

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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Spain – Report 3 (5/18)

Stages B and C

V.3.3.

*June 2005*

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## I. About Channels in Spain

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	Antena3	Commercial channel free to air	Mainstream	12 (Self-promotion not included)
	Canal+	Pay TV (no advertising)	Mainstream	12 (Self-promotion not included)
	La2	Public service	Mainstream	12 (Self-promotion not included)
	Tele5	Commercial channel free to air	Mainstream	12 (Self-promotion not included)
	TVE1	Public service	Mainstream	12 (Self-promotion not included)
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	CANAL 2 ANDAL (C2A)	Public service	Mainstream	12 (Self-promotion not included)
	CANAL 9 (C9)	Public service	Mainstream	12 (Self-promotion not included)
	CANAL SUR	Public service	Mainstream	12 (Self-promotion not included)
	CMT (Castilla La Mancha TV)	Public service	Mainstream	12 (Self-promotion not included)
	ETB1	Public service	Mainstream	12 (Self-promotion not included)
	ETB2	Public service	Mainstream	12 (Self-promotion not included)
	K3-33	Public service	Mainstream	12 (Self-promotion not included)
	PUN2	Public service	Mainstream	12 (Self-promotion not included)
	TV CANARIAS (TVCAN)	Public service	Mainstream	12 (Self-promotion not included)
	TV GALICIA (TVG)	Public service	Mainstream	12 (Self-promotion not included)
	TV MADRID (TVM)	Public service	Mainstream	12 (Self-promotion not included)
	TV3	Public service	Mainstream	12 (Self-promotion not included)
	<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	CANAL+ France	Pay TV (no advertising)	Mainstream
KABEL 1		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
MOTOR		Pay TV (including adv breaks)	Sports	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
N24		Pay TV (including adv breaks)	Information / Business	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
PRO 7		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
RAI UNO		Public service	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
RTL		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
RTL 2		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
SAT 1		Pay TV (no advertising)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
TRAVEL		Pay TV (including adv breaks)	Travel channel / entertainment	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
VIVA		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
VOX		Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average
ZDF	Pay TV (including adv breaks)	Mainstream	When non scrambled : 12 minutes per sliding hour and 6 minutes daily (non scrambled) average	

# 1. Types of broadcast 2002 - 2003

<b>TAB1b</b>	<b>Names</b>	<b>Status</b>	<b>Channel Type (content)</b>	<b>Maximum advertising minutes allowed per hour by law</b>
<b>International Channels</b> (Worldwide models)	3 SAT	Pay TV (no advertising)	Mainstream	12 minutes per sliding hour and 9 minutes daily average
	ARTE	Public service	Mainstream	12 minutes per sliding hour and 9 minutes daily average
	BBC WORLD	Public service	Information / Business	12 minutes per sliding hour and 9 minutes daily average
	CNBC EUROPE	Pay TV (including adv. breaks)	Information / Business	no limit
	CNN INTERNATIONAL	Pay TV (including adv. breaks)	Information / Business	no limit
	EURONEWS	Pay TV (including adv. breaks)	Information / Business	12 minutes per sliding hour and 9 minutes daily average
	MTV	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hour and 9 minutes daily average
	SKY NEWS	Pay TV (including adv. breaks)	Information / Business	12 minutes per sliding hour and 9 minutes daily average
	TV5 EUROPE	Pay TV (including adv. breaks)	Information / Business	12 minutes per sliding hour and 9 minutes daily average
<b>Other Channels</b>	24 HORAS	Pay TV (including adv. breaks)	Information / Business	12 (Self-promotion not included)
	40 LATINO	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	40 TV	Pay TV (including adv. breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	A3 NOTICIAS	Pay TV (including adv. breaks)	Information / Business	12 (Self-promotion not included)
	AUNACABLE	Pay per view		
	AXN	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	BARÇA TV	Pay TV (including adv. breaks)	Sports	12 (Self-promotion not included)
	BLOOMBERG	Pay TV (including adv. breaks)	Information / Business	12 (Self-promotion not included)
	C. CLÁSICO	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	C.HISTORIA	Pay TV (including adv. breaks)	Documentary	12 (Self-promotion not included)
	C+ 2	Pay TV (including adv. breaks)	Mainstream	12 (Self-promotion not included)
	C+ 30	Pay TV (including adv. breaks)	Mainstream	12 (Self-promotion not included)
	C+ CINE 1	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	C+ CINE 2	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	C+ CINE 3	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	C+ DEPORTE 1	Pay TV (including adv. breaks)	Sports	12 (Self-promotion not included)
	C+ DEPORTE 2	Pay TV (including adv. breaks)	Sports	12 (Self-promotion not included)
	C+ DEPORTE 3	Pay TV (including adv. breaks)	Sports	12 (Self-promotion not included)
	CALLE 13	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	CANAL COCINA	Pay TV (including adv. breaks)	Cooking channel	12 (Self-promotion not included)
	CANAL HOLLYWOOD	Pay TV (including adv. breaks)	Fiction	12 (Self-promotion not included)
	CANAL SATELITE	Pay per view		

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	CARTOON NETWORK	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	CAZA Y PESCA	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	CINEMANIA	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	CINEMANIA AZUL	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	CINEMANIA ROJO	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	CNN+	Pay TV (including adv breaks)	Information / Business	12 (Self-promotion not included)
	COSMOPOLITAN	Pay TV (including adv breaks)	Women's channel	12 (Self-promotion not included)
	DCINE ESPAÑOL	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	DCINE STUDIO	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	DISCOVERY	Pay TV (including adv breaks)	Documentary	12 (Self-promotion not included)
	DISNEY CH +1	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	DISNEY CHANNEL	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	DOCUMANÍA	Pay TV (including adv breaks)	Documentary	12 (Self-promotion not included)
	ESTILO	Pay TV (including adv breaks)	Style channel	12 (Self-promotion not included)
	EUROSPORT	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	EUSKATEL	Pay per view		
	EXPANSIÓN TV	Pay TV (including adv breaks)	Information / Business	12 (Self-promotion not included)
	FDF	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	FOX	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	FOX KIDS	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	FOX NEWS	Pay TV (including adv breaks)	Information / Business	12 (Self-promotion not included)
	GALAVISIÓN	Pay TV (including adv breaks)	Information / Business	12 (Self-promotion not included)
	GOLF+	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	GRANDES DOCUMENTALES	Pay TV (including adv breaks)	Documentary	12 (Self-promotion not included)
	MTV ESP	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	NATIONAL GEOGRAPHIC	Pay TV (including adv breaks)	Documentary	12 (Self-promotion not included)
	NICK-PARAMOUNT	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	NOSTALGIA	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	ODISEA	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	ONO	Pay per view		

# 1. Types of broadcast 2002 - 2003

TAB1d	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	PEOPLE+ARTS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	PLAYBOY	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	PLAYHOUSE DISNEY	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	QUIERO TV	Pay per view		
	R	Pay TV (no advertising)		
	REAL MADRID TV	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	RETECAL	Pay TV (no advertising)		
	SOL MÚSICA	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	SPORTMANÍA	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	TCM	Pay TV (including adv breaks)	Mainstream	12 (Self-promotion not included)
	TELECABLE	Pay per view		
	TELEDEPORTE	Pay TV (including adv breaks)	Sports	12 (Self-promotion not included)
	TELENOVELAS	Pay TV (including adv breaks)	Fiction	12 (Self-promotion not included)
	TENARIA	Pay TV (no advertising)		
	TOON DISNEY	Pay TV (including adv breaks)	Children	12 (Self-promotion not included)
	TVE INTERNACIONAL	Pay TV (including adv breaks)	Information / Business	12 (Self-promotion not included)
	VH1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 (Self-promotion not included)
	VIA DIGITAL	Pay per view		
	VIAJAR	Pay TV (including adv breaks)	Travel	12 (Self-promotion not included)

# 1. Types of broadcast 2002 - 2003

<b>TAB1e</b>	<b>Names</b>	<b>Connection Mode</b>	<b>Main Transmission Mode</b>	<b>Comments transmission/reception mode and/or programme type</b>
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>Antena3</b>	Analogical	Terrestrial (Hertzian)	Also available via satellite
	<b>Canal+</b>	Analogical	Terrestrial (Hertzian)	Pay TV with some free programmes. Also available via satellite
	<b>La2</b>	Analogical	Terrestrial	Also available via satellite
	<b>Tele5</b>	Analogical	Terrestrial (Hertzian)	Also available via satellite
	<b>TVE1</b>	Analogical	Terrestrial	Also available via satellite
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	<b>CANAL 2 ANDAL (C2A)</b>	Analogical	Terrestrial	Also available via satellite
	<b>CANAL 9 (C9)</b>	Analogical	Terrestrial	Also available via satellite
	<b>CANAL SUR</b>	Analogical	Terrestrial	Also available via satellite
	<b>CMT (Castilla La Mancha TV)</b>	Analogical	Terrestrial (Hertzian)	Also available via satellite
	<b>ETB1</b>	Analogical	Terrestrial	Also available via satellite
	<b>ETB2</b>	Analogical	Terrestrial	Also available via satellite
	<b>K3-33</b>	Analogical	Terrestrial	Also available via satellite
	<b>PUNT2</b>	Analogical	Terrestrial	Also available via satellite
	<b>TV CANARIAS (TVCAN)</b>	Analogical	Terrestrial	Also available via satellite
	<b>TV GALICIA (TVG)</b>	Analogical	Terrestrial	Also available via satellite
	<b>TV MADRID (TVM)</b>	Analogical	Terrestrial	Also available via satellite
	<b>TV3</b>	Analogical	Terrestrial	Also available via satellite
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	<b>CANAL+ France</b>	Numerical / digital	TV Cable	or Satellite. Pay Tv with some free programmes (cfr. Canal+)
	<b>KABEL 1</b>	Numerical / digital	TV Cable	or Satellite
	<b>MOTOR</b>	Numerical / digital	TV Cable	or Satellite
	<b>N24</b>	Numerical / digital	TV Cable	or Satellite
	<b>PRO 7</b>	Numerical / digital	TV Cable	or Satellite
	<b>RAI UNO</b>	Numerical / digital	TV Cable	or Satellite
	<b>RTL</b>	Numerical / digital	TV Cable	or Satellite
	<b>RTL 2</b>	Numerical / digital	TV Cable	or Satellite
	<b>SAT 1</b>	Numerical / digital	TV Cable	or Satellite
	<b>TRAVEL</b>	Numerical / digital	TV Cable	or Satellite
	<b>VIVA</b>	Numerical / digital	TV Cable	or Satellite
	<b>VOX</b>	Numerical / digital	TV Cable	or Satellite
	<b>ZDF</b>	Numerical / digital	TV Cable	or Satellite



# 1. Types of broadcast 2002 - 2003

<b>TAB1f</b>	<b>Names</b>	<b>Connection Mode</b>	<b>Main Transmission Mode</b>	<b>Comments transmission/reception mode and/or programme type</b>
<b>International Channels</b> (Worldwide models)	3 SAT	Numerical / digital	TV Cable	or Satellite
	ARTE	Analogical	TV Cable	
	BBC WORLD	Analogical	TV Cable	
	CNBC EUROPE	Analogical	TV Cable	
	CNN INTERNATIONAL	Analogical	TV Cable	
	EURONEWS	Numerical / digital	TV Cable	or Satellite
	MTV	Numerical / digital	TV Cable	or Satellite
	SKY NEWS	Numerical / digital	TV Cable	
	TV5 EUROPE	Numerical / digital	TV Cable	or Satellite
<b>Other Channels</b>	24 HORAS	Numerical / digital	Decoder	Pay satellite
	40 LATINO	Numerical / digital	Decoder	Pay satellite
	40 TV	Numerical / digital	Decoder	Pay satellite
	A3 NOTICIAS	Numerical / digital	Decoder	Pay satellite
	AUNACABLE	Numerical / digital	TV Cable	Pay TV provided
	AXN	Numerical / digital	Decoder	Pay satellite
	BARÇA TV	Numerical / digital	Decoder	Pay satellite
	BLOOMBERG	Numerical / digital	Decoder	Pay satellite
	C. CLÁSICO	Numerical / digital	Decoder	Pay satellite
	C.HISTORIA	Numerical / digital	Decoder	Pay satellite
	C+ 2	Numerical / digital	Decoder	Pay satellite
	C+ 30	Numerical / digital	Decoder	Pay satellite
	C+ CINE 1	Numerical / digital	Decoder	Pay satellite
	C+ CINE 2	Numerical / digital	Decoder	Pay satellite
	C+ CINE 3	Numerical / digital	Decoder	Pay satellite
	C+ DEPORTE 1	Numerical / digital	Decoder	Pay satellite
	C+ DEPORTE 2	Numerical / digital	Decoder	Pay satellite
	C+ DEPORTE 3	Numerical / digital	Decoder	Pay satellite
	CALLE 13	Numerical / digital	Decoder	Pay satellite
	CANAL COCINA	Numerical / digital	Decoder	Pay satellite
	CANAL HOLLYWOOD	Numerical / digital	Decoder	Pay satellite
	CANAL SATELITE	Numerical / digital	Decoder	Pay satellite. Pay TV provided

# 1. Types of broadcast 2002 - 2003

TAB1g	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	CARTOON NETWORK	Numerical / digital	Decoder	Pay satellite
	CAZA Y PESCA	Numerical / digital	Decoder	Pay satellite
	CINEMANIA	Numerical / digital	Decoder	Pay satellite
	CINEMANIA AZUL	Numerical / digital	Decoder	Pay satellite
	CINEMANIA ROJO	Numerical / digital	Decoder	Pay satellite
	CNN+	Numerical / digital	Decoder	Pay satellite
	COSMOPOLITAN	Numerical / digital	Decoder	Pay satellite
	DCINE ESPAÑOL	Numerical / digital	Decoder	Pay satellite
	DCINE STUDIO	Numerical / digital	Decoder	Pay satellite
	DISCOVERY	Numerical / digital	Decoder	Pay satellite
	DISNEY CH +1	Numerical / digital	Decoder	Pay satellite
	DISNEY CHANNEL	Numerical / digital	Decoder	Pay satellite
	DOCUMANÍA	Numerical / digital	Decoder	Pay satellite
	ESTILO	Numerical / digital	Decoder	Pay satellite
	EUROSPORT	Numerical / digital	Decoder	Pay satellite
	EUSKATEL	Numerical / digital	TV Cable	Pay TV provided
	EXPANSIÓN TV	Numerical / digital	Decoder	Pay satellite
	FDI	Numerical / digital	Decoder	Pay satellite
	FOX	Numerical / digital	Decoder	Pay satellite
	FOX KIDS	Numerical / digital	Decoder	Pay satellite
	FOX NEWS	Numerical / digital	Decoder	Pay satellite
	GALAVISIÓN	Numerical / digital	Decoder	Pay satellite
	GOLF+	Numerical / digital	Decoder	Pay satellite
	GRANDES DOCUMENTALES	Numerical / digital	Decoder	Pay satellite
	MTV ESP	Numerical / digital	Decoder	Pay satellite
	NATIONAL GEOGRAPHIC	Numerical / digital	Decoder	Pay satellite
	NICK-PARAMOUNT	Numerical / digital	Decoder	Pay satellite
	NOSTALGIA	Numerical / digital	Decoder	Pay satellite
	ODISEA	Numerical / digital	Decoder	Pay satellite
	ONO	Numerical / digital	TV Cable	Pay TV provided

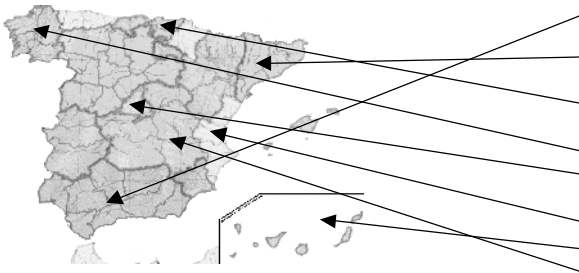
# 1. Types of broadcast 2002 - 2003

TAB1h	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	PEOPLE+ARTS	Numerical / digital	Decoder	Pay satellite
	PLAYBOY	Numerical / digital	Decoder	Pay satellite
	PLAYHOUSE DISNEY	Numerical / digital	Decoder	Pay satellite
	QUIERO TV	Numerical / digital	Terrestrial (Hertzian)	Pay TV provided
	R		TV Cable	
	REAL MADRID TV	Numerical / digital	Decoder	Pay satellite
	RETECAL		TV Cable	
	SOL MÚSICA	Numerical / digital	Decoder	Pay satellite
	SPORTMANÍA	Numerical / digital	Decoder	Pay satellite
	TCM	Numerical / digital	Decoder	Pay satellite
	TELECABLE	Numerical / digital	TV Cable	Pay TV provided
	TELEDEPORTE	Numerical / digital	Decoder	Pay satellite
	TELENOVELAS	Numerical / digital	Decoder	Pay satellite
	TENARIA		TV Cable	
	TOON DISNEY	Numerical / digital	Decoder	Pay satellite
	TVE INTERNACIONAL	Numerical / digital	Decoder	Pay satellite
	VH1	Numerical / digital	Decoder	Pay satellite
	VIA DIGITAL	Numerical / digital	Decoder	Pay satellite. Pay TV provided
VIAJAR	Numerical / digital	Decoder	Pay satellite	

# Comments about Broadcasters

- Canal Satellite and Via Digital are not TV channels but it is a digital TV pack comprising a lot of TV channels. Both are joined in Digital +.
- Local Channels at level 2 (“Comunidades Autónomas”) are public channels managed by the regional government

Channel's name	Region where channel broadcasts
C.SUR	Andalucia
C2A	Andalucia
TV3	Cataluña
K3-33	Cataluña
ETB1	Pais Vasco
ETB2	Pais Vasco
TVG	Galicia
TVM	Madrid
C9	Valencia
PUNT2	Valencia
TVCAN	Canarias
CMT	Castilla La Mancha



## Comments about IDTV

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- IDTV is developing thanks to some advertisers looking for a way of communication which is different from the one that the other channels provide them with (qualitative aspects), but without taking into account the efficiency at the advertising pressure level.
- Some key trends have to be taken into account :
  - ▶ The audience fragmentation is growing: in the present year the leadership between the TV channels is close to the 21% share, when in the closer past TVE1 was around 25%. Local TV is slowly increasing its importance (Localia TV, Vocento, etc ) as well as the Digital Platform (Digital Plus).
  - ▶ The changes in the amount of channels (competition level). In the current year, for the first time in history TVE1 has lost its leadership during the summer (being situated at the 3rd place).
  - ▶ About the financial balances: The stock exchange launch of the 2 private TV channels allows to forecast a result-centred market, without forgetting the Public Opinion weight.
  - ▶ The daily reach is already quite high in Spain (slowly growing from 90.1% in 2002 to 90,6% in 2003) and that is why the increase is quite light.
  - ▶ The advertising and broadcast cluttering is impossible to grow: the current levels already reach the legally permitted maximum level .

## 2. TV day parts definitions in Spain :

**TAB2a**

		<b>Aged 16+</b>	
	<b>Main dayparts</b>	<b>Average audience* TOTAL TV (rat%) Adults in 2002</b>	<b>Average audience* TOTAL TV (rat%) Adults in 2003</b>
All Day (depending on daily programmes)	02h30-26h30	15,3	15,4
Morning	07h00-14h00	5,6	5,8
Prime Time	20h30-24h00	35,4	35,4
Night Time	24h00-26h30	15,7	4,8
<i>Universes:</i>		<i>33.928.000</i>	<i>34.588.000</i>
<i>Sources</i>		<i>SOFRES</i>	<i>SOFRES</i>

**TAB2b**

		<b>Aged 4-12</b>	
	<b>Main dayparts</b>	<b>Average audience* TOTAL TV (rat%) Kids in 2002</b>	<b>Average audience* TOTAL TV (rat%) Kids in 2003</b>
All Day (depending on daily programmes)	02h30-26h30	10,1	10,1
Morning	07h00-14h00	8,4	8,2
Prime Time	20h30-24h00	19,3	19,0
Night Time	24h00-26h30	15,7	4,4
<i>Universes:</i>		<i>3.817.000</i>	<i>3.521.000</i>
<i>Sources</i>		<i>SOFRES</i>	<i>SOFRES</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 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>15,3</b>	<b>15,4</b>	<b>10,1</b>	<b>10,1</b>
Channels with a national coverage	<b>Antena3</b>	19,9	19,2	23,4	21,8
	<b>Canal+</b>	2,3	2,4	1,8	1,8
	<b>La2</b>	7,6	7,1	10,2	8,5
	<b>Tele5</b>	20,4	21,7	18,1	16,5
	<b>TVE1</b>	25,4	24,0	18,2	17,7
Local Channels	<b>CANAL SUR</b>	3,5	3,5	2,8	3,2
	<b>C2A</b>	0,7	0,8	2,7	3,4
	<b>C9</b>	2,3	2,4	1,4	1,3
	<b>CMT</b>	0,4	0,6	0,7	1,2
	<b>ETB1</b>	0,3	0,3	0,7	0,9
	<b>ETB2</b>	1,3	1,2	0,3	0,4
	<b>K3-33</b>	1,1	1,0	3,9	4,4
	<b>PUNT2</b>	0,2	0,2	0,4	0,4
	<b>TV3</b>	3,9	3,8	1,5	1,5
	<b>TVCAN</b>	0,4	0,4	0,9	1,0
	<b>TVG</b>	1,0	1,1	0,9	1,2
	<b>TVM</b>	2,7	2,7	2,4	2,8
Non-domestic Channels	CANAL+ France	-	-	-	-
	KABEL 1	-	-	-	-
	MOTOR	-	-	-	-
	N24	-	-	-	-
	PRO 7	-	-	-	-
	RAI UNO	-	-	-	-
	RTL	-	-	-	-
	RTL 2	-	-	-	-
	SAT 1	-	-	-	-
	TRAVEL	-	-	-	-
	VIVA	-	-	-	-
	VOX	-	-	-	-
	ZDF	-	-	-	-
International Channels (Worldwide models)	3 SAT	-	-	-	-
	ARTE	-	-	-	-
	BBC WORLD	-	-	-	-
	CNBC EUROPE	-	-	-	-
	CNN INTERNATIONAL	-	-	-	-
	EURONEWS	-	-	-	-
	MTV	-	-	-	-
	SKY NEWS	-	-	-	-
	TV5 EUROPE	-	-	-	-

