

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

Sweden – Report 3 (15/18)

Stages B and C

V.3.3.

June 2004

Table of contents : Sweden

I.	About channels in Sweden	3
	Tab.1 : Type of broadcast / Period 2002-2003	4
	Tab.2 : TV day parts definitions	8
	Tab.3 : Audience share	9
II.	Advertising	11
	Tab.4 : Block breakdown by duration % (yearly)	12
	Tab.5 : Proportion breakdown of spots per duration %	14
	Tab.6 : Advertising revenues - Top 5 TV stations	16
	Tab.7 : National advertising category :	
	▶ Definitions	17
	▶ Measurements	19
	Tab.8 : Media Investments	21
	Tab.9 : Yearly number of total minutes broadcast	22
	Tab.10 : Category of advertising by channel	23
III.	Programmes	31
	Tab.11 : Duration	32
	Tab.12 : Typology	33
IV.	Tab.13 : Specific products	41



I. About Channels in Sweden

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	SVT1	Public service	Mainstream	0
	SVT2	Public service	Mainstream	0
	TV4	Commercial channel free to air	Mainstream	6
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country				
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Kanal 5	Commercial channel free to air	Entertainment (incl. Modern Music)	9
	RTL	Commercial channel free to air		
	TV FINLAND	Pay TV (no advertising)		
	TV3	Commercial channel free to air	Entertainment (incl. Modern Music)	9
	TV8	Commercial channel free to air	Information / Business	9
	ZTV	Commercial channel free to air	Entertainment (incl. Modern Music)	9
International Channels (Worldwide models)	Animal Planet	Pay TV (no advertising)	Mainstream	
	BBC Prime	Pay TV (no advertising)	Information / Business	
	BBC World	Pay TV (no advertising)	Information / Business	
	Cartoon Network	Pay TV (including adv breaks)	Children	
	CNBC	Pay TV (including adv breaks)	Information / Business	
	CNN International	Pay TV (including adv breaks)	Information / Business	
	Discovery	Commercial channel free to air	Documentary	9
	Disney Channel	Pay TV (no advertising)	Children	
	E!	Pay TV (including adv breaks)		
	Euronews	Commercial channel free to air		
	Eurosport	Commercial channel free to air	Sports	9
	Fox Kids	Pay TV (including adv breaks)	Children	
	Hallmark	Pay TV (no advertising)		
	MTV	Commercial channel free to air	Entertainment (incl. Modern Music)	9
	Nat. Geographic channel	Pay TV (including adv breaks)		
	Nickelodeon	Pay TV (no advertising)	Children	
	Sky News	Pay TV (including adv breaks)	Information / Business	
	TCM	Pay TV (including adv breaks)		
	Travel Channel	Commercial channel free to air	Information / Business	
	VH-1	Pay TV (including adv breaks)		

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	Barnkanalen	Public service	Children	
	CANAL +	Pay TV (no advertising)	Mainstream	
	CANAL + BLA	Pay TV (no advertising)	Mainstream	
	CANAL + GUL	Pay TV (no advertising)	Mainstream	
	Med i TV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	
	Nature / Action	Commercial channel free to air	Mainstream	
	SVT EUROPA	Public service	Mainstream	0
	SVT EXTRA	Public service	Mainstream	0
	SVT24	Public service	Information / Business	0
	TV 1000	Pay TV (no advertising)	Mainstream	
	TV 1000 CINEMA	Pay TV (no advertising)	Mainstream	
	TV4+	Pay TV (including adv breaks)	Mainstream	
	VIASAT EXPLORER	Commercial channel	Entertainment (incl.	
	Viasat Sport	Pay TV (including adv	Sports	

1. Types of broadcast 2002 - 2003

TAB1c	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	SVT1	Numerical / digital	Terrestrial (Hertzian)	Analogical and Digital
	SVT2	Numerical / digital	Terrestrial (Hertzian)	Analogical and Digital
	TV4	Numerical / digital	Terrestrial (Hertzian)	Analogical and Digital
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country				
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Kanal 5	Numerical / digital	TV Cable	Cable, satellite, decoder
	RTL	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV FINLAND	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV3	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV8	Numerical / digital	TV Cable	Cable, satellite, decoder
	ZTV	Numerical / digital	TV Cable	Cable, satellite, decoder
International Channels (Worldwide models)	Animal Planet	Numerical / digital	TV Cable	Cable, satellite, decoder
	BBC Prime	Numerical / digital	TV Cable	Cable, satellite, decoder
	BBC World	Numerical / digital	TV Cable	Cable, satellite, decoder
	Cartoon Network	Numerical / digital	TV Cable	Cable, satellite, decoder
	CNBC	Numerical / digital	TV Cable	Cable, satellite, decoder
	CNN International	Numerical / digital	TV Cable	Cable, satellite, decoder
	Discovery	Numerical / digital	Decoder	Cable, satellite, decoder
	Disney Channel	Numerical / digital	TV Cable	Cable, satellite, decoder
	E!	Numerical / digital	TV Cable	Cable, satellite, decoder
	Euronews	Numerical / digital	TV Cable	Cable, satellite, decoder
	Eurosport	Numerical / digital	TV Cable	Cable, satellite, decoder
	Fox Kids	Numerical / digital	TV Cable	Cable, satellite, decoder
	Hallmark	Numerical / digital	TV Cable	Cable, satellite, decoder
	MTV	Numerical / digital	TV Cable	Cable, satellite, decoder
	Nat. Geographic channel	Numerical / digital	TV Cable	Cable, satellite, decoder
	Nickelodeon	Numerical / digital	TV Cable	Cable, satellite, decoder
	Sky News	Numerical / digital	TV Cable	Cable, satellite, decoder
	TCM	Numerical / digital	TV Cable	Cable, satellite, decoder
	Travel Channel	Numerical / digital	TV Cable	Cable, satellite, decoder
	VH-1	Numerical / digital	TV Cable	Cable, satellite, decoder

1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	Barnkanalen	Numerical / digital	TV Cable	Cable, satellite, decoder
	CANAL +	Numerical / digital	TV Cable	Cable, satellite, decoder
	CANAL + BLA	Numerical / digital	TV Cable	Cable, satellite, decoder
	CANAL + GUL	Numerical / digital	TV Cable	Cable, satellite, decoder
	Med i TV	Numerical / digital	TV Cable	Cable, satellite, decoder
	Nature / Action	Numerical / digital	TV Cable	Cable, satellite, decoder
	SVT EUROPA	Numerical / digital	TV Cable	Cable, satellite, decoder
	SVT EXTRA	Numerical / digital	TV Cable	Cable, satellite, decoder
	SVT24	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV 1000	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV 1000 CINEMA	Numerical / digital	TV Cable	Cable, satellite, decoder
	TV4+	Numerical / digital	TV Cable	Cable, satellite, decoder
	VIASAT EXPLORER	Numerical / digital	TV Cable	Cable, satellite, decoder
	Viasat Sport	Numerical / digital	TV Cable	Cable, satellite, decoder

2. TV day parts definitions in Sweden :

TAB2a

	Main dayparts	Aged 15+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h-26h	11,0	11,2
Morning	07h-12h	4,1	4,4
Access Prime Time	17h-18h55	18,3	18,9
Prime Time	18h55-23h	35,5	35,8
Night Time	23h-26h	8,1	8,2
<i>Universes :</i>		7.203.000	7.235.000
<i>Sources :</i>		<i>MMS / Nielsen</i>	

TAB2b

	Main dayparts	Aged 3-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h-26h	6,1	6,2
Morning	07h-12h	6,4	6,2
Access Prime Time	17h-18h55	13,2	13,5
Prime Time	18h55-23h	15,0	15,3
Night Time	23h-26h	1,8	1,7
<i>Universes :</i>		1.351.000	1.339.000
<i>Sources :</i>		<i>MMS / Nielsen</i>	

