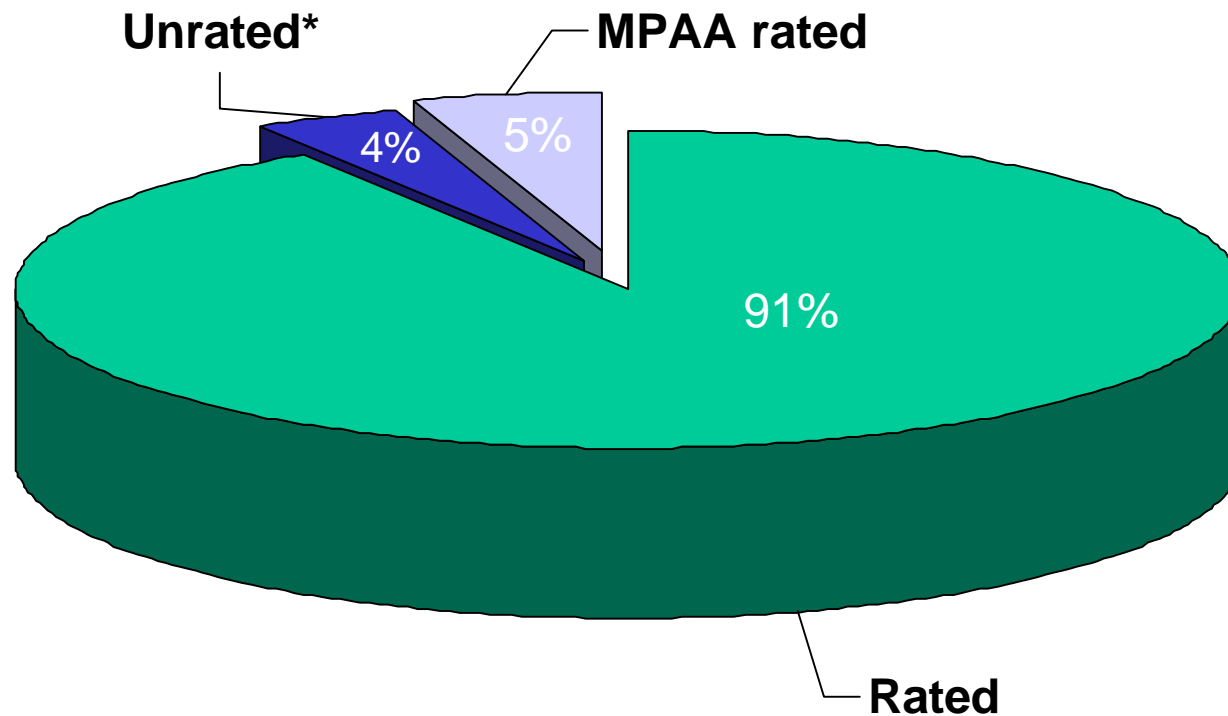


Chart 1

## Percent of all non-exempt TV shows that received a rating...

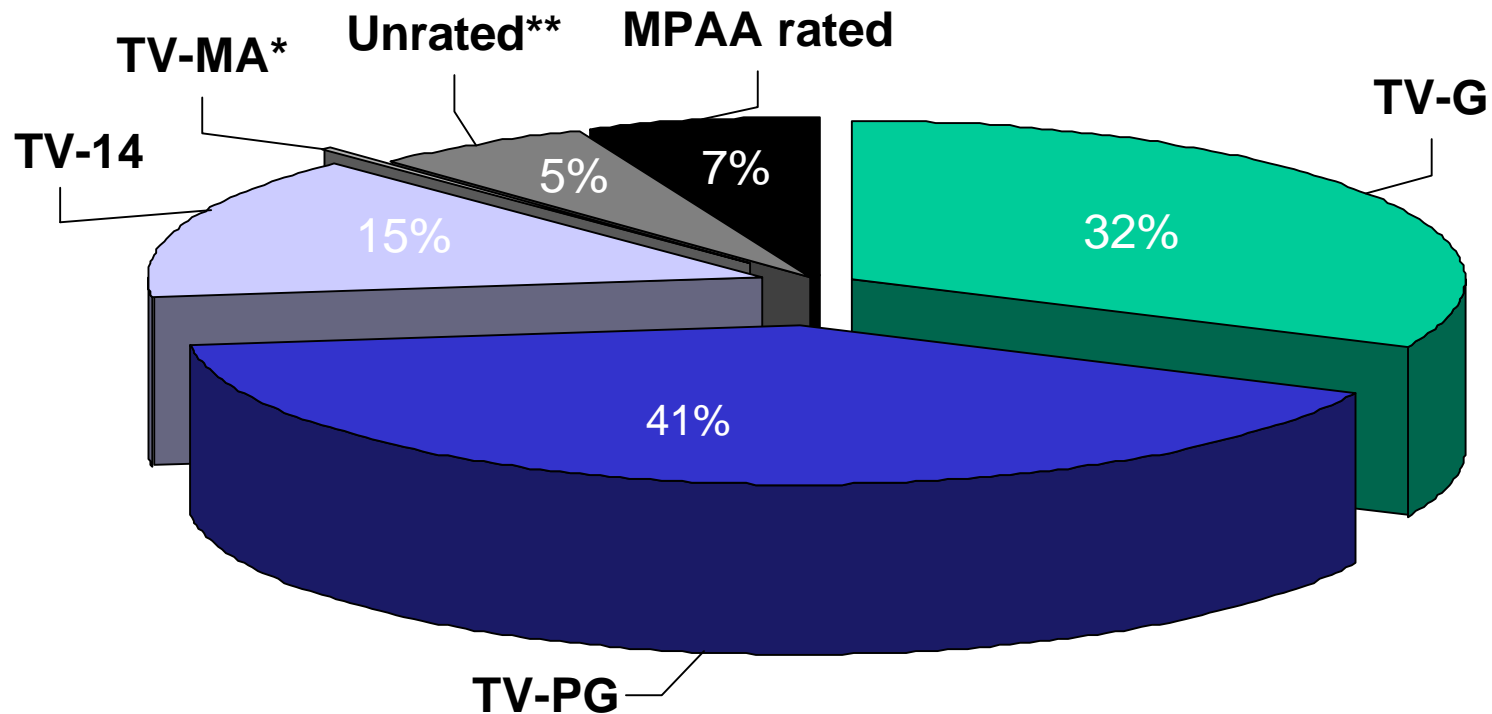


**All television shows require a rating, except news and sports, which are exempt.