

BIAC

Newsletter on the Media
Sector in Catalonia

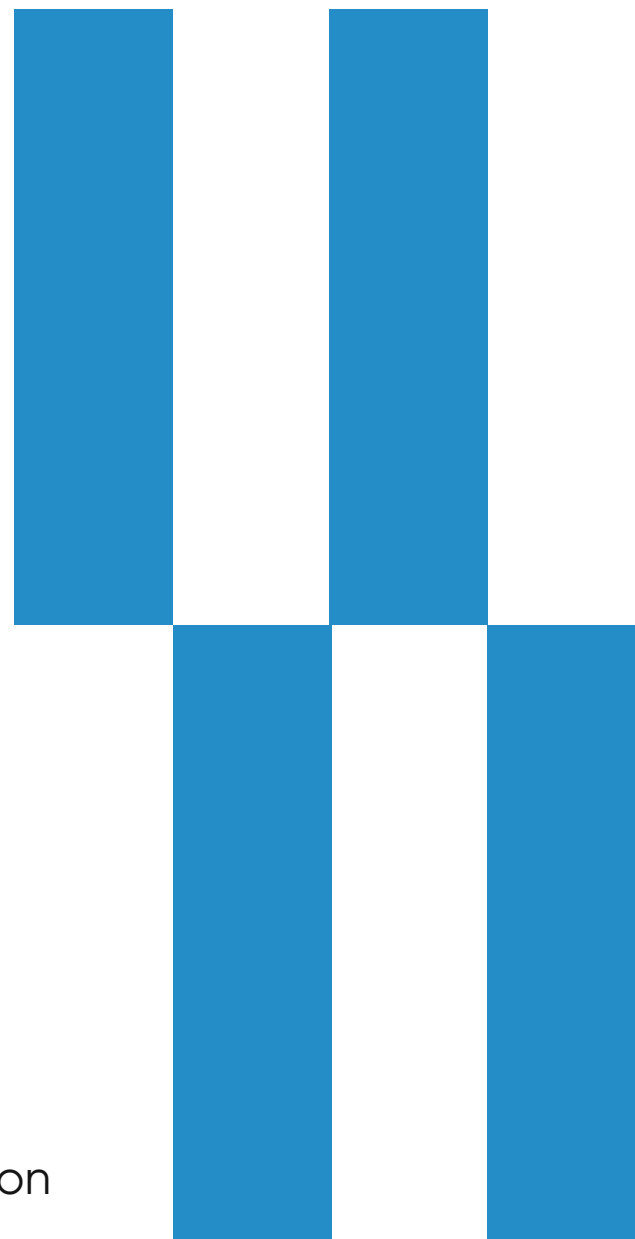
Note.

Consumption and perception of
the digital sphere



No. 34. September 2026

Area of Studies, Research and Innovation





No. 34
September 2026

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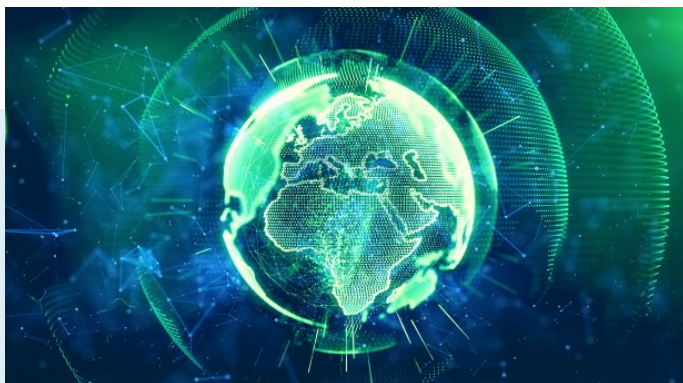
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Consumption and perception of the digital sphere (1)



The public digital sphere is the virtual space where we communicate, interact and opinion streams are created.

This Note collects the main data on consumption and citizen perception on the digital sphere. We use more and more internet, mainly to search information, use social media and consume audiovisual content online on platforms.

Additionally, the growing use of artificial intelligence (AI) tools has put this topic at the centre of the debate of the digital sphere, with such crucial issues such as ethics, disinformation or the credibility of everything that is disseminated online.

Data for Catalonia in this Note are gathered mainly from the last survey Navegantes en la Red, published in May 2026 by the Asociación para la Investigación de Medios de Comunicación (AIMC).



Consumption and perception of the digital sphere (2)

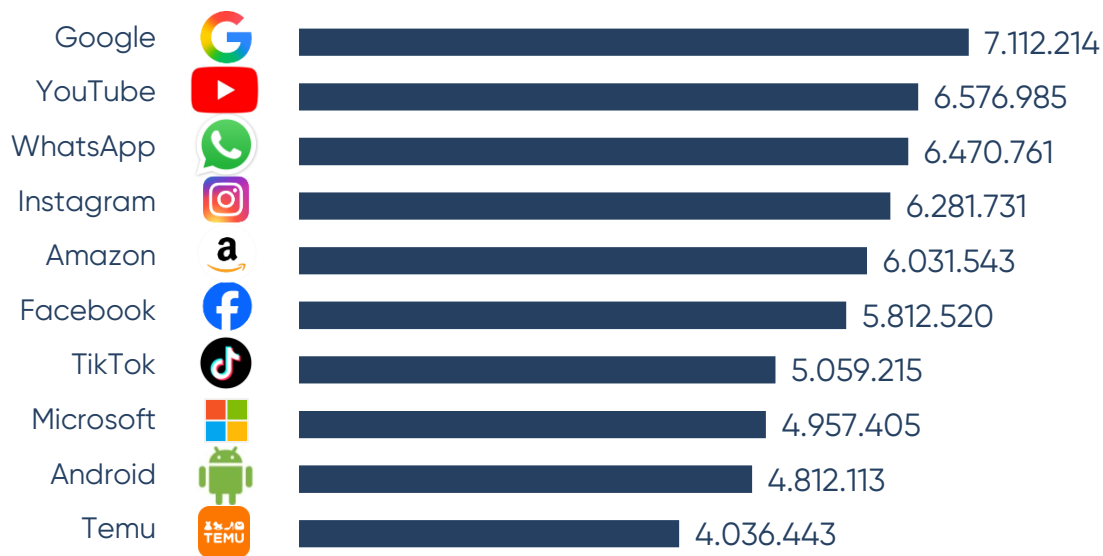
Internet consumption. Catalonia. June 2026

Daily connection time
per inhabitant
3 hours 22 minutes
+12.7% vs. 2025

Monthly unique users
7,155,121 people
+2.4% vs. 2025

Daily Average Audience
6,692,914 people
+ 10.2% vs. june 2025

Websites with the most monthly unique users. June 2026



The internet consumption data show a clear increase compared to the previous year.

5 of the 10 websites with the most unique users in June in Catalonia are social media platforms and all of them exceed 5 million unique users.

Source: Barlovento Comunicación, with data from GfK DAM (june 2026).

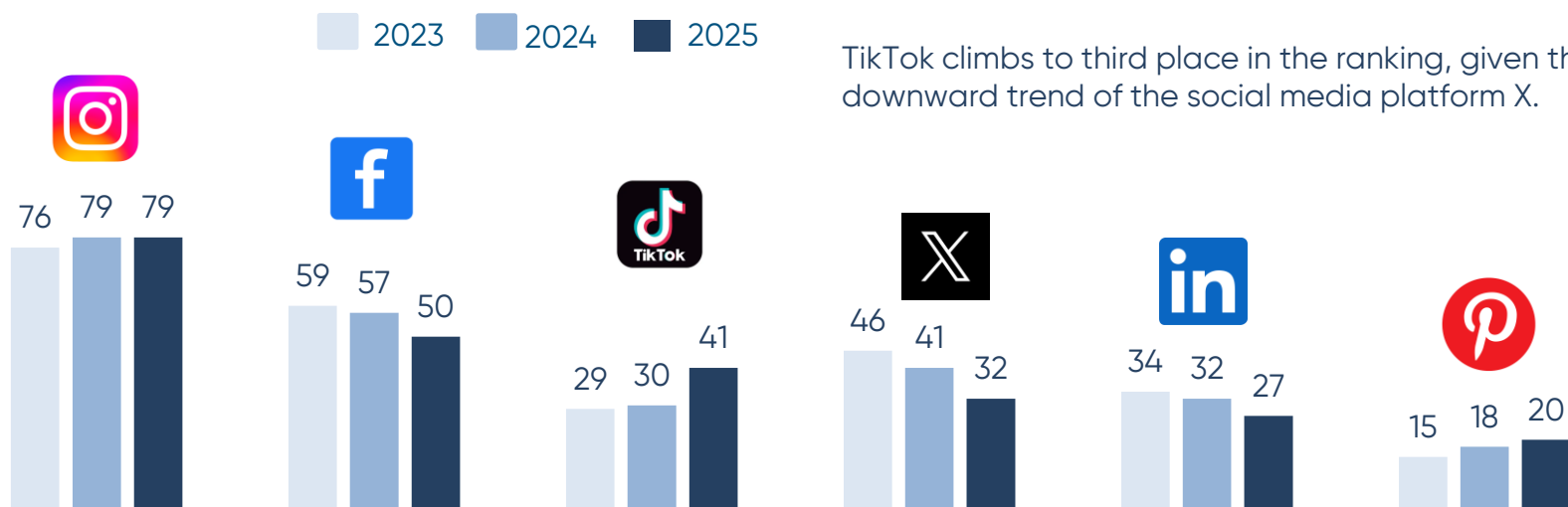
Consumption and perception of the digital sphere (3)

Social media consumption. Catalonia. Year 2025

4 out of 10 people spend more than one hour a day on social media

54% of people follow influencers, youtubers or streamers

Most-used social media (in %)



Instagram consolidates its position as the most-used and favourite social media platform in Catalonia, followed by Facebook.

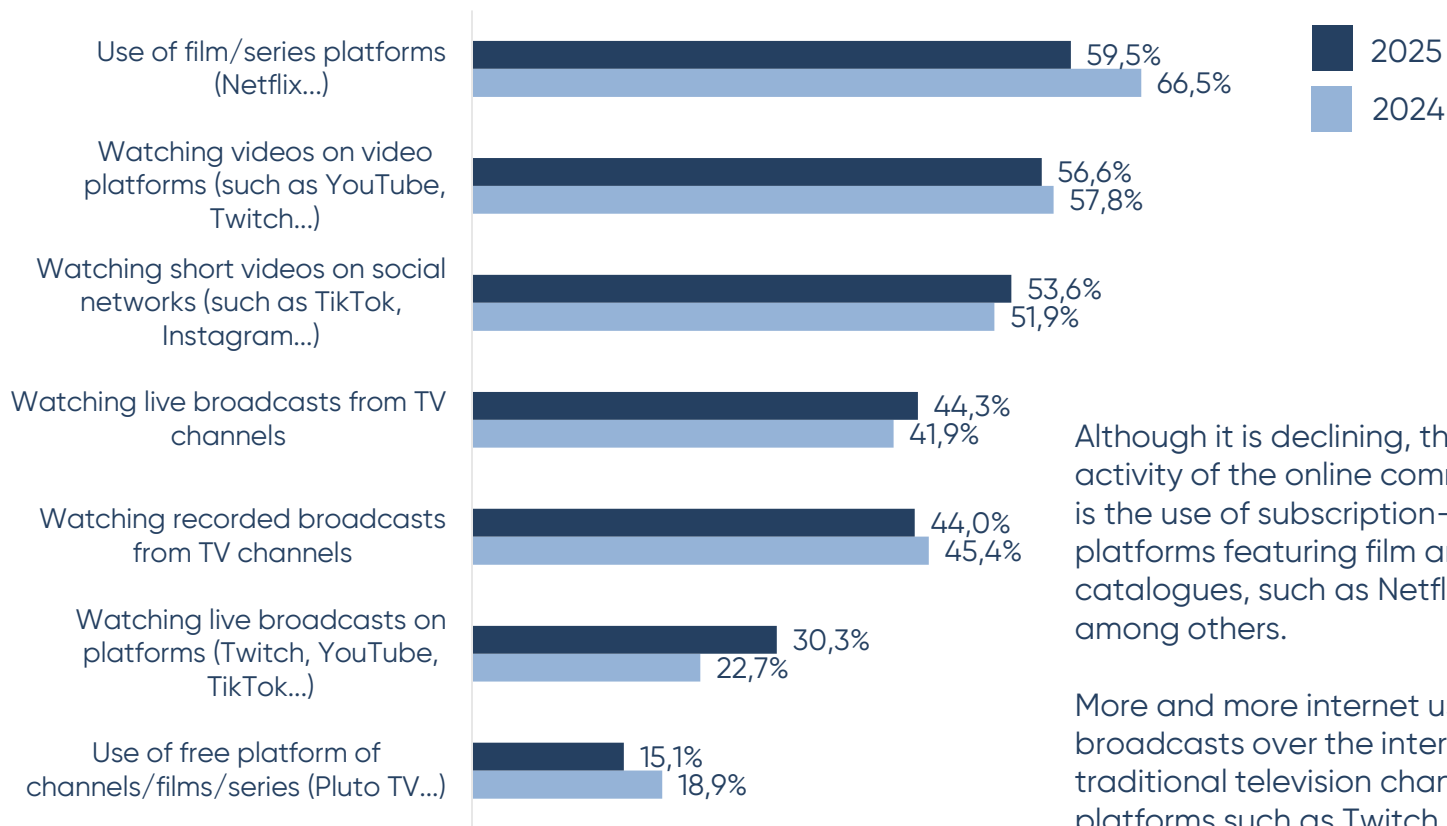
TikTok climbs to third place in the ranking, given the downward trend of the social media platform X.