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

3. Audience Share* - All Day

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

TAB3a

	Names	Aged 15+		Aged 3-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	11,0	11,2	6,1	6,2
Channels with a national coverage	SVT1	26,4	25,0	31,1	30,6
	SVT2	17,3	16,1	6,6	4,8
	TV4	25,5	25,9	23,0	19,4
Local Channels		-	-	-	-
Non-domestic Channels	TV3	10,0	10,7	13,1	9,7
	Kanal 5	8,2	8,0	8,2	8,1
	ZTV	1,8	1,8	1,6	1,6
	TV8	0,0	0,0	0,0	0,0
	RTL	-	-	-	-
	TV FINLAND	-	-	-	-
International Channels (Worldwide models)	Animal Planet	-	-	-	-
	BBC Prime	-	-	-	-
	BBC World	-	-	-	-
	Cartoon Network	-	-	-	-
	CNBC	-	-	-	-
	CNN International	-	-	-	-
	Discovery	0,9	0,9	0,0	0,0
	Disney Channel	-	-	-	-
	E!	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	1,8	1,8	0,0	1,6
	Fox Kids	-	-	-	-
	Hallmark	-	-	-	-
	MTV	0,9	0,9	1,6	1,6
	Nat. Geographic channel	-	-	-	-
	Nickelodeon	-	-	-	-
	Sky News	-	-	-	-
	TCM	-	-	-	-
Travel Channel	-	-	-	-	
VH-1	-	-	-	-	
Other Channels	Barnkanalen	-	-	-	-
	CANAL +	-	-	-	-
	CANAL + BLA	-	-	-	-
	CANAL + GUL	-	-	-	-
	Med i TV	-	-	-	-
	Nature / Action	-	-	-	-
	SVT EUROPA	-	-	-	-
	SVT EXTRA	-	-	-	-
	SVT24	-	-	-	-
	TV 1000	-	-	-	-
	TV 1000 CINEMA	-	-	-	-
	TV4+	-	-	-	-
	VIASAT EXPLORER	-	-	-	-
	Viasat Sport	-	-	-	-
	TOTAL		92,7	91,1	85,2

3. Audience Share* - Prime Time

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

TAB3b

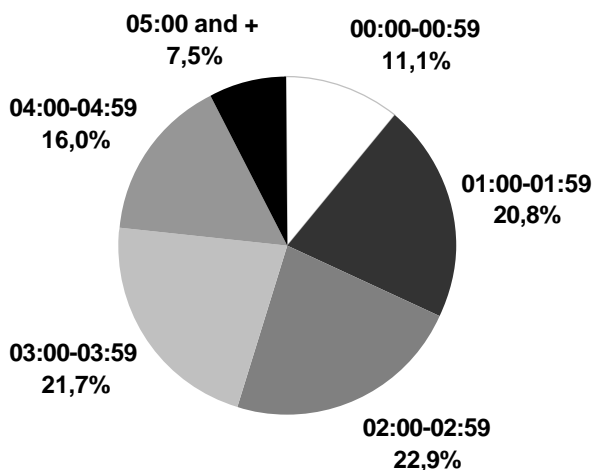
	Names	Aged 15+		Aged 3-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	35,5	35,8	15	15,3
Channels with a national coverage	SVT1	33,8	33,2	28,0	30,1
	SVT2	20,8	18,4	10,7	9,2
	TV4	25,6	25,4	30,7	27,5
Local Channels		-	-	-	-
Non-domestic Channels	TV3	8,5	9,5	10,7	7,8
	Kanal 5	6,8	7,5	7,3	7,2
	ZTV	1,1	1,4	2,0	2,0
	TV8	0,0	0,0	0,0	0,0
	RTL	-	-	-	-
	TV FINLAND	-	-	-	-
International Channels (Worldwide models)	Animal Planet	-	-	-	-
	BBC Prime	-	-	-	-
	BBC World	-	-	-	-
	Cartoon Network	-	-	-	-
	CNBC	-	-	-	-
	CNN International	-	-	-	-
	Discovery	0,6	0,6	0,7	0,7
	Disney Channel	-	-	-	-
	E!	-	-	-	-
	Euronews	-	-	-	-
	Eurosport	0,8	1,1	0,7	1,3
	Fox Kids	-	-	-	-
	Hallmark	-	-	-	-
	MTV	0,6	0,6	0,7	0,0
	Nat. Geographic channel	-	-	-	-
	Nickelodeon	-	-	-	-
	Sky News	-	-	-	-
TCM	-	-	-	-	
Travel Channel	-	-	-	-	
VH-1	-	-	-	-	
Other Channels	Barnkanalen	-	-	-	-
	CANAL +	-	-	-	-
	CANAL + BLA	-	-	-	-
	CANAL + GUL	-	-	-	-
	Med i TV	-	-	-	-
	Nature / Action	-	-	-	-
	SVT EUROPA	-	-	-	-
	SVT EXTRA	-	-	-	-
	SVT24	-	-	-	-
	TV 1000	-	-	-	-
	TV 1000 CINEMA	-	-	-	-
	TV4+	-	-	-	-
	VIASAT EXPLORER	-	-	-	-
	Viasat Sport	-	-	-	-
TOTAL		98,6	97,8	91,3	85,6



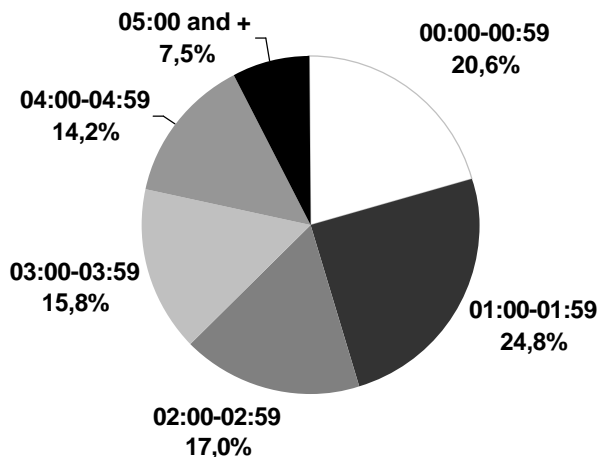
II. Advertising

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

2002



2003



Average duration : number of seconds : **154**

Total number of Blocks :
111.149

Average number of blocks by channel in a day : **51**

Average duration : number of seconds : **143**

Total number of Blocks :
133.056

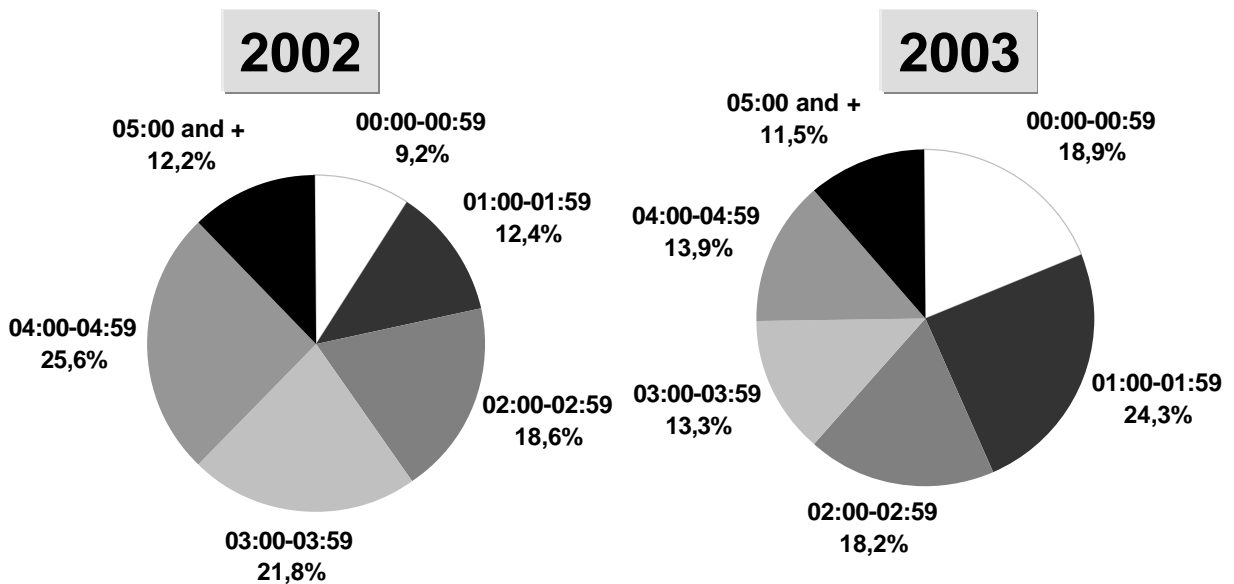
Average number of blocks by channel in a day : **52**

