

Kanal 2 program structure 1-28 February 2003: Program categories BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL	12 CATEGORIES
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
News	00:23:48	00:25:51	00:24:06	00:24:46	00:19:38	00:12:06	00:23:01	02:33:16	02:33:16
Information 1 (social)	01:43:18	01:18:52	00:47:38	00:57:05	00:00:00	00:45:17	00:00:00	05:32:10	06:49:29
Information 2 (parliament)	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Information 3 (advice)	00:23:33	00:29:10	00:00:00	00:00:00	00:00:00	00:24:36	00:00:00	01:17:19	
Human Interest	01:11:46	01:27:43	02:03:48	01:13:06	01:48:36	01:33:31	01:27:30	10:46:00	10:46:00
Sport	00:05:05	00:03:33	00:30:31	01:59:48	00:05:07	00:30:05	02:51:09	06:05:18	06:05:18
Education, nature, science	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:53:21	00:09:13	01:02:34	01:02:34
Infotainment	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	01:46:50	00:00:00	01:46:50	01:46:50
Culture and fine arts	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
Religion	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
Music 1 (serious)	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
Music 2 (light)	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
Entertainment 1	00:50:10	00:45:45	00:45:07	00:33:57	00:21:47	00:52:43	01:12:46	05:22:15	16:25:28
Entertainment 2 (games)	01:14:33	01:08:32	01:12:25	01:10:11	01:17:52	02:04:10	01:13:44	09:21:27	
Entertainment 3 (talk-show)	00:00:00	00:00:00	00:00:00	00:51:21	00:00:00	00:00:00	00:50:25	01:41:46	
Fiction 1 (serials, series)	05:38:35	04:54:42	06:42:19	04:33:00	06:17:17	03:23:52	02:25:39	33:55:24	45:33:37
Fiction 2 (sitcom)	00:00:00	00:23:05	00:00:00	00:00:00	00:00:00	00:23:21	00:27:48	01:14:14	
Fiction 3 (films)	00:00:00	01:35:17	00:00:00	01:23:57	01:25:56	00:00:00	01:38:34	06:03:44	
Fiction 4 (cartoons)	00:07:57	00:07:57	00:07:55	00:07:57	00:07:55	00:07:55	00:43:07	01:30:43	
Fiction 5 (other)	00:24:21	00:23:54	00:24:28	00:24:13	00:24:30	00:23:50	00:24:16	02:49:32	
Information society formats	04:49:44	03:32:56	03:41:44	04:16:08	05:42:16	01:46:25	00:00:00	23:49:13	
Presentation and promotion	00:25:15	00:34:16	00:38:11	00:25:49	00:45:29	00:23:35	00:22:22	03:34:57	
Commercial advertising	00:58:14	00:55:09	01:11:29	01:07:05	00:55:29	01:09:22	01:12:49	07:29:37	
Political advertising	00:16:44	00:23:51	00:15:40	00:13:46	00:19:20	00:03:40	00:14:57	01:47:58	
Social and cultural advertising	00:04:17	00:03:56	00:01:35	00:00:46	00:02:00	00:05:02	00:01:15	00:18:51	
Sponsor clips	00:02:27	00:03:40	00:06:27	00:06:44	00:02:53	00:02:15	00:05:57	00:30:23	
TV shopping	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Other	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	37:30:59
TOTAL LENGTH	18:39:47	18:38:09	18:53:23	19:49:39	19:56:05	16:51:56	15:44:32	128:33:31	
Children	00:32:18	00:31:51	00:32:23	00:32:10	00:32:25	00:31:45	00:33:29	03:46:21	
Youth	00:00:00	00:00:00	00:00:00	01:44:25	02:30:55	01:06:59	01:06:12	06:28:31	
In Russian	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	02:16:10	00:00:00	02:16:10	
Documentaries	01:16:01	00:25:58	00:25:59	01:23:05	00:25:49	01:38:38	00:00:00	05:35:30	

