



# QUALITY INDEX IN CHILEAN OPEN TELEVISION

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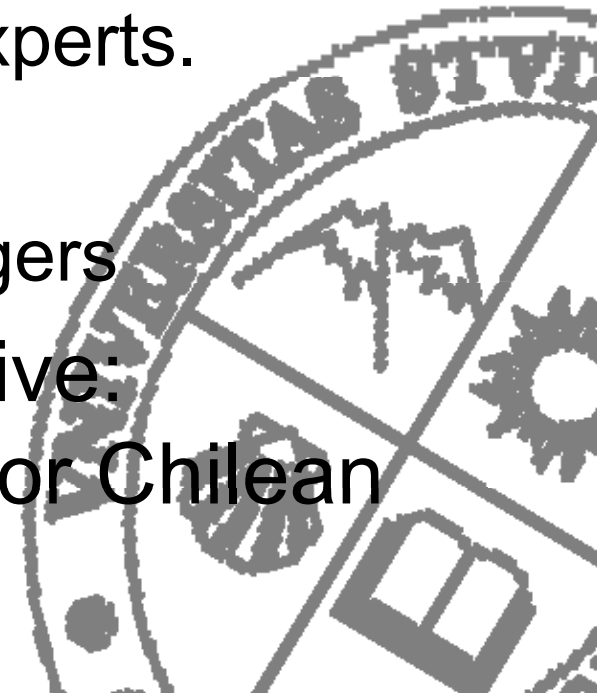
Santiago - Chile

2007



# STAGES OF INVESTIGATION

- 2004 - Qualitative Perspective:  
Definition of Quality in open TV
  - 21 in depth interviews to TV executives, critics, academics and legal experts.
  - Focus groups to viewers
  - Interviews to marketing managers
- 2005 - Quantitative Perspective:  
elaboration of Quality Index for Chilean Open TV.



