

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

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Poland – Report 3 (12/18)  
Stages B and C  
V.3.4.

*June 2005*

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## I. About Channels in Poland

# 1. Types of broadcast 2002 - 2003

<b>TAB1a</b>	<b>Names</b>	<b>Status</b>	<b>Channel Type (content)</b>	<b>Maximum advertising minutes allowed per hour by law</b>
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>POLSAT</b>	Commercial channel free to air	Mainstream	12'
	<b>TVN</b>	Commercial channel free to air	Mainstream	12'
	<b>TVP1</b>	Public service	Mainstream	12'
	<b>TVP2</b>	Public service	Mainstream	12'
<b>Local* Channels</b>  *By "local", we mean channels covering specific regions or provinces of the country	TVP Bialystok	Public service	Mainstream	12'
	TVP Bydgoszcz	Public service	Mainstream	12'
	TVP Gdansk	Public service	Mainstream	12'
	TVP Katowice	Public service	Mainstream	12'
	TVP Krakow	Public service	Mainstream	12'
	TVP Lodz	Public service	Mainstream	12'
	TVP Lublin	Public service	Mainstream	12'
	TVP Poznan	Public service	Mainstream	12'
	TVP Rzeszow	Public service	Mainstream	12'
	TVP Szczecin	Public service	Mainstream	12'
	TVP Warszawa	Public service	Mainstream	12'
	TVP Wroclaw	Public service	Mainstream	12'

Note that TVP 3 is an umbrella brand of all 12 local TV stations of public TVP

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Ale Kino	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	<b>Animal Planet</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	<b>Cartoon Network</b>	Commercial channel free to air	Children	EU or national rules
	<b>Discovery</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Discovery_Civ	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Discovery_ST/Science	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Discovery_T&A	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Eurosport	Commercial channel free to air	Sports	EU or national rules
	Fox Kids	Commercial channel free to air	Children	EU or national rules
	Hallmark	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	HBO	Pay TV (no advertising)	Entertainment (incl. Modern Music)	-
	LeCinema/EuropaEuropa	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	<b>MiniMax/Hyper</b>	Commercial channel free to air	Children	EU or national rules
	MTV	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	National Geographic	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Onyx	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Planete	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Reality_TV	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	Romantica	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
	TCM	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules
TMT	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules	
Viva	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules	
Viva2	Commercial channel free to air	Entertainment (incl. Modern Music)	EU or national rules	

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>International Channels</b> (Worldwide models)	3Sat ARD1 Arte/Cinquieme Club CNN CTV1 DSF DW Pro7 RTL RTL2 Sat1 Super RTL TTM <b>TV5</b> Viva(niem.) VOX ZDF			
<b>Other Channels</b>	<b>Canal Plus</b>	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	-
	Polonia1	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	Polsat Sport	Pay TV (including adv breaks)	Sports	12'
	Polsat2	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	<b>Tele5</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	<b>TV 4</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	<b>TV PULS</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	TVN24	Commercial channel free to air	Information / Business	12'
	<b>TVN7</b>	Commercial channel free to air	Entertainment (incl. Modern Music)	12'
	TVPolonia	Public service	Mainstream	12'
	TVOdra	Public service	Mainstream	12'

## Comments

- TV Odra is a local network of 16 transmitters which should broadcast local content, however they have strong relations with Polsat/TV 4 group and do not have their own programming content. There has been much rumor around it recently and they will probably lose their concession soon.

# 1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>POLSAT</b>	Analogical	Terrestrial (Hertzian)	also available by cable tv and digital platform
	<b>TVN</b>	Analogical	Terrestrial (Hertzian)	also available by cable tv and digital platform
	<b>TVP1</b>	Analogical	Terrestrial (Hertzian)	also available by cable tv and digital platform
	<b>TVP2</b>	Analogical	Terrestrial (Hertzian)	also available by cable tv and digital platform
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	TVP Bialystok	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Bydgoszcz	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Gdansk	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Katowice	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Krakow	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Lodz	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Lublin	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Poznan	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Rzeszow	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Szczecin	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Warszawa	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv
	TVP Wroclaw	Analogical	Terrestrial (Hertzian)	regional network of public tv stations, available also by cable tv

Note that TVP 3 is an umbrella brand of all 12 local TV stations of public TVP

# 1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Ale Kino	Analogical	TV Cable	available also by digital platform
	<b>Animal Planet</b>	Analogical	TV Cable	available also by digital platform
	<b>Cartoon Network</b>	Analogical	TV Cable	available also by digital platform
	<b>Discovery</b>	Analogical	TV Cable	available also by digital platform
	Discovery_Civ	Analogical	TV Cable	available also by digital platform
	Discovery_ST/ Science	Analogical	TV Cable	available also by digital platform
	Discovery_T&A	Analogical	TV Cable	available also by digital platform
	Eurosport	Analogical	TV Cable	available also by digital platform
	Fox Kids	Analogical	TV Cable	available also by digital platform
	Hallmark	Analogical	TV Cable	available also by digital platform
	HBO	Numerical / digital	Decoder	available also by cable TV but requires decoder
	LeCinema/ EuropaEuropa	Analogical	TV Cable	available also by digital platform
	<b>MiniMax/Hyper</b>	Analogical	TV Cable	available also by digital platform
	MTV	Analogical	TV Cable	available also by digital platform
	National Geographic	Analogical	TV Cable	available also by digital platform
	Onyx	Analogical	TV Cable	available also by digital platform
	Planete	Analogical	TV Cable	available also by digital platform
	Reality_TV	Analogical	TV Cable	available also by digital platform
	Romantica	Analogical	TV Cable	available also by digital platform
	TCM	Analogical	TV Cable	available also by digital platform
	TMT	Analogical	TV Cable	available also by digital platform
Viva	Analogical	TV Cable	available also by digital platform	
Viva2	Analogical	TV Cable	available also by digital platform	



# 1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>International Channels</b> (Worldwide models)	3Sat ARD1 Arte/Cinquieme Club CNN CTV1 DSF DW Pro7 RTL RTL2 Sat1 Super RTL TTM <b>TV5</b> Viva(niem.) VOX ZDF			
<b>Other Channels</b>	<b>Canal Plus</b> Polonia1 Polsat Sport Polsat2 <b>Tele5</b> <b>TV 4</b> <b>TV PULS</b> TVN24 <b>TVN7</b> TVPolonia TVOdra	Numerical / digital Analogical Numerical / digital Analogical Numerical / digital Analogical Analogical Numerical / digital Analogical Analogical Analogical	Decoder TV Cable Decoder TV Cable TV Cable Terrestrial (Hertzian) Terrestrial (Hertzian) TV Cable TV Cable Satellite dishes free Terrestrial (Hertzian)	only short timeband available for advertising  available by digital platform Cyfrowy Polsat available also by digital platform available also by digital platform available also by cable tv and digital platform available also by cable tv and digital platform available also by digital platform available also by digital platform available also by cable tv and digital platform regional network of public tv stations. available also by cable tv

## Comments

- TV Odra is a local network of 16 transmitters which should broadcast local content, however they have strong relations with Polsat/TV 4 group and do not have their own programming content. There has been much rumor around it recently and they will probably lose their concession soon.

## 2. TV day parts definitions in Poland :

- Definition of targets and dayparts

TAB2a		Aged16+	
		Main dayparts	Average audience* TOTAL TV (rat%) Adults in 2002
All Day	02h00-25h59	17,1%	17,4%
Morning	06h00-10h59	7,5%	8,1%
Daytime	11h00-16h59	17,4%	18,0%
Evening	17h00-18h59	31,6%	31,1%
Prime Time	19h00-21h59	42,1%	41,6%
Night Time	22h00-25h59	18,4%	18,8%
Universes :		30.514.000	30.514.000
Sources :		AGB Polska	AGB Polska

TAB2b		Aged 4-15	
		Main dayparts	Average audience* TOTAL TV (rat%) Kids in 2002
All Day	02h00-25h59	10,9%	11,0%
Morning	06h00-10h59	10,4%	11,0%
Daytime	11h00-16h59	14,7%	14,7%
Evening	17h00-18h59	18,3%	18,2%
Prime Time	19h00-21h59	22,2%	22,2%
Night Time	22h00-25h59	4,5%	4,2%
Universes :		5.727.000	5.727.000
Sources :		AGB Polska	AGB Polska

\* 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 16+		Aged 4-15		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>17.1%</b>	<b>17.4%</b>	<b>10.9%</b>	<b>11.0%</b>	
Channels with a national coverage	<b>Polsat</b>	25.3%	22.8%	17.4%	15.8%	
	<b>TVN</b>	15.4%	13.8%	13.6%	14.1%	
	<b>TVP1</b>	22.0%	23.4%	26.1%	26.2%	
Local Channels	<b>TVP2</b>	14.4%	15.8%	20.8%	21.5%	
	TVP Bialystok	0.2%	0.1%	0.2%	0.2%	
	TVP Bydgoszcz	0.4%	0.3%	0.5%	0.5%	
	TVP Gdansk	0.2%	0.2%	0.4%	0.5%	
	TVP Katowice	0.3%	0.3%	0.8%	1.1%	
	TVP Krakow	0.3%	0.2%	0.4%	0.4%	
	TVP Lodz	0.2%	0.1%	0.5%	0.4%	
	TVP Lublin	0.2%	0.2%	0.3%	0.4%	
	TVP Poznan	0.3%	0.2%	0.4%	0.5%	
	TVP Rzeszow	0.0%	0.0%	0.1%	0.1%	
	TVP Szczecin	0.1%	0.1%	0.2%	0.3%	
	TVP Warszawa	0.2%	0.2%	0.6%	0.6%	
	TVP Wroclaw	0.4%	0.3%	0.6%	0.7%	
Non-domestic Channels	Ale Kino	0.1%	0.1%	0.2%	0.3%	
	<b>Animal Planet</b>	0.1%	0.2%	0.2%	0.2%	
	<b>Cartoon Network</b>	2.9%	3.7%	0.3%	0.3%	
	<b>Discovery</b>	0.3%	0.3%	0.5%	0.5%	
	Discovery Civilisation	0.0%	0.1%	0.1%	0.1%	
	Discovery ST/Scienc	0.0%	0.1%	0.1%	0.1%	
	Discovery T&A	0.0%	0.0%	0.1%	0.1%	
	Eurosport	0.4%	0.3%	0.6%	0.7%	
	Fox Kids	2.0%	3.5%	0.2%	0.3%	
	Hallmark	0.1%	0.2%	0.3%	0.4%	
	HBO	0.1%	0.3%	0.3%	0.3%	
	LeCinema/EuropaE	0.0%	0.0%	0.1%	0.1%	
	<b>MiniMax/Hyper</b>	1.6%	3.2%	0.2%	0.3%	
	MTV	0.3%	0.2%	0.2%	0.2%	
	National Geographic	0.1%	0.1%	0.1%	0.2%	
	Onyx	0.1%	0.0%	0.1%	0.0%	
	Planete	0.0%	0.0%	0.2%	0.2%	
	Realiv TV	0.0%	0.1%	0.1%	0.1%	
	Romantica	0.1%	0.1%	0.1%	0.1%	
	TCM	0.1%	0.0%	0.1%	0.1%	
	TMT	0.1%	0.1%	0.1%	0.0%	
	Viva	0.2%	0.4%	0.1%	0.3%	
	Viva2	0.2%	0.2%	0.1%	0.2%	
	International Channels (Worldwide models)	3Sat	0.0%	0.0%	0.1%	0.0%
		ARD1	0.0%	0.0%	0.1%	0.0%
		Arte/Cinquieme	0.0%	0.1%	0.0%	0.1%
		Club	0.0%	0.1%	0.0%	0.1%
		CNN	0.0%	0.1%	0.0%	0.0%
		CTV1	0.2%	0.1%	0.1%	0.0%
		DSF	0.1%	0.0%	0.1%	0.1%
DW		0.1%	0.0%	0.0%	0.0%	
Pro7		0.0%	0.0%	0.1%	0.1%	
RTL		0.0%	0.0%	0.1%	0.1%	
RTL 2		0.0%	0.0%	0.1%	0.0%	
Sat1		0.1%	0.0%	0.1%	0.1%	
Super RTL		0.1%	0.2%	0.1%	0.1%	
TTM		0.0%	0.0%	0.1%	0.1%	
<b>TV5</b>		0.1%	0.0%	0.1%	0.0%	
Viva(niem.)		0.2%	0.1%	0.1%	0.1%	
VOX		0.0%	0.0%	0.1%	0.0%	
ZDF		0.0%	0.0%	0.1%	0.0%	
Other Channels		<b>Canal Plus</b>	0.5%	0.4%	0.5%	0.4%
		Polonia1	0.1%	0.1%	0.1%	0.1%
		Polsat Sport	0.1%	0.2%	0.2%	0.2%
		Polsat2	0.3%	0.2%	0.4%	0.4%
		<b>Tele5</b>	0.1%	0.2%	0.2%	0.4%
	<b>TV 4</b>	3.2%	3.7%	3.4%	3.5%	
	<b>TV PULS</b>	1.2%	0.2%	1.0%	0.2%	
	TVN24	0.1%	0.3%	0.4%	0.8%	
	<b>TVN7</b>	2.5%	1.2%	2.3%	2.0%	
	TVPolonia	1.0%	0.8%	1.5%	1.5%	
	Oth.cab/sat	0.5%	0.6%	0.7%	0.9%	
	Oth.req	0.1%	0.0%	0.2%	0.1%	
	TVOdra	0.5%	0.1%	0.3%	0.1%	
<b>TOTAL</b>		100.0%	100.0%	100.0%	100.0%	

