

PROMO TYPES TELEVISION (VERSION 1-1-2015)

NR.	MAIN CLASSIFICATION	NR.	CATEGORY	DESCRIPTION	EXAMPLE
10	self promotion (promo for programmes on same channel)	11	programme: now	Promotion of a programme that is broadcasted on the same channel and directly after the promo	NPO1: 20:24 promo Radar NPO1 NPO1: 20:25 Radar
		12	programme: coming up teaser	Promotion of a programme that is broadcasted on the same channel and not directly after the promo, but after a short time slot (minutes, e.g., a commercial break or news flash)	RTL4: 20:00 GTST RTL4: 20:15 promo Tv makelaar RTL4 RTL4: 20:16 GTST RTL4: 20:35 Tv makelaar
		13	programme: later	Promotion of a programme that is broadcasted on the same channel and after at least a (significant part of a) programme	NPO1: 20:30 promo Spoorloos NL1 NPO1: 21:55 Spoorloos
		14	programme: not on the same day	Promotion of a programme that is broadcasted on the same channel but not on the same day	Today NPO2: 21:00 promo Andere tijden Tomorrow NPO2: 21:30 Andere Tijden
		15	Programme: every day	Promotion of a programme that is broadcasted on the same channel and on the same day or every week day	RTL8: every day at 6:30 Telekids
		16	Programme guide/ combi promo	Programme list (mostly in chronological order) of several programmes to be broadcasted on the same channel as the promo broadcast (may include text, images or a combination of these)	19:00 Hart van Nederland 19:20 Shownieuws 20:00 Trauma centrum
		17	programme genre	Programme genre promotion, e.g. <i>Film month</i>	meimaand filmmaand / May=film month
20	cross promotion (promo for programmes on a different channel)	21	programme: now	Promotion of a programme that is broadcasted on a different channel and directly after the promo	NPO1: 19:59 uur Journaal NPO1: 20:23 uur promo Netwerk NL2 NPO2: 20:24 Netwerk
		22	programme: coming up teaser	Promotion of a programme that is broadcasted on a different channel and not directly after the promo, but after a short time slot (minutes, e.g., a commercial break or news flash)	RTL5: 17:35 Kings of queens RTL5: 17:55 promo Rtl boulevard RTL5: 17:56 Kings of queens RTL4: 18:35 Rtl boulevard
		23	programme: later	Promotion of a programme that is broadcasted on a different channel and after at least a (significant part of a) programme	NPO2: 18:00 promo Kassa NL1 NPO1: 19:00 Kassa
		24	programme: not on the same day	Promotion of a programme that is broadcasted on a different channel but not on the same day	today NPO1: 21:00 promo Andere tijden tomorrow NPO2: 21:30 Andere tijden
		25	Programme: every day	Promotion of a programme broadcasted on a different channel and on the same day or every week day	RTL8: every day at 6:30 Telekids
		26	Programme guide/ combi promo	Programme list (mostly in chronological order) of several programmes to be broadcasted on a different channel as the promo broadcast (may include text, images or a combination of these)	SBS6: Hart van Nederland Net 5: Grey's anatomy Veronica: Still standing
		27	programme genre	Promo for a genre of programmes	meimaand filmmaand / May=film month



STICHTING KIJKONDERZOEK

30		31	station ID promo	Station ID combined with a programme, programmes or programme guide promotion	
90	Rest promotion	91	television channel	Television channel promotion	
		92	radio station	Radio channel or radio programme promotion	3FM, Radio 538
		93	website	Website promotion	Rtlnieuws.nl
		94	broadcaster	Broadcaster promotion	AVRO, EO, BNN
		95	Music /artist	A singular new artist or best clips of the moment promotion	
		96	event	Event promotion	Max proms
		97	audience/candidates	Recruiting audience or candidates for a programme	
		98	merchandising	Promotion of products such as books, CD's of programmes of a broadcaster or channel	c.d. Rail away deform EO
		99	Rest	Miscellaneous promotion not to be classified in other categories	