



# The MAVISE tool-kit

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OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL  
EUROPEAN AUDIOVISUAL OBSERVATORY  
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE



# 1. Complexity

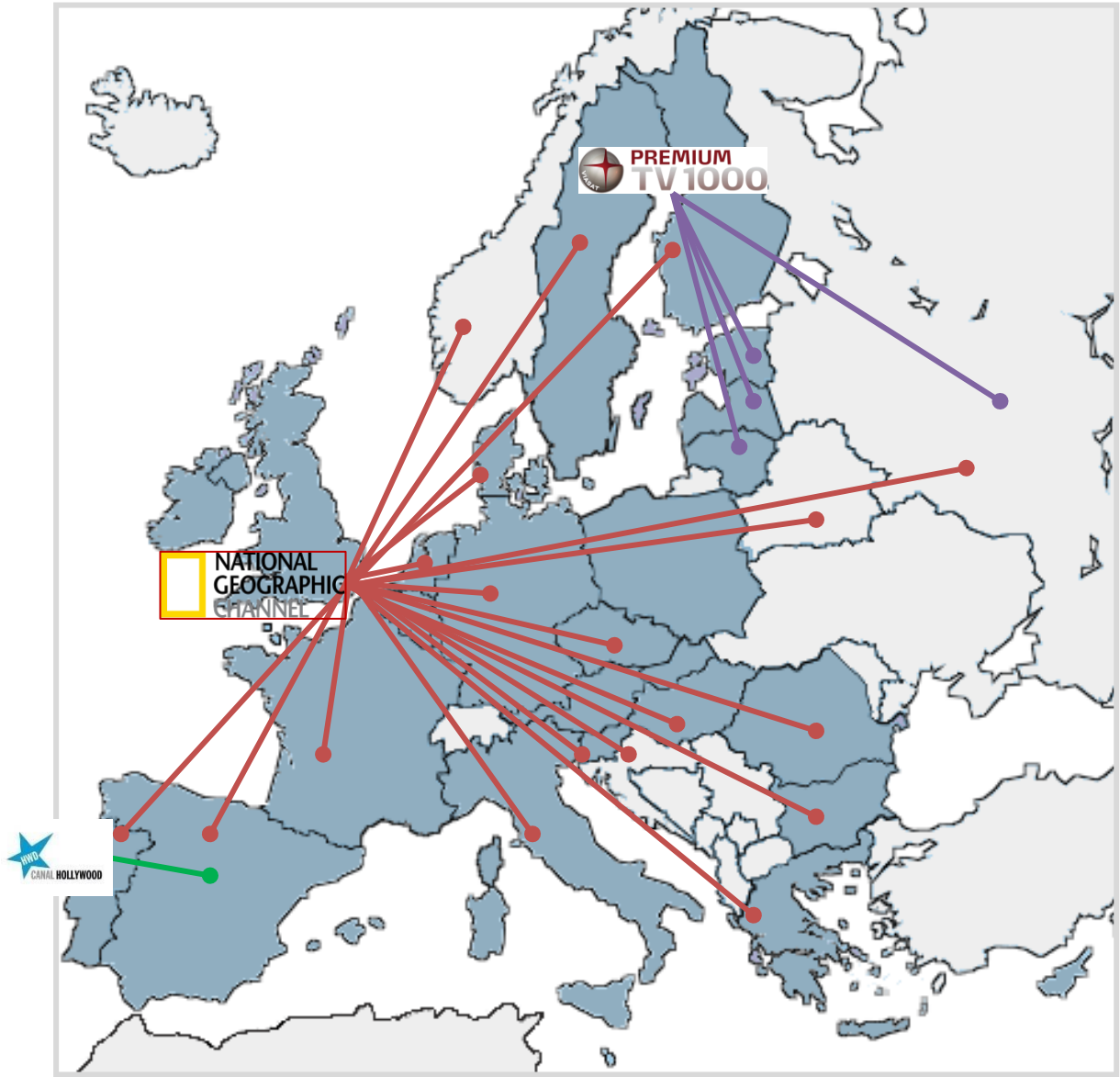
- **More and more circulation of TV channels**
- **ODAS maybe even circulating more**
- **Difficulty to track channels, country of establishment and ownership**

# The increasing circulation of TV channels...

25 versions of Discovery Channel.