Source: AIMC (2026). [28.ª encuesta a usuarios de internet - Navegantes en la red](#). Catalonia data.

Note: The AIMC survey does not consider YouTube to be social media, nor instant messaging applications such as WhatsApp.

Consumption and perception of the digital sphere (4)

Main audiovisual activities on the internet. Catalonia. Comparison 2024-2025



Although it is declining, the main audiovisual activity of the online community in Catalonia is the use of subscription-based audiovisual platforms featuring film and series catalogues, such as Netflix, HBO or Disney+, among others.

More and more internet users watch live broadcasts over the internet, whether from traditional television channels or from platforms such as Twitch, YouTube or TikTok.

Question: In the past 30 days, which of the following audiovisual activities have you done via the Internet?

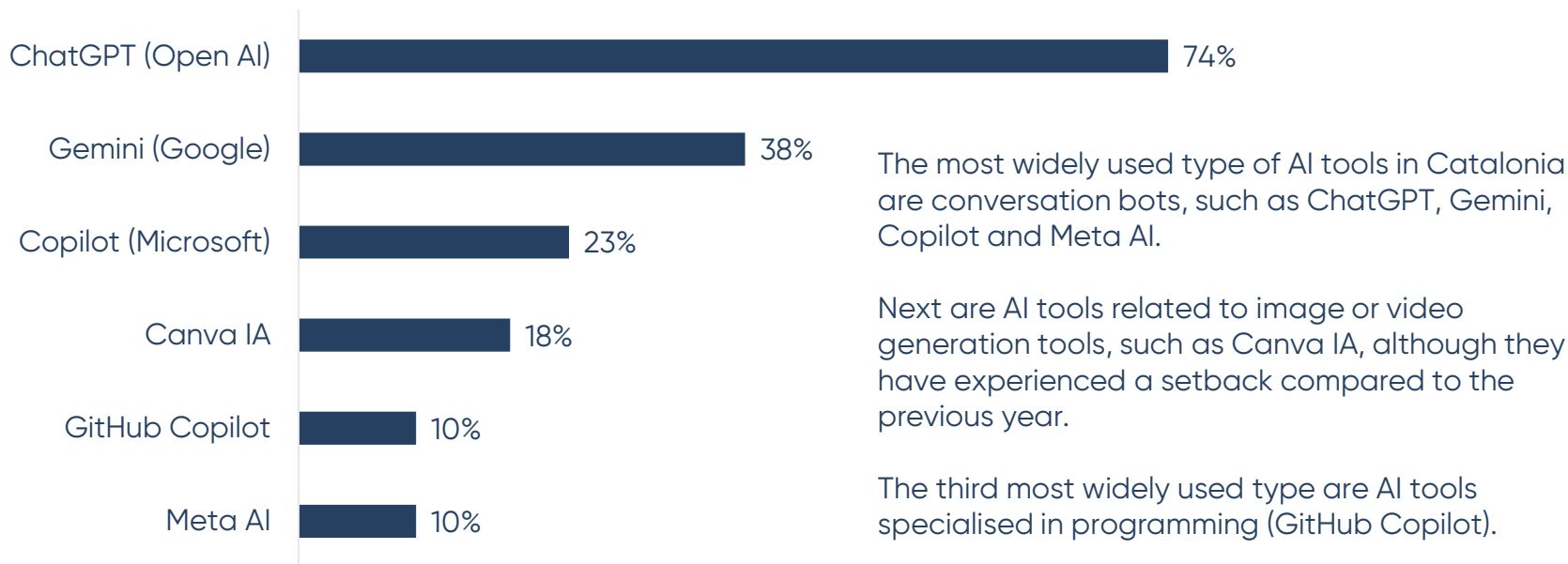
Source: AIMC (2026). [28.ª encuesta a usuarios de internet - Navegantes en la red](#). Catalonia data.

Consumption and perception of the digital sphere (5)

Use of artificial intelligence in Catalonia

The use of AI has quickly spread: according to AIMC, 20% of Catalan Internet users state never having used an artificial intelligence tool, a number that has halved in a year.

Most widely used AI tools



Question: What artificial intelligence tools have you used over the past 30 days?

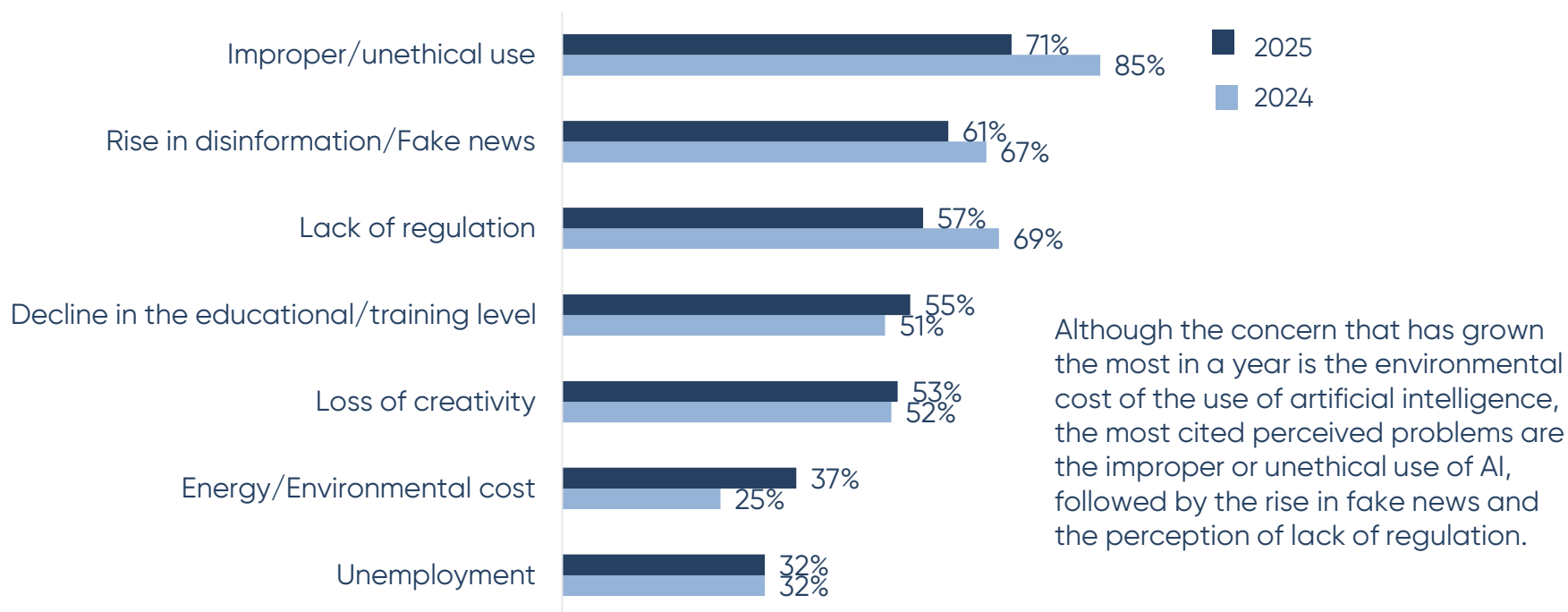
Source: AIMC (2026). [28.ª encuesta a usuarios de internet - Navegantes en la red](#). Catalonia data.

Consumption and perception of the digital sphere (6)

Perception of artificial intelligence in Catalonia

People that use artificial intelligence tools declare they are satisfied with its use.
1 in 4 internet users uses paid AI tools.

Main AI problems



Question: What do you think are AI main problems?

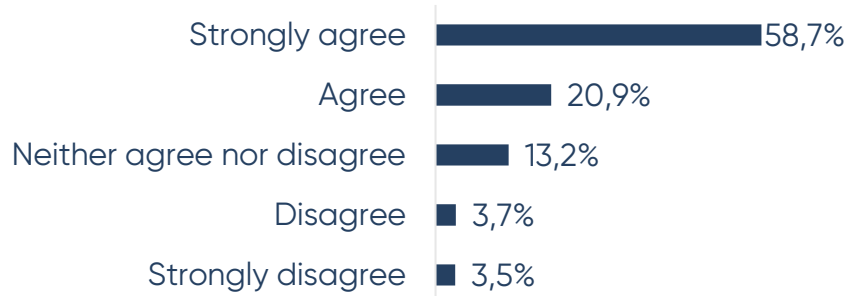
Source: AIMC (2026). [28.ª encuesta a usuarios de internet - Navegantes en la red](#). Catalonia data.

Consumption and perception of the digital sphere (and 7)

The lack of credibility and trust in media is closely related to the rise of disinformation and fake news.

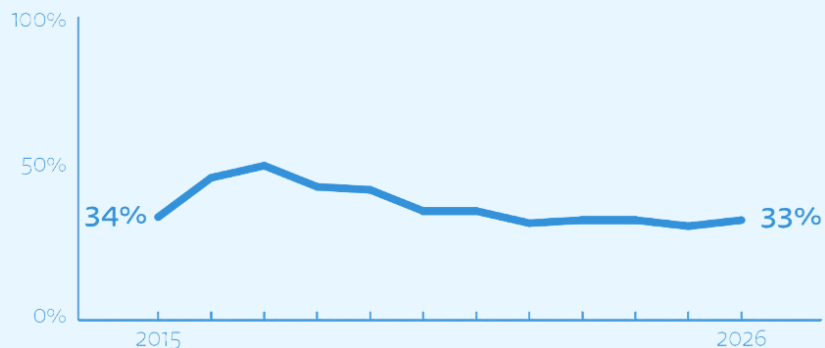
In Catalonia, 80% of Internet users state that fake news are a serious problem on the Internet, and that there should be an official organisation that restricts them.

Question: Should there be an official organisation that identifies and restricts the publication of fake information on the internet?



Source: AIMC (2026). [28.ª encuesta a usuarios de internet - Navegantes en la red](#). Catalonia data.

Trust in news. Spain. Period 2015-2026



In Spain, 1 in 3 people states that they trust 'most news most of the time'. This level of trust in news is 4 points lower than the world average, according to Reuters Institute.

In addition, 37% avoids current news often or sometimes.

Spain data source: Reuters Institute of Oxford University. [Digital News Report 2026](#).