### 3. Audience Share\* - All Day

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

TAB3b

	Names	Aged 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>15,3</b>	<b>15,4</b>	<b>10,1</b>	<b>10,1</b>
Other Channels	24 HORAS	0,0	0,0	0,0	0,0
	40 LATINO	0,0	0,0	0,0	0,0
	40 TV	0,0	0,0	0,0	0,0
	A3 NOTICIAS	0,0	0,0	0,0	0,0
	AUNACABLE	-	-	-	-
	AXN	0,1	0,1	0,0	0,1
	BARÇA TV	-	-	-	-
	BLOOMBERG	0,0	0,0	0,0	0,0
	C. CLÁSICO	-	-	-	-
	C.HISTORIA	0,0	0,0	0,0	0,0
	C+ 2	0,0	0,1	0,0	0,1
	C+ 30	0,0	0,1	0,0	0,1
	C+ CINE 1	0,0	0,1	0,0	0,1
	C+ CINE 2	0,0	0,0	0,0	0,1
	C+ CINE 3	0,0	0,0	0,0	0,0
	C+ DEPORTE 1	0,0	0,0	0,0	0,0
	C+ DEPORTE 2	0,0	0,0	0,0	0,0
	C+ DEPORTE 3	0,0	0,0	0,0	0,0
	CALLE 13	0,1	0,1	0,0	0,1
	CANAL COCINA	0,0	0,0	0,0	0,0
	CANAL HOLLYWOOD	0,0	0,0	0,0	0,0
	CANAL SATELITE	-	-	-	-
	CARTOON NETWORK	0,0	0,0	0,3	0,6
	CAZA Y PESCA	0,0	0,0	0,0	0,0
	CINEMANÍA	0,0	0,0	0,0	0,0
	CINEMANÍA AZUL	0,0	0,0	0,0	0,0
	CINEMANÍA ROJO	0,0	0,0	0,0	0,0
	CNN+	0,0	0,0	0,0	0,0
	COSMOPOLITAN	0,0	0,0	0,0	0,0
	DCINE ESPAÑOL	0,0	0,0	0,0	0,0
	DCINE STUDIO	0,0	0,0	0,0	0,0
	DISCOVERY	0,0	0,0	0,0	0,0
	DISNEY CH +1	0,0	0,0	0,1	0,2
	DISNEY CHANNEL	0,1	0,0	0,3	0,3
	DOCUMANÍA	0,0	0,0	0,0	0,0
	ESTILO	0,0	0,0	0,0	0,0
	EUROSPORT	0,0	0,0	0,0	0,0
	EUSKATEL	-	-	-	-
	EXPANSIÓN TV	0,0	0,0	0,0	0,0



### 3. Audience Share\* - All Day

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

TAB3c

	Names	Aged 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>15,3</b>	<b>15,4</b>	<b>10,1</b>	<b>10,1</b>
Other Channels	FDF	0,1	0,1	0,1	0,3
	FOX	0,0	0,1	0,0	0,1
	FOX KIDS	0,0	0,0	1,0	0,6
	FOX NEWS	0,0	0,0	0,0	0,0
	GALAVISIÓN	-	-	-	-
	GOLF+	0,0	0,0	0,0	0,0
	GRANDES DOCUMENTALES	-	-	-	-
	MTV ESP	0,0	0,0	0,0	0,0
	NATIONAL GEOGRAPHIC	0,0	0,0	0,0	0,0
	NICK-PARAMOUNT	0,0	0,0	0,2	0,2
	NOSTALGIA	-	-	-	-
	ODISEA	0,0	0,0	0,0	0,0
	ONO	-	-	-	-
	PEOPLE+ARTS	-	-	-	-
	PLAYBOY	-	-	-	-
	PLAYHOUSE DISNEY	0,0	0,0	0,3	0,4
	QUIERO TV	-	-	-	-
	R	-	-	-	-
	REAL MADRID TV	0,0	0,0	0,0	0,0
	RETECAL	-	-	-	-
	SOL MÚSICA	0,0	0,0	0,0	0,0
	SPORTMANÍA	0,0	0,0	0,0	0,0
	TCM	0,0	0,0	0,0	0,0
	TELECABLE	-	-	-	-
	TELEDEPORTE	0,0	0,0	0,0	0,0
	TELENOVELAS	0,0	0,0	0,0	0,0
	TENARIA	-	-	-	-
	TOON DISNEY	0,0	0,0	0,3	0,3
	TVE INTERNACIONAL	-	-	-	-
	VH1	0,0	0,0	0,0	0,0
	VIA DIGITAL	-	-	-	-
	VIAJAR	0,0	0,0	0,0	0,0
<b>TOTAL</b>		<b>94</b>	<b>93</b>	<b>93</b>	<b>92</b>

### 3. Audience Share\* - Prime Time

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

TAB3d

	Names	Aged 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>35,4</b>	<b>35,4</b>	<b>19,3</b>	<b>19,0</b>
Channels with a national coverage	<b>Antena3</b>	18,9	18,7	21,2	19,9
	<b>Canal+</b>	2,5	2,8	2,4	2,5
	<b>La2</b>	7,4	6,6	7,6	5,8
	<b>Tele5</b>	20,2	21,9	20,3	20,0
	<b>TVE1</b>	26,7	24,1	25,3	24,2
Local Channels	<b>CANAL SUR</b>	3,6	3,6	3,5	3,4
	<b>C2A</b>	0,7	0,8	0,6	1,9
	<b>C9</b>	2,2	2,3	1,4	1,5
	<b>CMT</b>	0,4	0,6	0,5	0,8
	<b>ETB1</b>	0,4	0,4	0,4	0,4
	<b>ETB2</b>	1,3	1,2	0,4	0,6
	<b>K3-33</b>	0,9	0,9	0,9	1,2
	<b>PUNT2</b>	0,2	0,3	0,2	0,2
	<b>TV3</b>	4,2	4,1	2,4	2,7
	<b>TVCAN</b>	0,4	0,4	0,7	0,6
	<b>TVG</b>	1,3	1,3	1,1	1,2
	<b>TVM</b>	2,5	2,6	2,2	2,2
Non-domestic Channels	CANAL+ France	-	-	-	-
	KABEL 1	-	-	-	-
	MOTOR	-	-	-	-
	N24	-	-	-	-
	PRO 7	-	-	-	-
	RAI UNO	-	-	-	-
	RTL	-	-	-	-
	RTL 2	-	-	-	-
	SAT 1	-	-	-	-
	TRAVEL	-	-	-	-
	VIVA	-	-	-	-
	VOX	-	-	-	-
	ZDF	-	-	-	-
International Channels (Worldwide models)	3 SAT	-	-	-	-
	ARTE	-	-	-	-
	BBC WORLD	-	-	-	-
	CNBC EUROPE	-	-	-	-
	CNN INTERNATIONAL	-	-	-	-
	EURONEWS	-	-	-	-
	MTV	-	-	-	-
	SKY NEWS	-	-	-	-
	TV5 EUROPE	-	-	-	-

### 3. Audience Share\* - Prime Time

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

TAB3e

	Names	Aged 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>35,4</b>	<b>35,4</b>	<b>19,3</b>	<b>19,0</b>
Other Channels	24 HORAS	0,0	0,0	0,0	0,0
	40 LATINO	0,0	0,0	0,0	0,0
	40 TV	0,0	0,0	0,0	0,0
	A3 NOTICIAS	0,0	0,0	0,0	0,0
	AUNACABLE	-	-	-	-
	AXN	0,1	0,1	0,1	0,1
	BARÇA TV	-	-	-	-
	BLOOMBERG	0,0	0,0	0,0	0,0
	C. CLÁSICO	-	-	-	-
	C.HISTORIA	0,0	0,0	0,0	0,0
	C+ 2	0,0	0,1	0,0	0,1
	C+ 30	0,1	0,1	0,0	0,1
	C+ CINE 1	0,0	0,1	0,0	0,2
	C+ CINE 2	0,0	0,0	0,0	0,1
	C+ CINE 3	0,0	0,0	0,0	0,0
	C+ DEPORTE 1	0,0	0,0	0,0	0,0
	C+ DEPORTE 2	0,0	0,0	0,0	0,0
	C+ DEPORTE 3	0,0	0,0	0,0	0,0
	CALLE 13	0,1	0,1	0,0	0,1
	CANAL COCINA	0,0	0,0	0,0	0,0
	CANAL HOLLYWOOD	0,0	0,0	0,1	0,0
	CANAL SATELITE	-	-	-	-
	CARTOON NETWORK	0,0	0,0	0,3	0,5
	CAZA Y PESCA	0,0	0,0	0,0	0,0
	CINEMANÍA	0,0	0,0	0,0	0,0
	CINEMANÍA AZUL	0,0	0,0	0,0	0,0
	CINEMANÍA ROJO	0,0	0,0	0,0	0,0
	CNN+	0,0	0,0	0,0	0,0
	COSMOPOLITAN	0,0	0,0	0,0	0,0
	DCINE ESPAÑOL	0,0	0,0	0,0	0,0
	DCINE STUDIO	0,0	0,0	0,0	0,0
	DISCOVERY	0,0	0,0	0,0	0,0
	DISNEY CH +1	0,0	0,0	0,1	0,2
	DISNEY CHANNEL	0,1	0,0	0,2	0,2
	DOCUMANÍA	0,0	0,0	0,0	0,0
	ESTILO	0,0	0,0	0,0	0,0
	EUROSPORT	0,0	0,0	0,0	0,0
	EUSKATEL	-	-	-	-
	EXPANSIÓN TV	0,0	0,0	0,0	0,0

### 3. Audience Share\* - Prime Time

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

TAB3f

	Names	Aged 16+		Aged 4-12	
		2002	2003	2002	2003
<b>Avg Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>35,4</b>	<b>35,4</b>	<b>19,3</b>	<b>19,0</b>
Other Channels	FDF	0,1	0,1	0,2	0,3
	FOX	0,0	0,1	0,0	0,1
	FOX KIDS	0,0	0,0	0,6	0,3
	FOX NEWS	0,0	0,0	0,0	0,0
	GALAVISIÓN	-	-	-	-
	GOLF+	0,0	0,0	0,0	0,0
	GRANDES DOCUMENTALES	-	-	-	-
	MTV ESP	0,0	0,0	0,0	0,0
	NATIONAL GEOGRAPHIC	0,0	0,0	0,0	0,0
	NICK-PARAMOUNT	0,1	0,1	0,1	0,1
	NOSTALGIA	-	-	-	-
	ODISEA	0,0	0,0	0,0	0,0
	ONO	-	-	-	-
	PEOPLE+ARTS	-	-	-	-
	PLAYBOY	-	-	-	-
	PLAYHOUSE DISNEY	0,0	0,0	0,2	0,2
	QUIERO TV	-	-	-	-
	R	-	-	-	-
	REAL MADRID TV	0,0	0,0	0,0	0,0
	RETECAL	-	-	-	-
	SOL MÚSICA	0,0	0,0	0,0	0,0
	SPORTMANÍA	0,0	0,0	0,0	0,0
	TCM	0,0	0,0	0,0	0,0
	TELECABLE	-	-	-	-
	TELEDEPORTE	0,0	0,0	0,0	0,0
	TELENOVELAS	0,0	0,0	0,0	0,0
	TENARIA	-	-	-	-
	TOON DISNEY	0,0	0,0	0,2	0,2
	TVE INTERNACIONAL	-	-	-	-
	VH1	0,0	0,0	0,0	0,0
	VIA DIGITAL	-	-	-	-
	VIAJAR	0,0	0,0	0,0	0,0
<b>TOTAL</b>		<b>94</b>	<b>93</b>	<b>93</b>	<b>92</b>



## II. Advertising

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

---

##### **Comments :**

- These figures are not available in Spain.

\* 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

---

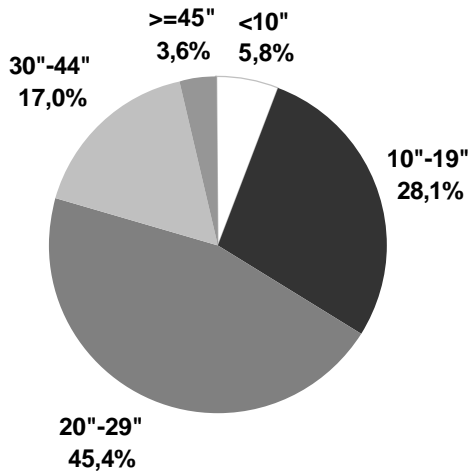
##### **Comments :**

- These figures are not available in Spain.

\* 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**

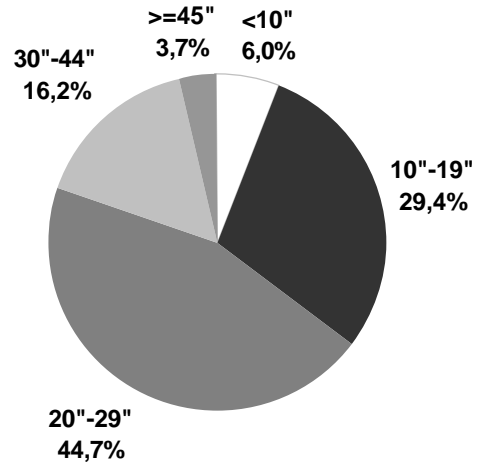


Average duration : number of seconds : **24,2**

Total number of spots broadcast : **2.422.446**

Average number of spots by channel in a day : **390**

**2003**



Average duration : number of seconds : **23,9**

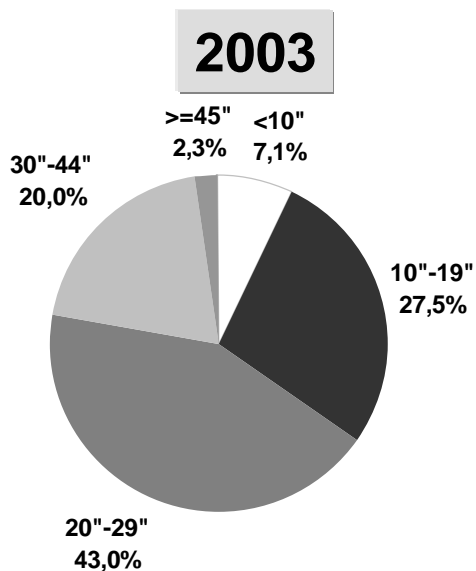
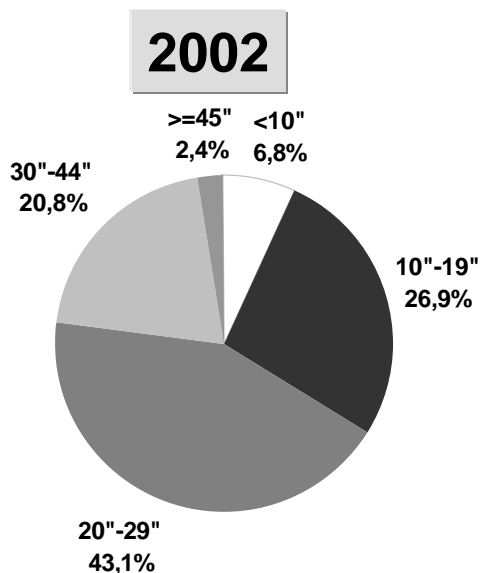
Total number of spots broadcast : **2.827.893**

Average number of spots by channel in a day : **456**

**17 channels covered** : TVE1, La2, T5, A3, C+, C.SUR, C2A, TV3, K3-33, ETB1, ETB2, TVG, TVM, C9, PUNT2, TVCAN, CMT  
Audience Share : 92,4% ( All Day - 2003 - Adults 16+)



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



Average duration : number of seconds : **24,3**

Total number of spots broadcast : **647.482**

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

Average duration : number of seconds : **24,1**

Total number of spots broadcast : **713.770**

Average number of spots by channel in a day : **115**

**17 channels covered** : TVE1, La2, T5, A3, C+, C.SUR, C2A, TV3, K3-33, ETB1, ETB2, TVG, TVM, C9, PUNT2, TVCAN, CMT  
Audience Share : 92,6% (Prime Time - 2003 - Adults 16+)

## 6. Advertising revenues - Top 5 TV stations

gross income in 2002 in (000) euro		
TVE	1.629.856,1 €	
Tele 5	1.300.856,6 €	
Antena 3	1.229.639,4 €	
Tele Madrid	469.518,2 €	
TV de Cataluña	426.211,3 €	% of tot TV in 2002
<b>TOTAL</b>	<b>5.056.081,7 €</b>	<b>83,8%</b>

gross income in 2003 in (000) euro		
TVE	1.751.596 €	
Antena 3	1.355.706 €	
Tele 5	1.352.052 €	
Tele Madrid	586.833 €	
TV de Cataluña	549.228 €	% of tot TV in 2003
<b>TOTAL</b>	<b>5.595.415 €</b>	<b>82,6%</b>

### Comments :

- Source : Infodex
- TV de Cataluña = TV3 + K3-33
- The public channels (both national and regional) contain 2 different channels (for example TVE1 and La2, ETB1 and ETB2, Canal Sur and C2A, etc). A split is possible for audience, duration and insertion data but not for advertising investment data where it is impossible to separate the "first" and the "second" channel. That explains why, for example, there are no advertising investment figures for La2. These were added to TVE1 figures and appear in a single figure. This is the case for all regions having more than one channel.
- Note that different sources are used in different tables. Results of advertising expenditures can be different.

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

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### Advertising

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

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### **Sponsoring**

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

### **Teleshopping**

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

## 7. National Advertising Category : National Measurements

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

	Are they measured ? Please specify value definition modes...	
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	No	No
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	Yes	Yes
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

## 7. National Advertising Category : National Measurements

Comments		Sources	
<b>Advertising</b>			
Advertising Spots	<p>There are three levels of advertising categories :</p> <ul style="list-style-type: none"> <li>- By format / gender</li> <li>- By content / type</li> <li>- By broadcasting context</li> </ul> <p>but yearly figures exist only under the format category without specifications of content and contexts.</p> <p>Therefore, it is impossible to make a difference between advertising and sponsoring.</p> <p>Teleshopping spots and Direct Response TV Spots are assimilated as teleshopping programmes.</p>	SOFRES / INFOADEX	
Advertising Spots linked with sponsoring		SOFRES / INFOADEX	
Splitscreen		SOFRES / INFOADEX	
Public Interest messages		SOFRES / INFOADEX	
Isolated Spot			
Insert or Product Placement			
Verbal reference			
<b>Sponsoring</b>			
Sponsoring (Billboard Spots)			SOFRES / INFOADEX
BreakBumper			
Sponsored Self-Promotion Spots (trailers)		SOFRES / INFOADEX	
Infomercial / programming		SOFRES / INFOADEX	
Bartering		SOFRES / INFOADEX	
Virtual Advertising		SOFRES / INFOADEX	
Injection / pop up's			
Scoreboards / chronowatches		SOFRES / INFOADEX	
<b>Teleshopping</b>			
Direct Response TV Spots		SOFRES / INFOADEX	
Teleshopping Spots		SOFRES / INFOADEX	

# Comments about National Measurements

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- **By format**

- ▶ Normal Spot
  - ▶ Short movie, no overlap with programmes
- ▶ Adv Report
  - ▶ Longer than a "normal spot" giving more information about the product. Used to inform about company structure, distribution, services provided by the company...No overlap with programmes. Usually a 120 sec movie, where, in an informative style, company information is explained.
- ▶ TV promotion
  - ▶ Advertising associated with the image of a programme. Usually the words "TV Promotion" or "Advertising" appear on the screen meanwhile. It is not usually integrated in advertising blocks. There can be overlap or not.
- ▶ Impressions
  - ▶ Impression of a product on the screen over the image. Usually transparent. By definition overlap with the programmes. Usually a 6 sec-time impression during sports events showing the name of a company or product.
- ▶ Virtual Advertising
  - ▶ Used to be an opaque impression which is bigger than the normal impressions. By definition there is overlap with the programmes
- ▶ Mask
  - ▶ TV advertisement with duration usually inferior to 10 seconds and showing the name and logo of the advertiser. As they fill the whole screen there is no overlap with programmes although they are not broadcast in an advertising block.
- ▶ Watches
  - ▶ Impressions on watches and scoreboards during sports events. Always overlap.

## Comments about National Measurements (2)

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- ▶ Shared screen
  - ▶ Same as normal spot but appears smaller on the screen together with the programme (used during car races for example)
- ▶ Micro Moments
  - ▶ Messages included inside micro programmes whose purpose is containing the message
- ▶ Others
- **By commercial content**
  - ▶ Traditional Ad
  - ▶ Sponsoring
    - ▶ When a product or a brand sponsored a programme or a part of it
  - ▶ TV Shopping
    - ▶ Direct contact with the potential consumer by giving a phone number or an address to obtain the product
  - ▶ Mobile phone messages
    - ▶ Joins all the advertisements related to mobile phone (messages or tones)
  - ▶ Merchandising
    - ▶ Selling products related to the programme
  - ▶ New formats
    - ▶ Other commercial contents
- **By broadcasting context**
  - ▶ Underhand
    - ▶ Overlap
  - ▶ Not underhand
    - ▶ No overlap



## Comments about National Measurements (3)

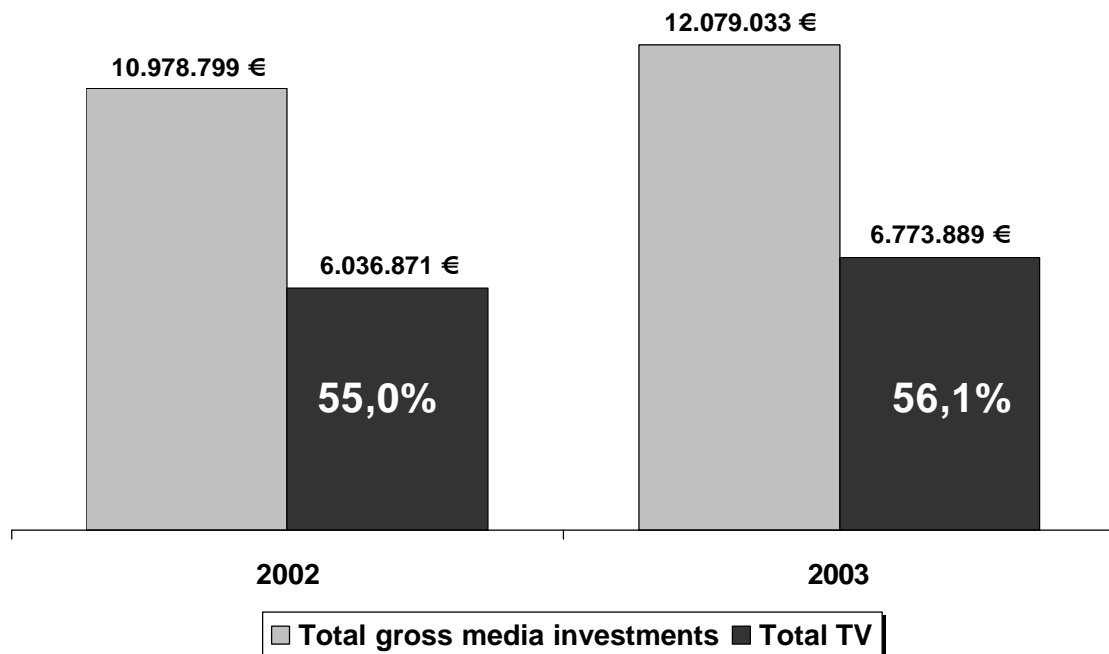
Do you know of other kind of TV advertising messages/action modes in Spain ? **Yes**

	Which specific characteristics define this kind of ad ? (Length, visual/sound,...)
interactive advertising	On digital channels the viewer plays with the remote control, navigating through new/added information

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
interactive advertising	No	No

## 8. Media Investments

### Rate cards \* - in 000 EURO



#### Comment :

- Different sources are used in different tables. Results of advertising expenditures can be different.
- 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
A3	708.616	759.853	108.539	111.451
C.SUR	643.254	616.010	95.564	97.837
C+	565.257	571.740	95.218	96.738
C2A	640.719	641.129	87.624	95.105
C9	663.942	665.660	129.278	129.933
CMT	530.581	561.066	82.426	90.910
ETB1	690.871	675.325	85.615	89.076
ETB2	579.692	626.381	91.400	94.649
K3-33	790.585	786.786	102.434	96.790
La2	910.693	943.350	178.364	182.640
PUNT2	658.549	646.131	101.650	100.804
T5	647.597	661.490	97.800	97.796
TV3	568.729	592.620	87.163	91.070
TVE1	702.204	704.040	119.961	122.428
TVG	609.638	616.527	90.526	91.170
TVM	640.293	630.716	99.152	95.320
Total number of minutes	10.551.220	10.698.825	1.652.715	1.683.718
Average Number of hours / day	481,8	488,5	75,5	76,9
Maximum Potential per year in nbr of minutes	525.600	525.600	76.650	76.650

