
TV Denmark

3.1. General indicators

Denmark - TV

Number of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001
Tot. Inhabit. (000)	5.251	5.275	5295	5314	5330	5249
Universe 6+ (000)	4.833	4.857	4.866	4.869	4.858	4.907
TV Households	2.300	2.342	2.300	2.350	2.349	n.a.
Cab. Sub.	1.200	1.200	900	747	747	n.a.
Satellite	300	400	600	992	991	n.a.

3.2. Advertising categories

Advertising Category :

Danish Definitions - TV

	Does this advertising category exist in your country ?	Is it used in your country ?	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Spots :	Yes	Yes	Normal TV ad	30 sec
Billboard Spots :	Yes	Yes	Short spot in the beginning and the end of a program.	5 sec / non moving picture
Sponsoring Spots :	Yes	Yes	Short spot in the beginning and the end of a program.	
Channel Self Promotion Program :	Yes	Yes	A program about future programs	10 min
Commercial Self Promotion Spots (trailers) :	Yes	Yes	Sponsoring ad of a channel through channel itself or an other one (in the same salehouse) in order to promote image or special action	10 sec
TV Shopping Programs :	Yes	Yes	programs where you can call a number and order different products usally lasting half an hour	
TV Shopping Spots :	Yes	No	Spots with a number you can call to order a product or service	30 sec
Direct Response TV Spots :	Yes	Yes	Spots whit a number you can call to order a product or service	30 sec
Inserts or Product Placement Program :	Yes	No	Presence and/or demonstration of a product or service in a program	
Inserts or Product Placement Spots :	Yes	Yes	Sponsoring of a program branding	

Advertising Category : TV Measurement

	Are they measured...		Value definition mode ?	Could you give an estimation of the % of the total TV investments that this ad category
	... for audience ?	... for investment ?		
Commercial Spots :	Yes	Yes	100% gross	95%
Billboard Spots :	Yes	Yes	35% of commercial	less than 1%
Sponsoring Spots :	Yes	Yes	35% of commercial	4%
Channel Self Promotion Program :	Yes	No	is almost never used	less than 1%
Commercial Self Promotion Spots (trailers) :	Yes	No	10% of commercial	less than 1%
TV Shopping Programs :	Yes	No	none	less than 1%
TV Shopping Spots :	Yes	No	As commercial spots	less than 1%
Direct Response TV Spots :	Yes	No	As commercial spots	less than 1%
Inserts or Product Placement Program :	Yes	No	none	less than 1%
Inserts or Product Placement Spots :	Yes	No	none	less than 1%

TV Denmark

3.3. General information per channel

Types of broadcast - 1995-2001 (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Public - general interest channel	DR1	1951		General Interest
	Public - general interest channel	DR2	1996		General Interest
	Private - general interest channel	TV2	1988		General Interest
	Private - general interest channel	TV2 Zulu	2000		General Interest
	Private - general interest channel	TV3	1996		General Interest
	Private - general interest channel	TV3+	1996		General Interest
	Private - general interest channel	TVD1	2000		General Interest
	Private - general interest channel	TVD2	1997		General Interest
	Private - general interest channel				

Types of broadcast - 1995-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Private - general interest channel	TV2 Regional	1988		General Interest
	Private - general interest channel	TVD Regional	1997		General Interest

Types of broadcast in 2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pan European	Private - thematic channel	Discovery			General Interest
	Private - thematic channel	MTV			Entertainment (incl. Modern Music)
	Private - general interest channel	CNN			Information
	Private - general interest channel	BBC Prime			Information
	Private - thematic channel	Eurosport			Sports
	Private - thematic channel	TNT / Cartoon			Children
	Private - thematic channel	Animal Planet			General Interest
	Private - thematic channel	Nat. Geographic			General Interest

Types of broadcast in 2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Overflow	Public - general interest channel	SVT 1			General Interest
	Public - general interest channel	SVT 2			General Interest
	Public - general interest channel	TV 4			General Interest
	Public - general interest channel	NRK 1			General Interest
	Public - general interest channel	TV 2			General Interest
	Private - general interest channel	TV 3			General Interest
	Public - general interest channel	ARD			General Interest
	Public - general interest channel	ZDF			General Interest
	Public - general interest channel	N 3			General Interest
	Private - general interest channel	RTL			General Interest
	Private - general interest channel	SAT 1			General Interest

Types of broadcast in 2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pay TV and Digital Packages	Private - thematic channel	TV 1000	1992		General Interest
	Private - thematic channel	Canal +	1998		General Interest

Types of broadcast - 1995-2001

Domestic Channels

	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
DR1	Analogical	Hertzian	Hertzian	Cable, Sattelite
DR2	Analogical	TV Cable	Cable	Sattelite
TV2	Analogical	Hertzian	Hertzian	Cable, Sattelite
TV2 Zulu	Analogical	Satellite	Satellite dishes	Cable,
TV3	Analogical	Satellite	Satellite dishes	Cable,
TV3+	Analogical	Satellite	Satellite dishes	Cable
TVD1	Analogical	Satellite	Satellite dishes	Cable
TVD2	Analogical	TV Cable	Cable	Sattelite

Types of broadcast in 2001

Pan-European channels

	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
Discovery				Cable, Sattelite
MTV				Cable, Sattelite
CNN				Cable, Sattelite
BBC Prime				Cable, Sattelite
Eurosport				Cable, Sattelite
TNT / Cartoon				Cable, Sattelite
Animal Planet				Cable, Sattelite
Nat. Geographic				Cable, Sattelite

Types of broadcast in 2001

Overspilling Channels

	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
SVT 1			Hertzian	Cable
SVT 2			Hertzian	Cable
TV 4			Hertzian	Cable, Sattelite
NRK 1			Hertzian	Cable
TV 2			Hertzian	Cable
TV 3			Hertzian	Cable
ARD			Hertzian	Cable, Sattelite
ZDF			Hertzian	Cable, Sattelite
N 3			Hertzian	Cable, Sattelite
RTL			Hertzian	Cable
SAT 1			Hertzian	Cable

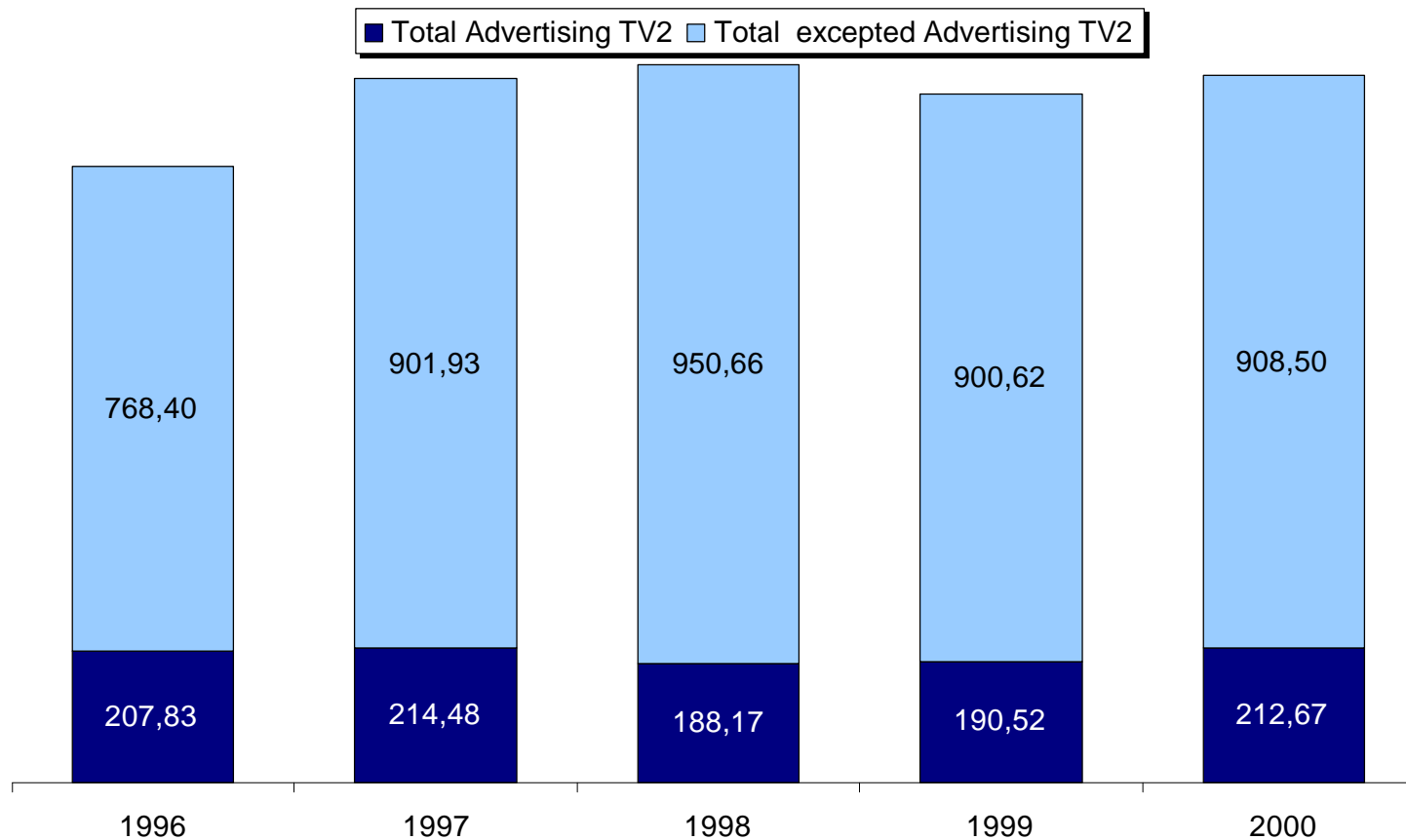
Types of broadcast in 2001

Pay TV and Digital Packages

	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
TV 1000				Cable, Sattelite
Canal +				Cable, Sattelite

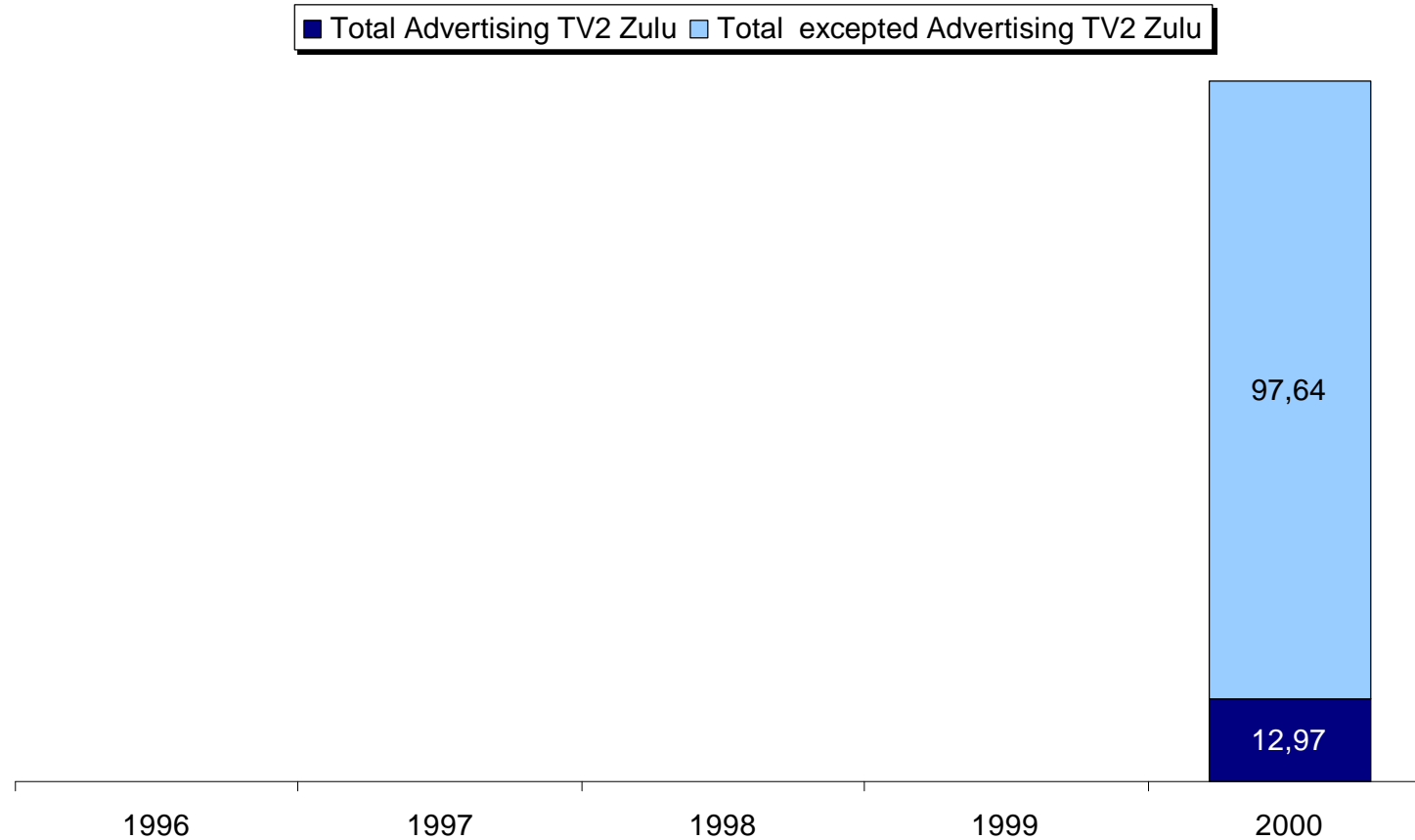
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV2



