



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media Sector in Catalonia)

**Note. Influencers
and content creation**

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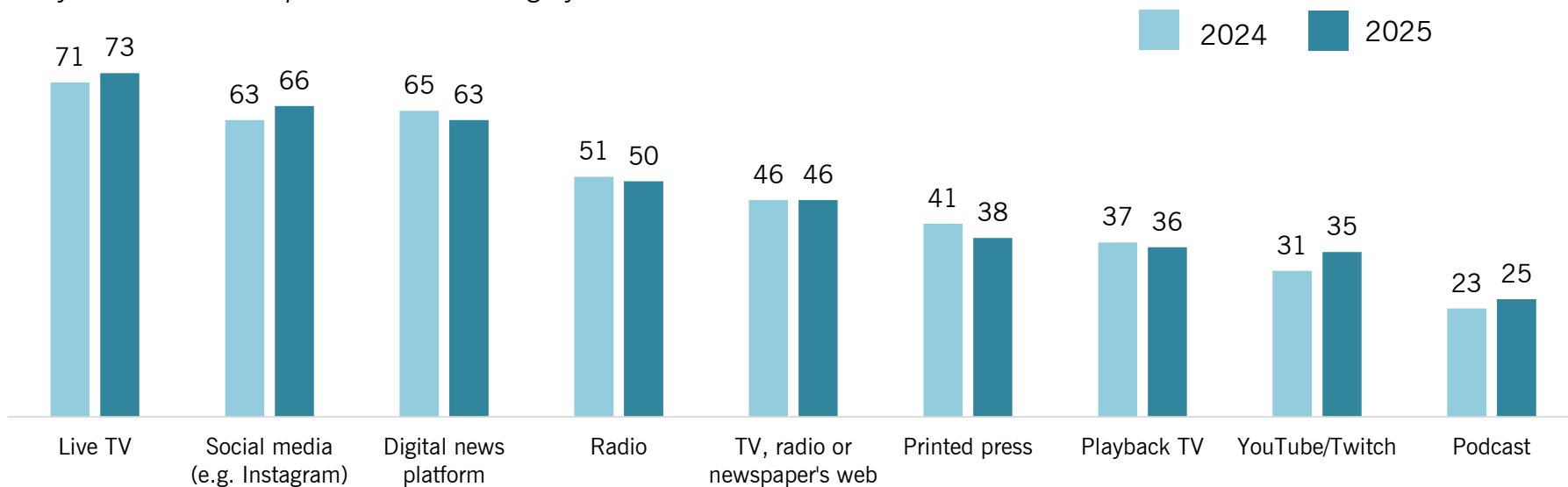
How do we access news? (1)

Live television is the **main medium** chosen by Catalan citizens **to obtain news on current events**, followed by **social media** and **digital news platforms** (with 73%, 66% and 63% respectively).

By age groups, the 16 to 50 year olds mostly obtain their news through **social media** and **digital news platforms**, while the over-50 age groups opt for **live television**. It is worth noting the upward trend of **social media** as a source of current affairs news among most age groups.

On any given day, what media do you use to access news? (in %)

Tally of affirmative responses in each category.



Source: Centre d'Estudis d'Opinió. *Òmnibus de la Generalitat de Catalunya*. Issues [2024-2](#) and [2025-1](#).



How do we access news? (2)

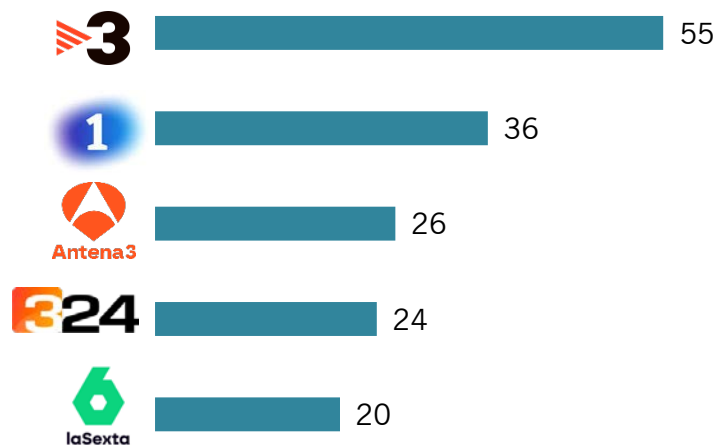
TV3 (CCMA-3Cat) **is the most watched television channel** by the citizens of Catalonia to get their news. It is followed, at a distance, by the Spanish generalist channels La 1 (RTVE) and Antena 3 TV (Atresmedia).

Public radio broadcaster **Catalunya Ràdio** is the most listened-to station, closely followed by private broadcaster **RAC1** (Godó). Third place in the ranking is shared by Catalunya Informació (CCMA), Ràdio 4 (RTVE) and the local radio stations.

Ranking of the most watched TV channels and most listened to radio stations in Catalonia for news and current affairs (in %)



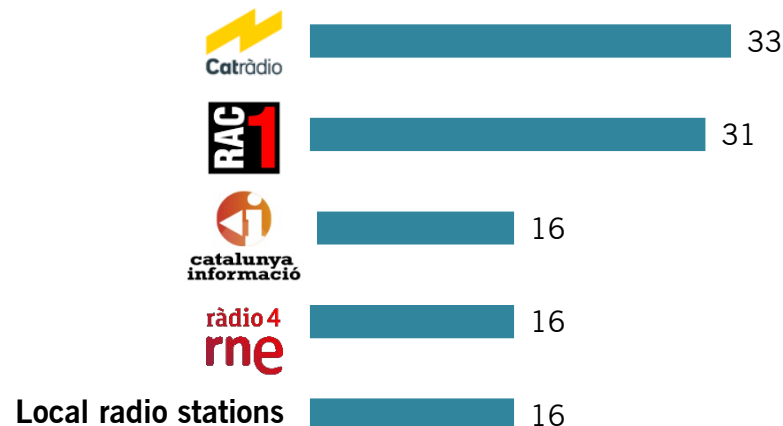
TELEVISION



Which television channel(s) do you most frequently watch to get news? Base: respondents who get their news from TV.



RADIO



Which radio station(s) do you listen to most often to get news? Base: respondents who get their news from radio.

Source: Centre d'Estudis d'Opinió. [Òmnibus de la Generalitat de Catalunya. 2025-1](#). June 2025.

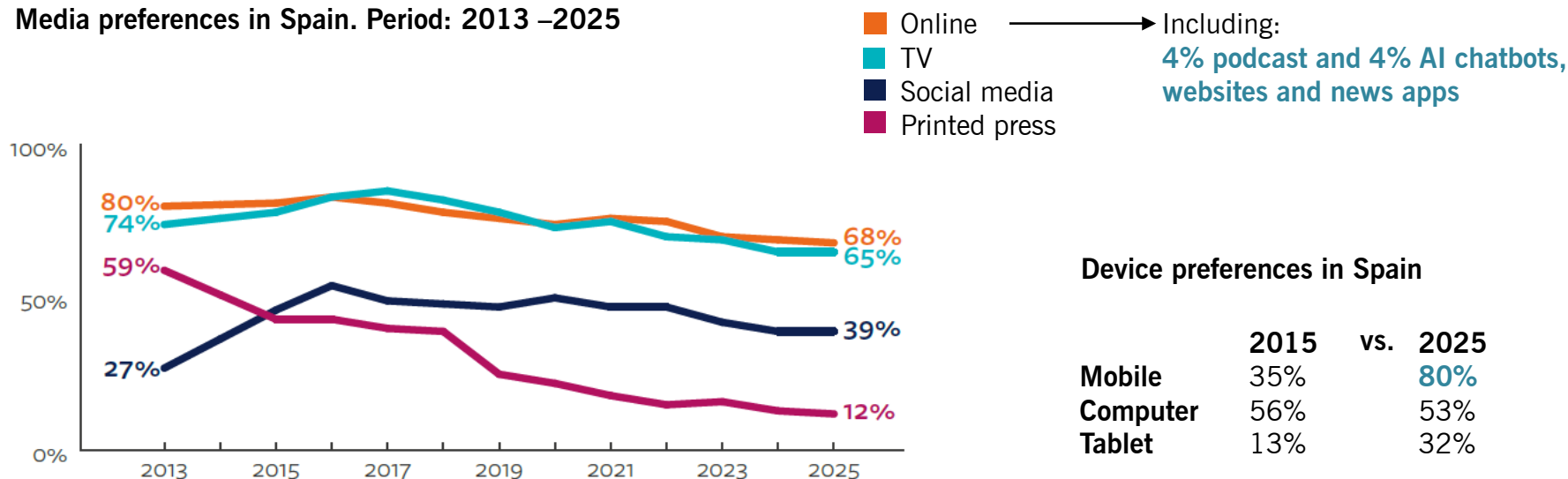


How do we access news? (and 3)

Spanish residents' **decreasing interest** in the **news** is negatively affecting all media across the board. In terms of preferences, in 2025 **online media** ranked first, followed by **TV**. There is a notable interest in **AI-driven conversation bots and podcasts** as sources of information, and a preference for **mobile phones** as the device used to get the news.

Globally, there is still a decrease in the **traditional media** as news sources (TV, newspapers and news websites) in favour of the **social media, video platforms and online aggregators**.

Media preferences in Spain. Period: 2013 –2025



Device preferences in Spain

	2015	vs. 2025
Mobile	35%	80%
Computer	56%	53%
Tablet	13%	32%

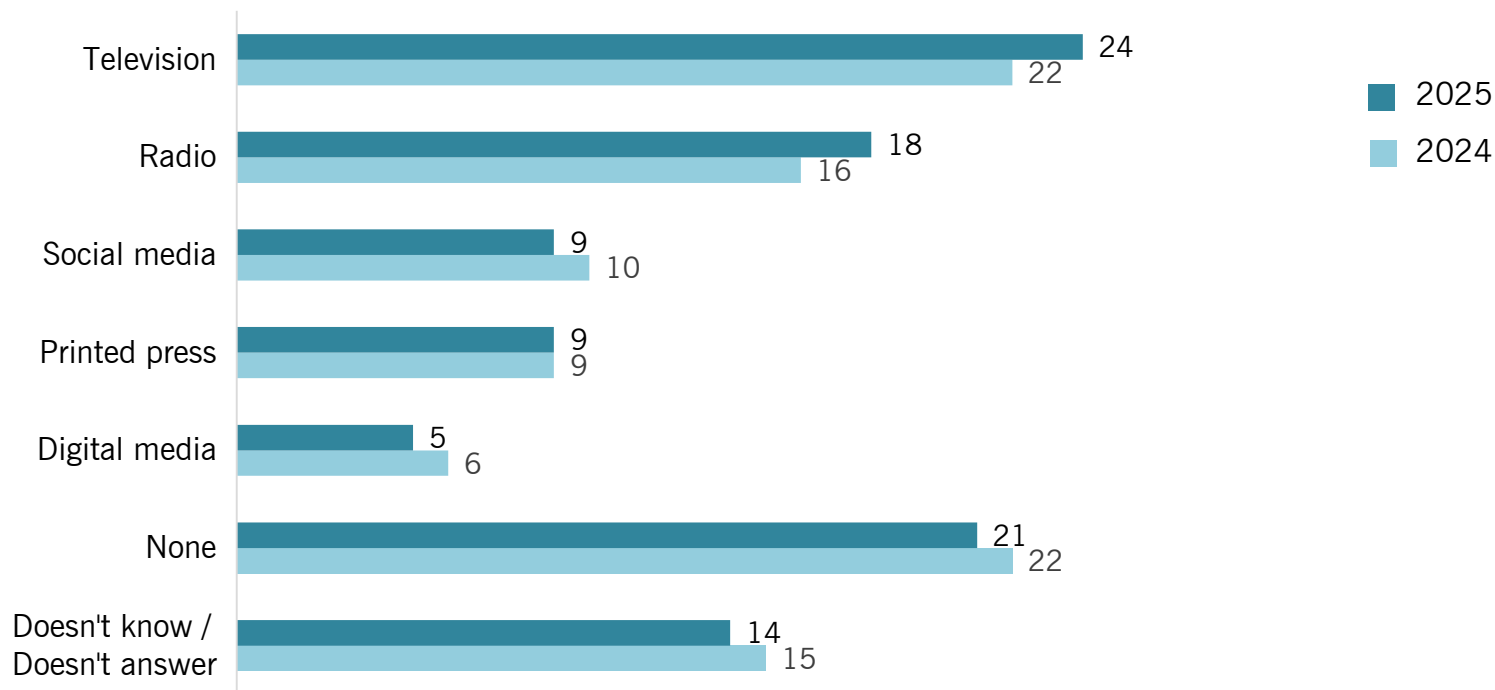
Source: University of Oxford's Reuters Institute. [Digital News Report 2025](#).



