



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media in Catalonia)

SECOND FOUR MONTHS OF 2018
Number 11. September 2018

Summary

Media penetration in Catalonia

3



Television

5

Breakdown of TV channels in Catalonia	6
Catalan TV channels	7
Spanish TV channels	8
Local television	9
Public local television	10
Commercial local television	11
Television audiences	13
Television audiences: highest ratings	17
Specialty pay TV audiences	18



Radio

19

Breakdown of radio broadcasters in Catalonia	20
Public radio	21
Commercial radio	22
Radio audiences	23
Radio audiences by time slot	29



Internet

30

Consumption of online video	31
A decade of digital dependence	34



Note. Gender-based violence and the media

35

Ten years of the Law to eradicate gender-based violence	36
Recommendations for the media when covering gender-based violence	37
Actions carried out by the CAC related to gender-based violence	38
University training with communication studies	39

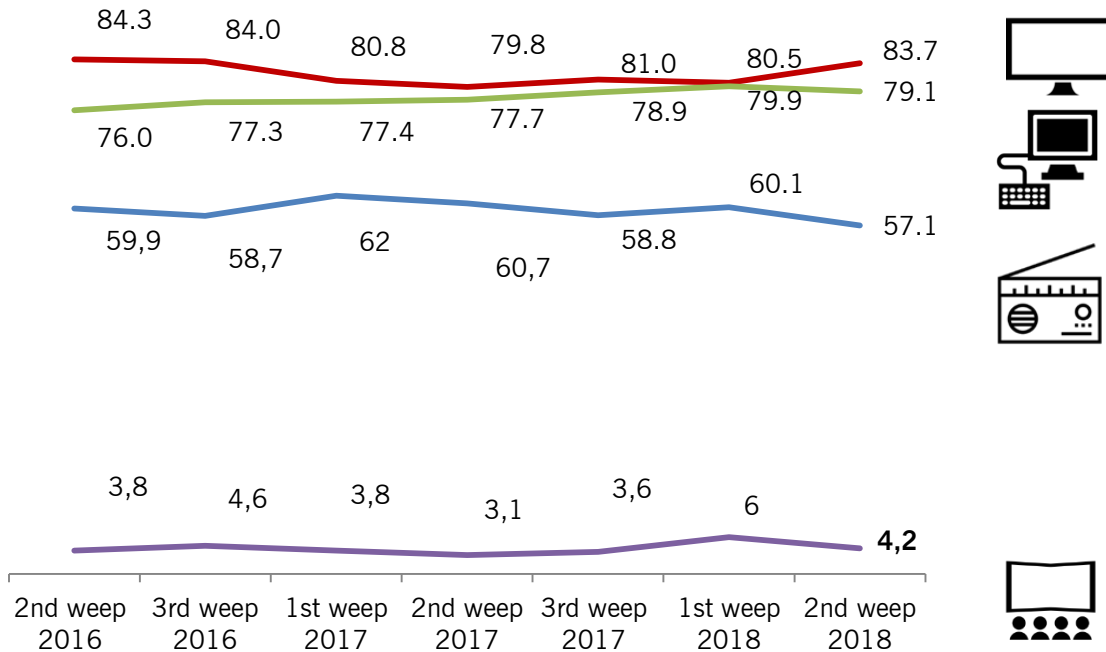


Newsflashes

41

Media penetration in Catalonia (1)

Media penetration in Catalonia (% of total population)



The population of Catalonia views an average of 3 hours and 23 minutes of television every day.



Notes: penetration reflects the 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 – 2nd sweep 2018.

Media penetration in Catalonia (2)

Media penetration in Catalonia by gender and age group (% of total population)

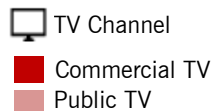


GENDER / AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	83.7	57.1	79.1	4.2
Men	82.3	59.7	82.0	5.3
Women	85.0	54.7	76.3	3.1
14 to 19	74.7	46.5	95.2	6.9
20 to 24	72.9	53.0	98.3	3.7
25 to 34	76.6	54.1	95.8	5.6
35 to 44	79.8	62.5	93.9	4.2
45 to 54	87.3	65.6	89.5	4.0
55 to 64	88.5	62.0	78.3	4.3
65 and over	90.9	48.7	39.1	2.9
Average age	49.6	47.9	43.3	43.8

Source: EGM – Catalonia data – 2nd sweep 2018.



Breakdown of TV channels in Catalonia



**90 TV channels
openly broadcast**

**Most of the television supplied is commercial
(74%) rather than public (26%)**



Catalan households receive between 41 and 43 channels: 8 Catalan TV channels, 32 Spanish TV channels and the local TV channels.

TV supply by service zone

8 Catalan TV channels

5 public



3 commercial



32 Spanish TV channels

7 public



25 commercial

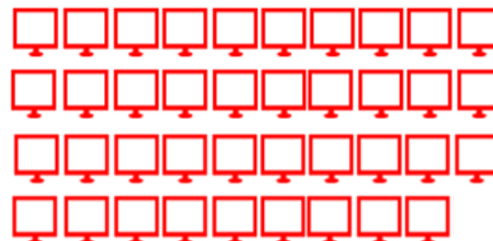


50 Local TV channels

11 public



39 commercial



Note: BIAC uses the term *channel* (usual term) to refer to DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).
Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Energy, Tourism and Digital Agenda (Spanish DTT channels). September 2018.

Catalan TV channels

 TV channel
  Public TV
  Commercial TV
  Language

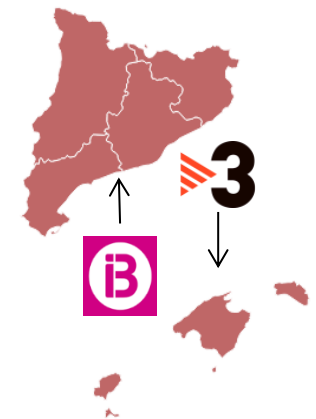
 Catalan

By ownership, supply and language

8 Catalan channels	5 public 62%	Corporació Catalana de Mitjans Audiovisuals (CCMA)      
	3 commercial 37%	Grupo Godó   Futbol Club Barcelona 

+ Reciprocal broadcasts

The Balearic channel IB3 Global has been seen in Catalonia since April 2016.



Source: Catalan Audiovisual Council. September 2018.

Spanish TV channels

 TV channel
  Public TV
  Commercial TV
  Language

By ownership, supply and language

 Spanish

32 Spanish channels	7 public 22%	Corporación de Radio y Televisión Española (CRTVE)      				
	25 commercial 78%	Atresmedia Televisión        	Mediaset España         	NET Televisión   VEO Televisión  	13 Televisión  Real Madrid Televisión 	Grupo Secuoya  Grupo Kiss Media 

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

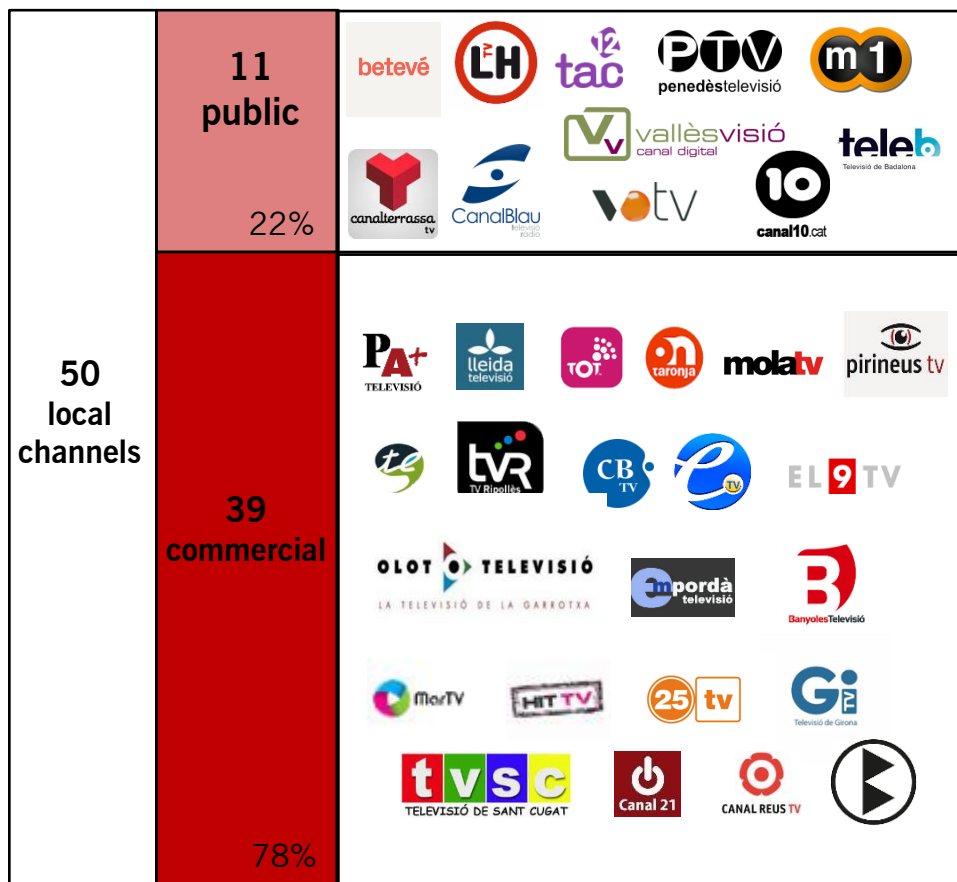
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. September 2018.

