

BIAC

Newsletter on the Media
Sector in Catalonia

Note.
Journalism and artificial intelligence



No. 33. May 2026

Area of Studies, Research and Innovation





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Journalism and artificial intelligence (1)

Context

Artificial intelligence (AI) is redefining the value chain of contents. This symbiosis affects all areas of communication: from content creation to distribution and monetisation.

This note focuses on the field of journalism and how AI is integrated in work routines and poses challenges to editorial independence and professional standards. How does AI affect the quality and reliability of information? What is the role of ethics, the values of journalism, editorial policy and human supervision?

AI at the centre of the debate on the future of journalism

On a global scale, the media sector reflects and debates on how AI is redefining the journalism industry and the profession. An example of this is the next [annual congress](#) of the World Association of News Publishers (WAN-IFRA).

The Reuters Institute for the Study of Journalism of Oxford University, a reference body, has a specific [section](#) on AI and the future of news. The [report](#) on how UK journalists include artificial intelligence in their production routines should be highlighted.



Alliance of AI and robotics in audiovisual industry
The report of the Clúster Audiovisual de Catalunya [Robòtica audiovisual. Casos, reptes i tendències](#) analyses how technological advances in robotics and AI are transforming the processes of creation, recording and audiovisual production, by using robotic cameras, robots, drones, animatronics, virtual reality and automated workflows, etc.

Journalism and artificial intelligence (2)

Adoption of AI in Catalan newsrooms

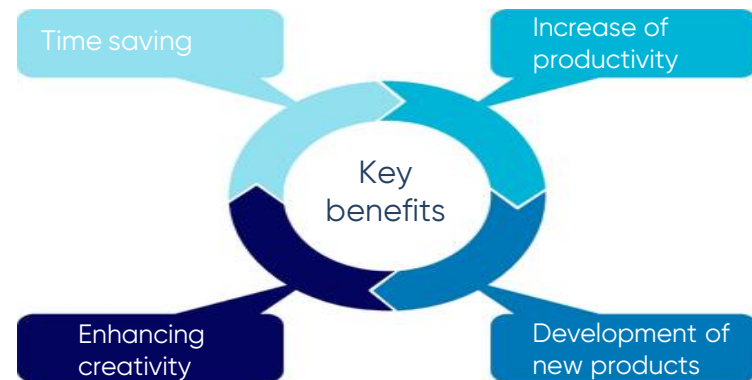
In Catalonia, the use of artificial intelligence tools in newsrooms is a reality, although its implementation varies according to the media. This is a conclusion of a [study](#) of the Col·legi de Periodistes de Catalunya (CPC) in which media, agencies and content creators in Catalonia were surveyed.

75% of journalism and media organisations use it. 30% use it in an integrated manner in their work routines, while 45% only use it in specific areas.

Editorial production –copywriting and content generation, basically– is the area with a greater impact in the use of artificial intelligence.

Main uses of AI in production routines

- Audio to text transcription.
- Information and documentation research.
- Copywriting.
- Translation and linguistic adaptation.
- Text summarising and headlines generation.

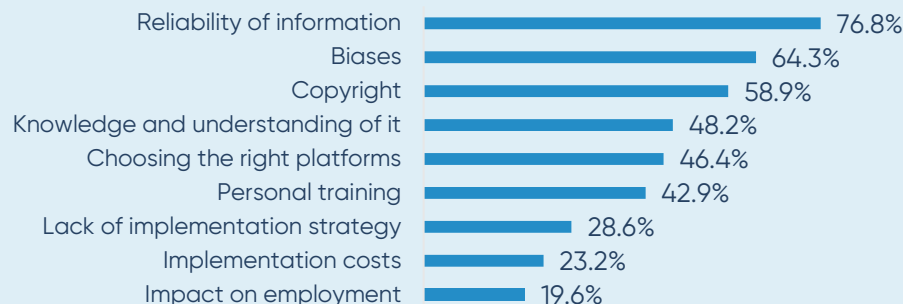


Source: Col·legi de Periodistes de Catalunya (2026). [I Estudi sobre l'ús i impacte de la intel·ligència artificial en el periodisme i la comunicació.](#)

Journalism and artificial intelligence (3)

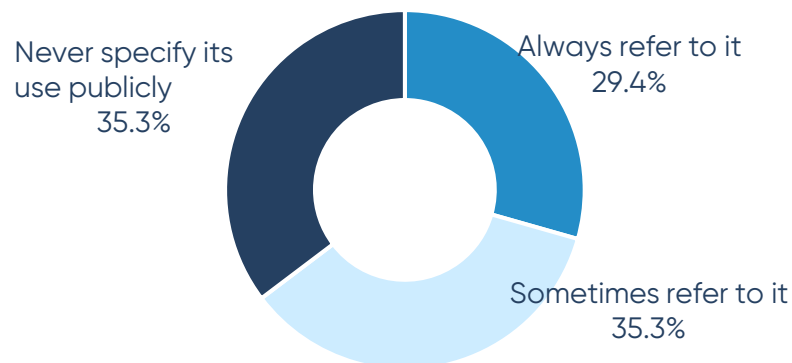
In spite of the potential of AI, the distrust on the results, the lack of reliability of information and biases are the main concerns of Catalan professionals.

Main challenges in the use of AI



Only 10.7% consider that they have an adequate training on AI.

Identifying the use of AI in the production process



AI sometimes 'hallucinates'

The information created by AI requires verification since, occasionally, it is not true and generates wrong data, also called 'hallucinations'.

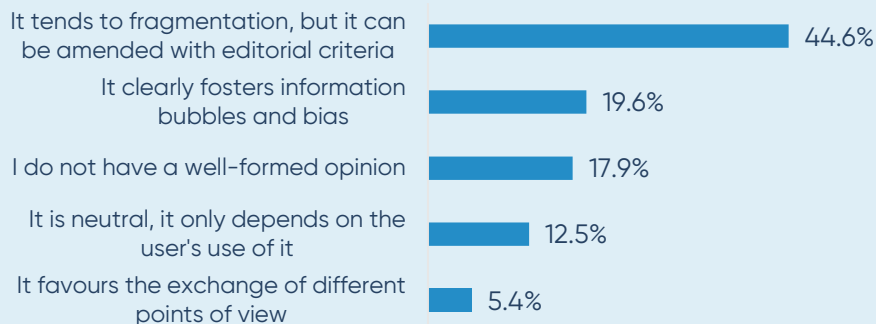
An [analysis](#) by The New York Times on the quality of the answers of Google AI Overviews detects that nearly 10% of the answers have mistakes and inventions.

Source: Col·legi de Periodistes de Catalunya (2026). [I Estudi sobre l'ús i impacte de la intel·ligència artificial en el periodisme i la comunicació.](#)

Journalism and artificial intelligence (4)

AI and information bubbles

Question: Do you believe that AI is indirectly fostering 'information bubbles' or, on the contrary, favours the exchange of views?



Source: Col·legi de Periodistes de Catalunya (2026). [I Estudi sobre l'ús i impacte de la intel·ligència artificial en el periodisme i la comunicació.](#)

Ethics and editorial criteria vs. misuse of AI

The media have ethics and editorial criteria as mechanisms against information bubbles, disinformation, biases, mistakes, plagiarism and bad conduct that may derive from the use of AI and their algorithms.

A fast and decisive action is needed in order to amend possible mistakes and eradicate bad practice and lack of verification.

As an example, Press Gazette features an [updated article](#) of real cases of mistakes and bad practice in media outlets around the world and the actions taken afterwards.



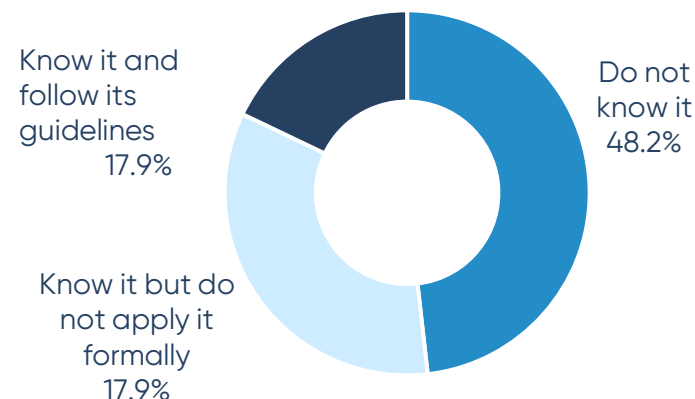
Journalism and artificial intelligence (and 5)

Instructions and ethical guidelines on the use of AI

Only 2 in 10 organisations surveyed by the Col·legi have internal policies or ethical guidelines on the use of AI. This reality stands in contrast to the fact that legal and ethical uncertainty is considered to be the main obstacle to work with AI.

The results of the survey expose the need for permanent human supervision and critical thinking, as well as the need to respect codes of ethics and strengthen professional ethics.

Knowledge of the AI Annex of the Code of ethics of the Col·legi de Periodistes de Catalunya



CPC recommendations on the use of AI in journalism (Annex I of the [Code of Ethics](#), approved November 2025)

- Journalistic responsibility.
- Human supervision.
- Transparency.
- Avoid disinformation and manipulation.
- Non-discrimination and bias prevention.
- Safeguard rights: fundamental, copyright, intellectual property, image, etc.
- Deepfakes and identity thefts.
- Continuous training and multidisciplinary.
- Personalisation, privacy, data management and pluralism
- Technical efficiency with journalistic values.
- Application to future technologies.

Source: Col·legi de Periodistes de Catalunya (2026). [I Estudi sobre l'ús i impacte de la intel·ligència artificial en el periodisme i la comunicació.](#)

Audiovisual regulation : good practices (1)

UNESCO, [Good Practices in Digital Platform Governance by European Media Regulators](#)

Aim of the report

Identify good practices of digital governance that:

- do not exclusively depend on new laws,
- are applicable in a flexible manner, and
- enable action to be taken as regulatory frameworks evolve.

Diagnosis

Digital platforms have a direct impact on:

- pluralism and human rights,
- child protection,
- dissemination of disinformation, and
- propagation of hate speech.



Obstacles

AUDIOVISUAL REGULATION BODIES:

- do not have comprehensive legal frameworks.
- face jurisdictional fragmentation.
- have limited powers.
- operate in cross-border digital environments.

Audiovisual regulation : good practices (2)

Key concepts:

- Soft governance
- Co-regulation (meeting point between regulators and the market)
- Non-statutory practices

Main characteristics:

- Voluntary mechanisms, cooperative and non-disciplinary.
- They complement formal regulation.
- Greater flexibility, responsiveness and commitment from stakeholders.
- Multi-stakeholder dialogue forums.
- Recommendations and codes of conduct.
- Media literacy.
- Cross-border cooperation.
- Knowledge sharing and good practice.



Relevant example:

Catalan Audiovisual Council (CAC)

- Recommendations prepared with media and stakeholders involved.
- Reports on pluralism and public service.
- Media education.
- Supervision of social, cultural and linguistic diversity.

Source: UNESCO, [Good Practices in Digital Platform Governance by European Media Regulators](#).

Audiovisual regulation : good practices (and 3)

Core recommendations for audiovisual regulators

The report proposes five strategic lines to advance towards a more effective, flexible and human rights-based digital governance.

