

# Swedish media supply 2015

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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. Since 2012, except for the TV channels SVT1, SVT2, Barnkanalen (the Children Channel), SVT24, Kunskapskanalen (the Knowledge Channel), TV3, TV4, Kanal 5, TV6, Sjuan (Seven), TV8 and the UR program of SVT1 and SVT2, programme of the Swedish Radio (P1, P2, P3, P4 Göteborg, P4 Kristianstad, Radio Rix och Mix Megapol) as well as the play services of some TV channels (SVT play, TV4 play, TV3 play and Kanal 5 play) have been examined. The new name of the study is therefore "Swedish media supply".

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 2015? (2) What similarities and differences 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 coding scheme.

The radio supply has been coded based on the same principles as the TV supply, even if the classification of the programmes has been adapted to the radio.

The aim of the examination of play services (SVT play, TV4 play, TV3 play and Kanal 5 play) is primarily to compare the supply of the TV channel and its respective play service during the same sample week.

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**

Program i svenska radio och tv-kanaler under 2015

## **Time Method**

[Longitudinal: Trend/Repeated cross-section](#)

[Longitudinal](#)

## **Sampling procedure**

[Probability: Stratified](#)

[Probability: Simple random](#)

The survey is based on programs broadcast on SVT1, SVT2, SVT24, Barnkanalen (Children Channel), Kunskapskanalen (the Knowledge Channel), TV4, Sjuan (Channel Seven), TV3, Kanal 5, TV6 and TV8 during 12 weeks in 2015. The selection of weeks was independent and random, stratified by season. For the period January - May and September to December (peak season) 9 weeks were examined (week 3, 12, 15, 16, 19, 37, 42, 45, 48) and for the period June - August 3 weeks were examined (week 25, 29 and 35). The survey of radio programme is based on the same weeks, while the survey of play services is based on 8 weeks: 15, 16, 19, 25, 35, 37, 42, 45 and 48.

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

2015 - 2015

## **Data format / data structure**

[Numeric](#)

## **Data collection 1**

- Mode of collection: Content coding
- Description of the mode of collection: Data on television, radio and play services supply was collected by coding the program information provided by each channel. It was sent to researchers every week or was downloaded from the channels' website. In the coding process, various properties of the programs were coded, i.e. given a numerical code.
- Time period(s) for data collection: 2015 - 2015
- 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](#), [Radio programmes](#)

## Publications

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

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

**ISSN:** 1403-6320

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

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](#)

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