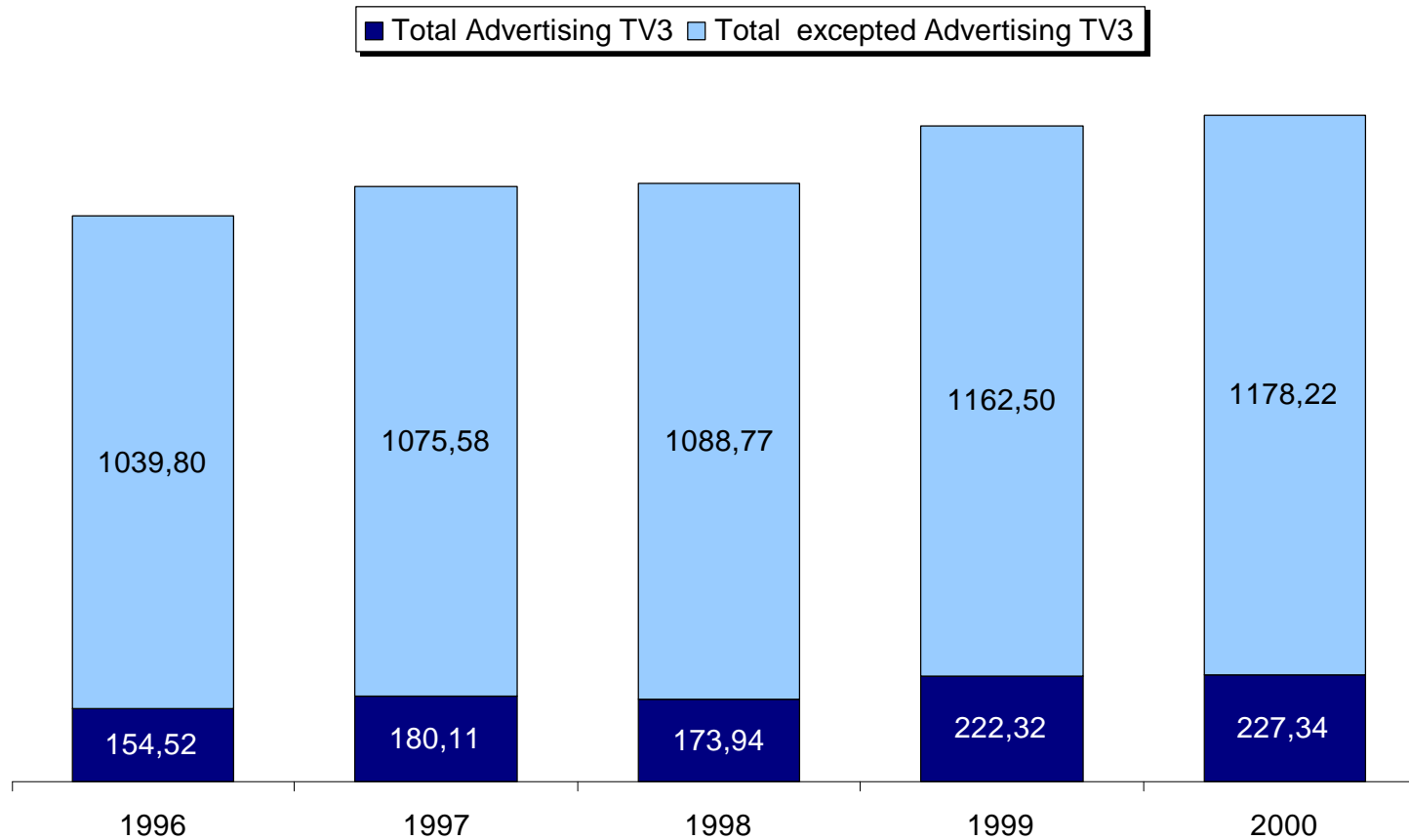
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV2 Zulu



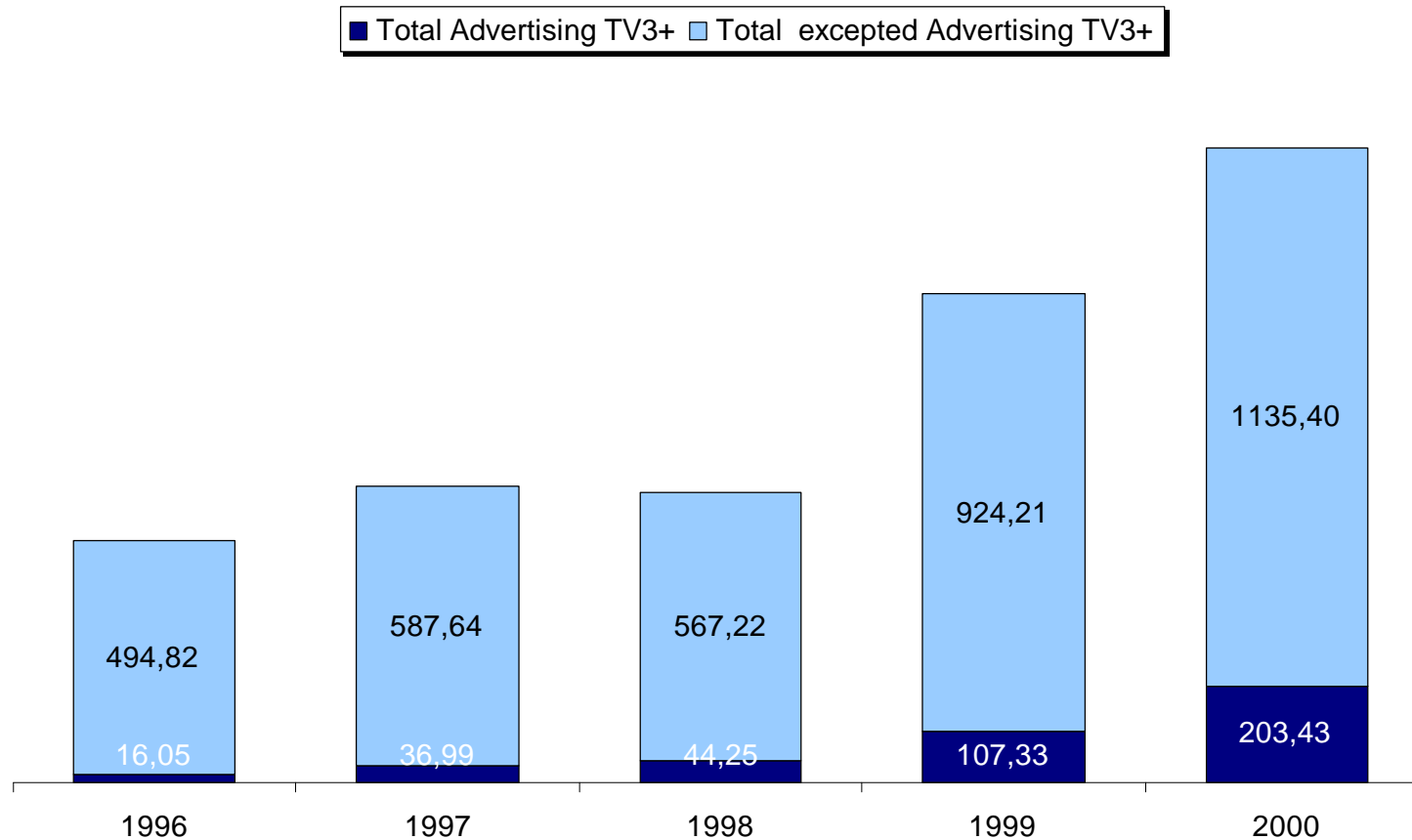
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV3



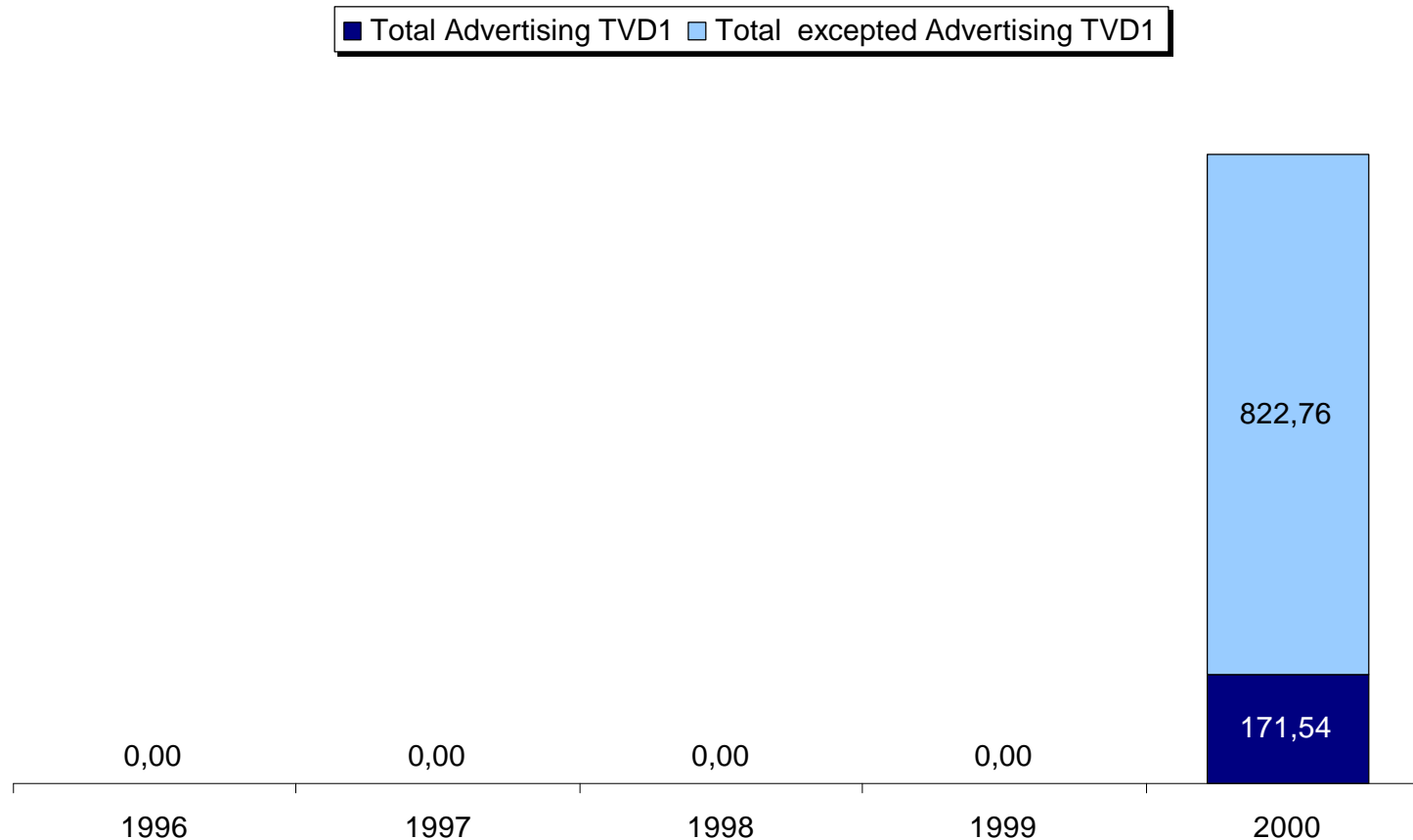
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV3+



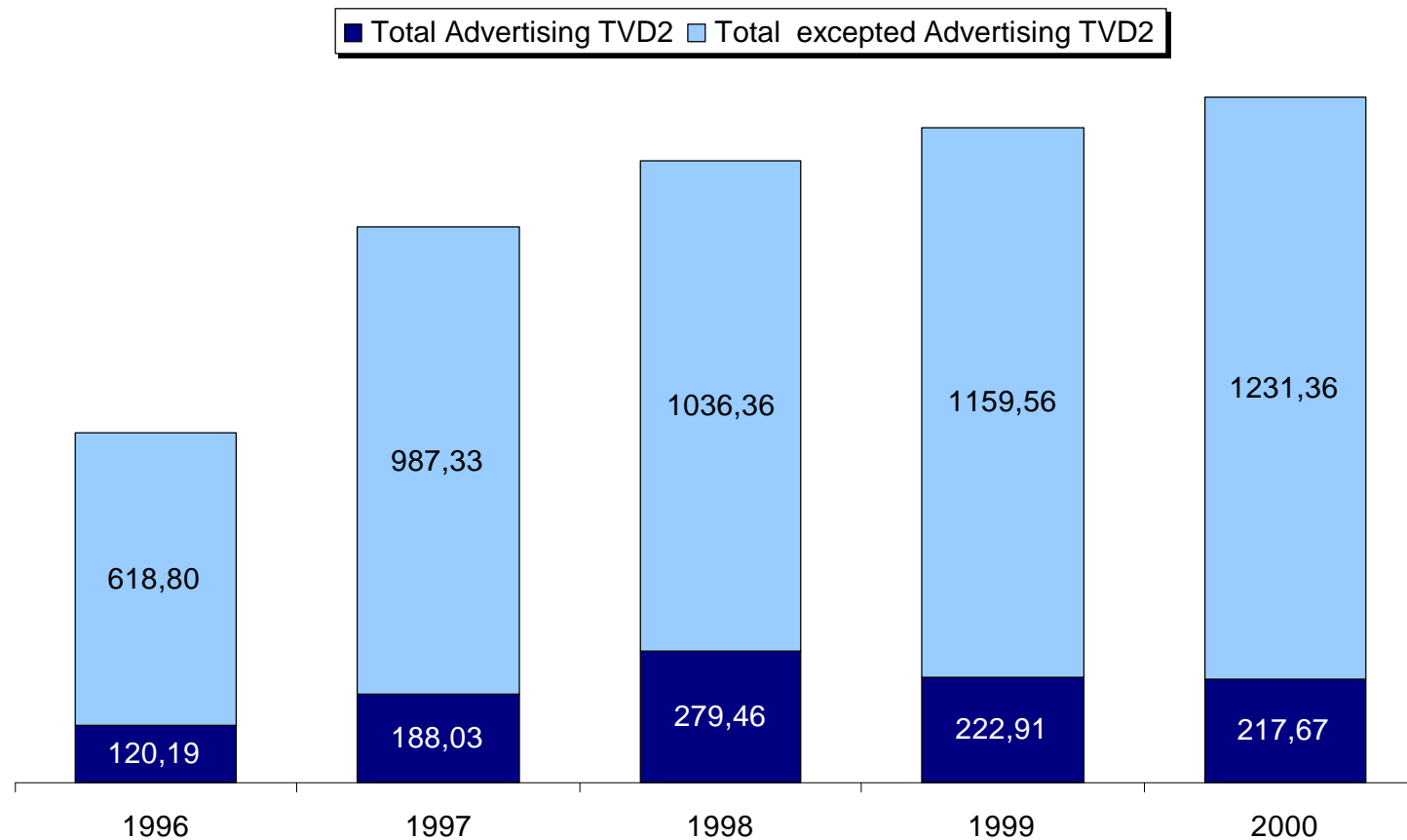
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV2



