



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media in Catalonia)

THIRD FOUR MONTHS OF 2017
Number 9. January 2018

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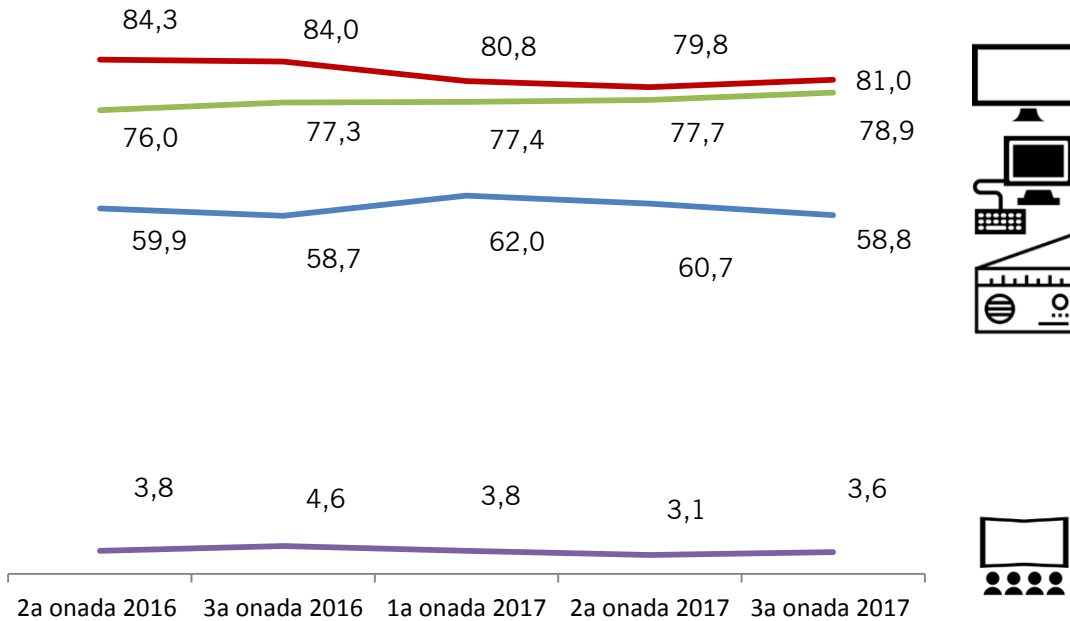


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Media penetration in Catalonia (1)

Media penetration in Catalonia (% of total population)



The average daily audiovisual consumption of citizens living in Catalonia in 2017:

Radio: 1h 43' (Mon-Sun)
1h 52' (Mon-Fri)

Television: 3h 37'

Notes: penetration reflects the share of each medium's audience in relation to the total population.
The internet data refer to the connection, irrespective of how this connection is used.

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

Source: EGM – Catalonia data – 3rd sweep of 2017 (radio data) and Kantar Media (TV data).

Media penetration in Catalonia (2)

Media penetration in Catalonia by gender and age group
(% of total population)



GENDER / AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	81.0	58.8	78.9	3.6
Men	80.5	63.1	80.3	3.9
Women	81.5	54.7	77.6	3.3
14 to 19	75.6	51.8	93.2	1.7
20 to 24	75.4	55.1	93.6	4.5
25 to 34	71.3	59.0	93.3	4.6
35 to 44	77.4	65.2	92.0	2.9
45 to 54	81.8	64.0	85.1	4.8
55 to 64	87.3	63.5	78.2	3.7
65 and over	88.5	48.6	45.8	3.0

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

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

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

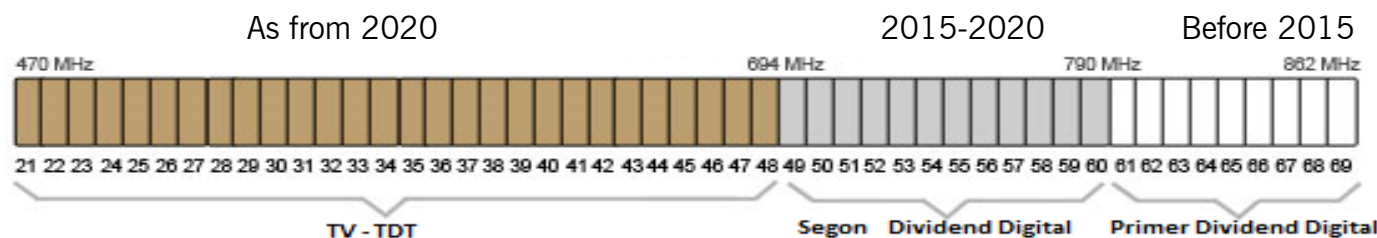
Source: EGM – Catalonia data – 3rd sweep of 2017.

Distribution of the radio frequency spectrum

Public consultation on the 700 MHz frequency band (second digital dividend)

On 28 November, the Secretary of State for the Information Society and Digital Agenda launched a [public consultation](#) on the route map to free up the 470-790 frequency band (known as the **700 MHz band** or **second digital dividend**) for wireless broadband electronic communication services. This bandwidth is currently used to broadcast TV (DTT). According to measures approved by the European Union, this bandwidth will be released by [June 2020](#) (with a margin of two years). The consultation also concerns the future use of bandwidth below 700 MHz.

Bandwidth used by broadcasting services



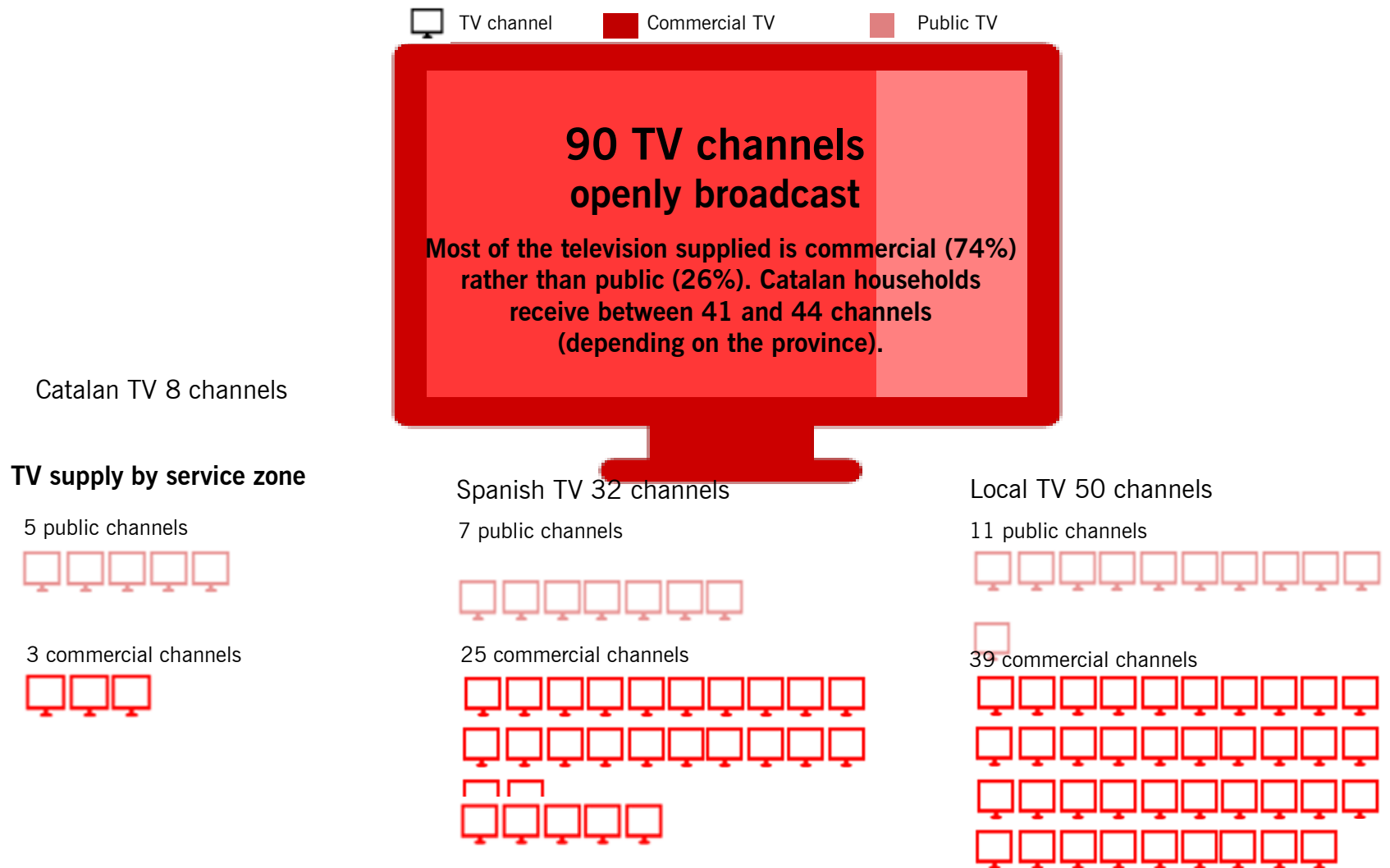
The public consultation is made up of 17 questions on the following areas:

- The schedule and deadlines to complete migration from the 700 MHz band.
- The use of frequencies below 700 MHz.
- The most suitable bid model: tender or auction.
- The co-existence of wireless broadband broadcasts using the 700 MHz band and broadcast services using frequencies below 700 MHz until 2030.
- Future DTT technological trends and the ideal form of the new technical plan.
- Granting compensation for releasing the 700 MHz band.

The deadline for contributions is 19 February 2018.



Breakdown of TV channels in Catalonia



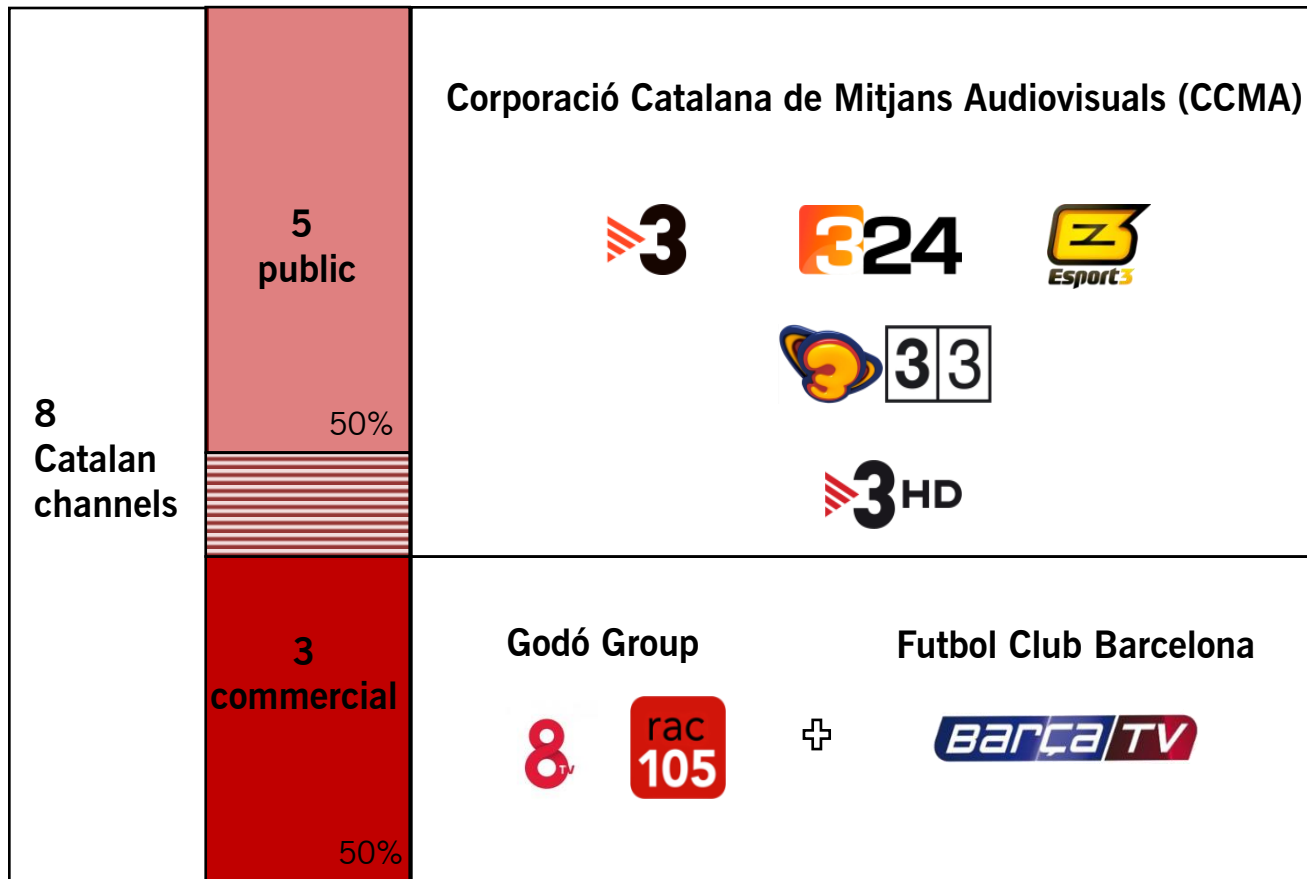
Note: Note: BIAC uses the term *channel* (usual term) to refer to DTT *programmes* (technical and administrative term) broadcast by each multiplex (MUX).
Source: Catalan Audiovisual Council (Catalan and local DTT channels) and Ministry of Energy, Tourism and Digital Agenda (Spanish DTT channels). December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

Catalan TV channels

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

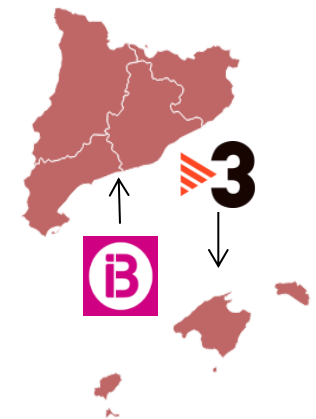
By ownership and supply (number and % of DTT channels)

 Catalan



+ Reciprocal broadcasts

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



Source: Catalan Audiovisual Council. December 2017.