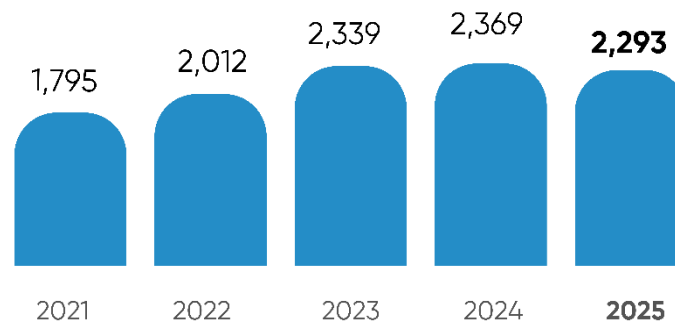
The video game industry (1)

The video game industry in Spain

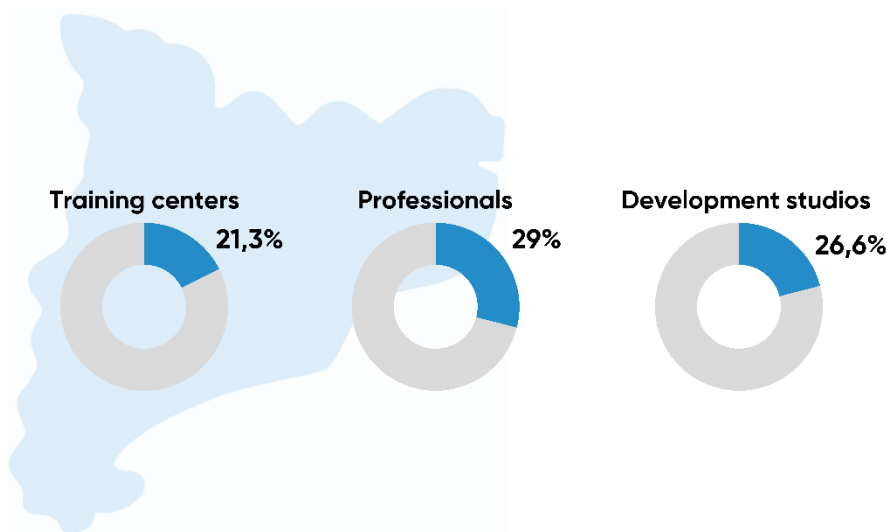
In 2025 the video games sector had a turnover of 2,293 million euros (-3.2% vs. 2024). One third of this turnover corresponds to physical sales (873 million euros) and the rest, the majority, to digital sales (1,419).

In terms of employment, the video games sector employs more than 16,000 people.

Gross revenue of the video games industry. Spain (in €m)



The video game industry in Catalonia



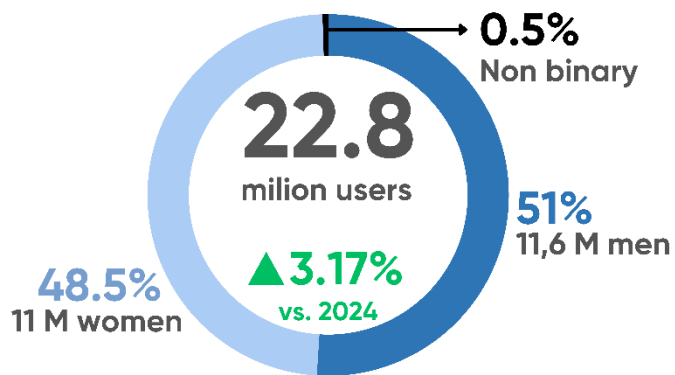
The industry in Catalonia accounts for 29% of the workforce across Spain, ahead of Madrid (27%), Andalusia (13%) and the Valencian Community (11%).

Catalonia also ranks first in relation to the number of training centers (23 of 108) and video game development studios (114 of 429).

Source: AEVI (2026). [La industria del videojuego en España. Anuario 2025](#).

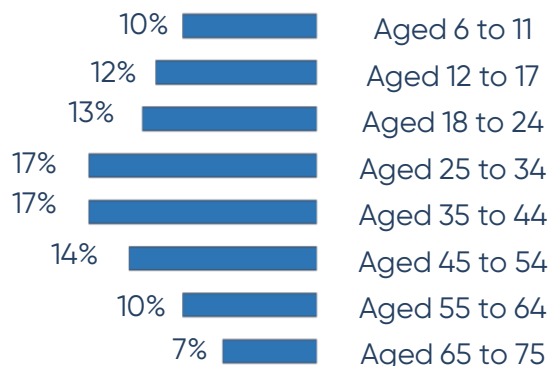
The video game industry (2)

Video game player profile

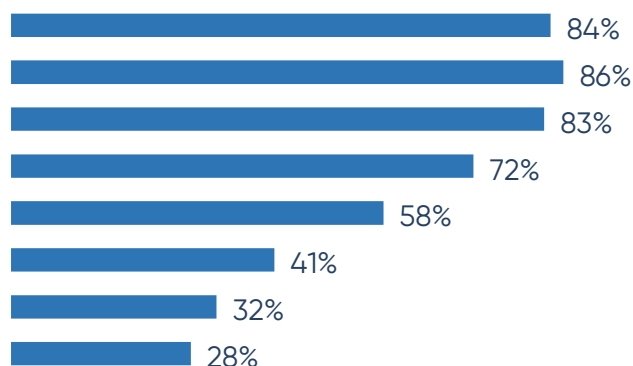


- More than half of the Spanish population plays videogames (54% of the total population).
- By age, the majority profile is in the 25 to 44 age bracket (34%), but there is also room for players over 65 (7%).
- The most widely used devices are the mobile phone and the tablet (43%), followed by consoles (29%) and the computer (28%).
- The average weekly time spent playing to video games in Spain is 8 h 31 min. Ahead of Spain are countries such as the United Kingdom (10 h 30 min) and Germany (11 h 3 min) and, behind it, France (7 h 37 min) and Italy (7 h 53 min).

Player profile by age



Penetration by age (% of gamers within the population)

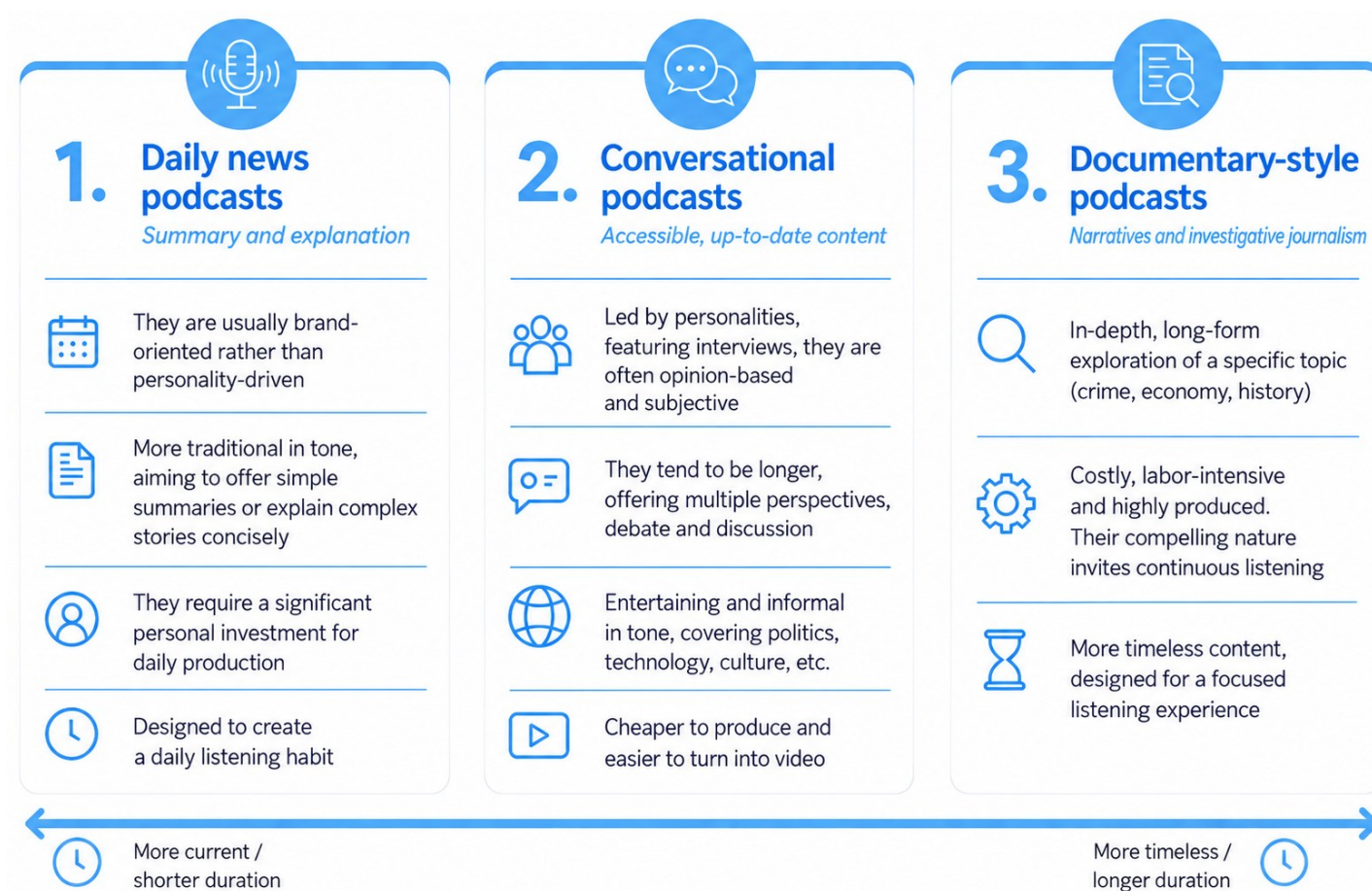


Source: AEVI (2026). [La industria del videojuego en España. Anuario 2025](#).

The new generation of podcasts (1)

Podcasts are no longer just audio: video, conversational formats and personality-led content are on the rise.

With the new algorithmic strategies, platforms (YouTube, Spotify and Apple) accelerate this change.



Source: Reuters Institute. [The Changing Shape and New Economics of News Podcasting](#). Original chart: [Audiogen](#).

The new generation of podcasts (2)

Video in podcasts provides more complete contents and strengthens the link with the star presenter. But audio remains the key element of the format.

In the Spanish market, people under 25 make a more significant use of Spotify and YouTube, whereas older users tend to prefer specific apps offered by their favourite radio station.

In radio podcast applications, the male public shows greater consumption than the female public.

Which platform do you use to access podcast content in the Spanish market?



Podcasts duration: age-based preferences in Spain

AGE >	16-25	26-39	40-55	Over 55
Less than 20 min	9%	16%	20%	24%
Between 20-45 min	44%	55%	45%	49%
More than 45 min	23%	12%	8%	4%

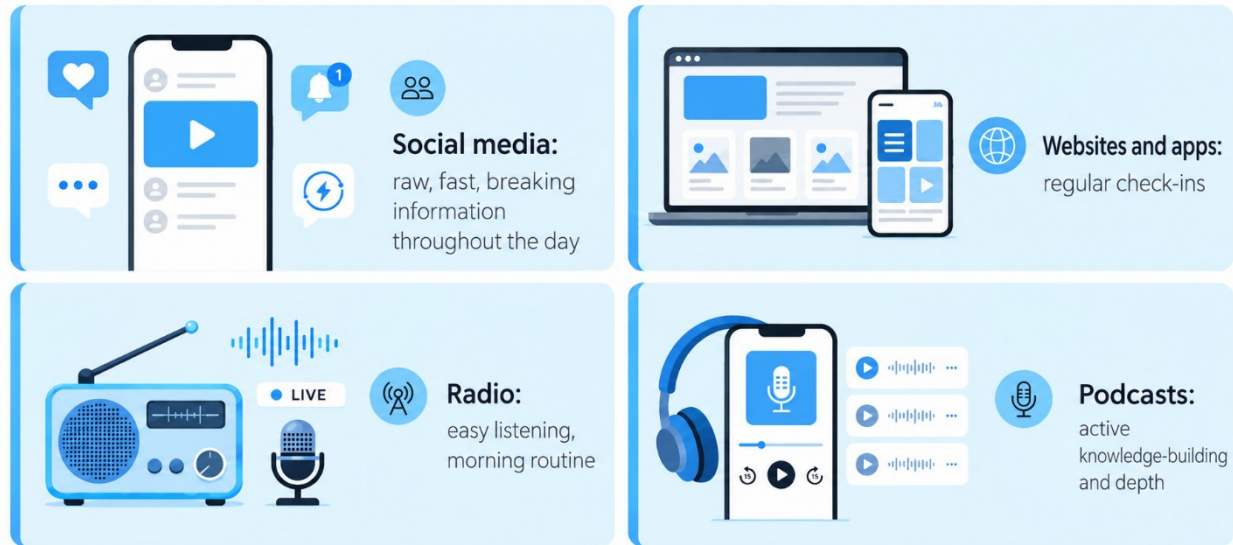
Source: IAB Spain. [Estudio de Audio Digital 2026](#).

