

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

Belgium – Report 3 (3/18)

Stages B and C

V.3.4.

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I. About Channels in Belgium

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	Ketnet/Canvas	Public service	Mainstream	only sponsoring or non commercial
	La Deux	Public service	Mainstream	12/h and max 6/day
	La Une	Public service	Mainstream	12/h and max 6/day
	RTL TVI	Commercial channel free to air	Mainstream	12 min
	TV1	Public service	Mainstream	only sponsoring or non commercial
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	AB3	Commercial channel free to air	Mainstream	12 min
	Canal Z	Commercial channel free to air	Information / Business	12 min
	Club RTL	Commercial channel free to air	Mainstream	12 min
	Jim TV	Commercial channel free to air	Entertainment (incl. Modern Music)	12 min
	Kanaal Z	Commercial channel free to air	Information / Business	12 min
	Kanaaltwee	Commercial channel free to air	Mainstream	12 min
	Liberty TV	Commercial channel free to air	Travels	12 min
	MCM Belgium	Commercial channel free to air	Entertainment (incl. Modern Music)	12 min
	Regional TV (11 Flemish + 12 French)	Commercial channel free to air	Information / Business	12 min
	TMF	Commercial channel free to air	Entertainment (incl. Modern Music)	12 min
	Vitaya	Commercial channel free to air	Mainstream	12 min
	VT4	Commercial channel free to air	Mainstream	12 min
	VTM	Commercial channel free to air	Mainstream	12 min

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	All 2 / ZDF	Public service		
	All 3 / SWR	Public service		
	All 3 / WDR	Public service		
	All1	Public service		
	BBC1	Public service		
	BBC2	Public service		
	Eurosport	Commercial channel free to air		
	France 2	Public service		
	France 3	Public service		
	Hollande 1	Public service		
	Hollande 2	Public service		
	Hollande 3	Public service		
	ITV Meridian	Commercial channel free to air		
	National Geographic	Commercial channel free to air		
	RAI Uno	Public service		
	RTL All	Public service		
RTP1	Public service			
TF1	Commercial channel free to air			
TVE	Public service			
International Channels (Worldwide models)	AB4	Commercial channel free to air	Mainstream	12 min
	BBC World	Public service		
	Cable News Network	Commercial channel free to air	Information / Business	no limit
	CNBC	Commercial channel free to air	Information / Business	no limit
	EuroNews	Commercial channel free to air	Information / Business	
	France 5 / Arte	Public service		
	MTV	Commercial channel free to air	Entertainment (incl. Modern Music)	12 min
	The Cartoon Network	Commercial channel free to air	Children	no limit
Other Channels = 60 channels with decoder or satellite, including RTBFSat and BVN-TV (satellite Belgian public channels) see addendum	TV5	Public service	Mainstream	6 min
	AB Sat (20 channels)	Pay TV (no advertising)	packaged TV channels	12 min
	Canal + Belgique	Pay TV (including adv. breaks)	Mainstream	12 min
	Canal + Televisie	Pay TV (including adv. breaks)	Fiction	12 min
	Canal Satellite (260 channels)	Pay TV (no advertising)	packaged TV channels	12 min
	TPS (200 channels)	Pay TV (no advertising)	packaged TV channels	12 min

1. Types of broadcast 2002 - 2003

TAB1c	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	Ketnet/Canvas	Numerical / digital	TV Cable	dedicated to kids before 8pm, also hertzian, test PVR
	La Deux	Analogical	TV Cable	also hertzian
	La Une	Analogical	TV Cable	also hertzian
	RTL TVI	Analogical	TV Cable	
	TV1	Numerical / digital	TV Cable	also hertzian, test PVR
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	AB3	Analogical	TV Cable	
	Canal Z	Analogical	TV Cable	
	Club RTL	Analogical	TV Cable	dedicated to kids before 8pm
	Jim TV	Analogical	TV Cable	
	Kanaal Z	Analogical	TV Cable	
	Kanaaltwee	Analogical	TV Cable	test PVR, test digital
	Liberty TV	Analogical	TV Cable	also satellite
	MCM Belgium	Analogical	TV Cable	
	Regional TV (11 Flemish + 12 French)	Analogical	TV Cable	dedicated to local information
	TMF	Numerical / digital	TV Cable	also satellite
	Vitaya	Analogical	TV Cable	especially beauty, health, well being ; test digital
	VT4	Analogical	TV Cable	test PVR, test digital
	VTM	Analogical	TV Cable	test PVR, also satellite free, test digital

1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	All 2 / ZDF	Analogical	TV Cable	
	All 3 / SWR	Analogical	TV Cable	
	All 3 / WDR	Analogical	TV Cable	
	All1	Analogical	TV Cable	
	BBC1	Analogical	TV Cable	
	BBC2	Analogical	TV Cable	
	Eurosport	Analogical	TV Cable	
	France 2	Analogical	TV Cable	
	France 3	Analogical	TV Cable	
	Hollande 1	Analogical	TV Cable	
	Hollande 2	Analogical	TV Cable	
	Hollande 3	Analogical	TV Cable	
	ITV Meridian	Analogical	TV Cable	
	National Geographic	Analogical	TV Cable	
	RAI Uno	Analogical	TV Cable	
	RTL All	Analogical	TV Cable	
	RTP1	Analogical	TV Cable	
	TF1	Analogical	TV Cable	
	TVE	Analogical	TV Cable	
	International Channels (Worldwide models)	AB4	Analogical	TV Cable
BBC World			TV Cable	
Cable News Network		Analogical	TV Cable	
CNBC		Analogical	TV Cable	
EuroNews			TV Cable	
France 5 / Arte			TV Cable	
MTV		Numerical / digital	TV Cable	
The Cartoon Network		Analogical	TV Cable	
Other Channels = 60 channels with decoder or satellite, including RTBFSat and BVN-TV (satellite Belgian public channels) see addendum	AB Sat (20 channels)	Numerical / digital	Decoder	satellite; thematic contents
	Canal + Belgique	Numerical / digital	TV Cable	also dedicated to sports, also hertzian but transmission for some dayparts only
	Canal + Televisie	Numerical / digital	Decoder	also dedicated to sports, also hertzian but transmission for some dayparts only
	Canal Satellite (260 channels)	Numerical / digital	Decoder	satellite; thematic contents
	TPS (200 channels)	Numerical / digital	Decoder	satellite; thematic contents

2. TV day parts definitions in Belgium :

- Definition of targets and dayparts in the North

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)	02h00-26h00	11,8	11,5
Morning	07h00-12h00	2,4	2,5
Access Prime Time	17h00-18h55	16,1	15,9
Prime Time	18h55-23h	39,1	37,4
Night Time	23h-26h00	11,7	10,9
<i>Universes :</i>		4.766.000	4.872.000
<i>Sources :</i>		<i>Audimetrie CIM</i>	<i>Audimetrie CIM</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)	02h00-26h00	5,8	6,5
Morning	07h00-12h00	4,5	5,0
Access Prime Time	17h00-18h55	11,8	13,3
Prime Time	18h55-23h	15,7	17,2
Night Time	23h-26h00	2,0	2,5
<i>Universes :</i>		772.000	773.000
<i>Sources :</i>		<i>Audimetrie CIM</i>	<i>Audimetrie CIM</i>

* 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.

2. TV day parts definitions in Belgium :

- Definition of targets and dayparts in the South

TAB2c	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)	02h00-26h00	15	15
Morning	07h00-12h00	5	5,3
Access Prime Time	17h00-18h55	21,6	21,3
Prime Time	18h55-22h30	40,9	40,2
Night Time	22h30-26h00	15,7	16,2
<i>Universes :</i>		3.361.000	3.384.000
<i>Sources :</i>		<i>Audimetric CIM</i>	<i>Audimetric CIM</i>

TAB2d	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)	02h00-26h00	7,6	7,8
Morning	07h00-12h00	6,6	6,8
Access Prime Time	17h00-18h55	15,8	16,3
Prime Time	18h55-22h30	18,0	18,2
Night Time	22h30-26h00	4,1	4,1
<i>Universes :</i>		595.000	584.000
<i>Sources :</i>		<i>Audimetric CIM</i>	<i>Audimetric CIM</i>

* 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* NORTH - 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	11,8	11,5	5,8	6,5
Channels with a national coverage	Ketnet/Canvas	8,7	8,8	18,7	20,7
	La Deux	0,4	0,4	0,4	0,2
	La Une	1,0	1,0	0,3	0,6
	RTL TVI	1,0	0,8	0,2	0,2
	TV1	27,3	29,2	15,7	14,2
Local Channels	AB3	0,0	0,0	0,0	0,0
	Canal Z	-	-	-	-
	Club RTL	0,0	0,0	0,0	0,0
	Jim TV	-	-	-	-
	Kanaal Z	-	-	-	-
	Kanaaltwee	6,4	6,0	7,2	7,7
	Liberty TV	-	-	-	-
	MCM Belgium	-	-	-	-
	Regional TV (11 Flemish + 12 French)	-	0,5	-	0,1
	TMF	-	-	-	-
	Vitaya	-	-	-	-
	VT4	5,9	6,4	10,7	11,5
	VTM	25,9	24,0	20,4	19,7
	Non-domestic Channels	All 2 / ZDF	-	-	-
All 3 / SWR		-	-	-	-
All 3 / WDR		-	-	-	-
All1		-	-	-	-
BBC1		-	-	-	-
BBC2		-	-	-	-
Eurosport		-	-	-	-
France 2		1,4	1,3	0,4	0,3
France 3		0,5	0,4	0,3	0,2
Hollande 1		1,9	1,8	0,6	0,6
Hollande 2		2,0	1,8	1,1	0,8
Hollande 3		1,1	0,9	2,8	2,3
ITV Meridian		-	-	-	-
National		0,9	-	0,5	-
RAI Uno		-	-	-	-
RTL All		-	-	-	-
RTP1		-	-	-	-
TF1		0,3	0,2	0,1	0,1
TVE		-	-	-	-
International Channels (Worldwide models)	AB4	-	-	-	-
	BBC World	-	-	-	-
	CNBC	-	-	-	-
	CNN	-	-	-	-
	EuroNews	-	-	-	-
	France 5 / Arte	0,3	-	0,4	-
	MTV	-	-	-	-
	The Cartoon Network	-	-	-	-
	TV5	0,0	0,0	0,0	0,0
Other Channels	AB Sat	-	-	-	-
	Canal + Belgique	0,0	0,0	0,0	0,0
	Canal + Televisie	-	-	-	-
	Canal Satellite	-	-	-	-
	TPS	-	-	-	-
TOTAL		85,0	83,5	79,8	79,2

3. Audience Share* NORTH - 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	39,1	37,4	15,7	17,2
Channels with a national coverage	Ketnet/Canvas	8,1	8,7	11,1	13,8
	La Deux	0,3	0,3	0,4	0,2
	La Une	0,7	0,6	0,2	0,4
	RTL TVI	0,9	0,7	0,2	0,2
	TV1	29,1	31,0	24,2	22,2
Local Channels	AB3	0,0	0,0	0,0	0,0
	Canal Z	-	-	-	-
	Club RTL	0,0	0,0	0,0	0,0
	Jim TV	-	-	-	-
	Kanaal Z	-	-	-	-
	Kanaaltwee	7,1	6,7	9,7	9,6
	Liberty TV	-	-	-	-
	MCM Belgium	-	-	-	-
	Regional TV (11 Flemish + 12 French)	-	0,4	-	0,2
	TMF	-	-	-	-
	Vitaya	-	-	-	-
	VT4	6,3	6,9	9,7	11,3
	VTM	30,1	27,9	26,4	26,5
Non-domestic Channels	All 2 / ZDF	-	-	-	-
	All 3 / SWR	-	-	-	-
	All 3 / WDR	-	-	-	-
	All1	-	-	-	-
	BBC1	-	-	-	-
	BBC2	-	-	-	-
	Eurosport	-	-	-	-
	France 2	0,7	0,6	0,2	0,1
	France 3	0,3	0,2	0,1	0,1
	Hollande 1	2,0	1,8	0,8	0,8
	Hollande 2	1,9	1,8	1,5	1,1
	Hollande 3	1,0	0,8	0,6	0,5
	ITV Meridian	-	-	-	-
	National Geographic	0,6	-	0,4	-
	RAI Uno	-	-	-	-
	RTL All	-	-	-	-
	RTP1	-	-	-	-
	TF1	0,1	0,1	0,0	0,0
	TVE	-	-	-	-
International Channels (Worldwide models)	AB4	-	-	-	-
	BBC World	-	-	-	-
	CNBC	-	-	-	-
	CNN	-	-	-	-
	EuroNews	-	-	-	-
	France 5 / Arte	0,3	-	0,2	-
	MTV	-	-	-	-
	The Cartoon Network	-	-	-	-
	TV5	0,0	0,0	0,0	0,0
Other Channels	AB Sat	-	-	-	-
	Canal + Belgique	0,0	0,0	0,0	0,0
	Canal + Televisie	-	-	-	-
	Canal Satellite	-	-	-	-
	TPS	-	-	-	-
TOTAL		89,5	88,5	85,7	87,0

3. Audience Share* SOUTH - All Day

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

TAB3c

	Names	Aged 15+		Aged 4-14		
		2002	2003	2002	2003	
Average Audience (Rat%) - see above	Total TV	15,0	15,0	7,6	7,8	
Channels with a national coverage	Ketnet/Canvas	0,3	0,3	0,7	0,4	
	La Deux	3,2	3,2	5,0	4,8	
	La Une	17,0	15,9	9,0	8,4	
	RTL TVI	18,7	18,6	11,8	11,3	
	TV1	0,7	0,8	0,5	0,3	
Local Channels	AB3	3,6	4,4	3,9	4,8	
	Canal Z	-	-	-	-	
	Club RTL	4,5	4,5	12,1	14,4	
	Jim TV	-	-	-	-	
	Kanaal Z	-	-	-	-	
	Kanaaltwee	0,1	0,1	0,0	0,1	
	Liberty TV	-	-	-	-	
	MCM Belgium	-	-	-	-	
	Regional TV (11 Flemish + 12 French)	-	0,2	-	0,1	
	TMF	-	-	-	-	
	Vitaya	-	-	-	-	
	VT4	0,1	0,1	0,2	0,1	
	VTM	0,2	0,2	0,1	0,1	
	Non-domestic Channels	All 2 / ZDF	-	-	-	-
		All 3 / SWR	-	-	-	-
All 3 / WDR		-	-	-	-	
All1		-	-	-	-	
BBC1		-	-	-	-	
BBC2		-	-	-	-	
Eurosport		-	-	-	-	
France 2		10,2	10,3	5,6	4,9	
France 3		7,4	7,0	7,8	6,4	
Hollande 1		0,1	0,1	0,1	0,1	
Hollande 2		0,1	0,1	0,2	0,1	
Hollande 3		0,0	0,0	0,0	0,0	
ITV Meridian		-	-	-	-	
National		0,1	-	0,0	-	
RAI Uno		-	-	-	-	
RTL All		-	-	-	-	
RTP1		-	-	-	-	
TF1		16,2	15,9	20,2	19,2	
TVE		-	-	-	-	
International Channels (Worldwide models)		AB4	-	-	-	-
	BBC World	-	-	-	-	
	CNBC	-	-	-	-	
	CNN	-	-	-	-	
	EuroNews	-	-	-	-	
	France 5 / Arte	1,0	-	0,3	-	
	MTV	-	-	-	-	
	The Cartoon Network	-	-	-	-	
	TV5	2,1	1,9	0,7	0,6	
	Other Channels	AB Sat	-	-	-	-
Canal + Belgique		0,8	0,8	0,7	0,7	
Canal + Televisie		-	-	-	-	
Canal Satellite		-	-	-	-	
TPS		-	-	-	-	
TOTAL		86,4	84,4	78,9	76,8	

