

TV 3 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 %
<b>News</b>	00:55:00	4.70	00:55:00	4.64	00:50:00	5.15	00:55:00	4.62	00:55:00	4.44	00:15:00	1.37	00:45:00	4.05	05:30:00	4.15
<b>Information 1 (social)</b>	00:30:00	2.56	00:30:00	2.53	00:00:00	0.00	00:30:00	2.52	00:25:00	2.02	00:00:00	0.00	00:00:00	0.00	01:55:00	1.44
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)	00:00:00	0.00	00:35:00	2.95	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.74	01:00:00	5.41	02:05:00	1.57
<b>Human Interest</b>	00:40:00	3.42	01:30:00	7.59	00:10:00	1.03	00:35:00	2.94	00:15:00	1.21	02:35:00	14.16	00:35:00	3.15	06:20:00	4.77
<b>Sport</b>	00:10:00	0.85	00:10:00	0.84	00:10:00	1.03	00:10:00	0.84	00:10:00	0.81	00:10:00	0.91	00:15:00	1.35	01:15:00	0.94
<b>Education, nature, science</b>	00:00:00	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	00:55:00	4.95	00:55:00	0.69
<b>Infotainment</b>	00:25:00	2.14	00:30:00	2.53	00:55:00	5.67	00:25:00	2.10	00:30:00	2.42	00:00:00	0.00	00:00:00	0.00	02:45:00	2.07
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	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
<b>Music 2 (light)</b>	01:10:00	5.98	01:10:00	5.91	01:10:00	7.22	01:10:00	5.88	01:10:00	5.65	00:00:00	0.00	00:00:00	0.00	05:50:00	4.40
<b>Entertainment 1</b>	00:00:00	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 2 (games)	00:35:00	2.99	00:00:00	0.00	00:25:00	2.58	00:00:00	0.00	00:00:00	0.00	00:50:00	4.57	01:00:00	5.41	02:50:00	2.14
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	6.72	00:00:00	0.00	00:00:00	0.00	01:10:00	6.31	02:30:00	1.88
<b>Fiction 1 (serials, series)</b>	11:20:00	58.12	10:35:00	53.59	10:10:00	62.89	11:10:00	56.30	09:45:00	47.18	01:45:00	9.59	06:45:00	36.49	61:30:00	46.36
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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 3 (films)	01:40:00	8.55	01:45:00	8.86	00:00:00	0.00	00:00:00	0.00	04:00:00	19.35	10:20:00	56.62	03:55:00	21.17	21:40:00	16.33
Fiction 4 (cartoons)	01:35:00	8.12	01:35:00	8.02	02:05:00	12.89	01:35:00	7.98	01:35:00	7.66	01:15:00	6.85	01:15:00	6.76	10:55:00	8.23
Fiction 5 (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
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.04	01:00:00	4.84	00:00:00	0.00	00:00:00	0.00	02:00:00	1.51
<b>Presentation and promotion</b>	00:00:00	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
<b>TV shopping</b>	00:30:00	2.56	00:30:00	2.53	00:15:00	1.55	00:30:00	2.52	00:30:00	2.42	00:35:00	3.20	00:35:00	3.15	03:25:00	2.58
<b>Other</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.52	00:25:00	2.02	00:00:00	0.00	00:20:00	1.80	01:15:00	0.94
<b>TOTAL LENGHT</b>	19:30:00		19:45:00		16:10:00		19:50:00		20:40:00		18:15:00		18:30:00		132:40:00	100.00
<i>Children</i>	01:35:00	8.12	01:35:00	8.02	01:35:00	9.79	01:35:00	7.98	01:35:00	7.66	00:50:00	4.57	00:50:00	4.50	09:35:00	7.22
<i>Youth</i>	01:10:00	5.98	01:10:00	5.91	01:10:00	7.22	01:10:00	5.88	01:10:00	5.65	00:00:00	0.00	00:30:00	2.70	06:20:00	4.77
<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	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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	7.21	01:20:00	1.01
In house-production	01:20:00	6.84	02:20:00	11.81	01:10:00	7.22	04:05:00	20.59	02:45:00	13.31	01:25:00	7.76	03:20:00	18.02	16:25:00	12.37
Own production	02:45:00	14.10	04:15:00	21.52	02:15:00	13.92	05:30:00	27.73	03:45:00	18.15	03:05:00	16.89	02:20:00	12.61	23:55:00	18.03
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	5.06	00:30:00	3.09	02:00:00	10.08	00:30:00	2.42	00:00:00	0.00	00:00:00	0.00	04:00:00	3.02
Purchased	15:05:00	77.35	14:25:00	73.00	12:30:00	77.32	13:15:00	66.81	15:50:00	76.61	13:55:00	76.26	13:50:00	74.77	98:50:00	74.50
European production	03:40:00	18.80	05:10:00	26.16	03:30:00	21.65	05:30:00	27.73	03:45:00	18.15	05:20:00	29.22	03:00:00	16.22	29:55:00	22.55
Independent production	02:30:00	12.82	03:00:00	15.19	02:05:00	12.89	03:00:00	15.13	02:30:00	12.10	02:55:00	15.98	00:30:00	2.70	16:30:00	12.44
First run	14:10:00	72.65	14:25:00	73.00	12:30:00	77.32	15:50:00	79.83	16:35:00	80.24	16:10:00	88.58	14:35:00	78.83	104:15:00	78.58
Reruns	05:20:00	27.35	05:20:00	27.00	03:40:00	22.68	04:00:00	20.17	04:05:00	19.76	02:05:00	11.42	03:55:00	21.17	28:25:00	21.42
	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	38		38		32		38		37		24		28		235	

TV 3 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 %
<b>News</b>	00:55:00	4.62	00:55:00	4.55	00:55:00	5.37	00:55:00	4.66	00:55:00	4.53	00:15:00	1.38	00:15:00	1.36	05:05:00	3.81
<b>Information 1 (social)</b>	00:30:00	2.52	00:30:00	2.48	00:00:00	0.00	00:30:00	2.54	00:25:00	2.06	00:00:00	0.00	00:00:00	0.00	01:55:00	1.44
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)	00:00:00	0.00	00:25:00	2.07	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.76	00:55:00	4.98	01:50:00	1.37
<b>Human Interest</b>	00:40:00	3.36	01:30:00	7.44	00:10:00	0.98	00:35:00	2.97	00:40:00	3.29	02:35:00	14.29	00:10:00	0.90	06:20:00	4.74
<b>Sport</b>	00:10:00	0.84	00:10:00	0.83	00:10:00	0.98	00:10:00	0.85	00:10:00	0.82	03:50:00	21.20	04:40:00	25.34	09:20:00	6.99
<b>Education, nature, science</b>	00:00:00	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	00:55:00	4.98	00:55:00	0.69
<b>Infotainment</b>	00:25:00	2.10	00:30:00	2.48	00:55:00	5.37	00:25:00	2.12	00:30:00	2.47	00:00:00	0.00	00:00:00	0.00	02:45:00	2.06
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	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
<b>Music 2 (light)</b>	01:10:00	5.88	01:10:00	5.79	01:10:00	6.83	01:10:00	5.93	01:10:00	5.76	00:00:00	0.00	00:00:00	0.00	05:50:00	4.37
<b>Entertainment 1</b>	00:00:00	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 2 (games)	00:35:00	2.94	00:00:00	0.00	00:25:00	2.44	00:00:00	0.00	00:00:00	0.00	00:50:00	4.61	01:00:00	5.43	02:50:00	2.12
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	6.78	00:00:00	0.00	00:00:00	0.00	01:20:00	7.24	02:40:00	2.00
<b>Fiction 1 (serials, series)</b>	11:20:00	57.14	10:35:00	52.48	08:55:00	52.20	11:00:00	55.93	09:20:00	46.09	01:55:00	10.60	05:15:00	28.51	58:20:00	43.70
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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 3 (films)	02:00:00	10.08	02:20:00	11.57	01:50:00	10.73	00:00:00	0.00	03:35:00	17.70	06:05:00	33.64	02:05:00	11.31	17:55:00	13.42
Fiction 4 (cartoons)	01:35:00	7.98	01:35:00	7.85	02:05:00	12.20	01:35:00	8.05	01:35:00	7.82	01:15:00	6.91	01:15:00	6.79	10:55:00	8.18
Fiction 5 (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
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.08	01:00:00	4.94	00:00:00	0.00	00:00:00	0.00	02:00:00	1.50
<b>Presentation and promotion</b>	00:00:00	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
<b>TV shopping</b>	00:30:00	2.52	00:30:00	2.48	00:30:00	2.93	00:30:00	2.54	00:30:00	2.47	00:35:00	3.23	00:35:00	3.17	03:40:00	2.75
<b>Other</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.54	00:25:00	2.06	00:15:00	1.38	00:00:00	0.00	01:10:00	0.87
<b>TOTAL LENGHT</b>	19:50:00		20:10:00		17:05:00		19:40:00		20:15:00		18:05:00		18:25:00		133:30:00	100.00
<i>Children</i>	01:35:00	7.98	01:35:00	7.85	01:35:00	9.27	01:35:00	8.05	02:00:00	9.88	00:50:00	4.61	00:50:00	4.52	10:00:00	7.49
<i>Youth</i>	01:10:00	5.88	01:10:00	5.79	01:10:00	6.83	01:10:00	5.93	01:10:00	5.76	00:00:00	0.00	00:30:00	2.71	06:20:00	4.74
<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	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	00:00:00	0.00	00:00:00	0.00	00:25:00	2.06	00:00:00	0.00	00:55:00	4.98	01:20:00	1.00
In house-production	01:20:00	6.72	02:10:00	10.74	01:15:00	7.32	04:05:00	20.76	02:45:00	13.58	05:05:00	28.11	06:50:00	37.10	23:30:00	17.60
Own production	02:45:00	13.87	04:05:00	20.25	02:15:00	13.17	05:30:00	27.97	03:45:00	18.52	03:05:00	17.05	02:25:00	13.12	23:50:00	17.85
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	4.96	00:30:00	2.93	02:00:00	10.17	00:30:00	2.47	00:00:00	0.00	00:30:00	2.71	04:30:00	3.37
Purchased	15:25:00	77.73	15:00:00	74.38	13:20:00	78.05	13:05:00	66.53	15:25:00	76.13	10:05:00	55.76	11:05:00	60.18	93:25:00	69.98
European production	03:40:00	18.49	05:00:00	24.79	04:05:00	23.90	06:25:00	32.63	03:45:00	18.52	03:35:00	19.82	02:40:00	14.48	29:10:00	21.85
Independent production	02:30:00	12.61	03:00:00	14.88	02:05:00	12.20	03:00:00	15.25	02:30:00	12.35	02:55:00	16.13	00:30:00	2.71	16:30:00	12.36
First run	14:55:00	75.21	15:00:00	74.38	13:05:00	76.59	15:40:00	79.66	16:10:00	79.84	15:35:00	86.18	15:55:00	86.43	106:20:00	79.65
Reruns	04:55:00	24.79	05:10:00	25.62	04:00:00	23.41	04:00:00	20.34	04:05:00	20.16	02:30:00	13.82	02:30:00	13.57	27:10:00	20.35
	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	37		38		34		38		37		29		28		241	

