



Butlletí d'informació sobre l'audiovisual a Catalunya

**(Newsletter on the Media in
Catalonia)**

FIRST FOUR MONTHS OF 2017

Number 7. May 2017

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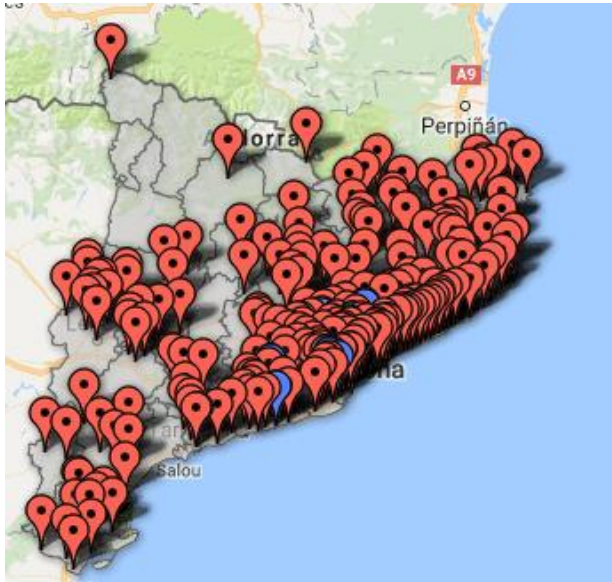
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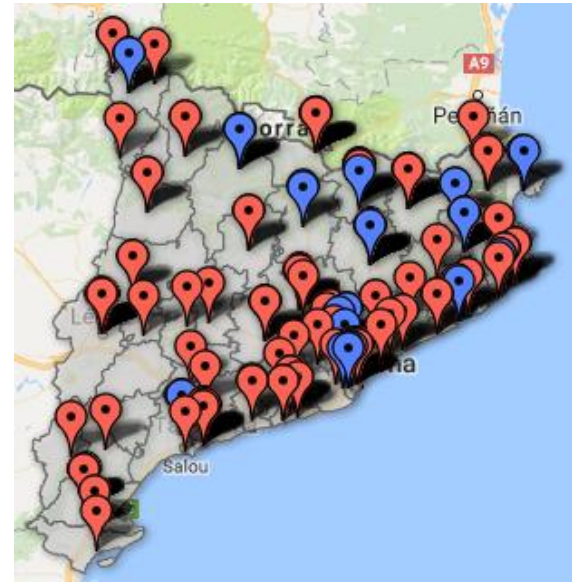
Audiovisual media map of Catalonia (1)

Geographical breakdown of the audiovisual media in Catalonia by ownership ^A

Publicly-owned media



Privately-owned media



Publicly-owned audiovisual media tend to be located along or near the coast while privately-owned media are spread more throughout Catalonia. In any case, most are concentrated in the cities and Barcelona's area of influence.

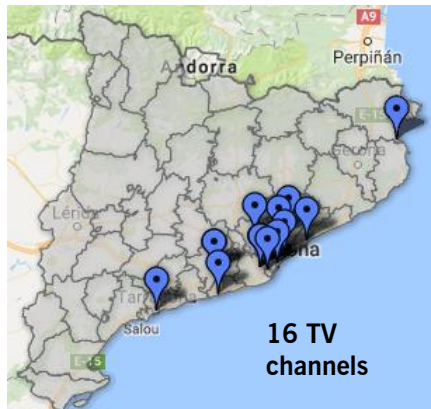
^A The diagrams include radio and television broadcasters that are licensed and use the radio frequency spectrum for broadcasting. They do not include state-wide TV channels. Date consulted: May 2017.

Source: [Audiovisual media map](#) of the Catalan Audiovisual Council.

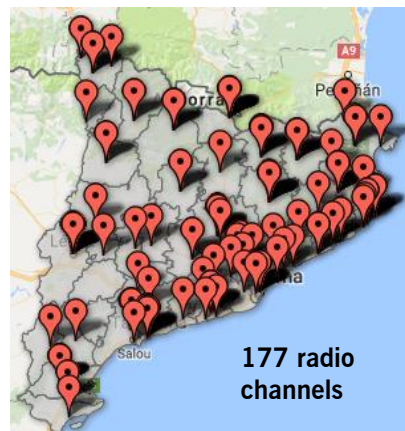
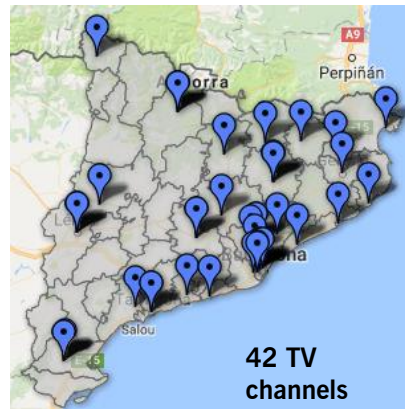
Audiovisual media map of Catalonia (2)

Geographical breakdown of radio and TV broadcasters by ownership^A

Publicly-owned



Privately-owned



The [Audiovisual Media Map of Catalonia](#) is produced by the Catalan Audiovisual Council. It allows media to be searched by their commercial name, by the name of the company providing the service and also by the media group. The map is regularly updated.

From a geographical point of view, the media can also be searched by geographical location (county) or, in the case of television, by the 21 local DTT areas located within Catalonia.

^A The diagrams include radio and television broadcasters that are licensed and use the radio frequency spectrum for broadcast. They do not include state-wide TV channels. Date consulted: May 2017.

Media penetration in Catalonia

Of note in the trend for audiovisual media penetration in Catalonia is the almost 4-point decrease for television and the recovery in radio.

Media penetration in Catalonia (% of total population)



AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	80.8 (84.0)	62.0 (58.7)	77.4 (77.3)	3.8 (4.6)
14 to 19	73.4	56.4	91.2	3.8
20 to 24	71.3	61.3	94.5	4.0
25 to 34	73.2	65.2	92.9	6.2
35 to 44	76.2	66.3	91.5	4.2
45 to 54	82.1	69.5	86.4	4.2
55 to 64	85.3	64.1	74.3	2.8
65 and over	90.1	50.9	41.5	2.5

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). In brackets, the previous sweep.

Source: EGM – Catalonia data – 1st sweep of 2017.



The average daily audiovisual consumption of citizens living in Catalonia in the first four months of 2016 was as follows:

Radio: 106'
Television: 228'

Sources: Kantar Media and EGM - Catalonia data.



Breakdown of TV channels in Catalonia



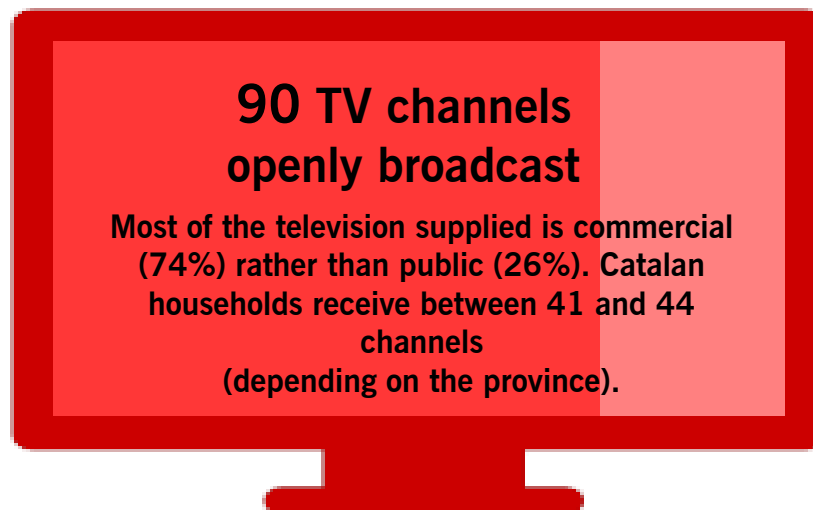
TV channel



Commercial TV



Public TV



TV supply by service zone

Catalan TV 8 channels

5 public channels



3 commercial channels

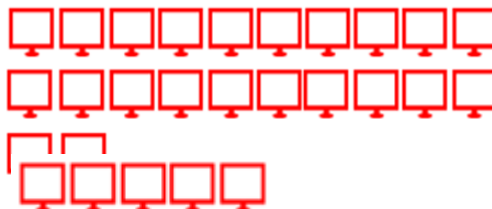


Spanish TV 32 channels

7 public channels



25 commercial channels

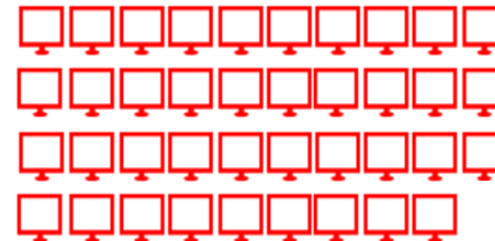


Local TV 50 channels

11 public channels



39 commercial channels



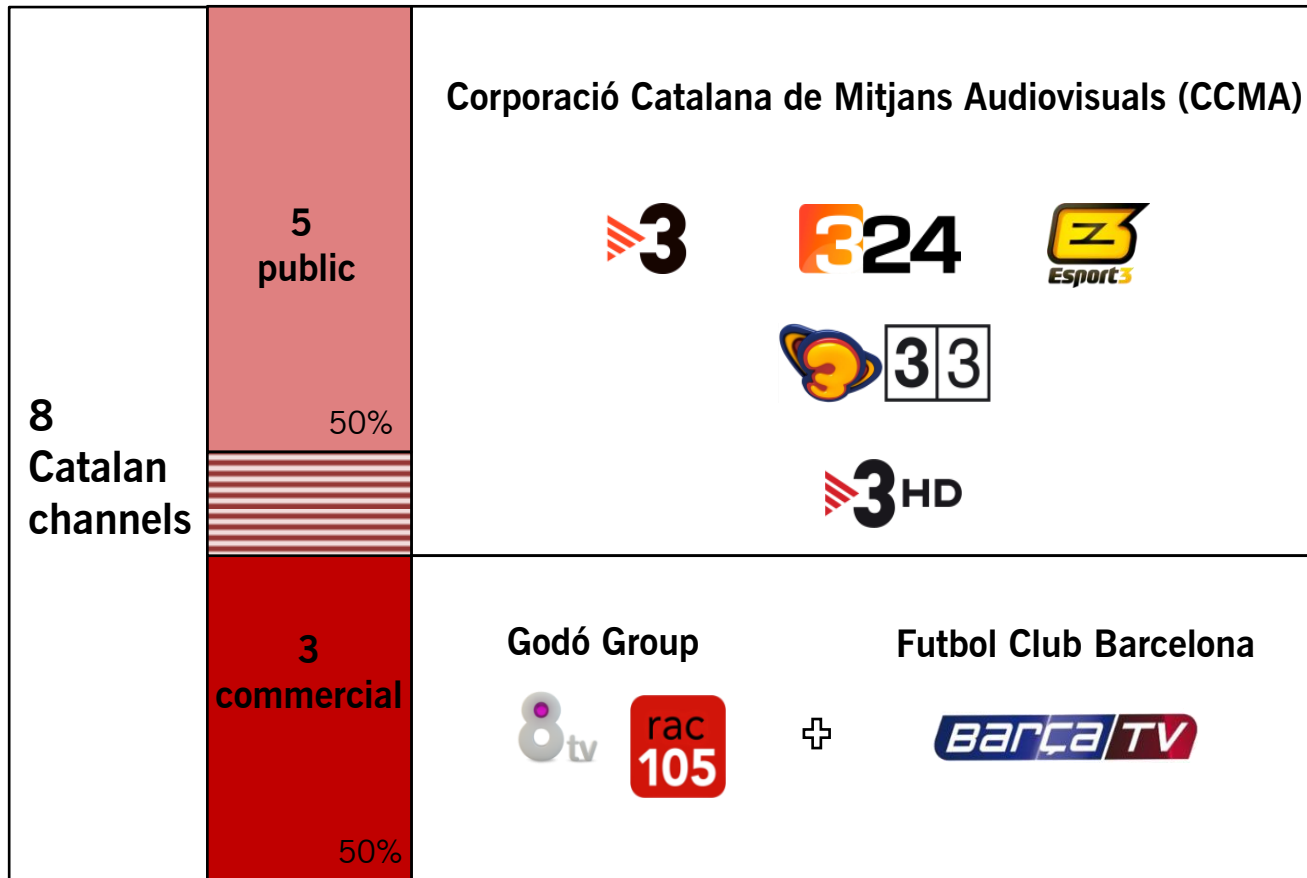
Note: BIAC uses the term *channel* (usual term) to refer to the DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).
Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Energy, Tourism and Digital Agenda (Spanish DTT channels).
May 2017.

