

AUDIENCE RATINGS

March 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	14/03/2007	Soap	24.25
2	Family Bonds	27/03/2007	Dram	19.84
3	Ubizo:The Calling	01/03/2007	Dram	19.50
4	Zola 7	15/03/2007	Real	18.96
5	Umthunzi Wentaba Mountain Shadow	15/03/2007	Dram	16.96

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	27/03/2007	Dram	13.06
2	7de Laan	21/03/2007	Soap	11.95
3	Nuus	01/03/2007	News	10.31
4	In Memorium of Limakatso Manotwane	19/03/2007	Actu	10.12
5	Stokvel	04/03/2007	Sitc	9.65

SABC3

Rank	Programme	Date	Genre	AR
1	Days of Our Lives	27/03/2007	Soap	9.74
2	ICC Cricket World Cup Australia vs SA	24/03/2007	Spor	8.05
3	Isidingo: The Need	05/03/2007	Soap	7.92
4	ICC Cricket World Cup SA vs Sri Lanka	28/03/2007	Spor	7.34
5	News	16/03/2007	News	7.29

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli-Place of Gold	06/03/2007	Soap	5.14
2	Deal or No Deal	25/03/2007	Real	4.30
3	Vodacom Rugby Super 14 Sharks vs Cheetahs	10/03/2007	Spor	3.25
4	Flightplan	25/03/2007	Movi	3.11
5	Carte Blanche	04/03/2007	Maga	2.97

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	07/03/2007	Spor	14.09
2	Spider-Man	25/03/2007	Movi	12.44
3	Lotto Draw Live	07/03/2007	Quiz	11.84
4	The Animal	31/03/2007	Docu	11.27
5	Die Hard With A Vengeance	11/03/2007	Movi	10.73

****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	Mar 2007 AR	Feb 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	4.02	4.62
50/50	Maga	17:00	Sun	W	2	4.33	3.84
7de Laan	Soap	18:30	M-F	S5	2	10.17	10.10
Backstage	Soap	18:30	M-F	S5	e	5.11	4.03
CarTorque	Maga	17:00	Sun	W	3	1.99	3.41
Carte Blanche	Maga	19:00	Sun	W	M	2.77	2.62
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	4.16	4.42
Fokus	News	18:30	Sun	W	2	5.85	5.01
Generations	Soap	20:00	M-F	S5	1	21.90	20.30
Gospel Gold	Musi	09:00	Sun	W	2	6.99	7.03
Isidingo:The Need	Soap	18:30	M-F	S5	3	6.17	6.42
Jam Alley	Vari	18:30	Fri	W	1	9.16	8.01
K-TV	Y.Ent	Vari	M-F	S5	M	0.26	0.28
Laduma on 1	Spor	Vari	S/S	S2	1	7.69	8.40
Morning Live	Maga	06:00	M-F	S5	2	3.42	3.57
Muvhango	Dram	21:00	M-W	S3	2	10.25	10.73
News at Seven	News	19:00	Daily	D	e	6.81	5.97
News at Seven on 3	News	19:00	Daily	D	3	4.84	4.91
Pasella	Maga	16:30	Sun	W	2	5.02	5.04
Scandal	Dram	19:30	M-T	S4	e	7.60	6.18
Selimathunzi	Vari	18:00	Sat	W	1	8.99	8.26
Special Assignment	Docu	21:30	Tue	W	3	4.17	3.97
Take 5	Educ	Vari	M-F	S5	1	6.28	3.24
Top Billing	Maga	19:30	Thu	W	2	3.70	3.97
Tube	Y.Ent	Vari	M-F	S5	2	2.39	2.34
Yo-TV	Y.Ent	Vari	M-F	S5	1	1.60	1.56
Zola 7	Maga	20:30	T	W	1	17.07	15.56

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	8.77	9.07
International Smackdown	Spor	20:30	W	W	e	12.84	13.71
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	12.79	12.58

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.