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DUBLIN
2008

EUROPEAN PLATFORM OF REGULATORY AUTHORITIES



MAVISE

Presentation of MAVISE at the 28th meeting of the EPRA, Dublin October 31st 2008

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



Directorate General Communication



The European Audiovisual Observatory: Information for the audiovisual sector

- European public service body with 36 member States and the European Community, represented by the European Commission.
- Legal framework of the Council of Europe (Strasbourg)
- Works with partner organisations, professional organisations from within the industry and a wide network of correspondents.
- Key publications: *Yearbook* (Market and Statistics), *Iris* (Law)
- Existing online databases: LUMIERE (film admissions), MERLIN (legal information), KORDA (public funding)



MAVISE: General framework

- Initiative of DG Communication - Commissioner Margot Wallström
- Contractual agreement between the European Commission and the Observatory (Contrat de prestation de service en procédure négociée)
- Duration: 5 years (2007-2011)
- 2 analysts full time + development of software + purchase of data



What's the MAVISE database?

- A comprehensive, regularly updated survey of all TV companies active in **27 EU countries (+ 2 candidates countries)** and the over **7,000 channels** they broadcast
- Which is mainly intended for use by the EU institutions
- Is partially available to the public through the OBS website since 9 April 2008 (launch at MIP-TV)
- Work in progress : as at 29.10.2008 : 5,149 channels, 4,122 companies



What is included in MAVISE?

(1) a public access area : <http://mavise.obs.coe.int>

- Available to the public on the OBS website from 9 April 2008:
 - A description of individual country's audiovisual landscapes (recent developments, basic data, links)
 - A full list of TV companies and channels by country and region (target : 5000 TV channels, 3000 broadcasting companies)
 - A list of main transmission companies (satellite operators, analogue and digital terrestrial transmitter, cable operators, IPTV operators, mobile TV operators), including their line-up
 - Detailed channel profiles (addresses, contacts, genre, technical transmission, potential audience,...)
 - A glossary



What is included in MAVISE ?

(2) A restricted area for EU officials

- Available to a selected number of EU officials:
 - Regularly updated financial information on around 1500 broadcasting companies
 - Audience data (by country, channel and information programme)
 - Identification of channels by target audiences
 - Information on around 7000 information programmes : format, average audience on 3 targets