Recommendation 1. Build hybrid governance models

Combine: legal regulation, co-regulation, voluntary cooperation and flexible governance mechanisms

Aim: Allow for efficient actions even if:

- legal frameworks are still limited
- regulatory powers are fragmented
- platforms operate across national borders

Recommendation 2. Strengthen regional and international cooperation

Foster regulator networks, good practice exchange, cross-border coordination and shared supervision mechanisms.

Notable examples: EPRA, PRAI, Global Forum of Networks (GFN), European Media Board.

Recommendation 3. Institutionalise media and digital literacy

Promote critical digital education, verification of information, responsible use of platforms and protection of minors.

Notable example: EduCAC as a model of media education.

Recommendation 4. Invest in transparency, monitoring and research

Develop digital observatories, reports on disinformation, systemic risk analysis and research on AI and algorithms.

Aim: accountability, public supervision and understanding of social impacts of platforms.

Recommendation 5. Align practice with human rights and the protection of users

Centred on freedom of expression, pluralism, child protection, algorithmic transparency, and user safety.

Source: UNESCO, [Good Practices in Digital Platform Governance by European Media Regulators](#).

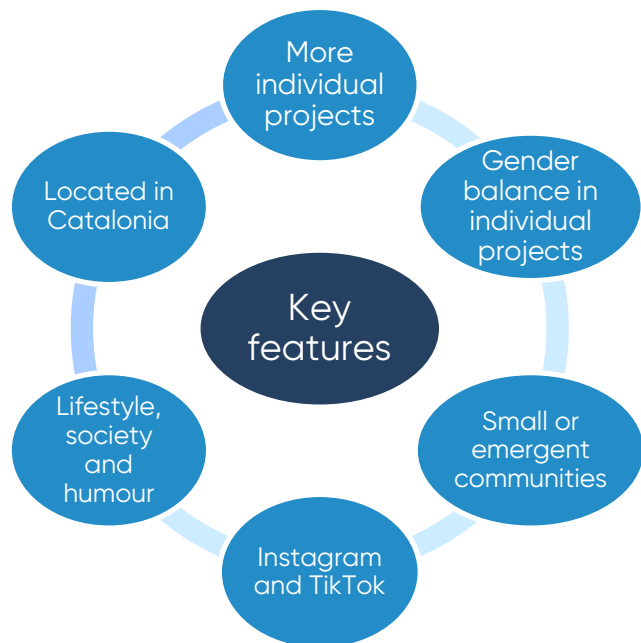
Content creation in Catalan in social media (1)

Created by Accent Obert and La Fera, the platform [Llista.cat](https://www.llista.cat) takes a close look at content creation in Catalan in social media in its [Report 2025](#). The trend points to a growing ecosystem, with an increase in consumption of 72% with respect to 2024 regarding views, as well as an increase in the number of established and emerging profiles.

Ecosystem of the content creation in Catalan 2025

Global figures 2025

1,203 active projects
24 million followers
161K publications
2,795 million views



Individual projects (73%) prevail over collective projects.

By gender, 51% of individual projects belong to women. As for collective projects, 41% are mixed, 37% are by men, and 22% are by women.

Lifestyle is the main category, where 21% of the projects are included, followed by society (10%) and humour (9%).

The typical profile is located in Catalonia, active, multiplatform and emerging.

While 63% of the profiles have a dimension of between 1,000 and 5,000 followers, the highest volume of views (75%) concentrates in profiles with more than 20,000 followers.

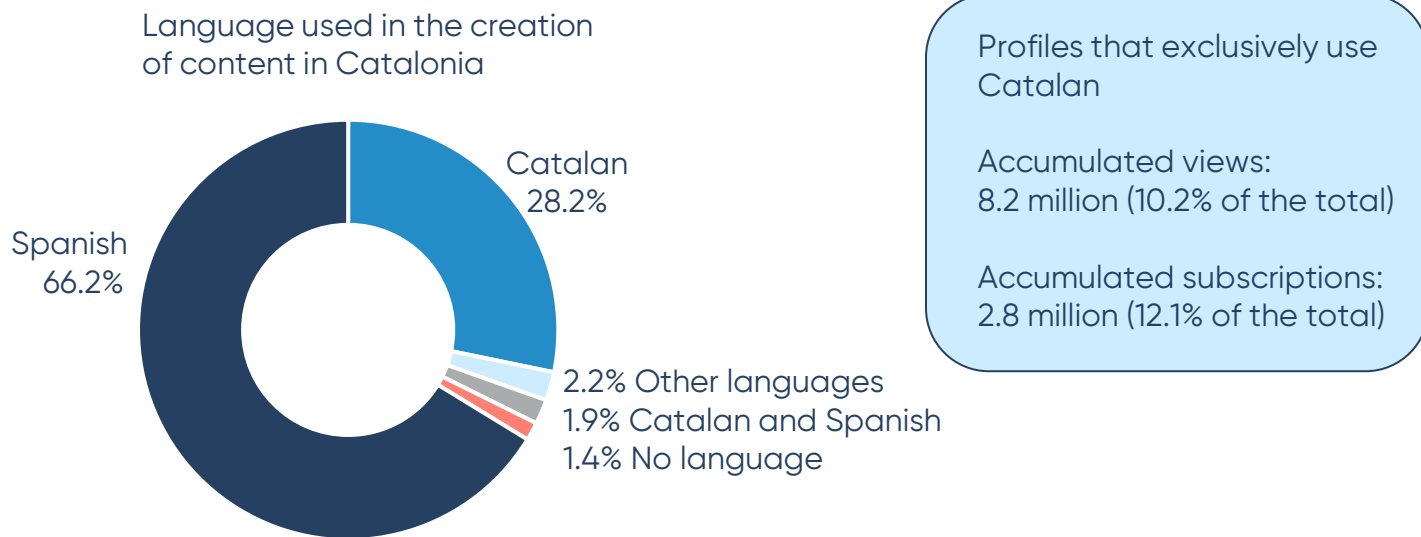
Source: Accent Obert and La Fera (2026). [Llista. Creació de contingut en català a les xarxes. Informe anual 2025](#). Sample: 1,261 projects linked to the Llista during the period January 2024–December 2025. Social media: Instagram, TikTok and YouTube.

Content creation in Catalan in social media (and 2)

[Llista.cat](#) takes a close look at the profiles that use Catalan to create content in social media. But what language do the whole of content creators in Catalonia usually use?

A [study](#) by CAC states that the presence of Catalan in content creation in social media is in the minority. All the users of special relevance (UER, by its initials in Catalan) in Catalonia that are registered at the State Register of Service Providers use Spanish as lingua franca of their creations.

As for the sample analysed by the CAC, 28.2% of the videos analysed are broadcast in Catalan and only one of the profiles always uses Catalan.



Source: Catalan Audiovisual Council (2026). [Creadors i creadores de continguts digitals de Catalunya: llengua, temàtiques i narratives](#). Sample: 40 creators with more than 100,000 and less than 2 million followers. Period: November 2025. Social media: Instagram, TikTok and YouTube.

Advertising investment

Advertising investment in Catalonia. 2025 results

Advertisers based in Catalonia
€ 906 M (-1.5%)

Advertising in Catalan media
€ 275.6 M (-2.1%)



Advertising investment in Spain. 2025 results

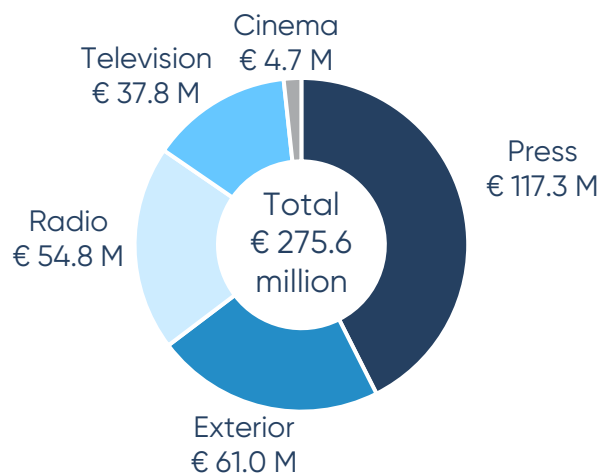
Total advertising market
€ 12,745 M (-2.6%)

Advertising in media
€ 6,267 M (+0.9%)

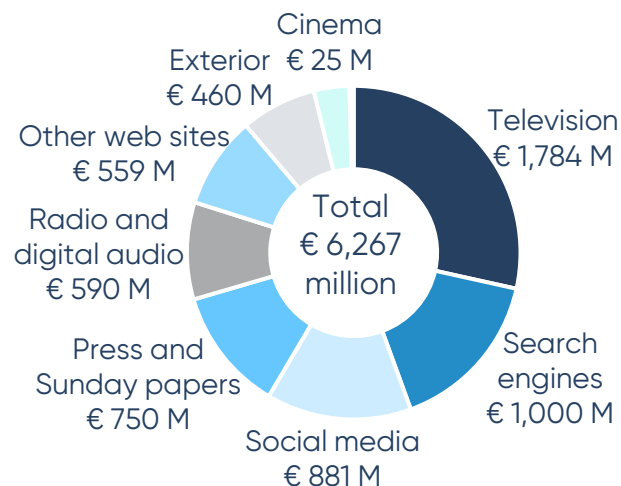


In 2025 advertising decreased in Catalonia both in the investment generated by advertising companies based in Catalonia, as in the investment received by Catalan media. In Spain, although the global advertising market suffered a general fall, controlled investment in the media rose slightly.

Advertising investment in Catalan media



Controlled advertising investment in Spain media



Source: InfoAdex. [La inversión publicitaria en Cataluña 2026.](#)

Source: InfoAdex. [Estudio InfoAdex de la inversión publicitaria en España 2026.](#)

TV services in Catalonia

Available TV channels

77 channels

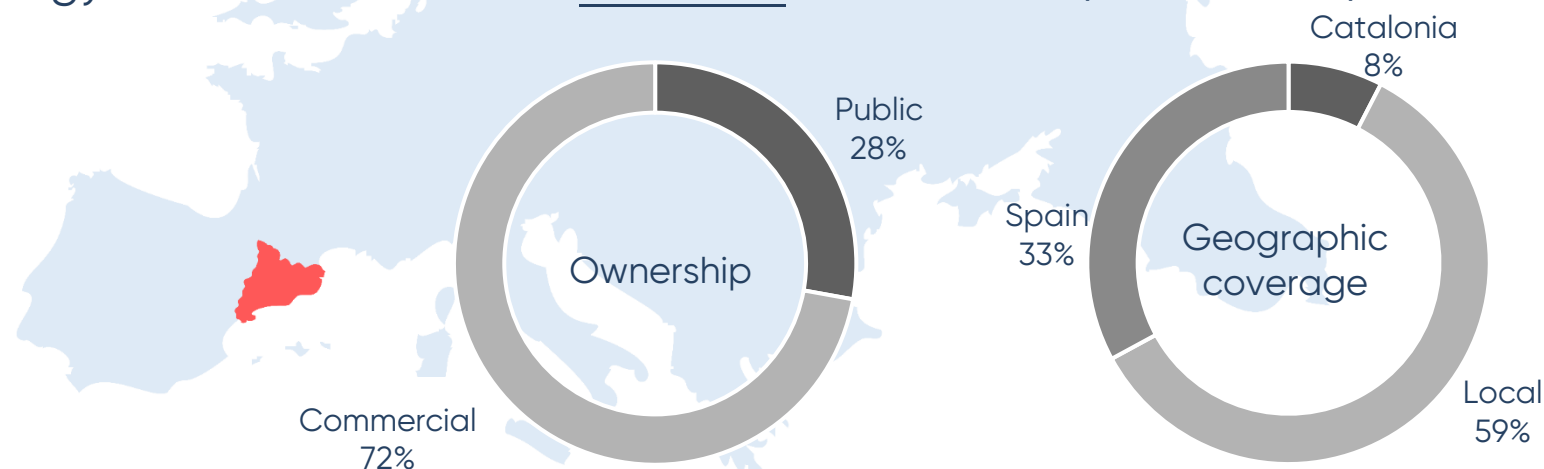
TV channels per home

Average of 31 channels

TV consumption per person/day

Average of 2 h 16 min

Typology of television services available in Catalonia (77 channels)



Note: Within BIAC, the DTT programs broadcast by each MUX are called TV channels.