The new generation of podcasts (i 3)

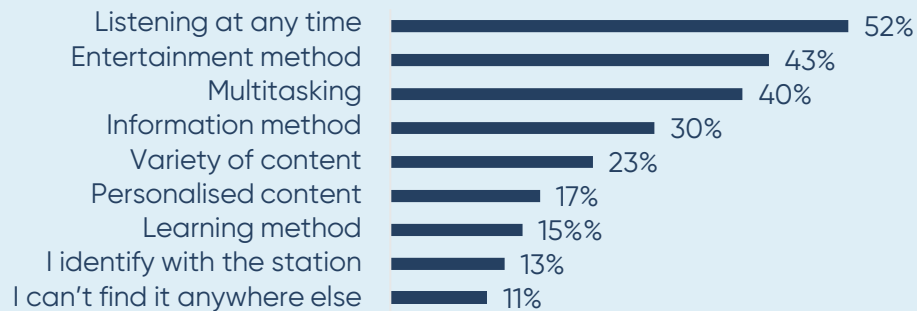
In the Spanish market, three in four users consume digital audio while doing other activities.

Podcasts are companions on your commute, at home, whilst exercising, studying or working.

They have an educational function and provide depth and knowledge.



Motivations of access to digital audio



All in all, digital music is the most listened-to content, followed by podcasts.

Sources: Reuters Institute. [The Changing Shape and New Economics of News Podcasting](#) and IAB Spain. [Estudio de Audio Digital 2026](#).

TV services in Catalonia

Available TV channels

77 channels

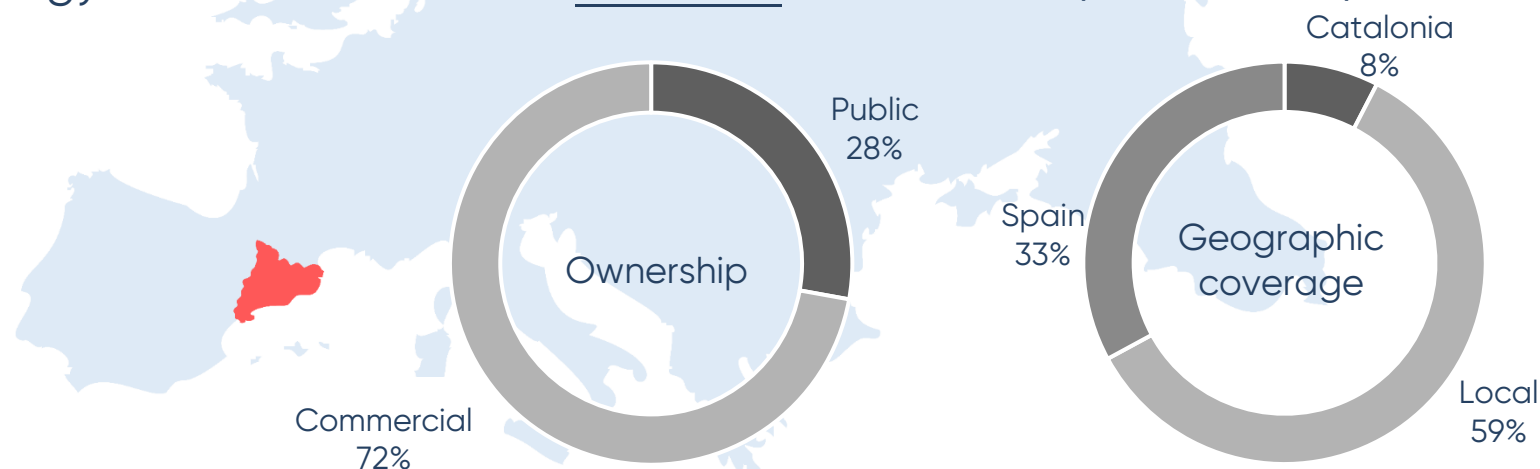
TV channels per home

Average of 31 channels

TV consumption per person/day

Average of 1 h 57 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 (August TV consumption). September 2026.

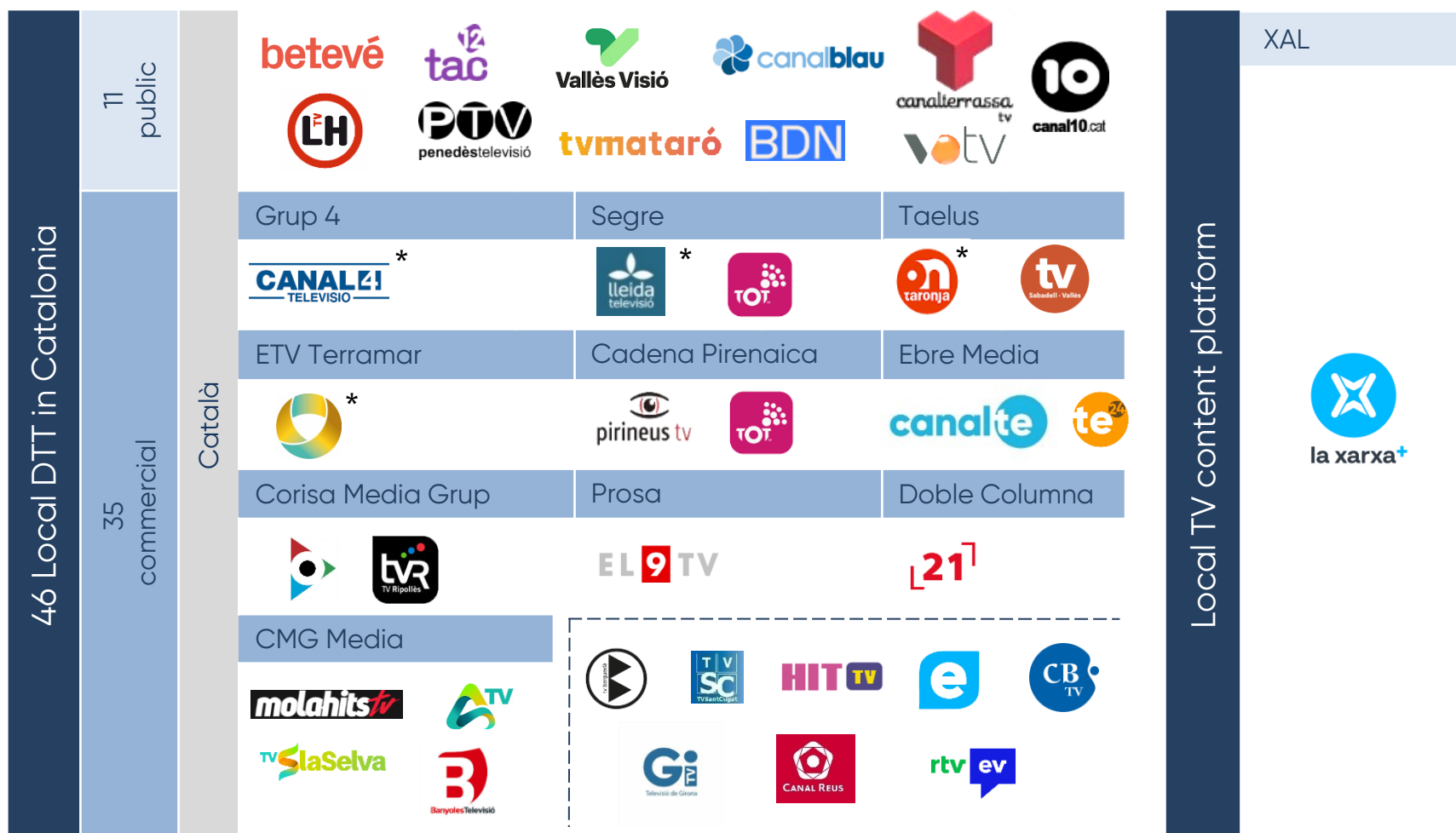
TV services in Catalonia and Spain

5 DTT Catalonia	5 public	Catalan	Corporació Catalana de Mitjans Audiovisuals – 3Cat	TV content platforms	CCMA-3Cat
			   		
			Ens Públic de Radiotelevisió de les Illes Balears – IB3		IB3
26 DTT Spain	5 public	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.

Source: CAC and corporate websites. September 2026.

Local TV services in Catalonia



Note: Marked with an asterisk, television channels with presence in more than one DTT district.

Source: CAC and corporate websites. September 2026.

Public local TV services in Catalonia

11 local public TV channels



Source: CAC and corporate websites. September 2026.

Commercial local TV services in Catalonia

35 local commercial
TV channels

20 DTT districts

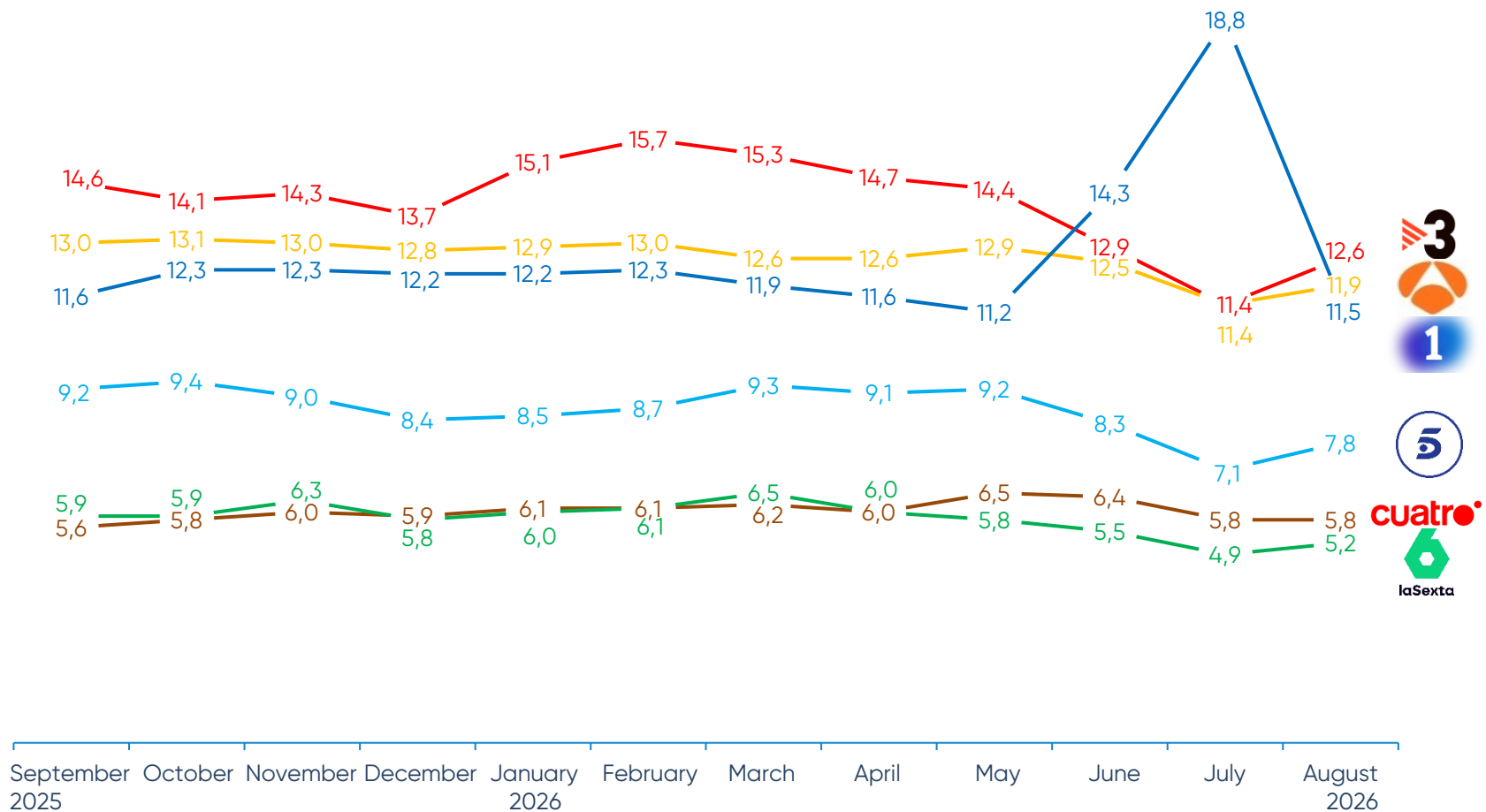


Note: The map shows the TV channels with a license that are currently broadcasting, regardless of their administrative situation. In grey, the DTT districts without commercial local TV and in blue, with commercial local TV. In April 2026, the private local DTT channel Mar TV ceased broadcasting (for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