Spanish TV channels

 Public TV

 Commercial TV

 Language used

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

 Spanish

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

Note: CRTVE broadcasts content in Catalan in Catalonia via the channels La 1, La 2 and Canal 24 Horas.

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

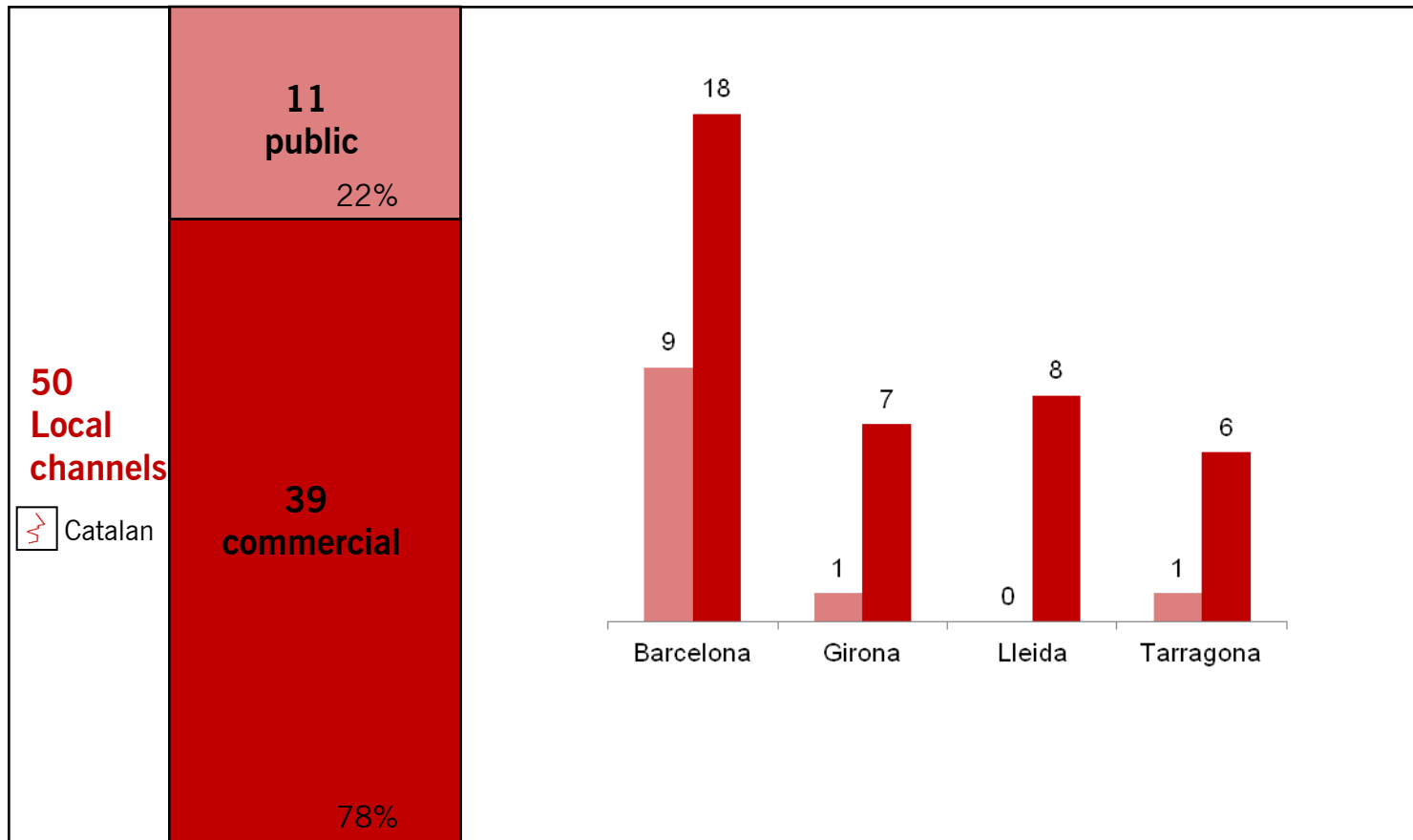
Local television

Public TV
 Commercial TV

>
 Language used

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

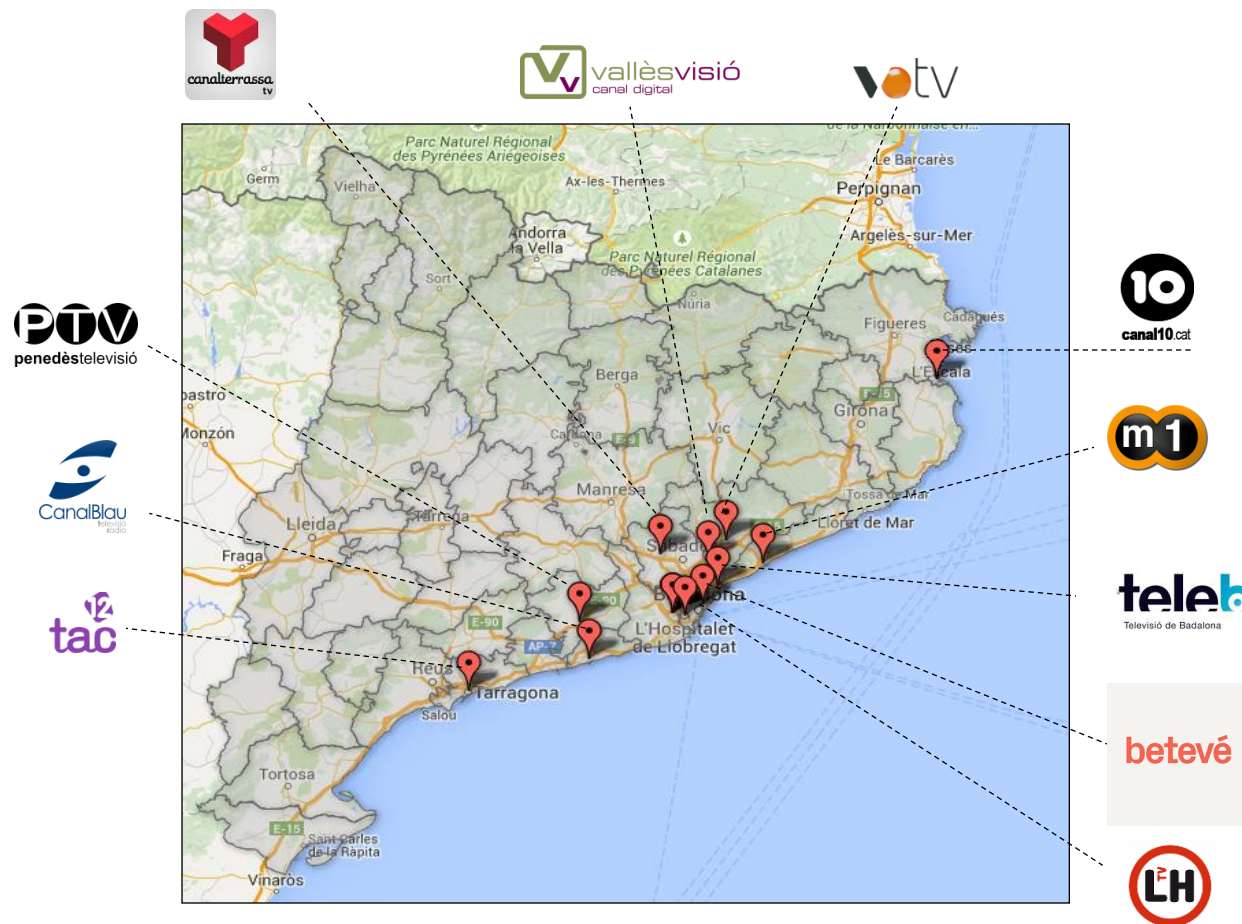
By province
(number of DTT channels)



Source: Catalan Audiovisual Council. December 2017.

Public local television

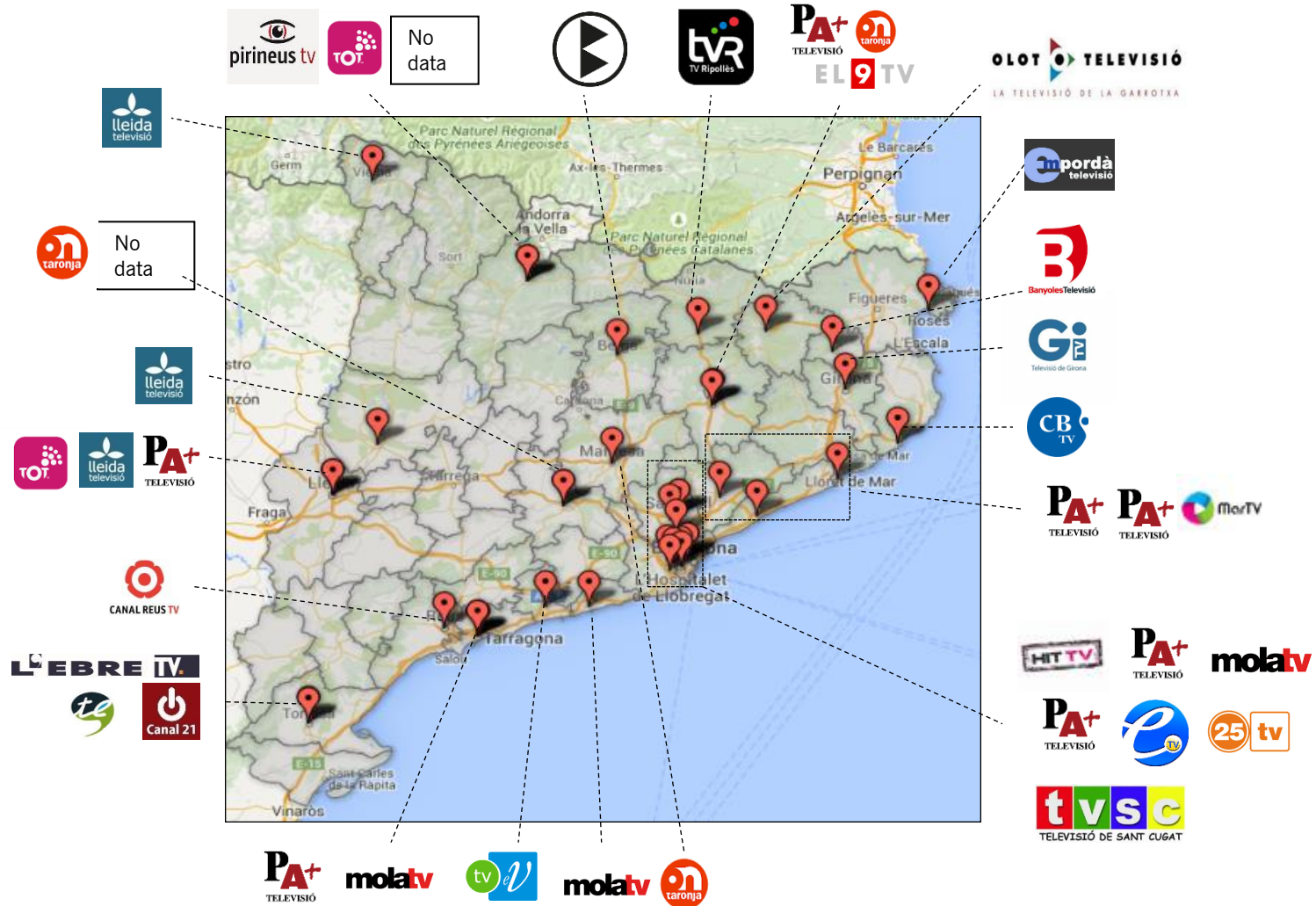
Supply of the 11 public local television channels



Source: [Audiovisual media map of Catalonia](#), Catalan Audiovisual Council. December 2017.