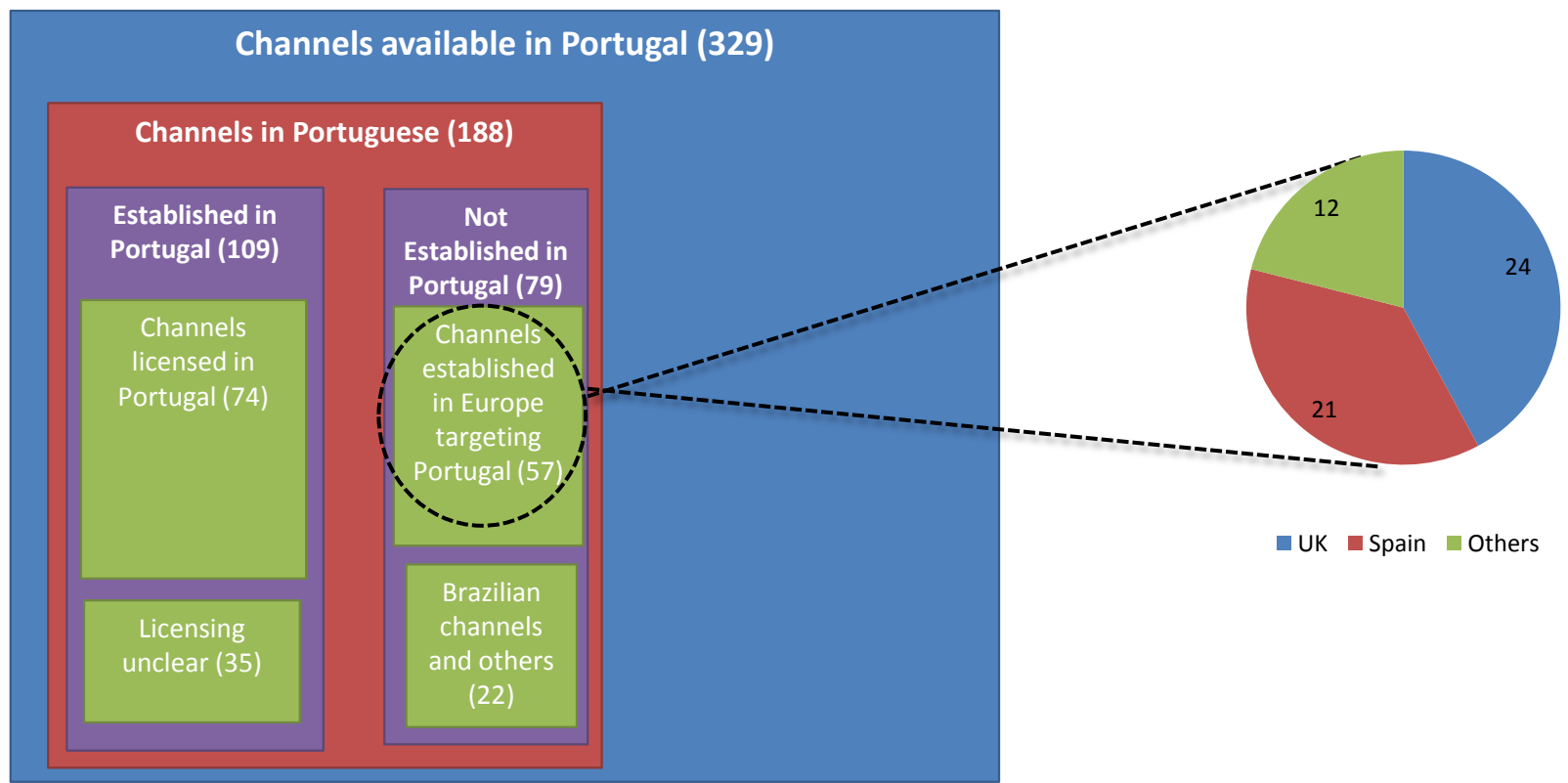
20 versions of CBS Reality.

16 versions of Eurosport.



