

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

Periodicity: Annual

p. 1/9

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](mailto:klienditugi@stat.ee).

### DATA COLLECTED WITH THE QUESTIONNAIRE

**Table 1. NUMBER OF EMPLOYEES OF THE TV STATION**

The total number of employees of all the television and radio stations of ERR and employees of other units of ERR is indicated in the questionnaire for ETV. The number of employees is not submitted separately by each television and radio station of ERR (i.e. Table 1 is not filled in). If your enterprise (other than ERR) has several television channels and the number of employees by occupational group is known as a total for all channels combined (not separately for each channel), please indicate this total number in the questionnaire of one channel. The enterprise Duo Media Networks OÜ may indicate just the total number of TV and radio staff (in one of the questionnaires of its TV and radio stations), if it would be difficult to provide a separate staff number for each station. In that case, please write in the remark field that the numbers of TV and radio staff have been summed up.

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
2 / 2	Number of employees: with employment contract – programme staff	TLP_LMG	Programme staff is responsible for planning, preparing and making the content of the broadcast. It includes journalists (editors, reporters, correspondents) and other programme staff (e.g. presenters). Indicate the number of persons (in whole numbers) employed under contract of employment (excl. authorisation agreement or contract for services) as at Dec. 31 of reference year, irrespective of their workload. Multinational enterprises should only take into account people working in Estonia. If the enterprise is also engaged in activities other than the operation of a television or radio station broadcasting in Estonia, people who work less than 50% of their working time on television or radio in the enterprise are to be excluded. If there are no persons in contractual relationship with the employer at the broadcaster, the owner, member of the management board or another person engaged with keeping the station in operation is regarded as an employee with an employment contract.	Positive integer	
2 / 3	Number of employees: with other contract – programme staff	MLP_LMG	Programme staff is responsible for planning, preparing, and making the content of the broadcast. This includes journalists (editors, reporters, correspondents) and other programme staff (e.g. presenters). Indicate the number of persons (in whole numbers) employed under contracts under the law of obligations (e.g. authorisation agreement, contract for services, author's contract) during the reference year, irrespective of their workload. This refers to all employees who have worked for the broadcaster during the reference year under a contract (other than a contract of employment). If a person has worked under more than one contract during the year, the number of persons, not the number of contracts, must be indicated.	Positive integer	
3 / 2	Number of	TLP_TE	Technical staff is involved in production, transmission,	Positive	

