

METHODOLOGICAL NOTES ON TELEVISION ACTIVITIES SURVEY

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

Subject of survey is the activity of the TV operators.

Units of observation are Bulgarian national Television and private TV 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 TV operators in thousand Levs.

Definitions:

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

TV broadcasting is produced programmes for distribution among the population by type - news, information, topical, entertaining and educational, Fiction (cinematographic films, television or video works) musical for broadcasting in the country.

In - house - 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).

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

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

Territorial cover

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