**

\*These shows were unrated, but according to the guidelines, should have been rated.

Chart 2

## Breakdown of age-based ratings among general audience shows...



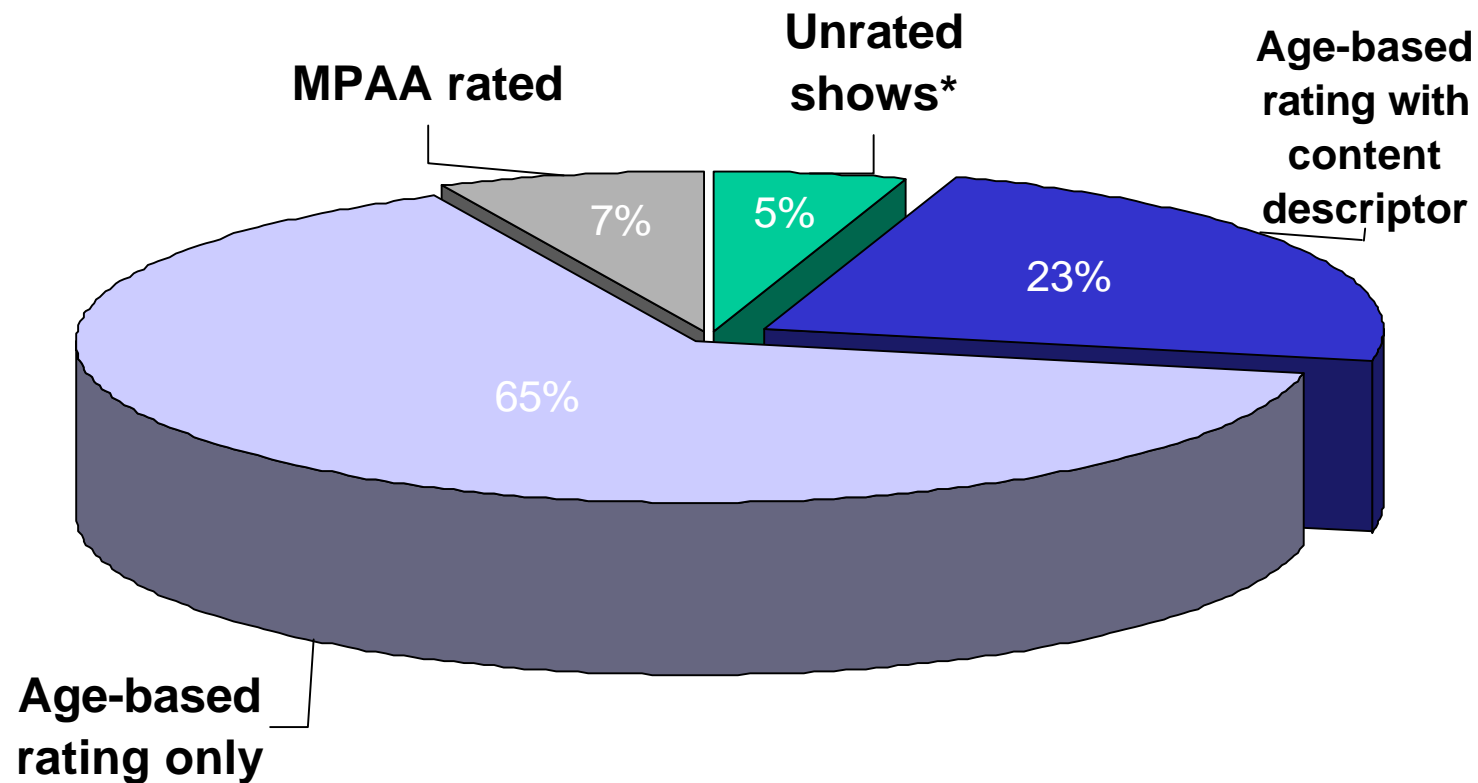
**General audience programming includes all non-children's shows that qualify for a rating (not news or sports).**