Source: CAC, Ministry for Digital Transformation and the Civil Service and Barlovento Comunicación (TV consumption). May 2026.

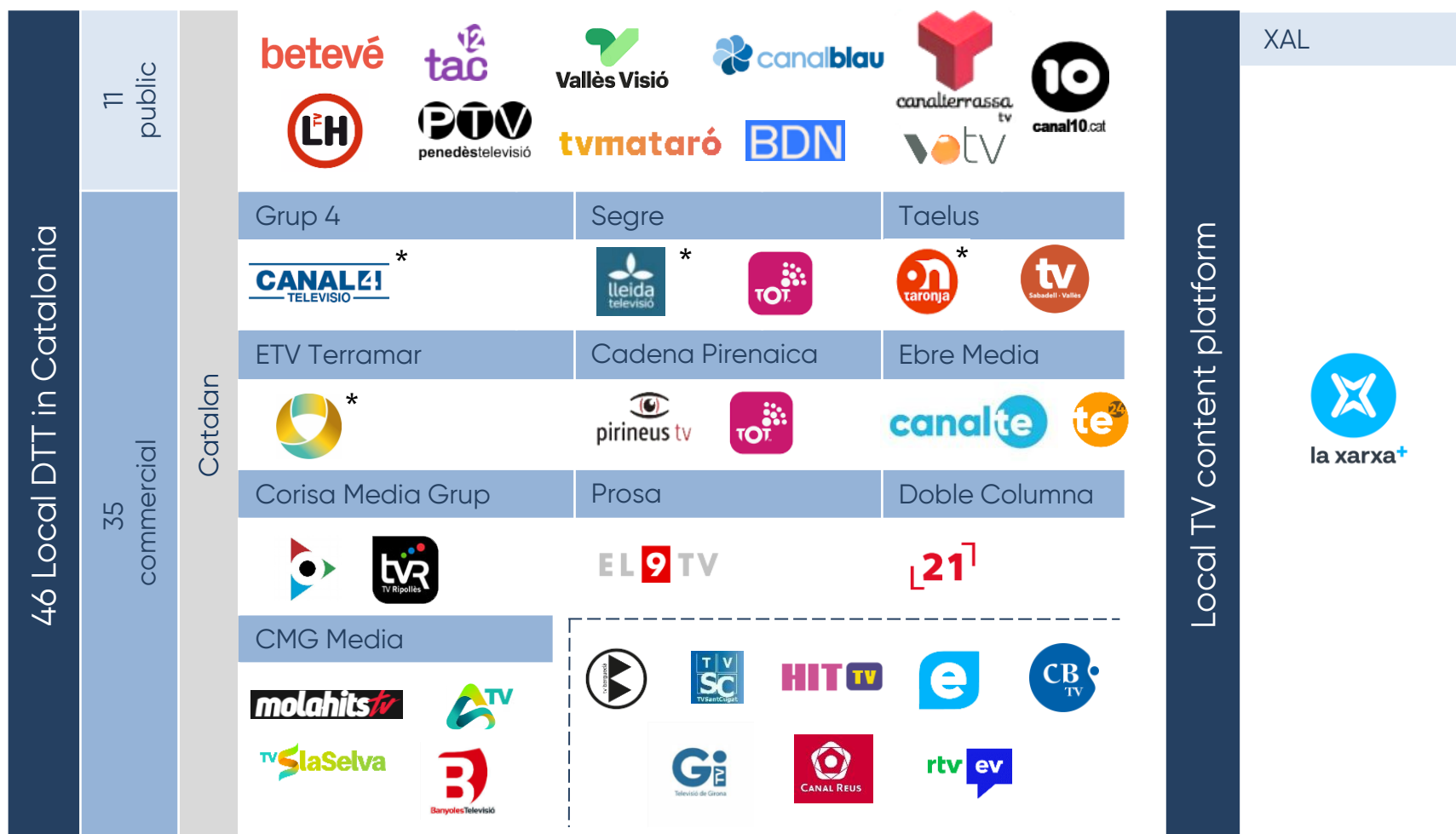
TV services in Catalonia and Spain

5 DTT Catalonia	5 public	Catalan	Corporació Catalana de Mitjans Audiovisuals – 3Cat	TV content platforms	CCMA-3Cat
			   		
26 DTT Spain	5 public	Catalan	Ens Públic de Radiotelevisió de les Illes Balears – IB3		IB3
					
	21 commercial	Spanish	Corporación de Radiotelevisión Española – CRTVE		CRTVE
			     		
			Atresmedia Televisión		Atresmedia TV
			     		
			Mediaset España		Mediaset España
			      		
			Squirrel Media		
			Unidad Editorial		
			Real Madrid TV		
			    		
			Secuoya		
			Ábside Media		
			Kiss Media		
			  		

Note: La 2Cat channel broadcast is for Catalonia and in Catalan language. On 1 January 2026, Squirrel 2, a free-to-air DTT channel primarily focused on television fiction, began broadcasting, replacing Paramount Network channel.

Source: CAC and corporate websites. May 2026.

Local TV services in Catalonia



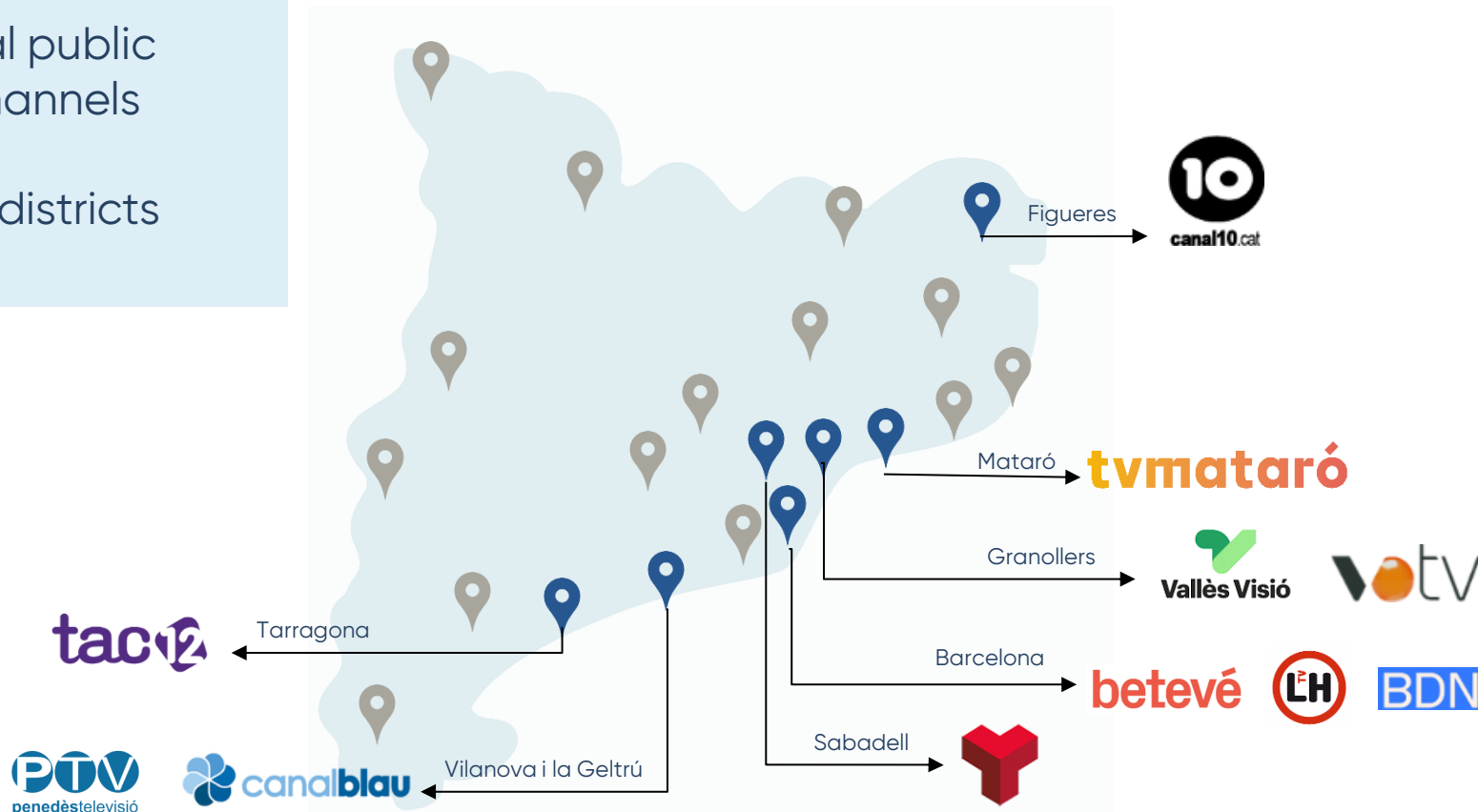
Note: Marked with an asterisk, television channels with presence in more than one DTT district. In April 2026, the private local DTT channel Mar TV ceased broadcasting (for further information, see CAC Plenary [Agreement 34/2026](#)).

Source: CAC and corporate websites. May 2026.

