

EBU – TECH 3322



ESCORT 2007

**EBU System of Classification
of
Radio and Television Programmes**

Geneva
October 2007

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<i>EBU Committee</i>	<i>First Issued</i>	<i>Revised</i>	<i>Re-issued</i>
PMC	June 2007	October 2007	

Keywords: ESCORT, Genre, Radio, Television, Classification.

Introduction

In the mid-nineties, the EBU designed ESCORT 2.4 to respond to the broadcasters' need to have more reliable, easily accessible and internationally comparable data in many areas of their activities. By 2004, many broadcasters had already converted part or all of their installations and activities to digital operation. Production facilities, back offices and play-out centres are increasingly organised around IT-based systems and intranets. Information about content and broadcasting operations is generated and processed as defined in a series of technical specifications from the EBU and other standards organisations such as the European Telecommunications Standards Institute (ETSI) and the Society of Motion Picture and Television Engineers (SMPTE). As part of overall asset management, production and scheduling systems now handle more data than was originally defined in ESCORT 2.4, which represented only a small subset of the overall information managed within broadcasting facilities. This has been taken into account when developing ESCORT 2007.

The intention of ESCORT 2007 is to remain a reference for the exchange of comparable data in the field of broadcasting statistics and audience research. ESCORT 2007 may also be used for finance & accounting, marketing and compliance reporting.

With the evolution of technology, new challenges will arise requiring broadcasters to extend their focus to new survey areas. It is foreseen, for instance, that the deployment of personal digital video recorders will change the way television is consumed, which is likely to have an impact on scheduling and advertising strategies. New audience research tools will be required. Solutions already exist to cover these new aspects of broadcasting and they may be incorporated into a future revision of ESCORT, if and when required.

1. Scope

The focus of ESCORT 2007 is the definition of television and radio programme and service concepts and genres. The previous version of ESCORT (ESCORT 2.4) included definitions for administrative, acquisition, audience, scheduling, transmission and financial data and ESCORT 2007 reproduces these in a series of annexes. However, broadcasting production and scheduling systems now handle more information than originally defined in ESCORT 2.4 and asset management systems in a digital production workflow now offer a better and more reliable source for collection of this information.

ESCORT 2007 information can be used within broadcasting organisations for a number of purposes, including finance & accounting and marketing. It can also be used to share and exchange

information between broadcasters, for example audience research and statistics. ESCORT 2007 offers the means of exchanging comparable data between broadcasters or third parties.

ESCORT 2007 is a multi-dimensional classification scheme. A series of dimensions are used to allow the separation of genres into different categories. Combinations of these different dimensions enable richer content and genre descriptions. Whilst ESCORT 2007 proposes a core set of information to be provided, it does not propose a particular implementation.

Broadcast applications such as Electronic Programme Guides (EPGs) use a somewhat blunt ‘genre’ description to attract or target viewers. Applications that use ESCORT 2007 use content and genre descriptions that are significantly simpler than those used in EPGs. For this reason, ESCORT applications may use one or more of the dimensions proposed in this document to construct an EPG ‘genre’.

ESCORT 2007 can be used to classify both radio and television programmes.

2. ESCORT 2007 Classification

From an ESCORT 2007 perspective, the broadcast event is fundamental to a programme or to a complete service.

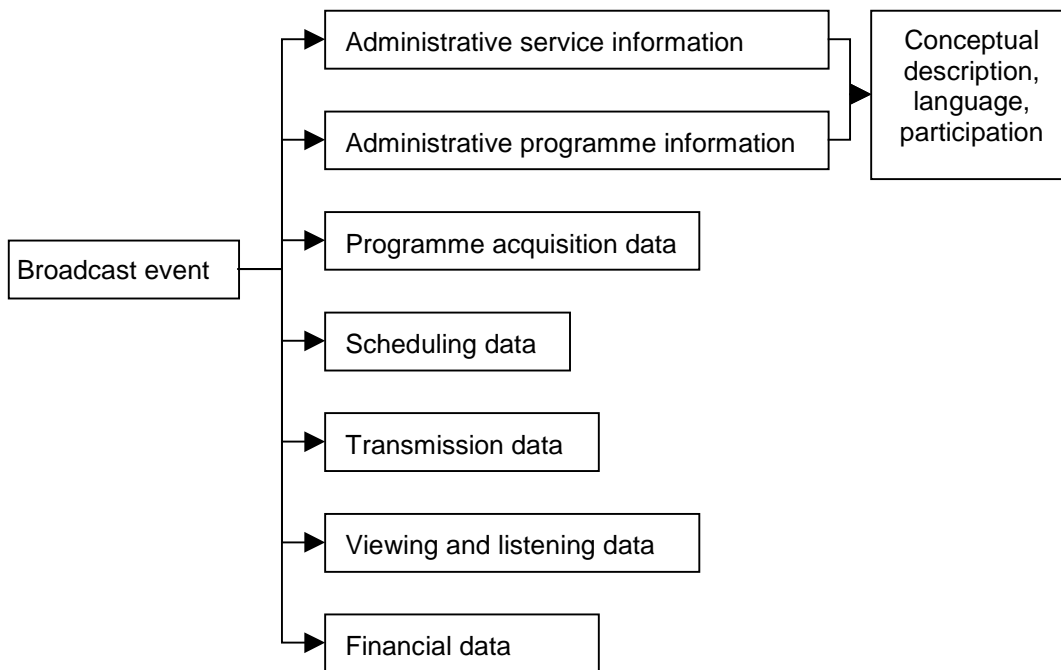


Figure 1: Descriptive components of a broadcast event

ESCORT 2007 identifies a common set of programme and service concepts and genres, which form part of the descriptive information of a service (e.g. news) or of a programme (e.g. comedy). These definitions are given in **Annex A** and **Annex B**.

Other elements of description are provided for information in **Annex C** that reproduce and complement the information formerly contained in ESCORT 2.4, including:

- Administrative service information
- Administrative programme information
- Programme acquisition data
- Scheduling data
- Transmission data
- Viewing and listening data

- Financial data

2.1 Programme and Service Conceptual data

The ESCORT 2007 classification is a hierarchical scheme organised in a series of dimensions describing material in a rising level of detail (see Annex A).

Individual levels are informative and maybe be used as additional keywords or replaced by other terms left to the choice of each user.

Table 1: Hierarchical classification, main and individual levels

Required level	Recommended level	Individual level
<i>Required by EBU</i>	<i>Recommended by EBU</i>	<i>For individual keywords and information</i>

The ESCORT classification is organised in seven dimensions:

- Intention
- Format
- Content
- Participation
- Intended Audience / Target Group
- Origination
- Content Alert

Table 2 shows an example of the ESCORT 2007 multidimensional hierarchical conceptual scheme applied to 'CONTENT'.

Table 2: Example of 'CONTENT' hierarchical classification

Required level	Recommended level	Individual level
NON FICTION / INFORMATION	News and current affairs	Daily News

Description elements may apply to television or radio programmes and services, or both, as indicated in the classification table given in Annex A.

3. Instructions for use

3.1 Unit of Measurement

The unit of measurement to which an 'ESCORT description' can be applied may vary from the smallest time unit (e.g. a frame) to programme items, programme segments, complete programmes, radio stations or TV channels. In the last case the classification results would be based on a rough estimate and description of the channel or station as a whole.

A 'station' or 'channel' is sometimes used as a unit of measurement for certain types of radio programming, where the traditional programme format (with a title, a start and end time etc.) is replaced by a flow of indistinguishable programme material. The ESCORT 2007 multi-dimensional classification scheme accommodates such material. However, not all ESCORT dimensions are applicable to channel or station but only to programme items, segments or complete programmes.

