
TV Spain

3.1. General indicators

Number of households with a TV connection

(000)	1996	1997	1998	1999	2000	2001
Tot. Inhabit.	39.270	39.328	39.409	39.516	39.655	39.929
Universe 14+	33.794	33.985	34.132	34.498	34.734	34.818
TV Households	11.772	11.795	11.900	12.181	12.181	N/A
Cab. Sub.	400	500	N/A	487	341	N/A
Satellite	500	700	1.700	1.218	1.279	N/A
With decoder (000)*	3.395	3.762	4.365	5.035	5.757	N/A
With colective/private dish (000)*	1.605	2.093	3.309	3.774	4.375	4.42
With Canal +(000)*	N/A	3.545	2.883	2.996	2.881	2.67
With Canal Satelite Digital (000)*	N/A	N/A	N/A	1.545	2.024	2.34
With Via Digital (000)*	N/A	N/A	N/A	709	1.06	1.192
With Quiero TV (000)*	N/A	N/A	N/A	N/A	N/A	392

3.2. Advertising categories

Advertising Category : Spanish TV definitions

	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Spots :	" ADVERTISING MESSAGE BROADCASTED IN TV IN FORMAT OF SMALL MOVIE WHERE IT REPORTS OF THE ADVANTAGES OF A PRODUCT. DURATION MULTIPLE GIVES 5 SECONDS. THIS FORMAT IS BROADCASTED NOT OVERLAPED"	FORMAT OF SMALL MOVIE. DURATION MULTIPLE GIVES 5 SECONDS
Billboard Spots :	"IMPRESSION OF A BRAND OR A PRODUCT ON THE IMAGE. IT SHARES ITS TIME WITH THE PROGRAM. THEY ARE GENERALLY TRANSPARENT. THIS FORMAT IS BROADCASTED OVERLAPED WITH PROGRAMMING	IMPRESSION OF A BRAND ON THE CORNER OF THE TV SCREEN
Sponsoring Spots :	"IN THE PROGRAM REFERENCE IS DONE TO THAT THE BRAND OR PRODUCT SUPPORTS A TV PROGRAM OR A PART OF THE TV PROGRAM, OR A SPECIAL EMISSION OR EVENT"	MENTION OF PRODUCT AND ITS SUPPORT IN THE PROGRAM
Channel Self Promotion Program :	MENTION OF A PROGRAM OR A PRODUCT TV CHANNEL IN ANOTHER PROGRAM OF THE SAME CHANNEL. IT IS OVERLAPED	IMAGES AND/OR MENTIONS OF THE TV PROGRAM ADVERTISED.

Advertising Category : Spanish TV definitions

	Define every advertising mode listed	Wich specific caracteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Self Promotion Spots (trailers) :	MESSAGE BROADCASTED IN TV IN FORMAT OF SMALL MOVIE IN WHICH THERE IS DONE AN ADVANCE OF A PROGRAM OF THE CHANNEL. IT IS NOT OVERLAPED	IMAGES AND/OR MENTIONS OF THE TV PROGRAM ADVERTISED IN NORMAL FORMAT
TV Shopping Programs :	"CONTAINS IN ITS CREATIVITY THE DIRECT CONTACT AS ELEMENT TO BE ABLE TO ACCEDE TO THE SERVICE OR PRODUCT (TELEPHONE, INTERNET SITE, ETC ...)	DIRECT CONTACT TO ACCEDE TO PRODUCT BY MANY WAYS: TELEPHONE, INTERNET SITE...
Direct Response TV Spots :	LIKE A COMMERCIAL SPOT	
Inserts or Product Placement Program :	APPEARANCE OF A PRODUCT WITH ITS BRAND IN A TELEVISION SERIAL,SITCOM... SCENE OR TV MOVIE. IS OVERLAPED	APPEARANCE OF THE PRODUCT IN THE SCENE
Inserts or Product Placement Spots :	Not existing	N/A

Advertising Category : Spanish TV definitions

	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
informercial	"AD MESSAGES OF SUPERIOR DURATION TO THAT OF A NORMAL SPOT WHERE THE INFORMATIVE CHARACTER IS MORE IMPORTANT THAN THE ADVERTISING ONE. THEY REPORT ON PROCESSES OF MANUFACTURE, QUALITY CONTROL, SERVICES... APPEARS THE WORD "INFORMERCIAL". IT IS NOT OVERLAP	LONG LENGTH, INFORMATIVE CHARACTER, APPEARS THE WORD "INFOMERCIAL"
telesponsorship	"AD MESSAGES LINKED IN ITS CREATIVITY WITH A PROGRAM (ASSOCIATION BETWEEN PRODUCT AND IMAGE OF THE PROGRAM). WITH SCENES AND PROMINENT FIGURES OF THE PROGRAM. THEY CAN BE OVERLAPED OR NOT.	SCENES AND PROMINENT FIGURES OF A TV PROGRAM
electronic/virtual advertising	"AD MESSAGES LIKE BILBOARD SPOTS INSERTED ELECTRONIC WAY IN SPECIALS PROGRAMS ITS SIZE IS BIGGER THAN THAT OF BILBOARD SPOTS AND IT IS OVERLAPED"	SIZE BIGGER THAN A BILBOARD SPOT. APPEARS BY ELECTRONIC WAY.
clock/scoreboard	"INCLUDES THE BILBOARDS THAT APPEARS IN THE SCOREBOARDS OF THE SPORTS BROADCASTS"	BILBOARDS THAT APPEARS IN THE SPORTS SCOREBOARD
Breakbumper	Advertising usually shorter than 10 seconds, appearance of the name and/or logo (normally without any movie)	
Mention	Inside a program, the conductor or a famous person names the product and the brand and speaks about it for a few seconds.	

Advertising Category : TV Measurement

	Are they measured...	
	... for audience ?	... for investment ?
Commercial Spots :	Yes	Yes
Billboard Spots :	Yes	Yes
Sponsoring Spots :	Yes	Yes
Channel Self Promotion Program :	Yes	Yes
Commercial Self Promotion Spots (trailers) :	Yes	Yes
TV Shopping Programs :	Yes	Yes
Direct Response TV Spots :	Yes	Yes
Inserts or Product Placement Program :	No	No
Inserts or Product Placement Spots :	No	No
informercial	Yes	Yes
telesponsorship	No	No
electronic/virtual advertising	No	No
clock/scoreboard	No	No
Breakbumper	Yes	No
Mention	Yes	No

3.3. General information per channel

Types of broadcast - 1996-2001* (1)

Domestic Channels (national)

Status	Names	Active Period		Channel Type
		Founded	Ended**	
Public - general interest channel	TVE 1	28/10/1956		General Interest
Public - general interest channel	La 2	1/01/1965		General Interest
Private - general interest channel	ANTENA 3	25/01/1990		General Interest
Private - general interest channel	TELECINCO	3/03/1990		General Interest

Types of broadcast - 1996-2001* (2)

Regional Channels				
Status	Names	Active Period		Channel Type
		Founded	Ended**	
Public - general interest channel	ETB-1	31/12/1983		General Interest
Public - general interest channel	TV3	16/01/1984		General Interest
Public - general interest channel	TVG	24/07/1985		General Interest
Public - general interest channel	ETB-2	31/05/1986		General Interest
Public - general interest channel	CANAL 33	11/09/1988		General Interest
Public - general interest channel	CANAL SUR	27/02/1989		General Interest
Private - general interest channel	TM3	2/05/1989		General Interest
Public - general interest channel	CANAL 9	9/10/1989		General Interest
Private - general interest channel	NOTICIES 9	9/10/1997		Information
Public - general interest channel	PUNT DOS	9/10/1997		Information
Public - general interest channel	CANAL 2 ANDALUCÍA	5/06/1998		General Interest
Private - general interest channel	MADRITEL	4/03/1999		General Interest
Private - general interest channel	ONDA SEIS	21/11/2000		General Interest

Types of broadcast - 1996-2001*

Overspilling Channels				
Status	Names	Active Period		Channel Type
		Founded	Ended**	
Public - general interest channel	TVE Internacional	11/06/1905		General Interest
Private - general interest channel	DSF	n.a.		General Interest
Public - general interest channel	RAI1	n.a.		General Interest
Private - general interest channel	RTL	n.a.		General Interest
Private - general interest channel	SAT1	n.a.		General Interest
Private - general interest channel	TF1	n.a.		General Interest
Public - general interest channel	France 2	n.a.		General Interest
Private - thematic channel	VIVA TV	n.a.		Entertainment (incl. Modern Music)
Private - thematic channel	A3 Internacional	18/06/1905		Classical Music

Types of broadcast - 1996-2001*

Pan-European Channels				
Status	Names	Active Period		Channel Type
		Founded	Ended**	
Private - thematic channel	MTV	n.a.		Entertainment (incl. Modern Music)
Private - general interest channel	AXN	n.a.		General Interest
Public - thematic channel	BBC World	n.a.		Information
Private - thematic channel	Cartoon	n.a.		Children
Private - thematic channel	CNN Internacional	n.a.		Information
Private - thematic channel	Discovery	n.a.		Information
Public - thematic channel	Euronews	n.a.		Information
Private - thematic channel	Eurosport	n.a.		Sport
Private - general interest channel	Galavision	n.a.		General Interest
Private - thematic channel	Hollywood	n.a.		Fiction
Private - thematic channel	Odisea	n.a.		Information
Private - thematic channel	Panda	n.a.		Children
Public - general interest channel	RTP	n.a.		General Interest
Private - thematic channel	Sky News	n.a.		Information
Private - thematic channel	Sol Musica	n.a.		Entertainment (incl. Modern Music)
Public - thematic channel	TV5 Europe	n.a.		Information
Private - thematic channel	FOX			Entertainment (incl. Modern Music)

Types of broadcast - 1996-2001*

Pay TV				
Status	Names	Active Period		Channel Type
		Founded	Ended**	
Private - general interest channel	CANAL +	14/09/1990		General Interest

Digital Packages				
Status	Names	Active Period		Channel Type
		Founded	Ended**	
Private - general interest channel	CANAL SATÉLITE DIGITAL	31/01/1997		General Interest
Private - general interest channel	VÍA DIGITAL	15/09/1997		General Interest
Private - general interest channel	QUIERO TV	5/05/2000		General Interest

NOTE: It's possible to find one channel in several Platforms (i.e.: Buzz is included in Vía Digital and in Quiero)

Types of broadcast - 1996-2001*

CANAL SATÉLITE DIGITAL (1)

Names	Channel Type
Canal+ Azul	General Interest
Canal+ Rojo	General Interest
Calle 13	General Interest
Cinemanía	General Interest
Cinemanía Azul	General Interest
Cinemanía Rojo	General Interest
Cineclassics	General Interest
Fox Kids	General Interest
AXN	General Interest
Documanía	General Interest
Paramount	General Interest
Estilo	General Interest
Viajar	General Interest
Seasons	General Interest
Disney Channel	Children
Canal Plus	General Interest
Canal Plus Azul	General Interest

CANAL SATÉLITE DIGITAL (2)

Names	Channel Type
Canal Plus Rojo	General Interest
Cartoon Network	Children
Discovery Channel	Information
Sportmanía	Sports
National Geographic	Information
40 TV	Entertainment (incl. Modern Music)
Real Madrid	Sports
TCM	General Interest
TVC Sat	General Interest
Fashion TV	General Interest
Eurosport	Sports
Andalucía TV	General Interest
ETB Sat	General Interest

Types of broadcast - 1996-2001*

VÍA DIGITAL (1)		VÍA DIGITAL (2)	
Names	Channel Type	Names	Channel Type
Gran Vía	General Interest	Expansión Financiera	General Interest
Gran Vía 2	General Interest	Fútbol Total	Sports
Gran Vía3	General Interest	Teledporte	Sports
Canal Palomitas	General Interest	Canal Barça	Sports
Canal Hollywood	General Interest	TVG Satéilite	General Interest
Hallmark	General Interest	Andalucía TV	General Interest
Showtime	General Interest	Canal 9	General Interest
Cine 600	General Interest	TeleMadrid Satellite	General Interest
Cinematk	General Interest	TVC Satellite	General Interest
FDF	General Interest	ETB Satellite	General Interest
Eurosport	Sports	Sol Música	Entertainment (incl. Modern Music)
BBC Prime	General Interest	Ritmoson	Entertainment (incl. Modern Music)
Odisea	General Interest	VH-1	General Interest
Cultura	General Interest	MTV	Entertainment (incl. Modern Music)
Hispavisión	General Interest	Playboy TV	Fiction
Clásico	Classical Music	Telenovelas	Fiction
Campero	General Interest	Antena 3	General Interest
Tribunal TV	General Interest	Canal 18	
Cosmopolitan	General Interest	Factoría de Ficción	Fiction
Cocina	General Interest	Tele 5	General Interest
Club Super 3	Children	Canal Comunitat Valenciana	
Buzz	Children	Cine 600	
Megatrix	Children	24 Horas	
Locomotion	General Interest	TVC Internacional	
Red 2000	General Interest		

Types of broadcast - 1996-2001*

QUIERO TV	
Names	Channel Type
Gran Vía	General Interest
Gran Vía 2	General Interest
Universal	General Interest
Palomitas	General Interest
TCM	General Interest
Club Super 3	Children
Paramount	General Interest
Buzz	General Interest
Showtime	General Interest
Cartoon	Children
FDF	General Interest
Eurosport	General Interest
Calle 13	General Interest
Geoplaneta	General Interest
Beca	General Interest
E-music	Entertainment (incl. Modern Music)

Types of broadcast - 1996-2001*

Transmission/Reception Mode

Domestic Channels (national)			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
TVE 1	Analogical	Hertzian	Hertzian
La 2	Analogical	Hertzian	Hertzian
ANTENA 3	Analogical	Hertzian	Hertzian
TELECINCO	Analogical	Hertzian	Hertzian

Regional Channels			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
ETB-1	Analogical	Hertzian	Hertzian
TV3	Analogical	Hertzian	Hertzian
TVG	Analogical	Hertzian	Hertzian
ETB-2	Analogical	Hertzian	Hertzian
CANAL 33	Analogical	Hertzian	Hertzian
CANAL SUR	Analogical	Hertzian	Hertzian
TM3	Analogical	Hertzian	Hertzian
CANAL 9	Analogical	Hertzian	Hertzian
NOTICIES 9	Analogical	Hertzian	Hertzian
PUNT DOS	Analogical	Hertzian	Hertzian
CANAL 2 ANDALUCÍA	Analogical	Hertzian	Hertzian
MADRITEL	Analogical	TV Cable	Hertzian
ONDA SEIS	Numerical	Hertzian	Hertzian

Types of broadcast - 1996-2001*

Transmission/Reception Mode

Overspilling Channels			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
TVE Internacional	Numerical	Satellite	Satellite dishes
DSF	Numerical	Cable	Satellite dishes
RAI1	Numerical	Cable	Satellite dishes
RTL	Numerical	Cable	Satellite dishes
SAT1	Numerical	Cable	Satellite dishes
TF1	Numerical	Cable	Satellite dishes
France 2	Numerical	Cable	Satellite dishes
VIVA TV	Numerical	Cable	Satellite dishes
A3 Internacional	Numerical	Satellite	Satellite dishes

Types of broadcast - 1996-2001*

Transmission/Reception Mode

Pan-European Channels			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
MTV	Numerical	Satellite	Satellite dishes
AXN	Numerical	Satellite	Satellite dishes
BBC World	Numerical	Satellite	Cable
Cartoon	Numerical	Satellite	Cable
CNN Internacional	Numerical	Satellite	Cable
Discovery	Numerical	Cable	Cable
Euronews	Numerical	Satellite	Cable
Eurosport	Numerical	Satellite	Cable
Galavision	Numerical	Satellite	Cable
Hollywood	Numerical	Satellite	Cable
Odisea	Numerical	Satellite	Satellite dishes
Panda	Numerical	Satellite	Satellite dishes
RTP	Numerical	Satellite	Satellite dishes
Sky News	Numerical	Satellite	Satellite dishes
Sol Musica	Numerical	Satellite	Cable
TV5 Europe	Numerical	Satellite	Cable
FOX	Numerical	Satellite	Satellite dishes

Types of broadcast - 1996-2001*

Transmission/Reception Mode

Digital Packages			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
CANAL SATÉLITE DIGITAL	Numerical	Satellite	Digital Packages
VÍA DIGITAL	Numerical	Satellite	Digital Packages
QUIERO TV	Numerical	Satellite	Digital Packages

Pay TV			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
CANAL +	Analogical	Hertzian	Hertzian

Types of broadcast - 1996-2001*

Transmission/Reception Mode

CANAL SATÉLITE DIGITAL (1)			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
Canal+ Azul	Numerical	Cable	Digital Packages
Canal+ Rojo	Numerical	Cable	Digital Packages
Calle 13	Numerical	Cable	Digital Packages
Cinemanía	Numerical	Cable	Digital Packages
Cinemanía Azul	Numerical	Cable	Digital Packages
Cinemanía Rojo	Numerical	Cable	Digital Packages
Cineclassics	Numerical	Cable	Digital Packages
Fox Kids	Numerical	Cable	Digital Packages
AXN	Numerical	Cable	Digital Packages
Documanía	Numerical	Cable	Digital Packages
Paramount	Numerical	Cable	Digital Packages
Estilo	Numerical	Cable	Digital Packages
Viajar	Numerical	Cable	Digital Packages
Seasons	Numerical	Cable	Digital Packages
Disney Channel	Numerical	Cable	Digital Packages
Canal Plus	Numerical	Cable	Digital Packages

Types of broadcast - 1996-2001*

Transmission/Reception Mode

CANAL SATÉLITE DIGITAL (2)			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
Canal Plus Azul	Numerical	Cable	Digital Packages
Canal Plus Rojo	Numerical	Cable	Digital Packages
Cartoon Network	Numerical	Cable	Digital Packages
Discovery Channel	Numerical	Cable	Digital Packages
Sportmanía	Numerical	Cable	Digital Packages
National Geographic	Numerical	Cable	Digital Packages
40 TV	Numerical	Cable	Digital Packages
Real Madrid	Numerical	Cable	Digital Packages
TCM	Numerical	Cable	Digital Packages
TVC Sat	Numerical	Cable	Digital Packages
Fashion TV	Numerical	Cable	Digital Packages
Eurosport	Numerical	Cable	Digital Packages
Andalucía TV	Numerical	Cable	Digital Packages
ETB Sat	Numerical	Cable	Digital Packages

Types of broadcast - 1996-2001*

Transmission/Reception Mode

VÍA DIGITAL (1)			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
Gran Vía	Numerical	Satellite	Digital Packages
Gran Vía 2	Numerical	Satellite	Digital Packages
Gran Vía3	Numerical	Satellite	Digital Packages
Canal Palomitas	Numerical	Satellite	Digital Packages
Canal Hollywood	Numerical	Satellite	Digital Packages
Hallmark	Numerical	Satellite	Digital Packages
Showtime	Numerical	Satellite	Digital Packages
Cine 600	Numerical	Satellite	Digital Packages
Cinematk	Numerical	Satellite	Digital Packages
FDF	Numerical	Satellite	Digital Packages
Eurosport	Numerical	Satellite	Digital Packages
BBC Prime	Numerical	Satellite	Digital Packages
Odisea	Numerical	Satellite	Digital Packages
Cultura	Numerical	Satellite	Digital Packages
Hispavisión	Numerical	Satellite	Digital Packages
Clásico	Numerical	Satellite	Digital Packages
Campero	Numerical	Satellite	Digital Packages
Tribunal TV	Numerical	Satellite	Digital Packages
Cosmopolitan	Numerical	Satellite	Digital Packages
Cocina	Numerical	Satellite	Digital Packages
Club Super 3	Numerical	Satellite	Digital Packages
Buzz	Numerical	Satellite	Digital Packages
Megatrix	Numerical	Satellite	Digital Packages

