



television programming.



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## **A model for difference: understanding competition and diversity in Greek television programming**

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## Abstract

This research examines and analyses the diversity of television content. More specifically, it provides an in-depth study of the development of television content. We attempt to study content through the concept of diversity, which is considered as being a methodological tool that records and describes trends in television programming. Through the methodological use of diversity, the rationale behind the programming structure is presented and, therefore, the structures that create and constitute the content can be shown. A detailed discussion is developed, as well as a new approach to television diversity, in light of the methodological examination. This research is based on theoretical approaches to the study of diversity of content, such as, for example, Napolis' approach, which divides the study of content into three levels: 'Source diversity', 'content diversity' and 'exposure diversity'.

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