



Butlletí d'informació sobre l'audiovisual a Catalunya

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

SECOND FOUR MONTHS OF 2016
Number 5. September 2016

Summary

Media penetration in Catalonia



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Newsflashes



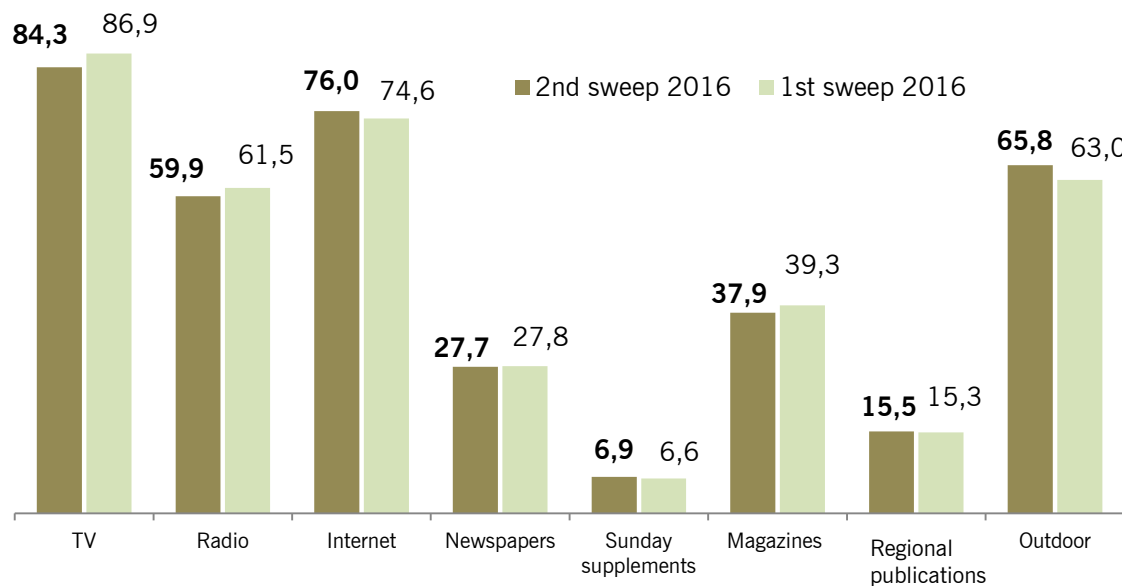
Media penetration in Catalonia

Media penetration in Catalonia

(% of total population)

The trend is downward for most media although the changes compared with the previous EGM sweep are not significant.

Internet penetration continues to rise but television is still the most widespread medium among the Catalan population.



Note: penetration reflects the share of each medium's audience in relation to the total population.

The graph contains responses regarding the following periods and media:

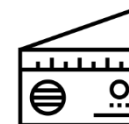
- Newspapers (physical), radio (Monday-Sunday), television and the internet; audience for the day prior to the interview.
- Supplements and outdoor: audience for the week.
- Magazines and county publications: audience for the period of the publication.

Source: EGM – Catalonia data – 2nd sweep of 2016.

Minutes of media consumption per person and day in Catalonia:



227'



103'



160'

Source: Kantar Media/EGM



Breakdown of TV channels in Catalonia

 TV channel
  Commercial TV
  Public TV



TV supply by service zone

Catalan TV 8 channels

5 public



3 commercial



Spanish TV 32 channels

7 public



25 commercial channels

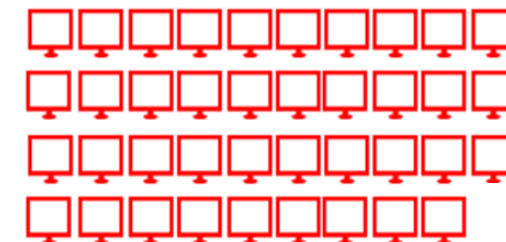


Local TV 50 channels

11 public



39 commercial



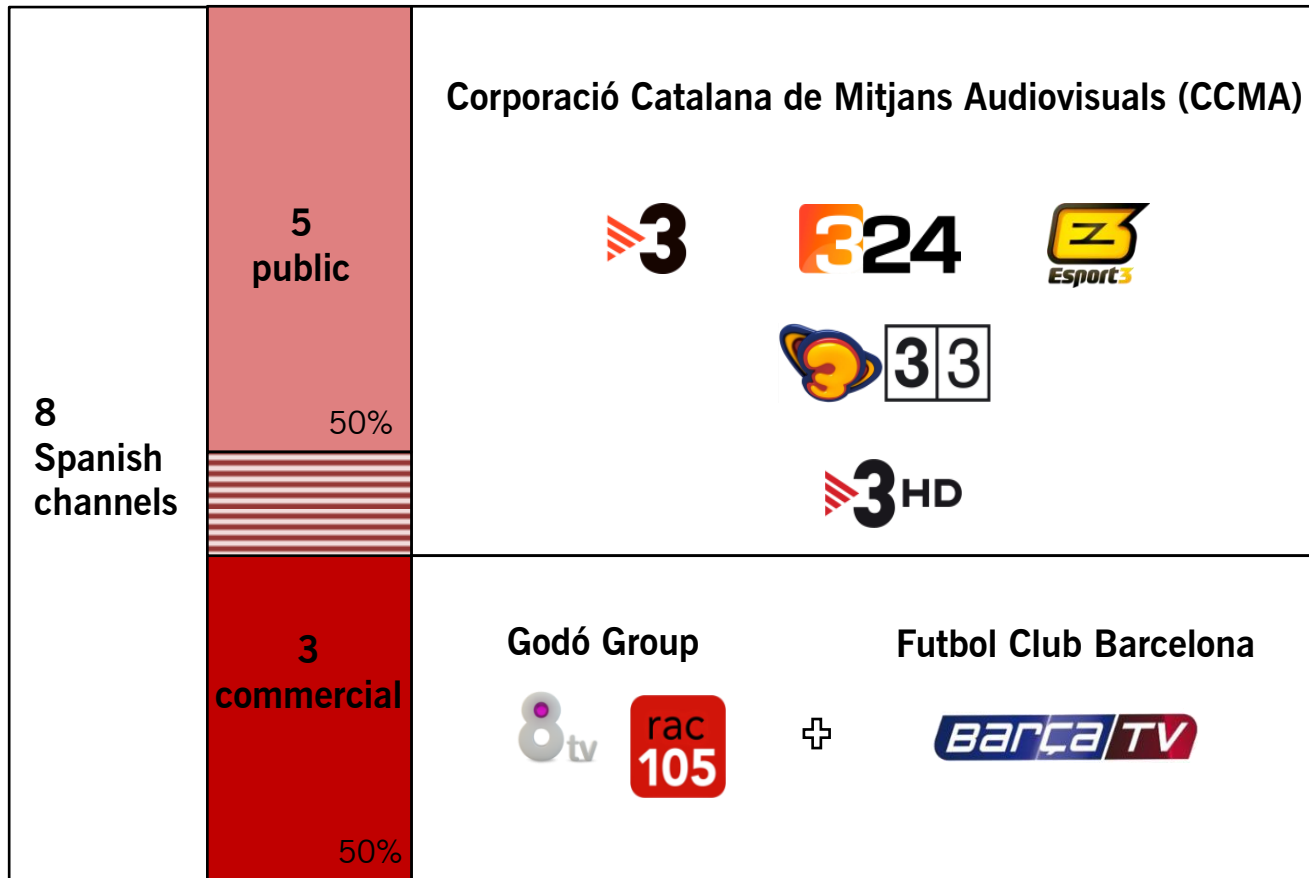
Note: BIAC uses the term *channel* (usual term) to refer to DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).
 Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Industry, Energy and Tourism (Spanish DTT channels). September 2016.

Catalan TV channels

Public TV Commercial TV Public TV broadcast by commercial MUX Language used

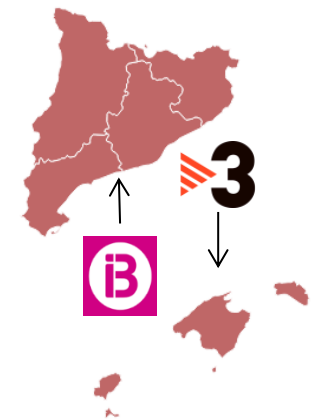
By ownership and supply (number and % of DTT channels)

Catalan



+ Reciprocal broadcasts

The Balearic channel IB Global has been received in Catalonia since April 2016.



Source: Catalan Audiovisual Council. September 2016.

Spanish television

 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)         Regional sections in Catalan				
	25 commercial 78%	Atresmedia Televisión     neox nova MEGA A3S	Mediaset España   cuatro      	NET Televisión   VEO Televisión  	13 Televisión  Real Madrid Televisión 	Secuoya Group  Radio Blanca 

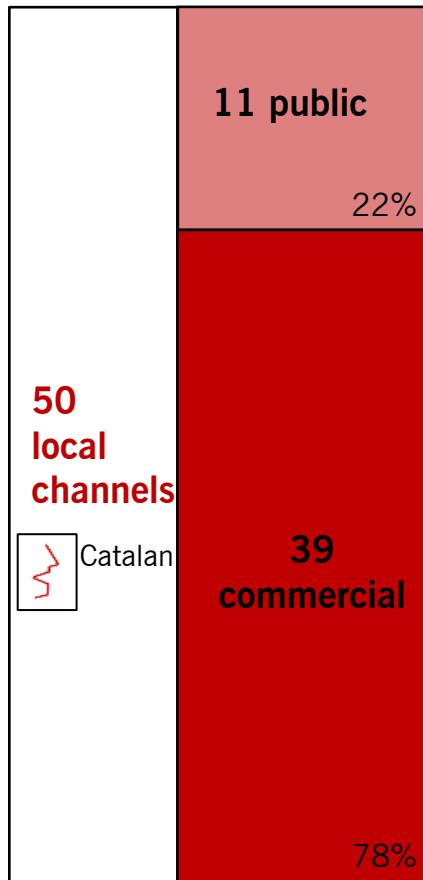
Note: The Gol channel has been test broadcasting since June 2016.

Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. September 2016

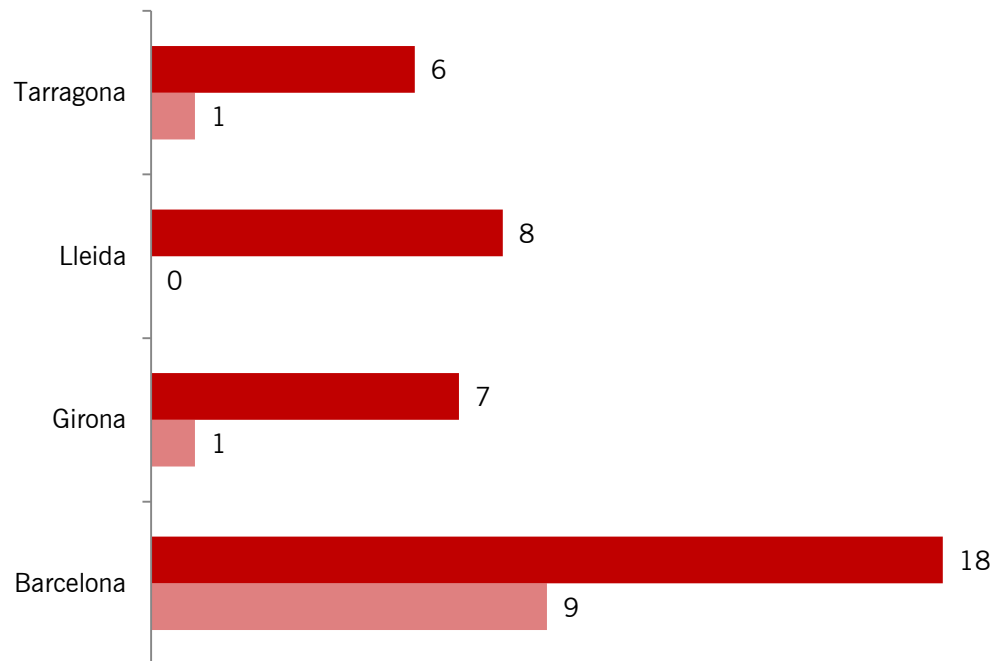
Breakdown of local TV channels

Public TV Commercial TV Language used

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



By province
(number of DTT channels)