Public local TV services in Catalonia

11 local public
TV channels

7 DTT districts



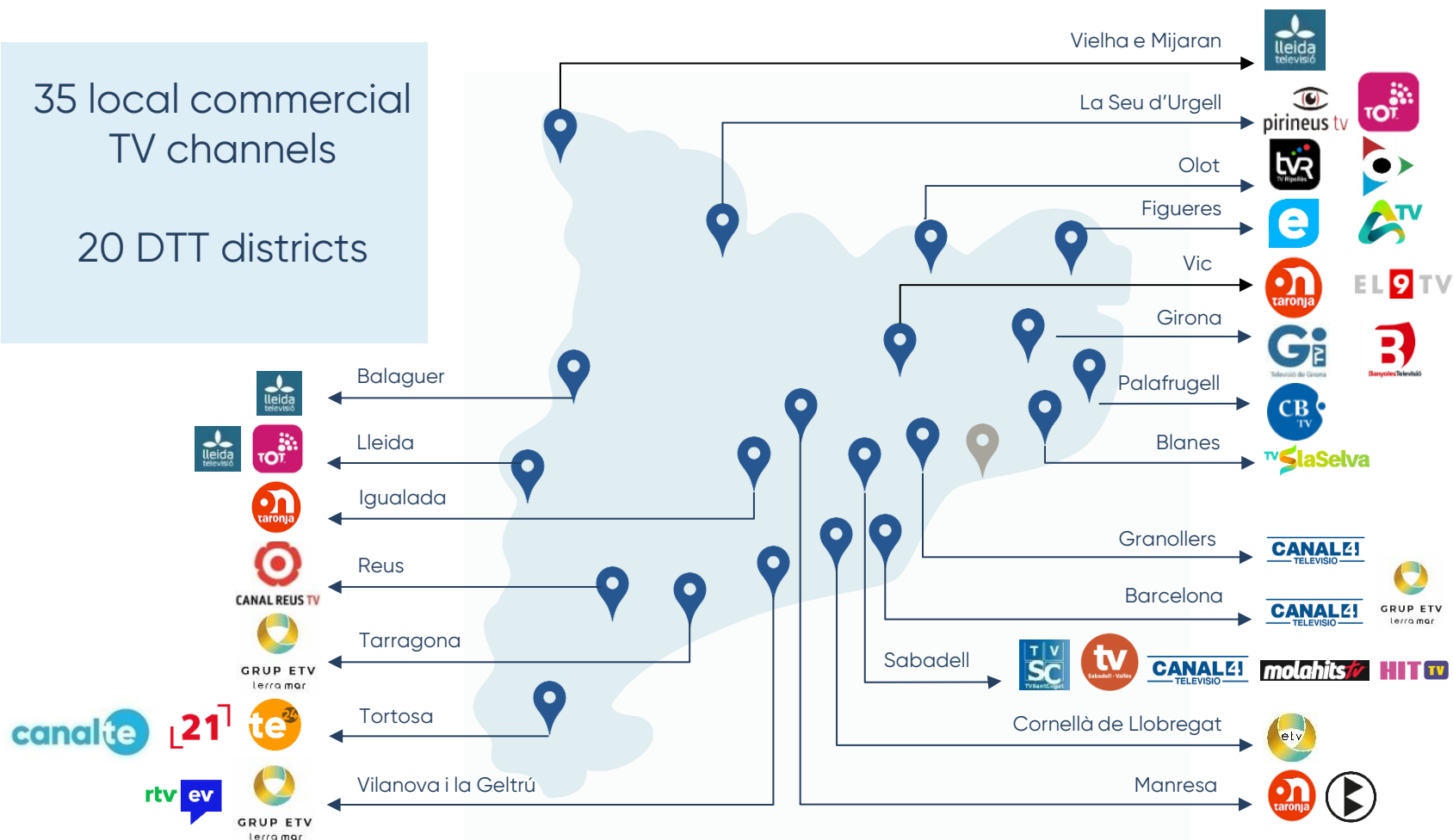
Note: The map shows the TV channels with a license that are currently broadcasting, regardless of their administrative situation. In grey, the DTT districts without public local TV and in blue, with public local TV.

Source: CAC and corporate websites. May 2026.

Commercial local TV services in Catalonia

35 local commercial
TV channels

20 DTT districts

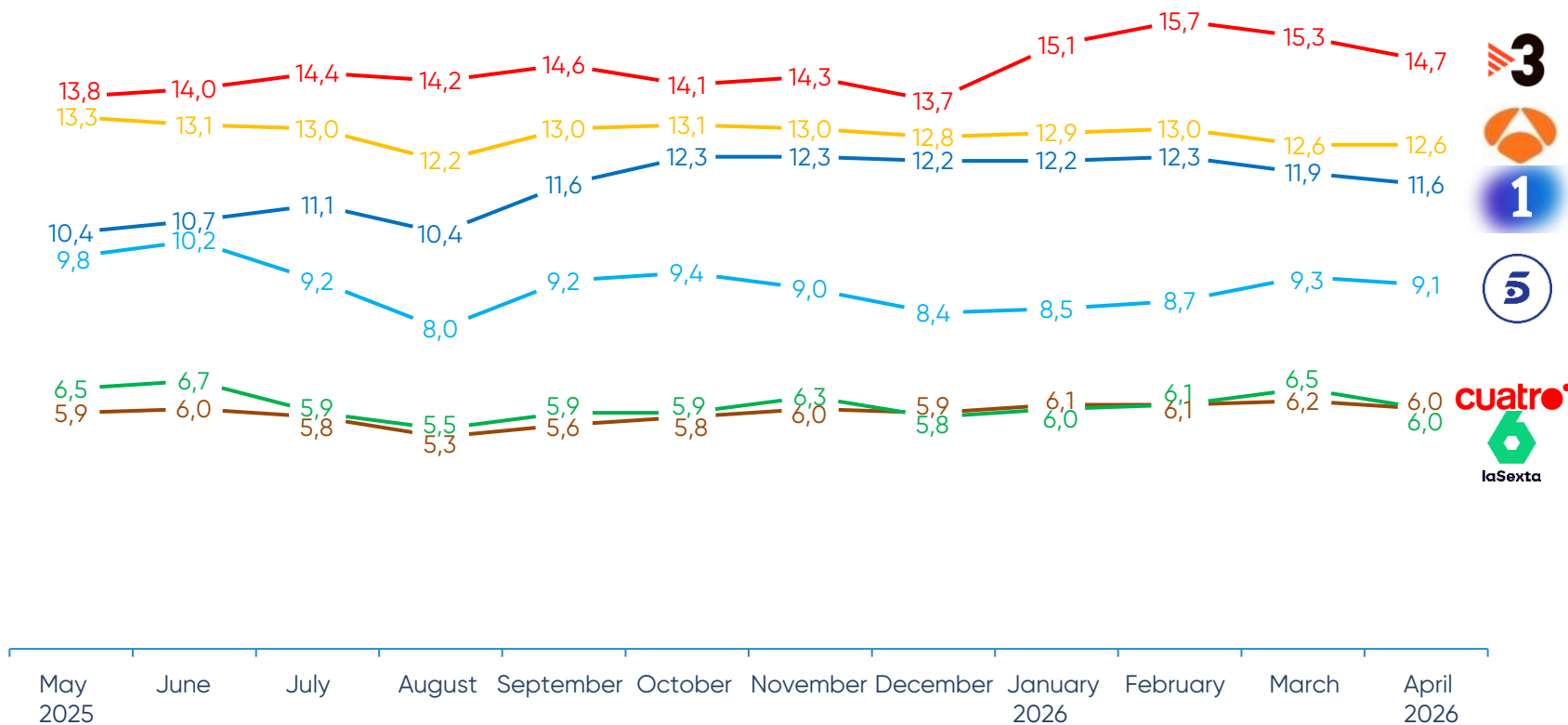


Note: The map shows the TV channels with a license that are currently broadcasting, regardless of their administrative situation. In grey, the DTT districts without public local TV and in blue, with public local TV. In April 2026, the private local DTT channel Mar TV ceased broadcasting (for further information, see CAC Plenary [Agreement 34/2026](#)).

Source: CAC and corporate websites. May 2026.

DTT audiences (1)

Monthly evolution of the share of the main channels in Spain. May 2025 – April 2026 (in %)



Source: Barlovento Comunicación. TV3's audience data corresponds to its coverage territory.

DTT audiences (and 2)

Monthly evolution of the television share in Spain. January-April 2026
(in % and in descending order according to April data, with the average for those months)

Channel	January	February	March	April	Average
TV3	15.1	15.7	15.3	14.7	15.2
Antena 3 TV	12.9	13.0	12.6	12.6	12.8
La 1	12.2	12.3	11.9	11.6	12.0
Telecinco	8.5	8.7	9.3	9.1	8.9
laSexta	6.0	6.1	6.5	6.0	6.2
Cuatro	6.1	6.1	6.2	6.0	6.1
La 2	3.3	3.2	3.2	3.2	3.2
Energy	2.1	2.1	2.2	2.2	2.2
FDF	2.3	2.2	2.2	2.2	2.2
Nova	1.9	1.9	1.9	2.0	1.9
TRECE	2.0	1.8	1.9	1.8	1.9
Neox	1.7	1.7	1.7	1.8	1.7
BeMad	1.6	1.6	1.6	1.7	1.6
Atreseries	1.8	1.8	1.8	1.7	1.8
Dmax	1.6	1.5	1.5	1.6	1.6
24h	1.5	1.4	1.6	1.5	1.5
3CatInfo	2.0	1.7	1.6	1.3	1.7
MEGA	1.2	1.3	1.3	1.3	1.3
Esport3	1.5	1.3	1.4	1.3	1.4
Divinity	1.2	1.2	1.1	1.2	1.2
DKISS	1.0	1.0	1.0	1.1	1.0
Squirrel	0.9	1.0	1.1	1.1	1.0
Squirrel dos	0.9	0.9	0.9	1.0	0.9
Veo 7	0.8	0.9	0.9	1.0	0.9
TEN	0.9	0.9	0.9	0.9	0.9
Boing	0.9	0.9	0.8	0.9	0.9
Teledporte	0.7	1.1	0.7	0.9	0.9
Clan	0.7	0.7	0.8	0.7	0.7
Real Madrid HD	0.6	0.6	0.6	0.6	0.6
SX3/33	0.7	0.6	0.6	0.6	0.6
BOM Cine	0.3	0.3	0.3	0.3	0.3

In the first months of the year, TV3 achieved audience shares above 15%, higher than those of 2025, and remains the most-watched channel in Catalonia.

Antena 3 TV, La 1 and Telecinco maintain their positions, while Cuatro reaches figures similar to, and often higher than, those of laSexta.

The new channel Squirrel dos registers audience shares below those of Paramount Network, which it replaced from 1 January.

Source: Barlovento Comunicación. The audiences of the regional channels correspond to their coverage territory.

Subscriptions to VoD audiovisual services

Subscriptions to the main payment VoD services in Catalonia. Period February–March 2026

VoD SERVICES	HOUSEHOLDS		SUBSCRIBERS		Subscribers' variation vs. 3rd sweep 2025
	Total	%	Total	%	
NETFLIX	1,949,832	61.2%	4,663,020	65.4%	+5.2%
prime video	1,567,512	49.2%	3,721,860	52.2%	-0.8%
M+ movistar	904,824	28.4%	2,167,520	30.4%	+13.4%
Disney+	796,500	25.0%	1,903,710	26.7%	+2.2%
HBOMAX	748,710	23.5%	1,789,630	25.1%	+0.7%
DAZN	369,576	11.6%	1,040,980	14.6%	+28.8%
O	152,928	4.8%	427,800	6.0%	+29.5%
Orange TV	149,742	4.7%	427,800	6.0%	+3.2%
FILMIN	172,044	5.4%	349,370	4.9%	-18.5%
Rakuten TV	152,928	4.8%	327,980	4.6%	+11.1%
Other suppliers	1,029,078	32.3%	2,345,770	32.9%	-3.8%

Overall, pay-VoD platforms continue to grow compared with previous EGM sweeps.

Almost two million Catalan households have access to Netflix, which exceeds 4.5 million subscriptions and reinforces its leadership. Prime Video stagnates, with one million fewer subscribers than Netflix.

