



**CATALONIA AUDIOVISUAL LANDSCAPE**



# Where is Catalonia?



Barcelona

- 7,508,106 hab.
- 32,000 km<sup>2</sup>



# Economic magnitudes of the audiovisual sector in Catalonia

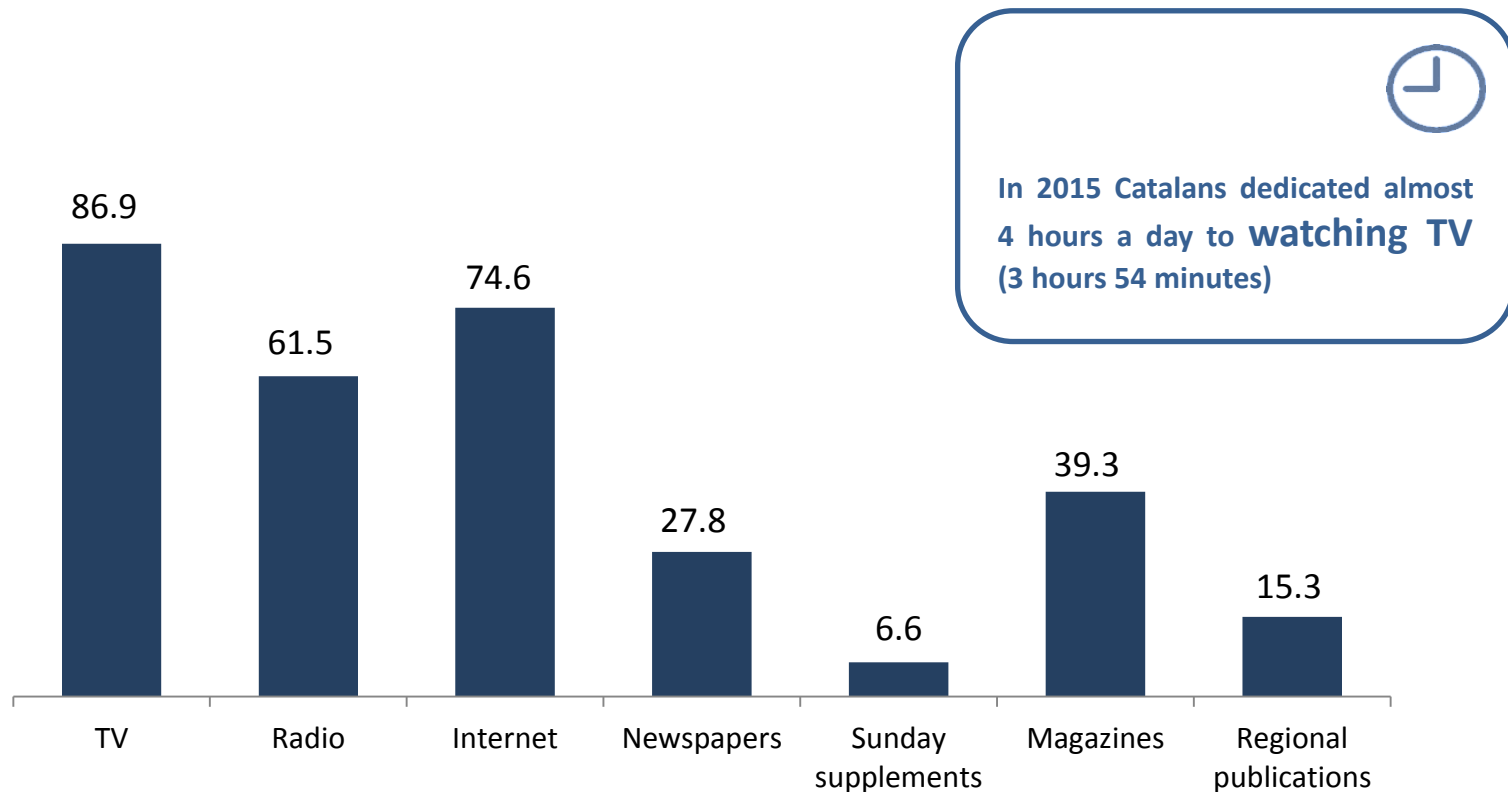
Number of companies	1,628
Jobs	11,503
Turnover (millions €)	1,768

Source: IDESCAT. 2013





# Media penetration in Catalonia



Source: 1st sweep EGM. 2016









# Breakdown of DTT in channels in Catalonia

## 91 DTT channels

### By service zone



### By ownership



Source: BIAC 4. May 2016



# Breakdown of Catalan DTT channels

## 9 Catalan channels

### 6 public channels



Language used: Catalan

### 3 commercial channels



Language used: Catalan

# Breakdown of Spanish DTT channels

## 32 Spanish channels

### 7 public channels

CRTVE

1

2

24h

clan

tdp

1 HD

tdp HD



Language used: Spanish (except for regional sections)

### 25 commercial channels

Atresmedia  
Televisión



laSexta

neox

nova

MEGA

A3S

Mediaset  
España



VEO  
Televisión



New  
channel

NET  
Televisión



Real Madrid  
Televisión



13  
Televisión



Grupo  
Secuoy



Radio  
Blanca



Language used: Spanish





# Breakdown of local DTT channels

**50** local channels

**11** public channels



(...)



Language used: Catalan

**39** commercial channels



(...)

