



Butlletí d'informació sobre l'audiovisual a Catalunya

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

THIRD FOUR MONTHS OF 2015

No. 3. January 2016

Summary

Media penetration in Catalonia

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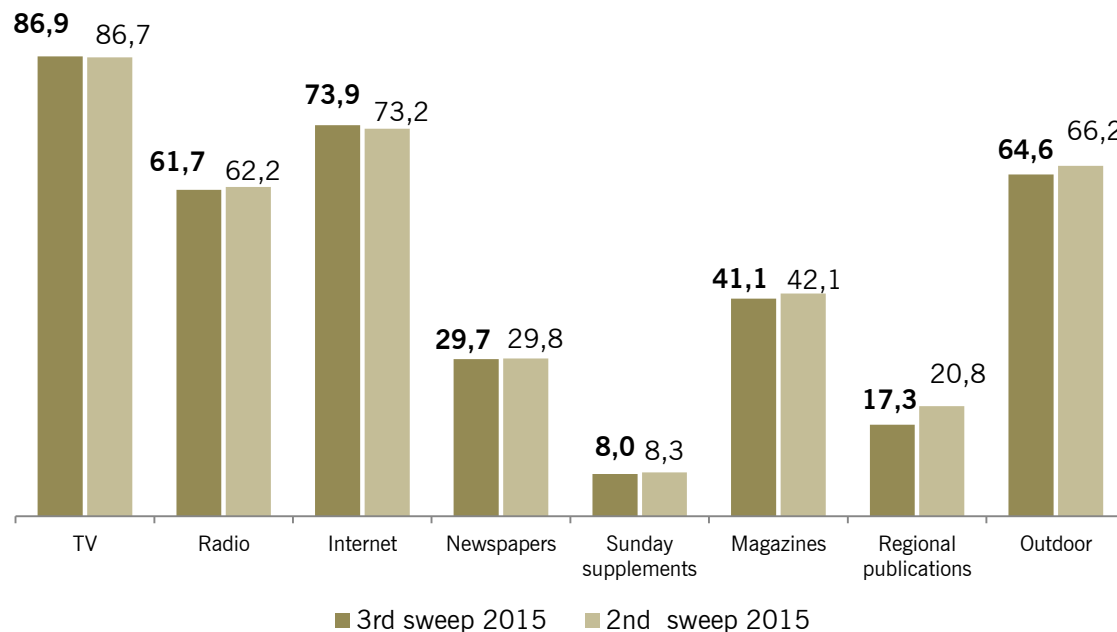


Media penetration in Catalonia

Penetration

(% of total population)

There are no significant variations compared with the last sweep. Television is still the medium with the highest penetration in Catalonia. Television and internet are the only media with slight growth.



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 (on paper), radio (Monday-Sunday), television and 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 Baròmetre Catalunya – 3rd sweep 2015.



In 2015 Catalans dedicated almost 4 hours a day to watching TV (3 hours 54 minutes), according to data from Kantar Media.

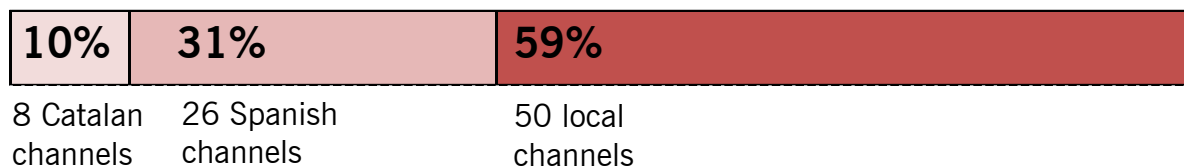
This figure has decreased although it should be noted that it doesn't include the time employed in viewing TV content online, an increasingly widespread practice.



Breakdown of TV channels in Catalonia

84 TV channels

By service zone (% and number of DTT channels openly broadcast)



By ownership



Catalan households receive between 35 and 38

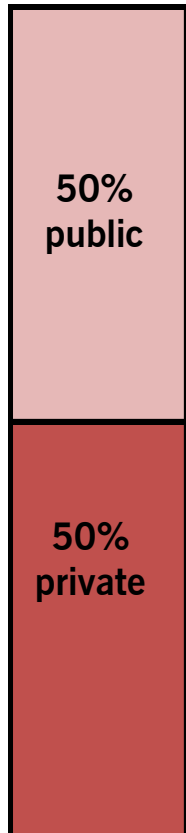
free channels: 8 at the level of Catalonia, 26 at the level of Spain and between 1-4 at a local level, depending on the province.

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).
January 2016.

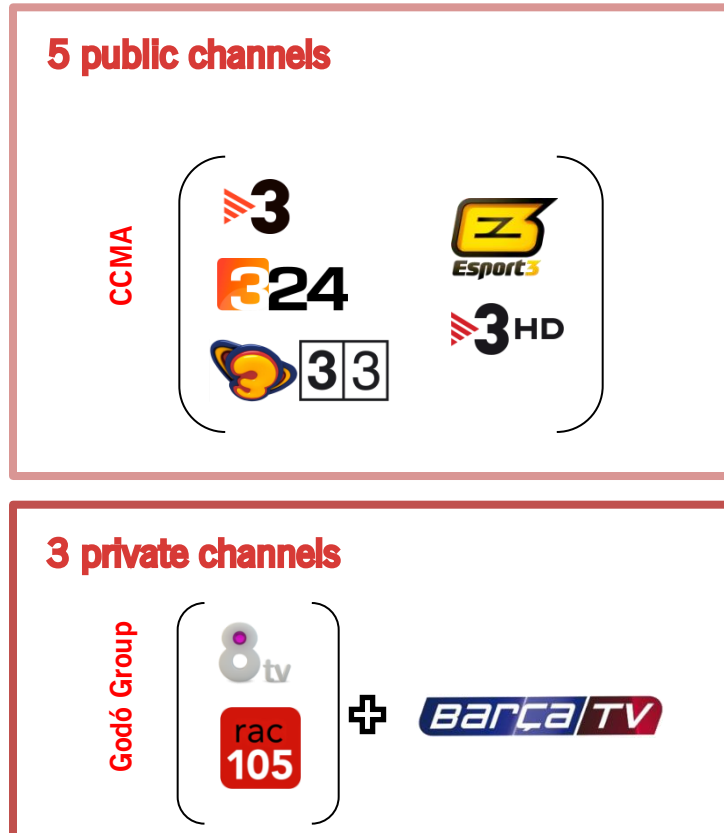
Breakdown of Catalan TV channels

8 Catalan channels

By ownership
(% of channels)



By supply
(number of channels)



Language used: Catalan

Language used: Catalan

Note: Since 2015 TV3HD has been broadcast via the private MUX of the Godó Group, under lease.

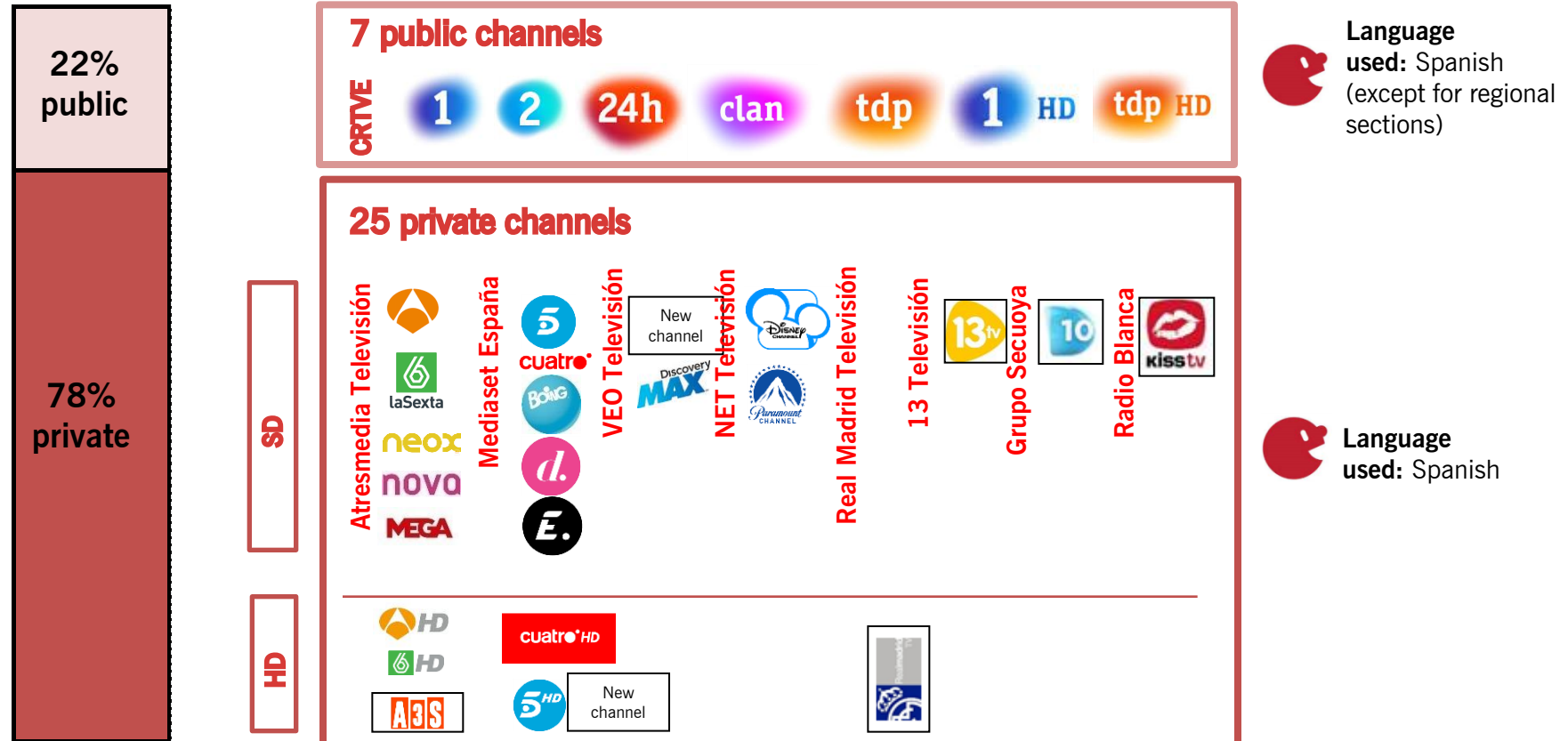
Source: Catalan Audiovisual Council. January 2016.

Breakdown of Spanish TV channels

32 Spanish channels

By ownership
(% of channels)

By supply
(number of channels)



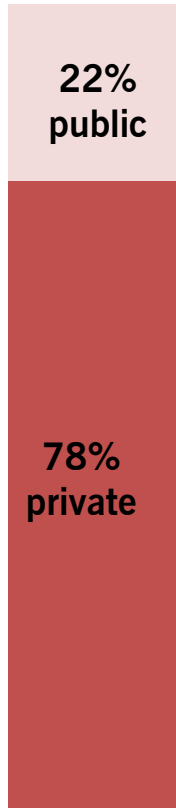
Note: the channels licensed via the last DTT tender in October 2015 are surrounded by a black box.

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

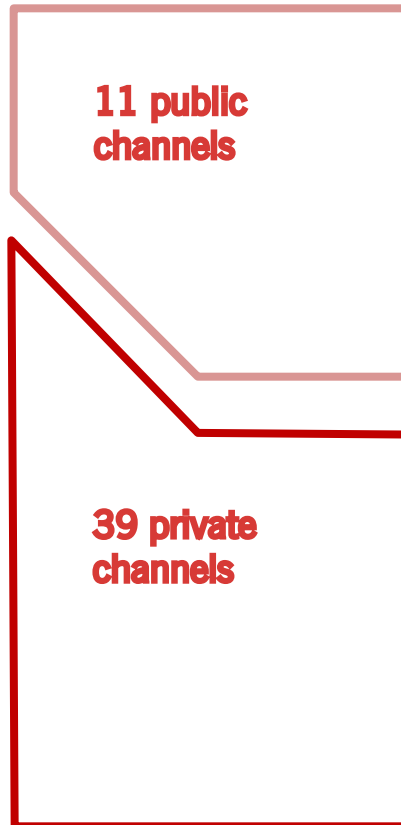
Breakdown of local TV channels

50 local channels

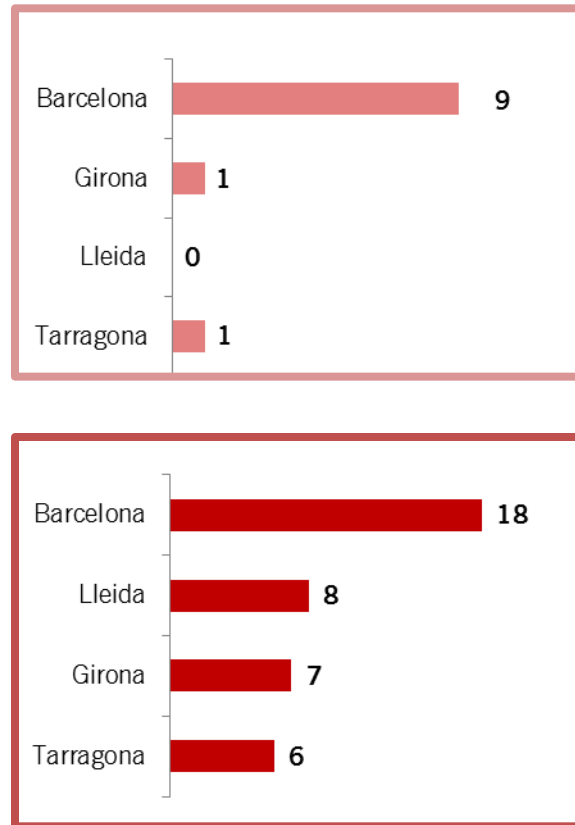
By ownership
(% of channels)



By supply
(number of channels)



By province
(number of channels)



 **Language used: Catalan**

 **Language used: Catalan**

Source: Catalan Audiovisual Council. January 2016.

