



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media Sector in Catalonia)

17

Third four months of 2020
No 17. January 2021

Content

Media penetration in Catalonia

3



DTT

6

Breakdown of DTT in Catalonia

7

Catalan DTT channels

8

Spanish DTT channels

9

Local DTT channels

10

DTT audiences

13



Audiovisual online

16

Subscriptions to IPTV platforms

17

Subscriptions to OTT services

18

Consumption of on-demand audiovisual in Catalonia

19

Consumption of online audiovisual content

21



Radio

22

Breakdown of radio stations in Catalonia

23

Public radio

24

Commercial radio

25

Public municipal radio stations by county

26

Radio audiences

28



Note (1). Covid-19: Latest Actions of the CAC

34

Study on the negationist discourse of the Covid-19

35

Analysis of the news treatment on TV3 of the Covid-19

36

Guidelines. Audiovisual contents on Covid vaccines

37



Measures to strengthen the audiovisual sector

38

European Commission: Action Plan to strengthen the sector

39

New Mandate for the Catalan Public Media System

40

Decalogue for an audiovisual in Catalan

41

XAL: Strategic Plan 2021-2025. Plan of plans

42

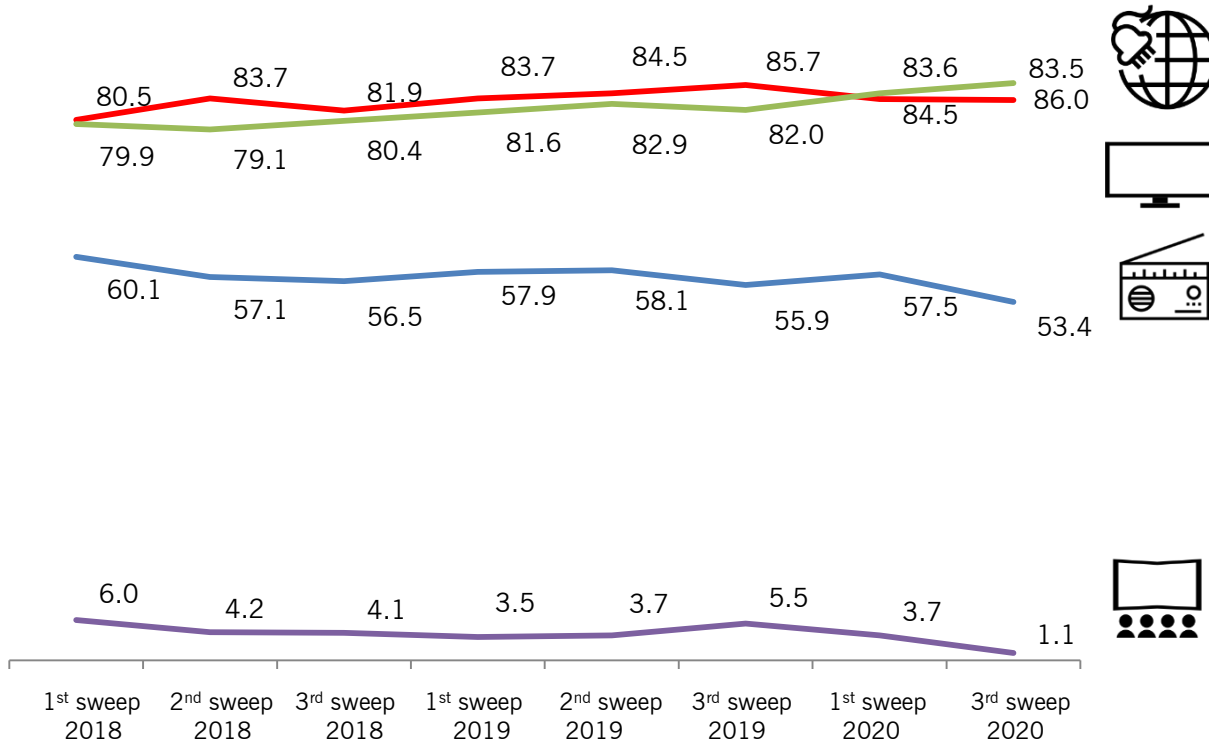


Newsflashes

43

Media penetration in Catalonia (1)

Penetració dels mitjans audiovisuals a Catalunya (en % sobre la població)



CONSUMPTION IN CATALONIA

In 2020 average TV consumption was 3 hours and 33 minutes.

Every day, from Monday to Sunday, people listen to the radio for an average of 1 hour 32 minutes.

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 2020.

Media penetration in Catalonia (2)

Penetració dels mitjans audiovisuals. Per sexe i franja d'edat (en %)

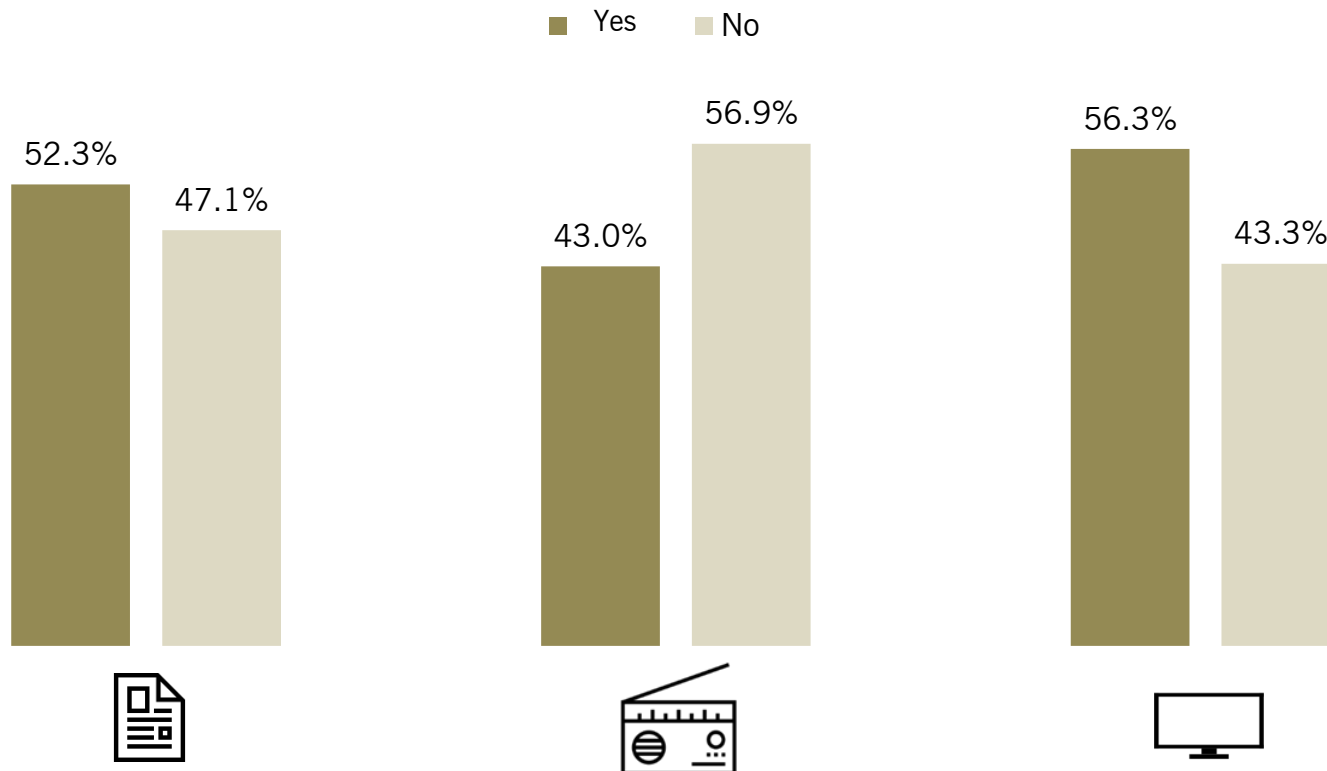
				
GENDER/ AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	83.5	53.4	86.0	1.1
Men	83.0	56.9	88.5	0.6
Women	84.1	50.2	83.7	1.6
14 to 19	77.3	41.6	98.5	0.9
20 to 24	15.4	42.7	99.3	3.8
25 to 34	74.8	49.8	98.1	2.5
35 to 44	78.5	56.7	97.4	1.4
45 to 54	84.4	63.5	94.0	0.1
55 to 64	90.1	61.3	88.4	0.3
65 and over	91.8	46.2	54.3	0.7

Source: EGM – Catalonia data – 3rd sweep 2020.

Media penetration in Catalonia (and 3)

Local media consumption in Catalonia

Question: Have you read, listened to or watched any publication, radio or local or regional television in the last week?



Source: Centre d'Estudis d'Opinió (CEO). Òmnibus de la Generalitat de Catalunya 2020. October 2020. N=1.375



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.

TV supply by service zone

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, Teledeporte, 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 2020.

Catalan DTT channels

Public TV Commercial TV Vehicular language

By ownership, supply and vehicular language

Catalan

8 Catalan channels	4 public channels 50%	Corporació Catalana de Mitjans Audiovisuals (CCMA)    		
	4 commercial channels 50%	Grupo Godó  	Futbol Club Barcelona 	Alta Tecnologia en Telecomunicacions 

Note: On April 2020, EDC leases programme number 4 (EDC4) to the company Alta Tecnologia en Comunicacions, SL (FIBRACAT).

Source: Catalan Audiovisual Council. December 2020.

Spanish DTT channels

Public TV Commercial TV Vehicular language

By ownership, supply and vehicular language

Spanish

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

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

Font: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. December 2020.

