
Radio Spain

4.1. General Indicators

Number of subscriptions or connections based on total population

| (000) | 1996 | 1997 | 1998 | 1999 | 2000 | 2001* |
|-----------------------|--------|--------|--------|--------|--------|--------|
| All population | 39.270 | 39.328 | 39.410 | 39.517 | 39.655 | 39.929 |
| Universe 15+ | 33.794 | 33.985 | 34.132 | 34.498 | 34.734 | 34.818 |
| Ser | 4.150 | 4.010 | 3.776 | 3.875 | 4.065 | 3.874 |
| Cope | 3.132 | 2.991 | 2.822 | 2.530 | 2.700 | 1.519 |
| ..C40 | 2.692 | 2.491 | 2.345 | 2.535 | 2.240 | 2.611 |
| Onda Cero | 2.230 | 1.880 | 1.593 | 1.619 | 1.784 | 2.291 |
| Rne R1 | 1.845 | 1.552 | 1.658 | 1.768 | 1.925 | 1.665 |
| ..Dial | 1.707 | 1.704 | 1.695 | 1.614 | 1.547 | 1.425 |

4.2. Advertising categories

Advertising Category :

Definitions in your country

| | Define every advertising mode listed (precise if not allowed or not existing) | For these action modes, does your market have measurements.. | |
|---------------------------|--|--|------------------------------|
| | | <u>... for audiences ?</u> | <u>... for investments ?</u> |
| Commercial spots : | All advertising is clasified the same way in Radio, there are no standard categories | No | Yes |

4.3. General information by channel

About Radio Stations

Type of broadcast during 1996-2001

| | Status | Names | Station Type |
|-----------------------------------|---------|-------------------|--------------|
| | | | |
| Domestic Radios (national) | Public | Rne R1 | Talk (70%) |
| | Public | R5 tn | Talk (70%) |
| | Public | Rne R3 | Talk (70%) |
| | Public | Radio Clasica | Music (70%) |
| | Public | Rne | Talk (70%) |
| | Private | Ser | Talk (70%) |
| | Private | Cope | Talk (70%) |
| | Private | Onda Cero | Talk (70%) |
| | Private | Radio Voz | Talk (70%) |
| | Private | Dial | Music (70%) |
| | Private | C40 | Music (70%) |
| | Private | C100 | Music (70%) |
| | Private | M80 | Music (70%) |
| | Private | Radio Olé | Music (70%) |
| | Private | Melodía | Music (70%) |
| | Private | Top Radio España | Music (70%) |
| | Private | Europa FM | Music (70%) |
| | Private | Sinfo Radio | Music (70%) |
| | Private | Musical Onda Cero | Music (70%) |
| | Private | Onda 10 | |
| Private | ECCA | | |

About Radio Stations

Type of broadcast during 1996-2001

| | Status | Names | Station Type |
|-----------------|---------|-----------------------|--------------|
| Regional Radios | Public | Catalunya Radio | Talk (70%) |
| | Public | Sur Radio | Talk (70%) |
| | Public | Radio Galega | Talk (70%) |
| | Public | Radio Euskadi | Talk (70%) |
| | Public | Radio 9 | Talk (70%) |
| | Public | Catalunya Informacion | Talk (70%) |
| | Public | Andalucía Información | Talk (70%) |
| | Public | Herri Irratia | Talk (70%) |
| | Public | Euskadi Gaztea 1-2 | Talk (70%) |
| | Public | Fórmula 1 | Talk (70%) |
| | Public | Cataluña Música | Music (70%) |
| | Public | Rac 105 | Talk (70%) |
| | Private | O Rambla | Talk (70%) |
| | Private | Flaix | Talk (70%) |
| | Private | Com Radio | Talk (70%) |
| | Private | Ona Música | Music (70%) |
| | Private | Radio RM | Talk (70%) |
| | Private | Radio Estel | Talk (70%) |
| | Private | RKOR | Talk (70%) |
| Private | Surco | Talk (70%) | |

