

DAFTAR SINGKATAN

AnTV: Andalas Televisi

ASI: Air Susu Ibu

CBS: Columbia Broadcasting System

CNN: Cable News Network

FTV: Film Televisi

KPI: Komisi Penyiaran Indonesia

GLOBALTV: Global Televisi

MNCTV: Media Nusantara Citra Televisi

MTV: Music Television

NBC: National Broadcasting Company

NET: News Entertainment

RCTI: Rajawali Citra Televisi Indonesia

SCTV: Surya Citra Televisi

TAM: Television Audience Measurement