7 Channels covered : Discovery, Eurosport*, Kanal 5, MTV, TV3, TV4, ZTV
(*only in 2003)

Audience Share : 50% (All Day – 2003 – Target Adults 15+)

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

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



Average duration : number of seconds : **164**

Total number of Blocks : **34.458**

Average number of blocks by channel in a day : **16**

Average duration : number of seconds : **163**

Total number of Blocks : **40.446**

Average number of blocks by channel in a day : **16**

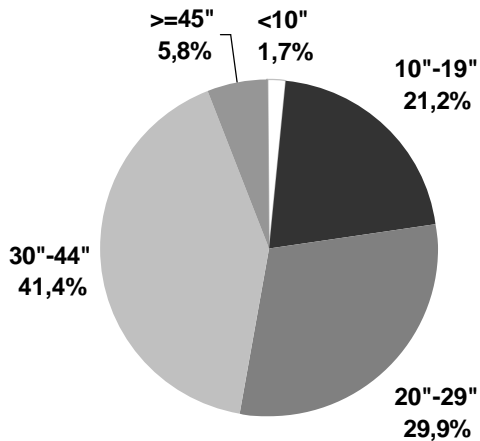
7 Channels covered : Discovery, Eurosport*, Kanal 5, MTV, TV3, TV4, ZTV
(*only in 2003)

Audience Share : 46,1% (Prime Time – 2003 – Target Adults 15+)

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

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

2002

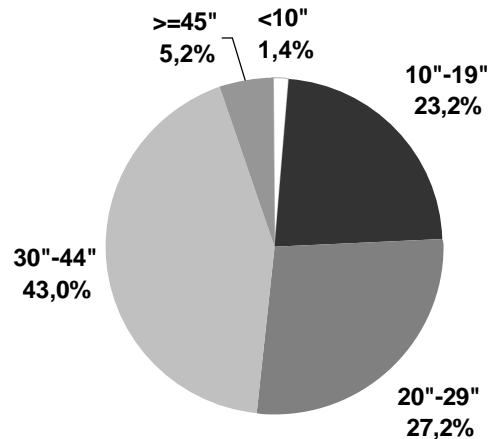


Average duration : number of seconds : **25,0**

Total number of spots broadcast : **684.982**

Average number of spots by channel in a day : **313**

2003



Average duration : number of seconds : **24,8**

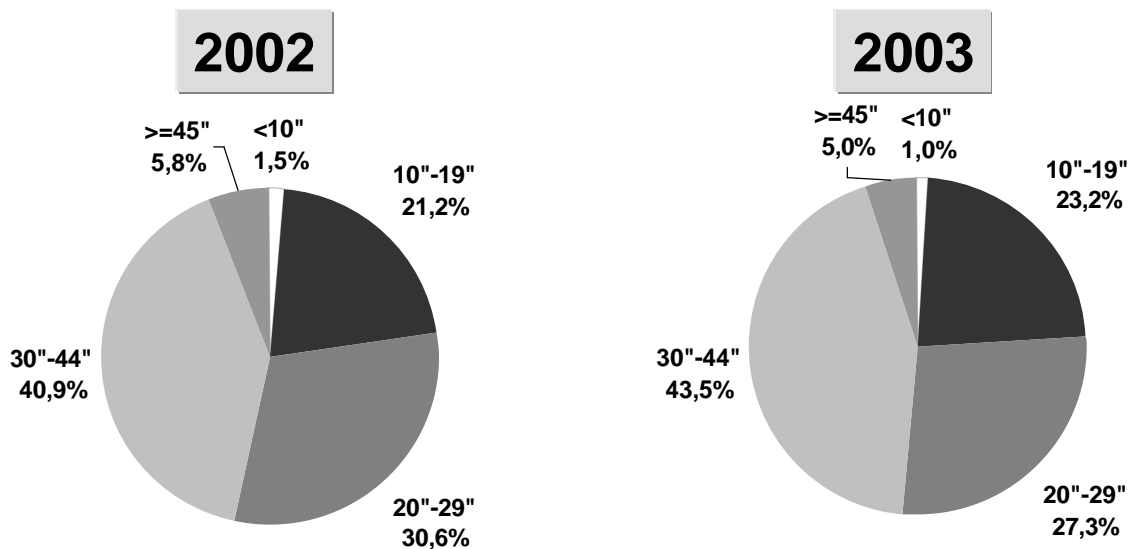
Total number of spots broadcast : **768.165**

Average number of spots by channel in a day : **301**

7 Channels covered : Discovery, Eurosport*, Kanal 5, MTV, TV3, TV4, ZTV
(*only in 2003)

Audience Share : 50% (All Day – 2003 – Target Adults 15+)

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



Average duration : number of seconds : **24,8**

Total number of spots broadcast : **228.288**

Average number of spots by channel in a day : **104**

Average duration : number of seconds : **24,9**

Total number of spots broadcast : **264.835**

Average number of spots by channel in a day : **104**

7 Channels covered : Discovery, Eurosport*, Kanal 5, MTV, TV3, TV4, ZTV
(*only in 2003)

Audience Share : 46,1% (Prime Time – 2003 – Target Adults 15+)

6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
TV4	226.957	
TV3	42.000	
Kanal 5	35.000	
ZTV	6.000	
-	-	% of tot TV in 2002
TOTAL	374.565	100,0%

gross income 2003 in (000) euros		
TV4	223.043	
TV3	48.000	
Kanal 5	41.304	
ZTV	8.000	
-	-	% of tot TV in 2003
TOTAL	382.283	100,0%

Conversion rates for 1 euro :

in 2002 9,20
in 2003 9,20

Comments :

- TV4 is the only channel that is national commercial

7. National Advertising Category : Definitions (1)

Advertising

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

7. National Advertising Category : Definitions (2)

Sponsoring

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

Teleshopping

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

7. National Advertising Category : National Measurements

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

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

7. National Advertising Category : National Measurements

	Comments	Sources
Advertising		
Advertising Spots		
Advertising Spots linked with sponsoring Splitscreen	As advertising spots	Carat
Public Interest messages Isolated Spot	As advertising spots	Carat
Insert or Product Placement Verbal reference	As sponsoring spots	Carat
Sponsoring		
Sponsoring (Billboard Spots)		
BreakBumper	As sponsoring spots	Carat
Sponsored Self-Promotion Spots (trailers)		
Infomercial / programming	As a programme	Carat
Bartering	As a programme	Carat
Virtual Advertising	As sponsoring spots	Carat
Injection / pop up's Scoreboards / chronowatches		
Teleshopping		
Direct Response TV Spots	As advertising spots	Carat
Teleshopping Spots	As a programme	Carat