Commercial local television (1)

Supply of the 39 commercial local television channels

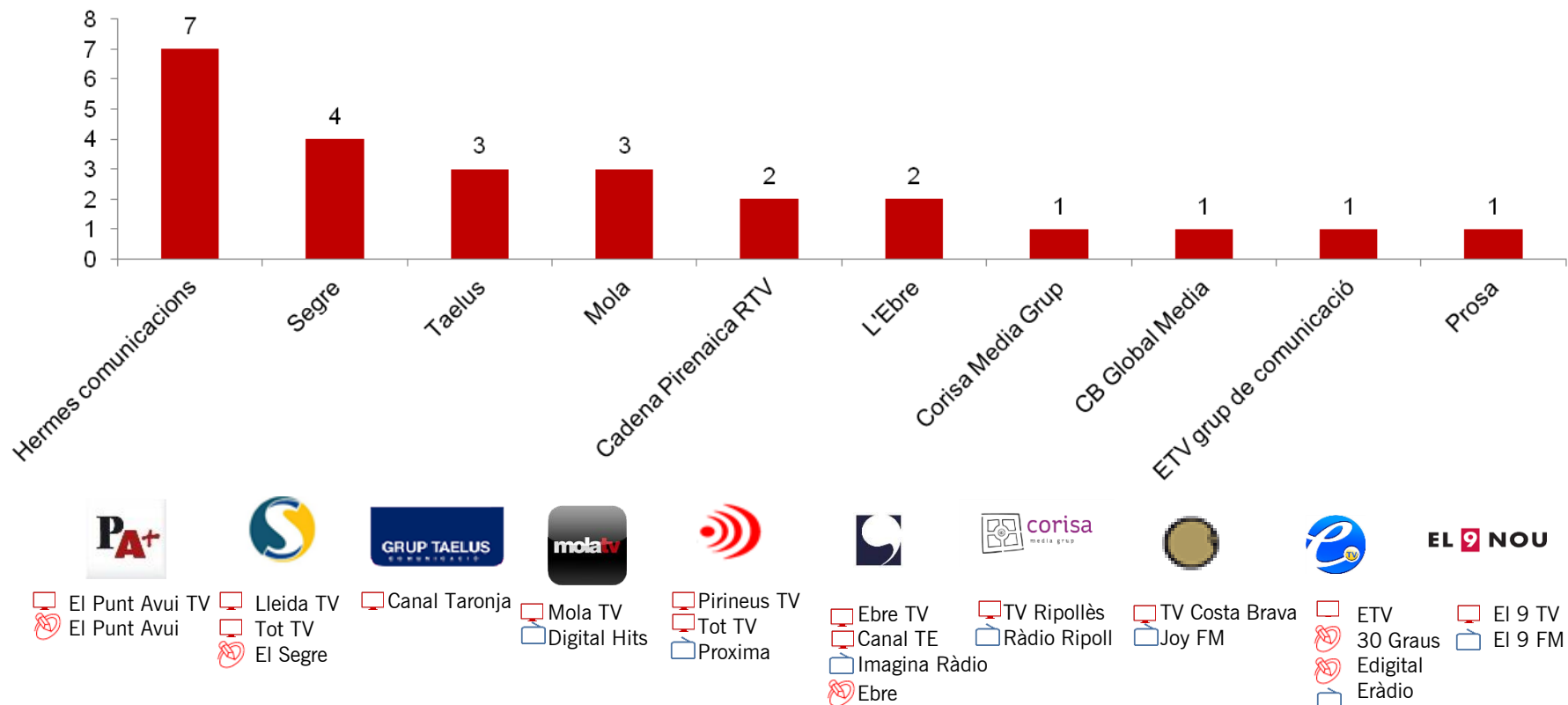


Source: [Audiovisual media map of Catalonia](#), Catalan Audiovisual Council. December 2017.

Commercial local television (2)

 TV channel
  Radio broadcaster
  Press

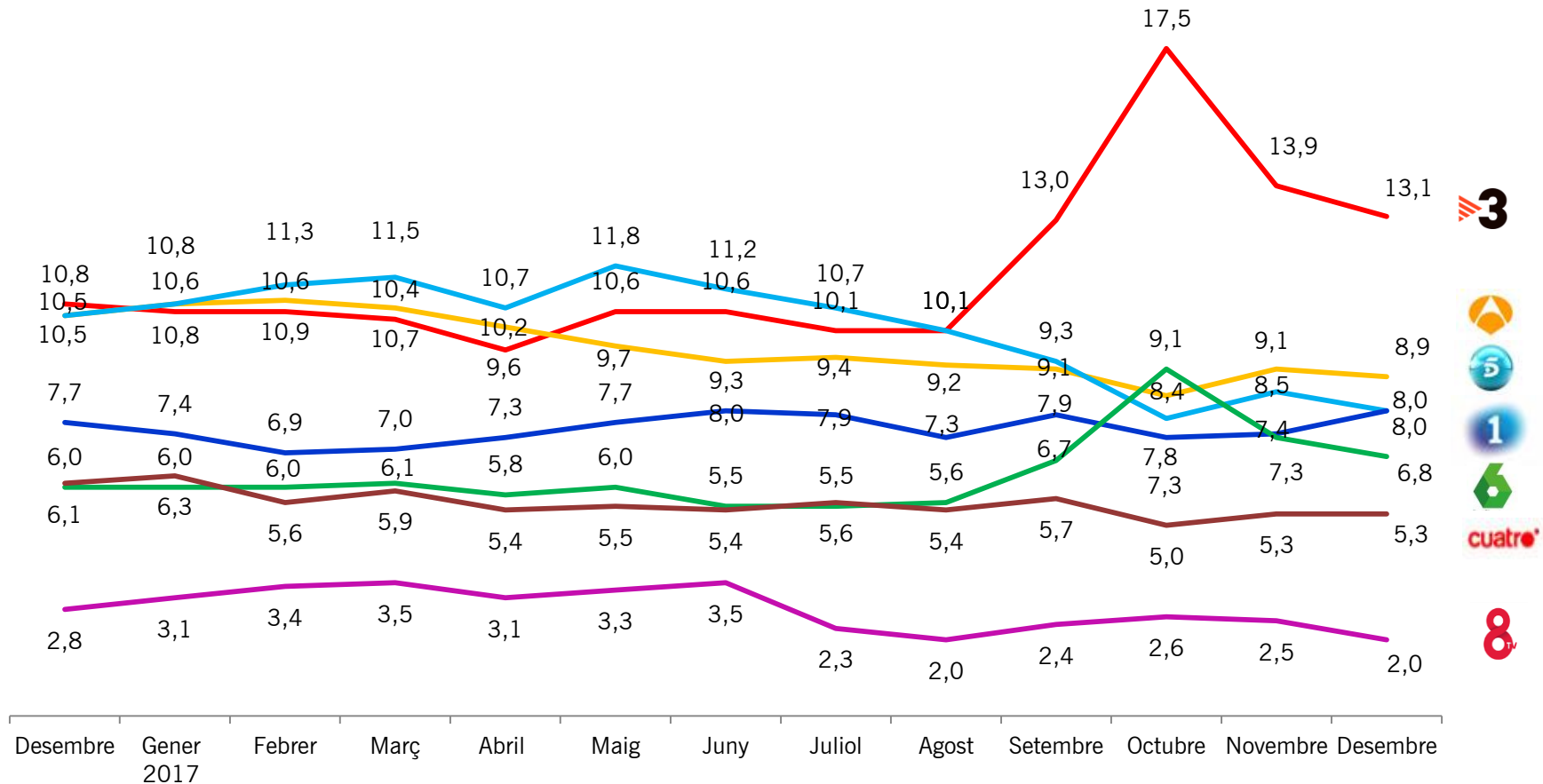
Commercial local media groups present in the local TV sector



Source: Catalan Audiovisual Council. December 2017.

Television audiences (1)

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



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

Television audiences (2)

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

Position	Channel	2017	Position	Channel	2017
1		11.8	16		1.7
2		10.1	17		1.7
3		9.6	18		1.6
4		7.5	19		1.2
5		6.4	20		1.2
6		5.5	21		1.1
7		3.2	22		1.1
8		2.8	23		0.8
9		2.7	24		0.8
10		2.4	25		0.7
11		2.3	26		0.6
12		2.2	27		0.6
13		2.1	28		0.5
14		2.0	29		0.5
15		1.9	30		0.1

TV3 is leader in Catalonia for the eighth consecutive year, after the upturn observed in the autumn.

Telecinco is second, although it fell behind Antena 3 TV in the last month of the year.

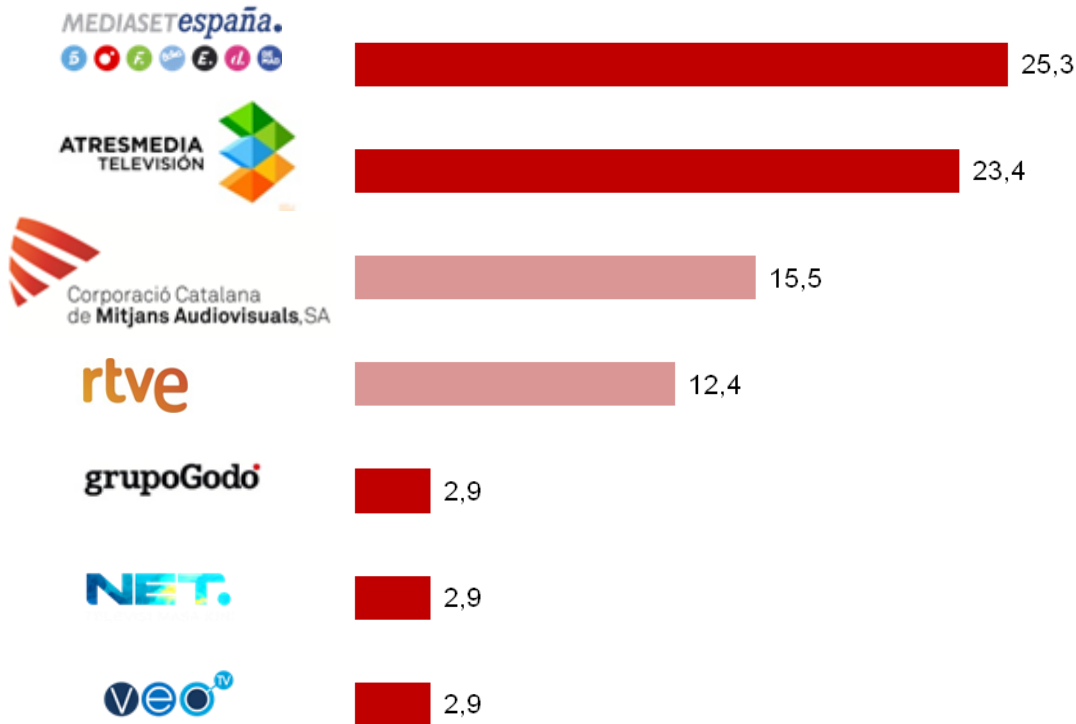
La1 is still fourth, with very similar percentages to the previous four-month period.

laSexta also increased its audience share in the last quarter of the year and is now ahead of Cuatro.

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences (3)

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



The two main Spanish commercial groups, Mediaset and Atresmedia, account for almost half the Catalan audience.

As a group, the channels belonging to the Corporació Catalana de Mitjans Audiovisuals have increased audience share by 1.5 points compared with the previous four-month period.

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences (4)

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

	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
TV3	10.6	10.6	10.4	9.6	10.6	10.6	10.1	10.1	13	17.5	13.9	13.1
Antena 3 TV	10.8	10.9	10.7	10.2	9.7	9.3	9.4	9.2	9.1	8.4	9.1	8.9
Specialty pay TV	6.7	8.2	8.2	9.7	8.0	8.0	8.3	8.9	7.3	6.5	7.3	8.2
Telecinco	10.8	11.3	11.5	10.7	11.8	11.2	10.7	10.1	9.3	7.8	8.5	8.0
La1	7.4	6.9	7.0	7.3	7.7	8.0	7.9	7.3	7.9	7.3	7.4	8.0
laSexta	6.0	6.0	6.1	5.8	6.0	5.5	5.5	5.6	6.7	9.1	7.3	6.8
Cuatro	6.3	5.6	5.9	5.4	5.5	5.4	5.6	5.4	5.7	5.0	5.3	5.3
Factoría de Ficción	3.2	3.0	2.9	3.6	3.2	3.4	3.7	3.5	2.9	2.8	3.4	3.4
Neox	2.7	2.9	2.8	2.7	2.9	2.8	2.7	2.7	2.3	2.1	2.9	3.0
Divinity	2.5	2.4	2.5	2.4	2.5	2.3	2.5	2.4	2.1	2.0	2.3	2.4
TRECE	1.8	1.9	1.9	1.7	2.0	2.1	2.5	2.3	1.9	1.9	2.2	2.3
Paramount Channel	1.8	1.9	2.1	2.1	2.3	2.3	2.6	2.5	2.1	1.9	2.1	2.3
Energy	2.1	2.2	2.3	2.2	2.5	2.7	2.3	2.5	2.3	1.9	2.3	2.2
Canal 3/24	1.4	1.5	1.7	1.5	1.5	1.5	1.5	2.2	2.9	3.3	2.7	2.1
Clan	2.1	1.6	1.5	1.6	1.5	1.8	1.7	1.5	1.6	1.6	1.8	2.1
8tv	3.1	3.4	3.5	3.1	3.3	3.5	2.3	2.0	2.4	2.6	2.5	2.0
La2	2.0	1.9	1.9	1.8	1.8	1.9	2.2	2.1	1.7	1.6	1.9	2.0
Nova	1.8	1.9	1.7	2.2	2.0	1.9	2.0	1.9	1.9	1.7	1.9	1.8
DMax	1.8	1.8	1.6	1.8	1.7	1.8	1.8	1.9	1.8	1.5	1.4	1.7
Mega	1.5	1.6	1.6	1.6	1.5	1.6	1.7	1.9	1.6	1.4	1.5	1.5
ATRESERIES	0.9	0.9	0.9	1.1	1.1	1.5	1.6	1.6	1.3	1.2	1.5	1.5
Boing	0.9	1.1	1.1	1.3	1.1	1.2	1.1	1.2	0.8	0.9	1.1	1.2
Dkiss	0.7	0.9	1.2	1.2	1.2	1.1	1.2	1.4	1.1	0.9	1.1	1.0
Super3/33	1.4	1.3	1.2	1.2	1.3	1.2	1.2	1.0	1.0	1.0	1.0	1.0
Disney Channel	0.6	0.6	0.7	0.9	0.7	0.8	0.7	0.7	0.8	0.9	0.8	1.0
24h	0.5	0.5	0.6	0.5	0.6	0.7	0.7	0.7	0.9	1.5	1.0	0.9
BEMADtv	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.9	0.7	0.7	0.7	0.7
Esport3	1.0	0.9	1.1	0.8	0.6	0.7	0.5	0.6	0.6	0.6	0.5	0.6
Gol	0.9	1.2	0.6	0.6	0.5	0.6	0.5	0.6	0.6	0.6	0.5	0.5
TEN	0.5	0.5	0.4	0.5	0.4	0.5	0.5	0.6	0.4	0.4	0.4	0.4
Teledporte	0.4	0.4	0.5	0.5	0.6	0.5	1.1	0.9	0.6	0.4	0.3	0.3
Barça TV				0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Real Madrid HD	0.0	0.1	0.1	0.2	0.2	0.3	0.2	0.3	0.2	0.1	0.1	0.2
RAC105	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Television audiences: highest ratings