Local television

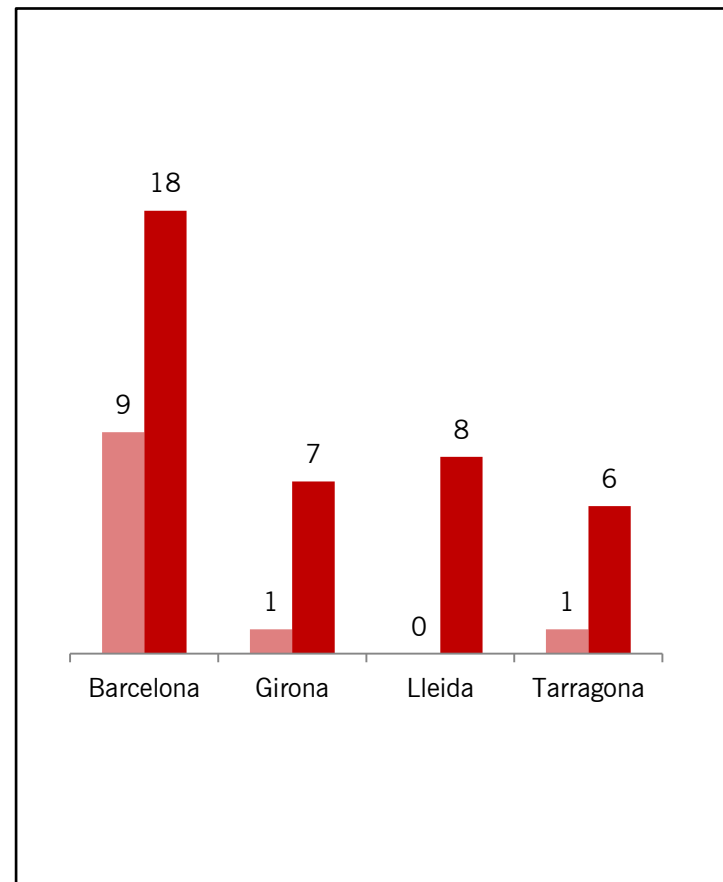
 TV channel
  Public TV
  Commercial TV
  Language

 Catalan

DTT channels and programmes by ownership, supply and language



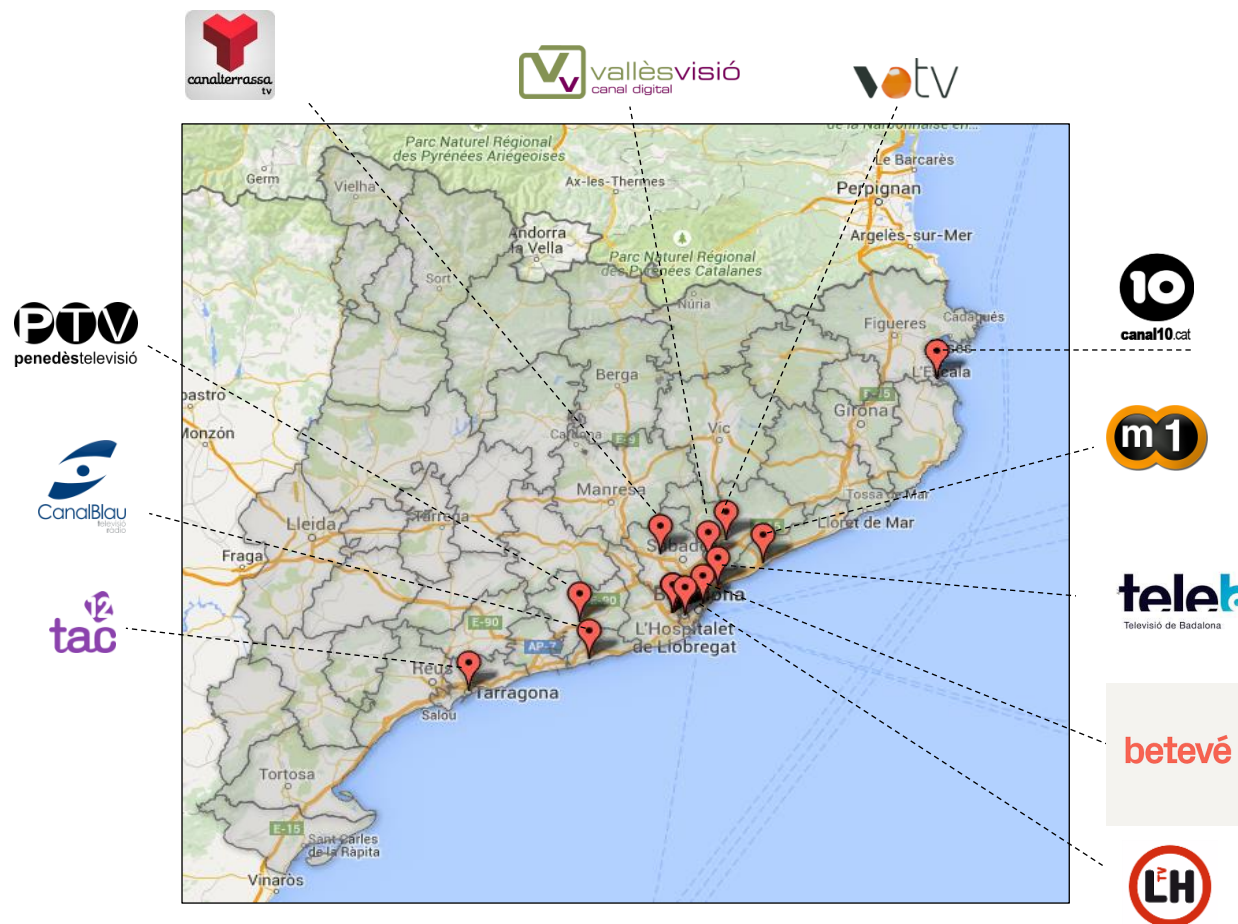
By province



Source: Catalan Audiovisual Council. September 2018.

Public local television

Supply of the 11 public local television channels



Source: Audiovisual media map of Catalonia, Catalan Audiovisual Council. September 2018

Commercial local television (1)

Supply of the 39 commercial local television channels

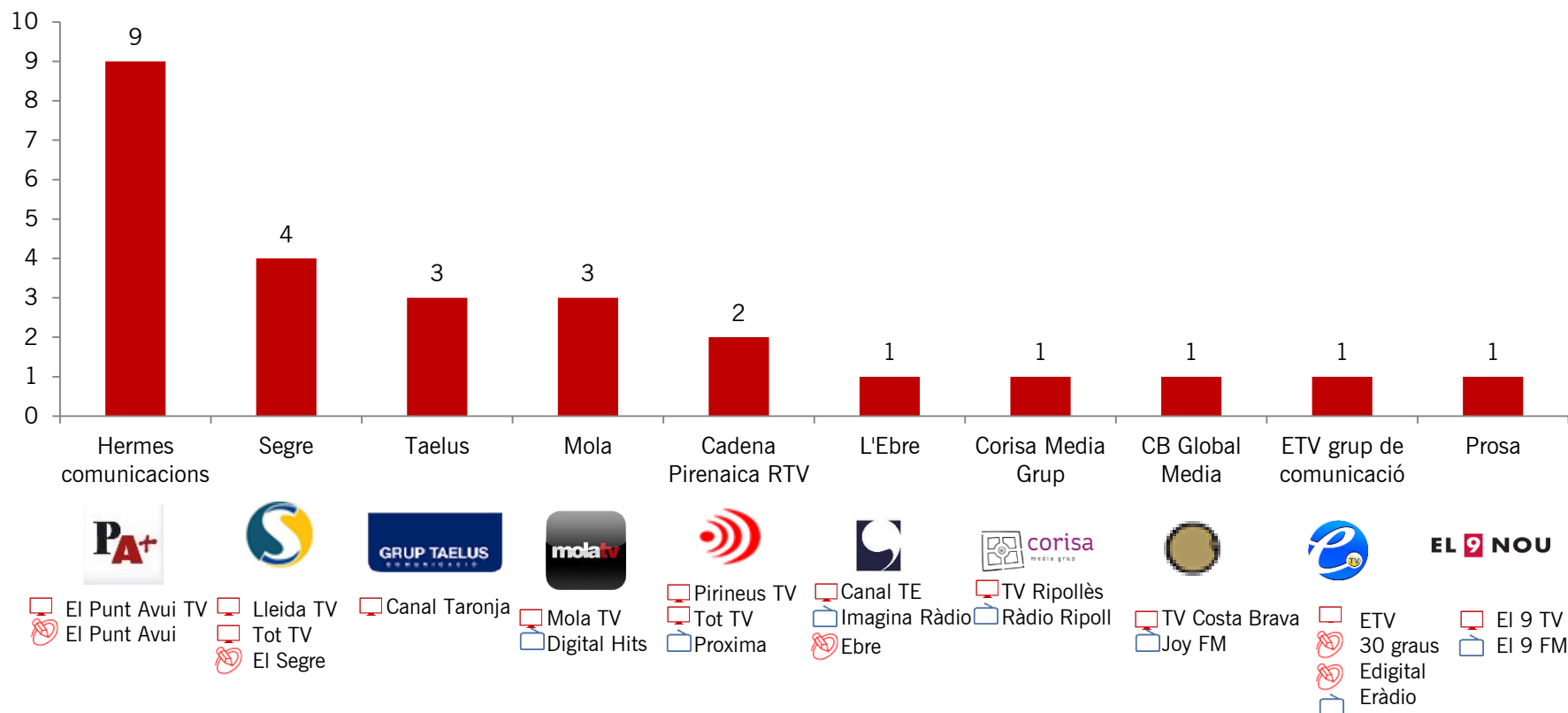


Source: Audiovisual media map of Catalonia, Catalan Audiovisual Council. September 2018

Commercial local television (2)

