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Workshop Report

By

Lock Yut Kam
UNESCO-AMIC CONSULTATION
ON SURVEYING TELEVISION AND VIDEO FLOW
IN ASIA AND THE PACIFIC

(28 - 30 March 1990)

WORKSHOP REPORT

(Contract No: CC/CDF 354240.9)

Assistant Programme Specialist

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I. INTRODUCTION

The consultation on surveying television and video flow in Asia and the Pacific was organised by AMIC on behalf of UNESCO during March 28 - 30, 1990.

The consultation was attended by audience survey experts Professor Grant Noble (University of New England, Australia), Mr S.R. Joshi (Space Applications Centre, India), Professor Bridget Zubiri (University of the Philippines, Diliman, Philippines) and Professor Kang Hyeon-Dew (Seoul National University, South Korea). Dr. Morten Giersing, Section Chief of Free Flow of Information and Communication Research, was UNESCO's representative and the coordinator of the study. The representatives from AMIC were Dr. Anura Goonasekera (Senior Programme Specialist and Coordinator, Research Programme) and Ms Lock Yut Kam (Assistant Programme Specialist, Research Programme).

During the consultation, the participants made presentations on the state of audience research with reference to television in their own countries. They also examined existing audience research methodologies and availability of audience research data in the Asia-Pacific as a basis for evaluating UNESCO's draft methodological framework for studying international television programme flow. The draft was closely examined and suggestions were made as to how it could be modified to handle the
different needs and situations found in the Asia-Pacific region. In addition, the question of whether a study on video flow was to be included was also explored.

A decision was taken to go ahead with the video flow study in addition to the study on television flow. This resulted from the concurring opinions and perceptions of the participants that video's importance as an alternative media and informal channel is fast-growing. Furthermore, there is very little data concerning video flow and uses, mainly due to the fact that video represents a totally new area in media studies and the kind of data sought is not easily available even if a comprehensive survey could be conducted. There is as yet no concrete and reliable way to measure video flow patterns and usage.

The following is a summary of the audience data/needs with reference to media of participating countries presented and AMIC's additional comments on the availability of audience research data for video flow studies in Thailand, Malaysia and Sri Lanka.
II. SUMMARY OF AUDIENCE RESEARCH DATA/NEEDS OF AUSTRALIA, INDIA, THE PHILIPPINES AND SOUTH KOREA

Australia

- TV audience research well-developed, conducted for commercial TV companies by rating agencies
- 2 rival TV rating systems - 'diary' method and 'people meters'; enormous discrepancy exists between two systems
- no ratings available from Nov to Jan
- 3 commercial channels in cities, 1 government channel (Australian Broadcasting Commission) and 1 channel mainly for ethnic minority audiences (Special broadcasting Service)
- pay or cable TV not available yet
- ratings are based on a sample of about 440 households in Sydney and Melbourne a week, about 1 in 2,500 households. Not clear if households are in both Sydney or Melbourne or a combined figure - Prof Noble's opinion is that even these figures may not be reliable
- monthly ratings can be bought for about A$600.00
- categories of analysis are: by sex, age, occupational groups, urban/rural location, family size etc
- top 20 programmes are available from newspapers every week
- average Australian watches TV for 2 1/2 hours a day
- trend seems to suggest that time spent watching TV is declining (implications for alternative media?)
- more programmes are imported than exported
- time budget surveys are not available in Australia

(Video)

- very little known about video market
- greater proportion of VCR ownership in South Australia & Perth, regional or country Australia
- VHS (83%, 1989) system more popular than Beta (16%, 1989)

- 2,242 (Moran, 1985) retail outlets exclusively for video hire and sales

- method to study video use - a) audience b) video magazines, shops

India

- Doordarshan has own survey data, S R Joshi will check on the availability of this data to the public

- survey mainly to determine prime-time, to establish advertising rates

- insufficient funds for these research, low priority and lack of staff, so commercial researchers commissioned

- better data may be available commercially, S R Joshi to check price and details

- cost of survey in urban areas not very high

- method to collect data: can combine materials from Doordarshan and universities, some existing data available about urban population but better to collect own data about rural areas

- universities may have better & more proper research

- content analysis can be purposive but not so good, better to widen areas sampled

- only one content analysis need to be done but many surveys must be conducted in any study

- TV set figures are not entirely reliable since TV licences were abolished

- estimated 7/8 persons per TV set

- TV coverage - 65%, geographically covers about 80% of India

- 60% of audience is illiterate (implications for methods like mailed questionnaire)

- language used according to national (Hindi & English), regional & local areas

- Rural population is 80%
Potential problems - interviews: rural areas, prompting occurs, desired answers given to please interviewer, women and lower castes, language problems, cultural problems e.g. Indians not attuned to one-word answers, especially close-ended questions

Private cable TV network exists in very large housing complexes, very popular

VCR ownership corresponds highly with TV and telephone ownership, mainly middle-class (estimated 100 million)

VCR used as alternative media - publicise candidates via advertisement-type jingles for election campaigns

VCR effects not known but speculation is that changes have occurred social habits such as mealtimes, playing times and reading as a pastime

cinema is representative of Indian media - 700/800 movies a year, now cinemas losing money

Videos are made of films to alleviate losses

audience for videos parlours and cinemas not the same, former more likely to be young people, adolescents and latter will be family-type groups

Philippines

audience research very comprehensive, 'people meters' used for some studies

ratings available from advertising agencies, not sure whether available year-round, published every quarter in newspapers

categories of study include age, sex etc.

Need US$5,000 to do localised study, US$50,000 for nation-wide study

media organisations concentrated in Metro Manila

14-hours broadcast time

average viewing time 3 -5 hours

about 65% of households have TVs

language for broadcasting: English (50%), Tagalog (50%)
- sampling is purposive to ensure relevant proportion of population included, reflection of regional differences

(Video)

- Prof. Zubiri unsure of data, will find out more about it

South Korea

- 100% TV coverage
- TV stations do surveys of different types
- full scale surveys are carried out annually/bi-annually
- private commercial advertising agencies are doing more ad-hoc, focussed research
- audience research data available commercially but price unknown

- nation-wide survey would cost about US$50,000.00 (30 million Won), sample 1,500 people

- some indicators used in surveys are: Socio-economic status can be guessed at through housing areas and type of housing. Other indicators include age, educational levels.

- language used - Korean

(Video)

- 30 million VCRs, estimated 1 million video viewers per day
- 30,000 official video shops, plus 20,000 unofficial video shops

- estimated 20 persons rent one video per day

- possible to obtain video flow figures from video shops

- some studies of use of video, reasons for usage etc exists, e.g. by YMCA
Some Problems/Suggestions to study Video Flow:

- how to identify ownership of VCRs?

- if government agencies can be involved in terms of finding out number of licences issued to video shops, possible to study video flow to an extent

- beware of study covering expectations of video usage rather than actual usage
III. ADDITIONAL DATA

Malaysia

- RTM (Radio TV Malaysia) does not have its own audience research unit

- the Ministry of Information has a survey research unit which research on audience for RTM

- the Economic Planning Unit in the Prime Minister's Department also does research which sometimes include radio and TV audience profiles

- the AIBD (Asia-Pacific Institute for Broadcasting Development) also does extensive audience research but not along similar lines as ratings

- some of the local universities too do audience research, especially those with mass communication programmes

- alternatively, a commercial organisation, Survey Research Malaysia, conducts long-term audience ratings for commercial clients, but data is likely to be very costly

- language used in any survey is Malay (Bahasa Malaysia) and English. Interviewers who speak Chinese dialects and Tamil may be needed, especially for surveys in rural areas

- no problem surveying rural areas but cost will increase

- cost of survey not very high

- TV sets require licences available from Post Offices

- estimated to be 2.5 million TV sets in Malaysia as of 1990, largely concentrated in urban areas. Possibly around 40-50% of the population has access to TV

- TV signals reaches 100% of the country (not including East Malaysia) in terms of area but it does not reach a sizeable number of the rural population and the hill-tribes/aborogines. In some rural areas this is due to lack of electricity but in other areas, it may be due to low income levels or adequate existing public entertainment like the presence of cinemas in villages. Radios are very popular in the rural areas.

- There are 3 TV channels available - 2 channels from the government station (RTM) and 1 channel by a private station which is owned by UMNO (United Malay National Organisation), the main component party of the ruling political coalition, the National Front.
a large percentage of programmes aired are imported from the U.S. The news are broadcast on all the channels during prime-time in Malay. News broadcasts in English, Mandarin and Tamil are broadcast earlier.

(Video)

- VCR ownership is very widespread in the urban areas

- Video cassette programmes are available from rental shops - the stocks in the shops vary with type of clientele. Those frequented by the Chinese will have lots of Hong Kong serials/movies whereas those frequented by English-educated working people will have lots of English language movies from U.S. and Britain. Similarly, those frequented by Malays are filled with movies from Indonesia.

Thailand

- 2 main TV stations exist, broadcasting on 3 channels

- at least one Thai university (Chulalongkorn University) has a fairly extensive TV research programme. Specific areas of research not known

- ratings are also done commercially, most probably available for sale

- popular programmes can be distinguished by higher advertising rates charged.

