



Butlletí d'informació sobre l'audiovisual a Catalunya

(Newsletter on the Media in Catalonia)

FIRST FOUR MONTHS OF 2018

Number 10. May 2018

Summary

Media penetration in Catalonia

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European Commission: fake news and online disinformation



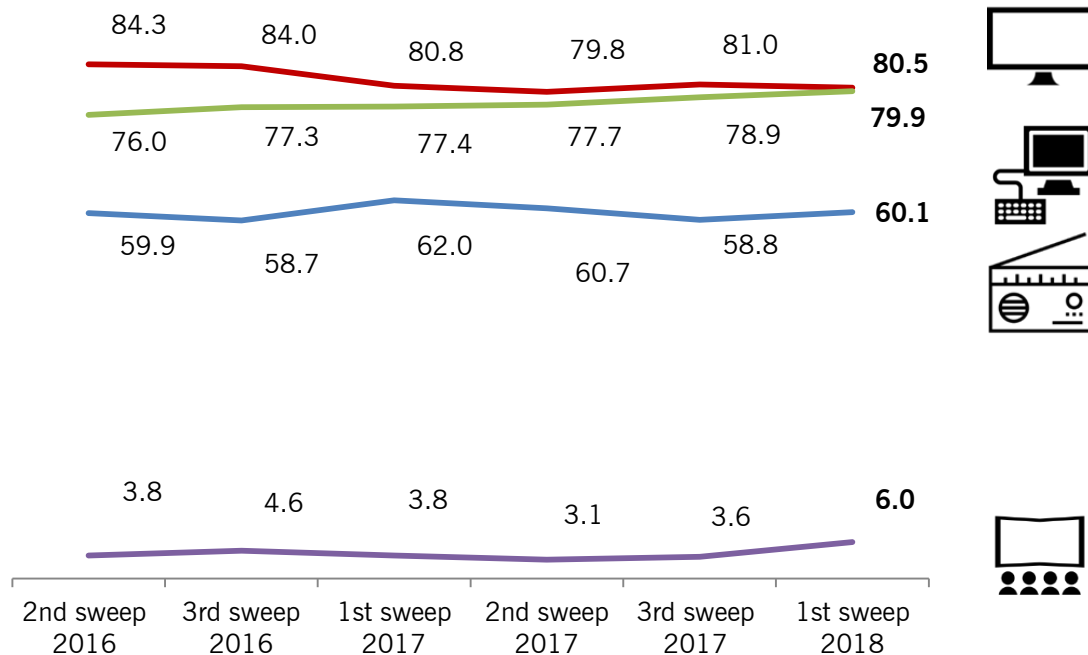
Newsflashes

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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 at the beginning of 2018:

Radio: 1h 42' (Mon-Sun)
1h 50' (Mon-Fri)

Television: 3h 42'

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 – 1st sweep of 2018.

Media penetration in Catalonia (and 2)

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



GENDER / AGE	TELEVISION	RADIO	INTERNET	CINEMA
Total population	80.5	60.1	79.9	6.0
Men	80.5	64.6	82.5	5.4
Women	80.5	55.9	77.4	6.5
14 to 19	72.2	54.9	94.5	7.6
20 to 24	70.4	56.7	95.8	7.7
25 to 34	70.2	60.1	95.9	8.8
35 to 44	75.4	65.2	93.1	7.4
45 to 54	82.4	71.5	89.9	6.1
55 to 64	86.7	62.4	82.3	3.0
65 and over	90.6	47.5	41.2	4.0

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 – 1st sweep of 2018.



Breakdown of TV channels in Catalonia



TV channel



Commercial TV



Public TV



TV supply by service zone

Catalan TV 8 channels

5 public channels



3 commercial channels



Spanish TV 32 channels

7 public channels



25 commercial channels

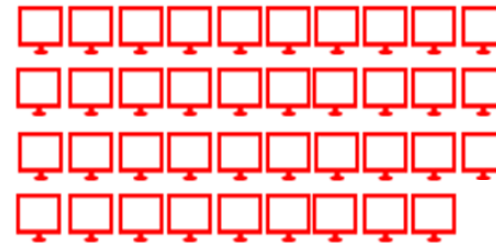


Local TV 50 channels

11 public channels



39 commercial channels



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). May 2018.

Catalan TV channels

Public TV Commercial TV Language used

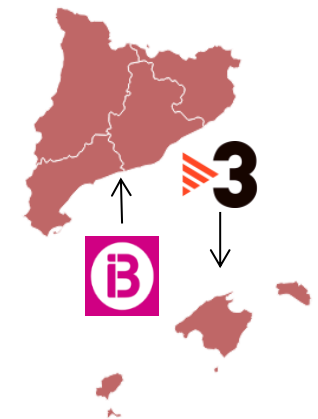
By ownership and supply (number and % of DTT channels)

Catalan

8 Catalan channels	5 public 62%	Corporació Catalana de Mitjans Audiovisuals (CCMA)     
	3 commercial 37%	Godó Group   Futbol Club Barcelona 

+ Reciprocal broadcast

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



Note: As of April 20, the TV3HD channel changes frequency and joins the MUX of the CCMA along with the other channels of the group.
Source: Catalan Audiovisual Council. May 2018.

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 	13 Televisión 	Secuoya Group

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

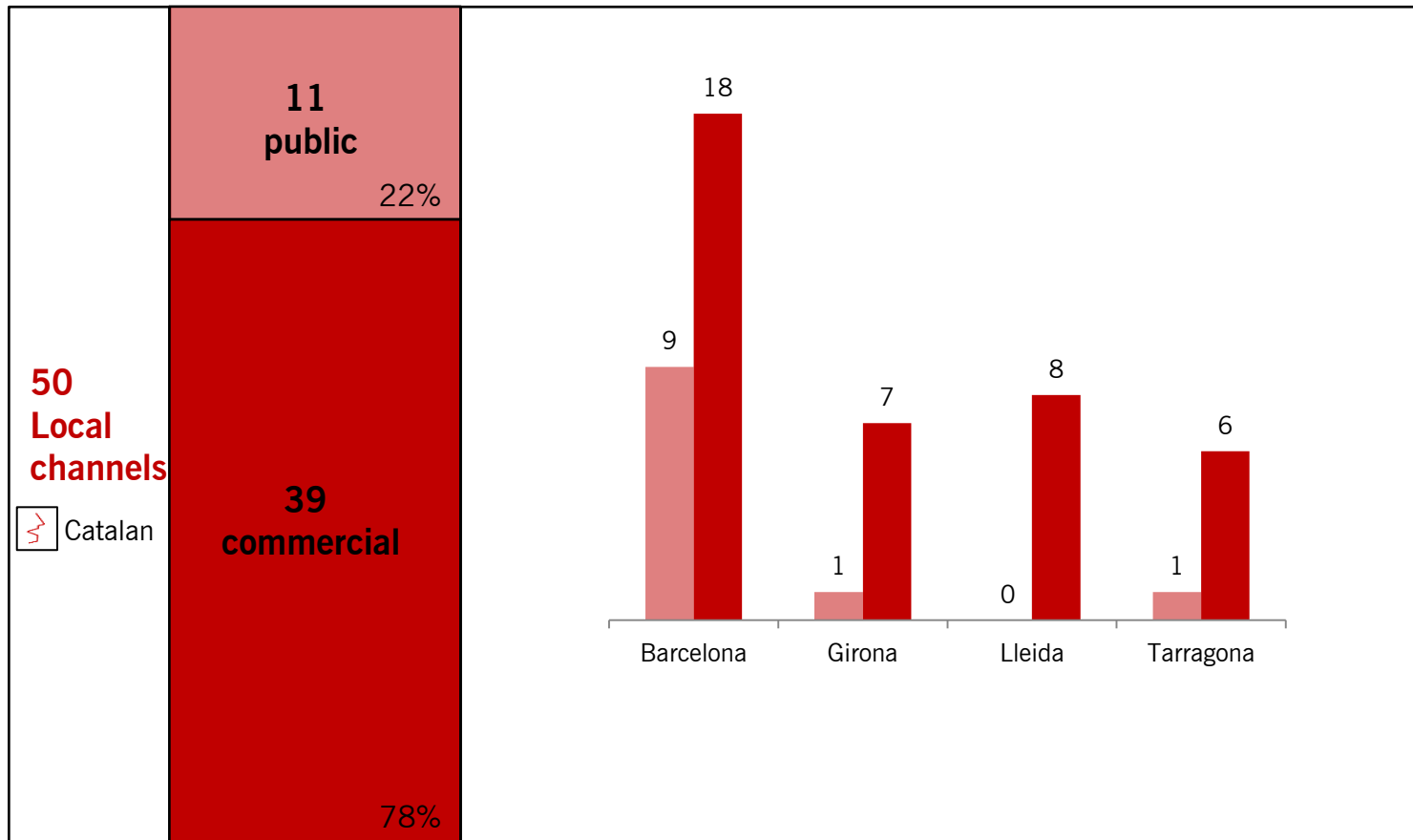
Source: Catalan Audiovisual Council and corporate websites of audiovisual communication service providers. May 2018.

