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MEDIA & CITIZENSHIP

Transnational Television Cultures Reshaping Political Identities in
the European Union

Final Report Ratings Survey



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MEDIA & CITIZENSHIP

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PART 1: TRANSNATIONAL DATA

1. SOCIODEMOGRAPHIC AND MEDIA RELATED SURVEY RESULTS**Methodological Approach**

As specific socio-demographic or other social and economic background details about the group of Arab speaking migrants are not available in many countries, we developed a two-step approach which (a) has allowed us to capture general information as a first step and (b) to relate this to subjective media practices in the second step. This approach has enabled us to develop a quantitative research tool for a field which is – despite its political relevance – widely empirically under-researched. Furthermore, we should note that *if* studies have been carried out, these are mostly of qualitative nature (e.g. using semi structured interviews, discourse analyses etc.). These studies have informed our overall approach.

Our first step was to conduct – as step 1 - a household survey. The survey took place in capital cities of six of the seven countries involved in this study. Cities included are: Amsterdam, Berlin, London, Madrid, Paris and Stockholm. Cyprus was omitted for this stage as the Arabic speaking population is too small for a quantitative study. However, Cyprus is included in the qualitative research. In each city about 400 respondents completed the survey questionnaire. As traditional sampling models were impossible due to the lack of socio-demographic data, we developed a consistent 'respondent-driven' sampling process which was used in each of the capital cities.

Description of Sample

Table 1 shows the range of countries of parentage of Arabic speakers included in our quantitative sample. For further statistical analysis we have contextualized five groups which are of relevance in a transnational comparative context: Arabic speaking migrants born in the local EU country, those born in the Maghreb (Tunisia, Algeria and Morocco), those born in Middle Eastern Countries (excluding Iraq), those from the Iraq and those from other countries. We also recorded the country of origin of the family of European born Arabic speakers. The significant and unusual features of the Maghrebian subgroup, many of whom had come in post war years as migrant workers to Europe, and of the wave of recent Iraqi refugees gave as reason to identify these groups separately.

Table 1/1: Country of birth

	Country of birth		Country of birth (groups)			Country of origin *	
Country	count	percent					
Local country	569	23,0%		569	23,0%	27	1,1%
Morocco	762	30,9%	Maghreb	1004	40,7%	1396	56,5%
Tunisia	82	3,3%					
Algeria	147	6,0%					
Libya	13	0,5%					
Egypt	74	3,0%	Middle East	328	13,2%	435	17,6%
Saudi Arabia	25	1,0%					
Gulf States	30	1,2%					
Lebanon	111	4,5%					
Syria	71	2,9%					
Yemen	11	0,4%					
Jordan	6	0,2%					
Iraq	340	13,8%		340	13,8%	347	14,0%
Other country	223	9,0%		223	9,0%	159	10,5%
No answer	6	0,2%		6	0,2%	6	0,2%
Total	2470	100,0%					

* If respondent is born in local country, 'country of origin' constitutes the country, where parents were born.

Table 1.2, below, shows that 70% of the second generation of Arabic migrants have their origin in countries of the Maghreb.

Table 1/2a Subgroup 'born in local country': country of origin

	count	percent
local country	27	4,7%
Maghreb	392	68,9%
Middle East	113	19,9%
Iraq	7	1,2%
Other country	30	5,3%
total	569	100,0%

2. SOCIODEMOGRAPHIC DIFFERENCES AND SIMILARITIES BETWEEN THE GROUPS

Table 2/1: Gender

	male		female		total
	count	percent	count	percent	
local country	235	41,4%	332	58,6%	567
Maghreb	596	59,6%	404	40,4%	1000
Middle East	205	62,7%	122	37,3%	327
Iraq	199	58,5%	141	41,5%	340
Other country	147	66,2%	75	33,8%	222
total	1382	56,3%	1074	43,7%	2456

Table 2 shows, that more men than women are active migrants. The proportion is about 60% men and 40% women. In the group 'other country,' the proportion is two-thirds to one-third. In the group 'born in local country,' this relation is reversed: nearly 60% are female and about 40% are male.

⇒ More men than women leave their country of birth to start a new life in one of the six European capitals.

Table 2/2: Age

	under 20	20 to 29	30 to 49	50 and over	total
local country	136	274	147	11	568
	23,9%	48,2%	25,9%	1,9%	
Maghreb	50	227	584	143	1004
	5,0%	22,6%	58,2%	14,2%	
Middle East	17	105	159	47	328
	5,2%	32,0%	48,5%	14,3%	
Iraq	16	87	184	53	340
	4,7%	25,6%	54,1%	15,6%	
other country	7	91	98	27	223
	3,1%	40,8%	43,9%	12,1%	
Not born in local country	90	510	1025	270	1895
	4,7%	26,9%	54,1%	14,2%	
total	226	784	1172	281	2463
	9,2%	31,8%	47,6%	11,4%	

Table 3 shows that the group 'born in local country' is significant younger than the four other groups. The age profile of the Maghrebian and the Iraqi group is nearly identical.

In the 'Middle Eastern group' and the 'other country group' the proportion of those between 20 and 29 is above the average, while the proportion of those between 30 and 49 is below average.

- ⇒ 'born in local country is the youngest group'
- ⇒ 'Middle East' adults, active migration, they decided whether to come or not
- ⇒ 'Maghreb' elder, because they stay already a long time in Europe
- ⇒ 'Iraq' elder, refugees, they had to go

Table 2/3: Working status

	full time	part time	study	unem-ployed	retired	house-hold	other	total
local country	233	59	170	39	1	25	42	569
	40,9%	10,4%	29,8%	6,9%	,2%	4,4%	7,4%	
Maghreb	420	92	78	219	35	125	32	1001
	42,0%	9,2%	7,8%	21,9%	3,5%	12,5%	3,2%	
Middle East	117	56	51	40	11	44	9	328
	35,7%	17,1%	15,5%	12,2%	3,4%	13,4%	2,7%	
Iraq	79	26	114	53	18	32	18	340
	23,2%	7,6%	33,5%	15,6%	5,3%	9,4%	5,3%	
other country	81	37	39	28	5	28	4	222
	36,5%	16,7%	17,6%	12,6%	2,3%	12,6%	1,8%	
total	930	270	364	379	70	254	105	2460
	37,8%	11,0%	18,4%	15,4%	2,8%	10,3%	4,3%	

We found a correlation between age and working status. The proportion of full time employment increases with age while the proportion of students decreases.

Another significant association is between gender and working status. Firstly, household is a female domain, and, secondly, the women are underrepresented in the group of full time employment.

Table 2/4: Level of education

	primary school and less	Secondary education	Higher education	other	total
local country	39	263	249	16	567
	6,9%	46,4%	43,9%	2,8%	
Maghreb	330	393	230	44	997
	33,1%	39,4%	23,1%	4,4%	
Middle East	69	94	133	32	328
	21,0%	28,7%	40,5%	9,8%	
Iraq	51	123	144	22	340

	15,0%	36,2%	42,4%	6,5%	
other country	19	80	111	11	221
	8,6%	36,2%	50,2%	5,0%	
total	508	953	867	125	2453
	20,7%	38,9%	35,3%	5,1%	

The level of education is an important distinguishing factor. The best educated group is the 'born in the local country'-group. Only 7% have no formal education, 64% secondary and 44% higher education. The least educated group are migrants from the Maghreb. One third achieved only primary school or less, 40% secondary school and only 23% are educated at higher levels. Comparing the Middle Eastern and the Iraq migrant groups, the Iraqi group is better educated.

We have found gender differences only in the Middle Eastern group: the level of education is in the male subgroup significantly higher than in the female subgroup.

Table 2/5: Language spoken at home*

NB: A separate report on the varieties of Arabic spoken in our sample will be included in the final report.

	Arabic	national language	Moroccan Arabic	Algerian Arabic	Berber	other language	total
Local country	293	482	156	46	82	32	569
	51,5%	84,7%	27,4%	8,1%	14,4%	5,6%	
Maghreb	396	523	582	81	161	40	1001
	39,6%	52,2%	58,1%	8,1%	16,1%	4,0%	
Middle East	316	132	3	0	2	47	328
	96,3%	40,2%	,9%	,0%	,6%	14,3%	
Iraq	317	59	2	1	1	73	340
	93,2%	17,4%	,6%	,3%	,3%	21,5%	
Other country	169	131	10	2	0	87	222
	76,1%	59,0%	4,5%	,9%	,0%	39,2%	

Table 2/6: Language spoken in general

	Arabic	national language	English	French	Spanish	other language	total
Local country	437	556	355	319	64	111	569
	76,8%	97,7%	62,4%	56,1%	11,2%	19,5%	
Maghreb	881	929	265	563	442	115	1001
	88,0%	92,8%	26,5%	56,2%	44,2%	11,5%	

Middle East	322	289	188	34	18	50	328
	98,2%	88,1%	57,3%	10,4%	5,5%	15,2%	
Iraq	299	299	185	5	1	80	340
	87,9%	87,9%	54,4%	1,5%	,3%	23,5%	
Other country	219	203	174	24	14	92	223
	98,2%	91,0%	78,0%	10,8%	6,3%	41,3%	

Language is a powerful tool for integration. Therefore it is a positive result that about 90% of the respondents can speak the local language. In the group of those born in the local country nearly everybody speaks the local language. In this group 85% speak the local language also at home. In the Maghreb group more than 50% speak the local language at home, but the rates are much lower in the Middle Eastern and in the Iraq group.

Table 2/7: Religious affiliation

	Islam			Christian			Other	no religion	
	Sunni	Shia	Other	Catho-lic	Ortho-doxy	Other			
local country	534	437	55	42	6	2	1	3	25 568
	94,0%	76,9%	9,7%	7,4%	1,1%	0,4%	0,2%	0,5%	0,5% 4,4%
Maghreb	995	918	10	67	2	2	0	0	1 5 1003
	99,2%	91,5%	1,0%	6,7%	0,2%	0,2%	0,0%	0,0%	0,1% 0,5%
Middle East	298	223	55	20	24	5	14	5	3 3 328
	90,9%	68,0%	16,8%	6,1%	7,3%	1,5%	4,3%	1,5%	0,9% 0,9% 1
Iraq	245	101	132	12	48	24	19	5	47 0 340
	72,1%	29,7%	38,8%	3,5%	14,1%	7,1%	5,6%	1,5%	13,8% 0,0%
other country	214	181	20	13	7	4	3	0	2 223
	96,0%	81,2%	9,0%	5,8%	3,1%	1,8%	1,3%	0,0%	0,0% 0,9%
total	2286	1860	272	154		37	37	13	54 35 2462
	92,9%	75,5%	11,0%	6,3%	0,0%	1,5%	1,5%	0,5%	2,2% 1,4%

More than 90% of respondents are Muslims. Only 1,4% are not religious.

However, an exception is the Iraqi group where 14% are Christian and 14% have another, not further specified, religious affiliation.

3. CHARACTERISTICS OF SUBGROUPS (SURVEY)

Born in local country

In the youngest subgroup, the proportion of students is 57%. Of these, 34% are between 20 and 29 years and are studying. In this age group, 44% work fulltime (10 percent points higher than average). In the group of respondents between 30 and 49 years 68% work full time (20 percent points higher than average). Respondents born in the local EU-country seem to be better integrated into the labor market, than those coming from another country. The rate of unemployment is only half as high as the average. However, we have identified a gender difference which shows that the chances of the women working are worse than those of men. Less women than expected are working full or part time. In the student group there is no gender disproportion at all.

We have also noted that 26% of the respondents under 20 have ticked the response category 'other'. This could be an indicator for dropping out and/or finding no place in the educational or labor market of the country where they live. The 'drop out group' is female dominated. The proportion of women in the group "Born in local country" is 60%, but 71% of the drop outs are female.

Migrants from the Maghreb

In this group the proportion of students is very low which may be an indicator for a low educational level and in all age groups younger than 50 the unemployment rate is above average, especially in the group between 20 and 29 years. In the subgroup of the over 50 year olds, the unemployment rate is low, possibly due to retirement.

This group seems to have more difficulties integrating in the labor market. This is especially difficult for women. The level of education is low but in the student group the proportion of women is higher than the proportion of women in the "Migrants from the Maghreb group.

Migrants from the Middle East

The proportion of students is at the same level or even higher than in the group of those born in the local country. But the integration in the labor market seems to be more problematic. Only 25% of those between 20 and 29 years work full time, while 18% have a part time job. In the subgroup 30 to 49 years, the proportion of respondents working full time is 46% and 18% work part time. In this age group 20% work in the household, which is above average. Because of the large amount of part time workers, the unemployment rate is below average.

Looking for gender differences, the proportion of women in fulltime jobs is 22% and in part time jobs is 25%. 27% of the students are female. As 37% of the migrants from the Middle East are female, these proportions are much lower than expected. Looking at those who work at the household, 89% are female and 11% are male.

Migrants from Iraq

The Iraqi group shows a completely different pattern. The integration in the labor market is weak (perhaps because of the visa status), but in all age groups the proportion of students is high above average. A gender based comparison shows that those working full or part time are men. 47% of the students are female, which is more than the proportion of women in the group of migrants from Iraq.

The household is again a female domain. 32 respondents work in the household, one man and 31 women.

Migrants from other countries

As we cannot say from which countries the respondents migrate, we can only provide a rough characteristic of this group. In the sub group younger than 40 years, the proportion of students is above average. The proportion of part time worker is above average by trend. The gender differences are similar to the differences in the previous groups. Females are represented below average in the categories full and part time job, they are slightly overrepresented in the student group and they are high above average in the category household.

(Correlation between gender and working status (Cramer V):

Born in local country: 0,216 / Maghreb: 0,456 / Middle East: 0,480 / Iraq: 0,406 / other country: 0,469)

4. TRANSNATIONAL PROFILE OF MEDIA USE (SURVEY)

Details of the profiles of TV use are described in the national analysis based on the diary data. See the table below just for an overview of those channels watched most across the six countries involved in this study. Please note that the percentage does not add up to 100% because the answers were multiple choice: respondents were allowed to name up to 3 channels.

Table 4/1: Most watched channels

		local country	Maghreb	Middle East	Iraq	other
local EU channel	count	543	774	161	158	133
	% of origin	95,4%	77,1%	49,1%	46,5%	59,6%
Algeria	count	70	94	2	0	2
	% of origin	12,3%	9,4%	0,6%	0,0%	0,9%
Morocco	count	97	560	10	4	20
	% of origin	17,0%	55,8%	3,0%	1,2%	9,0%
Egypt	count	9	7	41	6	7
	% of origin	1,6%	0,7%	12,5%	1,8%	3,1%
Gulf States	count	27	60	100	111	71
	% of origin	4,7%	6,0%	30,5%	32,6%	31,8%
Saudi Arabian	count	16	87	24	20	20
	% of origin	2,8%	8,7%	7,3%	5,9%	9,0%
Syrian	count	8	6	42	13	11
	% of origin	1,4%	0,6%	12,8%	3,8%	4,9%
Iraq	count	0	3	8	137	5
	% of origin	0,0%	0,3%	2,4%	40,3%	2,2%
Jordan	count	18	18	22	22	22
	% of origin	3,2%	1,8%	6,7%	6,5%	9,9%
Al Jazeera	count	45	293	130	87	121
	% of origin	7,9%	29,2%	39,6%	25,6%	54,3%
transnational Arabic channels	count	49	118	165	210	78
	% of origin	8,6%	11,8%	50,3%	61,8%	35,0%
	count	569	1004	328	340	223

Table 9 shows that for most of our respondents local EU channels belong to the most watched channels. In the group of those who are born in the local country, 95% name at least one local channel. Therefore we argue that these Arabic respondents are interested in the channels of the country where they live. On the other hand, they are interested in the channels of the places of their origin.

Table 4/2: Proportion of local EU and Arabic channels

		Only Arabic national	Arabic national and trans-national	Only local EU	Local EU and Arabic national	Local EU and Arabic trans-national	Local EU and Arabic	total
local country	count	8	15	283	185	52	23	566
	%	1,4%	2,7%	50,0%	32,7%	9,2%	4,1%	100,0%
Maghreb	count	74	146	159	378	75	162	994
	%	7,4%	14,7%	16,0%	38,0%	7,5%	16,3%	100,0%
Middle East	count	14	127	47	30	61	23	302
	%	4,6%	42,1%	15,6%	9,9%	20,2%	7,6%	100,0%
Iraq	count	24	142	40	23	50	45	324
	%	7,4%	43,8%	12,3%	7,1%	15,4%	13,9%	100,0%
other	count	12	60	30	25	44	34	205
	%	5,9%	29,3%	14,6%	12,2%	21,5%	16,6%	100,0%
total	count	132	490	559	641	282	287	2391
	%	5,5%	20,5%	23,4%	26,8%	11,8%	12,0%	100,0%

The influence of the place of birth is significant (Cramer V = 0,285).

Comparing these profiles, we find only a minority in each subgroup watching only national Arabic TV channels. In the local country born group two patterns are dominant: Only local EU channels and a composition of local EU and national Arabic channels.

In the Maghreb group only 22% watch only Arabic TV channels, the majority watches local EU and Arabic channels, national Arabic channels are favored. The Middle Eastern respondents prefer a composition of national and transnational Arabic channels.

Table 4/3: Most important news source

	Newspaper		Radio		TV		Internet		word by mouth	
	under 30	30 and over	under 30	30 and over	under 30	30 and over	under 30	30 and over	under 30	30 and over
local country	44	21	20	11	216	88	108	30	19	5
	10,8%	13,5%	4,9%	7,1%	53,1%	56,8%	26,5%	19,4%	4,7%	3,2%
Maghreb	13	57	7	30	186	539	58	62	11	32
	4,7%	7,9%	2,5%	4,2%	67,6%	74,9%	21,1%	8,6%	4,0%	4,4%
Middle East	7	15	1	5	70	152	38	22	4	8
	5,8%	7,4%	0,8%	2,5%	58,3%	75,2%	31,7%	10,9%	3,3%	4,0%
Iraq	7	12	0	7	63	172	26	38	6	8

	6,9%	5,1%	0,0%	3,0%	61,8%	72,6%	25,5%	16,0%	5,9%	3,4%
other	11	17	3	2	57	84	27	15	0	4
	11,2%	13,9%	3,1%	1,6%	58,2%	68,9%	27,6%	12,3%	0,0%	3,3%
total	82	122	31	55	592	1035	257	167	40	57
	8,2%	8,5%	3,1%	3,8%	59,1%	72,1%	25,6%	11,6%	4,0%	4,0%

Respondents were asked to name the most important news source. The answer is evident: it is TV. Wherever respondents are born, most of them choose TV as most important news source. However, when comparing generations, we see a shift from TV to the Internet.

5. TRANSNATIONAL CHANNEL PROFILES (DIARY)

The following results are based on the diary data. Respondents were asked to name every hour each channel they watch with a letter indicating the genre. We define these marks as 'contact points.'

Table 5/1: List of the Arabic channels watched in diary week

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Genre Profile for each channel

In order to develop channel profiles, we have computed for (each respondent the proportion of each genre of each channel. The channel profile is the average proportion for each genre. This does not tell us, however, how many respondents watch this channel.

The percentages in the category "other" show, that the categories sport, entertainment, news, movies and documentaries are not exhaustive. The rather high percentage for "Other," such as Iqraa TV and Al Assadissa may be an indicator, that respondents watch religious programs which were listed in the diary questionnaire.

Table 5/2: Arabic Channels – Genre profile

	Sport	Entertainment	News	Movies	Documentary	Other
RTM	3,0%	22,9%	19,8%	16,8%	8,8%	24,0%
2M Maroc	2,6%	25,8%	16,1%	22,6%	7,9%	21,6%
Al Maghrabiyya	4,1%	14,6%	17,2%	23,1%	10,0%	24,5%
Al rabi'a	11,2%	14,3%	28,4%	13,8%	6,3%	22,2%
Arryadia	49,9%	6,2%	10,6%	8,4%	2,5%	17,7%
Al-Assadissa	9,5%	12,2%	11,9%	9,2%	8,5%	43,3%
Iqraa TV	3,7%	10,8%	11,7%	6,9%	15,7%	49,0%
BBC Arabic	5,1%	10,7%	40,2%	8,8%	10,6%	17,6%

Alsharqiya TV	3,6%	12,2%	41,4%	7,5%	6,4%	24,9%
Al Jazeera	7,0%	4,4%	62,8%	4,4%	8,8%	11,2%
MBC	3,4%	20,6%	11,6%	37,5%	3,8%	19,5%
Saudi Arabian TV	9,5%	16,3%	13,8%	15,6%	7,5%	30,5%
Al Arabiya	10,6%	7,3%	41,1%	9,2%	9,3%	20,9%
Qatar TV	9,9%	20,5%	10,9%	21,8%	8,9%	24,9%
Jordan TV	7,4%	12,7%	14,2%	26,0%	6,4%	24,8%
Nile TV international	5,7%	15,3%	22,6%	25,0%	8,2%	20,3%
Al Manar	6,3%	7,5%	36,1%	20,0%	7,0%	20,8%
Dubai TV	7,4%	21,9%	9,4%	31,2%	6,3%	20,5%
Canal Algerie	6,3%	23,6%	21,7%	16,5%	5,6%	23,5%
Arabic other	11,8%	16,7%	8,4%	32,1%	5,6%	24,5%
Arabic other	5,4%	20,4%	23,9%	19,5%	6,6%	22,3%
Arabic other	9,8%	15,6%	17,0%	22,1%	9,4%	22,8%
Arabic other	11,5%	6,3%	24,4%	13,2%	7,2%	37,4%
Arabic other	1,4%	16,6%	20,5%	15,5%	11,0%	31,4%
Arabic other	15,0%	28,3%	16,7%	3,3%	5,0%	26,7%

If we categorize the genres 'entertainment' and 'movies' under the label entertainment and the genres 'news' and 'documentary' under the label information, four different profiles emerge:

Entertainment channels Nile TV international, MBC, Dubai TV, Jordan TV, Qatar TV, Canal Algerie, 2M Maroc, RTM

Religious channels Iqraa TV (Saudi), Al Assadissa

Information channels Al Arabiya, Al Jazeera, BBC Arabic, Al Manar TV, Alsharqiya TV (Iraq)

Sport channels Arryadia

General program Al rabi'a, Saudi Arabien TV

Al Arabiya and Saudi Arabian TV are not thematic channels but provide a mix of different genres.

The following charts illustrate the five different profiles.

Chart 5/3: Entertainment channels

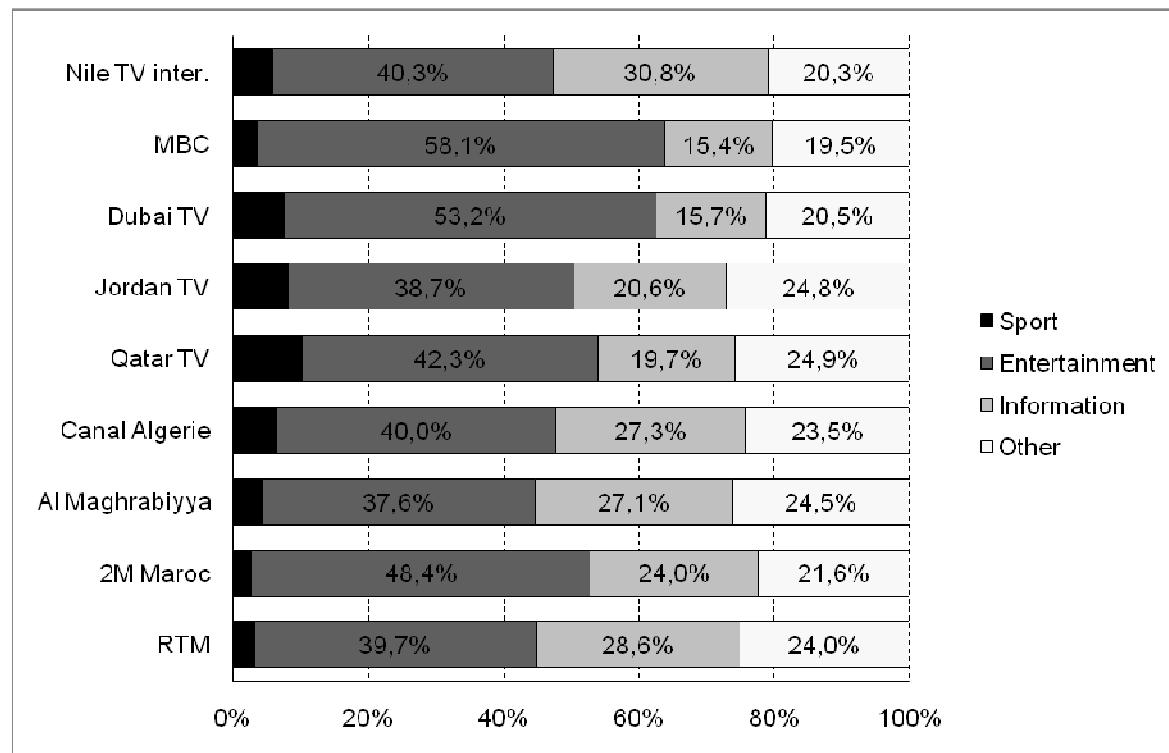
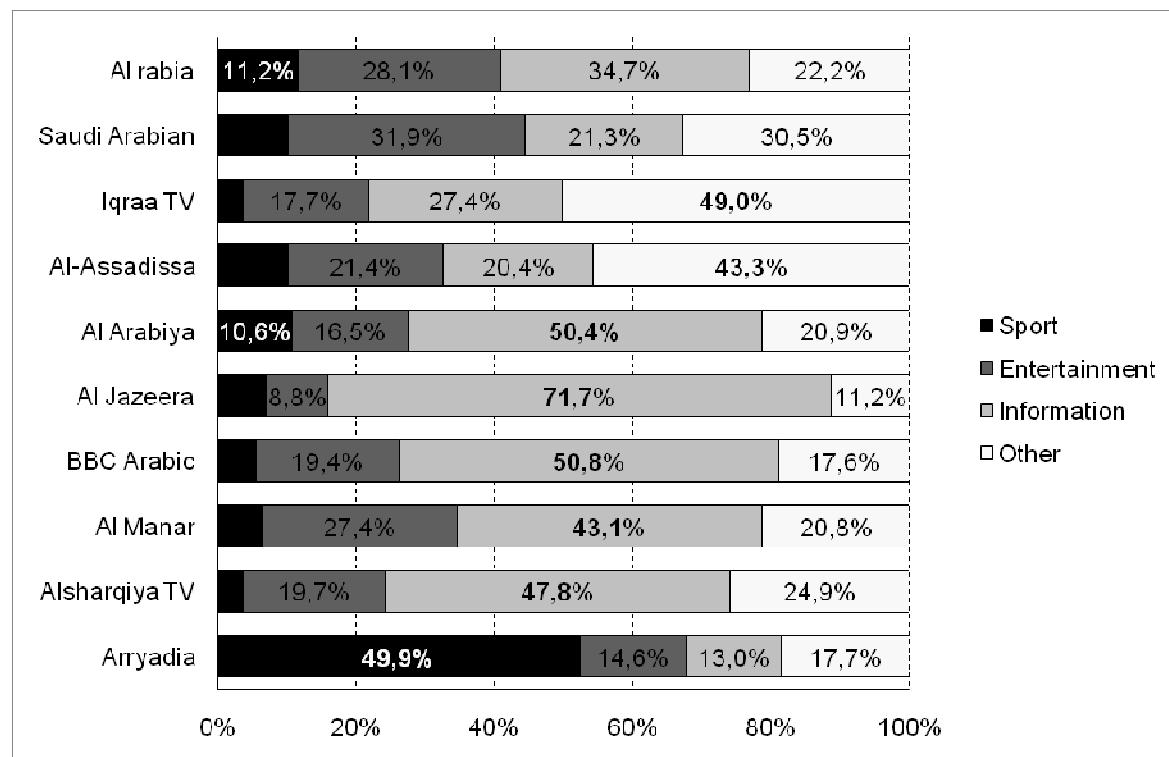


Chart 5/4: General – Religious – Information – Sport



6. AUDIENCE PROFILE FOR EACH CHANNEL

The audience profiles are based on the quantity of respondents watching the channel. We account for origin, age, level of education and gender. As we aim to identify characteristics of channels watched and not of our sample, **the data are weighted**.

Origin

Analyzing the audiences, we find a strong link between the origin of the respondents and the channels they watch. The Iraqi respondents are an exceptional case, they are the major subgroup of the audience of the Maghrebian channels Al-Assadissa and Al rabi'a. The audiences of the transnational channels are dominated by persons from the Middle East and Iraq.

Chart 6/1: Maghrebian channels

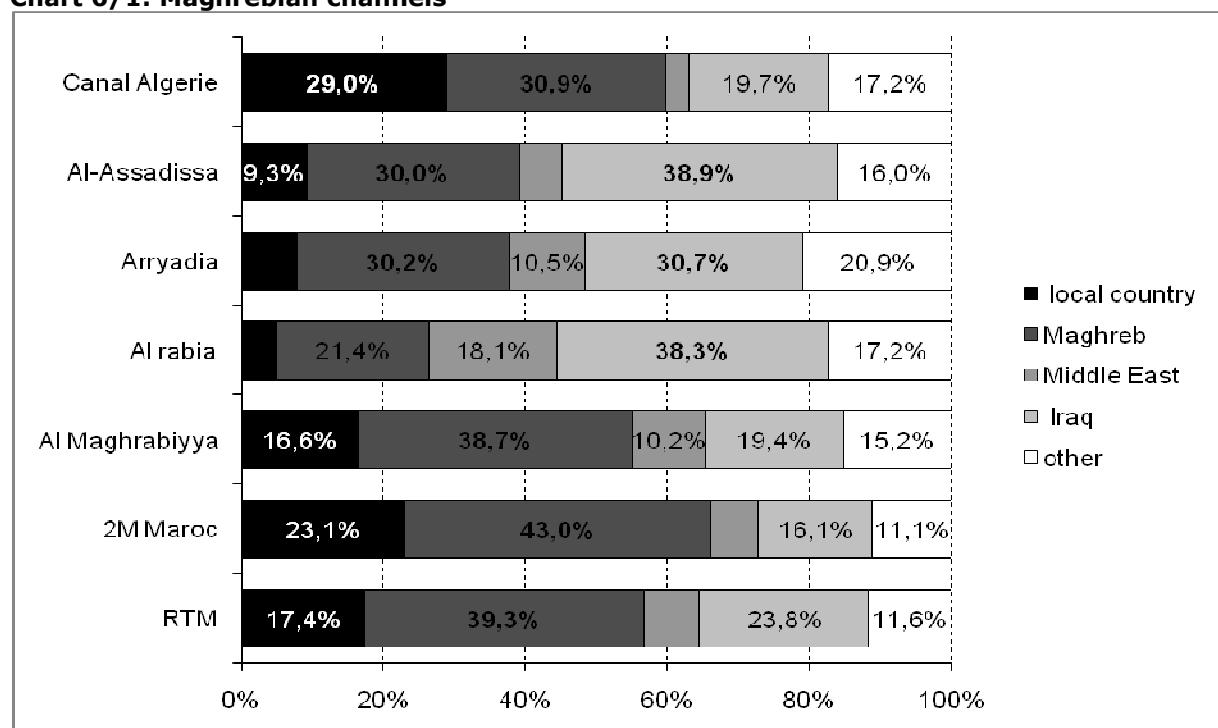


Chart 6/2: Middle Eastern Channels

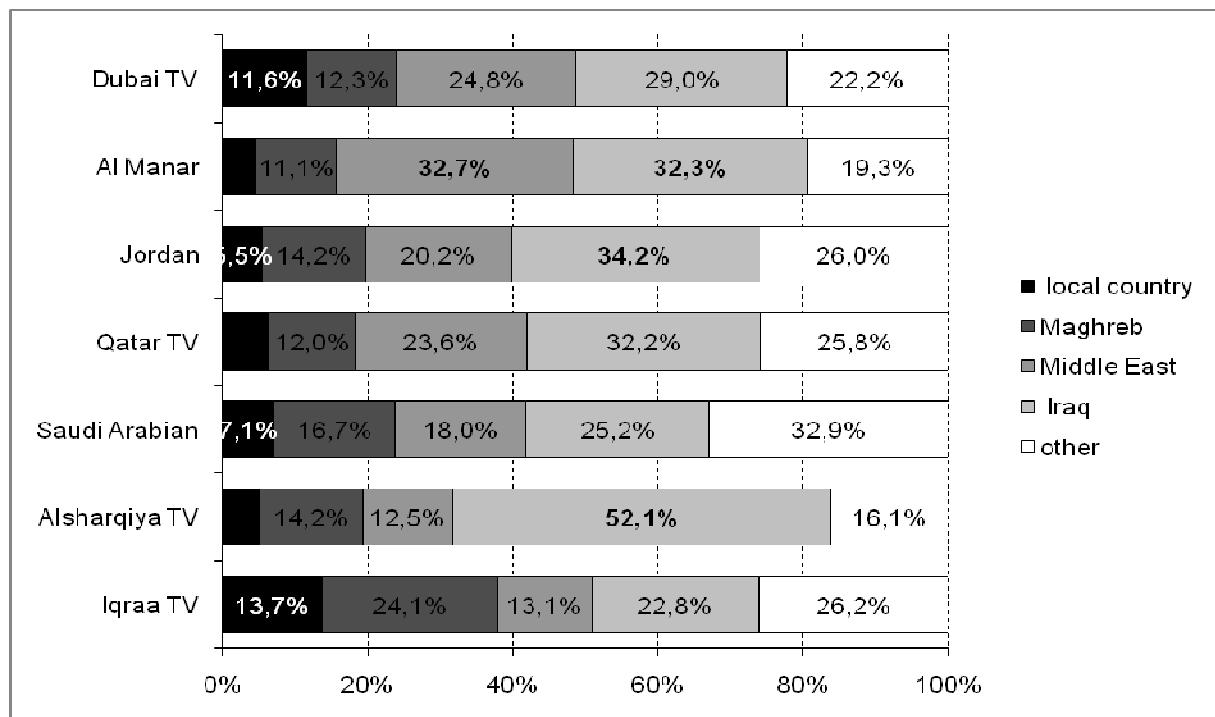
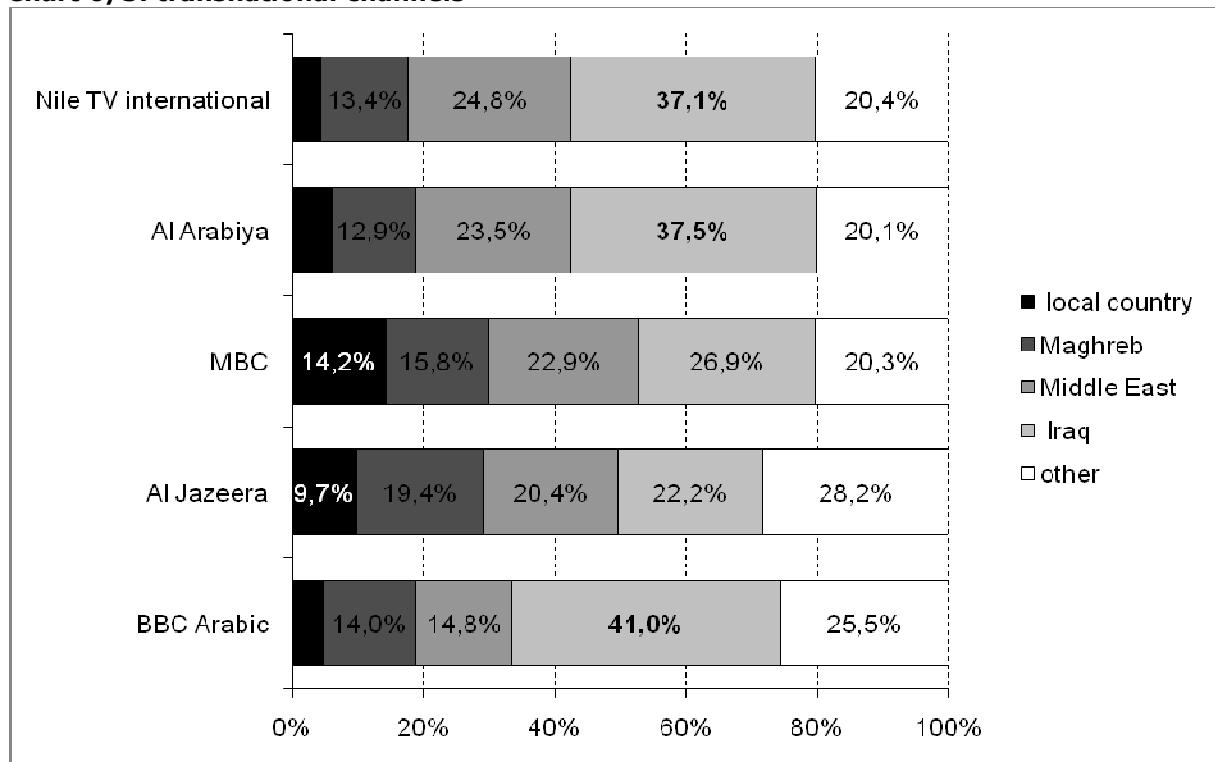


Chart 6/3: transnational channels



Age Profiles

There is no Arabic channel with an audience dominated by those younger than 30. The audiences of Al Jazeera, Dubai TV, Saudi Arabian TV and of MBC are age balanced, while the other channels have an age biased audience.

Table 6/4: Age Profiles of Arabic channels

	under 30	30 to 49	50 and over	
Al Arabiya	21,0%	28,1%	50,9%	Dominated by 50 and over
Jordan TV	22,8%	30,1%	47,1%	
Alsharqiya TV	23,9%	29,7%	46,4%	
Al Manar	20,3%	35,0%	44,6%	
Al rabia	20,8%	35,6%	43,7%	
Nile TV international	21,5%	36,2%	42,3%	
Qatar TV	26,7%	32,5%	40,8%	
Al-Assadissa	28,0%	33,1%	38,9%	
RTM	24,0%	45,4%	30,7%	Dominated by 30 to 49 year olds
Canal Algerie	24,9%	40,7%	34,4%	
Arryadia	29,2%	39,7%	31,1%	
Iqraa TV	28,9%	39,4%	31,7%	
BBC Arabic	24,1%	39,3%	36,6%	
2M Maroc	26,2%	38,7%	35,1%	
Al Maghrabiyya	25,1%	38,5%	36,4%	balanced
Al Jazeera	31,3%	35,9%	32,8%	
Dubai TV	28,3%	34,4%	37,3%	
Saudi Arabian	32,1%	33,2%	34,7%	
MBC	33,2%	33,1%	33,7%	

Level of education

Table 6/5: Education profile

	primary school and less	secondary education	higher education	
Alsharqiya TV	28,6%	28,5%	42,9%	Trend: higher education
Dubai TV	28,5%	32,7%	38,8%	
Qatar TV	28,2%	33,4%	38,4%	
Nile TV international	35,9%	25,9%	38,1%	
Canal Algerie	25,6%	38,8%	35,6%	Trend: secondary education
2M Maroc	36,2%	38,1%	25,7%	
Saudi Arabian TV	41,2%	23,8%	35,1%	Trend:

Al Maghrabiyya	40,2%	34,5%	25,4%	primary and less
BBC Arabic	30,5%	31,6%	37,9%	balanced
Al Manar	31,0%	32,5%	36,4%	
Al Arabiya	30,8%	32,9%	36,3%	
Jordan TV	33,7%	30,8%	35,5%	
Al Jazeera	33,2%	32,7%	34,1%	
RTM	29,7%	36,7%	33,6%	
Iqraa TV	33,2%	33,4%	33,3%	
Al rabia	37,2%	29,9%	32,8%	
MBC	32,4%	34,8%	32,8%	
Arryadia	36,1%	34,1%	29,9%	
Al-Assadissa	36,5%	35,6%	27,9%	

Gender

BBC Arabic, Saudi Arabian TV, 2M Maroc, Dubai TV, Iqraa TV, RTM, Canal Algerie and MBC are channels with a gender balanced audience. The other channels are watched by more men than women.

Table 6/6: All characteristics at a glance

	Channel	Main genre	Origin of audience	Age of audience	Level of education of audience	Gender of audience
RTM	Maghreb	Entertainment	Magreb	30 – 49	balanced	balanced
2M Maroc	Maghreb	Entertainment	Magreb	30 – 49	secondary	balanced
Al Maghrabiyya	Maghreb	Entertainment	Magreb	30 – 49	primary	male
Al rabia	Maghreb	General	Iraq	50 +	balanced	male
Arryadia	Maghreb	Sport	Magreb Iraq	30 – 49	balanced	male
Al-Assadissa	Maghreb	Religious	Magreb Iraq	50 +	balanced	male
Iqraa TV	Middle East (Saudi)	Religious	balanced	30 – 49	balanced	balanced
BBC Arabic	Trans-national	Information	Iraq	30 – 49	balanced	balanced
Alsharqiya TV	Middle East (Iraq)	Information	Iraq	50 +	higher	male
Al Jazeera	Trans-national	Information	balanced	balanced	balanced	male
MBC	Trans-national	Entertainment	balanced	balanced	balanced	balanced
Saudi Arabian TV	Middle East	General	other	balanced	primary	balanced
Al Arabiya	Trans-national	Information	Iraq	50 +	balanced	male
Qatar TV	Middle East	Entertainment	Iraq	50 +	higher	male

Jordan TV	Middle East	Entertainment	Iraq	50 +	balanced	male
Nile TV international	Trans-national	Entertainment	Iraq	50 +	higher	male
Al Manar	Middle East (Lebanon)	Information	Middle East Iraq	50 +	balanced	male
Dubai TV	Middle East	Entertainment	Iraq	balanced	higher	balanced
Canal Algerie	Maghreb	Entertainment	Magreb local	30 – 49	secondary	balanced



MEDIA & CITIZENSHIP

PART 2 NATIONAL REPORTS

AMSTERDAM

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1. SOCIO DEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the Amsterdam subsample involves 389 respondents. 123 agreed to participate in the diary study.

Table 1: Socio-demographic data – Survey and Diary

	Survey		Diary	
	count	%	count	%
Gender				
Male	188	48,3%	66	53,7%
Female	195	50,1%	55	44,7%
Age				
Under 30	165	42,4%	49	39,8%
30 to 49	192	49,3%	68	55,3%
50 and over	31	8,0%	6	4,9%
Level of education				
Primary School and less	78	20,1%	21	17%
Secondary education	195	50,1%	65	52,9%
Higher education	102	26,2%	31	25,3%
Other	10	2,6%	2	1,6%
Working status				
Full time	161	41,4%	60	48,8%
Part time	44	11,3%	14	11,4%
Study	80	20,6%	18	14,6%
Unemployed	34	8,7%	8	6,5%
Retired	7	1,8%	3	2,4%
Household	44	11,3%	11	8,9%
other	19	4,9%	9	7,3%
Country of birth				
Morocco	214	55,0%	81	65,9%
Netherlands	141	36,2%	41	33,3%
Iraq	15	3,9%	0	0,0%
Middle East	16	4,1%	0	0,0%
Other	3	0,8%	1	0,8%
Religious affiliation				
Islam	388	99,7%	123	100,0%
Sunni	368	94,6%	112	91,1%
Languages at home				
Only Dutch	14	3,6%	3,0	2,4%
Dutch and Arabic	266	68,4%	83	67,5%
Only Arabic	84	21,6%	36	29,3%
other	25	6,4%	1,0	0,8%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to measure for how long they watched, we have identified the 'contact' point as our main indicator.

Table 2.1: Arabic Channels being watched

The following channels are watched by the Dutch diary sample.