Source: CAC and corporate websites. September 2026.

DTT audiences (1)

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



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

DTT audiences (2)

Altogether, during the summer months the audiences of the most viewed generalist TV channels went down, with the notable exception of the Spanish public television first channel La 1, which in June and July got the best results of the year, thanks to the broadcast of the men's football World Cup, held from 11th June to 19th July.

Elsewhere, Cuatro has consolidated its position as the fifth most-watched channel, a place that had been occupied by laSexta in recent years.

Monthly evolution of the television share in Spain. January-August 2026 [the chart continues on the next page] (in % and in descending order according to August data, with the average for those months)

Channel	January	February	March	April	May	June	July	August	Average
TV3	15.1	15.7	15.3	14.7	14.4	12.9	11.4	12.6	14.0
Antena 3 TV	12.9	13.0	12.6	12.6	12.9	12.5	11.4	11.9	12.5
La 1	12.2	12.3	11.9	11.6	11.2	14.3	18.8	11.5	13.0
Telecinco	8.5	8.7	9.3	9.1	9.2	8.3	7.1	7.8	8.5
Cuatro	6.1	6.1	6.2	6.0	6.5	6.4	5.8	5.8	6.1
laSexta	6.0	6.1	6.5	6.0	5.8	5.5	4.9	5.2	5.8
La 2	3.3	3.2	3.2	3.2	3.3	3.5	3.8	3.8	3.4
FDF	2.3	2.2	2.2	2.2	2.3	2.1	2.0	2.3	2.2
Energy	2.1	2.1	2.2	2.2	2.2	1.9	1.8	2.1	2.1
Neox	1.7	1.7	1.7	1.8	1.8	1.8	1.7	2.1	1.8
Atreseries	1.8	1.8	1.8	1.7	1.8	1.7	1.7	2.0	1.8
Nova	1.9	1.9	1.9	2.0	1.9	1.9	1.8	2.0	1.9
TRECE	2.0	1.8	1.9	1.8	1.8	1.7	1.7	1.9	1.8
3CatInfo	2.0	1.7	1.6	1.3	1.3	1.4	1.4	1.8	1.6
Dmax	1.6	1.5	1.5	1.6	1.7	1.6	1.5	1.7	1.6
BeMad	1.6	1.6	1.6	1.7	1.6	1.5	1.5	1.6	1.6

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

DTT audiences (and 3)

Monthly evolution of the television share in Spain. January-August 2026 [Continued from the previous page]
(in % and in descending order according to August data, with the average for those months)

Channel	January	February	March	April	May	June	July	August	Average
24h	1.5	1.4	1.6	1.5	1.3	1.3	1.3	1.4	1.4
Esport3	1.5	1.3	1.4	1.3	1.5	1.3	0.9	1.3	1.3
Veo 7	0.8	0.9	0.9	1.0	1.1	1.1	1.1	1.3	1.0
MEGA	1.2	1.3	1.3	1.3	1.4	1.3	1.1	1.2	1.3
Teledeporte	0.7	1.1	0.7	0.9	0.8	1.1	1.6	1.2	1.0
Squirrel dos	0.9	0.9	0.9	1.0	1.1	1.1	1.1	1.2	1.0
DKISS	1.0	1.0	1.0	1.1	1.3	1.3	1.2	1.2	1.1
Divinity	1.2	1.2	1.1	1.2	1.1	1.1	0.9	1.1	1.1
Squirrel	0.9	1.0	1.1	1.1	1.0	1.0	0.9	1.1	1.0
Boing	0.9	0.9	0.8	0.9	0.8	0.8	0.8	1.0	0.9
TEN	0.9	0.9	0.9	0.9	0.8	0.7	0.8	0.9	0.9
Clan	0.7	0.7	0.8	0.7	0.7	0.8	0.7	0.8	0.7
SX3/33	0.7	0.6	0.6	0.6	0.6	0.8	0.8	0.8	0.7
Real Madrid HD	0.6	0.6	0.6	0.6	0.5	0.5	0.4	0.7	0.6
BOM Cine	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3

The summer sports events also gave a boost to the Spanish sports channel Teledeporte, which had an upturn in audience figures, especially in July.

As for Squirrel Media's two channels, there are signs of an upward trend for the brand's second channel –former Paramount Network– which, over the last four months, has slightly outperformed the first channel –which replaced Disney Channel–.

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 April-May 2026

VoD SERVICES	HOUSEHOLDS		SUBSCRIBERS		Subscribers' variation vs. 1st sweep 2026
	Total	%	Total	%	
NETFLIX	1,996,995	62.7%	4,577,460	64.2%	-1.8%
prime video	1,646,645	51.7%	3,686,210	51.7%	-1.0%
Disney+	812,175	25.5%	1,939,360	27.2%	+1.9%
M+ movistar	856,765	26.9%	1,860,930	26.1%	-14.1%
HBOMAX	745,290	23.4%	1,604,250	22.5%	-10.4%
DAZN	366,275	11.5%	876,990	12.3%	-15.8%
Orange TV	175,175	5.5%	406,410	5.7%	-5.0%
Rakuten TV	165,620	5.2%	327,980	4.6%	0%
O	143,325	4.5%	327,980	4.6%	-23.3%
FILMIN	165,620	5.2%	306,590	4.3%	-12.2%
Other suppliers	1,133,860	35.6%	2,345,770	32.9%	0%

Overall, paid VoD platforms have seen a decline or stagnation in the number of subscriptions compared with previous EGM sweeps.

Netflix remains the leading platform with 4.5 million subscriptions. Prime Video ranks second, with a million subscribers less than Netflix.

Movistar+ and DAZN had experienced strong increases in the last sweeps, but now they lost what they had won. Telefónica's IPTV leaves the third place in favour of Disney+, the only service that grows, with nearly two million subscribers in Catalonia.

Source: EGM – Catalonia data. 2nd sweep 2026. Sample: 3,186,000 households and 7,130,000 people. "Other suppliers" includes Jazztel TV.

Radio services in Catalonia

Available FM radios

253 broadcasters

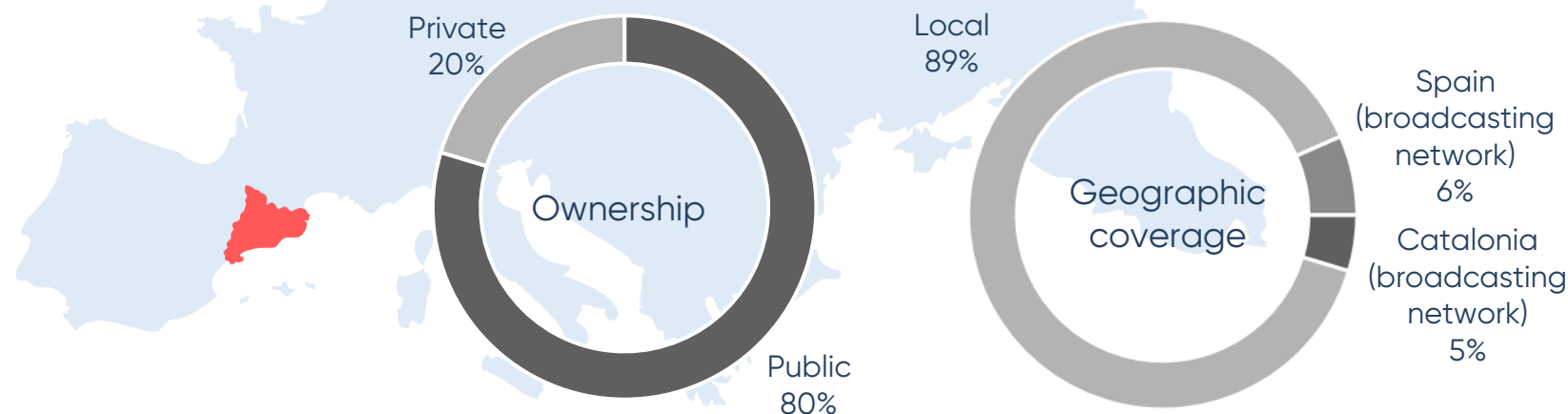
Home radio offer

Average of 30 FM
stations

Daily radio consumption

1 h 37 min (Mon-Fri)
1 h 29 min (Mon-Sun)

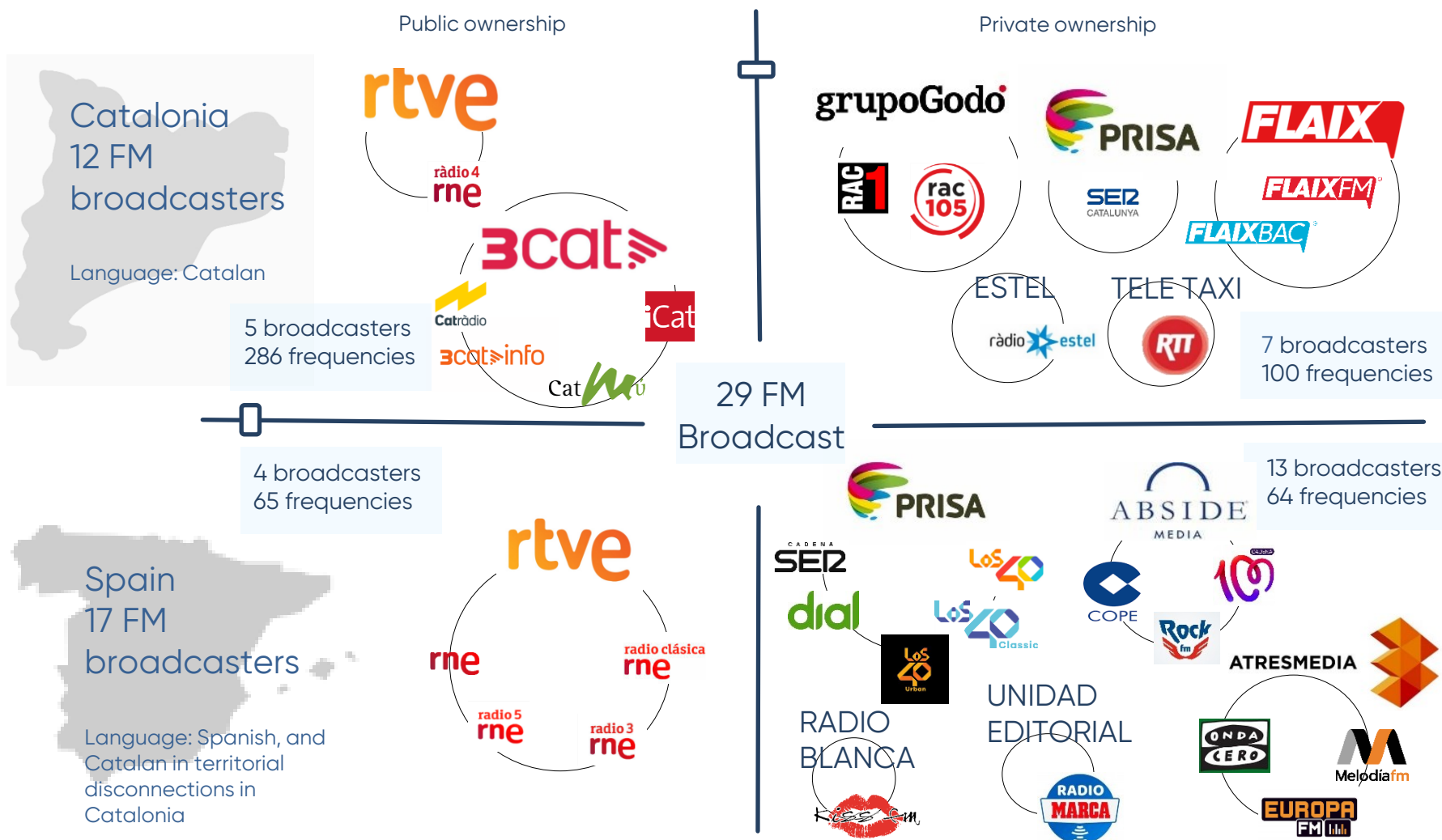
Typology of radio services available in Catalonia (253 FM radios)



