



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media Sector in Catalonia)

20

Third four months of 2021

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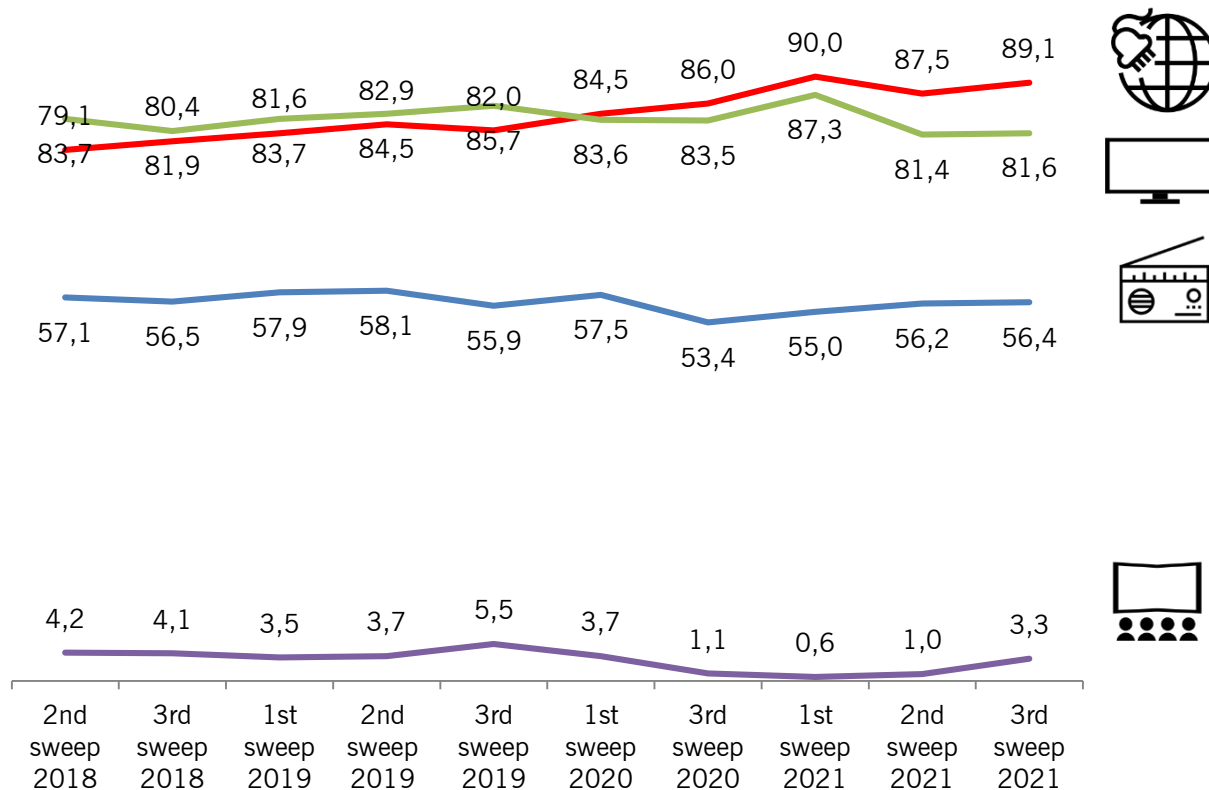
Newsflashes

42



Audiovisual penetration in Catalonia (1)

Media penetration in Catalonia (% of total population)



CONSUMPTION IN CATALUNYA

In 2021, people watched an average of 3 hours and 5 minutes of television per day.

People listened to a daily average of 1 hour and 37 minutes of radio, from Monday to Sunday.

Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Penetration: share of each medium's audience in relation to the total population.

The internet data refer to the connection, irrespective of how this connection is used.

Periods: radio (Monday-Sunday); television and internet (audience for the day prior to the interview); cinema (last week).

Source: EGM – Catalonia Data – 3rd sweep 2021.

Audiovisual penetration in Catalonia (and 2)

Audiovisual penetration in Catalonia. By sex and age group (in %)



SEX / AGE	INTERNET	TELEVISION	RADIO	CINEMA
Total population	89.1	81.6	56.4	3.3
Men	91.0	81.3	59.8	3.6
Women	87.2	81.9	53.2	3.0
From 14 to 19 years	98.0	73.6	45.8	4.3
From 20 to 24 years	99.0	66.0	49.5	3.4
From 25 to 34 years	99.2	70.6	52.4	3.0
From 35 to 44 years	97.8	78.5	62.7	2.2
From 45 to 54 years	96.6	85.1	65.2	5.1
From 55 to 64 years	92.3	86.3	60.0	3.5
From 65 to 74 years	80.2	91.0	54.5	3.1
From 75 years and over	44.4	91.9	44.3	1.7

Source: EGM – Catalonia Data – 3rd sweep 2021.



Breakdown of DTT in Catalonia

TV channel Commercial TV Public TV



Catalan households receive between 35 channels openly broadcast: 8 Catalan TV channels, 26 Spanish TV channels and the local TV channels.

**84 TV channels
openly broadcast**

**7 out of 10 are commercial TV channels
and half are local.**

8 Catalan channels



4 public



4 commercial



26 Spanish channels



5 public



21 commercial



50 local channels



11 public



39 commercial



Note: BIAC uses the term *channel* (usual term) to refer to the *DTT programmes* (technical and administrative term) broadcast by each multiplex (MUX). This is the first issue of the BIAC in which the television channels that broadcast in high definition simulcast are counted only once (TV3, Barça TV, La 1, Clan, Teledorote, Antena 3, laSexta, Telecinco and Cuatro).

Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Economy and Business (Spanish TV channels). December 2021.

Catalan DTT channels

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Catalan

8 channels	4 public channels 50%	Corporació Catalana de Mitjans Audiovisuals (CCMA) 
	4 commercial channels ^A 50%	

^A In July, the CAC authorised the modification of the shareholding structure of the provider Emissions Digitals de Catalunya SAU (EDICA), as a result of a commercial transaction involving the transfer of shares in favour of the company OC 2022 ([Agreement 68/2021](#) of 15 July of the Plenary Session of the CAC). The channels 8TV and Verdi Classics are provided by EDICA; Barça TV by Futbol Club Barcelona and Fibracat by the company Alta Tecnologia en Comunicació.

^B In January 2022, a free-to-air TV channel specialized in cinema called Verdi Classics began broadcasting. Verdi Classic replaces BOMcine.

Source: Catalan Audiovisual Council. December 2021.

Spanish DTT channels

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Spanish

26 channels	5 Public channels 19%	Corporación de Radio y Televisión Española (CRTVE)     				
	21 Commercial channels 81%	Atresmedia Televisión     	Mediaset España       	NET TV   VEO TV  	13TV  Real Madrid Televisión  	Secuoya  Kiss Media 

Note: CRTVE broadcasts content in Catalan for Catalonia through La 1, La 2 and Canal 24 Horas channels.

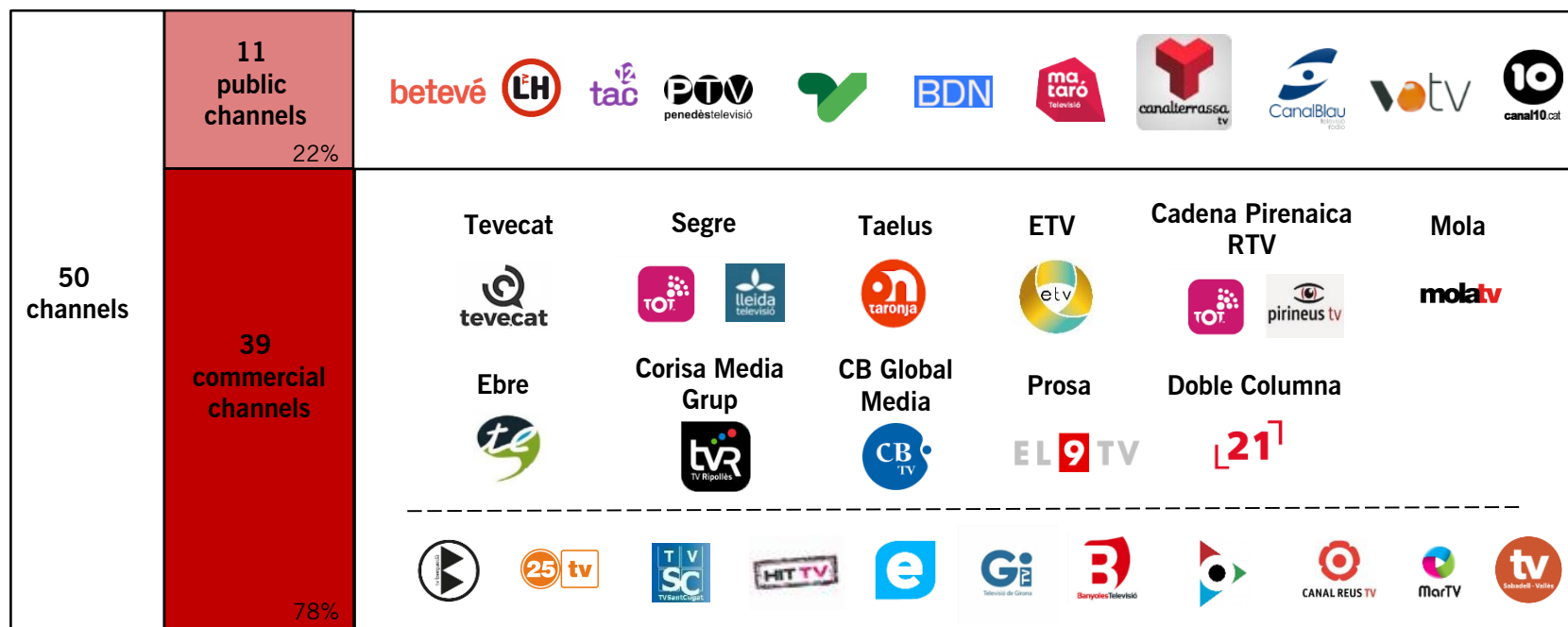
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. December 2021.

Local DTT channels (1)

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Catalan

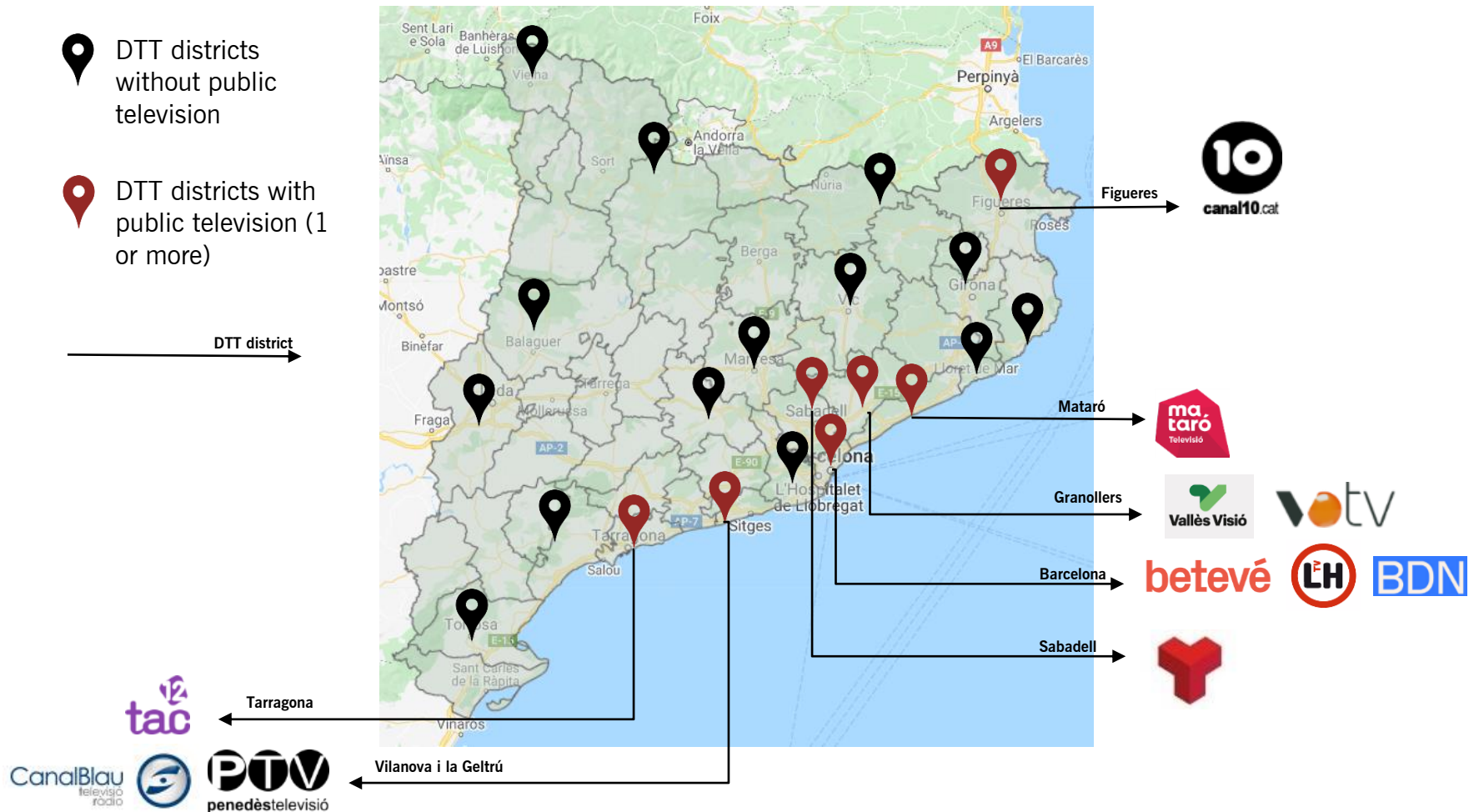


Note: Commercial channels are gathered by communication groups, if applicable. The box does include commercial channels of Manresa, Vilanova i la Geltrú i Tortosa.

