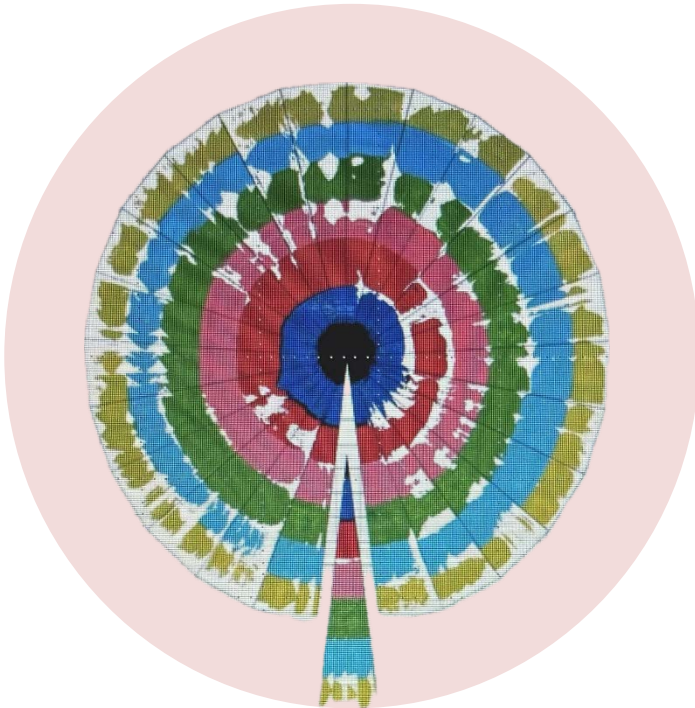




Consell
de l'Audiovisual
de Catalunya



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media Sector in Catalonia)

**Note. Universitat and training
in communication**

BIAC 26
January 2024



	Audiovisual penetration in Catalonia	3		Radio	
	TDT			Breakdown of radio stations in Catalonia	20
	Breakdown of DTT in Catalonia	5		Catalan and Spanish radio stations	21
	Catalan DTT channels	6		Catalan FM radio broadcasters	22
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	DTT audiences	11		Radio audiences	25
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	Subscriptions to IPTV television platforms	16			
	Subscriptions to paid OTT services	17		Flashes	37
	Consumption of social media in Catalonia	18			

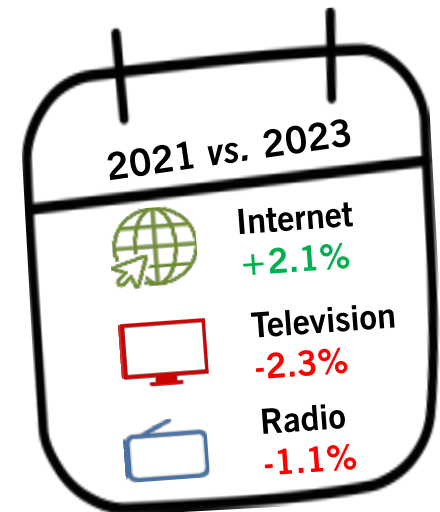
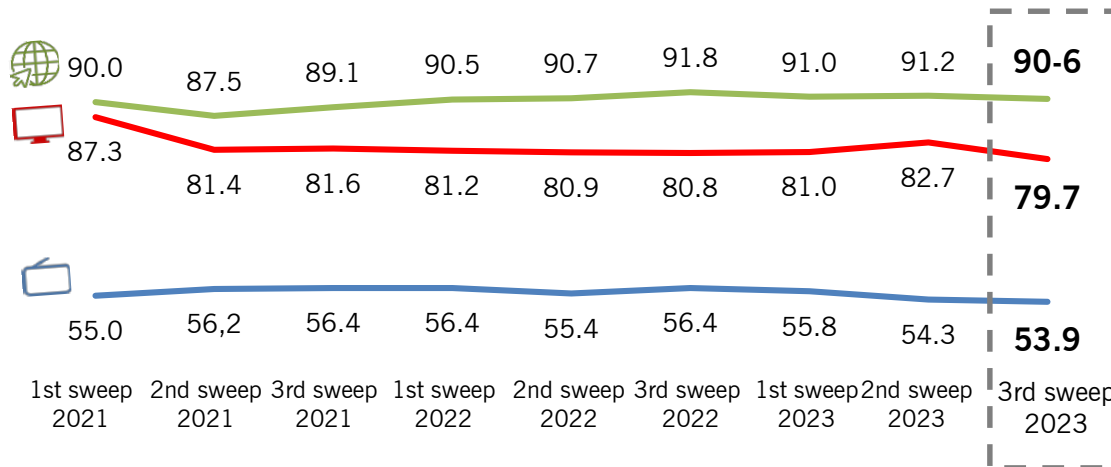


Audiovisual penetration in Catalonia (1)

The internet continues to be the medium with the highest penetration in Catalonia (90.6%) followed by television, which drops 3 points compared to the previous sweep (79.7%) and radio, in third position, with 53.9% penetration.

Radio listening time (from Monday to Friday) has not varied and daily television consumption is close to 3 hours

Audiovisual penetration in Catalonia by medium. Period 2021-2023 (in %)



Daily TV consumption
2 h 43 minutes/day



Daily Radio consumption
1 hour 40 minutes (Monday-Friday)
1 hour 32 minutes (Monday-Sunday)

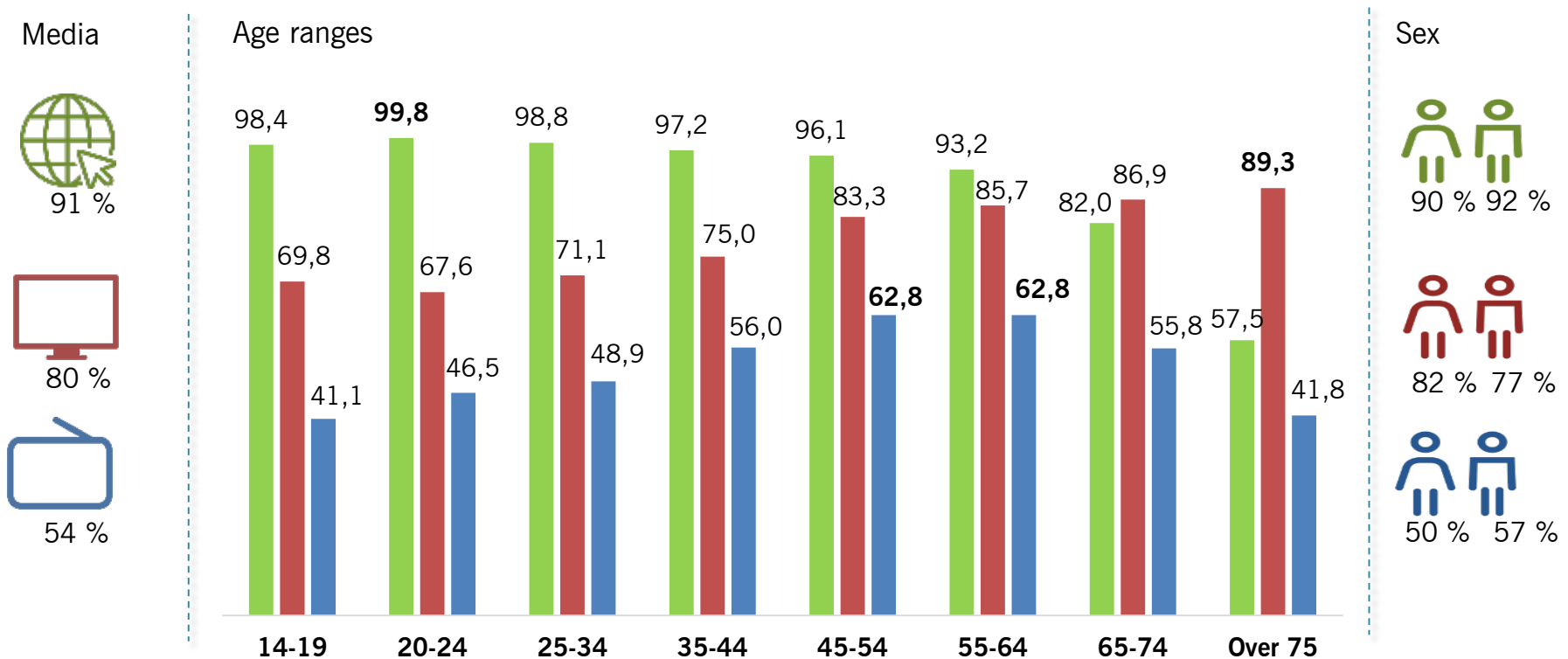
Note: The data on the internet refers to the connection. Periods: radio (Monday-Sunday); television and internet (previous day's audience). Sources: EGM – Catalonia data. 3rd sweep 2023 (penetration data and radio consumption), and 3 cumulative sweeps of 2021 and 2023 (comparative), and Barlovento Comunicación (television consumption in December 2023).



Audiovisual penetration in Catalonia (and 2)

Television remains the preferred medium for the older age groups (from the age of 65), while the internet is the preferred medium for the rest of the population. The average age of the radio audience is around 49 years.

Media penetration by age and sex. Catalonia 3rd sweep 2023 (in %)



Source: EGM – Catalonia Data – 3rd sweep 2023.



Breakdown of DTT in Catalonia

TV channel private TV public TV



Catalan households receive an average of **35 open-access television channels**: 8 national, 26 state and the local channels.

74 traditional open-access linear television channels

7 out of every 10 television channels are **private** and half of them broadcast **locally**.

4 national channels



4 public

26 state channels



5 public

21 private

44 local channels



11 public

33 private

Note: the BIAC uses the term channel (usual term) to refer to the DTT programmes (technical and administrative term) broadcast by each multiplex (MUX). We count only once the television channels that broadcast as a simulcast in high definition (TV3, La 1, Clan, Teledeporte, Antena 3 TV, laSexta, Telecinco and Cuatro).

Source: CAC (national and local DTT channels) and Ministry for Digital Transformation and of Civil Service (state DTT channels). December 2023.



Catalan DTT channels

Public TV Commercial TV Language used

By owner, offer and language used

Catalan

4 channels	4 Public channels	Corporació Catalana de Mitjans Audiovisuals (CCMA)    
------------	----------------------	---



Catalonia has temporarily been left without Catalan commercial television channels

In the month of November, the CAC carried out the termination of the multiple channel license of Catalan DTT ([Agreement 122/2023](#)). Closing the MUX affects the channels 8tv and Verdi Classics. The Barça TV channel had already stopped broadcasting in July 2023.

Source: Catalan Audiovisual Council. December 2023.



