

Questionnaire manual: Radio

Questionnaire code: 12322022

Submitted in: 01.04.2022, data about 2021

Periodicity: Annual

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Statistics Estonia guarantees the full protection of data submitted.

eSTAT (<https://estat.stat.ee/>) is for data submission.

Please make sure that you enter data in the correct cell. If you enter alphabetical characters in a number field, a corresponding error message is displayed. In the case of some fields, logic (arithmetic) checks have been applied to prevent data entry mistakes. If there is a conflict in the entered data or they conflict with pre-filled data, an error message appears when the table is checked. In the case of errors, review the data carefully and make corrections.

After correcting the data, save changes and check the questionnaire again. If there are no more mistakes, confirm and submit the data by clicking "Confirm" on the last page of the questionnaire. You will be displayed a message that the data have been submitted successfully. If you have any questions, please contact Statistics Estonia's customer service either by phone at +372 625 9300 (Mon–Thu 8:30–16:30, Fri 8:30–15:30) or by e-mail at klienditugi@stat.ee.

Accuracy of the data ensures truthfulness of statistical information.

DATA COLLECTED WITH THE QUESTIONNAIRE

Table 1. NUMBER OF EMPLOYEES OF THE BROADCASTER (AS AT 31 DECEMBER)

The Estonian Public Broadcasting stations do not have to fill in this table as ERR submits aggregated data on the number of employees in the questionnaire of ETV.

If your enterprise (excl. ERR) has several radio stations and the number of employees is by occupational groups is only known for all the stations as a total (not by single stations), please indicate this total number in the questionnaire of the single station and make sure to add a comment about which stations does this total number of employees include by clicking on Add period comment. To enter the data, click Add table row. If the data has been entered in the window, click Add row to the table; to close the page, click Close. To change an already entered and saved row, click on the corresponding row number in the first column – a data correction window opens. The value for total number of employees (column 2) is calculated automatically if filled in online, visible after saving.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Employee's occupational group	BRO_2_1	Occupational group – broadcasting employees are divided into four groups: programme staff, technical staff, administrative staff and other staff. Programme staff is responsible for planning, preparing and making the content of the broadcast. They are divided into journalists (editors, reporters, correspondents) and other programme staff (e.g., presenters). Technical staff are the persons concerned with the making, transmission, issuing, etc. of broadcasts and other technical works and who are not responsible for the content of the broadcast (technological operators and maintenance staff, designers and installers of equipment, technicians related to R&D, etc.). Administrative staff includes leaders, managers and other persons engaged in administrative work. Other staff includes persons who cannot be classified under the above listed categories.	ringhaalingu amet_5L	
1 / 3	Number of employees in an occupational group – with employment contract	BRO_2_3	Number of employees with an employment contract in an occupational group.	Positive integer	
1 / 4	Number of employees in an occupational group – with contract for	BRO_2_4	Number of employees with a contract for services in an occupational group.	Positive integer	

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services				
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Table 2. FINANCING OF THE BROADCASTER BY SOURCE OF FUNDING, EUROS

The radio stations of the Estonian Public Broadcasting do not have to fill in this table because ERR is submitting the consolidated data about its financings in the questionnaire of ETV.

If your enterprise (excl. ERR) has several television stations and the financing by sources of funding is only known as a total for all the stations (not by single stations), please indicate this total number in the questionnaire of the single station and make sure to add a comment regarding the stations that this financing includes by clicking on Add period comment. Teleshopping – income earned from any SMS game. To enter the data, click Add table row. If the data has been entered in the window, click Add row to the table; to close the page, click Close. To change an already entered and saved row, click on the corresponding row number in the first column – a data correction window opens.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Type of source of financing – radio station	BRO_3_1_1	Sources of funding of the radio station.	raadio_tulud	
1 / 2	Total funding	BRO_3_2	Amount of financing by source of funding.	Positive integer	

Table 3. DURATION OF RADIO BROADCASTING BY TYPE AND ORIGIN OF CONTENT, HOURS A YEAR

The total duration of broadcasts is max 8,784 hours. Do not indicate the duration of repeat broadcasts of advertisements (code 313) (column 3)!