Source: Catalan Audiovisual Council. December 2021.

Public local DTT channels (2)

11 public television DTT channels distributed in 7 DTT districts



Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council. December 2021.

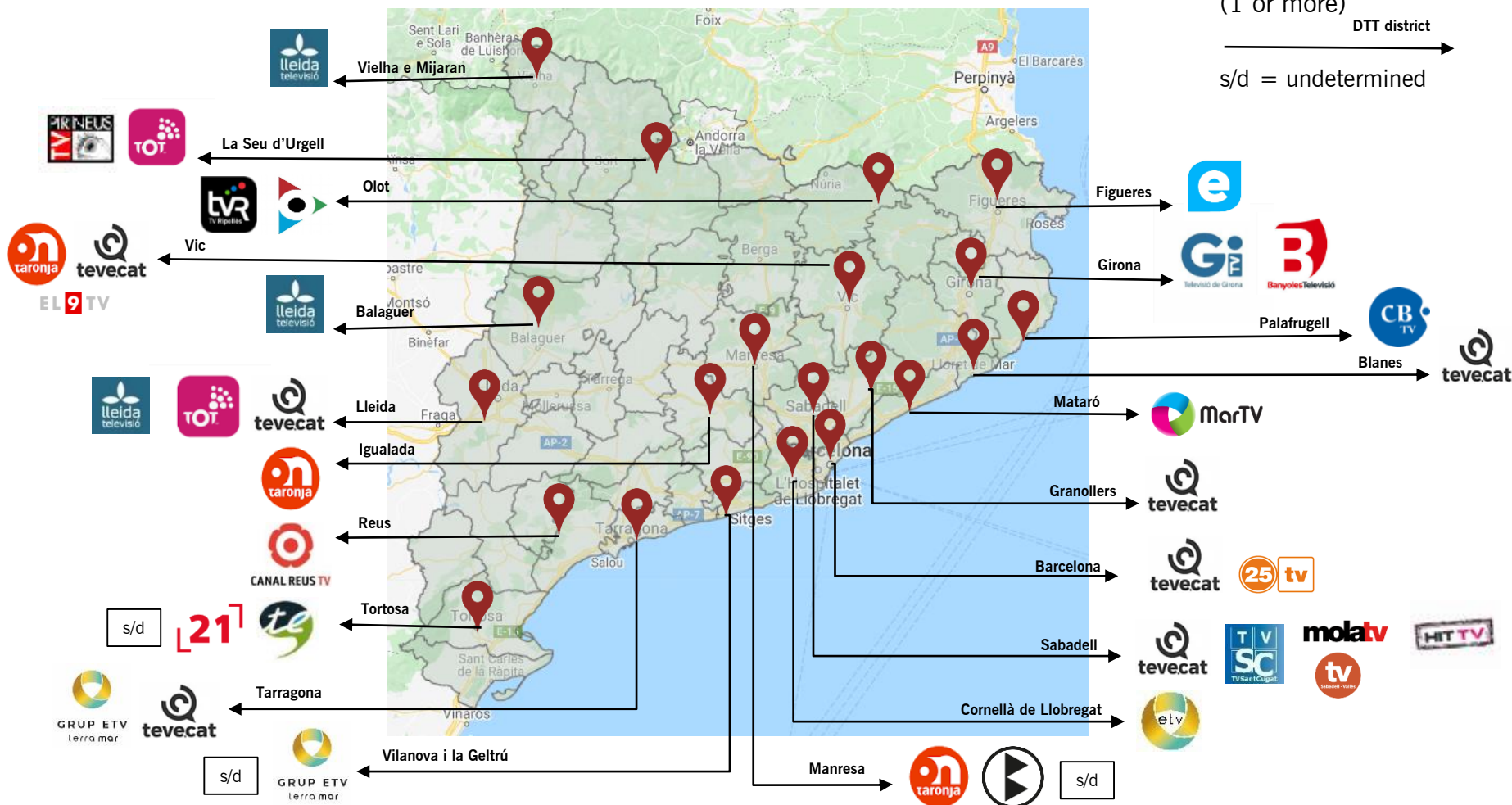
Commercial local DTT channels (and 3)

39 commercial local television stations distributed in 21 districts

DTT districts with commercial television (1 or more)

DTT district

s/d = undetermined

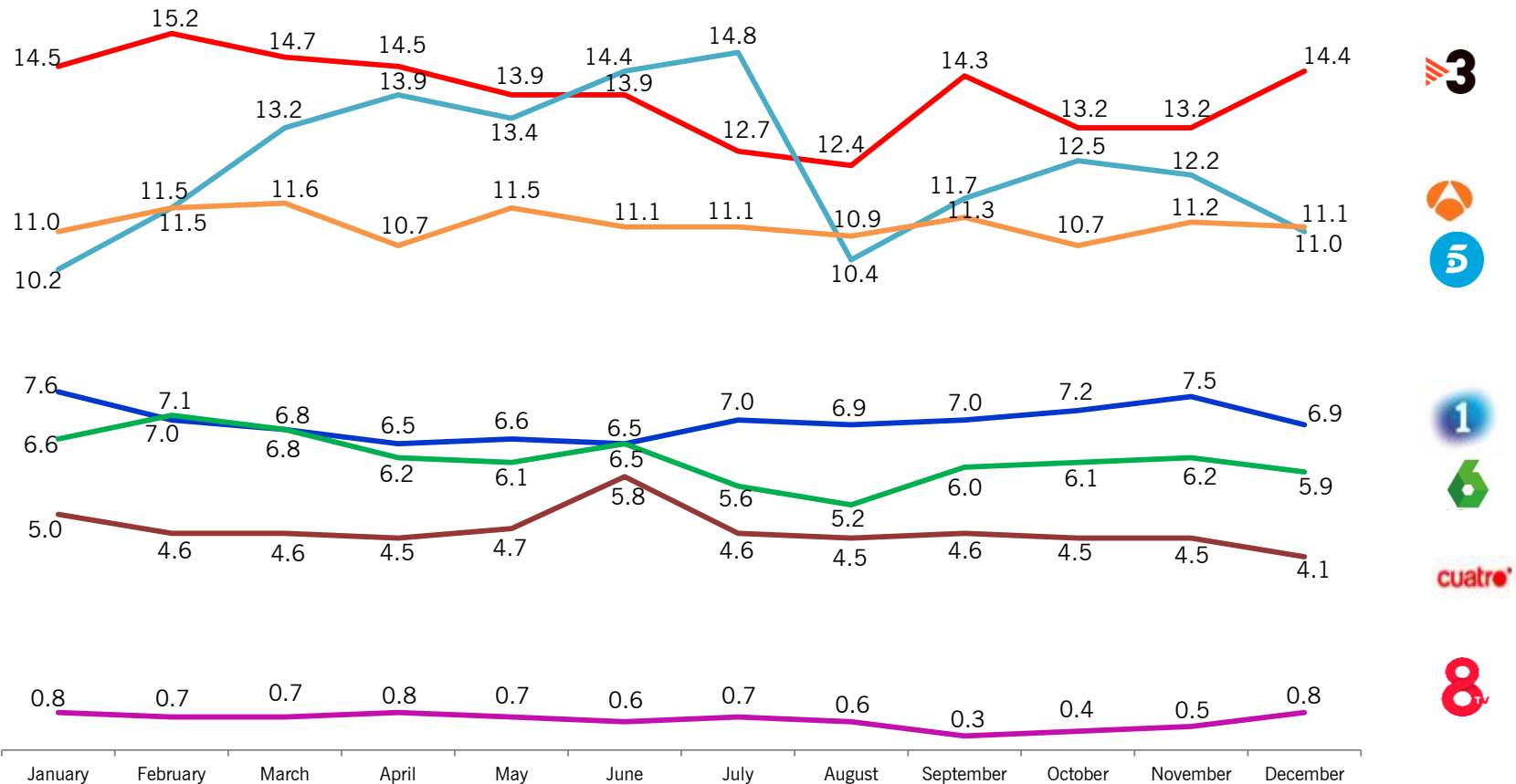


Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council. December 2021.

DTT audiences (1)

Monthly trend in the share of the main DTT channels in Catalonia

(in %, from January to December 2021)



Note: *Share* is the percentage of individuals watching a specific channel in relation to the total number of individuals watching TV at that time.

Source: [Barlovento Comunicación](https://www.barlovento.com).

DTT audiences (2)

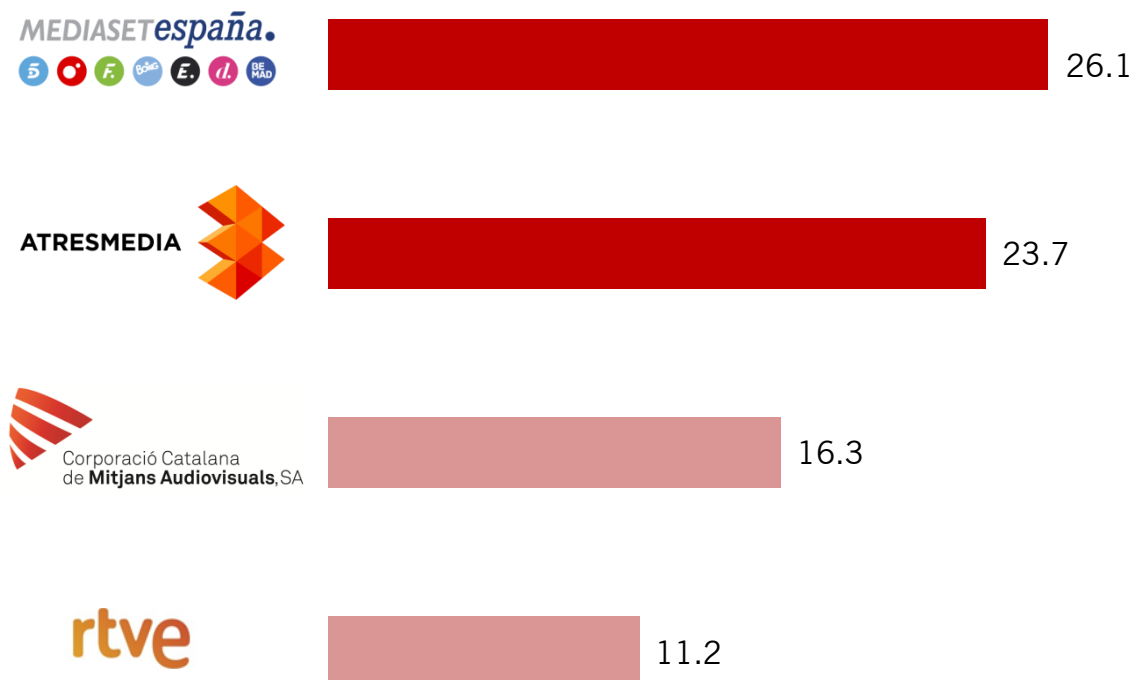
Monthly share per channel in Catalonia. 2021 (in %, in descending order according to average ranking)