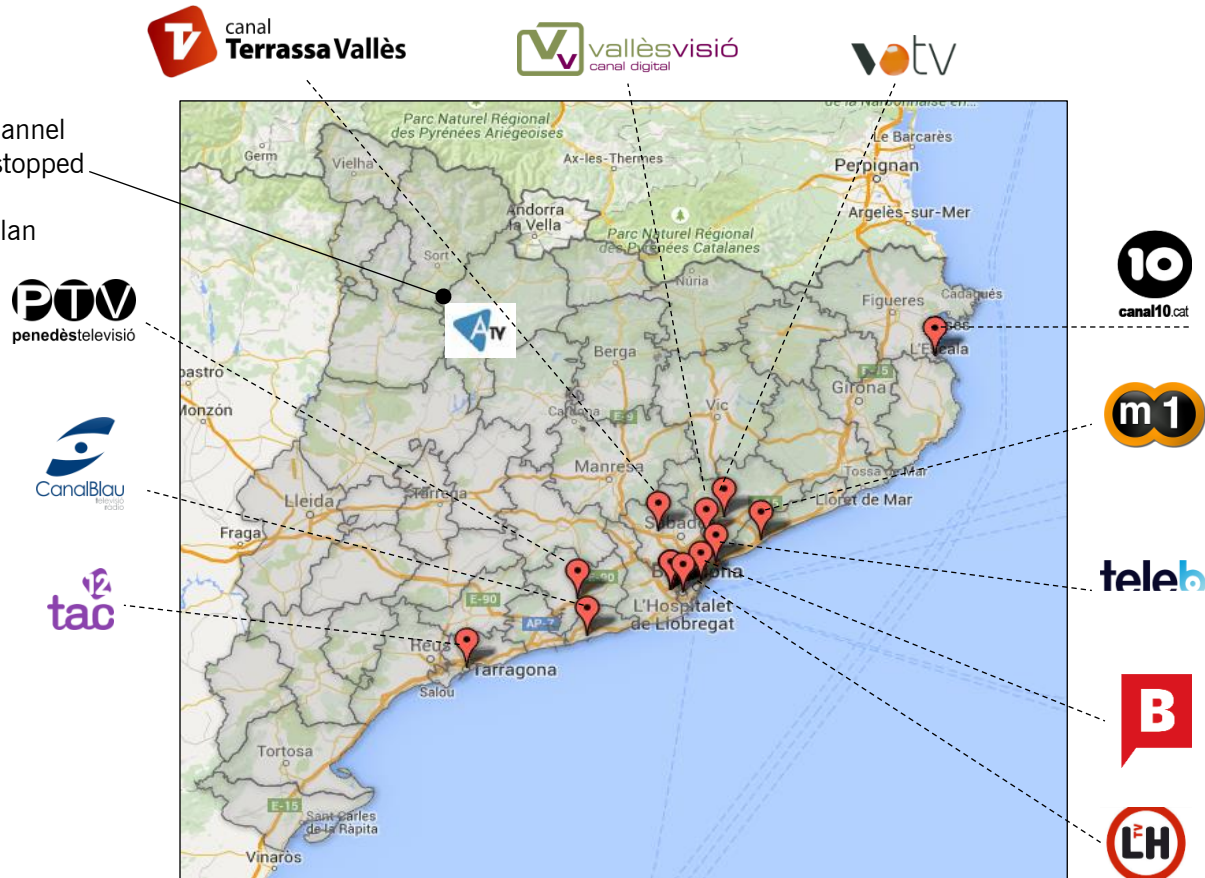


Source: Catalan Audiovisual Council. September 2016.

Public local television

Supply of the 11 public local television channels

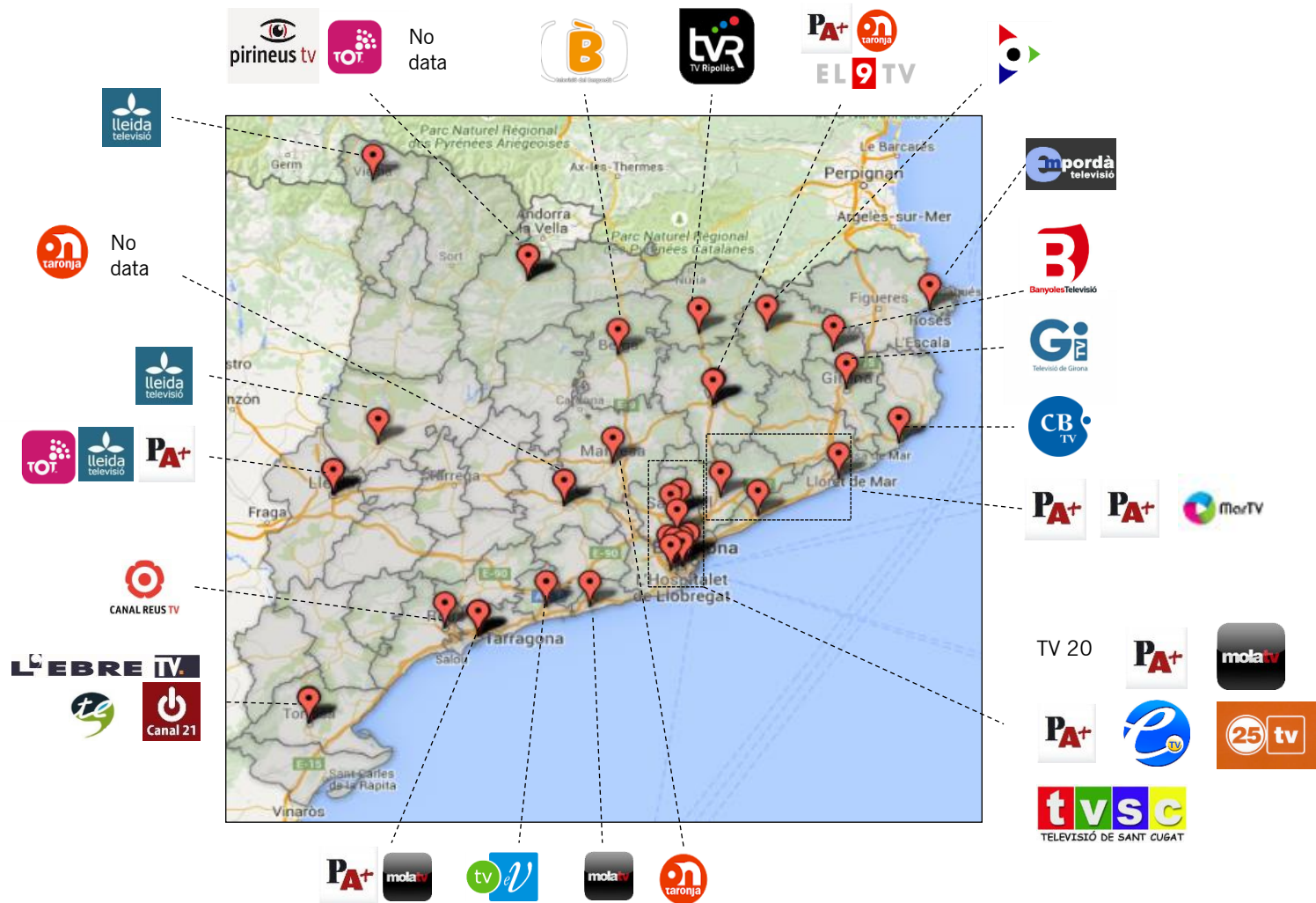
In July 2016 the channel Andorra Television stopped broadcasting in the counties of the Catalan Pyrenees.



Source: Catalan Audiovisual Council. September 2016.

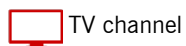
Commercial local television (1)

Supply of the 39 commercial local television channels



Source: Catalan Audiovisual Council. September 2016.

Commercial local television (2)

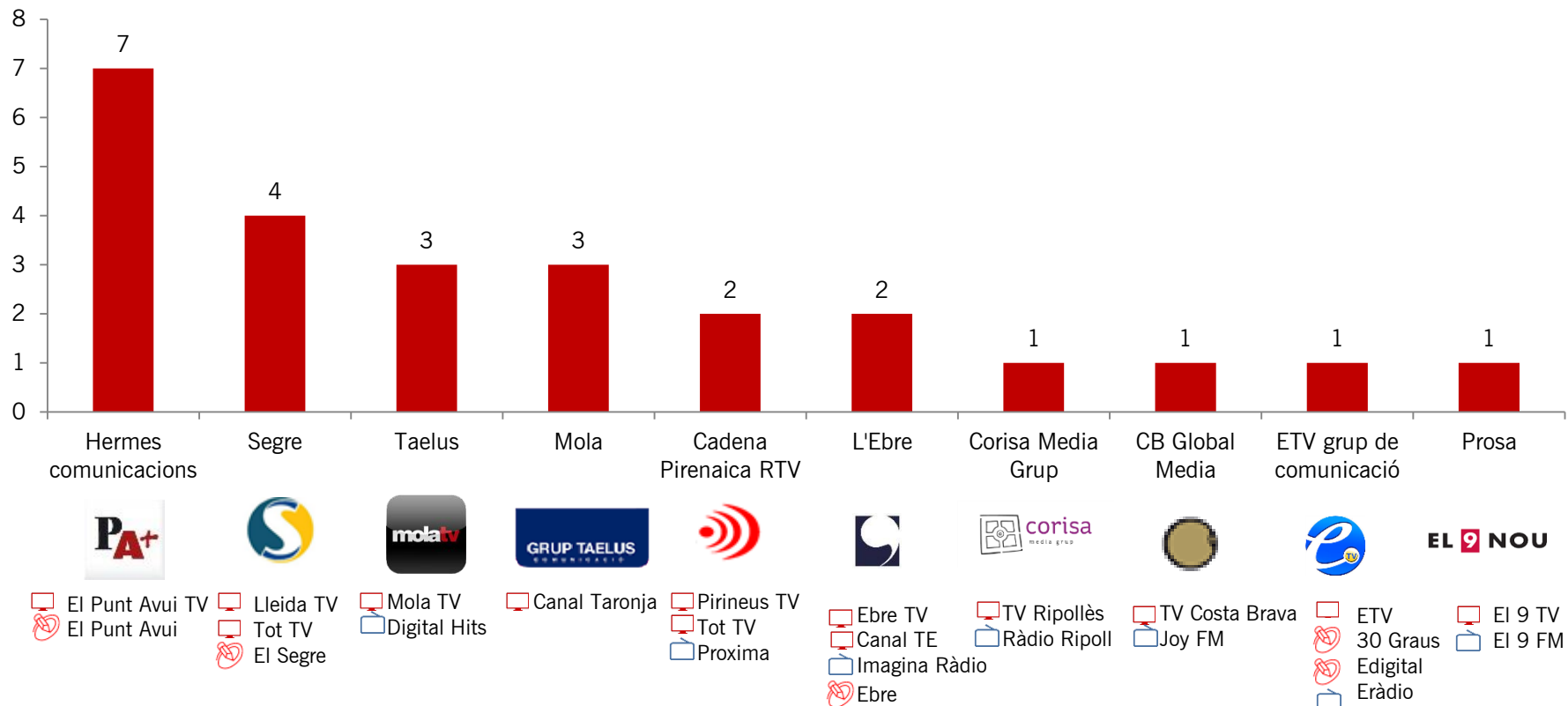


TV channel

Radio broadcaster

Press

Commercial local media groups present in the local TV sector



Source: Catalan Audiovisual Council. September 2016.

Television audiences (1)

Monthly share in Catalonia (% by channel, January-August 2016, in descending order according to August's ranking)