Catalan TV channels

 Public TV
  Commercial TV
  Public TV supplied by a commercial MUX
  Language used

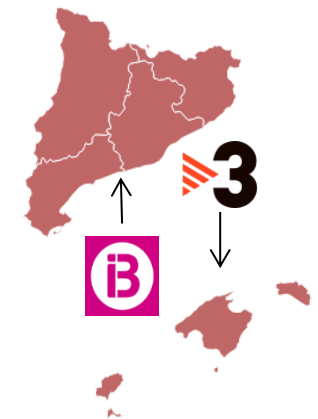
By ownership and supply (number and % of DTT channels)

 Catalan



+ Reciprocal broadcasts

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



Source: Catalan Audiovisual Council. May 2017.

Spanish TV channels

Public TV Commercial TV

Language used

By ownership and supply (number and % of DTT channels)

Spanish

32 Spanish channels	7 public 22%	Corporación de Radio y Televisión Española (CRTVE)  				
	25 commercial 78%	Atresmedia Televisión 	Mediaset España 	NET Televisión 	13 Televisión 	Secuoya Group 

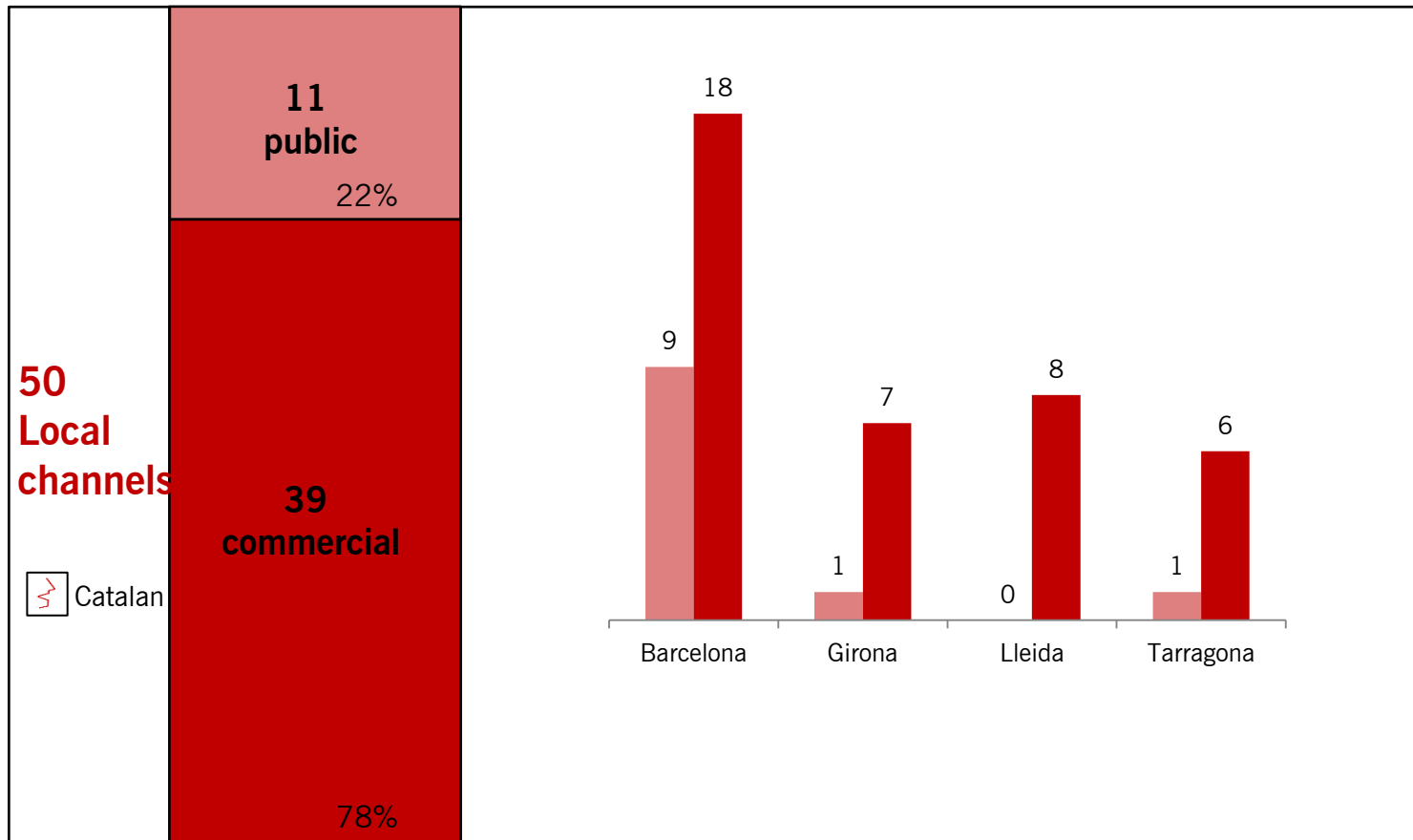
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. May 2017.

Breakdown of local TV channels

Public TV Commercial TV Language used

By ownership and supply
(number and % of DTT channels)

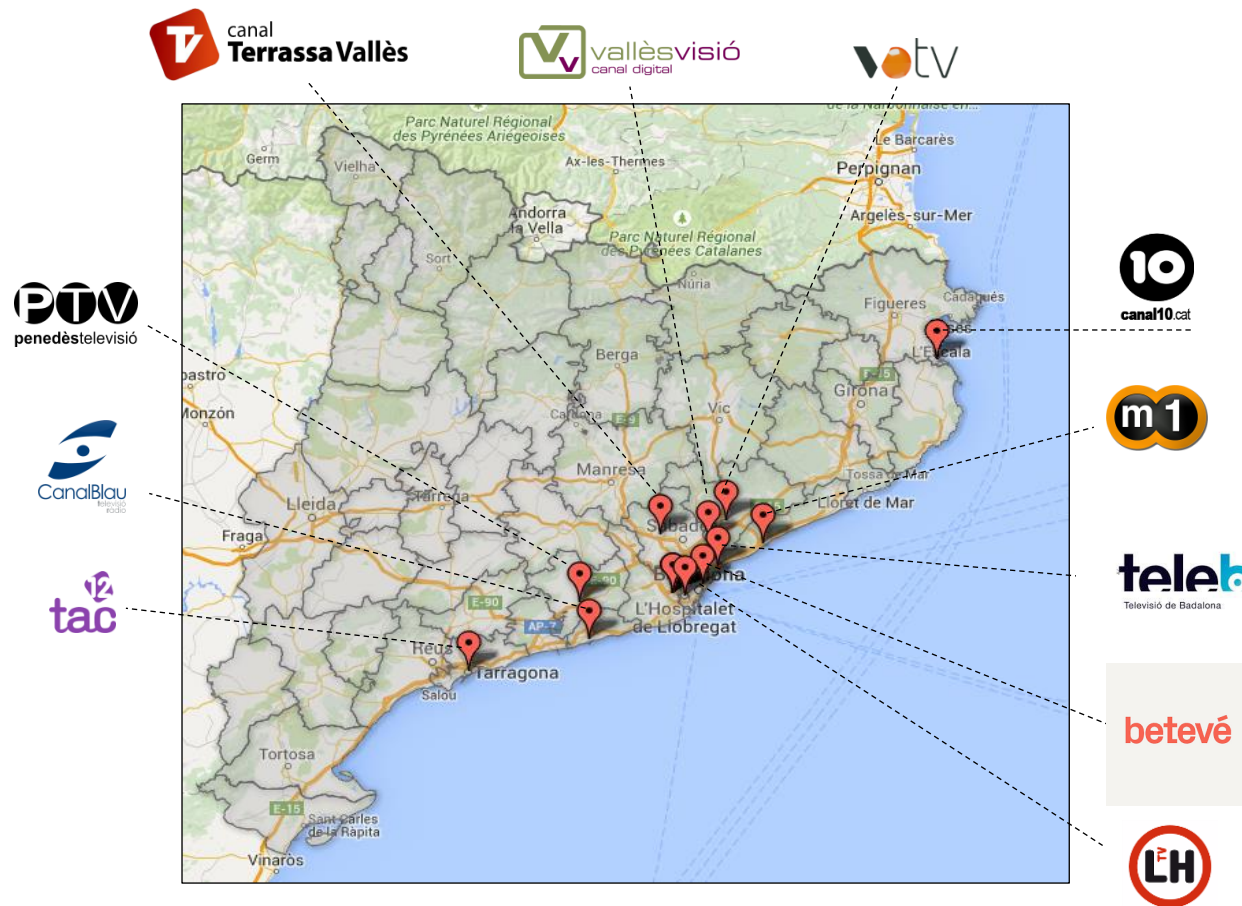
By province
(number of DTT channels)



Source: Catalan Audiovisual Council. May 2017.

Public local television

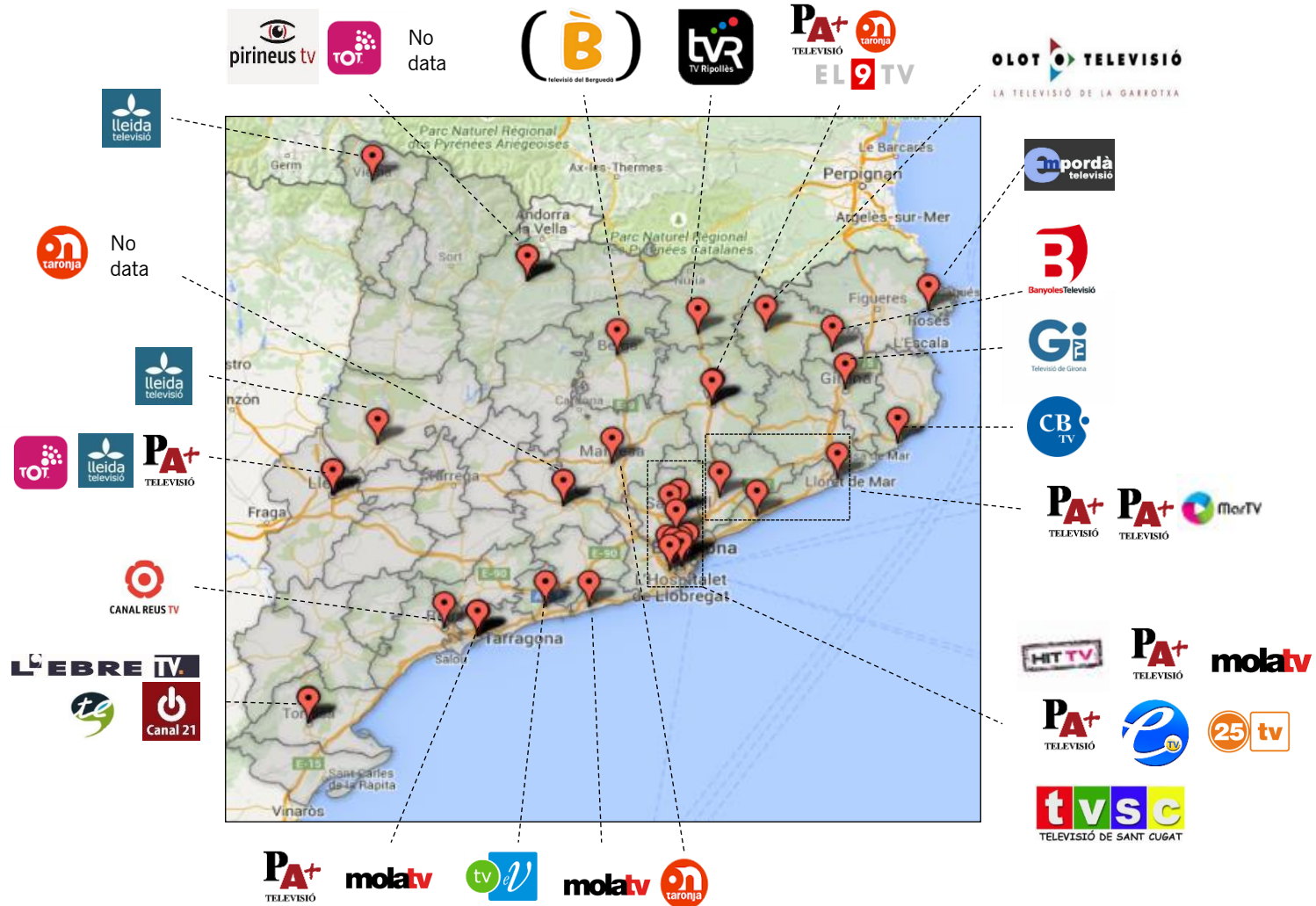
Supply of the 11 public local television channels



Source: Catalan Audiovisual Council. May 2017.