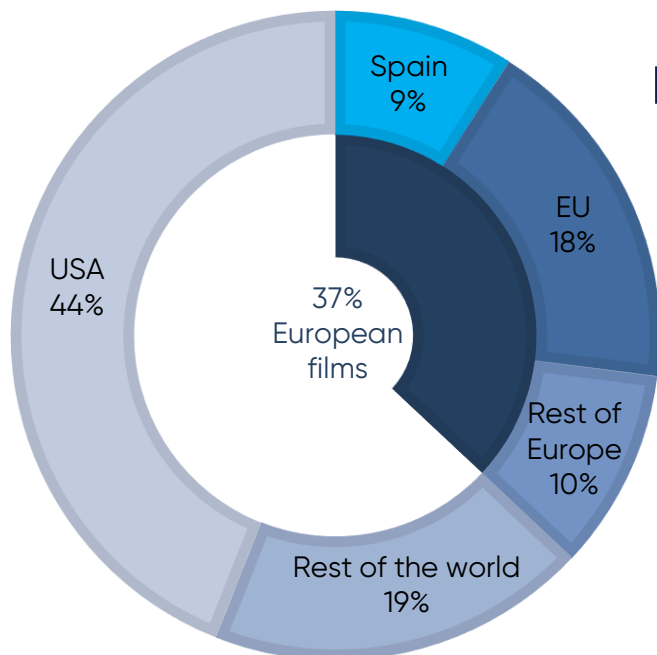
Movistar+ and DAZN register strong increases. Telefónica's IPTV service surpasses two million subscriptions and consolidates third place, while DAZN reaches the milestone of one million subscribers in Catalonia for the first time.

Source: EGM – Catalonia data. 1st sweep 2026. Sample: 3,186,000 households and 7,130,000 people. "Other suppliers" includes Jazztel TV.

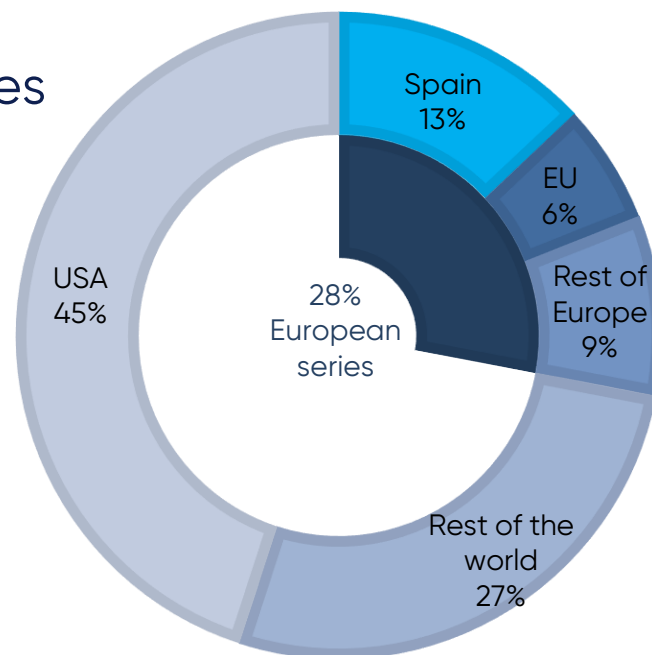
Presence of European productions in VoD services

In Spain, the presence of European productions in the catalogues of VoD services is slightly over one-third of the total (36%, including films and series). That percentage drops to one out of four for original productions from EU member states. More than 40% of the films and series in the catalogues are from the United States of America. Compared with last year's figures, the European presence has increased slightly in films but decreased in series.

Catalogue of films in VoD services in Spain,
by origin of the work



Catalogue of TV series in VoD services in Spain,
by origin of the work



Films / Series

Source: European Audiovisual Observatory. [Film and TV content in VOD catalogues –2025 edition](#). Period: June 2025. Base: the catalogues of 62 VoD services in Spain for films, and the catalogues of 32 VoD services in Spain for series. One season of a series is equivalent to one work.

Radio services in Catalonia

Available FM radios

253 broadcasters

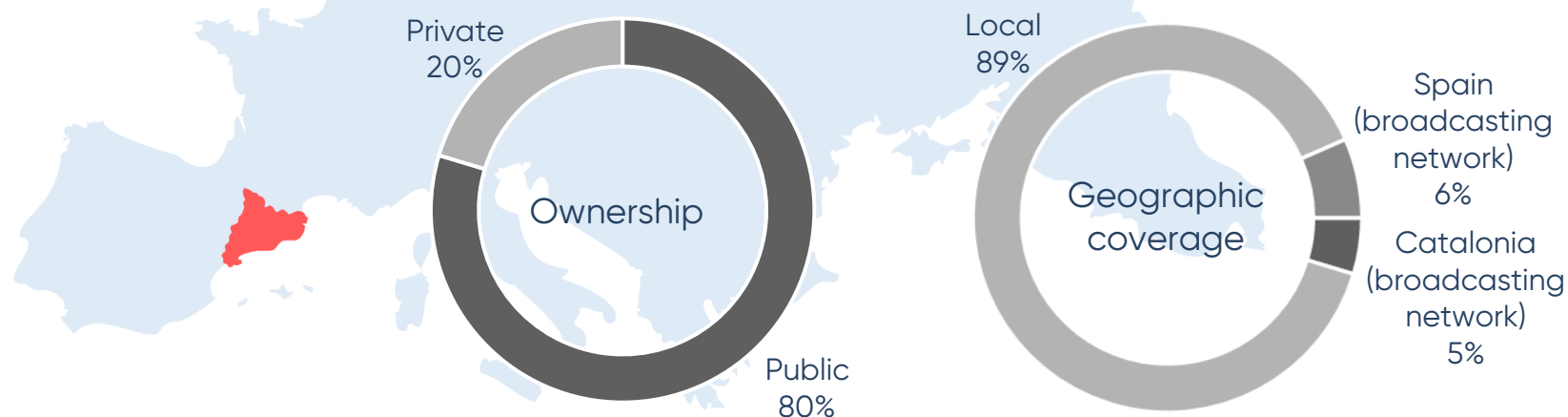
Home radio offer

Average of 30 FM stations

Daily radio consumption

1 h 43 min (Mon-Fri)
1 h 34 min (Mon-Sun)

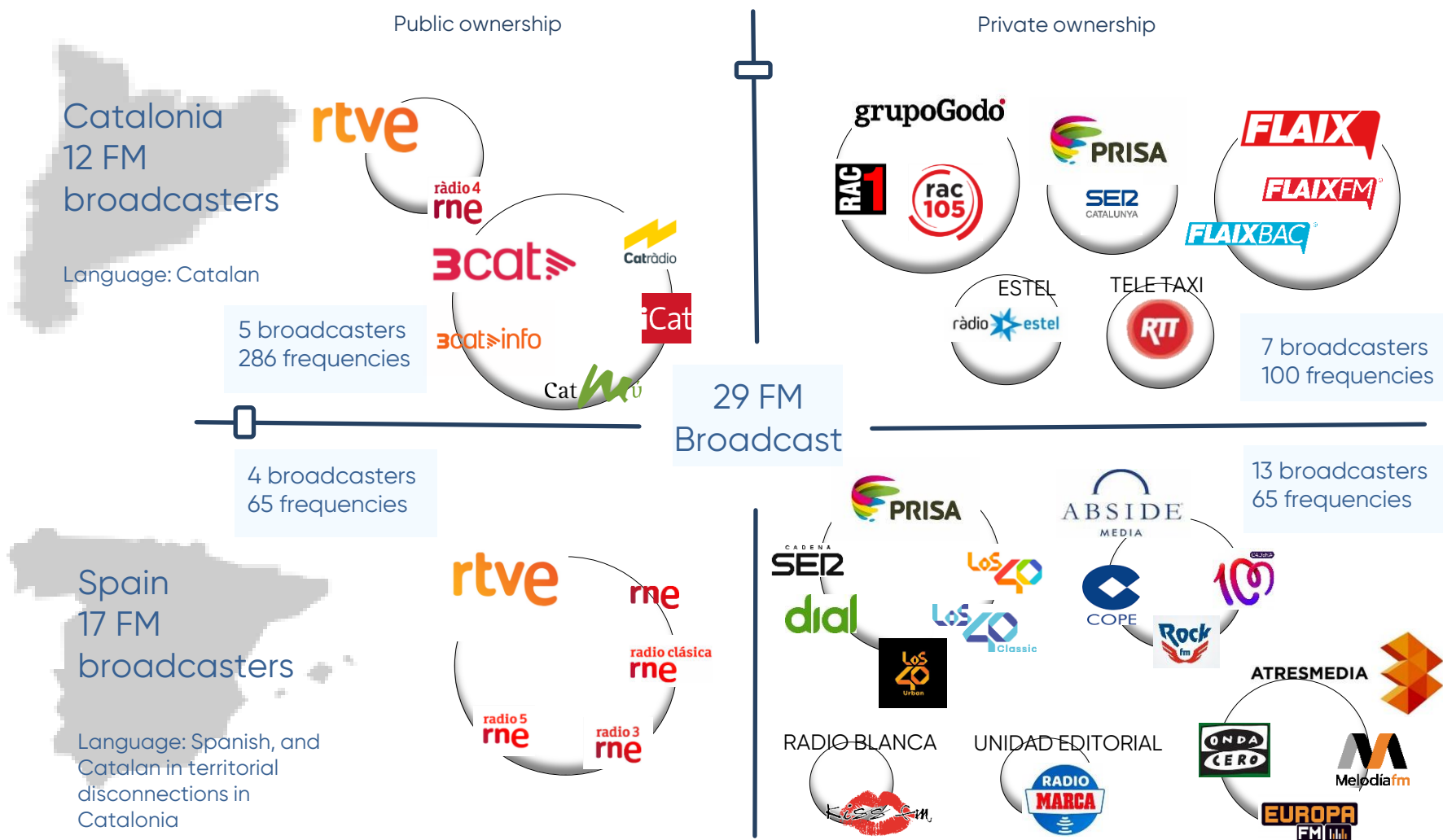
Typology of radio services available in Catalonia (253 FM radios)



Note: Within the BIAC, a radio station is defined as a medium that broadcasts a radio product through one or more frequencies, and a broadcasting network is defined as a group of local radio stations that broadcast from a centralized source. Radio stations with a broadcasting license are counted regardless of their administrative situation.

Source: CAC, Ministry for Digital Transformation and the Civil Service and EGM – 1st sweep (radio consumption). May 2026.