### Comment :

- The broadcast time on each channel exceeds the "normal" total day or prime time because of regional disconnections (different for each region and added all together) and different levels of broadcast (one programme inside others).
- Therefore, proportions time will be calculated in comparison to the real number of minutes broadcast in this 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	A3	325.857	353.821	2.662.721,29	2.213.509,39
	C.SUR	102.347	109.976	289.351,06	308.815,95
	C+	41.248	44.160	352.982,32	383.951,55
	C2A	25.983	31.574	21.747,35	25.989,54
	C9	115.054	133.290	220.518,28	245.595,71
	CMT	12.262	98.310	952,22	29.948,99
	ETB1	55.179	55.987	43.603,75	44.166,94
	ETB2	88.511	107.307	124.142,44	151.483,17
	K3-33	58.096	59.075	43.868,95	51.096,41
	La2	222.349	244.167	492.311,83	441.234,55
	PUNT2	25.113	32.036	7.642,85	9.072,77
	T5	270.683	286.004	2.198.280,73	1.401.250,06
	TV3	113.090	127.152	389.199,40	499.489,13
	TVE1	266.336	292.666	1.296.779,21	1.306.689,27
	TVG	114.167	127.476	155.161,26	171.081,84
TVM	143.267	165.408	516.643,14	578.993,33	
	<b>TOTAL</b>	<b>1.979.542</b>	<b>2.268.409</b>	<b>8.815.906,07</b>	<b>7.862.368,58</b>
Normal Spot :	A3	306.889	328.347	2.500.358,54	2.039.396,99
	C.SUR	96.951	104.563	274.908,69	291.082,41
	C+	39.867	42.007	339.151,30	364.193,01
	C2A	25.056	28.391	21.114,89	23.710,97
	C9	106.913	125.394	208.566,18	232.970,64
	CMT	11.781	93.731	895,06	28.614,83
	ETB1	46.217	47.477	36.026,22	36.829,82
	ETB2	87.058	102.894	122.823,34	147.768,55
	K3-33	55.946	55.690	42.565,93	48.623,69
	La2	202.001	222.590	459.055,06	412.949,36
	PUNT2	22.093	29.271	6.564,32	8.057,03
	T5	225.782	236.336	1.943.154,56	1.222.801,77
	TV3	108.968	119.088	379.792,58	480.049,82
	TVE1	257.216	278.673	1.243.177,54	1.236.727,81
	TVG	103.118	115.177	143.026,38	158.295,90
TVM	138.036	158.146	499.741,28	555.083,13	
	<b>TOTAL</b>	<b>1.833.892</b>	<b>2.087.775</b>	<b>8.220.921,85</b>	<b>7.287.155,74</b>
TV promotion :	A3	2.798	4.622	37.831,05	53.148,74
	C.SUR	704	942	4.403,13	5.472,90
	C+	330	572	3.723,56	6.387,98
	C2A	94	591	163,48	669,58
	C9	93	46	387,37	212,48
	CMT	101	1.080	3,71	151,74
	ETB1	200	1.336	62,79	339,50
	ETB2	72	290	100,25	338,78
	K3-33	1.432	2.572	892,49	1.903,64
	La2	1.080	1.674	4.239,03	5.522,28
	PUNT2	0	0	0,00	0,00
	T5	4.854	5.104	61.695,96	40.327,01
	TV3	621	2.273	1.447,50	6.104,58
	TVE1	2.308	3.262	20.994,50	22.856,82
	TVG	2.367	4.061	2.000,69	3.152,42
TVM	713	733	2.972,38	3.182,68	
	<b>TOTAL</b>	<b>17.767</b>	<b>29.158</b>	<b>140.917,90</b>	<b>149.771,14</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 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
Impressions	A3	715	2.279	6.599,50	17.323,68
	C.SUR	3.059	2.831	6.302,92	7.160,58
	C+	251	474	1.493,56	2.822,86
	C2A	733	2.137	374,32	1.135,29
	C9	2.040	2.052	4.021,56	4.098,24
	CMT	359	2.825	51,20	921,35
	ETB1	7.737	5.389	6.884,90	5.923,99
	ETB2	590	2.891	307,41	1.973,76
	K3-33	575	505	320,20	322,70
	La2	10.434	10.659	15.784,65	11.609,67
	PUNT2	1.861	2.037	759,48	829,28
	T5	10.878	13.773	20.494,88	21.928,91
	TV3	1.679	3.785	4.857,67	9.236,74
	TVE1	3.189	5.627	16.116,78	26.567,18
	TVG	4.295	3.593	5.751,46	5.105,47
TVM	2.666	3.403	8.510,86	11.306,94	
	<b>TOTAL</b>	<b>51.061</b>	<b>64.260</b>	<b>98.631,34</b>	<b>128.266,65</b>
Mask :	A3	247	74	1.082,45	744,69
	C.SUR	703	725	1.517,25	1.738,10
	C+	27	42	194,70	301,78
	C2A	0	26	0,00	14,46
	C9	1.884	821	2.472,79	1.397,76
	CMT	0	0	0,00	0,00
	ETB1	774	824	274,49	306,67
	ETB2	769	823	900,95	1.002,83
	K3-33	52	75	23,69	38,43
	La2	195	611	398,32	788,65
	PUNT2	38	8	5,72	2,21
	T5	11	65	10,79	92,13
	TV3	1.529	1.597	1.938,37	2.422,29
	TVE1	152	64	444,49	125,32
	TVG	678	758	1.100,11	1.197,83
TVM	631	753	1.668,26	2.009,84	
	<b>TOTAL</b>	<b>7.690</b>	<b>7.266</b>	<b>12.032,38</b>	<b>12.182,99</b>
Virtual Ad	A3	25	0	331,58	0,00
	C.SUR	0	0	0,00	0,00
	C+	593	646	6.862,92	7.554,94
	C2A	0	0	0,00	0,00
	C9	0	0	0,00	0,00
	CMT	0	0	0,00	0,00
	ETB1	1	4	0,84	8,55
	ETB2	0	1	0,00	0,90
	K3-33	0	1	0,00	1,00
	La2	10	3	21,54	1,44
	PUNT2	0	0	0,00	0,00
	T5	8	5	106,32	38,57
	TV3	0	3	0,00	8,25
	TVE1	50	2	109,60	22,51
	TVG	0	4	0,00	5,94
TVM	72	1	242,47	4,69	
	<b>TOTAL</b>	<b>759</b>	<b>670</b>	<b>7.675,27</b>	<b>7.646,79</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 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
Ad Report :	A3	110	150	3.272,72	2.878,76
	C.SUR	14	287	90,42	1.766,08
	C+	1	0	14,40	0,00
	C2A	0	0	0,00	0,00
	C9	1	289	10,06	869,18
	CMT	0	0	0,00	0,00
	ETB1	3	3	9,56	3,53
	ETB2	1	1	0,00	0,90
	K3-33	0	1	0,00	1,12
	La2	5	1	11,76	0,65
	PUNT2	0	0	0,00	0,00
	T5	103	5	1.403,49	196,27
	TV3	0	35	0,00	234,18
	TVE1	84	3	1.338,70	14,27
	TVG	0	455	0,00	1.100,02
TVM	2	254	8,63	1.896,96	
	<b>TOTAL</b>	<b>324</b>	<b>1.484</b>	<b>6.159,74</b>	<b>8.961,92</b>
Watches / Scoreboards	A3	89	0	899,78	0,00
	C.SUR	851	547	2.042,90	1.342,07
	C+	51	105	319,44	653,14
	C2A	81	306	84,26	257,09
	C9	434	309	906,52	648,28
	CMT	17	0	0,00	0,00
	ETB1	226	229	333,01	376,57
	ETB2	0	0	0,00	0,00
	K3-33	12	6	6,45	6,31
	La2	7.567	7.432	10.977,08	8.828,78
	PUNT2	364	91	143,88	30,72
	T5	0	1	0,00	19,74
	TV3	243	293	868,06	1.095,90
	TVE1	473	1.148	3.126,97	5.138,57
	TVG	638	327	1.082,33	681,21
TVM	583	573	2.240,27	2.255,49	
	<b>TOTAL</b>	<b>11.629</b>	<b>11.367</b>	<b>23.030,96</b>	<b>21.333,88</b>
Other Formats	A3	14.984	18.349	112.345,67	100.016,53
	C.SUR	65	81	85,74	253,81
	C+	128	314	1.222,44	2.037,83
	C2A	19	123	10,40	202,15
	C9	3.689	4.379	4.153,80	5.399,13
	CMT	4	674	2,24	261,07
	ETB1	21	725	11,94	378,30
	ETB2	21	407	10,49	397,45
	K3-33	79	225	60,19	199,52
	La2	1.057	1.197	1.824,39	1.533,71
	PUNT2	757	629	169,45	153,54
	T5	29.047	30.715	171.414,73	115.845,66
	TV3	50	78	295,22	337,37
	TVE1	2.864	3.887	11.470,63	15.236,79
	TVG	3.071	3.101	2.200,29	1.543,05
TVM	564	1.545	1.259,00	3.253,60	
	<b>TOTAL</b>	<b>56.420</b>	<b>66.429</b>	<b>306.536,65</b>	<b>247.049,49</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 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
TOTAL Sponsoring	A3	-	-	-	-
	C.SUR	-	-	-	-
	C+	-	-	-	-
	C2A	-	-	-	-
	C9	-	-	-	-
	CMT	-	-	-	-
	ETB1	-	-	-	-
	ETB2	-	-	-	-
	K3-33	-	-	-	-
	La2	-	-	-	-
	PUNT2	-	-	-	-
	T5	-	-	-	-
	TV3	-	-	-	-
	TVE1	-	-	-	-
	TVG	-	-	-	-
TVM	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-
TOTAL Teleshopping	A3	-	-	-	-
	C.SUR	-	-	-	-
	C+	-	-	-	-
	C2A	-	-	-	-
	C9	-	-	-	-
	CMT	-	-	-	-
	ETB1	-	-	-	-
	ETB2	-	-	-	-
	K3-33	-	-	-	-
	La2	-	-	-	-
	PUNT2	-	-	-	-
	T5	-	-	-	-
	TV3	-	-	-	-
	TVE1	-	-	-	-
	TVG	-	-	-	-
TVM	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-

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

## 10. Category of advertising by Channel - All day

TAB10e		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		<b>TOTAL</b>	<b>A3</b>	<b>106.940</b>	<b>115.377</b>	<b>9,1</b>	<b>9,1</b>
	C.SUR	37.852	39.600	3,5	3,9	5,9%	6,4%
	C+	17.568	18.687	1,9	2,0	3,1%	3,3%
	C2A	9.167	12.650	0,9	1,2	1,4%	2,0%
	C9	42.396	46.603	3,8	4,2	6,4%	7,0%
	CMT	6.190	35.007	0,7	3,7	1,2%	6,2%
	ETB1	17.031	18.169	1,5	1,6	2,5%	2,7%
	ETB2	39.430	50.543	4,1	4,8	6,8%	8,1%
	K3-33	19.194	19.984	1,5	1,5	2,4%	2,5%
	La2	72.968	78.063	4,8	5,0	8,0%	8,3%
	PUNT2	8.113	10.403	0,7	1,0	1,2%	1,6%
	T5	85.358	92.464	7,9	8,4	13,2%	14,0%
	TV3	37.488	45.081	4,0	4,6	6,6%	7,6%
	TVE1	87.964	94.675	7,5	8,1	12,5%	13,4%
	TVG	38.168	42.975	3,8	4,2	6,3%	7,0%
	TVM	46.337	53.066	4,3	5,0	7,2%	8,4%
	<b>TOTAL</b>	<b>672.161</b>	<b>773.346</b>	<b>3,8</b>	<b>4,3</b>	<b>100,0%</b>	<b>100,0%</b>
Normal Spot :	A3	101.848	106.295	8,6	8,4	14,4%	14,0%
	C.SUR	36.017	36.877	3,4	3,6	5,6%	6,0%
	C+	17.161	18.017	1,8	1,9	3,0%	3,2%
	C2A	8.692	9.980	0,8	0,9	1,4%	1,6%
	C9	40.935	44.894	3,7	4,0	6,2%	6,7%
	CMT	6.089	34.092	0,7	3,6	1,1%	6,1%
	ETB1	15.357	15.995	1,3	1,4	2,2%	2,4%
	ETB2	39.032	49.129	4,0	4,7	6,7%	7,8%
	K3-33	18.631	18.851	1,4	1,4	2,4%	2,4%
	La2	70.269	75.484	4,6	4,8	7,7%	8,0%
	PUNT2	7.525	9.776	0,7	0,9	1,1%	1,5%
	T5	75.051	80.701	7,0	7,3	11,6%	12,2%
	TV3	36.501	42.145	3,9	4,3	6,4%	7,1%
	TVE1	84.967	90.030	7,3	7,7	12,1%	12,8%
	TVG	35.287	39.050	3,5	3,8	5,8%	6,3%
	TVM	45.259	51.276	4,2	4,9	7,1%	8,1%
	<b>TOTAL</b>	<b>638.621</b>	<b>722.592</b>	<b>3,6</b>	<b>4,1</b>	<b>95,0%</b>	<b>93,4%</b>
TV promotion :	A3	2.275	4.190	0,2	0,3	0,3%	0,6%
	C.SUR	986	1.544	0,1	0,2	0,2%	0,3%
	C+	121	229	0,0	0,0	0,0%	0,0%
	C2A	320	1.935	0,0	0,2	0,0%	0,3%
	C9	181	58	0,0	0,0	0,0%	0,0%
	CMT	60	398	0,0	0,0	0,0%	0,1%
	ETB1	214	744	0,0	0,1	0,0%	0,1%
	ETB2	62	262	0,0	0,0	0,0%	0,0%
	K3-33	483	953	0,0	0,1	0,1%	0,1%
	La2	512	546	0,0	0,0	0,1%	0,1%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	2.918	3.476	0,3	0,3	0,5%	0,5%
	TV3	131	754	0,0	0,1	0,0%	0,1%
	TVE1	1.477	2.114	0,1	0,2	0,2%	0,3%
	TVG	1.082	2.056	0,1	0,2	0,2%	0,3%
	TVM	375	533	0,0	0,1	0,1%	0,1%
	<b>TOTAL</b>	<b>11.198</b>	<b>19.792</b>	<b>0,1</b>	<b>0,1</b>	<b>1,7%</b>	<b>2,6%</b>



## 10. Category of advertising by Channel - All day

TAB10f		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
Impressions	A3	129	1.056	0,0	0,1	0,0%	0,1%
	C.SUR	437	397	0,0	0,0	0,1%	0,1%
	C+	97	158	0,0	0,0	0,0%	0,0%
	C2A	111	323	0,0	0,0	0,0%	0,1%
	C9	308	350	0,0	0,0	0,0%	0,1%
	CMT	39	369	0,0	0,0	0,0%	0,1%
	ETB1	1.187	978	0,1	0,1	0,2%	0,1%
	ETB2	101	795	0,0	0,1	0,0%	0,1%
	K3-33	48	97	0,0	0,0	0,0%	0,0%
	La2	1.193	1.095	0,1	0,1	0,1%	0,1%
	PUNT2	421	487	0,0	0,0	0,1%	0,1%
	T5	2.413	2.908	0,2	0,3	0,4%	0,4%
	TV3	323	1.585	0,0	0,2	0,1%	0,3%
	TVE1	879	1.665	0,1	0,1	0,1%	0,2%
	TVG	927	858	0,1	0,1	0,2%	0,1%
	TVM	373	462	0,0	0,0	0,1%	0,1%
	<b>TOTAL</b>	<b>8.987</b>	<b>13.585</b>	<b>0,1</b>	<b>0,1</b>	<b>1,3%</b>	<b>1,8%</b>
Mask :	A3	22	6	0,0	0,0	0,0%	0,0%
	C.SUR	247	218	0,0	0,0	0,0%	0,0%
	C+	3	11	0,0	0,0	0,0%	0,0%
	C2A	0	2	0,0	0,0	0,0%	0,0%
	C9	364	273	0,0	0,0	0,1%	0,0%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	234	255	0,0	0,0	0,0%	0,0%
	ETB2	226	275	0,0	0,0	0,0%	0,0%
	K3-33	6	7	0,0	0,0	0,0%	0,0%
	La2	30	54	0,0	0,0	0,0%	0,0%
	PUNT2	4	2	0,0	0,0	0,0%	0,0%
	T5	3	7	0,0	0,0	0,0%	0,0%
	TV3	491	482	0,1	0,0	0,1%	0,1%
	TVE1	23	5	0,0	0,0	0,0%	0,0%
	TVG	246	285	0,0	0,0	0,0%	0,0%
	TVM	144	158	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>2.042</b>	<b>2.040</b>	<b>0,0</b>	<b>0,0</b>	<b>0,3%</b>	<b>0,3%</b>
Virtual Ad	A3	4	0	0,0	0,0	0,0%	0,0%
	C.SUR	0	0	0,0	0,0	0,0%	0,0%
	C+	142	141	0,0	0,0	0,0%	0,0%
	C2A	0	0	0,0	0,0	0,0%	0,0%
	C9	0	0	0,0	0,0	0,0%	0,0%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	0	2	0,0	0,0	0,0%	0,0%
	ETB2	0	0	0,0	0,0	0,0%	0,0%
	K3-33	0	0	0,0	0,0	0,0%	0,0%
	La2	1	0	0,0	0,0	0,0%	0,0%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	2	3	0,0	0,0	0,0%	0,0%
	TV3	0	0	0,0	0,0	0,0%	0,0%
	TVE1	2	0	0,0	0,0	0,0%	0,0%
	TVG	0	1	0,0	0,0	0,0%	0,0%
	TVM	13	0	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>164</b>	<b>148</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,0%</b>

## 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
Ad Report :	A3	93	181	0,0	0,0	0,0%	0,0%
	C.SUR	42	248	0,0	0,0	0,0%	0,0%
	C+	1	0	0,0	0,0	0,0%	0,0%
	C2A	0	0	0,0	0,0	0,0%	0,0%
	C9	2	217	0,0	0,0	0,0%	0,0%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	9	12	0,0	0,0	0,0%	0,0%
	ETB2	4	4	0,0	0,0	0,0%	0,0%
	K3-33	0	1	0,0	0,0	0,0%	0,0%
	La2	5	1	0,0	0,0	0,0%	0,0%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	109	5	0,0	0,0	0,0%	0,0%
	TV3	0	26	0,0	0,0	0,0%	0,0%
	TVE1	78	3	0,0	0,0	0,0%	0,0%
	TVG	0	341	0,0	0,0	0,0%	0,1%
TVM	1	190	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>343</b>	<b>1.229</b>	<b>0,0</b>	<b>0,0</b>	<b>0,1%</b>	<b>0,2%</b>
Watches / Scoreboards	A3	11	0	0,0	0,0	0,0%	0,0%
	C.SUR	85	55	0,0	0,0	0,0%	0,0%
	C+	14	24	0,0	0,0	0,0%	0,0%
	C2A	9	31	0,0	0,0	0,0%	0,0%
	C9	43	31	0,0	0,0	0,0%	0,0%
	CMT	2	0	0,0	0,0	0,0%	0,0%
	ETB1	25	21	0,0	0,0	0,0%	0,0%
	ETB2	0	0	0,0	0,0	0,0%	0,0%
	K3-33	1	1	0,0	0,0	0,0%	0,0%
	La2	723	664	0,0	0,0	0,1%	0,1%
	PUNT2	36	9	0,0	0,0	0,0%	0,0%
	T5	0	0	0,0	0,0	0,0%	0,0%
	TV3	23	25	0,0	0,0	0,0%	0,0%
	TVE1	60	137	0,0	0,0	0,0%	0,0%
	TVG	65	37	0,0	0,0	0,0%	0,0%
TVM	66	61	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>1.162</b>	<b>1.096</b>	<b>0,0</b>	<b>0,0</b>	<b>0,2%</b>	<b>0,1%</b>
Other Formats	A3	2.557	3.648	0,2	0,3	0,4%	0,5%
	C.SUR	38	262	0,0	0,0	0,0%	0,0%
	C+	29	107	0,0	0,0	0,0%	0,0%
	C2A	35	379	0,0	0,0	0,0%	0,1%
	C9	561	781	0,1	0,1	0,1%	0,1%
	CMT	1	147	0,0	0,0	0,0%	0,0%
	ETB1	5	161	0,0	0,0	0,0%	0,0%
	ETB2	4	77	0,0	0,0	0,0%	0,0%
	K3-33	24	75	0,0	0,0	0,0%	0,0%
	La2	235	218	0,0	0,0	0,0%	0,0%
	PUNT2	127	129	0,0	0,0	0,0%	0,0%
	T5	4.863	5.364	0,5	0,5	0,8%	0,8%
	TV3	20	64	0,0	0,0	0,0%	0,0%
	TVE1	479	719	0,0	0,1	0,1%	0,1%
	TVG	560	347	0,1	0,0	0,1%	0,1%
TVM	106	386	0,0	0,0	0,0%	0,1%	
	<b>TOTAL</b>	<b>9.643</b>	<b>12.865</b>	<b>0,1</b>	<b>0,1</b>	<b>1,4%</b>	<b>1,7%</b>

## 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
TOTAL Sponsoring	A3	-	-	-	-	-	-
	C.SUR	-	-	-	-	-	-
	C+	-	-	-	-	-	-
	C2A	-	-	-	-	-	-
	C9	-	-	-	-	-	-
	CMT	-	-	-	-	-	-
	ETB1	-	-	-	-	-	-
	ETB2	-	-	-	-	-	-
	K3-33	-	-	-	-	-	-
	La2	-	-	-	-	-	-
	PUNT2	-	-	-	-	-	-
	T5	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TVE1	-	-	-	-	-	-
TVG	-	-	-	-	-	-	
TVM	-	-	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-	-	-
TOTAL Teleshopping	A3	-	-	-	-	-	-
	C.SUR	-	-	-	-	-	-
	C+	-	-	-	-	-	-
	C2A	-	-	-	-	-	-
	C9	-	-	-	-	-	-
	CMT	-	-	-	-	-	-
	ETB1	-	-	-	-	-	-
	ETB2	-	-	-	-	-	-
	K3-33	-	-	-	-	-	-
	La2	-	-	-	-	-	-
	PUNT2	-	-	-	-	-	-
	T5	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TVE1	-	-	-	-	-	-
TVG	-	-	-	-	-	-	
TVM	-	-	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-	-	-