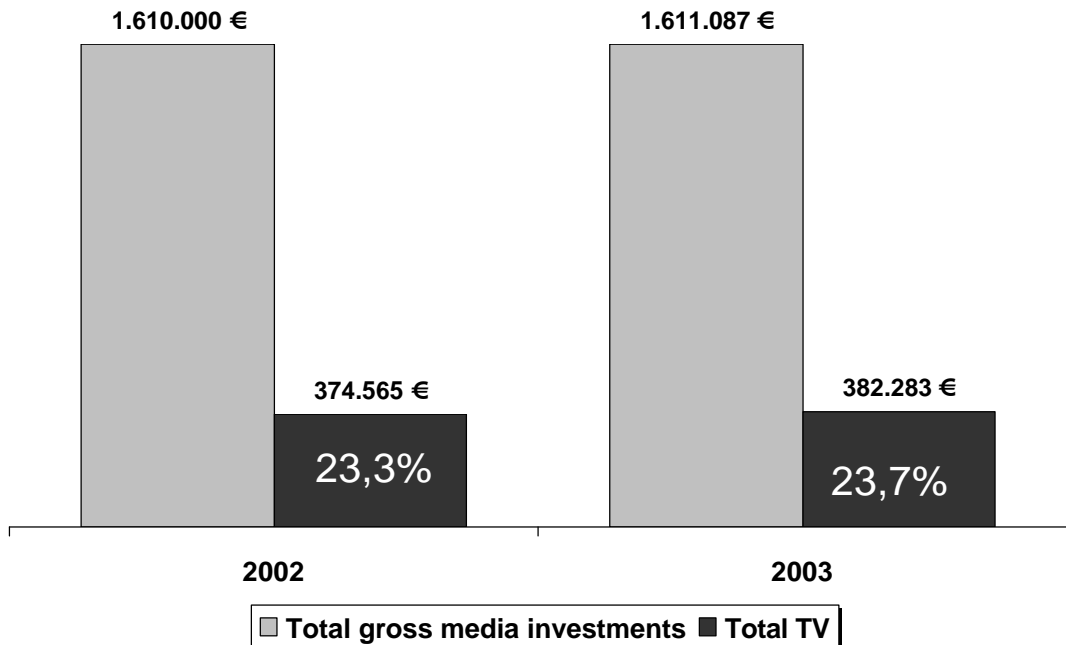
Comments :

Advertising expenditure by category of advertising doesn't exist in Sweden.
Only total figures by channels are available.

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

8. Media Investments

Rate cards * - in 000 EURO



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

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

	All Day		Prime Time	
	2002	2003	2002	2003
Discovery	394.200	394.200	50.800	71.543
Eurosport	-	525.600	-	54.554
KN5	481.800	481.800	103.124	105.238
MTV	525.600	525.600	87.427	94.388
TV3	518.787	467.386	99.063	89.479
TV4	438.000	438.000	77.452	79.726
ZTV	525.600	525.600	93.531	88.174
Total number of minutes	2.883.987	3.358.186	511.397	583.100
Average Number of hours / day	132	153	23	27
Maximum Potential per year in nbr of minutes	525.600	525.600	89.425	89.425
Source:				estimated

Comments :

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

10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Discovery	27.012	52.839	-	-
	Eurosport	-	50.361	-	-
	KN5	206.641	213.395	-	-
	MTV	122.227	122.753	-	-
	TV3	160.138	167.812	-	-
	TV4	127.257	135.516	-	-
	ZTV	148.480	151.389	-	-
	TOTAL	791.755	894.065	-	-
Advertising Spots :	Discovery	27.012	52.839	-	-
	Eurosport	-	50.361	-	-
	KN5	156.894	159.645	-	-
	MTV	118.477	110.776	-	-
	TV3	153.890	158.617	-	-
	TV4	87.729	94.312	-	-
	ZTV	140.980	141.615	-	-
	TOTAL	684.982	768.165	-	-
TOTAL Advertising	Discovery	27.012	52.839	-	-
	Eurosport	-	50.361	-	-
	KN5	156.894	159.645	-	-
	MTV	118.477	110.776	-	-
	TV3	153.890	158.617	-	-
	TV4	87.729	94.312	-	-
	ZTV	140.980	141.615	-	-
	TOTAL	684.982	768.165	-	-

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

Source : MMS

10. Category of advertising by Channel - All day

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	10.439	16.112	-	-
	MTV	3.750	11.977	-	-
	TV3	6.248	9.195	-	-
	TV4	6.338	6.312	-	-
	ZTV	7.486	9.453	-	-
	TOTAL	34.261	53.049	-	-
Sponsored Self-Promotion Spots (trailers) :	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	39.308	37.638	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	33.190	34.892	-	-
	ZTV	14	321	-	-
	TOTAL	72.512	72.851	-	-
TOTAL Sponsoring	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	49.747	53.750	-	-
	MTV	3.750	11.977	-	-
	TV3	6.248	9.195	-	-
	TV4	39.528	41.204	-	-
	ZTV	7.500	9.774	-	-
	TOTAL	106.773	125.900	-	-
TOTAL Teleshopping Spots	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	KN5	-	-	-	-
	MTV	-	-	-	-
	TV3	-	-	-	-
	TV4	-	-	-	-
	ZTV	-	-	-	-
	TOTAL	-	-	-	-

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

Source : MMS

10. Category of advertising by Channel - All day

TAB10c		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	Discovery	11.404	22.803	1,7	3,5	2,9%	5,8%
	Eurosport	-	21.106	-	2,4	-	4,0%
	KN5	85.220	82.945	10,6	10,3	17,7%	17,2%
	MTV	52.275	50.117	6,0	5,7	9,9%	9,5%
	TV3	66.829	65.548	7,7	8,4	12,9%	14,0%
	TV4	50.439	52.627	6,9	7,2	11,5%	12,0%
	ZTV	58.643	59.021	6,7	6,7	11,2%	11,2%
	TOTAL	324.810	354.167	6,8	6,3	100,0%	100,0%
Advertising Spots :	Discovery	11.404	22.803	1,7	3,5	2,9%	5,8%
	Eurosport	-	21.106	-	2,4	-	4,0%
	KN5	64.043	62.903	8,0	7,8	13,3%	13,1%
	MTV	51.172	48.784	5,8	5,6	9,7%	9,3%
	TV3	65.667	64.661	7,6	8,3	12,7%	13,8%
	TV4	36.373	38.829	5,0	5,3	8,3%	8,9%
	ZTV	57.107	58.170	6,5	6,6	10,9%	11,1%
	TOTAL	285.766	317.256	5,9	5,7	88,0%	89,6%
TOTAL Advertising	Discovery	11.404	22.803	1,7	3,5	2,9%	5,8%
	Eurosport	-	21.106	-	2,4	-	4,0%
	KN5	64.043	62.903	8,0	7,8	13,3%	13,1%
	MTV	51.172	48.784	5,8	5,6	9,7%	9,3%
	TV3	65.667	64.661	7,6	8,3	12,7%	13,8%
	TV4	36.373	38.829	5,0	5,3	8,3%	8,9%
	ZTV	57.107	58.170	6,5	6,6	10,9%	11,1%
	TOTAL	285.766	317.256	5,9	5,7	88,0%	89,6%

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

10. Category of advertising by Channel - All day

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	1.379	897	0,2	0,1	0,3%	0,2%
	MTV	1.103	1.333	0,1	0,2	0,2%	0,3%
	TV3	1.162	887	0,1	0,1	0,2%	0,2%
	TV4	920	419	0,1	0,1	0,2%	0,1%
	ZTV	1.533	619	0,2	0,1	0,3%	0,1%
	TOTAL	6.097	4.155	0,1	0,1	1,9%	1,2%
Sponsored Self-Promotion Spots (trailers) :	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	19.798	19.145	2,5	2,4	4,1%	4,0%
	MTV	0	0	0,0	0,0	0,0%	0,0%
	TV3	0	0	0,0	0,0	0,0%	0,0%
	TV4	13.146	13.379	1,8	1,8	3,0%	3,1%
	ZTV	3	232	0,0	0,0	0,0%	0,0%
	TOTAL	32.947	32.756	0,7	0,6	10,1%	9,2%
TOTAL Sponsoring	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	21.177	20.042	2,6	2,5	4,4%	4,2%
	MTV	1.103	1.333	0,1	0,2	0,2%	0,3%
	TV3	1.162	887	0,1	0,1	0,2%	0,2%
	TV4	14.066	13.798	1,9	1,9	3,2%	3,2%
	ZTV	1.536	851	0,2	0,1	0,3%	0,2%
	TOTAL	39.044	36.911	0,8	0,7	12,0%	10,4%
TOTAL Teleshopping Spots	Discovery	-	-	-	-	-	-
	Eurosport	-	-	-	-	-	-
	KN5	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TV4	-	-	-	-	-	-
	ZTV	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