**Questionnaire manual: Television**

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

	employees: with employment contract – technical staff	HN	delivery and other technical work on broadcasts but is not responsible for content (equipment operators, maintainers, designers and installers; R&D technicians, etc.). Indicate number of persons (in whole numbers) employed under contract of employment (excl. authorisation agreement or contract for services) as at Dec. 31 of reference year, irrespective of their workload. Multinational enterprises must only take into account people working in Estonia. If the enterprise is also engaged in activities other than operation of a television or radio station broadcasting in Estonia, people who work less than 50% of their working time on television or radio in the enterprise are excluded. If there are no persons in contractual relationship with the employer at the broadcaster, the owner, member of the management board or another person engaged with keeping the station in operation is regarded as an employee with an employment contract.	integer	
3 / 3	Number of employees: with other contract – technical staff	MLP_TE HN	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.). Indicate the number of persons (in whole numbers) employed under contracts under the law of obligations (e.g. authorisation agreement, contract for services, author's contract) during the reference year, irrespective of their workload. This refers to all employees who have worked for the broadcaster during the reference year under a contract (other than a contract of employment). If a person has worked under more than one contract during the year, the number of persons, not the number of contracts, must be indicated.	Positive integer	
4 / 2	Number of employees: with employment contract – administrative staff	TLP_AD M	Administrative staff includes leaders, managers, and other persons engaged in administrative work. For employees with an employment contract, indicate the number of persons (in whole numbers) employed under a contract of employment (excluding authorisation agreement or contract for services) as at 31 December of the reference year, irrespective of their workload. Multinational enterprises should only take into consideration people working in Estonia. If the enterprise is also engaged in activities other than the operation of a television or radio station broadcasting in Estonia, people who work less than 50% of their working time on television or radio in the enterprise are not to be included. If there are no persons in contractual relationship with the employer at the broadcaster, the owner, member of the management board or another person who is engaged with keeping the station in operation will be regarded as an employee with an employment contract.	Positive integer	
4 / 3	Number of employees: with other contract – administrative staff	MLP_AD M	Administrative staff includes leaders, managers, and other persons engaged in administrative work. Indicate the number of persons (in whole numbers) employed under contracts under the law of obligations (e.g. authorisation agreement, contract for services, author's contract) during the reference year, irrespective of their workload. This refers to all employees who have worked for the broadcaster during the reference year under a contract (other than a contract of employment). If a person has worked under more than one contract during the year, the number of persons, not the number of contracts, must be indicated.	Positive integer	
5 / 2	Number of employees: with employment contract – other staff	TLP_MU U	Other staff can't be placed in any above category. If an employee has several roles in the enterprise, the main one (occupational group) that is estimated to take up the most time must be indicated, not 'other staff'. Indicate number of persons (in whole numbers) employed under contract of employment (excl. authorisation agreement or contract for services) as at Dec. 31 of reference year, irrespective of their workload. Multinational enterprises must only take into account people working in Estonia. If enterprise is also engaged in activities other than operation of a television or radio station broadcasting in Estonia, people who work less than 50% of their working time on television or radio in the enterprise are not excluded. If there are no persons in contractual relationship with the employer at the broadcaster, the owner, member of the management board or another person engaged with keeping the station in operation will be regarded as an employee with an employment contract.	Positive integer	

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 3/9

5 / 3	Number of employees: with other contract – other staff	MLP_MU U	Other staff includes persons who cannot be classified under the categories listed above. If an employee has more than one role in the enterprise, the main role (occupational group) which is estimated to take up the most time should be selected and indicated, rather than 'other staff'. Indicate the number of persons (in whole numbers) employed under contracts under the law of obligations (e.g. authorisation agreement, contract for services, author's contract) during the reference year, irrespective of their workload. This refers to all employees who have worked for the broadcaster during the reference year under a contract (other than a contract of employment). If a person has worked under more than one contract during the year, the number of persons, not the number of contracts, must be indicated.	Positive integer	
6 / 1	Note to the table of employees	MARKU S_1	Explanatory note, clarification, explanation.	Text	

### Table 2. FINANCING OF THE TV STATION BY SOURCE OF FUNDING

The financing of all the television and radio stations of ERR and other units of ERR by source of funding is indicated in the questionnaire for ETV. Funding data are not submitted separately by each television or radio station of ERR (i.e. Table 2 is not filled in). If your enterprise (other than ERR) has several TV channels and financing by source of funding is known as a total for all channels combined (not separately for each channel), please indicate total financing in the questionnaire of one channel. The enterprise Duo Media Networks OÜ may indicate the total financing by source of funding for all its TV and radio stations combined (in one of the questionnaires of its TV and radio stations), if it would be difficult to provide financing data separately for each station. In that case, please write in the remark field below the table that the financing of TV and radio stations has been summed up.