3. Audience Share* SOUTH - Prime Time

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

TAB3d

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	40,9	40,2	18,0	18,2
Channels with a national coverage	Ketnet/Canvas	0,3	0,3	0,5	0,4
	La Deux	2,2	2,3	3,0	2,7
	La Une	20,1	19,0	12,2	11,8
	RTL TVI	25,3	25,4	19,7	19,4
	TV1	0,8	0,9	0,8	0,4
Local Channels	AB3	3,5	4,4	4,1	5,2
	Canal Z	-	-	-	-
	Club RTL	5,8	5,5	14,1	14,9
	Jim TV	-	-	-	-
	Kanaal Z	-	-	-	-
	Kanaaltwee	0,1	0,1	0,0	0,1
	Liberty TV	-	-	-	-
	MCM Belgium	-	-	-	-
	Regional TV (11 Flemish + 12 French)	-	0,2	-	0,1
	TMF	-	-	-	-
	Vitaya	-	-	-	-
	VT4	0,1	0,1	0,1	0,1
	VTM	0,3	0,2	0,2	0,2
	Non-domestic Channels	All 2 / ZDF	-	-	-
All 3 / SWR		-	-	-	-
All 3 / WDR		-	-	-	-
All1		-	-	-	-
BBC1		-	-	-	-
BBC2		-	-	-	-
Eurosport		-	-	-	-
France 2		8,1	7,7	5,2	4,9
France 3		6,1	6,2	3,8	3,3
Hollande 1		0,1	0,1	0,0	0,1
Hollande 2		0,2	0,1	0,1	0,1
Hollande 3		0,0	0,0	0,0	0,0
ITV Meridian		-	-	-	-
National Geographic		0,0	-	0,0	-
RAI Uno		-	-	-	-
RTL All		-	-	-	-
RTP1		-	-	-	-
TF1		13,2	13,2	17,5	17,5
TVE		-	-	-	-
International Channels (Worldwide models)		AB4	-	-	-
	BBC World	-	-	-	-
	CNBC	-	-	-	-
	CNN	-	-	-	-
	EuroNews	-	-	-	-
	France 5 / Arte	1,5	-	0,4	-
	MTV	-	-	-	-
	The Cartoon Network	-	-	-	-
	TV5	1,3	1,2	0,5	0,5
	Other Channels	AB Sat	-	-	-
Canal + Belgique		0,9	0,9	1,0	0,8
Canal + Televisie		-	-	-	-
Canal Satellite		-	-	-	-
TPS		-	-	-	-
TOTAL		89,9	87,8	83,2	82,5

Comments about Audience Share

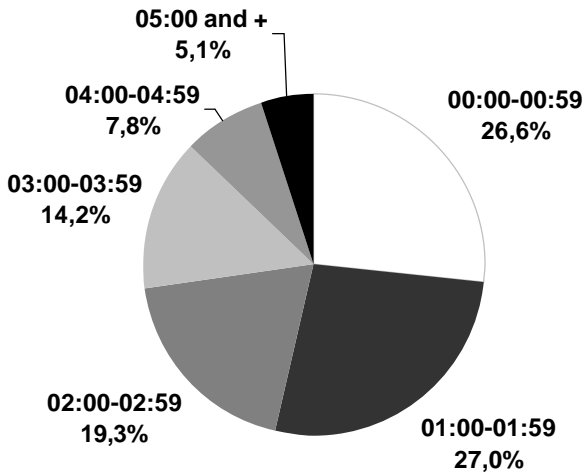
- Plug TV and AB4 are not included (started in 2004)
- “ - “ means less than 1% of audience share for the 4+ target but some channels gather less than 1% on adults or children targets. In other terms, the total audience share is less than 100.
- * Prime time available from 7 pm onwards only



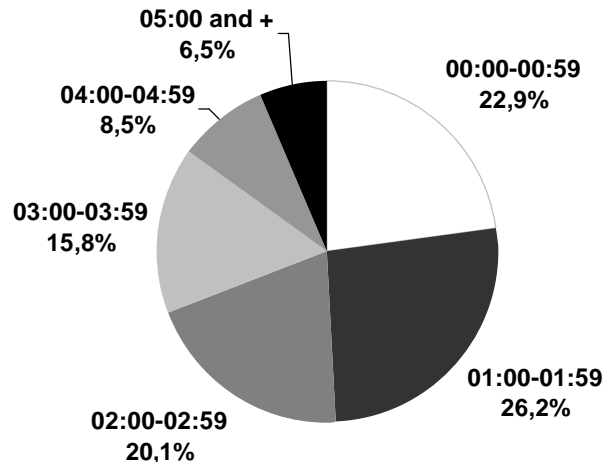
II. Advertising

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

2002



2003



Average duration : number of seconds : **132**

Total number of Blocks :
89.115

Average number of blocks by channel in a day : **22**

Average duration : number of seconds : **139**

Total number of Blocks :
96.417

Average number of blocks by channel in a day : **24**

11 Channels covered : TV1, Ketnet/Canvas, VTM, Kanaaltwee, VT4, La Une, La Deux, RTL TVI, Club RTL, AB3, Canal +FR

Audience Share in the North : 76,6% (All Day – 2003 – Target Adults 15+)

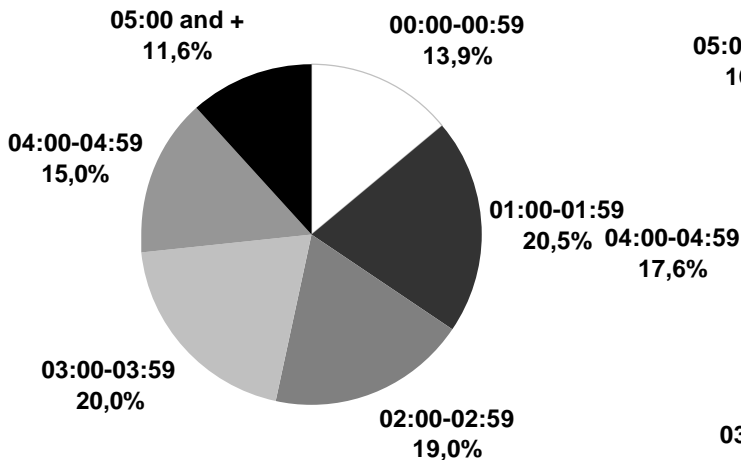
Audience Share in the South : 48,9% (All Day – 2003 – Target Adults 15+)

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

Note that blocks broadcast during loops (night) are excluded.

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

2002

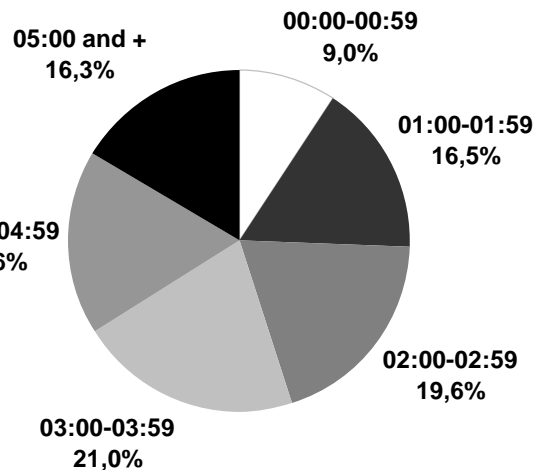


Average duration : number of seconds : **172**

Total number of Blocks : **25.971**

Average number of blocks by channel in a day : **6**

2003



Average duration : number of seconds : **196**

Total number of Blocks : **26.918**

Average number of blocks by channel in a day : **7**

11 Channels covered : TV1, Ketnet/Canvas, VTM, Kanaaltwee, VT4, La Une, La Deux, RTL TVI, Club RTL, AB3, Canal +FR

Audience Share in the North : 82,8% (Prime Time – 2003 – Target Adults 15+)

Audience Share in the South : 59,1% (Prime Time – 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.

Note that blocks broadcast during loops (night) are excluded.

4. Blocks interrupting programmes

Per genre and frequency

Preliminary note : the usual industry tools and data do not give access to dynamic information on programmes interruptions (possibility to run cross tabulations between block interruptions and programmes or any kind of statistics). The present subchapter is a customized focus provided this object is essential in the global frame of the survey.

Objective: to compare the commercial practices referred to in article 11 of the Directive related to TV advertising interrupting programmes

Sample base : a standard week in the year 2003 was selected in order to analyse the construction of the programming schedule of the key channels, in terms of TV advertising investments (cfr chapter 6 classification: the top TV stations versus their gross advertising revenues observed in 2003).

Method of counting: The number of programmes interrupted, the proportion of advertising breaks included in a programme in comparison with the total number of breaks, and the average number of minutes separating each of the breaks were calculated per type of programme. The summary tables give firstly a visual presentation of the multiple variables of programme interruptions.

As article 11 of the Directive stipulates: feature films, films made for television, series and serials, documentaries, light entertainment, sports programmes, children's programmes (including series listed as cartoons), current affairs programmes and the news are presented in isolation in the results.

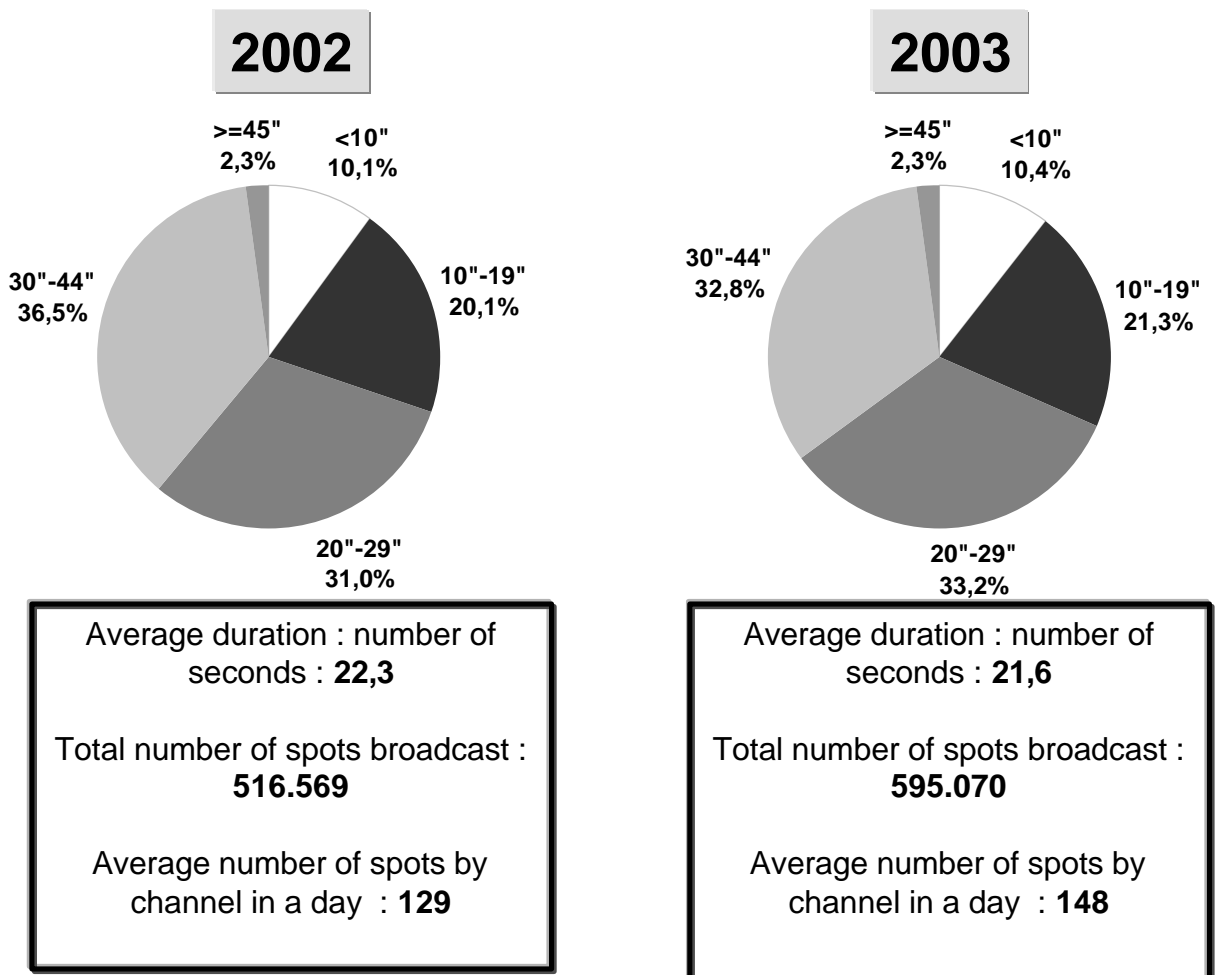
For any further details, see the attached report ' Methodological aspects '

4. Blocks interrupting programmes Per genre and frequency

BELGIUM Week 43 2003	Top TV Stations											
	Top TV Stations	Public (1 channel)	Privates (4 channels)	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines	
Total nbr of blocks (7 days):	1339	231	1108									
average number of blocks per hour :	2	2	2									
Nbr of broadcasts containing blocks	440	35	405	39	192	0	26	0	10	128	45	
Nbr of blocks Inside vs Total nbr of blocks	597	35	562	64	256	0	26	0	10	194	47	
average duration between all blocks	45%	15%	51%	40	22	-	-	-	-	24	31	
Nbr of broadcasts containing 1 block	304	35	269	19	128	26	10	78	43			
Nbr of blocks vs nbr of blocks Inside	304	35	269	19	128	26	10	78	43			
average duration between blocks inside	51%	100%	48%	30%	50%	100%	100%	40%	91%			
average duration between blocks inside	-	-	-	-	-	-	-	-	-			
Nbr of broadcasts containing 2 blocks	120		120	15	64						39	2
Nbr of blocks vs nbr of blocks Inside	240		240	30	128						78	4
average duration between blocks inside	43%		43%	48%	56%						41%	9%
average duration between 2 blocks	25		25	41	22						26	31
average duration between 2 blocks	25		25	41	22						26	31
Nbr of broadcasts containing 3 blocks	11		11	5							6	
Nbr of blocks vs nbr of blocks Inside	33		33	15							18	
average duration between blocks inside	6%		6%	24%							9%	
average duration between first and second interruption	28		28	38							20	
average duration between second and third interruption	29		29	39							20	
average duration between the interruptions 3-4	27		27	36							20	
Nbr of broadcasts containing 4 blocks	5		5								5	
Nbr of blocks vs nbr of blocks Inside	20		20								20	
average duration between blocks inside	4%		4%								10%	
average duration between first and second interruption	20		20								20	
average duration between second and third interruption	20		20								20	
average duration between the interruptions 3-4	20		20								20	

Note that Children Programmes are cartoons

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



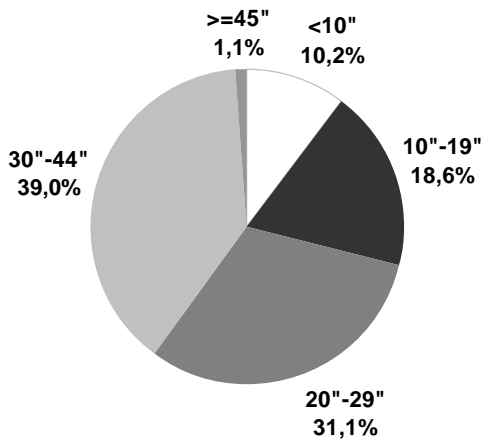
11 Channels covered : TV1, Ketnet/Canvas, VTM, Kanaaltwee, VT4, La Une, La Deux, RTL TVI, Club RTL, AB3, Canal +FR

Audience Share in the North : 76,6% (All Day – 2003 – Target Adults 15+)

Audience Share in the South : 48,9% (All Day – 2003 – Target Adults 15+)

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

2002

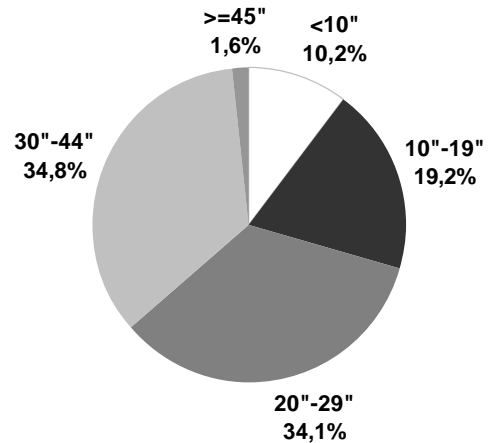


Average duration : number of seconds : **22,0**

Total number of spots broadcast : **214.392**

Average number of spots by channel in a day : **53**

2003



Average duration : number of seconds : **21,7**

Total number of spots broadcast : **241.931**

Average number of spots by channel in a day : **60**

11 Channels covered : TV1, Ketnet/Canvas, VTM, Kanaaltwee, VT4, La Une, La Deux, RTL TVI, Club RTL, AB3, Canal +FR

Audience Share in the North : 82,8% (Prime Time – 2003 – Target Adults 15+)

Audience Share in the South : 59,1% (Prime Time – 2003 – Target Adults 15+)

6. Advertising revenues - Top 5 TV stations NORTH

gross income 2002 in (000) euros		
VTM	316.096 €	
VT4	87.686 €	
KANAALTWEE	84.057 €	
TV1	14.317 €	
TMF	13.607 €	% of tot TV in 2002
TOTAL NORTH	515.764 €	94,6%

gross income 2003 in (000) euros		
VTM	341.307 €	
VT4	101.541 €	
KANAALTWEE	85.546 €	
TV1	24.563 €	
TMF	20.202 €	% of tot TV in 2003
TOTAL NORTH	573.161 €	94,7%

- In the North, TV1 is the leader in terms of audience shares (see tab 3) but allows only sponsoring or non-commercial advertising, i.e. humanitarian spots and public interest messages (see tab 1).