Local DTT channels (1)

Public TV Commercial TV Vehicular language

By ownership, supply and vehicular language

Catalan

50 Local channels	11 public channels 22%	
	39 commercial channels 78%	Tevecat  Segre   Taelus  ETV  Cadena Pirenaica RTV   Mola  Ebre  Corisa Media Grup  CB Global Media  Prosa  Doble Columna 

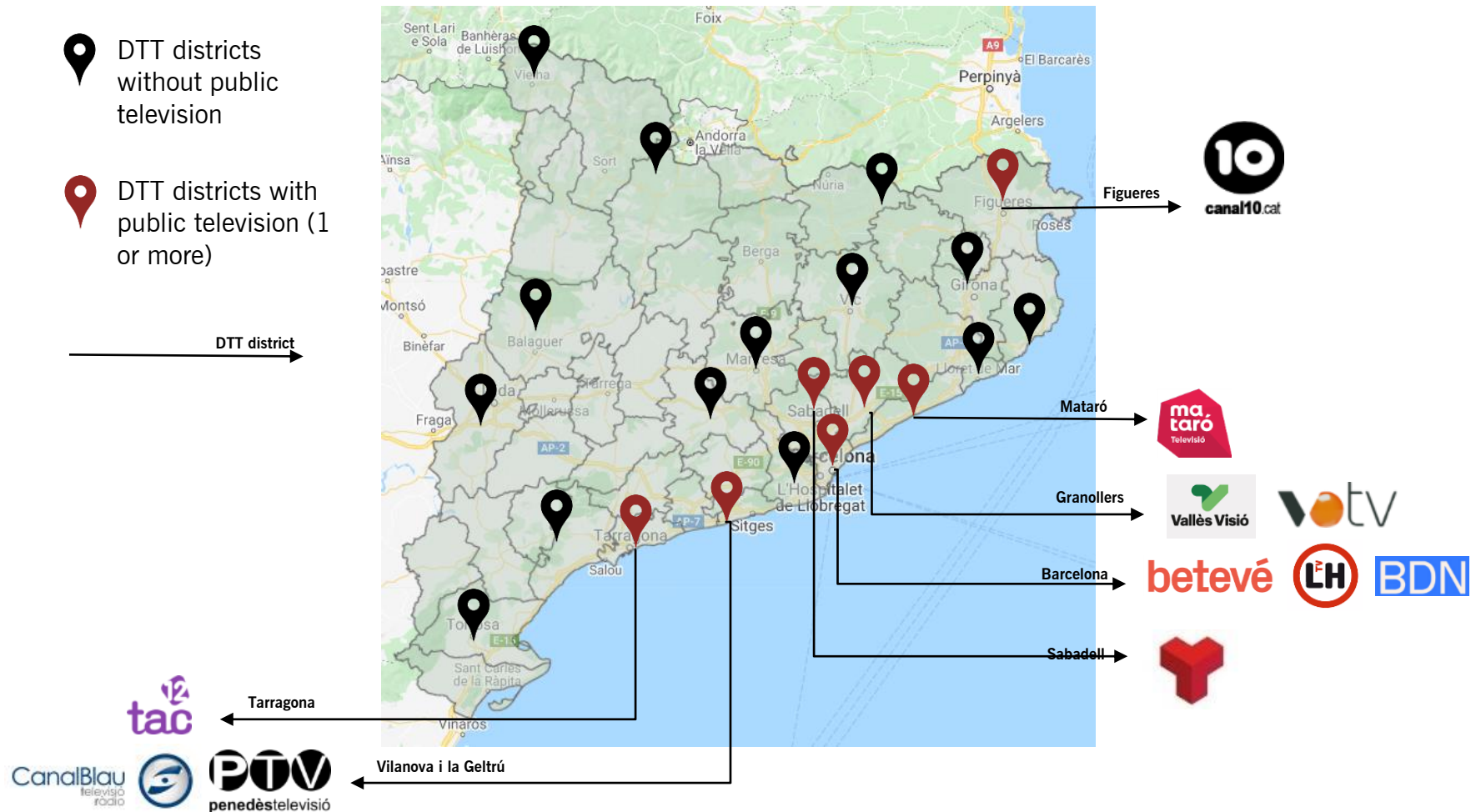


Note: Commercial channels are gathered by communication groups, if applicable. The box does include commercial channels of Manresa (TLB) and Vilanova i la Geltrú (S/D).

Source: Catalan Audiovisual Council. December 2020.

Public local DTT channels (2)

11 public television DTT channels distributed in 7 DTT districts

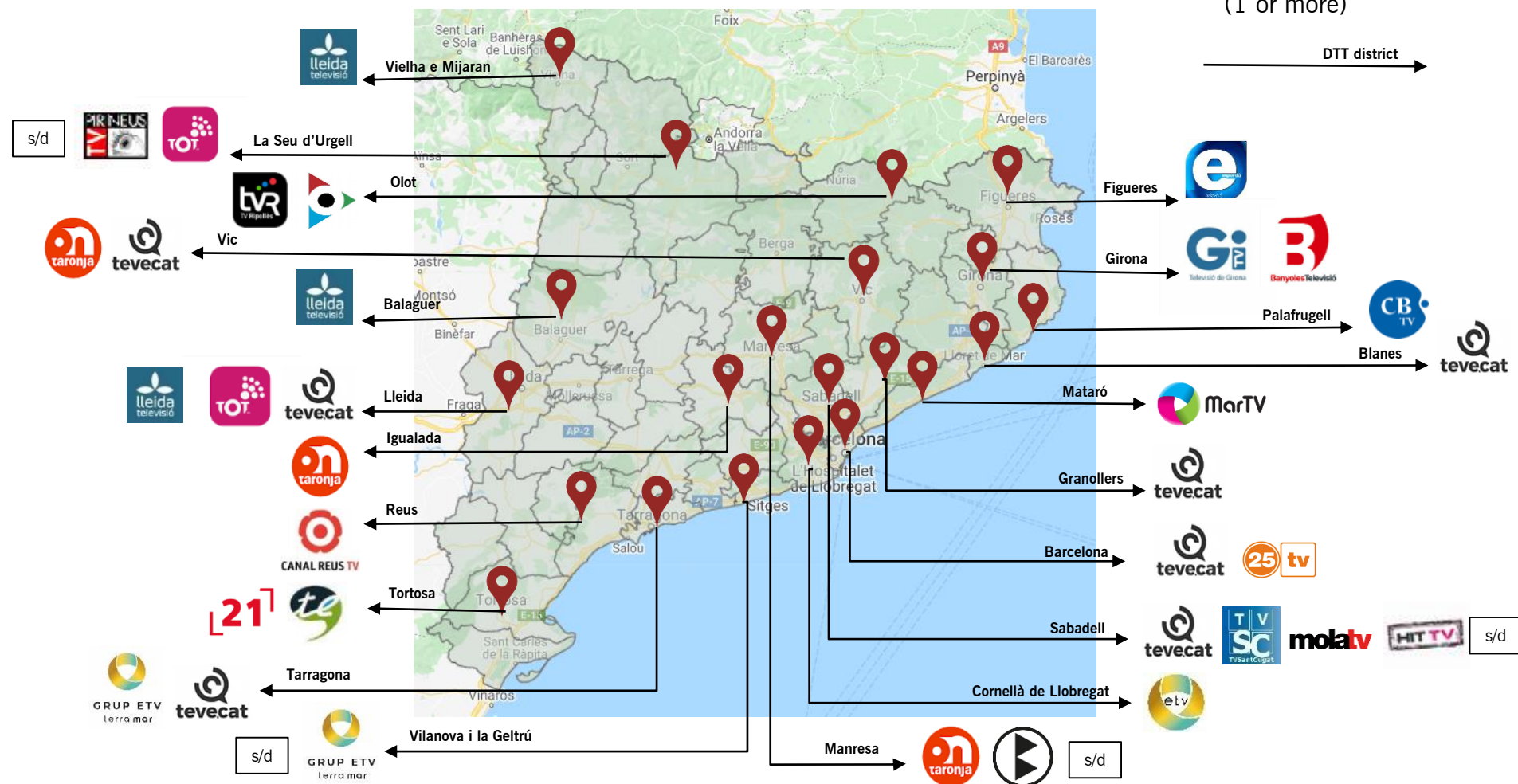


Source: [Map of audiovisual media of Catalonia](#) of the Audiovisual Council of Catalonia. December 2020.

Commercial local DTT channels (and 3)

39 commercial local television stations distributed in 21 districts

 DTT districts with commercial television (1 or more)

