**Media Studies 120**

**Programing and Funding Television**

1. Explain the process of a TV show getting onto your TV screen.
2. TV shows are very costly to produce. Who pays for the production of a show? What method do they use to do this?
3. What determines whether a show is taken off the air?
4. What determines the cost of advertising during a TV show?
5. What are consumers actually paying for on their cable bill?
6. What are TV ratings?
7. What do TV ratings enable networks and stations to ultimately do?