



Butlletí d'informació sobre l'audiovisual a Catalunya

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

THIRD FOUR MONTHS OF 2016
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White Paper on the Audiovisual Sector in Catalonia (1)



On 23 January 2017, the Catalan Audiovisual Council presented the **White Paper on the Audiovisual Sector in Catalonia** to the Catalan parliament.

Commissioned by the Parliament, this White Paper has been produced with the collaboration of the government and the audiovisual sector.

The document:

- Analyses the Catalan audiovisual system
- Proposes a strategic plan with **53 actions**, of which 22 affect the sector's structure. **135 actions or recommendations** have been specified for these actions.

You can access the [complete version](#) of the *White Paper* and also the [highlights](#).

White Paper on the Audiovisual Sector in Catalonia (2)



Public contribution to the Corporació Catalana de Mitjans Audiovisual (CCMA)

Observations:

- Reduction in the CCMA's government budget from €334 million to €234 million in 2015.
- In Europe, the average government budget for public broadcasting in states and regions with 5 to 10 million inhabitants is €50 per person per year. In Catalonia this figure is €31.6 per year.

Proposal:

- Gradually increase the CCMA's government budget by €137 million over the next 4 years.
- Reorganize the CCMA's structure in order to optimize the resources available.



Production of fiction

Proposal:

- Increase the resources allocated to promoting quality fiction (especially series) and to encouraging new distribution services.
- Promote the creation of a VOD platform of Catalan production content.
- Improve the fiscal system, especially corporate tax and VAT.



Radio

Observation:

- There are 127 stations broadcasting without a licence.

Proposal:

- Create a table with all the players involved.
- Implement legislative measures to suspend these broadcasters immediately, as a preventative measure.

White Paper on the Audiovisual Sector in Catalonia (3)



Language

Observations:

- The total audience for TV in Catalan has fallen over the last few years to 18.5% in 2016.
- This drop has been sharper among children (aged 4 to 12): 10.3% in 2016.

Proposal:

- Encourage content in Catalan on all TV broadcasters, including state-wide channels.
- Reinforce content and channels aimed at children, teenagers and young adults.



Radio spectrum

Observation:

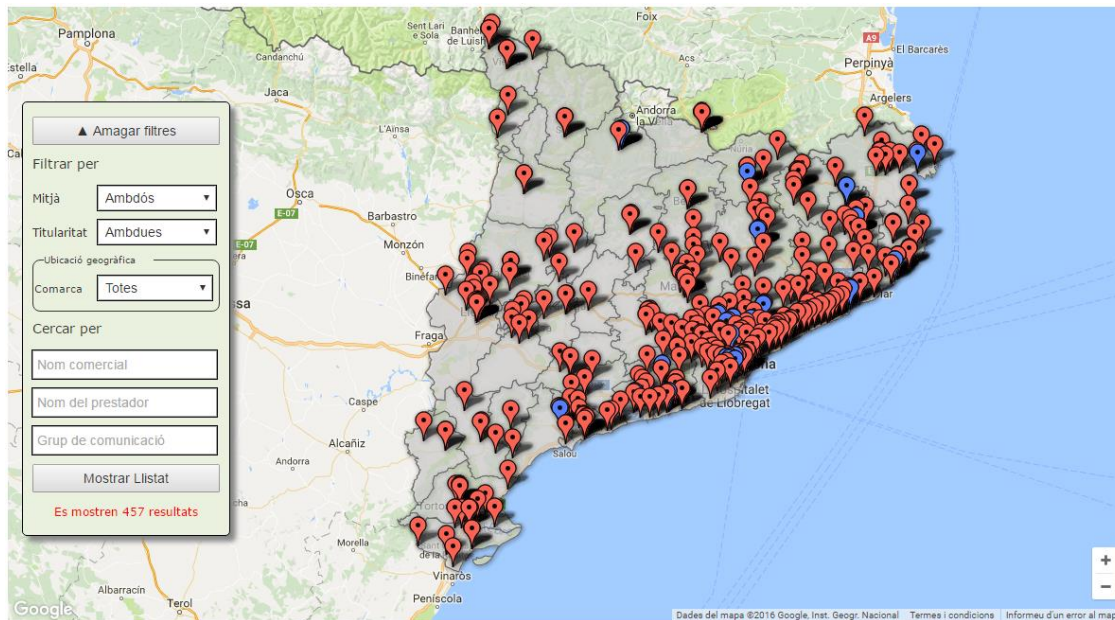
- The imbalance between television in Catalan and in Spanish has increased with the DTT switchover.

Proposal:

- Grant Catalonia more powers in telecommunications, especially regarding spectrum management and planning.
- Advance towards a Catalan communications authority, from the transformation of the CAC, that regulates audiovisuals, electronic communication and telecommunications.

Audiovisual media map of Catalonia (1)

Map of radio and TV broadcasters in Catalonia



<http://mapamitjansaudiovisuals.cac.cat/>

Since the end of October, the CAC has provided an online map of the audiovisual media in Catalonia, available to the public.

This new system allows media to be searched by their commercial name, by the name of the company providing the service and also by the media group. From a geographical point of view, the media can also be segmented by county or, in the case of television, by the 21 local DTT areas within Catalonia.

The map includes both the public and commercial broadcasters that are regulated by the CAC, hold a licence and use the radio spectrum: FM radio stations (including those belonging to Spanish broadcasters) and both Catalan and local TV stations.

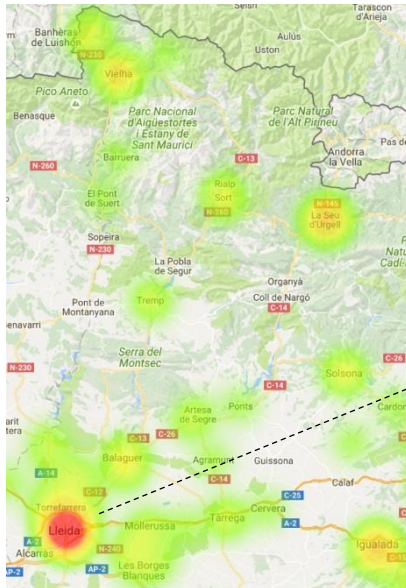
Audiovisual media map of Catalonia (2)

Geographical breakdown of radio and TV broadcasters in Catalonia ^A

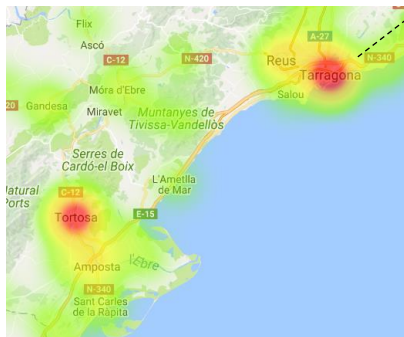
Degree of concentration

More media  Fewer media

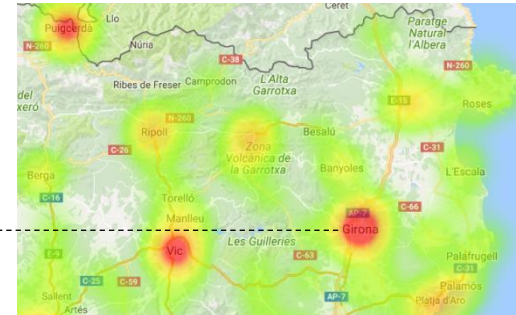
Lleida province



Tarragona province



Girona province



Barcelona province



 58 channels

 399 broadcasters

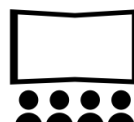
Broadcasting media are unevenly distributed throughout Catalonia: most are concentrated around the capital (Barcelona) and its area of influence, as well as the provincial capitals (Girona, Lleida and Tarragona), locations with high population densities.

^A These images include radio broadcasters and TV channels that are licensed and use the radio spectrum to broadcast. They do not include state-wide TV channels.
Source: [Audiovisual media map](#) of the Catalan Audiovisual Council.

Media penetration in Catalonia

Media penetration in Catalonia

(% of total population)



AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	84.0	58.7	77.3	4.6
14 to 19	81.9	55.1	92.9	4.6
20 to 24	77.2	53.6	95.0	5.9
25 to 34	78.3	59.9	94.5	6.3
35 to 44	78.2	65.0	91.8	3.9
45 to 54	85.9	65.1	86.1	4.7
55 to 64	87.9	59.9	75.1	5.4
65 and over	91.3	48.5	38.3	3.4



The average daily audiovisual consumption of citizens living in Catalonia in 2016 was as follows:

Radio: 101'
Television: 227'
Internet: 160'

Sources: Kantar Media and EGM Catalunya

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

The data for the internet refer to the connection, irrespective of how this connection is used.

Periods: radio (Monday-Sunday); television and internet (audience for the day prior to the interview); cinema (last week).

Source: EGM – Catalonia data – 3rd sweep of 2016.



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

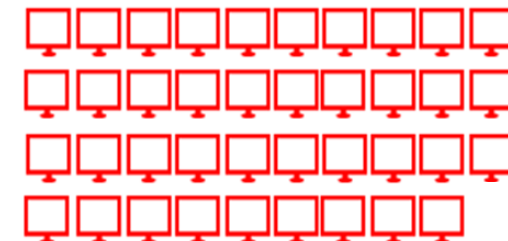


Local TV 50 channels

11 public



39 commercial



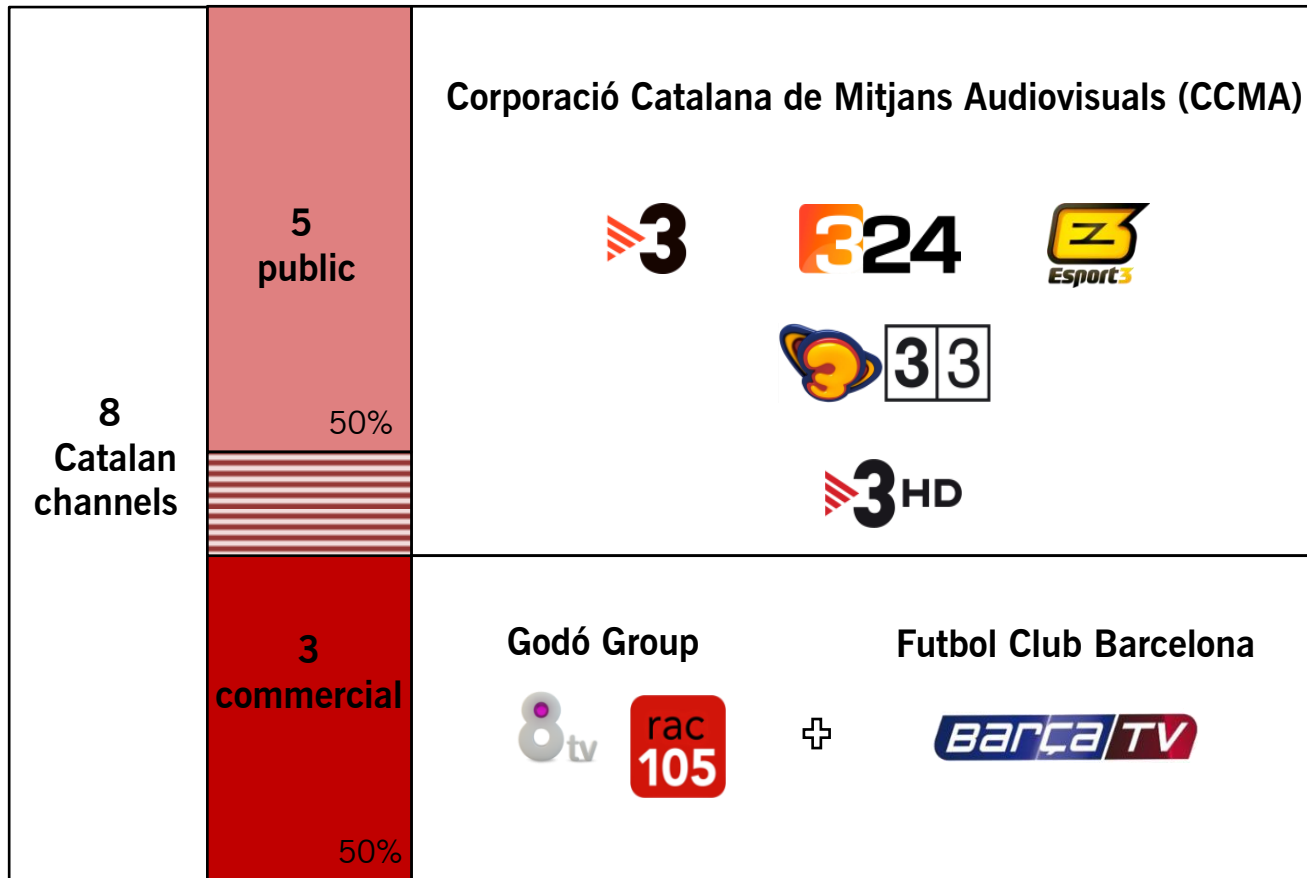
Note: BIAC uses the term *channel* (usual term) to refer to DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).
Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Energy, Tourism and Digital Agenda (Spanish ones). January 2017.