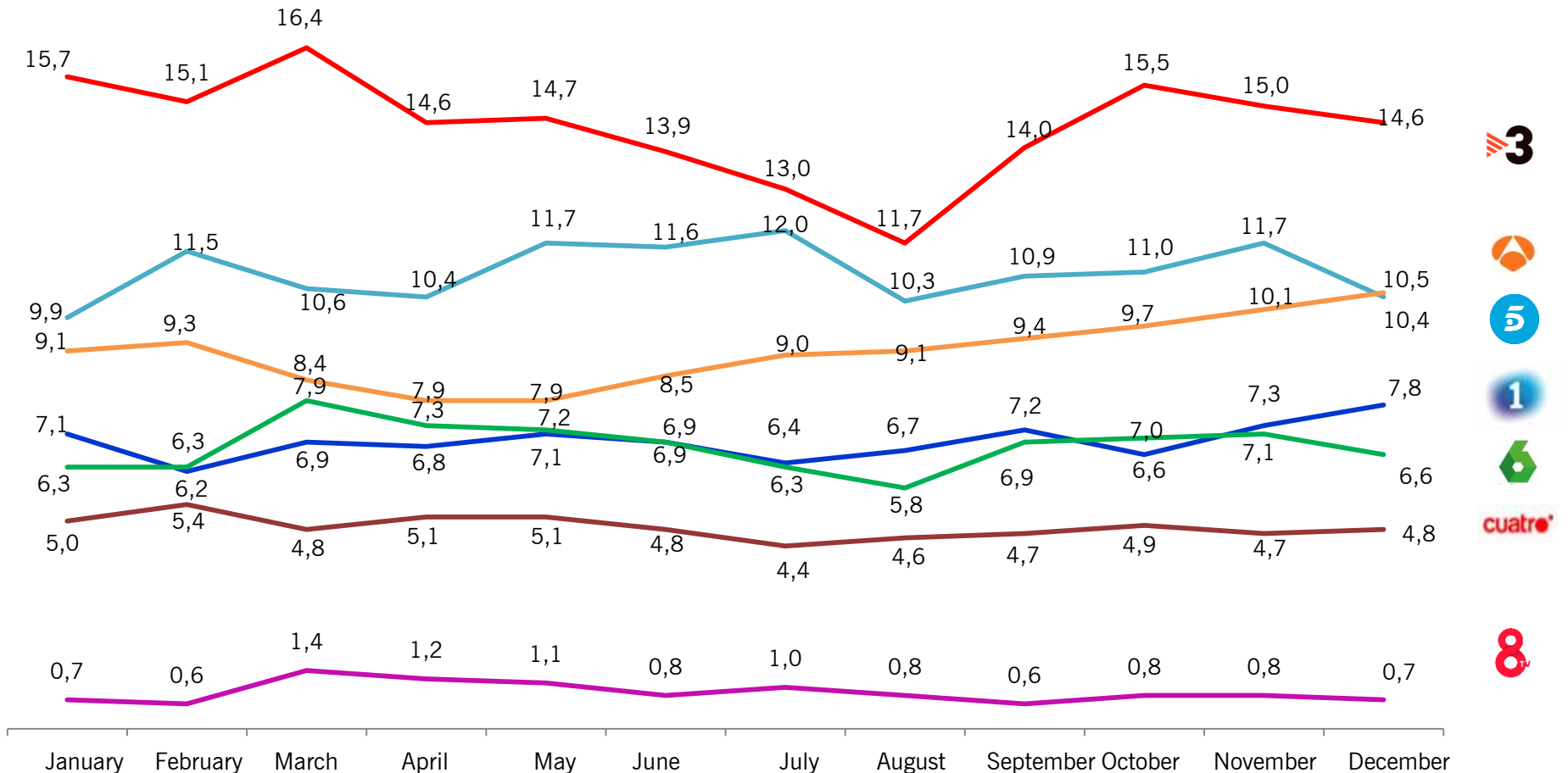


Source: [Map of audiovisual media of Catalonia](#) of the Audiovisual Council of Catalonia. December 2020.

DTT audiences (1)

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

(in %, from January to December 2020)



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](#).

DTT audiences (2)

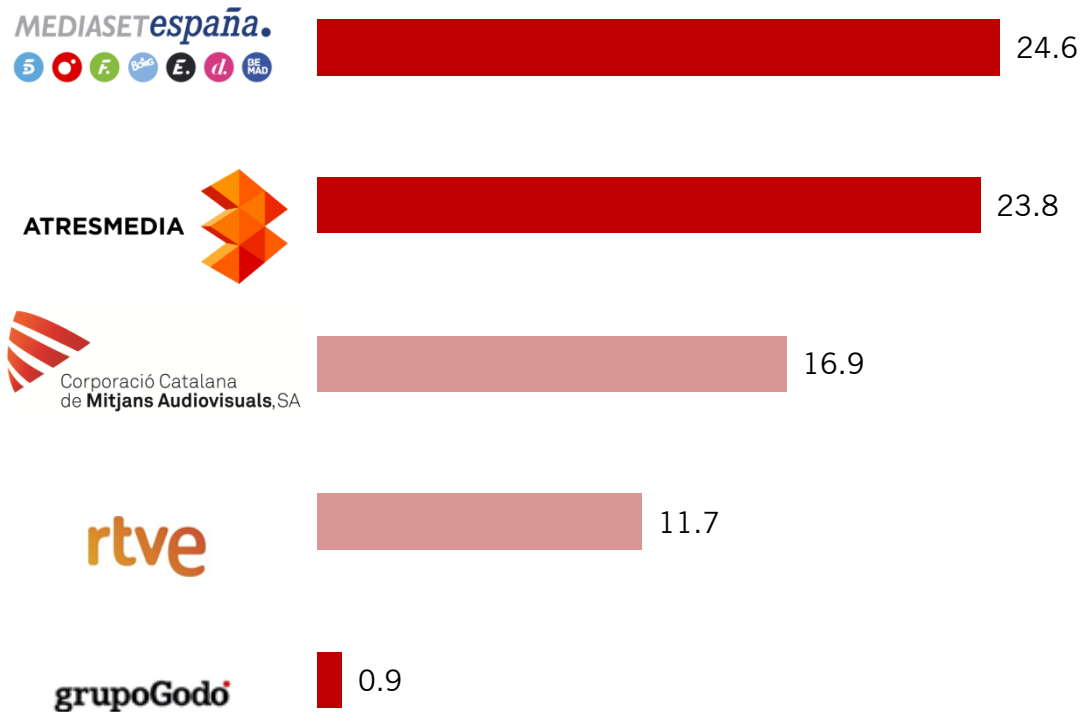
Monthly share per channel in Catalonia. (in %, from January to December 2020, in descending order according to average ranking)

CHANNEL	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SET.	OCT.	NOV.	DEC.	AVERAGE 2020
TV3	15.7	15.1	16.4	14.6	14.7	13.9	13.0	11.7	14.0	15.5	15.0	14.6	14.6
Telecinco	9.9	11.5	10.6	10.4	11.7	11.6	12.0	10.3	10.9	11.0	11.7	10.4	11.0
Antena 3 TV	9.1	9.3	8.4	7.9	7.9	8.5	9.0	9.1	9.4	9.7	10.1	10.5	9.0
La1	7.1	6.2	6.9	6.8	7.1	6.9	6.4	6.7	7.2	6.6	7.3	7.8	6.9
laSexta	6.3	6.3	7.9	7.3	7.2	6.9	6.3	5.8	6.9	7.0	7.1	6.6	6.8
Cuatro	5.0	5.4	4.8	5.1	5.1	4.8	4.4	4.6	4.7	4.9	4.7	4.8	4.9
Energy	2.8	3.0	3.0	2.8	2.8	3.0	3.3	3.4	2.9	2.4	2.3	2.4	2.8
La2	2.4	2.5	2.2	2.7	2.5	2.6	2.5	2.5	2.3	2.2	2.1	2.3	2.4
Atreseries	2.4	2.4	2.3	2.4	2.3	2.6	2.6	2.4	2.4	2.2	2.5	2.3	2.4
Neox	2.4	2.4	2.3	2.2	2.1	2.3	2.4	2.8	2.5	2.2	2.2	2.7	2.4
Factoría de Ficción	2.6	2.5	1.9	2.2	2.0	2.2	2.5	2.6	2.3	2.1	2.0	1.8	2.2
Divinity	2.0	2.0	1.5	1.8	2.1	2.1	2.3	2.3	2.2	2.0	1.9	1.6	2.0
TRECE	1.8	1.9	2.0	2.3	2.0	1.9	1.9	2.0	2.0	1.9	1.9	2.0	2.0
DMax	2.0	1.8	1.8	1.8	2.0	2.1	1.8	2.2	2.0	1.8	1.9	2.0	1.9
Paramount Network	1.6	1.7	1.6	2.0	1.8	1.8	1.8	2.0	1.8	1.8	1.7	1.7	1.8
Nova	1.4	1.5	1.4	1.8	1.9	2.1	2.2	2.0	1.8	1.8	1.7	1.6	1.7
Mega	2.1	1.6	2.6	2.0	1.4	1.1	1.6	1.6	1.4	1.6	1.4	1.5	1.7
3/24	1.3	1.3	1.2	1.5	1.5	1.4	1.5	1.9	1.7	1.5	1.4	1.5	1.5
Dkiss	1.4	1.3	1.1	1.3	1.4	1.2	1.5	1.4	1.1	1.1	1.2	1.1	1.3
Clan	1.1	1.1	0.9	1.1	1.1	1.1	1.2	1.5	1.3	1.2	1.3	1.1	1.1
Boing	0.9	1.0	0.8	1.1	1.4	1.3	1.2	1.1	0.9	0.8	0.9	1.2	1.0
8tv	0.7	0.6	1.4	1.2	1.1	0.8	1.0	0.8	0.6	0.8	0.8	0.7	0.9
24h	0.9	0.9	0.9	1.0	0.9	0.8	0.9	0.9	0.8	0.8	0.7	0.7	0.9
BeMad	0.8	0.8	0.6	0.6	0.5	0.8	0.7	0.6	0.6	0.5	0.6	0.6	0.6
Disney Channel	0.6	0.6	0.4	0.6	0.6	0.6	0.7	0.8	0.6	0.5	0.5	0.6	0.6
TEN	0.7	0.7	0.6	0.5	0.5	0.6	0.7	0.5	0.5	0.6	0.6	0.6	0.6
Gol	0.6	0.4	0.3	0.4	0.4	0.6	0.5	0.6	0.5	0.5	0.5	0.5	0.5
Super3/33	0.5	0.5	0.4	0.4	0.4	0.5	0.4	0.6	0.5	0.5	0.5	0.4	0.5
Teledeporte	0.6	0.4	0.3	0.3	0.3	0.3	0.3	0.5	0.8	0.4	0.4	0.2	0.4
Esport3	0.6	0.5	0.3	0.2	0.1	0.2	0.2	0.3	0.4	0.4	0.3	0.4	0.3

Source: [Barlovento Comunicación](#).

DTT audiences (and 3)

Audience share in Catalonia (in % and by group, average 2020)



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 2020

IPTV	HOUSEHOLDS 		SUBSCRIBERS 	
	664,200	21.6%	1,545,714	23.7%
	212,175	6.9%	384,798	5.9%
	144,525	4.7%	365,232	5.6%

1 in 5 Catalan households choose Movistar+ as their pay-IPTV option, with more than one and a half million subscribers. **Vodafone TV displaces Orange/Jazztel TV** from the second position and almost doubles the number of subscribers compared to the first wave of the year.

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

Source: EGM – Catalonia data – 3rd sweep 2020. . Base: 3,075,000 households and 6,522,000 people.

