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MONITORING OF THE PROGRAMMING STRUCTURE AND NEWS AND INFORMATION PROGRAMS OF THE MONGOLIAN NATIONAL BROADCASTER IN ITS TRANSITION PERIOD – 2



2010

PROJECT TEAM:

Project leader:

M.Munkhmandakh, PhD Executive Director, Press Institute

Coordinator:

G.Gunjidmaa, MBA Head of Research and Information Department, Press Institute

Seniour Researcher:

N.Ganchimeg Reseach officer, Research and Information Department, Press Institute

Researchers:

Ch. Bazar, PhD Research specialist, Mongolian State Great Khural,
N. Batzorig Senior research officer, Research and Information Department, Press
Institute

D.Lkhagvadorj Journalism trainer, Training Department, Press Institute

J. Munkhtsetseg Journalism trainer, School of Journalism, Press Institute

D.Nyamdojr Research officer, “XXII Century International” company

B.Odsuren Media expert, Research and Information Department, Press Institute

L.Unurjargal Journalism trainer, School of Journalism, Press Institute

D.Punsantsogvoo Research officer, Research and Information Department, Press
Institute

Technical Assistants:

P.Tumentsetseg Research officer, Research and Information Department, Press Institute
N. Tsendzaya Part time research officer, Research and Information Department, Press
Institute

Press Institute of Mongolia
Ikh Toiruu 11B,
20/347 Ulaanbaatar, Mongolia
Tel: 350002, 70113475
Fax: 350002
<http://www.pressinst.org.mn>
pim@pressinst.org.mn

“Monitoring of the Programming Structure, News and Information Programs of the Mongolian National Broadcaster - 2” Final Report

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Executive summary

The current study has been conducted with the aim of assessing the extent to which the Mongolian Public Service Broadcaster abides by the Law on Public Service Broadcasting and fulfills its public service mandate. To be more precise, the study aimed to identify changes to programming policy that have been made since 2007 when the Press Institute monitored the Public Service Broadcaster's programs for the first time and provided recommendations for improvement.

Two surveys have been conducted to meet the above objective: An analysis of the programming structure of the Mongolian National Broadcaster (MNB) and content analysis of the news and information programs of the MNB.

When developing the research methodology, the Press Institute used EBU system of classification of broadcast programs, the ESCORT system, which allows for multi-dimensional classification of programs.

The research team analyzed the content and structure of a random sample of fourteen consecutive days of programming in April and September 2010 (a total 28 days). Within this sample the research team registered 1224 items, out of which 69.4 percent were independent programs, including news, information and drama, which is similar to the situation in 2007. The remaining 30 percent were clips promoting own programs, commercial and non-commercial advertisement, beginning and end of programs etc.

In order to assess how well the Mongolian National Broadcaster is fulfilling its public service mission, the project defined the following as the major principles that a public service broadcaster should comply with:

1. The Public Service Broadcaster remains independent from any private interests and political authorities. This means, the programs of the Public Service Broadcaster remain distant from any ulterior motives other than the quality of programs for their own sake.
2. The Public Service Broadcaster seeks to provide equal services to all citizens regardless of gender, social status, political view, religion, physical capacity or geographic location. This means the Public Service Broadcaster seeks to cater to a wide range of tastes and interests with appropriate programming.
3. In order to equally serve diverse groups of people, the Public Service Broadcaster seeks to diversify its programs in at least three ways: offer diverse program formats and genres (ranging from news to fiction, from information to education and entertainment), address diverse audiences

(young people, elderly, minorities etc.) and deal with diverse subjects (responding to the various interests of the public and reflecting topics of social debate).

Part 1. Independence of MNB programming

In order to find out if MNB programs, particularly news and information programs, meet the criteria of independent and impartial reporting, the project analyzed the following:

1. Information sources in news stories
2. Separation of opinions and facts
3. Hidden advertisements in news and information programs, the status of sponsored programs.

1 Plurality of information sources as indicator of balanced reporting

Transparency and precise description of information sources was identified in all news items monitored throughout the project period.

However, almost every second news item in MNB news programs (47%) was based on statements of only one source, a figure 6% lower than in 2007. About 35% of these sources were official sources, mostly decision makers or experts, especially Government officials. Representatives of civil society organizations and civic movements, as well as political parties and businesses were used as information sources slightly more than in 2007. People affected by the event or situation were underrepresented as sources of information.

2. Separation of opinions and facts

90% of news items were based on facts only, avoiding personal comments and opinions.

3 Advertisements in news programs, hidden advertisements and sponsored programs

The project was conducted with the belief that including advertisements in news programs and hidden advertisements in news and information programs not only indicates a lack of knowledge of professional standards and ethical principles, but also reveals dependence on financial interests to generate income whatever ways possible.

The law on Public Service Broadcasting and the Advertisement Law both prohibit advertisements in current affairs and news programs. However half of commercial advertisements broadcast on the MNB were placed in prime time news programs. Moreover, news programs were often sponsored by businesses and companies, which violates the above mentioned laws.

On one random day the prime time news program featured at least one hidden advertisement.

The share of the MNB's own programs has increased from 43.6% in 2007 to 84.5% in 2010, which is connected with structural changes in the MNB. In 2007, the MNB purchased programs from

contracted private studios, while by 2010 the MNB had established its own editorial offices to produce programs previously produced by private studios.

Part 2. Equal service to all citizens

In contrast to commercial broadcasters, the Mongolian National Broadcaster is the only broadcaster which is obliged by law to provide equal services to all citizens of Mongolia. To measure whether the MNB fulfills this criterion, the team monitored following:

1. Diversity of program types
2. Diversity of target groups
3. Diversity of content

Diversity of programs

The project team suggests that information and children's programs which tend to be marginalized in commercial televisions should be the core of the public service broadcaster and play an important role in its programming policy. To be more precise, the project team suggests that the public service broadcaster should strive to maintain an appropriate proportion between 'useful' and 'profitable' programs in order to meet the criteria of diversity of programs. With profitable programs we mean, first of all, entertainment programs and dramas which usually enjoy greater ratings than 'serious' programs such as talk shows on economic or political issues and for this reason tend to be financially more profitable. "Useful" programs might not always enjoy the greatest popularity and be profitable but they play an important role in for strengthening democracy through educating and informing citizens. The project team suggests that the public service broadcaster should establish a point of difference from commercial broadcasters by giving more attention to 'useful' programs so that entertainment shows and dramas do not overwhelmingly dominate in the programming. The project team included into the working definition of 'useful' or public interest programs news, information and children programs. In 2007 the share of such programs in the MNB was 45% of the weekly broadcasting time, and in 2010 the percentage of 'useful' programs dropped by 5%. If we compare the share of "useful" or "public interest" programs with that in commercial broadcasters, the MNB does not differ much from commercial broadcasters in a sense balancing between "useful" and "profitable" programs for the sake of public interest. The share of "useful" programs in Education TV was 56.1% and in UBS 44%).

In 2007 the monitoring team noted that entertainment programs tend to be broadcast during the prime time and recommended that the MNB pay attention to this trend and attempt to not dedicate the entire prime time to shows, dramas or sports. In 2010, the share of entertainment programs in prime time (8:00PM – 10:00 PM) had dropped from 44% to 4%.

Diversity of target groups

In accordance with the law on Public Service Broadcasting, the MNB is obliged to serve all Mongolian citizens independently of their social status, religion, nationality or political views. Besides offering impartial news and information programs and diverse programs in terms of program objectives and formats, the monitoring team suggests that it is important to pay specific attention to often marginalized groups such as children, rural population, vulnerable groups and ethnic minorities.

The share of children programs in 2007 was around 17% of the broadcasting time and this percentage did not change in 2010. However, the monitoring team had noted in 2007 that programs targeting various age groups falling under the category of ‘children’ needed to be kept diverse, since the majority of children’s programs targeted kids of the age between 3 – 8, while programs targeting older children were missing or infrequent. By 2010 this situation had not changed.

Programs for ethnic minorities took up 0.2 % of programming time and have been broadcast regularly, which indicates progress in comparison to the infrequent broadcasting of such programs in 2007.

The programming share of programs targeting rural residents as well as of news items raising the issues of rural population have also increased from around 5% in 2007 to 12% in 2010.

There were no programs identified that targetted or addressed the issues faced by any vulnerable group. However, worthy of note is the fact that the MNB, as of 2010, was the only broadcaster that transmits its news programs with sign language.

Diversity of content

The analysis of MNB programming structure and content analysis of news and information programs showed that the MNB covers a wide variety of topics.