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
2 / 1	Total funding by source – Estonian state or local government	RAH_RII K_KOV	Funds and grants from public sector bodies or local authorities, including income from foundations. Indicate the answer option, regardless of whether (electoral) advertising, a specific programme, etc. is commissioned.	Positive integer	
3 / 1	Total funding by source – Estonian private sector	RAH_ER A	This includes Estonian private enterprises, legal persons governed by private law (general partnership, limited partnership, private limited company, public limited company, commercial association, foundation, non-profit association), as well as natural persons, irrespective of what they commission. Revenue from contract work, contract fees, sponsorship, etc., received from enterprises operating in Estonia for commissioned work is included.	Positive integer	
4 / 1	Total funding by source – foreign country	RAH_VA LIS	Money received from foreign private enterprises, private persons, or international funds, e.g. project grants, donations (foundations), endowments, etc.	Positive integer	
5 / 1	Total funding by source – other total	RAH_MU U	Other sources that cannot be classified under the categories listed above (e.g. state foundations or privately financed foundations).	Positive integer	
6 / 1	Name of funding – other source 1	RAH_MU U1_NIM ETUS	Specification of the name of other source of funding.	Text	
7 / 1	Total funding – other source 1	RAH_MU U1_SUM MA	Total amount of specified other source of funding in euros.	Positive integer	
8 / 1	Name of funding – other source 2	RAH_MU U2_NIM ETUS	Specification of the name of other source of funding.	Text	
9 / 1	Total funding – other source 2	RAH_MU U2_SUM MA	Total amount of specified other source of funding in euros.	Positive integer	
10 / 1	Name of funding – other source 3	RAH_MU U3_NIM ETUS	Specification of the name of other source of funding.	Text	
11 / 1	Total funding – other source 3	RAH_MU U3_SUM MA	Total amount of specified other source of funding in euros.	Positive integer	
12 / 1	Name of funding – other source 4	RAH_MU U4_NIM	Specification of the name of other source of funding.	Text	

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 4/9

		ETUS			
13 / 1	Total funding – other source 4	RAH_MU U4_SUM MA	Total amount of specified other source of funding in euros.	Positive integer	
14 / 1	Name of funding – other source 5	RAH_MU U5_NIM ETUS	Specification of the name of other source of funding.	Text	
15 / 1	Total funding – other source 5	RAH_MU U5_SUM MA	Total amount of specified other source of funding in euros.	Positive integer	
16 / 1	Note to the table of funding sources	MARKU S_2	Explanatory note, clarification, explanation.	Text	

### Table 3. FINANCING OF THE TV STATION BY TYPE OF FUNDING

The financing of all the television and radio stations of ERR and other units of ERR by type of funding is indicated in the questionnaire for ETV. Funding data are not submitted separately by each television or radio station of ERR (i.e. Table 3 is not filled in). If your enterprise (other than ERR) has several TV channels and financing by type of funding is known as a total for all channels combined (not separately for each channel), please indicate total financing in the questionnaire of one channel. The enterprise Duo Media Networks OÜ may indicate the total financing by type of funding for all its TV and radio stations combined (in one of the questionnaires of its TV and radio stations), if it would be difficult to provide financing data separately for each station. In that case, please write in the remark field below the table that the financing of TV and radio stations has been summed up.

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
2 / 1	Total funding by type of funding – funding for TV commercial communications	RLIIK_A RI_TV	Audiovisual commercial communication is, in particular, television advertising, sponsorship announcements, teleshopping, and product placement.	Positive integer	
3 / 1	Total funding by type of funding – self-financing	RLIIK_O MA	Indicate this answer option if the television channels or radio stations are kept in operation by other activities of the same enterprise, including, where appropriate, loans, e.g. money obtained from non-budgetary foundations and funds.	Positive integer	
4 / 1	Total funding by type of funding – funding for public broadcasting	RLIIK_A V_OIG	Estonian Public Broadcasting should indicate only this answer option.	Positive integer	
5 / 1	Total funding by type of funding – fee from customer	RLIIK_K LIENT	This is the amount received from the viewer (end user) of the television channel, including where the channel sells its service directly to a private consumer.	Positive integer	
6 / 1	Total funding by type of funding – other total	RLIIK_M UU	All sources that do not fall under one of the types of funding listed above (project grants, bank loans, Hooandja projects, etc.).	Positive integer	
7 / 1	Name of funding – other type 1	RLIIK_M UU1_NI METUS	Specification of the name of other type of funding.	Text	
8 / 1	Total funding – other type 1	RLIIK_M UU1_SU MMA	Total amount of specified other type of funding in euros.	Positive integer	
9 / 1	Name of funding – other type 2	RLIIK_M UU2_NI METUS	Specification of the name of other type of funding.	Text	
10 / 1	Total funding – other type 2	RLIIK_M UU2_SU MMA	Total amount of specified other type of funding in euros.	Positive integer	
11 / 1	Name of funding – other type 3	RLIIK_M UU3_NI METUS	Specification of the name of other type of funding.	Text	
12 / 1	Total funding – other type 3	RLIIK_M UU3_SU MMA	Total amount of specified other type of funding in euros.	Positive integer	
13 / 1	Name of funding – other type 4	RLIIK_M UU4_NI METUS	Specification of the name of other type of funding.	Text	
14 / 1	Total funding –	RLIIK_M	Total amount of specified other type of funding in euros.	Positive	