TV 3 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 %
<b>News</b>	00:55:00	4.64	00:55:00	4.62	00:55:00	4.74	00:55:00	4.58	00:55:00	4.35	00:15:00	1.31	00:15:00	1.30	05:05:00	3.67
<b>Information 1 (social)</b>	00:25:00	2.11	00:30:00	2.52	00:00:00	0.00	00:30:00	2.50	00:25:00	1.98	00:00:00	0.00	00:00:00	0.00	01:50:00	1.33
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)	00:00:00	0.00	00:25:00	2.10	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.62	00:55:00	4.76	01:50:00	1.33
<b>Human Interest</b>	01:10:00	5.91	01:55:00	9.66	00:35:00	3.02	01:25:00	7.08	00:40:00	3.16	02:35:00	13.54	00:35:00	3.03	08:55:00	6.45
<b>Sport</b>	00:10:00	0.84	00:10:00	0.84	02:40:00	13.79	00:10:00	0.83	00:10:00	0.79	02:00:00	10.48	02:00:00	10.39	07:20:00	5.30
<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:25:00	2.16	00:25:00	2.08	00:00:00	0.00	00:00:00	0.00	00:55:00	4.76	01:45:00	1.27
<b>Infotainment</b>	00:25:00	2.11	00:00:00	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	00:25:00	0.30
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	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
<b>Music 2 (light)</b>	01:10:00	5.91	01:10:00	5.88	01:10:00	6.03	01:10:00	5.83	01:10:00	5.53	00:00:00	0.00	00:00:00	0.00	05:50:00	4.22
<b>Entertainment 1</b>	00:00:00	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 2 (games)	00:35:00	2.95	00:00:00	0.00	00:25:00	2.16	00:00:00	0.00	00:00:00	0.00	00:50:00	4.37	01:00:00	5.19	02:50:00	2.05
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	6.67	00:00:00	0.00	00:00:00	0.00	01:10:00	6.06	02:30:00	1.81
<b>Fiction 1 (series, series)</b>	10:55:00	55.27	10:10:00	51.26	08:30:00	43.97	10:25:00	52.08	09:20:00	44.27	03:10:00	16.59	05:40:00	29.44	58:10:00	42.05
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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Fiction 3 (films)	01:55:00	9.70	02:00:00	10.08	01:35:00	8.19	00:00:00	0.00	04:25:00	20.95	06:50:00	35.81	04:35:00	23.81	21:20:00	15.42
Fiction 4 (cartoons)	01:35:00	8.02	01:35:00	7.98	01:40:00	8.62	01:10:00	5.83	01:10:00	5.53	01:15:00	6.55	01:15:00	6.49	09:40:00	6.99
Fiction 5 (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
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.00	01:00:00	4.74	00:00:00	0.00	00:00:00	0.00	02:00:00	1.45
<b>Presentation and promotion</b>	00:00:00	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	00:20:00	1.73	00:20:00	0.24
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:30:00	2.53	00:30:00	2.52	00:30:00	2.59	00:30:00	2.50	00:30:00	2.37	00:35:00	3.06	00:35:00	3.03	03:40:00	2.65
<b>Other</b>	00:00:00	0.00	00:30:00	2.52	00:55:00	4.74	01:00:00	5.00	01:20:00	6.32	01:05:00	5.68	00:00:00	0.00	04:50:00	3.49
<b>TOTAL LENGHT</b>	19:45:00		19:50:00		19:20:00		20:00:00		21:05:00		19:05:00		19:15:00		138:20:00	100.00
<i>Children</i>	02:00:00	10.13	02:00:00	10.08	01:35:00	8.19	01:35:00	7.92	01:35:00	7.51	00:50:00	4.37	00:50:00	4.33	10:25:00	7.53
<i>Youth</i>	01:10:00	5.91	01:10:00	5.88	01:10:00	6.03	01:10:00	5.83	01:10:00	5.53	00:00:00	0.00	00:30:00	2.60	06:20:00	4.58
<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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<i>Documentaries</i>	00:25:00	2.11	00:25:00	2.10	00:50:00	4.31	01:15:00	6.25	00:25:00	1.98	00:00:00	0.00	01:20:00	6.93	04:40:00	3.37
In house-production	01:25:00	7.17	02:40:00	13.45	02:10:00	11.21	04:35:00	22.92	03:15:00	15.42	04:20:00	22.71	04:05:00	21.21	22:30:00	16.27
Own production	02:45:00	13.92	04:05:00	20.59	02:15:00	11.64	05:35:00	27.92	04:10:00	19.76	04:10:00	21.83	02:15:00	11.69	25:15:00	18.25
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	5.04	00:30:00	2.59	02:30:00	12.50	00:30:00	2.37	01:05:00	5.68	00:30:00	2.60	06:05:00	4.40
Purchased	15:20:00	77.64	14:40:00	73.95	15:35:00	80.60	13:20:00	66.67	15:50:00	75.10	11:50:00	62.01	14:20:00	74.46	100:55:00	72.95
European production	03:40:00	18.57	06:50:00	34.45	02:15:00	11.64	06:30:00	32.50	04:10:00	19.76	06:45:00	35.37	02:30:00	12.99	32:40:00	23.61
Independent production	02:25:00	12.24	02:30:00	12.61	01:10:00	6.03	02:35:00	12.92	02:00:00	9.49	02:55:00	15.28	00:30:00	2.60	14:05:00	10.18
First run	14:50:00	75.11	14:30:00	73.11	15:20:00	79.31	16:25:00	82.08	16:35:00	78.66	14:35:00	76.42	16:10:00	83.98	108:25:00	78.37
Reruns	04:55:00	24.89	05:20:00	26.89	04:00:00	20.69	03:35:00	17.92	04:30:00	21.34	04:30:00	23.58	03:05:00	16.02	29:55:00	21.63
	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	37		38		36		37		38		24		29		239	

