

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

Austria – Report 3 (2/18)

Stages B and C

V.3.3.

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I. About Channels in Austria

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law	
Channels with a national coverage* *covering at least 80% of the national population	ATV	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	ORF1	Public service	Mainstream	12 (42 minutes per day)	
	ORF2	Public service	Mainstream	12 (42 minutes per day)	
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	GoTV	Commercial channel free to air	Entertainment (incl. Modern Music)	12 (15% of daily broadcast time)	
	Salzburg TV	Commercial channel free to air	Information / Business		
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	3SAT	Public service	Mainstream		
	ARD	Public service	Mainstream		
	BFS	Commercial channel free to air	Mainstream		
	BR	Public service	Mainstream		
	DSF	Commercial channel free to air	Sports		
	Kabel1	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	MDR	Public service	Mainstream		
	N3	Public service	Mainstream		
	Pro 7	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	RTL	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	RTL2	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	SAT1	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	Super RTL	Commercial channel free to air	Children	12 (15% of daily broadcast time)	
	VOX	Commercial channel free to air	Mainstream	12 (15% of daily broadcast time)	
	WDR	Public service	Mainstream		
	ZDF	Public service	Mainstream		
	International Channels (Worldwide models)	Arte	Public service	Mainstream	
BBC World		Public service	Information / Business		
CNN		Commercial channel free to air	Information / Business		
Euronews		Commercial channel free to air	Information / Business		
Eurosport		Commercial channel free to air	Sports		
MTV		Commercial channel free to air	Entertainment (incl. Modern Music)		
NBC		Commercial channel free to air	Information / Business		
Sky News		Commercial channel free to air	Information / Business		
TRT		Commercial channel free to air	Mainstream		
TV 5		Commercial channel free to air	Mainstream		
Viva		Commercial channel free to air	Entertainment (incl. Modern Music)		
Other Channels		Premiere Austria	Pay TV (no advertising)	Mainstream	
		TW 1	Public service	Weather & tourism informations	12 (15% of daily broadcast time)
	UPC Telekabel	Pay TV (no advertising)	Mainstream		

1. Types of broadcast 2002 - 2003

TAB1b	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	ATV	Analogical	Terrestrial (Hertzian)	
	ORF1	Analogical	Terrestrial (Hertzian)	additional digital broadcast via satellite, decoder required
	ORF2	Analogical	Terrestrial (Hertzian)	additional digital broadcast via satellite, decoder required
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	GoTV	Analogical	TV Cable	since June 2004 additional satellite transmission (national)
	Salzburg TV	Analogical	Terrestrial (Hertzian)	TV Cable
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	3SAT	Analogical	TV Cable	satellite
	ARD	Analogical	TV Cable	satellite
	BFS	Analogical	TV Cable	satellite
	BR	Analogical	TV Cable	satellite
	DSF	Analogical	TV Cable	satellite
	Kabel1	Analogical	TV Cable	satellite
	MDR	Analogical	TV Cable	satellite
	N3	Analogical	TV Cable	satellite
	Pro 7	Analogical	TV Cable	satellite
	RTL	Analogical	TV Cable	satellite
	RTL2	Analogical	TV Cable	satellite
	SAT1	Analogical	TV Cable	satellite
	Super RTL	Analogical	TV Cable	satellite
	VOX	Analogical	TV Cable	satellite
	WDR	Analogical	TV Cable	satellite
	ZDF	Analogical	TV Cable	satellite
	International Channels (Worldwide models)	Arte	Analogical	TV Cable
BBC World		Analogical	TV Cable	satellite
CNN		Analogical	TV Cable	satellite
Euronews		Analogical	TV Cable	satellite
Eurosport		Analogical	TV Cable	satellite
MTV		Analogical	TV Cable	satellite
NBC		Analogical	TV Cable	satellite
Sky News		Analogical	TV Cable	satellite
TRT		Analogical	TV Cable	satellite
TV 5		Analogical	TV Cable	satellite
Viva		Analogical	TV Cable	satellite
Other Channels	Premiere Austria	Numerical / digital	Decoder	
	TW 1	Numerical / digital	TV Cable	satellite
	UPC Telekabel	Numerical / digital	Decoder	

Comments about broadcasters

- In Austria only two stations have mainly terrestrial transmission. The public broadcasting company ORF (with its two channels ORF 1 and ORF 2) and the private TV station ATV. In June 2004, another – local – TV station with mainly terrestrial transmission, Puls TV, went on air. All other stations/channels are mainly broadcasting via cable or satellite. TW1 has a national coverage of about 50%.
- VOX started broadcasting advertising in Austria only in 2004.

Comments about IDTV

- IDTV development is not advanced enough to make reasonable assessments about its effects. If IDTV gains ground, further audience fragmentation is one of the most likely effects, though this might not necessarily take place on a broad level (it might as well remain limited to tech freaks). Increases of total daily reaches are not all too likely, rather, redistributions among different channels are to be expected. Assessments in terms of financial balances and station weights would be too speculative at the present time.
- The Austrian market has to be considered as emerging in terms of IDTV development. The market leader, ORF, is preparing implementation and ran a limited regional experiment during the second quarter of 2004. Other stations seem to be biding their time.

2. TV day parts definitions in Austria:

- Definition of targets and day parts

TAB2a	Main dayparts	Aged 15+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	03h00-03h00	11,4	11,3
Morning	09h00-13h00	6,1	6,1
Afternoon	13h00-17h00	10,7	11
Pre Prime	17h00-19h00	18,2	17,6
Early Prime	19h00-20h30	32,7	31,7
Late Prime	20h30-23h00	33,2	32,7
Late Evening	23h00-01h00	10,8	10,9
Night	01h00-06h00	4,2	4,6
<i>Universes:</i>		6.465.700	6.505.800
<i>Sources</i>		<i>Teletest</i>	<i>Teletest</i>

TAB2b	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	03h00-03h00	6,5	6,6
Morning	09h00-13h00	6,3	6,5
Afternoon	13h00-17h00	9,1	9,7
Pre Prime	17h00-19h00	12,8	12,9
Early Prime	19h00-20h30	16,7	16,5
Late Prime	20h30-23h00	11,4	11,3
Late Evening	23h00-01h00	1,7	1,7
Night	01h00-06h00	0,5	0,6
<i>Universes:</i>		1.033.100	1.019.700
<i>Sources</i>		<i>Teletest</i>	<i>Teletest</i>

- Early Prime + Late Prime = Prime Time

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

3. Audience Share* - All Day

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	11,4	11,3	6,5	6,6
Channels with a national coverage	ATV	0,4	0,4	0,4	0,8
	ORF1	21,8	21,5	32,6	29,0
	ORF2	32,7	30,5	7,7	6,3
Local Channels	GoTV	0,0	0,0	0,1	0,1
	Salzburg TV	0,0	0,0	0,0	0,0
Non-domestic Channels	3SAT	1,1	1,2	0,3	0,5
	ARD	3,5	3,6	1,4	1,3
	BFS	1,6	1,7	0,4	0,3
	BR	0,0	0,0	0,0	0,0
	DSF	0,6	0,7	0,7	0,6
	Kabel1	3,4	2,9	1,3	1,3
	MDR	0,6	0,7	0,2	0,1
	N3	0,7	0,6	0,2	0,1
	Pro 7	4,6	4,5	7,6	7,2
	RTL	6,1	5,9	5,6	4,8
	RTL2	2,7	3,1	8,2	6,3
	SAT1	5,4	5,5	2,9	2,7
	Super RTL	1,4	1,4	15,0	19,3
	VOX	2,5	2,6	1,7	2,2
	WDR	0,5	0,5	0,1	0,2
	ZDF	3,2	3,5	1,2	1,1
International Channels (Worldwide models)	Arte	0,3	0,3	0,2	0,4
	BBC World	0,0	0,0	0,0	0,0
	CNN	0,1	0,0	0,1	0,0
	Euronews	-	-	-	-
	Eurosport	0,8	0,9	0,5	0,5
	MTV	0,4	0,4	1,3	1,0
	NBC	-	-	-	-
	Sky News	0,0	0,0	0,0	0,0
	TRT	-	-	-	-
	TV 5	-	-	-	-
	Viva	0,2	0,2	0,8	0,6
Other Channels	Premiere Austria	-	-	-	-
	TW 1	0,1	0,2	0,1	0,1
	UPC	-	-	-	-
	Other	5,2	7,1	9,4	13,2
TOTAL		100,0	100,0	100,0	100,0

Comments on “other channels”: The category “other channels” comprises a total of more than 300 smaller regional, local or non-domestic (mainly German, Swiss, but also English and other) channels (e.g. DRS, N-TV, Reg-TV/Wien 1, TM3...)