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 5/9

	other type 4	UU4_SU MMA		integer	
15 / 1	Name of funding – other type 5	RLIIK_M UU5_NI METUS	Specification of the name of other type of funding.	Text	
16 / 1	Total funding – other type 5	RLIIK_M UU5_SU MMA	Total amount of specified other type of funding in euros.	Positive integer	

**Table 4. DURATION OF TV BROADCASTING BY TYPE OF BROADCAST, HOURS PER YEAR**

The total annual duration of broadcasts can be 8,760 hours maximum.

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
2 / 1	Duration of television broadcasting by type of broadcast – news	TV_UUD IS	News are short and main news broadcasts, news magazines, etc. Does not include news broadcast as teletext. Includes news produced by the television service provider itself, co-produced news, as well as news commissioned from Estonian producers.	Positive integer	
3 / 1	Duration of television broadcasting by type of broadcast – informative broadcasts	TV_PUB L	Informative broadcasts are journalistic coverage of topical events and issues, including analysis, commentary, etc. (excl. news, sports, educational, and scientific broadcasts), as well as broadcasts about various areas of life and reality (broadcasts of human interest) related to leisure activities (cooking, travel, crafts, excl. sports and education) or featuring interesting persons, activities, personal problems, etc.	Positive integer	
4 / 1	Duration of television broadcasting by type of broadcast – educational and scientific broadcasts	TV_HAR _TEAD	Educational and scientific broadcasts are educative, presenting problems and achievements in scientific fields and stimulating intellectual interest.	Positive integer	
5 / 1	Duration of television broadcasting by type of broadcast – cultural broadcasts	TV_KUL T	Cultural broadcasts are those which aim to enrich the audience's knowledge of literature, art, culture, language, philosophy, and history in a non-didactic way. This includes religious broadcasts and broadcasts of religious services. Do not indicate here teletheatre and recordings or transmissions of theatre performances; include these under 'Fiction and films'.	Positive integer	
8 / 1	Duration of television broadcasting by type of broadcast – sports broadcasts	TV_SPO RT	Sports broadcasts are live and recorded programmes of sporting events, news and information on sports.	Positive integer	
9 / 1	Duration of television broadcasting by type of broadcast – infotainment broadcasts	TV_INFO _MEELE L	Infotainment broadcasts are entertaining programmes based on facts, documentary material, and real-life events (e.g. Pealtnägija, Terevisioon, Ringvaade, etc.).	Positive integer	
6 / 1	Duration of television broadcasting by type of broadcast – music and entertainment broadcasts	TV_MUU S_MEEL EL	Music and entertainment broadcasts. This includes music programmes in which the dominant element is live or recorded music, and entertainment programmes, e.g. tele chat and interactive games, TV competitions and quizzes, show, humour, satire, talk show, etc.	Positive integer	
7 / 1	Duration of television broadcasting by type of broadcast – fiction and films	TV_LAV AST_FIL M	Fiction and films. This includes TV series, feature films, sitcoms, animated films and series, telefilms, teletheatre, recordings and transmissions of theatre performances, other fiction.	Positive integer	
10 / 1	Duration of television	TV_MUU D	Other broadcasts are all those that do not fall under the categories listed above. It includes, for example, unpaid inter-	Positive integer	