6. Advertising revenues - Top 5 TV stations SOUTH

gross income 2002 in (000) euros		
RTL TVI	163.421 €	
LA UNE	89.567 €	
CLUB RTL	38.915 €	
AB3	11.167 €	
MCM	6.802 €	% of tot TV in 2002
TOTAL SOUTH	309.872 €	96,9%

gross income 2003 in (000) euros		
RTL TVI	177.450 €	
LA UNE	85.296 €	
CLUB RTL	42.178 €	
AB3	15.392 €	
MCM	9.558 €	% of tot TV in 2003
TOTAL SOUTH	329.874 €	97,0%

- In the South, La Une ranks second in terms of audience shares (see tab 3) but restricted considering the number of advertising minutes allowed (see tab 1)

7. National Advertising Category : Definitions (1)

Advertising

- Advertising Spots :
 - Traditional advertising slot, 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
 - Re-inforcement 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/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
- BreakBumper :
 - 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
- Injection / pop up's
 - 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 / chronowatches
 - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Teleshopping

- 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 as an advertising spot.
- Teleshopping Spots
 - Category of DRTV spots. Direct offers broadcast to public with a view to supply 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 Belgium ?	Is it used in Belgium ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	No	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	No
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	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	No
Bartering	Yes	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes



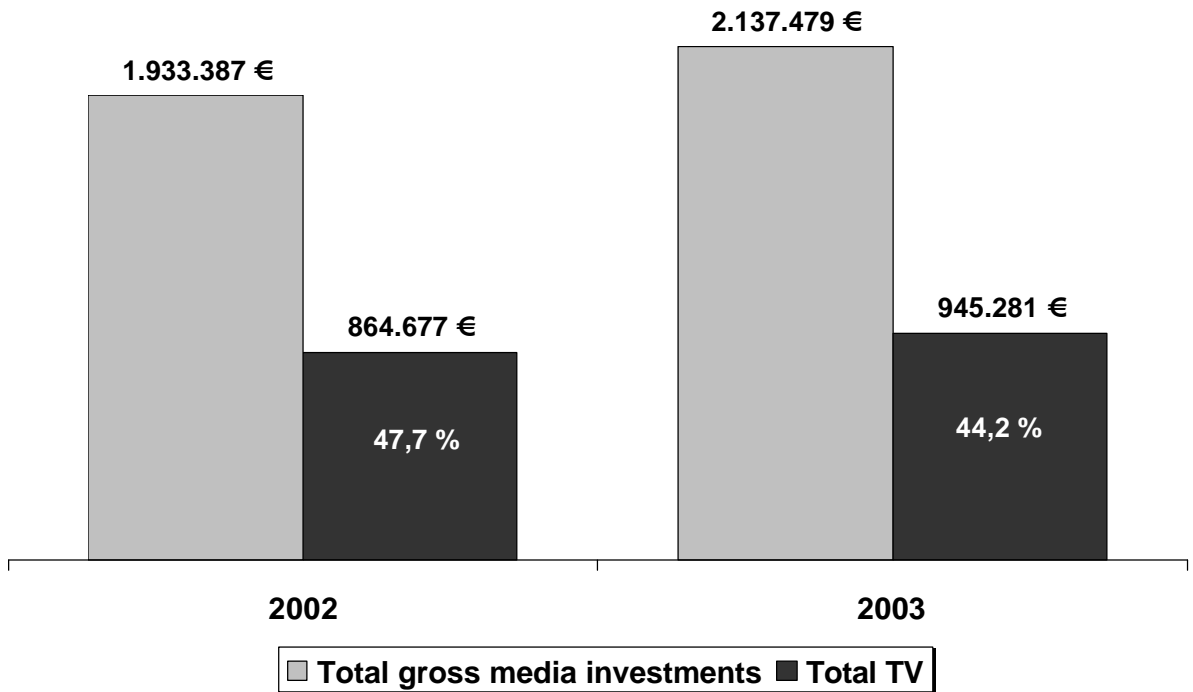
7. National Advertising Category : National Measurements

		Comments	Sources
Advertising			
Advertising Spots		Average rating of the spot and according to rate cards (gross)	
Advertising Spots linked with sponsoring		Average rating of the spot and according to rate cards (gross)	
Splitscreen		Currently not used for advertisers, only between programmes	
Public Interest messages		As advertising spots Usually with 30% rates decreasing	
Isolated Spot		Average rating of the spot and according to rate cards (gross)	
Insert or Product Placement		Forbidden, only used in the natural environment of a programme	
Verbal reference		during games or quizzes	
Sponsoring			
Sponsoring (Billboard Spots)		Average rating of the spot and according to 40% of the rate cards (gross)	
BreakBumper		As billboard spots	
Sponsored Self-Promotion Spots (trailers)		Average rating of the spot and according to 40% of the rate cards (gross) Duration equals self-promotion duration and adv. message duration	
Infomercial / programming		As a programme	
Bartering		As a programme The advertiser participates in production costs	
Virtual Advertising		Currently not used because too expensive	
Injection / pop up's			
Scoreboards / chronowatches			
Teleshopping			
Direct Response TV Spots		As advertising spots	
Teleshopping Spots		As advertising spots	

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

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
AB3	403.376,9	412.348,5	87.798,2	87.708,9
CANAL+ FR	525.524,2	525.532,4	103.803,9	108.630,6
CLUB RTL	397.243,5	409.327,0	83.310,5	82.593,1
KANAALTWEE	320.867,3	374.128,4	92.535,6	92.904,4
KETNET / CANVAS	287.918,8	287.086,7	104.731,8	104.504,1
LA1	513.848,1	517.719,6	92.929,3	89.073,5
LA2	518.290,8	518.823,3	95.094,0	96.431,6
RTL-TVI	321.856,4	353.191,3	83.888,4	84.914,6
TV1	479.686,9	485.378,5	93.678,8	93.753,7
VT4	300.029,1	318.001,4	92.469,3	93.668,0
VTM	400.590,3	399.176,2	91.051,4	90.911,0
Total number of minutes	4.469.232,3	4.600.713,2	1.021.291,1	1.025.093,5
Average Number of hours / day	204,1	210,1	46,6	46,8
Maximum potential per year in "nbr of minutes"	525.600	525.600	83.452	83.452
Source :	TV Times			

Comments :

- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, excepted for the prime time daypart in table 10, as explained in the methodological report.

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	AB3	43.502	49.925	11.081,11	15.380,49
	CANAL+ FR	5.994	5.982	1.690,80	1.575,83
	CLUB RTL	41.632	52.903	38.768,57	42.121,52
	KANAALTWEE	67.773	88.674	83.896,61	85.355,95
	KETNET / CANVAS	5.185	4.803	2.896,27	4.320,74
	LA1	60.617	69.678	89.214,68	85.124,27
	LA2	21.486	26.818	5.375,65	6.748,63
	RTL-TV1	70.599	74.515	162.896,90	176.957,56
	TV1	12.800	12.509	14.256,08	24.184,48
	VT4	83.760	93.668	87.572,44	101.292,86
	VTM	101.520	113.561	315.351,60	340.394,07
TOTAL	514.868	593.036	813.000,71	883.456,40	
Advertising Spots :	AB3	42.728	45.959	10.968,81	14.787,25
	CANAL+ FR	5.672	5.629	1.622,88	1.513,81
	CLUB RTL	34.366	43.175	32.378,59	34.569,35
	KANAALTWEE	65.541	84.815	81.997,23	82.358,80
	KETNET / CANVAS*	1.980	1.912	2.783,69	2.553,67
	LA1	49.175	56.249	78.001,97	75.134,82
	LA2	17.173	20.881	4.698,21	5.569,37
	RTL-TV1	60.481	63.682	146.735,35	158.357,27
	TV1*	4.235	4.037	13.898,44	13.874,48
	VT4	80.276	90.434	85.910,75	99.326,79
	VTM	92.502	103.803	299.266,69	321.465,45
TOTAL	454.129	520.576	758.262,61	809.511,06	
Advertising Spots linked with sponsoring :	AB3	0	37	0,00	0,02
	CANAL+ FR	57	70	0,03	0,04
	CLUB RTL	1.910	3.987	0,77	1,65
	KANAALTWEE	66	102	0,03	0,06
	KETNET / CANVAS	0	0	0,00	0,00
	LA1	1.448	1.494	0,62	0,58
	LA2	339	216	0,16	0,11
	RTL-TV1	2.280	3.424	0,94	1,38
	TV1	0	0	0,00	0,00
	VT4	1	60	0,00	0,04
	VTM	551	406	0,24	0,19
TOTAL	6.652	9.796	12.906,97	13.648,15	
TOTAL Advertising	AB3	42.728	45.996	10.968,81	14.805,88
	CANAL+ FR	5.729	5.699	1.643,83	1.534,16
	CLUB RTL	36.276	47.162	34.669,85	37.443,63
	KANAALTWEE	65.607	84.917	82.127,92	82.467,15
	KETNET / CANVAS*	1.980	1.912	2.783,69	2.553,67
	LA1	50.623	57.743	81.290,23	77.501,13
	LA2	17.512	21.097	4.805,25	5.603,19
	RTL-TV1	62.761	67.106	152.798,15	165.928,41
	TV1*	4.235	4.037	13.898,44	13.874,48
	VT4	80.277	90.494	85.912,95	99.342,71
	VTM	93.053	104.209	300.270,46	322.104,79
TOTAL	460.781	530.372	771.169,58	823.159,21	



10. Category of advertising by Channel - All day

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	AB3	627	3.253	92,51	503,04
	CANAL+ FR	235	252	45,09	39,90
	CLUB RTL	4.071	4.342	3.879,97	4.426,51
	KANAALTWEE	1.788	2.692	1.660,61	2.607,90
	KETNET / CANVAS	3.205	2.891	112,58	1.767,06
	LA1	7.999	10.433	7.034,10	6.960,26
	LA2	3.176	5.028	517,59	1.095,95
	RTL-TV1	6.089	5.774	8.702,28	10.332,98
	TV1	8.565	8.472	357,64	10.309,99
	VT4	2.191	1.728	1.103,77	1.334,95
	VTM	6.761	7.685	13.857,03	17.020,84
TOTAL	44.707	52.550	37.363,15	56.399,38	
Sponsored Self-Promotion Spots (trailers) :	AB3	147	676	19,79	71,58
	CANAL+ FR	30	31	1,89	1,78
	CLUB RTL	1.285	1.399	218,76	251,39
	KANAALTWEE	378	1.065	108,08	280,91
	KETNET / CANVAS	0	94	0,00	46,21
	LA1	1.995	1.502	890,35	662,87
	LA2	798	693	52,82	49,49
	RTL-TV1	1.749	1.635	1.396,48	696,17
	TV1	0	92	0,00	263,98
	VT4	1.292	1.446	555,72	615,20
	VTM	1.706	1.667	1.224,11	1.268,44
TOTAL	9.380	10.300	4.467,99	4.208,00	
TOTAL Sponsoring	AB3	774	3.929	112,30	574,61
	CANAL+ FR	265	283	46,98	41,68
	CLUB RTL	5.356	5.741	4.098,73	4.677,90
	KANAALTWEE	2.166	3.757	1.768,69	2.888,80
	KETNET / CANVAS	3.205	2.985	112,58	1.813,27
	LA1	9.994	11.935	7.924,45	7.623,14
	LA2	3.974	5.721	570,40	1.145,44
	RTL-TV1	7.838	7.409	10.098,75	11.029,15
	TV1	8.565	8.564	357,64	10.573,97
	VT4	3.483	3.174	1.659,49	1.950,15
	VTM	8.467	9.352	15.081,14	18.289,27
TOTAL	54.087	62.850	41.831,14	60.607,38	
TOTAL Teleshopping spots	AB3	-	-	-	-
	CANAL+ FR	-	-	-	-
	CLUB RTL	-	-	-	-
	KANAALTWEE	-	-	-	-
	KETNET / CANVAS	-	-	-	-
	LA1	-	-	-	-
	LA2	-	-	-	-
	RTL-TV1	-	-	-	-
	TV1	-	-	-	-
	VT4	-	-	-	-
	VTM	-	-	-	-
TOTAL	-	-	-	-	

Note that new adv. or sponsorship techniques either not exist or are not measured

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



10. Category of advertising by Channel - All day

TAB10c		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	AB3	16.602	17.370	2,5	2,5	4,1%	4,2%
	CANAL+ FR	2.353	2.436	0,3	0,3	0,4%	0,5%
	CLUB RTL	14.829	18.581	2,2	2,7	3,7%	4,5%
	KANAALTWEE	26.618	33.222	5,0	5,3	8,3%	8,9%
	KETNET / CANVAS	1.308	1.223	0,3	0,3	0,5%	0,4%
	LA1	21.537	23.564	2,5	2,7	4,2%	4,6%
	LA2	7.234	8.825	0,8	1,0	1,4%	1,7%
	RTL-TVI	26.478	27.108	4,9	4,6	8,2%	7,7%
	TV1	2.894	2.804	0,4	0,3	0,6%	0,6%
	VT4	32.967	37.073	6,6	7,0	11,0%	11,7%
	VTM	38.394	41.610	5,8	6,3	9,6%	10,4%
	TOTAL	191.214	213.816	2,6	2,8	100,0%	100,0%
Advertising Spots :	AB3	16.480	16.861	2,5	2,5	4,1%	4,1%
	CANAL+ FR	2.277	2.352	0,3	0,3	0,4%	0,4%
	CLUB RTL	13.300	16.054	2,0	2,4	3,3%	3,9%
	KANAALTWEE	26.398	32.825	4,9	5,3	8,2%	8,8%
	KETNET / CANVAS*	987	913	0,2	0,2	0,3%	0,3%
	LA1	19.493	21.426	2,3	2,5	3,8%	4,1%
	LA2	6.494	7.937	0,8	0,9	1,3%	1,5%
	RTL-TVI	24.356	24.514	4,5	4,2	7,6%	6,9%
	TV1*	2.089	1.964	0,3	0,2	0,4%	0,4%
	VT4	32.649	36.794	6,5	6,9	10,9%	11,6%
	VTM	37.352	40.522	5,6	6,1	9,3%	10,2%
	TOTAL	181.875	202.162	2,4	2,6	95,1%	94,5%
Advertising Spots linked with sponsoring :	AB3	0	21	0,0	0,0	0,0%	0,0%
	CANAL+ FR	29	35	0,0	0,0	0,0%	0,0%
	CLUB RTL	772	1.648	0,1	0,2	0,2%	0,4%
	KANAALTWEE	27	64	0,0	0,0	0,0%	0,0%
	KETNET / CANVAS	0	0	0,0	0,0	0,0%	0,0%
	LA1	623	580	0,1	0,1	0,2%	0,2%
	LA2	164	107	0,0	0,0	0,1%	0,0%
	RTL-TVI	942	1.377	0,2	0,2	0,3%	0,4%
	TV1	0	0	0,0	0,0	0,0%	0,0%
	VT4	1	40	0,0	0,0	0,0%	0,0%
	VTM	242	189	0,0	0,0	0,1%	0,0%
	TOTAL	2.798	4.061	0,0	0,1	1,5%	1,9%
TOTAL Advertising	AB3	16.480	16.882	2,5	2,5	4,1%	4,1%
	CANAL+ FR	2.306	2.387	0,3	0,3	0,4%	0,5%
	CLUB RTL	14.072	17.703	2,1	2,6	3,5%	4,3%
	KANAALTWEE	26.424	32.890	4,9	5,3	8,2%	8,8%
	KETNET / CANVAS	987	913	0,2	0,2	0,3%	0,3%
	LA1	20.116	22.006	2,3	2,6	3,9%	4,3%
	LA2	6.658	8.044	0,8	0,9	1,3%	1,6%
	RTL-TVI	25.297	25.890	4,7	4,4	7,9%	7,3%
	TV1	2.089	1.964	0,3	0,2	0,4%	0,4%
	VT4	32.650	36.834	6,5	6,9	10,9%	11,6%
	VTM	37.594	40.711	5,6	6,1	9,4%	10,2%
	TOTAL	184.673	206.223	2,5	2,7	96,6%	96,4%



