

TV 3 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	00:43:20	00:43:34	00:44:42	00:46:25	00:42:02	00:08:43	00:40:26	04:29:12	04:29:12
Information 1 (social)	00:23:56	00:24:16	00:00:00	00:24:30	00:24:39	00:00:00	00:00:00	01:37:21	03:16:01
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)	00:00:00	00:22:18	00:00:00	00:00:00	00:00:00	00:25:16	00:51:06	01:38:40	
Human Interest	00:53:45	01:14:34	00:03:08	00:27:08	00:28:53	02:06:36	00:27:20	05:41:24	05:41:24
Sport	00:05:09	00:09:03	00:10:09	00:08:10	00:11:10	01:42:08	00:11:40	02:37:29	02:37:29
Education, nature, science	00:53:11	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:53:14	01:46:25	01:46:25
Infotainment	00:21:30	00:00:00	00:46:06	00:23:39	00:00:00	00:00:00	00:00:00	01:31:15	01:31:15
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	05:19:15
Music 2 (light)	01:07:06	01:00:27	01:05:20	01:02:14	01:04:08	00:00:00	00:00:00	05:19:15	
Entertainment 1	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	04:28:59
Entertainment 2 (games)	00:25:01	00:00:00	00:25:14	00:00:00	00:00:00	00:44:14	00:42:42	02:17:11	
Entertainment 3 (talk-show)	00:00:00	00:00:00	00:00:00	01:04:30	00:00:00	00:00:00	01:07:18	02:11:48	
Fiction 1 (serials, series)	08:59:56	08:56:22	07:55:21	09:51:03	08:21:18	01:23:55	05:58:43	51:26:38	82:56:09
Fiction 2 (sitcom)	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Fiction 3 (films)	01:32:06	01:58:21	03:36:12	00:00:00	03:55:23	07:49:23	03:33:55	22:25:20	
Fiction 4 (cartoons)	01:27:46	00:44:02	01:50:36	01:28:51	01:06:30	01:18:17	01:08:09	09:04:11	
Fiction 5 (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	
Information society formats	00:00:00	00:00:00	00:00:00	00:56:45	01:00:00	00:00:00	00:00:00	01:56:45	
Presentation and promotion	00:39:07	00:20:06	00:32:56	00:25:58	00:28:58	00:38:12	00:19:22	03:24:39	
Commercial advertising	01:01:00	01:10:26	00:53:54	01:11:35	01:01:13	00:43:18	00:59:31	07:00:57	
Political advertising	00:16:34	00:37:01	00:12:46	00:12:23	00:15:08	00:03:22	00:23:57	02:01:11	
Social and cultural advertising	00:02:00	00:03:26	00:04:20	00:02:40	00:00:20	00:05:29	00:01:33	00:19:48	
Sponsor clips	00:07:58	00:08:56	00:02:39	00:04:45	00:07:11	00:07:16	00:06:05	00:44:50	
TV shopping	00:39:55	00:42:25	00:45:07	00:45:03	00:42:30	00:45:19	00:45:44	05:06:03	
Other	00:00:00	01:35:28	00:00:00	00:23:46	01:13:35	00:11:20	00:13:54	03:38:03	24:12:16
TOTAL LENGTH	19:39:20	20:10:45	19:08:30	19:39:25	21:02:58	18:12:48	18:24:39	136:18:25	
Children	01:51:46	01:07:52	01:31:14	01:30:56	01:30:30	00:56:15	00:46:38	09:15:11	
Youth	01:07:06	01:00:27	01:05:20	01:02:14	01:04:08	00:00:00	00:11:21	05:30:36	
In Russian	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Documentaries	00:24:17	00:00:00	00:00:00	00:00:00	00:24:23	00:00:00	00:47:47	01:36:27	

