

# AUDIENCE RATINGS

## JANUARY 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	01-08-08	Soap	25.15
2	Zone 14	01-07-08	Dram	19.70
3	Usindiso	01-08-08	Dram	18.60
4	Xhosa News	01-08-08	News	16.27
5	MTN Africa Cup Of Nations Ghana	01-23-08	Spor	15.85

#### SABC 2

Rank	Programme	Date	Genre	AR
1	Muvhango	01-08-08	Dram	16.13
2	Ke Kgwelo Ya Ke Ye	01-08-08	Dram	10.71
3	Gospel Time	01-13-08	Reli	9.95
4	7de Laan	01-09-08	Soap	9.82
5	Nuus	01-29-08	News	8.88

#### SABC 3

Rank	Programme	Date	Genre	AR
1	Days Of Our Lives	01-08-08	Soap	7.74
2	Isidingo: The Need	01-02-08	Soap	6.55
3	Music	01-18-08	Musi	6.31
4	Las Vegas	01-14-08	Dram	5.66
5	George Lopez	01-28-08	Sitc	5.53

#### M-NET

Rank	Programme	Date	Genre	AR
1	The Devil Wears Prada	01-20-08	Movi	2.11
2	Step Up	01-06-08	Movi	2.07
3	Prime	01-13-08	Movi	1.97
4	Carte Blanche	01-27-08	Maga	1.94
5	Shrek	01-27-08	Movi	1.92

#### E-TV

Rank	Programme	Date	Genre	AR
1	The Fast And The Furious	01-20-08	Movi	13.94
2	Lotto Draw Live	01-19-08	Quiz	12.95
3	The Mask Of Zorro	01-19-08	Movi	12.84
4	International Smackdown	01-09-08	Spor	12.19
5	International Raw	01-20-08	Spor	11.59

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	Jan 2008 AR	Dec 2007 AR
3rd Degree	Maga	20:00	Tue	W	e	5.06	3.50
50/50	Maga	19:30	Mon	W	2	4.87	4.11
7de Laan	Soap	18:30	M-F	S5	2	8.43	7.45
Ba Kae?	Docu	Vari	S/T/W	S3	I	4.03	
Binnelanders	Dram	18:30	M-F	S5	M	1.04	0.90
CarTorque	Maga	Vari	Sun	W	3	2.65	2.56
Carte Blanche	Maga	19:00	Sun	W	M	1.57	1.51
Egoli-Place of Gold	Soap	18:00	M-F	S5	M	1.44	1.27
Fokus	News	18:30	Sun	W	2	5.69	4.66
Generations	Soap	20:00	M-F	S5	I	20.16	20.28
Gospel Gold	Musi	09:00	Sun	W	2	6.62	7.33
Isidingo: The Need	Soap	18:30	M-F	S5	3	4.70	4.64
Jam Alley	Vari	18:30	Fri	W	I	8.52	8.34
K-TV	Y.Ent	Vari	M-F	S5	M	0.20	0.22
Laduma on I	Spor	Vari	Vari	S5	I	6.83	8.77
Morning Live	Maga	06:00	M-F	S5	2	2.72	2.64
Muvhango	Dram	21:00	M-T	S4	2	10.17	10.61
News at Seven	News	19:00	Daily	D	e	6.05	5.37
News at Seven on 3	News	19:00	Daily	D	3	3.76	3.68
Our Moments	Docu	10:00	S	W	2	1.91	
Pasella	Maga	19:30	W	W	2	6.59	6.16
Rhythm City	Soap	18:30	M-F	S5	e	5.93	4.78
Scandal	Dram	19:30	M-T	S4	e	6.76	5.69
Selimathunzi	Vari	18:00	Sat	W	I	8.73	7.85
Special Assignment	Docu	21:30	Tue	W	3	3.34	3.14
Top Billing	Maga	19:30	Thu	W	2	3.84	3.82
Tube	Y.Ent	Vari	M-F	S5	2	2.73	2.86
Yo-TV	Y.Ent	Vari	M-F	S5	I	2.75	3.02
Zola 7	Maga	20:30	T	W	I	13.60	13.79
Zone 14	Dram	20:30	Mon	W	I	17.40	17.42

### TOP FOREIGN SHOWS

Days of Our Lives	Soap	17:10	M-F	S5	I	6.65	6.43
International Smackdown	Spor	20:30	W	W	e	10.79	11.23
The Bold and the Beautiful	Soap	18:00	M-F	S5	I	11.47	10.10

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](mailto:enid@702mail.co.za).

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