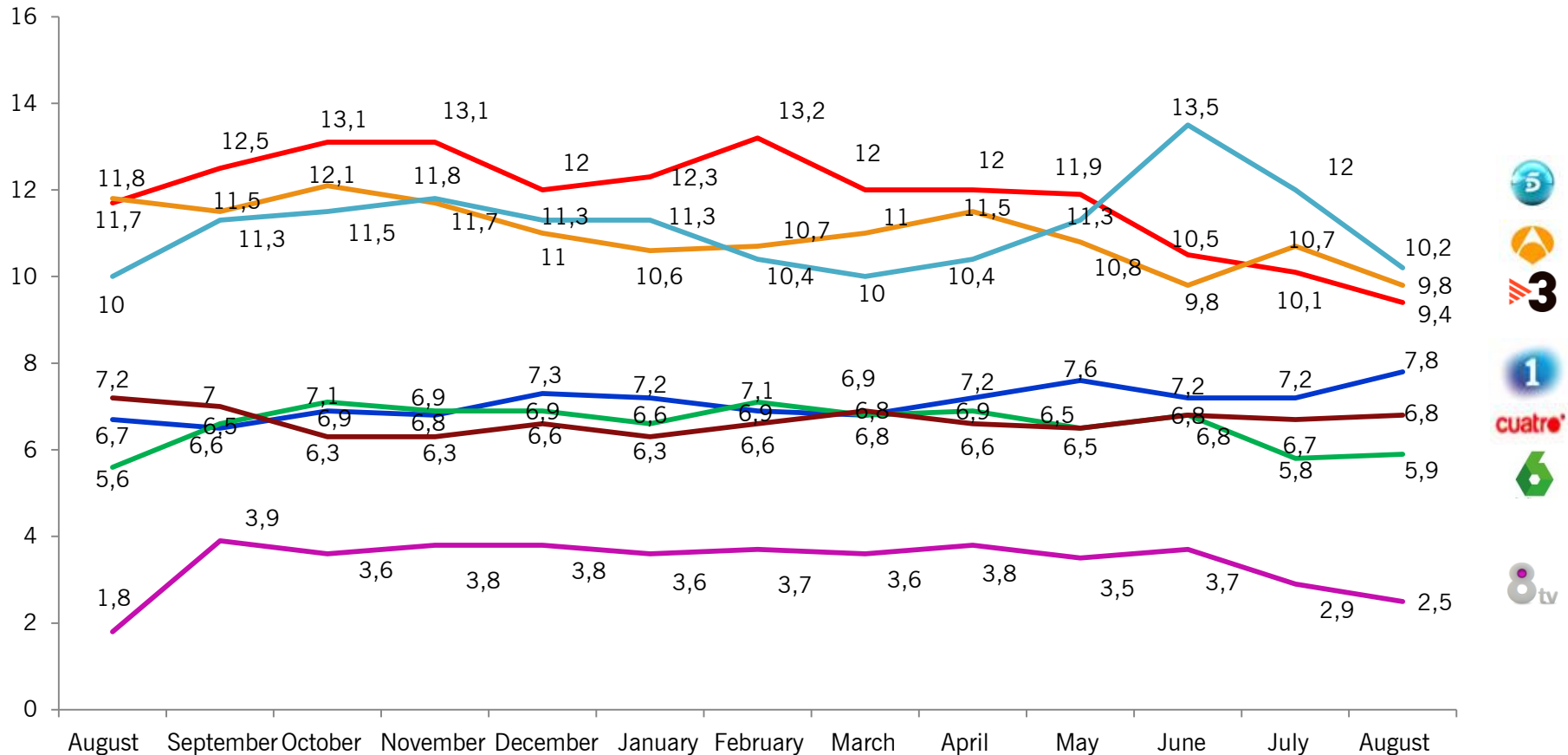
	January	February	March	April	May	June	July	August
Telecinco	10,6	10,7	11,0	11,5	11,3	13,5	12,0	10,2
Antena 3 TV	11,3	10,4	10,0	10,4	10,8	9,8	10,7	9,8
TV3	12,3	13,2	12,0	12,0	11,9	10,5	10,1	9,4
La1	7,2	6,9	6,8	7,2	7,6	7,2	7,2	7,8
Cuatro	6,3	6,6	6,9	6,6	6,5	6,8	6,7	6,8
Specialty pay TV	6,8	7,1	7,5	7,7	7,1	6,3	6,2	6,4
laSexta	6,6	7,1	6,8	6,9	6,5	6,8	5,8	5,9
Factoría de Ficción	2,9	2,6	3,0	3,0	2,8	3,2	3,5	3,8
Divinity	2,5	2,6	2,7	2,7	2,6	2,5	2,4	3,0
Neox	2,6	2,9	2,9	2,6	2,6	2,6	3,0	2,7
Teledeporte	0,5	0,4	0,5	0,4	0,7	0,5	0,9	2,6
8tv	3,6	3,7	3,6	3,8	3,5	3,7	2,9	2,5
La2	2,0	2,0	2,1	2,0	1,9	2,0	2,2	2,3
Energy	1,7	1,7	1,8	1,7	1,7	1,9	2,0	2,3
Paramount Channel	2,0	2,0	2,0	1,7	1,8	1,7	2,0	2,1
Clan	1,6	1,8	1,9	2,0	2,0	2,3	2,2	2,0
Nova	2,0	1,9	1,9	1,9	1,8	1,8	2,0	2,0
Discovery Max	1,8	1,9	1,9	1,8	1,8	1,8	1,7	1,8
Mega	1,8	1,8	1,8	1,6	1,5	1,5	1,7	1,7
13TV	1,7	1,6	1,3	1,7	1,6	1,5	1,7	1,6
3/24	2,1	1,5	1,6	1,5	1,3	1,4	1,5	1,4
Super3/33	1,3	1,3	1,4	1,2	1,2	1,2	1,2	1,2
Boing	1,4	1,1	1,1	1,1	1,2	1,1	1,1	1,1
Atreseries	0,6	0,6	0,6	0,6	0,7	0,7	0,7	0,9
Be Mad				0,1	0,6	0,6	0,6	0,9
Esport3	1,3	1,2	1,3	1,3	1,0	0,9	0,7	0,8
Disney Channel	0,9	0,9	0,8	0,7	0,7	0,7	0,7	0,7
24h	0,6	0,7	0,7	0,6	0,6	0,7	0,8	0,7
Dkiss					0,5	0,7	0,8	0,7
TEN					0,3	0,3	0,6	0,6
Gol							0,1	0,2
RAC105	0,2	0,2	0,3	0,2	0,2	0,2	0,2	0,2
Real Madrid HD							0,1	0,1

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)

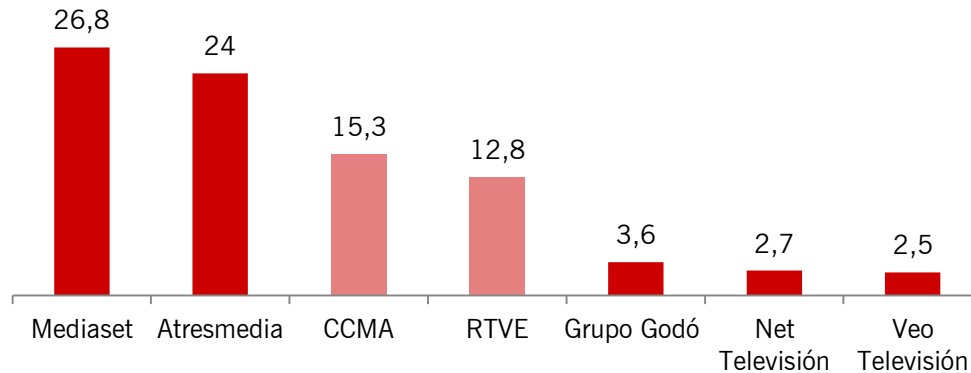
Monthly trend in the share of the main channels in Catalonia
(in %, from August 2015 to August 2016)



Source: CAC, based on data from Kantar Media.

Television audiences (3)

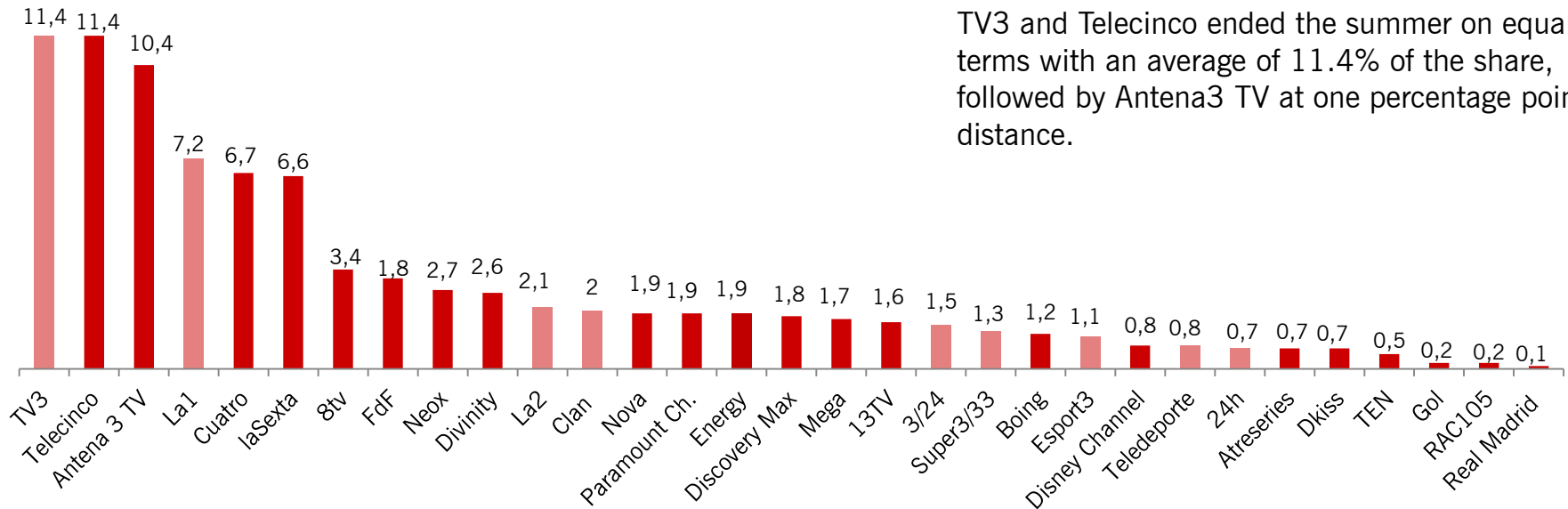
Audience share in Catalonia (% by group, average January-August 2016)



The Spanish commercial groups, Mediaset and Atresmedia, concentrate more than half the audience share in Catalonia.

The CCMA and Godó Group, which represent the channels broadcasting in Catalan, account for almost 19% of the audience share in Catalonia.

Audience share in Catalonia (% by channel, average January-August 2016)



TV3 and Telecinco ended the summer on equal terms with an average of 11.4% of the share, followed by Antena3 TV at one percentage point distance.

Source: CAC, based on data from Kantar Media.

Television audiences: highest ratings

Ranking of the programmes with the highest audience ratings in Catalonia

May 2016

Programme	Channel	Date	AM(ooo)	Share (%)
Copa del Rei Barcelona-Sevilla	3	22/05/16	1,393	39.1
La Copa	3	22/05/16	1,014	36.8
Copa del Rey Barcelona-Sevilla	5	22/05/16	918	25.8
Champions: R. Real Madrid-At. Madrid	Orange	28/05/16	868	32.8
Lliga Campions: Bayern Munich-At. Madrid	3	03/05/16	721	23.5
Champions: Bayern Munich-At. Madrid	Orange	03/05/16	695	22.6
Lliga Campions: R. Madrid-At. Madrid	3	28/05/16	672	25.4
Festival Eurovisión	1	14/05/16	602	26.6
TN vespre cap de setmana	3	08/05/16	594	19.3
El doblet	3	23/05/16	594	17.9

June 2016

Programme	Channel	Date	AM(ooo)	Share (%)
Eurocopa: Croacia-Espanya	5	21/06/16	1,317	45.9
Eurocopa: Espanya-Turquia	5	17/06/16	1,234	46.7
Eurocopa: Espanya-R. Checa	5	13/06/16	913	41.4
Eurocopa: Italia-Espanya	5	27/06/16	900	49.1
Eurocopa: Alemanya - Polònia	5	16/06/16	731	25.3
El foraster. Forasters a Madrid	3	16/06/16	677	23.1
Eurocopa: Croacia-Portugal	5	25/06/16	647	31.7
Eurocopa: Portugal-Islandia	5	14/06/16	638	21.4
E16: els resultats	3	26/06/16	610	20.8
Eurocopa: Alemanya-Ucraïna	5	12/06/16	607	19.9

July 2016

Programme	Channel	Date	AM(ooo)	Share (%)
Eurocopa: Portugal-Francia final	5	10/07/16	1,135	45.0
Eurocopa: Alemanya-Francia	5	07/07/16	875	35.2
Eurocopa: Portugal-Gales	5	06/07/16	751	30.5
El Foraster: Formentera	3	13/07/16	609	24.4
Eurocopa: Francia - Islandia	5	03/07/16	581	22.8
Eurocopa: Alemanya - Italia	5	02/07/16	560	28.4
Blindspot	Orange	19/07/16	517	20.6
TN migdia	3	15/07/16	488	24.9
TN migdia	3	18/07/16	481	22.8
APM?	3	13/07/16	465	17.8

August 2016

Programme	Channel	Date	AM(ooo)	Share (%)
Supercopa d'Espanya: Sevilla-Barcelona	3	14/08/16	654	30.2
Supercopa d'Espanya: Barcelona - Sevilla	3	17/08/16	589	31.1
TN migdia	3	30/08/16	444	22.2
Trofeu Joan Gamper: Barcelona - Sampdoria	3	10/08/16	432	23.2
Supercopa Europa: R. Madrid-Sevilla	Orange	09/08/16	413	17.6
TN migdia	3	18/08/16	410	23.5
TN migdia	3	24/08/16	407	23.6
TN migdia	3	09/08/16	405	24.3
TN migdia	3	22/08/16	401	21.5
TN migdia	3	17/08/16	399	23.0

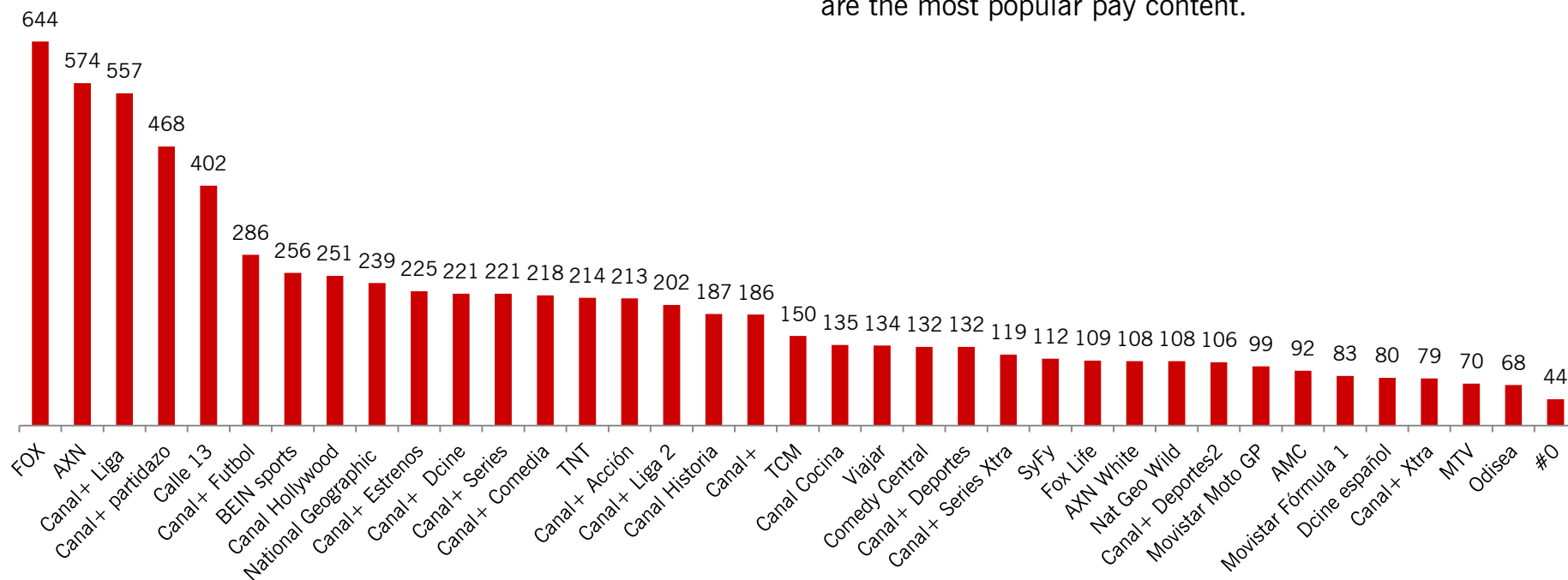
Note: only the match is considered in the case of football broadcasts, not the programme before or after the game.
Source: CAC, based on data from Kantar Media.