Public local television

Supply of public local TV in Catalonia

11 public channels

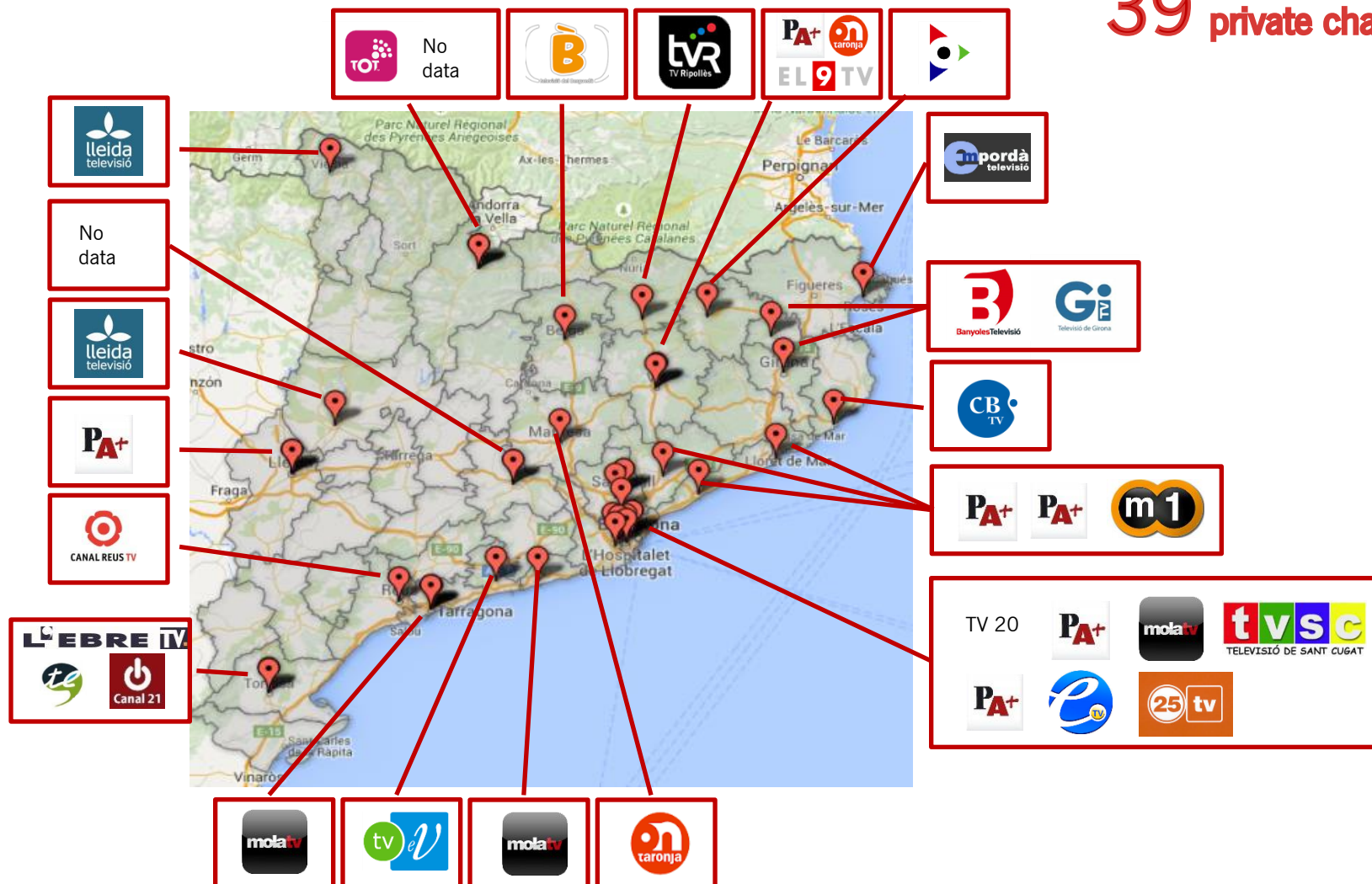


Source: Catalan Audiovisual Council. January 2016.

Private local television (1)

Supply of private local TV in Catalonia

39 private channels



Source: Catalan Audiovisual Council. January 2016.

Private local television (2)

Main private local media groups in Catalonia (by number of channels)

6 of the 10 private local TV channels belong to a supra-municipal or municipal media group.

HERMES COMUNICACIONS

PA+ 7 channels

El Punt Avui TV
El Punt Avui



SEGRE

 4 channels

Lleida TV
Tot TV
El Segre



TAEUS

 3 channels

Canal Taronja



MOLA

 3 channels

Mola TV
Digital Hits



CADENA PIRENAICA

 2 channels

Pirineus TV
Tot TV
Proxima



RTV L'EBRE

 2 channels

Ebre TV
Canal TE
L'Ebre
Imagina Ràdio



CORISA MEDIA GROUP

 1 channel

TV Ripollès
Ràdio Ripoll



CB GLOBAL MEDIA

 1 channel

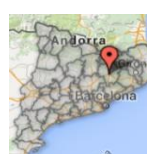
TV Costa Brava
Joy FM



PROSA

 1 channel

EL 9 TV
EL 9 FM



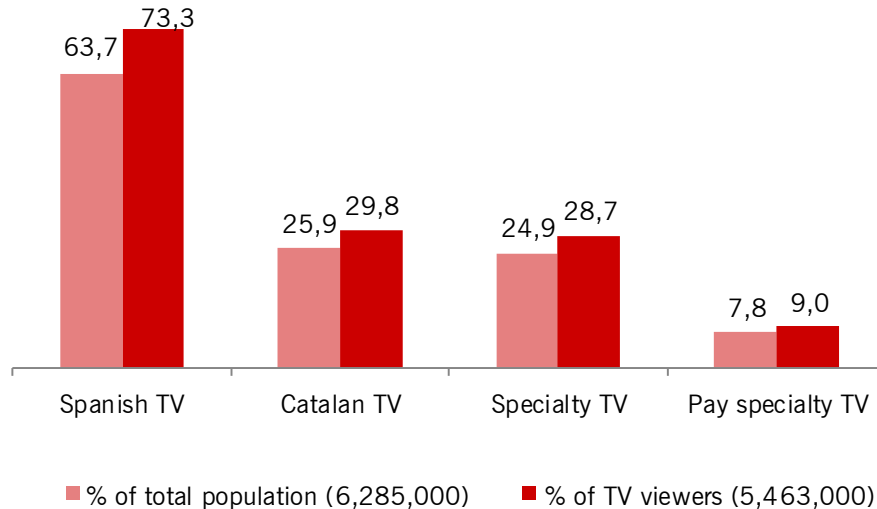
Source: Catalan Audiovisual Council. January 2016.

Penetration and language of television

Penetration

(%, day prior to interview)

Spanish television in the Spanish language has slightly increased its penetration in Catalonia (from 72.4% al 73.3%).



Spanish TV: La 1, La 2, Antena 3 TV, La Sexta, Telecinco and Cuatro.

Catalan TV: TV3, Super3/33, 3/24, Esport3 and 8tv.

Specialty TV: main free specialty channels (FDF, Divinity, Energy, Boing, Neox, Nova, 24h, Teledeporte, 24h, etc.).

Breakdown by consumption language out of total TV viewers

(%, day prior to interview)



Spanish is still the main language for consuming TV in Catalonia: it's the language used by the 26 free Spanish channels and all pay TV channels.

Note: given that a TV viewer tends to watch more than one channel 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 Baròmetre Catalunya – 3rd sweep 2015.

Television audiences (1)

Monthly share in Catalonia (% by channel, January-December 2015, in descending order according to December's ranking)

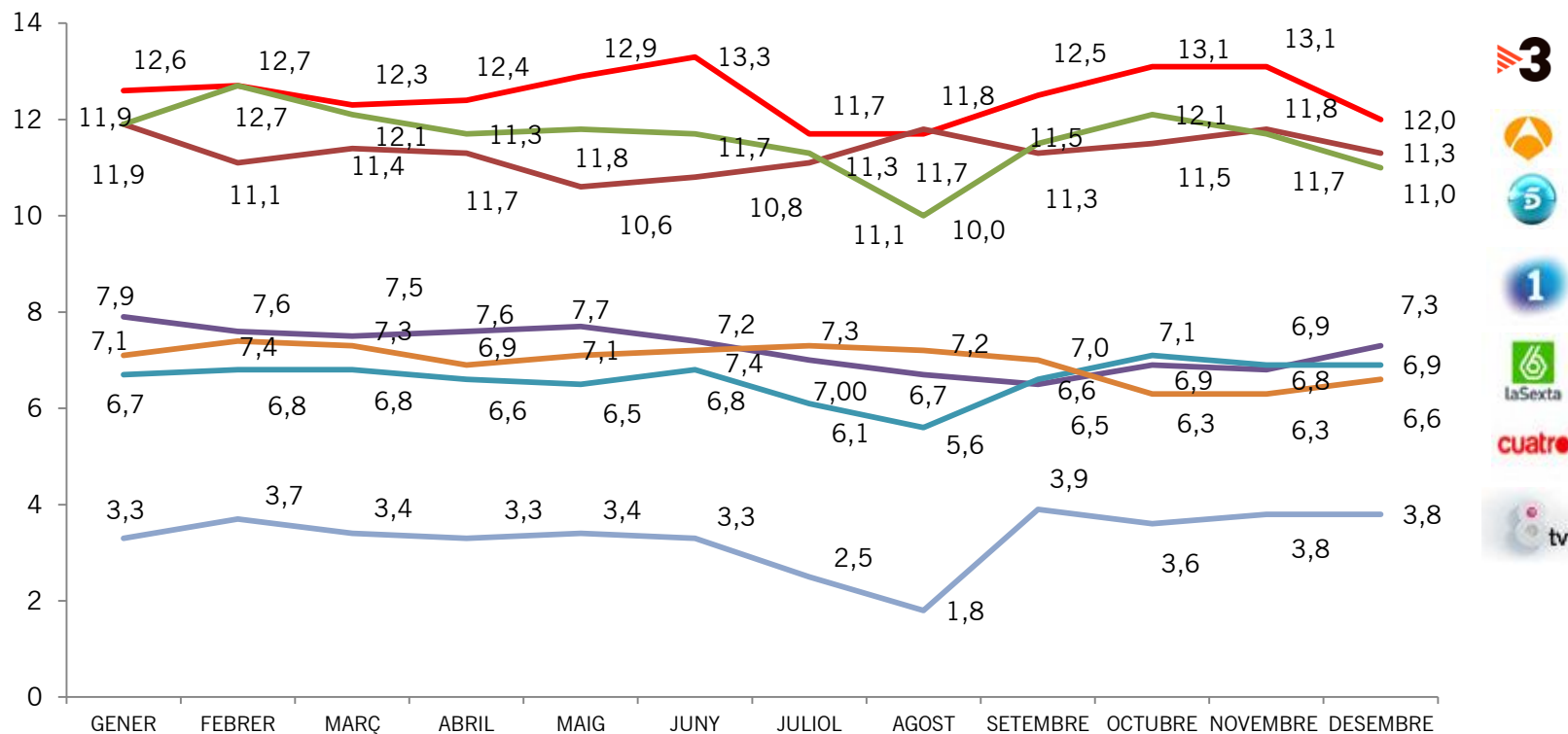
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TV3	12,6	12,7	12,3	12,4	12,9	13,3	11,7	11,7	12,5	13,1	13,1	12,0
Antena 3 TV	11,9	11,1	11,4	11,3	10,6	10,8	11,1	11,8	11,3	11,5	11,8	11,3
Telecinco	11,9	12,7	12,1	11,7	11,8	11,7	11,3	10,0	11,5	12,1	11,7	11,0
La1	7,9	7,6	7,5	7,6	7,7	7,4	7,0	6,7	6,5	6,9	6,8	7,3
laSexta	6,7	6,8	6,8	6,6	6,5	6,8	6,1	5,6	6,6	7,1	6,9	6,9
Cuatro	7,1	7,4	7,3	6,9	7,1	7,2	7,3	7,2	7,0	6,3	6,3	6,6
8tv	3,3	3,7	3,4	3,3	3,4	3,3	2,5	1,8	3,9	3,6	3,8	3,8
Factoría de Ficción	3,2	3,0	3,0	3,2	3,3	2,9	3,1	3,8	3,1	3,1	2,9	3,1
Neox	2,5	2,8	2,7	2,5	2,6	2,6	2,4	2,9	2,6	2,5	2,5	2,6
Divinity	2,8	2,8	2,4	2,9	2,6	2,4	2,3	2,5	2,5	2,7	2,6	2,4
Paramount Channel	1,9	1,8	2,0	1,9	1,8	2,0	1,9	2,1	1,9	1,9	2,1	2,2
La2	2,7	2,5	2,4	2,3	2,4	2,6	2,5	2,5	2,1	2,1	2,0	2,0
Nova	2,4	2,4	2,3	2,3	2,4	2,1	2,1	2,2	2,0	2,0	2,1	2,0
Mega							2,3	2,9	1,9	1,9	1,7	1,8
Discovery Max	2,1	2,1	2,1	2,3	2,2	2,1	1,9	2,3	1,9	1,8	1,9	1,8
Clan	1,3	1,4	1,5	1,7	1,7	1,8	2,2	2,2	1,8	1,5	1,6	1,8
Energy	1,6	1,8	1,8	1,8	1,7	1,8	1,9	2,0	1,6	1,5	1,3	1,6
Boing	1,2	1,1	1,1	1,2	1,2	1,3	1,6	1,5	1,6	1,3	1,4	1,6
13 TV	1,1	1,0	1,3	1,4	1,5	1,4	1,4	1,6	1,5	1,6	1,5	1,5
3/24	1,4	1,4	1,5	1,2	1,3	1,4	1,5	1,4	2,1	1,4	1,8	1,4
Super3/33	1,6	1,5	1,6	1,5	1,5	1,6	1,4	1,2	1,4	1,4	1,4	1,3
Esport3	1,2	1,1	1,3	1,4	1,5	1,1	0,8	0,9	1,0	0,9	1,2	1,1
Disney Channel	1,3	1,2	1,2	1,1	0,9	1,0	1,3	1,0	1,1	1,0	1,0	1,0
24h	0,6	0,6	0,6	0,6	0,6	0,7	0,8	0,7	0,6	0,6	0,8	0,6
Teledporte	0,3	0,4	0,4	0,5	0,9	0,7	1,2	0,8	0,6	0,5	0,3	0,4
RAC105	0,1	0,1	0,1	0,1	0,1	0,1	0,2	0,1	0,1	0,1	0,2	0,3

Note: "Share" is the percentage of individuals watching a specific channel in relation to the total number of individuals watching TV at that time.
Mega started broadcasting in July 2015.