# 3. Audience Share\* - Prime Time

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

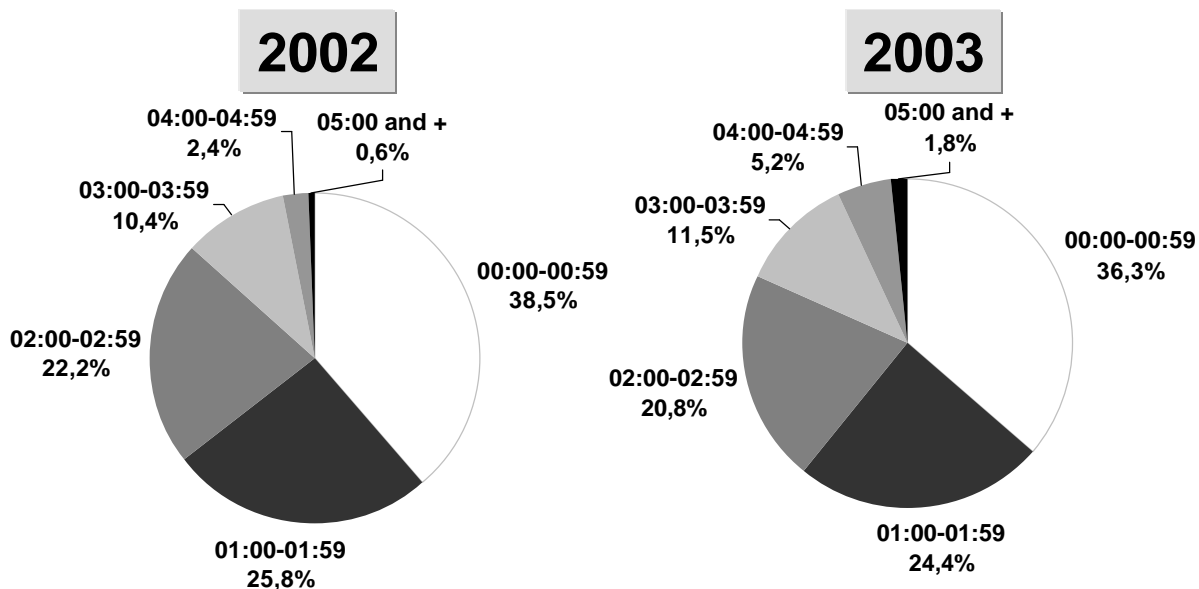
TAB3b

Prime Time	Names	Aged 16+		Aged 4-15		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>42,1%</b>	<b>41,6%</b>	<b>22,2%</b>	<b>22,2%</b>	
Channels with a national coverage	<b>Polsat</b>	27.6%	23.6%	19.0%	17.0%	
	<b>TVN</b>	14.3%	13.5%	16.6%	17.0%	
	<b>TVP1</b>	27.4%	29.2%	27.6%	27.2%	
	<b>TVP2</b>	13.3%	15.1%	18.9%	20.6%	
Local Channels	TVP Bialystok	0.1%	0.1%	0.1%	0.2%	
	TVP Bydgoszcz	0.3%	0.3%	0.4%	0.4%	
	TVP Gdansk	0.2%	0.3%	0.4%	0.4%	
	TVP Katowice	0.2%	0.3%	0.7%	0.8%	
	TVP Krakow	0.3%	0.1%	0.4%	0.4%	
	TVP Lodz	0.2%	0.2%	0.4%	0.4%	
	TVP Lublin	0.2%	0.2%	0.3%	0.3%	
	TVP Poznan	0.2%	0.1%	0.3%	0.4%	
	TVP Rzeszow	0.0%	0.0%	0.1%	0.1%	
	TVP Szczecin	0.1%	0.1%	0.2%	0.2%	
	TVP Warszawa	0.2%	0.2%	0.4%	0.5%	
	TVP Wroclaw	0.2%	0.3%	0.5%	0.6%	
	Non-domestic Channels	Ale Kino	0.1%	0.1%	0.1%	0.2%
<b>Animal Planet</b>		0.1%	0.1%	0.2%	0.2%	
<b>Cartoon Network</b>		1.9%	2.3%	0.2%	0.2%	
<b>Discovery</b>		0.2%	0.2%	0.3%	0.3%	
Discovery Civilisation		0.0%	0.1%	0.1%	0.1%	
Discovery ST/Science		0.0%	0.1%	0.1%	0.1%	
Discovery T&A		0.0%	0.0%	0.0%	0.1%	
Eurosport		0.3%	0.2%	0.4%	0.5%	
Fox Kids		1.5%	2.3%	0.1%	0.2%	
Hallmark		0.1%	0.1%	0.2%	0.2%	
HBO		0.1%	0.3%	0.2%	0.2%	
LeCinema/EuropaE		0.0%	0.0%	0.0%	0.1%	
<b>MiniMax/Hyper</b>		1.0%	1.6%	0.1%	0.1%	
MTV		0.2%	0.1%	0.1%	0.1%	
Nat.Geogr.		0.1%	0.1%	0.1%	0.1%	
Onvx		0.1%	0.0%	0.0%	0.0%	
Planete		0.0%	0.0%	0.1%	0.1%	
Reality TV		0.0%	0.0%	0.1%	0.1%	
Romantica		0.1%	0.1%	0.0%	0.0%	
TCM		0.1%	0.1%	0.0%	0.1%	
TMT		0.1%	0.1%	0.0%	0.0%	
Viva		0.1%	0.2%	0.1%	0.2%	
Viva2		0.2%	0.2%	0.1%	0.1%	
International Channels (Worldwide models)		<b>3Sat</b>	0.0%	0.0%	0.0%	0.0%
		<b>ARD1</b>	0.0%	0.0%	0.1%	0.1%
		Arte/Cinquieme	0.0%	0.1%	0.0%	0.0%
		Club	0.0%	0.0%	0.0%	0.1%
		CNN	0.0%	0.1%	0.0%	0.0%
		<b>CTV1</b>	0.1%	0.1%	0.0%	0.0%
		DSF	0.0%	0.0%	0.1%	0.1%
	DW	0.0%	0.0%	0.0%	0.0%	
	Pro7	0.0%	0.0%	0.0%	0.0%	
	RTL	0.0%	0.0%	0.1%	0.1%	
	RTL2	0.1%	0.0%	0.1%	0.0%	
	Sat1	0.0%	0.0%	0.1%	0.0%	
	Super RTL	0.1%	0.1%	0.1%	0.0%	
	TTM	0.0%	0.0%	0.1%	0.1%	
	<b>TV5</b>	0.1%	0.0%	0.0%	0.0%	
	Viva(niem.)	0.1%	0.1%	0.1%	0.1%	
	VOX	0.0%	0.0%	0.0%	0.0%	
	ZDF	0.0%	0.0%	0.0%	0.0%	
	Other Channels	<b>Canal Plus</b>	0.6%	0.5%	0.5%	0.4%
		Oth.cab/sat	0.4%	0.6%	0.5%	0.8%
		Oth.reg	0.1%	0.0%	0.2%	0.1%
		Polonia1	0.1%	0.1%	0.1%	0.1%
		Polsat Sport	0.0%	0.2%	0.1%	0.2%
Polsat2		0.4%	0.3%	0.3%	0.3%	
<b>Tele5</b>		0.1%	0.2%	0.1%	0.3%	
<b>TV PULS</b>		0.7%	0.2%	1.0%	0.2%	
<b>TV4</b>		3.3%	3.4%	3.5%	3.6%	
TVN24		0.1%	0.2%	0.2%	0.4%	
<b>TVN7</b>		1.3%	1.1%	2.2%	1.9%	
TVOdra		0.4%	0.1%	0.3%	0.1%	
TVPolonia		0.8%	0.7%	1.1%	1.1%	
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		



## II. Advertising

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



Average duration : number of seconds : **92**

Total number of Blocks :  
**157.555**

Average number of blocks by channel in a day : **30,8**

Average duration : number of seconds : **101**

Total number of Blocks :  
**193.596**

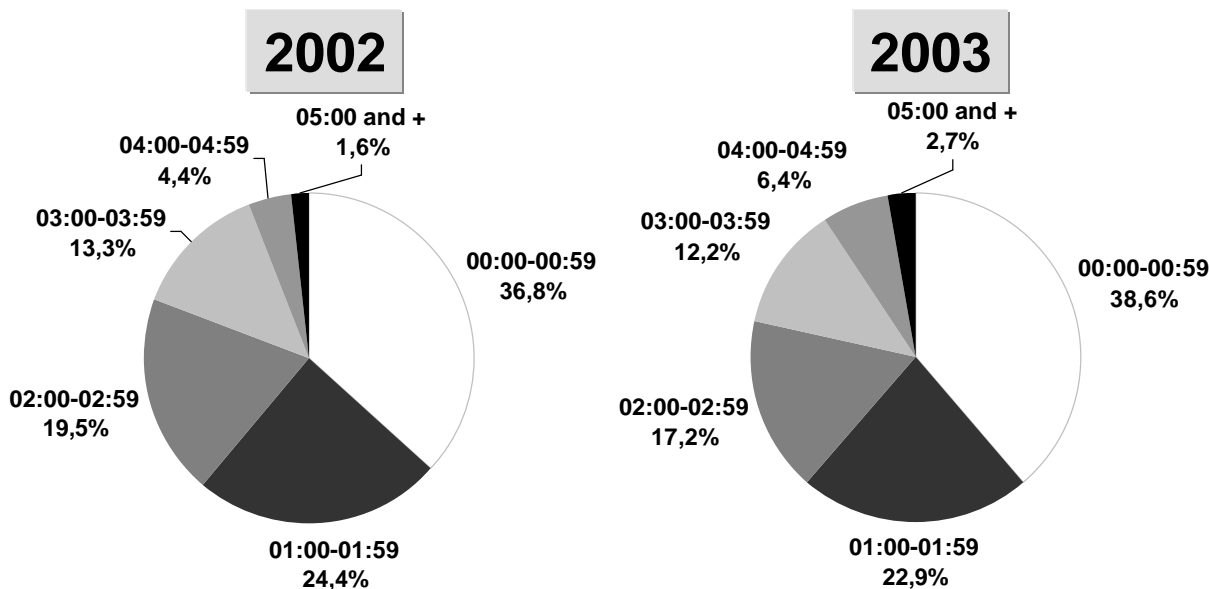
Average number of blocks by channel in a day : **38,8**

**14 Channels covered** :Animal Planet, C+, CN/TCM, Discovery, MiniMax/Hyper, Polsat, TVN7, Tele5, TV PULS, TV4, TVN, TVP1, TVP2, TVP3

Audience Share : 88,9% (All Day – 2003 – Target Adults 16+)

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

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



Average duration : number of seconds : **100**

Total number of Blocks : **33.814**

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

Average duration : number of seconds : **103**

Total number of Blocks : **45.167**

Average number of blocks by channel in a day : **8,8**

**14 Channels covered** :Animal Planet, C+, CN/TCM, Discovery, MiniMax/Hyper, Polsat, TVN7, Tele5, TV PULS, TV4, TVN, TVP1, TVP2, TVP3

Audience Share : 91% (Prime Time – 2003 – Target Adults 16+)

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

## 4. Blocks interrupting programmes

### Per genre and frequency

---

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

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

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

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

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

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

Specific comment about interruptions in Poland :  
Televisions in Poland have other kind of interruptions. This following analyse concerns only advertising interruptions.



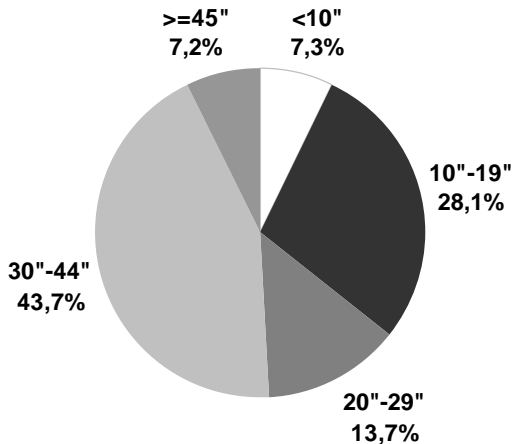
# 4. Blocks interrupting programmes

## Per genre and frequency

Poland Week 43 2003		Top TV Stations	Public (2 channels)	Privates (3 channels)	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	Other Magazines
		Top TV Stations										
Total nbr of blocks		1957	651	1306								
average number of blocks per hour		3	0	3								
<b>Nbr of broadcasts containing blocks</b>		<b>343</b>	<b>0</b>	<b>343</b>	<b>35</b>	<b>177</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>96</b>	<b>22</b>
Nbr of blocks Inside		606	0	606	115	275	0	0	0	30	158	28
vs Total nbr of blocks		31,0%	-	46,4%								
average duration between all blocks		28	-	28	30	27	0	0	0	20	28	25
<b>Nbr of broadcasts containing 1 block</b>		<b>150</b>	<b>0</b>	<b>150</b>	<b>81</b>					<b>3</b>	<b>46</b>	<b>20</b>
Nbr of blocks		150		150	81					3	46	20
vs nbr of blocks Inside		25%		25%	29%					10%	29%	71%
average duration between blocks inside		-		-	-					-	-	-
<b>Nbr of broadcasts containing 2 blocks</b>		<b>143</b>	<b>0</b>	<b>143</b>	<b>2</b>	<b>94</b>				<b>8</b>	<b>39</b>	
Nbr of blocks		286		286	4	188				16	78	
vs nbr of blocks Inside		47%		47%	3%	68%				53%	49%	
average duration between blocks inside		27		27	27	27				27	29	
average duration between 2 blocks		27		27	27	27				27	29	
<b>Nbr of broadcasts containing 3 blocks</b>		<b>36</b>	<b>0</b>	<b>36</b>	<b>23</b>	<b>2</b>				<b>1</b>	<b>10</b>	
Nbr of blocks		108		108	69	6				3	30	
vs nbr of blocks Inside		18%		18%	60%	2%				10%	19%	
average duration between blocks inside		30		30	31	30				25	28	
average duration between first and second interruption		31		31	33	35				16	28	
average duration between second and third interruption		28		28	28	25				34	28	
<b>Nbr of broadcasts containing 4 blocks</b>		<b>11</b>	<b>0</b>	<b>11</b>	<b>8</b>					<b>1</b>	<b>2</b>	
Nbr of blocks		44		44	32					4	8	
vs nbr of blocks Inside		7%		7%	28%					3%	29%	
average duration between blocks inside		28		28	30					22	25	
average duration between first and second interruption		31		31	33					25	24	
average duration between second and third interruption		27		27	28					27	24	
average duration between the next interruptions		26		26	28					14	26	
<b>Nbr of broadcasts containing 5 blocks</b>		<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>							
Nbr of blocks		10		10	10							
vs nbr of blocks Inside		2%		2%	9%							
average duration between blocks inside		29		29	29							
average duration between first and second interruption		32		32	32							
average duration between second and third interruption		29		29	29							
average duration between the interruptions 3-4		28		28	28							
average duration between the interruptions 4-5		28		28	28							
<b>Nbr of broadcasts containing 8 blocks</b>		<b>1</b>	<b>0</b>	<b>1</b>							<b>1</b>	
Nbr of blocks		8		8							8	
vs nbr of blocks Inside		1%		1%							27%	

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

**2002**

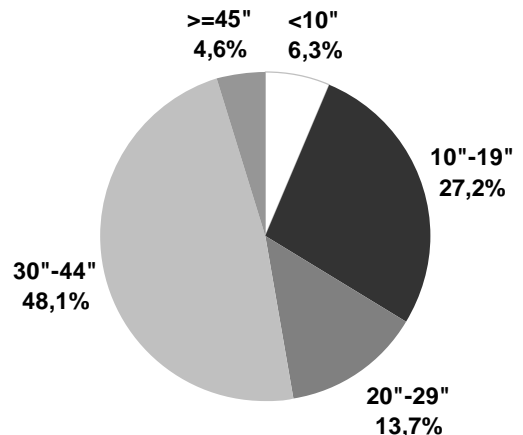


Average duration : number of seconds : **26,4**

Total number of spots broadcast : **550.466**

Average number of spots by channel in a day : **108**

**2003**



Average duration : number of seconds : **25,1**

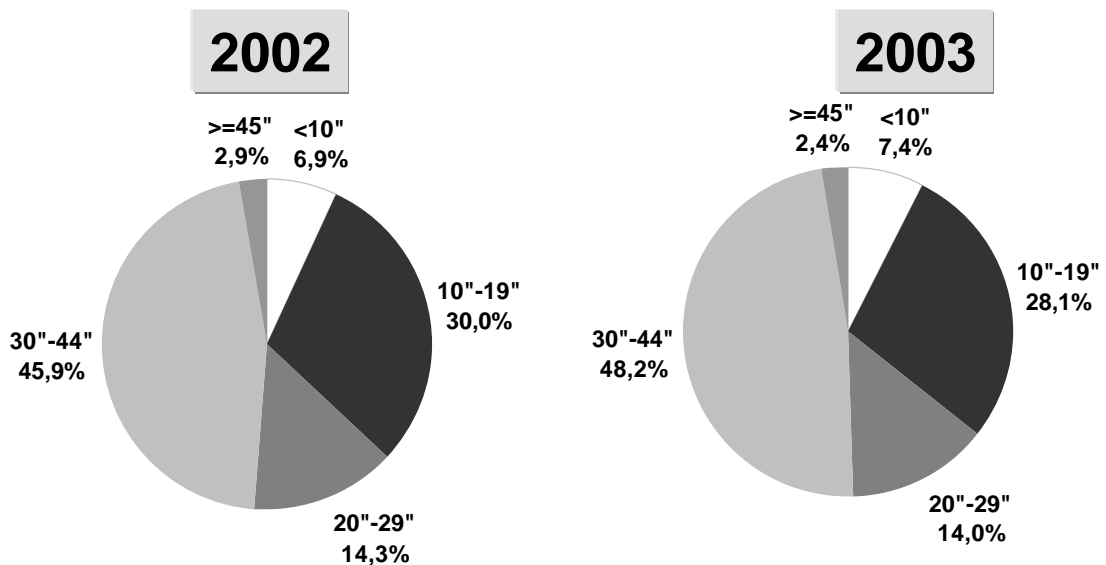
Total number of spots broadcast : **782.568**

Average number of spots by channel in a day : **153**

**14 Channels covered** : Animal Planet, C+, CN/TCM, Discovery, MiniMax/Hyper, Polsat, TVN7, Tele5, TV PULS, TV4, TVN, TVP1, TVP2, TVP3

Audience Share : 88,9% (All Day – 2003 – Target Adults 16+)

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



Average duration : number of seconds : **23,4**

Total number of spots broadcast :  
**143.741**

Average number of spots by channel in a day : **28**

Average duration : number of seconds : **23,3**

Total number of spots broadcast :  
**197.860**

Average number of spots by channel in a day : **39**

**14 Channels covered** : Animal Planet, C+, CN/TCM, Discovery, MiniMax/Hyper, Polsat, TVN7, Tele5, TV PULS, TV4, TVN, TVP1, TVP2, TVP3

Audience Share : 91% (Prime Time – 2003 – Target Adults 16+)

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
POLSAT	296.936 €	
TVP1	288.408 €	
TVN	245.279 €	
TVP2	158.393 €	
TV4	38.229 €	% of tot TV in 2002
<b>1.027.245 €</b>		<b>96,1%</b>

gross income 2003 in (000) euros		
TVP1	326.162 €	
POLSAT	319.359 €	
TVN	311.520 €	
TVP2	178.784 €	
TV4	38.672 €	% of tot TV in 2003
<b>1.174.497 €</b>		<b>94,6%</b>

### Conversion rates used :

**2002 : 1 EUR = 3,8557 PLN**

**2003 : 1 EUR = 4,3978 PLN**

Comment :

The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

## 7. National Advertising Category : Definitions (1)

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### Advertising

- Advertising Spots :
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising Spots linked with sponsoring :
  - Spots tied to a sponsorship contract
  - Re-inforcement of billboard spots with advertising spots
  - Same as Advertising Spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public Interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated Spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or Product Placement : (see also page 35)
  - 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 : (see also page 35)
  - 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)

