

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	03.02.2003 Mon		04.02.2003 Tue		05.02.2003 Wed		06.02.2003 Thu		07.02.2003 Fri		08.02.2003 Sat		09.02.2003 Sun		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.34	00:25:00	2.26	00:25:00	2.19	00:25:00	2.20	00:25:00	2.14	00:15:00	1.39	00:25:00	2.70	02:45:00	2.16
Information 1 (social)	02:00:00	11.21	01:25:00	7.69	01:00:00	5.26	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	04:25:00	3.48
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:25:00	2.34	00:25:00	2.26	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	2.31	00:00:00	0.00	01:15:00	0.98
Human Interest	01:25:00	7.94	01:40:00	9.05	02:20:00	12.28	01:25:00	7.49	02:10:00	11.11	01:40:00	9.26	01:45:00	11.35	12:25:00	9.77
Sport	00:05:00	0.47	00:05:00	0.45	00:35:00	3.07	00:05:00	0.44	00:35:00	2.99	01:20:00	7.41	03:30:00	22.70	06:15:00	4.92
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	5.09	00:10:00	1.08	01:05:00	0.85
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:35:00	3.08	00:00:00	0.00	02:00:00	11.11	00:00:00	0.00	02:35:00	2.03
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:45:00	4.17	00:00:00	0.00	00:45:00	0.59
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	5.14	00:55:00	4.98	00:55:00	4.82	00:25:00	2.20	00:25:00	2.14	00:00:00	0.00	00:30:00	3.24	04:05:00	3.21
Entertainment 2 (games)	01:20:00	7.48	01:30:00	8.14	01:20:00	7.02	01:20:00	7.05	01:20:00	6.84	02:25:00	13.43	01:25:00	9.19	10:40:00	8.39
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.29	00:00:00	0.00	00:00:00	0.00	00:55:00	5.95	01:55:00	1.51
Fiction 1 (serials, series)	06:35:00	36.92	05:35:00	30.32	08:05:00	42.54	07:15:00	38.33	07:15:00	37.18	04:00:00	22.22	03:00:00	19.46	41:45:00	32.85
Fiction 2 (sitcom)	00:00:00	0.00	00:25:00	2.26	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	2.31	00:35:00	3.78	01:25:00	1.11
Fiction 3 (films)	00:00:00	0.00	01:50:00	9.95	00:00:00	0.00	01:30:00	7.93	01:40:00	8.55	01:30:00	8.33	01:55:00	12.43	08:25:00	6.62
Fiction 4 (cartoons)	00:25:00	2.34	00:25:00	2.26	00:10:00	0.88	00:25:00	2.20	00:25:00	2.14	00:10:00	0.93	00:50:00	5.41	02:50:00	2.23
Fiction 5 (other)	00:25:00	2.34	00:25:00	2.26	00:25:00	2.19	00:25:00	2.20	00:25:00	2.14	00:25:00	2.31	00:25:00	2.70	02:55:00	2.30
Information society formats	03:50:00	21.50	03:20:00	18.10	03:45:00	19.74	04:05:00	21.59	04:50:00	24.79	01:45:00	9.72	00:00:00	0.00	21:35:00	16.98
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	17:50:00		18:25:00		19:00:00		18:55:00		19:30:00		18:00:00		15:25:00		127:05:00	100.00
Children	00:35:00	3.27	00:35:00	3.17	00:35:00	3.07	00:35:00	3.08	00:35:00	2.99	00:35:00	3.24	00:35:00	3.78	04:05:00	3.21
Youth	00:15:00	1.40	00:15:00	1.36	00:00:00	0.00	02:00:00	10.57	02:00:00	10.26	01:20:00	7.41	01:20:00	8.65	07:10:00	5.64
In Russian	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:25:00	13.43	00:00:00	0.00	02:25:00	1.90
Documentaries	01:30:00	8.41	00:30:00	2.71	00:30:00	2.63	01:05:00	5.73	00:30:00	2.56	01:40:00	9.26	00:00:00	0.00	05:45:00	4.52
In house-production	04:20:00	24.30	04:45:00	25.79	05:15:00	27.63	04:35:00	24.23	05:20:00	27.35	03:10:00	17.59	03:10:00	20.54	30:35:00	24.07
Own production	04:45:00	26.64	05:25:00	29.41	06:10:00	32.46	05:35:00	29.52	05:35:00	28.63	06:15:00	34.72	02:50:00	18.38	36:35:00	28.79
Own production in prime time (19-23)	00:00:00	0.00	00:40:00	3.62	00:45:00	3.95	01:00:00	5.29	00:00:00	0.00	00:25:00	2.31	00:30:00	3.24	03:20:00	2.62
Purchased	11:15:00	63.08	11:00:00	59.73	11:00:00	57.89	11:30:00	60.79	12:05:00	61.97	09:40:00	53.70	08:10:00	52.97	74:40:00	58.75
European production	07:50:00	43.93	08:25:00	45.70	08:50:00	46.49	09:30:00	50.22	07:10:00	36.75	11:10:00	62.04	05:20:00	34.59	58:15:00	45.84
Independent production	01:55:00	10.75	02:05:00	11.31	01:25:00	7.46	01:30:00	7.93	00:45:00	3.85	04:10:00	23.15	03:10:00	20.54	15:00:00	11.80
First run	12:20:00	69.16	11:50:00	64.25	12:15:00	64.47	12:05:00	63.88	14:10:00	72.65	15:05:00	83.80	11:25:00	74.05	89:10:00	70.16
Reruns	05:30:00	30.84	06:35:00	35.75	06:45:00	35.53	06:50:00	36.12	05:20:00	27.35	02:55:00	16.20	04:00:00	25.95	37:55:00	29.84
Programs	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %
	28		30		31		28		28		26		21		192	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	10.02.2003 Mon		11.02.2003 Tue		12.02.2003 Wed		13.02.2003 Thu		14.02.2003 Fri		15.02.2003 Sat		16.02.2003 Sun		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.21	00:25:00	2.30	00:25:00	2.20	00:25:00	2.15	00:25:00	2.17	00:45:00	4.41	00:25:00	2.89	03:15:00	2.58
Information 1 (social)	02:00:00	10.62	01:25:00	7.83	01:00:00	5.29	01:05:00	5.58	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	05:30:00	4.37
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:25:00	2.21	00:25:00	2.30	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.94	00:00:00	0.00	01:20:00	1.06
Human Interest	01:25:00	7.52	01:40:00	9.22	02:20:00	12.33	01:25:00	7.30	02:10:00	11.30	01:45:00	10.29	01:45:00	12.14	12:30:00	9.93
Sport	01:35:00	8.41	01:00:00	5.53	00:05:00	0.44	01:35:00	8.15	00:05:00	0.43	00:05:00	0.49	00:05:00	0.58	04:30:00	3.58
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	5.39	00:10:00	1.16	01:05:00	0.86
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:35:00	3.00	00:00:00	0.00	02:00:00	11.76	00:00:00	0.00	02:35:00	2.05
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:45:00	4.41	00:00:00	0.00	00:45:00	0.60
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	4.87	00:55:00	5.07	00:55:00	4.85	00:25:00	2.15	00:25:00	2.17	00:00:00	0.00	00:30:00	3.47	04:05:00	3.25
Entertainment 2 (games)	01:20:00	7.08	01:20:00	7.37	01:20:00	7.05	01:15:00	6.44	01:20:00	6.96	02:25:00	14.22	01:25:00	9.83	10:25:00	8.28
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.15	00:00:00	0.00	00:00:00	0.00	00:55:00	6.36	01:55:00	1.52
Fiction 1 (serials, series)	06:40:00	35.40	05:40:00	31.34	08:05:00	42.73	05:05:00	26.18	07:20:00	38.26	03:35:00	21.08	05:30:00	38.15	41:55:00	33.31
Fiction 2 (sitcom)	00:00:00	0.00	00:25:00	2.30	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	2.45	00:35:00	4.05	01:25:00	1.13
Fiction 3 (films)	00:00:00	0.00	01:40:00	9.22	00:00:00	0.00	01:40:00	8.58	01:50:00	9.57	01:30:00	8.82	01:50:00	12.72	08:30:00	6.75
Fiction 4 (cartoons)	00:25:00	2.21	00:25:00	2.30	00:25:00	2.20	00:35:00	3.00	00:35:00	3.04	00:10:00	0.98	00:50:00	5.78	03:25:00	2.72
Fiction 5 (other)	00:25:00	2.21	00:25:00	2.30	00:25:00	2.20	00:25:00	2.15	00:25:00	2.17	00:25:00	2.45	00:25:00	2.89	02:55:00	2.32
Information society formats	03:15:00	17.26	02:20:00	12.90	03:55:00	20.70	03:55:00	20.17	04:35:00	23.91	01:45:00	10.29	00:00:00	0.00	19:45:00	15.70