Channel	January	February	March	April	May	June	July	August	September	October	November	December	Average 2021
TV3	14.5	15.2	14.7	14.5	13.9	13.9	12.7	12.4	14.3	13.2	13.2	14.4	14.0
Telecinco	10.2	11.5	13.2	13.9	13.4	14.4	14.8	10.4	11.7	12.5	12.2	11.0	12.4
Antena 3 TV	11.0	11.5	11.6	10.7	11.5	11.1	11.1	10.9	11.3	10.7	11.2	11.1	11.1
La1	7.6	7.0	6.8	6.5	6.6	6.5	7.0	6.9	7.0	7.2	7.5	6.9	7.0
laSexta	6.6	7.1	6.8	6.2	6.1	6.5	5.6	5.2	6.0	6.1	6.2	5.9	6.2
Cuatro	5.0	4.6	4.6	4.5	4.7	5.8	4.6	4.5	4.6	4.5	4.5	4.1	4.7
Energy	2.8	2.4	2.6	2.4	2.6	3.0	2.8	3.2	2.8	3.0	2.9	3.2	2.8
La2	2.3	2.3	2.3	2.2	2.2	2.3	2.4	2.7	2.8	2.6	2.5	2.9	2.4
Factoría de Ficción	2.2	2.2	2.1	2.0	2.0	2.2	2.3	2.2	2.0	2.4	2.3	2.0	2.2
Divinity	2.0	2.0	1.7	1.9	1.7	1.7	2.0	3.4	2.2	2.8	2.4	1.9	2.1
Paramount Network	1.9	2.0	1.9	2.0	2.0	1.8	2.0	1.9	2.0	2.0	2.0	1.9	2.0
Neox	2.2	2.2	2.0	1.8	1.8	1.8	2.1	2.3	1.8	1.6	1.6	1.6	1.9
Atreseries	1.8	1.7	1.5	1.7	1.9	1.7	1.7	2.0	1.7	1.9	2.0	2.1	1.8
DMax	1.6	1.6	1.7	1.9	1.9	1.7	1.9	2.2	2.0	1.7	1.5	1.7	1.8
TRECE	2.0	1.9	1.6	1.6	1.8	1.7	1.7	1.9	1.7	1.5	1.4	1.5	1.7
3/24	1.6	1.5	1.3	1.4	1.3	1.2	1.4	1.3	1.5	1.3	1.3	1.3	1.4
Mega	1.2	1.2	1.3	1.2	1.4	1.4	1.3	1.5	1.3	1.3	1.5	1.6	1.3
Nova	1.5	1.1	1.3	1.2	1.4	1.6	1.2	1.3	1.1	1.7	1.4	1.4	1.4
Dkiss	1.0	0.9	0.8	1.0	1.3	1.3	1.4	1.5	1.4	1.2	1.6	1.2	1.2
Boing	1.1	1.3	1.3	1.1	0.9	0.8	1.0	1.0	1.3	1.1	1.3	1.4	1.1
TEN	0.7	0.7	0.6	0.7	0.7	0.7	0.8	1.0	0.9	0.9	0.8	0.8	0.8
Clan	1.1	0.8	0.8	0.8	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.7	0.7
8tv	0.8	0.7	0.7	0.8	0.7	0.6	0.7	0.6	0.3	0.4	0.5	0.8	0.6
Disney Channel	0.5	0.5	0.5	0.4	0.5	0.6	0.4	0.8	0.9	0.6	0.6	0.7	0.6
24h	0.7	0.7	0.6	0.6	0.5	0.5	0.5	0.6	0.7	0.6	0.5	0.5	0.6
Teledporte	0.4	0.3	0.4	0.4	0.5	0.4	1.3	1.5	0.4	0.3	0.4	0.3	0.5
Gol	0.5	0.5	0.6	0.6	0.7	0.5	0.4	0.5	0.5	0.6	0.6	0.5	0.5
Super3/33	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.4	0.5	0.5
BeMad	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.8	0.5	0.6	0.5	0.6	0.6
Esport3	0.5	0.4	0.6	0.5	0.5	0.4	0.3	0.4	0.5	0.5	0.6	0.5	0.5

Source: [Barlovento Comunicación](#).

DTT audiences (and 3)

Audience share in Catalonia (in % and by group, annual average 2021)



Source: Own elaboration with [Barlovento Comunicación](#) data.



**Audiovisual
online**

Subscriptions to IPTV platforms

Households and subscribers to the main pay-IPTV platforms. Catalonia. October-November 2021

IPTV	HOUSEHOLDS 		SUBSCRIBERS 	
	709,956	23.4%	1,604,043	24.3%
	169,804	5.6%	429,065	6.5%
	145,632	4.8%	323,449	4.9%

1 in 4 Catalan households chooses Movistar + as an IPTV pay-TV option, with more than 1.5 million subscribers, the equivalent of 24.3% of the population. Orange / Jazztel TV reaches almost half a million, and Vodafone is third with three hundred thousand subscriptions. However, all three platforms are down slightly from the first sweep of the year.

The answers can be multiple, as the same household or individual can have one or more subscriptions to pay platforms, either IPTV or OTT.

Source: EGM – Catalonia Data – 3rd sweep 2021. Base: 3,034,000 households and 6,601,000 people.

Subscriptions to OTT services

Households and subscribers to the main pay-OTT platforms. Catalonia. October-November 2021

OTT PLATFORM	HOUSEHOLDS 		SUBSCRIBERS 	
NETFLIX	1,662,632	54.8%	3,881,388	58.8%
prime video	1,071,002	35.3%	2,580,991	39.1%
Disney+	409,590	13.5%	1,023,155	15.5%
HBOmax	436,896	14.4%	983,549	14.9%
DAZN	136,530	4.5%	356,454	5.4%
Rakuten TV	87,986	2.9%	204,631	3.1%
FILMIN	97,088	3.2%	191,429	2.9%
Altres proveïdors	248,788	8.2%	574,287	8.7%

OTT services in Catalonia have more than **9.7 million subscriptions** and have **38.1% more subscribers** than in the same period last year.

Netflix continues to lead the ranking with 3.8 million subscribers (58.8% of the population).

The second most popular OTT is **Amazon Prime Video**, with 2.5 million subscribers and a 39.1% share.

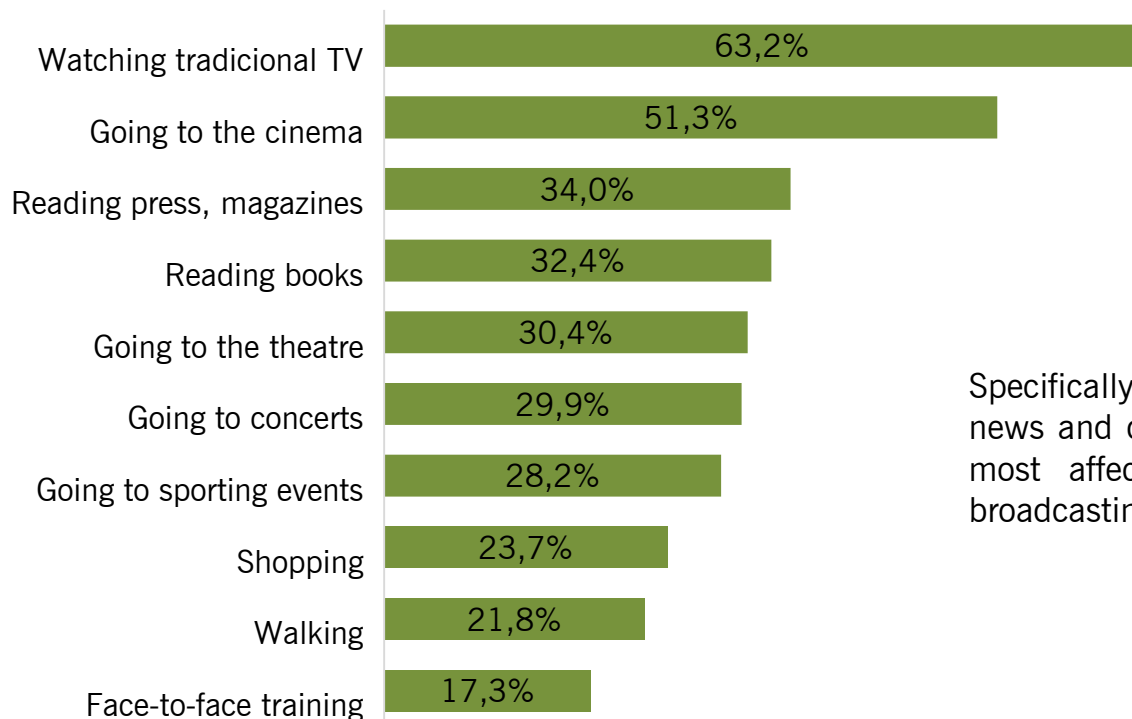
The growth of **Disney +** stands out, displacing HBO Max from third place in the ranking and surpassing 1M subscribers.

Source: EGM – Catalonia Data – 3rd sweep 2021. Base: 3,034,000 households and 6,601,000 people.

Video online. Consumption habits (1)

8 out of 10 users have reduced any of their usual activities to watch video online. The most affected habits were **watching traditional television** (63.2%) and **going to the cinema** (51.3%)

Main activities reduced to view content through online video. 2021 (in %)



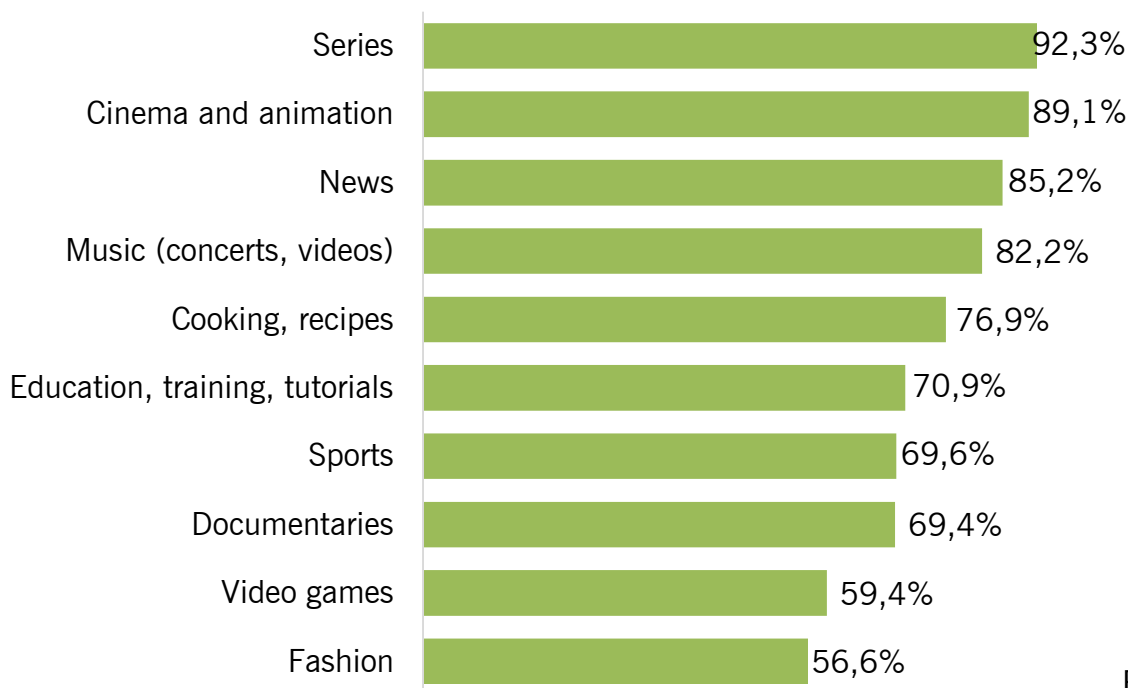
Specifically, series, cinema/animation, news and documentaries have been the most affected contents in traditional broadcasting.

Source: IAB Spain Video Online. Universe: Spanish netizens +16 years old. Sample: 1,046 interviews.

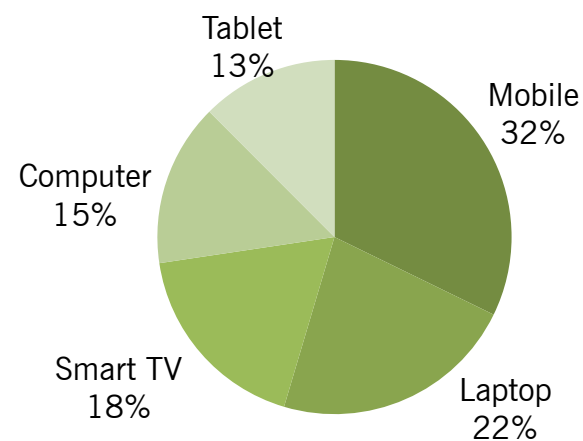
Video online. Consumption habits (2)

The most viewed contents are **series, cinema and animation**. The device most used by the consumer of online video is the **mobile**, followed by the **laptop** and the **smart TV**.