ESCORT 2007 proposes a common dictionary and not a methodology to allocate a unique or hierarchical 'concept/genre' classification to programme items, programme segments, complete programmes, stations, or channels.

3.2 Classification

ESCORT 2007 offers a rich set of concepts that should be sufficient to adequately describe programme content for the purpose of the applications targeted. Different applications will require programmes / services to be described at different levels of detail. It is also acknowledged that different users may describe programmes / services at varying levels of granularity.

3.2.1 Multi-dimensional Classification

ESCORT 2007 is organised as a series of dimensions in order to help users identify a minimum set of representative features to describe their programme / service.

To increase the chances of mapping user descriptions with ESCORT 2007, it is recommended that each of the ESCORT 2007 dimensions are used (i.e. intention, format, content, participation, intended audience, origination and content alert).

Table 3 is an illustration of multi-dimensional conceptualisation that could be applied using ESCORT 2007.

Table 3: Example of multi-dimensional classifications

Programme / Service	Intention	Format	Content	Intended Audience	Origination
Radio News Bulletin	1.1 Inform	2.1.1 Bulletin	3.1.1.1 News	4.1 General	5.3.2 <i>Studio</i>
TV News Channel	1.1 Inform	2.1 Structured	3.1.1.1 News	4.1 General	5.2 <i>TV</i>
Terminator	1.3 Entertain	2.3 Representation, play, fiction	3.4.1.3 Action	4.1 General	5.1 <i>Cinema</i>
Walking with Beasts	1.3 Entertain	2.1.5 Documentary	3.1.8.1 Science	4.1 General	5.2.2 <i>Studio</i>
Hamlet. live from theatre	1.3.1 Pure Entertainment	2.4 Artistic Performance	3.5.1.2 Classical Drama	4.1 General	5.2.2 <i>Studio/Live</i>
Top of the Pops	1.3 Entertain	2.1.2 Magazine	3.7 Music	4.1 General	5.2.2 <i>Studio</i>
Football Cup Match commented on radio	1.3 Entertain	2.1.3 Commented Event	3.3.3.1 Football	4.1 General	5.3.1 <i>Made on Location / Live</i>

3.2.2 Mapping User descriptions to ESCORT

There are four main cases to be considered when selecting one attribute for each of the ESCORT 2007 dimensions:

- **EXACT MATCH FOUND IN REQUIRED OR RECOMMENDED LEVELS** - The user finds in the ESCORT 2007 recommended levels a term that appropriately fits its description of the programme /service.
- **REASONABLE MATCH FOUND** - The user finds a reasonable match but cannot find a term that exactly fits the detailed description of the programme/service. In this case, the user should select the attribute in the recommended level immediately above in the hierarchy. This is preferable to selecting an undefined 'other' reference.
- **MATCH FOUND AT THE INDIVIDUAL LEVEL** - The user finds an appropriate term in the individual list of attributes. In this case, the user should select the attribute in the recommended level immediately above in the hierarchy. This is preferable to selecting an undefined 'other' reference.
- **NO MATCH FOUND** - The user does not find a suitable match at any level. In this case the user should:

- select an attribute that matches as closely as possible; or
- use the alternative 'Other / mixed / unknown' value if available.

NOTE: ESCORT 2007 has been designed to cover a wide range of concepts across several dimensions. A programme / service shall not be described as 'Other / mixed / unknown' across all of these dimensions.

NOTE The term 'Other Private' has been inserted into the ESCORT classification scheme to facilitate the integration of ESCORT into existing asset management systems. This term should not be used for reporting, for example, as it would not support interoperability by nature. However, users are invited to complete the ESCORT classification with private terms (for internal use within their organisations) and associated keys, extending the corresponding key structure from this key root. Future modifications of ESCORT would not modify this key and therefore maintain backward compatibility with ESCORT users' private extensions.

3.3 Language

An important attribute of ESCORT 2007 is its ability to accurately describe the languages in which programmes and services are delivered.

It is now common to use multi-channel audio to deliver programmes and services in more than one language, for example, the original language and a dubbed language. Subtitling and audio description are other techniques widely used to provide alternative languages or to improve accessibility with additional descriptive information.

3.3.1 Language categories

Table 4: Language categories

First level	Second level	Individual level
Audio	Main language	<i>Original or dubbed</i>
	Additional languages	<i>Original or dubbed, voice over</i>
	Additional audio description	<i>Audio description for the visually impaired Audio description for the hard of hearing Supplemental commentary Educational notes</i>
Caption	Closed-caption	<i>Caption is part of the video</i>
	Subtitle / Translation	<i>The same language as the main audio language, e.g. for assistive services to the hard of hearing.</i>
	Supplemental	
Sign language	Primary	<i>The same language as the main audio language</i>
	Translation	<i>Translation in a language different from the main audio language</i>
	Closed	<i>Sign language interpretation is displayed as part of the video</i>

Table5: Language category definitions

Name	Definition
Audio language	<i>Describes one spoken language for the programme. There may be more than one spoken language specified for a programme.</i>
Caption language	<i>Describes one language of the caption information included with the programme. The type of the caption information associated with the programme is denoted by the closed attribute. Closed captions can be turned on or off by the user, while open captions (or subtitles) are part of the picture itself and remain visible. Supplemental addresses descriptions of the scene for the benefit of hearing or visually impaired, in addition to a direct translation of the spoken words. Closed captions may include such descriptive information, such as speaker identification and non-speech sounds that would be missed.</i>
Sign language	<i>Specifies the sign language provided for the multimedia content and, optionally, qualifies the use of signing as a primary language and/or as a translation of the spoken dialogue.</i>

3.3.2 Language Reference List

Each of the language categories listed above should be documented using the comprehensive list of languages given in International Standard ISO 639-2 'Codes for the representation of language names'. This document includes dialects and minority languages; it is publicly available at the website of the Library of Congress, which acts as the ISO registration authority for maintenance of the standard. (The web address of this standard at the time of writing the present document is http://www.loc.gov/standards/iso639-2/php/code_list.php).

NOTE: Only the ISO 2-character language codes can be used free of charge. More information on the conditions of use of the 3-character codes is available on the ISO website.

3.4 Participation

Originally in ESCORT 2.4, 'PARTICIPATION' was a dimension reserved for classifying data on the participation of representatives of particular groups (e.g. political parties, linguistic minorities, regions etc.). This dimension is left to the discretion of individual users and the EBU does not recommend any particular classification for this purpose.

4. Bibliography

1. ESCORT 2.4 - EBU
2. Measuring the Television Audience for the Future - EBU with ARM (Audience Research Methods) Group and GEAR (Group of European Audience Researchers)
3. TV-Anytime Specifications (ETSI TS 102 822 series)

5. Definitions

For the purposes of the present document, the following terms and definitions apply:

Material: The object of a multimedia audiovisual experience, e.g. pictures, sound, text and other data.

Classification: Predefined controlled terms allowing the conceptual description of audiovisual material.

Annex A - ESCORT 2007 Classification Scheme of Conceptual Data

This Annex contains the structured set of conceptual data defined by EBU as the reference for programme and service classification.