Specialty pay TV audiences

Accumulated audiences for specialty pay TV channels in Catalonia
(in thousands, last 30 days)

According to EGM, FOX has the largest audience for pay TV in Catalonia.

Fictional series and sports, most particularly football, are the most popular pay content.

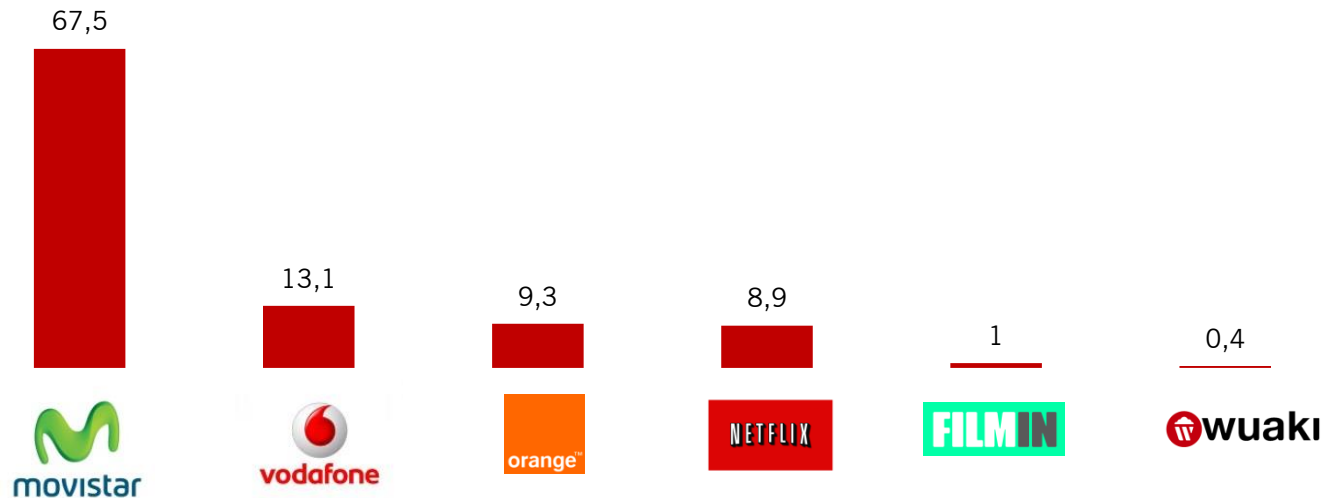


Source: EGM – Catalonia data – 2nd sweep of 2016.

Pay TV subscribers

According to the survey carried out by the Centre d'Estudis d'Opinió (CEO) of the Catalan government, 1 out of 4 people living in Catalonia (27.5%) subscribe to a pay TV service and, of these, the vast majority subscribe to Movistar+.

Share of pay TV subscribers (%)



Source: Centre d'Estudis d'Opinió. Òmnibus de la Generalitat de Catalunya 2016-1. Fieldwork carried out between 20 April and 11 May 2016.

Throughout 2016 Movistar will offer 230 films and 20 series in the original language and subtitled in Catalan, in accordance with the collaboration agreement taken out with the Culture Department of the Catalan government.

The language of television

Although Catalan public television tends to lead in terms of audience share in Catalonia, Spanish is the main language for TV consumption. The Spanish groups have a larger supply and larger audience shares (see pages 7 and 8).

The distance between Spanish and Catalan has increased: the rise in the supply of DTT channels, the entrance of new platforms distributing audiovisual content and growth in pay TV have mostly taken place in Spanish.

Audiences by the language in which TV groups broadcast (in %, average from January to August 2016)



Spanish 69.6%



Catalan 18.9%



grupoGodo

Note: The percentages do not add up to 100% because they refer only to the share of openly broadcast Spanish and Catalan channels. *Pay TV* should be added to the supply in Spanish and *local TV* to the supply in Catalan. RTVE broadcasts in Catalan in its regional sections, which are not counted here.

Source: CAC, based on data from Kantar Media.

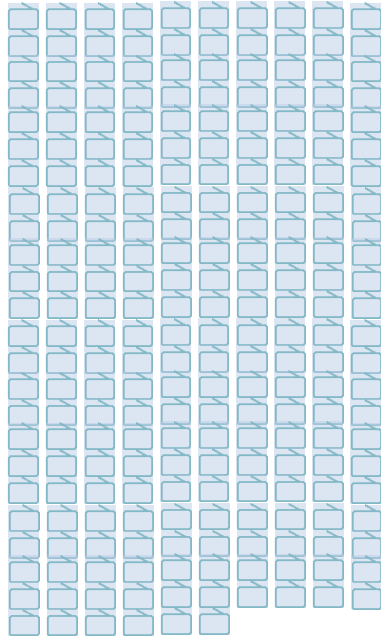


Breakdown of radio broadcasters in Catalonia

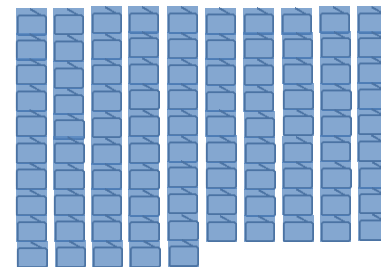
Radio supply by service zone

Catalan radio: 331 FM

236 public

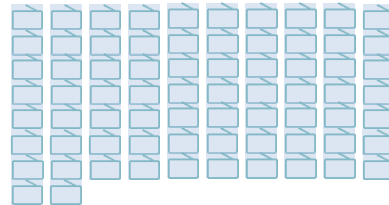


95 commercial

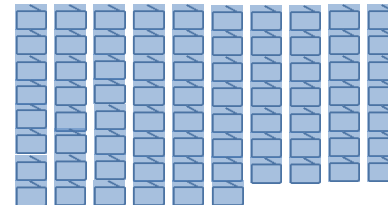


Spanish radio: 148 FM

72 public

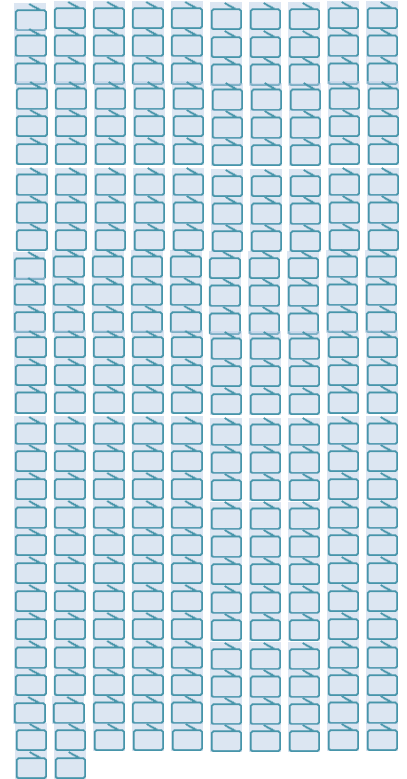


76 commercial



Local radio: 299 frequencies

272 public



27 commercial



Public FM Commercial FM

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 or municipal 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 Industry, Energy and Tourism (Spanish FM). September 2016.

Public radio

 Language used

By service zone
(in frequencies)

By supply
(in broadcasters)

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

Source: Catalan Audiovisual Council based on data from CCMA (Catalan FM) and the Ministry of Industry, Energy and Tourism (Spanish FM). September 2016.

Commercial radio (1)

 Language used

By service zone
(in frequencies)

By supply
(in number of broadcasters and by media group)

198 frequencies	27 local FM 14%	41 broadcasters	18 local broadcasters	Mola 	Gum 	Ràdio Marina 	(examples)	 Catalan									
	76 Spanish FM networks 38%		15 Spanish broadcasters	PRISA 	Los 40 	ONa 	dial 	m80 	radiolé 	maxima 	COPE 	Cadena 100 	Rock fm 	Planeta 	EUROPA FM 	Melodia fm 	 Spanish (except regional sections)
	95 Catalan FM networks 48%		8 Catalan broadcasters	fiGodófl 	rac 105 	Flaix 	radio FLAIXBAC 	Tele Taxi 	radio RM 	Estel 	PRISA 	 Catalan					

¹ Only radio groups with broadcasters distributed over more than one FM frequency are included. See page 23.

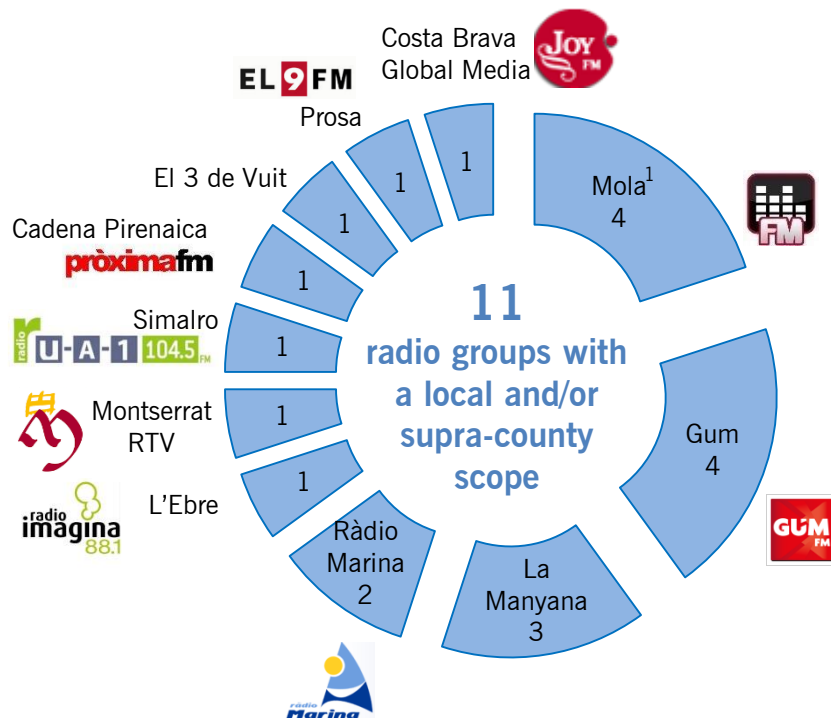
² The PRISA Group started up a new brand in Catalan in May, SERCat.

Source: Catalan Audiovisual Council. September 2016.

Commercial radio (2)

Local media groups present in the radio sector and radio networks with a local and/or supra-county scope

(radio group/network name, number of frequencies and radio product)



Privately managed radio companies²

(by name of radio product and number of frequencies)



¹ The CAC has revoked one of the five FM licences held by the Mola Group due to a lack of broadcasts (89.4 Terrassa).

² The category *radio companies* includes local and supra-county broadcasters and broadcasters with specialised programming that is not specifically local.

Source: Catalan Audiovisual Council. September 2016.

Radio penetration

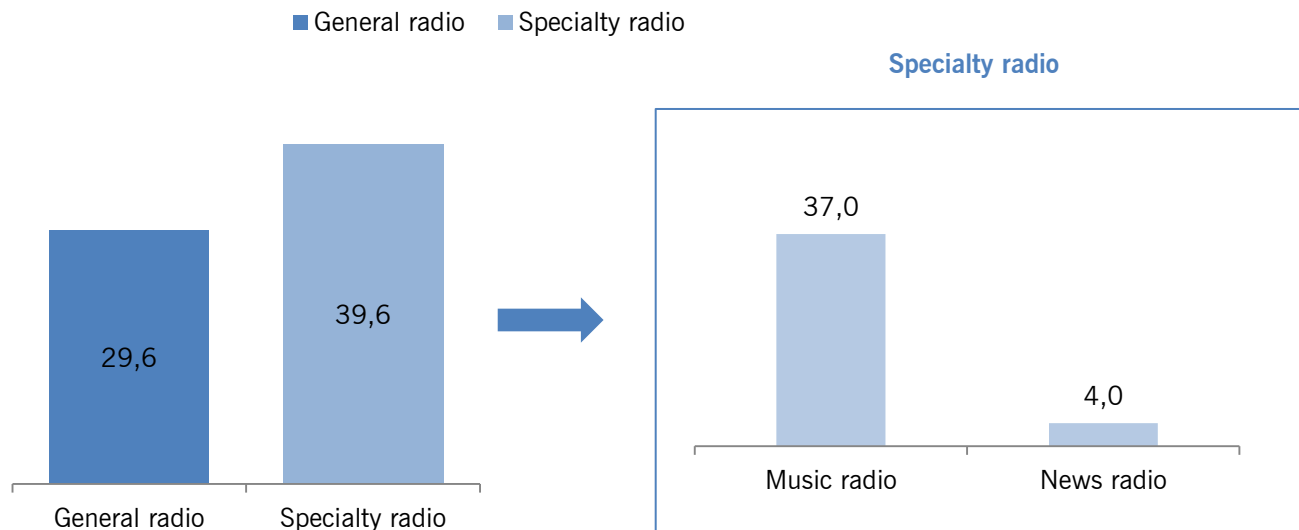
Almost 60% of the Catalan population listens to the radio, more men (63.8%) than women (56.2%).