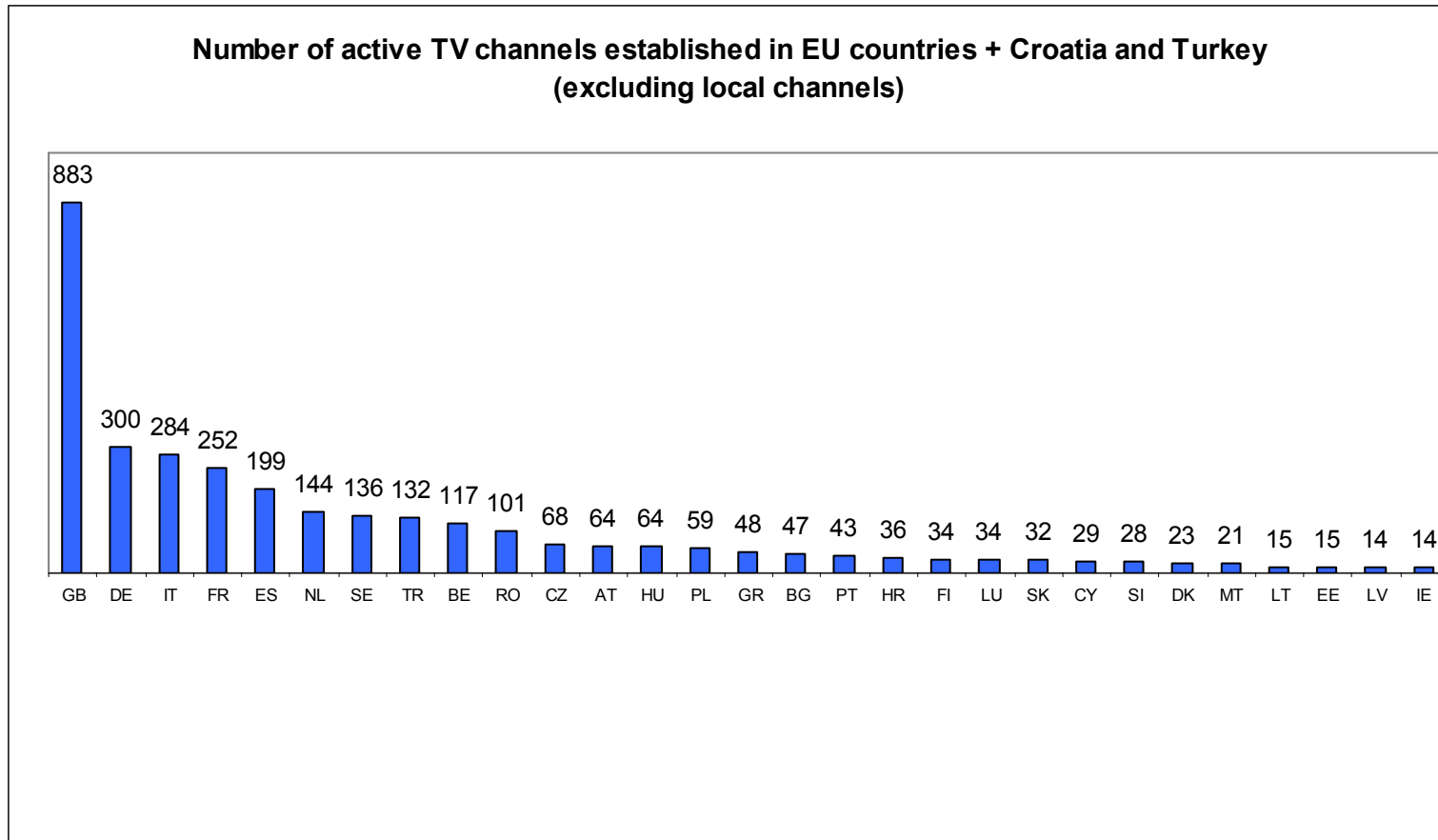


Over 6,500 TV channels in the European Union in 2008 (as of 01.10.2008)

- MAVISE currently identifies 5068 active channels. Survey of local television channels still ongoing: a further estimated 1,500 small local channels are active in European markets and will be progressively added to the database.
- Of the 5068 channels identified in MAVISE, 4663 channels are established in one of the 27 EU countries or in the two candidate countries (Croatia and Turkey), and 405 originate from third countries.
- Of the 4663 European channels already in the MAVISE database, this includes:
 - 381 nationwide terrestrial channels (with an analogue and/or digital national licence)
 - 2473 nationwide channels accessible through cable, satellite or IPTV (656 of those channels are established in one country and target one or more other countries)
 - 1809 regional and local channels (including windows)



