

# Swedish tv supply 2010

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## Creator/Principal investigator(s)

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## Research principal

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## Description

The study "Swedish TV supply" is conducted annually since 1998.

The examination of the programs offered on TV is designed to answer five questions: (1) What is the range of supply in the television channels during the program year 2010? (2) What similarities and differences are there between the television channels' program profiles? (3) What are the programs offered for specific groups: children, youth, minorities and the disabled? (4) How has variety of programmes developed over time? (5) And how is diversity manifested in Swedish television?

The study is based in principle on the information about TV programme from television channels. The programs are classified using this information and starting from a predefined classification scheme. The broadcast channels that have been examined: SVT1, SVT2, Barnkanalen/SVT24, Kunskapskanalen, TV4, TV4 Plus, TV3, Kanal 5, TV6, TV8 and UR.

In this study, as in most Swedish and international studies of television programme supply from the 1950s onwards, is information-entertainment the fundamental dimension in the classification of its contents. This means broadly that on the one hand, news and facts-oriented programs and on the other - programs focusing on recreation and entertainment are distinguished. In between, a third program genre is referred to among programs, including both factual and entertainment elements within a single program. The study also has programme supply classified by the target population the programs are primarily intended for: children, young people, ethnic minority groups as well as programs specifically tailored to people with disabilities.

Purpose:

Create repeated, systematic and long-term scientific studies of the programs offered in Swedish television.

## Data contains personal data

No

## Language

[Swedish](#)

## **Unit of analysis**

[Event/Process/Activity](#)

## **Population**

Programs in Swedish TV Channels in 2010

## **Sampling procedure**

[Probability: Stratified](#)

[Probability: Simple random](#)

The survey is based on programs broadcast on SVT1, SVT2, Barnkanalen/SVT24, Kunskapskanalen, TV4, TV4 Plus, TV3, Kanal 5, TV6, TV8 and UR during 17 weeks in 2010. The selection of weeks was independent and random, stratified by season. For the period January - May and September to December (peak season) 12 weeks were examined (w.1, 11, 13, 16, 17, 21, 37, 43, 45, 46, 48 and 51) and for the period June - August 5 weeks were examined (w. 22, 24, 28, 31 and 34).

## **Time period(s) investigated**

2010 - 2010

## **Data format / data structure**

[Numeric](#)

## **Data collection 1**

- Mode of collection: Content coding
- Description of the mode of collection: The research is mainly based on the TV programme provided by the TV channels which has been classified by an earlier determined classification system. The channels included in the research are: SVT1, SVT2, Barnkanalen/SVT24, Kunskapskanalen, TV4, TV4 Plus, TV3, Kanal 5, TV6, TV8 samt UR.
- Time period(s) for data collection: 2010 - 2010
- Source of the data: Communications: Public, Communications

## **Geographic spread**

Geographic location: [Sweden](#)

## **Lowest geographic unit**

Country

## **Highest geographic unit**

Country

## **Responsible department/unit**

Department of Journalism Media and Communication

## **Funding**

- Funding agency: The Swedish Broadcasting Authority

## **Research area**

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

[Media, communication and language](#) (CESSDA Topic Classification)

## Keywords

[Television channels](#), [Television programmes](#)

## Publications

Myndigheten för radio och TV. 2011. Svenskt tv-utbud. Myndigheten för radio och TV. ISSN: 1403-6320

Tillgänglig elektroniskt:

<http://www.radioochtv.se/documents/publikationer/svenskt%20tvutbud%202011.pdf>

**ISSN:** 1403-6320

Svenskt tv-utbud 1999, Tryck: Elanders Gotab AB - Stockholm, maj 2000, ISSN: 1403-6320

**ISSN:** 1403-6320

Myndigheten för radio och TV. 2014. Svenskt medieutbud. ISSN: 1403-6320

<http://www.radioochtv.se/Documents/Publikationer/Svenskt-medieutbud-2014-webb.pdf>

**ISSN:** 1403-6320

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

## Accessibility level

Access to data through SND

Data are accessible by order

## Use of data

[Things to consider when using data shared through SND](#)

## Versions

Version 1.0. 2018-01-19

## Related research data in SND's catalogue

[Swedish tv supply 2011](#)

[Swedish media supply 2014](#)

[Swedish tv supply 1998](#)

[Swedish tv supply 2001](#)

[Swedish tv supply 2002](#)

[Swedish tv supply 2003](#)

[Swedish tv supply 1999](#)

[Swedish tv supply 2004](#)

[Swedish tv supply 2005](#)

[Swedish media supply 2012](#)

[Swedish media supply 2012, Play Channels](#)

[Swedish media supply 2012, radio](#)

[Swedish tv supply 2006](#)

[Swedish tv supply 2007](#)

[Swedish tv supply 2008](#)

[Swedish tv supply 2009](#)

[Swedish media supply 2013](#)

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