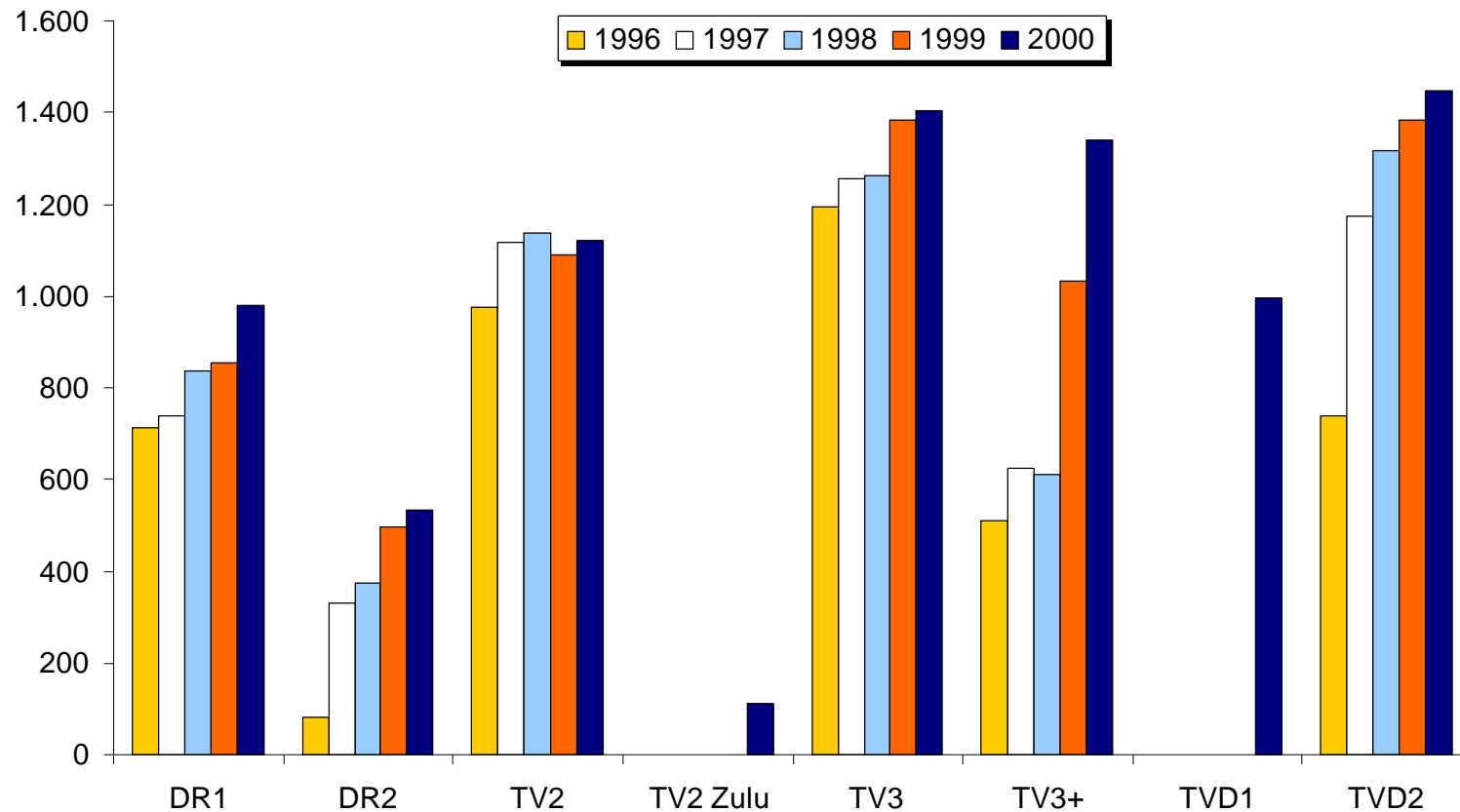
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - TV2