Perception of media credibility (1)

In Catalonia, **TV** is the medium that provides the **most credible news**, followed by radio, the social media and newspapers. Furthermore, 21% of respondents say that no medium provides credible information and 14% do not know.

Which media do you generally consider to provide the most credible information? (in %)



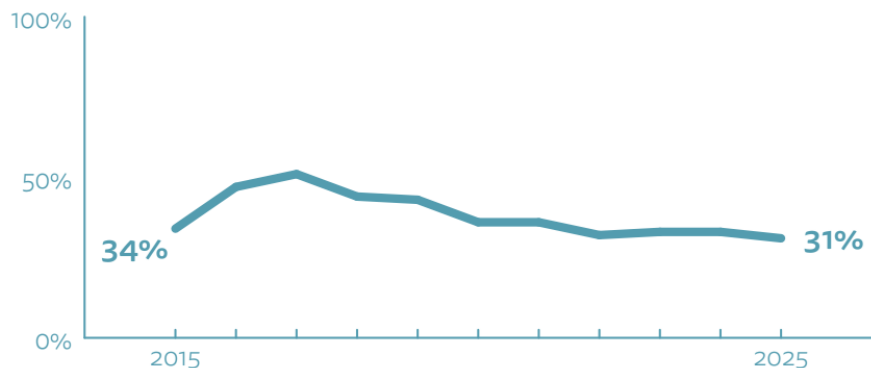
Source: Centre d'Estudis d'Opinió. Òmnibus de la Generalitat de Catalunya. Issues [2024-2](#) and [2025-1](#).



Perception of media credibility (and 2)

In **Spain**, the figures show a **decline in people's trust** of the **media**. In 2025, the trust level stands at 31%, the lowest in the past decade.

Overall trust score. Spain. Period: 2015-2025



31%

People who believe in
“most of the news most of
the time”

In the **world**, 47% of citizens consider **influencers** and **online personalities** (like politicians) as the information sources most likely to provide misleading and/or false information. This perception rises to 57% for **politicians** in Spain.

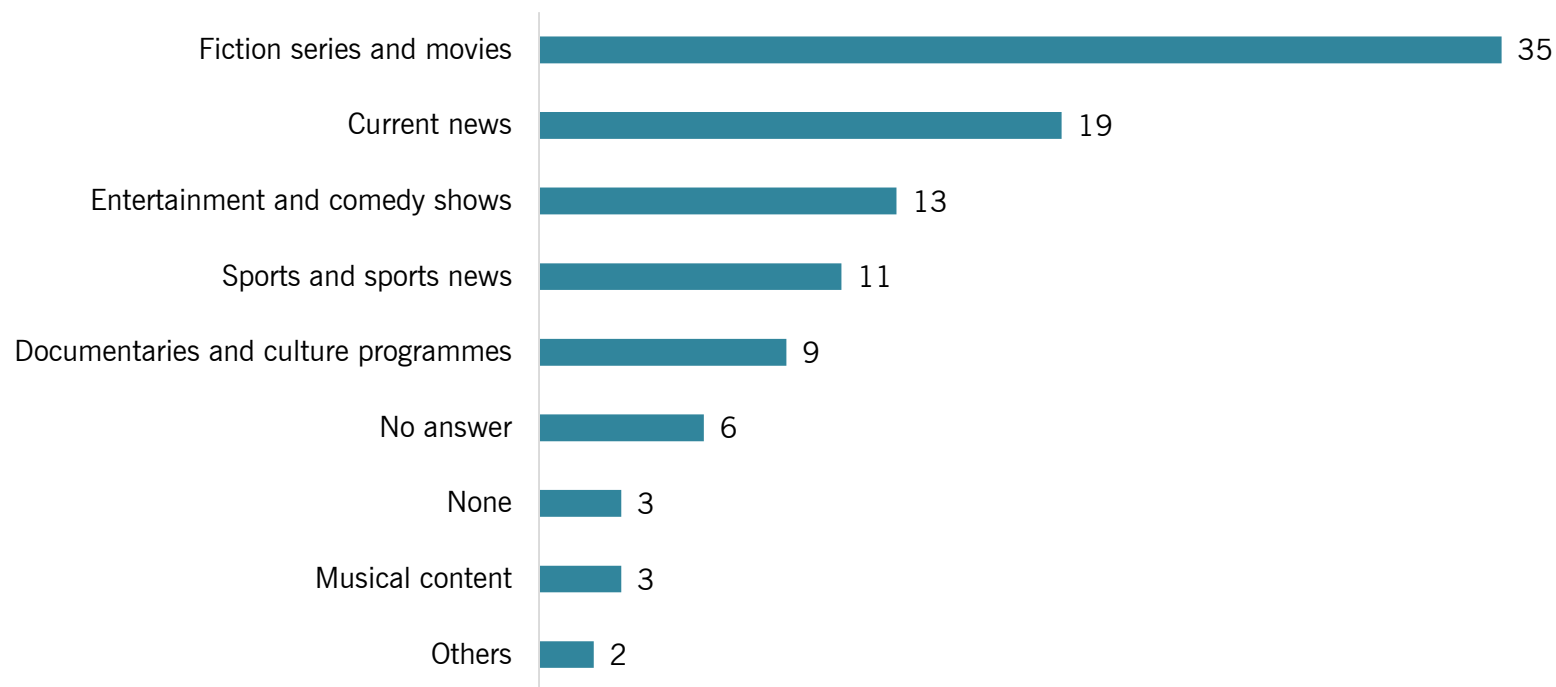
Source: University of Oxford's Reuters Institute. [Digital News Report 2025](#).



Consumption of audiovisual content by type

Series and **movies** are the **most viewed audiovisual content** on television or on the internet by all Catalan citizens (35%). In second place is current news (19%) –this percentage is higher among older people. In the younger age groups, entertainment stands out and, especially among men, sports.

What type of audiovisual content do you watch most often, either on television or on the internet? (in %)



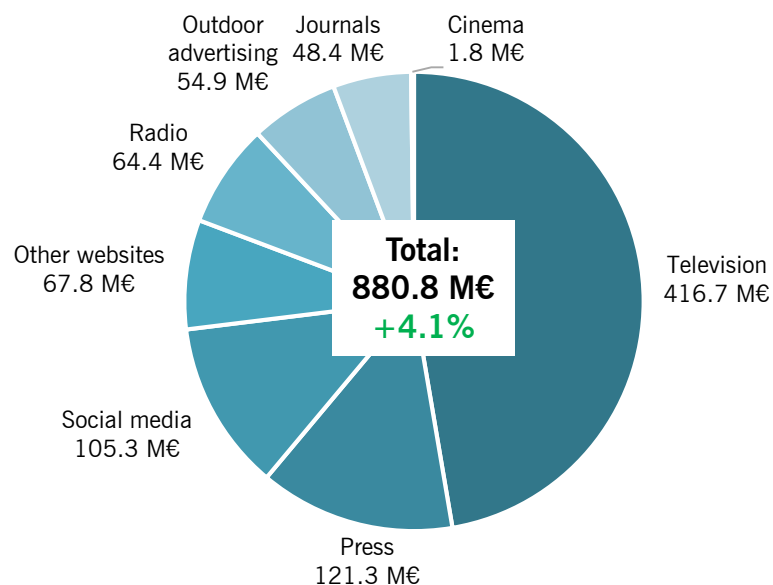
Source: Centre d'Estudis d'Opinió. [Òmnibus de la Generalitat de Catalunya. 2025-1](#). June 2025.



Advertising investment in Catalonia

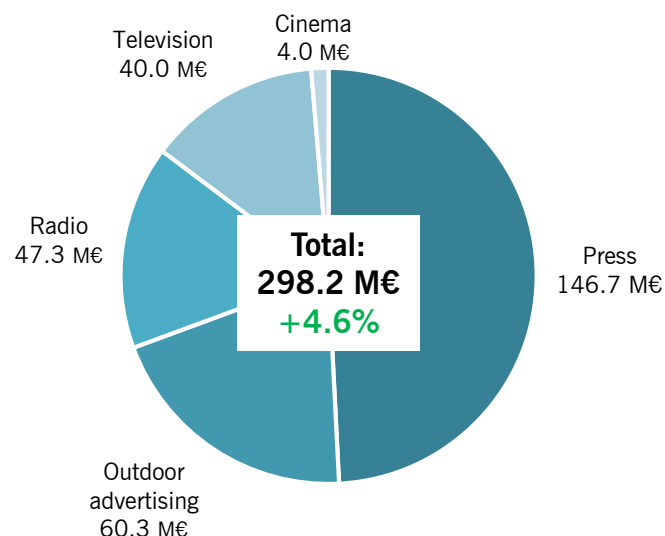
Advertising in Catalonia is keeping up the upswing from the past few years. Advertisers headquartered in Catalonia invested €881M in 2024, 4% more than the previous year. Advertisers spent almost half their advertising spending on TV.

Advertising investment generated in Catalonia. 2024



The Catalan media received €298.2M in 2024. Once again, the written press was the Catalan medium with the highest advertising income. Regarding the audiovisual media, Catalan radio showed stronger results than TV.

Advertising investment in Catalan media. 2024



Source: InfoAdex (2025). [Presentació Estudi InfoAdex Catalunya](#).



TV channels in Catalonia

TV channel Private TV Public TV

77 traditional open-access linear television channels

7 out of every 10 TV channels are private.



Breakdown of TV channels per household

Catalan households receive an average of **31 open-access TV channels**.



Daily TV consumption
2 hours and 18 minutes

4 TV channels broadcasting **exclusively in Catalonia**



4 public



26 TV channels broadcasting **across Spain**



5 public



21 private



47 TV channels operating within **municipalities or regions in Catalonia**



11 public



36 private



Note: The BIAC uses the term *channel* (usual term) to refer to the DTT *programmes* (technical and administrative term) broadcast by each multiplexer (MUX) and shows the TV channels with a license that are currently broadcasting, regardless of their administrative situation.

