



# Besteht Bedarf an einem Testmarkt für neue TV Formate? (German Edition)

*Axel Donath*

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Bachelorarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Film und Fernsehen, Note: 1,0, Hochschule Mittweida (FH), 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Um neue Ideen, vor der Umsetzung und Ausstrahlung auf einem Sender, zu testen, soll ein Testmarkt geschaffen werden. Dort wird ermittelt, ob ein Format ein Flop oder Erfolg werden kann. Die Kosten dafür müssen von Produzenten und Sendern getragen und die Ergebnisse vor allem von Sendern akzeptiert werden. Mit Hilfe von Interviews auf beiden Seiten wird ermittelt, wie Sender und Produzenten den Bedarf eines Testmarktes einschätzen.

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