Source: CAC, based on data from Kantar Media.

Television audiences (2)

Monthly trend in the share of the main channels in Catalonia
(%, January-December 2015)

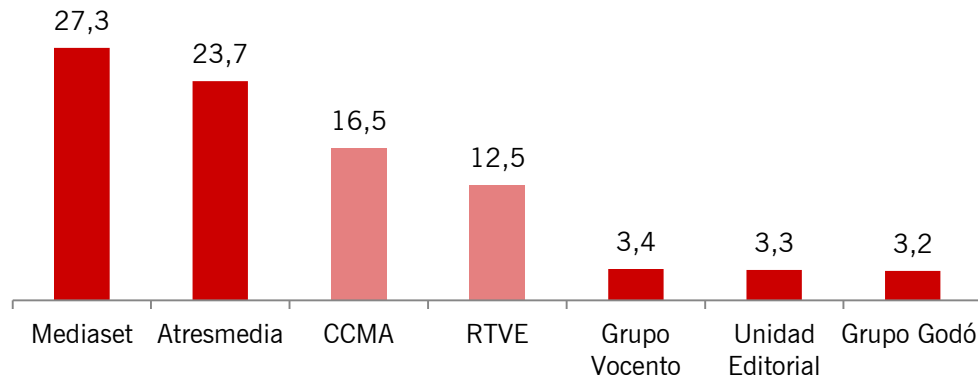


Source: CAC, based on data from Kantar Media.

Television audiences (3)

Share in Catalonia

(% per group, annual average 2015)



MEDIASETespaña.



ATRESMEDIA

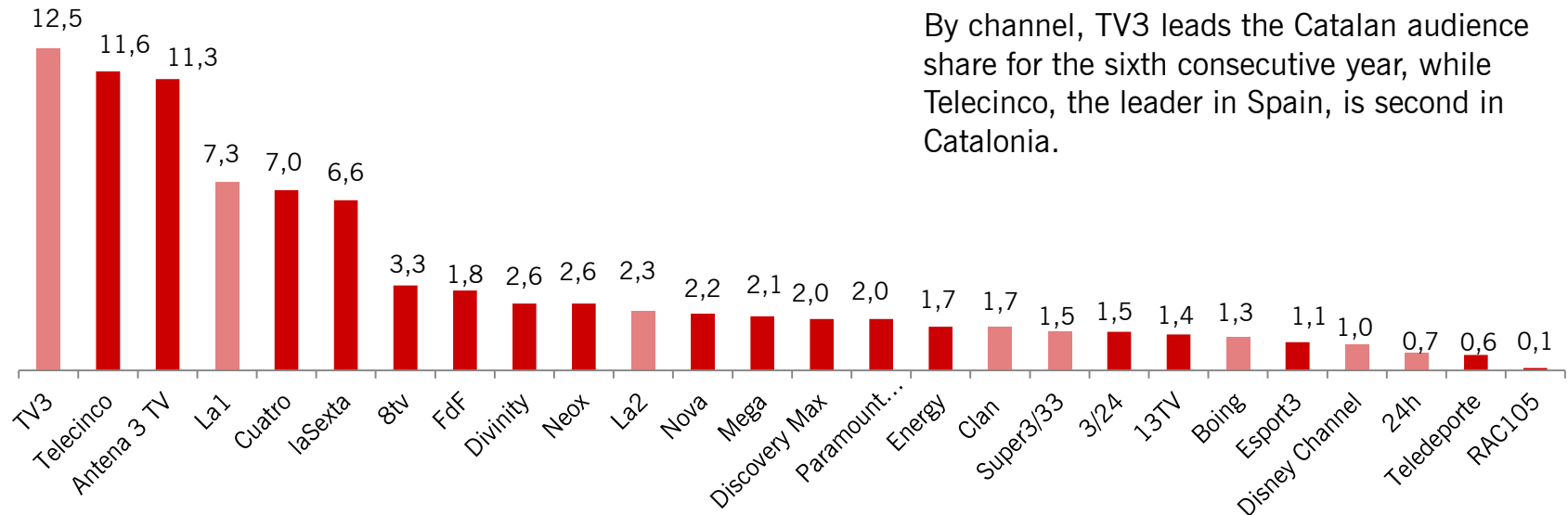


The two large Spanish private groups lead TV audiences in Catalonia, followed at quite a distance by the CCMA public channels.

The TV groups broadcasting in Catalan (CCMA and Godó) have less than 20% audience share in Catalonia.

Share in Catalonia

(% per channel, annual average 2015)



By channel, TV3 leads the Catalan audience share for the sixth consecutive year, while Telecinco, the leader in Spain, is second in Catalonia.

Source: CAC, based on data from Kantar Media.

Television audiences: highest ratings

Ranking of the programmes with the highest audience ratings in Catalonia

September 2015

Programme	Channel	Date	AM(ooo)	Share (%)
Champions League: Barcelona-Bayern Leverkusen	3	29/09/15	1.055	31.9
Eleccions 2015: els resultats	3	27/09/15	902	26.6
8 al dia: Cara a cara García Margallo-Junqueras	tv	23/09/15	892	28.2
El objetivo de Ana Pastor	6	13/09/15	690	22.3
La voz kids	5	07/09/15	671	26.4
Firework display for La Mercè festival	3	24/09/15	651	20.7
Eurobasket: Spain-Lithuania	5	20/09/15	634	29.3
La voz kids: audiciones a ciegas	5	14/09/15	630	25.6
Eurobasket: Spain-France	cuatro	17/09/15	620	20.5
Eleccions 2015: el debat	3	20/09/15	610	22.3

November 2015

Programme	Channel	Data	AM(ooo)	Share (%)
Champions League: Barcelona-Rome	3	24/11/15	1,099	34.3
Motorcycling: Moto GP/GP World Championship Community of Valenciana	5	08/11/15	957	51.6
Weekend evening news	3	15/11/15	668	21.0
Evening news	3	02/11/15	665	22.9
Weekend evening news	3	22/11/15	662	20.0
Cine: Ocho apellidos vascos	5	11/11/15	660	26.5
Lunchtime news	3	02/11/15	649	30.3
Lunchtime news	3	17/11/15	641	32.9
30 minuts: Fugir de l'Estat islàmic	3	22/11/15	631	18.1
Polònia	3	26/11/15	626	19.9

October 2015

Programme	Channel	Date	AM(ooo)	Share (%)
Champions League: Bate Borisov-Barcelona	3	20/10/15	921	28.6
Salvados: Albert y Pablo, cara a cara	6	18/10/15	868	25.5
Economia en colors. Blau: el fals 9	3	04/10/15	673	21.2
30 minuts. Parlem?	3	04/10/15	669	20.6
Polònia	3	08/10/15	669	20.6
Polònia	3	01/10/15	651	20.4
Weekend evening news	3	04/10/15	624	20.9
Lunchtime news	3	13/10/15	616	29.1
Evening news	3	12/10/15	609	19.7
Lunchtime news	3	01/10/15	608	30.1

December 2015

Programme	Channel	Data	AM(ooo)	Share (%)
E15: Els resultats	3	20/12/15	753	22.0
Weekend evening news	3	27/12/15	696	22.4
Campanades Fi d'Any	3	31/12/15	669	29.8
Lunchtime news	3	01/12/15	630	31.5
7D: el debate decisivo	6	07/12/15	625	21.4
Weekend evening news	3	13/12/15	623	19.6
E15: Les reaccions	3	20/12/15	621	20.9
Merli/Nietzsche	3	07/12/15	591	19.4
Lunchtime news	3	14/12/15	590	27.9
Evening news	3	01/12/15	579	20.1

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.

The *Merlí* phenomenon (1)

Audiences for broadcasts of the series *Merlí* by TV3 (in thousands of viewers and *share*)

Title	Broadcast	Viewers	Viewers 13-24 years
"Els peripatètics"	14/09/2015	566,000	68,000
		17.7%	29.2%
"Plató"	21/09/2015	544,000	64,000
		17.2%	31.0%
"Maquiavel"	28/09/2015	556,000	72,000
		16.7%	38.6%
"Aristòtil"	05/10/2015	591,000	119,000
		19.3%	52.0%
"Sòcrates"	12/10/2015	559,000	82,000
		18.8%	44.9%
"Schopenhauer"	19/10/2015	538,000	100,000
		17.0%	45.9%
"Foucault"	26/10/2015	459,000	70,000
		15.2%	42.5%
"Guy Debord"	02/11/2015	555,000	71,000
		19.1%	45.9%
"Epicur"	09/11/2015	559,000	82,000
		18.3%	35.2%
"Els escèptics"	16/11/2015	577,000	85,000
		19.6%	41.1%
"Els sofistes"	23/11/2015	610,000	108,000
		20.5%	52.9%
"Hume"	30/11/2015	592,000	95,000
		19.9%	47.2%
"Nietzsche"	07/12/2015	591,000	99,000
		19.4%	48.3%

The series *Merlí* [*Merlin*], broadcast by TV3 in the last quarter of 2015, obtained an average of 561,000 viewers and a 18.3% *share*.

This Catalan production has been particularly popular among young audiences with a very high share in the population segment aged between 13 and 24.

Source: CAC, based on data from Kantar Media.

The *Merlí* phenomenon (2)

Digital audiences for the series *Merlí* by TV3

Title	Broadcast	Individual users	Viewings	Live via computer, mobile or tablet
"Els peripatètics"	14/09/2015	111,854	156,050	3,649
"Plató"	21/09/2015	93,473	129,667	3,608
"Maquiavel"	28/09/2015	88,176	124,178	4,594
"Aristòtil"	05/10/2015	88,466	123,341	4,015
"Sòcrates"	12/10/2015	85,977	126,762	3,497
"Schopenhauer"	19/10/2015	85,169	125,267	3,654
"Foucault"	26/10/2015	87,618	132,112	3,454
"Guy Debord"	02/11/2015	86,625	126,244	4,368
"Epicur"	09/11/2015	94,877	142,696	4,870
"Els escèptics"	16/11/2015	77,418	110,468	5,479
"Els sofistes"	23/11/2015	77,241	112,936	6,525
"Hume"	30/11/2015	73,657	108,092	6,024
"Nietzsche"	07/12/2015	73,690	104,849	4,046

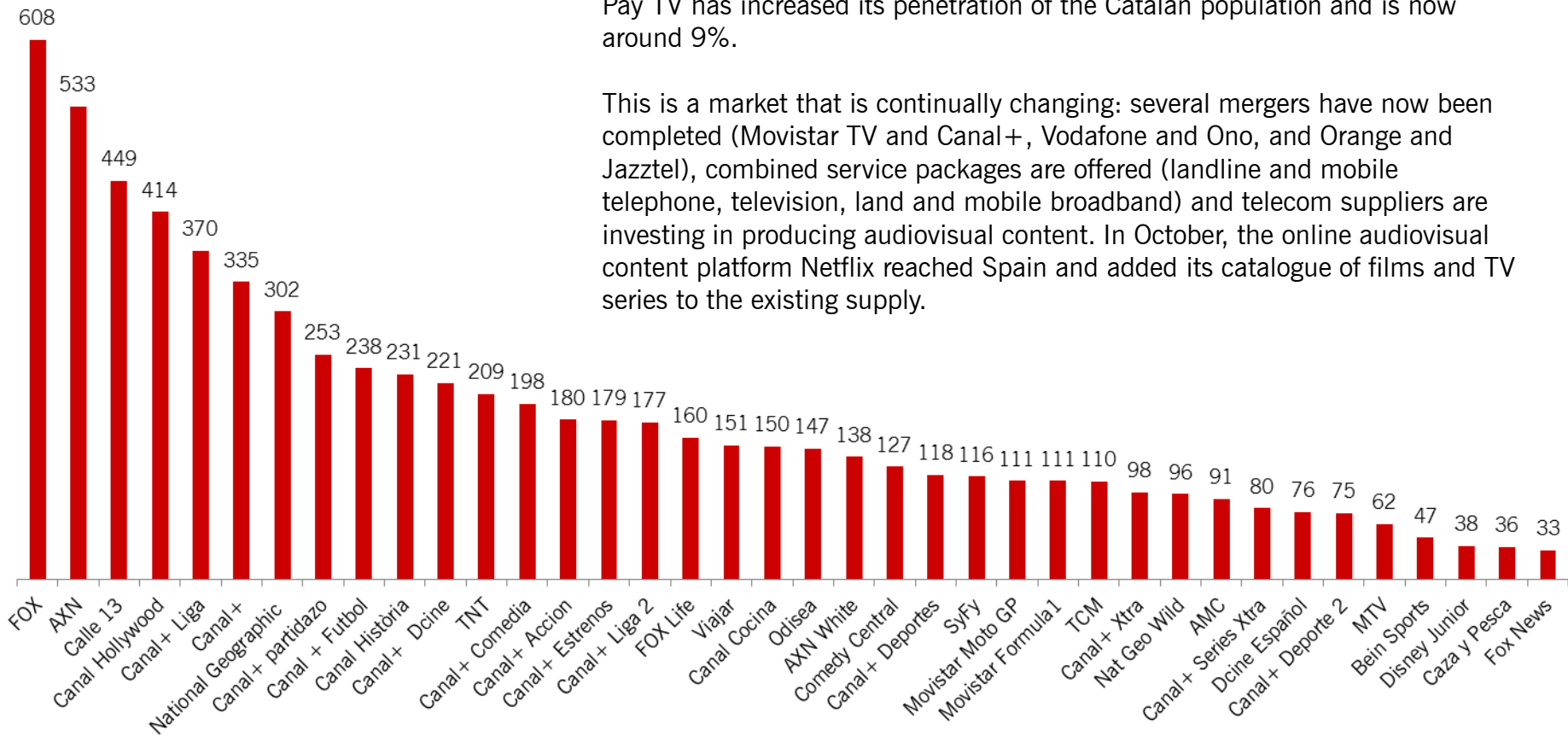
The *Merlí* phenomenon has been continued on social media and digital audiences have also been large. In total, the episodes have had an average of 125,000 online viewings.