3. Audience Share* - Prime Time

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	33,0	32,3	13,4	13,2
Channels with a national coverage	ATV	0,5	0,9	0,4	0,8
	ORF1	23,1	23,4	27,0	25,8
	ORF2	35,8	33,8	13,3	11,6
Local Channels	GoTV	0,0	0,0	0,0	0,0
	Salzburg TV	0,0	0,0	0,0	0,0
Non-domestic Channels	3SAT	1,1	1,2	0,3	0,5
	ARD	3,7	3,8	1,5	1,6
	BFS	1,8	1,9	0,5	0,4
	BR	-	-	-	-
	DSF	0,5	0,5	0,6	0,5
	Kabel1	2,6	2,4	1,6	1,9
	MDR	0,5	0,6	0,2	0,2
	N3	0,7	0,6	0,2	0,2
	Pro 7	4,0	3,9	9,3	9,0
	RTL	5,8	5,1	8,2	6,8
	RTL2	2,6	2,8	9,1	4,8
	SAT1	4,4	4,3	4,0	3,5
	Super RTL	1,6	1,5	13,5	16,3
	VOX	2,2	2,4	2,0	3,3
	WDR	0,5	0,5	0,1	0,1
	ZDF	3,1	3,3	1,4	1,2
International Channels (Worldwide models)	Arte	0,5	0,4	0,4	0,4
	BBC World	0,0	0,0	0,0	0,0
	CNN	0,0	0,0	0,0	0,1
	Euronews	-	-	-	-
	Eurosport	0,5	0,6	0,5	0,5
	MTV	0,2	0,3	1,2	1,0
	NBC	-	-	-	-
	Sky News	0,0	0,0	0,0	0,0
	TRT	-	-	-	-
	TV 5	-	-	-	-
	Viva	0,1	0,2	0,6	0,6
Other Channels	Premiere Austria	-	-	-	-
	TW 1	0,1	0,2	0,1	0,1
	UPC	-	-	-	-
	Other	4,0	5,3	3,7	8,8
TOTAL		100,0	100,0	100,0	100,0

Comments on “other channels”: The category “other channels” comprises a total of more than 300 smaller regional, local, or non-domestic channels (mainly German and Swiss, but also English and other channels, e.g. DRS, N-TV, Reg-TV/Wien 1, TM3).



II. Advertising

4. Block* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

2002

2003

Data on block lengths are not available
(only data on spot lengths).
Data on number of blocks are not available
for day parts, only as a daily total
and only Sponsoring excluded.

Average duration: number of
seconds: **232**

Total number of blocks:
72.118

Average number of blocks by
channel in a day: **25**

Average duration: number of
seconds: **247**

Total number of blocks:
72.437

Average number of blocks by
channel in a day : **25**

8 channels covered: ORF 1, ORF 2, Sat.1, Pro 7, Kabel 1, RTL, RTL 2,
Super RTL

Audience Share: 75,3% (All Day – 2003 – Target Adults 15+)

* Block: an advertising period including spots and separated from other parts
of the programme by optical and/or acoustic means - see methodological
report.

4. Block* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME

2002

2003

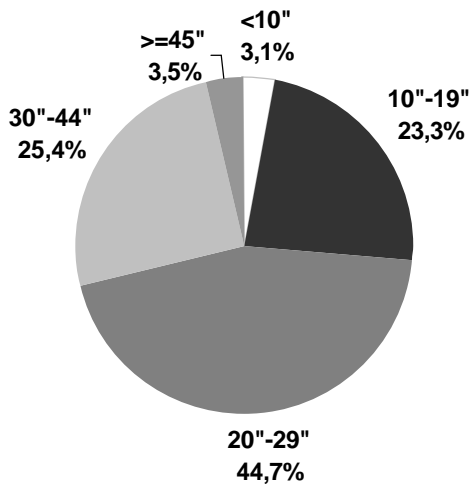
Data on block lengths are not available
(only data on spot lengths).

Data on number of blocks are not available
for day parts, only as a daily total
and only Sponsoring excluded.

* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

2002

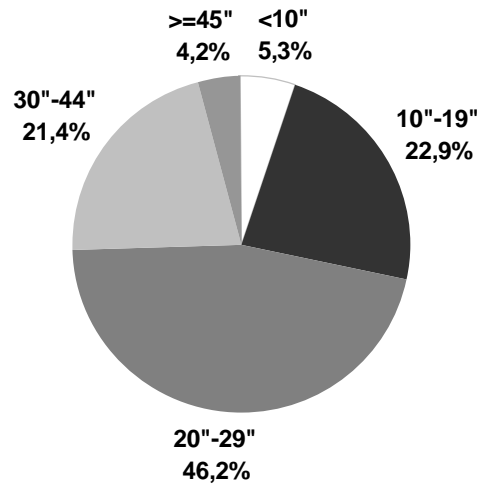


Average duration: number of seconds: **22,8**

Total number of spots broadcast: **733.563**

Average number of spots by channel in a day: **251**

2003



Average duration: number of seconds: **22,4**

Total number of spots broadcast: **796.506**

Average number of spots by channel in a day: **273**

8 channels covered: ORF 1, ORF 2, Sat.1, Pro 7, Kabel 1, RTL, RTL 2, Super RTL

Audience Share: 75,3% (All Day – 2003 – Target Adults 15+)

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

2002

2003

These data are not available for day parts,
only as a daily total.

6. Advertising revenues - Top 5 TV stations

gross income in 2002 in (000) euro		
ORF1+2 (simultaneously)	151.100,0 €	
ORF1	118.400,0 €	
ORF2	91.100,0 €	
RTL ad windows Austria	23.700,0 €	
PRO 7 ad windows Austria	23.400,0 €	% of tot TV in 2002
TOTAL	407.700,0 €	90%

gross income in 2002 in (000) euro		
ORF1	142.900 €	
ORF2	103.500 €	
ORF1+2 (simultaneously)	98.800 €	
PRO7 ad windows Austria	26.600 €	
RTL ad window Austria	25.700 €	% of tot TV in 2003
TOTAL	397.500 €	86%

"ORF 1+2 simultaneously" is not a distinct channel, but it concerns defined ad breaks, which are broadcast on both channels simultaneously. Until 2002, there were 4 of these simultaneous ad breaks. Since 2003, there are only 2 left, which explains the 35% decrease of gross income from 2002 to 2003.