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### **Sponsoring**

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

### **Teleshopping**

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

## 7. National Advertising Category : National Measurements

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

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

## 7. National Advertising Category : National Measurements

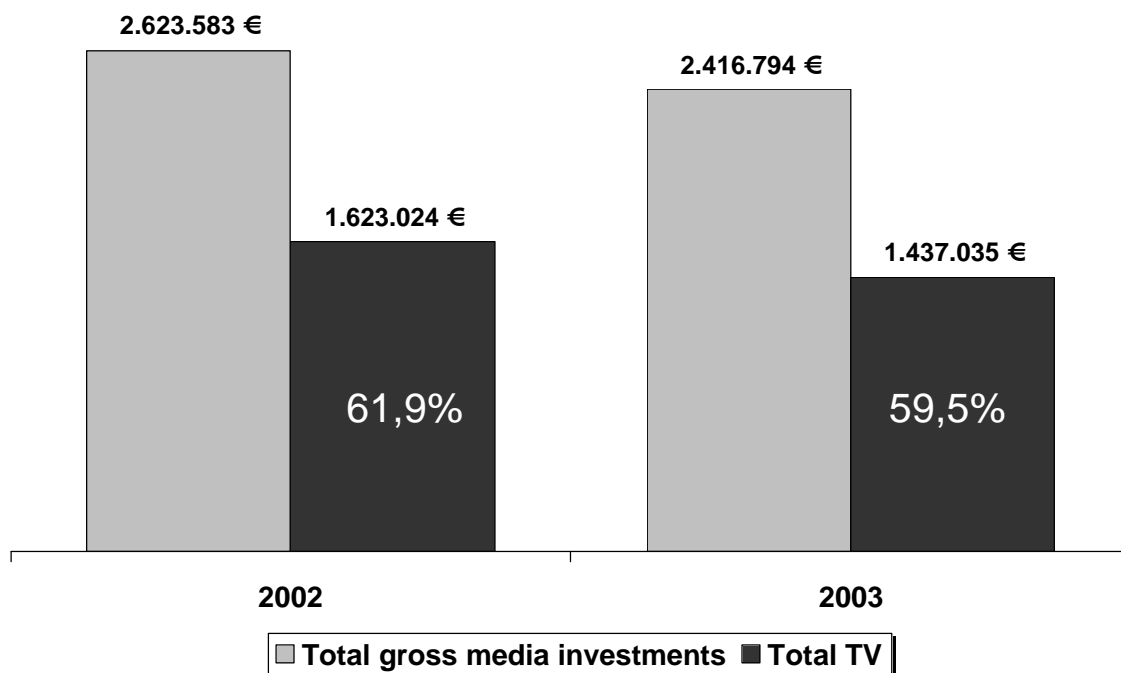
	Comments	Sources
<b>Advertising</b>		
Advertising Spots		
Advertising Spots linked with sponsoring	as commercial spots	AGB Polska
Splitscreen		
Public Interest messages	as commercial spots	AGB Polska
Isolated Spot		
Insert or Product Placement	Impossible to separate it from the programme.	AGB Polska
Verbal reference	Impossible to separate it from the programme.	AGB Polska
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	sponsoring packages prices are negotiated separately	AGB Polska
BreakBumper	Impossible to separate it from the programme.	AGB Polska
Sponsored Self-Promotion Spots (trailers)	as programmes	AGB Polska
Infomercial / programming		
Bartering	Impossible to separate it from the programme.	AGB Polska
Virtual Advertising		
Injection / pop up's		
Scoreboards / chronowatches	Impossible to separate it from the programme.	AGB Polska
<b>Teleshopping</b>		
Direct Response TV Spots	as commercial spots	AGB Polska
Teleshopping Spots	as programmes	AGB Polska

Do you know of any other kind of TV adv. messages/action modes in Poland ? **No**



## 8. Media Investments

### Rate cards\* - in 000 EURO



#### Conversion rates used :

2002 : 1 EUR = 3,8557 PLN

2003 : 1 EUR = 4,3978 PLN

#### Comment :

The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

\* 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
Animal Planet	197.130	208.165	67.413	66.712
C+	524.853	523.691	96.548	92.899
CN/TCM	394.452	394.319	90.906	90.764
Discovery	395.261	394.141	67.493	66.954
Eurosport	-	389.803	-	72.198
MiniMax/Hyper	394.374	394.346	68.335	67.241
POLSAT	499.878	502.261	73.628	73.607
RTL7/TVN7	445.009	457.281	71.791	71.043
Tele5	276.806	200.579	50.130	37.814
TN/TVPULS	379.725	-	72.585	-
TV4	465.998	472.618	69.621	69.610
TVN	523.753	524.218	68.883	69.126
TVP1	444.003	440.611	75.987	77.864
TVP2	417.518	420.086	71.570	67.321
TVPReg/TVP3	329.416	410.051	51.655	71.971
Total number of minutes	5.688.174	5.732.169	996.548	995.124
Average Number of hours / day	260	262	46	45
Maximum potential per year in "nbr of minutes"	525.600	525.600	65.700	65.700
Source :	AGB Polska			

### Comments :

- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, excepted for the prime time daypart in table 10, as explained in the methodological report.
- Note that TVP 3 is an umbrella brand of all 12 local TV stations of public TVP

## 10. Category of adv. 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	Animal Planet	18.613	41.326	0,00	1.397,50
	C+	15.482	19.790	850,65	1.197,48
	CN/TCM	19.455	25.780	0,00	1.464,72
	Discovery	32.224	78.391	0,00	7.902,04
	Eurosport	-	16.959	-	0,00
	MiniMax/Hyper	25.203	37.618	0,00	1.625,17
	POLSAT	121.083	167.753	452.420,13	374.019,29
	RTL7/TVN7	65.524	130.486	32.198,23	32.988,30
	Tele5	30.380	27.969	6.643,92	5.538,23
	TN/TVPULS	35.556	-	7.269,08	-
	TV4	111.656	113.939	58.247,30	45.291,50
	TVN	142.624	165.702	373.714,18	364.838,78
	TVP1	70.751	73.488	439.426,78	381.986,72
	TVP2	57.793	58.193	241.332,80	209.384,63
	TVPReg/TVP3	34.593	60.395	15.840,13	25.811,52
	<b>TOTAL</b>	<b>780.937</b>	<b>1.017.789</b>	<b>1.627.943,20</b>	<b>1.453.445,88</b>
Advertising Spots :	Animal Planet	-	19.021	-	1.397,50
	C+	4.654	6.361	847,46	1.191,59
	CN/TCM	-	6.642	-	1.464,72
	Discovery	-	43.802	-	7.647,47
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	9.048	-	1.405,00
	POLSAT	92.075	137.821	437.794,29	359.858,68
	RTL7/TVN7	50.591	117.798	31.848,58	32.862,60
	Tele5	21.364	24.608	6.559,69	5.525,27
	TN/TVPULS	18.305	-	6.762,87	-
	TV4	87.816	89.261	57.729,14	44.694,18
	TVN	113.391	131.967	349.493,43	342.580,54
	TVP1	59.986	61.133	423.202,23	363.532,04
	TVP2	47.743	48.397	233.169,88	199.401,08
	TVPReg/TVP3	21.215	47.706	14.660,87	25.012,24
	<b>TOTAL</b>	<b>517.140</b>	<b>743.565</b>	<b>1.562.068,45</b>	<b>1.386.572,92</b>
Public Interest messages :	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	36	452	302,38	2.683,39
	RTL7/TVN7	1.157	309	0,00	0,00
	Tele5	355	0	0,00	0,00
	TN/TVPULS	0	-	0,00	-
	TV4	0	152	0,00	271,62
	TVN	1.034	655	5.052,22	3.398,63
	TVP1	1.034	614	7.309,31	4.732,25
	TVP2	1.161	500	3.787,80	3.196,44
	TVPReg/TVP3	970	380	898,25	404,06
	<b>TOTAL</b>	<b>5.747</b>	<b>3.062</b>	<b>17.349,96</b>	<b>14.686,39</b>
TOTAL Advertising	Animal Planet	0	19.021	0	1.397,50
	C+	4.654	6.361	847,46	1.191,59
	CN/TCM	0	6.642	0	1.464,72
	Discovery	0	43.802	0	7.647,47
	Eurosport	-	0	-	0
	MiniMax/Hyper	0	9.048	0	1.405,00
	POLSAT	92.111	138.273	438.096,68	362.542,07
	RTL7/TVN7	51.748	118.107	31.848,58	32.862,60
	Tele5	21.719	24.608	6.559,69	5.525,27
	TN/TVPULS	18.305	-	6.762,87	-
	TV4	87.816	89.413	57.729,14	44.965,81
	TVN	114.425	132.622	354.545,66	345.979,17
	TVP1	61.020	61.747	430.511,54	368.264,29
	TVP2	48.904	48.897	236.957,68	202.597,52
	TVPReg/TVP3	22.185	48.086	15.559,12	25.416,30
	<b>TOTAL</b>	<b>522.887</b>	<b>746.627</b>	<b>1.579.418,42</b>	<b>1.401.259,31</b>

Comment : The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

## 10. Category of adv. by Channel (all day)

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Animal Planet	-	0	-	0,00
	C+	35	70	3,18	5,89
	CN/TCM	-	0	-	0,00
	Discovery	-	2.831	-	254,56
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	2.637	-	220,17
	POLSAT	5.524	7.598	14.323,46	11.477,22
	RTL7/TVN7	1.430	1.110	349,65	125,70
	Tele5	785	149	84,23	12,97
	TN/TVPULS	3.105	-	506,21	-
	TV4	1.657	1.788	518,16	325,70
	TVN	9.635	11.328	19.168,52	18.859,61
	TVP1	2.768	4.097	8.915,24	13.722,43
	TVP2	2.031	3.026	4.375,12	6.787,11
	TVPReg/TVP3	609	1.307	281,01	395,22
	<b>TOTAL</b>	<b>27.579</b>	<b>35.941</b>	<b>48.524,78</b>	<b>52.186,57</b>
Sponsored Self-Promotion Spots (trailers) :	Animal Planet	18.613	22.305	-	-
	C+	10.793	13.359	-	-
	CN/TCM	19.455	19.138	-	-
	Discovery	32.224	31.758	-	-
	Eurosport	-	16.959	-	-
	MiniMax/Hyper	25.203	25.933	-	-
	POLSAT	23.448	21.882	-	-
	RTL7/TVN7	12.335	11.265	-	-
	Tele5	7.867	3.189	-	-
	TN/TVPULS	14.102	-	-	-
	TV4	22.183	22.738	-	-
	TVN	18.564	21.752	-	-
	TVP1	6.953	7.644	-	-
	TVP2	6.858	6.270	-	-
	TVPReg/TVP3	11.799	11.002	-	-
	<b>TOTAL</b>	<b>230.397</b>	<b>235.194</b>	<b>-</b>	<b>-</b>
<b>TOTAL Sponsoring</b>	Animal Planet	18.613	22.305	0,00	0,00
	C+	10.828	13.429	3,18	5,89
	CN/TCM	19.455	19.138	0,00	0,00
	Discovery	32.224	34.589	0,00	254,56
	Eurosport	-	16.959	-	0,00
	MiniMax/Hyper	25.203	28.570	0,00	220,17
	POLSAT	28.972	29.480	14.323,46	11.477,22
	RTL7/TVN7	13.765	12.375	349,65	125,70
	Tele5	8.652	3.338	84,23	12,97
	TN/TVPULS	17.207	-	506,21	-
	TV4	23.840	24.526	518,16	325,70
	TVN	28.199	33.080	19.168,52	18.859,61
	TVP1	9.721	11.741	8.915,24	13.722,43
	TVP2	8.889	9.296	4.375,12	6.787,11
	TVPReg/TVP3	12.408	12.309	281,01	395,22
	<b>TOTAL</b>	<b>257.976</b>	<b>271.135</b>	<b>48.524,78</b>	<b>52.186,57</b>
Teleshopping	Animal Planet	-	0	-	-
	C+	0	0	-	-
	CN/TCM	-	0	-	-
	Discovery	-	0	-	-
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	-
	POLSAT	0	0	-	-
	RTL7/TVN7	11	4	-	-
	Tele5	9	23	-	-
	TN/TVPULS	44	-	-	-
	TV4	0	0	-	-
	TVN	0	0	-	-
	TVP1	10	0	-	-
	TVP2	0	0	-	-
	TVPReg/TVP3	0	0	-	-
	<b>TOTAL</b>	<b>74</b>	<b>27</b>	<b>-</b>	<b>-</b>

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

Comment : The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

## 10. Category of adv. 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	Animal Planet	45	8.177	0,0	2,4	0,0%	3,9%
	C+	1.998	2.879	0,2	0,3	0,4%	0,5%
	CN/TCM	58	2.717	0,0	0,4	0,0%	0,7%
	Discovery	76	18.831	0,0	2,9	0,0%	4,8%
	Eurosport	-	23	0,0	0,0	-	0,0%
	MiniMax/Hyper	38	3.811	0,0	0,6	0,0%	1,0%
	POLSAT	43.224	58.523	5,2	7,0	8,6%	11,7%
	RTL7/TVN7	29.483	51.287	4,0	6,7	6,6%	11,2%
	Tele5	14.232	15.081	3,1	4,5	5,1%	7,5%
	TN/TVPULS	7.754	-	1,2	0,0	2,0%	-
	TV4	40.567	40.792	5,2	5,2	8,7%	8,6%
	TVN	50.851	57.884	5,8	6,6	9,7%	11,0%
	TVP1	24.936	26.283	3,4	3,6	5,6%	6,0%
	TVP2	20.090	20.723	2,9	3,0	4,8%	4,9%
TVPReg/TVP3	9.111	20.863	1,7	3,1	2,8%	5,1%	
	<b>TOTAL</b>	<b>242.463</b>	<b>327.874</b>	<b>2,6</b>	<b>3,4</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	Animal Planet	-	8.155	0,0	2,4	-	3,9%
	C+	1.939	2.832	0,2	0,3	0,4%	0,5%
	CN/TCM	-	2.688	0,0	0,4	-	0,7%
	Discovery	-	18.555	0,0	2,8	-	4,7%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	3.438	0,0	0,5	-	0,9%
	POLSAT	42.558	57.125	5,1	6,8	8,5%	11,4%
	RTL7/TVN7	28.199	50.882	3,8	6,7	6,3%	11,1%
	Tele5	13.786	15.018	3,0	4,5	5,0%	7,5%
	TN/TVPULS	7.427	-	1,2	0,0	2,0%	-
	TV4	40.348	40.304	5,2	5,1	8,7%	8,5%
	TVN	48.660	55.795	5,6	6,4	9,3%	10,6%
	TVP1	23.634	25.141	3,2	3,4	5,3%	5,7%
	TVP2	18.921	19.793	2,7	2,8	4,5%	4,7%
TVPReg/TVP3	8.187	20.221	1,5	3,0	2,5%	4,9%	
	<b>TOTAL</b>	<b>233.660</b>	<b>319.946</b>	<b>2,5</b>	<b>3,3</b>	<b>96,4%</b>	<b>97,6%</b>
Public Interest messages :	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	0	0	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	0	0,0	0,0	-	0,0%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	0	0,0	0,0	-	0,0%
	POLSAT	37	462	0,0	0,1	0,0%	0,1%
	RTL7/TVN7	1.086	302	0,1	0,0	0,2%	0,1%
	Tele5	288	0	0,1	0,0	0,1%	0,0%
	TN/TVPULS	0	-	0,0	0,0	0,0%	-
	TV4	0	213	0,0	0,0	0,0%	0,0%
	TVN	987	665	0,1	0,1	0,2%	0,1%
	TVP1	923	608	0,1	0,1	0,2%	0,1%
	TVP2	885	508	0,1	0,1	0,2%	0,1%
TVPReg/TVP3	803	415	0,1	0,1	0,2%	0,1%	
	<b>TOTAL</b>	<b>5.010</b>	<b>3.172</b>	<b>0,1</b>	<b>0,0</b>	<b>2,1%</b>	<b>1,0%</b>
TOTAL Advertising	Animal Planet	0	8.155	0,0	2,4	0,0%	3,9%
	C+	1.939	2.832	0,2	0,3	0,4%	0,5%
	CN/TCM	0	2.688	0,0	0,4	0,0%	0,7%
	Discovery	0	18.555	0,0	2,8	0,0%	4,7%
	Eurosport	-	0	0,0	0,0	-	0,0%
	MiniMax/Hyper	0	3.438	0,0	0,5	0,0%	0,9%
	POLSAT	42.595	57.587	5,1	6,9	8,5%	11,5%
	RTL7/TVN7	29.285	51.184	3,9	6,7	6,6%	11,2%
	Tele5	14.074	15.018	3,1	4,5	5,1%	7,5%
	TN/TVPULS	7.427	-	1,2	0,0	2,0%	-
	TV4	40.348	40.517	5,2	5,1	8,7%	8,6%
	TVN	49.647	56.640	5,7	6,5	9,5%	10,8%
	TVP1	24.558	25.749	3,3	3,5	5,5%	5,8%
	TVP2	19.806	20.301	2,8	2,9	4,7%	4,8%
TVPReg/TVP3	8.991	20.636	1,6	3,0	2,7%	5,0%	
	<b>TOTAL</b>	<b>238.670</b>	<b>323.118</b>	<b>2,5</b>	<b>3,4</b>	<b>98,4%</b>	<b>98,5%</b>

