

Chapter 8 Review

Commercial Percents

Television stations and networks sell advertising time, called commercials, to pay for the cost of running the station and network, and to pay for producing the programs that you watch. Have you ever wondered how much time you spend watching commercials instead of programs? With a parent, follow the steps below to find out. *Note:* If you or your parent would rather not watch television, you can complete this same exercise by listening to the radio.

1. Decide on a television program to watch. Before the program starts, have this worksheet, a pencil, and a watch with a second hand ready.
2. Using the table below, record the exact time the program begins. Then, using the watch, record the length of time of every commercial break during the program. Networks and television stations usually show four or more commercials in a row, so be sure to record the length of time of each entire commercial break. Also be sure to record the length of time of the commercials after the program, right up until the next program begins.
3. Once you have watched the entire program, find the percent of time you spent watching commercials and the percent of time you spent watching the program. Use the table below to help you.

Program Start Time	
Program End Time	
Total Program Time (minutes)	

Commercial Breaks	Time
Break 1	
Break 2	
Break 3	
Break 4	
Break 5	
(add more breaks if you need them)	
Total Time of Commercials (minutes)	

Use the percent proportion to find out what percent of the program's time was spent on commercials. The total time (in minutes) of the commercials is the percentage (P) and the total program time is the base (B). You are looking for r . Round your result to the nearest whole percent.

$$\frac{P}{B} = \frac{r}{100}$$

Percentage of time for commercials:

Try this activity with different kinds of programs, with programs of different lengths, and with programs shown at different times of the day. Are the percentages the same? Explain.

Answers are located on page 114.