7. National Advertising Category: Definitions (1)

Advertising

- Advertising spots:
 - Traditional advertising slots, transmitted in a break separately from the channel's programme
 - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
 - Spots tied to a sponsorship contract
 - Reinforcement of billboard spots with advertising spots
 - Same as advertising spots, but with references to sponsored programmes
- Splitscreen
 - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public-interest messages and charity appeals
 - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment
 - Example: political messages, public health campaigns
- Isolated spot
 - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
 - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising
 - With or without financial contribution
- Verbal reference
 - As part of a programme, the host or a famous person names the product and the brand
 - Verbal, lasts a few seconds

7. National Advertising Category: Definitions (2)

Sponsoring

- Sponsoring (billboard spots):
 - Message during which the programme sponsor's name is mentioned
 - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
 - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
 - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
 - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
 - Example: a bank's new structure or financial possibilities
- Bartering
 - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
 - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injections / pop-ups
 - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
 - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Tele shopping

- Direct Response TV spots (DRTV)
 - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered an advertising spot
- Teleshopping spots
 - Category of DRTV spots. Direct offers are broadcast to audience with a view to selling goods or services, including immovable property, rights and obligations, in return for payment

7. National Advertising Category: National Measurements

	Does this advertising category exist in Austria ?	Is it used in Austria ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes
Are they measured ? Please specify value definition modes... ... for audience ? ... for investment ?		
Advertising		
Advertising Spots	No spots measured, only breaks.	No
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

7. National Advertising Category: National Measurements

	Comments	Sources
Advertising		
Advertising Spots	Slightly growing trends due to a growing demand especially on private stations.	Teletest, FocusMR
Advertising Spots linked with sponsoring	Limited use	
Splitscreen	Limited use	
Public Interest messages	Limited use	
Isolated Spot	Limited use	
Insert or Product Placement	Increasing use trend, though ORF has stronger restrictions than private stations. Nevertheless all participants tend to exhaust opportunities as far as possible.	
Verbal reference	Increasing use trend, though ORF has stronger restrictions than private stations. Nevertheless all participants tend to exhaust opportunities as far as possible.	
Sponsoring		
Sponsoring (Billboard Spots)	Limited use	
BreakBumper	Limited use	
Sponsored Self-Promotion Spots (trailers)	This format seems to expand , seems to become more important recently	
Infomercial / programming	Limited use	
Bartering	Limited use	
Virtual Advertising	Limited use	
Injection / pop up's	Limited use	
Scoreboards / chronowatches	Limited use	
Teleshopping		
Direct Response TV Spots	Limited use	
Teleshopping Spots	Use trend stays equal	

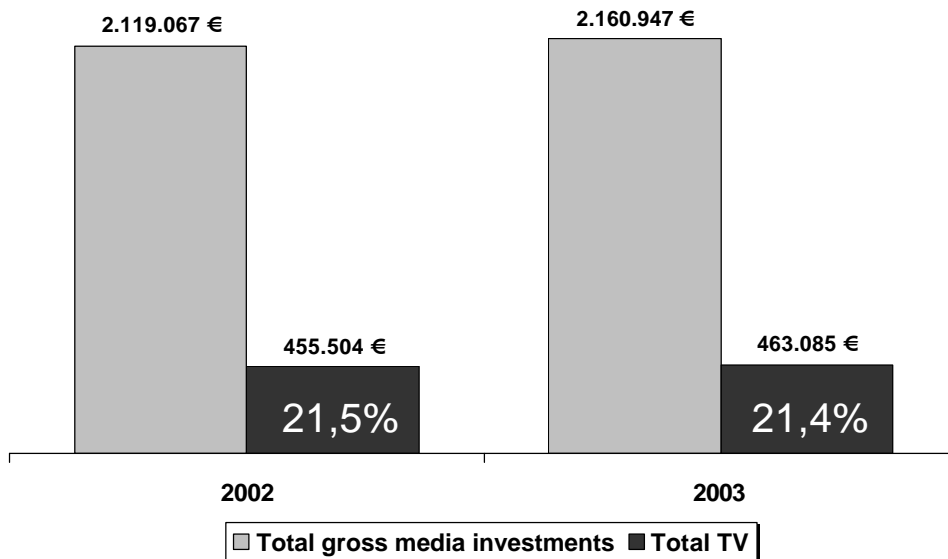
Do you know of other kind of TV advertising messages/action modes in Austria?
No

Comments about National Measurements

- Most of the advertising categories mentioned do exist in the market, although only traditional “advertising spots” are measured (for audience and investment). According to legal regulations, TV advertising basically has to take the form of “advertising spots” (i.e. in advertising slots separated from the programme). Other formats are permitted, but they have to be “exceptions”.
- In terms of audience, no figures are available for single spots, only average ratings for ad breaks.

8. Media Investments

Rate cards * - in 000 EURO



- Rate cards: based on official rates as applied by media sales houses (see methodological report).

9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
Kabel1	525.600	525.600	87.600	87.600
ORF1	525.600	525.600	87.600	87.600
ORF2	525.600	525.600	87.600	87.600
PRO7	525.600	525.600	87.600	87.600
RTL	525.600	525.600	87.600	87.600
RTL2	525.600	525.600	87.600	87.600
SAT1	525.600	525.600	87.600	87.600
Super RTL	525.600	525.600	87.600	87.600
Total number of minutes	4.204.800	4.204.800	700.800	700.800
Average Number of hours / day	192	192	32	32
Maximum Potential per year in nbr of minutes	525.600	525.600	87.600	87.600
Source:	Teletest			

Comments:

- All stations broadcast 24 hours a day, 365 days a year, amounting to 525.600 minutes/year. Prime time broadcasting time is calculated from 19:00 to 23:00, amounting to 87.600 minutes/year.

10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
Advertising Spots :	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
TOTAL Advertising :	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
TOTAL Sponsoring :	Kabel1	-	-	-	-
	ORF1	-	-	-	-
	ORF2	-	-	-	-
	PRO7	-	-	-	-
	RTL	-	-	-	-
	RTL2	-	-	-	-
	SAT1	-	-	-	-
	Super RTL	-	-	-	-
	TOTAL	-	-	-	-
TOTAL Teleshopping Spots :	Kabel1	-	-	-	-
	ORF1	-	-	-	-
	ORF2	-	-	-	-
	PRO7	-	-	-	-
	RTL	-	-	-	-
	RTL2	-	-	-	-
	SAT1	-	-	-	-
	Super RTL	-	-	-	-
	TOTAL	-	-	-	-

Comments:

- Data (number of spots, investments, broadcast minutes) are only available for the category "advertising spots" and all day, not for prime time.
- For the German TV-Stations the data only include advertising time the Austrian ad-windows and not the total advertising time per channel. Although German ads on these channels meanwhile are mostly faded by Austrian ad-windows, there is still a certain amount of German ads broadcasted in Austria, which are not included in the figures mentioned above.

Note that new advertising or sponsorship techniques are either nonexistent or not measured.

See chapter 7 on availability of figures and/or comments on value definition modes.

10. Category of advertising by Channel - All Day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		TOTAL	Kabel1	49.002	56.845	5,6	6,5
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
Advertising Spots :	Kabel1	49.002	56.845	5,6	6,5	9,3%	10,8%
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
TOTAL Advertising :	Kabel1	49.002	56.845	5,6	6,5	9,3%	10,8%
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
TOTAL Sponsoring :	Kabel1	-	-	-	-	-	-
	ORF1	-	-	-	-	-	-
	ORF2	-	-	-	-	-	-
	PRO7	-	-	-	-	-	-
	RTL	-	-	-	-	-	-
	RTL2	-	-	-	-	-	-
	SAT1	-	-	-	-	-	-
	Super RTL	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-
TOTAL Teleshopping Spots :	Kabel1	-	-	-	-	-	-
	ORF1	-	-	-	-	-	-
	ORF2	-	-	-	-	-	-
	PRO7	-	-	-	-	-	-
	RTL	-	-	-	-	-	-
	RTL2	-	-	-	-	-	-
	SAT1	-	-	-	-	-	-
	Super RTL	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

Comments:

- Data (number of spots, investments, broadcast minutes) are only available for the category "advertising spots" and all day, not for prime time.
- For the German TV-Stations the data only include advertising time the Austrian ad-windows and not the total advertising time per channel. Although German ads on these channels meanwhile are mostly faded by Austrian ad-windows, there is still a certain amount of German ads broadcasted in Austria, which are not included in the figures mentioned above.