Spanish DTT

Public TV Commercial TV Language used

By owner, offer and language used

Spanish

26 channels	5 public channels	Corporación de Radio y Televisión Española (CRTVE)				
	21 Commercial channels	Atresmedia Televisión 	Mediaset España 	SQUIRREL MEDIA UNIDAD EDITORIAL 	ÁBSIDE MEDIA Real Madrid Televisión 	SECUOYA KISS MEDIA

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

Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. December 2023.

Local DTT channels (1)

Public TV Commercial TV Language used

By owner, offer and language used

Catalan

44 channels	11 Public channels	           
	33 Commercial channels	Grup 4 (2)  Segre (4)   Taelus (4)   ETV (3)  Cadena Pirenaica RTV (2)   Mola (1)  Ebre (2)   Corisa Media Grup (2)   CB Global Media (1)  Prosa (1)  Doble Columna (1)            

^A The CAC approves the termination of the local channel 25 TV due to the cessation of broadcasts from the month of September ([Agreement 123/2023](#), of 15 November, of the Plenary Session of the Catalan Audiovisual Council).

Source: Catalan Audiovisual Council. December 2023.



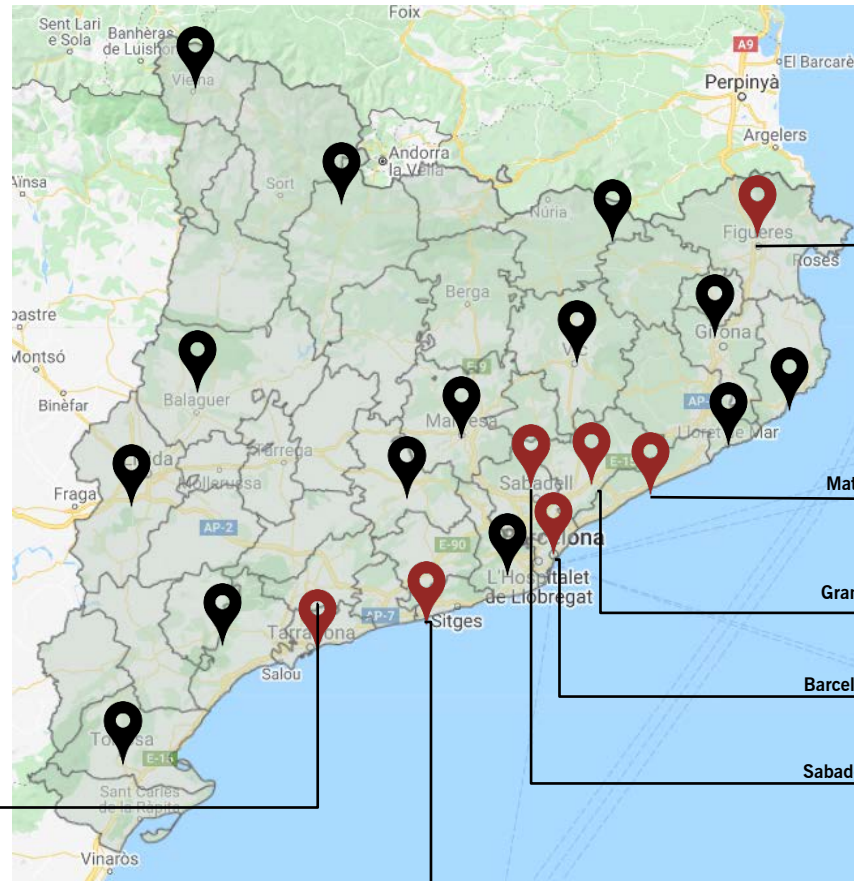
Local DTT channels (2)

11 local public DTT channels distributed in 7 DTT district

 DTT demarcations without public television.

 DTT demarcations with public television (1 or more).

Demarcation →



Figueres



Mataró

Granollers



Barcelona



Sabadell



Tarragona



Vilanova i la Geltrú

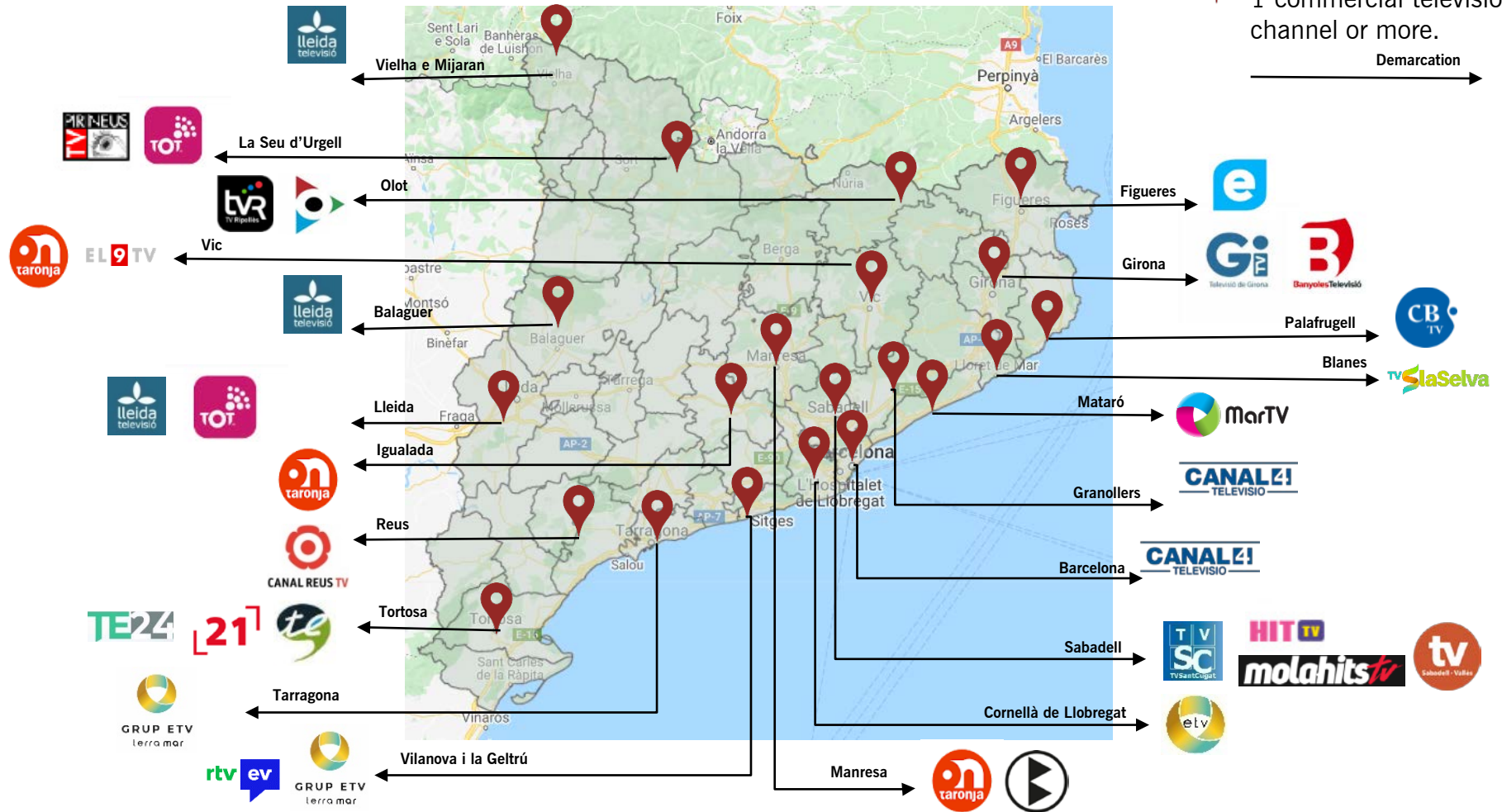


Source: Catalan Audiovisual Council. December 2023.



DTT districts with
1 commercial television
channel or more.

Demarcation

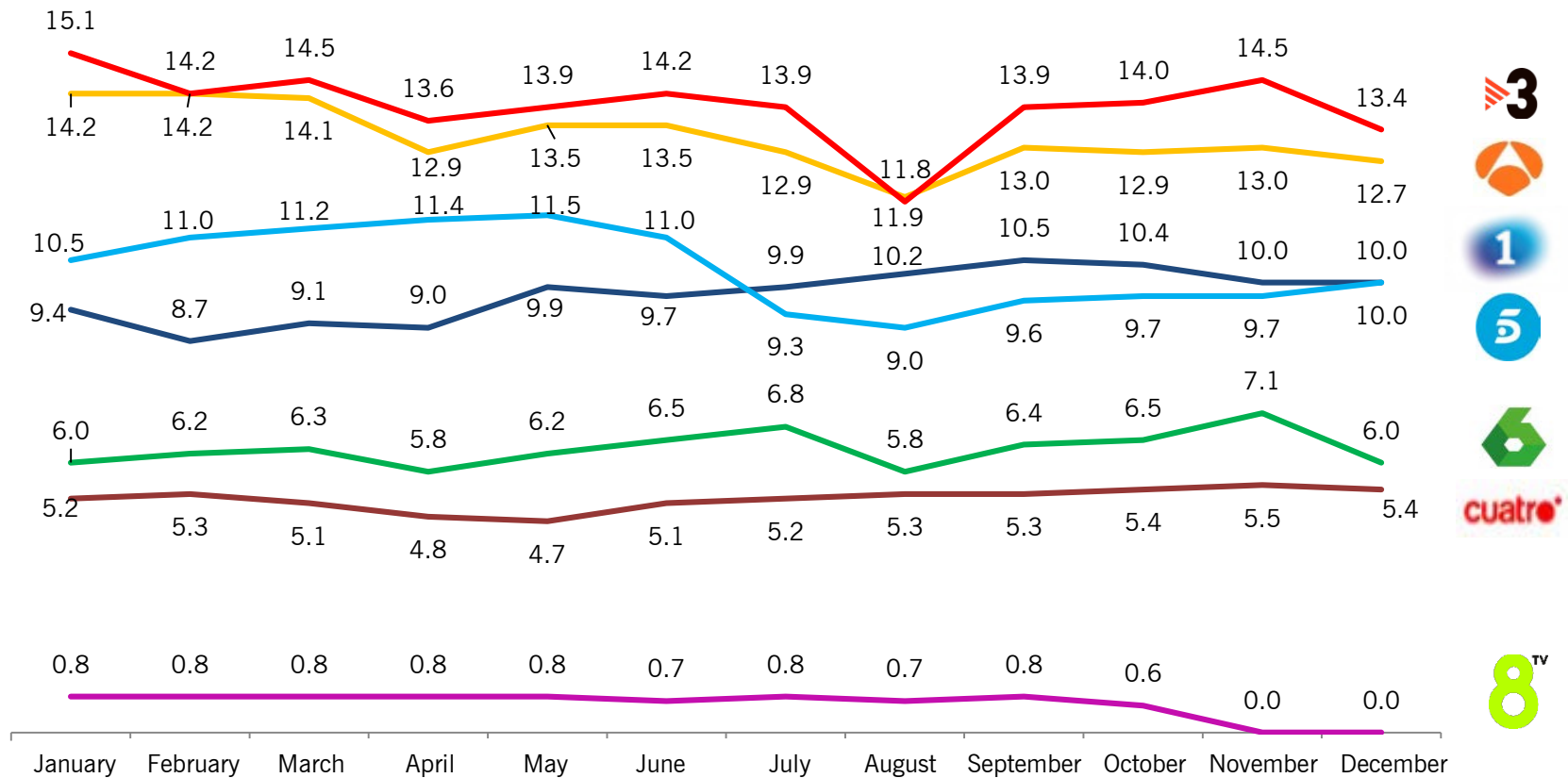


Source: Catalan Audiovisual Council. December 2023.