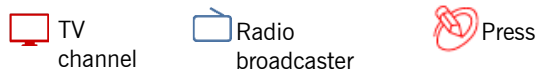
Commercial local television (1)

Supply of the 39 commercial local television channels

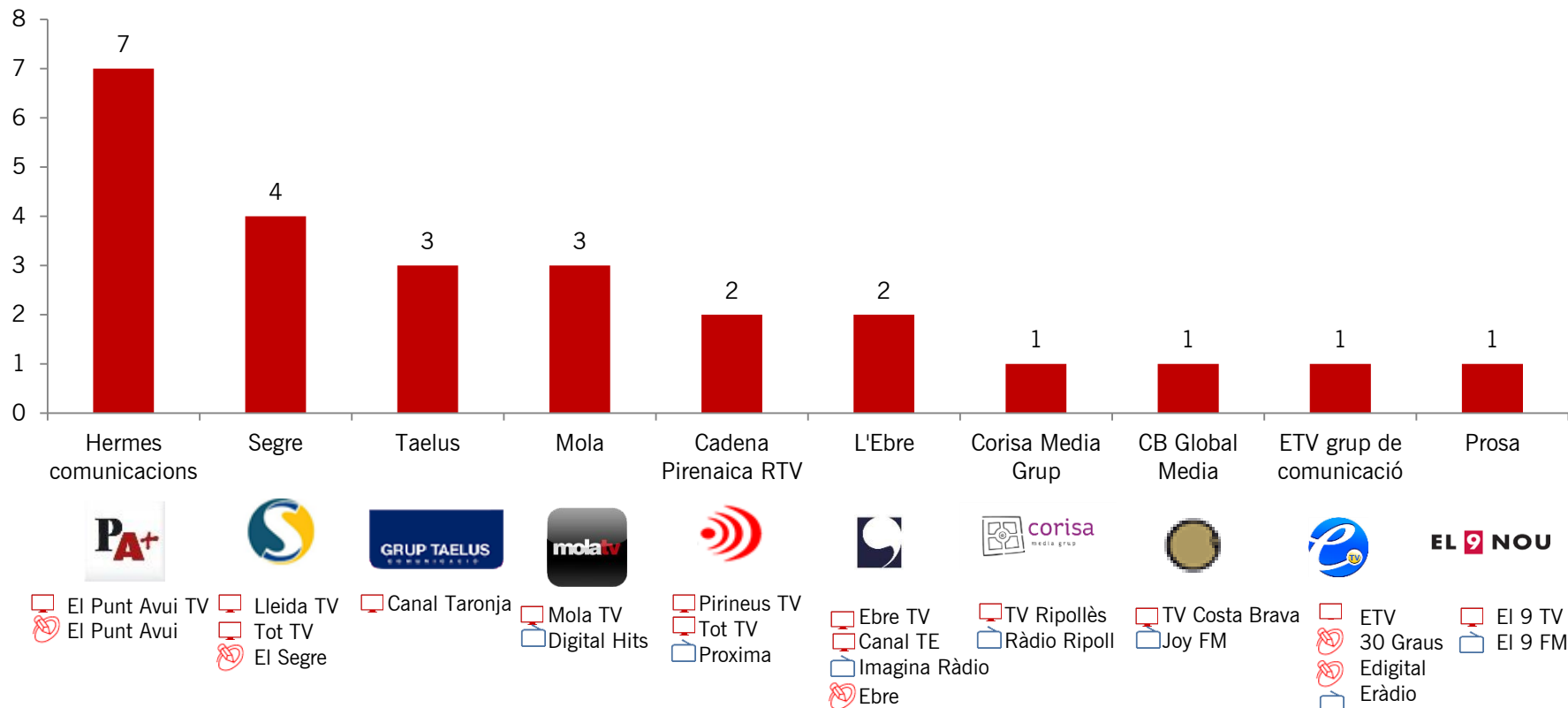


Source: Catalan Audiovisual Council. May 2017.

Commercial local television (2)



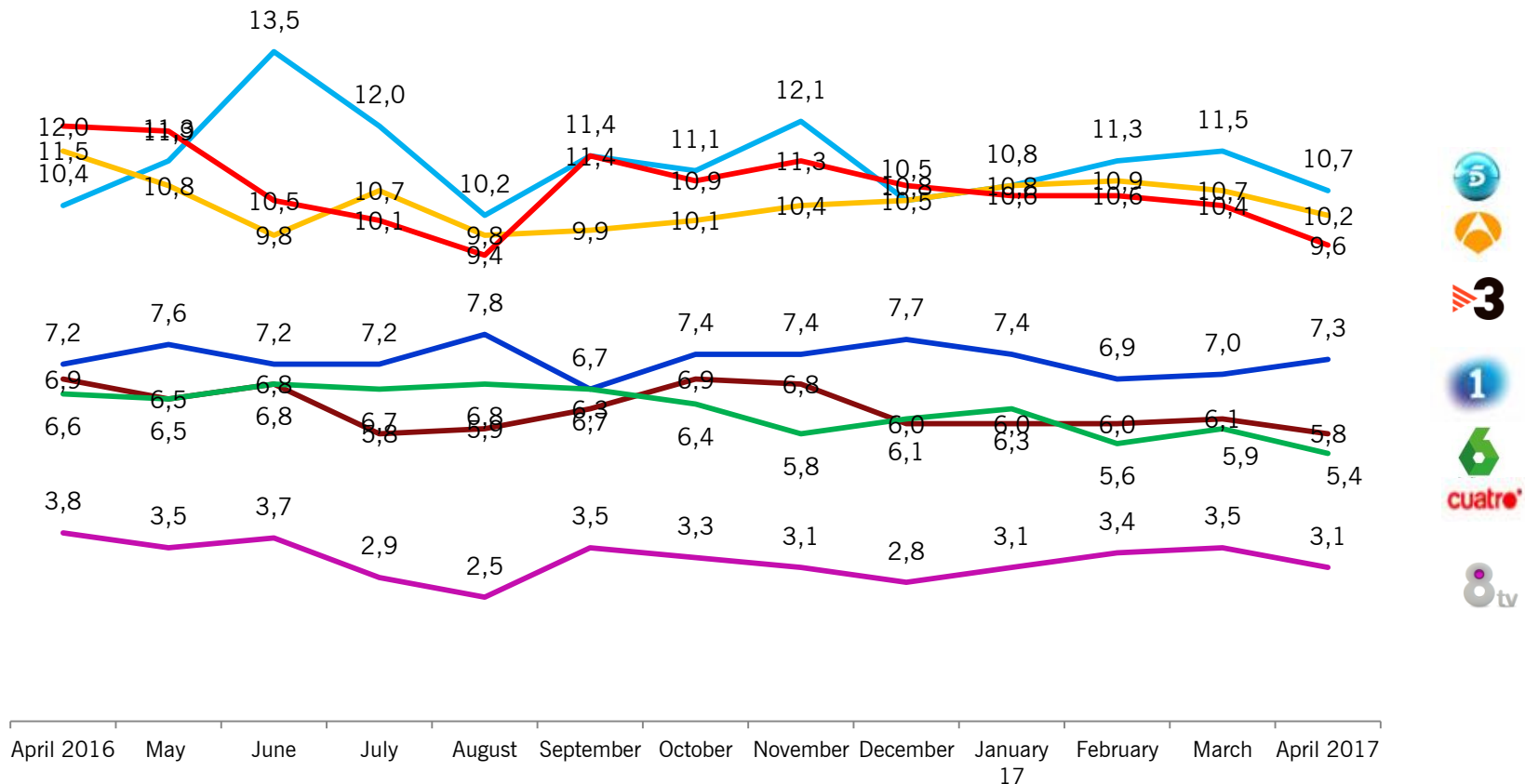
Commercial local media groups present in the local TV sector



Source: Catalan Audiovisual Council. May 2017.

Television audiences (1)

Monthly trend in the share of the main channels in Catalonia
(in %, from April 2016 to April 2017)

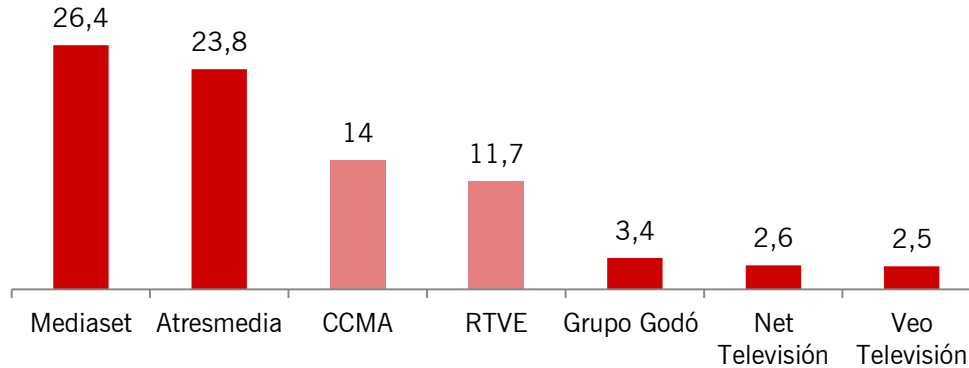


Note: *Share* is the percentage of individuals watching a specific channel in relation to the total number of individuals watching TV at that time.

Source: CAC, based on data from Kantar Media.

Television audiences (2)

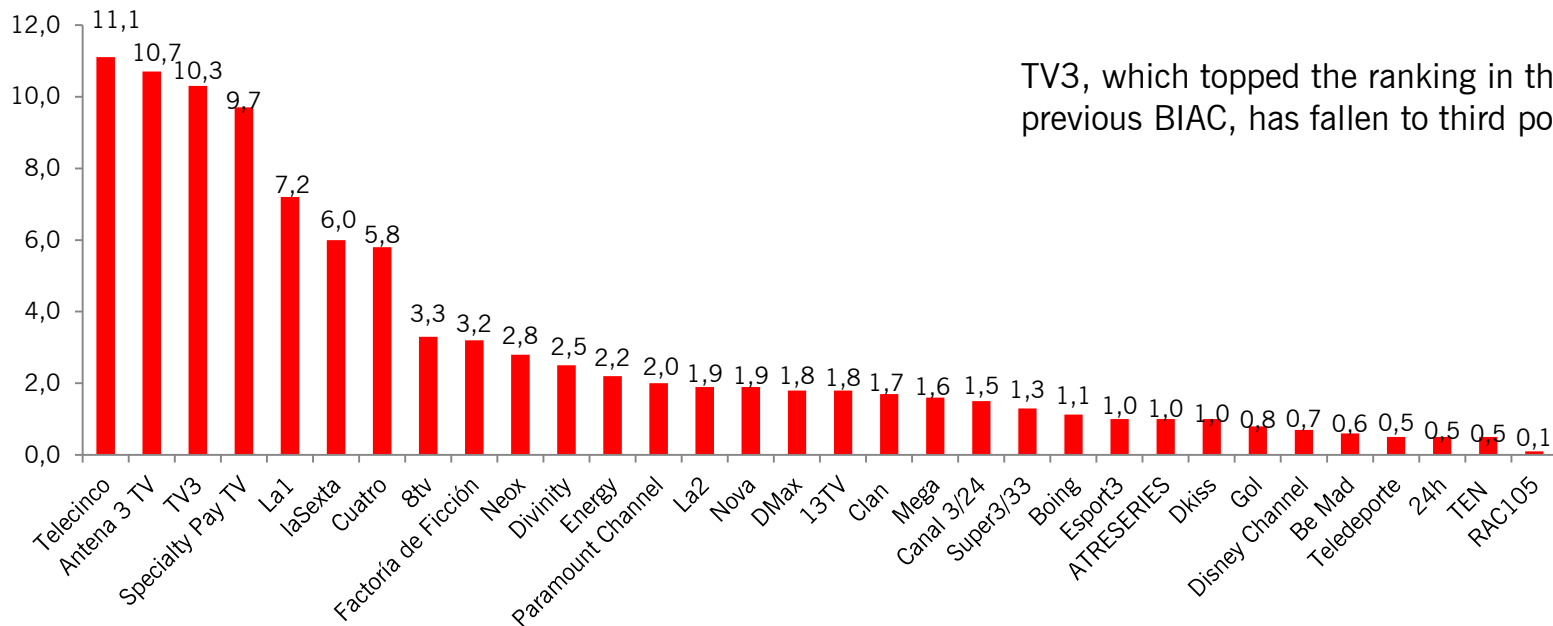
Audience share in Catalonia (% by group, average January-April 2017)



All TV groups have lost share compared with the previous BIAC but the two main Spanish commercial groups continue to dominate over half the Catalan market.