About Radio Stations

Type of broadcast during 1996-2001

| | Names | Transmission Mode | Main Reception | Numerical Services on Program Level | Numerical Services on Commercial Level |
|----------------------------|-------------------|-------------------|----------------|-------------------------------------|--|
| Domestic Radios (national) | Rne R1 | AM | Radio | Yes | No |
| | R5 tn | AM | Radio | Yes | No |
| | Rne R3 | AM | Radio | Yes | No |
| | Radio Clasica | AM | Radio | Yes | No |
| | Rne | AM | Radio | Yes | No |
| | Ser | AM | Radio | Yes | No |
| | Cope | AM | Radio | Yes | No |
| | Onda Cero | AM | Radio | Yes | No |
| | Radio Voz | AM | Radio | Yes | No |
| | Dial | AM | Radio | Yes | No |
| | C40 | FM | Radio | Yes | No |
| | C100 | FM | Radio | Yes | No |
| | M80 | FM | Radio | Yes | No |
| | Radio Olé | FM | Radio | Yes | No |
| | Melodía | FM | Radio | Yes | No |
| | Top Radio España | FM | Radio | Yes | No |
| | Europa FM | FM | Radio | Yes | No |
| | Sinfo Radio | FM | Radio | Yes | No |
| | Musical Onda Cero | FM | Radio | Yes | No |
| | Onda 10 | FM | Radio | Yes | No |
| ECCA | FM | Radio | Yes | No | |

About Radio Stations

Type of broadcast during 1996-2001

| | Names | Transmission Mode | Main Reception | Numerical Services on Program Level | Numerical Services on Commercial Level |
|-----------------|-----------------------|-------------------|----------------|-------------------------------------|--|
| Regional Radios | Catalunya Radio | AM | Radio | Yes | No |
| | Sur Radio | AM | Radio | Yes | No |
| | Radio Galega | AM | Radio | Yes | No |
| | Radio Euskadi | AM | Radio | Yes | No |
| | Radio 9 | AM | Radio | Yes | No |
| | Catalunya Informacion | AM | Radio | Yes | No |
| | Andalucía Información | AM | Radio | Yes | No |
| | Herri Irratia | AM | Radio | Yes | No |
| | Euskadi Gaztea 1-2 | AM | Radio | Yes | No |
| | Fórmula 1 | AM | Radio | Yes | No |
| | Cataluña Música | AM | Radio | Yes | No |
| | Rac 105 | AM | Radio | Yes | No |
| | O Rambla | AM | Radio | Yes | No |
| | Flaix | AM | Radio | Yes | No |
| | Com Radio | AM | Radio | Yes | No |
| | Ona Música | AM | Radio | Yes | No |
| | Radio RM | AM | Radio | Yes | No |
| | Radio Estel | AM | Radio | Yes | No |
| | RKOR | AM | Radio | Yes | No |
| | Surco | AM | Radio | Yes | No |

Shareholding

The more important radio channels

| COMPANY | SHAREHOLDING | SHAREHOLDING |
|--|--|-----------------------|
| SOCIEDAD ESPAÑOLA DE RADIOFUSIÓN ESPAÑOLA | Promotora de informaciones S.A. | 100,0% |
| | Promotora de publicaciones S.A. | 0,0% |
| PROMOTORA DE TV Y RADIO | Antena 3 de Radio S.A. | 90,0% |
| | Platrieva S.A. | 0,9% |
| ONDA MUSICAL S.A. | Antena 3 de Radio S.A. | 49,0% |
| | Platrieva S.A. | 34,3% |
| | Inversiones Godo S.A. | 16,7% |
| RADIO POPULAR S.A. | Conferencia Episcopal Española | 45,7% |
| | Caja de Ahorros y Monte de Piedad de Córdoba | 5,0% |
| | Diario de Navarra S.A. | 5,0% |
| | Planeta 2010 S.L. | 4,5% |
| | E-media Punto Radio S-A. | 4,0% |
| | Grupo de Correo de Comunicación Sociedad Anónima | 4,0% |
| | Viana SPE S.L. | 3,0% |
| | Sdad Estatal de Participaciones Patrimoniales S.A. | 2,4% |
| | Personal de Radio Popular | 0,5% |
| | Caja de Ahorros de Santander y Cantabria | 6,9% |
| | UNIPREX SA. | Telefónica Media S.A. |
| INTERECONOMIA CORPORATION S.L | This company is S.L. (Limited Society) and therefore this company haven't shareholding | |