The following conclusions have been made regarding diversity of content in the MNB:

- Political and economic issues continue to take a dominant role in news and information programs.
- Contents addressing issues of rural residents doubled in comparison to 2007
- More attention was paid to environmental issues
- Significantly more time was dedicated to content looking at national history.

Part 3. Public funding, public control

In order for the public to exercise control over the Public Service Broadcaster, citizens need to understand the difference between public service broadcasting and commercial television, the reasons for paying license fees and the service that can be demanded from a public broadcaster.

To find out what the perceptions of citizens are about the public service broadcaster, license fees and their own role in controlling the public service broadcaster, in 2007 the research team conducted a nationwide representative public opinion survey involving 1200 people from 6 provinces of Mongolia. Due to financial restraints, this time it was not possible to conduct a similar survey to identify trends in public perceptions.

“Monitoring of the Programming Structure and News and Information Programs of the Mongolian National Broadcaster - 2”

Detailed report

OBJECTIVES OF THE MONITORING

The objective of the “Monitoring of the Programming Structure and News and Information Programs of the Mongolian National Broadcaster (MNB) -2” was to evaluate the extent to which the Mongolian National Broadcaster has fulfilled its public service mission during its transition period from a State broadcaster to a Public Service Broadcaster. In particular, the project aimed to compare the results of the 2010 analysis with data collected in the previous monitoring project in order to identify positive and negative changes since 2007 and provide the MNB management and policy makers with concrete recommendations for improvements.

To realize this, the project conducted following studies:

1. Analysis of the programming structure
2. Content analysis of news and information programs

Based on the data generated through quantitative studies, the project sought to evaluate if the MNB fulfills the principles of Public Service Broadcasting defined as follows:

1. Independence from political, economic and other one-sided interests
2. Diversity of programs in terms of the target group, program types and contents

Research methodology

In order to assess the current status of the MNB programs with regard to the broadcaster’s public service mandate, two studies have been conducted:

- ✓ An analysis of the programming structure of the MNB
- ✓ Content analysis of news and information programs of the MNB

The research methodology was developed during the first monitoring project, conducted in 2007. In order to generate comparable data, the research team used the research design from 2007 without significant changes.

1. Programming structure analysis methodology

The EBU ESCORT 2006 system was used as a base for developing program classification methodology. The specifics of this system are that it allows classification of the same program in several dimensions. Specifically, all programs recorded during the monitoring period (April and September 2011) were classified with regard to following criteria:

- Intention
- Format
- Content
- Target audience
- Program origination

For example, based on these criteria, the program “Understanding Science” can be classified as follows:

№	Program/Service	Intention	Format	Content	Target audience	Origin
1	“Understanding Science”	Educate	Magazine	Science and technology	General Audience	Own production

When selecting one attribute for each of the criteria mentioned above, the following has been taken into consideration:

- The coder identified an exact match in the recommended levels of a term that appropriately fits its description of the program.
- If the coder found a reasonable match but could not find a term that exactly fits the detailed description of the program, the coder selected the attribute in the recommended level immediately above in the hierarchy rather than selecting an undefined “other” reference.
- If the coder did not find a suitable match at any level, he selected an attribute which matched as closely as possible or used the alternative “other/mixed/unknown” value.

Research classification terms

Criteria	Intention, Format, Content, Target audience, Origin
Required level	Used for reporting based on the key codes
Recommended level	Second level of classification, used for reporting with key codes
Individual level	Used to adjust the program to the required and recommended levels

2. Methodology of content analysis of news and information programs

The content news and information programs has been analyzed with regard to criteria developed on the base of common professional standards in journalism:

Criteria for quantitative analysis:

- News items placement (in one bulletin)
- Duration of news items
- Journalistic genre of news items
- Topic/Content
- Geographic coverage

Professional standards:

1. Sources of information:
 - a. Number of information sources /0, 1, 2 etc .../
 - b. Identification of information sources
 - c. Transparency of information sources
 - d. Levels of information sources

2. Separation of opinions and facts in news stories

Criteria for qualitative analysis:

1. Hidden advertisements
2. Distance / position of the journalist in regard to the story
3. Adherence to criteria of journalistic ethics and responsibility

Sampling method

The 2007 monitoring project analysed programs of the MNB in the following timeframe:

14 days in April, August and November respectively (a total of 42 days).

In 2010 the project team monitored a total of 28 days (14 days in April and September respectively).

The weekly broadcasting time of the MNB was in 2010 longer by ca. 13 hours than in 2007. It started broadcasting 30 minutes earlier every day and was broadcast every Monday for the whole day, while in 2007 the MNB used to broadcast in the evening starting from 6 PM only.

In 2007 the project team registered a total 1857 items out of which 64.2% were program items including news, other programs and dramas, while the remaining part represented clips announcing the beginning and the end of broadcasting, own program advertisements and commercials. In 2010 the

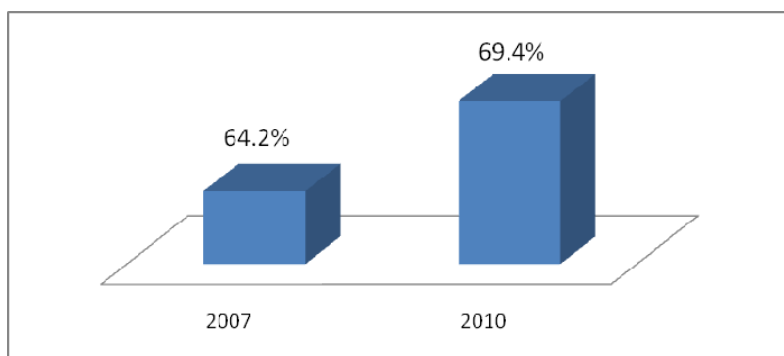
project recorded 1224 items, out of which 850 (69.4%) were registered as independent programs and dramas.

Table 1. Programs monitored

№	Program structure	2010		Total
		April	September	
1	Registered items	596	628	1224
2	Out of which independent programs and dramas	424	426	850

The share of programs in MNB's broadcasting time increased by 5,2% in comparison to 2007.

Chart 1. The share of programs in the weekly broadcasting time



News program sample

Table 2. News programs and news items monitored in 2007 and 2010

		2007	2010	April 2010	Sept. 2010
1	Number of news programs	74	68	75	72 (61)*
2	Number of news items	870	730	736	724

*In September 2010 72 news programs have been broadcast but 61 were monitored because the recordings of 11 programs did not meet technical standards.

Information program sample

A total of 28 information programs including “Open government”, “Open Forum”, “Symbol”, “Public hour”, “Let’s talk” etc. were monitored in 2010.

Table 3. Number of information programs monitored

	2007 average	2010 average	2010 April	2010 Sept.
Information programs broadcast in the prime time	22	32	20	12

INDEPENDENCE OF THE MNB PROGRAMMING

The independence of the MNB from political, economic or other one-sided interests is determined by many factors such as the legal environment, transparency and procedures of appointing management, financing systems, internal democracy, editorial independence, etc. The level of independence of the MNB is reflected directly or indirectly by the structure and quality of programs - first of all, the quality of news and information programs.

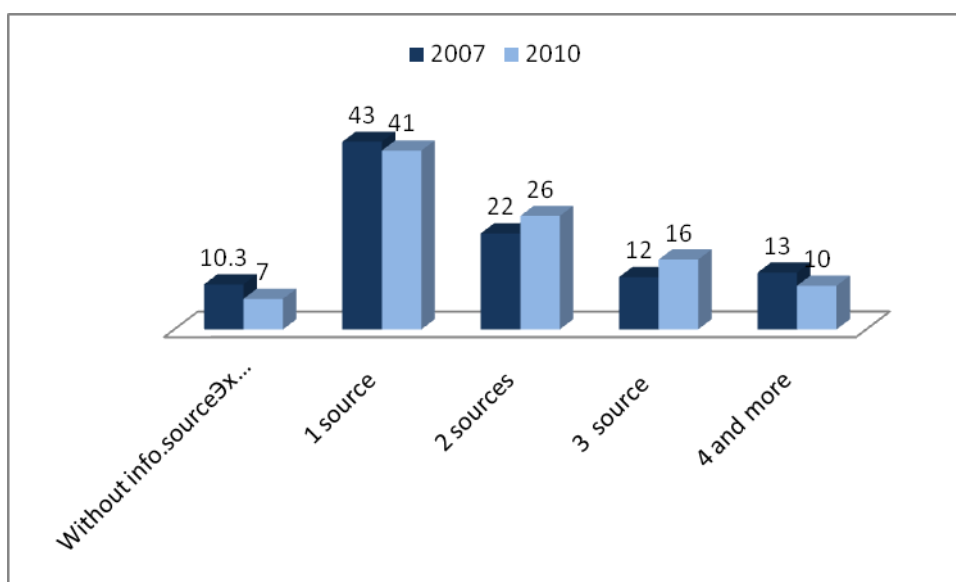
In order to judge MNB programs with regard to its independence from partial interests we analysed the following:

1.1 Plurality of information sources

Impartial news reporting can be ensured by following certain professional standards, for example, by using diverse levels of information sources. Conversely, news stories based on the statement of a single source can be considered biased. The reason for broadcasting such news stories can be a lack of professional knowledge, but it can also be seen as a deliberate attempt to disseminate a certain point of view. In any case, it is the obligation of the Public Service Broadcaster is to ensure the impartiality of news reporting and to maintain the credibility of an independent broadcaster which serves public interests only.