Source: CAC (national and local DTT channels) and Ministry for the Digital Transformation and Civil Service (state DTT channels). September 2025. Barlovento Comunicación (TV consumption in Catalonia in August 2025)

TV services received in Catalonia by territorial coverage (1)

Television services (DTT) received in Catalonia by ownership, media group, digital platform and language (1/2)

4 DTT broadcasting exclusively in Catalonia	4 public	Corporació Catalana de Mitjans Audiovisual – 3Cat	Catalan	
		    		
26 DTT broadcasting across Spain	5 public	Corporación de Radio y Televisión Española	Spanish (disconnections in Catalan)	
		     		
	21 private	Atresmedia Television	Spanish	
		      		
		Mediaset España		
		       		
		Squirrel Media		Real Madrid Televisión
		    *		
		Unidad Editorial		Secuoya
		  		
		Ábside Media		Kiss Media
		 *		

Note: Channels that do not offer free-to-air programming via the Internet are marked with an asterisk.

Source: Catalan Audiovisual Council and corporate websites. September 2025.



TV services received in Catalonia by territorial coverage (2)

Television services (DTT) received in Catalonia by ownership, media group, digital platform and language (2/2)

47 DTT Local television channels in Catalonia	11 public	 			
	36 private	Grup 4	Segre	Taelus	
		 *	  *	 * 	
		ETV Terramar	Cadena Pirenaica	Ebre Media	
		 *	 	 	
		Corisa Media Grup	Prosa	Doble Columna	
		 			
		CMGMedia	 		
		   			

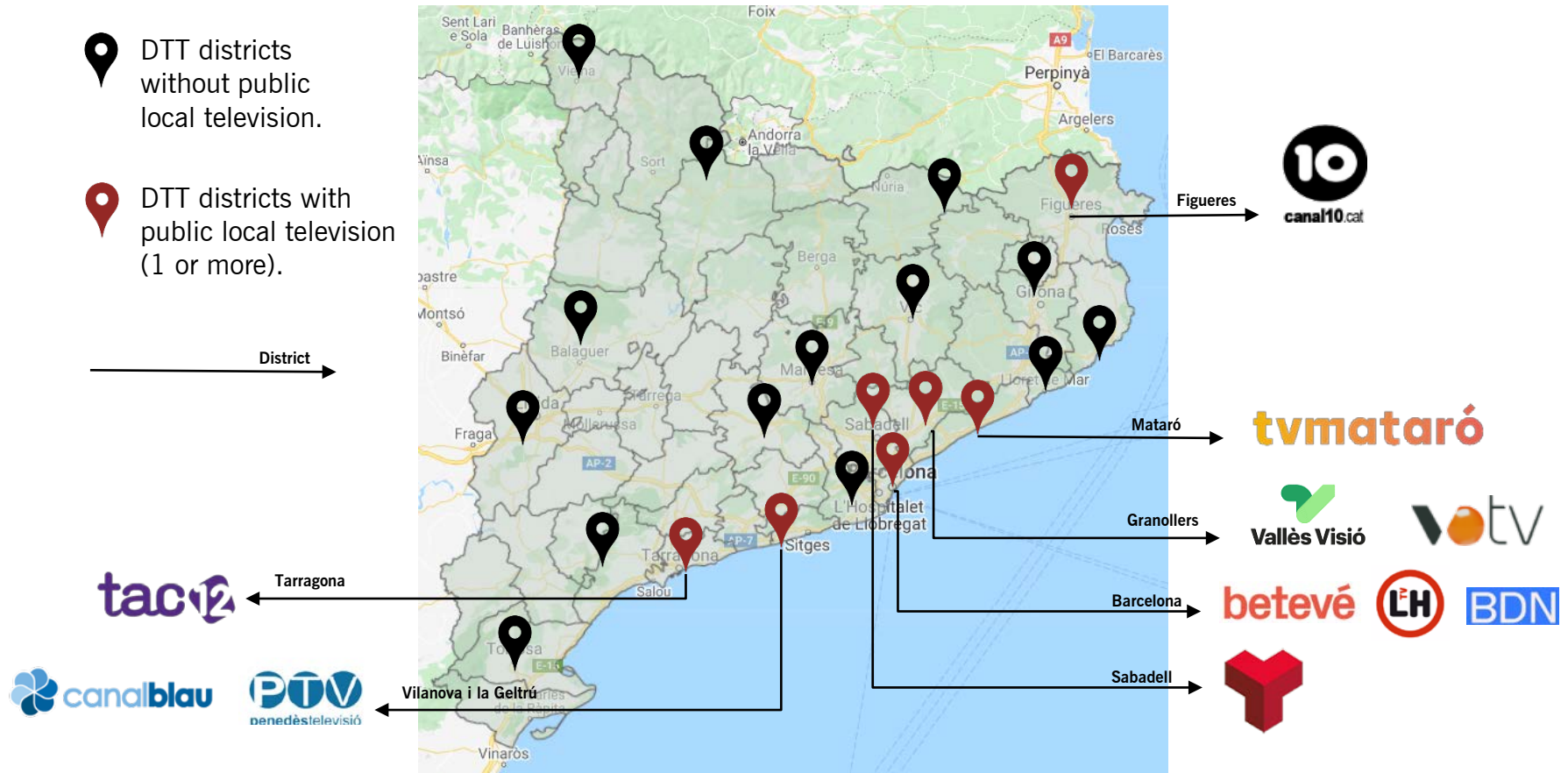
Note: Channels with a presence in more than one DTT demarcation are marked with an asterisk.

Source: Catalan Audiovisual Council. September 2025.



Public local TV in Catalonia

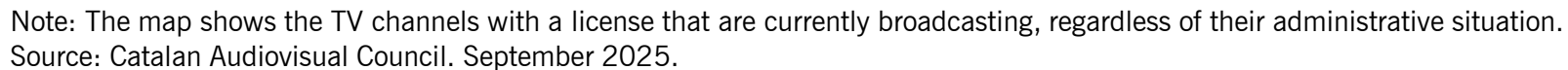
11 public local TV channels distributed in 7 DTT districts



Note: The map shows the TV channels with a license that are currently broadcasting, regardless of their administrative situation.
Source: Catalan Audiovisual Council. September 2025.



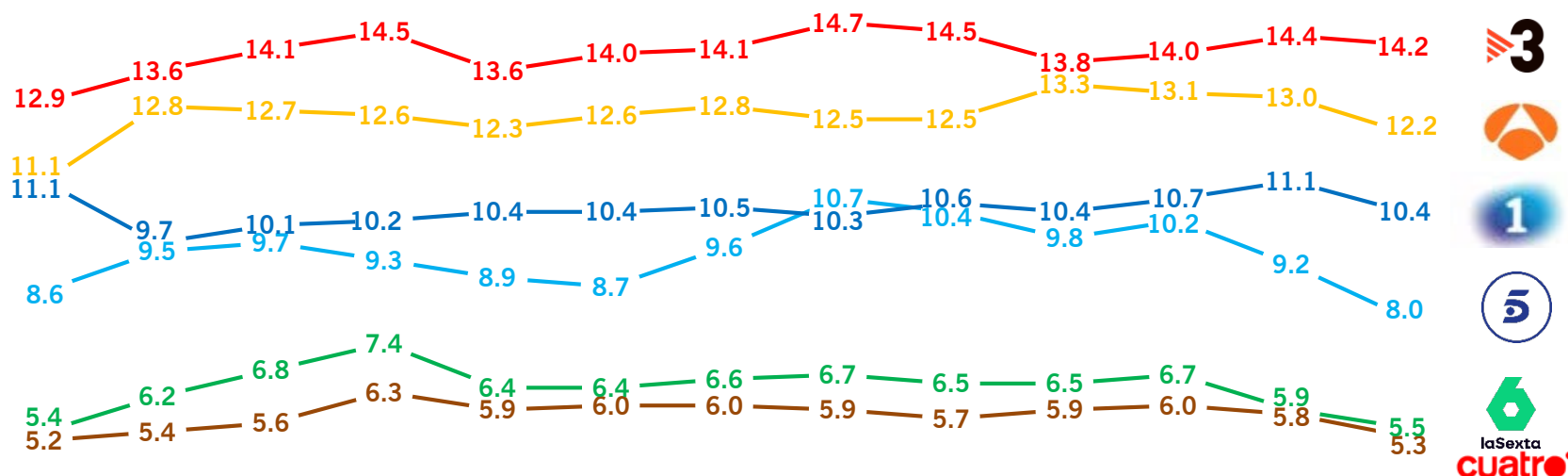
 DTT districts with
1 commercial local TV
channel or more.





DTT audiences (1)

Monthly trend in the share of the main television channels. Spain. August 2024 - August 2025 (in %)



August 2024 September October November December January February March April May June July August 2025

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



DTT audiences (and 2)

Monthly trend in the television share. Spain. January-August 2025 (in % in descending order according to August data)

Channel	January	February	March	April	May	June	July	August
TV3	14.0	14.1	14.7	14.5	13.8	14.0	14.4	14.2
Antena 3 TV	12.6	12.8	12.5	12.5	13.3	13.1	13.0	12.2
La 1	10.4	10.5	10.3	10.6	10.4	10.7	11.1	10.4
Telecinco	8.7	9.6	10.7	10.4	9.8	10.2	9.2	8.0
laSexta	6.4	6.6	6.7	6.5	6.5	6.7	5.9	5.5
Cuatro	6.0	6.0	5.9	5.7	5.9	6.0	5.8	5.3
La 2	3.0	2.8	2.7	2.7	2.9	3.2	3.3	3.3
Energy	2.4	2.5	2.5	2.5	2.5	2.6	2.6	2.9
FDF	2.4	2.3	2.3	2.3	2.3	2.5	2.8	2.9
TRECE	1.9	1.9	1.7	1.7	1.8	1.8	2.0	2.1
Neox	1.8	1.8	1.7	1.7	1.8	1.7	2.0	2.1
Nova	2.1	2.2	2.0	1.9	1.9	1.9	1.9	2.0
Atreseries	1.8	1.9	1.9	2.0	2.0	1.9	1.9	2.0
BeMad	2.1	1.9	1.9	1.9	1.8	1.8	1.8	1.9
Dmax	1.7	1.7	1.5	1.5	1.6	1.8	1.6	1.9
3/24	1.4	1.5	1.6	1.6	1.5	1.6	1.8	1.8
Divinity	1.7	1.6	1.4	1.3	1.3	1.4	1.4	1.6
Paramount Network	1.5	1.4	1.4	1.5	1.5	1.4	1.4	1.5
MEGA	1.3	1.4	1.2	1.4	1.4	1.4	1.3	1.4
Esport3	1.4	1.2	1.3	1.5	1.5	1.3	1.0	1.3
DKISS	1.2	1.3	1.2	1.1	1.1	1.2	1.2	1.3
TEN	1.3	1.3	1.3	1.2	1.0	0.9	1.0	1.1
24h	1.1	1.0	1.1	1.1	1.1	1.2	1.1	1.1
Boing	0.9	0.9	0.9	1.0	0.9	0.9	1.1	1.1
Squirrel	0.5	0.9	0.9	0.9	0.9	0.9	0.9	1.0
Clan	0.9	0.8	0.8	0.8	0.8	0.9	0.9	0.9
Teledporte	0.4	0.3	0.4	0.6	0.4	0.5	1.0	0.8
Real Madrid HD	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.7
SX3/33	0.6	0.7	0.4	0.5	0.4	0.5	0.6	0.7
Veo 7	-	-	-	-	-	0.2	0.6	0.6
BOM Cine	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.4

The last four months have seen no major changes in the ranking of the most-watched channels: TV3 continues to lead in Catalonia, ahead of Antena 3 TV. La 1 remains in third place, followed by Telecinco.