Music radio is the most popular in Catalonia and its penetration has risen compared with the previous EGM sweep. It should be noted that the number of music broadcasters is larger than that of general networks.

The penetration of news radio has risen slightly in this sweep, led by Catalunya Informació.

Penetration

(%, day prior to interview)



Note: given that radio listeners tend to listen to more than one broadcaster during the same day, the data are processed taking into account the fact that more than one answer is possible. This explains why the sum of the percentages is more than 100%.

Source: EGM – Catalonia data – 2nd sweep of 2016.

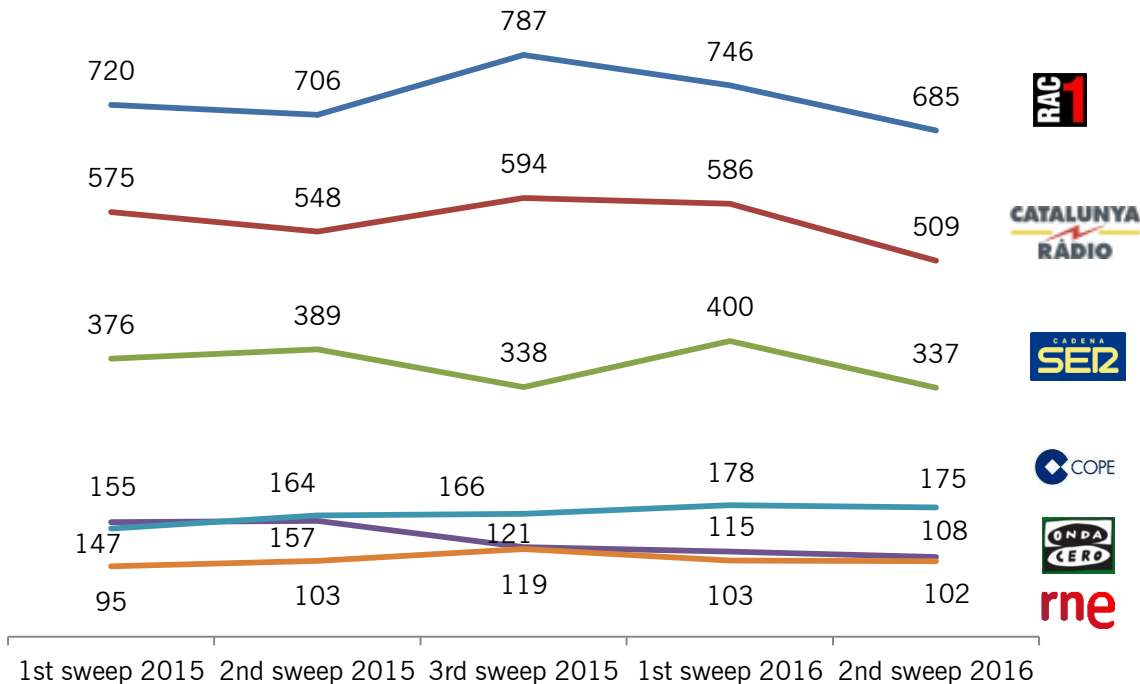
Radio audiences (1)

In the last EGM sweep, all general radio broadcasters lost listeners but have maintained their rankings in terms of audience, with RAC1 at the head.



General radio ranking. Audiences

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



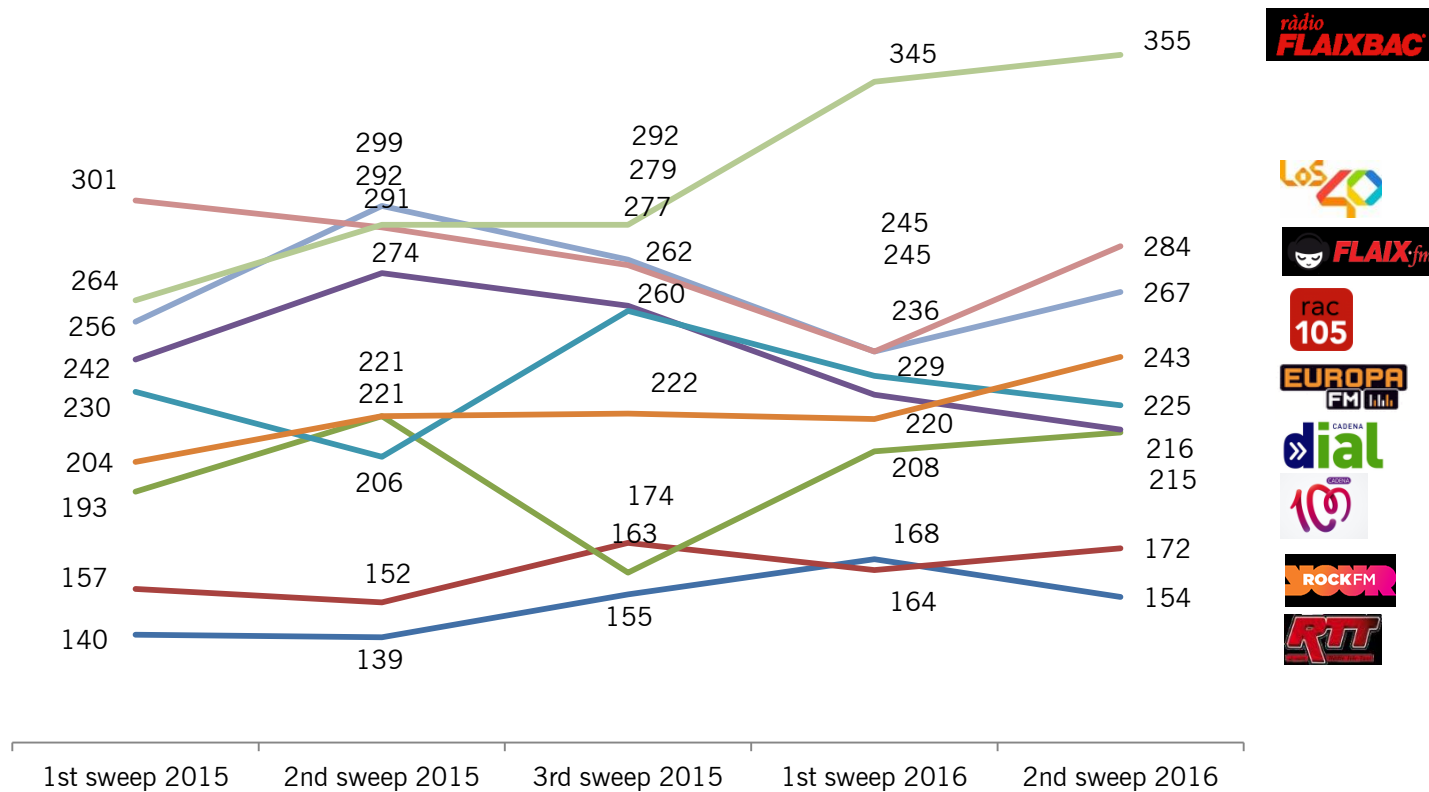
Source: EGM – Catalonia data – 2nd sweep of 2016.

Radio audiences (2)

Unlike general radio, almost all music radio broadcasters have gained listeners.

Music radio ranking. Audiences

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



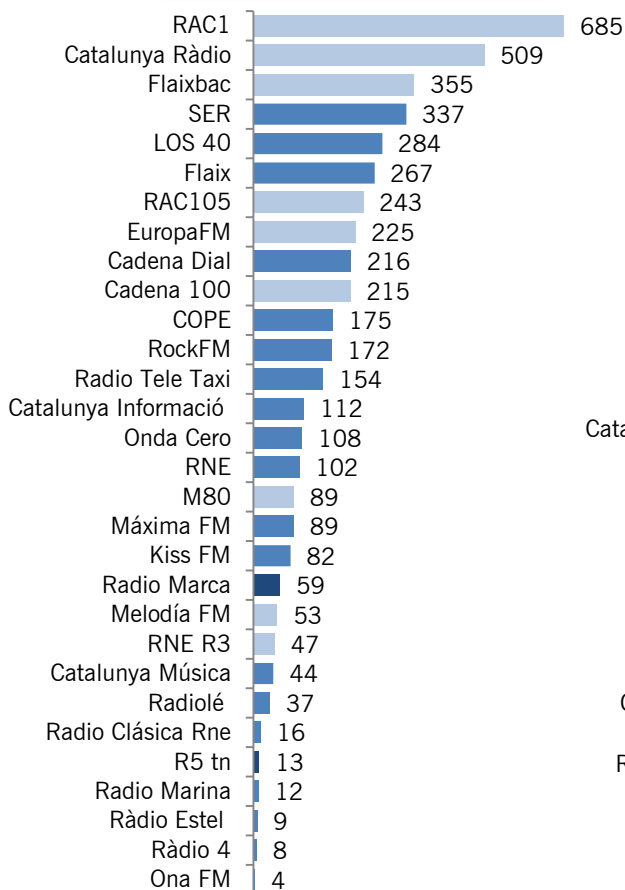
Source: EGM – Catalonia data – 2nd sweep of 2016.

Radio audiences (3)

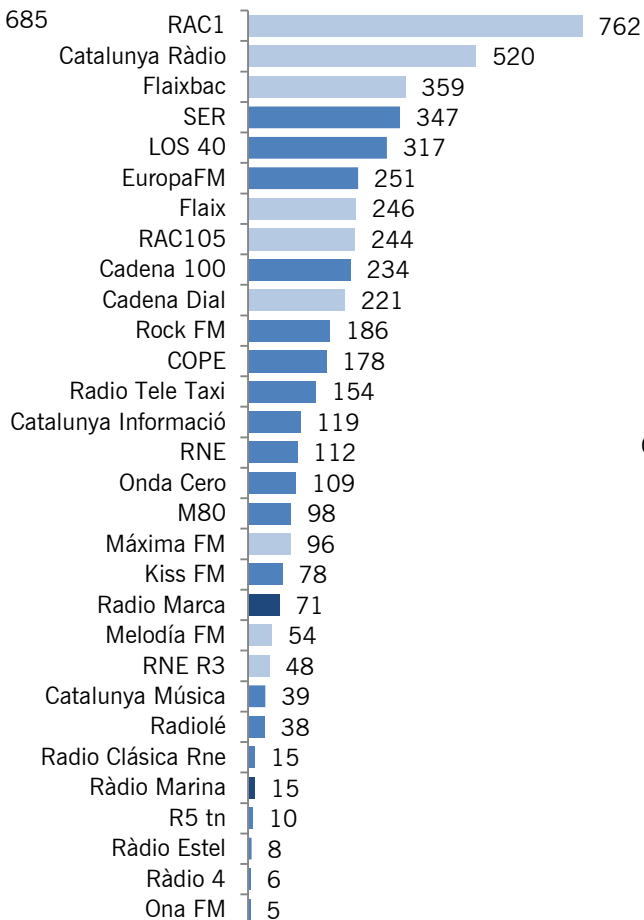
Cumulative daily radio audiences in Catalonia

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

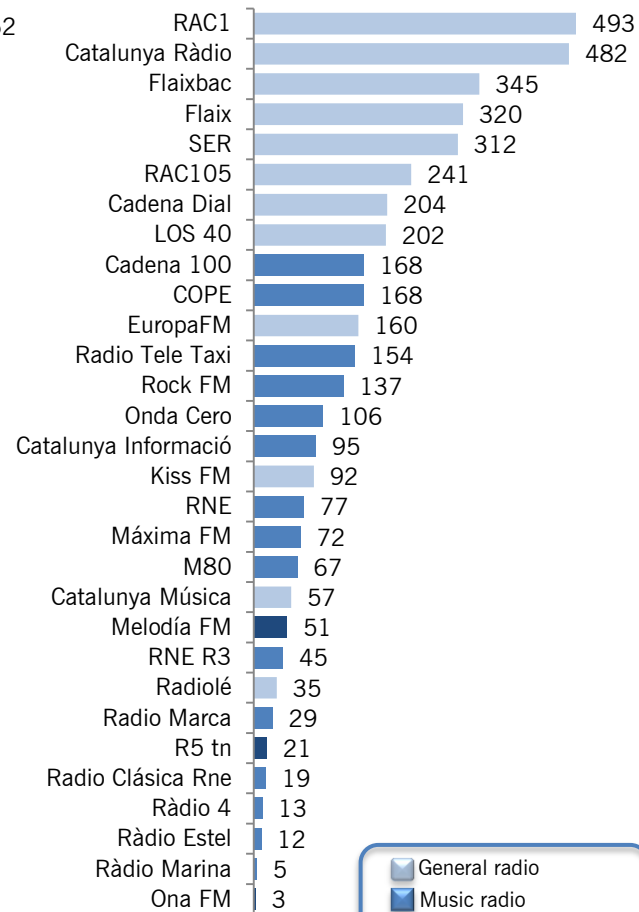
Monday to Sunday



Monday to Friday



Saturday and Sunday



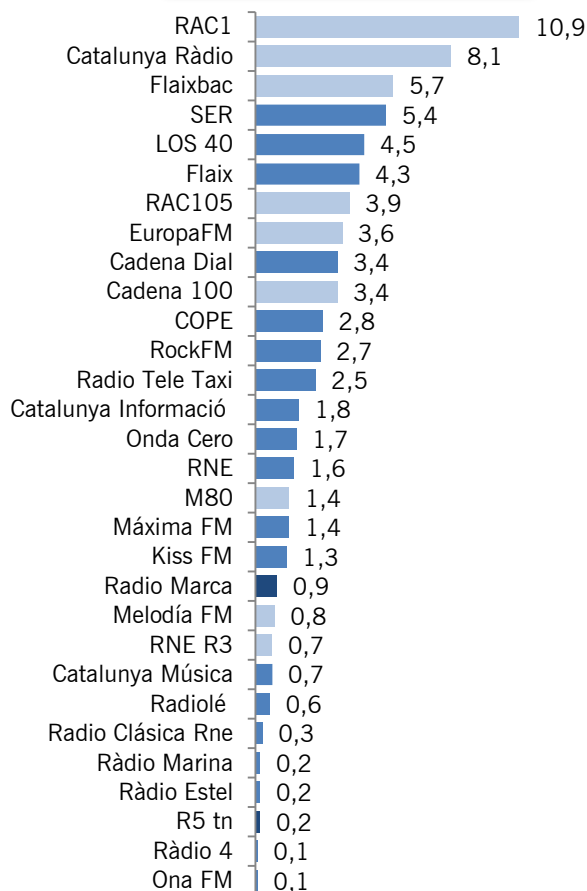
General radio
 Music radio
 News radio

Source: EGM – Catalonia data – 2nd sweep of 2016.