# BASICS OF QUALITY INDEX

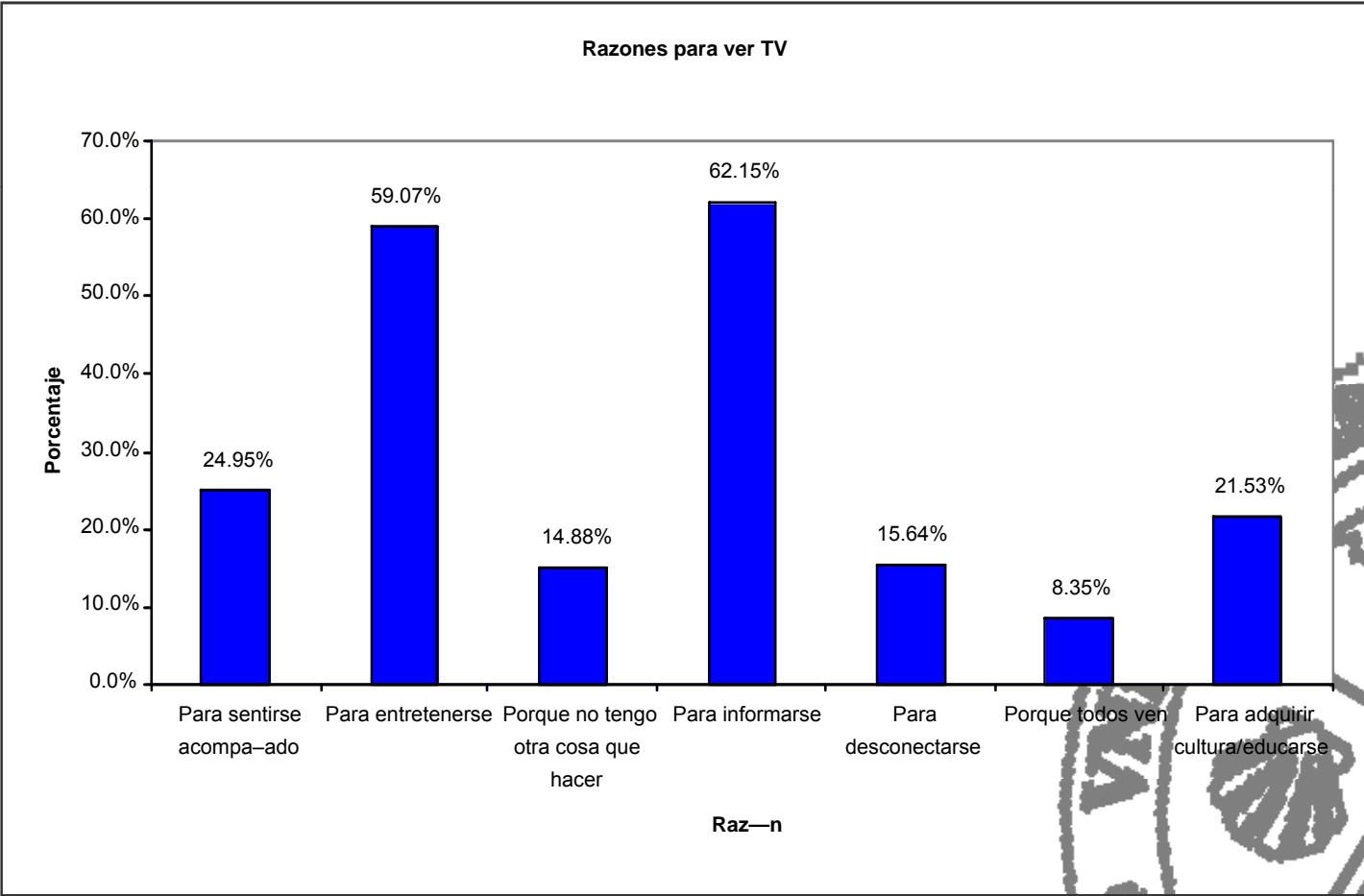
Audience Opinion  
Survey  
30%

Audience Behaviour  
Rating  
30%

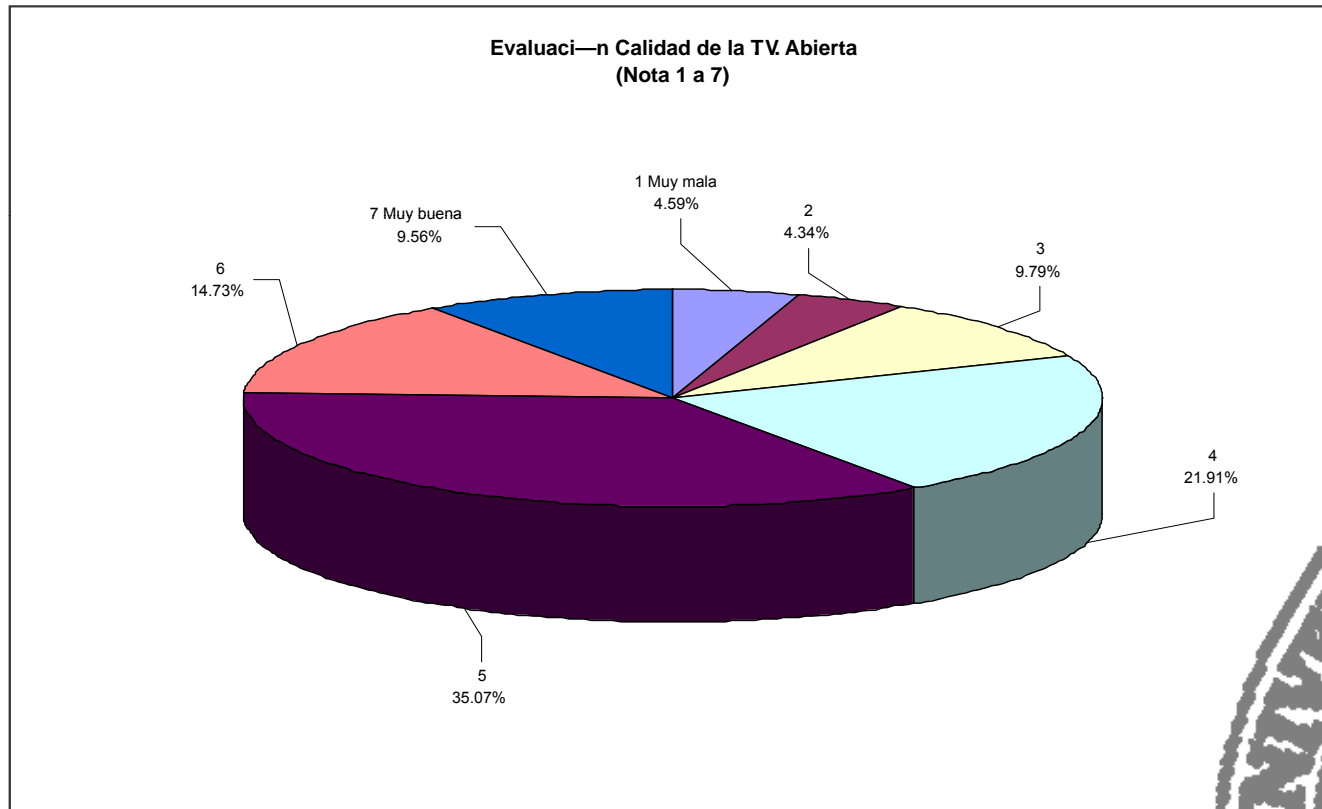
Intrinsic Quality  
Content  
Analysis  
40%