# ...leads to an increasing number of available channels

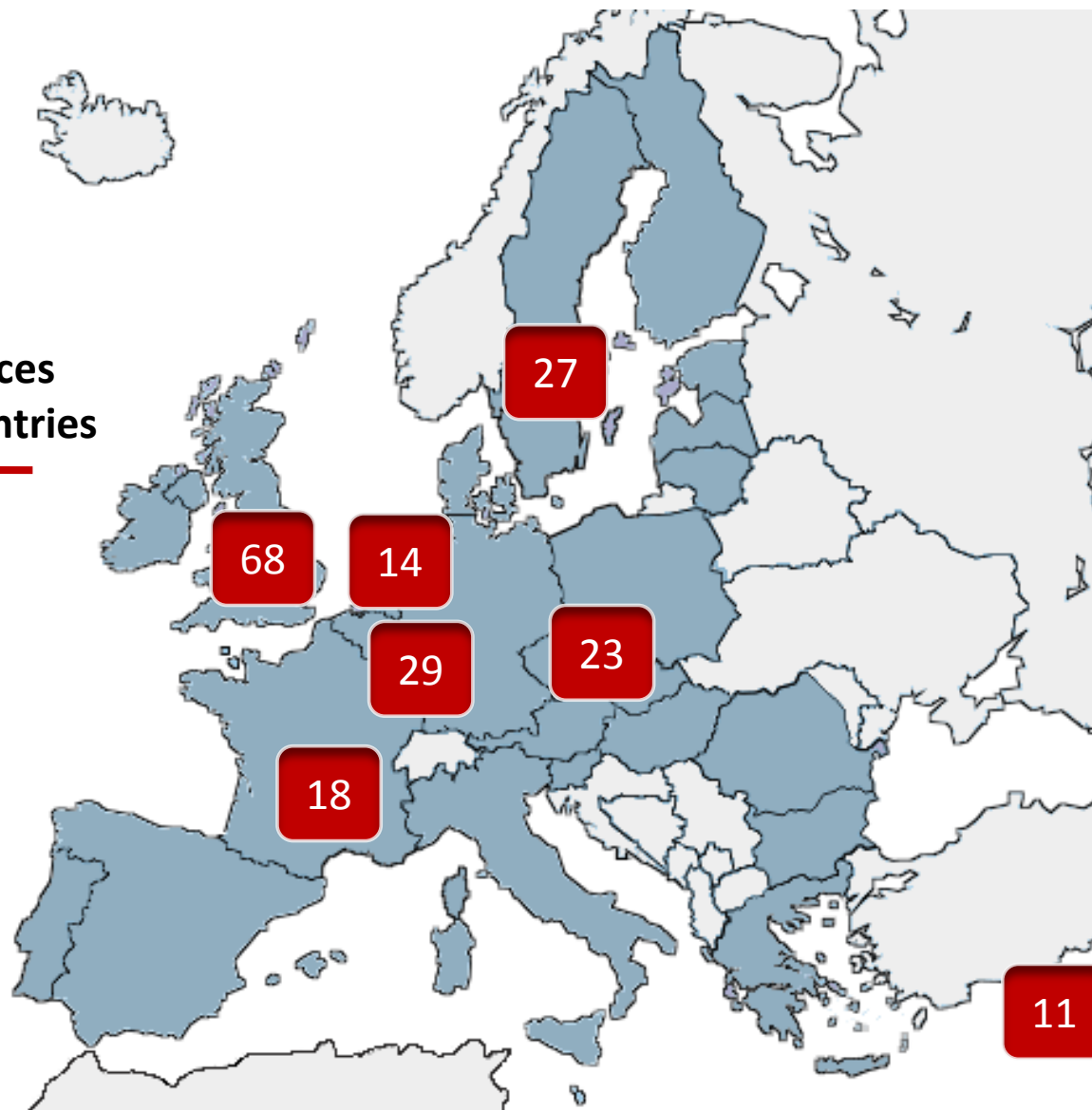
The average number of available channels has increased faster than the total number of channels



