

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

Romania – Report 3 (13/18)

Stages B and C

V.3.3.

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I. About Channels in Romania

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage* *covering at least 80% of the national population	Acasa TV	Commercial channel free to air	Fiction	12
	Antena 1	Commercial channel free to air	Mainstream	12
	Prima TV	Commercial channel free to air	Mainstream	12
	Pro TV	Commercial channel free to air	Mainstream	12
	TVR 1	Public service	Mainstream	12
	TVR 2	Public service	Mainstream	12
	TVR Cultural	Public service	Mainstream	12
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	3 TV CRAIOVA	Commercial channel free to air	Mainstream	12
	3 TV DEVA	Commercial channel free to air	Mainstream	12
	57 PLUS	Commercial channel free to air	Mainstream	12
	C41	Commercial channel free to air	Mainstream	12
	CANAL PLUS	Commercial channel free to air	Mainstream	12
	CBN	Commercial channel free to air	Mainstream	12
	EUROPA NOVA	Commercial channel free to air	Mainstream	12
	P+	Commercial channel free to air	Mainstream	12
	RCS	Commercial channel free to air	Mainstream	12
	RTT	Commercial channel free to air	Mainstream	12
	RTV ARAD	Commercial channel free to air	Mainstream	12
	RTV SIBIU	Commercial channel free to air	Mainstream	12
	SUPER NOVA	Commercial channel free to air	Mainstream	12
	TV ETALON	Commercial channel free to air	Mainstream	12
	TV GALATI	Commercial channel free to air	Mainstream	12
	TV NEPTUN	Commercial channel free to air	Mainstream	12
	TV VALCEA 1	Commercial channel free to air	Mainstream	12
	TV VALCEA 2	Commercial channel free to air	Mainstream	12
	TVR CLUJ	Public service	Mainstream	12
	TVR CRAIOVA	Public service	Mainstream	12
	TVR IASI	Public service	Mainstream	12
	TVR TIMISOARA	Public service	Mainstream	12

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	DSF	Commercial channel free to air		
	DUNA TV	Public service	Mainstream	
	EFIR 2	Please refer to Chap.I of the economical report of the concerned country		
	France 2	Public service	Mainstream	
	KANAL 1	Public service	Mainstream	
	M6	Commercial channel free to air	Mainstream	
	Mezzo	Commercial channel free to air	Classical Music	
	MTV1	Public service	Entertainment (incl. Modern Music)	
	MTV2	Public service	Entertainment (incl. Modern Music)	
	MUZZIK	Commercial channel free to air	Classical Music	
	ONYX	Commercial channel free to air	Entertainment (incl. Modern Music)	
	PRO 7	Commercial channel free to air	Mainstream	
	RAI1	Public service	Mainstream	
	RAI2	Public service	Mainstream	
	RAI3	Public service	Mainstream	
	RTL	Commercial channel free to air	Mainstream	
	RTL II	Commercial channel free to air		
	RTP	Public service		
	SAT 1	Commercial channel free to air	Mainstream	
	SHOW	Commercial channel free to air	Mainstream	
	STAR	Commercial channel free to air	Mainstream	
	Super RTL	Commercial channel free to air	Mainstream	
	TF1	Commercial channel free to air	Mainstream	
	TV2	Please refer to Chap.I of the economical report of the concerned country		
	TV3	Please refer to Chap.I of the economical report of the concerned country		
	VH1	Commercial channel free to air	Classical Music	
	VIVA	Commercial channel free to air	Entertainment (incl. Modern Music)	
	VOX	Commercial channel free to air	Mainstream	
	ZDF	Public service	Mainstream	

1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
International Channels (Worldwide models)	3 SAT	Please refer to Chap.I of the economical report of the concerned country		
	Animal Planet	Commercial channel free to air	documentary	
	ARTE	Public service		
	AXN	Commercial channel free to air	movies, documentary	
	BBC WORLD	Commercial channel free to air	Information / Business	
	Cartoon Network	Commercial channel free to air	Children	no limit
	CNBC	Please refer to Chap.I of the economical report of the concerned country		
	CNN	Commercial channel free to air	Information / Business	
	Discovery Science	Commercial channel free to air	documentary	
	Discovery Civilisation	Commercial channel free to air	documentary	
	Discovery TV	Commercial channel free to air	documentary	no limit
	EURO NEWS	Please refer to Chap.I of the economical report of the concerned country		
	EUROSPORT	Commercial channel free to air	sport	
	FASHION TV	Commercial channel free to air		
	Fox Kids	Commercial channel free to air	Children	no limit
	Hallmark	Commercial channel free to air		
	Minimax	Commercial channel free to air	Children	
	MTV Romania	Commercial channel free to air	Entertainment (incl. Modern Music)	
	National Geographic	Commercial channel free to air	documentary	
	NBC	Please refer to Chap.I of the economical report of the concerned country		
	Pax TV	Commercial channel free to air	documentary	
	Reality TV	Commercial channel free to air		
	Romantica	Commercial channel free to air		
TRAVEL CHANNEL	Commercial channel free to air	documentary		
TV5	Public service	Mainstream		
TVF	Public service	Mainstream		
TVR International	Commercial channel free to air			
Other Channels	B1 TV	Commercial channel free to air	Mainstream	12
	Etno TV	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	HBO	Pay TV (no advertising)		
	National TV	Commercial channel free to air	Mainstream	12
	Realitatea TV	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	Tele 7abc	Commercial channel free to air	Mainstream	12
	TV Sport	Commercial channel free to air	Sports	12
	TVKlumea	Commercial channel free to air	Entertainment (incl. Modern Music)	12

1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Channels with a national coverage*	Acasa TV	Analogical	Satellite dishes free	Transmission by satellite and taken over by cable. High affinity for women target group.
	Antena 1	Analogical	Satellite dishes free	Transmission by satellite and taken over by cable
	Prima TV	Analogical	TV Cable	Programme types: general info, documentary, movies, series
	Pro TV	Analogical	Satellite dishes free	Transmission by satellite and taken over by cable
	TVR 1	Analogical	Terrestrial (Hertzian)	TVR 1 is the main public TV channel. Programme types: general info, news, movies. It is the only TV station which has programmes in minorities' language
	TVR 2	Analogical	Terrestrial (Hertzian)	Programme types: general info, documentary, movies, series
	TVR Cultural	Analogical	TV Cable	Main programmes are focused on culture and arte
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	3 TV CRAIOVA	Analogical	TV Cable	Local station - info about local news.
	3 TV DEVA	Analogical		Local station - info about local news.
	57 PLUS	Analogical	TV Cable	Local station - info about local news.
	C41	Analogical	Terrestrial (Hertzian)	Local station - info about local news.
	CANAL PLUS	Analogical		Local station - info about local news.
	CBN	Analogical	Terrestrial (Hertzian)	Local station - info about local news.
	EUROPA NOVA	Analogical	Terrestrial (Hertzian)	Local station - info about local news.
	P+	Analogical	Terrestrial (Hertzian)	Local station - info about local news.
	RCS	Analogical	TV Cable	Local station - info about local news.
	RTT	Analogical	Terrestrial (Hertzian)	Local station - info about local news.
	RTV ARAD	Analogical		Local station - info about local news.
	RTV SIBIU	Analogical		Local station - info about local news.
	SUPER NOVA	Analogical		Local station - info about local news.
	TV ETALON	Analogical		Local station - info about local news.
	TV GALATI	Analogical		Local station - info about local news.
	TV NEPTUN	Analogical	Terrestrial (Hertzian)	Local station - news, movies, reportage
	TV VALCEA 1	Analogical		Local station - no available info about main programmes
	TV VALCEA 2	Analogical		Local station - no available info about main programmes
	TVR CLUJ	Analogical	TV Cable	On air: 7 hours/ week, generalist programmes
	TVR CRAIOVA	Analogical	TV Cable	On air: 2 hours/ week, generalist programmes
TVR IASI	Analogical	TV Cable	On air: 6 hours/ week, generalist programmes	
TVR TIMISOARA	Analogical	TV Cable	On air: 5 hours/ week, generalist programmes	

1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	DSF			
	DUNA TV	Numerical / digital	TV Cable	It is included in the base programme package delivered by all cable providers
	EFIR 2			
	France 2	Numerical / digital	Satellite dishes free	Only satellite diffusion
	KANAL 1	Numerical / digital	Satellite dishes free	Only satellite diffusion
	M6	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	Mezzo	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	MTV1	Numerical / digital	Satellite dishes free	Only satellite diffusion
	MTV2	Numerical / digital	Satellite dishes free	Only satellite diffusion
	MUZZIK	Numerical / digital	Satellite dishes free	Only satellite diffusion
	ONYX	Numerical / digital	TV Cable	It is included in extra programme package delivered by all cable providers
	PRO 7	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	RAI1	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	RAI2	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	RAI3	Numerical / digital	Satellite dishes free	Only satellite diffusion
	RTL	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	RTL II			
	RTP			
	SAT 1	Numerical / digital	Satellite dishes free	Only satellite diffusion
	SHOW	Numerical / digital	Satellite dishes free	Only satellite diffusion
	STAR	Numerical / digital	Satellite dishes free	Only satellite diffusion
	Super RTL	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	TF1	Numerical / digital	Satellite dishes free	Only satellite diffusion
	TV2			
	TV3			
	VH1	Numerical / digital	TV Cable	
	VIVA	Numerical / digital	Satellite dishes free	Only satellite diffusion
	VOX	Numerical / digital	Satellite dishes free	Only satellite diffusion
	ZDF	Numerical / digital	Satellite dishes free	Only satellite diffusion

1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
International Channels (Worldwide models)	3 SAT			
	Animal Planet	Numerical / digital	TV Cable	
	ARTE			
	AXN	Numerical / digital	TV Cable	European and international programming that includes action series and movies, adventure reality and action animation. programmes subtitled in Romanian language.
	BBC WORLD	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	Cartoon Network	Numerical / digital	TV Cable	
	CNBC			
	CNN	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	Dicovery Sience	Numerical / digital	TV Cable	programmes subtitled in Romanian language. It is included in extra programme package delivered by the cable providers
	Discovery Civilisation	Numerical / digital	TV Cable	programmes subtitled in Romanian language. It is included in extra programme package delivered by the cable providers
	Discovery TV	Numerical / digital	TV Cable	
	EURO NEWS			
	EUROSPORT	Numerical / digital	TV Cable	programmes subtitled in Romanian language. Included in base programme package delivered by all cable providers
	FASHION TV	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	Fox Kids	Numerical / digital	TV Cable	
	Hallmark	Numerical / digital	TV Cable	programmes subtitled in Romanian language. Included in base programme package delivered by all cable providers
	Minimax	Numerical / digital	TV Cable	
	MTV Romania	Numerical / digital	TV Cable	
	National Geographic	Numerical / digital	TV Cable	
	NBC			
	Pax TV	Numerical / digital	TV Cable	programmes subtitled in Romanian language. Included in base programme package delivered by all cable providers
	Reality TV	Numerical / digital	TV Cable	programmes subtitled in Romanian language. Included in base programme package delivered by all cable providers
	Romantica	Numerical / digital	TV Cable	programmes subtitled in Romanian language. Main programmes: telenovelas and latino music. Included in base programme package delivered by all cable providers
	TRAVEL CHANNEL	Numerical / digital	TV Cable	programmes subtitled in Romanian language. It is included in extra programme package delivered by the cable providers
	TV5	Numerical / digital	TV Cable	It is included in base programme package delivered by all cable providers
	TVE	Numerical / digital	Satellite dishes free	Only satellite diffusion
	TVR International	Numerical / digital	TV Cable	Romanian TV Station for the Romanians abroad
Other Channels	B1 TV	Numerical / digital	TV Cable	
	Etno TV	Numerical / digital	TV Cable	Only traditional Romanian music
	HBO	Numerical / digital	TV Cable	Movies, sports, music concerts
	National TV	Numerical / digital	TV Cable	
	Realitatea TV	Numerical / digital	TV Cable	News channel
	Tele 7abc	Numerical / digital	TV Cable	
	TV Sport	Numerical / digital	TV Cable	
	TVKlumea	Numerical / digital	TV Cable	Mainly Romanian music

Comments about broadcasters

- All cable providers have basic programme packages for subscribers and extra packages. The base packages included all Romanian TV channels + channels subtitled in Romanian as well as other international and non-domestic channels. The extra packages included base package + Discovery Civilisation, Discovery Science, Travel Channels, ONYX, etc.
- Realitatea TV was launched on 28 of October 2002.
Etno TV was launched on 1 December 2002.
Fox Kids broadcasts 13 hours per day.
National TV was launched on 1 October 2003.
TV Sport was launched on 10 October 2003.
National Geographic was launched on 10 October 2003.

2. TV day parts definitions in Romania:

TAB2a

	Main dayparts	Aged 18+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-26h00	16,2	16,5
Morning	07h00-12h00	9,6	9,7
Day Time	12h00-17h00	14,7	14,9
Pre Prime Time	17h00-19h00	25	27
Prime Time	19h00-23h	40,1	40,2
Night Time	23h-26h00	15	15
<i>Universes :</i>		16.098.000	16.222.000
<i>Sources :</i>		TNS-AGB International	TNS-AGB International

TAB2b

	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-26h00	13,9	13,7
Morning	07h00-12h00	13,0	12,6
Day Time	12h00-17h00	14,6	15,4
Pre Prime Time	17h00-19h00	19,3	21,1
Prime Time	19h00-23h	30,4	29,0
Night Time	23h-26h00	9,6	8,4
<i>Universes :</i>		2.321.000	2.395.000
<i>Sources :</i>		TNS-AGB International	TNS-AGB International

* 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 18+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	16,2	16,5	13,9	13,7
Channels with a national coverage	Acasa TV	6,2	6,7	5,0	5,8
	Antena 1	13,6	13,3	10,8	10,2
	Prima TV	5,6	5,5	5,8	5,1
	Pro TV	15,4	15,8	12,2	13,1
	TVR 1	34,6	28,5	36,0	25,5
	TVR 2	4,9	6,7	6,5	10,2
	TVR Cultural	-	-	-	-
Local Channels	3 TV CRAIOVA	-	-	-	-
	3 TV DEVA	-	-	-	-
	57 PLUS	-	-	-	-
	C41	-	-	-	-
	CANAL PLUS	-	-	-	-
	CBN	-	-	-	-
	EUROPA NOVA	-	-	-	-
	P+	-	-	-	-
	RCS	-	-	-	-
	RTT	-	-	-	-
	RTV ARAD	-	-	-	-
	RTV SIBIU	-	-	-	-
	SUPER NOVA	-	-	-	-
	TV ETALON	-	-	-	-
	TV GALATI	-	-	-	-
	TV NEPTUN	-	-	-	-
	TV VALCEA 1	-	-	-	-
	TV VALCEA 2	-	-	-	-
	TVR CLUJ	-	-	-	-
	TVR CRAIOVA	-	-	-	-
TVR IASI	-	-	-	-	
TVR TIMISOARA	-	-	-	-	
Non-domestic Channels	DSF	-	-	-	-
	DUNA TV	-	-	-	-
	EFIR 2	-	-	-	-
	France 2	-	-	-	-
	KANAL 1	-	-	-	-
	M6	-	-	-	-
	Mezzo	-	-	-	-
	MTV1	-	-	-	-
	MTV2	-	-	-	-
	MUZZIK	-	-	-	-
	ONYX	-	-	-	-
	PRO 7	-	-	-	-
	RAI1	-	-	-	-
	RAI2	-	-	-	-
	RAI3	-	-	-	-
	RTL	-	-	-	-
	RTL II	-	-	-	-
	RTP	-	-	-	-
	SAT 1	-	-	-	-
	SHOW	-	-	-	-
	STAR	-	-	-	-
	Super RTL	-	-	-	-
	TF1	-	-	-	-
	TV2	-	-	-	-
	TV3	-	-	-	-
	VH1	-	-	-	-
VIVA	-	-	-	-	
VOX	-	-	-	-	
ZDF	-	-	-	-	

3. Audience Share* - All Day

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

TAB3b

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	16,2	16,5	13,9	13,7
International Channels (Worldwide models)	3 SAT				
	Animal Planet	0,6	0,6	0,7	0,7
	ARTE	-	-	-	-
	AXN	-	-	-	-
	BBC WORLD	-	-	-	-
	Cartoon Network	0,0	0,6	0,0	3,6
	CNBC	-	-	-	-
	CNN	-	-	-	-
	Discovery Science	-	-	-	-
	Discovery Civilisation	-	-	-	-
	Discovery TV	0,6	1,2	0,7	0,7
	EURO NEWS	-	-	-	-
	EUROSPORT	-	-	-	-
	FASHION TV	-	-	-	-
	Fox Kids	0,6	0,6	4,3	5,8
	Hallmark	-	-	-	-
	Minimax	0,6	0,6	1,4	3,6
	MTV Romania	0,6	0,6	0,7	0,7
	National Geographic	0,6	0,6	0,7	0,7
	NBC	-	-	-	-
	Pax TV	-	-	-	-
	Reality TV	-	-	-	-
	Romantica	-	-	-	-
TRAVEL CHANNEL	-	-	-	-	
TV5	-	-	-	-	
TVE	-	-	-	-	
TVR International	-	-	-	-	
Other Channels	B1 TV	0,6	1,8	0,7	0,7
	Etno TV	0,6	1,2	1,4	1,5
	HBO	-	-	-	-
	National TV	0,0	0,6	0,0	0,7
	Realitatea TV	0,6	2,4	0,7	0,7
	Tele 7abc	1,2	1,2	0,7	0,7
	TV Sport	0,0	0,6	0,0	0,0
TVKlumea	1,2	1,2	2,2	2,2	
TOTAL		88,3	90,3	90,6	92,7

3. Audience Share* - Prime Time

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

TAB3c

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	40,1	40,2	30,4	29
Channels with a national coverage	Acasa TV	7,0	7,7	5,9	7,2
	Antena 1	15,5	16,7	13,5	14,5
	Prima TV	6,2	6,0	6,6	6,2
	Pro TV	16,2	16,9	15,8	17,6
	TVR 1	36,4	29,4	38,8	27,6
	TVR 2	3,7	6,0	3,6	7,9
	TVR Cultural	-	-	-	-
Local Channels	3 TV CRAIOVA	-	-	-	-
	3 TV DEVA	-	-	-	-
	57 PLUS	-	-	-	-
	C41	-	-	-	-
	CANAL PLUS	-	-	-	-
	CBN	-	-	-	-
	EUROPA NOVA	-	-	-	-
	P+	-	-	-	-
	RCS	-	-	-	-
	RTT	-	-	-	-
	RTV ARAD	-	-	-	-
	RTV SIBIU	-	-	-	-
	SUPER NOVA	-	-	-	-
	TV ETALON	-	-	-	-
	TV GALATI	-	-	-	-
	TV NEPTUN	-	-	-	-
	TV VALCEA 1	-	-	-	-
	TV VALCEA 2	-	-	-	-
	TVR CLUJ	-	-	-	-
	TVR CRAIOVA	-	-	-	-
TVR IASI	-	-	-	-	
TVR TIMISOARA	-	-	-	-	
Non-domestic Channels	DSF	-	-	-	-
	DUNA TV	-	-	-	-
	EFIR 2	-	-	-	-
	France 2	-	-	-	-
	KANAL 1	-	-	-	-
	M6	-	-	-	-
	Mezzo	-	-	-	-
	MTV1	-	-	-	-
	MTV2	-	-	-	-
	MUZZIK	-	-	-	-
	ONYX	-	-	-	-
	PRO 7	-	-	-	-
	RAI1	-	-	-	-
	RAI2	-	-	-	-
	RAI3	-	-	-	-
	RTL	-	-	-	-
	RTL II	-	-	-	-
	RTP	-	-	-	-
	SAT 1	-	-	-	-
	SHOW	-	-	-	-
	STAR	-	-	-	-
	Super RTL	-	-	-	-
	TF1	-	-	-	-
	TV2	-	-	-	-
	TV3	-	-	-	-
	VH1	-	-	-	-
	VIVA	-	-	-	-
	VOX	-	-	-	-
	ZDF	-	-	-	-

3. Audience Share* - Prime Time

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

TAB3d

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	40,1	40,2	30,4	29
International Channels (Worldwide models)	3 SAT	-	-	-	-
	Animal Planet	0,2	0,2	0,3	0,3
	ARTE	-	-	-	-
	AXN	-	-	-	-
	BBC WORLD	-	-	-	-
	Cartoon Network	0,2	0,5	0,0	2,8
	CNBC	-	-	-	-
	CNN	-	-	-	-
	Discovery Science	-	-	-	-
	Discovery Civilisation	-	-	-	-
	Discovery TV	0,5	0,7	0,3	0,3
	EURO NEWS	-	-	-	-
	EUROSPORT	-	-	-	-
	FASHION TV	-	-	-	-
	Fox Kids	0,2	0,2	0,3	1,4
	Hallmark	-	-	-	-
	Minimax	0,0	0,2	0,3	1,0
	MTV Romania	0,2	0,2	0,3	0,3
	National Geographic	0,2	0,2	0,3	0,3
	NBC	-	-	-	-
	Pax TV	-	-	-	-
	Reality TV	-	-	-	-
	Romantica	-	-	-	-
TRAVEL CHANNEL	-	-	-	-	
TV5	-	-	-	-	
TVE	-	-	-	-	
TVR International	-	-	-	-	
Other Channels	B1 TV	0,7	1,5	0,3	0,7
	Etno TV	0,2	0,5	0,3	0,7
	HBO	-	-	-	-
	National TV	0,0	0,2	0,0	0,3
	Realitatea TV	0,5	1,5	0,3	0,7
	Tele 7abc	0,2	0,5	0,3	0,3
	TV Sport	0,0	0,2	0,0	0,3
TVKlumea	0,5	0,7	1,3	1,4	
TOTAL		89,0	90,3	88,8	92,1

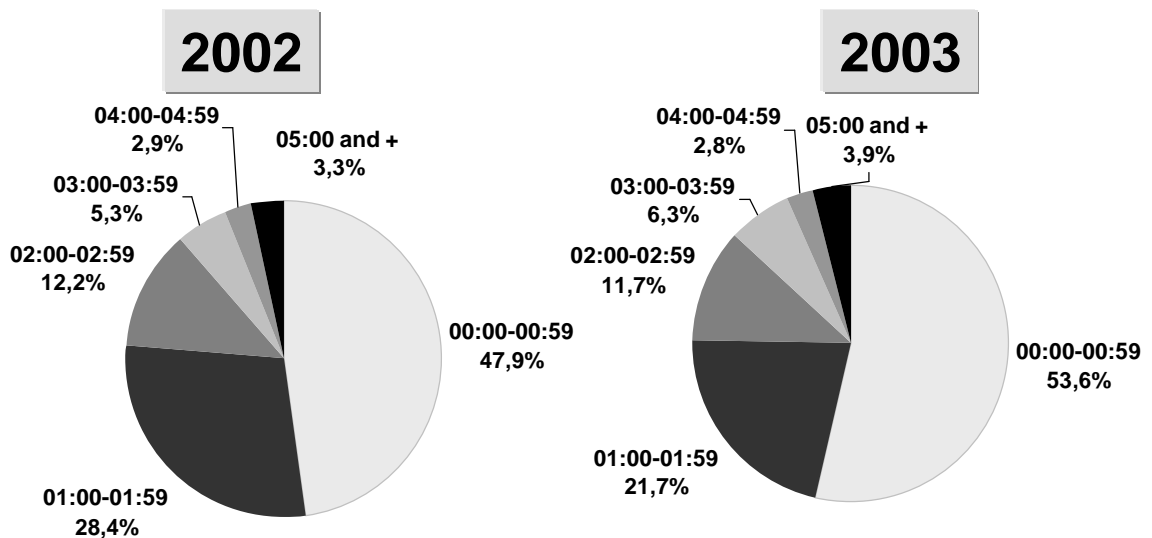
Comments about Audience Share

- The total audience share is different from 100. This is due to the channels with very low rating, under “Other Cable” and “Other Off Air”.
- For the channels which were not included in the advertising and programmes analysis, data are only available by time slot because these channels were not monitored in terms of programmes and advertising.



