

Questionnaire manual: Television

Questionnaire code: 12332022

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 value of the "Total number of employees" (column 2) is calculated automatically if filled in online; the value is visible after saving the table. The total number of all the employees of the television and radio stations of ERR is indicated in the questionnaire of ETV. Each television or radio station of ERR does not submit the number of their employees separately (does not fill in Table 1).

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.

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 financing of all television and radio stations of ERR by sources of funding is indicated in the questionnaire of ETV. Each television or radio station of ERR does not submit separate data on funding (does not fill in Table 2).

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 – television channel	BRO_3_ 1	Sources of funding of the TV channel.	tulud	
1 / 2	Total funding	BRO_3_ 2	Amount of financing by source of funding.	Positive integer	

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

The total duration of broadcasts is max 8,760 hours. Do not indicate the duration of repeat broadcasts of advertisements (code 313), teleshopping (314), advertisement and introduction of programmes (315) and teletext (316) (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 audiovisual content – television channel *	BRO_4_ 1	The types of television audiovisual content are news, news in sign language, informative broadcasts, educational broadcasts, broadcasts of human interest, cultural and scientific broadcasts, religious broadcasts, music broadcasts, sports broadcasts (broadcasts of sports events and other sports programmes), infotainment, entertainment (tele chat and interactive games; TV competition and quizzes; show, humour, satire; talk show; other entertainment), fiction and films (serials and series; feature film; sitcom; animation; telefilm, teletheatre; recordings or transmission of theatre performances; other fiction), other programmes, advertising, teleshopping, advertising and introduction (promotion) of broadcasts; teletext.	tv_sisu15	
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	BRO_4_ 5	Duration of broadcasts completed in co-operation with	Positive	

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	broadcasting by type of content – co-production with Estonian organisations	5	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 production costs of all co-produced programmes.	integer	
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. SHARE OF TELEVISION BROADCASTING BY ORIGIN

Filled in in per cents. The total share of different broadcasts is 100%.

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	Origin of broadcasting *	BRO_5_1	Origin of broadcasts – Estonia, co-production of Estonia and a foreign country, Europe (excl. Estonia), North America or other.	saadete_paritolu_5L	
1 / 2	Share of broadcasting by origin *	BRO_5_2	The share of broadcasts (%) of all broadcasts the total duration of which does not include news (incl. in sign language), sports broadcasts, tele-chats and interactive games, advertising, teleshopping, advertising and introduction (promotion) of broadcasts and teletext.	Positive integer	
1 / 3	Share of broadcasting by origin – broadcasts from independent producers *	BRO_5_3	The total share of broadcasts produced by producers independent of the broadcaster from among all broadcasts the total duration of which does not include news (incl. in sign language), sports broadcasts, tele-chats and interactive games, advertising, teleshopping, advertising and introduction (promotion) of broadcasts and teletext.	Positive integer	

Table 5. 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/	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of	You need not fill in
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column code				decimals) or list/ classification name	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 6. DURATION OF TELEVISION BROADCASTING BY LANGUAGE, HOURS A YEAR

NB! The total duration of broadcasting in Table 6 must be equal to the total duration of broadcasting in Table 3 (excl. teletext).

The total duration of broadcasts is max 8,760 hours. NB! The total duration of broadcasting in Table 6 must be equal to the total duration of broadcasting in Table 3 (excl. teletext). The language of the broadcast is the language the viewer hears (original language 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. One broadcast may not be counted several times in the given table (excl. repeat broadcasts). 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	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_kel_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 – with subtitles in Estonian *	BRO_6_2	Television broadcasts with subtitles in Estonian – the duration of television broadcasts with Estonian and Russian subtitles is indicated separately in hours. In the case of subtitles in both languages, the duration of the broadcast is indicated separately for the broadcasts with Estonian and Russian subtitles. Subtitles are regarded as available if they can be chosen for the given programme.	Positive integer	
1 / 4	Duration of broadcasting by language – with	BRO_6_3	Television broadcasts with subtitles in Russian – the duration of television broadcasts with Estonian and Russian subtitles is indicated separately in hours. In the case of subtitles in	Positive integer	