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 6/9

	broadcasting by type of broadcast – other broadcasts		programme announcements (cultural news, sponsored announcements) and other broadcasts between programmes (e.g. slow TV).		
11 / 1	Duration of television broadcasting by type of broadcast – advertising	TV_REKL	Advertising is information broadcast on television, either in return for payment or free of charge, for the purpose of providing a service or increasing the sale of goods, promoting an event, or guiding a person's behaviour in the public interest. This does not include time spent on banners and other advertising that appears on screen during the programme. Also excluded are advertising and introduction (promotion) of broadcasts and teleshopping broadcasts and spots.	Positive integer	
12 / 1	Duration of television broadcasting by type of broadcast – teleshopping	TV_OTSEP	Teleshopping is the offering of goods and services for direct sale, both as a teleshopping spot and as a stand-alone programme.	Positive integer	

**Table 5. DURATION OF TV BROADCASTING BY ORIGIN, HOURS PER YEAR**

The total annual duration of broadcasts can be 8,760 hours maximum. NB! The total duration of broadcasts in Table 5 must be equal to the total duration of broadcasts in Table 4.

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
2 / 1	Duration of television broadcasting by origin – self-produced	TV_ENDA_TOODET	Self-produced broadcasts are those 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 self-produced if such programmes are completed by the broadcaster itself.	Positive integer	
3 / 1	Duration of television broadcasting by origin – co-productions and commissioned broadcasts	TV_KOOST_TELLIT	Co-productions are broadcasts completed in cooperation with one or several Estonian or foreign organisations, whereas the broadcaster participated in editing, financing, or organising the production of such broadcasts. Unlike in the case of commissioned broadcasts, the broadcaster does not compensate for all production costs of the programme. Commissioned broadcasts are programmes ordered by the broadcaster from independent Estonian or foreign producers, compensating for all production costs of the programme.	Positive integer	
4 / 1	Duration of television broadcasting by origin – commissioned from Estonian producers	TV_EESTIST_HANGIT	Broadcasts commissioned from Estonian producers are programmes or films produced by an independent Estonian producer and the broadcasting rights of which the broadcaster has obtained.	Positive integer	
5 / 1	Duration of television broadcasting by origin – purchased from foreign organisations	TV_VALISM_HANGIT	Broadcasts purchased from foreign organisations are programmes or films produced by foreign organisations outside Estonia and the broadcasting rights of which the broadcaster has obtained.	Positive integer	
6 / 1	Duration of television broadcasting by origin – purchased from European (excl. Estonian) producers	TV_EUROOPAST_HANGIT	Broadcasts purchased from European (excl. Estonian) producers. European broadcasts within the meaning of Section 11 of the Media Services Act are considered here. An audiovisual work of European origin is: 1) a work originating in a Member State of the European Union; 2) a work originating in a European third State Party to the European Convention on Transfrontier Television; 3) a work which is co-produced within the framework of an agreement of cooperation concluded between a Member State of the European Union and a third state and is fulfilling the conditions specified in the agreement. For a list of countries, see <a href="https://www.stat.ee/et/euroopa-liidu-liikmesriigid">https://www.stat.ee/et/euroopa-liidu-liikmesriigid</a> ja <a href="https://www.coe.int/en/web/conventions/full-list?module=signatures-by-treaty&amp;treatynum=171">https://www.coe.int/en/web/conventions/full-list?module=signatures-by-treaty&amp;treatynum=171</a>	Positive integer	

**Questionnaire manual: Television**

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

7 / 1	Duration of television broadcasting by origin – purchased from producers in other countries	TV_MUJ ALT_HA NGIT	Broadcasts purchased from producers in other countries are programmes purchased from foreign countries which are not of European origin within the meaning of Section 11 of the Media Services Act.	Positive integer	
-------	---	--------------------------	---	------------------	--

**Table 6. DURATION OF TV BROADCASTING BY COUNTRY OF ORIGIN, HOURS PER YEAR**

The total annual duration of the television programme (in hours), after the deduction of the duration of news, sports broadcasts and broadcasts containing games and the duration of advertising, teleshopping and teletext.

