



Butlletí d'informació sobre l'audiovisual a Catalunya

**(Newsletter on the Media Sector
in Catalonia)**

FIRST FOUR MONTHS OF 2015

No 1. May 2015

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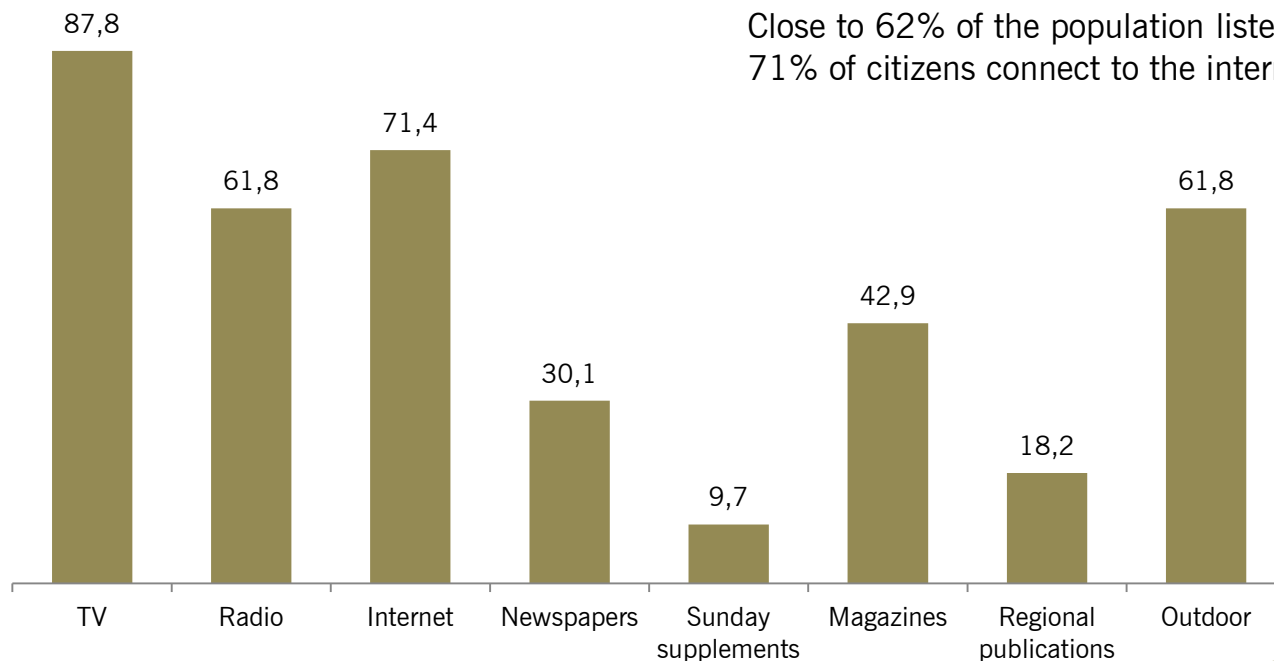


Media penetration in Catalonia

Penetration
(% of total population)

Television is the medium with the highest penetration in Catalonia: almost 88% of Catalans watch TV.

Close to 62% of the population listen to the radio and more than 71% of citizens connect to the internet on a daily basis.



Note: penetration reflects the share of each medium's audience in relation to the total population.

The graph contains responses regarding the following periods and media:

- Newspapers (on paper), radio (Monday-Sunday), television and internet: audience for the day prior to the interview.
- Supplements and outdoor: audience for the week.
- Magazines and regional publications: audience for the period of the publication.

Source: EGM Baròmetre Catalunya – 1st wave 2015.

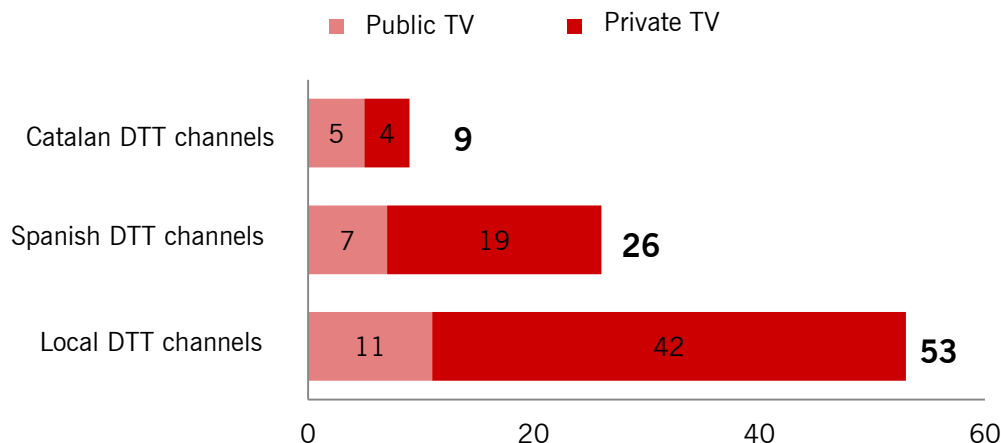
The daily average consumption in Catalonia is 4 hours for TV and 1.75 hours for radio, according to Kantar Media and EGM Baròmetre Catalunya.



Breakdown of TV channels in Catalonia

By service zone

(by number of DTT channels)

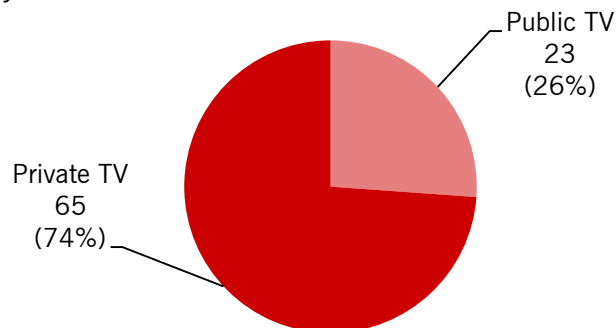


Television in the autonomous community of Catalonia is divided into two types: Catalan and local (municipal and supra-municipal) which co-exist with the television covering the whole of Spain.

One quarter of the TV supplied is public and the rest private.

By ownership

(by number and % of DTT channels)



✓ Catalan households receive between 36 and 40 free TV channels: 26 channels at the level of Spain, 9 at the level of Catalonia and between 1 and 5 at a local level.

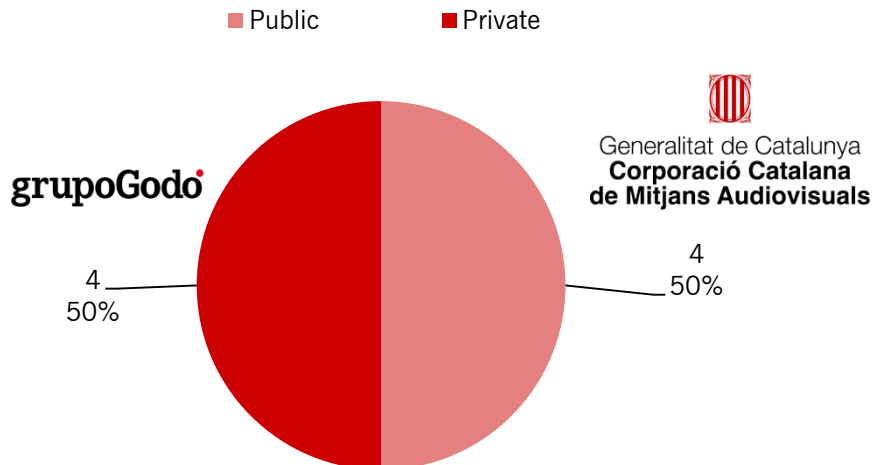
Note: BIAC uses the term *channel* (usual term) to refer to DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).

Sources: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Industry, Energy and Tourism (Spanish DTT channels). April 2015

Breakdown of Catalan TV channels

By ownership

(% of Catalan DTT channels in Catalonia)



The TV on offer at the level of the autonomous community of Catalonia is divided into two types: public and private.

Public:

- Corporació Catalana de Mitjans Audiovisuals (CCMA).

5 free TV channels: TV3, Super3/33, 3/24, Esport3 and TV3 HD.

Private:

-Emissions Digitals de Catalunya (EDC), company related to the Grupo Godó.

3 channels: 8tv, RAC105 and Barça TV.

By supply

PUBLIC CHANNELS	PRIVATE CHANNELS
CCMA	GRUPO GODÓ
TV3	8tv
Super3/33	RAC105
3/24	BARÇA TV
Esport3	
TV3 HD	

On 22 December 2014, EDC licensed 1 of its 4 channels to CCMA to broadcast TV3HD as from January 2015. The Bom channel that used to be emitted by this programme is no longer broadcast.

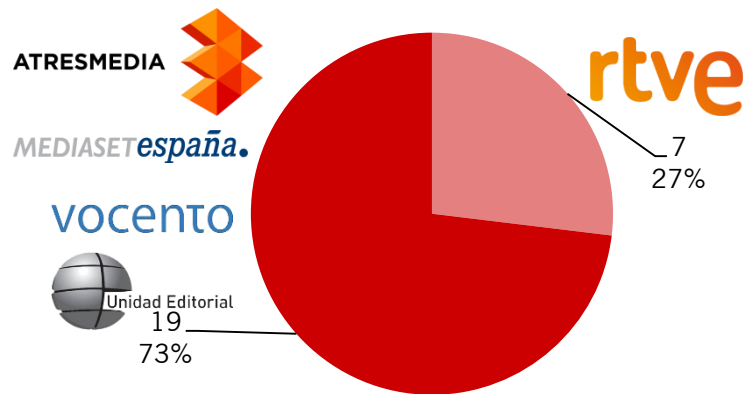
Source: Catalan Audiovisual Council and corporate websites of audiovisual service providers and communication groups. April 2015.

Breakdown of Spanish TV channels

By ownership

(% of Spanish DTT channels in Catalonia)

■ Public TV ■ Private TV



There is also public and private television broadcast via Spanish TV channels.

The public body, Corporación de Radio Televisión Española (CRTVE), provides 7 channels (27% of the total).

Private television is supplied by a total of 19 channels (73% of the total) divided into the following communication groups:

- Atresmedia: 7 channels.
- Mediaset: 8 channels.
- Unidad Editorial: 2 channels.
- Vocento: 2 channels.

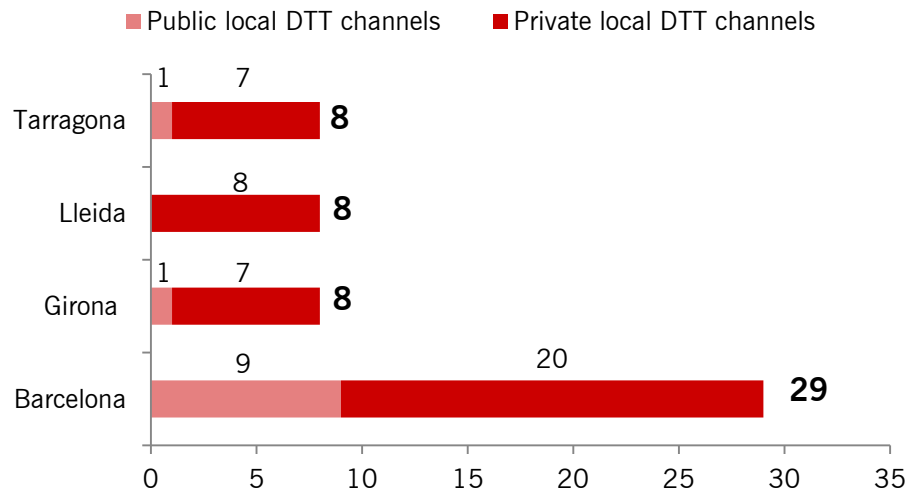
PUBLIC CHANNELS	PRIVATE CHANNELS			
CRTVE	ATRESMEDIA	MEDIASET	VOCENTO (NET TV)	UNIDAD EDITORIAL (VEO TV)
LA 1	ANTENA 3	TELECINCO	DISNEY CHANNEL	DISCOVERY MAX
LA 2	ANTENA 3 HD	TELECINCO HD	PARAMOUNT CHANNEL	13 TV
24H	NEOX	BOING		
CLAN	NOVA	FDF		
LA 1 HD	LA SEXTA	CUATRO		
TELEDEPORTE	LA SEXTAHD	CUATRO HD		
TELEDEPORTE HD	GOL TV	ENERGY		
		DIVINITY		

Source: Ministry of Industry, Energy and Tourism and corporate websites of audiovisual communication providers and communication groups. April 2015.