Catalan TV channels

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

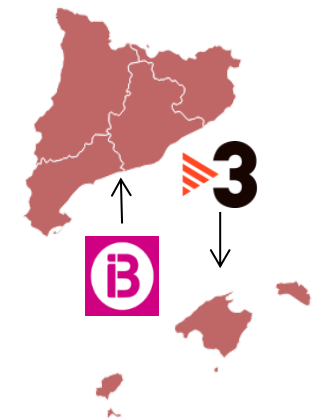
By ownership and supply (number and % of DTT channels)

 Catalan



+ Reciprocal broadcasts

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



Source: Catalan Audiovisual Council. January 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)         Regional sections in Catalan				
	25 commercial 78%	Atresmedia Televisión     neox NOVA MEGA A3S	Mediaset España         	NET Televisión   VEO Televisión  	13 Televisión  Real Madrid Televisión 	Grupo Secuoya  Radio Blanca 

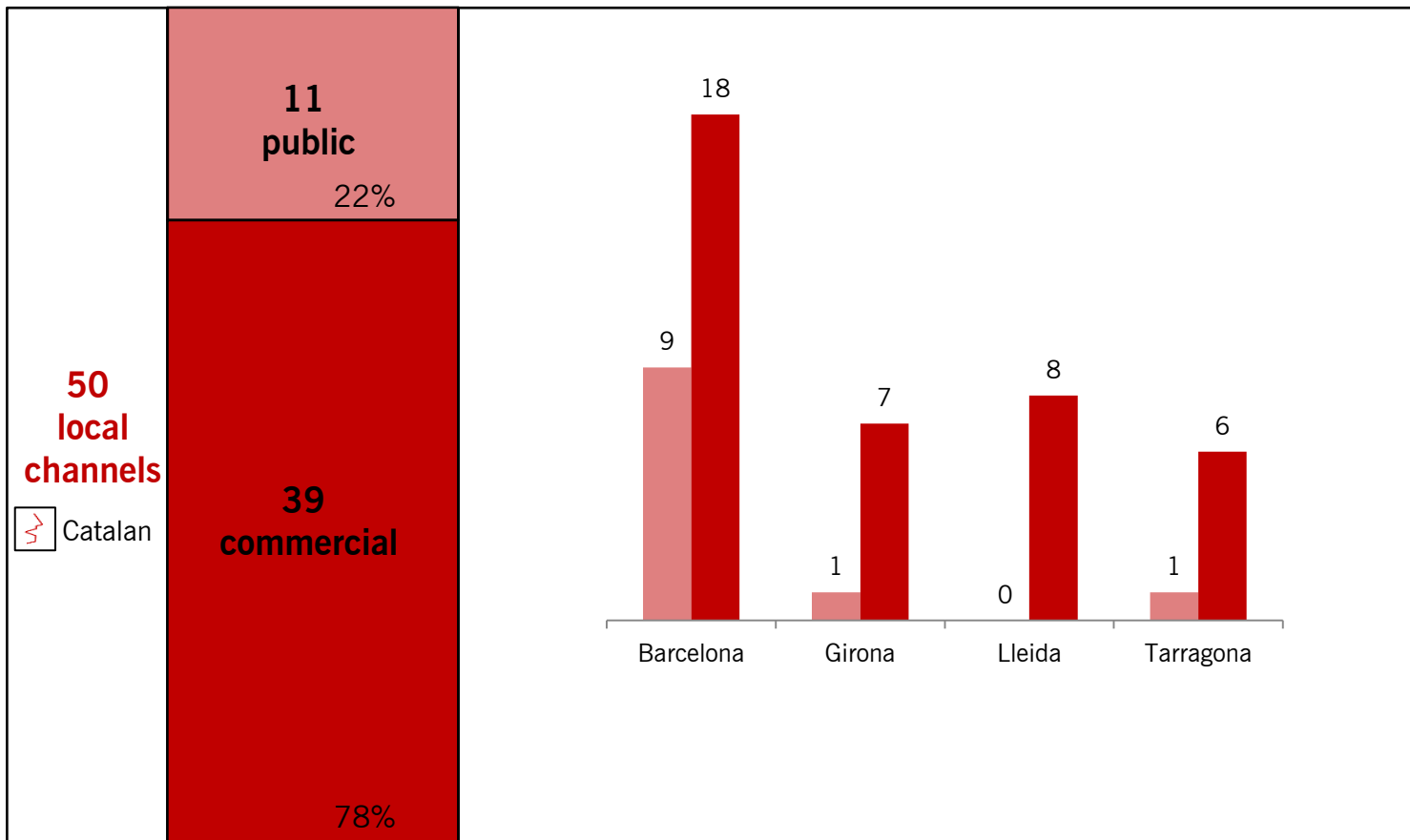
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. January 2017.

Breakdown of local TV channels

Public TV Commercial TV Language used

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

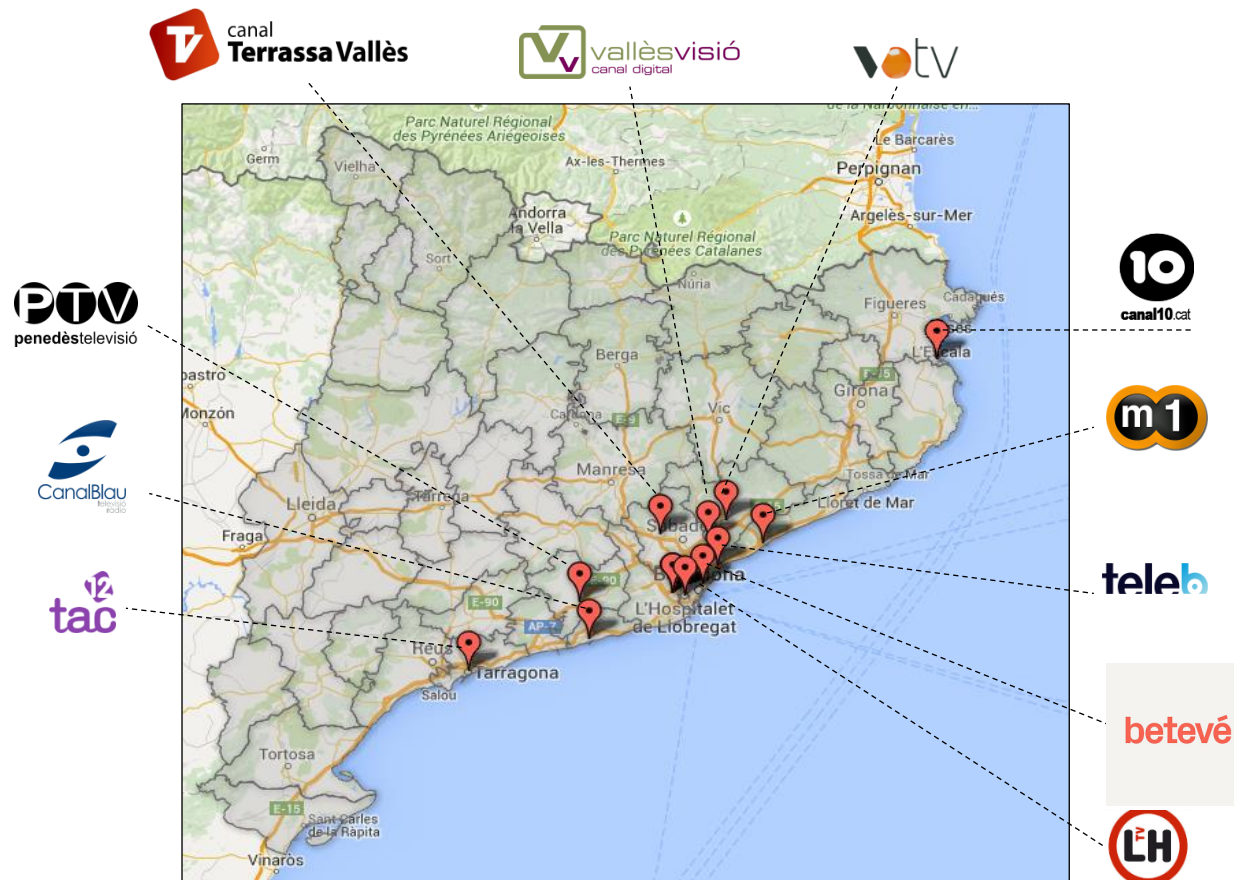
By province
(number and % of DTT channels)



Source: Catalan Audiovisual Council. January 2017.