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	18:50:00		18:05:00		18:55:00		19:25:00		19:10:00		17:00:00		14:25:00		125:50:00	100.00
<i>Children</i>	00:35:00	3.10	00:35:00	3.23	00:35:00	3.08	00:35:00	3.00	00:35:00	3.04	00:35:00	3.43	00:35:00	4.05	04:05:00	3.25
<i>Youth</i>	00:15:00	1.33	00:15:00	1.38	00:15:00	1.32	02:10:00	11.16	02:10:00	11.30	03:05:00	18.14	01:20:00	9.25	09:30:00	7.55
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:30:00	14.71	00:00:00	0.00	02:30:00	1.99
<i>Documentaries</i>	01:30:00	7.96	00:30:00	2.76	00:30:00	2.64	02:10:00	11.16	00:30:00	2.61	01:40:00	9.80	00:00:00	0.00	06:50:00	5.43
<i>In house-production</i>	03:45:00	19.91	03:45:00	20.74	05:25:00	28.63	05:55:00	30.47	05:05:00	26.52	03:00:00	17.65	00:40:00	4.62	27:35:00	21.92
<i>Own production</i>	04:10:00	22.12	04:25:00	24.42	06:20:00	33.48	05:25:00	27.90	05:20:00	27.83	06:25:00	37.75	02:50:00	19.65	34:55:00	27.75
<i>Own production in prime time (19-23)</i>	00:00:00	0.00	00:50:00	4.61	00:45:00	3.96	01:00:00	5.15	00:00:00	0.00	00:25:00	2.45	00:30:00	3.47	03:30:00	2.78
<i>Purchased</i>	12:50:00	68.14	11:50:00	65.44	10:45:00	56.83	10:45:00	55.36	12:00:00	62.61	08:15:00	48.53	09:40:00	67.05	76:05:00	60.46
<i>European production</i>	07:15:00	38.50	07:25:00	41.01	08:55:00	47.14	09:35:00	49.36	06:55:00	36.09	09:50:00	57.84	05:20:00	36.99	55:15:00	43.91
<i>Independent production</i>	01:55:00	10.18	02:05:00	11.52	01:25:00	7.49	01:30:00	7.73	00:45:00	3.91	04:15:00	25.00	03:10:00	21.97	15:05:00	11.99
<i>First run</i>	12:45:00	67.70	10:40:00	58.99	12:35:00	66.52	13:20:00	68.67	13:45:00	71.74	14:00:00	82.35	10:50:00	75.14	87:55:00	69.87
<i>Reruns</i>	06:05:00	32.30	07:25:00	41.01	06:20:00	33.48	06:05:00	31.33	05:25:00	28.26	03:00:00	17.65	03:35:00	24.86	37:55:00	30.13
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %
Programs	30		31		31		27		27		23		21		190	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	17.02.2003 Mon		18.02.2003 Tue		19.02.2003 Wed		20.02.2003 Thu		21.02.2003 Fri		22.02.2003 Sat		23.02.2003 Sun		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.35	00:25:00	2.31	00:25:00	2.20	00:25:00	2.16	00:25:00	2.18	00:45:00	4.27	00:25:00	2.92	03:15:00	2.60
Information 1 (social)	02:00:00	11.27	01:25:00	7.87	01:00:00	5.29	01:05:00	5.60	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	05:30:00	4.40
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:25:00	2.35	00:25:00	2.31	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.84	00:00:00	0.00	01:20:00	1.07
Human Interest	01:25:00	7.98	01:40:00	9.26	02:20:00	12.33	01:25:00	7.33	02:10:00	11.35	01:40:00	9.48	01:45:00	12.28	12:25:00	9.94
Sport	00:05:00	0.47	00:05:00	0.46	00:05:00	0.44	01:35:00	8.19	00:05:00	0.44	00:35:00	3.32	00:05:00	0.58	02:35:00	2.07
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	5.21	00:10:00	1.17	01:05:00	0.87
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:35:00	3.02	00:00:00	0.00	02:00:00	11.37	00:30:00	3.51	03:05:00	2.47
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:50:00	4.74	00:00:00	0.00	00:50:00	0.67
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	5.16	00:55:00	5.09	00:55:00	4.85	00:25:00	2.16	00:25:00	2.18	00:00:00	0.00	00:30:00	3.51	04:05:00	3.27
Entertainment 2 (games)	01:20:00	7.51	01:20:00	7.41	01:20:00	7.05	01:15:00	6.47	01:20:00	6.99	02:25:00	13.74	01:25:00	9.94	10:25:00	8.34
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.17	00:00:00	0.00	00:00:00	0.00	00:55:00	6.43	01:55:00	1.53
Fiction 1 (serials, series)	06:35:00	37.09	05:40:00	31.48	08:05:00	42.73	05:05:00	26.29	07:20:00	38.43	03:35:00	20.38	05:30:00	38.60	41:50:00	33.49
Fiction 2 (sitcom)	00:00:00	0.00	00:25:00	2.31	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	2.37	00:00:00	0.00	00:50:00	0.67
Fiction 3 (films)	00:00:00	0.00	01:35:00	8.80	00:00:00	0.00	01:35:00	8.19	01:45:00	9.17	01:35:00	9.00	01:45:00	12.28	08:15:00	6.60
Fiction 4 (cartoons)	00:35:00	3.29	00:35:00	3.24	00:35:00	3.08	00:35:00	3.02	00:35:00	3.06	00:10:00	0.95	00:50:00	5.85	03:55:00	3.14
Fiction 5 (other)	00:25:00	2.35	00:25:00	2.31	00:25:00	2.20	00:25:00	2.16	00:25:00	2.18	00:25:00	2.37	00:25:00	2.92	02:55:00	2.33
Information society formats	03:35:00	20.19	03:05:00	17.13	03:45:00	19.82	03:55:00	20.26	04:35:00	24.02	01:45:00	9.95	00:00:00	0.00	20:40:00	16.54
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	17:45:00		18:00:00		18:55:00		19:20:00		19:05:00		17:35:00		14:15:00		124:55:00	100.00
<i>Children</i>	00:35:00	3.29	00:35:00	3.24	00:35:00	3.08	00:35:00	3.02	00:35:00	3.06	00:35:00	3.32	00:35:00	4.09	04:05:00	3.27
<i>Youth</i>	00:25:00	2.35	00:25:00	2.31	00:25:00	2.20	02:10:00	11.21	02:10:00	11.35	03:05:00	17.54	01:20:00	9.36	10:00:00	8.01
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:25:00	13.74	00:00:00	0.00	02:25:00	1.93
<i>Documentaries</i>	01:30:00	8.45	00:30:00	2.78	00:30:00	2.64	02:10:00	11.21	00:30:00	2.62	01:45:00	9.95	00:30:00	3.51	07:25:00	5.94
In house-production	04:05:00	23.00	04:30:00	25.00	05:15:00	27.75	05:55:00	30.60	05:05:00	26.64	03:25:00	19.43	00:40:00	4.68	28:55:00	23.15
Own production	04:30:00	25.35	05:10:00	28.70	06:10:00	32.60	05:25:00	28.02	05:20:00	27.95	06:20:00	36.02	02:50:00	19.88	35:45:00	28.62
Own production in prime time (19-23)	00:00:00	0.00	00:55:00	5.09	00:45:00	3.96	01:00:00	5.17	00:00:00	0.00	00:25:00	2.37	00:30:00	3.51	03:35:00	2.87
Purchased	11:25:00	64.32	11:00:00	61.11	10:55:00	57.71	10:40:00	55.17	11:55:00	62.45	08:55:00	50.71	09:30:00	66.67	74:20:00	59.51
European production	07:35:00	42.72	08:10:00	45.37	08:45:00	46.26	09:35:00	49.57	06:55:00	36.24	11:20:00	64.45	05:05:00	35.67	57:25:00	45.96
Independent production	01:55:00	10.80	02:05:00	11.57	01:25:00	7.49	01:30:00	7.76	00:45:00	3.93	04:15:00	24.17	03:40:00	25.73	15:35:00	12.47
First run	12:10:00	68.54	11:30:00	63.89	12:35:00	66.52	13:15:00	68.53	13:40:00	71.62	15:05:00	85.78	10:40:00	74.85	88:55:00	71.18
Reruns	05:35:00	31.46	06:30:00	36.11	06:20:00	33.48	06:05:00	31.47	05:25:00	28.38	02:30:00	14.22	03:35:00	25.15	36:00:00	28.82
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %
Programs	28		30		31		27		27		24		21		188	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	24.02.2003 Mon		25.02.2003 Tue		26.02.2003 Wed		27.02.2003 Thu		28.02.2003 Fri		01.02.2003 Sat		02.02.2003 Sun		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.35	00:25:00	2.27	00:55:00	4.82	00:25:00	2.08	00:25:00	2.13	00:15:00	1.47	00:25:00	2.82	03:15:00	2.57
Information 1 (social)	02:00:00	11.27	01:25:00	7.73	01:00:00	5.26	01:05:00	5.42	00:00:00	0.00	00:50:00	4.90	00:00:00	0.00	06:20:00	5.01
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:25:00	2.35	00:25:00	2.27	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.94	00:00:00	0.00	01:20:00	1.05