Local television

Public TV Commercial TV Language used

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

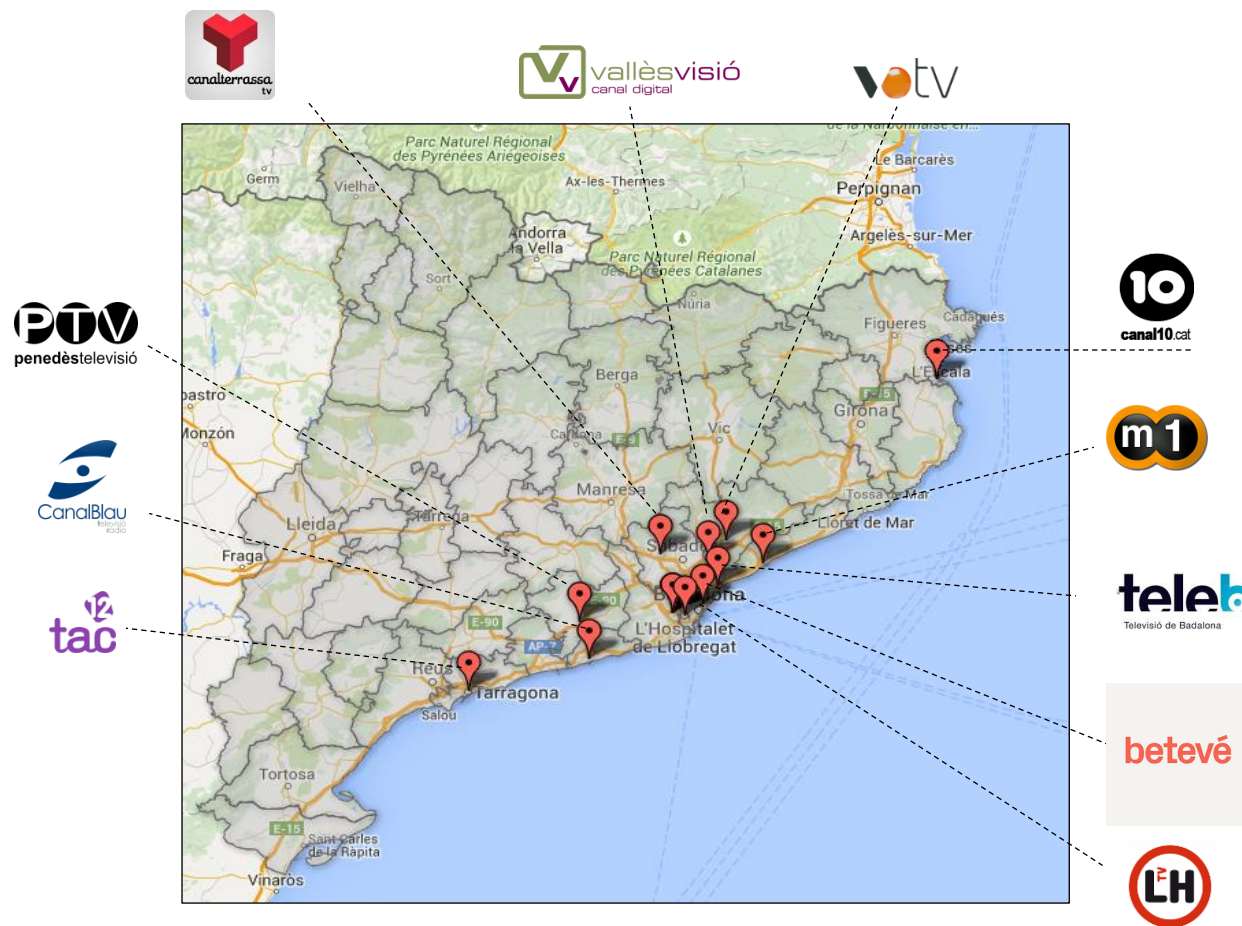
By province
(number of DTT channels)



Source: Catalan Audiovisual Council. May 2018.

Public local television

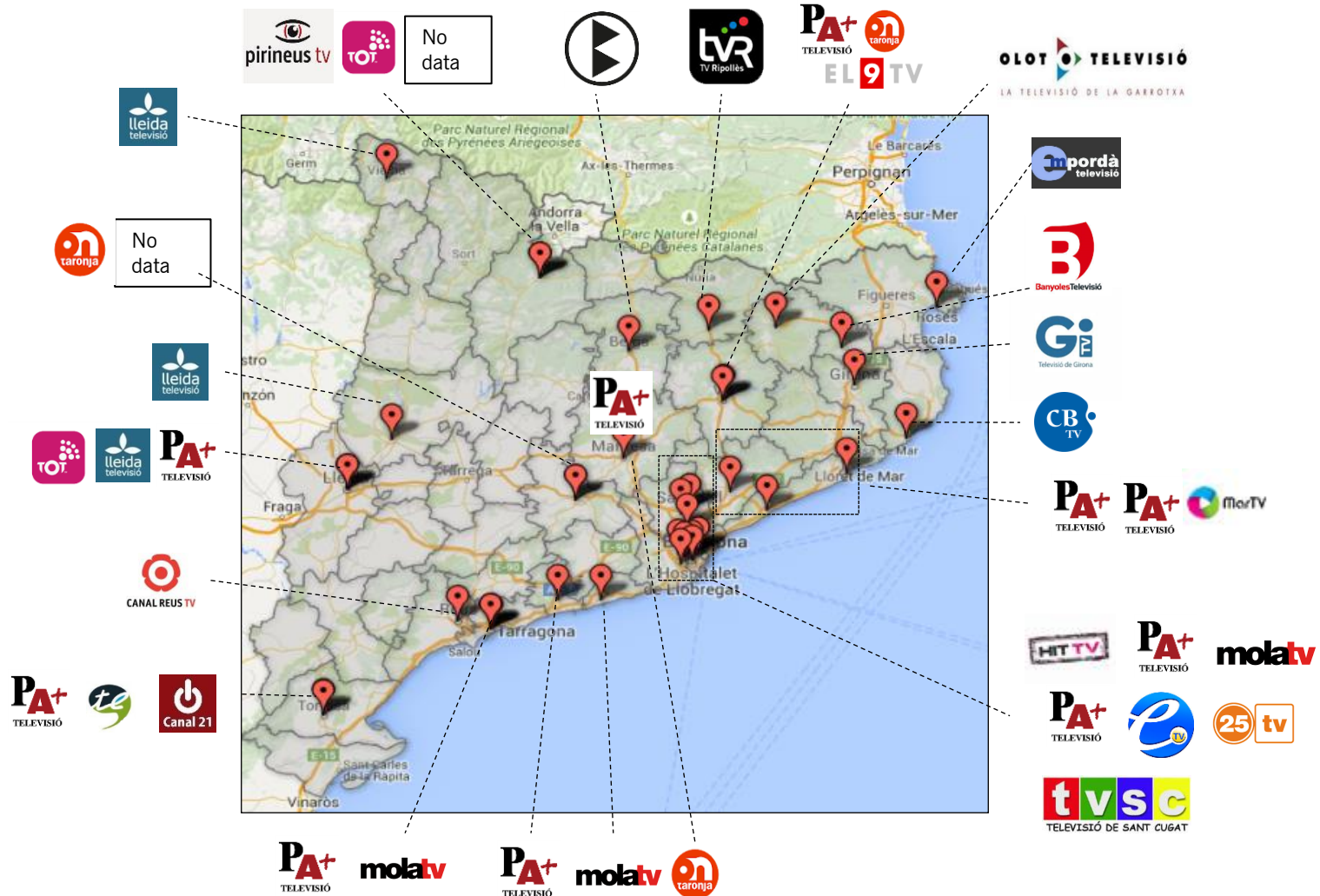
Supply of the 11 public local television channels



Source: [Audiovisual media map of Catalonia](#), Catalan Audiovisual Council. May 2018.

Commercial local television (1)