7% of news stories broadcast during the monitoring period did not have any information sources. This represents a 3% reduction from three years ago. The share of stories relying on a single source of information was about 41%, which also showed a decrease of 3%. Half of news items was based on two information sources.

Chart 4: Share of news items without any source, one, two, three and more information sources.



Sources of international news stories were not counted

Worthy of note is the fact that in cases of using 2 or more information sources, highest importance was placed on official sources of information, while people affected by the event or decision rarely expressed opinions.

Table 4. Number and types of information sources

Number of information sources		Official	Political party	Business group	Civic movement	Media	Other organizations	Citizens	Written source	Foreign source	Other	Indefinite	Total
1 source	2007	38	2.7	6	5.7	2.3	22.3	3	10	4.3	3	2.7	100
	2010	35.8	0.7	6	15.1	1.9	25.2	8	3.2	3.3	-	0.9	
2 sources	2007	37.3	1.3	4.7	12.7	2	21.3	6	4	8.3	0.3	2.3	100
	2010	35.4	4.1	8.7	7.0	-	18.5	13.3	7.4	4.5	0.5	0.5	
3 sources	2007	33.7	1.3	5.7	6	3	28	13.7	2.3	6.7	-	0.3	100
	2010	40.3	0.5	8.5	7.3	1	16.4	14.6	6.1	3.5	0.6	1.2	
4 sources	2007	30.7	0.3	11.7	3	-	26.3	16.7	3.7	4.3	1	1.3	100
	2010	30.8	-	10.6	7.1	1.5	18.7	22.2	5	2.5	1	1	
TOTAL	2007	35.7	1.7	5.7	6.7	1.7	20	14	5.3	5	2.7	1.3	100
	2010	34.6	2	9.2	8.4	0.6	17.7	18.1	5.4	2.7	0.3	0.8	

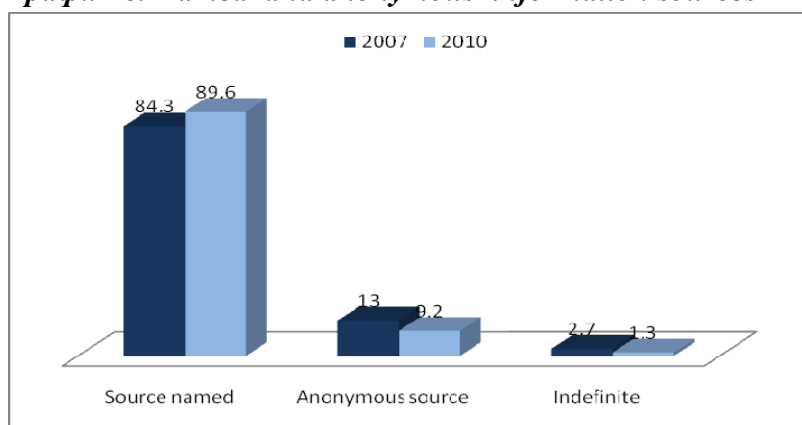
The majority of “official” sources are the government officials, the President, members of the Parliament or the local Government. The second most used sources of information were doctors, university professors and representatives of public agencies. The share of civil society representatives

and ordinary citizens cited as information sources increased almost three times, while less foreign information sources were used in 2010.

Regarding representatives of political parties used as an information source, the majority were sources from the Mongolian People's Party (MPP, former Mongolian Peoples Revolutionary Party). Of the 16 political party representatives cited in news items broadcast in April and September, 2010, 11 were MPP, 3 were from the Democratic Party (DP) and 1 was from the Civic Courage Party.

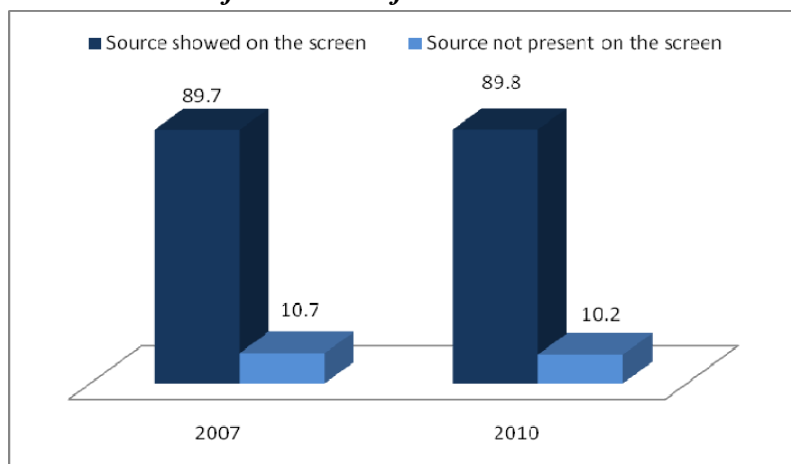
In the majority of news items, information sources were accurately identified by position, title and full name. The share of news items without any source decreased by 1.4% and the share of news items where the sources was not named decreased by 3.8% compared to 2007.

График 6. Named and anonymous information sources



90% of information sources are pictured while in one out of ten news items the source was not shown on the screen.

Chart 5. Share of screened information sources



Law of Mongolia on Public Service Broadcasting...

Art. 9.1 The programmes of the Public Service Broadcaster provide objective and impartial information prepared on a high professional level and in accordance with journalistic standards.

1.2 Separation of opinions and facts

The common mistake made by Mongolian journalists of mixing opinions and facts in news stories¹ occurs in the news programs of the MNB relatively seldomly: 91% of monitored news items avoided personal comments and opinions and included facts only, which is, however, about 5% lower than in 2007.

1.3 Share of own programs

The extent to which the broadcaster has control of the program content at the production stage is expression in the share of programs produced by the MNB itself.

In 2007 less than half of programs broadcast by the MNB were produced in-house (43.6 %). In 2010 this percentage almost doubled to 84.5%. The majority of these programs (96.6%) were financed by the MNB itself.

This drastic increase of in-house productions has come about because of structural changes within the MNB and a decrease in programs purchased from private studios. In 2007 the MNB consisted of the news agency “MM”, 7 editorial teams and 9 private studios working on a contractual basis with the MNB. As a consequence of structural changes in 2009, instead of private studios, 5 editorial teams were established and entrusted with the production of in-house programs. The monitoring team considers this to be a positive step towards better coordinated and internally controlled programming policy.

Table 6. Origination of programs of the MNB

	<i>Share in the broadcasting time</i>	
	<i>2007 average</i>	<i>2010 average</i>
1. Own programs	43.6	84.5
Sponsored	9.7	2
Own financing	12.3	81.6
Indefinite	21.6	0.9
2. Independent studios	49.3	6.8
Purchased through sponsorship	15.1	0.5
Purchased by own means	15.7	6.2

¹ Ethics and Professionalism of Mongolian Journalists. Content analysis survey. Press Institute 2006

Exchange program	3.8	0
Indefinite	14.7	0.1
3. Co-production	0.9	3.7
Paid-for programs	0.2	0.7
Sponsored programs	0.3	1.2
Self-financed	0	0.6
Indefinite	0.4	1.2
4. Program exchange	0.7	0
5. Indefinite	5.6	4.6
Total	100	100

In comparison to 2007, the share of programs without clear identification of financial sources decreased slightly. 47.6% of such programs were informative and 52.4% were educational programs.

The Public Service Broadcaster, in its efforts to serve public interests, should pay special attention to information, educational and children's programs. These programs can be defined as "public interest programs" and should represent core content that is separate from any ulterior motives of promoting private or political interests.

In 2007 the Press Institute expressed concern about the 20% of youth and children's programs which were produced through sponsorship. Sponsored programs, especially those sponsored by commercial companies, tend to focus on promoting products and services; thus weakening the public service intent. For this reason, the Press Institute recommended the establishment of an 'advertisement-free' area in the MNB by producing public interest programs with its own means, under own editorial control. The Mongolian Public Broadcaster unfortunately did not pay sufficient attention to this recommendation and the share of sponsored youth and children programs decreased by only 2% in 2010. Documentaries and information programs are also often produced and/or broadcast with the sponsorship of private companies.

