

Television Broadcasting: General TV Information

A. **Television** – telecommunication system for broadcasting and receiving moving pictures.

1. How it works

- *Electron Gun* – (RGB) red, green, blue combine to create all the colors of tube TVs.
- *Pixel system*: tiny dots of light shot to the screen by an electron gun shooting electron beams, the odd and even lines are on separate fields. Standard TV has 525 lines of pixels
- 1962 1st Communications Satellite *Telestari I*
- *Analog*: A signal that fluctuates the same as the original stimulus
- *Digital*: A video or audio signal changed to binary code [01001001]
- *Aspect Ratio*: screen size – standard TV is 4:3 ratio (4 units wide, 3 units high)
- *Essential Area*: The portion of the screen that is seen by the home viewer, also called ‘safe area’
- *HDTV*: high definition television – pixel lines are double that of standard for better picture quality. Screen ratio 16:9.

2. General Information

- ✓ Network: a large entity or corporation that provides programming to smaller stations. Big: ABC/ NBC/ CBS Other: WB(CW)/ UPN/ FOX
- ✓ Cable Station: any station that does not broadcast over the air.
HBO/Showtime/Comedy Central
- ✓ Independent station: any station not affiliated with a network
- ✓ Superstation: a regular TV station broadcast throughout the country via cable.
WTBS/WPIX
- ✓ FCC (Federal Communications Commission): gov’t made, make sure airways “operate in the public interest, convenience, and necessity.” Communications Act of 1934
- ✓ NTSC (National Television Standards Committee): FCC regulated, designed to make standards for radio and TV
- ✓ Syndication: re-runs of shows that are bought by independent stations in order to fill air time.
- ✓ Primetime: Mon – Sat 8pm-11pm, Sun 7pm-11pm
- ✓ Target audience: the viewers – determined by demographics, psychographics
- ✓ Counter programming: programming scheduled in order to combat major networks. Ex. FOX shows go Winter and Summer vs Fall and Spring
- ✓ Cradling: to introduce a new show in between 2 successful shows
- ✓ Leading: place an establish show either before or after a new show

- ✓ Nielsen ratings: measurement of how many households are watching a given station at a given time. This determines advertising rates.
- ✓ Sweeps: Months in which the Nielsen ratings take place (Feb., May, July, Nov.)

3. Early television

- ✓ Saving tv before videotape - (pre 1972) kinescope recording was before video tape recording
- ✓ Movie camera was aimed at TV screen while show was live and filmed it.
- ✓ Later: VCR – video cassette recorder BETA, VHS
- ✓ DVD – digital video disc, now have recordable
- ✓ DVR (TIVO) – digital video recorder, set a program on hard drive, always records show, also records similar types of shows, can be deleted after viewed

4. Sports: tells a story with dramatic opening, highlights, climax, closing..... ‘human drama of athletic competition’

- ✓ Innovations: slow motion, freeze frame, graphics, instant replay, stop motion, telestrator, close-ups
- ✓ Personalities, broadcasters and athletes keep viewers interested
- ✓ Monday Night Football debuts 1970
- ✓ People use Olympics to get political viewpoints heard.
- ✓ Ex: 1968 – Mexico City = Black Power, student protest,
1972 – Munich terrorists, 1980 – Boycott Moscow, 1988 – protests Seoul, 1996 – Atlanta bombing