

## Questionnaire manual: Film and TV production

Questionnaire code: 12272025

Submitted in: 01.07.2025, data about 2024

Periodicity: Annual

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eSTAT (<https://estat.stat.ee/>) is for data submission.

Please make sure that you enter data in the correct cell. If you enter alphabetical characters in a number field, a corresponding error message is displayed. In the case of some fields, logic (arithmetic) checks have been applied to prevent data entry mistakes. If there is a conflict in the entered data or they conflict with prefilled data, an error message appears when the table is checked. In the case of errors, review the data carefully and make corrections.

After correcting the data, save changes and check the questionnaire again. If there are no more mistakes, confirm and submit the data by clicking "Confirm" on the last page of the questionnaire. You will be displayed a message that the data have been submitted successfully. If you have any questions, please contact Statistics Estonia's customer service either by phone at +372 625 9300 (Mon–Thu 8:30–16:30, Fri 8:30–15:30) or by e-mail at [klienditugi@stat.ee](mailto:klienditugi@stat.ee).

### DATA COLLECTED WITH THE QUESTIONNAIRE

**Table 1. TELEVISION BROADCASTS AND OTHER AUDIOVISUAL CONTENT**

To enter the data, click on Add table row. If you have entered data in the pop-up window, click Save row, choose Close to close the page. To amend the already entered and saved row, click on the respective row number in the first column – a pop-up window for amending the data will open.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Title of the broadcast or series	TOOTEP EALKIRI	TV channels write in the table all of their own production (incl. co-productions where the channel was main producer). In addition to TV channels, the table must be filled in by firms which produce the following AV works: animation series, live broadcasts of sports, music and other events produced in Estonia, fictional series, serial broadcasts (news, informative broadcasts, entertainment, documentary series, children's and sports broadcasts), children's and youth broadcasts and individual broadcasts (recordings of theatre performances and concerts, individual fictional broadcasts). Series or serial broadcasts are productions consisting of at least 3 episodes. To avoid double counting, the data is submitted by an independent Estonian production company who is listed as the producer in the titles of the broadcast, series or programme. Broadcasts and series completed in the ref. year are indicated in the table (year of completion is the year indicated in the end titles).	Text	
1 / 2	Origin of the broadcast or series	ALGUPARA	Based on the origin, TV production is divided into Estonian original broadcasts and series and those produced under foreign licences.	saadete_algupara_2L	
1 / 3	Number of episodes of the broadcast or series	AV_PRD_4_4	Many produced works (series, serial broadcasts, etc.) consist of several episodes. Indicate the total number of the works both with one as well as several episodes.	Positive integer	
1 / 4	Total duration of the episodes of the broadcast or series	AV_PRD_4_5	Many produced works (series, serial broadcasts, etc.) consist of several episodes. Indicate the total duration of the works with both one or several episodes in minutes. Enter only the number.	Positive integer	
1 / 5	Television channel that broadcasts the programme or series	TV_KANALI_NIMI	The name of the TV channel (or its owner) for which the broadcast or series was produced. You need not fill in the box if the TV channel itself produced the broadcast or series.	Text	

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**Table 2.1. AUDIOVISUAL SERVICES PROVIDED TO FOREIGN COMPANIES BY TYPE OF FILM**

To enter the data, click on Add table row. If you have entered data in the pop-up window, click Save row, choose Close to close the page. To amend the already entered and saved row, click on the respective row number in the first column – a pop-up window for amending the data will open.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Type of film	AV_PRD_5_1	Types of films here are animation (or animated series), feature film, documentary, advertising film, promotional film, educational film and music video. Advertising film is a film made for advertising a product or a service, promotional film is a film produced for image-building purposes and educational film is a film with educational content. Music video is a film with artistic or promotional purposes, which unites music and visual content.	av_teenus	
1 / 2	Number of provided audiovisual services	AV_PRD_5_2	Audiovisual services provided to enterprises of foreign states are the production or post-production services of film, television or other audiovisual content (e.g., online media), which are paid for by foreign companies and which do not entail any proprietary rights for the Estonian company providing the service. One service must only be reflected in one table (Table 2.1 or 2.2).	Positive integer	
1 / 3	Sum of provided audiovisual services without VAT	AV_PRD_5_5	Sum of provided audiovisual services in euros without VAT.	Positive integer	

**Table 2.2. AUDIOVISUAL SERVICES PROVIDED TO FOREIGN COMPANIES BY TYPE OF CONTENT**

To enter the data, click on Add table row. If you have entered data in the pop-up window, click Save row, choose Close to close the page. To amend the already entered and saved row, click on the respective row number in the first column – a pop-up window for amending the data will open.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Type of television and other audiovisual content	AV_PRD_5_3	The types of audiovisual content include TV animation series, live broadcasts of sports, music and other events produced in Estonia, fictional series (drama series, daytime series, situation comedies, etc.), serial broadcasts (news, informative broadcasts, television game shows, entertainment, documentary series, children's broadcasts, sports broadcasts, etc.), TV feature films, children's and youth broadcasts and individual broadcasts (recordings of theatre performances and concerts, individual fictional broadcasts, etc., excl. children's and youth broadcasts). Series or serial broadcasts are productions consisting of at least three episodes.	TV ja muu audiovisuaalse sisu loend 2023	
1 / 2	Number of audiovisual services provided to enterprises of foreign states	AV_PRD_5_4	Audiovisual services provided to enterprises of foreign states are the production or post-production services of film, television or other audiovisual content (e.g., online media), which are paid for by foreign companies and which do not entail any proprietary rights for the Estonian company providing the service. One service must only be reflected in one table (Table 2.1 or 2.2).	Positive integer	
1 / 3	Sum of audiovisual services without VAT provided to enterprises of foreign states	AV_PRD_5_6	Sum of provided audiovisual services in euros without VAT.	Positive integer	

