



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media Sector in Catalonia)

19

**Second four months of 2021
Nº 19. September 2021**

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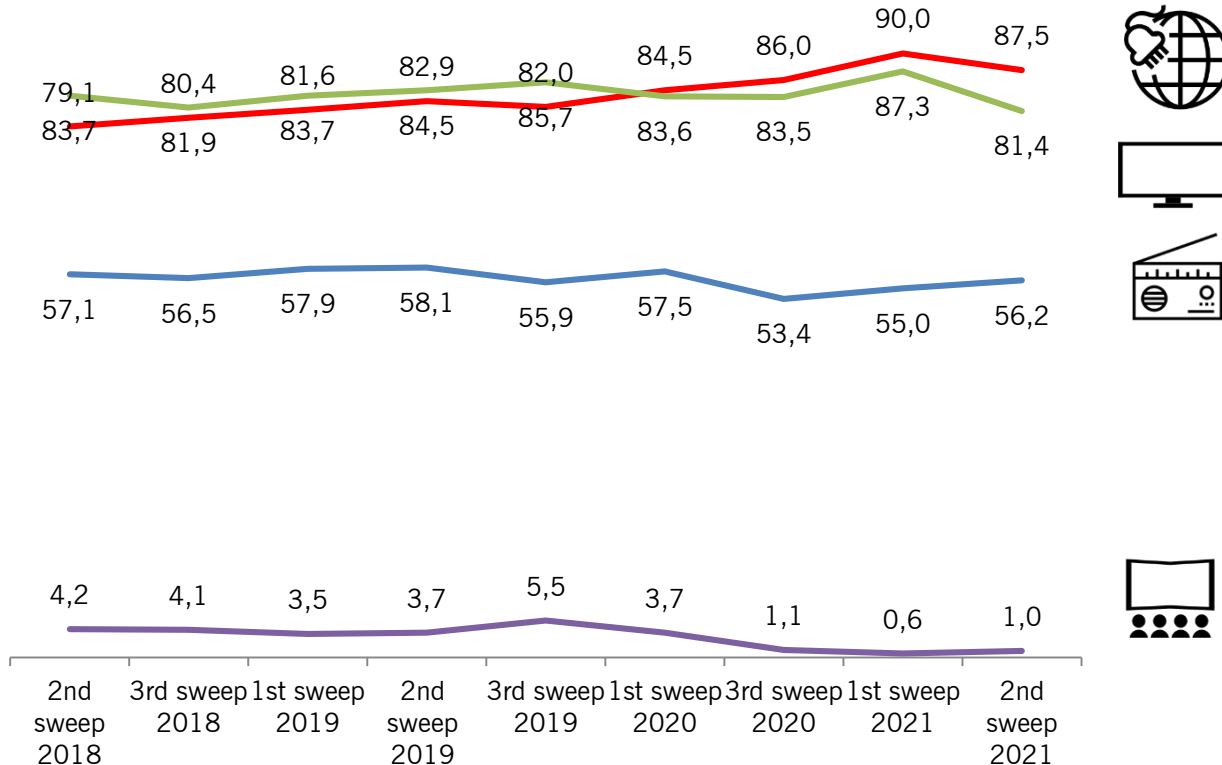
Newsflashes

38



Audiovisual penetration in Catalonia (1)

Media penetration in Catalonia (% of total population)



CONSUMPTION IN CATALUNYA



In the first four months of the year, the average television consumption was 3 hours and 27 minutes.

From Monday to Sunday, an average of 1 hour and 33 minutes of radio is heard daily.

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 – 2nd sweep 2021.

Audiovisual penetration in Catalonia (and 2)

Audiovisual penetration in Catalonia. By sex and age group (in %)



SEX / AGE	INTERNET	TELEVISION	RADIO	CINEMA
Total population	87.5	81.4	56.2	1.0
Men	89.9	82.5	60.8	1.4
Women	85.3	80.4	51.8	0.7
From 14 to 19 years	98.1	71.7	43.2	0.8
From 20 to 24 years	98.7	66.8	50.6	1.5
From 25 to 34 years	99.5	71.1	58.6	0.7
From 35 to 44 years	96.8	76.8	59.3	1.3
From 45 to 54 years	93.7	83.9	62.6	1.0
From 55 to 64 years	90.3	87.0	58.6	1.1
From 65 to 74 years	73.2	91.9	57.2	1.1
From 75 years and over	46.6	93.2	45.2	0.9

Source: EGM – Catalonia data – 2nd sweep 2021.



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.**

8 Catalan channels



4 public



4 commercial



26 Spanish channels



5 public



21 commercial



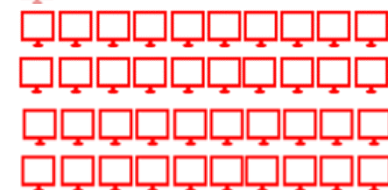
50 local channels



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). May 2021.

Catalan DTT channels

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Catalan

8 channels	4 public channels 50%	Corporació Catalana de Mitjans Audiovisuals (CCMA)    	
	4 commercial channels 50%	   	

^A In July, the CAC authorised the modification of the shareholding structure of the provider Emissions Digitals de Catalunya SAU (EDICA), the administrative concession to operate a multiple DTT channel with open national coverage in favour of the company OC 2022 ([Agreement 68/2021](#) of 15 July of the Plenary Session of the CAC). The channels 8TV and BOMcine are edited by EDICA; Barça TV by Futbol Club Barcelona and Fibracat by the company Alta Tecnologia en Comunicació.

Source: Catalan Audiovisual Council. September 2021.

Spanish DTT channels

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Spanish

26 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.

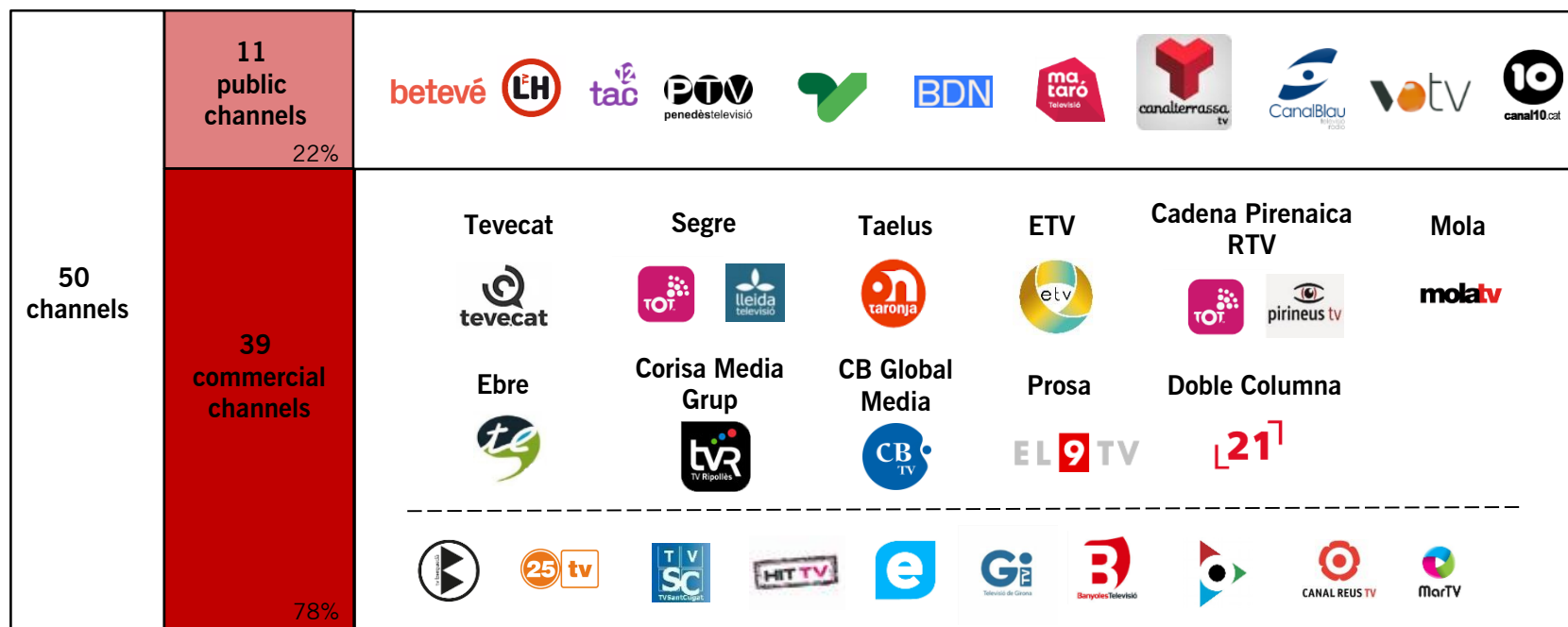
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. September 2021.