Kanal 2 program structure 1-28 February 2003: Program categories IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL	12 CATEGORIES
CATEGORY	in %	in %	in %	in %	in %	in %	in %	in %	in %
News	2.13	2.31	2.13	2.08	1.64	1.20	2.44	1.99	1.99
Information 1 (social)	9.22	7.05	4.20	4.80	0.00	4.47	0.00	4.31	5.31
Information 2 (parliament)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Information 3 (advice)	2.10	2.61	0.00	0.00	0.00	2.43	0.00	1.00	
Human Interest	6.41	7.84	10.92	6.14	9.08	9.24	9.26	8.37	8.37
Sport	0.45	0.32	2.69	10.07	0.43	2.97	18.12	4.74	4.74
Education, nature, science	0.00	0.00	0.00	0.00	0.00	5.27	0.98	0.81	0.81
Infotainment	0.00	0.00	0.00	0.00	0.00	10.56	0.00	1.39	1.39
Culture and fine arts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Religion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Music 1 (serious)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Music 2 (light)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Entertainment 1	4.48	4.09	3.98	2.85	1.82	5.21	7.70	4.18	12.78
Entertainment 2 (games)	6.66	6.13	6.39	5.90	6.51	12.27	7.81	7.28	
Entertainment 3 (talk-show)	0.00	0.00	0.00	4.32	0.00	0.00	5.34	1.32	
Fiction 1 (serials, series)	30.24	26.36	35.50	22.95	31.54	20.15	15.42	26.39	35.44
Fiction 2 (sitcom)	0.00	2.06	0.00	0.00	0.00	2.31	2.94	0.96	
Fiction 3 (films)	0.00	8.52	0.00	7.06	7.18	0.00	10.44	4.72	
Fiction 4 (cartoons)	0.71	0.71	0.70	0.67	0.66	0.78	4.56	1.18	
Fiction 5 (other)	2.17	2.14	2.16	2.04	2.05	2.36	2.57	2.20	
Information society formats	25.87	19.04	19.56	21.53	28.62	10.52	0.00	18.53	
Presentation and promotion	2.25	3.06	3.37	2.17	3.80	2.33	2.37	2.79	
Commercial advertising	5.20	4.93	6.31	5.64	4.64	6.85	7.71	5.83	
Political advertising	1.49	2.13	1.38	1.16	1.62	0.36	1.58	1.40	
Social and cultural advertising	0.38	0.35	0.14	0.06	0.17	0.50	0.13	0.24	
Sponsor clips	0.22	0.33	0.57	0.57	0.24	0.22	0.63	0.39	
TV shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29.18
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
								0.00	
Children	2.88	2.85	2.86	2.70	2.71	3.14	3.54	2.93	
Youth	0.00	0.00	0.00	8.78	12.62	6.62	7.01	5.04	
In Russian	0.00	0.00	0.00	0.00	0.00	13.46	0.00	1.77	
Documentaries	6.79	2.32	2.29	6.98	2.16	9.75	0.00	4.35	

Kanal 2 program structure 1-28 February 2003: Types of production

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
In house-production	05:43:47	05:23:58	05:36:15	07:06:31	06:52:30	02:49:34	02:53:49	36:26:24
Purchased	09:31:37	09:29:25	09:13:08	08:47:27	09:47:34	07:39:06	07:44:33	62:12:50
First run	11:47:59	10:42:02	10:36:30	12:27:22	12:55:42	12:25:55	09:50:30	80:46:00
Reruns	06:51:48	07:56:07	08:16:53	07:22:17	07:00:23	04:26:01	05:54:02	47:47:31
TOTAL LENGTH	18:39:47	18:38:09	18:53:23	19:49:39	19:56:05	16:51:56	15:44:32	128:33:31

Kanal 2 program structure 1-28 February 2003: Fulfillment of the quotas BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY (quota)	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
TOTAL LENGTH	18:39:47	18:38:09	18:53:23	19:49:39	19:56:05	16:51:56	15:44:32	128:33:31
Amount of time for EURO requirements	15:34:39	15:33:37	15:11:10	14:46:33	16:53:46	12:45:16	09:41:40	100:26:41
Own produced news (5%)	00:23:48	00:25:51	00:24:06	00:24:46	00:19:38	00:12:06	00:23:01	02:33:16
Own production (10 %)	06:02:57	06:04:12	06:23:57	05:59:06	07:06:12	06:18:18	02:49:30	40:44:12
Own prod. In prime time (50 % from actual own production)	00:04:42	00:54:45	00:50:02	00:54:37	00:07:15	00:34:26	00:29:35	03:55:22
5% MINIMUM requirement	00:46:44	00:46:41	00:45:34	00:44:20	00:50:41	00:38:16	00:29:05	05:01:20
European production (51 %)	08:41:40	10:15:53	08:30:56	09:03:44	08:26:56	10:52:33	05:37:23	61:29:05
Independent production (10 %)	01:41:14	02:04:13	01:16:24	01:17:09	00:38:27	03:40:27	02:41:56	13:19:50