Commercial local media groups present in the local TV sector

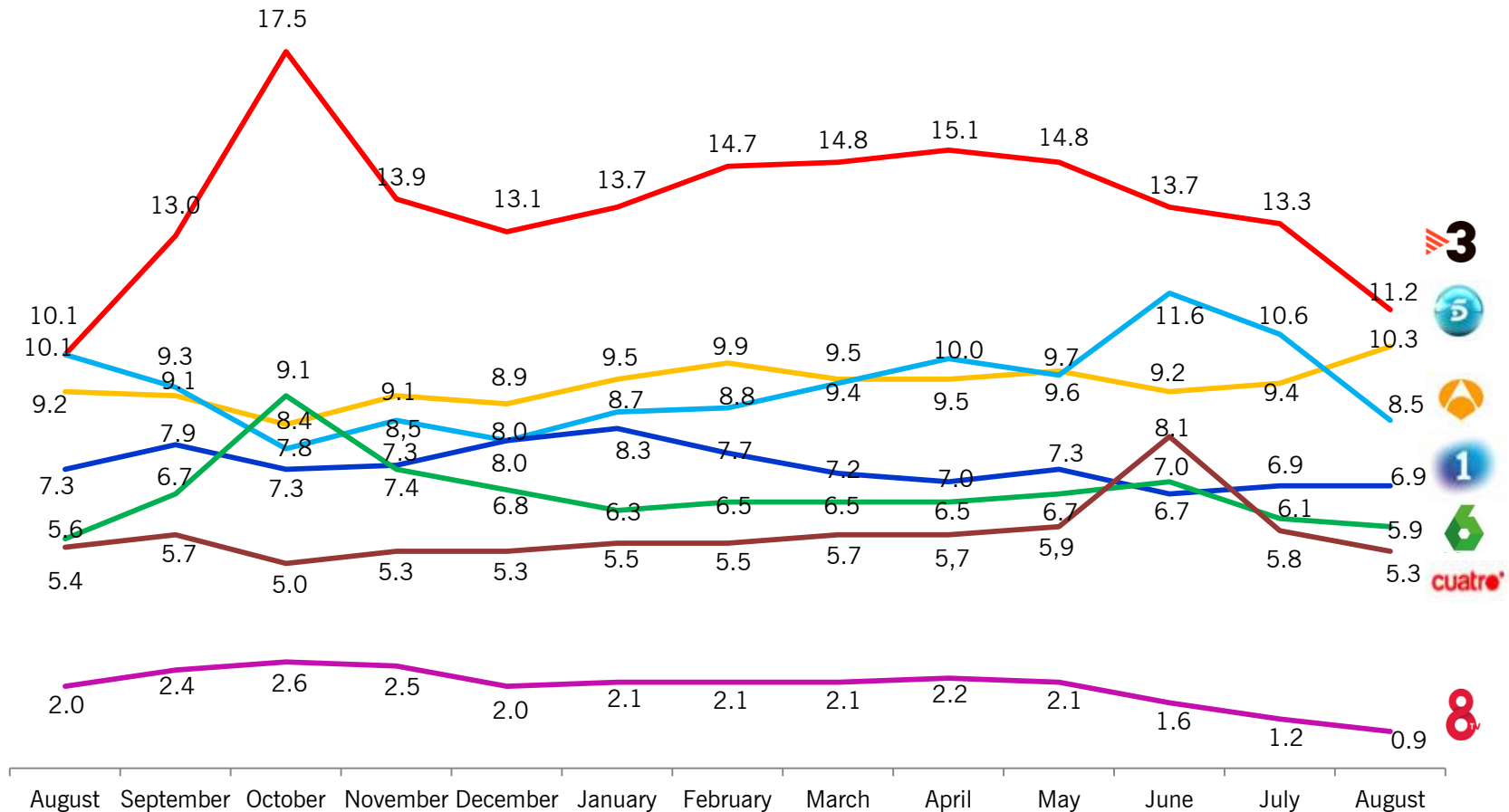
 TV channel
  Radio broadcaster
  Press



Source: Catalan Audiovisual Council. September 2018.

Television audiences (1)

Monthly trend in the share of the main channels in Catalonia
(in %, from August 2017 to August 2018)



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: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences (2)

Monthly share in Catalonia

(% by channel, January-August 2018, in descending order according to August's ranking)

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
TV3	13.7	14.7	14.8	15.1	14.8	13.7	13.3	11.2
Antena 3 TV	9.5	9.9	9.5	9.5	9.7	9.2	9.4	10.3
Telecinco	8.7	8.8	9.4	10.0	9.6	11.6	10.6	8.5
La1	8.3	7.7	7.2	7.0	7.3	6.7	6.9	6.9
laSexta	6.3	6.5	6.5	6.5	6.7	7.0	6.1	5.9
Cuatro	5.5	5.5	5.7	5.7	5.9	8.1	5.8	5.3
Energy	2.0	1.8	2.0	1.8	2.0	2.4	2.6	3.3
Factoría de Ficción	3.2	3.1	3.0	3.1	2.7	2.7	3.5	3.2
Neox	2.6	2.7	2.6	2.4	2.6	2.5	2.6	2.8
Divinity	2.4	2.5	2.3	2.4	2.1	2.1	2.3	2.5
Trece	2.2	2.0	2.0	2.1	2.3	1.9	2.4	2.5
Paramount Channel	2.1	2.2	2.2	2.0	2.0	1.9	2.2	2.5
La2	2.1	2.2	2.1	2.0	2.1	1.9	2.1	2.4
Nova	1.9	1.9	1.8	2.1	2.0	1.8	2.4	2.3
DMax	1.8	1.6	1.7	1.8	1.8	1.8	1.8	2.2
Atreseries	1.5	1.4	1.4	1.6	1.5	1.4	1.5	1.8
3/24	1.9	1.9	2.2	2.0	2.0	1.8	1.5	1.7
Mega	1.6	1.2	1.5	1.4	1.5	1.5	1.7	1.7
Clan	1.6	1.5	1.5	1.3	1.2	1.4	1.5	1.3
Dkiss	0.9	0.9	0.8	1.0	1.1	1.0	1.2	1.2
8tv	2.1	2.1	2.1	2.2	2.1	1.6	1.2	0.9
Super3/33	1.0	1.1	1.1	0.9	0.9	0.9	0.8	0.9
Boing	0.8	1.0	0.9	0.7	0.9	0.9	1.0	0.9
Be Mad	0.7	0.6	0.6	0.6	0.6	0.7	0.7	0.9
Teledporte	0.5	0.4	0.4	0.6	0.6	0.4	1.4	0.9
Disney Channel	0.7	0.9	0.6	0.7	0.7	0.9	0.7	0.7
Gol	1.0	0.9	0.6	1.0	0.9	0.7	0.6	0.7
24h	0.7	0.8	0.9	0.7	0.8	0.9	0.8	0.6
Esport3	0.6	0.5	0.6	0.7	0.6	0.5	0.3	0.4
TEN	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4
RAC105	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

In summer, as usual, TV audiences decreased in general terms. TV3 still heads the ranking in Catalonia while, month after month, Antena 3 TV and Telecinco fight for second and third position. In August, Atresmedia exceeded Mediaset by almost two points.

Energy was the most popular specialty channel in August.

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences (3)

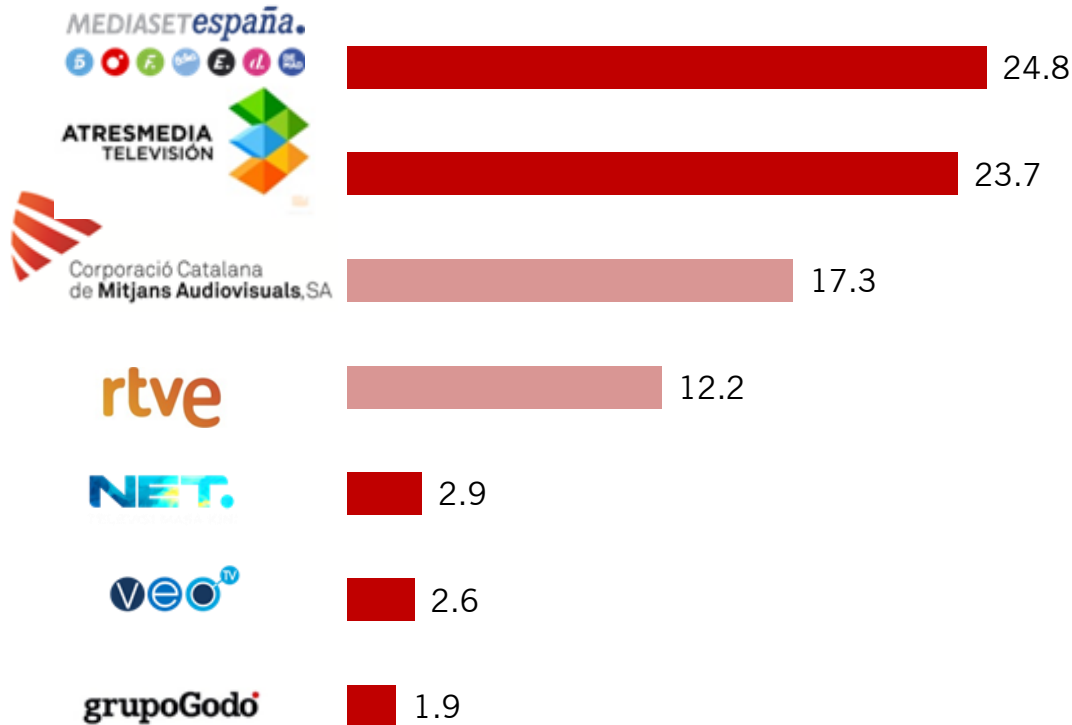
Audience share in Catalonia (% by channel, average January-August 2018)

Position	Channel	Average	Position	Channel	Average
1		13.9	18		1.5
2		9.7	19		1.5
3		9.6	20		1.4
4		7.3	21		1.0
5		6.4	22		1.0
6		5.9	23		0.9
7		2.7	24		0.8
8		2.6	25		0.8
9		2.3	26		0.7
10		2.2	27		0.7
11		2.2	28		0.7
12		2.1	29		0.5
13		2.1	30		0.4
14		2.0	31		0.2
15		1.9	32		0.2
16		1.8	33		0.1
17		1.8		Specialty pay TV	7.7

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences (4)

Audience share in Catalonia (% by group, average January-August 2018)



Mediaset has taken advantage of the good audiences achieved by Telecinco and Cuatro in June with the FIFA World Cup, heading the audience ranking for the year up to August. Atresmedia is a close second.