Breakdown of local TV channels

By province

(by number of DTT channels)



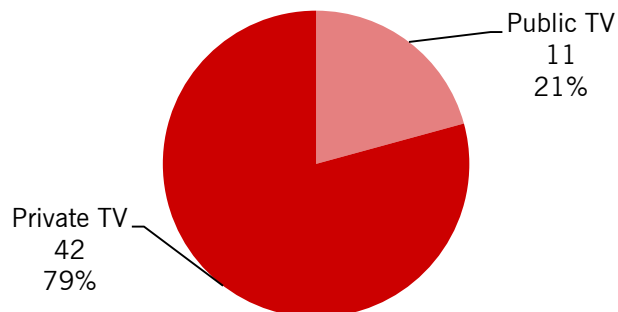
In Catalonia there are 53 local TV channels more than half of which (29) are located within the province of Barcelona (54%).

The remaining 24 channels are distributed equally in the other provinces (Girona, Tarragona and Lleida).

8 out of every 10 local or proximity-based channels are private.

By ownership

(by number and % of DTT channels)

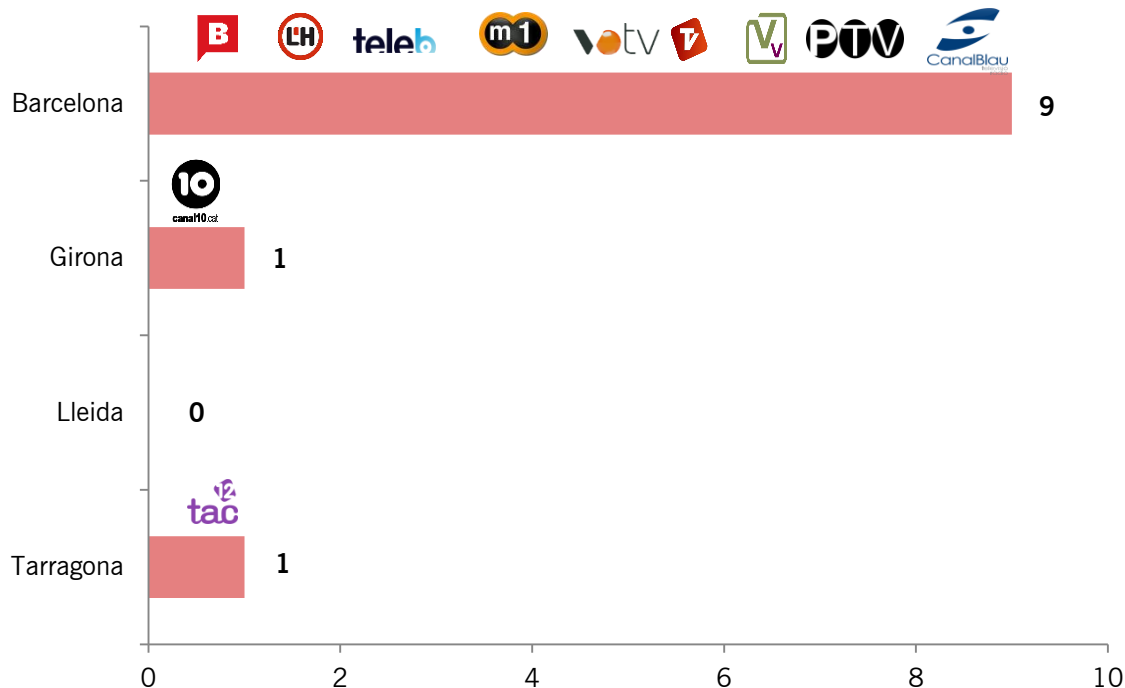


Source: Catalan Audiovisual Council. April 2015

Public local television

Public local DTT channels in Catalonia

(by province)



The public local TV available in Catalonia is concentrated into 11 channels and most (9) are located within the Barcelona province.

The following is the breakdown by province:

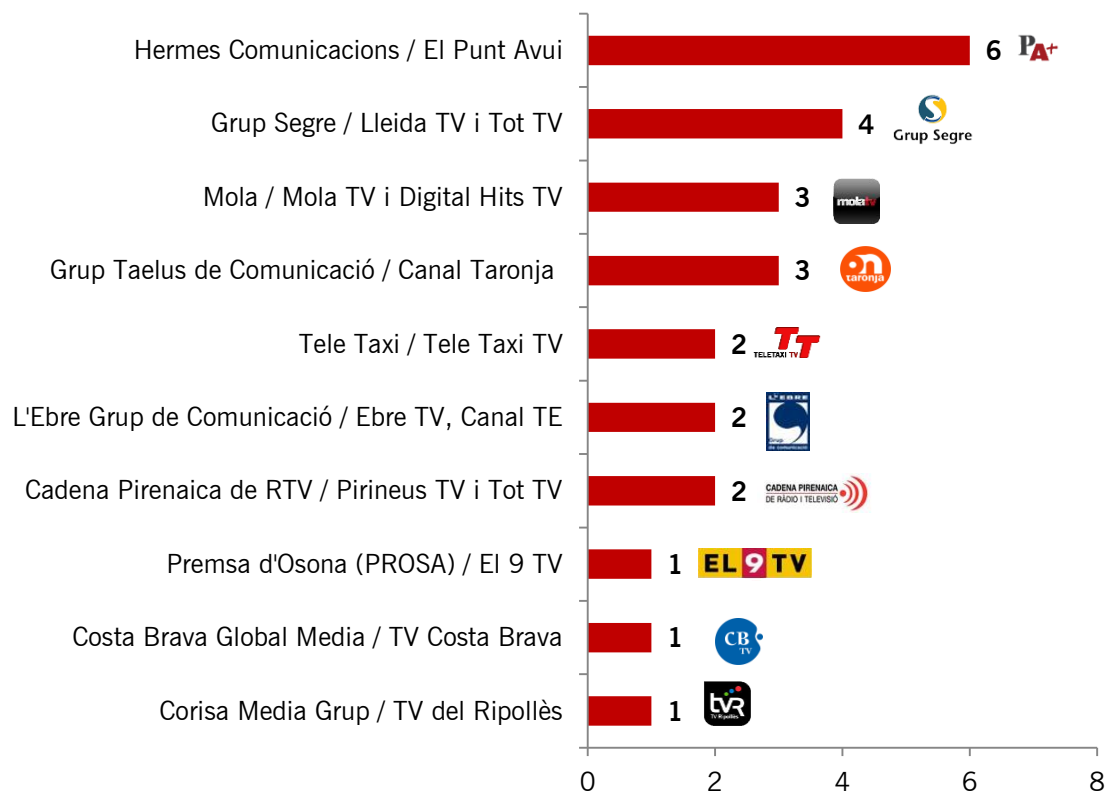
- In Barcelona, 9 channels: BTV, Televisió de Badalona, Televisió de L'Hospitalet, Vallès Oriental TV (VOTV), m1tv, Canal Terrassa Vallès, Canal Blau, Penedès Televisió, Vallès Visió.
- In Girona, 1 channel: Canal 10 Empordà.
- In Tarragona, 1 channel: TAC 12.
- Lleida does not currently broadcast any public local television.

Most public local TV channels form part of a multimedia group (related to municipal radio) except VOTV (Granollers) and TAC 12 (Tarragona).

Source: Catalan Audiovisual Council. April 2015.

Private local television by media group

Main private local DTT media groups in Catalonia (by number of channels)



The number of private local TV channels in Catalonia is 42.

25 of these are related to municipal and supra-municipal media groups (59.5%). The remaining 17 channels are proximity-based TV companies that do not belong to any group, such as 25TV, Banyoles TV, Canal 21, Canal Reus TV, Empordà TV, ETV, Olot TV, Maresme TV, TV Berguedà, TVCS Vallès and TV Girona, among others.

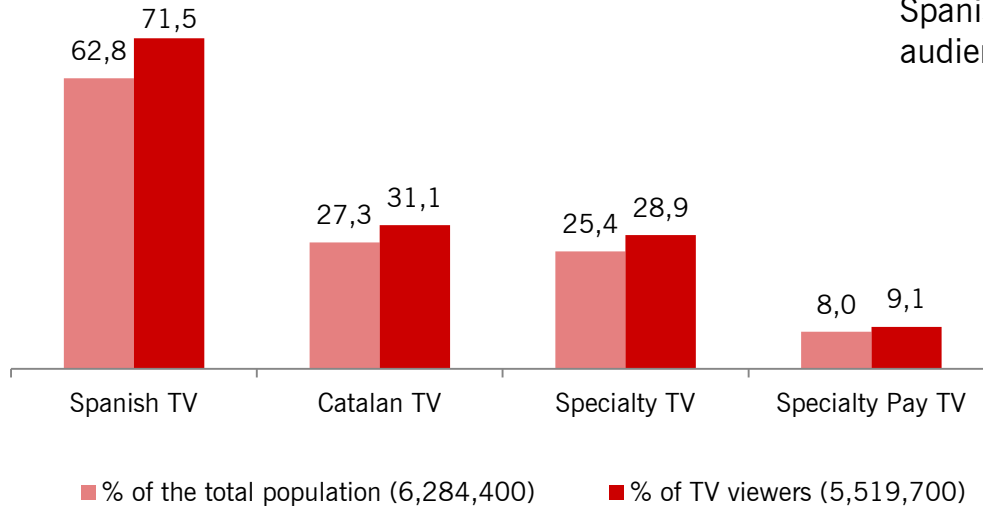
The Hermes Comunicacions group (which publishes the newspaper *El Punt Avui*) manages 6 private local TV channels in Catalonia.

Source: Catalan Audiovisual Council and corporate websites of providers of audiovisual communication services and media groups. April 2015.

Penetration and language of television

Penetration

(by %, day prior to interview)



Most of the television watched in Catalonia is Spanish TV which, overall, has a larger supply and audiences.

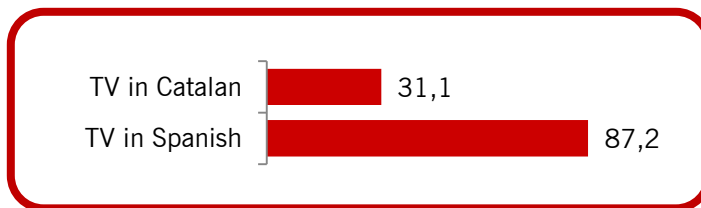
State-wide TV: TVE1, La 2, Antena3 TV, La Sexta, Telecinco and Cuatro.

Catalonia-wide TV: TV3, Super3/33, 3/24, Esport3 and 8TV.

Specialty TV: main free specialty channels (FDF, Divinity, Energy, Boing, Neox, Nova, 24h, Teledeporte, 24h, Boing, etc.).

Breakdown by consumption language out of total TV viewers

(by %, day prior to interview)



The main language for consuming TV in Catalonia is Spanish.

Note: given that a viewer tends to watch more than one channel during the same day, the data are processed taking into account the fact that more than one answer is possible. This explains why the sum of the percentages is more than 100%.

Source: EGM Baròmetre Catalunya – 1st wave 2015.

Television audiences (1)

Monthly share in Catalonia

(% by channel, January-April 2015. In descending order according to April's ranking)