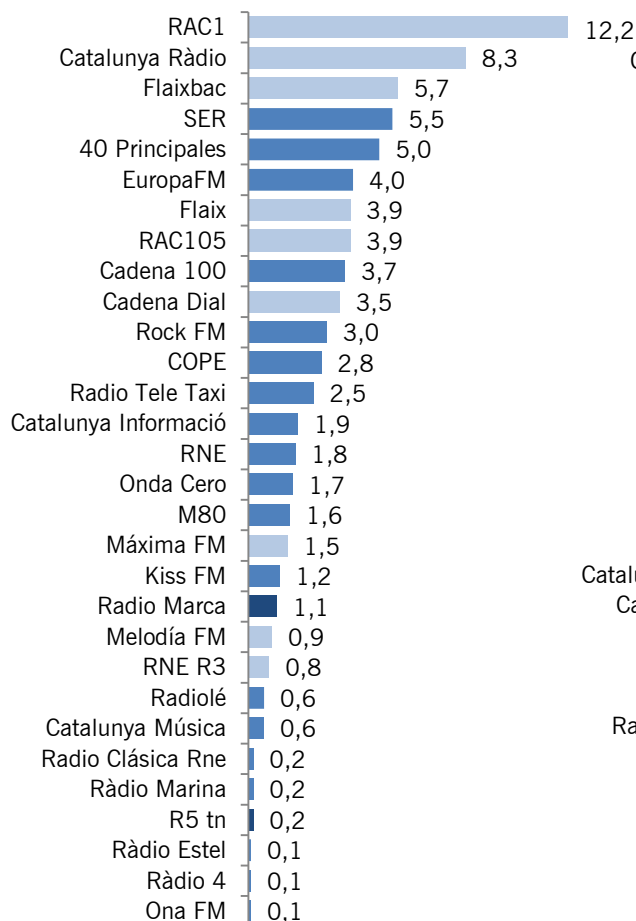
Radio audiences (4)

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

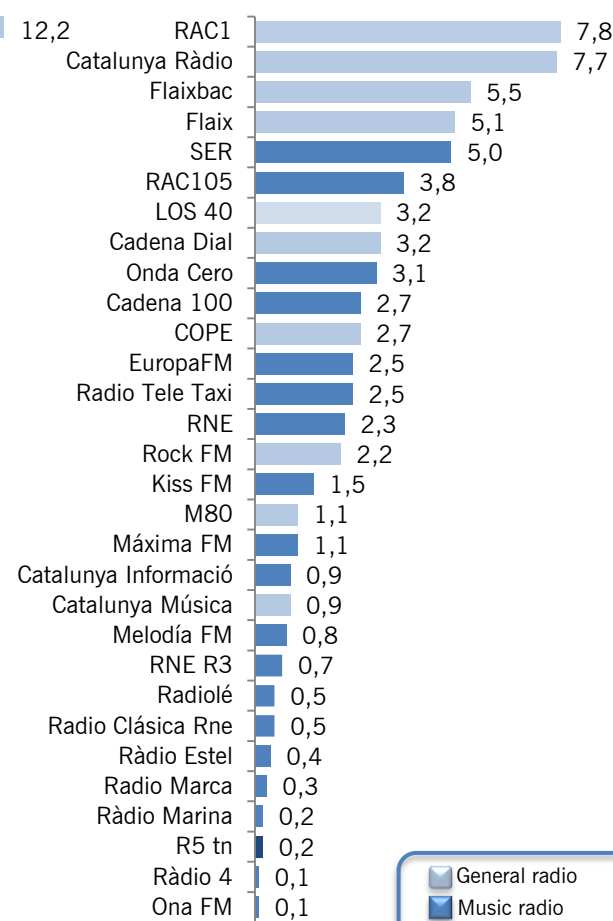
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
 Music radio
 News radio

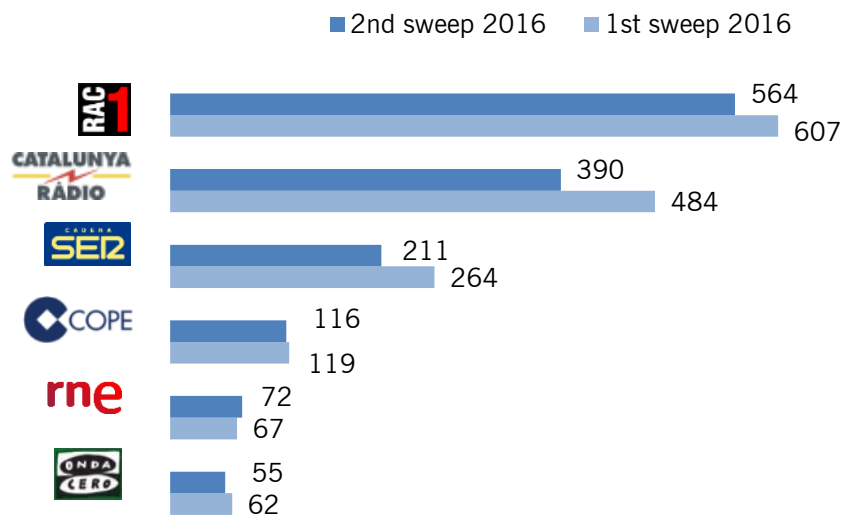
Source: EGM – Catalonia data – 2nd sweep of 2016.

Radio audiences by time slot

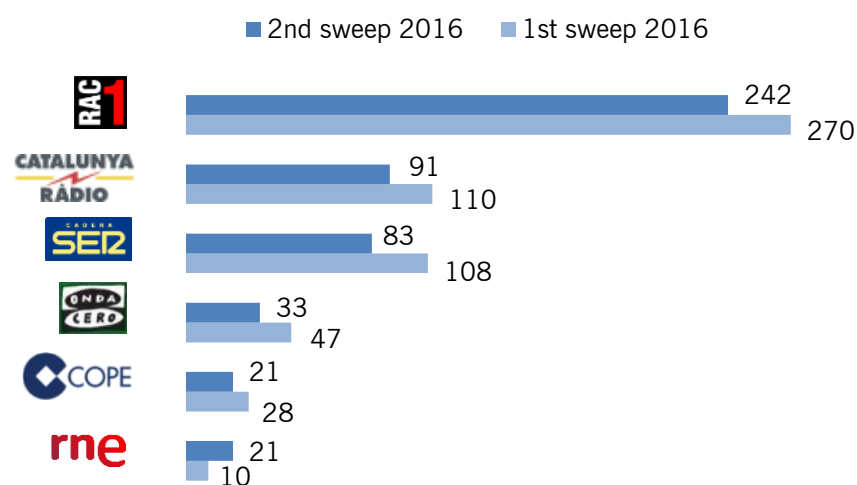
All the morning and afternoon programmes, apart from those of RNE, have lost listeners in this EGM sweep. RAC1 still leads the different radio time slots and has moved further ahead of its rivals.

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

Morning (from 6 am to midday)



Afternoon (from 4 to 8 pm)



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 6 am to 12 midday on RNE, COPE, Catalunya Ràdio and RAC1; and from 6 am to 12.30 on Onda Cero and la SER. The afternoon magazine programmes on Onda Cero, Catalunya Ràdio and RAC1 are broadcast from 4 pm to 7 pm; those of COPE and RNE from 3 to 7 pm, and those of SER from 4 to 8 pm.

Source: EGM – Catalonia data – 2nd sweep of 2016.



Internet

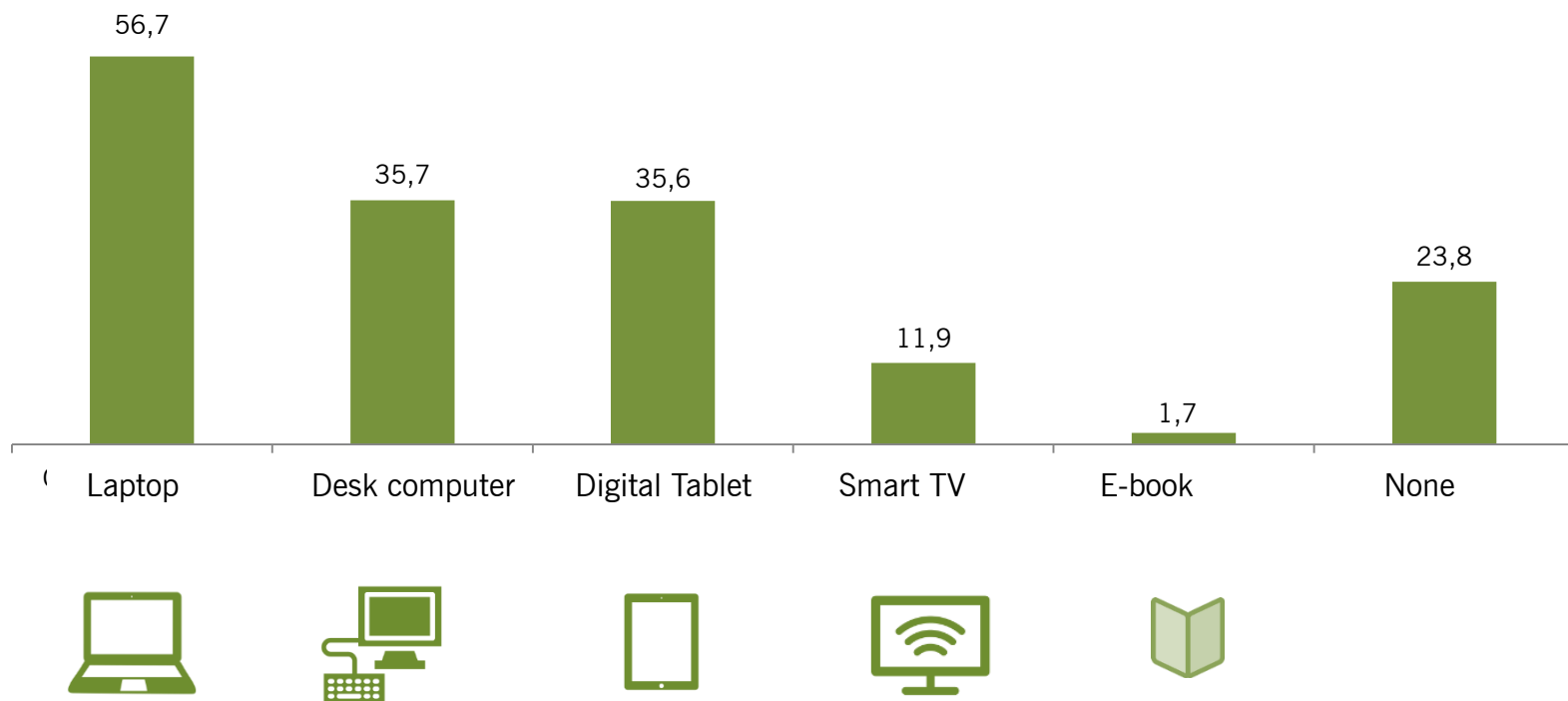
Internet penetration in Catalonia

71.4% of the Catalan population has at least one computer at home. Among those who say they don't have any kind of IT device, most are aged over 65 (49.5%).

Almost all internet users (91.6%) connect to the internet every day an average of 2 hours and 40 minutes.

