



STICHTING KIJKONDERZOEK

PROMO TYPES TELEVISION 31.12.2018 (CHANGED PER 2-1-2017)

| Nr | Main classification | Nr | Category | Description |
|-----------|----------------------------|-----------|--|--|
| 10 | Promo for programs | 13 | Program | Promotion of a program. |
| | | 16 | Program guide / combi promo | Program list (mostly in chronological order) of several programs to be broadcasted as the promo broadcast (may include text, images or a combination of these). |
| | | 17 | Program genre | Program genre promotion, e.g. Film month . |
| 30 | StationPromo | 31 | StationPromo | Station ID combined with a program, programs or program guide promotion. |
| 90 | Other promotion | 91 | Radio / television channel / broadcaster / website | Radio / television channel / broadcaster / website promotion. |
| | | 98 | Merchandising | Promotion of products such as books, cd's, of programs of a broadcaster or channel. |
| | | 99 | Other | other types of promos which can not be classified in one of the other promo type categories such as promotion of events, music/artist, recruiting of audience or candidate for a program, etc. |