TV 3 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 %
<b>News</b>	00:30:00	2.58	00:55:00	4.56	00:55:00	4.58	00:55:00	4.62	00:55:00	4.37	00:15:00	1.37	00:45:00	4.19	05:10:00	3.79
<b>Information 1 (social)</b>	00:25:00	2.15	00:30:00	2.49	00:00:00	0.00	00:30:00	2.52	00:25:00	1.98	00:00:00	0.00	00:00:00	0.00	01:50:00	1.34
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)	00:00:00	0.00	00:25:00	2.07	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.74	00:55:00	5.12	01:50:00	1.34
<b>Human Interest</b>	00:15:00	1.29	01:25:00	7.05	00:10:00	0.83	00:35:00	2.94	02:35:00	12.30	02:35:00	14.16	00:10:00	0.93	07:45:00	5.68
<b>Sport</b>	00:10:00	0.86	00:10:00	0.83	03:25:00	17.08	00:10:00	0.84	00:10:00	0.79	02:00:00	10.96	00:15:00	1.40	06:20:00	4.64
<b>Education, nature, science</b>	00:55:00	4.72	00:00:00	0.00	00:25:00	2.08	00:25:00	2.10	00:00:00	0.00	00:00:00	0.00	00:55:00	5.12	02:40:00	1.95
<b>Infotainment</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	1.98	00:00:00	0.00	00:00:00	0.00	00:25:00	0.31
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	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
<b>Music 2 (light)</b>	00:00:00	0.00	01:10:00	5.81	01:10:00	5.83	01:10:00	5.88	01:10:00	5.56	00:00:00	0.00	00:00:00	0.00	04:40:00	3.42
<b>Entertainment 1</b>	00:00:00	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 2 (games)	00:35:00	3.00	00:00:00	0.00	00:25:00	2.08	00:00:00	0.00	00:00:00	0.00	00:50:00	4.57	01:00:00	5.58	02:50:00	2.08
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	6.72	00:00:00	0.00	00:00:00	0.00	01:10:00	6.51	02:30:00	1.83
<b>Fiction 1 (serials, series)</b>	07:25:00	38.20	10:10:00	50.62	08:30:00	42.50	10:15:00	51.68	08:00:00	38.10	01:35:00	8.68	05:50:00	32.56	51:45:00	37.91
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:30:00	2.50	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.37
Fiction 3 (films)	07:55:00	40.77	02:20:00	11.62	01:30:00	7.50	00:00:00	0.00	03:20:00	15.87	08:30:00	46.58	04:25:00	24.65	28:00:00	20.51
Fiction 4 (cartoons)	00:45:00	3.86	00:45:00	3.73	01:30:00	7.50	01:30:00	7.56	01:10:00	5.56	01:15:00	6.85	01:15:00	6.98	08:10:00	5.98
Fiction 5 (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
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.04	01:00:00	4.76	00:00:00	0.00	00:00:00	0.00	02:00:00	1.47
<b>Presentation and promotion</b>	00:00:00	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	00:25:00	2.33	00:25:00	0.31
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	00:20:00	1.86	00:20:00	0.24
Political advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:30:00	2.58	00:30:00	2.49	00:30:00	2.50	00:30:00	2.52	00:30:00	2.38	00:30:00	2.74	00:30:00	2.79	03:30:00	2.56
<b>Other</b>	00:00:00	0.00	01:45:00	8.71	01:00:00	5.00	01:30:00	7.56	01:20:00	6.35	00:15:00	1.37	00:00:00	0.00	05:50:00	4.27
<b>TOTAL LENGHT</b>	19:25:00		20:05:00		20:00:00		19:50:00		21:00:00		18:15:00		17:55:00		136:30:00	100.00
<i>Children</i>	01:10:00	6.01	01:10:00	5.81	01:55:00	9.58	01:55:00	9.66	01:35:00	7.54	00:50:00	4.57	00:50:00	4.65	09:25:00	6.90
<i>Youth</i>	00:00:00	0.00	01:10:00	5.81	01:10:00	5.83	01:10:00	5.88	01:10:00	5.56	00:00:00	0.00	00:30:00	2.79	05:10:00	3.79
<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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<i>Documentaries</i>	00:55:00	4.72	00:00:00	0.00	00:25:00	2.08	00:25:00	2.10	02:20:00	11.11	00:00:00	0.00	00:55:00	5.12	05:00:00	3.66
In house-production	00:55:00	4.72	03:25:00	17.01	02:15:00	11.25	05:05:00	25.63	03:40:00	17.46	03:15:00	17.81	04:10:00	23.26	22:45:00	16.67
Own production	00:40:00	3.43	05:15:00	26.14	02:20:00	11.67	06:05:00	30.67	04:10:00	19.84	03:05:00	16.89	02:15:00	12.56	23:50:00	17.46
Own production in prime time (19-23)	00:00:00	0.00	01:00:00	4.98	00:30:00	2.50	02:30:00	12.61	00:30:00	2.38	00:00:00	0.00	00:30:00	2.79	05:00:00	3.66
Purchased	17:30:00	90.13	13:45:00	68.46	16:10:00	80.83	12:40:00	63.87	15:45:00	75.00	12:05:00	66.21	13:20:00	74.42	101:15:00	74.18
European production	01:25:00	7.30	06:10:00	30.71	02:20:00	11.67	07:00:00	35.29	07:30:00	35.71	03:35:00	19.63	03:20:00	18.60	31:20:00	22.95
Independent production	00:25:00	2.15	02:55:00	14.52	01:10:00	5.83	02:35:00	13.03	02:00:00	9.52	02:55:00	15.98	00:30:00	2.79	12:30:00	9.16
First run	15:30:00	79.83	13:40:00	68.05	15:55:00	79.58	15:45:00	79.41	16:30:00	78.57	16:15:00	89.04	14:50:00	82.79	108:25:00	79.43
Reruns	03:55:00	20.17	06:25:00	31.95	04:05:00	20.42	04:05:00	20.59	04:30:00	21.43	02:00:00	10.96	03:05:00	17.21	28:05:00	20.57
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 %
	27		37		37		38		37		24		27		227	

TV 3 program structure 1-28 February 2003: TV Guide analysis

TV 3 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		CATEGORY	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 %
<b>News</b>	00:55:00	4.70	00:55:00	4.62	00:55:00	4.64	00:30:00	2.58	03:15:00	4.14	<b>News</b>	00:55:00	4.64	00:55:00	4.55	00:55:00	4.62	00:55:00	4.56	03:40:00	4.59
<b>Information 1 (social)</b>	00:30:00	2.56	00:30:00	2.52	00:25:00	2.11	00:25:00	2.15	01:50:00	2.34	<b>Information 1 (social)</b>	00:30:00	2.53	00:30:00	2.48	00:30:00	2.52	00:30:00	2.49	02:00:00	2.51
<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information 3 (advice)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 3 (advice)</b>	00:35:00	2.95	00:25:00	2.07	00:25:00	2.10	00:25:00	2.07	01:50:00	2.30
<b>Human Interest</b>	00:40:00	3.42	00:40:00	3.36	01:10:00	5.91	00:15:00	1.29	02:45:00	3.50	<b>Human Interest</b>	01:30:00	7.59	01:30:00	7.44	01:55:00	9.66	01:25:00	7.05	06:20:00	7.93
<b>Sport</b>	00:10:00	0.85	00:10:00	0.84	00:10:00	0.84	00:10:00	0.86	00:40:00	0.85	<b>Sport</b>	00:10:00	0.84	00:10:00	0.83	00:10:00	0.84	00:10:00	0.83	00:40:00	0.84
<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:55:00	4.72	00:55:00	1.17	<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Infotainment</b>	00:25:00	2.14	00:25:00	2.10	00:25:00	2.11	00:00:00	0.00	01:15:00	1.59	<b>Infotainment</b>	00:30:00	2.53	00:30:00	2.48	00:00:00	0.00	00:00:00	0.00	01:00:00	1.25
<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 2 (light)</b>	01:10:00	5.98	01:10:00	5.88	01:10:00	5.91	00:00:00	0.00	03:30:00	4.46	<b>Music 2 (light)</b>	01:10:00	5.91	01:10:00	5.79	01:10:00	5.88	01:10:00	5.81	04:40:00	5.85
<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 2 (games)</b>	00:35:00	2.99	00:35:00	2.94	00:35:00	2.95	00:35:00	3.00	02:20:00	2.97	<b>Entertainment 2 (games)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 3 (talk-show)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 3 (talk-show)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 1 (serials, series)</b>	11:20:00	58.12	11:20:00	57.14	10:55:00	55.27	07:25:00	38.20	17:00:00	52.23	<b>Fiction 1 (serials, series)</b>	10:35:00	53.59	10:35:00	52.48	10:10:00	51.26	10:10:00	50.62	17:30:00	51.98
<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 3 (films)</b>	01:40:00	8.55	02:00:00	10.08	01:55:00	9.70	07:55:00	40.77	13:30:00	17.20	<b>Fiction 3 (films)</b>	01:45:00	8.86	02:20:00	11.57	02:00:00	10.08	02:20:00	11.62	08:25:00	10.54
<b>Fiction 4 (cartoons)</b>	01:35:00	8.12	01:35:00	7.98	01:35:00	8.02	00:45:00	3.86	05:30:00	7.01	<b>Fiction 4 (cartoons)</b>	01:35:00	8.02	01:35:00	7.85	01:35:00	7.98	00:45:00	3.73	05:30:00	6.89
<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:30:00	2.56	00:30:00	2.52	00:30:00	2.53	00:30:00	2.58	02:00:00	2.55	<b>TV shopping</b>	00:30:00	2.53	00:30:00	2.48	00:30:00	2.52	00:30:00	2.49	02:00:00	2.51
<b>Other</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Other</b>	00:00:00	0.00	00:00:00	0.00	00:30:00	2.52	01:45:00	8.71	02:15:00	2.82
<b>TOTAL LENGHT</b>	<b>19:30:00</b>		<b>19:50:00</b>		<b>19:45:00</b>		<b>19:25:00</b>		<b>06:30:00</b>	<b>100.00</b>	<b>TOTAL LENGHT</b>	<b>19:45:00</b>		<b>20:10:00</b>		<b>19:50:00</b>		<b>20:05:00</b>		<b>07:50:00</b>	<b>100.00</b>
<i>Children</i>	01:35:00	8.12	01:35:00	7.98	02:00:00	10.13	01:10:00	6.01	06:20:00	8.07	<i>Children</i>	01:35:00	8.02	01:35:00	7.85	02:00:00	10.08	01:10:00	5.81	06:20:00	7.93
<i>Youth</i>	01:10:00	5.98	01:10:00	5.88	01:10:00	5.91	00:00:00	0.00	03:30:00	4.46	<i>Youth</i>	01:10:00	5.91	01:10:00	5.79	01:10:00	5.88	01:10:00	5.81	04:40:00	5.85
<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>	00:00:00	0.00	00:00:00	0.00	00:25:00	2.11	00:55:00	4.72	01:20:00	1.70	<i>Documentaries</i>	00:00:00	0.00	00:00:00	0.00	00:25:00	2.10	00:00:00	0.00	00:25:00	0.52
<b>In house-production</b>	01:20:00	6.84	01:20:00	6.72	01:25:00	7.17	00:55:00	4.72	05:00:00	6.37	<b>In house-production</b>	02:20:00	11.81	02:10:00	10.74	02:40:00	13.45	03:25:00	17.01	10:35:00	13.26
<b>Own production</b>	02:45:00	14.10	02:45:00	13.87	02:45:00	13.92	00:40:00	3.43	08:55:00	11.36	<b>Own production</b>	04:15:00	21.52	04:05:00	20.25	04:05:00	20.59	05:15:00	26.14	17:40:00	22.13
<b>Own production in prime time (19-23)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Own production in prime time (19-23)</b>	01:00:00	5.06	01:00:00	4.96	01:00:00	5.04	01:00:00	4.98	04:00:00	5.01
<b>Purchased</b>	15:05:00	77.35	15:25:00	77.73	15:20:00	77.64	17:30:00	90.13	15:20:00	80.68	<b>Purchased</b>	14:25:00	73.00	15:00:00	74.38	14:40:00	73.95	13:45:00	68.46	09:50:00	72.44
<b>European production</b>	03:40:00	18.80	03:40:00	18.49	03:40:00	18.57	01:25:00	7.30	12:25:00	15.82	<b>European production</b>	05:10:00	26.16	05:00:00	24.79	06:50:00	34.45	06:10:00	30.71	23:10:00	29.02
<b>Independent production</b>	02:30:00	12.82	02:30:00	12.61	02:25:00	12.24	00:25:00	2.15	07:50:00	9.98	<b>Independent production</b>	03:00:00	15.19	03:00:00	14.88	02:30:00	12.61	02:55:00	14.52	11:25:00	14.30
<b>First run</b>	14:10:00	72.65	14:55:00	75.21	14:50:00	75.11	15:30:00	79.83	11:25:00	75.69	<b>First run</b>	14:25:00	73.00	15:00:00	74.38	14:30:00	73.11	13:40:00	68.05	09:35:00	72.13
<b>Reruns</b>	05:20:00	27.35	04:55:00	24.79	04:55:00	24.89	03:55:00	20.17	19:05:00	24.31	<b>Reruns</b>	05:20:00	27.00	05:10:00	25.62	05:20:00	26.89	06:25:00	31.95	22:15:00	27.87
	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 %
<b>Programs</b>	<b>38</b>		<b>37</b>		<b>37</b>		<b>27</b>		<b>139</b>		<b>Programs</b>	<b>38</b>		<b>38</b>		<b>38</b>		<b>37</b>		<b>151</b>	