# SURVEY: MAIN FINDINGS

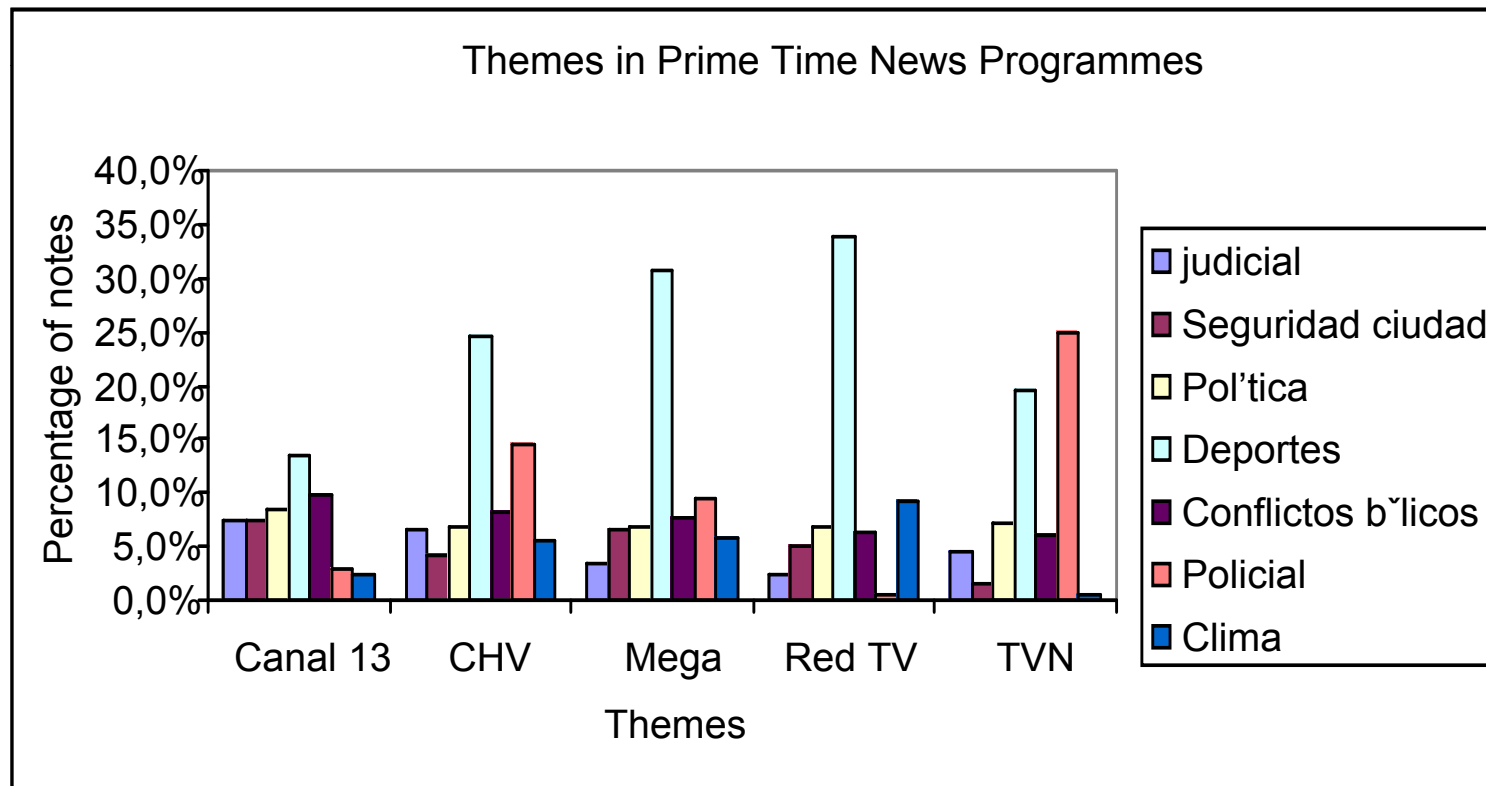


# CHILEAN OPEN TV EVALUATION



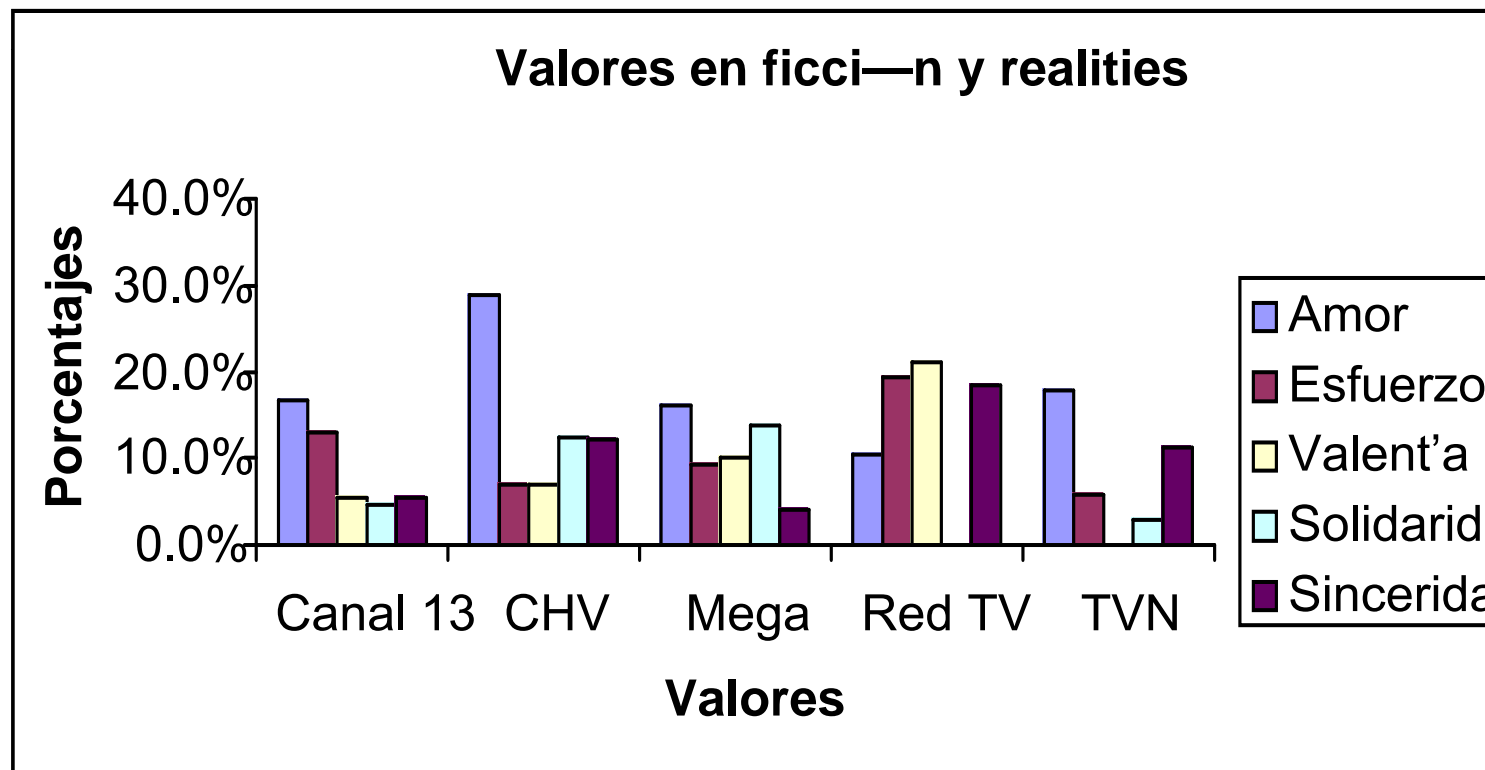
