

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

The Netherlands – Report 3 (11/18)

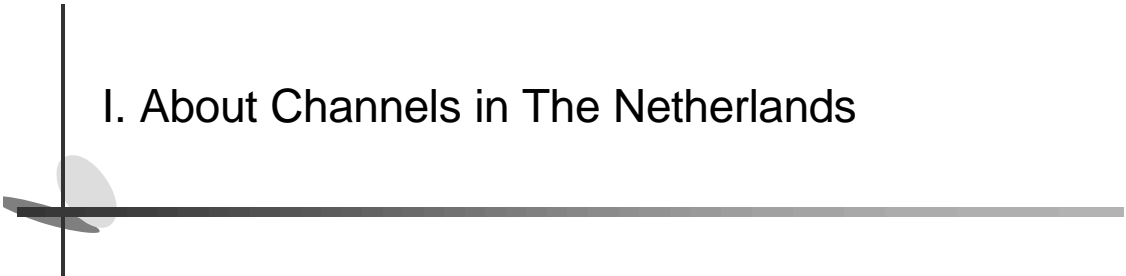
Stages B and C

V.3.3.

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I. About Channels in The Netherlands

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	Animal Planet	Commercial channel free to air		12
	Canal Digital	Pay TV (no advertising)	Entertainment (incl. Modern Music)	12
	Canal+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	Canal+2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	Cartoon Network	Pay TV (including adv breaks)	Children	12
	Casema Digital	Pay TV (no advertising)	Entertainment (incl. Modern Music)	12
	Cinenova 1 en 2	Pay TV (no advertising)	Fiction	0
	Discovery Channel	Commercial channel free to air		12
	Fox Kids	Commercial channel free to air	Children	12
	Kindernet	Commercial channel free to air	Children	12
	MTV	Commercial channel free to air		12
	National Geographic Channel	Commercial channel free to air		12
	Nederland 1	Public service	Mainstream	12
	Nederland 2	Public service	Mainstream	12
	Nederland 3	Public service	Mainstream	12
	NET5	Commercial channel free to air	Mainstream	12
	Nickelodeon	Commercial channel free to air	Children	12
	RTL4	Commercial channel free to air	Mainstream	12
	RTL5	Commercial channel free to air	Information / Business	12
	SBS6	Commercial channel free to air	Mainstream	12
	The Box	Commercial channel free to air		12
TMF	Commercial channel free to air		12	
V8	Commercial channel free to air	Children	12	
Veronica	Commercial channel free to air	Mainstream	12	
Yorin	Commercial channel free to air	Mainstream	12	

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	AT5	Public service	Mainstream	12
	K9 Utrecht	Public service	Mainstream	12
	L1 (TV Limburg)	Public service	Mainstream	12
	Omroep Brabant	Public service	Mainstream	12
	Omroep Flevoland	Public service	Mainstream	12
	Omroep Zeeland	Public service	Mainstream	12
	Omrop Fryslan	Public service	Mainstream	12
	TV Drenthe	Public service	Mainstream	12
	TV Gelderland	Public service	Mainstream	12
	TV Noord	Public service	Mainstream	12
	TV Noord-Holland	Public service	Mainstream	12
	TV Oost	Public service	Mainstream	12
	TV Rijnmond	Public service	Mainstream	12
	TV West	Public service	Mainstream	12
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Public service	Mainstream	
	ARTE	Public service		
	BBC1	Public service	Mainstream	0
	BBC2	Public service	Mainstream	0
	CNBC	Commercial channel free to air	Information / Business	
	Deut.Sport	Commercial channel free to air	Information / Business	
	France 2	Public service	Entertainment (incl. Modern Music)	
	Kabel 1	Commercial channel free to air	Entertainment (incl. Modern Music)	
	Ketnet / Canvas	Public service	Mainstream	
	NBC Super	Commercial channel free to air	Entertainment (incl. Modern Music)	
	NDR/SWR/WDR	Public service	Mainstream	
	Nord-TV	Commercial channel free to air		
	Premiere	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	
	PRO 7	Commercial channel free to air	Entertainment (incl. Modern Music)	
	RAI1	Public service	Entertainment (incl. Modern Music)	

1. Types of broadcast 2002 - 2003

TAB1c	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)	RTBF/La Une	Public service	Mainstream	
	RTL Television (German)	Commercial channel free to air	Mainstream	
	RTL2	Commercial channel free to air	Entertainment (incl. Modern Music)	
	Sat. 1	Commercial channel free to air	Entertainment (incl. Modern Music)	
	Sat. 3	Commercial channel free to air	Entertainment (incl. Modern Music)	
	TVE	Public service	Mainstream	
	VOX	Commercial channel free to air	Entertainment (incl. Modern Music)	
	VRT TV1	Public service	Mainstream	
International Channels (Worldwide models)	ZDF	Public service	Mainstream	
	BBC World	Public service	Information / Business	
	CNN	Commercial channel free to air	Information / Business	
	Euronews	Commercial channel free to air	Information / Business	
	TV5	Commercial channel free to air	Entertainment (incl. Modern Music)	
	MBC	Commercial channel free to air	Entertainment (incl. Modern Music)	
	TRT	Public service	Entertainment (incl. Modern Music)	
Other Channels	Eurosport	Commercial channel free to air	Sports	
	Mr. Zap	Pay TV (no advertising)	Entertainment (incl. Modern Music)	
	Digitaal pakket (casema)	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	Digitaal pakket (multikabel)	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TV digitaal	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TV Home digitaal pakket	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UPC Digital	Pay TV (no advertising)	Entertainment (incl. Modern Music)	12

1. Types of broadcast 2002 - 2003

TAB1d	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	Animal Planet	Numerical / digital	TV Cable	Nature
	Canal Digital	Numerical / digital	TV Cable	
	Canal+1	Numerical / digital	TV Cable	
	Canal+2	Numerical / digital	TV Cable	
	Cartoon Network	Numerical / digital	TV Cable	
	Casema Digital	Numerical / digital	TV Cable	
	Cinova 1 en 2	Numerical / digital	TV Cable	24 hours films
	Discovery Channel	Numerical / digital	TV Cable	Nature/Science
	Fox Kids	Numerical / digital	TV Cable	
	Kindernet	Numerical / digital	Terrestrial (Hertzian)	This is the old name of Nickelodeon
	MTV	Numerical / digital	TV Cable	Music and lifestyle reallife soaps
	National Geographic Channel	Numerical / digital	TV Cable	Nature/World/Cultures
	Nederland 1	Analogical	TV Cable	also terrestrial, some programmes like Journaal can be seen on www.omroep.nl after they have been broadcast
	Nederland 2	Analogical	TV Cable	also terrestrial, some programmes like Journaal can be seen on www.omroep.nl after they have been broadcast
	Nederland 3	Analogical	TV Cable	also terrestrial, some programmes like Journaal can be seen on www.omroep.nl after they have been broadcast
	NET5	Numerical / digital	TV Cable	
	Nickelodeon	Numerical / digital	TV Cable	
	RTL4	Numerical / digital	TV Cable	
	RTL5	Numerical / digital	TV Cable	
	SBS6	Numerical / digital	TV Cable	
	The Box	Numerical / digital	TV Cable	Music
	TMF	Numerical / digital	TV Cable	Music
	V8	Numerical / digital	TV Cable	This is the old name of Veronica
	Veronica	Numerical / digital	TV Cable	This is the new name of V8
Yorin	Numerical / digital	TV Cable		

1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	AT5	Analogical	TV Cable	
	K9 Utrecht	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	L1 (TV Limburg)	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	Omroep Brabant	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	Omroep Flevoland	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	Omroep Zeeland	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	Omrop Fryslan	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Drenthe	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Gelderland	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Noord	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Noord-Holland	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Oost	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV Rijnmond	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
	TV West	Analogical	TV Cable	Public channels with commercial possibilities (Saleshouse:ORN)
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Analogical	TV Cable	
	ARTE	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	BBC1	Numerical / digital	TV Cable	
	BBC2	Numerical / digital	TV Cable	
	CNBC	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Deut.Sport	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	France 2	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Kabel 1	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Ketnet / Canvas	Analogical	TV Cable	
	NBC Super	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	NDR/SWR/WDR	Analogical	TV Cable	
	Nord-TV	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Premiere	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	PRO 7	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
RAI1	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland	

1. Types of broadcast 2002 - 2003

TAB1f	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)	RTBF/La Une	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	RTL Television (German)	Numerical / digital	TV Cable	
	RTL2	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Sat. 1	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Sat. 3	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	TVE	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	VOX	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	VRT TV1	Analogical	TV Cable	
ZDF	Analogical	TV Cable		
International Channels (Worldwide models)	BBC World	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	CNN	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Euronews	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	TV5	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	MBC	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	TRT	Numerical / digital	TV Cable	Channel with a very minimal rating = 0, but on cable in some cities in Holland
	Eurosport	Numerical / digital	TV Cable	
Other Channels	Mr. Zap	Choose Connection Mode	Choose Transmission Mode	
	Digitaal pakket (casema)	Numerical / digital	TV Cable	Package name of cable house Casema
	Digitaal pakket (multikabel)	Numerical / digital	TV Cable	Package name of cable house Multikabel
	TV digitaal	Numerical / digital	TV Cable	Package name of cable house Nutsmaastricht
	TV Home digitaal pakket	Numerical / digital	TV Cable	Package name of cable house Essent
	UPC Digital	Numerical / digital	TV Cable	

Comments

- The name of Veronica was first introduced in the 1970s as the name of a radio station. In the 1980s, the station became a full public broadcaster (like TROS, AVRO, etc). In 1995, it became part of the RTL Group. In 2001, it changed its name into Yorin.

The board of the old Veronica bought the old brand name and became active as an independent commercial broadcaster: Veronica <oud> ('old') started on 1 September 2002 and was on air until 13 July 2003. This was a failure, however.

On 20 September 2003, SBS Broadcasting bought the name Veronica and changed its third station (V8) into Veronica. Figures for Veronica include those of V8 too.

- The Netherlands have extremely high levels of cable penetration , covering about 91 % of households.
- The major three broadcasters are the public broadcaster Publieke Omroep, RTL/de Holland Media Groep and SBS.
- RTL 4 and Nederland 2 are the most popular channels, although the SBS channels have grown over the past seven years and the company has become a major operator in the Dutch television industry.
- The television market is also dominated by free-to-air television services ; public finance and advertising remain the most significant sources of revenues for the industry.
- RTL 4 takes up the largest share of commercial revenues and the three RTL/HMG channels outperform their competitors. The public broadcasters enjoy a mixed funding formula, which includes state funding and commercial revenues.

Comments

- Satellite development is hindered by the high degree of cable penetration. Canal+ is the only satellite operator to offer a choice of channels via Canal Digitaal Satelliet, which offers approximately 200 channels, including all free-to-air channels.
- The DTT licence was awarded to the Digtenne consortium in 2002. This consists of KPN Telecom, Nozema and a group of broadcasters who constitute Vestra. The channel offering includes the major broadcasters Publieke Omroep, HMG, SBS and Canal+. The service was launched in a limited area of the Netherlands in April 2003 and carries 24 television channels and 16 radio stations, the majority of which are also available through traditional delivery systems.
- The ownership structure of Digtenne mirrors the range of operators involved in the service and a complex mix of public and commercial undertakings control the venture.
- The high penetration of cable in the Netherlands (estimated at 91,2 % of households) means that cable distribution is the dominant delivery system and franchises are based on a regional structure with one operator in each cable area.
- The major operators UPC, Essent and Casema control 85,9 % of the cable market with the other 28 operators sharing the rest. The majority of franchises, however, has subscription levels of below 1% of market share.
- The RTL/HMG Group is owned by the German pan-European broadcasting group RTL and has sought to circumvent Dutch national broadcasting law by claiming that its legal base for Dutch operations lies outside of Dutch territorial boundaries in Luxembourg.
- SBS is the second-largest commercial broadcasting group and has grown into a viable competitor to the RTL-branded channels. SBS S.A. is a US company and owns 70 % of SBS B.V. with the remaining 30 % held by the Telegraaf group.

Comments about IDTV issues

- In comparison to other EU countries, interactive digital TV is not a big success.
- According to the TNO report 'Netwerken in cijfers', the subscription penetration at the end of 2003 was around 710.000. The UK, for example, has around 3 million!
- Cable companies have the intentions, but production houses do not make many interactive programmes as these require large investments and are costly to make. Hence, many people do not find it attractive enough to buy a set-top box and do not want to pay for an expensive digital package.
- However, some research agencies (Jupiter MMX) say that around 2007, more than 90% of the households in Holland will have digital subscription.

2. TV day parts definitions in The Netherlands:

TAB2a	Main dayparts	Aged 13+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-26h00	9,6	8,4
Day	06h00-17h59	6,5	6,8
Access Prime Time	18h00-19h59	28,1	29,2
Prime Time	20h00-22h29	40,6	41,8
Night Time	22h30-05h59	17,2	18,3
<i>Universes :</i>		13.307.000	13.308.000
<i>Sources :</i>		<i>Sources: OWS/Carat Report</i>	

TAB2b	Main dayparts	Aged 3-12	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-26h00	12,4	12,9
Day	06h00-17h59	9,8	9,4
Access Prime Time	18h00-19h59	25,0	21,7
Prime Time	20h00-22h29	19,2	15,1
Night Time	22h30-05h59	4,1	2,4
<i>Universes :</i>		1.973.000	1.970.000
<i>Sources :</i>		<i>Sources: OWS/Carat Report</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* - All Day

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

TAB3a

	Names	Aged 13+		Aged 3-12	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	9,6	8,4	12,4	12,9
Channels with a national coverage	Animal Planet	0,0	0,1	0,0	0,0
	Canal Digital	-	-	-	-
	Canal+1	-	-	-	-
	Canal+2	-	-	-	-
	Cartoon Network	0,2	0,0	1,4	0,0
	Casema Digital	-	-	-	-
	Cinova 1 en 2	-	-	-	-
	Discovery Channel	1,3	1,6	0,6	0,6
	Fox Kids	0,8	1,0	12,8	17,8
	Kindernet	-	-	-	-
	MTV	0,4	0,5	0,7	0,6
	National Geographic Channel	0,6	0,6	0,2	0,2
	Nederland 1	11,6	11,8	5,4	3,7
	Nederland 2	17,8	16,3	8,8	6,6
	Nederland 3	7,2	7,1	16,5	15,4
	NET5	4,2	4,4	2,9	2,3
	Nickelodeon	0,3	0,8	4,7	10,5
	RTL4	16,2	16,7	9,7	9,0
	RTL5	4,8	5,0	2,3	1,9
	SBS6	9,5	9,9	5,9	4,5
	The Box	0,2	0,2	0,3	0,2
	TMF	0,8	0,7	1,3	1,1
	V8	-	-	-	-
	Veronica	2,8	2,8	2,4	2,1
	Yorin	4,8	4,8	5,3	5,8
Local Channels	AT5	0,2	0,2	0,1	0,1
	K9 Utrecht	0,0	0,0	0,0	0,0
	L1 (TV Limburg)	0,2	0,2	0,2	0,0
	Omroep Brabant	0,3	0,3	0,1	0,1
	Omroep Flevoland	0,0	0,0	0,0	0,0
	Omroep Zeeland	0,1	0,1	0,0	0,0
	Omrop Fryslan	0,1	0,1	0,1	0,1
	TV Drenthe	0,1	0,1	0,0	0,0
	TV Gelderland	0,2	0,3	0,1	0,1
	TV Noord	0,2	0,2	0,1	0,1
	TV Noord-Holland	0,1	0,1	0,1	0,1
	TV Oost	0,2	0,2	0,1	0,1
	TV Rijnmond	0,2	0,2	0,1	0,0
	TV West	0,2	0,2	0,0	0,0

Comments:

- Fox Kids stops at 18:00.