Ranking of the most viewed online video content (in %)



Technological devices preferred by the user (in %)



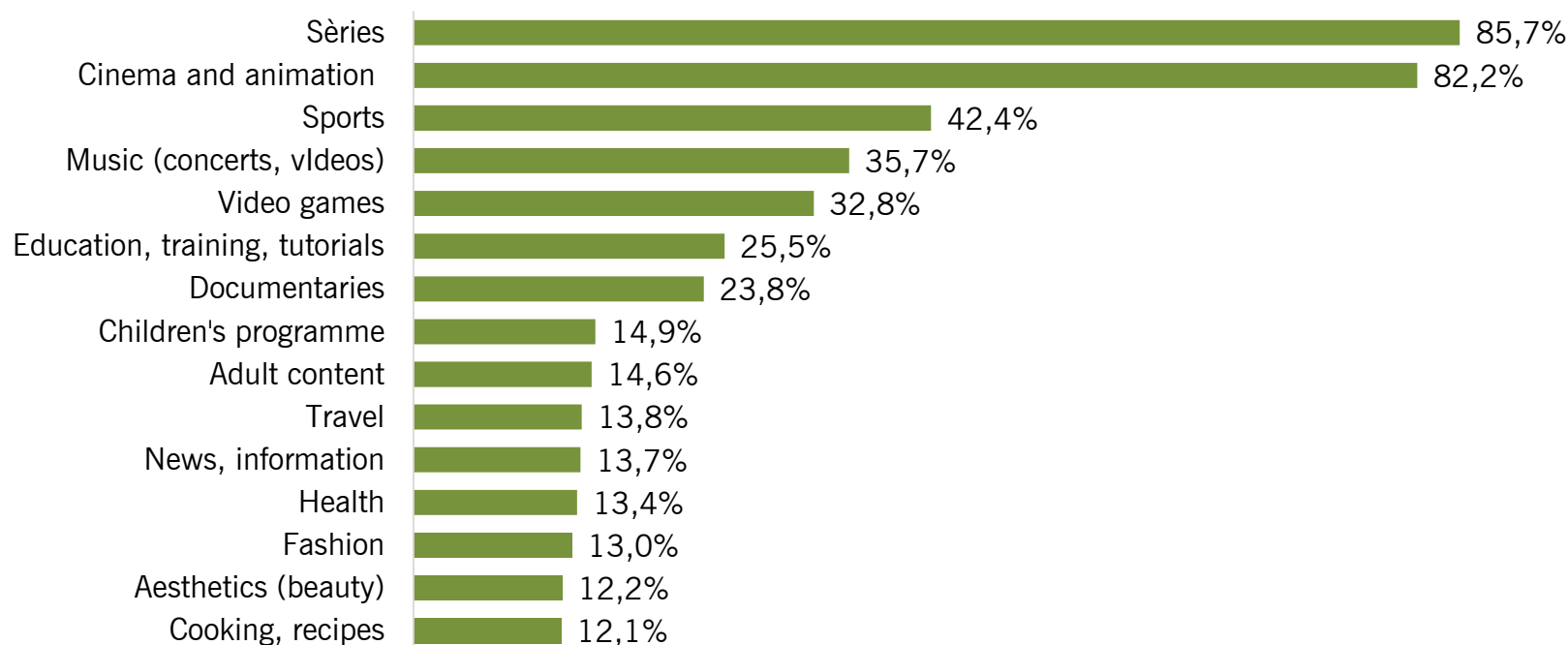
By formats, **short videos** on **social networks** (TikTok, YouTube, Instagram...) are the most viewed and represent **89.6%**.

Source: IAB Spain Video Online. Universe: Spanish netizens +16 years old. Sample: 1,046 interviews..

Video online. Consumption habits (and 3)

Regarding the penetration of paid content, **7 out of 10** people indicate that they have paid to watch online content. **Series** and **films** and **animation** are the most outstanding contents (more than 80%).

Payment penetration for online video content. Year 2021 (in %)



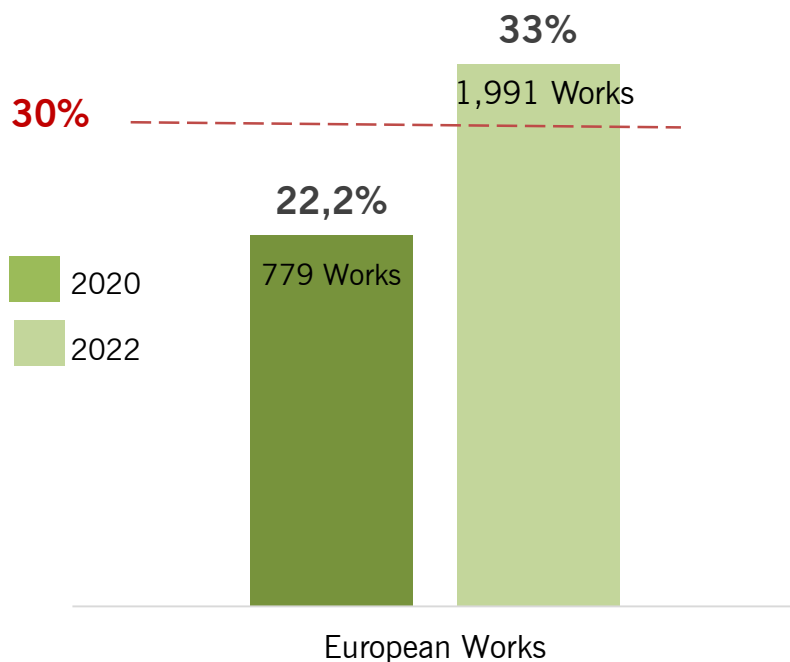
Source: IAB Spain Video Online. Universe: Spanish netizens +16 years old. Sample: 1,046 interviews.

Presence of European Works on Netflix

For the first time, Netflix achieves the minimum number of European works in the catalogue established by the [Audiovisual Media Services Directive](#), with 33% of European works in its catalogue.

The platform offers a total of **6,034 works** in 2022, almost twice as many as in 2020 (3,512 titles). By genre, the works are divided into **feature films and TV movies** (53.6%) and **series** (46.4%).

Presence of European Works on Netflix. Years 2020 and 2022



NETFLIX

In 2022, the platform has a total of 1,991 European works in its catalogue, 11% more than in 2020 (799 European works).

Source: Catalan Audiovisual Council (January 2022)

Presence of Catalan on Netflix

The presence of Catalan in the Netflix catalogue as a whole is almost non-existent: **0.5%**.

Of the more than 6,000 works (feature films and series), **only 30** are available in Catalan in the audio or subtitles.

Compared **to the total number of European works**, the percentages for Catalan are not much better:

0.7% of the 2,000 European works in the platform's catalogue have availability in Catalan (audio or subtitles). This percentage **drops to 0.5%** in the case of **works filmed in Catalan as the original**

Presence of Catalan on Netflix catalogue. Years 2020 and 2022

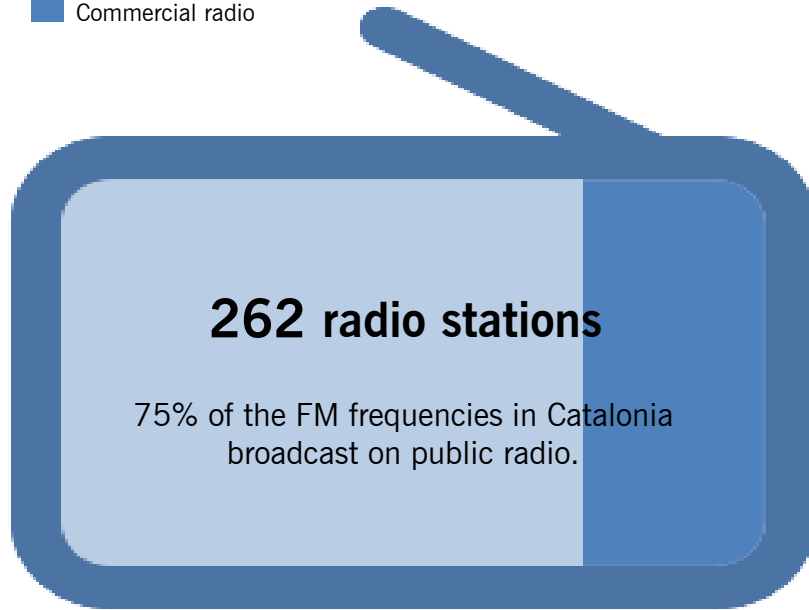
NETFLIX	Works available in Catalan		Catalogue
	%	Number of Works	Total Works
Any 2020	0.3	9	3,512
Any 2022	0.5	30	6,034

Source: Catalan Audiovisual Council (January 2022)



Breakdown of radio stations in Catalonia

Public radio
Commercial radio



Households in Catalonia receive more than 30 radio stations on average: 12 Catalan radio stations, 19 Spanish and also local radio stations.

By service area

13 Catalan stations

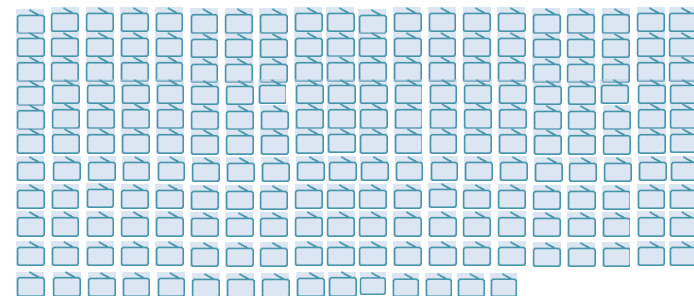
5 public
8 commercial

18 Spanish stations

4 public
14 commercial

231 local stations

215 public



16 commercial



Note: within the BIAC, a broadcaster / station means a radio media that broadcasts by one or more frequencies.

Source: CAC (local FM), CCMA (Catalan FM) and Ministry of Economy and Enterprise (Spanish public FM). December 2021.

Public radio

 Language used

By service area and language of broadcast

224 Public radio	5 Catalan radios	      Catalan
	4 Spanish radios	     Spanish
	215 local radios	(Examples of local radios)              Catalan

Source: Catalan Audiovisual Council (local FM), Corporació Catalana de Mitjans Audiovisuals (Catalan FM) and Ministry of Economy and Enterprise (Spanish FM). December 2021.

Commercial radio

 Language used

By service area and language of broadcast

38 Commercial radios	8 Catalan radios	GODÓ   FLAIX  TELE TAXI    Catalan ESTEL  PRISA 
	14 Spanish radios	PRISA       COPE    ATRESMEDIA    RADIO BLANCA  UNIDAD EDITORIAL   Spanish (except for disconnexions)
	16 Local radios	     EL 9 FM          Catalan

Source: Catalan Audiovisual Council. December 2021.