Note that new advertising or sponsorship techniques are either nonexistent or not measured.

See chapter 7 on availability of figures and/or comments on value definition modes.



III. Programmes

11. Duration - Breakdown of Programme types

Channels covered: ORF 1, ORF 2, Sat.1, Pro 7, Kabel 1, RTL, RTL 2, Super RTL

TAB 11a		
All Day	2002	2003
Children, educational programmes, cartoons	11,1%	10,3%
Documentary	0,5%	0,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	6,6%	5,5%
Film, TV Films and Mini Series (TV films in several episodes)	22,8%	22,2%
Information (News, Flash and Info Magazines)	2,5%	2,6%
Other Magazines	2,8%	3,2%
Political, Religious, Philosophical, Unions programmes	1,8%	2,0%
Series and Soap	9,1%	9,8%
Sports	2,5%	1,9%
Teleshopping (excl. of spots and ad formats)	4,1%	3,9%
Advertising (excl. teleshopping programme and channel self-promotion)	10,3%	10,6%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	0,1%	0,1%
Others	25,7%	27,3%

Total number of minutes in the year	4.204.800	4.204.800
Total number of hours in the year	70.080	70.080
Cumulative nbr of hours in an average day	192	192
Sources:	Teletest	Teletest

Please, precise the category of Reality TV :	Entertainment
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Comments:

- These figures on advertising are different from those in table 10 because they were measured using a different system. The figures in tables 11 and 12 also include advertisement jingles and time before and after the advertisements
- Figures on adv. are not available by typology of programmes
- Others: comprises a large range of programme categories (see comments page 34)

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Kabel1	1,5%	2,1%	-	-
	ORF1	18,8%	22,3%	-	-
	ORF2	0,1%	0,0%	-	-
	PRO7	3,4%	3,3%	-	-
	RTL	3,3%	2,5%	-	-
	RTL2	16,9%	7,3%	-	-
	SAT1	3,2%	3,0%	-	-
	Super RTL	41,2%	41,5%	-	-
	Total	11,1%	10,3%	-	-
Documentary	Kabel1	1,4%	1,4%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	2,1%	2,7%	-	-
	PRO7	0,3%	0,6%	-	-
	RTL	0,0%	0,3%	-	-
	RTL2	0,1%	0,1%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,5%	0,6%	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Kabel1	0,0%	0,1%	-	-
	ORF1	0,4%	0,3%	-	-
	ORF2	6,1%	6,5%	-	-
	PRO7	13,7%	13,2%	-	-
	RTL	8,7%	5,7%	-	-
	RTL2	7,4%	1,4%	-	-
	SAT1	13,3%	13,6%	-	-
	Super RTL	3,6%	3,3%	-	-
	Total	6,6%	5,5%	-	-
Film, TV Films and Mini Series	Kabel1	42,1%	42,6%	-	-
	ORF1	33,1%	29,2%	-	-
	ORF2	16,1%	13,5%	-	-
	PRO7	26,4%	22,0%	-	-
	RTL	13,0%	10,9%	-	-
	RTL2	31,0%	35,1%	-	-
	SAT1	15,6%	18,7%	-	-
	Super RTL	4,6%	5,1%	-	-
	Total	22,8%	22,2%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	Kabel1	1,0%	0,9%	-	-
	ORF1	1,4%	1,8%	-	-
	ORF2	7,1%	7,0%	-	-
	PRO7	1,1%	1,1%	-	-
	RTL	4,0%	4,2%	-	-
	RTL2	2,0%	2,0%	-	-
	SAT1	3,7%	3,5%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,5%	2,6%	-	-
Other Magazines	Kabel1	0,9%	2,9%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	1,1%	1,3%	-	-
	PRO7	9,7%	10,8%	-	-
	RTL	4,4%	4,2%	-	-
	RTL2	2,4%	3,3%	-	-
	SAT1	3,7%	2,9%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,8%	3,2%	-	-
Political, Religious, Philosophical, Unions programmes	Kabel1	0,5%	0,7%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	5,4%	5,8%	-	-
	PRO7	0,9%	0,9%	-	-
	RTL	5,5%	5,8%	-	-
	RTL2	1,1%	1,6%	-	-
	SAT1	1,3%	1,3%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	1,8%	2,0%	-	-
Series and Soap	Kabel1	6,7%	9,9%	-	-
	ORF1	15,7%	17,4%	-	-
	ORF2	11,5%	13,2%	-	-
	PRO7	13,1%	7,7%	-	-
	RTL	12,6%	11,5%	-	-
	RTL2	6,6%	11,4%	-	-
	SAT1	4,9%	5,4%	-	-
	Super RTL	1,8%	2,3%	-	-
	Total	9,1%	9,8%	-	-

Comments: Figures on adv. are not available by typology of programmes

10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
Advertising Spots :	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
TOTAL Advertising :	Kabel1	121.444	129.780	9.681,00	11.395,00
	ORF1	37.009	39.325	194.250,00	192.259,00
	ORF2	36.855	37.094	166.335,00	152.884,00
	PRO7	139.476	153.357	23.371,00	26.552,00
	RTL	123.955	146.625	23.720,00	25.660,00
	RTL2	76.455	92.622	9.041,00	10.898,00
	SAT1	154.141	160.608	18.747,00	21.712,00
	Super RTL	44.228	37.095	8.285,00	10.617,00
	TOTAL	733.563	796.506	453.430,00	451.977,00
TOTAL Sponsoring :	Kabel1	-	-	-	-
	ORF1	-	-	-	-
	ORF2	-	-	-	-
	PRO7	-	-	-	-
	RTL	-	-	-	-
	RTL2	-	-	-	-
	SAT1	-	-	-	-
	Super RTL	-	-	-	-
	TOTAL	-	-	-	-
TOTAL Teleshopping Spots :	Kabel1	-	-	-	-
	ORF1	-	-	-	-
	ORF2	-	-	-	-
	PRO7	-	-	-	-
	RTL	-	-	-	-
	RTL2	-	-	-	-
	SAT1	-	-	-	-
	Super RTL	-	-	-	-
	TOTAL	-	-	-	-

Comments:

- Data (number of spots, investments, broadcast minutes) are only available for the category "advertising spots" and all day, not for prime time.
- For the German TV-Stations the data only include advertising time the Austrian ad-windows and not the total advertising time per channel. Although German ads on these channels meanwhile are mostly faded by Austrian ad-windows, there is still a certain amount of German ads broadcasted in Austria, which are not included in the figures mentioned above.

Note that new advertising or sponsorship techniques are either nonexistent or not measured.

See chapter 7 on availability of figures and/or comments on value definition modes.