TV 3 program structure 1-28 February 2003: TV Guide analysis

TV 3 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 %
<b>News</b>	00:50:00	5.15	00:55:00	5.37	00:55:00	4.74	00:55:00	4.58	03:35:00	4.94	<b>News</b>	00:55:00	4.62	00:55:00	4.66	00:55:00	4.58	00:55:00	4.62	03:40:00	4.62
<b>Information 1 (social)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 1 (social)</b>	00:30:00	2.52	00:30:00	2.54	00:30:00	2.50	00:30:00	2.52	02:00:00	2.52
<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information 3 (advice)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 3 (advice)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Human Interest</b>	00:10:00	1.03	00:10:00	0.98	00:35:00	3.02	00:10:00	0.83	01:05:00	1.49	<b>Human Interest</b>	00:35:00	2.94	00:35:00	2.97	01:25:00	7.08	00:35:00	2.94	03:10:00	3.99
<b>Sport</b>	00:10:00	1.03	00:10:00	0.98	02:40:00	13.79	03:25:00	17.08	06:25:00	8.84	<b>Sport</b>	00:10:00	0.84	00:10:00	0.85	00:10:00	0.83	00:10:00	0.84	00:40:00	0.84
<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:25:00	2.16	00:25:00	2.08	00:50:00	1.15	<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:25:00	2.08	00:25:00	2.10	00:50:00	1.05
<b>Infotainment</b>	00:55:00	5.67	00:55:00	5.37	00:00:00	0.00	00:00:00	0.00	01:50:00	2.53	<b>Infotainment</b>	00:25:00	2.10	00:25:00	2.12	00:00:00	0.00	00:00:00	0.00	00:50:00	1.05
<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 2 (light)</b>	01:10:00	7.22	01:10:00	6.83	01:10:00	6.03	01:10:00	5.83	04:40:00	6.43	<b>Music 2 (light)</b>	01:10:00	5.88	01:10:00	5.93	01:10:00	5.83	01:10:00	5.88	04:40:00	5.88
<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 2 (games)</b>	00:25:00	2.58	00:25:00	2.44	00:25:00	2.16	00:25:00	2.08	01:40:00	2.30	<b>Entertainment 2 (games)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 3 (talk-show)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 3 (talk-show)</b>	01:20:00	6.72	01:20:00	6.78	01:20:00	6.67	01:20:00	6.72	05:20:00	6.72
<b>Fiction 1 (serials, series)</b>	10:10:00	62.89	08:55:00	52.20	08:30:00	43.97	08:30:00	42.50	12:05:00	49.71	<b>Fiction 1 (serials, series)</b>	11:10:00	56.30	11:00:00	55.93	10:25:00	52.08	10:15:00	51.68	18:50:00	53.99
<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.50	00:30:00	0.69	<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 3 (films)</b>	00:00:00	0.00	01:50:00	10.73	01:35:00	8.19	01:30:00	7.50	04:55:00	6.77	<b>Fiction 3 (films)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 4 (cartoons)</b>	02:05:00	12.89	02:05:00	12.20	01:40:00	8.62	01:30:00	7.50	07:20:00	10.10	<b>Fiction 4 (cartoons)</b>	01:35:00	7.98	01:35:00	8.05	01:10:00	5.83	01:30:00	7.56	05:50:00	7.35
<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information society formats</b>	01:00:00	5.04	01:00:00	5.08	01:00:00	5.00	01:00:00	5.04	04:00:00	5.04
<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:15:00	1.55	00:30:00	2.93	00:30:00	2.59	00:30:00	2.50	01:45:00	2.41	<b>TV shopping</b>	00:30:00	2.52	00:30:00	2.54	00:30:00	2.50	00:30:00	2.52	02:00:00	2.52
<b>Other</b>	00:00:00	0.00	00:00:00	0.00	00:55:00	4.74	01:00:00	5.00	01:55:00	2.64	<b>Other</b>	00:30:00	2.52	00:30:00	2.54	01:00:00	5.00	01:30:00	7.56	03:30:00	4.41
<b>TOTAL LENGHT</b>	<b>16:10:00</b>		<b>17:05:00</b>		<b>19:20:00</b>		<b>20:00:00</b>		<b>00:35:00</b>	<b>100.00</b>	<b>TOTAL LENGHT</b>	<b>19:50:00</b>		<b>19:40:00</b>		<b>20:00:00</b>		<b>19:50:00</b>		<b>07:20:00</b>	<b>100.00</b>
<b>Children</b>	01:35:00	9.79	01:35:00	9.27	01:35:00	8.19	01:55:00	9.58	06:40:00	9.18	<b>Children</b>	01:35:00	7.98	01:35:00	8.05	01:35:00	7.92	01:55:00	9.66	06:40:00	8.40
<b>Youth</b>	01:10:00	7.22	01:10:00	6.83	01:10:00	6.03	01:10:00	5.83	04:40:00	6.43	<b>Youth</b>	01:10:00	5.88	01:10:00	5.93	01:10:00	5.83	01:10:00	5.88	04:40:00	5.88
<b>In Russian</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>In Russian</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Documentaries</b>	00:00:00	0.00	00:00:00	0.00	00:50:00	4.31	00:25:00	2.08	01:15:00	1.72	<b>Documentaries</b>	00:00:00	0.00	00:00:00	0.00	01:15:00	6.25	00:25:00	2.10	01:40:00	2.10
<b>In house-production</b>	01:10:00	7.22	01:15:00	7.32	02:10:00	11.21	02:15:00	11.25	06:50:00	9.41	<b>In house-production</b>	04:05:00	20.59	04:05:00	20.76	04:35:00	22.92	05:05:00	25.63	17:50:00	22.48
<b>Own production</b>	02:15:00	13.92	02:15:00	13.17	02:15:00	11.64	02:20:00	11.67	09:05:00	12.51	<b>Own production</b>	05:30:00	27.73	05:30:00	27.97	05:35:00	27.92	06:05:00	30.67	22:40:00	28.57
<b>Own production in prime time (19-23)</b>	00:30:00	3.09	00:30:00	2.93	00:30:00	2.59	00:30:00	2.50	02:00:00	2.76	<b>Own production in prime time (19-23)</b>	02:00:00	10.08	02:00:00	10.17	02:30:00	12.50	02:30:00	12.61	09:00:00	11.34
<b>Purchased</b>	12:30:00	77.32	13:20:00	78.05	15:35:00	80.60	16:10:00	80.83	09:35:00	79.33	<b>Purchased</b>	13:15:00	66.81	13:05:00	66.53	13:20:00	66.67	12:40:00	63.87	04:20:00	65.97
<b>European production</b>	03:30:00	21.65	04:05:00	23.90	02:15:00	11.64	02:20:00	11.67	12:10:00	16.76	<b>European production</b>	05:30:00	27.73	06:25:00	32.63	06:30:00	32.50	07:00:00	35.29	01:25:00	32.04
<b>Independent production</b>	02:05:00	12.89	02:05:00	12.20	01:10:00	6.03	01:10:00	5.83	06:30:00	8.96	<b>Independent production</b>	03:00:00	15.13	03:00:00	15.25	02:35:00	12.92	02:35:00	13.03	11:10:00	14.08
<b>First run</b>	12:30:00	77.32	13:05:00	76.59	15:20:00	79.31	15:55:00	79.58	08:50:00	78.30	<b>First run</b>	15:50:00	79.83	15:40:00	79.66	16:25:00	82.08	15:45:00	79.41	15:40:00	80.25
<b>Reruns</b>	03:40:00	22.68	04:00:00	23.41	04:00:00	20.69	04:05:00	20.42	15:45:00	21.70	<b>Reruns</b>	04:00:00	20.17	04:00:00	20.34	03:35:00	17.92	04:05:00	20.59	15:40:00	19.75
	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 %
<b>Programs</b>	32		34		36		37		139		<b>Programs</b>	38		38		37		38		151	