The CCMA audience fell during the summer while CRTVE audiences remained the same.

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences: highest ratings

May 2018

Programme	Channel	Date	AM(000)	Share (%)
EUROVISION:VOTACIONES		12/05/2018	960	44.3
FUTBOL:LLIGA DE CAMPIONS / R.MADRID-BAYERN MUNICH		01/05/2018	796	25.3
FUTBOL:CHAMPIONS LEAGUE / R.MADRID-BAYERN MUNICH		01/05/2018	783	24.9
FUTBOL:CHAMPIONS LEAGUE / R.MADRID-LIVERPOOL		26/05/2018	758	30.6
POLONIA		31/05/2018	739	23.9
CHAMPIONS TOTAL		01/05/2018	691	23.1
POLONIA		24/05/2018	691	24.6
TN VESPRE		28/05/2018	668	23.9
MATRICULATS		28/05/2018	661	21.9
TN VESPRE		07/05/2018	647	24.2

June 2018

Programme	Channel	Date	AM(000)	Share (%)
RUSIA 18:FUTBOL / ESPAÑA-MARRUECOS:PREVIA		25/06/2018	1.401	58.5
RUSIA 18:FUTBOL / IRAN-ESPAÑA:PREVIA		20/06/2018	1.293	55.1
RUSIA 18:FUTBOL / PORTUGAL-ESPAÑA:PREVIA		15/06/2018	1.246	55.0
SENSE FICCIO / 20-S		28/06/2018	982	33.7
RUSIA 18:FUTBOL / NIGERIA-ARGENTINA:PREVIA		26/06/2018	937	43.9
RUSIA 18:FUTBOL / BRASIL-SUIZA:PREVIA		17/06/2018	882	38.7
RUSIA 18:FUTBOL / ARGENTINA-CROACIA:PREVIA		21/06/2018	847	40.7
RUSIA 18:FUTBOL / URUGUAY-PORTUGAL:1/8		30/06/2018	834	48.0
RUSIA 18:FUTBOL / FRANCIA-ARGENTINA:1/8		30/06/2018	812	43.8
RUSIA 18:FUTBOL / SERBIA-BRASIL:PREVIA		27/06/2018	686	33.5

July 2018

Programme	Channel	Date	AM(000)	Share (%)
RUSIA 18:PRORROGA / ESPAÑA-RUSIA:1/8		01/07/2018	1.583	68.9
RUSIA 18:PRORROGA / CROACIA-INGLATERRA:SF		11/07/2018	1.272	47.4
RUSIA 18:FUTBOL / FRANCIA-CROACIA:FINAL		15/07/2018	1.167	57.5
RUSIA 18:FUTBOL / FRANCIA-BELGICA:SF		10/07/2018	1.008	49.6
RUSIA 18:PRORROGA / COLOMBIA-INGLATERRA:1/8		03/07/2018	1.004	37.4
RUSIA 18:PRORROGA / RUSIA-CROACIA:1/4		07/07/2018	831	43.0
RUSIA 18:FUTBOL / BRASIL-BELGICA:1/4		06/07/2018	796	44.9
RUSIA 18:PRORROGA / CROACIA-DINAMARCA:1/8		01/07/2018	729	29.7
RUSIA 18:FUTBOL / BELGICA-JAPON:1/8		02/07/2018	602	30.5
THE GOOD DOCTOR / MONTE RUSHMORE		16/07/2018	563	24.9

August 2018

Programme	Channel	Date	AM(000)	Share (%)
FUTBOL:SUPERCOPA / SEVILLA-BARCELONA		12/08/2018	902	42.9
LA CATEDRAL DEL MAR / FUGITIUS		27/08/2018	635	28.3
TELENOTICIES VESPRE		27/08/2018	459	24.3
TELENOTICIES VESPRE		28/08/2018	426	21.1
JOC DE CARTES ESTIU / MILLOR RESTAURANT CUINA TRADICIONAL TOSSA		15/08/2018	419	23.4
TELENOTICIES VESPRE		29/08/2018	418	20.9
TELENOTICIES CAP DE SETMANA VESPRE		26/08/2018	415	21.0
JOC DE CARTES ESTIU / MILLOR RESTAURANT BRASA MUNTANYES PRADES		08/08/2018	409	22.6
JOC DE CARTES ESTIU / MILLOR RESTAURANT DE PLATJA DEL MONTSIA		01/08/2018	400	20.7
TELENOTICIES VESPRE		01/08/2018	399	23.6

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Specialty pay TV audiences

In Catalonia, pay TV has an average daily audience of 71,000 viewers.

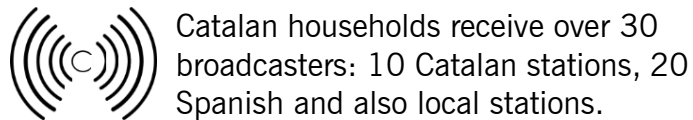
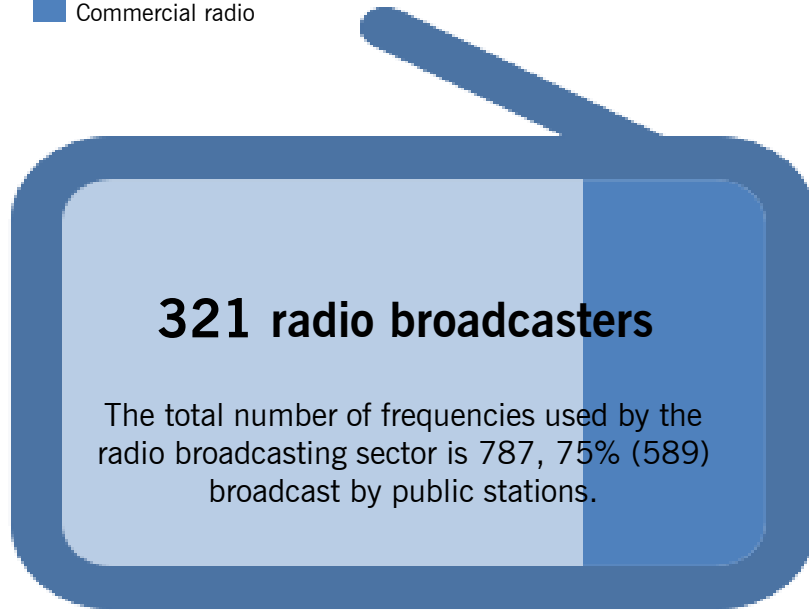
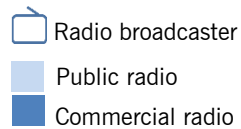
Average daily audience for the main pay TV channels in Catalonia. August 2018 (in thousands)

						
4.4	3.9	3.4	2.5	2.4	2.2	2.2
						
2.0	1.9	1.8	1.7	1.5	1.5	1.4
						
1.2	1.2	1.1	1.1	1.1	1.0	1.0
						
0.8	0.8	0.7	0.7	0.6	0.6	0.6

Source: Catalan Audiovisual Council, based on data from Kantar Media.



Breakdown of radio broadcasters in Catalonia



By service zone

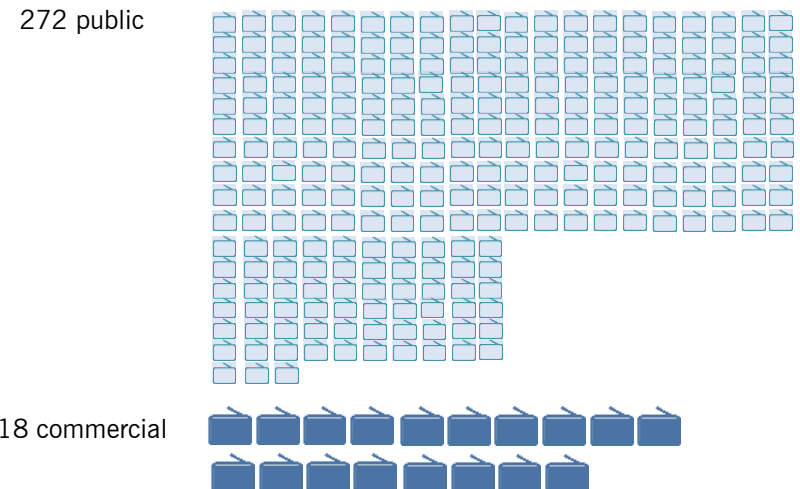
12 Catalan broadcasters



20 Spanish broadcasters



290 Local broadcasters



Note: BIAC uses the term *broadcaster* for the medium broadcasting a radio product on one or more frequencies.

Source: Catalan Audiovisual Council (local FM), CCMA (Catalan FM) and Ministry of Energy, Tourism and Digital Agenda (Spanish FM). September 2018.

Public radio

 Language

By service zone
(in frequencies)

By supply
(in broadcasters)

589 frequencies	77 FM Spanish 13%	280 broadcasters	5 Spanish	Corporación de Radio y Televisión Española (CRTVE)       Spanish (except Ràdio 4, in Catalan)
	244 FM Catalan 41%		4 Catalan	Corporació Catalana de Mitjans Audiovisuals (CCMA)      Catalan
	272 FM Local 46%		272 Local ^A	Local broadcasters (e.g. municipal radio)           Catalan

^A Includes active and inactive broadcasters.

Source: Catalan Audiovisual Council (Local FM), Corporació Catalana de Mitjans Audiovisuals (Catalan FM) and Ministry of Energy, Tourism and Digital Agenda (Spanish FM). September 2018.

