

METHODOLOGICAL NOTES ON RADIO ACTIVITIES SURVEY

Data of the radio programmes activities are received as a result of an annual statistical survey covering licensed and registered radio operators.

Subject of survey is the activity of the radio operators.

Units of observation are Bulgarian national radio and private radio operators licensed and registered by national origin. Their activity covers the following main characteristics: the programs by type/genre in hours, income and expenditure of the radio operators in thousand Levs.

Definitions:

Radio operators are all radio operators licensed and registered on the national territory operating one or more radio programme services.

Radio broadcasting is produced programmes for distribution among the population by type - news, information, topical, entertaining, educational, musical and broadcasting for the country and for abroad.

National broadcastings - a production carried out on the organization's initiative, produced by its own services, and under its editorial responsibility.

Commissioned - commissioned to an external productions service, on the broadcasting organization's initiative.

Acquired - Acquisition of rights for one or more broadcasts (including exchanges not produced by the organization).

In the duration of the radio broadcast are indicated hours broadcasting total and by relevant languages in which broadcast programs.

Income of the radio operators include income total (in thousand), income from subsidies, advertising and sponsors, and others.

Expenditure of the radio operators include the total expenditure (in thousand) expenditure for the production, expenditure for purchasing programmes, expenditure of distribution and others.

Territorial cover

Data for the number of the radio operators and radio programmes are presented of national level, statistical regions and by districts.