II. Advertising

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



Average duration: number of seconds: **87**

Total number of blocks:
170.433

Average number of blocks by channel in a day : **26**

Average duration: number of seconds: **83**

Total number of blocks:
294.602

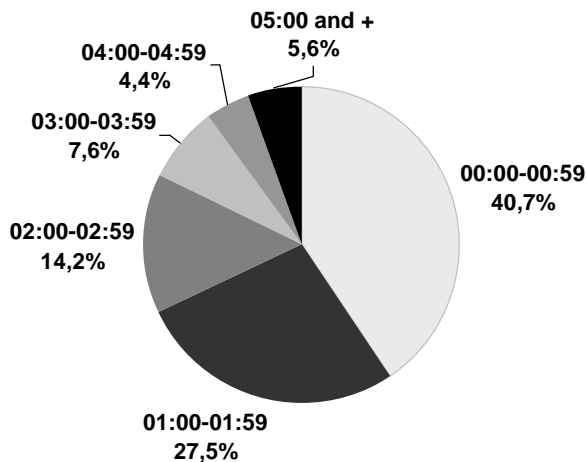
Average number of blocks by channel in a day : **45**

18 channels covered: Pro TV, Antena 1, TVR1, TVR2, Prima TV, Acasa TV, MTV Ro, TVKlumea, Discovery, Realitatea TV, B1TV, National TV, Minimax, Fox Kids, Tele 7 abc, TV Sport, Etno TV, National Geographic
Audience Share: 89,1% (All Day – 2003 – Target Adults 18+)

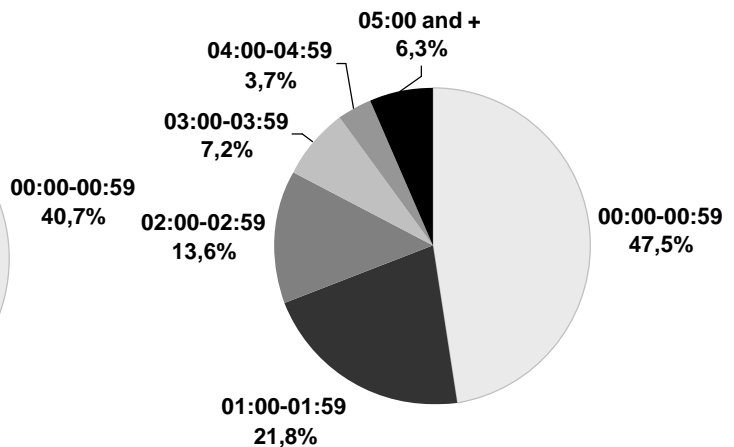
* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

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

2002



2003



Average duration: number of seconds: **105**

Total number of blocks: **51.738**

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

Average duration: number of seconds: **98**

Total number of blocks: **73.595**

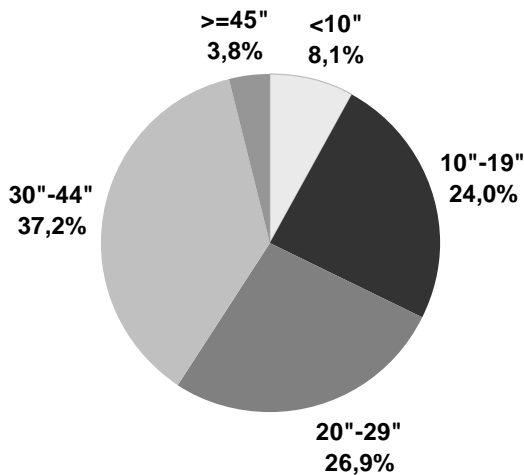
Average number of blocks by channel in a day : **11**

18 Channels covered: Pro TV, Antena 1, TVR1, TVR2, Prima TV, Acasa TV, MTV Ro, TVKlumea, Discovery, Realitatea TV, B1TV, National TV, Minimax, Fox Kids, Tele 7 abc, TV Sport, Etno TV, National Geographic
Audience Share: 89,6% (Prime Time – 2003 – Target Adults 18+)

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

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

2002

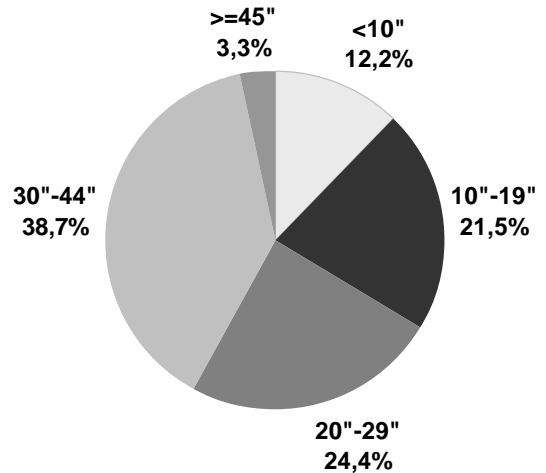


Average duration: number of seconds: **26,9**

Total number of spots broadcast: **559.015**

Average number of spots by channel in a day : **85**

2003



Average duration: number of seconds: **27,1**

Total number of spots broadcast: **960.507**

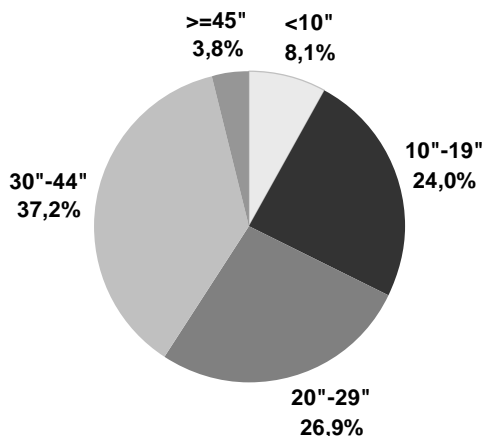
Average number of spots by channel in a day : **146**

18 channels covered: Pro TV, Antena 1, TVR1, TVR2, Prima TV, Acasa TV, MTV Ro, TVKlumea, Discovery, Realitatea TV, B1TV, National TV, Minimax, Fox Kids, Tele 7 abc, TV Sport, Etno TV, National Geographic
Audience Share: 89,1% (All Day – 2003 – Target Adults 18+)

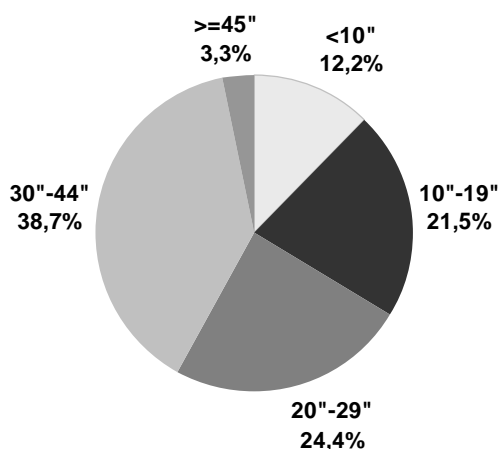
Source: TNS-AGB International

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

2002



2003



Average duration: number of seconds: **26,1**

Total number of spots broadcast: **208.537**

Average number of spots by channel in a day : **32**

Average duration: number of seconds: **25,3**

Total number of spots broadcast: **285.927**

Average number of spots by channel in a day : **44**

18 channels covered: Pro TV, Antena 1, TVR1, TVR2, Prima TV, Acasa TV, MTV Ro, TVKlumea, Discovery, Realitatea TV, B1TV, National TV, Minimax, Fox Kids, Tele 7 abc, TV Sport, Etno TV, National Geographic
Audience Share: 89,6% (Prime Time – 2003 – Target Adults 18+)

6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
Pro TV	324.666 €	
Prima TV	225.261 €	
Antena 1	210.603 €	
TVR 1	138.971 €	
Acasa	57.467 €	% of tot TV in 2002
TOTAL	956.968 €	98,0%

gross income 2003 in (000) euros		
Prima TV	327.406 €	
Pro TV	309.603 €	
Antena 1	187.039 €	
TVR 1	164.307 €	
Acasa	73.261 €	% of tot TV in 2003
TOTAL	1.061.616 €	92,8%

conversion rates for 1 euro :

2002 : 1 EUR=0.945 USD

2003 : 1 EUR=1.133 USD

Comments:

- In terms of audience, Pro TV, Antena 1 and TVR 1 are in the top 3 both years. Prima TV ranks last in terms of audience, but rate cards are very high.
- TVR 1 channel (public TV station) is not allowed to place advertising in its programmes, but only in the breaks between programmes.

7. National Advertising Category: Definitions (1)

Advertising

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

7. National Advertising Category: Definitions (2)

Sponsoring

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

Teleshopping

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

7. National Advertising Category: National Measurements

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

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

7. National Advertising Category: National Measurements

		Comments	Sources
Advertising			
Advertising Spots			TNS-AGB International
Advertising Spots linked with sponsoring			TNS-AGB International
Splitscreen			
Public Interest messages			TNS-AGB International
Isolated Spot	Named Solo spot and has the same characteristics as other spots		TNS-AGB International
Insert or Product Placement			TNS-AGB International
Verbal reference			
Sponsoring			
Sponsoring (Billboard Spots)			TNS-AGB International
BreakBumper			
Sponsored Self-Promotion Spots (trailers)			TNS-AGB International
Infomercial / programming			TNS-AGB International
Bartering	Included in Product placement category without price		TNS-AGB International
Virtual Advertising			
Injection / pop up's	Used especially in football matches but included in Isolated spot category		TNS-AGB International
Scoreboards / chronowatches	Included in Isolated spot category		TNS-AGB International
Teleshopping			
Direct Response TV Spots			
Teleshopping Spots			

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

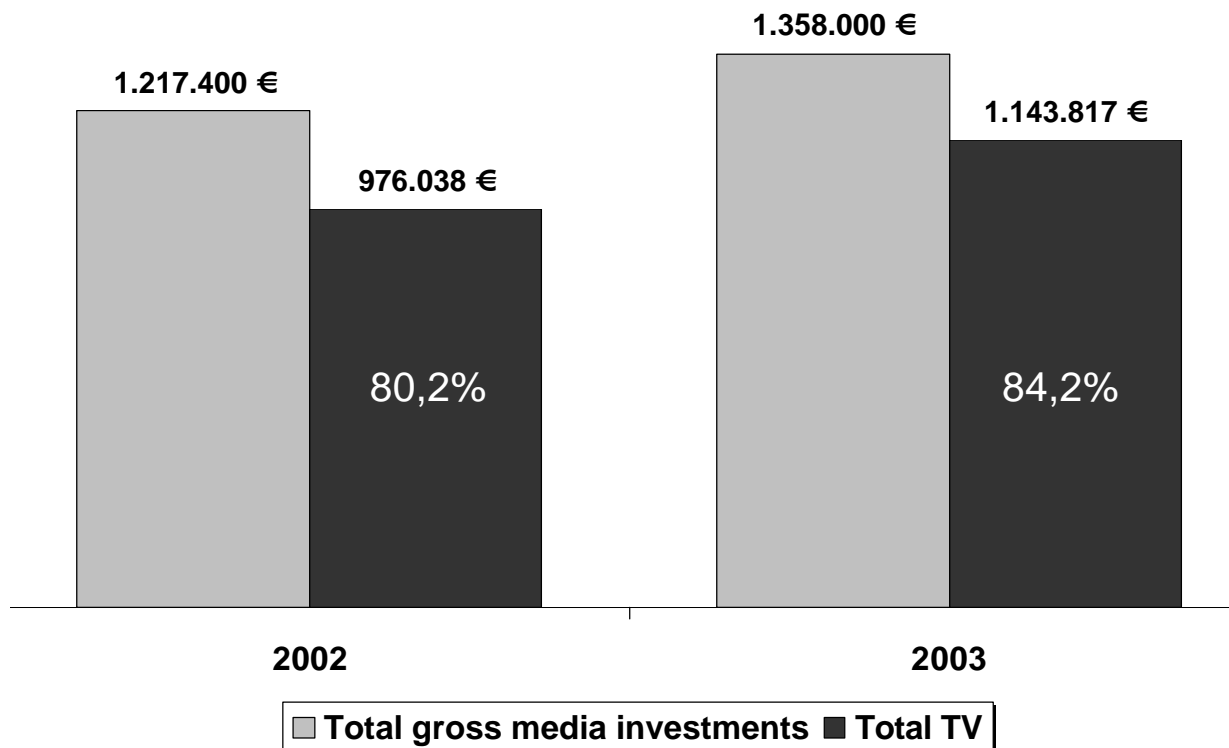
7. National Advertising Category: National Measurements

	Definitions	Sources	Could you give an estimation of the % of the total TV investments that this ad category represents ?	Examples
Cooperate adv.	TV advertising spot which includes 2 different brands from different categories	TNS-AGB International	1,4	It is very much used for advertising a HH appliance (Whirlpool) and a chain of shops.
Tag	Short version of a spot which is broadcasted in the same break but after other 2 or 3 spots	TNS-AGB International	0,1	
Tease	Spots with no clear precision of the name of the brand	TNS-AGB International	0,2	
Advice Message	Warning message - without price.	TNS-AGB International	2,0	Example: "Read carefully the label and the indication" or "Alcohol in excess can damage your health."

Are they measured ? Please specify value definition modes...			
	... for audience ?	... for investment ?	Comments
Cooperate adv.	Yes	Yes	The spot has the characteristics of a normal spot
Tag	Yes	Yes	The spot has the characteristics of a normal spot
Tease	Yes	Yes	The spot has the characteristics of a normal spot
Advice Message	Yes	No	Category without costs

8. Media Investments

Rate cards * - in 000 EURO



Comments:

- Pro TV, Antena1, Acasa TV and Prima TV introduced the “Premium programme” concept and increased the time slot fragmentation from a cost point of view. Due to the sold-out situation, TV stations did not have a flexible negotiation policy.
- 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
Acasa TV	524.768	523.369	87.597	87.599
Antena 1	521.799	521.505	87.597	87.595
B 1 TV	518.229	507.332	87.536	87.548
Discovery	427.547	525.222	87.589	87.566
Etno TV	44.292	523.161	7.601	87.324
Fox Kids	-	283.081	-	18.384
Minimax	-	393.803	-	36.715
MTV Ro	523.744	523.547	87.564	87.485
National Geographic	-	122.660	-	22.404
National TV	-	123.647	-	23.318
Prima TV	434.127	460.742	87.592	87.593
Pro TV	524.611	523.543	87.600	87.600
Realitatea TV	91.833	521.906	19.686	87.470
Tele 7 ABC	-	503.059	-	87.417
TV Sport	-	117.240	-	19.663
TVKlumea	523.639	523.862	87.356	87.587
TVR 1	523.898	523.864	87.594	87.597
TVR 2	523.699	523.559	87.598	87.600
Total number of minutes	5.182.184	7.745.102	902.911	1.258.464
Average Number of hours / day	237	354	41	57
Maximum Potential per year in "nbr of minutes"	525.600	525.600	87.600	87.600
Source:	TNS-AGB International	TNS-AGB International	TNS-AGB International	TNS-AGB International

Comments:

- For the following channels: Tele 7 ABC, Fox Kids, National TV, Minimax, TV Sport and National Geographic, there were no data available about programmes and advertising in 2002.
- The differences between the real day parts and the maximum potential are due to new channels:
 - Realitatea TV was launched on 28 October 2002.
 - Etno TV was launched on 1 December 2002.
 - National TV was launched on 1 October 2003.
 - TV Sport was launched on 10 October 2003.
 - National Geographic was launched on 10 October 2003.
- On the other hand, some channels do not broadcast during the whole day:
 - Minimax was launched on 1 March 2003 and broadcasts 18,5 hours per day
 - Fox Kids broadcasts 13 hours per day
- In general, all the main channels broadcast 24 hours per day. Technical failures, technical revision or logo images of the channels using the logo as a pause during the night period were excluded from the broadcasting period.
- Therefore, Romania's proportions will be based on real day parts in the whole report.