Shareholding

The more important radio channels

Comments:

- Cadena Ser, Cadena 40 and Cadena Dial belongs to **SOCIEDAD ESPAÑOLA DE RADIOFUSIÓN ESPAÑOLA**
- Cadena M-80 belongs to **PROMOTORA DE TV Y RADIO S.A.**
- Cadena Radiolé belongs to **ONDA MUSICAL S.A.**
- Cadena Cope and Cadena 100 belongs to **RADIO POPULAR S.A.**
- Cadena Onda Cero, Cadena Onda Cero SA, Cadena Europa, Cadena Voz belongs to **UNIPREX SA.**
- Cadena Interconomía belongs **INTERECONOMIA CORPORATION S.L**
- The regional channels (Telemadrid, Catalunya Radio, Canal Sur, Radio 9, Radio Galega, Onda Murcia, Euskadi Irratia) belong to their local region goverment.

4.4. Commercial Offer

Commercial Offer in 2001

| In EURO | Name of Radios | Average Rates in 2001* - All Day - base 30 sec. - Euro only please |
|----------------------------|------------------------------------|--|
| | | Commercial Spots |
| Domestic Radios (national) | Rne R1 | No advertising |
| | R5 tn | No advertising |
| | Rne R3 | No advertising |
| | Radio Clasica | No advertising |
| | Rne | No Comercial |
| | Ser | 5.120,00 |
| | Cope | 3.518,00 |
| | Onda Cero | 3.763,30 |
| | Radio Voz | This station doesn't exist anymore |
| | Dial | 2.200,00 |
| | C40 | 3.355,00 |
| | C100 | 1.710,00 |
| | M80 | 1.200,00 |
| | Radio Olé | 740,00 |
| | Melodía | This station doesn't exist anymore |
| | R. Intereconomia | 1.070,00 |
| | Europa FM | 949,05 |
| | Sinfo Radio | This station doesn't exist anymore |
| Musical Onda Cero | 721,20 | |
| Onda 10 | This station doesn't exist anymore | |
| ECCA | No advertising | |

Commercial Offer in 2001

| In EURO | Name of Radios | Average Rates in 2001* - All Day - base 30 sec. - Euro only please |
|-----------------|------------------------------------|--|
| | | Commercial Spots |
| Regional Radios | Catalunya Radio | 480 |
| | Sur Radio | 360 |
| | Radio Galega | 137 |
| | Radio Euskadi | 174,5 |
| | Radio 9 | 63 |
| | Top Radio Madrid | 180,30 |
| | Catalunya Informacion | 264,00 |
| | Andalucía Información | This station doesn't exist anymore |
| | Herri Irratia | 57,75 |
| | Euskadi Gaztea 1-2 | 42,00 |
| | Canal Fiesta | 117,80 |
| | Cataluña Música | 144,00 |
| | Rac 105 | 173,30 |
| | O Rambla | 576,91 |
| | Flaix | 624,00 |
| | Com Radio | 330,00 |
| | Ona Catalana | 336,00 |
| | Ona Música | 257,80 |
| | Radio RM | This station doesn't exist anymore |
| | Radio Estel | 30,05 |
| RKOR | This station doesn't exist anymore | |
| Surco | This station doesn't exist anymore | |