Human Interest	01:20:00	7.51	01:40:00	9.09	02:20:00	12.28	01:25:00	7.08	01:40:00	8.51	01:45:00	10.29	01:45:00	11.86	11:55:00	9.43
Sport	00:05:00	0.47	00:05:00	0.45	00:30:00	2.63	01:35:00	7.92	00:35:00	2.98	00:40:00	3.92	00:05:00	0.56	03:35:00	2.83
Education, nature, science	00:50:00	4.69	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	5.39	00:10:00	1.13	01:55:00	1.52
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:35:00	2.92	00:00:00	0.00	02:00:00	11.76	00:00:00	0.00	02:35:00	2.04
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	5.16	00:55:00	5.00	00:55:00	4.82	00:25:00	2.08	00:25:00	2.13	01:00:00	5.88	00:30:00	3.39	05:05:00	4.02
Entertainment 2 (games)	01:20:00	7.51	01:20:00	7.27	01:20:00	7.02	01:15:00	6.25	01:20:00	6.81	02:25:00	14.22	01:25:00	9.60	10:25:00	8.24
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:05:00	5.42	00:00:00	0.00	00:00:00	0.00	00:55:00	6.21	02:00:00	1.58
Fiction 1 (serials, series)	06:35:00	37.09	05:40:00	30.91	08:10:00	42.98	05:05:00	25.42	07:25:00	37.87	04:00:00	23.53	05:30:00	37.29	42:25:00	33.55
Fiction 2 (sitcom)	00:00:00	0.00	00:30:00	2.73	00:00:00	0.00	00:00:00	0.00	00:30:00	2.55	00:20:00	1.96	00:35:00	3.95	01:55:00	1.52
Fiction 3 (films)	01:50:00	10.33	01:50:00	10.00	00:00:00	0.00	02:10:00	10.83	01:40:00	8.51	00:00:00	0.00	02:10:00	14.69	09:40:00	7.65
Fiction 4 (cartoons)	00:10:00	0.94	00:35:00	3.18	00:35:00	3.07	00:35:00	2.92	00:35:00	2.98	00:10:00	0.98	00:50:00	5.65	03:30:00	2.77
Fiction 5 (other)	00:25:00	2.35	00:25:00	2.27	00:25:00	2.19	00:25:00	2.08	00:25:00	2.13	00:25:00	2.45	00:25:00	2.82	02:55:00	2.31
Information society formats	00:55:00	5.16	03:05:00	16.82	02:50:00	14.91	03:55:00	19.58	04:35:00	23.40	01:45:00	10.29	00:00:00	0.00	17:05:00	13.51
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:30:00	2.82	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.40
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	17:45:00		18:20:00		19:00:00		20:00:00		19:35:00		17:00:00		14:45:00		126:25:00	100.00
<i>Children</i>	00:35:00	3.29	00:35:00	3.18	00:35:00	3.07	00:35:00	2.92	00:35:00	2.98	00:35:00	3.43	00:35:00	3.95	04:05:00	3.23
<i>Youth</i>	00:00:00	0.00	00:25:00	2.27	00:25:00	2.19	02:10:00	10.83	02:10:00	11.06	01:20:00	7.84	01:20:00	9.04	07:50:00	6.20
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:25:00	14.22	00:00:00	0.00	02:25:00	1.91
<i>Documentaries</i>	02:20:00	13.15	00:30:00	2.73	00:30:00	2.63	02:10:00	10.83	00:30:00	2.55	01:45:00	10.29	00:00:00	0.00	07:45:00	6.13
In house-production	01:55:00	10.80	04:35:00	25.00	04:50:00	25.44	05:55:00	29.58	05:05:00	25.96	02:25:00	14.22	00:40:00	4.52	25:25:00	20.11
Own production	01:45:00	9.86	05:15:00	28.64	05:15:00	27.63	05:30:00	27.50	05:20:00	27.23	06:20:00	37.25	02:50:00	19.21	32:15:00	25.51
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	5.45	00:45:00	3.95	01:05:00	5.42	00:00:00	0.00	00:20:00	1.96	00:30:00	3.39	03:40:00	2.90
Purchased	13:40:00	77.00	11:15:00	61.36	11:25:00	60.09	11:15:00	56.25	12:25:00	63.40	08:50:00	51.96	10:00:00	67.80	78:50:00	62.36
European production	04:50:00	27.23	10:05:00	55.00	07:50:00	41.23	09:40:00	48.33	07:25:00	37.87	11:35:00	68.14	05:20:00	36.16	56:45:00	44.89
Independent production	01:50:00	10.33	02:05:00	11.36	01:25:00	7.46	01:35:00	7.92	00:45:00	3.83	04:20:00	25.49	03:10:00	21.47	15:10:00	12.00
First run	12:15:00	69.01	11:45:00	64.09	11:45:00	61.84	13:55:00	69.58	14:10:00	72.34	14:00:00	82.35	11:10:00	75.71	89:00:00	70.40
Reruns	05:30:00	30.99	06:35:00	35.91	07:15:00	38.16	06:05:00	30.42	05:25:00	27.66	03:00:00	17.65	03:35:00	24.29	37:25:00	29.60
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %
Programs	29		30		33		27		28		24		22		193	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	03.02.2003 Mon		10.02.2003 Mon		17.02.2003 Mon		24.02.2003 Mon		TOTAL		04.02.2003 Tue		11.02.2003 Tue		18.02.2003 Tue		25.02.2003 Tue		TOTAL		
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	
News	00:25:00	2.34	00:25:00	2.21	00:25:00	2.35	00:25:00	2.35	01:40:00	2.31	News	00:25:00	2.26	00:25:00	2.30	00:25:00	2.31	00:25:00	2.27	01:40:00	2.29
Information 1 (social)	02:00:00	11.21	02:00:00	10.62	02:00:00	11.27	02:00:00	11.27	08:00:00	11.09	Information 1 (social)	01:25:00	7.69	01:25:00	7.83	01:25:00	7.87	01:25:00	7.73	05:40:00	7.78
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:25:00	2.34	00:25:00	2.21	00:25:00	2.35	00:25:00	2.35	01:40:00	2.31	Information 3 (advice)	00:25:00	2.26	00:25:00	2.30	00:25:00	2.31	00:25:00	2.27	01:40:00	2.29
Human Interest	01:25:00	7.94	01:25:00	7.52	01:25:00	7.98	01:20:00	7.51	05:35:00	7.74	Human Interest	01:40:00	9.05	01:40:00	9.22	01:40:00	9.26	01:40:00	9.09	06:40:00	9.15
Sport	00:05:00	0.47	01:35:00	8.41	00:05:00	0.47	00:05:00	0.47	01:50:00	2.54	Sport	00:05:00	0.45	01:00:00	5.53	00:05:00	0.46	00:05:00	0.45	01:15:00	1.72
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:50:00	4.69	00:50:00	1.15	Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	5.14	00:55:00	4.87	00:55:00	5.16	00:55:00	5.16	03:40:00	5.08	Entertainment 1	00:55:00	4.98	00:55:00	5.07	00:55:00	5.09	00:55:00	5.00	03:40:00	5.03
Entertainment 2 (games)	01:20:00	7.48	01:20:00	7.08	01:20:00	7.51	01:20:00	7.51	05:20:00	7.39	Entertainment 2 (games)	01:30:00	8.14	01:20:00	7.37	01:20:00	7.41	01:20:00	7.27	05:30:00	7.55
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 1 (serials, series)	06:35:00	36.92	06:40:00	35.40	06:35:00	37.09	06:35:00	37.09	02:25:00	36.61	Fiction 1 (serials, series)	05:35:00	30.32	05:40:00	31.34	05:40:00	31.48	05:40:00	30.91	22:35:00	31.01
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Fiction 2 (sitcom)	00:25:00	2.26	00:25:00	2.30	00:25:00	2.31	00:30:00	2.73	01:45:00	2.40
Fiction 3 (films)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:50:00	10.33	01:50:00	2.54	Fiction 3 (films)	01:50:00	9.95	01:40:00	9.22	01:35:00	8.80	01:50:00	10.00	06:55:00	9.50
Fiction 4 (cartoons)	00:25:00	2.34	00:25:00	2.21	00:35:00	3.29	00:10:00	0.94	01:35:00	2.19	Fiction 4 (cartoons)	00:25:00	2.26	00:25:00	2.30	00:35:00	3.24	00:35:00	3.18	02:00:00	2.75
Fiction 5 (other)	00:25:00	2.34	00:25:00	2.21	00:25:00	2.35	00:25:00	2.35	01:40:00	2.31	Fiction 5 (other)	00:25:00	2.26	00:25:00	2.30	00:25:00	2.31	00:25:00	2.27	01:40:00	2.29
Information society formats	03:50:00	21.50	03:15:00	17.26	03:35:00	20.19	00:55:00	5.16	11:35:00	16.05	Information society formats	03:20:00	18.10	02:20:00	12.90	03:05:00	17.13	03:05:00	16.82	11:50:00	16.25
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.82	00:30:00	0.69	Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00	Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	17:50:00		18:50:00		17:45:00		17:45:00		00:10:00	100.00	TOTAL LENGHT	18:25:00		18:05:00		18:00:00		18:20:00		00:50:00	100.00