CCMA has lost more than one percentage point of share for its channels overall, reducing the audience for television in Catalan.

Audience share in Catalonia (% by channel, average January-April 2017)



TV3, which topped the ranking in the previous BIAC, has fallen to third position.

Source: CAC, based on data from Kantar Media.

Television audiences (3)

Monthly share in Catalonia (% by channel, January-April 2017, in descending order according to April's ranking)

	January	February	March	April
Telecinco	10,8	11,3	11,5	10,7
Antena 3 TV	10,8	10,9	10,7	10,2
TV3	10,6	10,6	10,4	9,6
Specialty pay TV	6,7	8,2	8,2	9,7
La1	7,4	6,9	7,0	7,3
laSexta	6,0	6,0	6,1	5,8
Cuatro	6,3	5,6	5,9	5,4
8tv	3,1	3,4	3,5	3,1
Factoría de Ficción	3,2	3,0	2,9	3,6
Neox	2,7	2,9	2,8	2,7
Divinity	2,5	2,4	2,5	2,4
Energy	2,1	2,2	2,3	2,2
Paramount Channel	1,8	1,9	2,1	2,1
Nova	1,8	1,9	1,7	2,2
La2	2,0	1,9	1,9	1,8
13TV	1,8	1,9	1,9	1,7
DMax	1,8	1,8	1,6	1,8
Clan	2,1	1,6	1,5	1,6
Mega	1,5	1,6	1,6	1,6
3/24	1,4	1,5	1,7	1,5
Super3/33	1,4	1,3	1,2	1,2
Boing	0,9	1,1	1,1	1,3
Dkiss	0,7	0,9	1,2	1,2
Atreseries	0,9	0,9	0,9	1,1
Esport3	1,0	0,9	1,1	0,8
Gol	0,9	1,2	0,6	0,6
Disney Channel	0,6	0,6	0,7	0,9
BEMADtv	0,6	0,6	0,6	0,6
24h	0,5	0,5	0,6	0,5
TEN	0,5	0,5	0,4	0,5
Teledporte	0,4	0,4	0,5	0,5
Barça TV				0,2
Real Madrid HD	0,0	0,1	0,1	0,2
RAC 105	0,0	0,1	0,1	0,1

The general channels continue to decrease due to the fragmentation of lineal TV (which retains the older age group while younger people prefer other consumption formats for audiovisuals) and the increase in pay TV.

The group of specialty pay TV channels has increased its share by three percentage points in the first four months of the year. It should also be noted that this group does not include OTT on-demand services such as Netflix, HBO and Amazon Prime.

Source: CAC, based on data from Kantar Media.

Television audiences: highest ratings

Ranking of the programmes with the highest audience ratings in Catalonia

January 2017

Programme	Channel	Date	AM(ooo)	Share (%)
Football Copa del Rey: R.Sociedad-FC Barcelona		19/01/17	691	22.4
Evening news		16/01/17	600	21.1
Football. Copa del Rey: Celta de Vigo-R. Madrid		25/01/17	579	18.3
El hormiguero 3.o. Isabel Pantoja		30/01/17	576	18.9
Evening news		24/01/17	575	19.7
Evening news		23/01/17	574	19.0
Lunchtime news		23/01/17	565	27.4
Weekend evening news		15/01/17	563	19.3
Evening news		30/01/17	557	19.8
Weekend evening news		29/01/17	552	18.0

March 2017

Programme	Channel	Date	AM(ooo)	Share (%)
Football: Champions League. Napoles-R. Madrid		07/03/17	647	22.2
Football summary: Champions League. Barcelona-Paris St. Germain		08/03/17	639	23.2
Football: friendly. France-Spain		28/03/17	591	21.1
Champions total		07/03/17	547	20.0
Weekend evening news		05/03/17	520	18.2
Tu cara me suena		03/03/17	512	26.4
Weekend evening news		12/03/17	496	16.6
Evening news		16/03/17	493	18.5
Lunchtime news		23/03/17	488	25.8
Evening news		09/03/17	486	17.7

February 2017

Programme	Channel	Date	AM(ooo)	Share (%)
Football Copa del Rey: FC Barcelona-At. Madrid		07/02/17	1074	33.4
Football Champions League: Paris St. Germain- FC Barcelona		14/02/17	973	29.6
Football Copa del Rey: At. Madrid-FC Barcelona		01/02/17	947	28.8
Football Champions League: Paris St. Germain- FC Barcelona		14/02/17	628	19.1
Lunchtime news		13/02/17	578	28.4
Weekend evening news		12/02/17	560	18.6
Weekend evening news		05/02/17	544	17.5
Lunchtime news		06/02/17	539	27.5
Weekend evening news		11/02/17	536	21.3
Champions total		14/02/17	522	17.0

April 2017

Programme	Channel	Date	AM(ooo)	Share (%)
Football: Champions League. Juventus-FC Barcelona		11/04/17	908	31.9
Football: Champions League. R. Madrid-Bayern Munich		18/04/17	615	20.6
Football: Champions League. Juventus-FC Barcelona		11/04/17	567	19.9
Champions total		18/04/17	553	19.7
Football: Champions League. R. Madrid-Bayern Munich		18/04/17	552	18.5
Champions total		11/04/17	475	18.5
Supervivientes exprés		20/04/17	472	15.8
Polònia		27/04/17	465	15.8
Evening news		17/04/17	464	16.9
Crackovia		24/04/17	441	14.4

Note: only the match is considered in the case of football broadcasts, not the programme before or after the game.

Source: CAC, based on data from Kantar Media.

Specialty pay TV audiences

Pay TV in Catalonia has an average daily audience of 102,500 viewers.

Average daily audience for the main pay TV channels in Catalonia. April 2017

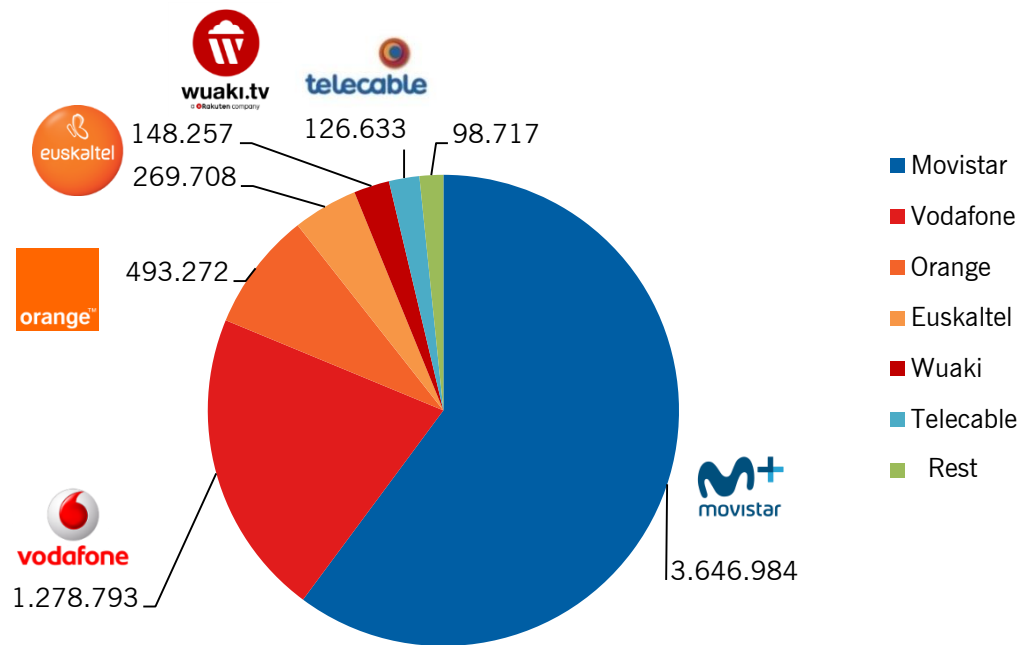
						
8.5	6.1	5.2	5.0	3.3	3.2	3.1
						
3.0	2.9	2.7	2.3	2.2	2.1	2.1
						
1.9	1.9	1.7	1.5	1.4	1.4	1.3
						
1.3	1.3	1.3	1.2	1.1	1.1	0.9

Source: Kantar Media.

Pay TV subscribers

According to CNMC data, 6,062,364 households in Spain subscribe to a pay TV channel. Movistar+ has a 60% market share.

Breakdown of Pay TV subscribers in Spain. Fourth quarter of 2016 (thousands)



The CNMC provides data on subscribers to the main Spanish pay TV platforms. It also includes information for the on-demand video service Wuaki but not for other OTT services also operating in Spain, such as Netflix, HBO and Amazon.

Source: Comisión Nacional de los Mercados y la Competencia (CNMC) *Estadísticas. Trimestral IV 2016.*

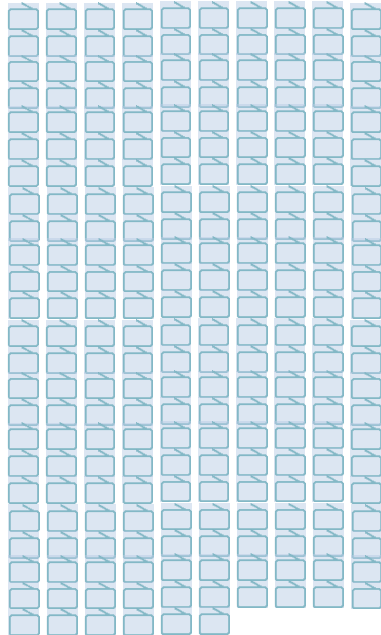


Breakdown of radio broadcasters in Catalonia

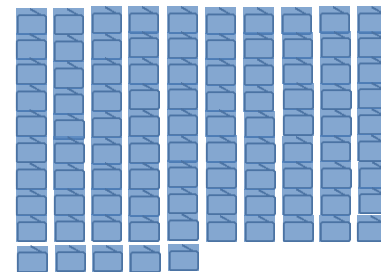
Radio supply by service zone

Catalan radio: 331 FM

236 public

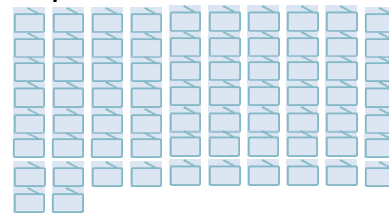


95 commercial

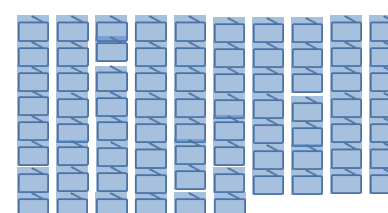


Spanish radio: 148 FM

72 public

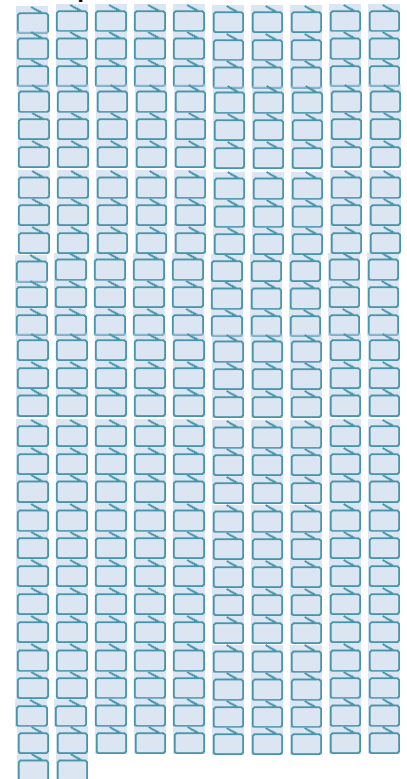


76 commercial



Local radio: 299 frequencies

272 public



27 commercial



778 FM radio frequencies

Unlike the situation with television, most of the supply for radio is public, 74%, compared with 26% for commercial. Catalan homes receive more than 30 FM broadcasters (10 at the level of Catalonia and 20 at the level of Spain, in addition to local broadcasters)

580 public

198 commercial

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). May 2017.