Public local television

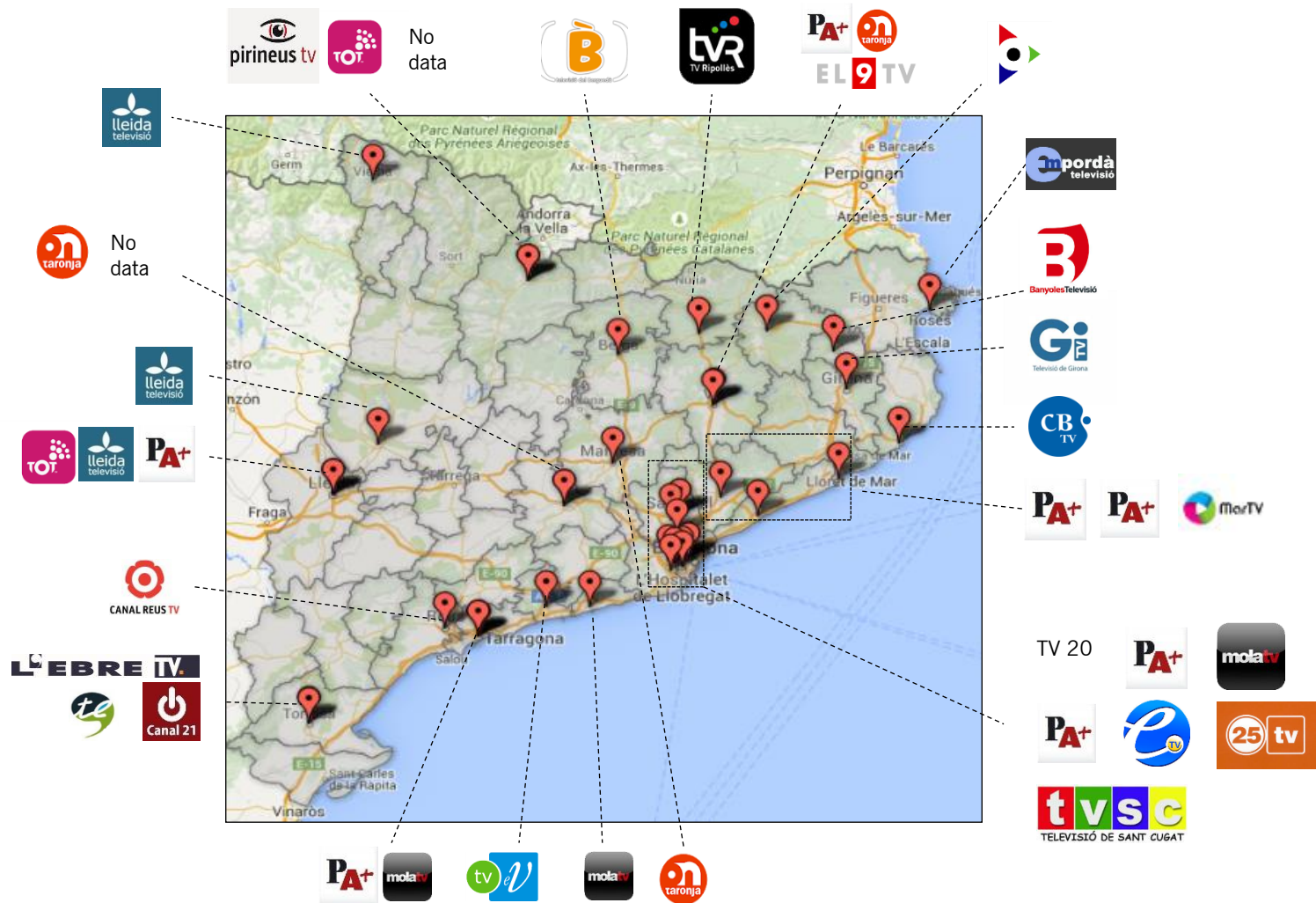
Supply of the 11 public local television channels



Source: Catalan Audiovisual Council. January 2017.

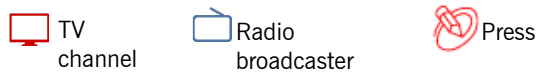
Commercial local television (1)

Supply of the 39 commercial local television channels

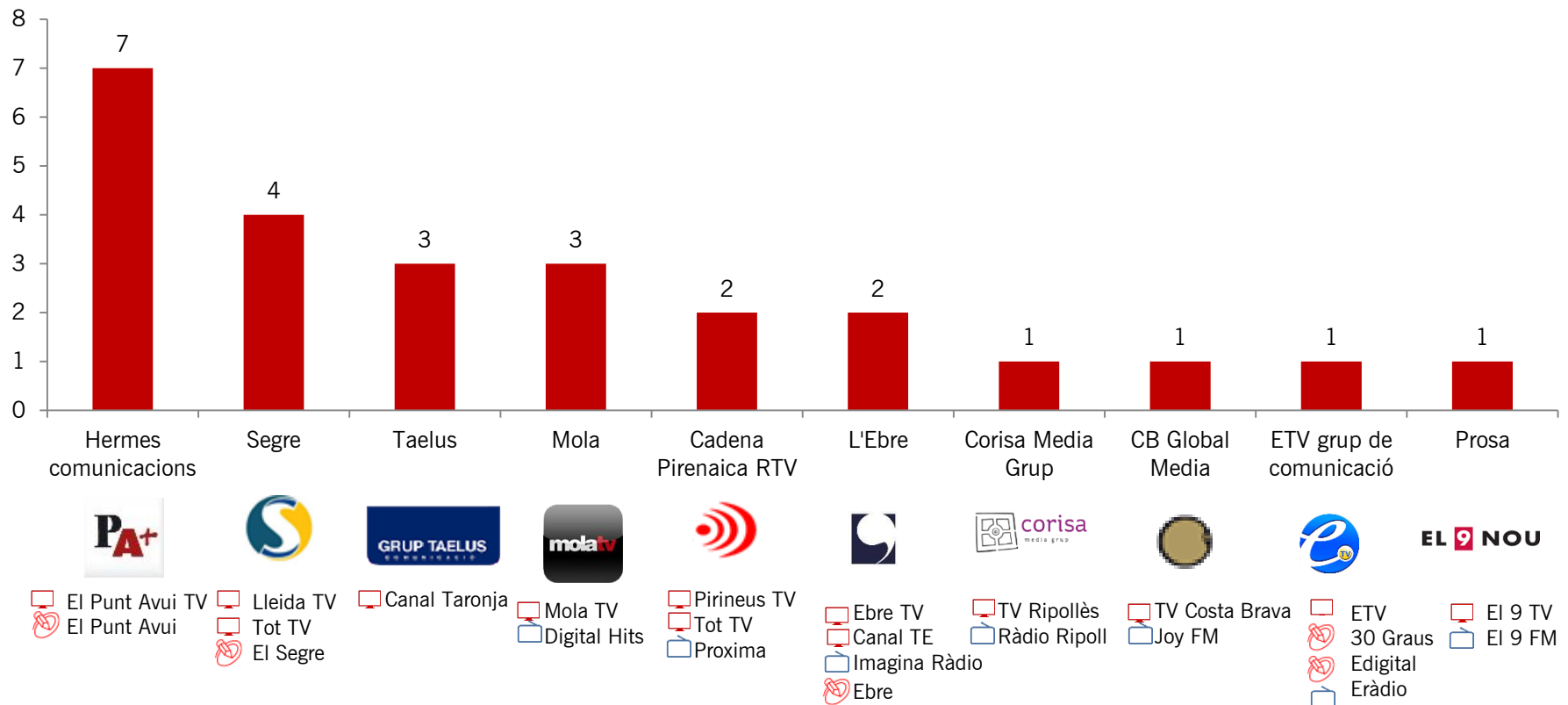


Source: Catalan Audiovisual Council. January 2017.

Commercial local television (2)



Commercial local media groups present in the local TV sector

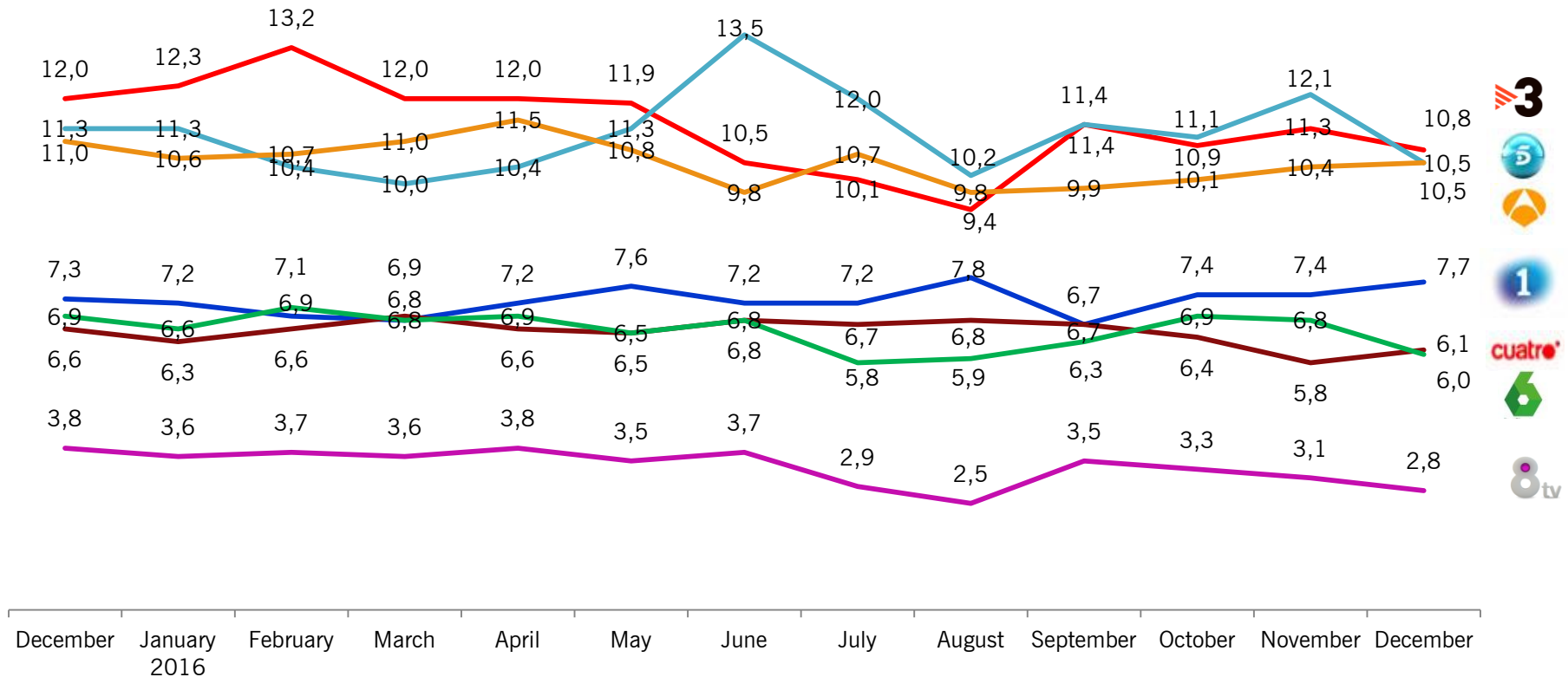


Source: Catalan Audiovisual Council. January 2017.

Television audiences (1)

Monthly trend in the share of the main channels in Catalonia

(in %, from December 2015 to December 2016)

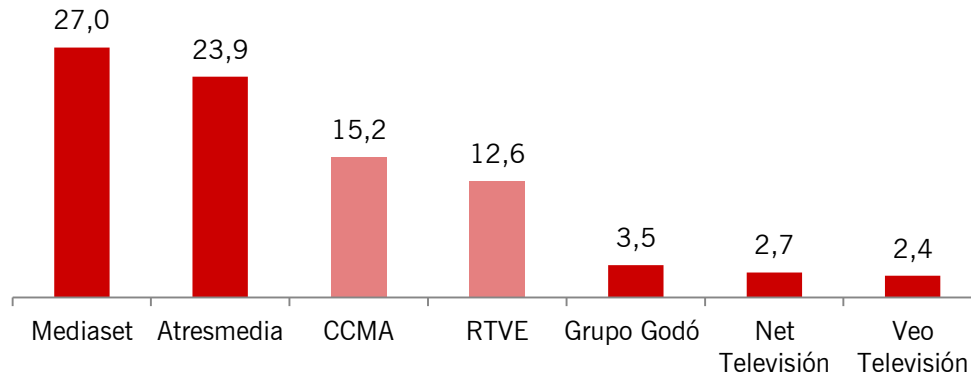


Note: *Share* is the percentage of individuals watching a specific channel in relation to the total number of individuals watching TV at that time.