Local DTT channels (1)

Public TV Commercial TV Language used

By ownership, supply and vehicular language

Catalan

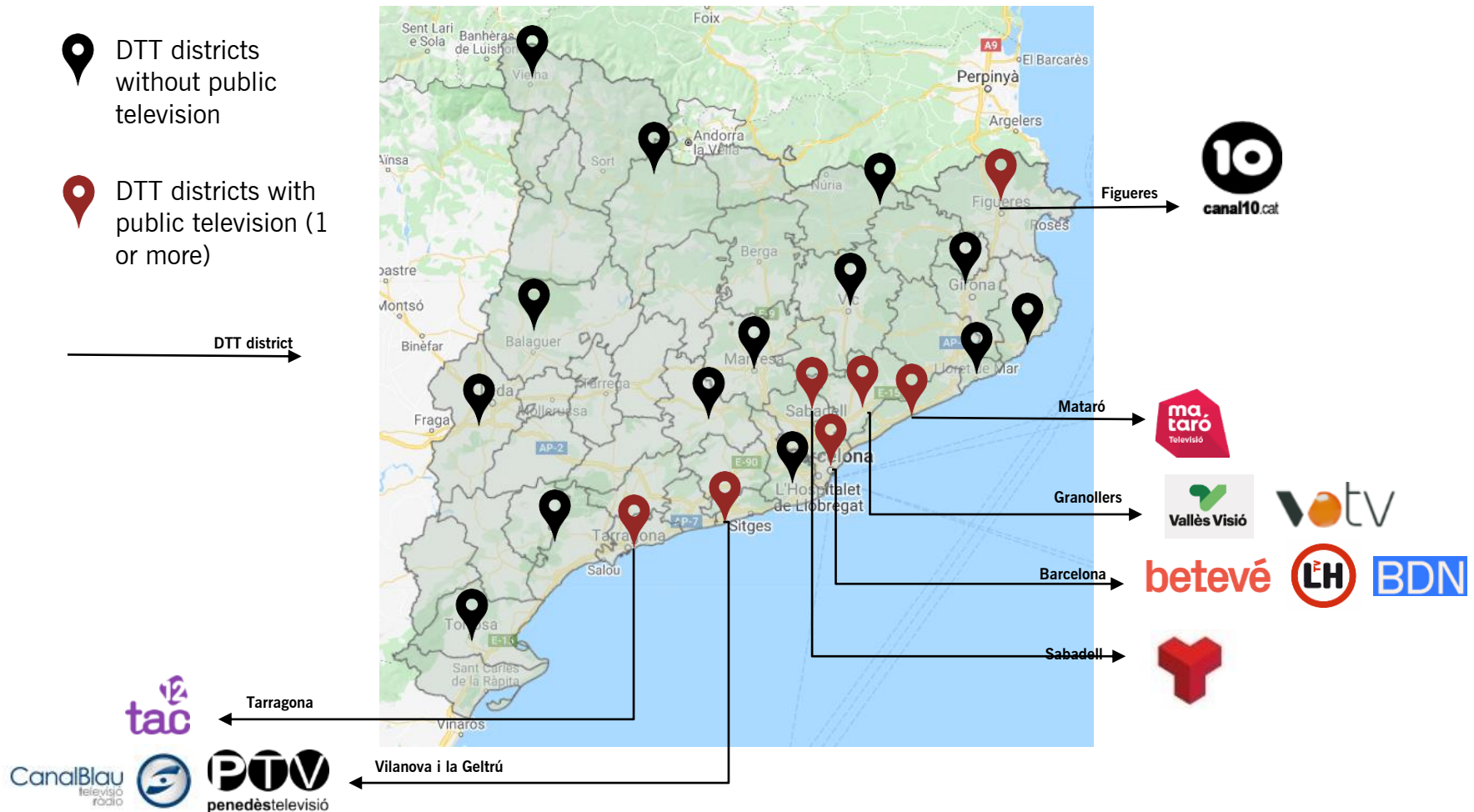


Note: Commercial channels are gathered by communication groups, if applicable. The box does include commercial channels of La Seu d'Urgell, Manresa and Vilanova i la Geltrú (S/D)

Source: Catalan Audiovisual Council. September 2021.

Public local DTT channels (2)

11 public television DTT channels distributed in 7 DTT districts

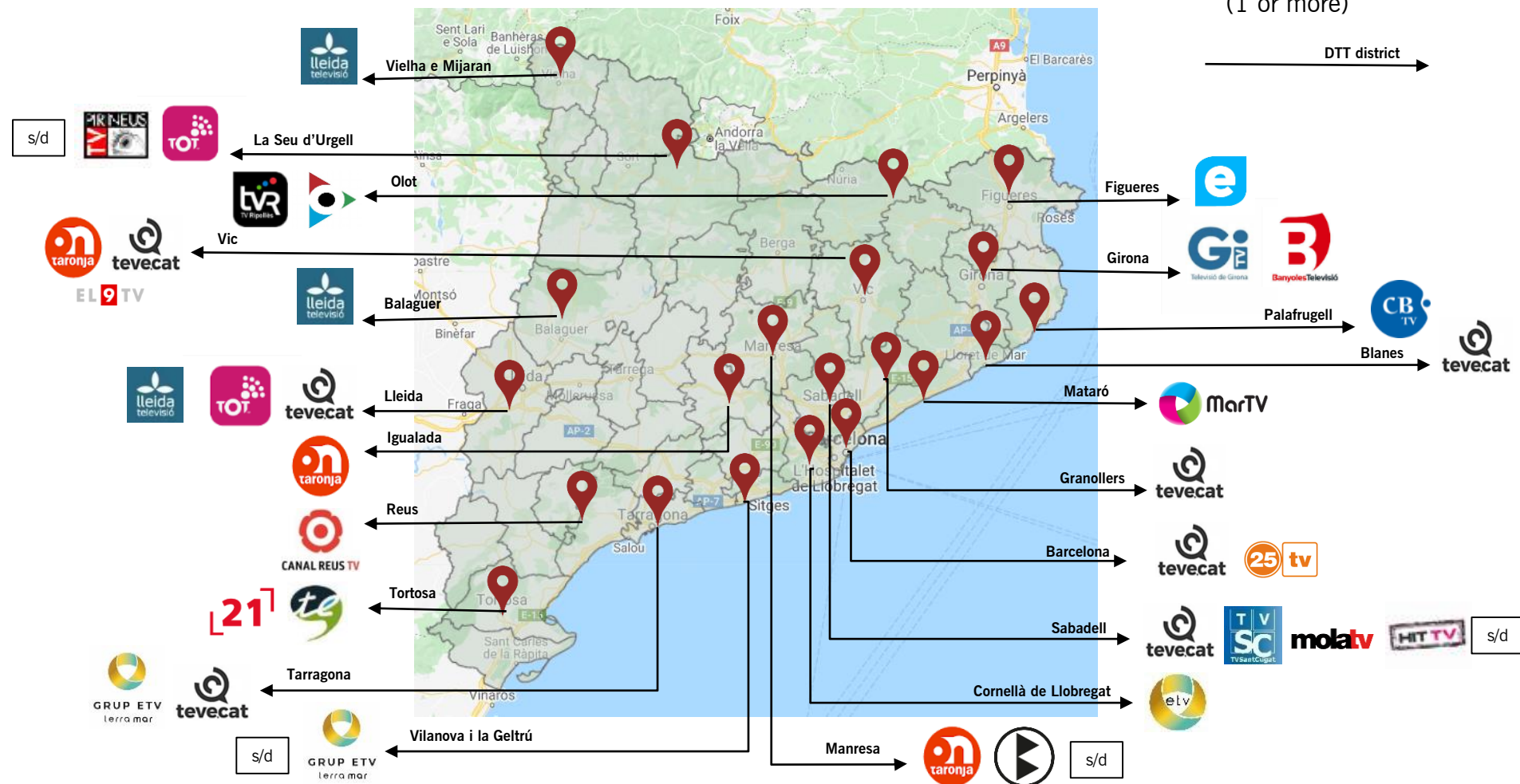


Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council. September 2021.

Commercial local DTT channels (and 3)

39 commercial local television stations distributed in 21 districts

DTT districts with commercial television (1 or more)

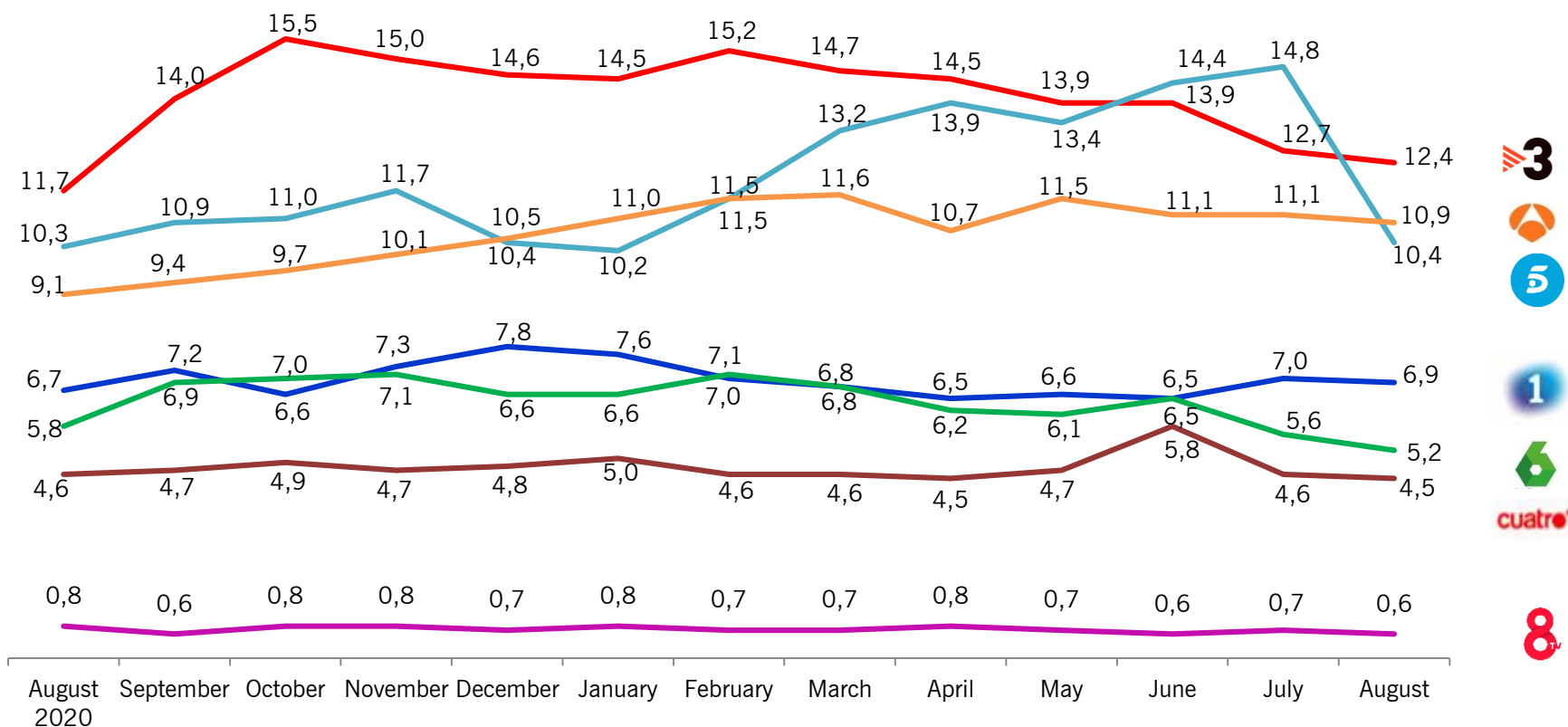


Source: [Map of audiovisual media of Catalonia](#) of the Catalan Audiovisual Council. September 2021.