Atresmedia has bought the rights to *Merlí* to broadcast it in Spanish throughout Spain.

Source: CCMA. Updated 11 December 2015.

Specialty pay TV audiences

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



Pay TV has increased its penetration of the Catalan population and is now around 9%.

This is a market that is continually changing: several mergers have now been completed (Movistar TV and Canal+, Vodafone and Ono, and Orange and Jazztel), combined service packages are offered (landline and mobile telephone, television, land and mobile broadband) and telecom suppliers are investing in producing audiovisual content. In October, the online audiovisual content platform Netflix reached Spain and added its catalogue of films and TV series to the existing supply.

Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

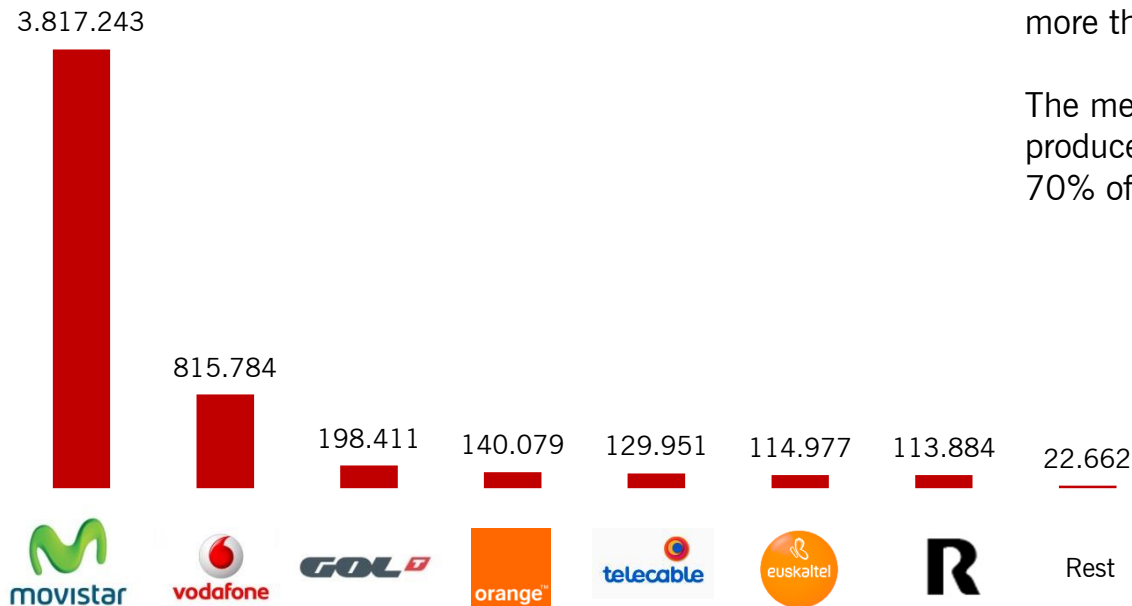
Pay TV subscribers

**Total number of subscribers:
5,352,991**

Number of people subscribing to pay TV in Spain
(data for the second quarter of 2015)

According to the CNMC, in Spain there are more than 5 million pay TV subscribers.

The merger of Movistar TV and Canal+ has produced an operator that concentrates over 70% of this market.



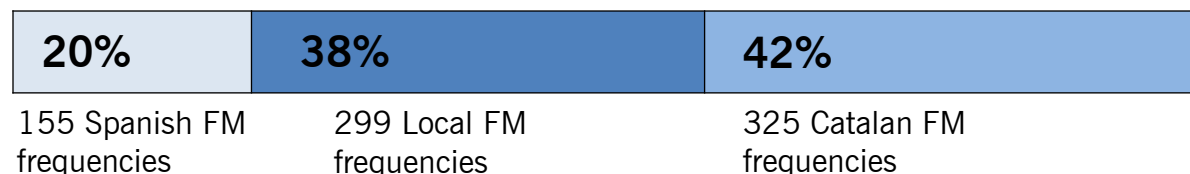
Source: CNMC. *Informe Trimestral. II Trimestre de 2015*. http://data.cnmc.es/datagraph/jsp/inf_trim.jsp



Breakdown of radio broadcasters in Catalonia

779 radio frequencies

By service zone (% and number of FM frequencies)



By ownership



Catalan households receive over 30 FM broadcasters:

10 at the level of Catalonia and 20 at the level of Spain, in addition to local or municipal broadcasters.

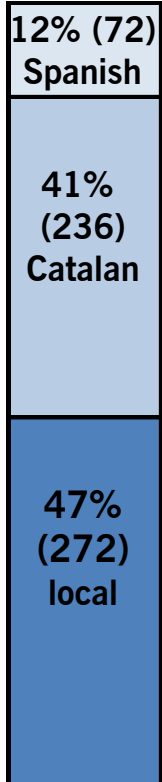
Note: BIAC uses the term *broadcaster* for the medium broadcasting a radio product on one or more frequencies.

Source: Catalan Audiovisual Council (local FM), CCMA (Catalan FM) and the Ministry of Industry, Energy and Tourism (Spanish FM). January 2016.

Public radio

580
public frequencies

By service zone
(% and number of FM frequencies)



By supply
(FM broadcasters)

**5 Spanish
broadcasters**

rne

radio clásica
rne

radio 3
rne

ràdio 4
rne

radio 5
rne



**Language
used:** Spanish
(except Ràdio 4)

**3 Catalan
broadcasters**

**CATALUNYA
RÀDIO**

Cat **W**úsica



**Language
used:** Catalan

272 local broadcasters (example broadcasters)

B Barcelona FM 91.0

o radiolescala

emun)))

96 3
ràdio Mollet

LH radio

RÀDIO
vilafranca

mataró
ràdio

RAP
IO7

Canal Blau FM

ràdio b
Ràdio Círcul de Badalona

radiomunicipal
Terrassa 95.2

Ràdio
Cabrera
107.1 FM



**Language
used:** Catalan

280 public broadcasters:
272 local
5 Spanish
3 Catalan

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

Private radio (1)

199
private frequencies

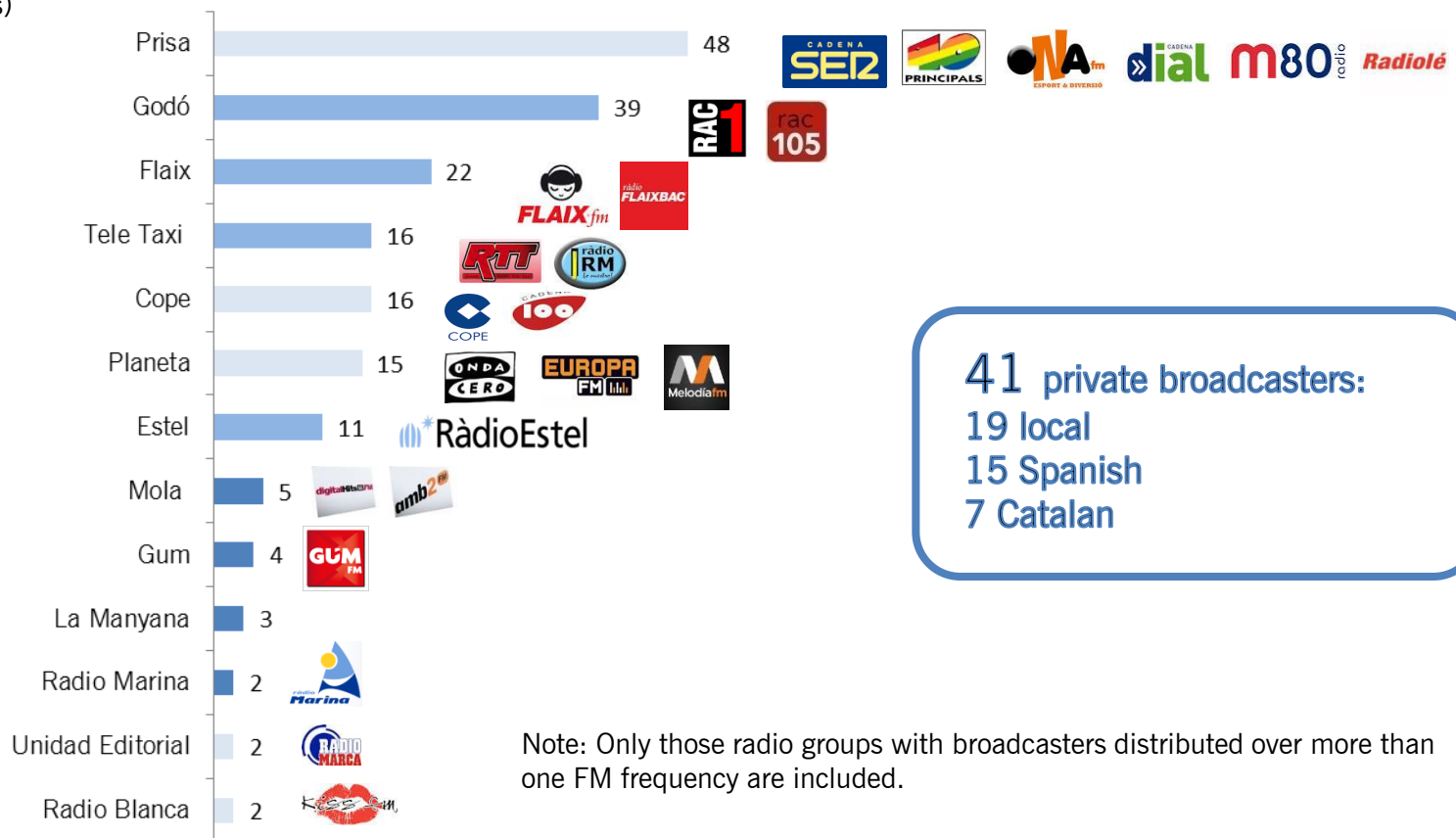
By service zone
(% and number of FM frequencies)

14% (28)
local

42% (83)
Spanish

45% (88)
Catalan

By radio group
(FM broadcasters)



Source: Catalan Audiovisual Council. January 2016.

Private radio (2)

Private radio supply

(group type, group name and radio product and number of frequencies)

LOCAL RADIO GROUPS	
Group	Frequencies
MOLA	5
Amb2 FM	1
Digital Hits FM	4
GUM	4
Gum FM	4
LA MANYANA	3
no data	3
RÀDIO MARINA	2
Ràdio Marina	2
COSTA BRAVA GLOBAL MEDIA	1
Joy FM	
PROSA	1
El 9 FM	
EL 3 DE VUIT	1
El 3 de Vuit Ràdio	
L'EBRE	1
Imagina Ràdio	
CADENA PIRENAICA	1
Pròxima FM	
TLB	1
Styl FM	
SIMALRO	1
Ràdio UA1	
MONTSERRAT RTV	1
Montserrat Ràdio	
TOTAL 13 broadcasters	22

LOCA RADIO COMPANY	
Broadcaster	Frequencies
Ràdio Olot	1
Ràdio Ripoll	1
Ràdio Vic	1
Ràdio Aran	1
Hit 103	1
Ràdio Adventista	1
TOTAL 6 broadcasters	6

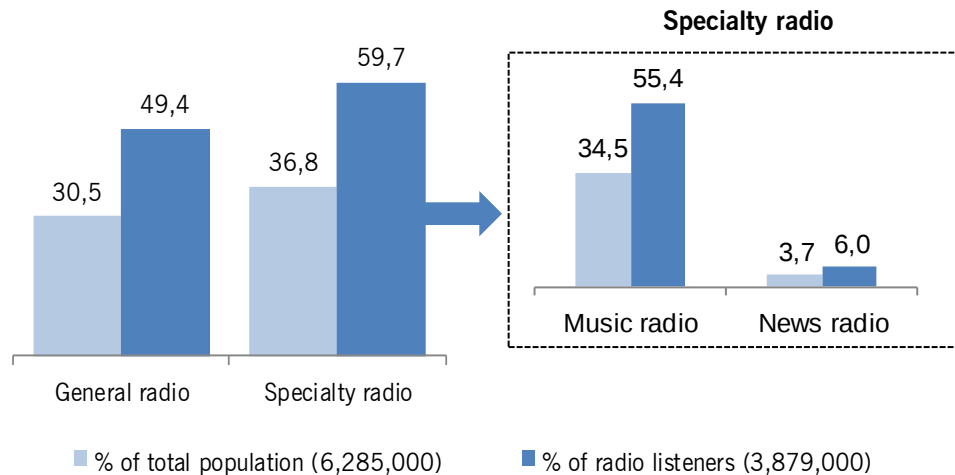
CATALAN RADIO GROUPS	
Group	Frequencies
GODÓ	39
RAC1	23
RAC105	16
FLAIX	22
Flaix FM	12
Ràdio Flaixbac	10
TELE TAXI	16
Ràdio Tele Taxi	13
Ràdio RM	3
ESTEL	11
Ràdio Estel	11
TOTAL 7 broadcasters	88

SPANISH RADIO GROUPS	
Group	Frequencies
PRISA	48
SER	19
40 Principales	11
Cadena Dial	7
Ona FM	4
Maxima FM	3
M 80	3
Radiolé	1
COPE	16
COPE	4
Cadena 100	4
Rock FM	3
no data	5
PLANETA	15
Onda Cero	6
Europa FM	6
Melodía FM	3
RADIO BLANCA	2
Kiss FM	2
UNIDAD EDITORIAL	2
Radio Marca	2
TOTAL 15 broadcasters	83

Source: Catalan Audiovisual Council. January 2016.

