

FILM/TV

PROGRAMMING AND FUNDING TELEVISION

You can better understand television's role in our lives and culture if you understand the process that decides what to create and deliver through the television medium. Understanding this process, and who funds it, can also help you make sense of changes you may see in the Internet.

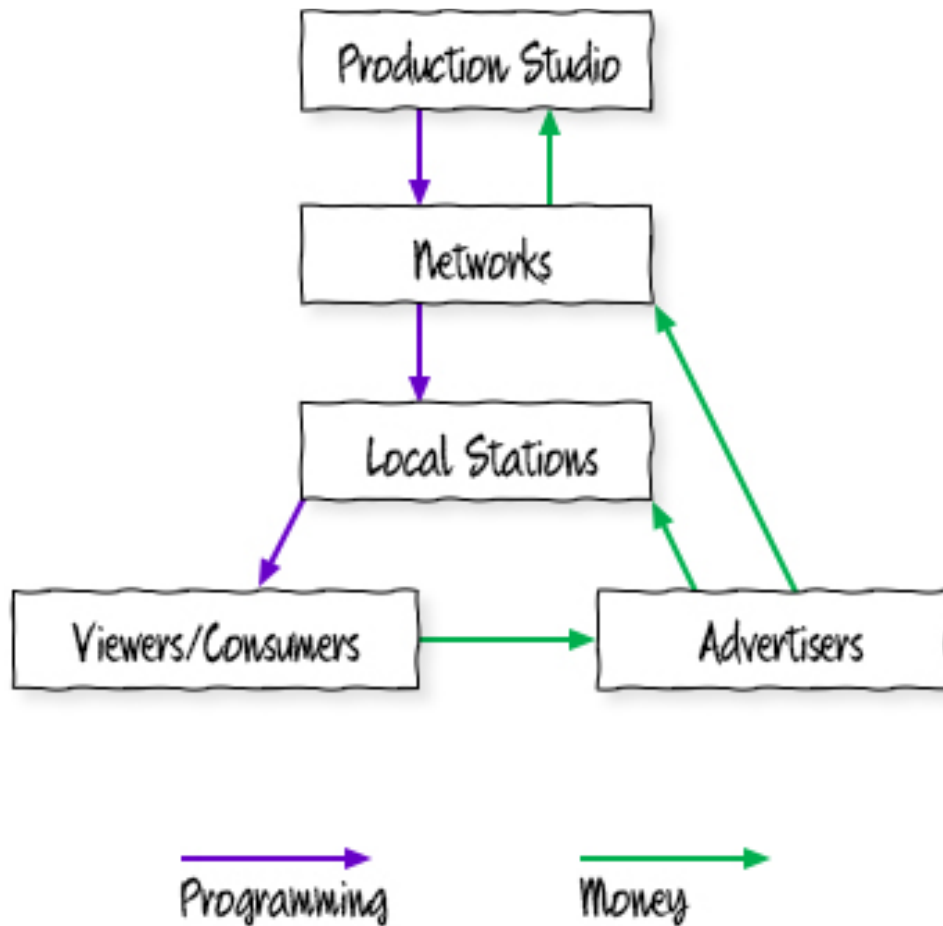
The long-established Networks (ABC, CBC, NBC, CBS...) pay television **studios** to create and produce television shows for them. These major networks provide their programs to **local TV stations** at no cost. The stations can decide whether to schedule and broadcast a show or not—they are in charge of their own programming. TV stations deliver these shows for us to watch, essentially free of charge. Yes, we pay cable or other fees to receive the TV signals, but those charges do not pay for the shows we get from those particular networks. Cable fees pay for the technology that delivers signals to your home, and for optional premium products.

So, who pays to produce all those shows on TV? After all, many shows can cost well over a million dollars per episode to produce. In fact, a star actor might earn over one million dollars per episode if she or he attracts enough

viewers. The answer is that **advertisers** (also referred to as "sponsors") pay. They pay huge fees to show their ads during popular TV shows. The more popular the show, the higher the price to advertise while people are watching it. For example, a 30-second spot during *Two and a Half Men* cost \$200,000 in 2011, while a 30-second spot during the 2013 Super Bowl cost \$4 million US! Local television stations are given a small slice of advertising time to sell to local advertisers. This is main source of income for local stations.

Now, go one step farther and ask, "Who pays for the ads?" The answer to this is "You do." The cost of advertisements comes from the sale of products and services to the same consumers who watch TV.

