

ch10

Student: _____

1. Commercial broadcast television was demonstrated to the public for the first time at the 1939 New York World's Fair.
True False
2. Unlike radio in prior years, TV developed at a moderate pace and therefore didn't suffer problems due to a lack of technical standards.
True False
3. In the 1950s, the "golden age" of TV, networks became the primary source of programming for stations.
True False
4. During the 1960s, the cable television industry experienced growth, and public broadcasting was born.
True False
5. Though it is popular, Cable TV doesn't really represent competition to traditional broadcasting.
True False
6. The DVD player has replaced the VCR as the preferred playback medium for home video.
True False
7. Broadcast television will become fully digital in 2014.
True False
8. Broadband series generate a profit for broadcasters.
True False
9. Local TV stations are licensed by the FCC to provide TV service to communities called markets.
True False
10. Public television is supported exclusively by public funds, administered by the Corporation for Public Broadcasting.
True False
11. The DVR allows viewers to record TV programs to a hard drive.
True False
12. Nielsen Media Research provides TV ratings at both the network and the market level.
True False
13. Arbitron Company replaced Nielsen as the company that measures audiences for TV audiences.
True False
14. Once the MRC became involved, criticism of broadcast ratings has virtually disappeared.
True False
15. Despite competition from the Internet and other media, the average household in the US has the TV on for over eight hours per day.
True False

16. The structure of early television was similar to that of:
 - A. radio
 - B. film
 - C. newspapers
 - D. magazines
 - E. telegraph
17. VHF (very high frequency) TV stations:
 - A. have higher numbers than UHF stations
 - B. include channels 23 and 50
 - C. have signals that travel further than do UHF signals
 - D. all of these
 - E. none of these
18. Recording *The Young and the Restless* every day so you can watch it when you get home is an example of:
 - A. variable carriage
 - B. time shifting
 - C. zapping
 - D. time scrolling
 - E. rescheduling
19. Which of the following is an advantage of digital television?
 - A. the ability for broadcasters to send several different programs over a single digital channel
 - B. High Definition images and sound are possible
 - C. makes a more rectangular format possible
 - D. all of these
 - E. none of these
20. How have broadcasters reacted to user-generated content?
 - A. They have avoided it.
 - B. They have recently, and tentatively, started exploring it.
 - C. They were the first to realize its potential.
 - D. It is not possible to have user-generated content on broadcast TV.
 - E. Audiences don't want user-generated content.
21. Broadband series are
 - A. specialized shows distributed online
 - B. shows formatted for HDTV
 - C. programming developed for sweeps months
 - D. all of these
 - E. none of these
22. Program providers are:
 - A. posting episodes of some TV shows on the Internet
 - B. providing program episodes for download on iTunes
 - C. offering services to mobile users for a monthly subscription fee
 - D. all of these
 - E. none of these
23. Which of the following is NOT a defining feature of television?
 - A. it is universal
 - B. it is the dominant medium for entertainment
 - C. it is second only to newspapers as a medium for news
 - D. it is an expensive business
 - E. the audience is fragmenting

24. If Channel 4 describes itself as part of the XYZ broadcasting network, the station is most likely:
- A. an independent
 - B. a network
 - C. an affiliate
 - D. noncommercial
 - E. using DBS technology
25. When TV programs are _____, a local station purchases exclusive rights to show the program in its market.
- A. international co-productions
 - B. aired on cable
 - C. syndicated
 - D. fully compensated
 - E. non-commercial
26. Which of the following departments is most concerned with developing successful new programs for a network?
- A. affiliate relations
 - B. operations
 - C. standards
 - D. entertainment
 - E. owned and operated stations
27. The types of advertisers who buy time on TV are national advertisers, local advertisers, and _____ advertisers.
- A. national spot
 - B. service
 - C. must carry
 - D. regional
 - E. primary demand
28. Companies selling items such as sailboats or farm equipment to a specific region are probably _____ advertisers.
- A. local
 - B. national
 - C. national spot
 - D. network
 - E. independent
29. TV shows generate revenue by:
- A. product placement
 - B. text-message fees (when audience members can vote)
 - C. traditional advertising in commercial "breaks"
 - D. all of these
 - E. none of these
30. During the 1990s, PBS was one of the most established TV networks; its average prime-time rating was
- A. 2.0 (2 percent of TV homes in America watched PBS in prime time)
 - B. 12.0 (12 percent of TV homes in America watched PBS in prime time)
 - C. 22.0 (22 percent of TV homes in America watched PBS in prime time)
 - D. 33.0 (32 percent of TV homes in America watched PBS in prime time)
 - E. 44.0 (42 percent of TV homes in America watched PBS in prime time)