TV 3 program structure 1-28 February 2003: TV Guide analysis

TV 3 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 %
<b>News</b>	00:55:00	4.44	00:55:00	4.53	00:55:00	4.35	00:55:00	4.37	03:40:00	4.42	<b>News</b>	00:15:00	1.37	00:15:00	1.38	00:15:00	1.31	00:15:00	1.37	01:00:00	1.36
<b>Information 1 (social)</b>	00:25:00	2.02	00:25:00	2.06	00:25:00	1.98	00:25:00	1.98	01:40:00	2.01	<b>Information 1 (social)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 2 (parliament)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information 3 (advice)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Information 3 (advice)</b>	00:30:00	2.74	00:30:00	2.76	00:30:00	2.62	00:30:00	2.74	02:00:00	2.71
<b>Human Interest</b>	00:15:00	1.21	00:40:00	3.29	00:40:00	3.16	02:35:00	12.30	04:10:00	5.02	<b>Human Interest</b>	02:35:00	14.16	02:35:00	14.29	02:35:00	13.54	02:35:00	14.16	10:20:00	14.03
<b>Sport</b>	00:10:00	0.81	00:10:00	0.82	00:10:00	0.79	00:10:00	0.79	00:40:00	0.80	<b>Sport</b>	00:10:00	0.91	03:50:00	21.20	02:00:00	10.48	02:00:00	10.96	08:00:00	10.86
<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Education, nature, science</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Infotainment</b>	00:30:00	2.42	00:30:00	2.47	00:00:00	0.00	00:25:00	1.98	01:25:00	1.71	<b>Infotainment</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 2 (light)</b>	01:10:00	5.65	01:10:00	5.76	01:10:00	5.53	01:10:00	5.56	04:40:00	5.62	<b>Music 2 (light)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Entertainment 2 (games)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 2 (games)</b>	00:50:00	4.57	00:50:00	4.61	00:50:00	4.37	00:50:00	4.57	03:20:00	4.52
<b>Entertainment 3 (talk-show)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Entertainment 3 (talk-show)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 1 (serials, series)</b>	09:45:00	47.18	09:20:00	46.09	09:20:00	44.27	08:00:00	38.10	12:25:00	43.88	<b>Fiction 1 (serials, series)</b>	01:45:00	9.59	01:55:00	10.60	03:10:00	16.59	01:35:00	8.68	08:25:00	11.43
<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Fiction 2 (sitcom)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Fiction 3 (films)</b>	04:00:00	19.35	03:35:00	17.70	04:25:00	20.95	03:20:00	15.87	15:20:00	18.47	<b>Fiction 3 (films)</b>	10:20:00	56.62	06:05:00	33.64	06:50:00	35.81	08:30:00	46.58	07:45:00	43.10
<b>Fiction 4 (cartoons)</b>	01:35:00	7.66	01:35:00	7.82	01:10:00	5.53	01:10:00	5.56	05:30:00	6.63	<b>Fiction 4 (cartoons)</b>	01:15:00	6.85	01:15:00	6.91	01:15:00	6.55	01:15:00	6.85	05:00:00	6.79
<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Fiction 5 (other)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Information society formats</b>	01:00:00	4.84	01:00:00	4.94	01:00:00	4.74	01:00:00	4.76	04:00:00	4.82	<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	<b>Commercial advertising</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Political advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Social and cultural advertising</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00	<b>Sponsor clips</b>	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:30:00	2.42	00:30:00	2.47	00:30:00	2.37	00:30:00	2.38	02:00:00	2.41	<b>TV shopping</b>	00:35:00	3.20	00:35:00	3.23	00:35:00	3.06	00:30:00	2.74	02:15:00	3.05
<b>Other</b>	00:25:00	2.02	00:25:00	2.06	01:20:00	6.32	01:20:00	6.35	03:30:00	4.22	<b>Other</b>	00:00:00	0.00	00:15:00	1.38	01:05:00	5.68	00:15:00	1.37	01:35:00	2.15
<b>TOTAL LENGHT</b>	<b>20:40:00</b>		<b>20:15:00</b>		<b>21:05:00</b>		<b>21:00:00</b>		<b>11:00:00</b>	<b>100.00</b>	<b>TOTAL LENGHT</b>	<b>18:15:00</b>		<b>18:05:00</b>		<b>19:05:00</b>		<b>18:15:00</b>		<b>01:40:00</b>	<b>100.00</b>
<i>Children</i>	01:35:00	7.66	02:00:00	9.88	01:35:00	7.51	01:35:00	7.54	06:45:00	8.13	<i>Children</i>	00:50:00	4.57	00:50:00	4.61	00:50:00	4.37	00:50:00	4.57	03:20:00	4.52
<i>Youth</i>	01:10:00	5.65	01:10:00	5.76	01:10:00	5.53	01:10:00	5.56	04:40:00	5.62	<i>Youth</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>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	00:25:00	2.06	00:25:00	1.98	02:20:00	11.11	03:10:00	3.82	<i>Documentaries</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
<b>In house-production</b>	02:45:00	13.31	02:45:00	13.58	03:15:00	15.42	03:40:00	17.46	12:25:00	14.96	<b>In house-production</b>	01:25:00	7.76	05:05:00	28.11	04:20:00	22.71	03:15:00	17.81	14:05:00	19.12
<b>Own production</b>	03:45:00	18.15	03:45:00	18.52	04:10:00	19.76	04:10:00	19.84	15:50:00	19.08	<b>Own production</b>	03:05:00	16.89	03:05:00	17.05	04:10:00	21.83	03:05:00	16.89	13:25:00	18.21
<b>Own production in prime time (19-23)</b>	00:30:00	2.42	00:30:00	2.47	00:30:00	2.37	00:30:00	2.38	02:00:00	2.41	<b>Own production in prime time (19-23)</b>	00:00:00	0.00	00:00:00	0.00	01:05:00	5.68	00:00:00	0.00	01:05:00	1.47
<b>Purchased</b>	15:50:00	76.61	15:25:00	76.13	15:50:00	75.10	15:45:00	75.00	14:50:00	75.70	<b>Purchased</b>	13:55:00	76.26	10:05:00	55.76	11:50:00	62.01	12:05:00	66.21	23:55:00	65.05
<b>European production</b>	03:45:00	18.15	03:45:00	18.52	04:10:00	19.76	07:30:00	35.71	19:10:00	23.09	<b>European production</b>	05:20:00	29.22	03:35:00	19.82	06:45:00	35.37	03:35:00	19.63	19:15:00	26.13
<b>Independent production</b>	02:30:00	12.10	02:30:00	12.35	02:00:00	9.49	02:00:00	9.52	09:00:00	10.84	<b>Independent production</b>	02:55:00	15.98	02:55:00	16.13	02:55:00	15.28	02:55:00	15.98	11:40:00	15.84
<b>First run</b>	16:35:00	80.24	16:10:00	79.84	16:35:00	78.66	16:30:00	78.57	17:50:00	79.32	<b>First run</b>	16:10:00	88.58	15:35:00	86.18	14:35:00	76.42	16:15:00	89.04	14:35:00	84.95
<b>Reruns</b>	04:05:00	19.76	04:05:00	20.16	04:30:00	21.34	04:30:00	21.43	17:10:00	20.68	<b>Reruns</b>	02:05:00	11.42	02:30:00	13.82	04:30:00	23.58	02:00:00	10.96	11:05:00	15.05
	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 %
<b>Programs</b>	37		37		38		37		149		<b>Programs</b>	24		29		24		24		101	