DTT audiences (1)

Monthly trend in the share of the main television channels. Spain. Year 2023 (in %)



Source: Barlovento Comunicación. Audience data for TV3 correspond to its coverage area.



DTT audiences (and 2)

Monthly trend in the television share. Spain. January-December 2023 (in % in descending order according to the annual average)

Channel	January	February	March	April	May	June	July	August	September	October	November	December	Average
TV3	15.1	14.2	14.5	13.6	13.9	14.2	13.9	11.8	13.9	14.0	14.5	13.4	13.9
Antena 3 TV	14.2	14.2	14.1	12.9	13.5	13.5	12.9	11.9	13.0	12.9	13.0	12.7	13.2
Telecinco	10.5	11.0	11.2	11.4	11.5	11.0	9.3	9.0	9.6	9.7	9.7	10.0	10.3
La1	9.4	8.7	9.1	9.0	9.9	9.7	9.9	10.2	10.5	10.4	10.0	10.0	9.7
laSexta	6.0	6.2	6.2	5.8	6.2	6.5	6.8	5.8	6.4	6.5	7.1	6.0	6.3
Cuatro	5.2	5.3	5.1	4.8	4.7	5.1	5.2	5.3	5.3	5.4	5.5	5.4	5.2
Energy	3.0	3.0	3.1	3.1	3.1	3.0	3.0	3.1	2.7	2.8	2.9	2.9	3.0
La2	2.9	2.8	2.7	2.6	2.8	2.8	3.1	3.2	2.9	2.8	2.7	2.9	2.9
FDF	2.4	2.5	2.6	2.5	2.6	2.5	2.6	2.7	2.5	2.5	2.7	2.8	2.6
Divinity	2.2	2.4	2.4	2.4	2.2	2.3	2.1	2.2	2.1	2.1	2.0	2.0	2.2
Neox	2.0	2.0	2.0	2.0	1.9	2.0	2.0	2.1	2.1	2.0	2.0	2.1	2.0
Nova	2.0	2.0	1.9	2.1	2.1	2.3	2.1	2.2	1.9	1.8	1.9	1.9	2.0
TRECE	2.2	2.0	2.0	2.0	2.0	2.0	2.0	2.1	1.9	1.8	2.0	2.1	2.0
Atreseries	1.7	1.8	1.6	1.6	1.4	1.7	1.8	2.0	1.8	1.9	1.9	1.9	1.8
Dmax	1.6	1.6	1.6	1.6	1.5	1.6	1.7	1.8	1.6	1.7	1.6	1.6	1.6
3/24	3.6	1.2	1.1	1.1	1.2	1.3	1.5	1.5	1.6	1.5	1.7	1.3	1.6
MEGA	1.2	1.3	1.3	1.4	1.5	1.5	1.6	1.7	1.5	1.6	1.5	1.6	1.5
BeMad	1.1	1.2	1.1	1.3	1.4	1.4	1.4	1.6	1.4	1.5	1.5	1.7	1.4
Paramount Network	1.2	1.2	1.3	1.3	1.3	1.4	1.4	1.5	1.5	1.5	1.5	1.5	1.4
DKISS	1.1	1.2	1.1	1.1	1.1	1.3	1.2	1.3	1.2	1.2	1.2	1.3	1.2
24h	1.0	0.9	1.1	1.0	1.0	1.1	1.3	1.2	1.3	1.4	1.5	1.1	1.2
Esport3	0.9	0.9	0.9	1.0	1.0	0.9	0.6	1.0	1.2	1.2	1.1	1.1	1.0
Gol Play	0.9	1.0	0.9	1.0	1.0	0.8	0.8	1.2	1.1	1.0	1.0	0.9	1.0
Clan	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.0	1.0	0.9	0.9	0.9	0.9
TEN	0.7	0.7	0.8	0.8	0.8	0.8	0.9	1.0	1.0	1.1	1.2	1.1	0.9
Boing	0.8	0.9	0.8	1.0	0.8	0.9	0.8	0.9	0.9	0.9	1.0	1.0	0.9
Disney Channel	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	0.7
Teledeporte	0.6	0.4	0.5	0.8	0.7	0.6	1.3	1.2	0.8	0.5	0.5	0.4	0.7
SX3/33	0.5	0.6	0.6	0.6	0.6	0.6	0.5	0.8	0.7	0.8	0.6	0.8	0.6
8tv	0.8	0.8	0.8	0.8	0.8	0.7	0.8	0.7	0.8	0.6	0.0	0.0	0.6
Real Madrid HD	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.5	0.5	0.6	0.6	0.6	0.6
BOM Cine	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.4
Verdi Classics	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1

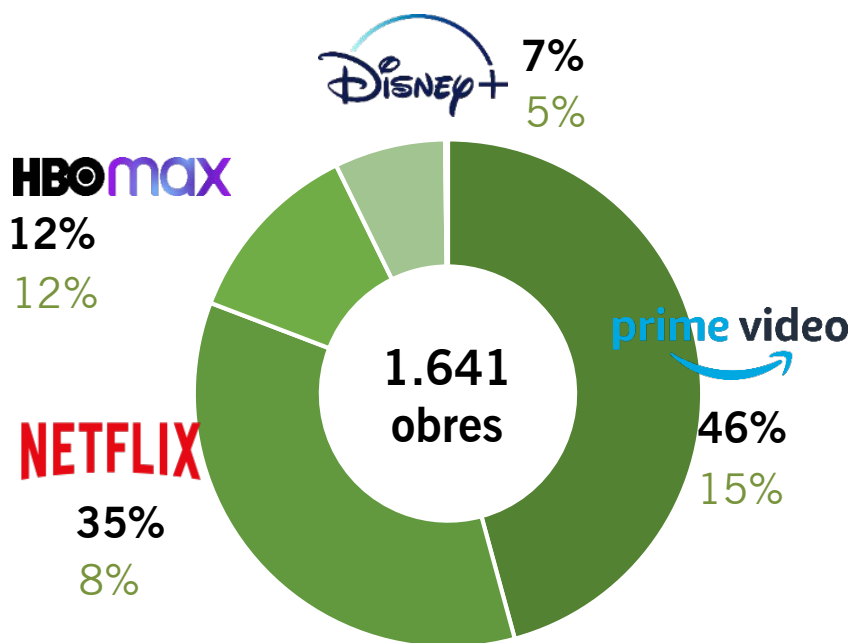
Source:
Barlovento
Comunicación.
The audiences
of regional
channels
correspond to
their coverage
area.



Presence of Spanish work in SVoD services (1)

During the year 2023, the **presence of Spanish audiovisual productions** in the catalogues of the major North American OTT (SVOD) paid platforms varies depending on the service. The total of Spanish works was of **1,641 titles**, around **10% of the total works on SVoD services**.

Distribution of Spanish works available on SVOD services. Year 2023



Percentage in black: presence in relation to the total number of Spanish works
Percentage in green: presence in relation to the total number of titles in the catalogue

Breakdown of Spanish works

In number of titles, **Prime Video** and **Netflix** add up to 80% of the total works offered by the five platforms.

Weight of the works on the catalogue as a whole

In proportion, **Prime Video** has a higher percentage of Spanish audiovisual works, with 15% of the total titles in its catalogue.

In second place is **HBO Max**, with 12%. On the other platforms, the representation of titles of Spanish origin does not reach 10%: Netflix and Disney+.

On **Apple TV**, with three co-productions, it represents 2% of its entire catalogue.

Source: Albornoz, L. A., García Leiva, M. T. & Gallo, P. (2023). [Disponibilidad y prominencia de obra española en servicios audiovisuales por suscripción. Edición 2023](#). Grupo de investigación Diversidad Audiovisual, Universidad Carlos III de Madrid, p. 1-33.

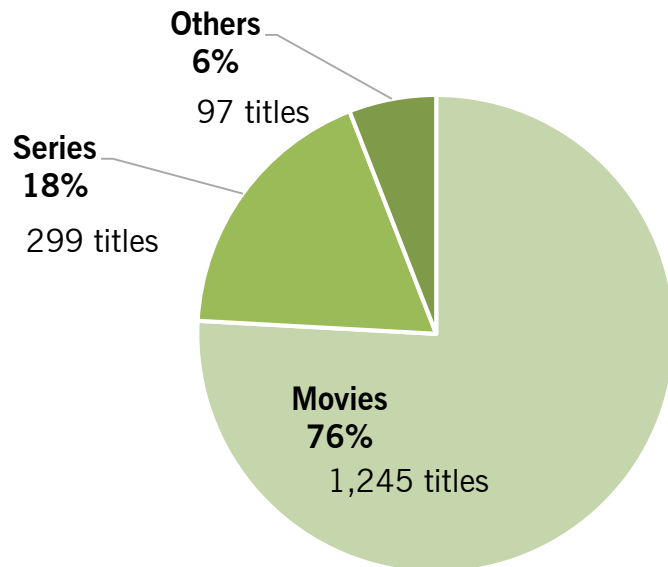


Presence of Spanish work in SVoD services (2)

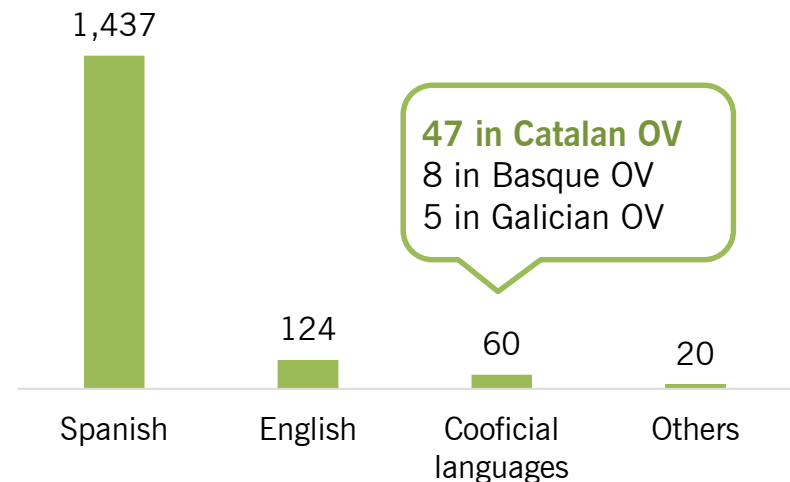
7 out of 10 audiovisual works offered in the catalogues of SVOD services are **movies**, mostly fiction. The rest of the titles are divided into **series** (fiction, animation or documentaries) and **others** (reality shows, short films, monologues). In general, fictional content enjoys more availability.