Table A.1: Definitions used in the classification scheme table

Column header	Definition
TV	Concept terms used for television programmes and services
R	Concept terms used for radio programmes and services
Dimension	Intention, Format, Content Intended Audience / Target Group, Origination, Content Alert
Required Level	The ESCORT primary reference for reporting using the associated key or term
Recommended Level	Terms of this level can be used to report as referenced by the associated key or term
Individual Level	Terms in the individual level are for information as assistance to finding a match with corresponding 'required' or 'recommended' terms. Intentionally, these terms do not have associated keys.
ESCORT keys	The ESCORT keys follow the ESCORT structure of recommended terms.

The conceptual data at the individual level is provided for information and the choice of using alternative descriptions is left to the user. More detailed conceptual data can be found in the TV Anytime Specification (ETSI TS 102 822-3-1, available at www.etsi.org), or from the International Olympic Committee (available at www.olympic.org).

Note: In the following tables, [] denotes Radio and [**] denotes Television.*

A.1. Intention

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	ESCORT keys	
✓	✓	INTENTION			1.	
✓	✓		INFORM			1.1
✓				Government		1.1.1
✓				Pure information		1.1.2
✓				'Infotainment'		1.1.3
✓				Advice		1.1.4
✓	✓		ENRICH			1.2
✓				Education		1.2.1
✓				General enrichment		1.2.2
✓				Inspirational enrichment		1.2.3
✓	✓		ENTERTAIN			1.3
✓				Pure entertainment		1.3.1
✓				Informative entertainment		1.3.2
✓	✓		PROMOTE			1.4
✓				Fund raising		1.4.1
✓	✓		ADVERTISE			1.5
✓				'Infomercial'		1.5.1
✓				Billboarding		1.5.2
✓	✓		OTHER / MIXED / UNKNOWN INTENTION			1.6
✓	✓		OTHER PRIVATE			1.7

A.2. Format

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL	ESCORT keys?			
✓	✓	FORMAT				2.			
✓	✓		Structured / non-fiction				2.1		
✓	✓			Bulletin				2.1.1	
✓	✓			Magazine				2.1.2	
✓	✓			Commented Event				2.1.3	
✓	✓			Religious worship service				2.1.4	
✓	✓			Documentary				2.1.5	
✓	✓			Discussion/Talk show/Interview/Debate				2.1.6	
✓	✓			Lecture/Speech/ Presentation				2.1.7	
✓				Textual (incl. relayed Teletext)				2.1.8	
✓				'Docusoap'				2.1.9	
✓				Reality				2.1.10	
✓	✓			Phone-in				2.1.11	
✓	✓			DJ with disks				2.1.12	
✓	✓			Other / Mixed / Unknown				2.1.13	
✓	✓		Other Private				2.1.14		
✓	✓		Show / entertainment				2.2		
✓				Simple game show				2.2.1	
✓				Big game-show				2.2.2	
✓	✓			Stand-up comedian(s)				2.2.3	
✓	✓			Reality show				2.2.4	
✓				Real life soap				2.2.5	
✓	✓			Hosted show [*]	Hosted show[**]			2.2.6	
✓	✓			Panel-show [*]	Panel-show[**]			2.2.7	
✓	✓		Representation / play / fiction				2.3		
✓				Fictional portrayal of life / Performance Drama				2.3.1	
✓	✓			Readings				2.3.2	
✓				Cartoon/Animation/Puppetry				2.3.3	
					Animation				
					Computer				
		Cartoon							
		Puppetry							
✓	✓	Artistic performance				2.4			
	✓		Solo performance [*]	Solo performance[**]			2.4.1		
	✓		Small ensemble performance [*]	Small ensemble performance [**]			2.4.2		
	✓		Large ensemble performance [*]	Large ensemble performance [**]			2.4.3		
	✓		Mixed[*]	Mixed[**]			2.4.4		
✓	✓	Interactive				2.5			
✓			Local interactivity	TS 102 822-3-1 for a detailed categorisation			2.5.1		
✓			Intermittent response	www.etsi.org			2.5.2		
✓			Always on connection				2.5.3		
✓	✓	Others / mixed / unknown				2.6			
✓	✓	Other private				2.7			

A.3. Content

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key	
✓	✓	CONTENT					3.	
✓	✓		NON-FICTION / INFORMATION					3.1
✓	✓			News and current affairs				3.1.1
✓	✓				News			3.1.1.1
							Daily news	
							Special news/edition	
							Special Reports	
✓						Current affairs		3.1.1.2
✓						Traffic		3.1.1.3
✓	✓					Weather forecast		3.1.1.4
✓						Sports		3.1.1.5
✓	✓			Consumer affairs				3.1.2
✓				Political/business/Society				3.1.3
✓	✓					Economy / Market / Financial / Business		3.1.3.1
							Agriculture	
✓	✓					Legal		3.1.3.2
✓	✓					Social		3.1.3.3
✓	✓					Politics		3.1.3.4
							National / National Assembly / Parliamentary	
							Foreign / international	
✓	✓			Religion/ Philosophy				3.1.4
✓	✓					Religion	see ETSI TS 102 822-3-1 for a more detailed categorisation	3.1.4.1
✓	✓					Non-religious philosophies	www.etsi.org	3.1.4.2
✓	✓		Education				3.1.5	
						Bringing up children		
✓	✓		Arts & Media				3.1.6	
✓	✓				Arts		3.1.6.1	
						Music		

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Dance	
						Theatre	
						Opera	
						Cinema	
						Plastic Arts	
						Fine arts	
						Experimental arts	
						Architecture	
						Poetry	
						Literature	
✓	✓				Media		3.1.6.2
						Advertising	
						Print Media	
						Television	
						Radio	
						New media	
						Internet	
						Showbiz	
✓	✓			Humanities & history			3.1.7
✓	✓				Humanities		3.1.7.1
						Culture/ tradition/ anthropology/ ethnic studies	
✓	✓				History		3.1.7.2
						War/Conflict	
						Archeology	
✓	✓			Science and technology			3.1.8
✓	✓				Science		3.1.8.1
						Applied sciences	
						Natural sciences	
						Physical science	
						Mathematics	
						Statistics	
✓	✓				Technology		3.1.8.2

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓	✓			Medicine / health			3.1.10
						Alternative medicine	
						Physiology	
						Psychology	
						Social	
						Spiritual	
✓	✓			Nature & Environment			3.1.11
✓					Nature		3.1.11.1
						Animals/Wildlife	
✓					Environment		3.1.11.2
						Environment/geography	
						Space/Universe	
						Ecology	
✓	✓			Human interest			3.1.12
					Society/show business/Gossip		3.1.12.1
					Biography/notable personalities		3.1.12.2
					Personal problems		3.1.12.3
✓	✓			Transport and Communications			3.1.13
✓					Transport		3.1.13.1
						Air	
						Land	
						Sea	
						Space	
✓					Communications		3.1.13.2
✓	✓			Events			3.1.14
✓	✓				Special		3.1.14.1
✓	✓				International		3.1.14.2
✓	✓				National		3.1.14.3
✓	✓				Others		3.1.14.4
						Anniversary	
						Fair	
						Tradeshow	
						Exhibition	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Royal	
						State	
						Local/Regional	
						Seasonal	
						Festival	
						Concert	
						Funeral / Memorial	
✓	✓		LEISURE /HOBBY/LIFESTYLE				3.2
✓	✓			General consumer advice			3.2.1
						Road safety	
						Consumer advice	
						Employment advice	
						Self-help	
✓	✓			Computing/Technology			3.2.2
						Technology / computing	
						Computer games	
✓	✓			Cookery, food, drink			3.2.3
						Cookery	
						Food and drink	
✓	✓			Homes/interior/gardening			3.2.4
						Do-it-yourself	
						Home improvement	
						Gardening	
						Property buying and selling	
✓	✓			Hobbies			3.2.5
						Fishing	
						Pet	
						Craft / handicraft	
						Art	
						Music	
						Board games	
						Card games	
						Gaming	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Shopping	
						Collectibles/antiques	
						Jewellery	
						Aviation	
						Trains	
						Boating	
						Ornithology	
						Bicycle	
✓	✓			Cars and motoring			3.2.6
						Car	
						Motorcycle	
✓	✓			Personal/lifestyle/family			3.2.7
						Fitness/keep fit/ physical education	
						Personal health	
						Fashion	
						House keeping / home economics	
						Parenting	
						Beauty	
✓	✓			Travel / tourism			3.2.8
						Holidays	
						Adventure / expedition	
						Outdoor pursuits	
✓	✓			SPORTS			3.3
✓				Athletics			3.3.1
✓					Field	see www.olympic.org for a more detailed categorisation	3.3.1.1
✓					Track		3.3.1.2
✓					Combined athletics		3.3.1.3
						Heptathlon	
						Decathlon	
✓					Cross-country		3.3.1.4
✓					Triathlon		3.3.1.5