# CONTENTS ANALYSIS

- NEWS PROGRAMS



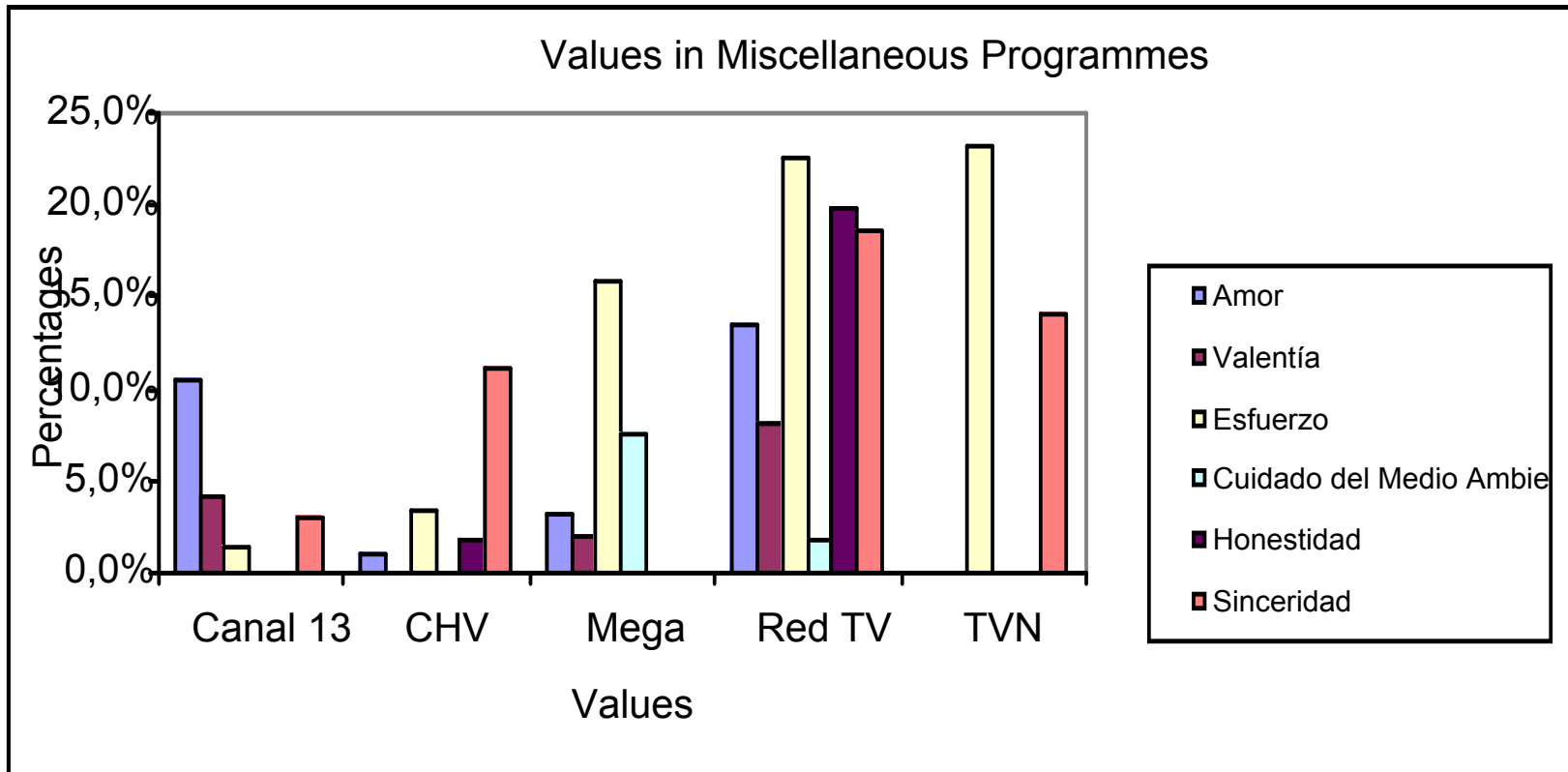
# CONTENTS ANALYSIS

- FICTION AND REALITY SHOWS