10. Category of advertising by Channel - All Day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		TOTAL	Kabel1	49.002	56.845	5,6	6,5
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
Advertising Spots :	Kabel1	49.002	56.845	5,6	6,5	9,3%	10,8%
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
TOTAL Advertising :	Kabel1	49.002	56.845	5,6	6,5	9,3%	10,8%
	ORF1	13.508	13.944	1,5	1,6	2,6%	2,7%
	ORF2	13.226	12.809	1,5	1,5	2,5%	2,4%
	PRO7	55.811	59.578	6,4	6,8	10,6%	11,3%
	RTL	48.336	52.615	5,5	6,0	9,2%	10,0%
	RTL2	28.255	33.299	3,2	3,8	5,4%	6,3%
	SAT1	58.016	60.974	6,6	7,0	11,0%	11,6%
	Super RTL	17.062	13.752	1,9	1,6	3,2%	2,6%
	TOTAL	283.216	303.815	4,0	4,3	100,0%	100,0%
TOTAL Sponsoring :	Kabel1	-	-	-	-	-	-
	ORF1	-	-	-	-	-	-
	ORF2	-	-	-	-	-	-
	PRO7	-	-	-	-	-	-
	RTL	-	-	-	-	-	-
	RTL2	-	-	-	-	-	-
	SAT1	-	-	-	-	-	-
	Super RTL	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-
TOTAL Teleshopping Spots :	Kabel1	-	-	-	-	-	-
	ORF1	-	-	-	-	-	-
	ORF2	-	-	-	-	-	-
	PRO7	-	-	-	-	-	-
	RTL	-	-	-	-	-	-
	RTL2	-	-	-	-	-	-
	SAT1	-	-	-	-	-	-
	Super RTL	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

Comments:

- Data (number of spots, investments, broadcast minutes) are only available for the category "advertising spots" and all day, not for prime time.
- For the German TV-Stations the data only include advertising time the Austrian ad-windows and not the total advertising time per channel. Although German ads on these channels meanwhile are mostly faded by Austrian ad-windows, there is still a certain amount of German ads broadcasted in Austria, which are not included in the figures mentioned above.

Note that new advertising or sponsorship techniques are either nonexistent or not measured.

See chapter 7 on availability of figures and/or comments on value definition modes.

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Kabel1	1,5%	2,1%	-	-
	ORF1	18,8%	22,3%	-	-
	ORF2	0,1%	0,0%	-	-
	PRO7	3,4%	3,3%	-	-
	RTL	3,3%	2,5%	-	-
	RTL2	16,9%	7,3%	-	-
	SAT1	3,2%	3,0%	-	-
	Super RTL	41,2%	41,5%	-	-
	Total	11,1%	10,3%	-	-
Documentary	Kabel1	1,4%	1,4%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	2,1%	2,7%	-	-
	PRO7	0,3%	0,6%	-	-
	RTL	0,0%	0,3%	-	-
	RTL2	0,1%	0,1%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,5%	0,6%	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Kabel1	0,0%	0,1%	-	-
	ORF1	0,4%	0,3%	-	-
	ORF2	6,1%	6,5%	-	-
	PRO7	13,7%	13,2%	-	-
	RTL	8,7%	5,7%	-	-
	RTL2	7,4%	1,4%	-	-
	SAT1	13,3%	13,6%	-	-
	Super RTL	3,6%	3,3%	-	-
	Total	6,6%	5,5%	-	-
Film, TV Films and Mini Series	Kabel1	42,1%	42,6%	-	-
	ORF1	33,1%	29,2%	-	-
	ORF2	16,1%	13,5%	-	-
	PRO7	26,4%	22,0%	-	-
	RTL	13,0%	10,9%	-	-
	RTL2	31,0%	35,1%	-	-
	SAT1	15,6%	18,7%	-	-
	Super RTL	4,6%	5,1%	-	-
	Total	22,8%	22,2%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	Kabel1	1,0%	0,9%	-	-
	ORF1	1,4%	1,8%	-	-
	ORF2	7,1%	7,0%	-	-
	PRO7	1,1%	1,1%	-	-
	RTL	4,0%	4,2%	-	-
	RTL2	2,0%	2,0%	-	-
	SAT1	3,7%	3,5%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,5%	2,6%	-	-
Other Magazines	Kabel1	0,9%	2,9%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	1,1%	1,3%	-	-
	PRO7	9,7%	10,8%	-	-
	RTL	4,4%	4,2%	-	-
	RTL2	2,4%	3,3%	-	-
	SAT1	3,7%	2,9%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,8%	3,2%	-	-
Political, Religious, Philosophical, Unions programmes	Kabel1	0,5%	0,7%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	5,4%	5,8%	-	-
	PRO7	0,9%	0,9%	-	-
	RTL	5,5%	5,8%	-	-
	RTL2	1,1%	1,6%	-	-
	SAT1	1,3%	1,3%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	1,8%	2,0%	-	-
Series and Soap	Kabel1	6,7%	9,9%	-	-
	ORF1	15,7%	17,4%	-	-
	ORF2	11,5%	13,2%	-	-
	PRO7	13,1%	7,7%	-	-
	RTL	12,6%	11,5%	-	-
	RTL2	6,6%	11,4%	-	-
	SAT1	4,9%	5,4%	-	-
	Super RTL	1,8%	2,3%	-	-
	Total	9,1%	9,8%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12c		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	Kabel1	0,0%	0,0%	-	-
	ORF1	14,1%	11,0%	-	-
	ORF2	0,4%	0,4%	-	-
	PRO7	0,1%	0,0%	-	-
	RTL	2,9%	2,5%	-	-
	RTL2	0,0%	0,0%	-	-
	SAT1	2,7%	1,6%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,5%	1,9%	-	-
Teleshopping (excl. of spots and adv. formats)	Kabel1	7,1%	7,2%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	0,0%	0,0%	-	-
	PRO7	0,0%	0,0%	-	-
	RTL	4,8%	5,5%	-	-
	RTL2	2,5%	0,0%	-	-
	SAT1	5,9%	5,9%	-	-
	Super RTL	12,8%	12,4%	-	-
	Total	4,1%	3,9%	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	Kabel1	12,8%	13,7%	-	-
	ORF1	2,9%	2,9%	-	-
	ORF2	1,8%	2,0%	-	-
	PRO7	13,3%	13,9%	-	-
	RTL	13,9%	14,2%	-	-
	RTL2	13,5%	13,4%	-	-
	SAT1	14,3%	14,6%	-	-
	Super RTL	10,0%	10,0%	-	-
	Total	10,3%	10,6%	-	-
Self-promotion (presentation, trailers, title signs, channel housestyle)	Kabel1	0,7%	0,6%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	0,0%	0,0%	-	-
	PRO7	0,4%	0,4%	-	-
	RTL	0,0%	0,0%	-	-
	RTL2	0,0%	0,0%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,1%	0,1%	-	-
Others	Kabel1	25,3%	17,9%	-	-
	ORF1	13,6%	15,1%	-	-
	ORF2	48,4%	47,6%	-	-
	PRO7	17,7%	26,0%	-	-
	RTL	26,9%	32,5%	-	-
	RTL2	16,5%	24,3%	-	-
	SAT1	31,4%	29,4%	-	-
	Super RTL	26,0%	25,4%	-	-
	Total	25,7%	27,3%	-	-
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Kabel1	100,0%	100,0%	-	-
	ORF1	100,0%	100,0%	-	-
	ORF2	100,0%	100,0%	-	-
	PRO7	100,0%	100,0%	-	-
	RTL	100,0%	100,0%	-	-
	RTL2	100,0%	100,0%	-	-
	SAT1	100,0%	100,0%	-	-
	Super RTL	100,0%	100,0%	-	-
	Total	100,0%	100,0%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12d		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Kabel1	0,1%	0,4%	-	-
	ORF1	0,1%	1,0%	-	-
	ORF2	0,1%	0,0%	-	-
	PRO7	0,1%	0,2%	-	-
	RTL	0,1%	0,1%	-	-
	RTL2	0,4%	0,0%	-	-
	SAT1	0,1%	0,0%	-	-
	Super RTL	28,7%	27,4%	-	-
	Total	3,7%	3,6%	-	-
Documentary	Kabel1	2,1%	1,9%	-	-
	ORF1	0,0%	0,1%	-	-
	ORF2	1,2%	1,4%	-	-
	PRO7	0,6%	1,7%	-	-
	RTL	0,2%	0,5%	-	-
	RTL2	0,5%	0,4%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,2%	-	-
	Total	0,6%	0,8%	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Kabel1	0,0%	0,0%	-	-
	ORF1	1,1%	1,0%	-	-
	ORF2	3,2%	3,0%	-	-
	PRO7	11,8%	11,2%	-	-
	RTL	1,8%	2,4%	-	-
	RTL2	7,1%	1,3%	-	-
	SAT1	6,9%	7,8%	-	-
	Super RTL	11,2%	9,1%	-	-
	Total	5,4%	4,5%	-	-
Film, TV Films and Mini Series	Kabel1	46,3%	44,8%	-	-
	ORF1	44,5%	47,0%	-	-
	ORF2	17,3%	19,7%	-	-
	PRO7	33,7%	30,4%	-	-
	RTL	23,8%	24,0%	-	-
	RTL2	37,3%	31,0%	-	-
	SAT1	28,1%	28,5%	-	-
	Super RTL	17,9%	19,9%	-	-
	Total	31,1%	30,7%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	Kabel1	0,0%	0,0%	-	-
	ORF1	7,2%	8,1%	-	-
	ORF2	19,4%	18,7%	-	-
	PRO7	6,2%	5,2%	-	-
	RTL	8,8%	9,0%	-	-
	RTL2	5,7%	5,7%	-	-
	SAT1	0,0%	0,3%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	5,9%	5,8%	-	-
Other Magazines	Kabel1	2,6%	2,6%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	2,7%	3,6%	-	-
	PRO7	0,0%	0,5%	-	-
	RTL	8,4%	8,3%	-	-
	RTL2	8,5%	8,6%	-	-
	SAT1	8,5%	7,5%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	3,8%	3,9%	-	-
Political, Religious, Philosophical, Unions programmes	Kabel1	0,0%	0,3%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	8,1%	7,4%	-	-
	PRO7	1,6%	1,4%	-	-
	RTL	7,5%	7,2%	-	-
	RTL2	1,1%	0,3%	-	-
	SAT1	2,3%	3,1%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	2,6%	2,5%	-	-
Series and Soap	Kabel1	9,3%	13,8%	-	-
	ORF1	8,2%	8,6%	-	-
	ORF2	5,5%	4,2%	-	-
	PRO7	8,8%	8,4%	-	-
	RTL	8,8%	8,9%	-	-
	RTL2	0,9%	10,0%	-	-
	SAT1	6,2%	6,5%	-	-
	Super RTL	6,2%	3,8%	-	-
	Total	6,7%	8,0%	-	-