## 10. Category of adv. by Channel (all day)

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	4	9	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	252	0,0	0,0	-	0,1%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	343	0,0	0,1	-	0,1%
	POLSAT	613	924	0,1	0,1	0,1%	0,2%
	RTL7/TVN7	163	81	0,0	0,0	0,0%	0,0%
	Tele5	97	21	0,0	0,0	0,0%	0,0%
	TN/TVPULS	263	-	0,0	0,0	0,1%	-
	TV4	178	218	0,0	0,0	0,0%	0,0%
	TVN	1.148	1.394	0,1	0,2	0,2%	0,3%
	TVP1	339	514	0,0	0,1	0,1%	0,1%
	TVP2	248	381	0,0	0,1	0,1%	0,1%
	TVPReg/TVP3	72	171	0,0	0,0	0,0%	0,0%
<b>TOTAL</b>	<b>3.127</b>	<b>4.308</b>	<b>0,0</b>	<b>0,0</b>	<b>1,3%</b>	<b>1,3%</b>	
Sponsored Self-Promotion Spots (trailers) :	Animal Planet	45	22	0,0	0,0	0,0%	0,0%
	C+	54	38	0,0	0,0	0,0%	0,0%
	CN/TCM	58	28	0,0	0,0	0,0%	0,0%
	Discovery	76	24	0,0	0,0	0,0%	0,0%
	Eurosport	-	23	0,0	0,0	-	0,0%
	MiniMax/Hyper	38	30	0,0	0,0	0,0%	0,0%
	POLSAT	16	12	0,0	0,0	0,0%	0,0%
	RTL7/TVN7	31	22	0,0	0,0	0,0%	0,0%
	Tele5	53	32	0,0	0,0	0,0%	0,0%
	TN/TVPULS	55	-	0,0	0,0	0,0%	-
	TV4	41	57	0,0	0,0	0,0%	0,0%
	TVN	56	30	0,0	0,0	0,0%	0,0%
	TVP1	38	20	0,0	0,0	0,0%	0,0%
	TVP2	35	42	0,0	0,0	0,0%	0,0%
	TVPReg/TVP3	48	57	0,0	0,0	0,0%	0,0%
<b>TOTAL</b>	<b>645</b>	<b>437</b>	<b>0,0</b>	<b>0,0</b>	<b>0,3%</b>	<b>0,1%</b>	
TOTAL Sponsoring	Animal Planet	45	22	0,0	0,0	0,0%	0,0%
	C+	59	46	0,0	0,0	0,0%	0,0%
	CN/TCM	58	28	0,0	0,0	0,0%	0,0%
	Discovery	76	276	0,0	0,0	0,0%	0,1%
	Eurosport	-	23	0,0	0,0	-	0,0%
	MiniMax/Hyper	38	373	0,0	0,1	0,0%	0,1%
	POLSAT	629	936	0,1	0,1	0,1%	0,2%
	RTL7/TVN7	194	103	0,0	0,0	0,0%	0,0%
	Tele5	149	54	0,0	0,0	0,1%	0,0%
	TN/TVPULS	319	-	0,1	0,0	0,1%	-
	TV4	220	275	0,0	0,0	0,0%	0,1%
	TVN	1.204	1.425	0,1	0,2	0,2%	0,3%
	TVP1	377	534	0,1	0,1	0,1%	0,1%
	TVP2	284	422	0,0	0,1	0,1%	0,1%
	TVPReg/TVP3	120	227	0,0	0,0	0,0%	0,1%
<b>TOTAL</b>	<b>3.771</b>	<b>4.745</b>	<b>0,0</b>	<b>0,0</b>	<b>1,6%</b>	<b>1,4%</b>	
Teleshopping	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	0	0	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	0	0,0	0,0	-	0,0%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	0	0,0	0,0	-	0,0%
	POLSAT	0	0	0,0	0,0	0,0%	0,0%
	RTL7/TVN7	3	0	0,0	0,0	0,0%	0,0%
	Tele5	8	10	0,0	0,0	0,0%	0,0%
	TN/TVPULS	8	-	0,0	0,0	0,0%	-
	TV4	0	0	0,0	0,0	0,0%	0,0%
	TVN	0	0	0,0	0,0	0,0%	0,0%
	TVP1	1	0	0,0	0,0	0,0%	0,0%
	TVP2	0	0	0,0	0,0	0,0%	0,0%
	TVPReg/TVP3	0	0	0,0	0,0	0,0%	0,0%
<b>TOTAL</b>	<b>22</b>	<b>10</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,0%</b>	

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

## 10. Category of adv. 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	Animal Planet	6.947	16.314	0,00	650,36
	C+	4.953	5.232	614,95	559,91
	CN/TCM	2.802	4.164	0,00	265,84
	Discovery	6.844	22.296	0,00	2.799,09
	Eurosport	-	2.603	-	0,00
	MiniMax/Hyper	2.812	6.238	0,00	385,18
	POLSAT	23.380	34.732	187.048,25	151.333,24
	RTL7/TVN7	17.683	29.489	12.628,39	11.147,48
	Tele5	8.066	4.999	2.446,74	1.480,37
	TN/TVPULS	12.488	-	4.623,31	-
	TV4	23.034	26.330	21.810,28	18.911,49
	TVN	32.612	36.302	154.957,26	150.153,22
	TVP1	19.966	20.010	217.373,33	194.534,96
	TVP2	16.473	16.434	87.955,64	74.137,85
	TVPReg/TVP3	8.536	15.638	5.814,82	8.021,26
<b>TOTAL</b>	<b>186.596</b>	<b>240.781</b>	<b>695.272,98</b>	<b>614.380,25</b>	
Advertising Spots :	Animal Planet	-	8.093	-	650,36
	C+	2.792	2.701	612,51	558,26
	CN/TCM	-	1.031	-	265,84
	Discovery	-	15.755	-	2.741,89
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	2.183	-	259,43
	POLSAT	18.425	28.902	179.797,82	144.157,29
	RTL7/TVN7	14.649	27.157	12.484,47	11.117,81
	Tele5	6.276	4.328	2.421,85	1.475,77
	TN/TVPULS	8.946	-	4.420,88	-
	TV4	19.985	22.928	21.611,80	18.593,67
	TVN	24.864	27.680	141.618,50	137.424,85
	TVP1	17.832	17.239	211.269,33	185.815,46
	TVP2	14.658	14.516	85.100,05	71.293,82
	TVPReg/TVP3	6.123	12.721	5.344,47	7.582,43
<b>TOTAL</b>	<b>134.550</b>	<b>185.234</b>	<b>664.681,68</b>	<b>581.936,88</b>	
Public Interest messages :	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	5	139	35,66	1.474,24
	RTL7/TVN7	202	44	0,00	0,00
	Tele5	238	0	0,00	0,00
	TN/TVPULS	0	-	0,00	-
	TV4	0	107	0,00	217,78
	TVN	133	105	1.649,63	1.381,67
	TVP1	104	79	2.225,20	1.606,05
	TVP2	116	91	1.123,71	829,89
	TVPReg/TVP3	204	92	288,16	122,94
<b>TOTAL</b>	<b>1.002</b>	<b>657</b>	<b>5.322,36</b>	<b>5.632,57</b>	
TOTAL Advertising	Animal Planet	0	8.093	0,00	650,36
	C+	2.792	2.701	612,51	558,26
	CN/TCM	0	1.031	0,00	265,84
	Discovery	0	15.755	0,00	2.741,89
	Eurosport	-	0	-	0,00
	MiniMax/Hyper	0	2.183	0,00	259,43
	POLSAT	18.430	29.041	179.833,48	145.631,52
	RTL7/TVN7	14.851	27.201	12.484,47	11.117,81
	Tele5	6.514	4.328	2.421,85	1.475,77
	TN/TVPULS	8.946	-	4.420,88	-
	TV4	19.985	23.035	21.611,80	18.811,45
	TVN	24.997	27.785	143.268,14	138.806,52
	TVP1	17.936	17.318	213.494,53	187.421,52
	TVP2	14.774	14.607	86.223,76	72.123,71
	TVPReg/TVP3	6.327	12.813	5.632,62	7.705,36
<b>TOTAL</b>	<b>135.552</b>	<b>185.891</b>	<b>670.004,04</b>	<b>587.569,45</b>	

Comment : The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

## 10. Category of adv. by Channel (prime time)

TAB10f		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Animal Planet	-	0	-	0,00
	C+	25	15	2,45	1,65
	CN/TCM	-	0	-	0,00
	Discovery	-	604	-	57,20
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	1.602	-	125,75
	POLSAT	1.473	2.187	7.214,77	5.701,71
	RTL7/TVN7	363	174	143,92	29,67
	Tele5	130	28	24,90	4,60
	TN/TVPULS	705	-	202,43	-
	TV4	323	249	198,47	100,04
	TVN	3.794	4.320	11.689,12	11.346,70
	TVP1	523	1.115	3.878,80	7.113,44
	TVP2	516	662	1.731,88	2.014,14
	TVPReg/TVP3	337	1.013	182,20	315,90
<b>TOTAL</b>	<b>8.189</b>	<b>11.969</b>	<b>25.268,93</b>	<b>26.810,80</b>	
Sponsored Self-Promotion Spots (trailers) :	Animal Planet	6.947	8.221	-	-
	C+	2.136	2.516	-	-
	CN/TCM	2.802	3.133	-	-
	Discovery	6.844	5.937	-	-
	Eurosport	-	2.603	-	-
	MiniMax/Hyper	2.812	2.453	-	-
	POLSAT	3.477	3.504	-	-
	RTL7/TVN7	2.469	2.114	-	-
	Tele5	1.422	643	-	-
	TN/TVPULS	2.837	-	-	-
	TV4	2.726	3.046	-	-
	TVN	3.821	4.197	-	-
	TVP1	1.507	1.577	-	-
	TVP2	1.183	1.165	-	-
	TVPReg/TVP3	1.872	1.812	-	-
<b>TOTAL</b>	<b>42.855</b>	<b>42.921</b>	-	-	
<b>TOTAL Sponsoring</b>	Animal Planet	6.947	8.221	0,00	0,00
	C+	2.161	2.531	2,45	1,65
	CN/TCM	2.802	3.133	0,00	0,00
	Discovery	6.844	6.541	0,00	57,20
	Eurosport	-	2.603	-	0,00
	MiniMax/Hyper	2.812	4.055	0,00	125,75
	POLSAT	4.950	5.691	7.214,77	5.701,71
	RTL7/TVN7	2.832	2.288	143,92	29,67
	Tele5	1.552	671	24,90	4,60
	TN/TVPULS	3.542	-	202,43	-
	TV4	3.049	3.295	198,47	100,04
	TVN	7.615	8.517	11.689,12	11.346,70
	TVP1	2.030	2.692	3.878,80	7.113,44
	TVP2	1.699	1.827	1.731,88	2.014,14
	TVPReg/TVP3	2.209	2.825	182,20	315,90
<b>TOTAL</b>	<b>51.044</b>	<b>54.890</b>	<b>25.268,93</b>	<b>26.810,80</b>	
Teleshopping	Animal Planet	-	0	-	-
	C+	0	0	-	-
	CN/TCM	-	0	-	-
	Discovery	-	0	-	-
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	-
	POLSAT	0	0	-	-
	RTL7/TVN7	0	0	-	-
	Tele5	0	0	-	-
	TN/TVPULS	0	-	-	-
	TV4	0	0	-	-
	TVN	0	0	-	-
	TVP1	0	0	-	-
	TVP2	0	0	-	-
	TVPReg/TVP3	0	0	-	-
<b>TOTAL</b>	<b>0</b>	<b>0</b>	-	-	

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

Comment : The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.





## 10. Category of adv. 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
		<b>TOTAL</b>					
	Animal Planet	19	3.499	0,0	3,2	0,0%	5,3%
	C+	1.213	1.201	1,1	1,1	1,8%	1,8%
	CN/TCM	13	415	0,0	0,4	0,0%	0,6%
	Discovery	53	6.739	0,0	6,2	0,1%	10,3%
	Eurosport	-	30	0,0	0,0	-	0,0%
	MiniMax/Hyper	51	1.023	0,0	0,9	0,1%	1,6%
	POLSAT	7.557	11.638	6,9	10,6	11,5%	17,7%
	RTL7/TVN7	7.200	10.855	6,6	9,9	11,0%	16,5%
	Tele5	2.724	1.904	2,5	1,7	4,1%	2,9%
	TN/TVPULS	3.560	-	3,3	0,0	5,4%	-
	TV4	7.969	9.427	7,3	8,6	12,1%	14,3%
	TVN	10.496	11.689	9,6	10,7	16,0%	17,8%
	TVP1	7.140	7.191	6,5	6,6	10,9%	10,9%
	TVP2	5.927	5.937	5,4	5,4	9,0%	9,0%
	TVPReg/TVP3	2.628	5.556	2,4	5,1	4,0%	8,5%
	<b>TOTAL</b>	<b>56.549</b>	<b>77.104</b>	<b>3,4</b>	<b>4,7</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	Animal Planet	-	3.475	0,0	3,2	-	5,3%
	C+	1.155	1.178	1,1	1,1	1,8%	1,8%
	CN/TCM	-	405	0,0	0,4	-	0,6%
	Discovery	-	6.674	0,0	6,1	-	10,2%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	809	0,0	0,7	-	1,2%
	POLSAT	7.341	11.208	6,7	10,2	11,2%	17,1%
	RTL7/TVN7	6.943	10.778	6,3	9,8	10,6%	16,4%
	Tele5	2.472	1.847	2,3	1,7	3,8%	2,8%
	TN/TVPULS	3.443	-	3,1	0,0	5,2%	-
	TV4	7.881	9.235	7,2	8,4	12,0%	14,1%
	TVN	9.890	10.967	9,0	10,0	15,1%	16,7%
	TVP1	6.950	6.911	6,3	6,3	10,6%	10,5%
	TVP2	5.736	5.758	5,2	5,3	8,7%	8,8%
	TVPReg/TVP3	2.357	5.306	2,2	4,8	3,6%	8,1%
	<b>TOTAL</b>	<b>54.167</b>	<b>74.551</b>	<b>3,3</b>	<b>4,5</b>	<b>95,8%</b>	<b>96,7%</b>
Public Interest messages :	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	0	0	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	0	0,0	0,0	-	0,0%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	0	0,0	0,0	-	0,0%
	POLSAT	3	148	0,0	0,1	0,0%	0,2%
	RTL7/TVN7	206	48	0,2	0,0	0,3%	0,1%
	Tele5	220	0	0,2	0,0	0,3%	0,0%
	TN/TVPULS	0	-	0,0	0,0	0,0%	-
	TV4	0	159	0,0	0,1	0,0%	0,2%
	TVN	146	140	0,1	0,1	0,2%	0,2%
	TVP1	87	81	0,1	0,1	0,1%	0,1%
	TVP2	95	91	0,1	0,1	0,1%	0,1%
	TVPReg/TVP3	173	109	0,2	0,1	0,3%	0,2%
	<b>TOTAL</b>	<b>929</b>	<b>776</b>	<b>0,1</b>	<b>0,0</b>	<b>1,6%</b>	<b>1,0%</b>
<b>TOTAL Advertising</b>	Animal Planet	0	3.475	0,0	3,2	0,0%	5,3%
	C+	1.155	1.178	1,1	1,1	1,8%	1,8%
	CN/TCM	0	405	0,0	0,4	0,0%	0,6%
	Discovery	0	6.674	0,0	6,1	0,0%	10,2%
	Eurosport	-	0	0,0	0,0	-	0,0%
	MiniMax/Hyper	0	809	0,0	0,7	0,0%	1,2%
	POLSAT	7.343	11.356	6,7	10,4	11,2%	17,3%
	RTL7/TVN7	7.149	10.826	6,5	9,9	10,9%	16,5%
	Tele5	2.692	1.847	2,5	1,7	4,1%	2,8%
	TN/TVPULS	3.443	-	3,1	0,0	5,2%	-
	TV4	7.881	9.394	7,2	8,6	12,0%	14,3%
	TVN	10.036	11.106	9,2	10,1	15,3%	16,9%
	TVP1	7.037	6.992	6,4	6,4	10,7%	10,6%
	TVP2	5.831	5.849	5,3	5,3	8,9%	8,9%
	TVPReg/TVP3	2.530	5.415	2,3	4,9	3,9%	8,2%
	<b>TOTAL</b>	<b>55.096</b>	<b>75.327</b>	<b>3,4</b>	<b>4,6</b>	<b>97,4%</b>	<b>97,7%</b>