The **main original language** (OV) of the Spanish works available is Spanish, followed by works produced in English (7.5%). **Catalan** occupies **third place** in terms of presence (2.8%) with 24 titles on Prime Video, 21 on Netflix and 2 on HBO Max.

Audiovisual work available according to type



Audiovisual work available per original language (OV)



Source: Albornoz, L. A., García Leiva, M. T. & Gallo, P. (2023). [*Disponibilidad y prominencia de obra española en servicios audiovisuales por suscripción. Edición 2023*](#). Grupo de investigación Diversidad Audiovisual, Universidad Carlos III de Madrid, p. 1-33.



Presence of Spanish work in SVoD services (and 3)

In relation to the **prominence** awarded to Spanish audiovisual work, **Netflix** is the only service that has easily accessible sections dedicated to cinema and series produced in Spain (top menu bar). In the rest of the services, the prominence of the titles is highly variable.

Prominence level of Spanish works in SVoD services. Year 2023



Source: Albornoz, L. A., García Leiva, M. T. & Gallo, P. (2023). [Disponibilidad y prominencia de obra española en servicios audiovisuales por suscripción. Edición 2023](#). Grupo de investigación Diversidad Audiovisual, Universidad Carlos III de Madrid, p. 1-33.



Subscriptions to IPTV platforms

Subscriptions to the leading conventional-pay IPTV platforms in Catalonia. October-November 2023

IPTV	HOUSEHOLDS 		SUBSCRIBERS 		
					Variation vs. 2nd sweep 2023
	603,720	19.5%	1,463,014	21.7%	-3.1%
	195,048	6.3%	458,456	6.8%	-0.2%
	120,744	3.9%	370,810	5.5%	+1.7%

Movistar+ is the leading IPTV platform in Catalonia despite the drop in subscriptions compared to the previous sweep (-3.1%).

In second place, **Orange TV** remains stable and has not yet reached half a million subscribers, while the **Vodafone** platform has shortened the distance between them and grew by almost 2% in the last four-month period

Note: There may be multiple responses, because a single household or person may have more than one subscription to the pay platforms, either IPTV or OTT.

Source: EGM – Catalonia Data – 3rd sweep 2023. Base: 3,096,000 households and 6,742,000 people.



Subscriptions to OTT services

Subscriptions to the leading paid OTT service platforms in Catalonia. October-November 2023

PLATFORMS	HOUSEHOLDS 		SUBSCRIBERS 		
					Variation vs. 2nd sweep 2023
NETFLIX	1,681,128	54.3%	4,065,426	60.3%	+3.4%
prime video	1,321,992	42.0%	3,060,868	45.4%	+3.0%
HBOmax	687,312	22.2%	1,685,500	25.0%	+3.1%
Disney+	774,000	25.0%	1,860,792	27.6%	+6.2%
DAZN	241,488	7.8%	573,070	8.5%	+0.6%
FILMIN	157,896	5.1%	364,068	5.4%	+1.4%
Rakuten TV	133,128	4.3%	343,842	5.1%	+2.6%
Altres proveïdors	600,624	19.4%	1,301,206	19.3%	-0.3%

The trend of OTTs remains generally upward compared to the previous sweep by EGM.

Netflix is the OTT with the most households and subscribers, with more than 4 million subscribers, 0 million more than the platform that comes next, **Amazon Prime Video**.

Disney+ passed **HBO Max**, with the greatest growth in subscriptions in the last four-month period (6.2%).

The other platforms (**DAZN**, **Rakuten** and **Filmin**) remain in the same place in the ranking, without significant change.

Source: EGM – Catalonia Data – 3rd sweep 2023. Base: 3,096,000 households and 6,742,000 people.



Consumption of social networks in Catalonia (1)

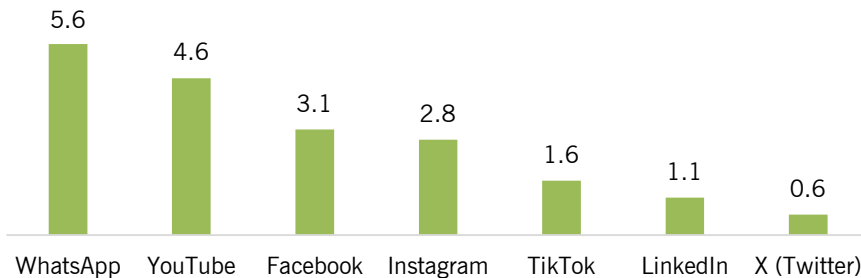
+6 million users

95.3% of the Catalan population (over 16 years old) indicate that they use at least one social network. The highest percentage (99%) is among the youngest group.

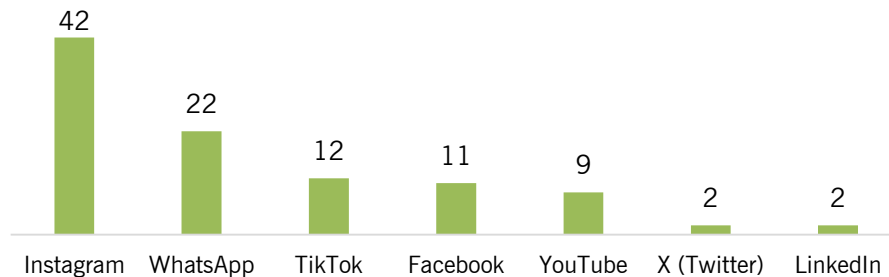
+3 social networks

Average networks used per day by citizens.

Number of users per social network in Catalonia (in millions)



Favourite social network (by percentage)



WhatsApp is the most used application in all age groups, while **TikTok** is an application that has been consolidated among the younger groups (users aged 16 to 45).

Instagram is the network preferred by the majority of users, especially among users located in the age groups of 16 to 45 years.

LinkedIn and **X (Twitter)** have become residual, both in terms of preference and the number of users and activity.

Source: Imagina and Col·legi del Màrqueting i la Comunicació de Catalunya (2023). [Xarxes socials a Catalunya 2023](#).



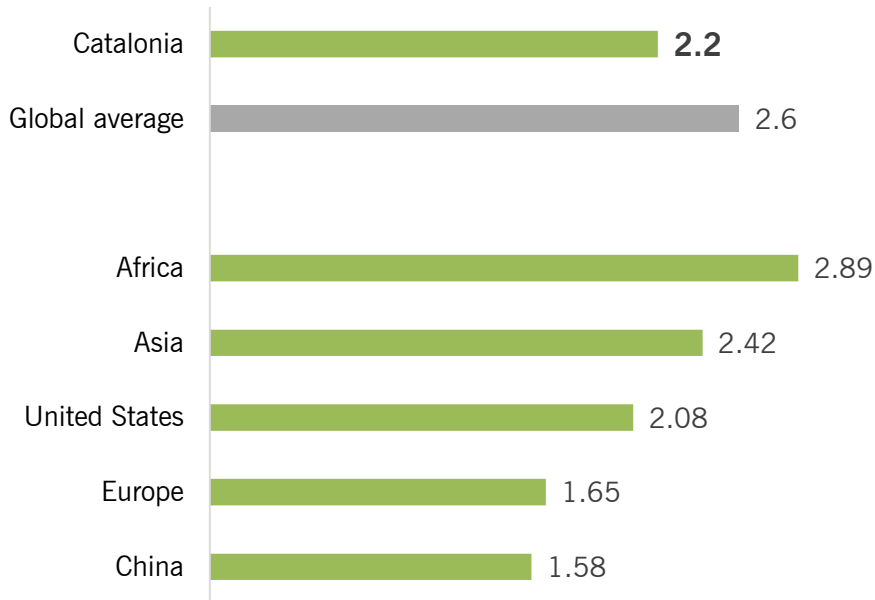
Consumption of social networks in Catalonia (and 2)



Daily use time: 2 hours and 20 minutes

The **average** daily use of social networks in Catalonia is **2.2 hours**, an average similar to the world average but **superior** to that of **European countries, United States and China**.

Global comparison of daily use of social networks (in hours)



Young people spend **more than three hours** each day, twice as long as those over 66.

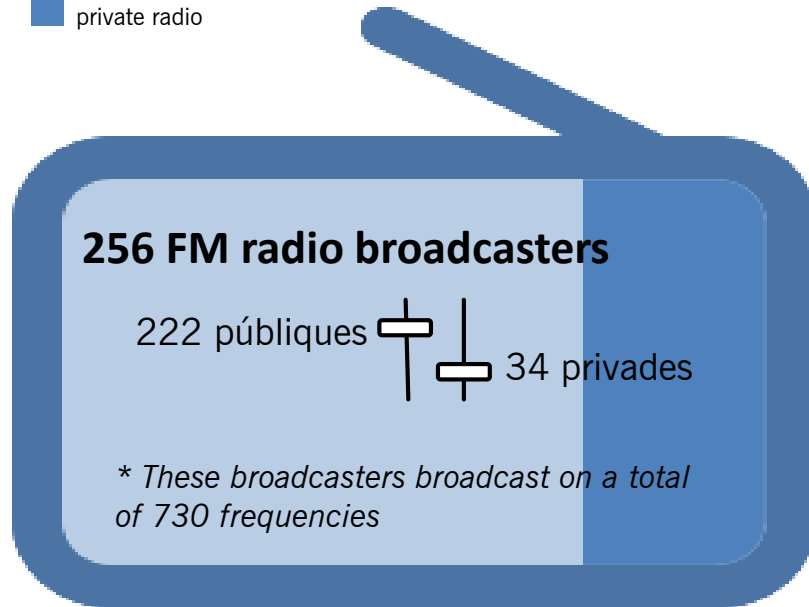
WhatsApp, TikTok and YouTube are the social networks that occupy the most time being consumed by users.

Source: Imagina and Col·legi del Màrqueting i la Comunicació de Catalunya (2023). [Xarxes Socials a Catalunya 2023](#).