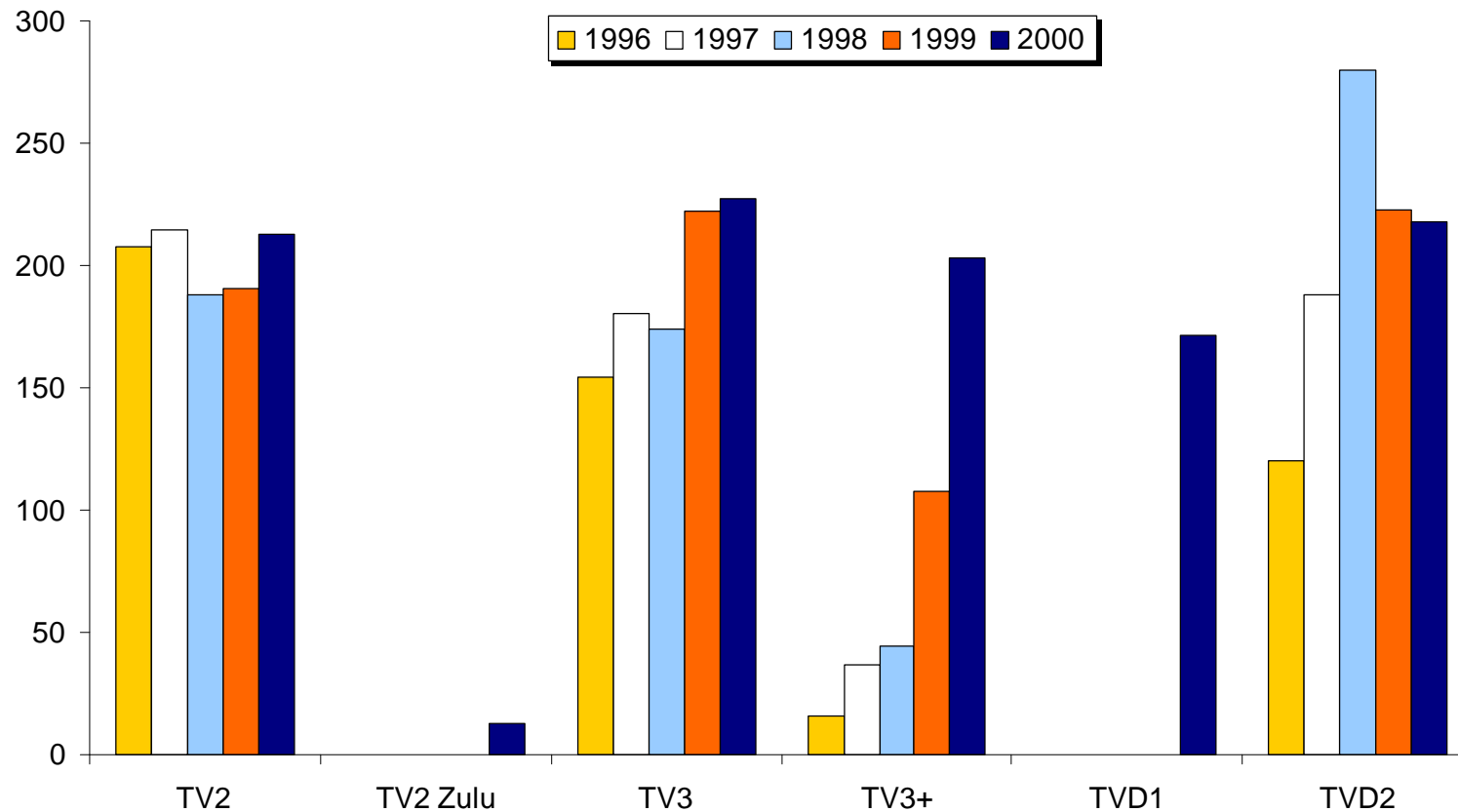


Avg Broadcast duration / day in number of minutes

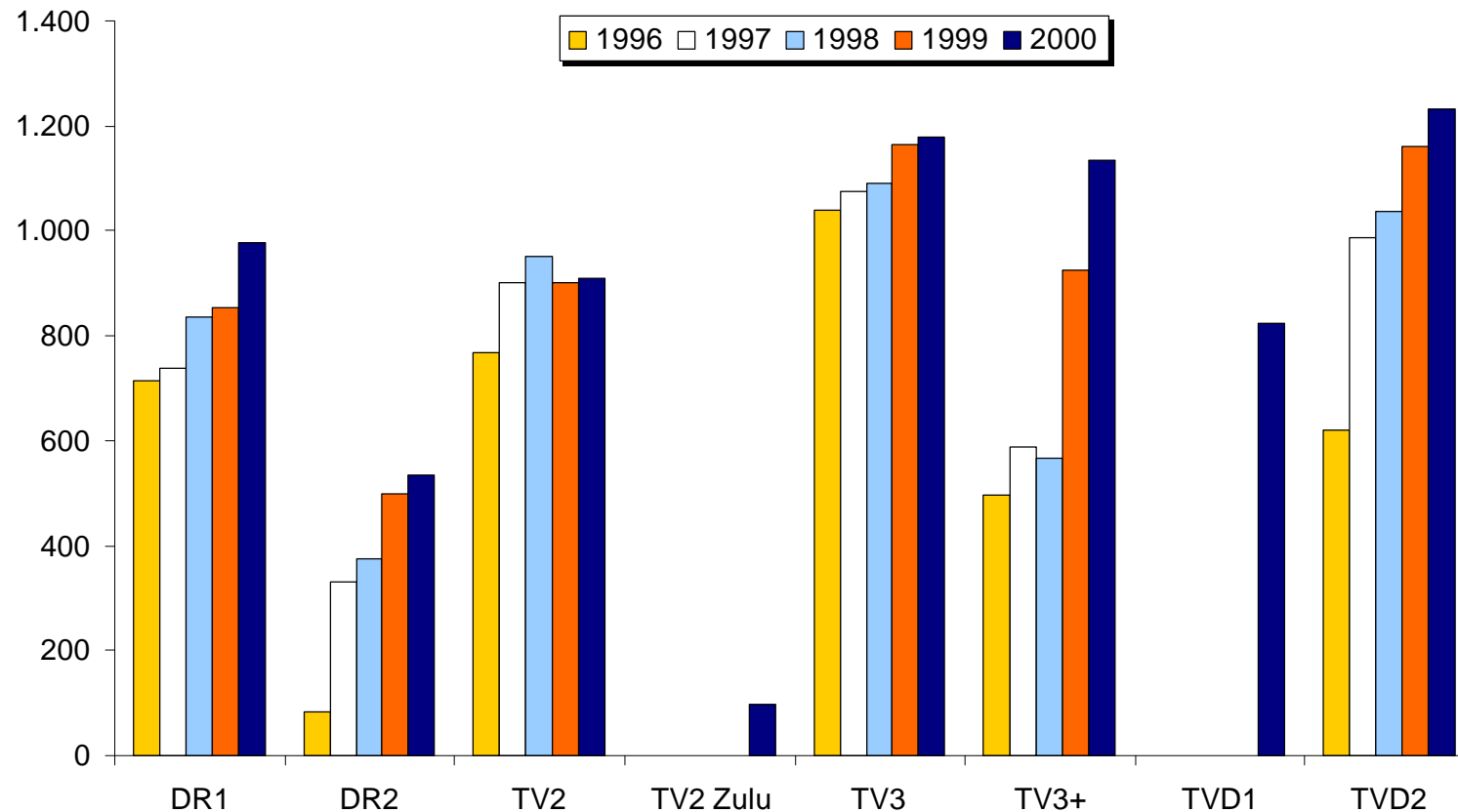
All broadcast incl. advertising



Avg Broadcast duration / day in number of minutes Total advertising

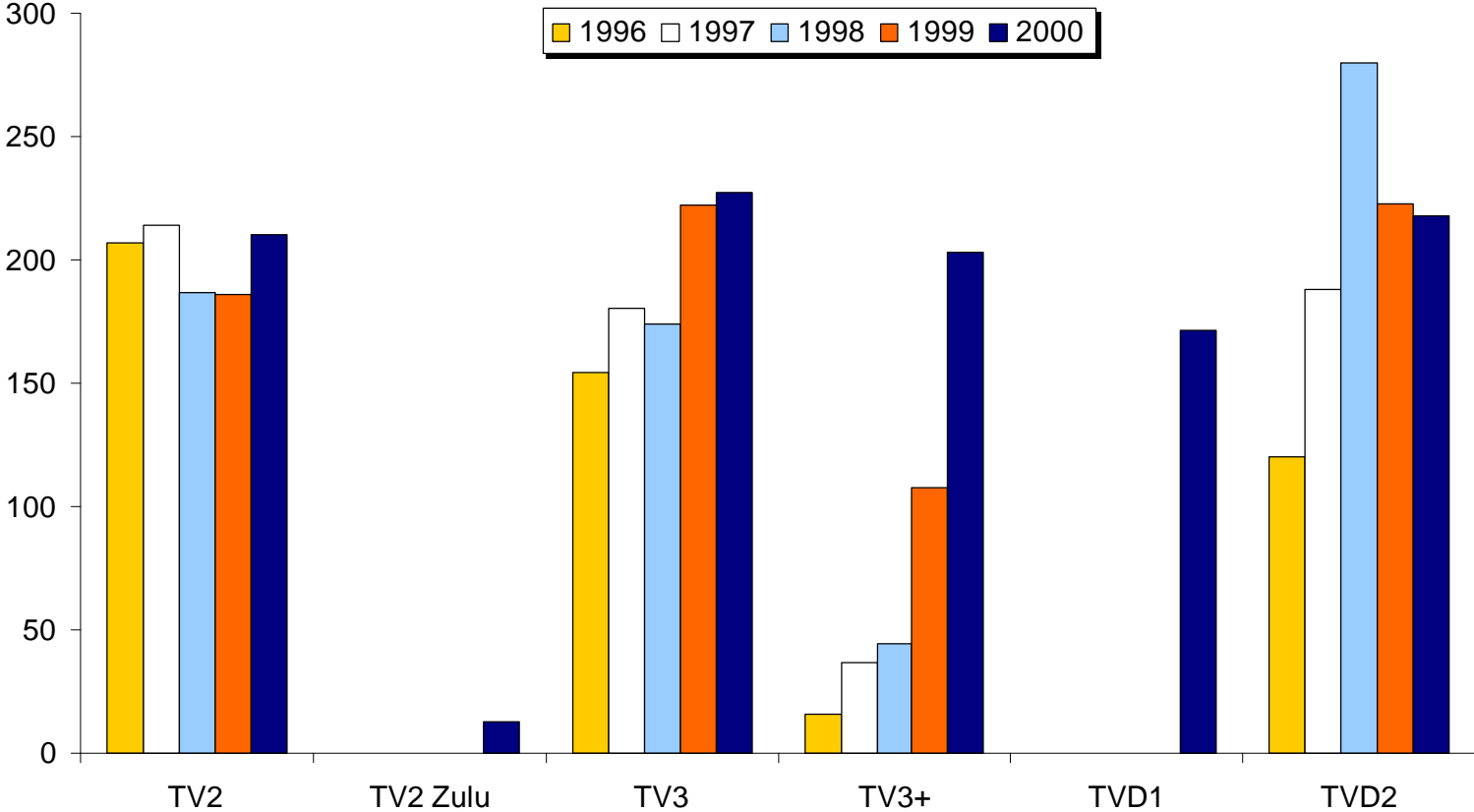


Avg Broadcast duration / day in number of minutes Total excepted advertising

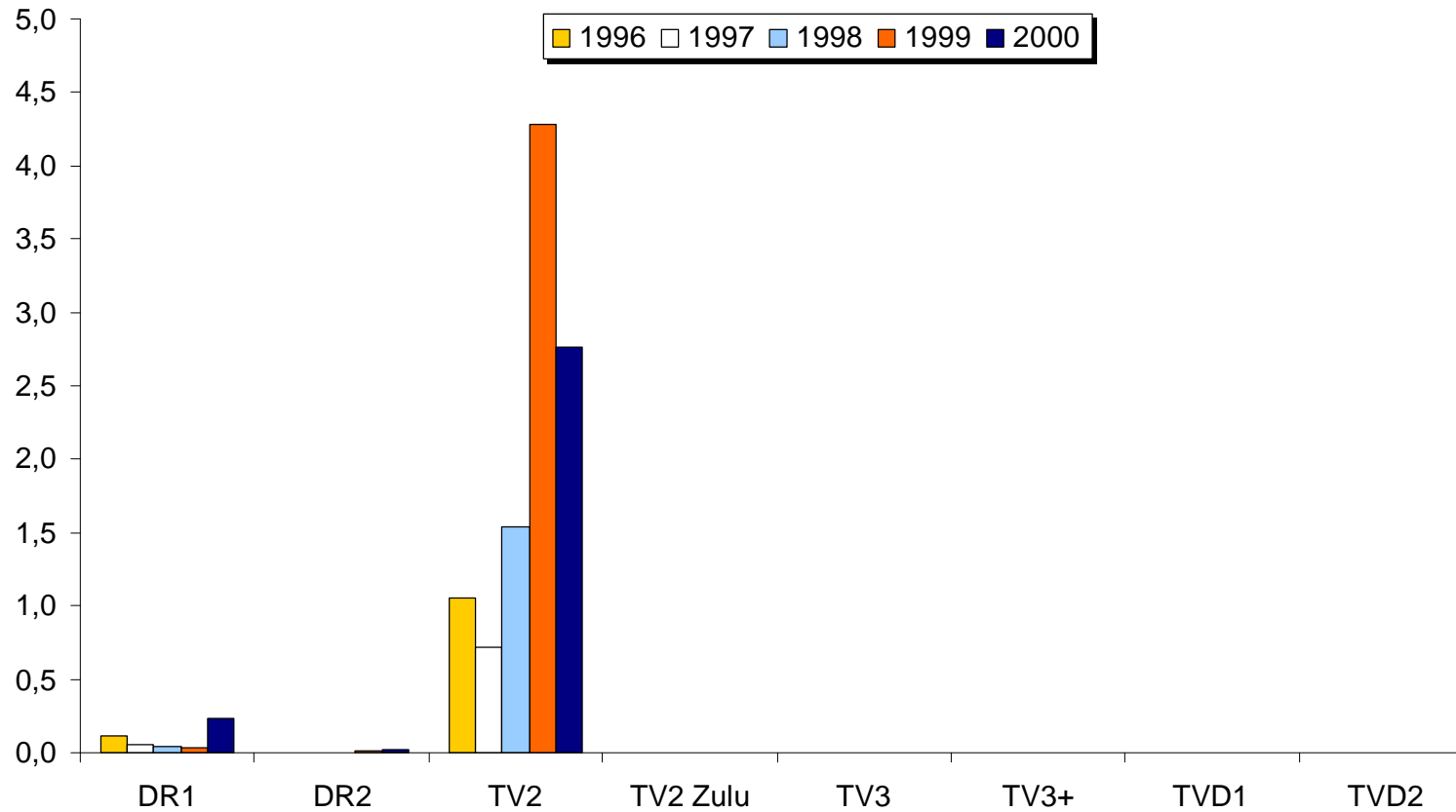


Avg Broadcast duration / day in number of minutes

Commercial breaks

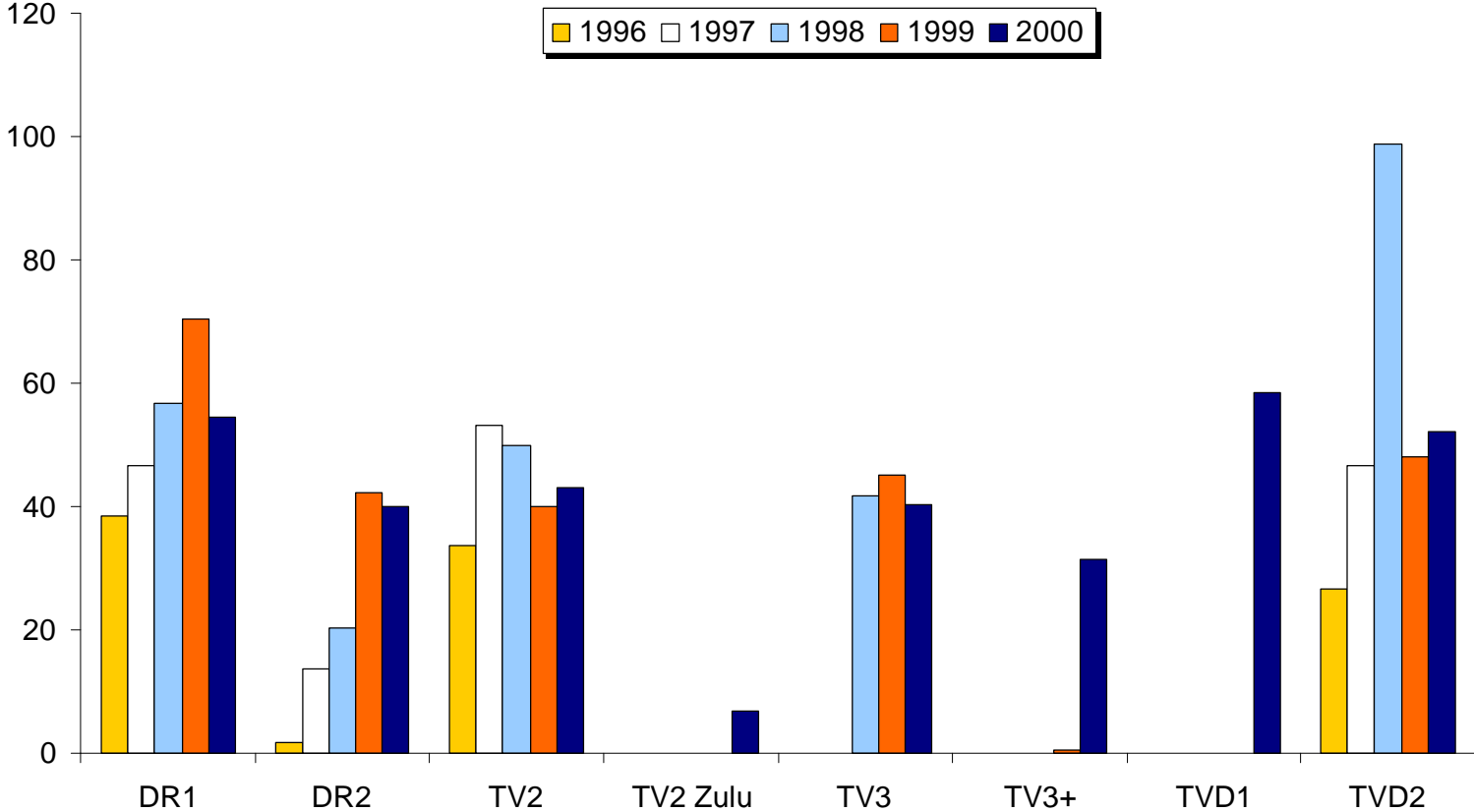


Avg Broadcast duration / day in number of minutes Sponsoring



Avg Broadcast duration / day in number of minutes

Channel (self) promotional breaks



3.4. Commercial offer

Domestic channels

Average Rates for full day (02h00-26h00)

Name of TV Names	2001* - All Day - base 30 sec. - Euro
	Commercial Spots
TV2	38
TV2 Zulu	32
TV3	33
TV3+	33
TVD1	28
TVD2	28

Regional channels

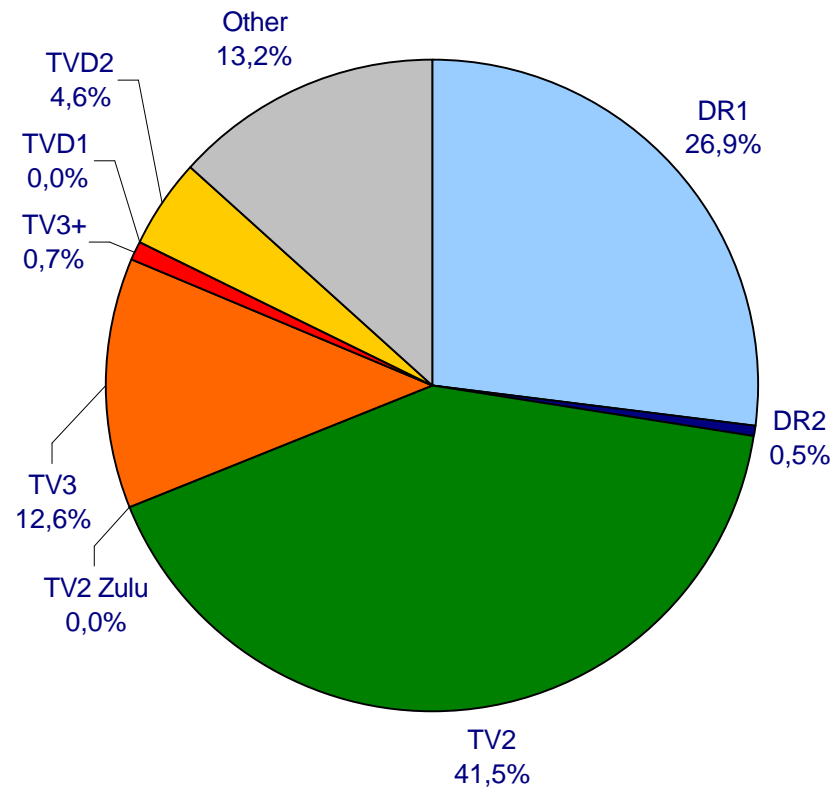
Average Rates for full day (02h00-26h00)

Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro
	Commercial Spots
TV2 Regional	26
TVD Regional	26

3.5. Audiences

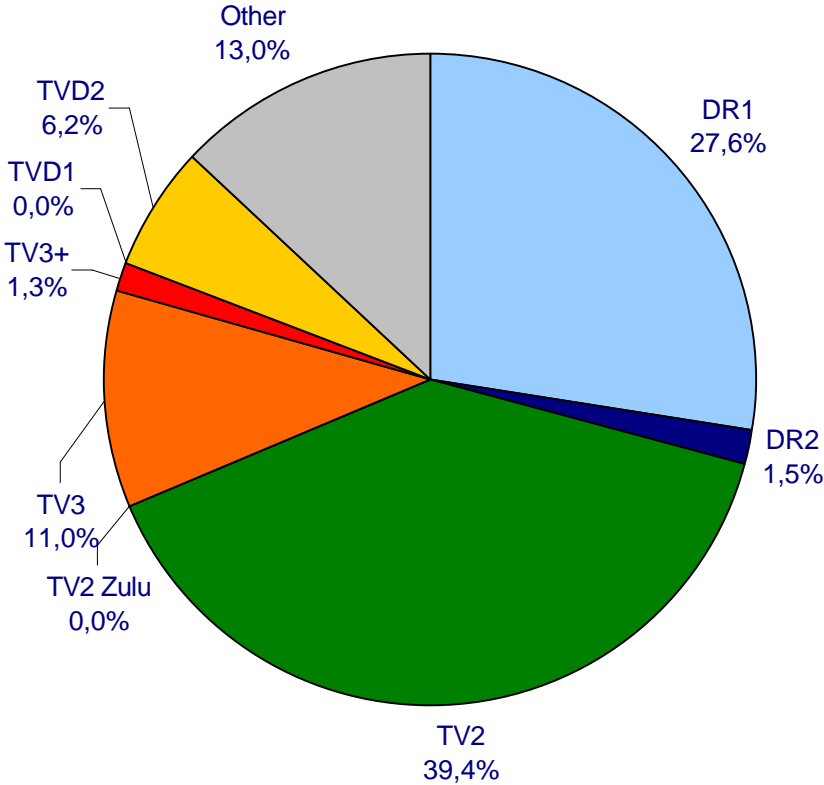
Share of Market (%) - 1996

Target : 6+ (02h00-26h00)



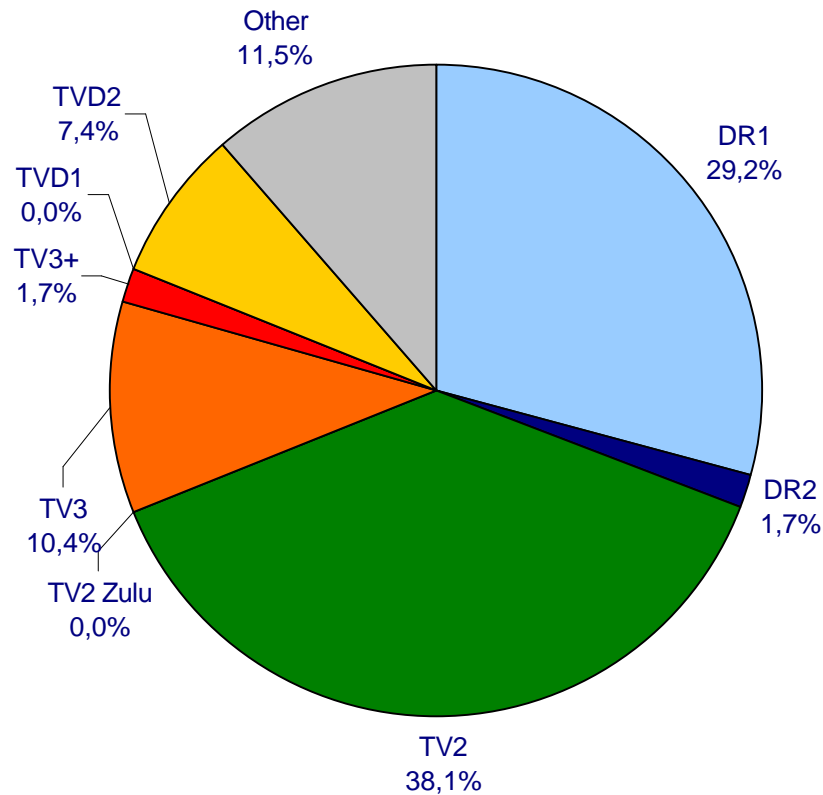
Share of Market (%) - 1997

Target : 6+ (02h00-26h00)