## On-demand services also circulate all over Europe

Netflix from NL. iTunes from LU. HBO from CZ. Disney, Discovery, Sony from GB

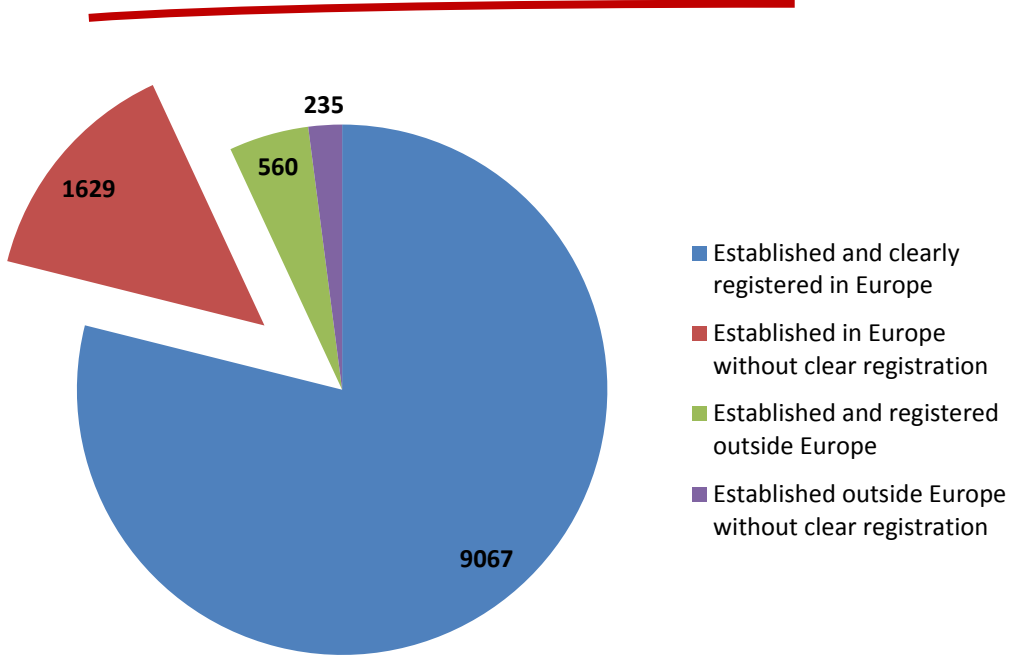
On-demand services targeting other countries



# Increasing circulation leads to difficult identification of registration

At least 15% of all TV channels in MAVISE have an unclear registration

### Breakdown of MAVISE channels by status of registration



## 2. Update on MAVISE

- **Reminder - MAVISE is a tool to:**
  - **Monitor the availability, establishment and ownership of TV channels and on-demand services**
  - **Provide statistics on audiovisual services**



# MAVISE: Individual searches

TV Channel: Biggs

## By service

**Table of contents**

- General Information
- Licence / Registration
- Technical transmission
- Satellite packages in which the channel is included
- Technical penetration (households - source: channels/OBS)

**General Information**

Channel Name	Biggs
Broadcasting company & contacts	DREAMIA - SERVICOS DE TELEVISAO, S.A
Media Group(s)	NOS, SGPS, S.A MULTICANAL IBERIA SL
Affiliation to a professional organisation	
Genre	Children's channel
Specific target audience	
Type of coverage	National
Language	Portuguese
Main targeted country	Portugal
Other countries in which the channel is available	

## By line-up

**Line-Up of TV channels**

Channel	Launch date	Public / Private / Mixed	Country of establishment	Type of coverage	Countries targeted
24 KITCHEN International		Private	Bulgaria	Several countries	Bosnia-Herzegovina, Croatia
A&E Portugal	2014	Private	Spain	National	Spain
Afro Music Channel		Private	Spain	International/ Pan-European	Portugal
Al Jazeera (version in English)	2005	Private	United Kingdom	International/ Pan-European	Australia, Austria, Belgium
AMC TV (version in Portuguese)		Private	Portugal	National	Portugal
Andaluca Television	1996	Public	Spain	Several countries	Belgium- Flemish Community
ARTE (version in French)	1992	Public	France	Several countries	Austria, Belgium- Flemish Community
AXN Black	2011	Private	Spain	National	Portugal
AXN Portugal		Private	Spain	National	Portugal
AXN Portugal HD	2011	Private	Spain	National	Portugal
AXN White (version in Portuguese)		Private	Spain	National	Portugal
Baby TV (version in Portuguese)	2008	Private	United Kingdom	National	Lithuania, Poland, Portugal
BBC World News	1991	Public	United Kingdom	International/ Pan-European	Europe (Free satellite channels)
Benfica TV1	2008	Private	Portugal	National	Portugal
Benfica TV1 HD	2013	Private	Portugal	National	Portugal
Benfica TV2	2013	Private	Portugal	National	Portugal
Benfica TV2 HD	2013	Private	Portugal	National	Portugal
Biggs	2009	Private	Portugal	National	Portugal
Bloomberg TV Europe		Private	United Kingdom	Several countries	Austria, Belgium- Flemish Community
Canal de Historia (version in Portuguese)		Private	Spain	National	Portugal, Spain
Canal Hollywood (Portugal)	1995	Private	Portugal	National	Portugal
Canal Panda	1997	Private	Portugal	National	Portugal
Canal Parlamento (Arv)	2000	Public	Portugal	National	Portugal

