Unit 3: Terms to Learn KEY

Local Affiliate- a local broadcast TV station that runs part or all of a Network's programming

O & O- (Owned & Operated) These are stations that are owned by the Network

Local Origination- a program that is created with a station's transmission area (local insertion, local news, cable access, and once the province of UHF Stations... until must-carry)

Genre Driven- cable stations that carry a single-type of programming, targeting a specific audience

Public TV- noncommercial, locally operated TV stations that a partially funded by the government, underwriters, and viewers like you. Programming tends to be educational, documentary, and do not otherwise conform to commercial broadcast stations

PEG Stations- cable-only stations that were once commonly part of lucrative franchise agreements between cable operators and cities. These included Public Access, Educational, and Government stations

Network- A central organization delivers programs to local affiliates and O & O's. Big 4

Syndication- 2 types:

   First run syndication: First run syndicated programs are programs that are shown for the first time as a syndicated programs. These programs were not made to be shown by a network. Programs that are made in one country and then are shown in other countries are often first run syndicated program.

   Off network syndication: Off network syndicated programs are programs that were first shown on a television network. Later, that network sold the program to other networks or stations so that they can also show it. These programs are also called re-runs.

Broadcasting vs. Narrowcasting: Traditional TV, wide audience appeal, although less loyal vs a more limited demographic, but a more loyal audience (less people, but for more time)

Push vs. Pull Distribution Methods: Always out there (TV/Radio) vs. The audience looking for and selecting the content (Ordering a magazine or download a podcast)

Target Audience Demographics: Attracting a specific type of viewer (males age 18-45) to garner corresponding advertiser

Block programming: (aka Stacking) When a television station programs similar type shows in a back-to-back package

Counterprogramming: Programming for a target that opposes your competition. For example, programming for women if your competition is featuring football

Cross-programming- interconnecting two different shows, usually by a character or storyline. Producers sometimes use this technique to launch new programs.

The "king" of crossovers is Richard Belzer. Belzer first began playing Det. John Munch on Homicide: Life on the Street in 1993, and still plays him today on Law & Order: Special Victims Unit. Belzer's character currently holds TV's crossover record, with Munch having appeared on 10 different shows on five different networks, including Law & Order, Law & Order: Trial By Jury, Arrested Development, The X-Files, The Beat, The Wire, 30 Rock and Jimmy Kimmel Live (appearing as Munch, not Belzer). Munch has also been referenced (but not seen) in BBC crime drama Luther and was Muppet-ized in a Sesame Street spoof called Law & Order: Special Letters Unit.

Theming- When a block of shows- possibly for a whole week- center around a theme.

Marathons- a number of episodes shown back to back, generally during a weekend or holiday when people have more time to watch TV

Stunting- special guest spots, plot revelations, reunion shows or other gimmicks and "events" (usually during sweeps) to increase viewing numbers

Cliffhangers- episodes that end with a major plot point that is not fully revealed until the following episode or season

Netflix and Streaming Services-

Hulu, Amazon, etc…

Analytics- the proper term for quantitative data elements that help companies gain insight into their customers.

House of Cards- the first show that Netflix green-lit based on overlapping data that suggested successful viewership amongst subscribers.

Efficient Content-   content that will achieve the maximum happiness per dollar spent, or the most views for lowest rate.