Supply of the 39 commercial local television channels

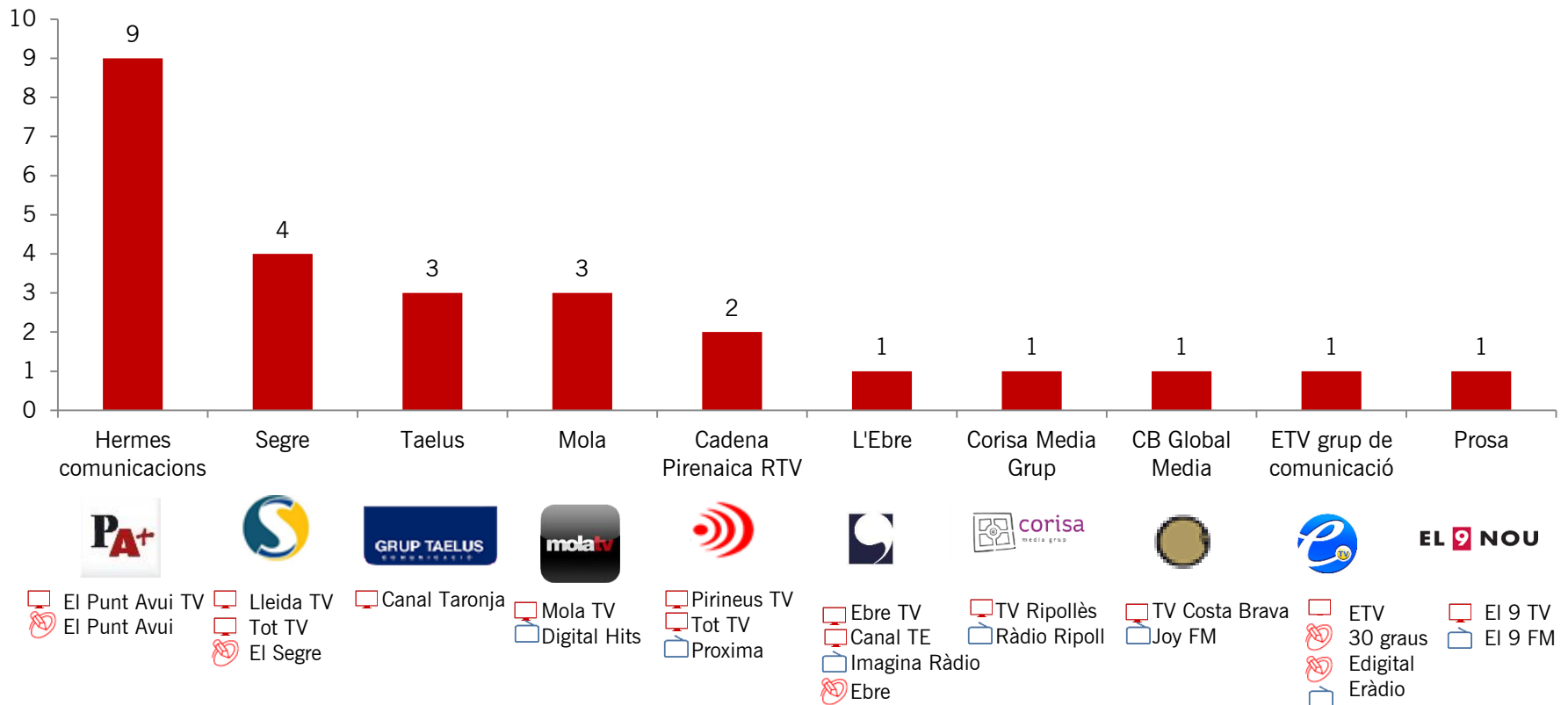


Source: [Audiovisual media map of Catalonia](#), Catalan Audiovisual Council. May 2018.

Commercial local television (2)

Commercial local media groups present in the local TV sector

 TV channel
  Radio broadcaster
  Press

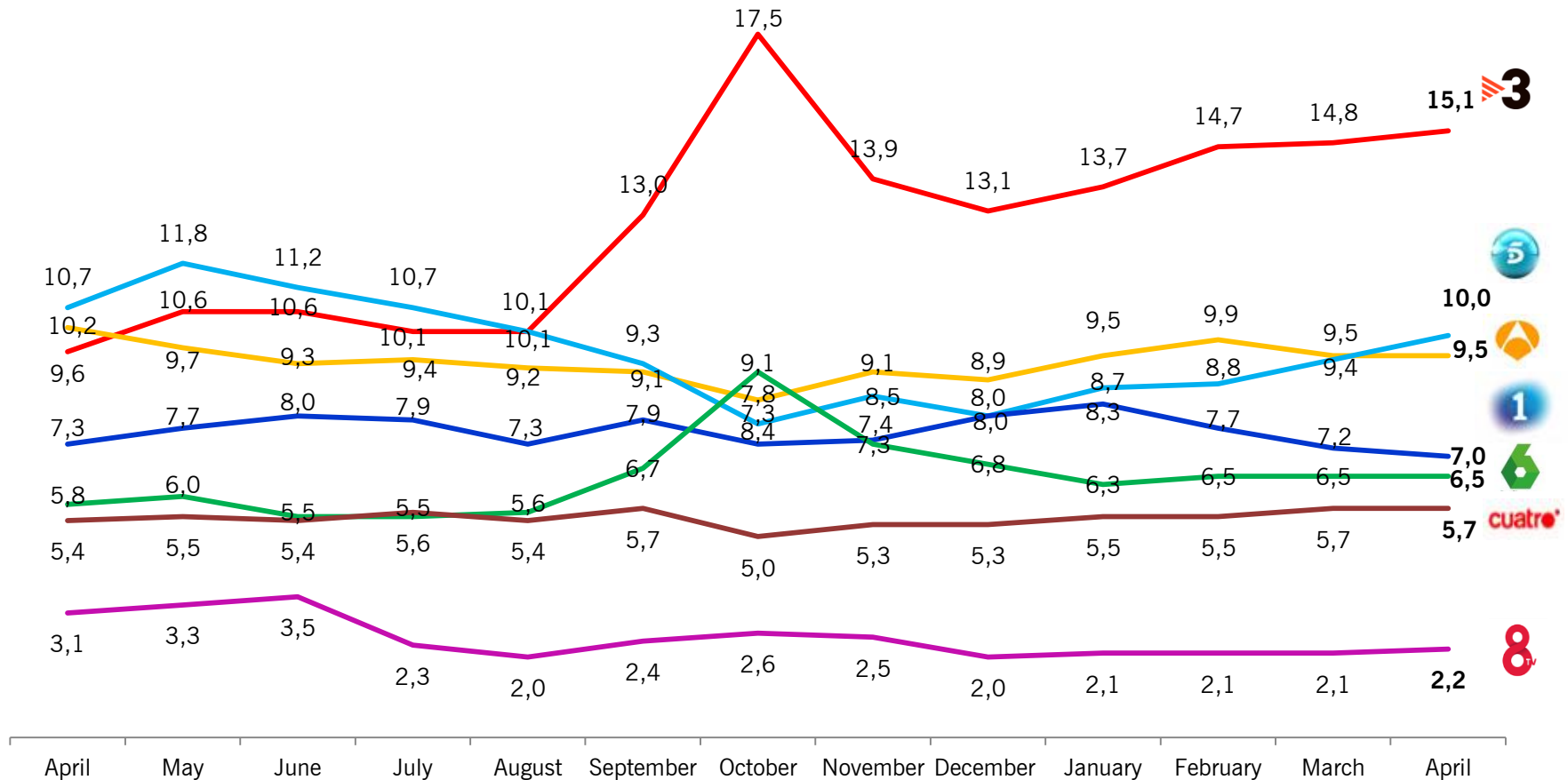


Source: Catalan Audiovisual Council. May 2018.

Television audiences (1)

Monthly trend in the share of the main channels in Catalonia

(in %, from April 2017 to April 2018)



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

Television audiences (2)

Monthly share in Catalonia (% by channel, January-April 2018, in descending order according to April's ranking)

TV3 still heads the audience ranking in Catalonia while Antena 3 TV, which was second in the first quarter, was overtaken by Telecinco in April.

La 1, laSexta and Cuatro have remained in that order, at the same level in the ranking.

Factoría de Ficción is still the most popular specialty channel.

8tv has increased its share by 0.1% compared with the first few months of the year.

	January	February	March	April
TV3	13.7	14.7	14.8	15.1
Telecinco	8.7	8.8	9.4	10.0
Antena 3 TV	9.5	9.9	9.5	9.5
Specialty pay TV	8.1	8.0	8.1	7.6
La1	8.3	7.7	7.2	7.0
laSexta	6.3	6.5	6.5	6.5
Cuatro	5.5	5.5	5.7	5.7
Factoría de Ficción	3.2	3.1	3.0	3.1
Neox	2.6	2.7	2.6	2.4
Divinity	2.4	2.5	2.3	2.4
8tv	2.1	2.1	2.1	2.2
TRECE	2.2	2.0	2.0	2.1
Nova	1.9	1.9	1.8	2.1
Paramount Channel	2.1	2.2	2.2	2.0
Canal 3/24	1.9	1.9	2.2	2.0
La2	2.1	2.2	2.1	2.0
Energy	2.0	1.8	2.0	1.8
DMax	1.8	1.6	1.7	1.8
ATRESERIES	1.5	1.4	1.4	1.6
Mega	1.6	1.2	1.5	1.4
Clan	1.6	1.5	1.5	1.3
Dkiss	0.9	0.9	0.8	1.0
Gol	1.0	0.9	0.6	1.0
Super3/33	1.0	1.1	1.1	0.9
Boing	0.8	1.0	0.9	0.7
24h	0.7	0.8	0.9	0.7
Disney Channel	0.7	0.9	0.6	0.7
Esport3	0.6	0.5	0.6	0.7
BEMADtv	0.7	0.6	0.6	0.6
Teledeporte	0.5	0.4	0.4	0.6
TEN	0.4	0.4	0.4	0.5
Barça TV	0.2	0.2	0.3	0.2
Real Madrid HD	0.1	0.1	0.2	0.1
RAC105	0.1	0.1	0.1	0.1

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

Television audiences (3)

