

2011-2012 MATA Community Media Monthly Programming Report				2012									
	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Total/Average
Number of new projects started (non-series)	36	21	56	40	41	21	20	16	22	28	14	20	335
Number of new programs received	98	75	96	87	106	85	78	84	80	87	63	86	1,025
MCM Channel 14													
Number of different local producers/sponsors	5	4	6	6	5	4	5	5	3	5	4	3	4.6
Number of different local 1st run programs	13	11	11	12	9	10	9	11	8	7	4	5	110
Total hours local 1st run	12.33	11.98	7.95	10.25	9.63	10.1	8.62	7.83	9.18	6.4	4.87	4.27	103.41
Number of 1st run MCM produced programs	7	5	4	4	4	5	4	5	5	2	1	2	48
Hours of 1st run MCM produced programs	7.63	6.88	2.35	3.72	5.36	6.02	4.88	4	6.73	2.25	2.43	1.38	53.63
Number of different imported producers/sponsors	1	1	1	1	1	1	1	1	1	1	1	1	1
Number of different imported 1st run programs *	45	43	42	34	27	32	34	43	29	31	37	39	436
Total hours imported 1st run *	45.57	41.95	43.13	32	26.38	30.93	31.52	43.15	30.1	29.17	35.47	42.47	431.84
* Includes live Democracy Now satellite feed													
Total number of producers/sponsors	5	4	6	6	5	4	5	5	3	5	4	3	4.6
Producer(s) submitting for the 1st time	0	0	1	0	0	0	1	0	0	0	0	0	2
Hours of taped programs	588.62	604.18	593.97	606.62	609.73	584	617.92	603.3	633.14	622.45	639.05	613.66	7,316.64
Percentage of taped programs	81.8%	81.2%	82.5%	81.5%	81.9%	83.9%	83.1%	83.8%	85.1%	86.5%	85.9%	82.5%	83.3%
Hours of live programs	9.67	14.50	9.67	12.57	11.6	11.57	10.13	13.53	16.57	10.13	10.73	6.23	136.90
Percentage of live programs	1.3%	1.9%	1.3%	1.7%	1.6%	1.7%	1.4%	1.9%	2.2%	1.4%	1.4%	0.8%	1.6%
Hours of satellite programs	56.95	60.63	53.92	55.87	50.05	46.13	61.33	51.63	45.23	41.3	43.27	68.25	634.56
Percentage of satellite programs	7.9%	8.2%	7.5%	7.5%	6.7%	6.6%	8.2%	7.2%	6.1%	5.7%	5.8%	9.2%	7.2%
Hours of CBB programming	64.77	64.68	62.45	68.95	72.62	54.3	54.62	51.53	49.05	46.12	50.95	55.87	695.91
Percentage of CBB programming	9.0%	8.7%	8.7%	9.3%	9.8%	7.8%	7.3%	7.1%	6.6%	6.4%	6.8%	7.5%	7.9%
Number of episodes cablecast	755	790	820	818	785	759	803	805	823	816	824	737	9,535
MCM Channel 96													
Number of different local producers/sponsors	17	11	17	15	18	15	11	14	15	17	16	12	14.8
Number of different local 1st run programs	28	24	30	33	41	27	21	25	26	27	30	26	338
Total hours local 1st run	22.6	20.63	25.63	24.92	32.2	22.9	17.08	22.23	23.18	22.82	26.15	22	282.34
Number of different imported producers/sponsors	17	13	17	17	23	20	21	17	16	21	15	16	17.8
Number of different imported 1st run programs **	41	31	39	32	50	40	46	37	35	48	34	40	473
Total hours imported 1st run **	39.75	28.48	35.6	33.38	44.35	37.43	43.63	33.73	35.6	44.63	30.98	37.15	444.71
** Includes live Ahmadiyya satellite feed													
Total number of producers/sponsors	34	24	34	32	40	35	32	31	31	38	31	28	32.5
Producer(s) submitting for the 1st time	1	0	1	1	1	0	1	0	0	1	2	1	9
Hours of taped programs	479.38	512.13	495.72	454.13	491.50	465.70	500.92	486.03	512.21	482.42	507.36	493.52	5,881.02
Percentage of taped programs	66.5%	68.8%	68.9%	61.0%	66.1%	66.9%	67.3%	67.5%	68.8%	67.0%	68.2%	66.3%	66.9%
Hours of live programs	14.87	20.63	15.33	16.80	47.73	51.57	51.57	52.07	47.70	46.73	44.37	44.33	453.70
Percentage of live programs	2.1%	2.8%	2.1%	2.3%	6.4%	7.4%	6.9%	7.2%	6.4%	6.5%	6.0%	6.0%	5.2%
Hours of satellite programs	154.00	159.00	152.00	165.00	146.00	135.00	145.00	138.00	140.00	135.00	133.00	150.00	1,752.00
Percentage of satellite programs	21.4%	21.4%	21.1%	22.2%	19.6%	19.4%	19.5%	18.8%	18.8%	17.9%	20.2%	20.2%	20.0%
Hours of CBB programming	71.75	52.23	56.95	47.95	58.77	43.73	46.52	43.90	44.08	55.85	59.27	56.15	637.15
Percentage of CBB programming	10.0%	7.0%	7.9%	6.5%	7.9%	6.3%	6.3%	6.1%	6.0%	7.7%	7.9%	7.5%	7.3%
Number of episodes cablecast	692	753	735	770	745	711	765	756	797	753	781	717	8,975
Total Programming Hours (All Channels)	1,303.48	1,371.09	1,320.60	1,371.10	1,356.61	1,293.97	1,386.86	1,344.57	1,394.87	1,338.03	1,377.78	1,375.98	16,234.94
Total Episodes Cablecast (All Channels)	1,447	1,543	1,555	1,588	1,530	1,470	2,333	1,561	1,620	1,569	1,605	1,454	19,275
Percentage of Program Categories (Ch. 96)													
Community Information/Opinion	11.8%	12.0%	13.1%	10.6%	13.1%	14.0%	12.1%	13.0%	13.6%	12.1%	14.7%	14.5%	12.9%
Music/Entertainment	18.6%	15.8%	11.8%	14.7%	19.3%	18.5%	16.4%	16.1%	17.3%	18.3%	17.6%	18.3%	16.9%
Faith-Based	58.4%	58.8%	60.8%	62.3%	62.2%	62.5%	66.8%	66.1%	63.0%	62.8%	62.0%	60.6%	62.2%
Special Interests	11.2%	13.4%	14.3%	12.4%	5.4%	5.0%	4.7%	4.8%	6.1%	6.8%	5.6%	6.6%	8.0%
Percentage of Ch. 96 Faith-Based producers	61.8%	62.5%	55.9%	65.6%	72.5%	68.6%	65.6%	58.1%	64.5%	60.5%	61.3%	67.9%	63.7%
Number of non-profit producers (All Channels)	8	6	9	7	8	7	7	6	5	7	6	7	6.92