Types of broadcast - 1996-2001*

Transmission/Reception Mode

VÍA DIGITAL (2)			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
Locomotion	Numerical	Satellite	Digital Packages
Red 2000	Numerical	Satellite	Digital Packages
Expansión Financiera	Numerical	Satellite	Digital Packages
Fútbol Total	Numerical	Satellite	Digital Packages
Teledporte	Numerical	Satellite	Digital Packages
Canal Barça	Numerical	Satellite	Digital Packages
TVG Satélite	Numerical	Satellite	Digital Packages
Andalucía TV	Numerical	Satellite	Digital Packages
Canal 9	Numerical	Satellite	Digital Packages
TeleMadrid Satellite	Numerical	Satellite	Digital Packages
TVC Satellite	Numerical	Satellite	Digital Packages
ETB Satellite	Numerical	Satellite	Digital Packages
Sol Música	Numerical	Satellite	Digital Packages
Ritmoson	Numerical	Satellite	Digital Packages
VH-1	Numerical	Satellite	Digital Packages
MTV	Numerical	Satellite	Digital Packages
Playboy TV	Numerical	Satellite	Digital Packages
Telenovelas	Numerical	Satellite	Digital Packages
Antena 3	Numerical	Satellite	Digital Packages
Canal 18	Numerical	Satellite	Digital Packages
Factoría de Ficción	Numerical	Satellite	Digital Packages
Tele 5	Numerical	Satellite	Digital Packages
Canal Comunitat Valenciana	Numerical	Satellite	Digital Packages
Cine 600	Numerical	Satellite	Digital Packages
24 Horas	Numerical	Satellite	Digital Packages
TVC Internacional	Numerical	Satellite	Digital Packages

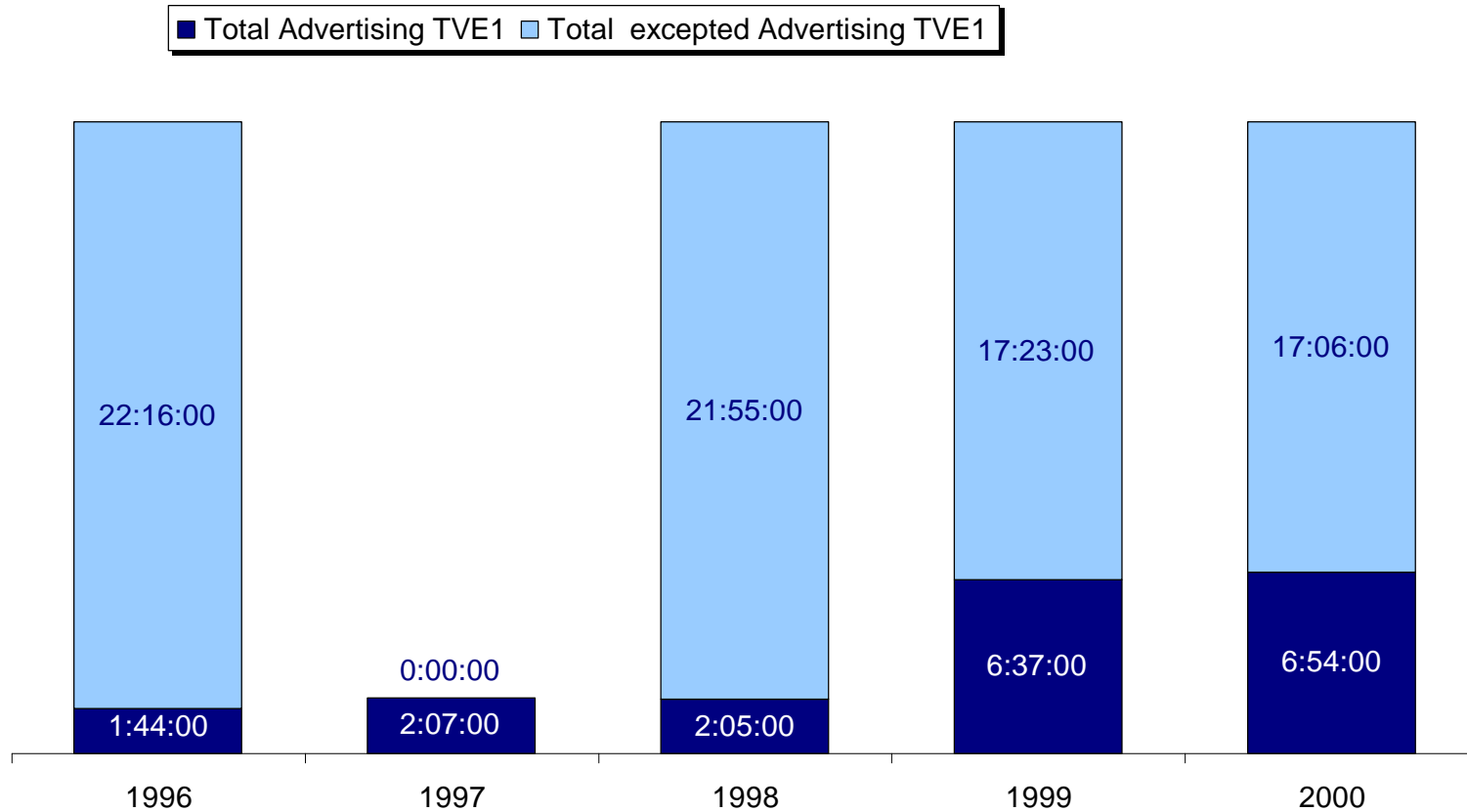
Types of broadcast - 1996-2001*

Transmission/Reception Mode

QUIERO TV			
Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
Gran Vía	Numerical	Satellite	Digital Packages
Gran Vía 2	Numerical	Satellite	Digital Packages
Universal	Numerical	Satellite	Digital Packages
Palomitas	Numerical	Satellite	Digital Packages
TCM	Numerical	Satellite	Digital Packages
Club Super 3	Numerical	Satellite	Digital Packages
Paramount	Numerical	Satellite	Digital Packages
Buzz	Numerical	Satellite	Digital Packages
Showtime	Numerical	Satellite	Digital Packages
Cartoon	Numerical	Satellite	Digital Packages
FDF	Numerical	Satellite	Digital Packages
Eurosport	Numerical	Satellite	Digital Packages
Calle 13	Numerical	Satellite	Digital Packages
Geoplaneta	Numerical	Satellite	Digital Packages
Beca	Numerical	Satellite	Digital Packages
E-music	Numerical	Satellite	Digital Packages

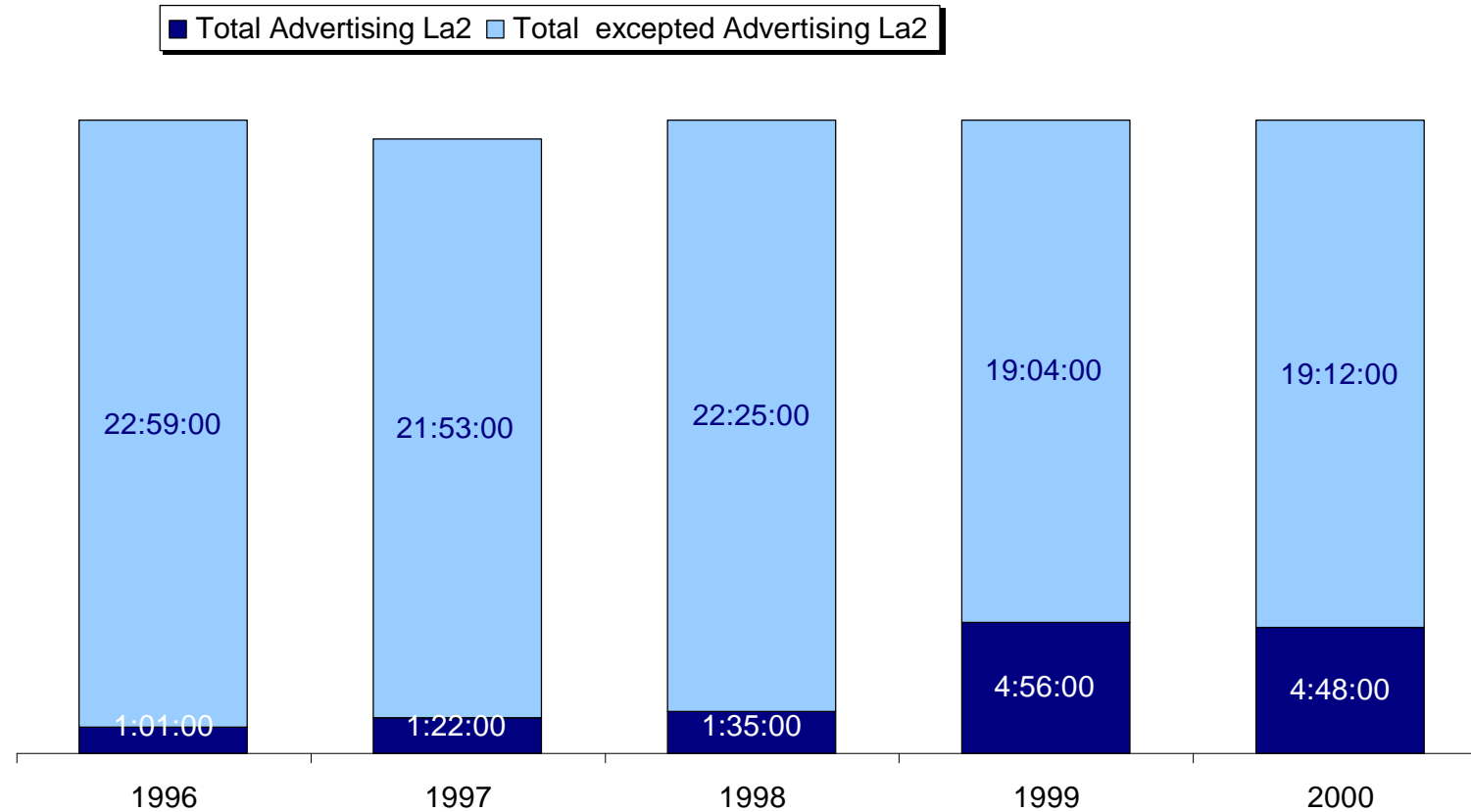
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TVE1



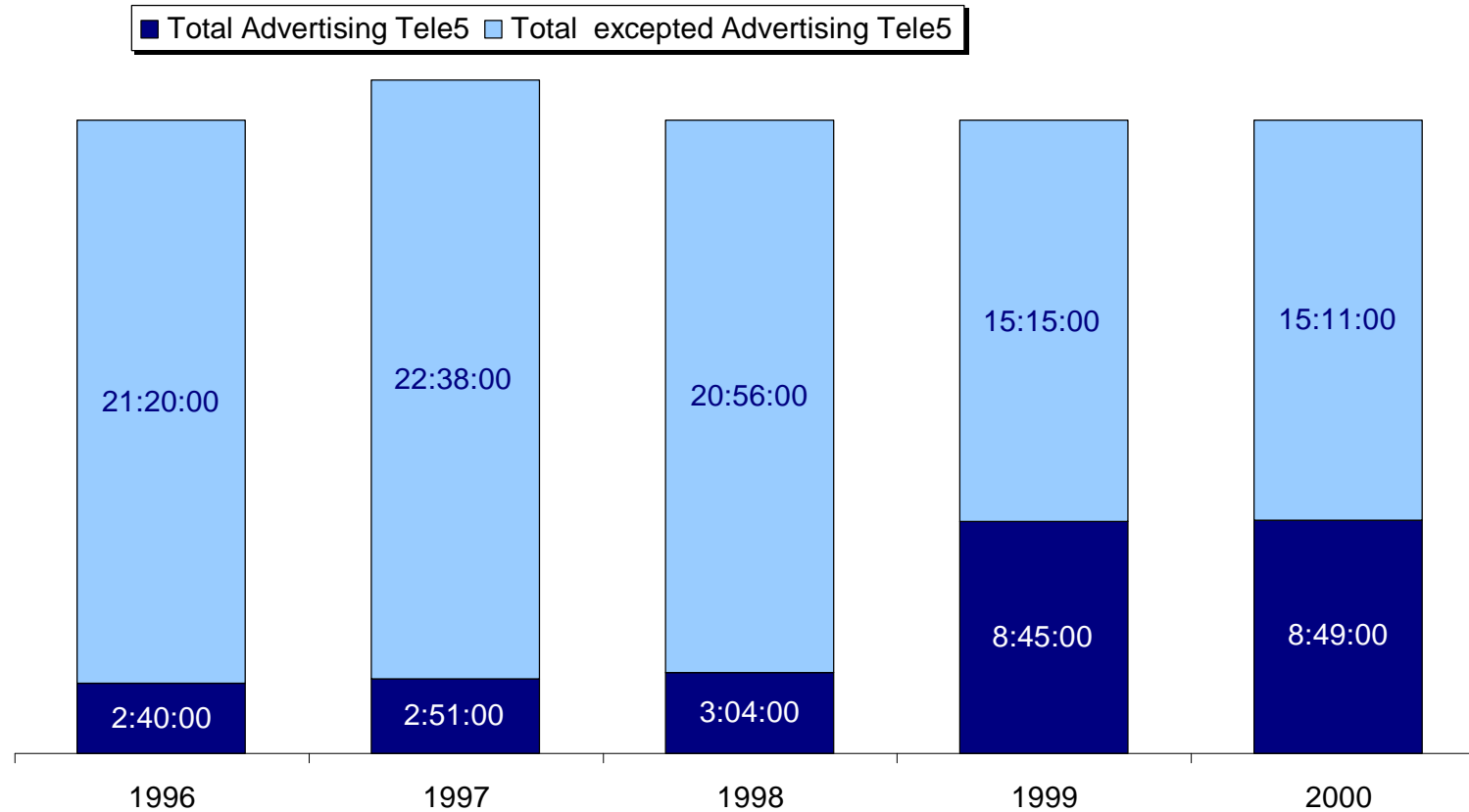
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - La 2



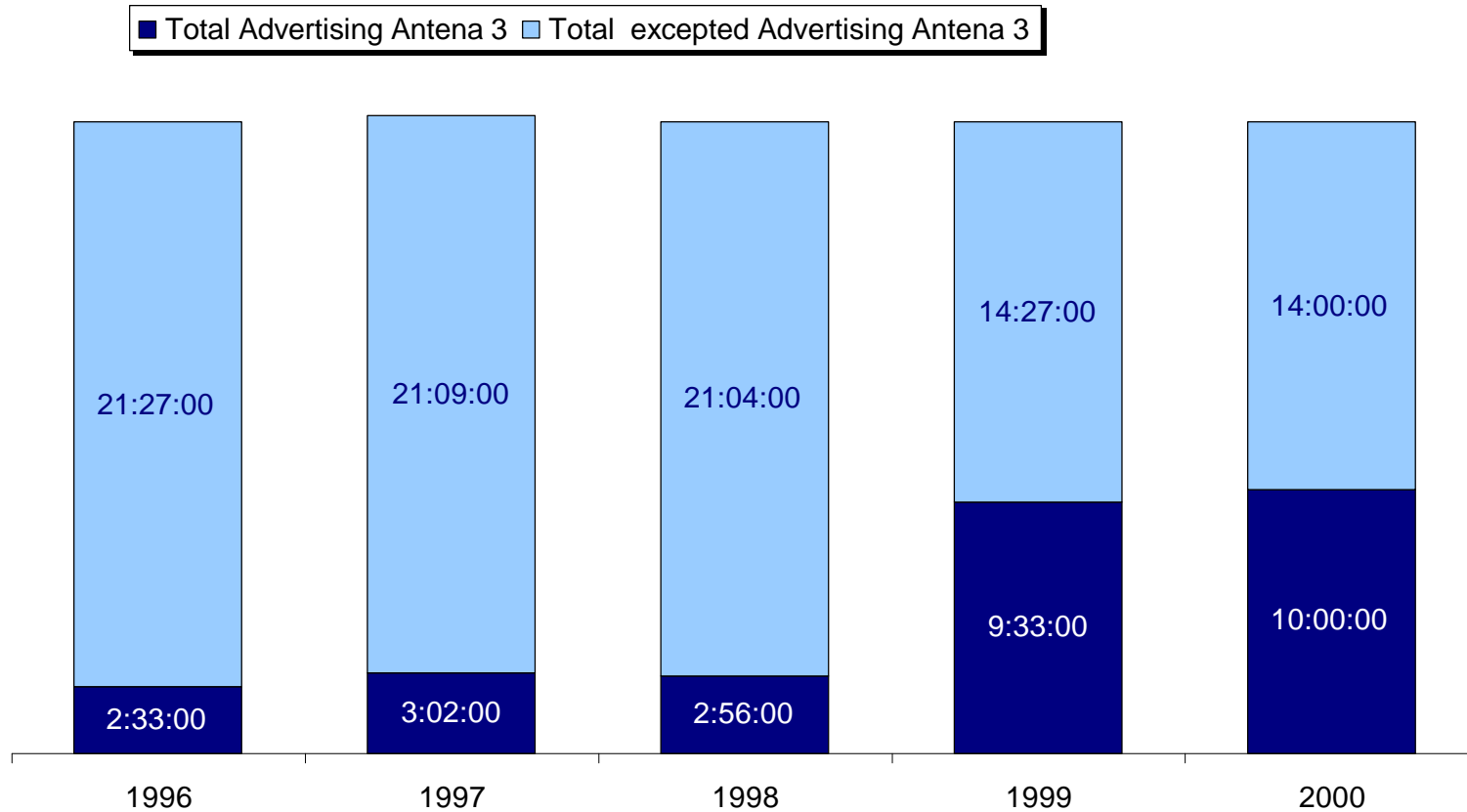
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Tele 5



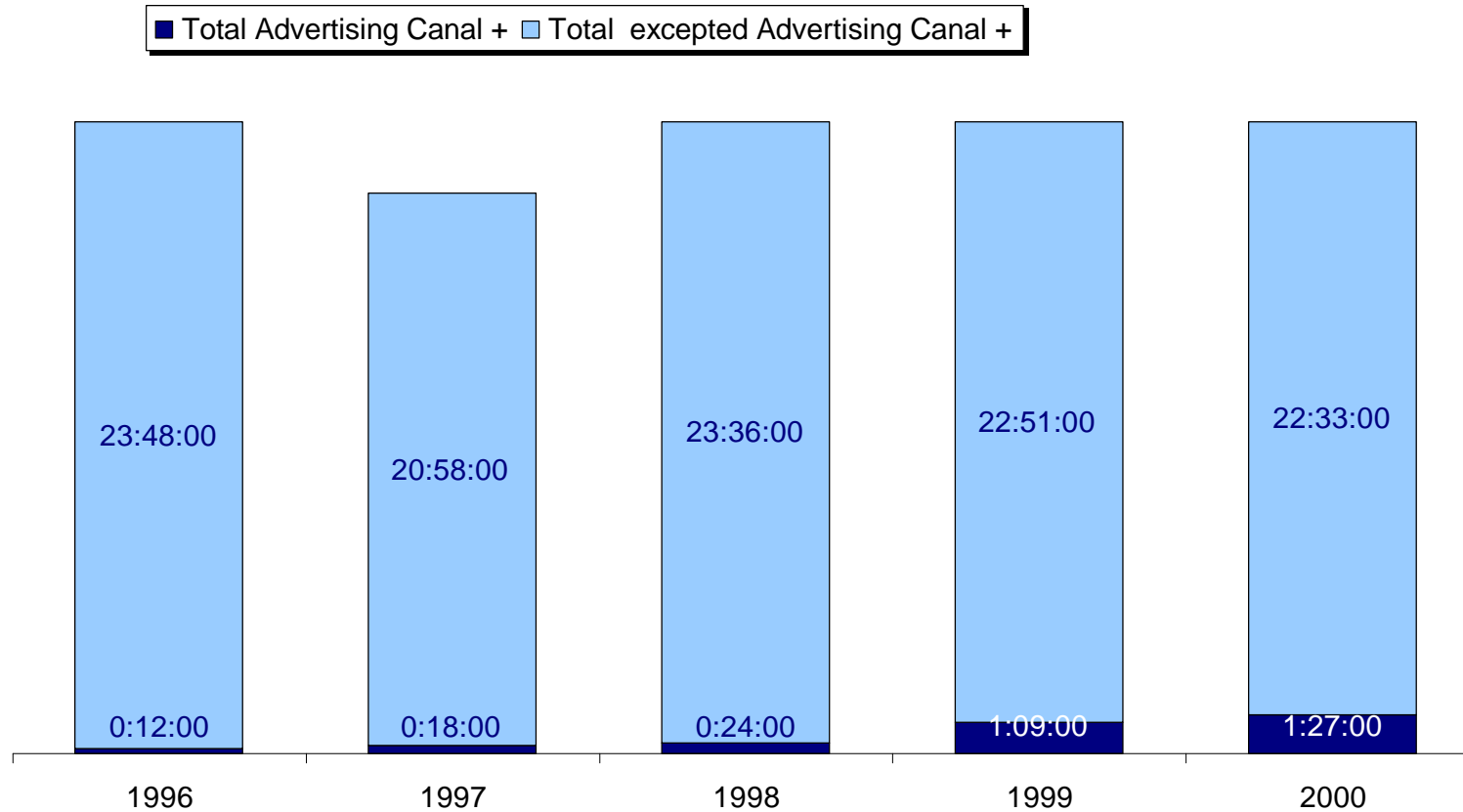
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Antena 3