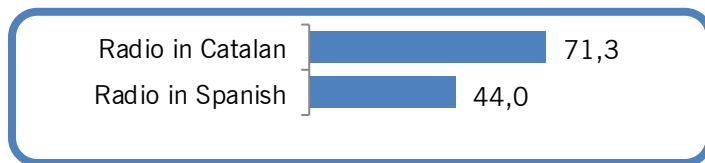
Penetration and language of radio

Penetration



Music radio is still the type with the most followers in Catalonia, with a penetration of 55.4% among listeners.

Breakdown by consumption language out of total listeners (%, day prior to interview)



Radio consumption increased in Catalonia over the last 4 months of 2015: 71.3% of listeners listened to radio in Catalan (68.9% in the previous sweep).

Radio in Catalan: broadcasters with programming in Catalan and regional sections in Catalan of the main broadcasters in Spanish (general and specialty).

Radio in Spanish: broadcasters with programming in Spanish (general and specialty).

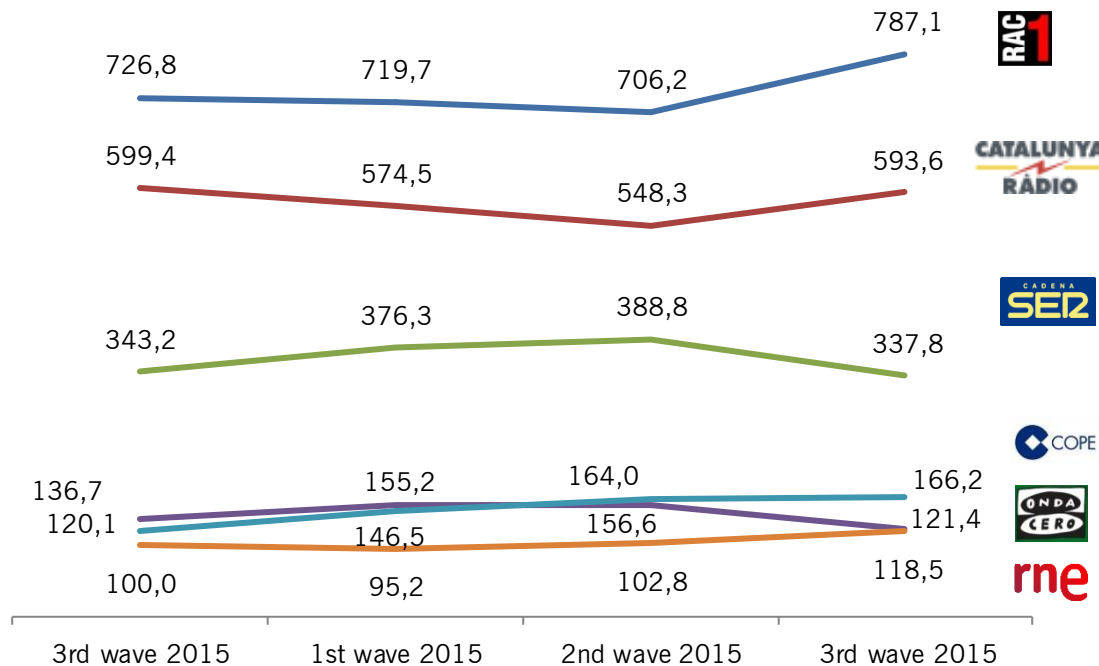
Note: given that radio listeners tend to listen to more than one broadcaster during the same day, the data are processed taking into account the fact that more than one answer is possible. This explains why the sum of the percentages is more than 100%.

Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Radio audiences (1)

General radio ranking. Audiences

(trend over the last 4 sweeps, in thousands, day prior to interview)



RAC1 is pulling away from Catalunya Ràdio and leads general radio every day of the week. Globally it has grown by more than 80,000 listeners.

Catalunya Ràdio is picking up and has maintained a similar level of followers as the same sweep the previous year.



For the second consecutive sweep, Flaix Group stations lead rank first for music radio in Catalonia, closely followed by Los 40 Principales by Cadena SER (see the next page).



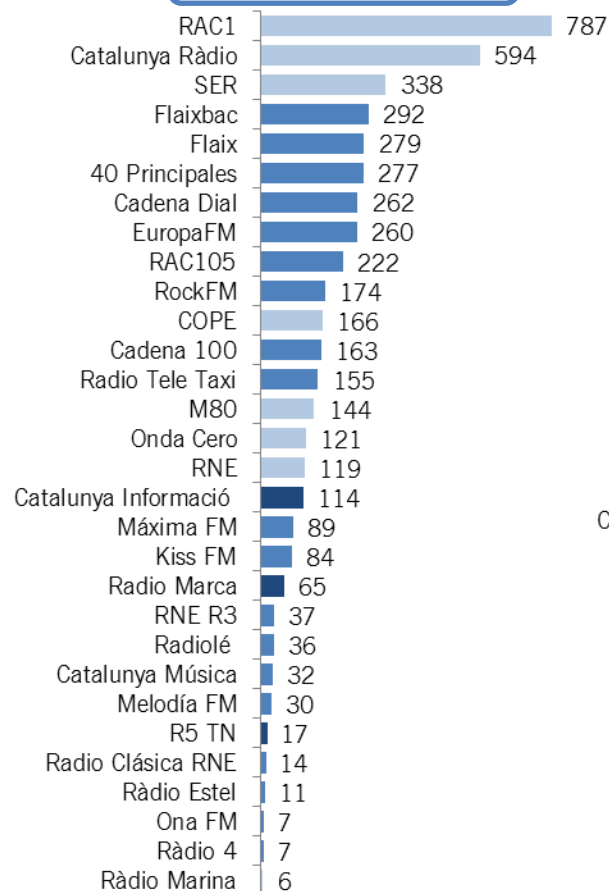
Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Radio audiences (2)

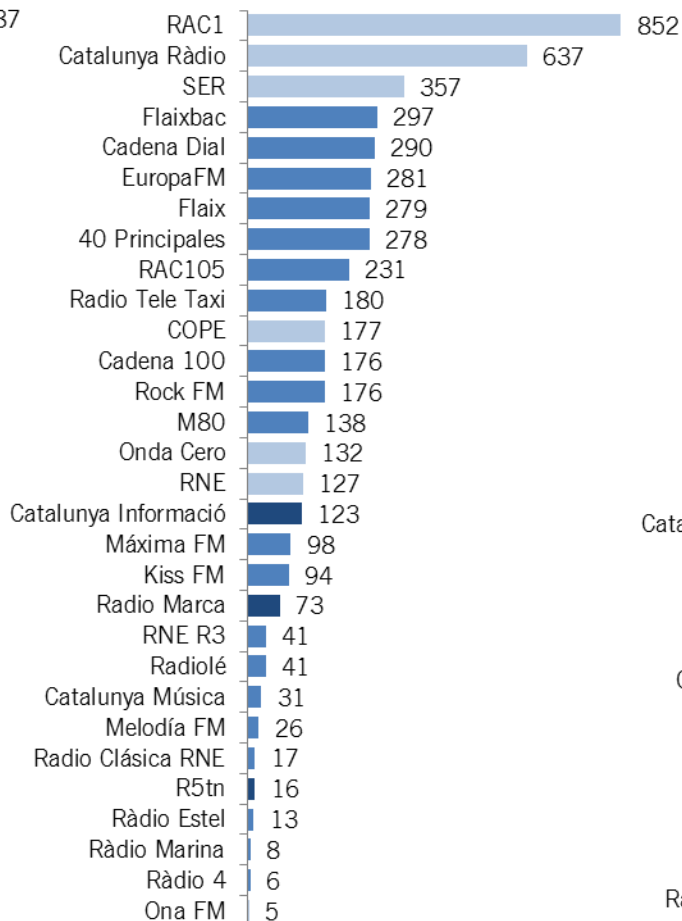
Cumulative daily radio audiences in Catalonia

(in thousands, day prior to interview)

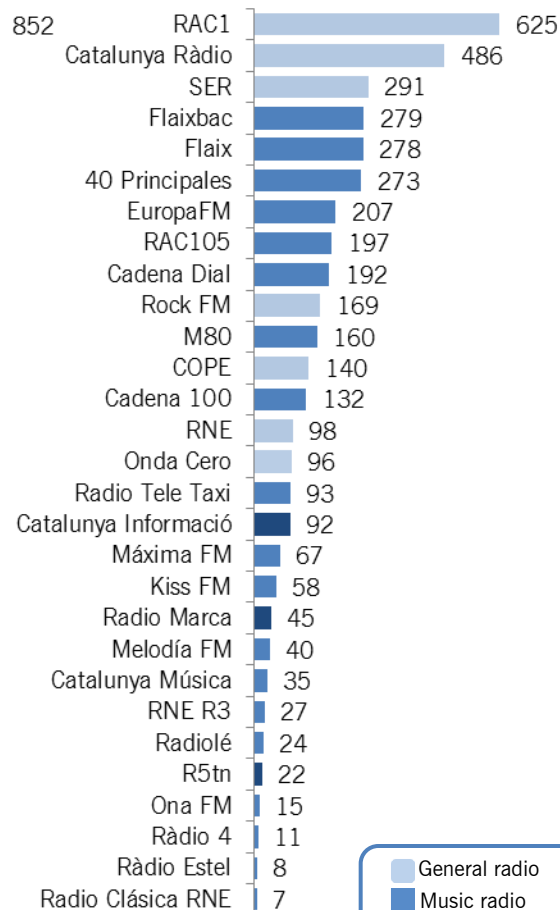
Monday to Sunday



Monday to Friday



Saturday and Sunday



General radio
Music radio
News radio

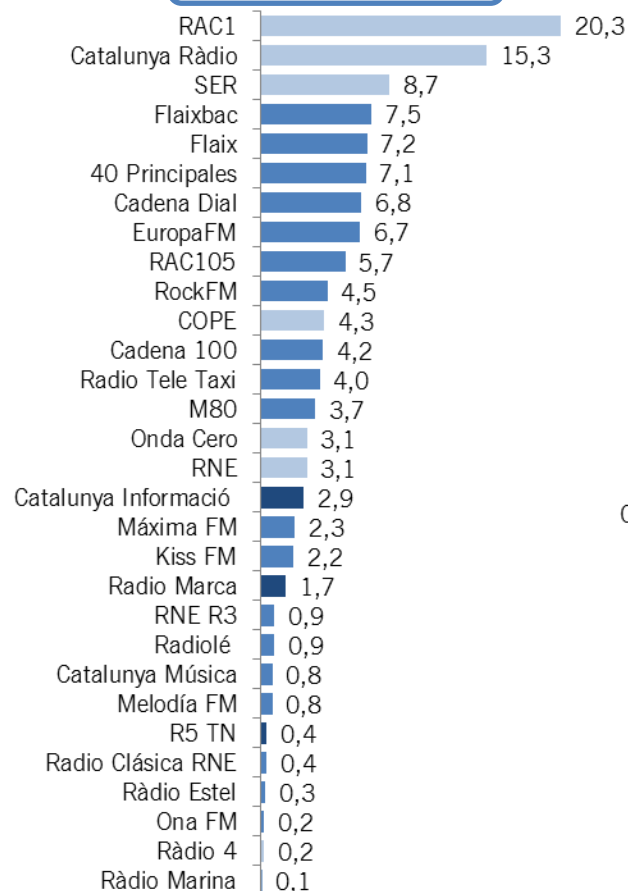
Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Radio audiences (3)

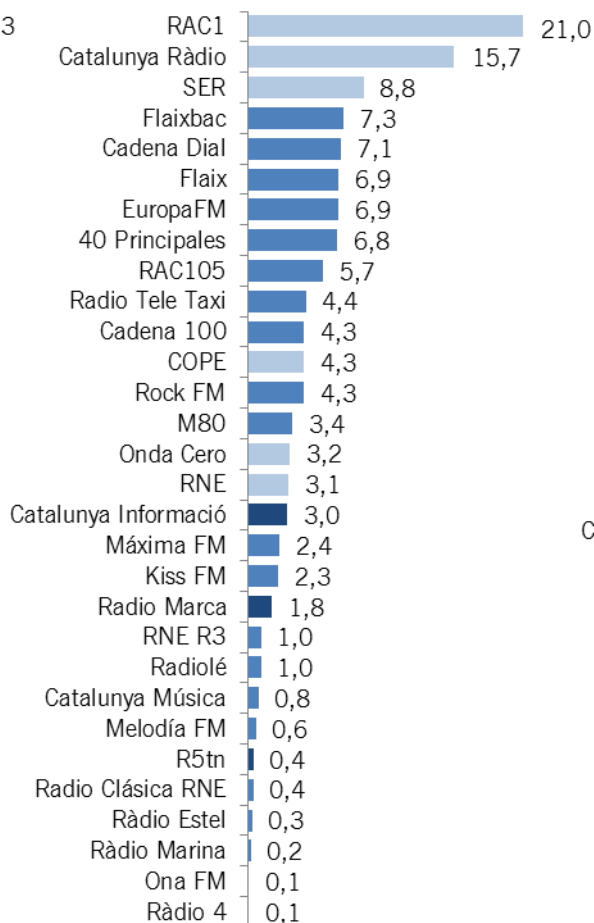
Cumulative daily radio audiences in Catalonia