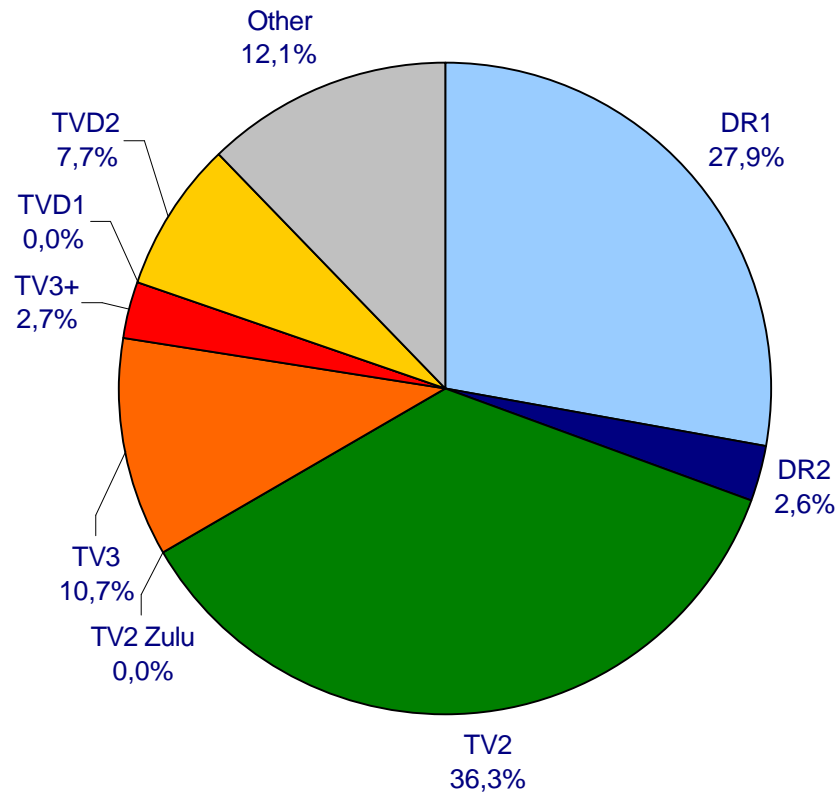
Share of Market (%) - 1998

Target : 6+ (02h00-26h00)



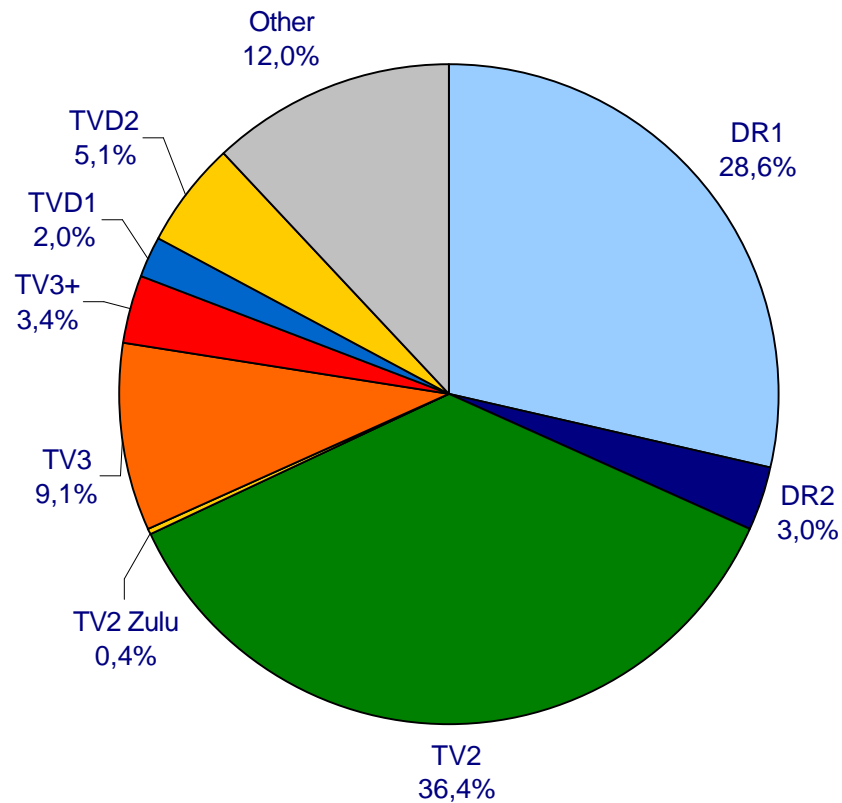
Share of Market (%) - 1999

Target : 6+ (02h00-26h00)



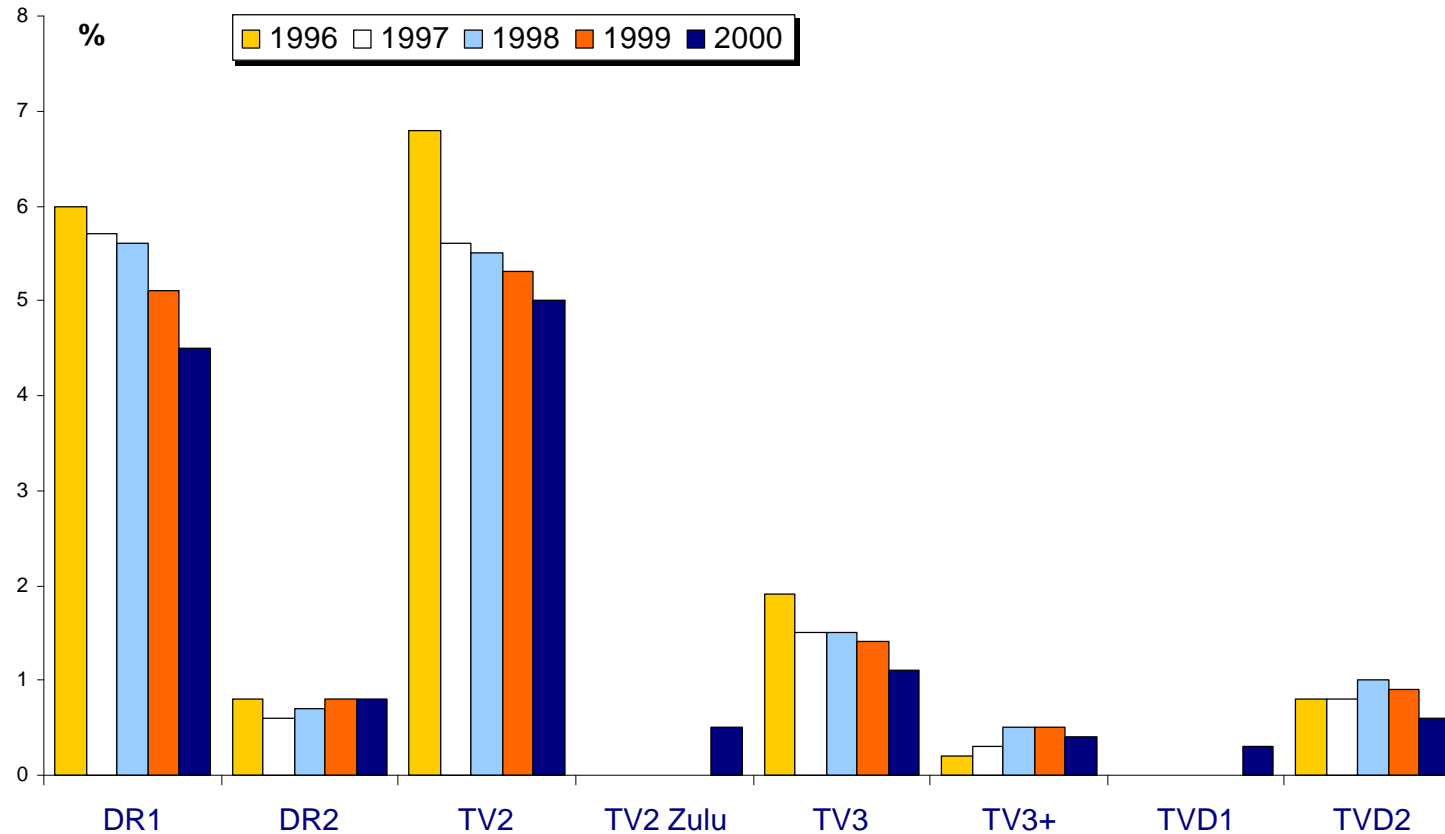
Share of Market (%) - 2000

Target : 6+ (02h00-26h00)

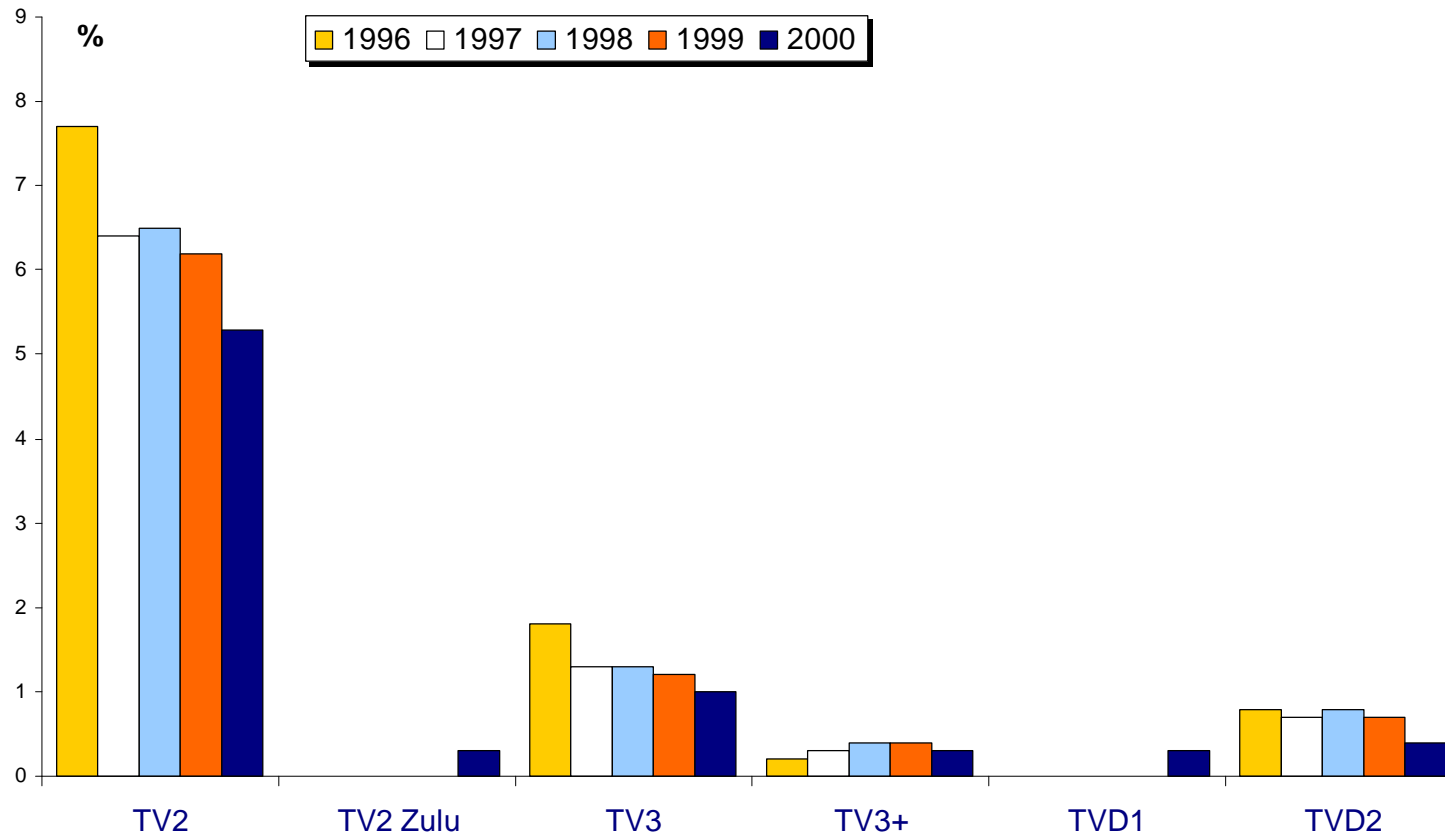


Avg rating (GRP's %)

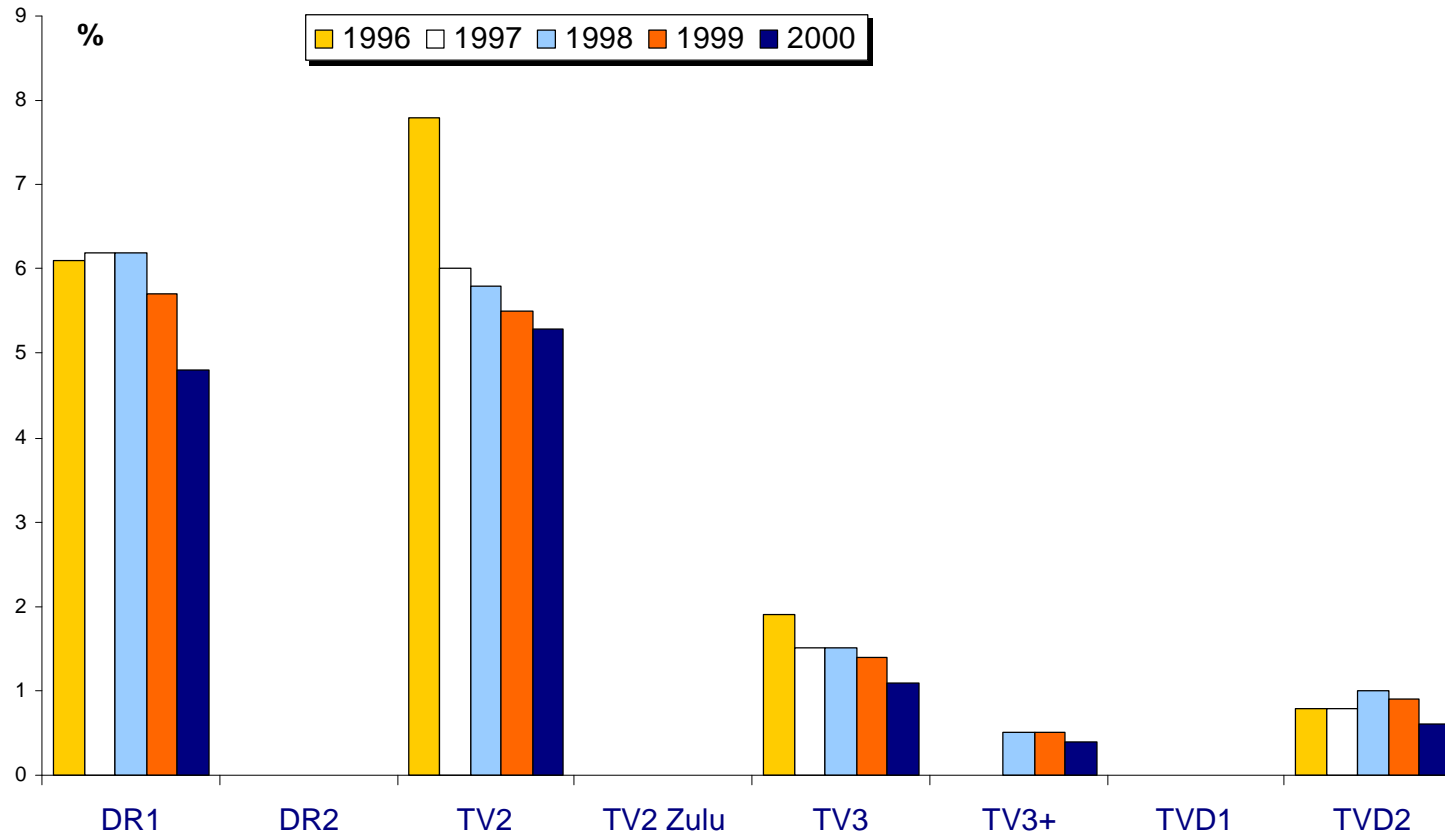
All broadcasts incl. Adv.