Comments: Figures on adv. are not available by typology of programmes

12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	Kabel1	0,0%	0,0%	-	-
	ORF1	24,5%	18,9%	-	-
	ORF2	0,0%	0,1%	-	-
	PRO7	0,2%	0,0%	-	-
	RTL	4,3%	2,2%	-	-
	RTL2	0,0%	0,1%	-	-
	SAT1	7,8%	3,6%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	4,6%	3,1%	-	-
Teleshopping (excl. of spots and adv. formats)	Kabel1	0,0%	0,3%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	0,0%	0,0%	-	-
	PRO7	0,0%	0,0%	-	-
	RTL	0,0%	0,0%	-	-
	RTL2	0,0%	0,0%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,0%	0,0%	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	Kabel1	0,0%	0,0%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	0,0%	0,0%	-	-
	PRO7	0,0%	0,0%	-	-
	RTL	0,0%	0,0%	-	-
	RTL2	0,0%	0,0%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,0%	0,0%	-	-
Self-promotion (presentation, trailers, title signs, channel housestyle)	Kabel1	0,0%	0,0%	-	-
	ORF1	0,0%	0,0%	-	-
	ORF2	0,0%	0,0%	-	-
	PRO7	0,0%	0,0%	-	-
	RTL	0,0%	0,0%	-	-
	RTL2	0,0%	0,0%	-	-
	SAT1	0,0%	0,0%	-	-
	Super RTL	0,0%	0,0%	-	-
	Total	0,0%	0,0%	-	-
Others	Kabel1	39,4%	35,7%	-	-
	ORF1	14,4%	15,4%	-	-
	ORF2	42,5%	42,1%	-	-
	PRO7	37,2%	40,9%	-	-
	RTL	36,3%	37,4%	-	-
	RTL2	38,6%	42,5%	-	-
	SAT1	40,0%	42,7%	-	-
	Super RTL	36,0%	39,6%	-	-
	Total	35,6%	37,1%	-	-
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Kabel1	100,0%	100,0%	-	-
	ORF1	100,0%	100,0%	-	-
	ORF2	100,0%	100,0%	-	-
	PRO7	100,0%	100,0%	-	-
	RTL	100,0%	100,0%	-	-
	RTL2	100,0%	100,0%	-	-
	SAT1	100,0%	100,0%	-	-
	Super RTL	100,0%	100,0%	-	-
	Total	100,0%	100,0%	-	-

Comments: Figures on adv. are not available by typology of programmes

Comments about Typology of Programmes by Channel

Comments about "others"

- "Others" comprises a large range of programme categories, e.g.:
 - ▶ Theatre / Books
 - ▶ Short Film
 - ▶ Regional programming
 - ▶ Service broadcasting
 - ▶ Accidents / Destiny
 - ▶ Educational programming
 - ▶ Programme trailers
 - ▶ Cultural programmes
 - ▶ Programme presentations
 - ▶ Weather forecasts
 - ▶ Fashion programmes, senior programmes
 - ▶ etc.
- "Others" in prime time also includes advertising.

Comments about "Total"

- All TV stations broadcast 24 hours a day, 365 days a year, amounting to 525.600 minutes/year each.
- Prime time is defined as 19:00-23:00 (comprising the time slots "early prime" and "late prime").

Comments:

- Data required "about advertising" (broadcast minutes, number of spots, investments) are only available for the total, not by typologies of programmes nor channels (see above).