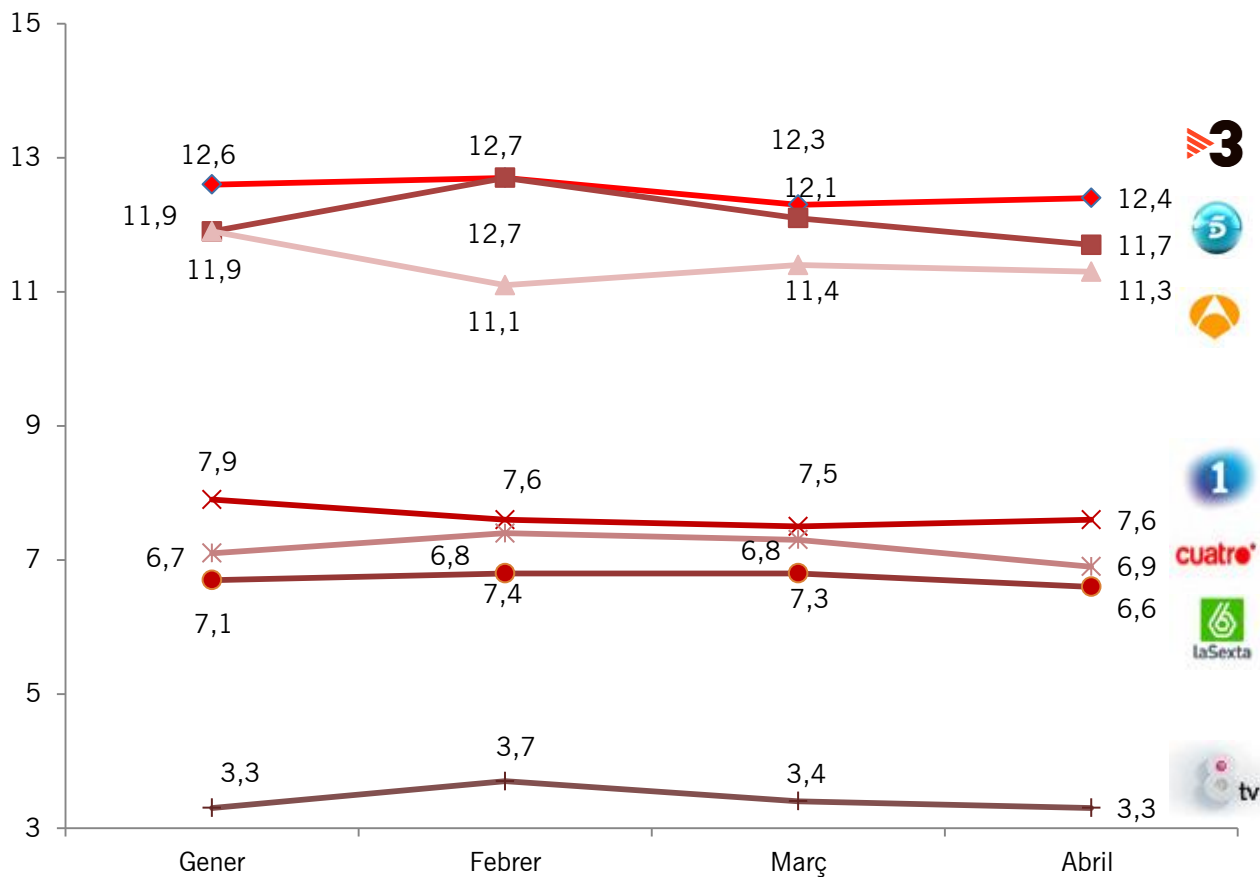
	JANUARY	FEBRUARY	MARCH	APRIL
TV3	12,6	12,7	12,3	12,4
Telecinco	11,9	12,7	12,1	11,7
Antena 3 TV	11,9	11,1	11,4	11,3
La1	7,9	7,6	7,5	7,6
Cuatro	7,1	7,4	7,3	6,9
laSexta	6,7	6,8	6,8	6,6
8tv	3,3	3,7	3,4	3,3
Factoría de Ficción	3,2	3,0	3,0	3,2
Divinity	2,8	2,8	2,4	2,9
Neox	2,5	2,8	2,7	2,5
La 2	2,7	2,5	2,4	2,3
Nova	2,4	2,4	2,3	2,3
Discovery Max	2,1	2,1	2,1	2,3
Paramount Channel	1,9	1,8	2,0	1,9
Energy	1,6	1,8	1,8	1,8
Clan	1,3	1,4	1,5	1,7
Super3/33	1,6	1,5	1,6	1,5
13TV	1,1	1,0	1,3	1,4
Esport3	1,2	1,1	1,3	1,4
3/24	1,4	1,4	1,5	1,2
Boing	1,2	1,1	1,1	1,2
Disney Channel	1,3	1,2	1,2	1,1
24h	0,6	0,6	0,6	0,6
Teledeporte	0,3	0,4	0,4	0,5
RAC105	0,1	0,1	0,1	0,1

Note: Share is the percentage of individuals in the audience of a channel (for a programme or period of time) in relation to the percentage of individuals watching TV during the same programme or period of time.

Source: CAC, based on data from Kantar Media.

Television audiences (2)

Monthly trend in the share of the main channels in Catalonia
(in %, January- April 2015)

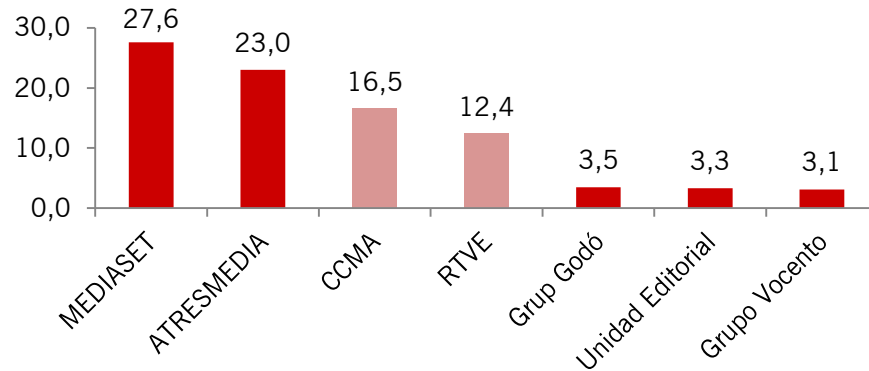


Source: CAC, based on data from Kantar Media.

Television audiences (3)

Share in Catalonia

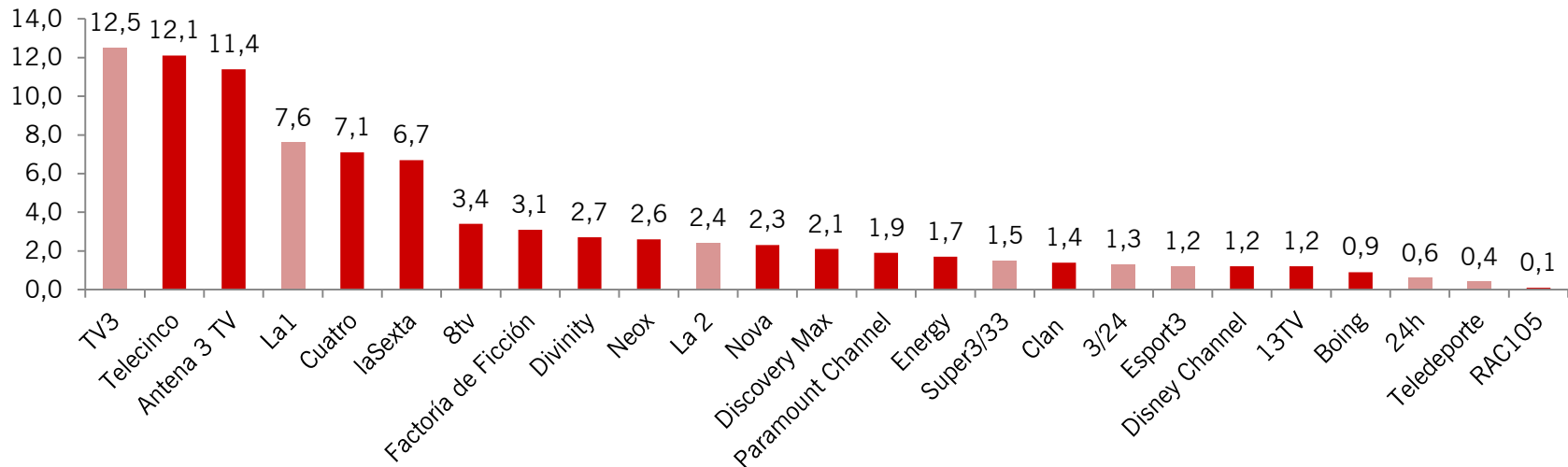
(% per group, January-April 2015, four-month average)



Private groups clearly exceed the public TV supplied during the first four months of 2015. Mediaset, with 6 channels, leads the audience of TV groups although it lost two in 2014. Atresmedia has lost three and, with 4 channels, remains in second place. The public Catalan group, with 4 channels, is third. The groups broadcasting in Catalan – CCMA and Godó – have a 20% audience share.

Share in Catalonia

(% per channel, January-April 2015, four-month average)



During the first few months of 2015, TV3 maintained its first position in the audience ranking, followed closely by Telecinco.

Source: CAC, based on data from Kantar Media.











Television audiences: highest ratings

Programmes with the highest audience ratings in Catalonia

January 2015

Programme	Channel	Date	Audience (000)	Share (%)
El Peliculón: The Karate Kid		01/01/15	759	30,4
Futbol: Copa del Rei / FC Barcelona-Elx		08/01/15	738	23,1
Telenotícies cap de setmana vespre		25/01/15	729	21,9
Telenotícies vespre		20/01/15	702	22,3
Telenotícies vespre		08/01/15	659	22,2
Telenotícies vespre		06/01/15	651	21,9
El Peliculón: Venganza (2008)		18/01/15	651	19,7
Telenotícies vespre		12/01/15	647	20,4
Telenotícies migdia		15/01/15	630	31,2
Telenotícies cap de setmana vespre		18/01/15	637	19,7

February 2015

Programme	Channel	Date	Audience (000)	Share (%)
Futbol: Lliga de Campions / M. City- FC Barcelona		24/02/15	1.180	33,7
Polònia		26/02/15	675	21,3
Telenotícies cap de setmana vespre		22/02/15	661	21,1
Telenotícies migdia		02/02/15	639	30,4
Telenotícies vespre		09/02/15	630	20,3
Telenotícies cap de setmana vespre		15/02/15	623	19,7
Telenotícies migdia		03/02/15	621	29,5
Telenotícies migdia		04/02/15	616	26,7
Telenotícies vespre		05/02/15	612	20,7
Telenotícies cap de setmana vespre		08/02/15	603	19,1

March 2015

Programme	Channel	Date	Audience (000)	Share (%)
Telenotícies vespre		24/03/15	695	21,7
El foraster / Barberà de la Conca		09/03/15	659	21,1
Telenotícies cap de setmana vespre		01/03/15	656	21,1
Telenotícies Vespre		09/03/15	645	20,3
La Voz: Audiciones a ciegas		30/03/15	642	24,4
El foraster / Llavorsí		23/03/15	640	19,2
Salvados / Zaida: La Historia De Una Derrota		08/03/15	618	18,3
El foraster / Queralbs		02/03/15	608	19,5
Telenotícies Migdia		25/03/15	598	28,8
Polònia		26/03/15	597	18,4

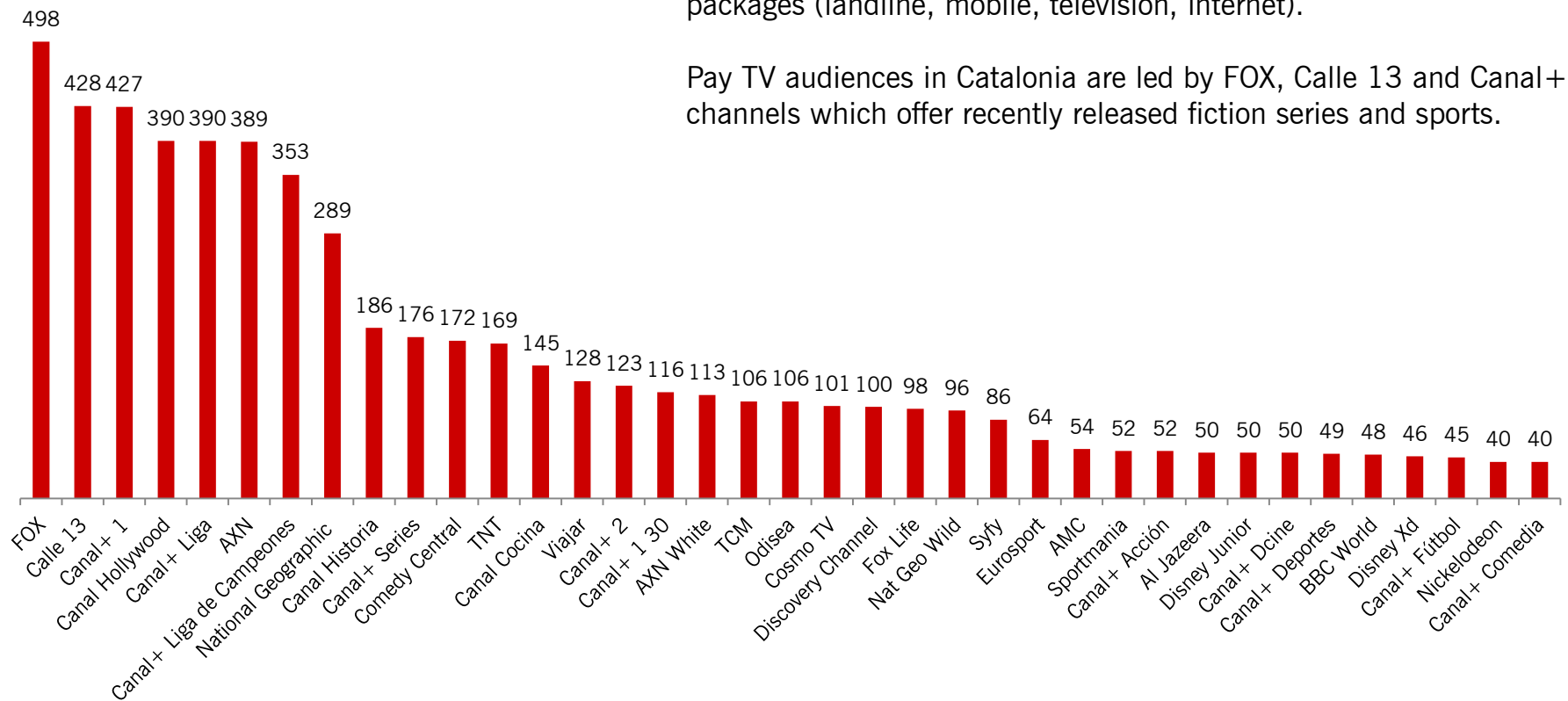
April 2015

Programme	Channel	Date	Audience (000)	Share (%)
Futbol: Lliga de Campions / Barcelona-Paris St. Germain		21/04/15	1.189	35,6
Motociclismo: Mundial MotoGP Las Américas		12/04/15	769	23,7
Futbol: Champions League / At. Madrid- R. Madrid		14/04/15	749	24,3
Futbol: Lliga De Campions / At. Madrid- R. Madrid		14/04/15	719	23,3
El foraster / Sant Feliu Sasserra		06/04/15	647	20,3
Els Internats de la por		28/04/15	635	19,1
Post Motociclismo: Mundial MotoGP Las Américas		12/04/15	626	18,8
Telenotícies vespre		20/04/15	621	21,5
Sense Ficció		28/04/15	618	18,7
Telenotícies vespre		06/04/15	617	19,8

Source: CAC, based on data from Kantar Media.