Commercial radio

 Language

By service zone
(in frequencies)

By supply
(in broadcasters)

198 frequencies	27 FM Local 14%	41 broadcasters	18 Local	Local radio broadcasters ^A 	Catalan
	76 FM Spanish 38%		15 Spanish	PRISA 	Spanish (except regional sections)
	95 FM Catalan 48%		8 Catalan	Godó 	Catalan
				Estel 	

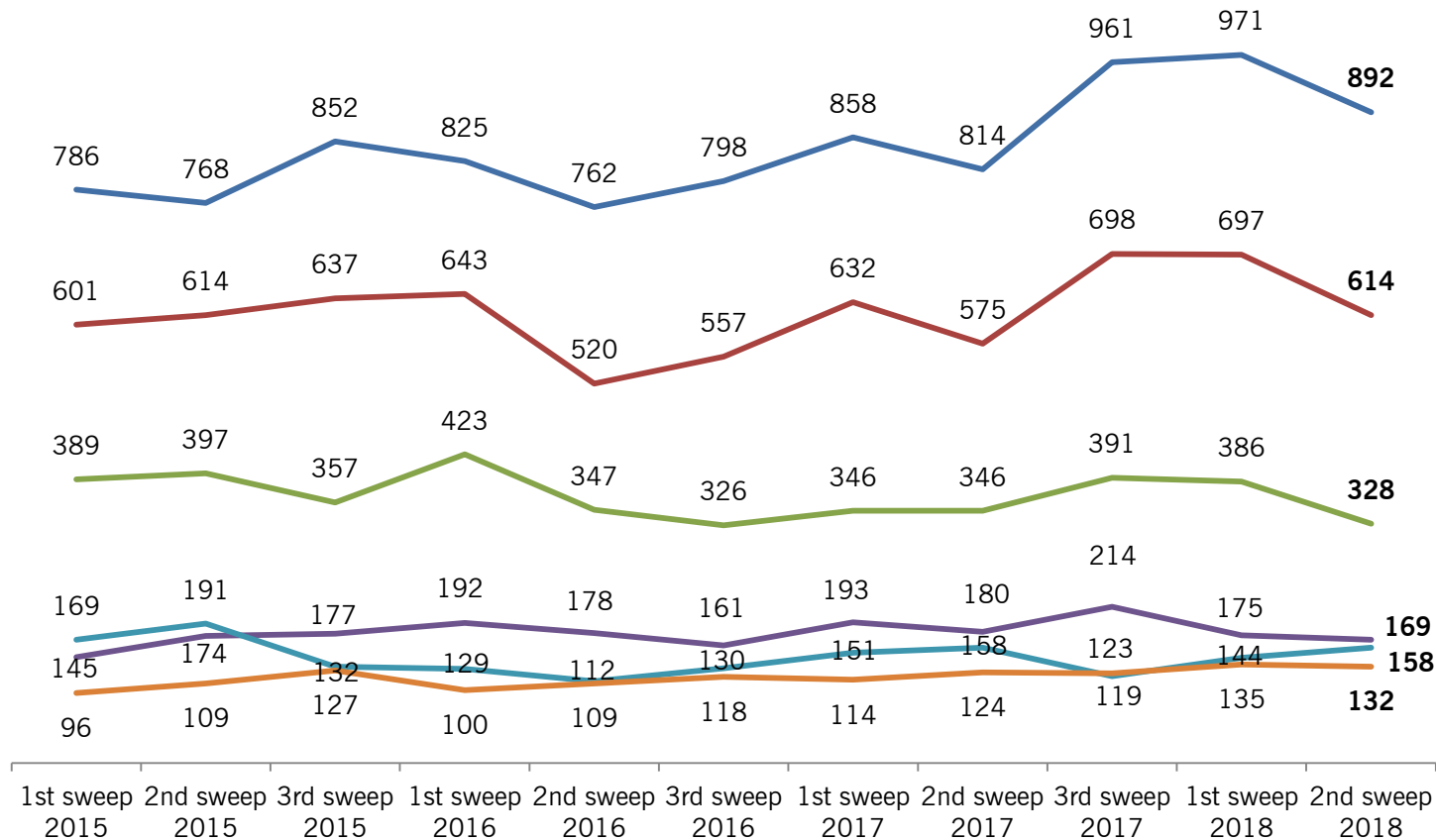
^A The following broadcasters are missing from the diagram: 3de8 Ràdio, Radio Adventista and Capital Radio; and the following provider: Llegeix Escriu Escolta Català, SL.

Source: Catalan Audiovisual Council. September 2018.

Radio audiences (1)

General radio ranking. Audiences

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

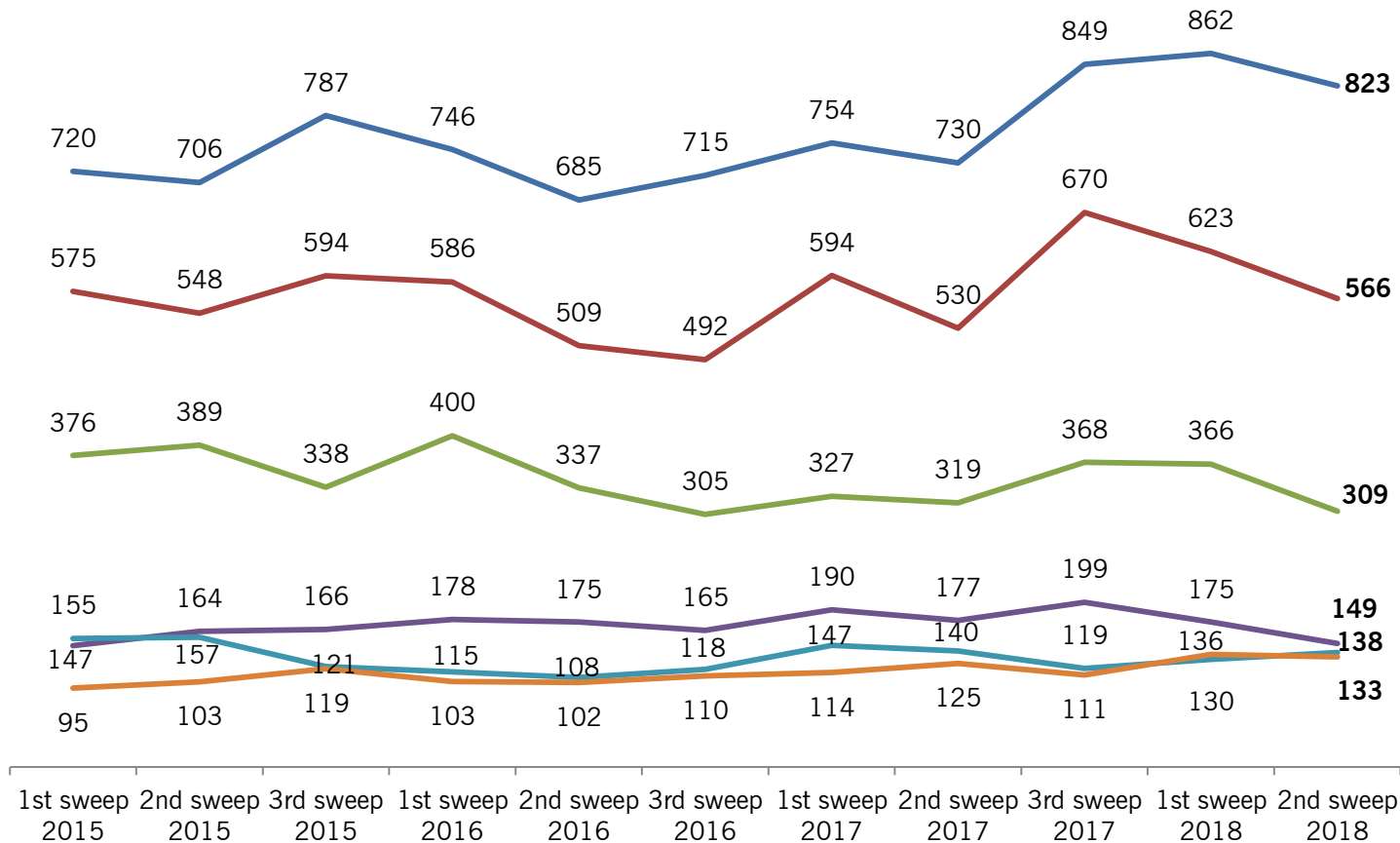


Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences (2)