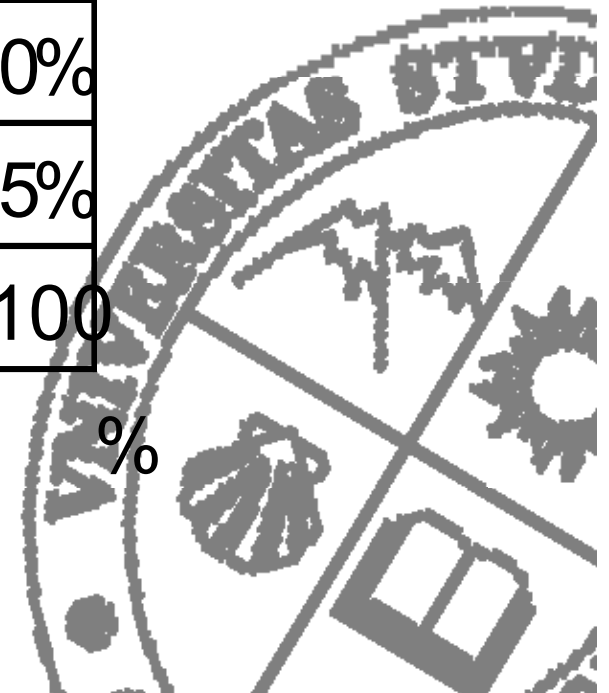
# CONTENTS ANALYSIS

- MISCELLANEOUS PROGRAMS

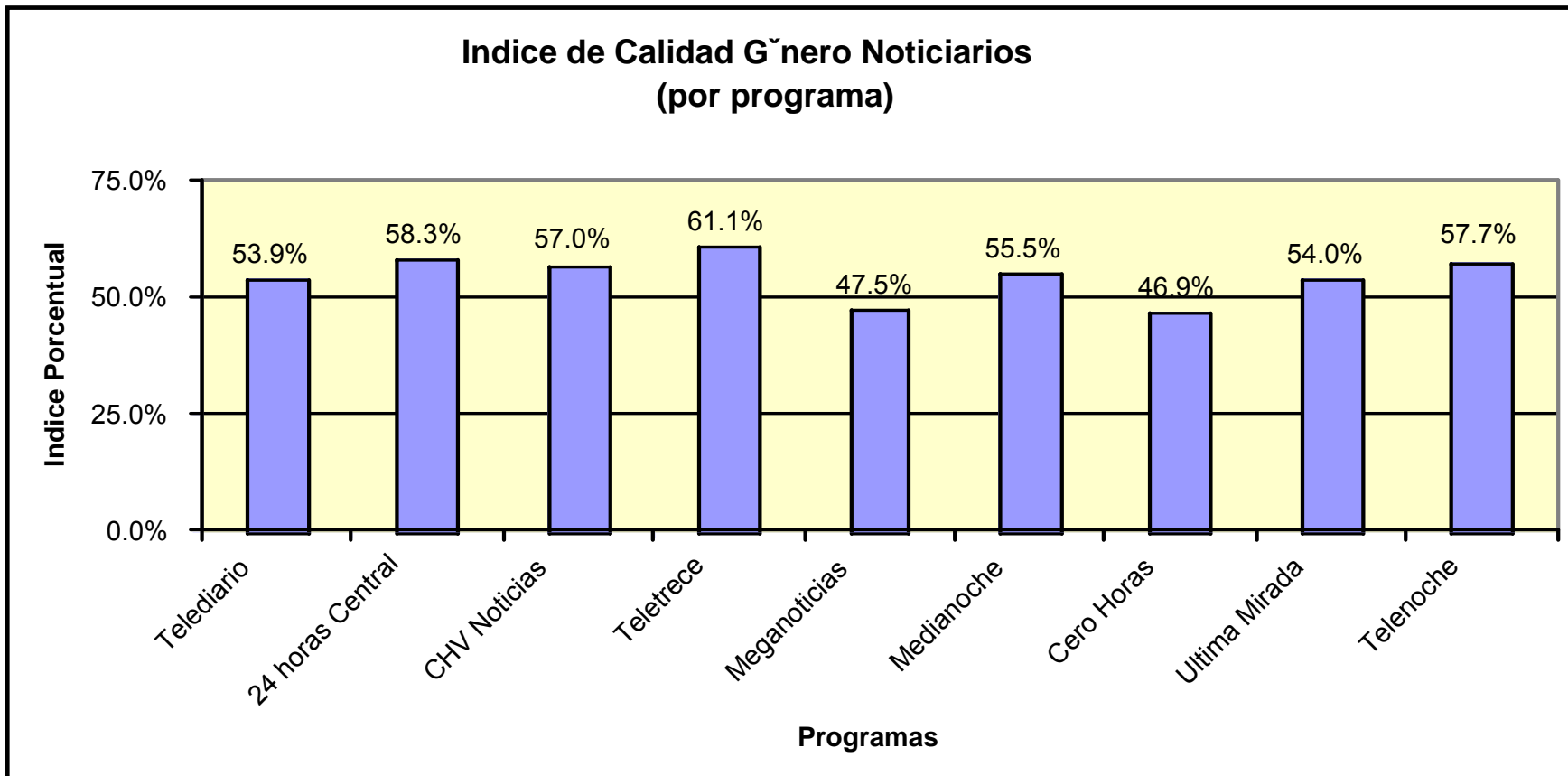