To enter the data, click Add table row. If the data has been entered in the window, click Add row to the table; to close the page, click Close. To change an already entered and saved row, click on the corresponding row number in the first column – a data correction window opens.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Type of audio content – radio station *	BRO_4_1_1	The types of radio audio content are news, informative broadcasts, educational broadcasts, cultural broadcasts (incl. reading of literary works), scientific broadcasts, religious broadcasts, music broadcasts, sports broadcasts (broadcasts of sports events and other sports programmes), radio drama, entertainment (radio games, competitions and quizzes; other entertainment), other programmes, advertising.	raadio_sisu 15	
1 / 3	Duration of broadcasting by type of content – repeat broadcasts	BRO_4_3	Repeat broadcasts include all repeated programmes, except advertising. Teleshopping, advertising and introduction of broadcasts and teletext are not considered as repeat broadcasts in a TV programme.	Positive integer	
1 / 4	Duration of broadcasting by type of content – own production	BRO_4_4	Duration of own production in hours. Own production – programmes produced by a broadcasting organisation by using its own services and under its editorial responsibility, in general with its own production facilities. Programmes broadcast by the broadcaster but commissioned and financed by sponsors must be considered as own production if such programmes are completed by the broadcaster itself.	Positive integer	
1 / 5	Duration of broadcasting by type of content – co-production with Estonian organisations	BRO_4_5	Duration of broadcasts completed in co-operation with Estonian organisations in hours. Co-production with Estonian organisations – broadcasts completed in co-operation with one or several Estonian organisations, whereas the broadcaster participated in editing, financing or organising the production of such broadcasts. Unlike the commissioned broadcasts, the broadcaster does not compensate for the	Positive integer	

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			<u>production costs of all co-produced programmes.</u>		
1 / 6	Duration of broadcasting by type of content – co-production with foreign organisations	BRO_4_6	Duration of broadcasts completed in co-operation with foreign organisations in hours. Co-production with foreign organisations – broadcasts completed in co-operation with one or several foreign organisations, whereas the broadcaster participated in editing, financing or organising the production of such broadcasts.	Positive integer	
1 / 7	Duration of broadcasting by type of content – broadcasts commissioned from Estonian producers	BRO_4_7	Duration of broadcasts commissioned from Estonian producers in hours. Broadcasts commissioned from Estonian producers – broadcasts ordered by the broadcaster from independent Estonian producers, compensating for all costs related to the production of such broadcasts.	Positive integer	
1 / 8	Duration of broadcasting by type of content – programmes purchased from foreign organisations	BRO_4_8	Duration of broadcasts purchased from foreign organisations in hours. Programmes purchased from foreign organisations – programmes or films produced by foreign organisations outside Estonia and the broadcasting rights of which the broadcaster has obtained.	Positive integer	

Table 4. DURATION OF BROADCASTS FOR CHILDREN AND YOUTH, HOURS A YEAR

Broadcasts for children – broadcasts for children under 12. Broadcasts for youth – broadcasts intended mainly for 12 to 19-year-olds.

To enter the data, click Add table row. If the data has been entered in the window, click Add row to the table; to close the page, click Close. To change an already entered and saved row, click on the corresponding row number in the first column – a data correction window opens.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Type of broadcasting by target group *	BRO_4_10	Broadcasts for children – broadcasts for children under 12. Broadcasts for youth – broadcasts intended mainly for 12 to 19-year-olds.	saadete_sih tgrupid	
1 / 2	Total duration of broadcasting by target group *	BRO_4_2_1	Total annual duration of broadcasts for children and youth (in hours).	Positive integer	
1 / 3	Duration of broadcasting by target group – own production *	BRO_4_4_1	Own production – broadcasts for children and youth produced by a broadcasting organisation by using its own services and under its editorial responsibility, in general with its own production facilities. Broadcasts for children and youth which are broadcast by the broadcaster but financed by sponsors or outsourced must be considered as own production if such programmes are completed by the broadcaster itself.	Positive integer	

Table 5. DURATION OF RADIO BROADCASTING BY LANGUAGE, HOURS A YEAR

The total duration of broadcasts is max 8,784 hours.NB! "Total annual duration of broadcasting" (Table 5 column 2) must be equal to "Total annual duration of broadcasting" (Table 3, column 2). All broadcasts (including advertising) must be grouped based on the language.