DTT audiences (1)

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

(in %, from August 2020 to August 2021)



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)

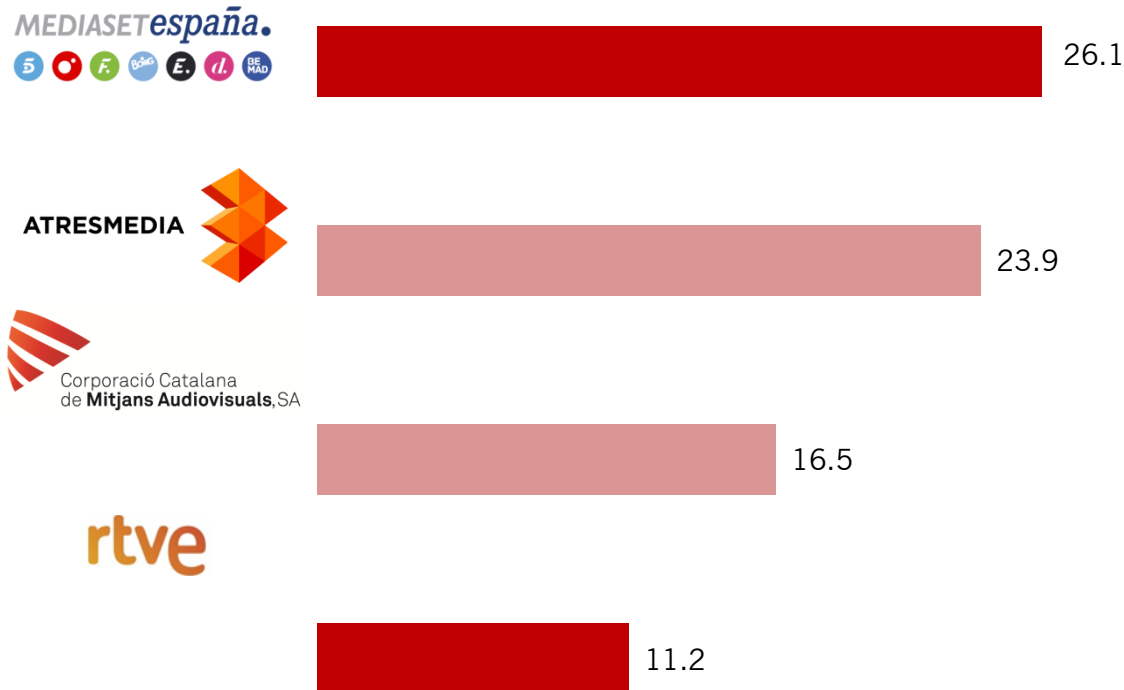
Monthly share per channel in Catalonia. (in %, from January to August 2021, in descending order according to average ranking)

Channel	January	February	March	April	May	June	July	August
TV3	14.5	15.2	14.7	14.5	13.9	13.9	12.7	12.4
Antena 3 TV	11.0	11.5	11.6	10.7	11.5	11.1	11.1	10.9
Telecinco	10.2	11.5	13.2	13.9	13.4	14.4	14.8	10.4
La1	7.6	7.0	6.8	6.5	6.6	6.5	7.0	6.9
laSexta	6.6	7.1	6.8	6.2	6.1	6.5	5.6	5.2
Cuatro	5.0	4.6	4.6	4.5	4.7	5.8	4.6	4.5
Divinity	2.0	2.0	1.7	1.9	1.7	1.7	2.0	3.4
Energy	2.8	2.4	2.6	2.4	2.6	3.0	2.8	3.2
La2	2.3	2.3	2.3	2.2	2.2	2.3	2.4	2.7
Neox	2.2	2.2	2.0	1.8	1.8	1.8	2.1	2.3
Factoría de Ficción	2.2	2.2	2.1	2.0	2.0	2.2	2.3	2.2
DMax	1.6	1.6	1.7	1.9	1.9	1.7	1.9	2.2
Atreseries	1.8	1.7	1.5	1.7	1.9	1.7	1.7	2.0
Paramount Network	1.9	2.0	1.9	2.0	2.0	1.8	2.0	1.9
TRECE	2.0	1.9	1.6	1.6	1.8	1.7	1.7	1.9
Mega	1.2	1.2	1.3	1.2	1.4	1.4	1.3	1.5
Dkiss	1.0	0.9	0.8	1.0	1.3	1.3	1.4	1.5
Teledporte	0.4	0.3	0.4	0.4	0.5	0.4	1.3	1.5
3/24	1.6	1.5	1.3	1.4	1.3	1.2	1.4	1.3
Nova	1.5	1.1	1.3	1.2	1.4	1.6	1.2	1.3
Boing	1.1	1.3	1.3	1.1	0.9	0.8	1.0	1.0
TEN	0.7	0.7	0.6	0.7	0.7	0.7	0.8	1.0
BeMad	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.8
Disney Channel	0.5	0.5	0.5	0.4	0.5	0.6	0.4	0.8
8tv	0.8	0.7	0.7	0.8	0.7	0.6	0.7	0.6
24h	0.7	0.7	0.6	0.6	0.5	0.5	0.5	0.6
Super3/33	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.6
Gol	0.5	0.5	0.6	0.6	0.7	0.5	0.4	0.5
Clan	1.1	0.8	0.8	0.8	0.6	0.6	0.6	0.5
Esport3	0.5	0.4	0.6	0.5	0.5	0.4	0.3	0.4

Source: [Barlovento Comunicación](#).

DTT audiences (and 3)

Audience share in Catalonia (in % and by group, from January to August 2021)



Source: Own elaboration with [Barlovento Comunicación](#) data.



Audiovisual online

Subscriptions to IPTV platforms

Households and subscribers to the main pay-IPTV platforms. Catalonia. April-May 2021

IPTV	HOUSEHOLDS 		SUBSCRIBERS 	
	734,228	24.2%	1,683,000	25.5%
	163,836	5.4%	402,600	6.1%
	163,836	5.4%	369,600	5.6%

Movistar+ and **Orange/Jazztel TV** lead the IPTV pay-TV platforms with more than one million and almost half a million subscribers, respectively. Vodafone is the only platform to grow (0.6%) compared to the first sweep of the year.

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

Source: EGM – Catalonia data. 2nd sweep 2021. Base: 3,034,000 households and 6,601,000 people.

Subscriptions to OTT services

Households and subscribers to the main pay-OTT platforms. Catalonia. April-May 2021

OTT PLATFORM	HOUSEHOLDS 		SUBSCRIBERS 	
NETFLIX	1,626,224	53.6%	3,729,000	56.5%
prime video	1,086,172	35.8%	2,422,200	36.7%
HBO	458,134	15.1%	1,036,200	15.7%
Disney+	385,318	12.7%	917,400	13.9%
DAZN	148,666	4.9%	363,000	5.5%
FILMIN	97,088	3.2%	171,600	2.6%
Rakuten TV	57,646	1.9%	138,600	2.1%
Other suppliers	236,652	7.8%	541,200	8.2%

In Catalonia there are more than **9.3 million OTT subscribers** and the market is still clearly dominated by **Netflix's** offer with 3.7 million subscribers and it ranks first in the ranking of most used OTT platforms (56.5%) ahead of **Amazon Prime Video** (36.7%) and **HBO** (15.7%).