10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Acasa TV	40.795	67.166	57.466,57	73.261,23
	Antena 1	91.324	114.302	210.603,24	187.039,08
	B 1 TV	29.569	44.201	20.687,88	47.801,94
	Discovery	6.243	17.983	1.745,67	3.894,26
	Etno TV	971	22.736	296,80	6.558,03
	Fox Kids	-	16.025	-	2.692,52
	Minimax	-	4.751	-	546,65
	MTV Ro	47.892	108.265	5.093,30	50.069,95
	National Geographic	-	3.806	-	726,50
	National TV	-	7.330	-	6.464,27
	Prima TV	96.561	135.049	225.261,42	327.406,25
	Pro TV	102.590	117.790	324.666,25	309.602,62
	Realitatea TV	8.393	54.408	3.310,51	22.171,48
	Tele 7 ABC	-	21.433	-	5.371,38
	TV Sport	-	4.668	-	5.998,08
	TVKlumea	52.528	107.166	2.857,85	2.834,81
	TVR 1	57.423	73.828	138.971,07	164.306,72
TVR 2	24.726	39.600	11.206,47	16.877,07	
TOTAL	559.015	960.507	1.002.167,03	1.233.622,82	
Advertising Spots	Acasa TV	34.187	55.360	52.755,11	65.029,27
	Antena 1	73.883	94.957	192.190,16	164.380,00
	B 1 TV	26.818	37.477	19.635,32	45.450,90
	Discovery	4.640	17.153	1.480,74	3.672,71
	Etno TV	913	17.792	287,75	5.553,65
	Fox Kids	-	13.952	-	2.484,91
	Minimax	-	4.358	-	493,34
	MTV Ro	36.804	68.952	4.167,43	38.128,30
	National Geographic	-	3.069	-	624,10
	National TV	-	5.821	-	5.705,09
	Prima TV	78.075	103.486	201.068,63	274.406,04
	Pro TV	75.334	93.230	278.714,04	266.515,82
	Realitatea TV	5.374	30.873	2.644,43	16.038,68
	Tele 7 ABC	-	17.257	-	4.592,86
	TV Sport	-	4.169	-	5.560,92
	TVKlumea	48.496	88.250	2.678,98	2.518,40
	TVR 1	45.380	53.668	126.580,99	135.986,27
TVR 2	20.693	29.610	10.236,00	14.162,67	
TOTAL	450.597	739.434	892.439,58	1.051.303,92	
Advertising Spots linked with sponsoring	Acasa TV	1.834	2.349	1.422,37	1.322,90
	Antena 1	9.064	3.994	9.606,03	4.064,28
	B 1 TV	890	496	307,61	311,50
	Discovery	1.323	17	164,47	1,74
	Etno TV	43	2.031	9,05	310,31
	Fox Kids	-	2.070	-	207,48
	Minimax	-	44	-	4,90
	MTV Ro	5.929	24.686	369,82	6.981,05
	National Geographic	-	412	-	29,59
	National TV	-	600	-	385,26
	Prima TV	6.836	6.888	8.169,22	9.838,03
	Pro TV	10.633	5.594	20.929,64	9.954,63
	Realitatea TV	2.276	8.329	431,84	1.863,42
	Tele 7 ABC	-	1.009	-	118,46
	TV Sport	-	118	-	70,34
	TVKlumea	615	3.074	30,57	68,66
	TVR 1	7.770	10.308	7.140,02	9.635,15
TVR 2	2.713	3.908	445,89	745,15	
TOTAL	49.926	75.927	49.026,54	45.912,86	

10. Category of advertising by Channel - All day

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Public Interest messages	Acasa TV	602	1.515	881,97	2.904,29
	Antena 1	891	2.155	1.898,99	5.790,84
	B 1 TV	561	753	377,23	1.066,65
	Discovery	205	722	76,49	204,27
	Etno TV	0	1.619	0,00	683,20
	Fox Kids	-	0	-	0,00
	Minimax	-	305	-	48,41
	MTV Ro	2.246	3.951	273,20	2.692,20
	National Geographic	-	186	-	64,07
	National TV	-	166	-	285,77
	Prima TV	2.015	2.780	5.106,46	8.894,50
	Pro TV	713	1.919	2.633,60	7.890,76
	Realitatea TV	447	2.607	195,90	1.890,22
	Tele 7 ABC	-	543	-	297,62
	TV Sport	-	0	-	0,00
	TVKlumea	1.714	4.403	124,27	164,61
	TVR 1	1.486	3.449	2.869,60	11.599,79
TVR 2	1.175	2.762	496,61	1.748,18	
	TOTAL	12.055	29.835	14.934,31	46.225,36
Isolated spots	Acasa TV	62	291	214,29	806,00
	Antena 1	55	459	284,44	1.809,26
	B 1 TV	0	62	0,00	46,65
	Discovery	0	4	0,00	1,15
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	64	-	68,84
	Prima TV	23	305	91,96	1.231,70
	Pro TV	53	348	290,95	1.600,88
	Realitatea TV	0	1	0,00	0,71
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	18	-	22,77
	TVKlumea	0	1	0,00	0,04
	TVR 1	0	30	0,00	67,59
TVR 2	0	2	0,00	1,24	
	TOTAL	193	1.585	881,64	5.656,82
Product Placement	Acasa TV	291	278	-	-
	Antena 1	225	384	-	-
	B 1 TV	350	40	-	-
	Discovery	0	0	-	-
	Etno TV	15	442	-	-
	Fox Kids	-	0	-	-
	Minimax	-	0	-	-
	MTV Ro	3	15	-	-
	National Geographic	-	0	-	-
	National TV	-	254	-	-
	Prima TV	429	405	-	-
	Pro TV	787	432	-	-
	Realitatea TV	63	352	-	-
	Tele 7 ABC	-	431	-	-
	TV Sport	-	0	-	-
	TVKlumea	13	255	-	-
	TVR 1	49	26	-	-
TVR 2	0	0	-	-	
	TOTAL	2.225	3.314	-	-

10. Category of advertising by Channel - All day

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Cooperate Advertising	Acasa TV	156	1.594	150,63	1.953,83
	Antena 1	278	2.204	658,51	4.842,19
	B 1 TV	29	281	9,74	495,21
	Discovery	75	86	23,97	14,21
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	426	1.671	32,97	846,11
	National Geographic	-	24	-	5,30
	National TV	-	0	-	0,00
	Prima TV	787	3.717	1.917,85	9.798,47
	Pro TV	780	3.919	2.558,10	11.333,29
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	224	-	342,98
	TVKlumea	268	98	6,86	1,73
TVR 1	10	854	26,43	2.925,44	
TVR 2	0	136	0,00	116,22	
	TOTAL	2.809	14.808	5.385,05	32.674,96
Tag	Acasa TV	294	367	312,37	260,51
	Antena 1	405	224	525,19	231,42
	B 1 TV	0	184	0,00	76,35
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	1	-	0,13
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	372	782	627,49	1.394,50
	Pro TV	602	507	1.581,76	825,33
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	277	125	414,07	143,68	
TVR 2	66	237	22,01	55,91	
	TOTAL	2.016	2.427	3.482,88	2.987,83
Tease	Acasa TV	14	118	15,05	113,46
	Antena 1	200	263	336,97	332,63
	B 1 TV	57	141	31,25	119,18
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	313	395	19,41	127,80
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	202	421	376,32	703,28
	Pro TV	206	221	442,21	425,75
	Realitatea TV	0	226	0,00	68,39
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	311	1.650	9,42	37,91
TVR 1	113	170	208,96	313,72	
TVR 2	29	66	5,96	18,98	
	TOTAL	1.445	3.671	1.445,56	2.261,11

10. Category of advertising by Channel - All day

TAB10d		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Advice Message	Acasa TV	-	2.259	-	-
	Antena 1	-	4.184	-	-
	B 1 TV	-	4.019	-	-
	Discovery	-	0	-	-
	Etno TV	-	678	-	-
	Fox Kids	-	0	-	-
	Minimax	-	0	-	-
	MTV Ro	-	5.792	-	-
	National Geographic	-	0	-	-
	National TV	-	363	-	-
	Prima TV	-	4.762	-	-
	Pro TV	-	3.556	-	-
	Realitatea TV	-	1.701	-	-
	Tele 7 ABC	-	1.305	-	-
	TV Sport	-	136	-	-
	TVKlumea	-	5.382	-	-
TVR 1	-	3.555	-	-	
TVR 2	-	2.766	-	-	
	TOTAL	-	40.458	-	-
TOTAL Advertising	Acasa TV	37.440	64.131	55.751,79	72.390,26
	Antena 1	85.001	108.824	205.500,29	181.450,61
	B 1 TV	28.705	43.453	20.361,15	47.566,43
	Discovery	6.243	17.982	1.745,67	3.894,08
	Etno TV	971	22.562	296,80	6.547,16
	Fox Kids	-	16.023	-	2.692,52
	Minimax	-	4.707	-	546,65
	MTV Ro	45.721	105.462	4.862,82	48.775,45
	National Geographic	-	3.691	-	723,06
	National TV	-	7.268	-	6.444,97
	Prima TV	88.739	123.546	217.357,92	306.266,51
	Pro TV	89.108	109.726	307.150,32	298.546,46
	Realitatea TV	8.160	44.089	3.272,17	19.861,42
	Tele 7 ABC	-	20.545	-	5.008,93
	TV Sport	-	4.665	-	5.997,02
	TVKlumea	51.417	103.113	2.850,10	2.791,34
TVR 1	55.085	72.185	137.240,06	160.671,65	
TVR 2	24.676	39.487	11.206,47	16.848,36	
	TOTAL	521.266	911.459	967.595,56	1.187.022,86

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

10. Category of advertising by Channel - All day

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
Sponsoring (Billboard Spots)	Acasa TV	515	296	391,64	165,51
	Antena 1	638	1.036	556,02	830,31
	B 1 TV	127	0	69,81	0,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	70	0,00	10,86
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	90	638	7,08	180,85
	National Geographic	-	53	-	3,44
	National TV	-	0	-	0,00
	Prima TV	2.831	3.351	3.092,32	3.875,47
	Pro TV	1.675	1.080	3.360,91	1.396,08
	Realitatea TV	93	10.127	38,33	2.310,06
	Tele 7 ABC	-	52	-	9,82
	TV Sport	-	0	-	0,00
	TVKlumea	7	0	0,65	0,00
	TVR 1	482	235	610,63	405,64
TVR 2	0	82	0,00	12,07	
	TOTAL	6.458	17.020	8.127,41	9.200,12
Sponsored Self Promotion Spots (Trailers)	Acasa TV	2.799	2.701	1.323,15	705,45
	Antena 1	5.009	4.101	4.546,94	4.758,16
	B 1 TV	553	620	256,92	235,51
	Discovery	0	1	0,00	0,18
	Etno TV	0	104	0,00	0,00
	Fox Kids	-	1	-	0,00
	Minimax	-	44	-	0,00
	MTV Ro	2.058	2.126	223,40	1.113,65
	National Geographic	-	62	-	0,00
	National TV	-	30	-	19,31
	Prima TV	4.516	7.866	4.811,17	17.264,27
	Pro TV	11.391	6.747	14.155,02	9.660,08
	Realitatea TV	57	26	0,00	0,00
	Tele 7 ABC	-	820	-	352,63
	TV Sport	-	3	-	1,06
	TVKlumea	1.100	4.044	7,09	43,47
	TVR 1	1.678	1.303	1.120,38	3.229,44
TVR 2	34	26	0,00	16,64	
	TOTAL	29.195	30.625	26.444,06	37.399,84
Infomercial	Acasa TV	41	38	-	-
	Antena 1	676	341	-	-
	B 1 TV	184	128	-	-
	Discovery	0	0	-	-
	Etno TV	0	0	-	-
	Fox Kids	-	1	-	-
	Minimax	-	0	-	-
	MTV Ro	23	39	-	-
	National Geographic	-	0	-	-
	National TV	-	32	-	-
	Prima TV	475	286	-	-
	Pro TV	416	237	-	-
	Realitatea TV	83	166	-	-
	Tele 7 ABC	-	16	-	-
	TV Sport	-	0	-	-
	TVKlumea	4	9	-	-
	TVR 1	178	105	-	-
TVR 2	16	5	-	-	
	TOTAL	2.096	1.403	-	-

10. Category of advertising by Channel - All day

TAB10f		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL Sponsoring	Acasa TV	3.355	3.035	1.714,79	870,97
	Antena 1	6.323	5.478	5.102,96	5.588,47
	B 1 TV	864	748	326,73	235,51
	Discovery	0	1	0,00	0,18
	Etno TV	0	174	0,00	10,86
	Fox Kids	-	2	-	0,00
	Minimax	-	44	-	0,00
	MTV Ro	2.171	2.803	230,48	1.294,50
	National Geographic	-	115	-	3,44
	National TV	-	62	-	19,31
	Prima TV	7.822	11.503	7.903,50	21.139,74
	Pro TV	13.482	8.064	17.515,94	11.056,16
	Realitatea TV	233	10.319	38,33	2.310,06
	Tele 7 ABC	-	888	-	362,44
	TV Sport	-	3	-	1,06
	TVKlumea	1.111	4.053	7,75	43,47
	TVR 1	2.338	1.643	1.731,01	3.635,08
TVR 2	50	113	0,00	28,71	
	TOTAL	37.749	49.048	34.571,47	46.599,96
TOTAL Teleshopping Spots	Acasa TV	-	-	-	-
	Antena 1	-	-	-	-
	B 1 TV	-	-	-	-
	Discovery	-	-	-	-
	Etno TV	-	-	-	-
	Fox Kids	-	-	-	-
	Minimax	-	-	-	-
	MTV Ro	-	-	-	-
	National Geographic	-	-	-	-
	National TV	-	-	-	-
	Prima TV	-	-	-	-
	Pro TV	-	-	-	-
	Realitatea TV	-	-	-	-
	Tele 7 ABC	-	-	-	-
	TV Sport	-	-	-	-
	TVKlumea	-	-	-	-
	TVR 1	-	-	-	-
TVR 2	-	-	-	-	
	TOTAL	-	-	-	-

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

10. Category of advertising by Channel - All day

TAB10g		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	Acasa TV	16.561	25.633	1,9	2,9	3,2%	4,9%
	Antena 1	36.288	44.670	4,2	5,1	7,0%	8,6%
	B 1 TV	13.594	18.200	1,6	2,2	2,6%	3,6%
	Discovery	2.581	7.777	0,4	0,9	0,6%	1,5%
	Etno TV	378	10.871	0,5	1,2	0,9%	2,1%
	Fox Kids	-	5.085	-	1,1	-	1,8%
	Minimax	-	2.096	-	0,3	-	0,5%
	MTV Ro	19.443	35.174	2,2	4,0	3,7%	6,7%
	National Geographic	-	1.774	-	0,9	-	1,4%
	National TV	-	3.546	-	1,7	-	2,9%
	Prima TV	38.200	52.110	5,3	6,8	8,8%	11,3%
	Pro TV	38.351	45.466	4,4	5,2	7,3%	8,7%
	Realitatea TV	3.243	17.918	2,1	2,1	3,5%	3,4%
	Tele 7 ABC	-	11.786	-	1,4	-	2,3%
	TV Sport	-	1.812	-	0,9	-	1,5%
	TVKlumea	19.664	39.189	2,3	4,5	3,8%	7,5%
	TVR 1	22.355	28.626	2,6	3,3	4,3%	5,5%
TVR 2	9.536	16.262	1,1	1,9	1,8%	3,1%	
TOTAL	220.194	367.993	2,5	2,9	100,0%	100,0%	
Advertising Spots	Antena 1	14.195	22.023	1,6	2,5	2,7%	4,2%
	B 1 TV	31.099	37.612	3,6	4,3	6,0%	7,2%
	Discovery	11.724	16.398	1,4	1,9	2,3%	3,2%
	Etno TV	2.321	7.286	0,3	0,8	0,5%	1,4%
	Fox Kids	324	7.294	0,4	0,8	0,7%	1,4%
	Minimax	-	4.902	-	1,0	-	1,7%
	MTV Ro	-	1.862	-	0,3	-	0,5%
	National Geographic	3.375	9.231	0,4	1,1	0,6%	1,8%
	National TV	-	1.556	-	0,8	-	1,3%
	Prima TV	-	3.074	-	1,5	-	2,5%
	Pro TV	32.686	43.170	4,5	5,6	7,5%	9,4%
	Realitatea TV	30.722	37.991	3,5	4,4	5,9%	7,3%
	Tele 7 ABC	2.388	12.828	1,6	1,5	2,6%	2,5%
	TV Sport	-	7.742	-	0,9	-	1,5%
	TVKlumea	-	1.708	-	0,9	-	1,5%
	TVR 1	18.096	32.473	2,1	3,7	3,5%	6,2%
	TVR 2	19.383	23.029	2,2	2,6	3,7%	4,4%
TVR 2	8.672	13.347	1,0	1,5	1,7%	2,5%	
TOTAL	174.984	283.524	2,0	2,2	79,5%	77,0%	
Advertising Spots linked with sponsoring	Acasa TV	326	412	0,0	0,0	0,1%	0,1%
	Antena 1	1.366	625	0,2	0,1	0,3%	0,1%
	B 1 TV	191	60	0,0	0,0	0,0%	0,0%
	Discovery	88	1	0,0	0,0	0,0%	0,0%
	Etno TV	2	155	0,0	0,0	0,0%	0,0%
	Fox Kids	-	182	-	0,0	-	0,1%
	Minimax	-	22	-	0,0	-	0,0%
	MTV Ro	766	2.309	0,1	0,3	0,1%	0,4%
	National Geographic	-	27	-	0,0	-	0,0%
	National TV	-	55	-	0,0	-	0,0%
	Prima TV	857	1.192	0,1	0,2	0,2%	0,3%
	Pro TV	1.836	1.024	0,2	0,1	0,4%	0,2%
	Realitatea TV	167	512	0,1	0,1	0,2%	0,1%
	Tele 7 ABC	-	87	-	0,0	-	0,0%
	TV Sport	-	12	-	0,0	-	0,0%
	TVKlumea	167	733	0,0	0,1	0,0%	0,1%
	TVR 1	897	1.175	0,1	0,1	0,2%	0,2%
TVR 2	251	366	0,0	0,0	0,0%	0,1%	
TOTAL	6.915	8.951	0,1	0,1	3,1%	2,4%	

10. Category of advertising by Channel - All day

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
Public Interest messages	Acasa TV	325	909	0,0	0,1	0,1%	0,2%
	Antena 1	476	1.444	0,1	0,2	0,1%	0,3%
	B 1 TV	280	418	0,0	0,0	0,1%	0,1%
	Discovery	134	466	0,0	0,1	0,0%	0,1%
	Etno TV	0	1.205	0,0	0,1	0,0%	0,2%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	205	-	0,0	-	0,1%
	MTV Ro	1.133	2.161	0,1	0,2	0,2%	0,4%
	National Geographic	-	140	-	0,1	-	0,1%
	National TV	-	112	-	0,1	-	0,1%
	Prima TV	1.093	1.716	0,2	0,2	0,3%	0,4%
	Pro TV	365	1.231	0,0	0,1	0,1%	0,2%
	Realitatea TV	231	1.570	0,2	0,2	0,3%	0,3%
	Tele 7 ABC	-	282	-	0,0	-	0,1%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	850	2.348	0,1	0,3	0,2%	0,4%
TVR 1	738	2.219	0,1	0,3	0,1%	0,4%	
TVR 2	570	1.742	0,1	0,2	0,1%	0,3%	
	TOTAL	6.195	18.168	0,1	0,1	2,8%	4,9%
Isolated spots	Acasa TV	31	137	0,0	0,0	0,0%	0,0%
	Antena 1	26	208	0,0	0,0	0,0%	0,0%
	B 1 TV	0	13	0,0	0,0	0,0%	0,0%
	Discovery	0	2	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	0	0	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	7	-	0,0	-	0,0%
	Prima TV	8	133	0,0	0,0	0,0%	0,0%
	Pro TV	24	154	0,0	0,0	0,0%	0,0%
	Realitatea TV	0	1	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	3	-	0,0	-	0,0%
	TVKlumea	0	1	0,0	0,0	0,0%	0,0%
TVR 1	0	7	0,0	0,0	0,0%	0,0%	
TVR 2	0	1	0,0	0,0	0,0%	0,0%	
	TOTAL	90	666	0,0	0,0	0,0%	0,2%
Product Placement	Acasa TV	400	280	0,0	0,0	0,1%	0,1%
	Antena 1	481	986	0,1	0,1	0,1%	0,2%
	B 1 TV	732	133	0,1	0,0	0,1%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	52	1.960	0,1	0,2	0,1%	0,4%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	1	16	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	210	-	0,1	-	0,2%
	Prima TV	750	432	0,1	0,1	0,2%	0,1%
	Pro TV	1.099	474	0,1	0,1	0,2%	0,1%
	Realitatea TV	308	1.438	0,2	0,2	0,3%	0,3%
	Tele 7 ABC	-	2.771	-	0,3	-	0,6%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	15	245	0,0	0,0	0,0%	0,0%
TVR 1	74	22	0,0	0,0	0,0%	0,0%	
TVR 2	0	0	0,0	0,0	0,0%	0,0%	
	TOTAL	3.910	8.966	0,0	0,1	1,8%	2,4%

10. Category of advertising by Channel - All day

TAB10i		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
Cooperate Advertising	Acasa TV	26	570	0,0	0,1	0,0%	0,1%
	Antena 1	128	760	0,0	0,1	0,0%	0,1%
	B 1 TV	15	156	0,0	0,0	0,0%	0,0%
	Discovery	38	22	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	110	586	0,0	0,1	0,0%	0,1%
	National Geographic	-	12	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	396	1.218	0,1	0,2	0,1%	0,3%
	Pro TV	234	1.388	0,0	0,2	0,0%	0,3%
	Realitatea TV	0	0	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	75	-	0,0	-	0,1%
	TVKlumea	63	16	0,0	0,0	0,0%	0,0%
TVR 1	2	394	0,0	0,0	0,0%	0,1%	
TVR 2	0	86	0,0	0,0	0,0%	0,0%	
	TOTAL	1.011	5.284	0,0	0,0	0,5%	1,4%
Tag	Acasa TV	43	47	0	0,0	0	0,0%
	Antena 1	39	26	0	0,0	0	0,0%
	B 1 TV	0	17	0	0,0	0	0,0%
	Discovery	0	0	0	0,0	0	0,0%
	Etno TV	0	0	0	0,0	0	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	0	0	0	0,0	0	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	39	106	0	0,0	0	0,0%
	Pro TV	70	70	0	0,0	0	0,0%
	Realitatea TV	0	0	0	0,0	0	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	0	0	0	0,0	0	0,0%
TVR 1	29	16	0	0,0	0	0,0%	
TVR 2	11	22	0	0,0	0	0,0%	
	TOTAL	232	302	0	0,0	0	0,1%
Tease	Acasa TV	2	13	0,0	0,0	0,0%	0,0%
	Antena 1	38	42	0,0	0,0	0,0%	0,0%
	B 1 TV	5	39	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	52	64	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	44	56	0,0	0,0	0,0%	0,0%
	Pro TV	35	24	0,0	0,0	0,0%	0,0%
	Realitatea TV	0	32	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	46	413	0,0	0,0	0,0%	0,1%
TVR 1	27	25	0,0	0,0	0,0%	0,0%	
TVR 2	9	13	0,0	0,0	0,0%	0,0%	
	TOTAL	257	722	0,0	0,0	0,1%	0,2%