Examples include "On the search for Gumuda flower" (September 18, 19, 20) sponsored by the Bread and Candy company "Talk Chikher", a documentary about the regional forum of the Union of Social Democratic Youth, sponsored by the "Khimon Constuction" company (Sept. 11, 12, 13), and the documentary "Efforts That Bring Trust" on the occasion of the 20th anniversary of the pharmaceutical group "Monos". There were also sponsored programs broadcast without acknowledgement of sponsors in the weekly television programs such as the documentaries on "The Real Situation in Boroo Steppe" (September 12, 2010, 6:40 PM) "The Parliament Speaker in the eastern region" (September 8, 2010, 7:45 PM), the informational program about the Regional Forum of the Union of Mongolian Social Democratic Youth (September 11, 12, 13, 2010).

Law of Mongolia on Public Service Broadcasting

Art. 15.2. The name, logo of the sponsor may be placed on the screen at the beginning and at the end of the program. Furthermore, products and services may be shown on the screen so that it does not disturb the program.

The project recorded several programs without identification of the producer or sponsor such as “The Glass Palace of Miners - 2”, “The Power Plant in Ukhaa Hudag” and “Our Role in Community Development”.

1.4 Financial interests and program independence

Law of Mongolia on Public Service Broadcasting

Art. 13.3. The share of advertisement on the Public Service Radio and Television shall not exceed 2% of daily broadcasting time.

The share of advertisement in the MNB programs does not exceed the 2% allowed by law. However, the MNB violates relevant laws by broadcasting commercial and hidden advertisement and sponsored current affairs news programs.

Analysis of the MNB program structure showed that 0.8% of its broadcasting time was dedicated to advertisements. 12% of the advertisements were commercial ads including ads for Summit Computers or Petrovis Lotto, 24% were non-commercial and public service advertisements, including ads about preventive measures against infectious diseases, appeals for vaccination, promotion of the role of the administrative court, food safety, etc. 64% were classified ads about vacant positions or appeals to participate in a contest etc.

Ads broadcast in the current affairs news programs took 2.6 % of the news program, which is 2.2% higher than in 2007.

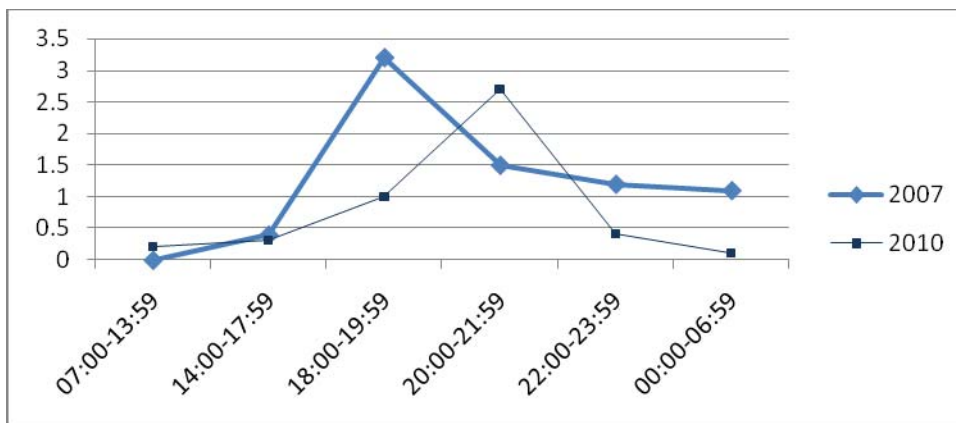
The Law of Mongolia on Public Service Broadcasting.

13.1. It is prohibited to broadcast hidden and commercial advertisement on Public Service Radio and Television

12% of ads transmitted between the programs and 53% of ads transmitted in the current affairs news programs were commercial ads.

While in 2007 the majority of ads were placed immediately before the prime time, in 2010 the ads were mainly placed in prime time.

Chart 7. Share of ads _time scales



The Law of Mongolia on Public Service Broadcasting

Art. 13.2.2. It is prohibited to transmit advertisements during current affairs news programs. Anchorpersons of such programs shall not participate in the production and transmission of advertisements.

The MNB extensively uses news programs, especially prime time news programs, to transmit advertisements. Ads range from commercial ads for brands such as Adidas, Summit computers or the Just Business Group to promotional video clips about the Administrative Court or the Boxing Championships.

The Law of Mongolia on Public Service Broadcasting

Art. 15.4. Current affairs news programs shall not be sponsored. Business entities whose products and services are not allowed to be publicly advertised shall not sponsor any programs in the Public Radio and Television.

Another issue that attracts attention is broadcasting of hidden advertisements during prime time news programs: On a random day prime time news programs include a minimum of one hidden advertisement. Examples include news items such as:

- “Cass town” supported planting trees in Tuv aimag, Erdene soum.
- Under current conditions of rising fuel prices the Magnai Trade Company reduced its fuel price by 15 tug per liter.
- Prime Insurance company introduced earth quake insurance.
- ‘Airmarket’ announced ticket lotto.
- Suu company uses a new technology Tetra pack to pack fresh milk.
- Goyo Company launched its new design series for fall and winter.

- Telex offers wireless Internet in the public Buses.
- Financial services of the Turiin Bank reach citizens.
- Khaan Bank is the most appropriate bank to collaborate with mining sector companies.

The Law of Mongolia on Public Service Broadcasting

Art. 15.3. Products and services of business entities, organizations and persons sponsoring a program shall not be promoted or appealed for use or purchase during the respective program.

Sponsored programs almost always promote products and services of the sponsoring company: the program “Perfect world” (Tugs yertonts) promotes products of the cashmere company “Goyo”, the program “20th century, 100 years” (20-r zuun, 100 jil) promotes the telecommunications company Unitel, the children’s program “On the search for Gumuda flower” promotes the bread bakery “Talkh Chikher”, etc.

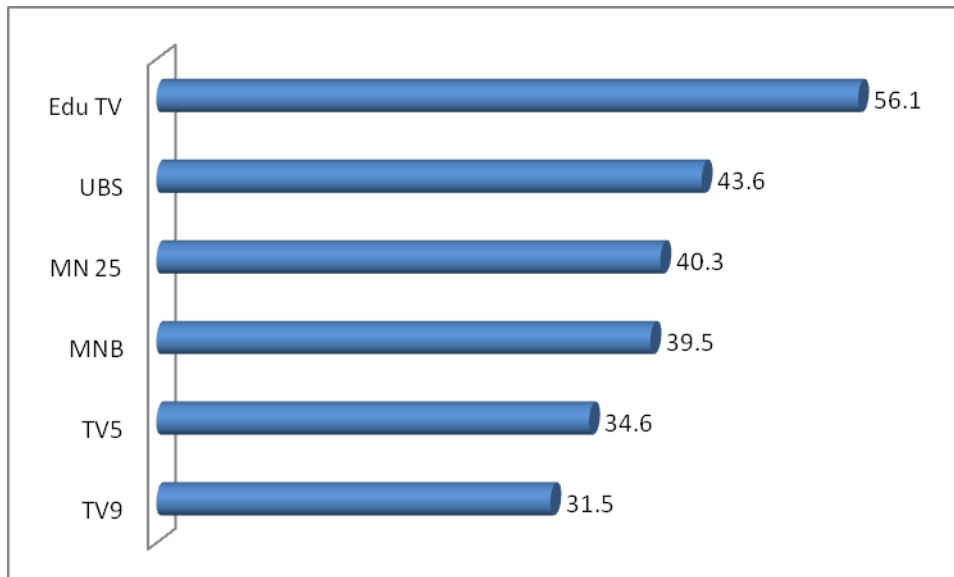
Along with sponsored programs, ‘paid for’ programs were common on the MNB. The Mobicom Corporation aired its lotto program “Mobi Marathon”, the Monos Group transmitted the documentary “Efforts Generating Trust”, the “Energy Resource” company broadcast “The Miner’s Glass House”, “The real situation in Boroo”, etc.