Audiences for specialty pay TV

Cumulative audience of specialty pay TV channels in Catalonia (in thousands, last 30 days)



Pay TV has a penetration of 8% in Catalonia. This share is relatively low compared with other similar countries, although the trend is growing due to the increase in subscriptions for combined service packages (landline, mobile, television, internet).

Pay TV audiences in Catalonia are led by FOX, Calle 13 and Canal+, channels which offer recently released fiction series and sports.

Source: EGM Baròmetre Catalunya – 1st wave 2015.

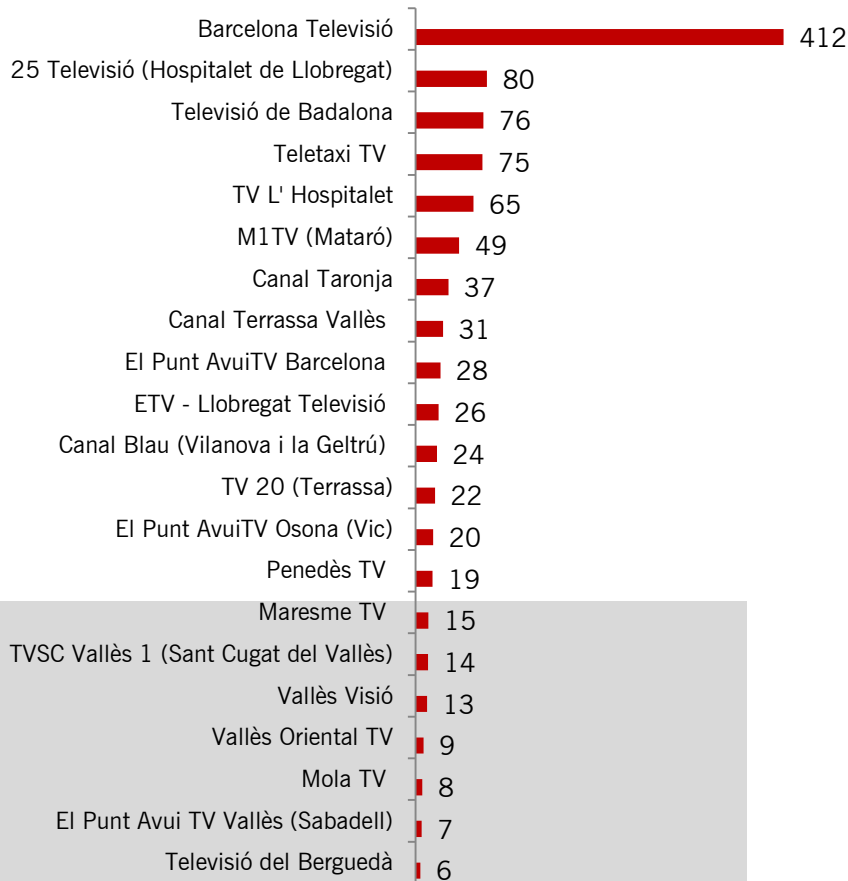
Local television audiences

Local DTT ranking in Catalonia by cumulative monthly audience

(by province, in thousands, last 30 days),

Barcelona Televisió, the local TV channel with the greatest potential audience, leads the audience ranking for proximity-based TV channels.

Barcelona

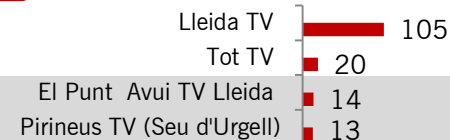


⚠ Audience figures with more than 50% sampling error are shaded.

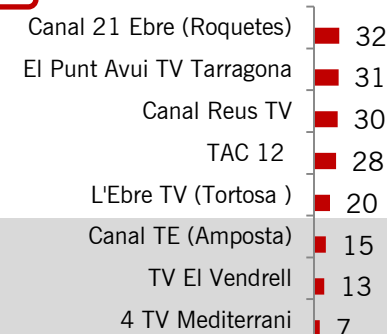
Girona



Lleida



Tarragona



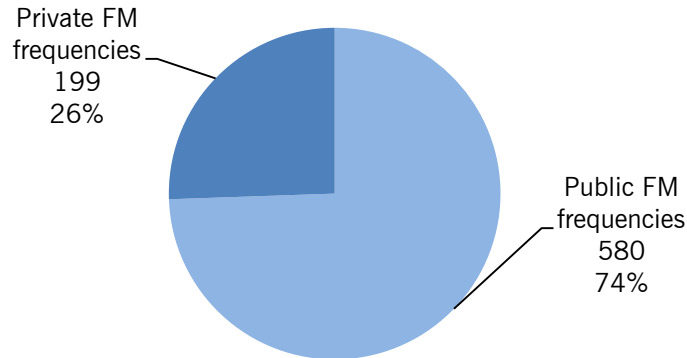
Source: CAC, based on data from EGM Baròmetre Catalunya – Cumulative moving year February-November 2014.



Breakdown of radio broadcasters in Catalonia

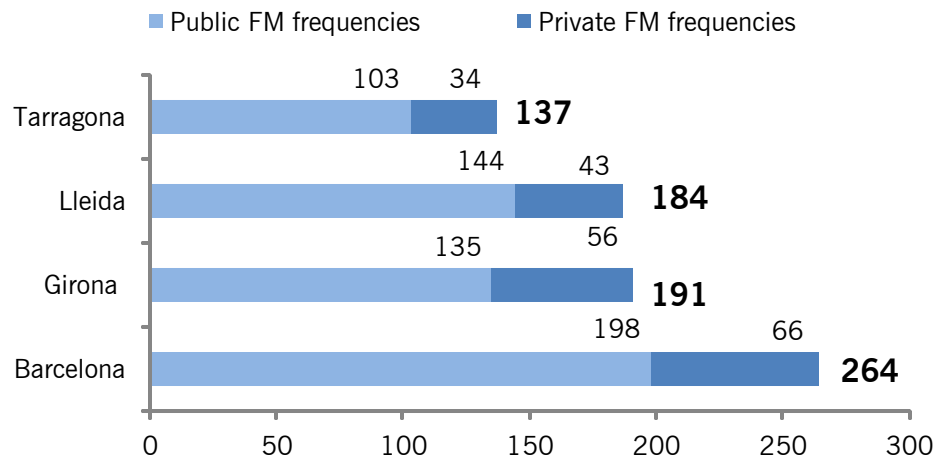
By ownership

(number and % of FM frequencies)



The Catalan radio system has both publicly owned radio broadcasters (580 frequencies) and privately owned broadcasters (199 frequencies) of differing sizes.

By province



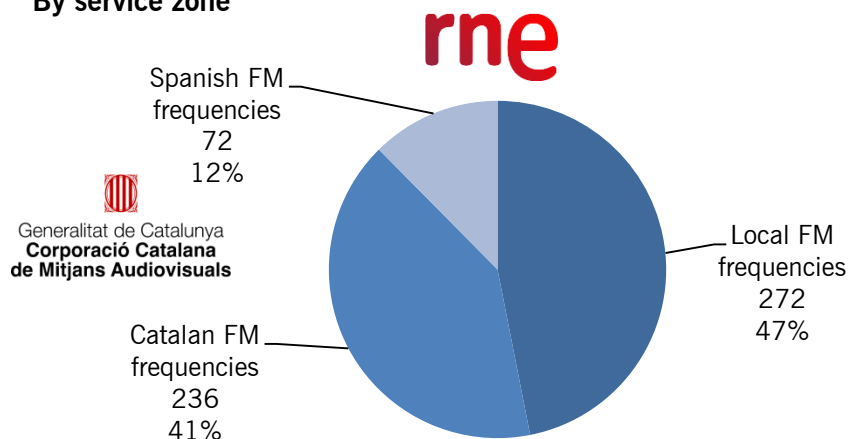
By province, out of the total 779 FM frequencies in Catalonia:

- Barcelona has a 33.8% share (264).
- Girona: 191 frequencies (24.5%).
- Lleida: 184 frequencies (23.6%).
- Tarragona: 137 frequencies (17.5%).

Source: Catalan Audiovisual Council based on data from CCMA (Catalan FM) and the Ministry of Industry, Energy and Tourism (Spanish FM). April 2015

Breakdown of public radio

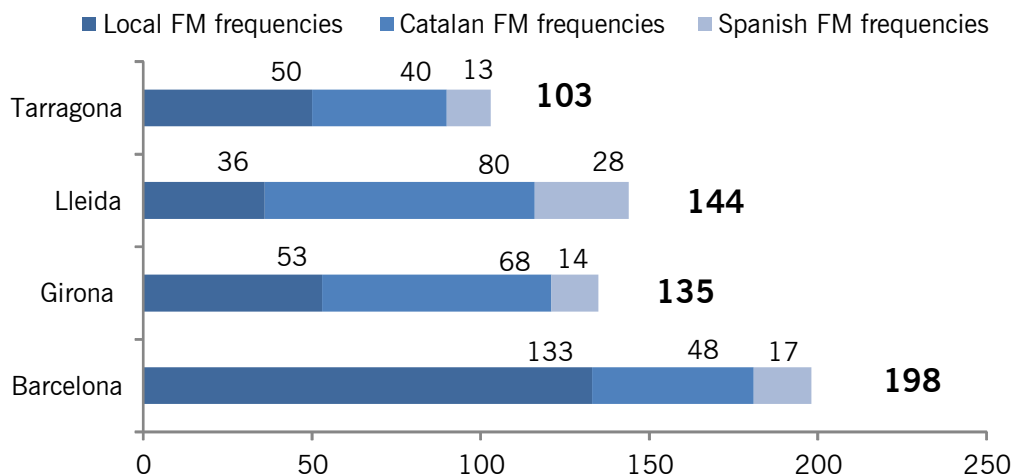
By service zone



The public radio available in Catalonia is concentrated in a total of 580 frequencies divided into three areas:

- Catalan, with CCMA broadcasters and 236 frequencies (40.6%);
- Spanish, with CRTVE broadcasters and 72 frequencies (12.4%); and
- local or proximity-based, with municipal broadcasters and 272 frequencies (46.8%).