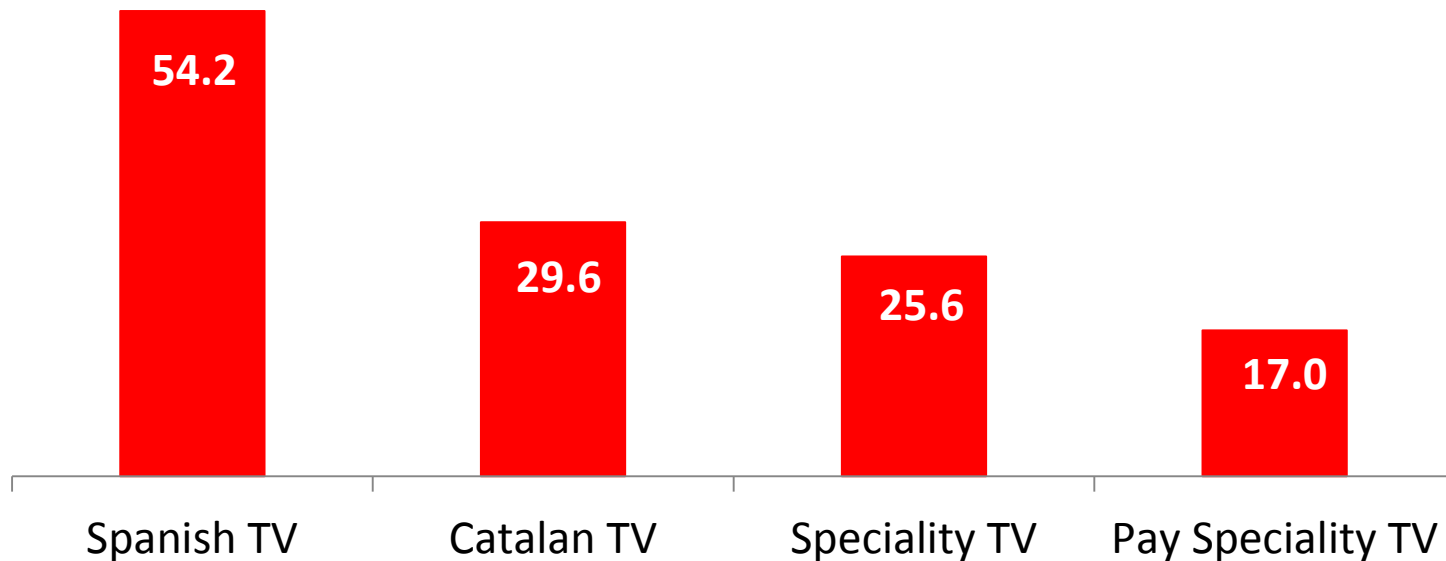


Language used: Catalan



# Penetration of television in Catalonia

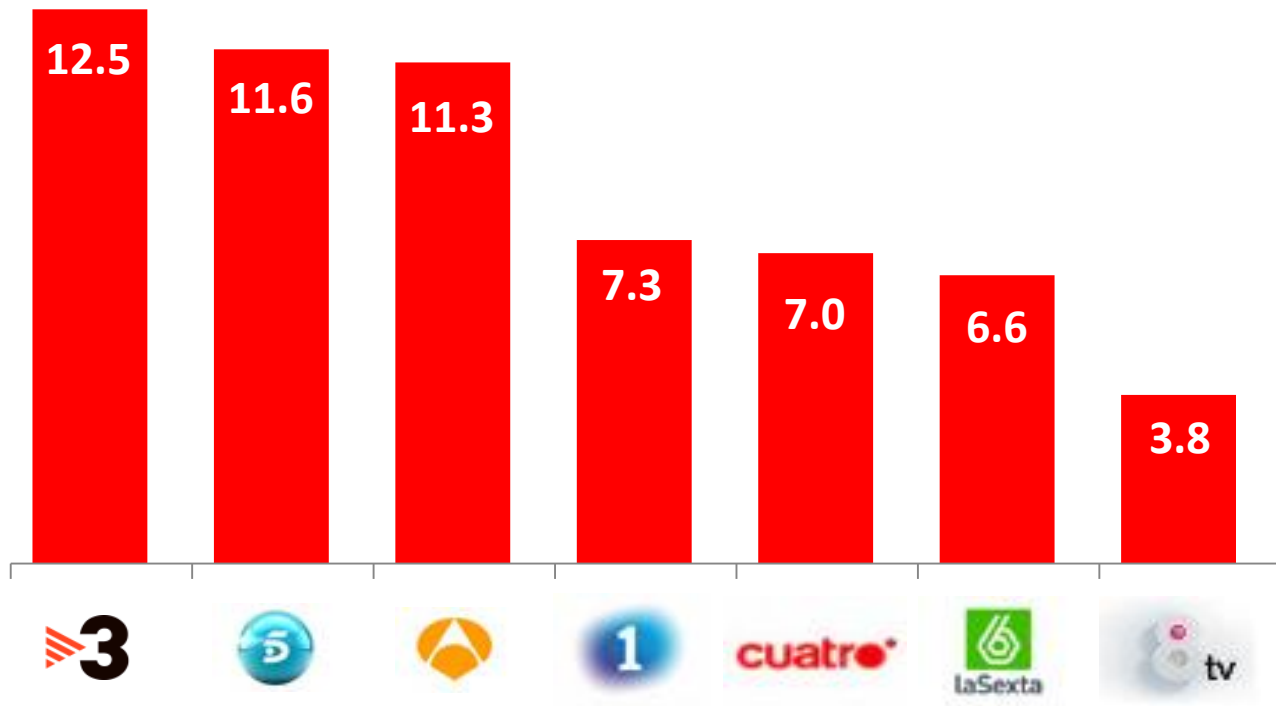
**% of DTT viewer**



**Source:** 1st sweep EGM. May 2016

# Television audiences per channel in Catalonia

2015

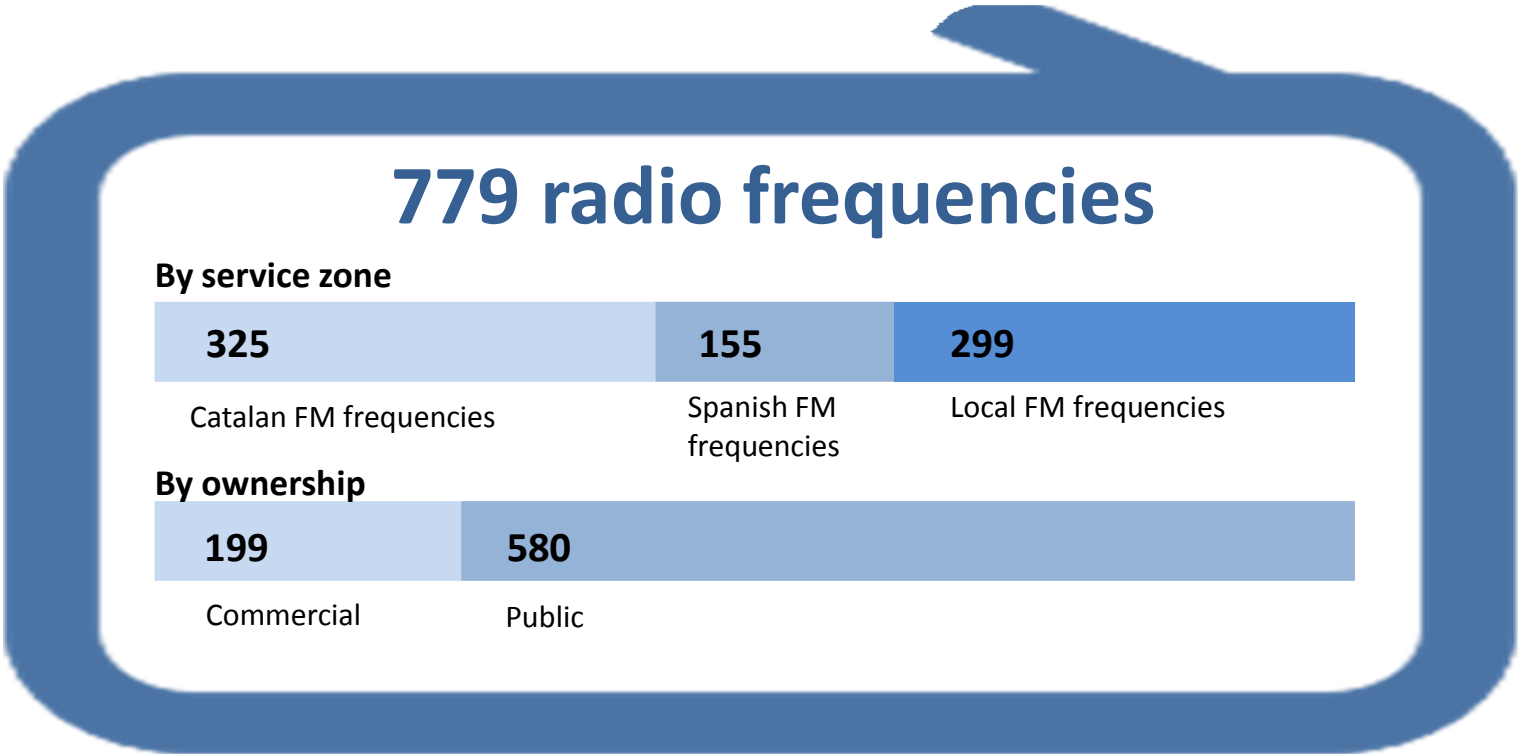


Source: Kantar Media





# Breakdown of radio broadcasters in Catalonia



Source: BIAC 4. May 2016





# Public radio in Catalonia

280 public stations

## 3 Catalan stations



Language used: Catalan



## 5 Spanish stations



Language used: Spanish (except Ràdio 4)