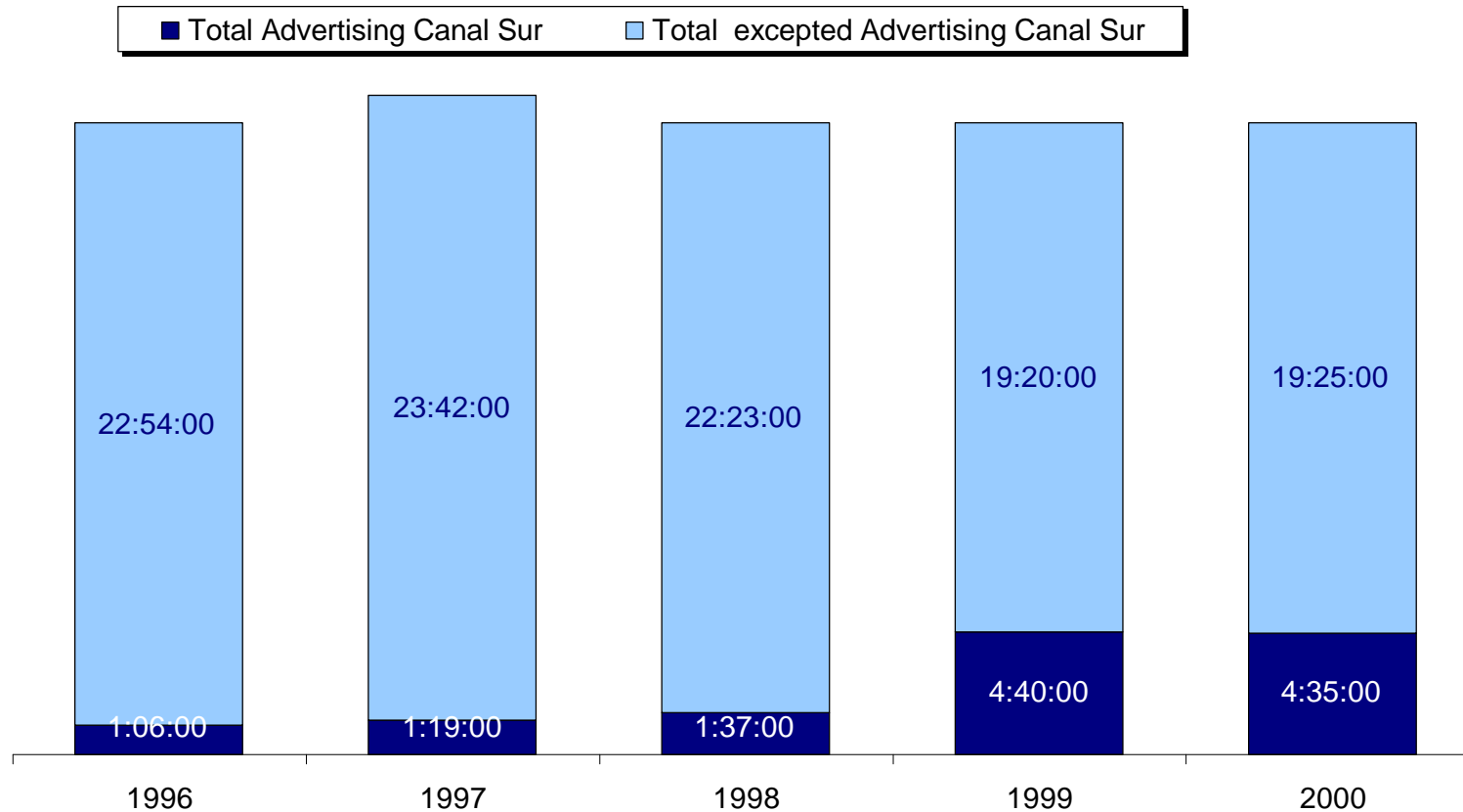
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Canal +



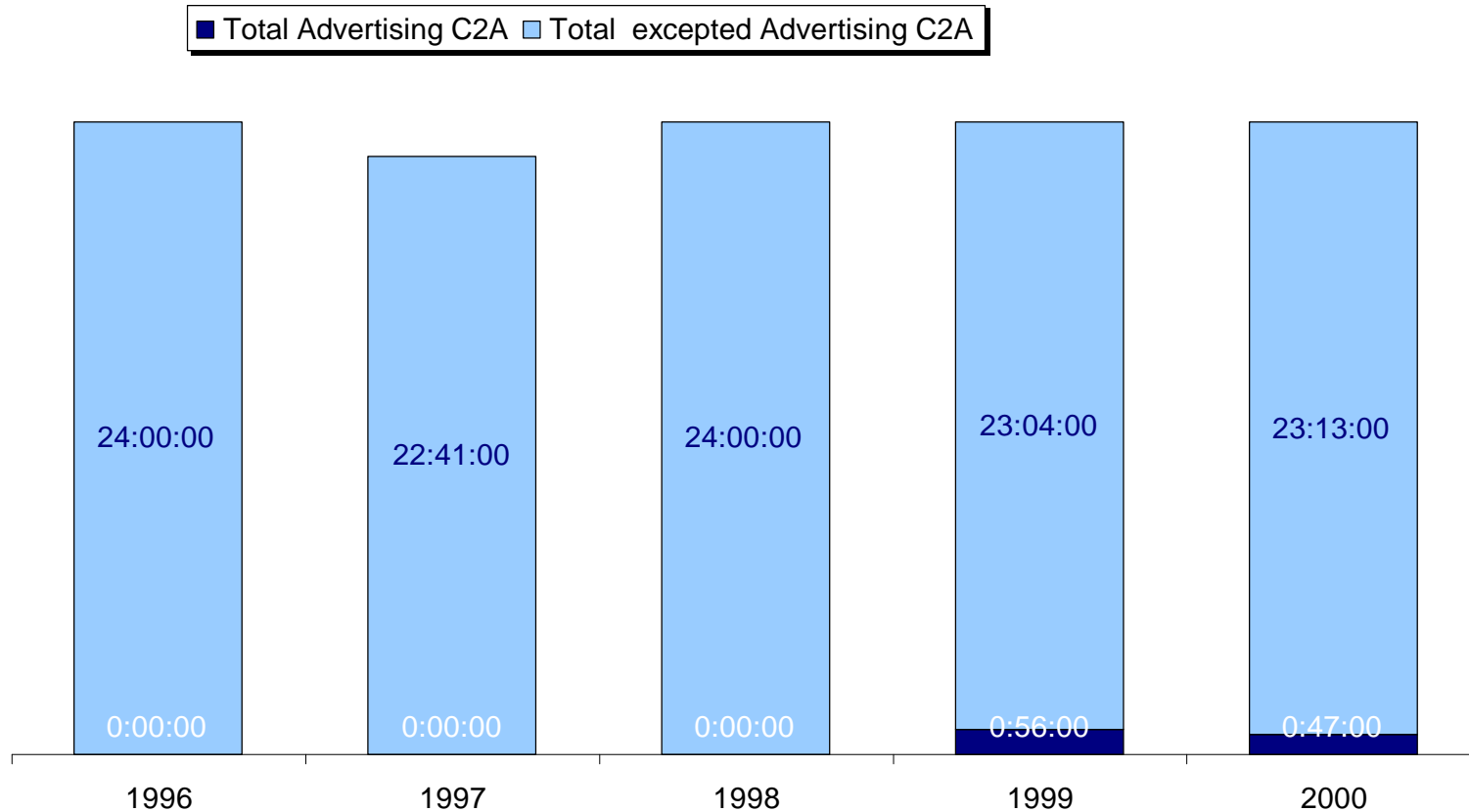
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Canal Sur



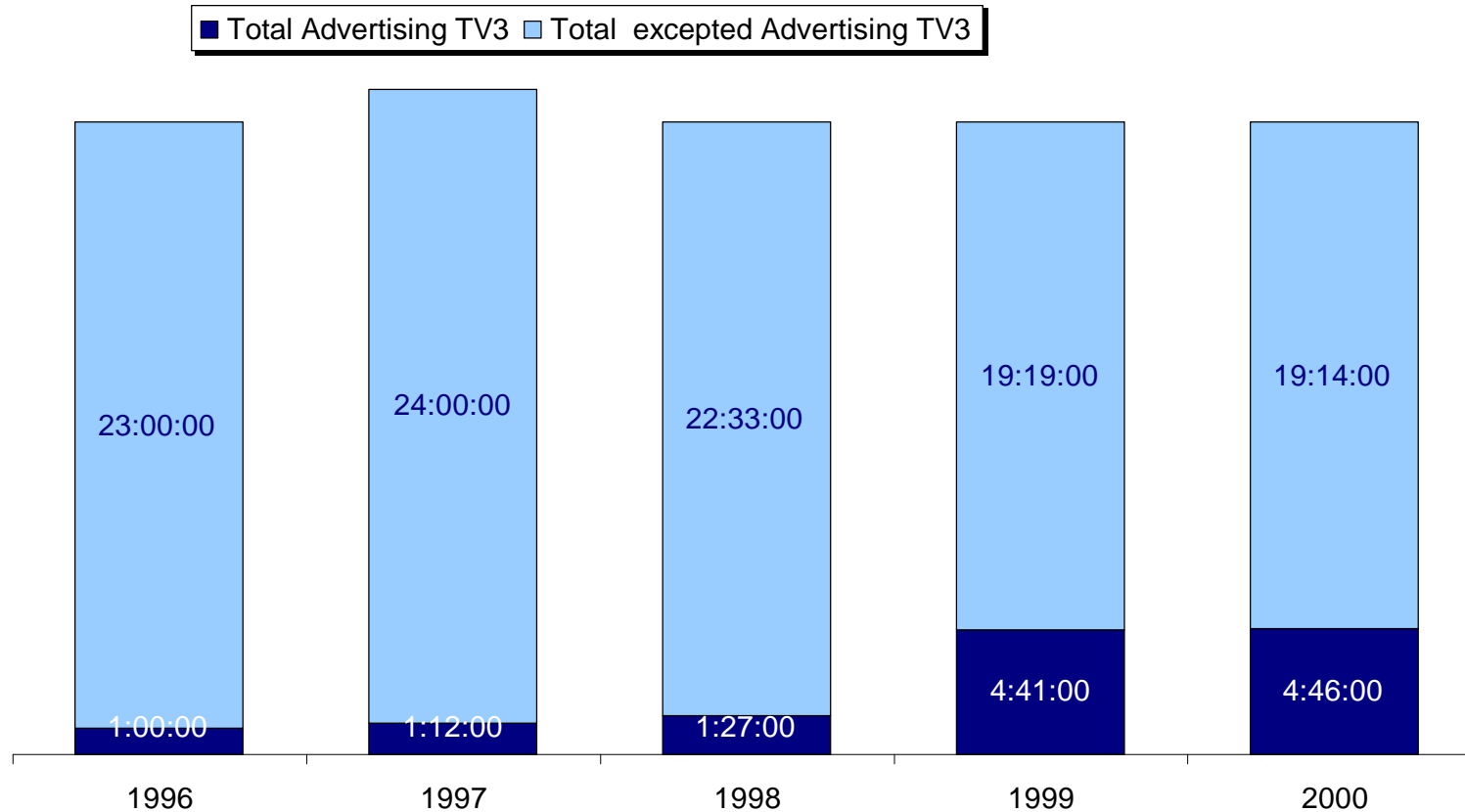
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - C2A



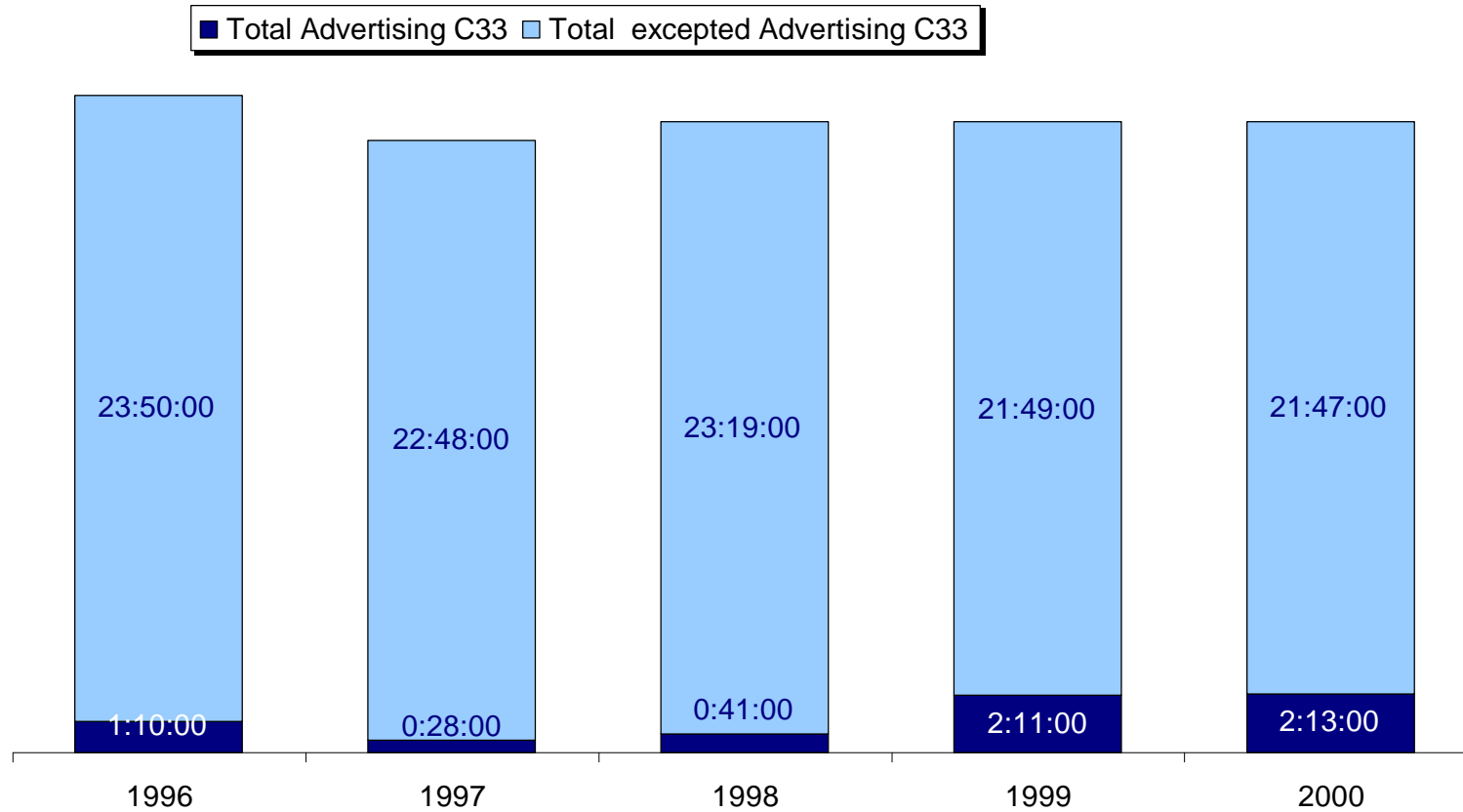
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TV3



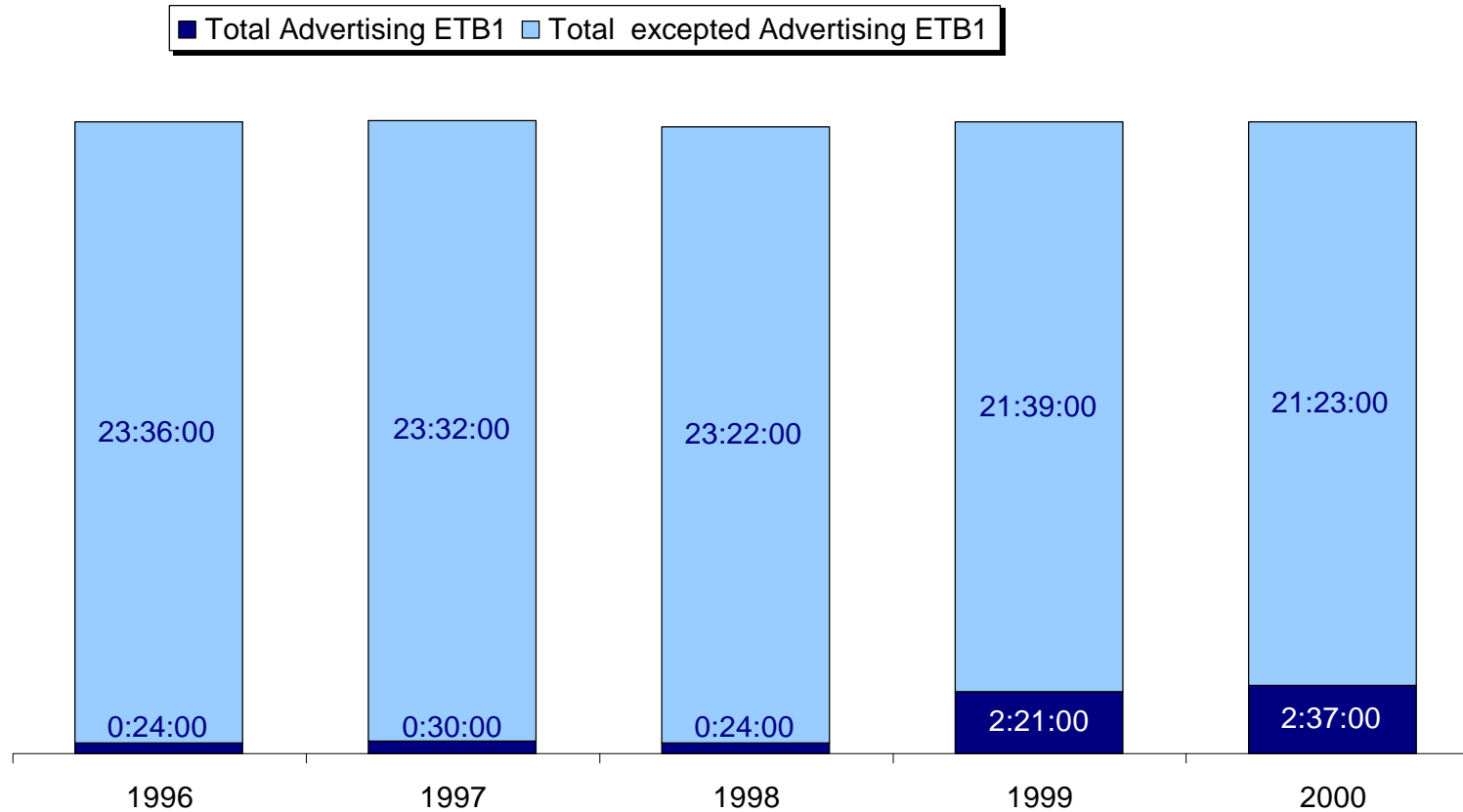
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - C33