10. Category of advertising by Channel - All day

TAB10j		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
Advice Message	Acasa TV	-	486	-	0,1	-	0,1%
	Antena 1	-	887	-	0,1	-	0,2%
	B 1 TV	-	603	-	0,1	-	0,1%
	Discovery	-	0	-	0,0	-	0,0%
	Etno TV	-	213	-	0,0	-	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	-	65	-	0,0	-	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	30	-	0,0	-	0,0%
	Prima TV	-	851	-	0,1	-	0,2%
	Pro TV	-	699	-	0,1	-	0,1%
	Realitatea TV	-	418	-	0,0	-	0,1%
	Tele 7 ABC	-	379	-	0,0	-	0,1%
	TV Sport	-	14	-	0,0	-	0,0%
	TVKlumea	-	1.416	-	0,2	-	0,3%
	TVR 1	-	794	-	0,1	-	0,2%
TVR 2	-	659	-	0,1	-	0,1%	
	TOTAL	-	7.513	-	0,1	-	2,0%
TOTAL Advertising	Acasa TV	15.348	24.878	1,8	2,9	2,9%	4,8%
	Antena 1	33.653	42.590	3,9	4,9	6,4%	8,2%
	B 1 TV	12.946	17.837	1,5	2,1	2,5%	3,5%
	Discovery	2.581	7.776	0,4	0,9	0,6%	1,5%
	Etno TV	378	10.827	0,5	1,2	0,9%	2,1%
	Fox Kids	-	5.084	-	1,1	-	1,8%
	Minimax	-	2.089	-	0,3	-	0,5%
	MTV Ro	5.437	14.432	0,6	1,7	1,0%	2,8%
	National Geographic	-	1.734	-	0,8	-	1,4%
	National TV	-	3.489	-	1,7	-	2,8%
	Prima TV	35.873	48.875	5,0	6,4	8,3%	10,6%
	Pro TV	34.385	43.055	3,9	4,9	6,6%	8,2%
	Realitatea TV	3.094	16.798	2,0	1,9	3,4%	3,2%
	Tele 7 ABC	-	11.261	-	1,3	-	2,2%
	TV Sport	-	1.811	-	0,9	-	1,5%
	TVKlumea	19.236	37.643	2,2	4,3	3,7%	7,2%
	TVR 1	21.150	27.681	2,4	3,2	4,0%	5,3%
TVR 2	9.512	16.236	1,1	1,9	1,8%	3,1%	
	TOTAL	193.593	334.096	2,2	2,6	87,9%	90,8%

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

10. Category of advertising by Channel - All day

TAB10k		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)	Acasa TV	89	49	0,0	0,0	0,0%	0,0%
	Antena 1	102	162	0,0	0,0	0,0%	0,0%
	B 1 TV	20	0	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	5	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	13.231	19.878	1,5	2,3	2,5%	3,8%
	National Geographic	-	9	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	279	381	0,0	0,0	0,1%	0,1%
	Pro TV	233	162	0,0	0,0	0,0%	0,0%
	Realitatea TV	17	937	0,0	0,1	0,0%	0,2%
	Tele 7 ABC	-	4	-	0,0	-	0,0%
	TV Sport	-	0	-	0	-	0
	TVKlumea	2	0	0,0	0,0	0,0%	0,0%
	TVR 1	78	45	0,0	0,0	0,0%	0,0%
TVR 2	0	8	0,0	0,0	0,0%	0,0%	
TOTAL	14.051	21.640	0,2	0,2	6,4%	5,9%	
Sponsored Self Promotion Spots (Trailers)	Acasa TV	1.091	678	0,1	0,1	0,2%	0,1%
	Antena 1	2.055	1.671	0,2	0,2	0,4%	0,3%
	B 1 TV	411	246	0,0	0,0	0,1%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	39	0,0	0,0	0,0%	0,0%
	Fox Kids	0	0	-	0,0	-	0,0%
	Minimax	0	7	-	0,0	-	0,0%
	MTV Ro	756	833	0,1	0,1	0,1%	0,2%
	National Geographic	-	31	-	0,0	-	0,0%
	National TV	-	15	-	0,0	-	0,0%
	Prima TV	1.700	2.658	0,2	0,3	0,4%	0,6%
	Pro TV	3.478	2.111	0,4	0,2	0,7%	0,4%
	Realitatea TV	21	11	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	498	-	0,1	-	0,1%
	TV Sport	-	1	-	0,0	-	0,0%
	TVKlumea	419	1.536	0,0	0,2	0,1%	0,3%
	TVR 1	976	830	0,1	0,1	0,2%	0,2%
TVR 2	10	13	0,0	0,0	0,0%	0,0%	
TOTAL	10.916	11.180	0,1	0,1	5,0%	3,0%	
Infomercial	Acasa TV	33	27	0,0	0,0	0,0%	0,0%
	Antena 1	479	247	0,1	0,0	0,1%	0,0%
	B 1 TV	218	117	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	19	31	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	42	-	0,0	-	0,0%
	Prima TV	348	196	0,0	0,0	0,1%	0,0%
	Pro TV	255	139	0,0	0,0	0,0%	0,0%
	Realitatea TV	111	172	0,1	0,0	0,1%	0,0%
	Tele 7 ABC	-	22	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	7	9	0,0	0,0	0,0%	0,0%
	TVR 1	151	70	0,0	0,0	0,0%	0,0%
TVR 2	14	4	0,0	0,0	0,0%	0,0%	
TOTAL	1.634	1.077	0,0	0,0	0,7%	0,3%	

10. Category of advertising by Channel - All day

TAB10I		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 Sponsoring	Acasa TV	1.213	755	0,1	0,1	0,2%	0,1%
	Antena 1	2.635	2.080	0,3	0,2	0,5%	0,4%
	B 1 TV	648	363	0,1	0,0	0,1%	0,1%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	44	0,0	0,0	0,0%	0,0%
	Fox Kids	-	1	-	0,0	-	0,0%
	Minimax	-	7	-	0,0	-	0,0%
	MTV Ro	14.006	20.742	1,6	2,4	2,7%	4,0%
	National Geographic	-	40	-	0,0	-	0,0%
	National TV	-	58	-	0,0	-	0,0%
	Prima TV	2.326	3.234	0,3	0,4	0,5%	0,7%
	Pro TV	3.966	2.411	0,5	0,3	0,8%	0,5%
	Realitatea TV	149	1.120	0,1	0,1	0,2%	0,2%
	Tele 7 ABC	-	525	-	0,1	-	0,1%
	TV Sport	-	1	-	0,0	-	0,0%
	TVKlumea	427	1.545	0,0	0,2	0,1%	0,3%
	TVR 1	1.205	945	0,1	0,1	0,2%	0,2%
TVR 2	24	25	0,0	0,0	0,0%	0,0%	
	TOTAL	26.601	33.897	0,3	0,3	12,1%	9,2%
TOTAL Teleshopping Spots	Acasa TV	-	-	-	-	-	-
	Antena 1	-	-	-	-	-	-
	B 1 TV	-	-	-	-	-	-
	Discovery	-	-	-	-	-	-
	Etno TV	-	-	-	-	-	-
	Fox Kids	-	-	-	-	-	-
	Minimax	-	-	-	-	-	-
	MTV Ro	-	-	-	-	-	-
	National Geographic	-	-	-	-	-	-
	National TV	-	-	-	-	-	-
	Prima TV	-	-	-	-	-	-
	Pro TV	-	-	-	-	-	-
	Realitatea TV	-	-	-	-	-	-
	Tele 7 ABC	-	-	-	-	-	-
	TV Sport	-	-	-	-	-	-
	TVKlumea	-	-	-	-	-	-
	TVR 1	-	-	-	-	-	-
TVR 2	-	-	-	-	-	-	
	TOTAL	-	-	-	-	-	-

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

10. Category of advertising by Channel - Prime time

TAB10m		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	Acasa TV	21.640	25.102	43.671,10	47.283,94
	Antena 1	38.838	36.239	146.131,45	116.369,03
	B 1 TV	12.929	17.677	13.891,11	27.459,89
	Discovery	3.411	10.116	972,99	2.134,66
	Etno TV	218	6.129	122,67	3.014,12
	Fox Kids	-	674	-	67,80
	Minimax	-	156	-	10,61
	MTV Ro	10.611	28.034	1.400,13	12.895,00
	National Geographic	-	2.225	-	447,88
	National TV	-	1.992	-	2.911,07
	Prima TV	35.402	41.613	118.734,56	155.252,16
	Pro TV	39.359	39.475	187.494,07	163.291,92
	Realitatea TV	2.098	14.235	1.463,45	9.425,62
	Tele 7 ABC	-	3.540	-	1.658,47
	TV Sport	-	1.739	-	3.086,18
	TVKlumea	9.874	19.311	382,21	487,71
TVR 1	24.765	24.534	93.928,95	99.827,93	
TVR 2	9.392	13.136	5.038,21	6.977,44	
TOTAL	208.537	285.927	613.230,89	652.601,43	
Advertising Spots	Acasa TV	18.425	20.865	40.075,01	41.854,77
	Antena 1	32.722	29.859	134.236,26	102.266,82
	B 1 TV	11.897	15.301	13.170,82	26.087,48
	Discovery	2.833	9.693	853,63	2.010,57
	Etno TV	207	5.237	118,59	2.640,06
	Fox Kids	-	557	-	60,04
	Minimax	-	145	-	9,63
	MTV Ro	7.992	17.604	1.125,85	9.709,40
	National Geographic	-	1.894	-	390,77
	National TV	-	1.569	-	2.540,93
	Prima TV	30.576	33.621	109.144,93	132.444,17
	Pro TV	31.565	31.619	165.462,20	141.181,13
	Realitatea TV	1.590	9.917	1.273,38	7.410,26
	Tele 7 ABC	-	2.136	-	1.235,08
	TV Sport	-	1.528	-	2.855,64
	TVKlumea	9.148	15.158	363,71	419,75
TVR 1	20.691	18.987	86.219,59	83.020,97	
TVR 2	8.386	9.974	4.730,09	5.834,22	
TOTAL	176.032	225.664	556.774,07	561.971,68	
Advertising Spots linked with sponsoring	Acasa TV	882	512	1.052,65	584,05
	Antena 1	2.792	1.310	6.247,02	2.624,63
	B 1 TV	205	184	157,46	175,76
	Discovery	396	4	54,44	0,49
	Etno TV	11	432	4,07	129,85
	Fox Kids	-	117	-	7,77
	Minimax	-	1	-	0,07
	MTV Ro	1.408	6.470	120,60	1.818,64
	National Geographic	-	127	-	12,93
	National TV	-	177	-	138,82
	Prima TV	1.776	1.373	3.451,62	3.573,26
	Pro TV	2.872	1.748	9.156,77	4.840,27
	Realitatea TV	341	1.239	120,53	472,22
	Tele 7 ABC	-	240	-	67,14
	TV Sport	-	33	-	30,01
	TVKlumea	112	642	3,65	13,76
TVR 1	2.320	2.582	4.513,11	5.946,95	
TVR 2	590	1.210	125,93	278,85	
TOTAL	13.705	18.401	25.007,85	20.715,48	

10. Category of advertising by Channel - Prime time

TAB10n		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Public Interest messages	Acasa TV	309	651	693,30	1.949,82
	Antena 1	206	623	1.056,21	3.448,12
	B 1 TV	263	284	271,51	555,00
	Discovery	145	367	52,69	115,35
	Etno TV	0	282	0,00	236,49
	Fox Kids	-	0	-	0,00
	Minimax	-	9	-	0,91
	MTV Ro	489	1.070	73,71	713,52
	National Geographic	-	113	-	38,71
	National TV	-	81	-	178,91
	Prima TV	477	747	1.799,03	3.808,74
	Pro TV	200	523	1.262,54	3.709,53
	Realitatea TV	70	916	50,50	941,62
	Tele 7 ABC	-	415	-	262,34
	TV Sport	-	0	-	0,00
	TVKlumea	224	931	11,15	34,24
	TVR 1	391	995	1.640,96	6.539,61
TVR 2	334	908	165,89	704,60	
	TOTAL	3.108	8.915	7.077,50	23.237,51
Isolated spots	Acasa TV	61	290	213	804,24
	Antena 1	54	452	279,15	1.792,05
	B 1 TV	0	25	0,00	30,45
	Discovery	0	2	0,00	0,53
	Etno TV	0	0	0	0
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	38	-	41,92
	Prima TV	22	277	89,84	1.115,38
	Pro TV	52	342	290	1.577
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	5	-	6,62
	TVKlumea	0	1	0	0
	TVR 1	0	17	0,00	44,57
TVR 2	0	2	0,00	1,24	
	TOTAL	189	1.451	873	5.414
Product Placement	Acasa TV	75	105	-	-
	Antena 1	58	39	-	-
	B 1 TV	74	13	-	-
	Discovery	0	0	-	-
	Etno TV	0	51	-	-
	Fox Kids	-	0	-	-
	Minimax	-	0	-	-
	MTV Ro	1	1	-	-
	National Geographic	-	0	-	-
	National TV	-	23	-	-
	Prima TV	146	96	-	-
	Pro TV	106	58	-	-
	Realitatea TV	2	2	-	-
	Tele 7 ABC	-	74	-	-
	TV Sport	-	0	-	-
	TVKlumea	4	48	-	-
	TVR 1	9	26	-	-
TVR 2	0	0	-	-	
	TOTAL	475	536	-	-

10. Category of advertising by Channel - Prime time

TAB10o		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Cooperate Advertising	Acasa TV	92	692	115,42	1.281,47
	Antena 1	106	965	422,02	3.195,48
	B 1 TV	13	188	6,08	395,20
	Discovery	37	50	12,22	7,72
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	144	513	14,02	261,64
	National Geographic	-	18	-	3,71
	National TV	-	0	-	0,00
	Prima TV	283	1.218	976,24	4.439,08
	Pro TV	389	1.560	1.686,85	6.318,27
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	114	-	193,91
	TVKlumea	38	17	1,12	0,30
TVR 1	9	381	25,79	1.827,86	
TVR 2	0	107	0,00	93,70	
TOTAL	1.111	5.823	3.259,77	18.018,34	
Tag	Acasa TV	180	145	232,23	170,41
	Antena 1	219	76	389,41	121,73
	B 1 TV	0	44	0,00	34,07
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	215	306	398,84	675,42
	Pro TV	341	157	1.069,79	402,52
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	214	29	353,86	66,73	
TVR 2	36	155	12,43	37,26	
TOTAL	1.205	912	2.456,56	1.508,12	
Tease	Acasa TV	10	89	12,80	94,77
	Antena 1	112	119	257,84	237,88
	B 1 TV	20	62	21,43	78,83
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	62	90	4,52	29,26
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	79	132	180,87	309,40
	Pro TV	95	102	305,95	263,66
	Realitatea TV	0	72	0,00	30,82
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	67	348	1,78	7,98
TVR 1	73	96	165,61	237,33	
TVR 2	20	38	3,86	12,81	
TOTAL	538	1.148	954,67	1.302,73	

10. Category of advertising by Channel - Prime time

TAB10p		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Advice Message	Acasa TV	-	831	-	-
	Antena 1	-	1.185	-	-
	B 1 TV	-	1.260	-	-
	Discovery	-	0	-	-
	Etno TV	-	88	-	-
	Fox Kids	-	0	-	-
	Minimax	-	0	-	-
	MTV Ro	-	1.438	-	-
	National Geographic	-	0	-	-
	National TV	-	79	-	-
	Prima TV	-	1.029	-	-
	Pro TV	-	1.077	-	-
	Realitatea TV	-	597	-	-
	Tele 7 ABC	-	321	-	-
	TV Sport	-	59	-	-
	TVKlumea	-	1.156	-	-
	TVR 1	-	782	-	-
TVR 2	-	710	-	-	
	TOTAL	-	10.612	-	-
TOTAL Advertising	Acasa TV	20.034	24.180	42.394,65	46.739,53
	Antena 1	36.269	34.628	142.887,91	113.686,71
	B 1 TV	12.472	17.361	13.627,31	27.356,77
	Discovery	3.411	10.116	972,99	2.134,66
	Etno TV	218	6.090	122,67	3.006,40
	Fox Kids	-	674	-	67,80
	Minimax	-	155	-	10,61
	MTV Ro	10.096	27.186	1.338,71	12.532,47
	National Geographic	-	2.152	-	446,12
	National TV	-	1.967	-	2.900,59
	Prima TV	33.574	38.799	116.041,37	146.365,44
	Pro TV	35.620	37.186	179.234,52	158.291,99
	Realitatea TV	2.003	12.743	1.444,40	8.854,92
	Tele 7 ABC	-	3.186	-	1.564,56
	TV Sport	-	1.739	-	3.086,18
	TVKlumea	9.593	18.301	381,41	476,07
	TVR 1	23.707	23.895	92.918,93	97.684,02
TVR 2	9.366	13.104	5.038,21	6.962,68	
	TOTAL	196.363	273.462	596.403,07	632.167,51

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

10. Category of advertising by Channel - Prime time

TAB10q		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)	Acasa TV	348	75	343,04	83,41
	Antena 1	134	305	319,71	536,12
	B 1 TV	78	0	47,88	0,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	25	0,00	7,72
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	46	327	4,51	96,06
	National Geographic	-	20	-	1,77
	National TV	-	0	-	0,00
	Prima TV	344	492	676,70	1.316,57
	Pro TV	729	247	2.158,33	590,91
	Realitatea TV	45	1.414	19,05	570,70
	Tele 7 ABC	-	26	-	4,08
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	192	119	345,45	331,66
TVR 2	0	6	0,00	1,69	
	TOTAL	1.916	3.056	3.914,68	3.540,70
Sponsored Self Promotion Spots (Trailers)	Acasa TV	1.225	828	933,41	461,01
	Antena 1	2.038	1.082	2.923,83	2.146,20
	B 1 TV	299	228	215,92	103,12
	Discovery	0	0	0,00	0,00
	Etno TV	0	14	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	1	-	0,00
	MTV Ro	462	509	56,90	266,47
	National Geographic	-	53	-	0,00
	National TV	-	10	-	10,48
	Prima TV	1.475	2.302	2.016,49	7.570,15
	Pro TV	2.660	1.848	6.101,22	4.409,02
	Realitatea TV	25	6	0,00	0,00
	Tele 7 ABC	-	320	-	89,83
	TV Sport	-	0	-	0,00
	TVKlumea	280	1.005	0,80	11,65
	TVR 1	778	450	664,58	1.812,25
TVR 2	23	24	0,00	13,06	
	TOTAL	9.265	8.680	12.913,14	16.893,23
Infomercial	Acasa TV	33	19	-	-
	Antena 1	397	224	-	-
	B 1 TV	80	88	-	-
	Discovery	0	0	-	-
	Etno TV	0	0	-	-
	Fox Kids	-	0	-	-
	Minimax	-	0	-	-
	MTV Ro	7	12	-	-
	National Geographic	-	0	-	-
	National TV	-	15	-	-
	Prima TV	9	20	-	-
	Pro TV	350	194	-	-
	Realitatea TV	25	72	-	-
	Tele 7 ABC	0	8	-	-
	TV Sport	0	0	-	-
	TVKlumea	1	5	-	-
	TVR 1	88	70	-	-
TVR 2	3	2	-	-	
	TOTAL	993	729	-	-

10. Category of advertising by Channel - Prime time

TAB10r		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 Sponsoring	Acasa TV	1.606	922	1.276,45	544,42
	Antena 1	2.569	1.611	3.243,54	2.682,32
	B 1 TV	457	316	263,80	103,12
	Discovery	0	0	0,00	0,00
	Etno TV	0	39	0,00	7,72
	Fox Kids	-	0	-	0,00
	Minimax	-	1	-	0,00
	MTV Ro	515	848	61,42	362,53
	National Geographic	-	73	-	1,77
	National TV	-	25	-	10,48
	Prima TV	1.828	2.814	2.693,19	8.886,72
	Pro TV	3.739	2.289	8.259,55	4.999,93
	Realitatea TV	95	1.492	19,05	570,70
	Tele 7 ABC	-	354	-	93,91
	TV Sport	-	0	-	0,00
	TVKlumea	281	1.010	0,80	11,65
	TVR 1	1.058	639	1.010,03	2.143,91
TVR 2	26	32	0,00	14,76	
	TOTAL	12.174	12.465	16.827,82	20.433,92
TOTAL Teleshopping Spots	Acasa TV	-	-	-	-
	Antena 1	-	-	-	-
	B 1 TV	-	-	-	-
	Discovery	-	-	-	-
	Etno TV	-	-	-	-
	Fox Kids	-	-	-	-
	Minimax	-	-	-	-
	MTV Ro	-	-	-	-
	National Geographic	-	-	-	-
	National TV	-	-	-	-
	Prima TV	-	-	-	-
	Pro TV	-	-	-	-
	Realitatea TV	-	-	-	-
	Tele 7 ABC	-	-	-	-
	TV Sport	-	-	-	-
	TVKlumea	-	-	-	-
	TVR 1	-	-	-	-
TVR 2	-	-	-	-	
	TOTAL	-	-	-	-