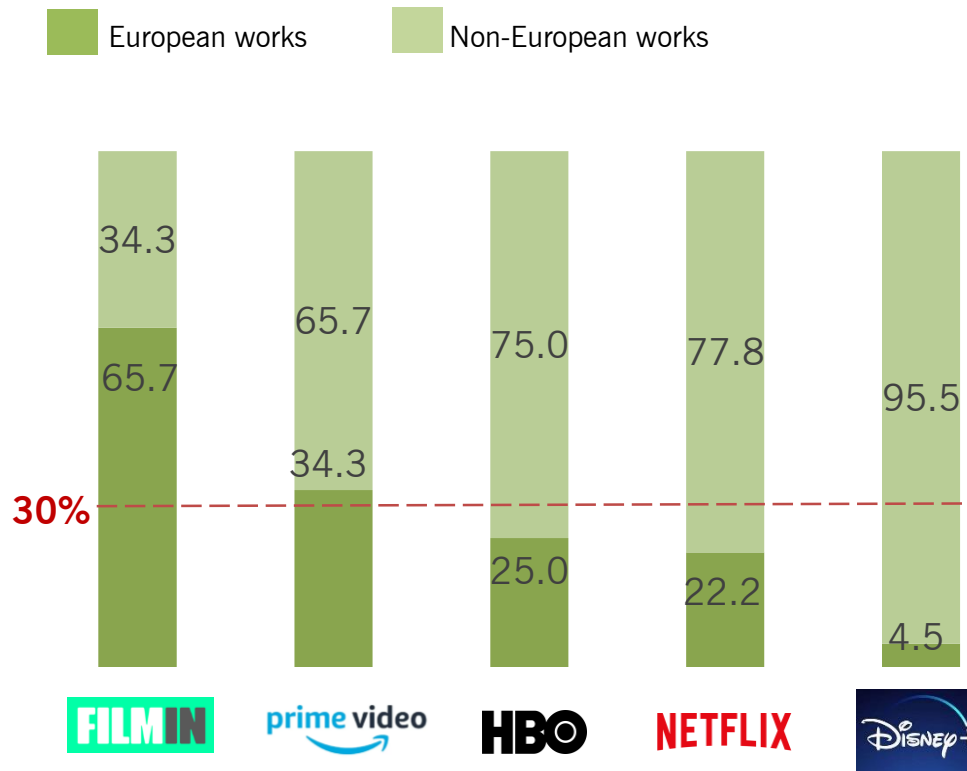
HBO reaches 1 million subscribers and **Disney+** is the fastest growing platform (2.1%) compared to the first sweep of the year.

Source: EGM – Catalonia data. 2nd sweep 2021. Base: 3,034,000 households and 6,601,000 people.

Presence of European work on online platforms (1)

The **Audiovisual Media Services Directive** establishes a minimum of European works supply in on-demand audiovisual services: **a minimum of 30% of European works in the catalogue** and the **guarantee of their prominence**.

Presence of European works on the main VoD platforms (in %). Different days of analysis



PRESENCE OF EUROPEAN WORKS

According to CAC reports, the presence of European works in the catalogue **is less than 30%** on the **HBO, Netflix and Disney+** platforms.

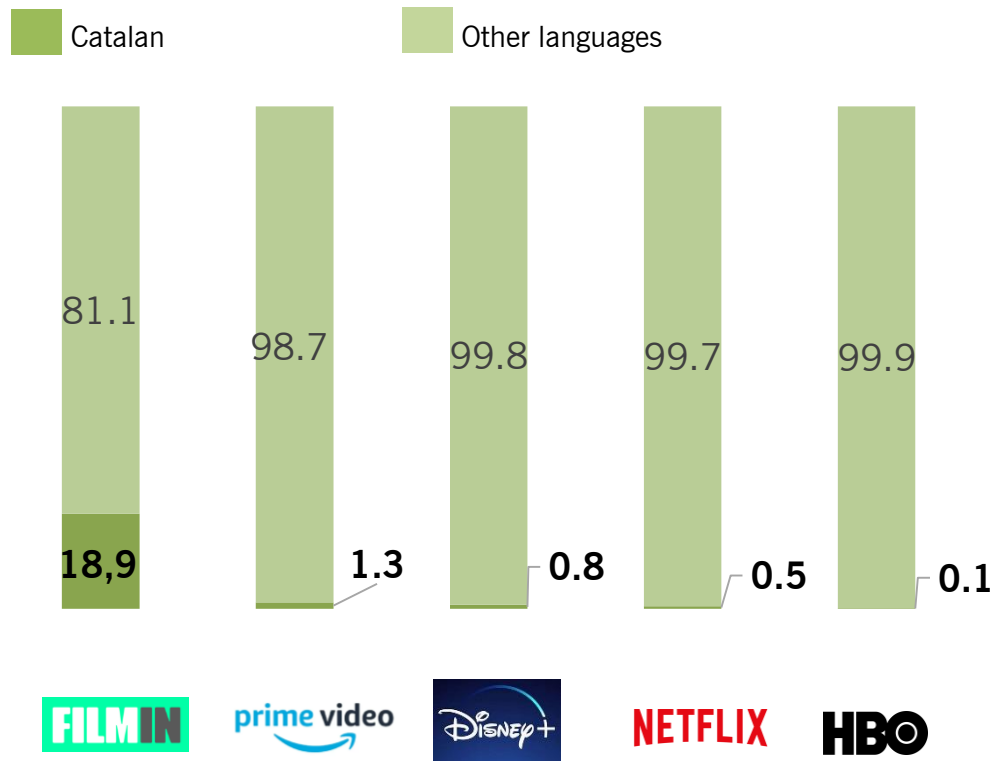
Filmin and **Amazon Prime Video** exceed the established share with 65.7% and 34.3% each.

^A Days analysed: Filmin and Amazon Prime Video (4/20/2021), HBO and Disney+ (4/9/2021), and Netflix (2/10/2020)

Source: Reports prepared by the Content Area of the CAC and approved by the Plenary of the Council (Agreements [49/2020](#) and [53/2021](#)).

Presence of European work on online platforms (and 2)

Presence of European works in Catalan on the main VoD platforms (in %).
Different days of analysis^A



PRESENCE OF CATALAN

According to the CAC reports, the supply of works in Catalan (in the audio or subtitles) is **not very significant** (less than 1.5% in the case of Amazon Prime Video and no more than 1% on the Netflix, Disney+ and HBO platforms).

Filmin is particularly noteworthy: 18.9% of its catalogue is original in Catalan, and it provides the **FilminCAT** interface through which it exclusively offers works from the general catalogue produced in Catalonia or available in Catalan.

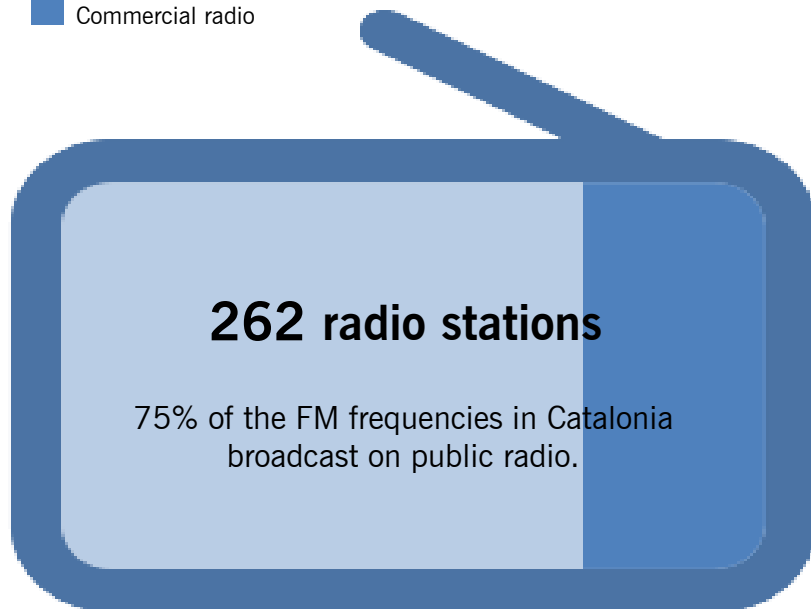
^A Days analysed: Filmin and Amazon Prime Video (4/20/2021), HBO and Disney+ (4/9/2021), and Netflix (2/10/2020)

Source: Reports prepared by the Content Area of the CAC and approved by the Plenary of the Council (Agreements [49/2020](#) and [53/2021](#)).



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

13 Catalan stations

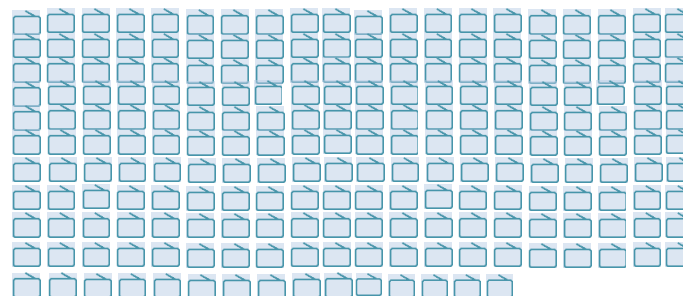
5 public
8 commercial

18 Spanish stations

4 public
14 commercial

231 local stations

215 public



16 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). September 2021.

Public radio

 Language used

By service area and language of broadcast

224 Public radio	5 Catalan radios	      Catalan
	4 Spanish radios	     Spanish
	215 local radios*	             Catalan

* Examples of local radios.

Source: Catalan Audiovisual Council (local FM), Corporació Catalana de Mitjans Audiovisuals (Catalan FM) and Ministry of Economy and Enterprise (Spanish FM). September 2021.

Commercial radio

 Language used

By service area and language of broadcast

38 Commercial radios	8 Catalan radios	GODÓ   FLAIX  TELE TAXI    Catalan ESTEL  PRISA 
	14 Spanish radios	PRISA       COPE    ATRESMEDIA    RADIO BLANCA  UNIDAD EDITORIAL   Spanish (except for disconnexions)
	16 Local radios	     EL 9 FM           Catalan

Source: Catalan Audiovisual Council. September 2021.