Source: CAC, based on data from Kantar Media.

Television audiences (2)

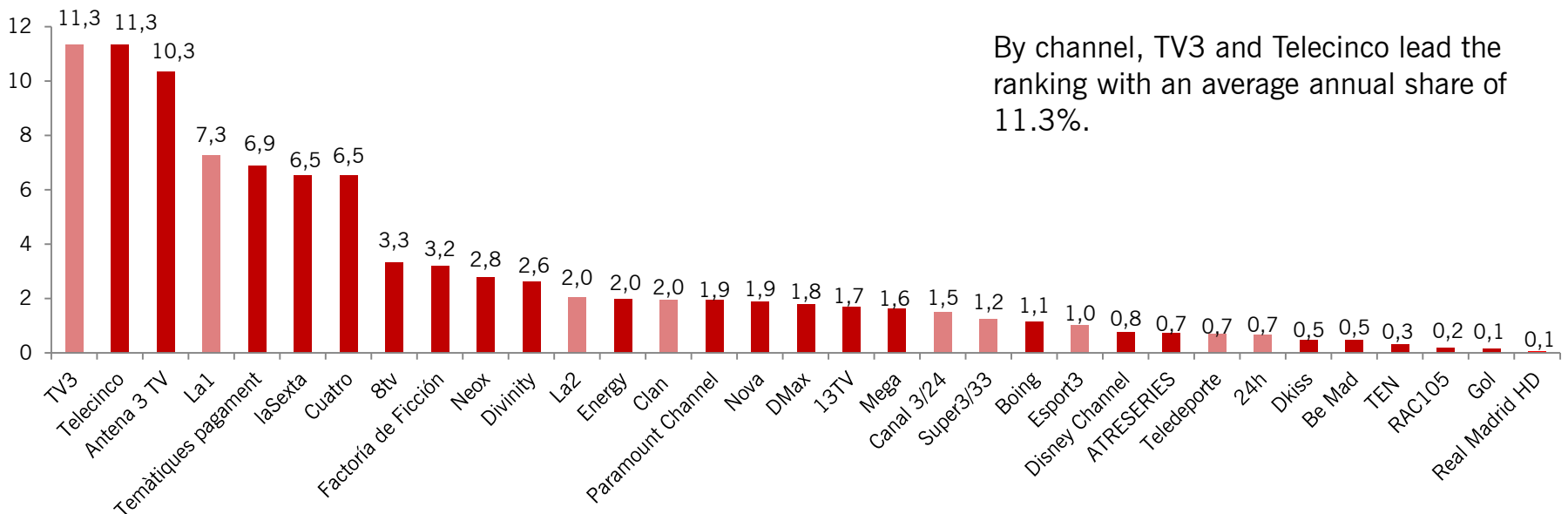
Audience share in Catalonia (% by group, average January-December 2016)



The 2016 trend has remained unchanged in terms of media groups: the private supply of Mediaset and Atresmedia is the most widely consumed, attracting more than 50% of audiences in Catalonia. The two public suppliers are at some distance from this.

The supply in Catalan (made up of CCMA and the Godó Group) attracts, on average, an 18.7% audience share during the year.

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



By channel, TV3 and Telecinco lead the ranking with an average annual share of 11.3%.

Source: CAC, based on data from Kantar Media.

Television audiences (3)

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

	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
TV3	12.3	13.2	12.0	12.0	11.9	10.5	10.1	9.4	11.4	10.9	11.3	10.8
Telecinco	10.6	10.7	11.0	11.5	11.3	13.5	12.0	10.2	11.4	11.1	12.1	10.5
Antena 3 TV	11.3	10.4	10.0	10.4	10.8	9.8	10.7	9.8	9.9	10.1	10.4	10.5
La1	7.2	6.9	6.8	7.2	7.6	7.2	7.2	7.8	6.7	7.4	7.4	7.7
Specialty pay TV	6.8	7.1	7.5	7.7	7.1	6.3	6.2	6.4	6.6	7.0	6.6	7.4
Cuatro	6.3	6.6	6.9	6.6	6.5	6.8	6.7	6.8	6.7	6.4	5.8	6.1
laSexta	6.6	7.1	6.8	6.9	6.5	6.8	5.8	5.9	6.3	6.9	6.8	6.0
Factoría de Ficción	2.9	2.6	3.0	3.0	2.8	3.2	3.5	3.8	3.4	3.3	3.3	3.6
Neox	2.6	2.9	2.9	2.6	2.6	2.6	3.0	2.7	2.9	2.6	2.8	2.9
8tv	3.6	3.7	3.6	3.8	3.5	3.7	2.9	2.5	3.5	3.3	3.1	2.8
Divinity	2.5	2.6	2.7	2.7	2.6	2.5	2.4	3.0	2.8	2.6	2.6	2.4
Energy	1.7	1.7	1.8	1.7	1.7	1.9	2.0	2.3	2.1	2.2	2.2	2.4
Paramount Channel	2.0	2.0	2.0	1.7	1.8	1.7	2.0	2.1	2.0	1.9	1.9	2.2
Clan	1.6	1.8	1.9	2.0	2.0	2.3	2.2	2.0	1.8	1.9	2.0	1.9
La2	2.0	2.0	2.1	2.0	1.9	2.0	2.2	2.3	2.1	2.1	1.9	1.9
DMax	1.8	1.9	1.9	1.8	1.8	1.8	1.7	1.8	1.6	1.6	1.9	1.9
Nova	2.0	1.9	1.9	1.9	1.8	1.8	2.0	2.0	1.8	1.7	1.8	1.9
13TV	1.7	1.6	1.3	1.7	1.6	1.5	1.7	1.6	1.8	1.9	2.0	1.8
Mega	1.8	1.8	1.8	1.6	1.5	1.5	1.7	1.7	1.5	1.4	1.5	1.6
Boing	1.4	1.1	1.1	1.1	1.2	1.1	1.1	1.1	0.9	1.0	1.0	1.4
Canal 3/24	2.1	1.5	1.6	1.5	1.3	1.4	1.5	1.4	1.6	1.6	1.3	1.2
Super3/33	1.3	1.3	1.4	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
Disney Channel	0.9	0.9	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	1.0
Esport3	1.3	1.2	1.3	1.3	1.0	0.9	0.7	0.8	0.9	1.0	0.8	0.9
Atreseries	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.9	0.8	0.9	0.9	0.8
Dkiss					0.5	0.7	0.8	0.7	0.6	0.7	0.8	0.8
Be Mad				0.1	0.6	0.6	0.6	0.9	0.7	0.8	0.7	0.6
24h	0.6	0.7	0.7	0.6	0.6	0.7	0.8	0.7	0.6	0.7	0.7	0.6
TEN					0.3	0.3	0.6	0.6	0.5	0.5	0.5	0.5
Teledeporte	0.5	0.4	0.5	0.4	0.7	0.5	0.9	2.6	0.7	0.4	0.3	0.4
Gol							0.1	0.2	0.3	0.3	0.3	0.4
RAC105	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Real Madrid HD							0.1	0.1	0.1	0.1	0.1	0.1

Source: CAC,
based on
data from
Kantar
Media.

Television audiences: highest ratings

Ranking of the programmes with the highest audience ratings in Catalonia

September 2016

Programme	Channel	Date	AA (ooo)	Share (%)
Football: Champions League / FC Barcelona – Celtic Glasgow	3	13/09/16	940	33.1
30 minuts / Una altra escola	3	18/09/16	611	19.9
La Mercè fireworks	3	25/09/16	594	18.0
Polònia	3	15/09/16	590	20.4
Merlí / Els presocràtics	3	19/09/16	577	22.5
Weekend evening news	3	11/09/16	567	21.0
Fora de sèrie / Andreu Buenafuente parla amb Carles Puigdemont	3	22/09/16	554	21.6
Lunchtime news	3	12/09/16	539	28.0
Evening news	3	20/09/16	531	20.5
Evening news	3	29/09/16	530	21.0

November 2016

Programme	Channel	Date	AA (ooo)	Share (%)
Football: Champions League / Manchester City – FC Barcelona	3	1/11/16	1,184	35.7
Merlí / Engels	3	21/11/16	578	22.3
Weekend evening news	3	13/11/16	577	20.4
Merlí / Zizek	3	28/11/16	562	20.2
Evening news	3	9/11/16	556	20.7
Lunchtime news	3	2/11/16	552	31.0
Evening news	3	29/11/16	549	19.6
Lunchtime news	3	23/11/16	548	27.8
Lunchtime news	3	21/11/16	546	27.1
Merlí / Freud	3	7/11/16	541	19.8

October 2016

Programme	Channel	Date	AA (ooo)	Share (%)
Evening news	3	12/10/16	700	23.3
Football World Cup classifier / Italy-Spain	1	06/10/16	630	21.8
Evening news	3	13/10/16	624	21.6
Football World Cup classifier / Albania-Spain	1	09/10/16	604	20.9
Polònia	3	13/10/16	588	19.2
OT: El reencuentro	1	16/10/16	587	19.9
Evening news	3	03/10/16	563	20.1
Merlí / Els estoics	3	03/10/16	559	21.3
Salvados / Pedro Sánchez	6	30/10/16	550	19.0
OT: El reencuentro en concierto	1	31/10/16	545	24.9

December 2016

Programme	Channel	Date	AA (ooo)	Share (%)
Football: Champions League / FC Barcelona-Mönchengladbach	3	06/12/16	834	27.1
Midnight New Year's Eve	3	31/12/16	701	31.8
Polònia	3	08/12/16	615	20.1
Evening news	3	26/12/16	610	23.5
Merlí / Boeci	3	12/12/16	599	21.1
Weekend evening news	3	18/12/16	567	18.5
Lunchtime news	3	19/12/16	565	28.5
Evening news	3	08/12/16	556	20.1
Weekend evening news	3	11/12/16	538	17.3
TN vespre	3	29/12/16	527	19.9

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.