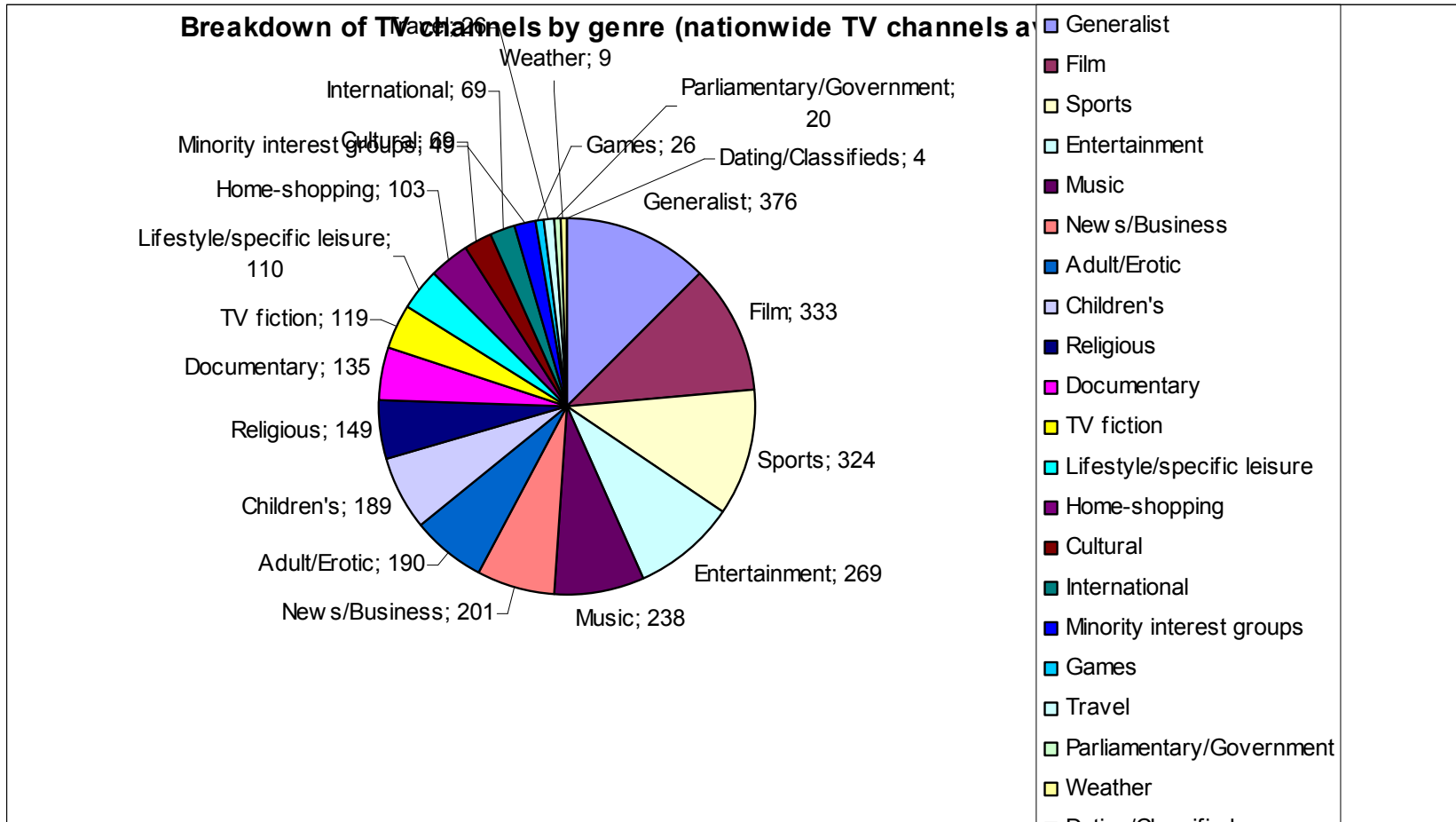
Number of TV channels established in the EU + candidate countries (according to MAVISE, as of 14.10.2008)



Source: MAVISE database



Breakdown of TV channels by genre (according to MAVISE, as of 14.10.2008)



Source: MAVISE database



Data sources

- Observatory internal resources: Yearbook, PERSKY (directory of TV channels), ORIEL contact database, etc.
- Contacts with television companies : in principle, one MAVISE correspondent by TV company
- Regulatory authorities (in collaboration with the European Platform of Regulatory Authorities- EPRA)



Data sources

- Contracts with external specialised suppliers
 - **Médiametrie- Eurodata-TV (audience data on the different channels)**
 - **Bureau Van Dijk Electronic Publishing (financial information)**
 - **Lyngemark (satellite channels)**





Methodology for identifying TV channels

- Lists of regulatory authorities authorities
- Line-up of satellite (Lyngsat)
- Line-up of cable, IPTV, DTT and DVB-H operators
- Trade press



Issues related to the legal statute of the channels

- MAVISE does not claim to be a legal reference
- We use a rather general typology of licences,
- If a channel appears in a list of an authority, in principle no problem, but
 - some channels may have *de facto* various licences
 - in some case the licensed company is not the operational company
 - situation of the various linguistic versions of a service is not clear
 - problem of the licence for the windows
- Important number of channels do not appear in the authorities' lists
In this case we have to attribute a supposed country of establishment

We will then choose the country of establishment of the company identified as providing the service, if any. Channel tagged as “**without identified registration**”



Some provisory data

- 657 channels dedicated to other countries than the country of establishment
- 191 adult/erotic channels, some of them without clear identified licence or registration
- more that 700 channels established outside the EU are accessible by EU viewers



Foreseen developments

- Search of channels by TV groups or by family (ex. Spanish autonomic channels)
- Including data on the up-link country (if we obtain collaboration of the satellite operators)
- Including VoD services
- Enlarging to the 7 countries members of the Observatory and not members of the EU or candidate countries (Albania, Iceland, Liechtenstein, Norway, Russia, Switzerland, The « former Yugoslav Republic of Macedonia »)



MAVISE contacts

- <http://mavise.obs.coe.int>
- Two analysts : Julie RUFF and Deirdre KEVIN
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MAVISE

Database of TV companies and TV channels in the European Union and candidate countries

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Welcome to the MAVISE database

MAVISE provides you with detailed profiles of:

- 29 national TV markets
- 5122 television channels
- 4035 companies ([broadcasters](#), [packagers](#), [transmitters](#))

What are you looking for?