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2.2: Dutch channels being watched

Public Service	Commercial
Netherlands 1	RTL 4
Netherlands 2	RTL 5
Netherlands 3	RTL 7 RTL 8 Net 5 SBS 6 Veronica

We computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2.3) shows the average proportion for each genre. This calculation does not, however, reflect how many respondents have watched a certain channel. Particular channel profiles for Arabic channels are listed in chapter II

Table 2.3: Genre Profiles of Dutch channels

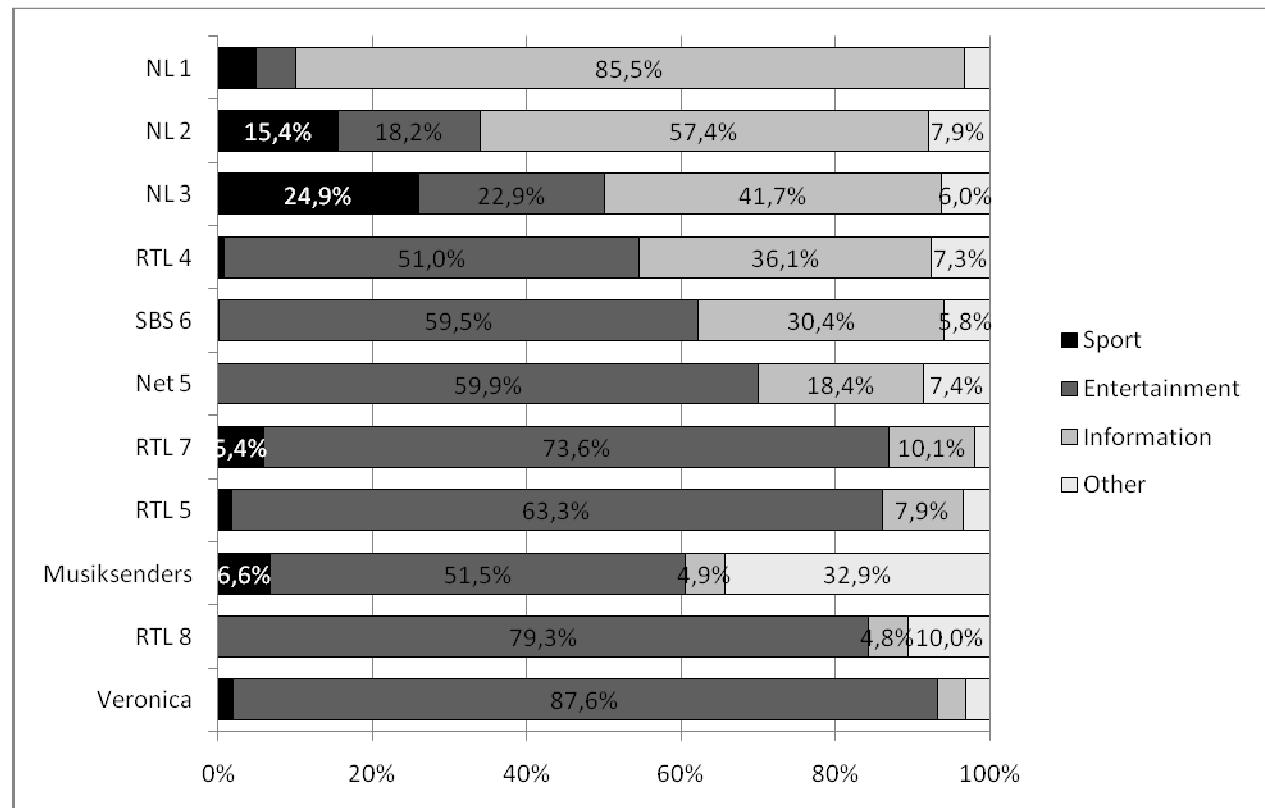
Dutch Channels	Sport	Entertain-ment	News	Movies	Documentary	Other
NL 1	4,9%	4,6%	75,8%	0,5%	9,8%	3,3%
NL 2	15,4%	12,3%	40,4%	5,8%	17,0%	7,9%
NL 3	24,9%	18,4%	34,7%	4,6%	6,9%	6,0%
RTL 4	0,9%	30,9%	32,6%	20,2%	3,5%	7,3%
SBS 6	0,2%	16,8%	14,6%	42,6%	15,8%	5,8%
Net 5	0,0%	24,4%	7,6%	35,4%	10,8%	7,4%
RTL 7	5,4%	22,1%	6,5%	51,6%	3,6%	1,8%
RTL 5	1,3%	42,2%	6,3%	21,1%	1,6%	2,6%
Musiksenders	6,6%	48,8%	2,6%	2,6%	2,3%	32,9%
RTL 8	0,0%	22,9%	1,1%	56,4%	3,7%	10,0%
Veronica	1,9%	11,5%	0,0%	76,1%	3,6%	3,0%

Subsuming the genres 'entertainment' and 'movies' under the label 'entertainment' and the genres 'news' and 'documentary' under the label 'information,' reveals the following profile:

Entertainment channels: RTL 4, SBS6, Net 5, RTL 7, RTL 5, Musiksenders, RTL 8, Veronica

Information channels: NL1, NL 2

General program: NL 3

Chart 2.1: Genre profile of Dutch channels


3. VIEWING PROFILE OF AMSTERDAM RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3.1: How many respondents watch which genre?

Amsterdam sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	123	100,0%	109	90,1%	4	3,3%	8	6,6%
News	117	96,7%	83	70,9%	20	17,1%	14	12,0%
Entertainment	108	89,3%	72	66,7%	13	12,0%	23	21,3%
Movies	111	91,7%	71	64,0%	17	15,3%	23	20,7%
Documentary	96	79,3%	48	50,0%	24	25,0%	24	50,0%
Sport	71	57,7%	34	49,3%	14	20,3%	21	30,4%

About 90% of the Amsterdam respondents watch Arabic and local Dutch TV channels. A closer look at the genres they watch, however, reveals interesting differences. When watching sport or documentary, only 50% switch between Arabic and Dutch channels, 20% respectively 25% watch only local Dutch channels and 30% respectively 50% watch only Arabic channels.

Entertainment and movies are watched in Arabic and Dutch channels by about two third of the audience while about 20% view these genres only in Arabic channels.

News is the genre where 71% watch Arabic and Dutch programs. Only 12% rely only on Arabic news, 17% only in Dutch news. The majority seeks information from Arabic and Dutch sources.

Table 3.2: Profile by gender

Gender	count	%	sig * Cramer V	local and Arabic channels		only local channels		only Arabic channels		sig* Cramer V	
				count	%	count	%	count	%		
All genres (123)	male	66	100%		59	89,9%	2	3,0%	5	7,6%	X
	female	55	100%		50	90,0%	2	3,6%	3	5,5%	
News (117/97%)	male	65	98,5%	X	54	83,1%	5	7,7%	6	9,2%	sig. 0,314
	female	52	94,5%		29	55,8%	15	28,8%	8	15,4%	
Entertain-ment (108/89%)	male	60	90,9%	ns	37	61,7%	7	11,7%	16	26,7%	n.s.
	female	48	87,3%		35	72,9%	6	12,5%	7	14,6%	
Movies (111/92%)	male	59	89,4%	ns	37	62,7%	10	16,9%	12	20,3%	n.s.
	female	52	94,5%		34	65,4%	7	13,5%	11	21,2%	
Documen-tary	male	57	86,4%	sig. 0,190	32	56,1%	13	22,8%	12	21,1%	n.s.
	female	39	70,9%		16	41,0%	11	28,2%	12	30,8%	

(96/79%)											
Sport (71/58%)	male	56	84,2%	sig. 0,616	31	55,4%	11	19,6%	14	25,0%	X
	female	13	23,4%		3	23,1%	3	23,1%	7	53,8%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

There are clear gender distinctions on two levels: Sport is a domain of predominantly male respondents: 84% of male but only 23% of female respondents watch sport programs. The genre 'documentary' reveals a similar profile: significantly more men than women watch documentary programs.

However, what is interesting is that there is a significant difference between men and women when comparing the channel mix for news: men tend to use both sources – Arabic and Dutch news programs. Of the female respondents about 30% watch only Dutch news programs and 15% choose only Arabic programs.

Table 3.3: Profile by place of birth

Place of birth		count	%	sig * Cramér V	local and Arabic channels		only local channels		only Arabic channels		sig* Cramér V
					count	%	count	%	count	%	
All genres (123)	Netherlands	41	100%		38	92,7%	3	7,3%	0	0,0%	X
	Morocco	81	100%		72	88,9%	1	1,2%	8	6,5%	
News (117/97%)	Netherlands	38	92,7%	ns	26	68,4%	10	26,3%	2	5,3%	n.s.
	Morocco	80	98,8%		57	71,3%	10	12,5%	13	16,3%	
Entertainment (108/89%)	Netherlands	37	90,2%	X	27	73,0%	7	18,9%	3	8,1%	sig. 0,269
	Morocco	72	88,9%		47	65,3%	5	6,9%	20	27,8%	
Movies (111/92%)	Netherlands	39	95,1%	X	29	74,4%	8	20,5%	2	5,1%	sig. 0,283
	Morocco	73	90,1%		43	58,9%	9	12,3%	21	28,8%	
Documentary (96/79%)	Netherlands	30	73,2%	ns	12	40,0%	14	46,7%	4	13,3%	sig. 0,326
	Morocco	66	81,5%		35	53,0%	11	16,7%	20	30,3%	
Sport (71/58%)	Netherlands	17	41,5%	sig. 0,229	8	47,1%	5	29,4%	4	23,5%	n.s.
	Morocco	53	65,4%		26	49,1%	9	17,0%	18	34,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The place of birth has a strong effect on the composition of Arabic and Dutch channels.

Those born in the Netherlands watch significantly more programs only in Dutch while those born in Morocco watch significantly more channels only in Arabic. The genres news and sport show no statistically significant differences in the channel composition between those born in the Netherlands and those born in Morocco. We find the same pattern on a descriptive level.

Again, there is a significant difference for sport: Only 42% of those, born in the Netherlands but 65% of those born in Morocco watch sport.

Table 3.4: Profile by age group

Age group		count	%	sig * Cram er V	local and Arabic channels		only local channels		only Arabic channels		sig* Crame r V
					count	%	count	%	count	%	
All genres (123)	under 30	49	100%		46	93,9%	3	6,1%	0	0,0%	X
	30 and over	74	100%		65	87,8%	1	1,3%	5	6,7%	
News (117/97%)	under 30	45	91,8%	X	33	73,3%	9	20,0%	3	6,7%	n.s.
	30 and over	74	100%		51	68,9%	11	14,9%	12	16,2%	
Entertain- ment (108/89%)	under 30	43	87,8%	n.s.	31	72,1%	8	18,6%	4	9,3%	sig. 0,262
	30 and over	67	90,5%		43	64,2%	5	7,5%	19	28,4%	
Movies (111/92%)	under 30	47	95,9%	X	34	72,3%	11	23,4%	2	4,3%	sig. 0,361
	30 and over	66	89,2%		39	59,1%	6	9,1%	21	31,8%	
Documen- tary (96/79%)	under 30	37	75,7%	n.s.	18	48,6%	15	40,5%	4	10,8%	sig. 0,317
	30 and over	60	81,1%		30	50,0%	10	16,7%	20	33,3%	
Sport (71/58%)	under 30	23	46,9%	sig. 0,178	13	56,5%	6	26,1%	4	17,4%	n.s.
	30 and over	48	64,9%		22	45,8%	8	16,7%	18	37,5%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Like the place of birth, age has a strong effect on the proportion of Arabic and Dutch channels. The younger cohort tends to watch significantly more programs only in Dutch while respondents in the age of 30 and older watch significantly more only Arabic channels. The genre 'sport' reveals no statistically significant difference in the channel proportion when comparing the younger and the older group. We find the same pattern on a descriptive level. News shows the same trend, however, in a weaker form.

Table 3.5: Profile by education

Level of education		count	%	sig * Cram er V	local-and- Arabic channels		only local channels		only Arabic channels		sig* Crame r V
					count	%	count	%	count	%	
All genres (123)	primary	21	100%		19	90,5%	0	0,0%	2	9,5%	X
	second.	65	100%		58	89,2%	4	6,2%	3	4,6%	
	higher	30	100%		30	96,8%	0	0,0%	1	3,2%	
News (117/97%)	primary	21	100%	X	17	81,0%	1	4,8%	3	14,3%	X
	second.	62	95,4%		44	71,0%	12	19,4%	6	9,7%	
	higher	30	96,8%		21	70,0%	6	20,0%	3	10,0%	
Entertain- ment (108/89%)	primary	20	95,2%	X	11	55,0%	1	5,0%	8	40,0%	X
	second.	56	86,2%		38	67,9%	9	16,1%	9	16,1%	
	higher	30	96,8%		23	76,7%	3	10,0%	4	13,3%	
Movies (111/92%)	primary	20	95,2%	X	13	65,0%	3	15,0%	4	20,0%	X
	second.	58	89,2%		39	67,2%	8	13,8%	11	19,0%	
	higher	29	93,5%		18	62,1%	6	20,7%	5	17,2%	
Documen- tary (96/79%)	primary	15	71,4%	n.s.	5	33,3%	4	26,7%	6	40,0%	X
	second.	53	81,5%		28	52,8%	16	30,2%	9	17,0%	
	higher	23	74,2%		14	60,9%	4	17,4%	5	21,7%	
Sport (71/58%)	primary	15	71,4%	n.s.	9	60,0%	2	13,3%	4	26,7%	X
	second.	32	49,2%		15	46,9%	6	18,8%	11	34,4%	
	higher	20	64,5%		11	55,0%	4	20,0%	5	25,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The level of education seems not to have any influence on the preference for a special genre or on the proportion of Dutch and Arabic channels.

The tables above tell us how many respondents watch which genre in which channel. They do not say anything about the amount of contacts which means how many programs of each genre they watch.

3.2 How much do they watch: average number of contacts

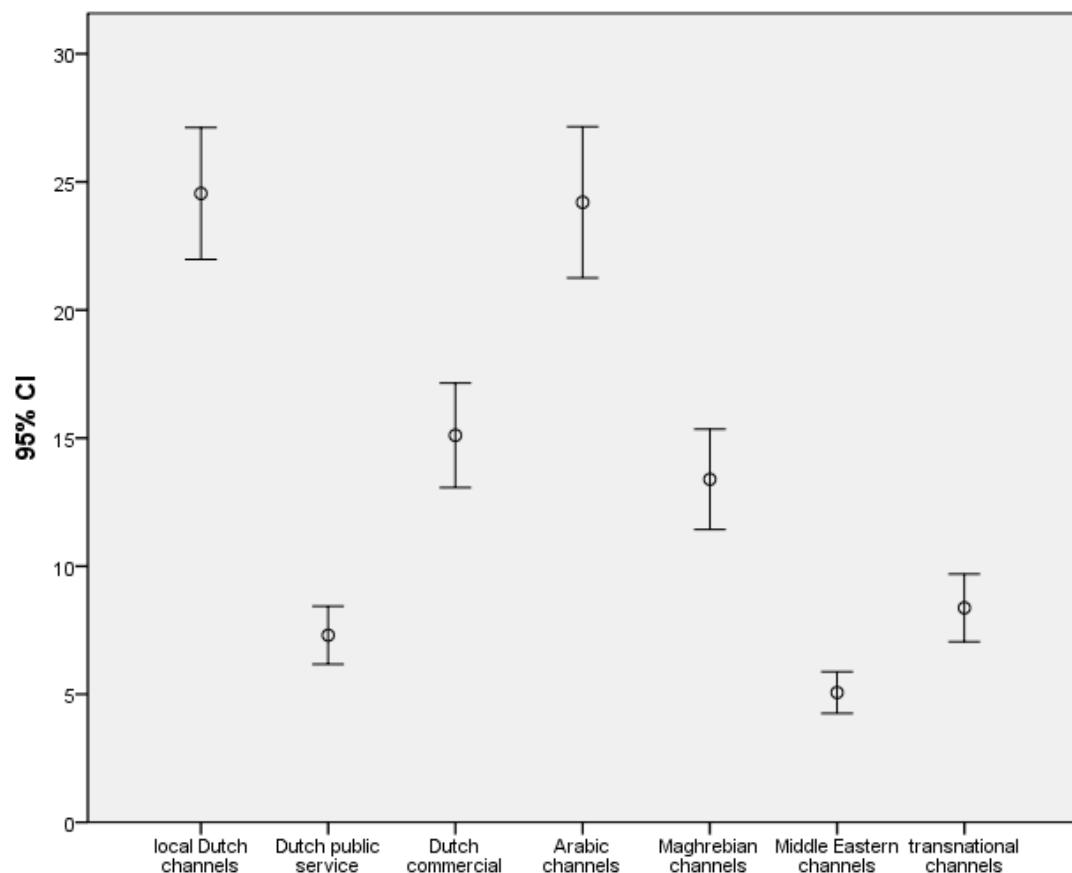
As mentioned above, a 'contact' indicates that a respondent has identified the channel and the genre they watch at a specific time (within the one-hour cell in the diary form). For each channel, they have identified this contact - once per hour. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels respectively in the groups of channels. Furthermore, we assume that when they have indicated the genre per channel they considered this as the main genre within that hour.

In the analysis of these 'contacts' (per hour) we compare local EU channels and Arabic channels. In a second step, we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between Dutch commercial and public service channels.

We have computed the average by looking at only those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local Dutch channels, this respondent is, in consequence, excluded from the computation of the average number of contacts for local Dutch channels.)

If a cell is bold, there is a significant difference between the category means (level of significance $\alpha = 0,05$).

Chart 3.1: All genres: Average number of contacts and confidence intervals



A first look reveals that the average amount of contacts with Dutch and Arabic channels is nearly identical.

However, when comparing commercial and public service, our data show that commercial channels are absolutely preferred. In the group of the Arabic channels the Maghrebian channels are watched most.

Table 3.6: All Genres by place of birth, gender, level of education and age group

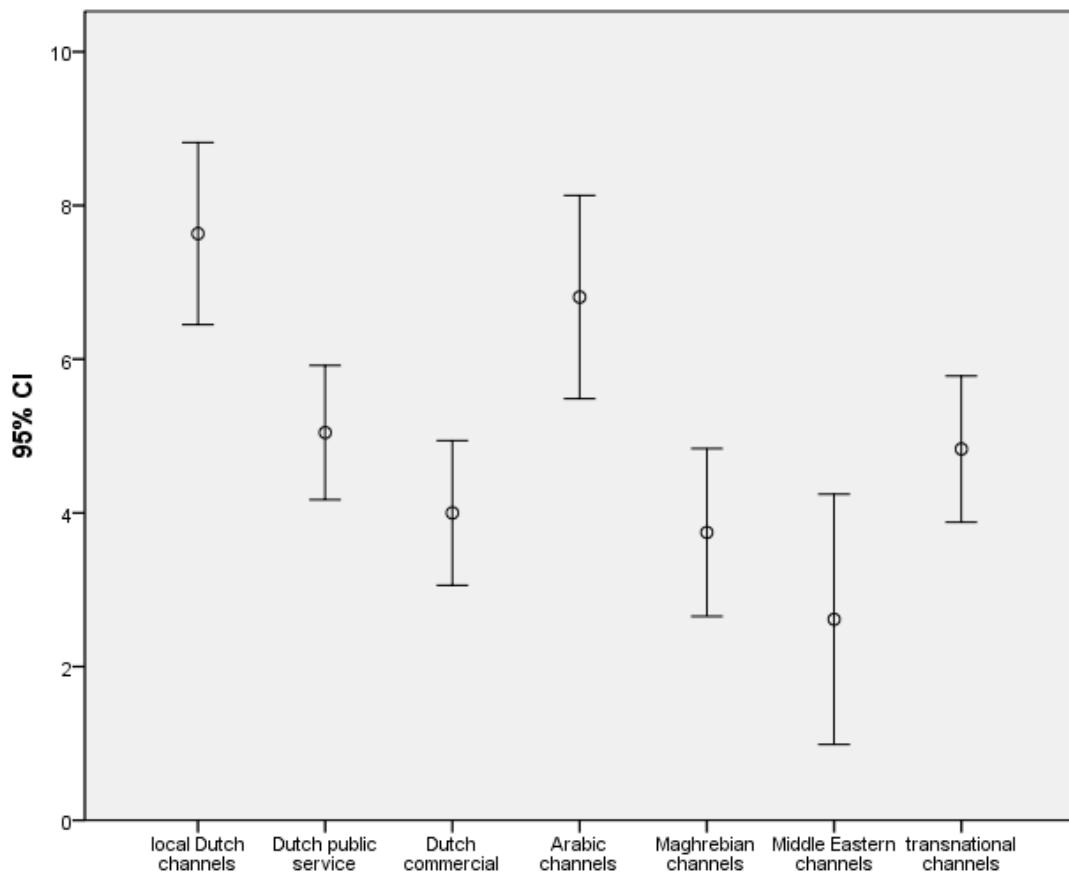
			Place of birth		Gender		Level of education			Age group	
			NL	Morocco	male	female	prim and less	secon- dary	higher	under 30	30 and over
local Dutch Channels	115	24,55	27,66	22,81	26,77	22,17	19,11	26,74	25,57	27,16	22,61
Dutch public service	102	7,30	5,50	8,37	9,30	4,48	7,38	6,75	8,81	6,29	8,11
Dutch commercial	112	15,11	20,41	12,04	14,10	16,27	9,53	18,34	13,53	19,39	11,78
Arabic Channels	119	24,20	16,42	27,90	25,72	22,08	26,10	23,03	24,58	17,13	28,66
Maghrebian channels	115	13,39	10,06	14,91	14,63	11,50	11,86	12,95	15,07	10,11	15,42
Middle Eastern channels	73	5,07	3,79	5,51	5,24	5,00	6,46	4,55	5,35	3,32	5,98
Trans-national channels	105	8,37	5,27	9,51	8,20	8,64	9,75	7,83	8,35	5,56	10,03

The bold cells mark significant differences - level of significance $\alpha=0,05$

Comparing the amount of time spent watching Arabic and Dutch channels, it is, again, place of birth and age group that make a difference. The younger group, born in the Netherlands, has significantly more contacts with local Dutch channels than the older ones and those born in Morocco. This group prefers Arabic channels, especially Maghrebian channels, i.e. the channels of the country of their origin.

It is also interesting to note that men have significantly more contacts to Dutch public service channels than women.

Chart 3.2: News: Average number of contacts and confidence intervals



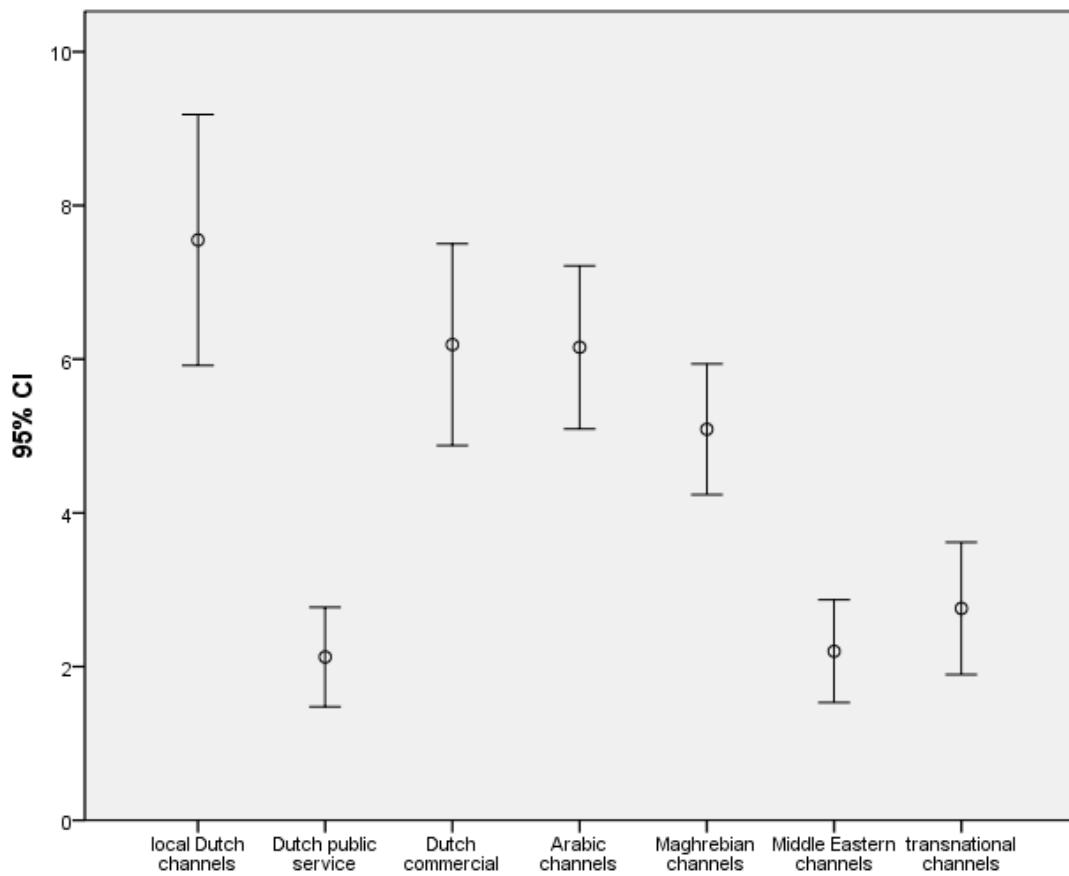
The chart shows a typical pattern for news: slightly more contacts are assigned to public service than to commercial channels. Furthermore, transnational Arabic channels are the number one in the groups of Arabic channels.

Table 3.7: News by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			NL	Morocco	male	female	prim and less	secondary	higher	under 30	30 and over
local Dutch Channels	104	7,63	6,39	8,28	8,86	6,07	6,67	7,89	8,00	6,86	8,16
Dutch public service	88	5,05	3,75	5,76	6,09	3,20	4,80	5,11	5,33	4,35	5,55
Dutch commercial	60	4,00	3,46	4,43	4,04	4,03	2,86	4,03	4,62	3,21	4,69
Arabic Channels	99	6,81	3,61	8,09	7,98	5,19	9,00	5,68	7,00	3,53	8,68
Maghrebian channels	63	3,75	2,73	4,06	4,22	2,86	3,88	2,93	4,33	2,68	4,20
Middle Eastern channels	13	2,62	1,25	3,22	3,86	1,17	5,50	2,20	2,20	1,00	3,10
Trans-national channels	83	4,83	2,75	5,47	5,21	4,36	6,29	4,55	4,38	2,81	5,75

Cells marked in bold show significant differences - level of significance $\alpha=0,05$

Chart 3.3: Entertainment: Average number of contacts and confidence intervals



Entertainment is mostly watched on Dutch commercial channels. The average contacts with Dutch public service channels and with transnational Arabic channel is rather low in this category.

Table 3.8: Entertainment by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			NL	Morocco	male	female	prim and less	secondary	higher	under 30	30 and over
local Dutch Channels	87	7,55	10,21	5,94	6,16	9,00	6,17	8,62	6,69	9,33	6,10
Dutch public service	32	2,13	2,55	1,90	1,69	2,57	2,75	2,35	1,55	2,43	1,89
Dutch commercial	79	6,19	9,44	4,04	5,18	7,24	4,30	7,41	5,04	8,89	4,05
Arabic Channels	97	6,15	6,10	6,18	5,13	7,36	5,47	5,96	6,70	5,40	6,58
Maghrebian channels	90	5,09	4,63	5,29	4,55	5,67	3,94	5,33	5,36	4,19	5,56
Middle Eastern channels	15	2,20	2,14	2,25	1,57	2,75	3,00	2,29	1,60	2,17	2,22
Trans-national channels	33	2,76	3,20	2,57	2,13	3,56	2,44	2,15	4,13	2,54	2,90

Cells in bold mark significant differences - level of significance $\alpha=0,05$

Chart 3.4: Movies: Average number of contacts and confidence intervals

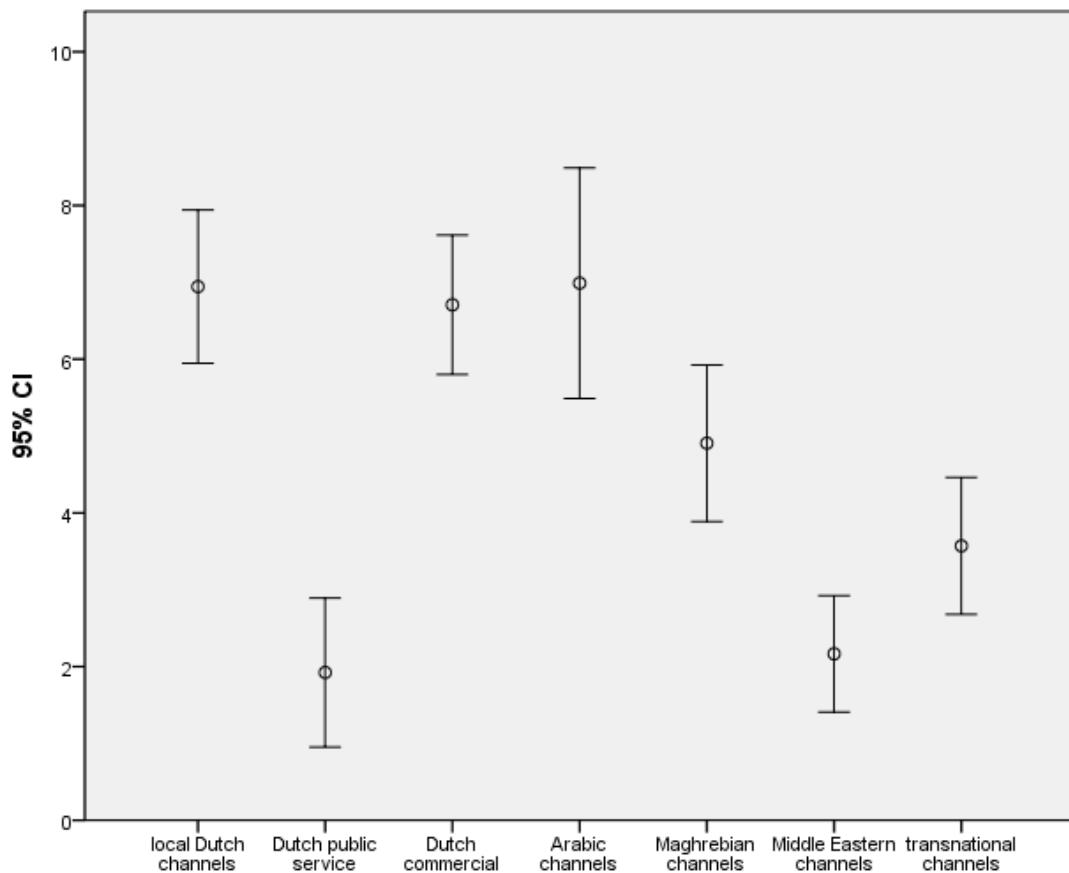
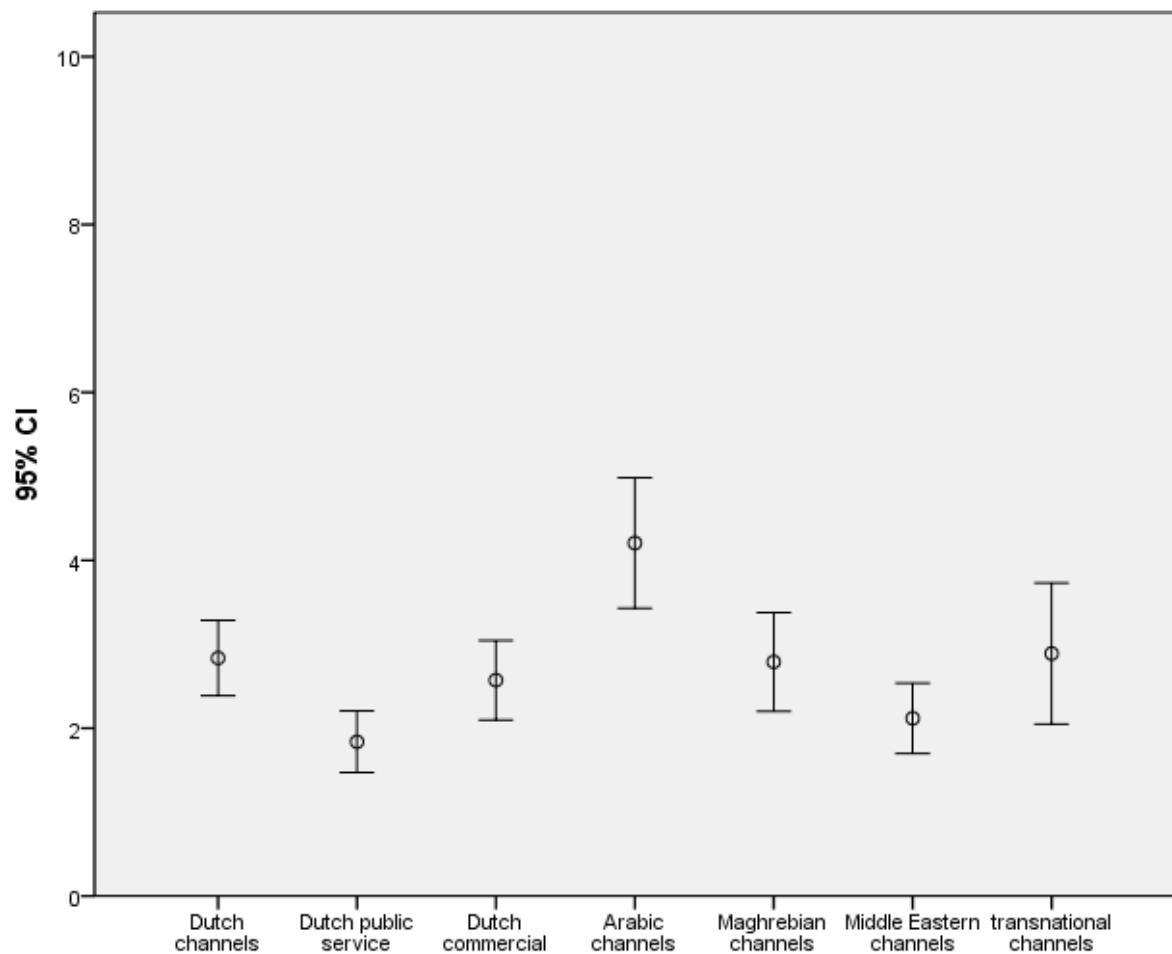


Table 3.9: Movies by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			NL	Morocco	male	female	prim and less	secondary	higher	under 30	30 and over
local Dutch Channels	90	6,94	8,14	6,13	7,51	6,49	5,38	7,34	7,83	7,93	5,96
Dutch public service	13	1,92	1,00	2,71	1,89	2,00	2,00	1,50	2,75	1,57	2,33
Dutch commercial	89	6,71	7,92	5,86	7,11	6,43	5,53	7,04	7,38	7,64	5,75
Arabic Channels	96	6,99	5,61	7,75	5,65	8,22	7,82	7,06	7,04	6,64	7,20
Maghrebian channels	86	4,91	4,44	5,10	4,64	5,08	4,38	4,93	6,00	4,77	4,98
Middle Eastern channels	12	2,17	3,00	2,00	2,00	2,60	1,00	2,11	3,00	2,00	2,29
Trans-national channels	49	3,57	3,54	3,66	2,30	4,75	4,89	3,70	3,08	3,59	3,56

Cells in bold mark significant differences - level of significance $\alpha=0,05$

Chart 3.5: Documentary: Average number of contacts and confidence intervals



The average amount of contacts is considerably lower in the genre 'documentary'. Documentaries are not watched as much as the other genres. Documentary is the only genre, where Arabic channels are watched significantly more than Dutch channels.

Table 3.10: Documentary by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			NL	Morocco	male	female	prim and less	secondary	higher	under 30	30 and over
local Dutch Channels	73	2,84	2,81	2,87	3,13	2,41	2,11	3,05	2,83	2,64	3,00
Dutch public service	31	1,84	2,00	1,81	1,94	1,77	1,50	1,88	2,00	1,77	1,89
Dutch commercial	42	2,57	2,61	2,59	2,92	2,00	1,88	2,82	2,43	2,61	2,54
Arabic Channels	68	4,21	4,07	4,17	4,14	4,33	2,90	4,26	4,61	3,50	4,50
Maghrebian channels	38	2,79	3,13	2,70	3,23	1,83	1,60	2,59	4,00	2,82	2,78
Middle Eastern channels	34	2,12	2,86	1,92	1,95	2,33	1,60	2,22	2,44	2,63	1,96
Trans-national channels	36	2,89	2,00	3,04	2,46	3,75	2,60	2,58	3,56	2,00	3,19

Cells in bold mark significant differences - level of significance $\alpha=0,05$

4. VIEWING PROFILE OF AMSTERDAM RESPONDENTS: BREAK-DOWN BY SINGLE CHANNELS

4.1 Channel frequencies

Table 4.1: How many respondents watch which channels?

Dutch channels			Arabic channels		
	count	percent		count	percent
NL 1	81	65,9%	2M Maroc	107	87,0%
SBS 6	77	62,6%	Al Jazeera	91	74,0%
RTL 4	69	56,1%	RTM	75	61,0%
RTL 5	63	51,2%	MBC	64	52,0%
Net 5	62	50,4%	Iqraa TV	62	50,4%
NL 3	60	48,8%	Al Maghrabiyya	52	42,3%
Veronica	59	48,0%	Arryadia	34	27,6%
NL 2	54	43,9%	Al rabia	25	20,3%
Musiksenders	38	30,9%	Al-Assadissa	23	18,7%
RTL 7	37	30,1%	Dubai TV	21	17,1%
RTL 8	31	25,2%	BBC Arabic	17	13,8%
Local other	76	61,8%	Alsharqiya TV	10	8,1%
			Saudi Arabian	10	8,1%
			Qatar TV	6	4,9%
			Canal Algerie	6	4,9%
			Al Arabiya	5	4,1%
			Jordan	4	3,3%
			Nile TV	4	3,3%
			Al Manar	1	0,8%
			Arabic other	28	22,8%

In bold: Dutch public service channels

A ranking of channels shows that 2M Maroc is the channel with the largest audience in our sample (87%), followed by Al Jazeera (74%), NL1 (66%) and RTM (61%).

In the following analysis, we focus only on those channels which are watched by at least 50% of the respondents.

Table 4.2: How many respondents watch what genre in which channel?

	All genres		Sport		Entertainment		News		Movies		Documentary		other	
		%		%		%		%		%		%		%
Dutch: Public service														
NL 1	81	65,9%	14	11,4%	10	8,1%	71	57,7%	2	1,6%	13	10,6%	7	5,7%
NL 2	54	43,9%	10	8,1%	9	7,3%	30	24,4%	6	4,9%	14	11,4%	8	6,5%
NL 3	60	48,8%	22	17,9%	19	15,4%	29	23,6%	6	4,9%	8	6,5%	8	6,5%
Dutch: Commercial														
RTL 4	69	56,1%	3	2,4%	35	28,5%	37	30,1%	20	16,3%	5	4,1%	13	10,6%
RTL 5	63	51,2%	2	1,6%	33	26,8%	5	4,1%	22	17,9%	1	0,8%	4	3,3%
Net 5	62	50,4%	0	0,0%	23	18,7%	7	5,7%	29	23,6%	7	5,7%	6	4,9%
SBS 6	77	62,6%	1	0,8%	29	23,6%	21	17,1%	48	39,0%	26	21,1%	9	7,3%
Veronica	59	48,0%	2	1,6%	13	10,6%	0	0,0%	51	41,5%	5	4,1%	3	2,4%
Local other	76	61,8%	23	18,7%	16	13,0%	39	31,7%	3	2,4%	24	19,5%	15	12,2%
Arabic national: Maghrebian channels (Marocco)														
RTM	75	61,0%	12	9,8%	37	30,1%	33	26,8%	36	29,3%	11	8,9%	16	13,0%
2M Maroc	10 7	87,0%	12	9,8%	78	63,4%	42	34,1%	69	56,1%	23	18,7%	25	20,3%
Al Maghra-biyya	52	42,3%	8	6,5%	19	15,4%	14	11,4%	20	16,3%	15	12,2%	6	4,9%
Arabic national: Middle Eastern channels														
Iqraa TV	62	50,4%			6	4,9%	7	5,7%	5	4,1%	26	21,1%	48	39,0%
Arabic transnational channels														
Al Jazeera	91	74,0%	5	4,1%	6	4,9%	79	64,2%	9	7,3%	24	19,5%	14	11,4%
MBC	64	52,0%	3	2,4%	28	22,8%	10	8,1%	40	32,5%	13	10,6%	10	8,1%

If the respondents watch news, they choose NL1 and Al Jazeera.

The first destination for entertainment and movies is 2M Maroc. Other channels where they watch entertainment and movies are the Dutch commercial channels and MBC.

Table 4.3: All genres by place of birth, gender, level of education and age group

	Amsterdam Sample	Place of birth		Gender		Level of education		Age group			
		NL	Mgghreb (only Morocco)	male	female	prim and less	second- ary	higher	under 30		
Dutch: Public service channels											
NL 1	81	65,9 %	68,3%	64,2%	83,3 %	47,3 %	76,2%	63,1%	74,2%	67,3%	67,6%
NL 2	54	43,9 %	43,9%	43,2%	56,1 %	29,1 %	42,9%	46,2%	45,2%	36,7%	50,0%
NL 3	60	48,8 %	48,8%	48,1%	54,5%	40,0%	28,6%	52,3%	58,1%	53,1%	50,0%
Dutch: Commercial channels											
RTL 4	69	56,1 %	75,6 %	45,7 %	42,4 %	70,9 %	38,1%	63,1%	58,1%	75,5 %	44,1 %
RTL 5	63	51,2 %	58,5%	46,9%	50,0%	50,9%	38,1%	60,0%	48,4%	57,1%	48,5%
Net 5	62	50,4 %	70,7 %	39,5 %	54,5%	47,3%	47,6%	53,8%	51,6%	69,4 %	36,8 %
SBS 6	77	62,6 %	61,0%	63,0%	69,7%	56,4%	71,4%	67,7%	51,6%	69,4%	58,8%
Veronica	59	48,0 %	63,4 %	39,5 %	50,0%	45,5%	42,9%	49,2%	54,8%	63,3 %	36,8 %
Local other	76	61,8 %	53,7%	65,4%	72,7 %	49,1 %	57,1%	66,2%	64,5%	53,1%	69,1%
Arabic national: Maghrebian channels											
RTM	75	61,0 %	43,9 %	70,4 %	68,2 %	50,9 %	52,4%	64,6%	58,1%	51,0 %	67,6 %
2M Maroc	107	87,0 %	78,0 %	92,6 %	84,8%	89,1%	100%	84,6%	83,9%	81,6%	89,7%
Al Maghrabiyya	52	42,3 %	41,5%	43,2%	47,0%	34,5%	61,9%	40,0%	29,0%	38,8%	42,6%
Arabic national: Middle Eastern channels											
Iqraa TV	62	50,4 %	39,0%	55,6%	54,5%	45,5%	57,1%	47,7%	48,4%	40,8%	54,4%
Arabic transnational channels											
Al Jazeera	91	74,0 %	63,4%	79,0%	86,4 %	60,0 %	81,0%	67,7%	77,4%	61,2 %	80,9 %
MBC	64	52,0 %	41,5%	56,8%	50,0%	52,7%	57,1%	47,7%	58,1%	44,9%	55,9%

Cells in bold mark significant differences - level of significance $\alpha=0,05$

When comparing the audience of each channel, it seems that there is no significant influence of the level of education when choosing a channel. However, there are slight (non significant) variations across channels and levels of education.

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NL 1, NL 2, RTL 4, RTM and Al Jazeera show a gender bias. The news channels NL 1, NL 2 and Al Jazeera have a male dominated audience. The Dutch entertainment channel RTL 4 is watched by significantly more women than men while the Arabic channel RTM is watched by more men.

The place of birth seems to have an effect on the audience of RTL 4, Net 5, Veronica, RTM and 2M Maroc: the Dutch channels are preferred by those born in the Netherlands, the Arabic by those born in Morocco.