Public radio

 Language used

By service zone
(in frequencies)

By supply
(in broadcasters)

580 frequencies	72 FM Spanish 12%	280 broadcasters	5 Spanish	Corporación de Radio y Televisión Española (CRTVE)       Spanish (except Ràdio 4, in Catalan)
	236 FM Catalan 41%		3 Catalan	Corporació Catalana de Mitjans Audiovisuals (CCMA)     Catalan
	272 FM local 47%		272 local ^A	Local bodies (e.g. municipal radio broadcasters)          Catalan

^A Includes active and inactive broadcasters.

Source: Catalan Audiovisual Council (Local FM frequencies), Corporació Catalana de Mitjans Audiovisuals (Catalan FM) and Ministry of Energy, Tourism and Digital Agenda (Spanish FM). May 2017.

Commercial radio

 Language used

By service zone
(in frequencies)

By supply
(number of broadcasters)

198 frequencies	27 FM local 14%	41 broadcasters	18 local	Local radio broadcasters ^A   Catalan
	76 FM Spanish 38%		15 Spanish	PRISA       COPE    Planeta    Radio Blanca  Unidad Editorial   Spanish (except regional sections)
	95 FM Catalan 48%		8 Catalan	Godó   Flaix   Tele Taxi   Estel  PRISA   Catalan

^A The following broadcasters are missing from the diagram: 3 de huit ràdio, Radio Adventista and Capital Radio; and those of the supplier Llegeix Escriu Escolta Catalan, SL (3 frequencies).

Source: Catalan Audiovisual Council. May 2017.

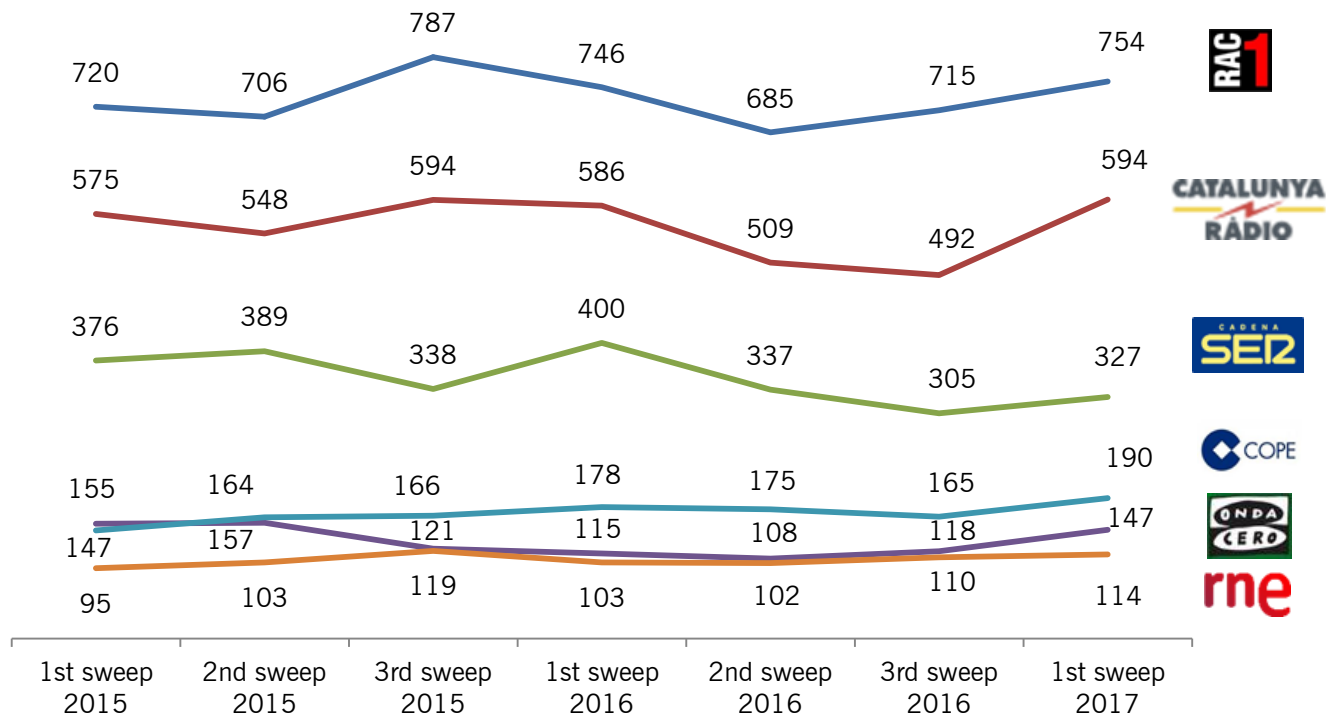
Radio audiences (1)

All general broadcasters have gained listeners in the first sweep of 2017.

RAC1 leads the ranking with 39,000 more listeners although Catalunya Ràdio is the broadcaster that has gained most listeners, 102,000, in second place.

General radio ranking. Audiences

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



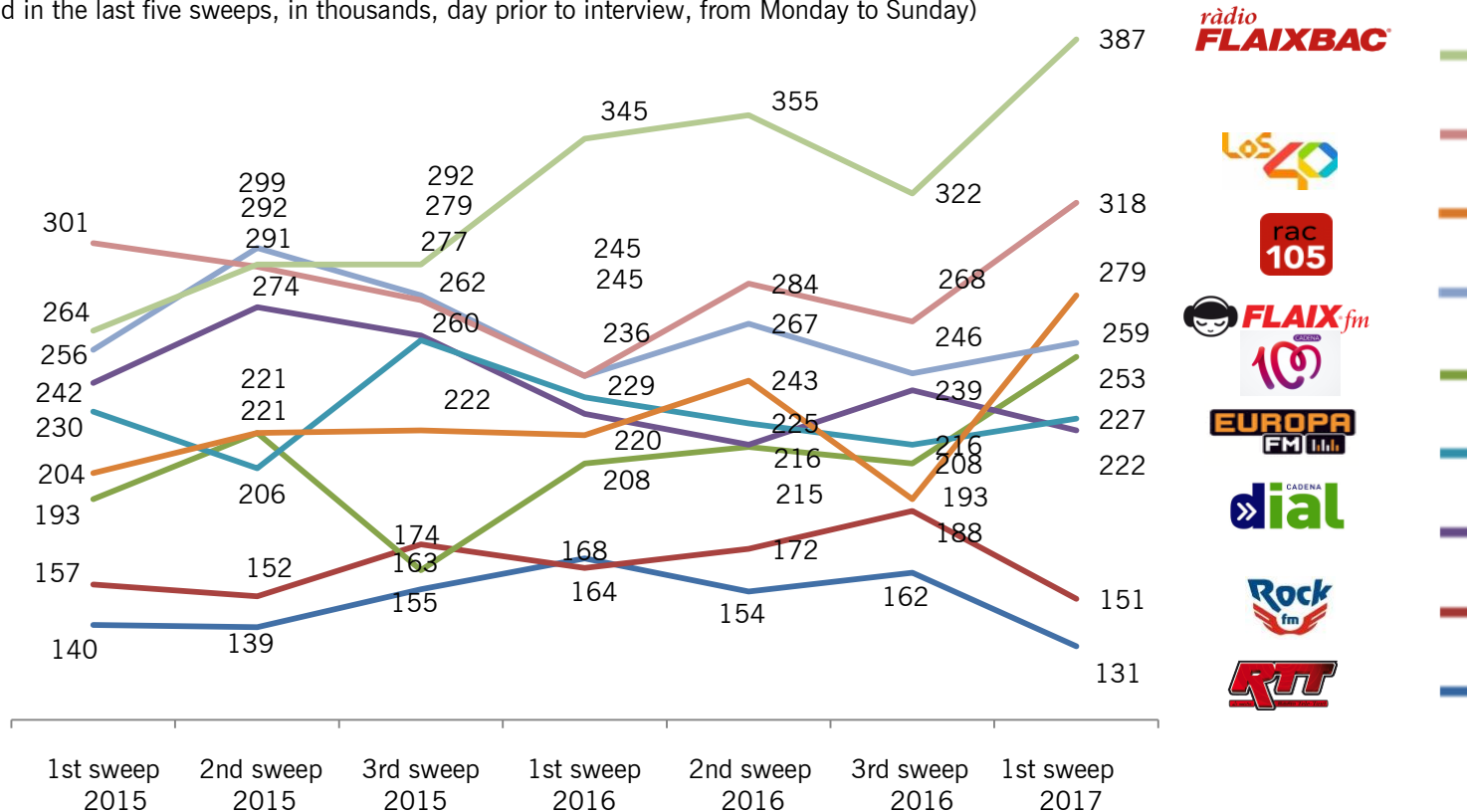
Source: EGM – Catalonia data – 1st sweep of 2017.

Radio audiences (2)

Flaixbac continues to grow and leads the music radio channels in Catalonia. It's also third in the overall ranking, ahead of the SER network. Los40 has also gained 50,000 followers, returning to second place in the music radio ranking. RAC105 has gained most listeners compared with the previous sweep, 86,000, climbing from eighth to third position.

Music radio ranking. Audiences

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



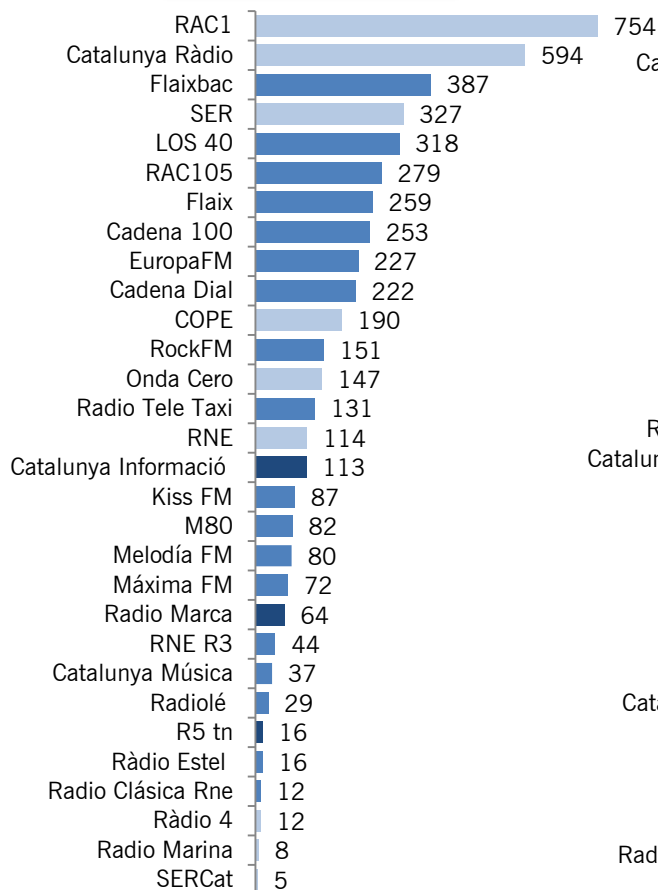
Source: EGM – Catalonia data – 1st sweep of 2017.

