



Entertainment Tracking System: State-of-the Art Television Monitoring System

The Parents Television Council’s ability to scientifically track network and selected cable programs for sex, violence, and profanity is directly attributable to its state-of-the-art monitoring system, ETS.

Conceived and designed by the PTC; ETS, or Entertainment Tracking System, allows the Parents Television Council to monitor every instance of sex, violence and profanity in network programs, and in many cable shows.

This research allows the organization to produce important studies such as “We’re Not in Kansas Anymore: Fantasy-Themed Prime-Time Broadcast Programming Unsafe for Children,” “The OTT Study: A Parent’s Guide to Streaming Video” “Trash Talking Teens” and “Protecting Children or Protecting Hollywood.”

Here’s how it works

Every evening PTC VCRs record every prime time series on ABC, CBS, Fox, NBC, and CW, as well as original programming on expanded basic cable, including MTV.

The following day, the PTC’s entertainment analysts set about the arduous work of transcribing verbatim every offensive word, every instance of sexual innuendo and violence in detail. These reports are fed into the PTC’s custom-designed computer program, the ETS.

The PTC is able to generate reports from the information collected by ETS. These reports form the basis of the organization’s comprehensive studies, e-mail alerts and newsletters. ETS reports are provided to the Federal Communications Commission and other federal regulatory agencies, as they are the most reliable analysis of television programming available. Even the television networks do not have as comprehensive a resource as ETS.

The PTC programming archive consists of more than 95,000 hours of programming. There is no other organization in the world that has this comprehensive library of television content analysis. The PTC has more research about the networks than the networks have themselves.

ETS is just one of the powerful tools that the PTC uses to affect positive change in the quality of television broadcasting.