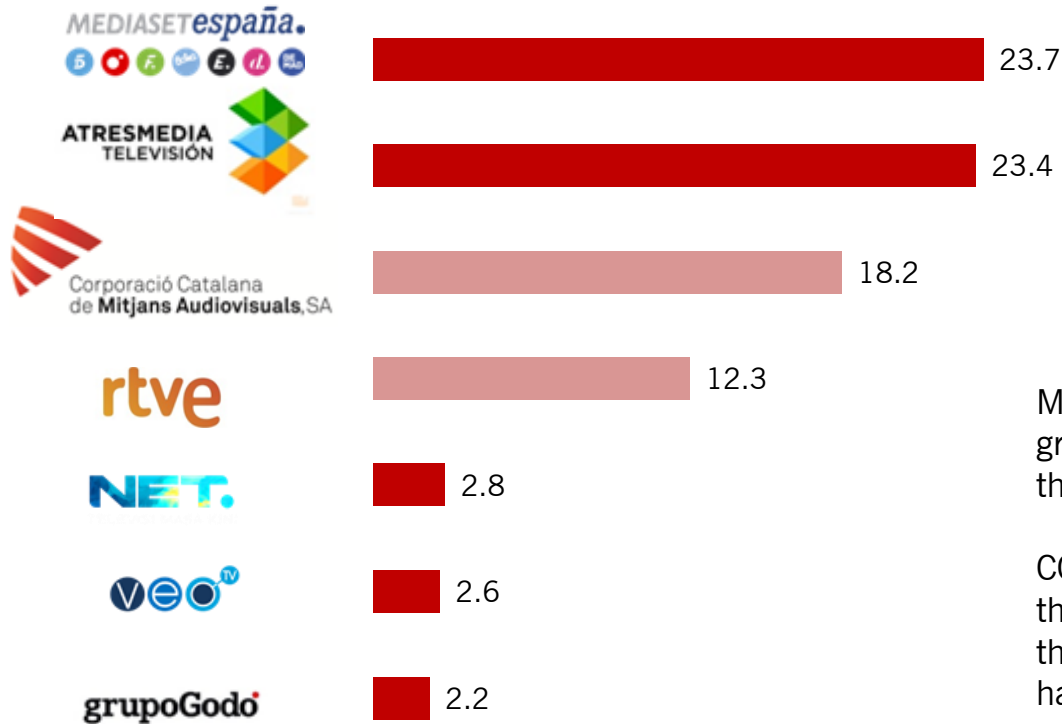
Audience share in Catalonia (% by channel, average January-April 2018)

Position	Channel	Average	Position	Channel	Average
1		14.6	19		1.7
2		9.6	20		1.5
3		9.2	21		1.5
4		7.6	22		1.4
5		6.4	23		1.0
6		5.6	24		0.9
7		3.1	25		0.9
8		2.6	26		0.9
9		2.4	27		0.7
10		2.1	28		0.8
11		2.6	29		0.6
12		2.1	30		0.6
13		2.1	31		0.5
14		2.1	32		0.4
15		2.1	33		0.2
16		2.0	34		0.1
17		1.9	35		0.1
18		1.9		Specialty pay TV	8.0

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

Television audiences (and 4)

Audience share in Catalonia (% by group, average January-April 2018)



Mediaset and Atresmedia, with similar group shares, account for over 47% of the Catalan audience.

CCMA has increased its share mainly thanks to TV3 as the shares of the rest of the Catalan public corporation's channels have remained essentially the same.

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

Television audiences: highest ratings

January 2018

Programme	Channel	Date	AA(000)	Share (%)
SENSE FICCIO / 1-0		09/01/2018	1135	34,4
BENVINGUTS A LA FAMILIA		22/01/2018	777	25,8
TN VESPRES		29/01/2018	739	25,8
FUTBOL: COPA DEL REY / BARÇA-ESPANYOL		25/01/2018	732	23,9
TN VESPRES		30/01/2018	731	24,5
TN VESPRES		24/01/2018	674	24,8
BENVINGUTS A LA FAMILIA		29/01/2018	666	22,2
TN VESPRES		09/01/2018	663	23,4
TN VESPRES		22/01/2018	654	23,1
TN VESPRES		31/01/2018	648	24

February 2018

Programme	Channel	Date	AA(000)	Share (%)
FUTBOL: LLIGA DE CAMPIONS / CHELSEA-BARÇA		20/02/2018	1168	35,4
TN VESPRES		05/02/2018	896	28,7
TN VESPRES		26/02/2018	831	27,6
TN VESPRES		27/02/2018	822	27,4
TN VESPRES		07/02/2018	796	26
TN VESPRES		28/02/2018	783	26,9
FUTBOL: COPA DEL REY / VALENCIA-BARÇA		08/02/2018	760	24
TN VESPRES		12/02/2018	719	23,7
POLÒNIA		22/02/2018	719	24,2
TN VESPRES		21/02/2018	704	25,2

March 2018

Programme	Channel	Date	AA(000)	Share (%)
TN VESPRES		21/03/2018	783	27,4
TN VESPRES		01/03/2018	723	25,6
TN VESPRES		26/03/2018	711	25,6
TN VESPRES		20/03/2018	710	25,8
FUTBOL: AMISTOSO / ESPAÑA-ARGENTINA		27/03/2018	704	26,4
TN CAP DE SETMANA VESPRES		25/03/2018	691	24,8
POLÒNIA		01/03/2018	675	23
TN VESPRES		27/03/2018	675	26,3
TN VESPRES		05/03/2018	673	23,5
TN VESPRES		12/03/2018	646	22,4

April 2018

Programme	Channel	Date	AA(000)	Share (%)
FUTBOL: COPA DEL REY / SEVILLA-BARÇA		21/04/2018	1335	52,0
FUTBOL: LLIGA DE CAMPIONS / ROMA-BARÇA		10/04/2018	1082	35
ENTREVISTA A CARLES PUIGDEMONT		15/04/2018	991	30,5
TN VESPRES		05/04/2018	818	30,2
POLÒNIA		05/04/2018	782	26,8
TN VESPRES		23/04/2018	728	27,9
TN VESPRES		16/04/2018	712	26,3
POLÒNIA		12/04/2018	708	24,8
TN CAP DE SETMANA VESPRES		15/04/2018	661	23,4
POLÒNIA		19/04/2018	657	24,2

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

In Catalonia, pay TV has an average daily audience of 79,000 viewers.

Average daily audience for the main pay TV channels in Catalonia. April 2018

						
4.9	4.2	3.7	3.5	3.1	2.6	2.5
						
2.5	2.2	2.2	2.0	1.7	1.6	1.5
						
1.5	1.4	1.4	1.2	1.2	1.2	1.2
						
1.0	0.9	0.9	0.8	0.8	0.8	0.8

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

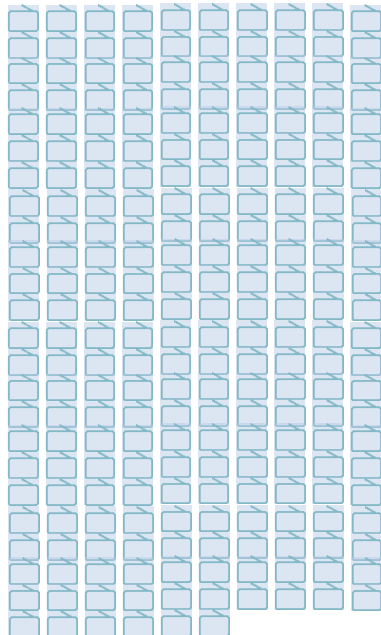


Breakdown of radio broadcasters in Catalonia

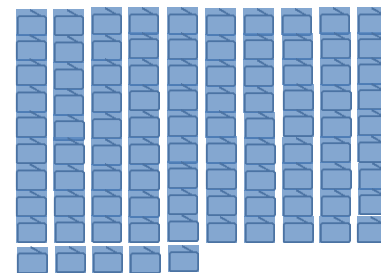
Radio supply by service zone

Catalan radio: 339 FM

244 public

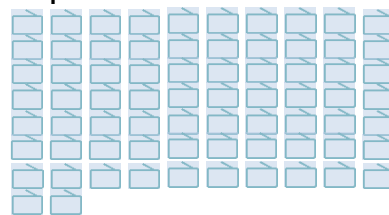


95 commercial

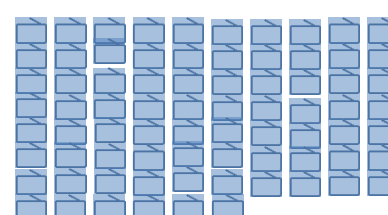


Spanish radio: 153 FM

77 public

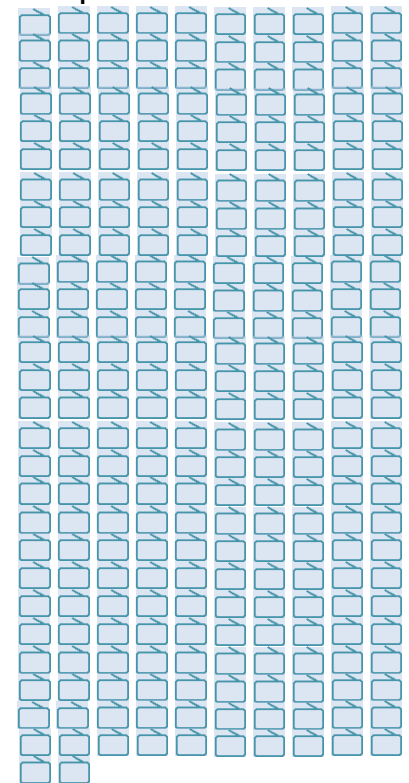


76 commercial



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). May 2018.

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	Corporació Catalana de Mitjans Audiovisuals (CCMA)      Catalan
	272 FM Local 46%		272 Local ^A	Local bodies (examples municipal radio stations)            Catalan

^A 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). May 2018.