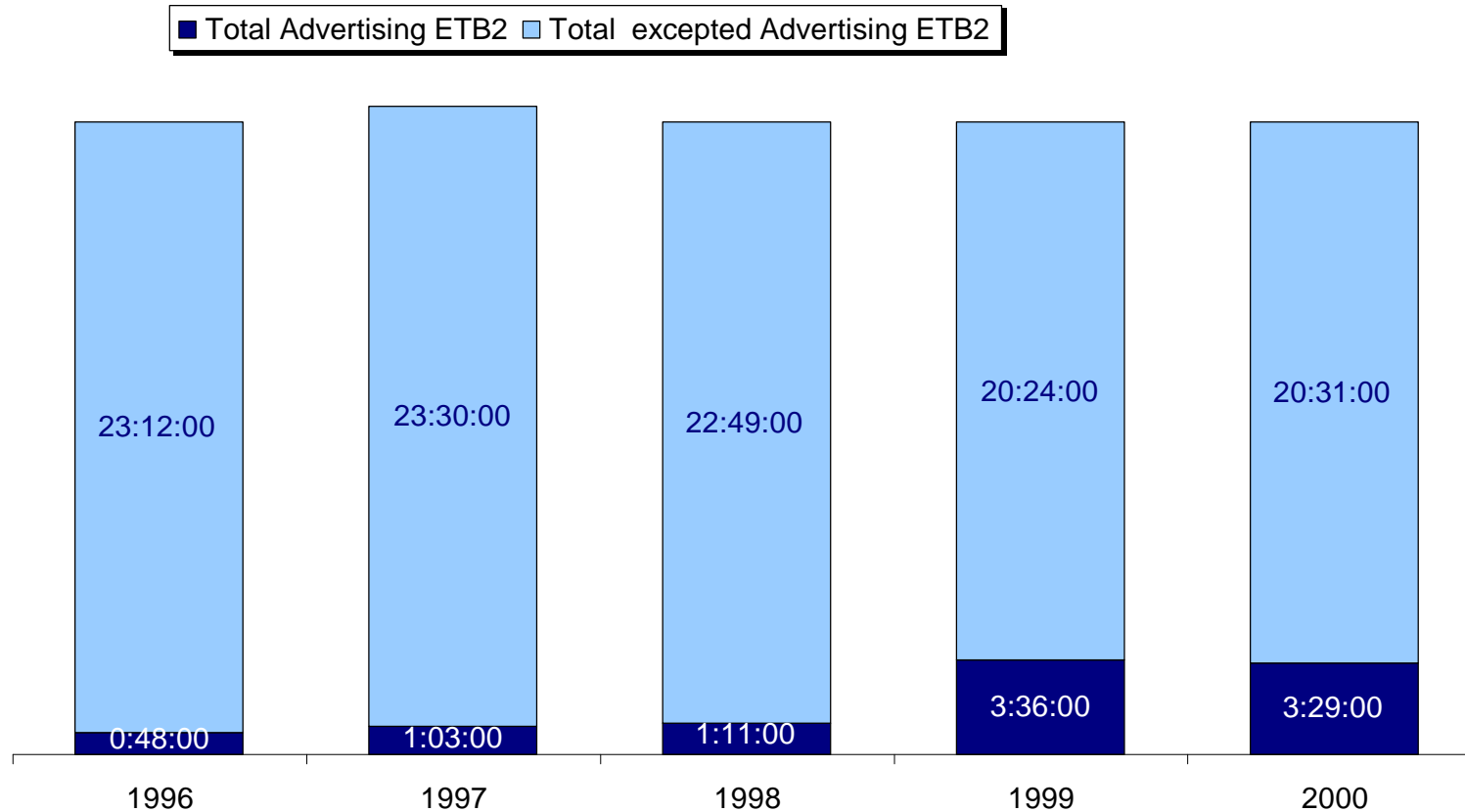
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - ETB1



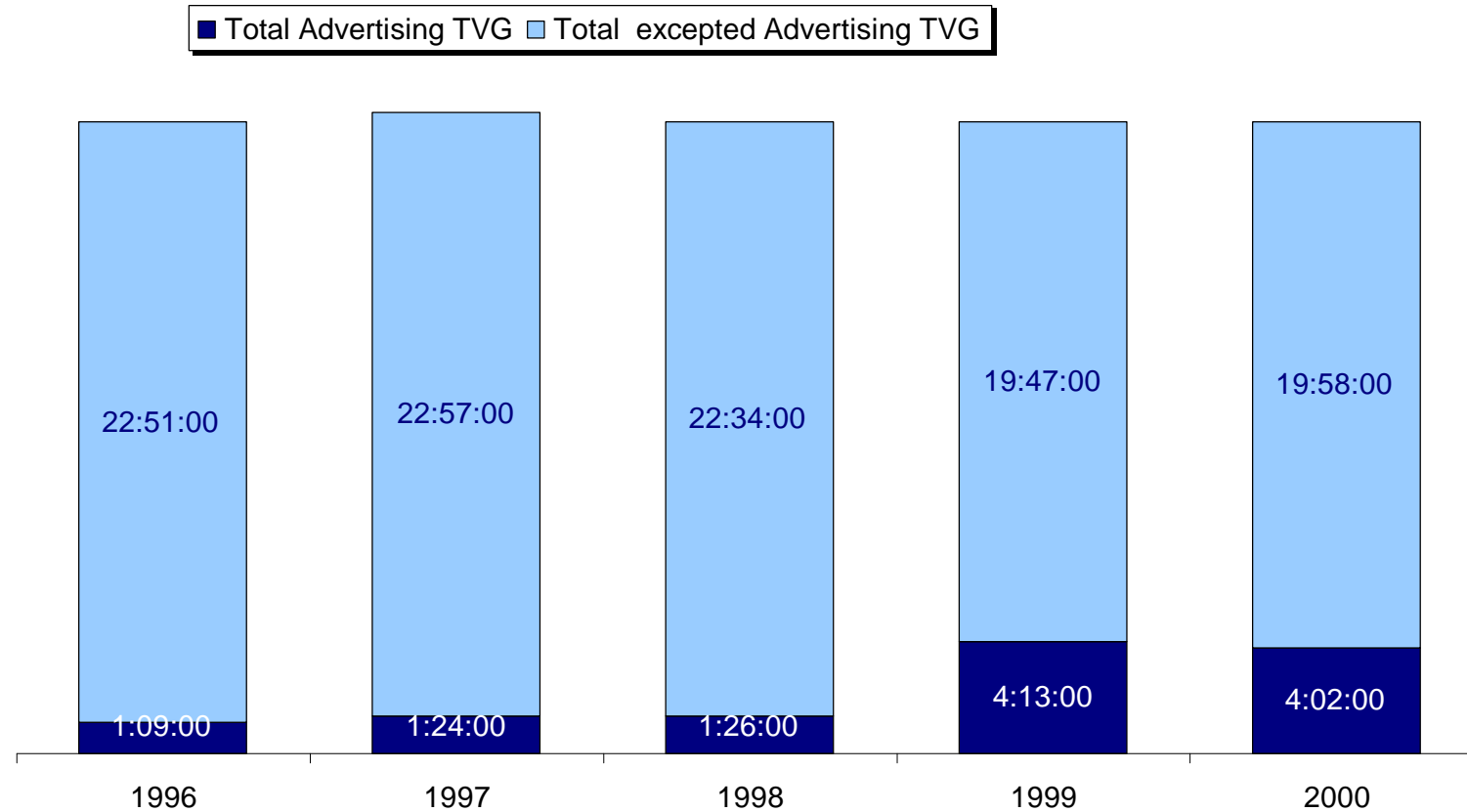
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - ETB2



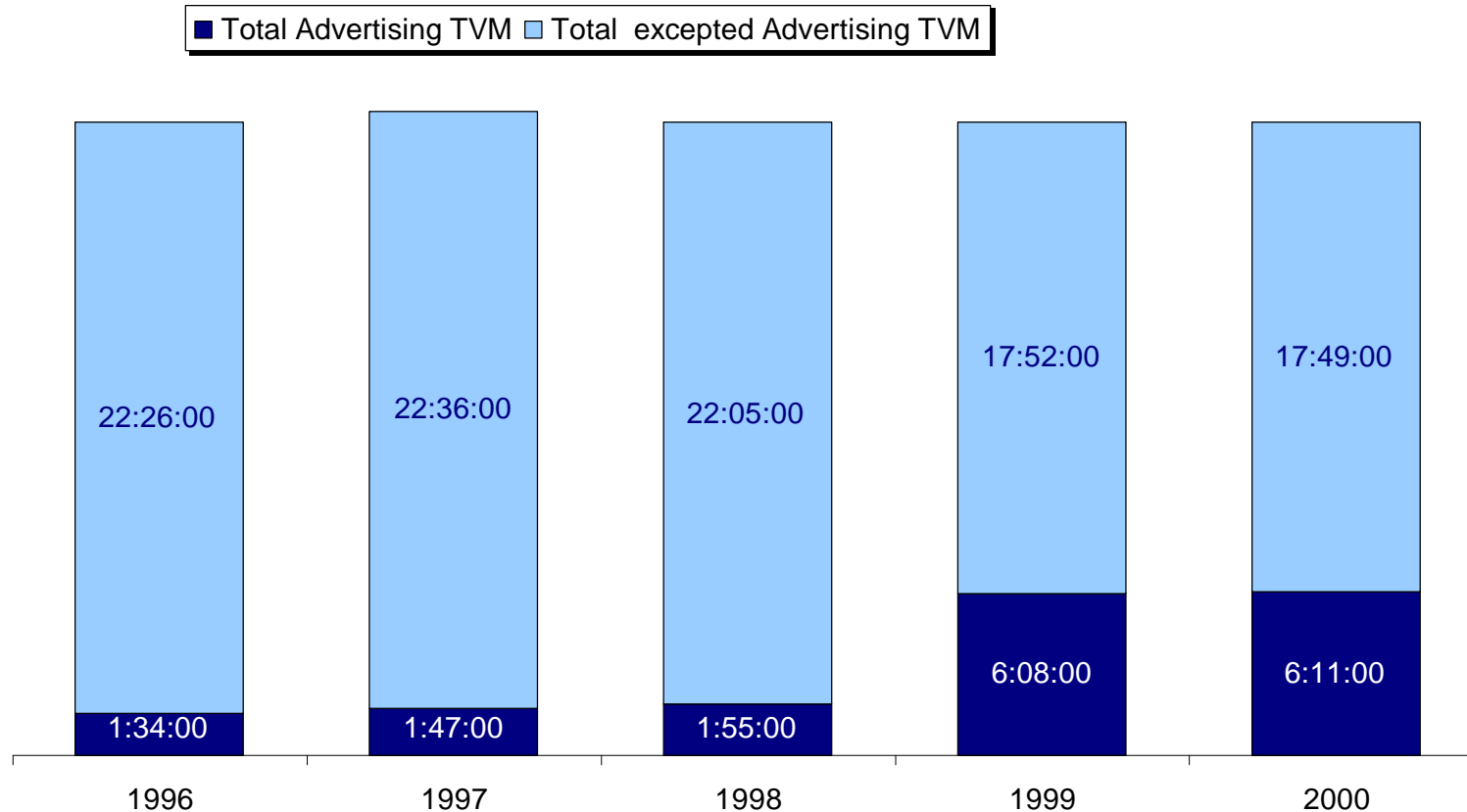
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TVG



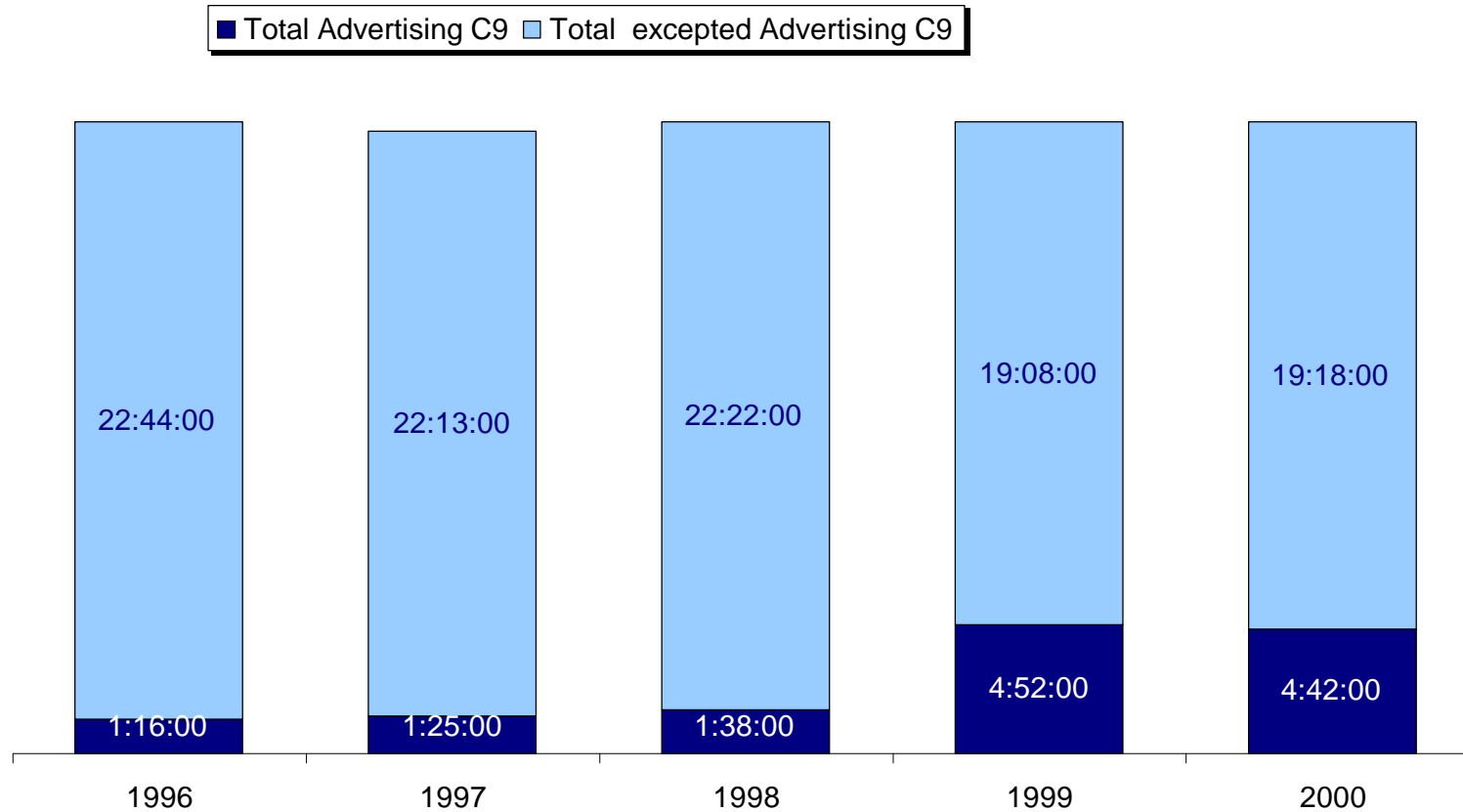
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TVM



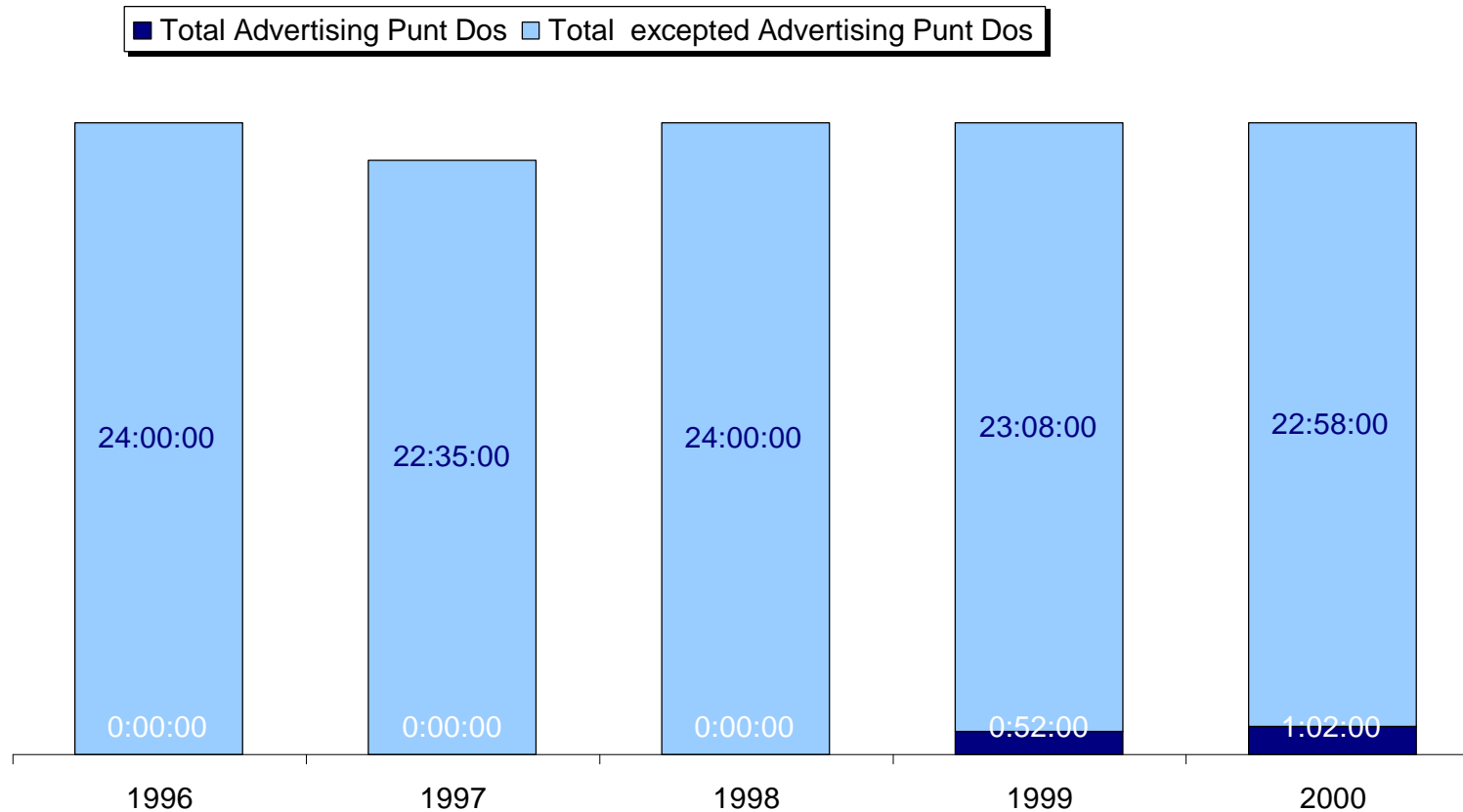
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - C9