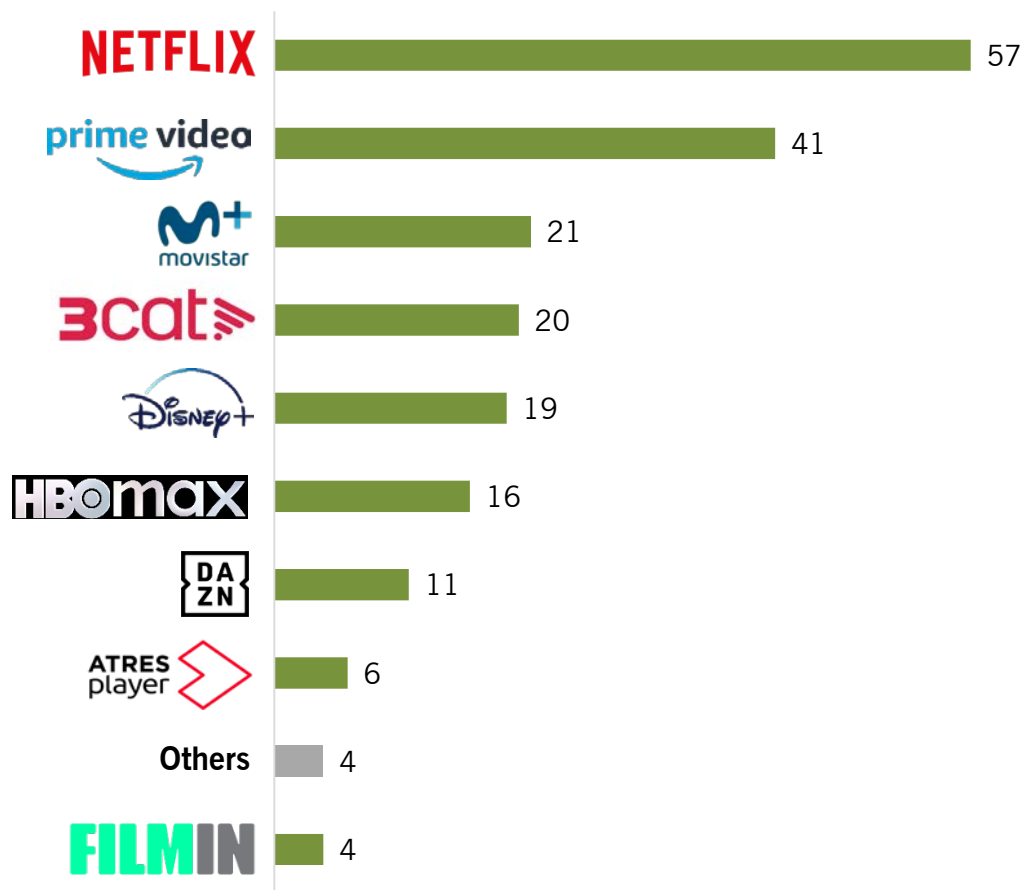
In August, when television audiences traditionally decline, TV3 managed to stay above 14%. In contrast, Telecinco recorded its worst result ever, with 8%.

Source: Barlovento Comunicación. The audiences of regional channels correspond to their coverage area. In June, Gol Play became part of pay-TV platforms and its place in the DTT grid was taken by Veo 7.



Consumption of VoD platforms in Catalonia

Which online content platforms are you a regular consumer of? (in %)



Netflix is the most consumed platform in Catalonia according to the CEO's data, along the same lines as the EGM data.

One in five Catalans is a regular consumer of the 3Cat platform, which is in third position, behind Amazon Prime Video and with figures similar to those of Movistar+ and Disney+.

Source: Centre d'Estudis d'Opinió. [Òmnibus de la Generalitat de Catalunya. 2025-1](#). June 2025.



Subscriptions to VoD audiovisual services

Subscriptions to the leading paid VoD services in Catalonia. April-May 2025

SVoD SERVICES	HOUSEHOLDS		SUBSCRIBERS		Subscribers' variation vs. 1st sweep 2025
	Total	%	Total	%	
NETFLIX	1,765,120	56.0%	4,292,886	61.1%	-0.1%
prime video	1,465,680	46.5%	3,351,402	47.7%	-4.4%
M+ movistar	841,584	26.7%	1,889,994	26.9%	+5.9%
Disney+	712,352	22.6%	1,714,344	24.4%	+4.8%
HBOmax	605,184	19.2%	1,412,226	20.1%	+8.7%
DAZN	302,592	9.6%	646,392	9.2%	-6.1%
Orange TV	160,752	5.1%	372,378	5.3%	-17.2%
Rakuten TV	119,776	3.8%	281,040	4.0%	+11.1%
O	113,472	3.6%	245,910	3.5%	-5.4%
FILMIN	144,992	4.6%	210,780	3.0%	-31.8%
Other providers	996,032	31.6%	2,121,852	30.2%	+8.3%

Netflix remained at the top of the ranking. It is the only platform found in more than half of Catalan homes and the only one with more than 4 million subscribers. After it, **Amazon Prime Video** lost 150,000 subscriptions since the last wave, while **Movistar+**, **Disney+** and **HBO Max** each gained around 100,000.

All the platforms with more than one million subscribers recorded losses except **Rakuten**.

In this increasingly fragmented sector, the appearance of new minority platforms and services is driving the increase in the '**other providers**' section, which now has more than two million subscriptions.

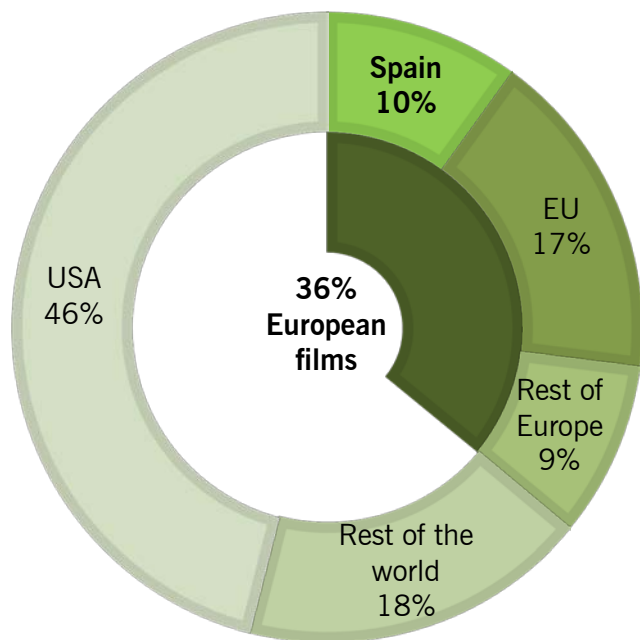
Source: EGM – Catalonia data – 2nd sweep 2025. Base: 3,152,000 households and 7,026,000 people. "Other providers" includes Jazztel TV.



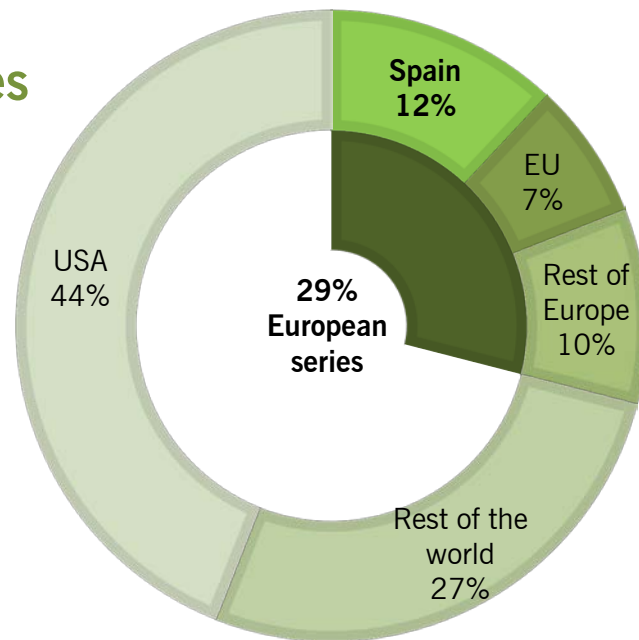
Presence of European productions in VoD services

In Spain, the presence of European productions in the catalogues of VoD services is **slightly over one-third of the total** (35%, including films and series). That percentage drops to one out of four for original productions from EU member states. More than 40% of the films and series in the catalogues are from the United States of America.

**Catalogue of films in VoD services in Spain,
by origin of the work**



**Catalogue of TV series in VoD services in Spain,
by origin of the work**



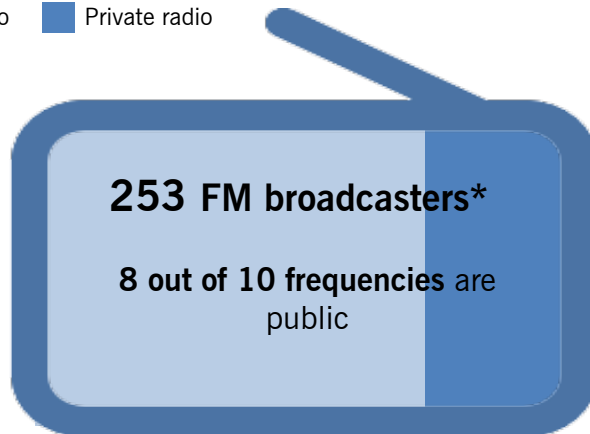
Films / Series

Source: European Audiovisual Observatory. [Film and TV content in VOD catalogues – 2024 data](#). Period: June 2024. Base: works from the catalogues of 44 SVoD services (subscription video on demand), 12 TVoD services (transactional video on demand) and 6 FoD services (free video on demand) in Spain. One season of a series is equivalent to one work.



Radio stations in Catalonia

Public radio Private radio



* *broadcasting on more than 700 frequencies.*



Breakdown of radio stations per household

Average of **30 FM broadcasters**.

They can also be received via DTT or the internet (web/app).