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓					Marathon	see www.olympic.org for a more detailed categorisation	3.3.1.6
✓					Race walks		3.3.1.7
✓				Cycling/bicycle			3.3.2
✓					Mountain bike		3.3.2.1
✓					Bicross		3.3.2.2
✓					Indoor cycling /track	see www.olympic.org for a more detailed categorisation	3.3.2.3
✓					Road Cycling		3.3.2.4
✓				Team sports			3.3.3
✓					Football		3.3.3.1
						Football / soccer	
						Football (American)	
						Football (Australian)	
						Football (Gaelic)	
						Football (indoor)	
✓					Street soccer		3.3.3.2
✓					Rugby		3.3.3.3
						Rugby Union	
						Rugby League	
✓					Bandy		3.3.3.4
✓					Baseball		3.3.3.5
						Softball	
✓					Basketball		3.3.3.6
✓					Cricket		3.3.3.7
✓					Croquet		3.3.3.8
✓					Faust ball		3.3.3.9
✓					Handball		3.3.3.10
✓					Hockey		3.3.3.11
✓					Korfball		3.3.3.12
✓					Lacrosse		3.3.3.13
✓					Netball		3.3.3.14
✓					Roller skating		3.3.3.15
✓					Volleyball		3.3.3.16

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Beach Volley	
✓					Hurling		3.3.3.17
✓					Flying Disc/ Frisbee		3.3.3.18
✓					Kabadi		3.3.3.19
✓					Camogie		3.3.3.20
✓					Shinty		3.3.3.21
✓				Racquet sports			3.3.4
✓					Badminton		3.3.4.1
✓					Racquetball		3.3.4.2
✓					Squash		3.3.4.3
✓					Table tennis		3.3.4.4
✓					Tennis		3.3.4.5
						Short tennis	
						Soft tennis	
✓				Martial Arts			3.3.5
✓					Aikido		3.3.5.1
✓					Jai-alai		3.3.5.2
✓					Judo		3.3.5.3
✓					Ju-jitsu		3.3.5.4
✓					Karate		3.3.5.5
✓					Sumo		3.3.5.6
✓					Sambo		3.3.5.7
✓					Taekwondo		3.3.5.8
✓				Water sports / Aquatics			3.3.6
✓					Yachting		3.3.6.1
✓					Sailing		3.3.6.2
✓					Canoeing /canoe/kayak	see www.olympic.org for a more detailed categorisation	3.3.6.3
✓					Rowing		3.3.6.4
✓					Surfing		3.3.6.5
✓					Wind / kite surfing		3.3.6.6
✓					Bodyboarding		3.3.6.7
✓					Swimming		3.3.6.8
✓					Synchronised swimming	see www.olympic.org for a more detailed categorisation	3.3.6.9

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓					Diving		3.3.6.10
✓					Sub aquatics		3.3.6.11
✓					Water polo		3.3.6.12
✓					Water skiing		3.3.6.13
✓					Sport casting / fishing		3.3.6.14
✓				Winter sports			3.3.7
✓					Bobsleigh / tobogganing / skeleton		3.3.7.1
✓					Curling		3.3.7.2
✓					Figure skating		3.3.7.3
✓					Short track skating	see www.olympic.org for a more detailed categorisation	3.3.7.4
✓					Speed skating		3.3.7.5
✓					Ice-hockey		3.3.7.6
✓					Luge		3.3.7.7
✓					Skibob		3.3.7.8
✓					Sled dog		3.3.7.9
✓					Snowboarding	see www.olympic.org for a more detailed categorisation	3.3.7.10
✓					Alpine skiing		3.3.7.11
✓					Freestyle skiing		3.3.7.12
✓					Nordic skiing /Cross country		3.3.7.13
✓					Ski jumping		3.3.7.14
✓					Biathlon		3.3.7.15
✓					Nordic Combined		3.3.7.16
✓				Motor sports			
✓					Auto racing		3.3.8.1
						Formula 1	
						Indy car	
						Car rally	
✓					Motor cycling		3.3.8.2
						Road race	
						Trials	
						Drag / sprint / hill climb	
						Motocross	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Rally	
						Enduro	
						Track racing	
						Ice speed way	
✓					Motor racing		3.3.8.3
						Karting	
						Trucking	
						Tractor pulling	
						Stock car	
✓					Motor boating		3.3.8.4
✓				'Social' sports			3.3.9
✓					Billiards		3.3.9.1
						Pool	
						Snooker	
						Carambole	
						Three-cushion billiards	
						Trickshot	
✓					Boules		3.3.9.2
✓					Bowling		3.3.9.3
✓					Dance sport		3.3.9.4
✓					Darts		3.3.9.5
✓					Balle pelote		3.3.9.6
✓					Basque pelote		3.3.9.7
✓					Tug-of-war		3.3.9.8
✓				Gymnastics			3.3.10
✓					Artistic gymnastics		3.3.10.1
						Balance	
						Beam	
						Floor exercises / mat	
						Horizontal bar	
						Individual all-round	
						Parallel bars	
						Pommel horse	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Rings	
						Team competition	
						Asymmetric / uneven bars	
						Vault	
✓					Rhythmic gymnastics		3.3.10.2
						Team competition	
						Individual all-round	
✓					Trampoline		3.3.10.3
✓			Equestrian				3.3.11
✓					Cart		3.3.11.1
✓					Dressage	see www.olympic.org for a more detailed categorisation	3.3.11.2
✓					Horse racing		3.3.11.3
✓					Polo / Horse ball		3.3.11.4
✓					Jumping	see www.olympic.org for a more detailed categorisation	3.3.11.5
✓					Crossing		3.3.11.6
✓					Endurance riding		3.3.11.7
✓					Eventing		3.3.11.8
✓					Trotting		3.3.11.8
✓			Mountain sports other than winter sports				3.3.12
✓					Mountaineering / trekking / raids		3.3.12.1
✓					Climbing		3.3.12.2
						Via ferrata	
						Artificial climbing	
						Ice cascade climbing	
✓					Canyoning		3.3.12.3
✓			Adventure sports				3.3.13
✓					Orienteering / raids		3.3.13.1
✓					Caving		3.3.13.2
✓					Extreme sports		3.3.13.3
✓			Skateboarding				3.3.14