September 2017

Programme	Channel	Date	AA (ooo)	Share (%)
Football. Champions League: Barça-Juventus		12/09/2017	950	32,4
Salvados. Una hora con Puigdemont		24/09/2014	856	29,1
Evening news		20/09/2017	796	27,4
La Mercè Fireworks		25/09/2017	789	26,4
Evening news		21/09/2017	756	28,8
Evening news		25/09/2017	735	26,7
Polònia		28/09/2017	680	23,6
Polònia		14/09/2017	653	22,9
Evening news		28/09/2017	653	24,7
Evening news		14/09/2017	625	22,8

October 2017

Programme	Channel	Date	AA (ooo)	Share (%)
Catalan parliament plenary session		10/10/17	1482	47,9
1-O vespre		01/10/17	1075	31,0
Evening news		10/10/17	1068	32,2
Special political news: Puigdemont, al Parlament		10/10/17	1040	41,6
1-O nit		01/10/17	986	33,7
Polònia		26/10/17	923	30,5
Evening news		04/10/17	912	29,3
Evening news		03/10/17	893	26,3
Evening news		02/10/17	876	29,5
Evening news		26/10/17	876	28,9

November 2017

Programme	Channel	Date	AA (ooo)	Share (%)
Evening news		02/11/2017	859	30,0
Evening news		07/11/2017	770	25,3
Evening news		06/11/2017	747	26,6
Polònia		30/11/2017	746	25,4
Evening news		09/11/2017	706	25,1
Evening news		15/11/2017	671	23,4
Evening news		01/11/2017	668	21,7
Polònia		23/11/2017	654	23,3
Evening news		08/11/2017	651	22,5
Evening news		13/11/2017	646	22,8

December 2017

Programme	Channel	Date	AA (ooo)	Share (%)
Election results		21/12/2017	976	32,6
Election reactions		21/12/2017	886	33,6
Midnight - New Year's Eve		31/12/2017	774	35,4
Polònia		25/12/2017	649	25,4
Evening news		13/12/2017	648	25,1
Evening news		18/12/2017	636	22,8
Un vasco en Polonia		19/12/2017	611	22,7
Evening news		04/12/2017	609	21,3
Merlí. Hegel		04/12/2017	598	19,5
Election interviews. Carles Puigdemont		16/12/2017	589	22,6

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

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Specialty pay TV audiences

Pay TV in Catalonia has an average daily audience of 90,700 viewers. This figure is higher than the previous BIAC, namely 78,700 viewers.

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

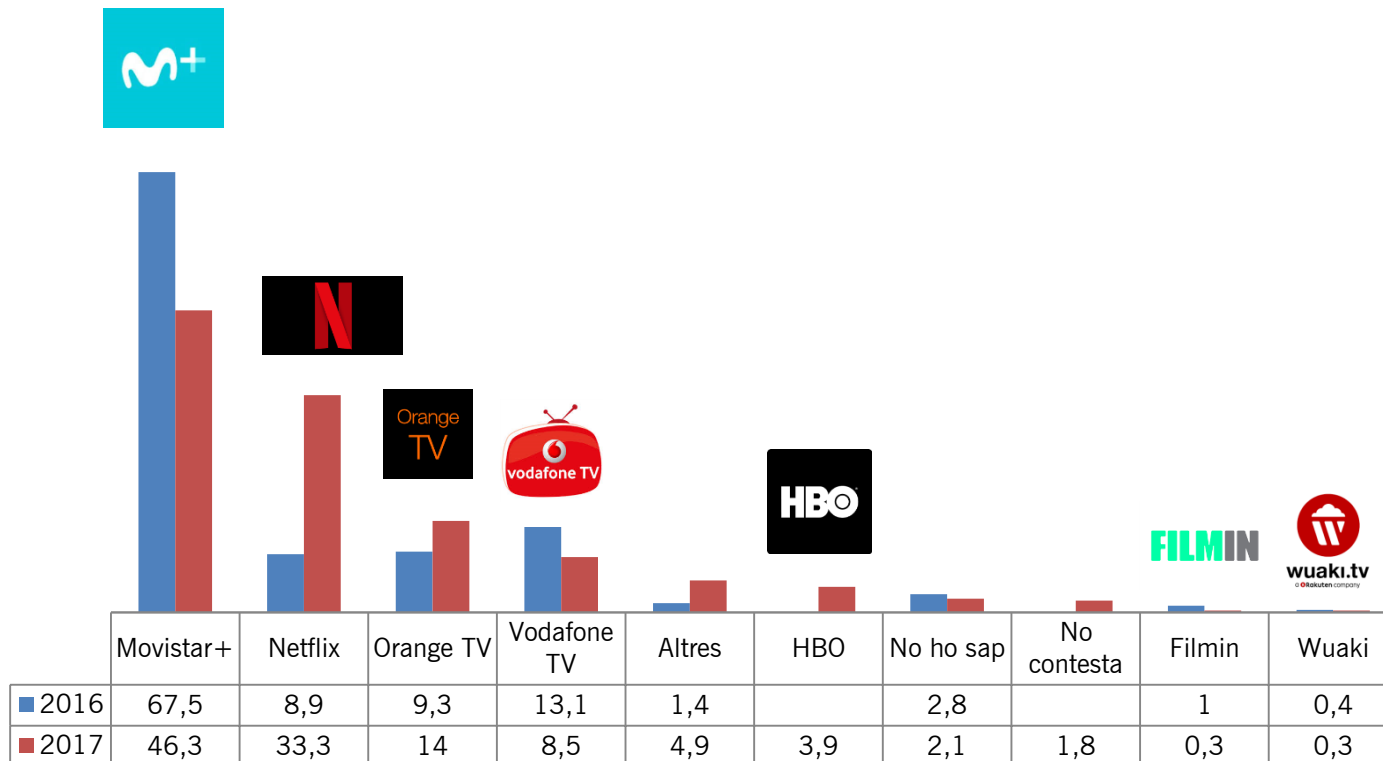
						
4.9	4.7	3.4	3.3	3.0	2.8	2.7
						
2.4	2.3	2.2	2.0	2.0	1.9	1.9
						
1.9	1.7	1.7	1.7	1.6	1.4	1.3
						
1.2	1.2	1.2	1.2	1.1	1.1	0.8

Source: Catalan Audiovisual Council, based on data from Kantar Media.

Pay TV services in Catalonia

Pay TV subscribers (2016-2017)

32.3% of Catalans subscribe to a pay TV service. Between 2016 and 2017 there was notable growth in pay TV services via streaming, added to the rest of the platforms. Netflix has increased its subscriber base the most, up by more than twenty points. A new operator also appeared in 2017, HBO, owned by the Time Warner corporation.



Source: Catalan Audiovisual Council, based on data from Estudi Òmnibus de la Generalitat de Catalunya, 2016-1 and Estudi Òmnibus de la Generalitat de Catalunya, 2017-2.

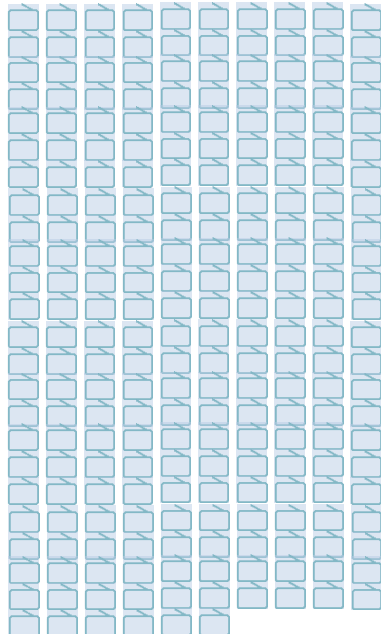


Breakdown of radio broadcasters in Catalonia

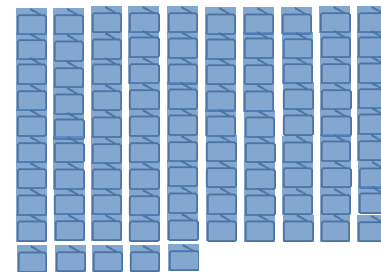
Radio supply by service zone

Catalan radio: 339 FM

244 public

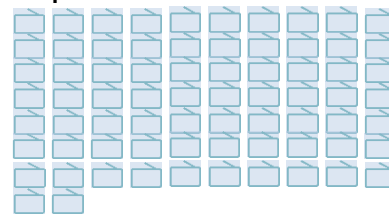


95 commercial

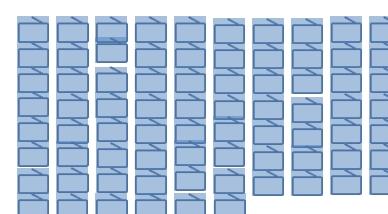


Spanish radio: 153 FM

77 public

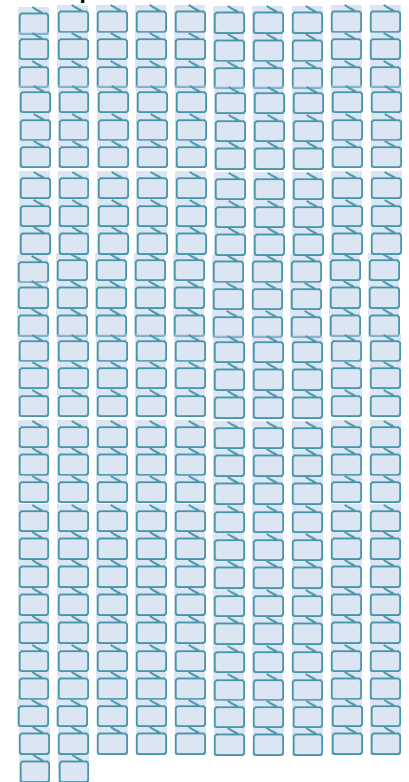


76 commercial



Local radio: 299 FM

272 public



27 commercial



787 FM radio frequencies

Unlike the situation with television, most of the radio supply is public, 74%, compared with 26% 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.

589 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). December 2017.

Public radio

 Language used

By service zone
(in frequencies)

By supply
(in broadcasters)

589 frequencies	77 FM Spanish 13%	280 broadcasters	5 Spanish	Corporación de Radio y Televisión Española (CRTVE)       Spanish (except Ràdio 4, in Catalan)
	244 FM Catalan 41%		4 Catalan ^A	Corporació Catalana de Mitjans Audiovisuals (CCMA)      Catalan
	272 FM Local 46%		272 Local ^B	Local bodies (e.g. municipal broadcasters)            Catalan

A On 6 September, the broadcaster iCat fm returned to FM after 6 years of broadcasting exclusively online.

B Includes active and inactive broadcasters.