10. Category of advertising by Channel - All day

TAB10d		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
Sponsoring (Billboard Spots) :	AB3	74	408	0,0	0,1	0,0%	0,1%
	CANAL+ FR	30	32	0,0	0,0	0,0%	0,0%
	CLUB RTL	607	704	0,1	0,1	0,2%	0,2%
	KANAALTWEE	162	235	0,0	0,0	0,1%	0,1%
	KETNET / CANVAS	321	293	0,1	0,1	0,1%	0,1%
	LA1	962	1.216	0,1	0,1	0,2%	0,2%
	LA2	419	637	0,0	0,1	0,1%	0,1%
	RTL-TVI	967	1.012	0,2	0,2	0,3%	0,3%
	TV1	805	802	0,1	0,1	0,2%	0,2%
	VT4	200	153	0,0	0,0	0,1%	0,0%
	VTM	650	770	0,1	0,1	0,2%	0,2%
TOTAL	5.197	6.264	0,1	0,1	2,7%	2,9%	
Sponsored Self-Promotion Spots (trailers) :	AB3	47	80	0,0	0,0	0,0%	0,0%
	CANAL+ FR	18	16	0,0	0,0	0,0%	0,0%
	CLUB RTL	150	174	0,0	0,0	0,0%	0,0%
	KANAALTWEE	32	97	0,0	0,0	0,0%	0,0%
	KETNET / CANVAS	0	17	0,0	0,0	0,0%	0,0%
	LA1	459	342	0,1	0,1	0,1%	0,1%
	LA2	156	144	0,0	0,0	0,0%	0,0%
	RTL-TVI	214	206	0,0	0,0	0,1%	0,1%
	TV1	0	38	0,0	0,0	0,0%	0,0%
	VT4	117	87	0,0	0,0	0,0%	0,0%
	VTM	150	129	0,0	0,0	0,0%	0,0%
TOTAL	1.344	1.330	0,0	0,0	0,7%	0,6%	
TOTAL Sponsoring	AB3	122	488	0,0	0,1	0,0%	0,1%
	CANAL+ FR	47	48	0,0	0,0	0,0%	0,0%
	CLUB RTL	757	878	0,1	0,1	0,2%	0,2%
	KANAALTWEE	194	333	0,0	0,1	0,1%	0,1%
	KETNET / CANVAS	321	310	0,1	0,1	0,1%	0,1%
	LA1	1.421	1.558	0,2	0,2	0,3%	0,3%
	LA2	576	781	0,1	0,1	0,1%	0,2%
	RTL-TVI	1.180	1.218	0,2	0,2	0,4%	0,3%
	TV1	805	840	0,1	0,1	0,2%	0,2%
	VT4	317	240	0,1	0,0	0,1%	0,1%
	VTM	800	899	0,1	0,1	0,2%	0,2%
TOTAL	6.541	7.594	0,1	0,1	3,4%	3,6%	
TOTAL Teleshopping spots	AB3	-	-	-	-	-	-
	CANAL+ FR	-	-	-	-	-	-
	CLUB RTL	-	-	-	-	-	-
	KANAALTWEE	-	-	-	-	-	-
	KETNET / CANVAS	-	-	-	-	-	-
	LA1	-	-	-	-	-	-
	LA2	-	-	-	-	-	-
	RTL-TVI	-	-	-	-	-	-
	TV1	-	-	-	-	-	-
	VT4	-	-	-	-	-	-
	VTM	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	

Note that new adv. or sponsorship techniques either not exist or are not measured

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



10. Category of advertising by Channel - Prime time

TAB10e		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	AB3	7.838	11.675	5.181,38	8.985,33
	CANAL+ FR	4.765	5.617	1.590,12	1.511,50
	CLUB RTL	22.401	27.505	29.080,35	29.673,37
	KANAALTWEE	35.586	41.046	67.225,96	70.655,87
	KETNET / CANVAS	3.937	3.732	2.585,54	3.680,44
	LA1	21.442	21.899	57.174,33	53.897,33
	LA2	10.076	13.060	2.338,34	2.671,15
	RTL-TV1	27.857	28.325	116.650,62	129.611,97
	TV1	6.845	6.743	12.570,28	20.564,31
	VT4	37.909	41.109	63.783,81	72.506,32
	VTM	36.012	41.660	245.214,68	272.955,35
	TOTAL	214.668	242.371	603.395,42	666.712,93
Advertising Spots :	AB3	7.667	10.986	5.115,45	8.667,50
	CANAL+ FR	4.519	5.340	1.538,54	1.462,73
	CLUB RTL	18.211	22.822	24.604,36	24.852,84
	KANAALTWEE	34.221	38.649	65.634,33	67.950,39
	KETNET / CANVAS*	1.729	1.670	2.513,52	2.225,13
	LA1	18.055	18.625	50.687,28	48.193,99
	LA2	8.521	11.297	2.042,81	2.396,40
	RTL-TV1	24.407	24.731	106.733,40	116.948,17
	TV1*	3.028	2.924	12.213,24	12.121,81
	VT4	35.825	38.802	62.545,88	70.841,37
	VTM	33.139	38.227	234.016,05	259.035,82
	TOTAL	189.322	214.073	567.644,85	614.696,14
Advertising Spots linked with sponsoring :	AB3	0	3	0,00	1,38
	CANAL+ FR	43	52	15,50	15,63
	CLUB RTL	1.319	2.024	1.837,97	2.114,98
	KANAALTWEE	43	24	113,69	81,90
	KETNET / CANVAS	0	0	0,00	0,00
	LA1	497	435	2.023,10	1.502,45
	LA2	127	66	66,96	13,11
	RTL-TV1	933	1.050	4.120,94	4.917,32
	TV1	0	0	0,00	0,00
	VT4	1	60	2,20	15,92
	VTM	41	29	372,55	230,58
	TOTAL	3.004	3.743	8.552,90	8.893,25
TOTAL Advertising	AB3	7.667	10.989	5.115,45	8.668,88
	CANAL+ FR	4.562	5.392	1.554,04	1.478,35
	CLUB RTL	19.530	24.846	26.442,33	26.967,82
	KANAALTWEE	34.264	38.673	65.748,02	68.032,29
	KETNET / CANVAS	1.729	1.670	2.513,52	2.225,13
	LA1	18.552	19.060	52.710,38	49.696,43
	LA2	8.648	11.363	2.109,76	2.409,51
	RTL-TV1	25.340	25.781	110.854,34	121.865,49
	TV1	3.028	2.924	12.213,24	12.121,81
	VT4	35.826	38.862	62.548,08	70.857,29
	VTM	33.180	38.256	234.388,59	259.266,40
	TOTAL	192.326	217.816	576.197,75	623.589,40



10. Category of advertising by Channel - Prime time

TAB10f		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	AB3	111	470	53,13	268,39
	CANAL+ FR	181	200	34,33	31,66
	CLUB RTL	2.226	2.052	2.533,02	2.601,89
	KANAALTWEE	1.149	1.936	1.395,23	2.388,45
	KETNET / CANVAS	2.208	1.971	72,02	1.410,02
	LA1	2.251	2.254	3.969,70	3.798,77
	LA2	914	1.336	197,94	236,04
	RTL-TV1	1.997	1.999	5.379,39	7.508,26
	TV1	3.817	3.755	357,05	8.217,33
	VT4	1.141	1.263	767,74	1.131,54
	VTM	2.248	2.918	9.863,53	12.703,03
TOTAL	18.243	20.154	24.623,06	40.295,38	
Sponsored Self-Promotion Spots (trailers) :	AB3	60	216	12,81	48,06
	CANAL+ FR	22	25	1,75	1,48
	CLUB RTL	645	607	105,00	103,66
	KANAALTWEE	173	437	82,72	235,13
	KETNET / CANVAS	0	91	0,00	45,29
	LA1	639	585	494,25	402,12
	LA2	514	361	30,64	25,61
	RTL-TV1	520	545	416,89	238,22
	TV1	0	64	0,00	225,16
	VT4	942	984	467,99	517,50
	VTM	584	486	962,56	985,93
TOTAL	4.099	4.401	2.574,61	2.828,15	
TOTAL Sponsoring	AB3	171	686	65,94	316,45
	CANAL+ FR	203	225	36,08	33,14
	CLUB RTL	2.871	2.659	2.638,02	2.705,55
	KANAALTWEE	1.322	2.373	1.477,95	2.623,58
	KETNET / CANVAS	2.208	2.062	72,02	1.455,31
	LA1	2.890	2.839	4.463,95	4.200,89
	LA2	1.428	1.697	228,58	261,64
	RTL-TV1	2.517	2.544	5.796,27	7.746,48
	TV1	3.817	3.819	357,05	8.442,50
	VT4	2.083	2.247	1.235,73	1.649,04
	VTM	2.832	3.404	10.826,09	13.688,95
TOTAL	22.342	24.555	27.197,67	43.123,53	
TOTAL Teleshopping spots	AB3	-	-	-	-
	CANAL+ FR	-	-	-	-
	CLUB RTL	-	-	-	-
	KANAALTWEE	-	-	-	-
	KETNET / CANVAS	-	-	-	-
	LA1	-	-	-	-
	LA2	-	-	-	-
	RTL-TV1	-	-	-	-
	TV1	-	-	-	-
	VT4	-	-	-	-
	VTM	-	-	-	-
TOTAL	-	-	-	-	

Note that new adv. or sponsorship techniques either not exist or are not measured
See chapter 7 about availability of the figures and/or comments on value definition modes

10. Category of advertising by Channel - Prime time

TAB10g		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	AB3	2.935	4.287	2,2	3,3	3,7%	5,5%
	CANAL+ FR	1.880	2.296	1,4	1,8	2,4%	2,9%
	CLUB RTL	7.948	9.840	6,1	7,5	10,1%	12,5%
	KANAALTWEE	13.666	15.201	9,2	10,2	15,3%	17,0%
	KETNET / CANVAS	1.090	1.011	0,7	0,7	1,2%	1,1%
	LA1	7.476	7.630	5,7	5,8	9,5%	9,7%
	LA2	3.566	4.588	2,7	3,5	4,5%	5,8%
	RTL-TVI	10.260	10.508	7,8	8,0	13,1%	13,4%
	TV1	1.871	1.813	1,3	1,2	2,1%	2,0%
	VT4	14.350	15.266	9,6	10,2	16,0%	17,1%
	VTM	13.512	15.302	9,1	10,3	15,1%	17,1%
	TOTAL	78.555	87.741	5,1	5,7	100,0%	100,0%
Advertising Spots :	AB3	2.903	4.196	2,2	3,2	3,7%	5,3%
	CANAL+ FR	1.823	2.231	1,4	1,7	2,3%	2,8%
	CLUB RTL	7.005	8.616	5,4	6,6	8,9%	11,0%
	KANAALTWEE	13.534	14.987	9,1	10,1	15,1%	16,8%
	KETNET / CANVAS*	870	799	0,6	0,5	1,0%	0,9%
	LA1	6.862	7.085	5,2	5,4	8,7%	9,0%
	LA2	3.284	4.305	2,5	3,3	4,2%	5,5%
	RTL-TVI	9.489	9.653	7,3	7,4	12,1%	12,3%
	TV1*	1.507	1.428	1,0	1,0	1,7%	1,6%
	VT4	14.159	15.055	9,5	10,1	15,8%	16,8%
	VTM	13.232	14.968	8,9	10,0	14,8%	16,7%
	TOTAL	74.667	83.322	4,9	5,4	95,1%	95,0%
Advertising Spots linked with sponsoring :	AB3	0	2	0,0	0,0	0,0%	0,0%
	CANAL+ FR	22	26	0,0	0,0	0,0%	0,0%
	CLUB RTL	537	823	0,4	0,6	0,7%	1,0%
	KANAALTWEE	17	12	0,0	0,0	0,0%	0,0%
	KETNET / CANVAS	0	0	0,0	0,0	0,0%	0,0%
	LA1	211	162	0,2	0,1	0,3%	0,2%
	LA2	60	30	0,0	0,0	0,1%	0,0%
	RTL-TVI	373	388	0,3	0,3	0,4%	0,4%
	TV1	0	0	0,0	0,0	0,0%	0,0%
	VT4	1	40	0,0	0,0	0,0%	0,1%
	VTM	17	12	0,0	0,0	0,0%	0,0%
	TOTAL	1.237	1.494	0,1	0,1	1,6%	1,7%
TOTAL Advertising	AB3	2.903	4.198	2,2	3,2	3,7%	5,3%
	CANAL+ FR	1.845	2.257	1,4	1,7	2,4%	2,9%
	CLUB RTL	7.542	9.439	5,8	7,2	9,6%	12,0%
	KANAALTWEE	13.550	14.999	9,1	10,1	15,2%	16,8%
	KETNET / CANVAS	870	799	0,6	0,5	1,0%	0,9%
	LA1	7.073	7.247	5,4	5,5	9,0%	9,2%
	LA2	3.344	4.334	2,6	3,3	4,3%	5,5%
	RTL-TVI	9.862	10.041	7,5	7,7	12,6%	12,8%
	TV1	1.507	1.428	1,0	1,0	1,7%	1,6%
	VT4	14.160	15.095	9,5	10,1	15,8%	16,9%
	VTM	13.249	14.980	8,9	10,1	14,8%	16,8%
	TOTAL	75.904	84.816	5,0	5,5	96,6%	96,7%



10. Category of advertising by Channel - Prime time

TAB10h		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
Sponsoring (Billboard Spots) :	AB3	11	56	0,0	0,0	0,0%	0,1%
	CANAL+ FR	23	26	0,0	0,0	0,0%	0,0%
	CLUB RTL	330	325	0,3	0,2	0,4%	0,4%
	KANAALTWEE	102	164	0,1	0,1	0,1%	0,2%
	KETNET / CANVAS	220	197	0,1	0,1	0,2%	0,2%
	LA1	265	259	0,2	0,2	0,3%	0,3%
	LA2	124	177	0,1	0,1	0,2%	0,2%
	RTL-TVI	334	398	0,3	0,3	0,4%	0,5%
	TV1	364	359	0,2	0,2	0,4%	0,4%
	VT4	105	111	0,1	0,1	0,1%	0,1%
	VTM	213	283	0,1	0,2	0,2%	0,3%
TOTAL	2.090	2.355	0,1	0,2	2,7%	2,7%	
Sponsored Self-Promotion Spots (trailers) :	AB3	21	33	0,0	0,0	0,0%	0,0%
	CANAL+ FR	13	13	0,0	0,0	0,0%	0,0%
	CLUB RTL	76	76	0,1	0,1	0,1%	0,1%
	KANAALTWEE	14	38	0,0	0,0	0,0%	0,0%
	KETNET / CANVAS	0	15	0,0	0,0	0,0%	0,0%
	LA1	138	124	0,1	0,1	0,2%	0,1%
	LA2	99	77	0,1	0,1	0,1%	0,1%
	RTL-TVI	64	69	0,0	0,0	0,1%	0,1%
	TV1	0	26	0,0	0,0	0,0%	0,0%
	VT4	85	59	0,1	0,0	0,1%	0,1%
	VTM	50	39	0,0	0,0	0,1%	0,0%
TOTAL	560	570	0,0	0,0	0,7%	0,6%	
TOTAL Sponsoring	AB3	32	89	0,0	0,1	0,0%	0,1%
	CANAL+ FR	36	39	0,0	0,0	0,0%	0,0%
	CLUB RTL	406	401	0,3	0,3	0,5%	0,5%
	KANAALTWEE	116	202	0,1	0,1	0,1%	0,2%
	KETNET / CANVAS	220	212	0,1	0,1	0,2%	0,2%
	LA1	403	383	0,3	0,3	0,5%	0,5%
	LA2	223	254	0,2	0,2	0,3%	0,3%
	RTL-TVI	398	467	0,3	0,4	0,5%	0,6%
	TV1	364	385	0,2	0,3	0,4%	0,4%
	VT4	190	171	0,1	0,1	0,2%	0,2%
	VTM	263	322	0,2	0,2	0,3%	0,4%
TOTAL	2.650	2.925	0,2	0,2	3,4%	3,3%	
TOTAL Teleshopping spots	AB3	-	-	-	-	-	-
	CANAL+ FR	-	-	-	-	-	-
	CLUB RTL	-	-	-	-	-	-
	KANAALTWEE	-	-	-	-	-	-
	KETNET / CANVAS	-	-	-	-	-	-
	LA1	-	-	-	-	-	-
	LA2	-	-	-	-	-	-
	RTL-TVI	-	-	-	-	-	-
	TV1	-	-	-	-	-	-
	VT4	-	-	-	-	-	-
	VTM	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	

Note that new adv. or sponsorship techniques either not exist or are not measured

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



Advertising special : product placement (PP)

- Distinction between PP inside films and TV programmes
 - The planned insert of products has been activated in **cinema films**, since years as a way to improve the revenues of films producers ; the European Union member countries are involved in this process, being distributors and/or producers of such films including product placements. This observation is valid for TV-films and series as well.
 - Following professionals of every EU markets (local Carat media planning services and TV buying services), PP mechanics inside TV programmes out of films & series are visible, even though product placement is not authorized.
 - We may distinguish 3 types of such product placements active in the EU member countries :
 - 1) Accidental and unplanned presences
 - 2) Integration or placement for a supply of product in the context of a programme sponsorship
 - 3) Placement or integration of a product which may be compensated by a media space deal or finances.
 - These are logically not measured = no visible economical impact nor for audiences, nor for revenues.
 - We have to notice that the PP prohibition meets probable difficulties in controlling the product mentions and especially the effective willingness (or not) to promote the product attributes. There could be reasons to think that the advertising industry in Europe develops efforts in supporting PP actions in line with the US market motives.