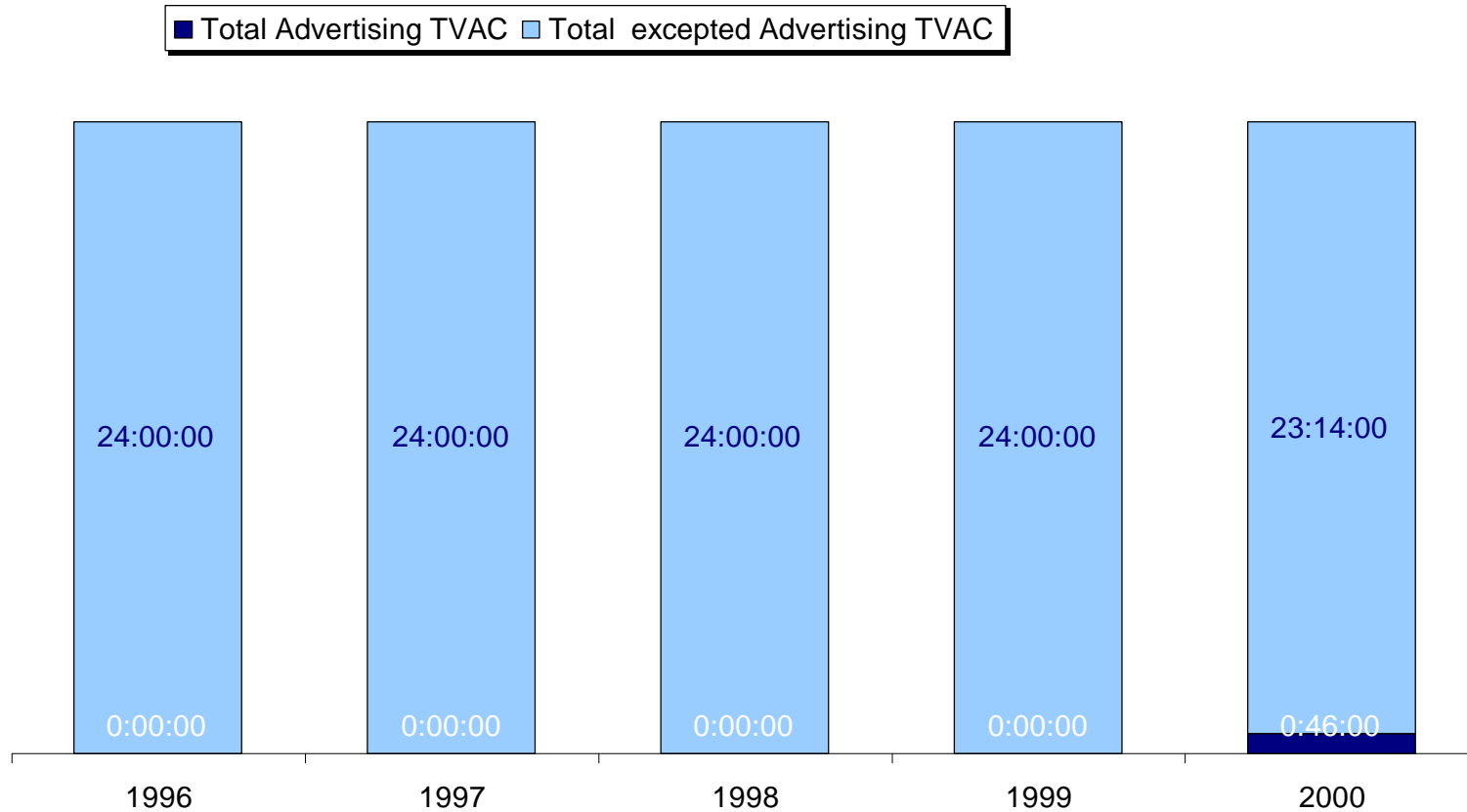
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Punt Dos



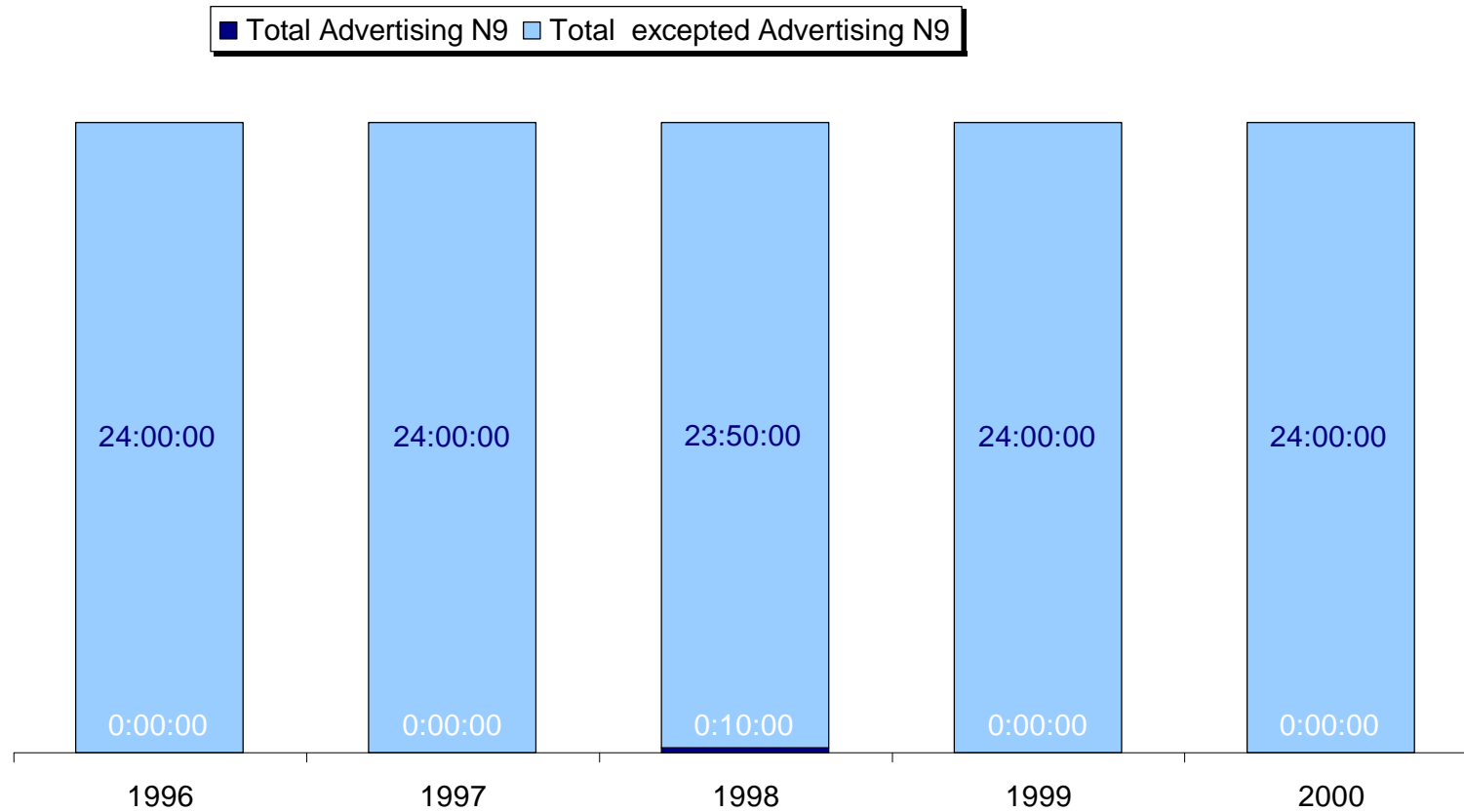
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TVAC



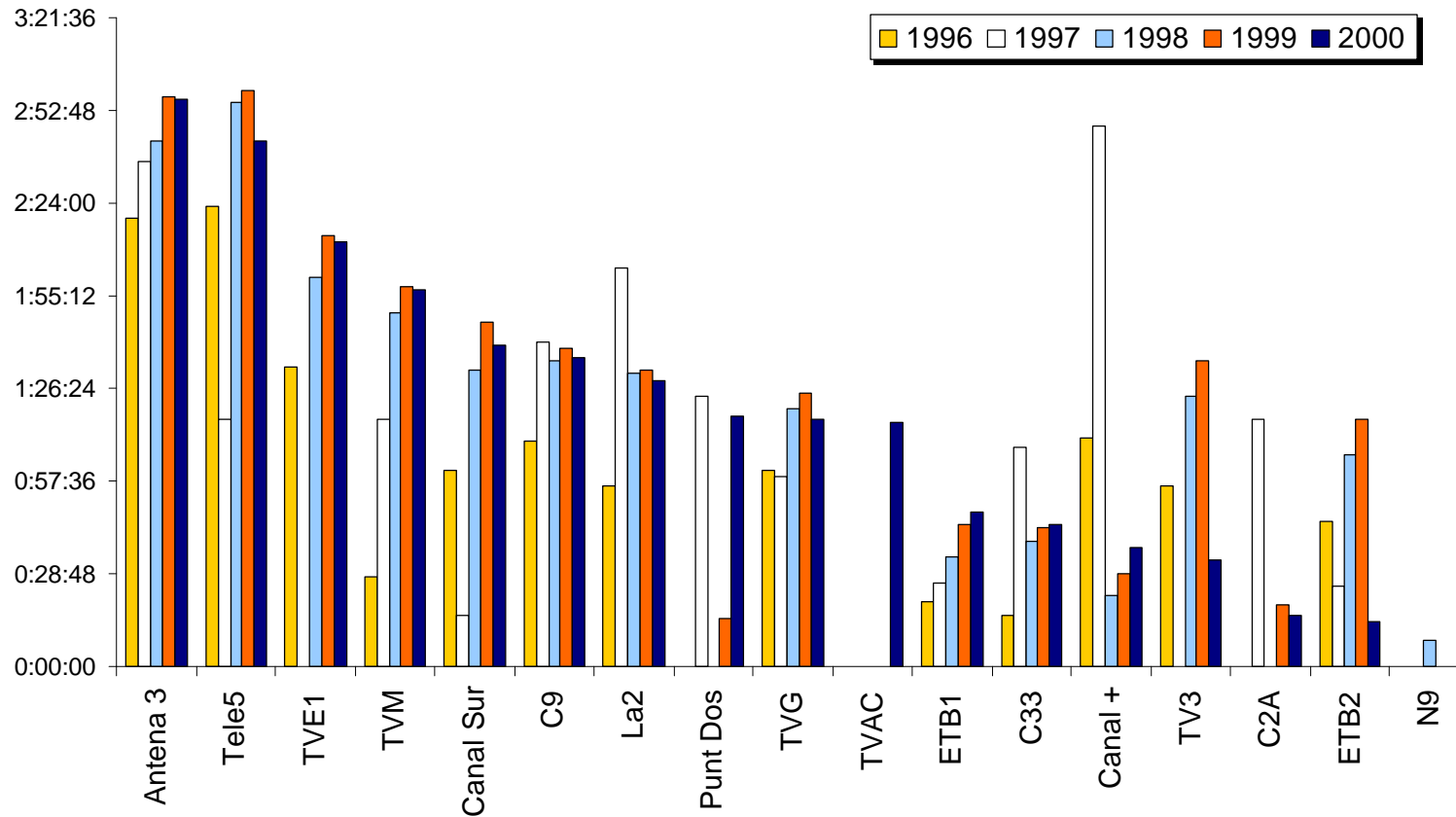
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - N9