\*Accounts for .2 percent.

\*\*These shows were unrated, but according to the guidelines, should have been rated.

Chart 3

## The use of age-based ratings and content descriptors on general audience shows...



General audience programming includes all non-children's shows that qualify for a rating (not news or sports).

\*These shows were unrated, but according to the guidelines, should have been rated.

Chart 4

## Summary of sensitive content in TV-G shows...

TV-G Shows					
Percent of TV-G shows that contain		Average number of scenes per show	Average level within scenes	Percent of TV-G shows that received	
Violence	20%	2.0	Low level and intensity	V	0%*
Sexual Behavior	9%	1.4	Low level and no explicitness	S	0%*
Sexual Dialogue	28%	2.1	Moderate level of emphasis	D	0%*
Adult Language	20%	2.1	Low level of language	L	0%*

\* The rating guidelines make no mention of using content descriptors with TV-G shows.



**TVG General Audience.** *Most parents would find this program suitable for all ages.* Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

Chart 5

## Summary of sensitive content in TV-PG shows...

TV-PG Shows					
Percent of TV- PG shows that contain		Average number of scenes per show	Average level within scenes	Percent of TV-PG shows that received	
Violence	55%	5.2	Moderate level and intensity	V	13%
Sexual Behavior	28%	2.0	Moderate level and low explicitness	S	2%
Sexual Dialogue	68%	3.8	Moderate level of emphasis	D	16%
Adult Language	66%	3.5	Low level of language	L	6%



**TVPG Parental Guidance Suggested.** *This program contains material that parents may find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L), or some suggestive dialogue (D).*