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   Catalan
	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

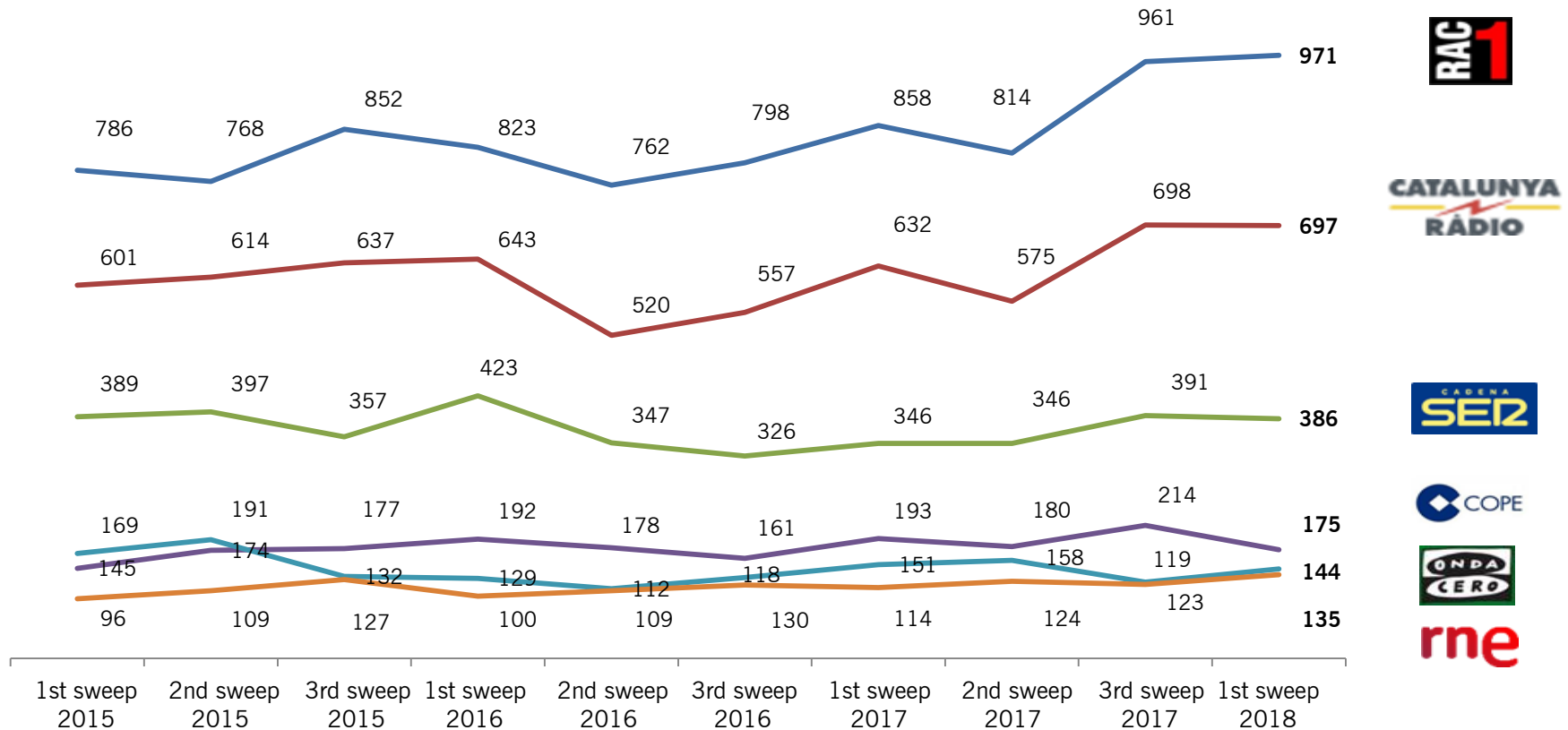
^A The following broadcasters are missing from the diagram: 3de8 Radio, Radio Adventista and Capital Radio; and the following providers: Llegeix Escriu Escolta Catalan, SL

Source: Catalan Audiovisual Council. May 2018.

Radio audiences (1)

General radio ranking. Audiences

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

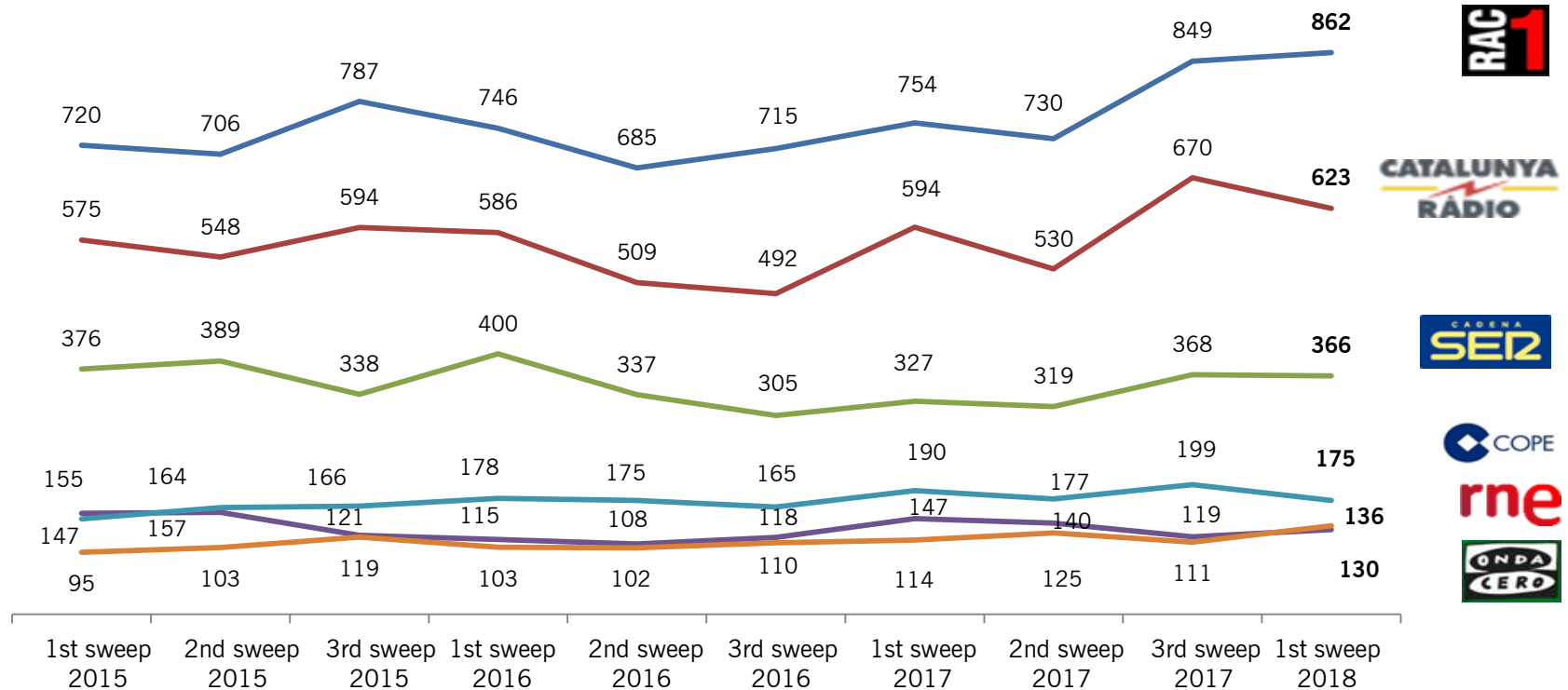


Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences (2)

General radio ranking. Audiences

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

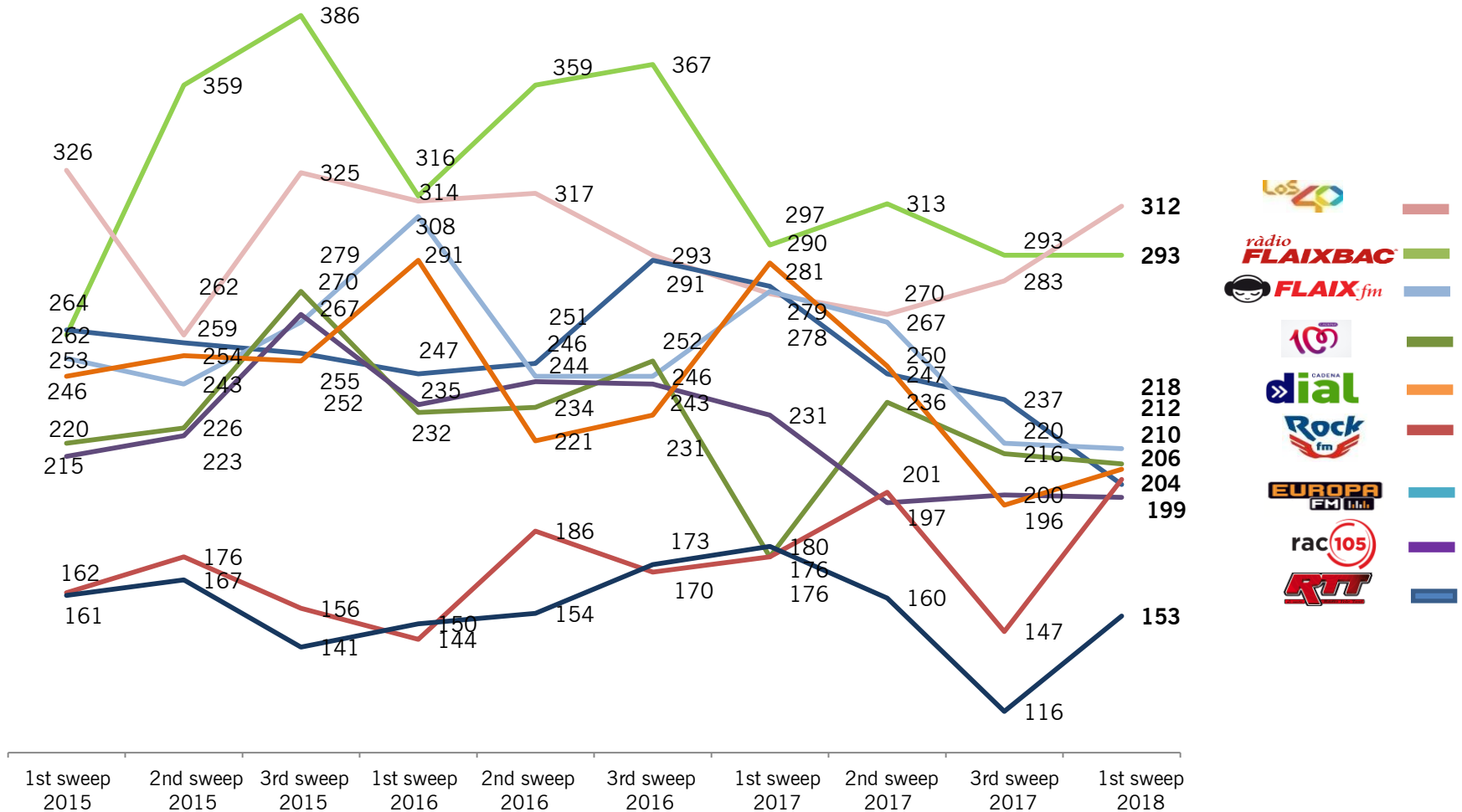


Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences (3)