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

Advertising expenditure by category of advertising doesn't exist in Sweden: only total figures by channels are available

Source : MMS

10. Category of advertising by Channel - Prime time

TAB10e		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Discovery	12.527	18.279	-	-
	Eurosport	-	22.304	-	-
	KN5	66.390	67.384	-	-
	MTV	42.002	44.701	-	-
	TV3	48.359	52.081	-	-
	TV4	49.345	53.665	-	-
	ZTV	47.699	48.814	-	-
	TOTAL	266.322	307.228	-	-
Advertising Spots :	Discovery	12.527	18.279	-	-
	Eurosport	-	22.304	-	-
	KN5	50.652	51.470	-	-
	MTV	40.302	41.599	-	-
	TV3	44.787	46.444	-	-
	TV4	36.239	39.747	-	-
	ZTV	43.781	44.992	-	-
	TOTAL	228.288	264.835	-	-
TOTAL Advertising	Discovery	12.527	18.279	-	-
	Eurosport	-	22.304	-	-
	KN5	50.652	51.470	-	-
	MTV	40.302	41.599	-	-
	TV3	44.787	46.444	-	-
	TV4	36.239	39.747	-	-
	ZTV	43.781	44.992	-	-
	TOTAL	228.288	264.835	-	-

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

10. Category of advertising by Channel - Prime time

TAB10f		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	5.631	6.615	-	-
	MTV	1.700	3.102	-	-
	TV3	3.572	5.637	-	-
	TV4	2.362	2.371	-	-
	ZTV	3.905	3.739	-	-
	TOTAL	17.170	21.464	-	-
Sponsored Self-Promotion Spots (trailers) :	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	10.107	9.299	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	10.744	11.547	-	-
	ZTV	13	83	-	-
	TOTAL	20.864	20.929	-	-
TOTAL Sponsoring	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	KN5	15.738	15.914	-	-
	MTV	1.700	3.102	-	-
	TV3	3.572	5.637	-	-
	TV4	13.106	13.918	-	-
	ZTV	3.918	3.822	-	-
	TOTAL	38.034	42.393	-	-
TOTAL Teleshopping Spots	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	KN5	-	-	-	-
	MTV	-	-	-	-
	TV3	-	-	-	-
	TV4	-	-	-	-
	ZTV	-	-	-	-
	TOTAL	-	-	-	-

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

Source : MMS

10. Category of advertising by Channel - Prime time

TAB10g		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	Discovery	5.391	9.850	3,6	6,6	6,0%	11,0%
	Eurosport	-	7.861	-	5,3	-	8,8%
	KN5	26.108	25.825	17,5	17,3	29,2%	28,9%
	MTV	18.384	19.655	12,3	13,2	20,6%	22,0%
	TV3	18.950	19.416	12,7	13,0	21,2%	21,7%
	TV4	19.512	21.114	13,1	14,2	21,8%	23,6%
	ZTV	18.152	18.993	12,2	12,7	20,3%	21,2%
	TOTAL	106.497	122.714	11,9	11,8	100,0%	100,0%
Advertising Spots :	Discovery	5.391	9.850	3,6	6,6	6,0%	11,0%
	Eurosport	-	7.861	-	5,3	-	8,8%
	KN5	20.578	20.441	13,8	13,7	23,0%	22,9%
	MTV	17.974	18.322	12,1	12,3	20,1%	20,5%
	TV3	18.270	18.529	12,3	12,4	20,4%	20,7%
	TV4	14.893	16.394	10,0	11,0	16,7%	18,3%
	ZTV	17.343	18.312	11,6	12,3	19,4%	20,5%
	TOTAL	94.449	109.709	10,6	10,5	88,7%	89,4%
TOTAL Advertising	Discovery	5.391	9.850	3,6	6,6	6,0%	11,0%
	Eurosport	-	7.861	-	5,3	-	8,8%
	KN5	20.578	20.441	13,8	13,7	23,0%	22,9%
	MTV	17.974	18.322	12,1	12,3	20,1%	20,5%
	TV3	18.270	18.529	12,3	12,4	20,4%	20,7%
	TV4	14.893	16.394	10,0	11,0	16,7%	18,3%
	ZTV	17.343	18.312	11,6	12,3	19,4%	20,5%
	TOTAL	94.449	109.709	10,6	10,5	88,7%	89,4%

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available

10. Category of advertising by Channel - Prime time

TAB10h		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	754	897	0,5	0,6	0,8%	1,0%
	MTV	410	1.333	0,3	0,9	0,5%	1,5%
	TV3	680	887	0,5	0,6	0,8%	1,0%
	TV4	377	419	0,3	0,3	0,4%	0,5%
	ZTV	806	619	0,5	0,4	0,9%	0,7%
	TOTAL	3.027	4.155	0,3	0,4	2,8%	3,4%
Sponsored Self-Promotion Spots (trailers) :	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	4.776	4.487	3,2	3,0	5,3%	5,0%
	MTV	0	0	0,0	0,0	0,0%	0,0%
	TV3	0	0	0,0	0,0	0,0%	0,0%
	TV4	4.242	4.301	2,8	2,9	4,7%	4,8%
	ZTV	3	62	0,0	0,0	0,0%	0,1%
	TOTAL	9.021	8.850	1,0	0,8	8,5%	7,2%
TOTAL Sponsoring	Discovery	0	0	0,0	0,0	0,0%	0,0%
	Eurosport	-	0	-	0,0	-	0,0%
	KN5	5.530	5.384	3,7	3,6	6,2%	6,0%
	MTV	410	1.333	0,3	0,9	0,5%	1,5%
	TV3	680	887	0,5	0,6	0,8%	1,0%
	TV4	4.619	4.720	3,1	3,2	5,2%	5,3%
	ZTV	809	681	0,5	0,5	0,9%	0,8%
	TOTAL	12.048	13.005	1,3	1,2	11,3%	10,6%
TOTAL Teleshopping Spots	Discovery	-	-	-	-	-	-
	Eurosport	-	-	-	-	-	-
	KN5	-	-	-	-	-	-
	MTV	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TV4	-	-	-	-	-	-
	ZTV	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-

Note that new adv. or sponsorship techniques either not exist or are not measured
 See chapter 7 about availability of the figures and/or comments on value definition modes
 Advertising expenditure by category of advertising doesn't exist in Sweden: only total
 figures by channels are available



III. Programmes

11. Duration - Breakdown of Programme types

Channels covered : Discovery, Eurosport*, Kanal 5, MTV, TV3, TV4, ZTV
 (*only in 2003)

All Day	2002	2003
Children, educational programmes, cartoons	3,6%	3,0%
Documentary	12,3%	12,8%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	36,6%	32,2%
Film, TV Films and Mini Series (TV films in several episodes)	28,3%	8,3%
Information (News, Flash and Info Magazines)	1,8%	1,9%
Other Magazines	1,1%	0,0%
Political, Religious, Philosophical, Unions programmes	0,0%	0,0%
Series and Soap	3,1%	13,9%
Sports	1,3%	8,4%
Teleshopping (excl. of spots and ad formats)	0,0%	0,0%
Advertising (excl. teleshopping programme and channel self-promotion)	11,3%	10,5%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	1,1%	0,8%
Others	0,0%	0,1%

Total number of minutes in the year	2.899.656	3.085.432
Total number of hours in the year	48.327,61	51.423,87
Cumulative nbr of hours in an average day	132	141
Sources:		