Avg rating (GRP's %) Total Advertising

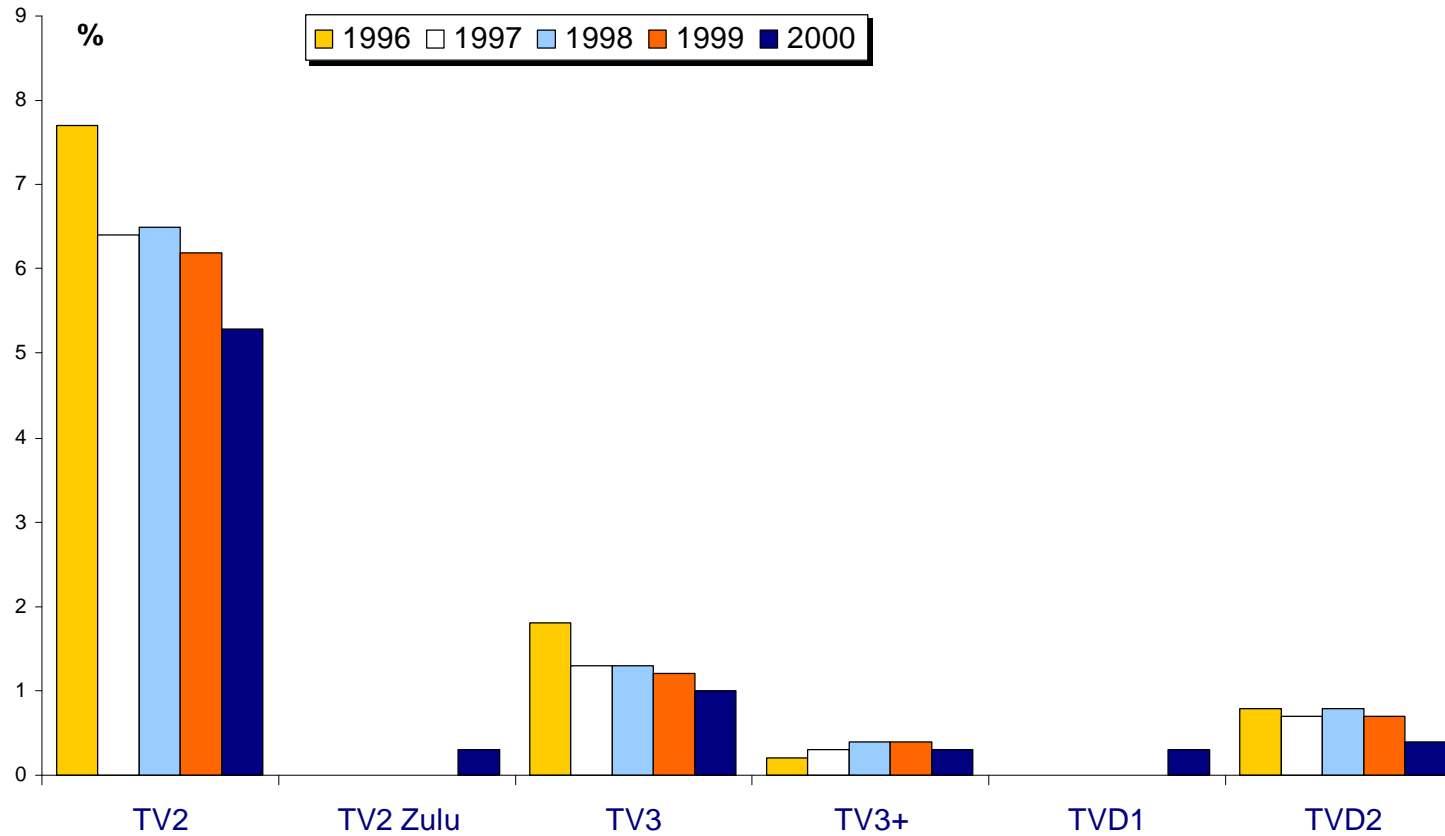


Avg rating (GRP's %) Total (except Advertising)

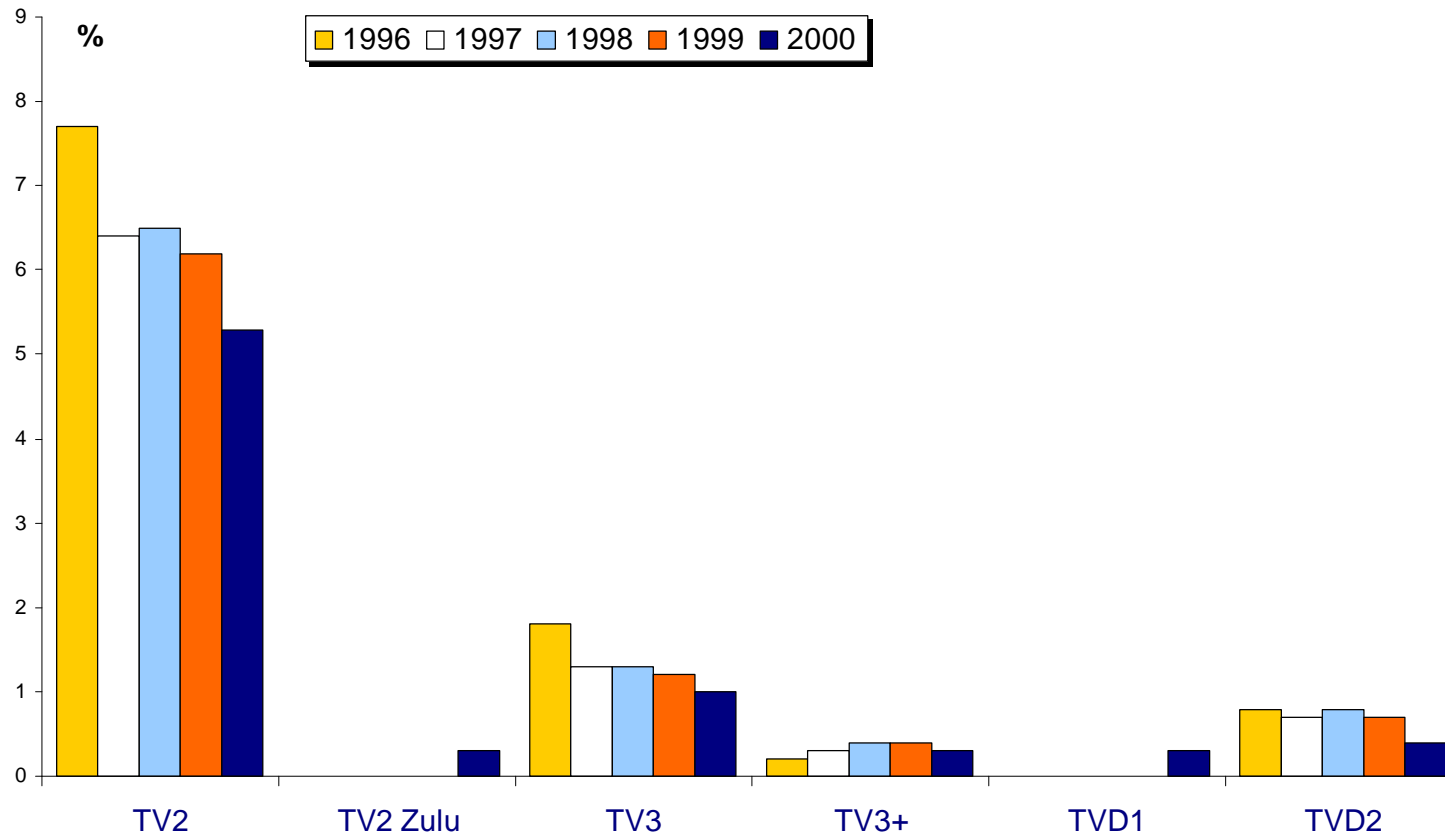


Avg rating (GRP's %)