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

10. Category of advertising by Channel - Prime time

TAB10s		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	Acasa TV	8.665	9.591	5,9	6,6	9,9%	10,9%
	Antena 1	15.540	13.896	10,6	9,5	17,7%	15,9%
	B 1 TV	5.867	7.646	4,0	5,2	6,7%	8,7%
	Discovery	1.554	4.402	1,1	3,0	1,8%	5,0%
	Etno TV	65	2.539	0,5	1,7	0,9%	2,9%
	Fox Kids	-	191	-	0,6	-	1,0%
	Minimax	-	73	-	0,1	-	0,2%
	MTV Ro	4.225	9.396	2,9	6,4	4,8%	10,7%
	National Geographic	-	1.064	-	2,8	-	4,7%
	National TV	-	901	-	2,3	-	3,9%
	Prima TV	13.960	16.437	9,6	11,3	15,9%	18,8%
	Pro TV	14.668	15.112	10,0	10,4	16,7%	17,3%
	Realitatea TV	791	5.120	2,4	3,5	4,0%	5,9%
	Tele 7 ABC	-	2.114	-	1,5	-	2,4%
	TV Sport	-	686	-	2,1	-	3,5%
	TVKlumea	3.676	6.796	2,5	4,7	4,2%	7,8%
	TVR 1	9.798	9.613	6,7	6,6	11,2%	11,0%
TVR 2	3.878	5.382	2,7	3,7	4,4%	6,1%	
TOTAL	82.687	110.957	5,5	5,3	100,0%	100,0%	
Advertising Spots	Antena 1	7.644	8.184	5,2	5,6	8,7%	9,3%
	B 1 TV	13.623	11.801	9,3	8,1	15,6%	13,5%
	Discovery	5.250	6.928	3,6	4,7	6,0%	7,9%
	Etno TV	1.414	4.143	1,0	2,8	1,6%	4,7%
	Fox Kids	65	2.198	0,5	1,5	0,9%	2,5%
	Minimax	-	181	-	0,6	-	1,0%
	MTV Ro	-	66	-	0,1	-	0,2%
	National Geographic	3.553	7.417	2,4	5,1	4,1%	8,5%
	National TV	-	932	-	2,5	-	4,2%
	Prima TV	-	797	-	2,1	-	3,4%
	Pro TV	12.482	13.941	8,5	9,5	14,2%	15,9%
	Realitatea TV	12.664	12.824	8,7	8,8	14,5%	14,6%
	Tele 7 ABC	691	4.086	2,1	2,8	3,5%	4,7%
	TV Sport	-	916	-	0,6	-	1,0%
	TVKlumea	-	638	-	1,9	-	3,2%
	TVR 1	3.410	5.339	2,3	3,7	3,9%	6,1%
	TVR 2	8.705	7.873	6,0	5,4	9,9%	9,0%
TOTAL	73.130	92.691	4,9	4,4	88,4%	83,5%	
Advertising Spots linked with sponsoring	Acasa TV	152	89	0,1	0,1	0,2%	0,1%
	Antena 1	463	225	0,3	0,2	0,5%	0,3%
	B 1 TV	62	22	0,0	0,0	0,1%	0,0%
	Discovery	26	0	0,0	0,0	0,0%	0,0%
	Etno TV	1	33	0,0	0,0	0,0%	0,0%
	Fox Kids	-	10	-	0,0	-	0,1%
	Minimax	-	1	-	0,0	-	0,0%
	MTV Ro	208	594	0,1	0,4	0,2%	0,7%
	National Geographic	-	8	-	0,0	-	0,0%
	National TV	-	18	-	0,0	-	0,1%
	Prima TV	258	270	0,2	0,2	0,3%	0,3%
	Pro TV	483	319	0,3	0,2	0,6%	0,4%
	Realitatea TV	24	71	0,1	0,0	0,1%	0,1%
	Tele 7 ABC	-	23	-	0,0	-	0,0%
	TV Sport	-	3	-	0,0	-	0,0%
	TVKlumea	25	141	0,0	0,1	0,0%	0,2%
	TVR 1	294	335	0,2	0,2	0,3%	0,4%
TVR 2	66	107	0,0	0,1	0,1%	0,1%	
TOTAL	2.062	2.271	0,1	0,1	2,5%	2,0%	

10. Category of advertising by Channel - Prime time

TAB10t		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
Public Interest messages	Acasa TV	162	398	0,1	0,3	0,2%	0,5%
	Antena 1	112	421	0,1	0,3	0,1%	0,5%
	B 1 TV	128	148	0,1	0,1	0,1%	0,2%
	Discovery	95	245	0,1	0,2	0,1%	0,3%
	Etno TV	0	207	0,0	0,1	0,0%	0,2%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	6	-	0,0	-	0,0%
	MTV Ro	247	572	0,2	0,4	0,3%	0,7%
	National Geographic	-	85	-	0,2	-	0,4%
	National TV	-	52	-	0,1	-	0,2%
	Prima TV	235	436	0,2	0,3	0,3%	0,5%
	Pro TV	102	351	0,1	0,2	0,1%	0,4%
	Realitatea TV	22	583	0,1	0,4	0,1%	0,7%
	Tele 7 ABC	-	219	-	0,2	-	0,3%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	108	491	0,1	0,3	0,1%	0,6%
	TVR 1	202	663	0,1	0,5	0,2%	0,8%
TVR 2	161	565	0,1	0,4	0,2%	0,6%	
	TOTAL	1.575	5.444	0,1	0,3	1,9%	4,9%
Isolated spots	Acasa TV	31	137	0,0	0,1	0,0%	0,2%
	Antena 1	26	204	0,0	0,1	0,0%	0,2%
	B 1 TV	0	7	0,0	0,0	0,0%	0,0%
	Discovery	0	1	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	0	0	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	4	-	0,0	-	0,0%
	Prima TV	8	121	0,0	0,1	0,0%	0,1%
	Pro TV	24	151	0,0	0,1	0,0%	0,2%
	Realitatea TV	0	0	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	1	-	0,0	-	0,0%
	TVKlumea	0	1	0,0	0,0	0,0%	0,0%
	TVR 1	0	4	0,0	0,0	0,0%	0,0%
TVR 2	0	1	0,0	0,0	0,0%	0,0%	
	TOTAL	88	631	0,0	0,0	0,1%	0,6%
Product Placement	Acasa TV	167	107	0,1	0,1	0,2%	0,1%
	Antena 1	111	82	0,1	0,1	0,1%	0,1%
	B 1 TV	160	38	0,1	0,0	0,2%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	70	0,0	0,0	0,0%	0,1%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	0	2	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	4	-	0,0	-	0,0%
	Prima TV	319	101	0,2	0,1	0,4%	0,1%
	Pro TV	169	54	0,1	0,0	0,2%	0,1%
	Realitatea TV	3	3	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	658	-	0,5	-	0,8%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	4	45	0,0	0,0	0,0%	0,1%
	TVR 1	13	22	0,0	0,0	0,0%	0,0%
TVR 2	0	0	0,0	0,0	0,0%	0,0%	
	TOTAL	946	1.186	0,1	0,1	1,1%	1,1%

10. Category of advertising by Channel - Prime time

TAB10u		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
Cooperate Advertising	Acasa TV	15	231	0,0	0,2	0,0%	0,3%
	Antena 1	49	334	0,0	0,2	0,1%	0,4%
	B 1 TV	7	108	0,0	0,1	0,0%	0,1%
	Discovery	19	13	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	30	184	0,0	0,1	0,0%	0,2%
	National Geographic	-	9	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	101	436	0,1	0,3	0,1%	0,5%
	Pro TV	116	530	0,1	0,4	0,1%	0,6%
	Realitatea TV	0	0	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	38	-	0,1	-	0,2%
	TVKlumea	11	3	0,0	0,0	0,0%	0,0%
	TVR 1	2	168	0,0	0,1	0,0%	0,2%
TVR 2	0	68	0,0	0,0	0,0%	0,1%	
TOTAL	349	2.121	0,0	0,1	0,4%	1,9%	
Tag	Acasa TV	26	18	0,0	0,0	0,0%	0,0%
	Antena 1	21	9	0,0	0,0	0,0%	0,0%
	B 1 TV	0	5	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	0	0	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	22	39	0,0	0,0	0,0%	0,0%
	Pro TV	39	22	0,0	0,0	0,0%	0,0%
	Realitatea TV	0	0	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	0	0	0,0	0,0	0,0%	0,0%
	TVR 1	21	4	0,0	0,0	0,0%	0,0%
TVR 2	6	15	0,0	0,0	0,0%	0,0%	
TOTAL	134	111	0,0	0,0	0,2%	0,1%	
Tease	Acasa TV	1	10	0,0	0,0	0,0%	0,0%
	Antena 1	20	18	0,0	0,0	0,0%	0,0%
	B 1 TV	2	18	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	10	15	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	16	15	0,0	0,0	0,0%	0,0%
	Pro TV	17	10	0,0	0,0	0,0%	0,0%
	Realitatea TV	0	11	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	0	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	10	87	0,0	0,1	0,0%	0,1%
	TVR 1	16	14	0,0	0,0	0,0%	0,0%
TVR 2	5	8	0,0	0,0	0,0%	0,0%	
TOTAL	99	206	0,0	0,0	0,1%	0,2%	

10. Category of advertising by Channel - Prime time

TAB10v		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
Advice Message	Acasa TV	-	181	-	0,1	-	0,2%
	Antena 1	-	215	-	0,1	-	0,2%
	B 1 TV	-	202	-	0,1	-	0,2%
	Discovery	-	0	-	0,0	-	0,0%
	Etno TV	-	24	-	0,0	-	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	-	369	-	0,3	-	0,4%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	7	-	0,0	-	0,0%
	Prima TV	-	184	-	0,1	-	0,2%
	Pro TV	-	185	-	0,1	-	0,2%
	Realitatea TV	-	147	-	0,1	-	0,2%
	Tele 7 ABC	-	105	-	0,1	-	0,1%
	TV Sport	-	6	-	0,0	-	0,0%
	TVKlumea	-	303	-	0,2	-	0,3%
	TVR 1	-	170	-	0,1	-	0,2%
TVR 2	-	176	-	0,1	-	0,2%	
	TOTAL	-	2.274	-	0,1	-	2,0%
TOTAL Advertising	Acasa TV	8.198	9.356	5,6	6,4	9,4%	10,7%
	Antena 1	14.425	13.308	9,9	9,1	16,5%	15,2%
	B 1 TV	5.608	7.476	3,8	5,1	6,4%	8,5%
	Discovery	1.554	4.402	1,1	3,0	1,8%	5,0%
	Etno TV	65	2.532	0,5	1,7	0,9%	2,9%
	Fox Kids	-	191	-	0,6	-	1,0%
	Minimax	-	73	-	0,1	-	0,2%
	MTV Ro	4.048	9.152	2,8	6,3	4,6%	10,5%
	National Geographic	-	1.034	-	2,8	-	4,6%
	National TV	-	882	-	2,3	-	3,8%
	Prima TV	13.441	15.543	9,2	10,6	15,3%	17,7%
	Pro TV	13.614	14.445	9,3	9,9	15,5%	16,5%
	Realitatea TV	739	4.902	2,3	3,4	3,8%	5,6%
	Tele 7 ABC	-	1.921	-	1,3	-	2,2%
	TV Sport	-	686	-	2,1	-	3,5%
	TVKlumea	3.569	6.410	2,5	4,4	4,1%	7,3%
	TVR 1	9.253	9.254	6,3	6,3	10,6%	10,6%
TVR 2	3.869	5.368	2,6	3,7	4,4%	6,1%	
	TOTAL	78.382	106.935	5,2	5,1	94,8%	96,4%

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

10. Category of advertising by Channel - Prime time

TAB10w		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)	Acasa TV	60	13	0,0	0,0	0,1%	0,0%
	Antena 1	23	48	0,0	0,0	0,0%	0,1%
	B 1 TV	13	0	0,0	0,0	0,0%	0,0%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	1	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	4	36	0,0	0,0	0,0%	0,0%
	National Geographic	-	3	-	0,0	-	0,0%
	National TV	-	0	-	0,0	-	0,0%
	Prima TV	44	80	0,0	0,1	0,1%	0,1%
	Pro TV	109	34	0,1	0,0	0,1%	0,0%
	Realitatea TV	8	135	0,0	0,1	0,0%	0,2%
	Tele 7 ABC	-	2	-	0,0	-	0,0%
	TV Sport	-	-	-	0	-	0
	TVKlumea	0	0	0,0	0,0	0,0%	0,0%
TVR 1	31	22	0,0	0,0	0,0%	0,0%	
TVR 2	0	1	0,0	0,0	0,0%	0,0%	
	TOTAL	292	376	0,0	0,0	0,4%	0,3%
Sponsored Self Promotion Spots (Trailers)	Acasa TV	382	208	0,3	0,1	0,4%	0,2%
	Antena 1	823	401	0,6	0,3	0,9%	0,5%
	B 1 TV	164	89	0,1	0,1	0,2%	0,1%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	6	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	168	199	0,1	0,1	0,2%	0,2%
	National Geographic	-	27	-	0,1	-	0,1%
	National TV	-	5	-	0,0	-	0,0%
	Prima TV	466	802	0,3	0,5	0,5%	0,9%
	Pro TV	738	525	0,5	0,4	0,8%	0,6%
	Realitatea TV	9	2	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	-	178	-	0,1	-	0,2%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	105	382	0,1	0,3	0,1%	0,4%
TVR 1	442	293	0,3	0,2	0,5%	0,3%	
TVR 2	7	12	0,0	0,0	0,0%	0,0%	
	TOTAL	3.303	3.128	0,2	0,1	4,0%	2,8%
Infomercial	Acasa TV	25	14	0,0	0,0	0,0%	0,0%
	Antena 1	270	138	0,2	0,1	0,3%	0,2%
	B 1 TV	83	81	0,1	0,1	0,1%	0,1%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	0	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	5	8	0,0	0,0	0,0%	0,0%
	National Geographic	-	0	-	0,0	-	0,0%
	National TV	-	14	-	0,0	-	0,1%
	Prima TV	9	13	0,0	0,0	0,0%	0,0%
	Pro TV	207	108	0,1	0,1	0,2%	0,1%
	Realitatea TV	34	81	0,1	0,1	0,2%	0,1%
	Tele 7 ABC	-	13	-	0,0	-	0,0%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	2	4	0,0	0,0	0,0%	0,0%
TVR 1	73	44	0,0	0,0	0,1%	0,0%	
TVR 2	3	2	0,0	0,0	0,0%	0,0%	
	TOTAL	710	519	0,0	0,0	0,9%	0,5%

10. Category of advertising by Channel - Prime time

TAB10x		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 Sponsoring	Acasa TV	467	235	0,3	0,2	0,5%	0,3%
	Antena 1	1.115	587	0,8	0,4	1,3%	0,7%
	B 1 TV	260	170	0,2	0,1	0,3%	0,2%
	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Etno TV	0	7	0,0	0,0	0,0%	0,0%
	Fox Kids	-	0	-	0,0	-	0,0%
	Minimax	-	0	-	0,0	-	0,0%
	MTV Ro	177	244	0,1	0,2	0,2%	0,3%
	National Geographic	-	30	-	0,1	-	0,1%
	National TV	-	19	-	0,0	-	0,1%
	Prima TV	519	894	0,4	0,6	0,6%	1,0%
	Pro TV	1.054	666	0,7	0,5	1,2%	0,8%
	Realitatea TV	51	218	0,2	0,1	0,3%	0,2%
	Tele 7 ABC	-	193	-	0,1	-	0,2%
	TV Sport	-	0	-	0,0	-	0,0%
	TVKlumea	107	386	0,1	0,3	0,1%	0,4%
TVR 1	546	359	0,4	0,2	0,6%	0,4%	
TVR 2	9	14	0,0	0,0	0,0%	0,0%	
	TOTAL	4.305	4.023	0,3	0,2	5,2%	3,6%
TOTAL Teleshopping Spots	Acasa TV	-	-	-	-	-	-
	Antena 1	-	-	-	-	-	-
	B 1 TV	-	-	-	-	-	-
	Discovery	-	-	-	-	-	-
	Etno TV	-	-	-	-	-	-
	Fox Kids	-	-	-	-	-	-
	Minimax	-	-	-	-	-	-
	MTV Ro	-	-	-	-	-	-
	National Geographic	-	-	-	-	-	-
	National TV	-	-	-	-	-	-
	Prima TV	-	-	-	-	-	-
	Pro TV	-	-	-	-	-	-
	Realitatea TV	-	-	-	-	-	-
	Tele 7 ABC	-	-	-	-	-	-
	TV Sport	-	-	-	-	-	-
	TVKlumea	-	-	-	-	-	-
TVR 1	-	-	-	-	-	-	
TVR 2	-	-	-	-	-	-	
	TOTAL	-	-	-	-	-	-

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



III. Programmes

11. Duration - Breakdown of Programme types

Channel covered: Pro TV, Antena 1, TVR1, TVR2, Prima TV, Acasa TV, MTV Ro, TVKlumea, Discovery, Realitatea TV, B1TV, National TV, Minimax, Fox Kids, Tele 7 abc, TV Sport, Etno TV, National Geographic

TAB 11a		
All Day	2002	2003
Children, educational programmes, cartoons	1,2%	7,0%
Documentary	8,4%	8,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	33,1%	32,1%
Film, TV Films and Mini Series (TV films in several episodes)	8,9%	7,1%
Information (News, Flash and Info Magazines)	8,7%	8,2%
Other Magazines	10,8%	9,5%
Political, Religious, Philosophical, Unions programmes	0,2%	0,3%
Series and Soap	16,7%	11,7%
Sports	2,8%	3,3%
Teleshopping (excl. of spots and ad formats)	1,0%	1,1%
Advertising (excl. teleshopping programme and channel self-promotion)	4,2%	4,8%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	2,8%	4,9%
Others	1,2%	1,4%
	100%	100%
Total number of minutes in the year	5.182.184	7.745.102
Total number of hours in the year	86.369,74	129.085,03
Cumulative nbr of hours in an average day	237	354
Sources:	TNS-AGB International	TNS-AGB International

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

Others: plays, foreign language teaching programmes, weather reports.

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	Acasa TV	2,7%	0,6%	2,0%	3,6%
	Antena 1	0,2%	0,5%	3,4%	4,7%
	B 1 TV	0,1%	0,0%	6,5%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	91,9%	-	1,9%
	Minimax	-	54,2%	-	1,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	1,2%	-	3,0%
	Prima TV	1,0%	0,4%	28,1%	15,1%
	Pro TV	0,5%	0,8%	5,4%	5,7%
	Realitatea TV	0,0%	0,0%	0,0%	2,0%
	Tele 7 ABC	-	2,2%	-	1,1%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	1,7%	2,7%	4,3%	7,7%
TVR 2	5,7%	6,1%	1,1%	2,2%	
	Total	1,2%	7,0%	4,0%	1,8%
Documentary	Acasa TV	0,3%	1,4%	2,2%	7,0%
	Antena 1	0,6%	1,1%	2,0%	7,2%
	B 1 TV	0,4%	1,9%	4,8%	5,3%
	Discovery	76,6%	75,3%	0,7%	1,7%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,1%	0,0%	2,8%	7,5%
	National Geographic	-	72,3%	-	2,0%
	National TV	-	0,3%	-	2,5%
	Prima TV	1,5%	1,4%	3,7%	9,1%
	Pro TV	1,2%	1,9%	3,0%	3,4%
	Realitatea TV	4,3%	1,0%	0,7%	1,6%
	Tele 7 ABC	-	14,0%	-	2,8%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	3,4%	3,2%	3,4%	5,3%
TVR 2	12,4%	10,3%	1,9%	3,0%	
	Total	8,4%	8,7%	1,1%	2,3%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Acasa TV	21,4%	13,7%	2,1%	4,3%
	Antena 1	15,7%	14,7%	9,1%	9,6%
	B 1 TV	22,8%	26,8%	3,7%	4,6%
	Discovery	0,6%	0,0%	0,5%	0,0%
	Etno TV	75,4%	82,6%	0,7%	2,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	41,6%	-	0,0%
	MTV Ro	92,1%	90,1%	3,6%	6,8%
	National Geographic	-	2,2%	-	0,0%
	National TV	-	15,6%	-	3,8%
	Prima TV	16,4%	17,0%	11,9%	18,1%
	Pro TV	19,5%	14,9%	5,9%	7,9%
	Realitatea TV	39,6%	33,1%	2,6%	2,4%
	Tele 7 ABC	-	21,2%	-	5,5%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	93,0%	90,7%	4,0%	8,2%
	TVR 1	24,3%	21,1%	4,2%	5,4%
TVR 2	12,3%	15,9%	1,9%	3,3%	
	Total	33,2%	32,0%	4,3%	5,5%

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
Film, TV Films and Mini Series	Acasa TV	1,5%	1,2%	3,7%	9,8%
	Antena 1	23,5%	23,6%	7,8%	10,5%
	B 1 TV	6,3%	6,7%	2,4%	5,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,6%	-	1,0%
	Minimax	-	0,4%	-	1,2%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	24,9%	-	2,8%
	Prima TV	9,5%	9,9%	16,4%	15,7%
	Pro TV	25,4%	24,9%	8,2%	11,4%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	10,8%	-	1,6%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	10,7%	12,4%	4,2%	4,3%
	TVR 2	11,9%	11,7%	2,2%	2,3%
	Total	8,8%	7,1%	7,0%	7,8%
	Information (News, Flash and Info Magazines)	Acasa TV	5,0%	4,9%	4,1%
Antena 1		12,0%	12,5%	14,2%	14,5%
B 1 TV		29,9%	23,8%	1,8%	2,4%
Discovery		0,0%	0,0%	0,0%	0,0%
Etno TV		0,0%	0,1%	0,0%	0,0%
Fox Kids		-	0,0%	-	0,0%
Minimax		-	0,0%	-	1,6%
MTV Ro		2,4%	1,8%	12,6%	24,5%
National Geographic		-	0,0%	-	0,0%
National TV		-	6,4%	-	5,6%
Prima TV		9,7%	8,8%	14,5%	15,8%
Pro TV		9,3%	11,9%	16,1%	15,4%
Realitatea TV		20,9%	31,7%	4,4%	3,4%
Tele 7 ABC		-	7,9%	-	2,5%
TV Sport		-	6,0%	-	6,5%
TVKlumea		1,0%	0,9%	1,9%	5,6%
TVR 1	10,1%	11,1%	7,9%	10,2%	
TVR 2	4,6%	5,0%	4,3%	7,2%	
Total	8,7%	8,2%	7,7%	7,5%	
Other Magazines	Acasa TV	4,3%	7,2%	2,7%	4,4%
	Antena 1	9,6%	5,9%	3,5%	7,9%
	B 1 TV	11,5%	15,9%	3,2%	2,5%
	Discovery	13,9%	14,8%	0,3%	1,4%
	Etno TV	22,0%	14,4%	1,4%	2,3%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,9%	0,2%	6,2%	9,8%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	15,5%	-	2,4%
	Prima TV	22,1%	19,8%	5,7%	9,6%
	Pro TV	5,7%	5,4%	8,6%	7,7%
	Realitatea TV	25,4%	21,3%	4,2%	4,1%
	Tele 7 ABC	-	4,0%	-	5,5%
	TV Sport	-	0,7%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
TVR 1	21,0%	20,4%	2,3%	3,8%	
TVR 2	18,1%	10,8%	1,6%	3,6%	
Total	10,8%	9,5%	3,2%	4,4%	