(%, day prior to interview)

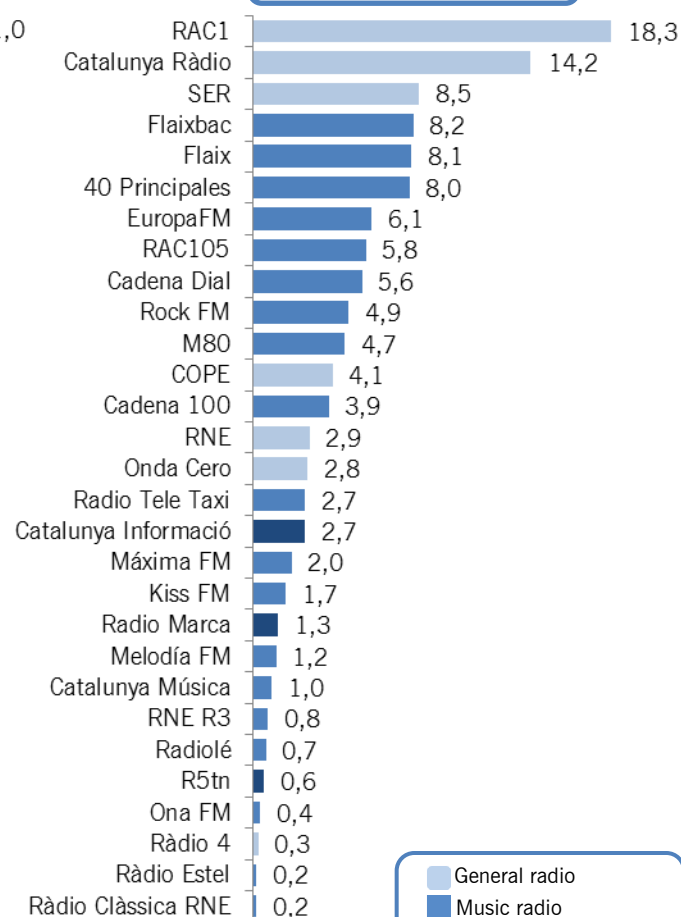
Monday to Sunday



Monday to Friday



Saturday and Sunday



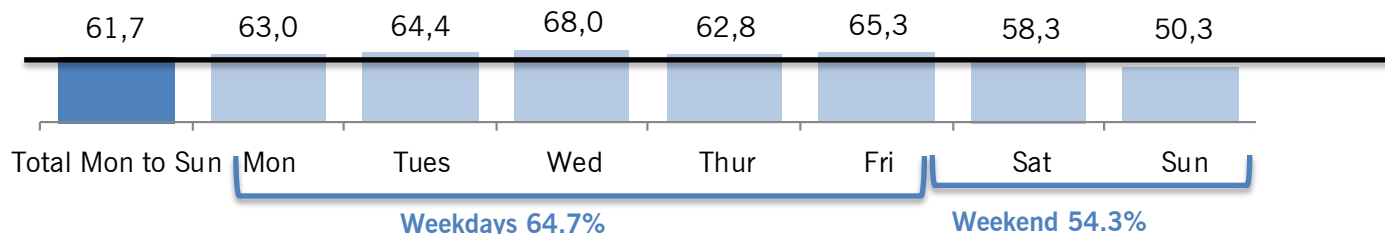
General radio
Music radio
News radio

Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Radio penetration and audience by time slot

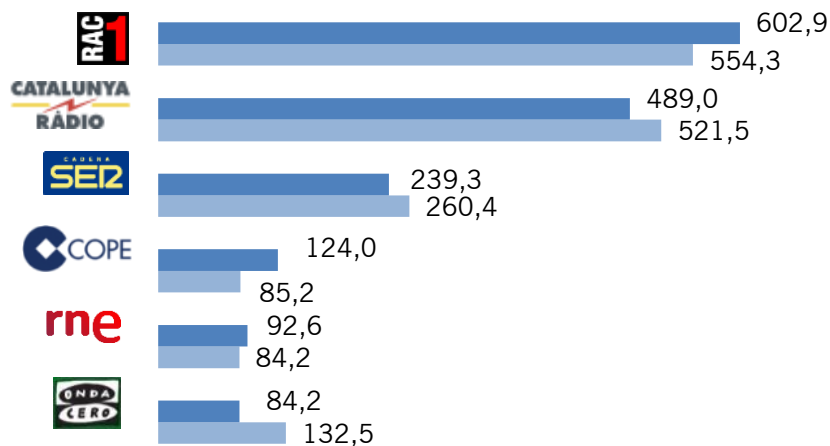
Penetration

(% of total population, day prior to interview)

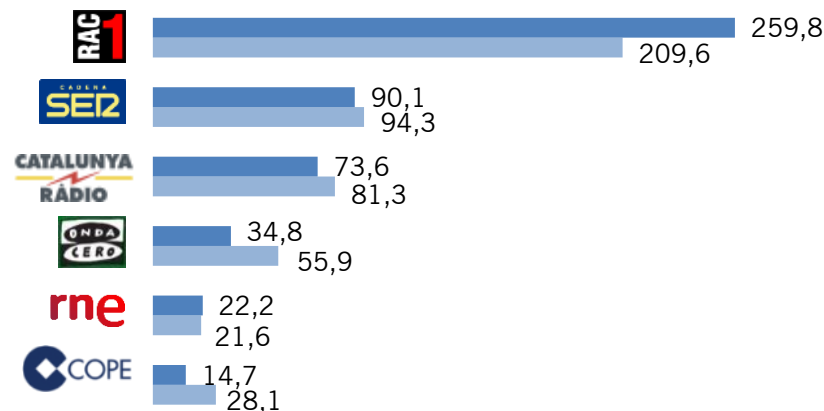


Audiences for morning and afternoon magazine programmes on the main general radio broadcasters

(thousands of listeners, Monday to Friday)



■ 3rd week 2015 ■ 2nd sweep 2015



■ 3rd week 2015 ■ 2nd sweep 2015

Note: 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 pm to 7 pm and those of la SER from 4 pm to 8 pm.

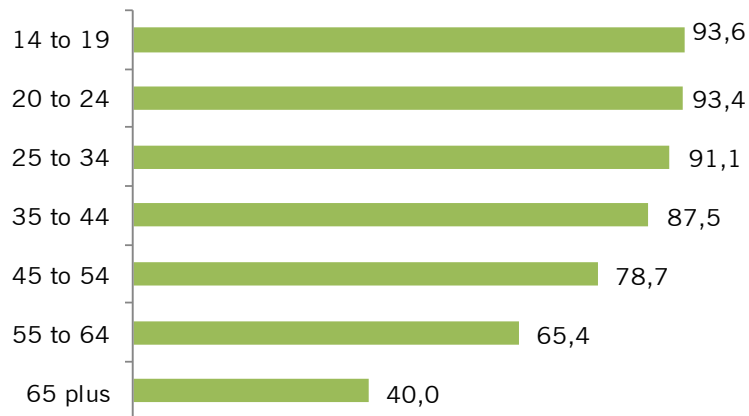
Source: EGM Baròmetre Catalunya – 3rd sweep 2015.



Internet

Internet user profiles in Catalonia

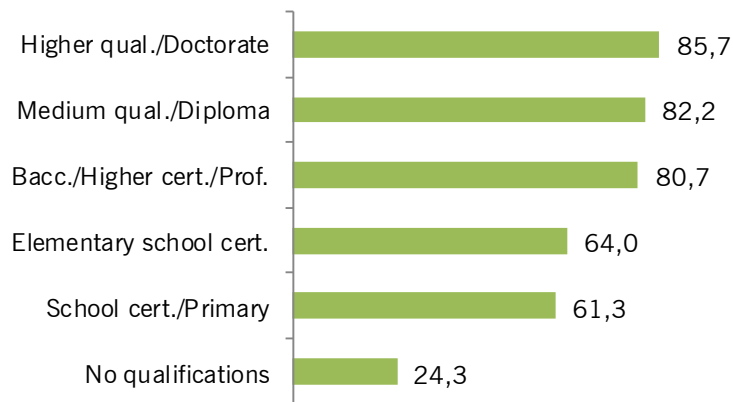
Internet connection by age (% day prior to interview))



Internet penetration in Catalonia has increased slightly compared with the previous sweep, going from 73.2% to 73.9% of the population.

Internet use is the highest among the younger age groups and those with higher qualifications.

Internet connection by qualifications (% day prior to interview))



Note: given the changes in academic qualifications, people have been assigned, according to their answer and age, to the following categories:

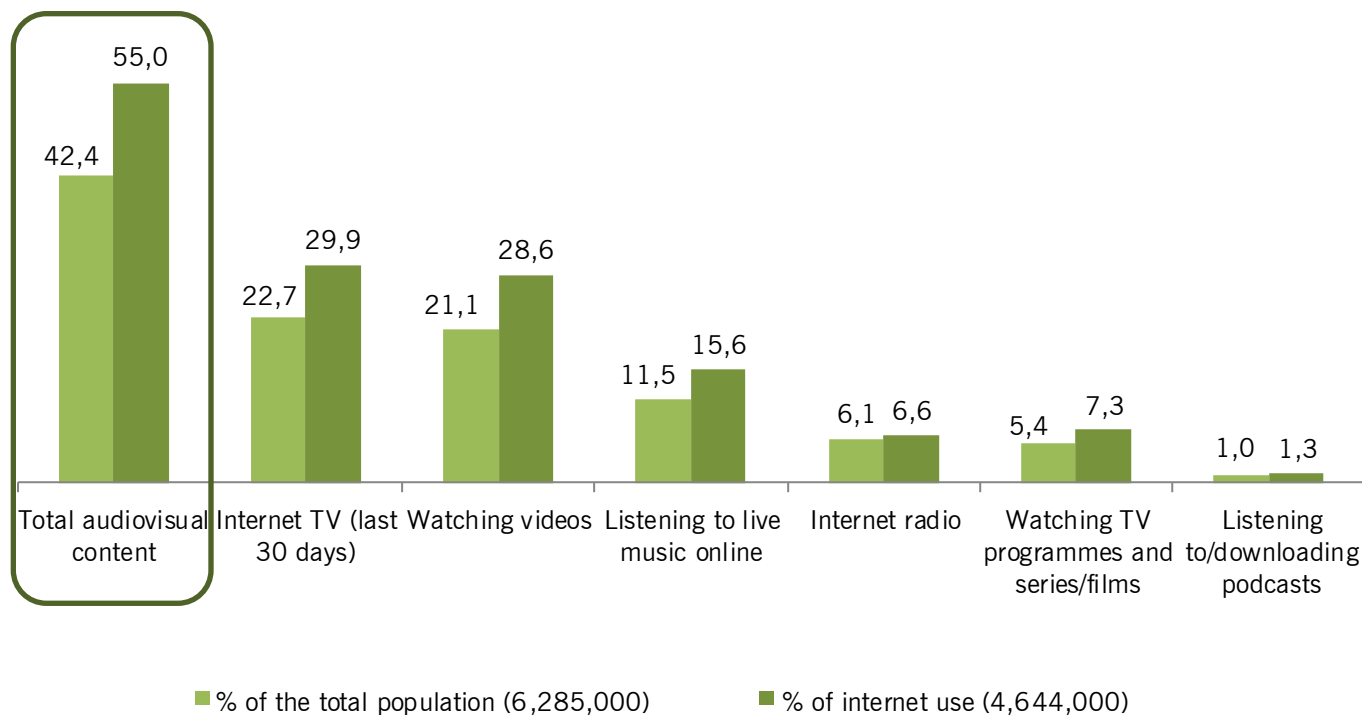
- no qualifications.
- Primary/school certificate/entrance cert./1st cycle secondary.
- Basic/graduate/elementary baccalaureate/primary study certificate/full secondary.
- Higher baccalaureate/Higher school cert./LOGSE/Prof. Training II
- Diploma (3-year course)
- Graduate, degree, master, doctorate.

Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Consumption of online audiovisual content (1)

Use of the internet to consume audiovisual content (%, day prior to interview)

According to the EGM survey more than half the people who connect to the internet consume audiovisual content, principally TV and videos.



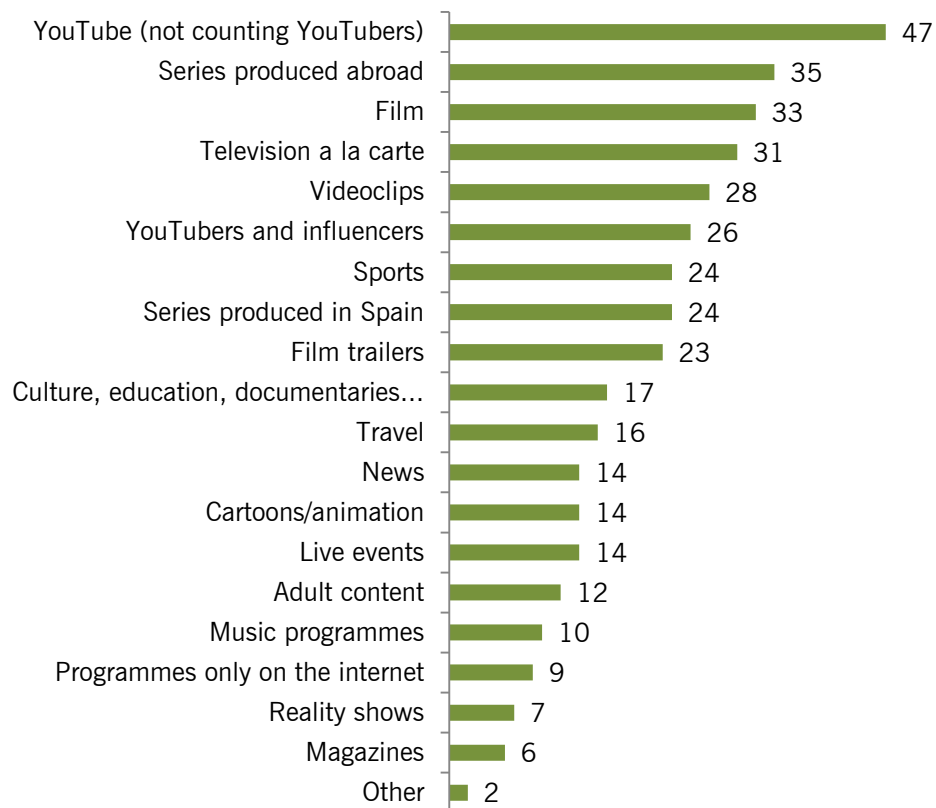
Source: EGM Baròmetre Catalunya – 3rd sweep 2015.