- rural surveys can be done but one main problem - population are mainly engaged in agricultural activities and are not at home most of the time for interviewers

(Video)

- video shops abound in Bangkok and other major urban centres

- possible to study video flow: a) through approaching the individual shops, b) through approaching the video shop operators' association. Two such associations exist and most of the video shop operators belong to one or the other. Second approach more feasible

- video shops stocks mostly local productions and productions from Hong Kong (mostly Kung-fu movies) and U.S.
Sri Lanka

- estimated number of TV sets 500,000

- government charges an annual licence fee of Rs. 250.00 for colour and Rs. 150.00 for black & white sets

- TV signal can be received in about 90% of land area. But TV is not viewed in most areas because of the absence of electricity. Battery sets are very few

- around 60% of all programmes aired are local. Most of this consist of news programmes in 3 languages, which takes about 1 hour daily. Around 40% are foreign programmes - mainly in English. Main suppliers are U.S. and Britain

- the national TV corporation, Sri Lanka Rupavahini Corporation (SLRC), has an audience research unit which does regular surveys of TV audience and programme analysis. Very few private marketing research companies doing regular surveys. Market Research Bureau (MRB), an Indian company, does media surveys which includes TV. Their data can be purchased. There does not appear to be a market for regular TV audience surveys in Sri Lanka.

(Video)

- Video usage figures not available

- Estimated to be around 20,000 VCRs

- Video clubs which rent video cassettes programmes have sprung up in the major cities in Sri Lanka. The programmes are mostly movies from India, U.S. and England. No study has been done on the video consumption habits of the people

- Both TV and video are urban entertainment media. Their penetration to the villages, where 80% of the people live, will depend on the spread of electric power to the rural areas.
APPENDIX I

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UNESCO-AMIC CONSULTATION ON SURVEYING TELEVISION AND VIDEO FLOW IN ASIA AND THE PACIFIC

Singapore, 28th – 30th March, 1990

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RECAPITULATION OF POINTS

General
- Intention to establish collaborative framework which can provide flow and audience data on a continuous basis; 1990-1991 seen as test
- Qualitative audience research can be included at a later stage

Channels
- Channel restrictions, limitations to flow, amount of advertising allowed (in mins. per hour), etc.
- Add column on financing and language, form of transmission
- Retain teletext

Content Analysis
- Note whether advertising found within/without programme; amount of advertising allowed by the hour, give overall estimate only
- Measurements of programme time to be in minutes and hours (absolute figures) - no rounding up or down
- Coding to be done channel by channel
- Repeats to be taken into account if it falls within sample period only
- Add 'country of origin' and language to codesheet; investigate if coding of year of production possible
- Each main response category should be given in both absolute figures and percentages (%)
- Change or define use of 'serious' in programme category
- Clarify point 7
- Add on to point 8, 'Public Education' and to 6, 'Government Information' and 'Development Programmes'
- All participants to investigate availability of programme logs
- 'Presentation and Promotion' to be removed
- Give breakdown of categories on 1.3 'Cinema/TV movies'

Target Groups
- Add new category on women’s programmes
- Delete sub-categories on 'minority groups'

Video
- Each participating researcher to provide estimates of VCR penetration, video cassette markets, rental or selling patterns of video cassettes
- budget/costing of limited survey on video use

Audience Research
- TV sets - distinguish between b/w and colour; add cable TV mapping of households
- Investigate if time-budget studies are available in own country
- Availability of audience research data/needs of participating countries to be summarised in AMIC report
- Costing of audience survey (along with overall costing) to be given when 'final' UNESCO questionnaire available
- AMIC to investigate availability of audience research data in Thailand, Malaysia, Sri Lanka
INTRODUCTION

Unesco has sent to organisms and institutions a preliminary research design for future studies on international television and video flow. The purpose of this document is to find a common and standardized research method, from the answers and the studies received:

Answers received:

Mrs Claude Vinikas-Geerts
Enquête Permanente
Radiodiffusion-Télévision Belge
Brussels. Belgium

Mr Erik Nordahl Svendsen
Media Research
Danmarks Radio. TV Centre
Soborg. Denmark.

Mr Wim Bekkers
Head, Audience Research Dept.
NOS.
Hilversum. Netherlands.

Mr Asle Rolland
NRK
Oslo. Norway.

Mr Matthias Steinmann
SRF.
Berne. Switzerland.

Mrs Isabel Serrano i Noy
Cabinet d'Investigacio i Audiencia
CCRT
Barcelona. Spain.

Polskie Radio i Telewizjia
Warsaw. Poland.

Mr A. Gagarkin
Chief editorial office for correspondence and sociological research
Gosteleradio. USSR.

Mr Junqing Fu
48 Dongsi Shiertiao
Beijing, 100007
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Studies received:

- Mr Vijay
  AMIC
  Singapore

- Mr Kwame Boafo
  African Council on Communication Education.
  Kenya.

- Mr S. R Joshi
  Development and Educational Communication Unit
  Ahmedabad, India.

- Mrs Blankson-Mills
  Ghana Broadcasting Corporation Audience Research
  Department
  Ghana.

- Mr Kone
  Centre d'enseignement et de recherche en communication.
  Abidjan, Côte d'Ivoire.

The synthesis will follow the numbering of the questions on the proposed research design and will be done by region.

I. INVENTORY AND CLASSIFICATION OF TELEVISION OUTPUT

1. Categorization

Europe

Concerning the list of categories that could be used to classify television and video programmes, opinions are shared:

* One use the categorization (RTBF, NOS) or will do it this year (Danmarks Radio).
* It is possible to use this classification, although
  - there are as yet no religious services or special
    programmes for such groups as national minorities and immigrants
  - there are special broadcasts for women, the elderly
    and deaf-mutes.
* Categories do not quite correspond to the classification used, but they can be a basis of discussion (SRF), or be adopted for a short time during the study (CCRT).
* The classification needs rethinking (NRK, Polskie Radio):
  - classifications tend to be multidimensional and overlapping. Programmes are classified according to:
    . content (sports, news,...)
    . purpose (devotion, light entertainment, education,...)
    . target group (children, youth, immigrants).

Categories are in some cases so vague as to be practically meaningless (e.g. "shows" in category 9.3). This may lead to misunderstandings and possible coding mistakes. For example, according to Polskie Radio, Category 5 "News" and Category 6 "Informational Programmes" seem to overlap. In addition, in Poland, "current affairs" denotes all programmes which raise issues, present various points of view, include discussion and debate, editorialize... This format is used to deal with a variety of subjects. As it stands now, category 6 would create coding difficulties, because only "informational programmes" (a category not clear if we have also "news") can be coded by content and subject-matter (science, culture and humanities...), while "current affairs" cannot. Perhaps it would be better to accept that "news" also covers "informational programmes" (or add them as a subcategory of "news") and to rename category 6 as "Current affairs and Documentaries" (since documentaries are not mentioned anywhere), adding a new subcategory "Political, social and economic issues".

A one-dimensional classification scheme must be developed.

- The number of channels to be classified may be very high. This raises the problem of how to organize the classificatory work. For example, it does not seem rational to classify multinational channels in the receiving countries, since it implies that the same channel/content will be classified many times (NRK).

Asia

According to AMIC, these categories, while useful, may not be sufficient to give an adequate picture of the output particularly in the plural societies of the Third World. Variables should be considered:
  . Language of the programmes.
  . Public education programmes. Should not be lumped together with adult education or current affairs programmes.
  . Specific religious programmes. The rubric "devotional programmes" will not capture the essential sociological reality behind the need for specific religious programmes in particular countries.
  . Political announcements and government information.
  . Commercials.

A programme typology based on a general description of the programmes will be useful. (for example: movies, social drama, mini-series, documentaries...). This typology will naturally cut across the categorization based on content of
programmes discussed above. In addition the following variables should also be considered in evaluating the output programmes:

- Nature of sponsorship.
- Sources of programmes.
- Programme times.

In China, the categories basically can be used. But, some items are not available at all, e.g. Programmes for Immigrants and Devotional programmes.

India

By and large these categories would be useful. Observations can be done:

* Some additions and modifications, should be made.
  - Women
  - "Development programmes". This broad category can be divided into specific subjects like: health and family welfare; agriculture and animal husbandry, rural development...
  - There is increasing concern for other disadvantaged groups not necessarily confined to ethnic and immigrant groups which should be specified by the concerned country project leader rather than being clubbed merely as "other".
  - Categorization of Education programmes should be changed. A category for Non-Formal Education should be added.
    - Formal Education: Pre-school, School, University, Other.
    - Non-Formal Education: Adult Education, Trades and Skills, Continuing Education, Other.

* Categories are not mutually exclusive. These categories are made from three different points of view:
  1. Subject e.g education or sports.
  2. Target Audience e.g children or ethnic group.
  3. Format or transmission mode e.g musical or dramatic series/single plays.