III. Programmes

11. Duration - Breakdown of Programme types

Channels covered : TV1, Ketnet/Canvas, VTM, KanaalTwee, VT4, La Une, La Deux, RTL TVI, Club RTL, Canal+, AB3

TAB 11a		
All Day	2002	2003
Children, educational programmes, cartoons	8,3%	6,0%
Documentary	3,3%	3,3%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	11,7%	11,1%
Film, TV Films and Mini Series (TV films in several episodes)	17,2%	17,7%
Information (News, Flash and Info Magazines)	13,5%	12,4%
Other Magazines	9,1%	8,3%
Political, Religious, Philosophical, Unions programmes	1,2%	1,4%
Series and Soap	16,1%	18,7%
Sports	6,2%	5,1%
Teleshopping (excl. of spots and ad formats)	2,8%	5,0%
Advertising (excl. teleshopping programme and channel self-promotion)	4,3%	4,6%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	3,2%	3,1%
Others	2,5%	2,4%
	99%	99%

Total number of minutes in the year	4.469.224	4.600.713
Total number of hours in the year	74.487,07	76.678,55
Cumulative nbr of hours in an average day	204	210
Sources:	TV Times	TV Times

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

« Others » : theatre, short film, weather, stock market, regional programming, service broadcasting, lottery, third parties communications, loops.

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	AB3	9,1%	7,2%	3,7%	4,8%
	CANAL+ FR	5,1%	3,5%	0,0%	0,0%
	CLUB RTL	20,6%	18,8%	3,9%	5,4%
	KANAALTWEE	4,3%	0,0%	6,2%	0,0%
	KETNET / CANVAS	18,7%	14,9%	0,0%	0,0%
	LA1	2,2%	0,4%	1,1%	1,2%
	LA2	9,1%	13,6%	2,0%	0,1%
	RTL-TVI	0,0%	0,0%	0,0%	0,0%
	TV1	0,2%	0,0%	0,1%	0,0%
	VT4	20,3%	6,9%	4,0%	13,1%
	VTM	9,2%	3,3%	0,0%	0,0%
	TOTAL	8,3%	6,0%	2,4%	3,9%
Documentary	AB3	0,4%	0,1%	2,9%	2,1%
	CANAL+ FR	6,2%	5,9%	0,2%	0,2%
	CLUB RTL	0,1%	0,2%	7,2%	10,8%
	KANAALTWEE	0,6%	0,2%	2,5%	17,3%
	KETNET / CANVAS	7,5%	6,9%	1,2%	1,4%
	LA1	2,7%	6,4%	3,0%	1,6%
	LA2	11,0%	10,7%	0,5%	0,5%
	RTL-TVI	0,1%	0,3%	8,4%	7,3%
	TV1	2,4%	0,9%	0,8%	0,1%
	VT4	0,5%	0,4%	17,1%	17,2%
	VTM	1,4%	1,1%	11,0%	10,9%
	TOTAL	3,3%	3,3%	1,4%	1,4%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	AB3	5,5%	10,6%	8,8%	4,6%
	CANAL+ FR	9,0%	4,5%	2,5%	3,9%
	CLUB RTL	35,1%	24,4%	1,5%	0,7%
	KANAALTWEE	26,1%	22,9%	3,5%	6,8%
	KETNET / CANVAS	5,9%	5,9%	0,6%	0,6%
	LA1	1,9%	2,7%	20,3%	13,0%
	LA2	4,5%	8,2%	2,3%	1,8%
	RTL-TVI	7,1%	9,1%	11,0%	5,2%
	TV1	16,4%	15,4%	0,4%	0,4%
	VT4	12,4%	13,0%	24,2%	21,2%
	VTM	10,0%	8,7%	16,3%	18,9%
	TOTAL	11,7%	11,1%	5,6%	5,8%
Film, TV Films and Mini Series	AB3	24,8%	25,2%	2,3%	2,9%
	CANAL+ FR	56,8%	64,7%	0,1%	0,1%
	CLUB RTL	13,5%	14,6%	3,7%	5,2%
	KANAALTWEE	14,1%	12,1%	19,1%	19,6%
	KETNET / CANVAS	8,1%	7,9%	0,3%	0,3%
	LA1	5,9%	6,5%	4,8%	4,2%
	LA2	2,5%	3,4%	1,4%	1,7%
	RTL-TVI	24,4%	21,9%	6,8%	6,7%
	TV1	6,6%	5,0%	1,7%	1,9%
	VT4	17,0%	15,8%	14,1%	16,0%
	VTM	10,9%	10,4%	19,3%	24,8%
	TOTAL	17,2%	17,7%	4,7%	5,0%

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)	AB3	1,8%	1,8%	1,4%	0,2%
	CANAL+ FR	2,1%	0,3%	0,9%	4,9%
	CLUB RTL	5,7%	5,4%	0,9%	0,8%
	KANAALTWEE	0,8%	0,5%	49,5%	40,8%
	KETNET / CANVAS	8,2%	8,6%	1,2%	1,1%
	LA1	36,3%	26,3%	2,6%	3,5%
	LA2	10,4%	15,6%	1,6%	1,4%
	RTL-TV1	13,5%	14,2%	8,1%	7,8%
	TV1	39,1%	38,9%	0,4%	0,3%
	VT4	2,8%	1,4%	20,9%	27,6%
	VTM	13,7%	13,6%	12,4%	13,2%
TOTAL	13,5%	12,4%	3,4%	3,5%	
Other Magazines	AB3	16,7%	12,2%	3,8%	6,3%
	CANAL+ FR	4,1%	2,8%	2,4%	3,0%
	CLUB RTL	0,9%	1,1%	27,5%	30,5%
	KANAALTWEE	0,0%	0,0%	21,6%	28,3%
	KETNET / CANVAS	3,8%	4,4%	1,7%	1,8%
	LA1	12,8%	19,7%	4,1%	4,0%
	LA2	29,4%	21,0%	1,0%	2,0%
	RTL-TV1	8,0%	7,4%	14,1%	16,8%
	TV1	5,9%	8,0%	2,1%	1,6%
	VT4	1,0%	1,0%	25,6%	21,0%
	VTM	6,5%	5,3%	17,6%	20,9%
TOTAL	9,1%	8,3%	4,5%	5,6%	
Political, Religious, Philosophical, Unions programmes	AB3	0,0%	0,0%	0,0%	0,0%
	CANAL+ FR	0,0%	0,0%	0,0%	16,1%
	CLUB RTL	0,0%	0,0%	0,0%	0,0%
	KANAALTWEE	0,0%	0,0%	0,0%	0,0%
	KETNET / CANVAS	10,8%	12,0%	0,1%	0,0%
	LA1	1,0%	1,3%	3,5%	2,7%
	LA2	1,6%	1,4%	0,4%	0,6%
	RTL-TV1	0,1%	0,3%	0,3%	3,8%
	TV1	1,7%	2,6%	0,0%	0,0%
	VT4	0,0%	0,0%	0,0%	0,0%
	VTM	0,1%	0,1%	0,0%	4,3%
TOTAL	1,2%	1,4%	0,4%	0,5%	
Series and Soap	AB3	26,6%	23,4%	7,1%	6,8%
	CANAL+ FR	4,6%	8,1%	0,2%	0,8%
	CLUB RTL	15,7%	14,7%	7,7%	11,9%
	KANAALTWEE	25,1%	30,3%	14,6%	12,0%
	KETNET / CANVAS	16,2%	22,5%	0,3%	0,2%
	LA1	17,4%	18,1%	4,2%	4,8%
	LA2	1,6%	2,3%	4,3%	7,8%
	RTL-TV1	21,2%	18,4%	9,3%	10,0%
	TV1	11,2%	12,8%	0,5%	0,4%
	VT4	26,8%	42,2%	13,7%	9,7%
	VTM	24,3%	28,9%	7,2%	6,6%
TOTAL	16,1%	18,7%	7,4%	7,1%	

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	AB3	1,5%	2,6%	3,7%	4,5%
	CANAL+ FR	6,0%	6,2%	0,5%	0,6%
	CLUB RTL	2,8%	4,1%	6,6%	5,8%
	KANAALTWEE	3,3%	3,1%	4,6%	6,2%
	KETNET / CANVAS	15,3%	11,3%	0,4%	0,3%
	LA1	5,0%	6,3%	4,9%	3,4%
	LA2	22,6%	13,7%	1,1%	2,2%
	RTL-TVI	0,9%	0,7%	4,0%	4,2%
	TV1	4,2%	3,9%	0,4%	0,3%
	VT4	0,1%	0,1%	6,2%	6,4%
	VTM	2,0%	1,7%	12,1%	10,2%
	TOTAL	6,2%	5,1%	2,0%	2,6%
Teleshopping (excl. of spots and adv. formats)	AB3	6,0%	8,1%	1,1%	1,2%
	CANAL+ FR	0,0%	0,0%	0,0%	0,0%
	CLUB RTL	0,0%	10,4%	0,0%	0,0%
	KANAALTWEE	13,1%	17,1%	0,0%	0,0%
	KETNET / CANVAS	0,0%	0,0%	0,0%	0,0%
	LA1	0,0%	0,0%	0,0%	0,0%
	LA2	0,0%	0,0%	0,0%	0,0%
	RTL-TVI	12,3%	15,7%	3,2%	2,5%
	TV1	0,0%	0,0%	0,0%	0,0%
	VT4	0,0%	0,0%	0,0%	0,0%
	VTM	4,7%	8,8%	0,0%	0,4%
	TOTAL	2,8%	5,0%	1,2%	0,8%
Advertising (excl. teleshopping programme and channel self-promotion)	AB3	5,1%	5,6%		
	CANAL+ FR	0,6%	0,6%		
	CLUB RTL	4,2%	5,0%		
	KANAALTWEE	8,9%	10,1%		
	KETNET / CANVAS	0,5%	0,5%		
	LA1	6,6%	6,3%		
	LA2	2,3%	3,0%		
	RTL-TVI	9,1%	8,5%		
	TV1	0,9%	0,8%		
	VT4	12,0%	12,4%		
	VTM	10,5%	11,4%		
	TOTAL	4,3%	4,6%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	AB3	2,4%	2,8%		
	CANAL+ FR	3,0%	1,8%		
	CLUB RTL	1,3%	1,3%		
	KANAALTWEE	3,5%	3,0%		
	KETNET / CANVAS	4,2%	4,3%		
	LA1	2,9%	2,6%		
	LA2	3,5%	3,7%		
	RTL-TVI	2,6%	2,8%		
	TV1	4,0%	4,0%		
	VT4	4,5%	4,9%		
	VTM	3,7%	3,3%		
	TOTAL	3,2%	3,1%		
Others	AB3	0,1%	0,3%	12,0%	8,0%
	CANAL+ FR	2,5%	1,7%	0,6%	0,1%
	CLUB RTL	0,1%	0,1%	218,4%	150,5%
	KANAALTWEE	0,3%	0,6%	51,8%	34,5%
	KETNET / CANVAS	0,8%	0,8%	1,8%	1,5%
	LA1	5,3%	3,4%	17,2%	28,6%
	LA2	1,5%	3,2%	13,7%	9,3%
	RTL-TVI	0,8%	0,8%	147,6%	140,2%
	TV1	7,6%	7,6%	1,1%	1,2%
	VT4	2,6%	1,9%	3,7%	29,6%
	VTM	3,1%	3,5%	25,9%	27,7%
	TOTAL	2,5%	2,4%	13,3%	16,6%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	AB3	100,0%	100,0%	4,1%	4,2%
	CANAL+ FR	100,0%	100,0%	0,4%	0,5%
	CLUB RTL	100,0%	100,0%	3,8%	4,5%
	KANAALTWEE	100,0%	100,0%	8,3%	9,0%
	KETNET / CANVAS	100,0%	100,0%	0,4%	0,4%
	LA1	100,0%	100,0%	4,3%	4,6%
	LA2	100,0%	100,0%	1,4%	1,7%
	RTL-TVI	100,0%	100,0%	8,3%	7,7%
	TV1	100,0%	100,0%	0,6%	0,6%
	VT4	100,0%	100,0%	11,0%	11,6%
	VTM	100,0%	100,0%	9,6%	10,4%
	TOTAL	99,2%	99,1%	4,3%	4,7%

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

TAB12d		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	AB3	3.802	4.188	168,94	265,08
	CANAL+ FR	1	12	0,05	2,55
	CLUB RTL	8.943	11.672	10.699,73	12.941,18
	KANAAL 2	2.184	5.809	419,84	995,30
	KETNET / CANVAS	40	103	5,52	41,50
	LA1	315	71	128,54	30,34
	LA2	2.643	200	1.293,72	60,21
	RTL-TV1	0	0	0,00	0,00
	TV1	5	0	1,59	0,00
	VT4	6.550	6.991	2.815,19	3.507,94
	VTM	16	4	3,73	0,96
	TOTAL	24.499	29.050	15.536,83	17.845,05
Documentary	AB3	134	20	6,54	3,22
	CANAL+ FR	141	120	25,79	15,80
	CLUB RTL	61	188	41,19	92,57
	KANAAL 2	115	320	121,20	296,70
	KETNET / CANVAS	950	931	750,44	983,10
	LA1	1.057	1.438	731,15	1.103,80
	LA2	849	806	135,61	107,91
	RTL-TV1	62	211	278,35	962,97
	TV1	250	24	483,84	47,67
	VT4	649	529	604,66	788,85
	VTM	1.632	1.272	3.868,35	1.262,04
	TOTAL	5.900	5.859	7.047,13	5.664,63
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	AB3	5.084	5.545	1.161,34	2.760,12
	CANAL+ FR	2.950	2.216	904,45	696,68
	CLUB RTL	6.067	2.267	8.407,80	3.006,26
	KANAAL 2	7.614	15.760	14.861,02	19.351,31
	KETNET / CANVAS	580	504	154,68	381,00
	LA1	5.756	5.366	13.473,85	13.104,62
	LA2	1.486	2.186	241,75	326,60
	RTL-TV1	6.866	4.809	17.575,82	13.667,39
	TV1	1.926	1.980	1.130,90	3.541,04
	VT4	22.893	21.471	22.921,20	22.903,38
	VTM	16.917	17.274	49.815,83	50.304,77
	TOTAL	78.139	79.378	130.648,64	130.043,17
Film, TV Films and Mini Series	AB3	6.391	8.445	2.875,67	3.451,47
	CANAL+ FR	596	947	165,19	231,64
	CLUB RTL	5.267	8.450	3.138,57	4.685,87
	KANAAL 2	22.266	24.148	37.041,84	39.886,08
	KETNET / CANVAS	270	219	201,66	254,31
	LA1	4.090	4.014	6.411,24	6.442,31
	LA2	520	903	80,97	135,54
	RTL-TV1	13.488	13.816	36.079,78	35.150,23
	TV1	2.318	2.213	2.910,09	4.113,09
	VT4	18.598	21.036	38.939,57	41.544,54
	VTM	21.634	27.431	102.504,37	113.308,96
	TOTAL	95.438	111.622	230.348,94	249.204,04

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

TAB12e		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	AB3	259	151	61,74	21,04
	CANAL+ FR	254	161	25,02	32,24
	CLUB RTL	574	619	159,68	119,74
	KANAAL 2	3.444	2.463	2.794,11	728,59
	KETNET / CANVAS	600	622	624,43	548,20
	LA1	14.362	14.535	18.482,78	15.334,80
	LA2	2.375	3.249	290,37	542,71
	RTL-TV1	9.366	10.397	24.891,57	28.149,87
	TV1	2.342	2.011	3.988,06	4.420,30
	VT4	4.239	2.838	2.630,10	2.751,95
	VTM	18.024	19.644	44.065,85	50.354,41
	TOTAL	55.839	56.690	98.013,72	103.003,85
Other Magazines	AB3	6.971	8.971	3.023,96	5.527,73
	CANAL+ FR	1.274	1.087	382,07	261,18
	CLUB RTL	2.766	4.110	2.013,39	3.679,22
	KANAAL 2	26	93	56,81	101,94
	KETNET / CANVAS	753	959	413,04	779,82
	LA1	7.204	12.771	7.325,12	11.313,52
	LA2	5.113	6.758	808,54	1.085,95
	RTL-TV1	10.070	12.234	26.909,99	34.950,06
	TV1	2.316	2.491	2.453,79	4.126,78
	VT4	2.012	1.796	3.404,10	2.600,53
	VTM	12.688	12.392	33.290,42	35.669,96
	TOTAL	51.193	63.662	80.081,23	100.096,70
Political, Religious, Philosophical, Union programmes	AB3	0	0	0,00	0,00
	CANAL+ FR	0	47	0,00	12,68
	CLUB RTL	0	0	0,00	0,00
	KANAAL 2	0	0	0,00	0,00
	KETNET / CANVAS	68	54	30,63	40,67
	LA1	455	540	50,82	375,69
	LA2	112	147	12,89	13,35
	RTL-TV1	2	109	1,16	251,30
	TV1	0	7	0,00	31,69
	VT4	0	0	0,00	0,00
	VTM	0	68	0,00	259,97
	TOTAL	637	972	95,49	985,34
Series and Soap	AB3	19.164	19.183	3.442,05	2.764,19
	CANAL+ FR	100	815	28,81	202,05
	CLUB RTL	12.988	19.910	7.743,86	11.413,19
	KANAAL 2	29.356	35.437	24.804,63	20.690,77
	KETNET / CANVAS	567	499	284,52	463,47
	LA1	9.993	12.172	10.399,20	10.325,24
	LA2	1.013	2.549	278,99	670,65
	RTL-TV1	16.449	17.390	27.269,79	33.138,04
	TV1	1.055	932	1.525,45	2.658,45
	VT4	27.418	33.347	15.237,37	21.223,08
	VTM	17.775	20.374	33.534,51	38.381,95
	TOTAL	135.878	162.608	124.549,19	141.931,08