Daily Radio consumption

1 hour 40 minutes (Monday to Friday)

1 hour 33 minutes (Monday to Sunday)

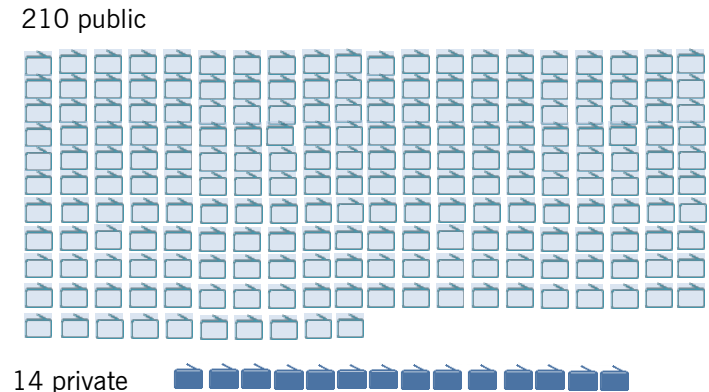
12 radio stations broadcasting **exclusively in Catalonia**



17 radio stations broadcasting **across Spain**



224 radio stations operating within **municipalities or regions in Catalonia**

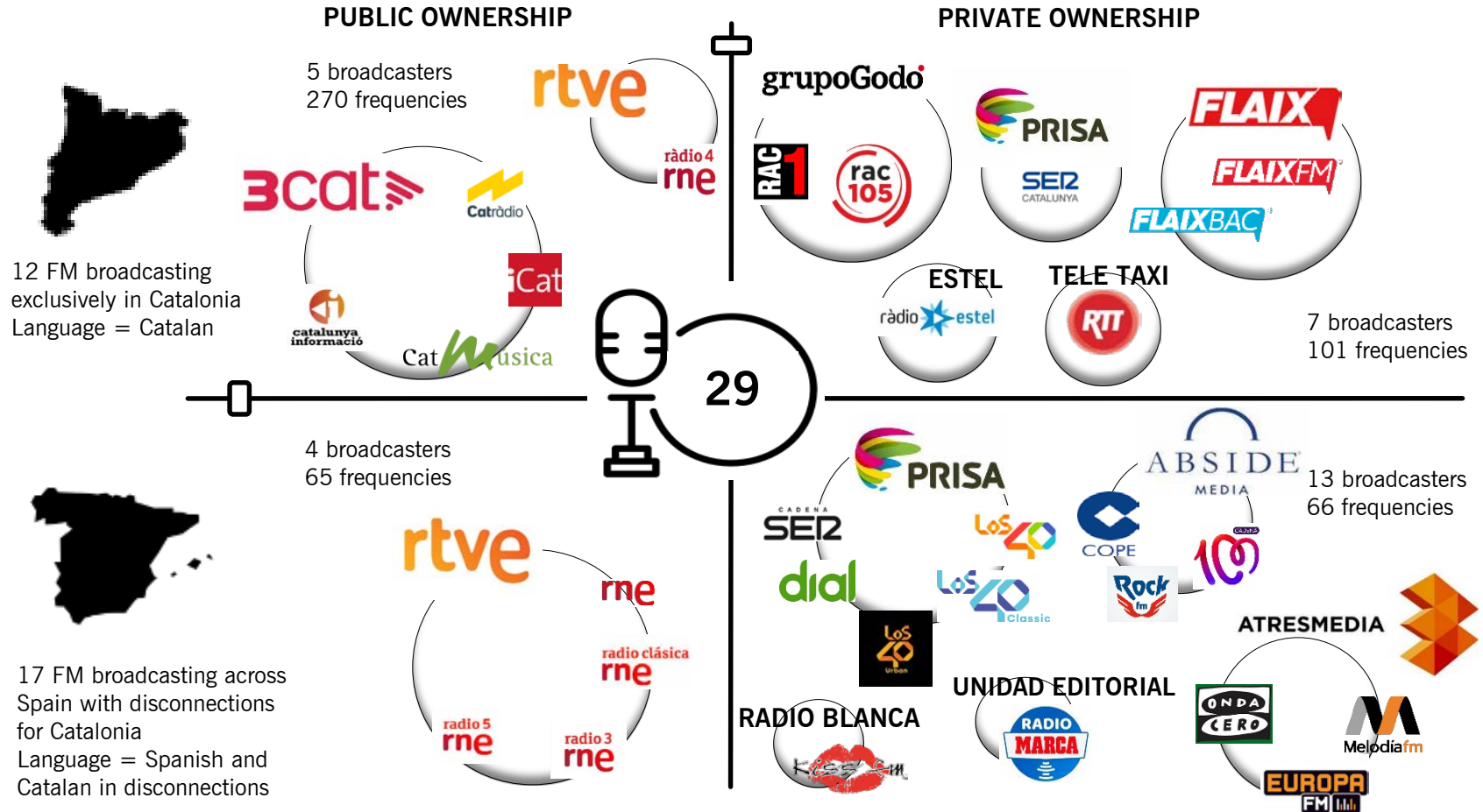


Note: Within the BIAC, *radio station* means the media outlet that offers a radio product over one or more frequencies and *broadcasting network* means the group of radio stations that broadcast content from a centralised source. The BIAC shows the radio stations with a license that are broadcasting, without taking into account their administrative situation.

Font: CAC, CCMA-3Cat, Ministry for the Digital Transformation and Civil Service and EGM (2nd sweep). September 2025.

Radio services received in Catalonia by territorial coverage

Radio services received in Catalonia by ownership, media group and language used

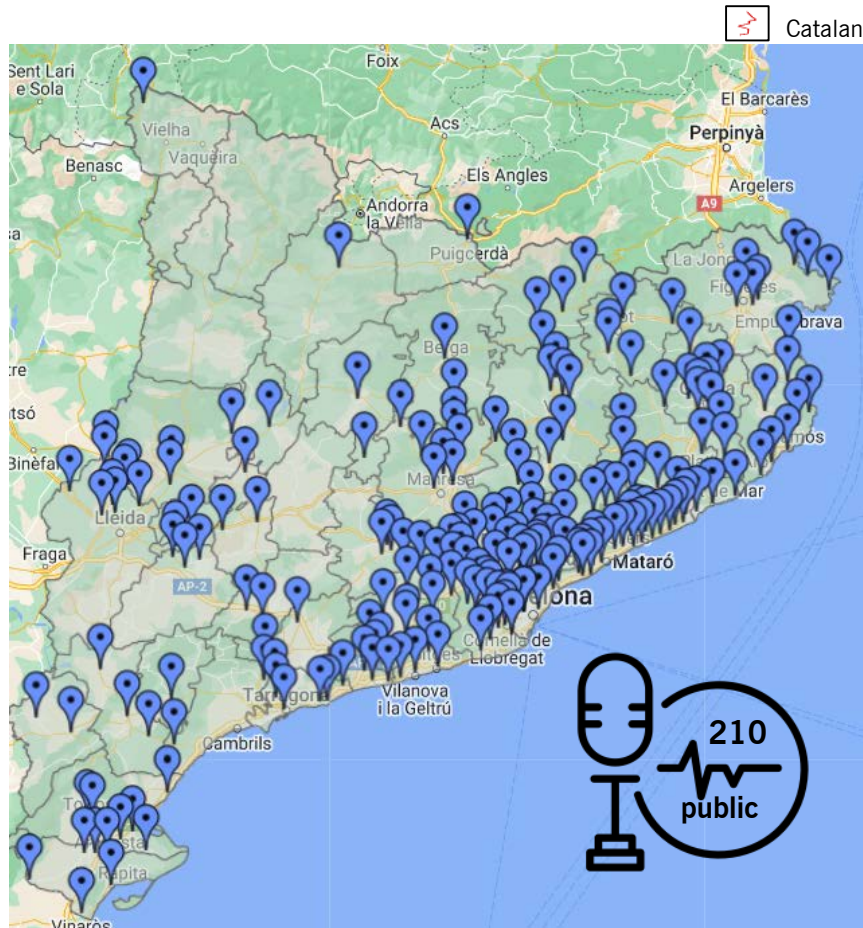


Source: CAC, Ministry for the Digital Transformation and Civil Service and corporate websites. September 2025.



Public local radio stations in Catalonia

210 local public radio broadcasters distributed over 215 FM frequencies



2nd White Paper on Local Radio. Main conclusions

- ✓ Local radio is eminently **public** and provides a **public service**, regardless of its ownership.
- ✓ Its usual programming aims to foster **citizen participation** and its openness to **local organisations and schools**, and it serves as a window for learning about the cultural heritage
- ✓ Local radio stations have **small staffs** and a large number of **volunteers**.
- ✓ The highest concentration of stations remains in the province of **Barcelona**, followed by Girona, Tarragona and Lleida.
- ✓ FM radio's evolution towards becoming **multimedia** radio (streaming broadcasts, their own websites and active engagement in the social media) is confirmed, as well as the exponential increase in the number of podcasts (à la carte radio), and the integration of newsrooms reflect **technological adaptation**.

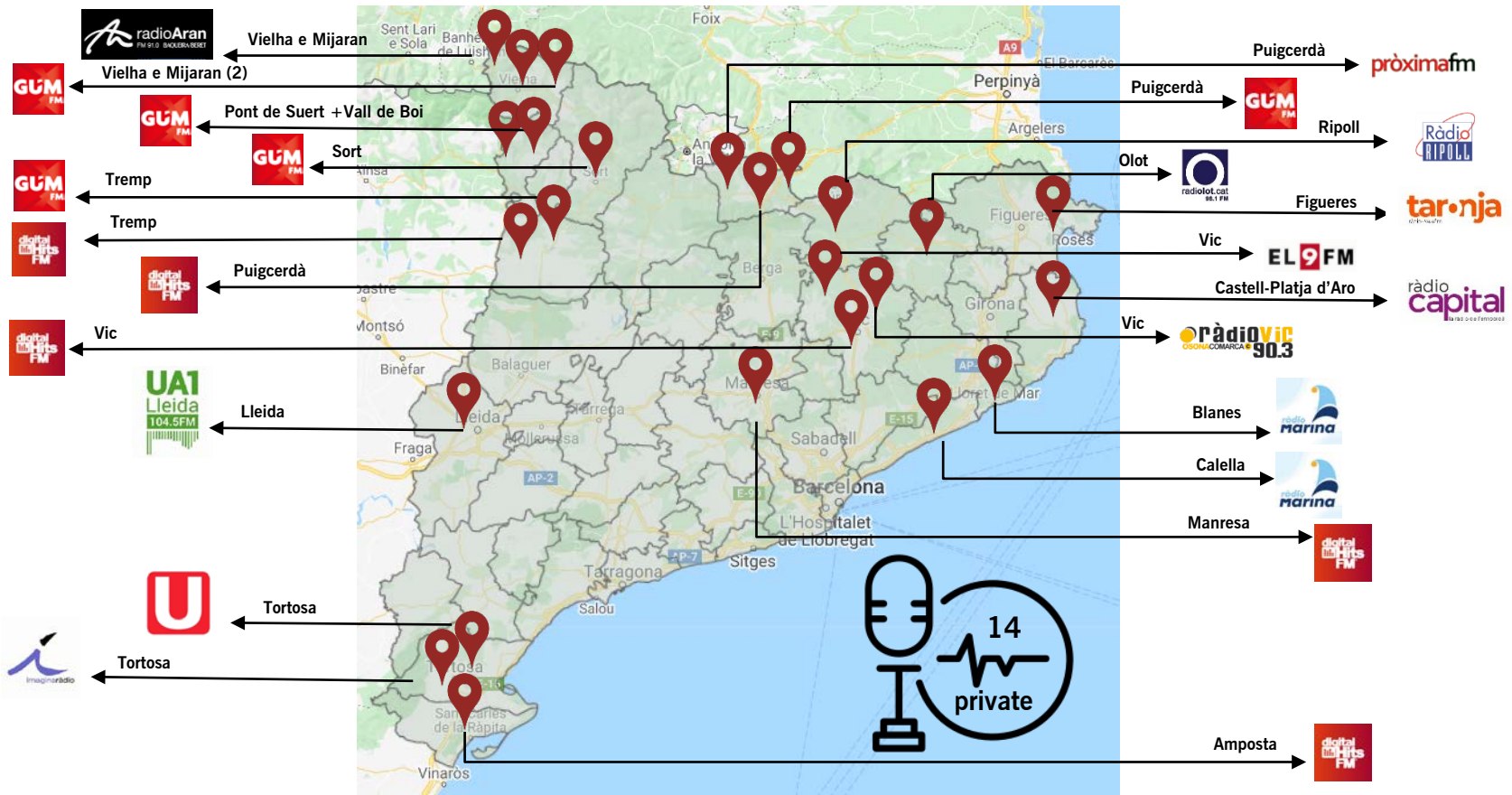
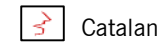
Note: The map shows the radio stations with a license that are currently broadcasting, regardless of their administrative situation.