Follow the money, and you will see that your TV cable is a medium for delivering ads to your home, and the TV shows are chosen for their ability to make you turn on your TV and watch ads. Shows that do not appeal to enough viewers are dropped, while those that attract a large audience are given special attention. Take a moment to reflect on this process and what it means for TV's role in pop culture. **See diagram on next page.**



TELEVISION RATINGS

The popularity of television shows is given using **ratings**. **TV ratings refer to the number of viewers tuned into a specific program.** Shows with more viewers have higher ratings, and shows with higher ratings support more expensive advertising spots.

Ratings also enable networks and stations to identify when certain types of viewers are more likely to be watching TV. By studying the demographics (information about viewers) for individual TV shows, it is possible to tell when viewers of a certain age, sex, education level, income range and interests are likely to be watching TV. In this way, advertisers can pay to schedule ads during shows watched by their target market (ideal customers).

In Canada, the Numeris company gathers ratings information by working with viewers to determine what they are watching. In the US, the Nielsen company collects this information. Click the following links to visit and explore these organizations' web sites:

[Numeris \(formerly BBM\)](#)

[Nielsen Ratings](#)

Now, [click here](#) to watch a video describing how TV ratings work. It is based on US ratings, but the method of collecting the data in Canada is the same.

Assignment

TV ADS, RATINGS AND REGULATIONS

IN THIS ASSIGNMENT, YOU WILL RESEARCH THE TV INDUSTRY'S RATINGS AND REGULATIONS. LINKS TO ONLINE RESOURCES ARE PROVIDED TO GET YOU STARTED, BUT YOU ARE ALWAYS FREE TO USE ADDITIONAL RELIABLE SOURCES. IF YOU USE ADDITIONAL SOURCES FOR YOUR ANSWERS, BE SURE TO CITE THEM.

ANSWER THE FOLLOWING QUESTIONS IN YOUR OWN WORDS IN A WORD DOCUMENT. DO NOT SIMPLY COPY AND PASTE SENTENCES FROM ONLINE SOURCES. A COLLECTION OF LINKS TO HELPFUL ONLINE RESOURCES IS PROVIDED BELOW THE LAST QUESTION. USE THESE RESOURCES TO RESEARCH AND ANSWER THE QUESTIONS IN THIS ASSIGNMENT.

1. WHAT CRITERIA MAKE A TELEVISION PROGRAM CANADIAN?
2. THE CANADIAN ASSOCIATION OF BROADCASTERS (CAB) DESCRIBES ITS STANDARDS OF BEHAVIOUR IN A CODE OF ETHICS. THE CAB CODE OF ETHICS HAS 18 CLAUSES. EXPLAIN ANY FIVE OF THESE CLAUSES IN YOUR OWN WORDS.
3. EXPLAIN THE TERMS **RATING** AND **SHARE** AND DESCRIBE HOW EACH IS CALCULATED.
4. HOW DO ADVERTISERS AND NETWORKS USE THE DATA FROM RATINGS AND SHARES?
5. EXPLAIN HOW AND WHY A TV SHOW WOULD BE CANCELLED.
6. WHAT ARE THE SWEEPS? IDENTIFY STRATEGIES THAT NETWORKS USE DURING THE SWEEPS.
7. [CLICK HERE](#) TO VISIT THE **NUMERIS TOP 30 TV PROGRAMS WEBSITE**. CHOOSE ANY WEEK FROM THESE REPORTS AND EXPLAIN HOW ITS RATINGS WOULD INFLUENCE THE ADVERTISING MARKET. IDENTIFY THE WEEK IN YOUR ANSWER.
8. IMAGINE THAT YOU ARE ADVERTISING A SPECIFIC PRODUCT OR SERVICE. IDENTIFY FIVE TELEVISION SHOWS YOU WOULD PAY TO ADVERTISE IN. EXPLAIN YOUR REASONS FOR CHOOSING THOSE SHOWS. BE SURE TO REFER TO THE PRODUCT OR SERVICE YOU ARE ADVERTISING IN YOUR ANSWER.

RESOURCES

[CRTC - WHAT IS A CANADIAN PROGRAM?](#)

[CRTC - CANADIAN PROGRAM CERTIFICATION](#)

[WELCOME TO THE CBSC](#)

[CBSC - CAB CODE OF ETHICS](#)

[CBSC \(WIKIPEDIA\)](#)

[NIELSEN RATINGS \(WIKIPEDIA\)](#)

[HOW ARE TV RATINGS CALCULATED?](#)

[WHAT TV RATINGS REALLY MEAN \(PDF DOCUMENT\)](#)

[HOW RATINGS WORK](#)

Before you begin, [click here](#) to read the rubric that describes how you can earn full marks. This assignment is marked out of 30.