By province



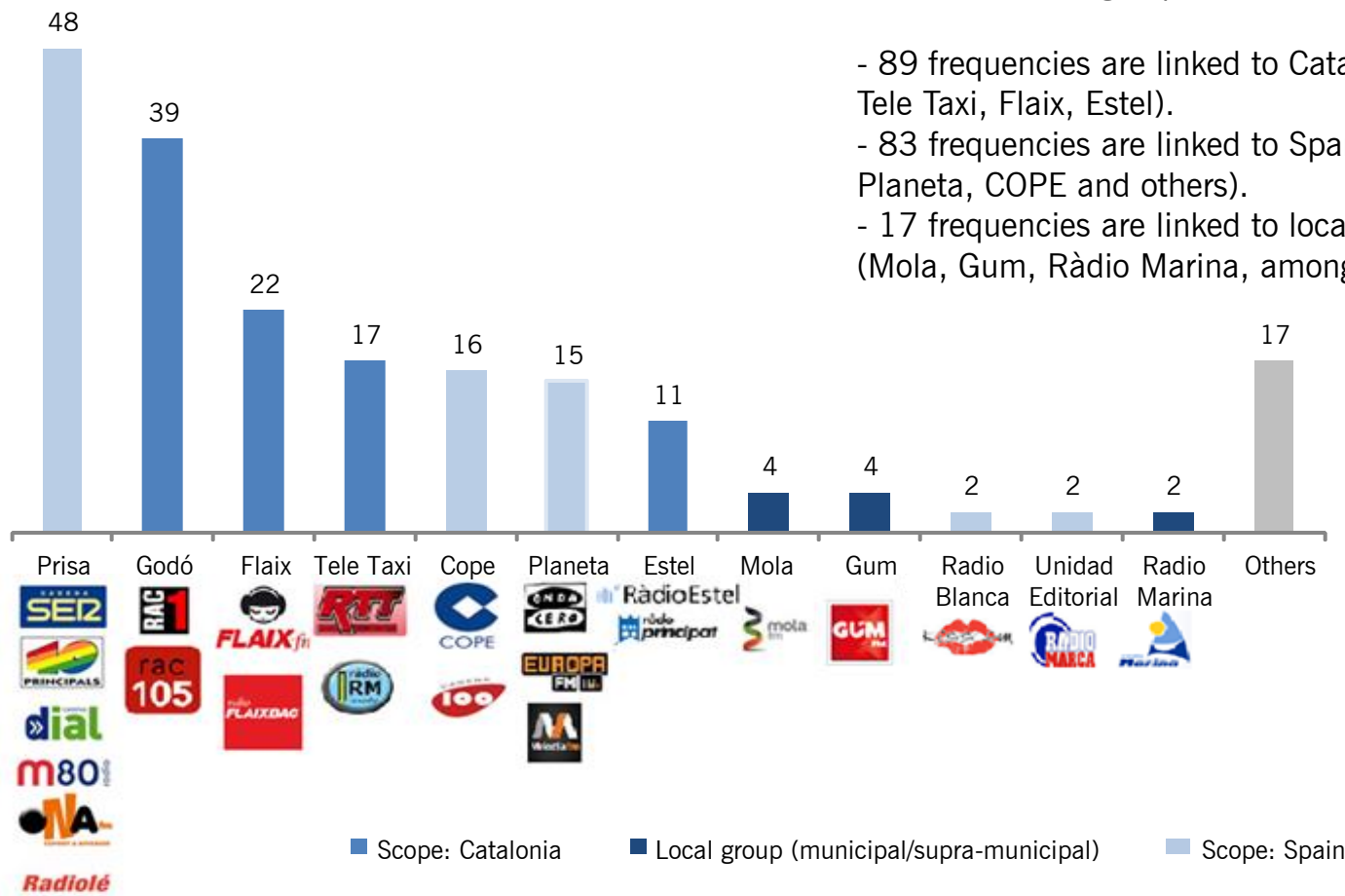
Regarding the geographical distribution by demarcation, Barcelona has the largest number of municipal local broadcasters for all frequencies, including Barcelona FM, El Noucinc.2 (Terrassa), Canal Blau FM (Vilanova i la Geltrú), Radio Vilafranca (Vilafranca del Penedès), etc.

Source: Catalan Audiovisual Council based on data from CCMA (Catalan FM) and the Ministry of Industry, Energy and Tourism (Spanish FM). April 2015.

Breakdown of private radio by media group (1)

FM radio broadcasters in Catalonia

(by number of frequencies and media group)



In the private sphere, the breakdown of frequencies related to media groups is as follows:

- 89 frequencies are linked to Catalan groups (Godó, Tele Taxi, Flaix, Estel).
- 83 frequencies are linked to Spanish groups (Prisa, Planeta, COPE and others).
- 17 frequencies are linked to local multimedia groups (Mola, Gum, Ràdio Marina, among others).

Source: Catalan Audiovisual Council and corporate websites of the providers of audiovisual communication services and media groups. April 2015

Breakdown of private radio by media group (2)

FM radio broadcasters

(in brackets, the frequencies assigned by tender in September 2014)

Scope: Catalonia	Frequencies
GODÓ	30 (+9)
RAC1	16 (+7)
RAC105	14 (+2)
FLAIX	16 (+6)
Flaix FM	8 (+4)
Ràdio Flaixbac	8 (+2)
TELE TAXI	15 (+2)
Ràdio Tele Taxi	12 (+2)
Ràdio RM	3
ESTEL	11
Radio Estel	7
Radio Principat	4
Scope: Spain	Frequencies
PRISA	48
SER	16
40 Principales	11
Cadena Dial	7
Ona FM	7
Maxima FM	3
M 80	3
Radiolé	1
COPE	16
COPE	4
Cadena 100	4
Rock FM	3
s/d	5
PLANETA	15
Onda Cero	6
Europa FM	6
Onda Melodía	3
RADIO BLANCA	2
Kiss FM	2
UNIDAD EDITORIAL	2
Radio Marca	2

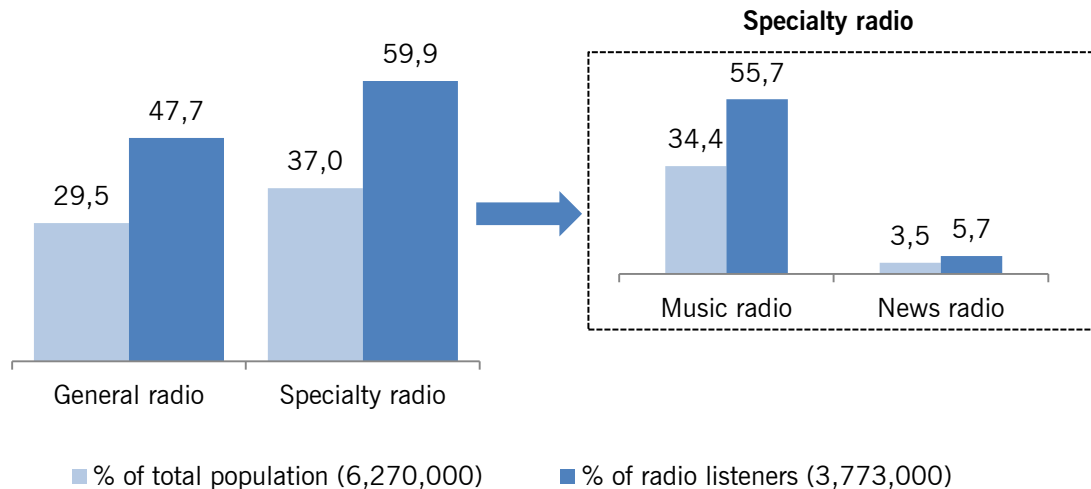
Local multimedia groups and local radio firms	Frequencies
MOLA	2 (+2)
Amb2 FM	2
Digital Hits FM	(+2)
GUM	2 (+2)
Gum FM	2 (+2)
LA MANYANA	3
s/d	3
RÀDIO MARINA	2
Ràdio Marina	2
COSTA BRAVA GLOBAL MEDIA	1
Joy FM	1
PROSA	1
El 9 FM	1
EL 3 DE VUIT	1
El 3 de vuit ràdio	1
L'EBRE	1
Imagina Ràdio	1
CADENA PIRENAICA	1
Pròxima FM	1
TLB	1
Styl FM	1
SIMALRO	1
Ràdio UA1	1
MONTSERRAT RTV	1
Montserrat ràdio	1
Ràdio Olot	1
Ràdio Ripoll	1
Ràdio Vic	1
Ràdio Aran	1
Hit 103	1
Radio Adventista	(+1)

Source: Catalan Audiovisual Council. April 2015

Penetration and language of radio

Penetration

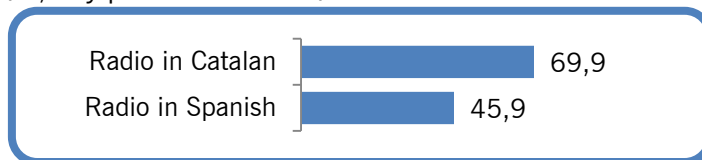
(%, day prior to interview)



The most widely listened to radio in Catalonia is music radio, with 55.7% penetration among listeners, followed by general radio with 47.7%. The least popular is specialty news with 5.7%.

Breakdown by language of consumption out of total listeners

(%, day prior to interview)



Unlike the situation with television where the main language of consumption both for the supply and consumption is Spanish, listeners in Catalonia mostly choose radio in Catalan.

Radio in Catalan: broadcasters with programming in Catalan and regional sections in Catalan of the main broadcasters in Spanish (general and specialty).

Radio in Spanish: broadcasters with programming in Spanish (general and specialty).

Note: given that radio listeners tend to watch more than one channel during the same day, the data are processed taking into account the fact that more than one answer is possible. This explains why the sum of the percentages is more than 100%.

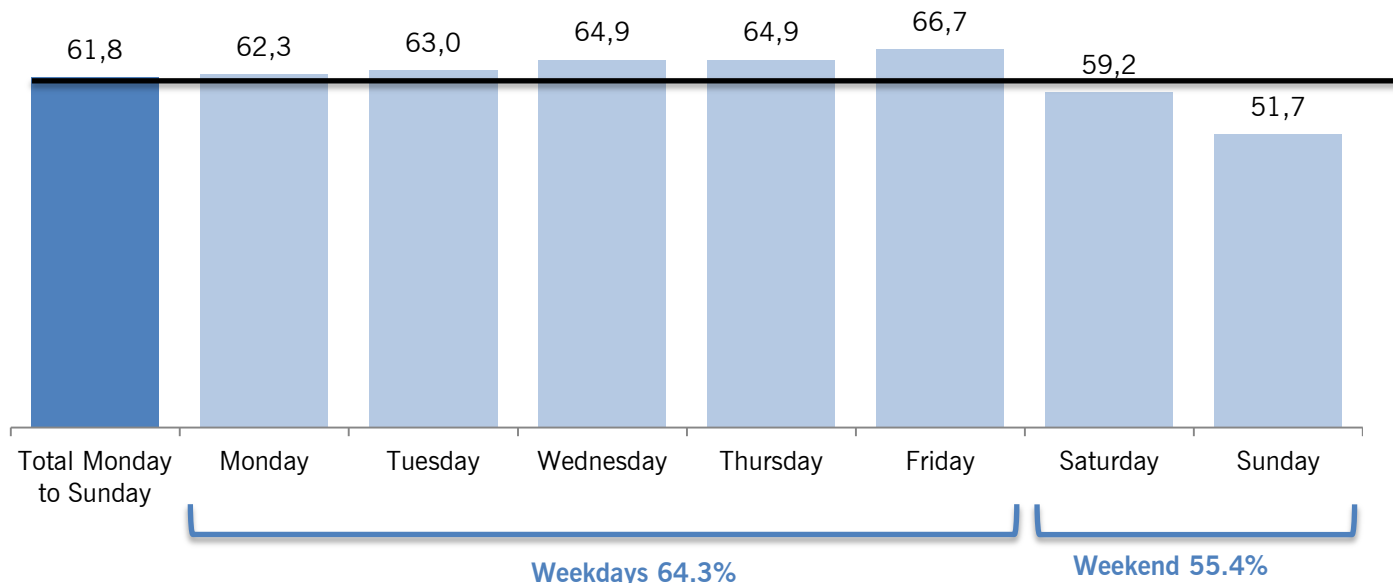
Source: EGM Baròmetre Catalunya – 1st wave 2015.

Radio penetration by day of the week

Penetration

(% of total population, day prior to interview)

Catalans listen to more radio during the week (64.3%) than at weekends (55.4%).



With regard to audiences, the private broadcaster RAC1 is well-established as the leader for general radio in Catalonia. Los 40 Principales from Cadena SER has the highest audience figures for music radio, followed closely by Flaix FM which overtakes it at the weekend. Catalunya Informació leads the ranking for specialty news radio in Catalonia (see page 25).

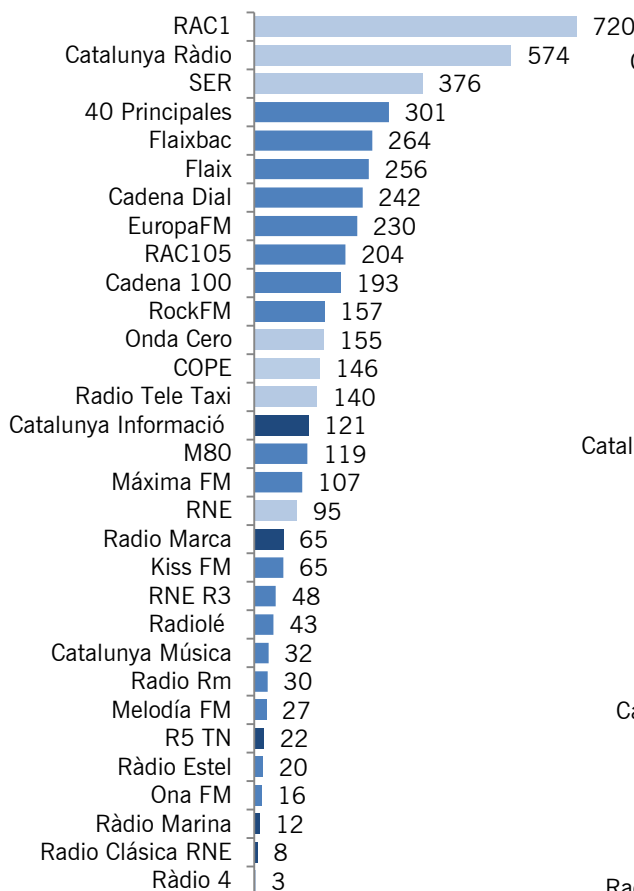
Source: EGM Baròmetre Catalunya – 1st wave 2015.