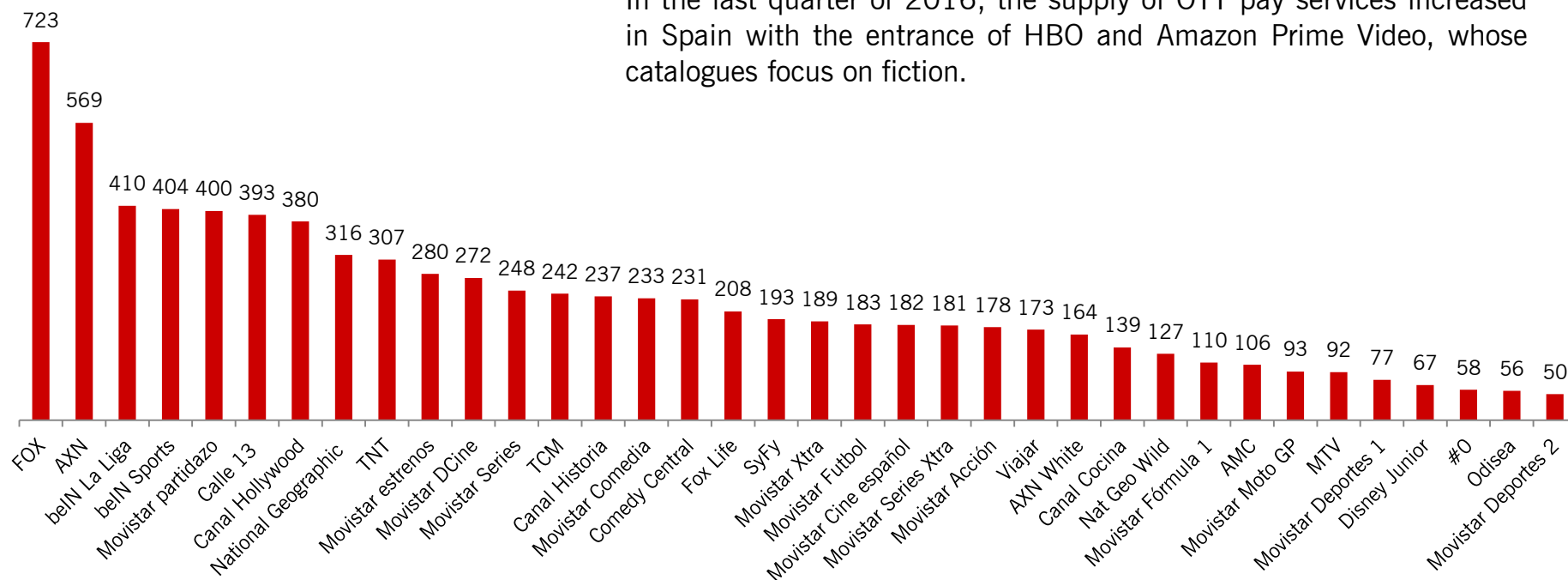
Specialty pay TV audiences

Accumulated audiences for specialty pay TV channels in Catalonia

(in thousands, last 30 days)

FOX continues to have the largest audience share for pay TV in Catalonia and has increased its distance from the second channel, AXN. They are followed by the sports channels beIN and Movistar.

In the last quarter of 2016, the supply of OTT pay services increased in Spain with the entrance of HBO and Amazon Prime Video, whose catalogues focus on fiction.



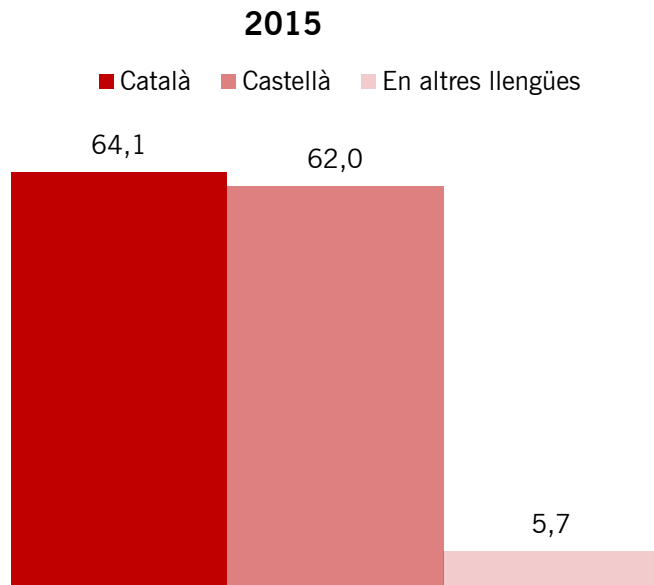
Source: EGM – Catalonia data – 3rd sweep of 2016.

The language of television

Regarding the language of the television consumed, Spanish is still much stronger than Catalan according to the latest data from the Cultural Participation Survey carried out by the Department of Culture for 2015.

Language of TV consumption. 2015

(in %, multiple choice question out of all consumers of each medium)



According to the answers given, almost half the TV viewers in Catalonia do not consume television in Catalan while 17.7% never watch television in Spanish.

Source: Department of Culture (2016). [Informe de política lingüística 2015](#). Based on data from the [Enquesta de participació cultural a Catalunya 2015](#), weighted by place of birth.

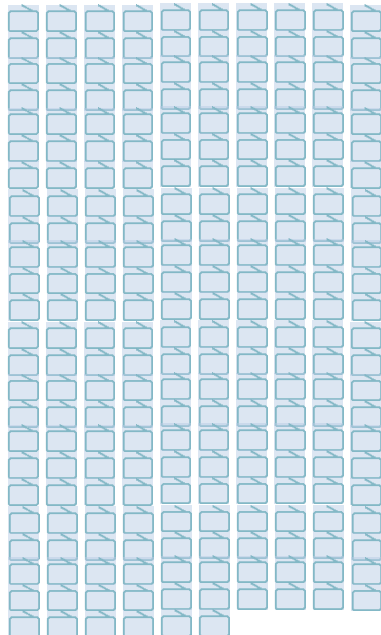


Breakdown of radio broadcasters in Catalonia

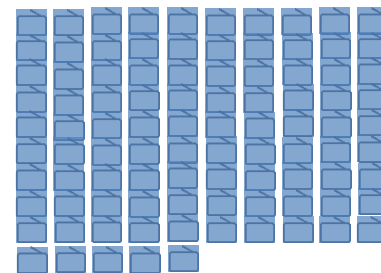
Radio supply by service zone

Catalan radio: 331 FM

236 public

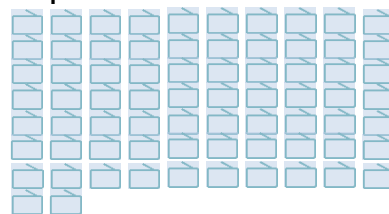


95 commercial

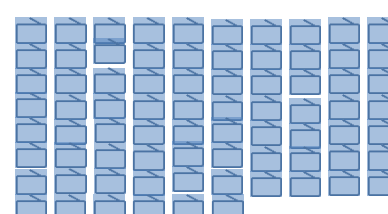


Spanish radio: 148 FM

72 public

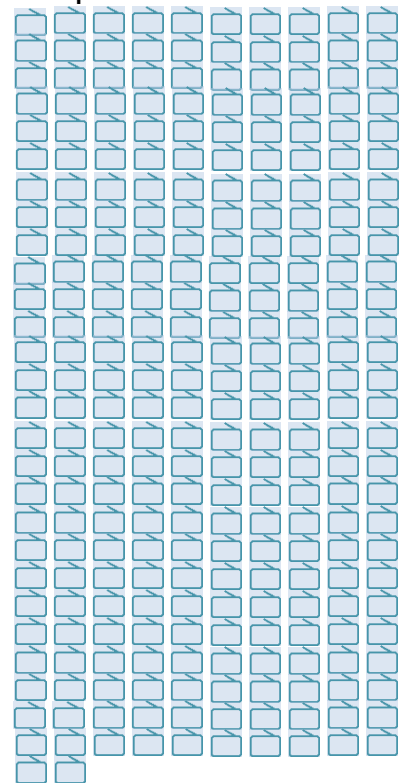


76 commercial



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). January 2017.

Public radio

 Language used

By service zone
(in frequencies)

By supply
(in broadcasters)

580 frequencies	72 Spanish 12%	280 broadcasters	5 Spanish	Corporación de Radio y Televisión Española (CRTVE)       Spanish (except Ràdio 4, in Catalan)
	236 Catalan 41%		3 Catalan	Corporació Catalana de Mitjans Audiovisuals (CCMA)     Catalan
	272 Local 47%		272 Local ^A	Local bodies (e.g. municipal 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). January 2017.

Commercial radio

 Language used

By service zone
(in frequencies)

By supply
(in broadcasters)

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

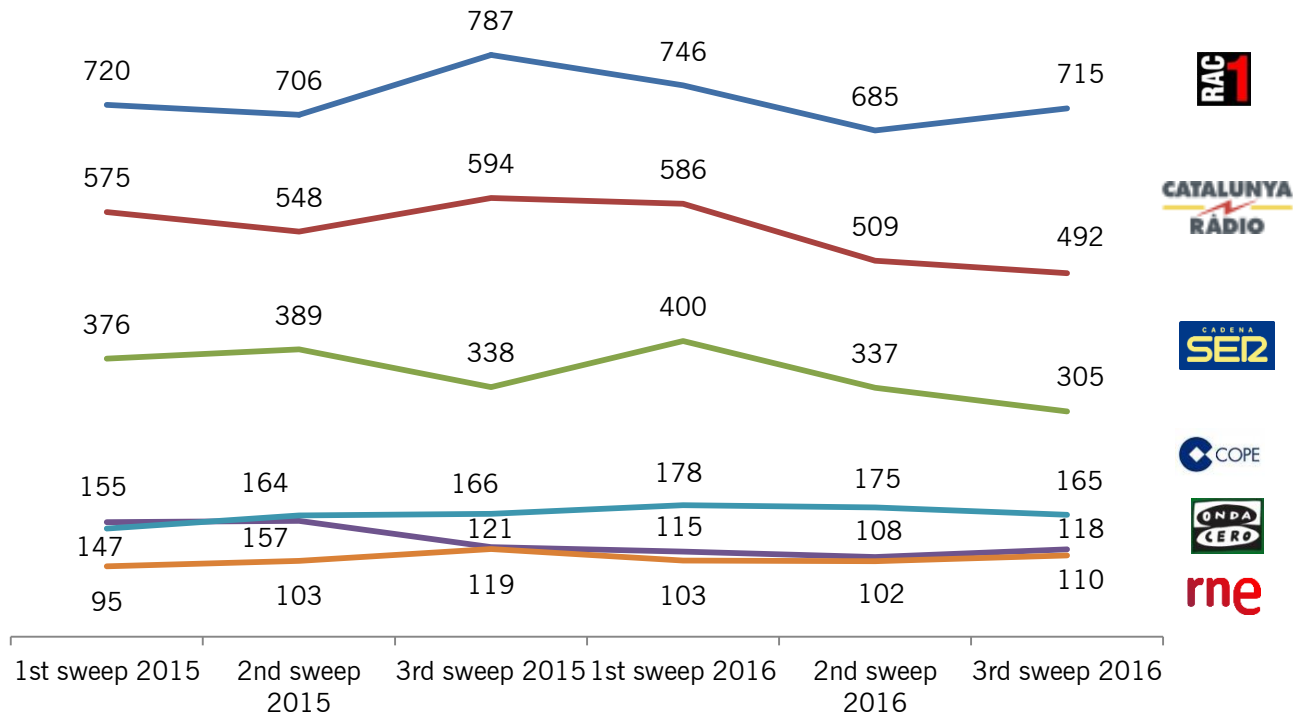
^A The following broadcasters are missing from the diagram: El 3 de vuit ràdio, Radio Adventista and Capital Radio; and the following providers: Llegeix, Escriu, Escolta Catalan SL (3 frequencies).
Source: Catalan Audiovisual Council. January 2017.

Radio audiences (1)

RAC1 has the largest audience share in Catalonia and has increased its number of listeners since the last EGM sweep. To a lesser extent, so have Onda Cero and RNE. All broadcasters have fewer listeners than in the same sweep the previous year.