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
Political, Religious, Philosophical, Unions programmes	Acasa TV	0,0%	0,0%	0,0%	18,7%
	Antena 1	0,0%	0,0%	12,6%	3,5%
	B 1 TV	0,4%	0,7%	3,9%	2,2%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	0,3%	-	2,1%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	Pro TV	0,0%	0,0%	0,0%	20,7%
	Realitatea TV	0,0%	0,0%	0,0%	1,1%
	Tele 7 ABC	-	0,6%	-	3,4%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	1,4%	1,4%	0,4%	0,7%
TVR 2	0,5%	1,5%	1,7%	4,1%	
Total	0,2%	0,3%	1,3%	2,6%	
Series and Soap	Acasa TV	53,6%	56,9%	3,9%	5,8%
	Antena 1	25,1%	26,1%	5,6%	7,8%
	B 1 TV	14,9%	8,6%	3,5%	6,5%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,1%	-	2,6%
	MTV Ro	0,7%	0,8%	6,8%	10,3%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	21,2%	-	3,0%
	Prima TV	23,6%	22,6%	7,8%	10,2%
	Pro TV	19,5%	19,9%	7,5%	8,6%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	6,8%	-	2,2%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	9,4%	10,7%	5,5%	6,1%
TVR 2	22,0%	19,8%	1,8%	3,8%	
Total	16,6%	11,8%	4,8%	6,5%	
Sports	Acasa TV	0,0%	0,0%	0,0%	0,0%
	Antena 1	1,1%	0,9%	5,5%	10,6%
	B 1 TV	5,3%	6,2%	3,2%	3,9%
	Discovery	0,1%	0,0%	0,6%	0,0%
	Etno TV	0,0%	0,1%	0,0%	5,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	6,5%	-	2,3%
	Prima TV	2,4%	3,5%	4,5%	9,8%
	Pro TV	6,3%	2,8%	5,5%	11,9%
	Realitatea TV	0,1%	1,8%	0,0%	2,4%
	Tele 7 ABC	-	0,2%	-	1,8%
	TV Sport	-	88,3%	-	1,2%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	7,7%	4,2%	6,2%	7,2%
TVR 2	5,9%	7,9%	1,7%	2,5%	
Total	2,8%	3,3%	4,4%	3,7%	

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
Teleshopping (excl. of spots and adv. formats)	Acasa TV	1,8%	1,8%	0,4%	1,4%
	Antena 1	2,4%	2,7%	1,2%	0,6%
	B 1 TV	1,1%	3,6%	3,3%	0,5%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	0,0%	-	0,0%
	Prima TV	2,5%	2,3%	0,0%	2,2%
	Pro TV	2,3%	4,7%	1,0%	1,1%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	0,0%	-	0,0%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	0,3%	1,8%	0,2%	1,4%
TVR 2	0,0%	0,5%	0,0%	1,1%	
	Total	1,0%	1,1%	1,0%	1,1%
Advertising (excl. teleshopping programme and channel self-promotion)	Acasa TV	3,2%	4,9%		
	Antena 1	7,0%	8,6%		
	B 1 TV	2,6%	3,6%		
	Discovery	0,6%	1,5%		
	Etno TV	0,9%	2,1%		
	Fox Kids	-	1,8%		
	Minimax	-	0,5%		
	MTV Ro	3,7%	6,7%		
	National Geographic	-	1,4%		
	National TV	-	2,9%		
	Prima TV	8,8%	11,3%		
	Pro TV	7,3%	8,7%		
	Realitatea TV	3,5%	3,4%		
	Tele 7 ABC	-	2,3%		
	TV Sport	-	1,5%		
	TVKlumea	3,8%	7,5%		
	TVR 1	4,3%	5,5%		
TVR 2	1,8%	3,1%			
	Total	4,2%	4,8%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	Acasa TV	4,6%	4,5%		
	Antena 1	2,3%	2,6%		
	B 1 TV	1,5%	1,3%		
	Discovery	8,1%	8,4%		
	Etno TV	1,3%	0,3%		
	Fox Kids	-	5,6%		
	Minimax	-	3,2%		
	MTV Ro	0,1%	0,2%		
	National Geographic	-	6,8%		
	National TV	-	3,8%		
	Prima TV	1,9%	2,3%		
	Pro TV	1,8%	2,2%		
	Realitatea TV	4,1%	3,1%		
	Tele 7 ABC	-	29,7%		
	TV Sport	-	3,4%		
	TVKlumea	2,2%	1,9%		
	TVR 1	3,4%	4,0%		
TVR 2	2,8%	5,9%			
	Total	2,8%	5,0%		

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Others	Acasa TV	1,6%	2,9%	10,1%	8,7%
	Antena 1	0,7%	0,7%	23,3%	22,3%
	B 1 TV	3,3%	1,0%	0,1%	16,4%
	Discovery	0,2%	0,0%	5,9%	4,7%
	Etno TV	0,4%	0,5%	0,0%	0,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,2%	0,0%	0,0%
	National Geographic	-	17,2%	-	0,0%
	National TV	-	1,3%	-	2,1%
	Prima TV	0,6%	0,7%	54,4%	83,7%
	Pro TV	1,2%	1,7%	18,6%	14,7%
	Realitatea TV	2,0%	4,6%	24,3%	13,3%
	Tele 7 ABC	-	0,3%	-	0,4%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	2,4%	1,5%	13,6%	35,8%
TVR 2	1,9%	1,7%	1,5%	7,5%	
Total	1,2%	1,4%	10,5%	13,1%	
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Acasa TV	100,0%	100,0%	3,2%	4,9%
	Antena 1	100,0%	100,0%	7,0%	8,6%
	B 1 TV	100,0%	100,0%	2,7%	3,6%
	Discovery	100,0%	100,0%	0,6%	1,5%
	Etno TV	100,0%	100,0%	0,9%	2,1%
	Fox Kids	-	100,0%	-	1,8%
	Minimax	-	100,0%	-	0,5%
	MTV Ro	100,0%	100,0%	3,7%	6,7%
	National Geographic	-	100,0%	-	1,4%
	National TV	-	100,0%	-	2,9%
	Prima TV	100,0%	100,0%	8,8%	11,4%
	Pro TV	100,0%	100,0%	7,3%	8,7%
	Realitatea TV	100,0%	100,0%	3,5%	3,4%
	Tele 7 ABC	-	100,0%	-	2,3%
	TV Sport	-	100,0%	-	1,5%
	TVKlumea	100,0%	101,0%	3,8%	7,4%
	TVR 1	100,0%	100,0%	4,3%	5,5%
TVR 2	100,0%	100,0%	1,8%	3,1%	
Total	100,0%	100,1%	4,3%	4,8%	

Comments:

Others: plays, foreign language teaching programmes, weather reports.

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
Children, educational programmes, cartoons	Acasa TV	627	327	315,77	137,69
	Antena 1	124	337	133,74	126,44
	B 1 TV	67	0	50,68	0,00
	Discovery	0	0	0,00	0,00
	Ethno TV	0	0	0,00	0,00
	Fox Kids	-	15.941	-	2.677,00
	Minimax	-	4.514	-	538,35
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	86	-	42,22
	Prima TV	2.141	617	9.056,65	1.420,05
	Pro TV	354	539	328,08	407,56
	Realitatea TV	0	1	0,00	0,18
	Tele 7 ABC	-	295	-	11,22
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	949	1.789	762,22	3.289,29	
TVR 2	890	1.568	363,72	548,38	
	Total	5.152	26.014	11.010,86	9.198,38
Documentary	Acasa TV	102	1.321	156,30	866,03
	Antena 1	138	1.101	106,08	1.130,36
	B 1 TV	214	1.071	188,24	1.294,65
	Discovery	5.194	15.274	1.541,21	3.325,10
	Ethno TV	0	17	0,00	4,17
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	19	52	5,90	23,01
	National Geographic	-	3.806	-	726,50
	National TV	-	18	-	15,53
	Prima TV	1.378	1.494	505,38	3.107,38
	Pro TV	520	836	1.120,48	929,41
	Realitatea TV	74	200	19,22	101,17
	Tele 7 ABC	-	4.476	-	705,84
	TV Sport	-	0	-	0,00
	TVKlumea	16	0	0,54	0,00
TVR 1	1.273	2.193	2.257,73	3.822,62	
TVR 2	2.099	4.062	1.312,08	1.483,43	
	Total	11.027	35.921	7.213,16	17.535,21
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Acasa TV	3.179	6.600	8.422,61	10.351,33
	Antena 1	15.406	16.207	55.356,56	38.527,03
	B 1 TV	16.194	23.922	6.356,50	14.603,51
	Discovery	28	0	4,55	0,00
	Ethno TV	564	18.514	217,72	5.820,07
	Fox Kids	-	0	-	0,00
	Minimax	-	175	-	0,33
	MTV Ro	42.513	99.943	4.500,83	46.108,57
	National Geographic	-	0	-	0,00
	National TV	-	5	-	990,25
	Prima TV	21.130	39.408	57.521,68	120.532,13
	Pro TV	17.286	18.640	48.662,64	43.212,22
	Realitatea TV	560	10.706	1.253,76	5.930,91
	Tele 7 ABC	-	7.267	-	2.081,92
	TV Sport	-	0	-	146,87
	TVKlumea	52.211	106.404	2.838,00	2.815,93
TVR 1	19.460	21.650	39.724,10	37.746,76	
TVR 2	7.742	8.663	1.396,90	2.690,72	
	Total	196.273	378.104	226.255,85	331.558,56

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
Film, TV Films and Mini Series (continuing TV films)	Acasa TV	699	1.577	801,07	3.353,19
	Antena 1	24.436	32.890	64.081,93	71.573,62
	B 1 TV	1.753	3.868	1.778,07	5.100,99
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	42	-	8,90
	Minimax	-	37	-	4,93
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	1.739	-	1.979,19
	Prima TV	12.978	17.709	55.535,00	58.734,14
	Pro TV	27.146	35.461	113.946,37	126.185,16
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	2.030	-	585,36
	TV Sport	-	0	-	0,00
	TVKlumea	26	0	0,96	0,00
TVR 1	5.447	6.239	15.152,79	18.385,46	
TVR 2	2.625	3.163	2.061,48	1.858,02	
Total	75.110	104.755	253.357,67	287.768,96	
Information (News, Flash and Info Magazines)	Acasa TV	2.794	3.175	2.845,09	2.947,36
	Antena 1	22.340	26.118	61.379,23	42.405,83
	B 1 TV	1.860	1.585	5.500,77	9.618,06
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	6	-	0,49
	MTV Ro	4.041	6.830	420,60	3.261,22
	National Geographic	-	0	-	0,00
	National TV	-	1.876	-	1.196,58
	Prima TV	13.428	15.454	40.089,41	44.047,88
	Pro TV	22.119	25.093	69.917,22	64.044,74
	Realitatea TV	4.428	22.194	1.029,52	8.472,23
	Tele 7 ABC	-	2.960	-	1.093,82
	TV Sport	-	1.238	-	1.374,70
	TVKlumea	275	762	17,91	18,88
TVR 1	9.624	12.657	28.745,66	38.646,63	
TVR 2	2.101	4.738	1.109,43	1.830,25	
Total	83.010	124.686	211.054,83	218.958,69	
Other Magazines	Acasa TV	1.556	4.291	1.347,00	3.562,67
	Antena 1	5.341	6.297	1.851,86	2.338,73
	B 1 TV	1.222	1.547	1.349,33	3.504,99
	Discovery	353	2.675	91,85	563,86
	Etno TV	407	4.157	79,08	672,22
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	749	360	78,26	146,73
	National Geographic	-	0	-	0,00
	National TV	-	914	-	494,51
	Prima TV	18.229	23.465	11.685,60	22.358,46
	Pro TV	6.381	5.835	14.972,43	7.284,66
	Realitatea TV	1.551	7.623	560,50	2.453,75
	Tele 7 ABC	-	2.471	-	287,58
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	7.139	9.914	10.843,61	15.496,32	
TVR 2	3.146	4.473	1.552,65	1.668,41	
Total	46.074	74.022	44.412,18	60.832,89	

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
Political, Religious, Philosophical, Unions programmes	Acasa TV	0	43	0,00	35,37
	Antena 1	13	7	30,16	15,40
	B 1 TV	151	167	43,98	78,35
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	15	-	9,44
	Prima TV	0	0	0,00	0,00
	Pro TV	0	26	0,00	59,40
	Realitatea TV	0	2	0,00	0,40
	Tele 7 ABC	-	234	-	64,56
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	95	176	84,61	143,56	
TVR 2	119	782	47,80	323,33	
TOTAL	378	1.452	206,55	729,80	
Series and Soap	Acasa TV	29.570	46.241	40.199,00	48.788,11
	Antena 1	19.958	26.974	21.642,08	24.557,34
	B 1 TV	5.816	6.834	3.357,88	6.251,37
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	42	-	6,70
	Minimax	-	19	-	2,54
	MTV Ro	570	1.075	76,49	527,52
	National Geographic	-	0	-	0,00
	National TV	-	1.724	-	929,06
	Prima TV	20.976	26.890	39.678,30	48.643,12
	Pro TV	19.839	22.539	44.805,12	40.055,06
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	1.626	-	263,86
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	6.804	7.995	11.990,05	15.438,49	
TVR 2	4.203	8.227	2.336,07	3.932,89	
Total	107.736	150.186	164.085,01	189.396,07	
Sports	Acasa TV	0	0	0,00	0,00
	Antena 1	741	1.306	1.316,96	2.132,24
	B 1 TV	2.257	3.246	1.871,96	4.082,51
	Discovery	8	0	1,07	0,00
	Etno TV	0	38	0,00	59,22
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	879	-	721,10
	Prima TV	1.073	3.006	1.182,84	8.543,48
	Pro TV	5.058	5.158	16.667,06	15.071,19
	Realitatea TV	0	607	0,00	298,13
	Tele 7 ABC	-	57	-	6,79
	TV Sport	-	3.430	-	4.476,51
	TVKlumea	0	0	0,00	0,00
TVR 1	5.003	4.013	13.511,81	10.472,31	
TVR 2	1.401	2.810	811,71	1.684,41	
Total	15.541	24.550	35.363,41	47.547,89	

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

TAB12i		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Teleshopping (excl.of spots and adv. formats)	Acasa TV	30	299	4,85	83,40
	Antena 1	224	177	143,57	67,50
	B 1 TV	394	273	66,63	64,10
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	9	679	4,38	802,14
	Pro TV	324	626	253,90	782,25
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	21	440	6,61	171,48
TVR 2	0	60	0,00	16,85	
	Total	1.002	2.554	479,94	1.987,71
Advertising (excl. teleshopping programme and channel self-promotion)	Acasa TV				
	Antena 1				
	B 1 TV				
	Discovery				
	Etno TV				
	Fox Kids				
	Minimax				
	MTV Ro				
	National Geographic				
	National TV				
	Prima TV				
	Pro TV				
	Realitatea TV				
	Tele 7 ABC				
	TV Sport				
	TVKlumea				
	TVR 1				
TVR 2					
	Total				
Self-promotion (presentation, trailers, title signs, channel housestyle)	Acasa TV				
	Antena 1				
	B 1 TV				
	Discovery				
	Etno TV				
	Fox Kids				
	Minimax				
	MTV Ro				
	National Geographic				
	National TV				
	Prima TV				
	Pro TV				
	Realitatea TV				
	Tele 7 ABC				
	TV Sport				
	TVKlumea				
	TVR 1				
TVR 2					
	Total				

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

TAB12j		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Others	Acasa TV	2.268	3.591	3.374,88	3.136,06
	Antena 1	2.828	3.066	4.561,07	4.163,57
	B 1 TV	35	1.961	68,81	3.203,40
	Discovery	660	34	98,55	5,30
	Etno TV	0	10	0,00	2,34
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	74	-	86,38
	Prima TV	5.228	7.006	10.002,73	19.217,47
	Pro TV	3.890	3.663	13.982,00	11.577,14
	Realitatea TV	1.779	13.075	447,51	4.914,70
	Tele 7 ABC	-	17	-	2,19
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	3.629	7.205	15.827,09	20.693,81
TVR 2	403	1.114	206,60	737,00	
	Total	20.720	40.816	48.569,26	67.739,36
Total of Typologies and total of Advertising (excl. teleshopping program and channel self promotion, considered as typologies)	Acasa TV	40.825	67.465	57.467	73.261
	Antena 1	91.549	114.480	210.603	187.038
	B 1 TV	29.963	44.474	20.633	47.802
	Discovery	6.243	17.983	1.737	3.894
	Etno TV	971	22.736	297	6.558
	Fox Kids	-	16.025	-	2.693
	Minimax	-	4.751	-	547
	MTV Ro	47.892	108.260	5.082	50.067
	National Geographic	-	3.806	-	727
	National TV	-	7.330	-	6.464
	Prima TV	96.570	135.728	225.262	327.406
	Pro TV	102.917	118.416	324.655	309.609
	Realitatea TV	8.392	54.408	3.311	22.171
	Tele 7 ABC	-	21.433	-	5.103
	TV Sport	-	4.668	-	5.998
	TVKlumea	52.528	107.166	2.857	2.835
	TVR 1	59.444	74.271	138.906	164.307
TVR 2	24.729	39.660	11.198	16.774	
	Total	562.023	963.060	1.002.009	1.233.254

Comments:

Others: plays, foreign language teaching programmes, weather reports.

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
Children, educational programmes, cartoons	Acasa TV	0,0%	0,0%	0,0%	0,0%
	Antena 1	0,0%	0,0%	0,0%	0,0%
	B 1 TV	0,0%	0,0%	11,3%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	91,7%	-	1,1%
	Minimax	-	95,9%	-	0,2%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	0,0%	-	0,0%
	Prima TV	1,5%	0,0%	25,3%	0,0%
	Pro TV	0,0%	0,0%	0,0%	0,0%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	0,0%	-	0,0%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	0,1%	0,0%	15,8%	0,0%
TVR 2	0,2%	0,1%	0,7%	3,4%	
	Total	0,2%	4,1%	21,8%	0,5%
Documentary	Acasa TV	0,5%	0,3%	5,3%	11,7%
	Antena 1	0,1%	0,0%	0,0%	0,0%
	B 1 TV	1,2%	3,2%	7,3%	12,4%
	Discovery	86,0%	80,0%	2,0%	5,7%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,1%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,1%	0,0%	9,1%
	National Geographic	-	87,9%	-	5,4%
	National TV	-	0,5%	-	5,1%
	Prima TV	0,0%	1,6%	45,7%	18,5%
	Pro TV	0,1%	0,0%	7,6%	0,0%
	Realitatea TV	0,0%	0,9%	0,0%	5,1%
	Tele 7 ABC	-	13,1%	-	1,0%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	1,5%	1,8%	6,8%	8,3%
TVR 2	12,3%	4,9%	4,3%	7,6%	
	Total	9,9%	8,9%	2,4%	5,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Acasa TV	14,5%	14,1%	13,6%	14,2%
	Antena 1	33,4%	24,2%	27,8%	21,8%
	B 1 TV	25,3%	26,4%	13,5%	14,8%
	Discovery	1,4%	0,0%	0,8%	0,0%
	Etno TV	90,2%	93,2%	0,8%	3,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	90,0%	82,9%	5,3%	12,7%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	7,9%	-	4,3%
	Prima TV	24,4%	27,1%	22,7%	27,1%
	Pro TV	7,2%	7,1%	41,2%	35,3%
	Realitatea TV	46,6%	48,3%	3,9%	6,3%
	Tele 7 ABC	-	18,7%	-	9,3%
	TV Sport	-	1,2%	-	7,7%
	TVKlumea	92,2%	90,7%	3,8%	7,0%
	TVR 1	27,3%	26,8%	16,3%	12,4%
TVR 2	13,8%	16,8%	9,0%	8,6%	
	Total	33,7%	33,3%	10,8%	10,5%

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

TAB12I		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Film, TV Films and Mini Series	Acasa TV	2,1%	3,5%	5,6%	16,1%
	Antena 1	33,2%	44,3%	21,9%	19,7%
	B 1 TV	15,9%	19,3%	9,0%	5,8%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	58,5%	-	4,6%
	Prima TV	34,0%	29,4%	20,8%	22,2%
	Pro TV	44,6%	47,6%	18,2%	21,2%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	30,2%	-	1,5%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	18,7%	23,6%	9,2%	12,2%
TVR 2	23,4%	21,5%	0,0%	0,0%	
Total	16,7%	16,4%	15,4%	13,9%	
Information (News, Flash and Info Magazines)	Acasa TV	7,3%	4,5%	10,6%	14,6%
	Antena 1	10,6%	10,7%	3,4%	4,0%
	B 1 TV	16,4%	11,4%	0,0%	4,2%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	1,5%	2,7%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	8,2%	-	0,0%
	Prima TV	5,0%	4,6%	5,4%	13,0%
	Pro TV	11,9%	11,2%	8,6%	8,1%
	Realitatea TV	14,6%	29,7%	6,5%	3,8%
	Tele 7 ABC	-	16,1%	-	0,0%
	TV Sport	-	7,7%	-	0,0%
	TVKlumea	3,4%	1,3%	0,0%	0,0%
	TVR 1	16,8%	15,4%	7,0%	8,0%
TVR 2	3,5%	6,7%	0,0%	5,4%	
Total	7,7%	8,2%	4,8%	4,9%	
Other Magazines	Acasa TV	0,6%	1,6%	26,2%	31,3%
	Antena 1	0,2%	0,0%	7,1%	0,0%
	B 1 TV	4,5%	6,1%	6,7%	8,7%
	Discovery	2,7%	7,6%	1,2%	6,4%
	Etno TV	6,8%	2,5%	0,4%	0,2%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	1,1%	0,3%	4,7%	15,4%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	1,9%	-	5,9%
	Prima TV	4,7%	4,9%	12,6%	17,0%
	Pro TV	1,9%	0,1%	15,8%	20,1%
	Realitatea TV	15,2%	7,3%	3,9%	6,3%
	Tele 7 ABC	-	2,7%	-	0,8%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	5,1%	3,8%	11,2%	22,9%
TVR 2	3,0%	3,5%	11,8%	12,9%	
Total	2,7%	2,8%	9,0%	10,4%	