Radio audiences (1)

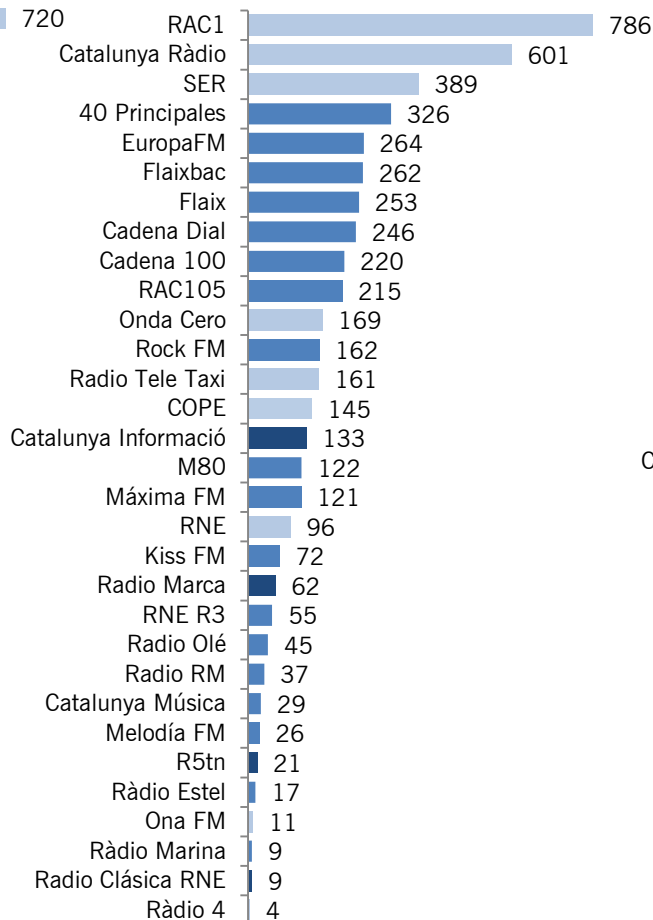
Cumulative daily radio audiences in Catalonia

(thousands, day prior to interview)

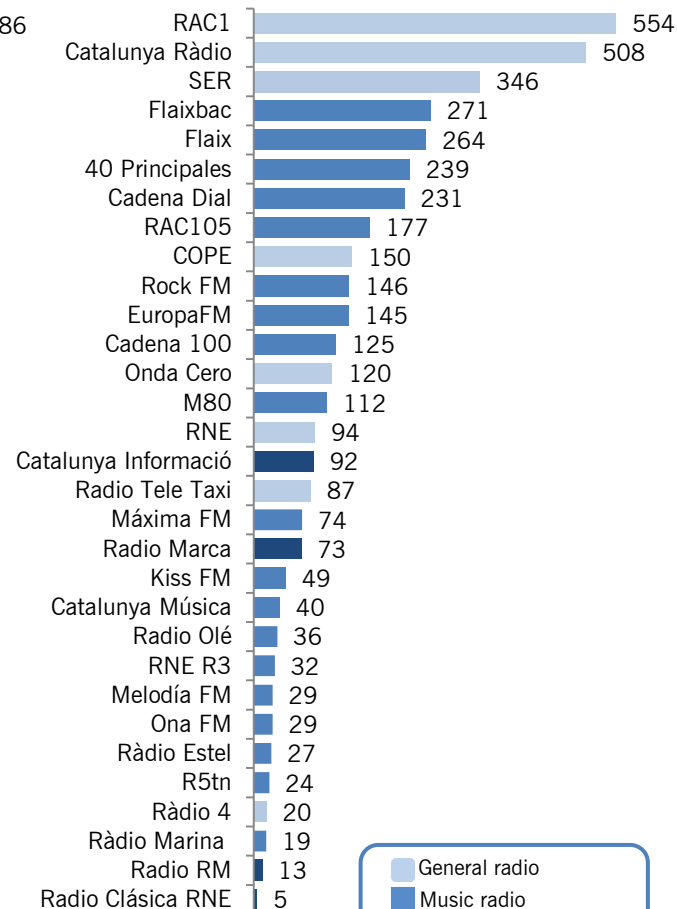
Monday to Sunday



Monday to Friday



Saturday & Sunday



General radio
Music radio
News radio

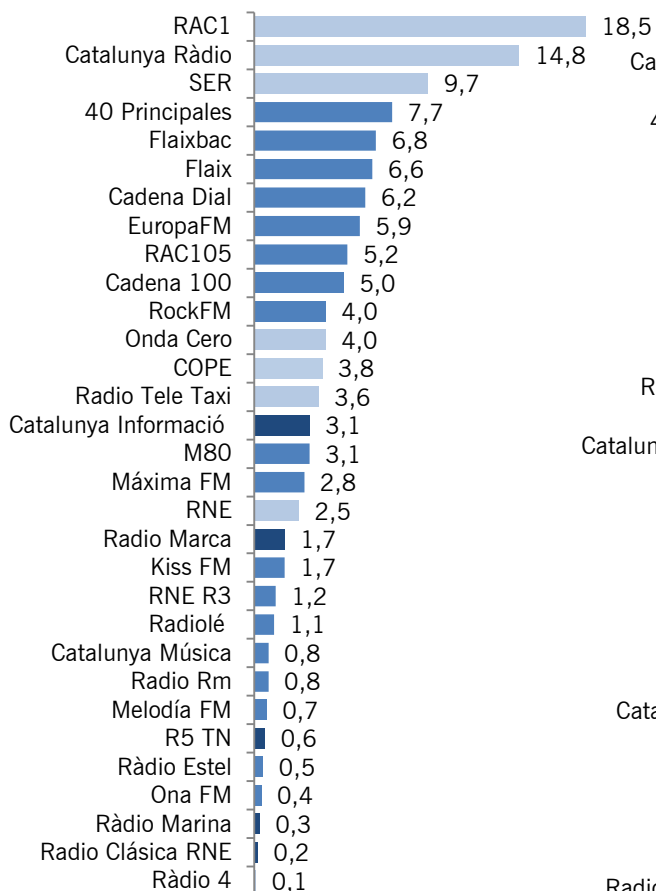
Source: EGM Baròmetre Catalunya – 1st wave 2015.

Radio audiences (2)

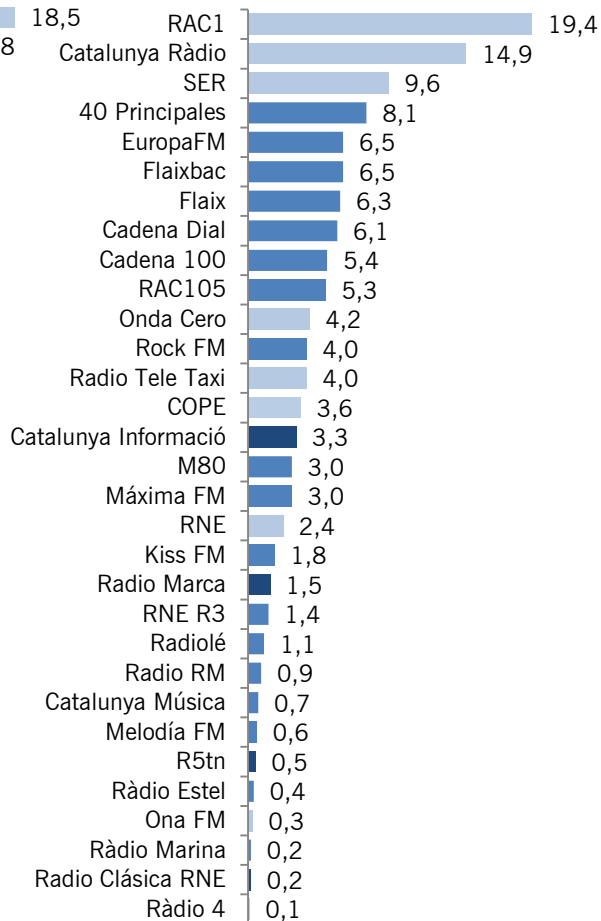
Cumulative daily radio audiences in Catalonia

(%, day prior to interview)

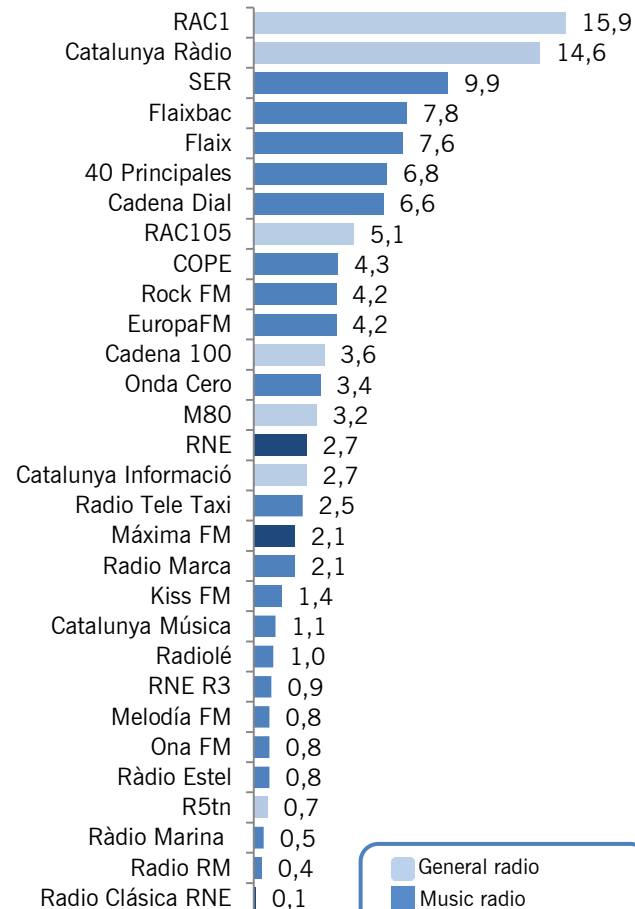
Monday to Sunday



Monday to Friday



Saturday & Sunday



General radio
Music radio
News radio

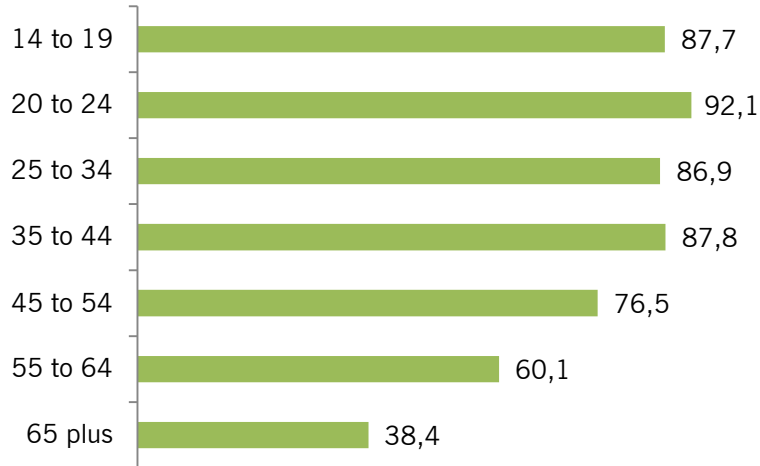
Source: EGM Baròmetre Catalunya – 1st wave 2015.



Internet

Internet user profiles in Catalonia

Internet connection by age (% , day prior to interview)

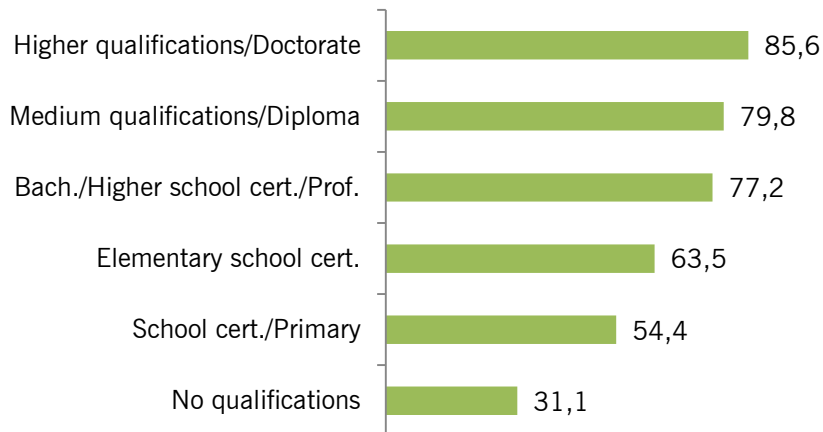


Internet penetration in Catalonia stands at 71.4% of the population although this figure varies significantly depending on the age group and qualifications.

Internet use is widespread among the young. For example, more than 92% of those aged between 20 and 24 use the internet every day.

