

1. Mark these statements T (true) of F (false).

1. Cooking shows are mostly aired during the late fringe. _____
2. TV channels can charge most for advertising during the daytime period. _____
3. Shows of the previous prime time are repeated after 11 p.m. _____
4. Prime time audiences are very important for networks. _____
5. The time after the late fringe is unimportant. _____

2. Choose the correct answer.

1. Which is not aired in the daytime?

- a. documentaries
- b. soaps
- c. old movies
- d. news

2. One can watch a discussion programme at _____.

- a. prime time
- b. late fringe
- c. the graveyard slot
- d. daytime

3. Networks compete against each other to _____.

- a. have the most audience during prime time
- b. air programmes with controversial content
- c. reach relatively small audiences
- d. inform people about global issues in the morning