TV 3 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	3.67	3.60	3.89	3.94	3.33	0.80	3.66	3.29	3.29
Information 1 (social)	2.03	2.00	0.00	2.08	1.95	0.00	0.00	1.19	2.40
Information 2 (parliament)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Information 3 (advice)	0.00	1.84	0.00	0.00	0.00	2.31	4.63	1.21	
Human Interest	4.56	6.16	0.27	2.30	2.29	11.58	2.47	4.17	4.17
Sport	0.44	0.75	0.88	0.69	0.88	9.35	1.06	1.93	1.93
Education, nature, science	4.51	0.00	0.00	0.00	0.00	0.00	4.82	1.30	1.30
Infotainment	1.82	0.00	4.01	2.01	0.00	0.00	0.00	1.12	1.12
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	3.90
Music 2 (light)	5.69	4.99	5.69	5.28	5.08	0.00	0.00	3.90	
Entertainment 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.29
Entertainment 2 (games)	2.12	0.00	2.20	0.00	0.00	4.05	3.87	1.68	
Entertainment 3 (talk-show)	0.00	0.00	0.00	5.47	0.00	0.00	6.09	1.61	
Fiction 1 (serials, series)	45.78	44.30	41.39	50.11	39.69	7.68	32.47	37.74	60.84
Fiction 2 (sitcom)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Fiction 3 (films)	7.81	9.77	18.82	0.00	18.64	42.95	19.37	16.45	
Fiction 4 (cartoons)	7.44	3.64	9.63	7.53	5.27	7.16	6.17	6.65	
Fiction 5 (other)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Information society formats	0.00	0.00	0.00	4.81	4.75	0.00	0.00	1.43	
Presentation and promotion	3.32	1.66	2.87	2.20	2.29	3.50	1.75	2.50	
Commercial advertising	5.17	5.82	4.69	6.07	4.85	3.96	5.39	5.15	
Political advertising	1.40	3.06	1.11	1.05	1.20	0.31	2.17	1.48	
Social and cultural advertising	0.17	0.28	0.38	0.23	0.03	0.50	0.14	0.24	
Sponsor clips	0.68	0.74	0.23	0.40	0.57	0.66	0.55	0.55	
TV shopping	3.38	3.50	3.93	3.82	3.37	4.15	4.14	3.74	
Other	0.00	7.88	0.00	2.02	5.83	1.04	1.26	2.67	17.76
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Children	9.48	5.61	7.94	7.71	7.17	5.15	4.22	6.79	
Youth	5.69	4.99	5.69	5.28	5.08	0.00	1.03	4.04	
In Russian	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Documentaries	2.06	0.00	0.00	0.00	1.93	0.00	4.33	1.18	

TV 3 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	01:32:10	03:13:33	01:30:55	03:48:42	03:14:12	03:16:23	03:05:16	19:41:11
Purchased	13:57:11	12:21:10	14:07:16	12:04:57	14:30:04	11:28:14	12:44:02	91:12:54
First run	13:45:32	11:45:29	13:29:20	13:47:15	14:49:45	14:37:16	12:48:26	95:03:03
Reruns	05:53:48	08:25:16	05:39:10	05:52:10	06:13:13	03:35:32	05:36:13	41:15:22
TOTAL LENGTH	19:39:20	20:10:45	19:08:30	19:39:25	21:02:58	18:12:48	18:24:39	136:18:25

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	19:39:20	20:10:45	19:08:30	19:39:25	21:02:58	18:12:48	18:24:39	136:18:25
Amount of time for EURO requirements	16:18:23	16:35:54	15:49:39	16:28:24	18:03:24	13:52:59	14:33:01	111:41:44
Own produced news (5%)	00:43:20	00:43:34	00:44:42	00:46:25	00:42:02	00:08:43	00:40:26	04:29:12
Own production (10 %)	03:01:07	04:57:09	02:27:30	05:08:30	04:15:50	03:10:04	02:20:49	25:20:59
Own prod. In prime time (50 % from actual own production)	00:07:55	00:53:36	00:30:48	01:54:23	00:29:08	00:16:16	00:05:22	04:17:28
5% MINIMUM requirement	00:48:55	00:49:48	00:47:29	00:49:25	00:54:10	00:41:39	00:43:39	05:35:05
European production (51 %)	03:51:26	05:49:22	06:03:42	05:54:35	04:15:50	03:35:04	03:10:13	32:40:12
Independent production (10 %)	02:17:26	02:36:13	01:51:26	02:38:09	01:54:50	02:28:46	00:25:32	14:12:22