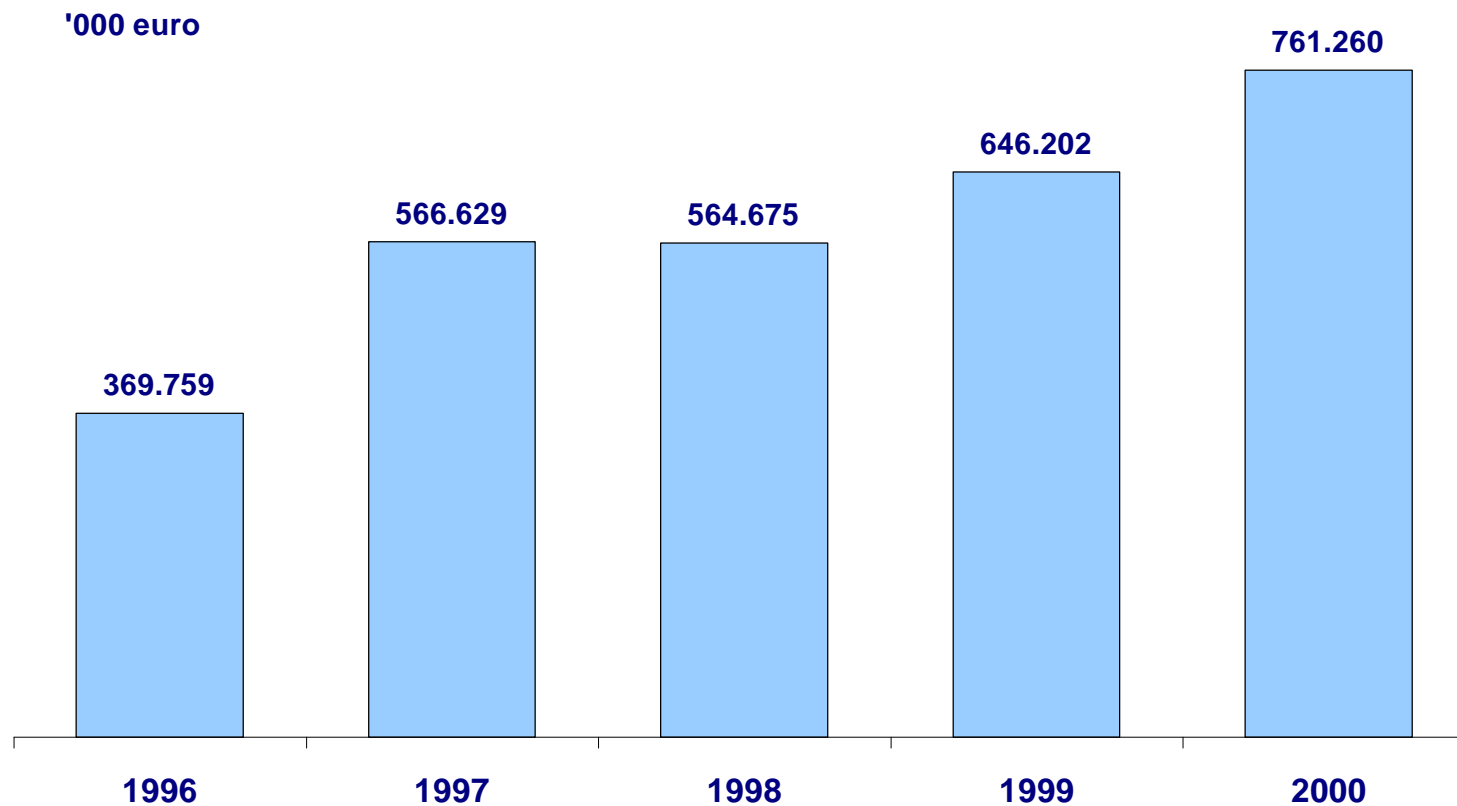
4.5. Audiences

Comments : Radio isn't measured in Spain speaking of audience