Public municipal radio stations by county

From Montsià to Pla d'Urgell

Montsià



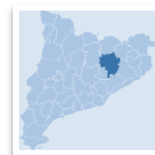
- [Alcanar Ràdio](#) (107.5)
- [Amposta Ràdio](#) (87.8)
- [La Sènia Ràdio](#) (107.4)
- [Ràdio Joventut](#) (Masdenverge, 96.3)
- [Ràdio Ràpita](#) (107.9)
- Ràdio Sant Jaume (97.1)
- [La Plana Ràdio](#) (Santa Bàrbara, 100.6)
- Ràdio Ulldecona (95.0)

Noguera



- [EMUN FM Ràdio Albesa](#) (99.4)
- Ràdio Artesa de Segre (90.2)
- [Ràdio Balaguer](#) (107.4)
- Ràdio Foradada (107.6)
- Ràdio Menàrguens (107.7)
- Ràdio Ponts (107.1)
- Vallfogona Ràdio (107.9)

Osona



- Ràdio Pista (Balenyà, 107.3)
- [Ràdio Manlleu](#) (107.0)
- Ràdio Montesquieu (107.9)
- Ràdio [Roda](#) (107.6)
- Ràdio [Volvregà](#) (107.8)
- Ràdio [Taradell](#) (106.7)
- [Ràdio Ona](#) (Torelló, 107.4)

Pallars Jussà



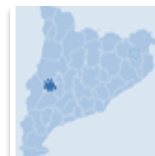
- Ràdio La Pobla (107.1)
- Ràdio Tremp (107.4)

Pla de l'Estany



- [Ràdio Banyoles](#) (107.3)

Pla d'Urgell



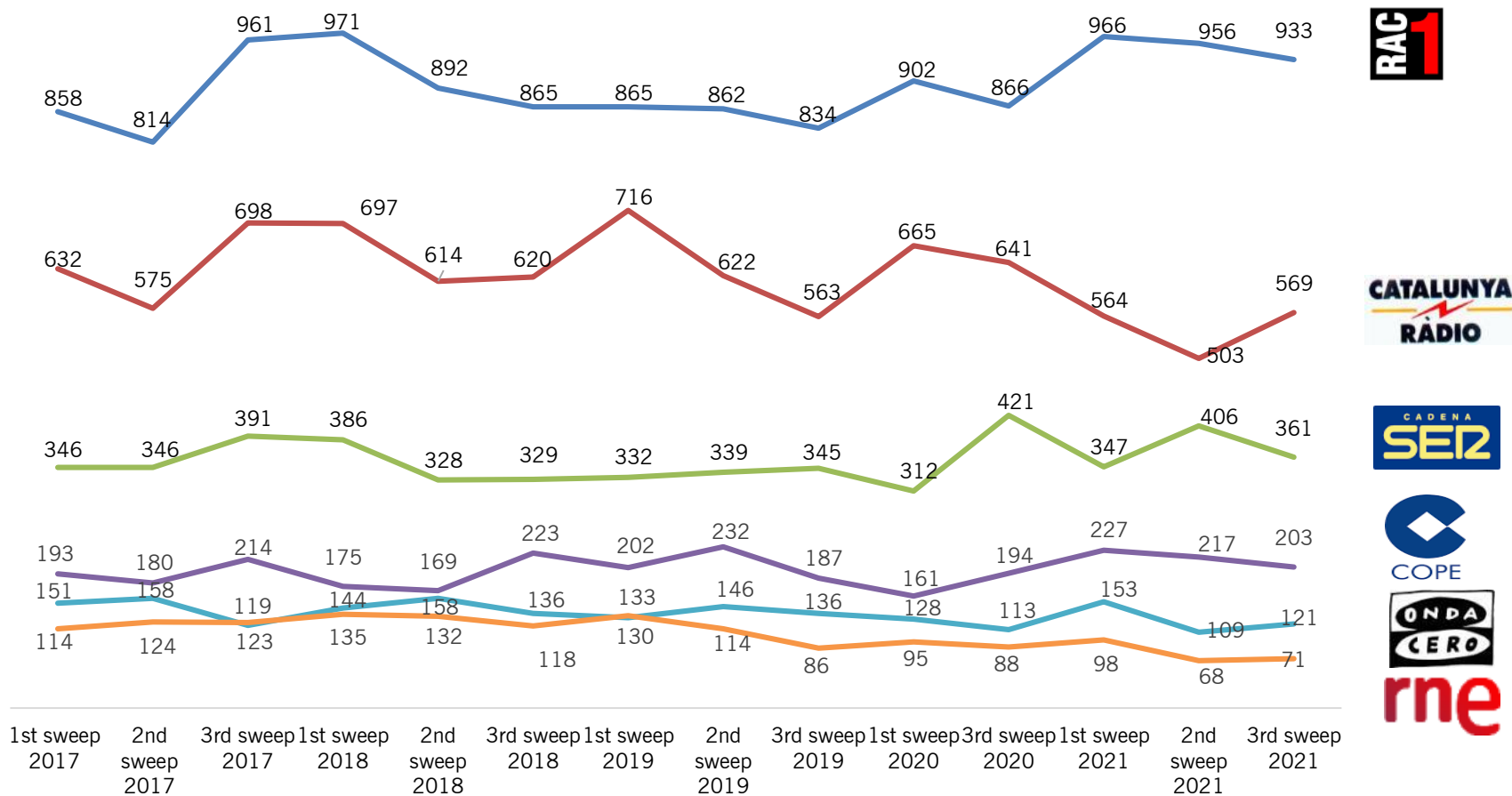
- [Ràdio Ponent](#) (Mollerussa 106.8)
- Ràdio Torregrossa (95.7)
- Xtrem FM (Linyola, 104.8)

Source: [Map of audiovisual media of Catalonia](#) of the CAC, corporate webpages of local broadcasters and Idescat (map). Consulted: 12/2021

Radio audiences (1)

General radio ranking. Audiences

(trend in the last sweeps, in thousands, day prior to interview, from Monday to Friday)

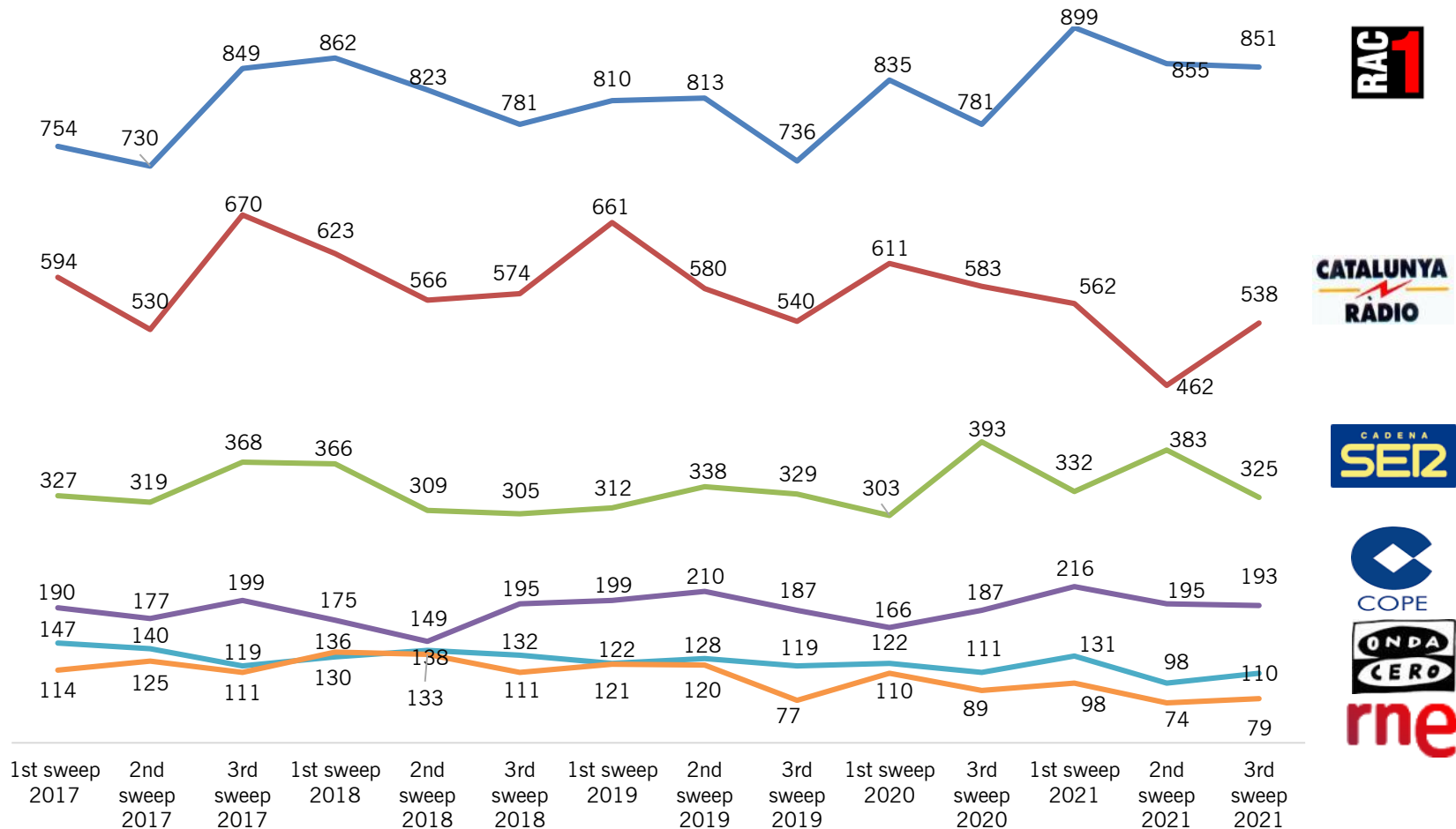


Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (2)

General radio ranking. Audiences

(trend in the last sweeps, in thousands, day prior to interview, from Monday to Sunday)

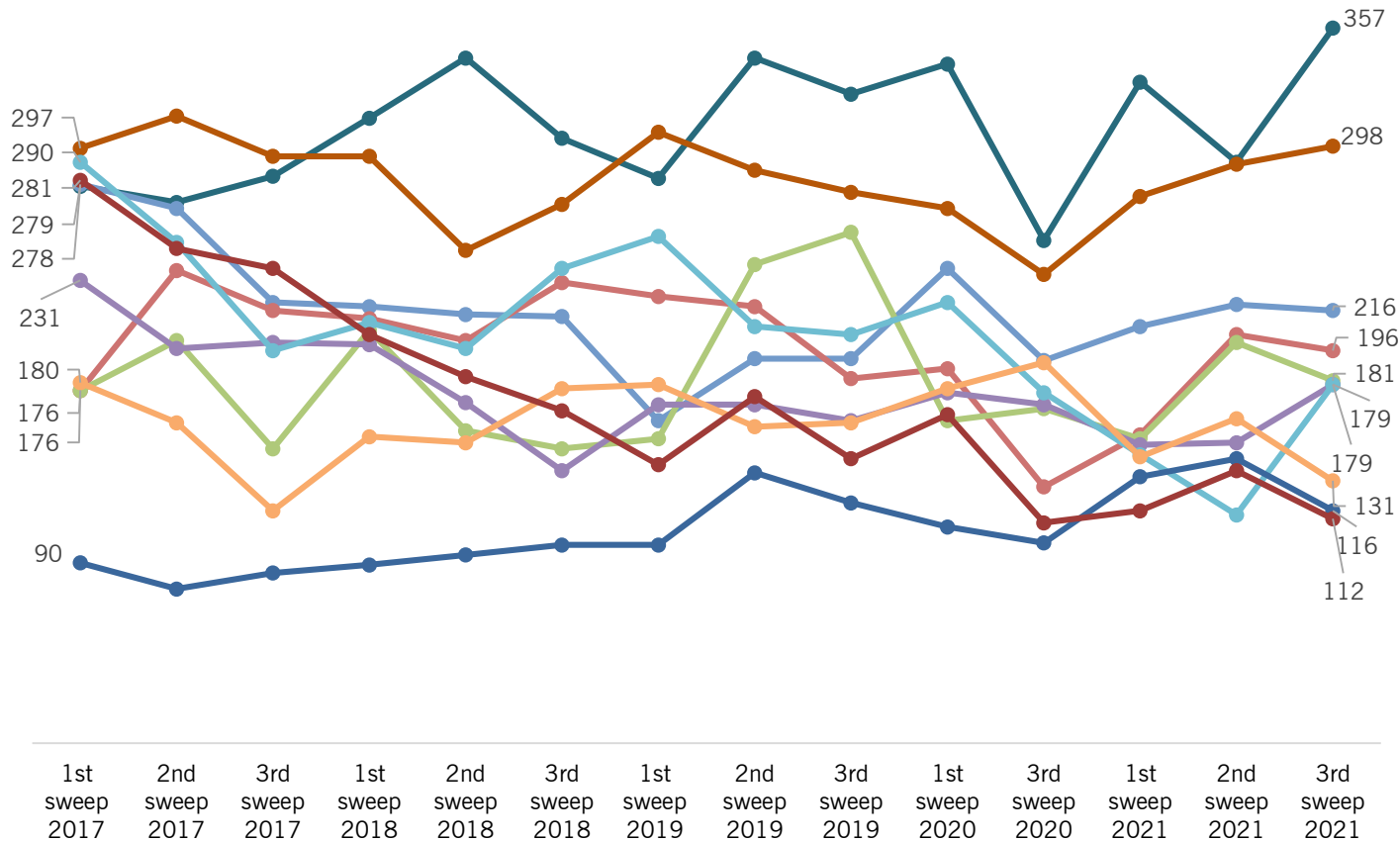


Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (3)

Music radio ranking. Audiences

(trend in the last sweeps, in thousands, day prior to interview, from Monday to Friday)