Age plays a role among the audience of RTL 4, Net 5, Veronica, RTM and Al Jazeera: the Dutch channels are preferred by younger respondents, while RTM and Al Jazeera have a an elder audience by trend.

4.2 Contacts by genres, place of birth, gender, education and age

Table 4.4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
Dutch: Public service										
NL 1	81	5,17	10	2,30	71	4,66	2	1,00	13	1,62
NL 2	54	2,65	9	1,22	30	2,00	6	2,00	14	1,71
NL 3	60	3,05	19	1,79	29	1,83	6	1,83	8	1,50
Dutch: Commercial										
RTL 4	69	5,25	35	2,89	37	3,92	20	3,15	5	1,60
RTL 5	63	3,22	33	2,94	5	5,60	22	1,77	1	1,00
Net 5	62	3,23	23	2,83	7	1,29	29	2,55	7	1,43
SBS 6	77	4,78	29	2,66	21	2,43	48	3,04	26	2,23
Veronica	59	4,10	13	2,38	0	.	51	3,61	5	1,40
Local other	76	5,08	16	6,25	39	2,82	3	1,00	24	2,29
Arabic national: Maghrebian channels (Morocco)										
RTM	75	4,24	37	1,89	33	3,00	36	2,28	11	1,18
2M Maroc	107	7,90	78	4,36	42	2,48	69	3,75	23	2,35
Al Maghrabiyya	52	2,83	19	1,37	14	1,71	20	2,65	15	1,73
Arabic national: Middle Eastern channels										
Iqraa TV	62	4,40	6	2,33	7	3,14	5	1,00	26	2,04
Arabic transnational										
Al Jazeera	91	5,67	6	2,00	79	4,65	9	1,56	24	3,00
MBC	64	4,94	28	2,64	10	1,90	40	3,93	13	1,23

Table 4.4 provides an overview of the average number of contacts by genre. 2M Maroc reveals the most contacts. Most of the Amsterdam respondents watch this channel and they watch it more often than other channels. The average number of contacts with 2M Maroc is significantly higher than the average number of contacts with all other channels.

Second is Al Jazeera with an average of 5,67 contacts followed by RTL 5 and NL 1. In the group of the Dutch public service channels, the average number of contacts with NL1 is significantly higher than with NL2 and NL3.

Table 4.5: Average number of contacts by place of birth, gender, level of education and age group

			place of birth		gender		level of education			Age group	
	n	mean	NL	Morocco	male	female	Prim and less	Second- ary	higher	Under 30	30 and over
Dutch: Public service											
NL 1	81	5,17	4,21	5,73	6,15	3,12	4,81	4,93	5,87	4,88	5,38
NL 2	54	2,65	1,89	3,09	2,76	2,50	2,89	2,40	3,14	2,00	2,97
NL 3	60	3,05	2,85	3,10	3,28	2,64	2,50	3,06	3,28	3,31	2,85
Dutch: Commercial											
RTL 4	69	5,25	5,39	5,19	4,18	6,03	4,50	5,66	5,00	4,97	5,56
RTL 5	63	3,22	3,96	2,82	3,03	3,36	2,63	3,64	2,53	3,61	2,91
Net 5	62	3,23	3,90	2,66	2,14	4,73	1,30	4,11	2,63	3,85	2,46
SBS 6	77	4,78	5,76	4,33	5,02	4,42	3,80	5,07	5,13	4,97	4,63
Veronica	59	4,10	4,77	3,63	4,21	4,00	2,78	3,91	5,18	4,45	3,71
Local other	76	5,08	4,00	5,57	5,35	4,74	5,33	4,60	6,15	3,77	5,76
Arabic national: Maghrebian channels (Morocco)											
RTM	75	4,24	3,00	4,63	4,62	3,36	3,45	3,74	5,17	2,52	5,10
2M Maroc	10 7	7,90	7,31	8,15	7,66	8,04	6,52	7,82	9,35	6,78	8,57
Al Maghra- biyya	52	2,83	1,76	3,34	2,81	2,89	2,69	2,50	3,33	2,58	2,97
Arabic national: Middle Eastern channels											
Iqraa TV	62	4,40	2,81	4,96	4,56	4,20	6,08	3,84	4,00	2,85	5,14
Arabic transnational											
Al Jazeera	91	5,67	2,85	6,80	5,91	5,36	6,88	5,39	5,04	3,10	6,93
MBC	64	4,94	4,59	5,11	3,24	6,76	6,17	4,81	4,56	5,32	4,74

Level of significant $\alpha=0,05$

Cells in bold mark significant differences. Those born on Morocco prefer NL 2, Al Maghraibyya and Al Jazeera. Women watch more often than men Net 5 and MBC, while men watch more often NL 1 than women. And at last there are age effects for RTM, Iqraa and Al Jazeera.

BERLIN

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5. Main results

1. SOCIO DEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the Berlin subsample involves 415 respondents, 150 of these have agreed to participate in the diary study.

Table 1: Socio demographic data – Survey and Diary

	Survey		Diary	
	count	percent	count	percent
Gender				
Male	198	47,7%	71	47,3%
Female	217	52,3%	79	52,7%
Age				
Under 30	214	51,6%	71	47,3%
30 to 49	148	35,7%	62	41,3%
50 and over	53	12,8%	17	11,3%
Level of education				
Primary School and less	38	9,2%	39	26,0%
Secondary education	177	42,6%	47	31,3%
Higher education	179	43,1%	52	34,7%
Other	21	5,1%	12	8,0%
Working status				
Full time	86	20,7%	22	14,7%
Part time	55	13,3%	31	20,7%
Study	82	19,8%	20	13,4%
Unemployed	50	12,0%	15	10,0%
Retired	22	5,3%	9	6,0%
Household	67	16,1%	32	21,3%
other	53	12,8%	21	16,0%
Country of birth				
Germany	169	40,7%	51	34,0%
Lebanon	69	16,6%	40	26,7%
Syria	35	8,4%	6	4,0%
Morocco	22	5,3%	8	5,3%
Tunisia	22	5,3%	12	8,0%
Iraq	19	4,6%	9	6,0%
Algeria	17	4,1%	9	6,0%
Libya	6	1,4%		
Egypt	6	1,4%		
Yemen	6	1,4%		
Saudi Arabia	3	,7%		
Gulf States	1	,2%		

Other	40	9,6%	13	8,7%
Religious affiliation				
Islam	392	94,5%	149	99,3%
Sunni	291	70,1%	93	62,0%
Shia	98	23,6%	55	36,7%
other	3	0,7%	1	0,7%
Christian	7	1,7%	1	0,7%
Other religion	1	0,2%		
Not religious	15	3,6%		
Languages at home				
Only German	25	6,0%	8	5,3%
German and Arabic	211	50,8%	63	42,0%
Only Arabic	167	40,2%	79	52,7%
other	12	2,4%	0	0,0%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to measure for how long they watched, we have identified the 'contact' point as our main indicator.

Table 2.1: Arabic Channels being watched

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2.2: German channels being watched

Public Service	Commercial
ARD	RTL
ZDF	Sat 1
3sat	Pro 7
rbb	RTL 2
	Vox
	Kabel 1
	DSF
	Eurosport
	n-tv
	N24
	FAB

We computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2.3) shows the average proportion for each genre. This calculation does not reflect how many respondents have watched a certain channel. Particular channel profiles for Arabic channels are listed in chapter II

Table 2.3: Genre Profiles of German channels

German channels	Sport	Entertainment	News	Movies	Documentary	Other
ARD	0,3%	14,1%	62,5%	15,5%	1,9%	4,5%
ZDF	8,2%	22,4%	32,9%	18,1%	6,8%	9,3%
RTL	1,5%	41,1%	29,2%	15,7%	5,8%	5,6%
Sat 1	4,9%	36,8%	14,4%	30,6%	2,8%	7,3%
Pro 7	0,0%	45,7%	4,7%	42,6%	2,2%	3,9%
RTL 2	0,0%	28,4%	12,0%	43,0%	8,0%	4,8%
Vox	0,8%	35,3%	5,6%	30,7%	12,9%	8,6%
Kabel 1	0,0%	32,4%	4,4%	53,7%	5,8%	1,0%
3sat	0,0%	66,7%	8,3%	16,7%	8,3%	0,0%
rbb	12,5%	29,2%	20,8%	8,3%	12,5%	16,7%
DSF	89,3%	1,8%	0,0%	0,0%	1,8%	7,1%
Eurosport	95,8%	4,2%	0,0%	0,0%	0,0%	0,0%
n-tv	2,8%	7,6%	67,9%	0,0%	21,7%	0,0%
N24	0,0%	19,2%	61,3%	0,0%	19,6%	0,0%

Subsuming the genres 'entertainment' and 'movies' under the label 'entertainment' and the genres 'news' and 'documentary' under the label 'information,' reveals the following profile:

Many respondents choose the category "other".

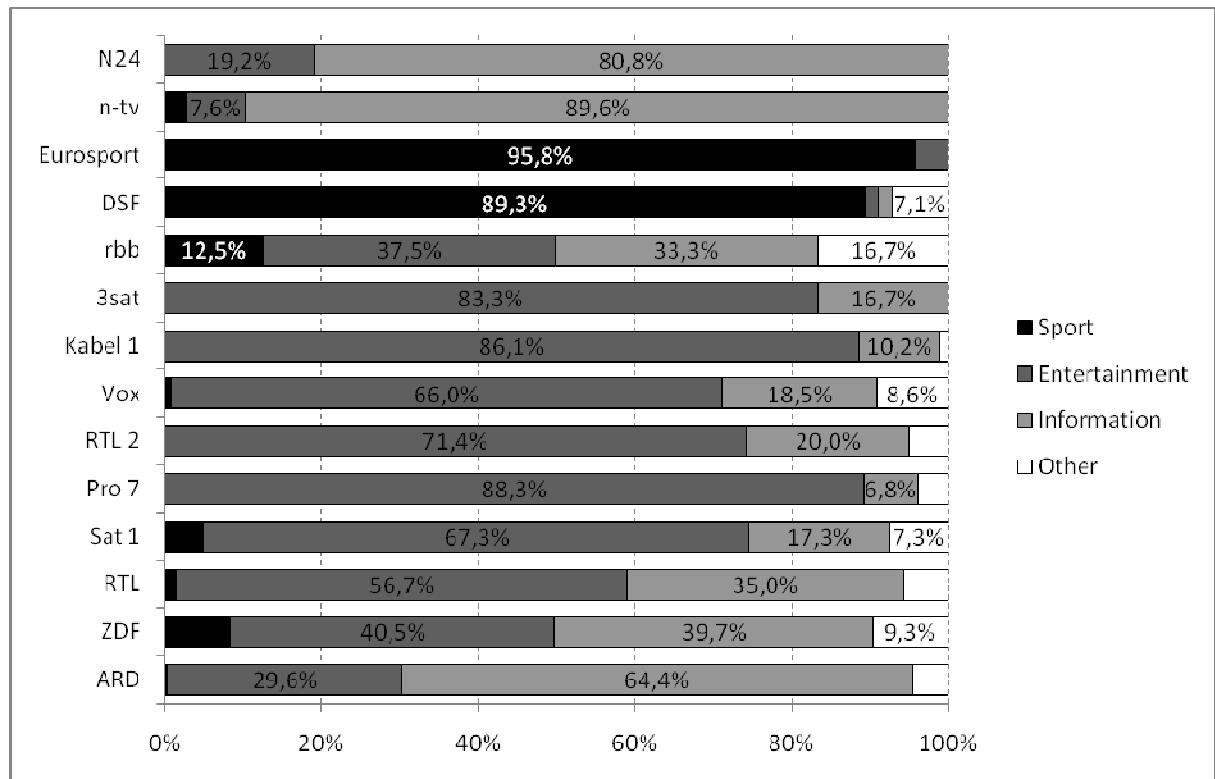
Entertainment channels: 3 SAT, Kabel 1, Vox, RTL 2, Pro 7, Sat 1, RTL

Information channels: N24, n-tv, ARD

Sport Eurosport, DSF

General program: ZDF, rbb

Chart 2.1: Genre profile of German channels



3. VIEWING PROFILE OF BERLIN RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3.1: How many respondents watch which genre?

Berlin sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	150	100,0%	128	85,3%	0	0,0%	22	14,7%
News	137	91,3%	81	59,1%	15	10,9%	41	29,9%
Entertainment	138	92,0%	63	45,7%	47	34,1%	28	20,3%
Movies	135	90,0%	69	51,1%	34	25,2%	32	23,7%
Documentary	72	48,9%	19	26,4%	24	33,3%	29	40,3%
Sport	57	38,0%	14	24,6%	19	33,3%	24	42,1%

The majority of the Berlin respondents watch local German and Arabic channels. But more than 50% we find only in the genre news. There are considerable large subgroups watching only German or only Arabic channels when watching the four other genres.

Table 3.2: Profile by gender

Gender	local and Arabic channels					only local channels		only Arabic channels		sig* Cramér V	
	count	%	sig * Cramér V	count	%	count	%	count	%		
All genres (150)	male	71	100%			61	85,9%	0	0,0%	10	14,1%
	female	79	100%			67	84,8%	0	0,0%	12	15,2%
News (137/91%)	male	69	97,2%	sig. 0,197		47	68,1%	6	8,7%	16	23,2%
	female	68	86,1%			34	50,0%	9	13,2%	25	36,8%
Entertain- ment (138/92%)	male	62	87,3%	sig. 0,163.		29	46,8%	21	33,9%	12	19,4%
	female	76	96,2%			34	44,7%	26	34,2%	16	21,1%
Movies (135/90%)	male	66	93,0%	n.s.		35	53,0%	15	22,7%	16	24,2%
	female	69	87,3%			34	49,3%	19	27,5%	16	23,2%
Documen- tary (72/49%)	male	38	53,5%	n.s.		11	28,9%	8	21,1%	19	50,0%
	female	34	43,0%			8	23,5%	16	47,1%	10	29,4%
Sport (57/38%)	male	46	64,8%	sig 0,523		13	28,3%	17	37,0%	16	34,8%
	female	11	13,9%			1	9,1%	2	18,2%	8	72,7%

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Gender plays a significant role for sport. It is a genre preferred by male respondents. We find no other significant gender effects. However, we should note that these significant differences are small. In the Berlin sample relatively more men than women watch news,

and relatively more women than men watch entertainment, whereas in other countries (for example, Netherlands), men tend to prefer the channel 'mix' of local and Arabic channels in the news genre.

Table 3.3: Profile by place of birth

Place of birth		cnt	%	sig * Crame r V	local and Arabic channels		only local channels		only Arabic channels		sig* Crame r V
					count	%	count	%	count	%	
All genres (150)	Germany	51	100%		51	100%	0	0,0%	0	0,0%	X
	Arabic country	86	100%		65	75,6%	0	0,0%	21	24,4%	
News (137/91%)	Germany	43	84,3%	X	25	58,1%	6	14,0%	12	27,9%	n.s.
	Arabic country	82	95,3%		46	56,1%	8	9,8%	28	34,1%	
Entertainment (138/92%)	Germany	47	92,2%	X	18	38,3%	28	59,6%	1	2,1%	sig. 0,455
	Arabic country	78	90,7%		37	47,4%	16	20,5%	25	32,1%	
Movies (135/90%)	Germany	48	94,1%	n.s.	25	52,1%	16	33,3%	7	14,6%	n.s.
	Arabic country	74	86,0%		36	48,6%	16	21,6%	22	29,7%	
Documentary (72/49%)	Germany	27	52,9%	n.s.	3	11,1%	15	55,6%	9	33,3%	sig. 0,375
	Arabic country	37	43,0%		13	35,1%	8	21,6%	16	43,2%	
Sport (57/38%)	Germany	15	29,4%	n.s.	4	26,7%	6	40,0%	5	33,3%	X
	Arabic country	35	40,7%		9	25,7%	10	28,6%	16	45,7%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The country of birth seems to have a strong effect on the channel compositions for all genres. The effect is significant (and very strong) for entertainment and documentary. The pattern is always the same: The rate of respondents watching only Arabic channels is clearly higher in the group of those born in an Arabic country than in the group of respondents born in Germany, and in the group of those born in Germany, we find higher rates watching only German channels.

When looking at television consumption in total, 100% of respondents born in Germany watch a mix of Arabic and German channels while a quarter of the group born in an Arabic country prefers to watch only Arabic channels.

Table 3.4: Profile by age group

Age group		cnt	%	sig * Cramer V	local and Arabic channels		only local channels		only Arabic channels		sig* Cramer V
					count	%	count	%	count	%	
All genres (150)	under 30	71	100%		65	91,5%	0	0,0%	6	8,5%	X
	30 and over	79	100%		63	79,7%	0	0,0%	16	20,3%	
News (137/91%)	under 30	62	87,3%	n.s.	36	58,1%	8	12,9%	18	29,0%	X
	30 and over	75	94,9%		45	60,0%	7	9,3%	23	30,7%	
Entertain- ment (138/92%)	under 30	65	91,5%	n.s.	27	41,5%	29	44,6%	9	13,8%	Sig. 0,225
	30 and over	73	92,4%		36	49,3%	18	24,7%	19	26,0%	
Movies (135/90%)	under 30	67	94,4%	n.s.	37	55,2%	20	29,9%	10	14,9%	n.s. (,209)
	30 and over	68	86,1%		32	47,1%	14	20,6%	22	32,4%	
Documen- tary (72/49%)	under 30	34	47,3%	n.s.	7	20,6%	14	41,2%	13	38,2%	n.s.
	30 and over	38	48,1%		12	31,6%	10	26,3%	16	42,1%	
Sport (57/38%)	under 30	28	39,4%	n.s.	5	17,9%	13	46,4%	10	35,7%	n.s.
	30 and over	29	36,7%		9	31,0%	6	20,7%	14	48,3%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5.

Age makes a difference in the channel proportion for entertainment (significant) and movies. The Older cohort tends to watch only Arabic channels while the younger respondents seem to have a higher interest in German channels.

Table 3.5: Profile by education

Level of education		count	%	sig * Cramer V	local and Arabic channels		only local channels		only Arabic channels		sig* Cramer V
					count	%	count	%	count	%	
All genres (150)	Primary	39	100%		36	92,3%	0	0,0%	3	7,7%	X
	Second.	47	100%		37	78,7%	0	0,0%	10	21,3%	
	Higher	52	100%		47	90,4%	0	0,0%	5	9,6%	
News (137/91%)	Primary	38	97,4%	X	24	63,2%	6	15,8%	8	21,1%	X
	Second.	41	87,2%		23	56,1%	2	4,9%	16	39,0%	
	Higher	47	90,4%		28	59,6%	7	14,9%	12	25,5%	
Entertain- ment (138/92%)	Primary	37	94,9%	X	17	45,9%	14	37,8%	6	16,2%	n.s.
	Second.	41	87,2%		19	46,3%	14	34,1%	8	19,5%	
	Higher	50	96,2%		23	46,0%	18	36,0%	9	18,0%	
Movies (135/90%)	Primary	37	94,9%	n.s.	23	62,2%	5	13,5%	9	24,3%	n.s.
	Second.	39	83,0%		17	43,6%	12	30,8%	10	25,6%	
	Higher	47	90,4%		24	51,1%	15	31,9%	8	17,0%	
Documen- tary (72/49%)	Primary	19	48,7%	n.s.	4	21,1%	4	21,1%	11	57,9%	n.s. (.261)
	Second.	22	46,8%		5	22,7%	12	54,5%	5	22,7%	
	Higher	24	46,2%		9	37,5%	6	25,0%	9	37,5%	
Sport (57/38%)	Primary	12	30,8%	n.s.	2	16,7%	7	58,3%	3	25,0%	X
	Second.	16	34,0%		8	50,0%	3	18,8%	13	31,3%	
	Higher	25	48,1%		4	16,0%	8	32,0%	13	52,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The tables above tell us, how many respondents watch which genre in which channel. They do not say anything about the amount of contacts, i.e. how many programs they watch.

3.2 How much do they watch: Average number of contacts

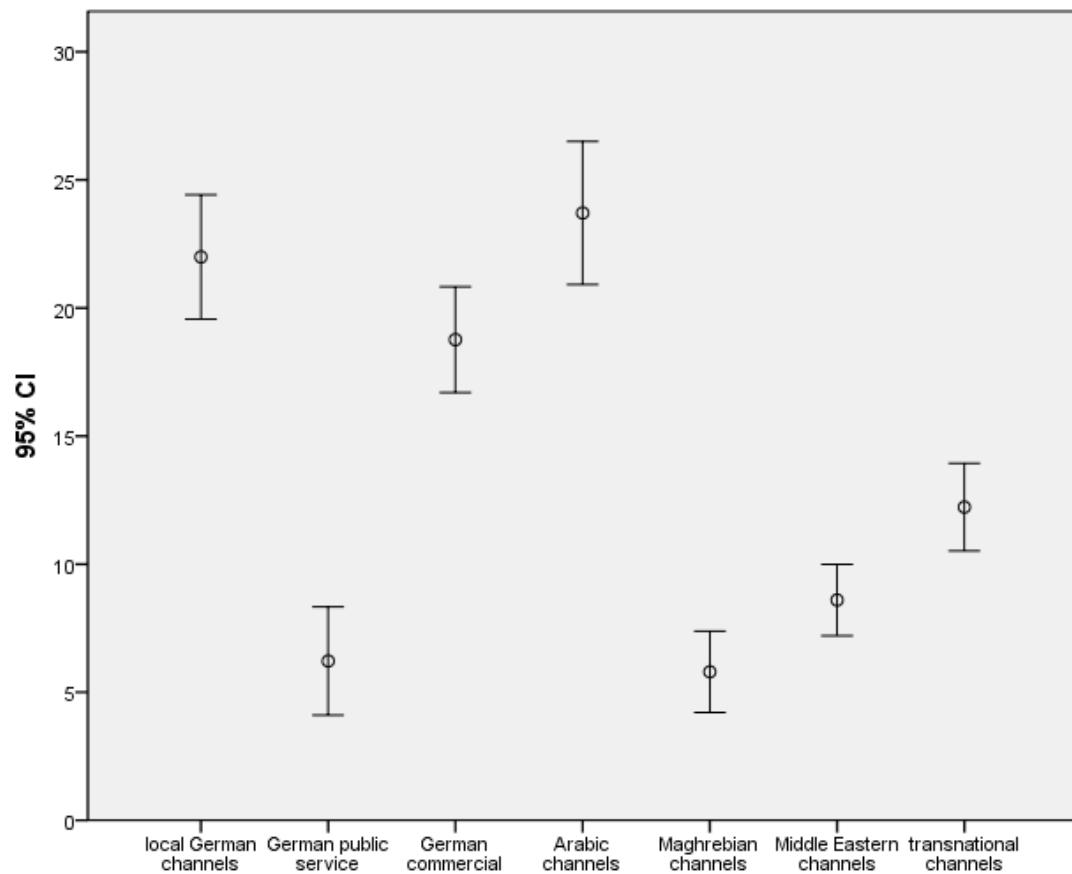
As mentioned above, a 'contact' means that the respondent has identified the channel and the genre in the one-hour slot of the diary form. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels, respectively in the groups of channels. Furthermore, we assume that when they have decided to indicate the genre per channel in the diary form, they considered this as the main genre within that hour.

In the analysis of these 'contacts' (per hour) we compare local EU channels and Arabic channels. In a second step, we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between German commercial and public service channels.

We have computed the average by only looking at those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local Swedish channels, this respondent is in consequence excluded from the computation of the average number of contacts for local Dutch channels.

If a cell is bold, there is a significant difference between the category means (level of significance $\alpha = 0,05$).

Chart 3.1: All genres: Average number of contacts and confidence intervals



A first look reveals that the average amount of contacts with German and Arabic channels is nearly on the same level.

However, when comparing commercial and public service our data show that commercial channels are absolutely preferred. In the group of the Arabic channels the number of contacts with transnational channels is significantly higher than with Maghrebian and Middle Eastern channels.

Table 3.6: All Genres by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Germany	Maghreb	Mid. East	male	female	prim and less	Secondary	higher	under 30	30 and over
local German Channels	128	21,99	22,76	21,72	20,20	18,46	25,21	22,83	22,14	21,87	23,06	20,89
German public service	55	6,22	2,91	8,74	4,89	7,68	4,33	5,45	6,23	7,53	4,16	7,31
German commercial	123	18,76	21,31	14,00	17,39	14,31	22,88	18,11	20,89	18,09	20,60	16,71
Arabian Channels	150	23,71	14,53	24,86	28,83	23,15	24,20	23,41	24,74	22,31	18,52	28,37
Maghrebian channels	49	5,80	8,00	7,79	2,50	6,52	4,75	5,29	7,47	4,65	5,14	6,06
Middle Eastern channels	100	8,60	6,74	6,93	9,88	7,54	9,75	7,65	9,45	7,84	8,30	8,80
Trans-national channels	137	12,23	8,20	10,60	14,80	12,22	12,24	13,69	11,05	12,36	10,61	13,56

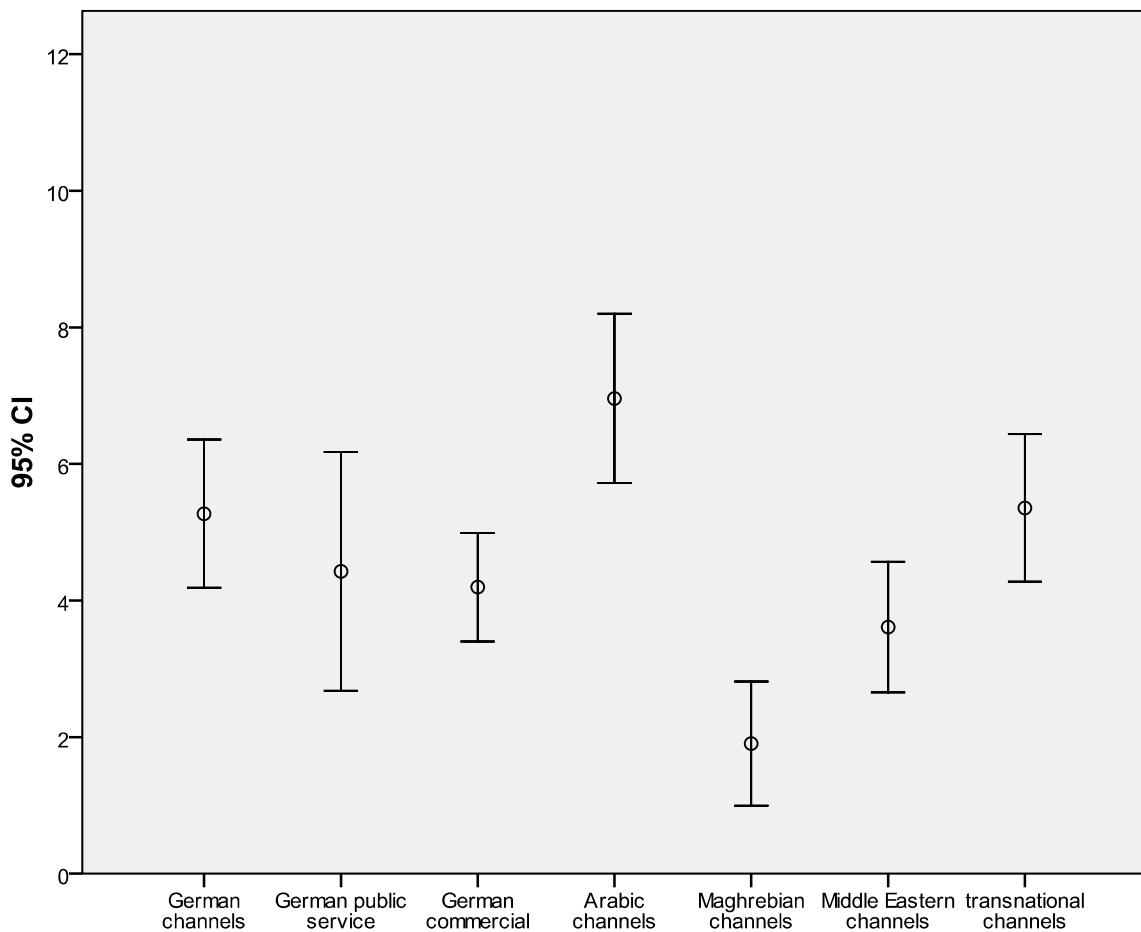
The bold cells mark significant differences - level of significance $\alpha=0,05$

Place of birth makes a difference. Those, born in an Arabic country have significantly more contacts with Arabic channels than those born in Germany. Comparing those born in the Maghreb with the respondents born in a Middle Eastern country, reveals that the Maghreb group prefers Maghrebian channels and the Middle Eastern group prefers Middle Eastern channels. Furthermore in this German sample, transnational channels are significantly preferred by respondents who have been born in a Middle Eastern country.

In addition, we find two significant gender effects: women have significantly more contacts to German channels. These contacts are with German commercial channels.

A third differentiation is across age: the contacts with Arabic channels are significantly higher for respondents which are '30 years and older' than for the youngest cohort.

Chart 3.2: News: Average number of contacts and confidence intervals



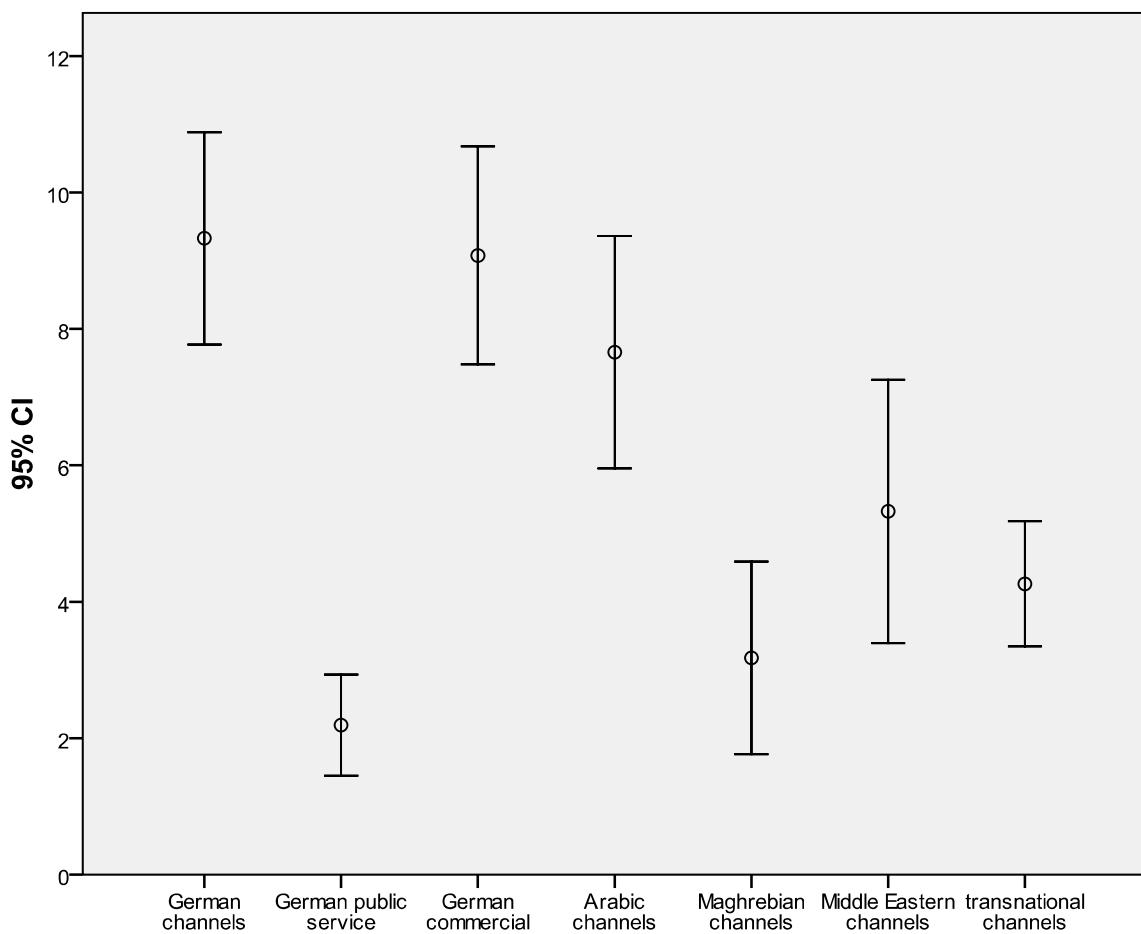
Again the amount of time used for watching Arabic channels is considerably higher than the time watching Swedish channels. Furthermore, transnational Arabic channels are the number one in the groups of Arabic channels.

Table 3.7: News by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Germany	Maghreb	Mid. East	male	female	prim and less	Secondary	higher	under 30	30 and over
local German Channels	96	5,27	5,10	5,27	4,90	5,42	5,09	6,17	4,36	5,20	4,41	6,00
German public service	35	4,43	2,50	5,21	3,00	5,09	3,31	3,67	3,29	6,70	3,89	4,62
German commercial	82	4,20	4,61	2,44	4,24	3,70	4,83	5,48	3,58	3,65	3,95	4,43
Arabian Channels	122	6,96	4,35	7,04	8,54	6,78	7,15	6,50	6,18	8,08	5,15	8,40
Maghrebian channels	21	1,90	1,00	1,75	1,50	2,13	1,33	1,17	1,33	3,14	1,00	2,06
Middle Eastern channels	54	3,61	3,67	2,00	4,44	3,21	4,08	2,58	4,33	2,94	3,00	3,97
Trans-national channels	104	5,36	3,13	6,18	6,26	5,39	5,32	5,55	4,15	6,53	4,04	6,40

Cells marked in bold show significant differences - level of significance $\alpha=0,05$

Chart 3.3: Entertainment: Average number of contacts and confidence intervals



As in other countries, entertainment is mostly watched on German commercial channels.

The average contacts with German public service channels and with transnational Arabic channel is rather low in this category.

Table 3.8: Entertainment by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Germany	Maghreb	Mid. East	male	female	prim and less	Secondary	higher	under 30	30 and over
local German Channels	110	9,33	11,22	6,40	9,26	5,46	12,55	9,58	9,73	9,02	10,55	8,06
German public service	26	2,19	1,50	2,80	2,29	1,93	2,50	2,55	1,50	1,83	2,13	2,22
German commercial	104	9,08	10,87	5,72	9,39	5,26	12,10	9,64	9,72	8,67	10,15	7,88
Arabic Channels	91	7,66	4,68	5,40	10,79	7,00	8,20	6,91	8,19	7,56	6,67	8,31
Maghrebian channels	17	3,18	5,50	3,11	1,50	3,50	2,71	2,20	3,80	2,50	2,00	3,43
Middle Eastern channels	40	5,33	4,71	2,78	7,06	4,21	6,33	7,88	3,31	6,64	5,62	5,19
Trans-national channels	57	4,26	3,40	3,08	5,33	4,11	4,41	3,64	4,59	3,95	3,78	4,70

Cells in bold mark significant differences - level of significance $\alpha=0,05$

Chart 3.4: Movies: Average number of contacts and confidence intervals

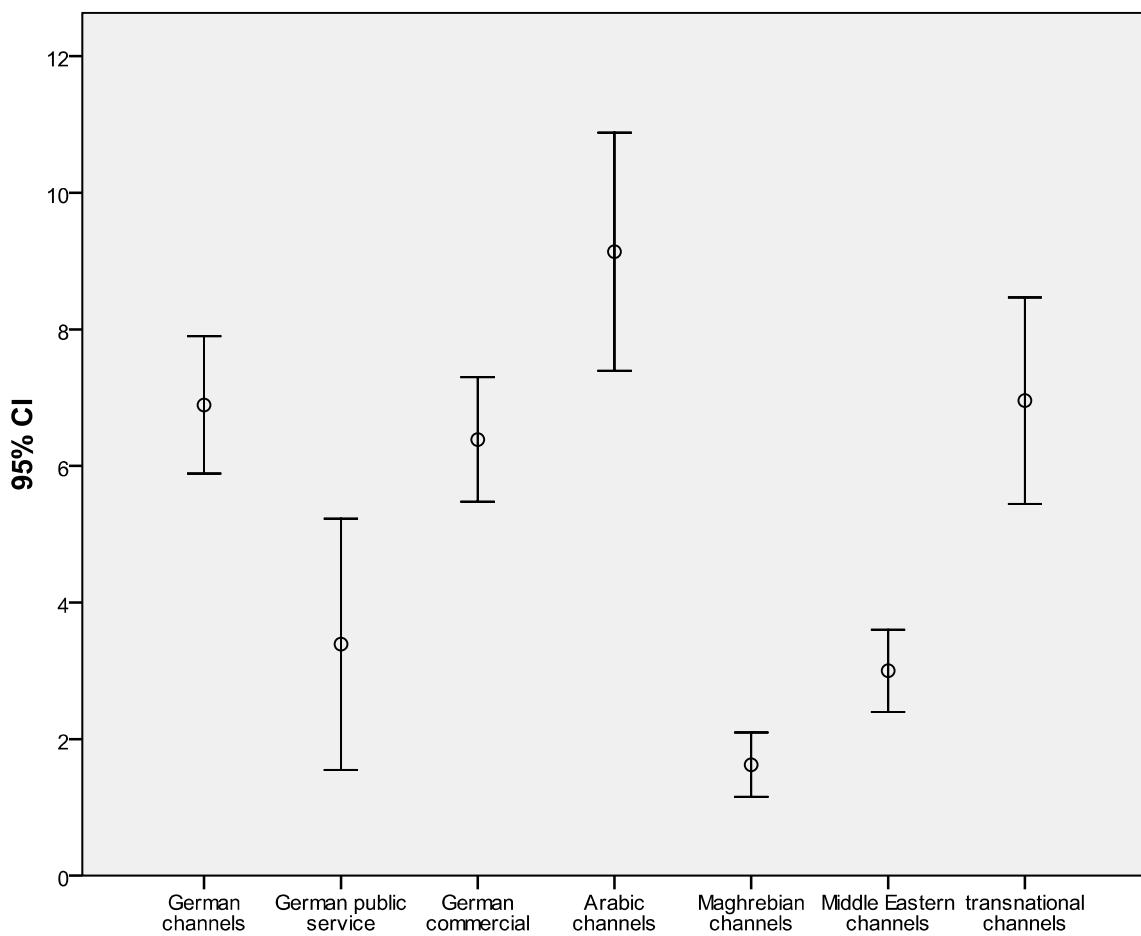
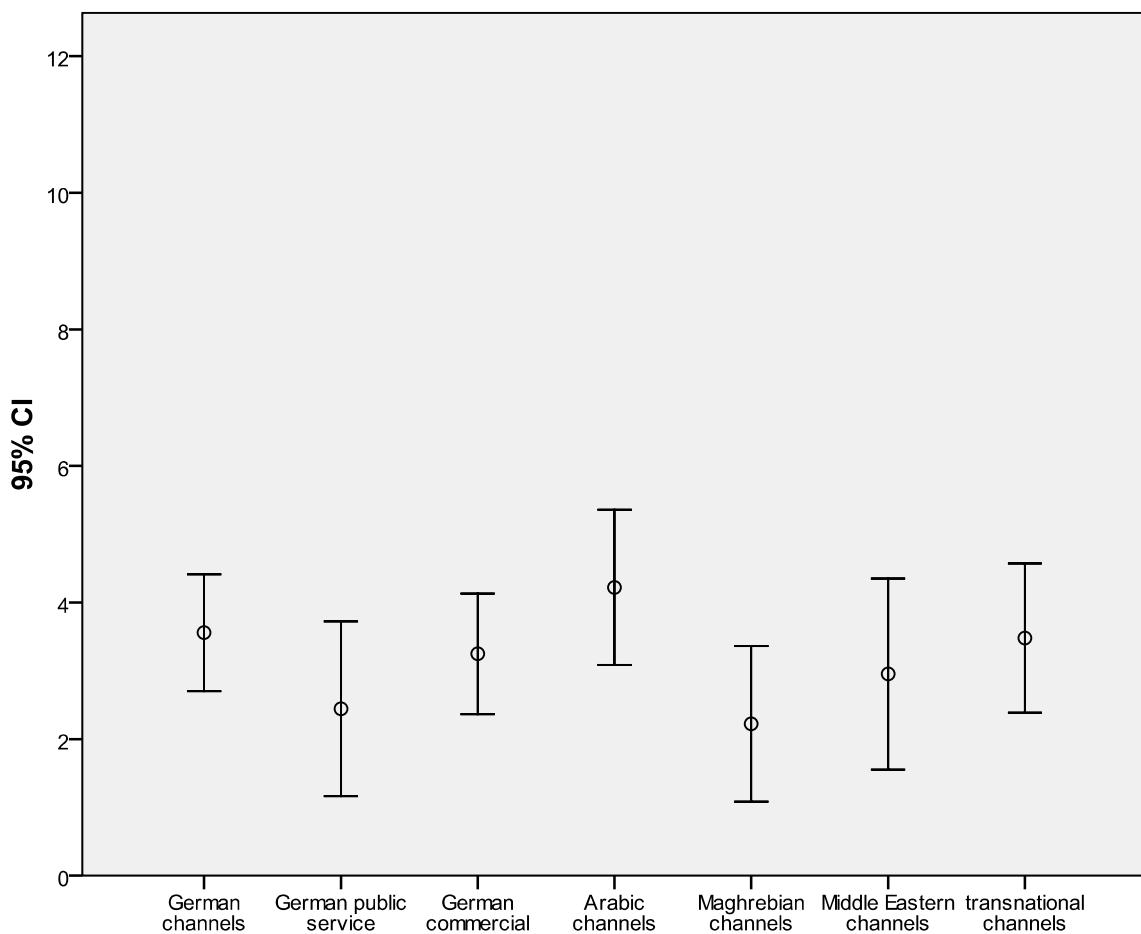


Table 3.9: Movies by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Germany	Maghreb	Mid. East	male	female	prim and less	Secon- dary	hi- gher	un- der 30	30 and over
local German Channels	103	6,89	7,12	8,10	5,57	6,40	7,36	6,18	8,10	6,46	7,11	6,63
German public service	18	3,39	2,00	4,22	2,00	3,54	3,00	1,29	5,60	4,75	2,00	3,47
German commercial	98	6,39	6,93	6,26	5,46	5,76	6,94	5,92	7,39	6,05	7,11	5,43
Arabian Channels	101	9,14	7,78	10,42	11,06	7,69	10,62	11,38	10,67	6,25	6,70	11,26
Maghrebian channels	16	1,63	1,50	1,00	2,40	1,36	2,20	1,20	1,60	1,50	1,33	1,69
Middle Eastern channels	54	3,00	3,58	2,33	3,33	2,74	3,35	3,06	3,53	2,31	2,90	3,06
Trans-national channels	67	6,96	6,89	5,60	7,73	5,25	8,94	9,12	6,68	4,88	6,73	7,10

Cells in bold mark significant differences - level of significance $\alpha=0,05$

Chart 3.5: Documentary: Average number of contacts and confidence intervals



For the genre documentary, the average amount of contacts is considerably lower and there are no significant differences between the channel groups.

Table 3.10: Documentary by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			German y	Mag hreb	Mid. East	male	fe-male	prim and less	Se-con-dary	hi-gher	un-der 30	30 and over
local German Channels	43	3,56	4,06	3,50	2,60	3,37	3,71	3,13	2,88	4,47	3,71	3,41
German public service	9	2,44	0,00.	2,40	2,00	2,67	2,00	2,67	2,00	2,67	3,00	2,38
German commercial	40	3,25	4,06	2,75	2,22	2,76	3,61	3,00	2,53	4,07	3,57	2,89
Arabian Channels	45	4,22	3,50	6,40	3,58	4,71	3,41	4,67	2,60	5,06	4,35	4,12
Maghrebian channels	9	2,22	3,00	2,00	0,00.	2,00	3,00	3,33	1,00	2,00	2,00	2,33
Middle Eastern channels	22	2,95	2,60	5,00	2,67	2,80	3,29	4,00	1,71	3,50	3,10	2,83
Transnational channels	25	3,48	3,25	2,00	3,88	3,61	3,14	3,14	2,75	3,82	3,54	3,42

Cells in bold mark significant differences - level of significance $\alpha=0,05$

4. VIEWING PROFILE OF BERLIN RESPONDENTS: BREAK DOWN BY SINGLE CHANNELS

4.1 Channel frequencies

Table 4.1: How many respondents watch which channel?