Radio audiences (3)

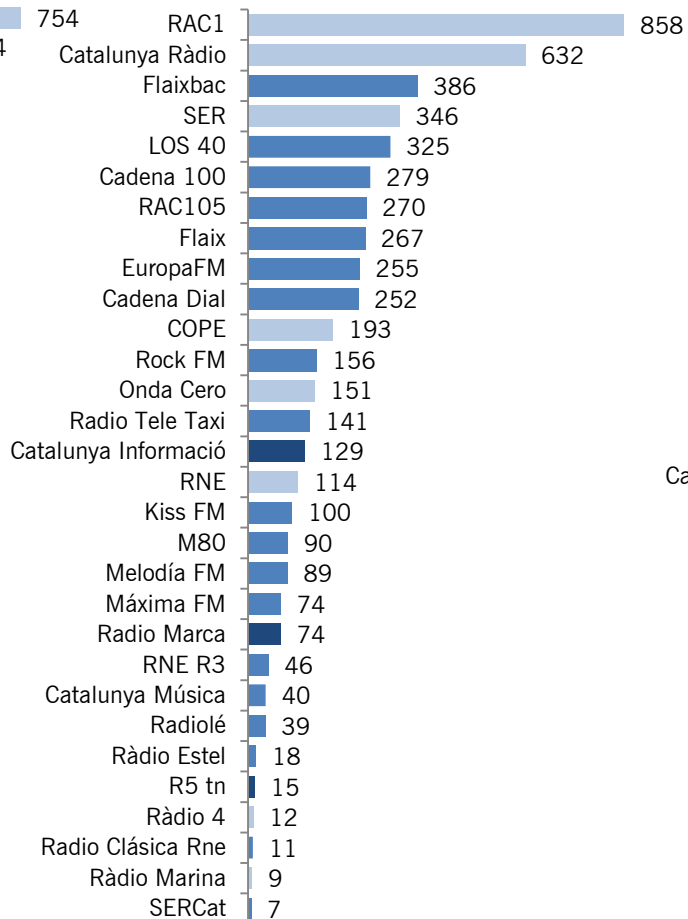
Cumulative daily radio audiences in Catalonia

(thousands, out of total population, day prior to interview)

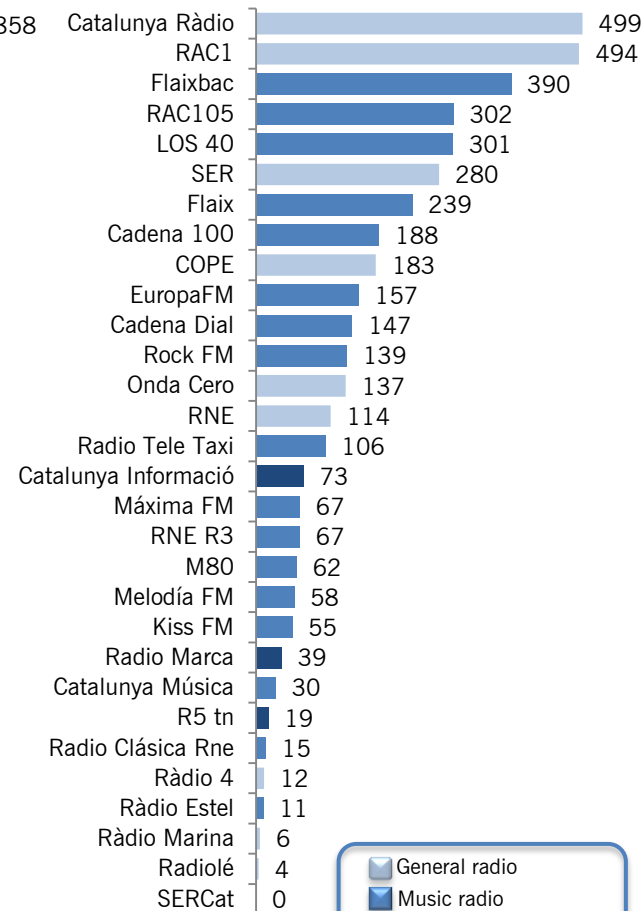
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
Music radio
News radio

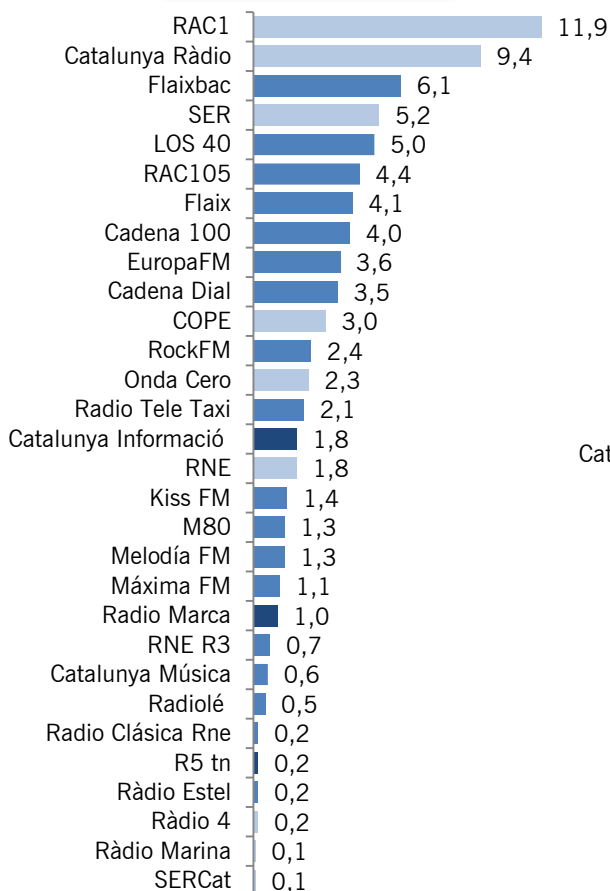
Source: EGM – Catalonia data – 1st sweep of 2017.

Radio audiences (4)

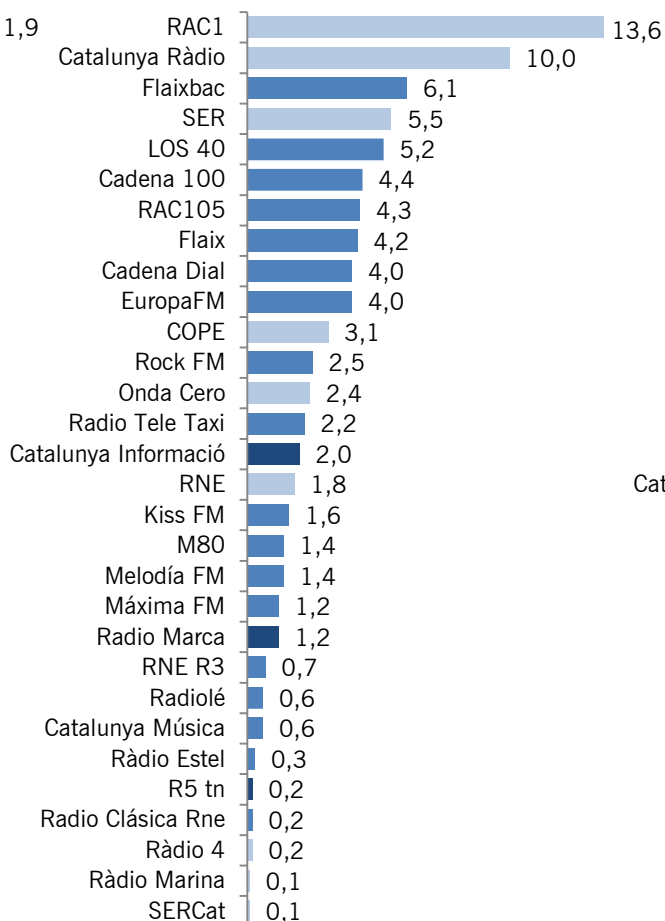
Cumulative daily radio audiences in Catalonia

(in %, out of total population, day prior to interview)

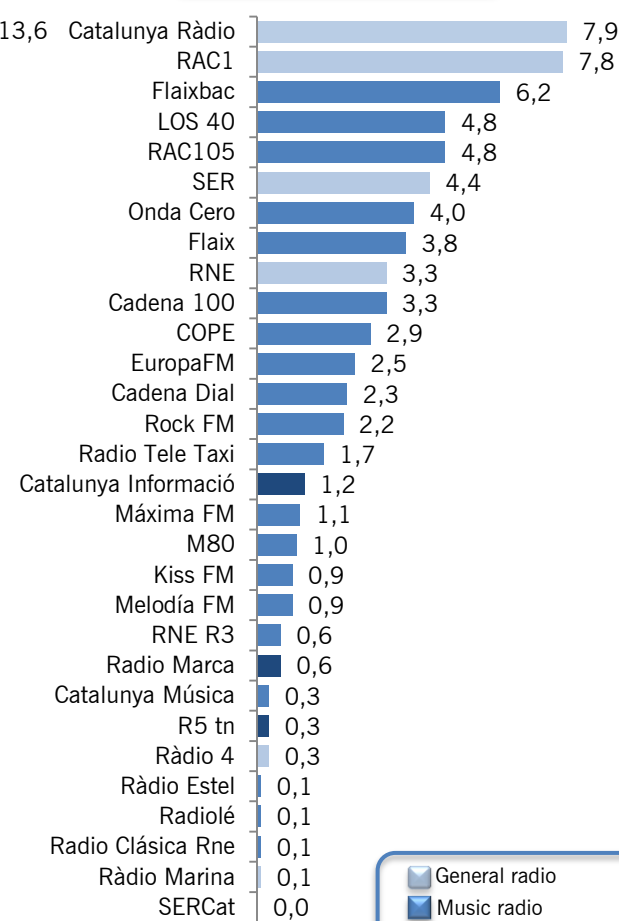
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
 Music radio
 News radio

Source: EGM – Catalonia data – 1st sweep of 2017.

Radio audiences by time slot (1)

On average, the Catalan population listens to 116 minutes of radio per day on weekdays (106 minutes from Monday to Sunday).

The broadcaster of the Godó Group, RAC1, leads all the time slots.

Radio audiences by time slot of the main general channels in Catalonia
(thousands of listeners, Monday to Friday), ordered by cumulative audience)

Broadcaster	Cumulative audiences	 from 06:00 to 12:00	 from 12:00 to 16:00	 from 16:00 to 20:00	 from 20:00 to 06:00
	858	660	330	293	217
	632	459	152	147	168
	346	217	69	85	129
	193	122	41	30	80
	151	71	37	44	41
	114	75	26	21	37

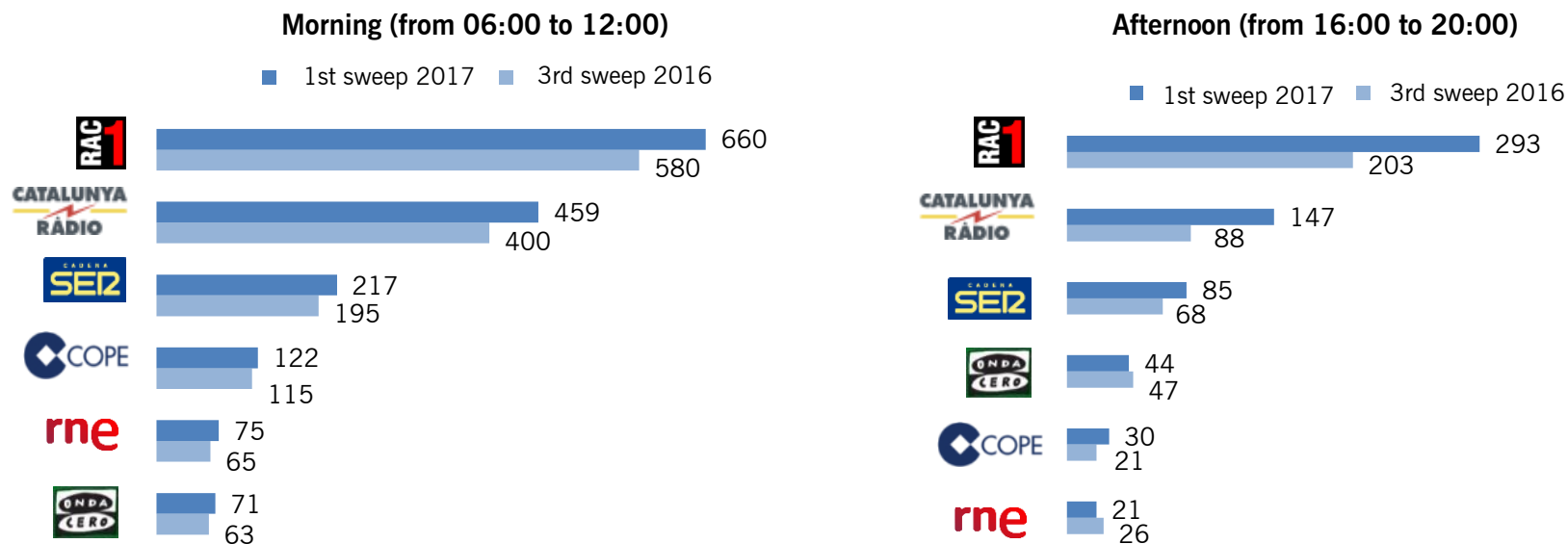
Source: EGM – Catalonia data – 1st sweep of 2017.