## 272 local stations



Language used: Catalan





# Commercial radio in Catalonia

## 41 commercial stations

### 7 Catalan station



### 15 Spanish station



### 19 local station



Source: Consell de l'Audiovisual de Catalunya. April 2016



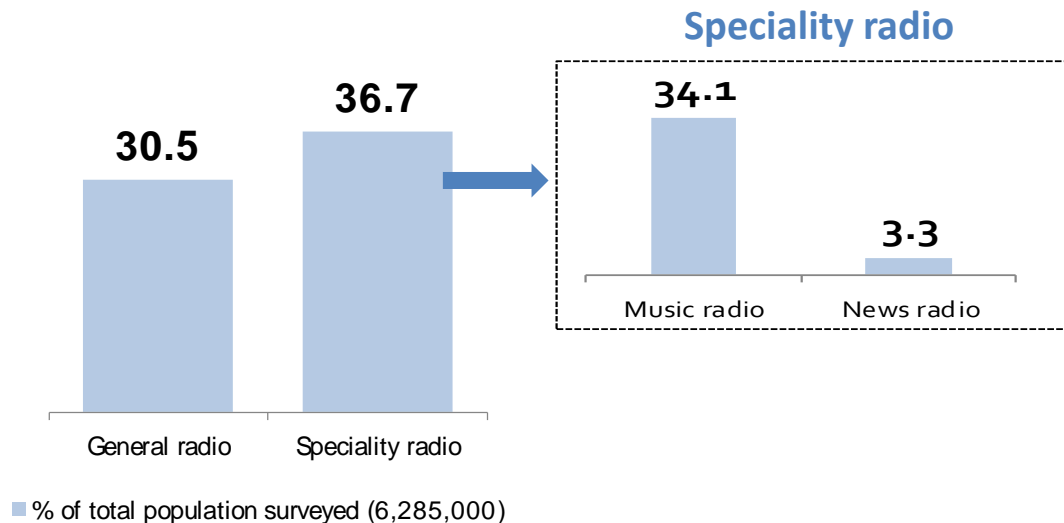




# Penetration of radio

## Penetration

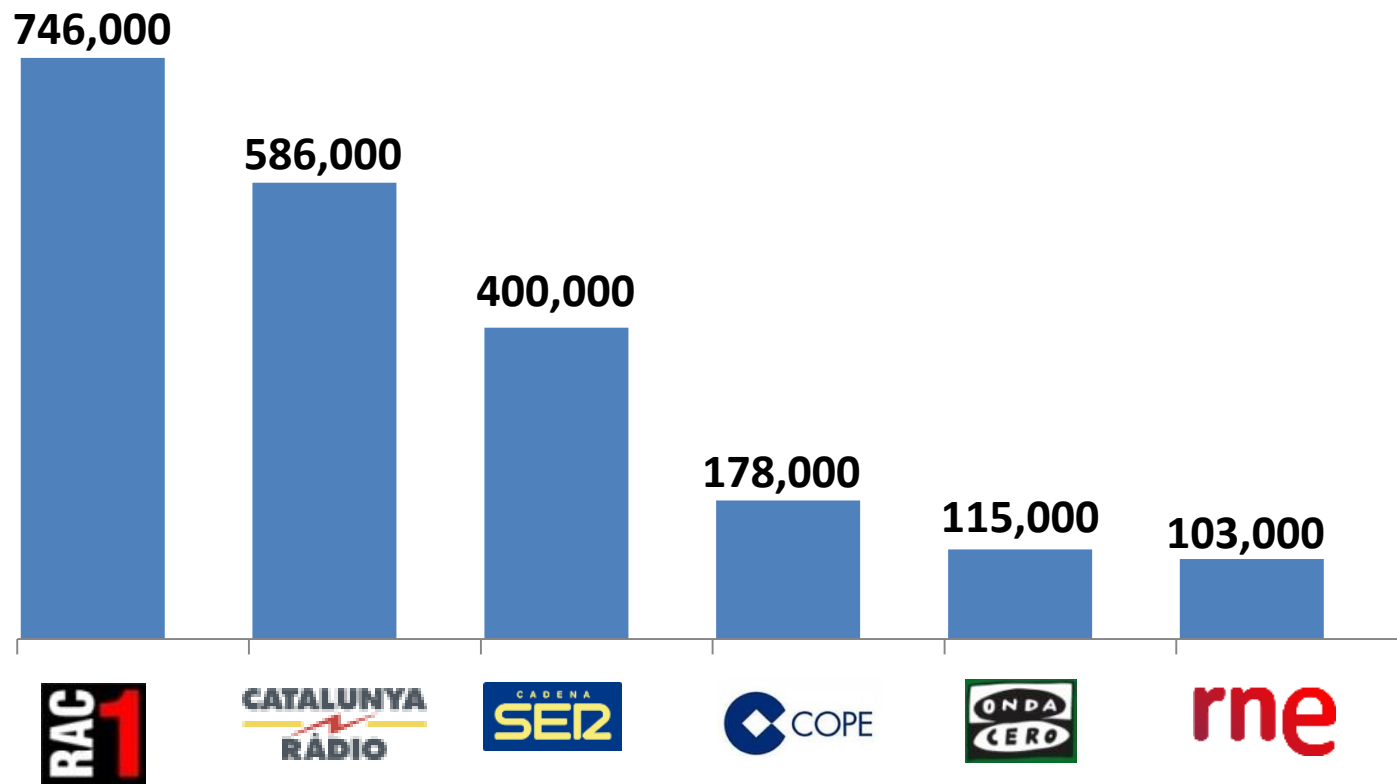
(%, day prior to interview)