German channels			Arabic channels		
	count	percent		count	percent
RTL	95	63,3%	MBC	112	74,7%
Pro 7	86	57,3%	Al Jazeera	81	54,0%
Sat 1	69	46,0%	Dubai TV	63	42,0%
RTL 2	53	35,3%	Al Manar	42	28,0%
Vox	49	32,7%	Iqraa TV	34	22,7%
ZDF	39	26,0%	Qatar TV	31	20,7%
Kabel 1	33	22,0%	Al Arabiya	28	18,7%
ARD	25	16,7%	Al rabia	21	14,0%
n-tv	25	16,7%	2M Maroc	20	13,3%
Eurosport	20	13,3%	Saudi Arabian	18	12,0%
N24	18	12,0%	Al Maghrabiyya	17	11,3%
DSF	14	9,3%	RTM	16	10,7%
rbb	12	8,0%	BBC Arabic	16	10,7%
3sat	6	4,0%	Jordan	16	10,7%
FAB	4	2,7%	Alsharqiya TV	15	10,0%
local other	31	20,7%	Arryadia	13	8,7%
			Nile TV	13	8,7%
			Al-Assadissa	10	6,7%
			Canal Algerie	6	4,0%
			Arabic other	80	53,3%

In bold: German public service channels

A ranking of channels shows that three channels with a focus on entertainment - MBC (75%), RTL (64%) and Pro 7 are the ones which attract the largest audience in the Berlin sample. The transnational news channels Al Jazeera attracts 54% of the respondents.

In the following analysis, we focus only on those channels which are watched by at least 50% of the respondents.

Table 4.2: How many respondents watch what genre in which channel ?

	All genres		Sport		Enter-tainment		News		Movies		Documen-tary		other	
		%		%		%		%		%		%		%
RTL	95	63,3%	3	2,0%	65	43,3%	51	34,0%	32	21,3%	9	6,0%	15	10,0%
Pro 7	86	57,3%	0	0,0%	61	40,7%	13	8,7%	59	39,3%	9	6,0%	9	6,0%
Al Jazeera	81	54,0%	6	4,0%	11	7,3%	75	50,0%	9	6,0%	13	8,7%	7	4,7%
MBC	112	74,7%	10	6,7%	48	32,0%	35	23,3%	62	41,3%	5	3,3%	39	26,0%

Compared to other national samples, for example, the Dutch sample, there is only a relatively small group of channels which reach 50% and more of the German sample.

Table 4.3: All genres by place of birth, gender, level of education and age group

	Berlin sample	Place of birth			Gender		Level of education			Age group		
		Ger. m-a-ny	Ma-ghre b	Mid. East	male	fe-male	prim and less	se-con-dary	high-er	under 30	30 and over	
RTL	95	63,3%	76,5%	62,1%	60,4%	57,7%	68,4%	76,9%	59,6%	59,6%	67,6%	59,5%
Pro 7	86	57,3%	78,4%	44,8%	45,8%	52,1%	62,0%	51,3%	57,4%	65,4%	70,4%	45,6%
Al Jazeera	81	54,0%	31,4%	69,0%	60,4%	69,0%	40,5%	64,1%	48,9%	55,8%	45,1%	62,0%
MBC	112	74,7%	72,5%	58,6%	85,4%	69,0%	79,7%	74,4%	80,9%	65,4%	74,6%	74,7%

There is no significant influence of the level of education when choosing a channel. However, there are slight (non significant) variations.

4.2. Contacts by genres, place of birth, gender, education and age

Table 4.4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
RTL	95	7,29	65	4,83	51	3,55	32	3,72	9	3,22
Pro 7	86	7,08	61	4,90	13	1,38	59	4,08	9	2,00
Al Jazeera	81	5,94	11	2,45	75	4,93	9	2,11	13	3,15
MBC	112	8,92	48	4,15	35	2,46	62	7,08	5	1,80

Table 4.4 provides an overview of the average number of contacts by genres. MBC reveals the most contacts. Most of the Berlin respondents watch this channel and they watch it more often than other channels.

The number one for news is Al Jazeera with an average of 4,93 contacts in the genre news.

Table 4.5: Average number of contacts by place of birth, gender, level of education and age group

	Berlin sample		Place of birth			Gender		Level of education			Age group	
			Germany	Maghreb	Middle East	male	female	prim and less	secondary	higher	under 30	30 and over
RTL	95	7,29	8,67	5,00	7,86	5,02	9,02	9,07	7,14	5,97	7,81	6,77
Pro 7	86	7,08	8,50	5,54	5,45	5,57	8,22	5,90	7,33	7,85	8,38	5,28
Al Jazeera	81	5,94	4,25	6,50	6,45	5,61	6,44	5,88	4,30	7,52	5,50	6,22
MBC	112	8,92	6,97	6,59	9,83	8,02	9,62	9,90	9,26	7,79	8,06	9,69

Table 4.4 provides an overview of the average number of contacts by genre. The place of birth has a significant effect on a number of channels. Respondents born in the Maghreb spend significantly more time watching SVT 1 and 2M Moroc than respondents born in Iraq. Respondents born in Iraq prefer the Middle eastern channels and MBC. As the group of respondents from the Middle East (without Iraq) is very small, it is not represented in this table.

LONDON

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1. SOCIO DEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the London subsample involves 426 respondents, 100 of these have agreed to participate in the diary study.

Table 1: Socio demographic data – Survey and Diary

	Survey		Diary	
	count	percent	count	percent
Gender				
Male	298	70,0%	73	73,0%
Female	126	29,6%	27	27,0%
Age				
Under 30	185	43,5%	48	48,0%
30 to 49	191	44,8%	41	41,0%
50 and over	50	11,8%	11	11,0%
Level of education				
Primary School and less	29	6,8%	18	19,4%
Secondary education	137	32,1%	28	30,1%
Higher education	217	50,9%	41	44,1%
Other	43	10,1%	6	6,5%
Working status				
Full time	152	35,7%	32	32,0%
Part time	72	16,9%	20	20,0%
Study	83	19,5%	16	16,0%
Unemployed	55	12,9%	13	13,0%
Retired	12	2,8%	4	4,0%
Household	44	10,3%	11	11,0%
other	7	1,8%	3	3,0%
Country of birth				
Other	153	35,9%	33	33,0%
Iraq	77	18,1%	27	27,0%
Egypt	43	10,1%	16	16,0%
Algeria	28	6,6%	6	6,0%
Morocco	26	6,1%	1	1,0%
Gulf States	25	5,9%	5	5,0%
Lebanon	23	5,4%	4	4,0%
Saudi Arabia	19	4,5%	7	7,0%
UK	16	3,8%	4	4,0%
Syria	7	1,6%	2	2,0%
Yemen	4	,9%		
Tunisia	3	,7%		

Libya	2	,5%		
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Religious affiliation				
Islam	414	97,2%	99	99,0%
Sunni	318	75,0%	66	66,0%
Shia	55	13,0%	19	19,0%
other	19	4,5%	6	6,0%
Christian	5	1,2%	1	1,0%
Other religion	3	0,7%		
Not religious	3	0,7%		
Languages at home				
Only English	7	1,6%	2	2%
English and Arabic	212	49,9%	40	40%
Only Arabic	171	50,3%	49	49%
other	35	8,2%	9	9%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to measure for how long they watched, we have identified the 'contact' point as our main indicator.

Table 2.1: Arabic Channels being watched

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2.2: UK channels being watched

Public Service	Commercial
BBC1	Sky 1
BBC2	ITV1
BBC3	ITV2
BBC News	ITV3
Channel 4	ITV4
	Discovery Channel
	Five
	Dave
	Sky Sports
	National Geographic

We have computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2.3) is the average proportion for each genre. This calculation does not reflect how many respondents have watched a certain channel. Particular channel profiles for Arabic channels are listed in chapter II

Table 2.3: Genre Profiles of UK channels

UK Channels	Sport	Entertain-ment	News	Movies	Documentary	Other
BBC 1	11,0%	12,8%	51,9%	4,5%	2,2%	16,6%
BBC 2	12,0%	23,3%	26,9%	9,2%	2,7%	26,0%
BBC 3	3,5%	11,1%	35,9%	1,0%	6,5%	33,0%
BBC News	9,0%	4,0%	66,5%	1,0%	0,9%	17,9%
Sky 1	23,5%	23,3%	15,1%	13,8%	0,0%	19,2%
ITV 1	13,5%	23,5%	16,3%	15,4%	3,6%	24,5%
ITV 2	7,8%	18,3%	12,1%	26,8%	5,8%	26,4%
ITV 3	10,2%	31,9%	26,6%	11,1%	1,1%	13,9%
ITV 4	13,2%	17,0%	15,5%	24,5%	8,0%	19,4%
Discovery Channel	8,6%	7,8%	11,9%	9,9%	42,2%	17,4%
Channel 4	7,2%	22,3%	24,4%	20,6%	6,6%	14,6%
Five	9,1%	19,4%	16,3%	34,1%	4,3%	13,0%
Dave	21,5%	24,1%	6,7%	20,4%	0,0%	22,6%
Sky Sports	68,4%	1,6%	6,6%	1,9%	0,6%	20,8%
National Geographic	21,9%	0,0%	1,1%	2,4%	30,9%	36,6%

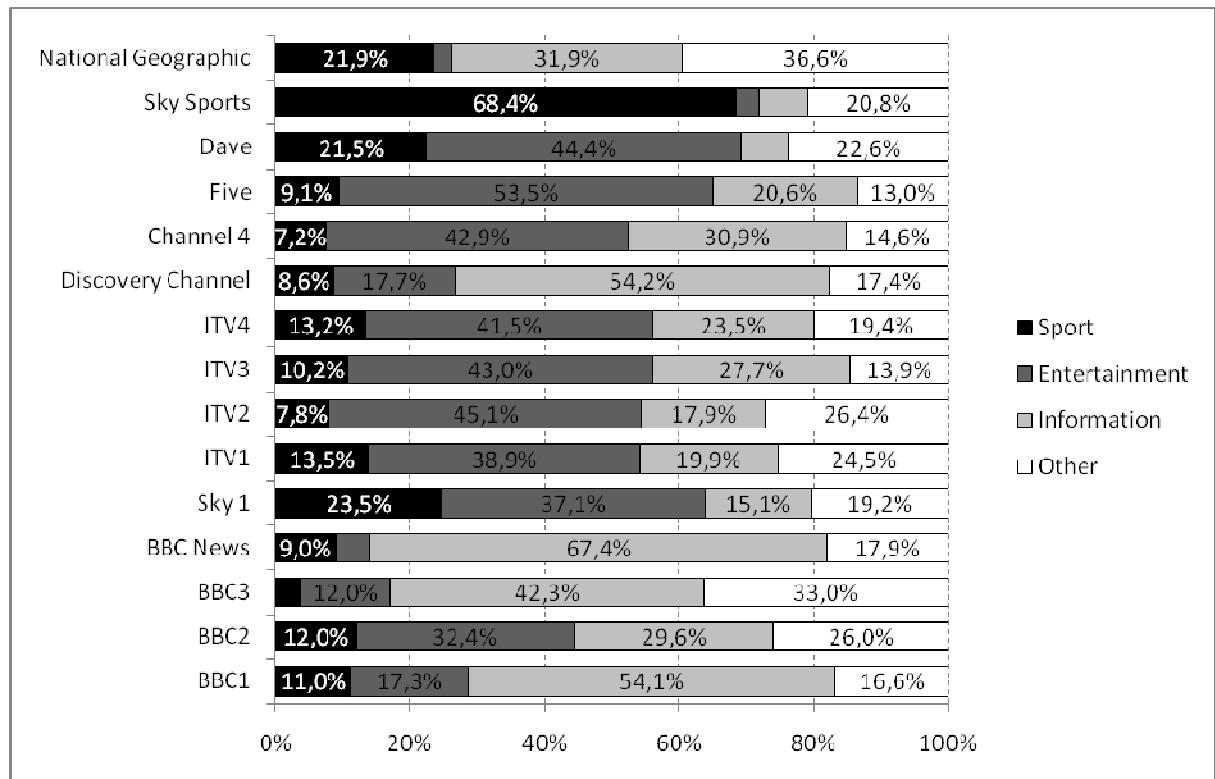
Channels in bold are public service channels.

Subsuming the genres 'entertainment' and 'movies' under the label 'entertainment' and the genres 'news' and 'documentary' under the label 'information,' reveals the following profiles:

Many respondents choose the category "other".

- | | |
|-------------------------|---|
| Entertainment channels: | Dave, Five, ITV 1, ITV 2, ITV 3, ITV 4 |
| Information channels: | BBC 1, BBC NEWS (News),
Discovery Channel (Documentaries) |
| Sport | Sky Sport
Sky 1 (Sport and Entertainment)
National Geographic (Sport and Information) |
| General program: | BBC 2, Channel 4 |

Chart 2.1: Genre profile of UK channels



3. VIEWING PROFILE OF LONDON RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3.1: How many respondents watch which genre

London sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	100	100,0%	77	77,0%	3	3,0%	20	20,0%
News	90	90,0%	57	63,3%	7	7,8%	26	28,9%
Entertainment	59	59,0%	36	61,0%	5	8,5%	18	30,5%
Movies	77	77,0%	31	40,3%	6	7,8%	40	51,9%
Documentary	45	45,0%	18	40,0%	10	22,2%	17	37,8%
Sport	65	65,0%	34	52,3%	13	20,0%	18	27,7%

In comparison with the other cities only 59% of the London respondents are interested in entertainment.

A look at the channel compositions shows that considerable high rates of respondents watch only Arabic channels. Across all genres the rate is 20%, in the case of movies it is even 52%.

The following tables show the channel composition for the different genres broken down by socio demographic characteristics. We find no significant difference.

Table 3.2: Profile by gender

Gender					local and Arabic channels		only local channels		only Arabic channels		
		count	%	sig * Cramer V	count	%	count	%	count	%	sig* Cramer V
All genres (100)	male	73	100%		58	79,5%	3	4,1%	12	16,4%	X
	female	27	100%		19	70,4%	0	0,0%	8	29,6%	
News (90/90%)	male	66	90,4%	X	42	63,6%	5	71,4%	19	28,8%	X
	female	24	88,9%		15	62,5%	2	8,3%	7	29,9%	
Entertainment (59/59%)	male	41	56,2%	n.s.	25	61,0%	5	12,2%	11	26,8%	n.s.
	female	18	66,7%		11	61,1%	0	0,0%	7	38,9%	
Movies (77/77%)	male	54	72,6%	n.s.	21	39,6%	5	9,4%	27	50,0%	X
	female	24	88,9%		10	41,7%	1	4,2%	13	54,2%	
Documentary (45/45%)	male	34	46,6%	n.s.	12	35,3%	9	26,5%	13	38,2%	X
	female	11	40,7%		6	54,5%	1	9,1%	4	36,4%	

Sport (65/65%)	male	50	68,5%	n.s.	26	52,0%	9	18,0%	15	30,0%	X
	female	15	55,6%		8	53,3%	4	26,7%	3	20,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Table 3.3: Profile by place of birth

Place of birth					local and Arabic channels		only local channels		only Arabic channels		
		count	%	sig * Cramér V	count	%	count	%	count	%	
All genres (100)	other country	33	100%		29	87,9%	1	3,0%	3	9,1%	X
	Arabic country	62	100%		43	69,4%	2	3,2%	17	27,4%	
News (90/90%)	other country	29	87,9%	n.s.	21	72,4%	2	28,6%	6	6,9%	X
	Arabic country	56	90,3%		31	55,4%	5	8,9%	20	35,7%	
Entertain- ment (59/59%)	other country	18	54,5%	n.s.	14	77,8%	1	5,6%	3	16,7%	X
	Arabic country	36	58,1%		18	50,0%	4	11,1%	14	38,9%	
Movies (77/77%)	other country	24	72,7%	n.s.	9	37,5%	4	16,7%	11	45,8%	X
	Arabic country	49	79,0%		18	36,7%	2	4,1%	29	59,2%	
Documen- tary (45/45%)	other country	15	45,5%	n.s.	5	33,3%	5	33,3%	5	33,3%	n.s.
	Arabic country	27	43,5%		11	40,7%	5	18,5%	11	40,7%	
Sport (65/65%)	other country	22	66,7%	n.s.	14	63,6%	4	18,2%	4	18,2%	n.s.
	Arabic country	38	61,3%		18	42,1%	6	21,1%	14	36,8%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Table 3.4: Profile by age group

Age group					local and Arabic channels		only local channels		only Arabic channels		
		count	%	sig * Cramér V	count	%	count	%	count	%	
All genres (100)	under 30	48	100%		39	81,3%	1	2,1%	8	16,7%	X
	30 and over	52	100%		38	73,1%	2	3,8%	12	23,1%	

News (90/90%)	under 30	46	95,8%	X	29	63,0%	3	6,5%	14	30,4%	X
	30 and over	44	84,6%		28	63,6%	4	9,1%	12	27,3%	
Entertain- ment (59/59%)	under 30	28	58,3%	n.s.	19	67,9%	1	3,6%	8	28,6%	X
	30 and over	31	59,6%		17	54,8%	4	12,9%	10	32,3%	
Movies (77/77%)	under 30	39	81,3%	n.s.	16	41,0%	2	5,1%	21	45,8%	X
	30 and over	38	73,1%		15	39,5%	4	10,5%	19	59,2%	
Documen- tary (45/45%)	under 30	23	47,9%	n.s.	9	39,1%	6	26,1%	8	34,8%	n.s.
	30 and over	22	42,3%		9	40,0%	4	18,2%	9	40,9%	
Sport (65/65%)	under 30	34	70,8%	n.s.	15	44,1%	7	20,6%	12	35,3%	n.s.
	30 and over	31	59,6%		19	61,3%	6	19,4%	6	19,4%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Table 3.5: Profile by education

Level of education		count	%	sig * Cramer V	local-and- Arabic channels		only local channels		only Arabic channels		sig* Cramer V
					count	%	count	%	count	%	
All genres (100)	Primary	4	100%		2	50,0%	0	0,0%	2	50,0%	X
	Second.	25	100%		20	80,0%	1	4,0%	4	16,0%	
	Higher	59	100%		47	79,7%	1	1,7%	11	25,0%	
News (90/90%)	Primary	4	100%		2	50,0%	0	0,0%	2	50,0%	X
	Second.	25	100%		19	76,0%	1	4,0%	5	20,0%	
	Higher	50	84,7%		30	60,0%	4	8,0%	16	32,0%	
Entertain- ment (59/59%)	Primary	2	50,0%		0	0,0%	0	0,0%	2	100%	X
	Second.	18	72,0%		13	72,2%	2	11,1%	3	16,7%	
	Higher	33	55,9%		20	60,6%	2	6,1%	11	33,3%	
Movies (77/77%)	Primary	2	50,0%		1	50,0%	0	0,0%	1	50,0%	X
	Second.	20	80,0%		12	60,0%	1	5,0%	7	35,0%	
	Higher	44	74,6%		17	38,6%	4	9,1%	23	52,3%	
Documen- tary (45/45%)	Primary	1	25,0%		1	100%	0	0,0%	0	0,0%	X
	Second.	14	56,0%		5	35,7%	3	21,4%	6	42,9%	
	Higher	25	42,4%		11	44,0%	5	20,0%	9	36,0%	
Sport (65/65%)	Primary	2	50,0%		0	0,0%	0	0,0%	2	100%	X
	Second.	15	60,0%		8	53,3%	5	33,3%	2	13,3%	
	Higher	40	67,8%		24	60,0%	6	15,0%	10	25,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The tables above tell us, how many respondents watch which genre in which channel. They do not say anything about the amount of contacts, i.e. how many programs they watch.

3.2 How much do they watch: Average number of contacts

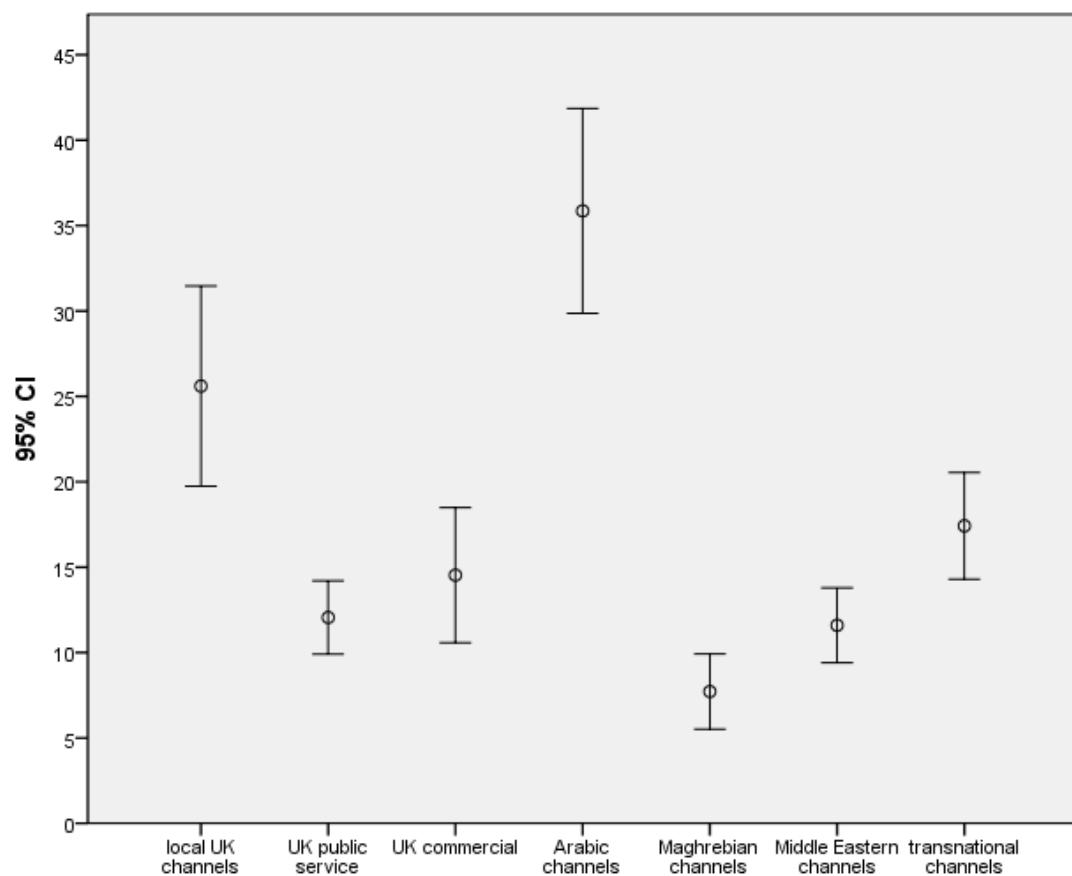
As mentioned above, a 'contact' means that the respondent has identified the channel and the genre in the one-hour slot of the diary form. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels respectively in the groups of channels. Furthermore, we assume that when they have decided to indicate the genre per channel in the diary form, they considered this as the main genre within that hour.

In the analysis of the 'contacts' we compare local EU channels and Arabic channels. In a second step we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between commercial and public service UK channels.

We have computed the average by only looking at those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local UK channels, this respondent is in consequence excluded from the computation of the average number of contacts for local Swedish channels.

If a cell is marked in bold, this means that there is a significant difference between the category means (level of significance $\alpha = 0,05$).

Chart 3.1: All genres: Average number of contacts and confidence intervals



A first look reveals that the average amount of contacts with Arabic channels is significantly higher than with UK channels. Comparing commercial and public service UK channels, we find no significant difference.

In the group of the Arabic channels, local channels (Maghrebian and Middle Eastern) channels are watched significantly less than transnational Arabic channels.

Table 3.6: All Genres by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	other	male	fe-male	secon-dary	high-er	other	under 30	30 and over
local UK Channels	80	25,60	16,68	30,16	27,57	25,57	25,68	32,67	24,44	18,33	23,73	27,48
UK public service	76	12,05	9,25	14,12	12,70	11,75	12,95	13,57	11,76	10,75	11,74	12,37
UK commercial	64	14,53	10,73	18,88	12,16	16,02	10,06	21,22	12,68	8,43	12,58	16,61
Arabian Channels	97	35,86	28,85	49,26	33,47	36,87	33,22	36,38	30,22	69,09	34,36	37,26
Maghrebian channels	64	7,72	5,00	8,05	7,37	8,64	5,70	8,94	7,61	5,25	7,00	8,24
Middle Eastern channels	86	11,59	10,32	16,77	9,41	11,21	12,58	10,55	9,69	24,18	9,70	13,57
transnational channels	96	17,42	14,54	22,00	18,34	18,57	14,48	17,00	15,33	31,82	17,76	17,10

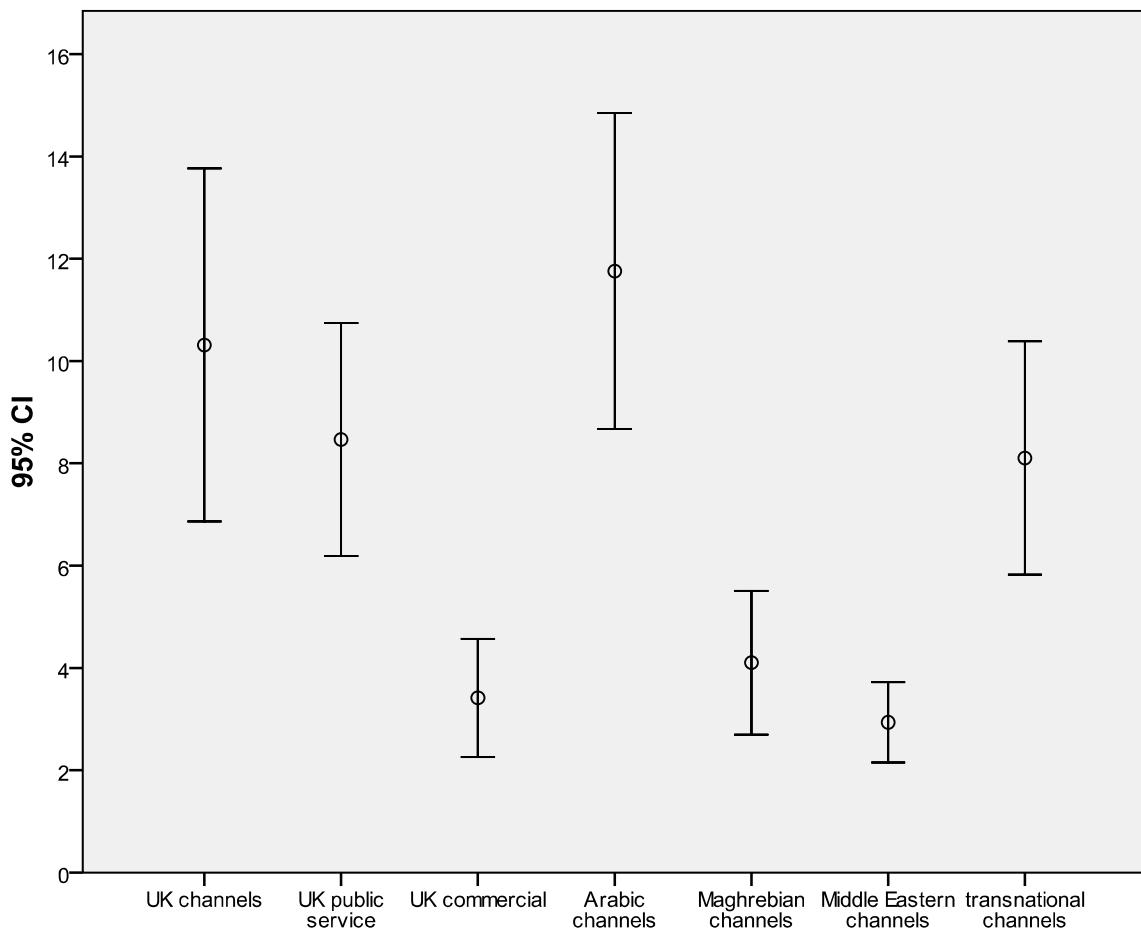
Bold: significant difference between the category means - level of significance $\alpha = 0,05$

The amount of contacts with Arabic channels is nearly 50% higher than the contacts with local UK channel.

Place of birth makes a difference in UK as in other countries. Respondents from Iraq have considerably more TV contacts than respondents born in other countries.

Comparing those who claim that high school degree is their highest degree to other educational levels reveals that those with a high school degree have lower TV contacts. This difference is significant in case of Arabic channels.
There are no significant gender or age group differences.

Chart 3.2: News: Average number of contacts and confidence intervals



In the case of news, there is no significant difference between Arabic and local UK channels. News is the genre with most respondents watching both, Arabic and UK channels. UK-commercial and national Arabic channels are not used as sources for news. The amount of contacts with UK public service channels and with transnational channels is significantly higher.

The long whiskers are an indicator for variance which means, that the number of contacts spread from very low to very high.

Table 3.7: News by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	other	male	fe-male	secon-dary	high-er	other	under 30	30 and over
local UK Channels	64	10,31	7,22	8,93	13,78	10,40	10,06	10,40	11,00	8,25	11,13	9,50
UK public service	60	8,47	7,24	7,25	10,65	8,32	8,88	7,10	9,58	8,14	8,77	8,17
UK commercial	29	3,41	1,50	4,09	2,44	3,32	3,71	4,57	2,36	2,25	3,29	3,53
Arabian Channels	83	11,76	12,78	12,27	11,70	12,41	9,95	10,71	11,85	15,89	10,79	12,80
Maghrebian channels	39	4,10	5,22	3,00	4,18	4,45	3,10	3,57	4,70	2,33	4,18	4,05
Middle Eastern channels	48	2,94	2,50	4,20	2,60	3,00	2,80	2,25	2,74	5,57	2,68	3,15
transnational channels	77	8,10	8,78	7,90	8,60	8,66	6,42	7,14	8,40	10,78	7,95	8,26

Bold: significant difference between the category means - level of significance $\alpha = 0,05$

Chart 3.3: Entertainment: Average number of contacts and confidence intervals

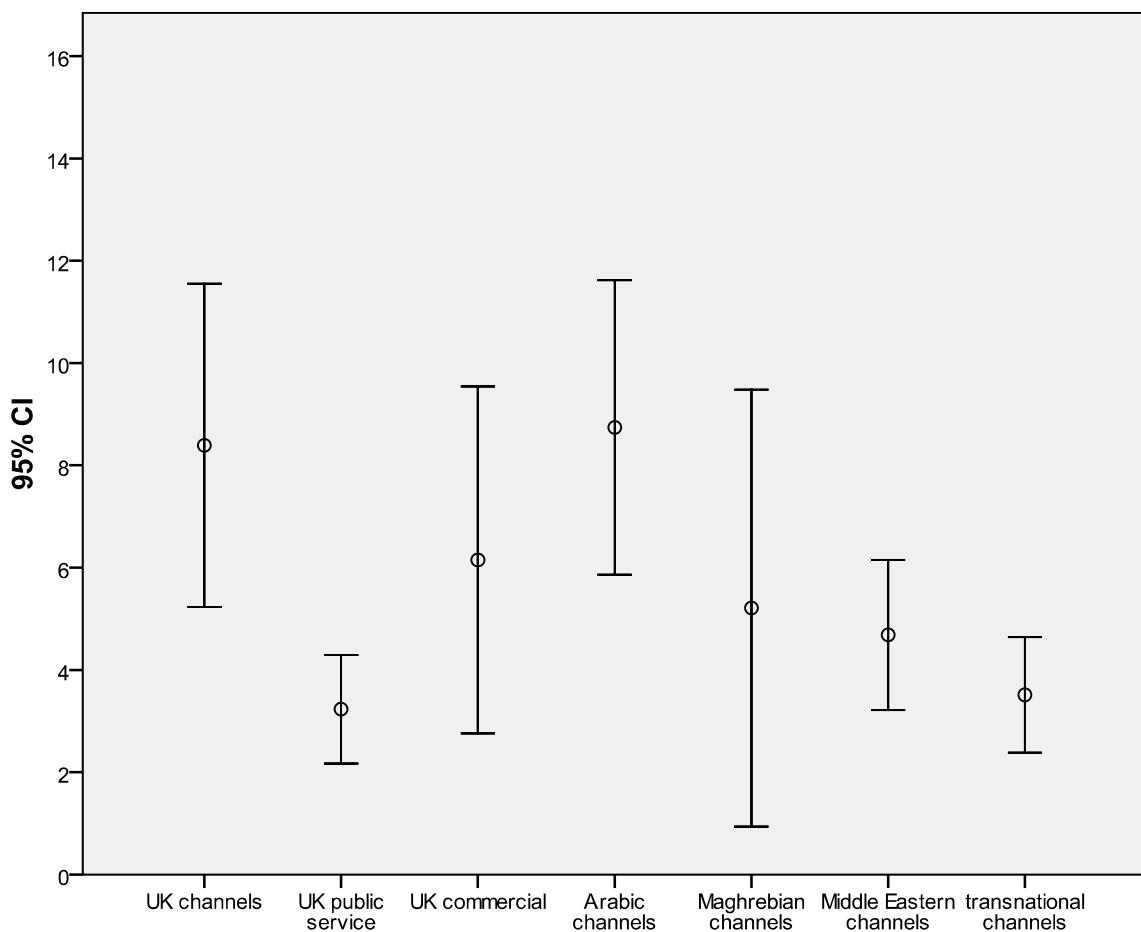


Chart 3.3 show extreme long whiskers for the UK sample and no significant differences. Entertainment seems to be a genre, were the contacts greatly vary. As we do not have significant socio demographic differences, we are unable to characterize those who watching a lot of entertainment to those who watch only occasionally.

Table 3.8: Entertainment by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	other	male	female	secondary	higher	other	under 30	30 and over
local UK Channels	41	8,39	9,08	8,50	9,33	8,07	9,27	6,67	10,41	3,75	6,85	9,86
UK public service	30	3,23	3,86	3,63	2,80	3,14	3,44	3,00	3,80	1,33	3,53	2,93
UK commercial	27	6,15	9,71	7,60	4,36	7,33	2,00	5,00	8,00	3,33	5,00	7,38
Arabic Channels	54	8,74	5,88	13,71	9,18	8,42	9,39	6,81	8,77	17,80	7,33	10,15
Maghrebian channels	19	5,21	2,25	2,75	9,43	6,78	3,80	2,57	7,27	1,00	5,88	4,73
Middle Eastern channels	38	4,68	4,55	7,36	3,08	4,70	4,64	4,11	4,57	7,00	3,47	5,67
transnational channels	37	3,51	1,92	5,15	3,33	2,84	4,92	2,75	3,50	5,40	2,90	4,24

Chart 3.4: Movies: Average number of contacts and confidence intervals

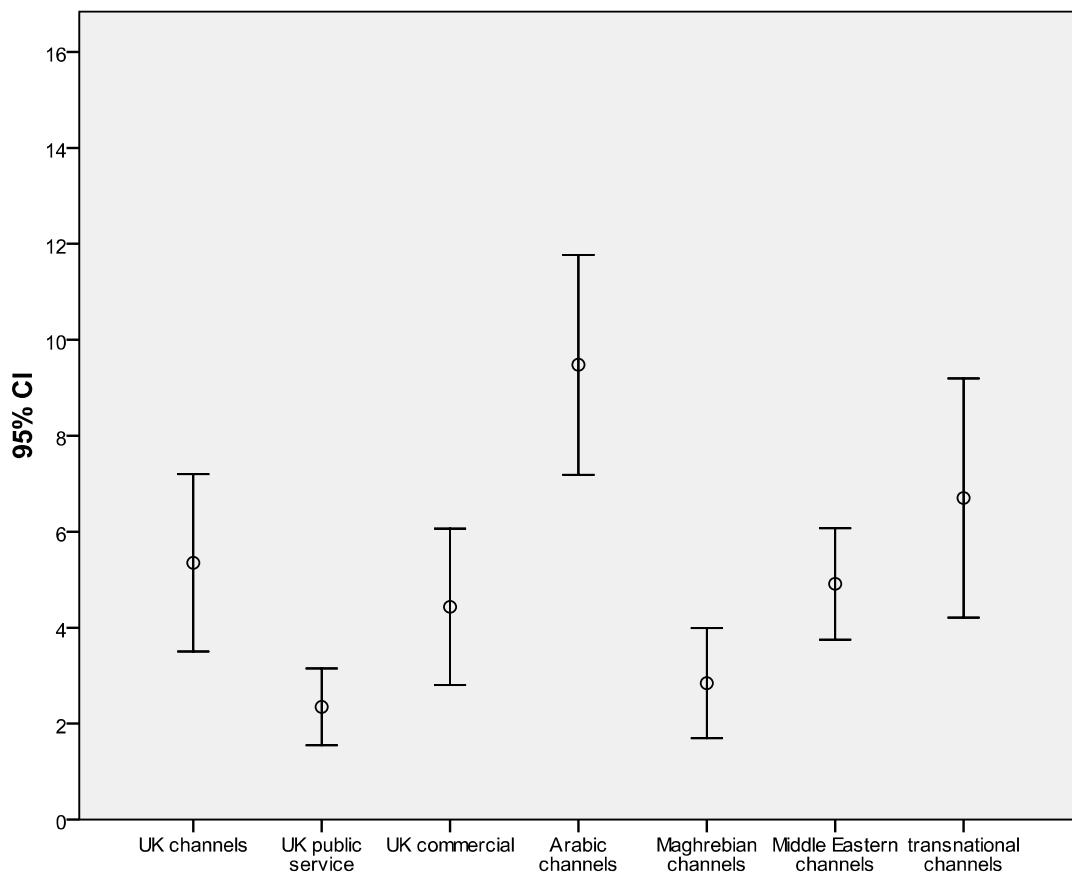


Table 3.9: Movies by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	othe r	male	fe- male	se- con- dary	high- er	othe r	un- der 30	30 and over
local UK Channels	37	5,35	2,83	5,36	4,92	5,65	4,64	7,77	4,29	1,00	4,11	6,53
UK public service	23	2,35	1,50	3,50	1,88	2,25	2,57	3,50	1,77	1,00	2,00	2,73
UK commercial	30	4,43	2,67	3,78	4,45	4,90	3,33	5,83	3,69	1,00	3,29	5,44
Arabian Channels	71	9,48	9,50	10,29	9,85	9,67	9,09	9,21	7,83	17,10	10,14	8,76
Maghrebian channels	19	2,84	.	2,43	2,33	3,08	2,43	3,00	2,33	4,50	2,44	3,20
Middle Eastern channels	46	4,91	5,83	5,06	4,46	5,28	4,07	4,17	4,36	7,50	4,68	5,19
transnational channels	47	6,70	7,00	5,00	8,69	6,48	7,13	5,27	7,26	7,63	8,73	4,92

Bold: significant difference between the category means - level of significance $\alpha = 0,05$

Chart 3.5: Documentary: Average number of contacts and confidence intervals

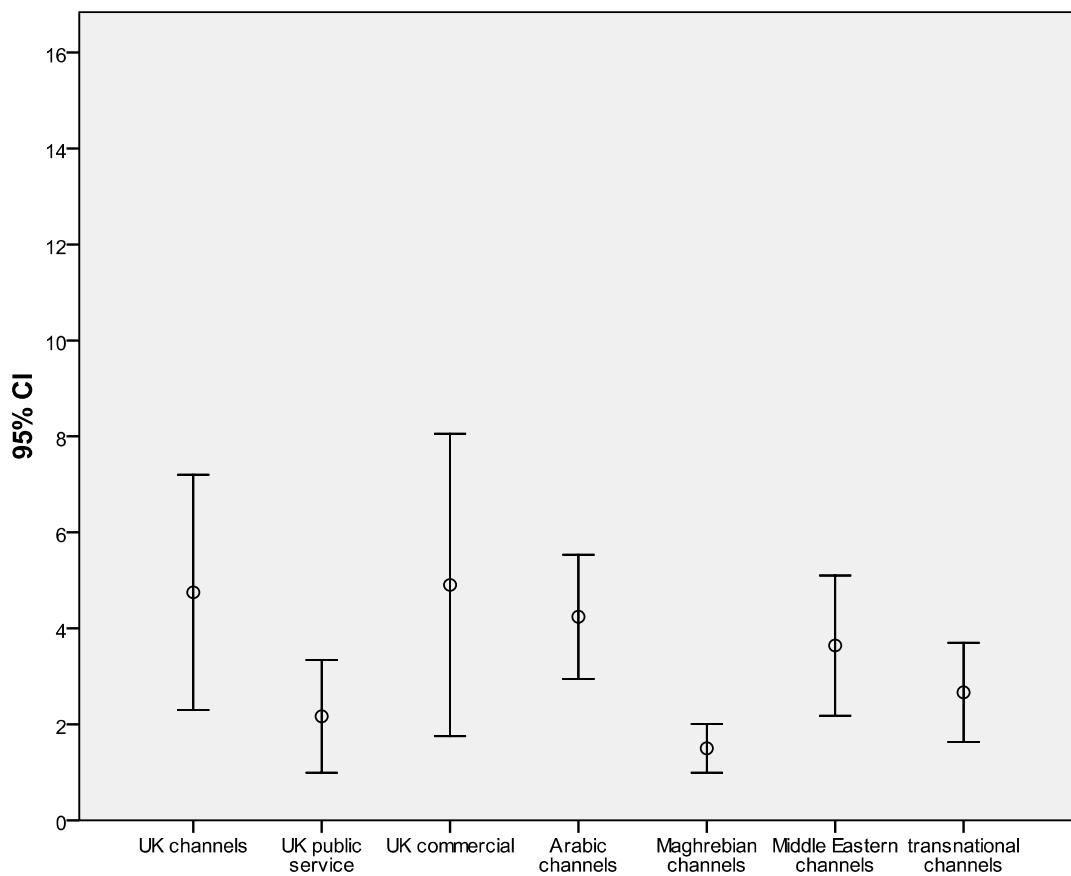


Table 3.10: Documentary by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	other	M	F	secon- dary	high- er	other	un- der 30	30 and over
local UK Channels	28	4,75	1,50	4,57	6,40	5,33	3,00	6,38	4,56	2,67	4,13	5,46
UK public service	12	2,17	1,00	2,20	1,00	2,00	2,67	2,40	2,40	1,00	1,50	2,83
UK commercial	21	4,90	1,75	3,80	7,38	5,29	3,25	5,43	4,83	3,50	4,64	5,20
Arabian Channels	33	4,24	2,71	4,11	3,33	4,30	4,10	4,09	4,74	1,50	2,67	5,56
Maghrebian channels	12	1,50	1,00	1,33	1,00	1,63	1,25	1,83	1,20	0,00	1,00	1,75
Middle Eastern channels	14	3,64	3,00	4,20	.	4,14	3,14	3,17	4,00	0,00	1,88	6,00
transnational channels	21	2,67	2,50	2,00	3,50	2,80	2,33	2,33	3,00	2,00	2,11	3,08

Bold: significant difference between the category means - level of significance $\alpha = 0,05$

4. VIEWING PROFILE OF LONDON RESPONDENTS: BREAK-DOWN BY SINGLE CHANNELS

4.1 Channel frequencies

Table 4.1: How many respondents watch which channel?