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

TAB12f		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sports	AB3	625	1.553	234,99	436,26
	CANAL+ FR	487	563	132,86	117,52
	CLUB RTL	2.434	3.007	4.376,14	5.347,95
	KANAAL 2	1.316	1.955	2.046,12	2.021,70
	KETNET / CANVAS	876	600	335,18	593,38
	LA1	3.787	3.579	6.423,26	2.517,33
	LA2	4.374	5.306	1.807,61	3.212,77
	RTL-TVI	472	373	147,98	104,85
	TV1	299	338	304,42	655,46
	VT4	58	63	90,74	172,50
	VTM	2.663	1.960	9.248,72	5.233,04
	TOTAL	17.391	19.297	25.148,02	20.412,76
	Teleshopping (excl. of spots and adv. formats)	AB3	840	1.227	73,11
CANAL+ FR		0	0	0,00	0,00
CLUB RTL		0	0	0,00	56,40
KANAAL 2		18	88	0,93	4,47
KETNET / CANVAS		0	0	0,00	0,00
LA1		0	0	0,00	0,00
LA2		0	0	0,00	0,00
RTL-TVI		3.326	4.060	3.197,27	2.867,97
TV1		0	0	0,00	0,00
VT4		0	0	0,00	0,00
VTM		21	343	0,79	28,71
TOTAL		4.205	6.532	3.272,10	3.036,75
Advertising (excl. teleshopping programme and channel self-promotion)		AB3			
	CANAL+ FR				
	CLUB RTL				
	KANAAL 2				
	KETNET / CANVAS				
	LA1				
	LA2				
	RTL-TVI				
	TV1				
	VT4				
	VTM				
	TOTAL				
	Self-promotion (presentation, trailers, title signs, channel housestyle)	AB3			
CANAL+ FR					
CLUB RTL					
KANAAL 2					
KETNET / CANVAS					
LA1					
LA2					
RTL-TVI					
TV1					
VT4					
VTM					
TOTAL					
Others		AB3	131	333	28,68
	CANAL+ FR	191	14	26,56	3,51
	CLUB RTL	2.532	1.860	2.188,22	778,26
	KANAAL 2	1.363	2.235	1.745,21	1.254,76
	KETNET / CANVAS	341	312	49,81	248,82
	LA1	13.598	15.166	25.788,71	24.575,83
	LA2	2.986	4.687	423,57	582,90
	RTL-TVI	10.309	11.011	26.501,03	27.708,61
	TV1	2.289	2.605	1.457,93	4.853,97
	VT4	986	4.796	847,52	5.661,12
	VTM	9.455	11.279	38.940,66	45.474,56
	TOTAL	44.181	54.298	97.997,88	111.186,74
	Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	AB3	43.401	49.616	11.077,03
CANAL+ FR		5.994	5.982	1.690,80	1.575,83
CLUB RTL		41.632	52.897	38.768,57	42.120,65
KANAAL 2		67.702	88.308	83.891,72	85.331,61
KETNET / CANVAS		5.045	4.803	2.849,89	4.334,27
LA1		60.617	69.652	89.214,68	85.123,48
LA2		21.471	26.791	5.374,00	6.738,61
RTL-TVI		70.410	74.410	162.852,74	176.951,27
TV1		12.800	12.601	14.256,08	24.448,46
VT4		83.403	92.867	87.490,44	101.153,88
VTM		100.825	112.041	315.273,21	340.279,33
TOTAL		513.300	589.968	812.739,17	883.410,11

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

TAB12g		Proportion time of programme typologies in % by channel (from 7pm onwards)		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	AB3	0,0%	0,0%	0,0%	0,0%
	CANAL+ FR	1,8%	3,0%	0,0%	0,2%
	CLUB RTL	7,8%	7,6%	17,8%	24,8%
	KANAALTWEE	0,1%	0,0%	13,2%	0,0%
	KETNET / CANVAS	1,2%	0,4%	0,2%	0,3%
	LA1	0,1%	0,0%	3,7%	0,0%
	LA2	7,6%	0,7%	1,6%	5,6%
	RTL-TV1	0,0%	0,0%	0,0%	0,0%
	TV1	0,0%	0,0%	0,0%	0,0%
	VT4	0,7%	1,0%	23,1%	25,7%
	VTM	0,0%	0,0%	0,0%	0,0%
	TOTAL	1,7%	1,1%	8,1%	16,2%
Documentary	AB3	0,1%	0,1%	0,5%	0,0%
	CANAL+ FR	3,6%	2,8%	0,8%	1,0%
	CLUB RTL	0,3%	0,2%	6,2%	14,1%
	KANAALTWEE	1,1%	0,1%	0,8%	34,6%
	KETNET / CANVAS	13,8%	12,6%	1,8%	1,9%
	LA1	0,9%	2,8%	7,2%	7,3%
	LA2	8,9%	4,0%	3,0%	5,1%
	RTL-TV1	0,3%	0,7%	9,9%	9,5%
	TV1	2,4%	0,2%	2,9%	2,4%
	VT4	0,7%	0,7%	23,9%	22,8%
	VTM	1,7%	0,3%	14,3%	20,0%
	TOTAL	3,3%	2,4%	3,2%	4,0%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	AB3	7,6%	17,7%	4,2%	5,6%
	CANAL+ FR	15,7%	10,8%	6,3%	7,7%
	CLUB RTL	11,7%	3,4%	10,1%	20,5%
	KANAALTWEE	7,1%	14,1%	23,5%	23,8%
	KETNET / CANVAS	6,6%	6,4%	0,7%	0,6%
	LA1	7,6%	7,6%	25,7%	23,8%
	LA2	8,0%	9,0%	6,8%	5,8%
	RTL-TV1	7,7%	5,9%	11,7%	11,7%
	TV1	26,9%	25,8%	0,9%	1,0%
	VT4	16,1%	12,4%	25,3%	24,5%
	VTM	14,2%	11,8%	18,9%	20,2%
	TOTAL	11,8%	11,4%	11,1%	11,5%
Film, TV Films and Mini Series	AB3	46,3%	31,4%	2,7%	3,4%
	CANAL+ FR	48,9%	48,9%	0,4%	0,7%
	CLUB RTL	32,1%	33,0%	5,7%	8,3%
	KANAALTWEE	36,7%	35,8%	15,4%	18,6%
	KETNET / CANVAS	10,6%	8,1%	0,7%	0,7%
	LA1	24,1%	27,3%	1,7%	2,3%
	LA2	10,6%	8,0%	1,8%	3,7%
	RTL-TV1	35,3%	33,8%	7,6%	7,5%
	TV1	19,6%	10,8%	2,0%	3,0%
	VT4	41,2%	38,6%	15,6%	17,6%
	VTM	6,6%	6,5%	67,9%	82,6%
	TOTAL	28,2%	25,6%	7,4%	9,3%

12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12h		Proportion time of programme typologies in % by channel (from 7pm onwards)		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	AB3	0,7%	0,0%	0,0%	0,0%
	CANAL+ FR	0,9%	0,7%	1,7%	8,8%
	CLUB RTL	0,0%	0,0%	0,0%	0,0%
	KANAALTWEE	0,5%	0,1%	100,3%	83,1%
	KETNET / CANVAS	18,4%	19,4%	1,5%	1,3%
	LA1	19,3%	18,8%	7,8%	7,0%
	LA2	13,2%	12,4%	5,1%	7,4%
	RTL-TVI	19,5%	21,2%	13,1%	12,1%
	TV1	21,5%	21,7%	2,6%	2,3%
	VT4	3,1%	1,8%	30,2%	17,2%
	VTM	20,5%	20,2%	9,6%	12,1%
	TOTAL	10,8%	10,6%	7,4%	7,1%
Other Magazines	AB3	20,2%	30,7%	4,8%	7,6%
	CANAL+ FR	4,7%	5,3%	8,5%	7,4%
	CLUB RTL	1,9%	1,5%	44,3%	81,2%
	KANAALTWEE	0,0%	0,1%	28,8%	44,0%
	KETNET / CANVAS	6,4%	9,1%	2,5%	2,2%
	LA1	14,9%	13,5%	5,0%	8,6%
	LA2	24,7%	33,3%	3,4%	4,8%
	RTL-TVI	7,7%	8,6%	32,7%	33,6%
	TV1	10,6%	13,1%	2,1%	1,7%
	VT4	2,4%	2,8%	26,2%	20,6%
	VTM	7,6%	7,0%	17,6%	24,7%
	TOTAL	9,2%	11,3%	8,3%	9,5%
Political, Religious, Philosophical, Union programmes	AB3	0,0%	0,0%	0,0%	0,0%
	CANAL+ FR	0,0%	0,1%	0,0%	16,1%
	CLUB RTL	0,0%	0,0%	0,0%	0,0%
	KANAALTWEE	0,0%	0,0%	0,0%	0,0%
	KETNET / CANVAS	1,6%	2,4%	0,7%	0,5%
	LA1	0,0%	0,9%	0,0%	5,5%
	LA2	0,4%	0,1%	0,2%	2,8%
	RTL-TVI	0,0%	0,4%	0,0%	5,9%
	TV1	0,0%	0,2%	0,0%	1,5%
	VT4	0,0%	0,0%	0,0%	0,0%
	VTM	0,0%	0,2%	0,0%	5,9%
	TOTAL	0,2%	0,4%	0,6%	2,6%
Series and Soap	AB3	16,2%	10,2%	4,0%	3,1%
	CANAL+ FR	6,6%	13,8%	0,5%	2,1%
	CLUB RTL	25,1%	32,2%	11,2%	13,7%
	KANAALTWEE	30,5%	25,1%	20,2%	21,9%
	KETNET / CANVAS	26,3%	30,0%	0,3%	0,3%
	LA1	16,2%	12,5%	4,8%	6,3%
	LA2	6,4%	11,2%	3,8%	6,4%
	RTL-TVI	14,7%	14,3%	11,9%	13,1%
	TV1	8,9%	15,1%	2,5%	1,6%
	VT4	13,8%	17,6%	21,7%	21,8%
	VTM	23,3%	23,7%	7,5%	8,9%
	TOTAL	17,0%	18,7%	9,1%	9,5%

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

TAB12i		Proportion time of programme typologies in % by channel (from 7pm onwards)		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	AB3	2,7%	1,6%	4,4%	10,8%
	CANAL+ FR	11,4%	9,4%	1,0%	1,3%
	CLUB RTL	8,5%	7,4%	6,6%	6,9%
	KANAALTWEE	2,5%	2,5%	10,2%	12,5%
	KETNET / CANVAS	9,5%	6,6%	1,0%	0,8%
	LA1	4,8%	3,2%	4,0%	3,1%
	LA2	12,2%	13,7%	3,3%	2,2%
	RTL-TV1	0,0%	0,0%	1,6%	18,0%
	TV1	0,6%	1,8%	3,8%	2,8%
	VT4	0,1%	0,2%	19,1%	16,3%
	VTM	4,2%	4,2%	12,6%	10,6%
	TOTAL	5,3%	4,7%	3,9%	3,9%
Teleshopping (excl. of spots and adv. formats)	AB3	0,0%	0,0%	0,0%	0,0%
	CANAL+ FR	0,0%	0,0%	0,0%	0,0%
	CLUB RTL	0,0%	0,0%	0,0%	0,0%
	KANAALTWEE	0,0%	0,0%	0,0%	0,0%
	KETNET / CANVAS	0,0%	0,0%	0,0%	0,0%
	LA1	0,0%	0,0%	0,0%	0,0%
	LA2	0,0%	0,0%	0,0%	0,0%
	RTL-TV1	0,0%	0,0%	0,0%	0,0%
	TV1	0,0%	0,0%	0,0%	0,0%
	VT4	0,0%	0,0%	0,0%	0,0%
	VTM	0,0%	0,0%	0,0%	0,0%
	TOTAL	0,0%	0,0%	0,0%	0,0%
Advertising (excl. teleshopping programme and channel self-promotion)	AB3	3,8%	5,6%		
	CANAL+ FR	2,1%	2,4%		
	CLUB RTL	10,3%	12,5%		
	KANAALTWEE	15,6%	17,3%		
	KETNET / CANVAS	1,1%	1,1%		
	LA1	8,9%	9,4%		
	LA2	3,9%	4,5%		
	RTL-TV1	11,8%	12,1%		
	TV1	1,6%	1,6%		
	VT4	16,5%	17,4%		
	VTM	14,9%	16,7%		
	TOTAL	8,0%	8,9%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	AB3	2,2%	2,6%		
	CANAL+ FR	3,4%	2,4%		
	CLUB RTL	2,0%	1,9%		
	KANAALTWEE	4,8%	3,9%		
	KETNET / CANVAS	3,1%	3,3%		
	LA1	1,5%	1,8%		
	LA2	2,3%	1,6%		
	RTL-TV1	2,0%	2,0%		
	TV1	3,4%	3,5%		
	VT4	4,8%	4,6%		
	VTM	4,1%	3,7%		
	TOTAL	3,1%	2,9%		
Others	AB3	0,2%	0,0%	13,7%	0,0%
	CANAL+ FR	0,9%	0,3%	3,9%	1,4%
	CLUB RTL	0,4%	0,2%	246,7%	177,4%
	KANAALTWEE	1,1%	1,0%	47,5%	35,9%
	KETNET / CANVAS	1,3%	0,7%	3,2%	4,0%
	LA1	1,8%	2,3%	131,7%	109,3%
	LA2	1,8%	1,5%	25,7%	11,0%
	RTL-TV1	1,0%	1,0%	187,2%	180,4%
	TV1	4,4%	6,2%	6,2%	5,3%
	VT4	0,6%	3,0%	20,6%	43,0%
	VTM	2,9%	5,7%	63,9%	39,9%
	TOTAL	1,5%	2,0%	49,5%	40,2%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	AB3	100,0%	100,0%	3,3%	4,9%
	CANAL+ FR	100,0%	100,0%	1,8%	2,1%
	CLUB RTL	100,0%	100,0%	9,5%	11,9%
	KANAALTWEE	100,0%	100,0%	14,8%	16,4%
	KETNET / CANVAS	100,0%	100,0%	1,0%	1,0%
	LA1	100,0%	100,0%	8,0%	8,6%
	LA2	100,0%	100,0%	3,8%	4,8%
	RTL-TV1	100,0%	100,0%	12,2%	12,4%
	TV1	100,0%	100,0%	2,0%	1,9%
	VT4	100,0%	100,0%	15,5%	16,3%
	VTM	100,0%	100,0%	14,8%	16,8%
	TOTAL	100,0%	100,0%	7,7%	8,6%

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

TAB12j		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	AB3	0	0	0,00	0,00
	CANAL+ FR	0	12	0,00	2,55
	CLUB RTL	3.195	4.213	7.797,01	8.050,83
	KANAAL 2	37	0	11,05	0,00
	KETNET / CANVAS	7	4	5,25	4,22
	LA1	8	0	15,18	0,00
	LA2	318	104	151,76	20,34
	RTL-TVI	0	0	0,00	0,00
	TV1	0	0	0,00	0,00
	VT4	379	670	352,30	591,30
	VTM	0	23	0,00	0,00
TOTAL	3.944	5.026	8.332,55	8.669,24	
Documentary	AB3	2		0,44	0,00
	CANAL+ FR	72	74	20,37	10,94
	CLUB RTL	41	52	36,42	40,46
	KANAAL 2	22	125	41,45	239,73
	KETNET / CANVAS	909	843	738,30	921,55
	LA1	180	508	216,55	678,10
	LA2	701	591	116,60	74,17
	RTL-TVI	53	142	273,48	816,97
	TV1	199	18	452,94	44,61
	VT4	417	372	428,50	659,44
	VTM	610	141	3.070,32	622,43
TOTAL	3.206	2.866	5.395,36	4.108,39	
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	AB3	765	2.322	523,62	1.790,37
	CANAL+ FR	2.557	2.163	876,38	677,96
	CLUB RTL	2.737	1.686	5.936,68	2.427,46
	KANAAL 2	4.176	8.273	13.975,45	18.325,87
	KETNET / CANVAS	358	279	52,37	214,54
	LA1	5.285	4.604	13.070,20	12.749,30
	LA2	1.365	1.368	226,25	201,33
	RTL-TVI	2.152	1.651	12.670,12	10.551,70
	TV1	1.263	1.273	1.116,01	3.218,50
	VT4	10.012	7.746	16.912,01	17.332,63
	VTM	6.521	5.986	44.075,78	43.928,93
TOTAL	37.191	37.351	109.434,85	111.418,60	
Film, TV Films and Mini Series	AB3	2.882	2.473	1.770,39	1.627,34
	CANAL+ FR	500	909	157,61	228,70
	CLUB RTL	4.089	6.154	2.879,86	4.205,01
	KANAAL 2	13.801	17.130	29.928,63	34.371,11
	KETNET / CANVAS	267	203	201,66	250,69
	LA1	1.247	1.668	2.801,98	3.790,56
	LA2	505	827	79,42	126,29
	RTL-TVI	5.957	5.701	29.807,62	29.711,90
	TV1	1.234	1.025	2.738,40	3.589,23
	VT4	15.652	17.057	35.399,20	36.267,30
	VTM	10.588	13.223	88.411,56	98.665,92
TOTAL	56.722	66.370	194.176,31	212.834,07	