Source: CAC, FMCLCat, [2n Llibre blanc de la ràdio local a Catalunya](#) and corporate websites. September 2025.



Private local radio stations in Catalonia

14 local private radio broadcasters distributed over 25 FM frequencies



Note: The map shows the radio stations with a license that are currently broadcasting, regardless of their administrative situation.
Source: CAC, FMCLCat, [2n Llibre blanc de la ràdio local a Catalunya](#) and corporate websites. September 2025.

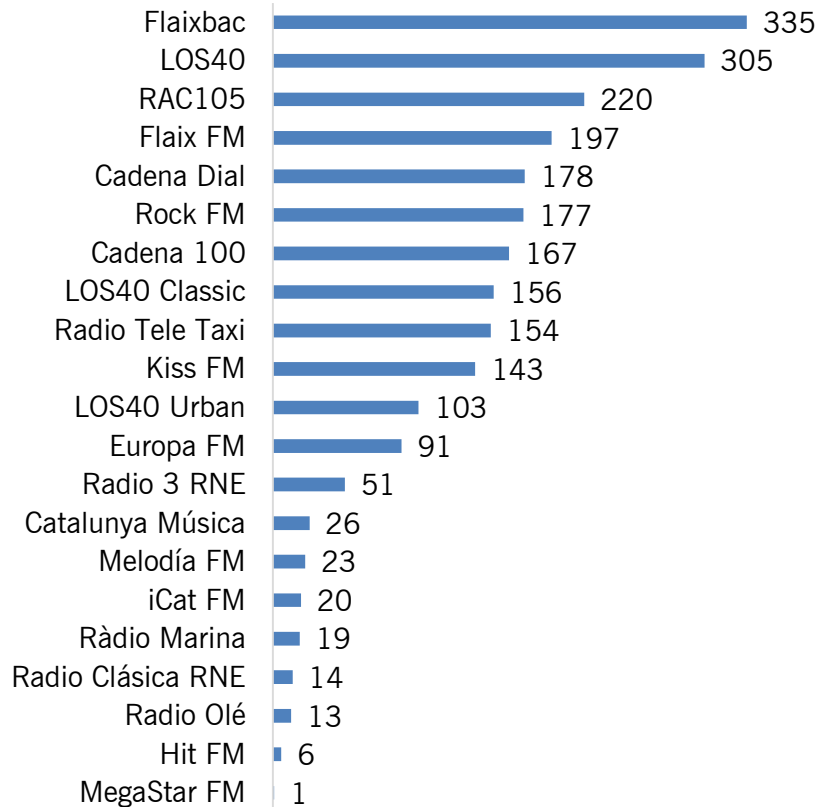


Radio audiences (1)

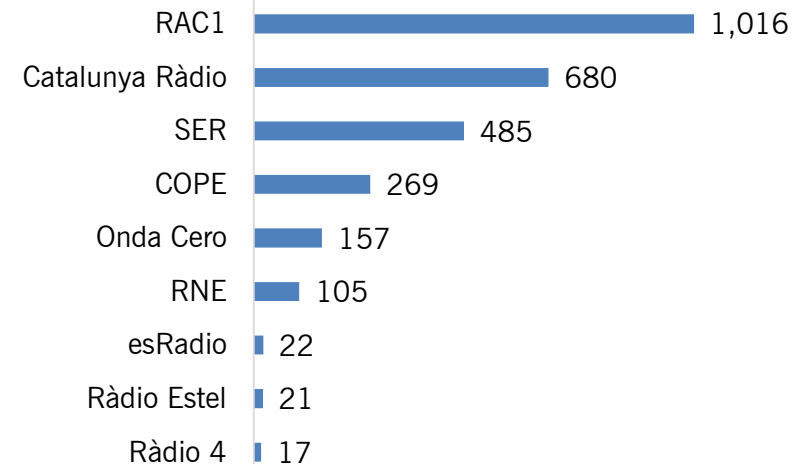
Daily accumulated radio audience in Catalonia, by type of radio (in thousands)

Monday to Friday

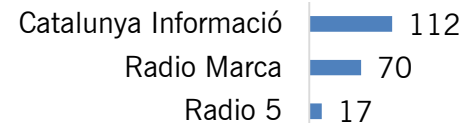
Music radio



Generalist radio



News radio



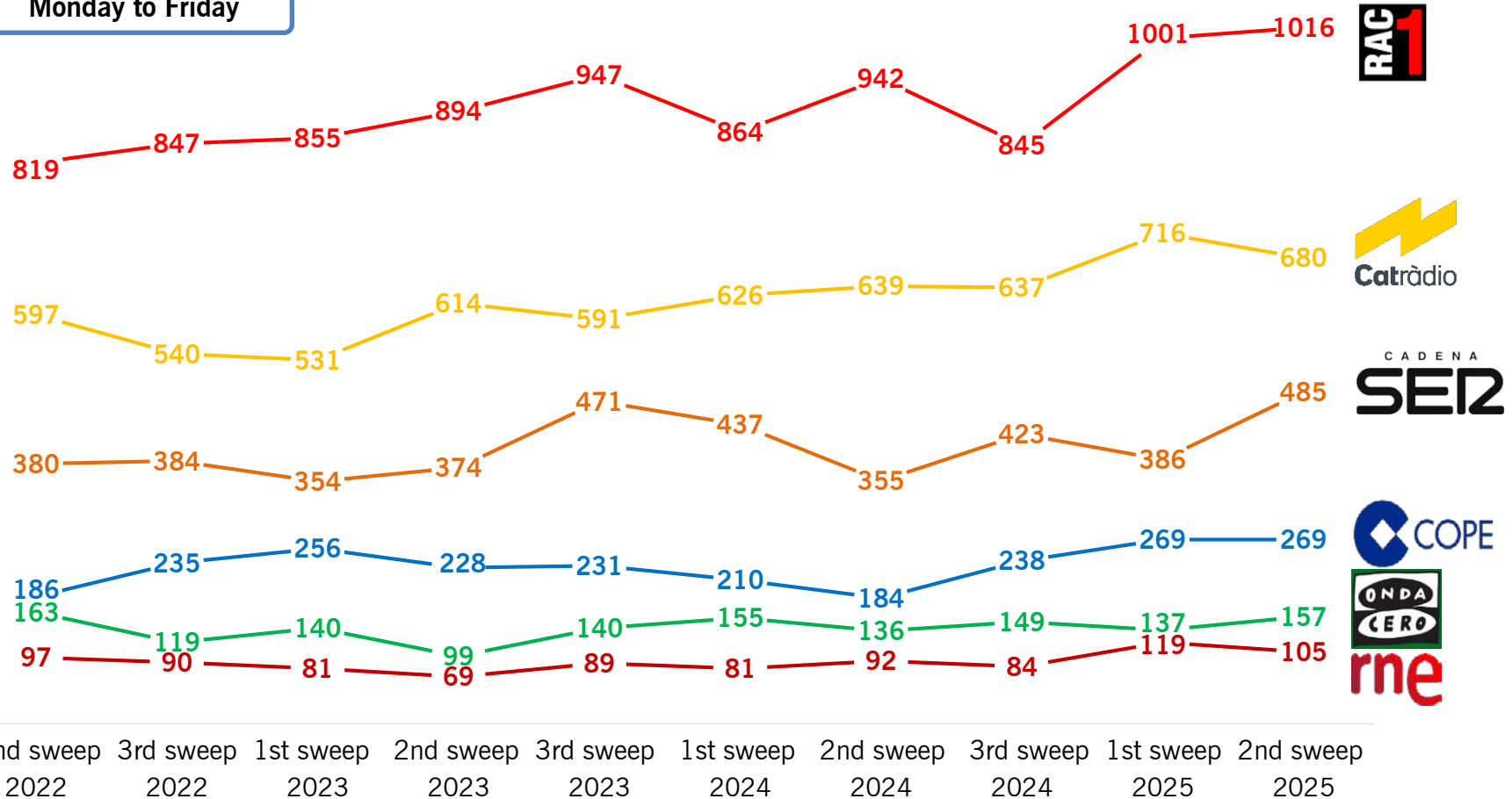
Source: EGM – Catalonia data. 2nd sweep 2025.



Radio audiences (2)

Ranking of generalist radio stations in Catalonia. Period: 2nd sweep 2022 – 2nd sweep 2025 (in thousands)

Monday to Friday



Source: EGM – Catalonia data. 2nd sweep 2025.



Radio audiences (3)

Audience of leading generalist radio stations by time brackets in Catalonia. 2nd sweep 2025 (in thousands)

Monday to Friday

	Total audience	6 am to 12 noon	12 noon to 4 pm	4 pm to 8 pm	8 pm to 6 am
	1,016	712	333	296	249
	680	374	221	179	223
	485	311	124	141	162
	269	197	54	50	125
	157	105	42	24	43
	105	54	38	19	50

