

## *What you already know about the TV Industry?*

### **Anticipation Guide**

**\* Directions:** For each of the statements below, use a  to mark if YOU believe the statement is correct. If you think the statement is false, simply leave the line blank.

*This is not for a grade---We'll get the right answers together.*

- \_\_\_\_\_ 1. The future of the television industry is highly connected to the future of digital technology.
- \_\_\_\_\_ 2. Televisions were first watched in American homes during the 1950s decade, with VCRs following in the 1970s.
- \_\_\_\_\_ 3. When satellite broadcast technology became available, it really didn't change the television industry much at all.
- \_\_\_\_\_ 4. Nearly all cable television produced comes from broadcast and satellite today.
- \_\_\_\_\_ 5. Commercial broadcast television simply means that consumers do not have to pay to watch the programs.
- \_\_\_\_\_ 6. Television networks must create, bundle, and sell all of their own television programming to consumers like you and I.
- \_\_\_\_\_ 7. NBC & CBS are such large networks that they each have 100s of affiliate stations connected to them.
- \_\_\_\_\_ 8. A brand new sitcom or drama series can immediately be syndicated to other networks.
- \_\_\_\_\_ 9. Last year, a 30-second spot (commercial) during the Super Bowl was as high as \$3 million!
- \_\_\_\_\_ 10. Demonstrating the competitive nature of the television industry, this year the NFL has decided that the Super Bowl half-time performer will actually have to pay the NFL in order to perform.
- \_\_\_\_\_ 11. Your family could actually be selected at some point to serve as a Nielsen group, and help rank shows by how good/entertaining they are.
- \_\_\_\_\_ 12. Technology and Innovation are the driving forces of the television industry.