Source: OWS, Carat Report

3. Audience Share* - All Day

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

TAB3b

	Names	Aged 13+		Aged 3-12	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	9,6	8,4	12,4	12,9
Non-domestic Channels	ARD	0,7	0,7	0,2	0,1
	ARTE	-	-	-	-
	BBC1	0,7	0,5	0,3	0,2
	BBC2	0,6	0,5	0,3	0,2
	CNBC	-	-	-	-
	Deut.Sport	-	-	-	-
	France 2	-	-	-	-
	Kabel 1	-	-	-	-
	Ketnet / Canvas	1,2	1,3	3,3	4,5
	NBC Super	-	-	-	-
	NDR/SWR/WDR	0,3	0,4	0,1	0,1
	Nord-TV	-	-	-	-
	Premiere	-	-	-	-
	PRO 7	-	-	-	-
	RAI1	-	-	-	-
	RTBF/La Une	-	-	-	-
	RTL Television (German)	0,4	0,5	0,1	0,1
	RTL2	-	-	-	-
	Sat. 1	-	-	-	-
	Sat. 3	-	-	-	-
	TVE	-	-	-	-
	VOX	-	-	-	-
	VRT TV1	1,8	1,7	0,6	0,4
	ZDF	0,5	0,5	0,1	0,1
International Channels (Worldwide models)	BBC World	-	-	-	-
	CNN	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	0,8	0,8	0,4	0,3
	MBC	-	-	-	-
	TRT	-	-	-	-
	TV5	-	-	-	-
Other Channels	Mr. Zap	-	-	-	-
	Digitaal pakket (casema)	-	-	-	-
	Digitaal pakket (multikabel)	-	-	-	-
	TV digitaal	-	-	-	-
	TV Home digitaal pakket	-	-	-	-
	UPC Digital	-	-	-	-
TOTAL		92,6	93,4	87,6	89,0

Source: OWS, Carat Report

3. Audience Share* - Prime Time

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

TAB3c

	Names	Aged 13+		Aged 3-12	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	40,6	41,8	19,2	15,1
Channels with a national coverage	Animal Planet	0,0	0,0	0,0	0,0
	Canal Digital	-	-	-	-
	Canal+1	-	-	-	-
	Canal+2	-	-	-	-
	Cartoon Network	0,1	0,0	0,4	0,0
	Casema Digital	-	-	-	-
	Cinenova 1 en 2	-	-	-	-
	Discovery Channel	0,8	0,8	0,5	0,7
	Fox Kids	-	-	-	-
	Kindernet	-	-	-	-
	MTV	0,3	0,3	0,7	1,0
	National Geographic Channel	0,4	0,4	0,2	0,3
	Nederland 1	16,5	16,5	11,0	8,0
	Nederland 2	15,5	14,5	13,9	12,6
	Nederland 3	7,6	7,5	6,2	5,0
	NET5	5,7	5,8	6,1	5,8
	Nickelodeon	-	0,2	-	2,9
	RTL4	16,8	17,5	22,6	27,2
	RTL5	4,6	4,2	3,8	3,2
	SBS6	10,0	10,8	11,5	11,3
	The Box	0,1	0,1	0,3	0,2
	TMF	0,3	0,3	0,8	0,7
	V8	-	-	-	-
	Veronica	3,7	3,8	5,0	4,9
	Yorin	4,7	5,4	5,8	7,0
Local Channels	AT5	0,2	0,2	0,1	0,1
	K9 Utrecht	0,0	0,0	0,0	0,0
	L1 (TV Limburg)	0,1	0,1	0,2	0,0
	Omroep Brabant	0,2	0,2	0,1	0,1
	Omroep Flevoland	0,0	0,0	0,0	0,0
	Omroep Zeeland	0,0	0,0	0,0	0,0
	Omrop Fryslan	0,1	0,1	0,1	0,1
	TV Drenthe	0,1	0,1	0,0	0,1
	TV Gelderland	0,2	0,2	0,1	0,1
	TV Noord	0,1	0,1	0,1	0,1
	TV Noord-Holland	0,1	0,1	0,0	0,0
	TV Oost	0,2	0,2	0,1	0,1
	TV Rijnmond	0,1	0,1	0,1	0,0
	TV West	0,1	0,1	0,1	0,0

Comments:

- Fox Kids stops at 18:00.

Source: OWS, Carat Report

3. Audience Share* - Prime Time

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

TAB3d

	Names	Aged 13+		Aged 3-12	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	40,6	41,8	19,2	15,1
Non-domestic Channels	ARD	0,7	0,7	0,3	0,1
	ARTE	-	-	-	-
	BBC1	0,6	0,3	0,2	0,1
	BBC2	0,5	0,4	0,3	0,2
	CNBC	-	-	-	-
	Deut.Sport	-	-	-	-
	France 2	-	-	-	-
	Kabel 1	-	-	-	-
	Ketnet / Canvas	1,2	1,1	0,7	0,5
	NBC Super	-	-	-	-
	NDR/SWR/WDR	0,3	0,3	0,2	0,1
	Nord-TV	-	-	-	-
	Premiere	-	-	-	-
	PRO 7	-	-	-	-
	RAI1	-	-	-	-
	RTBF/La Une	-	-	-	-
	RTL Television (German)	0,3	0,3	0,1	0,1
	RTL2	-	-	-	-
	Sat. 1	-	-	-	-
	Sat. 3	-	-	-	-
	TVE	-	-	-	-
	VOX	-	-	-	-
	VRT TV1	1,7	1,5	1,0	0,7
	ZDF	0,6	0,6	0,2	0,1
International Channels (Worldwide models)	BBC World	-	-	-	-
	CNN	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	0,4	0,4	0,3	0,3
	MBC	-	-	-	-
	TRT	-	-	-	-
	TV5	-	-	-	-
Other Channels	Mr. Zap	-	-	-	-
	Digitaal pakket (casema)	-	-	-	-
	Digitaal pakket (multikabel)	-	-	-	-
	TV digitaal	-	-	-	-
	TV Home digitaal pakket	-	-	-	-
	UPC Digital	-	-	-	-
TOTAL		94,9	95,2	93,1	93,7

Source: OWS, Carat Report

Comments about Audience Share

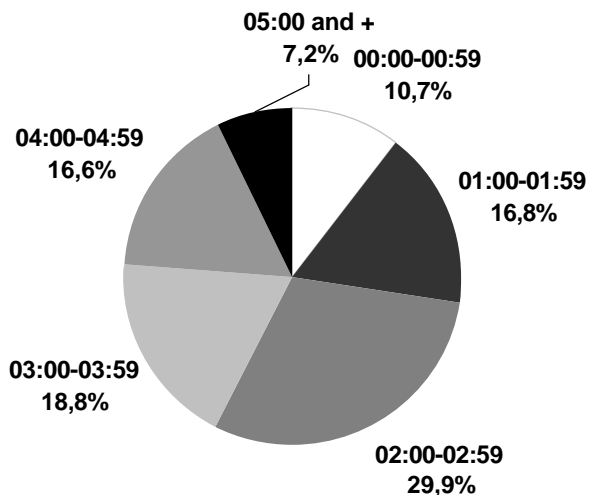
- **Comments:**
 - Market share is inferior to 100 due to the rest of the international TV channels with very low audience level.
 - Market share of DVD and Video usage is also measured but not mentioned in this table. These shares are quite high, especially on kids target
- **Key trends in TV audiences developments:**
 - Concerning potential audience fragmentation: the emergence of more and more channels has caused fragmentation.
 - The number of channels has grown (and the competition level had risen), but the 3 major sales houses are still fighting equally (around 30% share for each sales house).
 - Concerning the financial balances: public broadcasters depend too much on sports.
 - Concerning the advertising and broadcast cluttering: TV Clutter has grown by 20% due to the increasing number of channels and the low cost of using TV as a medium. The average number of TV spots per week in the North of Europe is 263 spots per week; in the Netherlands, it is 285 spots per week.



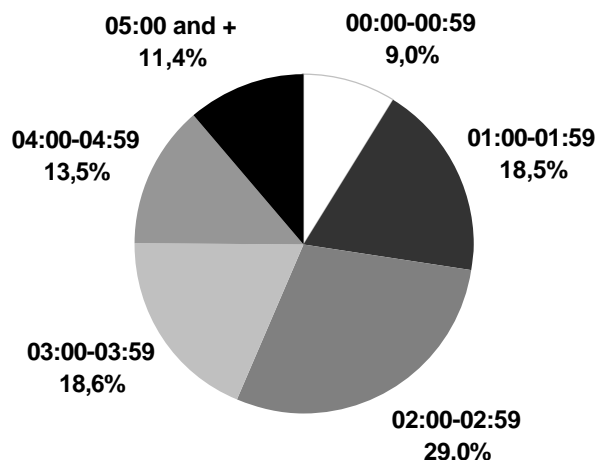
II. Advertising

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

2002



2003



Average duration: number of seconds: **168**

Total number of blocks: **160.010**

Average number of blocks by channel in a day : **29**

Average duration: number of seconds: **185**

Total number of blocks: **165.013**

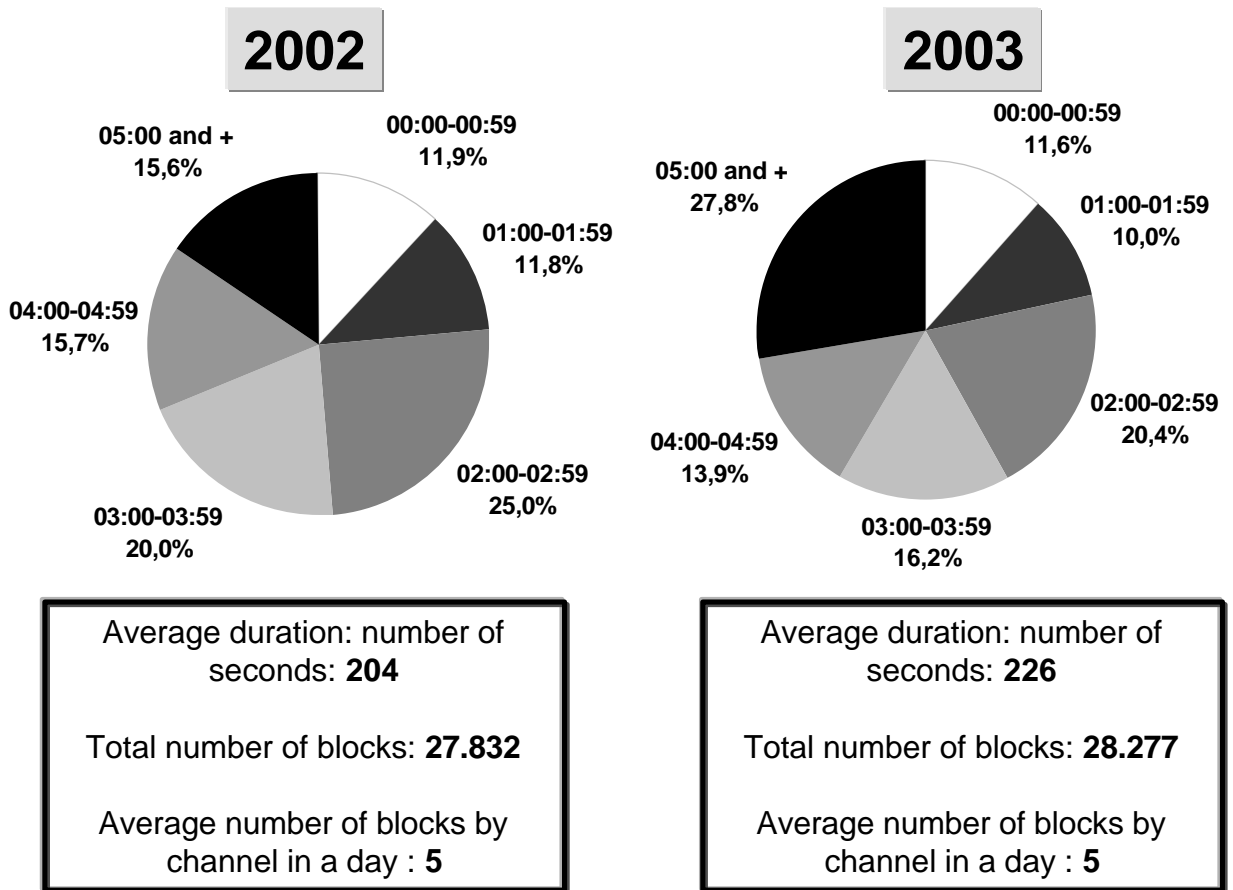
Average number of blocks by channel in a day : **30**

15 channels covered: Ned1, Ned2, Ned3, RTL4, RTL5, Yorin, SBS6, Net5, Veronica, Fox Kids, Nickelodeon, TMF, MTV, Discovery Channel, Veronica oud
Audience Share: 83,4% (All Day – 2003 – Target Adults 13+)

* 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 Sponsoring/ billboard is not isolated and placed around breaks

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



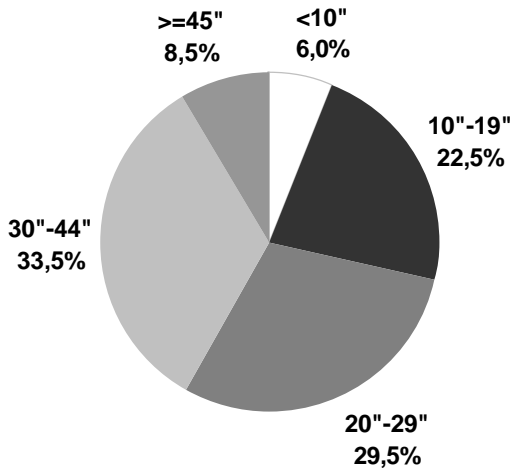
15 channels covered: Ned1, Ned2, Ned3, RTL4, RTL5, Yorin, SBS6, Net5, Veronica, Fox Kids, Nickelodeon, TMF, MTV, Discovery Channel, Veronica oud
Audience Share: 87,6% (Prime Time – 2003 – Target Adults 13+)

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

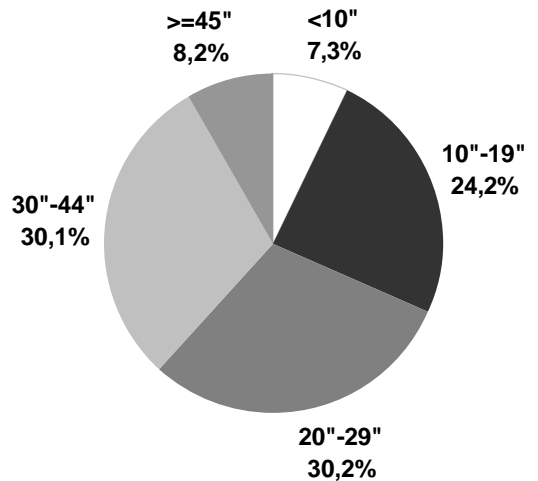
Note that Sponsoring/ billboard is not isolated and placed around breaks

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

2002



2003



Average duration: number of seconds: **26**

Total number of spots broadcast: **1.019.987**

Average number of spots by channel in a day : **186**

Average duration: number of seconds: **25**

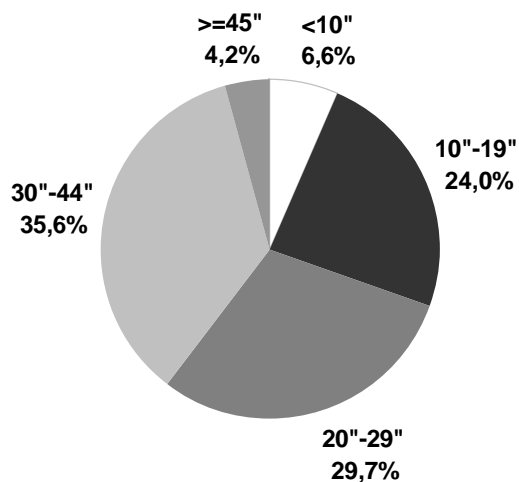
Total number of spots broadcast: **1.222.272**