Kanal 2 program structure 1-28 February 2003: Types of production

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	in %	in %	in %	in %	in %	in %	in %	in %
In house-production	30.70	28.97	29.67	35.85	34.49	16.76	18.40	28.35
Purchased	51.05	50.92	48.80	44.34	49.12	45.37	49.18	48.39
First run	63.23	57.42	56.16	62.82	64.85	73.71	62.52	62.82
Reruns	36.77	42.58	43.84	37.18	35.15	26.29	37.48	37.18
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Kanal 2 program structure 1-28 February 2003: Fulfillment of the quotas IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY (quota)	in %	in %	in %	in %	in %	in %	in %	in %
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Amount of time for EURO requirements	83.47	83.50	80.39	74.52	84.76	75.62	61.58	78.13
Own produced news (5%)	2.13	2.31	2.13	2.08	1.64	1.20	2.44	1.99
Own production (10 %)	38.83	39.01	42.14	40.51	42.04	49.43	29.14	40.56
Own prod. In prime time (50 % from actual own production)	1.29	15.03	13.03	15.21	1.70	9.10	17.45	9.63
5% <i>MINIMUM requirement</i>	10.06	117.29	109.82	123.21	14.30	89.99	101.72	78.11
European production (51 %)	55.81	65.97	56.07	61.33	50.00	85.27	58.00	61.21
Independent production (10 %)	10.83	13.30	8.38	8.70	3.79	28.81	27.84	13.27

Kanal 2 program structure 1-28 February 2003: Political advertising BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
Rahvaliid	00:04:00	00:04:19	00:03:41	00:03:39	00:04:11	00:03:40	00:03:13	00:26:43
Reformierakond	00:02:18	00:05:07	00:05:51	00:03:39	00:03:51	00:00:00	00:06:10	00:26:56
Keskerakond	00:06:15	00:09:33	00:05:39	00:02:17	00:06:15	00:00:00	00:05:34	00:35:33
Isamaaliit	00:02:42	00:02:52	00:00:29	00:03:16	00:03:09	00:00:00	00:00:00	00:12:28
Res publica	00:01:29	00:02:00	00:00:00	00:00:55	00:01:54	00:00:00	00:00:00	00:06:18
Mõõdukad	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
POLITICAL ADVERTISING	00:16:44	00:23:51	00:15:40	00:13:46	00:19:20	00:03:40	00:14:57	01:47:58

Kanal 2 program structure 1-28 February 2003: Political advertising IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	in %	in %	in %	in %	in %	in %	in %	in %
Rahvaliid	23.90	18.10	23.51	26.51	21.64	100.00	21.52	24.75
Reformierakond	13.75	21.45	37.34	26.51	19.91	0.00	41.25	24.95
Keskerakond	37.35	40.04	36.06	16.59	32.33	0.00	37.24	32.93
Isamaaliit	16.14	12.02	3.09	23.73	16.29	0.00	0.00	11.55
Res publica	8.86	8.39	0.00	6.66	9.83	0.00	0.00	5.84
Mõõdukad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
POLITICAL ADVERTISING	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Kanal 2 program structure 1-28 February 2003

CATEGORY	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
Number of programs	28	30	31	27	27	24	21	188
Hours broadcast	17	19	20	19	20	16	17	33
Nr. of spots	50	53	56	58	47	47	59	106

Kanal 2 program structure 1-28 February 2003: Violations on the amount and placement of advertisements.

CATEGORY	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
Violations of 12 minute rule	0	0	0	1	1	0	0	1
REAL Violations of 20 minute rule	10	7	12	11	9	9	9	67
Questionable violations of 20 minute rule (parts exist)	7	12	10	6	6	8	8	57
Violations of 30 minute rule	1	1	1	1	1	0	0	5
Violations of ONCE FOR 45 minute rule	0	0	0	0	0	0	0	0
Violations of AFTER 45 minute rule	0	2	0	2	2	0	2	8
Viol of separation of advertisement and program	1	1	0	0	0	0	0	2
Amount of advertising	6.91	7.39	8.26	7.36	6.50	7.44	9.92	7.62
Advertising + TVShopping	6.91	7.39	8.26	7.36	6.50	7.44	9.92	7.62