Suppose, there is an Educational programme for ethnic school children made in a dramatic format serialized on a weekly basis, where does it get classified- as 1.2; 2.2; 7.2 or all? This ambiguity leads to arbitrary decisions which can lead to lower inter-rater reliability and may give a misleading picture.

It seems to be more convenient to develop separate schedules depending on the parameter under consideration, e.g

1. Subject-wise: this will have categories and subcategories e.g health, education, agriculture, sports, entertainment
2. Format and Presentation-Wise: Drama, Documentary, Musical
3. Target Audience-Wise: Children, Women
* In order that multinational comparisons are made, a
general scheme of the kind in Appendix 1 is perhaps
inevitable. It, however, appears a bit too general and
simplistic. This does not define the level of analysis and
would perhaps not be able to bring out the complexity of
programming and will therefore provide only a very general
and superficial picture.

Africa

Ghana

According to ACCE, the Appendix for classifying television
output is exhaustive and can be used to classify television
programmes on Ghana Broadcasting Corporation.

* However, it needs to be noted that the following
categories will not apply:
- 1.3 University and post-university;
- 2.2 Ethnic and immigrant groups;
- 2.2.2 Immigrant;
- 6.4 Hobby and leisure;
- 8.1 Opera and Operetta;
- 8.3 Ballet and folk dancing;
- 8.4 Serious music.

* Also one would suggest the following additions:
  - Women
  - Development oriented programmes under category 6.
Although such programmes can conceivably under "6.9 other",
it would be better and much more informative for developing
societies, to create a special category for them.
  - Under category 8, to add
    (a) traditional/folk music
    (b) religious music.

* In addition, it will be informative to indicate:
  - whether the programmes are locally produced or
    imported
  - the source of imports.

According to GBCARD, the following categories are not
telecast by GBC-TV, and consequently not applicable:
- 1.2 School and pre-school
- 1.3 University and post university
GBC TV has, however, plans to re-introduce Schools telecasts
and Open University programme and the classification could
therefore stand.
- 2.2 Ethnic and immigrant groups
- 4.1 Sports news (sports news forms part of regular
news Bulletin)
- 8.5 Light music
- 9.2 Talk show and studio-based magazines
- 9.3 Shows, Variety, Cabaret Satire
Côte d'Ivoire

The number of categories is too high. It is a problem to define criteria to classify the programmes (which point of view has to be taken into account: broadcaster, transmitter or receiver?). In this European classification, some aspects are not specified and it will be necessary to create new sub-categories:
- sponsorship, propaganda, self-promotion.
- rural areas (to create a sub-category 2-3: Country and rural people)
- news in national language
- Information services (sub-category 5-6)
- Tales (sub-category 7-5).

2. Coding list of originating countries.

Europe

* The coding list of originating countries is applicable for Polskie radio, RTBF, SRF. For USSR, some difficulties are connected with the fact that in the USSR section the RSFSR does not appear.

* CCRT considers that it is absolutely necessary to include nations (which are not states) such as Catalonia, Galicie, and Pays Basque.

* One have their own list (NOS) which are not able to adapt completely to the proposed list (Danmarks Radio).

* Giving examples, NRK emphasizes the difficulty to define "originating country" and the need to separate between the origin of channels, programmes and even sequences of programmes.

Asia and India

no specification

Africa

The list suggested is applicable to Ghana.

It is important to maintain the official name: Côte d'Ivoire.

3. Coding output for video-cassettes

Europe
* CCRT does not understand the question.
* Danmarks Radio will not be able to deal with video cassettes. For USSR, special provisions for coding output distributed by video cassettes are not yet required.
* RTBF thinks the work is maybe too heavy, and the topic needs another survey. Nevertheless, the same classification can be used for TV, with a special coding indicating that it is for video cassettes (idem for Polskie radio).
* Classification is irrelevant for the content of video cassettes distributed in Norway and another is needed. SRF have ten content classifications.

Asia

Special classification provisions are necessary to code programmes distributed by the video cassette companies.

In China, there are no special classification provisions to code output distributed by video-cassettes.

India

The output distributed by video cassettes should be placed in a separate category. There is a dearth of data on the subject. However, from the known information it seems that the video programmes can be divided in the following three classes:
- entertainment programmes: feature films, plays...
- educational, developmental programmes
- current affairs/magazines

Africa

Ghana

ACCE: The variety of videocassette programmes distributed in Ghana is more limited than that of television programmes. The VCR programmes are mainly entertainment oriented, although there are a few which may be classified as educational. Special classifications need to be drawn for VCR output and one would suggest the following:
- Dramatic Programmes
  - Western/American Thrillers
  - Indian Films
  - Chinese/Japanese Films
  - War Film
- Musical Programmes
- Sports programmes
- Religious programmes
- Children Programmes

GBCARD: Video cassettes are subject to the same regulations as cinematographic works and are classified by the
Censorship Board as "U" (for universal exhibition), "A" (fit for exhibition but restricted to Adults and children under 18 years) and "X" (Adults only). Video libraries however have a different classification i.e. Musicals, Comedy, Best seller, Thriller/Detective, War...

A study has to be undertaken to obtain information about kinds of films imported and shown to determine appropriate categories.

Côte d'Ivoire

Private video cassettes are mainly films, music, sport and entertainment programmes. Special classification is necessary to code video cassettes programmes and one suggest to classify by:

- Film programmes (thriller, western, pornography, historical films...)
- Music programmes possibly.

4. Available data

Europe

It seems to be not a problem to obtain relevant data regarding output on public channels (SRF has sent its Annual Report of the Research Service which encloses all data you need).

Some restrictions have be done concerning:

- TV 2 in Denmark
- private local channels and output of satellites television cause problems concerning availability.
- idem for general estimates regarding video in Poland.

Asia

no answer

In China, there is a weekly nationwide TV guide, monthly nationwide TV review magazine, yearly radio and tv yearbook and many other publications available, which can provide adequate data about Chinese TV output.

India

Data are available but not always at one central place and individual centres might have to be approached.

Africa

Ghana
A schedule of programmes on radio and television systems operated by the Ghana Broadcasting Corporation is published in the Radio & TV Time. It serves as a rich source of data output on GBC-TV. However, there are instances when actual programmes broadcast may not correspond to those advertised in that publication. Thus, to obtain more valid results, it will be necessary to monitor actual television output over a two-week to one month period, according to ACCE.

Côte d'Ivoire

The RTI (Radiodiffusion Télévision Ivoirienne) published a monthly review dealing with programmes concerning the two Côte d'Ivoire channels. But the programmes are not always broadcasted as it was announced. Télé-Miroir is a basic document but precautions have to be taken.

5. Distribution of Video-cassettes

Europe

* RTBF and CCRT asked more precisions concerning this question

* In USSR, that area is still very poorly developed, although work is under way both at Gosteleradio and Goskino on the distribution of video cassettes.

* One are unable to answer for the reasons:
  - they will not deal with video cassettes (Danmarks radio)
  - there is a lack of data (SRF) and it is unthinkable to try and obtain statistics on the production and distribution of video films in Switzerland as a whole.
  - information is not easily available in Norway, public control with the distribution of video cassettes being at the municipal level.

* In other cases, according to institutions, distribution consists in:
  - a large number of video shops (NOS)
  - a variety of channels (network of state video rental shops, private shops, both legal and illegal, joint venture companies..) in Poland.

Asia

Sources could be:
- interviews of the viewers of video cassettes.
- informations from video clubs and video rental companies.
In China, by the end of 1987, there were 92 video-cassette companies which issued 714 different kinds of video-cassettes with a total sale of 191,000 rolls.

India

Video cassette distribution system is "uncontrolled" and uncentralized. There are very few organized setups for video cassette distribution. Concerning programmes dealing with current affairs, these are under a more organized set up. However, many political parties, voluntary and religious organizations are also using it for propagating their ideologies. These are very open-ended sources.

Africa

Ghana

ACCE: Programmes on video cassettes are distributed mainly through a chain of hiring centres in the major cities of Ghana.

GBCARD: There are a number of operators (video theaters and itinerant) and video libraries. Relevant data regarding video distribution are therefore not immediately available. It should be possible to provide some data within the next nine months.

Côte d'Ivoire

There is no study on video cassettes distribution. There are legal video libraries and illicit distribution.

6. Version

Europe

The answers are various: question is not understood (NOS), surveys are not conducted on this (SRF), to incorporate information regarding the version will be too heavy in relation with the results that could be obtained (RTBF).

Anyway, in USSR, versions are in the original language, in Denmark, versions are on subtitled; in Catalonia, dubbed; and in Poland, voice-over-translation. Polskie radio suggested to add this form as a new subcategory; if not, it can be classified as "other".

Asia

no answer
In China, dubbed is better.

India

question is not clear.

Africa

Ghana

Some VCR owners have original versions of videocassette films but the majority of videocassettes programmes hired out by renting centres are either dubbed from originals or recorded off-air. Very few of such programmes distributed in Ghana are subtitled.

The Section of the questionnaire dealing with video cassettes should request the cassettes country of origin as well as the version available i.e original sub-titled/dubbed.

Côte d'Ivoire

It will be difficult to classify video cassettes according to this point. As for Ghana, it seems important to specify the cassettes country of origin.