Providing equal service to all citizens implies not only geographic coverage of the entire country. It also means meeting needs and interests of different social groups with diverse program types that target diverse groups of people and cover a variety of content

2.1 DIVERSITY OF PROGRAMS

As of 2007 the share of ‘public interest programs’ on the MNB (news, information and children’s programs) was 45 % of weekly broadcasting time. The 2010 monitoring results showed that this share decreased by 5 percent. If we compare the share of similar programs on commercial television, the public service broadcaster is not distinguished much from commercial broadcasters in this sense:

Chart 8. Share of “public interest programs”



In 2007 the project team recommended that the Public Service Broadcaster should strive to maintain a balance between entertainment and information/educational programs in order to distinguish itself from commercial broadcasters and fulfill its public service mission. The project team suggested aiming for a minimum of 51% share of total broadcasting time be dedicated to informative and educational programs. The MNB management and program administration, unfortunately, did not pay attention to this recommendation.

Regarding the program formats, following changes occurred:

The share of fiction and music programs lightly decreased in comparison to 2007, also information programs decreased in the last three years, while entertainment programs doubled.

Table 7. Weekly programming structure by program formats

<i>Program format</i>	<i>Share in the weekly programming time</i>	
	<i>2007 average</i>	<i>2010 average</i>
1. Information	45.6	39.5
News and information	15.5	16.5
Telejournal	9.5	4.9
Commentaries	6.8	2.8
Documentaries (Analytical)	3.7	6.6
Discussions	4.1	2.8
Lectures, presentations	2.1	0.3
Documentary drama	3.4	3.1
Other information programs	0.5	2.5
2. Entertainment / Shows	9.9	18.8
Talk show	2	2.5
Game show	1.7	1.8
Team show / entertainment	1.1	1.9
Cabaret	0.1	0
Reality show	3.7	1.7
Other entertainment	1.2	11
3. Fiction	28.4	25.4
TV Drama	23	21.3
Stage drama/Play	0.9	1.8
Myths, Fairytale	1.1	1.4
Cartoon	2.3	0.7
Other fiction	1.2	0.2
4. Musical performance	7.3	3.1
Solo performance	1.6	0
Group performance	1.6	0.5
Mixed	1.1	1.8
Other musical performance	3.1	0.8
5. Advertisement	0.9	0.8
Advertisement	0.9	0.8
6. Other mixed	7.8	12.4
Other mixed formats	7.8	12.4
Total	100	100

Regarding the drop in the share of information programs, the monitoring results in the first part of the project (April 2010) showed almost the same results as in 2007. However, the second monitoring round in September revealed a drastic drop 10% in this type of programs, which was connected with the fact that fewer programs were devoted to discussions, presentations or commentaries.

From the Law on Public Service Broadcasting:

3.2. The purpose of the Public Service Broadcaster is to provide viewers and listeners all over the country with programming services to inform, educate and entertain.

Table 8. MNB weekly programming structure by program objectives

<i>Program objectives</i>	<i>Share in the weekly broadcasting time</i>			
	2007 average	2010 average	April 2010	September 2010
1. Inform	27	34.1	37.8	30.3
2. Enrich/Educate	13.1	15.2	14.7	15.6
3. Entertain	45.1	44.9	40.3	49.5
4. Advertisement of own programs	0.5	1	1.4	0.5
5. Advertisement	0.9	0.8	0.7	0.8
6. Other mixed	13.4	4.2	5.1	3.3
Total	100	100	100	100

The share of programs that aim to inform increased by 7 percent from 2007. Half of informative programs were news programs including the weekly news review, sports news and the English language news program. Furthermore, this category of program includes information programs prepared by the Government and Presidential Office such as “Open Government” (Neellttei zasag), “Serene” (Duudlaga), and “Symbol” (Suld).

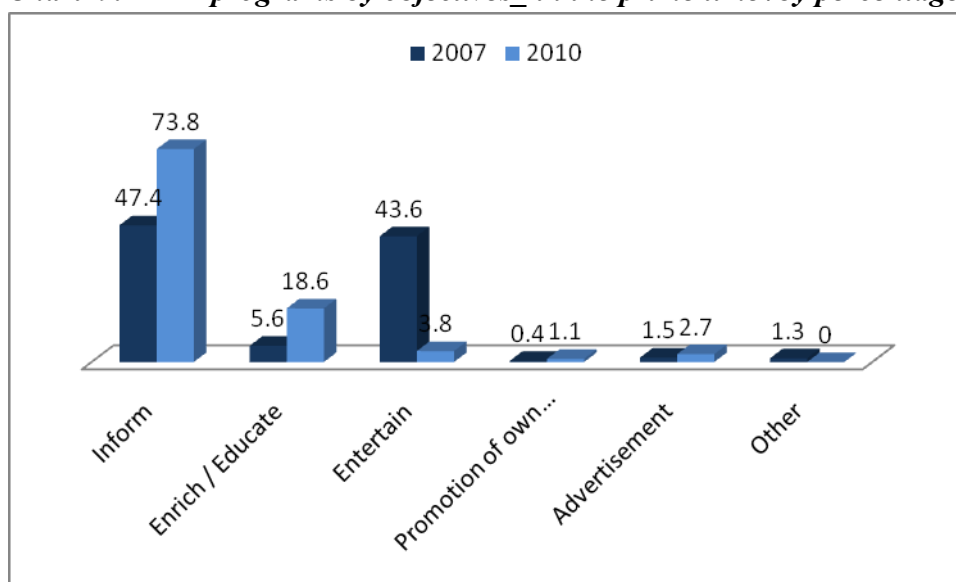
Also, the share of programs produced with the intention to educate increased slightly - reaching 15% in comparison to 12% in 2007. This type of program includes “Travel Hour” (Ayallyn tsag), “Science and Knowledge” (Shinjeleh ukhaan tannin medekhui), “Do Not Forget your Cultural Roots” (Undes yazguuraa buu martsugai), “World Famous People” (Delhiin suut humuus), “Green Planet – Our Future”, etc. Starting from 2010, the MNB launched a series of historical time line clips, “XX Century - 100 years”, about historical milestones in the Mongolia’s social, cultural and political development.

Similar to 2007, programs that intend to entertain included mostly dramas, cartoons, concerts, music clips and programs such as “HIT”, “ASK”, “Morning starts”, “Hey Hey” etc. In September 2010 the MNB launched a reality show called “I am citizen of Ulaanbaatar”. It also broadcast old dramas from the “Golden archive” of the MNB.

In 2007 the monitoring team noted the tendency of entertainment programs dominate prime time. This tendency decreased in 2010 and the share of entertainment programs in the prime time fell to about 4% from 43%.

The main reason for the increased share of information programs in prime time was that the duration of the prime time news program increased by 30 minutes.

Chart 9. MNB programs by objectives _ in the prime time /by percentage/



2.2 Diversity of target audience

The Law of Mongolia on Public Service Broadcasting...

8.2. The Public Service Broadcaster will pursue the following programming policy:

8.2.7. ... meet the needs and demands of various social groups including ethnic minorities, women, children and disabled.

In 2010 the MNB devoted 80 percent of its broadcasting time to programs that did not target a specific social group but are designed for the general audience.

Table 9. MNB's weekly programming structure _by target groups

Target groups	Share in the broadcasting time			
	2007 average	2010 average	April 2010	Septemb er2010
1. General audience	80.7	78.6	74.5	82.7

General audience	80.7	78.6	74.5	82.7
2. Age groups	17.1	17.7	22.2	13.2
Children aged up to 11	2.6	1.7	1.9	1.4
12-15 years	1.4	0	0	0
16-18 years	1	0	0	0
For all age	0	3	3.8	2.1
Mixed age groups	3.5	4.6	5	4.2
Adults	8.6	8.4	11.4	5.5
3. Social minorities	0.8	0.6	0.3	0.8
Ethnic groups	0.2	0.2	0.2	0.2
Religious groups	0.2	0	0	0
Language groups	0.4	0.4	0.1	0.6
4. Occupation groups	0.3	1.7	2.1	1.4
Herders and farmers	0.3	0.9	1.5	0.3
Other groups by occupation	0	0.8	0.6	1.1
5. Special groups	0.3	0	0	0
Disabled	0.3	0	0	0
6. Gender	0	0.2	0.5	0
Male/female	0	0.2	0.5	0
7. Geographic groups	0.1	1.2	0.4	1.9
Rural residents	0.1	0.9	0.2	1.6
Foreign citizens	0	0.2	0.2	0.3
8. Other	0.9	0	0	0
Other	0.9	0	0	0
Total	100	100	100	100

In 2007 the share of children's programs in the MNB's weekly broadcasting time was about 17 percent and this did not change in 2010. However, within the broad range of 'children's programs' the share of programs targeting specific age groups was unstable. There were no programs for teenagers at all and the majority of programs falling under the category of 'children' were for kids under 11 years; including "Morning starts" (Ugluunii odod), "Come Here Baby" (Maamuu naash ir), and "Mazaakhai".

