



## Television

Questionnaire code: 12332024

Submitted in: 1.04.2024, data about 2023

Period:

Periodicity: Annual

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Statistics Estonia guarantees the full protection of data submitted.

Economic unit

**Registry code:**  
**Name:**

**E-mail:**  
**Phone:**

Postal address

**County:**  
**City / Rural municipality:**  
**Village / Town / City district:**  
**Secondary address unit:**

**Street:**  
**Building:**  
**Apartment:**  
**Postal code:**

Economic activity in the sample

Completed by

**Personal ID code:**  
**Firstname and surname:**

**E-mail:**  
**Phone:**

**Completed on (date):**

**Signature:**

## 0. Information to the Respondent

The aim of the questionnaire is to obtain information about the number of employees and the types, duration and financing of TV broadcasting in TV stations operating in Estonia.
It is used to monitor and assess TV broadcasting trends in Estonia.
Click on the table name to access additional information about the table.
Values from the previous period are displayed to view.
In the absence of values, you do not have to enter 0 (zero) in the fields, but you may do so if preferred.
The additional rows or columns marked with 5x contain calculated values which are displayed after saving. These fields are grey.
If you click "Check", the entire questionnaire is checked and the errors in all tables are displayed simultaneously. Use this button when you have filled in all the tables.
The error message "Warning" indicates possible errors. Please make sure that you have entered the correct data, then click "Accept warnings" and confirm the questionnaire.
In case of any questions, please call +372 6259 300 or send an email at <a href="mailto:klienditugi@stat.ee">mailto:klienditugi@stat.ee</a>

## 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.

	Total number of employees	Number of employees working under	Number of employees with other contracts

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			employment contract	
		1	2	3
SUM. Sum displayed after saving.	1			
Programme staff	2			
Technical staf	3			
Administrative staff	4			
Other staff	5			
Remark	6			

### 1.0 NUMBER OF EMPLOYEES OF THE TV STATION

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		Total number of employees	Number of employees working under employment contract	Number of employees with other contracts
		1	2	3
SUM. Sum displayed after saving.	1			
Programme staff	2			
Technical staf	3			
Administrative staff	4			
Other staff	5			
Remark	6			

### 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.

		Sum of funding, in euros	.
		1	1x
Sum of sources of funding.	1		
State or local government	2		
Estonian private sector	3		
Foreign sources	4		
Other sources	5		
.. please specify the name of other source 1	6		
.. amount of other source 1	7		
.. please specify the name of other source 2	8		
.. amount of other source 2	9		
.. please specify the name of other source 3	10		
.. amount of other source 3	11		
.. please specify the name of other source 4	12		
.. amount of other source 4	13		
.. please specify the name of other source 5	14		
.. amount of other source 5	15		
Remark	16		

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

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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.

		Sum of funding, in euros	.
		1	1x
Sum of types of funding. Value assigned from Table 2.	1		
Commercial communication (television advertising, sponsorship announcements, teleshopping and product placement)	2		
Self-financing	3		
Funding for public broadcasting	4		
Fee paid by customer	5		
Other types	6		
.. please specify the name of other type 1	7		
.. amount of other type 1	8		
.. please specify the name of other type 2	9		
.. amount of other type 2	10		
.. please specify the name of other type 3	11		
.. amount of other type 3	12		
.. please specify the name of other type 4	13		
.. amount of other type 4	14		
.. please specify the name of other type 5	15		
.. amount of other type 5	16		

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

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

		Total annual duration of broadcasts, hours	.
		1	1x
Sum of duration of broadcasts (max 8,760 hours per year).	1		
News	2		
Informative broadcasts	3		
Educational and scientific broadcasts	4		
Cultural broadcasts	5		
Sports broadcasts	8		
Infotainment broadcasts	9		
Music and entertainment broadcasts	6		
Fiction and films	7		
Other broadcasts	10		
Advertising	11		
Teleshopping	12		

### 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.

		Total annual duration of broadcasts, hours	.
		1	1x
Sum of duration of broadcasts (max 8,760 hours per year).	1		
Broadcasts produced by the television service provider itself	2		
Co-production and commissioned broadcasts (incl.	3		

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co-produced with or commissioned from foreign producers)			
Broadcasts purchased from Estonian producers	4		
Broadcasts purchased from foreign organisations, total	5		
..broadcasts purchased from European (excl. Estonian) producers	6		
..broadcasts purchased from producers in other countries	7		

## 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.

		Total annual duration of broadcasts, hours	.
		1	1x
Sum of duration of broadcasts (max 8,760 hours per year).	1		
Estonia	2		
..Estonian independent producers	3		
Europe (excl. Estonia)	4		
..European (excl. Estonian) independent producers	5		
North America	6		
Russia	7		
Other	8		

## 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.

	Hours	Minutes
Time spent		
Please indicate the hours and minutes separately. For example, if it took 1.5 hours (i.e. 90 minutes) to complete the questionnaire, you should enter 1 in the hours field and 30 in the minutes field.		

## Y1. Assessment on a scale of 1 to 5

	Assessment on a scale of 1 (strongly disagree) to 5 (strongly agree)
Wording of questions was comprehensible.	1 - 5 2 - 4 3 - 3 4 - 2 5 - 1 6 - Do not know
Wording of error messages or controls was comprehensible, and they were helpful for finding and fixing errors.	1 - 5 2 - 4 3 - 3 4 - 2 5 - 1 6 - Do not know
Explanatory texts (appearing when the mouse cursor hovers over them) of the questionnaire were comprehensible and helpful.	1 - 5 2 - 4 3 - 3 4 - 2 5 - 1 6 - Do not know
Prefilled fields (text boxes with preexisting data) made the completion of the questionnaire more convenient and helped to reduce errors.	1 - 5 2 - 4 3 - 3 4 - 2 5 - 1

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eSTAT environment was user-friendly for completing the questionnaire (e.g. all the tables properly fit on the screen).	6 - Do not know 1 - 5 2 - 4 3 - 3 4 - 2 5 - 1 6 - Do not know
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### Y2. Overall assessment on the questionnaire

Please give an overall assessment on completing the questionnaire.	<b>Answer</b> 10 - Very easy 20 - Easy 30 - Average (neither easy nor difficult) 40 - Difficult 50 - Very difficult
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### Y3. Suggestions and comments


COMMENT