UK channels			Arabic channels		
	count	percent		count	percent
BBC 1	61	61,0%	Al Jazeera	87	87,0%
BBC News	50	50,0%	MBC	66	66,0%
Five	37	37,0%	Dubai TV	56	56,0%
Channel 4	36	36,0%	Al Arabiya	45	45,0%
ITV 1	32	32,0%	Qatar TV	44	44,0%
Sky Sports	31	31,0%	Iqraa TV	41	41,0%
Discovery Channel	30	30,0%	BBC Arabic	39	39,0%
ITV 4	27	27,0%	Alsharqiya TV	37	37,0%
BBC 2	26	26,0%	Al rabia	36	36,0%
BBC 3	26	26,0%	Saudi Arabian	33	33,0%
Sky 1	26	26,0%	Al Manar	26	26,0%
ITV 2	23	23,0%	Nile TV	25	25,0%
National Geographic	19	19,0%	Arryadia	24	24,0%
ITV 3	18	18,0%	2M Maroc	23	23,0%
Dave	15	15,0%	Jordan	22	22,0%
local other	26	26,0%	Canal Algerie	20	20,0%
			Al Maghrabiyya	17	17,0%
			RTM	16	16,0%
			Al-Assadissa	10	10,0%
			Arabic other	42	42,0%

Bold: UK public service channels

A ranking of the channels shows that Al Jazeera (87%) and MBC (66%) are the channels with the largest audiences in the London sample. Only two local UK channels attract 50% and more of the respondents: BBC 1 (61%) and BBC News (50%).

In the following analysis, we focus on those channels which attract at least 50% of the respondents.

Table 4.2: How many respondents watch what genre in which channel ?

	All genres		Sport		Enter-tainment		News		Movies		Documen-tary		other	
		%		%		%		%		%		%		%
BBC 1	61	61,0%	16	16,0%	20	20,0%	44	44,0%	10	10,0%	4	4,0%	15	15,0 %
BBC News	50	50,0%	10	10,0%	5	5,0%	39	39,0%	3	3,0%	2	2,0%	12	12,0 %
Dubai TV	56	56,0%	10	10,0%	24	24,0%	9	9,0%	23	23,0%	5	5,0%	24	24,0 %
Al Jazeera	87	87,0%	22	22,0%	14	14,0%	67	67,0%	9	9,0%	13	13,0%	29	29,0 %
MBC	66	66,0%	11	11,0%	28	28,0%	20	20,0%	31	31,0%	7	7,0%	25	25,0 %

Two facts are conspicuous: Three of the five most watched channels have a focus on news. And no commercial UK channel attracts 50% and more of the respondents.

Table 4.3: All genres by place of birth, gender, level of education and age group

	London sample		Place of birth			Gender		Level of education			Age group	
			Mid. East	Iraq	other	male	fe-male	se-con-dary	high-er	other	under 30	30 and over
BBC 1	61	61,0%	46,4%	59,3%	75,8%	61,6%	59,3%	72,0%	59,3%	58,3%	56,3%	65,4%
BBC News	50	50,0%	21,4%	29,6%	24,2%	27,4%	22,2%	24,0%	28,8%	58,3%	27,1%	25,0%
Dubai TV	56	56,0%	85,7%	81,5%	93,9%	87,7%	85,2%	88,0%	86,4%	83,3%	87,5%	86,5%
Al Jazeera	87	87,0%	60,7%	85,2%	57,6%	61,6%	77,8%	80,0%	57,6%	91,7%	70,8%	61,5%
MBC	66	66,0%	64,3%	66,7%	51,5%	54,8%	59,3%	64,0%	47,5%	83,3%	54,2%	57,7%

Bold: significant difference between - level of significance $\alpha = 0,05$

When comparing the audiences of each channel, there is no significant influence of place of birth, gender, level of education or age group.

4.2. Contacts by genres, place of birth, gender, education and age

Table 4.4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
BBC 1	61	6,05	20	2,40	44	4,70	10	2,10	4	1,00
BBC News	50	6,20	5	1,80	39	5,77	3	1,33	2	1,00
Dubai TV	56	5,16	24	3,25	9	3,44	23	3,26	5	1,00
Al Jazeera	87	8,70	14	2,64	67	6,38	9	1,56	13	2,69
MBC	66	8,02	28	2,54	20	2,25	31	8,19	5	1,57

Table 4.5: Average number of contacts by place of birth, gender, level of education and age group

	London sample	Place of birth			Gender		Level of education			Age group		
		Mid. East	Iraq	other	male	fe-male	se-con-dary	high-er	other	under 30	30 and over	
BBC 1	61	6,05	7,54	5,38	5,28	6,11	5,88	8,44	5,11	4,57	5,52	6,47
BBC News	50	6,20	4,08	4,20	10,35	5,83	7,89	3,92	7,64	5,71	8,50	4,39
Dubai TV	56	5,16	4,44	7,61	3,71	5,68	3,88	3,88	3,96	11,20	4,46	5,77
Al Jazeera	87	8,70	6,29	9,73	10,71	9,22	7,26	7,64	8,65	12,09	8,57	8,82
MBC	66	8,02	7,18	8,57	8,89	8,20	7,62	6,40	8,24	11,30	9,21	6,75

When comparing the amount of contacts with each channel, there is no significant influence of place of birth, gender, level of education or age group in the UK sample. This is different in other countries.

PARIS

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1. SOCIO DEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the Paris subsample involves 413 respondents, 149 of these have agreed to participate in the diary study.

Table 1: Socio demographic data – Survey and Diary

	Survey		Diary	
	count	%	count	%
Gender				
Male	195	47,2%	71	47,7%
Female	218	52,8%	78	52,3%
Age				
Under 30	156	37,8%	42	28,2%
30 to 49	200	48,4%	83	55,7%
50 and over	57	13,8%	24	16,1%
Level of education				
Primary School and less	35	8,5%	14	9,4%
Secondary education	189	45,8%	64	43,0%
Higher education	178	43,1%	70	47,0%
Other	11	2,7%	1	0,7%
Working status				
Full time	264	63,9%	92	61,7%
Part time	33	8,0%	16	10,7%
Study	56	13,6%	23	15,5%
Unemployed	21	5,1%	4	2,7%
Retired	5	1,2%	3	2,0%
Household	31	7,5%	10	6,7%
other	3	,7%	1	0,7%
Country of birth				
France	223	54,0%	61	40,9%
Algeria	91	22,0%	43	28,9%
Morocco	54	13,1%	25	16,8%
Tunisia	31	7,5%	13	8,7%
Other	6	1,5%	2	1,7%
Lebanon	5	1,2%	5	3,4%
Religious affiliation				
Islam	387	93,7%	141	94,6%
Sunni	290	70,2%	91	61,1%
Shia	16	3,9%	3	2,0%
other	81	19,6%	46	30,9%
Christian	6	1,5%	2	1,3%

Other religion	3	0,7%	2	1,3%
Not religious	17	4,1%	4	2,7%
Languages at home				
Only French	59	14,3%	8	5,4%
French and Arabic	286	69,30%	129	86,6%
Only Arabic	51	12,3%	12	8,1%
other	17	4,1%	0	0,0%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to identify for how long they watched, we have identified the 'contact' point as our main indicator.

Table 2/1: Arabic Channels being watched

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2.2: French channel being watched

Public Service	Commercial
FRANCE 2	TF1
FRANCE 3	ARTE
FRANCE 4	M6
FRANCE 5	Canal+
LCP	Direct 8
Gulli	W9
	TMC
	NT1
	NRJ 12
	BFM TV
	iTELE
	Virgin 17

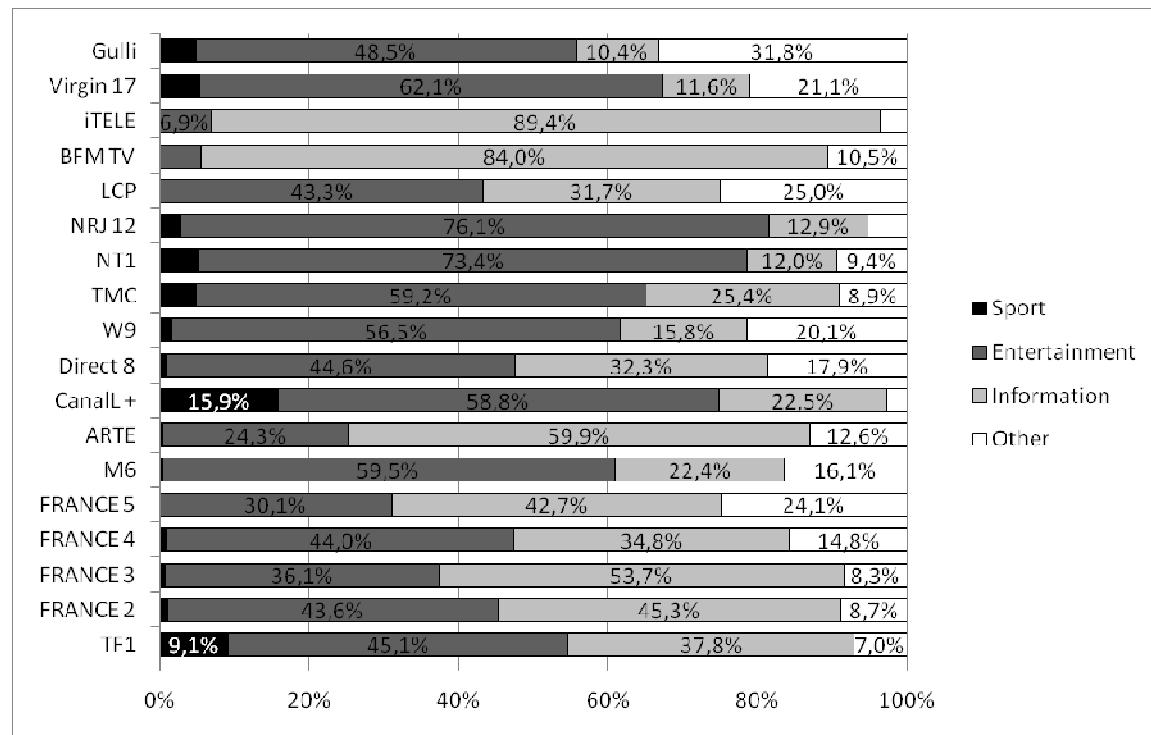
We have computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2/3) is the average proportion for each genre. This calculation does not reflect how many respondents have watched a certain channel.

Table 2/3: Genre profiles of French channels

French Channels	Sport	Entertain-ment	News	Movies	Documentary	Other
TF1	9,1%	19,0%	33,5%	26,1%	4,4%	7,0%
FRANCE 2	1,1%	25,0%	32,9%	18,6%	12,4%	8,7%
FRANCE 3	0,8%	18,1%	37,1%	18,1%	16,6%	8,3%
FRANCE 4	0,8%	7,9%	11,5%	36,1%	23,2%	14,8%
FRANCE 5	0,0%	13,4%	8,5%	16,7%	34,2%	24,1%
M6	0,3%	27,8%	6,1%	31,7%	16,3%	16,1%
ARTE	0,3%	10,8%	2,0%	13,5%	57,9%	12,6%
Canal +	15,9%	19,2%	12,4%	39,6%	10,1%	2,7%
Direct 8	0,9%	20,1%	3,6%	24,5%	28,7%	17,9%
W9	1,4%	27,0%	1,3%	29,5%	14,5%	20,1%
TMC	4,8%	12,7%	5,4%	46,5%	20,0%	8,9%
NT1	5,2%	29,7%	10,4%	43,8%	1,6%	9,4%
NRJ 12	2,7%	35,2%	4,7%	40,9%	8,3%	5,0%
LCP	0,0%	0,0%	16,7%	43,3%	15,0%	25,0%
BFM TV	0,0%	2,9%	78,3%	2,6%	5,7%	10,5%
iTELE	0,0%	2,5%	86,8%	4,4%	2,6%	3,7%
Virgin 17	5,3%	49,8%	11,6%	12,3%	0,0%	21,1%
Gulli	4,6%	38,2%	6,6%	10,4%	3,8%	31,8%

Channels in bold are public service channels.

Chart 2/1: Genre profile of French channels



3. VIEWING PROFILE OF PARIS RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3/1: How many respondents watch which genre

Paris sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	149	100,0%	146	98,0%	2	1,3%	1	0,7%
News	143	96,0%	115	80,4%	21	14,7%	7	4,9%
Entertainment	139	93,3%	101	72,7%	32	23,0%	6	4,3%
Movies	139	93,3%	73	52,5%	57	41,0%	9	6,5%
Documentary	125	83,9%	65	52,0%	43	34,4%	17	13,6%
Sport	73	49,0%	18	24,7%	43	58,9%	12	16,4%

Table 3.1 shows, that 98% of the Paris sample watch local French and Arabic TV channels. Looking at the different genres, these percentages are lower.

News is the genre with the highest rate of viewers watching both, Arabic and French channels. Here the rate is 80%. Only 5% rely only on Arabic channels, 14% watch only French channels.

73% of those who watch entertainment, choose French and Arabic channels. But nearly a quarter watch only local French channels. When watching movies and documentaries, only about 50% choose a composition of French and Arabic channels while 41% resp. 34% watch only French channels.

Sport seems to be a domain of the local French channels. Nearly 60% watch sport only in French channels.

Table 3/2: Profile by gender

Gender			sig * Cram er V	local and Arabic channels		only local channels		only Arabic channels		sig* Cram er V	
	count	%		count	%	count	%	count	%		
All genres (149)	male	71	100%		69	97,2%	1	1,4%	1	1,4%	X
	female	78	100%		77	98,7%	1	1,3%	0	0,0%	
News (143/96%)	male	68	95,8%	n.s.	52	76,5%	11	16,2%	5	7,4%	X
	female	75	96,2%		63	84,0%	10	13,3%	2	2,7%	
Entertain- ment (139/93%)	male	69	97,2%	n.s.	47	68,1%	17	24,6%	5	7,2%	X
	female	70	89,7%		54	77,1%	15	21,4%	1	1,4%	
Movies (139/93%)	male	64	90,1%	n.s.	32	50,0%	28	43,8%	4	6,3%	X
	female	75	96,2%		41	54,7%	29	38,7%	5	6,7%	
Documen-	male	58	81,7%	n.s.	26	44,8%	25	43,1%	7	12,1%	X

tary (125/84%)	female	67	85,9%		39	58,2%	18	26,9%	10	14,9%	
Sport (73/49%)	male	44	62,0%	Sig. 0,248	13	29,5%	24	54,5%	7	15,9%	sig. 0,141
	female	29	37,2%		5	17,2%	19	65,5%	5	17,2%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Sport is the domain of predominantly male respondents: 62% of male but only 37% of female respondents watch sport programs. This difference is significant. Another significant difference between men and women is the channel mix. If women watch sport they choose significantly more often local French channels than men.

The other genres show no gender specific differences.

Table 3/3: Profile by place of birth

Place of birth					local and Arabic channels		only local channels		only Arabic channels		
					count	%	sig * Cramér V	count	%	count	
All genres (149)	France	61	100%		61	100%		0	0,0%	0	X
	Arabic country	88	100%		85	96,6%		2	2,3%	1	
News (143/96%)	France	57	93,4%	n.s.	44	77,2%		11	19,3%	2	X
	Arabic country	86	97,7%		71	82,6%		10	11,6%	5	
Entertain- ment (139/93%)	France	56	91,8%	n.s.	40	71,4%		16	28,6%	0	X
	Arabic country	83	94,3%		61	73,5%		16	19,3%	6	
Movies (139/93%)	France	58	95,1%	n.s.	27	46,6%		28	48,3%	3	n.s.
	Arabic country	81	92,1%		46	56,8%		29	35,8%	6	
Documen- tary (125/84%)	France	51	83,6%	n.s.	28	54,9%		17	33,3%	6	n.s.
	Arabic country	74	84,1%		37	50,0%		26	35,1%	11	
Sport (73/49%)	France	22	36,1%	Sig. 0,230	7	31,8%		14	63,6%	1	n.s.
	Arabic country	51	58,0%		11	21,6%		29	56,9%	11	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Looking for genres which show differences between those born in France and those born in an Arabic country we find again differences related to sport. The proportion of sport-viewers is in the group born in France significantly smaller than in the group of migrants, born in an Arabic country.

Table 3/4: Profile by age group

Age groups		count	%	sig * Cra- mer V	local-and- Arabic channels		only local channels		only Arabic channels		sig* Crame r V
					count	%	count	%	count	%	
All genres (149)	Under 30	42	100%		41	97,6%	9	0,0%	1	2,4%	X
	30 – 49	83	100%		81	97,6%	2	2,4%	0	0,0%	
	50 and over	24	100%		24	100%	0	0,0%	0	0,0%	
News (143/96%)	Under 30	39	92,9%	n.s.	29	74,4%	7	17,9%	3	7,7%	X
	30 – 49	81	97,6%		69	85,2%	10	12,3%	2	2,5%	
	50 and over	23	95,8%		17	73,9%	4	17,4%	2	8,7%	
Entertain- ment (139/93%)	Under 30	39	92,9%	X	26	66,7%	11	28,2%	2	5,1%	X
	30 – 49	76	91,6%		59	77,6%	15	19,7%	2	2,6%	
	50 and over	24	100%		16	66,7%	6	25,0%	2	8,3%	
Movies (139/93%)	Under 30	38	90,5%	n.s.	18	47,4%	19	47,4%	2	5,3%	n.s.
	30 – 49	79	95,2%		42	53,2%	33	41,8%	4	5,1%	
	50 and over	22	91,7%		13	59,1%	6	27,3%	3	13,6%	
Documen- tary (125/84%)	Under 30	32	76,2%	n.s.	14	43,8%	10	31,3%	8	25,0%	n.s.
	30 – 49	71	85,5%		40	56,3%	24	33,8%	7	9,9%	
	50 and over	22	91,7%		11	50,0%	9	40,0%	2	11,8%	
Sport (73/49%)	Under 30	22	52,4%	n.s.	7	31,8%	13	59,1%	2	9,1%	n.s.
	30 – 49	36	43,4%		8	22,2%	20	55,6%	8	22,2%	
	50 and over	15	62,5%		3	20,0%	10	66,7%	2	13,3%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Age and level of education seem to have no influence on the preference of special genres as the tables 3.4 and 3.5 show.

Table 3/5: Profile by education

Level of education					local-and-Arabic channels		only local channels		only Arabic channels		
		count	%	sig * Cramer V	count	%	count	%	count	%	sig* Cramer V
All genres (149)	Primary	14	100%		14	100%	0	0,0%	0	0,0%	X
	Second.	64	100%		63	98,4%	1	1,6%	0	0,0%	
	Higher	70	100%		68	97,1%	1	1,4%	1	1,4%	
News (143/96%)	Primary	14	100%		12	85,7%	1	7,1%	1	7,1%	X
	Second.	60	93,8%		46	76,7%	13	21,7%	1	1,7%	
	Higher	68	97,1%		56	82,4%	7	10,3%	5	7,4%	
Entertain-ment (139/93%)	Primary	14	100%	X	11	78,6%	1	7,1%	2	14,3%	X
	Second.	58	90,6%		43	74,1%	14	24,1%	1	16,7%	
	Higher	66	94,3%		46	69,7%	17	25,8%	3	4,5%	
Movies (139/93%)	Primary	14	100%	X	5	35,7%	7	50,0%	2	14,3%	n.s.
	Second.	60	93,8%		31	51,7%	26	43,3%	3	5,0%	
	Higher	64	91,4%		37	57,8%	23	35,9%	4	6,3%	
Documen-tary (125/84%)	Primary	10	71,4%	n.s.	4	40,0%	5	50,0%	1	10,0%	n.s.
	Second.	56	87,5%		29	51,8%	20	35,7%	7	12,5%	
	Higher	58	82,9%		31	53,4%	18	31,0%	9	15,5%	
Sport (73/49%)	Primary	11	78,6%	n.s.	0	0,0%	11	25,6%	0	0,0%	X
	Second.	29	45,3%		7	24,1%	17	58,6%	5	17,2%	
	Higher	32	45,7%		10	31,3%	15	46,9%	7	21,9%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The tables 3.1 to 3.5 tell us, how many respondents watch which genre in which channel. They do not say anything about the amount of contacts which means how many programs they watch.

3.2 How much they watch: Average number of contacts

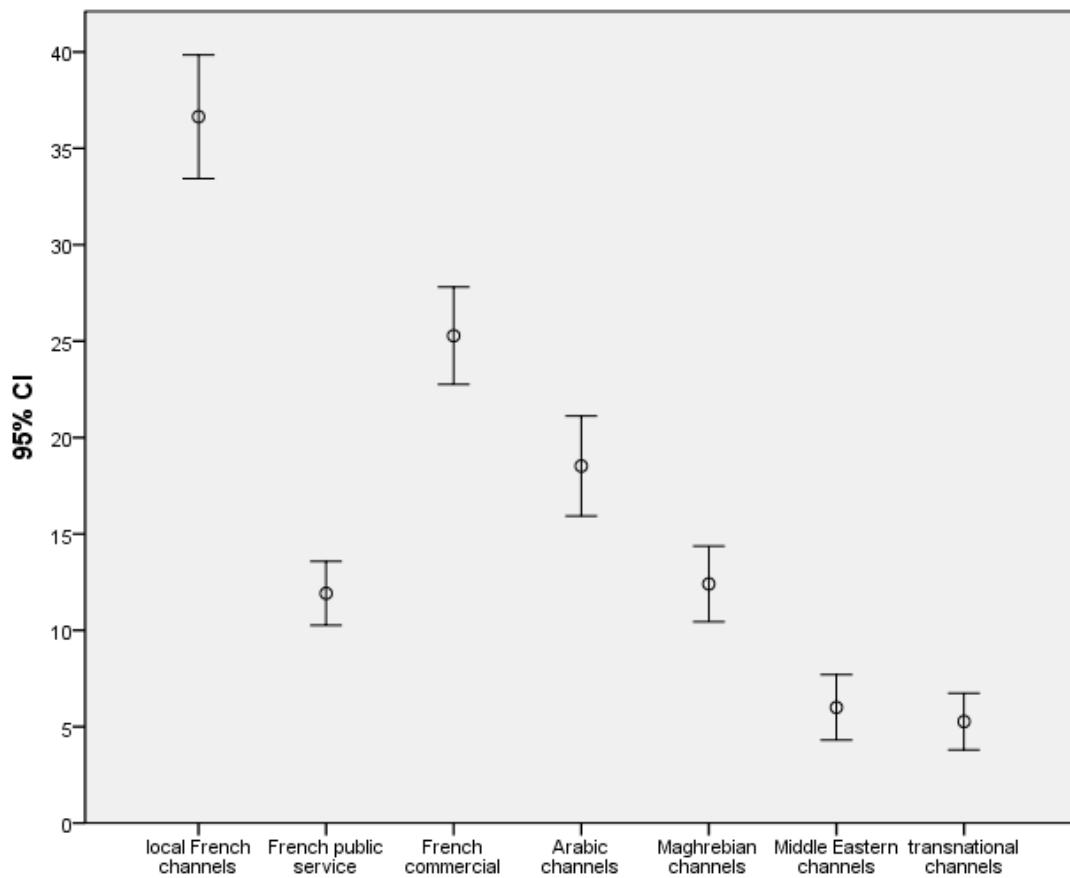
As mentioned above, a 'contact' means that the respondent has identified the channel and the genre. For each channel this was possible once per hour. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels respectively in the groups of channels. Furthermore, we assume that when they have decided to indicate the genre per channel in the diary form, they considered this as the main genre within that hour.

In the analysis of the 'contacts' (per hour) we compare local EU channels and Arabic channels. In a second step we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between commercial and public service Dutch channels.

We have computed the 'average' by only looking at those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local French channels, this respondent is in consequence excluded from the computation of the average number of contacts for local French channels.)

If a cell is bold, there is a significant difference between the category means (level of significance $\alpha = 0,05$).

Chart 3/1: All genres: average number of contacts and confidence intervals



Comparing the amount of contacts with Arabic and French channels we find a significant difference in favour of local French channels.

Comparing public service and commercial French channels, the commercial French channels attract significant more contacts than the public service channels. Middle Eastern and transnational channels are watched significant less, than Maghrebian channels.

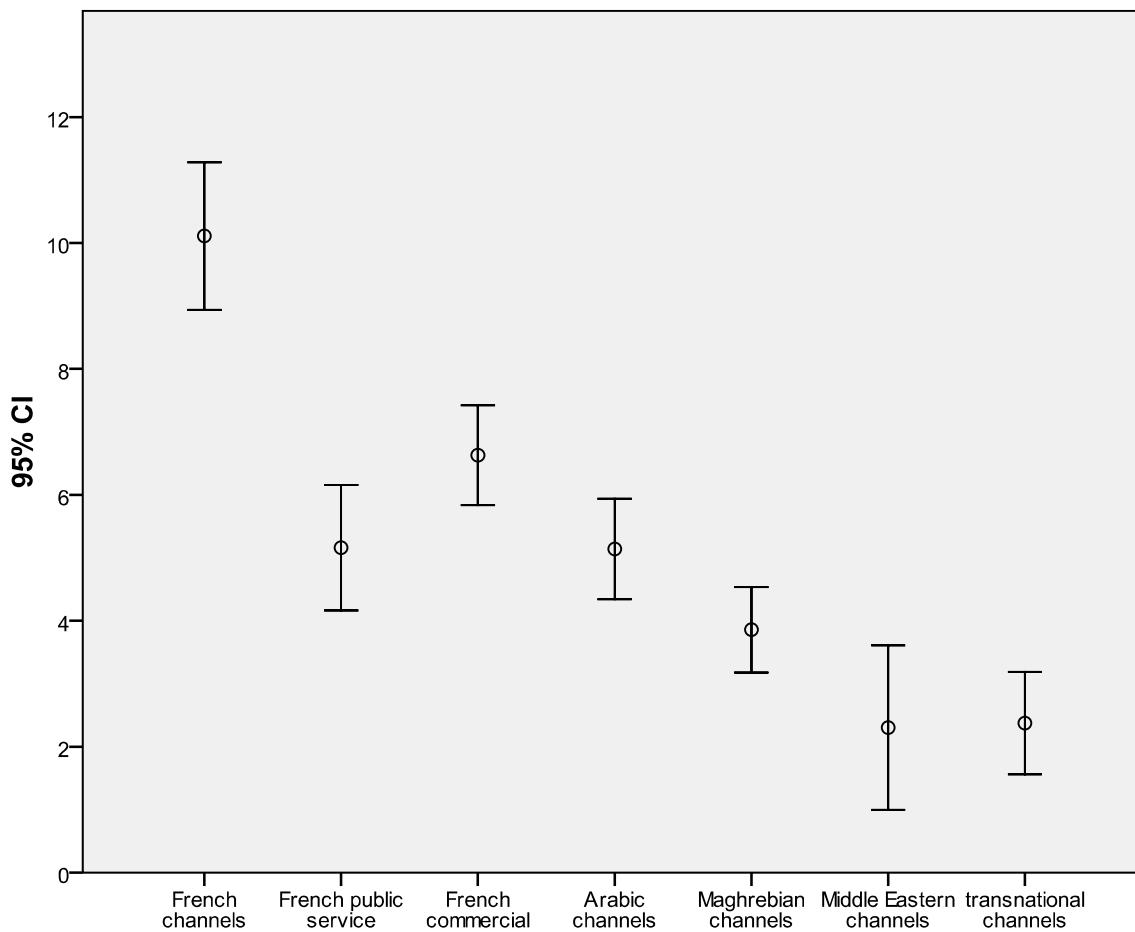
Table 3/6: All genres by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-con-dary	hi-gher	un-der 30	30 - 49	50 and over
local French Channels	148	36,64	36,15	37,38	34,96	38,15	33,71	35,50	38,12	38,07	35,51	38,13
French public service	135	11,92	11,31	12,55	10,67	13,01	10,58	10,67	13,42	9,91	11,97	14,70
French commercial	147	25,28	26,00	25,00	24,31	26,16	24,29	24,78	25,76	29,65	24,00	22,42
Arabic Channels	147	18,52	13,98	21,80	16,63	20,25	16,79	18,51	18,97	15,55	19,19	21,50
Maghrebian channels	128	12,41	9,33	14,59	11,11	13,62	13,31	12,68	12,00	9,64	13,49	13,50
Middle Eastern channels	65	6,00	5,60	6,16	4,91	7,19	2,50	7,40	5,35	5,76	5,44	8,00
Trans-national channels	52	5,27	4,22	6,16	3,83	6,41	.	5,65	4,88	6,06	4,81	5,22

The bold cells mark significant differences - level of significance $\alpha=0,05$

Searching for differences between the socio demographic groups, only place of birth makes a significant difference. Migrants born in an Arabic country, in our sample this country is Morocco, have significantly more contacts with Arabic in particular with Maghrebian channels.

Chart 3/2: News: Average number of contacts and confidence intervals



The chart shows not the typical pattern for news. More contacts are assigned to commercial than to public service channels, but the difference is not significant. Maghrebian channels are still preferred but the difference between Maghrebian channels and Middle Eastern or transnational channels is not significant.

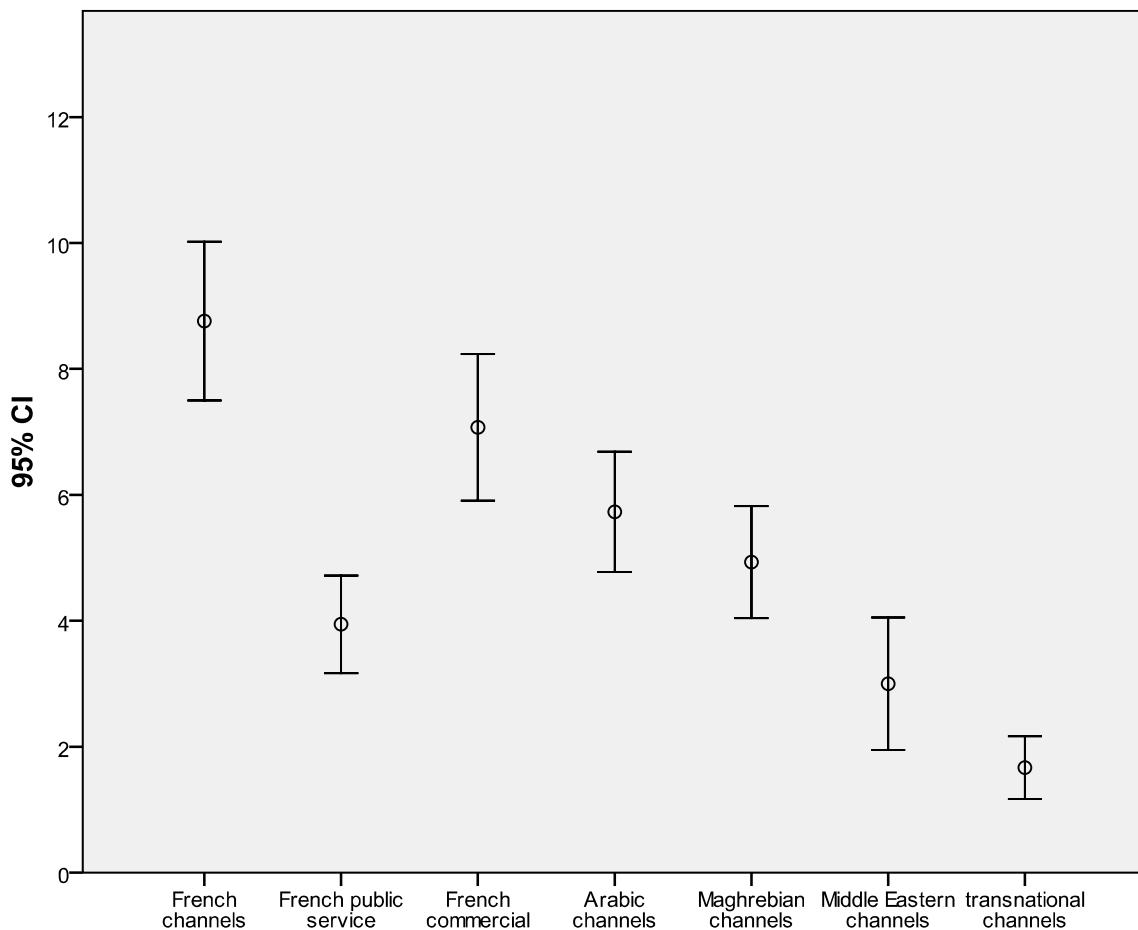
Table 3/7: News by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-con-dary	hi-gher	un-der 30	30 - 49	50 and over
local French Channels	136	10,11	9,60	10,59	10,38	9,88	12,08	8,75	10,92	8,47	10,06	13,10
French public service	99	5,16	5,66	4,85	4,79	5,45	5,30	4,07	6,11	4,67	5,33	5,20
French commercial	127	6,63	6,31	7,01	7,05	6,24	8,00	6,27	6,60	5,71	6,69	8,00
Arabic Channels	122	5,14	4,52	5,39	5,32	4,98	6,00	4,85	5,20	4,63	5,44	4,89
Maghrebian channels	91	3,86	4,27	3,68	3,71	3,98	4,82	4,00	3,54	3,65	4,12	3,29
Middle Eastern channels	33	2,30	1,23	2,95	2,72	1,80	3,00	3,17	1,79	1,43	2,55	2,50
Trans-national channels	24	2,38	4,67	2,05	2,00	2,90	0,00	1,33	3,00	3,20	2,42	1,71

The bold cells mark significant differences - level of significance $\alpha=0,05$

We find two significant differences. Firstly, place of birth: migrants born in France have significant more contacts with transnational channels than those born in the Maghreb. Secondly, level of education: better educated respondents have significantly more contacts with transnational channels than respondents with a lower level of education. However, in comparison with Magrebian and French channels, this rate is low.

Chart 3/3: Entertainment: Average number of contacts and confidence intervals



Entertainment is mostly watched on French commercial channels. The average contacts with French public service channels and with Middle Eastern are rather low. Transnational channels are irrelevant in the context of entertainment.

Table 3/8: Entertainment by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-con-dary	hi-gher	un-der 30	30 - 49	50 and over
local French Channels	133	8,76	9,23	8,83	7,98	9,48	7,08	8,82	8,90	11,30	7,82	7,64
French public service	88	3,94	4,24	3,94	2,88	4,83	4,60	3,59	4,29	4,00	3,71	4,67
French commercial	114	7,07	7,71	6,79	7,11	7,03	5,17	7,23	7,26	9,79	5,94	6,06
Arabic Channels	107	5,73	4,70	6,47	5,69	5,76	4,77	5,93	5,80	4,79	6,11	5,89
Maghrebian channels	87	4,93	4,10	5,42	5,07	4,79	4,58	4,97	4,97	4,05	5,32	4,88
Middle Eastern channels	22	3,00	2,29	3,21	2,00	4,00	1,00	4,00	2,86	3,00	3,00	3,00
Trans-national channels	15	1,67	1,50	1,78	1,00	2,00	0,00	1,56	1,83	1,60	1,63	2,00

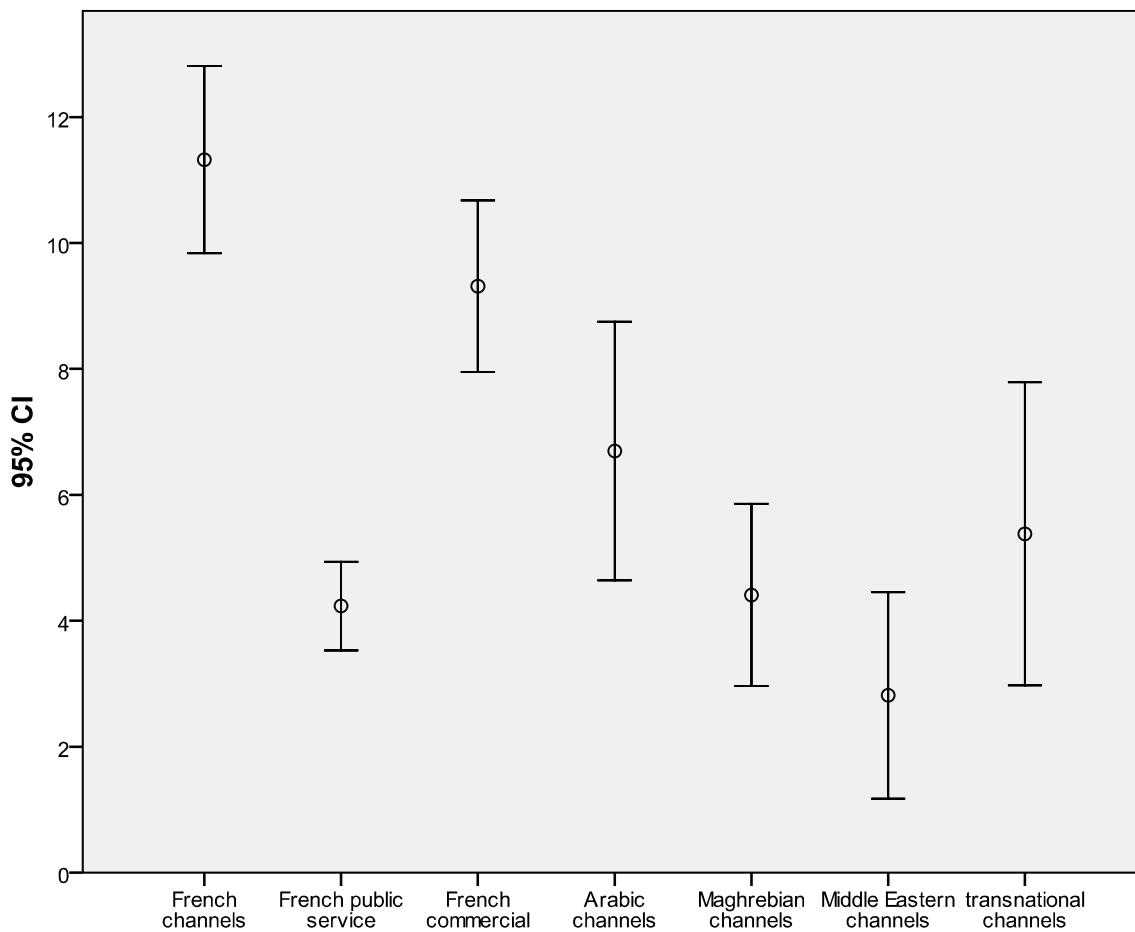
Cells in bold mark significant differences - level of significance $\alpha=0,05$

Entertainment show several significant differences.

Women have significantly more contacts with French public service channels and with Middle Eastern channels than men. And better educated have more contacts with Middle Eastern channels than lower educated.

More interesting is the age effect because it regards to the commercial channels where most of the respondents watch entertainment. The younger generation has significantly more contacts. Already at the age of 30, TV entertainment in French commercial channels loses attractiveness.

Chart 3/4: Movies: Average number of contacts and confidence intervals



French respondents seem to spend more time watching movies than watching entertainment.

The average amount of contact is higher for each channels group. French commercial channels are still the number one. The contact rate for transnational channels is higher than for Maghrebian channels. The long whiskers in chart 3.4 are an indicator that the variance especially for Arabic channels is high.

Table 3/9: Movies by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-con-dary	hi-gher	un-der 30	30 - 49	50 and over
local French Channels	130	11,32	10,80	11,85	10,25	12,24	11,00	11,21	11,43	12,61	10,61	11,68
French public service	73	4,23	3,83	4,50	4,13	4,30	3,50	4,24	4,38	4,38	4,07	4,64
French commercial	124	9,31	9,54	9,28	8,47	10,03	9,91	9,18	9,29	11,34	8,49	8,61
Arabic Channels	82	6,70	4,57	8,12	4,44	8,46	4,14	9,00	5,22	6,35	5,98	9,19
Maghrebian channels	66	4,41	2,86	5,30	2,94	5,79	4,50	5,36	3,56	3,06	4,32	6,50
Middle Eastern channels	27	2,81	2,14	3,06	2,25	3,27	.	4,80	1,65	1,75	1,76	6,50
transnational channels	21	5,38	4,00	6,23	4,00	5,81	.	7,17	3,00	7,86	3,50	5,75

The bold cells mark significant differences - level of significance $\alpha=0,05$

Comparing the age groups, we find that the cohort '50 years and older' have significantly more contacts with Middle Eastern channels than younger respondents.

Less surprising is that those who watch movies and are born in the Maghreb region have significantly more contacts with Maghrebian channels than those born in France.

Chart 3/5: Documentary: average number of contacts and confidence intervals

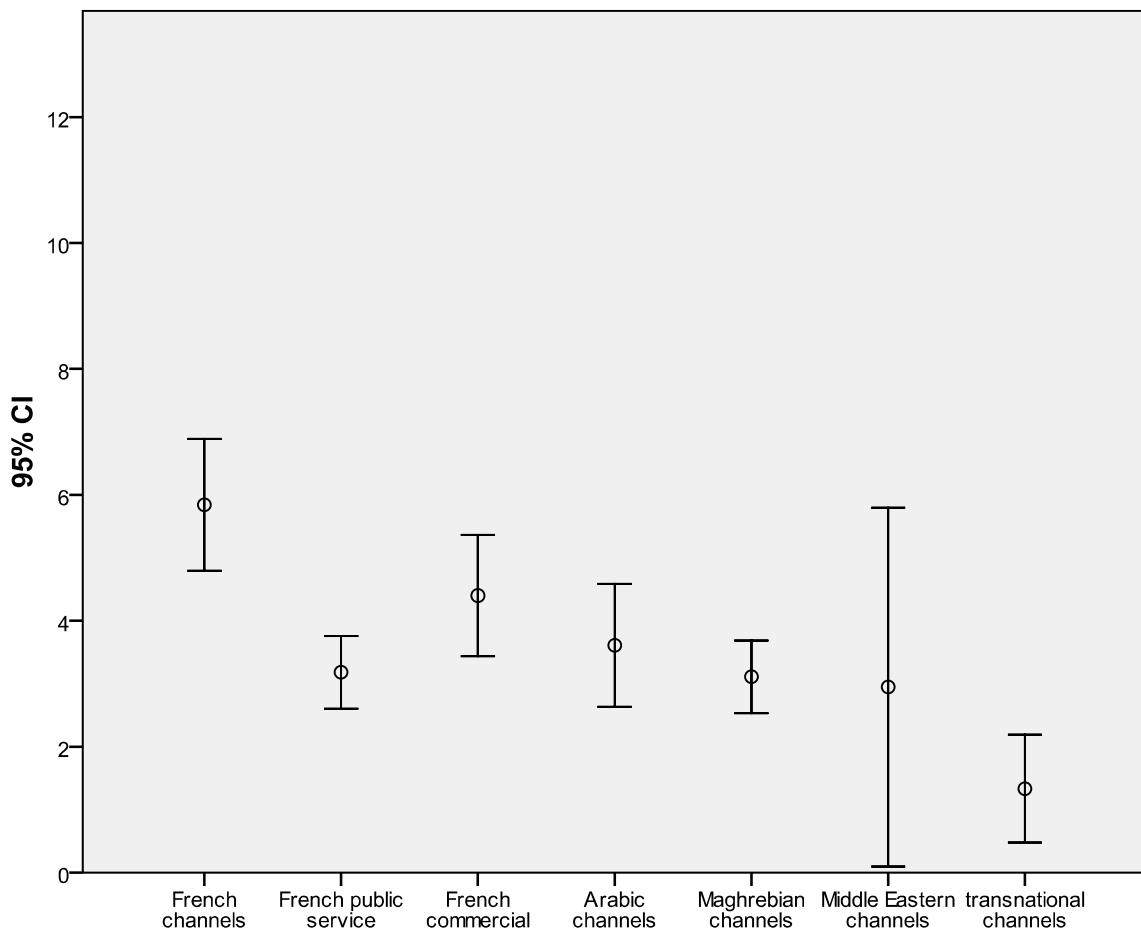


Table 3/10: Documentary by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-con-dary	hi-gher	un-der 30	30 - 49	50 and over
local French Channels	108	5,84	6,16	5,71	5,45	6,19	4,44	6,16	5,86	5,96	5,81	5,80
French public service	72	3,18	3,33	3,13	3,45	2,95	3,17	3,47	2,94	2,83	2,93	4,20
French commercial	90	4,40	5,24	3,88	3,83	4,90	3,00	4,76	4,34	5,45	4,35	3,25
Arabic Channels	69	3,61	4,08	3,28	4,23	3,13	3,25	4,50	3,11	4,06	3,45	3,50
Maghrebian channels	45	3,11	2,89	3,31	3,60	2,87	1,50	3,37	3,04	3,00	3,25	2,75
Middle Eastern channels	19	2,95	4,44	1,60	4,75	1,64	0,00	4,44	1,67	6,20	1,92	1,00
Trans-national channels	6	1,33	1,00	1,40	1,00	2,00	0,00	1,67	1,00	1,00	1,00	3,00

4. VIEWING PROFILE OF PARIS RESPONDENTS: BREAK-DOWN BY SINGLE CHANNELS

4.1 How many respondents watch which channels?

Table 4/1: How many respondents watch which channel?