4.6. Media Investment

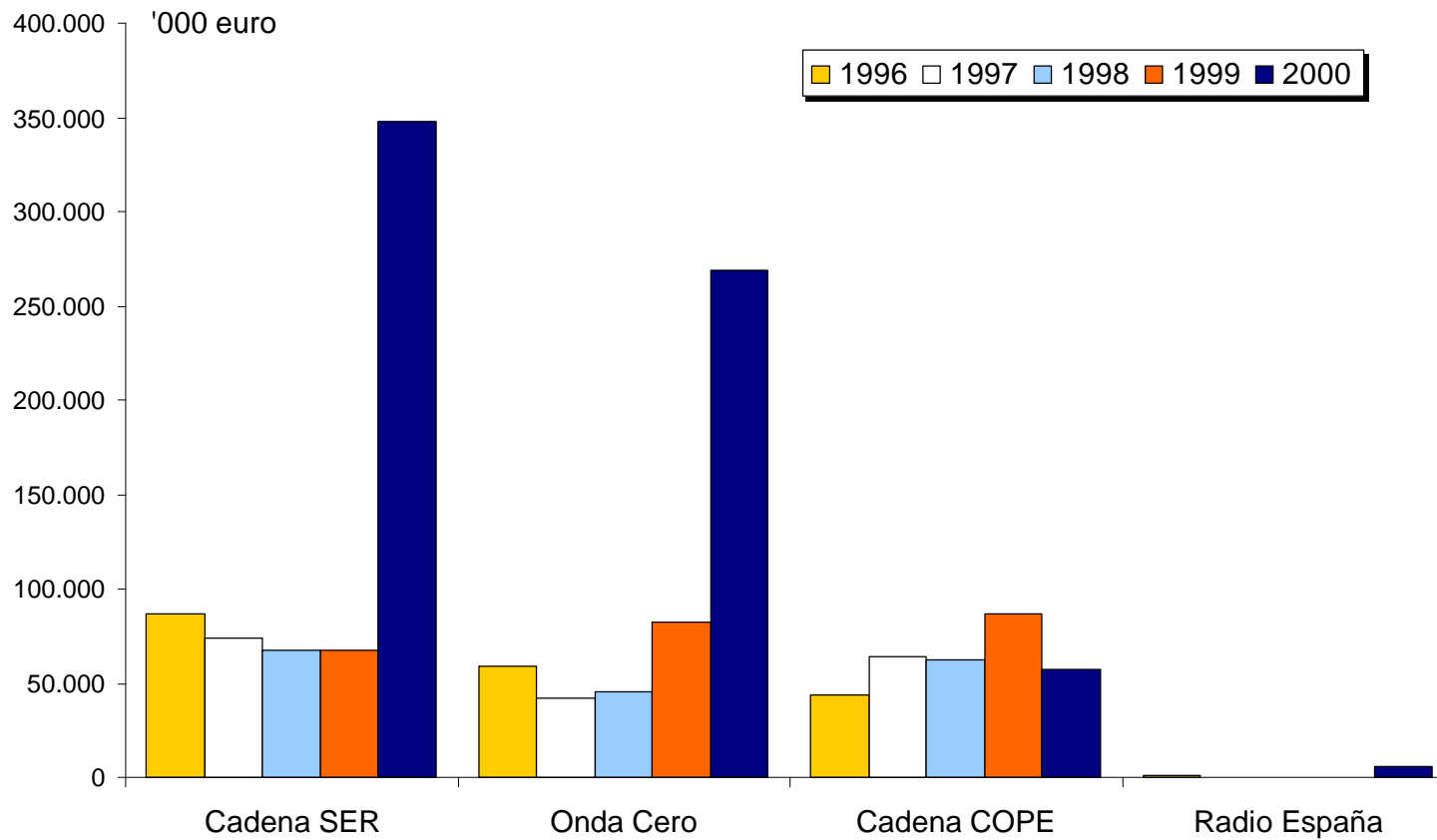
Media Investment