General radio ranking. Audiences

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



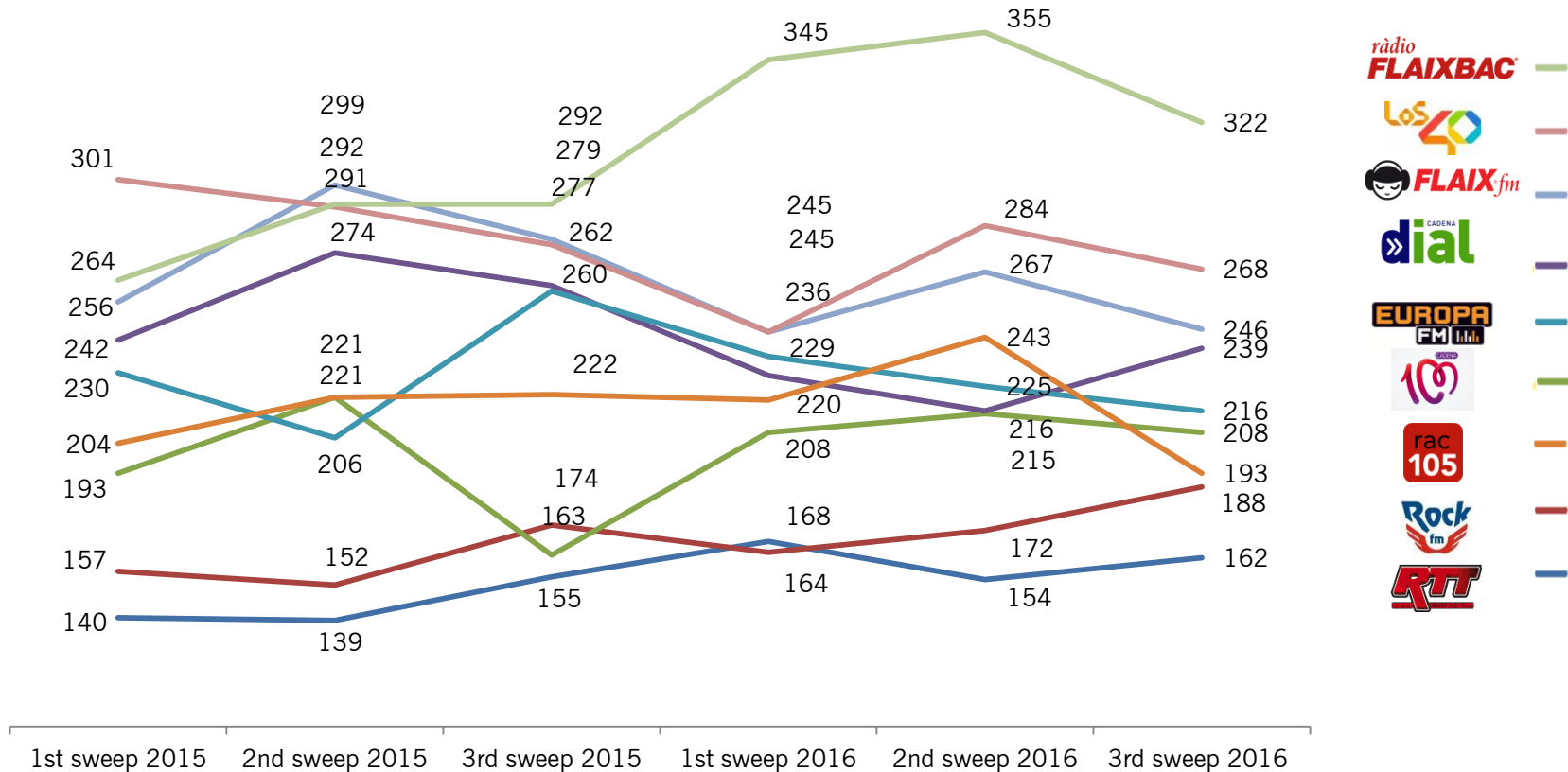
Source: EGM – Catalonia data – 3rd sweep of 2016.

Radio audiences (2)

Music radio stations have the largest audiences among the Catalan population, with a penetration Monday to Friday of 35.1%. These are followed by general stations, with 29.7%, and news, with 3.3%. Flaixbac continues to lead the music stations although it has lost listeners, as have most broadcasters.

Music radio ranking. Audiences

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

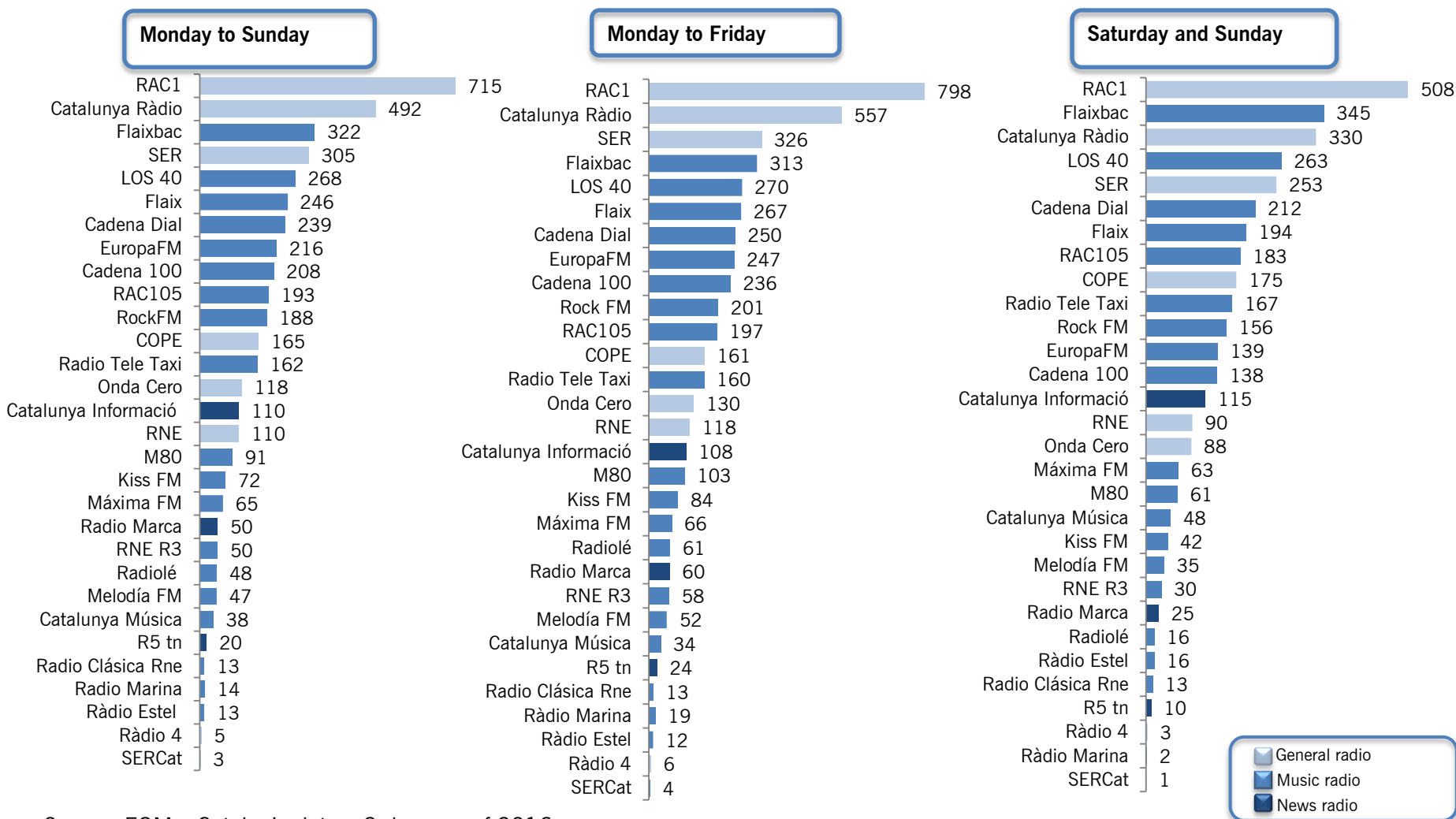


Source: EGM – Catalonia data – 3rd sweep of 2016.

Radio audiences (3)

Cumulative daily radio audiences in Catalonia

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



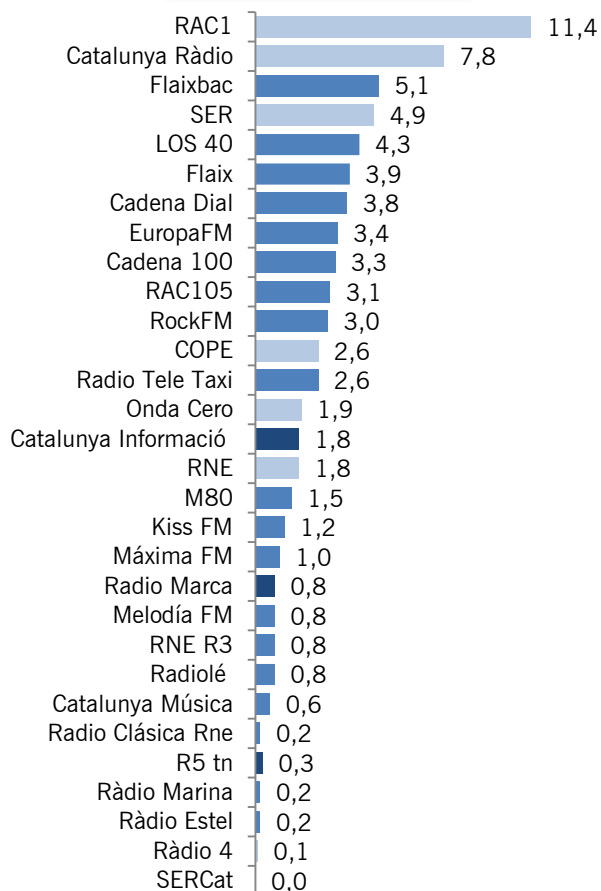
Source: EGM – Catalonia data – 3rd sweep of 2016.

Radio audiences (4)

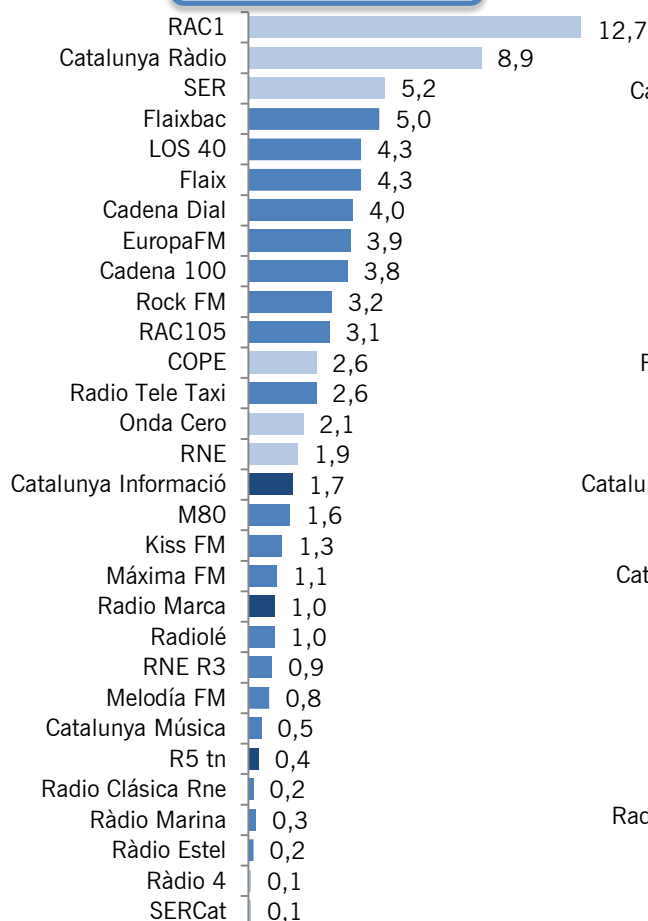
Cumulative daily radio audiences in Catalonia