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓				Archery			3.3.15
✓				Shooting		see www.olympic.org for a more detailed categorisation	3.3.16
✓				Strength-based sports			3.3.17
✓					Body-building		3.3.17.1
✓					Power-lifting		3.3.17.2
✓					Weight-lifting		3.3.17.3
✓				Combative / contact sports Other than martial arts			3.3.18
✓					Wrestling		3.3.18.1
✓					Boxing		3.3.18.2
✓				Air sports			3.3.19
✓					Aeronautics		3.3.19.1
✓					Ballooning		3.3.19.2
					Parachuting / sky diving		3.3.19.3
						Canopy formation	
						Formation sky diving	
						Freefall style	
						Accuracy landing	
						Free style (artistic)	
						Free flying (artistic)	
						Sky surfing (artistic)	
						Canopy piloting	
✓					Kiting		3.3.19.4
						Team ballet	
						Duet	
						Freestyle / stunt	
						Power kite	
✓					Gliding		3.3.19.5
						Para-gliding	
						Hang-gliding	
✓					Plane		3.3.19.6
						Aerobatics	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Delta plane	
						Flying	
						Plane gliding	
✓				Golf			3.3.20
✓				Fencing			3.3.21
✓					Epée		3.3.21.1
✓					Foil		3.3.21.2
✓					Sabre		3.3.21.3
✓				Dog racing / greyhound			3.3.22
✓				Casting			3.3.23
✓				Maccabi			3.3.24
✓				Modern Pentathlon			3.3.25
✓				Sombo			3.3.26
✓				Mind games			3.3.27
✓					Bridge		3.3.27.1
✓					Chess		3.3.27.2
✓					Poker		3.3.27.3
✓				Traditional games			3.3.28
✓				Disabled Sports			3.3.29
✓					Mentally challenged		3.3.29.1
✓					Physically challenged		3.3.29.2
✓	✓		FICTION / DRAMA				3.4
✓				General light / popular drama			3.4.1
✓					Soap		3.4.1.1
						Soap Opera	
						Soap Special	
						Soap Talk	
✓					Romance / melodrama		3.4.1.2
						Legal Melodrama	
						Medical melodrama	
						Romance	
✓					Action		3.4.1.3
						Adventure	

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
						Disaster	
						Mystery	
						Police/ Detective	
						Historical/epic	
						Horror	
						Science fiction	
						War	
						Western	
						Thriller	
						Sports	
						Martial arts	
						Epic	
✓					Fantasy/Fairy tale		3.4.1.4
✓					Adult Drama / Erotica		3.4.1.5
✓					Comedy Drama		3.4.1.6
						Situation Comedy	
						Romantic Comedy	
✓	✓		Other Drama				3.4.2
✓	✓				Drama based on real events (docudrama)		3.4.2.1.
✓					Classical drama		3.4.2.2
					Period drama		3.4.2.2.1
					Contemporary drama		3.4.2.2.2
✓					Religious		3.4.2.3
✓	✓				Poems/Stories/Readings/Story tellings		3.4.2.4
✓	✓				Biographical drama		3.4.2.5
					Psychological drama		3.4.2.6
✓			Reserved for future use				3.5
✓	✓		AMUSEMENT / ENTERTAINMENT				3.6
✓	✓		Quiz / contest				3.6.1
✓	✓				Quiz		3.6.1.1
✓	✓				Contest		3.6.1.2

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓				Dating			3.6.2
✓				Reality			3.6.3
✓				Variety/talent			3.6.4
✓				Cabaret			3.6.5
✓				Talent			3.6.6
	✓			Chat			3.6.7
✓	✓			Comedy			3.6.8
✓					Broken comedy		3.6.8.1
✓	✓				Satire		3.6.8.2
✓	✓				Humour		3.6.8.3
						out takes / bloopers	
						Candid camera	
✓				Surprise			3.6.9
						Circus	
✓				Magic/hypnotism			3.6.10
✓				Others			3.6.11
						Bullfighting	
						Rodeo	
✓	✓		MUSIC			See next table	3.7
✓	✓		INTERACTIVE GAMES			see ETSI TS 102 822-3-1 for a more detailed categorisation (www.etsi.org)	3.8
✓	✓		GENERALIST				3.9
✓	✓		OTHERS / MIXED / UNKNOWN CONTENT				3.10
✓	✓		OTHER PRIVATE				3.11

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key		
✓	✓	CONTENT	MUSIC				3.7		
✓	✓			Classical music				3.7.1	
Y	✓					Early [*]	<i>Early</i> [**]	3.7.1.1	
	✓					Classical [*]	<i>Classical</i> [**]	3.7.1.2	
	✓					Romantic [*]	<i>Romantic</i> [**]	3.7.1.3	
	✓					Contemporary [*]	<i>Contemporary</i> [**]	3.7.1.4	
	✓					Light classical [*]	<i>Light classical</i> [**]	3.7.1.5	
	✓					Middle Ages[*]	<i>Middle Ages</i> [**]	3.7.1.6	
	✓					Renaissance [*]	<i>Renaissance</i> [**]	3.7.1.7	
	✓					Baroque[*]	<i>Baroque</i> [**]	3.7.1.8	
	✓					Opera [*]	<i>Opera</i> [**]	3.7.1.9	
	✓					Solo instruments (e.g. Piano) [*]	<i>Solo instruments (e.g. Piano)</i> [**]	3.7.1.10	
	✓					Chamber [*]	<i>Chamber</i> [**]	3.7.1.11	
	✓					Symphonic [*]	<i>Symphonic</i> [**]	3.7.1.12	
	✓					Vocal [*]	<i>Vocal</i> [**]	3.7.1.13	
	✓					Choral [*]	<i>Choral</i> [**]	3.7.1.14	
	✓					Song [*]	<i>Song</i> [**]	3.7.1.15	
	✓					Orchestral [*]	<i>Orchestral</i> [**]	3.7.1.16	
	✓					Organ[*]	<i>Organ</i> [**]	3.7.1.17	
	✓					String Quartet[*]	<i>String Quartet</i> [**]	3.7.1.18	
	✓					Experimental /Avant-garde [*]	<i>Experimental /Avant-garde</i> [**]	3.7.1.19	
✓	✓				Jazz				3.7.2
	✓					New Orleans/early jazz [*]	<i>New Orleans/early jazz</i> [**]	3.7.2.1	
	✓					Big band/Swing/Dixie [*]	<i>Big band/Swing/Dixie</i> [**]	3.7.2.2	
	✓					Blues/soul jazz [*]	<i>Blues/soul jazz</i> [**]	3.7.2.3	
	✓					Bop/Bebop/Hardbop /Postbop [*]	<i>Bop/Bebop/Hardbop /Postbop</i> [**]	3.7.2.4	
	✓					Traditional/smooth [*]	<i>Traditional/smooth</i> [**]	3.7.2.5	
	✓					Latin & World jazz [*]	<i>Latin & World jazz</i> [**]	3.7.2.6	
	✓					Pop jazz/jazz funk [*]	<i>Pop jazz/jazz funk</i> [**]	3.7.2.7	
	✓					Acid jazz / fusion [*]	<i>Acid jazz / fusion</i> [**]	3.7.2.8	
	✓			Cool [*]	<i>Cool</i> [**]	3.7.2.9			
	✓			Modern/Avant-Garde /Free [*]	<i>Modern/Avant-Garde /Free</i> [**]	3.7.2.10			