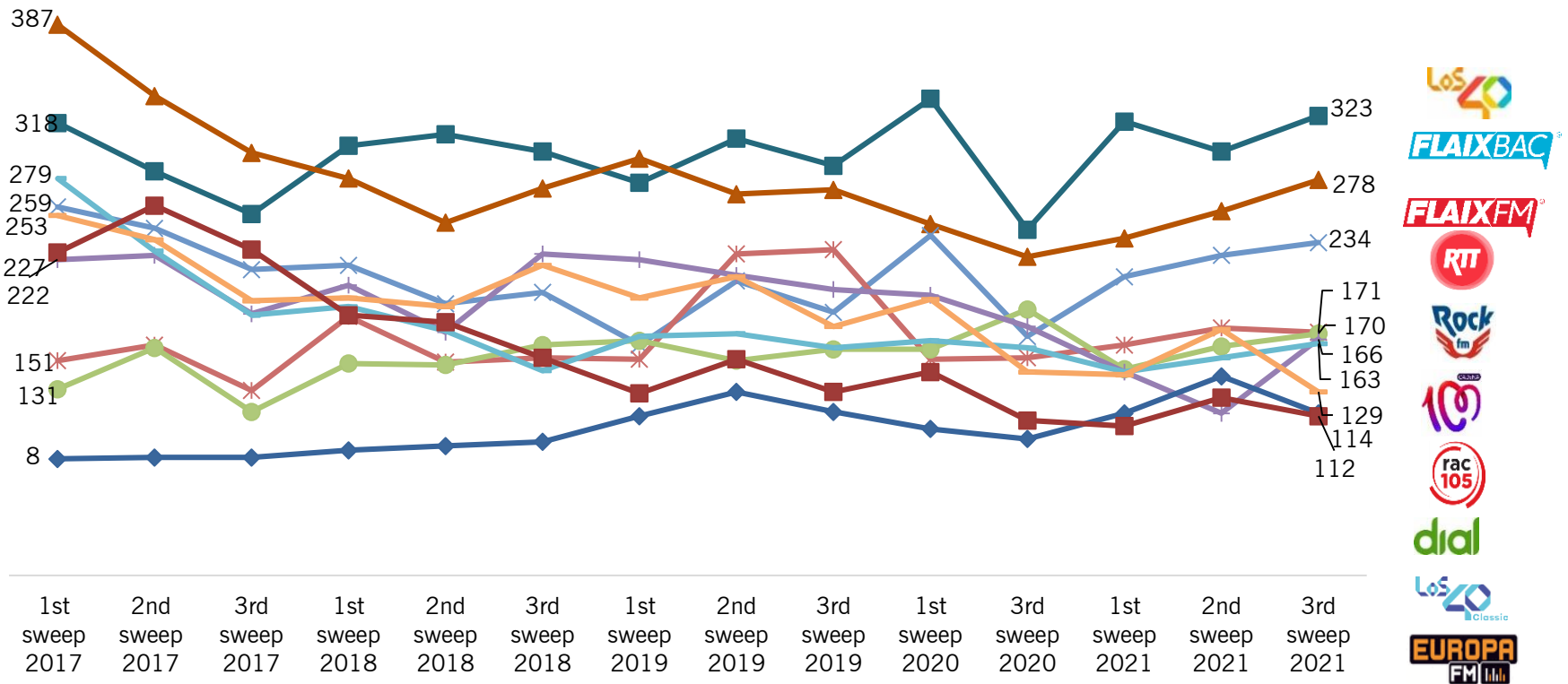


Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (4)

Music radio ranking. Audiences

(trend in the last sweeps, in thousands, day prior to interview, from Monday to Sunday)

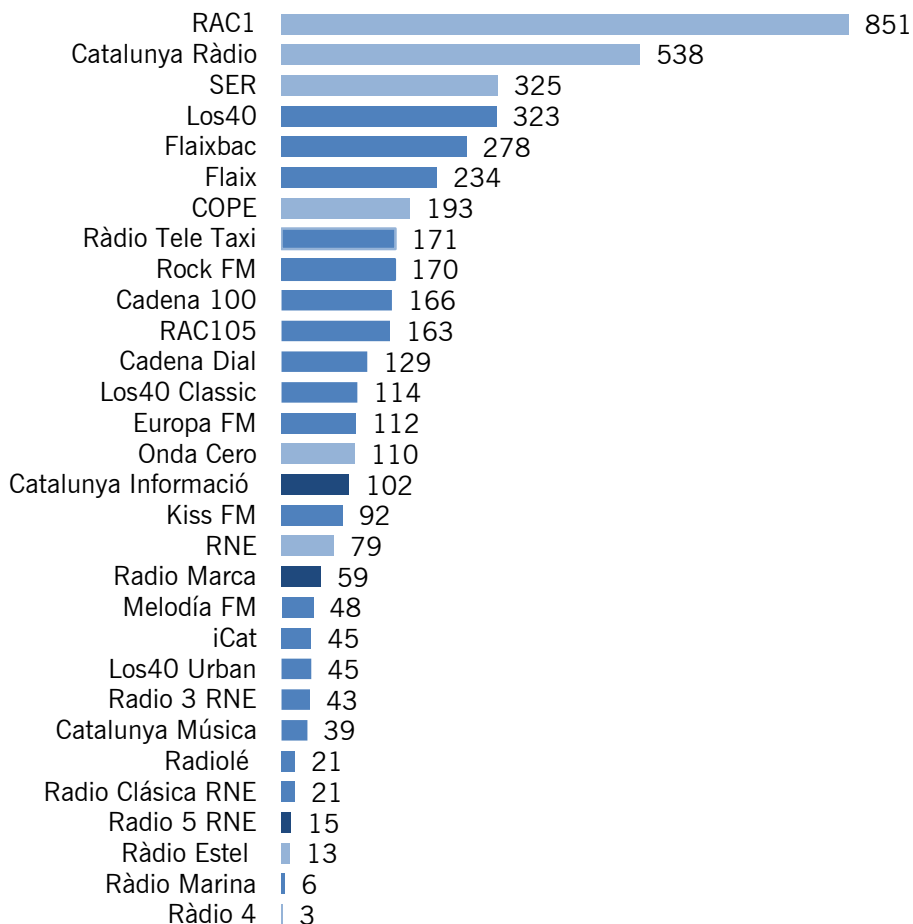


Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

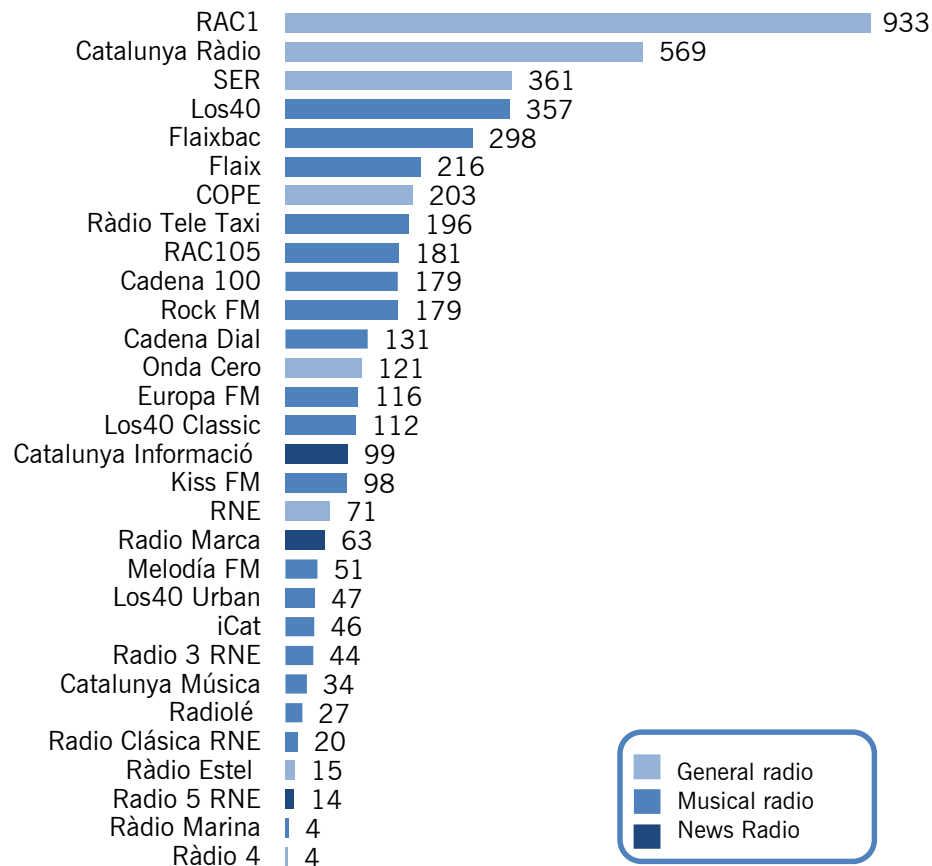
Radio audiences (5)

Cumulative daily radio audiences in Catalonia (in thousands, out of total population, day prior to interview)

Monday to Sunday



Monday to Friday



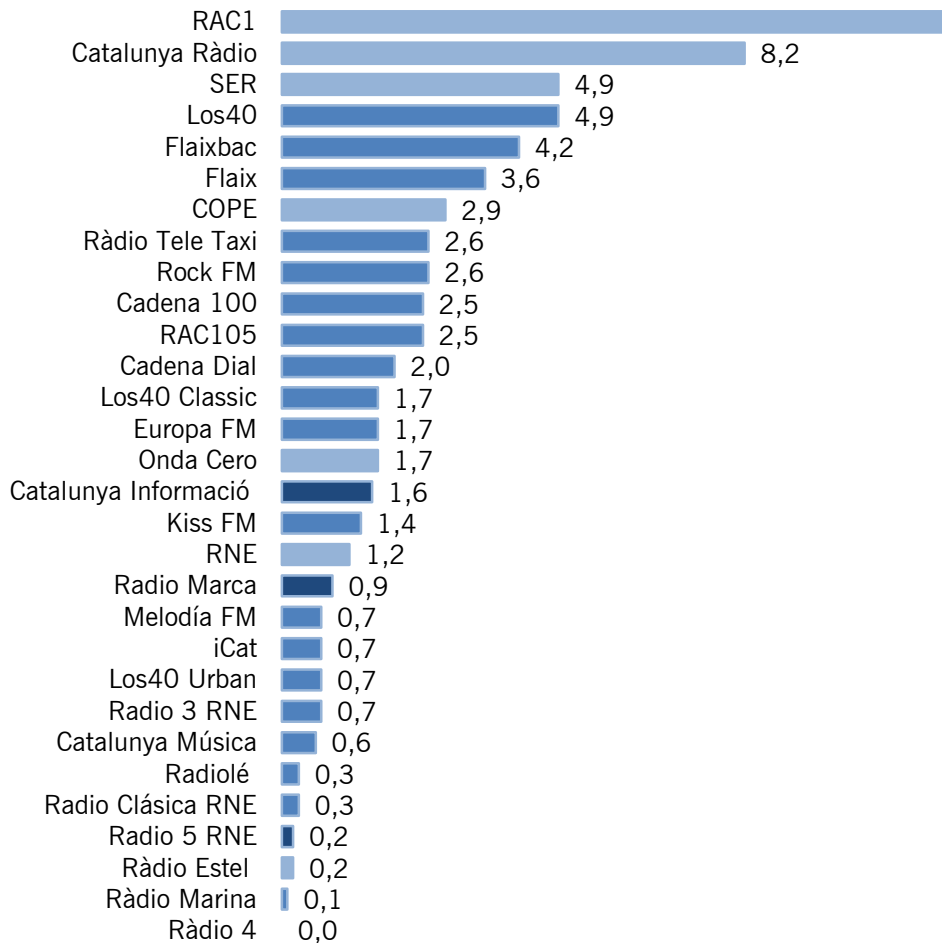
General radio
Musical radio
News Radio

Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

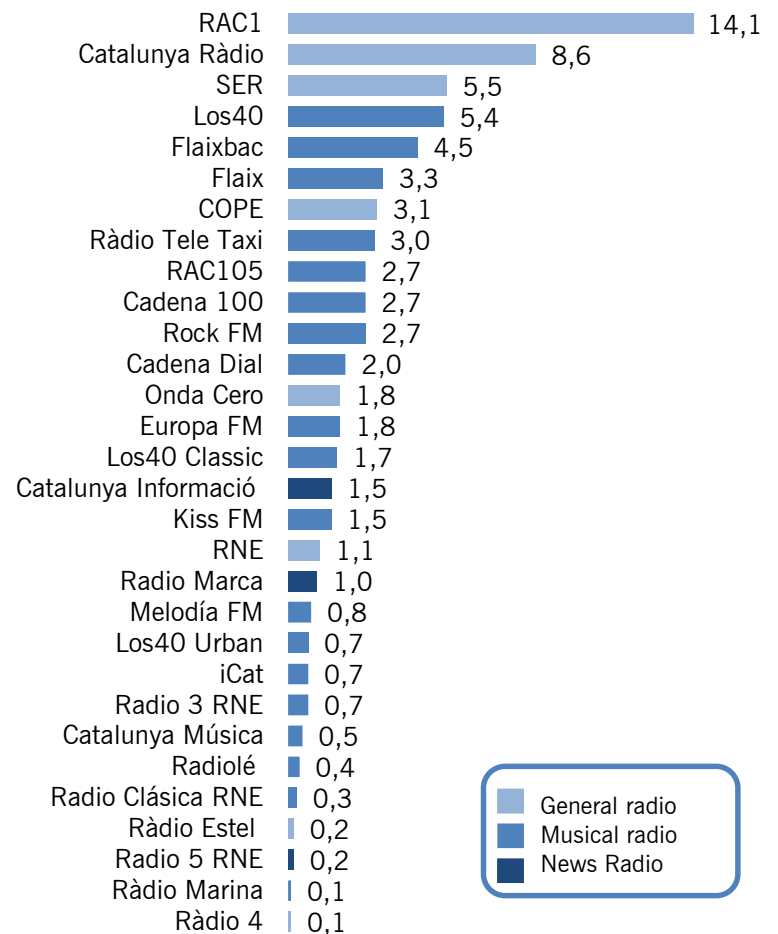
Radio audiences (and 6)

Cumulative daily radio audiences in Catalonia (in %, out of total population, day prior to interview)

Monday to Sunday



Monday to Friday



General radio
Musical radio
News Radio

Source: EGM – Catalonia Data – 3rd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.