Subscriptions to OTT services

Households and subscribers to the main pay-OTT platforms. Catalonia. October-November 2020

OTT SERVICES	HOUSEHOLDS 	SUBSCRIBERS 
NETFLIX	1,500,600 48.4%	3,241,434 49.7%
prime video	814,875 26.5%	1,754,418 26.9%
HBO	396,675 12.9%	867,426 13.3%
Disney+	236,775 7.7%	521,760 8.0%
FILMIN	52,275 1.7%	136,962 2.1%
DAZN	55,350 1.8%	117,396 1.8%
Rakuten TV	52,275 1.7%	104,352 1.6%
Other platforms	184,500 6.0%	450,018 6.9%

In relation to the data prior to the pandemic and confinement, the main OTTs have **between 6 and 8% more subscribers** to their services in Catalonia.

Netflix tops the ranking with 3.2 million subscribers and represents 50% of the Catalan market.

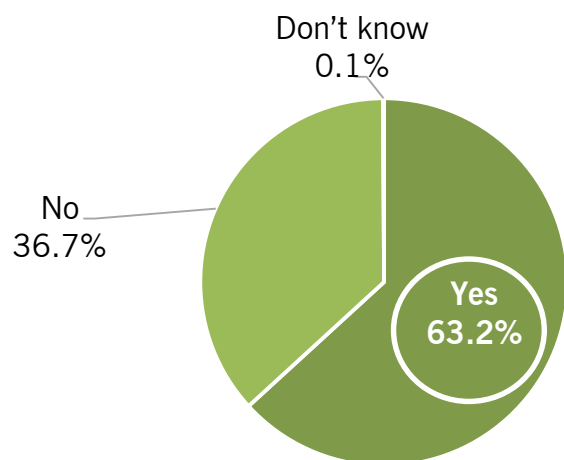
Amazon Prime Video has the highest growth of the period, reaching 1.7 million people.

Disney+, which was launched in March, has more than half a million subscribers in Catalonia.

Source: EGM – Catalonia data – 3rd sweep 2020. Base: 3,075,000 households and 6,522,000 people.

Consumption of video-on-demand in Catalonia (1)

Consumption of video-on-demand platforms in Catalonia



In Catalonia, **6 out of 10** people consume audiovisual content on video-on-demand platforms.

The age groups with the highest levels of on-demand audiovisual consumption are 18-24 years old and 25-34 years old. The percentage decreases as the age of the people surveyed increases.

Penetration by age group (in %)

Answer	18-24 years	25-34 years	35-49 years	50-64 years	+ 64 years
Yes	90.7	85.3	81.7	59.0	30.2
No	8.3	14.7	18.3	40.7	69.8

Source: Centre d'Estudis d'Opinió (CEO). [Òmnibus de la Generalitat de Catalunya 2020](#). October 2020. Total interviews N=1.375

Consumption of video-on-demand in Catalonia (and 2)

Cerca de continguts en català en plataformes de vídeo sota demanda



Over **30% of the people surveyed** said that they had **searched for content in Catalan** on video-on-demand platforms **but had not found it**.

The search for Catalan content on these audiovisual services is more common among **young people** aged 18 to 24 and 25 to 34, but **also** among people **over the age of 64**.

Affirmative responses by age group (in %)

Total	18-24 years	25-34 years	35-49 years	50-64 years	+64 years
28.3	36.7	32.3	24.0	26.7	31.5

Source: Centre d'Estudis d'Opinió (CEO). [Òmnibus de la Generalitat de Catalunya 2020](#). October 2020. Total interviews N=1.375

Consumption of online audiovisual content

Internet browsing time (population). December 2020
2 hours and 25 minutes per day on average



Browsing time (Internet users)
2 hours and 53 minutes per day on average

84.1% of the population has surfed sometime
(32.4M of internet unique visitors/month)



Consumption of online audiovisual content

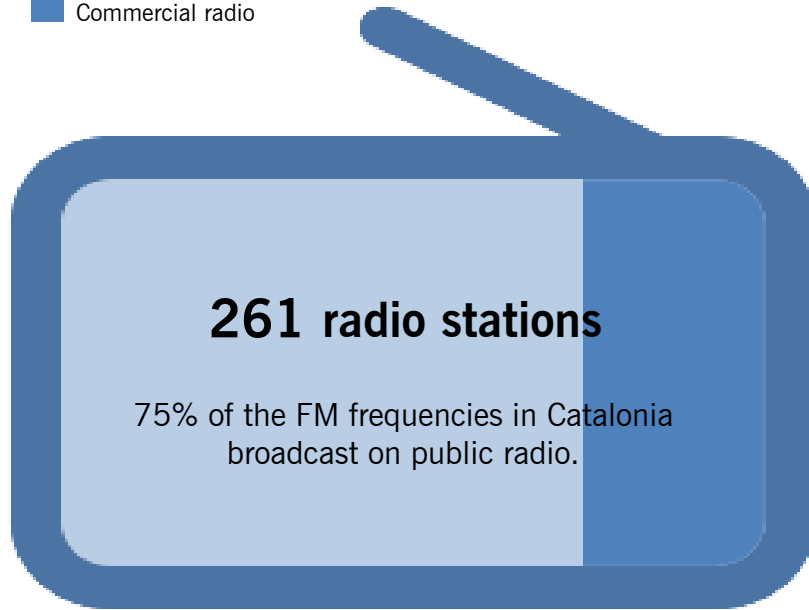
47 minutes per day, video consumption (+7 min. vs. Dec. 19)
14 videos per day per person (+2 videos vs. Dec. 19)

Source: Barlovento Comunicación. [Consumo de internet vs. televisión. Diciembre de 2020](#).
Comscore data for Spain. Individuals over 18 years old.



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

12 Catalan stations

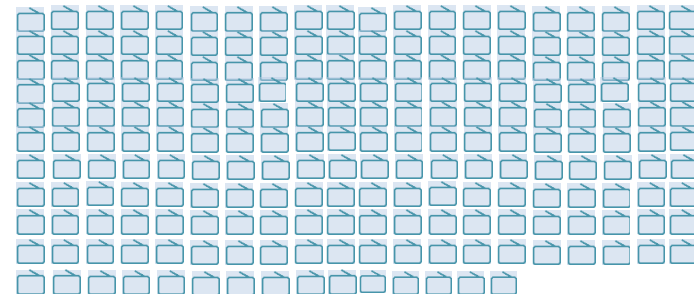
4 public
8 commercial

19 Spanish stations

5 public
14 commercial

230 local stations

215 public



15 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 2020.

Public radio

 Vehicular language

By service area and Language of broadcast

224 public radios	4 Catalan radios	CCMA  Cat     Catalan
	5 Spanish radios	CRTVE       Spanish Catalan (Ràdio 4)
	215 Local radios	     (Local Radio xamples)         Catalan

Source: Catalan Audiovisual Council (local FM), Corporació Catalana de Mitjans Audiovisuals (Catalan FM) and Ministry of Economy and Enterprise (Spanish FM). December 2020.

Commercial radio

 Vehicular language

By service area and language of broadcast

37 Commercial radios	8 Catalan radios	          Catalan
	14 Spanish radios	                   Spanish (excepte disconnections)
	15 Local radios	                Catalan

Note: Ràdio Adventista (91.0 – Pont de Suert) stops broadcasting.

Source: Catalan Audiovisual Council. December 2020.

Public municipal radio stations by county (1)

From Baix Camp to Barcelonès



Baix Camp

- [Ràdio Hospitalet de l'Infant](#) (107.9)
- [Ràdio La Selva](#) (105.8 – La Selva del Camp)



Baix Ebre

- [Antena Aldaia](#) (107.0 - Aldea)
- [Antena Caro](#) (96.0 – Roquetes)
- CAM Ràdio  (104.6 - Camarles)
- [La Cala Ràdio](#) (107.3 – Ametlla de Mar)
- [Ràdio Delta](#) (107.6 – Deltebre)
- [Ràdio Tortosa](#) (103.3 – Tortosa)



Baix Empordà

- [Ràdio Begur](#) (97.7)
- [Ràdio La Bisbal](#) (107.4 - La Bisbal d'Empordà)
- [Ràdio Montgrí](#) (107.1 – Torroella de Montgrí)
- [Ràdio Palafrugell](#) (107.8)
- [Ràdio Palamós](#) (107.5)
- [Ràdio Platja d'Aro](#) (102.7)
- [Ràdio Sant Feliu](#) (107.0 – St. Feliu de Guíxols)
- [Ràdio Sta. Cristina](#) (107.7 – Sta. Cristina d'Aro)

Note: BIAC presents the public local radios ordered by Catalan counties.

Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council, corporate webpages of local broadcasters and Idescat (map).

Consultation date: December 2020.

Public municipal radio stations by county (and 2)



Baix Llobregat

- [El Prat Ràdio](#) (91.2–El Prat de Llobregat)
- [Olesa Ràdio](#) (90.1–Olesa de Montserrat)
- [Ràdio Abrera](#) (207.9)
- [Ràdio Castelldefels](#) (98.0)
- Ràdio Cervelló (107.4)
- [Ràdio Corbera](#) (107.0–Corbera de Llobregat)
- [Ràdio Cornellà](#) (104.6–Cornellà de Llobregat)
- [Ràdio Desvern](#) (98.1–Sant Just Desvern)
- [Ràdio Esparreguera](#) (89.4)

- Ràdio Estudi (94.6–Esplugues de Llobregat)
- [Ràdio Gavà](#) (91.2)
- [Ràdio Martorell](#) (100.3)
- [Ràdio Molins de Rei](#) (91.2)
- [Ràdio Pallejà](#) (107.8)
- [Ràdio St. Andreu](#) (98.0–Sant Andreu de la Barca)
- [Ràdio St. Boi](#) (89.4–Sant Boi de Llobregat)
- Ràdio St. Esteve (88.0–Sant Esteve Sesrovires)
- [Ràdio St. Feliu](#) (105.3–Sant Feliu de Llobregat)
- [Ràdio St. Vicenç](#) (90.2–Sant Vicenç dels Horts)



Baix Penedès

- Ràdio Banyeres (101.2)
- [Bellvei Ràdio](#) (104.8)
- [Calafell Ràdio](#) (107.9)
- [Ràdio Cunit](#) (107.0)
- [Ràdio El Vendrell](#) (107.1)
- [Ràdio Arboç](#) (107.3)
- [Domenys Ràdio](#) (107.6 – Sant Jaume dels Domenys)

Note: BIAC presents the public local radios ordered by Catalan counties.