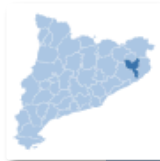
Public municipal radio stations by county

From la Garrotxa to Moià



Garrotxa

- [Ràdio Besalú](#) (107.8)
- [Bàs Ràdio](#) (107.9)
- [Ràdio Les Planes](#) (107.7)
- [Ràdio La Vall](#) (107.6)
- [Ràdio Sant Joan](#) (107.0)



Gironès

- [Ràdio Cassà](#) (103.1)
- [Ràdio Celrà](#) (107.7)
- [Ràdio Salt](#) (97.7)
- [Girona FM](#) (92.7)
- [Llagostera Ràdio](#) (105.7)
- Ràdio Quart (101.0)
- Radio Fornells de la Selva (98.1)
- [Ràdio Sant Gregori](#) (107.9)
- [Ràdio Sarrià](#) (87,6)
- [Ràdio Vilablareix](#) (107.5)



Maresme

- Ràdio Arenys (91.2)
- [Ràdio Arenys de Munt](#) (107.0)
- [Ràdio Argentona](#) (104.6)
- Ràdio Cabrera (107.1)
- [Ràdio Calella](#) (107.9)
- Ràdio Canet (107.6)
- Ràdio Masnou (100.4)
- Ona Malgrat (107.4)

Maresme

- [Ràdio Santa Susanna](#) (91.7)
- [Mataró Ràdio](#) (89.3)
- [Ràdio Palafolls](#) (107.7)
- [Ràdio Pineda](#) (94.6)
- [Premià de Dalt Ràdio](#) (91.4)
- [Ràdio Llanerxes](#) (107.8)

Maresme

- Ràdio Sant Cebrià (103.2)
- Ràdio Vallalta (107.5)
- [Ràdio Sant Pol](#) (107.2)
- [Ràdio Santvi](#) (107.4)
- [Ràdio Santa Susanna](#) (91.7)



Moià

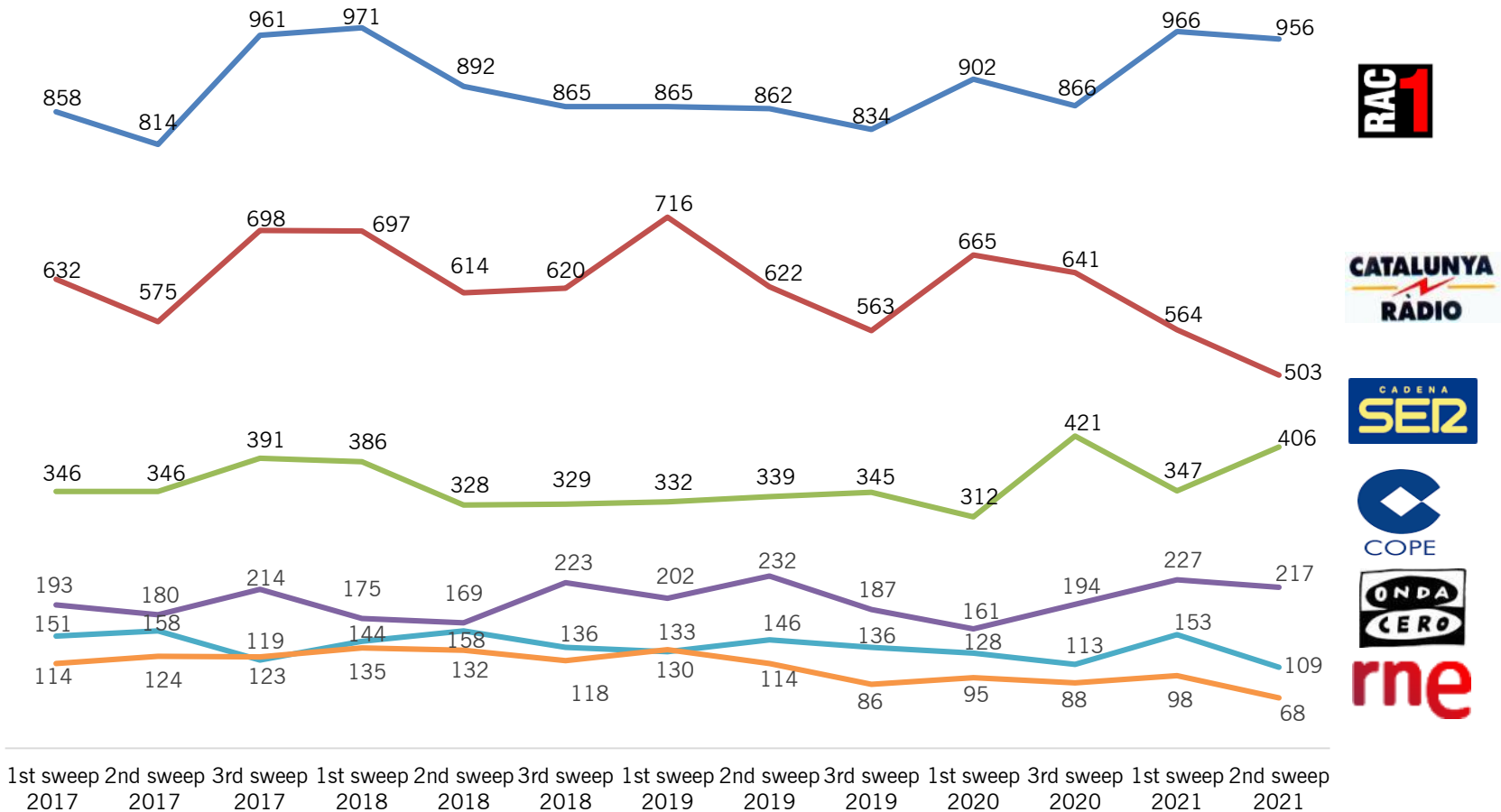
- [Ràdio Castellterçol](#) (107.0)
- [Ràdio Moià](#) (107.8)
- [Ràdio 010](#) (107.2 – Santa Maria d'Oló)

Source: [Map of audiovisual media of Catalonia](#) of the CAC, corporate webpages of local broadcasters and Idescat (map). Consulted: Sep. 2021

Radio audiences (1)

General radio ranking. Audiences

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

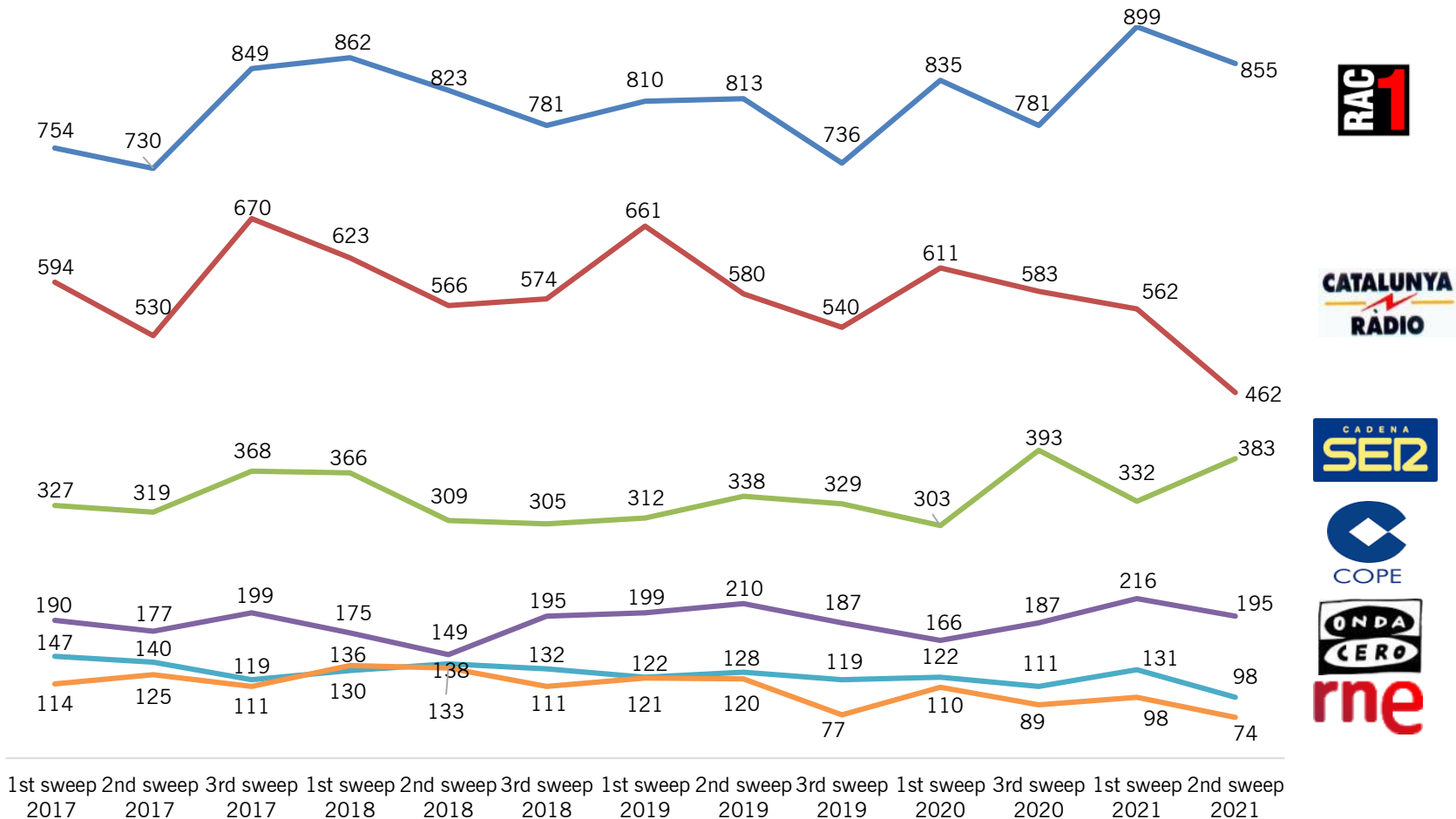


Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (2)