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

Comments :

- In order to measure the impact of TV on the population in the most exhaustive way, all channels that can be measured were taken into consideration.
- The difference in percentage 2002 vs 2003 in the Sports Category is because Eurosport was not measured in the Tv-meter system in 2002.
- "Others » : theatre, short film, weather, stock market, regional programming, service broadcasting, lottery, third parties communications, loops.
- Advertising expenditure by typology of programmes doesn't exist in Sweden
- Note that in terms of broadcast minutes, advertising around children programmes is rather limited. However, in terms of proportions, the more the proportion of children programmes in total programming is restricted, the more the proportion of advertising increases in the channels where advertising is allowed

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

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	6,4%	5,8%	12,8%	13,8%
	MTV	0,7%	0,3%	16,0%	23,9%
	TV3	9,7%	12,3%	9,2%	13,5%
	TV4	3,1%	2,8%	0,9%	1,8%
	ZTV	0,8%	0,0%	17,1%	0,0%
	Total	3,6%	3,0%	9,8%	12,3%
Documentary	Discovery	68,1%	83,2%	3,2%	7,9%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	4,8%	8,2%	16,7%	12,7%
	MTV	0,9%	1,0%	14,7%	22,5%
	TV3	1,9%	4,1%	13,1%	12,4%
	TV4	10,8%	8,3%	12,6%	8,3%
	ZTV	0,1%	0,3%	24,2%	3,1%
	Total	12,3%	12,8%	5,9%	8,7%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	11,2%	17,8%	14,9%	8,0%
	MTV	97,1%	96,2%	9,1%	10,8%
	TV3	7,1%	10,6%	15,9%	9,9%
	TV4	8,7%	15,5%	12,6%	9,0%
	ZTV	79,0%	70,6%	10,8%	11,8%
	Total	36,6%	32,2%	10,4%	10,8%
Film, TV Films and Mini Series	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	60,8%	18,4%	14,7%	9,6%
	MTV	0,0%	0,4%	0,0%	22,1%
	TV3	59,5%	21,2%	15,0%	11,6%
	TV4	33,4%	10,0%	8,3%	8,8%
	ZTV	13,2%	8,7%	15,9%	13,7%
	Total	28,3%	8,3%	13,8%	11,0%
Information (News, Flash and Info Magazines)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,3%	0,0%	109,9%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	1,4%	0,9%	26,1%	46,8%
	TV4	10,4%	13,3%	9,3%	17,2%
	ZTV	0,0%	0,0%	0,0%	0,0%
	Total	1,8%	1,9%	11,6%	21,4%
Other Magazines	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,9%	0,0%	6,2%	0,0%
	MTV	0,1%	0,0%	5,7%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	4,7%	0,0%	24,1%	0,0%
	ZTV	1,4%	0,0%	25,2%	0,0%
	Total	1,1%	0,0%	21,6%	0,0%
Political, Religious, Philosophical, Unions programmes	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	0,0%	0,0%	0,0%	0,0%
	Total	0,0%	0,0%	0,0%	0,0%

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

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
Series and Soap	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	6,3%	33,4%	18,2%	18,7%
	MTV	0,8%	1,9%	13,9%	13,6%
	TV3	4,9%	35,3%	15,4%	17,3%
	TV4	5,7%	21,0%	8,5%	10,0%
	ZTV	0,7%	7,4%	17,7%	19,6%
	Total	3,1%	13,9%	14,4%	16,5%
Sports	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	47,7%	-	10,2%
	Kanal5	0,4%	0,1%	15,4%	21,7%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	2,5%	1,6%	11,3%	11,1%
	TV4	5,1%	5,0%	14,9%	14,4%
	ZTV	0,1%	0,0%	22,3%	0,0%
	Total	1,3%	8,4%	13,8%	10,6%
Teleshopping (excl. of spots and adv. formats)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	0,0%	0,0%	0,0%	0,0%
	Total	0,0%	0,0%	0,0%	0,0%
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery	2,9%	5,8%	-	-
	Eurosport	-	4,0%	-	-
	Kanal5	17,7%	17,2%	-	-
	MTV	9,9%	9,5%	-	-
	TV3	12,9%	14,0%	-	-
	TV4	11,5%	12,0%	-	-
	ZTV	11,2%	11,2%	-	-
	Total	11,3%	10,5%	-	-
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery	0,0%	0,0%	-	-
	Eurosport	-	0,0%	-	-
	Kanal5	3,9%	3,4%	-	-
	MTV	0,0%	0,1%	-	-
	TV3	0,0%	0,0%	-	-
	TV4	2,8%	2,4%	-	-
	ZTV	0,0%	0,0%	-	-
	Total	1,1%	0,8%	-	-
Others	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	37,9%	31,8%
	TV4	0,2%	0,9%	3,8%	11,6%
	ZTV	0,1%	0,0%	36,1%	0,0%
	Total	0,0%	0,1%	16,5%	12,2%
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery	71,0%	89,0%	3,1%	7,4%
	Eurosport	-	51,7%	-	9,4%
	Kanal5	112,5%	104,7%	12,0%	11,1%
	MTV	109,7%	109,4%	8,4%	10,1%
	TV3	100,0%	100,0%	12,6%	12,4%
	TV4	96,4%	91,2%	8,9%	9,0%
	ZTV	106,6%	98,3%	10,6%	11,2%
	Total	100,5%	91,9%	9,8%	10,3%

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

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

TAB12c		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	9.165	10.458	-	-
	MTV	1.622	871	-	-
	TV3	11.463	21.718	-	-
	TV4	296	609	-	-
	ZTV	1.988	0	-	-
	Total	24.534	33.655	-	-
Documentary	Discovery	15.355	60.523	-	-
	Eurosport	-	0	-	-
	Kanal5	10.053	9.817	-	-
	MTV	1.523	2.674	-	-
	TV3	3.497	4.390	-	-
	TV4	15.002	6.784	-	-
	ZTV	451	118	-	-
	Total	45.881	84.306	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	20.064	14.287	-	-
	MTV	110.600	124.316	-	-
	TV3	14.114	9.019	-	-
	TV4	12.366	15.724	-	-
	ZTV	115.451	110.784	-	-
	Total	272.595	274.129	-	-
Film, TV Films and Mini Series	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	100.857	22.612	-	-
	MTV	0	1.080	-	-
	TV3	105.412	26.639	-	-
	TV4	27.721	8.912	-	-
	ZTV	27.312	13.498	-	-
	Total	261.301	72.740	-	-
Information (News, Flash and Info Magazines)	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	0	3.899	-	-
	MTV	0	0	-	-
	TV3	4.413	4.631	-	-
	TV4	10.265	23.788	-	-
	ZTV	0	0	-	-
	Total	14.678	32.318	-	-
Other Magazines	Discovery	14	0	-	-
	Eurosport	-	0	-	-
	Kanal5	592	0	-	-
	MTV	56	0	-	-
	TV3	14	0	-	-
	TV4	13.339	0	-	-
	ZTV	4.470	0	-	-
	Total	18.485	0	-	-
Political, Religious, Philosophical, Unions programmes	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	718	-	-
	ZTV	0	559	-	-
	Total	0	1.277	-	-