Radio audiences by time slot (2)

All morning programmes have gained listeners, especially RAC1 which has increased by 80,000, and also Catalunya Ràdio with 59,000 new listeners. The afternoon magazine programmes of RAC1, Catalunya Ràdio, Cadena SER and COPE have also increased their number of followers.

In general, the number of people listening to radio programmes in Catalan has risen.

Radio audiences for the morning and afternoon time slots of the main general channels in Catalonia
(thousands of listeners, Monday to Friday)



Note: the time slots established by EGM do not coincide with the times of the morning and afternoon magazine programmes of different broadcasters. The morning programmes are from 06:00 to 12:00 on RNE, COPE and RAC1; from 06:00 to 12:30 on Onda Cero and La SER; from 06:00 to 13:00 on Catalunya Ràdio. The afternoon magazine programmes on Onda Cero, Catalunya Ràdio and RAC1 are broadcast from 16:00 to 19:00; those of COPE and RNE from 15:00 to 19:00, and those of SER from 16:00 to 20:00.

Source: EGM – Catalonia data – 1st sweep of 2017.



Internet

Internet consumption in Catalonia



95% of the internet users connect every day.



29.9% between 4 and 8 hours a day.
25.4% more than 8 hours a day.



96% access the internet via their mobile.



32.3% subscribe to a package of services with Pay TV.



The main internet access provider to households (43% of internet users).



Use of social media

Most respondents devote between 15 and 30 minutes a day to social media, the most widely used being Facebook (84.4%).



84.4



53.2



48.4



38.2



18.5



11.5



5.3



4.9

Source: 19th survey *Navegantes en la red* by the AIMC, based on 14,822 voluntary online interviews with internet users from all over Spain between October and December 2016. This report presents the data for Catalonia, provided by the AIMC, from 1,971 participants (1,432 men and 539 women).

Consumption of online audiovisual content (1)

Activities related to accessing audiovisual content on the internet in the last 30 days in Catalonia. 2016 (in %)

	87.9 Reading the news
	84.4 Watching videos online (e.g. YouTube)
	60.2 Listening to music online (not download)
	48.7 Watching films/series online (not download)
	48.6 Watching broadcasts of TV channels on the internet or app
	34.9 Listening to radio channels on the internet or app
	33.5 Visiting adult websites
	29.9 Downloading films/series/documentaries
	25.0 Playing online games
	21.0 Downloading music
	18.3 Downloading radio programmes to consume later
	12.4 Downloading TV broadcasts to consume later

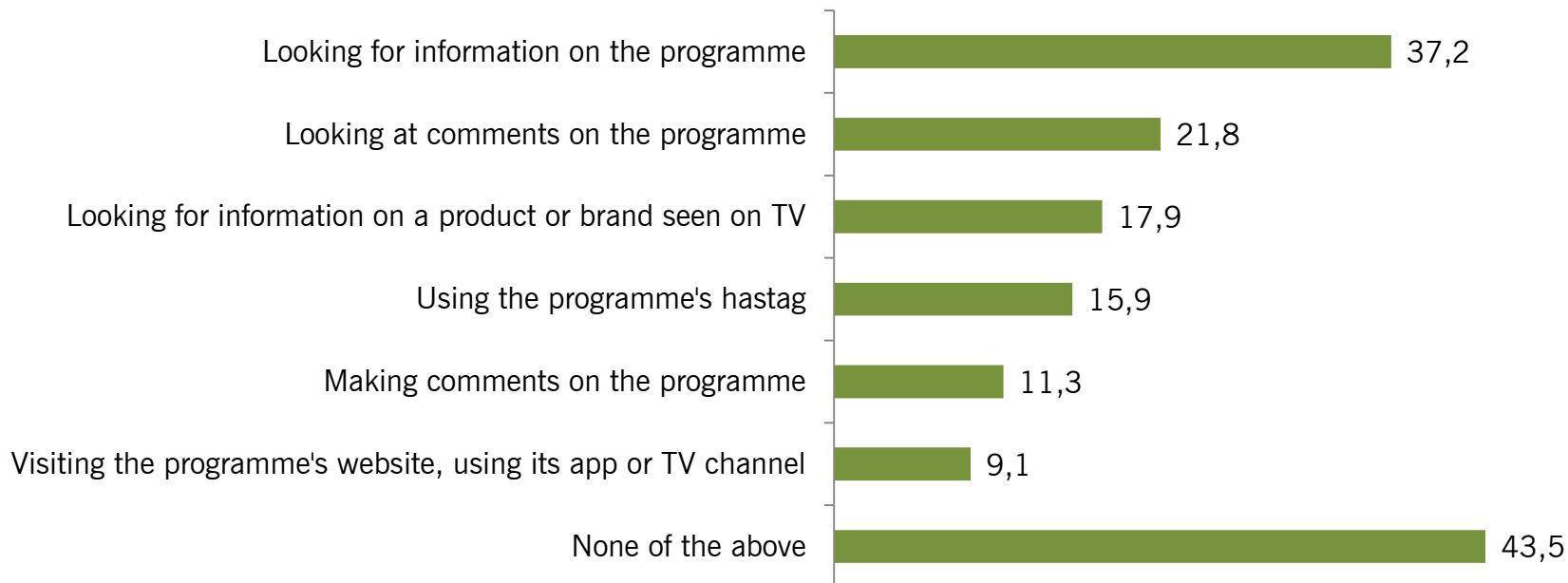
Source: AIMC. *Navegantes en la red*.

Consumption of online audiovisual content (2)

Viewers who combine consumption of the internet and TV usually interact on it via social media



Activities carried out on the internet while watching TV programmes (%)



Source: AIMC. *Navegantes en la red*.

An Internet Minute

What happens on the internet every minute in the world

2017 *This Is What Happens In An Internet Minute*



To understand the speed of data transmission and communication capacity online, we only need to look at what happens on the internet in one minute.

4.1 million viewings on YouTube
3.5 million searches on Google
900,000 logins on Facebook
452,000 tweets on Twitter
70,000 hours watched on Netflix
40,000 hours of music on Spotify

Source: Lori Lewis. [Merge](#). March 2017.

Catalan on the internet

Presence of Catalan on corporate websites of companies and organisations based in Catalan-speaking regions. 2017



The presence of Catalan is high on media websites (newspapers, magazines, radio and internet TV), around 70%, according to the Baròmetre de l'ús del català (Barometer of Catalan Use).

Observatori puntCAT has estimated a total of 112,912 “.cat” domains in May 2017.

Regarding apps, only 18% of the most frequently downloaded applications offer Catalan as an option.

Source: Baròmetre de l'ús del català, [WICCAC](http://wiccac.cat)/puntCAT

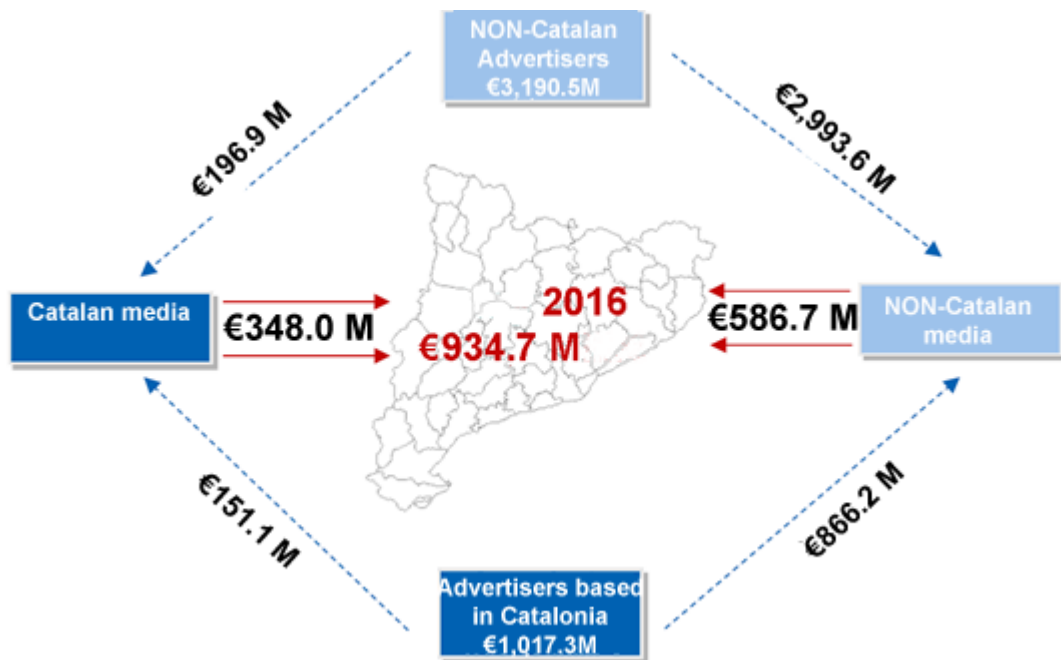


Advertising

Advertising spend in Catalonia

According to data from the Associació Empresarial de Publicitat, in 2016 **€934.7** million was spent on advertising in Catalonia. Of this amount, the Catalan media received **€348** million from advertisers inside and outside Catalonia.

Advertising spend in Catalonia. 2016 (in millions of euros)



Advertisers based in Catalonia

€1,017.3 million

Investment in **Catalan** media:

€151.1 million

Investment in **non-Catalan** media:

€866.2 million

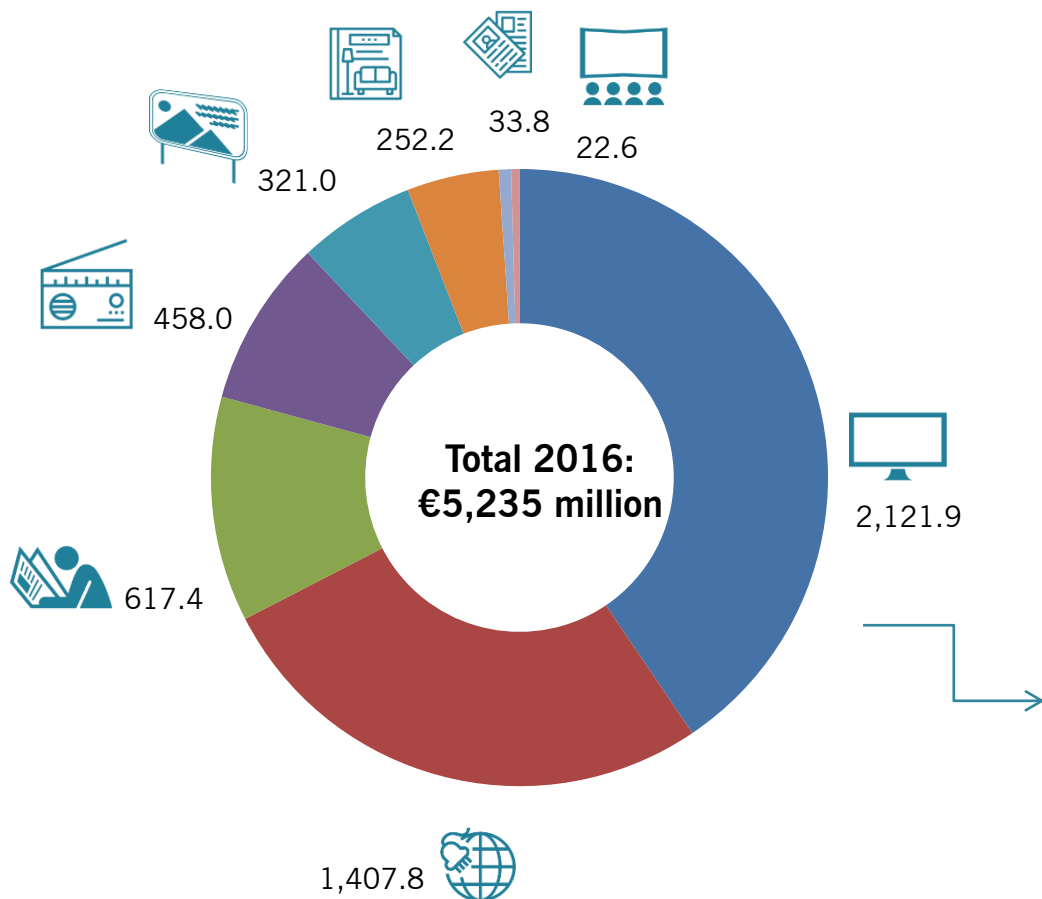
Of the total advertising spend generated by advertisers based in Catalonia, only 15% went to Catalan media.