II. VIEWER STUDY

7. Reach/penetration

Europe

Answers are positive with slight differences: for RTBF, budgets surveys exist but are obsolete; in Denmark, information is available for satellite only; for NRK, the information is available but not for all individual channels. In Poland, data for over-the-air time are available. In the case of dishes, information may be difficult to obtain.

In USSR, information concerning the penetration exists. Data concerning the allocation of time, with a detailed description of activities over 24 hours, exist.

Asia

A modicum information regarding the reach and penetration of TV channels are available in most Third World countries. Some of these are in academic papers in the universities. However, the most common sources are the government reports. It is best to commission studies of media penetration and
time budget surveys as part of the research without depending on available studies.

In China, both of them can be made through a lot of pains-taking works.

India

* Data on the coverage, reach and penetration are available. However, it must be clarified that many of these data only indicate the possible technical reach or the coverage area. These do not necessarily indicate the number of people actually having access to television programmes.

* The actual number of television sets in the country and the geographical distribution of these sets can only be estimated.

* Time budget surveys detailing activities over 24 hours are not available. Some studies have been conducted to find television behaviour of children and adults. On the basis of these studies some idea can be developed regarding the extent of viewing or the number of hours spent in the front of the television set.

Africa

Ghana

Information is available about the reach of mass media channels in Ghana, although it is presented in gross terms. Audiences surveys have been carried out in the country -the most recent one was in 1987-. But there are no time-budget surveys which detail activities over 24 hours.

Côte d'Ivoire

Data on coverage are available. However, the number of television sets are ignored (statistical data are rare and incomplete). There are no time-budget surveys.

8. Individual viewing.

Europe

Information on individual viewing of television is available. Sources concerning satellite television in Poland are limited. Concerning video, restrictions have been done by Danmarks Radio (no data) and Polskie radio (less firm data may be obtainable.)
Asia

Drawing a representative sample of viewer will be difficult in Asia, particularly if the sample is to be stratified on the basis of ethnicity, religion, language and urban-rural dichotomy. Nevertheless, it is possible to collect information on individual viewing of television measuring in hours or minutes.

In China, too.

India

Some scattered information regarding individual viewing of television and video are available. But these studies are scattered and it is not possible to reach generalisation on the basis of these studies alone.

Africa

Ghana

Information can be collected (hours per day or week).

Côte d'Ivoire

Data on individual viewing of television do not exist. In order to estimate it, one suggest to integrate it in a survey on time-budget or a sounding on media. However, the urban consumption by day is known for 1987 (IIOP).

9. Viewing time outside the home

Europe

Television and video viewing outside the home is not a significant activity, except in USSR, where television viewing outside is widespread, mainly because of periods spent in sanatoria and holiday homes. Sociologists use this as an opportunity for conducting public opinion surveys. (video viewing is not yet widespread and is organized in special video-salons and cafes. Experimental research is occasionally carried out).

Asia

Viewing TV outside the home is quite significant. There are two ways of collecting this information:
To ask the respondent where he/she views television and record their answers.
To visit the places where communal viewing is being done and interview the respondents.

In China, television and viewing mostly take place inside the homes.

India

Television in this country is mostly a home viewing situation. But there is some viewing outside the home, particularly at neighbour's house. This extent of this reach needs to be studied.
Video viewing is observed both as a home activity as well as outside the home. There are a large number of video parlors and other places providing the video fare. This activity is fairly unorganised and it would be difficult to incorporate information regarding these outlets.
Television viewing as compared to video viewing outside the home, though limited, is a more organised activity and it would be possible to incorporate information on the same.

Africa

Ghana

ACCE: In Ghana, a significant proportion of television and video viewing occurs outside the home. This activity is particularly evident among the low income groups in the urban areas but also in an increasing number of rural areas of video centres for commercial exhibition of videocassette programmes.
It will be important in the proposed studies to gather information on this phenomenon. One way of doing this is to incorporate into the research instrument items which ask respondents to indicate where they watch television and/or video. Interviews can also be carried out among a sample of people who attend shows at video centres.

GBSARD: Questions dealing with television viewing outside the home should be incorporated in the questionnaire which will be administered to the main representative sample. A separate question on viewing locations should be included. In the case of video viewing outside the home, it might be necessary to carry out a separate survey of the video theatres and the video audience.

Côte d'Ivoire

Questions dealing with television viewing outside can be incorporated in the questionnaire. (in 1987, 10 per cent of the urban audience occurs outside).
10. Unit of analysis

Europe

Individuals would be appropriate for analysis.
For SRF, households are possible for TV ratings. In Poland
and in USSR, either individuals and households.

Asia

The unit of analysis is generally the head of the household
and it is best that this person is interviewed personally.

In China, individuals.

India

The unit of study may be an individual. However, the unit of
analysis can be families (in India television viewing is
very often a family activity). It should be clarified that
this decision mostly depends upon the objectives of the
study and it is difficult to arrive at a thumb rule
regarding the unit of analysis.

Africa

Ghana

ACCE: Two units will be appropriate in Ghana, depending on
the level of analysis. At the television output level, it
will be necessary to first establish availability of
television sets in houses or the community. The appropriate
unit of analysis here will be the household or the community
rather than the individual.
At the level of the input or selection of material by the
viewer, an appropriate unit of analysis will be the
individual.

GBCARD: Individuals would be the more appropriate unit of
analysis.

Côte d'Ivoire

Television viewing is a family/group activity. The
appropriate unit will be the household (concerning the
television sets).
But at the level of the input, the unit of analysis should
be the individual.

11. Method
Europe

Differents methods:
- Telephone interviews (Danmarks radio, NRK)
- "Panel postal autoadministre" (CCRT)
- People meter system (NOS). It would be also preferable for SRF although they have a pushbutton system (Telecontrol). In addition, SRF conduct standard surveys with personal interviews.
- Interviews (Polskie radio), press surveys and diary questionnaires (USSR).
- For RTBF, from the most expensive to the less expensive: meters, observation, interviews, mail surveys.

Asia

no specification

In China, all three methods can be used, but interviews and mail surveys are reliable.

India

Interviews are perhaps the most effective method. Observations is also an effective tool of data collection.

Africa

Ghana

The most appropriate method of collecting valid data will be personnal interviews, administered by teams of trained interviews using standardized questionnaires. The interviews must be carried out not only in English but also in the major local languages.

Côte d'Ivoire

The literacy rate is weak. The interview and the observation are therefore appropriate. The interviews should be conducted in the appropriate local languages. It will be necessary that interviewers can read and speak these languages.

12. Reducing the cost

Europe

Opinions are diverging about this question:
- It seems necessary to reduce the cost and consequently to exclude marginal information. The point is
to announce what kind of exclusion is made with what bias (RTBF).

- Cost could be reduced by excluding video; it would not produce any serious bias. (Danmarks radio).
- Reductions are possible. But depending on the number and type of channels cut out, the results would be biased. (NRK).
- Such an approach could significantly reduce the cost of data collection without any great effect on the reliability of the results (USSR).

Reduction to prime time will:
- in fact, increase the costs (SRF)
- bias any serious analysis because prime time:
  - include the heaviest concentration of foreign programmes (Polskie radio).
  - reduce artificially the audience of cultural programmes (CCRT).

Asia

Generally the collection of data in the Third World societies is not very costly. It is best that all the necessary information is collected rather than exclude some information as a measure of reducing costs.

In China, no idea about this question.

India

Kind of exclusion inadvertently introduce an element of distorsion and bias.

Data analysis may be done separately for prime time and other time. This will give a better picture and a comparative picture than by time exclusion.

There are other ways of reducing the cost factors and those should be explored before taking recourse of economising by means of excluding data.

Africa

Ghana

ACCE: The cost of collecting relevant data on such a system will not be too high. Moreover, much valuable information will be omitted if, in the case of Ghana, the proposed studies concentrate on prime time viewing.

GBCARD: The cost of data collection could be reduced through a careful selection of interview period and selection of a sample design. Instead of sampling the whole country by Regions, the country could be divided into four zones. Two area units, one rural and one urban locality selected randomly should be selected from each of the four zones
which should include Greater-Accra, the Region with the largest concentration of TV sets. The result will have to be weighted to compensate for bias.

Côte d'Ivoire

The cost of data could be reduced:
- to exclude the second channel of the survey (the reach of this channel is from 20% to 25%).
- to concentrate on evenings viewing and on week-end programmes.
However, the cost of collecting relevant data will not be high.

III. TIME SAMPLING

13. Typical season

Europe

* Two equinox periods are acceptable (NRK, NOS, Polskie radio, SRF). RTBF specifies that September is too early for Belgium and France too. October or November are better. For USSR, two surveys are sufficient to discern typical viewing patterns - a week in the Spring and a week in the Autumn.

CCRT requires to take into account local festivities and sports events and notes that it will be difficult.

* Other alternatives are proposed: early December and early June (Polskie radio); a longer period of sampling in order to enlarge the "input" from foreign countries in the sample (Danmarks radio).