Breakdown of radio stations in Catalonia

public radio
private radio



Catalan households receive an average of more than 30 broadcasters: 12 national radio channels, 19 state channels and the local channels.

12 **national** broadcasters

5 public
7 private



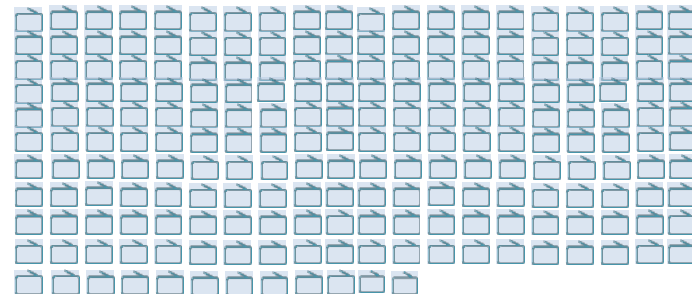
17 **state** broadcasters

4 public
13 private



227 **local** broadcasters

213 public



14 private



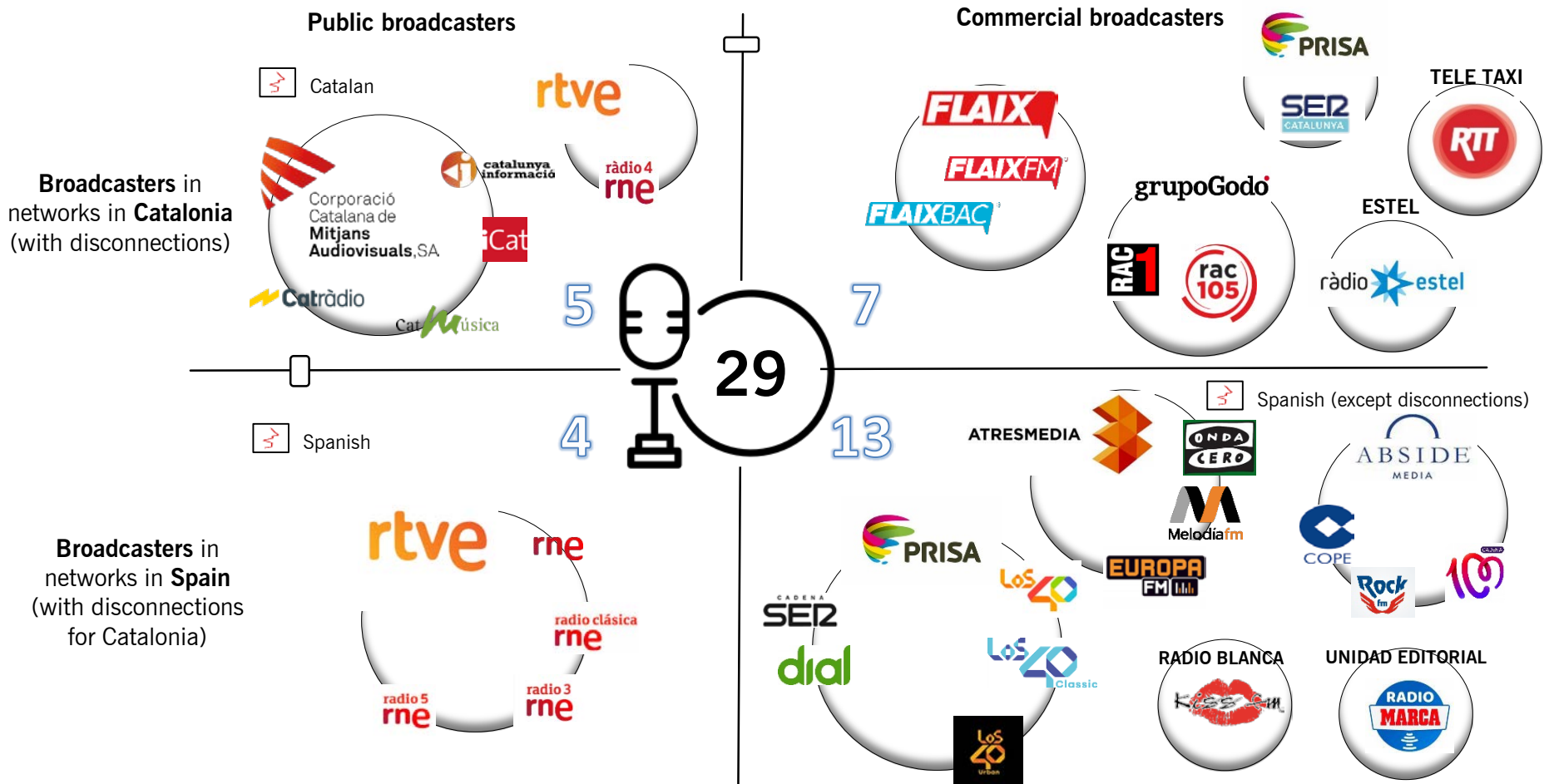
Note: within the BIAC, a radio station is understood to be the means of communication that offers a radio product over one or more frequencies and broadcasting network is understood to mean the group of radio stations that broadcast content from a centralised source.

Source: CAC (local FM), CCMA (Catalan FM) and Ministry for Digital Transformation and Public Service (Spanish public FM). December 2023.



Catalan and Spanish radio stations

Breakdown of Catalan and Spanish broadcasters in Catalonia. By ownership and language used



Source: CAC, Ministry for Digital Transformation and Public Service and corporate websites. December 2023.



Catalan FM broadcasters

Radio networks broadcasting exclusively for Catalonia. By ownership, language spoken and number of FM frequencies

12 broadcasters	5 public broadcasters 270 FM frequencies	CCMA  catalunya informació  Cat Cat  Música  Catràdio CRTVE  ràdio4 rne  Catalan
	7 private broadcasters 96 FM frequencies	FLAIX  FLAIXFM[®]  FLAIXBAC[®] GODÓ  RAC1  rac 105 PRISA  SER CATALUNYA ESTEL  ràdio  estel TELE TAXI  RTT  Catalan

Note: One broadcaster may have more than one FM frequency.

Source: CAC (frequencies of private broadcasters), CCMA (CCMA frequencies) and RTVE (Ràdio 4 frequencies). December 2023.



Spanish FM broadcasters

Radio networks broadcasting in Spain with disconnections in Catalonia. By ownership, language spoken and number of FM frequencies

17 broadcasters	4 public broadcasters 65 FM frequencies	CRTVE (Corporación de Radio y Televisión Española)      Spanish
	13 private broadcasters 61 FM frequencies	                   Spanish (except disconnections)

Source: CAC (frequencies of private broadcasters), Ministry for Digital Transformation and Public Service (CRTVE broadcast frequencies). December 2023.



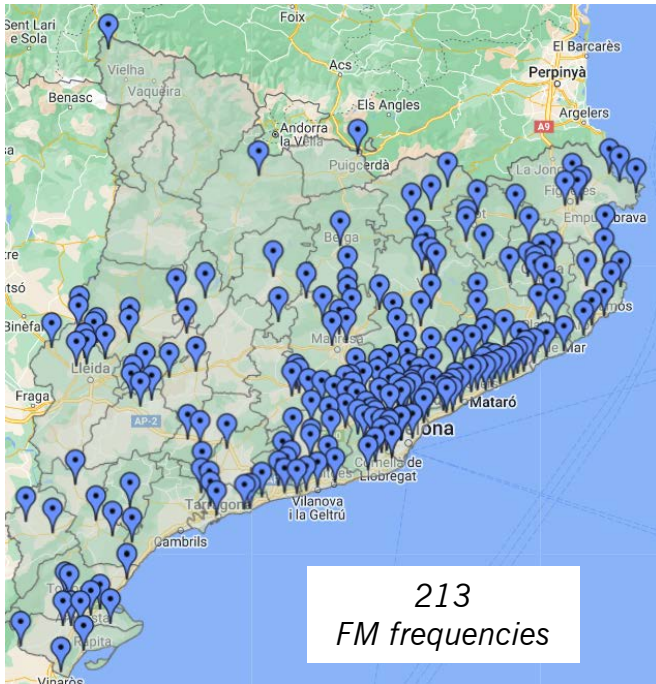
Local FM broadcasters

Local broadcasters in Catalonia. By ownership and language spoken



Catalan

213 public broadcasters

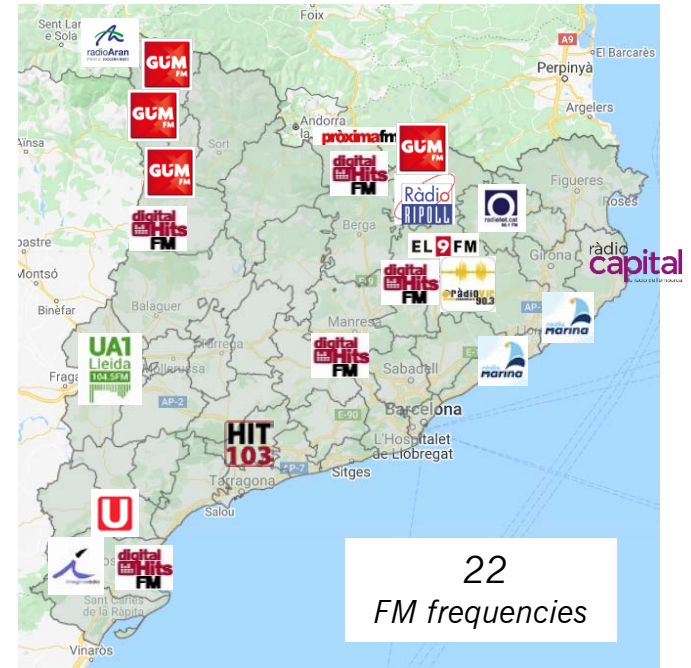


230
local
radio
stations



14 private broadcasters

Erratum: In previous BIACs the radio station Canal Taronja Ràdio has been mistakenly counted as a broadcasting radio station.