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

TAB12m		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	Acasa TV	0,0%	0,0%	0,0%	254,2%
	Antena 1	0,0%	0,0%	0,0%	0,0%
	B 1 TV	0,3%	0,0%	6,1%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	0,0%	-	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	Pro TV	0,0%	0,0%	0,0%	0,0%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	0,0%	-	26,6%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	0,0%	0,0%	7,0%	16,6%
TVR 2	0,0%	0,6%	18,6%	17,5%	
	Total	0,0%	0,0%	6,9%	18,5%
Series and Soap	Acasa TV	58,2%	59,9%	10,4%	10,9%
	Antena 1	0,9%	1,5%	24,5%	53,2%
	B 1 TV	14,6%	10,6%	6,5%	8,9%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,6%	1,5%	4,6%	9,2%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	7,1%	-	3,9%
	Prima TV	11,0%	10,9%	15,7%	20,0%
	Pro TV	8,1%	6,7%	28,7%	24,4%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	9,5%	-	0,8%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	8,6%	5,2%	14,9%	14,3%
TVR 2	23,7%	21,9%	7,6%	11,2%	
	Total	12,2%	9,0%	11,4%	12,0%
Sports	Acasa TV	0,0%	0,0%	0,0%	0,0%
	Antena 1	2,3%	1,1%	6,7%	14,3%
	B 1 TV	10,2%	11,0%	4,8%	7,8%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,2%	0,0%	7,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	8,0%	-	4,1%
	Prima TV	0,7%	1,2%	10,2%	30,1%
	Pro TV	7,4%	7,5%	14,6%	15,6%
	Realitatea TV	0,0%	2,1%	0,0%	4,9%
	Tele 7 ABC	-	0,2%	-	0,6%
	TV Sport	-	84,8%	-	4,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	4,9%	6,5%	13,0%	8,9%
TVR 2	7,6%	10,9%	6,2%	5,1%	
	Total	3,2%	4,3%	8,8%	7,5%

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

TAB12n		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	Acasa TV	0,0%	0,0%	0,0%	0,0%
	Antena 1	0,0%	0,0%	0,0%	0,0%
	B 1 TV	0,0%	0,0%	0,0%	0,0%
	Discovery	0,0%	0,0%	0,0%	0,0%
	Etno TV	0,0%	0,0%	0,0%	0,0%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	0,0%	-	0,0%
	Prima TV	0,0%	0,0%	0,0%	0,0%
	Pro TV	0,0%	0,0%	0,0%	0,0%
	Realitatea TV	0,0%	0,0%	0,0%	0,0%
	Tele 7 ABC	-	0,0%	-	0,0%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
	TVR 1	0,0%	0,0%	0,0%	0,0%
TVR 2	0,0%	0,0%	0,0%	0,0%	
Total		0,0%	0,0%	0,0%	0,0%
Advertising (excl. teleshopping programme and channel self-promotion)	Acasa TV	9,9%	10,9%		
	Antena 1	17,7%	15,9%		
	B 1 TV	6,7%	8,7%		
	Discovery	1,8%	5,0%		
	Etno TV	0,9%	2,9%		
	Fox Kids	-	1,0%		
	Minimax	-	0,2%		
	MTV Ro	4,8%	10,7%		
	National Geographic	-	4,7%		
	National TV	-	3,9%		
	Prima TV	15,9%	18,8%		
	Pro TV	16,7%	17,3%		
	Realitatea TV	4,0%	5,9%		
	Tele 7 ABC	-	2,4%		
	TV Sport	-	3,5%		
	TVKlumea	4,2%	7,8%		
	TVR 1	11,2%	11,0%		
TVR 2	4,4%	6,1%			
Total		9,2%	8,8%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	Acasa TV	4,1%	2,8%		
	Antena 1	0,1%	1,1%		
	B 1 TV	3,6%	2,1%		
	Discovery	7,8%	7,3%		
	Etno TV	2,1%	0,4%		
	Fox Kids	-	7,1%		
	Minimax	-	3,8%		
	MTV Ro	1,9%	1,9%		
	National Geographic	-	7,3%		
	National TV	-	2,0%		
	Prima TV	2,6%	1,0%		
	Pro TV	1,0%	1,4%		
	Realitatea TV	3,2%	2,0%		
	Tele 7 ABC	-	6,4%		
	TV Sport	-	2,9%		
	TVKlumea	0,2%	0,2%		
	TVR 1	2,6%	3,7%		
TVR 2	2,4%	4,4%			
Total		2,6%	2,8%		

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

TAB12o		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Others	Acasa TV	2,9%	2,3%	26,8%	28,6%
	Antena 1	1,4%	1,3%	29,6%	37,1%
	B 1 TV	1,3%	1,2%	1,2%	40,6%
	Discovery	0,4%	0,1%	7,7%	11,2%
	Etno TV	0,0%	0,7%	0,0%	0,1%
	Fox Kids	-	0,0%	-	0,0%
	Minimax	-	0,0%	-	0,0%
	MTV Ro	0,0%	0,0%	0,0%	0,0%
	National Geographic	-	0,0%	-	0,0%
	National TV	-	2,0%	-	3,7%
	Prima TV	0,2%	0,5%	163,5%	132,2%
	Pro TV	1,1%	1,1%	87,4%	79,1%
	Realitatea TV	1,1%	3,8%	58,5%	28,2%
	Tele 7 ABC	-	0,5%	-	0,1%
	TV Sport	-	0,0%	-	0,0%
	TVKlumea	0,0%	0,0%	0,0%	0,0%
TVR 1	3,4%	2,2%	37,7%	55,6%	
TVR 2	5,5%	2,6%	0,7%	15,2%	
	Total	1,6%	1,2%	23,8%	34,7%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Acasa TV	100,0%	100,0%	9,9%	11,0%
	Antena 1	100,0%	100,0%	17,7%	15,9%
	B 1 TV	100,0%	100,0%	6,7%	8,7%
	Discovery	100,0%	100,0%	1,8%	5,0%
	Etno TV	100,0%	100,0%	0,7%	2,9%
	Fox Kids	-	100,0%	-	1,0%
	Minimax	-	100,0%	-	0,2%
	MTV Ro	100,0%	100,0%	4,8%	10,7%
	National Geographic	-	100,0%	-	4,8%
	National TV	-	100,0%	-	3,9%
	Prima TV	100,0%	100,0%	15,9%	18,8%
	Pro TV	100,0%	100,0%	16,7%	17,3%
	Realitatea TV	84,8%	100,0%	4,7%	5,9%
	Tele 7 ABC	-	100,0%	-	2,4%
	TV Sport	-	100,0%	-	3,5%
	TVKlumea	100,0%	100,0%	4,2%	7,8%
TVR 1	100,0%	100,0%	11,2%	11,0%	
TVR 2	100,0%	100,0%	4,4%	6,1%	
	Total	99,7%	100,0%	9,2%	8,8%

Comments:

Others: plays, foreign language teaching programmes, weather reports.

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
Children, educational programmes, cartoons	Acasa TV	0	0	0,00	0,00
	Antena 1	0	0	0,00	0,00
	B 1 TV	12	0	10,37	0,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	674	-	68,00
	Minimax	-	156	-	11,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	758	0	2.511,02	0,00
	Pro TV	0	0	0,00	0,00
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	21	0	62,78	0,00	
TVR 2	5	9	2,22	4,52	
	Total	796	839	2.586,39	83,52
Documentary	Acasa TV	61	82	138,54	163,88
	Antena 1	0	0	0,00	0,00
	B 1 TV	177	705	179,45	1.062,67
	Discovery	2.959	9.107	890,00	1.930,22
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	15	0,00	6,92
	National Geographic	-	2.225	-	448,00
	National TV	-	12	-	14,37
	Prima TV	66	638	167,43	2.207,19
	Pro TV	18	0	72,06	0,00
	Realitatea TV	0	88	0,00	47,64
	Tele 7 ABC	-	356	-	105,02
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
TVR 1	242	315	594,70	1.122,95	
TVR 2	1.187	583	583,41	262,02	
	Total	4.710	14.126	2.625,60	7.370,87
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Acasa TV	3.065	4.483	6.855,48	8.128,22
	Antena 1	18.355	10.483	65.647,00	40.050,00
	B 1 TV	4.745	7.343	5.004,03	10.318,87
	Discovery	25	0	3,65	0,00
	Etno TV	200	6.035	115,00	2.950,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	10.395	27.510	1.375,00	12.658,00
	National Geographic	-	0	-	0,00
	National TV	-	178	-	236,45
	Prima TV	13.090	17.748	45.616,00	72.187,00
	Pro TV	4.685	4.941	24.798,00	19.660,13
	Realitatea TV	881	5.210	715,42	3.628,01
	Tele 7 ABC	-	1.418	-	762,78
	TV Sport	-	42	-	86,23
	TVKlumea	9.874	19.311	382,00	488,00
TVR 1	8.795	6.617	32.164,61	32.920,00	
TVR 2	2.410	3.351	1.718,15	1.157,48	
	Total	76.520	114.670	184.394,34	205.231,19

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

TAB12q		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Film, TV Films and Mini Series	Acasa TV	249	1.242	390,23	3.214,36
	Antena 1	15.028	19.342	65.177,14	60.238,62
	B 1 TV	2.894	2.247	1.877,91	1.348,59
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	1.336	-	2.100,00
	Prima TV	15.102	12.867	50.903,06	46.575,40
	Pro TV	19.151	22.408	99.002,78	93.219,62
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	981	-	288,66
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	4.732	6.615	19.166,00	19.959,50
TVR 2	0	0	0,00	0,00	
Total	57.156	67.038	236.517,11	226.944,75	
Information (News, Flash and Info Magazines)	Acasa TV	1.946	1.657	3.185,58	2.239,92
	Antena 1	2.879	1.836	5.908,13	5.241,62
	B 1 TV	0	1.015	0,00	1.808,28
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	633	1.363	1.741,14	4.523,19
	Pro TV	2.863	2.124	11.331,14	8.900,90
	Realitatea TV	624	4.870	335,00	3.212,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	2.713	3.050	12.413,57	13.957,59
TVR 2	1	828	0,83	395,50	
Total	11.659	16.743	34.915,39	40.279,00	
Other Magazines	Acasa TV	421	1.301	520,32	1.694,74
	Antena 1	33	0	109,47	0,00
	B 1 TV	600	1.118	662,42	1.673,38
	Discovery	63	990	19,02	202,06
	Etno TV	18	60	7,56	18,72
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	149	170	12,90	71,02
	National Geographic	-	0	-	0,00
	National TV	-	50	-	73,87
	Prima TV	1.133	1.872	2.696,17	6.039,01
	Pro TV	1.045	101	2.977,30	247,44
	Realitatea TV	285	745	205,92	498,55
	Tele 7 ABC	-	610	-	426,78
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	1.317	2.008	5.026,17	7.854,90
TVR 2	525	719	252,12	353,69	
Total	5.589	9.744	12.489,37	19.154,15	

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

TAB12r		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	Acasa TV	0	28	0,00	31,51
	Antena 1	0	0	0,00	0,00
	B 1 TV	29	0	22,47	0,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	0	0	0,00	0,00
	Pro TV	0	0	0,00	0,00
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	3	-	1,91
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	7	7	22,72	12,62
TVR 2	6	228	1,87	132,48	
	TOTAL	42	266	47,06	178,51
Series and Soap	Acasa TV	13.917	14.650	29.325,00	29.571,00
	Antena 1	430	1.711	4.032,21	5.208,01
	B 1 TV	3.370	2.287	4.947,00	6.462,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	67	340	12,08	158,89
	National Geographic	-	0	-	0,00
	National TV	-	140	-	125,43
	Prima TV	3.841	4.924	12.912,15	16.341,79
	Pro TV	6.279	3.873	22.983,04	18.635,00
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	168	-	70,60
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	2.904	1.544	7.436,86	5.375,15
TVR 2	4.451	5.594	2.133,46	3.406,00	
	Total	35.259	35.231	83.781,79	85.353,88
Sports	Acasa TV	0	0	0,00	0,00
	Antena 1	255	353	1.053,63	1.176,17
	B 1 TV	1.069	1.947	1.118,23	2.977,08
	Discovery	0	0	0,00	0,00
	Etno TV	0	31	0,00	44,88
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	235	-	278,79
	Prima TV	146	816	446,48	2.795,85
	Pro TV	2.586	3.032	13.665,85	11.727,65
	Realitatea TV	0	223	0,00	117,50
	Tele 7 ABC	-	4	-	1,98
	TV Sport	-	1.695	-	2.998,87
	TVKlumea	0	0	0,00	0,00
	TVR 1	1.149	1.310	3.769,45	4.579,57
TVR 2	725	940	297,87	838,80	
	Total	5.930	10.586	20.351,50	27.537,14

12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12s		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	Acasa TV	0	0	0,00	0,00
	Antena 1	0	0	0,00	0,00
	B 1 TV	0	0	0,00	0,00
	Discovery	0	0	0,00	0,00
	Etno TV	0	0	0,00	0,00
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	0	-	0,00
	Prima TV	0	0	0,00	0,00
	Pro TV	0	0	0,00	0,00
	Realitatea TV	0	0	0,00	0,00
	Tele 7 ABC	-	0	-	0,00
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	0	0	0,00	0,00
TVR 2	0	0	0,00	0,00	
	Total	0	0	0,00	0,00
Advertising (excl. teleshopping programme and channel self-promotion)	Acasa TV				
	Antena 1				
	B 1 TV				
	Discovery				
	Etno TV				
	Fox Kids				
	Minimax				
	MTV Ro				
	National Geographic				
	National TV				
	Prima TV				
	Pro TV				
	Realitatea TV				
	Tele 7 ABC				
	TV Sport				
	TVKlumea				
	TVR 1				
TVR 2					
	Total				
Self-promotion (presentation, trailers, title signs, channel housestyle)	Acasa TV				
	Antena 1				
	B 1 TV				
	Discovery				
	Etno TV				
	Fox Kids				
	Minimax				
	MTV Ro				
	National Geographic				
	National TV				
	Prima TV				
	Pro TV				
	Realitatea TV				
	Tele 7 ABC				
	TV Sport				
	TVKlumea				
	TVR 1				
TVR 2					
	Total				

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

TAB12t		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	Acasa TV	1.981	1.657	3.252,54	2.239,92
	Antena 1	1.854	2.516	4.203,35	4.452,74
	B 1 TV	33	1.015	68,41	1.808,28
	Discovery	364	19	60,10	3,77
	Etno TV	0	2	0,00	0,86
	Fox Kids	-	0	-	0,00
	Minimax	-	0	-	0,00
	MTV Ro	0	0	0,00	0,00
	National Geographic	-	0	-	0,00
	National TV	-	41	-	79,88
	Prima TV	633	1.385	1.741,14	4.582,68
	Pro TV	2.733	2.993	12.663,10	10.900,00
	Realitatea TV	308	3.099	205,96	1.921,37
	Tele 7 ABC	-	1	-	0,56
	TV Sport	-	0	-	0,00
	TVKlumea	0	0	0,00	0,00
	TVR 1	2.885	3.068	13.272,22	14.045,66
TVR 2	82	884	47,59	425,85	
	Total	10.873	16.680	35.514,40	40.461,57
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Acasa TV	21.640	25.100	43.668	47.284
	Antena 1	38.834	36.241	146.131	116.367
	B 1 TV	12.929	17.677	13.890	27.459
	Discovery	3.411	10.116	973	2.136
	Etno TV	218	6.128	123	3.014
	Fox Kids	-	674	-	68
	Minimax	-	156	-	11
	MTV Ro	10.611	28.035	1.400	12.895
	National Geographic	-	2.225	-	448
	National TV	-	1.992	-	2.909
	Prima TV	35.402	41.613	118.735	155.252
	Pro TV	39.360	39.472	187.493	163.291
	Realitatea TV	2.098	14.235	1.462	9.425
	Tele 7 ABC	-	3.541	-	1.658
	TV Sport	-	1.737	-	3.085
	TVKlumea	9.874	19.311	382	488
	TVR 1	24.765	24.534	93.929	99.828
TVR 2	9.392	13.136	5.038	6.976	
	Total	208.534	285.923	613.223	652.595

Comments:

Others: plays, foreign language teaching programmess, weather reports.

Comments about Typology of Programmes

Entertainment is the category which has most broadcasting time. Almost all channels have local productions with good ratings. This kind of programme is much appreciated in Romania, mainly due to the fact that local actors or stars are present in these shows. Talk shows are watched as well and some channels have formats which have a good awareness on the market.



IV. Specific products

13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Acasa TV	8,0	87,2	0,1%	0,6%
	Antena 1	2.640,9	2.698,5	20,2%	18,3%
	B 1 TV	816,4	1.510,8	6,2%	10,3%
	Discovery	31,5	607,8	0,2%	4,1%
	Etno TV	0,0	327,8	0,0%	2,2%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	35,8	384,6	0,3%	2,6%
	National Geographic	0,0	147,5	0,0%	1,0%
	National TV	0,0	447,0	0,0%	3,0%
	Prima TV	3.900,4	3.360,5	29,8%	22,8%
	Pro TV	2.517,3	3.541,0	19,3%	24,1%
	Realitatea TV	0,0	126,2	0,0%	0,9%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	123,2	0,0%	0,8%
	TVKlumea	1,8	89,8	0,0%	0,6%
	TVR 1	2.445,0	851,7	18,7%	5,8%
TVR 2	671,8	416,1	5,1%	2,8%	
TOTAL	13.068,9	14.719,6	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	Acasa TV	40,5	0,0	4,8%	0,0%
	Antena 1	85,9	259,9	10,3%	20,5%
	B 1 TV	100,8	44,5	12,1%	3,5%
	Discovery	0,0	0,0	0,0%	0,0%
	Etno TV	0,0	0,0	0,0%	0,0%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	0,2	112,7	0,0%	8,9%
	National Geographic	0,0	0,0	0,0%	0,0%
	National TV	0,0	39,2	0,0%	3,1%
	Prima TV	110,3	210,8	13,2%	16,7%
	Pro TV	438,5	310,9	52,5%	24,6%
	Realitatea TV	18,4	19,7	2,2%	1,6%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	20,5	0,0%	1,6%
	TVKlumea	0,0	162,2	0,0%	12,8%
	TVR 1	26,3	82,3	3,1%	6,5%
TVR 2	14,9	2,6	1,8%	0,2%	
TOTAL	835,7	1.265,2	100,0%	100,0%	
ALCOHOL - SPIRITS	Acasa TV	149,4	124,4	1,8%	1,7%
	Antena 1	1.636,9	1.272,0	19,6%	17,0%
	B 1 TV	1.777,3	2.269,5	21,3%	30,3%
	Discovery	156,1	413,5	1,9%	5,5%
	Etno TV	0,0	0,0	0,0%	0,0%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	880,6	461,1	10,5%	6,2%
	National Geographic	0,0	101,0	0,0%	1,4%
	National TV	0,0	299,5	0,0%	4,0%
	Prima TV	528,0	933,2	6,3%	12,5%
	Pro TV	1.341,9	658,0	16,1%	8,8%
	Realitatea TV	35,0	73,5	0,4%	1,0%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	67,5	0,0%	0,9%
	TVKlumea	1.291,0	305,4	15,5%	4,1%
	TVR 1	506,8	500,9	6,1%	6,7%
TVR 2	49,0	0,0	0,6%	0,0%	
TOTAL	8.351,9	7.479,4	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	Acasa TV	422,9	484,5	17,1%	8,9%
	Antena 1	550,7	387,6	22,2%	7,1%
	B 1 TV	22,0	78,5	0,9%	1,4%
	Discovery	0,0	0,0	0,0%	0,0%
	Etno TV	0,0	0,0	0,0%	0,0%
	Fox Kids	0,0	1.452,0	0,0%	26,8%
	Minimax	0,0	209,0	0,0%	3,9%
	MTV Ro	238,9	299,3	9,6%	5,5%
	National Geographic	0,0	0,0	0,0%	0,0%
	National TV	0,0	0,0	0,0%	0,0%
	Prima TV	381,3	1.290,6	15,4%	23,8%
	Pro TV	579,0	863,1	23,4%	15,9%
	Realitatea TV	0,0	13,0	0,0%	0,2%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	0,0	0,0%	0,0%
	TVKlumea	0,0	58,4	0,0%	1,1%
TVR 1	169,4	183,8	6,8%	3,4%	
TVR 2	114,3	104,9	4,6%	1,9%	
	TOTAL	2.478,3	5.424,7	100,0%	100,0%
CLEANING PRODUCTS	Acasa TV	2.341,6	3.749,1	18,4%	24,2%
	Antena 1	3.242,6	1.960,8	25,4%	12,6%
	B 1 TV	94,0	428,4	0,7%	2,8%
	Discovery	45,3	0,0	0,4%	0,0%
	Etno TV	0,0	0,0	0,0%	0,0%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	0,0	0,0	0,0%	0,0%
	National Geographic	0,0	0,0	0,0%	0,0%
	National TV	0,0	0,0	0,0%	0,0%
	Prima TV	871,0	1.879,1	6,8%	12,1%
	Pro TV	2.913,7	3.749,9	22,9%	24,2%
	Realitatea TV	0,0	0,0	0,0%	0,0%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	0,0	0,0%	0,0%
	TVKlumea	0,0	30,5	0,0%	0,2%
TVR 1	2.648,2	2.890,2	20,8%	18,6%	
TVR 2	592,5	814,6	4,6%	5,3%	
	TOTAL	12.748,8	15.502,7	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Acasa TV	2.235,5	4.503,5	12,9%	15,7%
	Antena 1	4.611,7	3.459,9	26,6%	12,1%
	B 1 TV	539,2	580,5	3,1%	2,0%
	Discovery	172,5	584,7	1,0%	2,0%
	Etno TV	30,9	176,9	0,2%	0,6%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	433,5	3.250,2	2,5%	11,3%
	National Geographic	0,0	0,0	0,0%	0,0%
	National TV	0,0	0,0	0,0%	0,0%
	Prima TV	2.226,3	5.117,9	12,8%	17,9%
	Pro TV	3.821,9	5.726,1	22,0%	20,0%
	Realitatea TV	156,4	334,7	0,9%	1,2%
	Tele 7 ABC	0,0	18,4	0,0%	0,1%
	TV Sport	0,0	24,3	0,0%	0,1%
	TVKlumea	457,2	628,8	2,6%	2,2%
TVR 1	2.012,1	3.030,3	11,6%	10,6%	
TVR 2	647,2	1.225,2	3,7%	4,3%	
	TOTAL	17.344,2	28.661,4	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	Acasa TV	3.856,2	6.271,1	10,4%	8,7%
	Antena 1	6.465,5	9.620,0	17,4%	13,3%
	B 1 TV	754,9	2.545,9	2,0%	3,5%
	Discovery	185,5	1.788,7	0,5%	2,5%
	Etno TV	37,1	404,8	0,1%	0,6%
	Fox Kids	0,0	2.886,1	0,0%	4,0%
	Minimax	0,0	1.166,0	0,0%	1,6%
	MTV Ro	4.169,7	10.097,5	11,2%	13,9%
	National Geographic	0,0	207,0	0,0%	0,3%
	National TV	0,0	1.678,5	0,0%	2,3%
	Prima TV	7.043,7	10.718,9	19,0%	14,8%
	Pro TV	8.354,1	11.179,8	22,5%	15,4%
	Realitatea TV	435,7	1.881,1	1,2%	2,6%
	Tele 7 ABC	0,0	141,1	0,0%	0,2%
	TV Sport	0,0	67,9	0,0%	0,1%
	TVKlumea	1.415,4	4.171,8	3,8%	5,8%
	TVR 1	3.844,6	4.915,5	10,4%	6,8%
TVR 2	542,0	2.738,2	1,5%	3,8%	
	TOTAL	37.104,1	72.479,6	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Acasa TV	431,8	1.376,3	17,2%	18,9%
	Antena 1	355,7	788,2	14,1%	10,8%
	B 1 TV	24,9	154,4	1,0%	2,1%
	Discovery	85,8	133,1	3,4%	1,8%
	Etno TV	35,9	1.121,5	1,4%	15,4%
	Fox Kids	0,0	0,0	0,0%	0,0%
	Minimax	0,0	0,0	0,0%	0,0%
	MTV Ro	212,9	528,4	8,5%	7,2%
	National Geographic	0,0	0,0	0,0%	0,0%
	National TV	0,0	0,0	0,0%	0,0%
	Prima TV	528,4	955,6	21,0%	13,1%
	Pro TV	686,3	1.366,1	27,3%	18,7%
	Realitatea TV	34,4	35,1	1,4%	0,5%
	Tele 7 ABC	0,0	0,0	0,0%	0,0%
	TV Sport	0,0	53,0	0,0%	0,7%
	TVKlumea	0,0	384,8	0,0%	5,3%
	TVR 1	68,0	354,0	2,7%	4,8%
TVR 2	53,0	50,6	2,1%	0,7%	
	TOTAL	2.516,9	7.301,0	100,0%	100,0%
TOBACCO	Forbidden				