31. Public television is funded by all of these EXCEPT:
- A. UFPB
 - B. the government (through the CPB)
 - C. viewer contributions
 - D. auctions
 - E. corporate contributions
32. To measure local-market TV viewing, Nielsen uses:
- A. diaries only
 - B. a combination of diary and electronic meter techniques
 - C. electronic meter techniques only
 - D. People Meters
 - E. passive image recognition
33. If the number of households watching a program is 100, the number of TV households is 1000, and the number of households using TV is 500, the program's *rating* is calculated based on:
- A. 100 divided by 1000
 - B. 100 divided by 500
 - C. 500 divided by 1000
 - D. 1000 multiplied by 100
 - E. 500 multiplied by 100
34. Which of the following would make traditional sweeps periods less meaningful?
- A. increasing the size of the Nielsen sample
 - B. Nielsen moving away from diaries to local-market People Meters
 - C. increasing the accuracy of ratings
 - D. changing the formula for calculating shares
 - E. greater oversight of Nielsen by the MRC
35. The TV audience consistently increases throughout the day, until about _____ Eastern Time when it falls off sharply.
- A. 7 p.m.
 - B. 9 p.m.
 - C. 11 p.m.
 - D. midnight
 - E. 12:30 am

ch10 Key

1. Commercial broadcast television was demonstrated to the public for the first time at the 1939 New York World's Fair.
TRUE
2. Unlike radio in prior years, TV developed at a moderate pace and therefore didn't suffer problems due to a lack of technical standards.
FALSE
Dominick - Chapter 10 #1
3. In the 1950s, the "golden age" of TV, networks became the primary source of programming for stations.
TRUE
Dominick - Chapter 10 #2
4. During the 1960s, the cable television industry experienced growth, and public broadcasting was born.
TRUE
Dominick - Chapter 10 #3
5. Though it is popular, Cable TV doesn't really represent competition to traditional broadcasting.
FALSE
Dominick - Chapter 10 #4
6. The DVD player has replaced the VCR as the preferred playback medium for home video.
TRUE
Dominick - Chapter 10 #5
7. Broadcast television will become fully digital in 2014.
FALSE
Dominick - Chapter 10 #6
8. Broadband series generate a profit for broadcasters.
FALSE
Dominick - Chapter 10 #7
9. Local TV stations are licensed by the FCC to provide TV service to communities called markets.
TRUE
Dominick - Chapter 10 #8
10. Public television is supported exclusively by public funds, administered by the Corporation for Public Broadcasting.
FALSE
Dominick - Chapter 10 #9
11. The DVR allows viewers to record TV programs to a hard drive.
TRUE
Dominick - Chapter 10 #10
12. Nielsen Media Research provides TV ratings at both the network and the market level.
TRUE
Dominick - Chapter 10 #11
13. Arbitron Company replaced Nielsen as the company that measures audiences for TV audiences.
FALSE
Dominick - Chapter 10 #12
14. Once the MRC became involved, criticism of broadcast ratings has virtually disappeared.
FALSE
Dominick - Chapter 10 #13

15. Despite competition from the Internet and other media, the average household in the US has the TV on for over eight hours per day.
TRUE
16. The structure of early television was similar to that of:
A. radio
B. film
C. newspapers
D. magazines
E. telegraph
17. VHF (very high frequency) TV stations:
A. have higher numbers than UHF stations
B. include channels 23 and 50
C. have signals that travel further than do UHF signals
D. all of these
E. none of these
18. Recording *The Young and the Restless* every day so you can watch it when you get home is an example of:
A. variable carriage
B. time shifting
C. zapping
D. time scrolling
E. rescheduling
19. Which of the following is an advantage of digital television?
A. the ability for broadcasters to send several different programs over a single digital channel
B. High Definition images and sound are possible
C. makes a more rectangular format possible
D. all of these
E. none of these
20. How have broadcasters reacted to user-generated content?
A. They have avoided it.
B. They have recently, and tentatively, started exploring it.
C. They were the first to realize its potential.
D. It is not possible to have user-generated content on broadcast TV.
E. Audiences don't want user-generated content.
21. Broadband series are
A. specialized shows distributed online
B. shows formatted for HDTV
C. programming developed for sweeps months
D. all of these
E. none of these
22. Program providers are:
A. posting episodes of some TV shows on the Internet
B. providing program episodes for download on iTunes
C. offering services to mobile users for a monthly subscription fee
D. all of these
E. none of these