<i>Children</i>	00:35:00	3.27	00:35:00	3.10	00:35:00	3.29	00:35:00	3.29	02:20:00	3.23	<i>Children</i>	00:35:00	3.17	00:35:00	3.23	00:35:00	3.24	00:35:00	3.18	02:20:00	3.20
<i>Youth</i>	00:15:00	1.40	00:15:00	1.33	00:25:00	2.35	00:00:00	0.00	00:55:00	1.27	<i>Youth</i>	00:15:00	1.36	00:15:00	1.38	00:25:00	2.31	00:25:00	2.27	01:20:00	1.83
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<i>Documentaries</i>	01:30:00	8.41	01:30:00	7.96	01:30:00	8.45	02:20:00	13.15	06:50:00	9.47	<i>Documentaries</i>	00:30:00	2.71	00:30:00	2.76	00:30:00	2.78	00:30:00	2.73	02:00:00	2.75
In house-production	04:20:00	24.30	03:45:00	19.91	04:05:00	23.00	01:55:00	10.80	14:05:00	19.52	In house-production	04:45:00	25.79	03:45:00	20.74	04:30:00	25.00	04:35:00	25.00	17:35:00	24.14
Own production	04:45:00	26.64	04:10:00	22.12	04:30:00	25.35	01:45:00	9.86	15:10:00	21.02	Own production	05:25:00	29.41	04:25:00	24.42	05:10:00	28.70	05:00:00	28.64	20:15:00	27.80
Own production in prime time (19-23)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Own production in prime time (19-23)	00:40:00	3.62	00:50:00	4.61	00:55:00	5.09	01:00:00	5.45	03:25:00	4.69
Purchased	11:15:00	63.08	12:50:00	68.14	11:25:00	64.32	13:40:00	77.00	01:10:00	68.13	Purchased	11:00:00	59.73	11:50:00	65.44	11:00:00	61.11	11:15:00	61.36	21:05:00	61.90
European production	07:50:00	43.93	07:15:00	38.50	07:35:00	42.72	04:50:00	27.23	03:30:00	38.11	European production	08:25:00	45.70	07:25:00	41.01	08:10:00	45.37	10:05:00	55.00	10:05:00	46.80
Independent production	01:55:00	10.75	01:55:00	10.18	01:55:00	10.80	01:50:00	10.33	07:35:00	10.51	Independent production	02:05:00	11.31	02:05:00	11.52	02:05:00	11.57	02:05:00	11.36	08:20:00	11.44
First run	12:20:00	69.16	12:45:00	67.70	12:10:00	68.54	12:15:00	69.01	01:30:00	68.59	First run	11:50:00	64.25	10:40:00	58.99	11:30:00	63.89	11:45:00	64.09	21:45:00	62.81
Reruns	05:30:00	30.84	06:05:00	32.30	05:35:00	31.46	05:30:00	30.99	22:40:00	31.41	Reruns	06:35:00	35.75	07:25:00	41.01	06:30:00	36.11	06:35:00	35.91	03:05:00	37.19
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %		hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
Programs	28		30		28		29		115		Programs	30		31		30		30		121	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	05.02.2003 Wed		12.02.2003 Wed		19.02.2003 Wed		26.02.2003 Wed		TOTAL		CATEGORY	06.02.2003 Thu		13.02.2003 Thu		20.02.2003 Thu		27.02.2003 Thu		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %		hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.19	00:25:00	2.20	00:25:00	2.20	00:55:00	4.82	02:10:00	2.86	News	00:25:00	2.20	00:25:00	2.15	00:25:00	2.16	00:25:00	2.08	01:40:00	2.15
Information 1 (social)	01:00:00	5.26	01:00:00	5.29	01:00:00	5.29	01:00:00	5.26	04:00:00	5.27	Information 1 (social)	00:00:00	0.00	01:05:00	5.58	01:05:00	5.60	01:05:00	5.42	03:15:00	4.18
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 3 (advice)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Human Interest	02:20:00	12.28	02:20:00	12.33	02:20:00	12.33	02:20:00	12.28	09:20:00	12.31	Human Interest	01:25:00	7.49	01:25:00	7.30	01:25:00	7.33	01:25:00	7.08	05:40:00	7.30
Sport	00:35:00	3.07	00:05:00	0.44	00:05:00	0.44	00:30:00	2.63	01:15:00	1.65	Sport	00:05:00	0.44	01:35:00	8.15	01:35:00	8.19	01:35:00	7.92	04:50:00	6.22
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Infotainment	00:35:00	3.08	00:35:00	3.00	00:35:00	3.02	00:35:00	2.92	02:20:00	3.00
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	4.82	00:55:00	4.85	00:55:00	4.85	00:55:00	4.82	03:40:00	4.84	Entertainment 1	00:25:00	2.20	00:25:00	2.15	00:25:00	2.16	00:25:00	2.08	01:40:00	2.15
Entertainment 2 (games)	01:20:00	7.02	01:20:00	7.05	01:20:00	7.05	01:20:00	7.02	05:20:00	7.03	Entertainment 2 (games)	01:20:00	7.05	01:15:00	6.44	01:15:00	6.47	01:15:00	6.25	05:05:00	6.55
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Entertainment 3 (talk-show)	01:00:00	5.29	01:00:00	5.15	01:00:00	5.17	01:05:00	5.42	04:05:00	5.26
Fiction 1 (serials, series)	08:05:00	42.54	08:05:00	42.73	08:05:00	42.73	08:10:00	42.98	08:25:00	42.75	Fiction 1 (serials, series)	07:15:00	38.33	05:05:00	26.18	05:05:00	26.29	05:05:00	25.42	22:30:00	28.97
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 3 (films)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Fiction 3 (films)	01:30:00	7.93	01:40:00	8.58	01:35:00	8.19	02:10:00	10.83	06:55:00	8.91
Fiction 4 (cartoons)	00:10:00	0.88	00:25:00	2.20	00:35:00	3.08	00:35:00	3.07	01:45:00	2.31	Fiction 4 (cartoons)	00:25:00	2.20	00:35:00	3.00	00:35:00	3.02	00:35:00	2.92	02:10:00	2.79
Fiction 5 (other)	00:25:00	2.19	00:25:00	2.20	00:25:00	2.20	00:25:00	2.19	01:40:00	2.20	Fiction 5 (other)	00:25:00	2.20	00:25:00	2.15	00:25:00	2.16	00:25:00	2.08	01:40:00	2.15
Information society formats	03:45:00	19.74	03:55:00	20.70	03:45:00	19.82	02:50:00	14.91	14:15:00	18.79	Information society formats	04:05:00	21.59	03:55:00	20.17	03:55:00	20.26	03:55:00	19.58	15:50:00	20.39
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00	Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	19:00:00		18:55:00		18:55:00		19:00:00		03:50:00	100.00	TOTAL LENGHT	18:55:00		19:25:00		19:20:00		20:00:00		05:40:00	100.00
Children	00:35:00	3.07	00:35:00	3.08	00:35:00	3.08	00:35:00	3.07	02:20:00	3.08	Children	00:35:00	3.08	00:35:00	3.00	00:35:00	3.02	00:35:00	2.92	02:20:00	3.00
Youth	00:00:00	0.00	00:15:00	1.32	00:25:00	2.20	00:25:00	2.19	01:05:00	1.43	Youth	02:00:00	10.57	02:10:00	11.16	02:10:00	11.21	02:10:00	10.83	08:30:00	10.94
In Russian	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	In Russian	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Documentaries	00:30:00	2.63	00:30:00	2.64	00:30:00	2.64	00:30:00	2.63	02:00:00	2.64	Documentaries	01:05:00	5.73	02:10:00	11.16	02:10:00	11.21	02:10:00	10.83	07:35:00	9.76
In house-production	05:15:00	27.63	05:25:00	28.63	05:15:00	27.75	04:50:00	25.44	20:45:00	27.36	In house-production	04:35:00	24.23	05:55:00	30.47	05:55:00	30.60	05:55:00	29.58	22:20:00	28.76
Own production	06:10:00	32.46	06:20:00	33.48	06:10:00	32.60	05:15:00	27.63	23:55:00	31.54	Own production	05:35:00	29.52	05:25:00	27.90	05:25:00	28.02	05:30:00	27.50	21:55:00	28.22
Own production in prime time (19-23)	00:45:00	3.95	00:45:00	3.96	00:45:00	3.96	00:45:00	3.95	03:00:00	3.96	Own production in prime time (19-23)	01:00:00	5.29	01:00:00	5.15	01:00:00	5.17	01:05:00	5.42	04:05:00	5.26
Purchased	11:00:00	57.89	10:45:00	56.83	10:55:00	57.71	11:25:00	60.09	20:05:00	58.13	Purchased	11:30:00	60.79	10:45:00	55.36	10:40:00	55.17	11:15:00	56.25	20:10:00	56.87
European production	08:50:00	46.49	08:55:00	47.14	08:45:00	46.26	07:50:00	41.23	10:20:00	45.27	European production	09:30:00	50.22	09:35:00	49.36	09:35:00	49.57	09:40:00	48.33	14:20:00	49.36