## By company

Company: MULTICANAL IBERIA SL

**Table of contents**

- General Information

**Activities provided**

- Broadcaster of TV channels
- Provider of on-demand audiovisual services

**General Information**

Name	MULTICANAL IBERIA SL
Country	Spain
Address	C/ Saturno 1 Madrid 28224 POZUELO DE ALARCON Madrid Spain
Phone	+34 91 714 10 80
Fax	+34 91 351 68 73
Main Website	<a href="http://www.chellomulticanal.com/es/">http://www.chellomulticanal.com/es/</a>
Main Activity	Broadcaster (thematic channel(s))
Main Owner	AMC Networks
Owner 2	
Owner 3	

## By regulator

**Licence / Registration**

Related licensing authority	Entidade Reguladora para a Comunicação Social (ERC)
Licensing authority country	Portugal
Main kind of transmission	Cable and/or satellite and/or IPTV (private)
Statute	Private
Date of licence or registration	
End of licence	
Year of launch	2009

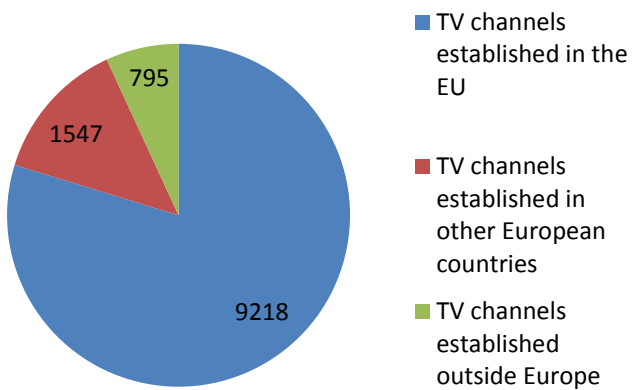
**Technical transmission**

Technical transmission	Analogue Terrestrial	Digital Terrestrial	Cable	Satellite	IPTV
EUROPE				Eutelsat 5 West A at 5.0°W Hispasat 1E at 30.0°W	
Portugal			CABOVISAO-TELEVISAO PC NOS, SGPS, S.A.		VODAFONE PORTUGAL - C SONAECOM - SERVICOS D PORTUGAL TELECOM SGP

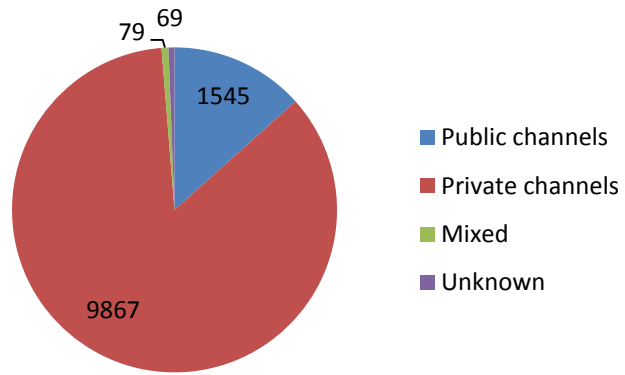
[export to Excel](#)