To enter the data, click Add table row. If the data has been entered in the window, click Add row to the table; to close the page, click Close. To change an already entered and saved row, click on the corresponding row number in the first column – a data correction window opens.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
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				name	activity
1 / 1	Language of broadcasting *	BRO_6_1	The language of the broadcast is mainly determined by its verbal and not musical part. In the case of music broadcast at night (no presenter or advertising), the main language of the radio station is considered as the language of the broadcast. The language of the television broadcast is the language the viewer hears (original or dubbed language). The language of the subtitles is not taken into consideration here. If the viewer can choose the language to hear, Estonian language must be preferred to other languages when indicating the broadcast. For instance, if an English-language film has both Estonian as well as Russian dubbing, the film is considered to be in Estonian. One broadcast may not be counted several times. In the case of a music video, the language of the broadcast is the language the broadcast is presented in. In the case of music broadcast at night (no presenter or advertising), the main language of the TV channel is considered as the language of the broadcast.	saadete_keel_3L	
1 / 2	Total duration of broadcasting by language *	BRO_6_5	Total annual duration of broadcasts in the respective language (Estonian, Russian or other) (in hours). The total duration of broadcasting, incl. advertising is divided by language. In the case of a TV questionnaire, the language of teleshopping and advertising and introduction of broadcasts is included as well. Only the language of teletext is excluded.	Positive integer	
1 / 3	Duration of broadcasting by language – own production *	BRO_6_4	Duration of own production in the respective language in hours. Own production – programmes produced by a broadcasting organisation by using its own services and under its editorial responsibility, in general with its own production facilities. Broadcasts which are broadcast by the broadcaster but financed by sponsors or outsourced must be considered as own production if such programmes are completed by the broadcaster itself.	Positive integer	

Table 6. TIME SPENT ON FILLING OUT THE QUESTIONNAIRE (incl. for preparing the data)

Please estimate how much time you spent on filling out the questionnaire (incl. time spent on reading the instructions, collecting and preparing data). Record the total time spent by all employees.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Number of hours spent on completing the questionnaire and collecting and preparing the necessary data	TAITMIS EAEGTU NDI	Number of hours spent by all employees on completing the questionnaire. The time spent on completing the questionnaire includes the time spent on reviewing instructions, collecting and preparing the necessary data.	Positive integer	
2 / 1	Number of minutes spent on completing the questionnaire and collecting and preparing the necessary data	TAITMIS EAEGMI NUTIT	Number of minutes spent by all employees on completing the questionnaire. The time spent on completing the questionnaire includes the time spent on reviewing instructions, collecting and preparing data. Permitted value range 0–59.	Positive integer	

LISTS / CLASSIFICATIONS

Name of the list/classification: **radio_sisu15**

Item code	Item name	Unit of measurement	Clarification
301	News		Short and main news broadcasts, news magazines, etc.
302	Informative broadcast		A journalistic approach to current topical events and issues, which includes analysis, comments (excl. news, sports and educational broadcasts), also broadcasts of different spheres of life and reality.

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303	Educational broadcast		Programmes intended primarily to educate and in which the pedagogical element is fundamental.
30511	Cultural broadcast, excl. reading of literary works		Programmes concerned with the enrichment of knowledge in a non-didactic way regarding various spheres and phenomena in the literature, arts, culture, linguistics, philosophy, history, etc.
30512	Reading of literary works		
3052	Scientific broadcast		Programmes introducing the problems and achievements of scientific areas and stimulating intellectual interest.
306	Religious broadcast		Programmes based on different forms of religious service or similarly inspirational programmes intended to morally guide the audience.
307	Music broadcast		Programmes in which recorded or live music plays a predominant role; both pop and art music, incl. opera and ballet music.
3081	Sports broadcast: broadcasts of sports events		Live broadcasts and recordings of sports events.
3082	Sports broadcast: other sports broadcasts		E.g.. news and information broadcasts of sports.
3105	Entertainment: radio games, competitions and quizzes		
3106	Entertainment: other entertainment programmes		
3117	Radio drama		
312	Other programmes		Broadcasts which cannot be divided into types of broadcasts listed above.
313	Advertising		Commercial (introducing products, services, enterprises) or other audio advertisement broadcast in a radio programme for a fee.

Name of the list/classification: **raadio_tulud**

Item code	Item name	Unit of measurement	Clarification
101	Advertising		
102	Sponsors		
13	State		
14	Local government		
OTH	Other sources		

Name of the list/classification: **ringhaalingu_amet_5L**

Item code	Item name	Unit of measurement	Clarification
2642	Journalists		
265	Programme staff (excl. journalists)		
352	Technical staff		
3_4	Administrative staff		
OTH	Other staff		

Name of the list/classification: **saadete_keel_3L**

Item code	Item name	Unit of measurement	Clarification
est	Estonian		
rus	Russian		
zzzz	Other		

Name of the list/classification: **saadete_sihtgrupid**

Item code	Item name	Unit of measurement	Clarification
70	Broadcast for children		
80	Broadcast for youth		