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

Commercial radio

 Language used

By service zone
(in frequencies)

By supply
(number of broadcasters)

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

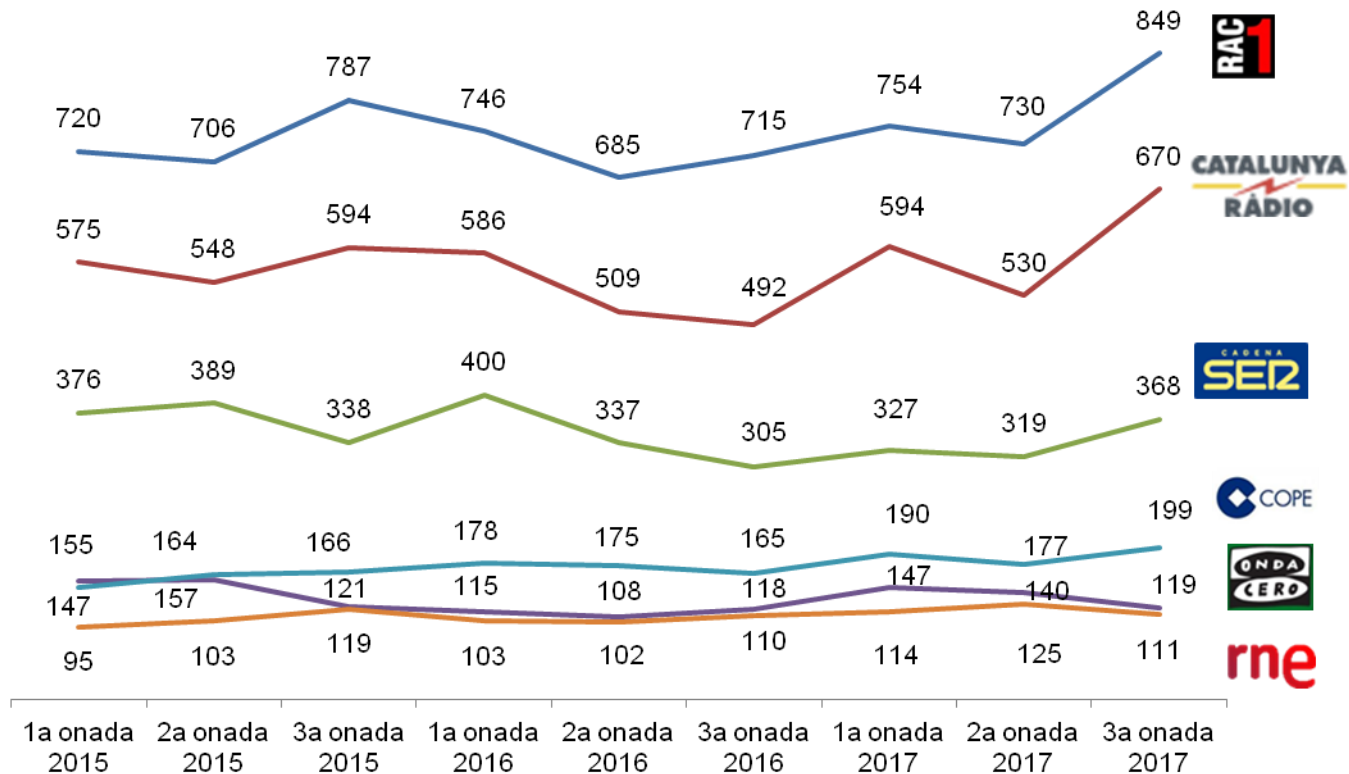
A The following broadcasters are missing from the diagram: 3de8 Radio, Radio Adventista and Capital Radio; and the following providers: Llegeix Escriu Escolta Catalan, SL (3 frequencies).

Source: Catalan Audiovisual Council. December 2017.

Radio audiences (1)

General radio ranking. Audiences

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

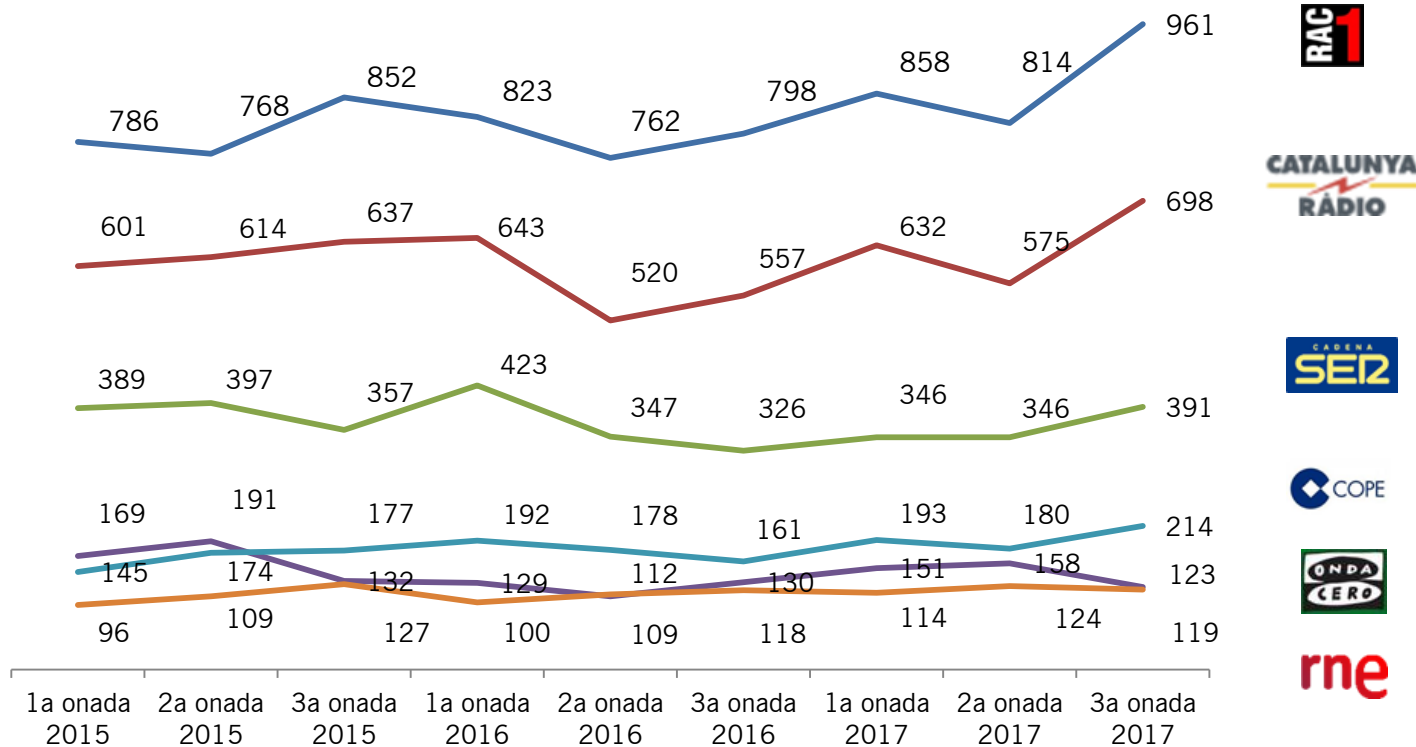


Source: EGM – Catalonia data – 3rd sweep of 2017.

Radio audiences (2)

General radio ranking. Audiences

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

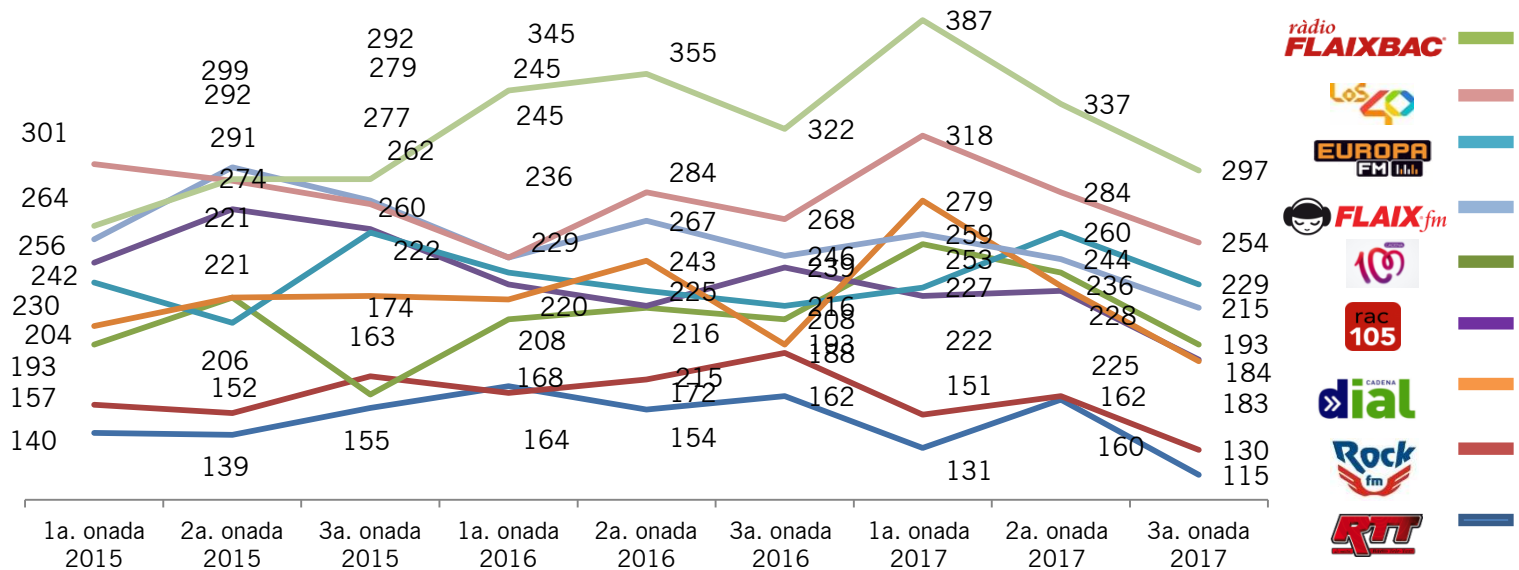


Source: EGM – Catalonia data – 3rd sweep of 2017.

Radio audiences (3)

Music radio ranking. Audiences

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

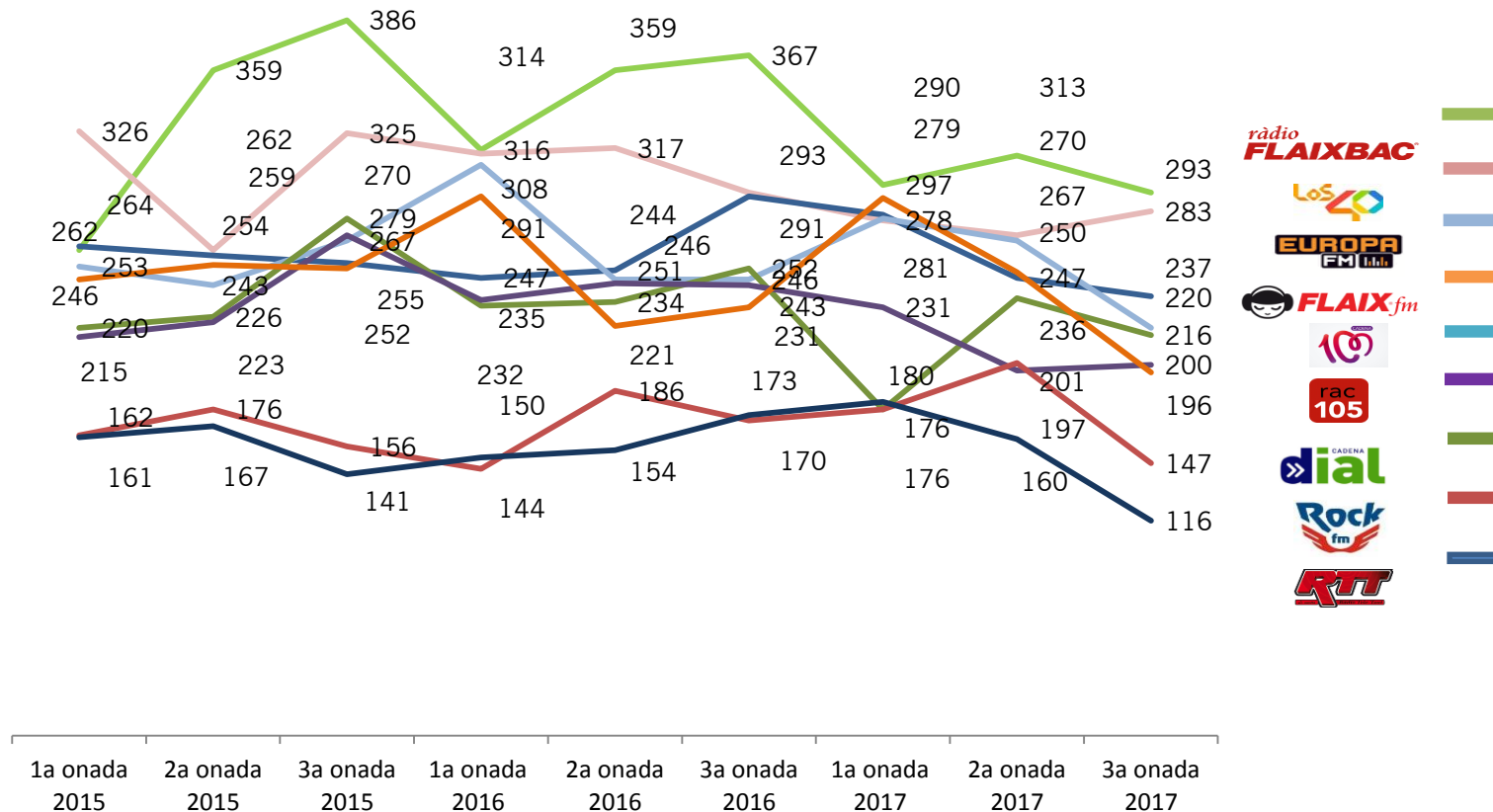


Source: EGM – Catalonia data – 3rd sweep of 2017.