French channels			Arabic channels		
	count	percent		count	percent
TF1	139	93,3%	Canal Algerie	93	62,4%
FRANCE 2	119	79,9%	2M Maroc	71	47,7%
M6	116	77,9%	RTM	51	34,2%
FRANCE 3	85	57,0%	Dubai TV	40	26,8%
Canal+	52	34,9%	MBC	35	23,5%
ARTE	51	34,2%	Al Maghrabiyya	23	15,4%
W9	46	30,9%	Al Arabiya	21	14,1%
FRANCE 5	42	28,2%	Alsharqiya TV	20	13,4%
BFM TV	32	21,5%	Al rabia	18	12,1%
Gulli	26	17,4%	Iqraa TV	17	11,4%
Direct 8	23	15,4%	Qatar TV	14	9,4%
TMC	21	14,1%	Al Jazeera	13	8,7%
NRJ 12	21	14,1%	Saudi Arabian	12	8,1%
FRANCE 4	20	13,4%	Arryadia	11	7,4%
iTELE	19	12,8%	BBC Arabic	11	7,4%
Virgin 17	19	12,8%	Jordan	9	6,0%
NT1	16	10,7%	Al Manar	9	6,0%
LCP	6	4,0%	Al-Assadissa	6	4,0%
			Nile TV	5	3,4%

Bold: French public service channels

A ranking of the channels shows, that three local French channels have the largest audiences in the Paris sample: the most watched Arabic channel is Canal Algerie. In comparison with the other city subsamples Al Jazeera has an extremely low rate of only 9%.

In the following analysis, we focus on those channels which attract at least 50% of the respondents.

Table 4/2: How many respondents watch what genre in which channel?

	All genres		Sport		Entertainment		News		Movies		Documentary		other	
	%		%		%		%		%		%		%	
FRANCE 2	119	79,9%	4	2,7%	68	45,6%	77	51,7%	54	36,2%	47	31,5%	31	20,8%
FRANCE 3	85	57,0%	3	2,0%	27	18,1%	49	32,9%	27	18,1%	29	19,5%	17	11,4%
TF1	139	93,3%	44	29,5%	84	56,4%	109	73,2%	10	67,1%	30	20,1%	29	19,5%
M6	116	77,9%	3	2,0%	61	40,9%	32	21,5%	66	44,3%	52	34,9%	34	22,8%
2M Maroc	71	47,7%	1	0,7%	34	22,8%	27	18,1%	31	20,8%	19	12,8%	32	21,5%
Canal Algerie	93	62,4%	10	6,7%	55	36,9%	61	40,9%	28	18,8%	24	16,1%	35	23,5%

As table 4.2 shows, there is no channel with a thematic focus among the most watched channels in the French sample. Only sport has an exceptional position.

Table 4/3: All genres by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			Fran ce	Mag hreb	male	fe-male	prim and less	se-condary	hi-gher	un-der 30	30 - 49	50 and over
TF1	119	79,9 %	91,8 %	93,8 %	90,1 %	96,2 %	100%	92,2 %	92,9 %	90,5%	94,0%	95,8%
FRANCE 2	85	57,0 %	80,3 %	79,0 %	76,1 %	83,3 %	71,4 %	79,7 %	81,4 %	71,4%	83,1%	83,3%
FRANCE 3	139	93,3 %	47,5 %	63,0 %	57,7 %	56,4 %	64,3 %	57,8 %	54,3%	47,6%	56,6 %	75,0 %
M6	116	77,9 %	80,3 %	80,2 %	73,2 %	82,1 %	78,6 %	78,1 %	77,1 %	83,3 %	80,7 %	58,3 %
2M Maroc	71	47,7 %	41,0 %	54,3 %	52,1 %	43,6 %	50,0 %	51,6 %	42,9 %	45,8%		62,5%
Canal Algerie	93	62,4 %	65,6 %	65,4 %	57,7 %	66,7 %	78,6 %	60,9 %	60,0 %	61,9%	63,9%	58,3%

Cells in bold mark significant differences - level of significance $\alpha=0,05$

When comparing the audiences of each channel, it seems that there is no significant influence of gender and level of education.

The place of birth has an effect on the audience of FRANCE 3: this French channel is preferred by those born in the Maghreb.

Age plays a role among the audience of M6: In the group of respondents of the cohort '50 years and older' watch significantly less M6 than the younger cohort.

4.2. Contacts by genres, place of birth, gender, education and age

Table 4/4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
FRANCE 2	119	7,71	68	2,97	77	4,47	54	3,06	47	2,00
FRANCE 3	85	5,02	27	3,48	49	2,90	27	2,93	29	2,31
TF1	139	11,93	84	4,01	109	5,01	100	4,91	30	2,97
M6	116	7,31	61	4,48	32	1,75	66	4,15	52	2,75
2M Maroc	71	5,52	34	3,21	27	2,26	31	2,84	19	2,16
Canal Algerie	93	8,53	55	4,22	61	3,82	28	4,57	24	2,29

Table 4.4 provides an overview of the average number of contacts by genres. TF1 reveals the most contacts. Most of the Paris respondents watch this channel and they watch it more often than other channels. Second is Canal Algerie.

While FT 1 has the most contacts in the genres news, documentary and movies M6 is the number one in entertainment.

Table 4/5: Average number of contacts by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group		
			mean	Fran ce	Mag hreb	male	fe-male	prim and less	Se-condary	hi-gher	un-der 30	30 - 49
FRANCE 2	11 9	7,71	7,55	8,03	6,96	8,34	6,90	7,27	8,30	6,57	7,84	9,00
FRANCE 3	85	5,02	5,28	4,78	4,44	5,57	5,22	4,14	5,92	4,70	4,55	6,61
TF1	13 9	11,93	12,68	11,64	10,97	12,75	14,71	12,25	10,77	13,18	11,28	12,04
M6	11 6	7,31	7,27	7,46	6,50	7,97	4,64	8,40	6,94	10,40	6,04	5,64
2M Maroc	71	5,52	3,56	6,68	4,78	6,32	4,57	5,52	5,87	4,61	6,21	4,87
Canal Algerie	93	8,53	6,98	9,70	8,37	8,65	11,18	8,38	7,95	6,77	9,17	9,36

The bold cells mark significant differences - level of significance $\alpha=0,05$

We have only one significant difference: the younger respondents have significantly more contacts with M6 than the respondents with an age of 30 and over.

MADRID

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1. SOCIODEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the Madrid subsample involves 426 respondents, 94 of these have agreed to participate in the diary study.

Table 1: Socio-demographic data – Survey and Diary

	Survey		Diary	
	count	%	count	%
Gender				
Male	271	63,6%	59	62,8%
Female	155	36,4%	35	37,2%
Age				
Under 30	171	40,2%	46	48,9%
30 to 49	218	51,2%	42	44,7%
50 and over	37	8,7%	6	6,4%
Level of education				
Primary School and less	187	43,9%	36	38,3%
Secondary education	160	37,6%	40	42,6%
Higher education	53	15,5%	14	14,9%
Other	7	1,6%	4	4,3%
Working status				
Full time	149	35,0%	32	34,0%
Part time	39	9,2%	6	6,4%
Study	28	6,5%	15	16,0%
Unemployed	149	35,0%	25	26,6%
Retired	3	,7%	0	0,0%
Household	46	10,8%	13	13,8%
other	12	2,8%	3	3,2%
Country of birth				
Morocco	386	90,6%	82	87,2%
Algeria	7	1,6%	1	1,1%
Syria	7	1,6%	1	1,1%
Spain	6	1,4%	4	4,3%
Egypt	5	1,2%	1	1,1%
Saudi Arabia	2	,5%	1	1,1%
Iraq	1	,2%		
Jordan	1	,2%		1,1%
Libya	1	,2%	1	1,1%
Gulf States	1	,2%	1	1,1%
Lebanon	1	,2%		
Other	7	1,6%	2	2,2%

Religious affiliation				
Islam	423	99,5%	93	98,9%
Sunni	421	99,0%	90	95,7%
Shia	2	0,5%		
Christian	2	0,5%		
Languages at home				
Only Spanish	1	0,2%	0	0,0%
Spanish and Arabic	152	35,7%	38	56,4%
Only Arabic	264	62,2%	53	40,4%
other	9	2,1%	3	3,2%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to measure for how long they watched, we have identified the 'contact' point as our main indicator.

Table 2/1: Arabic Channels being watched

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2/2: Spanish channels being watched

Public Service	Commercial
TVE1	Antena 3
TVE2	Cuatro
Telemadrid	Telecinco
LaOtra	La Sexta
	Onda 6
	Canal 7
	8 Madrid

We have computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2.3) is the average proportion for each genre. This calculation does not reflect how many respondents have watched a certain channel.

Table 2/3: Genre Profiles of Spanish channels

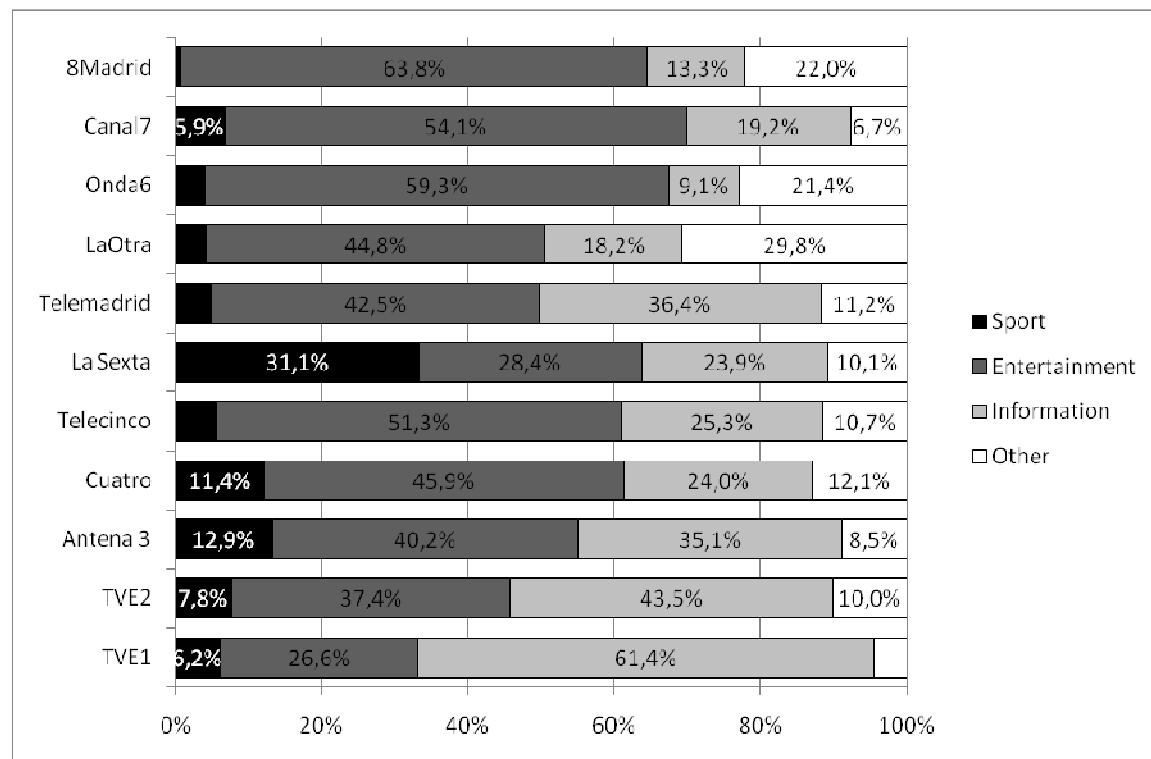
Spanish Channels	Sport	Entertain-ment	News	Movies	Documentary	Other
TVE1	6,2%	18,8%	58,0%	7,8%	3,5%	4,4%
TVE2	7,8%	26,2%	18,6%	11,2%	24,9%	10,0%
Antena 3	12,9%	23,3%	31,7%	16,9%	3,4%	8,5%
Cuatro	11,4%	27,9%	16,9%	18,0%	7,1%	12,1%
Telecinco	5,2%	36,6%	21,2%	14,8%	4,1%	10,7%
La Sexta	31,1%	21,3%	13,1%	7,1%	10,8%	10,1%
Telemadrid	4,8%	14,1%	32,1%	28,4%	4,3%	11,2%
LaOtra	4,2%	24,1%	13,3%	20,8%	4,9%	29,8%
Onda6	3,7%	41,8%	1,6%	17,5%	7,5%	21,4%
Canal7	5,9%	35,9%	7,3%	18,2%	12,0%	6,7%
8Madrid	0,8%	16,9%	10,0%	46,9%	3,3%	22,0%

Channels in bold are public service channels.

Subsuming the genres 'entertainment' and 'movies' under the label 'entertainment' and the genres 'news' and 'documentary' under the label 'information,' reveals the following profiles:

Entertainment channels:	8 Madrid, Canal 7, Ondra 6, La Otra, Telecino, Cuarto
Information channels:	TVE 1, TVE 2
Sport channels	La Sexta
General program:	Telemadrid, Antena 3

Chart 2/1: Genre profile of Spanish channels



3. VIEWING PROFILE OF MADRID RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3/1: How many respondents watch which genre ?

Madrid sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	94	100,0%	93	98,9%	0	0,0%	1	1,1%
News	94	100,0%	80	85,1%	10	10,6%	4	4,3%
Entertainment	72	77,7%	46	63,0%	24	32,9%	3	4,1%
Movies	82	87,2%	63	76,8%	8	9,8%	11	13,4%
Documentary	71	75,5%	41	57,7%	20	28,2%	10	14,1%
Sport	67	71,3%	34	50,7%	21	31,3%	12	17,9%

Nearly 100% of the Madrid respondents use combination of local Spanish and Arabic TV channels.

It seems that 100% of the Madrid sample watches news, and 85% search for information in both, local and Arabic channels. Only a minority of 4% rely on Arabic channels only and 10% watch news only in local Spanish channels.

Table 3/2: Profile by gender

Gender					local and Arabic channels		only local channels		only Arabic channels		sig* Cramer V
	count	%	sig * Cramer V	count	%	count	%	count	%	count	
All genres (94)	male	59	100%	n.s.	59	100,0 %	0	0,0%	0	0,0%	X
	female	35	100%		34	97,1%	0	0,0%	1	2,9%	
News (94/100%)	male	59	100%	n.s.	51	86,4%	6	10,2%	2	3,4%	X
	female	35	100%		29	82,9%	4	11,4%	2	5,7%	
Entertainment (72/77,7%)	male	45	76,3%	n.s.	28	62,2%	15	33,3%	2	4,4%	X
	female	28	80,0%		18	64,2%	9	32,1%	1	3,6%	
Movies (82/87,2%)	male	49	83,1%	n.s.	40	81,6%	4	8,2%	5	10,2%	X
	female	33	94,3%		23	69,7%	4	12,1%	6	18,2%	
Documentary (71/75,5%)	male	46	78,0%	n.s.	29	63,0%	12	26,1%	5	10,9%	X
	female	25	71,4%		12	48,0%	8	32,0%	5	20,0%	
Sport (67/71,3%)	male	53	89,8%	sig. 0,532	31	58,5%	12	22,6%	10	18,9%	X
	female	14	40,0%		3	21,4%	9	64,3%	2	14,3%	

- level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Please note: table 3/3 does not exist for Madrid as we do not have respondents who are born in Spain

Table 3/4: Profile by age group

Age group		count	%	sig * Cramér V	local-and- Arabic channels		only local channels		only Arabic channels		sig* Cramér V
					count	%	count	%	count	%	
All genres (94)	under 30	46	100%		45	97,8%	0	0,0%	1	2,2%	X
	30 and over	48	100%		48	100,0 %	0	0,0%	0	0,0%	
News (94/100%)	under 30	46	100%		38	82,6%	5	10,9%	3	6,5%	X
	30 and over	48	100%		42	87,5%	5	10,4%	1	2,1%	
Entertain- ment (72/77,7%)	under 30	37	80,4%	n.s.	25	67,6%	10	27,0%	2	5,4%	X
	30 and over	36	75,0%		21	58,3%	14	38,9%	1	2,8%	
Movies (82/87,2%)	under 30	39	84,8%	n.s.	32	82,1%	2	5,1%	5	12,8%	X
	30 and over	43	89,8%		31	72,1%	6	14,0%	6	14,0%	
Documen- tary (71/75,5%)	under 30	37	80,4%	n.s.	20	54,1%	12	32,4%	5	13,5%	X
	30 and over	30	62,5%		14	46,7%	9	30,0%	7	23,3%	
Sport (67/71,3%)	under 30	37	80,4%	n.s.	20	54,1%	12	32,4%	5	13,5%	n.s.
	30 and over	30	62,5%		14	46,7%	9	30,0%	7	23,3%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Table 3/5: Profile by level of education

Level of education					local-and-Arabic channels		only local channels		only Arabic channels		
		count	%	sig * Cramer V	count	%	count	%	count	%	sig* Cramer V
All genres (94)	Primary	36	100,0 %		36	100,0 %	0	0,0%	0	0,0%	X
	Second.	40	100,0 %		39	97,5%	0	0,0%	1	2,5%	
	Higher	14	100,0 %		14	100,0 %	0	0,0%	0	0,0%	
News (94/100%)	Primary	36	100,0 %		30	83,3%	5	13,9%	1	2,8%	X
	Second.	40	100,0 %		33	82,5%	5	12,5%	2	5,0%	
	Higher	14	100,0 %		13	92,9%	0	0,0%	1	7,1%	
Entertainment (72/77,7%)	Primary	25	69,4%	n.s.	15	60,0%	10	40,0%	0	0,0%	X
	Second.	33	82,5%		21	63,6%	9	27,3%	3	9,1%	
	Higher	11	42,6%		7	63,6%	4	36,4%	0	0,0%	
Movies (82/87,2%)	Primary	34	94,4%	n.s.	24	70,6%	6	17,6%	4	11,8%	X
	Second.	34	85,0%		29	85,3%	1	2,9%	4	11,8%	
	Higher	11	78,6%		8	72,7%	1	9,1%	2	18,2%	
Documentary (71/75,5%)	Primary	26	72,2%	n.s.	14	53,8%	8	30,8%	4	15,4%	X
	Second.	29	72,5%		16	55,2%	9	31,0%	4	13,8%	
	Higher	12	85,7%		10	83,3%	2	16,7%	0	0,0%	
Sport (67/71,3%)	Primary	24	66,7%	n.s.	9	37,5%	11	45,8%	4	16,7%	X
	Second.	30	75,0%		18	60,0%	6	20,0%	6	20,0%	
	Higher	10	71,4%		6	60,0%	3	30,0%	1	10,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

The tables above tell us, how many respondents watch which genre in what channel. They do not say anything about the amount of contacts which means how many programs they watch.

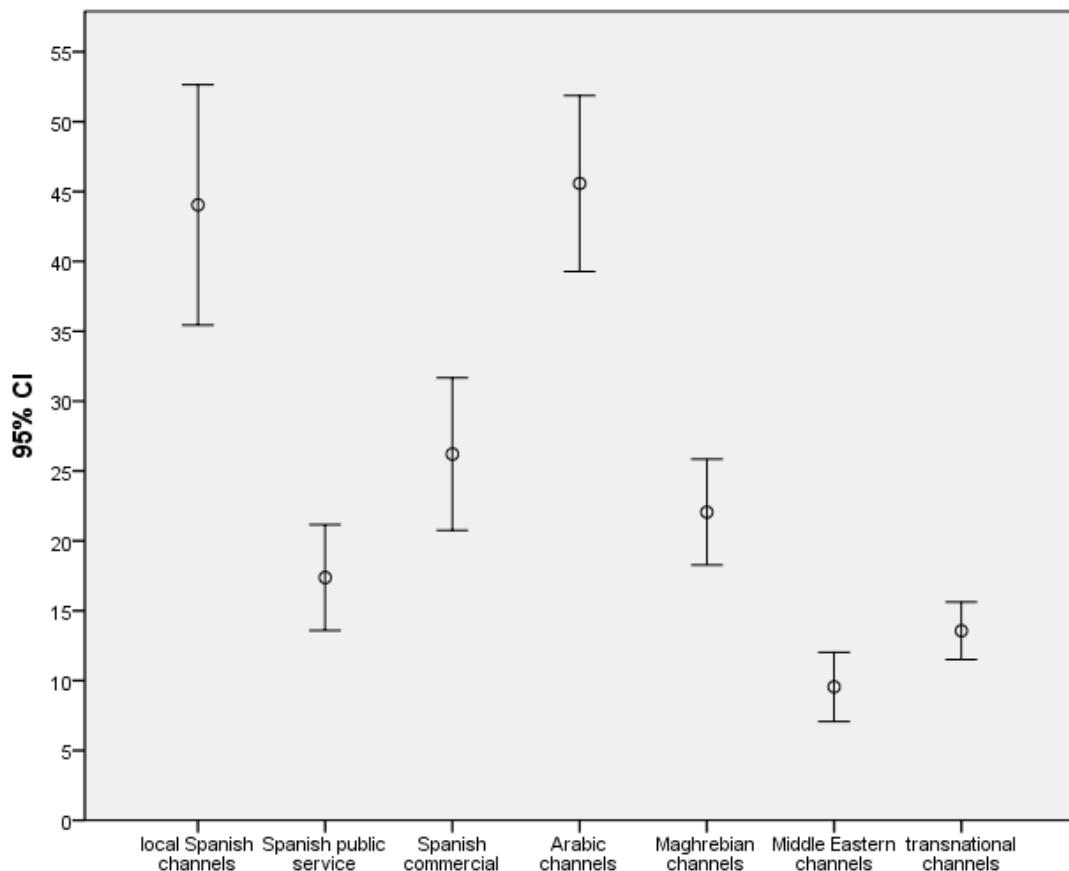
3.2 How much do they watch: Average number of contacts

As mentioned above, a 'contact' means that the respondent has identified the channel and the genre in the one-hour slot of the diary form. For each channel this was possible once per hour. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels respectively in the groups of channels.

In the analysis of the contacts we compare local EU channels and Arabic channels. In a second step we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between commercial and public service channels.

To compute the average, we keep only those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local EU channels, this respondent is in consequence excluded from the computation of the average number of contacts for local EU channels.)

Chart 3/1: All genres: Average number of contacts and confidence intervals



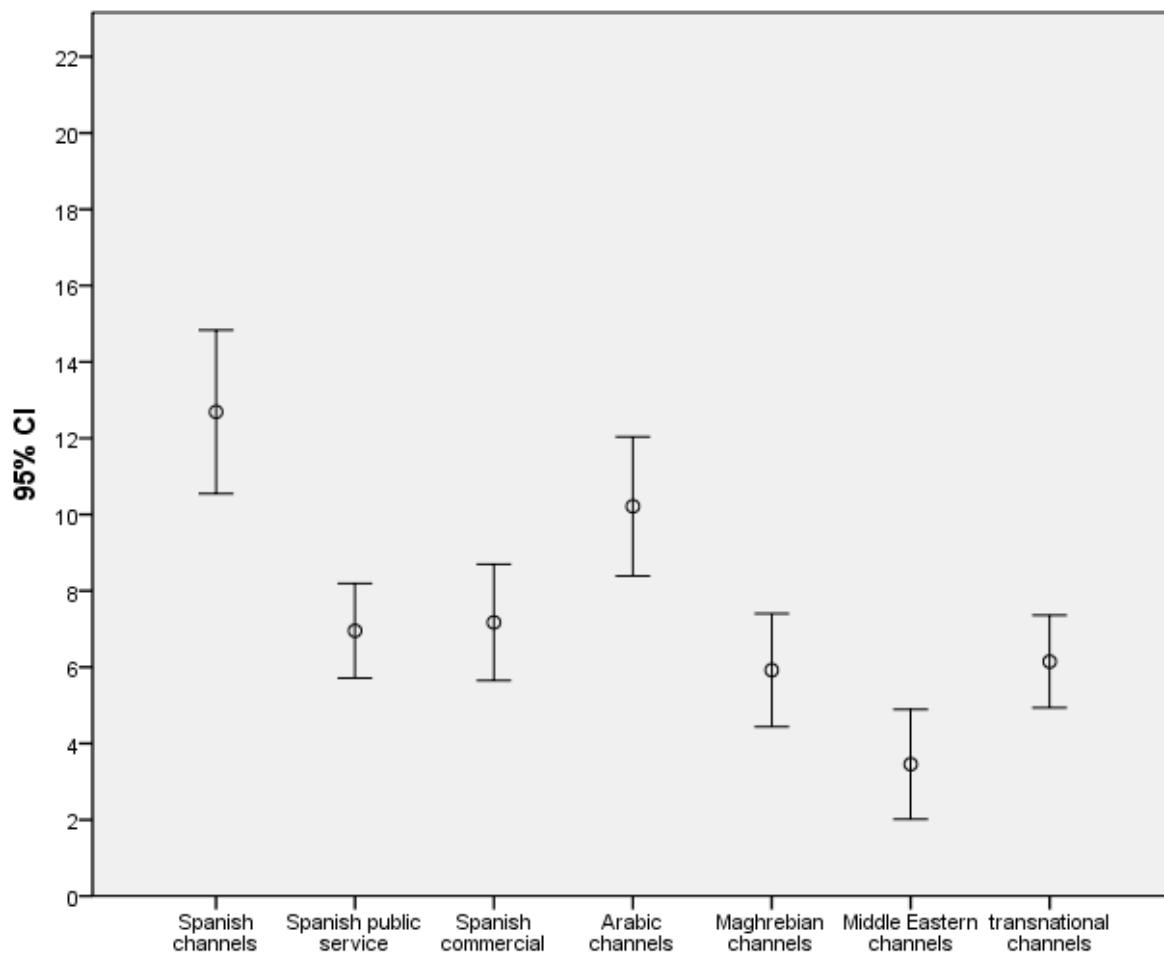
A first look reveals that the average amount of contacts with Spanish and Arabic channels is very similar. Comparing Spanish commercial and public service shows that commercial channels are absolutely preferred. In the group of the Arabic channels the Maghrebian channels are watched most. This result supports the hypothesis that the respondents watch the national channels from the countries of their origin.

Table 3/6: All genres by place of birth, gender, level of education and age group

	How many	mean	Place of birth		Gender		Level of education			Age group	
			Spain	Ma-ghreb	male	female	Prim and less	Secon- dary	higher	Under 30	30 and over
local Spanish Channels	93	44,04		45,22	48,51	36,29	50,83	42,33	34,21	41,31	46,60
Spanish public service	91	17,37		18,12	18,03	16,21	20,78	16,51	12,93	13,86	20,52
Spanish commercial	91	26,21		26,51	28,92	21,22	30,43	25,87	17,29	27,48	25,02
Arabic Channels	94	45,57		46,39	47,73	41,94	49,11	42,78	41,50	42,20	48,81
Maghrebian channels	87	22,06		22,59	21,78	22,52	21,67	22,50	22,50	20,51	23,43
Middle Eastern channels	74	9,55		9,80	10,30	8,32	11,50	7,92	8,25	7,19	11,79
Trans-national channels	87	13,56		13,44	15,50	10,39	16,18	12,14	11,38	12,98	14,16

Comparing the contacts with Arabic and with Spanish channels the differences are small in the socio demographic subgroups. There is only one significant difference: male respondents have significantly more contacts with transnational channels than female respondents. Other differences are not significant.

Chart 3/2: News: Average number of contacts and confidence intervals



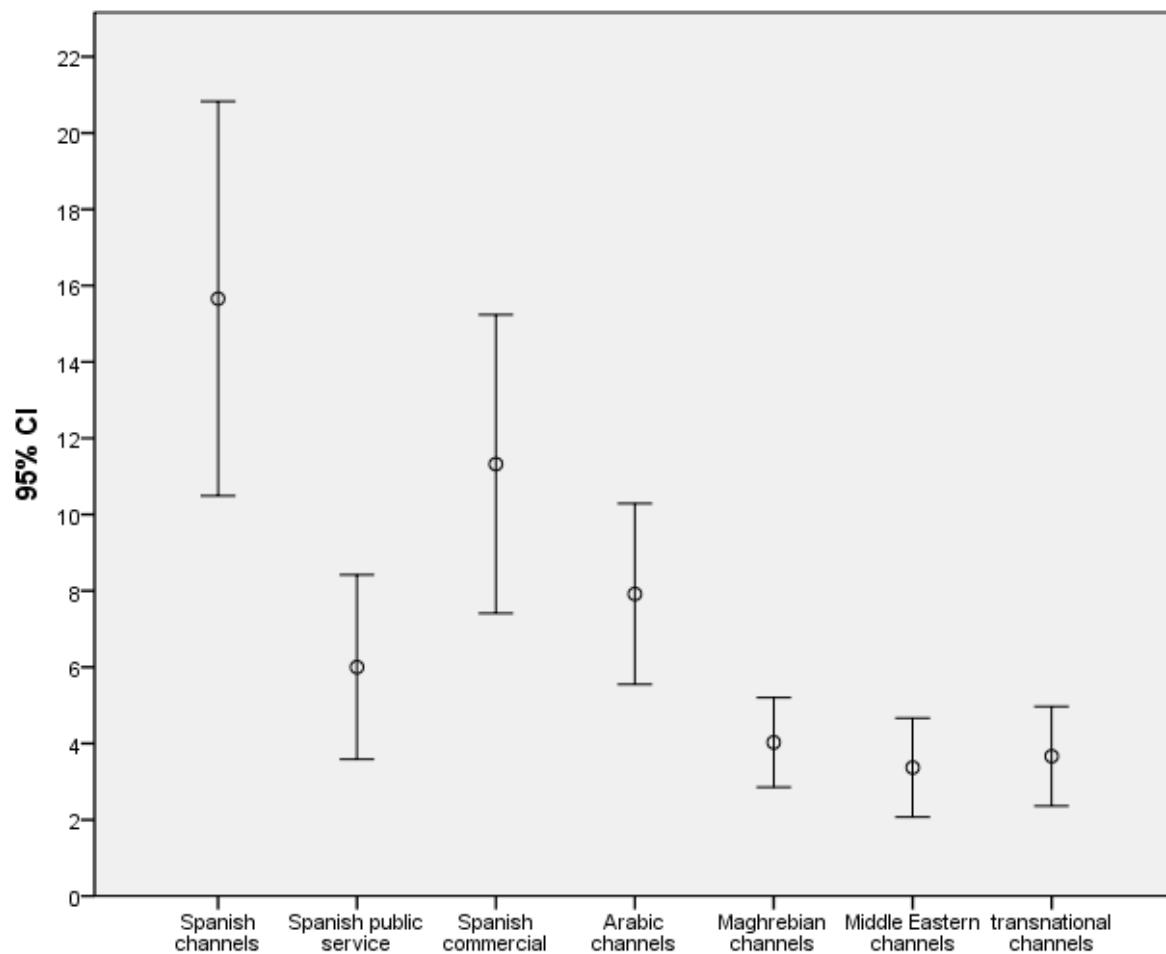
The chart shows one typical pattern for news: The number of contacts with local public service channels and with transnational channels increases. The whiskers are very short, which is an indicator for small variances in the channels groups. The number of contacts of the majority of the respondents is near to the average points.

Table 3/7: News by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			Spain	Ma-ghreb	male	female	Prim and less	Secon-dary	higher	Under 30	30 and over
local Spanish Channels	90	12,69		12,80	12,63	12,79	13,71	12,71	10,00	10,51	14,68
Spanish public service	86	6,95		7,06	6,72	7,34	6,60	7,80	5,92	5,56	8,11
Spanish commercial	75	7,17		7,06	7,31	6,93	7,97	6,87	4,82	6,42	7,87
Arabic Channels	84	10,21		10,23	11,23	8,48	10,58	10,43	7,50	8,63	11,72
Maghrebian channels	51	5,92		6,13	6,09	5,63	6,89	5,50	4,14	5,05	6,53
Middle Eastern channels	22	3,45		3,43	3,94	2,17	3,45	3,88	2,33	3,00	3,63
transnational channels	75	6,15		5,89	7,02	4,76	6,27	6,16	5,00	5,76	6,54

Bold: Significant Differences - Level of significant $\alpha=0,05$

We find only one significant difference: the older generation has significant more contacts to Spanish public service channels than younger respondents.

Chart 3/3: Entertainment: Average number of contacts and confidence intervals


Entertainment is the genre mostly watched in the Spanish sample. The most contacts are in this genre with Spanish commercial channels. The difference between Spanish and Arabic channels is significant. Maghrebian, Middle Eastern and transnational channel attract only a small number of contacts. The long whiskers are an indicator for large variances which means that we have respondents watching a lot of entertainment to only minimal use of this genre.

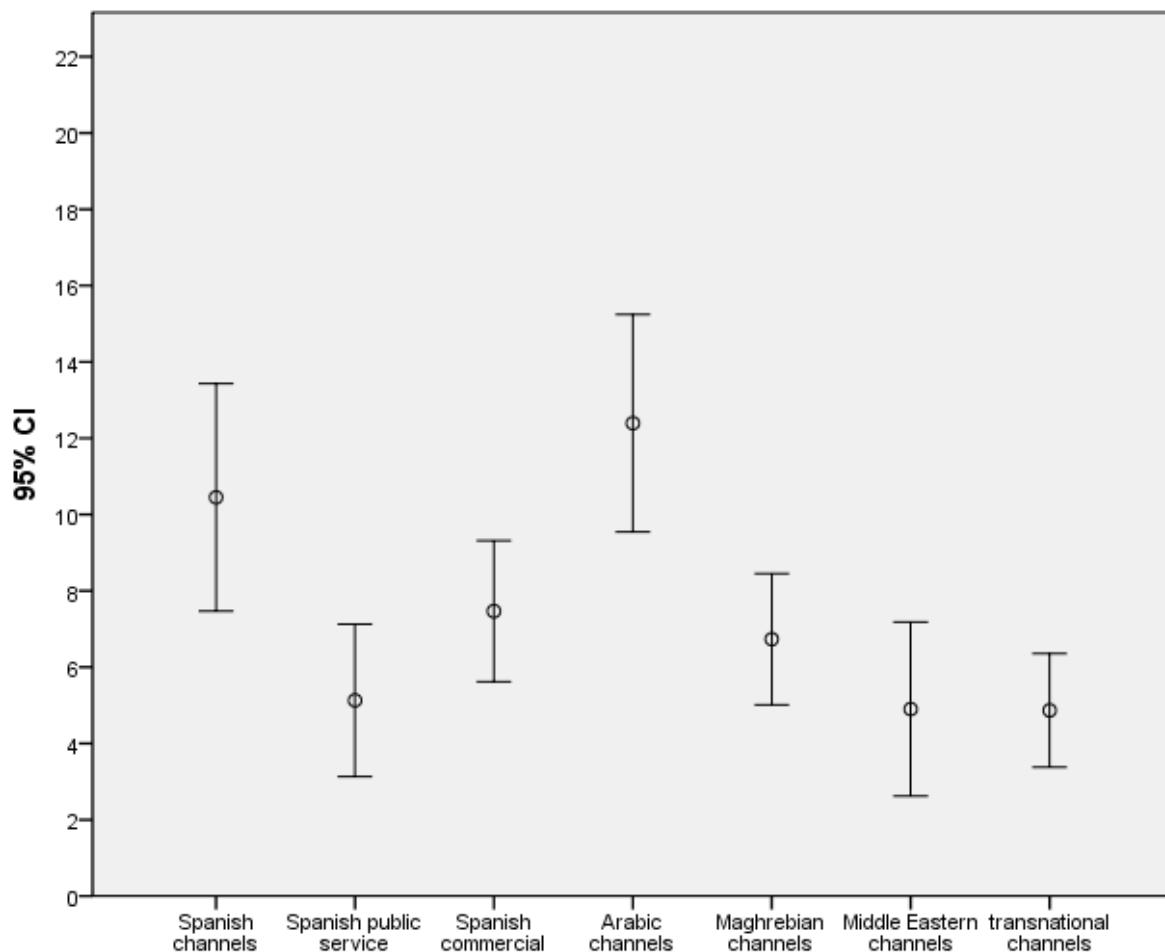
Table 3/8: Entertainment by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			Spain	Ma-ghreb	male	female	Prim and less	Secon-dary	higher	Under 30	30 and over
local Spanish Channels	70	15,66		16,16	16,44	14,41	21,40	12,83	11,73	13,37	17,94
Spanish public service	55	6,00		6,36	5,91	6,14	9,20	4,13	4,63	4,25	7,35
Spanish commercial	62	11,32		11,65	12,67	9,46	14,54	10,46	5,50	10,73	12,00
Arabic Channels	49	7,92		7,63	9,70	5,11	10,40	6,96	3,86	9,15	6,41
Maghrebian channels	37	4,03		4,14	4,38	3,38	5,50	3,56	1,67	3,75	4,35
Middle Eastern channels	19	3,37		3,33	3,44	3,00	5,40	3,50	1,00	3,15	3,83
transnational channels	24	3,67		3,71	4,40	2,44	4,67	4,08	2,33	4,00	3,11

Bold: Significant Differences - Level of significant $\alpha=0,05$

Comparing the average amount of contacts the level of education makes a significant difference. In all channels groups we have the trend: the higher the level of education the less contacts with TV. This trend is statistically significant for Spanish commercial channels, for Maghrebian and for Middle Eastern channels.

Chart 3/4: Movies: average number of contacts and confidence intervals



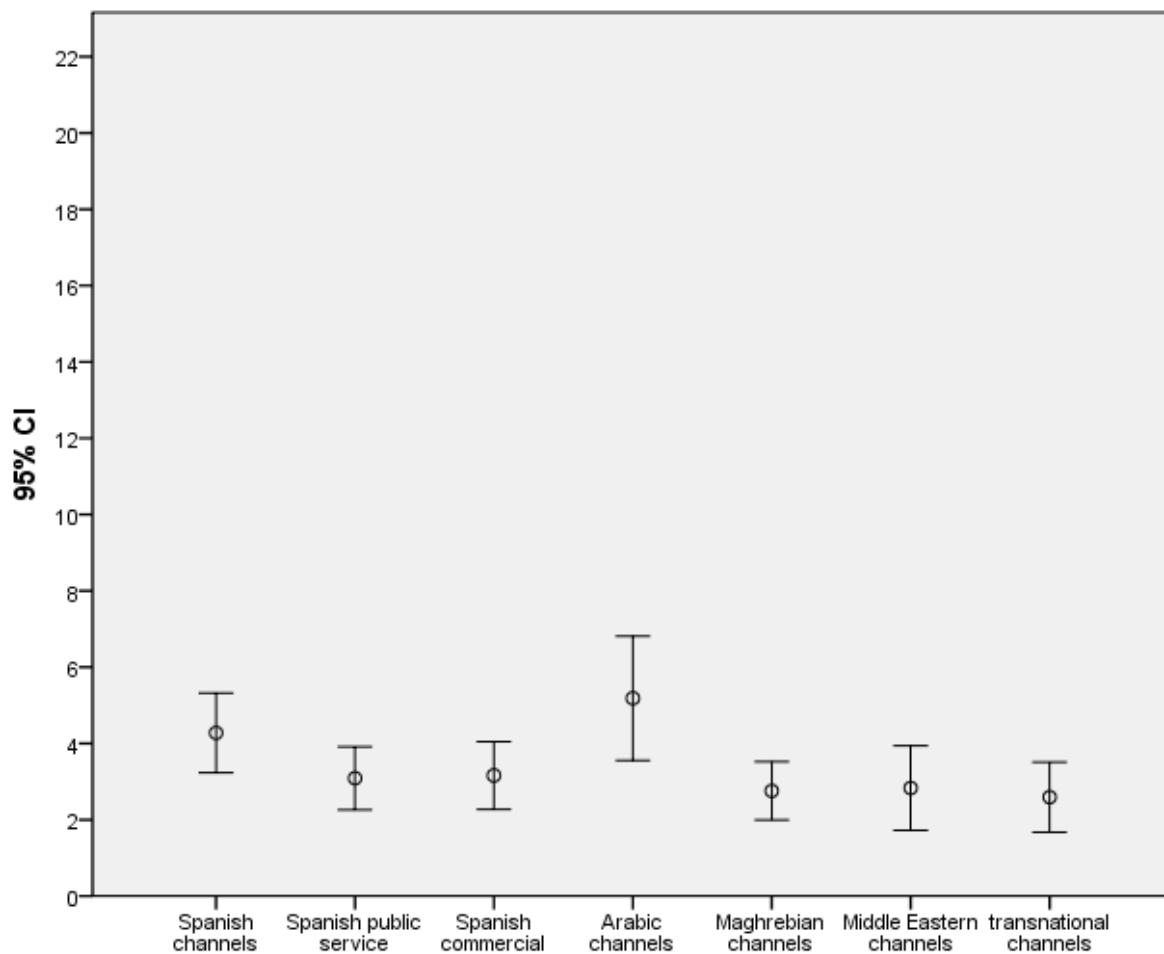
Movies are slightly more often watched on Arabic than on Spanish channels but the difference is not significant. When comparing the socio-demographic subgroups, we find only one significant difference: those with only primary education or less have significant more contacts with Middle Eastern channels than better educated respondents.

Table 3/9: Movies by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			Spain	Ma-ghreb	male	female	Prim and less	Secon-dary	higher	Under 30	30 and over
local Spanish Channels	71	10,45		10,58	12,75	6,70	12,53	9,87	7,00	10,35	10,54
Spanish public service	55	5,13		5,35	5,65	4,06	7,09	4,00	2,60	3,78	6,43
Spanish commercial	60	7,47		7,51	9,30	4,52	7,74	7,67	7,14	8,41	6,58
Arabic Channels	74	12,39		12,60	12,53	12,17	15,00	10,48	12,30	11,32	13,46
Maghrebian channel	60	6,73		6,82	7,06	6,28	7,04	7,00	5,67	7,24	6,26
Middle Eastern channel	30	4,90		5,38	5,27	4,53	8,67	2,44	2,29	2,54	6,71
transnational channel	45	4,87		4,85	4,79	5,00	6,56	3,83	4,14	4,08	5,95

Bold: Significant Differences - Level of significant $\alpha=0,05$

Chart 3/5: Documentary: average number of contacts and confidence intervals



The average amount of contacts is considerably lower. Documentaries are not watched as much as the other genres. Beside entertainment documentary is the only genre, where Arabic channels are watched more often than Spanish channels.

Table 3/10: Documentary by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
			Spain	Ma-ghreb	male	female	Prim and less	Secon-dary	higher	Under 30	30 and over
local Spanish Channels	61	4,28		4,25	4,95	2,90	4,82	4,20	3,08	4,43	4,15
Spanish public service	45	3,09		3,15	3,39	2,25	3,38	3,18	2,30	3,29	2,92
Spanish comercial	37	3,16		3,21	3,91	2,07	3,92	2,88	2,00	3,00	3,30
Arabic Channels	49	5,18		4,56	6,27	2,94	2,94	6,89	3,22	6,58	3,84
Maghrebian channels	33	2,76		2,86	2,61	3,10	1,75	4,00	2,00	3,24	2,25
Middle Eastern channels	18	2,83		2,80	3,29	1,25	1,83	3,75	2,33	3,13	2,60
transnational channels	27	2,59		2,86	2,82	1,60	2,33	3,07	1,33	2,38	2,91

Bold: Significant Differences - Level of significant $\alpha=0,05$

Again, we find significant differences between the levels of education. In the case of the genre 'documentary,' the Arabic channels are mostly watched by respondents with secondary education and less by those with primary education and less. Another significant difference is between male and female respondents. The average number of contacts of men is significantly higher than the average number of contacts of women.