General radio ranking. Audiences

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

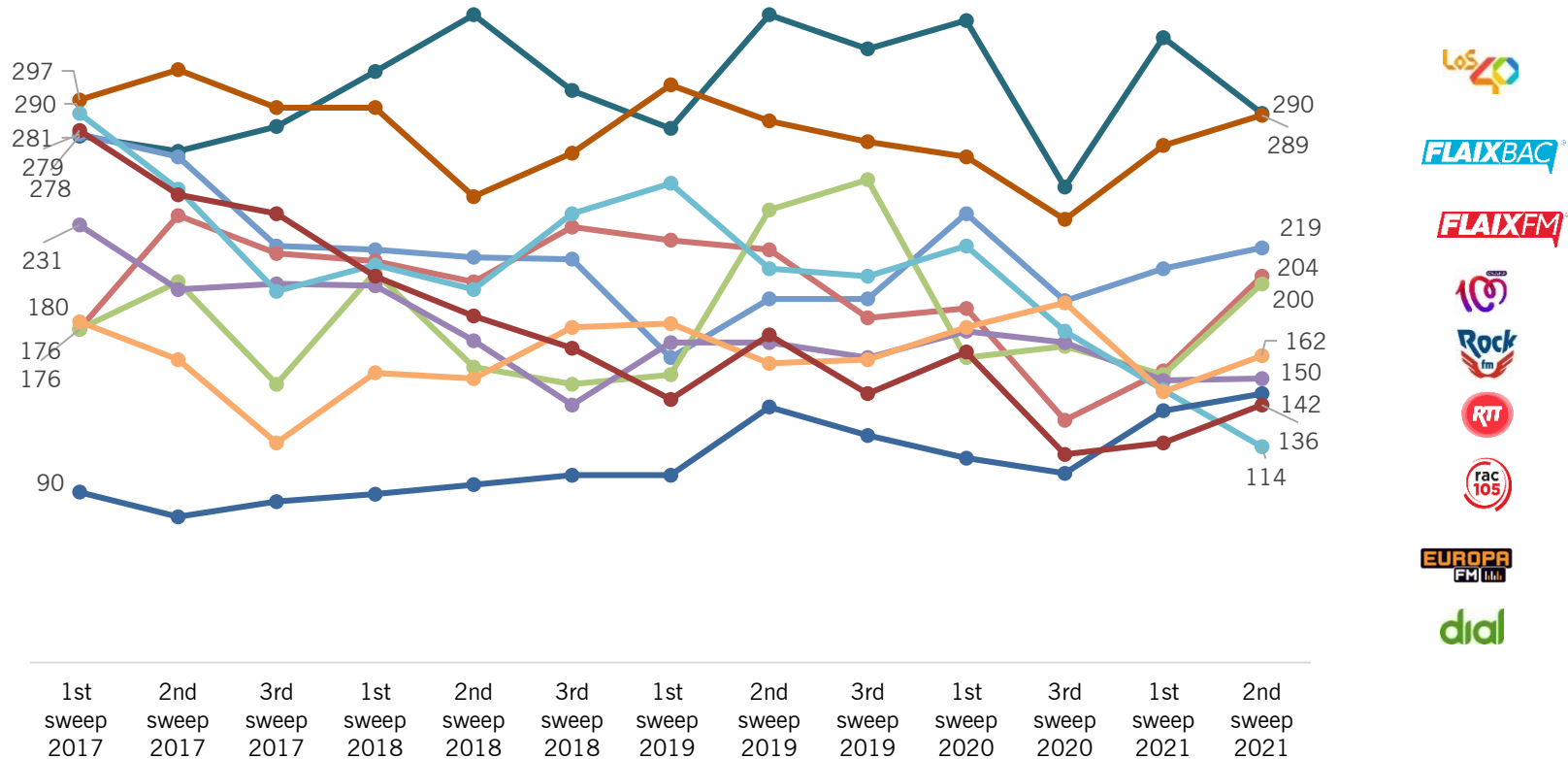


Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (3)

Music radio ranking. Audiences

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

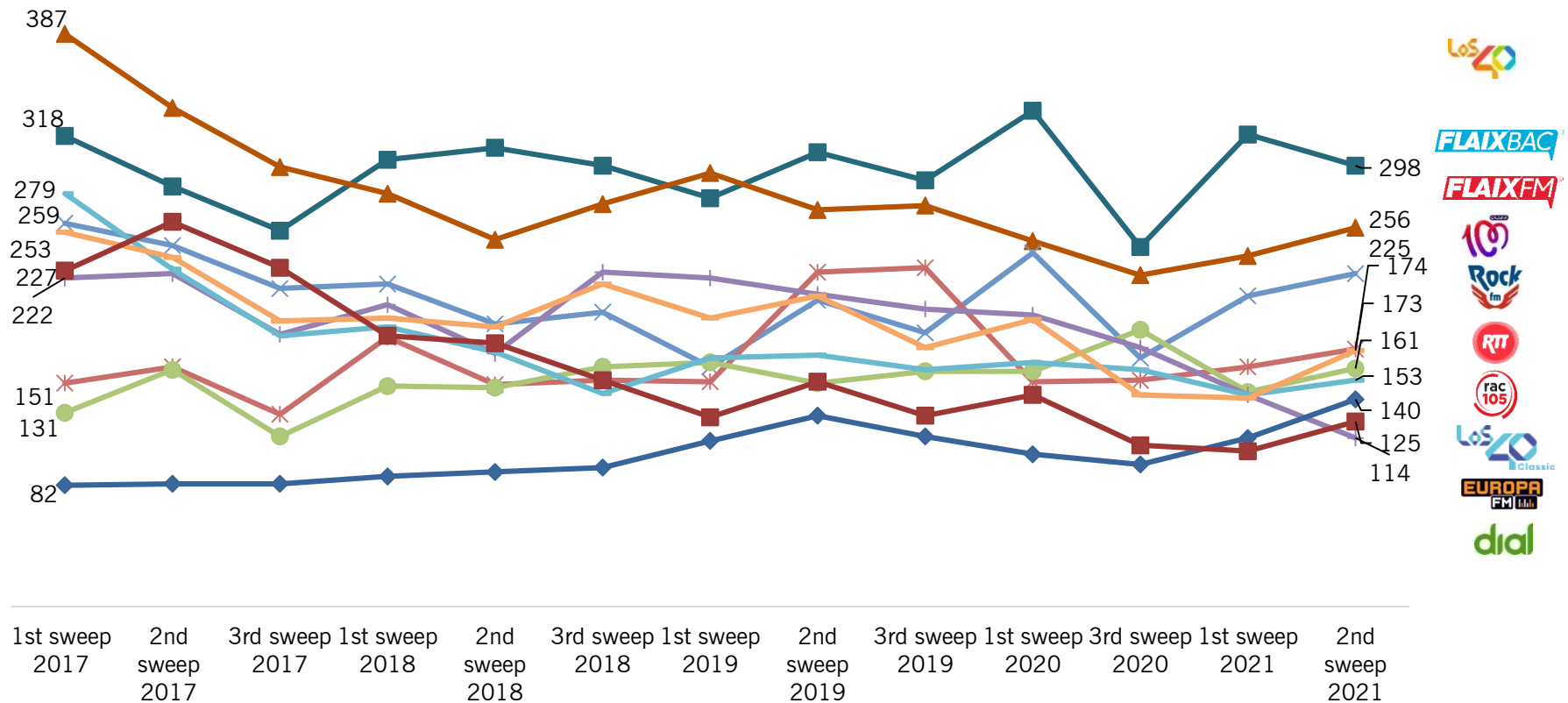


Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (4)