## 10. Category of adv. by Channel (prime time)

TAB10h		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	3	2	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	54	0,0	0,0	-	0,1%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	210	0,0	0,2	-	0,3%
	POLSAT	161	264	0,1	0,2	0,2%	0,4%
	RTL7/TVN7	41	13	0,0	0,0	0,1%	0,0%
	Tele5	15	3	0,0	0,0	0,0%	0,0%
	TN/TVPULS	59	-	0,1	0,0	0,1%	-
	TV4	33	30	0,0	0,0	0,1%	0,0%
	TVN	457	542	0,4	0,5	0,7%	0,8%
	TVP1	64	141	0,1	0,1	0,1%	0,2%
	TVP2	62	83	0,1	0,1	0,1%	0,1%
TVPReg/TVP3	40	132	0,0	0,1	0,1%	0,2%	
<b>TOTAL</b>	<b>936</b>	<b>1.475</b>	<b>0,1</b>	<b>0,1</b>	<b>1,7%</b>	<b>1,9%</b>	
Sponsored Self-Promotion Spots (trailers) :	Animal Planet	19	24	0,0	0,0	0,0%	0,0%
	C+	54	22	0,0	0,0	0,1%	0,0%
	CN/TCM	13	10	0,0	0,0	0,0%	0,0%
	Discovery	53	11	0,0	0,0	0,1%	0,0%
	Eurosport	-	30	0,0	0,0	-	0,0%
	MiniMax/Hyper	51	4	0,0	0,0	0,1%	0,0%
	POLSAT	53	18	0,0	0,0	0,1%	0,0%
	RTL7/TVN7	10	15	0,0	0,0	0,0%	0,0%
	Tele5	17	53	0,0	0,0	0,0%	0,1%
	TN/TVPULS	58	-	0,1	0,0	0,1%	-
	TV4	55	3	0,1	0,0	0,1%	0,0%
	TVN	3	40	0,0	0,0	0,0%	0,1%
	TVP1	40	58	0,0	0,1	0,1%	0,1%
	TVP2	34	5	0,0	0,0	0,1%	0,0%
TVPReg/TVP3	58	9	0,1	0,0	0,1%	0,0%	
<b>TOTAL</b>	<b>517</b>	<b>302</b>	<b>0,0</b>	<b>0,0</b>	<b>0,9%</b>	<b>0,4%</b>	
<b>TOTAL Sponsoring</b>	Animal Planet	19	24	0,0	0,0	0,0%	0,0%
	C+	58	24	0,1	0,0	0,1%	0,0%
	CN/TCM	13	10	0,0	0,0	0,0%	0,0%
	Discovery	53	65	0,0	0,1	0,1%	0,1%
	Eurosport	-	30	0,0	0,0	0,0%	0,0%
	MiniMax/Hyper	51	214	0,0	0,2	0,1%	0,3%
	POLSAT	213	282	0,2	0,3	0,3%	0,4%
	RTL7/TVN7	51	28	0,0	0,0	0,1%	0,0%
	Tele5	32	57	0,0	0,1	0,0%	0,1%
	TN/TVPULS	117	-	0,1	0,0	0,2%	-
	TV4	88	33	0,1	0,0	0,1%	0,1%
	TVN	460	583	0,4	0,5	0,7%	0,9%
	TVP1	103	199	0,1	0,2	0,2%	0,3%
	TVP2	96	88	0,1	0,1	0,1%	0,1%
TVPReg/TVP3	98	141	0,1	0,1	0,1%	0,2%	
<b>TOTAL</b>	<b>1.453</b>	<b>1.776</b>	<b>0,1</b>	<b>0,1</b>	<b>2,6%</b>	<b>2,3%</b>	
Teleshopping	Animal Planet	-	0	0,0	0,0	-	0,0%
	C+	0	0	0,0	0,0	0,0%	0,0%
	CN/TCM	-	0	0,0	0,0	-	0,0%
	Discovery	-	0	0,0	0,0	-	0,0%
	Eurosport	-	-	0,0	0,0	-	-
	MiniMax/Hyper	-	0	0,0	0,0	-	0,0%
	POLSAT	0	0	0,0	0,0	0,0%	0,0%
	RTL7/TVN7	0	0	0,0	0,0	0,0%	0,0%
	Tele5	0	0	0,0	0,0	0,0%	0,0%
	TN/TVPULS	0	-	0,0	0,0	0,0%	-
	TV4	0	0	0,0	0,0	0,0%	0,0%
	TVN	0	0	0,0	0,0	0,0%	0,0%
	TVP1	0	0	0,0	0,0	0,0%	0,0%
	TVP2	0	0	0,0	0,0	0,0%	0,0%
TVPReg/TVP3	0	0	0,0	0,0	0,0%	0,0%	
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,0%</b>	



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

Carat

## Advertising special : product placement (PP)

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



### III. Programmes

## 11. Duration - Breakdown of Programme types

**Channels covered : Animal Planet, C+, CN/TCM, Discovery, MiniMax/Hyper, Polsat, TVN7, Tele5, TV PULS, TV4, TVN, TVP1, TVP2, TVP3**

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Children, educational programmes, cartoons	17,8%	15,6%
Documentary	10,4%	10,0%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	13,9%	12,0%
Film, TV Films and Mini Series (TV films in several episodes)	18,9%	17,9%
Information (News, Flash and Info Magazines)	4,5%	5,8%
Political, Religious, Philosophical, Union programmes	2,1%	2,3%
Series and Soap	16,0%	13,5%
Sports	2,0%	7,9%
Teleshopping (out of spots and ad formats)	2,6%	2,2%
Advertising (excl. teleshopping programme and channel self-promotion)	5,1%	6,7%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	6,5%	5,9%
Others	0,4%	0,3%
	100%	100%

Total number of minutes in the year	<b>5.688.174</b>	<b>5.732.169</b>
Total number of hours in the year	<b>94.803</b>	<b>95.536</b>
Cumulative nbr of hours in an average day	<b>260</b>	<b>262</b>
Sources :	<b>AGB Polska</b>	<b>AGB Polska</b>

Please, specify the category of Reality TV :	<b>Entertainment</b>
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## 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	Animal Planet	27,4%	24,4%	0,0%	0,0%
	C+	7,0%	5,4%	1,9%	1,4%
	CN/TCM	77,9%	77,6%	0,0%	0,9%
	Discovery	17,1%	10,9%	0,0%	0,0%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	58,9%	59,1%	0,0%	0,8%
	POLSAT	5,8%	5,5%	5,9%	8,0%
	RTL7/TVN7	9,7%	4,2%	2,9%	6,1%
	Tele5	5,8%	3,6%	4,5%	2,1%
	TN/TVPULS	14,2%	-	0,8%	-
	TV4	7,4%	9,7%	2,8%	1,8%
	TVN	10,9%	10,7%	5,5%	4,8%
	TVP1	8,5%	7,8%	4,7%	6,0%
	TVP2	4,2%	5,7%	0,7%	0,5%
TVPReg/TVP3	6,8%	3,2%	0,2%	0,1%	
	<b>TOTAL</b>	<b>17,7%</b>	<b>15,5%</b>	<b>1,1%</b>	<b>1,6%</b>
Documentary	Animal Planet	50,1%	51,6%	0,0%	7,2%
	C+	5,6%	5,6%	0,1%	0,6%
	CN/TCM	0,6%	0,4%	0,0%	0,0%
	Discovery	62,9%	69,7%	0,0%	6,5%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	7,2%	5,7%	0,0%	3,3%
	POLSAT	1,3%	1,1%	4,6%	18,1%
	RTL7/TVN7	1,9%	1,8%	6,2%	10,8%
	Tele5	15,2%	13,9%	5,3%	11,1%
	TN/TVPULS	7,0%	-	0,9%	-
	TV4	2,5%	2,2%	8,7%	11,2%
	TVN	1,9%	1,0%	13,0%	17,4%
	TVP1	5,0%	5,5%	5,4%	6,0%
	TVP2	6,4%	7,4%	3,9%	3,8%
TVPReg/TVP3	8,5%	5,7%	3,2%	9,3%	
	<b>TOTAL</b>	<b>10,4%</b>	<b>10,0%</b>	<b>1,5%</b>	<b>6,7%</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Animal Planet	0,0%	1,8%	0,0%	9,4%
	C+	4,1%	3,7%	2,3%	1,5%
	CN/TCM	0,2%	0,1%	0,0%	0,0%
	Discovery	0,6%	0,0%	0,0%	0,0%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	14,7%	13,6%	0,0%	0,7%
	POLSAT	30,4%	28,7%	7,6%	10,2%
	RTL7/TVN7	6,1%	6,2%	5,0%	11,6%
	Tele5	21,0%	11,2%	5,6%	7,3%
	TN/TVPULS	7,1%	n.a.	0,3%	-
	TV4	21,5%	19,8%	7,4%	5,8%
	TVN	32,0%	29,0%	10,7%	11,6%
	TVP1	13,4%	11,1%	3,8%	4,1%
	TVP2	20,2%	23,0%	4,6%	4,0%
TVPReg/TVP3	8,8%	5,9%	0,8%	1,5%	
	<b>TOTAL</b>	<b>13,8%</b>	<b>12,0%</b>	<b>6,2%</b>	<b>7,3%</b>
Film, TV Films and Mini Series	Animal Planet	0,0%	0,0%	0,0%	176,8%
	C+	68,4%	69,1%	0,0%	0,3%
	CN/TCM	15,3%	15,5%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	29,2%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	5,7%	4,9%	0,0%	0,3%
	POLSAT	12,9%	13,4%	9,6%	14,9%
	RTL7/TVN7	28,8%	27,3%	8,6%	14,5%
	Tele5	10,5%	14,4%	4,8%	9,7%
	TN/TVPULS	13,2%	n.a.	2,3%	-
	TV4	17,3%	17,9%	11,2%	12,0%
	TVN	14,1%	10,4%	11,5%	17,5%
	TVP1	17,7%	21,8%	4,2%	3,5%
	TVP2	17,8%	19,3%	2,6%	2,5%
TVPReg/TVP3	15,3%	10,8%	1,8%	4,1%	
	<b>TOTAL</b>	<b>18,8%</b>	<b>17,9%</b>	<b>4,1%</b>	<b>5,8%</b>

## 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)	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,6%	0,2%	12,6%	32,3%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	0,3%	0,8%	0,0%	2,9%
	POLSAT	4,6%	6,4%	18,5%	22,5%
	RTL7/TVN7	0,9%	0,3%	8,6%	38,7%
	Tele5	1,0%	1,6%	11,3%	25,2%
	TN/TVPULS	2,5%	n.a.	10,7%	-
	TV4	2,7%	3,9%	26,7%	19,3%
	TVN	2,8%	3,7%	37,2%	35,4%
	TVP1	14,7%	14,8%	13,1%	13,4%
	TVP2	12,7%	12,0%	12,6%	13,1%
TVPReg/TVP3	21,7%	35,3%	6,1%	8,4%	
	<b>TOTAL</b>	<b>4,6%</b>	<b>5,9%</b>	<b>13,3%</b>	<b>13,8%</b>
Other Magazines	Animal Planet	0,0%	0,1%	0,0%	2,4%
	C+	1,1%	0,9%	1,5%	3,8%
	CN/TCM	0,1%	0,1%	0,0%	0,1%
	Discovery	0,4%	0,1%	0,0%	178,0%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	0,3%	0,2%	0,0%	11,3%
	POLSAT	0,3%	0,2%	18,4%	38,2%
	RTL7/TVN7	0,2%	0,0%	37,4%	105,0%
	Tele5	0,7%	0,9%	19,9%	17,7%
	TN/TVPULS	0,1%	n.a.	61,1%	-
	TV4	0,1%	0,1%	145,4%	248,7%
	TVN	0,3%	0,2%	63,2%	129,9%
	TVP1	0,3%	0,4%	75,2%	90,8%
	TVP2	0,5%	0,3%	35,7%	92,4%
TVPReg/TVP3	0,6%	0,4%	34,9%	51,3%	
	<b>TOTAL</b>	<b>0,4%</b>	<b>0,3%</b>	<b>25,9%</b>	<b>50,6%</b>
Political, Religious, Philosophical, Unions programmes	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	0,6%	1,9%	16,3%	7,8%
	RTL7/TVN7	0,3%	0,0%	1,5%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	1,3%	-	7,3%	-
	TV4	1,8%	1,3%	4,8%	1,3%
	TVN	1,8%	2,4%	5,4%	2,4%
	TVP1	7,3%	6,4%	2,0%	2,5%
	TVP2	3,9%	1,3%	2,2%	5,6%
TVPReg/TVP3	13,2%	17,2%	1,5%	2,3%	
	<b>TOTAL</b>	<b>2,1%</b>	<b>2,3%</b>	<b>2,9%</b>	<b>2,8%</b>
Series and Soap	Animal Planet	0,4%	0,0%	0,0%	0,0%
	C+	2,7%	3,8%	0,6%	1,0%
	CN/TCM	0,1%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	24,4%
	Eurosport	-	-	-	0,0%
	MiniMax/Hyper	6,5%	8,1%	0,0%	1,4%
	POLSAT	26,3%	22,3%	13,6%	19,1%
	RTL7/TVN7	31,7%	34,6%	10,3%	17,0%
	Tele5	27,6%	29,4%	7,7%	10,4%
	TN/TVPULS	33,1%	-	3,2%	-
	TV4	26,5%	24,7%	13,5%	15,3%
	TVN	14,1%	17,8%	17,1%	19,8%
	TVP1	16,2%	17,0%	7,5%	7,8%
	TVP2	21,3%	19,7%	5,2%	5,7%
TVPReg/TVP3	11,6%	6,6%	2,5%	4,6%	
	<b>TOTAL</b>	<b>16,0%</b>	<b>13,5%</b>	<b>9,1%</b>	<b>13,3%</b>

## 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	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	1,5%	1,8%	0,5%	0,4%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	89,4%	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	3,7%	3,3%	3,2%	3,8%
	RTL7/TVN7	0,1%	0,0%	0,0%	30,2%
	Tele5	0,2%	0,4%	0,2%	10,0%
	TN/TVPULS	0,9%	-	0,8%	-
	TV4	4,5%	3,6%	4,6%	4,3%
	TVN	0,8%	0,9%	11,7%	12,0%
	TVP1	5,0%	5,0%	2,8%	2,9%
	TVP2	4,9%	3,2%	3,4%	3,9%
	TVPReg/TVP3	4,3%	4,4%	1,9%	3,2%
	<b>TOTAL</b>	<b>2,0%</b>	<b>7,9%</b>	<b>3,3%</b>	<b>0,8%</b>
Teleshopping (excl. of spots and adv. formats)	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	MiniMax/Hyper	0,0%	0,1%	0,0%	0,0%
	POLSAT	0,0%	0,7%	0,0%	0,0%
	RTL7/TVN7	9,4%	9,9%	0,0%	0,0%
	Tele5	5,3%	14,4%	0,1%	0,0%
	TN/TVPULS	11,7%	-	0,0%	-
	TV4	0,0%	0,5%	0,0%	0,0%
	TVN	6,8%	7,3%	0,0%	0,0%
	TVP1	2,5%	0,2%	0,0%	0,0%
	TVP2	0,0%	0,3%	0,0%	0,0%
	TVPReg/TVP3	0,0%	1,2%	0,0%	0,0%
	<b>TOTAL</b>	<b>2,6%</b>	<b>2,2%</b>	<b>0,0%</b>	<b>0,0%</b>
Advertising (excl. teleshopping programme and channel self-promotion)	Animal Planet	1,8%	4,4%		
	C+	0,5%	0,6%		
	CN/TCM	1,5%	1,3%		
	Discovery	2,5%	5,5%		
	Eurosport	-	6,7%		
	MiniMax/Hyper	1,1%	1,5%		
	POLSAT	9,5%	12,5%		
	RTL7/TVN7	7,0%	11,7%		
	Tele5	5,7%	8,2%		
	TN/TVPULS	2,6%	-		
	TV4	9,4%	9,2%		
	TVN	10,3%	11,6%		
	TVP1	6,5%	6,9%		
	TVP2	5,4%	5,5%		
	TVPReg/TVP3	3,4%	5,8%		
	<b>TOTAL</b>	<b>5,1%</b>	<b>6,7%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	Animal Planet	20,3%	17,7%		
	C+	8,4%	8,8%		
	CN/TCM	4,3%	5,0%		
	Discovery	16,6%	13,8%		
	Eurosport	-	3,8%		
	MiniMax/Hyper	5,3%	5,9%		
	POLSAT	4,6%	4,0%		
	RTL7/TVN7	4,0%	3,8%		
	Tele5	7,2%	2,1%		
	TN/TVPULS	6,2%	-		
	TV4	6,3%	7,0%		
	TVN	4,2%	5,2%		
	TVP1	2,9%	3,1%		
	TVP2	2,7%	2,2%		
	TVPReg/TVP3	5,8%	3,5%		
	<b>TOTAL</b>	<b>6,5%</b>	<b>5,8%</b>		



## 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
Others	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	0,0%	0,0%	0,0%	0,0%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	0,0%	0,0%	0,0%	-
	TV4	0,0%	0,0%	0,0%	0,0%
	TVN	0,0%	0,0%	0,0%	0,0%
	TVP1	0,0%	0,0%	0,0%	0,0%
	TVP2	0,0%	0,0%	0,0%	0,0%
	TVPReg/TVP3	0,0%	0,0%	0,0%	0,0%
	<b>TOTAL</b>	0,0%	0,0%	0,0%	0,0%
<b>Total of Typologies and total of Advertising</b> (excl. teleshopping programme and channel self-promotion, considered as typologies)	Animal Planet	100,0%	100,0%	0,0%	3,9%
	C+	100,0%	100,0%	0,4%	0,5%
	CN/TCM	100,0%	100,0%	0,0%	0,7%
	Discovery	100,0%	100,0%	0,0%	4,7%
	Eurosport	-	99,8%	-	0,0%
	MiniMax/Hyper	100,0%	100,0%	0,0%	1,0%
	POLSAT	100,0%	100,0%	8,6%	11,7%
	RTL7/TVN7	100,0%	100,0%	6,6%	11,2%
	Tele5	100,0%	100,0%	5,1%	7,5%
	TN/TVPULS	100,0%	-	2,0%	-
	TV4	100,0%	100,0%	8,7%	8,6%
	TVN	100,0%	100,0%	9,7%	11,0%
	TVP1	100,0%	100,0%	5,6%	6,0%
	TVP2	100,0%	100,0%	4,8%	4,9%
	TVPReg/TVP3	100,0%	100,0%	2,8%	5,1%
	<b>TOTAL</b>	100,0%	100,0%	4,3%	5,7%