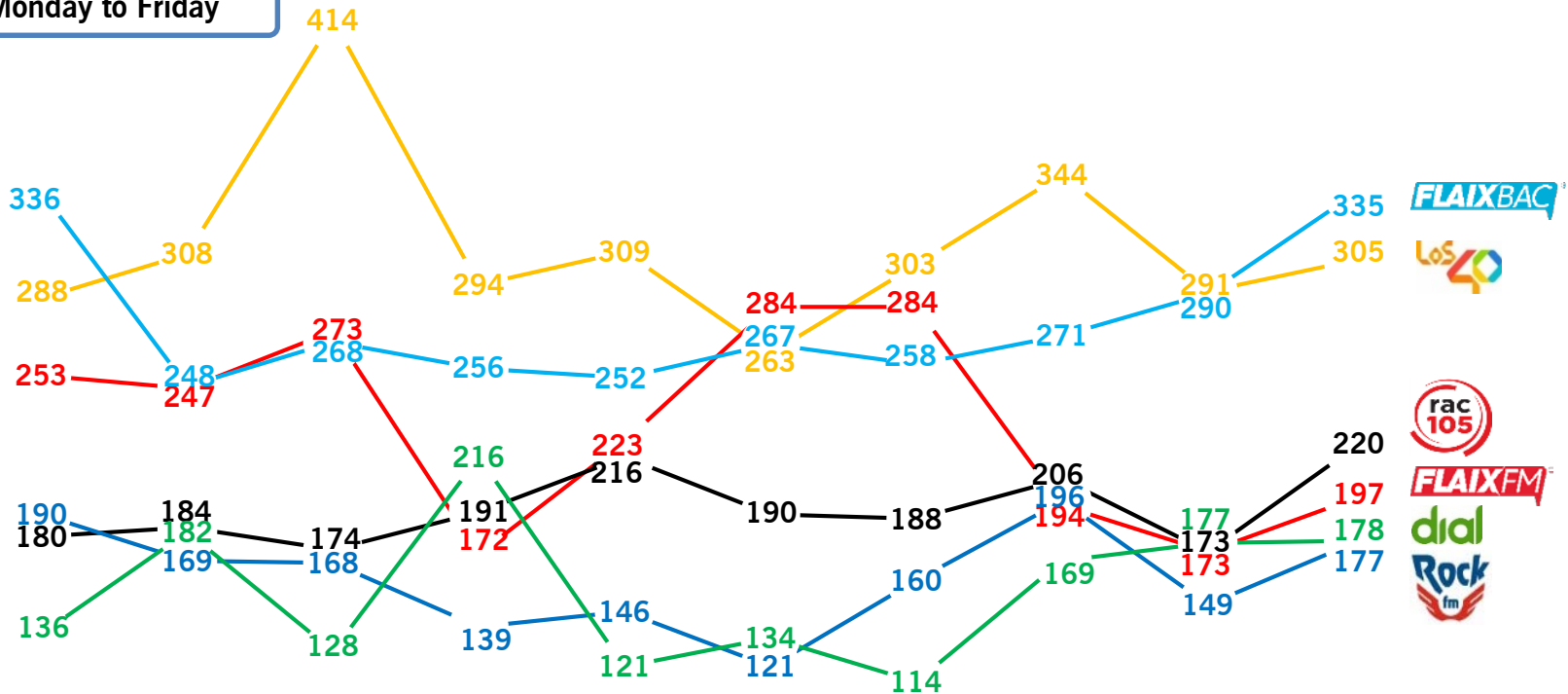
Source: EGM – Catalonia data. 2nd sweep 2025.



Radio audiences (4)

Ranking of music radio stations in Catalonia. Period: 2nd sweep 2022 – 2nd sweep 2025 (in thousands)

Monday to Friday



2nd sweep 2022 3rd sweep 2022 1st sweep 2023 2nd sweep 2023 3rd sweep 2023 1st sweep 2024 2nd sweep 2024 3rd sweep 2024 1st sweep 2025 2nd sweep 2025

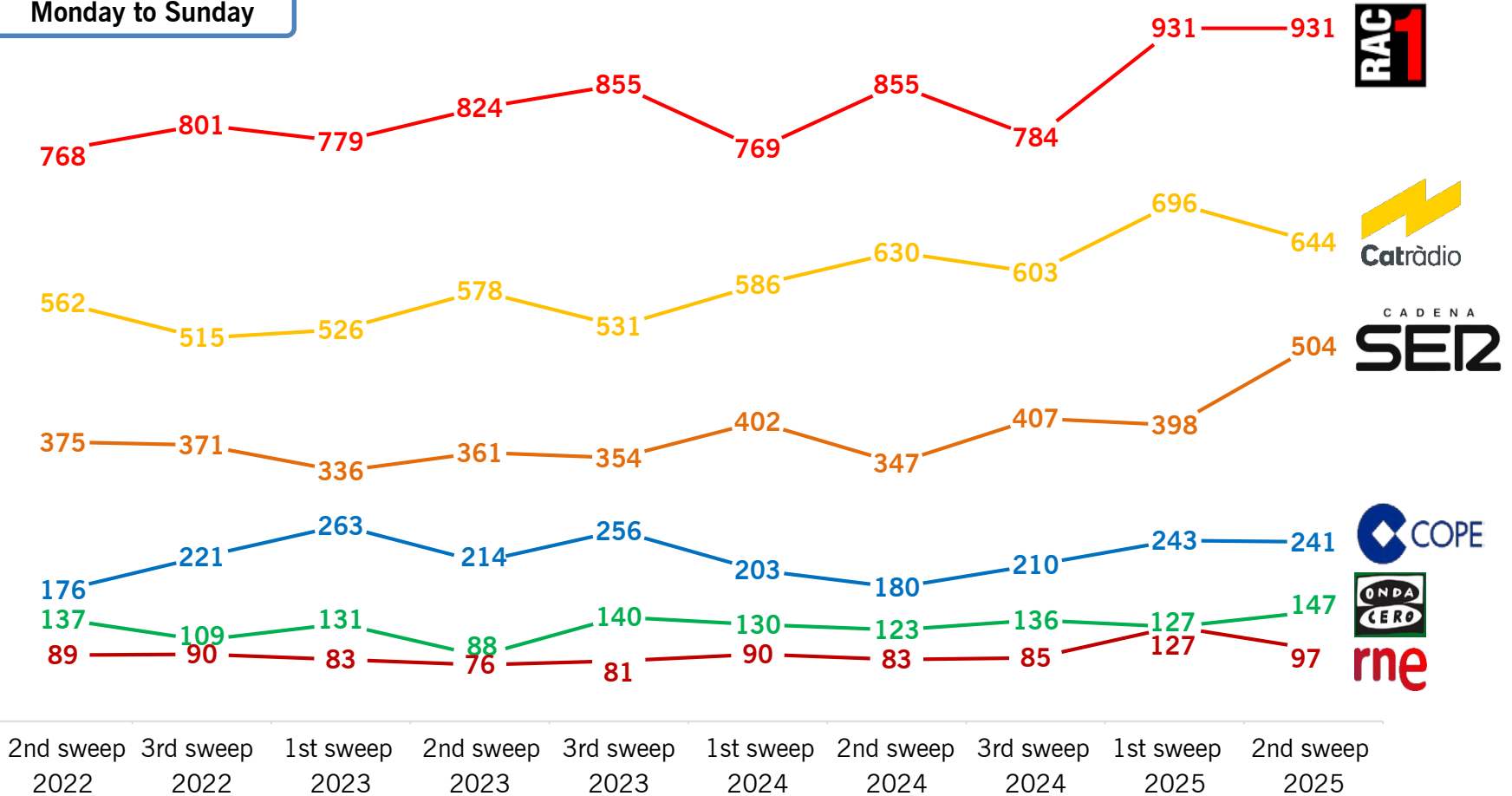
Source: EGM – Catalonia data. 2nd sweep 2025.



Radio audiences (5)

Ranking of generalist radio stations in Catalonia. Period: 2nd sweep 2022 – 2nd sweep 2025 (in thousands)

Monday to Sunday



Source: EGM – Catalonia data. 2nd sweep 2025.



Monday to Sunday

Station	2nd sweep 2022	3rd sweep 2022	1st sweep 2023	2nd sweep 2023	3rd sweep 2023	1st sweep 2024	2nd sweep 2024	3rd sweep 2024	1st sweep 2025	2nd sweep 2025
Los 40	294	298	364	297	285	253	283	341	267	299
FLAIXBAC	275	238	246	247	245	242	232	258	257	298
rac 105	234	232	248	186	222	242	283	197	173	199
FLAIXFM	171	190	171	170	209	171	185	186	173	211
Rock fm	171	184	155	143	145	108	142	172	162	164
dial	132	174	146	114	130	126	163	144	136	158

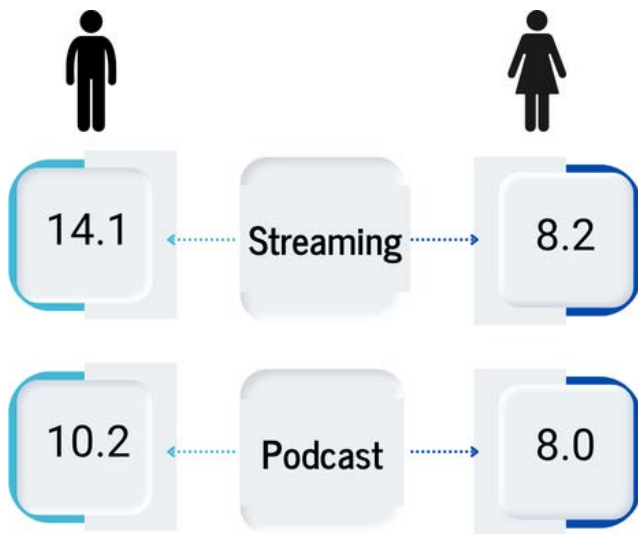
CA



Consumption of radio via Internet in Catalonia

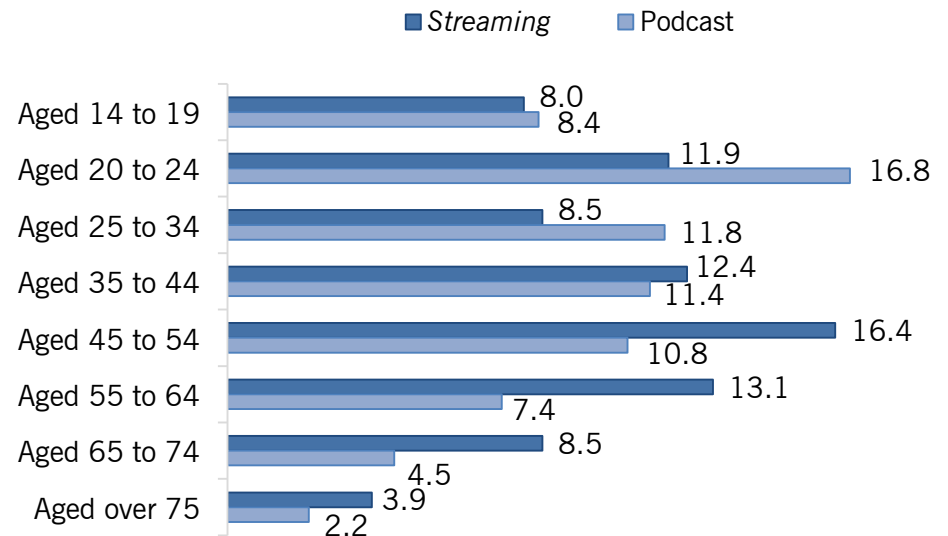
+1,400,000 listeners 20% of the population in Catalonia listens to radio online, both streaming and podcasts.

Internet radio listeners, by sex (in %)



Men listen to the radio via the Internet, both streaming and podcasts, more than women.

Internet radio listener profile in Catalonia (in %)



By age group, listeners under 35 listen more to podcasts, while those aged 35 and above prefer streaming.

Source: EGM – Catalonia data – 2nd sweep 2025. Period: April-May 2025 (Monday to Friday).



Consumption of podcast in Catalonia

Total cumulative audience of most consumed podcasts, by type (in thousands)

Generalist radio	Musical radio	News radio
498	33	62

Between October 2024 and May 2025, the public listened to podcasts by radio stations with a range of contents: news, sports, culture, humour, etc.

Catalunya Ràdio was the leading generalist station in podcast consumption in Catalonia, with a cumulative audience of 132,000 listeners. It is followed by Cadena SER (94,000) and RAC1 (68,000).

iCat FM was the leading musical podcast broadcaster, with a cumulative audience of 5,000 listeners. No other musical radio station exceeded 2,000 cumulative podcast listeners.

Regarding news, 4,000 people listen to Radio Marca podcasts.

Main podcasts radio stations, by type

Generalist radio stations	  
Musical radio stations	
News radio stations	

Source: EGM – Catalonia data – Cumulative 2nd sweep 2025. Period: October 2024 - May 2025 (Monday to Sunday).