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

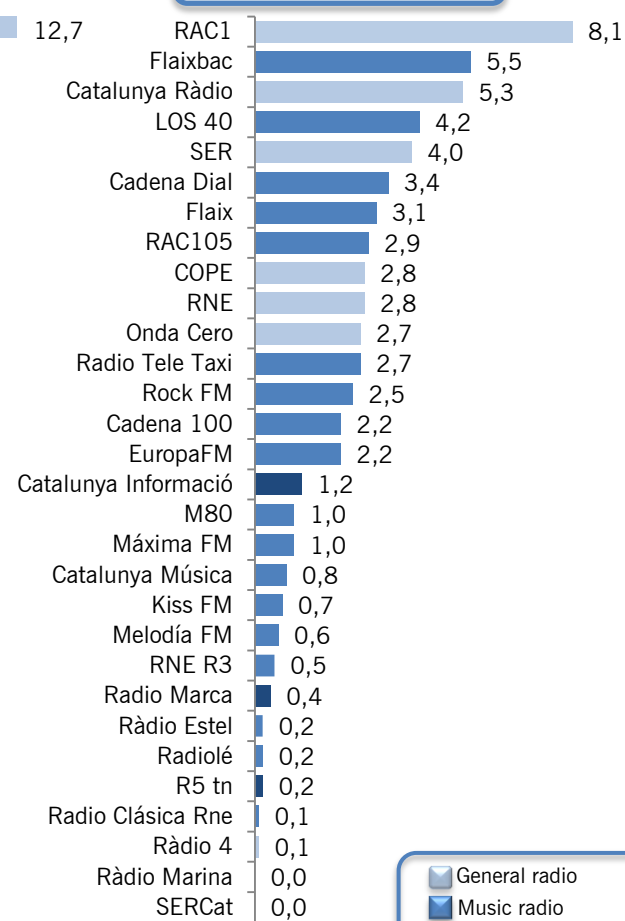
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
 Music radio
 News radio

Source: EGM – Catalonia data – 3rd sweep of 2016.

Radio audiences by time slot

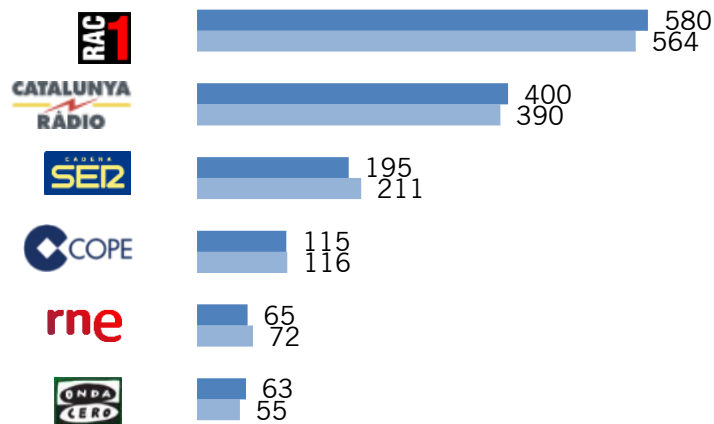
RAC1 continues to lead the morning and afternoon time slots, followed at some distance by Catalunya Ràdio and, further still, the rest of the broadcasters.

Compared with the previous EGM wave, the only morning slots that have increased their number of listeners are those of RAC1, Catalunya Ràdio and Onda Cero. RAC1 has lost considerable audience in the afternoon.

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

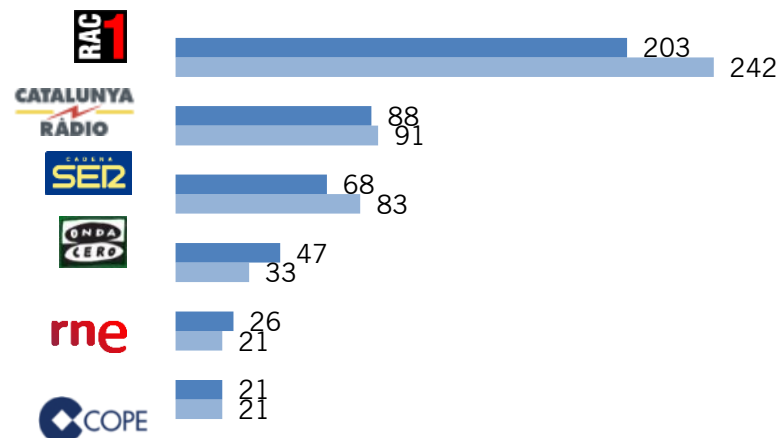
Morning (from 6 am to midday)

■ 3rd sweep 2016 ■ 2nd sweep 2016



Afternoon (from 4 to 8 pm)

■ 3rd sweep 2016 ■ 2nd sweep 2016



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 pm 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 – 3rd sweep of 2016.

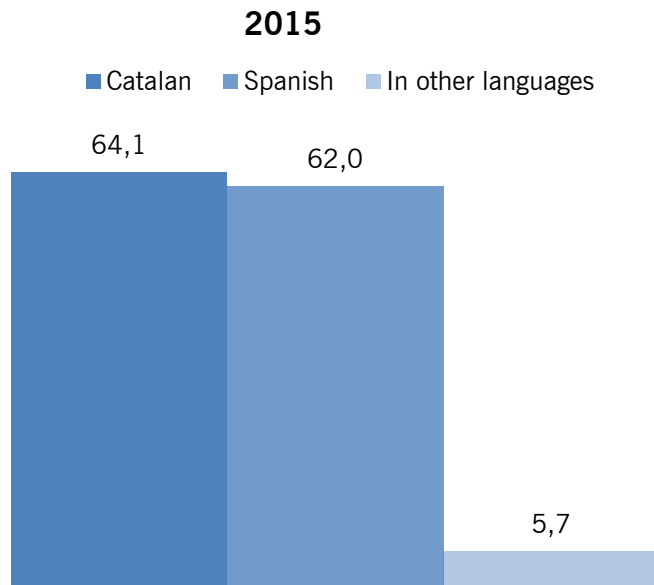
The language of radio

According to the latest data published by the Department of Culture (2015), the consumption in Catalonia of radio in Spanish and Catalan is relatively balanced.

Radio is the medium most consumed in Catalan.

Language of radio consumption. 2015

(in %, multiple choice question out of all consumers of each medium)



ràdio 4
rne

40 years of Ràdio 4

13 December 1976 saw the start of the first public radio station broadcasting in Catalan, Ràdio 4.

The broadcaster celebrated its fortieth anniversary with [special programmes](#) and the broadcast, on TVE's La2, of the documentary by Lurdes Cortès and Manuel Muñoz, *Radiografia de Ràdio 4*.

Source: Department of Culture (2016). [Informe de política lingüística 2015](#). Based on data from the [Enquesta de participació cultural a Catalunya 2015](#), weighted by place of birth.

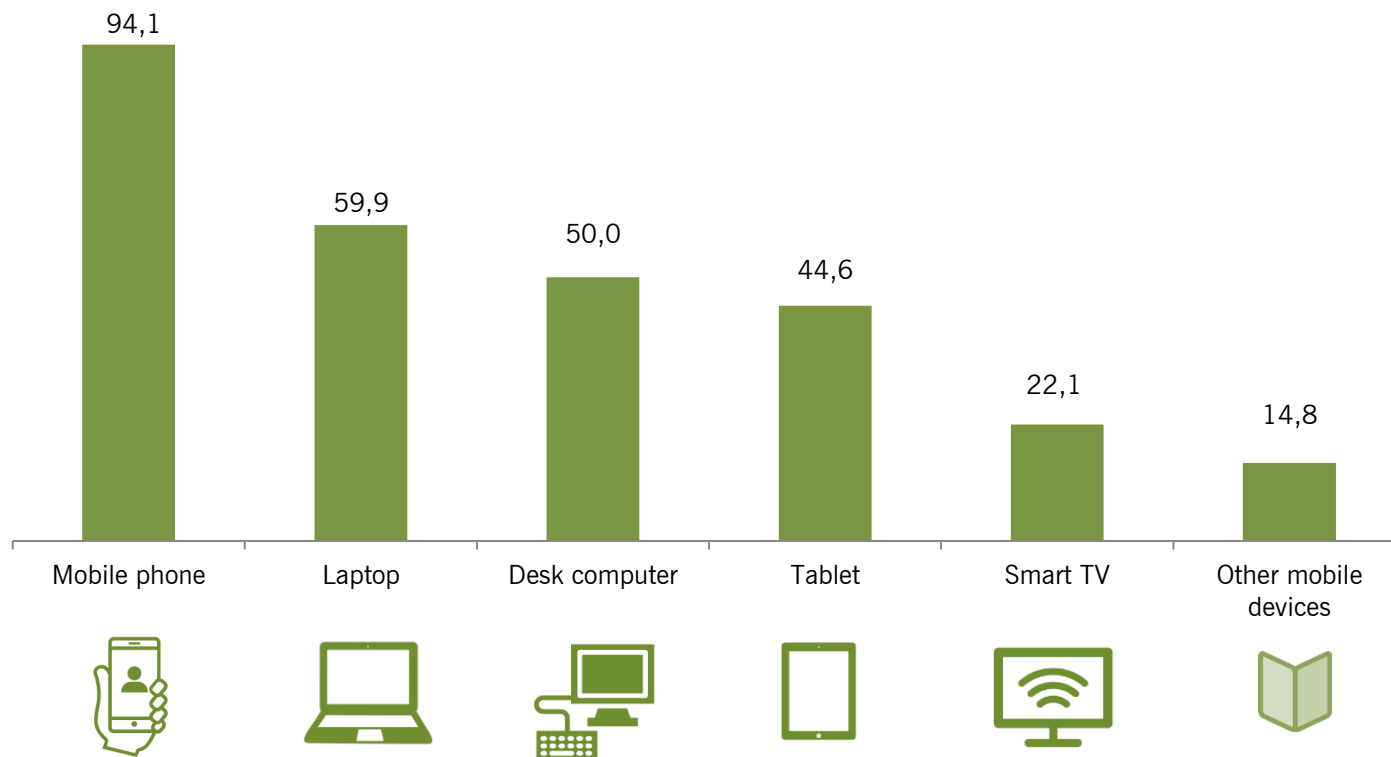


Internet

Internet penetration in Catalonia

82.8% of people aged between 16 and 74 have habitually connected to the internet in the last three months. The main device used to connect is the mobile phone (94.1%).

Devices used to connect to the internet (%)



Note: the option “Other mobile devices” includes game consoles, e-book readers, smart watches, etc.

Source: Idescat, based on data from the Spanish Statistics Institute (INE). [Enquesta sobre equipament i ús de TIC a les Ilars 2016](#).