Consumption of online audiovisual content (2)

In Spain, the desktop computer and laptop are the most widely used devices to watch audiovisual content on the internet.

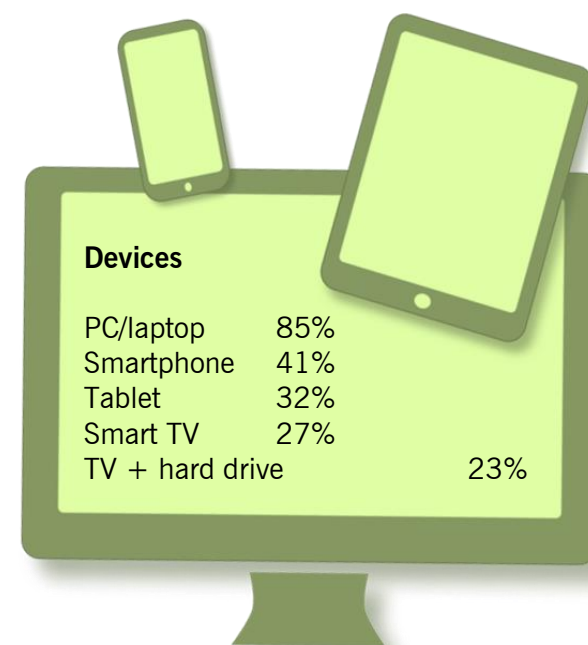
Use of the internet to consume audiovisual content

(%. Question: what kind of content do you usually watch on the internet?)



Use of devices to consume audiovisual content

(%. Question: which devices do you use to watch it?)



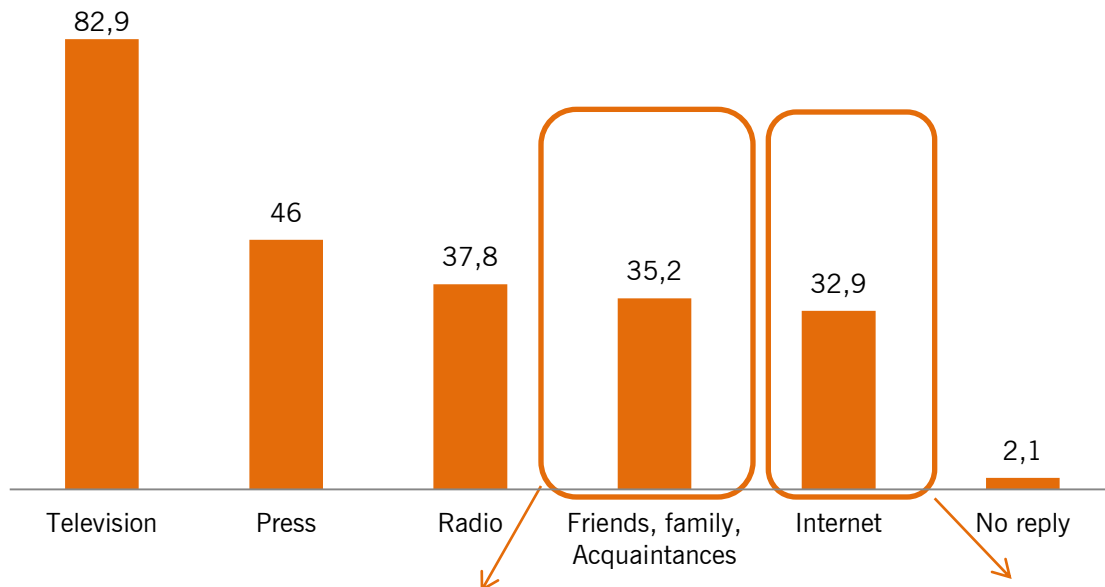
Source: IAB Spain. [III Estudio Anual TV Conectada y Video Online 2015](#). November 2015.



Note: how do we get our news?

How do we get our news?

Favourite medium for political news. 2015
(%)



According to the data from the Baròmetre d'Opinió Pública survey produced by the Centre d'Estudis d'Opinió (CEO), television is the most popular medium for political news.

After the three traditional media, in fourth position is the group of "Friends, relatives, acquaintances", growing by more than thirteen points compared with the previous survey.

In the online area, social media and email bulletins rank top among those people choosing this medium for their news, with 24.4%.

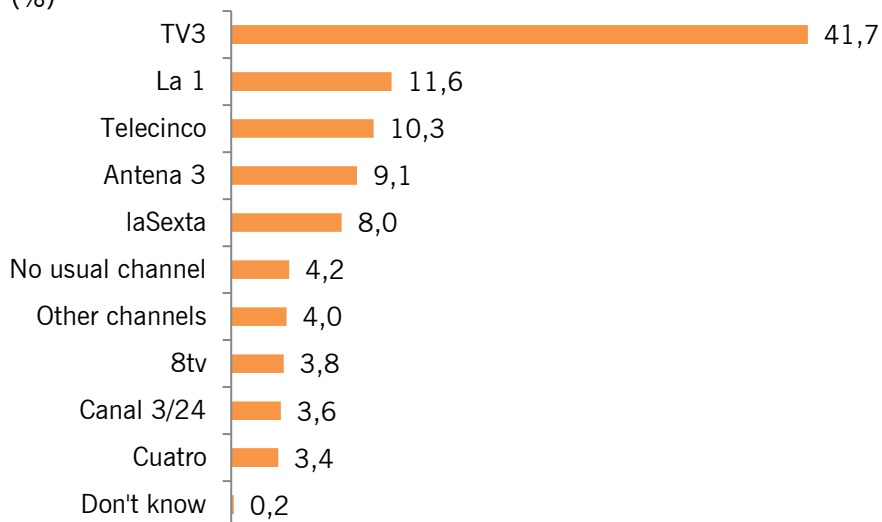
Note: the Baròmetre d'Opinió Pública records the perception of Catalan society regarding politics, economics, the media, electoral behaviour and ratings of political leaders.

Source: Centre d'Estudis d'Opinió. *Baròmetre d'Opinió Pública*. [3rd sweep of 2015](#). November 2015.

News consumption in the media (1)

Favourite TV channels for watching the news. 2015

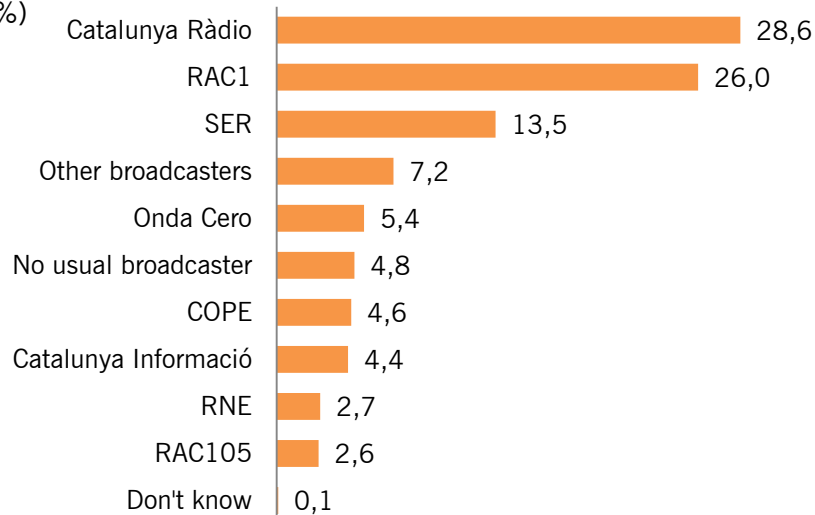
(%)



Almost 42% of those choosing television for their news prefer the news programmes on TV3. This is followed, at thirty points' distance, by the Spanish public television channel, Telecinco, Antena 3 TV and laSexta.

Favourite radio broadcaster for listening to the news. 2015

(%)

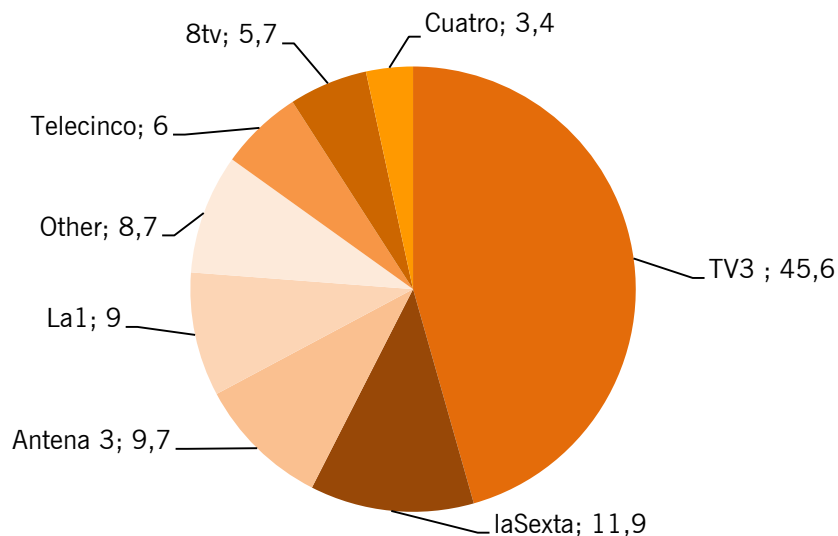


On the radio, Catalunya Ràdio is the highest ranking broadcaster chosen by those who usually get their news via this medium, closely followed by RAC1.

Source: Centre d'Estudis d'Opinió. *Baròmetre d'Opinió Pública*. [3rd sweep of 2015](#). November 2015.

News consumption in the media (2)

The favourite TV channel to follow political and electoral news. 2015 (%)

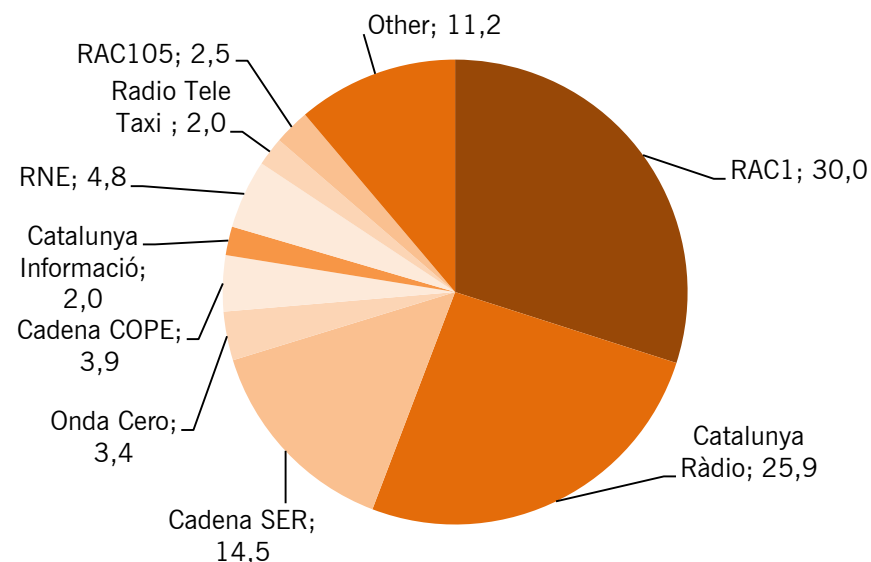


The latest survey by the Centro de Investigaciones Sociológicas (CIS) after the elections on 27 September, reinforces the leading position of Catalan public television for news: this is the first choice for political and electoral news.

Together with 8tv, news supplied in Catalan totals over 50%.

On the radio, RAC1 is ahead of Catalunya Ràdio by four and a bit points; the third position is taken by Cadena SER.