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

## 10. Category of advertising by Channel - Prime time

TAB10i		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	A3	63.983	65.834	1.068.412,19	862.726,65
	C.SUR	29.620	31.546	121.019,60	132.321,66
	C+	13.637	15.403	155.364,78	169.403,81
	C2A	7.811	8.507	8.874,33	9.110,62
	C9	31.457	32.785	105.658,12	111.549,97
	CMT	3.886	27.577	518,74	15.718,60
	ETB1	24.103	23.518	31.365,39	31.905,80
	ETB2	29.700	34.048	62.103,72	70.142,48
	K3-33	27.859	25.248	21.893,26	22.455,27
	La2	60.449	63.794	184.708,22	175.367,13
	PUNT2	8.041	8.285	3.220,81	3.383,79
	T5	52.562	54.176	993.811,82	622.077,62
	TV3	31.864	35.992	230.571,37	304.498,93
	TVE1	61.000	64.224	624.977,41	650.629,20
TVG	33.931	34.905	90.172,62	94.421,13	
TVM	42.604	45.566	211.850,09	226.652,11	
	<b>TOTAL</b>	<b>522.507</b>	<b>571.408</b>	<b>3.914.522,47</b>	<b>3.502.364,72</b>
Normal Spot :	A3	59.413	61.084	1.000.805,75	801.478,63
	C.SUR	27.041	28.838	113.257,31	123.007,98
	C+	13.153	14.462	149.631,47	158.539,30
	C2A	7.348	7.862	8.589,96	8.641,33
	C9	27.536	28.935	97.853,89	103.999,05
	CMT	3.589	26.041	470,15	14.802,95
	ETB1	20.598	20.498	26.686,52	27.179,89
	ETB2	29.317	33.139	61.639,21	68.932,19
	K3-33	27.247	24.299	21.495,26	21.675,75
	La2	56.817	61.378	176.412,22	168.639,16
	PUNT2	7.490	7.736	2.987,00	3.152,87
	T5	44.984	45.925	872.172,38	540.454,01
	TV3	30.012	33.363	223.719,79	292.511,52
	TVE1	59.063	61.027	598.915,16	614.023,09
TVG	29.165	30.082	81.350,50	85.765,80	
TVM	40.123	42.558	203.156,59	216.056,83	
	<b>TOTAL</b>	<b>482.896</b>	<b>527.227</b>	<b>3.639.143,18</b>	<b>3.248.860,34</b>
TV promotion :	A3	476	799	13.772,53	17.525,51
	C.SUR	89	48	1.320,21	738,98
	C+	112	187	1.604,14	2.845,46
	C2A	1	0	2,27	0,00
	C9	0	1	0,00	9,18
	CMT	5	50	0,00	25,53
	ETB1	6	16	6,42	17,98
	ETB2	18	17	56,43	26,63
	K3-33	486	674	316,97	547,29
	La2	625	915	2.706,13	3.488,03
	PUNT2	0	0	0,00	0,00
	T5	1.133	1.031	33.336,95	20.734,98
	TV3	240	665	1.007,39	3.623,11
	TVE1	593	810	11.860,94	12.984,73
TVG	514	718	1.354,04	1.789,74	
TVM	88	115	385,18	558,91	
	<b>TOTAL</b>	<b>4.386</b>	<b>6.046</b>	<b>67.729,61</b>	<b>64.916,06</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 10. Category of advertising by Channel - Prime time

TAB10j		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Impressions	A3	202	341	3.175,87	6.264,11
	C.SUR	1.978	2.248	4.963,04	6.812,52
	C+	31	71	380,26	765,78
	C2A	393	570	211,20	323,31
	C9	1.765	1.839	3.669,55	3.783,43
	CMT	272	1.035	46,84	659,03
	ETB1	3.230	2.510	4.280,77	4.126,09
	ETB2	27	349	48,01	540,40
	K3-33	53	147	29,31	95,82
	La2	1.219	665	2.114,79	1.407,20
	PUNT2	416	406	194,42	186,11
	T5	609	834	13.953,04	9.736,51
	TV3	1.206	1.535	4.257,72	6.992,03
	TVE1	331	919	5.572,27	12.491,86
	TVG	2.929	2.794	5.164,06	4.688,24
	TVM	1.713	2.020	5.870,67	6.599,58
	<b>TOTAL</b>	<b>16.374</b>	<b>18.283</b>	<b>53.931,81</b>	<b>65.472,00</b>
Mask :	A3	73	55	522,02	55,00
	C.SUR	64	58	173,05	58,00
	C+	4	7	88,80	7,00
	C2A	0	2	0,00	2,00
	C9	736	411	1.524,83	411,00
	CMT	0	0	0,00	0,00
	ETB1	54	37	44,49	37,00
	ETB2	335	381	357,44	381,00
	K3-33	1	6	0,38	6,00
	La2	49	36	166,06	36,00
	PUNT2	0	7	0,00	7,00
	T5	0	2	0,00	2,00
	TV3	141	124	464,50	124,00
	TVE1	8	2	71,28	2,00
	TVG	16	19	23,84	19,00
	TVM	29	41	141,54	41,00
	<b>TOTAL</b>	<b>1.510</b>	<b>1.188</b>	<b>3.578,23</b>	<b>1.188,00</b>
Virtual Ad	A3	5	0	102,01	0,00
	C.SUR	0	0	0,00	0,00
	C+	261	480	3.020,52	5.603,80
	C2A	0	0	0,00	0,00
	C9	0	0	0,00	0,00
	CMT	0	0	0,00	0,00
	ETB1	1	4	0,84	8,55
	ETB2	0	1	0,00	0,90
	K3-33	0	0	0,00	0,00
	La2	2	1	9,30	0,36
	PUNT2	0	0	0,00	0,00
	T5	3	0	95,14	0,00
	TV3	0	3	0,00	8,25
	TVE1	2	1	23,98	18,00
	TVG	0	3	0,00	5,94
	TVM	71	0	239,02	0,00
	<b>TOTAL</b>	<b>345</b>	<b>493</b>	<b>3.490,80</b>	<b>5.645,80</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 10. Category of advertising by Channel - Prime time

TAB10k		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Ad Report :	A3	33	32	1.550,06	1.129,94
	C.SUR	0	67	0,00	627,97
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	1	78	10,06	446,60
	CMT	0	0	0,00	0,00
	ETB1	2	0	9,26	0,00
	ETB2	0	0	0,00	0,00
	K3-33	0	1	0,00	1,12
	La2	1	0	3,24	0,00
	PUNT2	0	0	0,00	0,00
	T5	16	4	456,42	192,26
	TV3	0	8	0,00	138,38
	TVE1	19	1	642,65	9,02
	TVG	0	99	0,00	536,25
TVM	0	59	0,00	695,85	
	<b>TOTAL</b>	<b>72</b>	<b>349</b>	<b>2.671,69</b>	<b>3.777,40</b>
Watches / Scoreboards	A3	51	0	649,01	0,00
	C.SUR	436	287	1.287,15	1.076,22
	C+	16	53	93,84	376,89
	C2A	60	20	68,70	23,02
	C9	429	309	896,05	648,28
	CMT	17	0	0,00	0,00
	ETB1	206	229	328,66	376,57
	ETB2	0	0	0,00	0,00
	K3-33	12	1	6,45	0,30
	La2	1.324	671	2.305,89	1.405,08
	PUNT2	10	7	3,75	2,98
	T5	0	1	0,00	19,74
	TV3	238	293	860,93	1.095,90
	TVE1	195	185	1.868,75	1.725,02
	TVG	487	313	958,79	666,79
TVM	445	480	1.754,15	1.931,33	
	<b>TOTAL</b>	<b>3.926</b>	<b>2.849</b>	<b>11.082,13</b>	<b>9.348,10</b>
Other Formats	A3	3.730	3.523	47.834,92	36.273,46
	C.SUR	12	0	18,85	0,00
	C+	60	143	545,76	1.265,58
	C2A	9	53	2,20	120,96
	C9	990	1.212	1.703,74	2.252,43
	CMT	3	451	1,75	231,09
	ETB1	6	224	8,42	159,70
	ETB2	3	161	2,63	261,35
	K3-33	60	120	44,87	128,98
	La2	412	128	990,60	391,30
	PUNT2	125	129	35,64	34,83
	T5	5.817	6.379	73.797,89	50.938,11
	TV3	27	1	261,05	5,76
	TVE1	789	1.279	6.022,37	9.375,49
	TVG	820	877	1.321,39	949,37
TVM	135	293	302,95	768,61	
	<b>TOTAL</b>	<b>12.998</b>	<b>14.973</b>	<b>132.895,02</b>	<b>103.157,02</b>

Note that different sources are used in different tables. Results of advertising expenditures can be different.

## 10. Category of advertising by Channel - Prime time

TAB10I		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	A3	-	-	-	-
	C.SUR	-	-	-	-
	C+	-	-	-	-
	C2A	-	-	-	-
	C9	-	-	-	-
	CMT	-	-	-	-
	ETB1	-	-	-	-
	ETB2	-	-	-	-
	K3-33	-	-	-	-
	La2	-	-	-	-
	PUNT2	-	-	-	-
	T5	-	-	-	-
	TV3	-	-	-	-
	TVE1	-	-	-	-
	TVG	-	-	-	-
TVM	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-
TOTAL Teleshopping	A3	-	-	-	-
	C.SUR	-	-	-	-
	C+	-	-	-	-
	C2A	-	-	-	-
	C9	-	-	-	-
	CMT	-	-	-	-
	ETB1	-	-	-	-
	ETB2	-	-	-	-
	K3-33	-	-	-	-
	La2	-	-	-	-
	PUNT2	-	-	-	-
	T5	-	-	-	-
	TV3	-	-	-	-
	TVE1	-	-	-	-
	TVG	-	-	-	-
TVM	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-

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

## 10. Category of advertising by Channel - Prime time

TAB10m		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	A3	20.515	21.156	11,3	11,4	18,9%	19,0%
	C.SUR	9.765	10.334	6,1	6,3	10,2%	10,6%
	C+	5.406	5.976	3,4	3,7	5,7%	6,2%
	C2A	2.774	3.011	1,9	1,9	3,2%	3,2%
	C9	10.171	11.009	4,7	5,1	7,9%	8,5%
	CMT	1.365	9.314	1,0	6,1	1,7%	10,2%
	ETB1	7.546	7.498	5,3	5,1	8,8%	8,4%
	ETB2	10.168	11.419	6,7	7,2	11,1%	12,1%
	K3-33	9.675	8.844	5,7	5,5	9,4%	9,1%
	La2	20.830	21.588	7,0	7,1	11,7%	11,8%
	PUNT2	2.927	3.108	1,7	1,8	2,9%	3,1%
	T5	16.846	17.048	10,3	10,5	17,2%	17,4%
	TV3	10.351	11.695	7,1	7,7	11,9%	12,8%
	TVE1	20.304	20.653	10,2	10,1	16,9%	16,9%
	TVG	11.145	11.537	7,4	7,6	12,3%	12,7%
TVM	13.327	14.378	8,1	9,1	13,4%	15,1%	
	<b>TOTAL</b>	<b>173.116</b>	<b>188.569</b>	<b>6,3</b>	<b>6,7</b>	<b>100,0%</b>	<b>100,0%</b>
Normal Spot :	A3	19.496	19.644	10,8	10,6	18,0%	17,6%
	C.SUR	9.317	9.859	5,8	6,0	9,7%	10,1%
	C+	5.276	5.752	3,3	3,6	5,5%	5,9%
	C2A	2.704	2.866	1,9	1,8	3,1%	3,0%
	C9	9.556	10.241	4,4	4,7	7,4%	7,9%
	CMT	1.333	9.115	1,0	6,0	1,6%	10,0%
	ETB1	7.041	7.038	4,9	4,7	8,2%	7,9%
	ETB2	10.040	11.136	6,6	7,1	11,0%	11,8%
	K3-33	9.568	8.625	5,6	5,3	9,3%	8,9%
	La2	20.217	21.180	6,8	7,0	11,3%	11,6%
	PUNT2	2.688	2.878	1,6	1,7	2,6%	2,9%
	T5	15.220	15.286	9,3	9,4	15,6%	15,6%
	TV3	10.094	11.307	6,9	7,4	11,6%	12,4%
	TVE1	19.720	19.767	9,9	9,7	16,4%	16,1%
	TVG	10.179	10.510	6,7	6,9	11,2%	11,5%
TVM	13.036	13.986	7,9	8,8	13,1%	14,7%	
	<b>TOTAL</b>	<b>165.484</b>	<b>179.190</b>	<b>6,0</b>	<b>6,4</b>	<b>95,6%</b>	<b>95,0%</b>
TV promotion :	A3	238	428	0,1	0,2	0,2%	0,4%
	C.SUR	109	84	0,1	0,1	0,1%	0,1%
	C+	36	56	0,0	0,0	0,0%	0,1%
	C2A	1	0	0,0	0,0	0,0%	0,0%
	C9	0	1	0,0	0,0	0,0%	0,0%
	CMT	1	16	0,0	0,0	0,0%	0,0%
	ETB1	2	10	0,0	0,0	0,0%	0,0%
	ETB2	14	5	0,0	0,0	0,0%	0,0%
	K3-33	84	135	0,0	0,1	0,1%	0,1%
	La2	173	244	0,1	0,1	0,1%	0,1%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	536	506	0,3	0,3	0,5%	0,5%
	TV3	52	112	0,0	0,1	0,1%	0,1%
	TVE1	325	390	0,2	0,2	0,3%	0,3%
	TVG	274	317	0,2	0,2	0,3%	0,3%
TVM	20	32	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>1.868</b>	<b>2.334</b>	<b>0,1</b>	<b>0,1</b>	<b>1,1%</b>	<b>1,2%</b>



## 10. Category of advertising by Channel - Prime time

TAB10n		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
Impressions	A3	42	275	0,0	0,1	0,0%	0,2%
	C.SUR	272	304	0,2	0,2	0,3%	0,3%
	C+	11	20	0,0	0,0	0,0%	0,0%
	C2A	62	88	0,0	0,1	0,1%	0,1%
	C9	256	283	0,1	0,1	0,2%	0,2%
	CMT	29	110	0,0	0,1	0,0%	0,1%
	ETB1	461	391	0,3	0,3	0,5%	0,4%
	ETB2	4	98	0,0	0,1	0,0%	0,1%
	K3-33	5	26	0,0	0,0	0,0%	0,0%
	La2	162	69	0,1	0,0	0,1%	0,0%
	PUNT2	213	200	0,1	0,1	0,2%	0,2%
	T5	107	150	0,1	0,1	0,1%	0,2%
	TV3	123	210	0,1	0,1	0,1%	0,2%
	TVE1	86	251	0,0	0,1	0,1%	0,2%
	TVG	509	506	0,3	0,3	0,6%	0,6%
TVM	183	207	0,1	0,1	0,2%	0,2%	
	<b>TOTAL</b>	<b>2.525</b>	<b>3.187</b>	<b>0,1</b>	<b>0,1</b>	<b>1,5%</b>	<b>1,7%</b>
Mask :	A3	7	4	0,0	0,0	0,0%	0,0%
	C.SUR	22	9	0,0	0,0	0,0%	0,0%
	C+	1	2	0,0	0,0	0,0%	0,0%
	C2A	0	0	0,0	0,0	0,0%	0,0%
	C9	161	132	0,1	0,1	0,1%	0,1%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	18	9	0,0	0,0	0,0%	0,0%
	ETB2	110	139	0,1	0,1	0,1%	0,1%
	K3-33	0	1	0,0	0,0	0,0%	0,0%
	La2	10	2	0,0	0,0	0,0%	0,0%
	PUNT2	0	2	0,0	0,0	0,0%	0,0%
	T5	0	0	0,0	0,0	0,0%	0,0%
	TV3	47	35	0,0	0,0	0,1%	0,0%
	TVE1	1	0	0,0	0,0	0,0%	0,0%
	TVG	5	7	0,0	0,0	0,0%	0,0%
TVM	4	6	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>385</b>	<b>347</b>	<b>0,0</b>	<b>0,0</b>	<b>0,2%</b>	<b>0,2%</b>
Virtual Ad	A3	1	0	0,0	0,0	0,0%	0,0%
	C.SUR	0	0	0,0	0,0	0,0%	0,0%
	C+	62	103	0,0	0,1	0,1%	0,1%
	C2A	0	0	0,0	0,0	0,0%	0,0%
	C9	0	0	0,0	0,0	0,0%	0,0%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	0	2	0,0	0,0	0,0%	0,0%
	ETB2	0	0	0,0	0,0	0,0%	0,0%
	K3-33	0	0	0,0	0,0	0,0%	0,0%
	La2	0	0	0,0	0,0	0,0%	0,0%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	1	0	0,0	0,0	0,0%	0,0%
	TV3	0	0	0,0	0,0	0,0%	0,0%
	TVE1	1	0	0,0	0,0	0,0%	0,0%
	TVG	0	1	0,0	0,0	0,0%	0,0%
TVM	12	0	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>78</b>	<b>106</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,1%</b>

## 10. Category of advertising by Channel - Prime time

TAB10o		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
Ad Report :	A3	29	40	0,0	0,0	0,0%	0,0%
	C.SUR	0	50	0,0	0,0	0,0%	0,1%
	C+	0	0	0,0	0,0	0,0%	0,0%
	C2A	0	0	0,0	0,0	0,0%	0,0%
	C9	2	59	0,0	0,0	0,0%	0,0%
	CMT	0	0	0,0	0,0	0,0%	0,0%
	ETB1	2	0	0,0	0,0	0,0%	0,0%
	ETB2	0	0	0,0	0,0	0,0%	0,0%
	K3-33	0	1	0,0	0,0	0,0%	0,0%
	La2	1	0	0,0	0,0	0,0%	0,0%
	PUNT2	0	0	0,0	0,0	0,0%	0,0%
	T5	13	4	0,0	0,0	0,0%	0,0%
	TV3	0	6	0,0	0,0	0,0%	0,0%
	TVE1	17	1	0,0	0,0	0,0%	0,0%
	TVG	0	74	0,0	0,0	0,0%	0,1%
TVM	0	44	0,0	0,0	0,0%	0,0%	
	<b>TOTAL</b>	<b>63</b>	<b>279</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,1%</b>
Watches / Scoreboards	A3	6	0	0,0	0,0	0,0%	0,0%
	C.SUR	44	29	0,0	0,0	0,0%	0,0%
	C+	4	14	0,0	0,0	0,0%	0,0%
	C2A	6	2	0,0	0,0	0,0%	0,0%
	C9	43	31	0,0	0,0	0,0%	0,0%
	CMT	2	0	0,0	0,0	0,0%	0,0%
	ETB1	21	21	0,0	0,0	0,0%	0,0%
	ETB2	0	0	0,0	0,0	0,0%	0,0%
	K3-33	1	0	0,0	0,0	0,0%	0,0%
	La2	140	56	0,0	0,0	0,1%	0,0%
	PUNT2	1	1	0,0	0,0	0,0%	0,0%
	T5	0	0	0,0	0,0	0,0%	0,0%
	TV3	22	25	0,0	0,0	0,0%	0,0%
	TVE1	20	19	0,0	0,0	0,0%	0,0%
	TVG	50	34	0,0	0,0	0,1%	0,0%
TVM	49	52	0,0	0,0	0,0%	0,1%	
	<b>TOTAL</b>	<b>409</b>	<b>284</b>	<b>0,0</b>	<b>0,0</b>	<b>0,2%</b>	<b>0,2%</b>
Other Formats	A3	696	764	0,4	0,4	0,6%	0,7%
	C.SUR	1	0	0,0	0,0	0,0%	0,0%
	C+	14	28	0,0	0,0	0,0%	0,0%
	C2A	1	55	0,0	0,0	0,0%	0,1%
	C9	153	263	0,1	0,1	0,1%	0,2%
	CMT	1	73	0,0	0,0	0,0%	0,1%
	ETB1	1	29	0,0	0,0	0,0%	0,0%
	ETB2	1	41	0,0	0,0	0,0%	0,0%
	K3-33	16	57	0,0	0,0	0,0%	0,1%
	La2	128	38	0,0	0,0	0,1%	0,0%
	PUNT2	25	27	0,0	0,0	0,0%	0,0%
	T5	969	1.101	0,6	0,7	1,0%	1,1%
	TV3	14	1	0,0	0,0	0,0%	0,0%
	TVE1	134	225	0,1	0,1	0,1%	0,2%
	TVG	128	88	0,1	0,1	0,1%	0,1%
TVM	22	52	0,0	0,0	0,0%	0,1%	
	<b>TOTAL</b>	<b>2.303</b>	<b>2.841</b>	<b>0,1</b>	<b>0,1</b>	<b>1,3%</b>	<b>1,5%</b>

## 10. Category of advertising by Channel - Prime time

TAB10p		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	A3	-	-	-	-	-	-
	C.SUR	-	-	-	-	-	-
	C+	-	-	-	-	-	-
	C2A	-	-	-	-	-	-
	C9	-	-	-	-	-	-
	CMT	-	-	-	-	-	-
	ETB1	-	-	-	-	-	-
	ETB2	-	-	-	-	-	-
	K3-33	-	-	-	-	-	-
	La2	-	-	-	-	-	-
	PUNT2	-	-	-	-	-	-
	T5	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TVE1	-	-	-	-	-	-
	TVG	-	-	-	-	-	-
TVM	-	-	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-	-	-
TOTAL Teleshopping	A3	-	-	-	-	-	-
	C.SUR	-	-	-	-	-	-
	C+	-	-	-	-	-	-
	C2A	-	-	-	-	-	-
	C9	-	-	-	-	-	-
	CMT	-	-	-	-	-	-
	ETB1	-	-	-	-	-	-
	ETB2	-	-	-	-	-	-
	K3-33	-	-	-	-	-	-
	La2	-	-	-	-	-	-
	PUNT2	-	-	-	-	-	-
	T5	-	-	-	-	-	-
	TV3	-	-	-	-	-	-
	TVE1	-	-	-	-	-	-
	TVG	-	-	-	-	-	-
TVM	-	-	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-	-	-

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.



### III. Programmes

## 11. Duration - Breakdown of Programme types

**Channels covered :** TVE1, La2, T5, A3, C+, C.SUR, C2A, TV3, K3-33, ETB1, ETB2, TVG, TVM, C9, PUNT2, CMT

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Miscellany	15,9%	15,6%
Advertisement	6,4%	7,2%
Continuity	5,8%	7,6%
Music	2,9%	2,6%
Information	14,8%	14,0%
Fiction	28,3%	27,8%
Culture	11,7%	11,2%
Religion	0,4%	0,4%
Sports	7,5%	7,9%
Selling Programmes	1,2%	1,3%
Info show	2,4%	1,8%
Quiz	2,0%	2,2%
Others	0,1%	0,1%
Bullfights	0,3%	0,2%
Not Codified	0,4%	0,3%

Total number of minutes in the year	<b>10.605.113</b>	<b>10.561.629</b>
Total number of hours in the year	<b>176.751,88</b>	<b>176.027,15</b>
Cumulative nbr of hours in an average day	<b>484</b>	<b>482</b>
Sources:	<b>SOFRES</b>	<b>SOFRES</b>

Please, specify the category of Reality TV :	<b>Infoshows</b>
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### Comment :

- It is impossible to adapt Spanish typologies to the typologies used in the other reports or to regroup them regarding the objectives of the study. Therefore, we used the available figures but comparisons with the 17 other countries will be impossible.
- See next pages for more details about the typologies of programmes.