Independent production	01:25:00	7.46	01:25:00	7.49	01:25:00	7.49	01:25:00	7.46	05:40:00	7.47	Independent production	01:30:00	7.93	01:30:00	7.73	01:30:00	7.76	01:35:00	7.92	06:05:00	7.83
First run	12:15:00	64.47	12:35:00	66.52	12:35:00	66.52	11:45:00	61.84	01:10:00	64.84	First run	12:05:00	63.88	13:20:00	68.67	13:15:00	68.53	13:55:00	69.58	04:35:00	67.70
Reruns	06:45:00	35.53	06:20:00	33.48	06:20:00	33.48	07:15:00	38.16	02:40:00	35.16	Reruns	06:50:00	36.12	06:05:00	31.33	06:05:00	31.47	06:05:00	30.42	01:05:00	32.30
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %		hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
Programs	31		31		31		33		126		Programs	28		27		27		27		109	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	07.02.2003 Fri		14.02.2003 Fri		21.02.2003 Fri		28.02.2003 Fri		TOTAL		CATEGORY	08.02.2003 Sat		15.02.2003 Sat		22.02.2003 Sat		01.02.2003 Sat		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %		hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.14	00:25:00	2.17	00:25:00	2.18	00:25:00	2.13	01:40:00	2.16	News	00:15:00	1.39	00:45:00	4.41	00:45:00	4.27	00:15:00	1.47	02:00:00	2.87
Information 1 (social)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 1 (social)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:50:00	4.90	00:50:00	1.20
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Information 3 (advice)	00:25:00	2.31	00:30:00	2.94	00:30:00	2.84	00:30:00	2.94	01:55:00	2.75
Human Interest	02:10:00	11.11	02:10:00	11.30	02:10:00	11.35	01:40:00	8.51	08:10:00	10.56	Human Interest	01:40:00	9.26	01:45:00	10.29	01:40:00	9.48	01:45:00	10.29	06:50:00	9.82
Sport	00:35:00	2.99	00:05:00	0.43	00:05:00	0.44	00:35:00	2.98	01:20:00	1.72	Sport	01:20:00	7.41	00:05:00	0.49	00:35:00	3.32	00:40:00	3.92	02:40:00	3.83
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Education, nature, science	00:55:00	5.09	00:55:00	5.39	00:55:00	5.21	00:55:00	5.39	03:40:00	5.27
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Infotainment	02:00:00	11.11	02:00:00	11.76	02:00:00	11.37	02:00:00	11.76	08:20:00	11.50
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Culture and fine arts	00:45:00	4.17	00:45:00	4.41	00:50:00	4.74	00:00:00	0.00	02:20:00	3.35
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:25:00	2.14	00:25:00	2.17	00:25:00	2.18	00:25:00	2.13	01:40:00	2.16	Entertainment 1	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.88	01:00:00	1.44
Entertainment 2 (games)	01:20:00	6.84	01:20:00	6.96	01:20:00	6.99	01:20:00	6.81	05:20:00	6.90	Entertainment 2 (games)	02:25:00	13.43	02:25:00	14.22	02:25:00	13.74	02:25:00	14.22	09:40:00	13.89
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 1 (serials, series)	07:15:00	37.18	07:20:00	38.26	07:20:00	38.43	07:25:00	37.87	05:20:00	37.93	Fiction 1 (serials, series)	04:00:00	22.22	03:35:00	21.08	03:35:00	20.38	04:00:00	23.53	15:10:00	21.80
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.55	00:30:00	0.65	Fiction 2 (sitcom)	00:25:00	2.31	00:25:00	2.45	00:25:00	2.37	00:20:00	1.96	01:35:00	2.28
Fiction 3 (films)	01:40:00	8.55	01:50:00	9.57	01:45:00	9.17	01:40:00	8.51	06:55:00	8.94	Fiction 3 (films)	01:30:00	8.33	01:30:00	8.82	01:35:00	9.00	00:00:00	0.00	04:35:00	6.59
Fiction 4 (cartoons)	00:25:00	2.14	00:35:00	3.04	00:35:00	3.06	00:35:00	2.98	02:10:00	2.80	Fiction 4 (cartoons)	00:10:00	0.93	00:10:00	0.98	00:10:00	0.95	00:10:00	0.98	00:40:00	0.96
Fiction 5 (other)	00:25:00	2.14	00:25:00	2.17	00:25:00	2.18	00:25:00	2.13	01:40:00	2.16	Fiction 5 (other)	00:25:00	2.31	00:25:00	2.45	00:25:00	2.37	00:25:00	2.45	01:40:00	2.40
Information society formats	04:50:00	24.79	04:35:00	23.91	04:35:00	24.02	04:35:00	23.40	18:35:00	24.03	Information society formats	01:45:00	9.72	01:45:00	10.29	01:45:00	9.95	01:45:00	10.29	07:00:00	10.06
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00	Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00	Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	19:30:00		19:10:00		19:05:00		19:35:00		05:20:00	100.00	TOTAL LENGHT	18:00:00		17:00:00		17:35:00		17:00:00		21:35:00	100.00
Children	00:35:00	2.99	00:35:00	3.04	00:35:00	3.06	00:35:00	2.98	02:20:00	3.02	Children	00:35:00	3.24	00:35:00	3.43	00:35:00	3.32	00:35:00	3.43	02:20:00	3.35
Youth	02:00:00	10.26	02:10:00	11.30	02:10:00	11.35	02:10:00	11.06	08:30:00	10.99	Youth	01:20:00	7.41	03:05:00	18.14	03:05:00	17.54	01:20:00	7.84	08:50:00	12.69
In Russian	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	In Russian	02:25:00	13.43	02:30:00	14.71	02:25:00	13.74	02:25:00	14.22	09:45:00	14.01
Documentaries	00:30:00	2.56	00:30:00	2.61	00:30:00	2.62	00:30:00	2.55	02:00:00	2.59	Documentaries	01:40:00	9.26	01:40:00	9.80	01:45:00	9.95	01:45:00	10.29	06:50:00	9.82
In house-production	05:20:00	27.35	05:05:00	26.52	05:05:00	26.64	05:05:00	25.96	20:35:00	26.62	In house-production	03:10:00	17.59	03:00:00	17.65	03:25:00	19.43	02:25:00	14.22	12:00:00	17.25
Own production	05:35:00	28.63	05:20:00	27.83	05:20:00	27.95	05:20:00	27.23	21:35:00	27.91	Own production	06:15:00	34.72	06:25:00	37.75	06:20:00	36.02	06:20:00	37.25	01:20:00	36.41
Own production in prime time (19-23)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	Own production in prime time (19-23)	00:25:00	2.31	00:25:00	2.45	00:25:00	2.37	00:20:00	1.96	01:35:00	2.28
Purchased	12:05:00	61.97	12:00:00	62.61	11:55:00	62.45	12:25:00	63.40	00:25:00	62.61	Purchased	09:40:00	53.70	08:15:00	48.53	08:55:00	50.71	08:50:00	51.96	11:40:00	51.26
European production	07:10:00	36.75	06:55:00	36.09	06:55:00	36.24	07:25:00	37.87	04:25:00	36.75	European production	11:10:00	62.04	09:50:00	57.84	11:20:00	64.45	11:35:00	68.14	19:55:00	63.11
Independent production	00:45:00	3.85	00:45:00	3.91	00:45:00	3.93	00:45:00	3.83	03:00:00	3.88	Independent production	04:10:00	23.15	04:15:00	25.00	04:15:00	24.17	04:15:00	25.49	17:00:00	24.43
First run	14:10:00	72.65	13:45:00	71.74	13:40:00	71.62	14:10:00	72.34	07:45:00	72.09	First run	15:05:00	83.80	14:00:00	82.35	15:05:00	85.78	14:00:00	82.35	10:10:00	83.59
Reruns	05:20:00	27.35	05:25:00	28.26	05:25:00	28.38	05:25:00	27.66	21:35:00	27.91	Reruns	02:55:00	16.20	03:00:00	17.65	02:30:00	14.22	03:00:00	17.65	11:25:00	16.41
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %		hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
Programs	28		27		27		28		110		Programs	26		23		24		24		97	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	09.02.2003 Sun		16.02.2003 Sun		23.02.2003 Sun		02.02:2003 Sun		TOTAL	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.70	00:25:00	2.89	00:25:00	2.92	00:25:00	2.82	01:40:00	2.83