General radio ranking. Audiences

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

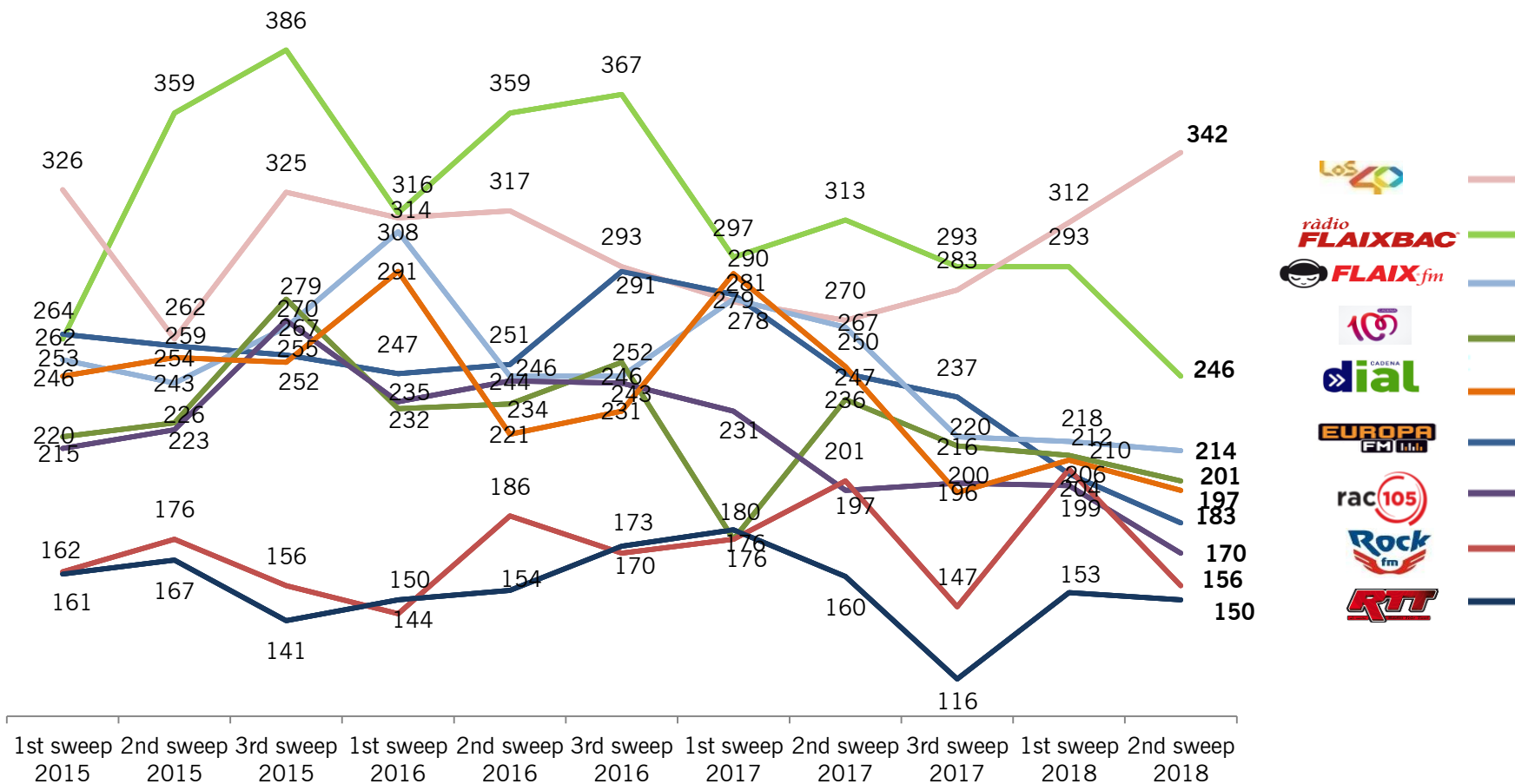


Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences (3)

Music radio ranking. Audiences

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

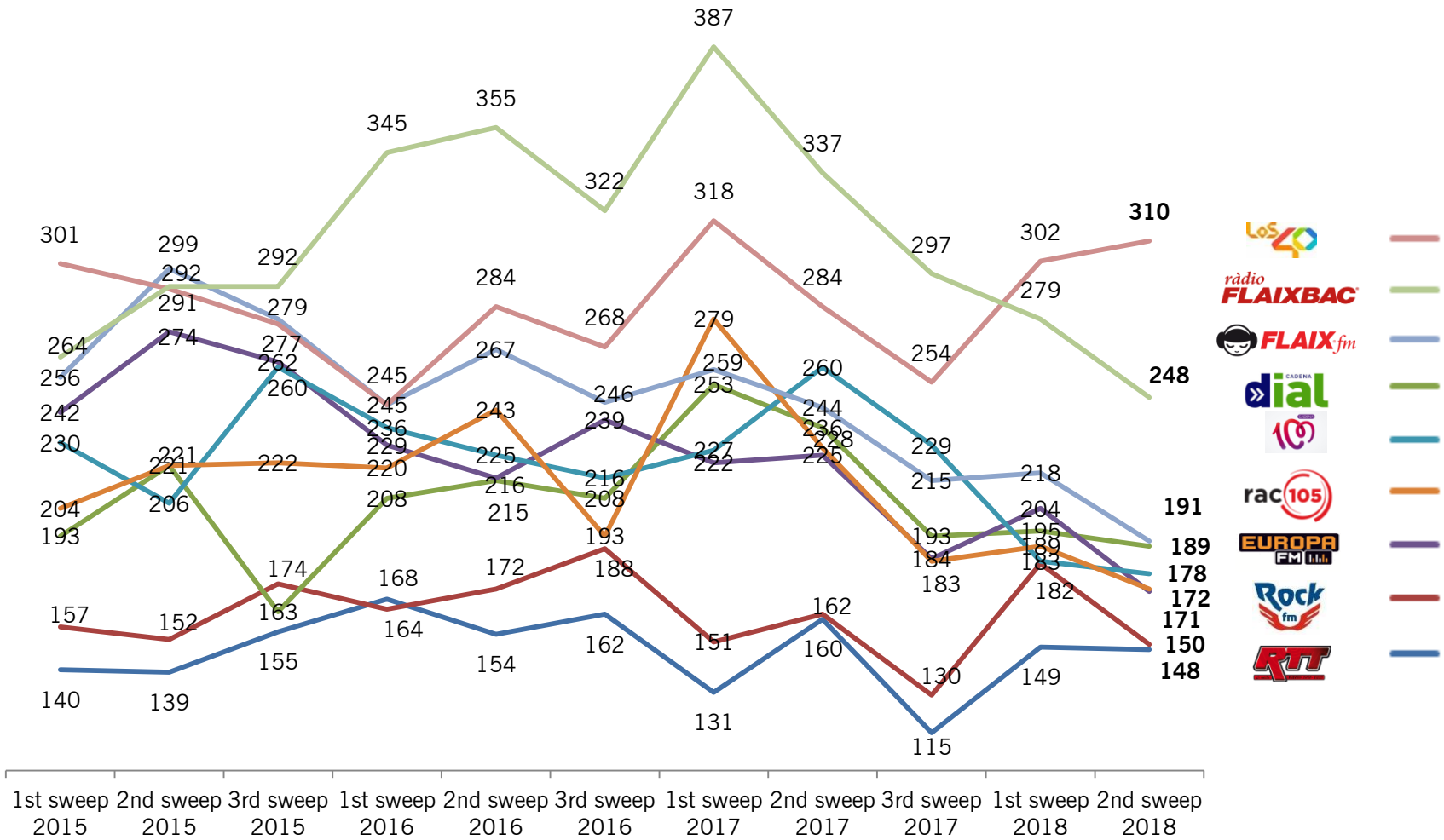


Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences (4)

Music radio ranking. Audiences

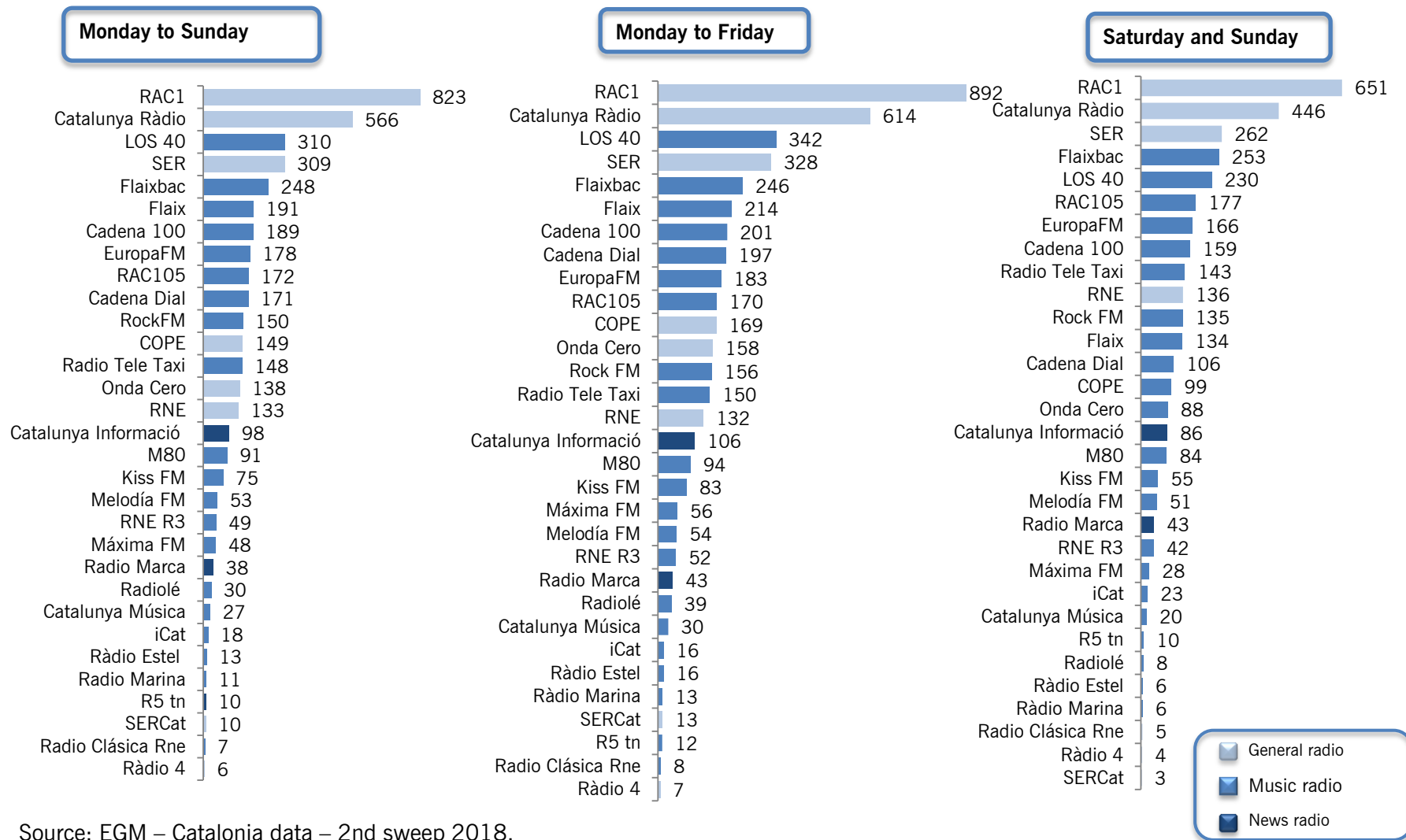
(trend in the last eleven sweeps, in thousands, day prior to interview, from Monday to Sunday)



Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences (5)

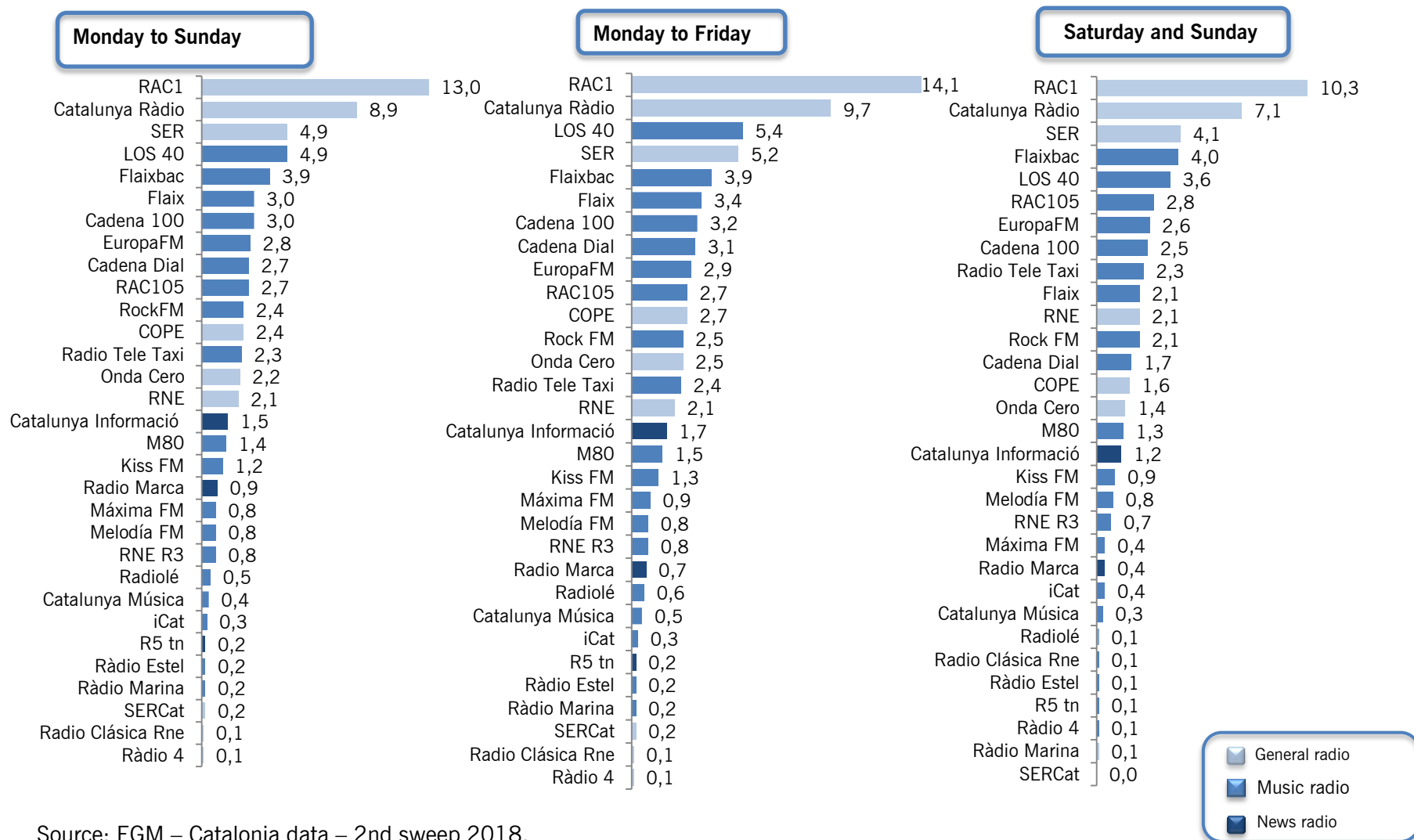
Cumulative daily radio audiences in Catalonia (in thousands, out of total population, day prior to interview)



Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences (6)

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



Source: EGM – Catalonia data – 2nd sweep 2018.

Radio audiences by time slot

In Catalonia, every day 2,007,000 people listen to general radio stations and, of these, 1,571,000 do so during the morning slot (from 06:00 to 12:00 Monday to Friday)

Radio audiences by time slot of the main general channels in Catalonia

(thousands of listeners, Monday to Friday, ordered by cumulative audience, previous sweep in brackets)

Broadcaster	Cumulative audience	 06:00 to 12:00	 12:00 to 16:00	 16:00 to 20:00	 20:00 to 06:00
	892 (971)	701 (721)	365 (371)	324 (365)	202 (248)
	614 (697)	446 (541)	185 (220)	122 (149)	136 (126)
	328 (386)	203 (257)	76 (96)	77 (89)	145 (134)
	169 (175)	114 (107)	44 (34)	20 (32)	80 (79)
	158 (144)	95 (89)	26 (37)	57 (42)	33 (34)
	132 (135)	77 (85)	28 (29)	26 (17)	52 (56)

Source: EGM – Catalonia data – 2nd sweep 2018.



Internet

Consumption of online audiovisual content (1)



95% of Spain's internet users (24.1 million people) consume video content online. 49% are women and 51% men; the average age is 37; 56% are university graduates and 67% are in employment.



The average amount of time spent watching online videos is **19.2 hours a week**.



The most viewed content is: **music** (58%); **series** (52%); **film and animation** (46%); humour (45%); news/information (38%) and sport (38%).



The main devices used to watch videos online are: **computer** (83%); smartphone (61%), smart TV (38%) and tablet (34%).



25% of consumers make comments while watching online videos, normally via **social media** (69%) and the **websites used to watch online videos** (64%). The main reason is to share opinions and interact with other people (43%).

Source: CAC with data from IAB Spain – [Estudio Anual Vídeo Online 2018](#).

Consumption of online audiovisual content (2)

Use of online video platforms

- ✓ Most consumers watch online videos via free platforms (el 93%) compared with 40% who pay to watch online videos.
- ✓ Consumers use **an average of 2.7 platforms** to watch online videos.

Most widely-used platforms (% consumers)



84%



26%

NETFLIX

25%



23%

MEDIASET *españa.*

18%

Rating of the range of content provided by online video platforms

- ✓ Consumers are more satisfied with the content offered by subscriber platforms (7.7) than free platforms (7.4) and the content offered by traditional TV broadcasters (7.0).

Highest rated platforms

NETFLIX

8.3

HBO

8.2



8.1



8.0

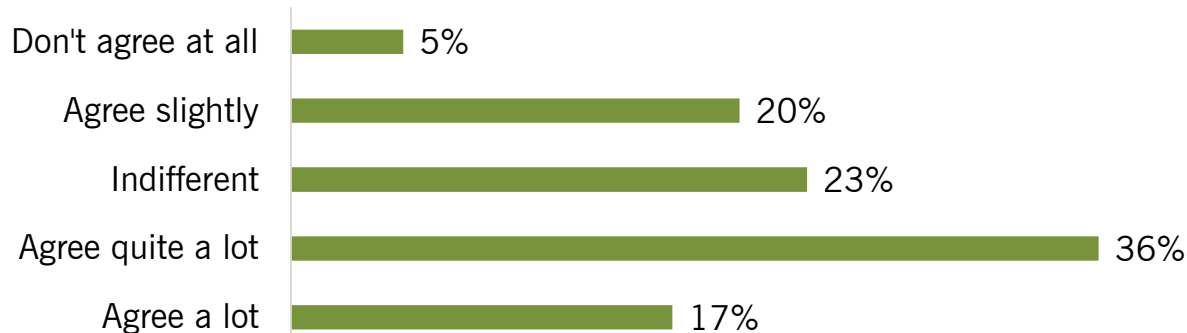
Source: CAC with data from IAB Spain – [Estudio Anual Vídeo Online 2018](#).

Consumption of online audiovisual content (3)

Advertising and online video

- ✓ In general, respondents **agree with seeing advertising** in return for watching online content for free.
- ✓ 61% prefer to see this **advertising before the video**, 32% after and 7% during.
- ✓ Compared with advertising on traditional TV, advertising with online videos is perceived as less intrusive because it can be skipped.
- ✓ Only 31% of online video consumers continue with the advertising (by clicking) habitually or occasionally.

Degree of acceptance of advertising to see free online videos (% consumers)



Source: CAC with data from IAB Spain – [Estudio Anual Video Online 2018](#).

A decade of digital dependency

Notable events	Year	Products or services launched
 First Apple iPhone released	2007	
First commercially available Android smartphone 	2008	 
First person to amass one million followers on Twitter (Ashton Kutcher) 	2009	
First YouTube channel to reach one million subscribers ('Fred') 	2010	 
National launch of fibre-to-the-cabinet broadband 	2011	
iPad goes on sale in the UK 	2012	 
4G mobile service launched in the UK by EE 	2013	
Completion of digital switchover 	2014	 
Netflix begins streaming content in 4K (House of Cards and Breaking Bad) 	2015	
Apple's iWatch makes its debut 	2016	
Samsung virtual reality headsets go on sale 	2017	
Friends Reunited, pioneer of social networking, closes 	2018	 
Sonos One (with Amazon Alexa built in) is released 		
Share of digital radio listening exceeds 50% 		
78% of adults have a smartphone 		

A new study by OFCOM has analysed how communications services have **revolutionised people's lives** in the UK over the past ten years.

The improvement in **connectivity** services and the introduction of new devices and services have led to a **high degree of digital dependency**. About one third of people would feel **disconnected or lost** without internet access and for 17% this situation would be **stressful**.

Regarding devices, people devote more time to **smartphones** and would miss this device the most. Today, a smartphone is checked **every 12 minutes** on average.

The study also shows the changes occurring in the **consumption of videos** with the introduction of on-demand and live streaming TV services via the internet and **smart TV**. Now, almost 50% of all households have this service and one third subscribe to **video-on-demand** services such as Netflix or Amazon Prime Video.