Source: 1st sweep EGM. 2016



# Radio audiences in Catalonia



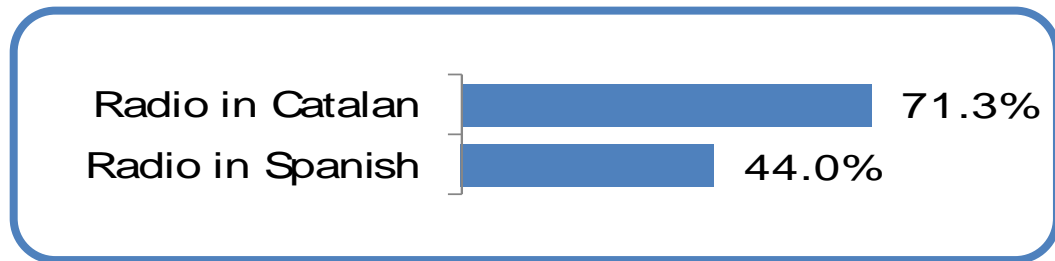
Source: 1st sweep EGM. 2016





# Language of radio

Breakdown by consumption language out of total listeners



Source: 3rd sweep EGM. 2015

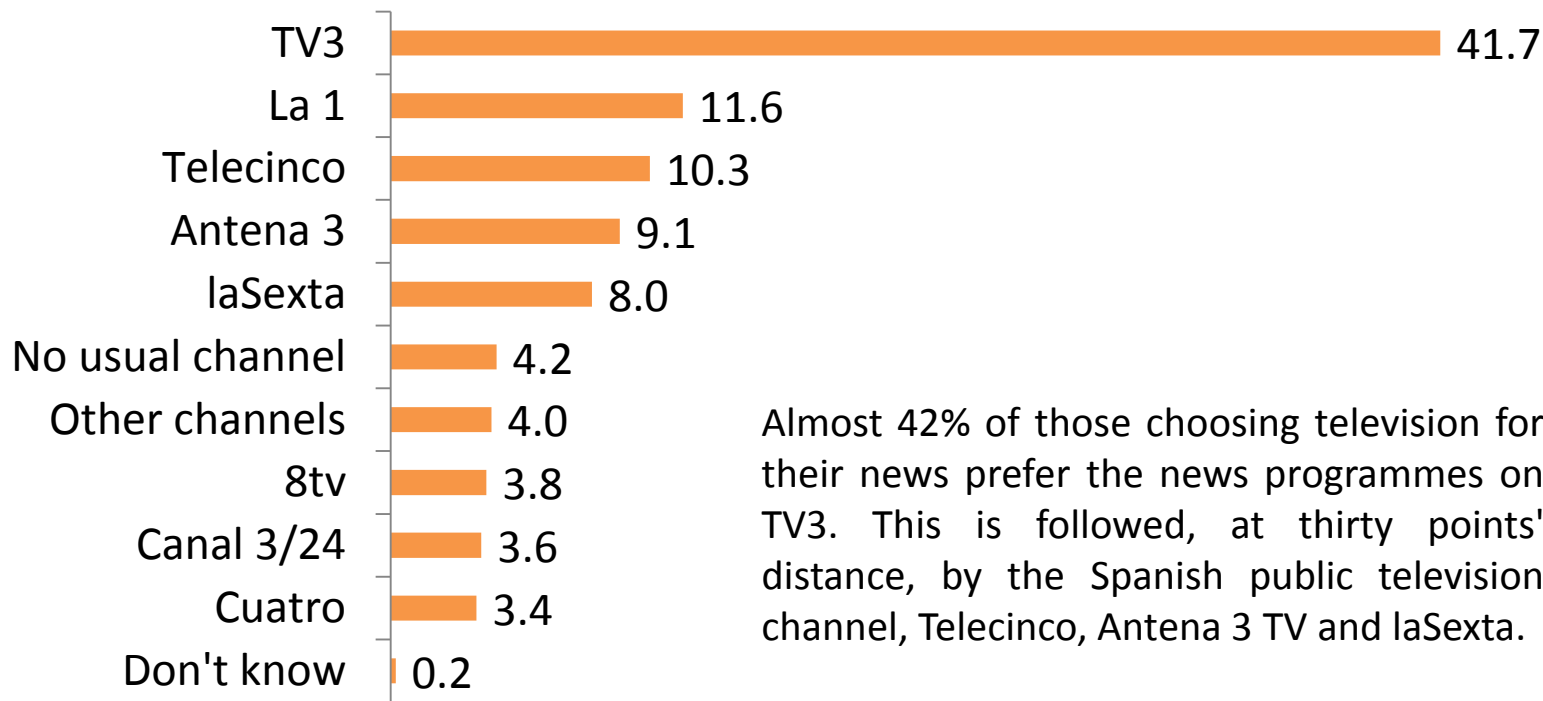


**How do we get our news?**



# News consumption in the media

## Favourite TV channels for watching the news. 2015



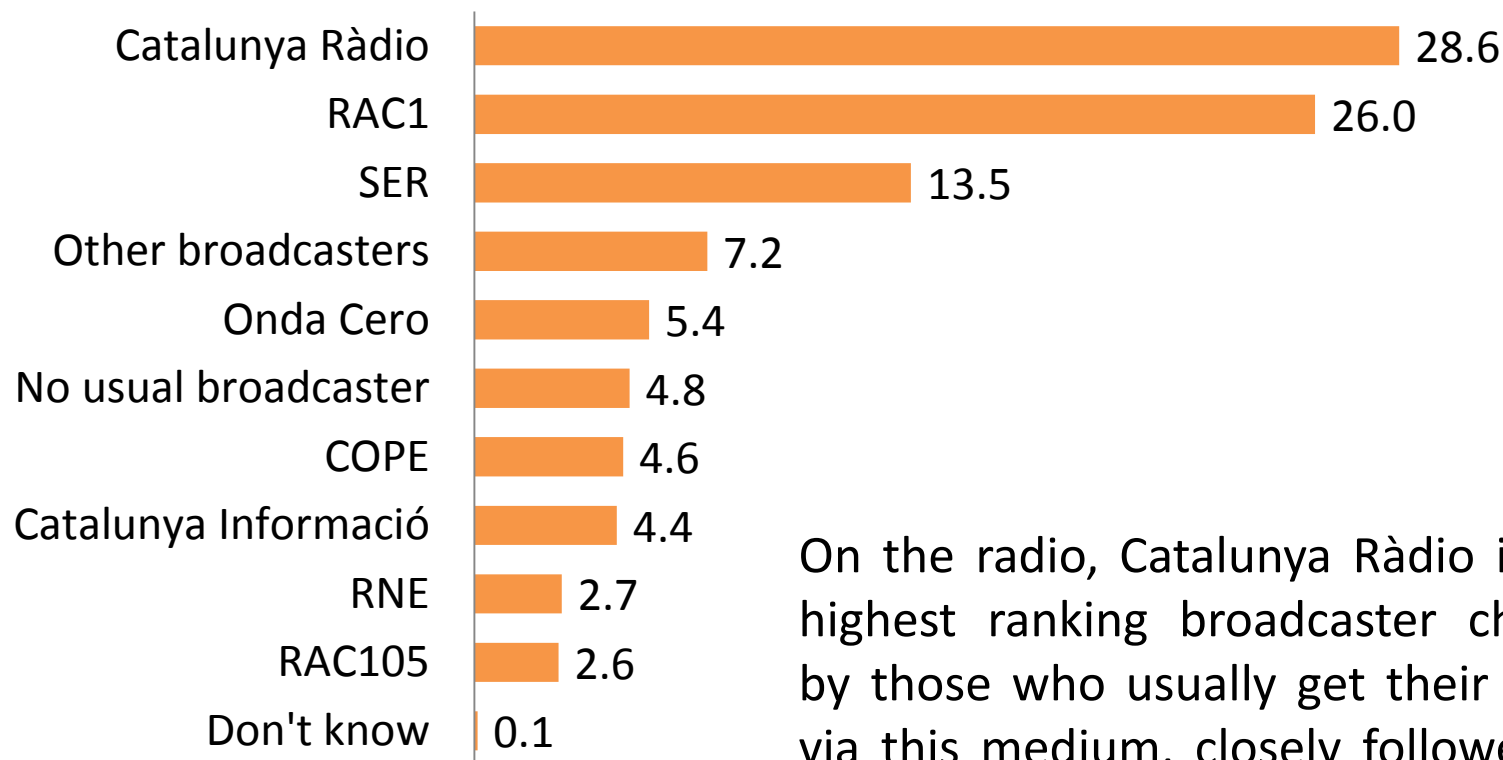
Almost 42% of those choosing television for their news prefer the news programmes on TV3. This is followed, at thirty points' distance, by the Spanish public television channel, Telecinco, Antena 3 TV and laSexta.