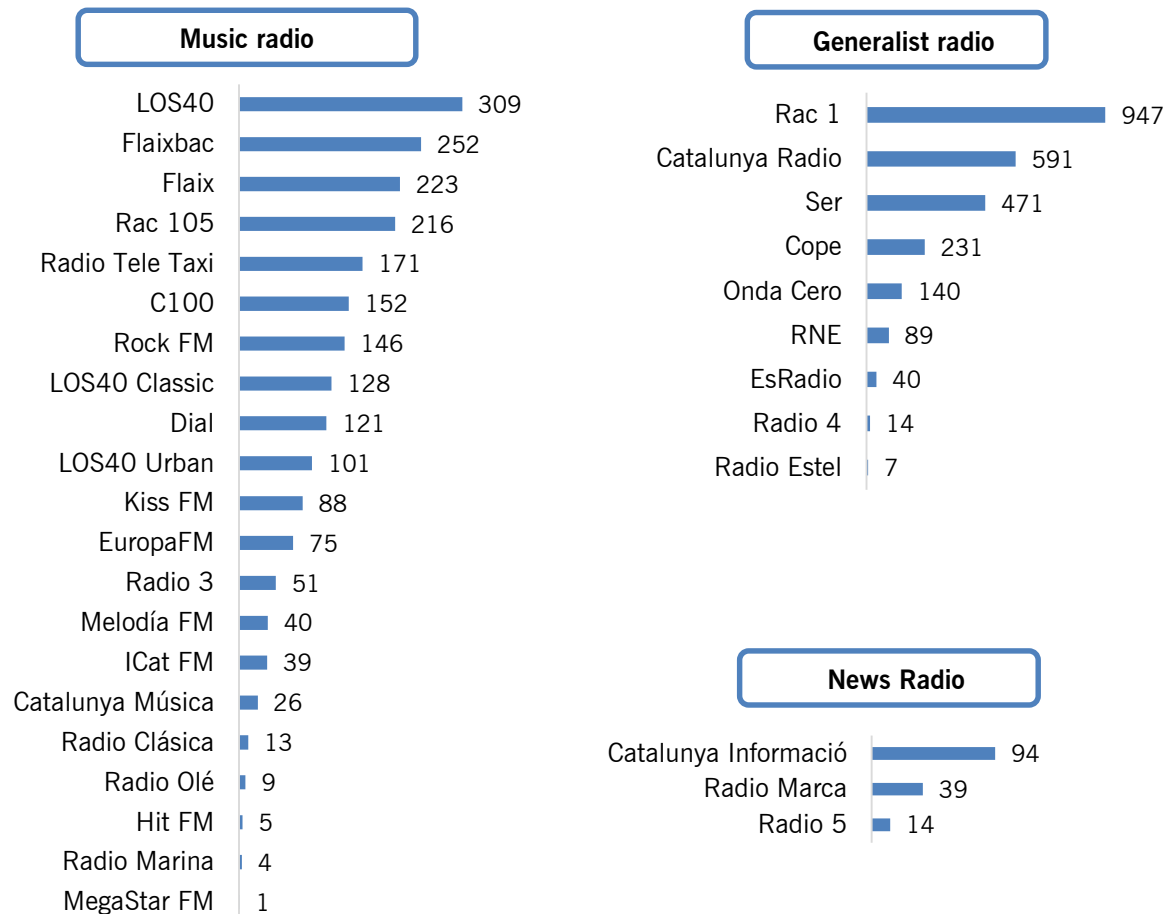


Source: CAC and corporate websites. December 2023.



Radio audiences (1)

Daily accumulated radio audience in Catalonia, by type of radio (in thousands, Monday to Friday)

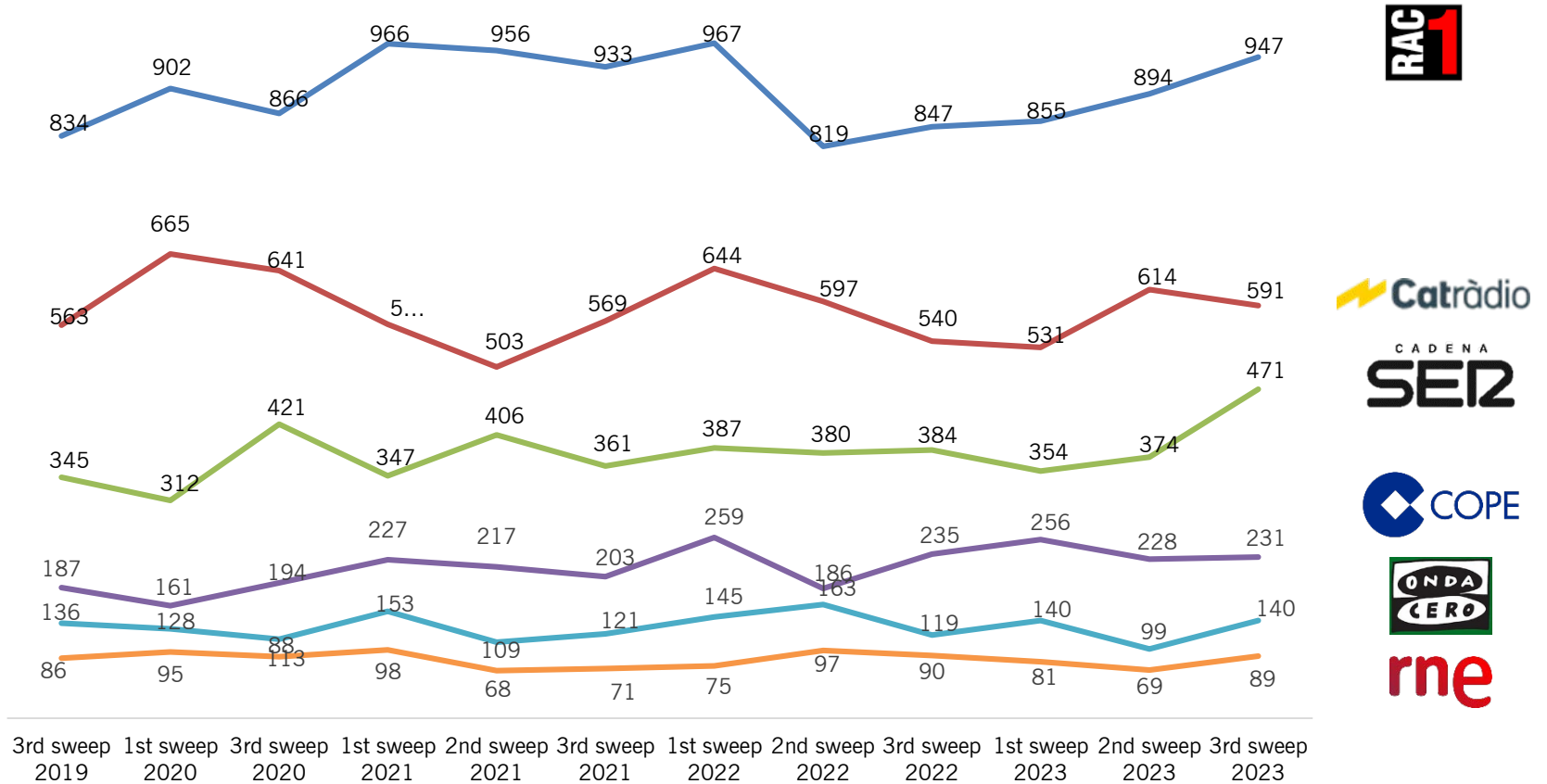


Source: EGM – Catalonia data. 3rd sweep 2023.



Radio audiences (2)

Ranking of generalist radio stations in Catalonia. Period: 3rd wave 2019 – 3rd wave 2023 (Monday to Friday, in thousands)



Source: EGM – Catalonia data. 3rd sweep 2023. Note: EGM did not conduct the second wave in 2020 due to the pandemic.



Radio audiences (3)

Audience of leading generalist radio stations by time brackets in Catalonia. 3rd wave 2023 (Monday to Friday, in thousands)

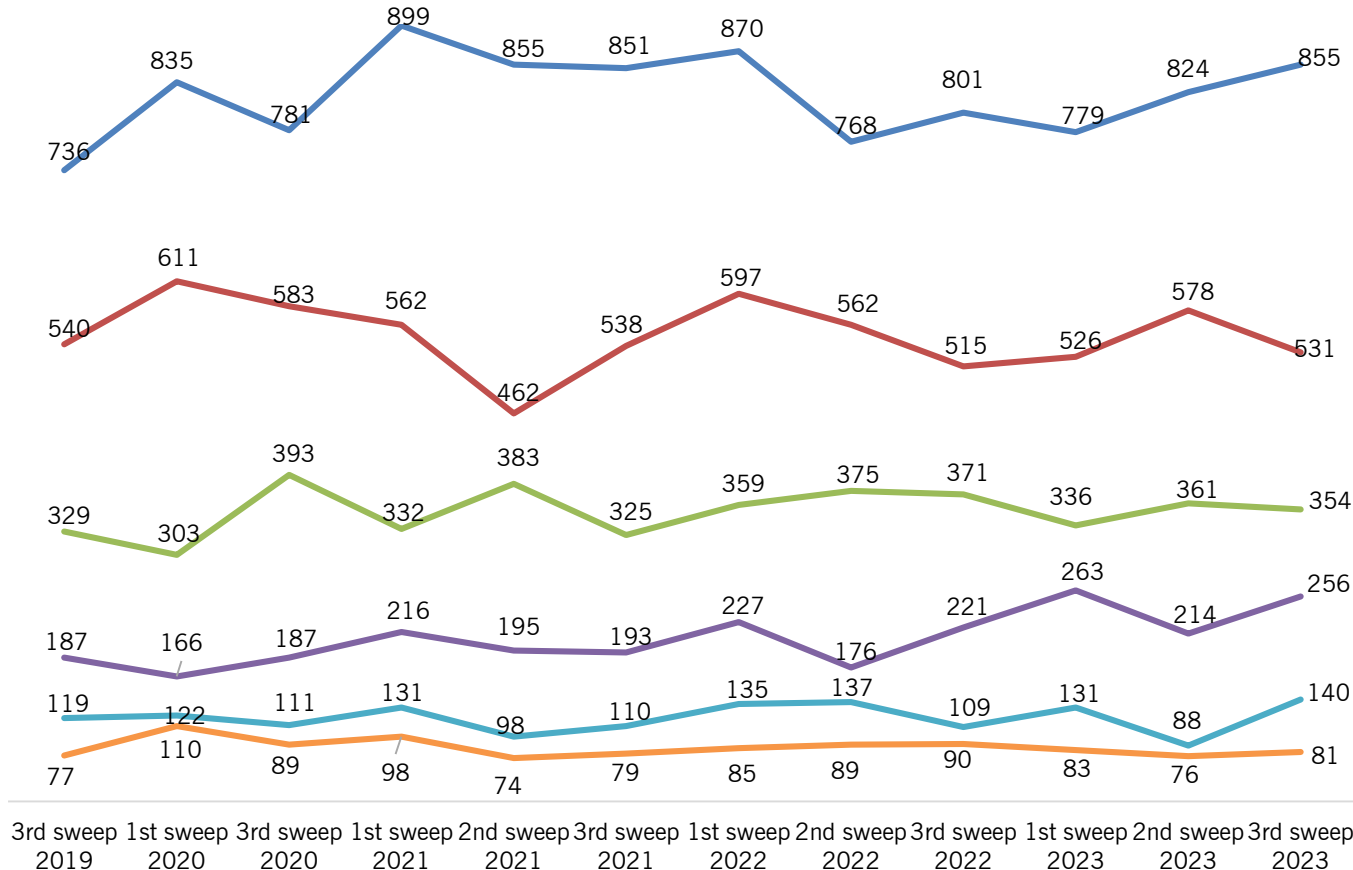
	Total audience	6 am to 12 noon	12 noon to 4 pm	4 pm to 8 pm	8 pm to 6 am
	947	704	323	321	176
	591	379	183	150	200
	471	312	125	109	175
	231	140	40	28	97
	140	94	31	37	20
	89	49	29	9	39

Source: EGM – Catalonia data. 3rd sweep 2023.