# QUALITY INDEX OF OPEN TELEVISION

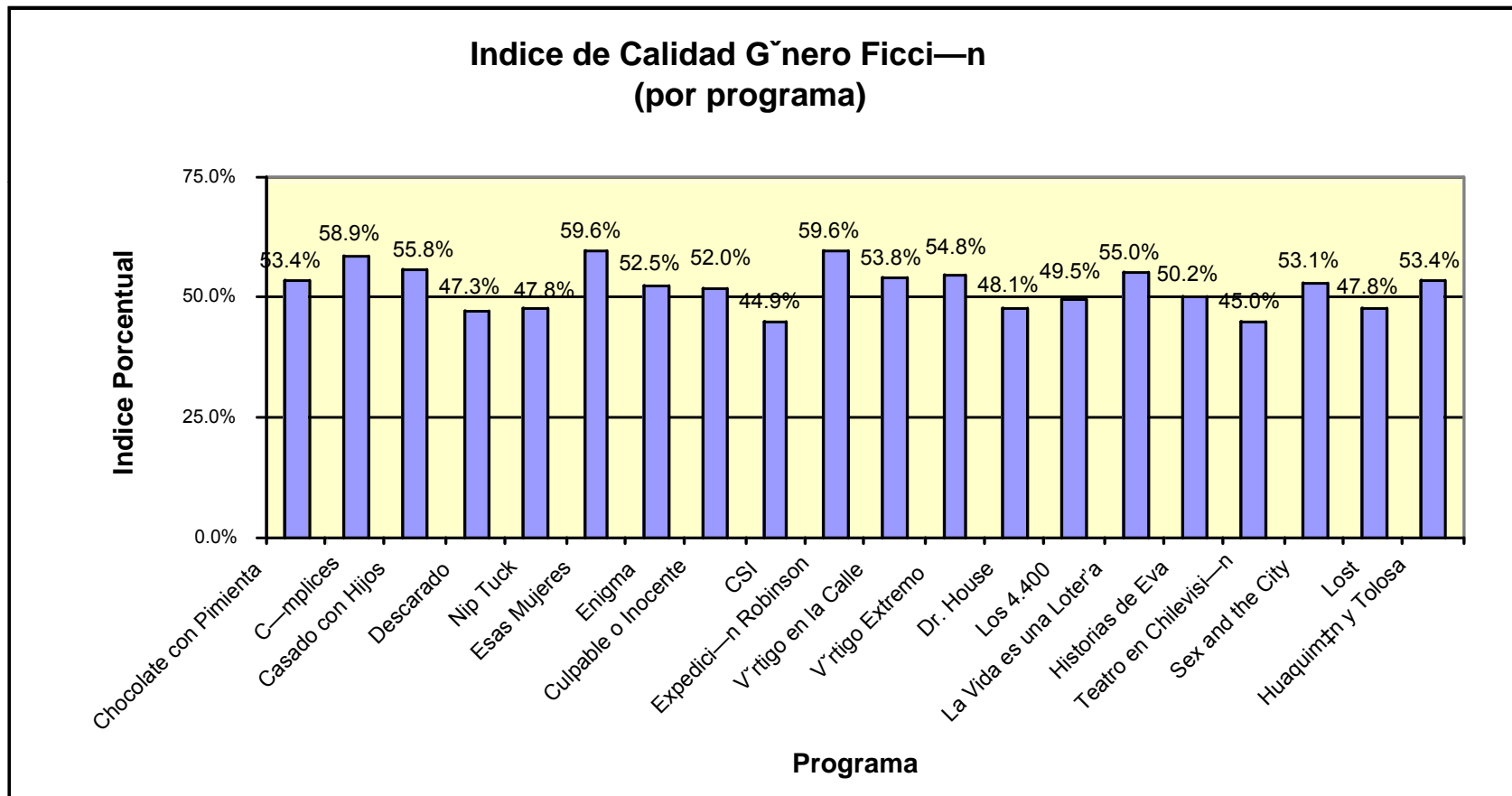
Range		
Bad	0%	25%
Average	25%	50%
Good	50%	75%
Very Good	75%	100%