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

TAB12k		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	AB3	0	0	0,00	0,00
	CANAL+ FR	37	155	12,28	31,87
	CLUB RTL	0	0	0,00	0,00
	KANAAL 2	1.149	253	1.176,76	223,16
	KETNET / CANVAS	594	614	624,43	545,45
	LA1	3.833	3.139	8.228,40	5.681,51
	LA2	1.703	2.353	186,01	363,19
	RTL-TV1	5.736	5.736	19.400,02	21.852,95
	TV1	1.393	1.182	3.760,28	3.792,57
	VT4	2.170	726	1.470,85	618,47
	VTM	4.727	5.948	26.719,70	32.945,54
	TOTAL	21.342	20.106	61.578,73	66.054,71
Other Magazines	AB3	2.359	5.716	1.834,77	5.058,79
	CANAL+ FR	1.027	1.036	366,58	248,73
	CLUB RTL	2.095	2.851	1.721,68	3.074,43
	KANAAL 2	20	56	56,40	80,28
	KETNET / CANVAS	638	844	386,82	734,05
	LA1	1.956	3.030	4.806,90	7.355,69
	LA2	2.424	4.595	378,71	762,63
	RTL-TV1	5.762	6.714	22.778,25	29.286,42
	TV1	763	785	1.466,91	2.519,19
	VT4	1.588	1.433	2.732,21	2.112,41
	VTM	3.263	4.328	19.521,32	25.355,83
	TOTAL	21.895	31.388	56.050,55	76.588,45
Political, Religious, Philosophical, Union programmes	AB3	0	0	0,00	0,00
	CANAL+ FR	0	47	0,00	12,68
	CLUB RTL	0	0	0,00	0,00
	KANAAL 2	0	0	0,00	0,00
	KETNET / CANVAS	40	48	18,66	34,83
	LA1	1	119	2,20	332,04
	LA2	3	9	0,58	2,37
	RTL-TV1	0	53	0,00	210,50
	TV1	0	7	0,00	31,69
	VT4	0	0	0,00	0,00
	VTM	0	23	0,00	142,45
	TOTAL	44	306	21,43	766,58
Series and Soap	AB3	1.487	749	874,24	318,31
	CANAL+ FR	86	785	28,05	198,83
	CLUB RTL	6.396	10.163	5.493,51	7.735,01
	KANAAL 2	14.556	13.561	18.532,31	14.864,56
	KETNET / CANVAS	373	370	227,36	379,60
	LA1	2.173	2.049	4.881,49	4.133,28
	LA2	647	1.863	198,74	511,20
	RTL-TV1	3.984	4.307	15.576,17	19.623,84
	TV1	672	737	1.518,48	2.608,60
	VT4	7.275	9.809	5.753,97	10.099,12
	VTM	4.257	5.111	23.746,00	28.154,22
	TOTAL	41.906	49.504	76.830,30	88.626,58

12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12I		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in ('000) Euros	
		2002	2003	2002	2003
Sports	AB3	289	415	166,60	190,53
	CANAL+ FR	390	424	108,79	95,91
	CLUB RTL	1.527	1.330	3.134,70	3.669,66
	KANAAL 2	644	757	1.852,88	1.712,01
	KETNET / CANVAS	420	237	280,89	361,00
	LA1	549	262	1.733,82	316,79
	LA2	1.128	918	789,94	539,89
	RTL-TVI	2	4	5,55	6,11
	TV1	65	168	203,01	576,39
	VT4	56	60	90,06	170,00
	VTM	1.347	1.101	7.623,03	4.440,82
TOTAL	6.417	5.676	15.989,27	12.079,09	
Teleshopping (excl. of spots and adv. formats)	AB3	0	0	0	0
	CANAL+ FR	0	0	0	0
	CLUB RTL	0	0	0	0
	KANAAL 2	0	0	0	0
	KETNET / CANVAS	0	0	0	0
	LA1	0	0	0	0
	LA2	0	0	0	0
	RTL-TVI	0	0	0	0
	TV1	0	0	0	0
	VT4	0	0	0	0
	VTM	0	0	0	0
TOTAL	0	0	0	0	
Advertising (excl. teleshopping programme and channel self-promotion)	AB3				
	CANAL+ FR				
	CLUB RTL				
	KANAAL 2				
	KETNET / CANVAS				
	LA1				
	LA2				
	RTL-TVI				
	TV1				
	VT4				
	VTM				
TOTAL					
Self-promotion (presentation, trailers, title signs, channel housestyle)	AB3				
	CANAL+ FR				
	CLUB RTL				
	KANAAL 2				
	KETNET / CANVAS				
	LA1				
	LA2				
	RTL-TVI				
	TV1				
	VT4				
	VTM				
TOTAL					
Others	AB3	54	0	11,34	0,00
	CANAL+ FR	96	12	20,07	3,31
	CLUB RTL	2.321	1.056	2.080,48	470,50
	KANAAL 2	1.181	891	1.651,04	839,17
	KETNET / CANVAS	331	290	49,81	234,51
	LA1	6.210	6.520	21.417,61	18.860,06
	LA2	1.282	432	210,33	69,73
	RTL-TVI	4.211	4.017	16.139,40	17.551,57
	TV1	1.256	1.548	1.314,25	4.183,53
	VT4	360	3.236	644,73	4.655,64
	VTM	4.699	5.799	32.047,00	38.699,22
TOTAL	22.001	23.801	75.586,06	85.567,22	
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	AB3	7.838	11.675	5.181,38	8.985,33
	CANAL+ FR	4.765	5.617	1.590,12	1.511,50
	CLUB RTL	22.401	27.505	29.080,35	29.673,37
	KANAAL 2	35.586	41.046	67.225,96	70.655,87
	KETNET / CANVAS	3.937	3.732	2.585,54	3.680,44
	LA1	21.442	21.899	57.174,33	53.897,33
	LA2	10.076	13.060	2.338,34	2.671,15
	RTL-TVI	27.857	28.325	116.650,62	129.611,97
	TV1	6.845	6.743	12.570,28	20.564,31
	VT4	37.909	41.109	63.783,81	72.506,32
	VTM	36.012	41.660	245.214,68	272.955,35
TOTAL	214.668	242.371	603.395,42	666.712,93	

Comments about Typology of Programmes

- Teleshopping existed on VT4 but figures are only available since 9/6/04, when the programme was commercialised with advertising spots



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	AB3	0,0	1,0	0,0%	0,0%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	62,6	68,2	2,2%	2,6%
	CANVAS-KETNET	5,7	14,4	0,2%	0,6%
	CLUB RTL	244,0	228,8	8,4%	8,7%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	690,0	583,9	23,8%	22,3%
	LA DEUX	67,5	96,4	2,3%	3,7%
	LA UNE	402,2	336,1	13,9%	12,8%
	LOCAL DUTCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	383,7	329,1	13,2%	12,6%
	TMF	-	-	-	-
	TV1	46,3	52,0	1,6%	2,0%
	VT4	313,8	399,9	10,8%	15,3%
VTM	680,0	507,5	23,5%	19,4%	
TOTAL	2.895,8	2.617,4	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	AB3	3,5	2,8	3,7%	3,6%
	CANAL+BELGIQUE	3,0	1,3	3,2%	1,6%
	CLUB RTL	3,0	3,3	3,2%	4,2%
	KANAALTWEE	13,0	7,5	13,7%	9,8%
	LA DEUX	0,0	1,0	0,0%	1,3%
	LA UNE	13,5	18,4	14,3%	24,0%
	RTL TVI	34,0	12,0	36,0%	15,6%
	VT4	9,0	10,3	9,5%	13,3%
	VTM	15,5	20,4	16,4%	26,5%
	TOTAL	94,4	76,8	100,0%	100,0%
ALCOHOL - SPIRITS	AB3	57,5	123,3	2,9%	5,1%
	CANAL+BELGIQUE	33,1	26,0	1,6%	1,1%
	CLUB RTL	198,0	182,4	9,8%	7,6%
	JIM TV	-	-	-	-
	KANAALTWEE	489,6	480,2	24,3%	20,1%
	LA DEUX	5,1	16,8	0,3%	0,7%
	LA UNE	143,2	164,5	7,1%	6,9%
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	373,0	430,2	18,5%	18,0%
	TMF	-	-	-	-
	VITAYA	-	-	-	-
	VT4	393,5	523,4	19,6%	21,9%
	VTM	319,3	447,8	15,9%	18,7%
TOTAL	2.012,1	2.394,5	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
PRODUCTS DEDICATED TO CHILDREN	AB3	1.094,8	1.747,2	4,2%	5,8%
	CANAL+BELGIQUE	60,5	161,2	0,2%	0,5%
	CANVAS-KETNET	0,6	12,8	0,0%	0,0%
	CLUB RTL	3.429,4	4.009,8	13,2%	13,3%
	JIM TV	-	-	-	-
	KANAALTWEE	3.612,2	5.197,6	13,9%	17,2%
	LA DEUX	890,9	829,4	3,4%	2,8%
	LA UNE	1.469,7	1.453,9	5,7%	4,8%
	LOCAL NORTH	-	-	-	-
	LOCAL SOUTH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	1.923,5	1.815,8	7,4%	6,0%
	TMF	-	-	-	-
	TV LUX	-	-	-	-
	TV1	32,5	69,9	0,1%	0,2%
	VITAYA	-	-	-	-
	VT4	8.694,6	10.185,7	33,5%	33,8%
VTM	4.746,2	4.661,6	18,3%	15,5%	
TOTAL	25.954,8	30.144,8	100,0%	100,0%	
CLEANING PRODUCTS	AB3	322,9	380,7	1,9%	1,9%
	CANAL+BELGIQUE	20,8	9,9	0,1%	0,1%
	CLUB RTL	729,0	1.284,8	4,4%	6,6%
	KANAALTWEE	2.050,2	2.578,8	12,3%	13,2%
	LA DEUX	360,2	300,0	2,2%	1,5%
	LA UNE	2.637,8	3.229,6	15,9%	16,5%
	LOCAL DUTCH	-	-	-	-
	RTL TVI	3.166,7	3.231,2	19,1%	16,5%
	VITAYA	-	-	-	-
	VT4	2.256,9	2.693,9	13,6%	13,8%
	VTM	5.078,2	5.844,1	30,5%	29,9%
	TOTAL	16.622,6	19.552,9	100,0%	100,0%
	COSMETICS/PERSONAL HYGIENE	AB3	245,4	301,7	1,4%
ATV		-	-	-	-
CANAL Z		-	-	-	-
CANAL+BELGIQUE		110,5	74,3	0,6%	0,3%
CANVAS-KETNET		3,7	0,0	0,0%	0,0%
CLUB RTL		1.055,6	1.549,8	6,1%	6,9%
JIM TV		-	-	-	-
KANAAL Z		-	-	-	-
KANAALTWEE		2.945,6	3.889,1	17,1%	17,4%
LA DEUX		386,8	639,8	2,2%	2,9%
LA UNE		2.204,7	2.394,7	12,8%	10,7%
MCM		-	-	-	-
RTL TVI		3.252,7	3.653,1	18,9%	16,3%
TMF		-	-	-	-
TV LIMBURG		-	-	-	-
TV1		25,1	7,0	0,1%	0,0%
VITAYA		-	-	-	-
VT4		2.682,7	3.404,3	15,6%	15,2%
VTM		4.327,0	6.486,4	25,1%	29,0%
TOTAL	17.239,8	22.400,2	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13c 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
FOOD (including DRINKS)	AB3	644,6	1.435,9	1,5%	2,9%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	344,1	424,1	0,8%	0,9%
	CANVAS-KETNET	65,6	104,8	0,2%	0,2%
	CLUB RTL	5.083,5	5.672,2	11,8%	11,4%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	6.759,9	9.083,6	15,7%	18,3%
	LA DEUX	970,0	1.267,3	2,3%	2,6%
	LA UNE	3.773,5	4.258,5	8,8%	8,6%
	LOCAL DUTCH	-	-	-	-
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	6.412,1	6.798,2	14,9%	13,7%
	TMF	-	-	-	-
	TV1	355,8	384,0	0,8%	0,8%
	VITAYA	-	-	-	-
VT4	9.825,1	10.525,5	22,8%	21,2%	
VTM	8.818,4	9.683,2	20,5%	19,5%	
	TOTAL	43.052,7	49.637,2	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	AB3	87,3	277,8	2,4%	6,0%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	64,2	97,8	1,7%	2,1%
	CANVAS-KETNET	8,5	0,0	0,2%	0,0%
	CLUB RTL	329,2	384,6	9,0%	8,3%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	555,2	613,3	15,1%	13,2%
	LA DEUX	67,3	48,2	1,8%	1,0%
	LA UNE	191,9	240,2	5,2%	5,2%
	LOCAL DUTCH	-	-	-	-
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	893,3	1.093,2	24,4%	23,5%
	TMF	-	-	-	-
	TV1	9,4	0,0	0,3%	0,0%
	VITAYA	-	-	-	-
VT4	411,2	519,1	11,2%	11,2%	
VTM	1.050,2	1.374,6	28,6%	29,6%	
	TOTAL	3.667,6	4.648,7	100,0%	100,0%
TOBACCO	Forbidden				