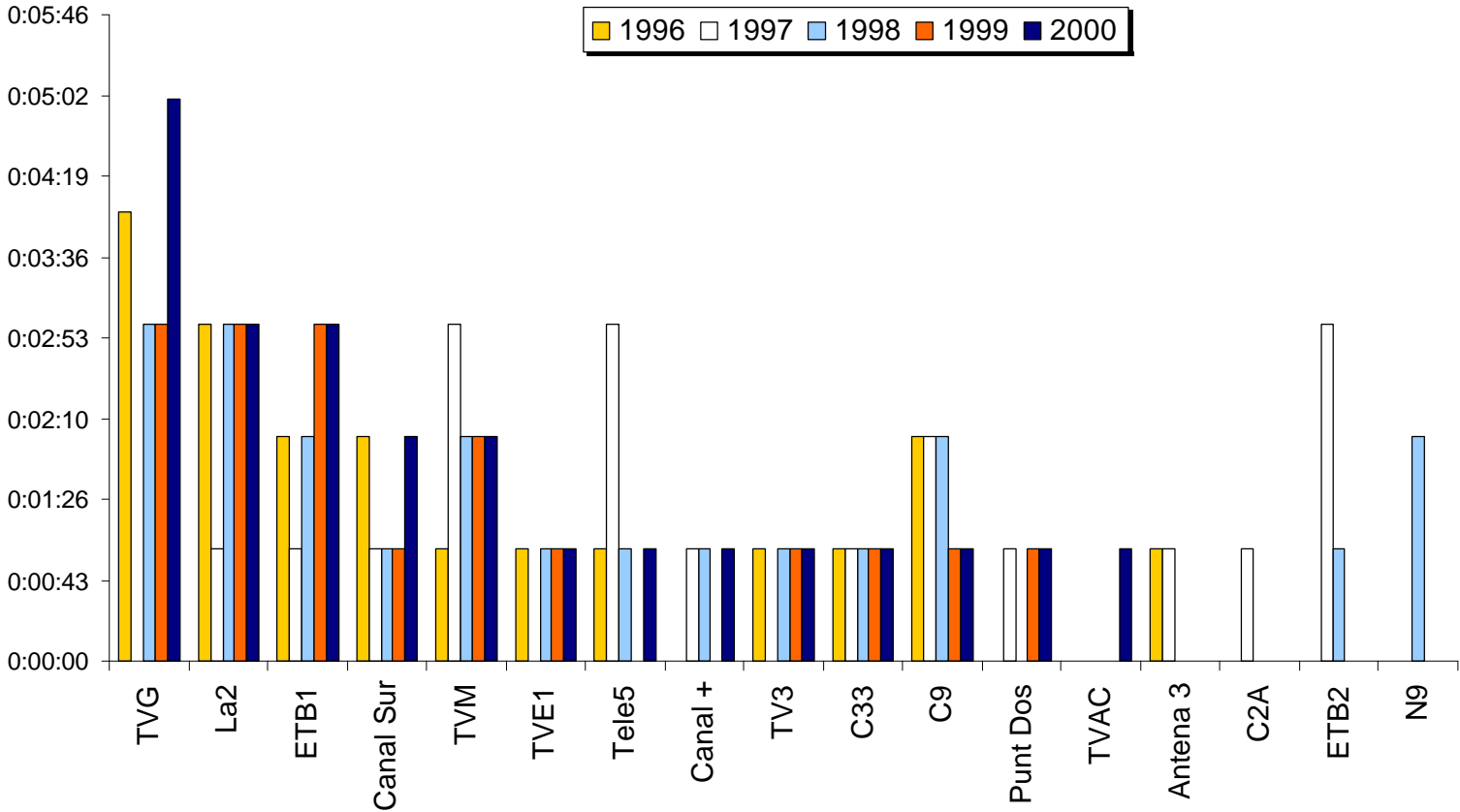
Avg Broadcast duration / day in minutes

Commercial breaks



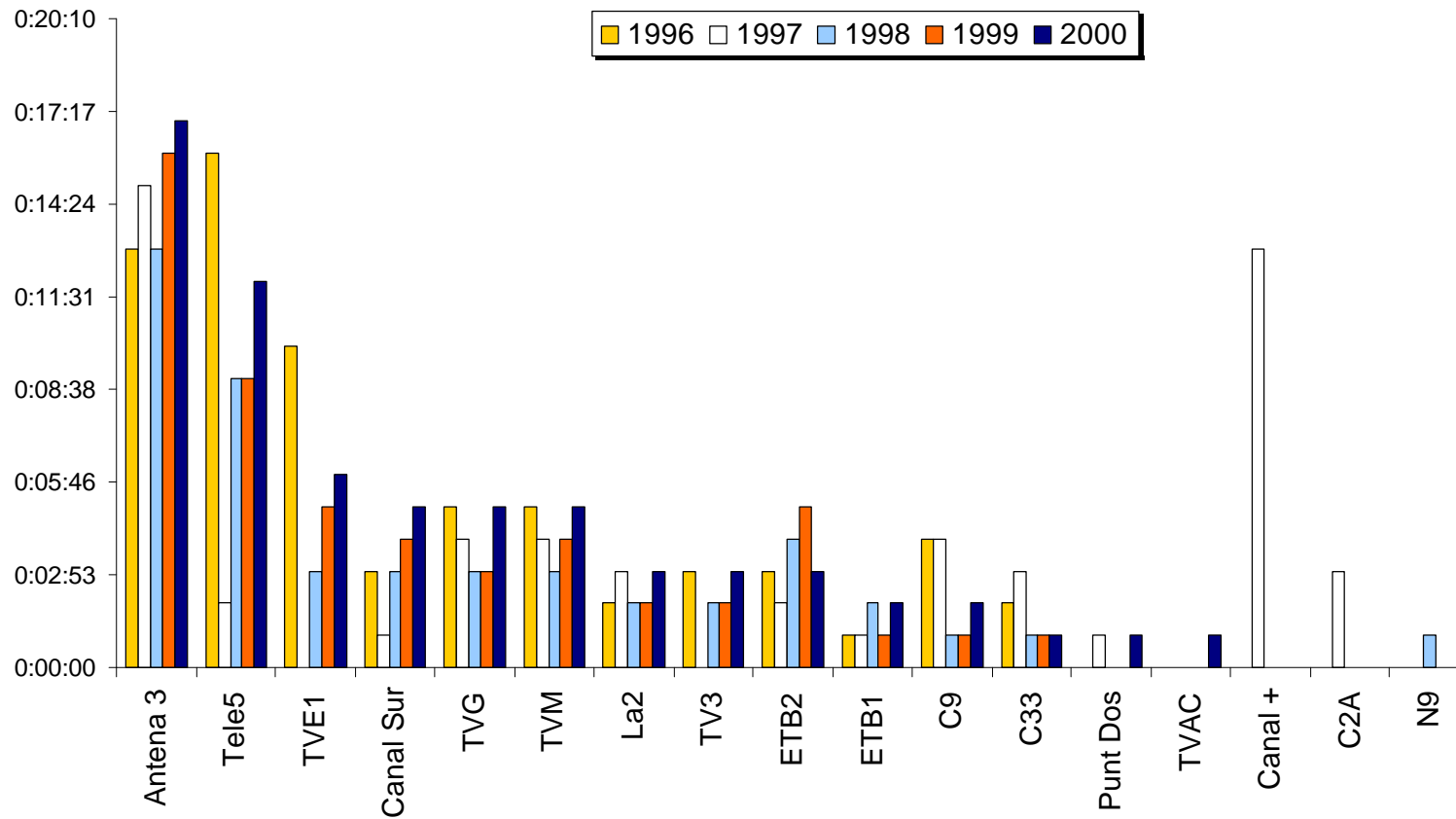
Avg Broadcast duration / day in minutes

Billboard spots



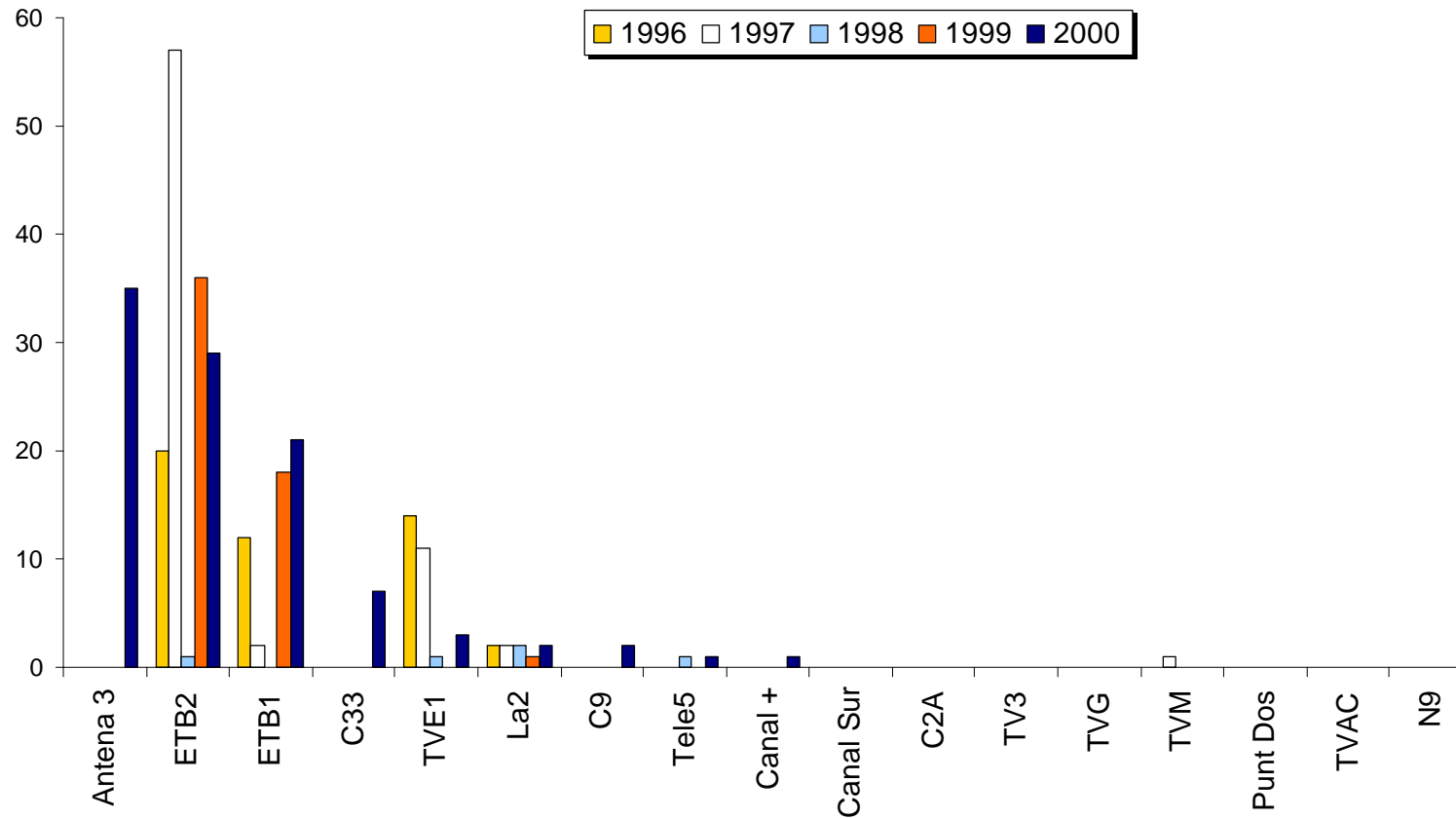
Avg Broadcast duration / day in minutes

Sponsoring spots



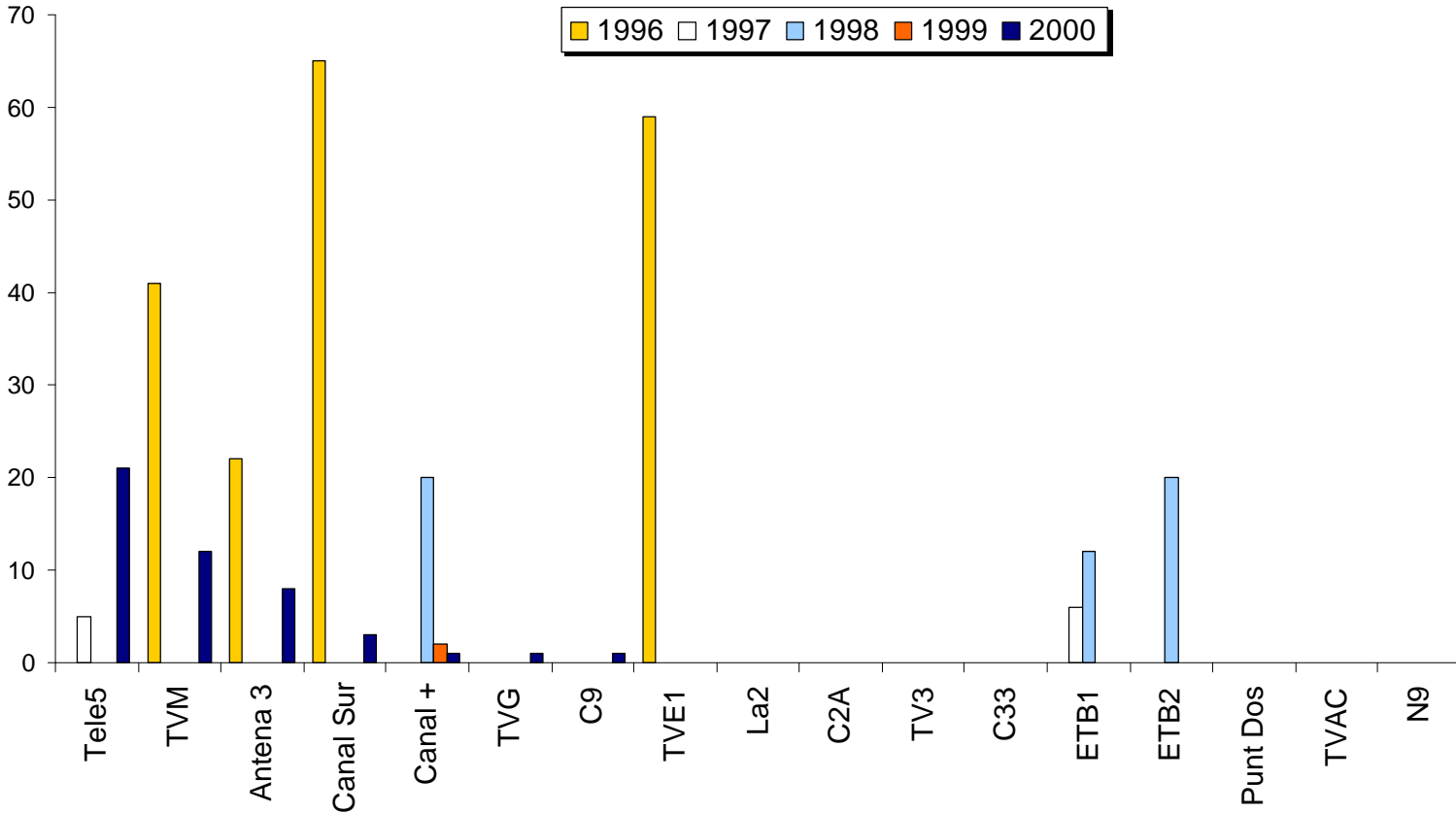
Avg Broadcast duration / day in minutes

Breakbumper spots (SUM OF MINUTES FOR THE YEAR)



Avg Broadcast duration / day in minutes

Informercial spots (SUM OF MINUTES FOR THE YEAR)



3.4. Commercial Offer

Domestic and Regional Channels

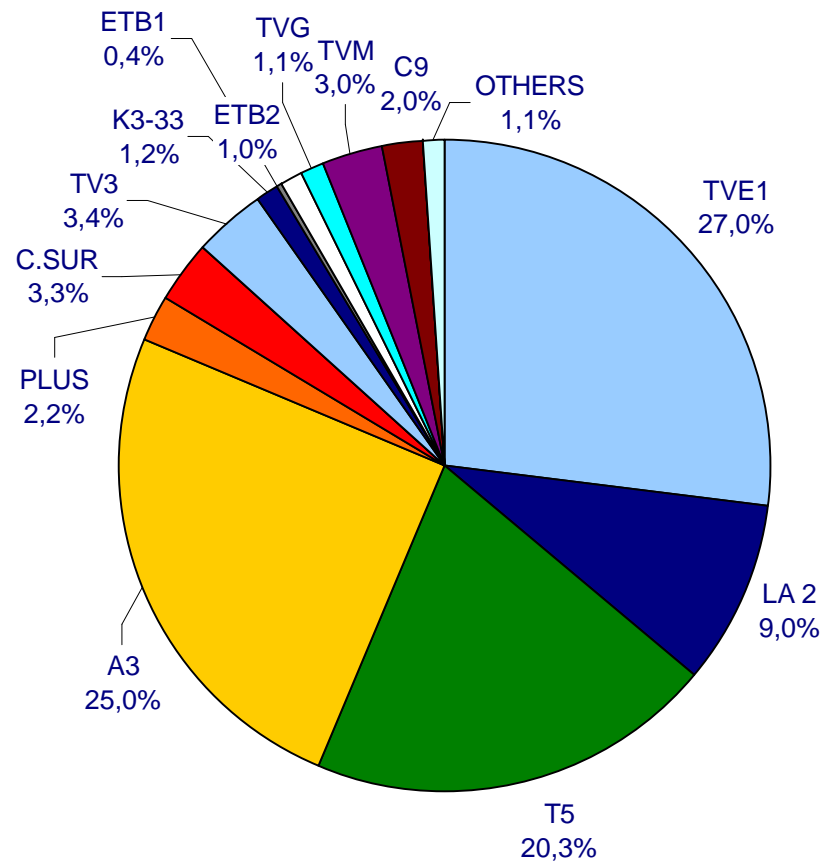
Average Rates for full day (02h30-26h30) - €

		Average Rates in 2001* - All Day - base 30 sec. - Euro only please					
Name of TV Names		Commercial Spots 30"	Billboard Spots	Sponsoring Spots	Auto Promotion Spots	TV Shopping Spots	Direct Response Spots
Domestic Channels (national)	TVE 1	8.096,68	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	La 2	3.290,80	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	ANTENA 3	7.817,00	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	TELECINCO	6.707,85	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	CANAL +	4.114,99	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
Regional Channels	ETB-1	711,27	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	TV3	4.577,41	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	TVG	2.120,60	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	ETB-2	1.561,24	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	CANAL 33	1.131,43	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	CANAL SUR	2.630,15	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	TM3	4.416,48	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	CANAL 9	1.832,75	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	PUNT DOS	394,23	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots
	CANAL 2 ANDALUCÍA	1.080,59	Tailor Made	Tailor Made	Tailor Made	Tailor Made	As commercial spots

3.5. Audiences

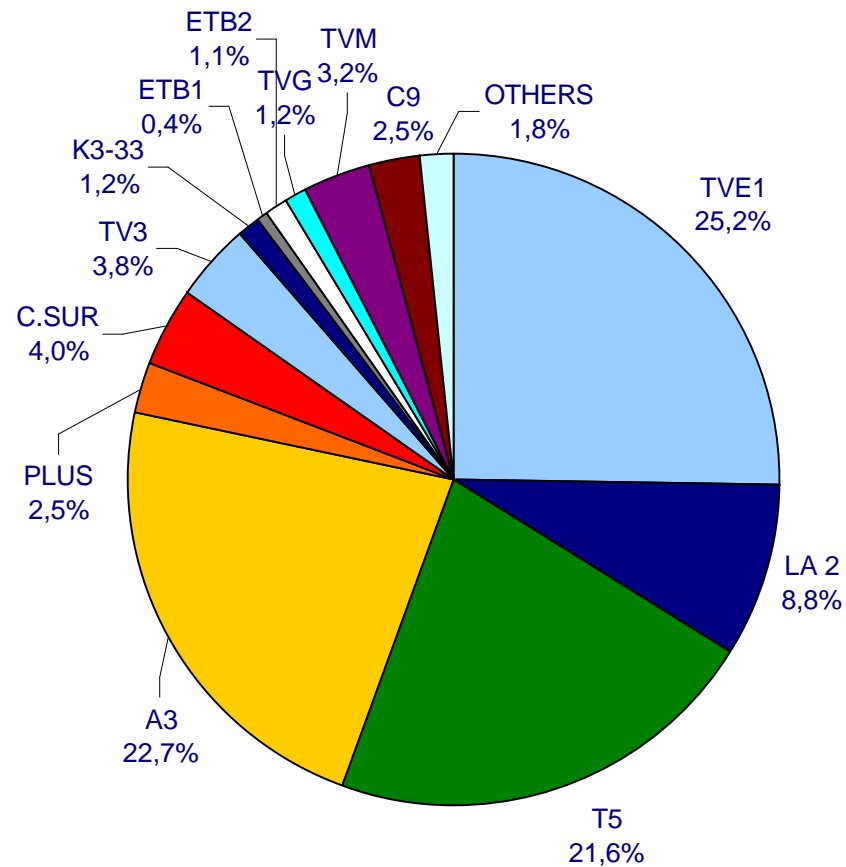
Share of Market (%) - 1996

Target : 6+ (02h30-26h30)



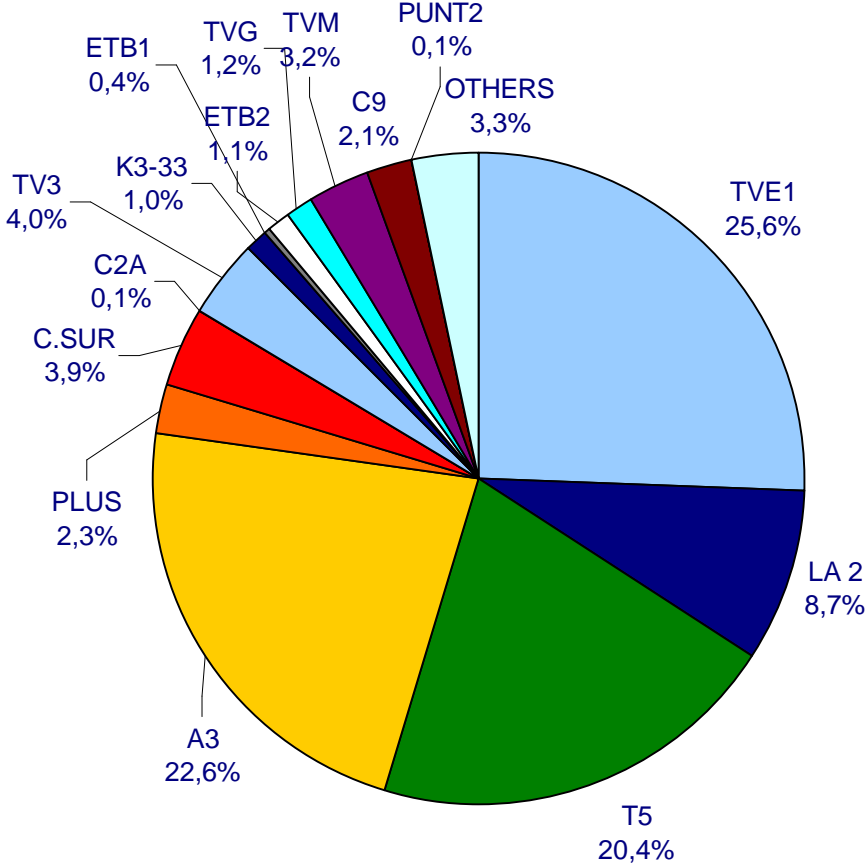
Share of Market (%) - 1997

Target : 6+ (02h30-26h30)



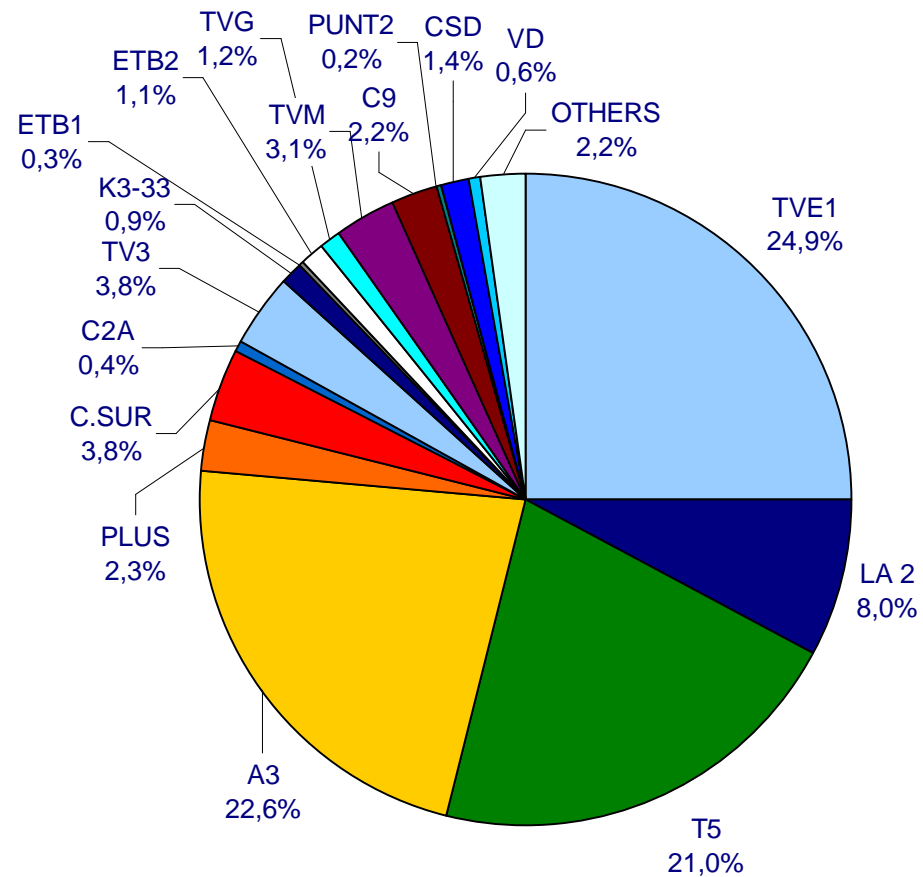
Share of Market (%) - 1998

Target : 6+ (02h30-26h30)



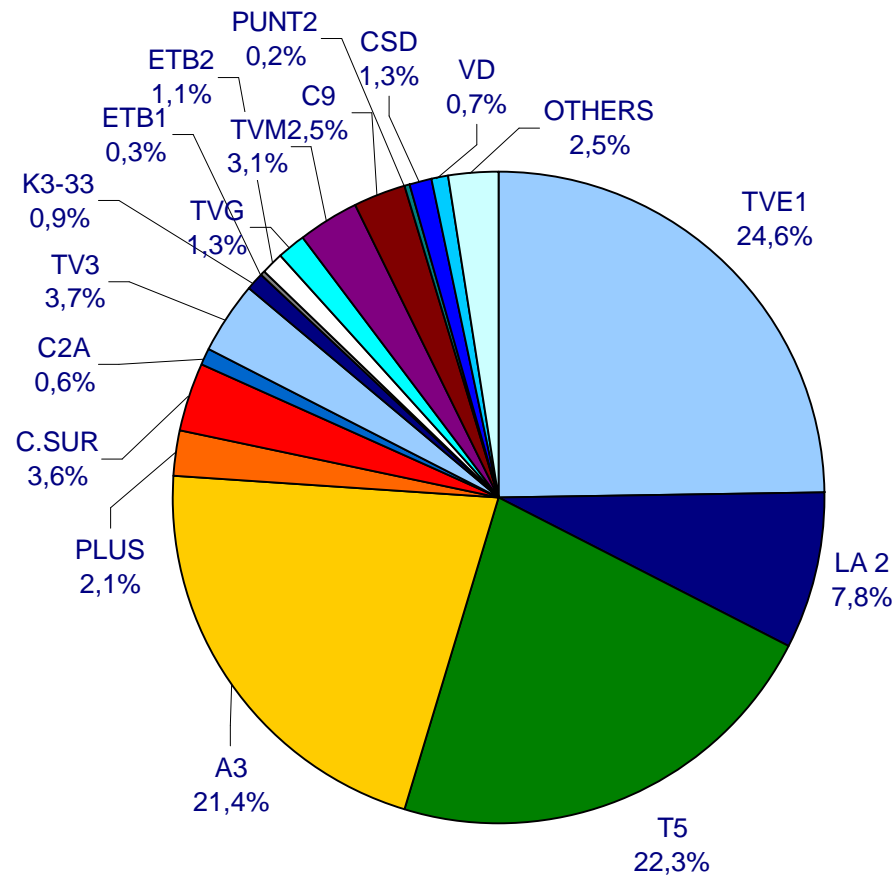
Share of Market (%) - 1999

Target : 6+ (02h30-26h30)