During the monitoring period the MNB regularly broadcast a program for Kasakh minority called "TV Tolkyu" which took 0.2 percent of the weekly broadcasting time.

The monitoring team recorded various programs targeting specific groups such as "Today's Youth (Unuugiin zaluus), for young people, "Four Seasons" (Ergeh dorvon tsag), for farmers and herders, and "Healthy Food from Home Country", "Sustainable Livelihood", "Countryside School", "Moving Kindergarden" for rural citizens. The MNB also broadcast regular programs for language groups such as "MM-Today" for English speaking foreigners. Of above mentioned programs, "Four seasons" and "MM Today" were regular programs that have been broadcast for several years.

Regarding specific programs targeting gender groups or addressing gender issues, during the monitoring period in 2007 and 2010, only one program called “Parliament and the Media” was broadcast covering issues regarding the role of women in social and political life.

The Law of Mongolia on Public service broadcasting...

9.6. The Public Service Broadcaster’s news programs and programs during elections have to be broadcast with sign language and a written text display.

The MNB fulfils its obligation to broadcast its news programs with sign language and this is one of its advantages in comparison to commercial stations.

Regarding the formats, the majority of programs targeting a general audience are non-fiction programs including news and documentaries. Programs targeting the younger audience are mainly produced and broadcast in an entertaining way and include music shows and dramas.

The Law of Mongolia on Public Service Broadcasting...

9.5. Content which is not prohibited by law but might negatively affect the social, intellectual and psychological life of young people and children need to regulated by scheduling management or the broadcaster shall undertake technical measures to protect youth and children from such content.

The monitoring results show that the MNB makes endeavours to abide by the law and protect youth and children from sensitive content by scheduling programs for adults after 10 PM and categorizing dramas by displaying warning signs on dramas for adults.

2.3 Diversity of content

The Law of Mongolia on Public Service Broadcasting...

8.1 The Public Service Broadcaster shall reach the entire society with programs covering a wide scope of themes including politics, economics, science, education, culture, arts, sports etc. on high technical and professional level.

In order to assess the content of the MNB programming with regard to its diversity, the project team evaluated:

- Programming structure

- The thematic structure of information programs
- The content of news programs.

Table 10. Thematic focus of news and information programs in 2007 and 2010

News programs	Information programs
<u>2007</u>	<u>2007</u>
- Economics	- Economics
- Politics	- International news and events
- International news and events	- Social issues
<u>2010</u>	<u>2010 on0</u>
- Economics	- Social issues
- International news and trends	- Economic issues
- Lifestyle, celebrity	- Environmental issues

Programming structure**Table 11. MNB's weekly programming structure: by content**

Program content	Share in the weekly broadcasting time			
	2007 average	2010 average	April 2010	September 2010
1. Nonfiction programs	39.7	43.1	45.1	41.2
News and local events	18.2	15.7	14.8	16.5
Information on viewers rights	1.3	0.3	0	0.5
Politics, social and economic issues	6	8.2	10.2	6.2
Religion, philosophy	0	0.6	0	1.3
Education	3.7	4	5.6	2.5
Literature, Arts, Media	1.1	4.8	5.4	4.2
History, humanities	2.2	3.6	5	2.2
Science and technology	1.8	1.2	1.5	0.9
Health and medicine	0.9	0.7	0.7	0.8
Environment	2.4	2.5	1	3.9
Events, occasions /anniversaries, exhibitions, fairs, /	0.1	0.6	0.6	0.6
Infrastructure, communications	0	0.2	0.1	0.2
Human interest /celebrities, lifestyle/	0.7	0.3	0	0.7
Other information	1.4	0.4	0.2	0.6
2. Lifestyle, spare time, human interest	3.4	3.3	5.3	1.2
Tips and advises for general audience	0.1	0.1	0	0.1
Computer and Technology	0	0	0	0
Food	0	0	0	0
Home and garden	0	0	0	0

Hobby	0	0	0	0
Cars and techniques	0.1	0	0	0
Family and lifestyle	0.4	0.6	0.9	0.3
Travel and Tourism	0.7	1.2	2.4	0
Other: hobby, lifestyle	1	1.4	2	0.8
3. Sports	4.1	6.8	2.6	11
National Sports	0.8	0.6	0.4	0.7
International Sports	2.3	6.1	2.2	10.1
Other: Sports	0.6	0.1	0	0.2
4. Fiction	25.1	23.4	19.6	27.2
TV Drama	24.5	21.6	19.6	23.7
Stage drama	0.7	1.8	0	3.5
5. Leisure, Entertainment	5.4	4.5	4.1	4.9
Quiz	1.2	1.4	1.3	1.5
Meeting and dating	0	0	0	0
Reality show	3	1.7	0	3.4
Talk shows	0.2	0	0	0
Cabaret	0	0	0	0
Game	0.6	1.3	2.7	0
Other: leisure and entertainment	0.3	0	0.1	0
6. Music	7.9	4.6	6.1	3.2
National/ Folk music	0.8	0.8	0.6	1
Popular music	3.2	1.8	2.8	0.7
Classical music	0.6	0.2	0	0.3
Other: Music	3.2	1.9	2.7	1.2
7. Other mixed	14.5	14.3	17.2	11.3
Other	14.5	14.3	17.2	11.3

The Law of Mongolia on Public Service broadcasting...

8.2. The Public service broadcaster takes the following into its programming policy consideration:

8.2.3. Respect the national culture, arts, history and traditions, prioritize national unity and support protection of environment;

8.2.6. Pay special attention to programs that support the individual and social growth of its viewers, especially the intellectual and physical development of youth and children.

Compared to three years ago, the MNB now offers more information, especially on political and economic issues as well as arts and history. It also covers environmental issues more often. It offers less music and more sports. Of note is the fact that the share of international sports coverage is greater in 2010 due to an international Judo championship that took place during the second half of monitoring.

News and information programs

If we analyze the topic and duration of each news item in the news bulletin, the dominant majority of news items looked at economic and environmental issues as well as international news and events. In terms of frequency, environmental and economic issues as well as human interest news were broadcast most frequently. In comparison to 2007, news on politics, crime and justice issues dropped drastically.

Table 12. News and information program content by frequency and duration

№	News topic	Share of the total weekly duration of news programs		Share of the total number of news items per week	
		2007	2010	2007	2010
1	Environment	5.2	5.9	3.8	4.4
2	Politics	20.2	7.8	14.6	8.5
3	Economics	14.1	15.4	9.0	22.1
4	Education	5.2	3.1	4.0	3.8
5	Health	4.5	2.5	3.5	2.9
6	Crime and Justice	4.2	2.7	5.1	3.7
7	International news and events	15.5	22.8	31.4	11.7
8	Leisure time, lifestyle, sports	3.2	14.1	3.1	15.2
9	Media and communication	5.2	4.4	4.1	4.7
10	Human interest	0.4	0.4	0.5	0.2
11	Science and technology	1.7	0.9	1.5	0.8
12	Social issues	9.8	7.6	6.8	9.9
13	Advertisement	0.4	2.6	0.6	0.9
14	Other	10.4	9.8	13.3	9.9
Total		100	100	100	100

Regarding economics issues; currency policy, mining and energy issues were covered more throughout the monitoring period. In addition, there were seasonal issues such as winter preparation and herd management and the harvest situation in September.

The share of other news was relatively large mainly due to inclusion of the weather forecast in this category.

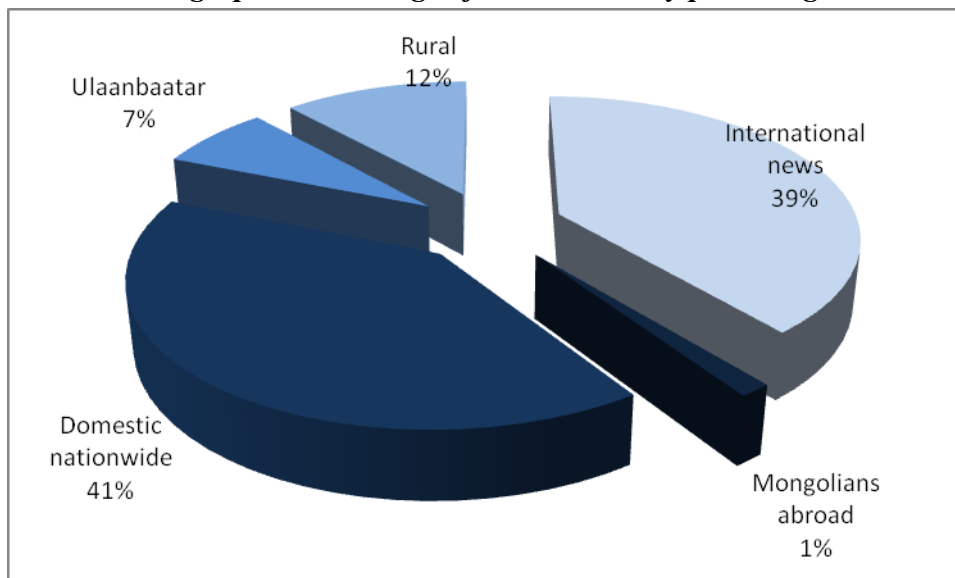
The project team had intended to conduct a more detailed analysis of news stories on vulnerable groups, including the poor and disabled. However, the monitoring team was not able to record a sufficient number of news items covering vulnerable groups except event-oriented news such as

change of the president of the Union of Disabled People or provision of technical support to the Disabled Children Center by the German Embassy. The monitoring team concludes that the MNB does not pay specific attention to serve the needs of vulnerable groups by addressing their issues and advocating for their interests.

