

Slide No.	PPT Input	SCRIPT
1	<p>Part 1: Programming vs Production</p> <p>A2Z Line-up</p> <ul style="list-style-type: none"> ● <i>Magandang Buhay</i> – Morning ● <i>It's Showtime</i> – Noontime ● <i>TV Patrol</i> – Primetime <p>Programming = Scheduling Production = Content Creation</p>	<p>For Part 1</p> <p>We choose A2Z to analyze the day of programming.</p> <p>And the shows we chose are:</p> <p><i>Magandang Buhay</i> – Morning <i>Its Showtime</i> – Noontime <i>TV Patrol</i> – Primetime</p> <p>If we look at it, it just seems normal like a typical morning show, noontime variety show, evening news. But if we really think about it, the decision to place them in these specific time blocks is already a strategy.</p> <p>And is this a programming or production decision?</p> <p>Programming refers to when and where a show airs - it's about scheduling</p> <p>Production on the other hand , is how the show is made like taping, editing and technical preparation.</p> <p>And these shows are programming decisions for example, we all know that noontime is best for variety shows like people are on lunch break and finding shows that would entertain them so placing showtime in that slot is clearly a programming decision.</p> <p>Same with magandang buhay and TV Patrol. Their placement is programming and the way they produce is what we call production.</p>

<p>2</p>	<p>Who made these decisions?</p> <ul style="list-style-type: none"> - Network executives -Programming managers <p>Based on:</p> <ul style="list-style-type: none"> ● Ratings & audience data ● Viewer habits ● Advertiser influence 	<p>Clearly the network executives and programming managers that supported it with data.</p> <p>They analyze audience ratings, viewer habits, and market behavior before finalizing the schedule.</p> <p>Advertisers may also influence decisions, especially for high-viewership time slots like noontime and primetime.</p> <p>So overall, programming decisions are strategic and business-oriented, not just creative</p>
<p>3</p>	<p>Part 2: Programming as Strategy</p> <p>Target Audience per Block</p> <p>Morning – <i>Magandang Buhay</i></p> <ul style="list-style-type: none"> ● Homemakers ● Stay-at-home viewers <p>Noontime – <i>It's Showtime</i></p> <ul style="list-style-type: none"> ● Students ● Employees ● Mass audience <p>Primetime – <i>TV Patrol</i></p> <ul style="list-style-type: none"> ● Working adults ● Families 	<p>Each time block clearly targets a specific audience segment.</p> <p>In the morning show, magandang buhay, it mainly targets people who are preparing to go to work and to school and also the mothers that are staying at home. And these audiences usually prefer light, inspiring content before the day gets busy.</p> <p>For the noontime, it's showtime targets employees on lunch break and family having lunch together. And noontime is peak for entertainment time and people want something lively and interactive while eating.</p> <p>Then in primetime, TV Patrol targets working adults and families. After a long day, viewers want updates about national and local issues.</p>
<p>4</p>	<p>Why these time slots?</p> <p>Morning → Talk/Lifestyle</p>	<p>The placement of genres follows established viewers' habits.</p> <p>Morning slots usually feature talk or lifestyle</p>

	<p>Noontime → Variety/Entertainment</p> <p>Primetime → News/Major Programs</p> <p>Based on viewer habits</p>	<p>programs because viewers are easing into their day.</p> <p>Noontime is typically reserved for variety shows because audiences are looking for entertainment during break time.</p> <p>Primetime is traditionally for major programs and news because that's when most family members are already home.</p> <p>So the scheduling is aligned with audience behavior patterns.</p>
5	<p>Competitive Strategy Observed</p> <ul style="list-style-type: none"> ● Block Programming ● Lead-in Strategy <p>Goal: Maintain audience flow</p>	<p>In terms of strategy, we can observe block programming. This means the network arranges shows according to audience flow throughout the day.</p> <p>There's also a lead-in strategy. For example, a strong and established program like <i>It's Showtime</i> helps maintain high viewership within the block and strengthens the network's daytime presence.</p>