Music radio ranking. Audiences

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

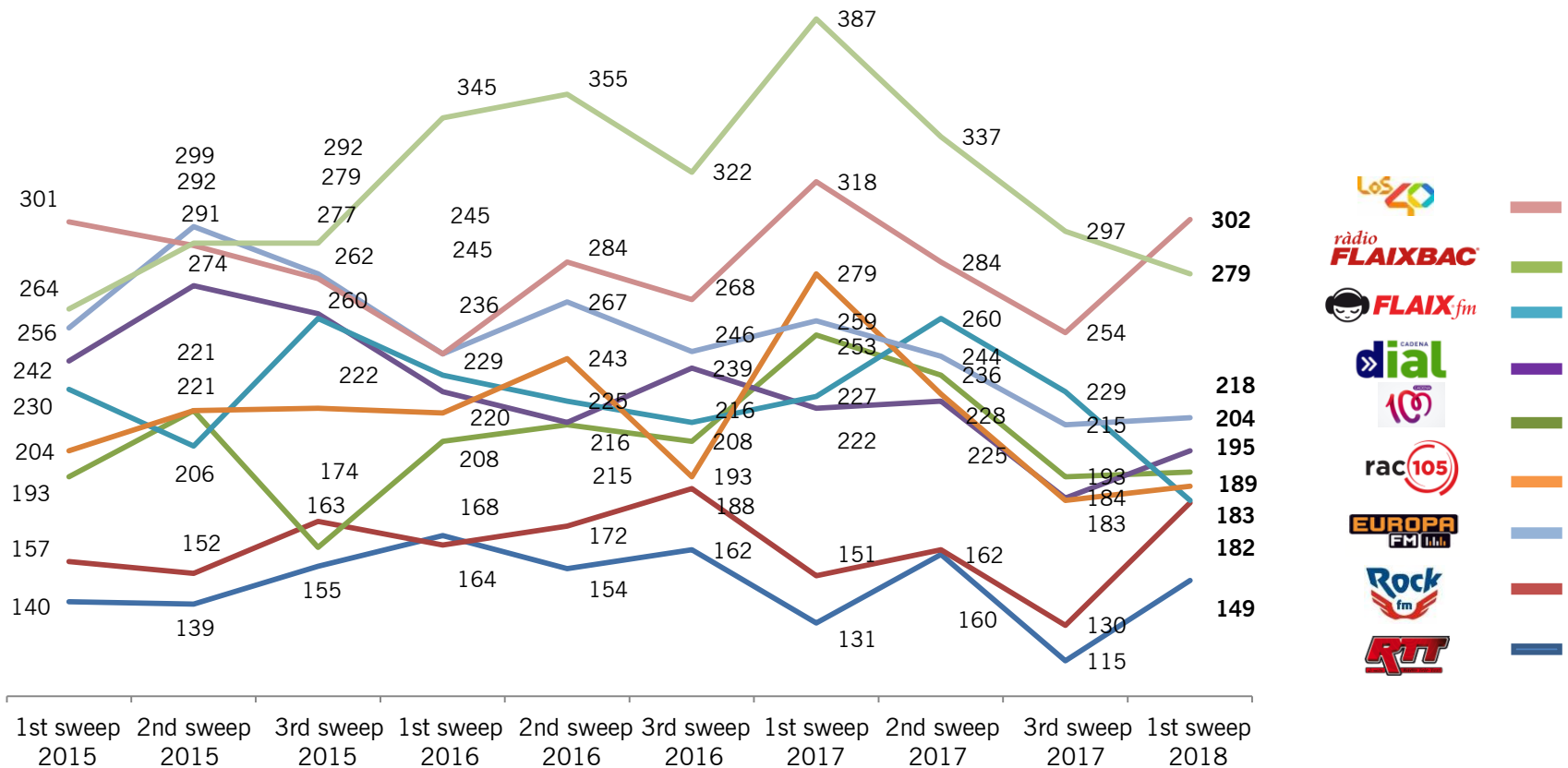


Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences (4)

Music radio ranking. Audiences

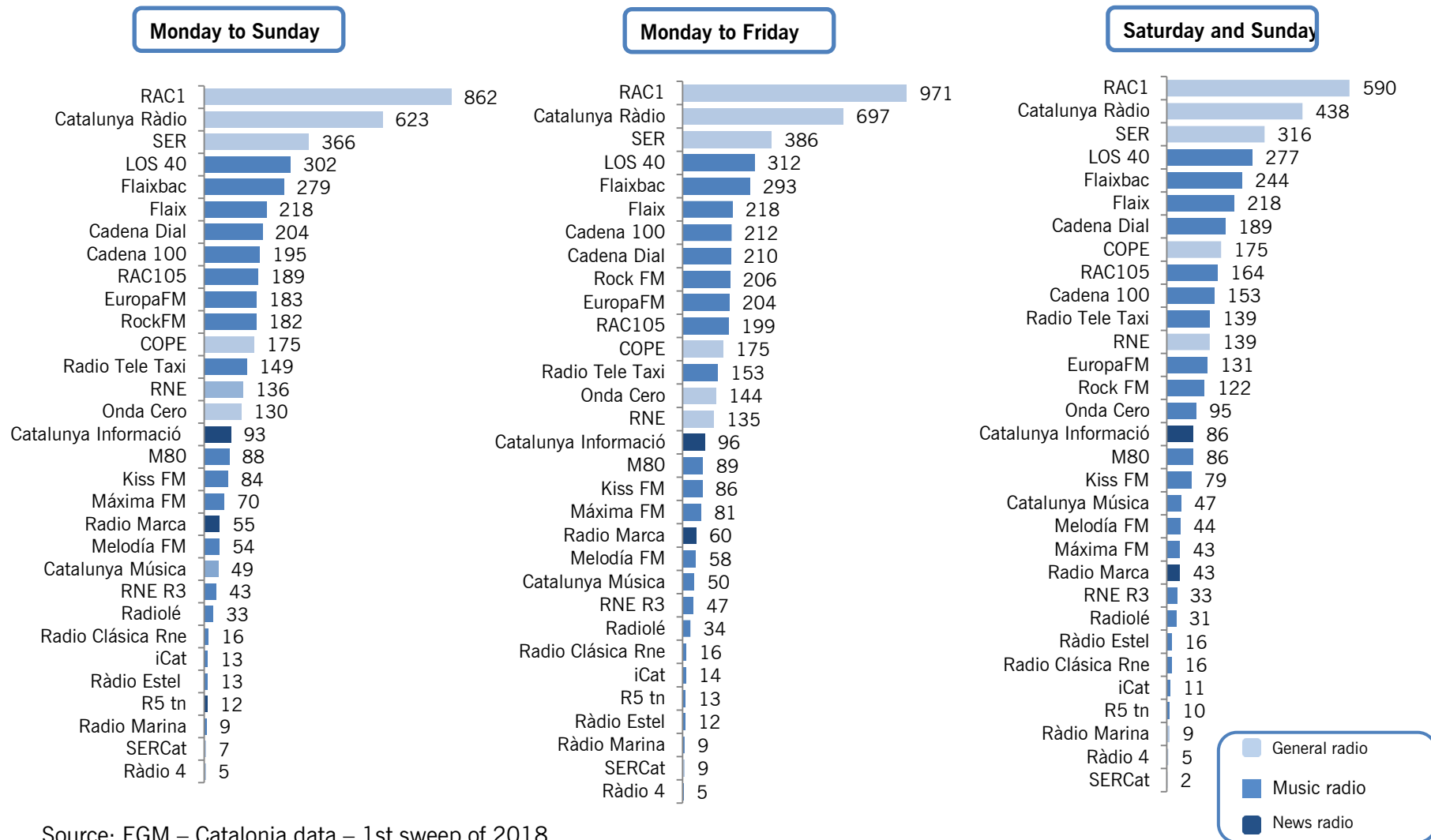
(trend in the last nine sweeps, in thousands, day prior to interview, from Monday to Sunday)



Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences (5)