IT equipment in the home

(%)



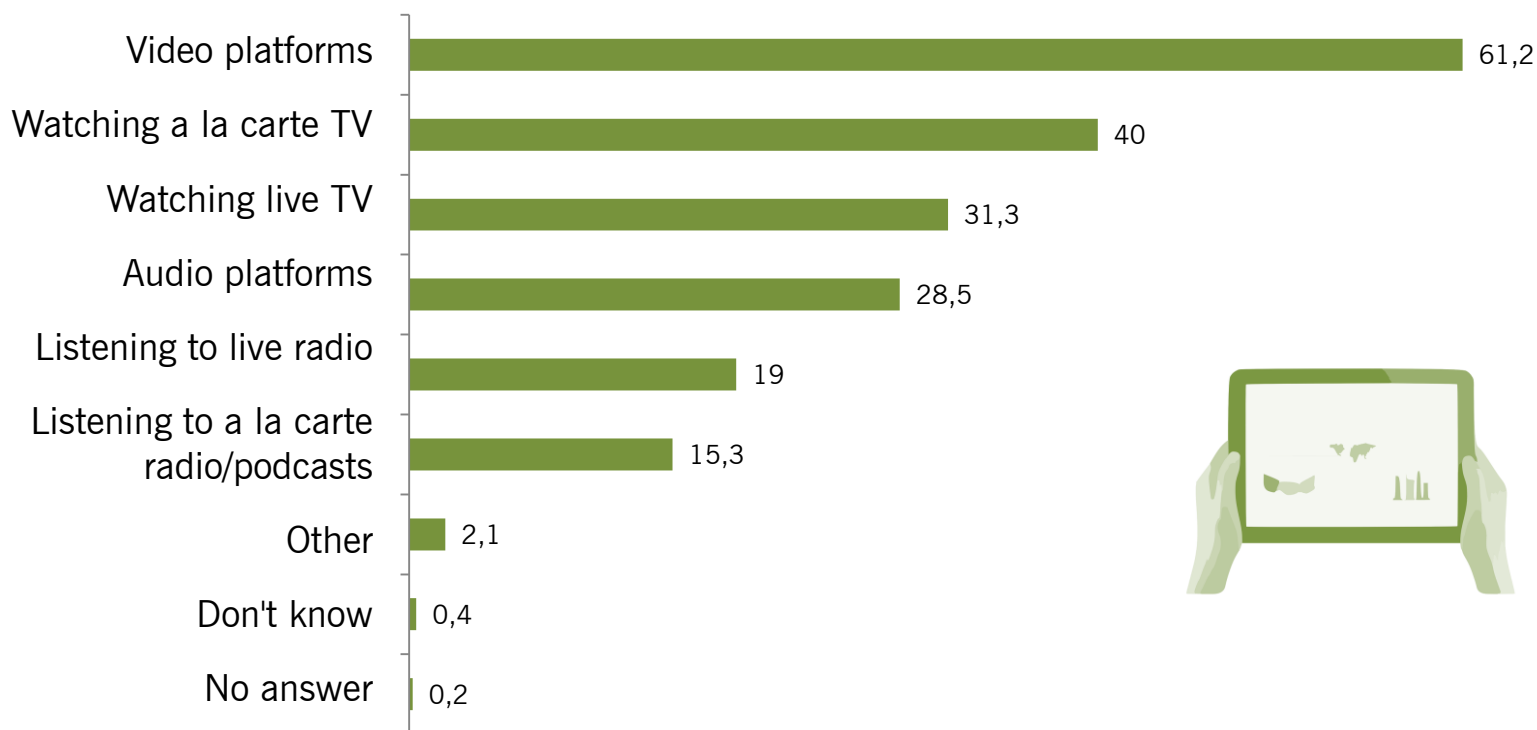
Source: EGM – Catalonia data – 2nd sweep of 2016.

Consumption of online audiovisual content (1)

According to the Centre d'Estudis d'Opinió of the Catalan government, almost one out of every two residents in Catalonia (46.7%) consumes audiovisual content online. The main applications used are video platforms and watching *a la carte* or live TV. The highest consumption is among the younger population and the more highly qualified.

Use of the internet to consume audiovisual content in Catalonia

(%) Question: do you consume audiovisual content (television, video and/or radio via the internet)?



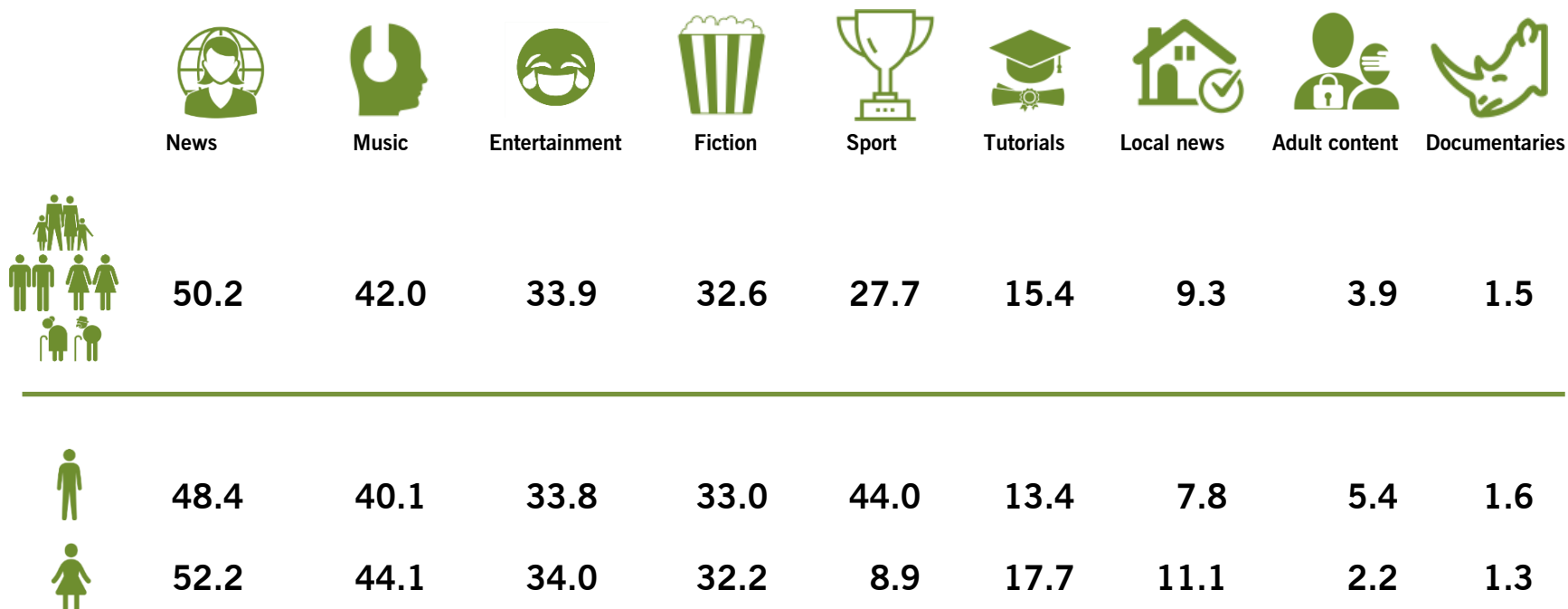
Source: Centre d'Estudis d'Opinió (CEO). Òmnibus de la Generalitat de Catalunya 2016-1. Fieldwork carried out between 20 April and 11 May 2016.

Consumption of online audiovisual content (2)

Among internet users, 76.6% regularly access audiovisual content. This figure is above 90% among the younger age segments. The most widely consumed genres are news, music, humour and fiction.

There's quite a big difference between the content consumption habits of men and women, especially regarding sports.

Types of audiovisual content searched for on the internet (%, in the last week)



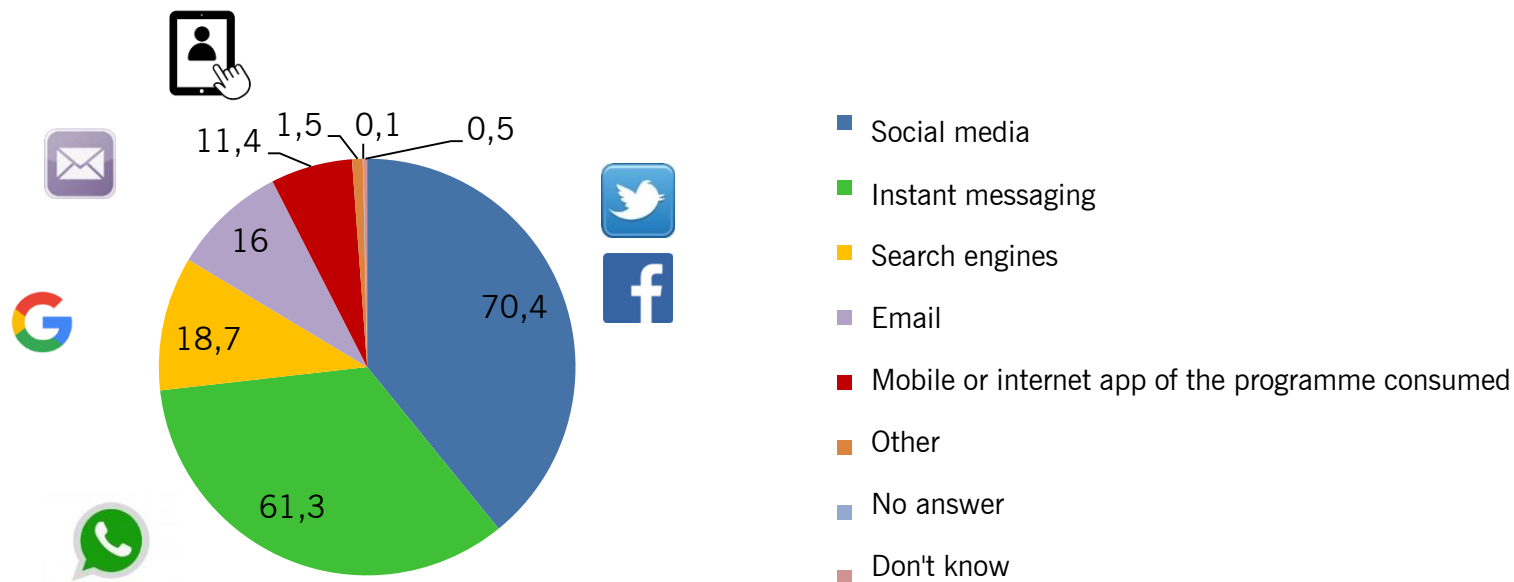
Source: Centre d'Estudis d'Opinió (CEO). Òmnibus de la Generalitat de Catalunya 2016-1. Fieldwork carried out between 20 April and 11 May 2016.

Consumption of online audiovisual content (3)

Only 20.8% of TV viewers or radio listeners use the internet to comment, interact or complement the programme's information. The main applications used are social media and instant messaging. Use of the programmes' own applications, which the audience can interact with, is still quite limited.

The younger the audience, the greater the use of the internet while watching TV or listening to the radio.

Applications employed when using the internet while watching TV or listening to the radio
(%)



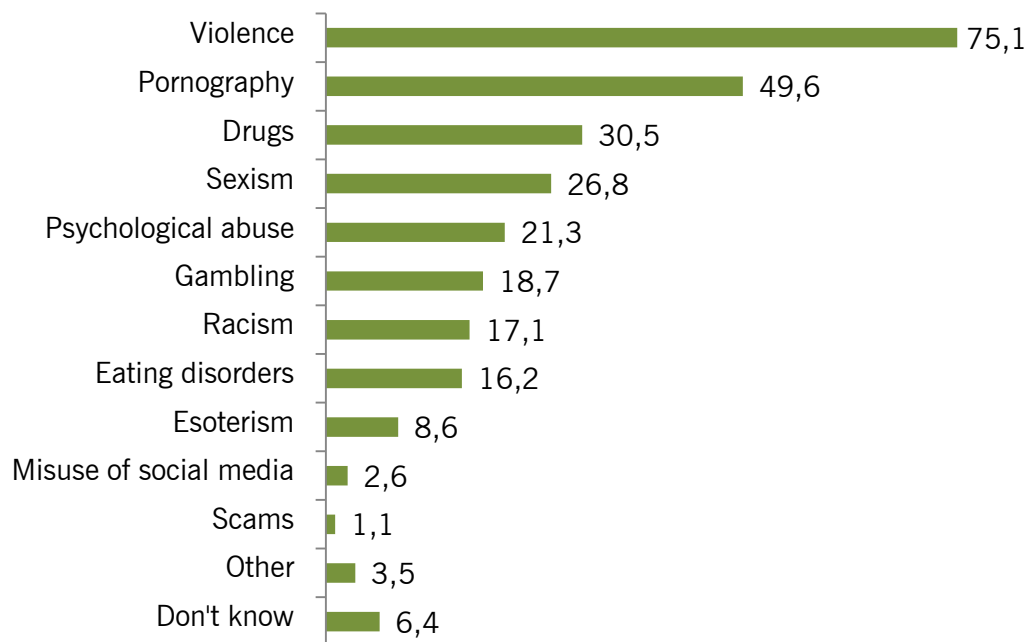
Source: Centre d'Estudis d'Opinió (CEO). Òmnibus de la Generalitat de Catalunya 2016-1. Fieldwork carried out between 20 April and 11 May 2016.

Protecting minors on the internet

According to the CEO, almost 9 out of 10 adults (88.5%) believe that minors using the internet are exposed to content that could be harmful for their development.

The hazardous content that minors might find on the internet and which causes most concern is related to violence, pornography and drugs.

Type of content that causes most concern
(%)



The CAC has produced three reports on hazardous content on the internet and has denounced the facts to the Public Prosecutor's Office in defence of minors' rights.

These reports are related to child pornography, anorexia and gender-based violence.