## 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	Animal Planet	-	0	-	0,00
	C+	1.659	855	310,63	140,23
	CN/TCM	-	6.630	-	1.463,38
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	5.064	-	938,60
	POLSAT	4.480	5.764	7.550,34	5.435,29
	RTL7/TVN7	1.204	1.914	1.017,78	467,79
	Tele5	498	223	141,67	28,65
	TN/TVPULS	839	-	106,58	-
	TV4	1.268	1.649	497,84	372,71
	TVN	4.911	5.342	7.616,91	6.415,81
	TVP1	4.612	5.207	19.138,98	18.263,46
	TVP2	292	245	420,90	427,87
	TVPReg/TVP3	126	33	51,99	12,88
<b>TOTAL</b>	<b>19.889</b>	<b>32.926</b>	<b>36.853,62</b>	<b>33.966,67</b>	
Documentary	Animal Planet	-	18.148	-	1.341,63
	C+	55	391	9,77	74,39
	CN/TCM	-	2	-	0,46
	Discovery	-	43.943	-	7.550,38
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	3.266	-	368,38
	POLSAT	666	2.365	2.018,41	4.721,96
	RTL7/TVN7	799	2.101	402,44	489,75
	Tele5	3.357	5.167	983,71	1.074,15
	TN/TVPULS	631	-	124,24	-
	TV4	2.109	2.623	1.072,60	1.063,97
	TVN	3.256	2.390	9.947,80	5.266,28
	TVP1	2.968	3.506	14.824,44	11.734,47
	TVP2	2.513	2.881	10.606,06	9.599,39
	TVPReg/TVP3	2.256	4.987	1.124,29	2.323,84
<b>TOTAL</b>	<b>18.610</b>	<b>91.770</b>	<b>41.113,76</b>	<b>45.609,05</b>	
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Animal Planet	-	771	-	47,03
	C+	1.182	665	204,39	124,88
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	1.155	-	60,88
	POLSAT	24.086	36.363	104.718,91	89.340,37
	RTL7/TVN7	2.572	8.038	1.167,80	1.396,78
	Tele5	4.872	2.336	1.483,88	436,34
	TN/TVPULS	211	-	25,69	-
	TV4	14.271	11.055	7.596,43	3.790,00
	TVN	46.229	44.439	134.160,88	106.301,01
	TVP1	5.922	5.161	33.529,57	28.590,82
	TVP2	9.925	9.963	55.721,51	41.093,21
	TVPReg/TVP3	611	855	322,41	342,66
<b>TOTAL</b>	<b>109.881</b>	<b>120.801</b>	<b>338.931,46</b>	<b>271.523,97</b>	
Film, TV Films and Mini Series	Animal Planet	-	87	-	7,77
	C+	332	2.624	61,69	491,49
	CN/TCM	-	9	-	0,54
	Discovery	-	50	-	8,92
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	216	-	11,39
	POLSAT	14.601	24.990	116.262,39	108.348,84
	RTL7/TVN7	22.248	42.511	15.502,52	15.184,72
	Tele5	3.155	5.063	1.175,24	1.870,44
	TN/TVPULS	3.219	-	1.692,13	-
	TV4	21.592	23.153	19.129,33	16.620,63
	TVN	20.313	23.559	88.033,78	88.684,70
	TVP1	8.128	8.278	63.340,79	50.216,93
	TVP2	4.582	4.975	19.014,72	19.204,47
	TVPReg/TVP3	2.366	4.126	1.692,13	1.884,26
<b>TOTAL</b>	<b>100.536</b>	<b>139.641</b>	<b>325.904,72</b>	<b>302.535,10</b>	

## 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)	Animal Planet	-	0	-	0,00
	C+	932	934	181,53	187,73
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	429	-	28,21
	POLSAT	11.351	18.719	33.798,85	31.266,50
	RTL7/TVN7	697	1.440	234,14	247,20
	Tele5	658	1.299	105,64	223,95
	TN/TVPULS	2.773	-	1.161,14	-
	TV4	8.418	8.637	4.050,89	4.075,89
	TVN	14.985	18.573	56.121,44	68.938,41
	TVP1	21.730	21.996	199.017,97	173.175,68
	TVP2	17.037	16.733	73.974,51	64.241,91
	TVPReg/TVP3	10.730	29.144	8.471,48	16.068,97
<b>TOTAL</b>	<b>89.311</b>	<b>117.904</b>	<b>377.117,59</b>	<b>358.454,44</b>	
Other Magazines	Animal Planet	-	15	-	1,06
	C+	213	387	27,51	69,61
	CN/TCM	-	1	-	0,34
	Discovery	-	2.176	-	272,76
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	370	-	37,69
	POLSAT	580	1.214	606,44	1.150,60
	RTL7/TVN7	745	592	294,40	154,66
	Tele5	584	387	131,55	64,51
	TN/TVPULS	1.048	-	163,67	-
	TV4	1.153	1.944	549,41	565,30
	TVN	2.090	2.631	2.286,49	2.629,06
	TVP1	3.252	3.798	7.187,67	6.755,28
	TVP2	2.073	3.385	5.958,19	7.402,09
	TVPReg/TVP3	1.847	2.122	1.147,44	944,10
<b>TOTAL</b>	<b>13.585</b>	<b>19.022</b>	<b>18.352,77</b>	<b>20.047,07</b>	
Political, Religious, Philosophical, Unions programmes	Animal Planet	-	0	-	0,00
	C+	-	0	-	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	1.352	1.729	3.681,16	1.765,71
	RTL7/TVN7	32	0	3,89	0,00
	Tele5	0	0	0,00	0,00
	TN/TVPULS	1.041	-	239,91	-
	TV4	1.004	200	291,43	48,22
	TVN	1.426	755	5.915,58	984,65
	TVP1	1.671	1.767	6.883,51	6.386,89
	TVP2	900	796	3.596,63	2.608,60
	TVPReg/TVP3	1.563	3.755	1.256,51	1.833,28
<b>TOTAL</b>	<b>8.989</b>	<b>9.002</b>	<b>21.868,61</b>	<b>13.627,35</b>	
Series and Soap	Animal Planet	-	0	-	0,00
	C+	205	465	31,57	88,49
	CN/TCM	-	0	-	-
	Discovery	-	29	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	1.160	-	178,64
	POLSAT	38.778	53.226	170.872,53	128.012,32
	RTL7/TVN7	24.862	62.530	13.573,10	15.032,41
	Tele5	9.351	10.137	2.621,19	1.820,29
	TN/TVPULS	11.523	-	3.736,58	-
	TV4	37.185	40.092	22.554,35	18.173,71
	TVN	29.671	44.888	67.730,40	83.458,98
	TVP1	13.527	14.174	82.351,84	73.403,88
	TVP2	11.582	11.505	59.155,95	54.749,57
	TVPReg/TVP3	2.589	2.896	1.371,26	1.579,66
<b>TOTAL</b>	<b>179.273</b>	<b>241.102</b>	<b>423.998,77</b>	<b>376.497,96</b>	

## 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	Animal Planet	-	0	-	0,00
	C+	100	104	21,35	19,56
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	1.732	1.492	12.890,80	3.968,15
	RTL7/TVN7	0	81	0,00	13,35
	Tele5	20	122	0,44	19,11
	TN/TVPULS	75	-	16,01	-
	TV4	2.458	1.819	2.495,83	576,27
	TVN	1.128	1.356	1.876,38	2.147,17
	TVP1	1.886	1.932	12.971,73	13.386,78
	TVP2	1.973	1.428	12.753,49	10.025,19
	TVPReg/TVP3	661	1.458	381,03	812,77
	<b>TOTAL</b>	<b>10.033</b>	<b>9.792</b>	<b>43.407,06</b>	<b>30.968,35</b>
Teleshopping (excl. of spots and adv. formats)	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	-
	POLSAT	0	0	0,00	0,00
	RTL7/TVN7	11	4	0,46	0,41
	Tele5	9	23	0,60	0,80
	TN/TVPULS	44	-	2,09	-
	TV4	0	0	0,00	0,00
	TVN	0	0	0,00	0,00
	TVP1	10	0	4,93	0,00
	TVP2	0	0	0,00	0,00
	TVPReg/TVP3	0	0	0,00	0,00
	<b>TOTAL</b>	<b>74</b>	<b>27</b>	<b>8,07</b>	<b>1,21</b>
Advertising (excl. teleshopping programme and channel self-promotion)	Animal Planet	-	-	-	-
	C+	-	-	-	-
	CN/TCM	-	-	-	-
	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	-	-	-
	POLSAT	-	-	-	-
	RTL7/TVN7	-	-	-	-
	Tele5	-	-	-	-
	TN/TVPULS	-	-	-	-
	TV4	-	-	-	-
	TVN	-	-	-	-
	TVP1	-	-	-	-
	TVP2	-	-	-	-
	TVPReg/TVP3	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Self-promotion (presentation, trailers, title signs, channel housestyle)	Animal Planet	18.613	22.305	-	-
	C+	10.793	13.359	-	-
	CN/TCM	19.455	19.138	-	-
	Discovery	32.224	31.758	-	-
	Eurosport	-	16.959	-	-
	MiniMax/Hyper	25.203	25.933	-	-
	POLSAT	23.448	21.882	-	-
	RTL7/TVN7	12.335	11.265	-	-
	Tele5	7.867	3.189	-	-
	TN/TVPULS	14.102	-	-	-
	TV4	22.183	22.738	-	-
	TVN	18.564	21.752	-	-
	TVP1	6.953	7.644	-	-
	TVP2	6.858	6.270	-	-
	TVPReg/TVP3	11.799	11.002	-	-
	<b>TOTAL</b>	<b>230.397</b>	<b>235.194</b>	<b>-</b>	<b>-</b>

## 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
Others	Animal Planet	0	0	0	0
	C+	0	0	0	0
	CN/TCM	0	0	0	0
	Discovery	0	0	0	0
	Eurosport	0	0	0	0
	MiniMax/Hyper	0	0	0	0
	POLSAT	0	0	0	0
	RTL7/TVN7	0	0	0	0
	Tele5	0	0	0	0
	TN/TVPULS	0	0	0	0
	TV4	0	0	0	0
	TVN	0	0	0	0
	TVP1	0	0	0	0
	TVP2	0	0	0	0
	TVPReq/TVP3	0	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Total of Typologies and total of Advertising</b> (excl. teleshopping programme and channel self-promotion, considered as typologies)	Animal Planet	18.613	41.326	0,00	1.397,50
	C+	15.471	19.784	848,45	1.196,39
	CN/TCM	19.455	25.780	0,00	1.464,72
	Discovery	32.224	77.956	0,00	7.832,06
	Eurosport	-	16.959	-	-
	MiniMax/Hyper	25.203	37.593	0,00	1.623,80
	POLSAT	121.074	167.744	452.399,83	374.009,74
	RTL7/TVN7	65.505	130.476	32.196,52	32.987,08
	Tele5	30.371	27.946	6.643,92	5.538,23
	TN/TVPULS	35.506	-	7.268,03	-
	TV4	111.641	113.910	58.238,11	45.286,70
	TVN	142.573	165.685	373.689,66	364.826,06
	TVP1	70.659	73.463	439.251,43	381.914,18
	TVP2	57.735	58.181	241.201,96	209.352,29
	TVPReq/TVP3	34.548	60.378	15.818,54	25.802,43
<b>TOTAL</b>	<b>780.578</b>	<b>1.017.181</b>	<b>1.627.556,43</b>	<b>1.453.231,16</b>	

Comment :

The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.

## 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	Animal Planet	16,4%	16,5%	0,0%	0,0%
	C+	12,4%	9,4%	3,2%	2,7%
	CN/TCM	49,8%	48,2%	0,0%	0,9%
	Discovery	11,1%	4,5%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	27,1%	29,9%	0,0%	0,2%
	POLSAT	0,0%	0,0%	0,0%	0,0%
	RTL7/TVN7	0,0%	0,4%	0,0%	36,4%
	Tele5	0,9%	3,0%	2,8%	0,1%
	TN/TVPULS	1,7%	-	0,0%	-
	TV4	0,3%	0,0%	20,0%	0,0%
	TVN	0,0%	0,0%	0,0%	0,0%
	TVP1	10,4%	10,5%	6,6%	5,1%
	TVP2	0,1%	0,1%	7,3%	52,1%
	TVPReg/TVP3	0,2%	0,2%	3,1%	0,0%
	<b>TOTAL</b>	<b>10,5%</b>	<b>9,7%</b>	<b>0,9%</b>	<b>1,3%</b>
Documentary	Animal Planet	59,6%	55,7%	0,0%	8,6%
	C+	2,3%	3,4%	0,2%	0,5%
	CN/TCM	1,2%	1,3%	0,0%	0,0%
	Discovery	65,7%	73,0%	0,0%	13,5%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	10,4%	8,5%	0,0%	6,9%
	POLSAT	0,2%	0,1%	3,1%	65,6%
	RTL7/TVN7	0,5%	0,0%	7,0%	0,0%
	Tele5	6,9%	14,3%	3,7%	4,6%
	TN/TVPULS	5,7%	-	1,3%	-
	TV4	1,7%	0,3%	2,8%	154,8%
	TVN	1,1%	0,8%	18,6%	1,2%
	TVP1	5,5%	3,6%	11,5%	11,4%
	TVP2	6,5%	7,8%	10,1%	11,2%
	TVPReg/TVP3	2,3%	0,3%	2,1%	28,4%
	<b>TOTAL</b>	<b>11,5%</b>	<b>11,1%</b>	<b>1,2%</b>	<b>10,7%</b>
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Animal Planet	0,0%	4,6%	0,0%	8,7%
	C+	4,0%	3,9%	6,9%	5,2%
	CN/TCM	0,0%	0,1%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	44,6%	40,1%	0,0%	0,9%
	POLSAT	25,8%	27,1%	13,7%	22,2%
	RTL7/TVN7	1,2%	0,5%	4,8%	12,5%
	Tele5	17,7%	9,5%	7,1%	4,1%
	TN/TVPULS	2,4%	-	0,3%	-
	TV4	4,0%	5,1%	13,6%	17,5%
	TVN	25,2%	16,6%	22,0%	23,9%
	TVP1	7,3%	7,5%	8,4%	8,6%
	TVP2	33,9%	37,8%	7,1%	7,5%
	TVPReg/TVP3	7,2%	5,9%	0,7%	0,4%
	<b>TOTAL</b>	<b>11,9%</b>	<b>10,9%</b>	<b>8,4%</b>	<b>10,3%</b>
Film, TV Films and Mini Series	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	59,9%	59,5%	0,1%	0,4%
	CN/TCM	44,9%	45,7%	0,0%	0,0%
	Discovery	0,0%	0,1%	0,0%	5,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	2,3%	1,4%	0,0%	1,0%
	POLSAT	14,4%	13,4%	10,2%	16,8%
	RTL7/TVN7	50,6%	50,6%	11,9%	19,6%
	Tele5	27,3%	37,5%	4,7%	6,2%
	TN/TVPULS	21,6%	-	3,7%	-
	TV4	38,4%	36,0%	14,0%	14,7%
	TVN	24,3%	21,1%	18,7%	19,6%

## 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)	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,3%	0,1%	90,8%	309,8%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,1%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,9%	2,7%	0,0%	4,6%
	POLSAT	10,9%	11,3%	7,1%	8,9%
	RTL7/TVN7	0,4%	0,0%	4,3%	0,0%
	Tele5	0,8%	2,0%	15,5%	19,5%
	TN/TVPULS	10,2%	-	12,0%	-
	TV4	5,6%	11,2%	12,1%	21,0%
	TVN	15,2%	14,8%	21,7%	36,3%
	TVP1	14,1%	15,2%	29,9%	27,6%
	TVP2	9,1%	5,1%	29,8%	37,3%
	TVPReg/TVP3	33,0%	52,1%	10,3%	11,3%
<b>TOTAL</b>	<b>6,6%</b>	<b>8,2%</b>	<b>17,4%</b>	<b>18,9%</b>	
Other Magazines	Animal Planet	0,0%	0,2%	0,0%	2,2%
	C+	1,0%	0,3%	0,9%	11,2%
	CN/TCM	0,1%	0,0%	0,0%	2,1%
	Discovery	0,0%	0,1%	0,0%	157,8%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,6%	0,4%	0,0%	12,1%
	POLSAT	0,1%	0,1%	0,0%	18,9%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	1,1%	1,2%	3,8%	9,4%
	TN/TVPULS	0,1%	-	134,1%	-
	TV4	0,1%	0,1%	0,0%	0,7%
	TVN	0,1%	0,1%	2,5%	57,9%
	TVP1	0,3%	0,3%	13,3%	12,0%
	TVP2	0,1%	0,1%	164,0%	349,3%
	TVPReg/TVP3	0,1%	0,1%	99,6%	47,7%
<b>TOTAL</b>	<b>0,3%</b>	<b>0,2%</b>	<b>10,5%</b>	<b>24,8%</b>	
Political, Religious, Philosophical, Unions programmes	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	0,0%	0,2%	0,0%	3,2%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	1,8%	-	21,2%	-
	TV4	0,1%	0,8%	0,0%	0,0%
	TVN	5,0%	9,3%	8,9%	0,0%
	TVP1	4,1%	3,7%	5,4%	4,7%
	TVP2	2,7%	3,0%	6,8%	5,1%
	TVPReg/TVP3	9,9%	9,0%	7,2%	12,0%
<b>TOTAL</b>	<b>1,5%</b>	<b>1,9%</b>	<b>8,4%</b>	<b>5,5%</b>	
Series and Soap	Animal Planet	1,2%	0,0%	0,0%	0,0%
	C+	6,8%	8,4%	1,2%	1,5%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	9,4%	12,0%	0,0%	2,5%
	POLSAT	26,7%	23,8%	15,4%	26,2%
	RTL7/TVN7	31,6%	28,1%	12,3%	18,3%
	Tele5	34,1%	24,4%	7,1%	4,2%
	TN/TVPULS	41,2%	-	5,5%	-
	TV4	24,9%	24,1%	16,8%	18,5%
	TVN	4,7%	10,4%	25,3%	31,6%
	TVP1	7,3%	8,3%	12,9%	14,4%
	TVP2	17,4%	14,8%	8,7%	12,1%
	TVPReg/TVP3	11,0%	8,6%	2,3%	3,3%
<b>TOTAL</b>	<b>14,8%</b>	<b>11,0%</b>	<b>9,8%</b>	<b>15,3%</b>	