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**Table 3. SOURCES OF FINANCING OF AUDIOVISUAL CONTENT FOR THE REFERENCE YEAR**

The source of financing must be indicated also by providers of audiovisual services to foreign companies. To enter the data, click on Add table row. If you have entered data in the pop-up window, click Save row, choose Close to close the page. To amend the already entered and saved row, click on the respective row number in the first column – a pop-up window for amending the data will open.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Source of financing of audiovisual content	AV_PRD_6_1	The source of financing of audiovisual (AV) content must be indicated even if no films, TV broadcasts or other AV content were completed in the ref. year, but some of them were under production. All AV content produced by professional AV content producers and services provided by them (e.g. event recordings) must be included. The financing of the costs of script writing, development, production and post-production must be included, but not the financing of distribution. For co-productions, indicate also foreign sources of financing if available. In the state budget row, write funds allocated by ministries, Estonian Film Institute, Cultural Endowment of Estonia and other state institutions. The funds indicated above in the table(s) on services provided to enterprises of foreign states shall be recorded under "Foreign legal persons". If a film/work had several producers, only the main producer submits the financing data to avoid double counting.	finantseerim isliigid	
1 / 2	Sum obtained for producing audiovisual content	AV_PRD_6_2	If the produced work is a contractual work and some money is paid in advance, then only the accrued part of such money is considered. The sum is indicated in euros (integers, without decimals).	Positive integer	

**Table 4. TOTAL COSTS OF PRODUCING AUDIOVISUAL CONTENT FOR THE REFERENCE YEAR**

To enter the data, click on Add table row. If you have entered data in the pop-up window, click Save row, choose Close to close the page. To amend the already entered and saved row, click on the respective row number in the first column – a pop-up window for amending the data will open.

The production costs of audiovisual content are indicated even if no films, television broadcasts or other audiovisual content were completed in the reference year, but some of them were under production. The undertaking providing audiovisual services for foreign companies must also indicate its costs.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Total costs of producing audiovisual content	AV_PRD_7_2	Production costs of audiovisual (AV) content are indicated even if no films, television broadcasts or other AV content were completed in the ref. year but some of them were under prod. All audiovisual content produced by professional AV content producers and services provided by them (e.g. event recordings) must be included. Investments in fixed assets, depreciation, insurance etc. shall not be included. Financing of actual costs of script writing, development, prod. and post-prod. are considered but not the financing of distribution. For co-productions, indicate in addition to Estonian sources of financing also foreign sources if available. An undertaking providing AV services to enterprises of foreign states must also indicate the sums which were indicated above in the table(s) containing services provided to foreign companies). If a film/work had several producers, only the main producer submitted the data in the previous tables to avoid double	Positive integer	

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		counting.		
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**Table 5. TIME SPENT ON FILLING OUT THE QUESTIONNAIRE (incl. for preparing the data)**

Please estimate how much time you spent on filling out the questionnaire (incl. time spent on reading the instructions, collecting and preparing data). Record the total time spent by all employees

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Number of hours spent on completing the questionnaire and collecting and preparing the necessary data	TAITMIS EAEGTU NDI	Number of hours spent by all employees on completing the questionnaire. The time spent on completing the questionnaire includes the time spent on reviewing instructions, collecting and preparing the necessary data.	Positive integer	
1 / 2	Number of minutes spent on completing the questionnaire and collecting and preparing the necessary data	TAITMIS EAEGMI NUTIT	Number of minutes spent by all employees on completing the questionnaire. The time spent on completing the questionnaire includes the time spent on reviewing instructions, collecting and preparing data. Permitted value range 0–59.	Positive integer	

**Table Y1. Assessment on a scale of 1 to 5**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
/	Wording of questions	TAGASI S_2		rahulolu_nu mbriline_5_ kuni_1_9L	
/	Wording of error messages or controls of questions	TAGASI S_3		rahulolu_nu mbriline_5_ kuni_1_9L	
/	Explanatory texts (appearing when the mouse cursor hovers over them) of the questionnaire	TAGASI S_7		rahulolu_nu mbriline_5_ kuni_1_9L	
/	User-friendliness of eSTAT	TAGASI S_9		rahulolu_nu mbriline_5_ kuni_1_9L	

**Table Y2. Overall assessment on the questionnaire**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
/	Overall assessment on the ease of completing the questionnaire	TAGASI SY_1		rahulolu_va ga_lihtne_v aga_keeruli ne_5L	

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**Table Y3. Suggestions and comments**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
/	Suggestions and comments	TAGASIS_TESSIT		Text	

**LISTS / CLASSIFICATIONS**

Name of the list/classification: **av\_teenus**

Item code	Item name	Unit of measurement	Clarification
101	Animation		
102	Feature film		
103	Documentary		
201	Advertising film		
202	Promotional film		
203	Educational film		
204	Music video		

Name of the list/classification: **finantseerimisliigid**

Item code	Item name	Unit of measurement	Clarification
111	Estonian legal persons		
112	Estonian natural persons		
13	National budget		
15	Enterprise resource		
161	Foreign legal persons		
162	Foreign natural persons		
OTH	Other		

Name of the list/classification: **saadete\_algupara\_2L**

Item code	Item name	Unit of measurement	Clarification
370	Estonian original		
371	Produced under foreign licence		