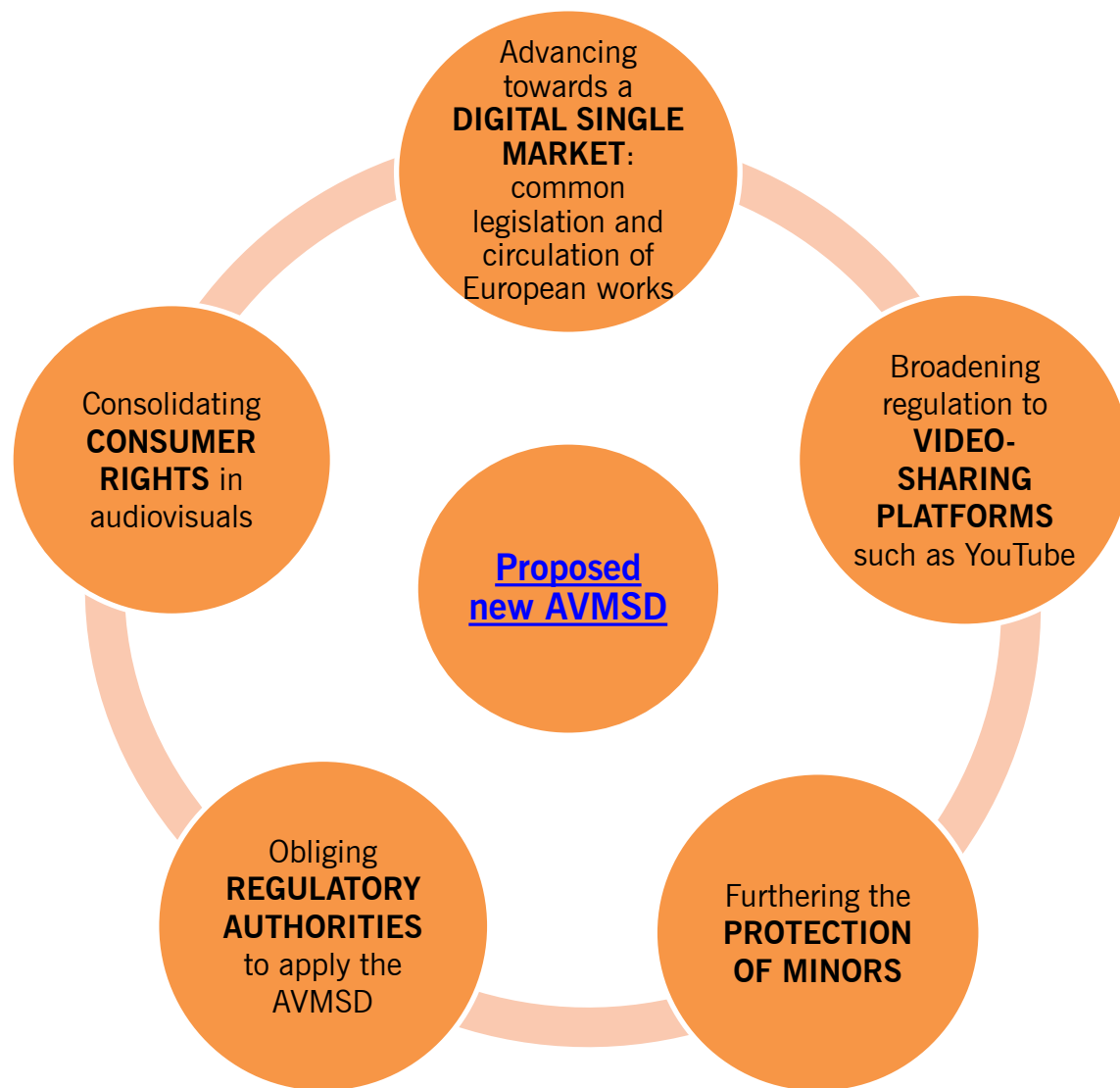
The Catalan Audiovisual Council believes that new media services must be subject to the same degree of protection as television.

Source: Centre d'Estudis d'Opinió (CEO). Òmnibus de la Generalitat de Catalunya 2016-1. Fieldwork carried out between 20 April and 11 May 2016.



Note: Revision of the Audiovisual Media Services Directive (AVMSD)

The main principles of the proposed new AVMSD



CONTEXT:

- The European Commission proposes to update the [Audiovisual Media Services Directive \(AVMSD\)](#), in force since 2010.
- The revision of the AVMSD forms part of the [Digital Single Market Strategy \(DSMS\)](#).
- The aim of the DSMS is to establish a digital single market in Europe, as is already the case with the traditional offline market.
- In addition to revising the AVMSD, the Digital Single Market Strategy also includes measures related to:
 - e-commerce
 - access to infrastructures
 - security and privacy
 - copyright, among other areas.

Broadening the AVMSD

The AVMSD currently regulates TV broadcasting and on-demand video services. There is still some flexibility regarding their regulation.

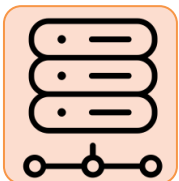
The proposed new AVMSD broadens its jurisdiction to video-sharing platforms, such as YouTube and Dailymotion.

This does **not include social media** such as Facebook.

Article 1b of the Proposed AVMSD defines video-sharing platforms:



The service consists of the **storage** of a large amount of programmes or user-generated videos.



The **organisation** of the stored content... in particular by hosting, displaying, tagging and sequencing. The service is made available by **electronic communications networks**.



The video-sharing platform provider **does not have editorial responsibility** regarding the content. The principal purpose of the service or a dissociable section thereof is ... **to inform, entertain or educate**.



The **COUNTRY OF ORIGIN** principle has been approved, in line with the AVMSD in force and other European standards, such as the [satellite and cable Directive](#).



On-demand services will reserve at least a 20% share of their audiovisual offer for **EUROPEAN WORKS** in their catalogues. Such works will have "adequate prominence", making them visible to European users (article 13).



The **PROTECTION OF MINORS** is across the board (articles 6a, 9, 12 and 28a). For video-sharing platforms, the tagging and indexing of content is reinforced, as well as systems of parental control and age verification for access.



SELF-REGULATION AND CO-REGULATION are strategies used to involve all actors in defending the basic principles, such as the protection of minors, incitement to hatred, etc. (articles 4 and 9(2)).



The **European Regulators Group for Audiovisual Media Services** ([ERGA](#)) has become the official intermediary to implement the new AVMSD and to design policies for the digital single market (article 30a).



Newsflashes

Newsflashes

EPRA in Barcelona

From 25 to 27 May, the CAC organised the 43rd meeting of the European Platform of Regulatory Authorities (EPRA) in Barcelona. 180 delegates from 50 regulatory councils belonging to 45 countries took part in the [conference](#). The main issues tackled were the future of openly broadcast television, the role of audiovisual media in crisis situations, the protection of minors in reality and talent shows, data protection and its relation to audiovisual regulation, and policies to apply audiovisual legislation.

Reciprocal TV broadcasts

The Catalan and Valencia governments reached an agreement regarding reciprocal broadcasts of TV3 and Valencian TV, when the latter comes back on air. The Valencian government stopped broadcasts of Canal 9 in November 2013; the new public TV channel in the Valencian language is expected to start broadcasting again before the end of 2016.

La Xarxa on Movistar+

Since June, local television channels, coordinated by La Xarxa, have been broadcast on Movistar+. The platform has reserved channel 159 for them. The TV on offer includes coverage of the most important human tower demonstrations, popular festivals and local and county-wide sports events.

The latest *Mercat Audiovisual de Catalunya* (MAC)

The latest [MAC](#) focused on new technological tools at the service of communication. This time La Xarxa presented the new distribution and content-sharing platform, also discussing transmedia formats and the video-gaming industry. One of the tables, with the participation of the CAC, debated the appropriateness of revising the Catalan audiovisual communication Act.

Is diversity sufficiently represented in fiction?

La Mesa per a la Diversitat en l'Audiovisual dedicated its 8th Seminar to an analysis of how diversity is represented in local fictional series. Diversity Awards were given to the programme *30 minutes* by TV3 for the report entitled [CIE, presó administrativa](#); to the programme [Annour](#) by Ràdio Mollet; to the project [Gitanos en present](#) by the Museu Virtual del Poble Gitano a Catalunya; and the lifetime achievement award for [Drac Màgic](#).

Campaign without electoral blocks

The CAC's pluralism report for the [general election campaign of 26 June](#) stated that the CCMA media, which for the first time ran a campaign without electoral blocks, respected pluralism and had applied the principal of fairness and not strictly that of proportionality. Spanish public television, both for general broadcasts and also in the regional sections, applied direct proportionality. On the other hand, Spanish commercial channels did not reflect plurality.

Newsflashes



Report by the European Commission "European Digital Progress Report"

On 23 May the European Commission published its "[European Digital Progress Report](#)", detailing the inequalities between EU Member States in the development of the digital economy. This report examines issues such as connectivity, digital skills, use of internet, integration of digital technology in industry and digital public services and has a specific chapter for each Member State.



CSA lab, the think tank for audiovisuals and the digital sector

On 14 June, the French regulatory body, the Conseil Supérieur de l'Audiovisuel, set up a committee for reflection and prospection entitled [CSA lab](#), made up of seven external experts with two members from the body acting as co-Chairmen, Nathalie Sonnac and Nicolas Curien. The think tank members come from a wide range of areas related to audiovisuals and digitalisation: economics, technology, law, administration, consultancy, journalism, etc. CSA lab will present two reports a year to the regulator.



Campaign to promote the presence of women in the media.

[#onsónlesdones](#). A group of women is using this tag to denounce the limited presence of women in the media and most particularly in opinion-related areas. The aim is to highlight the marginalisation of women in discussions, debates and editorials, as well as providing media professionals with resources to ensure access to potential female experts and opinion leaders. In the latest [report on the compliance of the public service missions of CCMA channels](#) for 2015, the CAC warned that, although the presence of women had increased since 2014, the situation was still very far from one of full equality. The report states that, regarding news, women appear in 26.5% of the inserts on TV3 and 24.5% on Catalunya Ràdio.



Ofcom: publication of the Public Service Broadcasting Annual Report 2016

In July Ofcom published its [Public Service Broadcasting Annual Report 2016](#). More than half British audiences watch public service channels: BBC One, BBC Two, Channel 3 (ITV, STV, UTV), Channel 4 and Channel 5. In total, these broadcasters invested 2.5 billion pounds (almost 3 billion euros) in providing public service broadcasting in 2015. Regarding satisfaction, three quarters of the audience stated that it's satisfied with the public service received.

Newsflashes



The technological status of Catalonia

CTecno presented the findings of the [*Baròmetre del Sector Tecnològic a Catalunya 2016*](#), a document that examines the sector and analyses its supply and demand; the process of digital transformation; talent, training and human resources; with a specific section on the start-up ecosystem in Catalonia. In 2015 the number of companies in the sector and employment increased. In this respect, new professional profiles are needed to meet the requirements of the changing environment.



How can we measure new audiovisual consumption habits?

The CAC's technological seminar in July discussed the challenges represented by measuring TV audiences given the new audiovisual panorama in the digital environment, with the participation of experts in this area such as Joan M. Corbella, lecturer and Director of the Audiovisual Production Observatory at UPF; Eduard Nafria, technical and commercial General Manager at Kantar Media; and Elena Neira, expert in marketing and author of the book *La otra pantalla* (The other screen). The appearance of operators such as Amazon and Netflix and the increasingly widespread habit of consuming audiovisual content on second screens requires new methods to count audiences.



Condemning the professional situation of scriptwriters

[*In a manifesto, the Associated Scriptwriters of Catalonia*](#) criticise that the crisis has strongly affected the audiovisual sector and left scriptwriters in a highly precarious situation in terms of employment, also emphasising their role as creators and generators of ideas. A large part of Catalonia's audiovisual production revolves around Catalan public television which in the last few years has cut back on the number of fictional programmes and documentaries it produces.



BCN Games World

From 6 to 9 October the BGW will be held at the Fira de Barcelona site on Montjuïc. This gathering will raise awareness of the latest innovations in the sector and boost business. Barcelona will also become the stage for great contests between international gamers. According to the [*Libro Blanco del Desarrollo Español de Videojuegos 2015*](#), (White Paper on the Spanish Development of Videogames 2015), produced by the Spanish Association of Videogame and Entertainment Software Producers and Developers (DEV), 25% of videogaming companies in Spain are based in Catalonia.



Don't play with young people

The Fòrum d'Entitats de Persones Usuàries de l'Audiovisual, a body promoted by the CAC, has produced the document *Amb els joves no s'hi juga* (Don't play with young people), analysing advertising for online games and proposing good practices to minimise the effects on vulnerable groups. According to EGM data, almost 68% of Catalan internet users bet online every day.

BIAC. No. 5 – Second 4 months of 2016

Main sources:

- CAC: the Council's own data.
- Kantar Media: Area of Catalonia. Data obtained using a people meter for individuals aged 4 and upwards.
- EGM: data from the 2nd sweep of 2016. Period April-May 2016. Details: Area of Catalonia. Sample from the 1st sweep: 18,696 interviews with individuals aged 14 and upwards (2,410 multimedia interviews, 7,807 single medium - radio, 3,709 single medium - press and 4,770 single medium - magazines).
- Centre d'Estudis d'Opinió de la Generalitat de Catalunya. *Òmnibus de la Generalitat de Catalunya 2016-1*. 1,200 personal interviews at home of individuals aged 18 and over resident in Catalonia. Fieldwork carried out between 20 April and 11 May 2016.

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* [Newsletter on the Media Sector in Catalonia] (BIAC). No. 5. Second 4 months of 2016. Barcelona: CAC, September 2016. <www.cac.cat>