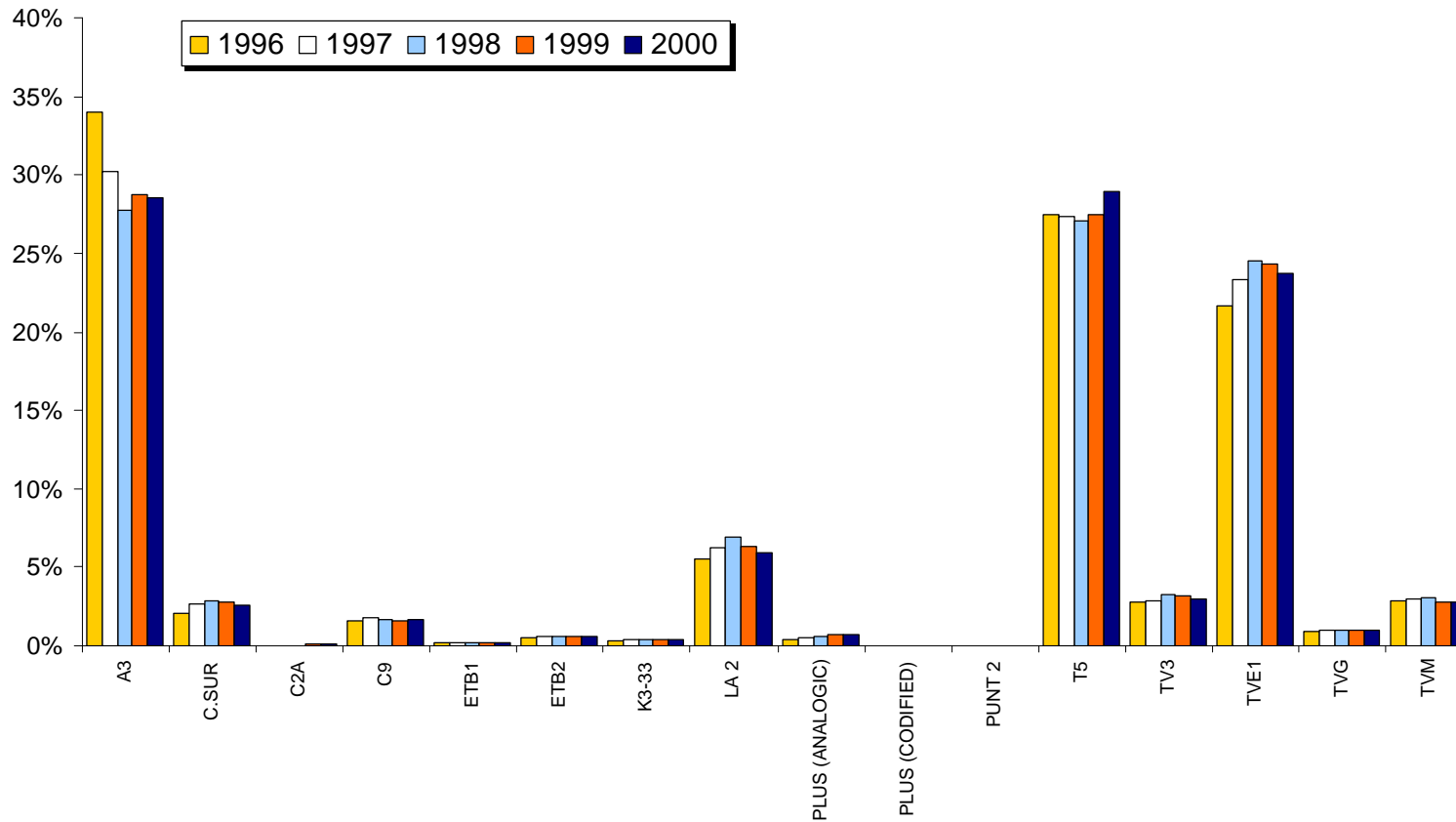


Share of Market (%) - 2000

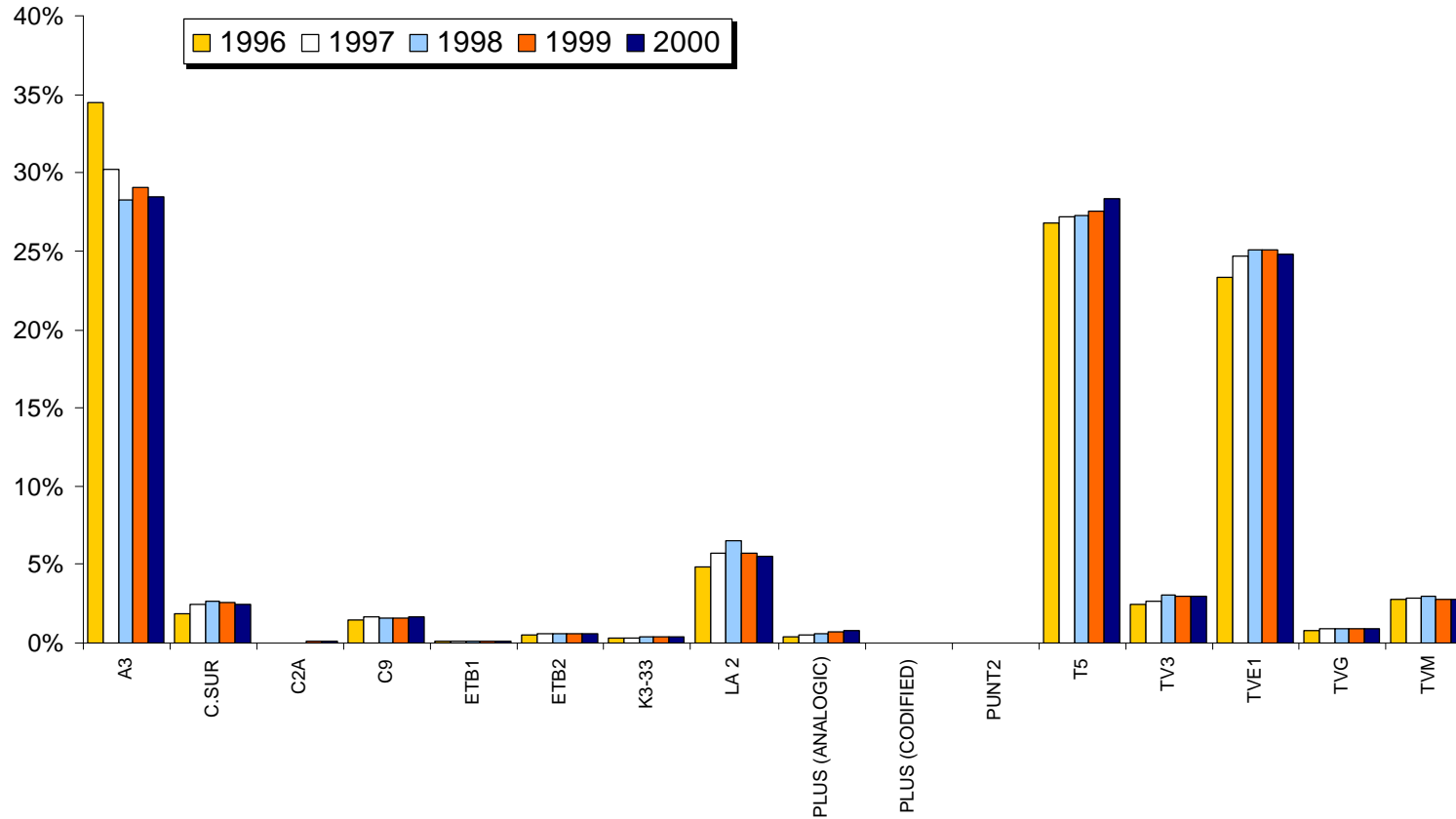
Target : 6+ (02h30-26h30)