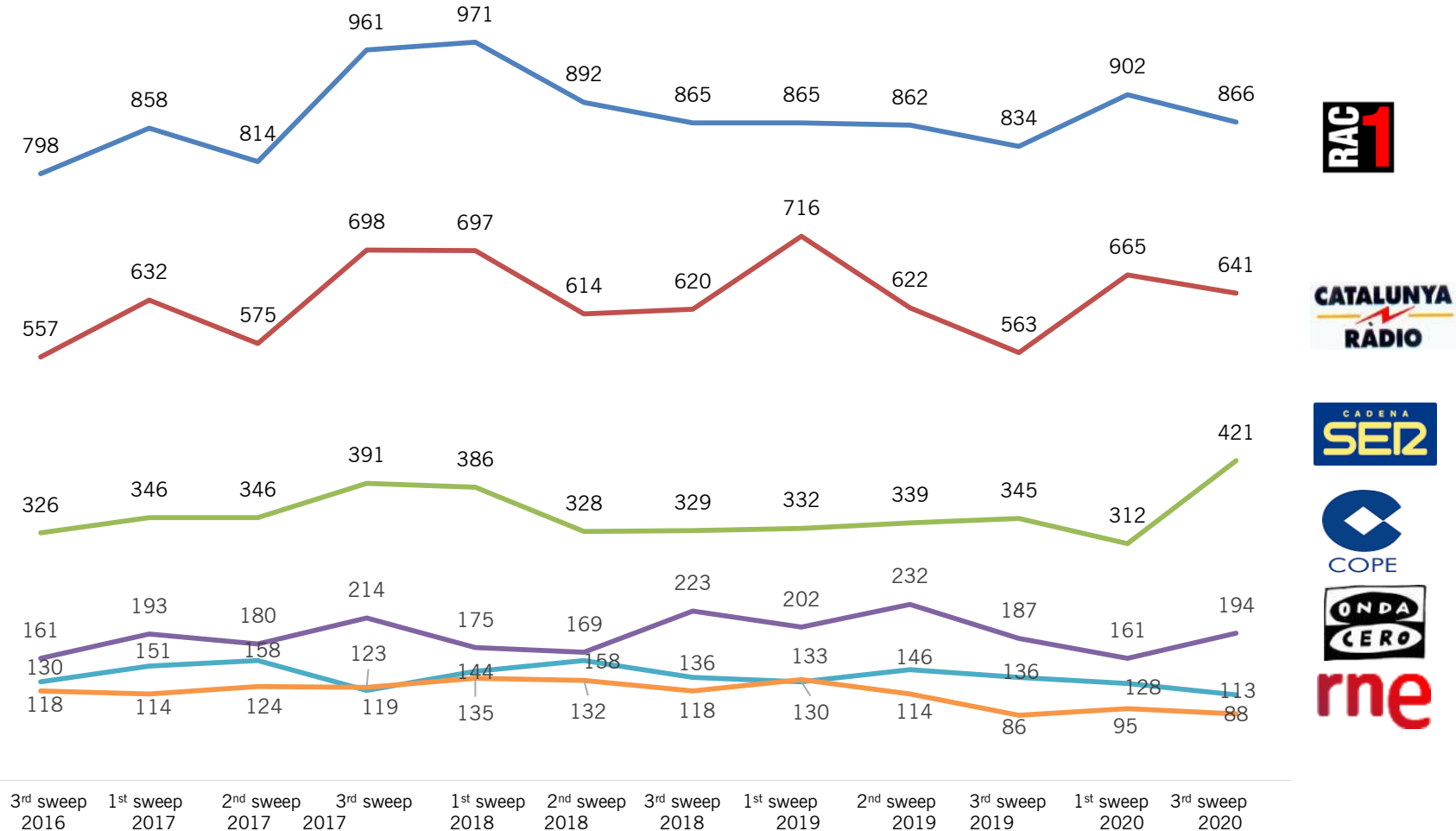
Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council, corporate webpages of local broadcasters and Idescat (map).

Consultation date: December 2020.

Radio audiences (1)

General radio ranking. Audiences

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

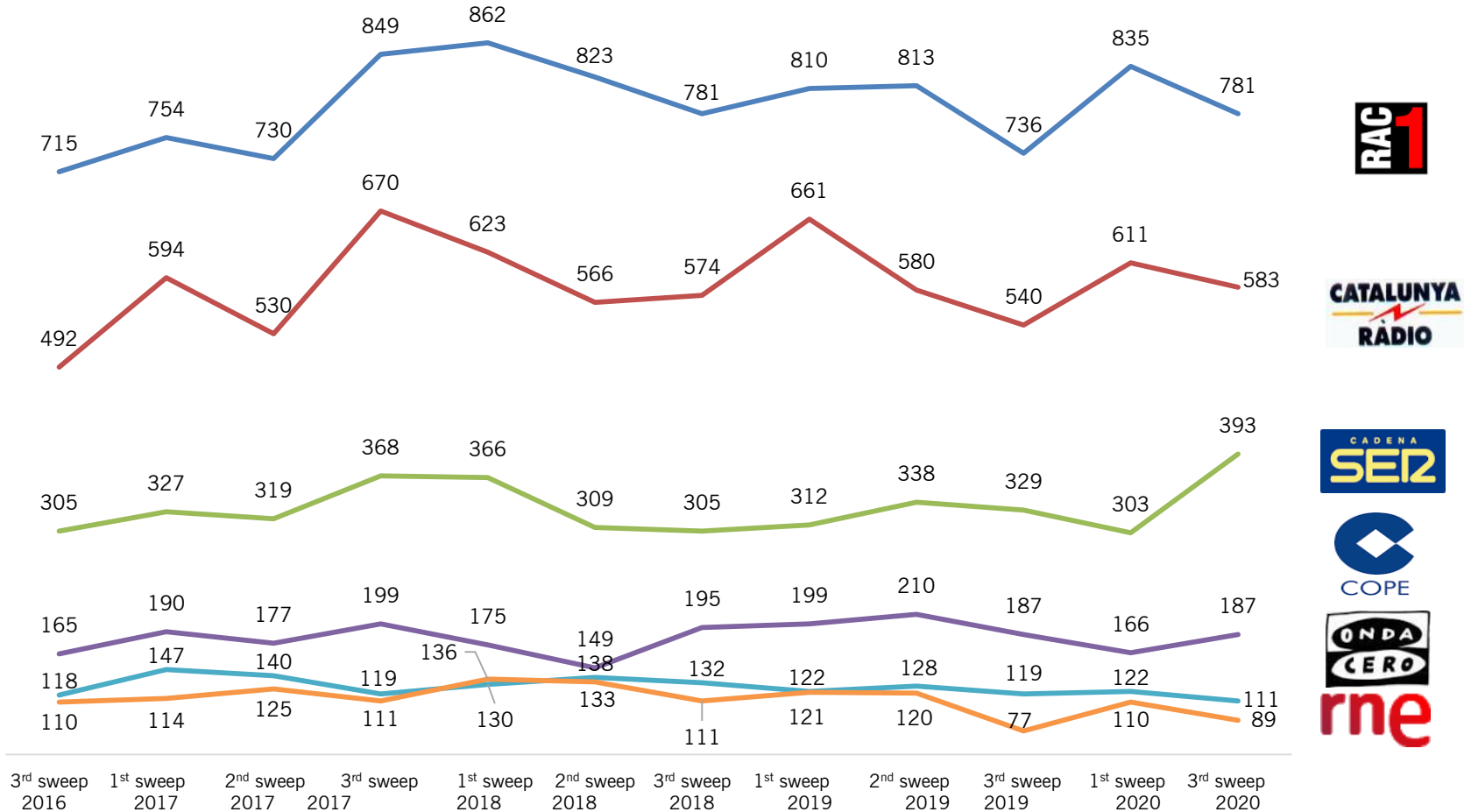


Source: EGM – Catalonia data – 3rd sweep 2020. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (2)