Total Radio by Year - €



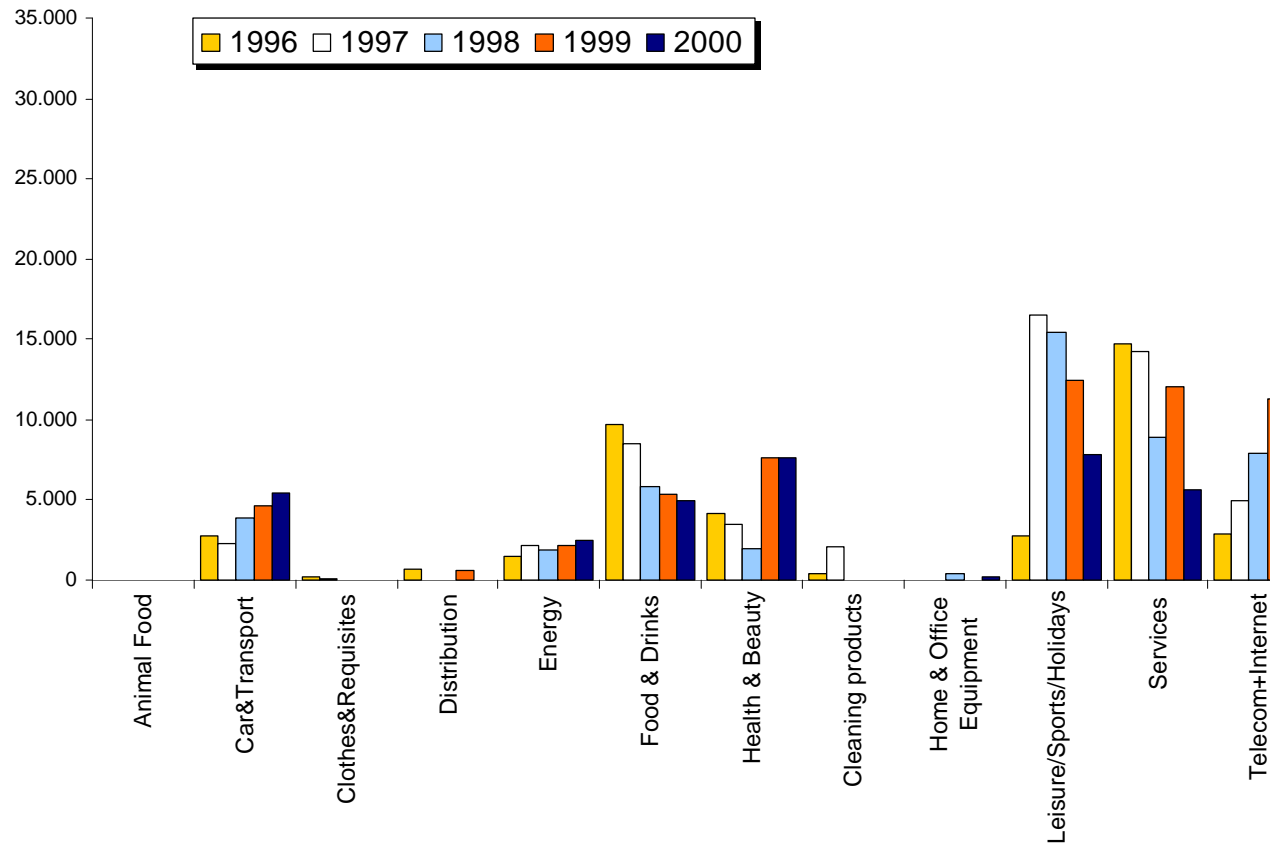
Comment : Total Radio by Sector is not available