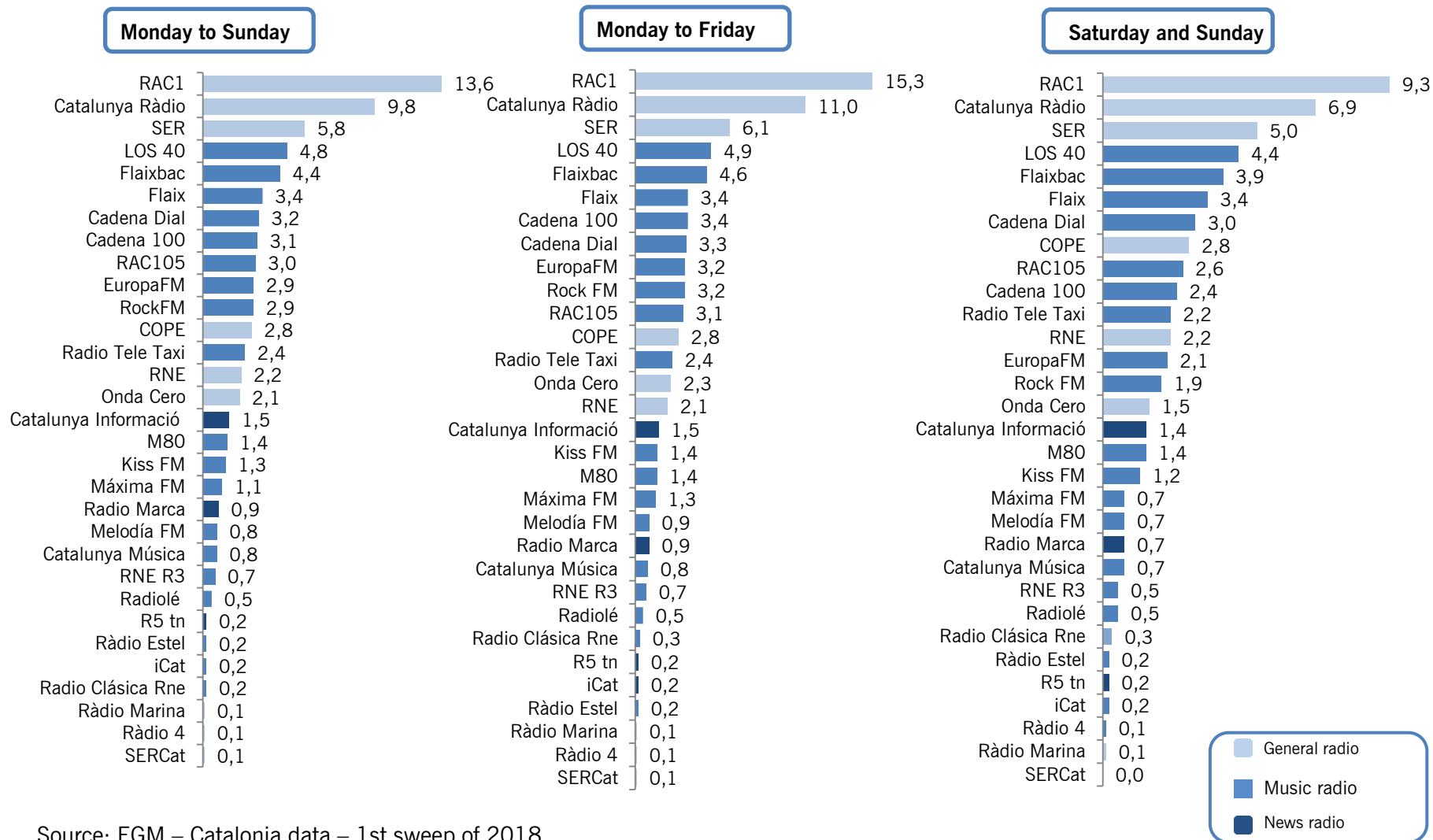
Cumulative daily radio audiences in Catalonia (in thousands, out of total population, day prior to interview)



Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences (and 6)

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



Source: EGM – Catalonia data – 1st sweep of 2018.

Radio audiences by time slot

During the week, 4 million people listen to the radio every day in Catalonia.

The most popular broadcasters are general channels (2,202,000 listeners), in this sweep overtaking music channels (2,123,000 people) and lastly specialty news channels (192,000).

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 26:00
	971 (961)	721 (729)	371 (394)	365 (355)	248 (237)
	697 (698)	541 (468)	220 (222)	149 (183)	126 (171)
	386 (391)	257 (232)	96 (85)	89 (87)	134 (172)
	175 (214)	107 (152)	34 (54)	32 (41)	79 (87)
	144 (123)	89 (74)	37 (29)	42 (24)	34 (39)
	135 (119)	85 (63)	29 (24)	17 (22)	56 (48)

Source: EGM – Catalonia data – 1st sweep of 2018.



Internet

Internet consumption in Catalonia



99.6% of internet users connect every day.



30% between 4 and 8 hours a day.
25.3% more than 8 hours a day.



92% access the internet via their mobile



36% subscribe to a package of services by Pay TV.



Most responders devote between 30 minutes and 1 hour to social media.

Movistar+ is the main internet access provider for households (30% of internet users).

Use of social media 2017 (in %)



84.2



53.4



52.1



34.6



17.3



14.5



snapchat

5.8



4.1



3.5

Facebook is the most widely used social media site. Instagram has become the second ahead of Twitter (which occupied the second position the previous year)

Source: AIMC. 20ª encuesta a usuarios de internet - Navegantes en la red. Catalonia data. October-December 2017.

Consumption of online audiovisual content (1)

Activities related to accessing audiovisual content on the internet in the last 30 days in Catalonia. 2017 (in %)



87.3 Reading the news



80.5 Watching videos online (e.g. YouTube)



58.0 Listening to music online (not download)



47.9 Watching films/series online (not download)



42.3 Watching broadcasts of TV channels on the internet or app



36.9 Listening to radio channels on the internet or app



27.3 Visiting adult websites



25.7 Downloading radio programmes to consume later



24.0 Downloading films/series/documentaries



23.5 Playing online games

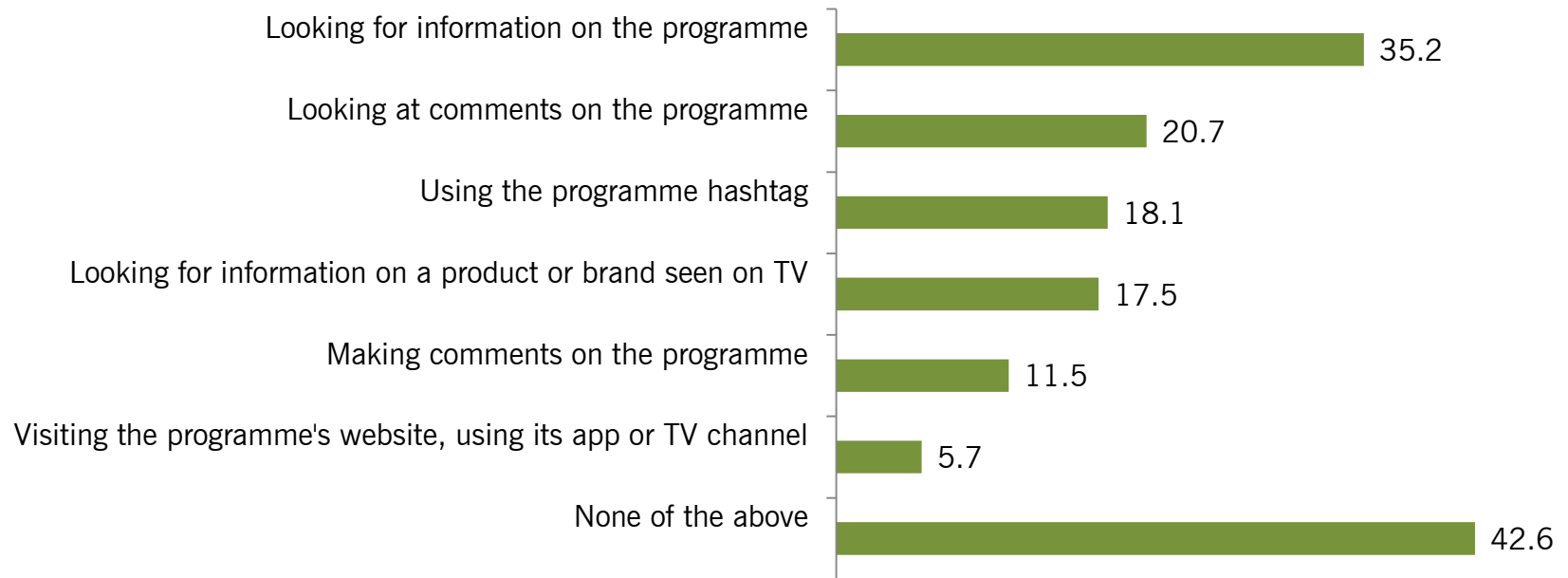


18.2 Downloading music

Source: AIMC. 20ª encuesta a usuarios de internet - Navegantes en la red. Catalonia data. October-December 2017.

Consumption of online audiovisual content (and 2)

Activities carried out on the internet while watching TV programmes. Catalonia. 2017 (in %)



Almost all Catalan internet users get their information via social media. Although a large number of internet users connect to the internet while watching TV programmes, most do not interact with them via social media.

Prime time on the internet is between 9 and 11 pm. It therefore coincides with the period when most TV is consumed.

Source: AIMC. 20ª encuesta a usuarios de internet - Navegantes en la red. Catalonia data. October-December 2017.

