



STICHTING KIJKONDERZOEK

APPENDIX 16: SKO GENRE CLASSIFICATION 01-01-2015

1. INTRODUCTION

This appendix contains the SKO genre classification used for television programmes. The Dutch TAM works with a one dimensional genre classification to categorise the broadcasted content of the Dutch television channels.

MAIN CATEGORIES

The classification consists of 8 main categories (level 1):

Level 1	Level 2	Level 3	Level 4
1. Non fiction	2	3	12
2. Fiction	2	4	22
3. Entertainment	4	2	-
4. Sport	2	4	-
5. Music & dance	2	9	-
6. Children (0 - 12 yrs)	4	2	4
7. Advertising	-	3	-
8. Other/unknown	-	5	-
Total	16	32	38

In total, there are 70 codes available for the classification of the television programmes.

This classification sometimes changes. To avoid trend breaks, the structure of the classification has not been changed. Compared to the previous SKO genre classification, the main changes are the following:

- The number of categories has been reduced to 70.
- The main category Information and Education has been renamed as Non fiction.
- The categories at level 3 and 4 have been reduced. As a consequence, very specific categories are now classified as "other".

In particular, the most detailed subcategories at the third level have been reduced. For example, within the main category Fiction, several subcategories have been grouped together: the five subcategories in the previous classification (Police/detective/crime, Action/thriller, Science Fiction, Western, Horror) have all been grouped together within the subcategory Suspense.

Another example consists of the television game shows within the main category Entertainment: in the newest classification, the subcategories Big game shows and General knowledge quizzes have been apportioned to the already existing subcategory: Games & quizzes.

See the classification below:

10000		NON FICTION
	11000	NEWS & CURRENT AFFAIRS
		NEWS
	11100	CURRENT AFFAIRS
	11200	WEATHERREPORT
	11300	OTHER NON FICTION
	16000	
		16010 General consumer information
		16020 Cars/motorcycles/moped/bicycles
		16030 Cooking/food/beverage
		16040 Health, /lifestyle, education and coaching
		16050 Travelling/holiday/tourism/daytrips
		16060 Home/living/interior/garden/do it yourself
		16070 (Popular) science & technology
		16080 Religion/proclamation & ideology/religion
		17000 Justice/law (enforcement) & order
		17010 Art
		17020 Nature & environment
		19000 Other Non fiction, miscellaneous
20000		FICTION
	21000	DUTCH FICTION
		DUTCH SERIES
	21100	
		21110 Dutch series: soap
		21121 Dutch series: (sit)comedy
		21122 Dutch series: drama
		21140 Dutch series: erotic
		21150 Dutch series: action /thriller
		21190 Dutch series: other
	21200	NLD FILMS
		21221 Dutch films: comedy
		21222 Dutch films: drama
		21240 Dutch films: erotic
		21250 Dutch films: action /thriller
		21290 Dutch films: other
	22000	FOREIGN FICTION
		FOREIGN SERIES
	22100	
		22110 Foreign series: soap
		22121 Foreign series: (sit)comedy
		22122 Foreign series: drama
		22140 Foreign series: erotic
		22150 Foreign series: action /thriller
		22190 Foreign series: other
	22200	FOREIGN FILMS
		22221 Foreign films: comedy
		22222 Foreign films: drama
		22240 Foreign films: erotic
		22250 Foreign films: action /thriller
		22290 Foreign films: other
30000		ENTERTAINMENT
	31000	GAMES & QUIZZES
	32000	CABARET & SATIRE
		32100 CABARET/VARIETY
	32200	SATIRIC PROGRAMME
	33000	TALENT SHOW & AUDITION PROGRAM
	39000	OTHER ENTERTAINMENT
40000		SPORT
	41000	SPORTSINFORMATION
		CURRENT SPORTSINFORMATION
	41100	OTHER SPORTSINFORMATION
	41900	SPORT REPORT
	42000	SOCCER REPORT
		42100 OTHER SPORT REPORT
	42900	
50000		MUSIC AND DANCE
	54000	POP MUSIC & DANCE
		POP MUSIC: VIDEOCLIPS
	54100	POP MUSIC: VIDEOCLIPS VERPAKT
	54200	POP MUSIC: LIVE REGISTRATION
	54300	POP MUSIC: PROGRAMME
	54400	POP MUSIC: MISCELLANEOUS
	54900	OTHER MUSIC & DANS
	59000	OTHER MUSIC: VIDEOCLIPS
		OTHER MUSIC: LIVE REGISTRATION
	59100	OTHER MUSIC : PROGRAMME
	59300	OTHER MUSIC: MISCELLANEOUS
	59400	
	59900	

60000		CHILDREN(0- 12 years)
61000		CHILDREN: NON FICTIE
62000		CHILDREN: MUZIEK
63000		CHILDREN: AMUSEMENT
64000		FICTION FOR CHILDREN
	64100	CHILDREN SERIES
	64110	Children series: Cartoon/animation/puppets
	64190	Children series: Other
	64200	CHILDREN FILMS
	64210	Children series: Cartoon/animation/puppets
	64290	Children series: Other
70000		RECLAME
	71000	COMMERCIALS
	72000	TELESHOPPING/ INFOMERCIAL
	73000	BILLBOARDING
80000		OVERIG
	81000	CONTINUITY
	82000	TEXT INFORMATION
	83000	RTV PROGRAMME INFORMATION /PROMO
	88000	DISTURBANCE
	89000	OTHER/UNKNOWN