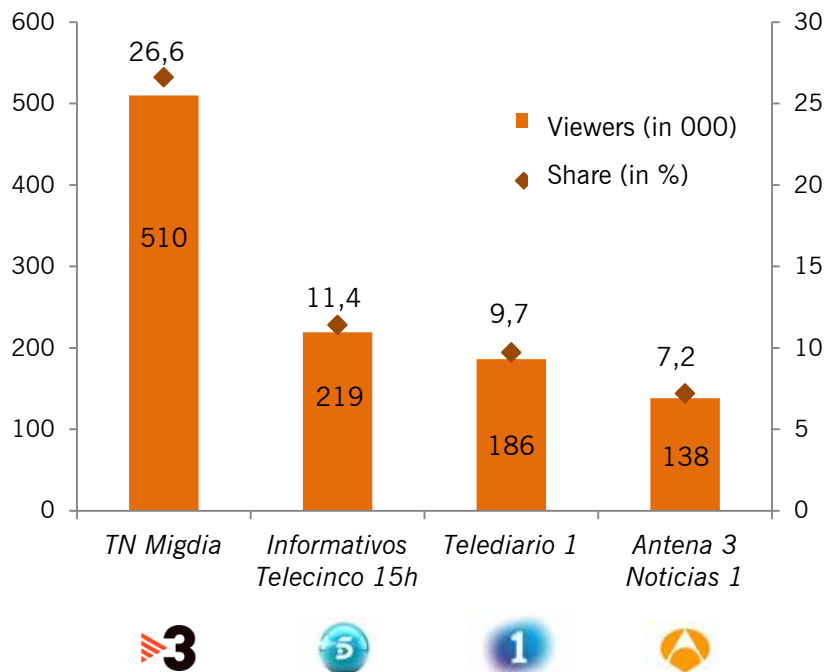
Favourite radio broadcaster to follow political and electoral news. 2015 (%)



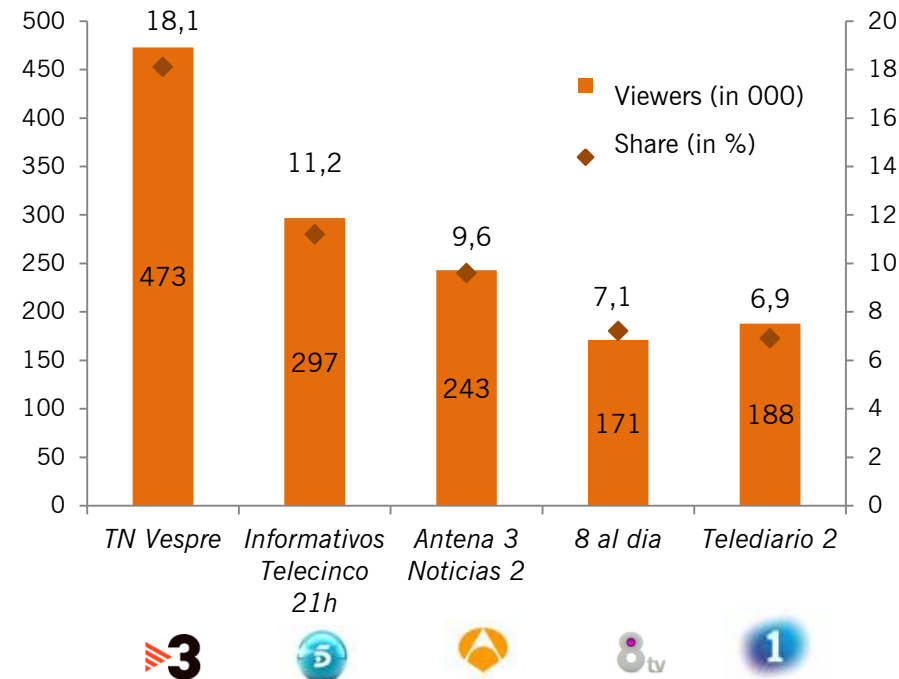
Source: CIS. [Postelectoral de Catalunya. Elecciones autonómicas 2015](#)

Television news consumption

Viewers and annual share of lunchtime news for TV3, Telecinco, La1 and Antena 3 TV (Monday to Friday). 2015



Viewers and annual share of evening news for TV3, Telecinco, 8tv, La1 and Antena 3 TV (Monday to Friday). 2015



With a share of over 26%, the consumption data provided by Kantar Media demonstrate TV3's leading position for lunchtime news; in the evening slot, Catalan public television maintains its first position although it has lost viewers. In second place for both time slots is *Informativos Telecinco*, obtaining almost three hundred thousand viewers on average in the evening.

Source: CAC, based on data from Kantar Media from January to December 2015, except for August.

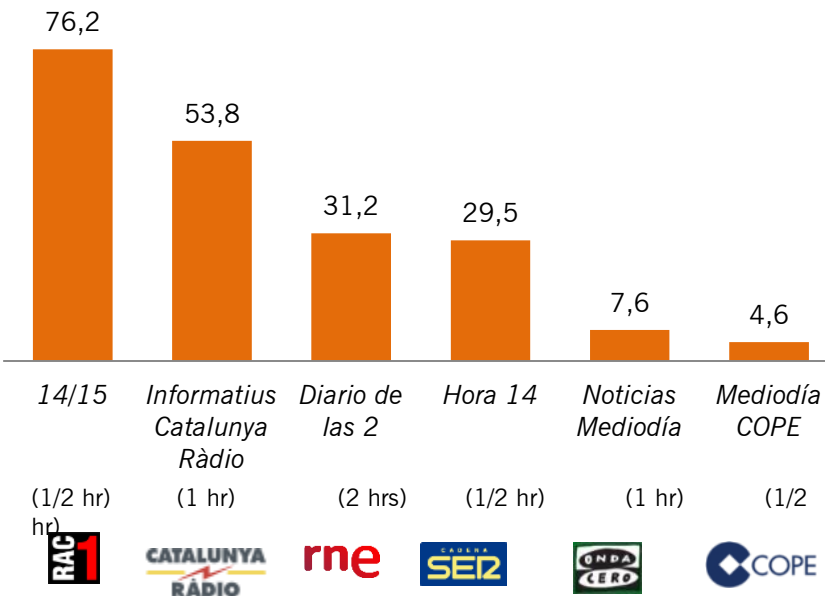
Radio news consumption

Regarding radio news programmes, it should be noted that these have different durations and formats, making their audiences difficult to compare. The time slots defined by EGM have been used to produce these diagrams.

Evening news programmes, whose start time varies between 7 pm and 8 pm, have larger audiences than at lunchtime, with a slot between 1 pm and 2.30 pm.

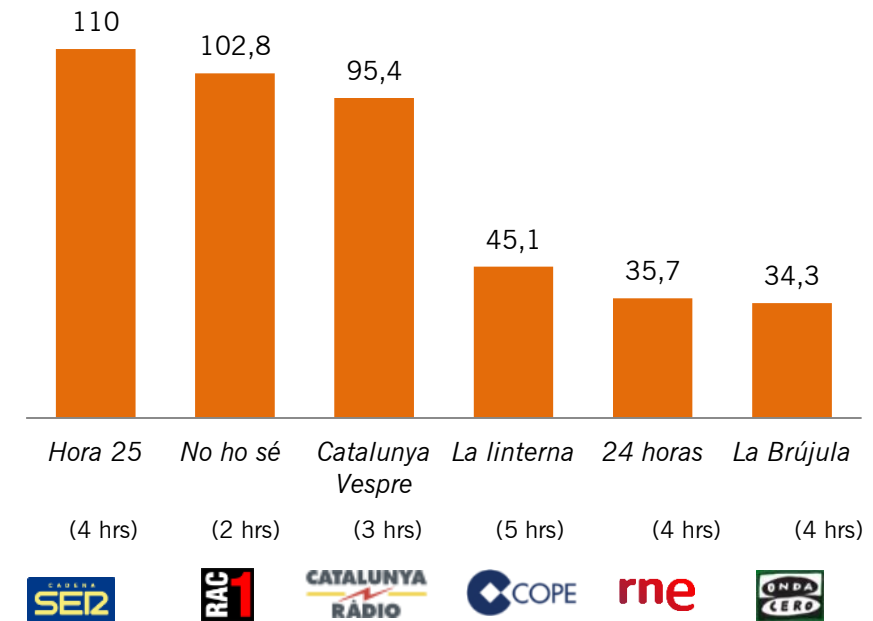
Audiences for the lunchtime news programmes on the main general broadcasters. 2015

(thousands of listeners, Monday to Friday)



Audiences for the evening news programmes on the main general broadcasters. 2015

(thousands of listeners, Monday to Friday)



Source: EGM Baròmetre Catalunya – 3rd sweep 2015.



Newsflashes

Newsflashes



Fiction is the most widely consumed genre on television.

In its audiovisual section, the [Anuario SGAE de las artes escénicas, musicales y audiovisuales: 2015](#) [SGAE annual report on stage, musical and audiovisual arts] states that the most widely consumed television content is fiction (30.8% of total programming time) and news (20.7%).



Media handling of prostitution and human trafficking for sexual exploitation. Recommendations.

The ABITS Agency of Barcelona Council and the Associació de Dones Periodistes de Catalunya [Association of Female Journalists of Catalonia] have promoted these [recommendations](#) and the Catalan Audiovisual Council has been one of the institutions collaborating in their production. This document provides guidelines for the media to be able to tackle prostitution in all its social complexity.



Football on 8tv

After Mediaset bought shares in 8tv, this channel in the Godó Group has started to broadcast football matches. The final of the Club World Cup between Barça and River Plate achieved a 30.6% share in Catalonia, higher than Telecinco's 25.7%.



New distribution of DTT channels.

On 16 October the Spanish government [granted](#) six new open TV licences with coverage throughout Spain to Real Madrid TV, Atresmedia, Mediaset, Central Broadcaster Media from the Secuoya Group, Radio Blanca and 13tv. The first three are high definition. Nine companies submitted bids to the public tender. Vocento, Prisa and El Corte Inglés were not granted any licence.



The ACB League has moved to pay TV.

Movistar+ has acquired the rights to broadcast the ACB basketball league until 2018. As a result, this competition will no longer be broadcast openly in Catalan by Televisió de Catalunya and Televisión Española.



First universities-industry *Audiovisual Pitching*.

On 21 and 22 October the Clúster Audiovisual de Catalunya and Catalan universities organised, at CCCB, the first [Audiovisual Pitching](#). This initiative was a meeting point for students at Catalan universities with media studies to present their projects to professionals from the audiovisual industry.

Newsflashes

ComUNlca 2015: subsidies to encourage and help create audiovisuals

The Corporació Catalana de Mitjans Audiovisuals (CCMA), the Secretaria d'Universitats i Recerca and 12 Catalan universities are promoting the [ComUNlca](#) subsidies, in which the three most creative audiovisual projects presented by students will be produced and broadcast by CCMA media.

The European Audiovisual Observatory (EAO) launches its AVMSDatabase

Since November the EAO, together with the University of Luxembourg, has been providing the publicly accessible [AVMSDatabase](#), a free tool with information on the transposition of the AVMS Directive (Audiovisual Media Services) in each member State.

Ofcom presents its proposal to measure plurality in the media

On 5 November 2015, this regulator published [its recommendations to the British government to assess plurality in the media](#) in the United Kingdom and each of its nations. The key issues for this proposal are the availability of content, consumption, impact and analysis of the information providers that produce the news and also those offering content produced by third parties.

Consultations of the European Commission on geoblocking and the role of platforms

As part of the [Digital Single Market Strategy](#) and a series of [public consultations](#) currently underway, the European Commission has launched two new consultations: regarding [geoblocking and other geographically based restrictions when shopping and accessing information in the EU](#) and also [online platforms, cloud and data, liability of intermediaries, collaborative economy](#). The first consultation gathers opinions on “unjustified commercial barriers” that can hinder buying and selling products and services from different member States under the same conditions of price, quality and variety. The second consultation is related to the use made by online platforms (search engines, social media, video sharing sites, app stores, etc.) of data generated by their users, among others.

BBC3 will offer content exclusively on the internet

The [BBC3](#) channel, one of the leading digital channels by the British Broadcasting Corporation and with an essentially young audience, has stopped broadcasting in DTT and has now gone exclusively online, via different types of screens.

Newsflashes

Analysis of the protection of data of minors on the internet

On 2 September 2015, the [Global Privacy Enforcement Network \(GPEN\)](#) published its third sweep, analysing various public bodies from the main countries in the world. Around 1,500 websites and *apps* aimed at minors were analysed in order to determine whether these services collected personal information about the minors in spite of existing control filters, and whether such data were easy to remove. Countries such as [France](#) and [Canada](#) published the results of these studies. The GPEN is made up of around forty states, the European Commission and also Catalonia, via the [Autoritat Catalana de Protecció de Dades \(Catalan Data Protection Agency or APDCAT\)](#).

Study of the financial viability of regional TV in Europe

On 8 December 2015, the Swiss regulatory authority (Ofcom) published a study entitled [Perspectives de développement de la télévision régionale](#) [Prospects for Regional Television], analysing the financial viability of regional TV in various countries (Germany, Belgium, France and the United Kingdom). However, it also provides recommendations for the Swiss authorities related to regulations. In Switzerland's case, of note is the lack of commercial audiovisual suppliers at a federal level, as well as the market being highly permeable to TV supplied from neighbouring countries that share the same language (France, Germany/Austria and Italy).

The ITU and the second digital dividend

In November the International Telecommunications Union (ITU, a United Nations agency with executive powers in allocating the global radio spectrum) organised the [World Radiocommunication Conference \(WRC-15\)](#). Among other aspects, this conference decided on the use of the 700 MHz bandwidth, currently occupied by DTT broadcasts. This issue had generated heated debate regarding which industry should use it, broadcasting or mobile communications. In the [final agreement](#), state delegations agreed a “second dividend” by virtue of which the 700 MHz bandwidth would be used by mobile communications (3G, 4G). Nevertheless, broadcasters are guaranteed the rest of the UHF spectrum they still use (470 MHz – 670 MHz).

The CAC analyses plurality in the Catalan and general elections

As part of its function as an observatory for the principles of plurality, the Council produced specific reports on political plurality during the campaign for the [parliamentary elections for Catalonia](#) on 27 September and the [general elections](#) on 20 December.

BIAC. No. 3. Third 4 months of 2015

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 Baròmetre Catalunya: data from the 3rd sweep 2015. Period July-December 2015. Details: Area of Catalonia. Sample proposed for 2015: 33,584 interviews with individuals aged 14 and upwards. Third sweep sample: 11,504 (2,403 multimedia interviews, 5,423 single medium - radio, 1,319 single medium - press and 2,359 single medium - magazines).

Bibliographic citation:

CATALAN AUDIOVISUAL COUNCIL. *Butlletí d'informació sobre l'audiovisual a Catalunya* (BIAC). [Newsletter on the Media Sector in Catalonia]. No. 3. Third 4 months of 2015. Barcelona: CAC, January 2016. <www.cac.cat>