Information 1 (social)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Information 3 (advice)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Human Interest	01:45:00	11.35	01:45:00	12.14	01:45:00	12.28	01:45:00	11.86	07:00:00	11.90
Sport	03:30:00	22.70	00:05:00	0.58	00:05:00	0.58	00:05:00	0.56	03:45:00	6.37
Education, nature, science	00:10:00	1.08	00:10:00	1.16	00:10:00	1.17	00:10:00	1.13	00:40:00	1.13
Infotainment	00:00:00	0.00	00:00:00	0.00	00:30:00	3.51	00:00:00	0.00	00:30:00	0.85
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:30:00	3.24	00:30:00	3.47	00:30:00	3.51	00:30:00	3.39	02:00:00	3.40
Entertainment 2 (games)	01:25:00	9.19	01:25:00	9.83	01:25:00	9.94	01:25:00	9.60	05:40:00	9.63
Entertainment 3 (talk-show)	00:55:00	5.95	00:55:00	6.36	00:55:00	6.43	00:55:00	6.21	03:40:00	6.23
Fiction 1 (serials, series)	03:00:00	19.46	05:30:00	38.15	05:30:00	38.60	05:30:00	37.29	19:30:00	33.14
Fiction 2 (sitcom)	00:35:00	3.78	00:35:00	4.05	00:00:00	0.00	00:35:00	3.95	01:45:00	2.97
Fiction 3 (films)	01:55:00	12.43	01:50:00	12.72	01:45:00	12.28	02:10:00	14.69	07:40:00	13.03
Fiction 4 (cartoons)	00:50:00	5.41	00:50:00	5.78	00:50:00	5.85	00:50:00	5.65	03:20:00	5.67
Fiction 5 (other)	00:25:00	2.70	00:25:00	2.89	00:25:00	2.92	00:25:00	2.82	01:40:00	2.83
Information society formats	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
TOTAL LENGHT	15:25:00		14:25:00		14:15:00		14:45:00		10:50:00	100.00
<i>Children</i>	00:35:00	3.78	00:35:00	4.05	00:35:00	4.09	00:35:00	3.95	02:20:00	3.97
<i>Youth</i>	01:20:00	8.65	01:20:00	9.25	01:20:00	9.36	01:20:00	9.04	05:20:00	9.07
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<i>Documentaries</i>	00:00:00	0.00	00:00:00	0.00	00:30:00	3.51	00:00:00	0.00	00:30:00	0.85
In house-production	03:10:00	20.54	00:40:00	4.62	00:40:00	4.68	00:40:00	4.52	05:10:00	8.78
Own production	02:50:00	18.38	02:50:00	19.65	02:50:00	19.88	02:50:00	19.21	11:20:00	19.26
Own production in prime time (19-23)	00:30:00	3.24	00:30:00	3.47	00:30:00	3.51	00:30:00	3.39	02:00:00	3.40
Purchased	08:10:00	52.97	09:40:00	67.05	09:30:00	66.67	10:00:00	67.80	13:20:00	63.46
European production	05:20:00	34.59	05:20:00	36.99	05:05:00	35.67	05:20:00	36.16	21:05:00	35.84
Independent production	03:10:00	20.54	03:10:00	21.97	03:40:00	25.73	03:10:00	21.47	13:10:00	22.38
First run	11:25:00	74.05	10:50:00	75.14	10:40:00	74.85	11:10:00	75.71	20:05:00	74.93
Reruns	04:00:00	25.95	03:35:00	24.86	03:35:00	25.15	03:35:00	24.29	14:45:00	25.07
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
Programs	21		21		21		22		85	

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	Mondays		Tuesdays		Wednesdays		Thursdays		Fridays		Saturdays		Sundays		TOTAL		12 categories	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	01:40:00	2.31	01:40:00	2.29	02:10:00	2.86	01:40:00	2.15	01:40:00	2.16	02:00:00	2.87	01:40:00	2.83	12:30:00	2.48	12:30:00	2.48
Information 1 (social)	08:00:00	11.09	05:40:00	7.78	04:00:00	5.27	03:15:00	4.18	00:00:00	0.00	00:50:00	1.20	00:00:00	0.00	21:45:00	4.31	27:00:00	5.35
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Information 3 (advice)	01:40:00	2.31	01:40:00	2.29	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:55:00	2.75	00:00:00	0.00	05:15:00	1.04		
Human Interest	05:35:00	7.74	06:40:00	9.15	09:20:00	12.31	05:40:00	7.30	08:10:00	10.56	06:50:00	9.82	07:00:00	11.90	49:15:00	9.77	49:15:00	9.77
Sport	01:50:00	2.54	01:15:00	1.72	01:15:00	1.65	04:50:00	6.22	01:20:00	1.72	02:40:00	3.83	03:45:00	6.37	16:55:00	3.35	16:55:00	3.35
Education, nature, science	00:50:00	1.15	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	03:40:00	5.27	00:40:00	1.13	05:10:00	1.02	05:10:00	1.02
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:20:00	3.00	00:00:00	0.00	08:00:00	11.50	00:30:00	0.85	10:50:00	2.15	10:50:00	2.15
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:20:00	3.35	00:00:00	0.00	02:20:00	0.46	02:20:00	0.46
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	03:40:00	5.08	03:40:00	5.03	03:40:00	4.84	01:40:00	2.15	01:40:00	2.16	01:00:00	1.44	02:00:00	3.40	17:20:00	3.44	67:00:00	13.29
Entertainment 2 (games)	05:20:00	7.39	05:30:00	7.55	05:20:00	7.03	05:05:00	6.55	05:20:00	6.90	09:40:00	13.89	05:40:00	9.63	41:55:00	8.31		
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	04:05:00	5.26	00:00:00	0.00	00:00:00	0.00	03:40:00	6.23	07:45:00	1.54		
Fiction 1 (serials, series)	26:25:00	36.61	22:35:00	31.01	32:25:00	42.75	22:30:00	28.97	29:20:00	37.93	15:10:00	21.80	19:30:00	33.14	167:55:00	33.30	233:40:00	46.34
Fiction 2 (sitcom)	00:00:00	0.00	01:45:00	2.40	00:00:00	0.00	00:00:00	0.00	00:30:00	0.65	01:35:00	2.28	01:45:00	2.97	05:35:00	1.11		
Fiction 3 (films)	01:50:00	2.54	06:55:00	9.50	00:00:00	0.00	06:55:00	8.91	06:55:00	8.94	04:35:00	6.59	07:40:00	13.03	34:50:00	6.91		
Fiction 4 (cartoons)	01:35:00	2.19	02:00:00	2.75	01:45:00	2.31	02:10:00	2.79	02:10:00	2.80	00:40:00	0.96	03:20:00	5.67	13:40:00	2.71		
Fiction 5 (other)	01:40:00	2.31	01:40:00	2.29	01:40:00	2.20	01:40:00	2.15	01:40:00	2.16	01:40:00	2.40	01:40:00	2.83	11:40:00	2.31		
Information society formats	11:35:00	16.05	11:50:00	16.25	14:15:00	18.79	15:50:00	20.39	18:35:00	24.03	07:00:00	10.06	00:00:00	0.00	79:05:00	15.68		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Commercial advertising	00:30:00	0.69	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.10		
Political advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Social and cultural advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Sponsor clips	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	79:35:00	15.78
TOTAL length	72:10:00	100.00	72:50:00	100.00	75:50:00	100.00	77:40:00	100.00	77:20:00	100.00	69:35:00	100.00	58:50:00	100.00	504:15:00	100.00	504:15:00	100.00
Children	02:20:00	3.23	02:20:00	3.20	02:20:00	3.08	02:20:00	3.00	02:20:00	3.02	02:20:00	3.35	02:20:00	3.97	16:20:00	3.24		
Youth	00:55:00	1.27	01:20:00	1.83	01:05:00	1.43	08:30:00	10.94	08:30:00	10.99	08:50:00	12.69	05:20:00	9.07	34:30:00	6.84		
In Russian	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	09:45:00	14.01	00:00:00	0.00	09:45:00	1.93		
Documentaries	06:50:00	9.47	02:00:00	2.75	02:00:00	2.64	07:35:00	9.76	02:00:00	2.59	06:50:00	9.82	00:30:00	0.85	27:45:00	5.50		
In house-production	14:05:00	19.52	17:35:00	24.14	20:45:00	27.36	22:20:00	28.76	20:35:00	26.62	12:00:00	17.25	05:10:00	8.78	112:30:00	22.31		
Own production	15:10:00	21.02	20:15:00	27.80	23:55:00	31.54	21:55:00	28.22	21:35:00	27.91	25:20:00	36.41	11:20:00	19.26	139:30:00	27.66		
Own production in prime time (19-23)	00:00:00	0.00	03:25:00	4.69	03:00:00	3.96	04:05:00	5.26	00:00:00	0.00	01:35:00	2.28	02:00:00	3.40	14:05:00	2.79		
Purchased	49:10:00	68.13	45:05:00	61.90	44:05:00	58.13	44:10:00	56.87	48:25:00	62.61	35:40:00	51.26	37:20:00	63.46	303:55:00	60.27		