Dominick - Chapter 10 #15

Dominick - Chapter 10 #16

Dominick - Chapter 10 #17

Dominick - Chapter 10 #18

Dominick - Chapter 10 #19

Dominick - Chapter 10 #20

Dominick - Chapter 10 #21

Dominick - Chapter 10 #22

23. Which of the following is NOT a defining feature of television?
- A. it is universal
 - B. it is the dominant medium for entertainment
 - C. it is second only to newspapers as a medium for news**
 - D. it is an expensive business
 - E. the audience is fragmenting

Dominick - Chapter 10 #23

24. If Channel 4 describes itself as part of the XYZ broadcasting network, the station is most likely:
- A. an independent
 - B. a network
 - C. an affiliate**
 - D. noncommercial
 - E. using DBS technology

Dominick - Chapter 10 #24

25. When TV programs are _____, a local station purchases exclusive rights to show the program in its market.
- A. international co-productions
 - B. aired on cable
 - C. syndicated**
 - D. fully compensated
 - E. non-commercial

Dominick - Chapter 10 #25

26. Which of the following departments is most concerned with developing successful new programs for a network?
- A. affiliate relations
 - B. operations
 - C. standards
 - D. entertainment**
 - E. owned and operated stations

Dominick - Chapter 10 #26

27. The types of advertisers who buy time on TV are national advertisers, local advertisers, and _____ advertisers.
- A. national spot**
 - B. service
 - C. must carry
 - D. regional
 - E. primary demand

Dominick - Chapter 10 #27

28. Companies selling items such as sailboats or farm equipment to a specific region are probably _____ advertisers.
- A. local
 - B. national
 - C. national spot**
 - D. network
 - E. independent

Dominick - Chapter 10 #28

29. TV shows generate revenue by:
- A. product placement
 - B. text-message fees (when audience members can vote)
 - C. traditional advertising in commercial "breaks"
 - D. all of these
 - E. none of these**

Dominick - Chapter 10 #29

30. During the 1990s, PBS was one of the most established TV networks; its average prime-time rating was
A. 2.0 (2 percent of TV homes in America watched PBS in prime time)
B. 12.0 (12 percent of TV homes in America watched PBS in prime time)
C. 22.0 (22 percent of TV homes in America watched PBS in prime time)
D. 33.0 (32 percent of TV homes in America watched PBS in prime time)
E. 44.0 (42 percent of TV homes in America watched PBS in prime time)

Dominick - Chapter 10 #30

31. Public television is funded by all of these EXCEPT:
A. UFPB
B. the government (through the CPB)
C. viewer contributions
D. auctions
E. corporate contributions

Dominick - Chapter 10 #31

32. To measure local-market TV viewing, Nielsen uses:
A. diaries only
B. a combination of diary and electronic meter techniques
C. electronic meter techniques only
D. People Meters
E. passive image recognition

Dominick - Chapter 10 #32

33. If the number of households watching a program is 100, the number of TV households is 1000, and the number of households using TV is 500, the program's *rating* is calculated based on:
A. 100 divided by 1000
B. 100 divided by 500
C. 500 divided by 1000
D. 1000 multiplied by 100
E. 500 multiplied by 100

Dominick - Chapter 10 #33

34. Which of the following would make traditional sweeps periods less meaningful?
A. increasing the size of the Nielsen sample
B. Nielsen moving away from diaries to local-market People Meters
C. increasing the accuracy of ratings
D. changing the formula for calculating shares
E. greater oversight of Nielsen by the MRC

Dominick - Chapter 10 #34

35. The TV audience consistently increases throughout the day, until about _____ Eastern Time when it falls off sharply.
A. 7 p.m.
B. 9 p.m.
C. 11 p.m.
D. midnight
E. 12:30 am

Dominick - Chapter 10 #35

ch10 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 10	35