

AUDIENCE RATINGS December 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 TOP FIVE PROGRAMMES

SABC1

Rank	Programme	Date	Genre	AR
1	Generations	06/12/2006	Soap	21.09
2	Izoso Connexion	05/12/2006	Sitc	18.62
3	Tshisa	14/12/2006	Dram	17.88
4	SA Short Film:Baas Van Die Plaas	04/12/2006	Movi	17.12
5	SA Short:Under The Rainbow	11/12/2006	Movi	16.84

SABC2

Rank	Programme	Date	Genre	AR
1	Muvhango	05/12/2006	Dram	12.70
2	7de Laan	11/12/2006	Soap	12.19
3	Dikolong	13/12/2006	Dram	11.99
4	Nuus	11/12/2006	News	10.07
5	Noot Vir Noot	08/12/2006	Vari	8.53

SABC3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	06/12/2006	Soap	10.8
2	Isidingo:The Need	04/12/2006	Soap	7.80
3	Music	28/12/2006	Musi	7.77
4	Special Assignment	05/12/2006	Actu	7.48
5	The Suite Life Of Zak & Cody	04/12/2006	Sitc	6.77

M-NET

Rank	Programme	Date	Genre	AR
1	Egoli-Place Of Gold	11/12/2006	Soap	4.86
2	Movies Now 2006/7	08/12/2006	Docu	3.60
3	Music	21/12/2006	Musi	3.42
4	The Longest Yard	10/12/2006	Movi	3.37
5	The Transporter II	03/12/2006	Movi	3.11

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	06/12/2006	Spor	14.79
2	Gone In 60 Seconds	03/12/2006	Movi	12.60
3	Lotto Draw Live	06/12/2006	Quiz	12.08
4	The Matrix	10/12/2006	Movi	10.18
5	International Raw	10/12/2006	Spor	9.25

****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	Dec 2006 AR	Nov 2006 AR
3rd Degree	Maga	20:00	Tue	W	e	3.49	3.71
50/50	Maga	17:00	Sun	W	2	3.47	4.26
7de Laan	Soap	18:30	M-F	S5	2	9.49	11.50
Backstage	Soap	18:30	M-F	S5	e	3.02	3.77
CarTorque	Maga	17:00	Sun	W	3	2.67	3.26
Carte Blanche	Maga	19:00	Sun	W	M	1.75	2.61
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	4.12	4.28
Fokus	News	18:30	Sun	W	2	4.40	6.03
Generations	Soap	20:00	M-F	S5	1	18.14	21.67
Gospel Gold	Musi	09:00	Sun	W	2	5.82	6.39
Isidingo:The Need	Soap	18:30	M-F	S5	3	5.91	7.31
Jam Alley	Vari	18:30	Fri	W	1	8.34	9.90
K-TV	Y.Ent	Vari	M-F	S5	M	0.42	0.39
Laduma on 1	Spor	Vari	S/S	S2	1	7.80	8.87
Morning Live	Maga	06:00	M-F	S5	2	3.31	4.01
Muvhango	Dram	21:00	M/T	S2	2	9.32	11.24
News at Seven	News	19:00	Daily	D	e	4.99	5.98
News at Seven on 3	News	19:00	Daily	D	3	4.44	5.13
Pasella	Maga	16:30	Sun	W	2	4.42	5.32
Scandal	Dram	19:30	M-T	S4	e	4.86	5.77
Selimathunzi	Vari	18:00	Sat	W	1	7.59	9.10
Special Assignment	Docu	21:30	Tue	W	3	5.77	5.39
Take 5	Educ	Vari	M-F	S5	1	3.15	4.13
Top Billing	Maga	19:30	Thu	W	2	4.00	4.01
Tube	Y.Ent	Vari	M-F	S5	2	2.69	2.66
WWPThunderstrike	Spor		W	W	2	5.36	3.70
Yo-TV	Y.Ent	Vari	M-F	S5	1	2.12	2.21

Top foreign shows

Days of Our Lives	Soap	17:10	M-F	S5	1	9.25	10.54
International Smackdown	Spor	20:30	Wed	W	e	12.42	14.58
The Bold and the Beautiful	Soap	18:00	M-F	S5	1	11.79	14.55

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.