European production	27:30:00	38.11	34:05:00	46.80	34:20:00	45.27	38:20:00	49.36	28:25:00	36.75	43:55:00	63.11	21:05:00	35.84	227:40:00	45.15		
Independent production	07:35:00	10.51	08:20:00	11.44	05:40:00	7.47	06:05:00	7.83	03:00:00	3.88	17:00:00	24.43	13:10:00	22.38	60:50:00	12.06		
First run	49:30:00	68.59	45:45:00	62.81	49:10:00	64.84	52:35:00	67.70	55:45:00	72.09	58:10:00	83.59	44:05:00	74.93	355:00:00	70.40		
Reruns	22:40:00	31.41	27:05:00	37.19	26:40:00	35.16	25:05:00	32.30	21:35:00	27.91	11:25:00	16.41	14:45:00	25.07	149:15:00	29.60		
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %		in %
Programs	###		###		###		###		###		###		###		###			

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	Week1		Week2		Week3		Week4		TOTAL		12 categories	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	02:45:00	2.16	03:15:00	2.58	03:15:00	2.60	03:15:00	2.57	12:30:00	2.48	12:30:00	2.48
Information 1 (social)	04:25:00	3.48	05:30:00	4.37	05:30:00	4.40	06:20:00	5.01	21:45:00	4.31	27:00:00	5.35
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Information 3 (advice)	01:15:00	0.98	01:20:00	1.06	01:20:00	1.07	01:20:00	1.05	05:15:00	1.04		
Human Interest	12:25:00	9.77	12:30:00	9.93	12:25:00	9.94	11:55:00	9.43	49:15:00	9.77	49:15:00	9.77
Sport	06:15:00	4.92	04:30:00	3.58	02:35:00	2.07	03:35:00	2.83	16:55:00	3.35	16:55:00	3.35
Education, nature, science	01:05:00	0.85	01:05:00	0.86	01:05:00	0.87	01:55:00	1.52	05:10:00	1.02	05:10:00	1.02
Infotainment	02:35:00	2.03	02:35:00	2.05	03:05:00	2.47	02:35:00	2.04	10:50:00	2.15	10:50:00	2.15
Culture and fine arts	00:45:00	0.59	00:45:00	0.60	00:50:00	0.67	00:00:00	0.00	02:20:00	0.46	02:20:00	0.46
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Entertainment 1	04:05:00	3.21	04:05:00	3.25	04:05:00	3.27	05:05:00	4.02	17:20:00	3.44	67:00:00	13.29
Entertainment 2 (games)	10:40:00	8.39	10:25:00	8.28	10:25:00	8.34	10:25:00	8.24	41:55:00	8.31		
Entertainment 3 (talk-show)	01:55:00	1.51	01:55:00	1.52	01:55:00	1.53	02:00:00	1.58	07:45:00	1.54		
Fiction 1 (serials, series)	41:45:00	32.85	41:55:00	33.31	41:50:00	33.49	42:25:00	33.55	167:55:00	33.30	233:40:00	46.34
Fiction 2 (sitcom)	01:25:00	1.11	01:25:00	1.13	00:50:00	0.67	01:55:00	1.52	05:35:00	1.11		
Fiction 3 (films)	08:25:00	6.62	08:30:00	6.75	08:15:00	6.60	09:40:00	7.65	34:50:00	6.91		
Fiction 4 (cartoons)	02:50:00	2.23	03:25:00	2.72	03:55:00	3.14	03:30:00	2.77	13:40:00	2.71		
Fiction 5 (other)	02:55:00	2.30	02:55:00	2.32	02:55:00	2.33	02:55:00	2.31	11:40:00	2.31		
Information society formats	21:35:00	16.98	19:45:00	15.70	20:40:00	16.54	17:05:00	13.51	79:05:00	15.68		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.40	00:30:00	0.10		
Political advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Social and cultural advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Sponsor clips	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	79:35:00	15.78
TOTAL length	127:05:00	100.00	125:50:00	100.00	124:55:00	100.00	126:25:00	100.00	504:15:00	100.00	504:15:00	100.00
<i>Children</i>	04:05:00	3.21	04:05:00	3.25	04:05:00	3.27	04:05:00	3.23	16:20:00	3.24		
<i>Youth</i>	07:10:00	5.64	09:30:00	7.55	10:00:00	8.01	07:50:00	6.20	34:30:00	6.84		
<i>In Russian</i>	02:25:00	1.90	02:30:00	1.99	02:25:00	1.93	02:25:00	1.91	09:45:00	1.93		
<i>Documentaries</i>	05:45:00	4.52	06:50:00	5.43	07:25:00	5.94	07:45:00	6.13	27:45:00	5.50		
In house-production	30:35:00	24.07	27:35:00	21.92	28:55:00	23.15	25:25:00	20.11	112:30:00	22.31		
Own production	36:35:00	28.79	34:55:00	27.75	35:45:00	28.62	32:15:00	25.51	139:30:00	27.66		
Own production in prime time (19-23)	03:20:00	2.62	03:30:00	2.78	03:35:00	2.87	03:40:00	2.90	14:05:00	2.79		
Purchased	74:40:00	58.75	76:05:00	60.46	74:20:00	59.51	78:50:00	62.36	303:55:00	60.27		
European production	58:15:00	45.84	55:15:00	43.91	57:25:00	45.96	56:45:00	44.89	227:40:00	45.15		
Independent production	15:00:00	11.80	15:05:00	11.99	15:35:00	12.47	15:10:00	12.00	60:50:00	12.06		
First run	89:10:00	70.16	87:55:00	69.87	88:55:00	71.18	89:00:00	70.40	355:00:00	70.40		
Reruns	37:55:00	29.84	37:55:00	30.13	36:00:00	28.82	37:25:00	29.60	149:15:00	29.60		
	00:00:00	in %	00:00:00	in %	00:00:00	in %	00:00:00	in %	hh:mm:ss	in %		in %
Programs	###		###		###		###		###			

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

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		12 categories	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	00:25:00	2.35	00:25:00	2.27	00:25:00	2.19	00:25:00	2.15	00:25:00	2.18	00:15:00	1.47	00:25:00	2.70	02:45:00	2.18	02:45:00	2.18
Information 1 (social)	02:00:00	11.27	01:25:00	7.73	01:00:00	5.26	01:05:00	5.58	00:00:00	0.00	00:50:00	4.90	00:00:00	0.00	06:20:00	5.03	07:40:00	6.08
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Information 3 (advice)	00:25:00	2.35	00:25:00	2.27	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.94	00:00:00	0.00	01:20:00	1.06		
Human Interest	01:25:00	7.98	01:40:00	9.09	02:20:00	12.28	01:25:00	7.30	02:10:00	11.35	01:45:00	10.29	01:45:00	11.35	12:30:00	9.92	12:30:00	9.92
Sport	00:05:00	0.47	00:05:00	0.45	00:35:00	3.07	01:35:00	8.15	00:05:00	0.44	00:40:00	3.92	03:30:00	22.70	06:35:00	5.22	06:35:00	5.22
Education, nature, science	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	5.39	00:10:00	1.08	01:05:00	0.86	01:05:00	0.86
Infotainment	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:35:00	3.00	00:00:00	0.00	02:00:00	11.76	00:00:00	0.00	02:35:00	2.05	02:35:00	2.05
Culture and fine arts	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	00:55:00	5.16	00:55:00	5.00	00:55:00	4.82	00:25:00	2.15	00:25:00	2.18	01:00:00	5.88	00:30:00	3.24	05:05:00	4.03	17:25:00	13.82
Entertainment 2 (games)	01:20:00	7.51	01:20:00	7.27	01:20:00	7.02	01:15:00	6.44	01:20:00	6.99	02:25:00	14.22	01:25:00	9.19	10:25:00	8.27		
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.15	00:00:00	0.00	00:00:00	0.00	00:55:00	5.95	01:55:00	1.52		
Fiction 1 (serials, series)	06:35:00	37.09	05:40:00	30.91	08:05:00	42.54	05:05:00	26.18	07:20:00	38.43	04:00:00	23.53	03:00:00	19.46	39:45:00	31.55	54:45:00	43.45
Fiction 2 (sitcom)	00:00:00	0.00	00:30:00	2.73	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:20:00	1.96	00:35:00	3.78	01:25:00	1.12		
Fiction 3 (films)	00:00:00	0.00	01:50:00	10.00	00:00:00	0.00	01:40:00	8.58	01:45:00	9.17	00:00:00	0.00	01:55:00	12.43	07:10:00	5.69		
Fiction 4 (cartoons)	00:35:00	3.29	00:35:00	3.18	00:10:00	0.88	00:35:00	3.00	00:35:00	3.06	00:10:00	0.98	00:50:00	5.41	03:30:00	2.78		
Fiction 5 (other)	00:25:00	2.35	00:25:00	2.27	00:25:00	2.19	00:25:00	2.15	00:25:00	2.18	00:25:00	2.45	00:25:00	2.70	02:55:00	2.31		