Average number of spots by channel in a day : **223**

15 channels covered: Ned1, Ned2, Ned3, RTL4, RTL5, Yorin, SBS6, Net5, Veronica, Fox Kids, Nickelodeon, TMF, MTV, Discovery Channel, Veronica oud
Audience Share: 83,4% (All Day – 2003 – Target Adults 13+)

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

2002

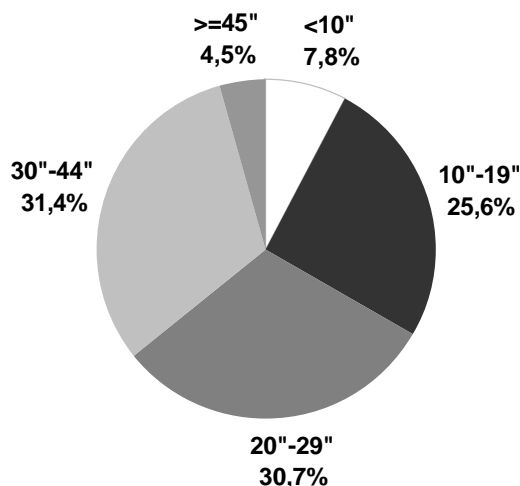


Average duration: number of seconds: **23**

Total number of spots broadcast: **229.343**

Average number of spots by channel in a day : **42**

2003



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

Total number of spots broadcast: **269.625**

Average number of spots by channel in a day : **49**

15 channels covered: Ned1, Ned2, Ned3, RTL4, RTL5, Yorin, SBS6, Net5, Veronica, Fox Kids, Nickelodeon, TMF, MTV, Discovery Channel, Veronica oud
Audience Share: 87,6% (Prime Time – 2003 – Target Adults 13+)

6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
RTL4	418.598 €	
SBS6	255.929 €	
Yorin	171.590 €	
Nederland 2	168.116 €	
Net5	154.235 €	% of tot TV in 2002
TOTAL	1.168.468 €	69,4%

gross income 2003 in (000) euros		
RTL4	539.644 €	
SBS6	322.807 €	
Net5	201.171 €	
Nederland 2	198.134 €	
Yorin	186.818 €	% of tot TV in 2003
TOTAL	1.448.575 €	70,1%

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

7. National Advertising Category: Definitions (2)

Sponsoring

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

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 The Netherlands ?	Is it used in The Netherlands ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

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

7. National Advertising Category: National Measurements

		Comments	Sources
Advertising			
Advertising Spots	Used more. Increase of clutter and use of twin spots	SKO/TV TIMES	
Advertising Spots linked with sponsoring	Used more. IP offers more possibilities.		
Splitscreen	Used more. Is new on IP TV.		
Public Interest messages	Use trend remains equal.	SKO/TV TIMES	
Isolated Spot	Unused.		
Insert or Product Placement	Used more. More and more soaps/programmes insert products in their scripts.		
Verbal reference	Use trend remains equal.		
Sponsoring			
Sponsoring (Billboard Spots)	Used more.	SKO/TV TIMES	
BreakBumper	Use trend remains equal.		
Sponsored Self-Promotion Spots (trailers)	Used more due to increasing number of channels		
Infomercial / programming	Used more. IP and SBS offer more possibilities.	SKO/TV TIMES	
Bartering	Used more. IP and SBS offer more possibilities.		
Virtual Advertising	Used more. Is new on STER (soccer competition)		
Injection / pop up's	Used more, used in sports matches		
Scoreboards / chronowatches	Use trend remains equal.		
Teleshopping			
Direct Response TV Spots	Slightly used more, more daytime TV available.		
Teleshopping Spots	Used more. Concept has proved to work. More daytime TV is available.		

7. National Advertising Category: National Measurements

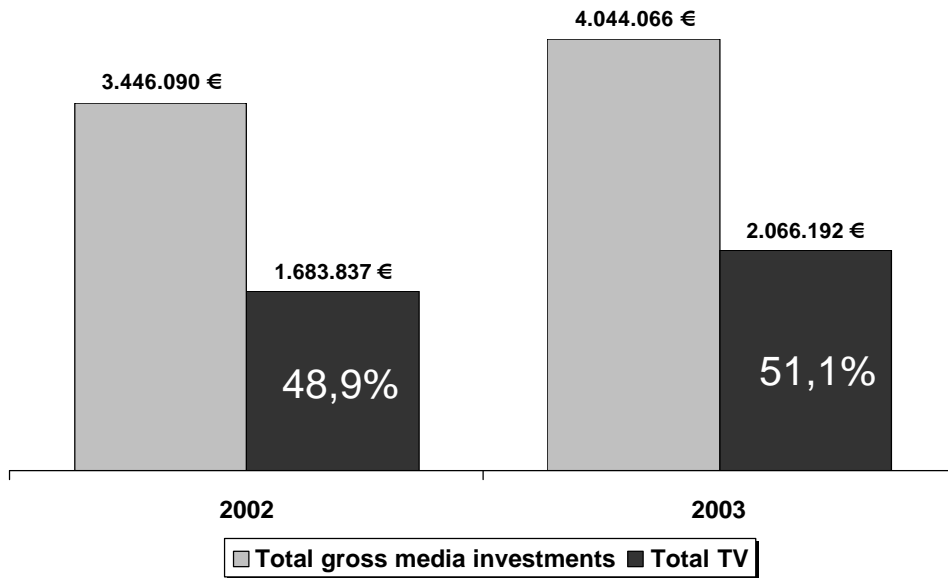
Do you know of other kind of TV advertising messages/action modes in the Netherlands? **Yes**

	Which specific characteristics define this kind of ad ? (Length, visual/sound,...)	Sources	Examples
dayvertising	a multimedia platform (combination of sponsoring on TV and radio, internet, teletext and SMS) used for communication around a special day e.g. St. Valentine's Day.	IP	www.tipnl.nl
licensing	product license (link of programme/channel to a new product or service) or promotional license (logo of programme/channel used by advertiser in e.g. shop, mailing, etc.)	IP	

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
dayvertising	No	No
licensing	No	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
Discovery	424.420	456.170	54.750	54.750
FoxKids	260.155	270.140	-	-
MTV	527.378	525.687	54.750	54.750
Nederland 1	370.593	382.050	54.750	54.750
Nederland 2	419.852	380.031	54.750	54.750
Nederland 3	400.066	402.068	54.750	54.750
Net5	395.669	515.023	54.750	54.750
Nickelodeon	212.049	400.477	54.750	54.750
RTL4	488.179	492.586	54.750	54.750
RTL5	508.446	511.484	54.750	54.750
SBS6	520.991	496.694	54.750	54.750
TMF	523.426	530.390	54.750	54.750
Veronica	257.222	254.091	54.750	54.750
Veronica(oud)	75.050	83.855	54.750	54.750
Yorin	512.356	510.244	54.750	54.750
Total number of minutes	5.895.852	6.210.990	766.500	766.500
Average Number of hours / day	269	284	35	35
Maximum potential per year in nbr of minutes	525.600	525.600	54.750	54.750
Source :			Carat	

Comments:

- Total emission time is the sum of total minutes of typologies and total minutes of advertising.
- Proportions time will be calculated in comparison to the real number of minutes broadcast in all day and to the theoretical number of minutes broadcast in prime time in this report.
- The name of Veronica was first introduced in the 1970s as the name of a radio station.
In the 1980s, the station became a full public broadcaster (like TROS, AVRO, etc). In 1995, it became part of the RTL Group. In 2001, it changed its name into Yorin.
- The board of the old Veronica bought the brand name Veronica and became active as an independent commercial broadcaster: Veronica <oud> ('old') started on 1 September 2002 and was on air until 13 July 2003. This was a failure, however.
On 20 September 2003, SBS Broadcasting bought the name Veronica and changed its third station (V8) into Veronica. Figures for Veronica include those of V8 too.
- Fox Kids stops at 18:00.

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	Discovery	48.702	64.143	0,00	0,00
	FoxKids	27.968	32.889	0,00	0,00
	MTV	129.216	142.921	72.272,00	66.027,92
	Nederland 1	59.459	86.067	115.446,00	148.640,37
	Nederland 2	55.751	69.310	168.116,00	198.133,61
	Nederland 3	57.608	72.128	103.002	132.257,26
	Net5	98.010	111.665	154.235	201.171,90
	Nickelodeon	25.001	26.438	16.495,00	19.637,53
	RTL4	116.973	136.021	418.598	539.644,05
	RTL5	80.496	96.003	58.664	86.062,33
	SBS6	128.050	132.797	255.929,00	322.807,55
	TMF	115.145	135.772	78.511,00	64.981,58
	Veronica	58.659	74.692	66.738,00	91.631,83
	Veronica(oud)	6.560	11.627	4.241	8.378,44
	Yorin	105.764	117.302	171.590	186.817,54
TOTAL	1.113.362	1.309.775	1.683.837,00	2.066.191,90	
Advertising Spots :	Discovery	44.925	58.644	0,00	0,00
	FoxKids	23.685	26.339	0,00	0,00
	MTV	98.979	138.582	54.561,29	63.889,62
	Nederland 1	59.161	85.487	114.455,36	146.839,17
	Nederland 2	55.252	68.463	166.569,29	195.181,51
	Nederland 3	57.029	71.234	101.842,95	129.860,76
	Net5	89.432	101.473	154.157,25	201.006,60
	Nickelodeon	24.241	24.748	16.436,24	18.210,63
	RTL4	105.668	125.354	400.681,21	512.645,75
	RTL5	67.611	84.330	55.296,15	81.063,23
	SBS6	124.836	126.380	255.860,43	322.513,15
	TMF	107.105	107.618	72.420,32	58.613,58
	Veronica	52.424	69.549	66.716,40	91.543,63
	Veronica(oud)	5.858	9.568	4.232,69	8.369,54
	Yorin	90.410	104.384	166.201,17	180.804,84
TOTAL	1.006.616	1.202.153	1.629.430,74	2.010.542,00	
Public Interest Messages :	Discovery	3.777	5.499	0,00	0,00
	FoxKids	4.283	6.550	0,00	0,00
	MTV	30.237	4.339	17.710,71	2.138,30
	Nederland 1	298	580	990,64	1.801,20
	Nederland 2	499	847	1.546,71	2.952,10
	Nederland 3	579	894	1.159,05	2.396,50
	Net5	8.578	10.192	77,76	165,30
	Nickelodeon	760	1.690	58,76	1.426,90
	RTL4	11.305	10.667	17.916,79	26.998,30
	RTL5	12.885	11.673	3.367,85	4.999,10
	SBS6	3.214	6.417	68,57	294,40
	TMF	8.040	28.154	6.090,68	6.368,00
	Veronica	6.235	5.143	21,60	88,20
	Veronica(oud)	702	2.059	8,31	8,90
	Yorin	15.354	12.918	5.388,83	6.012,70
TOTAL	106.746	107.622	54.406,26	55.649,90	

Source: Carat

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
TOTAL Advertising	Discovery	48.702	64.143	0,00	0,00
	FoxKids	27.968	32.889	0,00	0,00
	MTV	129.216	142.921	72.272,00	66.027,92
	Nederland 1	59.459	86.067	115.446,00	148.640,37
	Nederland 2	55.751	69.310	168.116,00	198.133,61
	Nederland 3	57.608	72.128	103.002,00	132.257,26
	Net5	98.010	111.665	154.235,00	201.171,90
	Nickelodeon	25.001	26.438	16.495,00	19.637,53
	RTL4	116.973	136.021	418.598,00	539.644,05
	RTL5	80.496	96.003	58.664,00	86.062,33
	SBS6	128.050	132.797	255.929,00	322.807,55
	TMF	115.145	135.772	78.511,00	64.981,58
	Veronica	58.659	74.692	66.738,00	91.631,83
	Veronica(oud)	6.560	11.627	4.241,00	8.378,44
	Yorin	105.764	117.302	171.590,00	186.817,54
		TOTAL	1.113.362	1.309.775	1.683.837,00
TOTAL Sponsoring	Discovery	-	-	-	-
	FoxKids	-	-	-	-
	MTV	-	-	-	-
	Nederland 1	-	-	-	-
	Nederland 2	-	-	-	-
	Nederland 3	-	-	-	-
	Net5	-	-	-	-
	Nickelodeon	-	-	-	-
	RTL4	-	-	-	-
	RTL5	-	-	-	-
	SBS6	-	-	-	-
	TMF	-	-	-	-
	Veronica	-	-	-	-
	Veronica(oud)	-	-	-	-
Yorin	-	-	-	-	
	TOTAL	-	-	-	-
Total Teleshopping Spots	Discovery	-	-	-	-
	FoxKids	-	-	-	-
	MTV	-	-	-	-
	Nederland 1	-	-	-	-
	Nederland 2	-	-	-	-
	Nederland 3	-	-	-	-
	Net5	-	-	-	-
	Nickelodeon	-	-	-	-
	RTL4	-	-	-	-
	RTL5	-	-	-	-
	SBS6	-	-	-	-
	TMF	-	-	-	-
	Veronica	-	-	-	-
	Veronica(oud)	-	-	-	-
Yorin	-	-	-	-	
	TOTAL	-	-	-	-

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

Source: Carat

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	Discovery	24.239	30.690	3,4	4,0	5,7%	6,7%
	FoxKids	10.222	12.153	2,4	2,7	3,9%	4,5%
	MTV	51.238	60.376	5,8	6,9	9,7%	11,5%
	Nederland 1	24.225	33.812	3,9	5,3	6,5%	8,9%
	Nederland 2	22.732	26.568	3,2	4,2	5,4%	7,0%
	Nederland 3	22.716	26.746	3,4	4,0	5,7%	6,7%
	Net5	45.644	60.772	6,9	7,1	11,5%	11,8%
	Nickelodeon	9.523	10.585	2,7	1,6	4,5%	2,6%
	RTL4	45.564	51.609	5,6	6,3	9,3%	10,5%
	RTL5	30.019	37.935	3,5	4,4	5,9%	7,4%
	SBS6	65.520	60.765	7,5	7,3	12,6%	12,2%
	TMF	45.579	43.203	5,2	4,9	8,7%	8,1%
	Veronica	32.170	34.304	7,5	8,1	12,5%	13,5%
	Veronica(oud)	3.034	4.832	2,4	3,5	4,0%	5,8%
	Yorin	36.166	40.423	4,2	4,8	7,1%	7,9%
	TOTAL	468.591	534.773	4,8	5,2	100,0%	100,0%
Advertising Spots :	Discovery	22.367	27.404	3,2	3,6	5,3%	6,0%
	FoxKids	8.135	8.984	1,9	2,0	3,1%	3,3%
	MTV	38.755	58.472	4,4	6,7	7,3%	11,1%
	Nederland 1	24.077	33.546	3,9	5,3	6,5%	8,8%
	Nederland 2	22.480	26.143	3,2	4,1	5,4%	6,9%
	Nederland 3	22.435	26.295	3,4	3,9	5,6%	6,5%
	Net5	45.531	60.701	6,9	7,1	11,5%	11,8%
	Nickelodeon	9.503	9.712	2,7	1,5	4,5%	2,4%
	RTL4	44.046	49.632	5,4	6,0	9,0%	10,1%
	RTL5	28.269	36.111	3,3	4,2	5,6%	7,1%
	SBS6	65.395	60.630	7,5	7,3	12,6%	12,2%
	TMF	42.366	39.091	4,9	4,4	8,1%	7,4%
	Veronica	32.086	34.203	7,5	8,1	12,5%	13,5%
	Veronica(oud)	3.029	4.826	2,4	3,5	4,0%	5,8%
	Yorin	34.996	38.502	4,1	4,5	6,8%	7,5%
	TOTAL	443.470	514.252	4,5	5,0	94,6%	96,2%
Public Interest Messages :	Discovery	1.872	3.286	0,3	0,4	0,4%	0,7%
	FoxKids	2.087	3.169	0,5	0,7	0,8%	1,2%
	MTV	12.483	1.904	1,4	0,2	2,4%	0,4%
	Nederland 1	148	266	0,0	0,0	0,0%	0,1%
	Nederland 2	252	425	0,0	0,1	0,1%	0,1%
	Nederland 3	281	451	0,0	0,1	0,1%	0,1%
	Net5	113	71	0,0	0,0	0,0%	0,0%
	Nickelodeon	20	873	0,0	0,1	0,0%	0,2%
	RTL4	1.518	1.977	0,2	0,2	0,3%	0,4%
	RTL5	1.750	1.824	0,2	0,2	0,3%	0,4%
	SBS6	125	135	0,0	0,0	0,0%	0,0%
	TMF	3.213	4.112	0,4	0,5	0,6%	0,8%
	Veronica	84	101	0,0	0,0	0,0%	0,0%
	Veronica(oud)	5	6	0,0	0,0	0,0%	0,0%
	Yorin	1.170	1.921	0,1	0,2	0,2%	0,4%
	TOTAL	25.121	20.521	0,3	0,2	5,4%	3,8%