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

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

TAB12d		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Series and Soap	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	13.931	82.789	-	-
	MTV	1.368	3.002	-	-
	TV3	10.420	81.351	-	-
	TV4	5.288	24.941	-	-
	ZTV	1.748	21.496	-	-
Total	32.754	213.579	-	-	
Sports	Discovery	0	0	-	-
	Eurosport	-	48.692	-	-
	Kanal5	620	387	-	-
	MTV	0	0	-	-
	TV3	3.497	290	-	-
	TV4	8.657	7.041	-	-
	ZTV	479	0	-	-
Total	13.254	56.410	-	-	
Teleshopping (excl. of spots and adv. formats)	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	0	-	-
	ZTV	0	0	-	-
Total	0	0	-	-	
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	Kanal5	-	-	-	-
	MTV	-	-	-	-
	TV3	-	-	-	-
	TV4	-	-	-	-
	ZTV	-	-	-	-
Total	-	-	-	-	
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery	-	-	-	-
	Eurosport	-	-	-	-
	Kanal5	-	-	-	-
	MTV	-	-	-	-
	TV3	-	-	-	-
	TV4	-	-	-	-
	ZTV	-	-	-	-
Total	-	-	-	-	
Others	Discovery	0	0	-	-
	Eurosport	-	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	154	10	-	-
	TV4	70	156	-	-
	ZTV	294	0	-	-
Total	518	166	-	-	
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery	15.369	60.523	-	-
	Eurosport	-	48.692	-	-
	Kanal5	155.283	144.250	-	-
	MTV	115.169	131.943	-	-
	TV3	152.984	148.048	-	-
	TV4	93.003	88.672	-	-
	ZTV	152.193	146.455	-	-
Total	684.001	768.581	-	-	

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

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

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	1,4%	0,0%	25,3%	0,0%
	MTV	0,9%	0,0%	11,1%	0,0%
	TV3	0,0%	0,4%	0,0%	39,6%
	TV4	0,0%	0,1%	0,0%	0,0%
	ZTV	0,0%	0,0%	0,0%	0,0%
Total	0,4%	0,1%	20,4%	33,6%	
Documentary	Discovery	89,4%	86,2%	11,9%	16,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	10,3%	12,5%	35,3%	23,1%
	MTV	1,7%	2,8%	28,5%	42,7%
	TV3	4,1%	4,7%	27,4%	22,3%
	TV4	19,2%	17,6%	26,1%	26,1%
	ZTV	0,0%	0,0%	0,0%	0,0%
Total	15,0%	16,4%	19,1%	19,5%	
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,7%	12,5%	39,4%	5,1%
	MTV	74,1%	70,4%	26,6%	25,7%
	TV3	8,3%	17,6%	29,6%	14,0%
	TV4	25,3%	18,6%	22,2%	23,9%
	ZTV	20,5%	12,7%	36,0%	38,6%
Total	22,0%	20,8%	27,7%	22,9%	
Film, TV Films and Mini Series	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	49,9%	29,4%	26,3%	19,4%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	61,2%	30,7%	21,5%	17,0%
	TV4	22,0%	13,8%	21,9%	21,7%
	ZTV	54,0%	41,5%	19,6%	18,9%
Total	35,1%	18,2%	22,4%	18,8%	
Information (News, Flash and Info Magazines)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,8%	1,5%	120,1%	112,4%
	TV4	2,6%	6,6%	117,5%	56,2%
	ZTV	0,0%	1,1%	0,0%	18,0%
Total	0,6%	1,3%	118,3%	61,2%	
Other Magazines	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	3,0%	0,0%	43,0%	0,0%
Total	0,5%	0,0%	43,0%	0,0%	
Political, Religious, Philosophical, Unions programmes	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	0,0%	0,0%	0,0%	0,0%
Total	0,0%	0,0%	0,0%	0,0%	

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

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

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	8,9%	18,6%	34,6%	59,2%
	MTV	2,3%	5,9%	32,7%	26,2%
	TV3	2,7%	20,6%	34,0%	51,9%
	TV4	2,3%	9,8%	27,6%	40,4%
	ZTV	0,0%	23,3%	0,0%	36,8%
Total		3,0%	12,3%	33,5%	46,3%
Sports	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	85,6%	-	16,8%
	Kanal5	0,9%	0,0%	22,2%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	2,4%	2,9%	19,5%	17,7%
	TV4	1,7%	4,5%	33,7%	30,9%
	ZTV	0,4%	0,0%	42,1%	0,0%
Total		1,0%	9,1%	25,3%	17,8%
Teleshopping (excl. of spots and adv. formats)	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	0,0%	0,0%	-	-
Total		0,0%	0,0%	0,0%	0,0%
Advertising (excl. of teleshopping programme and channel self-promotion)	Discovery	10,6%	13,8%		
	Eurosport	-	14,4%		
	Kanal5	25,3%	24,5%		
	MTV	21,0%	20,8%		
	TV3	19,1%	21,7%		
	TV4	25,2%	26,5%		
	ZTV	19,4%	21,5%		
Total		20,8%	21,0%		
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery	0,0%	0,0%		
	Eurosport	-	0,0%		
	Kanal5	2,6%	2,4%		
	MTV	0,0%	0,1%		
	TV3	1,4%	0,0%		
	TV4	1,7%	2,6%		
	ZTV	2,7%	0,0%		
Total		1,5%	0,8%		
Others	Discovery	0,0%	0,0%	0,0%	0,0%
	Eurosport	-	0,0%	-	0,0%
	Kanal5	0,0%	0,0%	0,0%	0,0%
	MTV	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TV4	0,0%	0,0%	0,0%	0,0%
	ZTV	0,0%	0,0%	0,0%	0,0%
Total		0,0%	0,0%	0,0%	0,0%
Total of Typologies and total of Advertising (excl. of teleshopping programme and channel self-promotion, considered as typologies)	Discovery	100,0%	100,0%	10,6%	13,8%
	Eurosport	-	100,0%	-	14,4%
	Kanal5	100,0%	100,0%	20,7%	20,3%
	MTV	100,0%	100,0%	21,0%	20,8%
	TV3	100,0%	100,0%	19,1%	21,7%
	TV4	100,0%	100,0%	19,7%	21,1%
	ZTV	100,0%	100,0%	19,4%	21,5%
Total		100,0%	100,0%	19,1%	19,5%

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

12. Typology of Programmes by Channel - Prime Time 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
Children, educational programmes, cartoons	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	1.012	0	-	-
	MTV	217	0	-	-
	TV3	0	319	-	-
	TV4	0	0	-	-
	ZTV	0	0	-	-
	Total	1.229	319	-	-
Documentary	Discovery	12.527	18.279	-	-
	Eurosport	0	0	-	-
	Kanal5	9.896	8.365	-	-
	MTV	950	4.977	-	-
	TV3	2.924	2.581	-	-
	TV4	9.864	9.248	-	-
	ZTV	0	0	-	-
	Total	36.160	43.450	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	675	1.915	-	-
	MTV	39.343	36.704	-	-
	TV3	6.088	5.935	-	-
	TV4	11.124	8.385	-	-
	ZTV	18.668	11.148	-	-
	Total	75.898	64.088	-	-
Film, TV Films and Mini Series	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	36.013	16.308	-	-
	MTV	0	0	-	-
	TV3	33.768	12.934	-	-
	TV4	9.698	6.085	-	-
	ZTV	25.902	17.817	-	-
	Total	105.381	53.144	-	-
Information (News, Flash and Info Magazines)	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	2.119	3.699	-	-
	TV4	5.681	7.307	-	-
	ZTV	0	69	-	-
	Total	7.800	11.076	-	-
Other Magazines	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	0	-	-
	ZTV	2.737	0	-	-
	Total	2.737	0	-	-
Political, Religious, Philosophical, Unions programmes	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	0	-	-
	ZTV	0	0	-	-
	Total	0	0	-	-

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)