**Source:** 3rd sweep EGM. 2015



# News consumption in the media

## Favourite radio broadcaster for listening to the news. 2015



Source: 3rd sweep EGM. 2015

On the radio, Catalunya Ràdio is the highest ranking broadcaster chosen by those who usually get their news via this medium, closely followed by RAC1.



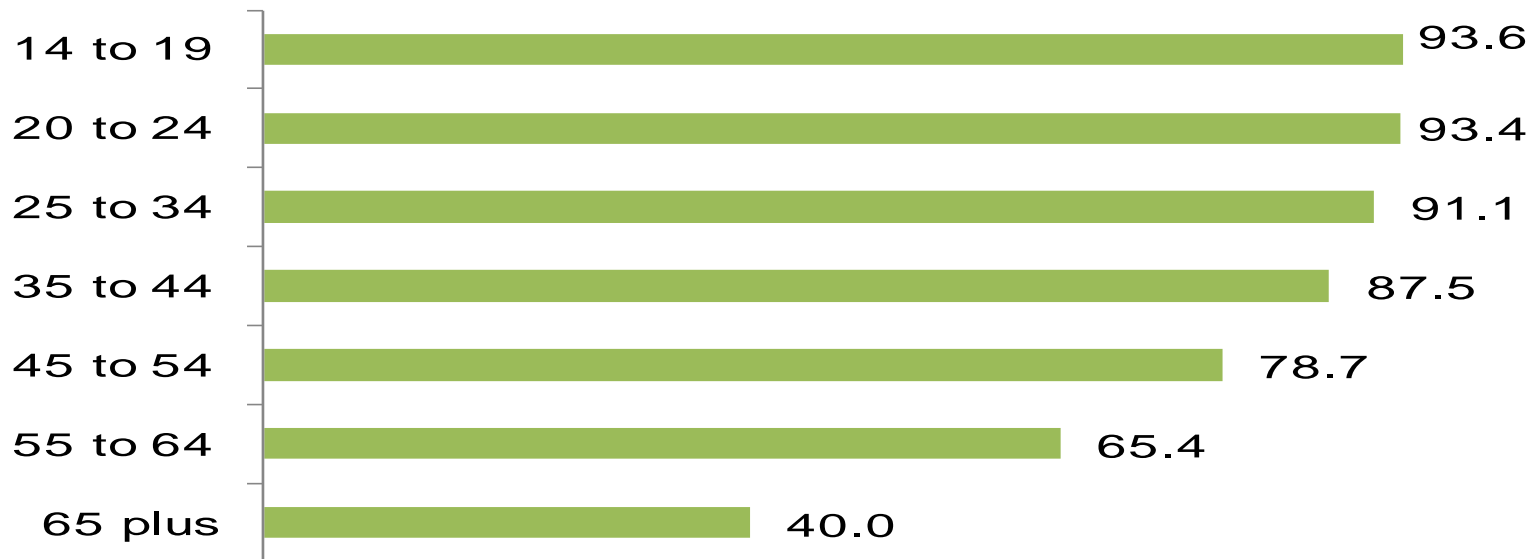
**Internet**





# Internet user profiles in Catalonia

Internet penetration in Catalonia has increased slightly compared with the previous sweep, going from 73.2% to 73.9% of the population.