Radio audiences (4)

Music radio ranking. Audiences

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

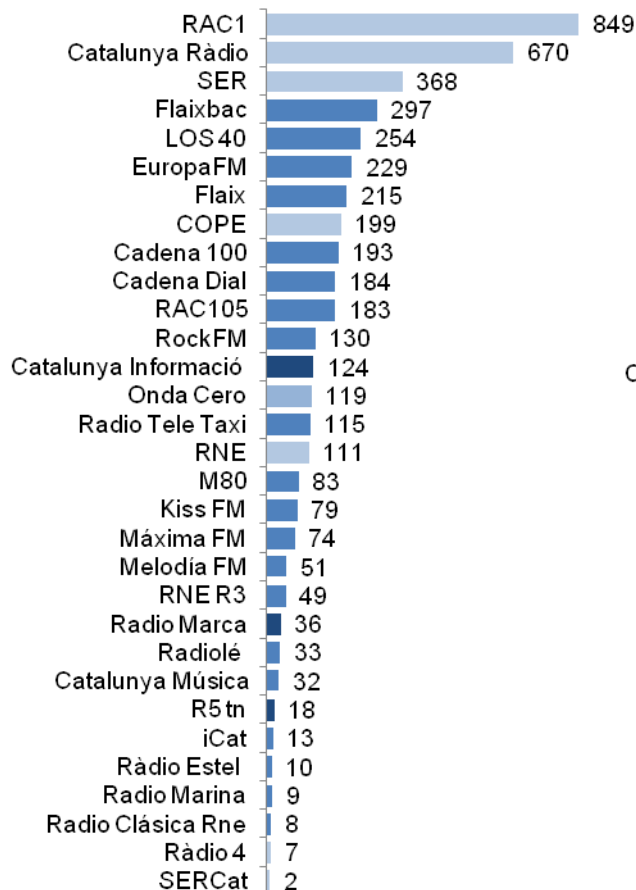


Source: EGM – Catalonia data – 2nd sweep of 2017.

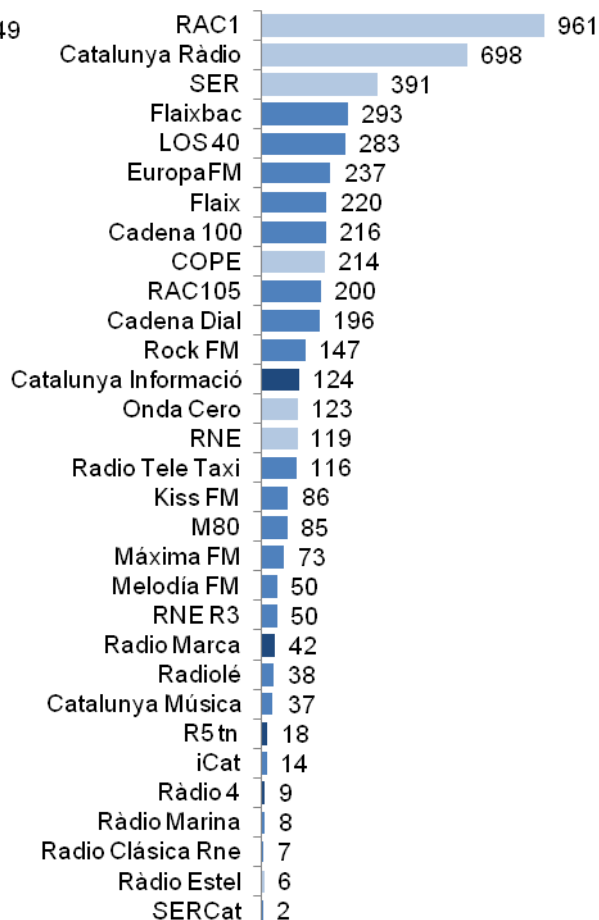
Radio audiences (5)

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

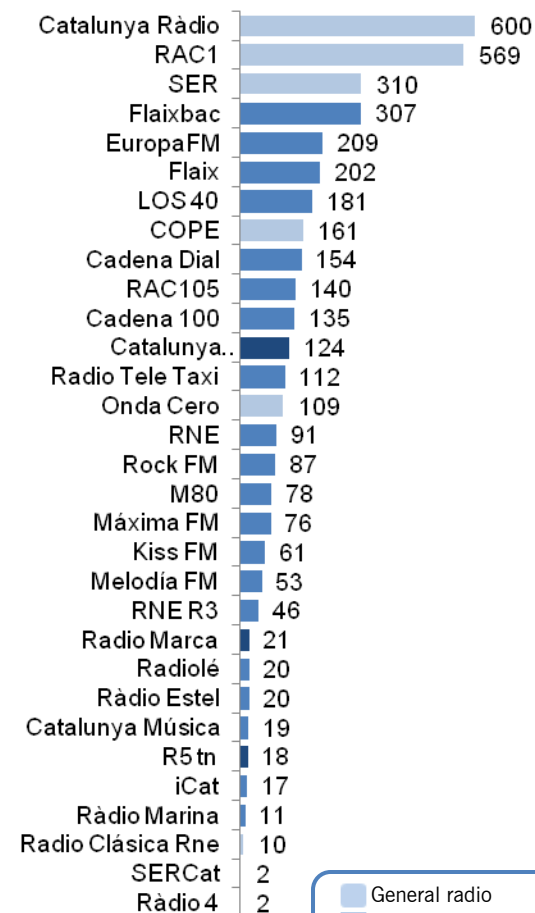
Monday to Sunday



Monday to Friday



Saturday and Sunday



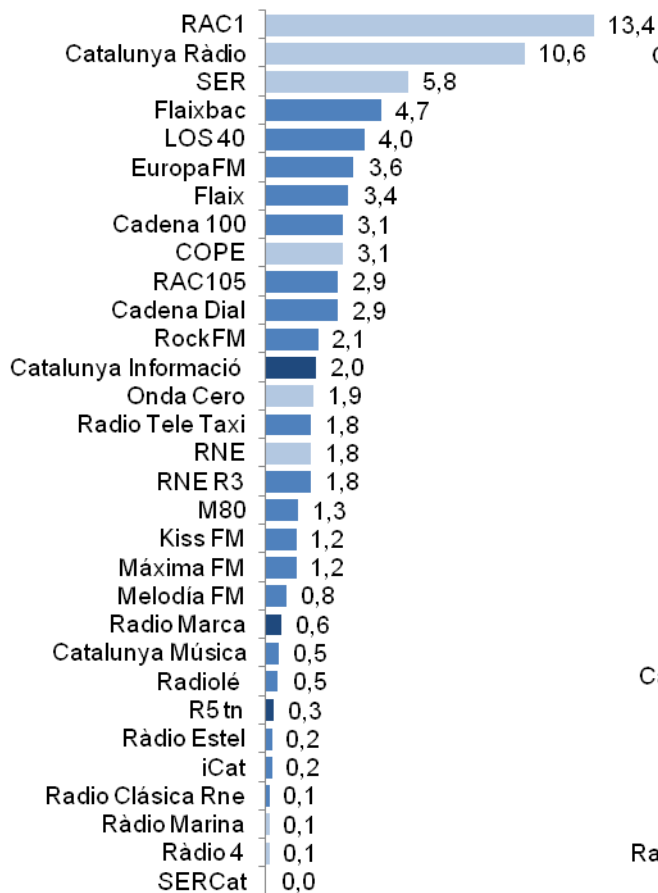
General radio
Music radio
News radio

Source: EGM – Catalonia data – 3rd sweep of 2017.

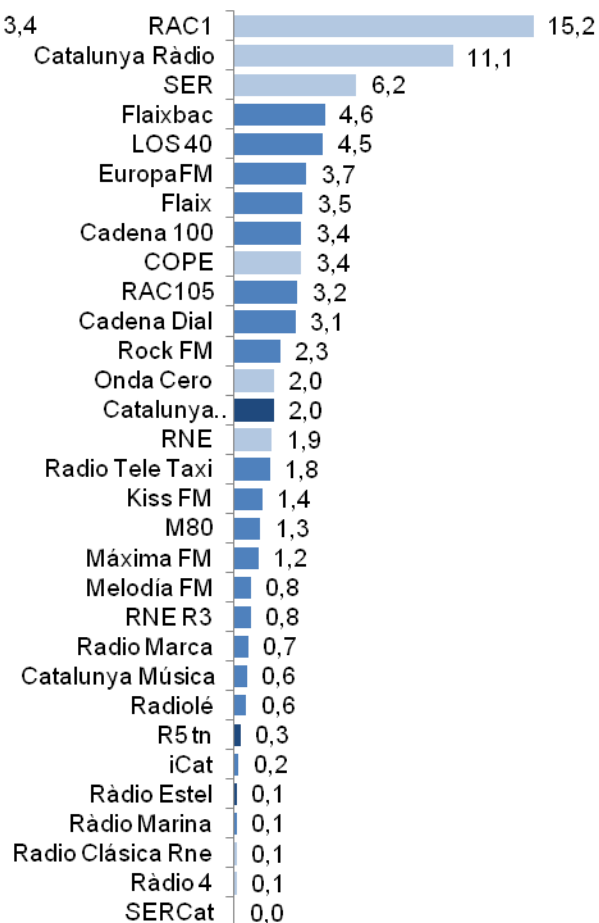
Radio audiences (6)

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

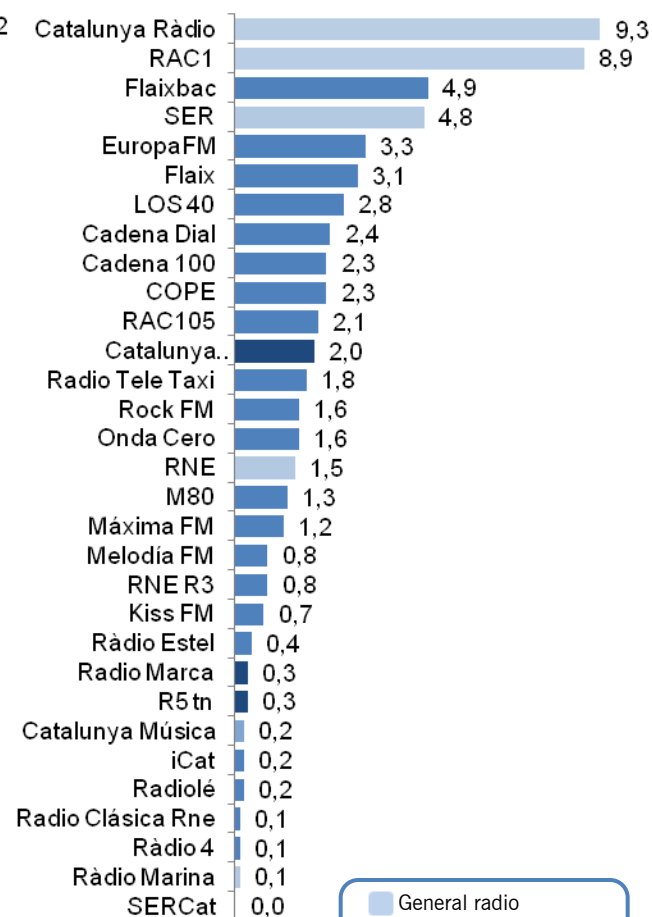
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
Music radio
News radio

Source: EGM – Catalonia data – 3rd sweep of 2017.

Radio audiences by time slot

The Catalan population listens to 112 minutes of radio per person per day (1h 52')

General morning radio programmes are the most popular.

Radio audiences by time slot of the main general channels in Catalonia

(thousands of listeners, Monday to Friday, ordered by cumulative audience. Previous sweep in brackets.)

Broadcaster	Cumulative audiences	 06:00 to 12:00	 12:00 to 16:00	 16:00 to 20:00	 20:00 to 06:00
	961 (814)	729 (614)	394 (326)	355 (300)	237 (222)
	698 (575)	468 (419)	222 (159)	183 (104)	171 (139)
	391 (346)	232 (209)	85 (74)	87 (87)	172 (134)
	214 (180)	152 (119)	54 (23)	41 (30)	87 (71)
	123 (158)	74 (100)	29 (47)	24 (56)	39 (26)
	119 (124)	63 (77)	24 (23)	22 (19)	48 (46)

Source: EGM – Catalonia data – 3rd sweep of 2017.



Internet

Consumption of online audiovisual content in Catalonia (1)

Headlines:

1. Overall consumption. 55% of Catalans consume online audiovisual content; mainly series, films and news.

2. Second screens. 18.6% access the internet while watching traditional TV (DTT) or listening to the radio. Of this percentage, 80.6% connect to social media.

3. News. 79.8% of respondents get their news via traditional TV compared with 48.3% via the internet and social media. Of this percentage, 65% access online press and 58.0% Facebook.

4. Protection of minors. 86% are concerned about minors having access to online content that could harm their development. The most worrying content is violence and pornography.