IV. Specific products

13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Kabel 1	678,1	713,9	18,3%	20,2%
	ORF (simultaneously)	105,8	68,3	2,9%	1,9%
	ORF 1	209,3	220,3	5,7%	6,2%
	ORF 2	144,5	189,9	3,9%	5,4%
	Pro 7	753,8	748,8	20,4%	21,2%
	RTL	511,8	565,4	13,8%	16,0%
	RTL 2	271,8	307,0	7,3%	8,7%
	SAT 1	994,0	720,5	26,9%	20,4%
	Super RTL	31,5	-	0,9%	0,0%
	TOTAL	3.700,4	3.534,1	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Kabel 1	32,8	16,2	6,2%	16,2%
	ORF (simultaneously)	1,0	1,0	0,2%	1,0%
	ORF 1	22,5	2,7	4,3%	2,7%
	ORF 2	22,3	4,8	4,2%	4,8%
	Pro 7	88,0	15,2	16,7%	15,2%
	RTL	161,2	22,3	30,6%	22,4%
	RTL 2	106,7	22,3	20,3%	22,4%
	SAT 1	91,7	15,3	17,4%	15,4%
	Super RTL	-	-	0,0%	0,0%
	TOTAL	526,2	99,8	100,0%	100,0%
ALCOHOL - SPIRITS	Kabel 1	137,8	215,0	15,9%	16,7%
	ORF (simultaneously)	1,0	1,0	0,1%	0,1%
	ORF 1	13,0	13,0	1,5%	1,0%
	ORF 2	7,5	7,5	0,9%	0,6%
	Pro 7	235,4	370,5	27,2%	28,7%
	RTL	214,8	254,3	24,8%	19,7%
	RTL 2	234,1	405,3	27,0%	31,4%
	SAT 1	23,0	24,5	2,7%	1,9%
	Super RTL	-	-	0,0%	0,0%
	TOTAL	866,6	1.291,2	100,0%	100,0%
products dedicated to Children	Kabel 1	235,3	355,4	8,8%	14,0%
	ORF (simultaneously)	3,8	0,3	0,1%	0,0%
	ORF 1	105,3	103,1	3,9%	4,1%
	ORF 2	15,3	19,1	0,6%	0,8%
	Pro 7	502,3	468,0	18,8%	18,4%
	RTL	250,8	205,5	9,4%	8,1%
	RTL 2	440,5	213,3	16,5%	8,4%
	SAT 1	317,9	289,6	11,9%	11,4%
	Super RTL	805,1	888,4	30,1%	34,9%
	TOTAL	2.676,4	2.542,6	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
Cleaning Products	Kabel 1	714,1	628,2	16,0%	12,0%
	ORF (simultaneously)	86,6	59,6	1,9%	1,1%
	ORF 1	86,8	82,9	1,9%	1,6%
	ORF 2	181,2	257,2	4,1%	4,9%
	Pro 7	665,5	766,2	14,9%	14,7%
	RTL	830,8	1.185,7	18,6%	22,7%
	RTL 2	428,9	612,8	9,6%	11,7%
	SAT 1	1.092,3	1.290,2	24,5%	24,7%
	Super RTL	373,3	342,4	8,4%	6,6%
	TOTAL	4.459,3	5.225,0	100,0%	100,0%
Cosmetics / Personal Hygiene	Kabel 1	114,7	16,3	10,1%	2,4%
	ORF (simultaneously)	5,0	9,7	0,4%	1,4%
	ORF 1	18,7	15,3	1,7%	2,3%
	ORF 2	41,3	33,8	3,7%	5,0%
	Pro 7	88,7	71,1	7,8%	10,5%
	RTL	104,0	177,6	9,2%	26,3%
	RTL 2	105,7	88,2	9,3%	13,1%
	SAT 1	83,3	165,8	7,4%	24,6%
	Super RTL	569,1	96,5	50,3%	14,3%
	TOTAL	1.130,4	674,1	100,0%	100,0%
Food (including drinks)	Kabel 1	9.194,8	8.995,1	14,8%	14,8%
	ORF (simultaneously)	1.087,7	842,8	1,7%	1,4%
	ORF 1	2.762,5	2.873,9	4,4%	4,7%
	ORF 2	2.270,0	2.511,4	3,6%	4,1%
	Pro 7	10.564,2	11.739,7	17,0%	19,3%
	RTL	11.259,7	13.437,0	18,1%	22,1%
	RTL 2	7.745,2	7.214,6	12,5%	11,8%
	SAT 1	12.139,7	13.277,7	19,5%	21,8%
	Super RTL	5.171,4	-	8,3%	0,0%
	TOTAL	62.195,2	60.892,1	100,0%	100,0%
Non Prescription Medical Products	Kabel 1	513,4	677,9	17,2%	18,0%
	ORF (simultaneously)	46,8	31,9	1,6%	0,8%
	ORF 1	67,3	103,2	2,2%	2,7%
	ORF 2	206,5	204,6	6,9%	5,4%
	Pro 7	481,1	600,9	16,1%	16,0%
	RTL	395,6	947,0	13,2%	25,1%
	RTL 2	428,8	90,2	14,3%	2,4%
	SAT 1	749,3	1.009,2	25,1%	26,8%
	Super RTL	101,8	102,1	3,4%	2,7%
	TOTAL	2.990,4	3.767,0	100,0%	100,0%
Tobacco	Forbidden				

13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Kabel 1	1.924	2.061	17,2%	20,5%
	ORF (simultaneously)	327	193	2,9%	1,9%
	ORF 1	643	650	5,7%	6,5%
	ORF 2	430	532	3,8%	5,3%
	Pro 7	2.424	2.164	21,6%	21,5%
	RTL	1.561	1.621	13,9%	16,1%
	RTL 2	753	800	6,7%	7,9%
	SAT 1	3.090	2.048	27,6%	20,3%
	Super RTL	63	-	0,6%	0,0%
	TOTAL	11.215	10.069	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Kabel 1	126	97	7,3%	16,2%
	ORF (simultaneously)	6	6	0,3%	1,0%
	ORF 1	73	16	4,2%	2,7%
	ORF 2	87	29	5,0%	4,8%
	Pro 7	264	91	15,3%	15,2%
	RTL	524	134	30,4%	22,4%
	RTL 2	320	134	18,6%	22,4%
	SAT 1	324	92	18,8%	15,4%
	Super RTL	-	-	0,0%	0,0%
	TOTAL	1.724	599	100,0%	100,0%
ALCOHOL - SPIRITS	Kabel 1	322	505	15,6%	17,4%
	ORF (simultaneously)	0	2	0,0%	0,1%
	ORF 1	0	26	0,0%	0,9%
	ORF 2	0	15	0,0%	0,5%
	Pro 7	564	838	27,4%	28,8%
	RTL	564	577	27,4%	19,9%
	RTL 2	564	894	27,4%	30,8%
	SAT 1	46	49	2,2%	1,7%
	Super RTL	-	-	0,0%	0,0%
	TOTAL	2.060	2.906	100,0%	100,0%
products dedicated to Children	Kabel 1	558	855	7,7%	11,1%
	ORF (simultaneously)	11	1	0,2%	0,0%
	ORF 1	299	305	4,1%	4,0%
	ORF 2	50	63	0,7%	0,8%
	Pro 7	558	1.441	7,7%	18,8%
	RTL	766	649	10,6%	8,5%
	RTL 2	1.432	710	19,9%	9,3%
	SAT 1	879	891	12,2%	11,6%
	Super RTL	2.661	2.755	36,9%	35,9%
	TOTAL	7.214	7.670	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
Cleaning Products	Kabel 1	2.116	1.912	16,5%	11,8%
	ORF (simultaneously)	247	189	1,9%	1,2%
	ORF 1	250	270	1,9%	1,7%
	ORF 2	541	787	4,2%	4,8%
	Pro 7	1.921	2.439	15,0%	15,0%
	RTL	2.371	3.702	18,5%	22,8%
	RTL 2	1.185	1.850	9,2%	11,4%
	SAT 1	3.187	4.048	24,8%	24,9%
	Super RTL	1.028	1.031	8,0%	6,4%
	TOTAL	12.846	16.228	100,0%	100,0%
Cosmetics / Personal Hygiene	Kabel 1	344	49	15,2%	2,0%
	ORF (simultaneously)	15	18	0,7%	0,8%
	ORF 1	56	44	2,5%	1,8%
	ORF 2	124	98	5,5%	4,1%
	Pro 7	266	163	11,7%	6,8%
	RTL	390	728	17,2%	30,4%
	RTL 2	392	490	17,3%	20,5%
	SAT 1	250	469	11,0%	19,6%
	Super RTL	427	334	18,9%	14,0%
	TOTAL	2.264	2.393	100,0%	100,0%
Food (including drinks)	Kabel 1	26.472	26.252	14,9%	14,0%
	ORF (simultaneously)	3.089	2.538	1,7%	1,4%
	ORF 1	7.986	8.712	4,5%	4,7%
	ORF 2	6.504	7.567	3,7%	4,0%
	Pro 7	29.965	35.279	16,8%	18,9%
	RTL	32.212	41.053	18,1%	22,0%
	RTL 2	21.991	21.852	12,3%	11,7%
	SAT 1	35.163	39.910	19,7%	21,4%
	Super RTL	14.693	3.690	8,3%	2,0%
	TOTAL	178.075	186.853	100,0%	100,0%
Non Prescription Medical Products	Kabel 1	1.381	1.914	17,9%	18,2%
	ORF (simultaneously)	156	130	2,0%	1,2%
	ORF 1	209	296	2,7%	2,8%
	ORF 2	732	781	9,5%	7,4%
	Pro 7	1.206	1.498	15,6%	14,3%
	RTL	958	2.536	12,4%	24,2%
	RTL 2	885	242	11,5%	2,3%
	SAT 1	1.956	2.830	25,4%	27,0%
	Super RTL	228	272	3,0%	2,6%
	TOTAL	7.711	10.499	100,0%	100,0%
Tobacco	Forbidden				