Source: Carat

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
TOTAL Advertising	Discovery	24.239	30.690	3,4	4,0	5,7%	6,7%
	FoxKids	10.222	12.153	2,4	2,7	3,9%	4,5%
	MTV	51.238	60.376	5,8	6,9	9,7%	11,5%
	Nederland 1	24.225	33.812	3,9	5,3	6,5%	8,9%
	Nederland 2	22.732	26.568	3,2	4,2	5,4%	7,0%
	Nederland 3	22.716	26.746	3,4	4,0	5,7%	6,7%
	Net5	45.644	60.772	6,9	7,1	11,5%	11,8%
	Nickelodeon	9.523	10.585	2,7	1,6	4,5%	2,6%
	RTL4	45.564	51.609	5,6	6,3	9,3%	10,5%
	RTL5	30.019	37.935	3,5	4,4	5,9%	7,4%
	SBS6	65.520	60.765	7,5	7,3	12,6%	12,2%
	TMF	45.579	43.203	5,2	4,9	8,7%	8,1%
	Veronica	32.170	34.304	7,5	8,1	12,5%	13,5%
	Veronica(oud)	3.034	4.832	2,4	3,5	4,0%	5,8%
	Yorin	36.166	40.423	4,2	4,8	7,1%	7,9%
	TOTAL	468.591	534.773	4,8	5,2	100,0%	100,0%
TOTAL Sponsoring	Discovery	-	-	-	-	-	-
	FoxKids	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	Nederland 1	-	-	-	-	-	-
	Nederland 2	-	-	-	-	-	-
	Nederland 3	-	-	-	-	-	-
	Net5	-	-	-	-	-	-
	Nickelodeon	-	-	-	-	-	-
	RTL4	-	-	-	-	-	-
	RTL5	-	-	-	-	-	-
	SBS6	-	-	-	-	-	-
	TMF	-	-	-	-	-	-
	Veronica	-	-	-	-	-	-
	Veronica(oud)	-	-	-	-	-	-
	Yorin	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-
Total Teleshopping Spots	Discovery	-	-	-	-	-	-
	FoxKids	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	Nederland 1	-	-	-	-	-	-
	Nederland 2	-	-	-	-	-	-
	Nederland 3	-	-	-	-	-	-
	Net5	-	-	-	-	-	-
	Nickelodeon	-	-	-	-	-	-
	RTL4	-	-	-	-	-	-
	RTL5	-	-	-	-	-	-
	SBS6	-	-	-	-	-	-
	TMF	-	-	-	-	-	-
	Veronica	-	-	-	-	-	-
	Veronica(oud)	-	-	-	-	-	-
	Yorin	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

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

Source: Carat

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	Discovery	14.201	16.622	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	17.696	23.846	13.327,00	15.143,20
	Nederland 1	12.832	14.451	60.579,80	73.809,40
	Nederland 2	12.219	14.705	65.873,00	76.015,60
	Nederland 3	17.106	19.454	48.384,70	53.580,80
	Net5	23.013	26.396	81.469,10	98.366,90
	Nickelodeon	0	2.147	0,00	1.845,60
	RTL4	24.795	27.263	202.750,70	242.767,40
	RTL5	17.928	22.128	23.302,20	34.433,90
	SBS6	23.296	27.159	111.165,80	139.901,50
	TMF	18.659	20.926	12.878,40	10.341,70
	Veronica	19.736	24.100	31.706,10	45.275,50
	Veronica(oud)	2.962	3.914	2.280,10	4.246,00
Yorin	26.519	28.259	76.514,10	84.115,30	
TOTAL	230.962	271.370	730.231,00	879.842,80	
Advertising Spots :	Discovery	13.784	16.014	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	16.902	23.175	12.612,73	14.658,88
	Nederland 1	12.598	14.166	59.683,66	72.582,19
	Nederland 2	12.092	14.175	65.211,00	73.439,43
	Nederland 3	16.528	19.169	46.319,74	52.351,38
	Net5	22.646	25.984	80.859,72	97.617,57
	Nickelodeon	0	2.134	0,00	1.837,77
	RTL4	24.638	27.002	202.277,46	241.822,00
	RTL5	17.762	21.883	23.206,50	34.276,22
	SBS6	22.855	26.619	109.847,02	138.207,71
	TMF	18.100	20.681	12.466,15	10.165,80
	Veronica	19.481	23.706	31.497,20	44.863,23
	Veronica(oud)	2.954	3.902	2.275,55	4.227,72
Yorin	26.249	27.910	76.157,76	83.509,92	
TOTAL	226.589	266.520	722.414,50	869.559,81	
Public Interest Messages :	Discovery	417	608	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	794	671	714,27	484,32
	Nederland 1	234	285	896,14	1.227,21
	Nederland 2	127	530	662,00	2.576,17
	Nederland 3	578	285	2.064,96	1.229,42
	Net5	367	412	609,38	749,33
	Nickelodeon	0	13	0,00	7,83
	RTL4	157	261	473,24	945,40
	RTL5	166	245	95,70	157,68
	SBS6	441	540	1.318,78	1.693,79
	TMF	559	245	412,25	175,90
	Veronica	255	394	208,90	412,27
	Veronica(oud)	8	12	4,55	18,28
Yorin	270	349	356,34	605,38	
TOTAL	4.373	4.850	7.816,50	10.282,99	

Source: Carat

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
TOTAL Advertising	Discovery	14.201	16.622	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	17.696	23.846	13.327,00	15.143,20
	Nederland 1	12.832	14.451	60.579,80	73.809,40
	Nederland 2	12.219	14.705	65.873,00	76.015,60
	Nederland 3	17.106	19.454	48.384,70	53.580,80
	Net5	23.013	26.396	81.469,10	98.366,90
	Nickelodeon	0	2.147	0,00	1.845,60
	RTL4	24.795	27.263	202.750,70	242.767,40
	RTL5	17.928	22.128	23.302,20	34.433,90
	SBS6	23.296	27.159	111.165,80	139.901,50
	TMF	18.659	20.926	12.878,40	10.341,70
	Veronica	19.736	24.100	31.706,10	45.275,50
	Veronica(oud)	2.962	3.914	2.280,10	4.246,00
	Yorin	26.519	28.259	76.514,10	84.115,30
		TOTAL	230.962	271.370	730.231,00
TOTAL Sponsoring	Discovery	-	-	-	-
	FoxKids	-	-	-	-
	MTV	-	-	-	-
	Nederland 1	-	-	-	-
	Nederland 2	-	-	-	-
	Nederland 3	-	-	-	-
	Net5	-	-	-	-
	Nickelodeon	-	-	-	-
	RTL4	-	-	-	-
	RTL5	-	-	-	-
	SBS6	-	-	-	-
	TMF	-	-	-	-
	Veronica	-	-	-	-
	Veronica(oud)	-	-	-	-
	Yorin	-	-	-	-
		TOTAL	-	-	-
TOTAL Teleshopping Spots	Discovery	-	-	-	-
	FoxKids	-	-	-	-
	MTV	-	-	-	-
	Nederland 1	-	-	-	-
	Nederland 2	-	-	-	-
	Nederland 3	-	-	-	-
	Net5	-	-	-	-
	Nickelodeon	-	-	-	-
	RTL4	-	-	-	-
	RTL5	-	-	-	-
	SBS6	-	-	-	-
	TMF	-	-	-	-
	Veronica	-	-	-	-
	Veronica(oud)	-	-	-	-
	Yorin	-	-	-	-
		TOTAL	-	-	-

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

Source: Carat

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							
	Discovery	6.594	7.152	7,2	7,8	12,0%	13,1%
	FoxKids	0	0	0,0	0,0	0,0%	0,0%
	MTV	6.300	9.437	6,9	10,3	11,5%	17,2%
	Nederland 1	5.129	5.432	5,6	6,0	9,4%	9,9%
	Nederland 2	4.820	5.400	5,3	5,9	8,8%	9,9%
	Nederland 3	6.929	7.255	7,6	8,0	12,7%	13,3%
	Net5	8.719	9.615	9,6	10,5	15,9%	17,6%
	Nickelodeon	0	937	0,0	1,0	0,0%	1,7%
	RTL4	9.270	9.615	10,2	10,5	16,9%	17,6%
	RTL5	6.823	8.050	7,5	8,8	12,5%	14,7%
	SBS6	8.902	9.988	9,8	10,9	16,3%	18,2%
	TMF	7.015	7.438	7,7	8,2	12,8%	13,6%
	Veronica	7.219	8.752	7,9	9,6	13,2%	16,0%
	Veronica(oud)	1.529	2.127	1,7	2,3	2,8%	3,9%
	Yorin	9.824	10.011	10,8	11,0	17,9%	18,3%
	TOTAL	89.073	101.209	7,0	7,9	100,0%	100,0%
Advertising Spots :							
	Discovery	6.414	6.856	7,0	7,5	11,7%	12,5%
	FoxKids	0	0	0,0	0,0	0,0%	0,0%
	MTV	5.956	9.130	6,5	10,0	10,9%	16,7%
	Nederland 1	5.025	5.304	5,5	5,8	9,2%	9,7%
	Nederland 2	4.763	5.173	5,2	5,7	8,7%	9,4%
	Nederland 3	6.675	7.115	7,3	7,8	12,2%	13,0%
	Net5	8.560	9.434	9,4	10,3	15,6%	17,2%
	Nickelodeon	0	931	0,0	1,0	0,0%	1,7%
	RTL4	9.208	9.503	10,1	10,4	16,8%	17,4%
	RTL5	6.756	7.944	7,4	8,7	12,3%	14,5%
	SBS6	8.712	9.750	9,5	10,7	15,9%	17,8%
	TMF	6.789	7.322	7,4	8,0	12,4%	13,4%
	Veronica	7.113	8.579	7,8	9,4	13,0%	15,7%
	Veronica(oud)	1.527	2.119	1,7	2,3	2,8%	3,9%
	Yorin	9.720	9.861	10,7	10,8	17,8%	18,0%
	TOTAL	87.218	99.021	6,8	7,8	97,9%	97,8%
Public Interest Messages :							
	Discovery	180	296	0,2	0,3	0,3%	0,5%
	FoxKids	0	0	0,0	0,0	0,0%	0,0%
	MTV	344	307	0,4	0,3	0,6%	0,6%
	Nederland 1	104	128	0,1	0,1	0,2%	0,2%
	Nederland 2	57	227	0,1	0,2	0,1%	0,4%
	Nederland 3	254	140	0,3	0,2	0,5%	0,3%
	Net5	159	181	0,2	0,2	0,3%	0,3%
	Nickelodeon	0	6	0,0	0,0	0,0%	0,0%
	RTL4	62	112	0,1	0,1	0,1%	0,2%
	RTL5	67	106	0,1	0,1	0,1%	0,2%
	SBS6	190	238	0,2	0,3	0,3%	0,4%
	TMF	226	116	0,2	0,1	0,4%	0,2%
	Veronica	106	173	0,1	0,2	0,2%	0,3%
	Veronica(oud)	2	8	0,0	0,0	0,0%	0,0%
	Yorin	104	150	0,1	0,2	0,2%	0,3%
	TOTAL	1.855	2.188	0,1	0,2	2,1%	2,2%

Source: Carat

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
TOTAL Advertising	Discovery	6.594	7.152	7,2	7,8	12,0%	13,1%
	FoxKids	0	0	0,0	0,0	0,0%	0,0%
	MTV	6.300	9.437	6,9	10,3	11,5%	17,2%
	Nederland 1	5.129	5.432	5,6	6,0	9,4%	9,9%
	Nederland 2	4.820	5.400	5,3	5,9	8,8%	9,9%
	Nederland 3	6.929	7.255	7,6	8,0	12,7%	13,3%
	Net5	8.719	9.615	9,6	10,5	15,9%	17,6%
	Nickelodeon	0	937	0,0	1,0	0,0%	1,7%
	RTL4	9.270	9.615	10,2	10,5	16,9%	17,6%
	RTL5	6.823	8.050	7,5	8,8	12,5%	14,7%
	SBS6	8.902	9.988	9,8	10,9	16,3%	18,2%
	TMF	7.015	7.438	7,7	8,2	12,8%	13,6%
	Veronica	7.219	8.752	7,9	9,6	13,2%	16,0%
	Veronica(oud)	1.529	2.127	1,7	2,3	2,8%	3,9%
	Yorin	9.824	10.011	10,8	11,0	17,9%	18,3%
	TOTAL	89.073	101.209	7,0	7,9	100,0%	100,0%
TOTAL Sponsoring	Discovery	-	-	-	-	-	-
	FoxKids	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	Nederland 1	-	-	-	-	-	-
	Nederland 2	-	-	-	-	-	-
	Nederland 3	-	-	-	-	-	-
	Net5	-	-	-	-	-	-
	Nickelodeon	-	-	-	-	-	-
	RTL4	-	-	-	-	-	-
	RTL5	-	-	-	-	-	-
	SBS6	-	-	-	-	-	-
	TMF	-	-	-	-	-	-
	Veronica	-	-	-	-	-	-
	Veronica(oud)	-	-	-	-	-	-
	Yorin	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-
TOTAL Teleshopping Spots	Discovery	-	-	-	-	-	-
	FoxKids	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	Nederland 1	-	-	-	-	-	-
	Nederland 2	-	-	-	-	-	-
	Nederland 3	-	-	-	-	-	-
	Net5	-	-	-	-	-	-
	Nickelodeon	-	-	-	-	-	-
	RTL4	-	-	-	-	-	-
	RTL5	-	-	-	-	-	-
	SBS6	-	-	-	-	-	-
	TMF	-	-	-	-	-	-
	Veronica	-	-	-	-	-	-
	Veronica(oud)	-	-	-	-	-	-
	Yorin	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

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

Source: Carat

Comments about Advertising by Channel

- Tariffs of Fox Kids and Discovery Channel are not measured in the system. These channels do not give this information to the market. Everything is booked in packages. Fox Kids stops at 18.00 hours.
- Public Interest Messages: mainly called Postbus 51 (governmental information).