Radio audiences (4)

Ranking of generalist radio stations in Catalonia. Period: 3rd wave 2019 – 3rd wave 2023 (Monday to Sunday, in thousands)

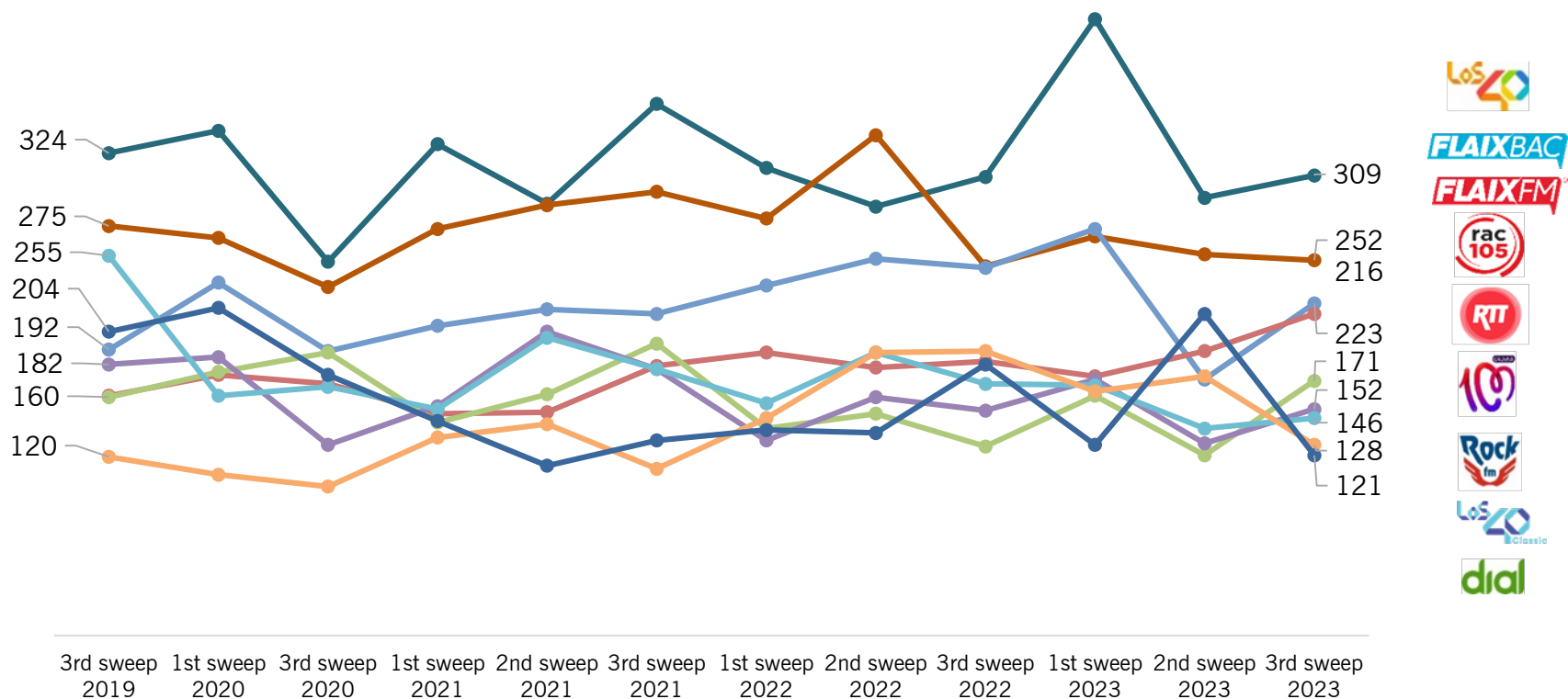


Source: EGM – Catalonia data. 3rd sweep 2023. Note: EGM did not conduct the second wave in 2020 due to the pandemic.



Radio audiences (5)

Ranking of music radio stations in Catalonia. Period: 3rd wave 2019 – 3rd wave 2023 (Monday to Friday, in thousands)

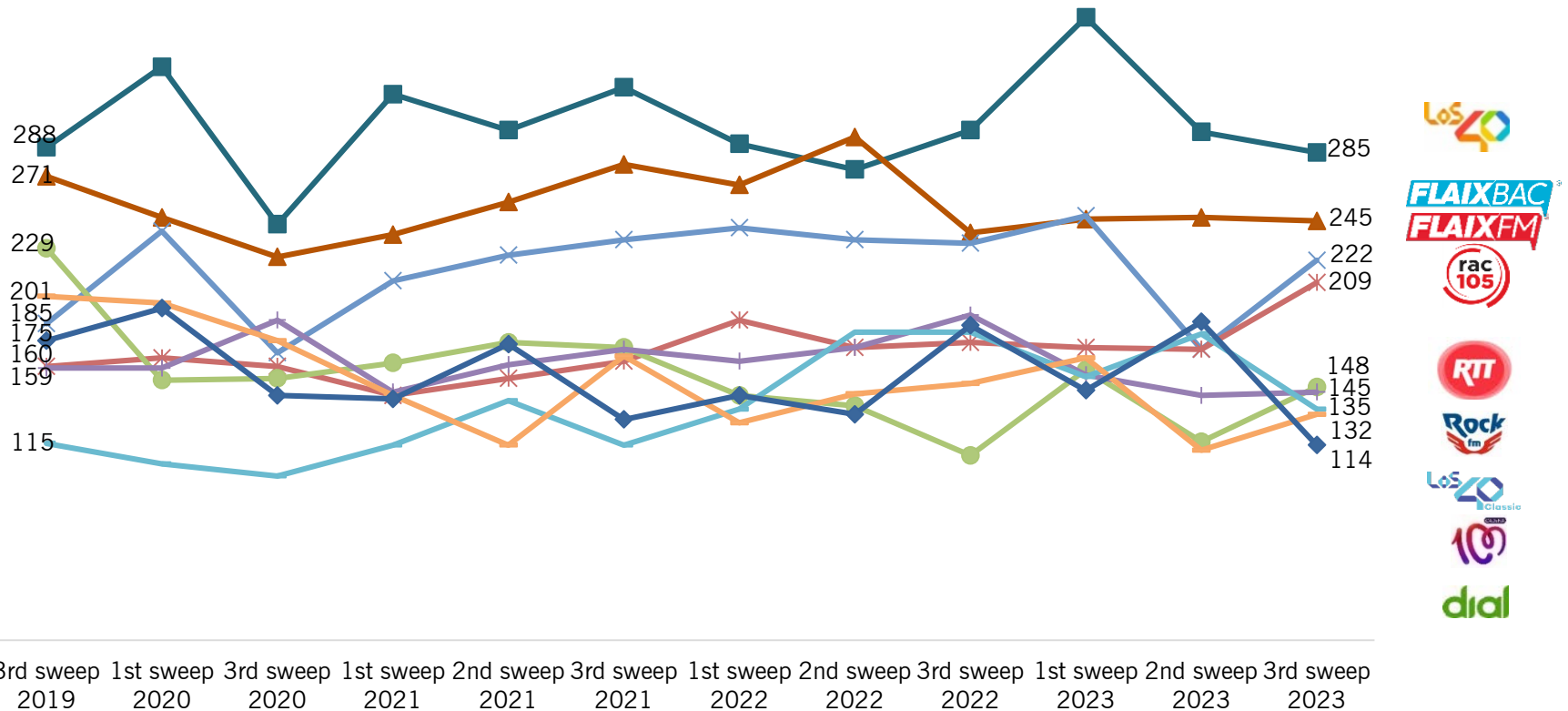


Source: EGM – Catalonia data. 3rd sweep 2023. Note: EGM did not conduct the second wave in 2020 due to the pandemic.



Audiències de la ràdio (i 6)

Ranking of music radio stations in Catalonia. Period: 3rd wave 2019 – 3rd wave 2023 (Monday to Sunday, in thousands)



Source: EGM – Catalonia data. 3rd sweep 2023. Note: EGM did not conduct the second wave in 2020 due to the pandemic.



What kind of knowledge is being produced? How is it being generated? Where does it come from? How is it distributed?
(Unesco, [*Reimagining our futures together: a new social contract for education*](#), 2021)

The **mission of the university** is to **train in** and transmit **valuable knowledge** for life and for the exercise of citizenship and, at the same time, **prepare the individual for the professional world**.

In the face of a **communicative context involving change**, constant innovation and reformulation, university institutions have been forced to **review and adapt their training offers**, to **update the contents** of the subjects, to use **innovative methodologies** and to establish new **pedagogical strategies**.