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.

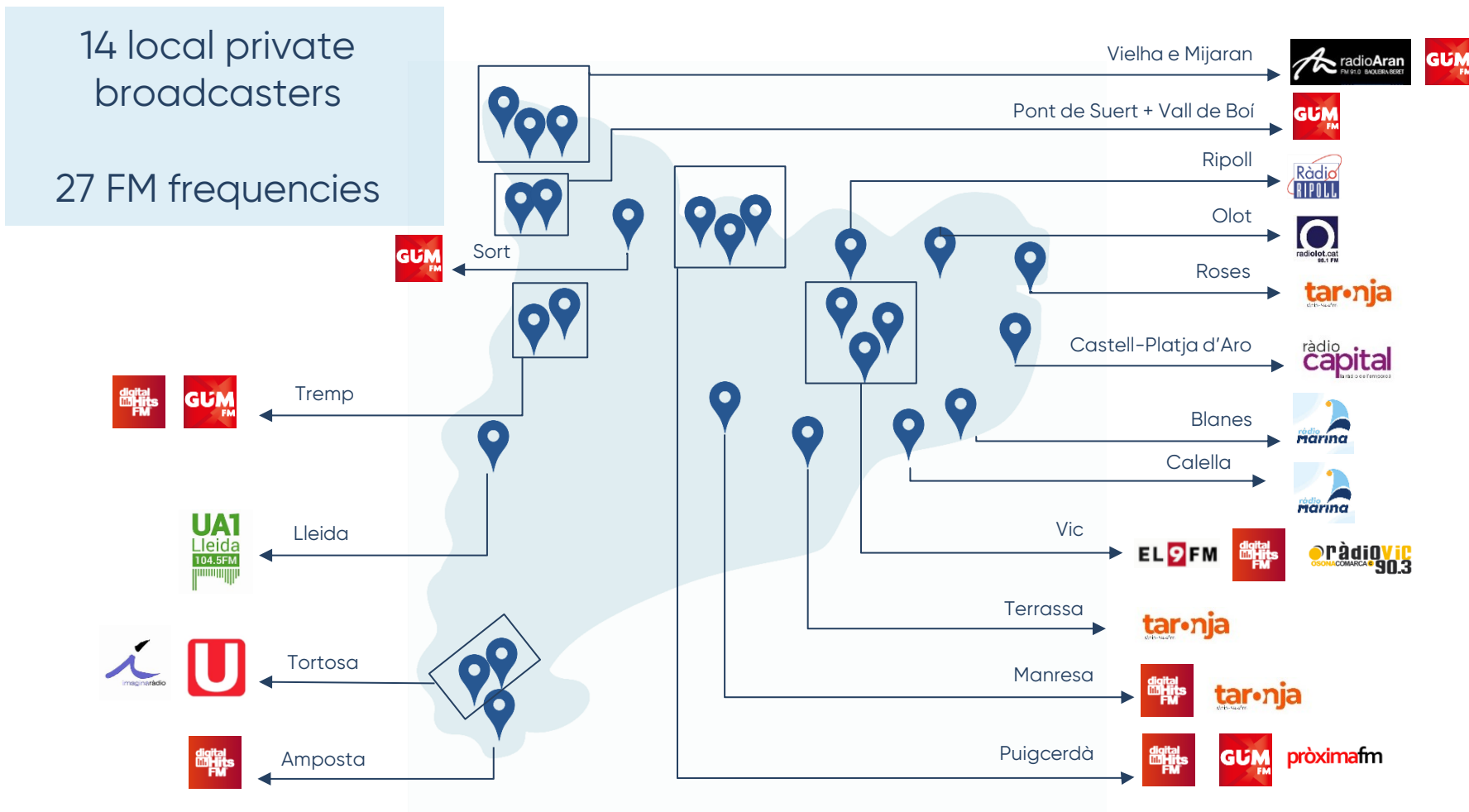
Source: CAC, Ministry for Digital Transformation and the Civil Service and EGM – 2nd sweep (radio consumption). September 2026.

Radio services in Catalonia and Spain



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

Commercial local radio services



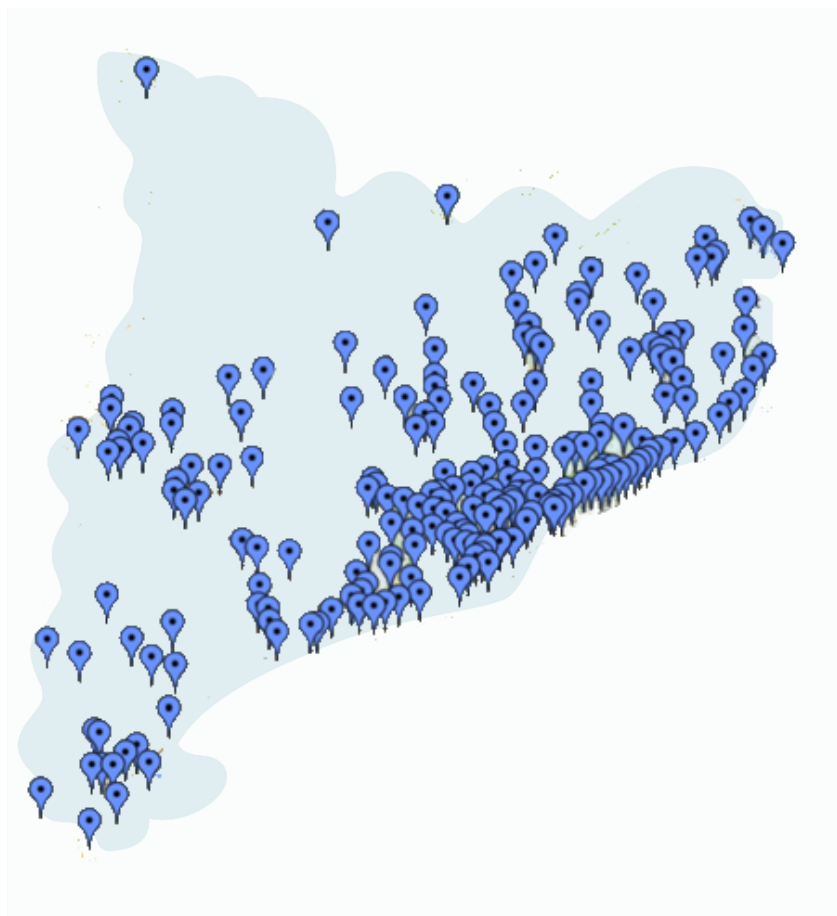
Note: The map shows the radio stations with a license that are currently broadcasting, regardless of their administrative situation.

Source: CAC and corporate websites. September 2026.

Public local radio services

210 municipal
radio stations

213 FM
frequencies



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

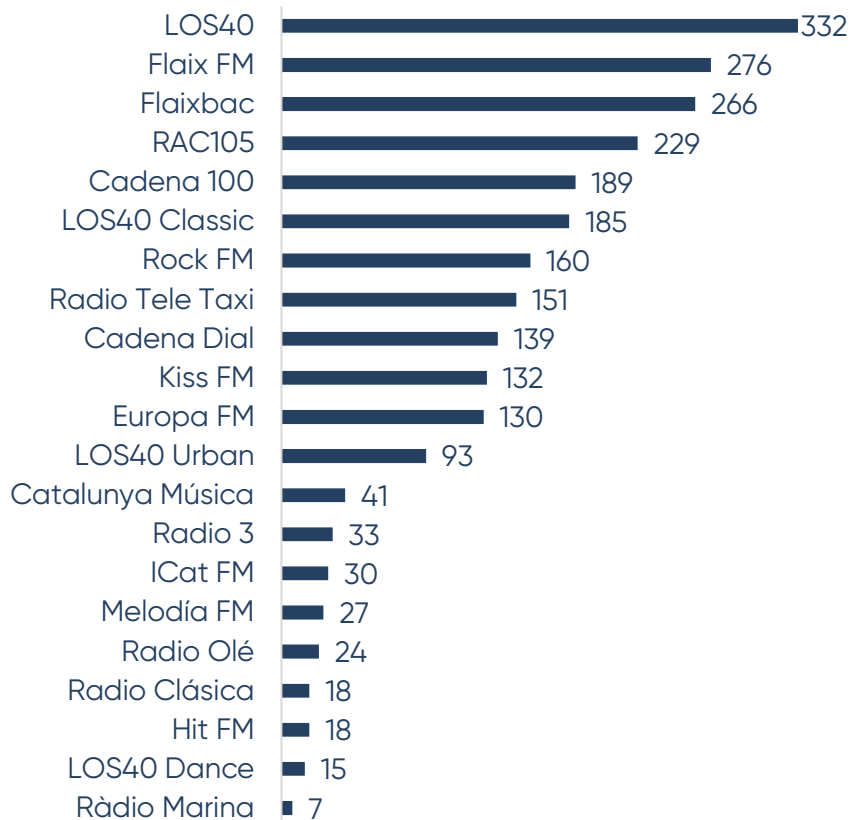
Source: CAC and corporate websites. September 2026.

