

AUDIENCE RATINGS

JULY 2008

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

SABC 1

Rank	Programme	Date	Genre	AR
1	Generations	23/07/2008	Soap	24.70
2	Laduma On I	24/07/2008	Spor	19.77
3	Shakespear:Death Of A Queen	29/07/2008	Docu	19.18
4	Zulu News	23/07/2008	News	19.09
5	Shakespear – Ugugu No Andile	08/07/2008	Dram	19.00

SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	08/07/2008	Dram	13.29
2	Stokvel	20/07/2008	Sitc	12.76
3	Gospel Time	13/07/2008	Reli	9.88
4	7de Laan	01/07/2008	Soap	9.30
5	Mzee Wa Two Six	17/07/2008	Sitc	9.17

SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	17/07/2008	Soap	9.41
2	Pimp My Ride	05/07/2008	Vari	7.63
3	Music	14/07/2008	Musi	7.20
4	Goldfinger	05/07/2008	Movi	6.68
5	Isidingo:The Need	17/07/2008	Soap	6.37

M-NET

Rank	Programme	Date	Genre	AR
1	Carte Blanche	27/07/2008	Maga	1.96
2	Egoli-Place Of Gold	23/07/2008	Soap	1.75
3	Perfect Stranger	13/07/2008	Movi	1.74
4	Spiderman III	27/07/2008	Movi	1.68
5	Blades Of Glory	20/07/2008	Movi	1.57

E.TV

Rank	Programme	Date	Genre	AR
1	International Smackdown	16/07/2008	Spor	12.65
2	Spider-Man 2	27/07/2008	Movi	12.19
3	Blade Trinity	06/07/2008	Movi	11.86
4	International Raw	06/07/2008	Spor	11.50
5	Rhythm City	17/07/2008	Dram	10.97

We feature the top five shows viewed for each of the channels.

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:** Act: 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	July 2008 AR	June 2008 AR
3rd Degree	Maga	20:00	Tue	W	e	2.49	2.63
7de Laan	Soap	18:30	M-F	S5	2	8.41	9.30
50/50	Maga	19:30	Mon	W	2	4.31	
Binnelanders	Dram	18:30	M-F	S5	M	1.06	0.97
Carte Blanche	Maga	19:00	Sun	W	M	1.41	1.48
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.42	1.34
Fokus	Actu	18:30	Sun	W	2	7.28	7.32
Generations	Soap	20:00	M-F	S5	I	21.70	22.11
Gospel Gold	Musi	09:00	Sun	W	2	5.41	6.21
Hillside	Dram	21:30	T	W	I	6.06	6.71
Hybrid Living		21:30	W	W	3	1.95	2.43
Isidingo:The Need	Soap	18:30	M-F	S5	3	5.25	5.07
Jam Alley	Vari	18:30	Fri	W	I	6.94	7.82
K-TV	Y.Ent	Vari	M-F	S5	M	0.18	0.16
Laduma on I	Spor	Vari	Vari	S5	I	6.76	9.44
La Familia		18:00	Maga	W	2	3.16	
Morning Live	Maga	06:00	M-F	S5	2	2.00	2.39
Muvhango	Dram	21:00	M-T	S4	2	10.39	10.98
News at Seven	News	19:00	Daily	D	e	6.42	6.88
News at Seven on 3	News	19:00	Daily	D	3	4.18	4.34
Pasella	Maga	19:30	W	W	2	5.21	6.13
Rhythm City	Soap	18:30	M-F	S5	e	9.48	9.22
Scandal	Dram	19:30	M-T	S4	e	6.52	6.72
Selimathunzi	Vari	18:00	Sat	W	I	8.69	7.71
Special Assignment	Docu	21:30	Tue	W	3	2.80	2.96
Top Billing	Maga	19:30	Thu	W	2	3.74	4.39
Tube	Y.Ent	Vari	M-F	S5	2	2.24	2.32
Yo-TV	Y.Ent	Vari	M-F	S5	I	2.14	2.25
Zola 7	Maga	19:00	T	W	I	11.21	11.85

TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	I	7.69	8.44
International Smackdown	Spor	20:30	W	W	e	12.15	10.89
The Bold and the Beautiful	Soap	18:00	M-F	S5	I	12.46	12.57

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@ihjohannesburg.co.za.

The purpose of the schedule is to show the types of programmes South African audiences view, and to what extent.