Asia

It will be a mistake to decide on a general viewing period like equinox period as representing typical viewing season of Third World countries. The programming patterns are changed to accommodate numerous religio-cultural festivities. In addition, political considerations also at times result in a sudden change of programmes. It is best that viewing period is kept flexible. A four week period broken up into two separate segments of the two weeks each, perhaps is the best. The actual periods should be decided by taking into consideration the need to capture the normal viewing period and the need to avoid extra-ordinary weeks.

In China, the designed choosing is appropriate.
India

A sample of 2-4 weeks of data collection should give a fairly adequate picture of a typical viewing season. It would be ideal to choose this 2-4 weeks on a random basis by excluding extra-ordinary weeks like major sports events, political events, religious celebrations... Selecting two periods like autumnal and vernal equinox is also possible, but it will have to be linked with the normal change of schedule which takes place in the given country.

Africa

Ghana

ACCE: There is no available information which suggest that television viewing is a seasonal activity in Ghana or indicates periods of "heavy" and "light" viewing. It is also not feasible to indicate a "typical" season for watching television or video, although there are certain periods during the year when television programmes may be particularly political in character (early March, June 4th, December 31th). The Christmas and Easter period are also not typical because of the predominance of religious programmes. The best is a period in either Autumn or Spring.

According to GBCARD, the week selected should fall between February and April or September and December, the dry season in Ghana.

Côte d'Ivoire

Concerning television viewing, spring and autumn are not particular seasons. In summer, special programmes dealing with youth are transmitted. The dry season disturbs the reception. The week selected should take into account the Ramadan period, (in Côte d'Ivoire, moments in the evenings are reserved to the prayers).

14. Other Aspects

Europe

In principle, the proposal seem OK. CCRT insists on the fact to take into consideration the languages. USSR specifies that in organizing research on cultural questions in conjunction with a number of Socialist countries, they encountered the problem of lack of synonymity in the meanings of various terms e.g "house of culture", "palace of culture"...
Asia

no specification but in answer 13, AMIC specifies the numerous religio-cultural festivities and the political considerations.

In China, the different enjoyment between the people of rural and urban is distinctive. Another one is the education background.

India

These factors may be of a political nature. These are not necessarily linked directly to a particular event, but they may run through a very long period.

Africa

Ghana

According to ACCE, at the level of television output, the principal feature is the political use of the medium in the country. This tends to affect the contents of programmes, especially those classified as "News" and "Informational". The research design should also include the languages in which programmes are transmitted. At the level of input, it should include the literacy level of the individual viewer as well as the number of local languages used on television which he/she understands.

According to GBCARD, availability of people must be considered. People in both rural and urban areas are usually available during early morning, evenings and weekends. A bulk of the interviewing will have to be conducted during these periods otherwise only housewives and the aged might be interviewed.

Although the official language in Ghana is English, a majority of people do not understand it. Interviews will therefore have to be conducted in the language of the interviews' choice. The questionnaire will have to be translated into at least five Ghanaian languages.

Côte d'Ivoire

See question 13.

IV. COST-TIME ESTIMATES

15. Weeks
Europe

- four weeks (RTBF, CCRT)
- two two week periods (NOS, Polskie radio)
- one week (Danmarks radio)
- between 1-3 weeks (NRK)
- question obsolete (SRF) because data are available continuously.
- six to twelve weeks or even longer (USSR). Special research is needed in order to gather certain data (see the vastness of the country and the difficulty of distributing massive quantities of questionnaires).

Asia

A project of this nature requires anything from 12 to 18 months for completion depending on the size of the country, the number of the persons to be interviewed, and the facilities available for data processing and report writing.

Four weeks for China.

India

too early and premature to answer with any level of accuracy.

Africa

Ghana

According to ACCE, not less than two weeks or more than six weeks
According to GBCARD, a period of 4 weeks can give an adequate picture of output and viewing patterns.

Côte d'Ivoire

Four weeks will be appropriate.

16. Time for a project leader

Europe

Various answers:
- Not less than four months (RTBF)
- 1 week (Danmarks radio)
- It depends of the area of the work (CCRT). An accurate answer is impossible.
- one month (NOS)
- question is obsolete for SFR (data are available continuously).
- between 1-3 weeks (NRK). Preparation time will be considerable.
- Preparation of research instruments: 2 months; execution of content analysis and survey: 2 weeks; analysis of data and preparation report: up to 3 months. (Polskie radio).
- Gosteleradio is conducting empirical research both of an operative nature (two weeks or three months) and of a more lengthy in depth-nature (four to five months, eight to nine months, and sometimes up to two years).

Asia and India

see answer 15

China is not efficient country. At least 6 months.

Africa

Ghana

According to ACCE, 3-4 months. The time will be dependent on such factors such as:
- the number of weeks sampled for study
- the size of the sample drawn from the population under study.
- whether the sample is national or based in only a selected region in the country.
- whether the project leader is assigned to the study on a full-time basis.

According to GBCARD, a project leader would need about eight months to complete the entire project. Teachers and/or social workers who have the right level of education and some experience should carry out interviews. It will reduce the training and field interviews periods.

Côte d'Ivoire

10 months.

17. Cost

Europe

* Costs are hard to estimate. It depends on:
  - the spread of the study (CCRT)
  - if it is done in the broadcasting house (free) or outside (difficult to obtain the budget) (RTBF)
  - the accuracy of information you need. Major figures about television consumption should be available at fairly low costs (NRK).
* For SFR, data are yet available.

* Estimated budget by NOS: 4000 Florins.
  by USSR: 5,500 roubles (research on the basis of territorial selection involving 1,000 people).

* Costs will be considerable in Poland because the study will require both content analysis of television programming (available statistics are totally inadequate from the point of view of this study) and an audience research study.

Asia

In large countries such as India and China, it is necessary to have more than one research team working in different parts of the country. The costs will vary from country to country. It is not possible to give a general estimate of the cost.

In China, the cost will not to be very high.

India

The estimation given below can at most give only a rough indication.
The cost estimates are not done on the basis of market rate but on the basis of the assumption that the project leader and some other staff is already working in an organization and that organisation is ready to support the study project as part of his/her official duty.

* Content analysis: if it is randomly chosen 4 week period and if the study is done only of one channel and it covers the entire transmission and further assuming that a data collection instrument exists the calculation will be as follows:
  Time budget: 17 weeks
  Cost budget: US$ 5000 to 10 000 + 25% institutional charge

* Viewer Study
  Time budget: 30 weeks
  Cost Budget: US$ 20 000 + 25% institutional charge

Africa

Ghana

According to ACCE, US$9,862
According to GBCARD, US$ 10,537.365 (Auction Rate)
  US$ 8,222.112 (Forex Rate)

The Cedi value is not stable and the costs of goods and services are likely to rise significantly between now and study period.
FURTHER PROPOSITIONS:

Asia

Preliminary research proposal needs to be worked out in greater detail. It would be useful to allow for country-specific or region-specific categories which could reflect the socio-cultural situations of different countries and different geographic regions. It may help very much if initially a pilot study is conducted in a few Third World countries. This will enable the researchers to gain experience in implementing research concepts and also give an opportunity to improve the research tools.

India

The scope of the study should have been clarified. An appropriate balance will have to be struck between uniformity amongst different countries and flexibility to suit peculiar conditions prevailing in a country.

Africa

One would suggest that a draft version of the research instrument for the survey be prepared, evaluated among an international network of researchers and research institutions and pre-tested in different settings. Such an approach would also help develop a standard questionnaire which will generate internationally comparable survey data.
PILOT SURVEY: INTERNATIONAL FLOW OF TELEVISION PROGRAMMES

INTRODUCTION

A feasible research plan calls for five phases:

- the media landscape is charted in respect of viewers' actual and technical access to content and households' access to the necessary receiving apparatus and other media hardware;

- available channels and other sources are described in terms of their availability at different hours of the day, whether they are free of charge or subject to subscription or other fees, whether the channels are coordinated or compete freely, including their language(s) of operation and other basic characteristics;

- the content of each channel is classified in standardized and comparable terms;

- viewers' preferences, i.e. the fare viewers actually choose, are identified and measured;

- the share of domestic and imported programming in the output as well as in viewers' "television diets" may then be determined, for the population as a whole and for various subgroups; likewise, one may focus on other categories of programmes, programmes from certain countries, programmes distributed in different ways, etc.

TIMING

The period chosen should be typical to both viewing behaviour and scheduling in the respective countries.

Europe

The pilot study should be done during a fixed two by two weeks period around the two equinoxes.

Concerning satellites, domestically available services as well as spill over shall always be coded by the receiving country.
Asia

Four week period broken into two separate segments of two weeks each. Periods should be decided by taking into consideration the need to capture the normal viewing period and the need to avoid extraordinary weeks.

CONTENT ANALYSIS

1. Channels

Classify channels following the questionnaire provided as Annex I (only part relating to TV)

It is important to code the way a certain channel reaches the country. Distinguish between terrestrial "spill-over" and satellite transmissions. It must be possible to analyse the total level of transnationalization (regular imports, "spill-over", satellite transmission)

2. Categories of television output

It is suggested to use the section of the 1990 EBU questionnaire (Part 2: Programmes) which relates to TV programmes as the basis for the survey (attached as Annex II)

Type of version should be added in final questionnaire, noting for instance

- "Original" (national language)
- "Subtitled". Language used?
- "Dubbed". Language used?
- "Voice over". Language used?