Radio services in Catalonia and Spain

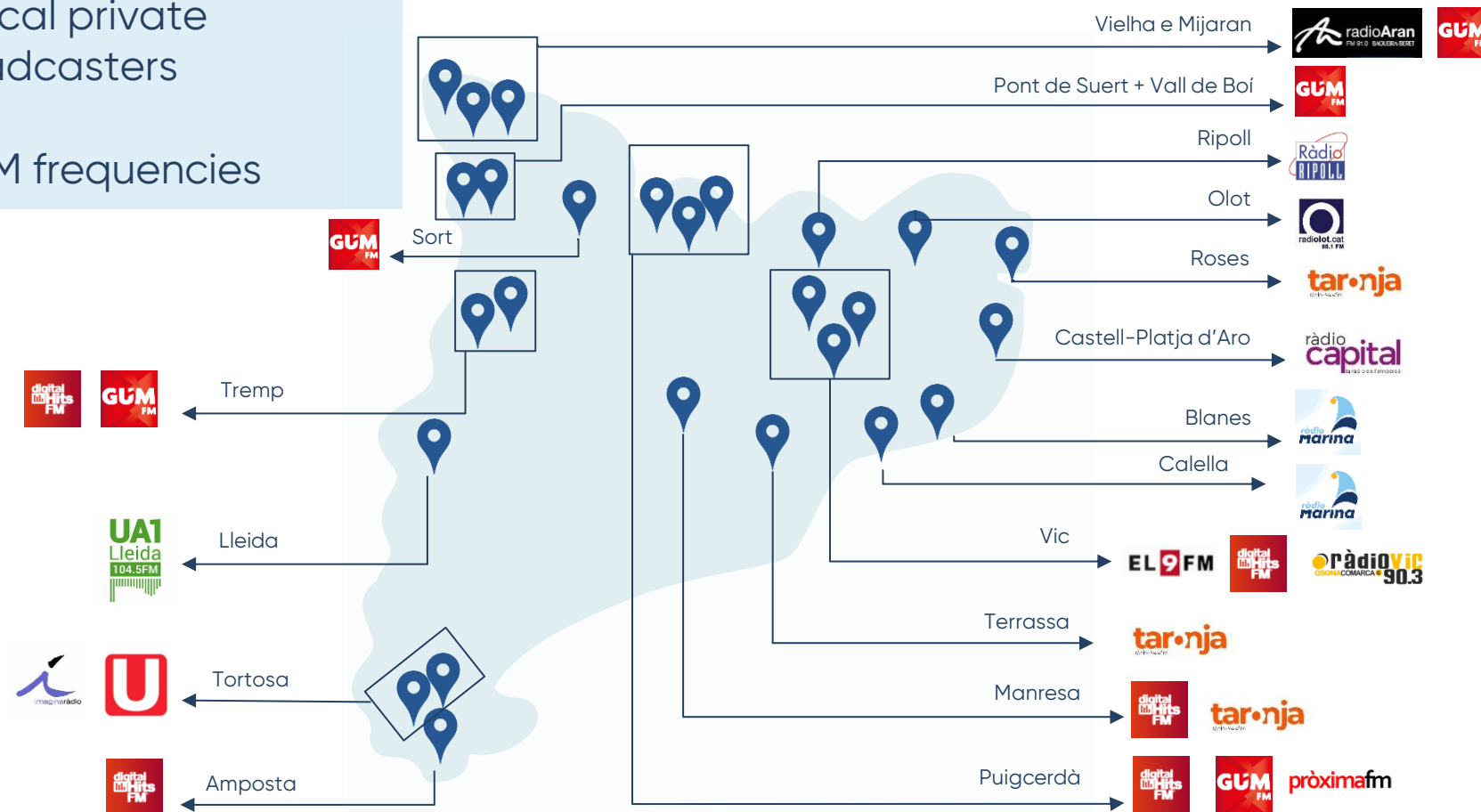


Source: CAC, Ministry for Digital Transformation and the Civil Service and provider corporate websites. May 2026.

Commercial local radio services

14 local private
broadcasters

27 FM frequencies



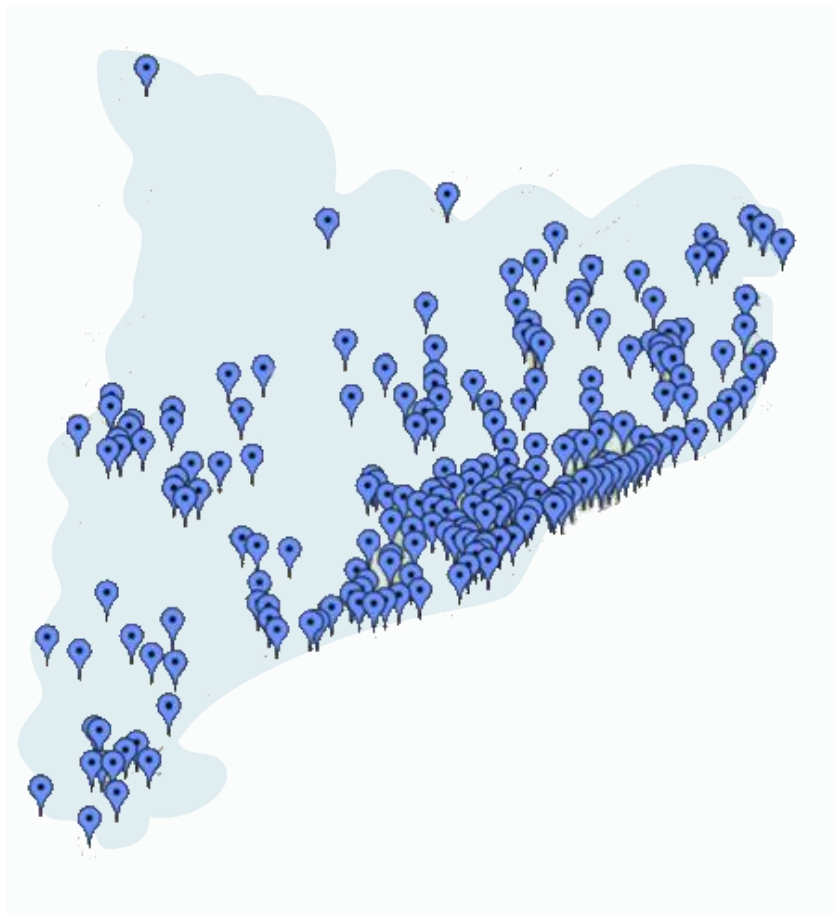
Note: The map shows the radio stations with a license that are currently broadcasting, regardless of their administrative situation.

Source: CAC and corporate websites. May 2026.

Public local radio services

210 municipal
radio stations

214 FM
frequencies



Note: The map shows the radio stations with a license that are currently broadcasting, regardless of their administrative situation.

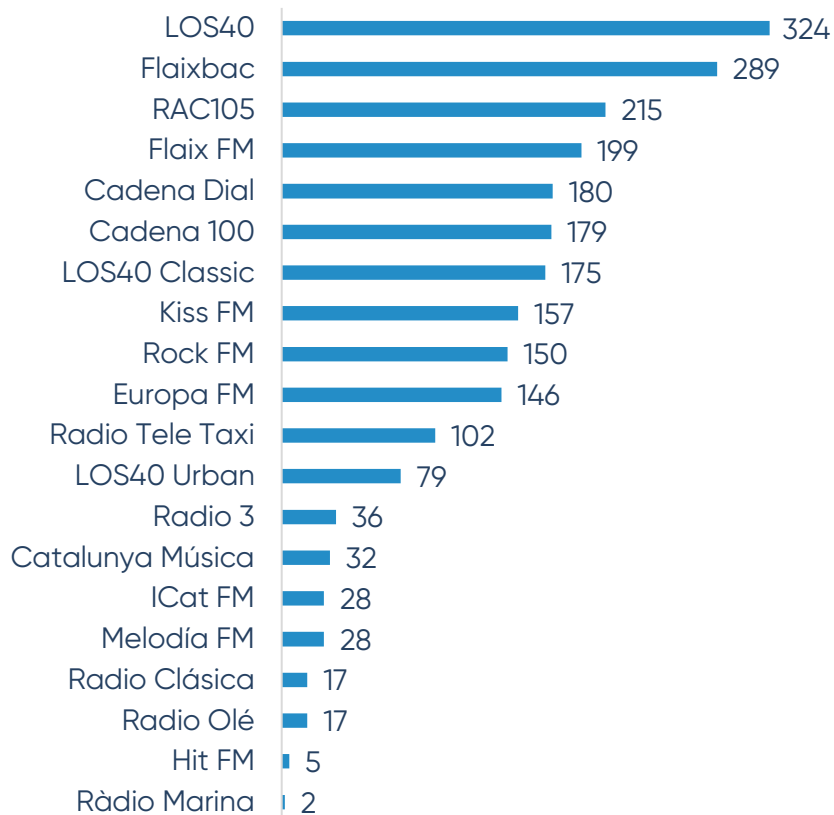
Source: CAC and corporate websites. May 2026.

Radio audiences (1)

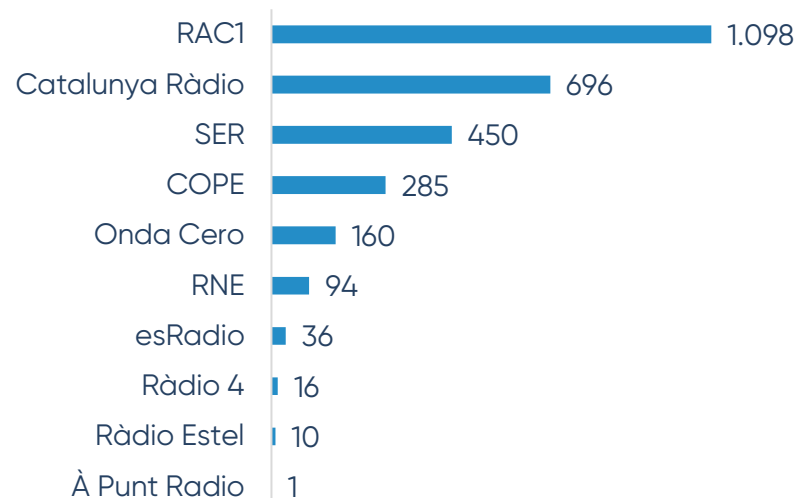
Daily accumulated radio audience in Catalonia, by type (in thousands)