Mobile World Congress 2018 (1)



The MWC takes place every year and has been held in Barcelona since 2006, previously in Cannes. It's organised by the GSMA, which represents the interests of mobile operators worldwide.

The GSMA brings together almost 1,000 firms throughout the world related to the mobile telephony sector (operators, handset and device makers, software companies, equipment providers and internet companies, among others).

Results #MWC2018

Slogan: Creating a **Better Future**



Barcelona, 26 February – 1 March 2018



107,000+ attendees from
205 different countries/regions



11,600+ people attended the
conferences



2,400 exhibitors and
sponsors



3,500 international media
and analysts



7,700 CEOs and over 1 million
business meetings

Mobile World Congress (2)

Highlights #MWC2018

This year the MWC showed the real application of technologies which, year after year, seemed to have come straight out of science fiction. Let's look at three of them as an example:

Graphene

- This material, which can now be synthesised, is a super conductor of heat and temperature. It's extremely thin, flexible and hardwearing, properties which make it ideal to produce wearables, ultra-sensitive camera lenses, flexible mobile TV screens, etc. Graphene will help to develop the internet of things and audiovisual material of the future.

Health apps

- Health applications are advancing in terms of sensors that can measure temperature, sweat, colour and heart rate more accurately, as well as accelerometers which can gauge the state of patients and more thoroughly detect medical disorders. Initially these improvements improve monitoring but may even help to cure illnesses in the future.

Media

- In addition to being able to view high quality images via mobile devices, the bandwidth provided by 5G will also mean that the fixed infrastructure can be used where fibre is not feasible. The trend is towards "mass personal"; i.e. the personalisation of mass media.

Mobile World Congress (and 3)

Initiatives #MWC2018

Conference cycle

- The programme of conferences dealt with issues such as developments towards 5G and latest generation; the fourth industrial revolution, privacy and security and sustainable development, among others.

4 Years From Now (4YFN)

- Name of the business platform promoted by MWC Capital Barcelona and GSMA for the community of technological entrepreneurs.

Women4Tech

- Programme designed to reduce gender inequality in the mobile industry.

Youth Mobile Festival

- Designed to inspire younger people to continue their education and take up careers in science, technology and engineering.



Note

European Commission: fake news and online disinformation

European Commission: fake news and online disinformation (1)

In 2017, the European Commission launched the [Fake News Initiative](#), incorporating the hashtag [#tacklefakenews](#).

On 13 and 14 November 2017, a conference was held with the main stakeholders. [[Link 1](#) and [link 2](#)].

From 13 November 2017 to 23 February 2018, a [public consultation](#) was carried out.

In January 2018, the European Commission set up the [HLEG, High Level Expert Group on fake news and online disinformation](#) with leading European experts.

On 12 March 2018, the HLEG published a report: "[A multi-dimensional approach to disinformation](#)".

Also on 12 March 2018, the Commission published the [results of the Eurobarometer](#) focusing on fake news and online disinformation.

On 26 April 2018, the Commission published the [communication "Tackling online disinformation: a European approach"](#) which included the proposal to create an [EU-wide Code of Practice to tackle online disinformation](#).

NEXT STEPS:

July 2018: the Commission will convene a multi-stakeholder forum (online platforms, the advertising industry and major advertisers) to approve the aforementioned Code of Practice.

Commission's aim is to produce measurable effects by October 2018.



European Commission: fake news and online disinformation (2)

“A multi-dimensional approach to disinformation”,

The report by the High Level Expert Group (HLEG) contained the following **major proposals**:

- Employ the expression **ONLINE DISINFORMATION** rather than “fake news” as it’s a more accurate term. Online disinformation is “false, inaccurate, or misleading information designed, presented and promoted to **intentionally** cause public harm or for profit” .
This definition excludes journalistic errors made in good faith (which would be included within the definition of “fake news”), satire and illegal content disseminated online.
- Create a **COALITION** representing relevant actors, including online platforms, news media organisations (press and broadcasters), journalists, publishers, independent content creators, the advertising industry and fact-checkers, among others. This Coalition should elaborate a **CODE OF PRACTICE** containing measurable indicators (KPI, Key Performance Indicators).
The Commission accepted these proposals in its Communication dated 26 April 2018.
- The HLEG acknowledges that it’s very difficult to screen online disinformation without affecting legitimate content. Moreover, there is a problem related to **FREE SPEECH**. It therefore notes that the **FINDABILITY** of trustworthy content should be enhanced.

European Commission: fake news and online disinformation (and 3)

Communication “Tackling online disinformation: a European Approach”

(European Commission, 26 April 2018)

Aims:

- Support a **EUROPEAN NETWORK OF FACT-CHECKERS** to establish common working methods, exchange best practices and achieve the broadest possible coverage across the EU.
- Promote education and **MEDIA LITERACY**.
The [Digital Education Action Plan](#), adopted by the Commission in January 2018, stresses both formal and non-formal education to develop citizens' digital skills.
- Support **QUALITY JOURNALISM** as an essential element of a democratic society.
- Promote **CO-REGULATION**.
Approval of the [EU-wide Code of Practice for online disinformation](#), regulated collectively.
This is the main focus of the Communication.
The Code's aims include:
 - Improve scrutiny of ad placements related to fake news and disinformation
 - Ensure transparency about sponsored content
 - Intensify the effectiveness of efforts to close fake accounts (“bots”)
 - Improve the findability of trustworthy content
 - Regulate bots and ensure they cannot be confused with humans
 - Provide tools to report disinformation
 - Improve the transparency of algorithms





Newsflashes

Newsflashes



Switzerland votes to continue funding public service TV and radio

On 4 March 2018, Swiss citizens voted in a referendum in favour of [maintaining the Billag](#), a tax (almost 400 euros) paid by Swiss households to support state-funded public TV and radio, 21 local radio stations and 13 regional TV channels. All state-funded providers fulfil the function of a public service, in accordance with a mandate defined by the *Confédération*.



Decision by the European Parliament on gender equality in EU media

On 17 April 2018, the European Parliament passed the [resolution on gender equality in the media sector in the EU](#), particularly highlighting the need to promote gender equality in media management positions and content on the equality of men and women in public media. It contains several examples of good practices in member states, among others.



Facebook opens a new office in Barcelona

At the beginning of March, the internet firm Facebook started proceedings to set up an operational centre in Barcelona to combat fake news on its website. Facebook, which has reached an agreement with the company Competence Call Center, will locate its centre in Torre Glòries (formerly Torre Agbar), in the 22@ district.



50 years of the AIMC General Media Study

This year marks the [50th anniversary](#) of the General Media Study (EGM), which looks at media consumption in Spain and is produced by the Media Research Association (AIMC). This association, which is celebrating 30 years working in audience ratings, has created special logo to commemorate the 50 years of the EGM.



TV3 HD changes its MUX

The night of 19 April 2018, the Catalan Audiovisual Media Corporation (CCMA) transferred its TV3HD channel, locating all five CCMA channels [on a single multiplex](#). To make the switch easier, the CCMA will keep broadcasting TV3HD on the EDC MUX for two months, with warnings that it will have to be resynchronised.



30 years of broadcasts in the Aranès language on Catalunya Ràdio

On 12 April, to commemorate the 30th anniversary of Catalunya Ràdio in Aranès, the channel's regional office in Vielha (Aran) carried out a special, live broadcast which reviewed the history of the programme [“Meddia Aranès”](#) a pioneer in the Aranès language. The first radio broadcast in this language took place on 26 March 1988.

Newsflashes



Massive leak of Facebook data

On 10 April 2018, Mark Zuckerberg, Chairman and CEO of Facebook, [gave evidence](#) to the US Senate on the leak of the personal details of [87 million Facebook users](#) to the company Cambridge Analytica. These data were passed on in 2014 and may have been used to help Donald Trump win the US Presidential Elections in 2016. The news of this leak was published on 17 March 2017 in the British newspaper [The Observer](#) and the American paper [The New York Times](#).



The UN opens an investigation into the state of Spain for not assigning licences to community media

On 5 March 2018, the UN Human Rights Committee confirmed to the Community Media Network (ReMC) that [it had started investigations in Spain](#) related to the country not assigning licences to community TV channels. In July 2017, the ReMC and RTV Cardedeu presented a complaint, claiming that 5 articles had been violated in the UN International Covenant on Civil Rights and Policies, signed by Spain in 1977. Spain has 6 months to respond to the UN's requirements.



1,500,000 Club Super3 members

Twenty-seven years after it was set up, in April [Club Super3](#) reached one and a half million members, becoming Europe's largest children's club. Club Super3 began in 1991, associated with a Catalan public TV programme (TV3), and today has its own TV channel and website, as well as offering over 150 free activities on culture, nature, sports and solidarity, thanks to the club card.



Ofcom publishes two studies on adult media consumption in the UK

In April 2018, the British media regulator, Ofcom, published two reports on the level of media literacy in British society. The first, entitled [Adults' Media Use and Attitudes](#), provides data on the use, attitudes and knowledge of the media. The second, [Adults' Media Lives](#), acts as a more detailed, qualitative complement to the first report.

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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 1st sweep of 2018. Period February-March 2018. Area of Catalonia.
- AIMC: 20th edition of the survey *Navegantes en la red*. Based on 15,252 voluntary online interviews with internet users throughout Spain between October and December 2017. Data for Catalonia, from 1,819 participants (1,202 men and 615 women).
- Iconography: *Noun Project*

Bibliographic citation:

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