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
✓	✓			Pop-rock			3.7.4
✓	✓				Pop		3.7.4.1
✓	✓				Soft pop		3.7.4.2
	✓				Chanson/ballad [*]	<i>Chanson/ballad [**]</i>	3.7.4.3
	✓				Traditional rock and roll [*]	<i>Traditional rock and roll [**]</i>	3.7.4.4
	✓				Classic/dance/pop-rock [*]	<i>Classic/dance/pop-rock [**]</i>	3.7.4.5
	✓				Folk [*]	<i>Folk [**]</i>	3.7.4.6
	✓				New Age [*]	<i>New Age[**]</i>	3.7.4.7
	✓				Seasonal/holiday [*]	<i>Seasonal/holiday[**]</i>	3.7.4.8
	✓				Japanese pop-rock [*]	<i>Japanese pop-rock[**]</i>	3.7.4.9
	✓				Karaoke / singing contests [*]	<i>Karaoke / singing contests[**]</i>	3.7.4.10
✓	✓				Rock		3.7.4.11
	✓				AOR/Slow Rock/Soft Rock[*]	<i>AOR/Slow Rock/Soft Rock[**]</i>	3.7.4.12
	✓				Metal[*]	<i>Metal[**]</i>	3.7.4.13
	✓				Glam Rock[*]	<i>Glam Rock[**]</i>	3.7.4.14
	✓				Punk Rock[*]	<i>Punk Rock[**]</i>	3.7.4.15
	✓				Prog / Symphonic Rock[*]	<i>Prog / Symphonic Rock[**]</i>	3.7.4.16
	✓				Alternative / Indie[*]	<i>Alternative / Indie[**]</i>	3.7.4.17
	✓				Experimental / Avant-garde[*]	<i>Experimental / Avant-garde [**]</i>	3.7.4.18
	✓				Art Rock[*]	<i>Art Rock[**]</i>	3.7.4.19
	✓				Folk Rock[*]	<i>Folk Rock[**]</i>	3.7.4.20
	✓				Nu Punk[*]	<i>Nu Punk[**]</i>	3.7.4.21
	✓				Grunge[*]	<i>Grunge[**]</i>	3.7.4.22
	✓				Garage Punk / Psychedelia [*]	<i>Garage Punk / Psychedelia[**]</i>	3.7.4.23
	✓				Heavy Rock[*]	<i>Heavy Rock[**]</i>	3.7.4.24
✓	✓				Others		3.7.4.25
✓	✓				New Wave[*]	<i>New Wave[**]</i>	3.7.4.26
✓	✓				Easy Listening / Exotica[*]	<i>Easy Listening / Exotica[**]</i>	3.7.4.27
✓	✓				Singer / Songwriter[*]	<i>Singer / Songwriter[**]</i>	3.7.4.28
✓	✓		Blues/Rhythm and blues/Soul/Gospel/Spiritual				3.7.5
	✓				Blues [*]	<i>Blues[**]</i>	3.7.5.1
	✓				R & B [*]	<i>R & B[**]</i>	3.7.5.2

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key
	✓				Soul [*]	<i>Soul [**]</i>	3.7.5.3
	✓				Gospel [*]	<i>Gospel [**]</i>	3.7.5.4
	✓				Rhythm and Blues [*]	<i>Rhythm and Blues [**]</i>	3.7.5.5
	✓				Funk [*]	<i>Funk [**]</i>	3.7.5.6
✓	✓			Country and Western			3.7.6
✓	✓			Rap/Hip Hop/Reggae			3.7.7
	✓				Rap/Christian rap [*]	<i>Rap/Christian rap [**]</i>	3.7.7.1
	✓				Hip Hop/Trip-Hop [*]	<i>Hip Hop/Trip-Hop [**]</i>	3.7.7.2
	✓				Reggae [*]	<i>Reggae [**]</i>	3.7.7.3
✓	✓			Electronic/Club/Urban/Dance			3.7.8
	✓				Acid/Punk/Acid Punk [*]	<i>Acid/Punk/Acid Punk [**]</i>	3.7.8.1
	✓				Disco [*]	<i>Disco [**]</i>	3.7.8.2
	✓				Techno/Euro-Techno /Techno-Industrial /Industrial [*]	<i>Techno/Euro-Techno /Techno-Industrial /Industrial [**]</i>	3.7.8.3
	✓				House/Techno House [*]	<i>House/Techno House [**]</i>	3.7.8.4
	✓				Rave [*]	<i>Rave [**]</i>	3.7.8.5
	✓				Jungle/tribal [*]	<i>Jungle/tribal [**]</i>	3.7.8.6
	✓				Trance [*]	<i>Trance [**]</i>	3.7.8.7
	✓				Drum and Bass [*]	<i>Drum and Bass [**]</i>	3.7.8.8
	✓				Dance/dance-pop [*]	<i>Dance/dance-pop [**]</i>	3.7.8.9
	✓				Garage (1990s) [*]	<i>Garage (1990s) [**]</i>	3.7.8.10
	✓				UK Garage [*]	<i>UK Garage [**]</i>	3.7.8.11
	✓				Breakbeat [*]	<i>Breakbeat [**]</i>	3.7.8.12
	✓				Broken Beat [*]	<i>Broken Beat [**]</i>	3.7.8.13
	✓				Ambient Dance [*]	<i>Ambient Dance [**]</i>	3.7.8.14
	✓				Alternative Dance [*]	<i>Alternative Dance [**]</i>	3.7.8.15
✓	✓			World/Traditional/Ethnic/Folk			3.7.9
✓	✓				National		3.7.9.1
✓	✓				Foreign		3.7.9.2
	✓				Africa [*]	<i>Africa [**]</i>	3.7.9.3
	✓				Asia [*]	<i>Asia [**]</i>	3.7.9.4
	✓				Australia/Oceania [*]	<i>Australia/Oceania [**]</i>	3.7.9.5
	✓				Caribbean [*]	<i>Caribbean [**]</i>	3.7.9.6

TV	R	DIMENSION	REQUIRED LEVEL 1	REQUIRED LEVEL 2	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT key	
	✓				Europe [*]	<i>Europe [**]</i>	3.7.9.7	
	✓					Latin America [*]	<i>Latin America [**]</i>	3.7.9.8
	✓					Middle East [*]	<i>Middle East [**]</i>	3.7.9.9
	✓					North America [*]	<i>North America [**]</i>	3.7.9.10
	✓					Fusion [*]	<i>Fusion [**]</i>	3.7.9.11
	✓					Modern/comtemporary [*]	<i>Modern/comtemporary [**]</i>	3.7.9.12
	✓			Spoken				3.7.13
✓	✓			Dance				3.7.14
	✓					Ballet [*]	<i>Ballet [**]</i>	3.7.14.1
	✓					Tap [*]	<i>Tap [**]</i>	3.7.14.2
	✓					Modern [*]	<i>Modern [**]</i>	3.7.14.3
	✓					Classical [*]	<i>Classical [**]</i>	3.7.14.4
	✓					Ballroom [*]	<i>Ballroom [**]</i>	3.7.14.5
✓	✓				Religious Music			3.7.15

In the preceding table, [*] = Radio, [**] = Television

A.4. Intended Audience / Target Group

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys	
✓	✓	INTENDED AUDIENCE/ TARGET GROUP				4.	
✓	✓		GENERAL AUDIENCE				4.1
✓	✓		AGE GROUPS				4.2
✓	✓			Children			4.2.1
✓	✓			Adults			4.2.2
✓	✓		SOCIAL / REGIONAL / MINORITY GROUPS				4.3
✓	✓			Ethnic			4.3.1
✓	✓					Immigrant groups	
						Indigenous	
				Religious			4.3.2
✓	✓			Linguistic			4.3.3
✓	✓		OCCUPATIONAL GROUPS				4.4
						A	