Note

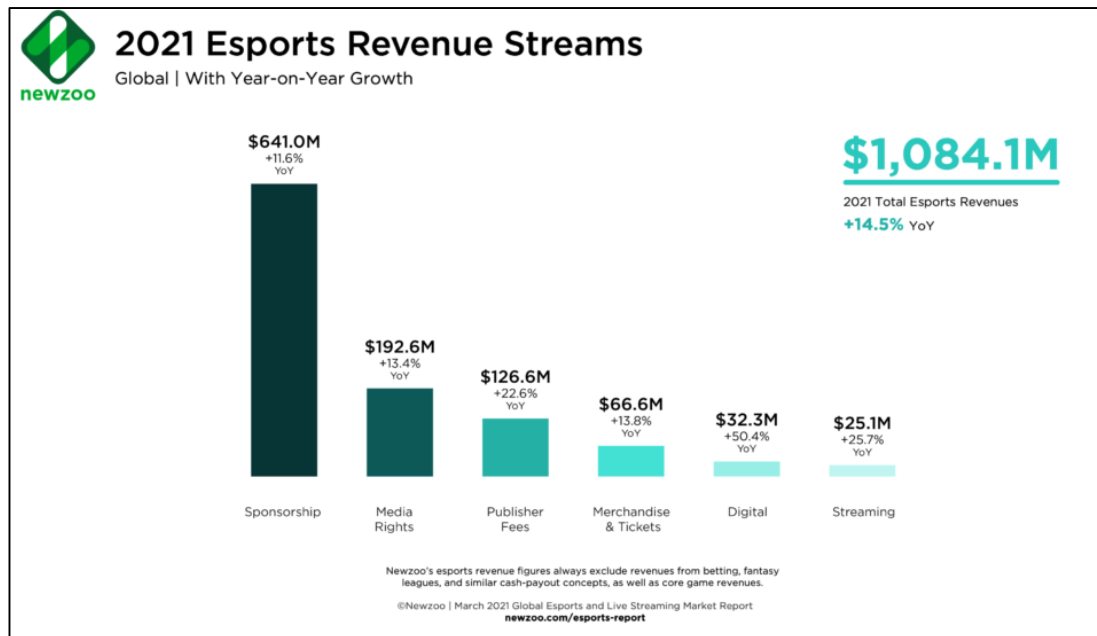
e-Sports and video games industry

e-Sports sector. Revenue

The global revenue of the e-Sports sector in 2021 exceeded **one billion dollars** (+14.5% compared to 2020). **Forecast for 2024: 1,618 millions dollars.**

Main Markets: China, North America and Western Europe.

The primary source of revenue in the sector is **sponsorship**, which represents 60% of the total, distantly followed by media rights, publisher fees, merchandising and tickets, digital and streaming broadcasting. These figures do not include betting, fantasy leagues and other items.



e-Sports or Esports: the activity of playing computer games against other people on the internet, often for money, and often watched by other people using the internet, sometimes at special organized events ([Cambridge Dictionary](#)).

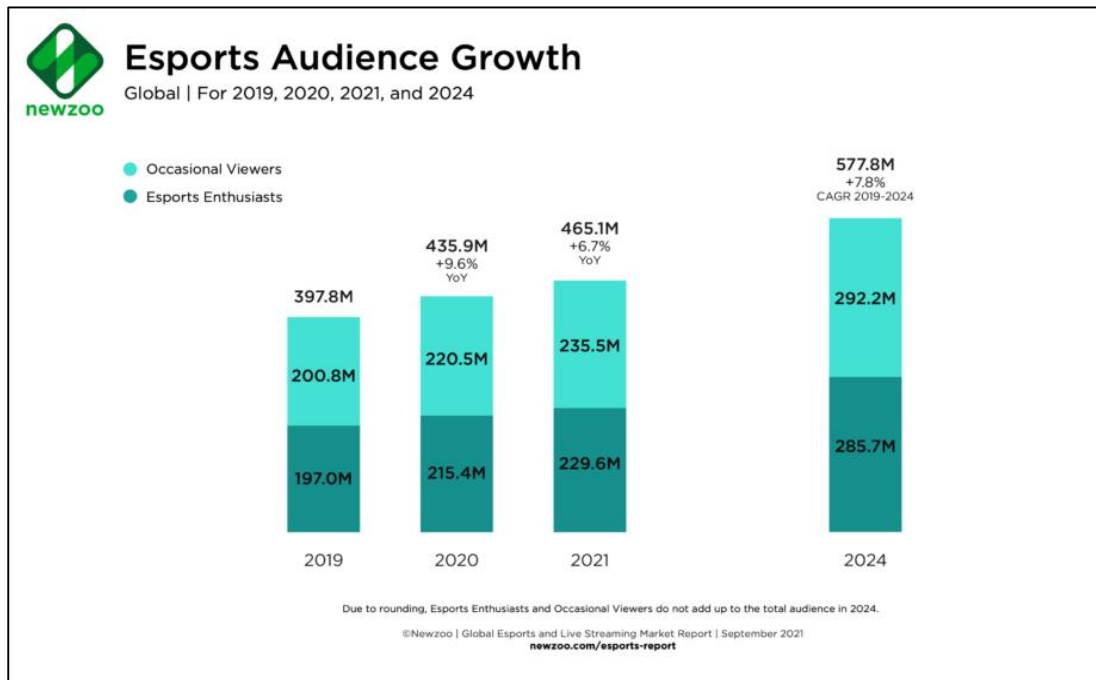
Source: NewZoo. [Key numbers](#). More information: [Global Esports and Live-Streaming Market Report 2021](#).

e-Sports sector. Audience

The global e-Sports audience is **485 million viewers** and it is split 50/50 between **occasional** and **enthusiasts viewers** (who watch eSports competitions **more than once a month**).

Forecast for 2024: 578 million people (almost 100 million more).

China is the world's largest e-sports viewing region: 1 in 5 people watch e-Sports. It is followed by the USA and Brazil.



2020:

There are almost [half million](#) professional players in Spain.

More than 1,400 hours watched on live streaming platforms.

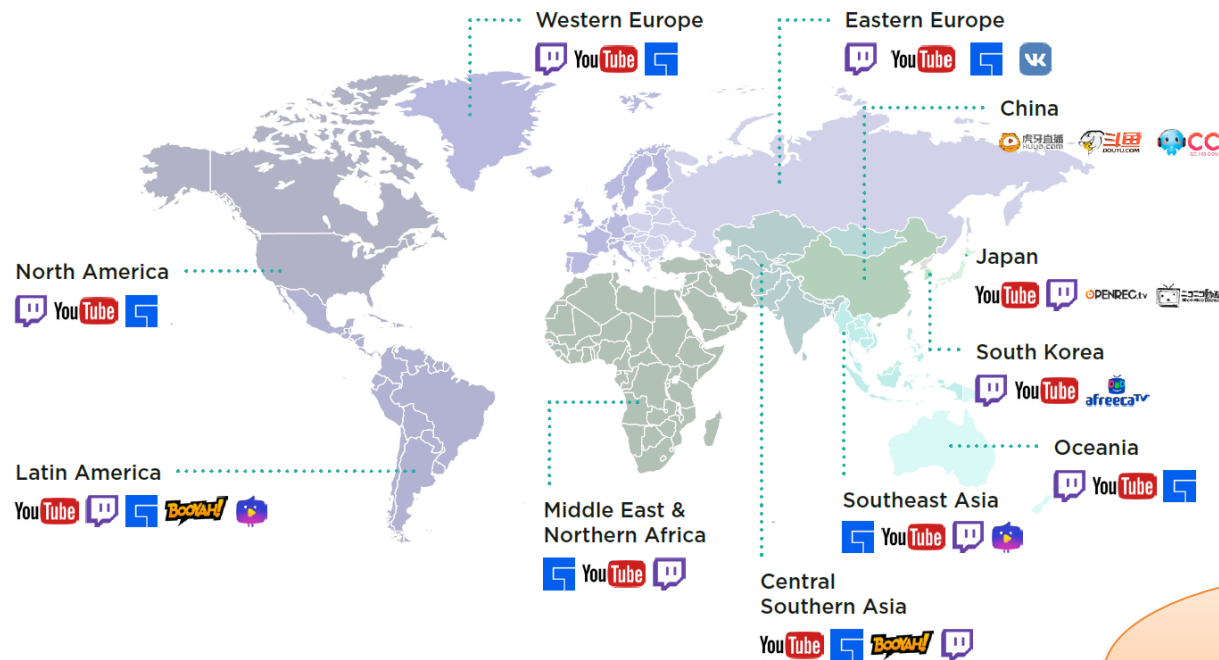
In Catalonia, the Unió de Federacions Esportives de Catalunya created the [first Catalan e-sports league](#) a year ago.

Source: NewZoo. [Key numbers](#). More information: [Global Esports and Live-Streaming Market Report 2021](#).

Main e-Sports platforms

[Twitch](#), [YouTube](#) and [Facebook Gaming](#) are the main e-Sports platforms in Europe, America, Africa and part of Asia. In China, the main global markets are [Huya](#) and [Douyu](#). In July 2021, the Chinese government [prevented the merger](#) of the two companies due to an anti-trust decision. The combined value is 5,300 million dollars

Main e-Sports platforms 2021



More information
about Esports in the
Note of [BIAC 12](#)

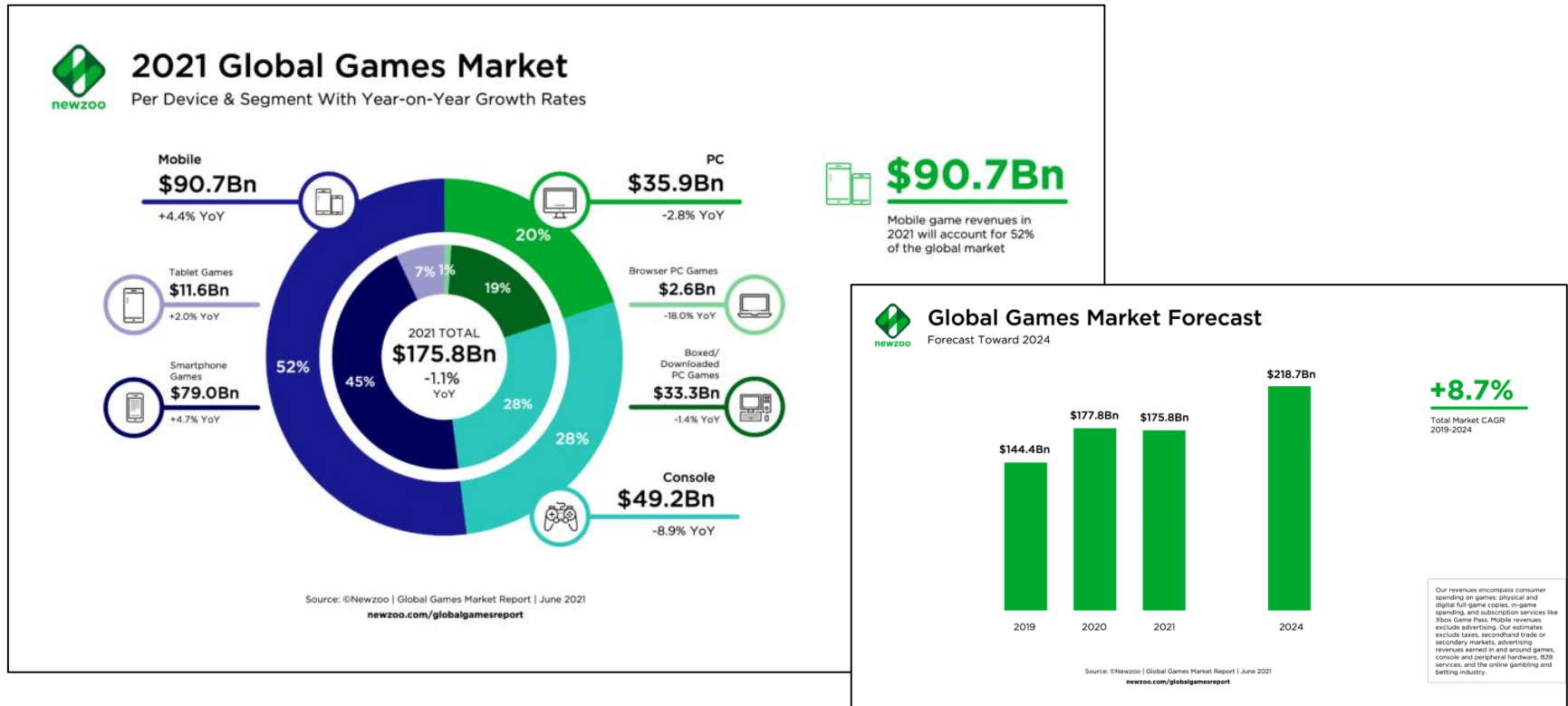
Source: NewZoo. [Key numbers](#). More information: [Global Esports and Live-Streaming Market Report 2021](#).