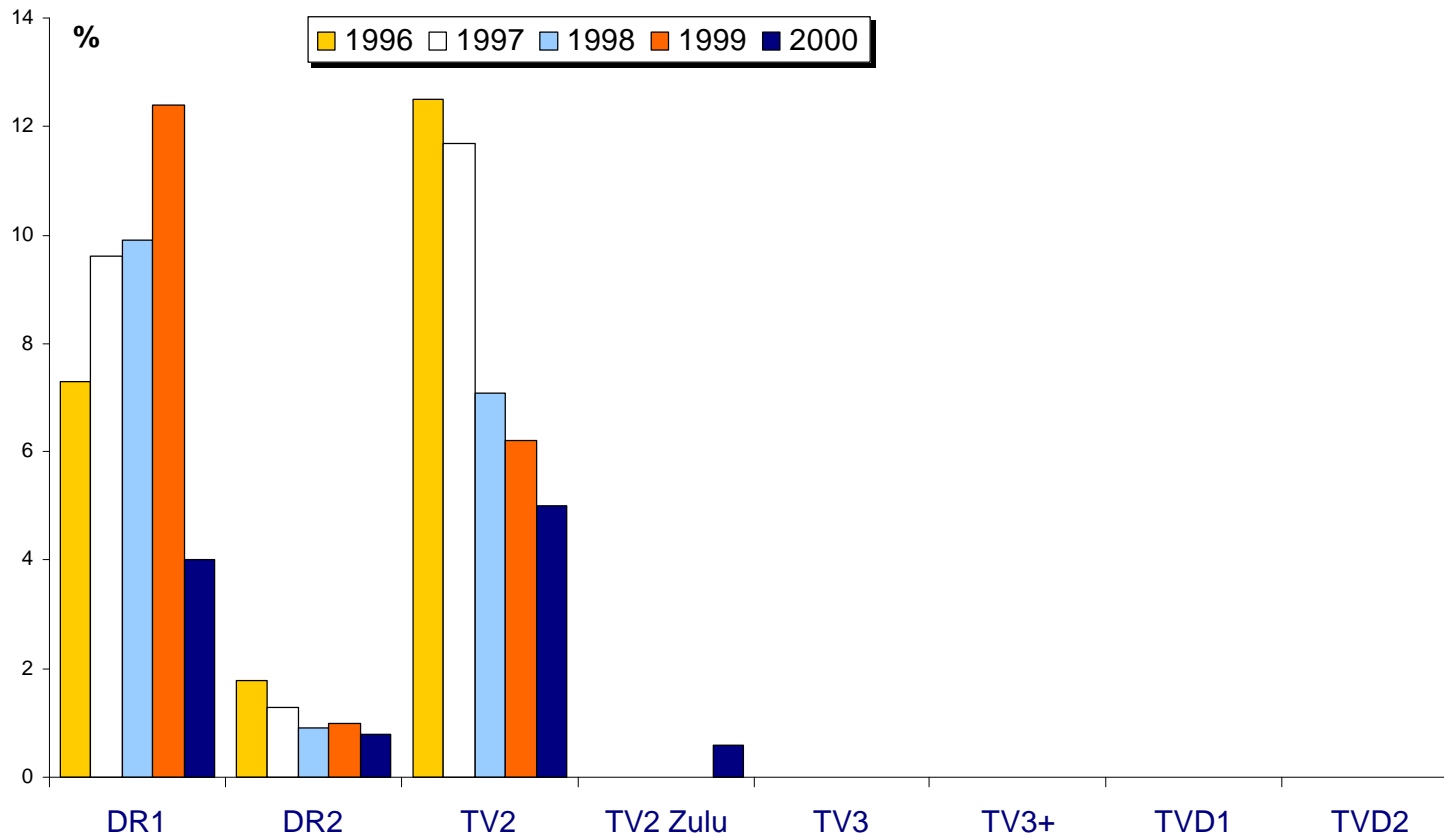
Commercial breaks



Avg rating (GRP's %) Commercial breaks

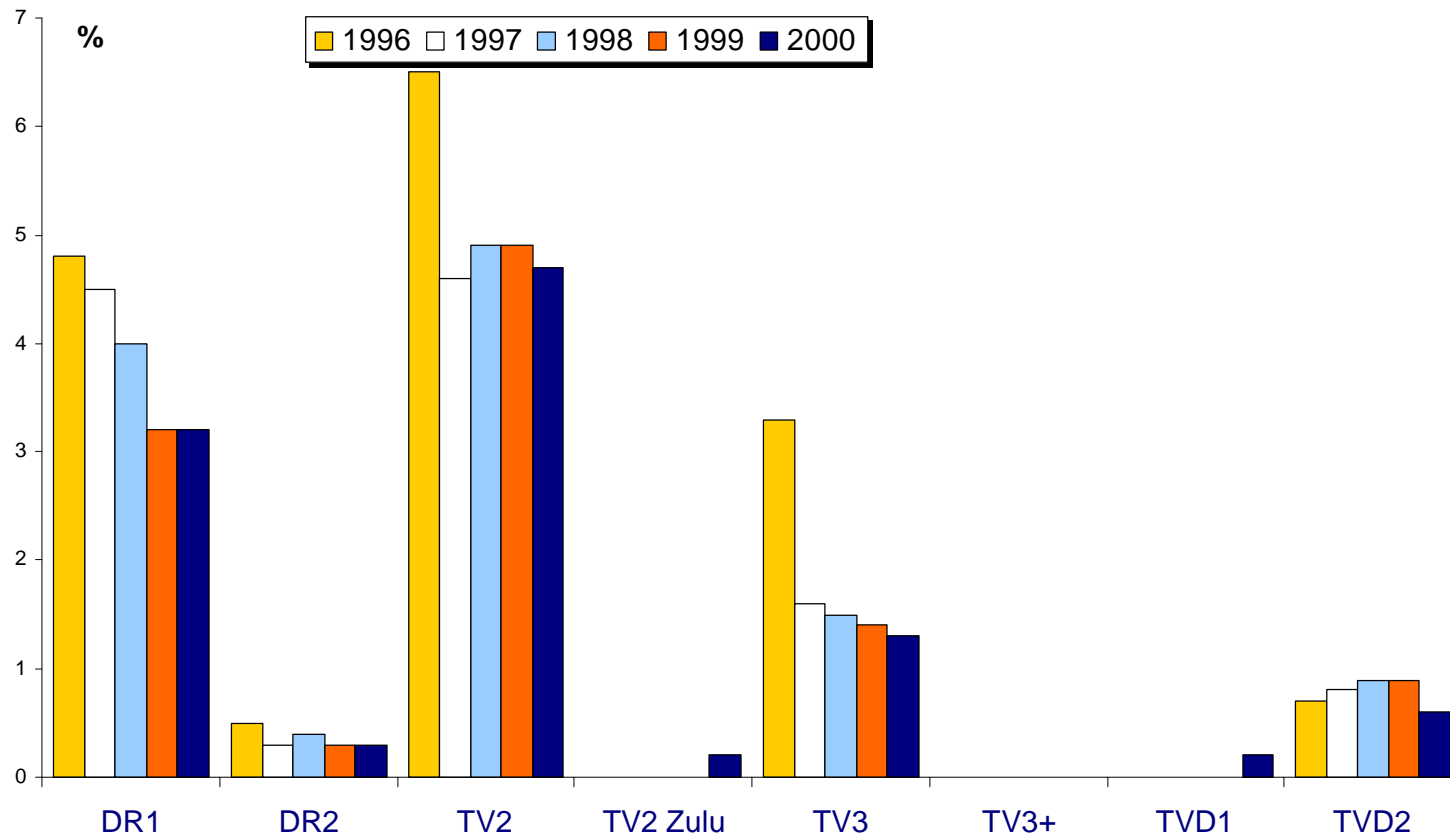


Avg rating (GRP's %) Sponsoring



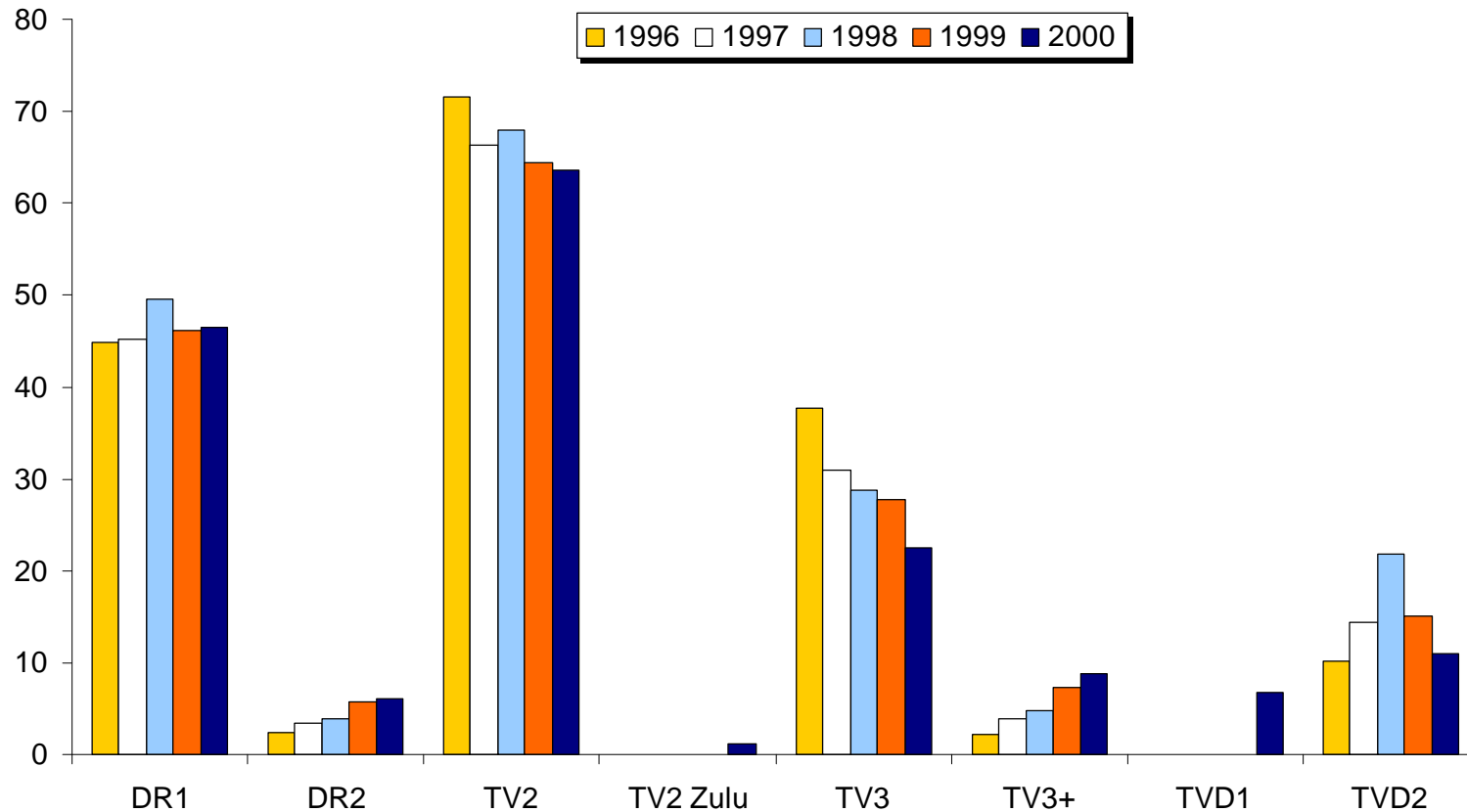
Avg rating (GRP's %)

Channel (self) promotional breaks



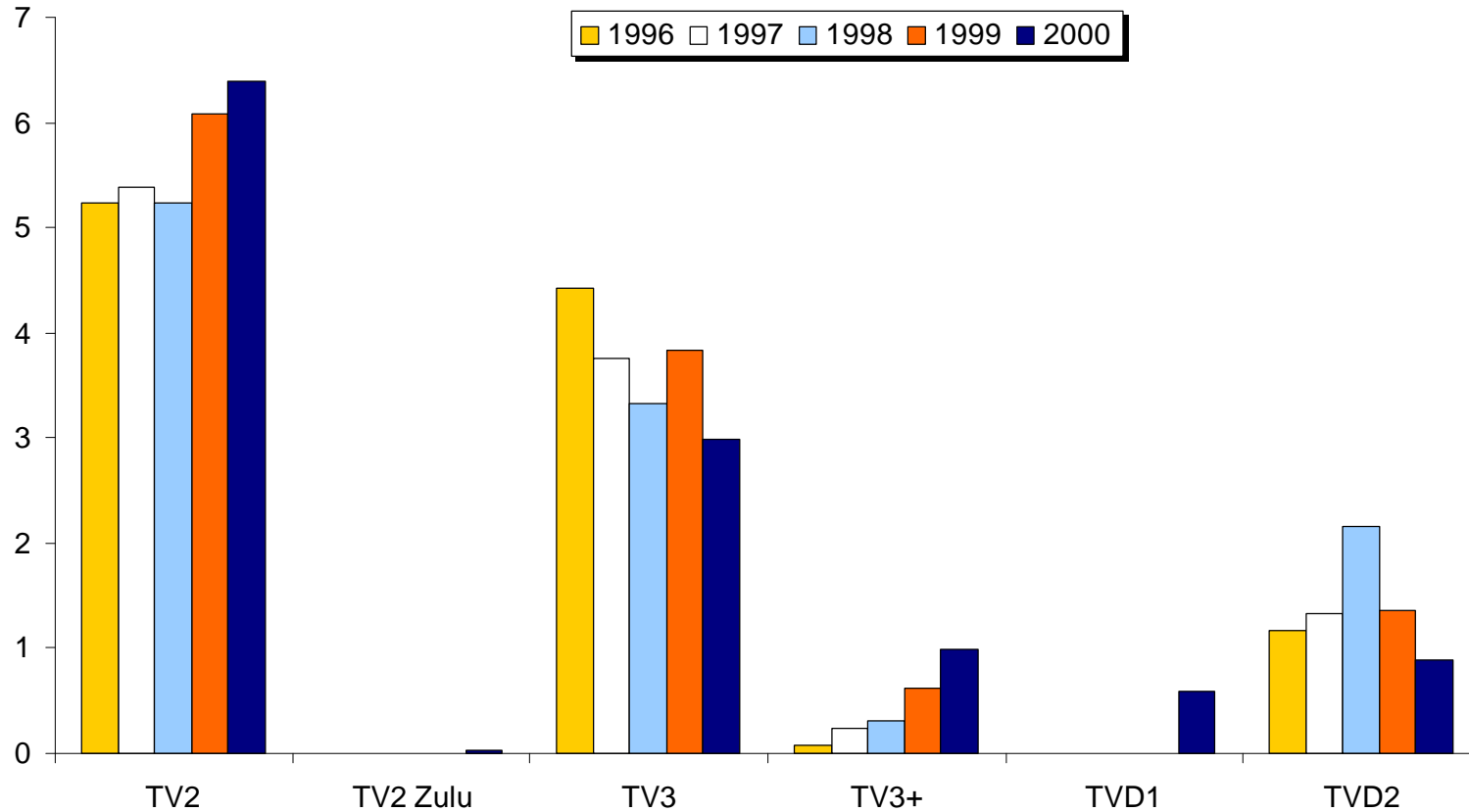
All broadcasts incl. Adv.

Avg viewing duration (number of min)



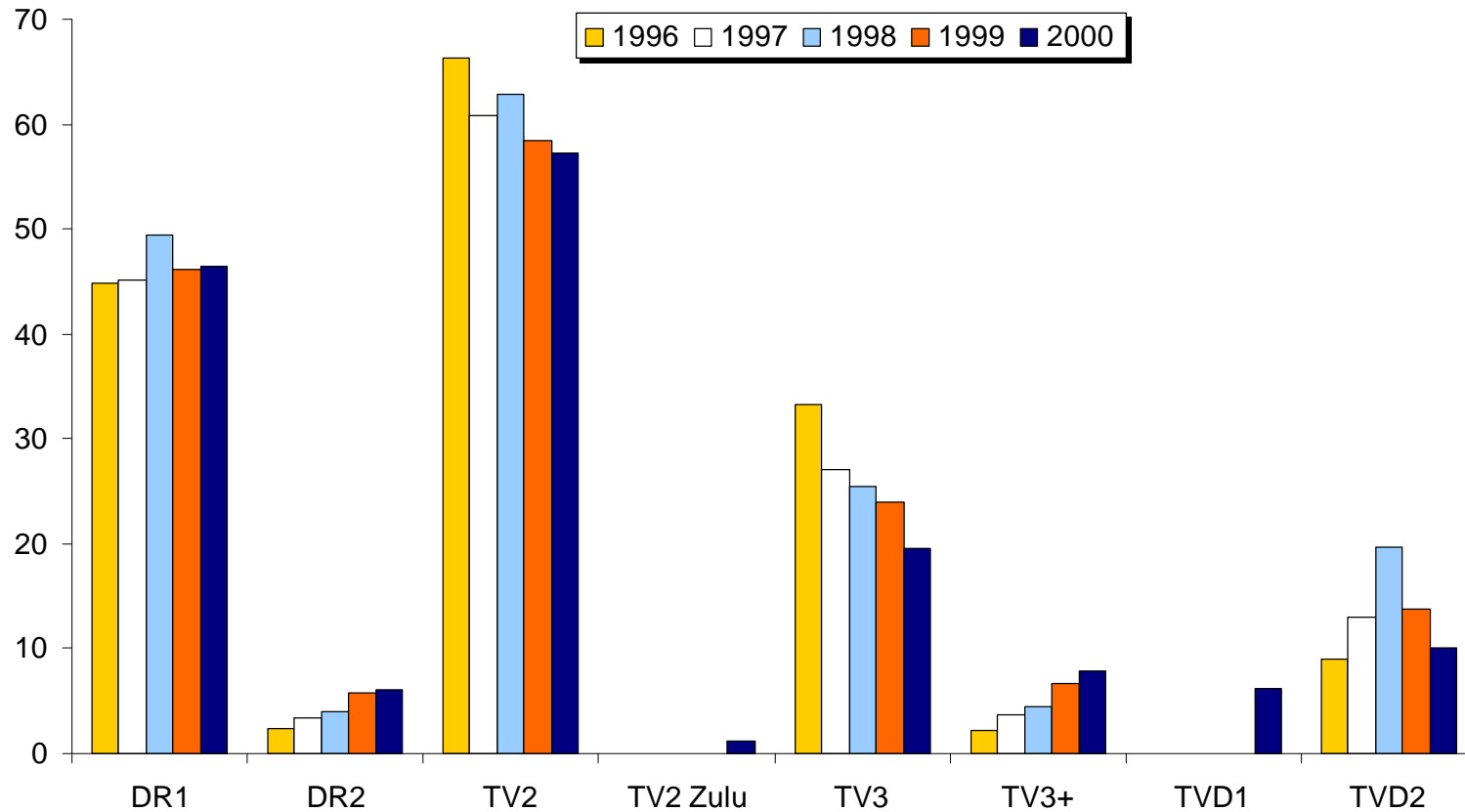
Total Advertising

Avg viewing duration (number of min)