Media Investment By Main Channels - €



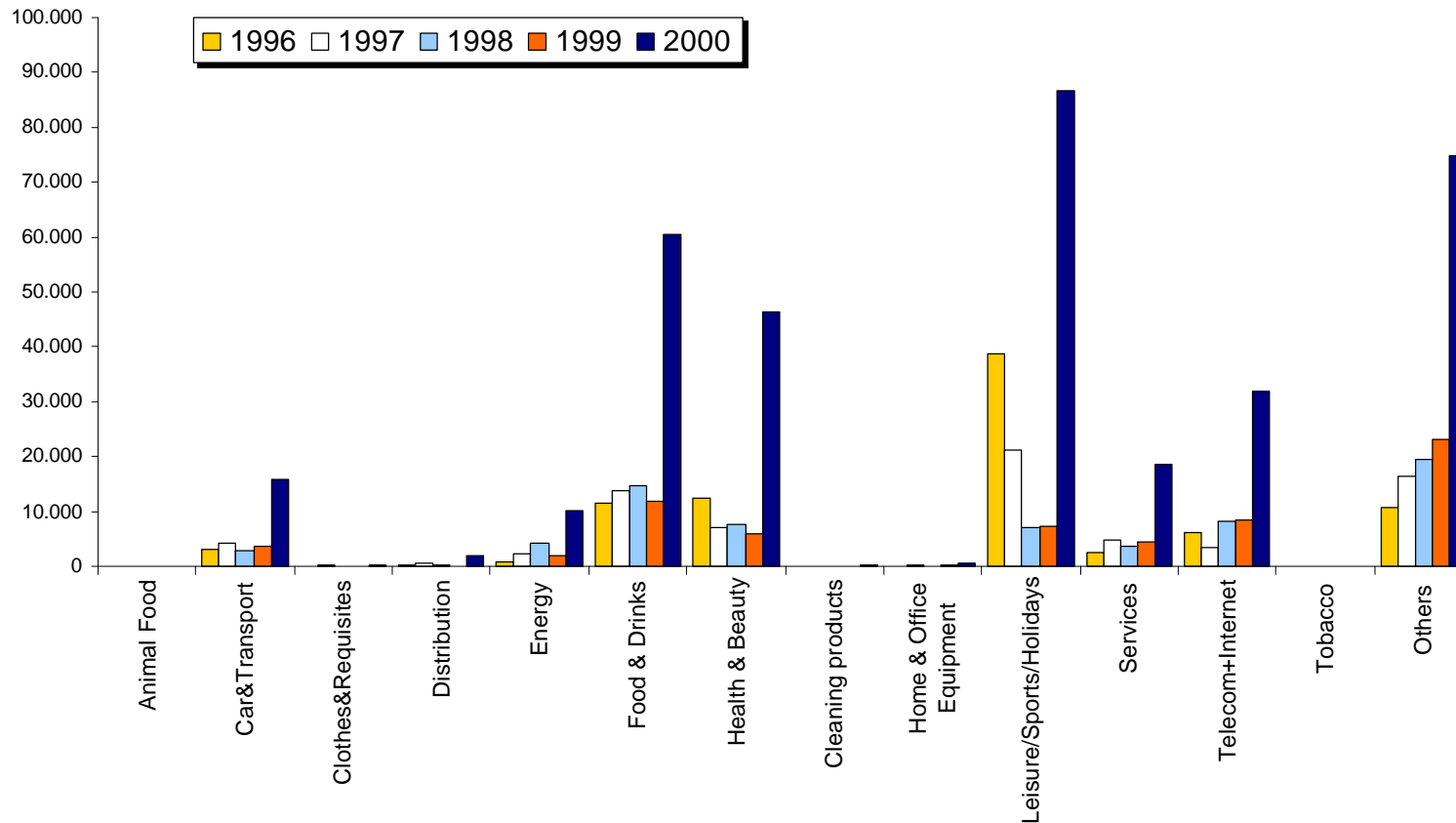
Media Investment

Cadena COPE