Radio audiences (1)

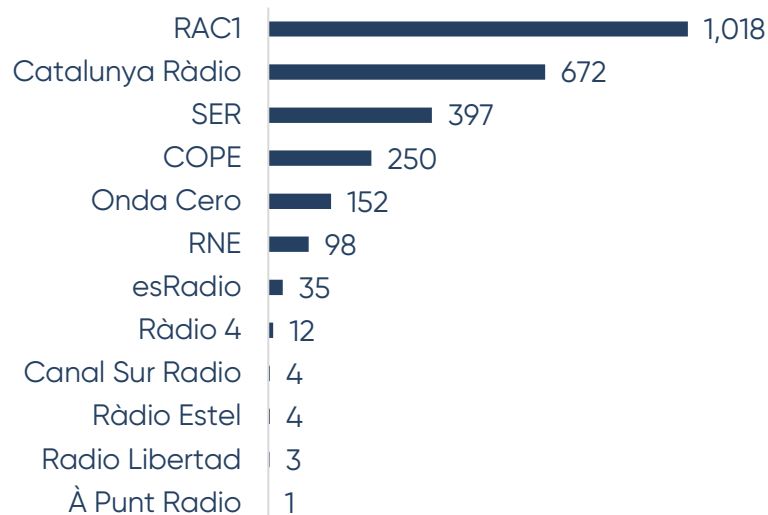
Daily accumulated radio audience in Catalonia, by type (in thousands)

Monday to Friday

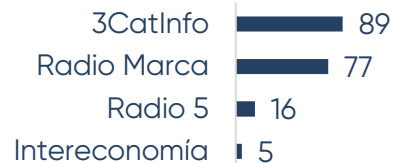
Music radio



Generalist radio



News Radio

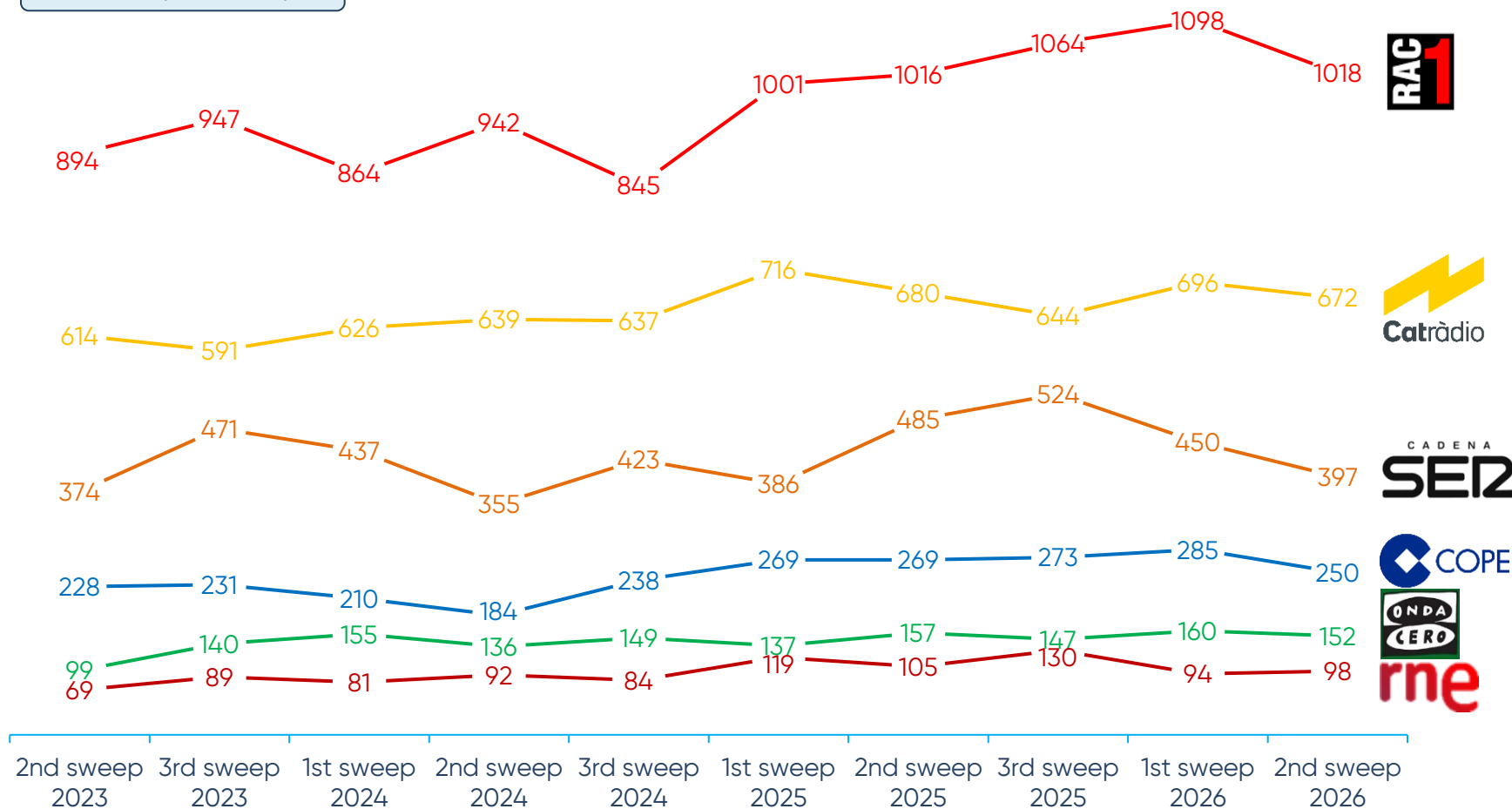


Source: EGM – Catalonia Data. 2nd sweep 2026.

Radio audiences (2)

Ranking of generalist radio stations in Catalonia. Period: 2nd sweep 2023 – 2nd sweep 2026 (in thousands)

Monday to Friday



Source: EGM – Catalonia Data. 2nd sweep 2026.

Radio audiences (3)

Audience of leading generalist radio stations by time brackets in Catalonia. 2nd sweep 2026 (in thousands)

Monday to Friday

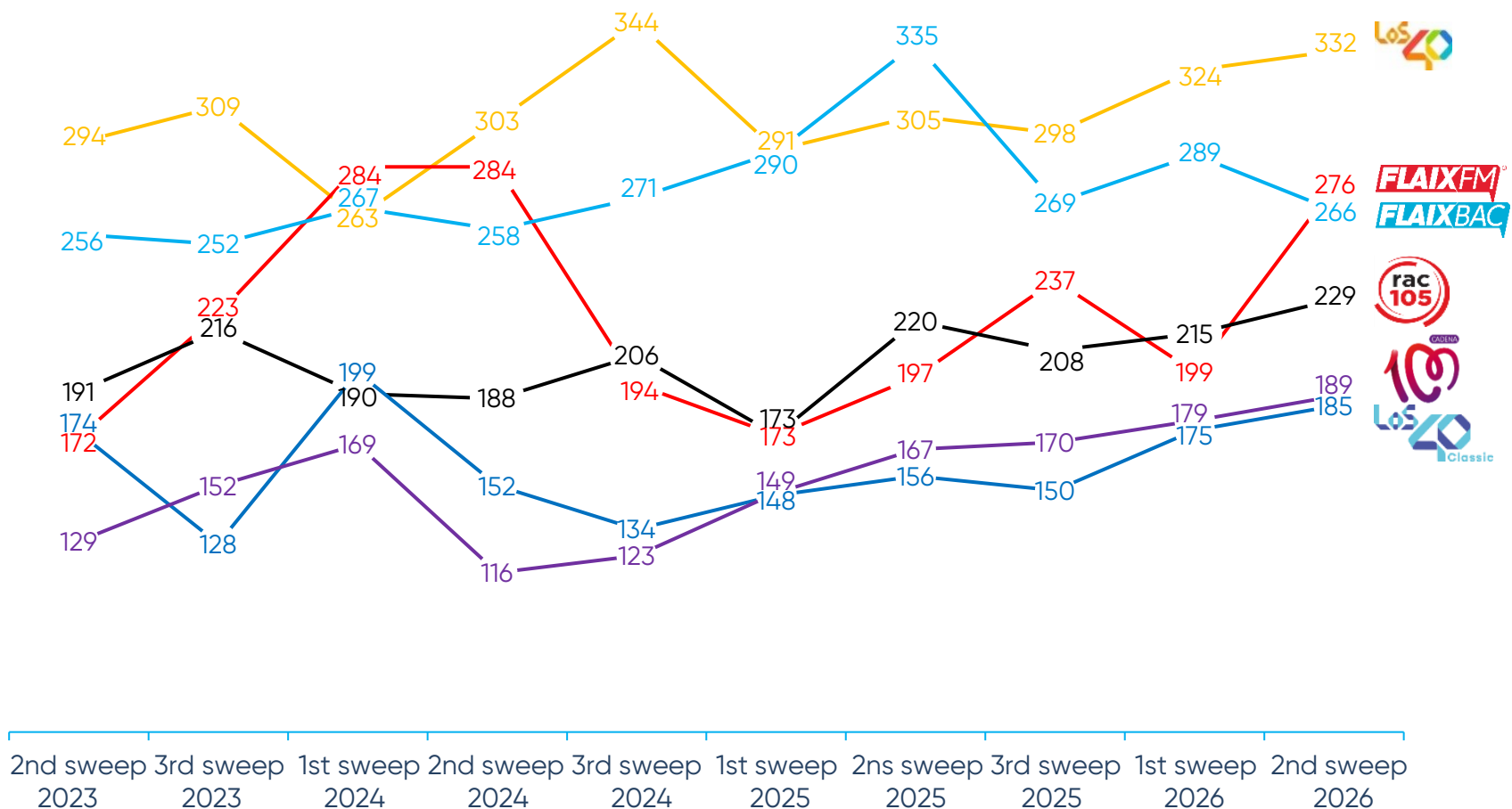
	Total audience	6 am to 12 am	12 am to 4 pm	4 pm to 8 pm	8 pm to 6 am
	1,018	745	333	343	210
	672	386	252	161	177
	397	222	119	80	121
	250	155	64	29	116
	152	117	38	14	16
	98	47	42	34	20

Source: EGM – Catalonia Data. 2nd sweep 2026.

Radio audiences (4)

Ranking of music radio stations in Catalonia. Period: 2nd sweep 2023 – 2nd sweep 2026 (in thousands)

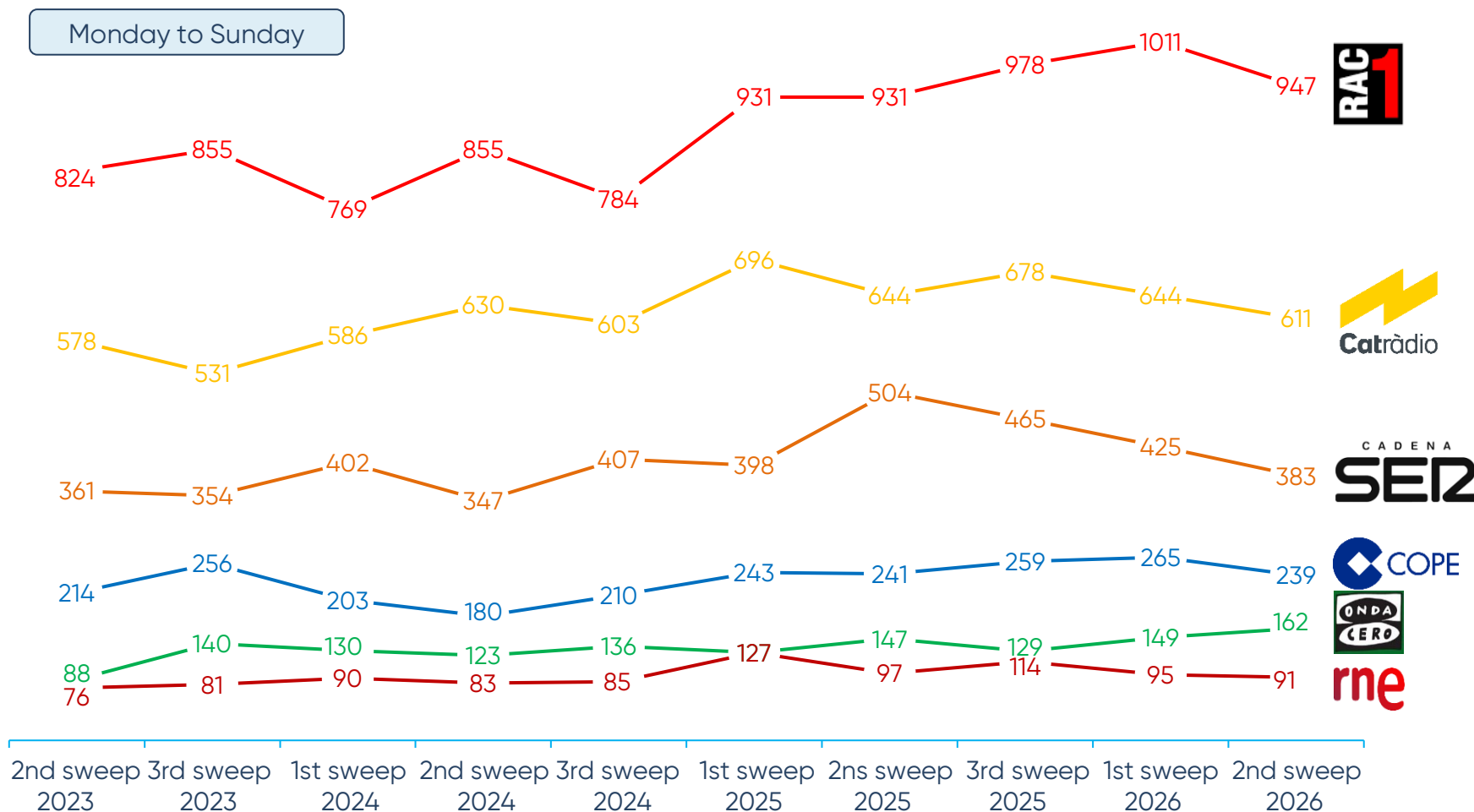
Monday to Friday



Source: EGM – Catalonia Data. 2nd sweep 2026.