4. VIEWING PROFILES OF MADRID RESPONDENTS: BREAK-DOWN BY SINGLE CHANNELS

4.1 Channel frequencies

Table 4/1: How many respondents watch which channel?

Spanish channels			Arabic channels		
	count	percent		count	percent
TVE1	80	85,1%	Al Jazeera	81	86,2%
Antena 3	79	84,0%	2M Maroc	77	81,9%
Telecinco	74	78,7%	Al Maghrabiyya	65	69,1%
Telemadrid	74	78,7%	MBC	58	61,7%
Cuatro	73	77,7%	Iqraa TV	50	53,2%
La Sexta	64	68,1%	Arryadia	48	51,1%
TVE2	63	67,0%	RTM	46	48,9%
Canal7	22	23,4%	Al rabia	35	37,2%
LaOtra	21	22,3%	Al-Assadissa	32	34,0%
Onda6	21	22,3%	Alsharqiya TV	32	34,0%
8Madrid	17	18,1%	Dubai TV	31	33,0%
			Saudi Arabian	30	31,9%
			Al Arabiya	27	28,7%
			BBC Arabic	26	27,7%
			Canal Algerie	25	26,6%
			Qatar TV	23	24,5%
			Jordan	21	22,3%
			Al Manar	18	19,1%
			Nile TV	17	18,1%
			Arabic other	15	16,0%

Bold: Spanish public service.

A ranking of the channels shows that Al Jazeera and TVE 1 are the channels which attract more than 85% of the respondents, followed by Antena 3 and 2M Moroc. There are 13 channels which are watched by more than 50% of the respondents.

In the following analysis, we focus on those channels which attract at least 50% of the respondents.

Table 4/2: How many respondents watch what genre in which channel ?

	All genres		Sport		Entertainment		News		Movies		Documentary		other	
		%		%		%		%		%		%		%
TVE1	80	85,1%	14	14,9%	32	34,0%	70	74,5%	23	24,5%	11	11,7%	11	11,7%
TVE2	63	67,0%	13	13,8%	31	33,0%	25	26,6%	17	18,1%	30	31,9%	16	17,0%
Tele-madrid	74	78,7%	11	11,7%	22	23,4%	45	47,9%	39	41,5%	11	11,7%	19	20,2%
Antena 3	79	84,0%	26	27,7%	36	38,3%	56	59,6%	43	45,7%	10	10,6%	27	28,7%
Cuatro	73	77,7%	18	19,1%	39	41,5%	39	41,5%	32	34,0%	15	16,0%	26	27,7%
Telecinco	74	78,7%	12	12,8%	40	42,6%	31	33,0%	27	28,7%	8	8,5%	20	21,3%
La Sexta	64	68,1%	34	36,2%	25	26,6%	21	22,3%	13	13,8%	13	13,8%	20	21,3%
2M Maroc	77	81,9%	8	8,5%	25	26,6%	39	41,5%	47	50,0%	18	19,1%	52	55,3%
Al Maghra-biyya	65	69,1%	6	6,4%	16	17,0%	26	27,7%	31	33,0%	11	11,7%	34	36,2%
Arryadia	48	51,1%	32	34,0%	2	2,1%	7	7,4%	5	5,3%	7	7,4%	14	14,9%
Iqraa TV	50	53,2%	5	5,3%	8	8,5%	7	7,4%	6	6,4%	10	10,6%	44	46,8%
Al Jazeera	81	86,2%	14	14,9%	7	7,4%	68	72,3%	9	9,6%	20	21,3%	24	25,5%
MBC	58	61,7%	4	4,3%	16	17,0%	18	19,1%	35	37,2%	2	2,1%	23	24,5%

If the respondents watch news, they choose NL1 and Al Jazeera.

The first destination for entertainment and movies is 2M Maroc. Other channels where they watch entertainment and movies are the Spanish commercial channels and MBC.

Table 4/3: All genres by place of birth, gender, level of education and age group

	Madrid Sample		Place of birth		Gender		Level of education			Age group	
			Spain	Morocco	male	female	prim and less	secondary	higher	under 30	30 and over
TVE1	80	85,1%		84,5%	84,7%	85,7%	86,1%	82,5%	85,7%	73,9 %	95,8 %
TVE2	63	67,0%		66,7%	69,5%	62,9%	66,7%	65,0%	71,4%	65,2%	68,8%
Telemadrid	74	78,7%		83,3%	74,6%	85,7%	91,7%	70,0%	78,6%	73,9%	83,3%
Antena 3	79	84,0%		84,5%	86,4%	80,0%	94,4%	75,0%	85,7%	84,8%	83,3%
Cuatro	73	77,7%		78,6%	78,0%	77,1%	83,3 %	77,5 %	64,3 %	80,4%	75,0%
Telecinco	74	78,7%		78,6%	86,4%	65,7%	80,6%	82,5%	64,3%	78,3%	79,2%
La Sexta	64	68,1%		65,5%	78,0%	51,4%	63,9%	70,0%	71,4%	78,3 %	58,3 %
2M Maroc	77	81,9%		86,9%	78,0%	88,6%	94,4 %	75,0 %	71,4 %	73,9%	89,6%
Al Maghrabiyya	65	69,1%		71,4%	67,8%	71,4%	83,3%	60,0%	64,3%	60,9%	77,1%
Arryadia	48	51,1%		52,4%	67,8 %	22,9 %	52,8 %	45,0 %	71,4 %	50,0%	52,1%
Iqraa TV	50	53,2%		53,6%	52,5%	54,3%	55,6%	50,0%	50,0%	45,7%	60,4%
Al Jazeera	81	86,2%		85,7%	89,8%	80,0%	83,3%	85,0%	92,9%	91,3%	81,3%
MBC	58	61,7%		58,3%	61,0%	62,9%	69,4%	52,5%	64,3%	69,6%	54,2%

Bold: Significant Differences - Level of significant $\alpha=0,05$

When comparing the audiences of each channel, it seems that there is an influence of the level of education. While Cuatro and 2M Moroc are prefered by respondents with a lower level of education, Arryadia attracts the higher educated.

Arryadia shows a considerable gender effect: 68% of the male and only 23% of the female respondents watch this channel.

Age plays a role among the audiences of TVE 1 and La Sexta. 96% of the respondents older than 30 watch TVE 1. In the younger group the proportion is 74%. La Sexta seems to be a channel that attracts more younger than older respondents.

4.2 Contacts by genres, place of birth, gender, education and age

Table 4/4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
TVE1	80	8,39	32	4,25	70	5,34	23	2,91	11	1,64
TVE2	63	5,46	31	3,03	25	2,28	17	2,76	30	2,97
Telemadrid	74	6,74	22	3,73	45	3,44	39	3,92	11	2,64
Antena 3	79	10,15	36	6,53	56	4,68	43	3,63	10	2,20
Cuatro	73	7,45	39	4,41	39	2,79	32	3,78	15	1,33
Telecinco	74	6,14	40	3,68	31	3,39	27	2,59	8	2,00
La Sexta	64	5,83	25	3,32	21	2,33	13	2,85	13	3,31
2M Maroc	77	9,86	25	2,04	39	3,77	47	4,28	18	1,94
Al Maghrabiyya	65	6,40	16	2,06	26	2,65	31	3,32	11	1,91
Arryadia	48	4,06	2	1,50	7	1,57	5	1,80	7	1,43
Iqraa TV	50	4,56	8	1,63	7	1,29	6	1,50	10	2,20
Al Jazeera	81	7,99	7	3,14	68	5,40	9	2,33	20	2,60
MBC	58	5,71	16	3,06	18	2,17	35	4,69	2	1,50

Table 4/4 provides an overview of the average number of contacts by genres. Antena 3 and 2M Moroc reveal the most contacts. These two channels are watched more often than the other channels.

Table 4/5: Average number of contacts by place of birth, gender, level of education and age group

			Place of birth		Gender		Level of education			Age group	
	n	mean	Spain	Mo-rocco	male	female	prim and less	secon-dary	higher	under 30	30 and over
TVE1	80	8,39		8,62	7,98	9,07	9,39	8,76	6,08	5,91	10,22
TVE2	63	5,46		5,77	6,71	3,14	7,38	4,38	4,10	5,93	5,03
Tele-madrid	74	6,74		6,96	7,14	6,17	7,12	6,93	5,36	5,59	7,73
Antena 3	79	10,15		10,08	10,63	9,29	11,35	10,43	7,25	10,54	9,78
Cuatro	73	7,45		7,20	8,39	5,85	7,63	8,00	5,44	8,51	6,36
Telecinco	74	6,14		6,59	6,16	6,09	7,31	5,42	4,56	5,58	6,66
La Sexta	64	5,83		5,76	6,67	3,67	6,57	5,21	3,70	5,67	6,04
2M Maroc	77	9,86		10,10	8,76	11,48	9,09	11,43	8,60	9,71	9,98
Al Maghra-biyya	65	6,40		6,58	5,93	7,16	5,30	7,13	8,44	6,79	6,11
Arryadia	48	4,06		3,93	4,30	2,88	3,95	4,00	4,00	4,43	3,72
Iqraa TV	50	4,56		4,87	4,06	5,37	5,15	4,10	4,86	4,10	4,90
Al Jazeera	81	7,99		8,04	9,06	5,96	9,03	7,94	5,85	7,45	8,56
MBC	58	5,71		5,63	5,44	6,14	5,48	6,76	4,67	5,97	5,38

In bold: significant Differences - Level of significant $\alpha=0,05$

We find only one significant difference: Those older than 30 have significantly more contacts to ETV 1 than the younger generation.

Gender and level of education makes no difference.

STOCKHOLM

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1. SOCIO DEMOGRAPHIC BACKGROUND (SURVEY AND DIARY)

The dataset of the Stockholm subsample involves 401 respondents, 93 of these have agreed to participate in the diary study.

Table 1: Socio-demographic data – Survey and Diary

	Survey		Diary	
	count	percent	count	percent
Gender				
Male	236	58,9%	55	59,1%
Female	165	41,1%	38	40,9%
Age				
Under 30	124	30,9%	18	19,4%
30 to 49	224	55,8%	53	57,0%
50 and over	53	13,2%	22	23,7%
Level of education				
Primary School and less	77	19,2%	18	19,4%
Secondary education	161	40,1%	28	30,1%
Higher education	126	31,4%	41	44,1%
Other	37	9,2%	6	6,5%
Working status				
Full time	120	29,9%	25	26,9%
Part time	27	6,7%	6	9,7%
Study	124	30,9%	40	43,0%
Unemployed	71	17,7%	12	12,9%
Retired	21	5,2%	9	9,7%
Household	24	6,0%	8	8,6%
other	14	3,5%	2	2,2%
Country of birth				
Iraq	228	56,9%	48	51,6%
Morocco	60	15,0%	32	34,4%
Tunisia	26	6,5%	4	4,3%
Syria	22	5,5%	3	3,2%
Sweden	14	3,5%		
Lebanon	13	3,2%	1	1,1%
Jordan	5	1,2%	2	2,2%
Algeria	4	1,0%		
Libya	4	1,0%		
Egypt	4	1,0%		
Saudi Arabia	1	0,2%		
Yemen	1	0,2%		
other	19	4,7%	3	3,2%

Religious affiliation				
Islam	287	71,6%	65	69,9%
Sunni	187	46,6%	47	50,5%
Shia	96	23,9%	17	18,3%
other	48	12,0%	1	1,1%
Christian	66	16,5%	11	11,8%
Roman Catholic	28,7	7,0%	7	7,5%
Orthodox	32	8,0%	4	4,3%
other	6	1,4%		
Other religion	48	12,0%	17	18,3%
Languages at home				
Only Swedish	11	2,7%	2	2,2%
Swedish and Arabic	79	19,7%	22	23,7%
Only Arabic	311	77,6%	64	68,8%
other	15	3,7%	5	5,4%

2. LOCAL CHANNELS

The following results are based on the diary data. Respondents have noted per hour which (a) channel and (b) genre they watch. As we are unable to identify for how long they watched,,we have identified the 'contact' point as our main indicator.

Table 2/1: Arabic Channels being watched

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

Table 2/2: Swedish channel being watched

Public Service	Commercial
Kunskapskanalen	DR 1
SVT 1	DR 2
SVT 2	FTV
SVT 24	Kanal 5
	Jetix
	STAR
	Kanal 9
	Kanal local
	NRK 1
	NRK 2
	TV 3
	TV 4
	Nickelodeon
	TCM

We have computed for each respondent the proportion of contacts with each genre of the total amount of contacts with each channel. The channel profile (see table 2.3) is the average proportion for each genre. This calculation does not reflect how many respondents have watched a certain channel.

Table 2/3: Genre Profiles of Swedish channels

Swedish channels	Sport	Entertain-ment	News	Movies	Documentary	Other
DR 1	16,9%	13,2%	35,0%	12,3%	4,9%	13,6%
DR 2	8,9%	12,2%	21,9%	13,9%	4,9%	32,9%
FTV	2,2%	19,7%	34,6%	15,8%	5,3%	22,4%
Kanal 5	10,5%	26,2%	16,8%	19,2%	3,3%	22,2%
Jetix	5,6%	9,1%	14,8%	32,3%	10,5%	25,8%
STAR	8,6%	12,4%	28,5%	12,4%	17,7%	17,2%
Kanal 9	4,5%	15,2%	25,0%	25,0%	7,6%	22,7%
Kanal local	22,2%	19,4%	22,2%	6,9%	8,3%	20,8%
NRK 1	12,3%	20,3%	22,5%	5,8%	10,9%	26,1%
NRK 2	21,6%	7,7%	13,5%	23,7%	4,8%	28,6%
Kunskaps-kanalen	9,4%	12,6%	12,7%	29,6%	21,5%	14,3%
TV 3	7,5%	16,1%	7,3%	34,5%	7,9%	23,8%
TV 4	9,7%	19,1%	39,3%	14,1%	3,6%	11,6%
SVT 1	4,8%	7,5%	39,7%	18,8%	9,2%	17,7%
SVT 2	17,4%	15,5%	23,3%	11,5%	8,7%	23,5%
Nickelodeon	12,1%	13,1%	28,8%	8,6%	6,1%	28,3%
SVT 24	8,3%	7,6%	32,2%	5,3%	15,1%	28,4%
TCM	5,4%	14,3%	32,7%	14,9%	4,8%	22,6%

Channels in bold are public service channels.

Subsuming the genres 'entertainment' and 'movies' under the label 'entertainment' and the genres 'news' and 'documentary' under the label 'information,' reveals the following profiles:

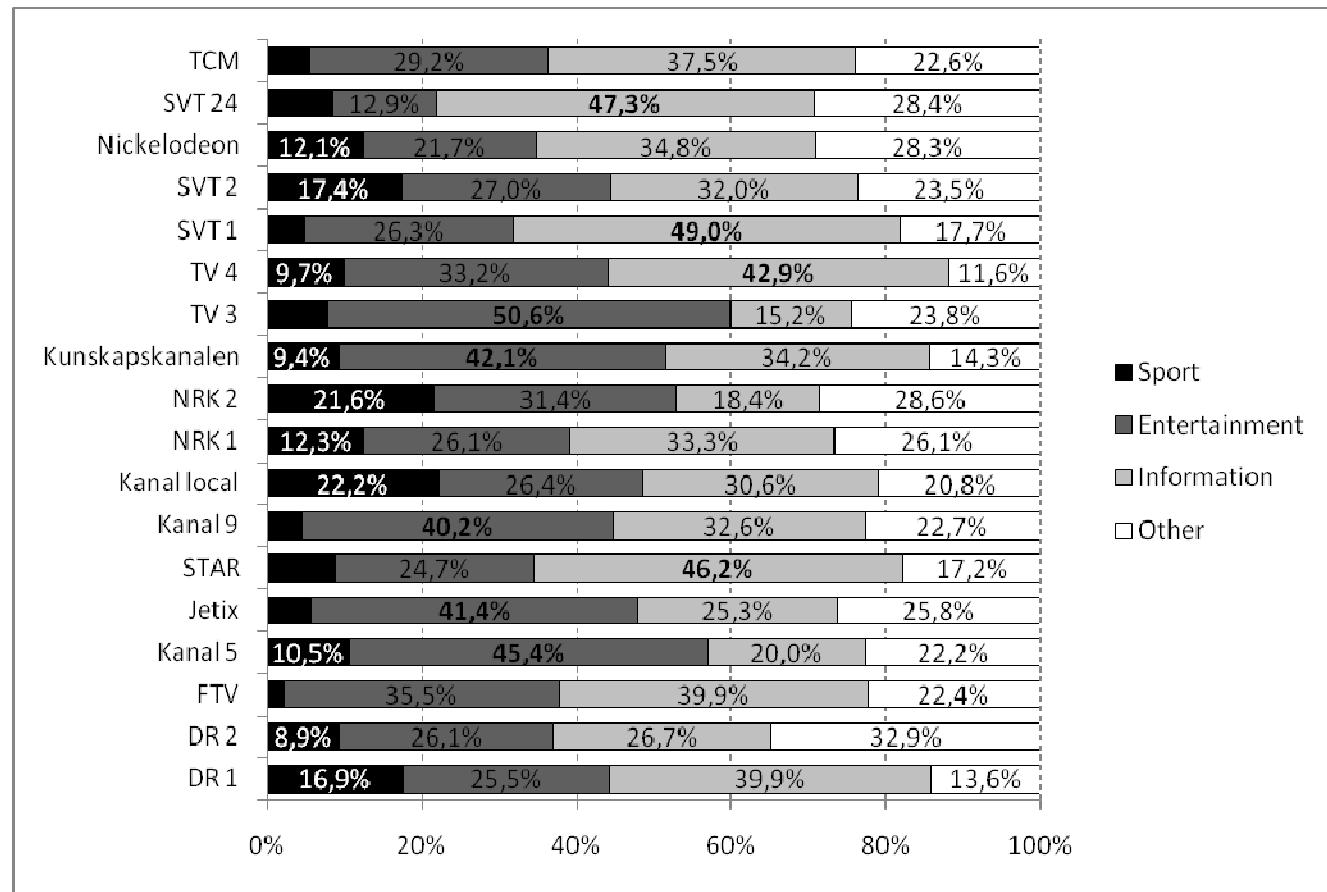
Many respondents choose the category "other".

Entertainment channels: TV 3, Kunskapskanalen, Kanal 9, Jetix, Kanal 5

Information channels: SVT 24, SVT 1, TV 4, STAR

General program: TCM, Nickelodeon, NRK 1, NRK 2, FTV, DR1, DR 2

Chart 2/1: Genre profile of Swedish channels



3. VIEWING PROFILE OF STOCKHOLM RESPONDENTS: BREAK-DOWN BY CHANNEL GROUPS

3.1 How many respondents watch only local, only Arabic or Arabic and local channels?

Table 3/1: Profile by genre

Stockholm sample			local and Arabic channels		only local channels		only Arabic channels	
	count	%	count	%	count	%	count	%
All Genres	93	100,0%	93	100,0%	0	0,0%	0	0,0%
News	84	90,3%	73	86,9%	4	5,9%	7	8,3%
Entertainment	76	81,7%	55	72,4%	10	13,2%	11	14,5%
Movies	68	73,1%	50	73,5%	4	5,9%	14	20,6%
Documentary	66	71,0%	40	60,6%	7	10,6%	19	28,8%
Sport	61	65,6%	33	54,1%	11	18,0%	17	27,9%

All Stockholm respondents watch local Swedish and Arabic channels. News is the genre where 85% of the respondents use Swedish and Arabic sources. A trend to Arabic channels we find in the genres movies, documentary and sport.

Table 3/2: Profile by gender

Gender					local and Arabic channels		only local channels		only Arabic channels		sig* Cramer V
	count	%	sig * Cramer V	count	%	count	%	count	%	count	
All genres (93)	male	55	100%		55	100%	0	0,0%	0	0,0%	X
	female	38	100%		38	100%	0	0,0%	0	0,0%	
News (84/90%)	male	51	92,7%	X	48	94,1%	2	3,9%	1	2,0%	X
	female	33	86,8%		25	75,8%	2	6,1%	6	18,2%	
Entertainment (76/82%)	male	44	80,0%	n.s.	31	70,5%	7	15,9%	6	13,6%	X
	female	32	84,2%		24	75,0%	3	9,4%	5	15,6%	
Movies (68/73%)	male	40	72,7%	n.s.	26	65,0%	3	7,5%	11	27,5%	X
	female	28	73,7%		24	85,7%	1	3,6%	3	10,7%	
Documentary (66/71%)	male	42	76,4%	n.s.	27	64,3%	5	11,9%	10	23,8%	X
	female	24	63,2%		13	54,2%	2	8,3%	9	37,5%	
Sport (61/66%)	male	41	74,5%	sig. 0,227	26	63,4%	4	9,8%	11	26,8%	sig. 0,334
	female	20	52,6%		7	35,0%	7	35,0%	6	30,0%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

Sport is the domain of predominantly male respondents: 76% of male but only 53% of female respondents watch sport programs. If women watch sport, only 35% watch Swedish and Arabic channels, the other watch either only Swedish or only Arabic channels.

The other genres show no gender bias. But the channel mix seems to be different for news and documentary, where the female respondents watch more often only Arabic channels and for movies, where the male respondents prefer Arabic channels. But these differences show only a tendency and are not statistically significant.

Please note: Table 3/3 does not exist for Stockholm as we do not have respondents who are born in Sweden.

Table 3/4: Profile by age group

Age groups		count	%	sig * Cra- mer V	local and Arabic channels		only local channels		only Arabic channels		sig* Cra- mer V
					count	%	count	%	count	%	
All genres (93)	Under 30	18	100%		18	100%	0	0,0%	0	0,0%	X
	30 – 49	53	100%		53	100%	0	0,0%	0	0,0%	
	50 and over	22	100%		22	100%	0	0,0%	0	0,0%	
News (84/90%)	Under 30	16	88,9%	X	13	81,3%	1	6,3%	2	12,5%	X
	30 – 49	50	94,3%		47	94,0%	1	2,0%	2	4,0%	
	50 and over	18	81,8%		13	72,2%	2	11,1%	3	16,7%	
Entertain- ment (76/82%)	Under 30	15	83,3%	X	9	60,0%	4	26,7%	2	13,3%	X
	30 – 49	45	84,9%		33	73,3%	5	11,1%	7	15,6%	
	50 and over	16	72,7%		13	81,3%	1	6,3%	2	12,5%	
Movies (68/73%)	Under 30	13	72,2%	n.s.	10	76,9%	1	7,7%	2	15,4%	X
	30 – 49	40	75,5%		30	75,0%	2	5,0%	8	20,0%	
	50 and over	15	68,2%		10	66,7%	1	6,7%	4	26,7%	
Documen- tary (66/71%)	Under 30	9	50,0%	n.s.	7	77,8%	1	11,1%	1	11,1%	X
	30 – 49	41	77,4%		24	58,6%	3	7,3%	14	34,1%	
	50 and over	16	72,7%		9	56,3%	3	18,8%	4	25,0%	
Sport (61/66%)	Under 30	9	50,0%	sig. 0,382	5	55,6%	2	22,2%	2	22,2%	X
	30 – 49	43	81,1%		23	53,5%	8	18,6%	12	27,9%	
	50 and over	9	40,9%		5	55,6%	1	11,1%	3	33,3%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

We find only one significant age effect on sport.

Table 3/5: Profile by level of education

Level of education		count	%	sig * Cramer V	local and Arabic channels		only local channels		only Arabic channels		sig* Cramér V
					count	%	count	%	count	%	
All genres (93)	Primary	18	100%		18	100%	0	0,0%	0	0,0%	X
	Second.	28	100%		28	100%	0	0,0%	0	0,0%	
	Higher	41	100%		41	100%	0	0,0%	0	0,0%	
News (84/90%)	Primary	14	77,8%	X	11	78,6%	0	0,0%	3	21,4%	X
	Second.	26	92,9%		21	80,8%	4	15,4%	1	3,8%	
	Higher	38	92,7%		35	92,1%	0	0,0%	3	7,9%	
Entertain-ment (76/82%)	Primary	16	88,9%	X	11	68,8%	2	12,5%	3	18,8%	X
	Second.	23	82,1%		17	73,9%	2	8,7%	4	17,4%	
	Higher	31	75,6%		21	67,7%	6	19,4%	4	12,9%	
Movies (68/73%)	Primary	13	72,2%	X	12	92,3%	0	0,0%	1	7,7%	X
	Second.	21	75,0%		15	71,4%	1	4,8%	5	23,8%	
	Higher	29	70,7%		21	72,4%	2	6,9%	6	20,7%	
Documen-tary (66/71%)	Primary	13	72,2%	n.s.	8	61,5%	1	7,7%	4	30,8%	X
	Second.	19	67,9%		8	42,1%	3	15,8%	8	42,1%	
	Higher	29	70,7%		20	69,0%	3	10,3%	6	20,7%	
Sport (61/66%)	Primary	12	66,7%	n.s.	7	58,3%	3	25,0%	2	16,7%	n.s.
	Second.	19	67,9%		11	57,9%	3	15,8%	5	26,3%	
	Higher	26	63,4%		13	50,0%	5	26,3%	8	30,8%	

* level of significance $\alpha=0,05$ – X more than 20% of the cells have expected count less than 5

3.2 How much do they watch: Average number of contacts

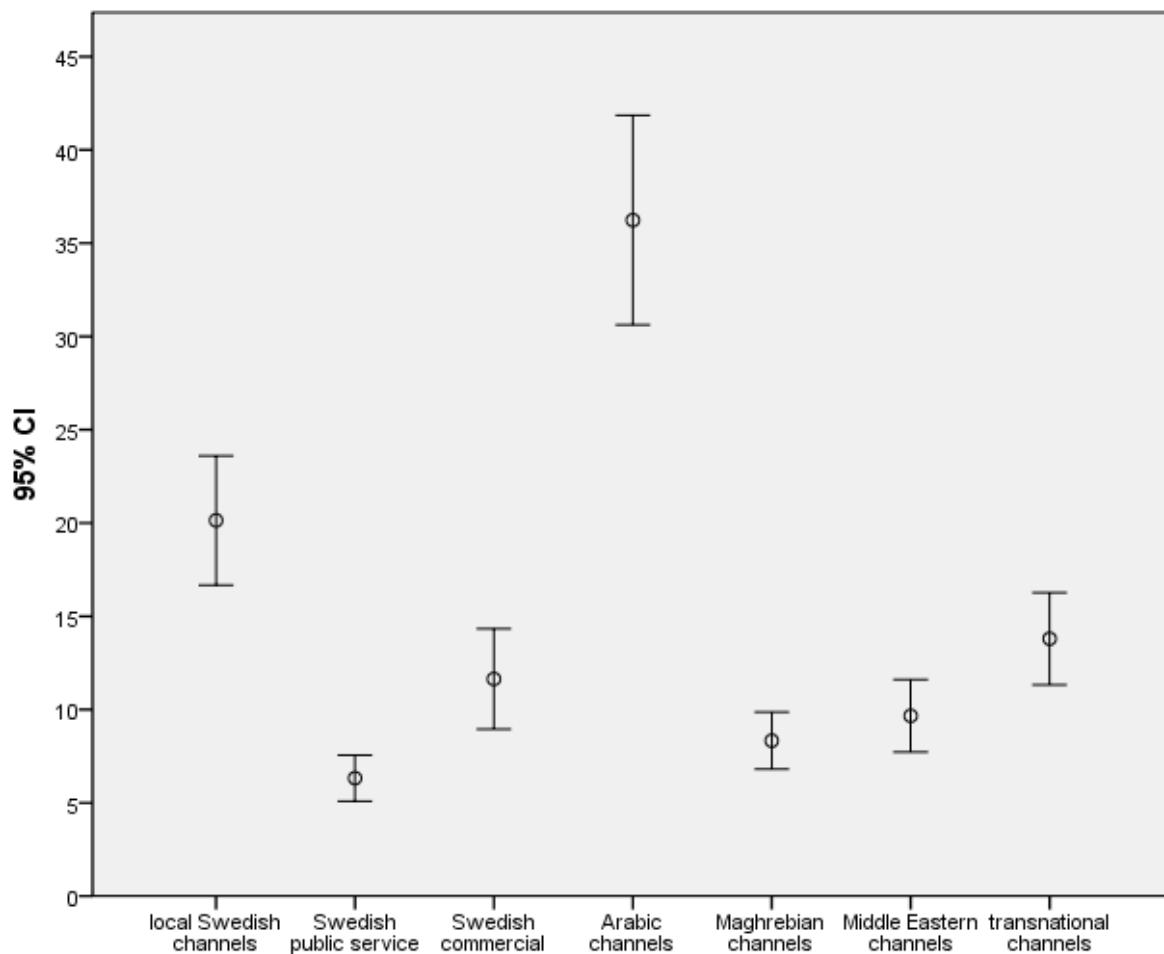
As mentioned above, a 'contact' means that the respondent has identified the channel and the genre. For each channel this was possible once per hour. We are not able to assume that one mark means one hour watching a particular genre but the number of contacts gives us a hint, how often they watch a special genre in the different channels respectively in the groups of channels.

In the analysis of the contacts we compare local EU channels and Arabic channels. In a second step we differentiate between Maghrebian, Middle Eastern and transnational Arabic channels and between commercial and public service Swedish channels.

To compute the average, we keep only those respondents who watch the genre in the channel groups. Therefore, if, for example, a respondent does not watch local Swedish channels, this respondent is in consequence excluded from the computation of the average number of contacts for local Dutch channels.

If a cell is bold, there is a significant difference between the category means (level of significance $\alpha = 0,05$).

Chart 3/1: All genres: Average number of contacts and confidence intervals



A first look reveals that the average amount of contacts with Arabic channels is significantly higher than with Swedish channels. Comparing commercial and public service shows that commercial channels are absolutely preferred. In the group of the Arabic channels the Maghrebian channels are watched less and transnational Arabic channels are watched most.

Table 3/6: All Genres by place of birth, gender, level of education and age group

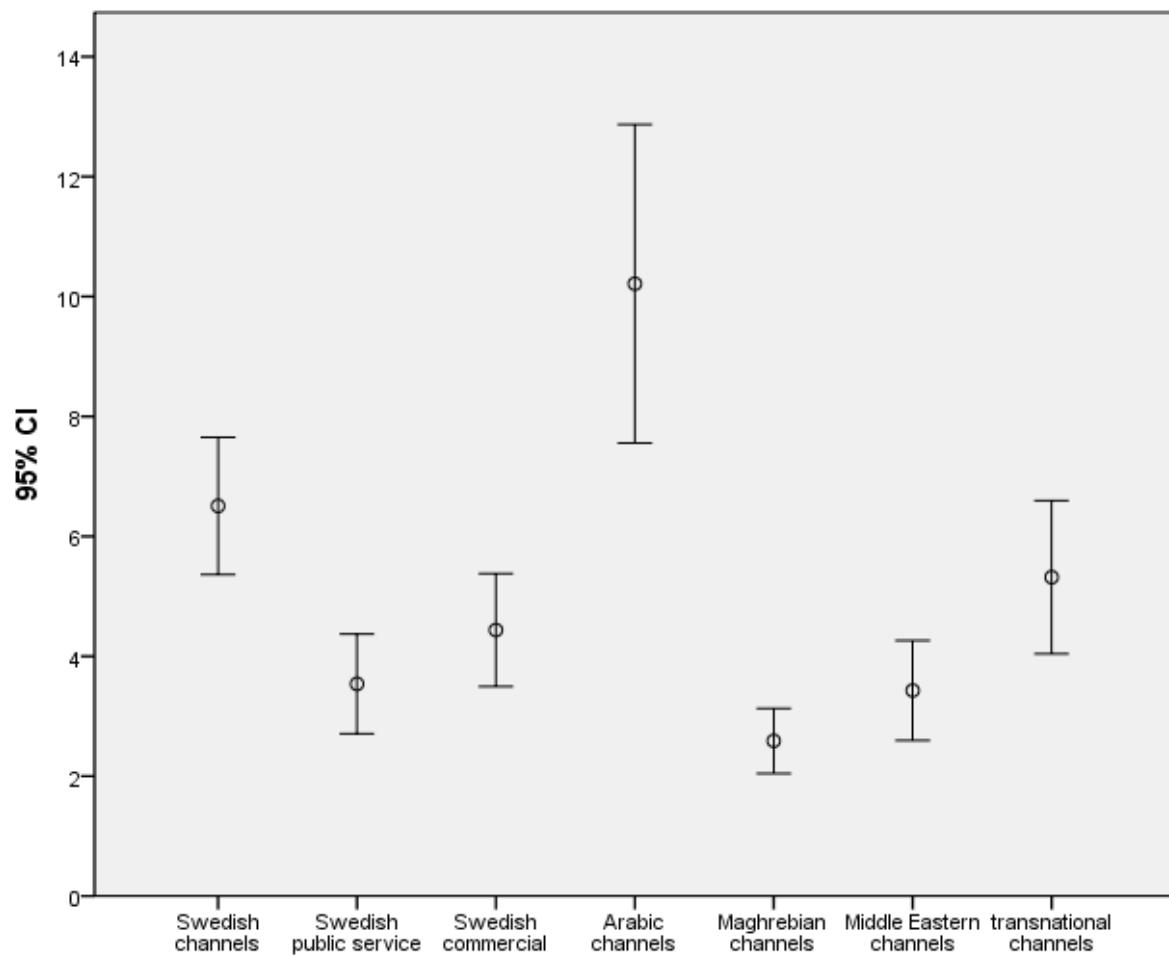
	n		Place of birth			Gender		Level of education			Age group		
			Mag hreb	Mid. East	Iraq	male	female	pri m and less	se- condary	high -er	un- der 30	30 to 49	50 and over
local Swedish Channels	93	20,14	20,86	30,17	18,25	20,71	19,32	23,44	21,04	18,66	18,00	22,17	17,00
Swedish public service	84	6,32	6,65	16,00	5,14	6,00	6,84	7,56	5,85	6,43	7,47	6,49	5,05
Swedish commercial	91	11,64	12,37	16,00	10,62	12,00	11,08	13,41	13,44	9,85	9,06	13,23	9,90
Arabian Channels	93	36,24	29,03	53,67	38,75	36,38	36,03	37,89	35,14	34,10	27,44	38,06	39,05
Maghrebian channels	88	8,33	12,50	8,00	5,00	9,96	5,86	8,83	9,33	6,76	6,13	9,33	7,57
Middle Eastern channels	86	9,66	5,94	22,00	10,98	9,39	10,06	12,35	8,40	9,11	10,53	9,26	10,00
Transnational channels	89	13,80	7,79	28,00	16,30	13,27	14,54	14,67	11,04	14,03	11,31	14,31	14,41

The bold cells mark significant differences - level of significance $\alpha=0,05$

The amount of time used for watching Arabic channels is nearly two times the time watching Swedish channels. Place of birth makes a difference. Those, born in a Maghreb country have significantly more contacts with Maghrebian channels while those born in an Middle Eastern country spent more time watching Middle Eastern or transnational Arabic channels. This means, that the respondents prefer the channels of the country of their origin.

We find no significant gender differences.

Chart 3/2: News: Average number of contacts and confidence intervals



Again, the amount of time used for watching Arabic channels is considerably higher than the time watching Swedish channels. Furthermore, transnational Arabic channels are the number one in the groups of Arabic channels.

Table 3/6: All genres by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group		
			Mag hreb	Mid. East	Iraq	male	fe-male	pri m and less	se-con-dary	high -er	un-der 30	30 to 49	50 and over
local Swedish Channels	77	6,51	7,26	7,17	5,76	6,38	6,74	7,00	7,28	6,60	5,29	6,63	7,27
Swedish public service	52	3,54	4,22	8,00	2,50	3,73	3,21	4,00	3,41	3,70	3,45	3,10	5,00
Swedish commercial	64	4,44	5,00	4,33	4,00	4,19	4,91	4,90	6,00	3,83	2,82	4,74	4,90
Arabian Channels	80	10,21	6,19	13,60	12,98	10,61	9,58	8,29	9,45	11,68	5,73	^{10,0} ₈	14,81
Maghrebian channels	51	2,59	2,72	3,33	2,43	2,65	2,47	3,33	2,60	2,27	2,63	2,58	2,58
Middle Eastern channels	56	3,43	1,50	6,00	3,95	3,47	3,36	3,44	3,00	3,61	2,82	3,09	4,77
Transnational channels	66	5,32	3,76	8,00	6,24	5,75	4,65	4,45	4,24	6,55	2,90	5,02	8,15

The bold cells mark significant differences - level of significance $\alpha=0,05$

Chart 3/3: Entertainment: Average number of contacts and confidence intervals

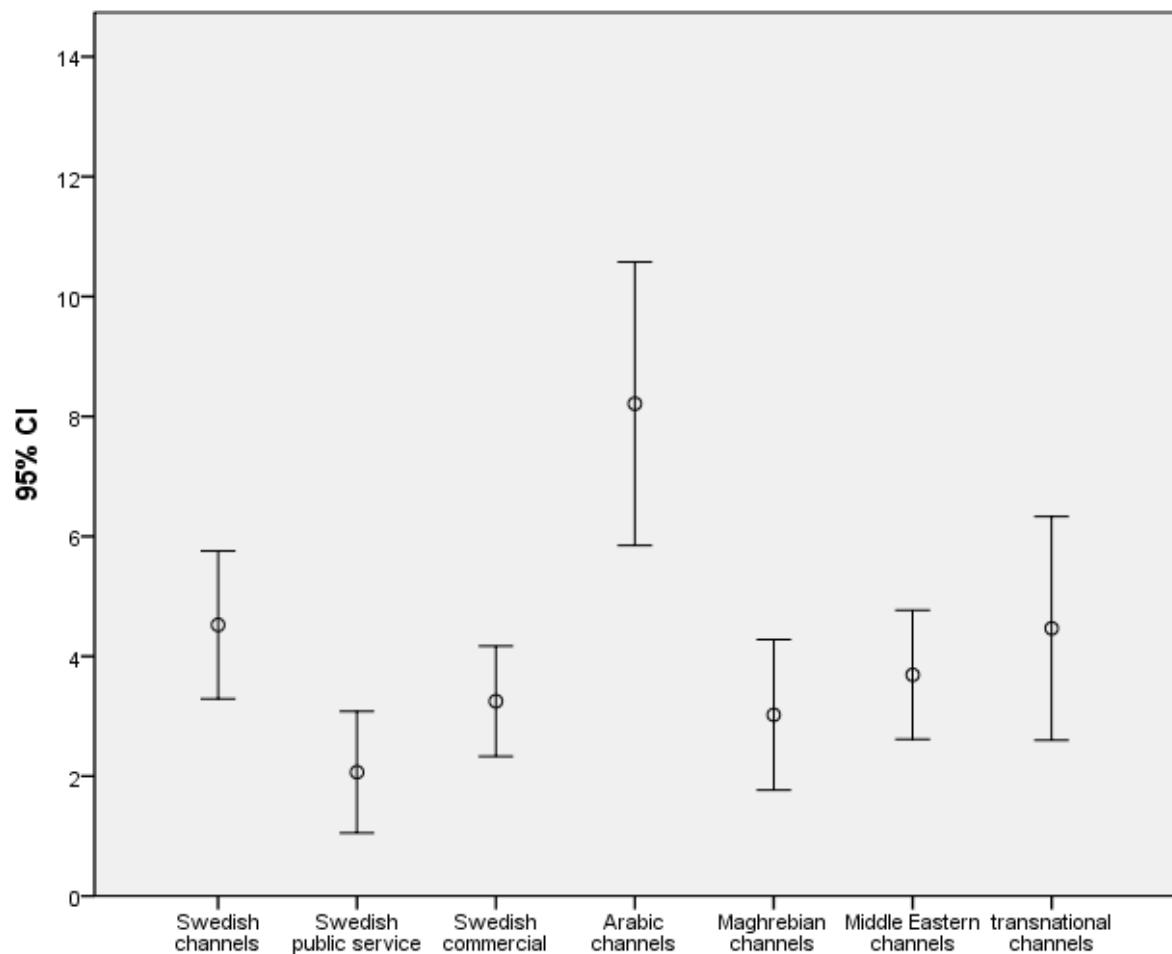


Table 3/7: Entertainment by place of birth, gender, level of education and age group

	n		Place of birth			Gender		Level of education			Age group		
			Mag hreb	Mid. East	Iraq	male	fe-male	pri m and less	se-con-dary	high -er	un-der 30	30 to 49	50 and over
local Swedish Channels	65	4,52	4,45	7,33	3,97	3,89	5,41	5,77	5,95	3,22	4,38	5,16	2,93
Swedish public service	30	2,07	2,75	2,33	1,59	2,27	1,87	1,71	2,91	1,67	6,00	1,77	1,00
Swedish commercial	56	3,25	3,87	4,83	2,67	3,10	3,44	4,36	4,06	2,29	2,46	3,91	2,27
Arabian Channels	66	8,21	5,82	11,50	9,34	8,78	7,48	9,29	8,10	6,60	7,55	8,55	7,80
Maghrebian channels	44	3,02	3,75	2,00	2,07	3,75	1,75	2,73	4,13	1,79	2,14	3,54	2,36
Middle Eastern channels	42	3,69	2,77	8,00	3,79	4,09	3,21	4,63	3,33	3,12	2,90	4,59	2,50
Transnational channels	43	4,47	2,45	5,20	4,48	4,57	4,36	6,75	3,50	3,72	3,33	4,64	5,11

The bold cells mark significant differences - level of significance $\alpha=0,05$