Music radio ranking. Audiences

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

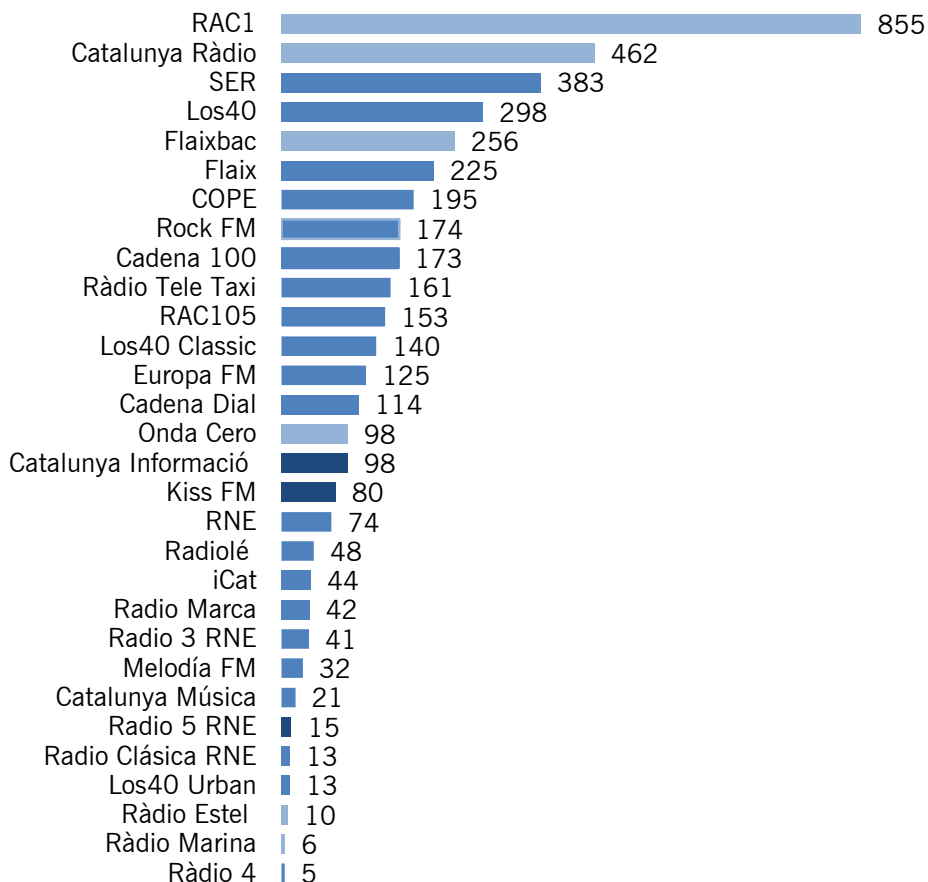


Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

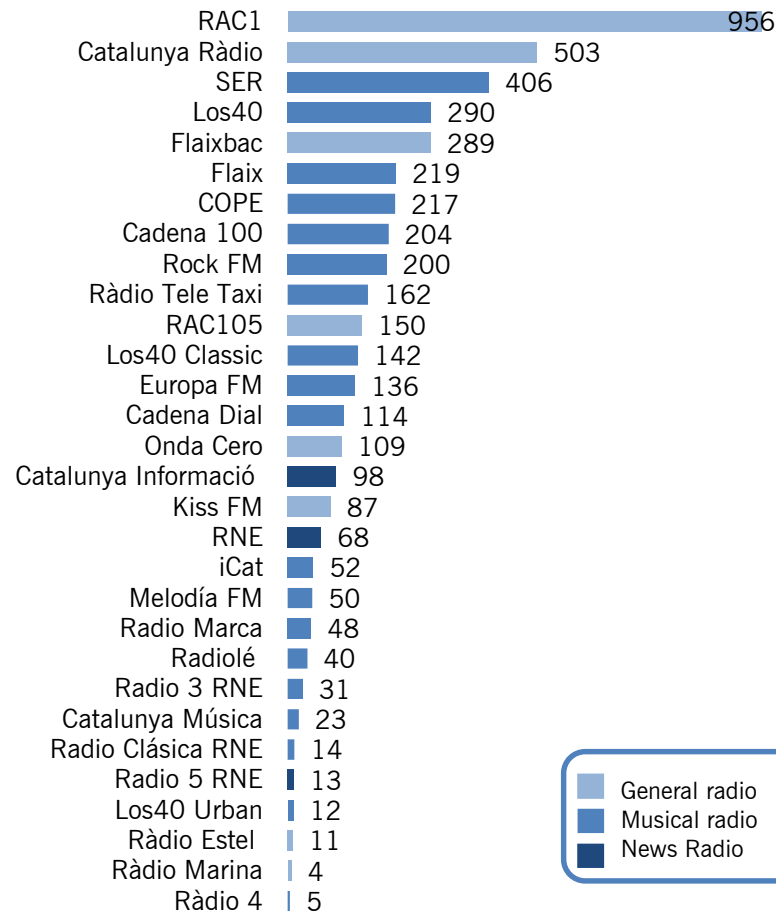
Radio audiences (5)

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

Monday to Sunday



Monday to Friday

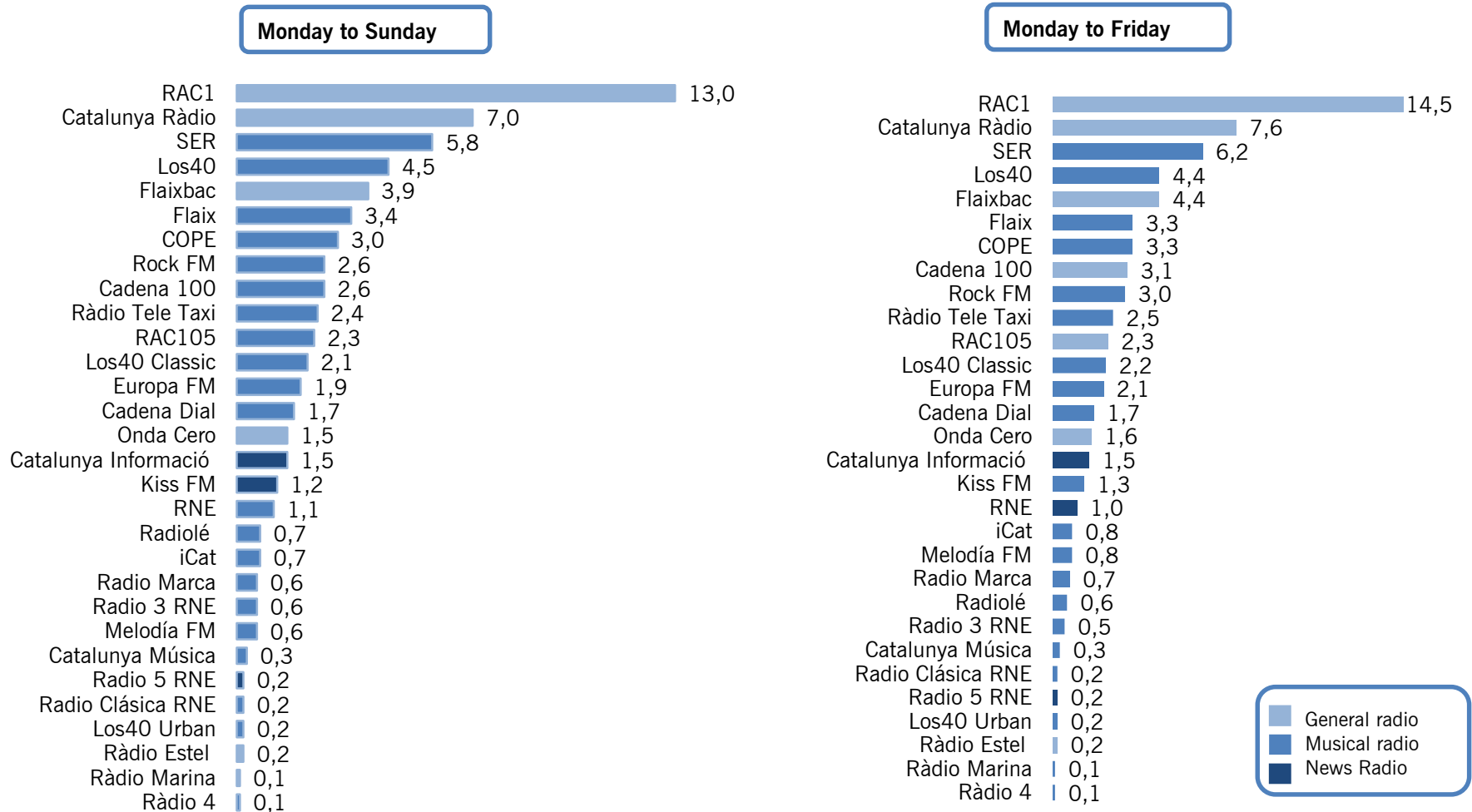


■ General radio
■ Musical radio
■ News Radio

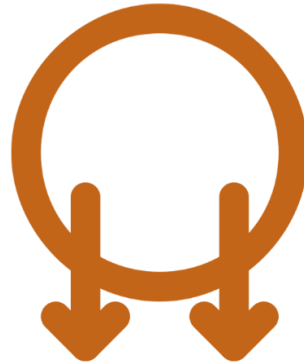
Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.

Radio audiences (and 6)

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



Source: EGM – Catalonia data. 2nd sweep 2021. Note: Due to the Covid-19 pandemic, in 2020 the EGM did not carry out the second sweep.



Note

**Transposition of AVMSD
into EU Member States**

Transposition of AVMSD in Spain

In June 2021, the Spanish Ministry of Economic Affairs and Digital Transformation held the [second hearing and public information](#) on the [Preliminary Draft of the General Audiovisual Communication Law](#).



In July 2021, the CAC approved the [Report on allegations to the Preliminary Draft of the General Audiovisual Communication Law](#). This document reiterated the allegations made in the [first report](#) (December 2020), which had not been included in the preliminary draft prepared by the Ministry.



Linguistic and cultural diversity: Reserving half of the 50% of the time reserved for European works in official languages in Spain for European works in **Catalan, Basque or Galician** or, at least, a percentage corresponding to the population weight of all territories with co-official languages and increasing the **funding of European works from 5% to 10%** (with a percentage of works in Catalan) and the convenience of on-demand services incorporating the versions already available in Catalan.



Regulation: Coordination between the **CNMC** and the different independent **regulatory authorities competent in audiovisual** content in Spain and the establishment of **mechanisms for collaboration** between the CNMC and the independent regulatory authorities created as such in Spain in the **European Regulators Group for Audiovisual Media Services (ERGA)**.



Public service funding: Extend funding (1.5% of annual revenues from VOD and PIV services) designed exclusively for the national public audiovisual media service (CRTVE) to regional public services, such as the CCMA.

Source: CAC Agreements [105/2020](#) and [62/2021](#) and [press release](#).

The Catalan Audiovisual Law. Proposals for amendments

In January 2021, the CAC approved a non-binding [mandatory report](#) on the draft decree-law amending the Catalan Audiovisual Communication Act 22/2005 (LCA).

However, this legislative initiative declined after the dissolution of the Catalan Parliament in December 2020 and the end of the 12th Legislature.



Among other topics, the **draft decree-law amending Law 22/2005 on audiovisual communication in Catalonia:**

It proposed **extending the scope of application** of the LCA to **on-demand services and video-sharing platforms (PIV)**; it established measures to protect citizens from harmful content, hate speech and disinformation on PIV and on-demand services and to **increase the protection of minors**; it promoted the **presence of the Catalan language** on new audiovisual platforms and gave **more powers to the Audiovisual Council of Catalonia** in relation to on-demand services and PIV.

Source: Resolution [1/2021](#) , [specific vote 1](#) , [specific vote 2](#) and [press release](#).