Video game industry. Revenue

The video games industry generated **176 billion dollars** in 2021.

Forecast for 2024: 219 billion dollars.

More than half of the revenue comes from the mobile games sector (tablets and smartphones), 28% from game consoles and 20% from computer games.

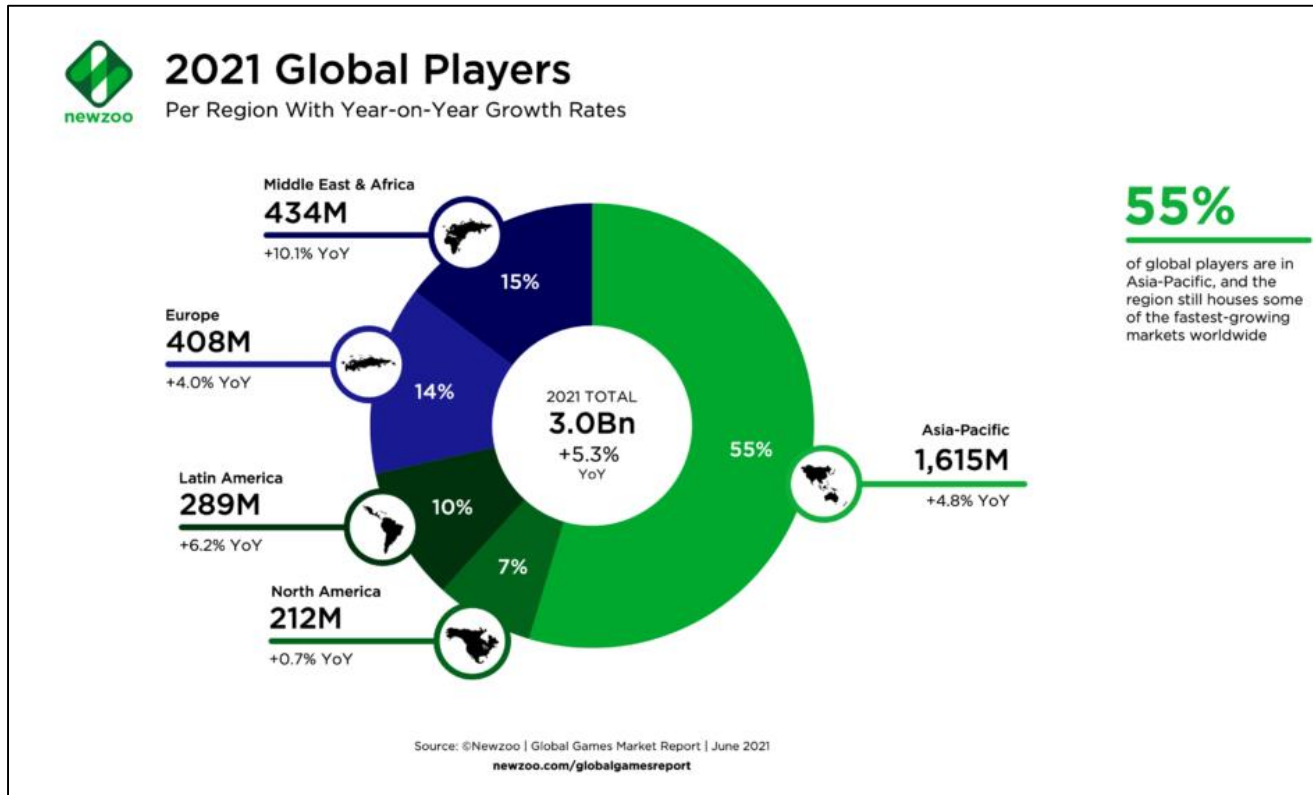


Source: NewZoo. [Key numbers](#). More information: [Global Games Market Report 2021](#).

Video game industry. Players

Over **3 billion people** are estimated to play video games around the world.

Half of them come from the Asia-Pacific region, while Europe counts **408 million**.



Source: NewZoo. [Key numbers](#). More information: [Global Games Market Report 2021](#).

Video games industry in Catalonia

In Catalonia, video games generated around **473 million euros** in 2020. It is the third largest business segment in Catalan audiovisual entertainment, after production and exhibition.

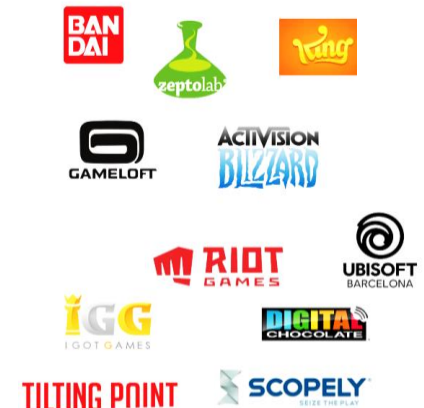
167 companies of varying sizes are involved, the vast majority in Barcelona. Catalonia is one of Europe's leading hubs for the creation and development of video games.

Video game developers

Although video games are a segment within audiovisual entertainment, in terms of product and channels to consumers, it is a business with **strong specificities**.

- Despite video games being audiovisual entertainment, very few interactions with the companies interviewed have appeared. Everyone wants them, but we found a few examples. The developers themselves, who may have direct distribution, come to third-party publishers and/or through generalist (Apple or Google) or specialised aggregator stores.
- The own-product video game companies (not service companies) develop and then seek to sell online - it's a different business model.
- The wealthy Catalan video game ecosystem looks like a different ecosystem in terms of business structure, rules, talent pool and future challenges.
- There are specific associations (DeviCAT) and ad hoc support actions from other agents (ICEC). Technological and training aspects also seem to be concentrated in different areas (ESCAC vs. specific videogames degrees, such as ENTI-UB or La Salle).

Source: Departament d'Empresa i Coneixement.
[El sector audiovisual a Catalunya. Anàlisi estratègica](#)



Source: Institut Català de les Empreses Culturals (ICEC). [Empreses de videojocs a Catalunya 2021](#).

eduCAC: What do you bet?



YOUTH AND VIDEO GAMES

90% play vídeo games

Average: 6,5 hours per week

Què t'hi jugues? (What do you bet?)

[Didactic resource](#) of the CAC and the Hospital de Bellvitge

Objectives: To work on the contents of video games and online gambling, to promote a critical and healthy use of video games and to prevent and identify problematic behaviour and addictions.

Aimed at 3r and 4rt ESO students.

15 activities based on the competencies of **culture and ethical values** and **tutoring** of Secondary school curriculum.

Course 2021/2022: A pilot study in two secondary schools to identify the habits of social, problematic and pathological play, and the use of video games in adolescents.

Topics for discussion:

- Time spent playing.
- Stereotypes and values that video games can transmit.
- Critical stance towards tipsters (experts in betting on the Internet) and loot boxes.



Newsflashes

Newsflashes (1)



Europe: prominence of contents of general interest in the video sharing platforms (VSP)

The [Audiovisual Communication Services Directive](#) (AVMSD) establishes that "Member States may take measures to ensure the appropriate prominence of audiovisual media services of general interest." (article 7a). This means that a State can establish that the public service or linguistic diversity are contents of general interest and prescribe its prominence to the VSPs that offer services in the territory.

The ERGA, an organisation that brings together the regulatory authorities of the audiovisual sector in Europe, has legally developed the [prominence and access of contents to all Platforms \(findability\)](#).

In Germany, the result of transposing the AVMSD is the [Interstate Media Treaty](#), which regulates prominence (sections 3 and 6 of Article 84). From there, German regulators have established the procedure for determining the ["public value content"](#), which must enjoy a prominence in the recommendation systems and algorithms of the platforms.

Landesanstalt für Medien NRW, the regional authority of North Rhine-Westphalia competent in this matter at the federal level, has launched a [public consultation](#) throughout Germany, the results of which it expects to make public in spring 2022.



Ofcom: Guide to PIV

In November 2021, the British regulator (Ofcom) published the guide on video exchange platforms (VSP) [Guidance for video-sharing platform providers on measures to protect users from harmful material](#). Ofcom made a [statement](#) on the regulation of advertising in VSPs and accompanied it with two guides: the [first](#) detailed the regulatory criteria in online advertising, so that platforms guarantee the protection of children and adolescence from restricted access materials, as well as the protection of the general public from harmful material. The [second](#) guide provided specific advice and best practices aimed at platforms to apply regulation.



The European Parliament takes a position on the Digital Service Act

On 20 January 2022, the European Parliament approved the amendments to the Commission's Proposal for a Digital Services Act (DSA).

The [text](#) proposes, among others, numerous changes such as: require VLOP's (very large online platforms) a recommendation system not based on profiles and that explain the "design, logic and operation" of algorithms; improve content assessment measures to deal with harmful content and misinformation; avoid viewing illegal products or add obligations to pornographic content diffuser platforms.

Newsflashes (and 2)



Regulatory authorities and misinformation about Covid-19

The French (CSA) and Irish (BAI) regulators produced two reports and recommendations aimed at combating misinformation and fake news in relation to Covid-19. The CSA released the [second report](#) prescribed by [Law 2018-1202](#) on the fight against information manipulation, based on data provided by 11 platforms (Google, YouTube, Facebook, Dailymotion and Yahoo, among others).

Also, the BAI presented [CovidCheck](#), the second report of its kind, which is part of the [Code of Practice on Disinformation](#) project, created by the European platform of [ERGA](#) regulation authorities.



EBU: the value of public audiovisual service

The European Broadcasting Union (EBU), made up of European public service providers, published the report [How Public Media Service deliver Value](#). It highlights the values that the means of public service bring to society, such as social and cultural integration, the empowerment of an informed citizenship, with a diversity of opinions, and the promotion of democratic values. The document also emphasizes the role of public service as a driving force for the creative and cultural industry.



CAC Report on TikTok and Gender Violence

TikTok is one of the most followed networks by teenagers and young people, and has a great capacity to viralize its contents. In December, the CAC presented the report [Presència de continguts a TikTok que perpetuen la transmissió d'actituds i valors masclistes](#) (*Presence of content in TikTok that perpetuate the transmission of sexist attitudes and values*). It analyses 15 videos, with 77 million views, and more than 10 million interactions, in which sexist messages and discourses are transmitted and normalized. The study shows that most videos offer a sexualized image of women, which is often accompanied by vexatious messages and disregard, and songs that convey a sexoafective model based on male domination.



Influencer marketing

The consulting firm IAB Spain has published the [Libro Blanco de Marketing de Influencia](#) (*White Paper on Influence Marketing*; updated version in 2022), which explains issues such as metrics on the Internet and an analysis by platforms (Instagram, YouTube, TikTok, Twitch, Linkedin, Facebook and Twitter). There is also a chapter on good practices and the legal framework (intellectual property, contracts and taxation) as the most important issues.

BIAC. No. 20 – Third four months of 2021

Main sources:

- CAC: the Council's own data.
- Barlovento Comunicación: monthly audience reports.
- EGM: 3a sweep 2021. Catalonia data.
- Iconography: [Noun Project](#), [Freepik](#), [Idescat](#)

Bibliographic citation:

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