5. Privacy of minors. Almost 9 out of 10 people believe minors do not take enough care with their privacy online.

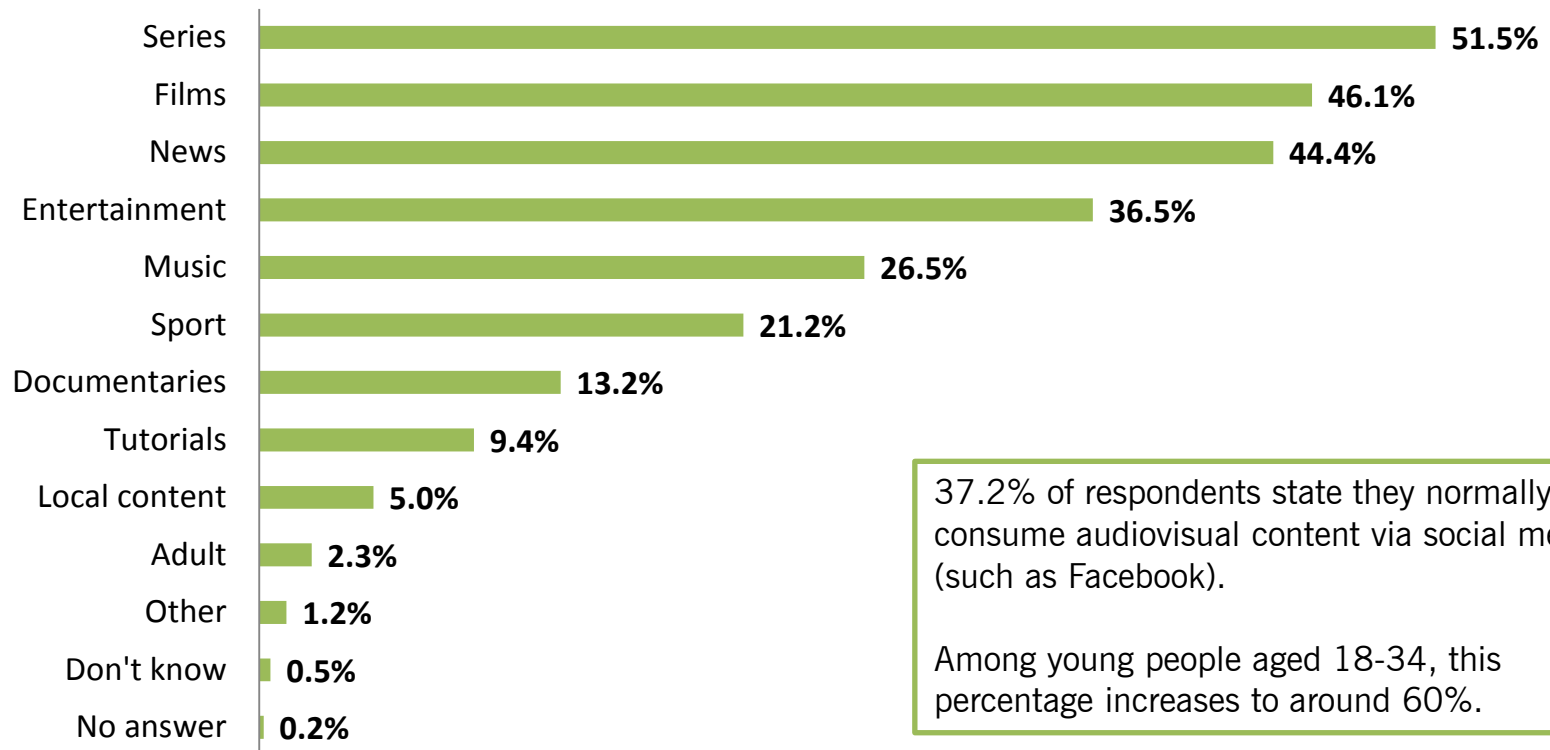
Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

Consumption of online audiovisual content in Catalonia (2)

General consumption

55% consume audiovisual content via the internet, mainly series, films and news.

What kind of online audiovisual content do you mostly consume?



Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

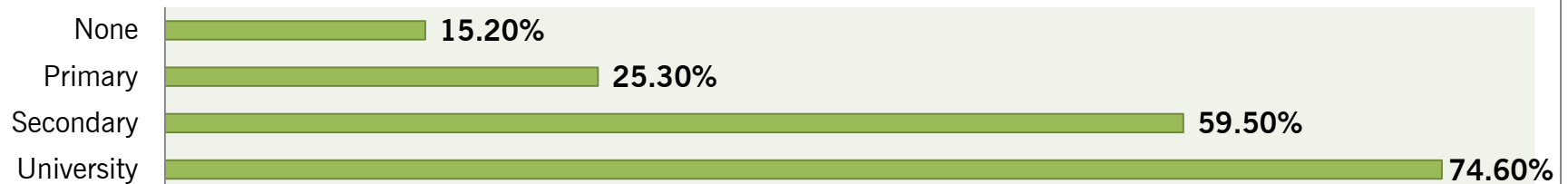
Consumption of online audiovisual content in Catalonia (3)

Overall consumption

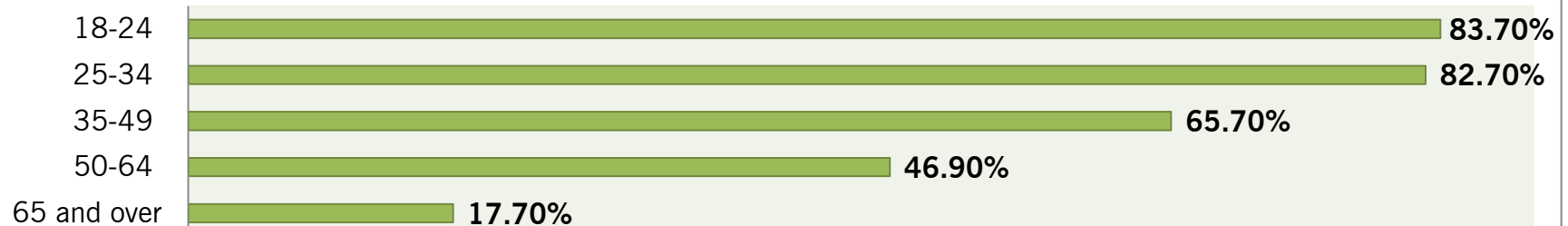
55% consume online audiovisual content, mainly series, films and news.

Of this percentage, 65.6% choose *a la carte*, 8.9% live and 22.7% both types.

By education



By age



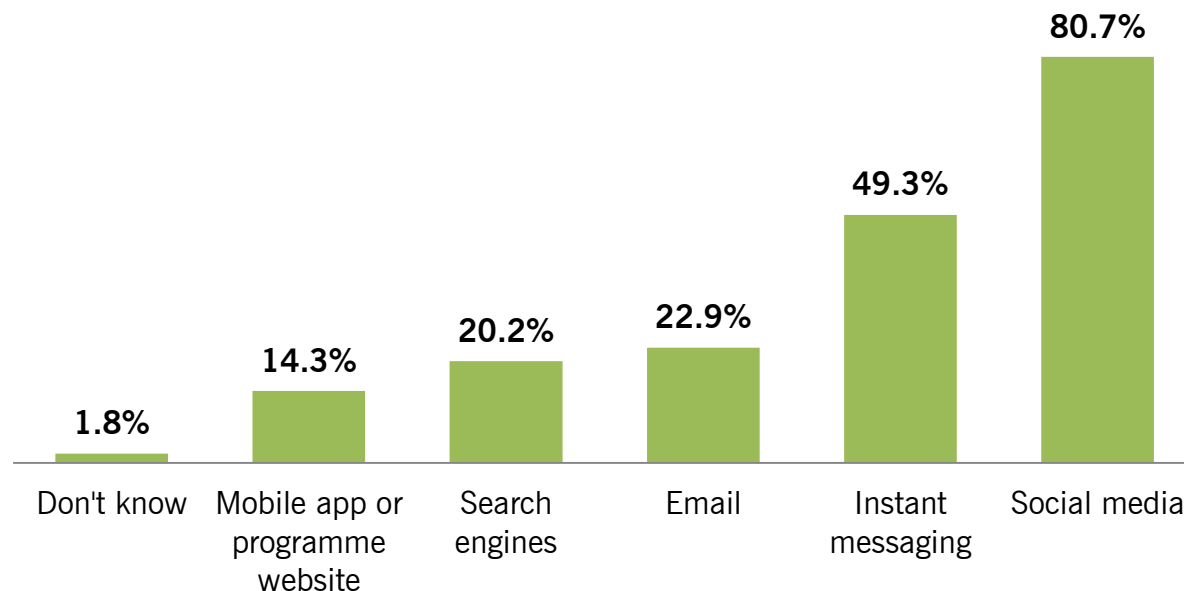
Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

Consumption of online audiovisual content in Catalonia (4)

Second screens

18.6% access the internet while watching traditional TV (DTT) or listening to the radio. Of this percentage, 80.7% connect to social media.

Which applications do you use while watching television or listening to the radio?



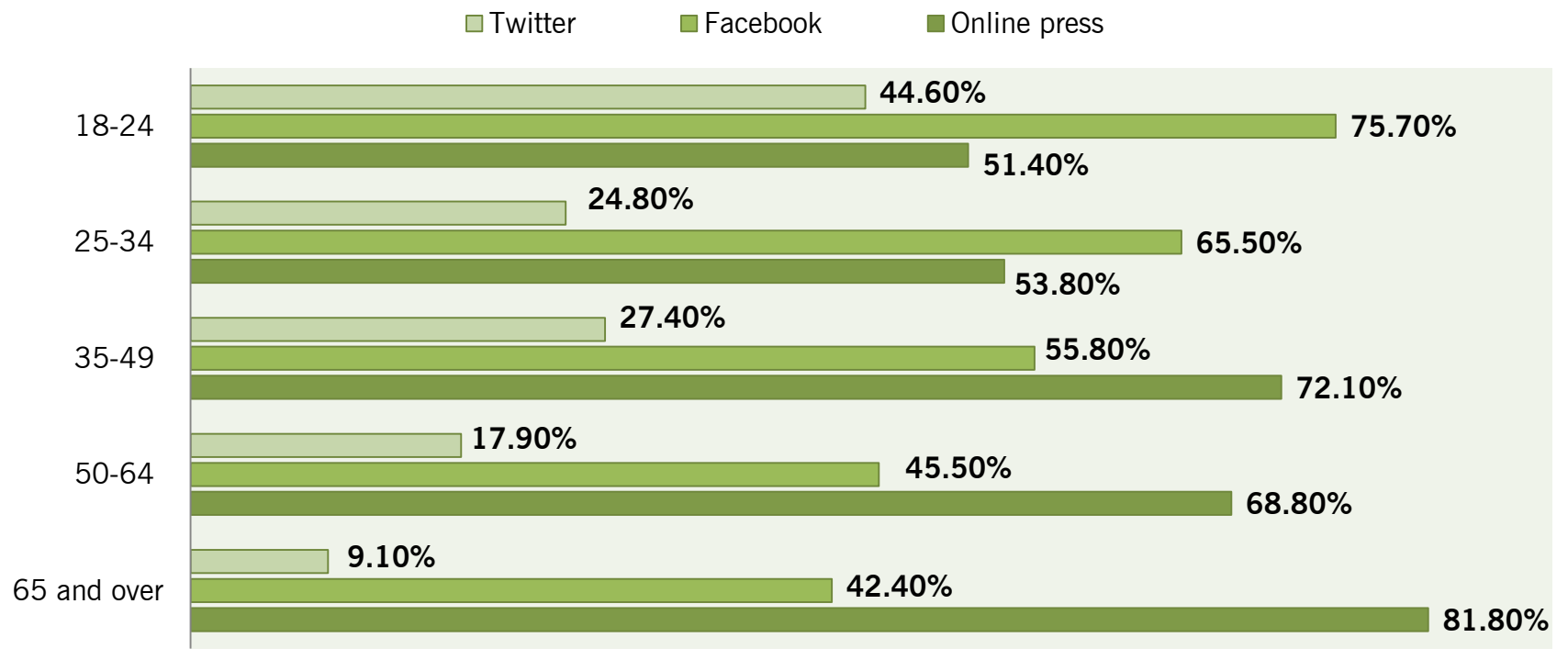
Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

Consumption of online audiovisual content in Catalonia (5)

News

79.8% of respondents get their news via traditional TV compared with 48.3% via the internet and social media. Of this percentage, 65% access online press and 58.0% Facebook.