13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Kabel 1	147,01	167,95	1,7%	2,0%
	ORF (simultaneously)	3.128,36	1.912,81	36,1%	23,1%
	ORF 1	2.994,51	3.185,42	34,6%	38,5%
	ORF 2	1.379,20	1.979,66	15,9%	23,9%
	Pro 7	351,57	368,46	4,1%	4,4%
	RTL	238,40	294,39	2,8%	3,6%
	RTL 2	97,04	107,03	1,1%	1,3%
	SAT 1	319,08	267,64	3,7%	3,2%
	Super RTL	10,68	0,00	0,1%	0,0%
	TOTAL	8.665,83	8.283,35	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Kabel 1	9,08	4,55	1,2%	2,3%
	ORF (simultaneously)	34,37	35,50	4,5%	18,2%
	ORF 1	279,70	55,00	36,8%	28,3%
	ORF 2	248,93	66,19	32,7%	34,0%
	Pro 7	42,04	9,69	5,5%	5,0%
	RTL	83,76	11,25	11,0%	5,8%
	RTL 2	30,08	6,56	4,0%	3,4%
	SAT 1	32,40	5,88	4,3%	3,0%
	Super RTL	0,00	0,00	0,0%	0,0%
	TOTAL	760,35	194,62	100,0%	100,0%
ALCOHOL - SPIRITS	Kabel 1	44,97	69,73	8,7%	6,9%
	ORF (simultaneously)	0,00	28,80	0,0%	2,8%
	ORF 1	0,00	173,10	0,0%	17,1%
	ORF 2	0,00	68,70	0,0%	6,8%
	Pro 7	154,83	250,00	29,9%	24,7%
	RTL	154,83	223,06	29,9%	22,1%
	RTL 2	154,83	187,53	29,9%	18,5%
	SAT 1	7,96	10,58	1,5%	1,0%
	Super RTL	0,00	0,00	0,0%	0,0%
	TOTAL	517,42	1.011,50	100,0%	100,0%
products dedicated to Children	Kabel 1	46,77	75,74	2,4%	2,7%
	ORF (simultaneously)	100,44	7,92	5,2%	0,3%
	ORF 1	804,64	978,31	41,4%	34,9%
	ORF 2	110,15	180,44	5,7%	6,4%
	Pro 7	46,77	218,96	2,4%	7,8%
	RTL	92,38	103,97	4,8%	3,7%
	RTL 2	128,44	70,07	6,6%	2,5%
	SAT 1	91,49	100,02	4,7%	3,6%
	Super RTL	520,18	1.071,18	26,8%	38,2%
	TOTAL	1.941,26	2.806,61	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Cleaning Products	Kabel 1	148,81	134,17	2,0%	1,7%
	ORF (simultaneously)	2.680,91	1.753,33	35,8%	22,4%
	ORF 1	1.352,22	1.403,60	18,0%	17,9%
	ORF 2	1.972,50	2.772,16	26,3%	35,4%
	Pro 7	290,29	361,54	3,9%	4,6%
	RTL	383,53	548,19	5,1%	7,0%
	RTL 2	128,90	186,72	1,7%	2,4%
	SAT 1	360,86	502,43	4,8%	6,4%
	Super RTL	175,74	179,71	2,3%	2,3%
	TOTAL	7.493,76	7.841,85	100,0%	100,0%
Cosmetics / Personal Hygiene	Kabel 1	25,37	3,87	1,8%	0,3%
	ORF (simultaneously)	163,00	316,40	11,3%	28,4%
	ORF 1	256,65	183,40	17,8%	16,4%
	ORF 2	416,05	322,55	28,9%	28,9%
	Pro 7	43,07	32,78	3,0%	2,9%
	RTL	60,12	99,89	4,2%	9,0%
	RTL 2	29,63	28,88	2,1%	2,6%
	SAT 1	30,60	70,21	2,1%	6,3%
	Super RTL	415,18	57,13	28,8%	5,1%
	TOTAL	1.439,65	1.115,10	100,0%	100,0%
Food (including drinks)	Kabel 1	2.064,93	2.152,83	1,8%	1,8%
	ORF (simultaneously)	34.529,18	25.389,81	29,9%	20,8%
	ORF 1	34.679,93	35.713,15	30,1%	29,3%
	ORF 2	23.428,05	27.187,44	20,3%	22,3%
	Pro 7	4.992,19	6.111,19	4,3%	5,0%
	RTL	6.013,64	6.646,82	5,2%	5,5%
	RTL 2	2.512,34	2.360,13	2,2%	1,9%
	SAT 1	4.298,76	5.168,72	3,7%	4,2%
	Super RTL	2.872,06	11.092,00	2,5%	9,1%
	TOTAL	115.391,09	121.822,10	100,0%	100,0%
Non Prescription Medical Products	Kabel 1	107,36	162,49	1,7%	2,4%
	ORF (simultaneously)	1.673,62	1.046,15	26,7%	15,7%
	ORF 1	1.051,57	1.452,45	16,8%	21,8%
	ORF 2	2.580,30	2.420,37	41,2%	36,4%
	Pro 7	208,36	306,56	3,3%	4,6%
	RTL	210,16	748,70	3,4%	11,3%
	RTL 2	142,71	33,38	2,3%	0,5%
	SAT 1	259,21	452,07	4,1%	6,8%
	Super RTL	26,62	28,56	0,4%	0,4%
	TOTAL	6.259,91	6.650,72	100,0%	100,0%
Tobacco	Forbidden				

Comments about Specific Products

- Product split if regulation or laws differ above 20° or 40°, e.g.:
 - TV advertising for spirits (> 15°) is completely banned.
 - TV advertising for alcoholic drinks (< 15°) is basically permitted, but subject to some restrictions:
 - ads cannot address kids or young people,
 - no connection with the image of physical, sexual or professional success, no link with car driving
 - no assumption of therapeutic, stimulating, calming or pacifying effects of alcohol
- A number of brands cover children-oriented advertising:
 - Alete, Hipp, Ja! Natürlich, Milupa, Nestlé, Lasepton, Nivea, Penaten, Weleda, Pampers, Barbie, Carrera, Catchmag, Das Wirtschafts DKT, Ello Creation System Spielwaren, Fischer Price Spielwaren, Geomag Magnetspiel, Hasbro Spielwaren, Jumbo Spiele, Lego, Matador Holzspielzeug, Mattel Spielwaren, Nikko, Piatnik, Playmobil, Ravensburger, Robin Wood, Schrenk, Tomy, Zapf Creationen, Baby Nova, Baby Björn, Babyfon, Num, Nuk, Römer, Nintendo...
- A number of brands cover spirits:
 - Absinth, Gerstacker, Martini Vermouth, Sandeman Sherry/Port, Asbach Uralt, Martell Cognac, Metaxa Brandy, Metaxa Tonic, Otard Cognac, Remy Martin, Ballantine's, Four Roses, Glenfiddich, Jack Daniels, Johnnie Walker, The Famous Grouse Whisky, The Glenlivet Single Malt, Tullamore Dew, Absolut Vodka, Eristoff Vodka, Stolichnaya, Baileys, Batida de Coco, Bols, Cointreau, Dooley's, Grand Marnier...
- Comments:
 - "ORF 1+2 simultaneously" is not a distinct channel, but it concerns defined ad breaks, which are broadcast on both channels simultaneously. Until 2002, there were 4 of these simultaneous ad breaks. Since 2003, there are only 2 left.