



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series E: General Alphabetical Files. 1960-1992

Box 86, Folder 13, NBC "Holocaust" - Finland, 1979.



8.10.1979



MTV

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The American Jewish Committee
Institute of Human Relations
165 East 56 Street
New York N.Y. 10022
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Dear Mr Marjorie Klein


According to Your letter 29th August I send hereby press cuttings and the audience statistics of The Holocaust. Unfortunately the press reactions are in Finnish, but The Consulate General of Finland certainly can help You in translation.

Our Company of course is very interested in Your study and we look forward to get it.

Sincerely

MTV

PR-Department



Irene K. Melin

HOLOCAUST TV AUDIENCE IN FINLAND

Average rating

<u>Air date</u>	<u>Total</u> %	<u>Women</u> %	<u>Men</u> %	<u>Young person</u> %	<u>Housewives</u> %
21.3.	62	60	65	58	56
22.3.	62	58	68	57	55
26.3.	60	56	64	66	55
28.3.	59	53	63	64	50
2.4.	53	51	53	59	48

The ratings are based on a continuous panel research, which measures the television viewing of the total population excluding persons under 10 years of age.

Since the potential television audience (total persons 10 yrs or older) is approximately 4 million viewers, the Holocaust total ratings give a persons audience estimate of 2.1. - 2.5 million viewers.