Chart 3/4: Movies: Average number of contacts and confidence intervals

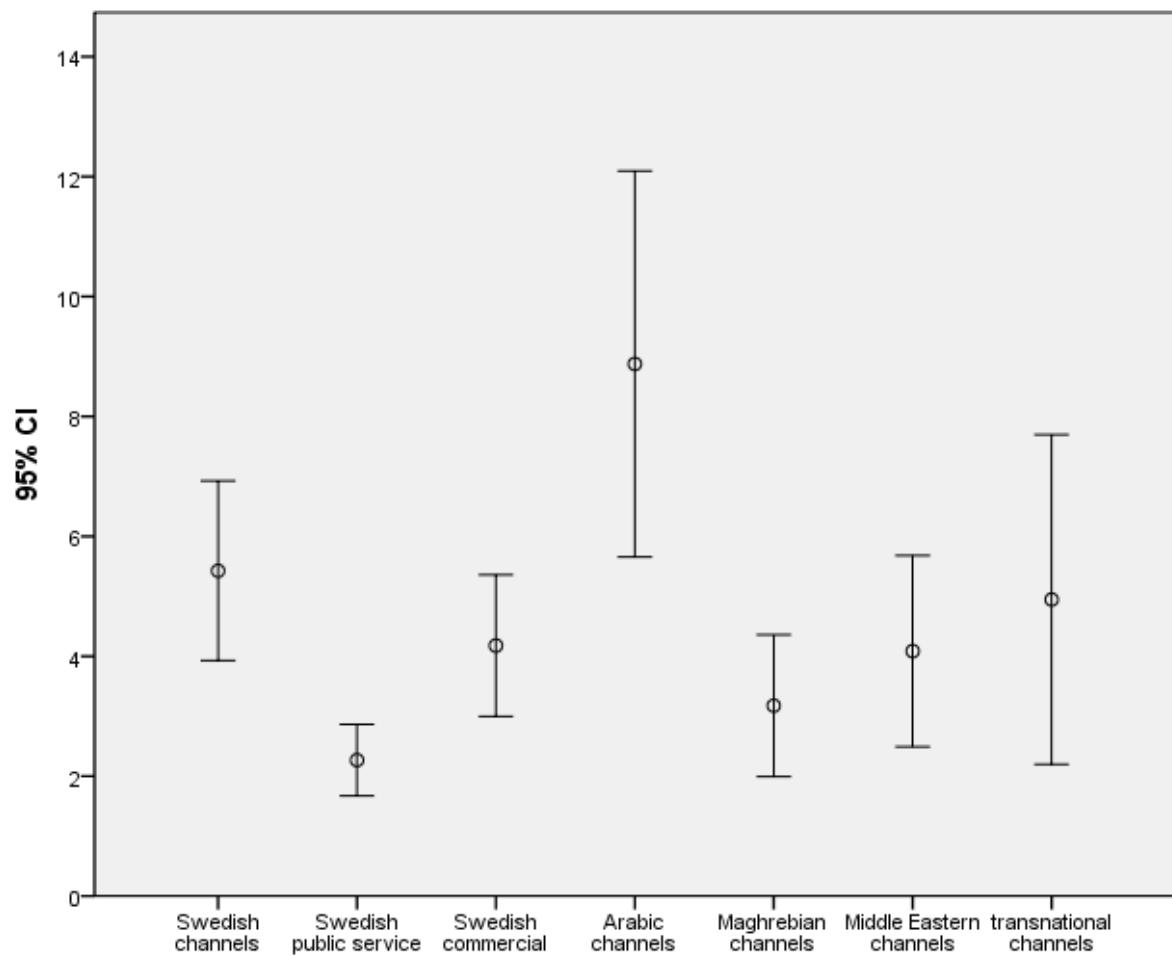
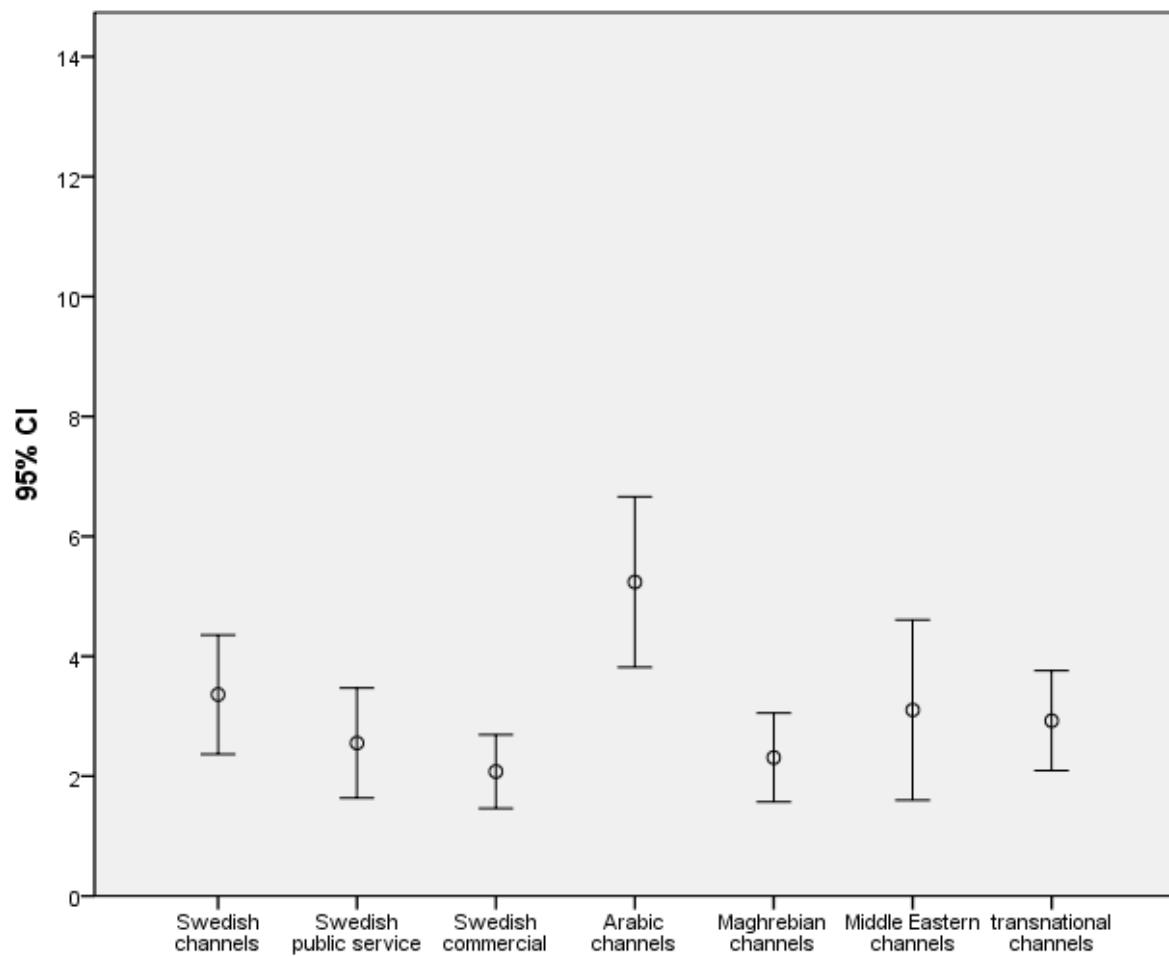


Table 3/8: Movies by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group		
			Mag hreb	Mid. East	Iraq	male	fe-male	pri m and less	se-con-dary	high -er	un-der 30	30 to 49	50 and over
local Swedish Channels	54	5,43	5,08	4,00	5,87	5,52	5,32	6,83	5,56	4,57	9,09	4,72	3,82
Swedish public service	30	2,27	2,33	2,33	2,20	2,83	1,89	2,14	2,40	2,27	2,86	2,33	1,20
Swedish commercial	45	4,18	4,52	2,00	4,33	4,27	4,05	5,30	4,08	3,63	7,63	3,29	3,89
Arabian Channels	64	8,88	5,58	11,00	10,90	6,54	12,07	12,54	7,50	8,48	14,17	7,16	9,00
Maghrebian channels	34	3,18	3,38	2,00	2,50	2,83	3,91	3,00	3,56	3,19	5,00	2,83	2,60
Middle Eastern channels	35	4,09	2,70	5,50	4,72	4,19	4,00	4,60	3,11	4,31	6,83	3,05	4,40
transnational channels	37	4,95	2,50	7,50	6,53	3,35	6,30	7,36	3,80	3,85	12,17	4,00	2,44

The bold cells mark significant differences - level of significance $\alpha=0,05$

Chart 3/5: Documentary: average number of contacts and confidence intervals



The average amount of contacts is considerably lower. Documentaries are not watched as much as the other genres.

Table 3/9: Documentary by place of birth, gender, level of education and age group

			Place of birth			Gender		Level of education			Age group		
			Mag hreb	Mid. East	Iraq	male	fe-male	pri m and less	se-con-dary	high -er	un-der 30	30 to 49	50 and over
local Swedish Channels	47	3,36	3,17	9,00	2,80	3,34	3,40	3,89	2,09	3,70	5,13	3,15	2,67
Swedish public service	29	2,55	2,63	5,00	1,70	2,45	2,78	3,33	1,00	2,69	3,50	2,87	1,25
Swedish commercial	26	2,08	1,58	4,00	2,25	2,35	1,56	2,00	1,83	2,38	3,50	1,69	2,17
Arabian Channels	59	5,24	3,90	11,00	6,13	5,00	5,64	6,00	5,13	4,35	4,63	4,74	7,08
Maghrebian channels	29	2,31	2,27	3,50	2,00	2,00	3,00	2,33	2,13	2,10	1,00	2,37	3,00
Middle Eastern channels	29	3,10	1,79	7,33	3,60	2,72	3,73	4,57	4,00	2,00	3,40	2,68	4,40
Transnational channels	40	2,93	1,93	2,75	3,80	3,55	2,17	2,13	2,56	3,17	2,60	2,58	3,82

4. VIEWING PROFILE OF PARIS RESPONDENTS: BREAK-DOWN BY SINGLE CHANNELS

4.1 Channel frequencies

Table 4/1: How many respondents watch which channel?

Swedish channels			Arabic channels		
	count	percent		count	percent
TV 4	63	67,7%	MBC	73	78,5%
SVT 1	62	66,7%	Al Jazeera	72	77,4%
TV 3	53	57,0%	Alsharqiya TV	58	62,4%
SVT 2	51	54,8%	Dubai TV	58	62,4%
Kanal 5	46	49,5%	2M Maroc	56	60,2%
DR 2	41	44,1%	RTM	49	52,7%
SVT 24	41	44,1%	Al rabia	49	52,7%
FTV	38	40,9%	Arryadia	46	49,5%
Nickelodeon	33	35,5%	Iqraa TV	45	48,4%
Kunskapskanalen	32	34,4%	Al Maghrabiyya	41	44,1%
Jetix	31	33,3%	BBC Arabic	41	44,1%
STAR	31	33,3%	Al Arabiya	41	44,1%
NRK 2	31	33,3%	Al Manar	39	41,9%
TCM	28	30,1%	Al-Assadissa	36	38,7%
DR 1	27	29,0%	Nile TV	35	37,6%
Kanal local	24	25,8%	Qatar TV	34	36,6%
NRK 1	23	24,7%	Saudi Arabian	33	35,5%
Kanal 9	22	23,7%	Jordan	32	34,4%
local other	50	53,8%	Canal Algerie	28	30,1%
			Arabic other	50	53,8%

A ranking of the channels shows, that MBC (79%) and Al Jazeera (77%) are the channels with the largest audiences in the Stockholm sample. Only two Swedish channels attract more than 60% of the respondents: SVT1 (67%) and TV 4 (68%).

In the following analysis, we focus on those channels which attract at least 50% of the respondents.

Table 4/2: How many respondents watch what genre in which channel ?

	All genres		Sport		Entertainment		News		Movies		Documentary		other	
		%		%		%		%		%		%		%
Swedish: Public Service														
SVT 1	62	66,7%	8	8,6%	16	17,2%	35	37,6%	19	20,4%	12	12,9%	16	17,2%
SVT 2	51	54,8%	12	12,9%	11	11,8%	18	19,4%	9	9,7%	10	10,8%	17	18,3%
Swedish: Commercial														
Kanal 5	46	49,5%	6	6,5%	15	16,1%	12	12,9%	12	12,9%	3	3,2%	14	15,1%
TV 3	53	57,0%	5	5,4%	14	15,1%	9	9,7%	23	24,7%	9	9,7%	16	17,2%
TV 4	63	67,7%	9	9,7%	28	30,1%	36	38,7%	21	22,6%	6	6,5%	13	14,0%
local other	50	53,8%	12	12,9%	14	15,1%	6	6,5%	5	5,4%	6	6,5%	20	21,5%
Arabic national: Maghrebian channels														
RTM	49	52,7%	4	4,3%	12	12,9%	16	17,2%	8	8,6%	11	11,8%	12	12,9%
2M Maroc	56	60,2%	6	6,5%	24	25,8%	18	19,4%	11	11,8%	14	15,1%	17	18,3%
Al rabia	49	52,7%	7	7,5%	8	8,6%	18	19,4%	9	9,7%	2	2,2%	13	14,0%
Arryadia	46	49,5%	18	19,4%	6	6,5%	8	8,6%	8	8,6%	1	1,1%	11	11,8%
Arabic national: Middle Eastern channels														
Alsharqiya TV	58	62,4%	3	3,2%	26	28,0%	35	37,6%	6	6,5%	7	7,5%	22	23,7%
Dubai TV	58	62,4%	8	8,6%	18	19,4%	12	12,9%	21	22,6%	7	7,5%	22	23,7%
Arabic transnational channels														
Al Jazeera	72	77,4%	6	6,5%	11	11,8%	51	54,8%	15	16,1%	26	28,0%	22	23,7%
MBC	73	78,5%	11	11,8%	36	38,7%	22	23,7%	29	31,2%	10	10,8%	31	33,3%
Arabic other	50	53,8%	5	5,4%	13	14,0%	13	14,0%	23	24,7%	10	10,8%	22	23,7%

If the respondents watch news, they choose Al Jazeera and the Swedish channels SVT 1 and TV 4.

The first destination for entertainment and movies is MBC followed by TV4.

Table 4/3: All genres by place of birth, gender, level of education and age group

		Place of birth			Gender		Level of education			Age group		
		Ma-ghreb	Mid. East	Iraq	male	fe-male	prim and less	se-con-dary	high-er	un-der 30	30 to 49	50 and over
Swedish: Public service												
SVT 1	62	66,7%	66,7%	50,0%	66,7%	67,3%	65,8%	66,7%	71,4%	65,9%	66,7%	66,0%
SVT 2	51	54,8%	50,0%	66,7%	58,3%	54,5%	55,3%	55,6%	50,0%	56,1%	44,4%	62,3%
Swedish: Commercial												
Kanal 5	46	49,5%	44,4%	83,3%	47,9%	45,5%	55,3%	44,4%	50,0%	46,3%	55,6%	52,8%
TV 3	53	57,0%	52,8%	83,3%	54,2%	58,2%	55,3%	50,0%	60,7%	61,0%	61,1%	56,6%
TV 4	63	67,7%	66,7%	83,3%	66,7%	69,1%	65,8%	66,7%	64,3%	73,2%	55,6%	75,5%
local other	50	53,8%	63,9%	50,0%	45,8%	60,0%	44,7%	61,1%	50,0%	58,5%	61,1%	54,7%
Arabic national: Maghrebian channels												
RTM	49	52,7%	69,4 %	50,0%	39,6 %	54,5%	50,0%	66,7%	46,4%	46,3%	44,4 %	64,2 %
2M Maroc	56	60,2%	91,7 %	83,3%	33,3 %	65,5%	52,6%	83,3 %	64,3 %	46,3 %	50,0%	62,3%
Al rabia	49	52,7%	38,9 %	66,7%	60,4 %	54,5%	50,0%	61,1%	46,4%	51,2%	44,4%	56,6%
Arryadia	46	49,5%	61,1 %	33,3%	39,6 %	50,9%	47,4%	55,6%	64,3%	36,6%	44,4 %	60,4 %
Arabic national: Middle Eastern channels												
Alsharqiya TV	58	62,4%	38,9 %	50,0%	83,3 %	61,8%	63,2%	66,7 %	39,3 %	73,2 %	77,8%	52,8%
Dubai TV	58	62,4%	52,8%	83,3%	64,6%	58,2%	68,4%	72,2%	60,7%	53,7%	55,6%	62,3%
Arabic transnational channels												
Al Jazeera	72	77,4%	83,3%	66,7%	72,9%	80,0%	73,7%	88,9%	78,6%	70,7%	72,2%	81,1%
MBC	73	78,5%	63,9 %	83,3%	87,5 %	69,1 %	92,1 %	88,9%	75,0%	73,2%	72,2%	79,2%
Arabic other	50	53,8%	55,6%	83,3%	45,8%	52,7%	55,3%	61,1%	64,3%	43,9%	50,0%	52,8%

The bold cells mark significant differences - level of significance $\alpha=0,05$

For the statistical test we must exclude the small group of Middle Eastern respondents who do not come from Iraq.

4.2. Contacts by genres, place of birth, gender, education and age

Table 4/4: Average number of contacts by genres

	All genres		Entertainment		News		Movies		Documentary	
	count	mean	count	mean	count	mean	count	mean	count	mean
Swedish: Public service										
SVT 1	62	4,11	16	1,50	35	3,43	19	1,63	12	1,67
SVT 2	51	2,31	11	1,09	18	1,94	9	1,00	10	1,90
Swedish: Commercial										
Kanal 5	46	2,57	15	2,47	12	1,00	12	2,50	3	1,00
TV 3	53	2,81	14	1,93	9	1,11	23	1,87	9	1,22
TV 4	63	5,10	28	1,86	36	4,03	21	1,67	6	1,50
local other	50	1,96	14	1,43	6	1,00	5	1,40	6	1,17
Arabic national: Maghrebian channels										
RTM	49	2,12	12	1,67	16	1,44	8	1,88	11	1,64
2M Maroc	56	3,57	24	2,38	18	1,89	11	2,73	14	1,50
Al rabia	49	1,86	8	1,00	18	1,72	9	1,33	2	1,00
Arryadia	46	1,83	6	1,00	8	1,00	8	1,13	1	1,00
Arabic national: Middle Eastern channels										
Alsharqiya TV	58	3,88	26	1,96	35	3,14	6	2,00	7	1,00
Dubai TV	58	3,86	18	2,50	12	1,00	21	3,48	7	3,86
Arabic transnational										
Al Jazeera	72	4,51	11	1,09	51	3,29	15	1,67	26	2,23
MBC	73	7,93	36	4,03	22	2,27	29	4,17	10	2,70
Arabic other	32	2,72	13	1,08	11	2,55	8	1,50	3	1,00

Table 4.4 provides an overview of the average number of contacts by genres. MBC reveals the most contacts. Most of the Stockholm respondents watch this channel and they watch it more often than other channels. The average number of contacts with

Table 4/5: Average number of contacts by place of birth, gender, level of education and age group

	Stockholm sample	Place of birth			Gender		Level of education			Age group			
		Mag hreb	Mid. East	Iraq	male	female	prim and less	sec-ondary	high-er	under 30	30 to 49	50 and over	
Swedish: Public service													
SVT 1	62	4,11	4,17	9,67	3,53	3,76	4,64	5,08	3,45	4,52	2,83	4,49	4,27
SVT 2	51	2,31	2,72	3,75	1,89	2,23	2,43	2,70	2,07	2,52	3,00	2,24	2,00
Swedish: Commercial													
Kanal 5	46	2,57	4,25	2,60	1,43	3,24	1,76	2,75	3,64	1,63	1,70	3,14	1,63
TV 3	53	2,81	4,21	3,60	1,81	3,03	2,48	2,67	4,18	2,08	3,00	3,07	2,00
TV 4	63	5,10	6,17	5,40	4,34	5,18	4,96	5,58	6,67	4,23	3,40	5,68	4,62
local other	50	1,96	1,65	2,00	2,18	1,76	2,35	2,09	1,93	1,96	1,45	2,17	1,90
Arabic national: Maghrebian channels													
RTM	49	2,12	2,52	2,00	1,74	2,27	1,89	2,33	2,31	2,05	2,38	2,21	1,43
2M Maroc	56	3,57	4,79	1,60	1,44	4,14	2,55	3,27	4,17	3,16	3,00	3,48	4,14
Al rabia	49	1,86	2,36	1,25	1,76	2,20	1,32	1,45	2,54	1,71	1,75	1,87	1,91
Arryadia	46	1,83	2,27	1,50	1,47	2,14	1,33	1,60	1,89	2,07	1,13	2,09	1,33
Arabic national: Middle Eastern channels													
Alsharqiya TV	58	3,88	1,21	6,00	4,70	3,65	4,21	3,75	4,09	4,07	3,21	3,89	4,44
Dubai TV	58	3,86	2,21	4,40	4,81	4,13	3,54	3,69	4,29	3,68	5,50	3,36	3,87
Arabic transnational channels													
Al Jazeera	72	4,51	4,60	5,00	4,40	4,68	4,25	4,19	4,45	4,52	3,15	5,19	3,81
MBC	73	7,93	3,26	15,00	9,45	7,55	8,34	7,88	6,57	8,03	8,46	8,24	6,83
Arabic other	50	2,72	1,27	2,33	3,75	2,61	2,86	1,33	3,18	3,00	1,25	2,90	3,00

The bold cells mark significant differences - level of significance $\alpha=0,05$

Gender and place of birth are relevant for significant difference.

The place of birth has a significant effect on five channels. Respondents born in the Maghreb spent significantly more time watching SVT 1 and 2M Moroc than the Iraqi respondents, while the respondents from the Iraq prefer the Middle Eastern channels and MBC. As the group of respondents from the Middle East (without Iraq) is very small, we do not include them in this analysis.

APPENDIX CHANNEL PROFILES

The following results are based on the diary data. Respondents were asked to mark every hour each channel they watch with a letter, indicating the watched genre. We define these marks as *contact points*.

Table 1: List of the Arabic channels

Maghrebian channels	Middle Eastern channels	Transnational channels
2M Maroc	Al Manar TV	Al Arabiya
Al-Maghribiyya	Alsharqiya TV (Iraq)	Al Jazeera
Al rabi'a	Dubai TV	BBC Arabic
Arryadia	Iqraa TV (Saudi)	MBC
Al Assadissa	Jordan TV	Nile TV international
Canal Algerie	Qatar TV	
RTM	Saudi Arabian TV	

1. Genre Profile for each channel

In order to develop channel profiles, we have computed for (each respondent the proportion of each genre of each channel. The channel profile is the average proportion for each genre. This does not tell us, however, how many respondents watch this channel.

The percentages in the category "other" show, that the categories sport, entertainment, news, movies and documentaries are not exhaustive. The rather high percentage for "Other," such as Iqraa TV and Al Assadissa may be an indicator, that respondents watch religious programs which were listed in the diary questionnaire.

Table 2: Arabic Channels – Genre profile

	Sport	Entertainment	News	Movies	Documentary	Other
RTM	3,0%	22,9%	19,8%	16,8%	8,8%	24,0%
2M Maroc	2,6%	25,8%	16,1%	22,6%	7,9%	21,6%
Al Maghrabiyya	4,1%	14,6%	17,2%	23,1%	10,0%	24,5%
Al rabi'a	11,2%	14,3%	28,4%	13,8%	6,3%	22,2%
Arryadia	49,9%	6,2%	10,6%	8,4%	2,5%	17,7%
Al-Assadissa	9,5%	12,2%	11,9%	9,2%	8,5%	43,3%
Iqraa TV	3,7%	10,8%	11,7%	6,9%	15,7%	49,0%
BBC Arabic	5,1%	10,7%	40,2%	8,8%	10,6%	17,6%

Alsharqiya TV	3,6%	12,2%	41,4%	7,5%	6,4%	24,9%
Al Jazeera	7,0%	4,4%	62,8%	4,4%	8,8%	11,2%
MBC	3,4%	20,6%	11,6%	37,5%	3,8%	19,5%
Saudi Arabian TV	9,5%	16,3%	13,8%	15,6%	7,5%	30,5%
Al Arabiya	10,6%	7,3%	41,1%	9,2%	9,3%	20,9%
Qatar TV	9,9%	20,5%	10,9%	21,8%	8,9%	24,9%
Jordan TV	7,4%	12,7%	14,2%	26,0%	6,4%	24,8%
Nile TV international	5,7%	15,3%	22,6%	25,0%	8,2%	20,3%
Al Manar	6,3%	7,5%	36,1%	20,0%	7,0%	20,8%
Dubai TV	7,4%	21,9%	9,4%	31,2%	6,3%	20,5%
Canal Algerie	6,3%	23,6%	21,7%	16,5%	5,6%	23,5%
Arabic other	11,8%	16,7%	8,4%	32,1%	5,6%	24,5%
Arabic other	5,4%	20,4%	23,9%	19,5%	6,6%	22,3%
Arabic other	9,8%	15,6%	17,0%	22,1%	9,4%	22,8%
Arabic other	11,5%	6,3%	24,4%	13,2%	7,2%	37,4%
Arabic other	1,4%	16,6%	20,5%	15,5%	11,0%	31,4%
Arabic other	15,0%	28,3%	16,7%	3,3%	5,0%	26,7%

If we summarize the genres 'entertainment' and 'movies' under the label entertainment and the genres 'news' and 'documentary' under the label information, four different profiles emerge:

Entertainment channels Nile TV international, MBC, Dubai TV, Jordan TV, Qatar TV, Canal Algerie, 2M Maroc, RTM

Religious channels Iqraa TV (Saudi), Al Assadissa

Information channels Al Arabiya, Al Jazeera, BBC Arabic, Al Manar TV, Alsharqiya TV (Iraq)

Sport channels Arryadia

General program Al rabi'a, Saudi Arabien TV

Al rabi'a and Saudi Arabien TV are not thematic channels but provide a mix of different genres.

The following charts illustrate the five different profiles.

Chart 1: Entertainment channels

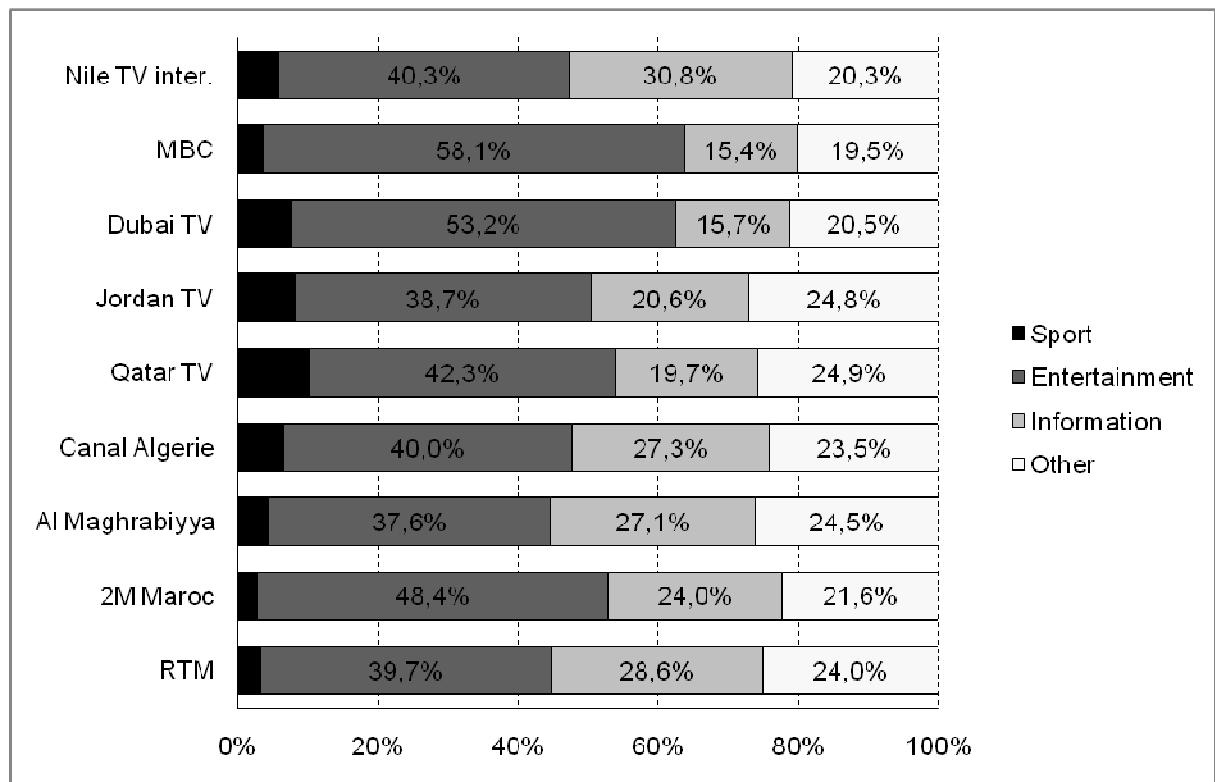
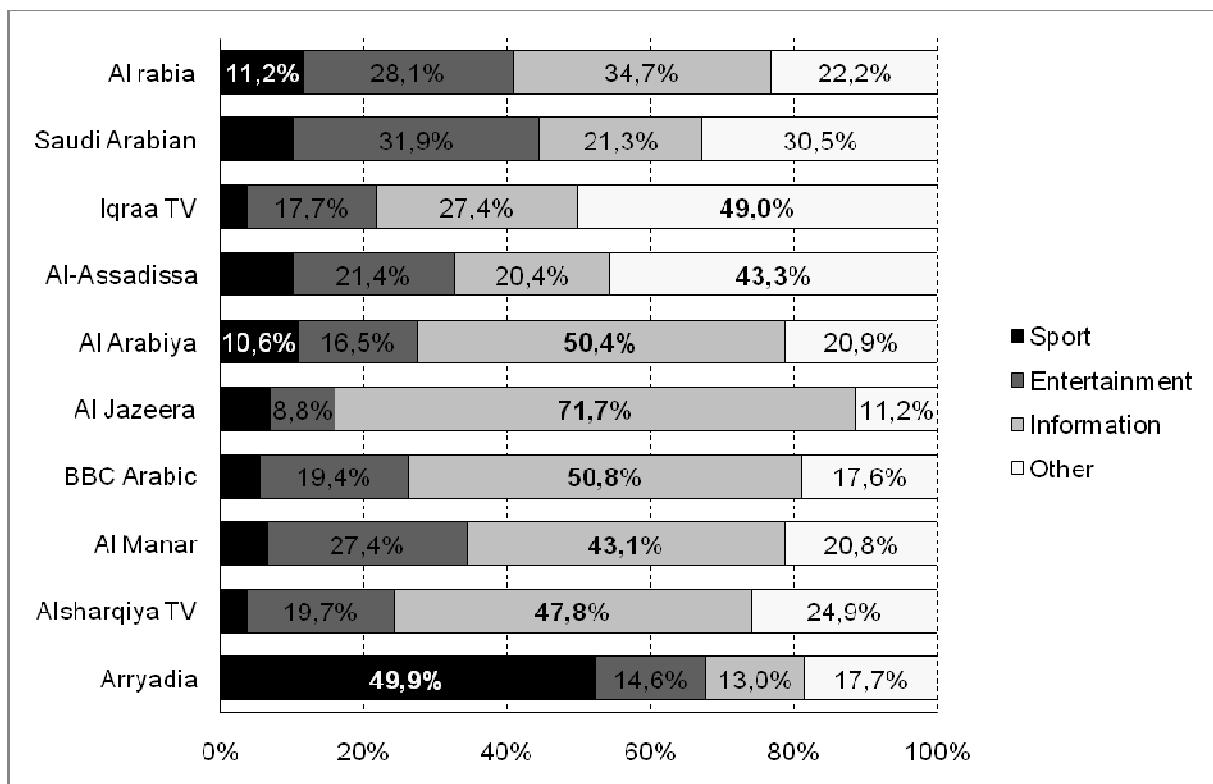


Chart 2: General – Religious – Information – Sport



2. Audience profile for each channel:

The audience profiles are based on the quantity of respondents watching the channel. We account for origin, age, level of education and gender. As we aim to identify characteristics of channels watched and not of our sample, **the data are weighted**.

2.1 Origin

Analyzing the audiences, we find a strong link between the origin of the respondents and the channels they watch. The Iraqi respondents are an exceptional case, they are the major subgroup of the audience of the Maghrebian channels Al-Assadissa and Al rabi'a. The audiences of the transnational channels are dominated by persons from the Middle East and Iraq.

Chart 3: Maghrebian channels

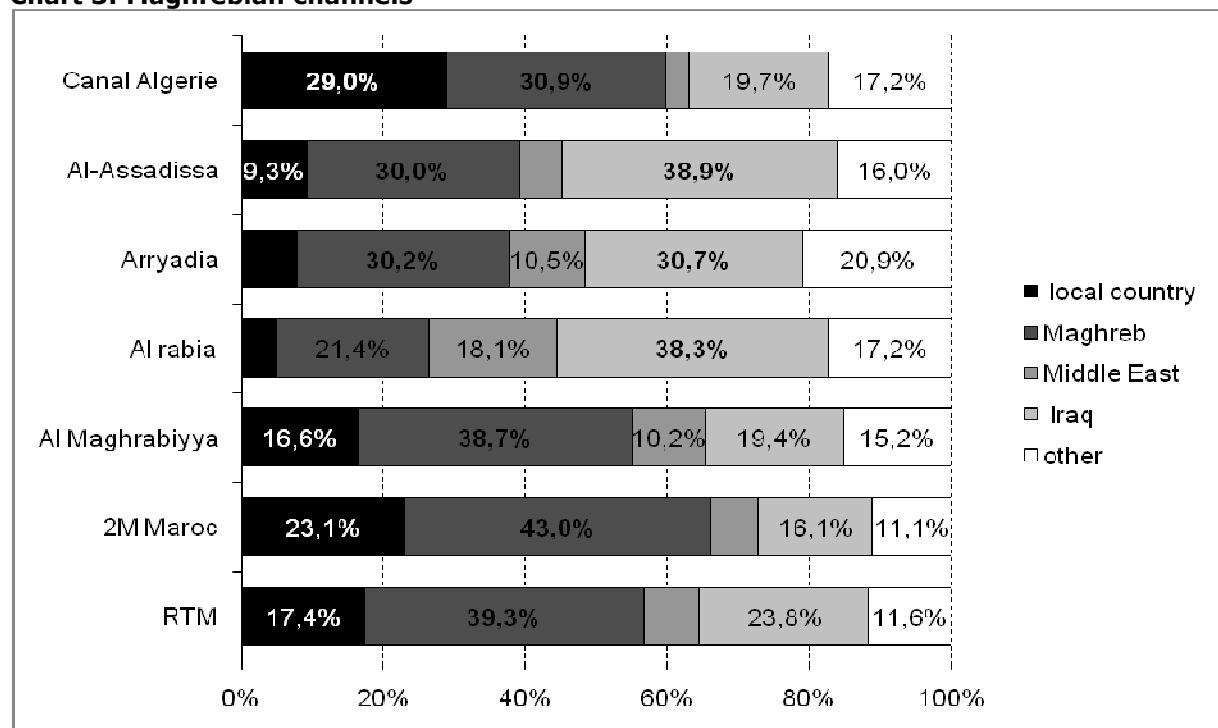


Chart 4: Middle Eastern Channels

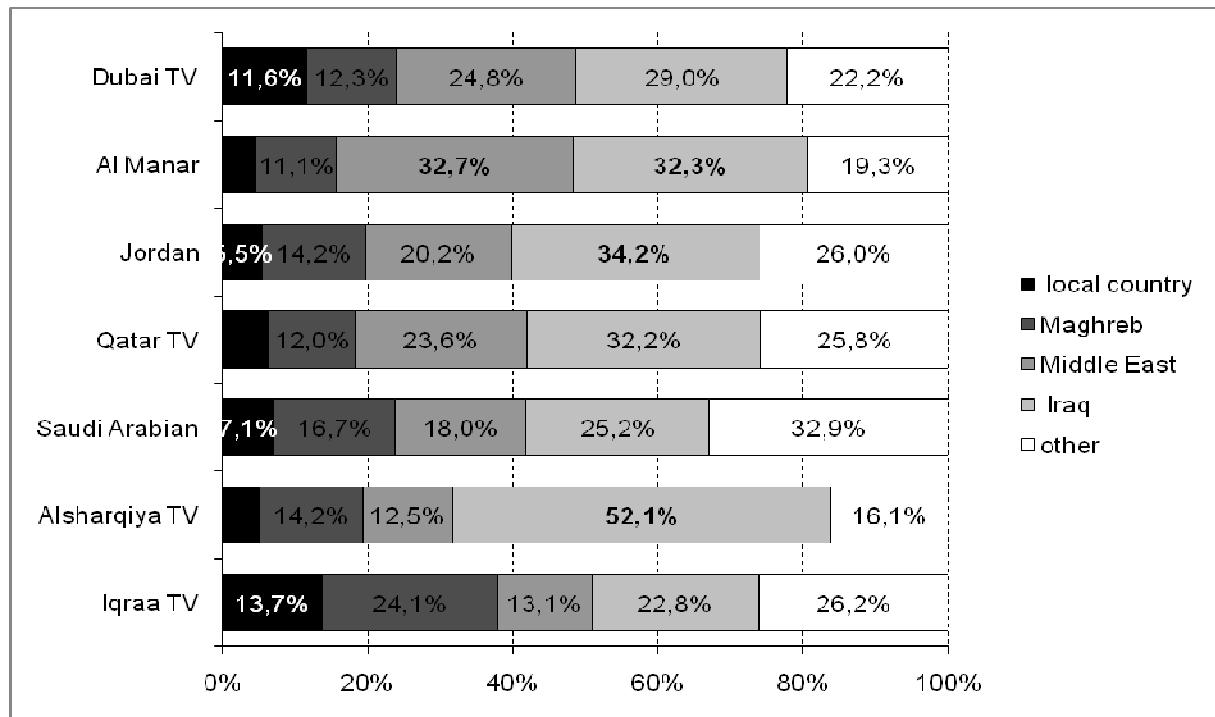
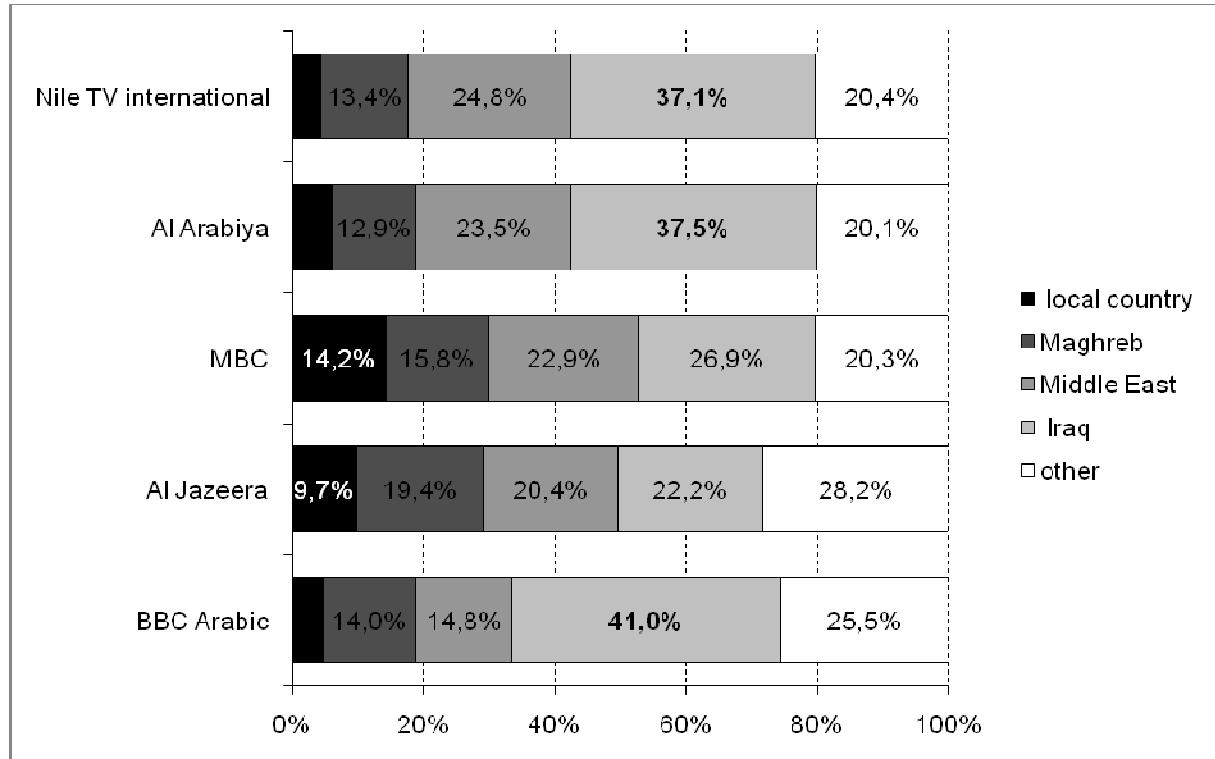


Chart 5: transnational channels



2.2 Age

There is no Arabic channel with an audience dominated by those younger than 30. The audiences of Al Jazeera, Dubai TV, Saudi Arabian TV and of MBC are age balanced, while the other channels have an age biased audience.

Table 3: Age Profiles of Arabic channels

	under 30	30 to 49	50 and over	
Al Arabiya	21,0%	28,1%	50,9%	Dominated by 50 and over
Jordan TV	22,8%	30,1%	47,1%	
Alsharqiya TV	23,9%	29,7%	46,4%	
Al Manar	20,3%	35,0%	44,6%	
Al rabia	20,8%	35,6%	43,7%	
Nile TV international	21,5%	36,2%	42,3%	
Qatar TV	26,7%	32,5%	40,8%	
Al-Assadissa	28,0%	33,1%	38,9%	
RTM	24,0%	45,4%	30,7%	Dominated by 30 to 49 year olds
Canal Algerie	24,9%	40,7%	34,4%	
Arryadia	29,2%	39,7%	31,1%	
Iqraa TV	28,9%	39,4%	31,7%	
BBC Arabic	24,1%	39,3%	36,6%	
2M Maroc	26,2%	38,7%	35,1%	
Al Maghribiyya	25,1%	38,5%	36,4%	balanced
Al Jazeera	31,3%	35,9%	32,8%	
Dubai TV	28,3%	34,4%	37,3%	
Saudi Arabian	32,1%	33,2%	34,7%	
MBC	33,2%	33,1%	33,7%	

2.3 Level of education

Table 4: Education profile

	primary school and less	secondary education	higher education	
Alsharqiya TV	28,6%	28,5%	42,9%	Trend: higher education
Dubai TV	28,5%	32,7%	38,8%	
Qatar TV	28,2%	33,4%	38,4%	
Nile TV international	35,9%	25,9%	38,1%	
Canal Algerie	25,6%	38,8%	35,6%	

2M Maroc	36,2%	38,1%	25,7%	secondary education
Saudi Arabian TV	41,2%	23,8%	35,1%	Trend: primary and less
Al Maghrabiyya	40,2%	34,5%	25,4%	
BBC Arabic	30,5%	31,6%	37,9%	
Al Manar	31,0%	32,5%	36,4%	
Al Arabiya	30,8%	32,9%	36,3%	
Jordan TV	33,7%	30,8%	35,5%	
Al Jazeera	33,2%	32,7%	34,1%	
RTM	29,7%	36,7%	33,6%	
Iqraa TV	33,2%	33,4%	33,3%	
Al rabia	37,2%	29,9%	32,8%	
MBC	32,4%	34,8%	32,8%	
Arryadia	36,1%	34,1%	29,9%	
Al-Assadissa	36,5%	35,6%	27,9%	

2.4 Gender

BBC Arabic, Saudi Arabian TV, 2M Maroc, Dubai TV, Iqraa TV, RTM, Canal Algerie and MBC are channels with a gender balanced audience. The other channels are watched by more men than women.

Table 5: All characteristics at a glance

	Channel	Main genre	Origin of audience	Age of audience	Level of education of audience	Gender of audience
RTM	Maghreb	Entertainment	Magreb	30 – 49	balanced	balanced
2M Maroc	Maghreb	Entertainment	Magreb	30 – 49	secondary	balanced
Al Maghrabiyya	Maghreb	Entertainment	Magreb	30 – 49	primary	male
Al rabia	Maghreb	General	Iraq	50 +	balanced	male
Arryadia	Maghreb	Sport	Magreb Iraq	30 – 49	balanced	male
Al-Assadissa	Maghreb	Religious	Magreb Iraq	50 +	balanced	male
Iqraa TV	Middle East (Saudi)	Religious	balanced	30 – 49	balanced	balanced
BBC Arabic	Trans-national	Information	Iraq	30 – 49	balanced	balanced
Alsharqiya TV	Middle East (Iraq)	Information	Iraq	50 +	higher	male
Al Jazeera	Trans-national	Information	balanced	balanced	balanced	male
MBC	Trans-national	Entertainment	balanced	balanced	balanced	balanced

Saudi Arabian TV	Middle East	General	other	balanced	primary	balanced
Al Arabiya	Trans-national	Information	Iraq	50 +	balanced	male
Qatar TV	Middle East	Entertainment	Iraq	50 +	higher	male
Jordan TV	Middle East	Entertainment	Iraq	50 +	balanced	male
Nile TV international	Trans-national	Entertainment	Iraq	50 +	higher	male
Al Manar	Middle East (Lebanon)	Information	Middle East Iraq	50 +	balanced	male
Dubai TV	Middle East	Entertainment	Iraq	balanced	higher	balanced
Canal Algerie	Maghreb	Entertainment	Magreb local	30 – 49	secondary	balanced