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys
					B	
					C1	
					C2	
					D	
					E	
✓	✓		OTHER SPECIAL INTEREST/ OCCUPATIONAL GROUPS			4.5
✓	✓			Main shopper		4.5.1
✓	✓			Housewife / housekeeper		4.5.2
✓	✓			Student		4.5.3
				People with disabilities		4.5.4
✓	✓		GENDER			4.6
✓	✓			Primarily for males		4.6.1
✓	✓			Primarily for females		4.6.2
✓	✓		GEOGRAPHICAL			4.7
✓	✓			Universal		4.7.1
✓	✓			Continental		4.7.2
✓	✓			National		4.7.3
✓	✓			Regional		4.7.4
✓	✓			Local		4.7.5
				International		4.7.6
✓	✓			Multinational		4.7.7
✓	✓		EDUCATION STANDARD			4.8
					Primary	
					Secondary	
					Tertiary	
					Post Graduate/Life Long Learning	
✓	✓		LIFESTYLE STAGES			4.9
					Single	
					Couple	
					Family with Children 0-3	
					Family with Children 4-7	
					Family with Children 8-15	

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys
					Family with Children 16+	
					Empty Nester	
					Retired	
✓	✓		LANGUAGE OF TARGET AUDIENCE		According to ISO 639-2	4.10

A.5. Origination / Production Mode

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys	
✓	✓	ORIGINATION / PRODUCTION MODE				5.	
✓			CINEMA				5.1
✓				made on location			5.1.1
✓				made in studio			5.1.2
✓			TV				5.2
✓				made on location			5.2.1
						Live	
						As Live	
						Edited	
✓				made in studio			5.2.2
						Live	
						As Live	
						Edited	
	✓		RADIO				5.3
	✓			made on location			5.3.1
						Live	
						As Live	
						Edited	
	✓			made in studio			5.3.2
						Live	
						As Live	
						Edited	
✓	✓		ONLINE DISTRIBUTION				5.4

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys	
✓	✓			made on location		5.4.1	
					Live		
					As Live		
					Edited		
✓	✓			made in studio			5.4.2
					Live		
					As Live		
					Edited		
✓	✓		OFFLINE DISTRIBUTION				5.5
✓	✓		OTHER MIXED / UNKNOWN ORIGIN / PRODUCTION MODE				5.6

A.6. Content Alert

TV	R	DIMENSION	REQUIRED LEVEL	RECOMMENDED LEVEL	INDIVIDUAL LEVEL	ESCORT keys	
✓	✓	CONTENT ALERT				6	
✓	✓				ALERT NOT REQUIRED		6.0
✓					SEX		6.1
✓					NUDITY		6.2
✓					VIOLENCE - HUMAN BEINGS	see ETSI TS 102 822-3-1 for a more detailed categorisation (www.etsi.org)	6.3
✓					VIOLENCE - ANIMALS		6.4
✓					VIOLENCE - FANTASY CHARACTERS		6.5
✓	✓				LANGUAGE		6.6
✓					DISTURBING SCENES		6.7
✓	✓				DISCRIMINATION		6.8
✓					ILLEGAL DRUGS	see ETSI TS 102 822-3-1 for a more detailed categorisation (www.etsi.org)	6.9
✓					STROBING		6.10

Annex B - Definitions

The following definitions clarify the context for some of the terms recommended by ESCORT 2007. More definitions can be found in ETSI TS 102 822-3-1 (TV-Anytime specification, available at www.etsi.org).

ESCORT Term	ESCORT Key	Definition
Intention	1.	The primary apparent intention of programme.
Inform	1.1	Programme intended primarily to inform about current facts, situations, events, theories or forecasts, or to provide explanatory background information and advice. Information programme content may be non-ephemeral; that is to say that one could not imagine that the same programme would be transmitted e.g. one year later without losing most of its relevance. Examples: news, documentaries about current subjects, consumer information.
Enrich	1.2	Programme primarily intended to increase knowledge about non-current subjects in a didactic or non-didactic way, or to religiously inspire. Enrichment programme content has to be durable, that is to say, one could very well imagine that the programme would be broadcast one year later, without losing its relevance. Examples: travelogues, war documentaries, educational programmes, religious programmes.
Entertain	1.3	Programme intended primarily to evoke relaxation, feelings of pleasure and/or awareness of beauty.
Promote	1.4	Intended to promote content. Produced by the broadcaster or media owner e.g. trails for TV/Radio.
Advertise	1.5	Intended to inform consumers about commercial products and services. Produced by/on behalf the owners/sellers of the product or service e.g. Interstitial commercial.
Format	2.	This dimension is used to classify programmes as to their formal structure, in other words, what does the programme look like, regardless of the subject with which the programme is dealing.
Structured	2.1	All programmes dealing with facts, situations, opinions, theories and forecasts.
Hosted show	2.2.1	Programme, that can be regarded neither as non-fiction nor as drama or music/dance in which one or more persons fulfil the role of presenter, host, quiz or games master, announcer, chairperson or speaker and where the rest of the participants are generally members of the public.
Panel show	2.2.2	A programme of a light entertainment nature which is presented by a more or less fixed group of people (panel). Programme, that can be regarded neither as non-fiction nor as drama or concert.
Non-hosted show	2.2.3	Programme that can be regarded neither as non-fiction nor as drama or music/dance in which no one fulfils the role of presenter, host, quiz- or games-master, announcer, chairperson or speaker.
Representation / Play	2.3	Programme consisting of a prose or verse composition; one telling a story, written for, or as if for, performance by actors.
Artistic Performance	2.4	Music, dance, speech mime etc. Programmes (predominantly) consisting of music, dance or ballet or theatrical performance.
Interactive	2.5	Formats making use of a range of features such as local application support, return path and direct viewer interaction.
Content	3.	This dimension is used to classify programmes according to their content or subject. Unlike in the case of the Format dimension, it is essential to watch or to hear the programme to judge content.

Intended Audience / Target Group	4.	Programme intended for special audiences defined by age, cultural/ethnic background, profession etc.
General Audience	4.1	All individuals aged 4 and over (ARM Group definition).
Age Groups	4.2	The age group levels for which the programme is primarily intended. The age range being attributed to each sub-group may vary slightly from country to country.
Children		Aged 4-14 (ARM Group Recommendation).
Adults		All adults aged 15 and over (ARM Group definition).
Occupational Group	4.4	The occupation of the consumer for which the programme is primarily intended.
A	4.4.2	Opinion former, Judge, Member of the government etc.
B	4.4.3	Industry leader, Senior Government figure, Professionals (e.g. Doctors, Lawyers), etc.
C1	4.4.5	White Collar worker
C2	4.4.6	Skilled manual labourer
D	4.4.8	General manual labourer
E	4.4.9	Unemployed
Language of Target Audience		See ISO 639-2 'Codes for the representation of language names' at http://www.loc.gov/standards/iso639-2/php/code_list.php
Origination	5.	The original distribution method or platform for the content.
Cinema	5.1	Made originally for viewing in the cinema.
TV	5.2	Made originally for viewing on television.
Radio	5.3	Made originally for listening on radio.
Online distribution	5.4	Made originally for distribution over non-broadcast networks (streaming or download).
Offline distribution	5.5	For distribution on removable medias (CDs, DVDs, etc.)

Annex C (Informative) - Other operational data

The following clauses are provided for information and reproduce or update the operational data originally provided in ESCORT 2.4.