Information on:

- A specific national TV market
- A specific TV channel
- A specific TV company

A list of:

- TV channels
- Companies in a country
- [Licensing authorities](#) in a country

Advanced search mode

The advanced search option allows you to perform multiple criteria searches.



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While every care has been taken to ensure accuracy, no guarantee is given that the material is free from error or omission. Our goal is to keep this information timely and accurate. If errors are brought to our attention, we will try to correct them. If you like to propose changes concerning the presentation of your company in the database, please contact: mavise@coe.int

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This website has been optimized for Firefox 2.0 and 3.0 or Internet Explorer 7.0



Audiovisual Service
Sharing the Sights and Sounds of Europe



MAVISE

Database of TV companies and TV channels in the European Union and candidate countries

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TV market in France

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Description of the TV market

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In 2007, the audience share of the traditional national terrestrial channels fell once again in the face of competition from new channels, particularly those available via digital terrestrial television (DTT). The rise in popularity of these newcomers is particularly at the expense of other free channels which are not part of the DTT service.

Generally speaking, the Mediacabsat figures covering the period from 31 December 2007 to 15 June 2008 (obtained by Médiamétrie from subscribers who receive channels via analogue or digital cable, CanalSat or TPS satellite services or ADSL) show a fragmentation of the audiences of thematic channels, none of which registered more than 2% of audience ratings. (Audience data source: [Eurodata TV Worldwide](#) / [Médiamétrie](#) / Médiamat).

The first quarter of 2008 was marked by a sharp increase in household digitisation: according to TDF, on 31 March 2008, 51.7% of households had access to digital television via at least one receiver, a 4.2% rise compared to the previous quarter. Following the public consultation on the arrangements for the transition to digital TV, the Conseil supérieur de l'audiovisuel (Supreme Audiovisual Council - CSA) recommended beginning the switchover from analogue to digital TV in two regions in 2009. In May 2008, the CSA chose the town of Coulommiers (Seine-et-Marne) as the venue of the first pilot switchover to digital.

According to TDF, digital terrestrial television (DTT), which was launched on 31 March 2005, had a national coverage rate of more than 80% at the end of the first quarter of 2008. This is timetabled to increase in stages by 2011. Since June 2007, the DTT channels have been accessible throughout France via satellite through CanalSat's TENTSAT service. This service is meant to make these channels available in areas not covered by the digital terrestrial network. The CSA has also begun to award licences for local digital terrestrial television.

The cable and satellite sectors have completed their process of consolidation: competition is between cable on the one hand, mainly controlled by the Civen investment fund and cable operator Altice, and satellite on the other, with the merger of the two satellite providers TPS and CanalSat becoming effective at the start of 2007. By the end of 2007, the Canal+ group had a total of more than 10.5 million subscribers. However, France Télécom, through its Orange service, recently upset the applecart somewhat. In addition to the success of its ADSL television service, which it recently supplemented with a satellite TV service, Orange has won some of the rights to show the national football championship and announced its intention to launch a premium football channel in August 2008.

The Internet access provider market in France is one of the most competitive in Europe. The 2006/07 period saw the beginnings of a consolidation process with the purchase of AOL France and Club Internet by Neuf Cegetel and SFR's acquisition of the fixed and ADSL telephony activities of Tele2 France. This trend has continued in 2008 with the purchase of Neuf Cegetel by SFR and the planned takeover of Alice (Telecom Italia) by Free (Iliad).

France is one of the world's most advanced countries in terms of the development of ADSL television. According to the ARCEP (telecommunications regulator), there were 4.5 million subscribers to ADSL television services at the end of 2007, 74.7% more than in 2006.