Source: Associació Empresarial de Publicitat. [Estudi 2016 de la inversió publicitària a Catalunya](#)

Advertising spend in Spain

Advertising spend on conventional media. 2016 (in millions of euros, in Spain)

■ Television ■ Internet ■ Press ■ Radio ■ Outdoor ■ Magazines ■ Supplements ■ Cinema



Advertising spend in Spain in 2016 on conventional media grew by 4.3%, reaching €5,235 million.

TV is still the medium of choice for advertising but the internet is catching up and now ranks second, with the largest percentage gain in the year (12.6%).

The press and outdoor advertising have lost advertising spend. Regional TV channels have also lost advertising.

Investment in television	2016	Trend (in %)
Spanish, openly broadcast	1,911.5	5.9
Regional	126.9	-4.1
Pay TV	81.4	13.3
Local	2.1	5.0

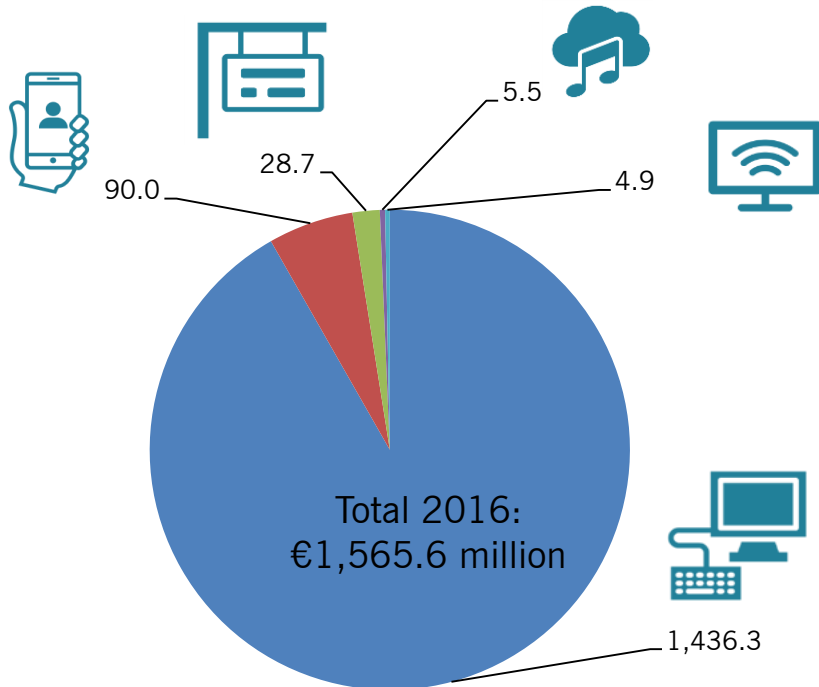
Source: InfoAdex. [Estudio de la inversión publicitaria en España 2017.](#)

Digital advertising spend

Digital advertising spend in Spain. 2016

(millions of euros)

Desktop Mobile Digital signage Online audio Smart TV

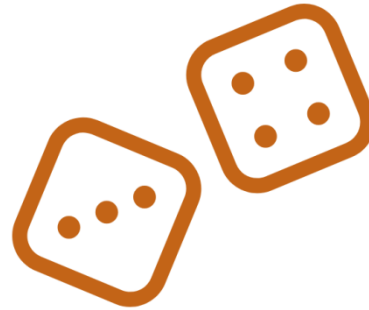


IAB Spain estimates the total digital advertising spend in Spain in 2016 at €1,565 million, up by 21.5% in one year.

80% of advertising plans are carried out jointly for advertising on computers (desktop) and phones (mobile).

The star formats are still search engines and sponsored links (search) with €783.6 million, followed by graphic advertising (display) with €584.1 million and video with €158.6 million.

Source: Interactive Advertising Bureau (IAB Spain). *Inversión Publicitaria en Medios Digitales. Resultados 2016*



Note.

Online gambling and betting

Advertising of online gambling and betting

Cases analysed by the CAC with the most frequent advertising of online gambling. 2016

Medium / platform	Programme / date	Online gambling ads out of total advertisements	Percentage of online gambling ads
Antena 3 TV	Football match Manchester City – FC Barcelona (1 November 2016)	10 / 47	21.3%
Cadena SER	Football match R. Madrid – Celta (27 August 2016)	15 / 33	45.5%
Sport.es	15, 27, 29, 30 September and 3 and 7 October 2016	10 / 22	45.5%
Mundodeportivo.com	15, 19, 26, 27, 29, 30 September and 1 October 2016	9 / 20	45.0%

Source: CAC. Report [Análisis de la presencia de contenidos en relación con el juego y las apuestas en línea](#) (as from page 3).

STRATEGY. The typical advertising ploy, present on all media (lineal and online), is to offer a bonus bet (with amounts of up to €1,200) as an incentive to attract and retain new users.

LEGISLATION. [Law 13/2011](#) and [Código de conducta sobre comunicaciones comerciales de las actividades de juego \(Code of conduct on commercial communications of gambling activities\)](#) (Autocontrol).

Online betting in Spain: market and profiles

Amounts gambled in online betting in Spain in 2016 (million euros)

2016	Amounts gambled (million euros)	Change vs. same quarter 2015
1st quarter	2,662	33.46%
2nd quarter	2,732	32.80%
3rd quarter	2,580	23.94%
4th quarter	2,913	19.91%
TOTAL YEAR	10,887	21.3%

Source: Dirección General de Ordenación del Juego (DGOJ), [Informes trimestrales](#).

TREND IN PROFILES

- ♣ The typical age of a gambler has fallen from 35-45 to 20-30 years.
- ♣ For people under 26 years of age, online gambling and betting are the main cause of an addiction to gambling.
- ♣ The lag time (the period from the start of gambling up to addiction) in face-to-face gambling is 7 to 10 years; for online gambling it's 1 to 2 years.

Source: [Federación Española de Jugadores de Azar Rehabilitados](#) (FEJAR)

SHARE. According to the DGOJ, 25% of the gambling market in Spain is online and 75% in person.

GROWTH. Online bets totalled €2,726 million in 2012. In 2016, €10,887 million. Growth was almost 400% in this period.

PROMOTION AND ADVERTISING. Advertising spend on this group totalled €134.16 million in 2015, 17.2% more than in 2014.

CAC recommendations on regulating online gambling and betting

♣ Regulate and standardise systems to warn about gambling and betting as entailing risk.

♣ Regulate the elements used as an advertising hook (free bonus, celebrities, young people's idols, gambling professionals, etc.), taking into account the impact these have on teenagers and young people.

♣ Establish effective mechanisms to prevent access by minors to online gambling and betting. Not only bets for money.

♣ Make it impossible for minors to access gambling tutorials for beginners or experts on video sharing sites.

♣ Establish systems to clearly differentiate informative and advertising content related to gambling, especially on digital media and video sharing sites.

♣ Alter the broadcasting times advertising is permitted for online gambling and betting, taking into account the need to protect minors.

Source: [Acuerdo 18/2017, de 1 de marzo, del Pleno del Consejo del Audiovisual de Cataluña en relación con el juego y las apuestas en línea.](#)



Newsflashes

Newsflashes



Last broadcast of Los40 TV

In February, Prisa closed down its pay music channel Los40 TV, which could be seen via Movistar+ and Orange TV. The channel started broadcasting in 1998 and mostly showed video clips and music programmes. Almost 20 years later, its content has now become part of the portal Los40.com.



The media have been banned from publishing Facebook images

The Supreme Court has ruled that publishing photos on the social medium does not automatically authorise their publication in the media. The express consent of the person who has published the image is therefore required, in accordance with [Ruling 91/2017](#), of 15 February.



The regulation for public domain radio frequencies has been passed

In February, the Ministry of Energy, Tourism and Digital Agenda passed the [regulation](#) on the use of the radio frequency spectrum in order to deploy 5G communication networks and install devices for the internet of things. The regulation covers the system employed by telecom operators to use radio frequencies and aims to optimise this and make it more flexible.



CSA report on the representation of women

Coinciding with International Women's Day, the French CSA published its [second annual report on the representation of women in radio and television programmes](#). From a quantitative point of view, the analysis concludes that women are still under-represented, especially in the case of experts and political representatives. For the coming year, the aim of the French regulator is to encourage female directors to access audiovisual production, analyse in depth the image of women in advertising and start up a social dialogue to improve the representation of women in music videos.



The BBC is now regulated by Ofcom

The BBC is no longer a self-regulated public body and will come under the supervision of [Ofcom](#). The BBC's former self-regulating body, the BBC Trust, has been dissolved and the governance and management of the BBC have been unified in the new [BBC Board](#). The [Royal Charter and Agreement](#), the contract between the government and the corporation for the period 2017-2027, defines the BBC's obligations and its funding. Based on this document, Ofcom has approved the [Operating Framework](#), with detailed criteria regarding the BBC's fulfilment of its obligations, quality standards and impact on the market.

Newsflashes



Norway: fake news survey

In April 2017, the Norwegian Ministry of Culture published the findings of a [survey on fake news](#) by the regulator [Medietilsynet](#). 45% say that, every week, they read news items they believe are deliberately falsified. 23% confirm they have, at least once, shared news items which they have later realised were fake. Regarding the platforms where they have found fake news, the main ones are Facebook (62%), traditional media (21%), search engines (15%), YouTube (14%) and alternative news websites (12%).



EPRA Assembly in Edinburgh

On 18 and 19 May, the 45th meeting of EPRA, the European Platform of Regulatory Authorities, was held in Edinburgh. A representative from the European Commission provided information on the proposed revision of the Audiovisual Media Services Directive, currently going through Parliament and the European Council. Various issues were covered, such as news in the digital era, permits and licences, education in communication and the future of radio.



iCat will return to FM in September

In April the [CCMA](#) announced that the music and culture broadcaster will once again broadcast via FM after only being able to operate on the internet for the last five years. iCat is a platform for emerging music and cultural content with a clear focus on Catalan creators and international festivals based in Catalonia.



Local content on pay TV platforms

The local TV broadcasters belonging to La Xarxa can now be seen on Movistar+ (channel 159) as well as betevé, Barcelona's local TV station, located on channel 160. Being present on the pay TV platform gives proximity TV broadcasters the chance to reach new audiences.



25 years of the ACR

The Associació Catalana de Ràdio (ACR) was set up in 1992 and represents the private commercial channels and broadcasters operating in Catalonia, which currently total almost 200. The Association has celebrated its 25th anniversary with an event where its President, Robert Serentill, pointed out that 3 out of 4 radio listeners in Catalonia listen to at least one of its associate broadcasters.



CAC in schools

On 29 May, at an event held at CosmoCaixa, the Catalan Audiovisual Council presented the [14th CAC at school Awards](#), which recognise the best work carried out in Catalan educational centres in the area of media education. These awards cover seven categories ranging from primary education to research as part of the Baccalaureate and teacher training, with prizes totalling 10,500 euros.

Newsflashes



Harmful internet content withdrawn

Google, Twitter and Yahoo have removed internet content that encouraged suicide after a complaint brought by the Audiovisual Council before the Public Prosecutor of Catalonia and content providers. The CAC, which has included the internet in its remit since 2015, has produced four reports to date warning about issues such as child pornography, encouragement for disorders such as anorexia and bulimia, gender-based violence and content of [risk in relation to death by suicide](#).



Combating the discourse of hate

The [Mesa per la Diversitat en l'Audiovisual](#) (MDA), an organisation promoted by the Catalan Audiovisual Council, organised a seminar dedicated to analysing the discourse of hate and the role of the media in generating different discourses for migrants, refugees and foreigners. At this event, the President of the CAC stated that the European Audiovisual Media Services Directive should allow audiovisual authorities to order the immediate removal of content that encourages hate or harms minors, content which can now spread more easily as a result of digital media.

Mesa per a la Diversitat en l'Audiovisual also presented the 9th Awards given every year to those audiovisual programmes, productions or initiatives that best reflect cultural diversity.

BIAC. No. 7 - First 4 months of 2017

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 1st sweep of 2017. Period February-March 2017. Area of Catalonia.
- AIMC: 19th edition of the survey *Navegantes en la red*. Based on 14,822 voluntary online interviews with internet users throughout Spain between October and December 2016. Data for Catalonia, from 1,971 participants (1,432 men and 539 women).

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). No. 7. First 4 months of 2017. Barcelona: CAC, May 2017. <www.cac.cat>