C.1. Administrative Data

The minimum required programme / service / channel related administrative data is:

- the programme / service / channel title or name
- and / or the programme /service / channel number

C.2. Programme Acquisition Data

Programme acquisition provides basic essential information on the programme origination that may be used by applications falling within the scope of ESCORT 2007.

Table C.1: Programme acquisition data

Programme acquisition data	Definition	Key
Date of production	Date on which production of the programme was completed (YYMMDD)	
Originating department	The internal department responsible for the production or the acquisition of the programme, depending on a broadcasting organisation's internal structure.	
Editorial control	The extent to which the broadcaster has control of the programme content at the production stage.	C.3.1
<ul style="list-style-type: none"> • Own production 	<p>A production, carried out on the organization's initiative, produced by its own services and under its editorial responsibility:</p> <ul style="list-style-type: none"> • in general with its own production facilities; • or with rented external facilities; • or by a production company incorporated under a legislative act or regulation <ul style="list-style-type: none"> ◦ operating production facilities which are usually owned by a broadcasting organisation; ◦ or by a subsidiary of the broadcasting organization in which it holds a controlling interest. 	C.3.1.1
<ul style="list-style-type: none"> • Commissioned production 	Production commissioned from an independent production house on the broadcasting organization's initiative and under the latter's editorial control.	C.3.1.2
<ul style="list-style-type: none"> • Co-production 	A joint production venture of several organizations with agreement in advance. Participation may include co-financing, provision of production resources and/or editorial content.	C.3.1.3
<ul style="list-style-type: none"> • Independent production 	An independent production is operated by an organization having a legal personality separate from the broadcasting organization and that has the freedom to define its own commercial policy including work for others than the broadcasting organization itself.	C.3.1.4

Programme acquisition data	Definition	Key
<ul style="list-style-type: none"> Exchange 	A production exchanged either live, deferred or in material form between broadcasting organizations (bi- and multi-lateral exchanges, Eurovision etc.).	C.3.1.5
<ul style="list-style-type: none"> Purchase 	A production made by an external service on its own initiative and for which the broadcasting organization buys only the right for one or more broadcasts (including the purchase of broadcasting rights before the production, and including cinema films).	C.3.1.6
Country of production, origin or participation	As shown in Table C.2, this information can be represented as a matrix combining information on the country of origin of the production concerned (using ISO 3166 alpha-2 codes, available at www.iso.ch/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html) with information on the nature of the editorial control in percentage of participation of broadcasters and independent producers.	
Production mode	The main production facility (ies) to produce the Programme e.g. digital production facilities, OB Unit, ENG/EFP, film, archive material.	C.3.2
	<ul style="list-style-type: none"> Digital 	C.3.2.1
	<ul style="list-style-type: none"> OB Unit 	C.3.2.2
	<ul style="list-style-type: none"> ENG/EFP 	C.3.2.3
	<ul style="list-style-type: none"> Film 	C.3.2.4
	<ul style="list-style-type: none"> Archive material 	C.3.2.5
Output mode		C3.3
	<ul style="list-style-type: none"> Live 	C3.3.1
	<ul style="list-style-type: none"> As live 	C3.3.2
	<ul style="list-style-type: none"> Edited 	C3.3.3
	<ul style="list-style-type: none"> Deferred relay within a specific time period (e.g. 30 days) 	C.3.3.4
	<ul style="list-style-type: none"> Stock material 	C.3.3.5
	<ul style="list-style-type: none"> Other 	C.3.3.6

Table C.2: Country of origin / production participation

	Own country		Other participating country		
	Broadcaster	Independent production	Country code	broadcaster	Independent producer
Programme 1	100%	0%	N.a.	N.a.	N.a.
Programme 2	75%	25%	N.a.	N.a.	N.a.
Programme 3	0%	0%	GBR	100%	0%
Programme 4	0%	0%	USA	0%	100%

C.4. Scheduling Data

Scheduling data provide additional information on the positioning of a programme within a schedule in relation to its format.

Table C.3: Scheduling Data

Scheduling data	Definition	Key
Duration	Net duration of the programme in minutes converted to hours and decimal hours, excluding technical interruptions, advertising or other programme breaks etc. reported elsewhere.	
Frequency	The time 'rhythm' in which the programme is broadcast: <ul style="list-style-type: none"> • one off • hourly • daily • every 2-6 days • weekly • monthly • seasonably • annually • regularly 	C.4.1 C.4.1.1 C.4.1.2 C.4.1.3 C.4.1.4 C.4.1.5 C.4.1.6 C.4.1.7 C.4.1.8 C.4.1.9
Transmission Cycle	Whether a programme is a single production or part of a series or serial: <ul style="list-style-type: none"> • Single production (programme broadcast in not more than two parts) • Anthology (programme that shares only main title and basic concept with other programmes) • Series (programme sharing title and format with other programmes) • Shorts • Mini series • Feature film • Filler • Serial(drama production consisting of a continuing story in episodes) • Mini-serial (serial not exceeding six episodes, also called 'mini-series') • Regular serial (a serial with 6 to 25 episodes) • Long-running serial (a serial of more than 26 episodes) • Special event • Others 	C.4.2 C.4.2.1 C.4.2.2 C.4.2.3 C.4.2.4 C.4.2.5 C.4.2.6 C.4.2.7 C.4.2.8 C.4.2.9 C.4.2.10 C.4.2.11 C.4.2.12 C.4.2.13
Scheduling	Whether the programme was transmitted for the first time or was a (first, second etc.) repeat. <ul style="list-style-type: none"> • First transmission • Repeat 	C.4.3 C.4.3.1 C.4.3.2
Slot Duration	Typical slot durations for which programmes are being created <ul style="list-style-type: none"> • < 10 min • < 20 min • < 30 min • < 45 min • < 60 min • < 90 min • < 120m • < 180 min • Other 	C.4.4 C.4.4.1 C.4.4.2 C.4.4.3 C.4.4.4 C.4.4.5 C.4.4.6 C.4.4.7 C.4.4.8 C.4.4.9

C.5. Transmission Data

Transmission data represent the actual transmission slot during which the programme has been broadcast:

- Day of the week;
- Month of the Year;
- Broadcast start and finish time.

C.6. Viewing and Listening Data

In 2003, the EBU, in collaboration with the Audience Research Methods Group (ARM) and the Group of European Audience Researchers (GEAR), published a report entitled 'Measuring the television audience for the future' that supersedes viewing and listening data and definitions originally provided in ESCORT 2.4.

Viewing and listening data to be collected should comply with the definitions of Table C.4.

Table C.4: Viewing and listening data

Viewing and listening data type	Definitions
Audience share	Average percentage of the population viewing a given channel / service during a particular time period as a proportion of the total television audience viewing time during the same time period.
Programme reach	Population that have seen at least 'n' minutes of a programme
Viewer satisfaction	A dimension that is not used for audience measurement statistics but may be put in place locally by broadcasters to affine audience surveys for internal purposes

C.7. Financial Data

Programme related financial data should at least address the three dimensions identified in Table C.5.

Table C.5: Financial data

Financial data	Definitions
Programme costs	Costs involved in the production of the programme e.g. direct programme expenditure, programme and technical production personnel expenditure, production facilities cost allocation, allocated overhead and other non-attributable costs.
Programme funding	Sources of finance employed by the broadcaster to produce or acquire the programme e.g. on its own resource, through exchange, using sponsorship product placement or bartering, using external programme production funds or subsidies.
Programme rights	Licensing financial terms, right owner location, satellite rights, etc.

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