12. Typology of Programmes by Channel - Prime Time 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
Series and Soap	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	8.181	31.496	-	-
	MTV	1.492	3.020	-	-
	TV3	2.360	26.480	-	-
	TV4	1.236	8.313	-	-
	ZTV	0	19.696	-	-
	Total	13.270	89.006	-	-
Sports	Discovery	0	0	-	-
	Eurosport	0	22.304	-	-
	Kanal5	506	0	-	-
	MTV	0	0	-	-
	TV3	1.100	133	-	-
	TV4	998	2.779	-	-
	ZTV	379	0	-	-
	Total	2.983	25.216	-	-
Teleshopping (excl. of spots and adv. formats)	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	0	-	-
	ZTV	0	0	-	-
	Total	0	0	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	Discovery				
	Eurosport				
	Kanal5				
	MTV				
	TV3				
	TV4				
	ZTV				
	Total				
Self-promotion (presentation, trailers, title signs, channel housestyle)	Discovery				
	Eurosport				
	Kanal5				
	MTV				
	TV3				
	TV4				
	ZTV				
	Total				
Others	Discovery	0	0	-	-
	Eurosport	0	0	-	-
	Kanal5	0	0	-	-
	MTV	0	0	-	-
	TV3	0	0	-	-
	TV4	0	0	-	-
	ZTV	0	0	-	-
	Total	0	0	-	-
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	Discovery	12.527	18.279	-	-
	Eurosport		22.304	-	-
	Kanal5	56.283	58.085	-	-
	MTV	42.002	44.701	-	-
	TV3	48.359	52.081	-	-
	TV4	38.601	42.118	-	-
	ZTV	47.686	48.731	-	-
	Total	245.458	286.299	-	-

Note that the proportion time of adv. in % by typology is calculated on 90% of total adv. time in average (advertising spots and billboards spots - not trailers)



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	Discovery	0,0	0,0	0%	0%
	Eurosport	-	1.126,0	-	15%
	Kanal5	1.769,0	1.263,0	24%	17%
	MTV	1.970,0	1.499,0	26%	20%
	TV3	2.185,0	1.103,0	29%	15%
	TV4 (incl local TV)	366,0	704,0	5%	10%
	ZTV	1.200,0	1.624,0	16%	22%
	TOTAL	7.490,0	7.319,0	100%	100%
PRODUCTS DEDICATED TO CHILDREN	Discovery	39,0	0,0	1%	0%
	Eurosport	-	41,0	-	0%
	Kanal5	2.040,0	2.879,0	28%	27%
	MTV	2.810,0	3.820,0	38%	36%
	TV3	1.160,0	3.352,0	16%	31%
	TV4 (incl local TV)	0,0	53,0	0%	0%
	ZTV	1.329,0	597,0	18%	6%
	TOTAL	7.378,0	10.742,0	100%	100%
CLEANING PRODUCTS	Discovery	0,0	0,0	0,0%	0,0%
	Eurosport	-	0,0	-	0,0%
	Kanal5	1.489,0	1.686,0	35,1%	35,0%
	MTV	0,0	0,0	0,0%	0,0%
	TV3	1.688,0	2.168,0	39,8%	45,0%
	TV4 (incl local TV)	1.019,0	964,0	24,0%	20,0%
	ZTV	44,0	0,0	1,0%	0,0%
	TOTAL	4.240,0	4.818,0	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Discovery	811,0	2.266,0	3,1%	7,2%
	Eurosport	-	412,0	-	1,3%
	Kanal5	8.380,0	8.054,0	31,8%	25,8%
	MTV	1.218,0	2.449,0	4,6%	7,8%
	TV3	6.960,0	9.819,0	26,4%	31,4%
	TV4 (incl local TV)	2.753,0	2.473,0	10,4%	7,9%
	ZTV	6.243,0	5.800,0	23,7%	18,5%
	TOTAL	26.365,0	31.273,0	100,0%	100,0%
FOOD (including DRINKS)	Discovery	1.750,0	4.372,0	2,9%	7,0%
	Eurosport	-	2.153,0	-	3,5%
	Kanal5	16.164,0	17.129,0	26,8%	27,5%
	MTV	9.525,0	8.374,0	15,8%	13,5%
	TV3	15.430,0	13.678,0	25,6%	22,0%
	TV4 (incl local TV)	8.206,0	8.717,0	13,6%	14,0%
	ZTV	9.285,0	7.809,0	15,4%	12,5%
	TOTAL	60.360,0	62.232,0	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Discovery	212,0	524,0	5,1%	10,9%
	Eurosport	-	0,0	-	0,0%
	Kanal5	1.948,0	2.139,0	46,8%	44,7%
	MTV	0,0	0,0	0,0%	0,0%
	TV3	1.107,0	963,0	26,6%	20,1%
	TV4 (incl local TV)	815,0	1.161,0	19,6%	24,3%
	ZTV	81,0	0,0	1,9%	0,0%
	TOTAL	4.163,0	4.787,0	100,0%	100,0%
TOBACCO	Not allowed in Sweden				

13. Advertising for Specific Products by Channel

TAB13b 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	Discovery	0	0	0,0%	0,0%
	Eurosport	-	1.977	-	14,0%
	Kanal5	3.250	2.287	22,7%	16,2%
	MTV	2.074	3.242	14,5%	23,0%
	TV3	4.042	2.268	28,2%	16,1%
	TV4 (incl local TV)	598	1.217	4,2%	8,6%
	ZTV	4.381	3.113	30,5%	22,1%
	TOTAL	14.345	14.104	100,0%	100,0%
PRODUCTS DEDICATED TO CHILDREN	Discovery	79	0	0,4%	0,0%
	Eurosport	-	82	-	0,3%
	Kanal5	5.502	7.868	29,3%	29,0%
	MTV	6.571	8.456	35,0%	31,1%
	TV3	3.144	9.160	16,8%	33,7%
	TV4 (incl local TV)	0	183	0,0%	0,7%
	ZTV	3.463	1.419	18,5%	5,2%
	TOTAL	18.759	27.168	100,0%	100,0%
CLEANING PRODUCTS	Discovery	0	0	0,0%	0,0%
	Eurosport	-	0	-	0,0%
	Kanal5	4.512	4.848	35,8%	36,0%
	MTV	0	0	0,0%	0,0%
	TV3	5.075	6.063	40,3%	45,1%
	TV4 (incl local TV)	2.824	2.545	22,4%	18,9%
	ZTV	178	0	1,4%	0,0%
	TOTAL	12.589	13.456	100,0%	100,0%
COSMETICS/PERSONAL HYGIENE	Discovery	2.224	6.891	3,2%	8,9%
	Eurosport	-	2.226	-	2,9%
	Kanal5	21.600	20.893	30,9%	27,1%
	MTV	4.060	7.143	5,8%	9,3%
	TV3	18.404	19.057	26,3%	24,7%
	TV4 (incl local TV)	7.029	6.340	10,1%	8,2%
	ZTV	16.554	14.661	23,7%	19,0%
	TOTAL	69.871	77.211	100,0%	100,0%
FOOD (including DRINKS)	Discovery	4.109	9.976	3,1%	7,7%
	Eurosport	-	4.592	-	3,5%
	Kanal5	37.081	39.898	27,6%	30,7%
	MTV	19.455	4.592	14,5%	3,5%
	TV3	35.492	32.901	26,4%	25,3%
	TV4 (incl local TV)	17.678	19.752	13,2%	15,2%
	ZTV	20.439	18.426	15,2%	14,2%
	TOTAL	134.254	130.137	100,0%	100,0%
NON PRESCRIPTION MEDICAL PRODUCTS	Discovery	594	1.470	5,6%	11,7%
	Eurosport	-	0	-	0,0%
	Kanal5	4.867	5.483	46,1%	43,5%
	MTV	0	0	0,0%	0,0%
	TV3	2.855	2.472	27,1%	19,6%
	TV4 (incl local TV)	1.990	3.180	18,9%	25,2%
	ZTV	241	1	2,3%	0,0%
	TOTAL	10.547	12.606	100,0%	100,0%
TOBACCO	Not allowed in Sweden				

Comments about Specific Products

- Advertising expenditure by products doesn't exist in Sweden
- A number of brands cover children-oriented advertising
 - Games, Hobby products
 - Toys
 - There are several more products with ads dedicated to children, but figures are not available
- A number of brands cover spirits :
 - Gin
 - Whisky
 - Alcohol Soft Drinks
 - Liqueur
- A number of brands cover cleaning products :
 - Detergents, Washing powder etc
 - Cleaning agent, washing-up liquid/dishwashing powder, polish etc