TV 3 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	7.82	15.99	7.92	19.39	15.38	17.97	16.77	14.44
Purchased	70.99	61.22	73.77	61.47	68.89	62.98	69.17	66.92
First run	70.00	58.27	70.47	70.14	70.45	80.28	69.56	69.73
Reruns	30.00	41.73	29.53	29.86	29.55	19.72	30.44	30.27
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	82.96	82.25	82.69	83.80	85.78	76.22	79.03	81.94
Own produced news (5%)	3.67	3.60	3.89	3.94	3.33	0.80	3.66	3.29
Own production (10 %)	18.51	29.84	15.53	31.21	23.61	22.82	16.13	22.70
Own prod. In prime time (50 % from actual own production)	4.37	18.04	20.88	37.08	11.39	8.56	3.81	16.93
5% <i>MINIMUM requirement</i>	16.18	107.64	64.87	231.45	53.78	39.06	12.29	76.84
European production (51 %)	23.65	35.08	38.30	35.87	23.61	25.82	21.79	29.25
Independent production (10 %)	14.05	15.69	11.73	16.00	10.60	17.86	2.92	12.72

TV 3 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	00:04:31	00:04:30	00:04:21	00:04:09	00:04:32	00:03:22	00:04:12	00:29:37
Reformierakond	00:04:08	00:13:14	00:03:00	00:02:42	00:03:53	00:00:00	00:06:03	00:33:00
Keskerakond	00:04:36	00:11:01	00:04:55	00:02:17	00:03:19	00:00:00	00:13:42	00:39:50
Isamaaliit	00:02:11	00:03:20	00:00:30	00:02:20	00:01:35	00:00:00	00:00:00	00:09:56
Res publica	00:01:08	00:01:56	00:00:00	00:00:55	00:01:06	00:00:00	00:00:00	00:05:05
Möödukad	00:00:00	00:03:00	00:00:00	00:00:00	00:00:43	00:00:00	00:00:00	00:03:43
POLITICAL ADVERTISING	00:16:34	00:37:01	00:12:46	00:12:23	00:15:08	00:03:22	00:23:57	02:01:11

TV 3 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	27.26	12.16	34.07	33.51	29.96	100.00	17.54	24.44
Reformierakond	24.95	35.75	23.50	21.80	25.66	0.00	25.26	27.23
Keskerakond	27.77	29.76	38.51	18.44	21.92	0.00	57.20	32.87
Isamaaliit	13.18	9.00	3.92	18.84	10.46	0.00	0.00	8.20
Res publica	6.84	5.22	0.00	7.40	7.27	0.00	0.00	4.19
Möödukad	0.00	8.10	0.00	0.00	4.74	0.00	0.00	3.07
POLITICAL ADVERTISING	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

TV 3 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	37	37	32	38	38	24	28	234
Hours broadcast	21	21	20	21	23	19	19	38
Nr. of spots	64	68	57	62	59	49	58	107

TV 3 program structure 1-28 February 2003: Violations on the amount and placement of advertisements.

	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								
Violations of 12 minute rule	2	1	1	2	0	0	1	7
REAL Violations of 20 minute rule	17	17	11	13	14	8	12	92
Questionable violations of 20 minute rule (parts exist)	5	9	4	7	4	8	7	44
Violations of 30 minute rule	0	0	0	0	0	0	1	1
Violations of ONCE FOR 45 minute rule	1	0	2	0	1	0	0	4
Violations of AFTER 45 minute rule	2	1	5	0	5	5	5	23
Viol of separation of advertisement and program	0	0	0	0	0	0	0	0
Amount of advertising	7.25	9.61	6.04	7.52	6.61	4.94	8.11	7.18
Advertising + TVShopping	10.64	13.12	9.96	11.34	9.98	9.08	12.25	10.92