Chart 6

## Summary of sensitive content in TV-14 shows...

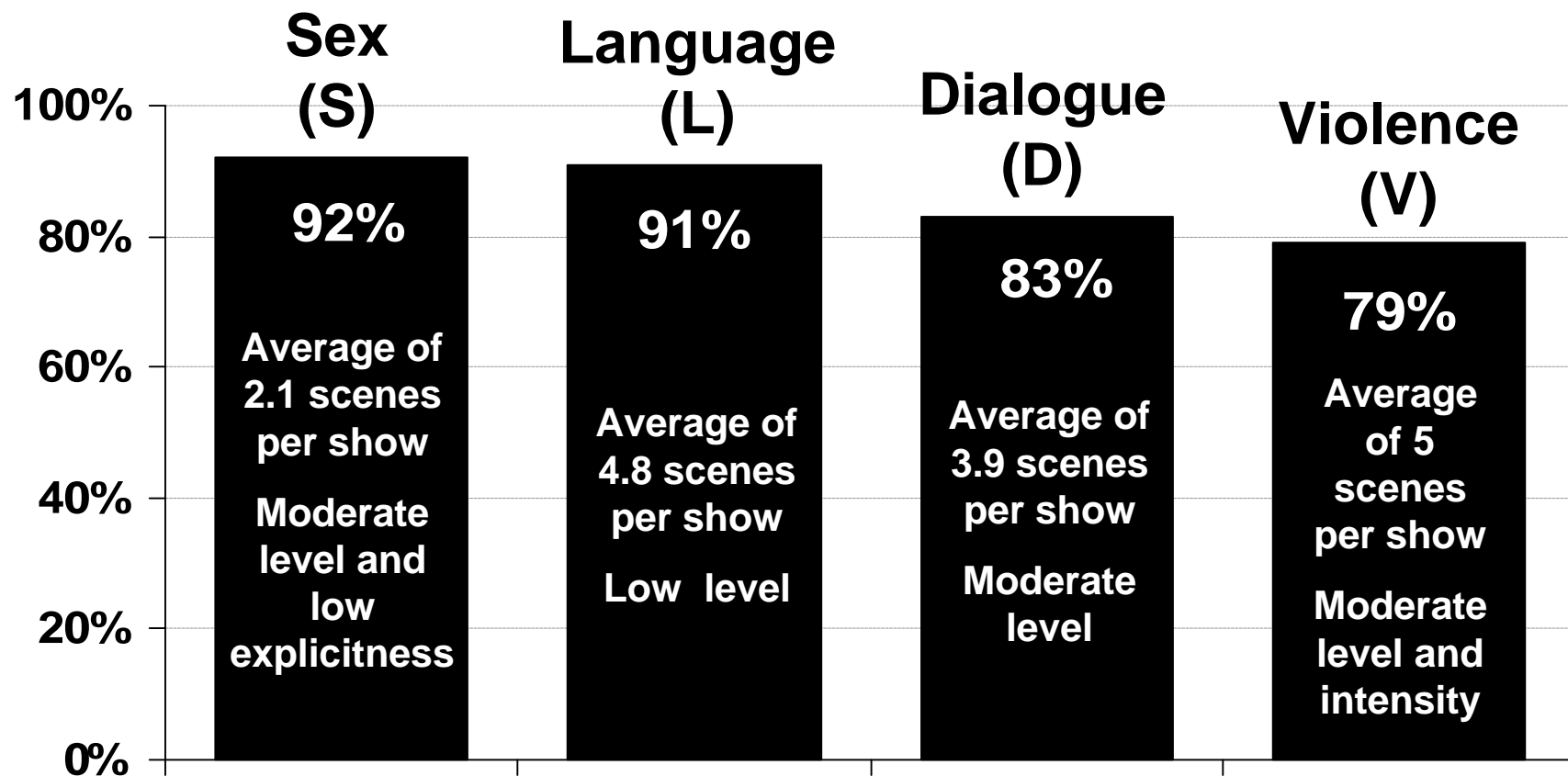
TV-14 Shows					
Percent of TV-14 shows that contain		Average number of scenes per show	Average level within scenes	Percent of TV-14 shows that received	
Violence	70%	6.9	Moderate level and intensity	V	29%
Sexual Behavior	56%	2.4	Moderate level and low explicitness	S	12%
Sexual Dialogue	82%	4.9	Moderate level of emphasis	D	34%
Adult Language	78%	5.5	Low level of language	L	15%



**TV14 Parents Strongly Cautioned.** *This program contains some material that many parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).*