III. Programmes

11. Duration - Breakdown of Programme types

Channels covered: Discovery Channel, Fox Kids, MTV, Nederland 1, Nederland 2, Nederland 3, NET 5, Nickelodeon, RTL 4, RTL 5, SBS 6, The Music Factory, Veronica, Veronica-oud, Yorin

TAB 11a		
All Day	2002	2003
Children, educational programmes, cartoons	12,4%	14,6%
Documentary	2,4%	2,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	23,8%	22,5%
Film, TV Films and Mini Series (TV films in several episodes)	4,8%	4,3%
Information (News, Flash and Info Magazines)	8,8%	9,4%
Other Magazines	9,2%	8,4%
Political, Religious, Philosophical, Unions programmes	4,2%	3,2%
Series and Soap	8,4%	8,0%
Sports	3,1%	2,7%
Teleshopping (excl. of spots and ad formats)	10,1%	11,6%
Advertising (excl. teleshopping programme and channel self-promotion)	7,9%	8,6%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	3,7%	3,5%
Others	1,2%	0,7%
Sum = 100%	100%	100%

Total number of minutes in the year	5.895.851	6.210.990
Total number of hours in the year	98.264,18	103.516,50
Cumulative nbr of hours in an average day	269	284
Sources:	Carat	Carat

Please, precise the category of Reality TV :	entertainment
--	----------------------

Comments:

“Others“: weather reports, unknown, disturbances

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	Discovery	1,9%	0,8%	0,0%	0,0%
	Fox Kids	89,9%	88,4%	4,4%	5,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	0,1%	0,3%	1,7%	7,3%
	Nederland 2	0,1%	0,3%	12,2%	10,8%
	Nederland 3	42,5%	43,6%	4,4%	5,4%
	Net5	3,2%	2,6%	12,0%	17,6%
	Nickelodeon	85,5%	85,6%	5,0%	2,8%
	RTL4	1,5%	1,0%	6,4%	9,4%
	RTL5	0,0%	0,2%	0,0%	3,0%
	SBS6	2,5%	1,8%	9,8%	14,3%
	TMF	0,0%	0,1%	23,1%	10,0%
	Veronica	0,4%	0,0%	3,7%	16,0%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
Yorin	19,6%	22,7%	5,2%	6,7%	
	Total	12,4%	14,6%	4,9%	4,7%
Documentary	Discovery	14,2%	15,3%	13,7%	12,4%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	2,3%	2,6%	19,2%	16,4%
	Nederland 1	6,3%	7,0%	7,8%	13,1%
	Nederland 2	1,2%	1,1%	9,6%	12,5%
	Nederland 3	5,8%	6,7%	8,0%	10,0%
	Net5	0,1%	0,1%	16,7%	19,2%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,5%	0,3%	10,6%	22,4%
	RTL5	0,6%	0,2%	16,4%	27,8%
	SBS6	0,5%	0,7%	23,2%	22,9%
	TMF	1,2%	1,9%	4,1%	2,0%
	Veronica	0,1%	0,3%	29,2%	25,6%
	Veronica(oud)	0,1%	0,3%	0,0%	9,9%
Yorin	1,0%	0,2%	13,9%	22,4%	
	Total	2,4%	2,6%	12,0%	12,3%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	3,8%	9,3%	11,9%	11,4%
	Fox Kids	0,6%	0,7%	0,7%	0,1%
	MTV	83,6%	81,3%	10,7%	12,1%
	Nederland 1	19,6%	19,1%	8,0%	12,1%
	Nederland 2	13,2%	11,9%	9,3%	12,0%
	Nederland 3	13,9%	12,1%	6,5%	9,5%
	Net5	5,3%	2,6%	22,6%	25,0%
	Nickelodeon	0,4%	0,5%	4,4%	7,6%
	RTL4	26,6%	26,5%	12,7%	16,0%
	RTL5	3,2%	2,4%	20,5%	25,9%
	SBS6	9,8%	11,0%	27,1%	29,0%
	TMF	88,5%	84,6%	9,5%	9,0%
	Veronica	6,9%	6,5%	22,6%	26,2%
	Veronica(oud)	9,6%	28,0%	24,0%	10,7%
Yorin	11,0%	10,8%	15,4%	18,9%	
	Total	23,8%	22,5%	11,4%	12,7%
Film, TV Films and Mini Series	Discovery	0,1%	0,0%	4,2%	3,5%
	Fox Kids	0,0%	0,1%	8,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	3,0%	2,5%	1,4%	4,6%
	Nederland 2	1,8%	2,4%	3,7%	3,9%
	Nederland 3	4,7%	4,8%	3,7%	4,5%
	Net5	12,3%	10,6%	12,5%	15,8%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	3,7%	2,9%	9,4%	13,5%
	RTL5	7,9%	5,4%	9,5%	11,0%
	SBS6	11,6%	9,5%	12,5%	14,6%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	19,5%	20,7%	10,9%	12,7%
	Veronica(oud)	0,9%	11,4%	3,1%	5,8%
Yorin	5,0%	4,8%	16,5%	14,9%	
	Total	4,8%	4,3%	10,7%	12,3%

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)	Discovery	0,0%	0,0%	0,0%	0,0%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	19,8%
	Nederland 1	18,7%	18,9%	11,7%	13,5%
	Nederland 2	38,5%	42,6%	2,5%	4,1%
	Nederland 3	6,3%	7,7%	11,6%	11,8%
	Net5	18,8%	8,1%	6,0%	0,5%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	13,8%	24,4%	9,2%	5,4%
	RTL5	3,1%	1,8%	11,9%	7,8%
	SBS6	15,1%	9,7%	14,0%	4,5%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	0,1%	4,9%	0,0%	13,2%
	Veronica(oud)	0,0%	0,7%	0,0%	10,2%
Yorin	5,0%	16,6%	0,6%	0,1%	
	Total	8,8%	9,4%	7,5%	5,4%
Other Magazines	Discovery	55,2%	51,3%	5,8%	7,3%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	0,7%	0,2%	15,1%	16,9%
	Nederland 1	20,3%	19,7%	5,7%	8,0%
	Nederland 2	5,5%	5,6%	13,8%	16,5%
	Nederland 3	4,8%	4,8%	9,2%	8,6%
	Net5	5,7%	3,0%	16,8%	23,9%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	10,3%	10,9%	10,5%	13,2%
	RTL5	5,0%	5,9%	13,0%	12,8%
	SBS6	8,8%	7,2%	13,9%	17,9%
	TMF	0,6%	2,5%	16,6%	13,4%
	Veronica	1,6%	2,4%	3,3%	7,4%
	Veronica(oud)	29,5%	4,8%	5,4%	0,8%
Yorin	2,4%	1,8%	32,5%	33,5%	
	Total	9,2%	8,4%	8,9%	10,6%
Political, Religious, Philosophical, Unions programmes	Discovery	0,5%	0,2%	4,0%	7,5%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	11,0%	11,3%	3,9%	6,1%
	Nederland 2	4,6%	2,6%	3,2%	8,7%
	Nederland 3	4,6%	3,3%	7,0%	8,2%
	Net5	0,0%	0,9%	0,0%	24,1%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,1%	0,1%	18,0%	13,9%
	RTL5	32,5%	24,4%	5,5%	11,1%
	SBS6	0,1%	0,7%	9,0%	10,7%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	0,0%	0,0%	0,0%	0,0%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
Yorin	0,1%	0,0%	16,8%	0,0%	
	Total	4,2%	3,2%	5,2%	10,0%
Series and Soap	Discovery Channel	0,0%	0,0%	0,0%	0,0%
	Fox Kids	0,0%	0,0%	0,0%	2,9%
	MTV	0,6%	1,3%	16,5%	28,1%
	Nederland 1	8,4%	8,4%	7,5%	7,5%
	Nederland 2	5,3%	6,0%	8,9%	10,0%
	Nederland 3	5,2%	5,2%	8,8%	11,3%
	NET 5	22,2%	17,2%	19,8%	23,7%
	Nickelodeon	5,9%	6,1%	3,3%	3,7%
	RTL 4	17,9%	13,9%	15,2%	18,3%
	RTL 5	2,9%	7,1%	13,3%	14,0%
	SBS 6	14,4%	9,6%	18,3%	24,4%
	The Music Factory	0,0%	0,0%	0,0%	0,0%
	Veronica	23,6%	23,1%	17,4%	23,6%
	Veronica-oud	1,4%	15,9%	9,5%	10,0%
Yorin	15,2%	14,6%	16,7%	19,9%	
	Total	8,4%	8,0%	15,6%	18,2%

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	Discovery Channel	1,1%	0,3%	5,9%	6,0%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	0,1%	0,0%	29,0%	26,8%
	Nederland 1	1,1%	1,3%	0,2%	1,1%
	Nederland 2	21,6%	18,8%	6,5%	9,2%
	Nederland 3	1,2%	0,7%	19,3%	1,9%
	NET 5	0,0%	0,0%	0,0%	0,0%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL 4	0,1%	0,2%	7,2%	11,1%
	RTL 5	11,2%	12,7%	8,2%	11,3%
	SBS 6	4,4%	4,8%	15,1%	17,4%
	The Music Factory	0,0%	0,0%	22,0%	0,0%
	Veronica	0,0%	0,3%	0,0%	16,3%
	Veronica-oud	0,0%	0,0%	0,0%	0,0%
Yorin	0,0%	0,0%	0,0%	0,0%	
	Total	3,1%	2,7%	8,3%	10,8%
Teleshopping (excl. of spots and adv. formats)	Discovery Channel	0,0%	0,0%	0,0%	0,0%
	Fox Kids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	0,0%	0,0%	0,0%	0,0%
	Nederland 2	0,0%	0,0%	0,0%	0,0%
	Nederland 3	0,0%	0,0%	0,0%	0,0%
	NET 5	18,6%	41,6%	8,5%	9,3%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL 4	14,3%	8,2%	0,5%	1,6%
	RTL 5	24,9%	30,0%	0,1%	0,1%
	SBS 6	17,8%	30,7%	6,6%	5,1%
	The Music Factory	0,0%	0,0%	0,0%	0,0%
	Veronica	13,8%	14,8%	20,9%	14,5%
	Veronica-oud	51,5%	28,4%	0,0%	0,0%
Yorin	31,1%	19,0%	0,0%	0,3%	
	Total	10,1%	11,6%	3,4%	4,8%
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery	5,7%	6,7%		
	Fox Kids	3,9%	4,5%		
	MTV	9,7%	11,5%		
	Nederland 1	6,5%	8,9%		
	Nederland 2	5,4%	7,0%		
	Nederland 3	5,7%	6,7%		
	Net5	11,5%	11,8%		
	Nickelodeon	4,5%	2,6%		
	RTL4	9,3%	10,5%		
	RTL5	5,9%	7,4%		
	SBS6	12,6%	12,2%		
	TMF	8,7%	8,1%		
	Veronica	12,5%	13,5%		
	Veronica(oud)	4,0%	5,8%		
Yorin	7,1%	7,9%			
	Total	7,9%	8,6%		

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

TAB12d		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery	17,5%	16,1%		
	Fox Kids	5,5%	5,8%		
	MTV	3,0%	2,8%		
	Nederland 1	5,0%	2,6%		
	Nederland 2	2,5%	1,8%		
	Nederland 3	5,2%	4,5%		
	Net5	1,3%	1,5%		
	Nickelodeon	3,8%	5,1%		
	RTL4	1,0%	0,8%		
	RTL5	1,6%	1,4%		
	SBS6	2,0%	2,1%		
	TMF	0,9%	2,8%		
	Veronica	3,1%	2,5%		
	Veronica(oud)	3,0%	2,1%		
Yorin	2,0%	1,6%			
	Total	3,7%	3,5%		
Others	Discovery	0,0%	0,0%	0,0%	15,6%
	Fox Kids	0,0%	0,5%	0,0%	13,2%
	MTV	0,0%	0,3%	0,0%	261,7%
	Nederland 1	0,0%	0,0%	191,5%	840,0%
	Nederland 2	0,1%	0,0%	158,5%	831,8%
	Nederland 3	0,0%	0,1%	175,2%	147,8%
	Net5	0,9%	0,1%	36,6%	75,3%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	1,0%	0,5%	30,9%	47,2%
	RTL5	1,2%	1,1%	21,6%	7,5%
	SBS6	0,5%	0,0%	56,6%	3145,2%
	TMF	0,0%	0,1%	0,0%	243,7%
	Veronica	18,3%	10,8%	9,6%	5,8%
	Veronica(oud)	0,0%	2,6%	0,0%	14,1%
Yorin	0,6%	0,1%	0,1%	19,6%	
	Total	1,2%	0,7%	18,8%	32,0%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery Channel	100,0%	100,0%	5,7%	6,7%
	Fox Kids	100,0%	100,0%	3,9%	4,5%
	MTV	100,0%	100,0%	9,7%	11,5%
	Nederland 1	100,0%	100,0%	6,5%	8,9%
	Nederland 2	100,0%	100,0%	5,4%	7,0%
	Nederland 3	100,0%	100,0%	5,7%	6,7%
	NET 5	100,0%	100,0%	11,5%	11,8%
	Nickelodeon	100,0%	100,0%	4,5%	2,6%
	RTL 4	100,0%	100,0%	9,3%	10,5%
	RTL 5	100,0%	100,0%	5,9%	7,4%
	SBS 6	100,0%	100,0%	12,6%	12,2%
	The Music Factory	100,0%	100,0%	8,7%	8,1%
	Veronica	100,0%	100,0%	12,5%	13,5%
	Veronica-oud	100,0%	100,0%	4,0%	5,8%
Yorin	100,0%	100,0%	7,1%	7,9%	
	Total	100,0%	100,0%	7,9%	8,6%

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
Children, educational programmes, cartoons	Discovery	0	0	0,00	0,00
	Fox Kids	27.920	32.373	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	16	209	14,00	129,00
	Nederland 2	170	328	692,00	1.015,00
	Nederland 3	20.094	26.651	27.436,00	46.609,00
	Net5	4.215	6.078	2.041,00	2.143,00
	Nickelodeon	23.855	23.739	15.614,00	17.728,00
	RTL4	1.004	911	1.295,00	510,00
	RTL5	0	108	83,00	72,00
	SBS6	2.846	2.870	1.062,00	2.647,00
	TMF	79	80	83,00	29,00
	Veronica	128	50	233,00	53,00
	Veronica(oud)	0	0	0,00	0,00
Yorin	19.241	23.506	5.825,00	8.117,00	
	Total	99.568	116.903	54.295,00	79.052,00
Documentary	Discovery	16.236	17.586	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	5.992	5.591	3.430,00	2.745,00
	Nederland 1	4.483	8.869	4.491,00	7.702,00
	Nederland 2	1.164	1.366	1.541,00	2.167,00
	Nederland 3	4.684	7.235	5.385,00	7.785,00
	Net5	143	211	92,00	352,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	617	696	1.536,00	2.576,00
	RTL5	1.163	909	594,00	752,00
	SBS6	1.549	2.011	2.889,00	5.683,00
	TMF	659	641	538,00	385,00
	Veronica	219	608	177,00	905,00
	Veronica(oud)	0	65	0,00	57,00
Yorin	1.900	491	912,00	1.227,00	
	Total	38.809	46.279	21.585,00	32.336,00
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	3.812	10.482	0,00	0,00
	Fox Kids	30	6	0,00	0,00
	MTV	119.181	126.155	65.827,00	56.089,00
	Nederland 1	14.302	22.356	31.944,00	36.646,00
	Nederland 2	12.812	14.556	33.388,00	42.291,00
	Nederland 3	9.006	12.272	15.908,00	20.854,00
	Net5	10.682	8.661	24.123,00	24.427,00
	Nickelodeon	92	354	64,00	221,00
	RTL4	41.107	53.116	123.633,00	173.496,00
	RTL5	8.922	8.872	7.878,00	9.897,00
	SBS6	32.596	39.750	80.957,00	120.652,00
	TMF	111.057	110.175	75.302,00	61.702,00
	Veronica	11.139	11.876	14.689,00	14.688,00
	Veronica(oud)	3.651	5.975	2.297,00	4.779,00
Yorin	23.693	29.944	43.442,00	60.086,00	
	Total	402.082	454.550	519.452,00	625.828,00
Film, TV Films and Mini Series	Discovery	36	6	0,00	0,00
	Fox Kids	5	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	417	1.086	435,00	600,00
	Nederland 2	707	912	1.406,00	1.273,00
	Nederland 3	1.738	2.254	1.612,00	1.698,00
	Net5	16.693	24.592	37.451,00	58.762,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	4.322	5.284	16.542,00	26.310,00
	RTL5	10.121	8.628	10.886,00	12.694,00
	SBS6	17.406	16.822	54.460,00	58.760,00
	TMF	0	0	0,00	0,00
	Veronica	14.224	18.885	22.882,00	35.434,00
	Veronica(oud)	49	1.236	49,00	1.275,00
Yorin	11.426	10.282	30.294,00	22.789,00	
	Total	77.144	89.987	176.017,00	219.595,00