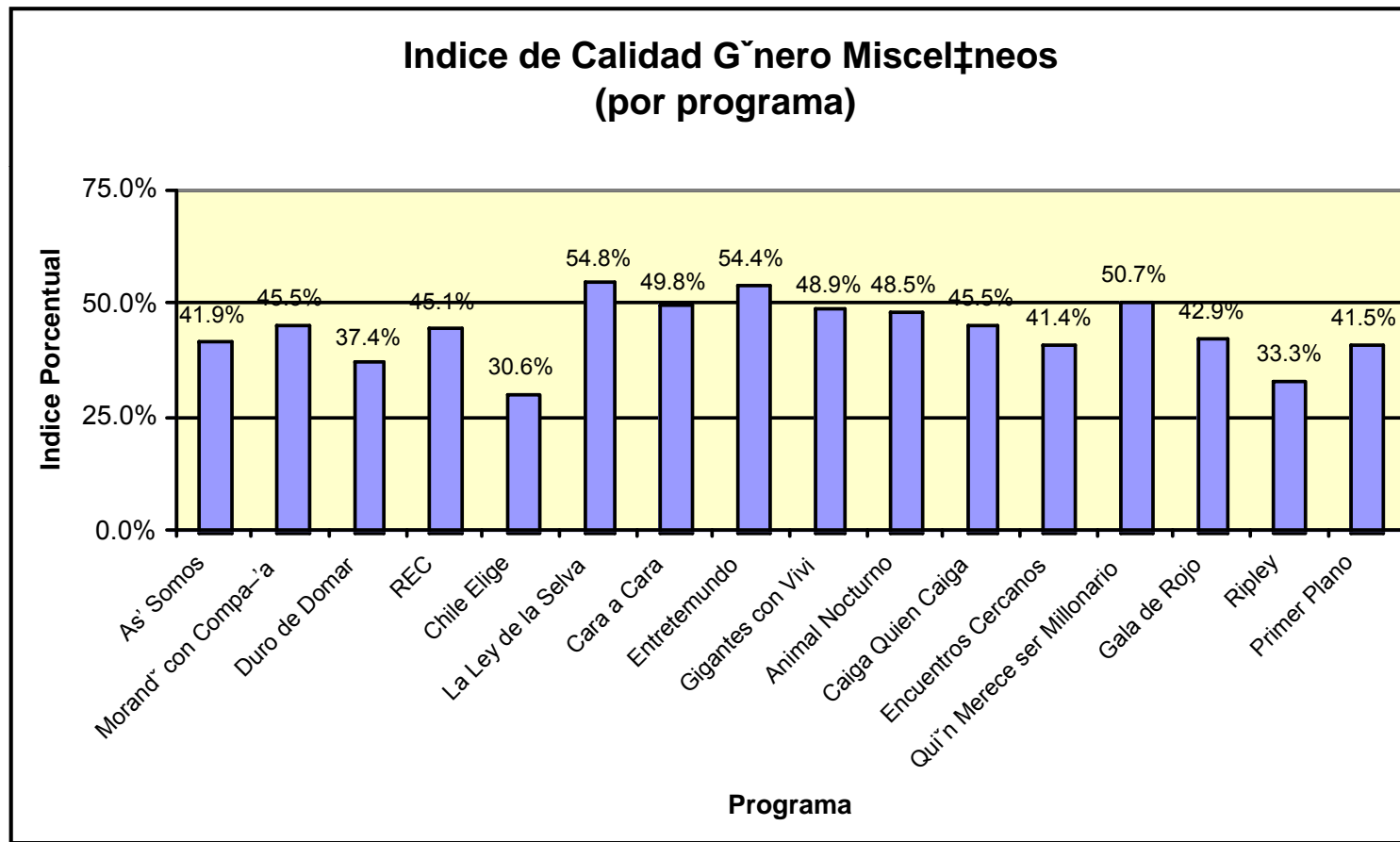
# QUALITY INDEX: NEWS PROGRAMS



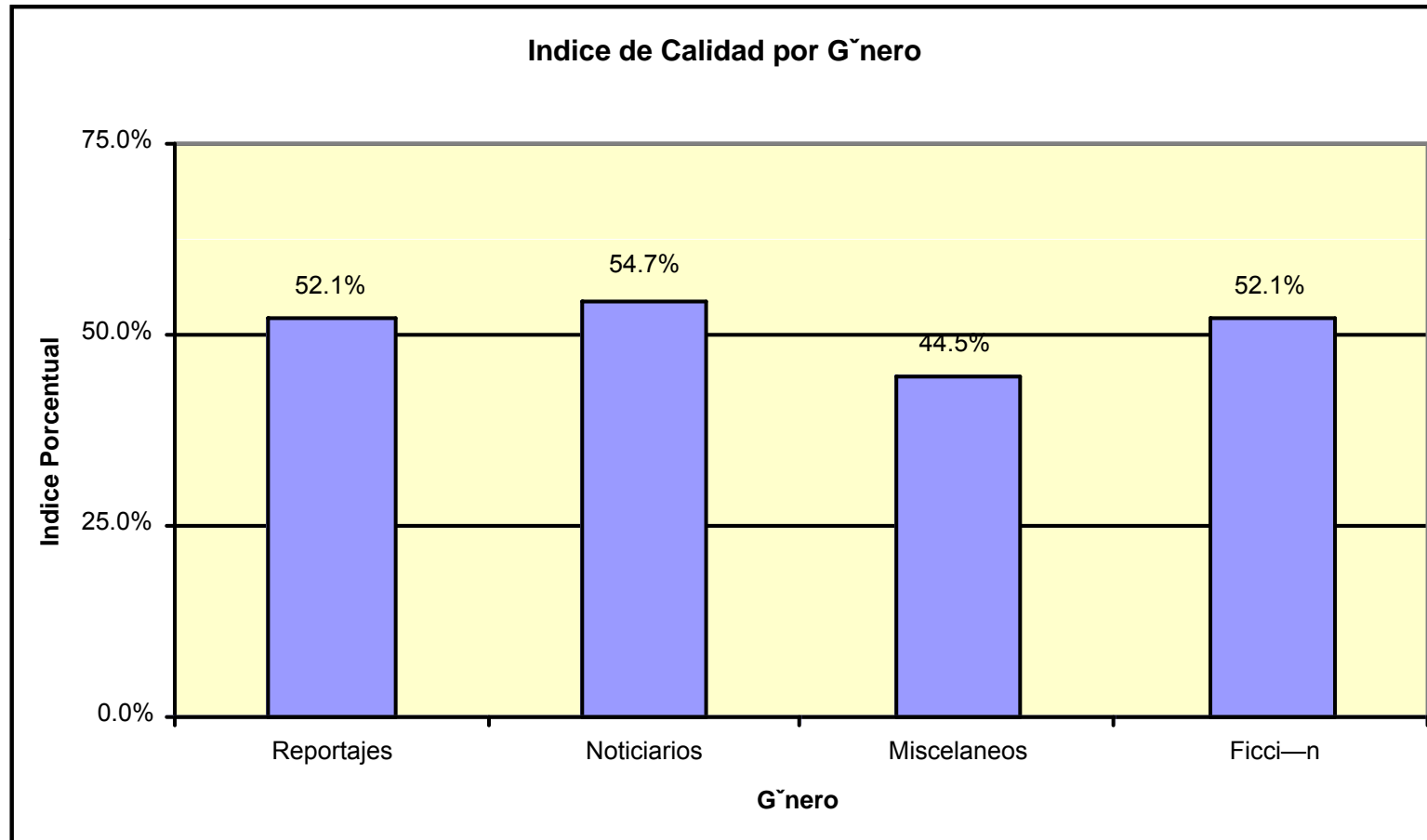
# QUALITY INDEX: FICTION PROGRAMS