Notes. University and training in communication

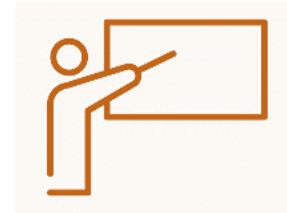
University education in communication in Catalonia



11 universities



19,979 students



1,440 teachers and researchers



*Universitat
Abat Oliba CEU*

UAB
Universitat Autònoma
de Barcelona



UNIVERSITAT DE
BARCELONA

Universitat
de Girona



Universitat de Lleida

UVIC

UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

UIC
barcelona



Universitat Oberta
de Catalunya



Universitat
Pompeu Fabra
Barcelona



Blanquerna

UNIVERSITAT RAMON LLULL



UNIVERSITAT
ROVIRA I VIRGILI

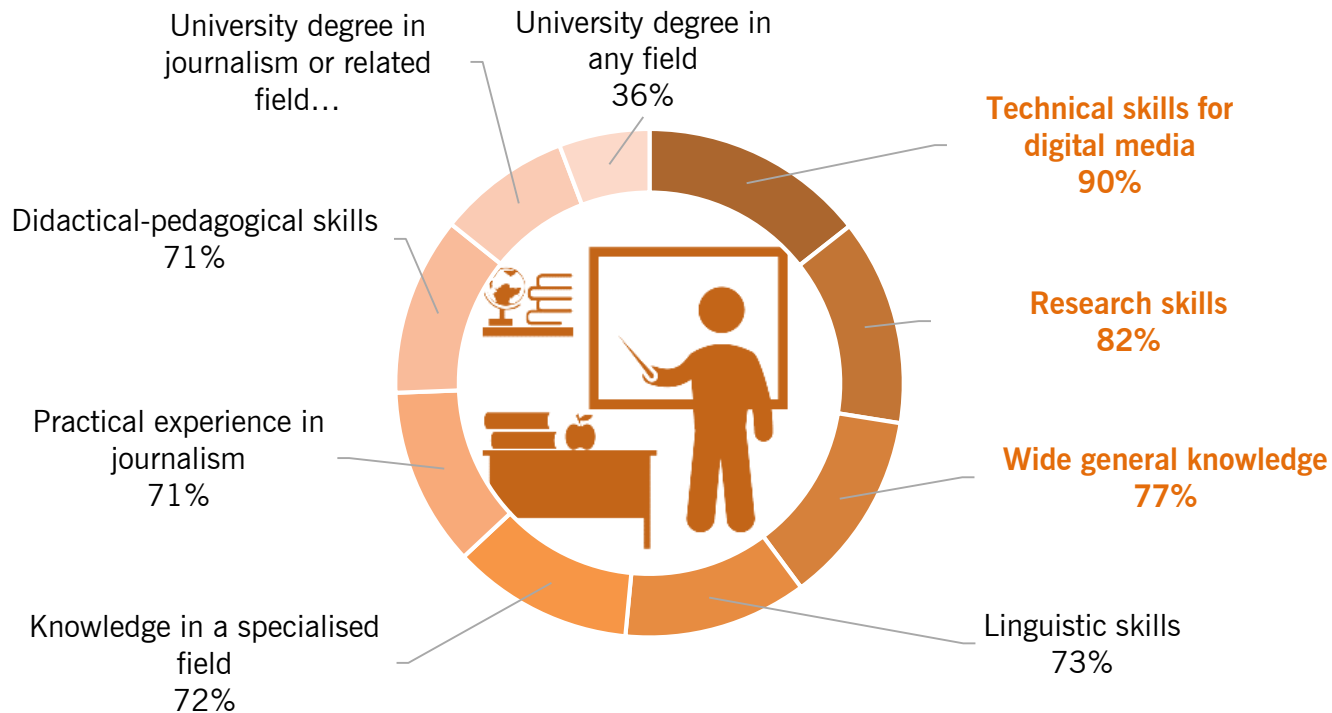
Source: Uneix. Department of Research and Universities of the Generalitat de Catalunya. Data for the academic year 2021-2022.



Notes. University and training in communication

Teacher skills

According to a survey by [World Journalism Education Council](#), the three most relevant competencies of journalism teachers in the next ten years will be those relating to the **digital field (90%)**, **research (82%)** and **general knowledge (77%)**.



Source: World Journalism Education Council (2023). Drok, N. & Duiven, N. [Journalistic roles, values and qualifications in the network era. How journalism educators around the globe view the future of journalism](#). Survey of journalism teachers. Sample: 1,696 people from 46 countries.



Notes. University and training in communication

Other competencies and skills



The [International Programme for the Development of Communication](#)



by UNESCO provides practical resources to universities to train journalists, with manuals, practical tools and curriculum models

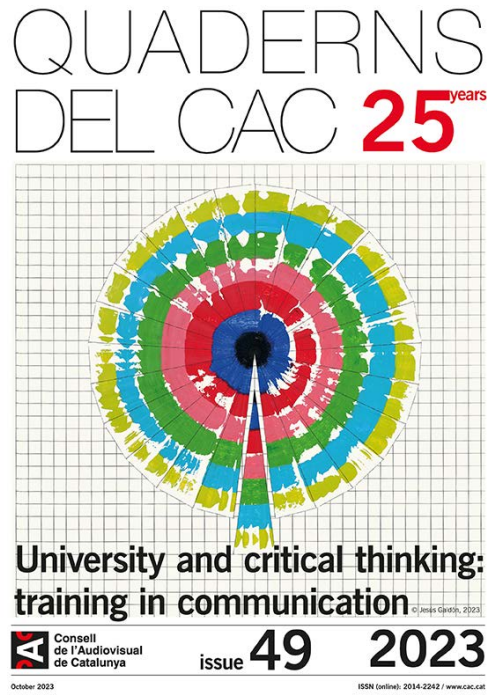
Source: World Journalism Education Council (2023). Drok, N. & Duiven, N. [Journalistic roles, values and qualifications in the network era. How journalism educators around the globe view the future of journalism](#). Survey of journalism teachers. Sample: 1,696 people from 46 countries.



Notes. University and training in communication

Quaderns del CAC no. 49

University and critical thinking: training in communication



Under the editorship of Amparo Huertas and Sara Suárez, the latest issue of the scientific magazine Quaderns del CAC is dedicated to [University and critical thinking: training in communication](#).

The five articles that make up the monograph contribute to the debate on the **role and commitment of higher education in the field of communication**, with relevant contributions on the function of the university and the place it occupies in the current social, economic and political context:

- [José Luis Terrón](#) opens with an essay on how commercial logic affects journalism studies;
- [Lydia Sánchez and Jorge Franganillo](#) argue that critical thinking is a key tool for carrying out professional work in the field of communication;
- [Marta Civil i Serra, Marta Rial Pan and Teresa Santos Prados](#) analyse 50 years of the UAB Communication Library and Newspaper Library as a public service for communication teachers and students;
- [Maria del Carmen García Galera, Beatriz Catalina García and Manuel Martínez Nicolás](#) study the way that audiovisual communication graduates use digital platforms to look for work and the digital skills required in the communication sector;
- [Patrícia Lázaro and Ileana Zeler](#) reflect on how to involve students in scientific dissemination based on their own teaching innovation project on YouTube.



Notes. University and training in communication

25 years of dialogue, reflection and responsibility

The magazine *Quaderns del CAC* turned 25 and celebrated with a [event at the Parliament of Catalonia](#) on 16 November in which, in addition to offering an overview of its history, it presented issue 49 of the magazine.

Reflections on the university in Catalonia

During the act in Parliament, the co-editor of *Quaderns del CAC* **Sara Suárez** moderated a round table to talk about the challenges of universities in this new context. There was participation by the deans of the faculties with communication studies **Enric Marín** (Universitat Autònoma de Barcelona/UAB), **Carles Pont** (Universitat Pompeu Fabra/UPF) and Miquel Térmens (Universitat de Barcelona/UB), as well as the assistant director of teaching **Amalia Creus** (Open University of Catalonia/UOC).

Topics covered:

- Opportunities, challenges and needs that universities need to face.
- Mission of the university when educating in communication.
- Main characteristics of communication students.
- Adaptation of teaching plans.





Flashes (1)



DTT escapes a third digital dividend

On 15 December, the World Radiocommunication Conference 23 ([WRC-23](#)) made the decision to keep the current frequencies (from 470 to 694 MHz) on DTT until at least 2031, among others.

This decision prevents, for a few years, the frequencies currently used by DTT from being handed over to the telephone operators – as happened in the two previous digital dividends: the 800 MHz band in 2015 and the 700 MHz band in 2020– and the decline of the world's only free television service.



The Catalonia Media City project takes shape

On 19 December, the Central State Administration and that of the Generalitat de Catalunya (Government of Catalonia) announced the [agreement](#) for the financing of the Catalonia Media City project, which regulates the granting of the subsidy to the Generalitat de Catalunya in the amount of €60 million in the 2023 financial year, which represented 44% of the total budget of the project (€136 million).

Catalonia Media City was born with the aim of becoming the hub of the audiovisual sector, digital culture and video games, and to offer comprehensive support to the value chain. It will be located in Tres Xemeneies, in Sant Adrià de Besòs.



Public media in high definition

On 16 January, the [Catalan Corporation of Audiovisual Media](#) (CCMA) starts broadcasting all its DTT channels in high definition. Thus, the CCMA is ahead of the obligation indicated by the Spanish government, established in February, to stop broadcasting in standard format.

In addition to the shutdown of channels in standard quality, the Spanish entity RTVE has announced the decision to start [regular broadcasts in ultra high definition](#) (UHD) from 14 February. It had already performed some, in tests.

Older televisions must be equipped with a DTT decoder in HD to receive the television signal in high definition.



Sustainability study of the Spanish audiovisual industry

On 28 September, the Spain Film Commission presented the study “[Sustainability of the audiovisual industry](#)”. The report was prepared jointly with [REDCAU](#) (Spanish Network of Audiovisual Clusters) and [CENER](#) (Centro Nacional de Energías Renovables), and analyses in which areas of the value chain there would be opportunities for improvement; it indicates initiatives and best practices, and proposes specific actions, such as having standard criteria, types of aid (subsidies and/or tax incentives) and training courses.



Flashes (and 2)



The CAC endorses the public service function of the media of the Catalan Audiovisual Corporation

In November 2023, the Catalan Audiovisual Council confirmed that the CCMA continues to comply with the public service missions established by law. This is indicated by the [report](#) of the Council from 2022, in which data is provided on content distribution channels, linear and digital, on their consumption and the content they offer, and the representation of the social and political plurality of Catalonia in the range of content, among other aspects.



Switzerland: launch of an application that promotes media education and fights against disinformation

Politools, SRG Public Value, Stiftung Mercator Schweiz and Medieninstitut launch in October of the tool newstest.ch, a digital self-test that was created with the aim of strengthening media literacy and dealing with disinformation. Newstest promotes the media competence of young people and adults in a playful way, contains questions about how to deal with news on the internet in various areas, and has an assessment section that showcases tools and tips to strengthen media skills



EBU: Report on public service media and media literacy

In October, the European Broadcasting Union (EBU) published the report “[Public Service Media strengthening Media Literacy](#)”, which provides an overview of media literacy activities, both for public service media (PSM) and the media industry in general. It also clarified the regulations and basic media literacy activities.



IAB Spain updates the White Paper on Connected TV

The [Libro blanco sobre la televisión conectada](#) (White Paper on Connected TV) updates the first edition of 2020 with concepts that describe and simplify connected TV, a rapidly evolving sector. The study analyses the environment and business, purchase and audience measurement models.

In addition, in the last four-month period IAB Spain has presented reports of interest on how to connect with the [Generation Z audience](#), about [content creators](#) and their value, on [digital privacy](#), [native advertising](#) and the [advertising spend on digital media](#), among others.



Main sources and bibliographic citation

Main sources:

CAC: the Council's own data

EGM: 3rd wave 2023. Catalonia data.

Barlovento Comunicación: monthly public reports.

Iconography: [Noun Project](#), [Freepik](#).

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). (Newsletter on the Media Sector in Catalonia) Nº 26. Barcelona: CAC, January 2024. <www.cac.cat>