TV 3 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 %
<b>News</b>	00:45:00	4.05	00:15:00	1.36	00:15:00	1.30	00:45:00	4.19	02:00:00	2.70
<b>Information 1 (social)</b>	00:00:00	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)	01:00:00	5.41	00:55:00	4.98	00:55:00	4.76	00:55:00	5.12	03:45:00	5.06
<b>Human Interest</b>	00:35:00	3.15	00:10:00	0.90	00:35:00	3.03	00:10:00	0.93	01:30:00	2.02
<b>Sport</b>	00:15:00	1.35	04:40:00	25.34	02:00:00	10.39	00:15:00	1.40	07:10:00	9.67
<b>Education, nature, science</b>	00:55:00	4.95	00:55:00	4.98	00:55:00	4.76	00:55:00	5.12	03:40:00	4.95
<b>Infotainment</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Culture and fine arts</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Religion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Music 1 (serious)</b>	00:00:00	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
<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
Entertainment 2 (games)	01:00:00	5.41	01:00:00	5.43	01:00:00	5.19	01:00:00	5.58	04:00:00	5.40
Entertainment 3 (talk-show)	01:10:00	6.31	01:20:00	7.24	01:10:00	6.06	01:10:00	6.51	04:50:00	6.52
<b>Fiction 1 (serials, series)</b>	06:45:00	36.49	05:15:00	28.51	05:40:00	29.44	05:50:00	32.56	23:30:00	31.72
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)	03:55:00	21.17	02:05:00	11.31	04:35:00	23.81	04:25:00	24.65	15:00:00	20.25
Fiction 4 (cartoons)	01:15:00	6.76	01:15:00	6.79	01:15:00	6.49	01:15:00	6.98	05:00:00	6.75
Fiction 5 (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
<b>Information society formats</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00
<b>Presentation and promotion</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	2.33	00:25:00	0.56
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:20:00	1.73	00:20:00	1.86	00:40:00	0.90
Political advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Social and cultural advertising	-	-	-	-	-	-	-	-	00:00:00	0.00
Sponsor clips	-	-	-	-	-	-	-	-	00:00:00	0.00
<b>TV shopping</b>	00:35:00	3.15	00:35:00	3.17	00:35:00	3.03	00:30:00	2.79	02:15:00	3.04
<b>Other</b>	00:20:00	1.80	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:20:00	0.45
<b>TOTAL LENGHT</b>	<b>18:30:00</b>		<b>18:25:00</b>		<b>19:15:00</b>		<b>17:55:00</b>		<b>02:05:00</b>	<b>100.00</b>
<i>Children</i>	00:50:00	4.50	00:50:00	4.52	00:50:00	4.33	00:50:00	4.65	03:20:00	4.50
<i>Youth</i>	00:30:00	2.70	00:30:00	2.71	00:30:00	2.60	00:30:00	2.79	02:00:00	2.70
<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>	01:20:00	7.21	00:55:00	4.98	01:20:00	6.93	00:55:00	5.12	04:30:00	6.07
In house-production	03:20:00	18.02	06:50:00	37.10	04:05:00	21.21	04:10:00	23.26	18:25:00	24.86
Own production	02:20:00	12.61	02:25:00	13.12	02:15:00	11.69	02:15:00	12.56	09:15:00	12.49
Own production in prime time (19-23)	00:00:00	0.00	00:30:00	2.71	00:30:00	2.60	00:30:00	2.79	01:30:00	2.02
Purchased	13:50:00	74.77	11:05:00	60.18	14:20:00	74.46	13:20:00	74.42	04:35:00	70.98
European production	03:00:00	16.22	02:40:00	14.48	02:30:00	12.99	03:20:00	18.60	11:30:00	15.52
Independent production	00:30:00	2.70	00:30:00	2.71	00:30:00	2.60	00:30:00	2.79	02:00:00	2.70
First run	14:35:00	78.83	15:55:00	86.43	16:10:00	83.98	14:50:00	82.79	13:30:00	83.01
Reruns	03:55:00	21.17	02:30:00	13.57	03:05:00	16.02	03:05:00	17.21	12:35:00	16.99
	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %	hh:mm:ss	in %
Programs	28		28		29		27		112	

TV 3 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	03:15:00	4.14	03:40:00	4.59	03:35:00	4.94	03:40:00	4.62	03:40:00	4.42	01:00:00	1.36	02:00:00	2.70	20:50:00	3.85	20:50:00	3.85
Information 1 (social)	01:50:00	2.34	02:00:00	2.51	00:00:00	0.00	02:00:00	2.52	01:40:00	2.01	00:00:00	0.00	00:00:00	0.00	07:30:00	1.39	15:05:00	2.79
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)	00:00:00	0.00	01:50:00	2.30	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	02:00:00	2.71	03:45:00	5.06	07:35:00	1.40		
Human Interest	02:45:00	3.50	06:20:00	7.93	01:05:00	1.49	03:10:00	3.99	04:10:00	5.02	10:20:00	14.03	01:30:00	2.02	29:20:00	5.42	29:20:00	5.42
Sport	00:40:00	0.85	00:40:00	0.84	06:25:00	8.84	00:40:00	0.84	00:40:00	0.80	08:00:00	10.86	07:10:00	9.67	24:15:00	4.48	24:15:00	4.48
Education, nature, science	00:55:00	1.17	00:00:00	0.00	00:50:00	1.15	00:50:00	1.05	00:00:00	0.00	00:00:00	0.00	03:40:00	4.95	06:15:00	1.16	06:15:00	1.16
Infotainment	01:15:00	1.59	01:00:00	1.25	01:50:00	2.53	00:50:00	1.05	01:25:00	1.71	00:00:00	0.00	00:00:00	0.00	06:20:00	1.17	06:20:00	1.17
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	22:10:00	4.10
Music 2 (light)	03:30:00	4.46	04:40:00	5.85	04:40:00	6.43	04:40:00	5.88	04:40:00	5.62	00:00:00	0.00	00:00:00	0.00	22:10:00	4.10		
Entertainment 1	00:00:00	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	21:30:00	3.97
Entertainment 2 (games)	02:20:00	2.97	00:00:00	0.00	01:40:00	2.30	00:00:00	0.00	00:00:00	0.00	03:20:00	4.52	04:00:00	5.40	11:20:00	2.09		
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	05:20:00	6.72	00:00:00	0.00	00:00:00	0.00	04:50:00	6.52	10:10:00	1.88		
Fiction 1 (serials, series)	17:00:00	52.23	17:30:00	51.98	12:05:00	49.71	18:50:00	53.99	12:25:00	43.88	08:25:00	11.43	23:30:00	31.72	229:45:00	42.47	358:50:00	66.33
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	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	00:30:00	0.09		
Fiction 3 (films)	13:30:00	17.20	08:25:00	10.54	04:55:00	6.77	00:00:00	0.00	15:20:00	18.47	07:45:00	43.10	15:00:00	20.25	88:55:00	16.44		
Fiction 4 (cartoons)	05:30:00	7.01	05:30:00	6.89	07:20:00	10.10	05:50:00	7.35	05:30:00	6.63	05:00:00	6.79	05:00:00	6.75	39:40:00	7.33		
Fiction 5 (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		
Information society formats	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	04:00:00	5.04	04:00:00	4.82	00:00:00	0.00	00:00:00	0.00	08:00:00	1.48		
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	00:25:00	0.56	00:25:00	0.08		
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	00:40:00	0.90	00:40:00	0.12		
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	02:00:00	2.55	02:00:00	2.51	01:45:00	2.41	02:00:00	2.52	02:00:00	2.41	02:15:00	3.05	02:15:00	3.04	14:15:00	2.63		
Other	00:00:00	0.00	02:15:00	2.82	01:55:00	2.64	03:30:00	4.41	03:30:00	4.22	01:35:00	2.15	00:20:00	0.45	13:05:00	2.42	36:25:00	6.73
<b>TOTAL length</b>	<b>06:30:00</b>	<b>100.00</b>	<b>07:50:00</b>	<b>100.00</b>	<b>00:35:00</b>	<b>100.00</b>	<b>07:20:00</b>	<b>100.00</b>	<b>11:00:00</b>	<b>100.00</b>	<b>01:40:00</b>	<b>100.00</b>	<b>02:05:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>
Children	06:20:00	8.07	06:20:00	7.93	06:40:00	9.18	06:40:00	8.40	06:45:00	8.13	03:20:00	4.52	03:20:00	4.50	39:25:00	7.29		
Youth	03:30:00	4.46	04:40:00	5.85	04:40:00	6.43	04:40:00	5.88	04:40:00	5.62	00:00:00	0.00	02:00:00	2.70	24:10:00	4.47		
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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Documentaries	01:20:00	1.70	00:25:00	0.52	01:15:00	1.72	01:40:00	2.10	03:10:00	3.82	00:00:00	0.00	04:30:00	6.07	12:20:00	2.28		
In house-production	05:00:00	6.37	10:35:00	13.26	06:50:00	9.41	17:50:00	22.48	12:25:00	14.96	14:05:00	19.12	18:25:00	24.86	85:10:00	15.74		
Own production	08:55:00	11.36	17:40:00	22.13	09:05:00	12.51	22:40:00	28.57	15:50:00	19.08	13:25:00	18.21	09:15:00	12.49	96:50:00	17.90		
Own production in prime time (19-23)	00:00:00	0.00	04:00:00	5.01	02:00:00	2.76	09:00:00	11.34	02:00:00	2.41	01:05:00	1.47	01:30:00	2.02	19:35:00	3.62		
Purchased	15:20:00	80.68	09:50:00	72.44	09:35:00	79.33	04:20:00	65.97	14:50:00	75.70	23:55:00	65.05	04:35:00	70.98	394:25:00	72.91		
European production	12:25:00	15.82	23:10:00	29.02	12:10:00	16.76	01:25:00	32.04	19:10:00	23.09	19:15:00	26.13	11:30:00	15.52	123:05:00	22.75		
Independent production	07:50:00	9.98	11:25:00	14.30	06:30:00	8.96	11:10:00	14.08	09:00:00	10.84	11:40:00	15.84	02:00:00	2.70	59:35:00	11.01		
First run	11:25:00	75.69	09:35:00	72.13	08:50:00	78.30	15:40:00	80.25	17:50:00	79.32	14:35:00	84.95	13:30:00	83.01	427:25:00	79.00		
Reruns	19:05:00	24.31	22:15:00	27.87	15:45:00	21.70	15:40:00	19.75	17:10:00	20.68	11:05:00	15.05	12:35:00	16.99	113:35:00	21.00		
	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	139		151		139		151		149		101		112		942			