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
Information (News, Flash and Info Magazines)	Discovery	0	0	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	0	55	0,00	18,00
	Nederland 1	20.016	25.110	46.701,00	63.737,00
	Nederland 2	10.020	16.612	19.968,00	30.568,00
	Nederland 3	6.992	9.320	19.028,00	24.097,00
	Net5	2.201	58	572,00	62,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	16.413	17.629	33.726,00	46.944,00
	RTL5	5.239	1.793	3.818,00	486,00
	SBS6	12.672	4.882	18.325,00	13.855,00
	TMF	0	0	0,00	0,00
	Veronica	0	818	0,00	442,00
	Veronica(oud)	0	163	0,00	164,00
Yorin	458	74	673,00	12,00	
	Total	74.011	76.514	142.811,00	180.385,00
Other Magazines	Discovery	27.858	35.742	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	1.451	399	1.033,00	143,00
	Nederland 1	10.324	15.376	20.176,00	27.585,00
	Nederland 2	7.729	9.107	17.182,00	23.414,00
	Nederland 3	4.286	4.294	10.158,00	12.257,00
	Net5	5.597	9.817	5.219,00	22.896,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	13.295	19.219	48.196,00	84.244,00
	RTL5	9.002	10.859	8.385,00	12.596,00
	SBS6	14.502	15.137	28.117,00	36.847,00
	TMF	1.351	4.745	582,00	1.543,00
	Veronica	382	1.349	202,00	1.111,00
	Veronica(oud)	2.626	74	1.769,00	64,00
Yorin	11.231	9.009	22.290,00	25.518,00	
	Total	109.634	135.127	163.309,00	248.218,00
Political, Religious, Philosophical, Unions programmes	Discovery	164	144	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	3.751	6.508	2.917,00	4.410,00
	Nederland 2	1.508	2.238	2.345,00	3.624,00
	Nederland 3	3.234	2.846	4.991,00	4.255,00
	Net5	0	1.836	0,00	150,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	298	136	1.429,00	530,00
	RTL5	23.838	28.677	727,00	1.035,00
	SBS6	67	828	382,00	768,00
	TMF	0	0	0,00	0,00
	Veronica	0	0	0,00	0,00
	Veronica(oud)	0	0	0,00	0,00
Yorin	133	0	216,00	0,00	
	Total	32.993	43.213	13.007,00	14.772,00
Series and Soap	Channel	0	6	0,00	0,00
	Fox Kids	0	9	0,00	0,00
	MTV	1.470	5.012	1.140,00	3.100,00
	Nederland 1	5.882	6.228	8.215,00	7.594,00
	Nederland 2	4.989	6.131	12.251,00	13.067,00
	Nederland 3	4.698	6.358	9.118,00	12.690,00
	NET 5	48.963	59.688	83.474,00	86.885,00
	Nickelodeon	1.054	2.252	817,00	1.566,00
	RTL 4	35.277	33.717	171.810,00	178.110,00
	RTL 5	5.317	14.379	5.818,00	15.045,00
	SBS 6	31.978	27.036	49.898,00	40.966,00
	The Music Factory	0	0	0,00	0,00
	Veronica	29.311	38.651	27.068,00	36.897,00
	Veronica-oud	234	3.184	126,00	1.531,00
Yorin	37.487	42.728	67.899,00	68.395,00	
	Total	206.660	245.379	437.634,00	465.846,00

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

TAB12g		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	Discovery				
	Channel	582	145	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	428	86	222,00	88,00
	Nederland 1	16	140	18,00	96,00
	Nederland 2	14.474	17.276	74.069,00	78.464,00
	Nederland 3	2.275	148	8.041,00	240,00
	NET 5	0	0	0,00	0,00
	Nickelodeon	0	0	0,00	0,00
	RTL 4	103	223	131,00	1.401,00
	RTL 5	12.422	20.463	20.140,00	32.804,00
	SBS 6	7.828	9.668	18.778,00	33.686,00
	The Music Factory	45	0	50,00	0,00
	Veronica	0	343	0,00	717,00
	Veronica-oud	0	0	0,00	0,00
Yorin	0	0	0,00	0,00	
	Total	38.173	48.492	121.449,00	147.496,00
Teleshopping (excl. of spots and adv. formats)	Channel	0	0	0,00	0,00
	Fox Kids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	0	0	0,00	0,00
	Nederland 2	0	0	0,00	0,00
	Nederland 3	0	0	0,00	0,00
	NET 5	8.607	0	1.124,00	3.747,00
	Nickelodeon	0	0	0,00	0,00
	RTL 4	569	1.731	48,00	1.014,00
	RTL 5	469	323	4,00	25,00
	SBS 6	5.391	11.783	878,00	6.337,00
	The Music Factory	0	18.487	0,00	0,00
	Veronica	1.859	1.433	935,00	1.095,00
	Veronica-oud	0	0	0,00	0,00
	Yorin	181	1.064	33,00	138,00
	Total	17.076	34.821	3.022,00	12.356,00
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery				
	Fox Kids				
	MTV				
	Nederland 1				
	Nederland 2				
	Nederland 3				
	Net5				
	Nickelodeon				
	RTL4				
	RTL5				
	SBS6				
	TMF				
Veronica					
Veronica(oud)					
Yorin					
	Total				

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

TAB12h		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery				
	Fox Kids				
	MTV				
	Nederland 1				
	Nederland 2				
	Nederland 3				
	Net5				
	Nickelodeon				
	RTL4				
	RTL5				
	SBS6				
Total					
Others	Channel	14	32	0,00	0,00
	Fox Kids	13	501	0,00	0,00
	MTV	694	5.623	620,00	3.845,30
	Nederland 1	252	185	535,00	141,20
	Nederland 2	2.178	784	5.274,00	2.251,10
	Nederland 3	601	750	1.325,00	1.772,50
	NET 5	909	724	139,00	1.747,30
	Nickelodeon	0	93	0,00	122,90
	RTL 4	3.968	3.359	20.252,00	24.509,30
	RTL 5	4.003	992	414,00	656,10
	SBS 6	1.215	2.010	183,00	2.606,40
	The Music Factory	1.954	1.644	1.956,00	1.322,00
	Veronica	1.397	679	552,00	289,20
Veronica-oud	0	930	0,00	508,90	
Yorin	14	204	6,00	535,70	
Total	17.212	18.510	31.256,00	40.307,90	
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery				
	Channel	48.702	64.143	0,00	0,00
	Fox Kids	27.968	32.889	0,00	0,00
	MTV	129.216	142.921	72.272,00	66.028,30
	Nederland 1	59.459	86.067	115.446,00	148.640,20
	Nederland 2	55.751	69.310	168.116,00	198.134,10
	Nederland 3	57.608	72.128	103.002,00	132.257,50
	NET 5	98.010	111.665	154.235,00	201.171,30
	Nickelodeon	25.001	26.438	16.495,00	19.637,90
	RTL 4	116.973	136.021	418.598,00	539.644,30
	RTL 5	80.496	96.003	58.664,00	86.062,10
	SBS 6	128.050	132.797	255.929,00	322.807,40
	The Music Factory	115.145	135.772	78.511,00	64.981,00
Veronica	58.659	74.692	66.738,00	91.631,20	
Veronica-oud	6.560	11.627	4.241,00	8.378,90	
Yorin	105.764	117.302	171.590,00	186.817,70	
Total	1.113.362	1.309.775	1.683.837,00	2.066.191,90	

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		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Discovery	0,0%	0,0%	0,0%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	0,2%	0,0%	0,4%	0,0%
	Nederland 2	0,0%	0,0%	0,0%	0,0%
	Nederland 3	0,0%	0,0%	0,0%	36,0%
	Net5	0,8%	0,7%	19,0%	19,9%
	Nickelodeon	0,0%	35,1%	0,0%	3,9%
	RTL4	0,2%	0,0%	13,8%	0,0%
	RTL5	0,0%	0,0%	0,0%	15,0%
	SBS6	0,4%	1,1%	12,5%	18,1%
	TMF	0,0%	0,1%	0,0%	5,7%
	Veronica	0,5%	0,2%	12,9%	14,9%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
	Yorin	0,0%	0,0%	0,0%	0,0%
	Total	0,2%	2,7%	15,0%	4,9%
Documentary	Discovery	21,0%	23,2%	14,2%	16,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	2,1%	2,4%	15,9%	18,0%
	Nederland 1	4,5%	5,4%	5,1%	8,9%
	Nederland 2	1,6%	2,3%	10,0%	15,3%
	Nederland 3	16,7%	22,8%	8,8%	9,5%
	Net5	0,0%	0,0%	0,0%	41,7%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,3%	1,0%	13,6%	22,0%
	RTL5	0,4%	1,0%	2,0%	15,3%
	SBS6	0,3%	0,4%	8,1%	18,8%
	TMF	3,7%	6,4%	0,2%	0,2%
	Veronica	0,1%	0,7%	56,3%	36,0%
	Veronica(oud)	0,0%	0,6%	0,0%	6,7%
	Yorin	0,1%	0,2%	32,9%	25,0%
	Total	3,6%	4,9%	10,5%	11,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	4,6%	8,7%	34,7%	26,3%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	74,0%	67,6%	13,0%	18,2%
	Nederland 1	27,2%	22,8%	7,7%	8,4%
	Nederland 2	29,8%	30,8%	8,5%	10,5%
	Nederland 3	20,8%	18,8%	14,5%	16,6%
	Net5	12,2%	7,4%	32,0%	35,4%
	Nickelodeon	0,0%	0,2%	0,0%	0,0%
	RTL4	28,1%	26,0%	17,2%	19,0%
	RTL5	5,8%	5,6%	42,5%	41,2%
	SBS6	19,1%	20,0%	36,0%	40,3%
	TMF	84,9%	72,3%	14,7%	17,2%
	Veronica	12,6%	10,0%	20,7%	21,5%
	Veronica(oud)	1,5%	19,0%	32,9%	8,9%
	Yorin	25,7%	37,0%	23,0%	24,2%
	Total	24,7%	24,7%	16,9%	19,1%
Film, TV Films and Mini Series	Discovery	0,1%	0,0%	13,5%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	2,2%	2,2%	0,3%	0,1%
	Nederland 2	5,6%	5,1%	3,3%	3,4%
	Nederland 3	3,8%	3,2%	11,6%	8,7%
	Net5	45,8%	48,1%	12,3%	14,8%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	10,9%	12,2%	15,4%	17,2%
	RTL5	42,4%	28,0%	11,2%	11,9%
	SBS6	30,6%	27,0%	14,5%	16,9%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	52,4%	50,2%	10,7%	12,7%
	Veronica(oud)	0,9%	15,4%	2,3%	5,2%
	Yorin	25,2%	12,9%	10,9%	12,4%
	Total	15,7%	14,6%	11,6%	12,9%

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

TAB12j		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)	Discovery	0,0%	0,0%	0,0%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	29,3%	28,6%	16,9%	19,5%
	Nederland 2	2,2%	2,1%	17,4%	20,1%
	Nederland 3	11,4%	31,1%	22,5%	9,6%
	Net5	0,4%	0,0%	0,0%	0,0%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,4%	0,2%	4,5%	30,0%
	RTL5	4,3%	0,8%	0,8%	2,2%
	SBS6	1,2%	0,6%	5,8%	7,0%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	0,4%	0,0%	0,0%	0,0%
	Veronica(oud)	0,0%	1,1%	0,0%	10,2%
	Yorin	0,2%	0,0%	0,0%	0,0%
	Total	3,5%	4,6%	16,1%	14,3%
Other Magazines	Discovery	53,0%	46,4%	13,7%	15,2%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	4,2%	0,3%	14,8%	9,1%
	Nederland 1	13,5%	11,7%	12,7%	14,8%
	Nederland 2	7,0%	10,3%	9,4%	13,8%
	Nederland 3	7,4%	3,2%	20,3%	32,7%
	Net5	1,8%	7,9%	41,2%	44,9%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	5,9%	12,2%	33,7%	28,2%
	RTL5	9,0%	12,0%	26,8%	24,0%
	SBS6	13,8%	15,3%	12,9%	15,7%
	TMF	2,0%	10,5%	7,5%	8,3%
	Veronica	0,8%	1,1%	0,0%	7,1%
	Veronica(oud)	26,8%	1,8%	8,0%	2,6%
	Yorin	3,7%	9,5%	65,6%	36,1%
	Total	10,6%	10,2%	15,7%	19,6%
Political, Religious, Philosophical, Unions programmes	Discovery	0,4%	0,4%	16,2%	9,5%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	2,2%	3,0%	0,3%	2,5%
	Nederland 2	2,6%	1,5%	8,9%	4,9%
	Nederland 3	8,6%	7,3%	11,9%	13,4%
	Net5	0,0%	0,0%	0,0%	0,0%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,8%	0,3%	16,7%	12,2%
	RTL5	0,5%	0,0%	12,1%	0,0%
	SBS6	0,2%	0,1%	12,8%	50,0%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	0,0%	0,0%	0,0%	0,0%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
	Yorin	0,4%	0,0%	13,0%	0,0%
	Total	1,1%	0,9%	10,2%	10,1%
Series and Soap	Discovery	0,0%	0,0%	0,0%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	5,1%	12,0%	12,4%	28,6%
	Nederland 1	14,8%	19,4%	2,0%	0,7%
	Nederland 2	16,4%	17,3%	11,7%	12,5%
	Nederland 3	10,2%	14,2%	15,2%	17,1%
	Net5	22,0%	16,4%	23,7%	23,5%
	Nickelodeon	0,0%	7,2%	0,0%	4,3%
	RTL4	36,7%	29,9%	21,0%	20,5%
	RTL5	2,0%	11,7%	32,8%	20,6%
	SBS6	5,4%	2,2%	31,8%	50,4%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	19,0%	17,1%	24,4%	39,8%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
	Yorin	23,6%	19,2%	28,7%	22,1%
	Total	11,1%	11,9%	20,1%	20,4%

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

TAB12k		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	Discovery	1,4%	0,2%	11,2%	7,4%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,3%	0,0%	23,0%	4,9%
	Nederland 1	0,0%	0,0%	0,0%	0,0%
	Nederland 2	22,9%	15,0%	11,5%	11,9%
	Nederland 3	6,0%	0,8%	15,3%	0,5%
	Net5	0,0%	0,0%	0,0%	0,0%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,0%	0,0%	0,0%	0,0%
	RTL5	21,9%	23,3%	9,4%	15,3%
	SBS6	7,5%	9,4%	13,1%	15,9%
	TMF	0,1%	0,0%	1,0%	0,0%
	Veronica	0,0%	0,5%	0,0%	13,6%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
Yorin	0,0%	0,0%	0,0%	0,0%	
	Total	4,3%	3,5%	11,4%	14,1%
Teleshopping (excl. of spots and adv. formats)	Discovery	0,0%	0,0%	0,0%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	Nederland 1	0,0%	0,0%	0,0%	0,0%
	Nederland 2	0,0%	0,0%	0,0%	0,0%
	Nederland 3	0,0%	0,0%	0,0%	0,0%
	Net5	0,0%	0,0%	0,0%	0,0%
	Nickelodeon	0,0%	0,0%	0,0%	0,0%
	RTL4	0,0%	0,0%	0,0%	0,0%
	RTL5	0,0%	0,0%	0,0%	0,0%
	SBS6	0,0%	0,0%	0,0%	0,0%
	TMF	0,0%	0,0%	0,0%	0,0%
	Veronica	0,0%	0,0%	0,0%	0,0%
	Veronica(oud)	0,0%	0,0%	0,0%	0,0%
Yorin	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)	Discovery	12,0%	13,1%		
	FoxKids	0,0%	0,0%		
	MTV	11,5%	17,2%		
	Nederland 1	9,4%	9,9%		
	Nederland 2	8,8%	9,9%		
	Nederland 3	12,7%	13,3%		
	Net5	15,9%	17,6%		
	Nickelodeon	0,0%	1,7%		
	RTL4	16,9%	17,6%		
	RTL5	12,5%	14,7%		
	SBS6	16,3%	18,2%		
	TMF	12,8%	13,6%		
	Veronica	13,2%	16,0%		
	Veronica(oud)	2,8%	3,9%		
Yorin	17,9%	18,3%			
	Total	11,6%	13,2%		