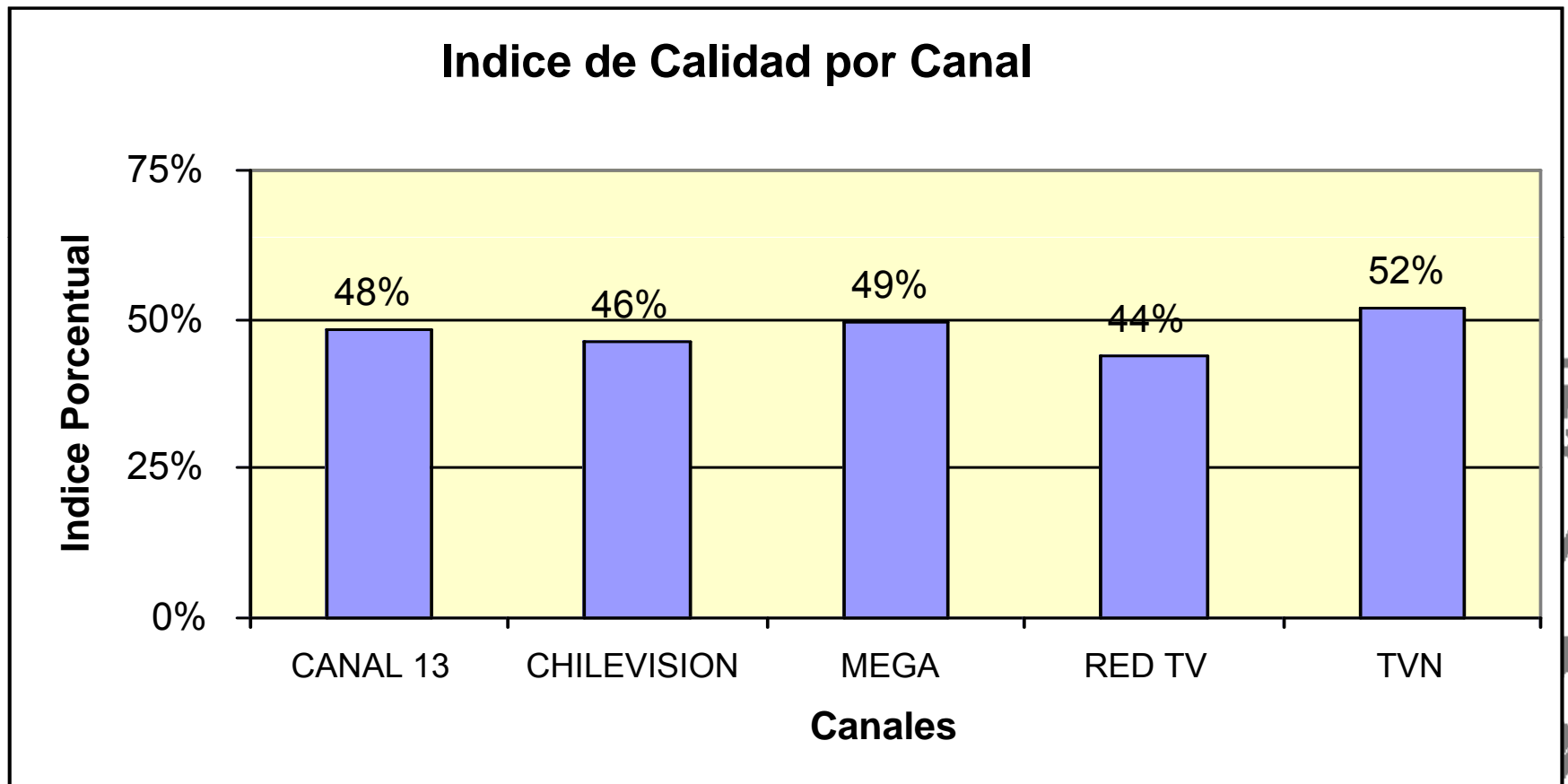
# QUALITY INDEX: MISCELLANEOUS



# BEST EVALUATED: NEWS



# TV STATIONS



# QUALITY OF OPEN TV IN CHILE

**43.26%**  
**Regular**