For a domestic production it is usually enough to code "original" which means the national language and is self-evident. If sub-categories for linguistic groups are used under the national code, more than one original domestic language is possible. The emigrant service, although domestic, can be coded as "subtitled" if subtitles are used and further with a code indicating the minority language. If the production is imported, different versions can be coded. Dallas in France is "dubbed", although the same programme in Sweden is "subtitled". In Poland the version of imported programmes is often "voice over". For a satellite programme or spill-over programme, the version is "original". This is also the case when an Austrian production is broadcasted on a channel in Western Germany, a Canadian one in France and so on.
3. **Originating country**

(Annex III)

4. **Video-cassettes**

It is at this stage not decided whether video should be included in the survey. The content coding for television would only be partly adequate for video (and no internationally agreed classification seems to exist for feature films). As most countries have little information on video output and use, one might simply ask for a brief, impressionistic description for each country accompanied by whatever data is locally available.

For Asia, the methods to obtain information have been suggested as:

- interviews of the viewers of video-cassettes
- information from video clubs and video rental companies.

The pilot surveys should try to investigate if video output and video consumption is a minor or major problem.

**AUDIENCE SURVEY**

**Explanatory remarks**

Audience data must be collected in as much detail as possible on the viewing pattern during the four weeks selected. Additional general data should be added where they illustrate the findings.

The contributing researcher could use data already collected but should describe methods and procedures employed.

Where no or insufficient data exist, surveys should be executed on a representative sample of the population. The study should be carried out at the individual level and the unit of analysis should preferably be the time spent on each programme viewed.

Breakdowns are important for comparisons, but they should be used on a simple level; one may for example use:

- Gender (2) male, female
- Age (4) children, adolescents, adults and elder
- Education (3) primary, secondary and higher
- Geographical (2) urban, rural
It would also be valuable if it were possible to collect some information on family structure as well, for example:

have children, no children
lives alone, lives in a small family, lives in a big family

Main areas of survey

1. Percentage of TV sets (and TV households) and geographical distribution
2. Percentage of TV households having:
   . video recorder
   . satellite disk
   . MATV antenna

For the following questions, some additional information have to be given concerning family structure and identification of interrogated persons (gender, age, education, geographical situation), cf. above.

3. Time spent watching per day per adult person in TV households, averaged over the year
4. 'Daily Reach' and 'Penetration' by programmes and country of origin
5. Percentage and hours of adult viewing during prime time
6. Time budget, surveys, if available.

In addition, in Asia, it is suggested that a study should be done regarding viewing time outside the home (geographical, percentage of viewing outside).

Definitions

"Reach": proportion of persons, households or sets exposed/tuned into a TV/radio service over a specified period - at least once

"Penetration": time spent viewing on a particular programme - calculated on the basis of those reached

"Average penetration": average viewing time

"Average viewing time/programmes
 /types of programmes
 /flow/ domestic penetration
1. **What is the constitutional status of your organization?**

   1.1 Government broadcasting organization
   1.2 Public service broadcasting organization
   1.3 Commercial broadcasting organization

   Indicate with an X

2. **How many terrestrial programme services does your organization provide?**

<table>
<thead>
<tr>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>5</td>
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<td>2.2</td>
<td>6</td>
</tr>
<tr>
<td>2.3</td>
<td>7</td>
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<tr>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>2.9</td>
<td></td>
</tr>
</tbody>
</table>

   2.4 Do you operate an external sound broadcasting service?

3. **How many satellite programme services does your organization provide?**

<table>
<thead>
<tr>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
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<td>3.2</td>
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<td>3.3</td>
<td></td>
</tr>
<tr>
<td>3.9</td>
<td></td>
</tr>
</tbody>
</table>

   3.1 Number of terrestrial national programme services also transmitted simultaneously via satellite
   3.2 Number of national programme services transmitted only by satellite
   3.3 Number of satellite programme services operated jointly with other broadcasting organizations
4. Data Services

Does your organization provide any of the following?

- Teletext \(\Box\)
- Radio Data System (RDS) \(\Box\)
- Programme Delivery Control System (PDC) \(\Box\)
- Other (provide details)
1. **What is the constitutional status of all broadcasting organizations in your country?**

   - **1.1 Government broadcasting organizations**
   - **1.2 Public service broadcasting organizations**
   - **1.3 Commercial broadcasting organizations**

2. **How many terrestrial programme services are provided by all broadcasting organizations in your country?**

   - **2.1 Number of national programme services**
   - **2.2 Number of regional programme services**
   - **2.3 Number of local programme services**
   - **2.4 Number of external sound broadcasting services**
   - **2.9 Other (provide details)**

3. **How many satellite programme services are originated in your country?**

   - **3.1 Number of terrestrial national programme services also transmitted simultaneously via satellite**
   - **3.2 Number of national programme services transmitted only by satellite**
   - **3.3 Number of satellite programme services operated jointly with other broadcasting organizations**
   - **3.9 Other (provide details)**
4. Data Services

How many of the following services are provided by broadcasting organizations in your country?

<table>
<thead>
<tr>
<th>Number</th>
<th>Radio</th>
<th>TV</th>
</tr>
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<tbody>
<tr>
<td>4.1 Teletext</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>4.2 Radio Data System (RDS)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>4.3 Programme Delivery Control System (PDC)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>4.9 Other (provide details)</td>
<td></td>
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</tbody>
</table>
ANNEX II

1990 EBU Questionnaire

2-1

Part 2 - Programmes

Reference year:

Calendar Year 1989* or


(*delete as appropriate)

Name of broadcasting organization

Name of rapporteur

Telephone:

Fax:

Telex:

1. Reference year

The data to be supplied should refer to the Calendar Year 1989 or to the Financial Year 1988/1989, depending on your organization's accounting arrangements. The exact 12-monthly time span should be indicated above in the case of the Financial Year.

2. Completion instructions

2.1 Instructions are sometimes given in connection with a relevant item. If not, circled numbers are indicated which refer to definitions at the end of each Part. Please read the definitions carefully before answering the questions. Should you have general comments to make in amplification of answers, a section is provided at the end of the Part. This may also be used for any observations you might have on classification and definitions, etc.

2.2 When it is not possible to give detailed breakdowns, global figures should be supplied under the main headings. Where a question or a section does not apply to your organization, please indicate under the appropriate "General comments".
2.3 Symbols: Rapporteurs are requested to use the following symbols when completing the questionnaire and \textbf{not} to leave blank spaces under main headings:

- Quantity nil or negligible 0
- Data not available -
- Not applicable *

(a) Before using "0", ensure that the quantity in question is "nil" or "negligible".

Example: An organization which does not transmit programmes in the category "University and post-university" should indicate item 1.3 with "0".

(b) In cases where it is not possible to supply requested data because your statistical structure varies from the EBU statistical system, indicate with a dash ("-""). This shows that the relevant programmes were transmitted but the data are "not available" owing to your organization's statistical structure, or some other reason.

Example: An organization transmits special children's programmes but the data of children's programmes are presented in the EBU system only as a total of this category. The figures for "Own productions, etc." or "Purchases and exchanges" cannot be provided because relevant figures are "not available".

(c) The symbol "*" is to be used only if the requested information is "not applicable".

Example: ZDF is not a sound broadcasting organization. This should be indicated with an "*" in the main headings only of the data boxes referring to radio.
Introduction

International comparisons of programme output are bedevilled by the fact that there is no developed international system for the classification of broadcast programmes, or, indeed, of similar audiovisual material. Whereas in traditional libraries, international systems for classifying books - such as the Universal Decimal Classification or Dewey Decimal Classification systems - have been in use for decades, there is no equivalent for broadcast programmes. The EBU Statistics Group has developed a detailed system known as ESCORT (EBU System of Classification of Radio and Television Programmes) whereby all broadcast programmes can be adequately categorized. To do so, it is necessary for several different facets of a programme to be examined. In some instances, for example, the most important element in classifying a programme is the broadcaster's intention in deciding to broadcast it (programmes for the deaf). In other cases, the overwhelmingly significant facet is the subject matter (the Olympic Games): but no single criterion can be of equal weight for every programme. Accordingly, a system has been worked out which would make it possible for programmes to be classified according to a number of criteria, e.g. function, intended audience, subject/content, etc.

At the same time, it is clear that many broadcasting organizations would be reluctant, and perhaps unable, to undertake to classify every single programme according to several sets of criteria. In order that rapid progress could be made on the development of truly comparable programme statistics, the method now being used is a simplified system. It is important to stress, however, that this simplified system is derived from the framework of the detailed system.