Consumption of online audiovisual content (1)

Entertainment and creativity via the internet

(in %, the last three months)



69.5

Watching videos via video-sharing sites; e.g. YouTube



55.0

Listening to music from a radio broadcasting via the internet or streaming; e.g. Spotify



47.8

Watching programmes broadcast on the internet, live or recorded, by TV channels



43.4

Uploading own content (texts, photos, music...) onto a website to be shared



33.7

Playing or downloading games



32.5

Watching films or videos on demand from commercial companies



8.2

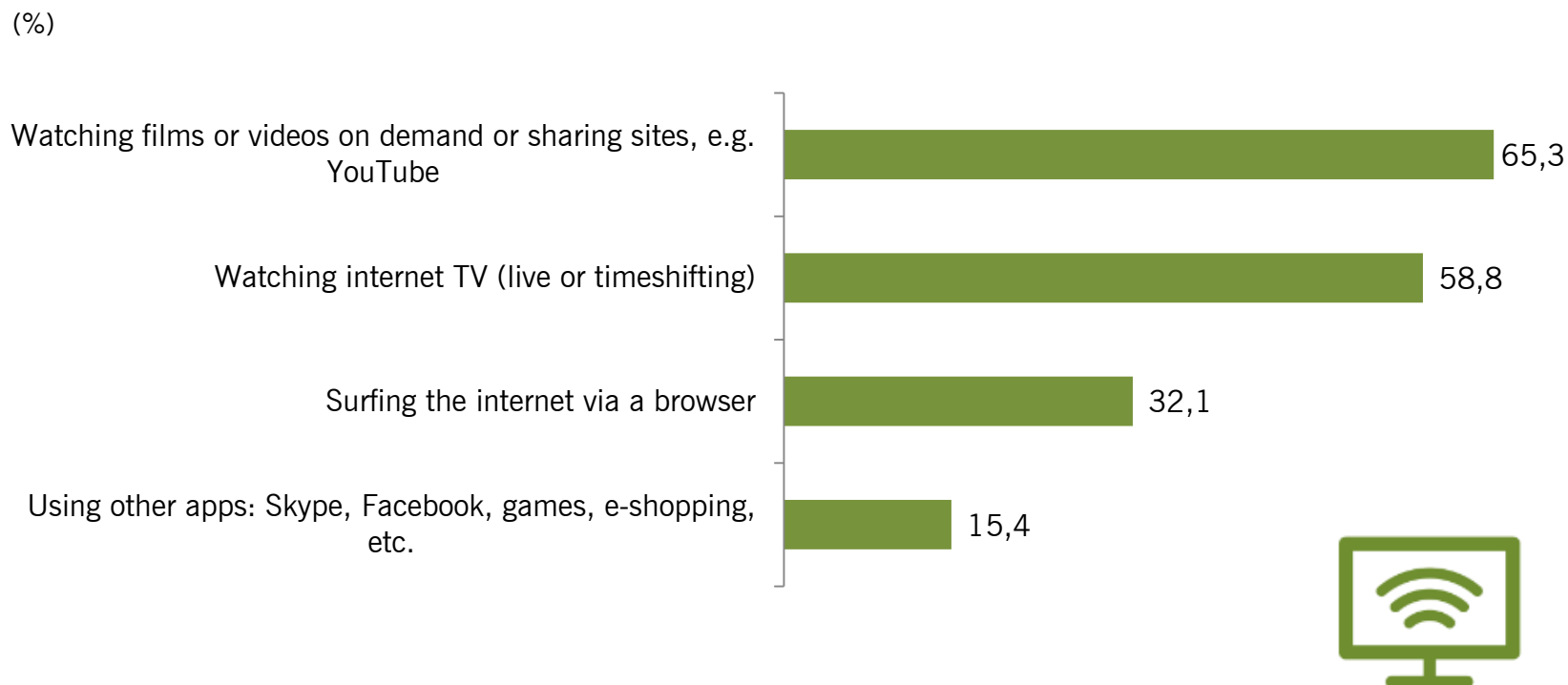
Creating websites or blogs

Source: Idescat, based on data from the Spanish Statistics Institute (INE). [Enquesta sobre equipament i ús de TIC a les Ilars 2016](#).

Consumption of online audiovisual content (2)

22.1% of the Catalan population has a TV set connected to the internet or “Smart TV” and most of them use it to watch content on demand.

Activities carried out with Smart TVs



Source: Idescat, based on data from the Spanish Statistics Institute (INE). [Enquesta sobre equipament i ús de TIC a les Ilars 2016](#).



Note.

The production of audiovisual fiction

The costs of fictional series

Cost per episode

***Game of Thrones* (USA, 2016) €10 M**

***Marseille* (France, 2014) €1 M**

***Borgen* (Denmark, 2013) €500,000**

***Merlí* (Catalonia, 2016) €200,000**

Sources: CAC. [White Paper on the audiovisual sector in Catalonia](#).

On 10 February 2016, the CCMA approved the “[Rule regulating the procedure for selecting and hiring audiovisual content by the media of the Corporació Catalana de Mitjans Audiovisuals](#)”.

Annex 1 establishes the criteria for procurement.

The following categories are established for fiction:

- “Large format fictional series” (maximum approximate cost: €4,000/minute)
- “Situational fiction / gags / mockumentaries” (maximum approximate cost: €2,700/minute).

Aid for audiovisuals in Catalonia (1)

ORGANISATION	CONCEPT AND APPROX. BREAKDOWN 2015	TOTAL 2015	TOTAL 2014
Institut Català de les Empreses Culturals (ICEC), Dept. Culture	Production and exploitation €14.7 M Dissemination and promotion €1.8 M Development €0.5 M Training €178,000 Infrastructure €167,000	€17,348,690	€6,858,691
Dept. Presidency	Printed press €4 M Digital media €1.7 M Radio €563,000 Television €550,000	€6,333,914	€6,435,457
Institut Català de Finances (ICF)	ICEC lines €1.5 M Production €30,000	€1,530	€1,600
CCMA	Cinema €2.5 M TV films €1.7 M Films and cartoons €1.0 M	€5,081,889	€5,194,778
Institut Ramon Llull	Subtitles	€200,000	-

Source: CAC, [Informe sobre l'audiovisual in Catalonia 2015](#).

Between 2014 and 2015 the ICEC increased the budget for audiovisual production in Catalonia by approximately 140%.

Currently, the ICEC is working on the development of the Strategic Plan 2017-2020 Broadcasting, with the aim of placing the Catalan audiovisual industry as a benchmark for Europe.

Aid for audiovisuals in Catalonia (2)

ORGANISATION	CONCEPT	2014	2015
Instituto de la Cinematografía y de las Artes Audiovisuales (ICAA), Ministry of Education, Culture and Sport	Amortisation of feature films	€53,467,011	€33,590,367
	Production of projected feature films	€3,999,321	€4,747,277
	Distribution of feature and short films: Spanish, EU and Latin America	€4,800,900	€2,500,000
	Lower interest payments - cinematographic production	€577,820	€410,300
	Organisation of festivals	€710,000	€715,000
	Production of projected short films	€399,983	€449,207
	Short films produced	€323,786	€197,842
	Conservation of heritage	€121,047	€67,431
	Participation in festivals	€294,201	€233,005
	Lower interest payments - digitalisation exhibition rooms	€11,200	-
TOTAL ICAA		€64,705,269	€42,910,429
MEDIA sub-programme, European Commission	Development	€677,700	€309,554
	TV Broadcasting	-	€90,088
	Distribution	€944,849	€1,026,007
	New technologies	€423,902	€400,000
	Promotion and access to markets	€126,000	€126,000
	Festivals	€25,000	€25,000
TOTAL MEDIA CAT.		€2,197,451	€1,976,649

Source: CAC, [Informe sobre l'audiovisual in Catalonia 2015](#).

From 2014 to 2015, aid from the state of Spain for audiovisual production in Catalonia fell by one third.



Newsflashes

Newsflashes



Highlights of football matches

In September, Mediapro and the CCMA came to an agreement that gives the Corporation the right to broadcast the highlights of games from the first and second division football league, as well as the King's Cup, over the next three years.



Open code to view subtitles

The CCMA has released the code used to visualise subtitles on the TV3 *a la carte* service via HbbTV, as part of the project co-financed by the EU, Hbb4All. This code is available to any professionals wishing to develop subtitles and information can be found on the specific portal for developing hybrid TV, [HbbTV-developer](#)



PRAI assembly

In October, in Santiago in Chile, the congress was held of the Platform of Regulators of the Audiovisual Sector of Ibero-America (PRAI). The PRAI is made up of a dozen authorities from Latin America and the Iberian Peninsula. This congress dealt with the challenges of convergence, regulation, legislation and audiences, and the presidency was passed on from Colombia to Chile.



Plenary of the Mediterranean Regulatory Authorities Network (MRAN)

Barcelona hosted the 18th Plenary of the [MRAN](#), presenting the results from working groups on the protection of minors, mental health and gender stereotypes in advertising, among other issues.

During this meeting, MRAN members adopted a [Declaration on the treatment of information on the crisis of Mediterranean refugees and migrants](#).



The state of the language

In November, the Culture department of the Catalan government presented its Language Policy Report 2015 ([Informe de Política Lingüística 2015](#)). Regarding the section on language in audiovisual media, it was noted that radio is the medium with the highest consumption in Catalan (64.1%) while the consumption of television in Catalan has fallen. Catalan is the majority language among the most widely consulted websites.



Media pluralism and democracy - Eurobarometer

In November, the European Eurobarometer published a [special survey](#) on pluralism and the media. The study concludes that, in general, European citizens believe their media provide a diversity of views and opinions but they believe they are less independent than five years ago. The study presents data and graphs by member [state](#).

Newsflashes



Guidelines on news coverage of terrorism

In November the CAC and the College of Journalists of Catalonia (Col·legi de Periodistes de Catalunya) published [Guidelines on news coverage of terrorism](#), with the aim of this becoming a useful tool for media professionals. The recommendations are divided into five groups: terrorists, the rights of victims, the rights of audiences, journalists and authorities.



National Communication Awards

In their 16th year, the winners of National Communication Awards were as follows: BTV, for its high quality local news; Club Super3, for its 25 years of entertaining and educational programming for children; and the breakfast programme on Ràdio Flaixbac *El matí i la mare que el va parir*, for attracting young listeners to the radio.



Second Audiovisual Pitch

The Audiovisual Cluster of Catalonia held its second "Pitching Audiovisual". Over 70 firms and 15 universities took part in this meeting, held on 1-2 December, whose aim is to encourage cooperation between the audiovisual industry and universities.



Presentation of the White Paper on the Audiovisual Sector in Catalonia

On 23 January 2017, the CAC presented the [White Paper on the Audiovisual Sector in Catalonia](#) to the Catalan parliament. This document includes an analysis of the sector and a proposed strategic action plan to encourage the development and sustainability of Catalan audiovisuals in the future.



Guidelines by the CAC and the Department of Health

In September and November, as a result of the collaboration agreement between the CAC and the Department of Health, two texts aimed at the media were published: [Guidelines on reporting death by suicide in audiovisual media](#) regarding the news coverage of death by suicide and the [Media guide for healthcare issues related to patient safety](#).

These two texts are in addition to the recommendations produced by both organisations in 2015: on the coverage of anorexia and bulimia nervosa and on mental health.



New Code of Ethics for journalists

In November, the 6th Congress of Catalan Journalists was held in Barcelona, approving a new [Code of Ethics](#) based on a revision of the 1992 code and given the substantial transformation of the professional in the last few years with the development of the internet.

BIAC. No. 6 - Third 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 3rd sweep of 2016. October-November 2016. Area of Catalonia.
- Catalan Statistics Institute (Idescat): *Enquesta sobre equipament i ús de TIC a les Ilars 2016*. 2016, with data from the Spanish Statistics Institute (INE).

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). No. 6. Third 4 months of 2016. Barcelona: CAC, January 2017. <www.cac.cat>