13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Acasa TV	27	195	0,1%	0,6%
	Antena 1	6.056	6.573	20,7%	18,8%
	B 1 TV	1.506	3.075	5,1%	8,8%
	Discovery	63	1.012	0,2%	2,9%
	Etno TV	0	632	0,0%	1,8%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	76	905	0,3%	2,6%
	National Geographic	0	177	0,0%	0,5%
	National TV	0	1.053	0,0%	3,0%
	Prima TV	8.331	8.164	28,5%	23,3%
	Pro TV	6.597	8.937	22,5%	25,5%
	Realitatea TV	0	396	0,0%	1,1%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	308	0,0%	0,9%
	TVKlumea	9	214	0,0%	0,6%
TVR 1	5.106	2.381	17,4%	6,8%	
TVR 2	1.500	1.033	5,1%	2,9%	
TOTAL	29.271	35.055	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	Acasa TV	129	0	5,8%	0,0%
	Antena 1	172	655	7,8%	18,6%
	B 1 TV	328	143	14,8%	4,1%
	Discovery	0	0	0,0%	0,0%
	Etno TV	0	0	0,0%	0,0%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	2	357	0,1%	10,1%
	National Geographic	0	0	0,0%	0,0%
	National TV	0	111	0,0%	3,1%
	Prima TV	248	520	11,2%	14,7%
	Pro TV	982	728	44,3%	20,6%
	Realitatea TV	24	70	1,1%	2,0%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	82	0,0%	2,3%
	TVKlumea	0	535	0,0%	15,2%
TVR 1	153	287	6,9%	8,1%	
TVR 2	180	39	8,1%	1,1%	
TOTAL	2.218	3.527	100,0%	100,0%	
ALCOHOL - SPIRITS	Acasa TV	364	339	1,5%	1,7%
	Antena 1	5.251	2.807	22,2%	14,3%
	B 1 TV	4.215	5.124	17,8%	26,1%
	Discovery	1.202	1.200	5,1%	6,1%
	Etno TV	0	0	0,0%	0,0%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	1.760	1.484	7,4%	7,6%
	National Geographic	0	202	0,0%	1,0%
	National TV	0	599	0,0%	3,1%
	Prima TV	1.818	2.926	7,7%	14,9%
	Pro TV	4.543	2.137	19,2%	10,9%
	Realitatea TV	69	207	0,3%	1,1%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	135	0,0%	0,7%
	TVKlumea	2.604	1.425	11,0%	7,3%
TVR 1	1.683	1.048	7,1%	5,3%	
TVR 2	135	0	0,6%	0,0%	
TOTAL	23.644	19.633	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	Acasa TV	799	1.073	15,4%	7,7%
	Antena 1	985	959	19,0%	6,9%
	B 1 TV	33	172	0,6%	1,2%
	Discovery	0	0	0,0%	0,0%
	Etno TV	0	0	0,0%	0,0%
	Fox Kids	0	4.594	0,0%	32,9%
	Minimax	0	808	0,0%	5,8%
	MTV Ro	626	632	12,1%	4,5%
	National Geographic	0	0	0,0%	0,0%
	National TV	0	0	0,0%	0,0%
	Prima TV	737	2.805	14,2%	20,1%
	Pro TV	1.383	2.118	26,6%	15,2%
	Realitatea TV	0	13	0,0%	0,1%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	0	0,0%	0,0%
	TVKlumea	0	154	0,0%	1,1%
TVR 1	389	393	7,5%	2,8%	
TVR 2	243	236	4,7%	1,7%	
	TOTAL	5.195	13.957	100,0%	100,0%
CLEANING PRODUCTS	Acasa TV	5.239	8.939	19,1%	26,3%
	Antena 1	6.593	4.673	24,0%	13,8%
	B 1 TV	170	806	0,6%	2,4%
	Discovery	68	0	0,2%	0,0%
	Etno TV	0	0	0,0%	0,0%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	0	0	0,0%	0,0%
	National Geographic	0	0	0,0%	0,0%
	National TV	0	0	0,0%	0,0%
	Prima TV	1.911	3.754	7,0%	11,1%
	Pro TV	6.772	7.920	24,6%	23,3%
	Realitatea TV	0	0	0,0%	0,0%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	0	0,0%	0,0%
	TVKlumea	0	61	0,0%	0,2%
TVR 1	5.538	6.138	20,1%	18,1%	
TVR 2	1.193	1.672	4,3%	4,9%	
	TOTAL	27.484	33.963	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Acasa TV	5.394	11.992	12,2%	16,2%
	Antena 1	11.975	10.473	27,1%	14,1%
	B 1 TV	1.153	1.395	2,6%	1,9%
	Discovery	345	1.489	0,8%	2,0%
	Etno TV	77	604	0,2%	0,8%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	919	8.079	2,1%	10,9%
	National Geographic	0	0	0,0%	0,0%
	National TV	0	0	0,0%	0,0%
	Prima TV	6.262	12.481	14,2%	16,8%
	Pro TV	10.004	14.346	22,7%	19,4%
	Realitatea TV	280	1.106	0,6%	1,5%
	Tele 7 ABC	0	10	0,0%	0,0%
	TV Sport	0	73	0,0%	0,1%
	TVKlumea	1.013	1.611	2,3%	2,2%
TVR 1	5.177	7.430	11,7%	10,0%	
TVR 2	1.546	3.032	3,5%	4,1%	
	TOTAL	44.145	74.121	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	Acasa TV	8.844	16.213	9,5%	8,2%
	Antena 1	17.085	23.645	18,4%	12,0%
	B 1 TV	1.410	5.886	1,5%	3,0%
	Discovery	352	4.199	0,4%	2,1%
	Etno TV	84	910	0,1%	0,5%
	Fox Kids	0	9.471	0,0%	4,8%
	Minimax	0	2.473	0,0%	1,3%
	MTV Ro	9.122	31.454	9,8%	15,9%
	National Geographic	0	414	0,0%	0,2%
	National TV	0	3.416	0,0%	1,7%
	Prima TV	17.443	26.889	18,8%	13,6%
	Pro TV	21.549	28.726	23,2%	14,5%
	Realitatea TV	1.293	13.403	1,4%	6,8%
	Tele 7 ABC	0	769	0,0%	0,4%
	TV Sport	0	137	0,0%	0,1%
	TVKlumea	3.762	11.071	4,0%	5,6%
	TVR 1	10.266	11.904	11,0%	6,0%
TVR 2	1.761	6.547	1,9%	3,3%	
	TOTAL	92.971	197.527	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Acasa TV	1.426	4.051	17,9%	21,2%
	Antena 1	1.134	2.268	14,2%	11,9%
	B 1 TV	68	491	0,9%	2,6%
	Discovery	203	394	2,5%	2,1%
	Etno TV	9	201	0,1%	1,1%
	Fox Kids	0	0	0,0%	0,0%
	Minimax	0	0	0,0%	0,0%
	MTV Ro	858	1.884	10,8%	9,9%
	National Geographic	0	0	0,0%	0,0%
	National TV	0	0	0,0%	0,0%
	Prima TV	1.778	2.842	22,3%	14,9%
	Pro TV	2.114	4.231	26,5%	22,1%
	Realitatea TV	6	12	0,1%	0,1%
	Tele 7 ABC	0	0	0,0%	0,0%
	TV Sport	0	212	0,0%	1,1%
	TVKlumea	0	1.338	0,0%	7,0%
	TVR 1	185	930	2,3%	4,9%
TVR 2	194	249	2,4%	1,3%	
	TOTAL	7.975	19.103	100,0%	100,0%
TOBACCO	Forbidden				

13. Advertising for Specific Products by Channel

TAB13g ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Acasa TV	31,67	316,37	0,0%	0,4%
	Antena 1	16.778,49	15.066,90	20,3%	17,8%
	B 1 TV	1.168,20	4.640,36	1,4%	5,5%
	Discovery	18,68	305,72	0,0%	0,4%
	Etno TV	0,00	160,13	0,0%	0,2%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	12,75	537,12	0,0%	0,6%
	National Geographic	0,00	60,37	0,0%	0,1%
	National TV	0,00	973,70	0,0%	1,1%
	Prima TV	25.443,03	26.660,48	30,7%	31,5%
	Pro TV	23.948,04	28.098,58	28,9%	33,2%
	Realitatea TV	0,00	207,23	0,0%	0,2%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	413,20	0,0%	0,5%
	TVKlumea	0,41	6,65	0,0%	0,0%
	TVR 1	14.588,84	6.690,78	17,6%	7,9%
TVR 2	823,87	544,16	1,0%	0,6%	
TOTAL	82.813,99	84.681,75	100,0%	100,0%	
ALCOHOL - WINE & CHAMPAIGN	Acasa TV	165,77	0,00	2,9%	0,0%
	Antena 1	564,60	1.702,25	9,8%	23,4%
	B 1 TV	357,22	169,46	6,2%	2,3%
	Discovery	0,00	0,00	0,0%	0,0%
	Etno TV	0,00	0,00	0,0%	0,0%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	0,09	159,68	0,0%	2,2%
	National Geographic	0,00	0,00	0,0%	0,0%
	National TV	0,00	152,36	0,0%	2,1%
	Prima TV	731,93	1.735,37	12,6%	23,8%
	Pro TV	3.774,52	2.541,45	65,2%	34,9%
	Realitatea TV	9,62	42,85	0,2%	0,6%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	66,45	0,0%	0,9%
	TVKlumea	0,00	13,55	0,0%	0,2%
	TVR 1	163,45	694,81	2,8%	9,5%
TVR 2	21,63	7,56	0,4%	0,1%	
TOTAL	5.788,83	7.285,79	100,0%	100,0%	
ALCOHOL - SPIRITS	Acasa TV	599,59	544,92	1,5%	1,9%
	Antena 1	12.799,17	5.027,50	31,6%	17,8%
	B 1 TV	4.253,82	5.624,92	10,5%	19,9%
	Discovery	198,64	252,93	0,5%	0,9%
	Etno TV	0,00	0,00	0,0%	0,0%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	225,67	700,79	0,6%	2,5%
	National Geographic	0,00	46,51	0,0%	0,2%
	National TV	0,00	474,62	0,0%	1,7%
	Prima TV	3.935,93	7.297,65	9,7%	25,8%
	Pro TV	13.783,75	5.878,11	34,1%	20,8%
	Realitatea TV	36,98	141,04	0,1%	0,5%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	231,24	0,0%	0,8%
	TVKlumea	197,65	29,15	0,5%	0,1%
	TVR 1	4.331,59	2.044,35	10,7%	7,2%
TVR 2	91,59	0,00	0,2%	0,0%	
TOTAL	40.454,38	28.293,75	100,0%	100,0%	

13. Advertising for Specific Products by Channel

TAB13h ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	Acasa TV	1.540,27	1.506,82	11,7%	7,2%
	Antena 1	3.465,81	1.723,60	26,3%	8,2%
	B 1 TV	84,59	289,82	0,6%	1,4%
	Discovery	0,00	0,00	0,0%	0,0%
	Etno TV	0,00	0,00	0,0%	0,0%
	Fox Kids	0,00	741,50	0,0%	3,5%
	Minimax	0,00	68,53	0,0%	0,3%
	MTV Ro	59,74	372,25	0,5%	1,8%
	National Geographic	0,00	0,00	0,0%	0,0%
	National TV	0,00	0,00	0,0%	0,0%
	Prima TV	2.051,38	9.387,00	15,6%	44,8%
	Pro TV	4.773,58	5.805,82	36,2%	27,7%
	Realitatea TV	0,00	0,00	0,0%	0,0%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	0,00	0,0%	0,0%
	TVKlumea	0,00	4,38	0,0%	0,0%
TVR 1	1.081,35	929,14	8,2%	4,4%	
TVR 2	133,84	114,81	1,0%	0,5%	
	TOTAL	13.190,56	20.943,66	100,0%	100,0%
CLEANING PRODUCTS	Acasa TV	8.241,65	10.305,58	10,4%	12,1%
	Antena 1	21.047,53	11.282,53	26,6%	13,3%
	B 1 TV	295,45	1.507,60	0,4%	1,8%
	Discovery	28,57	0,00	0,0%	0,0%
	Etno TV	0,00	0,00	0,0%	0,0%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	0,00	0,00	0,0%	0,0%
	National Geographic	0,00	0,00	0,0%	0,0%
	National TV	0,00	0,00	0,0%	0,0%
	Prima TV	7.235,62	15.486,21	9,1%	18,2%
	Pro TV	22.735,84	25.128,42	28,7%	29,6%
	Realitatea TV	0,00	0,00	0,0%	0,0%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	0,00	0,0%	0,0%
	TVKlumea	0,00	2,15	0,0%	0,0%
TVR 1	18.824,39	20.188,14	23,8%	23,8%	
TVR 2	751,35	1.052,80	0,9%	1,2%	
	TOTAL	79.160,41	84.953,43	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Acasa TV	8.701,96	13.251,17	7,8%	9,2%
	Antena 1	32.537,82	20.126,53	29,3%	14,0%
	B 1 TV	991,65	1.952,89	0,9%	1,4%
	Discovery	97,30	303,04	0,1%	0,2%
	Etno TV	30,34	132,63	0,0%	0,1%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	124,37	4.347,07	0,1%	3,0%
	National Geographic	0,00	0,00	0,0%	0,0%
	National TV	0,00	0,00	0,0%	0,0%
	Prima TV	16.993,82	40.426,21	15,3%	28,2%
	Pro TV	34.359,12	39.906,17	30,9%	27,8%
	Realitatea TV	153,48	447,24	0,1%	0,3%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	105,77	0,0%	0,1%
	TVKlumea	58,59	48,60	0,1%	0,0%
TVR 1	16.176,20	20.944,17	14,6%	14,6%	
TVR 2	828,34	1.525,14	0,7%	1,1%	
	TOTAL	111.053,00	143.516,64	100,0%	100,0%

13. Advertising for Specific Products by Channel

TAB13i ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	Acasa TV	11.680,69	17.871,02	5,9%	6,7%
	Antena 1	39.758,77	44.475,70	20,1%	16,6%
	B 1 TV	780,56	6.092,80	0,4%	2,3%
	Discovery	95,98	805,84	0,0%	0,3%
	Etno TV	27,09	216,07	0,0%	0,1%
	Fox Kids	0,00	1.608,36	0,0%	0,6%
	Minimax	0,00	315,27	0,0%	0,1%
	MTV Ro	1.281,57	14.520,47	0,6%	5,4%
	National Geographic	0,00	81,42	0,0%	0,0%
	National TV	0,00	2.592,32	0,0%	1,0%
	Prima TV	46.851,80	70.500,84	23,7%	26,3%
	Pro TV	68.624,56	69.763,90	34,7%	26,1%
	Realitatea TV	434,26	3.484,27	0,2%	1,3%
	Tele 7 ABC	0,00	118,76	0,0%	0,0%
	TV Sport	0,00	242,98	0,0%	0,1%
	TVKlumea	235,12	320,06	0,1%	0,1%
	TVR 1	27.541,15	31.701,17	13,9%	11,8%
TVR 2	554,15	2.925,71	0,3%	1,1%	
	TOTAL	197.865,69	267.636,97	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Acasa TV	1.728,14	4.751,40	10,6%	16,2%
	Antena 1	2.531,87	3.566,97	15,5%	12,1%
	B 1 TV	89,40	601,92	0,5%	2,0%
	Discovery	56,72	76,30	0,3%	0,3%
	Etno TV	0,00	0,93	0,0%	0,0%
	Fox Kids	0,00	0,00	0,0%	0,0%
	Minimax	0,00	0,00	0,0%	0,0%
	MTV Ro	93,15	855,08	0,6%	2,9%
	National Geographic	0,00	0,00	0,0%	0,0%
	National TV	0,00	0,00	0,0%	0,0%
	Prima TV	4.682,44	7.539,62	28,7%	25,6%
	Pro TV	6.545,68	9.974,79	40,1%	33,9%
	Realitatea TV	0,00	0,00	0,0%	0,0%
	Tele 7 ABC	0,00	0,00	0,0%	0,0%
	TV Sport	0,00	184,05	0,0%	0,6%
	TVKlumea	0,00	32,87	0,0%	0,1%
	TVR 1	546,55	1.761,15	3,3%	6,0%
TVR 2	48,37	62,76	0,3%	0,2%	
	TOTAL	16.322,33	29.407,83	100,0%	100,0%
TOBACCO	Forbidden				

Comments about Specific Products

- 1) Commercials on TV for distilled beverages are forbidden between 06:00 and 22:00.
- 2) Several brands target their advertising at children:
 - Children's foods: Nesquik, Knorr Puiut, Lino, Nestle
 - Baby care products: Johnson's Baby, Dalin, Nivea Baby, Johnson Baby Oil
 - Toys/Dolls: Action Man, Burak Toy, Firlat, Nenuco, Hasbro, Baby Born, Barbie, Bratz, Nancy, Sindy
 - Nappies: Pampers, Huggies, Happy
 - Chocolate products - Eggs: Kinder Joy, Toto
 - TV games: Play Station
- 3) Advertising for spirits is also done by several brands:
 - Alexandrion, Kreskova, Stalinskaya, Dakk, Unirea, Wembley Dry Gin, Johnnie Walker, Absolut Vodka, Bellman's, Couture, Bartender's, Ballantines
- 4) In Romania, tobacco advertising on TV and radio is forbidden
- 5) There are no other specific products to specify