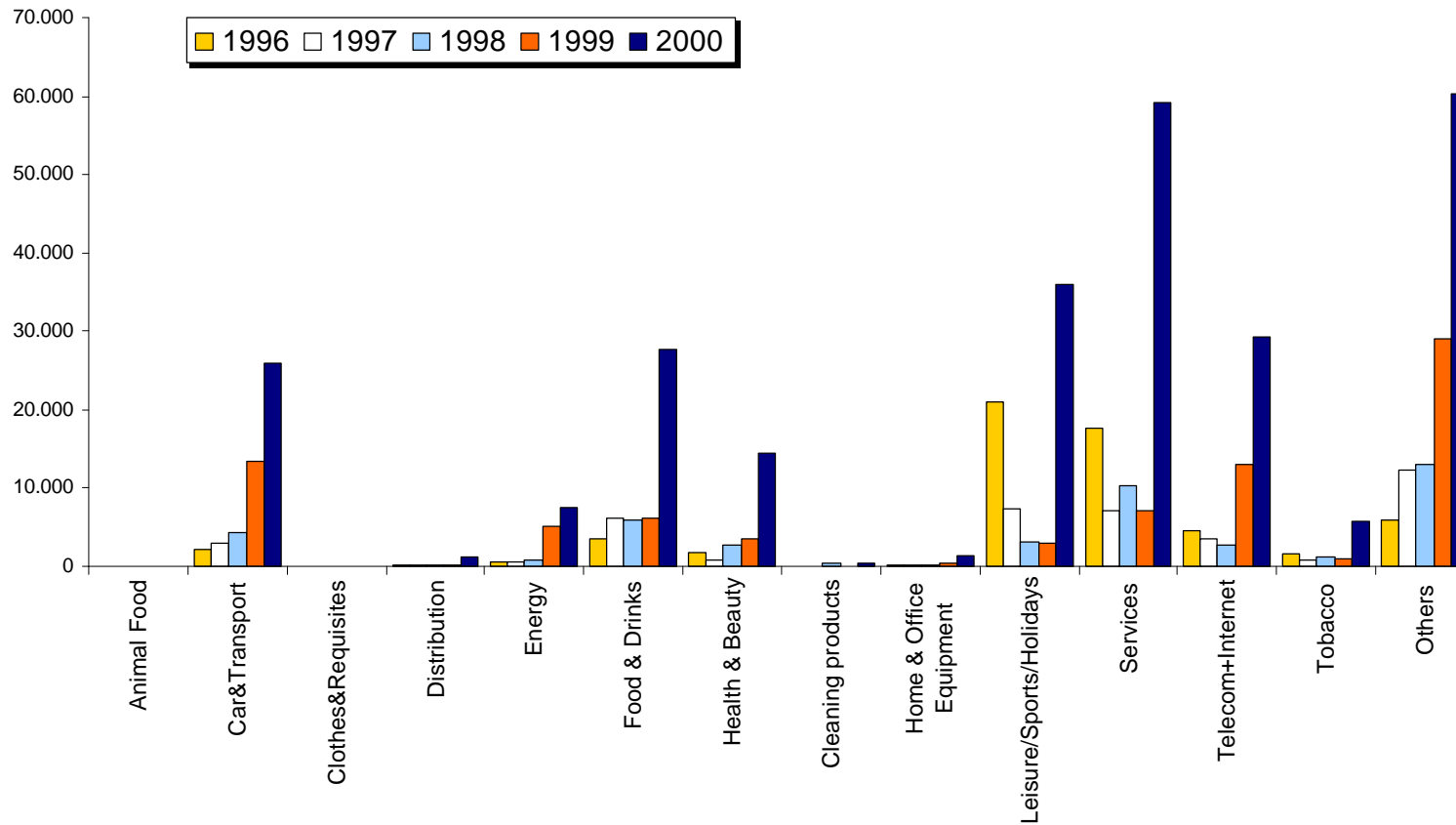
Media Investment

Cadena SER



Media Investment

Onda Cero



Media Investment Radio España