# Comments about Spanish typologies

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- Miscellany
  - Magazines, humour, variety, gossip
- Advertisement
  - Underhand and not underhand
- Continuity
  - Programme preview, transitions, broadcasting breaks, self-promotion, regional broadcasting
- Music
  - Music programmes, live concerts, non-live concerts, video-clips
- Information
  - News (general, specialized, foreign), special events programmes, opinion, electoral programmes
- Fiction
  - Feature film, short film, theatre, TV Movies, TV fiction, continuous and non-continuous series, soaps, sitcoms, big format series, cartoons, short-series, other cartoons
- Culture
  - Educative, conference, documentary
- Religion
  - Services, happenings
- Sports
  - Live events, non-live events, preview, post, summary
- Selling Programmes
  - Teleshopping, commercial guides
- Info show
  - Talk show, debate, reality
- Quiz
  - With/ Without show
- Others
- Bullfights
  - Live events, non-live events, preview, post, summary, info
- Not Codified

## 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
Miscellany	A3	15,1%	21,0%	39,3%	19,6%
	C.SUR	25,6%	24,4%	7,3%	8,1%
	C+	9,7%	9,1%	6,7%	8,0%
	C2A	21,6%	20,4%	2,8%	4,9%
	C9	12,4%	12,9%	6,4%	6,7%
	CMT	12,3%	6,9%	1,0%	9,8%
	ETB1	21,8%	20,7%	3,1%	4,2%
	ETB2	15,8%	15,6%	7,0%	8,3%
	K3-33	23,7%	23,5%	3,5%	3,8%
	La2	9,2%	7,9%	12,5%	20,0%
	PUNT2	14,6%	12,4%	2,6%	5,0%
	T5	20,8%	17,3%	16,8%	25,7%
	TV3	9,7%	12,3%	10,2%	6,8%
	TVE1	12,5%	9,5%	17,1%	30,5%
	TVG	11,0%	14,6%	8,4%	5,6%
TVM	16,7%	21,2%	8,0%	7,4%	
	<b>Total</b>	<b>15,9%</b>	<b>15,6%</b>	<b>9,3%</b>	<b>10,4%</b>
Advertisement	A3	15,1%	15,1%		
	C.SUR	5,9%	6,4%		
	C+	3,1%	3,3%		
	C2A	1,4%	2,0%		
	C9	6,4%	7,0%		
	CMT	1,2%	6,2%		
	ETB1	2,5%	2,7%		
	ETB2	6,8%	8,0%		
	K3-33	2,5%	2,5%		
	La2	8,0%	8,3%		
	PUNT2	1,2%	1,6%		
	T5	13,2%	13,9%		
	TV3	6,2%	7,6%		
	TVE1	12,5%	13,4%		
	TVG	6,3%	6,9%		
TVM	7,2%	8,3%			
	<b>Total</b>	<b>6,4%</b>	<b>7,2%</b>		
Continuity	A3	4,3%	3,3%	-	7,3%
	C.SUR	3,4%	10,6%	-	0,7%
	C+	3,7%	3,7%	-	1,4%
	C2A	2,2%	2,1%	-	2,4%
	C9	13,6%	14,9%	-	0,7%
	CMT	10,2%	24,4%	-	0,3%
	ETB1	2,2%	2,1%	-	1,5%
	ETB2	2,6%	2,2%	-	3,4%
	K3-33	1,1%	1,2%	-	3,6%
	La2	5,5%	8,4%	-	0,0%
	PUNT2	28,7%	34,8%	-	0,1%
	T5	2,9%	3,6%	-	5,4%
	TV3	2,6%	2,3%	-	4,4%
	TVE1	5,6%	6,0%	-	0,0%
	TVG	2,2%	2,0%	-	4,0%
TVM	1,8%	2,1%	-	5,4%	
	<b>Total</b>	<b>5,8%</b>	<b>7,6%</b>	<b>-</b>	<b>1,0%</b>

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

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Music	A3	0,1%	0,6%	415,2%	32,7%
	C.SUR	8,7%	2,1%	0,4%	6,4%
	C+	2,3%	2,8%	12,7%	9,2%
	C2A	4,0%	3,7%	0,6%	0,6%
	C9	0,0%	0,0%	15,9%	11,8%
	CMT	0,4%	1,0%	2,2%	3,3%
	ETB1	6,4%	6,1%	0,8%	1,0%
	ETB2	1,2%	1,1%	5,0%	13,0%
	K3-33	3,8%	3,4%	1,4%	3,2%
	La2	1,9%	2,1%	9,8%	7,2%
	PUNT2	7,4%	7,9%	0,3%	0,7%
	T5	1,1%	1,2%	3,7%	11,8%
	TV3	1,7%	1,9%	3,0%	4,3%
	TVE1	1,9%	1,8%	22,0%	29,7%
	TVG	4,0%	5,4%	8,7%	6,1%
	TVM	1,4%	0,0%	0,0%	#DIV/0!
	<b>Total</b>	<b>2,9%</b>	<b>2,6%</b>	<b>4,3%</b>	<b>5,6%</b>
Information	A3	16,9%	16,9%	13,0%	9,9%
	C.SUR	19,4%	16,7%	6,2%	8,4%
	C+	3,0%	2,9%	10,3%	11,4%
	C2A	4,1%	2,5%	4,0%	5,4%
	C9	11,6%	11,5%	10,0%	10,2%
	CMT	10,8%	8,2%	1,5%	6,9%
	ETB1	9,7%	9,9%	5,3%	5,1%
	ETB2	11,6%	10,5%	8,3%	11,1%
	K3-33	3,9%	2,9%	8,8%	12,4%
	La2	11,3%	10,4%	9,4%	10,4%
	PUNT2	4,1%	4,2%	3,5%	3,6%
	T5	17,2%	18,9%	15,5%	13,0%
	TV3	30,0%	25,2%	6,3%	11,3%
	TVE1	33,3%	31,7%	8,2%	9,8%
	TVG	25,6%	24,1%	6,5%	8,4%
	TVM	26,8%	28,4%	9,2%	8,7%
	<b>Total</b>	<b>14,8%</b>	<b>14,0%</b>	<b>8,3%</b>	<b>9,6%</b>
Fiction	A3	28,2%	26,7%	14,1%	19,2%
	C.SUR	18,8%	21,1%	7,9%	6,9%
	C+	54,6%	51,8%	1,4%	1,6%
	C2A	25,5%	24,0%	1,0%	1,1%
	C9	36,8%	35,2%	7,7%	9,3%
	CMT	52,4%	46,8%	1,3%	8,1%
	ETB1	17,7%	19,7%	2,0%	1,6%
	ETB2	38,7%	37,5%	8,8%	10,7%
	K3-33	27,0%	30,6%	1,0%	0,5%
	La2	21,5%	19,1%	5,9%	6,1%
	PUNT2	16,7%	14,0%	0,8%	1,0%
	T5	22,5%	24,9%	17,6%	13,6%
	TV3	34,6%	36,8%	6,4%	6,9%
	TVE1	18,8%	22,2%	21,9%	16,9%
	TVG	26,2%	21,0%	5,7%	9,8%
	TVM	27,4%	23,9%	6,9%	10,5%
	<b>Total</b>	<b>28,3%</b>	<b>27,8%</b>	<b>6,4%</b>	<b>7,7%</b>



## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12c		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Culture	A3	0,7%	1,5%	62,2%	16,7%
	C.SUR	3,0%	2,4%	9,5%	22,1%
	C+	8,5%	7,6%	2,7%	3,5%
	C2A	30,1%	32,7%	0,6%	0,8%
	C9	7,4%	5,0%	3,9%	8,6%
	CMT	1,6%	2,5%	2,5%	7,5%
	ETB1	21,2%	20,5%	0,8%	1,2%
	ETB2	17,3%	18,5%	4,1%	3,5%
	K3-33	24,4%	21,1%	2,4%	2,9%
	La2	18,9%	17,3%	9,8%	11,9%
	PUNT2	11,6%	10,4%	1,9%	2,2%
	T5	1,4%	1,4%	19,8%	26,4%
	TV3	7,7%	8,1%	5,8%	5,7%
	TVE1	6,8%	6,6%	15,5%	17,9%
	TVG	10,2%	10,6%	4,0%	4,2%
TVM	10,3%	7,5%	3,5%	5,4%	
	<b>Total</b>	<b>11,7%</b>	<b>11,2%</b>	<b>4,4%</b>	<b>5,2%</b>
Religion	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	0,9%	1,0%	3,0%	3,2%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,1%	0,1%	2,9%	0,8%
	CMT	0,1%	0,2%	0,8%	3,8%
	ETB1	0,8%	0,8%	0,3%	0,7%
	ETB2	0,1%	0,1%	0,0%	2,1%
	K3-33	0,0%	0,0%	0,0%	0,0%
	La2	2,1%	1,6%	1,7%	2,3%
	PUNT2	0,1%	0,1%	1,6%	4,2%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,9%	0,9%	0,2%	1,0%
	TVE1	0,0%	0,0%	0,0%	0,0%
	TVG	0,9%	0,8%	0,8%	0,8%
TVM	0,0%	0,0%	0,0%	0,3%	
	<b>Total</b>	<b>0,4%</b>	<b>0,4%</b>	<b>1,4%</b>	<b>1,9%</b>
Sports	A3	0,2%	1,8%	186,9%	1,6%
	C.SUR	2,3%	2,7%	14,8%	10,4%
	C+	14,5%	18,5%	6,0%	4,1%
	C2A	9,3%	10,0%	2,0%	2,2%
	C9	4,8%	4,6%	5,5%	7,8%
	CMT	6,9%	2,3%	1,0%	14,3%
	ETB1	13,9%	13,9%	4,8%	4,3%
	ETB2	0,4%	0,4%	16,0%	15,3%
	K3-33	8,1%	9,7%	4,2%	2,7%
	La2	19,1%	22,1%	10,4%	8,5%
	PUNT2	13,8%	13,1%	2,1%	2,4%
	T5	1,5%	2,1%	3,2%	2,1%
	TV3	5,2%	4,4%	9,6%	12,8%
	TVE1	1,8%	1,9%	14,3%	11,7%
	TVG	8,2%	8,6%	8,9%	7,9%
TVM	5,0%	4,1%	9,5%	14,1%	
	<b>Total</b>	<b>7,5%</b>	<b>7,9%</b>	<b>6,7%</b>	<b>6,1%</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12d		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Selling Programmes	A3	4,2%	6,1%	-	0,1%
	C.SUR	6,6%	6,0%	-	0,0%
	C+	0,0%	0,0%	-	0,0%
	C2A	0,0%	0,0%	-	0,0%
	C9	0,0%	0,0%	-	0,0%
	CMT	0,1%	0,1%	-	0,0%
	ETB1	0,0%	0,0%	-	0,0%
	ETB2	1,3%	2,1%	-	0,2%
	K3-33	0,0%	0,0%	-	0,0%
	La2	0,0%	0,0%	-	0,0%
	PUNT2	0,0%	0,0%	-	0,0%
	T5	7,2%	5,7%	-	0,0%
	TV3	0,0%	0,0%	-	0,0%
	TVE1	0,0%	0,0%	-	0,0%
	TVG	0,0%	0,0%	-	0,0%
TVM	0,0%	0,0%	-	0,0%	
	<b>Total</b>	<b>1,2%</b>	<b>1,3%</b>	-	0,1%
Info show	A3	11,2%	3,5%	8,4%	69,2%
	C.SUR	2,2%	1,2%	6,1%	18,4%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	5,0%	6,6%	16,6%	9,1%
	CMT	0,1%	0,1%	2,6%	15,7%
	ETB1	2,7%	3,1%	0,1%	0,1%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	0,4%	0,3%	2,2%	0,8%
	La2	0,6%	0,5%	10,8%	19,2%
	PUNT2	0,1%	0,0%	0,0%	0,0%
	T5	8,6%	6,4%	17,9%	32,5%
	TV3	0,2%	0,0%	0,0%	0,0%
	TVE1	2,9%	3,0%	22,9%	22,1%
	TVG	2,0%	2,7%	9,7%	0,4%
TVM	1,0%	1,6%	21,9%	10,2%	
	<b>Total</b>	<b>2,4%</b>	<b>1,8%</b>	<b>12,4%</b>	<b>22,6%</b>
Quiz	A3	3,9%	3,5%	23,1%	28,7%
	C.SUR	1,9%	4,6%	22,5%	4,2%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	1,5%	2,4%	1,9%	0,6%
	C9	1,7%	1,9%	11,5%	6,4%
	CMT	3,1%	1,1%	2,3%	37,2%
	ETB1	1,1%	0,5%	1,2%	7,8%
	ETB2	4,1%	4,0%	11,2%	13,9%
	K3-33	0,1%	0,0%	0,2%	13,1%
	La2	1,0%	1,5%	31,7%	11,3%
	PUNT2	1,5%	1,3%	2,5%	1,7%
	T5	3,6%	4,7%	32,1%	16,1%
	TV3	1,1%	0,6%	11,7%	17,7%
	TVE1	3,2%	3,6%	34,8%	30,1%
	TVG	3,4%	3,3%	14,0%	13,7%
TVM	2,1%	2,6%	21,5%	18,7%	
	<b>Total</b>	<b>2,0%</b>	<b>2,2%</b>	<b>18,1%</b>	<b>15,5%</b>

## 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	A3	0,0%	0,0%	19,3%	97,9%
	C.SUR	0,0%	0,1%	16,2%	6,4%
	C+	0,0%	0,0%	17,2%	110,8%
	C2A	0,4%	0,1%	0,2%	1,4%
	C9	0,1%	0,1%	1,2%	1,9%
	CMT	0,0%	0,0%	10,2%	102,6%
	ETB1	0,0%	0,0%	22,9%	8,5%
	ETB2	0,0%	0,0%	254,3%	23,6%
	K3-33	0,0%	0,0%	16,7%	30,5%
	La2	0,5%	0,5%	5,5%	5,7%
	PUNT2	0,0%	0,0%	26,1%	207,7%
	T5	0,0%	0,0%	52,3%	49,5%
	TV3	0,0%	0,0%	34,0%	10,4%
	TVE1	0,0%	0,0%	26,9%	30,3%
	TVG	0,0%	0,1%	18,0%	0,6%
TVM	0,0%	0,0%	78,2%	72,4%	
	<b>Total</b>	<b>0,1%</b>	<b>0,1%</b>	<b>7,8%</b>	<b>11,3%</b>
Bullfights	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	1,3%	0,9%	6,0%	8,6%
	C+	0,5%	0,3%	1,5%	7,7%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,3%	0,2%	7,0%	11,0%
	CMT	0,9%	0,3%	0,4%	21,3%
	ETB1	0,0%	0,0%	0,0%	0,0%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	0,0%	0,0%	0,0%	0,0%
	La2	0,4%	0,6%	14,7%	8,9%
	PUNT2	0,3%	0,3%	1,3%	2,7%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TVE1	0,5%	0,3%	3,8%	14,2%
	TVG	0,0%	0,0%	0,0%	0,0%
TVM	0,2%	0,2%	6,8%	12,8%	
	<b>Total</b>	<b>0,3%</b>	<b>0,2%</b>	<b>5,2%</b>	<b>10,1%</b>
Not Codified	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,0%	0,0%	0,0%	0,0%
	CMT	0,0%	0,0%	0,0%	0,0%
	ETB1	0,0%	0,0%	0,0%	0,0%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	5,1%	4,6%	0,7%	1,0%
	La2	0,0%	0,0%	0,0%	0,0%
	PUNT2	0,0%	0,0%	0,0%	0,0%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TVE1	0,0%	0,0%	0,0%	0,0%
	TVG	0,0%	0,0%	0,0%	0,0%
TVM	0,0%	0,0%	0,0%	0,0%	
	<b>Total</b>	<b>0,4%</b>	<b>0,3%</b>	<b>0,7%</b>	<b>1,0%</b>

## 12. Typology of Programmes by Channel - All Day 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
Total Typologies and Total Advertising (excl. teleshopping programmes and channel self-promotion)	A3	100,0%	100,0%	15,1%	15,1%
	C.SUR	100,0%	100,0%	5,9%	6,4%
	C+	100,0%	100,0%	3,1%	3,3%
	C2A	100,0%	100,0%	1,4%	2,0%
	C9	100,0%	100,0%	6,4%	7,0%
	CMT	100,0%	100,0%	1,2%	6,2%
	ETB1	100,0%	100,0%	2,5%	2,7%
	ETB2	100,0%	100,0%	6,8%	8,0%
	K3-33	100,0%	100,0%	2,5%	2,5%
	La2	100,0%	100,0%	8,0%	8,3%
	PUNT2	100,0%	100,0%	1,2%	1,6%
	T5	100,0%	100,0%	13,2%	13,9%
	TV3	100,0%	100,0%	6,2%	7,6%
	TVE1	100,0%	100,0%	12,5%	13,4%
	TVG	100,0%	100,0%	6,3%	6,9%
	TVM	100,0%	100,0%	7,2%	8,3%
	<b>Total</b>		<b>100,0%</b>	<b>100,0%</b>	<b>6,4%</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12g		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Miscellany	A3	122.857	95.526	599.777,99	376.282,90
	C.SUR	30.049	30.386	88.533,32	84.553,43
	C+	9.018	10.138	64.241,76	73.657,93
	C2A	10.889	13.053	8.651,76	10.221,74
	C9	13.126	16.990	14.833,05	17.159,97
	CMT	1.499	10.281	103,52	3.831,73
	ETB1	13.338	16.193	6.820,90	6.765,71
	ETB2	17.307	21.352	22.124,32	27.237,75
	K3-33	20.931	21.867	15.804,87	20.544,41
	La2	32.506	46.999	64.758,50	79.041,92
	PUNT2	8.061	13.273	1.728,79	2.621,50
	T5	71.324	93.276	427.123,50	369.315,69
	TV3	16.973	14.935	39.725,38	43.909,14
	TVE1	46.186	63.141	195.753,10	193.409,84
	TVG	16.590	13.531	11.108,81	6.518,67
TVM	26.197	30.116	78.375,85	89.527,93	
	<b>Total</b>	<b>456.851</b>	<b>511.057</b>	<b>1.639.465,42</b>	<b>1.404.600,25</b>
Advertisement	A3				
	C.SUR				
	C+				
	C2A				
	C9				
	CMT				
	ETB1				
	ETB2				
	K3-33				
	La2				
	PUNT2				
	T5				
	TV3				
	TVE1				
	TVG				
TVM					
	<b>Total</b>				
Continuity	A3	-	5.346	-	21.896,80
	C.SUR	-	1.353	-	3.261,09
	C+	-	719	-	6.166,67
	C2A	-	1.003	-	696,35
	C9	-	2.154	-	3.349,42
	CMT	-	1.392	-	277,34
	ETB1	-	649	-	606,60
	ETB2	-	956	-	1.235,21
	K3-33	-	1.075	-	939,20
	La2	-	0	-	0,00
	PUNT2	-	480	-	123,64
	T5	-	3.800	-	22.799,03
	TV3	-	1.542	-	5.171,54
	TVE1	-	0	-	0,00
	TVG	-	1.510	-	1.529,86
TVM	-	2.180	-	7.364,18	
	<b>Total</b>	<b>-</b>	<b>24.159</b>	<b>-</b>	<b>75.416,92</b>

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

TAB12h		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Music	A3	8.048	4.413	53.926,32	13.559,49
	C.SUR	755	2.517	1.526,44	6.171,51
	C+	3.594	3.350	20.111,48	18.348,41
	C2A	457	372	357,34	203,39
	C9	128	99	249,48	189,05
	CMT	110	495	12,37	165,06
	ETB1	889	946	770,07	869,81
	ETB2	199	460	73,04	218,08
	K3-33	1.177	2.517	887,44	1.931,47
	La2	4.648	4.179	8.055,01	6.474,17
	PUNT2	476	940	94,44	236,02
	T5	1.320	3.288	440,12	1.942,10
	TV3	890	1.324	480,09	2.105,76
	TVE1	9.369	11.499	31.871,89	40.003,53
	TVG	6.118	5.919	12.358,15	12.363,69
	TVM	0	84	0,00	57,49
	<b>Total</b>	<b>38.178</b>	<b>42.402</b>	<b>131.213,69</b>	<b>104.839,02</b>
Information	A3	46.595	39.706	416.170,67	294.537,39
	C.SUR	22.492	25.051	65.443,56	73.965,97
	C+	4.151	4.499	39.821,29	41.517,29
	C2A	2.791	2.339	2.739,95	2.152,41
	C9	23.151	23.612	41.633,16	46.438,02
	CMT	2.277	9.783	197,93	3.994,75
	ETB1	12.347	11.787	5.280,32	5.353,41
	ETB2	16.830	21.926	29.624,06	37.449,48
	K3-33	7.801	8.340	6.259,46	6.031,34
	La2	27.583	29.495	62.826,67	55.753,21
	PUNT2	2.947	2.778	846,86	879,77
	T5	53.105	44.616	383.665,03	198.361,97
	TV3	39.322	47.366	142.072,23	213.551,46
	TVE1	57.036	66.647	331.318,31	354.788,12
	TVG	30.671	38.005	43.539,16	55.385,49
	TVM	48.677	49.000	165.183,94	166.654,66
	<b>Total</b>	<b>397.776</b>	<b>424.950</b>	<b>1.736.622,60</b>	<b>1.556.814,73</b>
Fiction	A3	90.102	124.122	883.450,36	911.716,00
	C.SUR	24.673	24.770	65.627,11	63.914,59
	C+	10.059	11.534	84.050,34	99.060,73
	C2A	4.003	4.529	4.067,14	4.585,08
	C9	49.905	59.559	88.910,22	106.246,89
	CMT	5.880	58.581	404,88	15.190,06
	ETB1	6.557	6.105	9.389,72	8.409,28
	ETB2	39.004	42.771	57.635,96	63.947,47
	K3-33	5.946	3.657	3.783,13	3.321,40
	La2	32.065	31.530	62.566,02	51.272,88
	PUNT2	2.488	2.430	918,41	815,10
	T5	81.056	70.766	823.336,03	458.040,08
	TV3	36.923	40.409	123.767,74	139.901,63
	TVE1	85.771	80.542	408.976,69	409.166,30
	TVG	26.413	37.933	37.231,52	44.483,95
	TVM	36.347	48.699	146.677,87	178.288,01
	<b>Total</b>	<b>537.192</b>	<b>647.937</b>	<b>2.800.793,14</b>	<b>2.558.359,43</b>

## 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
Culture	A3	9.759	5.666	131.260,61	37.656,95
	C.SUR	4.370	9.338	5.712,70	21.777,07
	C+	2.641	3.113	20.686,56	23.686,05
	C2A	3.707	4.502	2.296,15	3.459,69
	C9	3.328	8.370	3.447,73	6.644,79
	CMT	309	2.484	9,57	686,62
	ETB1	3.595	4.802	2.042,71	3.299,42
	ETB2	6.186	7.302	6.359,08	10.015,78
	K3-33	13.384	14.202	9.770,68	11.053,95
	La2	49.689	58.800	129.378,67	120.464,74
	PUNT2	4.019	4.197	1.322,78	1.439,79
	T5	5.678	6.798	48.749,03	30.935,15
	TV3	7.496	8.040	35.124,32	33.122,72
	TVE1	23.299	26.425	120.501,20	111.850,14
	TVG	7.761	8.184	8.697,19	11.350,91
TVM	7.239	7.690	25.775,75	25.461,85	
	<b>Total</b>	<b>152.460</b>	<b>179.913</b>	<b>551.134,72</b>	<b>452.905,61</b>
Religion	A3	0	0	0,00	0,00
	C.SUR	472	448	550,94	403,25
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	16	8	5,45	2,97
	CMT	15	84	0,00	32,26
	ETB1	46	100	14,51	54,68
	ETB2	2	14	0,30	3,06
	K3-33	0	0	0,00	0,00
	La2	1.181	1.128	2.065,18	1.427,39
	PUNT2	41	38	11,70	14,36
	T5	0	0	0,00	0,00
	TV3	33	104	16,70	70,18
	TVE1	0	20	0,00	9,07
	TVG	134	117	61,61	40,73
TVM	0	1	0,00	4,36	
	<b>Total</b>	<b>1.940</b>	<b>2.062</b>	<b>2.726,39</b>	<b>2.062,30</b>
Sports	A3	6.295	784	68.672,94	5.417,67
	C.SUR	8.578	6.786	26.337,79	24.395,28
	C+	11.675	10.367	122.892,29	117.694,91
	C2A	3.634	5.342	3.178,98	4.188,46
	C9	6.500	7.972	20.002,56	25.166,96
	CMT	1.284	6.404	155,09	2.861,02
	ETB1	17.898	14.261	18.723,67	17.517,84
	ETB2	1.319	1.420	2.043,59	2.549,32
	K3-33	8.357	6.176	6.972,73	6.336,70
	La2	61.966	62.474	121.858,13	100.918,34
	PUNT2	6.250	6.601	2.504,01	2.618,38
	T5	1.235	1.186	347,44	1.015,48
	TV3	9.314	10.566	38.872,98	50.519,31
	TVE1	6.649	6.052	45.223,39	36.569,66
	TVG	14.914	14.000	26.178,68	26.483,54
TVM	11.248	13.110	46.469,74	54.811,10	
	<b>Total</b>	<b>177.116</b>	<b>173.501</b>	<b>550.434,02</b>	<b>479.063,95</b>