TV 3 program structure 1-28 February 2003: TV Guide analysis

CATEGORY	Week1		Week2		Week3		Week4		AVERAGE		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 %
<b>News</b>	05:30:00	4.15	05:05:00	3.81	05:05:00	3.67	05:10:00	3.79	20:50:00	3.85	20:50:00	3.85
<b>Information 1 (social)</b>	01:55:00	1.44	01:55:00	1.44	01:50:00	1.33	01:50:00	1.34	07:30:00	1.39	15:05:00	2.79
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)	02:05:00	1.57	01:50:00	1.37	01:50:00	1.33	01:50:00	1.34	07:35:00	1.40		
<b>Human Interest</b>	06:20:00	4.77	06:20:00	4.74	08:55:00	6.45	07:45:00	5.68	29:20:00	5.42	29:20:00	5.42
<b>Sport</b>	01:15:00	0.94	09:20:00	6.99	07:20:00	5.30	06:20:00	4.64	24:15:00	4.48	24:15:00	4.48
<b>Education, nature, science</b>	00:55:00	0.69	00:55:00	0.69	01:45:00	1.27	02:40:00	1.95	06:15:00	1.16	06:15:00	1.16
<b>Infotainment</b>	02:45:00	2.07	02:45:00	2.06	00:25:00	0.30	00:25:00	0.31	06:20:00	1.17	06:20:00	1.17
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	22:10:00	4.10
Music 2 (light)	05:50:00	4.40	05:50:00	4.37	05:50:00	4.22	04:40:00	3.42	22:10:00	4.10		
<b>Entertainment 1</b>	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	21:30:00	3.97
Entertainment 2 (games)	02:50:00	2.14	02:50:00	2.12	02:50:00	2.05	02:50:00	2.08	11:20:00	2.09		
Entertainment 3 (talk-show)	02:30:00	1.88	02:40:00	2.00	02:30:00	1.81	02:30:00	1.83	10:10:00	1.88		
<b>Fiction 1 (serials, series)</b>	61:30:00	46.36	58:20:00	43.70	58:10:00	42.05	51:45:00	37.91	229:45:00	42.47	358:50:00	66.33
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.37	00:30:00	0.09		
Fiction 3 (films)	21:40:00	16.33	17:55:00	13.42	21:20:00	15.42	28:00:00	20.51	88:55:00	16.44		
Fiction 4 (cartoons)	10:55:00	8.23	10:55:00	8.18	09:40:00	6.99	08:10:00	5.98	39:40:00	7.33		
Fiction 5 (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		
Information society formats	02:00:00	1.51	02:00:00	1.50	02:00:00	1.45	02:00:00	1.47	08:00:00	1.48		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	0.31	00:25:00	0.08		
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:20:00	0.24	00:20:00	0.24	00:40:00	0.12		
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	03:25:00	2.58	03:40:00	2.75	03:40:00	2.65	03:30:00	2.56	14:15:00	2.63		
<b>Other</b>	01:15:00	0.94	01:10:00	0.87	04:50:00	3.49	05:50:00	4.27	13:05:00	2.42	36:25:00	6.73
<b>TOTAL length</b>	<b>132:40:00</b>	<b>100.00</b>	<b>133:30:00</b>	<b>100.00</b>	<b>138:20:00</b>	<b>100.00</b>	<b>136:30:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>
<i>Children</i>	09:35:00	7.22	10:00:00	7.49	10:25:00	7.53	09:25:00	6.90	39:25:00	7.29		
<i>Youth</i>	06:20:00	4.77	06:20:00	4.74	06:20:00	4.58	05:10:00	3.79	24:10:00	4.47		
<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>	01:20:00	1.01	01:20:00	1.00	04:40:00	3.37	05:00:00	3.66	12:20:00	2.28		
In house-production	16:25:00	12.37	23:30:00	17.60	22:30:00	16.27	22:45:00	16.67	85:10:00	15.74		
Own production	23:55:00	18.03	23:50:00	17.85	25:15:00	18.25	23:50:00	17.46	96:50:00	17.90		
Own production in prime time (19-23)	04:00:00	3.02	04:30:00	3.37	06:05:00	4.40	05:00:00	3.66	19:35:00	3.62		
Purchased	98:50:00	74.50	93:25:00	69.98	100:55:00	72.95	101:15:00	74.18	394:25:00	72.91		
European production	29:55:00	22.55	29:10:00	21.85	32:40:00	23.61	31:20:00	22.95	123:05:00	22.75		
Independent production	16:30:00	12.44	16:30:00	12.36	14:05:00	10.18	12:30:00	9.16	59:35:00	11.01		
First run	104:15:00	78.58	106:20:00	79.65	108:25:00	78.37	108:25:00	79.43	427:25:00	79.00		
Reruns	28:25:00	21.42	27:10:00	20.35	29:55:00	21.63	28:05:00	20.57	113:35:00	21.00		
	00:00:00	in %	00:00:00	in %	00:00:00	in %	00:00:00	in %	hh:mm:ss	in %		in %
Programs	235		5784:00:00		5736:00:00		5448:00:00		###			