General radio ranking. Audiences

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

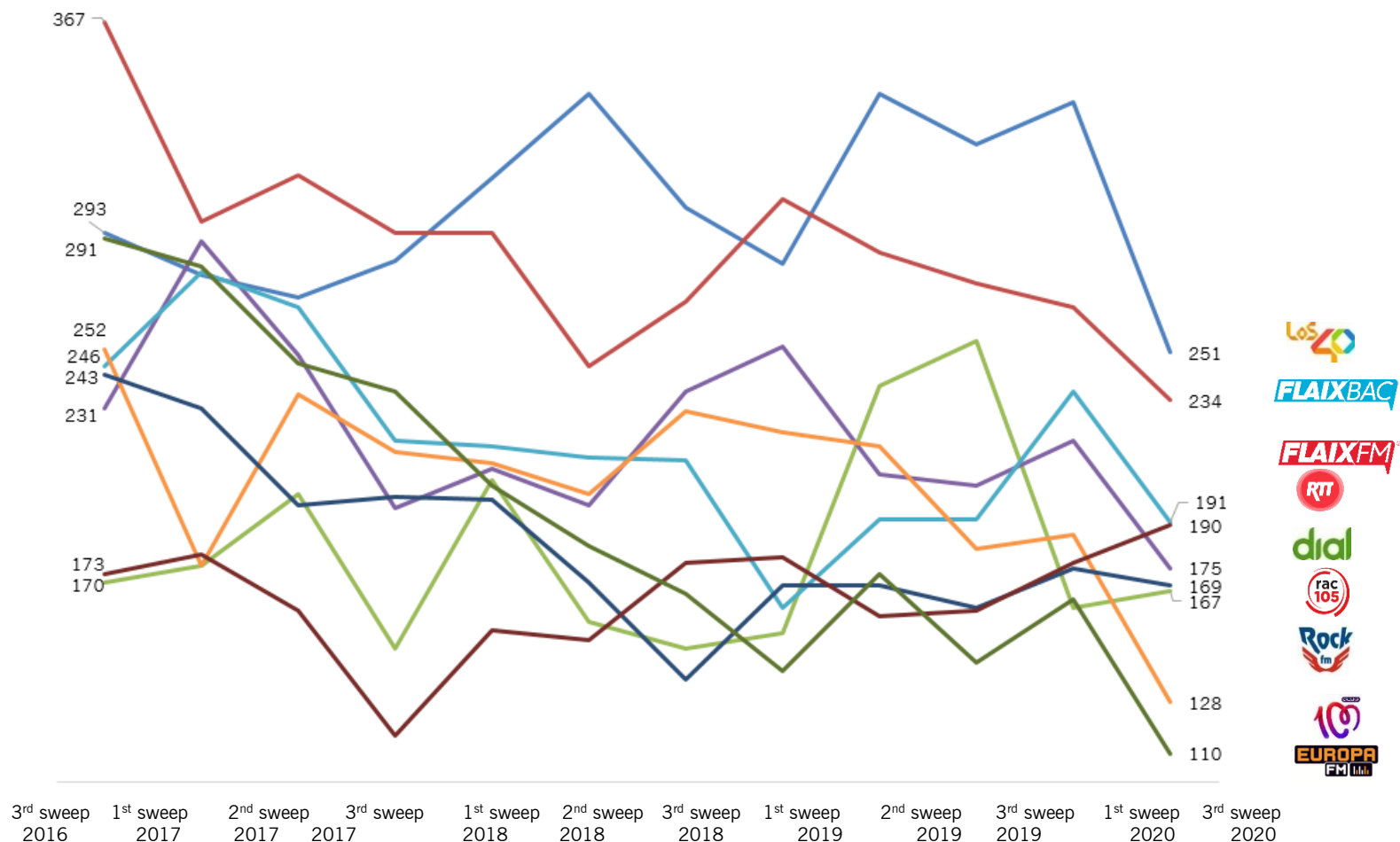


Source: EGM – Catalonia data – 3rd sweep 2020. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (3)

Music radio ranking. Audiences

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

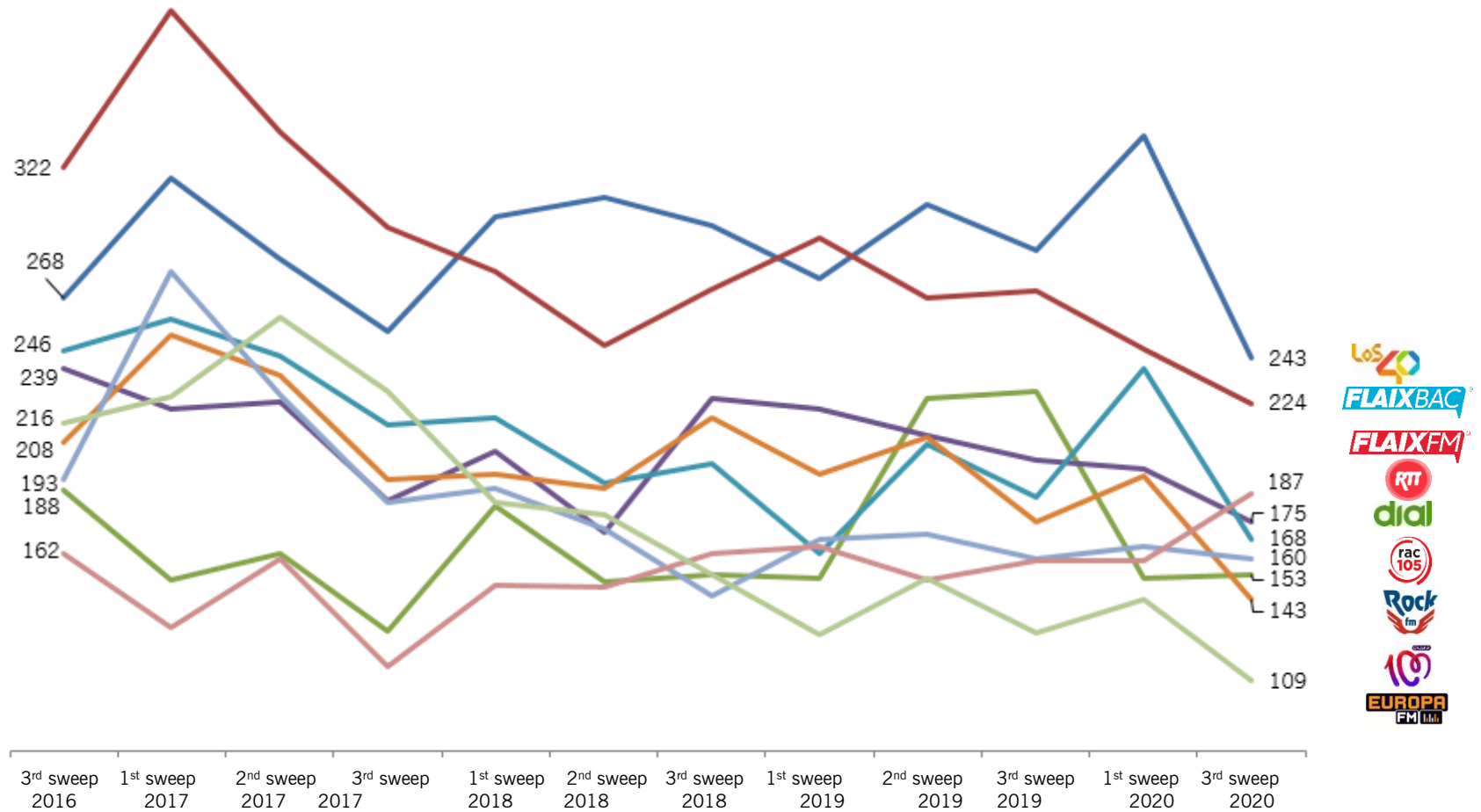


Source: EGM – Catalonia data – 3rd sweep 2020. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (4)

Music radio ranking. Audiences

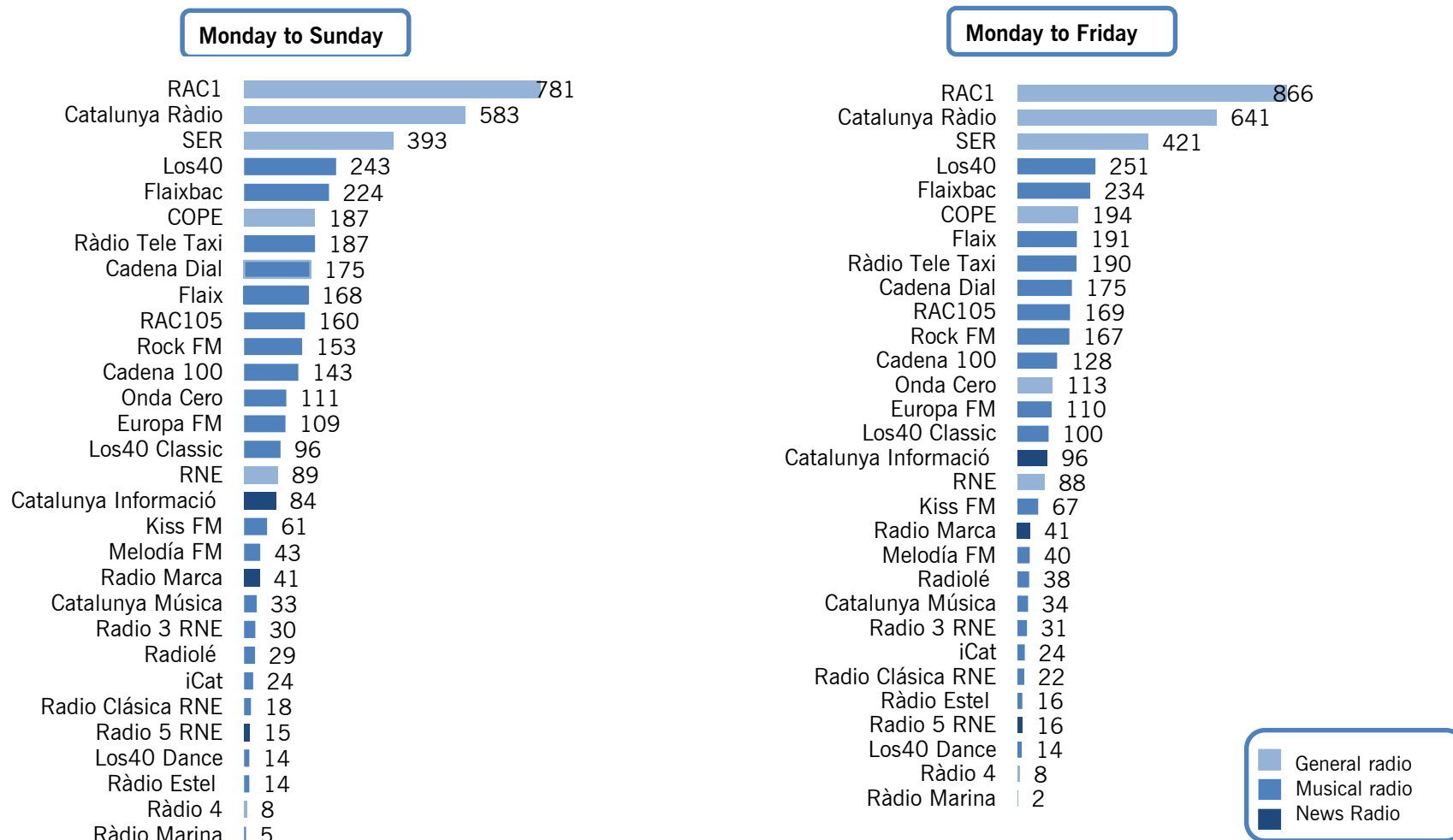
(trend in the last twelve sweeps, in thousands, day prior to interview, from Monday to Sunday)



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

Radio audiences (5)