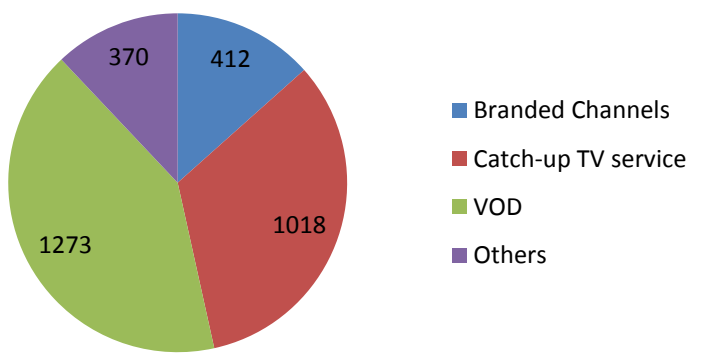
## Establishment



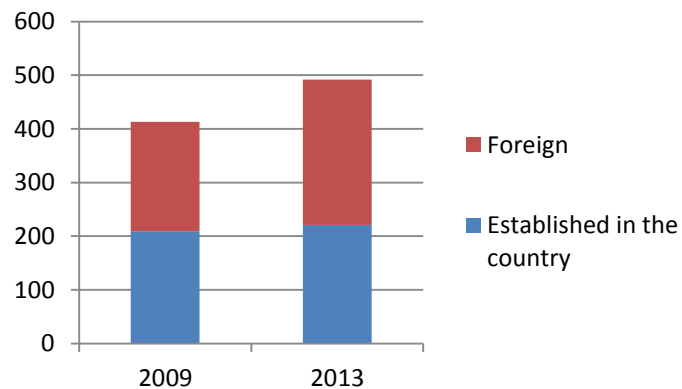
## Ownership



## Category



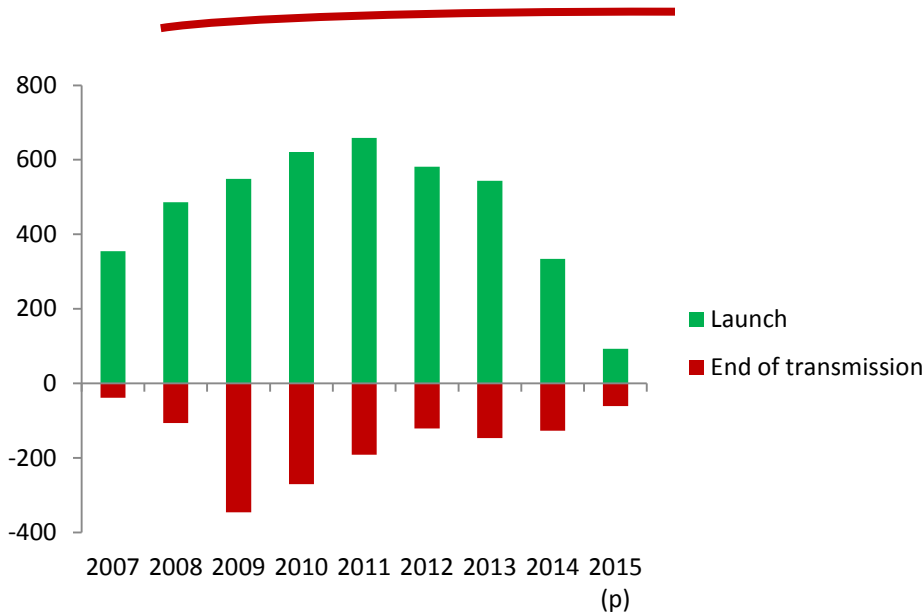
## Availability



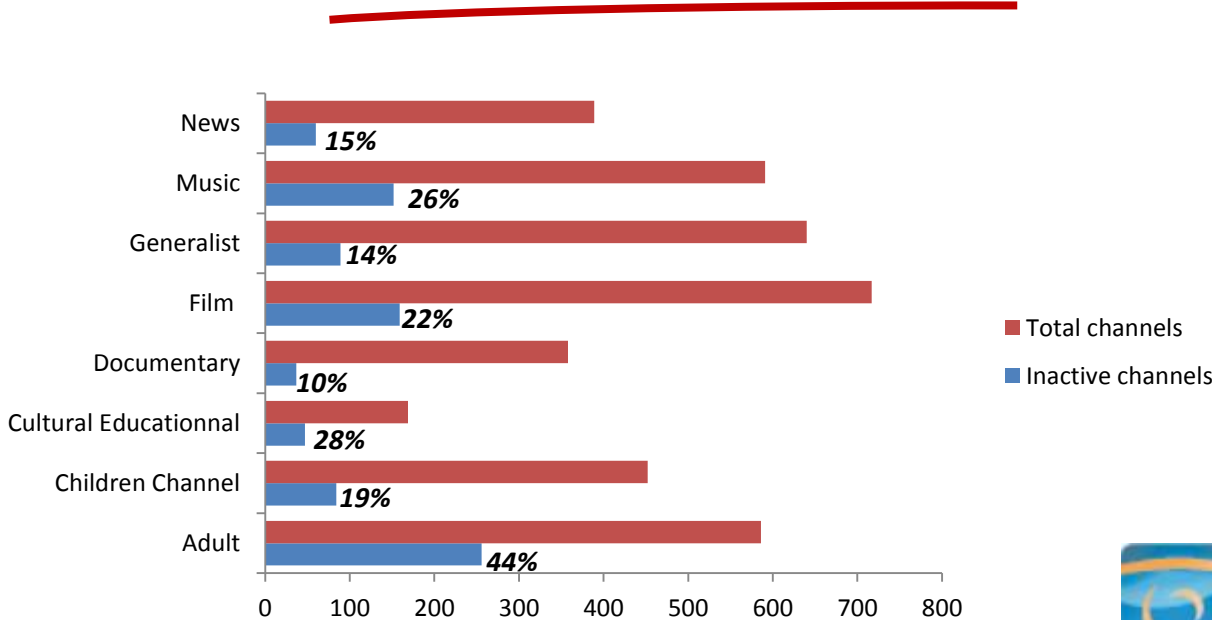
And genres, HD versions, distribution etc...