The percentage of people online gradually increases with the level of qualifications so that those with higher qualifications use the internet the most.

Internet connection by qualifications (% , day prior to interview)



Note: given the changes in academic qualifications, people have been assigned, according to their answer and age, to the following categories:

- No qualifications.
- Primary/school certificate/entrance cert./1st cycle secondary.
- Basic/graduate/elementary baccalaureate/primary study certificate/full secondary
- Higher baccalaureate/Higher school cert./LOGSE/Prof. Training II
- Diploma (3-year course)
- Graduate, degree, master, doctorate.

Source: EGM Baròmetre Catalunya - 1st wave 2015.

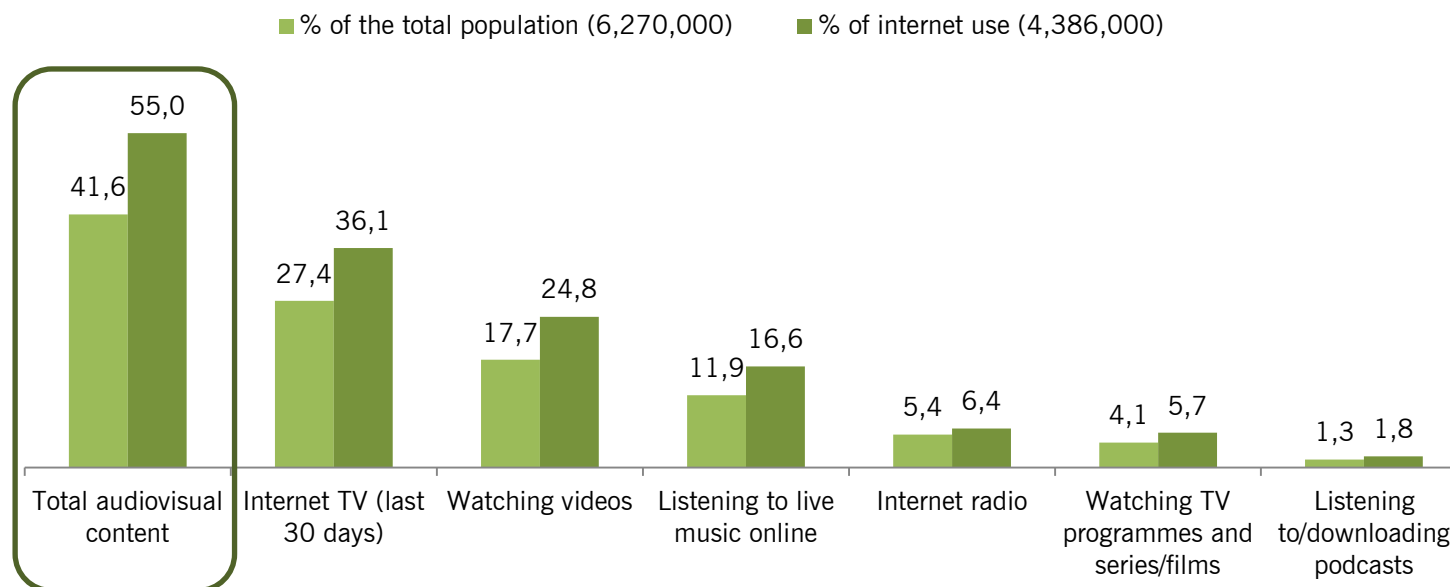
Consumption of online audiovisual content

Of the people who connect to the internet, more than half do so to consume audiovisual content (55%), mainly television and videos.

43% of the Catalan population connects to one or more social media sites and their consumption of online audiovisual content is higher than for the rest of internet users (64%).

Internet use by consumption of audiovisual content

(%, day prior to interview)



Source: EGM Baròmetre Catalunya – 1st wave 2015.

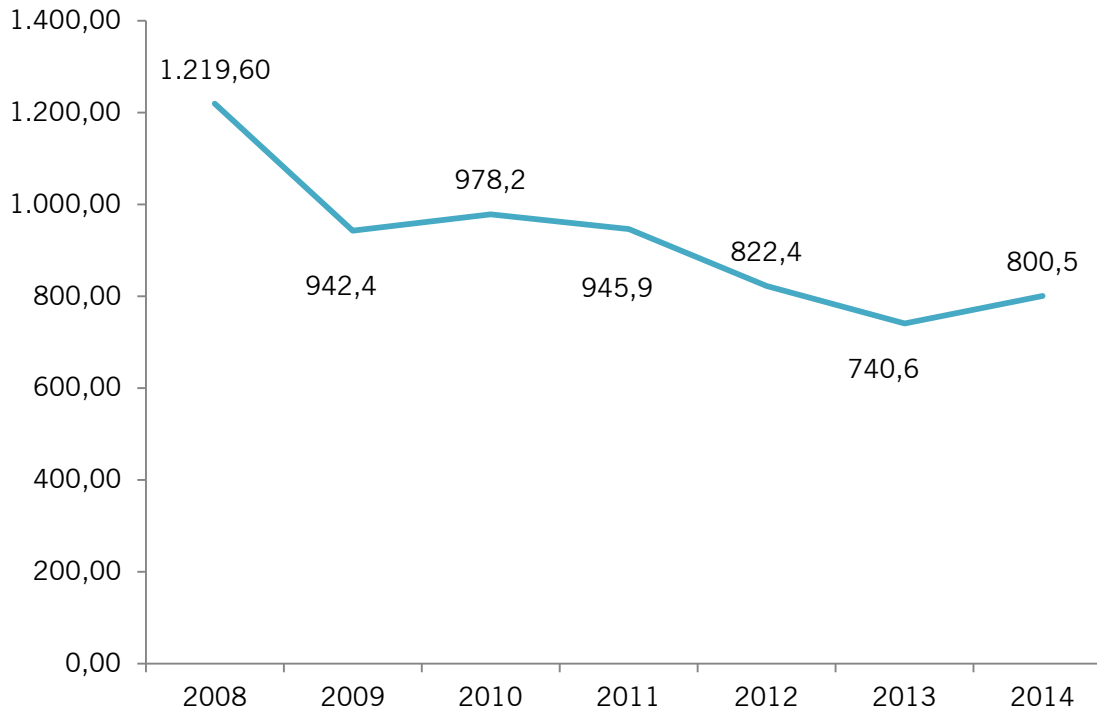


Advertising

Advertising spend in Catalonia

Advertising spend reaching Catalonia

(in millions of euros, 2008-2014)



The advertising spend that reaches Catalonia increased in 2014 by 8.1% compared with 2013, the year of the lowest spend since the start of the crisis.

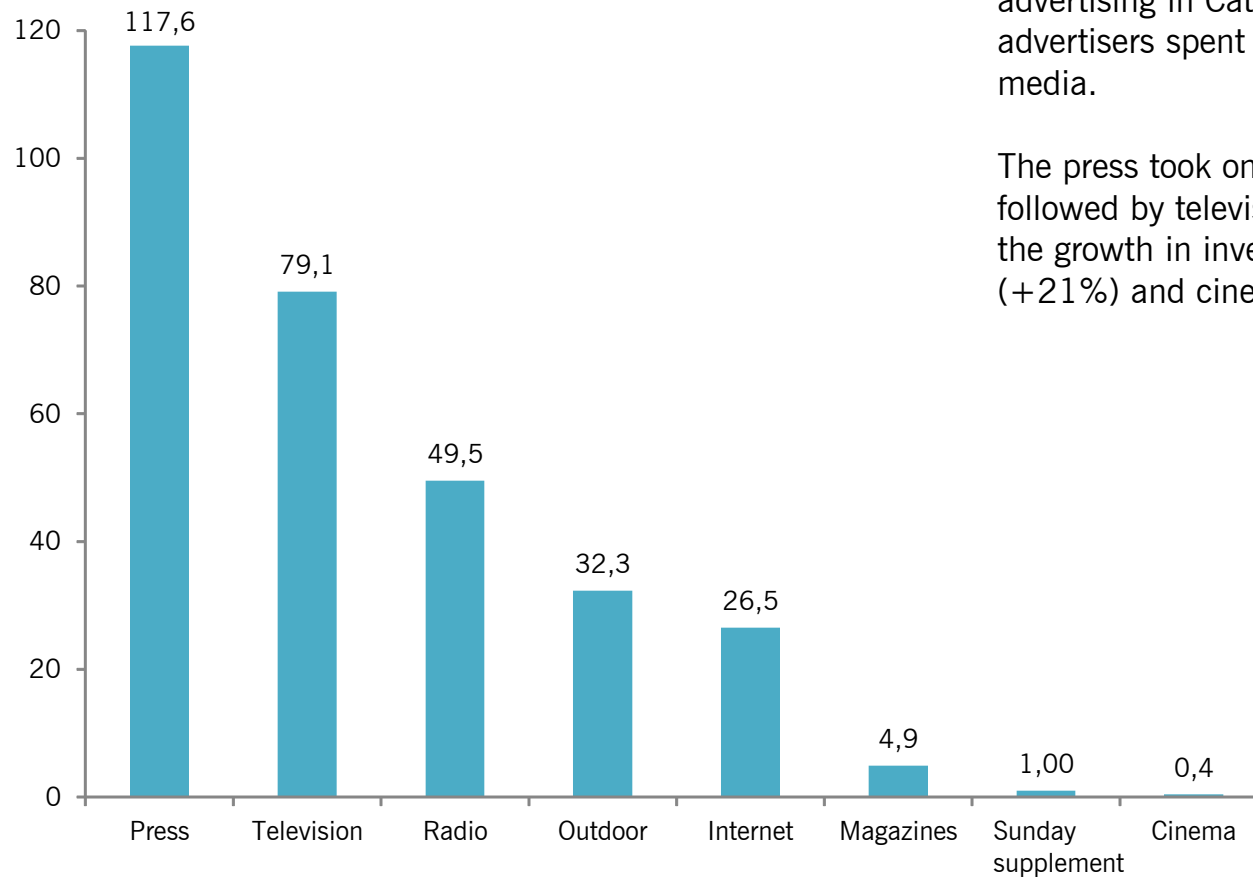
Catalonia has a 21.2% share of the advertising spend in Spain according to the Associació Empresarial de Publicitat.

Source: Associació Empresarial de Publicitat. *Estudi 2015 de la inversió publicitària a Catalunya*.

Advertising spend on Catalan media

Advertising spend on Catalan media

(in millions of euros, 2014)



Of the 800.5 million euros invested in advertising in Catalonia during 2014, advertisers spent 313.3 million on Catalan media.

The press took one third of this investment, followed by television and radio. Of note is the growth in investment in the internet (+21%) and cinema (+33%)

Source: Associació Empresarial de Publicitat. *Estudi 2015 de la inversió publicitària a Catalunya*.

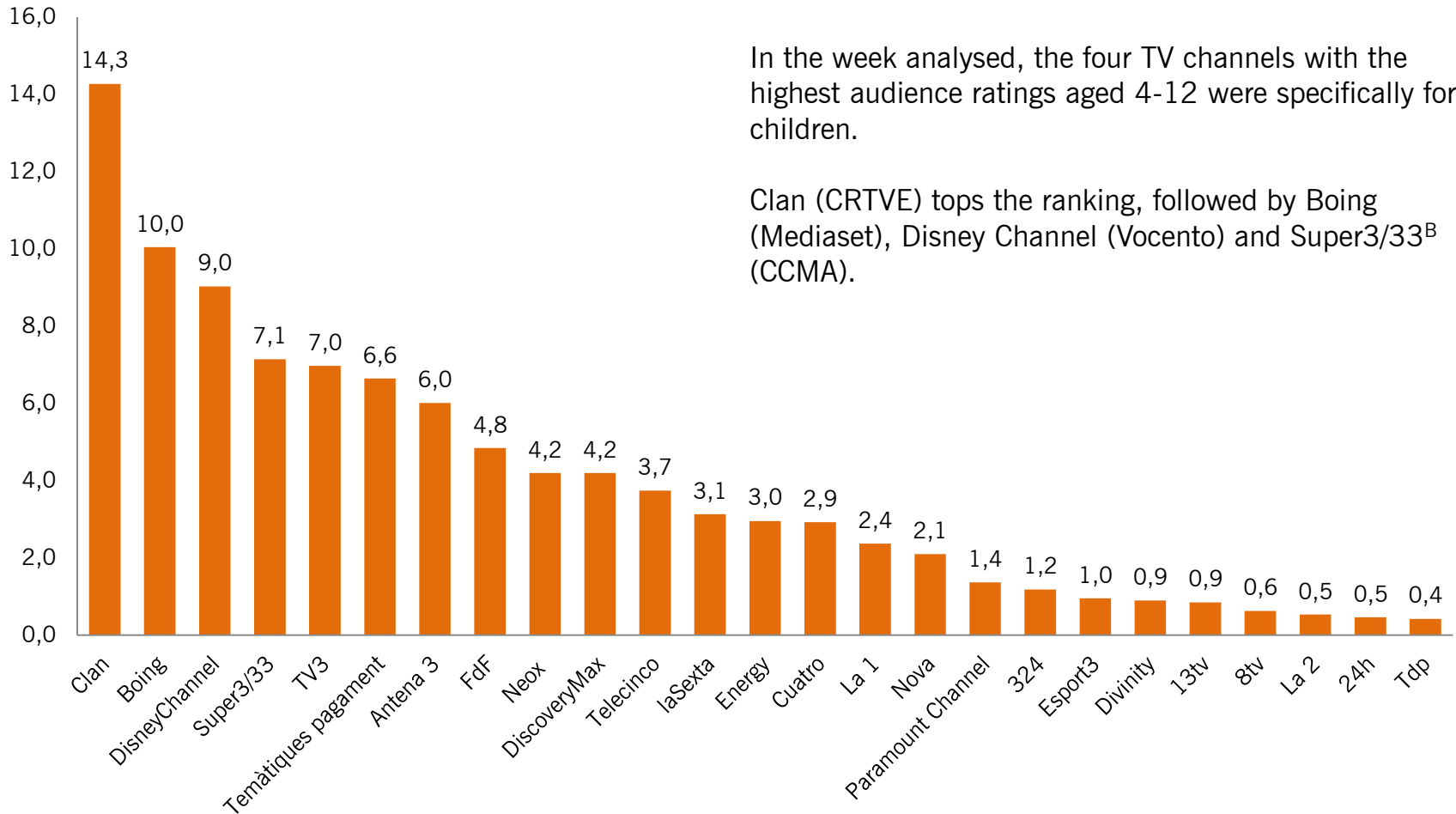


**Note: Children's TV
consumption**

Children's TV consumption (1)