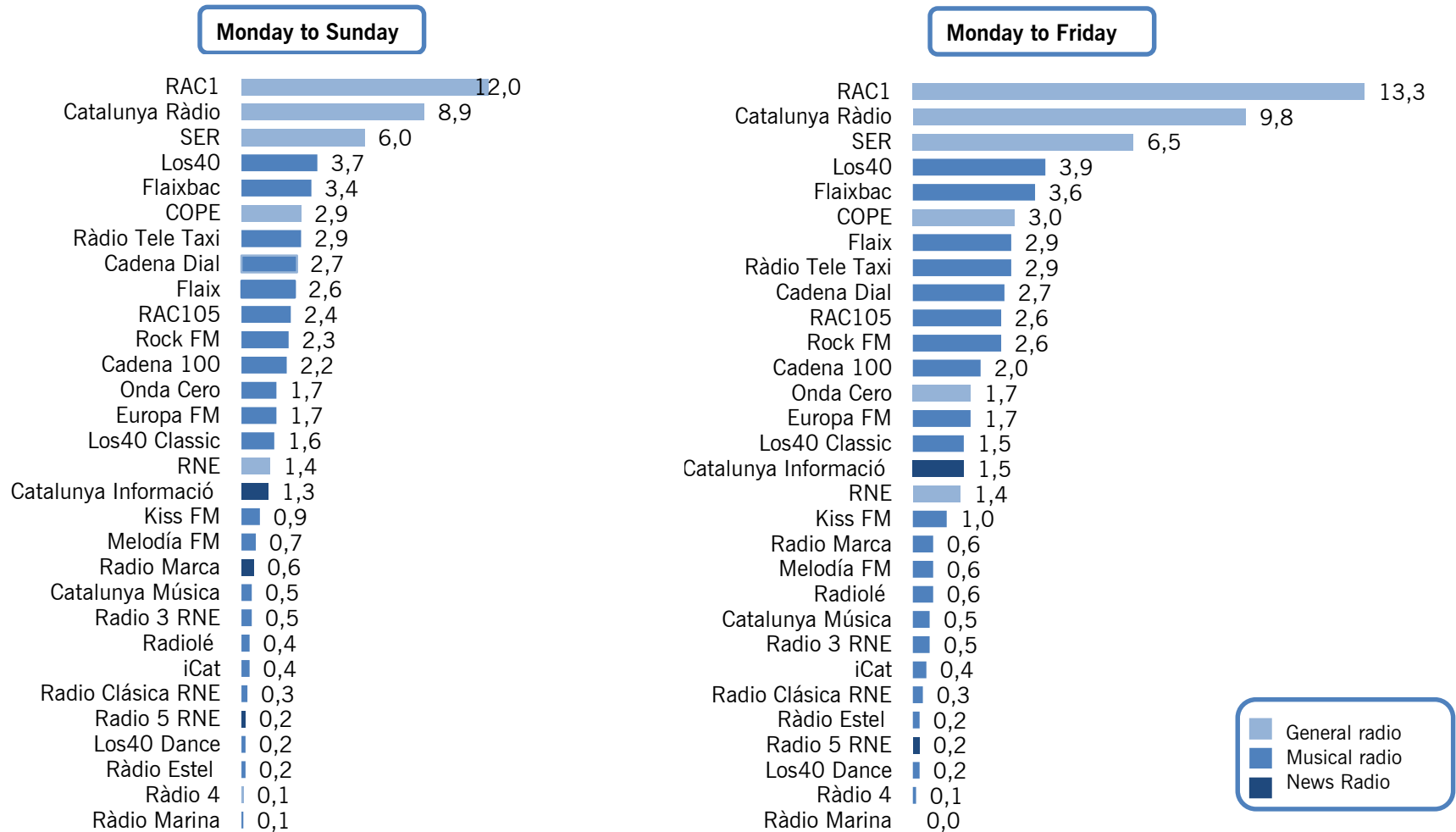
Cumulative daily radio audiences in Catalonia (in thousands, out of total population, day prior to interview)



Source: EGM – Catalonia data – 3rd sweep 2020. 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)



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



Note (1)

Covid-19: latest actions of the CAC

Study on the negationist discourse of the Covid-19



On 14 October 2020, the Plenary Session of the Audiovisual Council of Catalonia approved the report [*The presence of audiovisual content that disseminates the negationist discourse in relation to Covid-19 on platforms and social networks.*](#)

The contents analyzed have been considered false by the World Health Organization (WHO). The Barcelona Medical Association has collaborated in validating the misinformation. The CAC report shows how easily misinformation spreads across different networks: just two of the videos analyzed total more than 13 million interactions. The CAC made the detected content known to YouTube, Facebook, Instagram and Twitter.

Areas of analysis of the report:



Denial of the usefulness of containment measures

Almost half of the detected contents (42.9%) make claims such as that the masks do not serve to filter the coronavirus or question the validity of PCR tests.



Anti-vaccine positions

These contents deny the usefulness of a vaccine to combat Covid-19 and question its safety, or present previous vaccination as a cause of the development of the disease.



Rejection of the viral origin of the pandemic

Here are various conspiracy theories, such as those linking the Covid-19 to the deployment of 5G technology or the chemical trail left by planes, and even videos questioning the very existence of the SARS-CoV-2 virus.

Analysis of the news treatment on TV3 of the Covid-19

On December 23, 2020, the Plenary Session of the Audiovisual Council of Catalonia approved the report [*The news treatment on TV3 of the Covid-19 pandemic. Period from March 13 to June 30, 2020.*](#)



News time and speaking time are the variables analyzed, following the methodology of the CAC reports on information pluralism.



TV3 increased the information by 11% and decreased the entertainment by a similar percentage. The **newscasts** devoted 90% of their time to pandemic coverage.



The overall presence of women increases slightly compared to a normal period, and remains just above one-third of interventions, but far from parity. Women accounted for 36.4% of the news time of the newscasts and 35.4% of the interviews, the two majority formats of the period analyzed.



Non-political actors (mainly experts) garnered information from the pandemic, with 69.6% of speaking time on newscasts.

This is 5 percentage points above the usual values before the health crisis.



The information pivots on **four main thematic axes**:

- **Effects on society** (45.3% of news time on newscasts and 42.1% of interviews)
- **Actions of the Administrations** (23.2% and 14.5%, respectively)
- **Health crisis in the strict sense** (14.9% and 35.5%)
- **International incidence** (13.4% and 2.6%).

Guidelines. Audiovisual contents on Covid vaccines

[Guidelines](#) for Media, video sharing platforms and social media.

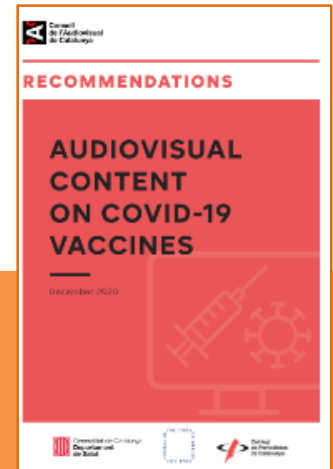
Prepared by: Catalan Audiovisual Council

Catalan Ministry of Health

Council of Medical Associations of Catalonia

Association of Journalists of Catalonia

Guidelines



Contribute to increasing the "vaccine confidence" of the population:

Report rigorously, solvent and proven sources, make scientific dissemination, give voice to experts and fight against misinformation.

Balanced information does not mean equating scientific voices with the negationist voices.



Contextualize the information, particularly in the case of human stories, so as not to categorize an anecdote or a specific case. This recommendation is especially valid in entertainment programs.

The treatment of Covid-19 should **avoid spectacularization** and other forms of trivialization. Extreme caution should be exercised when moderating formats in which topics are addressed spontaneously and dynamically, such as **social gatherings**.



Video sharing platforms and social networks are called upon to take extreme care of content and the convenience of providing links to accredited sources.

As for users using these services, it is requested to **avoid creating or disseminating content without scientific endorsement**.



Note (2)

Measures to strengthen the audiovisual sector

European Commission: Action Plan to strengthen the sector

On 3 December 2020, the European Commission approved the Communication: [“Europe’s Media in the Digital Decade: An Action Plan to Support Recovery and Transformation”](#).

The Action Plan consists of three areas of activity and 10 concrete actions to overcome the crisis caused by Covid-19:

RECOVER

1. Easier access for media companies to EU Support, in the context of the 2021-2027 Multiannual.
2. To boost investment in the audiovisual industry via the new platform **MEDIA INVEST**.
3. To launch the **initiative “NEWS”** to bundle actions and support for the news media sector, with the creation of the European News Media Forum and the participation of InvestEU.

TRANSFORM

4. To unleash innovation through a **European media data space** for sharing data and innovative solutions.
5. To foster a **European Virtual and Augmented Reality industrial coalition**, and launching a VR Media Lab.
6. To draw actions towards a **climate-neutral audiovisual sector** in 2050.

ENABLE AND EMPOWER

7. To **improve access and availability of audiovisual content** across the EU, to reach a broader audience online, and to access to a greater diversity of content.
8. To **foster European media talents and start-ups**.
9. To **empower citizens** by effective implementation of the **media literacy** obligations.
10. To **strengthen the cooperation framework among media regulators**, within the European Regulators Group for Audiovisual Media Services (ERGA).

New Mandate for the Catalan Public Service Media



18/12/2020. Approval by the Catalan Parliament of the **Second Mandate for the public audiovisual system** for the period 2020-2026 ([Resolution 1125/XII](#)).

This document establishes the **basic lines of action** of the Catalan public audiovisual system.



The public audiovisual system **is essential for citizens to be well-informed and critical**, and it is a fundamental instrument in the fight against disinformation and the proliferation of fake news on social media.



Main obligations of the public service

- ✓ To offer information that is “comprehensive, truthful, contrasted, impartial, rigorous, territorially balanced and accurate”, as well as plural and exemplary with equal opportunities, while guaranteeing the independence of journalists.
- ✓ To promote their presence in all distribution platforms and to explore new audiovisual formats.
- ✓ To guarantee the protection of children and to promote the accessibility of content.
- ✓ To establish Catalan as the language of audiovisual media and to promote Aranese Occitan.
- ✓ To foster public-private collaboration and collaboration with other audiovisual platforms.