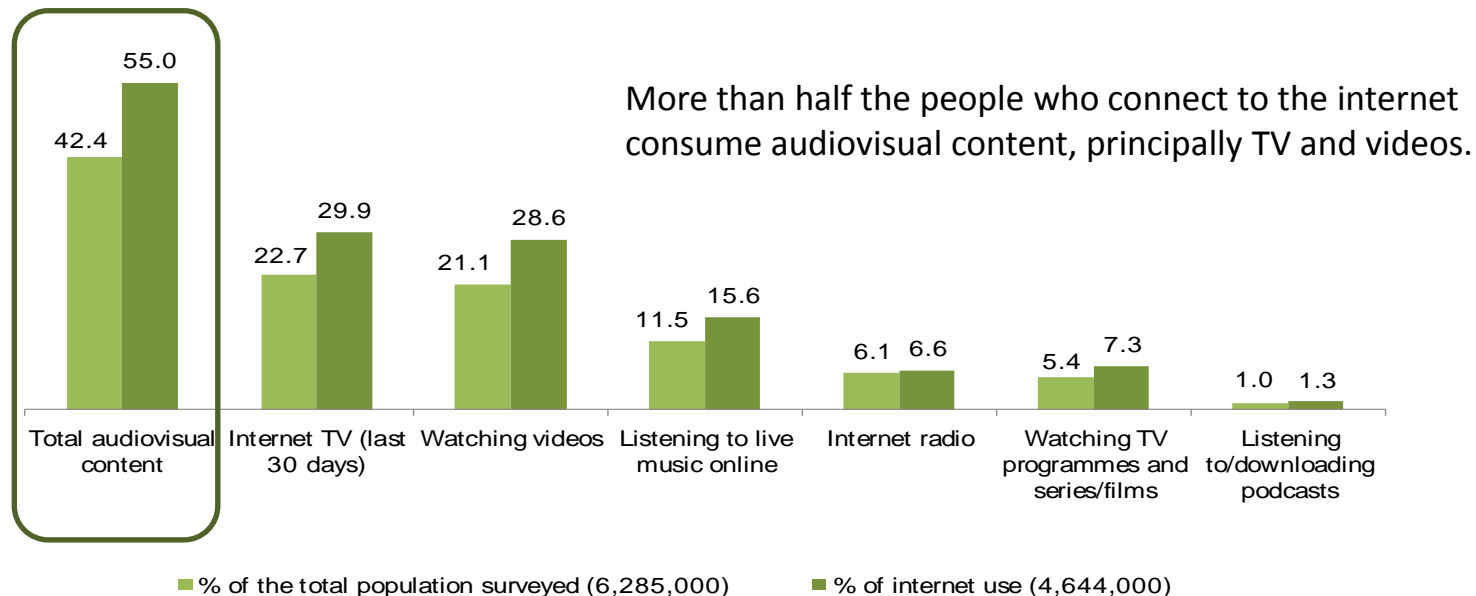


**Source:** 3rd sweep EGM. 2015



# Consumption of online audiovisual content

Use of the internet to consume audiovisual content

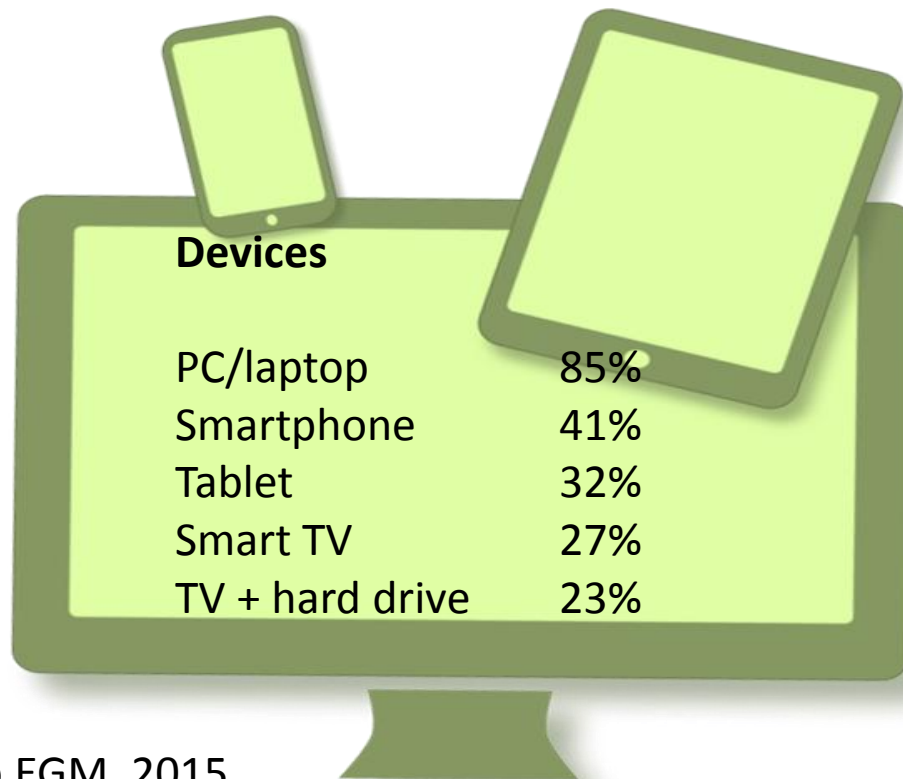


Source: 3rd sweep EGM. 2015



# Consumption of online audiovisual content

Use of devices to consume audiovisual content

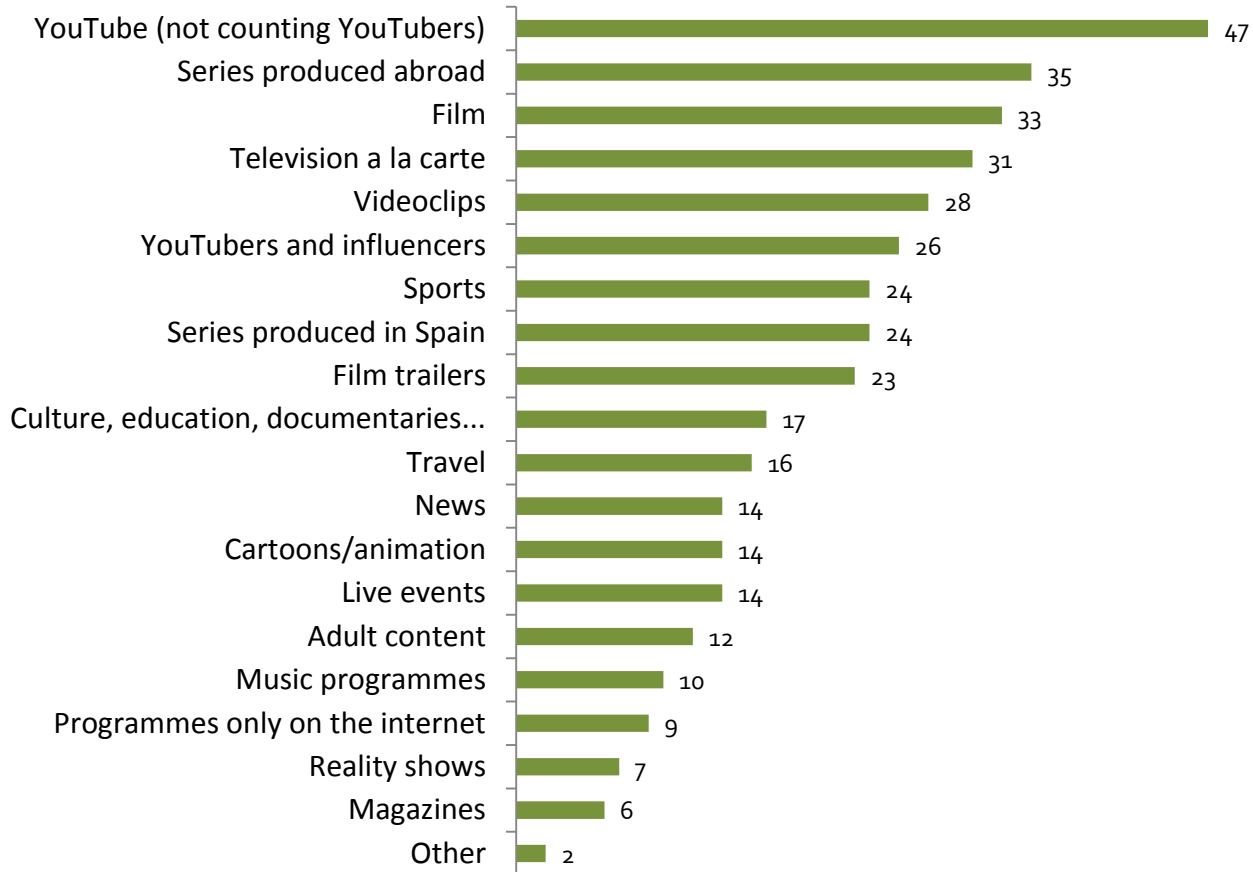


Source: 3rd sweep EGM. 2015



# Consumption of online audiovisual content

## Use of the internet to consume audiovisual content

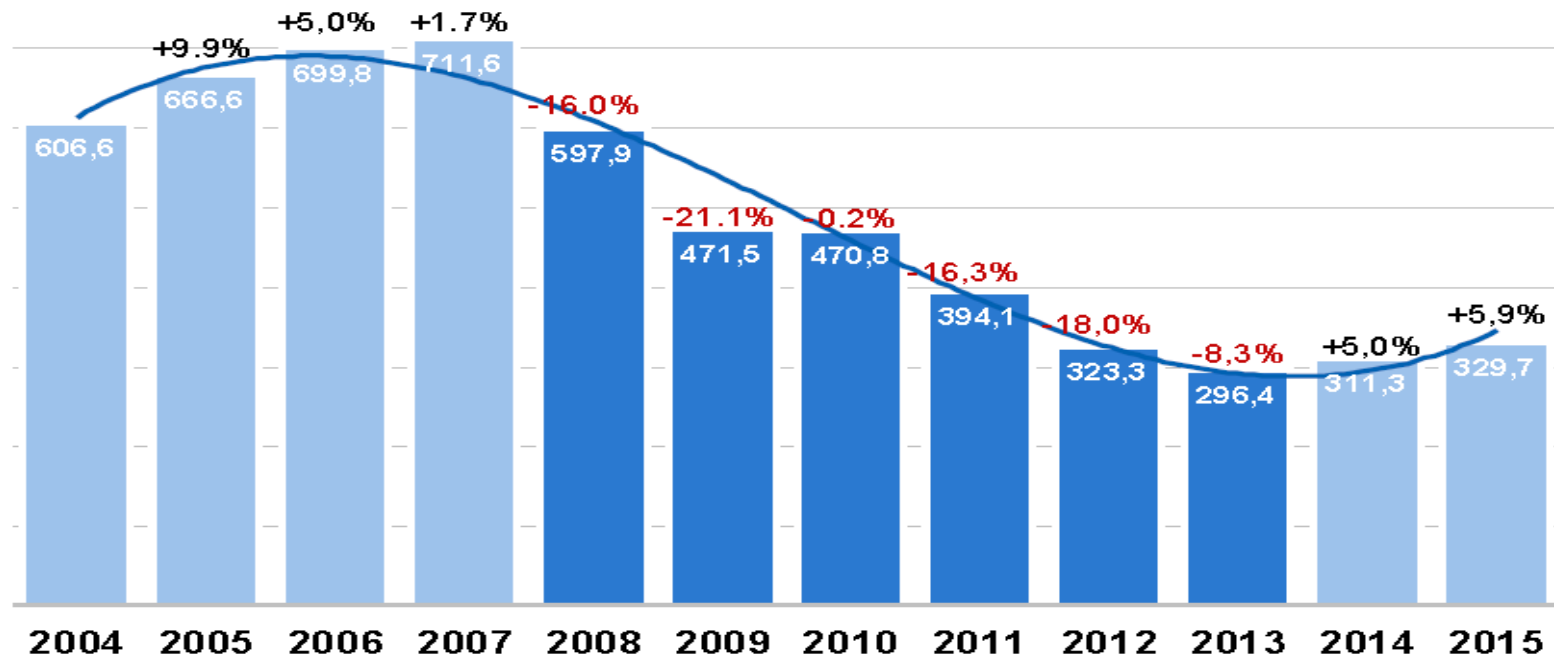


Source: IAB Spain.



# Advertising

# Evolution of the advertising investment in the Catalan media (in M€)



Source: Arce Media, elaborated by Media Hotline

*Moltes gràcies* *Mange tak* *Moltes gràcies* *Muito obrigado*  
*Moltes gràcies* *Muchas gracias* *Vielen Dank* *Mange tak* *Mer*  
*obrigado* *Vielen Dank* *Muito obrigado* *Muchas gracias* *Moltes gràcies*  
*Merci* *Mange tak* *Merci* *vielen Dank*  
*Merci* *Muchas gracias* *Mange tak* *Vielen D*  
*Mange tak* *Merci* *Mange tak* *Moltes gràcies*  
*len Dank* *Mange tak* *Vielen Dank* *Muito obrigado*  
*Moltes gràcies* *Mange tak* *Merci*

# **Thank you**



Generalitat  
de Catalunya



**Consell  
de l'Audiovisual  
de Catalunya**