Audience share of TV channels aged 4-12 in Catalonia

(week of 20 to 26 April^A)



In the week analysed, the four TV channels with the highest audience ratings aged 4-12 were specifically for children.

Clan (CRTVE) tops the ranking, followed by Boing (Mediaset), Disney Channel (Vocento) and Super3/33^B (CCMA).

^A The last week in April was taken as the sample and the results compared with two more equivalent samples.

^B The channel Super3 has shared frequency with channel 33 since 2012. It broadcasts from 6 am to 9.30 pm.

Source: CAC, based on data from Kantar Media.

Children's TV consumption (2)

Ranking of the twenty programmes with the highest child audience ratings (aged 4-12) in Catalonia
(week from 20 to 26 April 2015)

Channel	Date	Start time	Title/description	Audience (000)	Share (%)
TV3	21/04	20:45	<i>Football: Champions League/ Barcelona Paris Saint Germaine</i>	91	41,9
Clan	22/04	20:51	<i>Bob Esponja</i>	64	28,2
Super3/33	26/04	09:38	<i>Doraemon</i>	46	34,7
Clan	23/04	07:58	<i>La panda de la selva al rescate</i>	45	30,9
Boing	20/04	08:28	<i>Hora de aventuras</i>	43	36,5
Clan	25/04	15:14	<i>Kung Fu Panda: La leyenda de Po</i>	42	39,4
Clan	21/04	19:54	<i>Slugterra</i>	41	25,4
Boing	23/04	13:37	<i>Doraemon Gato Cósmico</i>	40	25,3
TV3	20/04	21:00	<i>Telenotícies vespre</i>	40	15,7
Antena 3 TV	26/04	14:40	<i>Los Simpson</i>	39	32,8
Clan	21/04	21:14	<i>Icarly / Icarly conoce a Fred</i>	38	14,7
Clan	23/04	18:11	<i>El pequeño reino de Ben y Holly</i>	37	46,5
Super3/33	21/04	19:43	<i>La família del Super3</i>	37	24,1
Disney Channel	20/04	20:33	<i>The next step</i>	37	16,3
Antena 3 TV	23/04	21:45	<i>El hormiguero 3.0</i>	35	22,0
Clan	24/04	18:25	<i>Peppa Pig</i>	34	54,9
Clan	25/04	11:58	<i>La patrulla canina</i>	34	45,5
Disney Channel	25/04	21:32	<i>Film/ El emperador y sus locuras</i>	34	28,3
Super3/33	24/04	20:54	<i>Bola de Drac Z</i>	34	25,7
Boing	23/04	21:08	<i>El asombroso mundo de Gumball</i>	33	17,7

^A Only one broadcast per programme is counted when various coincide among the most seen. This is the case of *Bob Esponja*, *La Panda de la Selva al rescate*, *Doraemon Gato Cósmico*, *Hora de Aventuras*, *The next step*, *La patrulla canina*, *Peppa Pig* and *Kung Fu Panda*.

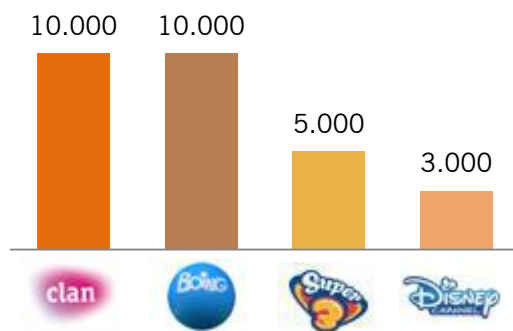
Source: CAC, based on data from Kantar Media.

Children's TV consumption (3)

Children's consumption by channel: most watched channels in Catalonia
(20 April 2015)

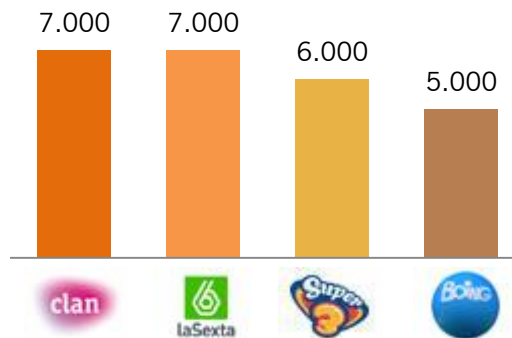
From 7 am to 2 pm

Total audience 4-12: 39,000



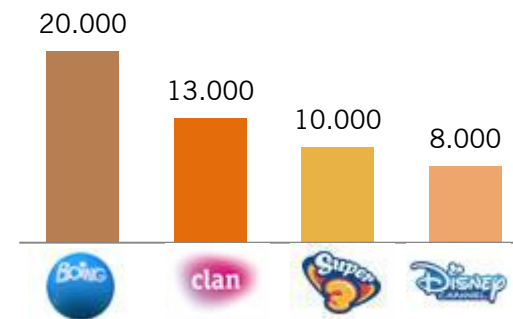
From 2 pm to 5 pm

Total audience 4-12: 54,000



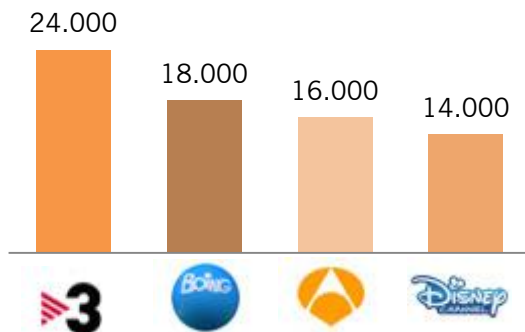
From 5 pm to 8.30 pm

Total audience 4-12: 86,000



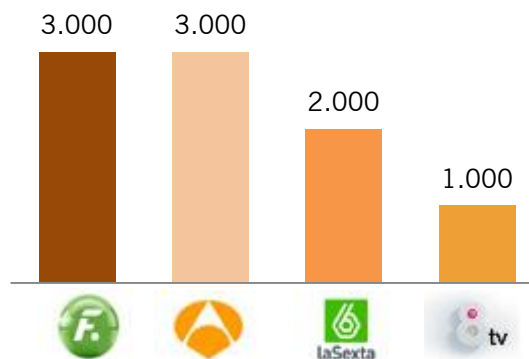
From 8.30 pm to midnight

Total audience 4-12: 173,000



From midnight to 6.30 am

Total audience 4-12: 12,000



Between 7 am and 2 pm and between 5 pm and 8.30 pm, Catalan children aged 4-12 consume mostly speciality children's channels. However, at the times when they share the screen with their family they especially watch general TV, coinciding with news channels and prime time programmes.

Source: CAC, based on data from Kantar Media.



Newsflashes

Newsflashes



The Catalan government approves a tax to generate revenue to promote the film industry, audiovisuals and digital culture

In November 2014, by means of Act 15/2014, this tax was created for internet operators, charging €0.25 a month for each network access service contract. Months later, in February, [this regulation was questioned by the Spanish Ministry of the Finance and Public Administrations](#), claiming that it may be unconstitutional and urging the Catalan government to begin negotiations.



The CAC authorises the licensing of an EDC programme to CCMA

This [authorisation](#) allows CCMA to broadcast in high definition. The signal was transmitted by the second multiple channel owned by the corporation which the Ministry of Industry decided must be allocated to the digital dividend. This measure is provisional and exceptional in nature.



Telefónica publishes the 15th edition of [La Sociedad de la Información en España](#)

This report states that, in Spain, more than 25 million people regularly accessed the internet in 2014, 1.45 million more than the previous year. One of the most notable facts is the increased consumption of online videos, which Telefónica largely attributes to the implementation of fibre optic services.



The AIMC publishes the [Marco General de Medios 2015](#)

This annual report contains key data on audiovisual equipment and consumption in Spanish households in 2014 and is produced from data provided by the EGM, making it possible to see the historical trends in media use and consumption.



25 million euros to promote Catalan audiovisuals

On 29 January 2015, the Department of Culture, the Corporació Catalana de Mitjans Audiovisuals (CCMA) and Productors Audiovisuals Federats (PROA) signed an [agreement to promote audiovisuals](#). The aim is to lay the foundations to develop and coordinate the policies of the Department of Culture and those of the CCMA and proposes an investment of 25 million euros. The agreement is valid until 31 December and each party takes on certain commitments.



Merger between the two private local television associations of Catalonia

On 19 March 2015, as part of the [Fòrum de la Comunicació](#) organised by the CAC, the merger was announced between Associació Catalana de TDT Local (Catalan Association of Local DTT) and Associació de Mitjans de Proximitat (Association of Proximity-Based Media). The aim is for the local TV industry to have a single voice when dealing with the administration.

Newsflashes



Where do we get our political news from?

According to data obtained in the first wave of 2015 from the [Baròmetre d'Opinió Política](#) carried out by the Centre d'Estudis d'Opinió of the Catalan government, 81.4% of Catalan get their political news from the television. The preferred channel to watch the news is TV3 (41.4%) followed by laSexta (13.3%). 32.5% get their political news from the radio and the news programmes on Catalunya Ràdio (27.8%) and RAC1 (26.2%) have the most listeners.



Tender for six new freeview television licences in Spain

On 17 April 2015, the Spanish parliament announced [a tender to award 6 licences for freeview television audiovisual services covering Spain](#). This tender covers the new DTT channels contained in the plan by the Ministry of Industry related to the liberalisation of the digital dividend. Three of the channels are high definition (HD) and three standard definition.



End of the deadline to liberalise the digital dividend in Spain

31 March saw the end of [the liberalisation of the 800 MHz spectrum band](#). In some cases this only entailed a resynchronisation of TV sets but in others collective aerials had to be adapted by a registered installer. In Catalonia, during the early hours of the 30 to 31 March, the centres were switched off that had been transmitting the TV simulcast on the definitive channels and the Catalan government now provides information on the [transmission centres where this service can still be found](#) until the corresponding adaptation is carried out.



The CNMC approves the acquisition of Telefónica by Canal+

On 23 April 2015, the [National Authority for Markets and Competition \(CNMC\) approved the concentration of Telefónica and DTS](#), Prisa's pay TV business of which 44% was already controlled. This acquisition is subject to certain commitments regarding the pay TV market in Spain and access to Telefónica's network in Spain (among others), which must be supervised. The agreement is valid for five years once the case has been finally approved by the administration, and may be extended for a further three years.

BIAC. No. 1 – First four months of 2015

Main sources:

- CAC: the council's own data.
- Kantar Media: data from the first four months of 2015. Details: Area of Catalonia. Data obtained using a people meter for individuals aged 4 and upwards.
- EGM Baròmetre Catalunya: data from the 1st wave 2015. Period January-March 2015. Details: Area of Catalonia. Sample proposed for 2015: 33,584 interviews with individuals aged 14 and upwards (7,106 multimedia interviews, 15,612 single medium - radio, 3,894 single medium – press and 6,972 single medium - magazines).
- EGM Baròmetre : Cumulative moving year February-November 2014.

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). [Newsletter on the Media Sector in Catalonia]. No. 1. First four months of 2015. Barcelona: CAC, May 2015. www.cac.cat