Funding

- ✓ Mixed funding and proposes to explore other means of funding.
- ✓ Implementation of the Mandate through the programme contract between public audiovisual service providers and the Administration.

Decalogue for an audiovisual in Catalan

The Plataforma per la Llengua, the Acadèmia del Cinema Català and the Clúster Audiovisual de Catalunya present a [Decalogue](#) of proposals to strengthen the audiovisual sector in Catalan.

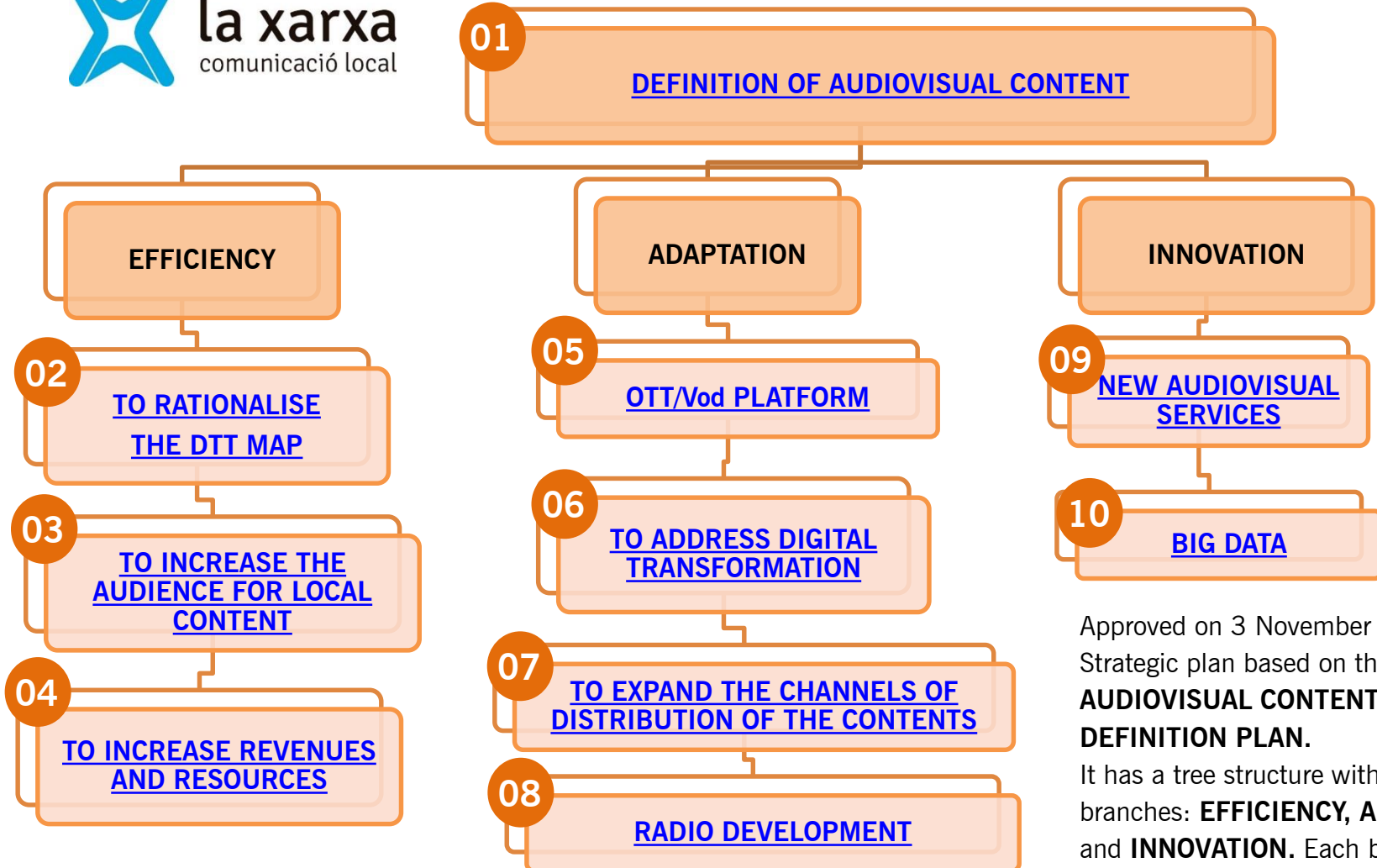
PROPOSALS

- 01 **To increase public funding** for the audiovisual sector to €60 per person per year.
- 02 To bring **new digital platforms to Catalonia** and create a large Catalan audiovisual hub with studios and a technology park..
- 03 To recover the **Department of Culture and the Media**.
- 04 **To guarantee the dubbing and subtitling in Catalan** of series and films **on all platforms**.
- 05 To launch a **youth channel** and **get the CCMA to invest its resources in content for children, adolescents and young people**, as well as in the development of the online offer.
- 06 **To revise the Law and the CCMA's style guide in order to reinforce the normalisation of the Catalan language**.
- 07 To create an audiovisual and media coordination body, with representation from the Catalan, Valencian and Balearic territories.
- 08 **To decide on the transposition of the European Audiovisual Directive**, so that it grants the Generalitat the necessary competences.
- 09 To **comply with Law 20/2010** on Catalan cinema.
- 10 Update **audiovisual and cinema legislation with a new law**.

XAL: Strategic Plan 2021-2025. Plan of plans



XAL STRATEGIC PLAN 2021-2025



Approved on 3 November 2020.
Strategic plan based on the **AUDIOVISUAL CONTENT DEFINITION PLAN**.
It has a tree structure with three branches: **EFFICIENCY**, **ADAPTATION** and **INNOVATION**. Each branch has autonomous plans, up to a total of 10.



Newsflashes

Newsflashes (1)



New public tender for 6 commercial radio stations

The Catalan Audiovisual Council has announced a public tender to award six privately owned FM radio licenses: Manresa-Montserrat (88.1 MHz); Terrassa-Martines (89.4 MHz); Roses (94.4 MHz); Sort-Escobedo (94.5 MHz); Vall Boí (93.9 MHz); and Vielha eth Aro (103 MHz). Licenses will be issued for a period of 15 years. The deadline for submitting by electronic means the [administrative documentation](#) ended on January 25, 2021.



Strategic update of the Catalan audiovisual sector

In November 2020, the Department of Enterprise and Knowledge of the Catalan Government presented the report [The audiovisual sector in Catalonia. Strategic update](#). The study provides an updated x-ray of the Catalan audiovisual industry and identifies the main business trends and strategic challenges in the market.



Labour-related effects for journalists by the Covid-19

Up to 30% of journalists have suffered the effects of the pandemic in Catalonia. A 24% temporary employment adjustment plan was applied to them, while 5.9% were fired. These are the data from a [survey](#) carried out by the Catalan Association of Journalists among its chartered members, to find out how Covid-19 has affected the profession.



Audiovisual protection measures against Covid-19 in Europe

The report of the European Audiovisual Observatory [The European audiovisual industry at the time of COVID-19](#) analyzes the measures to support the audiovisual industry that, as a result of the Covid-19 crisis, have been implemented by international bodies or each of the 41 member states of the Council of Europe. Extraordinary measures include public support for production, distribution and exhibition, as well as the relaxation of obligations imposed by regulation.



The regulation of video sharing platforms in the UK

Ofcom released the document [Regulating platforms of video sharing in October. A guide to the new requirements on VSPs and Ofcom's approach to regulation](#). It is a guide to video sharing platforms (VSPs) which has an evolving character, waiting for the [Online Harm Regime](#) to be approved this year. Of the VSPs, Ofcom has three public consultations planned: scope of regulations, advertising, and definition and regulation of harmful content. On November 19, the regulator launched the first consultation: [Video sharing platforms: who should notify Ofcom?](#)

Newsflashes (and 2)



The XVIII CAC Awards in the School have been announced

In October 2020, the Catalan Audiovisual Council, in collaboration with the Catalan Department of Education, convened a new edition of the [CAC Awards in the School](#). This initiative aims to promote media literacy in the school environment, as well as to promote its incorporation into the school curriculum. The deadline for submitting applications is March 15. All public and private schools in Catalonia can take part in three different categories: schools, teachers and research work for high school students.



More digital skills in times of pandemic

The [eduCAC](#) program of the Catalan Audiovisual Council has presented new [teaching materials](#) to work on students' digital skills at a time of adaptation to online teaching. The program's resources are designed to address the areas of information, entertainment, advertising, and good practice on social media. They have been programmed based on the Digital and Personal and Social transversal competences of the secondary school curriculum. The ultimate goal is to become aware of digital responsibility and adopt a critical attitude towards the content they consume through the various screens.



EduMediaTest project

The CAC and Pompeu Fabra University are leading the international [EduMediaTest](#) initiative with the aim of developing a tool to evaluate and improve the media education of European students aged 14 to 18.

The project was launched in September 2020 and a pilot test is planned for the first quarter of 2021. The project is partially funded by the European Commission and is included in the Media Literacy for All media education program. It involves the audiovisual regulatory bodies of Croatia, Slovakia, France and Portugal, and two public institutions with competences in media education in Ireland and Greece.



3rd mapping of Better Internet for Kids

The [Better Internet for Kids \(BIK\) mapping](#) is based on the [European Strategy for a Better Internet for Children](#), approved by the European Commission in 2012. In November 2020, the [third edition](#) was published, which analyzes the definition and implementation of strategy policies in member states. It is based on four pillars: promoting high-quality online content for minors, raising awareness of digital safety, creating safe environments for children, and combating child sexual abuse.

BIAC. No. 17 – Third four months of 2020

Main sources:

- CAC: the Council's own data.
- Barlovento Comunicación: [monthly audience reports](#).
- EGM: 3rd sweep 2020. Catalonia data.
- Centre d'Estudis d'Opinió: [Òmnibus de la Generalitat de Catalunya 2020](#). October 2020.
- Iconography: [Noun Project](#), [Freepik](#), [Idescat](#)

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC) [Newsletter on the Media Sector in Catalonia]. No. 17. Third four months of 2020. Barcelona: CAC, January 2021. <www.cac.cat>