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		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Self-promotion (presentation, trailers, title signs, channel housestyle)	FoxKids	0,0%	0,0%		
	MTV	3,7%	3,5%		
	Nederland 1	4,1%	1,7%		
	Nederland 2	2,0%	1,5%		
	Nederland 3	1,2%	0,8%		
	Net5	1,4%	1,1%		
	Nickelodeon	0,0%	1,8%		
	RTL4	0,6%	0,3%		
	RTL5	0,2%	0,2%		
	SBS6	1,5%	2,8%		
	TMF	1,3%	2,7%		
	Veronica	1,9%	2,0%		
	Veronica(oud)	1,4%	1,2%		
Yorin	1,2%	0,3%			
	Total	2,0%	1,9%		
Others	Discovery	0,0%	0,0%	0,0%	0,0%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,5%	468,2%	198,7%
	Nederland 1	0,0%	0,0%	729,2%	5,9%
	Nederland 2	0,0%	0,1%	1581,3%	368,3%
	Nederland 3	0,0%	0,1%	905,6%	186,9%
	Net5	0,0%	0,3%	7275,0%	89,4%
	Nickelodeon	0,0%	0,0%	0,0%	142,9%
	RTL4	0,0%	0,3%	5226,7%	255,5%
	RTL5	0,0%	0,1%	279,2%	29,2%
	SBS6	0,0%	0,0%	1188,5%	3000,0%
	TMF	0,0%	0,3%	477,8%	96,5%
	Veronica	0,0%	0,2%	5300,0%	112,6%
Veronica(oud)	0,0%	1,3%	0,0%	16,1%	
Yorin	0,0%	0,4%	0,0%	12,6%	
	Total	0,0%	0,3%	1113,8%	95,3%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery	100,7%	98,6%	12,0%	13,2%
	FoxKids	0,0%	0,0%	0,0%	0,0%
	MTV	101,0%	103,6%	11,4%	16,6%
	Nederland 1	107,4%	104,7%	8,7%	9,5%
	Nederland 2	98,9%	95,8%	8,9%	10,3%
	Nederland 3	98,8%	115,6%	12,8%	11,5%
	Net5	100,3%	99,5%	15,9%	17,6%
	Nickelodeon	0,0%	46,1%	0,0%	3,7%
	RTL4	100,9%	99,9%	16,8%	17,6%
	RTL5	98,9%	97,3%	12,6%	15,1%
	SBS6	96,3%	97,1%	16,9%	18,8%
	TMF	104,9%	105,8%	12,2%	12,8%
	Veronica	100,9%	98,1%	13,1%	16,3%
Veronica(oud)	33,5%	44,4%	8,3%	8,7%	
Yorin	98,0%	97,7%	18,3%	18,7%	
	Total	88,6%	93,3%	13,1%	14,1%

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

TAB12m		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	Discovery	0	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	1	0	6,20	0,00
	Nederland 2	1	77	2,50	312,00
	Nederland 3	23	25	125,90	287,50
	Net5	224	213	489,80	528,30
	Nickelodeon	0	1.724	0,00	1.480,80
	RTL4	33	0	263,40	0,00
	RTL5	0	7	0,00	18,90
	SBS6	77	284	266,60	1.424,90
	TMF	5	5	4,30	0,90
	Veronica	107	44	221,40	49,00
	Veronica(oud)	0	0	0,00	0,00
Yorin	0	0	0,00	0,00	
	Total	471	2.379	1.380,10	4.102,30
Documentary	Discovery	3.474	4.687	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	508	581	395,10	447,60
	Nederland 1	323	717	1.331,00	3.008,80
	Nederland 2	221	511	389,40	1.339,90
	Nederland 3	1.981	3.237	2.914,90	5.479,20
	Net5	0	26	0,00	164,50
	Nickelodeon	0	0	0,00	0,00
	RTL4	69	308	432,20	2.084,00
	RTL5	9	227	15,70	401,00
	SBS6	40	109	170,50	656,20
	TMF	9	17	7,50	7,40
	Veronica	121	414	104,50	697,20
	Veronica(oud)	0	44	0,00	53,70
Yorin	65	61	173,00	636,70	
	Total	6.820	10.939	5.933,80	14.976,20
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	1.870	2.972	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	14.857	17.373	11.095,80	10.766,70
	Nederland 1	2.880	2.773	11.295,90	11.578,90
	Nederland 2	3.511	4.925	12.788,60	19.230,00
	Nederland 3	4.145	4.630	10.542,90	11.557,60
	Net5	5.739	3.990	18.437,30	16.261,50
	Nickelodeon	0	0	0,00	0,00
	RTL4	7.051	7.645	49.652,30	58.655,80
	RTL5	3.584	3.506	4.847,80	4.796,90
	SBS6	9.966	12.080	43.384,20	52.752,10
	TMF	18.224	19.279	12.654,10	9.732,20
	Veronica	3.891	3.300	6.420,40	6.201,10
	Veronica(oud)	536	1.871	413,70	2.193,80
Yorin	8.837	13.886	23.958,30	38.758,20	
	Total	85.091	98.230	205.491,30	242.484,80
Film, TV Films and Mini Series	Discovery	23	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	8	2	23,30	5,00
	Nederland 2	253	247	976,20	771,00
	Nederland 3	597	418	908,90	619,20
	Net5	8.038	10.697	26.136,20	38.273,60
	Nickelodeon	0	0	0,00	0,00
	RTL4	2.474	3.237	14.529,90	20.557,50
	RTL5	6.827	5.001	7.954,90	8.226,40
	SBS6	6.290	6.838	35.203,40	40.746,20
	TMF	0	0	0,00	0,00
	Veronica	8.429	9.621	15.606,40	22.542,90
	Veronica(oud)	22	795	24,20	1.069,90
Yorin	4.011	2.398	13.134,30	8.884,40	
	Total	36.972	39.254	114.497,70	141.696,10

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

TAB12n		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)	Discovery	0	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	6.733	8.120	36.318,40	47.628,00
	Nederland 2	503	584	5.671,80	7.206,30
	Nederland 3	3.500	4.336	15.225,80	16.919,80
	Net5	0	0	0,00	0,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	25	87	196,50	504,70
	RTL5	50	24	41,30	23,50
	SBS6	99	64	343,40	366,70
	TMF	0	0	0,00	0,00
	Veronica	0	0	0,00	0,00
Veronica(oud)	0	134	0,00	164,20	
Yorin	0	0	0,00	0,00	
	Total	10.910	13.349	57.797,20	72.813,20
Other Magazines	Discovery	8.566	8.894	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	978	45	733,20	20,50
	Nederland 1	2.402	2.544	9.963,30	10.669,20
	Nederland 2	906	2.139	2.667,80	8.122,90
	Nederland 3	1.991	1.586	5.156,60	5.831,50
	Net5	1.092	5.302	2.929,40	17.686,70
	Nickelodeon	0	0	0,00	0,00
	RTL4	2.926	5.293	23.534,80	47.961,70
	RTL5	3.451	4.323	3.793,30	5.949,10
	SBS6	2.582	3.629	13.190,70	19.287,70
	TMF	248	1.321	78,60	400,30
	Veronica	0	131	0,00	353,00
Veronica(oud)	2.302	53	1.753,80	59,80	
Yorin	3.542	5.311	10.143,80	18.291,40	
	Total	30.986	40.571	73.945,30	134.633,80
Political, Religious, Philosophical, Unions programmes	Discovery	71	52	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	10	113	29,00	227,00
	Nederland 2	319	110	943,00	246,00
	Nederland 3	1.355	1.432	2.935,70	3.110,80
	Net5	0	0	0,00	0,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	198	63	1.101,70	303,00
	RTL5	72	0	58,30	0,00
	SBS6	33	92	235,50	260,20
	TMF	0	0	0,00	0,00
	Veronica	0	0	0,00	0,00
Veronica(oud)	0	0	0,00	0,00	
Yorin	85	0	150,60	0,00	
	Total	2.143	1.862	5.453,80	4.147,00
Series and Soap	Discovery	0	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	1.046	4.858	784,80	3.037,30
	Nederland 1	417	180	1.367,80	683,10
	Nederland 2	2.691	3.198	9.957,10	10.373,20
	Nederland 3	2.180	3.575	5.697,00	8.985,00
	Net5	7.629	5.832	33.476,40	24.874,70
	Nickelodeon	0	413	0,00	345,40
	RTL4	11.276	9.570	107.527,10	104.407,90
	RTL5	996	3.696	1.099,40	5.241,90
	SBS6	2.536	1.607	8.514,10	4.912,20
	TMF	0	0	0,00	0,00
	Veronica	6.976	10.281	9.353,40	15.069,60
Veronica(oud)	102	781	88,40	582,40	
Yorin	9.979	6.522	28.954,10	17.288,10	
	Total	45.828	50.513	206.819,60	195.800,80

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

TAB12o		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	Discovery	197	17	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	101	2	91,50	1,10
	Nederland 1	0	0	0,00	0,00
	Nederland 2	3.682	2.693	31.841,80	27.331,00
	Nederland 3	1.171	4	4.240,30	10,30
	Net5	0	0	0,00	0,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	0	0	0,00	0,00
	RTL5	2.925	5.318	5.479,10	9.715,50
	SBS6	1.364	2.156	9.857,40	19.290,10
	TMF	1	0	0,90	0,00
	Veronica	0	103	0,00	293,40
	Veronica(oud)	0	0	0,00	0,00
Yorin	0	0	0,00	0,00	
	Total	9.441	10.293	51.511,00	56.641,40
Teleshopping (excl. of spots and adv. formats)	Discovery	0	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	0	0	0,00	0,00
	Nederland 1	0	0	0,00	0,00
	Nederland 2	0	0	0,00	0,00
	Nederland 3	0	0	0,00	0,00
	Net5	0	0	0,00	0,00
	Nickelodeon	0	0	0,00	0,00
	RTL4	0	0	0,00	0,00
	RTL5	0	0	0,00	0,00
	SBS6	0	0	0,00	0,00
	TMF	0	0	0,00	0,00
	Veronica	0	0	0,00	0,00
	Veronica(oud)	0	0	0,00	0,00
Yorin	0	0	0,00	0,00	
	Total	0	0	0,00	0,00
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery				
	FoxKids				
	MTV				
	Nederland 1				
	Nederland 2				
	Nederland 3				
	Net5				
	Nickelodeon				
	RTL4				
	RTL5				
	SBS6				
	TMF				
	Veronica				
	Veronica(oud)				
Yorin					
	Total				

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

TAB12p		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Self-promotion (presentation, trailers, title signs, channel housestyle)	FoxKids				
	MTV				
	Nederland 1				
	Nederland 2				
	Nederland 3				
	Net5				
	Nickelodeon				
	RTL4				
	RTL5				
	SBS6				
	TMF				
	Veronica				
Veronica(oud)					
Yorin					
	Total				
Others	Discovery	0	0	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	206	987	226,60	870,00
	Nederland 1	58	2	244,90	9,40
	Nederland 2	132	221	634,80	1.083,30
	Nederland 3	163	211	636,70	779,90
	Net5	291	336	0,00	577,60
	Nickelodeon	0	10	0,00	19,40
	RTL4	743	1.060	5.512,80	8.292,80
	RTL5	14	26	12,40	60,70
	SBS6	309	300	0,00	205,20
	TMF	172	304	133,00	200,90
	Veronica	212	206	0,00	69,30
	Veronica(oud)	0	236	0,00	122,20
Yorin	0	81	0,00	256,50	
	Total	2.300	3.980	7.401,20	12.547,20
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery	14.201	16.622	0,00	0,00
	FoxKids	0	0	0,00	0,00
	MTV	17.696	23.846	13.327,00	15.143,20
	Nederland 1	12.832	14.451	60.579,80	73.809,40
	Nederland 2	12.219	14.705	65.873,00	76.015,60
	Nederland 3	17.106	19.454	48.384,70	53.580,80
	Net5	23.013	26.396	81.469,10	98.366,90
	Nickelodeon	0	2.147	0,00	1.845,60
	RTL4	24.795	27.263	202.750,70	242.767,40
	RTL5	17.928	22.128	23.302,20	34.433,90
	SBS6	23.296	27.159	111.165,80	139.901,50
	TMF	18.659	20.926	12.878,40	10.341,70
	Veronica	19.736	24.100	31.706,10	45.275,50
	Veronica(oud)	2.962	3.914	2.280,10	4.246,00
Yorin	26.519	28.259	76.514,10	84.115,30	
	Total	230.962	271.370	730.231,00	879.842,80