In general, MNB news programs tended to cover events only and failed to address problematic and contradictory issues and situations (poverty, corruption etc.) with analytical stories and background features.

Regarding geographical coverage of news stories, around 41 percent of news items covered national domestic news and 29 % dealt with international news. Progress has been made in regard to news coverage on the lives and issues faced by the rural population. In 2007 5% of news items covered issues of rural citizens, and in 2010 this percentage has increased to 12%.

Chart 10. Geographical coverage of news stories by percentage



In 2010, similarly to 2007, international news played a significant role in news programs. Regarding domestic national news, in 2010 the focus shifted from political news to stories on economic issues. In local news both in Ulaanbaatar and rural areas social issues dominated in both 2007 and 2010.

Information programs

The duration of information programs ranged between 12-60 minutes and they mainly focused on economic issues or social problems. In comparison to three years ago, the information programs were of a more ‘serious’ nature - in sense that family, health, human interest and celebrities were not covered and there was more of a focus on political, environment or social issues.

Table 13. Information program content_ by duration

~ 30 ~

<i>Д/д</i>	<i>Content</i>	<i>Share in the weekly broadcasting time /percentage/</i>	
		<i>2007</i>	<i>2010</i>
1	Environment	3.2	10.7
2	Politics	1.9	9.4
3	Economics	27.4	35.0
4	Education	1.4	3.5
5	Health	17.3	0
6	Crime, justice	2.2	8.1
7	International events and trends	20.0	0
8	Media and entertainment	0	0.8
9	Lifestyle, family	7.8	0
10	Human interest and celebrities	1.8	0
11	Science and technology	0	0.6
12	Social issues	16.9	31.9
	Total	100,0	100,0

Programs on economics issues focused on money and inflation, the harvest and its logistical issues, businesses' environment reforms, mining and relevant investment issues, the role of stock market in economic development, etc.

Programs on social issues discussed social care, problems around public transportation system, car accidents, migration of Chinese citizens into Mongolia, environmental pollution, etc.

Conclusions of the monitoring study

Positive changes since 2007

- The level of professionalism of news production improved in comparison to 2007. Sources of information were more transparent and it was evident that MNB journalists strove to distinguish between fact and opinion. The dominant majority of news items were based on facts and the journalist did not make personal comments and conclusions.
- The share of in-house productions in the MNB doubled. This has been mainly due to structural changes in the MNB, which supported own production instead of purchasing programs from private studios.
- If in 2007 entertainment programs tended to dominate in the prime time, this trend changed for the better. In 2010 in prime time (between 8:00 and 10:00 PM) was mainly occupied by information programs, which the monitoring team considers to be a more appropriate for the public service missions of the MNB.
- Programs targeting special groups such as ethnic minorities or language groups have been broadcast more regularly. The MNB also introduced sign language for its news programs, which was not used in 2007.

Negative changes and trends

- The duration of single news items was relatively long in 2007 (around 1 minute). In 2010 the news items became even longer (90 seconds), even though the MNB news programs do not provide background stories and features. Worthy of mention is also the fact that despite the relatively long duration of news stories, the MNB does not use various levels of information sources. On the contrary, every second news item relies on the statement of one and only information source, who is usually a public official.
- Every second information program does not reveal its production origin, so sponsored programs and editorial policy content cannot be distinguished.
- Even though advertisements on the MNB in general do not exceed the 2 percent of broadcasting time allowed by law, prime time news programs are frequently interrupted by commercial and hidden advertisements and paid-for news items, which is not only against the

law on Public Service Broadcasting and the Law on Advertisements, but is also a serious violation of professional standards in journalism.

- An increasing trend of commercialization can be noticed in the MNB programming policy with more time dedicated to entertainment programs and less attention paid to information and educational programs. In this regard the MNB does not differ much from the commercial stations despite its public service mission.
- Even though the MNB dedicates sufficient time for children programs, the share of programs for different age groups that fall into the category of ‘children’ is not consistent. The same was situation was noted in 2007 and even though the monitoring team recommended reviewing the children’s programming policy, the situation has not changed so far.

Recommendations

For policy makers and legislators

A crucial factor that can influence the independence of programming policy of the Public Service Broadcaster is its financial independence. For this reason the Press Institute recommends legislators and policy makers pay attention to the current financing system of the Public Service Broadcaster.

Monitoring of the Public Service Broadcaster programs showed that the current financing model of the Public Service Broadcaster tends to negatively affect the MNB’ programming policy. The license fees do not provide sufficient income for the Public Service Broadcaster and advertisement income is limited to 2% from non-commercial ads only so that the MNB significantly depends on the state budget support. In the effort to generate additional income the MNB uses all other means including sponsorship of information programs and even prime time news programs, paid-for news stories and hidden commercial advertisements.

The Press Institute recommends officially allowing an appropriate level of advertisement income in order to balance public funding with commercial sources of income and avoid overdependence on state subsidies. Official permission of (limited) income from commercial advertisements would not only loosen the strong dependence on political decisions regarding MNB’s annual budget, it will also contribute to creating a more dynamic and needs-oriented relationship between the MNB and its audience.

For the Board of the MNB

- ✓ In accordance with Article 8.4 of the Law on Public Service Broadcasting, the board of the MNB is obliged to exercise control over the programming policy of the MNB to ensure that it abides the law and follows the public service principles. For better efficiency of this control

the Press Institute recommends regular examination of the programming structure of the MNB to assess the plurality of content and diversity of target audiences and program formats. Such assessments could, for example, help to identify trends of extreme commercialization by over-emphasizing entertainment programs and reduction in the amount of time dedicated to information programs, children etc.

- The analysis of the programming structure shall regularly be publicized to emphasize the unique role of the MNB its difference from commercials stations.

For program directors and the MNB management

- ✓ When defining the MNB programming policy at the editorial level, the Press Institute recommends introducing internal categories that allow precise definition of the objectives, content, target audience and format of each program based on the same criteria. This will not only allow transparency in programming planning, it will make it easier to ensure balanced programming with regard to programs targeting specific groups, the share of information and entertainment programs, etc.
- ✓ To meet the legal requirement of producing programs on a “high professional level” the MNB needs to precisely define the criteria and requirements for each type of program in order to set common standards and promote them. On the other hand, attention should be paid to improving the professional qualifications of journalists by evaluating the level of professional knowledge and skills and the training needs and implementing capacity building programs for journalistic staff.
- ✓ The Press Institute recommends defining and implementing a concrete editorial policy with regard to sponsored programs. This would include the type and placement of sponsored programs and defining the extent to which sponsorship would interfere with the program content (this should be strictly limited to maintain the independence of programming policy and fulfill the public service mandate). The monitoring team advises restricting sponsorship of information programs, particularly news and children’s programs, in order to maintain editorial control over these programs, and ensure credibility and independence.
- ✓ The Press Institute appreciates increase in the MNB’s own programs in the share of total broadcasting time and recommends efforts be made to maintain this achievement.
- ✓ The MNB should continue its efforts to serve the needs of various social groups including disabled and increase the types of programs broadcast with sign language and subtitles.

- ✓ The Press Institute notes that the majority of information programs aim tend to inform only, while analytical programs that scrutinize problems, question facts and situations and look for solutions are rare.