Source: OFCOM – [Communications Market Report 2018](#), [A Decade of Digital Dependency](#).



Note:

Gender-based violence and the media

Ten years of the Law to eradicate gender-based violence

2018 marks the tenth anniversary of the coming into force of [Law 5/2008, of 24 April, on women's right to eradicate gender-based violence.](#)



Chapter 6 of the Law is addressed to the media:



Catalan Audiovisual Council

- **Guarantee compliance of the media's obligations** regarding the suitable treatment of women (art. 20).
- **Promote self-regulatory and co-regulatory agreements** and incorporate guidelines on how to treat gender-based violence and the depiction of women (art. 21).

Prohibited:

- **Any content or advertising that incites, justifies or trivialises gender-based violence** or conveys sexist or misogynist messages.
- **Messages that discredit or insult women or treat them as objects** (art. 22).

Treatment of information

- **Use language that is neither sexist nor male-centred.**
- **Foster a balanced representation and plural image of both sexes**, unrelated to the canons of beauty and sexist stereotypes.
- **Disseminate images of men that are unrelated to male stereotypes.**
- **Present women with authority and respect** and highlight the contribution they make to society.
- **Promote content** in which the effective rights of women are apparent.
- **Inform** about gender-based violence, **avoiding any morbid or unethical focus** (art. 23).



Public media

Raise awareness in Catalan society regarding **respect and recognition of the contribution made by women and against** any form of **gender-based violence** (art. 24).

Recommendations for the media when covering gender-based violence

As a result of Law 5/2008, recommendations for media professionals were drawn up, entitled [Guidelines on the Portrayal of Violence Against Women in the Media](#) (2009).

These are some of the recommendations to be taken into account:

- **Respect the privacy of the people affected**, their dignity and that of the people around them, and never show their image without their prior consent. Respect the presumption of innocence of the aggressors.
- **Avoid sensationalist elements** and do not over-dramatise reports. Only use images that provide information, making sure attention does not focus excessively on the victims or those around them.
- **Avoid stereotypes and clichés** which trivialise or may implicitly justify any act of violence against women.
- **Avoid claiming any cause and effect relationship between the events and the origin of the people involved**, their socio-cultural situation and/or personal circumstances.
- **Choose qualified, specialist sources and avoid testimonies from neighbours and family members.**
- **Contextualise information** to help people understand the problem and encourage reflection.
- **The negative consequences of violence for the aggressors should be reported on and demonstrated**, also reporting on how society rejects such violence.

RECOMANACIONS

El tractament de la
violència masclista
als mitjans de
comunicació

novembre 2009

In June 2018, the “Brave Women” project (*Dones Valentes*) presented its [Recommendations for reporting sexual aggression](#), based on a joint study between women who have suffered sexual violence and media professionals.

Actions carried out by the CAC regarding gender-based violence

Reports on reporting gender-based violence in TV news

- Analysis of one quarter and monitoring compliance of the *Guidelines*.
- Frequency: every three years. Next report: 2020 with data from 2019.
- [Latest report](#) (April 2017 with data from 2016): TVE in Catalonia, TV3 and 8tv.
 - Twice as much news time has been given to gender-based violence compared with the previous report (2013).
 - No TV channel trivialised or justified gender-based violence.
 - Mostly qualified sources are used by TV3 and TVE in Catalonia and less so by 8tv.
 - There has been a reduction in sensationalising and over-dramatising gender-based violence but these features are still present in news items.

Analysis of risky content on the internet

Reports that aim to identify online content which, explicitly or implicitly, may be considered as conveying messages that promote gender-based violence. The CAC has reported several websites to the Prosecutor's Office for the province of Barcelona. It has also contacted service providers and content has been withdrawn which incited gender-based violence. Latest actions: [February](#) and [June](#) 2018.

Report on the reporting of gender-based violence in the Mediterranean area

The CAC, together with the Portuguese broadcasting authority, leads the working group on gender for the [Mediterranean Network of Regulatory Authorities](#) (MNRA), which is drawing up a report on the news coverage of gender-based violence in TV news programmes, magazines and debates, involving ten Mediterranean regulators.

Training in universities with communication studies

Since 2014, the CAC and the Catalan Institute for Women (ICD in Catalan) have given training aimed at university students throughout Catalonia on the reporting of gender-based violence.

These workshops aim to help students incorporate a gender perspective in their future work in the media and also encourage debate on gender-based violence.



2018-2019 academic year: a new cycle of training has now started.

2,200 students have been trained in the reporting of gender-based violence

Article 9.1 of Law 5/2008:
“The public bodies of Catalonia have to periodically set up and carry out informative strategic actions to raise social awareness aimed at preventing and eliminating gender-based violence.”





Newsflashes

Newsflashes (1)



The Community of Valencia now has its own Consell de l'Audiovisual

On 25 May 2018, the Official Gazette for the Valencian government published the [Law to create the CACV](#), the independent authority which will be responsible for guaranteeing constitutional and statutory rights, freedoms and values related to audiovisual media.

The 7 members of the CACV will be renowned professionals with at least 15 years' experience in the audiovisual sector and the President, chosen from these 7 members, must have at least 20 years' experience in the field.



XAL starts up a new audiovisual service called "OTT Xala!"

In June 2018, the Local Audiovisual Network (Xarxa Audiovisual Local - XAL) started up a new [local media platform](#) that is multi-device and available to subscribers.

The content broadcast consists of "human castle" events and various local documentaries produced by providers associated with XAL. The first 14 days of this service are free, with a monthly subscription costing 1.99 euros.



PROA demands an extraordinary allocation of budget from the government to ensure the survival of TV3

On 4 June 2018, the Catalan Federation of Audiovisual Producers (PROA) [made a request](#) to the government for an extraordinary budget payment to tackle the new VAT criteria as a means of ensuring the viability and survival of TV3. This is one of the four demands made by PROA at the beginning of the year as a result of a discussion with the parliamentary groups to resolve the Catalan media crisis.



Barometer for the technology sector in Catalonia 2018

1,025 technology companies took part in the tenth edition of the [Baròmetre](#) produced by CTecno. The latest study reveals that Barcelona has consolidated its position as an important international hub, the key figures being as follows: a 111,600 people work in the ICT sector in Catalonia (3.5% of the total employed workforce), a figure that has increased by 35% in the past 3 years. A total of 15,077 firms operate in the ICT sector, 17% more than in 2015. On the negative side, the report notes that 46% of the companies asked in the survey are concerned about access to talent given the shortage of professionals, even more worrying considering only 21% of those working in the industry are women.

Newsflashes (2)



The CAC and Idescat publish the report entitled *Audiovisual Statistics in Catalonia 2015*

The latest edition of these [statistics](#) estimate the main characteristics of media production, distribution and exhibition in cinema, video, radio and television, providing data on 2015 related to the economy, financing, supply and the employment created by these areas, as well as on the demand for audiovisual goods and services.



IAB Spain presents the *Annual Study of Social Media 2018*

The aims of this [study](#) are to quantify trends in social media and user profiles, to investigate the awareness and use of social media and evaluate the advertising they contain.

The 2018 edition includes an interpretation of how influencers are perceived, focuses on younger social media users and also contains the views of digital professionals regarding social media.



Call for applications for the 16th CAC Awards for Schools

As part of the [eduCAC Programme](#), the Catalan Audiovisual Council has published the terms and conditions for taking part in these awards in the [2018-2019 school year](#).

All public and private schools in Catalonia are eligible to take part, in three different categories: educational centres, teachers from educational centres and research carried out by Baccalaureate students.



Assembly of Ibero-American regulators

The [Platform of Latin American Audiovisual Sector Regulators](#) (PRAI) held its 3rd Ordinary General Assembly in Mexico in September. The Mexican Federal Telecommunications Institute (IFT) was chosen as President and Colombia's National Television Authority (ANTV) and the [CAC as Vice-Presidents](#). The Forum of Media and News Literacy was held as part of the Assembly, with the participation of the Vice-President of the CAC and the Head of the [eduCAC Programme](#), talking about skills training for infant school children in the responsible consumption of audiovisual content.

Newsflashes (and 3)



Ofcom publishes a study on public service media in the digital era

The British media regulator, Ofcom, has published a report entitled [Public Service Broadcasting in the Digital Age](#). The study highlights the changes taking place in public service media given the increasing consumption of online content and the appearance of new global agents in the audiovisual market; it notes the importance of public service broadcasting and the changes which will take place in the near future, as well as the role that should be played by Ofcom and the media to guarantee high quality programmes on public service media.



Key Trends (EAO)

In May 2018, and for the first time, the [European Audiovisual Observatory](#) made its annual report, [Key Trends](#), free of charge. This provides an executive summary of its more extensive [Yearbook](#), which can be bought. The document covers the main changes occurring in television, cinema and on-demand video services in 41 European markets in 2017.



Digital News Report (RISJ)

In June 2018, the [Reuters Institute for the Study of Journalism](#) (RISJ) from the University of Oxford published its seventh annual [Digital News Report](#). This analyses issues such as trust and misinformation, the new models of online business, the impact of changes in Facebook algorithms and growth in new messaging platforms and apps, in a total of 37 countries.



Video Sharing Platforms – who's making the rules and how do they apply? (EAO)

[Report](#) by the European Audiovisual Observatory analysing video sharing platforms (VSP) such as YouTube. It describes the main self-regulatory mechanisms, the legal framework and initiatives underway in various EU countries, the existing jurisprudence and also the possible repercussions of the new Media Services Directive.

BIAC No. 11 - Second four months of 2018

Main sources:

- CAC: the Council's own data.
- Kantar Media: Area of Catalonia. Data obtained using a people meter for individuals aged 4 and upwards.
- EGM: Data from the 2nd sweep of 2018. Period April-May 2018. Area of Catalonia.
- Iconography: *Noun Project*, *Freepik*

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