International/National/Regional channels									
Channel	Broadcaster	TV group	Public / Private / Mixed	Country of establishment	Genre	Countries targeted	Regions targeted	Language	Access modalities
123 sat	INDEX MULTIMEDIA		Private	France	Dating/classified ad	France		French	Pay
13ème Rue	NBC UNIVERSAL GL		Private	France	TV fiction channel	Belgium- Flemish Co		French	Pay
3sat			Public	Germany	Cultural/educationa	Austria, Croatia, De		German	Free
9Live (Neun Live)	NEUN LIVE FERNSEI			Germany	Entertainment chan	Austria, Croatia, Fr		German	Free
A la carte	CANAL PLUS		Private	France	Film channel	France		French	Pay-per-View
A la carte promo	CANAL PLUS		Private	France	Film channel	France		French	Free
AB 1	AB SAT		Private	France	Entertainment chan	France		French	Free
AB Moteurs	AB SAT		Private	France	Sports channel	Belgium- Flemish Co		French	Pay
ACG - Antenne Créole Guyane	ANTENNE CREOLE C		Private	France	Regional/ local char	France	Guyane	French	Free
ARD1 (Das Erste)	ARD		Public	Germany	Generalist channel	Austria, Belgium- Fl		German	Free
ART Aflam	KIDCO SERVICES SI		Private	Italy	Entertainment chan	France		Arabic	Pay
ART Music	KIDCO SERVICES SI		Private	Italy	Music channel	France		Arabic	Pay
ART Tarab	KIDCO SERVICES SI		Private	Italy	Music channel	France		Arabic	Pay
ART Teenz Europe	KIDCO SERVICES SI		Private	Italy	Children's channel	France		Arabic	Pay
ARTE (Version in French)	ASSOCIATION RELV		Public	France	Cultural/educationa	Belgium- Flemish Co		French	Free
ATV AVRUPA	TURKUVAZ RADYO		Private	Turkey	Generalist channel	France, Germany		Turkish	Free
ATV- Antilles Télévision			Private	France	Regional/ local char	France	Guadeloupe, Martin	French	Free
Action	AB SAT		Private	France	Film channel	Belgium- Flemish Co		French	Pay
Al Jazeera (version in English)	AL JAZEERA INTERI		Private	United Kingdom	News channel	Australia, Europe		English	Pay
Animaux	AB SAT		Private	France	Documentary chanr	Belgium- Flemish Co		French	Pay
Antenne Réunion			Private	France	Regional/ local char	France	Réunion	French	Free
Archipel 4			Private	France	Regional/ local char	France	Guadeloupe	French	Free
AstroCenter TV	ASTROCENTER.TV		Private	France	Entertainment chan	Belgium- French Coi		French	Pay
BBC Prime	BBC WORLDWIDE L		Public	United Kingdom	Entertainment chan	Europe		English	Free
BBC World News	BBC WORLD LIMITE		Public	United Kingdom	News channel	Worldwide		English	Free
BDM TV			Private	France	Regional/ local char	France	Ile-de-France	French	Free
BFM TV	BFM TV		Private	France	News channel	Belgium- Flemish Co		French	Free
BYU TV (version in French)			Private	United States	Religious channel	France		French	Free
Baby TV (Version in French)	BABY NETWORK LI		Private	United Kingdom	Children's channel	Belgium- French Coi		French	Pay
Barça TV	FUTBOL CLUB BARC		Private	Spain	Sports channel	Albania, Austria, Be		Spanish	Pay
Berbere Television	BERBERE TELEVISI		Private	France	Minority interest gr	France		Berber	Pay
Best of shopping	BOUTIQUES DU MO		Private	France	Home shopping cha	France		French	Pay
Beur TV	BEUR TV		Private	France	Minority interest gr	France		French	Pay
Bloomberg TV (version in French)			Private	United Kingdom	Business channel	France		French	Pay
Blue Hustler Europe	PRIVATE BLUE AND		Private	Netherlands	Adult channel	Croatia, Czech Rep		English	Pay