The method of classification is in the form of a "decision tree". The classifier first asks himself whether the programme falls into the first category, that of education. If it does, it is classified there. If it does not, he then measures the programme against each of the successive headings until the appropriate one is found.
Explanatory remarks

1. Tables 1a and 1b, 2a and 2b concern only programmes broadcast nationally, i.e. in the national broadcasting organization's service area. Programmes broadcast only in part of this service area are to be excluded.

2. The statistics concern broadcast programmes. Programmes produced but not broadcast in the reference year are to be excluded.

3. A programme broadcast simultaneously on two or more national programme services should be counted as one programme insofar as possible, otherwise indicate under "Comments".

4. If mixed programmes cannot be divided according to their parts or elements, they should be classified according to their main element or part. If no specific element or part prevails, use the most appropriate category "Other".

5. When data about sub-categories are not available, data should be given for the main headings.

6. Figures should be given in hours rounded off to the nearest unit, e.g. 22 hours 15 minutes should be indicated as 22 hours: 22 hours 45 minutes should be indicated as 23 hours.

7. After having filled in the data boxes, ensure that the figures in the column "Own productions/Coproductions/Commissioned productions" plus the figures in the column "Purchases and exchanges" equal "Total first transmissions". The latter, plus "Repeats", should equal the "Total". Ensure that figures given in sub-categories add up to the relevant main category. In other words, check totals by adding detailed data both horizontally and vertically. Please also check that the vertical addition of figures in all main categories corresponds to the "Totals" on pages 2-7 and 2-12.
8. The following is an example of how a table should be completed:

Table 2a: National television programmes

<table>
<thead>
<tr>
<th>National programmes</th>
<th>First transmissions</th>
<th></th>
<th></th>
<th>Repeats</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Own productions/</td>
<td>Purchases and exchanges</td>
<td>Total first transmissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coproductions/</td>
<td></td>
<td></td>
<td></td>
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<td>Commissioned</td>
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<tr>
<td></td>
<td>productions</td>
<td></td>
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<td>Hours</td>
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<td>8. Educational</td>
<td>61</td>
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<td>188</td>
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<td>programmes</td>
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<td>8.2 University</td>
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<td>8.3 Adult education</td>
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<td>27</td>
<td>34</td>
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<td>8.9 Other/Not</td>
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<td>First transmissions (Hours)</td>
<td>Repeats (Hours)</td>
<td>Total (Hours)</td>
<td></td>
<td></td>
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<tr>
<td>--------------------------</td>
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<td>1. Music</td>
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<td>1.1 Serious</td>
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<td></td>
</tr>
<tr>
<td>1.1.1 Public or broadcast performance</td>
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<tr>
<td>1.1.2 Commercial phonograms</td>
<td></td>
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</tr>
<tr>
<td>1.1.9 Not attributable</td>
<td></td>
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<tr>
<td>1.2 Light/Pop/Rock</td>
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<tr>
<td>1.2.1 Public or broadcast performance</td>
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<td>1.2.2 Commercial phonograms</td>
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<td>1.3 Folk/Traditional</td>
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<td>1.4.1 Public or broadcast performance</td>
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<td>1.9 Other/Not attributable</td>
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<td>First transmissions</td>
<td>Repeats</td>
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<td>2.1 Quizzes/Games/Contests</td>
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<td>2.3 Shows/Variety/Humour/Satire</td>
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<td>4.3 Sports news</td>
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<td>4.9 Other/Not attributable</td>
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<td>5.1 Newcasts/Flashes</td>
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<td>5.2 News magazines</td>
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<td>6. Information</td>
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<tr>
<td>6.1 Current affairs</td>
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<tr>
<td>6.2 Parliamentary broadcasting</td>
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<tr>
<td>6.3 Live transmissions</td>
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<tr>
<td>National programmes</td>
<td>First transmissions Hours</td>
<td>Repeats Hours</td>
<td>Total Hours</td>
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<tr>
<td>6.3 Party political broadcasts</td>
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<tr>
<td>6.4 Leisure/ Lifestyle</td>
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<tr>
<td>6.5 Consumer/Advice</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6.9 Other/ Not attributable</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>7. Arts/Humanities/ Sciences</td>
<td></td>
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</tr>
<tr>
<td>8. Education</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>8.1 School</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>8.2 University</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>8.3 Adult education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.9 Other/ Not attributable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Religious</td>
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</tr>
<tr>
<td>9.1 Services</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>9.9 Other/ Not attributable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 10. Other/Not attributable excluding presentation and promotion, commercial advertising |  |  |  |

<table>
<thead>
<tr>
<th>Total</th>
<th>Presentation and promotion</th>
<th>Commercial advertising</th>
<th>GRAND TOTAL</th>
</tr>
</thead>
</table>

**Notes:**

Please ensure that the figures above correspond with the relevant figures given on page 3-3 of Part 3 - Programme Origin.

If programmes for target groups cannot be included in the programme hours for categories 1 to 9 above, then place them in "10. Other/Not attributable" and give details in Table 1b on page 2-9.
### Table 1b: National sound broadcasting programmes for target groups

<table>
<thead>
<tr>
<th>National programmes (1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours</td>
</tr>
<tr>
<td>1. Minority groups</td>
<td></td>
</tr>
<tr>
<td>1.1 Ethnic groups</td>
<td></td>
</tr>
<tr>
<td>1.2 Immigrant groups</td>
<td></td>
</tr>
<tr>
<td>1.3 Linguistic groups</td>
<td></td>
</tr>
<tr>
<td>1.9 Other/Not attributable</td>
<td></td>
</tr>
<tr>
<td>2. Children &amp; young people (non-educational programmes)</td>
<td></td>
</tr>
<tr>
<td>2.1 Children (0-13 years)</td>
<td>27</td>
</tr>
<tr>
<td>2.2 Young people (14-19 years)</td>
<td></td>
</tr>
<tr>
<td>3. Senior citizens</td>
<td></td>
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<tr>
<td>4. Handicapped people</td>
<td></td>
</tr>
<tr>
<td>5. Occupational groups</td>
<td></td>
</tr>
<tr>
<td>9. Other target groups/ Not attributable</td>
<td></td>
</tr>
<tr>
<td>10. General non-targeted programmes Including &quot;Presentation/Promotion&quot; and &quot;Commercial advertising&quot;</td>
<td></td>
</tr>
<tr>
<td>TOTAL*</td>
<td></td>
</tr>
</tbody>
</table>

*The total should equal the "Grand Total" on page 2-8.*
### Table 1c - Regional/local/satellite sound broadcasting programmes

<table>
<thead>
<tr>
<th></th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Regional programmes</strong></td>
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</tr>
<tr>
<td><strong>2. Local programmes</strong></td>
<td></td>
</tr>
<tr>
<td><strong>3. Satellite programmes</strong></td>
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</tr>
<tr>
<td>National programmes</td>
<td>First transmissions</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td></td>
<td>Own production/ Coproductions/ Commissioned productions</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
</tr>
<tr>
<td>1. Drama/Movies</td>
<td></td>
</tr>
<tr>
<td>1.1 Series/ Serials</td>
<td></td>
</tr>
<tr>
<td>1.1.1 Light drama/ Sitcoms</td>
<td></td>
</tr>
<tr>
<td>1.1.2 Serious drama</td>
<td></td>
</tr>
<tr>
<td>1.1.9 Not attributable</td>
<td></td>
</tr>
<tr>
<td>1.2 Single plays</td>
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</tr>
<tr>
<td>1.2.1 Light drama/ Sitcoms</td>
<td></td>
</tr>
<tr>
<td>1.2.2 Serious drama</td>
<td></td>
</tr>
<tr>
<td>1.2.9 Not attributable</td>
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<tr>
<td>1.3 Cinema/TV movies</td>
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</tr>
<tr>
<td>2. Light entertainment</td>
<td></td>
</tr>
<tr>
<td>2.1 Games</td>
<td></td>
</tr>
<tr>
<td>2.2 Quizzes/ Contests</td>
<td></td>
</tr>
<tr>
<td>2.3 Talk/Chat shows</td>
<td></td>
</tr>
<tr>
<td>2.4 Shows/Variety/ Humour/Satire</td>
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<tr>
<td>2.5 Cartoons</td>
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<td>2.9 Other/Not attributable</td>
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<tr>
<td>National programmes</td>
<td>Own production/ Coproductions/ Commissioned productions</td>
</tr>
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<td>---------------------</td>
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<td>Hours</td>
</tr>
<tr>
<td>Music 5</td>
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<tr>
<td>Opera 1</td>
<td></td>
</tr>
<tr>
<td>Musicals/ operetta 2</td>
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<tr>
<td>Folk music and dance 3</td>
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<tr>
<td>Ballet and contemporary dance 4</td>
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<tr>
<td>Serious music 5</td>
<td></td>
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<tr>
<td>Light/Pop/Rock 6</td>
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</tr>
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<td>Pop videos 7</td>
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</tr>
<tr>
<td>Other/Not attributable 9</td>
<td></td>
</tr>
</tbody>
</table>

| Sports 15            |       |       |       |       |       |       |
| Sports events 16      |       |       |       |       |       |       |
| Sports magazines 17   |       |       |       |       |       |       |
| Sports news 18        |       |       |       |       |       |       |
| Other/Not attributable 9 |       |       |       |       |       |       |

<p>| News                |       |       |       |       |       |       |
| Newscasts/ Flashes 19 |       |       |       |       |       |       |
| News magazines 12    |       |       |       |       |       |       |
| Weather forecasts    |       |       |       |       |       |       |
| Other/Not attributable 9 |       |       |       |       |       |       |</p>
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<thead>
<tr>
<th>National programmes</th>
<th>Own production/ Coproductions/ Commissioned productions (3)</th>
<th>Purchases and exchanges (4)</th>
<th>Total first transmissions</th>
<th>Repeats (2)</th>
<th>Total</th>
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<td>.1 Current affairs (21)</td>
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<tr>
<td>.2 Parliamentary broadcasting</td>
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<td>6.2.1 Live transmissions</td>
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<td>GRAND TOTAL*</td>
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Notes:

Please ensure that the figures above correspond with the relevant figures given on pages 3-4 and 3-5 of Part 3 - Programme Origin.