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
ALCOHOL - BEER	AB3	0	2	0,0%	0,0%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	298	323	3,6%	3,4%
	CANVAS-KETNET	55	158	0,7%	1,6%
	CLUB RTL	1.203	1.190	14,4%	12,3%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	1.574	1.684	18,8%	17,5%
	LA DEUX	222	368	2,7%	3,8%
	LA UNE	998	1.284	11,9%	13,3%
	LOCAL DUTCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	998	998	11,9%	10,4%
	TMF	-	-	-	-
	TV1	493	558	5,9%	5,8%
	VT4	638	1.471	7,6%	15,3%
VTM	1.885	1.602	22,5%	16,6%	
TOTAL	8.364	9.638	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	AB3	7	11	3,1%	2,9%
	CANAL+BELGIQUE	6	5	2,7%	1,3%
	CLUB RTL	6	13	2,7%	3,5%
	KANAALTWEE	32	30	14,3%	8,0%
	LA DEUX	0	4	0,0%	1,1%
	LA UNE	55	106	24,7%	28,4%
	RTL TVI	68	47	30,5%	12,6%
	VT4	18	41	8,1%	11,0%
	VTM	31	116	13,9%	31,1%
TOTAL	223	373	100,0%	100,0%	
ALCOHOL - SPIRITS	AB3	263	335	4,1%	4,8%
	CANAL+BELGIQUE	66	58	1,0%	0,8%
	CLUB RTL	733	504	11,5%	7,2%
	JIM TV	-	-	-	-
	KANAALTWEE	1.347	1.370	21,2%	19,4%
	LA DEUX	41	54	0,6%	0,8%
	LA UNE	519	563	8,2%	8,0%
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	1.039	1.300	16,3%	18,5%
	TMF	-	-	-	-
	VITAYA	-	-	-	-
	VT4	1.528	1.722	24,0%	24,4%
	VTM	832	1.139	13,1%	16,2%
TOTAL	6.368	7.045	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13e 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
PRODUCTS DEDICATED TO CHILDREN	AB3	3.005	4.625	4,3%	5,7%
	CANAL+BELGIQUE	136	394	0,2%	0,5%
	CANVAS-KETNET	3	38	0,0%	0,0%
	CLUB RTL	10.178	12.016	14,5%	14,7%
	JIM TV	-	-	-	-
	KANAALTWEE	9.584	13.693	13,7%	16,8%
	LA DEUX	2.462	2.495	3,5%	3,1%
	LA UNE	4.402	4.439	6,3%	5,4%
	LOCAL NORTH	-	-	-	-
	LOCAL SOUTH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	5.569	5.482	7,9%	6,7%
	TMF	-	-	-	-
	TV LUX	-	-	-	-
	TV1	305	487	0,4%	0,6%
	VITAYA	-	-	-	-
	VT4	22.127	25.671	31,5%	31,5%
VTM	12.401	12.264	17,7%	15,0%	
	TOTAL	70.172	81.604	100,0%	100,0%
CLEANING PRODUCTS	AB3	973	1.154	2,2%	2,3%
	CANAL+BELGIQUE	56	30	0,1%	0,1%
	CLUB RTL	1.847	3.052	4,1%	6,0%
	KANAALTWEE	5.394	6.647	12,0%	13,1%
	LA DEUX	1.055	894	2,3%	1,8%
	LA UNE	7.550	9.044	16,8%	17,8%
	LOCAL DUTCH	-	-	-	-
	RTL TVI	8.182	7.915	18,2%	15,6%
	VITAYA	-	-	-	-
	VT4	6.142	6.818	13,7%	13,4%
	VTM	13.750	15.262	30,6%	30,0%
		TOTAL	44.949	50.816	100,0%
COSMETICS/PERSONAL HYGIENE	AB3	699	802	1,4%	1,3%
	ATV	-	-	-	-
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	274	206	0,6%	0,3%
	CANVAS-KETNET	34	-	0,1%	0,0%
	CLUB RTL	3.116	4.262	6,4%	7,1%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	8.497	10.854	17,4%	18,1%
	LA DEUX	1.036	1.471	2,1%	2,4%
	LA UNE	6.447	6.588	13,2%	11,0%
	MCM	-	-	-	-
	RTL TVI	8.870	9.487	18,2%	15,8%
	TMF	-	-	-	-
	TV LIMBURG	-	-	-	-
	TV1	242	76	0,5%	0,1%
	VITAYA	-	-	-	-
	VT4	7.634	9.084	15,7%	15,1%
	VTM	11.896	17.301	24,4%	28,8%
	TOTAL	48.745	60.131	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13f 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
FOOD (including DRINKS)	AB3	1.856	4.257	1,5%	2,9%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	1.015	1.259	0,8%	0,9%
	CANVAS-KETNET	250	362	0,2%	0,2%
	CLUB RTL	14.731	16.906	12,2%	11,6%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	17.441	25.182	14,5%	17,2%
	LA DEUX	2.774	3.612	2,3%	2,5%
	LA UNE	10.940	13.367	9,1%	9,1%
	LOCAL DUTCH	-	-	-	-
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	17.512	20.011	14,5%	13,7%
	TMF	-	-	-	-
	TV1	2.134	1.904	1,8%	1,3%
	VITAYA	-	-	-	-
	VT4	26.766	30.260	22,2%	20,7%
	VTM	24.996	29.103	20,8%	19,9%
		TOTAL	120.415	146.223	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	AB3	243	839	2,4%	5,9%
	CANAL Z	-	-	-	-
	CANAL+BELGIQUE	174	258	1,7%	1,8%
	CANVAS-KETNET	17	-	0,2%	0,0%
	CLUB RTL	944	1.333	9,2%	9,3%
	JIM TV	-	-	-	-
	KANAAL Z	-	-	-	-
	KANAALTWEE	1.635	1.864	15,9%	13,0%
	LA DEUX	153	136	1,5%	0,9%
	LA UNE	505	733	4,9%	5,1%
	LOCAL DUTCH	-	-	-	-
	LOCAL FRENCH	-	-	-	-
	MCM	-	-	-	-
	RTL TVI	2.500	3.267	24,3%	22,8%
	TMF	-	-	-	-
	TV1	18	-	0,2%	0,0%
	VITAYA	-	-	-	-
	VT4	1.162	1.561	11,3%	10,9%
	VTM	2.917	4.331	28,4%	30,2%
		TOTAL	10.268	14.322	100,0%
TOBACCO	Forbidden				

13. Advertising for Specific Products by Channel

TAB13g ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	AB3	0,00	0,60	0,0%	0,0%
	CANAL Z	6,06	0,00	0,0%	0,0%
	CANAL+BELGIQUE	70,89	60,86	0,4%	0,4%
	CANVAS-KETNET	60,48	75,17	0,4%	0,5%
	CLUB RTL	1.177,57	1.073,19	6,9%	6,4%
	JIM TV	89,57	79,18	0,5%	0,5%
	KANAAL Z	11,26	0,00	0,1%	0,0%
	KANAALTWEE	2.258,46	2.007,28	13,3%	12,0%
	LA DEUX	126,15	74,93	0,7%	0,4%
	LA UNE	1.929,48	1.345,12	11,3%	8,1%
	LOCAL DUTCH	416,17	78,49	2,4%	0,5%
	MCM	101,24	31,87	0,6%	0,2%
	RTL TVI	2.344,92	2.306,54	13,8%	13,8%
	TMF	838,71	1.540,28	4,9%	9,2%
	TV1	48,80	725,07	0,3%	4,3%
	VT4	859,46	1.740,78	5,1%	10,4%
	VTM	6.661,66	5.544,47	39,2%	33,2%
TOTAL	17.000,88	16.683,84	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	AB3	8,54	5,84	1,7%	0,9%
	CANAL+BELGIQUE	2,70	1,42	0,5%	0,2%
	CLUB RTL	8,79	7,81	1,7%	1,2%
	KANAALTWEE	83,20	28,86	16,1%	4,4%
	LA DEUX	0,00	0,84	0,0%	0,1%
	LA UNE	70,55	114,34	13,7%	17,4%
	RTL TVI	135,47	88,77	26,2%	13,5%
	VT4	34,30	59,64	6,6%	9,1%
	VTM	172,95	350,09	33,5%	53,2%
TOTAL	516,50	657,61	100,0%	100,0%	
ALCOHOL - SPIRITS	AB3	143,61	233,24	0,9%	1,4%
	CANAL+BELGIQUE	16,97	17,61	0,1%	0,1%
	CLUB RTL	691,21	508,52	4,6%	3,1%
	JIM TV	183,04	161,30	1,2%	1,0%
	KANAALTWEE	1.990,51	1.825,01	13,1%	11,3%
	LA DEUX	6,24	17,45	0,0%	0,1%
	LA UNE	765,01	795,73	5,0%	4,9%
	LOCAL FRENCH	27,30	0,00	0,2%	0,0%
	MCM	342,85	397,14	2,3%	2,5%
	RTL TVI	3.354,99	4.251,78	22,1%	26,2%
	TMF	1.292,96	463,11	8,5%	2,9%
	VITAYA	0,00	31,16	0,0%	0,2%
	VT4	1.894,05	2.042,50	12,5%	12,6%
	VTM	4.470,03	5.453,26	29,4%	33,7%
TOTAL	15.178,78	16.197,80	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13h ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	AB3	1.023,94	1.376,68	1,2%	1,5%
	CANAL+BELGIQUE	39,50	91,84	0,0%	0,1%
	CANVAS-KETNET	0,51	22,64	0,0%	0,0%
	CLUB RTL	8.689,29	9.716,92	10,0%	10,4%
	JIM TV	974,87	1.452,00	1,1%	1,6%
	KANAALTWEE	9.206,66	8.860,75	10,6%	9,5%
	LA DEUX	948,00	556,41	1,1%	0,6%
	LA UNE	5.480,46	5.043,58	6,3%	5,4%
	LOCAL NORTH	1.321,12	835,79	1,5%	0,9%
	LOCAL SOUTH	19,69	37,38	0,0%	0,0%
	MCM	701,31	2.139,34	0,8%	2,3%
	RTL TVI	13.184,47	14.414,47	15,2%	15,5%
	TMF	1.451,26	3.266,15	1,7%	3,5%
	TV LUX	5,95	5,25	0,0%	0,0%
	TV1	42,71	736,36	0,0%	0,8%
	VITAYA	0,00	18,30	0,0%	0,0%
VT4	15.785,46	17.832,94	18,1%	19,2%	
VTM	28.146,29	26.643,45	32,3%	28,6%	
	TOTAL	87.021,49	93.050,25	100,0%	100,0%
CLEANING PRODUCTS	AB3	524,75	655,15	0,6%	0,7%
	CANAL+BELGIQUE	20,77	9,42	0,0%	0,0%
	CLUB RTL	1.707,31	2.014,36	1,9%	2,1%
	KANAALTWEE	8.338,34	7.981,67	9,3%	8,4%
	LA DEUX	248,19	340,29	0,3%	0,4%
	LA UNE	12.091,13	11.755,17	13,5%	12,4%
	LOCAL DUTCH	0,00	549,83	0,0%	0,6%
	RTL TVI	18.553,41	18.032,74	20,6%	19,0%
	VITAYA	0,00	122,50	0,0%	0,1%
	VT4	8.365,03	9.746,49	9,3%	10,3%
	VTM	40.037,86	43.843,28	44,5%	46,1%
		TOTAL	89.886,78	95.050,92	100,0%
COSMETICS/PERSONAL HYGIENE	AB3	393,37	537,90	0,3%	0,4%
	ATV	9,22	0,00	0,0%	0,0%
	CANAL Z	26,25	2,75	0,0%	0,0%
	CANAL+BELGIQUE	109,37	52,67	0,1%	0,0%
	CANVAS-KETNET	5,99	0,00	0,0%	0,0%
	CLUB RTL	3.058,13	3.747,01	2,7%	2,8%
	JIM TV	287,86	424,98	0,3%	0,3%
	KANAAL Z	58,80	48,40	0,1%	0,0%
	KANAALTWEE	13.489,70	15.007,71	12,0%	11,3%
	LA DEUX	332,72	633,95	0,3%	0,5%
	LA UNE	11.084,52	10.440,71	9,9%	7,9%
	MCM	350,23	631,08	0,3%	0,5%
	RTL TVI	21.431,59	23.448,63	19,0%	17,6%
	TMF	788,13	1.360,40	0,7%	1,0%
	TV LIMBURG	9,22	0,00	0,0%	0,0%
	TV1	28,75	183,55	0,0%	0,1%
	VITAYA	0,00	210,15	0,0%	0,2%
	VT4	11.803,65	13.732,28	10,5%	10,3%
	VTM	49.248,79	62.403,30	43,8%	47,0%
	TOTAL	112.516,29	132.865,47	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13i ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	AB3	997,33	2.337,13	0,4%	0,9%
	CANAL Z	6,06	71,59	0,0%	0,0%
	CANAL+BELGIQUE	293,36	338,95	0,1%	0,1%
	CANVAS-KETNET	247,16	354,15	0,1%	0,1%
	CLUB RTL	13.944,49	14.046,64	6,1%	5,2%
	JIM TV	970,29	1.602,11	0,4%	0,6%
	KANAAL Z	11,26	204,98	0,0%	0,1%
	KANAALTWEE	25.047,12	27.064,31	10,9%	10,1%
	LA DEUX	1.080,96	1.141,47	0,5%	0,4%
	LA UNE	19.484,36	20.341,68	8,5%	7,6%
	LOCAL DUTCH	734,09	617,62	0,3%	0,2%
	LOCAL FRENCH	27,30	0,00	0,0%	0,0%
	MCM	934,33	1.207,04	0,4%	0,4%
	RTL TVI	46.736,48	55.216,60	20,3%	20,5%
	TMF	3.497,31	5.421,54	1,5%	2,0%
	TV1	1.921,15	4.161,37	0,8%	1,5%
	VITAYA	0,00	441,07	0,0%	0,2%
VT4	27.135,34	33.464,04	11,8%	12,5%	
VTM	86.742,20	100.668,62	37,7%	37,5%	
	TOTAL	229.810,60	268.700,92	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	AB3	172,23	539,44	0,7%	1,9%
	CANAL Z	0,00	19,52	0,0%	0,1%
	CANAL+BELGIQUE	62,89	76,32	0,3%	0,3%
	CANVAS-KETNET	19,90	0,00	0,1%	0,0%
	CLUB RTL	896,84	903,92	3,7%	3,2%
	JIM TV	50,62	0,00	0,2%	0,0%
	KANAAL Z	0,00	46,67	0,0%	0,2%
	KANAALTWEE	2.295,58	2.129,18	9,4%	7,5%
	LA DEUX	53,93	51,95	0,2%	0,2%
	LA UNE	1.006,86	1.142,83	4,1%	4,0%
	LOCAL DUTCH	46,33	59,01	0,2%	0,2%
	LOCAL FRENCH	31,48	0,00	0,1%	0,0%
	MCM	54,69	37,38	0,2%	0,1%
	RTL TVI	7.144,54	8.462,20	29,2%	29,7%
	TMF	35,02	12,59	0,1%	0,0%
	TV1	59,50	0,00	0,2%	0,0%
	VITAYA	0,00	138,09	0,0%	0,5%
VT4	1.737,19	2.250,85	7,1%	7,9%	
VTM	10.796,35	12.623,67	44,1%	44,3%	
	TOTAL	24.463,93	28.493,63	100,0%	100,0%
TOBACCO	Forbidden				

Comments about Specific Products

A number of brands cover children-oriented advertising :

- ▶ Food for children
- ▶ Isotonic and energy drinks
- ▶ Candies confectionery
- ▶ Candies chocolate
- ▶ Candy bars; candy bars ice cream
- ▶ Recreation centers
- ▶ Chewing gum
- ▶ Chocolate confectionery
- ▶ Chocolate bars or shelf
- ▶ Schools, colleges
- ▶ Fast food
- ▶ Films, video, DVD
- ▶ Games, toys
- ▶ Vitaminised milk
- ▶ Lemonades
- ▶ Brands of children's clothes
- ▶ Milkshake
- ▶ Perfumes, fragrances for children
- ▶ Syrup spread
- ▶ Syrups
- ▶ Snack bars (chocolate)
- ▶ Snack bars (cheese)
- ▶ Pen, pencils, markers
- ▶ Drinking yoghurt

A number of brands cover spirits:

- ▶ Aperitifs
- ▶ Drinks prepared with alcohol
- ▶ Liquor
- ▶ Port
- ▶ Whisky

V. Free addendum :

About channels

Channels	Type	Channels	Type
Canal +	Decoder	Cartoon Network	Satellite
Canal + Bleu	Decoder	Chasse et Pêche	Satellite
Canal + jaune	Decoder	Ciné Cinéma Auteurs	Satellite
BBC World	International	Ciné Cinéma Classic	Satellite
CNBC	International	Ciné Cinéma Frisson	Satellite
CNN	International	Ciné Cinéma Premier	Satellite
EuroNews	International	Ciné Cinéma Succès	Satellite
France 5 / Arte	International	Cinéfaz	Satellite
Liberty TV	International	Cinéstar	Satellite
MCM	International	Comédie !	Satellite
MTV	International	Cuisine TV	Satellite
TV5	International	Disney Channel	Satellite
AB4	Private South	Escales	Satellite
All 2 / ZDF	Non-Domestic Channel	ESPN Classic Sport	Satellite
All 3 / SWR	Non-Domestic Channel	Eurosport France	Satellite
All 3 / WDR	Non-Domestic Channel	Eurosport News	Satellite
All1	Non-Domestic Channel	Fox Kids	Satellite
BBC1	Non-Domestic Channel	Fun TV	Satellite
BBC2	Non-Domestic Channel	Game One	Satellite
Eurosport	Non-Domestic Channel	Infos Sport	Satellite
France 2	Non-Domestic Channel	Kindernet	Satellite
France 3	Non-Domestic Channel	LCI	Satellite
Hollande 1	Non-Domestic Channel	M6	Satellite
Hollande 2	Non-Domestic Channel	M6 Music	Satellite
Hollande 3	Non-Domestic Channel	Mangas	Satellite
ITV Meridian	Non-Domestic Channel	Match TV	Satellite
RAI Uno	Non-Domestic Channel	MCM International	Satellite
RTL All	Non-Domestic Channel	Mezzo	Satellite
RTPi	Non-Domestic Channel	Moteurs	Satellite
TF1	Non-Domestic Channel	National Geographic	Satellite
TRT	Non-Domestic Channel	Net 5	Satellite
TVE	Non-Domestic Channel	Odyssée	Satellite
Jim TV	Private North	Paris Première	Satellite
Kanaal 2	Private North	Planète	Satellite
Kanaal Z	Private North	Planète Future	Satellite
TMF	Private North	Planète Thalassa	Satellite
Vitaya	Private North	Playboy	Satellite
VT4	Private North	RTBF Sat	Satellite
VTM	Private North	RTL 4	Satellite
Canal Z	Private South	RTL 5	Satellite
Club RTL	Private South	RTL9	Satellite
RTL TVI	Private South	SBS 6	Satellite
AB3	Private South	Série Club	Satellite
Ketnet / Canvas	Public North	TCM	Satellite
11 Regional TV	Public North	Teletoon	Satellite
TV1	Public North	Téva	Satellite
La Deux	Public South	TF6	Satellite
La Une	Public South	Tiji	Satellite
12 Regional TV	Public South	TMC	Satellite
13è rue	Satellite	Toute l'Histoire	Satellite
Action	Satellite	TPS Star	Satellite
Animaux	Satellite	Voyage	Satellite
BVNTV	Satellite	XXL	Satellite
Canal Jimmy	Satellite	Yorin	Satellite