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	Discovery Channel	992	535	11,6%	5,6%
	Nederland 1	753	726	8,8%	7,6%
	Nederland 2	1.173	1.362	13,7%	14,3%
	Nederland 3	807	732	9,4%	7,7%
	Net5	675	1.081	7,9%	11,4%
	RTL4	477	748	5,6%	7,9%
	RTL5	892	982	10,4%	10,3%
	SBS6	1.178	1.358	13,8%	14,3%
	Veronica	865	1.150	10,1%	12,1%
	Yorin	735	823	8,6%	8,7%
	TOTAL	8.547	9.497	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Nederland 1	5	1	6,5%	2,3%
	Nederland 2	3	2	3,9%	4,6%
	Nederland 3	4	0	5,2%	0,4%
	Net5	7	2	9,1%	4,6%
	RTL4	25	15	32,5%	34,7%
	RTL5	10	9	13,0%	20,8%
	SBS6	9	3	11,7%	6,9%
	Veronica	2	0	2,6%	0,0%
	Yorin	12	11	15,6%	25,5%
	TOTAL	77	43	100,0%	100,0%
ALCOHOL - SPIRITS	Discovery Channel	142	245	3,7%	8,8%
	Nederland 1	67	59	1,8%	2,1%
	Nederland 2	113	119	3,0%	4,3%
	Nederland 3	80	75	2,1%	2,7%
	Net5	755	528	19,9%	18,9%
	RTL4	467	309	12,3%	11,0%
	RTL5	310	241	8,2%	8,6%
	SBS6	573	448	15,1%	16,0%
	Veronica	590	376	15,5%	13,4%
	Yorin	706	397	18,6%	14,2%
	TOTAL	3.803	2.797	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	Discovery Channel	133	458	0,7%	1,6%
	FoxKids	2.009	2.488	10,5%	8,9%
	MTV	3.329	6.693	17,3%	24,0%
	Nederland 1	285	477	1,5%	1,7%
	Nederland 2	403	397	2,1%	1,4%
	Nederland 3	857	1.035	4,5%	3,7%
	Net5	1.138	1.640	5,9%	5,9%
	Nickelodeon	2.956	2.378	15,4%	8,5%
	RTL4	850	1.089	4,4%	3,9%
	RTL5	408	623	2,1%	2,2%
	SBS6	1.319	1.565	6,9%	5,6%
	TMF	2.602	4.752	13,5%	17,0%
	Veronica	886	1.163	4,6%	4,2%
Yorin	2.029	3.140	10,6%	11,3%	
	TOTAL	19.204	27.898	100,0%	100,0%
CLEANING PRODUCTS	Nederland 1	1.470	1.616	11,8%	12,6%
	Nederland 2	957	955	7,7%	7,5%
	Nederland 3	949	1.015	7,6%	7,9%
	Net5	1.781	2.075	-	16,2%
	Nickelodeon	-	1	-	0,0%
	RTL4	2.644	2.391	21,2%	18,7%
	RTL5	471	704	3,8%	5,5%
	SBS6	2.291	2.024	18,4%	15,8%
	Veronica	669	631	5,4%	4,9%
	Yorin	1.234	1.402	9,9%	10,9%
	TOTAL	12.466	12.814	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Discovery Channel	441	584	1,6%	1,7%
	FoxKids	272	-	1,0%	-
	MTV	1.874	3.454	6,9%	10,3%
	Nederland 1	1.589	2.061	5,8%	6,1%
	Nederland 2	1.350	1.633	5,0%	4,9%
	Nederland 3	1.308	1.593	4,8%	4,8%
	Net5	3.854	4.611	14,1%	13,8%
	Nickelodeon	-	55	-	0,2%
	RTL4	4.634	5.273	17,0%	15,7%
	RTL5	996	1.261	3,7%	3,8%
	SBS6	4.085	4.255	15,0%	12,7%
	TMF	2.318	3.506	8,5%	10,5%
	Veronica	1.436	1.851	5,3%	5,5%
Yorin	3.083	3.389	11,3%	10,1%	
	TOTAL	27.240	33.526	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)	Discovery Channel	1.000	1.851	1,5%	2,2%
	FoxKids	1.782	1.703	2,7%	2,1%
	MTV	5.890	7.918	8,8%	9,6%
	Nederland 1	4.723	7.016	7,1%	8,5%
	Nederland 2	3.896	5.341	5,8%	6,5%
	Nederland 3	4.664	6.213	7,0%	7,5%
	Net5	6.873	8.989	10,3%	10,9%
	Nickelodeon	927	1.056	1,4%	1,3%
	RTL4	8.032	8.893	12,1%	10,8%
	RTL5	2.792	3.606	4,2%	4,4%
	SBS6	9.228	9.501	13,8%	11,5%
	TMF	4.415	6.097	6,6%	7,4%
	Veronica	4.596	5.697	6,9%	6,9%
	Yorin	7.820	8.458	11,7%	10,3%
	TOTAL	66.638	82.339	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Discovery Channel	-	34	-	0,5%
	MTV	64	-	1,3%	-
	Nederland 1	494	772	10,3%	11,8%
	Nederland 2	387	545	8,0%	8,3%
	Nederland 3	366	457	7,6%	7,0%
	Net5	642	870	13,3%	13,3%
	RTL4	991	1.304	20,6%	19,9%
	RTL5	273	447	5,7%	6,8%
	SBS6	687	903	14,3%	13,8%
	TMF	70	-	1,5%	0,0%
	Veronica	225	372	4,7%	5,7%
Yorin	610	842	12,7%	12,9%	
	TOTAL	4.809	6.546	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	Discovery Channel	2.023	1.102	10,3%	4,9%
	Nederland 1	1.786	1.928	9,1%	8,6%
	Nederland 2	2.670	3.133	13,6%	13,9%
	Nederland 3	1.948	1.727	9,9%	7,7%
	Net5	1.522	2.523	7,7%	11,2%
	RTL4	1.124	1.847	5,7%	8,2%
	RTL5	2.030	2.266	10,3%	10,1%
	SBS6	2.718	3.235	13,8%	14,4%
	Veronica	2.110	2.765	10,7%	12,3%
	Yorin	1.716	2.012	8,7%	8,9%
	TOTAL	19.647	22.538	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Nederland 1	19	5	5,3%	1,9%
	Nederland 2	12	14	3,4%	5,3%
	Nederland 3	18	1	5,1%	0,4%
	Net5	29	12	8,1%	4,6%
	RTL4	122	89	34,3%	34,0%
	RTL5	52	54	14,6%	20,6%
	SBS6	38	18	10,7%	6,9%
	Veronica	8	0	2,2%	0,0%
	Yorin	58	69	16,3%	26,3%
	TOTAL	356	262	100,0%	100,0%
ALCOHOL - SPIRITS	Discovery Channel	278	696	3,3%	10,5%
	Nederland 1	134	136	1,6%	2,1%
	Nederland 2	254	301	3,0%	4,5%
	Nederland 3	177	188	2,1%	2,8%
	Net5	1.659	1.192	19,5%	18,0%
	RTL4	1.110	759	13,0%	11,5%
	RTL5	745	570	8,8%	8,6%
	SBS6	1.228	1.016	14,4%	15,3%
	Veronica	1.270	810	14,9%	12,2%
	Yorin	1.659	955	19,5%	14,4%
	TOTAL	8.514	6.623	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	Discovery Channel	308	1.263	0,6%	1,7%
	FoxKids	5.758	7.246	10,9%	9,6%
	MTV	10.411	15.806	19,7%	20,9%
	Nederland 1	709	1.437	1,3%	1,9%
	Nederland 2	969	1.181	1,8%	1,6%
	Nederland 3	2.445	3.403	4,6%	4,5%
	Net5	3.049	4.759	5,8%	6,3%
	Nickelodeon	6.041	6.279	11,4%	8,3%
	RTL4	2.282	3.281	4,3%	4,3%
	RTL5	1.029	1.836	2,0%	2,4%
	SBS6	3.645	4.689	6,9%	6,2%
	TMF	8.432	11.828	16,0%	15,6%
	Veronica	2.360	3.373	4,5%	4,5%
	Yorin	5.331	9.270	10,1%	12,3%
	TOTAL	52.769	75.651	100,0%	100,0%
CLEANING PRODUCTS	Nederland 1	4.298	4.436	12,8%	12,9%
	Nederland 2	2.695	2.598	8,0%	7,6%
	Nederland 3	2.745	2.845	8,1%	8,3%
	Net5	4.604	5.483	13,7%	16,0%
	Nickelodeon	-	3	-	0,0%
	RTL4	7.139	6.328	21,2%	18,5%
	RTL5	1.181	1.762	3,5%	5,1%
	SBS6	6.041	5.340	17,9%	15,6%
	Veronica	1.750	1.744	5,2%	5,1%
	Yorin	3.243	3.718	9,6%	10,9%
	TOTAL	33.696	34.257	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Discovery Channel	1.203	1.507	1,6%	1,6%
	FoxKids	1.028	-	1,4%	-
	MTV	5.532	10.551	7,3%	11,0%
	Nederland 1	4.303	5.774	5,7%	6,0%
	Nederland 2	3.690	4.641	4,9%	4,8%
	Nederland 3	3.563	4.519	4,7%	4,7%
	Net5	10.323	12.568	13,7%	13,1%
	Nickelodeon	-	250	-	0,3%
	RTL4	12.498	14.783	16,6%	15,4%
	RTL5	2.750	3.623	3,7%	3,8%
	SBS6	11.057	11.686	14,7%	12,2%
	TMF	6.910	10.907	9,2%	11,4%
	Veronica	3.992	5.528	5,3%	5,8%
	Yorin	8.460	9.606	11,2%	10,0%
	TOTAL	75.309	95.943	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)	Discovery Channel	2.202	5.074	1,2%	2,2%
	FoxKids	5.072	5.216	2,7%	2,2%
	MTV	17.332	21.309	9,4%	9,2%
	Nederland 1	12.864	19.638	6,9%	8,4%
	Nederland 2	10.474	14.784	5,7%	6,4%
	Nederland 3	12.689	17.805	6,8%	7,7%
	Net5	19.161	25.953	10,3%	11,2%
	Nickelodeon	2.580	3.441	1,4%	1,5%
	RTL4	22.116	25.151	11,9%	10,8%
	RTL5	7.546	10.239	4,1%	4,4%
	SBS6	25.897	27.489	14,0%	11,8%
	TMF	12.867	16.147	6,9%	6,9%
	Veronica	13.023	16.497	7,0%	7,1%
	Yorin	21.434	23.955	11,6%	10,3%
	TOTAL	185.257	232.698	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Discovery Channel		84		0,4%
	MTV	127		1,0%	
	Nederland 1	1.209	2.310	9,1%	11,5%
	Nederland 2	934	1.655	7,0%	8,3%
	Nederland 3	920	1.357	6,9%	6,8%
	Net5	1.942	2.571	14,6%	12,8%
	RTL4	2.675	4.049	20,2%	20,2%
	RTL5	788	1.508	5,9%	7,5%
	SBS6	2.108	2.689	15,9%	13,4%
	TMF	158		1,2%	
	Veronica	695	1.113	5,2%	5,6%
Yorin	1.706	2.683	12,9%	13,4%	
	TOTAL	13.262	20.019	100,0%	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	Discovery Channel	-	-	-	-
	Nederland 1	3.669,00	3.839,00	8,2%	7,3%
	Nederland 2	9.780,00	10.615,00	21,8%	20,2%
	Nederland 3	3.890,00	3.449,00	8,7%	6,6%
	Net5	3.363,00	5.958,00	7,5%	11,4%
	RTL4	4.748,00	3.832,00	10,6%	7,3%
	RTL5	2.983,00	3.832,00	6,6%	7,3%
	SBS6	9.660,00	12.523,00	21,5%	23,9%
	Veronica	2.854,00	4.203,00	6,4%	8,0%
	Yorin	3.961,00	4.191,00	8,8%	8,0%
	TOTAL	44.908,00	52.442,00	100,0%	100,0%
ALCOHOL - WINE & CHAMPAIGN	Nederland 1	46,20	14,94	5,2%	1,8%
	Nederland 2	22,03	29,32	2,5%	3,5%
	Nederland 3	41,43	1,55	4,6%	0,2%
	Net5	52,82	32,40	5,9%	3,8%
	RTL4	458,11	488,18	51,4%	57,6%
	RTL5	48,69	70,79	5,5%	8,3%
	SBS6	91,74	47,08	10,3%	5,6%
	Veronica	5,96	0,00	0,7%	0,0%
	Yorin	124,60	163,80	14,0%	19,3%
	TOTAL	891,59	848,06	100,0%	100,0%
ALCOHOL - SPIRITS	Discovery Channel	-	-	-	-
	Nederland 1	493,87	478,39	1,7%	2,2%
	Nederland 2	1.337,32	1.384,98	4,7%	6,3%
	Nederland 3	519,37	519,70	1,8%	2,4%
	Net5	5.433,98	4.058,52	19,1%	18,4%
	RTL4	7.167,93	5.471,95	25,2%	24,8%
	RTL5	1.059,83	988,78	3,7%	4,5%
	SBS6	5.246,64	4.811,71	18,4%	21,9%
	Veronica	2.123,60	1.624,51	7,5%	7,4%
	Yorin	5.107,11	2.682,22	17,9%	12,2%
	TOTAL	28.489,64	22.020,75	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	Discovery Channel	-	-	-	-
	FoxKids	-	-	-	-
	MTV	5.241,46	7.861,04	9,2%	9,8%
	Nederland 1	1.363,96	2.084,54	2,4%	2,6%
	Nederland 2	3.938,79	3.175,07	6,9%	3,9%
	Nederland 3	2.724,82	3.848,05	4,8%	4,8%
	Net5	5.664,72	8.697,47	10,0%	10,8%
	Nickelodeon	4.405,61	5.153,65	7,8%	6,4%
	RTL4	9.228,03	14.192,70	16,3%	17,6%
	RTL5	1.270,46	2.267,75	2,2%	2,8%
	SBS6	8.071,40	12.155,81	14,2%	15,1%
	TMF	4.796,81	7.046,09	8,5%	8,8%
	Veronica	3.051,93	4.684,66	5,4%	5,8%
Yorin	6.918,76	9.333,25	12,2%	11,6%	
	TOTAL	56.676,74	80.500,09	100,0%	100,0%
CLEANING PRODUCTS	Nederland 1	6.093,12	7.192,78	8,3%	8,9%
	Nederland 2	5.902,08	6.856,18	8,0%	8,5%
	Nederland 3	4.015,66	5.005,90	5,4%	6,2%
	Net5	8.221,73	8.280,22	11,2%	10,3%
	Nickelodeon	-	2,25	0,0%	0,0%
	RTL4	26.505,66	28.251,84	36,0%	35,1%
	RTL5	1.393,35	2.558,32	1,9%	3,2%
	SBS6	11.416,27	12.570,54	15,5%	15,6%
	Veronica	2.350,64	2.253,20	3,2%	2,8%
	Yorin	7.827,17	7.465,43	10,6%	9,3%
	TOTAL	73.725,68	80.436,65	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Discovery Channel	-	-	-	-
	FoxKids	-	-	-	-
	MTV	2.931,97	4.482,20	1,9%	2,3%
	Nederland 1	7.881,84	10.146,08	5,1%	5,2%
	Nederland 2	9.877,32	12.425,95	6,4%	6,3%
	Nederland 3	6.619,18	8.399,31	4,3%	4,3%
	Net5	20.035,38	25.560,49	13,0%	13,0%
	Nickelodeon	-	147,94	0,0%	0,1%
	RTL4	49.540,50	62.948,83	32,1%	32,0%
	RTL5	3.377,09	4.708,52	2,2%	2,4%
	SBS6	24.260,81	32.923,19	15,7%	16,7%
	TMF	4.438,62	5.597,14	2,9%	2,8%
	Veronica	5.049,40	7.529,48	3,3%	3,8%
Yorin	20.346,79	21.944,13	13,2%	11,1%	
	TOTAL	154.358,90	196.813,27	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)	Discovery Channel	-	-	-	-
	FoxKids	-	-	-	-
	MTV	8.953,14	9.396,75	2,7%	2,3%
	Nederland 1	22.033,37	31.584,92	6,7%	7,7%
	Nederland 2	27.007,98	37.113,60	8,2%	9,0%
	Nederland 3	20.100,22	28.990,16	6,1%	7,0%
	Net5	36.137,47	44.766,80	10,9%	10,9%
	Nickelodeon	1.875,18	1.777,92	0,6%	0,4%
	RTL4	86.403,54	104.516,57	26,1%	25,4%
	RTL5	8.221,64	12.900,77	2,5%	3,1%
	SBS6	58.117,53	69.352,26	17,6%	16,9%
	TMF	8.620,08	9.208,19	2,6%	2,2%
	Veronica	16.644,99	20.850,02	5,0%	5,1%
	Yorin	36.980,24	40.882,47	11,2%	9,9%
	TOTAL	331.095,36	411.340,43	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Discovery Channel	-	-	-	-
	MTV	81,80	-	0,3%	-
	Nederland 1	2.317,02	4.049,97	7,3%	8,6%
	Nederland 2	2.697,27	4.102,33	8,5%	8,7%
	Nederland 3	1.745,09	2.649,25	5,5%	5,6%
	Net5	3.554,47	4.480,44	11,3%	9,5%
	RTL4	11.534,05	16.814,30	36,5%	35,7%
	RTL5	872,01	1.780,68	2,8%	3,8%
	SBS6	4.048,76	6.490,28	12,8%	13,8%
	TMF	120,82	-	0,4%	-
	Veronica	788,30	1.483,28	2,5%	3,1%
Yorin	3.816,83	5.307,43	12,1%	11,3%	
	TOTAL	31.576,43	47.157,96	100,0%	100,0%
Tobacco	Forbidden				

Comments about Specific products

- A number of brands cover children-oriented advertising:
 - Toys, candy, ice cream, school articles, videogames, sportswear, comics, candy bars, crisps
- A number of brands cover spirits:
 - Low-alcoholic drinks, high-alcoholic drinks, liqueurs, whisky, vodka, gin, geneva, cognac, brandy
- About regulating conditions and legal constraints:
 - There are several regulations to protect vulnerable groups (such as kids).
 - Channels have their own self-regulation and are strict in their rules.
 - 'Kijkwijzer' is an instrument (using particular icons, see www.kijkwijzer.nl/engels) that helps to identify typologies of programmes and gives parents a helping hand in understanding what their kid is watching.