Monday to Friday

Music radio



Generalist radio



News Radio

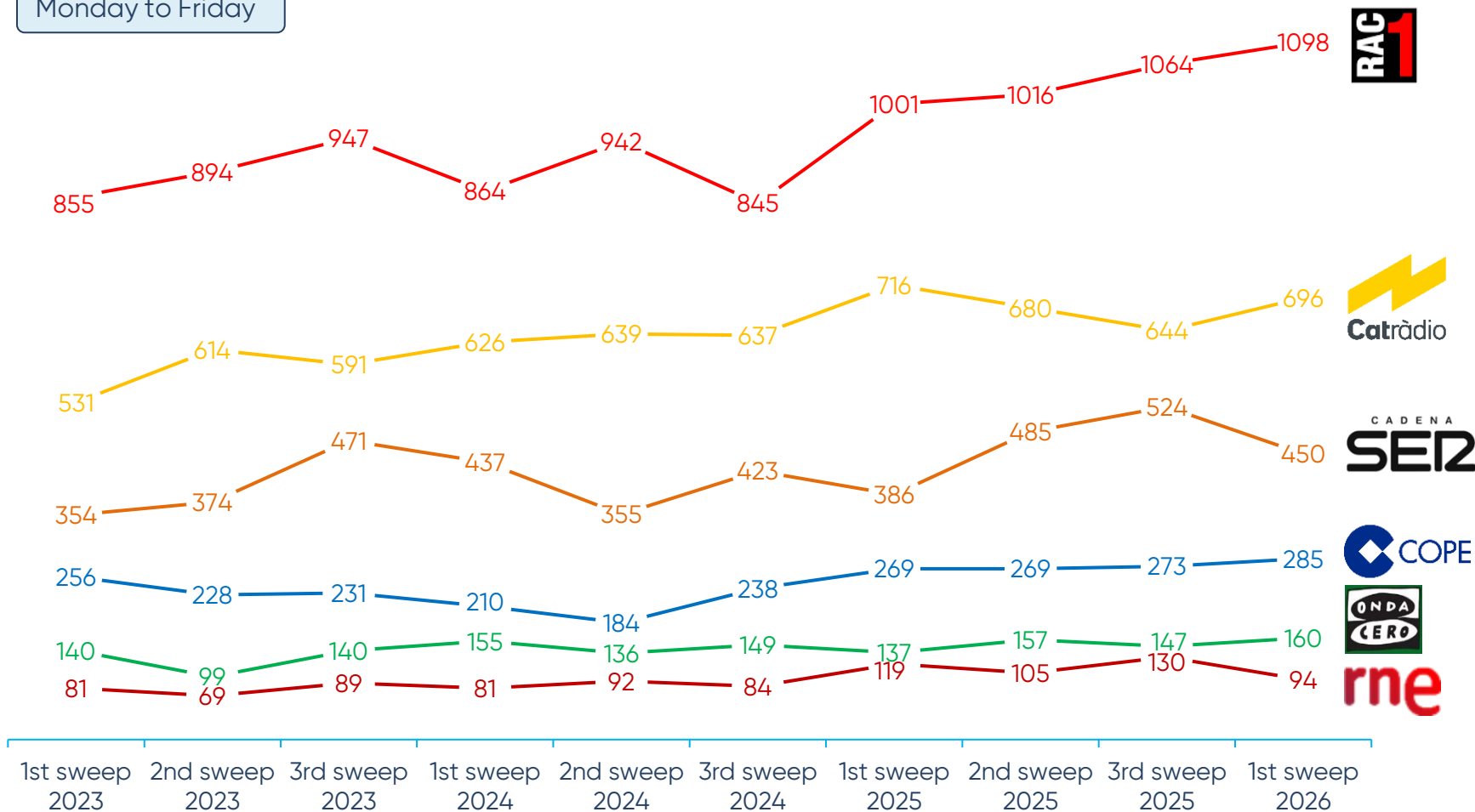


Source: EGM – Catalonia Data. 1st sweep 2026.

Radio audiences (2)

Ranking of generalist radio stations in Catalonia. Period: 1st sweep 2023 – 1st sweep 2026 (in thousands)

Monday to Friday



Source: EGM – Catalonia Data. 1st sweep 2026.

Radio audiences (3)

Audience of leading generalist radio stations by time brackets in Catalonia. 1st sweep 2026 (in thousands)

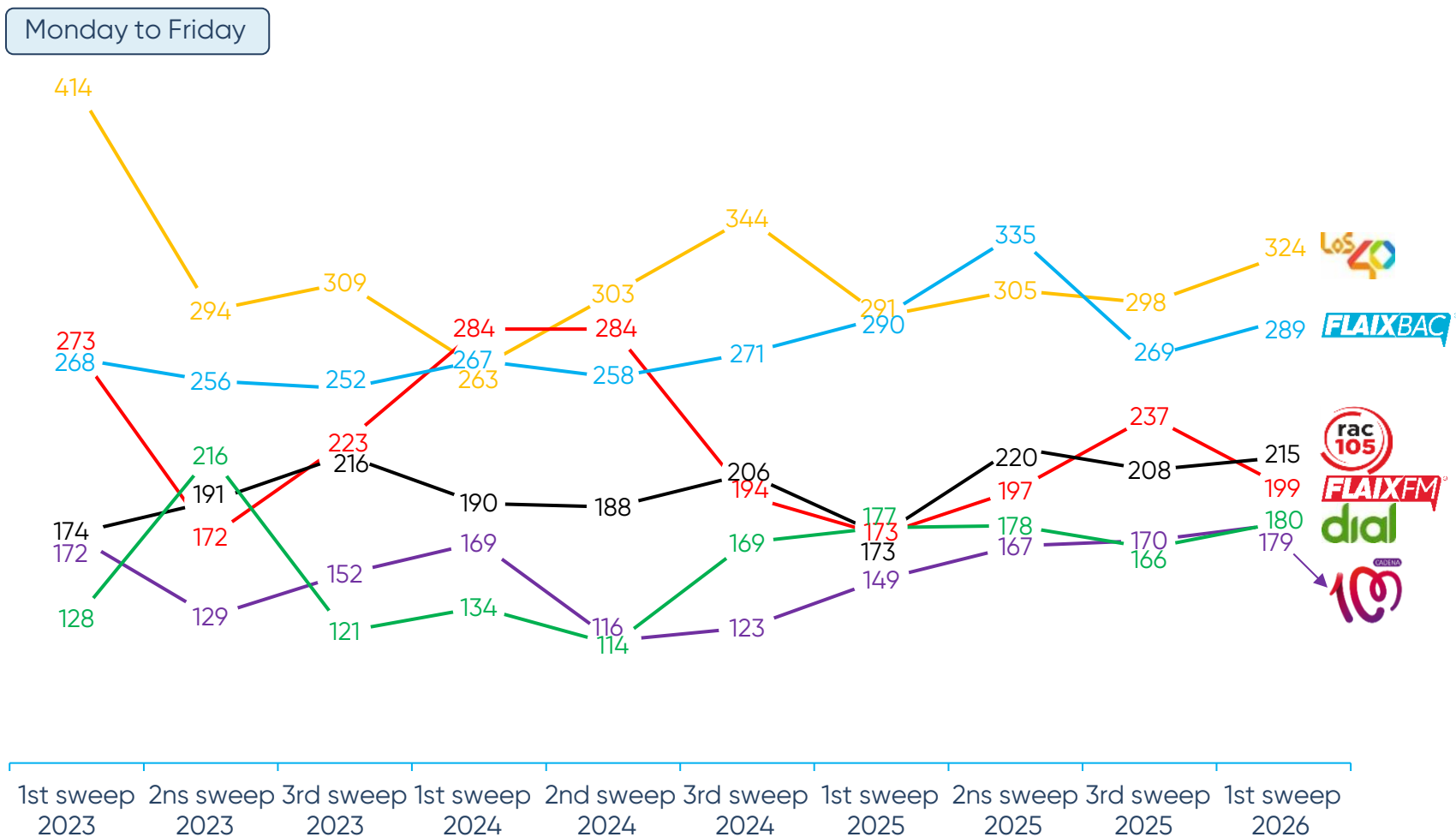
Monday to Friday

	Total audience	6 am to 12 am	12 am to 4 pm	4 pm to 8 pm	8 pm to 6 am
	1.098	809	386	365	293
	696	405	208	225	224
	450	281	136	97	143
	285	186	78	46	113
	160	119	41	26	23
	94	69	32	17	24

Source: EGM – Catalonia Data. 1st sweep 2026.

Radio audiences (4)

Ranking of music radio stations in Catalonia. Period: 1st sweep 2023 – 1st sweep 2026 (in thousands)

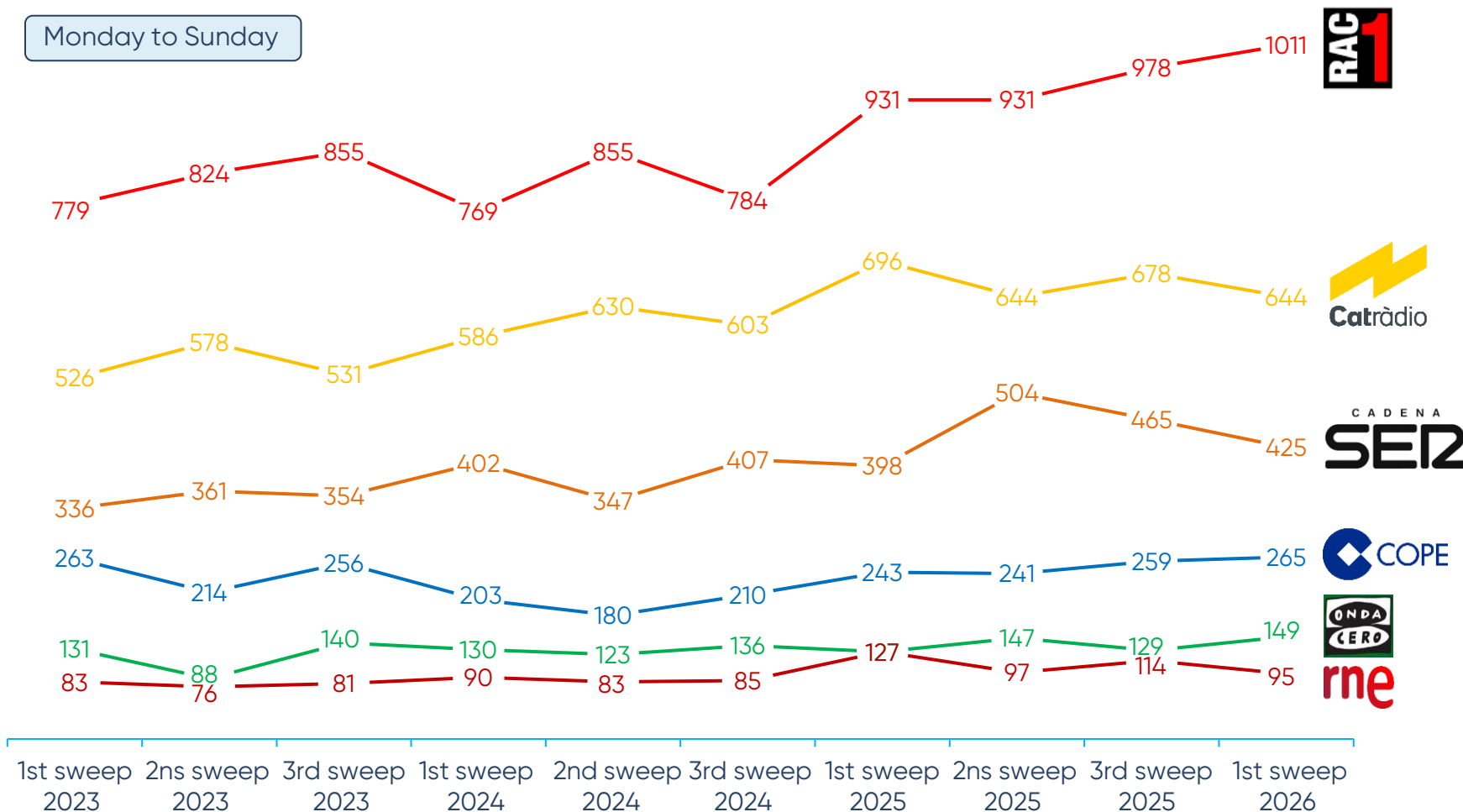


Source: EGM – Catalonia Data. 1st sweep 2026.