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
2 / 1	Duration of television broadcasting by country of origin – Estonia	TV_EES TI_PARI TOLU	Broadcasts of Estonian origin (in hours). The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts.	Positive integer	
3 / 1	Duration of television broadcasting by country of origin – Estonian independent producers	TV_EES TI_PARI TOLU_S OLT	Broadcasts of Estonian origin created by producers independent of the television service provider. The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts. An independent producer is defined as a television production company that is not affiliated to the television channel and that produces television programmes for the channel (e.g. BEC, Ruut, Filmimees).	Positive integer	
4 / 1	Duration of television broadcasting by country of origin – Europe (excl. Estonia)	TV_EUR OOPA_P ARITOL U	Broadcasts of European (excl. Estonian) origin. The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts. An audiovisual work of European origin is: 1) a work originating in a Member State of the European Union; 2) a work originating in a European third State Party to the European Convention on Transfrontier Television; 3) a work which is co-produced within the framework of an agreement of cooperation concluded between a Member State of the European Union and a third state and is fulfilling the conditions specified in the agreement. For a list of countries, see <a href="https://www.stat.ee/et/euroopa-liidu-liikmesriigid">https://www.stat.ee/et/euroopa-liidu-liikmesriigid</a> ja <a href="https://www.coe.int/en/web/conventions/full-list?module=signatures-by-treaty&amp;treatynum=171">https://www.coe.int/en/web/conventions/full-list?module=signatures-by-treaty&amp;treatynum=171</a>	Positive integer	
5 / 1	Duration of television broadcasting by country of origin – European (excl. Estonian) independent producers	TV_EUR OOPA_P ARITOL U_SOLT	Broadcasts of European (excl. Estonian) origin created by producers independent of the television service provider. Transmission time allocated for the news, sports events and games programmes, as well as for advertising, teleshopping and teletext services must be deducted from the annual duration of these broadcasts. European independent producers within the meaning of Section 11 of the Media Services Act are considered here. A European independent producer is: 1) a producer that holds the majority of shares or the majority of votes determined by the shares of a legal or natural person of a Member State or State Party to the Convention; 2) a producer whose copyrights or the rights related to the copyrights for the production transferred on the basis of the law or agreement are held by a legal or natural person of a Member State or State Party to the Convention; 3) a producer that has produced own audiovisual production for at least two audiovisual media providers in the last 2 years.	Positive integer	
6 / 1	Duration of television broadcasting by country of origin – North America	TV_POH JA_AME ERIKA_P ARITOL U	Broadcasts of North American origin (in hours). The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts.	Positive integer	

## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 8/9

7 / 1	Duration of television broadcasting by country of origin – Russia	TV_VEN EMAA_P ARITOL U	Broadcasts of Russian origin (in hours). The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts.	Positive integer	
8 / 1	Duration of television broadcasting by country of origin – other origin	TV_MUU PARIT OLU	Broadcasts of other origin (in hours). The transmission time allocated for the news, sports events, and games programmes, as well as for advertising, teleshopping, and teletext services must be deducted from the annual duration of these broadcasts.	Positive integer	

**Table 4. 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	

**Table Y1. Assessment on a scale of 1 to 5**

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
/	Wording of questions	TAGASI S_2		rahulolu_nu mbriline_5_ kuni_1_9L	
/	Wording of error messages or controls of questions	TAGASI S_3		rahulolu_nu mbriline_5_ kuni_1_9L	
/	Explanatory texts (appearing when the mouse cursor hovers over them) of the questionnaire	TAGASI S_7		rahulolu_nu mbriline_5_ kuni_1_9L	
/	User-friendliness of eSTAT	TAGASI S_9		rahulolu_nu mbriline_5_ kuni_1_9L	

**Table Y2. Overall assessment on the questionnaire**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of)	You need not fill in
--------------------------	-----------------------------------	------------------	-------------	--------------------------	----------------------



## Questionnaire manual: Television

Questionnaire code: 12332023

Submitted in: 1.04.2023, data about 2022

p. 9/9

column code				decimals) or list/ classification name	the value: period, economic activity
/	Overall assessment on the ease of completing the questionnaire	TAGASISY_1		rahulolu_vaga_lihtne_vaga_keeruline_5L	

**Table Y3. Suggestions and comments (200 characters max)**

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
/	Suggestions and comments	TAGASIS_TESSIT		Text	