For the management of the MM news agency

- ✓ The Press Institute recommends urgent attention be paid to the fact that every second news item is based on the statement of one single source only. We recommend introducing and promoting standards to ensure the plurality of information sources in news stories to provide for balanced and accurate news reporting.
- ✓ Worthy of note is the fact that news items citing several sources mainly include official sources, while citizens and groups affected by the event/situation or independent sources without a conflict of interest rarely had a say. For this reason the monitoring team recommends promoting editorial rules and news standards to ensure use of diverse types and levels of information sources including decision makers, people directly affected by the decision/event and independent experts.
- ✓ The news bulletin mainly consists of short news stories. We recommend diversifying at least the main, prime time news program to include background and analytical stories and features, reportages and interviews to enrich the content and diversify formats of story presentation to meet the needs and interests of various groups of people.
- ✓ The Press Institute recommends urgently stopping the broadcasting of commercial advertisements prepared in the format of journalistic news pieces and direct ads within news programs, which not only violate the law and professional standards, but also damage the credibility and reputation of the public service broadcaster.

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Attachment

1. Weekly programming structure of the MNB: by target groups

<i>Target audience</i>	<i>Share in the weekly broadcasting time</i>			
	<i>2007 average</i>	<i>2010 average</i>	<i>April 2010</i>	<i>September 2010</i>
1. General audience	80.7	78.6	74.5	82.7
General audience	80.7	78.6	74.5	82.7
2. Age groups	17.1	17.7	22.2	13.2
Children aged up to 11	2.6	1.7	1.9	1.4
12-15 years	1.4	0	0	0
16-18 years	1	0	0	0
For all age	0	3	3.8	2.1
Mixed age groups	3.5	4.6	5	4.2
Adults	8.6	8.4	11.4	5.5
3. Social minorities	0.8	0.6	0.3	0.8
Ethnic groups	0.2	0.2	0.2	0.2
Religious groups	0.2	0	0	0
Language groups	0.4	0.4	0.1	0.6
4. Occupation groups	0.3	1.7	2.1	1.4
Herders and farmers	0.3	0.9	1.5	0.3
Other groups by occupation	0	0.8	0.6	1.1
5. Special groups	0.3	0	0	0
Disabled	0.3	0	0	0
6. Gender	0	0.2	0.5	0
Male/female	0	0.2	0.5	0
7. Geographic groups	0.1	1.2	0.4	1.9
Rural residents	0.1	0.9	0.2	1.6
Foreign citizens	0	0.2	0.2	0.3
8. Other	0.9	0	0	0
Other	0.9	0	0	0
Total	100	100	100	100

2. Weekly programming structure by program format

<i>Program format</i>	<i>Share in the weekly broadcasting time</i>			
	<i>2007 average</i>	<i>2010 average</i>	<i>April 2010</i>	<i>September 2010</i>
1. Information	45.6	39.5	44.3	34.7
News and information	15.5	16.5	16.4	16.6
Telejournal	9.5	4.9	7.1	2.8
Commentaries	6.8	2.8	2.9	2.6
Documentaries (Analytical)	3.7	6.6	8.4	4.8

Discussions	4.1	2.8	4.1	1.5
Lectures, presentations	2.1	0.3	0	0.7
Documentary drama	3.4	3.1	4.8	1.3
Other information programs	0.5	2.5	0.6	4.4
2. Entertainment / Shows	9.9	18.8	12.3	25.4
Hosted show	2	2.5	2.3	2.6
Game show	1.7	1.8	2.8	0.8
Team show / entertainment	1.1	1.9	2.1	1.7
Cabaret	0.1	0	0	0
Reality show	3.7	1.7	0	3.4
Other entertainment	1.2	11	5.1	16.8
3. Fiction	28.4	25.4	22	28.7
TV Drama	23	21.3	19.6	22.9
Stage drama/Play	0.9	1.8	0	3.5
Myths, Fairytale	1.1	1.4	1.5	1.3
Cartoon	2.3	0.7	0.6	0.8
Other fiction	1.2	0.2	0.3	0.1
4. Musical performance	7.3	3.1	4.1	2.2
Solo performance	1.6	0	0	0
Group performance	1.6	0.5	0.8	0.
Mixed	1.1	1.8	1.7	1.9
Other musical performance	3.1	0.8	1.5	0
5. Advertisement	0.9	0.7	0.5	1
Advertisement	0.9	0.7	0.5	1
6. Other mixed	7.8	12.4	16.8	8.1
Other mixed formats	7.8	12.4	16.8	8.1
Total	100	100	100	100

3. MNB weekly programming structure: by objectives

<i>Program objectives</i>	<i>Share in the weekly broadcasting time</i>			
	2007 average	2010 average	April 2010	September 2010
1. INFORM	27	34.1	37.8	30.3
Government news	1.2	0.8	1	0.6
News	15.7	16.6	16.1	17
Infotainment	4.1	4.1	5.3	2.8
Advise	0.9	1.2	1.5	0.9
Inform: Other	5.2	11.5	14	8.9
2. Enrich	13.1	15.2	14.7	15.6
Educate	3	0.5	0.6	0.3
Enrich	7.5	2.3	0.7	3.9
Enrich: other	2.5	12.4	13.4	11.4
3. Entertain	45.1	44.9	40.3	49.5

Entertain	39.8	12.5	7.9	17
Edutainment	4.3	7.2	9.7	4.7
Entertain: other	1	25.2	22.7	27.7
4. Promote	0.5	1	1.4	0.5
Promotion of own programs	0.5	1	1.4	0.5
5. Advertise	0.9	0.8	0.7	0.8
Commercial indirect advertisement	0.4	0	0	0
Non-commercial advertisement	0.4	0.2	0.2	0.1
Commercial advertisement	0.2	0.1	0.1	0.1
Advertisement: other	0	0.5	0.5	0.6
6. Other mixed	13.4	4.2	5.1	3.3
Other mixed	13.4	4.2	5.1	3.3
Total	100	100	100	100

4. Program objectives by scheduling

Broadcasting time	Year	Program objectives						
		Inform	Enrich	Entertain	Promote	Advertise	Other	Total
07:00-13:59 (9 % rating) ²	2007 average	25.7	12.0	38.9	0.5	-	22.8	100
	2010 average	25.8	16.9	32.7	1	0.2	23.4	100
14:00-17:59 (9 %rating)	2007 average	19.0	17.2	60.7	0.5	0.4	2.3	100
	2010 average	24.6	21.3	53	0.9	0.3	-	100
18:00-19:59 (33% rating)	2007 average	28.1	30.4	37.4	0.7	3.2	0.2	100
	2010 average	50	25.9	21.7	1.4	1	-	100
20:00-21:59 (57% rating)	2007 average	47.4	5.6	43.6	0.4	1.5	1.3	100
	2010 дундаж	73.8	18.6	3.8	1.1	2.7	-	100
22:00-23:59 (44% rating)	2007 дундаж	11.5	-	51.7	0.4	1.2	35.2	100
	2010 дундаж	13.6	1.1	64.4	0.4	0.4	20	100

² According to Audience survey (percent of the viewers watch TV in the time between 07:00-1:59 PM

00:00-06:59 (2% rating)	2007 дундаж	11.2	-	-	0.3	1.1	87.4	100
	2010 дундаж	27.4	-	52.6	2.5	0.1	17.4	100

5. Program objectives: by scheduling and target audience

	Year	Target audience														
		General audience	Children up to 11	12-18 years	All children	Mixed group	Adults	Ethnic groups	Language	Farmers	Occupational group	Disabled	Women	Rural	International audience	Other
07:00-13:59	2007	81.2	3.2	2.3	-	4.7	7	0.6	-	0.2	-	0.3	-	0.2	-	0.3
	2010	85.6	0.7	-	4.2	2.1	4.9	0.3	-	0.8	0.7	-	-	0.7	-	-
14:00-17:59	2007	82.4	3.7	3.2	-	2.4	6.6	0.7	-	-	-	0.5	-	-	-	0.6
	2010	79.2	1	-	3.7	8.2	4.5	0.4	0.5	0.8	0.4	-	-	1.3	-	-
18:00-19:59	2007	60.3	4.9	11.4	-	8.8	10.2	-	-	0.8	0.4	0.5	-	-	-	2.7
	2010	66.5	0.3	-	3.3	16.4	2.7	-	1.8	1	0.6	-	2	3.4	2.1	-
20:00-21:59	2007	84.1	-	-	-	-	12.3	0.6	1.3	0.4	-	-	-	-	-	1.2
	2010	77.3	10.2	-	1.9	0.7	5.8	-	0.3	1.7	2.1	-	-	-	-	-
22:00-23:59	2007	95.5	-	-	-	-	2.6	-	0.6	-	-	-	-	-	-	1.3
	2010	80.3	-	-	-	1	16.6	-	0.2	0.7	1.2	-	-	-	-	-
00:00-06:59	2007	97	-	-	-	-	2.7	-	-	-	-	-	-	-	-	0.3
	2010	99.8	-	-	-	-	-	-	-	-	0.2	-	-	-	-	-