Note. Influencers and content creation

Influencer

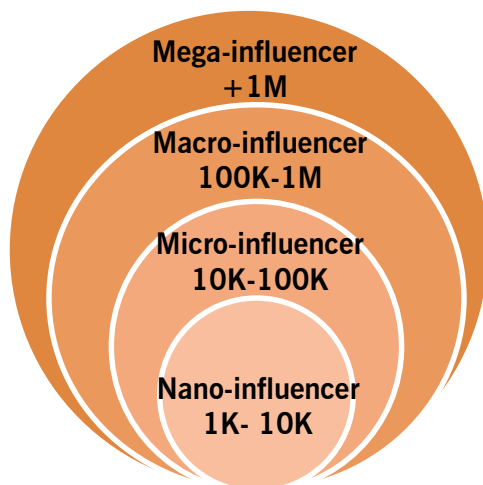
A person who directly affects the behaviour of a digital community through their advice or opinions (translated from the definition on [Termcat](#)).



In recent years, content creation on the social media and product recommendations by influencers have taken off as one of the emerging business sectors in advertising.

Using data from Zinnia, [Goldman Sachs](#) estimates that in 2025 there will be **67 million content creators** around the world.

Types of influencers by number of followers



[Statista](#) sets the value of the influencer market this year at **30 billion dollars**. This figure has been rising since 2021.

Influencer advertising in Spain. 2024

Volume of investment: **€125M**

Growth in one year: **60%**



Sources [IAB Spain](#) and [InfoAdex](#).



Note. Influencers and content creation

Regulation of mega-influencers in Spain

[EU Directive 2018/1808](#) gives countries the authority to regulate mega-influencers. Article 94 of the General Spanish Audiovisual Communication [Law 13/2022](#), stipulates the obligations of **very prominent users** (*usuaris d'especial rellevància*, UER) of video exchange services via platforms and considers them providers of audiovisual communication services.

[Royal Decree 444/2024](#) fleshes out the requirements.

Very prominent users (*usuaris d'especial rellevància*, UER)

- Income: €300,000 gross per year
- Followers: >1M on a platform or >2M on several platforms
- Videos: at least 24 videos posted per year
- They have to register in the [State Registry of Service Providers](#)
- They have to comply with regulations on advertising and the protection of minors.



Exceptions

Schools and science centres, museums, theatres, cultural entities, public administrations, political parties, companies and freelancers, non-governmental associations and organisations -> to promote, present and inform about their missions or the activities they perform.



Note. Influencers and content creation

Co-regulation and self-regulation

Law 13/2022 specifically stipulates that the adoption of self- and co-regulation **codes of conduct** will be encouraged by prominent users or their representatives.

In fact, in January 2025, [APIDE](#), the Association of Digital Influence Professionals of Spain, was created with the goal of spurring professionalisation, promoting a suitable regulatory framework and standardising processes and best practices. It should be borne in mind that the regulation leaves many content creators and influencers outside the European Broadcasting Union (EBU), given that most of them are nano-influencers on the majority of platforms.



Advertising code of conduct

Autocontrol, the Spanish Advertisers' Association and IAB Spain have developed a new [Advertising code of conduct via influencers](#), which replaces the 2020 version and enters into force on 1 October 2025.

The code includes two main sections on ethical rules and enforcement rules. The revision of the code included elements to boost the commitment to **responsibility**, with a new section on this issue. It also provides tools for better compliance and outlines **how to properly identify the advertising nature** of contents on the different platforms, including **AI-generated contents** or contents featuring **minors**.



Note. Influencers and content creation

Encouraging content-creation in Catalan



The social media are part of our everyday Mediterranean diet. Boosting the presence of contents in Catalan is an essential factor in strengthening the online Catalan communication space.

To ascertain the situation in Catalonia, the Agència Karmina conducted a [survey](#) with a sample of almost 500 content creators in Catalonia about their profile, needs, opportunities and concerns when creating social media content in Catalan.

The survey had the support of the Fundació.cat (now Accent Obert), the Media and Communication Society and the Catalan College of Marketing and Communication.

Main conclusions of the survey

- ❖ There is a **correlation** between the number of followers, the amount of time spent and the income earned when a person becomes a professional content creator.
- ❖ There are calls for **improved positioning for Catalan** as a useful, appealing language for creating content.
- ❖ **Networking** and **community spaces** among content creators should be created to share experiences and foster collaborations.
- ❖ More **social and institutional recognition**, with long-term support, is requested.



Note. Influencers and content creation

Survey of content creators in Catalonia – Profile of respondents

Average number of followers



Nano-influencers (up to 10K)	64%
Micro-influencers (up to 100K)	30%
Macro-influencers (>100K)	6%

Reasons for creating content



Hobby:	57%
Part-time activity:	18%
Main activity:	14%

Hours per week spent creating content



2 to 4 hours	34%
5 to 10 hours	24%
10 to 20 hours	11%
20 to 40 hours	21%
Other	12%



Field of content



Food:	52%
Fashion:	44%
Vlogs:	43%
Others:	37%
Culture and entertainment:	30%
Humour:	15%
Technology:	14%
Sport:	10%
News:	9%

Source: Karmina (2025). [Report on content creators in Catalonia](#). Written by the Agència Karmina. Base of study: 496 creators in Catalonia. When interpreting the data, we should bear in mind that they only refer to the sample and are not representative of the entire universe of Catalan-language content creators.



Note. Influencers and content creation

Survey of content creators in Catalonia – Platforms and income

Active platforms

Instagram	96%
Facebook	57%
TikTok	50%
X	26%
YouTube	26%
LinkedIn	20%
Blog	12%
Other	7%
Twitch	7%
Podcast	2%



Instagram is the main platform of these content creators from Catalonia: it is used the most and is the main channel where they monetise their content.

Main platform

Instagram	70%
TikTok	15%
Facebook	8%
Other	7%

Channels to monetise the content

Instagram	96%
Facebook	53%
TikTok	51%
X	26%
LinkedIn	20%
Other	15%



Income

- Half the creators surveyed earn no income from their content. Those who do primarily earn income through partnerships with brands or with advertising.
- Only **8.2% say that they can live exclusively off of content creation.**
- One-quarter of respondents earn more than 50% of their income from the social media.

Source: Karmina (2025). [Report on content creators in Catalonia](#). Written by the Agència Karmina. Base of study: 496 creators in Catalonia. When interpreting the data, we should bear in mind that they only refer to the sample and are not representative of the entire universe of Catalan-language content creators.



Note. Influencers and content creation

Survey of content creators in Catalonia – Use of Catalan

Personal use of Catalan



Always	47%
Almost always	31%
Occasionally	11%
Little	5%

Use of Catalan in content creation



Very little	19%
Little	23%
Sometimes	24%
Fairly often	11%
Often	12%
Always	11%



Even though Catalan is the language usually spoken by many influencers, only one in ten always use Catalan in their content.

Although the majority think that the situation of content creators in Catalan has improved compared to other years, 61.5% believe that they would earn more if they created content in Spanish. The majority believe that more people can be reached when content is created in Spanish.

More than half think that language is an obstacle to working with companies in Catalonia, especially if they are from abroad.

Llista.cat

- [Platform](#) created in May 2025 by Accent Obert (until June, Fundació.cat) and La Fera
- It brings visibility to Catalan-language content creators depending on the reach, quality and debate generated.
- It creates lists by fields like science and technology, humour, society, music, language, videogames, sport, health, literature or lifestyle.

Source: Fundació.cat, AMIC and Catalan College of Marketing and Communication (2025). [Report on content creators in Catalonia](#). Report drafted by the Agència Karmina. Base of study: 496 creators in Catalonia.



News flashes (1)



Report on 'The Value and Impact of 3Cat in 2024'

This [report](#) shares the results of the analysis of the value and impact generated by 3Cat media in 2024. It shows that 81.2% of the responses to the survey questions on perception fall within the positive range (5 to 10 on a scale from 0 to 10). Specifically, language is the area in which 3Cat users perceive the most value, along with contents targeted at children and youngsters. Regional balance is another important issue, given that the perception of value is homogeneous throughout Catalonia. Society and democracy are where the most value is perceived, 'such as mental health and public scrutiny of those in power'.



2nd White Paper on Local Radio in Catalonia

On 26th June, the Federation of Local Media of Catalonia presented the [2nd White Paper on Local Radio in Catalonia](#). The radio sector has evolved radically in terms of both production, online content distribution and consumption habits since the first edition of the document in 2008, but local radio still claims the role of guarantor of truthful information and serves as an instrument of territorial cohesion.



Italy: Age verification regulation for online platforms

The new measures to protect minors from the risks associated with access to adult websites entered into force in Italy on 12 May. The regulatory authority, the AGCOM, adopted the [Resolution](#) which requires age verification for users who want to access website and platforms to share videos with pornographic content. The 'double anonymity' and technological neutrality of the regulation means that it is adaptable to verify a broader range of age thresholds. Thus, it can be applicable in regulating minors' access to the social media or e-commerce website, issues that are currently under debate in the Italian Senate.



EU: Establishment of the EMBS

The [European Board for Media Services](#) (EBMS), created by the European Media Freedom Act (2024), is the European Union's independent advisory board made up of state audiovisual and communication regulatory authorities. At its first meeting, its [multiannual strategy \(2025-2027\)](#) was approved, which has four priorities: independence and internal functioning, convergence among regulators, European market and citizens.



News flashes (and 2)



Ireland: National Counter Disinformation Strategy

The [Future of Media Commission](#) (FoMC), a body that reports to the Irish government on strategic matters, declared disinformation one of society's prime challenges. Consequently, the Department of Culture, Communication and Sport launched the [National Counter Disinformation Strategy](#), which published the working group's results on 18 April. According to this document, the struggle against disinformation has to take into account freedom of expression, individual and society-wide training, horizontal cooperation, the accountability of media groups, laws and the exchange of best practices.



United Kingdom: Research on communication, life and technology

In May 2025, the British regulator, Ofcom, published a single [package of reports](#) that describe the uses, attitudes and understanding of the media by adults and minors in the country. The reports are: *AI is on the rise – but it's not trusted by all*, *Using tech to improve our physical well-being*, *The role of age in spotting influencers and ads*, *Scams and fake profiles*, *Children and smartphone use* and *Digital gender differences*.



AI toolkit for journalists and creators

[Hugging Face](#), the platform that defines itself as 'the machine learning community that collaborates on models, databases and applications', is making a list of all the [free and open-code AI tools](#) available to the public. This resource compares the AI tools based on several different metrics, evaluates their environmental impact and analyses each tool according to specific needs. The services listed include audio or video transcription, audio editing (separating speech from background noise or isolating specific speakers), creating audios based on text, extracting information from documents or websites, analysis, creating or editing images and videos, creating websites and apps, and others.



State aid for audiovisuals in Spain and France

The report [State Aid and the Audiovisual Sector](#) (European Audiovisual Observatory, EAO) reports on the success stories regarding state aid for audiovisuals in Spain and France. In Spain, it focuses on issues like the state and regional tax deduction systems, while in France it highlights the tax credit for national and international film production.



Main sources and bibliographic citation

Main sources:

CAC: the Council's own data.

EGM: 2nd sweep 2025. Catalonia data.

Barlovento Comunicación: monthly public reports.

Iconography: [Canva](#), [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 31. Barcelona: CAC, September 2025. <www.cac.cat>