## 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
Selling Programmes	A3	-	195	-	276,89
	C.SUR	-	0	-	0,00
	C+	-	0	-	0,00
	C2A	-	0	-	0,00
	C9	-	0	-	0,00
	CMT	-	0	-	0,00
	ETB1	-	0	-	0,00
	ETB2	-	44	-	80,00
	K3-33	-	0	-	0,00
	La2	-	0	-	0,00
	PUNT2	-	0	-	0,00
	T5	-	0	-	0,00
	TV3	-	0	-	0,00
	TVE1	-	0	-	0,00
	TVG	-	0	-	0,00
	TVM	-	0	-	0,00
	<b>Total</b>		<b>239</b>		<b>356,89</b>
Info show	A3	21.756	52.670	216.852,43	258.857,89
	C.SUR	2.352	3.652	9.187,28	12.386,01
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	14.688	10.806	43.142,38	32.742,36
	CMT	30	178	0,00	113,63
	ETB1	89	87	63,64	54,20
	ETB2	0	3	0,00	1,17
	K3-33	168	57	145,27	49,73
	La2	1.632	2.470	4.968,05	4.972,81
	PUNT2	0	46	0,00	19,59
	T5	32.225	43.966	167.219,23	188.035,80
	TV3	0	147	0,00	1.029,46
	TVE1	13.579	14.243	53.921,57	44.773,66
	TVG	3.589	223	1.982,44	89,23
	TVM	4.225	3.003	19.467,24	13.770,92
	<b>Total</b>	<b>94.333</b>	<b>131.551</b>	<b>516.949,52</b>	<b>556.896,45</b>
Quiz	A3	20.382	22.755	291.623,01	279.896,40
	C.SUR	7.245	3.248	24.102,34	11.480,03
	C+	0	0	0,00	0,00
	C2A	488	259	434,56	307,95
	C9	3.889	2.536	7.679,44	5.604,98
	CMT	806	6.569	63,27	2.219,92
	ETB1	240	666	389,54	915,31
	ETB2	7.324	9.801	5.816,12	6.600,77
	K3-33	5	114	3,49	105,97
	La2	8.931	4.937	32.531,81	17.792,28
	PUNT2	706	491	171,43	104,44
	T5	24.642	16.440	346.714,35	120.994,58
	TV3	2.032	1.776	8.772,53	6.267,82
	TVE1	23.868	23.210	107.247,20	111.668,32
	TVG	7.883	6.985	13.867,69	11.242,16
	TVM	8.919	9.513	33.034,79	35.629,43
	<b>Total</b>	<b>117.360</b>	<b>109.300</b>	<b>872.451,58</b>	<b>610.830,39</b>



## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12k		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Others	A3	63	460	986,96	1.903,76
	C.SUR	82	83	179,23	242,32
	C+	12	49	111,01	402,32
	C2A	14	15	21,48	19,78
	C9	20	45	47,47	45,57
	CMT	13	159	5,59	42,74
	ETB1	180	81	108,66	63,91
	ETB2	336	111	464,76	219,83
	K3-33	31	77	22,60	75,43
	La2	693	753	552,65	1.363,32
	PUNT2	53	221	16,03	62,56
	T5	98	100	686,00	915,82
	TV3	107	44	367,43	163,77
	TVE1	124	115	956,68	2.038,73
	TVG	94	5	136,00	6,61
	TVM	118	169	479,53	641,14
	<b>Total</b>	<b>2.038</b>	<b>2.487</b>	<b>5.142,07</b>	<b>8.207,61</b>
Bullfights	A3	0	0	0,00	0,00
	C.SUR	1.279	1.418	2.150,35	3.334,62
	C+	98	185	1.067,58	1.658,57
	C2A	0	0	0,00	0,00
	C9	303	390	567,34	730,05
	CMT	39	1.012	0,00	244,60
	ETB1	0	0	0,00	0,00
	ETB2	4	0	1,20	0,00
	K3-33	0	0	0,00	0,00
	La2	1.455	1.402	2.751,14	1.753,50
	PUNT2	72	116	28,40	54,63
	T5	0	0	0,00	0,00
	TV3	0	0	0,00	0,00
	TVE1	455	772	1.009,19	2.411,89
	TVG	0	0	0,00	0,00
TVM	297	472	1.178,45	1.934,08	
	<b>Total</b>	<b>4.002</b>	<b>5.767</b>	<b>8.753,65</b>	<b>12.121,95</b>
Not Codified	A3	0	0	0,00	0,00
	C.SUR	0	0	0,00	0,00
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	0	0	0,00	0,00
	CMT	0	0	0,00	0,00
	ETB1	0	0	0,00	0,00
	ETB2	0	0	0,00	0,00
	K3-33	99	612	219,28	379,44
	La2	0	0	0,00	0,00
	PUNT2	0	0	0,00	0,00
	T5	0	0	0,00	0,00
	TV3	0	0	0,00	0,00
	TVE1	0	0	0,00	0,00
	TVG	0	0	0,00	0,00
TVM	0	0	0,00	0,00	
	<b>Total</b>	<b>99</b>	<b>612</b>	<b>219,28</b>	<b>379,44</b>

## 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
Total Typologies and Total Advertising (excl. teleshopping programmes and channel self-promotion)	A3	325.857	351.643	2.662.721,29	2.202.002,12
	C.SUR	102.347	109.050	289.351,06	305.885,17
	C+	41.248	43.954	352.982,32	382.192,88
	C2A	25.983	31.414	21.747,35	25.834,84
	C9	115.054	132.541	220.518,28	244.321,04
	CMT	12.262	97.422	952,22	29.659,72
	ETB1	55.179	55.677	43.603,75	43.910,16
	ETB2	88.511	106.160	124.142,44	149.557,92
	K3-33	57.899	58.694	43.868,95	50.769,02
	La2	222.349	244.167	492.311,83	441.234,55
	PUNT2	25.113	31.611	7.642,85	8.989,77
	T5	270.683	284.236	2.198.280,73	1.392.355,71
	TV3	113.090	126.253	389.199,40	495.812,76
	TVE1	266.336	292.666	1.296.779,21	1.306.689,27
	TVG	114.167	126.412	155.161,26	169.494,84
	TVM	143.267	164.037	516.643,14	574.145,15
<b>Total</b>	<b>1.979.345</b>	<b>2.255.937</b>	<b>8.815.906,07</b>	<b>7.822.854,92</b>	

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12k		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Miscellany	A3	5,8%	10,7%	31,3%	11,8%
	C.SUR	33,0%	31,2%	7,6%	7,9%
	C+	5,4%	6,1%	20,9%	18,6%
	C2A	19,1%	28,0%	2,5%	0,8%
	C9	2,1%	1,4%	5,6%	23,6%
	CMT	16,5%	7,6%	0,9%	18,4%
	ETB1	11,0%	16,1%	10,4%	5,4%
	ETB2	9,8%	4,1%	9,2%	31,6%
	K3-33	1,3%	2,3%	34,7%	15,2%
	La2	4,1%	3,0%	8,8%	17,8%
	PUNT2	3,3%	3,4%	3,6%	2,8%
	T5	22,1%	22,3%	11,4%	16,7%
	TV3	13,0%	13,0%	7,8%	6,8%
	TVE1	14,8%	18,1%	18,7%	11,9%
	TVG	1,0%	2,2%	23,6%	3,8%
TVM	13,3%	13,3%	11,3%	15,7%	
	<b>Total</b>	<b>10,4%</b>	<b>10,9%</b>	<b>10,2%</b>	<b>10,6%</b>
Advertisement	A3	18,9%	18,8%		
	C.SUR	10,2%	10,5%		
	C+	5,7%	6,1%		
	C2A	3,2%	3,2%		
	C9	7,9%	8,4%		
	CMT	1,7%	10,1%		
	ETB1	8,8%	8,4%		
	ETB2	11,1%	11,9%		
	K3-33	9,4%	9,1%		
	La2	11,7%	11,8%		
	PUNT2	2,9%	3,1%		
	T5	17,2%	17,3%		
	TV3	11,9%	12,7%		
	TVE1	16,9%	16,9%		
	TVG	12,3%	12,5%		
TVM	13,4%	15,0%			
	<b>Total</b>	<b>10,5%</b>	<b>11,1%</b>		
Continuity	A3	2,1%	2,1%	0,0%	11,9%
	C.SUR	3,6%	3,5%	0,0%	2,9%
	C+	3,1%	3,0%	0,0%	3,1%
	C2A	2,5%	2,2%	0,0%	1,5%
	C9	1,9%	1,9%	0,0%	3,9%
	CMT	2,2%	1,3%	0,0%	5,4%
	ETB1	2,5%	2,4%	0,0%	4,0%
	ETB2	2,3%	2,3%	0,0%	1,8%
	K3-33	2,1%	2,5%	0,0%	5,6%
	La2	6,1%	12,7%	0,0%	0,0%
	PUNT2	1,9%	1,7%	0,0%	2,7%
	T5	2,7%	2,7%	0,0%	10,0%
	TV3	3,5%	3,1%	0,0%	3,5%
	TVE1	4,0%	4,5%	0,0%	0,0%
	TVG	1,9%	2,1%	0,0%	4,1%
TVM	2,1%	2,6%	0,0%	8,1%	
	<b>Total</b>	<b>2,9%</b>	<b>3,7%</b>	<b>0,0%</b>	<b>2,6%</b>

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12I		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Music	A3	0,0%	0,4%	1853,3%	3,5%
	C.SUR	0,5%	0,9%	13,7%	5,4%
	C+	0,2%	0,3%	9,7%	0,9%
	C2A	0,3%	2,4%	28,0%	0,2%
	C9	0,1%	0,2%	9,2%	5,9%
	CMT	0,9%	0,8%	3,4%	15,4%
	ETB1	3,8%	3,1%	4,3%	6,2%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	4,2%	3,5%	8,2%	18,0%
	La2	1,0%	0,6%	17,0%	36,7%
	PUNT2	0,3%	0,3%	1,1%	1,4%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,7%	0,2%	0,0%	19,1%
	TVE1	3,3%	2,7%	16,0%	26,0%
	TVG	11,1%	11,1%	11,5%	10,2%
TVM	0,0%	0,0%	0,0%	0,0%	
	<b>Total</b>	<b>1,6%</b>	<b>1,5%</b>	<b>12,1%</b>	<b>12,8%</b>
Information	A3	16,7%	17,4%	20,5%	16,7%
	C.SUR	9,8%	9,2%	27,4%	32,5%
	C+	7,0%	7,3%	14,3%	14,2%
	C2A	9,1%	6,7%	7,7%	7,6%
	C9	11,2%	9,9%	15,3%	20,0%
	CMT	2,1%	2,8%	15,4%	44,0%
	ETB1	10,6%	13,0%	19,7%	16,5%
	ETB2	23,4%	25,4%	14,2%	16,2%
	K3-33	23,7%	18,2%	10,4%	12,5%
	La2	11,2%	11,1%	25,1%	26,3%
	PUNT2	9,3%	7,7%	3,3%	4,8%
	T5	0,9%	1,5%	456,2%	240,4%
	TV3	23,0%	20,2%	22,2%	33,4%
	TVE1	18,9%	16,9%	21,9%	26,0%
	TVG	6,9%	9,9%	39,6%	33,7%
TVM	2,5%	3,1%	123,2%	115,6%	
	<b>Total</b>	<b>11,8%</b>	<b>11,3%</b>	<b>21,5%</b>	<b>24,4%</b>
Fiction	A3	35,1%	28,8%	16,9%	27,5%
	C.SUR	23,5%	20,9%	9,5%	10,5%
	C+	54,2%	50,0%	3,0%	4,1%
	C2A	40,7%	27,5%	1,4%	3,1%
	C9	35,4%	34,3%	6,5%	8,0%
	CMT	56,8%	71,6%	1,5%	7,2%
	ETB1	17,3%	17,7%	13,4%	9,7%
	ETB2	41,1%	46,5%	13,7%	10,7%
	K3-33	14,6%	23,9%	11,9%	4,4%
	La2	23,6%	18,3%	8,0%	11,1%
	PUNT2	30,3%	33,5%	2,4%	2,1%
	T5	30,2%	36,6%	22,0%	15,3%
	TV3	24,3%	28,9%	10,9%	7,9%
	TVE1	21,9%	21,1%	22,0%	23,0%
	TVG	37,0%	34,5%	9,9%	10,5%
TVM	33,2%	35,3%	11,9%	12,2%	
	<b>Total</b>	<b>31,7%</b>	<b>32,1%</b>	<b>9,4%</b>	<b>10,1%</b>

## 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
Culture	A3	0,8%	6,8%	213,2%	5,3%
	C.SUR	0,7%	0,2%	0,0%	349,6%
	C+	7,4%	10,0%	4,1%	2,7%
	C2A	10,5%	14,5%	5,7%	5,1%
	C9	7,2%	6,4%	2,1%	2,6%
	CMT	0,8%	0,4%	0,6%	34,7%
	ETB1	11,6%	8,4%	3,6%	9,9%
	ETB2	9,4%	6,5%	6,3%	13,7%
	K3-33	33,0%	25,3%	8,7%	13,5%
	La2	25,0%	23,1%	10,9%	13,5%
	PUNT2	34,9%	33,4%	2,4%	3,1%
	T5	0,9%	0,8%	54,7%	47,2%
	TV3	7,1%	9,2%	14,8%	7,8%
	TVE1	3,7%	3,5%	54,6%	62,0%
	TVG	0,5%	0,4%	10,3%	10,6%
	TVM	11,7%	6,6%	11,7%	16,3%
	<b>Total</b>	<b>11,1%</b>	<b>10,3%</b>	<b>9,6%</b>	<b>10,7%</b>
Religion	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	0,2%	0,2%	4,0%	0,6%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,0%	0,0%	0,0%	0,0%
	CMT	0,0%	0,1%	1,6%	31,0%
	ETB1	0,0%	0,0%	0,0%	0,0%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	0,1%	0,1%	0,0%	0,0%
	La2	0,2%	0,3%	3,3%	2,3%
	PUNT2	0,5%	0,3%	2,1%	3,2%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TVE1	0,0%	0,0%	0,0%	0,0%
	TVG	0,2%	0,0%	0,7%	0,0%
	TVM	0,0%	0,0%	0,0%	0,0%
	<b>Total</b>	<b>0,1%</b>	<b>0,1%</b>	<b>2,3%</b>	<b>3,8%</b>
Sports	A3	0,4%	2,6%	128,8%	4,1%
	C.SUR	9,1%	7,5%	14,1%	19,3%
	C+	17,0%	17,1%	9,3%	8,7%
	C2A	11,8%	13,4%	5,2%	5,4%
	C9	15,9%	14,3%	7,2%	10,6%
	CMT	15,1%	5,2%	2,0%	26,3%
	ETB1	30,8%	29,3%	8,3%	7,6%
	ETB2	0,0%	0,0%	498,8%	0,0%
	K3-33	9,0%	13,5%	16,9%	8,0%
	La2	13,4%	14,0%	17,3%	15,8%
	PUNT2	14,0%	11,8%	4,9%	6,1%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	15,1%	11,5%	10,9%	15,2%
	TVE1	3,4%	5,0%	19,8%	9,0%
	TVG	14,4%	13,0%	16,8%	20,0%
	TVM	14,5%	10,5%	13,5%	23,7%
	<b>Total</b>	<b>11,3%</b>	<b>10,6%</b>	<b>11,0%</b>	<b>12,2%</b>

## 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
Selling Programmes	A3	0,0%	0,0%	-	0,0%
	C.SUR	0,0%	0,0%	-	0,0%
	C+	0,0%	0,0%	-	0,0%
	C2A	0,0%	0,0%	-	0,0%
	C9	0,0%	0,0%	-	0,0%
	CMT	0,0%	0,0%	-	0,0%
	ETB1	0,0%	0,0%	-	0,0%
	ETB2	0,0%	0,1%	-	12,1%
	K3-33	0,0%	0,0%	-	0,0%
	La2	0,0%	0,0%	-	0,0%
	PUNT2	0,0%	0,0%	-	0,0%
	T5	0,0%	0,0%	-	0,0%
	TV3	0,0%	0,0%	-	0,0%
	TVE1	0,0%	0,0%	-	0,0%
	TVG	0,0%	0,0%	-	0,0%
TVM	0,0%	0,0%	-	0,0%	
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	<b>-</b>	<b>9,8%</b>
Info show	A3	13,0%	4,8%	10,1%	42,7%
	C.SUR	5,6%	7,1%	9,3%	4,6%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	17,2%	19,2%	12,1%	7,7%
	CMT	0,6%	0,0%	0,0%	0,0%
	ETB1	0,2%	0,3%	12,4%	5,1%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	2,4%	1,4%	2,3%	0,7%
	La2	1,9%	1,3%	13,7%	25,9%
	PUNT2	0,5%	0,0%	0,0%	0,0%
	T5	18,3%	5,1%	3,7%	43,8%
	TV3	0,3%	0,0%	0,0%	0,0%
	TVE1	4,6%	6,6%	15,6%	6,8%
	TVG	0,2%	0,6%	27,4%	1,1%
TVM	6,3%	9,9%	13,7%	6,5%	
	<b>Total</b>	<b>4,8%</b>	<b>3,8%</b>	<b>9,6%</b>	<b>13,4%</b>
Quiz	A3	7,4%	7,6%	53,4%	51,7%
	C.SUR	3,8%	8,8%	23,3%	3,2%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	2,9%	2,0%	4,6%	2,8%
	C9	1,0%	3,9%	32,6%	2,3%
	CMT	3,3%	0,0%	0,1%	0,0%
	ETB1	3,3%	1,3%	2,8%	20,6%
	ETB2	2,6%	3,2%	18,0%	11,5%
	K3-33	0,2%	0,0%	0,8%	0,0%
	La2	1,7%	3,8%	64,0%	9,0%
	PUNT2	0,6%	4,6%	30,4%	0,3%
	T5	7,7%	13,6%	37,9%	11,2%
	TV3	1,1%	1,1%	36,3%	18,6%
	TVE1	8,2%	4,8%	14,7%	35,3%
	TVG	14,4%	13,3%	13,0%	12,2%
TVM	2,9%	3,6%	23,2%	13,1%	
	<b>Total</b>	<b>3,7%</b>	<b>4,5%</b>	<b>24,9%</b>	<b>16,1%</b>

## 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	A3	0,0%	0,0%	11,3%	71,1%
	C.SUR	0,0%	0,0%	23,0%	13,9%
	C+	0,0%	0,0%	8,3%	56,7%
	C2A	0,0%	0,2%	11,0%	2,5%
	C9	0,0%	0,0%	33,2%	23,8%
	CMT	0,0%	0,0%	12,1%	22,8%
	ETB1	0,0%	0,0%	217,2%	23,2%
	ETB2	0,0%	0,1%	214,6%	55,8%
	K3-33	0,0%	0,0%	12,4%	20,3%
	La2	0,1%	0,1%	5,9%	193,0%
	PUNT2	0,0%	0,0%	26,7%	117,1%
	T5	0,0%	0,0%	29,4%	42,8%
	TV3	0,1%	0,1%	14,8%	5,3%
	TVE1	0,1%	0,0%	35,8%	67,2%
	TVG	0,0%	0,2%	36,9%	0,0%
TVM	0,0%	0,1%	45,5%	56,9%	
	<b>Total</b>	<b>0,0%</b>	<b>0,1%</b>	<b>28,5%</b>	<b>40,9%</b>
Bullfights	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,0%	0,0%	0,0%	0,0%
	CMT	0,0%	0,0%	0,0%	0,0%
	ETB1	0,0%	0,0%	0,0%	0,0%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	0,0%	0,0%	0,0%	0,0%
	La2	0,0%	0,0%	0,0%	0,0%
	PUNT2	1,6%	0,1%	0,5%	31,1%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TVE1	0,0%	0,0%	0,0%	0,0%
	TVG	0,0%	0,0%	0,0%	0,0%
TVM	0,0%	0,0%	0,0%	0,0%	
	<b>Total</b>	<b>0,1%</b>	<b>0,0%</b>	<b>8,5%</b>	<b>182,2%</b>
Not Codified	A3	0,0%	0,0%	0,0%	0,0%
	C.SUR	0,0%	0,0%	0,0%	0,0%
	C+	0,0%	0,0%	0,0%	0,0%
	C2A	0,0%	0,0%	0,0%	0,0%
	C9	0,0%	0,0%	0,0%	0,0%
	CMT	0,0%	0,0%	0,0%	0,0%
	ETB1	0,0%	0,0%	0,0%	0,0%
	ETB2	0,0%	0,0%	0,0%	0,0%
	K3-33	0,0%	0,0%	0,0%	0,0%
	La2	0,0%	0,0%	0,0%	0,0%
	PUNT2	0,0%	0,0%	0,0%	0,0%
	T5	0,0%	0,0%	0,0%	0,0%
	TV3	0,0%	0,0%	0,0%	0,0%
	TVE1	0,0%	0,0%	0,0%	0,0%
	TVG	0,0%	0,0%	0,0%	0,0%
TVM	0,0%	0,0%	0,0%	0,0%	
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12p		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Total Typologies and Total Advertising (excl. teleshopping programmes and channel self-promotion)	A3	100,0%	100,0%	18,9%	18,8%
	C.SUR	100,0%	100,0%	10,2%	10,5%
	C+	100,0%	100,0%	5,7%	6,1%
	C2A	100,0%	100,0%	3,2%	3,2%
	C9	100,0%	100,0%	7,9%	8,4%
	CMT	100,0%	100,0%	1,7%	10,1%
	ETB1	100,0%	100,0%	8,8%	8,4%
	ETB2	100,0%	100,0%	11,1%	11,9%
	K3-33	100,0%	100,0%	9,4%	9,1%
	La2	100,0%	100,0%	11,7%	11,8%
	PUNT2	100,0%	100,0%	2,9%	3,1%
	T5	100,0%	100,0%	17,2%	17,3%
	TV3	100,0%	100,0%	11,9%	12,7%
	TVE1	100,0%	100,0%	16,9%	16,9%
	TVG	100,0%	100,0%	12,3%	12,5%
	TVM	100,0%	100,0%	13,4%	15,0%
	<b>Total</b>		<b>100,0%</b>	<b>100,0%</b>	<b>10,5%</b>



