90
20	E News Early Edition	21/05/2006	News	9.88

The cream of the local productions for May 2006

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

Name	Genre	Start Time	Day/s	Frequency	Channel	May 2006 AR	April 2006 AR
3rd Degree	Maga	20:00	Tue	W e	e	3.97	3.62
50/50	Maga	17:00	Sun	W 2	2	4.59	3.46
7de Laan	Soap	18:30	M-F	S5	2	12.22	11.76
Backstage	Soap	18:30	M-F	S5	e	4.51	3.60
CarTorque	Maga	17:00	Sun	W 3	3	2.08	4.01
Carte Blanche	Maga	19:00	Sun	W M	M	3.05	2.75
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	4.60	3.73
Emzini Wezinsizwa	Dram	20:30	M/F	W 2	2	3.57	15.42
Fokus	News	18:30	Sun	W 2	2	5.39	5.19
Generations	Soap	20:00	M-F	S5	1	19.46	19.10
Gospel Gold	Musi	09:00	Sun	W 2	2	6.02	5.87
Hillside	Dram	21:30	Wed	W 2	2	7.10	
Isidingo:The Need	Soap	18:30	M-F	S5	3	9.34	7.85
Jam Alley	Vari	18:30	Fri	W 1	1	9.95	9.20
K-TV	Y.Ent	Vari	M-F	S5	M	0.39	0.41
Laduma on 1	Spor	Vari	S/S	S2	1	7.03	
Morning Live	Maga	06:00	M-F	S5	2	3.10	3.16
Muvhango	Dram	21:00	M-W	S3	2	10.77	10.37

Name	Genre	Start Time	Day/s	Frequency	Channel	May 2006 AR	April 2006 AR
News at Seven	News	19:00	Daily	D e	e	6.33	5.60
News at Seven on 3	News	19:00	Daily	D 3	3	5.68	5.92
Pasella	Maga	16:30	Sun	W 2	2	4.99	4.49
Selimathunzi	Vari	18:00	Sat	W 1	1	11.73	9.16
Siyayinqoba	Educ	13:30	Sun	S 1	1	1.99	2.80
Special Assignment	Docu	21:30	Tue	W 3	3	4.31	4.29
Take 5	Educ	Vari	M/T	S2	1	3.27	3.04
Top Billing	Maga	21:00	Thu	W 2	2	2.90	4.46
Tube	Y.Ent	Vari	M-F	S5	2	2.05	2.21
Yo-TV	Y.Ent	Vari	M-F	S5	1	1.54	2.02

Top foreign shows

International Smackdown	Spor	20:30	Wed	W e	e	11.19	13.96
Law And Order Special Victims Unit	Dram	20:30	Tue	W 3	3	5.62	5.82
Survivor:Guatemala	Real	29:30	Tue	W 3	3	6.51	
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	14.78	15.24

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@ihjohannesburg.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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