## TV 3 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 %
<b>News</b>	00:55:00	4.64	00:55:00	4.56	00:50:00	5.15	00:55:00	4.66	00:55:00	4.35	00:15:00	1.37	00:45:00	4.05	05:30:00	4.12	05:30:00	4.12
Information 1 (social)	00:25:00	2.11	00:30:00	2.49	00:00:00	0.00	00:30:00	2.54	00:25:00	1.98	00:00:00	0.00	00:00:00	0.00	01:50:00	1.37	03:45:00	2.81
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)	00:00:00	0.00	00:25:00	2.07	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	2.74	01:00:00	5.41	01:55:00	1.44		
<b>Human Interest</b>	01:10:00	5.91	01:25:00	7.05	00:10:00	1.03	00:35:00	2.97	00:40:00	3.16	02:35:00	14.16	00:35:00	3.15	07:10:00	5.37	07:10:00	5.37
<b>Sport</b>	00:10:00	0.84	00:10:00	0.83	00:10:00	1.03	00:10:00	0.85	00:10:00	0.79	02:00:00	10.96	00:15:00	1.35	03:05:00	2.31	03:05:00	2.31
<b>Education, nature, science</b>	00:00:00	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	00:55:00	4.95	00:55:00	0.69	00:55:00	0.69
<b>Infotainment</b>	00:25:00	2.11	00:00:00	0.00	00:55:00	5.67	00:25:00	2.12	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:45:00	1.31	01:45:00	1.31
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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
<b>Music 1 (serious)</b>	00:00:00	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	05:50:00	4.37
Music 2 (light)	01:10:00	5.91	01:10:00	5.81	01:10:00	7.22	01:10:00	5.93	01:10:00	5.53	00:00:00	0.00	00:00:00	0.00	05:50:00	4.37		
<b>Entertainment 1</b>	00:00:00	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	05:20:00	4.00
Entertainment 2 (games)	00:35:00	2.95	00:00:00	0.00	00:25:00	2.58	00:00:00	0.00	00:00:00	0.00	00:50:00	4.57	01:00:00	5.41	02:50:00	2.12		
Entertainment 3 (talk-show)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:20:00	6.78	00:00:00	0.00	00:00:00	0.00	01:10:00	6.31	02:30:00	1.87		
<b>Fiction 1 (serials, series)</b>	10:55:00	55.27	10:10:00	50.62	10:10:00	62.89	11:00:00	55.93	09:20:00	44.27	01:35:00	8.68	06:45:00	36.49	59:55:00	44.88	90:40:00	67.92
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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		
Fiction 3 (films)	01:55:00	9.70	02:20:00	11.62	00:00:00	0.00	00:00:00	0.00	04:25:00	20.95	08:30:00	46.58	03:55:00	21.17	21:05:00	15.79		
Fiction 4 (cartoons)	01:35:00	8.02	00:45:00	3.73	02:05:00	12.89	01:35:00	8.05	01:10:00	5.53	01:15:00	6.85	01:15:00	6.76	09:40:00	7.24		
Fiction 5 (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		
Information society formats	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	01:00:00	5.08	01:00:00	4.74	00:00:00	0.00	00:00:00	0.00	02:00:00	1.50		
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	00:30:00	2.53	00:30:00	2.49	00:15:00	1.55	00:30:00	2.54	00:30:00	2.37	00:30:00	2.74	00:35:00	3.15	03:20:00	2.50		
<b>Other</b>	00:00:00	0.00	01:45:00	8.71	00:00:00	0.00	00:30:00	2.54	01:20:00	6.32	00:15:00	1.37	00:20:00	1.80	04:10:00	3.12	09:30:00	7.12
<b>TOTAL length</b>	<b>19:45:00</b>		<b>20:05:00</b>		<b>16:10:00</b>		<b>19:40:00</b>		<b>21:05:00</b>		<b>18:15:00</b>		<b>18:30:00</b>		<b>133:30:00</b>	<b>100.00</b>	<b>133:30:00</b>	<b>100.00</b>
Children	02:00:00	10.13	01:10:00	5.81	01:35:00	9.79	01:35:00	8.05	01:35:00	7.51	00:50:00	4.57	00:50:00	4.50	09:35:00	7.18		0.00
Youth	01:10:00	5.91	01:10:00	5.81	01:10:00	7.22	01:10:00	5.93	01:10:00	5.53	00:00:00	0.00	00:30:00	2.70	06:20:00	4.74		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	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00		0.00
Documentaries	00:25:00	2.11	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	1.98	00:00:00	0.00	01:20:00	7.21	02:10:00	1.62		0.00
In house-production	01:25:00	7.17	03:25:00	17.01	01:10:00	7.22	04:05:00	20.76	03:15:00	15.42	03:15:00	17.81	03:20:00	18.02	19:55:00	14.92		0.00
Own production	02:45:00	13.92	05:15:00	26.14	02:15:00	13.92	05:30:00	27.97	04:10:00	19.76	03:05:00	16.89	02:20:00	12.61	25:20:00	18.98		0.00
Own production in prime time (19-21)	00:00:00	0.00	01:00:00	4.98	00:30:00	3.09	02:00:00	10.17	00:30:00	2.37	00:00:00	0.00	00:00:00	0.00	04:00:00	3.00		0.00
Purchased	15:20:00	77.64	13:45:00	68.46	12:30:00	77.32	13:05:00	66.53	15:50:00	75.10	12:05:00	66.21	13:50:00	74.77	96:25:00	72.22		0.00
European production	03:40:00	18.57	06:10:00	30.71	03:30:00	21.65	06:25:00	32.63	04:10:00	19.76	03:35:00	19.63	03:00:00	16.22	30:30:00	22.85		0.00
Independent production	02:25:00	12.24	02:55:00	14.52	02:05:00	12.89	03:00:00	15.25	02:00:00	9.49	02:55:00	15.98	00:30:00	2.70	15:50:00	11.86		0.00
First run	14:50:00	75.11	13:40:00	68.05	12:30:00	77.32	15:40:00	79.66	16:35:00	78.66	16:15:00	89.04	14:35:00	78.83	104:05:00	77.97		0.00
Reruns	04:55:00	24.89	06:25:00	31.95	03:40:00	22.68	04:00:00	20.34	04:30:00	21.34	02:00:00	10.96	03:55:00	21.17	29:25:00	22.03		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	37		37		32		38		38		24		28		234			

TV 3 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 %
<b>News</b>	05:30:00	4.12	05:30:00	4.15	05:05:00	3.81	05:05:00	3.67	05:10:00	3.79	20:50:00	3.85	20:50:00	3.85
Information 1 (social)	01:50:00	1.37	01:55:00	1.44	01:55:00	1.44	01:50:00	1.33	01:50:00	1.34	07:30:00	1.39	15:05:00	2.79
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)	01:55:00	1.44	02:05:00	1.57	01:50:00	1.37	01:50:00	1.33	01:50:00	1.34	07:35:00	1.40		
<b>Human Interest</b>	07:10:00	5.37	06:20:00	4.77	06:20:00	4.74	08:55:00	6.45	07:45:00	5.68	29:20:00	5.42	29:20:00	5.42
<b>Sport</b>	03:05:00	2.31	01:15:00	0.94	09:20:00	6.99	07:20:00	5.30	06:20:00	4.64	24:15:00	4.48	24:15:00	4.48
<b>Education, nature, science</b>	00:55:00	0.69	00:55:00	0.69	00:55:00	0.69	01:45:00	1.27	02:40:00	1.95	06:15:00	1.16	06:15:00	1.16
<b>Infotainment</b>	01:45:00	1.31	02:45:00	2.07	02:45:00	2.06	00:25:00	0.30	00:25:00	0.31	06:20:00	1.17	06:20:00	1.17
<b>Culture and fine arts</b>	00:00:00	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
<b>Religion</b>	00:00:00	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	22:10:00	4.10
Music 2 (light)	05:50:00	4.37	05:50:00	4.40	05:50:00	4.37	05:50:00	4.22	04:40:00	3.42	22:10:00	4.10		
<b>Entertainment 1</b>	00:00:00	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	21:30:00	3.97
Entertainment 2 (games)	02:50:00	2.12	02:50:00	2.14	02:50:00	2.12	02:50:00	2.05	02:50:00	2.08	11:20:00	2.09		
Entertainment 3 (talk-show)	02:30:00	1.87	02:30:00	1.88	02:40:00	2.00	02:30:00	1.81	02:30:00	1.83	10:10:00	1.88		
<b>Fiction 1 (serials, series)</b>	59:55:00	44.88	61:30:00	46.36	58:20:00	43.70	58:10:00	42.05	51:45:00	37.91	229:45:00	42.47	358:50:00	66.33
Fiction 2 (sitcom)	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:30:00	0.37	00:30:00	0.09		
Fiction 3 (films)	21:05:00	15.79	21:40:00	16.33	17:55:00	13.42	21:20:00	15.42	28:00:00	20.51	88:55:00	16.44		
Fiction 4 (cartoons)	09:40:00	7.24	10:55:00	8.23	10:55:00	8.18	09:40:00	6.99	08:10:00	5.98	39:40:00	7.33		
Fiction 5 (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		
Information society formats	02:00:00	1.50	02:00:00	1.51	02:00:00	1.50	02:00:00	1.45	02:00:00	1.47	08:00:00	1.48		
Presentation and promotion	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:25:00	0.31	00:25:00	0.08		
Commercial advertising	00:00:00	0.00	00:00:00	0.00	00:00:00	0.00	00:20:00	0.24	00:20:00	0.24	00:40:00	0.12		
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	03:20:00	2.50	03:25:00	2.58	03:40:00	2.75	03:40:00	2.65	03:30:00	2.56	14:15:00	2.63		
<b>Other</b>	04:10:00	3.12	01:15:00	0.94	01:10:00	0.87	04:50:00	3.49	05:50:00	4.27	13:05:00	2.42	36:25:00	6.73
<b>TOTAL length</b>	<b>133:30:00</b>	<b>100.00</b>	<b>132:40:00</b>	<b>100.00</b>	<b>133:30:00</b>	<b>100.00</b>	<b>138:20:00</b>	<b>100.00</b>	<b>136:30:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>	<b>541:00:00</b>	<b>100.00</b>
Children	09:35:00	7.18	09:35:00	7.22	10:00:00	7.49	10:25:00	7.53	09:25:00	6.90	39:25:00	7.29		
Youth	06:20:00	4.74	06:20:00	4.77	06:20:00	4.74	06:20:00	4.58	05:10:00	3.79	24:10:00	4.47		
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	00:00:00	0.00		
Documentaries	02:10:00	1.62	01:20:00	1.01	01:20:00	1.00	04:40:00	3.37	05:00:00	3.66	12:20:00	2.28		
In house-production	19:55:00	14.92	16:25:00	12.37	23:30:00	17.60	22:30:00	16.27	22:45:00	16.67	85:10:00	15.74		
Own production	25:20:00	18.98	23:55:00	18.03	23:50:00	17.85	25:15:00	18.25	23:50:00	17.46	96:50:00	17.90		
Own production in prime time (19-21)	04:00:00	3.00	04:00:00	3.02	04:30:00	3.37	06:05:00	4.40	05:00:00	3.66	19:35:00	3.62		
Purchased	96:25:00	72.22	98:50:00	74.50	93:25:00	69.98	100:55:00	72.95	101:15:00	74.18	394:25:00	72.91		
European production	30:30:00	22.85	29:55:00	22.55	29:10:00	21.85	32:40:00	23.61	31:20:00	22.95	123:05:00	22.75		
Independent production	15:50:00	11.86	16:30:00	12.44	16:30:00	12.36	14:05:00	10.18	12:30:00	9.16	59:35:00	11.01		
First run	104:05:00	77.97	104:15:00	78.58	106:20:00	79.65	108:25:00	78.37	108:25:00	79.43	427:25:00	79.00		
Reruns	29:25:00	22.03	28:25:00	21.42	27:10:00	20.35	29:55:00	21.63	28:05:00	20.57	113:35:00	21.00		
	00:00:00	in %	00:00:00	in %	00:00:00	in %	00:00:00	in %	00:00:00	in %	hh:mm:ss	in %		in %
Programs	234	234.00	235		241		239		227		###	235.50		