Radio audiences (5)

Ranking of generalist radio stations in Catalonia. Period: 2nd sweep 2023 – 2nd sweep 2026 (in thousands)

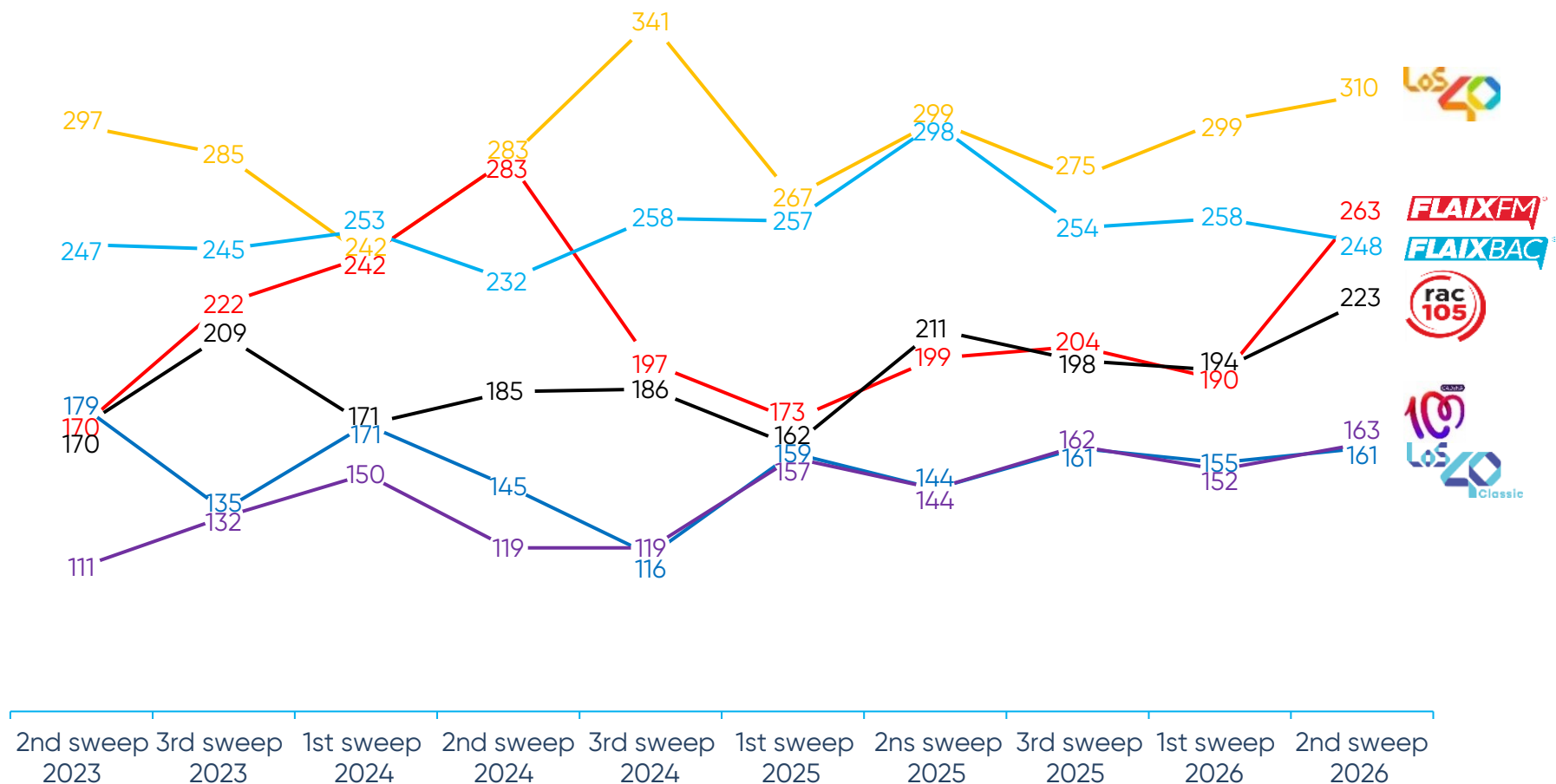


Source: EGM – Catalonia Data. 2nd sweep 2026.

Radio audiences (and 6)

Ranking of music radio stations in Catalonia. Period: 2nd sweep 2023 – 2nd sweep 2026 (in thousands)

Monday to Sunday



Source: EGM – Catalonia Data. 2nd sweep 2026.

Consumption of radio via Internet in Catalonia

+1,280,000 listeners

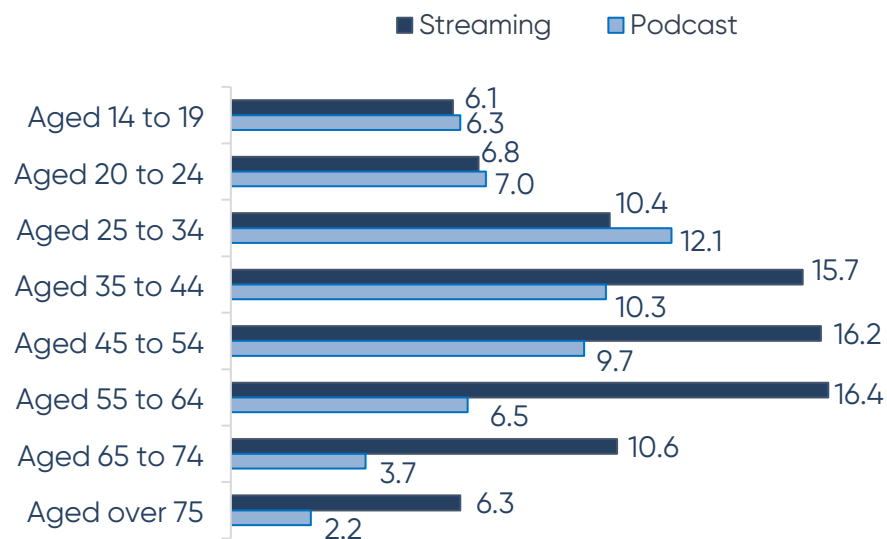
18% of the population in Catalonia listens to radio online, both streaming and podcasts.

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. 2nd sweep 2026. Period: April-May 2026 (Monday to Friday).

Consumption of podcast in Catalonia

Total cumulative audience of most consumed podcasts, by type

Generalist radio	Musical radio	News radio
572,000 people	44,000 people	38,000 people

Between October 2025 and May 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 108,000 listeners. It is followed by Cadena SER (94,000) i RAC1 (89,000).

Top radio stations by podcast consumption, by type

Generalist radio stations			
Musical radio stations			
News radio stations			

As for musical podcast broadcasting, only one radio station reached a cumulative audience of 5,000 listeners: LOS40. Flaixbac and Radio 3 registered 4,000 podcasts' listeners.

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

Source: EGM –Catalonia data. 2nd cumulative sweep 2026. Period: Octubre 2025–May 2026 (from Monday to Sunday).

News flashes (1)

The European Audiovisual Observatory publishes new data on audiovisual services in Europe

On 25th June, the European Audiovisual Observatory published the last edition of the [Audiovisual Media Services in Europe](#) report that maps the European audiovisual sector and provides data on the offer of audiovisual services, their programming, coverage and ownership.

Among other topics, the study concludes that the European audiovisual sector has grown by 5% compared to the previous period and that, despite VODs have done so at a faster pace, TV channels continue to be the majority services. It also highlights the influence of large American groups on the European audiovisual sector and explains it by indicating the superiority of American groups in catalogue size and presence in the market with respect to European audiovisual groups.

The new platform Barça Play

On 7 July, FC Barcelona launched [Barça Play](#), a platform integrated into the club's website and the new official app. It offers live and deferred matches, summaries, historical content and exclusive club programmes. Members have free access to the Barcelona Atlètic matches at the Johan Cruyff Stadium.

Incorporation of 3Cat into the European Broadcasting Union (EBU)

Last June, [3Cat joined the EBU-UER](#), the leading alliance of public media organisations. This agreement will allow access to a large amount of content, apart from sharing the own informative content with the rest de members of the organisation. This incorporation into the EBU-UER makes 3Cat the first public communication entity of non-state scope that becomes part of it.

Among the members of the EBU-UER are RTVE, the BBC, France Télévisions, RAI or ARD/ZDF. The EBU-UER has 114 members in 56 European countries and 31 associates in other continents. Together, they run almost 2,000 television channels.

CNMC and influencers regulation

The CNMC approved separate [requests](#) to five influencers, for failing to correctly identify advertising in Instagram and TikTok videos. The body demands that terms such as 'advertising' or 'ad' appear in a visible way within the same audiovisual content; hashtags or expressions outside the video with the word 'ad' are not enough. It also reminds that a communication can be advertising even if there is no direct payment.

News flashes (2)

Pluralism in media in Europe

The [Media Pluralism Monitor 2026](#), of the [Centre for Media Pluralism and Media Freedom](#), analyses the state of pluralism and freedom of media in Europe, combining legal, political and economic variables. It keeps a structure based on four big areas (fundamental protection, market plurality, political independence and social inclusion), deployed in 20 key indicators. The edition incorporates a new six-level risk scale, specific information on the application of the European Media Freedom Act and a chapter devoted to the candidate countries of the Western Balkans.

Right of withdrawal in streaming subscriptions

In the [Sky Österreich Fernsehen \(C-234/25\)](#) case, the EU Court of Justice considers that a streaming service that adapts the offer to the user's behaviour (recommendations, favourites, history, etc.) constitutes a digital service, and not simply the supply of digital content. This means that, in principle, the company cannot automatically remove the 14-day right of withdrawal for the service to start immediately. It is a potentially important decision for Netflix, Disney+, Sky and other platforms that operate with personalisation systems within the EU.

Public service in the United Kingdom

The British regulator, Ofcom, updated its [public service media review](#) in the face of the digital transformation and the financial pressure on broadcasters. Ofcom advocates modernising and simplifying the regulatory framework, guaranteeing the visibility of public service content in platforms such as YouTube and clarifying the future of television distribution. It also points out the need for a sustainable financing, cooperation between operators and reinforcement of media literacy. Likewise, it plans to review obligations, licences and advertising rules, with a specific consultation on advertising, sponsorship and product placement before March 2027.

Deregulation of the TV market in the USA

The [Federal Communications Commission](#) (FCC) repealed the rule that prevented any single terrestrial television group from reaching more than 39% of US households. The limit is replaced by case-by-case analysis of the concentration operations. FCC argues that Netflix, YouTube and other platforms' competition makes the previous system obsolete. However, the particular vote against the decision maintains that the FCC has no legal competence to remove a limit set by the Congress. The measure can facilitate concentrations in the local television system.



No. 34
September 2026

MAIN SOURCES

CAC: the Council's own data.
EGM: 2nd 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. 34. Barcelona: CAC, September 2026. <www.cac.cat>