Chart 7

## Percent of shows with sex, violence or adult language that did NOT receive a content descriptor...

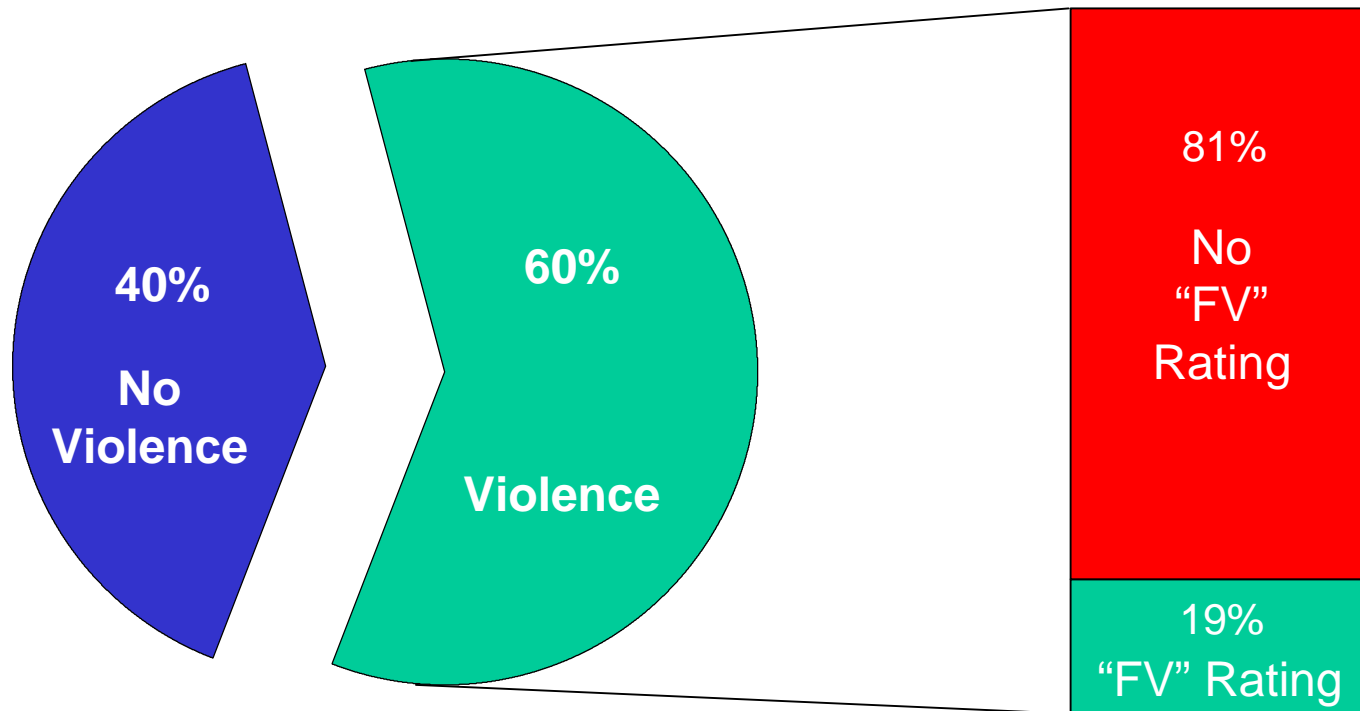


This chart includes all general audience (i.e. non-children's) shows that qualified for a rating.

Chart 8

**Percent of children's shows containing violence...**

**Of children's shows containing violence, the percent that receive the content descriptor "FV" for "fantasy violence"...**



Rating the TV Ratings:  
One Year Out

**An Assessment of the Television Industry's Use  
of V-Chip Ratings**

**A Report to the Kaiser Family Foundation**

Chart Pack

## Methodology

More than 2600 randomly-selected television programs were examined for this study across two television seasons. For both the 1996-97 and the 1997-98 seasons, a composite week of programming from 7:00 a.m. – 11:00 p.m. was taped and analyzed, along with an over-sample of two additional weeks of prime-time programming on the commercial broadcast networks.

The findings reported in this executive summary are based exclusively on the 1997-98 sample, after the content descriptors had been added to the rating system. The channels included in the composite week sample include ABC, CBS, NBC, Fox, HBO, Lifetime, Nickelodeon, TNT, and USA, along with the independent Los Angeles station KTLA (a WB affiliate, airing nine hours a week of WB programming). A one-week sample of programming on PBS was also analyzed and is reported independently of the commercial stations. The prime-time over-sample includes programs broadcast on ABC, CBS, NBC, and Fox.

After the sampling was completed, each television program that qualified for a rating (all programs except news and sports) was analyzed for portrayals of violence, sex and adult language. Intricate scales were developed to determine the level, and where appropriate, the intensity or explicitness of the content in the three areas. The content analysis of programming captured not only the amounts and types of violence, sex and language, but also the context of these portrayals.

The scientific integrity of the content analysis data reported in this research is established by careful statistical monitoring of the inter-coder reliability for all judgments, which is presented in detail in the complete report.

For a full explanation of the methods used in this study, please refer to the full report, publication #1434, which is available for free online at: [www.kff.org](http://www.kff.org), or by calling 1-800-656-4KFF.