Technical transmission

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	Analogue Terrestrial	Digital Terrestrial	Cable	Satellite	IPTV	Mobile phone	Mobile TV
EUROPE				Hot Bird 8 at 13.0°E Hot Bird 6 at 13.0°E Astra 1L at 19.2°E Astra 3A at 23.5°E Atlantic Bird 2 at 8.0°W Hispasat 1C at 30.0°W Eutelsat W3A at 7.0°E			
Austria			UPC TELEKABEL WIEN GMBH INTEGAN TELENET				
Belgium			CODITEL BRABANT TECTEO ("Voo") INTERKABEL VLAANDEREN "		BELGACOM SKYNET		
Croatia			KERMAN D.O.O. B.net Hrvatska d.o.o		HT D.D. "MaxTV"		
Denmark			YOUSEE A/S TELIA STOF A/S		DANSK BREDBAAND A/S		
Estonia			STARMAN AS		ELION ETTEVÕTTED AS		
Finland			TAMPEREEN TIETOVERKKO OY TELIASONERA FINLAND OYJ				
France			EST VIDEOCOMMUNICATION NUMERICABLE		FREE NEUF CEGETEL TELECOM ITALIA ("Alice Box)		
Germany			UNITY MEDIA GMBH KABEL DEUTSCHLAND GMBH UPC MAGYARORSZÁG TELEK				
Hungary			DIGI TAVKOZLESI KFT T-KÁBEL MAGYARORSZÁG K.				
Italy	RAI WAY S.P.A.	RAI WAY S.P.A.			FASTWEB TELECOM ITALIA SPA		SLETTRONICA INDUSTRIALE
Latvia			BALKOM TV SIA SIA IZZI COM SIA				
Lithuania			UAB BALTICUM TV UAB ALYTALIS KABELINE TEL				
Luxembourg			CODITEL SARL				
Malta		GO (former MALTACOM P.L.)	MELITA CABLE PLC				
Netherlands			CASEMA B.V. UPC NEDERLAND B.V. ZESKO B.V.		TELE2 KONINKLIJKE KPN N.V.		
Portugal			CATVP - TV CABO PORTUGA CABOVISAO-TELEVISAO POP		SONAECOM - S.G.P.S. S.A.		
Romania			UPC ROMANIA SA		INES GROUP SRL		
Slovenia			ELEKTRO TURNSEK PROJEK UPC TELEMACH SIROKOPAS		SLOVENIJA ONLINE - SIOL II		

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Advanced search

Select a filter:

- Country
- TV Channel
- Company

Channel name:

Specific target audience:

Country in which the channel is available:

- With service for disabled viewers
- With news or current affairs programmes
- With other news programmes (cultural news, sport news...)
- Available in HD

Country of establishment:

Genre:

Type of coverage:

Main Language:

Include:

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Company listing

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Name	City	Country
AB ÅLANDS TV	MARIEHAMN	Finland
AMIS, DRUŽBA ZA TELEKOMUNIKACIJE D.O.O.	MARIBOR	Slovenia
ARCOR AG & CO. KG	ESCHBORN	Germany
B2 BREDBAND AB	STOCKHOLM	Sweden
BELGACOM SKYNET	BRUXELLES	Belgium
BOUYGUES TELECOM ("Bbox")	BOULOGNE BILLANCOURT	France
BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY	LONDON	United Kingdom
BT GROUP PLC	LONDON	United Kingdom
CABLETEL AD	SOFIA	Bulgaria
CYTA (CYPRUS TELECOMMUNICATIONS AUTHORITY)	STROVOLOS	Cyprus
DANSK BREDBAAND A/S	KOEBENHAVN K	Denmark
DARTY	BONDY	France
DEUTSCHE TELEKOM AG	BONN	Germany
DIGIWEB LIMITED	DUNDALK	Ireland
ELION ETTEVÕTTED AS	TALLINN	Estonia
ENTREPRISE DES P&T	LUXEMBOURG	Luxembourg
FASTTV NET AB	STOCKHOLM	Sweden
FASTTV.NET A/S	ALBERTSLUND	Denmark
FASTWEB	MILANO	Italy
FINNET OY	VANTAA	Finland
FRANCE TELECOM - ("Orange")	PARIS	France
FRANCE TELECOM ESPANA SA	POZUELO DE ALARCON	Spain
FREE	PARIS	France
GRUPALIA INTERNET S.A.	MADRID	Spain
HANSENET TELEKOMMUNIKATION GMBH	HAMBURG	Germany
HT D.D. "MaxTV"	ZAGREB	Croatia
ILIAD	PARIS	France
INES GROUP SRL	BUCLURESTI SECTORUL 1	Romania
JAZZ TELECOM S.A.	ALCOBENDAS	Spain
KONINKLIJKE KPN N.V.	'S-GRAVENHAGE	Netherlands

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