## Net addition of TV channels

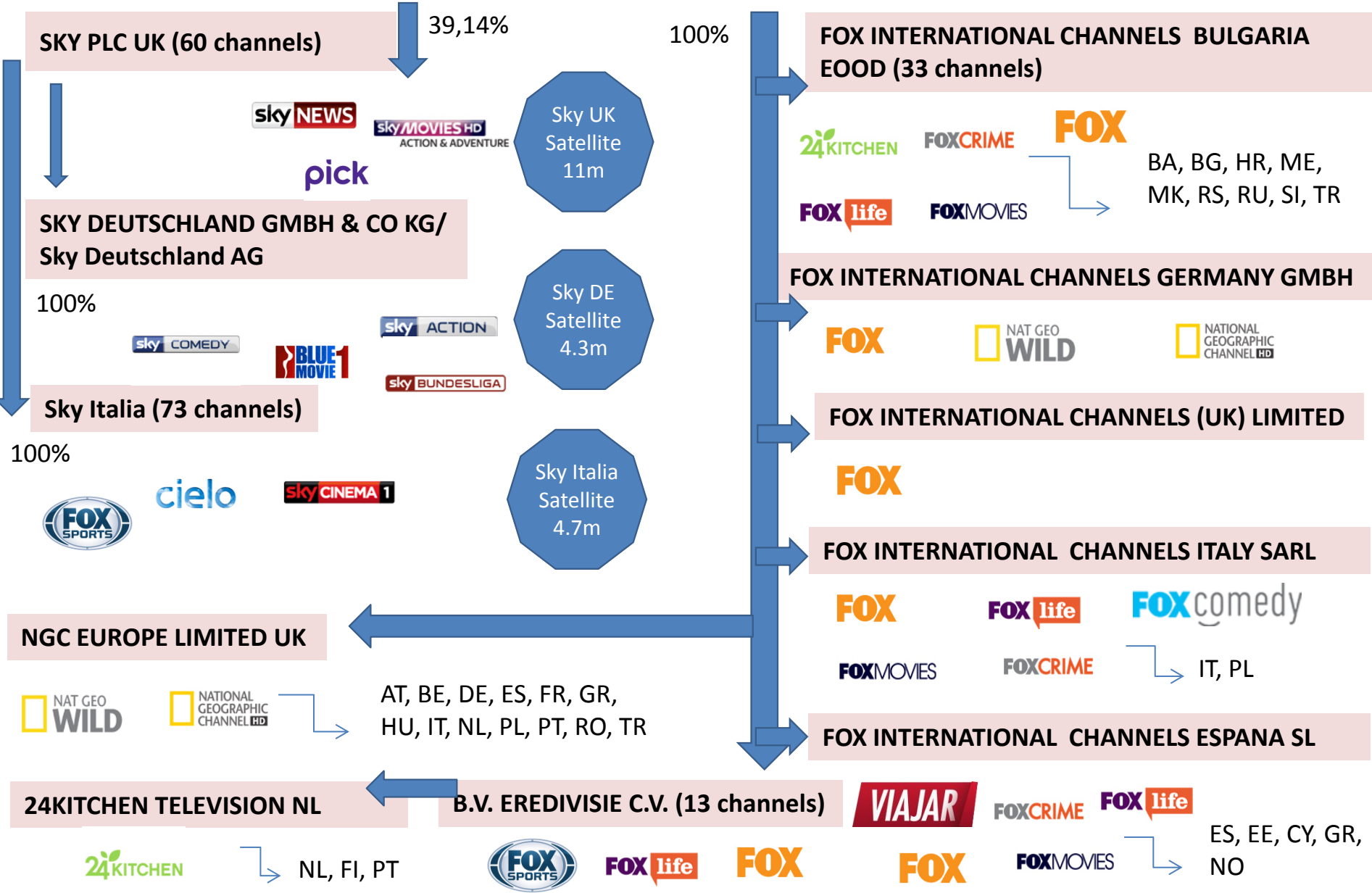


## Mortality rate of TV channels by genre

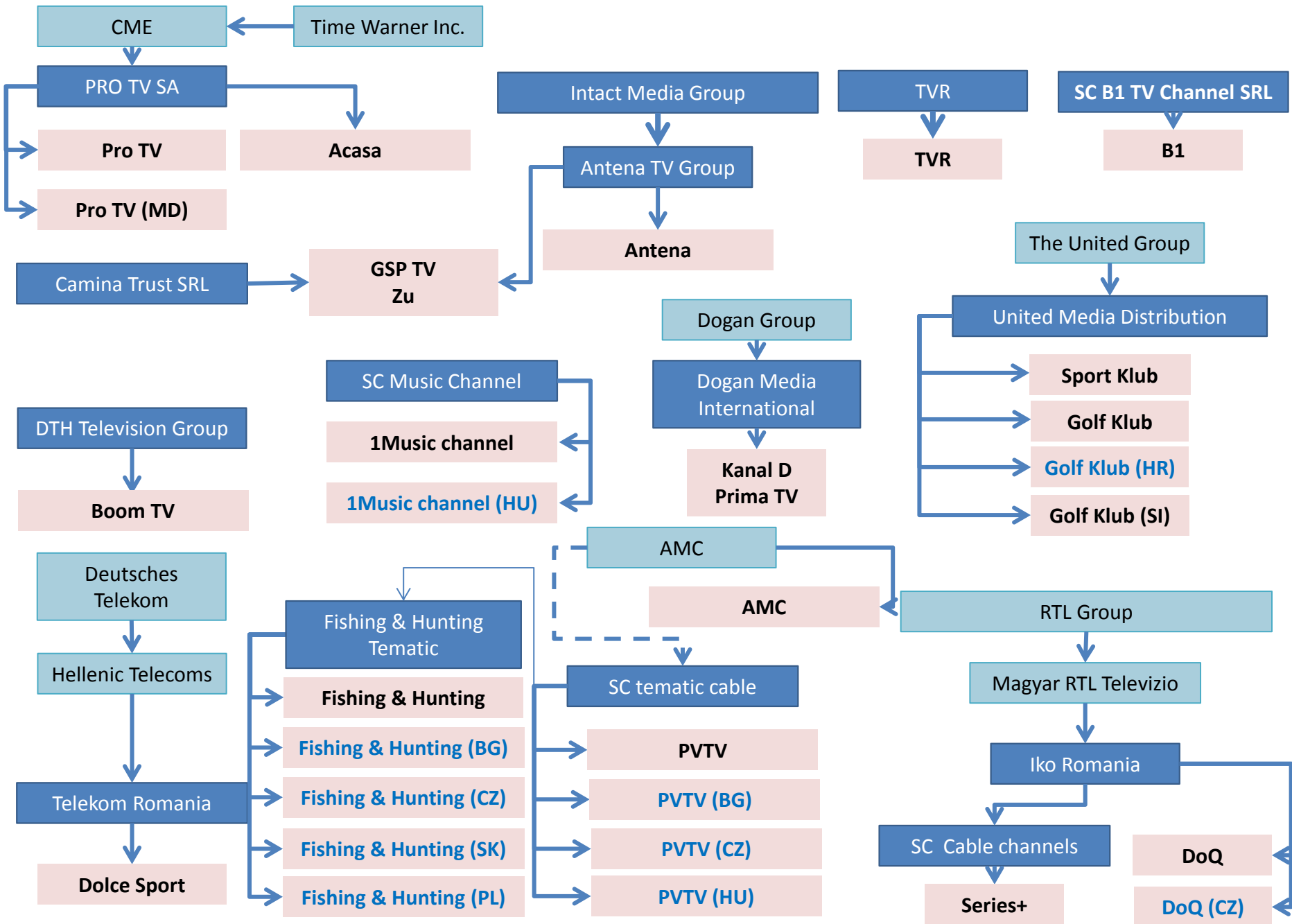


# 21<sup>st</sup> Century Fox

More than 40 brands, 260 channels (+180 HD), 22 languages, controls 3 satellite packages



# MAVISE Analysis - Romania



- **Major on-going update (21 countries as of today)**
- **Short term improvements (Q1 2016):**
  - **Presentations of available channels**
    - Established
    - Foreign, targeting the country
    - Other channels
  - **Simplification of on-demand services typology**
- **New queries**
  - Search for channels that specifically target a country;
  - Search for European free satellite channels.
- **Easier tracking of joint-ventures**



# 3. Cooperation for a better MAVISE

**Make MAVISE more reliable for the common interest and make it fit the regulators needs i.e. a shared tool where the OBS can bring:**

- Common methodology
- European consolidation
- Query tools
- **This would imply:**
  - To discuss the evolution of scope (in particular for ODAS)
  - To make the information exchanges between regulators and the OBS more systematic
  - To jointly discuss new query tools