## 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	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	6,3%	6,8%	0,7%	0,3%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	89,3%	89,3%	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	6,9%	3,4%	4,6%	5,5%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	2,1%	-	0,1%	-
	TV4	7,5%	2,1%	6,5%	1,9%
	TVN	1,5%	1,5%	0,0%	0,4%
	TVP1	3,8%	6,7%	2,0%	4,0%
	TVP2	11,6%	9,0%	3,5%	4,9%
	TVPReg/TVP3	9,8%	7,8%	1,9%	3,8%
	<b>TOTAL</b>	<b>3,5%</b>	<b>9,3%</b>	<b>3,0%</b>	<b>1,0%</b>
Teleshopping (excl. of spots and adv. formats)	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,0%	0,5%	0,0%	0,0%
	POLSAT	0,0%	0,0%	0,0%	0,0%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	0,0%	-	0,0%	-
	TV4	0,0%	0,0%	0,0%	0,0%
	TVN	0,0%	0,0%	0,0%	0,0%
	TVP1	0,0%	0,0%	0,0%	0,0%
	TVP2	0,0%	0,0%	0,0%	0,0%
	TVPReg/TVP3	0,0%	2,8%	0,0%	0,0%
	<b>TOTAL</b>	<b>0,0%</b>	<b>0,2%</b>	<b>0,0%</b>	<b>0,0%</b>
Advertising (excl. teleshopping programme and channel self-promotion)	Animal Planet	2,3%	5,8%		
	C+	1,4%	1,5%		
	CN/TCM	1,2%	1,0%		
	Discovery	5,4%	10,9%		
	Eurosport	7,4%	7,4%		
	MiniMax/Hyper	1,4%	2,3%		
	POLSAT	11,0%	16,7%		
	RTL7/TVN7	10,6%	15,9%		
	Tele5	6,2%	5,7%		
	TN/TVPULS	6,4%	-		
	TV4	12,1%	14,3%		
	TVN	17,0%	18,4%		
	TVP1	10,8%	10,4%		
	TVP2	9,2%	9,9%		
	TVPReg/TVP3	6,2%	9,1%		
	<b>TOTAL</b>	<b>7,1%</b>	<b>9,0%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	Animal Planet	20,4%	17,2%		
	C+	5,6%	6,7%		
	CN/TCM	2,7%	3,6%		
	Discovery	17,7%	11,4%		
	Eurosport	3,3%	3,3%		
	MiniMax/Hyper	3,3%	2,4%		
	POLSAT	4,1%	3,9%		
	RTL7/TVN7	4,9%	4,5%		
	Tele5	5,1%	2,4%		
	TN/TVPULS	6,9%	-		
	TV4	5,3%	6,0%		
	TVN	5,9%	6,9%		
	TVP1	2,6%	2,7%		
	TVP2	2,6%	2,6%		
	TVPReg/TVP3	6,1%	3,0%		
	<b>TOTAL</b>	<b>6,5%</b>	<b>5,5%</b>		



## 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
Others	Animal Planet	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	CN/TCM	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	0,0%	0,0%	-	0,0%
	MiniMax/Hyper	0,0%	0,0%	0,0%	0,0%
	POLSAT	0,0%	0,0%	0,0%	0,0%
	RTL7/TVN7	0,0%	0,0%	0,0%	0,0%
	Tele5	0,0%	0,0%	0,0%	0,0%
	TN/TVPULS	0,0%	0,0%	0,0%	-
	TV4	0,0%	0,0%	0,0%	0,0%
	TVN	0,0%	0,0%	0,0%	0,0%
	TVP1	0,0%	0,0%	0,0%	0,0%
	TVP2	0,0%	0,0%	0,0%	0,0%
	TVPReg/TVP3	0,0%	0,0%	0,0%	0,0%
	<b>TOTAL</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>
<b>Total of Typologies and total of Advertising</b> (excl. teleshopping programme and channel self-promotion, considered as typologies)	Animal Planet	<b>100,0%</b>	<b>100,0%</b>	<b>0,0%</b>	<b>5,2%</b>
	C+	<b>100,0%</b>	<b>100,0%</b>	<b>1,2%</b>	<b>1,3%</b>
	CN/TCM	<b>100,0%</b>	<b>100,0%</b>	<b>0,0%</b>	<b>0,4%</b>
	Discovery	<b>100,0%</b>	<b>100,0%</b>	<b>0,0%</b>	<b>10,0%</b>
	Eurosport	<b>100,0%</b>	<b>100,0%</b>	<b>-</b>	<b>0,0%</b>
	MiniMax/Hyper	<b>100,0%</b>	<b>100,0%</b>	<b>0,0%</b>	<b>1,5%</b>
	POLSAT	<b>100,0%</b>	<b>100,0%</b>	<b>10,2%</b>	<b>15,8%</b>
	RTL7/TVN7	<b>100,0%</b>	<b>100,0%</b>	<b>10,0%</b>	<b>15,3%</b>
	Tele5	<b>100,0%</b>	<b>100,0%</b>	<b>5,4%</b>	<b>4,9%</b>
	TN/TVPULS	<b>100,0%</b>	<b>100,0%</b>	<b>4,8%</b>	<b>-</b>
	TV4	<b>100,0%</b>	<b>100,0%</b>	<b>11,4%</b>	<b>13,5%</b>
	TVN	<b>100,0%</b>	<b>100,0%</b>	<b>15,2%</b>	<b>16,9%</b>
	TVP1	<b>100,0%</b>	<b>100,0%</b>	<b>9,3%</b>	<b>9,2%</b>
	TVP2	<b>100,0%</b>	<b>100,0%</b>	<b>8,2%</b>	<b>8,8%</b>
	TVPReg/TVP3	<b>100,0%</b>	<b>100,0%</b>	<b>5,0%</b>	<b>7,7%</b>
	<b>TOTAL</b>	<b>100,0%</b>	<b>100,0%</b>	<b>5,6%</b>	<b>7,7%</b>

## 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	Animal Planet	-	0	-	-
	C+	906	541	208,60	110,37
	CN/TCM	-	1.030	-	265,50
	Discovery	-	0	-	-
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	118	-	22,47
	POLSAT	0	0	0,00	0,00
	RTL7/TVN7	0	248	0,00	68,43
	Tele5	23	2	1,94	0,94
	TN/TVPULS	0	-	0,00	-
	TV4	120	0	72,96	0,00
	TVN	0	0	0,00	0,00
	TVP1	1.362	1.153	10.520,20	8.288,70
	TVP2	9	53	18,44	146,29
TVPReg/TVP3	9	0	11,52	0,00	
<b>TOTAL</b>	<b>2.429</b>	<b>3.145</b>	<b>10.833,66</b>	<b>8.902,70</b>	
Documentary	Animal Planet	-	7.464	-	609,80
	C+	11	40	2,67	7,92
	CN/TCM	-	0	-	0,00
	Discovery	-	16.056	-	2.753,80
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	1.773	-	192,28
	POLSAT	14	155	116,50	815,83
	RTL7/TVN7	18	0	42,46	0,00
	Tele5	272	612	56,99	138,37
	TN/TVPULS	153	-	50,22	-
	TV4	82	898	59,02	420,43
	TVN	352	19	1.376,65	74,06
	TVP1	1.231	831	10.290,65	6.302,40
	TVP2	1.184	1.470	6.199,04	6.380,94
TVPReg/TVP3	72	169	49,56	86,72	
<b>TOTAL</b>	<b>3.389</b>	<b>29.487</b>	<b>18.243,77</b>	<b>17.782,57</b>	
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Animal Planet	-	585	-	36,26
	C+	643	441	142,70	92,56
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	732	-	47,02
	POLSAT	7.176	11.988	59.216,81	50.633,58
	RTL7/TVN7	45	116	55,65	31,67
	Tele5	1.698	304	593,35	68,55
	TN/TVPULS	12	-	4,99	-
	TV4	971	1.579	1.025,96	1.133,37
	TVN	10.523	7.328	59.536,55	36.078,69
	TVP1	1.229	1.324	9.899,43	9.694,84
	TVP2	4.397	4.950	24.425,31	19.888,41
TVPReg/TVP3	82	36	70,26	18,20	
<b>TOTAL</b>	<b>26.776</b>	<b>29.383</b>	<b>154.971,01</b>	<b>117.723,14</b>	
Film, TV Films and Mini Series	Animal Planet	-	36	-	3,59
	C+	188	471	41,56	97,17
	CN/TCM	-	0	-	0,00
	Discovery	-	8	-	1,19
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	28	-	0,79
	POLSAT	2.848	4.441	34.585,89	26.449,18
	RTL7/TVN7	9.697	17.721	8.575,08	8.345,36
	Tele5	1.442	2.069	631,00	909,73
	TN/TVPULS	1.617	-	1.093,10	-
	TV4	9.492	9.092	11.521,20	9.024,75
	TVN	7.975	7.337	47.429,08	38.154,36
	TVP1	3.700	3.384	41.939,09	32.264,88
	TVP2	433	935	2.368,53	3.755,79
TVPReg/TVP3	349	25	206,56	14,95	
<b>TOTAL</b>	<b>37.741</b>	<b>45.547</b>	<b>148.391,10</b>	<b>119.021,74</b>	

## 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)	Animal Planet	-	0	-	0,00
	C+	735	844	159,91	178,37
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	396	-	24,66
	POLSAT	1.533	2.019	8.030,16	5.794,43
	RTL7/TVN7	10	0	32,67	0,00
	Tele5	189	321	43,86	47,46
	TN/TVPULS	2.425	-	1.112,16	-
	TV4	1.266	3.989	864,77	2.424,35
	TVN	6.821	10.514	30.225,78	49.399,69
	TVP1	8.422	8.394	118.124,79	106.357,50
	TVP2	5.080	3.245	29.377,84	15.361,99
	TVPReg/TVP3	4.489	10.637	4.163,59	6.236,75
<b>TOTAL</b>	<b>30.970</b>	<b>40.359</b>	<b>192.135,54</b>	<b>185.825,18</b>	
Other Magazines	Animal Planet	-	8	-	0,71
	C+	23	64	4,89	12,42
	CN/TCM	-	1	-	0,34
	Discovery	-	155	-	23,34
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	181	-	13,29
	POLSAT	0	36	0,00	95,44
	RTL7/TVN7	0	0	0,00	0,00
	Tele5	49	86	14,14	12,32
	TN/TVPULS	189	-	45,16	-
	TV4	0	1	0,00	0,34
	TVN	4	64	23,89	631,12
	TVP1	95	82	637,24	417,02
	TVP2	247	409	794,98	1.334,18
	TVPReg/TVP3	138	81	96,75	49,84
<b>TOTAL</b>	<b>745</b>	<b>1.168</b>	<b>1.617,05</b>	<b>2.590,37</b>	
Political, Religious, Philosophical, Unions programmes	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	0	14	0,00	50,67
	RTL7/TVN7	0	0	0,00	0,00
	Tele5	0	0	0,00	0,00
	TN/TVPULS	766	-	212,13	-
	TV4	0	0	0,00	0,00
	TVN	850	0	4.586,50	0,00
	TVP1	422	349	3.257,70	2.232,54
	TVP2	326	252	1.547,07	1.017,09
	TVPReg/TVP3	909	1.828	825,01	845,61
<b>TOTAL</b>	<b>3.273</b>	<b>2.443</b>	<b>10.428,41</b>	<b>4.145,90</b>	
Series and Soap	Animal Planet	-	0	-	0,00
	C+	205	275	31,57	53,10
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	539	-	83,69
	POLSAT	7.651	12.193	78.351,41	65.093,51
	RTL7/TVN7	5.442	9.290	3.922,03	2.702,02
	Tele5	2.971	962	1.105,46	303,01
	TN/TVPULS	4.487	-	2.105,44	-
	TV4	7.451	7.647	6.833,44	5.877,26
	TVN	2.265	6.831	11.776,21	25.762,31
	TVP1	1.823	2.318	21.294,03	23.449,95
	TVP2	2.783	3.173	16.684,43	19.902,25
	TVPReg/TVP3	343	481	228,30	402,95
<b>TOTAL</b>	<b>35.421</b>	<b>43.709</b>	<b>142.332,34</b>	<b>143.630,06</b>	

## 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	Animal Planet	-	0	-	0,00
	C+	98	37	21,12	7,42
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	680	381	6.743,98	2.398,49
	RTL7/TVN7	0	0	0,00	0,00
	Tele5	0	0	0,00	0,00
	TN/TVPULS	2	-	0,12	-
	TV4	911	77	1.423,72	30,42
	TVN	0	12	0,00	52,99
	TVP1	167	595	1.365,98	5.503,04
	TVP2	816	780	6.489,68	6.345,70
TVPReg/TVP3	271	556	160,98	358,96	
<b>TOTAL</b>	<b>2.945</b>	<b>2.438</b>	<b>16.205,58</b>	<b>14.697,01</b>	
Teleshopping (excl. of spots and adv. formats)	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	0	0	0,00	0,00
	RTL7/TVN7	0	0	0,00	0,00
	Tele5	0	0	0,00	0,00
	TN/TVPULS	0	-	0,00	-
	TV4	0	0	0,00	0,00
	TVN	0	0	0,00	0,00
	TVP1	0	0	0,00	0,00
	TVP2	0	0	0,00	0,00
TVPReg/TVP3	0	0	0,00	0,00	
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>	
Advertising (excl. teleshopping programme and channel self-promotion)	Animal Planet	-	-	-	-
	C+	-	-	-	-
	CN/TCM	-	-	-	-
	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	-	-	-
	POLSAT	-	-	-	-
	RTL7/TVN7	-	-	-	-
	Tele5	-	-	-	-
	TN/TVPULS	-	-	-	-
	TV4	-	-	-	-
	TVN	-	-	-	-
	TVP1	-	-	-	-
	TVP2	-	-	-	-
TVPReg/TVP3	-	-	-	-	
<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Self-promotion (presentation, trailers, title signs, channel housestyle)	Animal Planet	6.947	8.221	-	-
	C+	2.136	2.516	-	-
	CN/TCM	2.802	3.133	-	-
	Discovery	6.844	5.937	-	-
	Eurosport	-	2.603	-	-
	MiniMax/Hyper	2.812	2.453	-	-
	POLSAT	3.477	3.504	-	-
	RTL7/TVN7	2.469	2.114	-	-
	Tele5	1.422	643	-	-
	TN/TVPULS	2.837	-	-	-
	TV4	2.726	3.046	-	-
	TVN	3.821	4.197	-	-
	TVP1	1.507	1.577	-	-
	TVP2	1.183	1.165	-	-
TVPReg/TVP3	1.872	1.812	-	-	
<b>TOTAL</b>	<b>42.855</b>	<b>42.921</b>	<b>-</b>	<b>-</b>	

## 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
Others	Animal Planet	-	0	-	0,00
	C+	0	0	0,00	0,00
	CN/TCM	-	0	-	0,00
	Discovery	-	0	-	0,00
	Eurosport	-	-	-	-
	MiniMax/Hyper	-	0	-	0,00
	POLSAT	0	0	0,00	0,00
	RTL7/TVN7	0	0	0,00	0,00
	Tele5	0	0	0,00	0,00
	TN/TVPULS	0	-	0,00	-
	TV4	0	0	0,00	0,00
	TVN	0	0	0,00	0,00
	TVP1	0	0	0,00	0,00
	TVP2	0	0	0,00	0,00
	TVPReg/TVP3	0	0	0,00	0,00
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Animal Planet	6.947	16.314	0,00	650,36
	C+	4.945	5.229	613,04	559,34
	CN/TCM	2.802	4.164	0,00	265,84
	Discovery	6.844	22.156	0,00	2.778,34
	Eurosport	-	-	-	-
	MiniMax/Hyper	2.812	6.220	0,00	384,20
	POLSAT	23.379	34.731	187.044,75	151.331,14
	RTL7/TVN7	17.681	29.489	12.627,90	11.147,48
	Tele5	8.066	4.999	2.446,74	1.480,37
	TN/TVPULS	12.488	-	4.623,31	-
	TV4	23.019	26.329	21.801,08	18.910,92
	TVN	32.611	36.302	154.954,67	150.153,22
	TVP1	19.958	20.007	217.329,11	194.510,86
	TVP2	16.458	16.432	87.905,32	74.132,62
	TVPReg/TVP3	8.534	15.625	5.812,54	8.013,98
	<b>TOTAL</b>	<b>186.544</b>	<b>237.997</b>	<b>695.158,46</b>	<b>614.318,67</b>

Comment :

The slight difference in Gross Adv. Spendings between tables 6, 8, 10 and 12 (around 1 to 3%) is due to the conversion rates.