## 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
Miscellany	A3	6.201	4.536	78.757,05	47.401,15
	C.SUR	6.602	6.790	30.168,69	31.174,77
	C+	2.706	2.737	25.413,52	24.369,18
	C2A	1.134	603	1.675,67	821,69
	C9	439	1.221	1.717,02	3.818,88
	CMT	300	3.648	46,81	2.222,38
	ETB1	2.707	2.079	3.698,81	2.907,41
	ETB2	2.282	3.362	4.218,26	5.943,88
	K3-33	1.334	999	986,52	959,53
	La2	1.925	2.947	620,06	4.945,13
	PUNT2	329	264	147,50	128,53
	T5	7.621	11.917	127.358,40	114.696,91
	TV3	2.649	2.495	15.792,17	21.589,63
	TVE1	9.695	7.844	84.355,06	63.867,28
	TVG	618	225	1.747,10	777,22
TVM	4.561	6.058	24.539,06	32.487,07	
	<b>Total</b>	<b>51.103</b>	<b>57.725</b>	<b>401.241,71</b>	<b>358.110,62</b>
Advertisement	A3				
	C.SUR				
	C+				
	C2A				
	C9				
	CMT				
	ETB1				
	ETB2				
	K3-33				
	La2				
	PUNT2				
	T5				
	TV3				
	TVE1				
	TVG				
TVM					
	<b>Total</b>				
Continuity	A3	-	823	-	8.160,00
	C.SUR	-	260	-	1.146,96
	C+	-	235	-	2.494,78
	C2A	-	84	-	92,72
	C9	-	317	-	1.145,68
	CMT	-	196	-	107,49
	ETB1	-	268	-	453,74
	ETB2	-	116	-	257,42
	K3-33	-	384	-	325,43
	La2	-	0	-	0,00
	PUNT2	-	128	-	44,70
	T5	-	840	-	11.121,00
	TV3	-	313	-	2.721,38
	TVE1	-	0	-	0,00
	TVG	-	227	-	593,24
TVM	-	631	-	3.247,07	
	<b>Total</b>	<b>-</b>	<b>4.822</b>	<b>-</b>	<b>31.911,61</b>

## 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
Music	A3	1.176	50	21.607,42	825,92
	C.SUR	221	132	922,01	611,54
	C+	41	7	586,51	86,40
	C2A	200	12	207,50	19,68
	C9	53	33	197,98	131,55
	CMT	57	315	7,78	127,03
	ETB1	382	457	608,70	740,98
	ETB2	3	0	8,40	0,00
	K3-33	977	1.824	729,89	1.463,67
	La2	828	1.271	2.186,77	3.030,69
	PUNT2	11	11	4,64	5,61
	T5	0	32	0,00	370,33
	TV3	0	85	0,00	815,70
	TVE1	1.902	2.675	16.165,01	21.848,32
	TVG	3.316	3.023	10.032,22	9.382,82
	TVM	0	0	0,00	0,00
	<b>Total</b>	<b>9.167</b>	<b>9.927</b>	<b>53.264,83</b>	<b>39.460,25</b>
Information	A3	11.293	10.420	213.871,15	156.786,30
	C.SUR	7.796	8.794	26.650,07	32.137,79
	C+	2.431	2.632	27.124,18	27.090,22
	C2A	1.666	1.280	1.739,54	1.306,07
	C9	7.201	7.525	15.950,80	19.035,62
	CMT	774	3.542	76,76	1.815,73
	ETB1	5.973	6.422	3.723,10	4.015,44
	ETB2	9.831	12.437	22.629,26	28.161,30
	K3-33	7.192	6.371	5.854,61	5.075,22
	La2	14.609	16.067	50.456,00	45.014,76
	PUNT2	923	1.027	428,85	482,30
	T5	12.315	11.087	147.298,09	78.834,10
	TV3	13.303	18.500	98.475,71	161.118,31
	TVE1	15.255	17.141	186.271,83	204.884,73
	TVG	7.187	9.012	16.639,41	21.751,49
	TVM	9.635	10.737	41.549,74	45.957,88
	<b>Total</b>	<b>127.384</b>	<b>142.994</b>	<b>858.739,09</b>	<b>833.467,24</b>
Fiction	A3	20.248	27.390	327.727,28	329.146,64
	C.SUR	6.069	6.174	27.917,33	28.271,54
	C+	3.836	5.097	43.190,50	53.351,41
	C2A	1.354	2.205	1.500,97	2.532,94
	C9	8.441	10.156	33.019,60	37.936,06
	CMT	1.826	13.401	252,75	7.711,67
	ETB1	5.375	4.298	9.044,74	7.821,21
	ETB2	14.351	13.614	28.546,69	26.693,54
	K3-33	5.116	2.859	3.296,87	2.635,68
	La2	9.972	11.357	38.188,61	35.775,16
	PUNT2	2.021	1.885	781,85	650,88
	T5	19.658	16.915	459.929,17	259.027,46
	TV3	6.905	6.181	55.682,02	55.449,49
	TVE1	16.910	17.844	168.085,05	186.142,37
	TVG	9.462	9.506	26.939,84	28.510,16
	TVM	11.802	12.428	65.636,42	68.562,44
	<b>Total</b>	<b>143.346</b>	<b>161.310</b>	<b>1.289.739,70</b>	<b>1.130.218,63</b>

## 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
Culture	A3	5.371	1.293	102.111,45	21.919,92
	C.SUR	0	1.660	0,00	6.996,36
	C+	714	618	7.067,50	5.816,82
	C2A	1.408	1.860	1.648,99	1.965,65
	C9	602	663	2.242,23	2.409,69
	CMT	9	410	1,00	275,46
	ETB1	976	2.037	1.211,79	2.358,45
	ETB2	1.466	2.364	3.362,31	5.250,94
	K3-33	8.457	9.347	6.553,84	7.903,67
	La2	13.501	16.632	38.300,22	44.574,79
	PUNT2	2.367	2.795	915,14	1.119,43
	T5	1.422	1.176	26.958,04	11.289,88
	TV3	2.726	1.960	20.758,11	14.627,41
	TVE1	7.752	8.896	66.677,41	67.302,22
	TVG	142	122	497,51	331,05
	TVM	4.348	3.123	21.460,54	16.478,07
	<b>Total</b>	<b>51.261</b>	<b>54.956</b>	<b>299.766,08</b>	<b>210.619,79</b>
Religion	A3	0	0	0,00	0,00
	C.SUR	18	3	92,81	18,63
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	0	0	0,00	0,00
	CMT	1	53	0,00	28,95
	ETB1	0	13	0,00	26,42
	ETB2	0	0	0,00	0,00
	K3-33	0	0	0,00	0,00
	La2	41	30	202,04	143,91
	PUNT2	35	30	9,48	11,91
	T5	0	0	0,00	0,00
	TV3	0	0	0,00	0,00
	TVE1	0	0	0,00	0,00
TVG	5	0	11,62	0,00	
TVM	0	0	0,00	0,00	
	<b>Total</b>	<b>100</b>	<b>129</b>	<b>315,95</b>	<b>229,81</b>
Sports	A3	1.762	422	26.090,23	3.727,99
	C.SUR	5.183	5.597	17.545,37	22.197,35
	C+	3.885	3.879	51.483,41	54.398,49
	C2A	1.737	2.275	1.795,06	2.081,05
	C9	5.739	6.868	18.233,14	23.321,54
	CMT	898	4.244	128,51	2.343,32
	ETB1	8.366	7.107	12.571,29	12.433,19
	ETB2	413	497	823,84	1.006,57
	K3-33	4.575	3.045	4.286,32	3.737,72
	La2	11.941	11.224	26.522,72	27.638,43
	PUNT2	1.770	1.840	777,16	797,29
	T5	0	0	0,00	0,00
	TV3	5.193	5.530	32.232,80	40.339,05
	TVE1	2.679	1.840	30.052,39	20.417,92
	TVG	8.226	8.595	21.020,38	22.592,78
TVM	7.520	8.835	32.788,81	39.744,38	
	<b>Total</b>	<b>69.887</b>	<b>71.798</b>	<b>276.351,41</b>	<b>276.777,06</b>

## 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
Selling Programmes	A3	-	0	-	0,00
	C.SUR	-	0	-	0,00
	C+	-	0	-	0,00
	C2A	-	0	-	0,00
	C9	-	0	-	0,00
	CMT	-	0	-	0,00
	ETB1	-	0	-	0,00
	ETB2	-	22	-	54,01
	K3-33	-	0	-	0,00
	La2	-	0	-	0,00
	PUNT2	-	0	-	0,00
	T5	-	0	-	0,00
	TV3	-	0	-	0,00
	TVE1	-	0	-	0,00
	TVG	-	0	-	0,00
TVM	-	0	-	0,00	
	<b>Total</b>	-	<b>22</b>	-	<b>54,01</b>
Info show	A3	4.466	7.077	64.001,98	83.768,13
	C.SUR	1.415	931	6.743,44	4.337,93
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	7.694	5.395	29.793,35	22.273,56
	CMT	0	178	0,00	113,63
	ETB1	58	42	49,43	38,44
	ETB2	0	0	0,00	0,00
	K3-33	155	34	132,62	25,31
	La2	1.264	1.653	4.071,70	3.996,66
	PUNT2	0	31	0,00	17,30
	T5	2.134	6.967	21.167,50	65.533,55
	TV3	0	105	0,00	933,77
	TVE1	2.579	1.666	21.377,47	12.732,02
	TVG	120	17	429,46	36,13
TVM	2.595	1.873	14.335,00	10.302,00	
	<b>Total</b>	<b>22.480</b>	<b>25.969</b>	<b>162.101,95</b>	<b>204.108,43</b>
Quiz	A3	13.457	13.247	233.650,03	205.429,62
	C.SUR	2.240	772	10.743,35	3.793,28
	C+	0	0	0,00	0,00
	C2A	303	151	291,94	241,79
	C9	1.195	341	4.299,74	1.272,38
	CMT	9	1.163	0,00	754,48
	ETB1	206	624	380,36	884,01
	ETB2	1.202	1.035	2.211,36	1.520,11
	K3-33	5	99	3,49	93,18
	La2	6.205	2.023	23.668,70	9.089,39
	PUNT2	534	44	136,24	21,81
	T5	9.367	4.860	210.635,02	76.600,43
	TV3	1.055	541	7.400,78	4.737,18
	TVE1	4.112	6.232	51.011,87	71.955,76
	TVG	4.805	3.866	12.744,30	9.607,88
TVM	2.033	1.338	11.009,90	7.309,04	
	<b>Total</b>	<b>46.728</b>	<b>36.336</b>	<b>568.187,08</b>	<b>393.310,32</b>

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12u		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	A3	9	75	595,60	1.120,41
	C.SUR	21	20	62,63	72,31
	C+	5	27	34,66	194,76
	C2A	9	13	14,66	17,13
	C9	12	13	43,70	34,01
	CMT	10	26	5,14	12,82
	ETB1	60	29	77,16	35,28
	ETB2	152	85	303,60	190,95
	K3-33	8	24	8,20	25,02
	La2	30	590	135,49	1.222,59
	PUNT2	29	91	10,68	35,51
	T5	45	54	465,62	484,16
	TV3	33	17	229,77	125,87
	TVE1	104	66	862,32	1.381,59
	TVG	50	0	110,77	0,00
	TVM	45	77	233,60	371,73
	<b>Total</b>	<b>622</b>	<b>1.207</b>	<b>3.193,60</b>	<b>5.324,13</b>
Bullfights	A3	0	0	0,00	0,00
	C.SUR	55	77	173,90	225,27
	C+	19	84	464,52	818,52
	C2A	0	0	0,00	0,00
	C9	81	81	160,55	184,13
	CMT	2	119	0,00	47,78
	ETB1	0	0	0,00	0,00
	ETB2	0	0	0,00	0,00
	K3-33	0	0	0,00	0,00
	La2	133	0	355,91	0,00
	PUNT2	22	109	9,26	50,80
	T5	0	0	0,00	0,00
	TV3	0	0	0,00	0,00
	TVE1	12	20	119,00	113,31
	TVG	0	0	0,00	0,00
	TVM	65	180	297,02	876,79
	<b>Total</b>	<b>389</b>	<b>670</b>	<b>1.580,17</b>	<b>2.316,60</b>
Not Codified	A3	0	0	0,00	0,00
	C.SUR	0	0	0,00	0,00
	C+	0	0	0,00	0,00
	C2A	0	0	0,00	0,00
	C9	0	0	0,00	0,00
	CMT	0	0	0,00	0,00
	ETB1	0	0	0,00	0,00
	ETB2	0	0	0,00	0,00
	K3-33	40	82	40,90	55,31
	La2	0	0	0,00	0,00
	PUNT2	0	0	0,00	0,00
	T5	0	0	0,00	0,00
	TV3	0	0	0,00	0,00
	TVE1	0	0	0,00	0,00
	TVG	0	0	0,00	0,00
	TVM	0	0	0,00	0,00
	<b>Total</b>	<b>40</b>	<b>82</b>	<b>40,90</b>	<b>55,31</b>

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

TAB12v		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Total Typologies and Total Advertising (excl. teleshopping programmes and channel self-promotion)	A3	63.983	65.333	1.068.412,19	858.286,06
	C.SUR	29.620	31.210	121.019,60	130.983,73
	C+	13.637	15.316	155.364,78	168.620,56
	C2A	7.811	8.483	8.874,33	9.078,72
	C9	31.457	32.613	105.658,12	111.563,10
	CMT	3.886	27.295	518,74	15.560,76
	ETB1	24.103	23.376	31.365,39	31.714,55
	ETB2	29.700	33.532	62.103,72	69.078,71
	K3-33	27.859	25.068	21.893,26	22.299,74
	La2	60.449	63.794	184.708,22	175.431,50
	PUNT2	8.041	8.255	3.220,81	3.366,06
	T5	52.562	53.848	993.811,82	617.957,80
	TV3	31.864	35.727	230.571,37	302.457,77
	TVE1	61.000	64.224	624.977,41	650.645,53
	TVG	33.931	34.593	90.172,62	93.582,76
	TVM	42.604	45.280	211.850,09	225.336,45
	<b>Total</b>	<b>522.507</b>	<b>567.947</b>	<b>3.914.522,47</b>	<b>3.485.963,80</b>



## 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	A3	289,0	1.439,7	1,8%	7,7%
	C.SUR	459,5	883,4	2,9%	4,7%
	C+	1.231,3	529,1	7,7%	2,8%
	C2A	755,7	418,0	4,7%	2,2%
	C9	180,2	2.788,6	1,1%	14,9%
	CMT	0,0	82,7	0,0%	0,4%
	ETB1	881,7	796,7	5,5%	4,3%
	ETB2	751,3	1.069,0	4,7%	5,7%
	K3-33	448,5	802,5	2,8%	4,3%
	La2	2.140,5	1.482,7	13,4%	7,9%
	PUNT2	265,6	172,4	1,7%	0,9%
	T5	2.394,7	2.442,4	15,0%	13,0%
	TV3	393,1	1.055,4	2,5%	5,6%
	TVCAN	19,6	202,2	0,1%	1,1%
	TVE1	1.386,8	2.373,4	8,7%	12,7%
TVG	1.810,8	392,0	11,3%	2,1%	
TVM	2.555,9	1.802,4	16,0%	9,6%	
	<b>TOTAL</b>	<b>15.964,4</b>	<b>18.732,5</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	A3	304,7	363,3	19,0%	14,1%
	C.SUR	0,0	1,0	0,0%	0,0%
	C+	2,0	331,8	0,1%	12,9%
	C2A	142,6	188,4	8,9%	7,3%
	C9	57,3	87,2	3,6%	3,4%
	CMT	75,8	1,4	4,7%	0,1%
	ETB1	5,9	10,7	0,4%	0,4%
	ETB2	63,0	64,7	3,9%	2,5%
	K3-33	20,3	117,3	1,3%	4,5%
	La2	144,2	187,9	9,0%	7,3%
	PUNT2	97,6	204,0	6,1%	7,9%
	T5	213,8	256,2	13,3%	9,9%
	TV3	0,8	7,1	0,1%	0,3%
	TVCAN	13,7	42,3	0,9%	1,6%
	TVE1	291,5	393,7	18,2%	15,3%
TVG	37,6	90,2	2,3%	3,5%	
TVM	133,0	232,7	8,3%	9,0%	
	<b>TOTAL</b>	<b>1.603,7</b>	<b>2.579,7</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - ALCOHOL MISCELLANY	A3	994,6	785,7	25,7%	20,7%
	C.SUR	107,1	177,2	2,8%	4,7%
	C+	0,0	14,0	0,0%	0,4%
	C2A	26,7	34,4	0,7%	0,9%
	C9	141,0	453,5	3,6%	12,0%
	CMT	6,4	234,4	0,2%	6,2%
	ETB1	0,0	94,5	0,0%	2,5%
	ETB2	103,3	171,0	2,7%	4,5%
	K3-33	29,8	25,5	0,8%	0,7%
	La2	339,3	100,2	8,8%	2,6%
	PUNT2	36,8	125,8	0,9%	3,3%
	T5	901,9	697,9	23,3%	18,4%
	TV3	127,5	116,3	3,3%	3,1%
	TVCAN	238,3	212,0	6,1%	5,6%
	TVE1	550,8	254,0	14,2%	6,7%
TVG	107,9	136,8	2,8%	3,6%	
TVM	165,7	156,8	4,3%	4,1%	
	<b>TOTAL</b>	<b>3.877,0</b>	<b>3.789,8</b>	<b>100,0%</b>	<b>100,0%</b>



## 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - LIQUORS / SPIRITS	A3	519,7	356,9	26,5%	21,9%
	C.SUR	87,3	149,1	4,4%	9,1%
	C+	0,0	0,7	0,0%	0,0%
	C2A	0,0	1,0	0,0%	0,1%
	C9	36,0	94,7	1,8%	5,8%
	CMT	0,0	59,9	0,0%	3,7%
	ETB1	0,0	0,0	0,0%	0,0%
	ETB2	28,0	0,0	1,4%	0,0%
	K3-33	0,0	0,0	0,0%	0,0%
	La2	27,3	13,2	1,4%	0,8%
	PUNT2	0,0	9,0	0,0%	0,6%
	T5	853,7	613,0	43,5%	37,5%
	TV3	59,5	50,3	3,0%	3,1%
	TVCAN	85,5	59,6	4,4%	3,7%
	TVE1	163,8	91,5	8,3%	5,6%
	TVG	40,0	30,0	2,0%	1,8%
TVM	63,5	103,7	3,2%	6,4%	
	<b>TOTAL</b>	<b>1.964,3</b>	<b>1.632,5</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPARKLING ALCOHOL AND CIDER	A3	82,5	106,2	9,0%	10,2%
	C.SUR	17,5	37,0	1,9%	3,5%
	C+	39,8	38,3	4,3%	3,7%
	C2A	0,0	0,0	0,0%	0,0%
	C9	7,7	91,9	0,8%	8,8%
	CMT	0,0	11,0	0,0%	1,1%
	ETB1	28,2	25,8	3,1%	2,5%
	ETB2	45,5	42,7	4,9%	4,1%
	K3-33	58,8	56,3	6,4%	5,4%
	La2	87,5	52,3	9,5%	5,0%
	PUNT2	0,0	14,0	0,0%	1,3%
	T5	85,1	116,2	9,2%	11,1%
	TV3	126,4	90,1	13,7%	8,6%
	TVCAN	42,5	78,0	4,6%	7,5%
	TVE1	192,5	149,2	20,9%	14,3%
	TVG	46,2	34,8	5,0%	3,3%
TVM	59,7	101,0	6,5%	9,7%	
	<b>TOTAL</b>	<b>919,8</b>	<b>1.044,8</b>	<b>100,0%</b>	<b>100,0%</b>
Products dedicated to Children	A3	14.483,6	18.876,6	19,4%	18,5%
	C.SUR	2.238,5	2.481,1	3,0%	2,4%
	C+	1.636,6	1.658,7	2,2%	1,6%
	C2A	1.738,6	3.078,9	2,3%	3,0%
	C9	2.935,4	5.445,9	3,9%	5,3%
	CMT	184,5	4.481,1	0,2%	4,4%
	ETB1	1.667,5	2.498,3	2,2%	2,4%
	ETB2	1.772,3	1.576,1	2,4%	1,5%
	K3-33	3.683,7	4.540,9	4,9%	4,4%
	La2	11.416,1	14.015,8	15,3%	13,7%
	PUNT2	1.867,5	3.763,8	2,5%	3,7%
	T5	13.034,1	14.806,7	17,5%	14,5%
	TV3	1.615,5	1.893,0	2,2%	1,9%
	TVCAN	1.674,1	5.044,2	2,2%	4,9%
	TVE1	8.171,0	8.932,0	11,0%	8,7%
	TVG	3.020,4	4.241,7	4,1%	4,2%
TVM	3.402,2	4.783,4	4,6%	4,7%	
	<b>TOTAL</b>	<b>74.541,6</b>	<b>102.118,2</b>	<b>100,0%</b>	<b>100,0%</b>

## 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
Cleaning Products	A3	4.496,0	4.202,2	13,1%	10,0%
	C.SUR	2.227,4	2.592,3	6,5%	6,2%
	C+	0,0	29,8	0,0%	0,1%
	C2A	333,5	312,9	1,0%	0,7%
	C9	1.852,3	2.656,3	5,4%	6,3%
	CMT	0,0	3.542,8	0,0%	8,4%
	ETB1	1.746,7	1.144,1	5,1%	2,7%
	ETB2	1.476,0	2.048,2	4,3%	4,9%
	K3-33	1.275,1	902,1	3,7%	2,2%
	La2	2.991,8	4.191,8	8,7%	10,0%
	PUNT2	509,5	425,3	1,5%	1,0%
	T5	4.574,4	5.563,8	13,3%	13,3%
	TV3	2.630,0	2.820,6	7,6%	6,7%
	TVCAN	904,6	1.631,7	2,6%	3,9%
	TVE1	4.474,8	4.439,0	13,0%	10,6%
	TVG	2.481,0	2.659,0	7,2%	6,3%
TVM	2.429,4	2.774,4	7,1%	6,6%	
	<b>TOTAL</b>	<b>34.402,4</b>	<b>41.936,1</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	A3	11.097,4	13.825,3	15,8%	15,9%
	C.SUR	3.656,6	4.049,6	5,2%	4,7%
	C+	1.975,0	2.535,2	2,8%	2,9%
	C2A	573,3	457,2	0,8%	0,5%
	C9	3.854,4	4.229,1	5,5%	4,9%
	CMT	18,0	6.281,4	0,0%	7,2%
	ETB1	2.419,9	1.685,7	3,4%	1,9%
	ETB2	3.142,2	3.735,8	4,5%	4,3%
	K3-33	1.547,3	1.149,2	2,2%	1,3%
	La2	6.034,5	7.465,1	8,6%	8,6%
	PUNT2	842,3	695,2	1,2%	0,8%
	T5	10.861,3	12.446,9	15,5%	14,3%
	TV3	4.097,2	3.829,0	5,8%	4,4%
	TVCAN	2.292,0	3.273,3	3,3%	3,8%
	TVE1	8.172,1	11.097,7	11,6%	12,8%
	TVG	4.357,1	4.774,3	6,2%	5,5%
TVM	5.278,9	5.504,9	7,5%	6,3%	
	<b>TOTAL</b>	<b>70.219,4</b>	<b>87.034,6</b>	<b>100,0%</b>	<b>100,0%</b>
Food (excl. drinks)	A3	24.125,1	25.767,2	18,9%	16,7%
	C.SUR	6.860,9	8.329,8	5,4%	5,4%
	C+	1.030,3	724,7	0,8%	0,5%
	C2A	1.317,3	3.704,8	1,0%	2,4%
	C9	6.509,2	8.092,0	5,1%	5,2%
	CMT	243,7	5.151,8	0,2%	3,3%
	ETB1	2.383,7	2.863,9	1,9%	1,9%
	ETB2	5.238,8	6.150,1	4,1%	4,0%
	K3-33	3.571,5	3.379,3	2,8%	2,2%
	La2	9.920,7	13.078,9	7,8%	8,5%
	PUNT2	1.038,8	1.873,6	0,8%	1,2%
	T5	21.468,6	23.232,5	16,8%	15,1%
	TV3	6.831,1	8.351,7	5,4%	5,4%
	TVCAN	3.650,5	4.913,1	2,9%	3,2%
	TVE1	19.157,9	20.436,1	15,0%	13,3%
	TVG	7.522,2	9.162,3	5,9%	5,9%
TVM	6.799,2	8.957,6	5,3%	5,8%	
	<b>TOTAL</b>	<b>127.669,4</b>	<b>154.169,0</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13d 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
Non Prescription Medical Products	A3	2.547,4	4.120,0	18,7%	20,8%
	C.SUR	705,7	1.193,8	5,2%	6,0%
	C+	88,0	172,3	0,6%	0,9%
	C2A	92,0	59,8	0,7%	0,3%
	C9	676,3	1.208,4	5,0%	6,1%
	CMT	4,6	1.359,0	0,0%	6,8%
	ETB1	551,3	302,1	4,0%	1,5%
	ETB2	531,9	1.030,2	3,9%	5,2%
	K3-33	411,5	428,8	3,0%	2,2%
	La2	954,2	1.072,1	7,0%	5,4%
	PUNT2	156,5	50,1	1,1%	0,3%
	T5	2.304,9	2.549,9	16,9%	12,8%
	TV3	798,4	1.060,0	5,9%	5,3%
	TVCAN	336,1	736,1	2,5%	3,7%
	TVE1	1.660,8	1.925,1	12,2%	9,7%
TVG	811,6	1.185,4	6,0%	6,0%	
TVM	989,1	1.399,2	7,3%	7,0%	
	<b>TOTAL</b>	<b>13.620,2</b>	<b>19.851,9</b>	<b>100,0%</b>	<b>100,0%</b>
<b>Tobacco</b>	Forbidden				