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	subtitles in Russian *		both languages, the duration of the broadcast is indicated separately for the broadcasts with Estonian and Russian subtitles. Subtitles are regarded as available if they can be chosen for the given programme.		
1 / 5	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 7. 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
/	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	
/	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: **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_paritolu_5L**

Item code	Item name	Unit of measurement	Clarification
233	Estonia		

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5100	Europe (excl. Estonia)		
5310	North America		
949	Both Estonia and a foreign country		
OTH	Other		

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

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

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

Item code	Item name	Unit of measurement	Clarification
101	Advertising		
102	Sponsors		
103	Teleshopping		Income earned from any SMS games.
13	State		
14	Local government		
OTH	Other		

Name of the list/classification: **tv_sisu15**

Item code	Item name	Unit of measurement	Clarification
3011	News (excl. in sign language)		Short and main news broadcasts, news magazines, etc. <u>Does not include news broadcast as teletext.</u>
3012	News in sign language		
302	Informative broadcast		A journalistic approach to current topical events and issues, which includes analysis, comments, etc. (excl. news, sports and educational broadcasts but includes <u>transmissions from the parliament</u>).
303	Educational broadcast		Programmes intended primarily to educate and in which <u>the pedagogical element is fundamental</u> .
304	Broadcast of human interest		Programmes concerned with different fields of life and reality which are related to leisure (cooking, travelling, crafting, excl. sport and education) or to interesting <u>persons, fields of activities, personal problems, etc.</u>
305	Cultural and scientific broadcasts		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 and science, to introduce the problems and achievements of these fields and stimulate intellectual interest.
306	Religious broadcast		Programmes based on different forms of religious service or similarly inspirational programmes intended to morally <u>guide the audience</u> .
307	Music broadcast		Programmes in which recorded or live music plays a predominant role; both pop and art music, incl. opera and <u>ballet music</u> .
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.
309	Infotainment		Programmes based on facts, documentary material and real life events, which are primarily intended to inform but with substantial entertaining elements (e.g., Pealtnägija, Hommikutelevisioon, Ringvaade, etc.).
3101	Entertainment: tele-chat and interactive games		Playful programmes which do not test the intellect of the participants.
3102	Entertainment: TV-competitions and quizzes		These types of broadcasts are different from tele-chat and interactive games because they test the knowledge and intellect of the participants.
3103	Entertainment: show, humour, satire		
3104	Entertainment: talk show		A programme where a well-known person interviews

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			celebrities and other guests.
3106	Entertainment: other entertainment programmes		Other entertainment programmes not included in the categories above.
3111	Fiction: serials and series		
3112	Fiction: feature film		
3113	Fiction: sitcom		Situation comedy.
3114	Fiction: animation		Includes animated films and series regardless of their genre.
3115	Fiction: telefilm, teletheatre		
3116	Fiction: recordings or transmissions of theatre performances		
3118	Fiction: other fiction		
312	Other broadcasts		Broadcasts which cannot be divided into types of broadcasts listed above.
313	Advertising		Advertising - information which is broadcast in television for a charge or without charge for the purpose of increasing the provision of services or the sale of goods, promoting an event or directing the conduct of a person in public interests. This does not include advertisement and introduction of broadcasts (promotion), teleshopping programmes and episodes of the programme.
314	Teleshopping		Direct offering of goods and services for purchase as an episode of the programme or as an independent programme (teleshops and TV department stores).
315	Advertising and introduction of broadcasts (promotion)		
316	Teletext		Teletext-in-vision consisting of selected news and information pages from the broadcaster's teletext service, which may be considered as part of normal programme output and the reception of which does not need a teletext decoder.