## 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	Animal Planet	-	53,5	-	0,4%
	C+	0,0	54,8	0,0%	0,4%
	CN/TCM	-	18,6	-	0,1%
	Discovery	-	1.632,2	-	12,9%
	MiniMax/Hyper	-	23,0	-	0,2%
	POLSAT	2.362,3	2.286,7	24,8%	18,0%
	RTL7/TVN7	1.292,4	1.984,5	13,5%	15,7%
	TN/TVPULS	-	-	-	-
	TV4	1.590,8	1.888,3	16,7%	14,9%
	TVN	1.945,5	1.842,5	20,4%	14,5%
	TVP1	1.073,8	1.068,6	11,3%	8,4%
	TVP2	869,7	718,6	9,1%	5,7%
	TVPReg/TVP3	317,1	1.107,0	3,3%	8,7%
<b>TOTAL</b>	<b>9.538,4</b>	<b>12.678,1</b>	<b>100,0%</b>	<b>100,0%</b>	
PRODUCTS DEDICATED TO CHILDREN	C+	-	17,6	-	0,4%
	CN/TCM	-	489,8	-	12,1%
	Discovery	-	1,0	-	0,0%
	MiniMax/Hyper	-	642,7	-	15,8%
	POLSAT	553,9	722,6	29,9%	17,8%
	RTL7/TVN7	163,5	622,9	8,8%	15,4%
	TV4	269,6	219,7	14,5%	5,4%
	TVN	537,4	766,9	29,0%	18,9%
	TVP1	204,3	397,1	11,0%	9,8%
	TVP2	103,5	162,9	5,6%	4,0%
	TVPReg/TVP3	21,3	14,1	1,1%	0,3%
<b>TOTAL</b>	<b>1.853,4</b>	<b>4.057,1</b>	<b>100,0%</b>	<b>100,0%</b>	
CLEANING PRODUCTS	Animal Planet	-	275,4	-	1,8%
	Discovery	-	413,6	-	2,7%
	POLSAT	2.075,8	3.407,7	14,1%	22,2%
	RTL7/TVN7	913,0	2.623,9	6,2%	17,1%
	Tele5	342,1	-	2,3%	-
	TN/TVPULS	669,8	-	4,6%	-
	TV4	1.750,7	1.058,7	11,9%	6,9%
	TVN	3.618,8	2.914,6	24,7%	19,0%
	TVP1	2.519,7	1.773,6	17,2%	11,6%
	TVP2	1.905,3	1.358,1	13,0%	8,8%
	TVPReg/TVP3	876,7	1.522,2	6,0%	9,9%
<b>TOTAL</b>	<b>14.671,9</b>	<b>15.347,6</b>	<b>100,0%</b>	<b>100,0%</b>	
COSMETICS/PERSONAL HYGIENE	Animal Planet	-	47,3	-	0,1%
	C+	121,4	356,8	0,5%	1,1%
	CN/TCM	-	10,1	-	0,0%
	Discovery	-	794,8	-	2,4%
	POLSAT	4.865,0	7.118,7	19,9%	21,2%
	RTL7/TVN7	2.150,9	5.950,3	8,8%	17,7%
	Tele5	1.019,7	175,6	4,2%	0,5%
	TN/TVPULS	848,2	-	3,5%	-
	TV4	4.028,6	4.177,3	16,5%	12,4%
	TVN	6.555,1	8.090,8	26,8%	24,1%
	TVP1	2.482,0	2.907,6	10,2%	8,7%
	TVP2	2.018,3	2.168,9	8,3%	6,5%
	TVPReg/TVP3	355,6	1.765,0	1,5%	5,3%
<b>TOTAL</b>	<b>24.444,7</b>	<b>33.563,1</b>	<b>100,0%</b>	<b>100,0%</b>	

## 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	
FOOD (including DRINKS)	Animal Planet	-	459,9	-	0,6%	
	C+	56,1	59,2	0,1%	0,1%	
	CN/TCM	-	1.231,8	-	1,7%	
	Discovery	-	781,9	-	1,1%	
	MiniMax/Hyper	-	1.566,9	-	2,2%	
	POLSAT	11.645,6	17.848,6	21,1%	24,8%	
	RTL7/TVN7	3.729,7	10.475,1	6,8%	14,6%	
	Tele5	1.076,6	270,3	1,9%	0,4%	
	TN/TVPULS	1.195,5	-	2,2%	-	
	TV4	7.811,4	7.712,0	14,1%	10,7%	
	TVN	13.380,0	14.628,1	24,2%	20,4%	
	TVP1	7.979,0	7.545,5	14,5%	10,5%	
	TVP2	5.766,4	5.578,3	10,4%	7,8%	
	TVPReg/TVP3	2.573,5	3.700,4	4,7%	5,1%	
	<b>TOTAL</b>	<b>55.213,7</b>	<b>71.857,9</b>	<b>100,0%</b>	<b>100,0%</b>	
NON PRESCRIPTION MEDICAL PRODUCTS	Animal Planet	-	550,5	-	1,9%	
	C+	36,7	92,9	0,2%	0,3%	
	Discovery	-	1.048,2	-	3,7%	
	POLSAT	1.520,4	3.971,5	9,9%	14,0%	
	RTL7/TVN7	1.967,1	6.504,1	12,8%	22,9%	
	Tele5	-	-	-	-	
	TN/TVPULS	924,0	-	6,0%	-	
	TV4	2.756,2	3.863,2	17,9%	13,6%	
	TVN	3.476,6	4.698,4	22,6%	16,6%	
	TVP1	2.074,2	2.353,4	13,5%	8,3%	
	TVP2	1.735,0	2.222,7	11,3%	7,8%	
	TVPReg/TVP3	883,0	3.057,3	5,7%	10,8%	
		<b>TOTAL</b>	<b>15.373,0</b>	<b>28.362,1</b>	<b>100,0%</b>	<b>100,0%</b>



## 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL	Animal Planet	-	119	-	0,4%
	C+	-	110	-	0,4%
	CN/TCM	-	72	-	0,3%
	Discovery	-	3.694	-	13,3%
	MiniMax/Hyper	-	91	-	0,3%
	POLSAT	5.442	4.965	25,5%	17,9%
	RTL7/TVN7	2.761	4.258	12,9%	15,4%
	TN/TVPULS	130	-	0,6%	-
	TV4	3.778	4.142	17,7%	15,0%
	TVN	4.535	4.174	21,3%	15,1%
	TVP1	2.210	2.320	10,4%	8,4%
	TVP2	1.770	1.588	8,3%	5,7%
	TVPReg/TVP3	706	2.153	3,3%	7,8%
<b>TOTAL</b>	<b>21.332</b>	<b>27.686</b>	<b>100,0%</b>	<b>100,0%</b>	
PRODUCTS DEDICATED TO CHILDREN	C+	-	53	-	0,5%
	CN/TCM	-	1.207	-	10,4%
	Discovery	-	2	-	0,0%
	MiniMax/Hyper	-	1.639	-	14,2%
	POLSAT	1.554	2.673	29,1%	23,1%
	RTL7/TVN7	531	1.651	10,0%	14,3%
	TV4	874	664	16,4%	5,7%
	TVN	1.426	2.167	26,7%	18,7%
	TVP1	572	1.028	10,7%	8,9%
	TVP2	320	435	6,0%	3,8%
	TVPReg/TVP3	57	42	1,1%	0,4%
<b>TOTAL</b>	<b>5.334</b>	<b>11.561</b>	<b>100,0%</b>	<b>100,0%</b>	
CLEANING PRODUCTS	Animal Planet	-	961	-	2,4%
	Discovery	-	1.480	-	3,8%
	POLSAT	5.654	10.034	14,8%	25,6%
	RTL7/TVN7	2.383	6.598	6,2%	16,8%
	Tele5	928	-	2,4%	-
	TN/TVPULS	1.828	-	4,8%	-
	TV4	4.452	2.479	11,6%	6,3%
	TVN	9.177	7.252	24,0%	18,5%
	TVP1	6.564	4.210	17,1%	10,7%
	TVP2	4.886	3.269	12,8%	8,3%
	TVPReg/TVP3	2.438	2.987	6,4%	7,6%
<b>TOTAL</b>	<b>38.310</b>	<b>39.270</b>	<b>100,0%</b>	<b>100,0%</b>	
COSMETICS/PERSONAL HYGIENE	Animal Planet	-	148	-	0,2%
	C+	344	941	0,5%	1,0%
	CN/TCM	-	20	-	0,0%
	Discovery	-	2.627	-	2,9%
	POLSAT	13.633	20.229	20,6%	22,4%
	RTL7/TVN7	5.639	16.012	8,5%	17,7%
	Tele5	2.865	399	4,3%	0,4%
	TN/TVPULS	2.142	-	3,2%	-
	TV4	10.834	10.533	16,4%	11,6%
	TVN	18.078	22.404	27,3%	24,8%
	TVP1	6.347	7.287	9,6%	8,1%
	TVP2	5.230	5.658	7,9%	6,3%
	TVPReg/TVP3	994	4.246	1,5%	4,7%
<b>TOTAL</b>	<b>66.106</b>	<b>90.504</b>	<b>100,0%</b>	<b>100,0%</b>	

## 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	
FOOD (including DRINKS)	Animal Planet	-	1.128	-	0,6%	
	C+	146	166	0,1%	0,1%	
	CN/TCM	-	2.849	-	1,5%	
	Discovery	-	1.831	-	1,0%	
	MiniMax/Hyper	-	3.818	-	2,1%	
	POLSAT	29.865	46.182	20,9%	25,0%	
	RTL7/TVN7	10.240	26.271	7,2%	14,2%	
	Tele5	2.884	1.105	2,0%	0,6%	
	TN/TVPULS	3.582	-	2,5%	-	
	TV4	19.084	19.416	13,4%	10,5%	
	TVN	34.649	38.604	24,3%	20,9%	
	TVP1	20.657	19.297	14,5%	10,5%	
	TVP2	14.916	14.580	10,5%	7,9%	
	TVPReg/TVP3	6.560	9.194	4,6%	5,0%	
	<b>TOTAL</b>	<b>142.583</b>	<b>184.441</b>	<b>100,0%</b>	<b>100,0%</b>	
NON PRESCRIPTION MEDICAL PRODUCTS	Animal Planet	-	1.292	-	1,7%	
	C+	113	199	0,3%	0,3%	
	Discovery	-	2.561	-	3,4%	
	POLSAT	3.926	9.595	8,8%	12,8%	
	RTL7/TVN7	5.278	16.617	11,8%	22,2%	
	Tele5	1.148	3.501	2,6%	4,7%	
	TN/TVPULS	2.565	-	5,7%	-	
	TV4	7.294	9.043	16,3%	12,1%	
	TVN	10.691	12.798	23,9%	17,1%	
	TVP1	5.637	5.940	12,6%	7,9%	
	TVP2	4.835	5.727	10,8%	7,7%	
	TVPReg/TVP3	3.164	7.574	7,1%	10,1%	
		<b>TOTAL</b>	<b>44.651</b>	<b>74.847</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL	Animal Planet	-	11,39	-	0,0%
	C+	-	26,99	-	0,1%
	CN/TCM	-	13,62	-	0,0%
	Discovery	-	796,84	-	1,6%
	MiniMax/Hyper	-	13,04	-	0,0%
	POLSAT	19.862,62	13.519,78	42,8%	28,0%
	RTL7/TVN7	1.258,84	1.510,93	2,7%	3,1%
	TN/TVPULS	35,01	-	0,1%	-
	TV4	2.162,31	2.182,13	4,7%	4,5%
	TVN	9.055,72	9.868,19	19,5%	20,4%
	TVP1	8.400,81	12.300,13	18,1%	25,5%
	TVP2	5.271,52	6.892,48	11,4%	14,3%
	TVPReg/TVP3	376,17	1.194,80	0,8%	2,5%
<b>TOTAL</b>	<b>46.423,00</b>	<b>48.330,31</b>	<b>100,0%</b>	<b>100,0%</b>	
PRODUCTS DEDICATED TO CHILDREN	C+	-	6,89	-	0,0%
	CN/TCM	-	288,83	-	1,8%
	Discovery	-	0,55	-	0,0%
	MiniMax/Hyper	-	293,93	-	1,8%
	POLSAT	5.966,02	4.639,58	43,9%	28,7%
	RTL7/TVN7	201,33	401,12	1,5%	2,5%
	TV4	502,93	262,88	3,7%	1,6%
	TVN	3.340,84	4.236,71	24,6%	26,2%
	TVP1	2.413,58	4.063,04	17,7%	25,1%
	TVP2	1.143,57	1.943,08	8,4%	12,0%
TVPReg/TVP3	35,66	27,83	0,3%	0,2%	
<b>TOTAL</b>	<b>13.603,94</b>	<b>16.164,44</b>	<b>100,0%</b>	<b>100,0%</b>	
CLEANING PRODUCTS	Animal Planet	-	53,21	-	0,1%
	Discovery	-	177,49	-	0,2%
	POLSAT	30.862,12	26.633,41	23,4%	29,5%
	RTL7/TVN7	1.122,46	1.877,38	0,9%	2,1%
	Tele5	282,77	-	0,2%	-
	TN/TVPULS	657,22	-	0,5%	-
	TV4	2.993,64	1.366,74	2,3%	1,5%
	TVN	27.013,87	18.296,77	20,5%	20,3%
	TVP1	42.423,28	25.349,37	32,2%	28,1%
	TVP2	24.549,53	14.673,28	18,6%	16,2%
	TVPReg/TVP3	1.803,97	1.922,73	1,4%	2,1%
<b>TOTAL</b>	<b>131.708,86</b>	<b>90.350,37</b>	<b>100,0%</b>	<b>100,0%</b>	
COSMETICS/PERSONAL HYGIENE	Animal Planet	-	9,24	-	0,0%
	C+	56,73	167,67	0,0%	0,1%
	CN/TCM	-	5,39	-	0,0%
	Discovery	-	393,17	-	0,2%
	POLSAT	70.746,25	53.621,98	35,0%	29,5%
	RTL7/TVN7	2.931,42	4.257,05	1,4%	2,3%
	Tele5	854,10	78,00	0,4%	0,0%
	TN/TVPULS	907,39	-	0,4%	-
	TV4	7.275,37	5.323,29	3,6%	2,9%
	TVN	51.046,36	53.000,83	25,2%	29,2%
	TVP1	42.095,26	39.215,88	20,8%	21,6%
	TVP2	25.650,02	23.215,39	12,7%	12,8%
	TVPReg/TVP3	660,78	2.180,00	0,3%	1,2%
<b>TOTAL</b>	<b>202.223,67</b>	<b>181.467,89</b>	<b>100,0%</b>	<b>100,0%</b>	

## 13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)		
		2002	2003	2002	2003	
FOOD (including DRINKS)	Animal Planet	-	79,25	-	0,0%	
	C+	29,10	28,12	0,0%	0,0%	
	CN/TCM	-	631,61	-	0,2%	
	Discovery	-	326,68	-	0,1%	
	MiniMax/Hyper	-	726,66	-	0,2%	
	POLSAT	139.208,43	115.684,26	28,7%	28,0%	
	RTL7/TVN7	4.922,07	6.919,81	1,0%	1,7%	
	Tele5	875,24	148,08	0,2%	0,0%	
	TN/TVPULS	1.105,90	-	0,2%	-	
	TV4	12.903,32	9.819,81	2,7%	2,4%	
	TVN	102.521,08	92.535,47	21,1%	22,4%	
	TVP1	144.383,08	119.449,67	29,8%	28,9%	
	TVP2	74.712,25	61.676,15	15,4%	14,9%	
	TVPReg/TVP3	4.464,23	4.779,61	0,9%	1,2%	
	<b>TOTAL</b>	<b>485.124,69</b>	<b>412.805,18</b>	<b>100,0%</b>	<b>100,0%</b>	
NON PRESCRIPTION MEDICAL PRODUCTS	Animal Planet	-	94,15	-	0,1%	
	C+	15,75	41,53	0,0%	0,0%	
	Discovery	-	445,21	-	0,3%	
	POLSAT	18.279,53	26.988,62	14,6%	20,0%	
	RTL7/TVN7	2.691,90	4.626,69	2,1%	3,4%	
	Tele5	312,34	708,93	0,2%	0,5%	
	TN/TVPULS	1.047,10	-	0,8%	-	
	TV4	4.645,48	4.768,35	3,7%	3,5%	
	TVN	31.409,73	34.446,23	25,0%	25,5%	
	TVP1	42.909,95	35.817,18	34,2%	26,6%	
	TVP2	22.601,23	23.217,48	18,0%	17,2%	
	TVPReg/TVP3	1.717,44	3.683,16	1,4%	2,7%	
		<b>TOTAL</b>	<b>125.630,46</b>	<b>134.837,53</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

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- A number of brands cover children oriented advertising :
  - ▶ Babies articles
  - ▶ Hygienic articles / nappies / moisturized handkerchiefs / others
  - ▶ Children cosmetics / oils / creams / powders / shampoo / others
  - ▶ Children products - group advertising
  - ▶ Toys
  - ▶ Children food and drinks / gruel and paste, finished dishes / juices and drinks for children / others