## 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
ALCOHOL - BEER	A3	5.906	4.680	12,4%	8,5%
	C.SUR	3.897	2.988	8,2%	5,4%
	C+	726	1.488	1,5%	2,7%
	C2A	1.855	1.599	3,9%	2,9%
	C9	6.666	7.372	14,0%	13,4%
	CMT	70	257	0,1%	0,5%
	ETB1	1.091	2.213	2,3%	4,0%
	ETB2	1.789	2.670	3,8%	4,9%
	K3-33	1.077	2.342	2,3%	4,3%
	La2	3.933	4.671	8,3%	8,5%
	PUNT2	350	404	0,7%	0,7%
	T5	5.793	7.096	12,2%	12,9%
	TV3	2.130	3.064	4,5%	5,6%
	TVCAN	458	743	1,0%	1,4%
	TVE1	4.074	6.596	8,6%	12,0%
TVG	1.995	1.493	4,2%	2,7%	
TVM	5.673	5.180	11,9%	9,4%	
	<b>TOTAL</b>	<b>47.483</b>	<b>54.856</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	A3	871	1.378	14,8%	16,2%
	C.SUR	0	2	0,0%	0,0%
	C+	12	786	0,2%	9,2%
	C2A	350	531	5,9%	6,2%
	C9	159	217	2,7%	2,5%
	CMT	347	4	5,9%	0,0%
	ETB1	25	26	0,4%	0,3%
	ETB2	445	395	7,6%	4,6%
	K3-33	89	303	1,5%	3,6%
	La2	522	639	8,9%	7,5%
	PUNT2	414	593	7,0%	7,0%
	T5	754	1.036	12,8%	12,2%
	TV3	5	21	0,1%	0,2%
	TVCAN	68	143	1,2%	1,7%
	TVE1	1.155	1.426	19,6%	16,7%
TVG	122	223	2,1%	2,6%	
TVM	547	800	9,3%	9,4%	
	<b>TOTAL</b>	<b>5.885</b>	<b>8.523</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - ALCOHOL MISCELLANY	A3	1.869	1.619	25,4%	21,2%
	C.SUR	186	355	2,5%	4,7%
	C+	0	28	0,0%	0,4%
	C2A	45	67	0,6%	0,9%
	C9	266	895	3,6%	11,7%
	CMT	11	458	0,1%	6,0%
	ETB1	0	188	0,0%	2,5%
	ETB2	177	339	2,4%	4,4%
	K3-33	51	52	0,7%	0,7%
	La2	577	177	7,8%	2,3%
	PUNT2	63	249	0,9%	3,3%
	T5	1.962	1.518	26,6%	19,9%
	TV3	241	226	3,3%	3,0%
	TVCAN	405	361	5,5%	4,7%
	TVE1	1.018	516	13,8%	6,8%
TVG	185	266	2,5%	3,5%	
TVM	311	305	4,2%	4,0%	
	<b>TOTAL</b>	<b>7.367</b>	<b>7.619</b>	<b>100,0%</b>	<b>100,0%</b>

## 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
ALCOHOL - LIQUORS / SPIRITS	A3	1.335	986	25,2%	20,5%
	C.SUR	214	473	4,0%	9,8%
	C+	0	2	0,0%	0,0%
	C2A	0	3	0,0%	0,1%
	C9	108	311	2,0%	6,5%
	CMT	0	246	0,0%	5,1%
	ETB1	0	0	0,0%	0,0%
	ETB2	56	0	1,1%	0,0%
	K3-33	0	0	0,0%	0,0%
	La2	87	33	1,6%	0,7%
	PUNT2	0	18	0,0%	0,4%
	T5	2.538	1.809	47,8%	37,6%
	TV3	119	128	2,2%	2,7%
	TVCAN	210	154	4,0%	3,2%
	TVE1	422	228	8,0%	4,7%
	TVG	80	90	1,5%	1,9%
	TVM	138	336	2,6%	7,0%
<b>TOTAL</b>	<b>5.307</b>	<b>4.817</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - SPARKLING ALCOHOL AND CIDER	A3	153	181	9,2%	8,2%
	C.SUR	40	72	2,4%	3,3%
	C+	60	53	3,6%	2,4%
	C2A	0	0	0,0%	0,0%
	C9	13	285	0,8%	12,9%
	CMT	0	7	0,0%	0,3%
	ETB1	47	41	2,8%	1,9%
	ETB2	60	63	3,6%	2,9%
	K3-33	106	99	6,4%	4,5%
	La2	195	149	11,7%	6,8%
	PUNT2	0	40	0,0%	1,8%
	T5	132	223	7,9%	10,1%
	TV3	242	175	14,5%	7,9%
	TVCAN	50	145	3,0%	6,6%
	TVE1	419	380	25,1%	17,2%
	TVG	61	49	3,7%	2,2%
	TVM	90	244	5,4%	11,1%
<b>TOTAL</b>	<b>1.668</b>	<b>2.206</b>	<b>100,0%</b>	<b>100,0%</b>	
Products dedicated to Children	A3	43.986	55.305	19,7%	18,1%
	C.SUR	6.186	7.193	2,8%	2,4%
	C+	4.571	4.266	2,0%	1,4%
	C2A	5.567	9.522	2,5%	3,1%
	C9	9.569	17.214	4,3%	5,6%
	CMT	588	13.097	0,3%	4,3%
	ETB1	4.771	7.104	2,1%	2,3%
	ETB2	4.987	4.232	2,2%	1,4%
	K3-33	11.603	14.123	5,2%	4,6%
	La2	34.688	43.181	15,5%	14,2%
	PUNT2	5.880	12.047	2,6%	3,9%
	T5	38.135	44.102	17,1%	14,5%
	TV3	4.435	5.346	2,0%	1,8%
	TVCAN	5.115	14.257	2,3%	4,7%
	TVE1	24.616	27.199	11,0%	8,9%
	TVG	8.448	12.297	3,8%	4,0%
	TVM	10.033	14.612	4,5%	4,8%
<b>TOTAL</b>	<b>223.178</b>	<b>305.097</b>	<b>100,0%</b>	<b>100,0%</b>	

## 13. Advertising for Specific Products by Channel

TAB13g 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
Cleaning Products	A3	13.909	12.789	13,3%	10,4%
	C.SUR	6.678	7.253	6,4%	5,9%
	C+	0	116	0,0%	0,1%
	C2A	985	860	0,9%	0,7%
	C9	5.577	7.811	5,4%	6,3%
	CMT	0	9.696	0,0%	7,9%
	ETB1	5.095	3.283	4,9%	2,7%
	ETB2	4.291	5.839	4,1%	4,7%
	K3-33	3.652	2.655	3,5%	2,2%
	La2	9.014	12.319	8,6%	10,0%
	PUNT2	1.484	1.215	1,4%	1,0%
	T5	14.271	16.710	13,7%	13,6%
	TV3	7.838	8.687	7,5%	7,0%
	TVCAN	2.355	4.056	2,3%	3,3%
	TVE1	14.487	14.063	13,9%	11,4%
	TVG	7.350	7.755	7,1%	6,3%
TVM	7.252	8.167	7,0%	6,6%	
	<b>TOTAL</b>	<b>104.238</b>	<b>123.274</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	A3	34.503	44.827	16,9%	17,6%
	C.SUR	10.091	11.010	4,9%	4,3%
	C+	5.489	7.066	2,7%	2,8%
	C2A	1.486	1.175	0,7%	0,5%
	C9	9.861	11.099	4,8%	4,4%
	CMT	9	16.693	0,0%	6,6%
	ETB1	6.301	4.284	3,1%	1,7%
	ETB2	8.836	10.173	4,3%	4,0%
	K3-33	4.437	3.257	2,2%	1,3%
	La2	17.824	22.825	8,7%	9,0%
	PUNT2	2.177	1.765	1,1%	0,7%
	T5	33.197	38.044	16,3%	15,0%
	TV3	12.347	11.044	6,1%	4,3%
	TVCAN	6.063	8.427	3,0%	3,3%
	TVE1	25.161	35.786	12,3%	14,1%
	TVG	11.922	12.622	5,8%	5,0%
TVM	14.206	14.324	7,0%	5,6%	
	<b>TOTAL</b>	<b>203.910</b>	<b>254.421</b>	<b>100,0%</b>	<b>100,0%</b>
Food (excl. drinks)	A3	75.831	82.044	18,8%	16,8%
	C.SUR	20.454	24.509	5,1%	5,0%
	C+	3.041	2.299	0,8%	0,5%
	C2A	3.435	4.899	0,9%	1,0%
	C9	20.133	25.458	5,0%	5,2%
	CMT	709	16.322	0,2%	3,3%
	ETB1	7.694	8.910	1,9%	1,8%
	ETB2	16.984	20.559	4,2%	4,2%
	K3-33	11.173	10.068	2,8%	2,1%
	La2	32.106	42.599	8,0%	8,7%
	PUNT2	3.562	5.968	0,9%	1,2%
	T5	67.304	74.651	16,7%	15,3%
	TV3	21.898	26.586	5,4%	5,5%
	TVCAN	11.595	15.096	2,9%	3,1%
	TVE1	61.318	70.892	15,2%	14,5%
	TVG	22.822	27.755	5,7%	5,7%
TVM	22.361	28.889	5,6%	5,9%	
	<b>TOTAL</b>	<b>402.420</b>	<b>487.504</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13h 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
Non Prescription Medical Products	A3	9.195	14.744	20,5%	22,7%
	C.SUR	2.192	3.648	4,9%	5,6%
	C+	262	579	0,6%	0,9%
	C2A	286	194	0,6%	0,3%
	C9	2.082	3.401	4,6%	5,2%
	CMT	11	4.128	0,0%	6,4%
	ETB1	1.693	914	3,8%	1,4%
	ETB2	1.655	3.076	3,7%	4,7%
	K3-33	1.342	1.351	3,0%	2,1%
	La2	3.288	3.831	7,3%	5,9%
	PUNT2	486	153	1,1%	0,2%
	T5	7.372	8.553	16,4%	13,2%
	TV3	2.624	3.302	5,8%	5,1%
	TVCAN	1.086	2.192	2,4%	3,4%
	TVE1	5.784	7.064	12,9%	10,9%
	TVM	2.517	3.613	5,6%	5,6%
	<b>TOTAL</b>	<b>44.931</b>	<b>64.952</b>	<b>100,0%</b>	<b>100,0%</b>
<b>Tobacco</b>	Forbidden				

## 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
ALCOHOL - BEER	A3	23.384,04	19.318,73	15,5%	10,0%
	C.SUR	12.040,46	11.395,35	8,0%	5,9%
	C+	3.712,70	7.881,18	2,5%	4,1%
	C2A	-*	-*	-*	-*
	C9	18.012,79	20.659,08	12,0%	10,7%
	CMT	0,00	143,47	0,0%	0,1%
	ETB1	4.786,63	8.438,66	3,2%	4,4%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	23.714,12	27.885,83	15,8%	14,4%
	TV3	13.171,05	24.361,16	8,8%	12,6%
	TVCAN	1.527,17	4.069,51	1,0%	2,1%
	TVE1	23.117,23	37.863,40	15,4%	19,6%
	TVG	3.686,76	4.459,83	2,4%	2,3%
TVM	23.327,75	27.049,18	15,5%	14,0%	
<b>TOTAL</b>	<b>150.480,70</b>	<b>193.525,39</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - WINE & CHAMPAIGN	A3	602,43	1.543,12	6,4%	11,5%
	C.SUR	1.694,86	2.135,18	18,1%	15,9%
	C+	0,00	0,00	0,0%	0,0%
	C2A	-*	-*	-*	-*
	C9	832,28	1.062,42	8,9%	7,9%
	CMT	0,00	356,04	0,0%	2,7%
	ETB1	293,03	124,52	3,1%	0,9%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	2.034,19	2.559,22	21,7%	19,1%
	TV3	289,45	809,96	3,1%	6,0%
	TVCAN	37,16	1,84	0,4%	0,0%
	TVE1	2.288,47	3.855,97	24,4%	28,7%
	TVG	621,78	899,51	6,6%	6,7%
TVM	691,99	73,58	7,4%	0,5%	
<b>TOTAL</b>	<b>9.385,63</b>	<b>13.421,34</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - ALCOHOL MISCELLANY	A3	5.572,59	10.720,71	26,4%	35,9%
	C.SUR	760,15	1.849,28	3,6%	6,2%
	C+	0,00	0,00	0,0%	0,0%
	C2A	-*	-*	-*	-*
	C9	1.048,31	3.760,22	5,0%	12,6%
	CMT	0,00	462,08	0,0%	1,5%
	ETB1	403,36	1.466,78	1,9%	4,9%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	5.565,88	3.428,82	26,3%	11,5%
	TV3	1.528,83	2.983,38	7,2%	10,0%
	TVCAN	844,36	310,86	4,0%	1,0%
	TVE1	3.093,65	1.373,04	14,6%	4,6%
	TVG	404,95	952,61	1,9%	3,2%
TVM	1.904,84	2.576,35	9,0%	8,6%	
<b>TOTAL</b>	<b>21.126,91</b>	<b>29.884,13</b>	<b>100,0%</b>	<b>100,0%</b>	



## 13. Advertising for Specific Products by Channel

TAB13j ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - LIQUORS / SPIRITS	A3	5.106,82	4.568,70	18,7%	20,6%
	C.SUR	776,82	1.630,04	2,8%	7,4%
	C+	0,00	154,24	0,0%	0,7%
	C2A	-*	-*	-*	-*
	C9	275,28	869,01	1,0%	3,9%
	CMT	0,00	122,76	0,0%	0,6%
	ETB1	105,24	0,00	0,4%	0,0%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	17.243,48	11.034,44	63,3%	49,8%
	TV3	747,30	897,47	2,7%	4,0%
	TVCAN	479,73	266,75	1,8%	1,2%
	TVE1	1.583,90	952,01	5,8%	4,3%
	TVG	173,06	160,47	0,6%	0,7%
TVM	770,31	1.521,16	2,8%	6,9%	
<b>TOTAL</b>	<b>27.261,94</b>	<b>22.177,04</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - SPARKLING ALCOHOL AND CIDER	A3	1.430,14	2.922,60	12,0%	20,7%
	C.SUR	228,44	450,32	1,9%	3,2%
	C+	586,59	651,31	4,9%	4,6%
	C2A	-*	-*	-*	-*
	C9	102,94	452,03	0,9%	3,2%
	CMT	0,00	20,70	0,0%	0,1%
	ETB1	338,72	373,38	2,8%	2,6%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	1.969,37	2.695,88	16,5%	19,1%
	TV3	1.568,56	2.066,89	13,2%	14,6%
	TVCAN	198,06	156,17	1,7%	1,1%
	TVE1	4.396,62	2.395,35	36,9%	16,9%
	TVG	326,84	309,20	2,7%	2,2%
TVM	765,47	1.644,30	6,4%	11,6%	
<b>TOTAL</b>	<b>11.911,74</b>	<b>14.138,13</b>	<b>100,0%</b>	<b>100,0%</b>	
Products dedicated to Children	A3	128.628,94	155.671,89	22,9%	24,1%
	C.SUR	22.506,96	26.370,96	4,0%	4,1%
	C+	16.696,92	19.278,87	3,0%	3,0%
	C2A	-*	-*	-*	-*
	C9	12.980,08	17.862,64	2,3%	2,8%
	CMT	0,00	0,00	0,0%	0,0%
	ETB1	9.510,52	11.389,62	1,7%	1,8%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	151.411,90	163.153,62	27,0%	25,2%
	TV3	29.980,43	40.340,82	5,3%	6,2%
	TVCAN	5.924,37	6.025,73	1,1%	0,9%
	TVE1	138.027,10	150.007,24	24,6%	23,2%
	TVG	11.478,97	15.497,31	2,0%	2,4%
TVM	34.631,27	41.331,54	6,2%	6,4%	
<b>TOTAL</b>	<b>561.777,47</b>	<b>646.930,22</b>	<b>100,0%</b>	<b>100,0%</b>	

## 13. Advertising for Specific Products by Channel

TAB13k ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Cleaning Products	A3	53.632,88	53.158,82	20,2%	17,2%
	C.SUR	19.175,73	22.950,75	7,2%	7,4%
	C+	9,92	318,48	0,0%	0,1%
	C2A	-*	-*	-*	-*
	C9	12.649,53	16.594,71	4,8%	5,4%
	CMT	0,00	3.535,45	0,0%	1,1%
	ETB1	9.639,18	11.714,68	3,6%	3,8%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	45.407,41	56.481,01	17,1%	18,3%
	TV3	25.509,03	31.237,03	9,6%	10,1%
	TVCAN	1.702,14	1.177,02	0,6%	0,4%
	TVE1	61.130,70	66.057,20	23,0%	21,4%
TVG	9.887,75	11.911,16	3,7%	3,9%	
TVM	27.405,74	33.195,63	10,3%	10,8%	
	<b>TOTAL</b>	<b>266.149,99</b>	<b>308.331,95</b>	<b>100,0%</b>	<b>100,0%</b>
Cosmetics / Personal Hygiene	A3	164.229,68	207.247,46	23,0%	24,5%
	C.SUR	32.376,14	38.409,30	4,5%	4,5%
	C+	22.766,35	27.613,88	3,2%	3,3%
	C2A	-*	-*	-*	-*
	C9	29.018,06	27.359,19	4,1%	3,2%
	CMT	0,00	6.801,12	0,0%	0,8%
	ETB1	26.342,06	29.178,27	3,7%	3,4%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	154.777,41	177.065,28	21,7%	20,9%
	TV3	47.898,15	53.645,92	6,7%	6,3%
	TVCAN	5.216,95	5.782,14	0,7%	0,7%
	TVE1	149.979,97	182.564,79	21,0%	21,6%
TVG	17.188,18	20.849,73	2,4%	2,5%	
TVM	63.881,52	69.556,91	9,0%	8,2%	
	<b>TOTAL</b>	<b>713.674,45</b>	<b>846.073,98</b>	<b>100,0%</b>	<b>100,0%</b>
Food (excl. drinks)	A3	219.949,34	239.653,70	21,7%	20,9%
	C.SUR	55.713,89	73.646,21	5,5%	6,4%
	C+	9.921,52	7.550,61	1,0%	0,7%
	C2A	-*	-*	-*	-*
	C9	39.990,62	42.712,48	3,9%	3,7%
	CMT	0,00	4.564,40	0,0%	0,4%
	ETB1	24.764,27	33.947,76	2,4%	3,0%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	241.695,83	238.389,88	23,8%	20,8%
	TV3	81.901,60	108.282,00	8,1%	9,4%
	TVCAN	10.491,51	13.890,29	1,0%	1,2%
	TVE1	229.139,85	248.826,76	22,6%	21,7%
TVG	28.825,45	35.599,23	2,8%	3,1%	
TVM	73.363,86	100.781,16	7,2%	8,8%	
	<b>TOTAL</b>	<b>1.015.757,72</b>	<b>1.147.844,46</b>	<b>100,0%</b>	<b>100,0%</b>

## 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
Non Prescription Medical Products	A3	28.843,59	32.210,99	19,9%	17,0%
	C.SUR	7.320,49	12.547,73	5,0%	6,6%
	C+	1.039,38	2.460,50	0,7%	1,3%
	C2A	-*	-*	-*	-*
	C9	4.979,39	8.594,73	3,4%	4,5%
	CMT	0,00	1.499,72	0,0%	0,8%
	ETB1	3.653,50	6.225,35	2,5%	3,3%
	ETB2	-*	-*	-*	-*
	K3-33	-*	-*	-*	-*
	La2	-*	-*	-*	-*
	PUNT2	-*	-*	-*	-*
	T5	34.188,41	36.760,14	23,6%	19,5%
	TV3	11.319,78	17.858,36	7,8%	9,4%
	TVCAN	1.253,09	1.729,15	0,9%	0,9%
	TVE1	35.822,51	41.941,34	24,7%	22,2%
	TVM	3.689,14	6.069,76	2,5%	3,2%
	<b>TOTAL</b>	<b>144.969,91</b>	<b>188.994,29</b>	<b>100,0%</b>	<b>100,0%</b>
Tobacco	Forbidden				

## Comments about Specific Products

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- A number of brands cover children-oriented advertising :
  - Child food
  - Cookies
  - Ice creams
  - Cereal
  - Isotonic drinks
  - Soft drinks
  - Education
  - Games and toys
  - Leisure Parks
  - Videogames
  - Hygiene
- Totally forbidden: TOBACCO, ALCOHOL >20°, pharmaceutical products with medical prescription, political advertisers (not regulated by Electoral Law)
- Alcohol specifications :
  - a) No appearance of persons <18, cannot be dedicated to <18 people
  - b) No connection between drinking alcohol and success (physical, being funnier..., etc...)
  - c) No invitation to drink in an excessive way
- For the alcohol <20°, channels are totally free to place the spots wherever they want to, except for children programmes but some channels auto-regulate. No alcohol could be advertised before evening.
- \* Comments on Gross Adv. Spendings
  - The public channels (both national and regional) contain 2 different channels (for example TVE1 and La2, ETB1 and ETB2, Canal Sur and C2A, etc). A split is possible for audience, duration and insertion data but not for advertising investment data where it is impossible to separate the "first" and the "second" channel. That explains why, for example, there are no advertising investment figures for La2. These were added to TVE1 figures and appear in a single figure. This is the case for all regions having more than one channel. Regional disconnections are not included
- Drinks are excluded from the category "foods".