If programmes for target groups cannot be included in the programme hours for categories 1 to 9 above, then place them in "10. Other" and give details in Table 2b on page 2-15.

The Grand Total should not include text news/information transmissions i.e. selected pages from teletext but be shown in the separate box.
Table 2b: National television programmes for target groups

<table>
<thead>
<tr>
<th>National programmes</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>Hours</td>
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<td>1. Minority groups</td>
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<td>1.1 Ethnic groups</td>
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<td>1.2 Immigrant groups</td>
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<tr>
<td>1.3 Linguistic groups</td>
<td></td>
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<tr>
<td>1.9 Other/Not attributable</td>
<td></td>
</tr>
<tr>
<td>2. Children &amp; young people (non-educational programmes)</td>
<td></td>
</tr>
<tr>
<td>2.1 Children (0-13 years)</td>
<td></td>
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<tr>
<td>2.2 Young people (14-19 years)</td>
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<tr>
<td>3. Senior citizens</td>
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<tr>
<td>4. Handicapped people</td>
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<tr>
<td>5. Occupational groups</td>
<td></td>
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<tr>
<td>9. Other target groups/Not attributable</td>
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<tr>
<td>10. General non-targeted programmes including &quot;Presentation/Promotion&quot; and &quot;Commercial advertising&quot;</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
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</table>

* The total should equal the "Grand Total" on page 2-14.
Table 2c - Regional/local/satellite television programmes

<table>
<thead>
<tr>
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<th>Total Hours</th>
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</thead>
<tbody>
<tr>
<td>1. Regional programmes</td>
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</tr>
<tr>
<td>2. Local programmes</td>
<td></td>
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<tr>
<td>3. Satellite programmes</td>
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</tbody>
</table>
General comments, if any, on "Part 2 - Programmes", in amplification of the above answers or observations on classifications and definitions, etc.: 
Definitions of terms in Part 2

1. **National programmes**: programmes intended for reception nationwide.

2. **Repeats**: repetition of a complete or virtually complete programme which has already been broadcast by the same broadcasting organization. This category includes retransmission of a programme in the same language on another programme service of the organization (second-chance viewing).

3. **Own production**: own and assimilated production, carried out on the organization's initiative, produced by its own services and under its artistic responsibility (including choice of director):
   - in general with its own production facilities
   - or with permanently rented external facilities
   - or by a production company incorporated under a legislative act or regulation operating production facilities which are usually owned by a broadcasting organization or by a subsidiary of the broadcasting organization in which it holds a controlling interest.

   **Coproductions**: coproduction implies every joint venture of several organizations with agreement in advance, including major international outside broadcasting events. Also included are cofinanced productions and coproductions implying material participation in the production.

   **Commissioned productions**: productions commissioned from an external production service on the broadcasting organization's initiative and not using any of the latter's production resources.

4. **Purchases and exchanges (TV)**

   **Purchases**: productions made by an external service on its own initiative and for which the broadcasting organization buys only the right for one or more broadcasts (including the purchase of broadcasting rights before the production, and including cinema films).

   **Exchanges**: productions exchanged, either live, deferred or in material form between broadcasting organizations (bi- and multilateral exchanges, Eurovision, etc.).

5. **Musical programmes**: programmes in which music plays a predominant role.

6. **Public or broadcast musical performances**: events arranged and/or covered by the broadcasting organization.

7. **Commercial phonograms**: programmes consisting mainly of commercially available gramophone records, tapes, cassettes, etc.
8. **Light entertainment programmes**: programmes intended primarily to entertain, excluding programmes in which the musical element is predominant.

9. **Quizzes, games and contests (Radio)**: programmes in which the contest aspect is central (excluding sports).

10. **Games (TV)**: for the purposes of Articles 4 and 5 of the European Communities "Television Without Frontiers" Directive and Article 10 of the Council of Europe's "Convention on Transfrontier Television", "Games" are defined as light entertainment programmes of low production value normally studio based.

   Games shows calling into play competitors' general knowledge and intelligence or involving substantial production work and forming part of a broadcaster's mission in the fields of cultural formation and education should be classified under "Quizzes/Contests" (category 2.2).

11. **Talk and chat shows**: programmes consisting mainly of entertaining talks, interviews, etc.

12. **Series and serials**:

   - **Series**: drama productions consisting of separate stories sharing title and characters.
   - **Serials**: drama productions consisting of a continuing story in (at least three) episodes

13. **Single play**: the production of a play whether created for broadcasting or the theatre that is a complete entity and transmitted in not more than two parts.


15. **Sports programmes**: programmes concerned primarily with any aspect of sport.

16. **Sports events**: for the purposes of Articles 4 and 5 of the European Communities "Television Without Frontiers" Directive and Article 10 of the Council of Europe's "Convention on Transfrontier Television", the concept of "Sports events" is defined as live or deferred events transmitted substantially in their entirety as presented by the organizers.

   Sports programmes or parts of programmes including production and/or post-production work separate from coverage of the event are excluded from the definition of "Sports events".

17. **Sports magazines**: regular programmes with varied sports content (summaries of matches, interviews, etc.).
18. **Sports news**: short regular news accounts concerning current sporting events mainly of a factual nature but possibly including explanatory comment.

19. **Newscasts/Flashes (TV)**: for the purposes of Articles 4 and 5 of the European Communities "Television Without Frontiers" Directive and Article 10 of the Council of Europe's "Convention on Transfrontier Television", the concept of "News" is defined as newscasts and news flashes.

20. **Information programmes**: programmes intended primarily to inform about facts, events, theories or forecasts, or to provide explanatory background information (excluding educational programmes, information programmes for target groups, sports and news).

21. **Current affairs**: coverage of contemporary events and problems of general interest.

22. **Leisure/Lifestyle**: programmes concerned with any pastime other than educational study and sport.

23. **Arts/Humanities/Sciences**: programmes concerned with the enrichment of knowledge in a non-didactic way regarding various spheres and phenomena in the arts, literature, linguistics, philosophy, sciences, etc.

24. **Educational programmes**: programmes intended primarily to educate and in which the pedagogical element is fundamental.

25. **School**: formalized educational programmes intended for school and pre-school children.

26. **University**: educational programmes at an academic level commensurate with university studies.

27. **Children and young people**: programmes other than educational programmes intended for children and young people up to the age of about nineteen years.

28. **Religious**: programmes based on different forms of religious service, or similarly inspirational programmes intended to edify the audience (excluding informational programmes about religion).

29. **Services**: formal acts of divine worship, normally in a church or similar building.

30. **Commercial advertising**: commercial or other advertising in respect of which payment is made.
## Africa

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Antigua and Barbuda
Bahamas
Barbados
Belize
Bermuda
British Virgin Islands 1)
Canada
Cayman Islands 1)
Costa Rica
Cuba
Dominica
Dominican Republic
El Salvador
Greenland
Grenada
Guadeloupe
Guatemala
Haiti
Honduras
Jamaica
Martinique
Mexico
Montserrat
Netherlands Antilles
Nicaragua
Panama
Puerto Rico
St. Kitts & Nevis
St. Lucia
St. Pierre & Miquelon 1)
St. Vincent and the Grenadines
Trinidad and Tobago
Turks and Caicos Islands
U.S. Virgin Islands
United States
AMERICA. SOUTH
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Falkland Islands (Malvinas) 1)
French Guiana
Guyana
Paraguay
Peru
Suriname
Uruguay
Venezuela
ASIA
Afghanistan
Bahrain
Bangladesh
Bhutan
Brunei Darussalam
Burma
China
Cyprus
Democratic Kampuchea
Democratic Yemen
Sweden
Switzerland
United Kingdom
Yugoslavia

OCEANIA
American Samoa
Australia
Cook Islands
Fiji
French Polynesia
Guam
Kiribati
Nauru 1)
New Caledonia
New Zealand
Niue 1)
Norfolk Island 1)
Pacific Islands
Papua New Guinea
Samoa
Solomon Islands
Tokelau 1)
Tonga
Tuvalu 1)
Vanuatu

U.S.S.R.
Byelorussian SSR
Ukrainian SSR
USSR

RSFSR