Transposition of AVMSD in Europe

According to the consultancy firm Cullen International, in July 2021, the law transposing the Audiovisual Media Services Directive (AVMSD) in EU member states was at **different stages of processing**:

- In drafting phase by the Government (Spain)
- Under discussion in Parliament (Ireland)
- Pending approval of deployment decree(s) (France)
- Ongoing: Germany, Belgium - French-speaking Community and Belgium - Flanders.



Germany: DSCAV transposed on 14 April 2020. Medienstaatsvertrag (Interstate Media Treaty). [German](#) and [english](#) (unofficial)



Belgium - French-speaking Community: DSCAV transposed on 26 March 2021.
[Décret relatif aux services de médias audiovisuels et aux services de partage de vidéos](#)



Belgium - Flanders: DSCAV transposed on February 2021.
[Decree transposing the DSCAV](#) (see [consolidated text](#))



France: phased transposition of the DSCAV.
[General Ordinance 2020-1642 of 21 Desembre 2020](#)
[Decree 2021-793 of 22 June 2021](#) on VOD services
[Decree 2020-983 of 5 August 2020](#), on TV advertising
[Decree 2020-984 of 5 August 2020](#), on the broadcasting of films on TV



Ireland: DSCAV Transposition Bill under debate in Parliament
[Online safety and Media Regulation Bill](#), has been subject to Government [amendments](#) for extension.

Source: based on information from the [European Audiovisual Observatory](#) and the consultancy firm Cullen International.

Transposition of AVMSD. Regulatory authorities



On 15 March 2021, Germany adopted an [amendment](#) to the State Media Treaty (MStV). The regulators of the regional states (Länder) are responsible for regulating **VOD and PIV services**, as well as "media intermediaries" (**search engines, social networks and microblogging services**).



The [Conseil Supérieur de l'Audiovisuel of Belgium \(CSA\)](#) can propose **codes of conduct and regulations for PIV**. The CSA must collaborate with [Conseil supérieur de l'éducation aux médias \(CSEM\)](#) and the [Conseil de déontologie journalistique \(CDJ\)](#). Journalists are represented in the CSA via the [College d'avis](#), a quasi-co-regulatory body integrated in the CSA.



The [Vlaamse Regulator voor de Media \(VRM\)](#) is responsible for regulating the content of PIVs. It must create and maintain a list of the IVPs under its jurisdiction. It is the **"one-stop shop"** for complaints to be forwarded to the competent bodies outside Flanders.



In April 2021, the Government approved the [draft law on the regulation and protection of access to cultural works in the digital age](#), which provides for the creation of **a unified regulatory authority**: ARCOM (Autorité de régulation de la communication audiovisuelle et numérique). ARCOM is expected to merge [CSA](#) and [HADOPI](#) (Haute autorité pour la diffusion des oeuvres et la protection des droits sur internet).



The new law provides for the dissolution of the Broadcasting Authority of Ireland (BAI), which will be replaced by the **Media Commission**, and will **monitor legislation and co-regulatory codes**, and will be able to issue **warnings and impose sanctions** (such as blocking access to a service) or fines of up to €20m or 10% of turnover. According to the draft, the regulator will be able to determine which services it has powers over: PIV, social networks, e-commerce services, search engines, among others.

Source: based on information from the [European Audiovisual Observatory](#) and the consultancy firm Cullen International.

Transposition of AVMSD. VoD services



The transposition of the DSCAV was part of a far-reaching initiative, with the adoption of the Interstate Media Treaty or the Interstate Treaty on the Protection of Minors. These laws introduce mandatory robust **age verification systems and parental control systems**.



Foreign VOD service providers in the Community will have to contribute to **audiovisual production**. The obligation of 30% of European works in VoD catalogues (including **10% of works from the French-speaking Community of Belgium**) will be increased to **40% in 5 years' time**. Rules on the protection of minors and prior declaration by providers are laid down.



The federal Government will be able to establish criteria for the **prominence of content of general interest**. The most harmful content **for minors** will have to be encrypted and a **single system of age rating** will be established throughout the region, through a system of co-regulation with providers. **New accessibility** standards for people with sensory diversity are approved.



[Decree 2021-793](#) obliges subscription VoD providers to **invest 20% of their annual net turnover in European productions, or 25% if they offer films less than one year old**. VoD platforms will sign an agreement with the CSA to determine the genre of productions. At least 75% of investment in film production and 66% of overall audiovisual production must be oriented towards **independent production**, in order to guarantee France's productive fabric.



According to the draft law, VoD service providers will have to **register with the regulator**, offer **30% of European works** in their catalogue, with adequate **prominence**, pay a **European production** fee and keep a copy of all content for regulatory or research purposes. These obligations will be developed in a future regulatory roll-out.

Source: based on information from the [European Audiovisual Observatory](#) and the consultancy firm Cullen International.

Transposition of AVMSD. PIV services



Germany has been a leader in regulating PIVs, especially in relation to **hate speech**, through the [Social Networking Act](#) (NetzDG o “Facebook Act”), passed in 2017 and subject to two partial amendments. In September 2020, the government published the [first report](#) on the implementation of the law.



PIV platforms must **pre-register** with the CSA and must take measures to **protect minors and the public**. They must not offer **commercial communications** for alcohol (under certain conditions), weapons or products containing glyphosate. PIVs should promote **media education**.



PIV platforms must notify their activity to the VRM, and provide detailed corporate and commercial information. In line with the DSCAV, all PIV providers must take measures to **protect minors** and the **general public**, both in relation to editorial content and advertising.



The CSA must ensure the **prominence of general interest content** in those audiovisual services with an interface that offer content from more than one publisher ([Ordinance 2020-1642](#), article 20-7). General interest includes **public service** (defined in Title III of [Law 86-1067 of 30 September 1986](#)). In addition, after public consultation, the CSA may include content that reflects **pluralism of opinion and cultural diversity**.



According to the bill, if PIV platforms fail to heed the new regulator's warnings and cautions for non-compliance, **senior managers of the companies may incur criminal liability**. The new Media Commission may enter into **voluntary agreements with PIVs not established in Ireland**, which will be made public, to specify the obligations of these services.

Source: based on information from the [European Audiovisual Observatory](#) and the consultancy firm Cullen International.



Newsflashes

Newsflashes (1)



Council of Europe: hate speech

On 23 June, the Council of Europe approved the public consultation on the [Recommendation of the Committee of Ministers on combating hate speech](#), a non-binding guide for Member States and stakeholders, within a human rights framework. The draft Recommendation has been made by the Committee of Experts on the Fight against Hate Speech, based on the jurisprudence of the European Court of Human Rights and pays “special attention to the online environment, where it can be found much of the hate speech today.”



Ofcom: consultation on media pluralism and ownership

On 15 June, the British regulator Ofcom launched a [public consultation on the assessment and regulation of pluralism in the UK communications sector](#), focusing on two issues: on the one hand, online intermediaries and algorithms, and the new forms and strategy of regulation they require. On the other hand, it raises changes in the market, which call for an analysis that goes beyond antitrust and merger control policies. This consultation also includes a section on the revision of media ownership rules.



Ireland: New Community Media Policy

On 18 June, the Irish regulator BAI published the [New Community Media Policy](#), which is developed in six areas: definition of community media; social benefits; contents and programming; ownership, governance and management; funding, and staffing and training. This initiative is complemented by the [Sound and Vision funding plan](#) for this sector, to support the production of local content on culture, heritage and participation.



Reuters: News and covid-19

In June 2021, the [Reuters Institute for the Study of Journalism](#), based at Oxford University, published the [10th edition of the Reuters Digital News Report](#) on information trends following the onset of coronavirus. It is based on 92,000 online surveys in 46 markets around the world, on news consumption, misinformation, information trust and new business models in the industry.

Newsflashes (and 2)

A decrease of almost 12% in the revenue of audiovisual services in Spain during 2020

According to data from the Spanish regulator [CNMC](#), the income obtained by the television and radio industry in 2020 was 3,855.4 million euros. Turnover for open-air television decreased by 1,441.9 million euros (-16.4%) and on radio by 301.3 million euros (-23.4%).

The segment with the highest number of revenues is that of pay-TV and video on demand, with 2,112.2 million euros, despite a year-on-year decrease of 7.4%.

Changes in the direction of RTVE Catalunya and Ràdio 4

On July 12, the CRTVE [announced](#) the incorporation of journalists Oriol Nolis and Soraya Rodríguez as the new directors of the production center of RTVE Catalunya and director of Ràdio 4, the Catalan-language RNE station. The entry in March of journalist and professor José Manuel Pérez Tornero as the new president of CRTVE to replace journalist Rosa María Mateo is leading to a wave of changes in the organization's chart.

Alliance to strengthen the public audiovisual system

On July 19, FORTA and RTVE signed the [Compostela Agreement](#) for innovation, stability and the future of the public audiovisual system in Spain. This agreement seeks to take advantage of the synergies between the two organizations to strengthen public media in the digital environment. This historic agreement also includes the development of common strategies for innovation, training and digital entrepreneurship.

High degree of concentration in the online advertising sector in Spain

According to data from the "Study on the conditions of competition in the online advertising sector in Spain" published by the CNMC at the end of July, Google and Facebook shared 70% of the total revenue generated by the online advertising market, by 50% and 20% respectively. These revenues exceeded those generated by the traditional media (print, radio and television) and generated around 3.45 billion euros in 2019, a year-on-year growth rate of 20%.

[CNMC press release](#)

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Main sources:

- CAC: the Council's own data.
- Barlovento Comunicación: [monthly audience reports](#).
- EGM: 2nd sweep 2021. Catalonia data.
- Iconography: [Noun Project](#), [Freepik](#), [Idescat](#)

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