Radio audiences (5)

Ranking of generalist radio stations in Catalonia. Period: 1st sweep 2023 – 1st sweep 2026 (in thousands)

Monday to Sunday

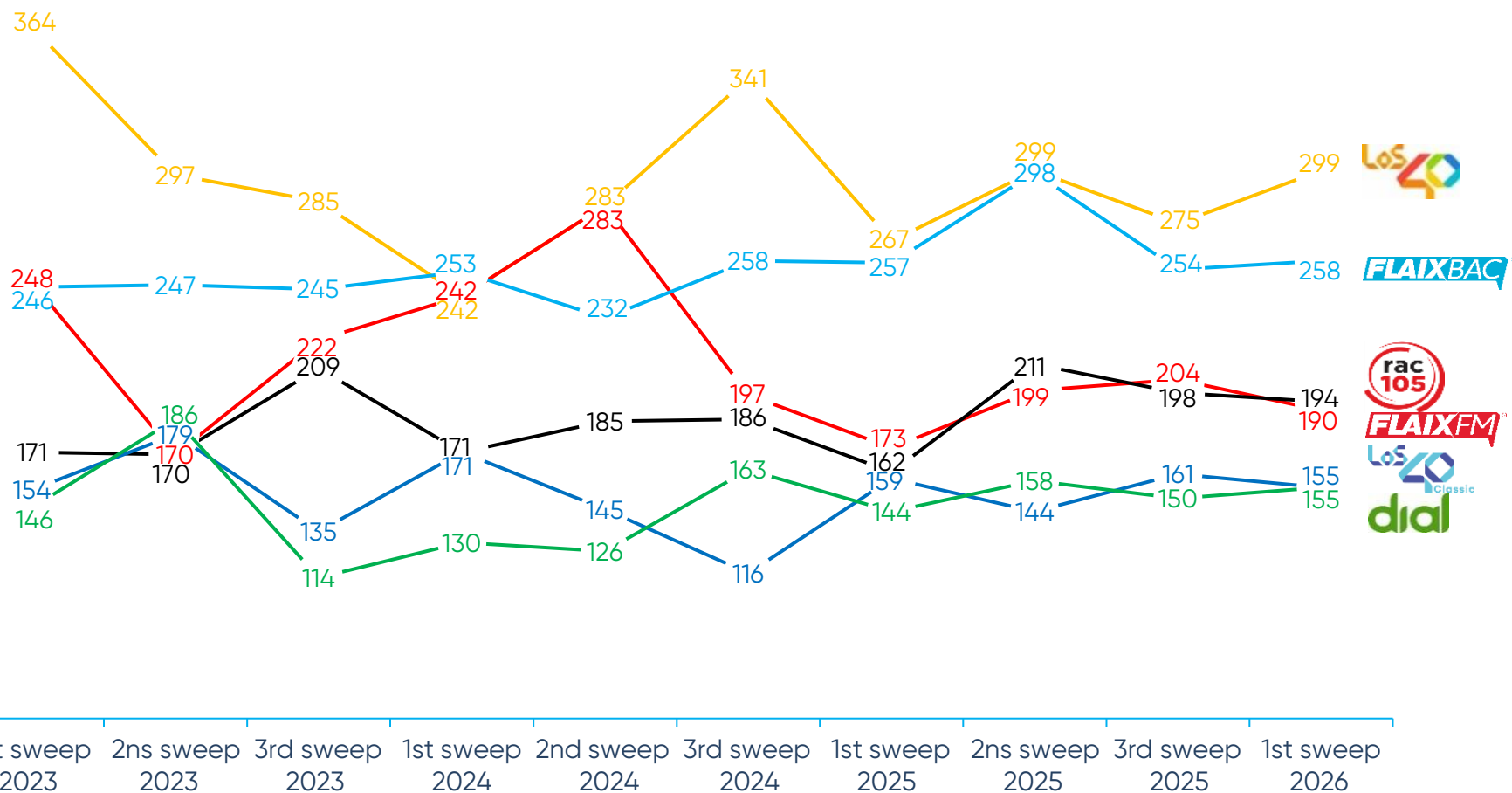


Source: EGM – Catalonia Data. 1st sweep 2026.

Radio audiences (and 6)

Ranking of music radio stations in Catalonia. Period: 1st sweep 2023 – 1st sweep 2026 (in thousands)

Monday to Sunday



Source: EGM – Catalonia Data. 1st sweep 2026.

Consumption of radio via Internet in Catalonia

+1,500,000 listeners

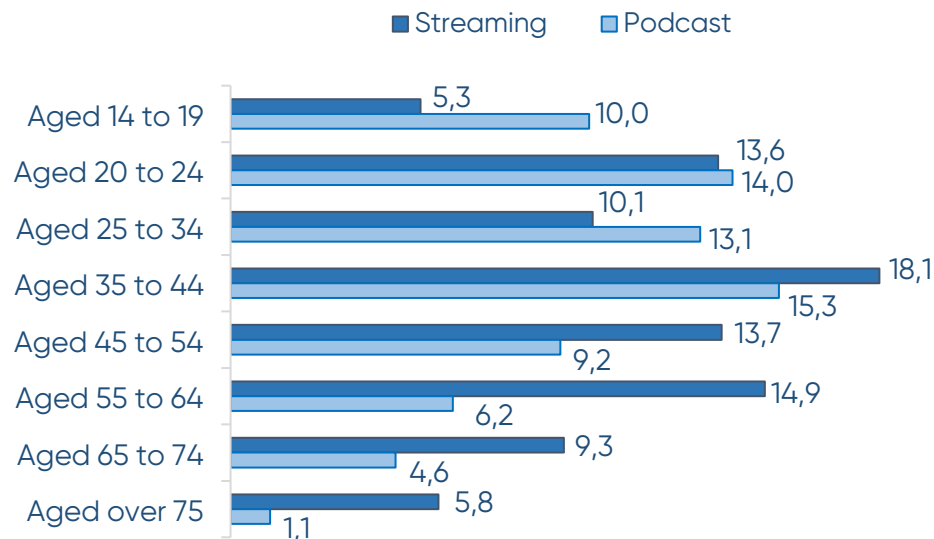
21,3% of the population in Catalonia listens to radio online, both streaming and podcasts.

Internet radio listeners, by gender (in %)



Men listen to the radio via the Internet, both streaming and podcasts, more than women.

Profile of the internet listener in Catalonia (in %)



By ages, younger people listen more to podcasts than streaming. Listeners above 35 prefer streaming.

Source: EGM – Catalonia Data. 1st sweep 2026. Period: February–March 2026 (Monday to Friday).

Consumption of podcast in Catalonia

Total cumulative audience of most consumed podcasts, by type

Generalist radio	Musical radio	News radio
567.000 persones	39.000 persones	56.000 persones

Between April 2025 and March 2026, the public listened to podcasts by radio stations with a range of contents: news, sports, culture, humour, etc.

Catalunya Ràdio was the leading generalist station in podcast consumption in Catalonia, with a cumulative audience of 119,000 listeners. It is followed by Cadena SER (106,000) and RAC1 (88,000).

Top radio stations by podcast consumption, by type

Generalist radio stations	  
Musical radio stations	 
News radio stations	

As for musical podcast broadcasting, two radio stations reached a cumulative audience of 4,000 listeners: LOS40 and Radio 3. No other music radio station exceeded 2,000 listeners of cumulative audience of podcasts.

Regarding news, 5,000 people listen to Radio Marca podcasts.

Source: EGM – Catalonia data. 1st cumulative sweep 2026. Period: April 2025–March 2026 (from Monday to Sunday).

News flashes (1)

Granting of a new DTT license in Spain

The Ministry for Digital Transformation and the Civil Service has [granted](#) the license for a new statewide DTT channel. It has resolved the public tender launched last October in favour of Servicios Integrados Entretenimiento Televisivo, SL (SIETE, SL).

The new channel will have six months to launch and become operational. The license will be valid for 15 years and is part of the [Plan Técnico Nacional de la TDT](#) [National DTT Technical Plan] approved by the Spanish Government in March 2025.

First Catalan podcast aggregator

In February 2026, [Audio.cat](#) published the first aggregator that collects all the podcast episodes in Catalan, a tool that allows you to view the most recent episodes in Catalan published on any platform. The contents that are available, 40,000 at the time of launch, are updated and increase on a daily basis and are shown in chronological order according to their publication. They are classified by categories, such as humour, culture, science, children or society, among others. This project has the support of the Departament de Política Lingüística [Department of Language Policy] of the Catalan Government.

Digital wellbeing of children and teenagers

The Catalan Government approved last 17 February the [Agreement GOV/34/2026](#), aimed at promoting the development of a children and teenager digital well-being model and the creation of the Comissió Interdepartamental per al Benestar Digital de la Infància i l'Adolescència [Interdepartmental Commission for the Digital Well-being of Children and Adolescents]. The priority of the initiative is to support, empower and involve the Administration, families, educational community, social agents and other professionals. The Agreement aligns with the objectives of the [Pacte Nacional de Salut Mental \(PNSM\)](#) [National Mental Health Pact], approved on December 2025.

Meta and Google, liable for the social media addiction

In March 2026, a Los Angeles jury (USA) found [Meta and Google](#) liable for intentionally building addictive social media platforms that harmed the mental health of a 20-year-old woman, known as 'Kaley'. The claimant is to be awarded \$ 6 million in compensation, as it was determined that Meta and Google 'acted with malice, oppression or fraud'. This decision is likely to have implications for hundreds of similar cases now winding their way through US courts.

News flashes (and 2)

Public service fee in Switzerland

On 8 March, the Swiss Confederation voted in a referendum the [Initiative SRG "200 francs, ça suffit!"](#), which planned to reduce the fee to Swiss public television (SRG) from the current 335 CHF (366 €) to 200 CHF (218 €) and exempt companies from this tax. 62% of the votes were against the proposal. In 2018, the initiative "Oui à l'abolition de la redevance télé [fee]" was rejected, with 72% of votes against the abolition of public funding of SRG and regional television stations.

Netflix, obliged to production in French in Belgium

On 26 March, the Constitutional Court of Belgium approved [sentence No. 36/2026](#), which dismisses the application for annulment brought by Netflix against the new system of contributions to audiovisual production in French-speaking Belgium. This contribution is made as an investment in coproduction, advance purchase of audiovisual works or programme commissioning, or as a payment to Centre du Cinéma et Audiovisuel de la Communauté française de Belgique (CCA).

Control of minors' access to social media

In March, the Conseil de l'IA et du numérique (CIANum), in France, published the report [Protection des mineurs en ligne par le contrôle de l'âge: comment aller plus loin?](#), where the efficiency of age control systems as an obstacle for children and teenagers to access social media is analysed. 'Age verification will not be enough to solve all the problems', as some blind spots remain: the growing use of generative AI and the development of the social media business model based on the attention economy, among others.

Regulation of influencers in Italy

The regulation body in Italy (Agcom) published a [FAQ section](#) on the Guidelines and the Code of Conduct for Influencers, adopted through Resolution NO. 197/25/CONS. The document is centred on three areas: transparency of commercial communications, child protection and user protection. The FAQ define the figure of the 'relevant influencer', stating that they are similar to editorial providers and, therefore, are subject to obligations similar to those applicable to the audiovisual media services, both legacy TV channels, and online VoD platforms.



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MAIN SOURCES

CAC: the Council's own data.

EGM: 3rd sweep 2026. Catalonia data.

Barlovento Comunicación: monthly public reports.

BIBLIOGRAPHIC CITATION

CATALAN AUDIOVISUAL COUNCIL. Butlletí d'informació sobre l'audiovisual a Catalunya (BIAC). (Newsletter on the Media Sector in Catalonia). No. 33. Barcelona: CAC, May 2026. <www.cac.cat>