Information society formats	03:35:00	20.19	03:05:00	16.82	03:45:00	19.74	03:55:00	20.17	04:35:00	24.02	01:45:00	10.29	00:00:00	0.00	20:40:00	16.40		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00		
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00		
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00		
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	20:40:00	16.40
TOTAL length	17:45:00		18:20:00		19:00:00		19:25:00		19:05:00		17:00:00		15:25:00		126:00:00	100.00	126:00:00	100.00
Children	00:35:00	3.29	00:35:00	3.18	00:35:00	3.07	00:35:00	3.00	00:35:00	3.06	00:35:00	3.43	00:35:00	3.78	04:05:00	3.24		0.00
Youth	00:25:00	2.35	00:25:00	2.27	00:00:00	0.00	02:10:00	11.16	02:10:00	11.35	01:20:00	7.84	01:20:00	8.65	07:50:00	6.22		0.00
<i>In Russian</i>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:25:00	14.22	00:00:00	0.00	02:25:00	1.92		0.00
Documentaries	01:30:00	8.45	00:30:00	2.73	00:30:00	2.63	02:10:00	11.16	00:30:00	2.62	01:45:00	10.29	00:00:00	0.00	06:55:00	5.49		0.00
In house-production	04:05:00	23.00	04:35:00	25.00	05:15:00	27.63	05:55:00	30.47	05:05:00	26.64	02:25:00	14.22	03:10:00	20.54	30:30:00	24.21		0.00
Own production	04:30:00	25.35	05:15:00	28.64	06:10:00	32.46	05:25:00	27.90	05:20:00	27.95	06:20:00	37.25	02:50:00	18.38	35:50:00	28.44		0.00
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	5.45	00:45:00	3.95	01:00:00	5.15	00:00:00	0.00	00:20:00	1.96	00:30:00	3.24	03:35:00	2.84		0.00
Purchased	11:25:00	64.32	11:15:00	61.36	11:00:00	57.89	10:45:00	55.36	11:55:00	62.45	08:50:00	51.96	08:10:00	52.97	73:20:00	58.20		0.00
European production	07:35:00	42.72	10:05:00	55.00	08:50:00	46.49	09:35:00	49.36	06:55:00	36.24	11:35:00	68.14	05:20:00	34.59	59:55:00	47.55		0.00
Independent production	01:55:00	10.80	02:05:00	11.36	01:25:00	7.46	01:30:00	7.73	00:45:00	3.93	04:20:00	25.49	03:10:00	20.54	15:10:00	12.04		0.00
First run	12:10:00	68.54	11:45:00	64.09	12:15:00	64.47	13:20:00	68.67	13:40:00	71.62	14:00:00	82.35	11:25:00	74.05	88:35:00	70.30		0.00
Reruns	05:35:00	31.46	06:35:00	35.91	06:45:00	35.53	06:05:00	31.33	05:25:00	28.38	03:00:00	17.65	04:00:00	25.95	37:25:00	29.70		0.00
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	00:00:00	in %		in %
Programs	28		30		31		27		27		24		21		188			

KANAL 2 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	7 Days Week		Week1		Week2		Week3		Week4		TOTAL		12 categories	
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
News	02:45:00	2.18	02:45:00	2.16	03:15:00	2.58	03:15:00	2.60	03:15:00	2.57	12:30:00	2.48	12:30:00	2.48
Information 1 (social)	06:20:00	5.03	04:25:00	3.48	05:30:00	4.37	05:30:00	4.40	06:20:00	5.01	21:45:00	4.31	27:00:00	5.35
Information 2 (parliament)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Information 3 (advice)	01:20:00	1.06	01:15:00	0.98	01:20:00	1.06	01:20:00	1.07	01:20:00	1.05	05:15:00	1.04		
Human Interest	12:30:00	9.92	12:25:00	9.77	12:30:00	9.93	12:25:00	9.94	11:55:00	9.43	49:15:00	9.77	49:15:00	9.77
Sport	06:35:00	5.22	06:15:00	4.92	04:30:00	3.58	02:35:00	2.07	03:35:00	2.83	16:55:00	3.35	16:55:00	3.35
Education, nature, science	01:05:00	0.86	01:05:00	0.85	01:05:00	0.86	01:05:00	0.87	01:55:00	1.52	05:10:00	1.02	05:10:00	1.02
Infotainment	02:35:00	2.05	02:35:00	2.03	02:35:00	2.05	03:05:00	2.47	02:35:00	2.04	10:50:00	2.15	10:50:00	2.15
Culture and fine arts	00:00:00	0.00	00:45:00	0.59	00:45:00	0.60	00:50:00	0.67	00:00:00	0.00	02:20:00	0.46	02:20:00	0.46
Religion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 1 (serious)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Music 2 (light)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 1	05:05:00	4.03	04:05:00	3.21	04:05:00	3.25	04:05:00	3.27	05:05:00	4.02	17:20:00	3.44	67:00:00	13.29
Entertainment 2 (games)	10:25:00	8.27	10:40:00	8.39	10:25:00	8.28	10:25:00	8.34	10:25:00	8.24	41:55:00	8.31		
Entertainment 3 (talk-show)	01:55:00	1.52	01:55:00	1.51	01:55:00	1.52	01:55:00	1.53	02:00:00	1.58	07:45:00	1.54		
Fiction 1 (serials, series)	39:45:00	31.55	41:45:00	32.85	41:55:00	33.31	41:50:00	33.49	42:25:00	33.55	167:55:00	33.30	233:40:00	46.34
Fiction 2 (sitcom)	01:25:00	1.12	01:25:00	1.11	01:25:00	1.13	00:50:00	0.67	01:55:00	1.52	05:35:00	1.11		
Fiction 3 (films)	07:10:00	5.69	08:25:00	6.62	08:30:00	6.75	08:15:00	6.60	09:40:00	7.65	34:50:00	6.91		
Fiction 4 (cartoons)	03:30:00	2.78	02:50:00	2.23	03:25:00	2.72	03:55:00	3.14	03:30:00	2.77	13:40:00	2.71		
Fiction 5 (other)	02:55:00	2.31	02:55:00	2.30	02:55:00	2.32	02:55:00	2.33	02:55:00	2.31	11:40:00	2.31		
Information society formats	20:40:00	16.40	21:35:00	16.98	19:45:00	15.70	20:40:00	16.54	17:05:00	13.51	79:05:00	15.68		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.40	00:30:00	0.10		
Political advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Social and cultural advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Sponsor clips	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
TV shopping	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Other	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	79:35:00	15.78
TOTAL length	126:00:00	100.00	127:05:00	100.00	125:50:00	100.00	124:55:00	100.00	126:25:00	100.00	504:15:00	100.00	504:15:00	100.00
<i>Children</i>	04:05:00	3.24	04:05:00	3.21	04:05:00	3.25	04:05:00	3.27	04:05:00	3.23	16:20:00	3.24		
<i>Youth</i>	07:50:00	6.22	07:10:00	5.64	09:30:00	7.55	10:00:00	8.01	07:50:00	6.20	34:30:00	6.84		
<i>In Russian</i>	02:25:00	1.92	02:25:00	1.90	02:30:00	1.99	02:25:00	1.93	02:25:00	1.91	09:45:00	1.93		
<i>Documentaries</i>	06:55:00	5.49	05:45:00	4.52	06:50:00	5.43	07:25:00	5.94	07:45:00	6.13	27:45:00	5.50		
<i>In house-production</i>	30:30:00	24.21	30:35:00	24.07	27:35:00	21.92	28:55:00	23.15	25:25:00	20.11	112:30:00	22.31		
<i>Own production</i>	35:50:00	28.44	36:35:00	28.79	34:55:00	27.75	35:45:00	28.62	32:15:00	25.51	139:30:00	27.66		
<i>Own production in prime time (19-23)</i>	03:35:00	2.84	03:20:00	2.62	03:30:00	2.78	03:35:00	2.87	03:40:00	2.90	14:05:00	2.79		
<i>Purchased</i>	73:20:00	58.20	74:40:00	58.75	76:05:00	60.46	74:20:00	59.51	78:50:00	62.36	303:55:00	60.27		
<i>European production</i>	59:55:00	47.55	58:15:00	45.84	55:15:00	43.91	57:25:00	45.96	56:45:00	44.89	227:40:00	45.15		
<i>Independent production</i>	15:10:00	12.04	15:00:00	11.80	15:05:00	11.99	15:35:00	12.47	15:10:00	12.00	60:50:00	12.06		
<i>First run</i>	88:35:00	70.30	89:10:00	70.16	87:55:00	69.87	88:55:00	71.18	89:00:00	70.40	355:00:00	70.40		
<i>Reruns</i>	37:25:00	29.70	37:55:00	29.84	37:55:00	30.13	36:00:00	28.82	37:25:00	29.60	149:15:00	29.60		
	00:00:00	<i>in %</i>	00:00:00	<i>in %</i>	00:00:00	<i>in %</i>	00:00:00	<i>in %</i>	00:00:00	<i>in %</i>	<i>hh:mm:ss</i>	<i>in %</i>		<i>in %</i>
Programs	4512:00:00		4608:00:00		4560:00:00		4512:00:00		4632:00:00		18312:00:00		190:75	