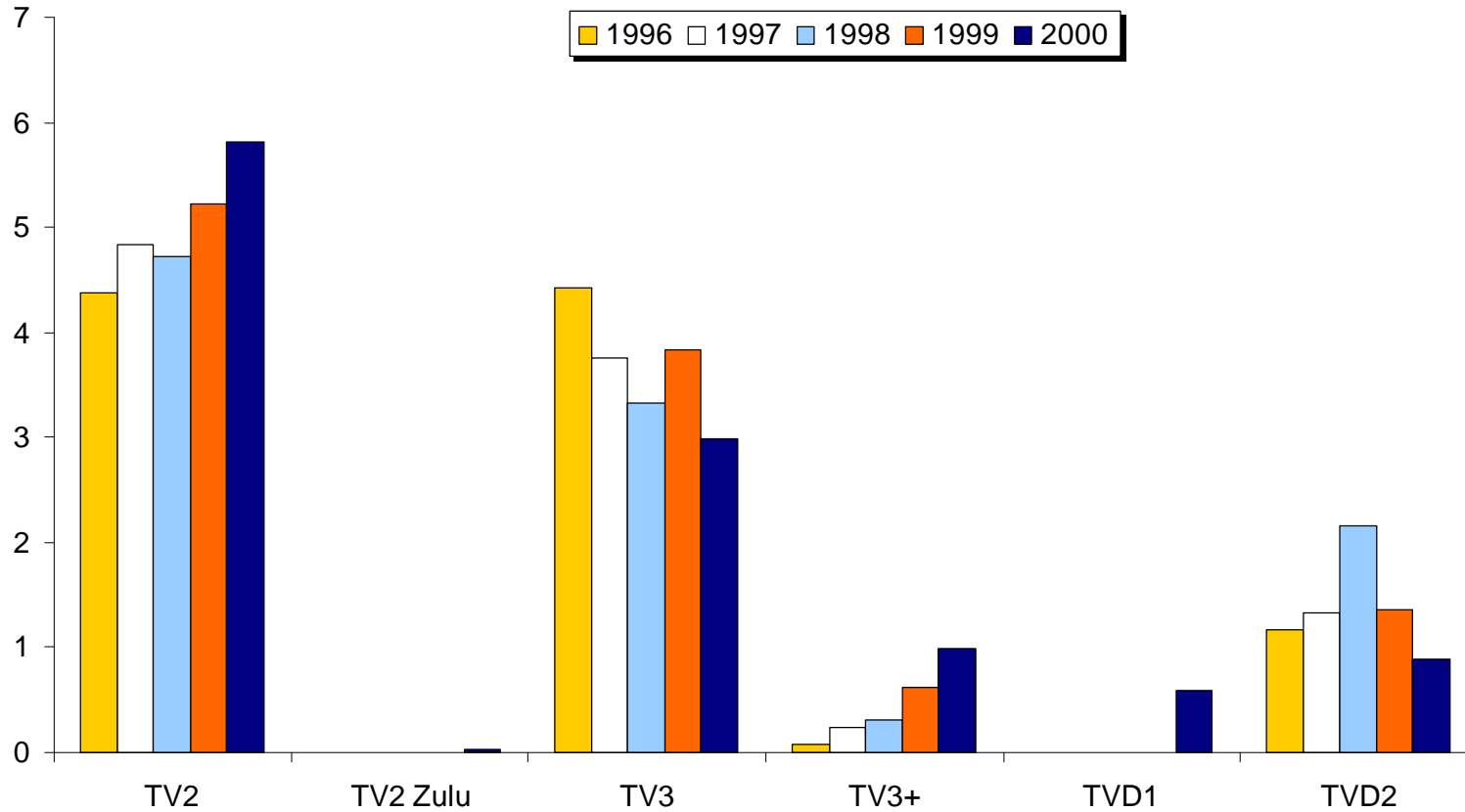
Total (except Advertising)

Avg viewing duration (number of min)



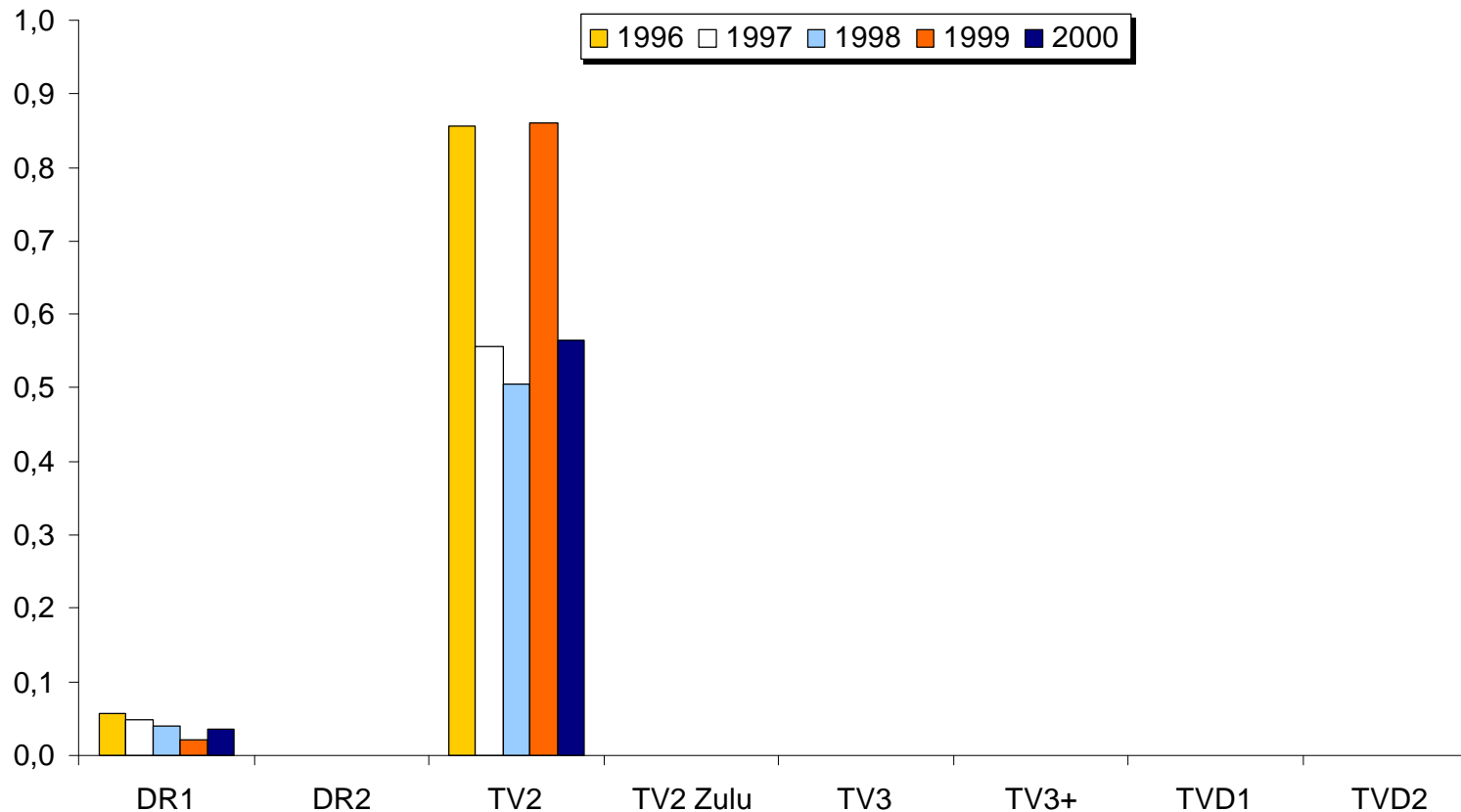
Commercial breaks

Avg viewing duration (number of min)



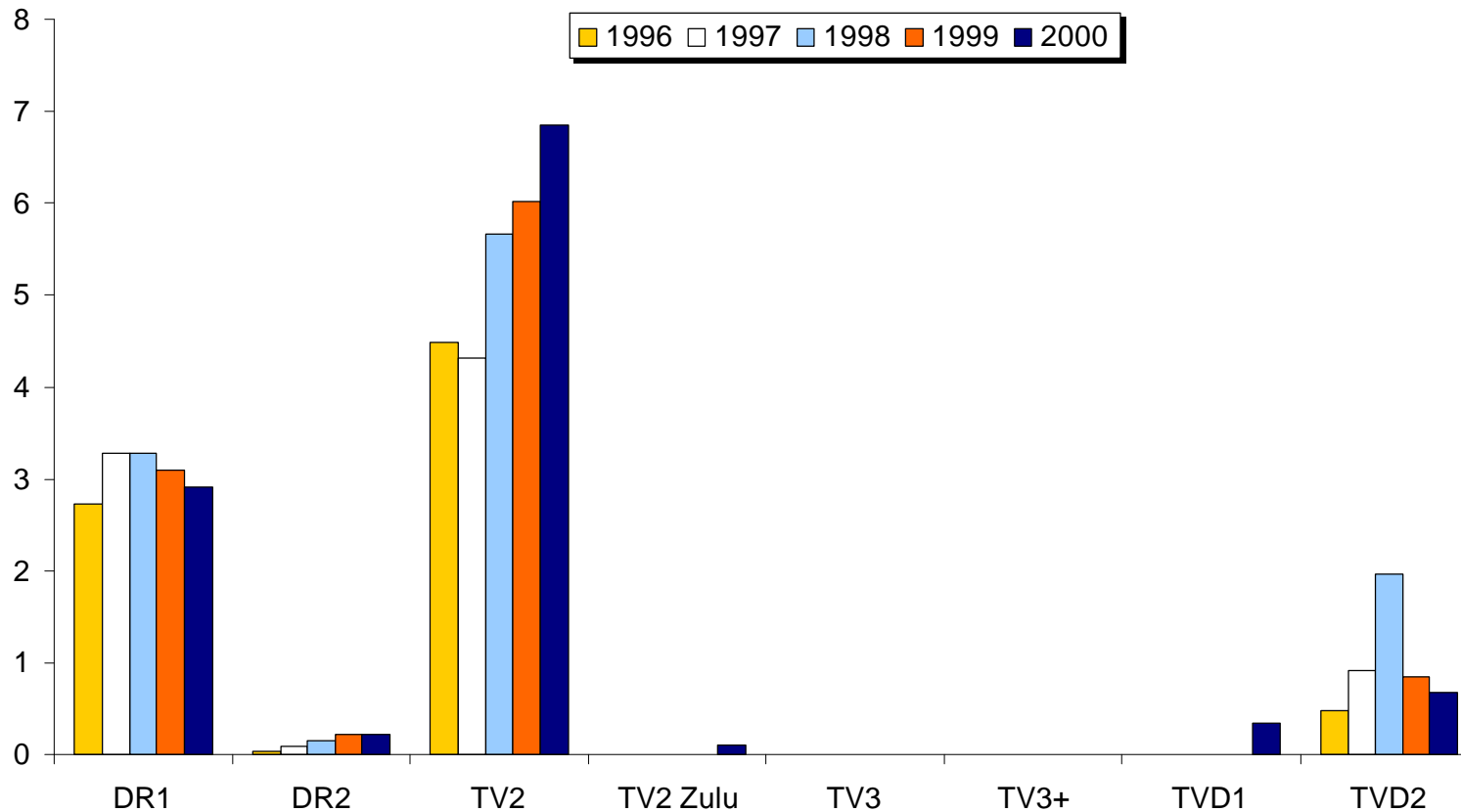
Sponsoring

Avg viewing duration (number of min)



Channel (self) promotional breaks

Avg viewing duration (number of min)

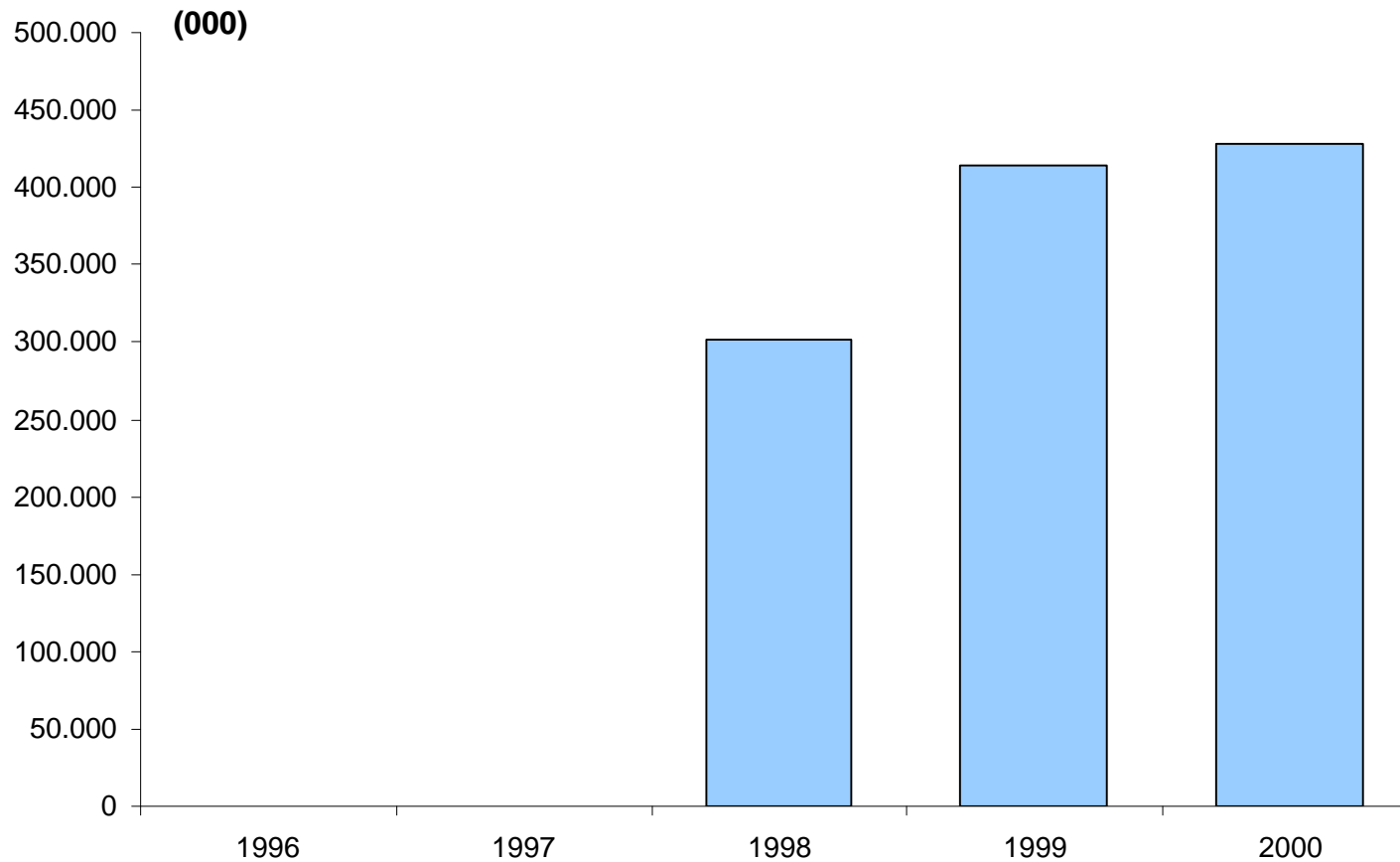


3.6. Media Investments



Denmark

All Television In Space Value (Euros)



All Television By Sector - In Space Value (Euros)

(000)