Main options for obtaining news online

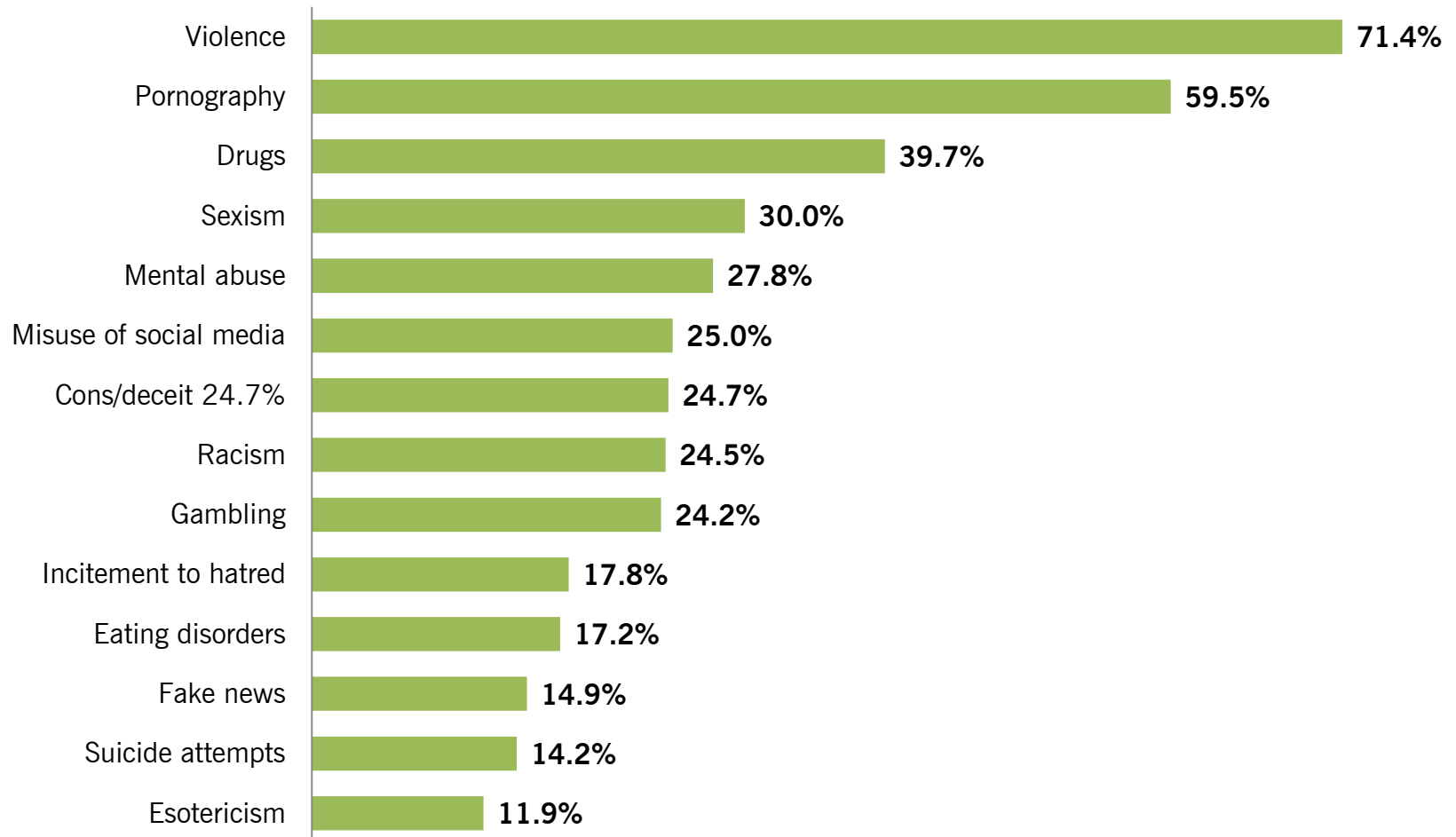


Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

Consumption of online audiovisual content in Catalonia (6)

Protecting minors

86% are concerned about minors having access to online content that could harm their development. The most worrying content is violence and pornography.



Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.

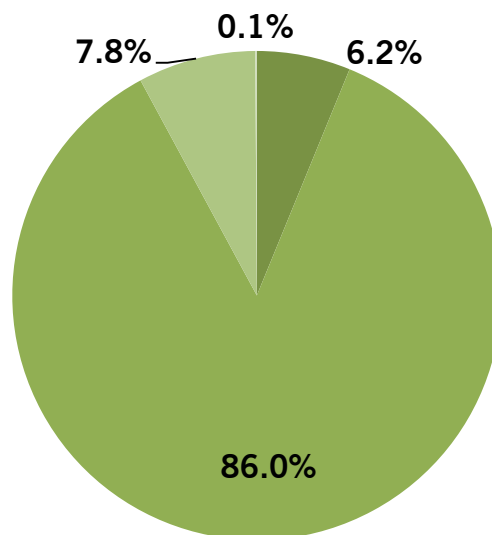
Consumption of online audiovisual content in Catalonia (7)

Privacy of minors

Almost 9 out of every 10 respondents believe that minors aren't careful enough with their privacy on the internet.

Do you believe minors take enough care with their privacy on the internet and social media?

■ Yes ■ No ■ Don't know ■ No answer



Source: Estudi Òmnibus de la Generalitat de Catalunya, no. 27, 2017-2.



Note

eduCAC | The CAC's education in communication programme

eduCAC | The CAC's education in communication programme (1)

During the academic year of 2017/2018, the Catalan Audiovisual Council has started up its eduCAC programme, an online scheme aimed at the educational community to promote the inclusion of media education in schools.



The Council's **main aims** are as follows:

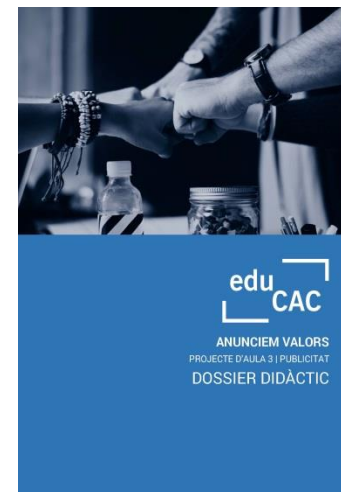
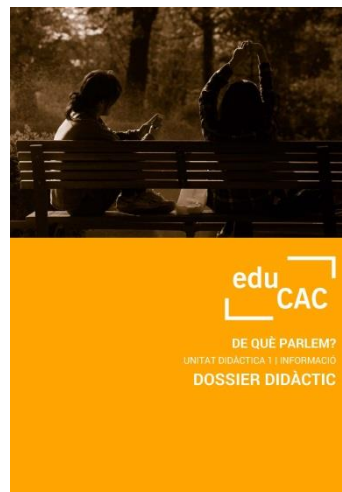
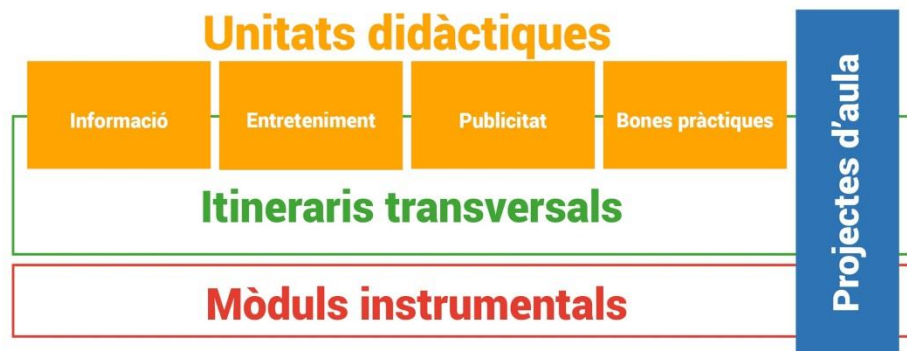
- **Promote education in communication in Catalonia's schools** by means of pedagogical resources and materials produced specifically for this purpose.
- **Foster the development of knowledge** and skills that allow people to **use media** effectively and safely.
- **Encourage good screen habits** among the young, providing them with tools and resources to apply good judgement in their use and consumption of media.

"The media provide a framework for reality: let's deconstruct it and create our own"



eduCAC | The CAC's education in communication programme (2)

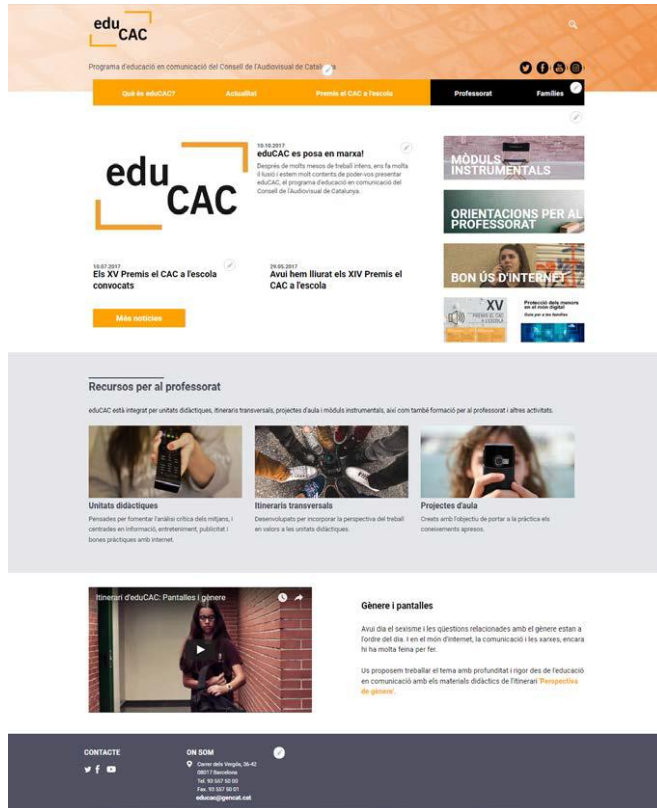
The eduCAC programme provides a range of teaching materials developed by the Council in collaboration with a multidisciplinary team of experts in education, pedagogy and the media.



- The dozen **teaching units** provide a **critical view** of the media based on four subject areas: **information**, **entertainment**, **advertising** and **good practices** in using the media.
- **Interdisciplinary itineraries** provide an approach that **works on values**, focusing on three of these, one per term: gender, digital identity and diversity.
- The **instrumental modules** take a **practical approach**, using **video tutorials** on the pre-production, production and post-production of audiovisual content.
- The **classroom projects propose activities** for each of the units and/or itineraries.

eduCAC | The CAC's education in communication programme (3)

All the materials have been developed and uploaded onto the eduCAC website, which also has a section designed for families, includes an annual call for applications for the CAC Awards in schools and a news section of interest to a range of people.



eduCAC also offers:

- [Guidance for teachers](#) on using the materials in their classrooms.
- [Details on skills work](#) for primary and secondary school students.
- Informative sessions for teachers, families, monthly newsletter, etc.
- A team of experts to support those taking part in the project.
- Teacher training.

www.educac.cat



programaeducac



Newsflashes

Newsflashes



InCom-UAB presents its biennial report

The Communication Institute of Universitat Autònoma de Barcelona has presented its report on Communication in Catalonia for 2015-2016, entitled [*Informe de la comunicació en Catalunya 2015-2016*](#). This covers aspects such as language, communication policies, funding and the technological environment, as well as analysing the media and presenting the challenges facing new forms of distribution and consumption.



Barcelona Games World

October saw the [*Barcelona Games World*](#), the videogame fair hosted by Fira de Barcelona for the second year. This showcased the latest innovations as well as holding competitions of games and eSports. Over 135,000 people visited the site on Montjuïc to see the stands and take part in business meetings.



20 years of the CIC

The Consell de la Informació de Catalunya (News Council of Catalonia) has celebrated its 20th anniversary and the 25th anniversary of the [*Journalistic Code of Ethics*](#) with a seminar dedicated to the media and public opinion in the post-truth era. The College of Journalists set up the CIC in 1997, becoming a private, independent arbitrator that ensures compliance of journalistic principles.



Catalan in the media

The 2016 Language Policy Report ([*Informe de Política Lingüística 2016*](#)) has been published. Regarding the language in which the media are consumed in Catalonia, of note is the increase in Catalan radio (by more than five percentage points compared with the previous report). TV consumption in Catalan has also increased, albeit less so, by 2.7%.



Audiovisuals in Denmark

The Audiovisual Cluster of Catalonia organised a [*round table at the CCCB on the Danish audiovisual model*](#), analysing a successful example of producing and exporting fiction. This covered issues such as funding, distribution strategies and new forms of audiovisual consumption.



Children in a digital world

UNICEF has devoted its report, [*The State of the World's Children 2017*](#), to the influence of digital technology on the world's children, stressing the opportunities this represents but also warning of the potential dangers. Some of the proposals made include reducing connectivity costs, promoting relevant content, improving digital skills and protecting children in accordance with the Convention on the Rights of the Child.

Newsflashes



EAO report on the new forms of commercial communications

In October 2017, the European Audiovisual Observatory published [Commercial communications in the AVMSD revision](#). This report presents the market realities of advertising in Europe and regulatory challenges in the revision of the Audiovisual Media Services Directive.



Council of Europe report on “information disorder”

In October 2017, the Council of Europe published [Information Disorder: Toward an interdisciplinary framework for research and policy making](#). This report examines how dis-, mis- and mal-information campaigns have been created and disseminated and, through social media, have contributed towards a communication ecosystem with considerable information disorder.



Seminar in BCN on the single digital market

On the 10th of November 2017 a seminar was held entitled [“Digital Agenda and Single Digital Market in Europe – Evaluation and future challenges for the European audiovisual industry”](#) at the offices of European institutions in Barcelona. This event, co-organised by the Europa Creativa Desk - MEDIA Catalunya, was also attended by Martin Bailey, head of the Digital Policy Unit of the European Commission’s DG CONNECT.



20th anniversary of the Mediterranean Network of Regulatory Authorities

On the 16th and 17th of November 2017, in Marseille, the [19th Plenary Assembly of the MNRA/RIRM](#) took place (English and French acronyms, respectively), celebrating the organisation’s 20th anniversary. The French CSA was chosen to hold the presidency of the organisation while the CAC will act as vice-president for one year.



Ofcom report on media education for children

In November 2017, the British regulator Ofcom published [Children and parents: media use and attitudes report 2017](#). This provides detailed information on the use, attitudes and capacity to handle the media of children aged 5-15, with the new addition of the 3-4 age range.



End of net neutrality in the United States

In December 2017, the United States [Federal Communications Commission \(FCC\)](#) revoked the rules ensuring the basic principle of net neutrality promoted during Barack Obama’s presidency and approved in 2015. This measure only affects US consumers and continues to cause controversy between Democrat and Republican legislators.

BIAC. No. 9 – Third 4 months of 2017

Main sources:

- CAC: the Council's own data.
- Kantar Media: Area of Catalonia. Data obtained using a people meter for individuals aged 4 and upwards.
- EGM: Data from the 3rd sweep of 2017. Period October-November 2017. Area of Catalonia.
- CEO: Estudi Òmnibus de la Generalitat de Catalunya, 2016-1 and 2017-2.
- Iconography: *Noun Project*

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). No. 9. Third four months of 2017. Barcelona: CAC, January 2018. <www.cac.cat>