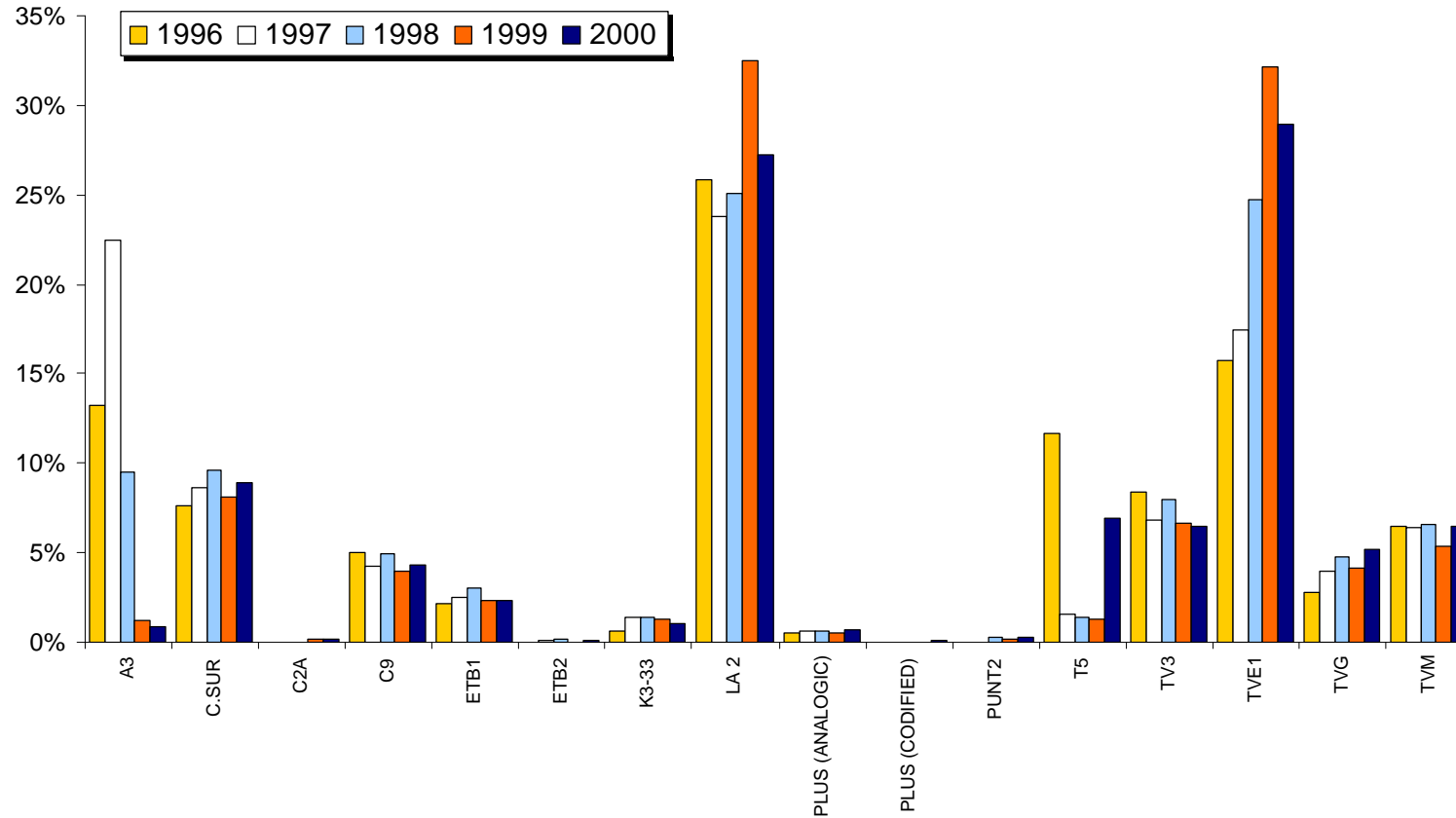
Avg rating (GRP's %) Total Advertising



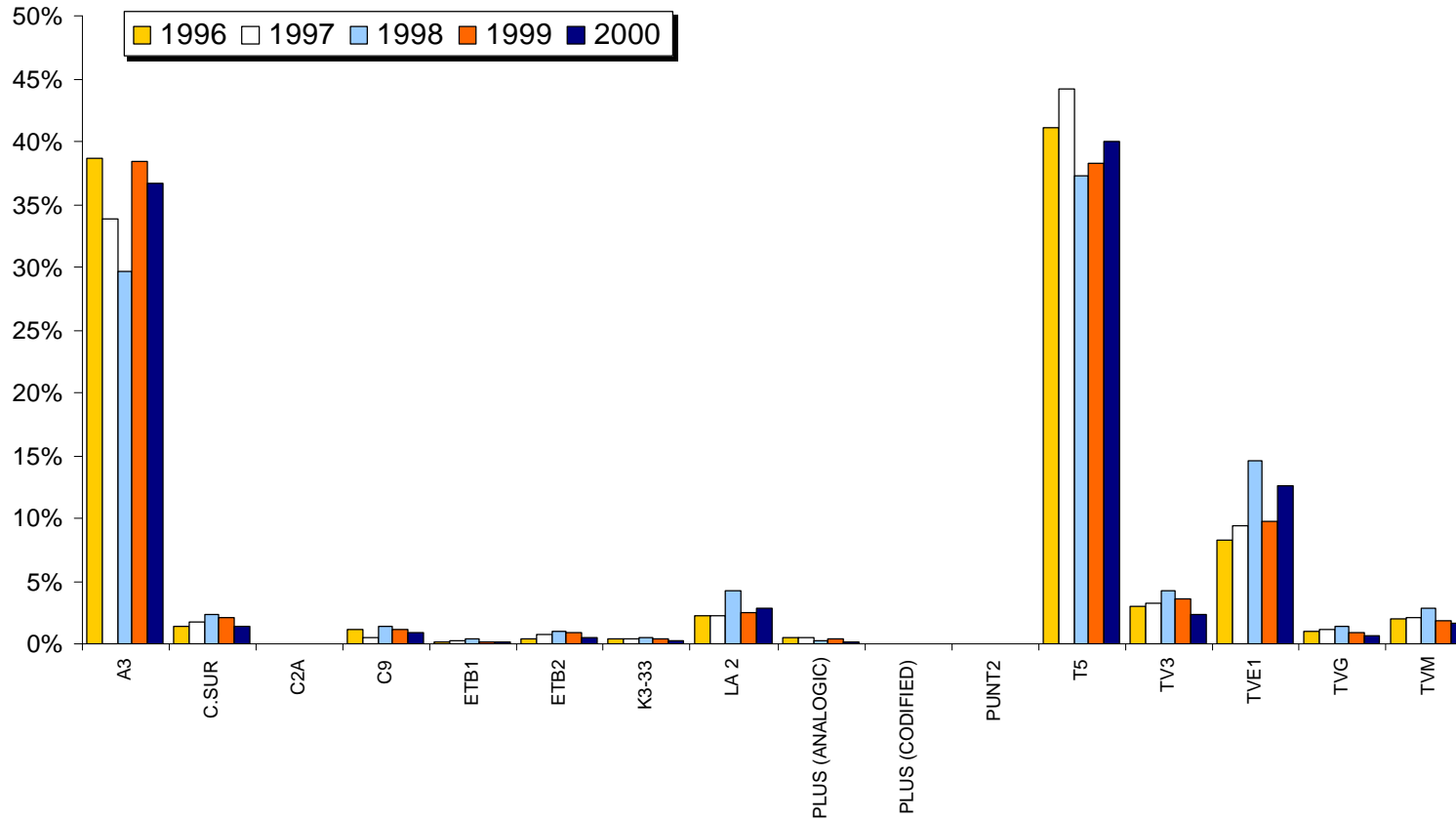
Avg rating (GRP's %) Commercial breaks



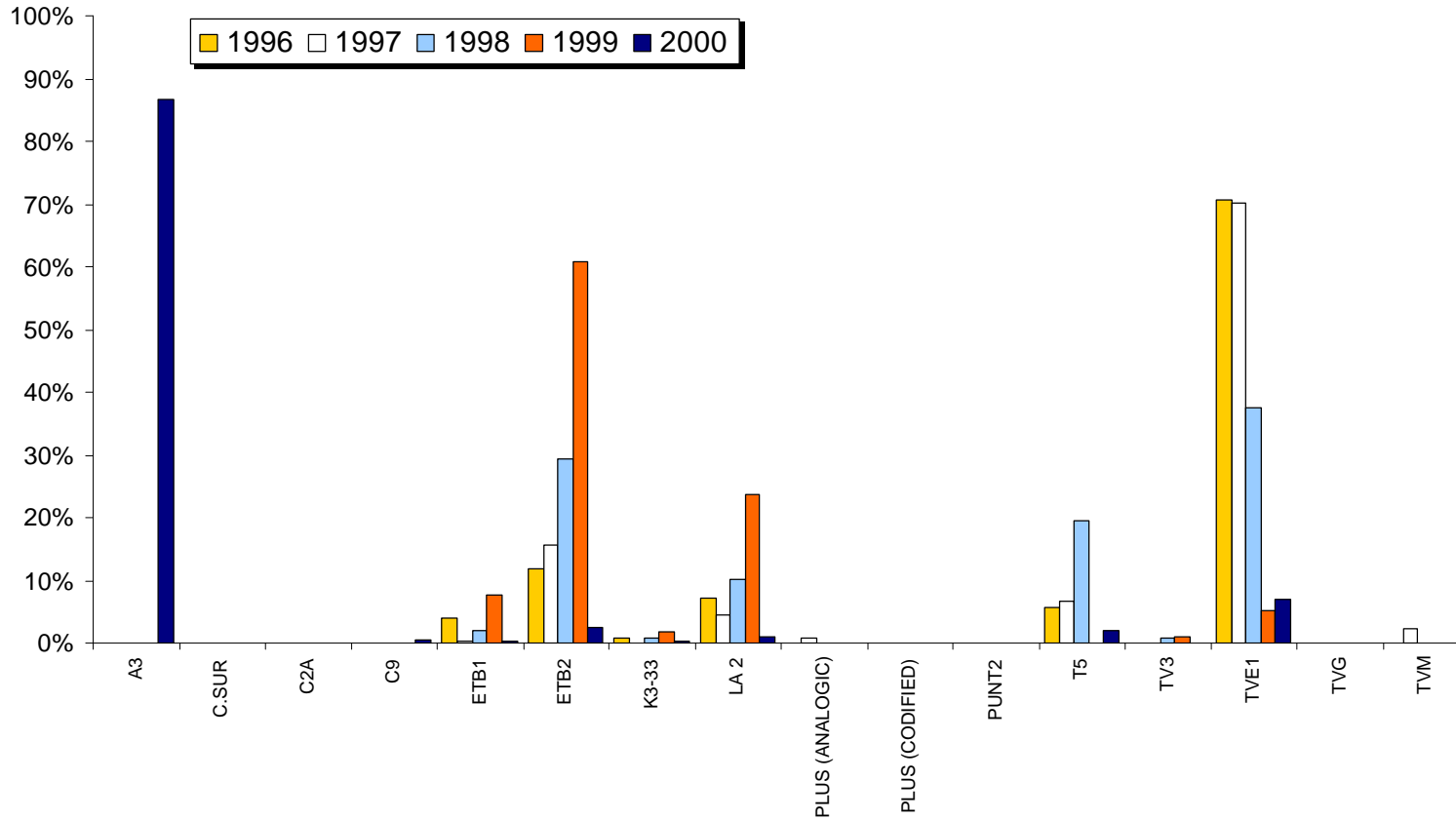
Avg rating (GRP's %) Billboards



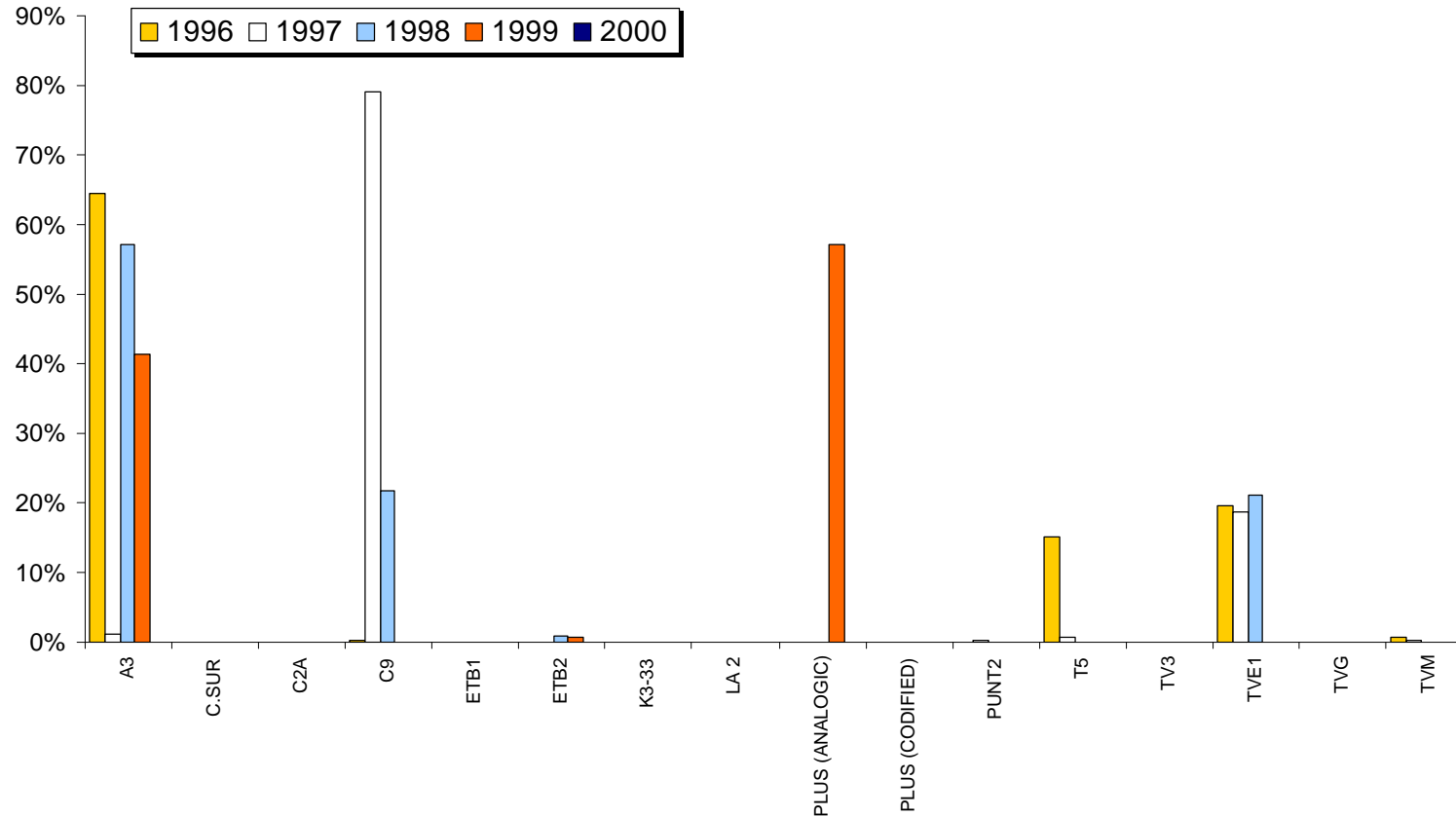
Avg rating (GRP's %) Sponsoring



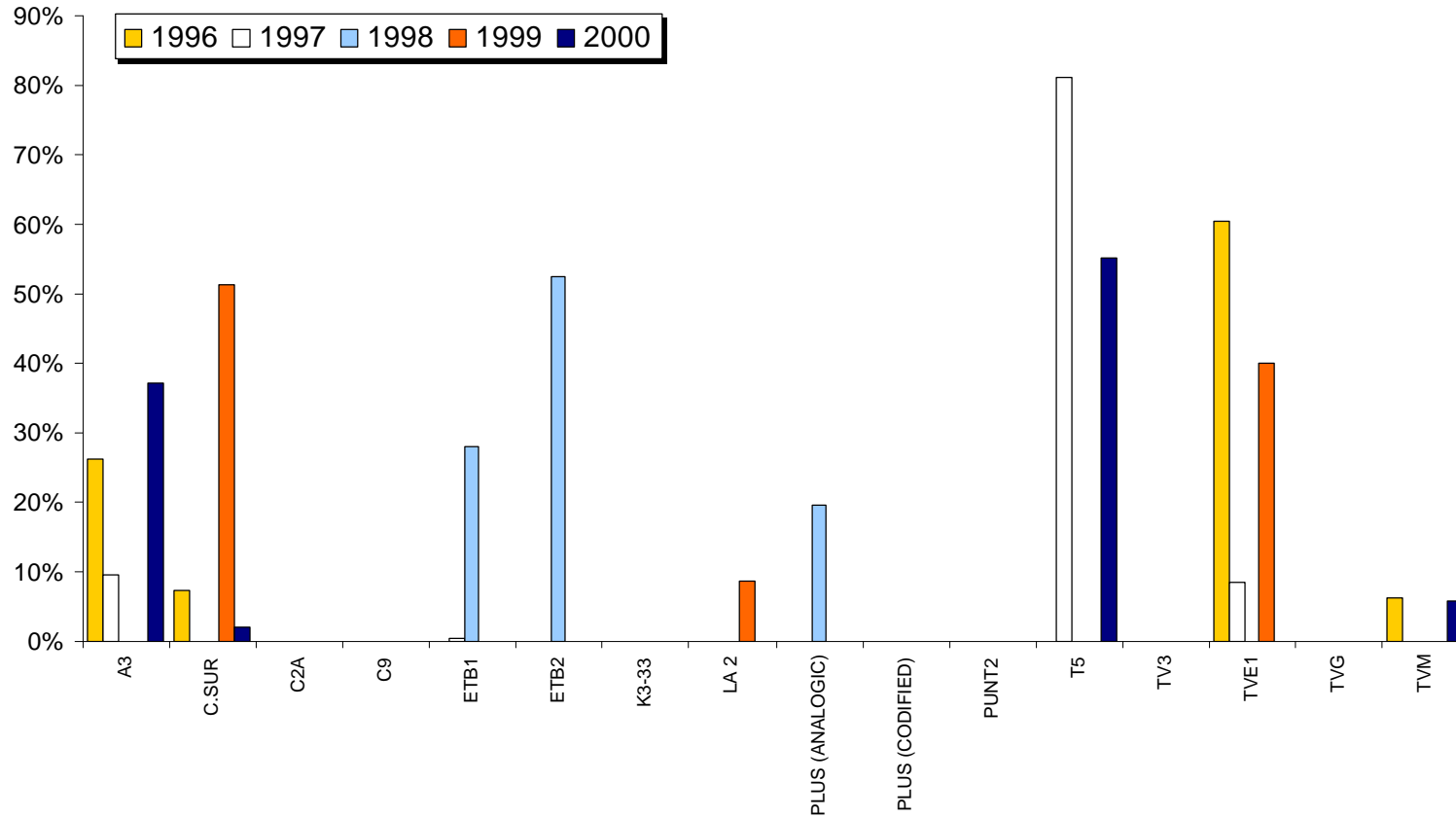
Avg rating (GRP's %) Break-Bumper



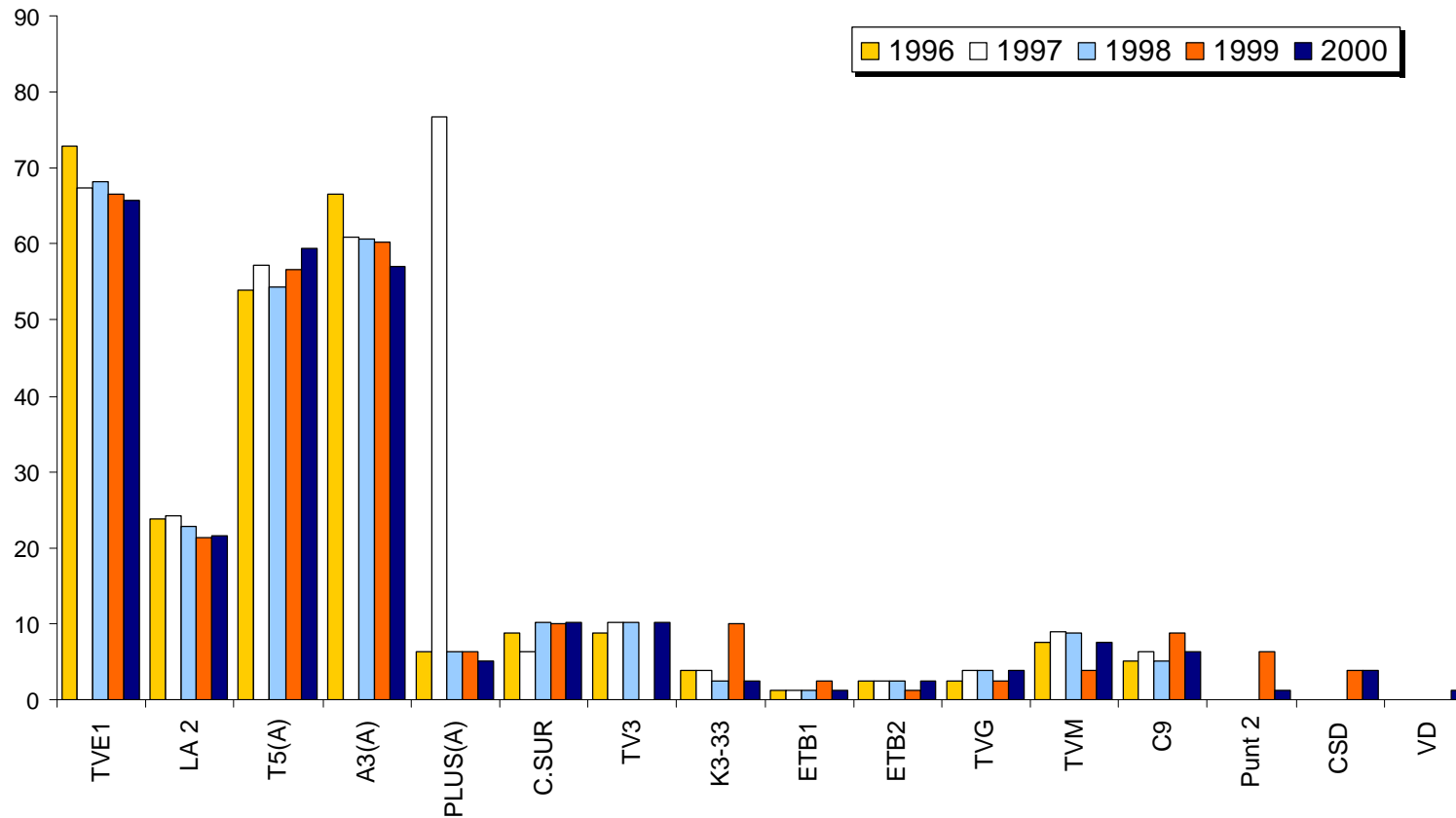
Avg rating (GRP's %) Mention



Avg rating (GRP's %) Infomercial



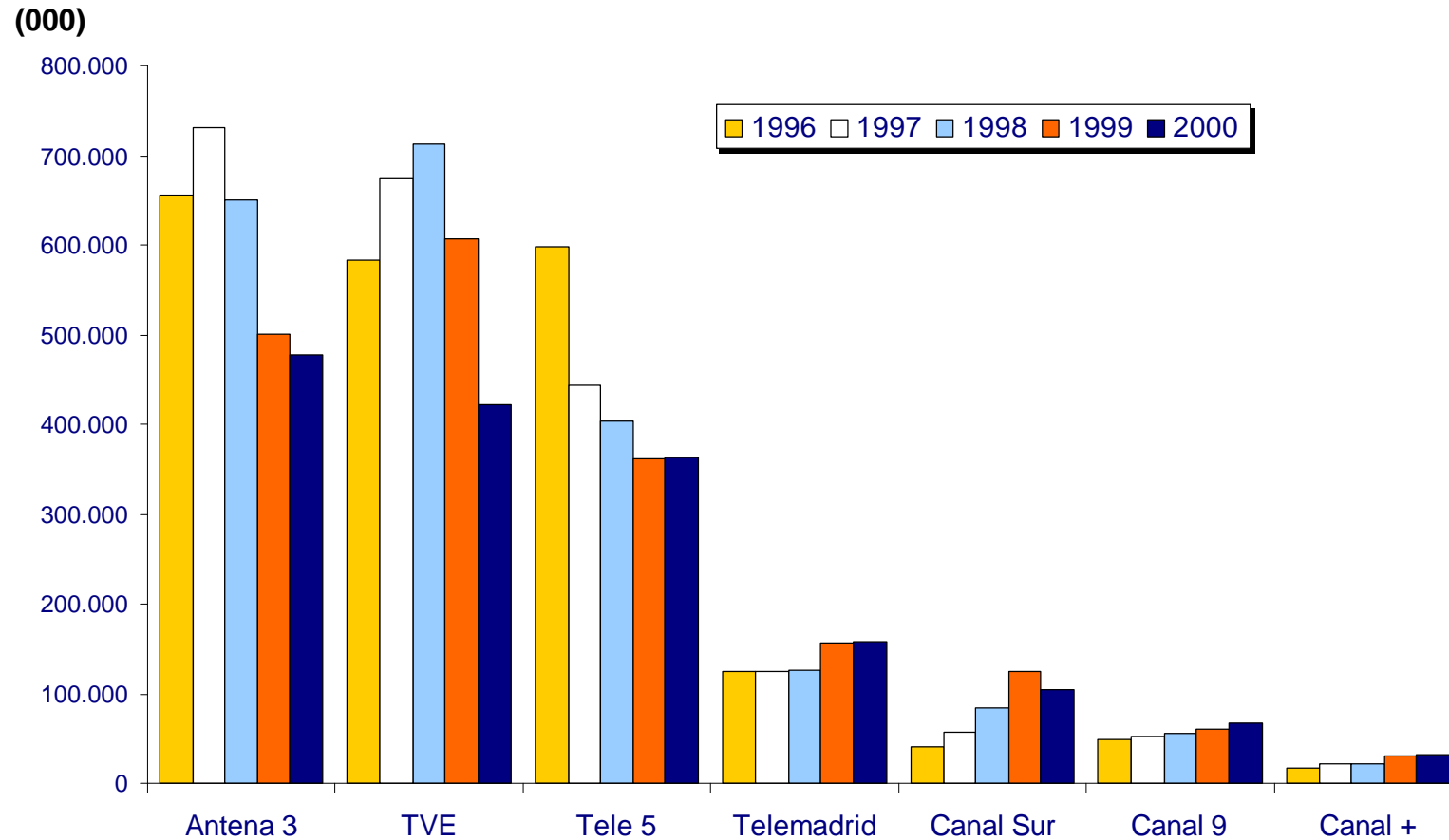
All broadcast incl. Adv. Avg viewing duration (min)



3.6. Media Investment

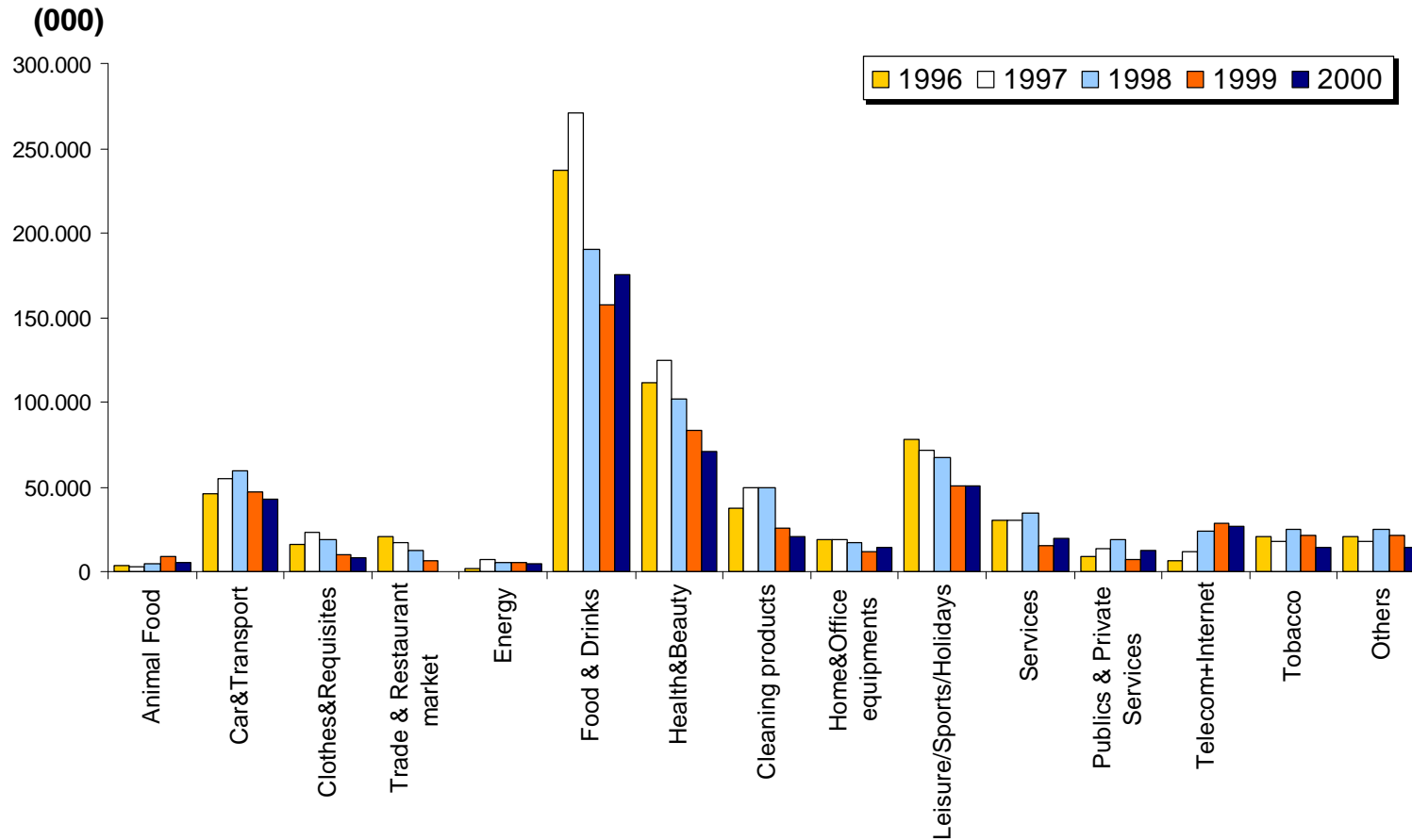
All Years

By Channel - In Space Value (Euros)



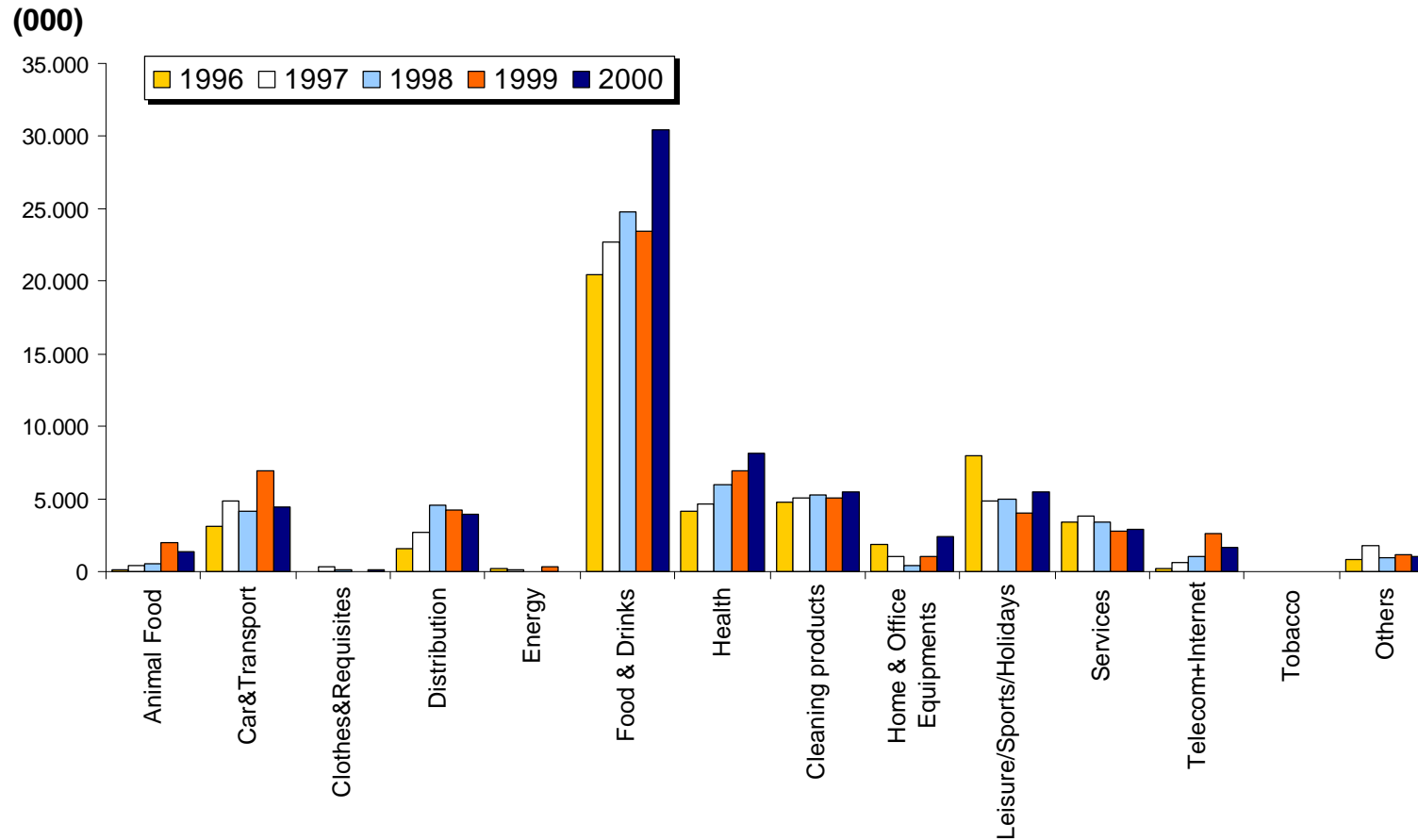
Antena 3

By Sector - In Space Value (Euros)

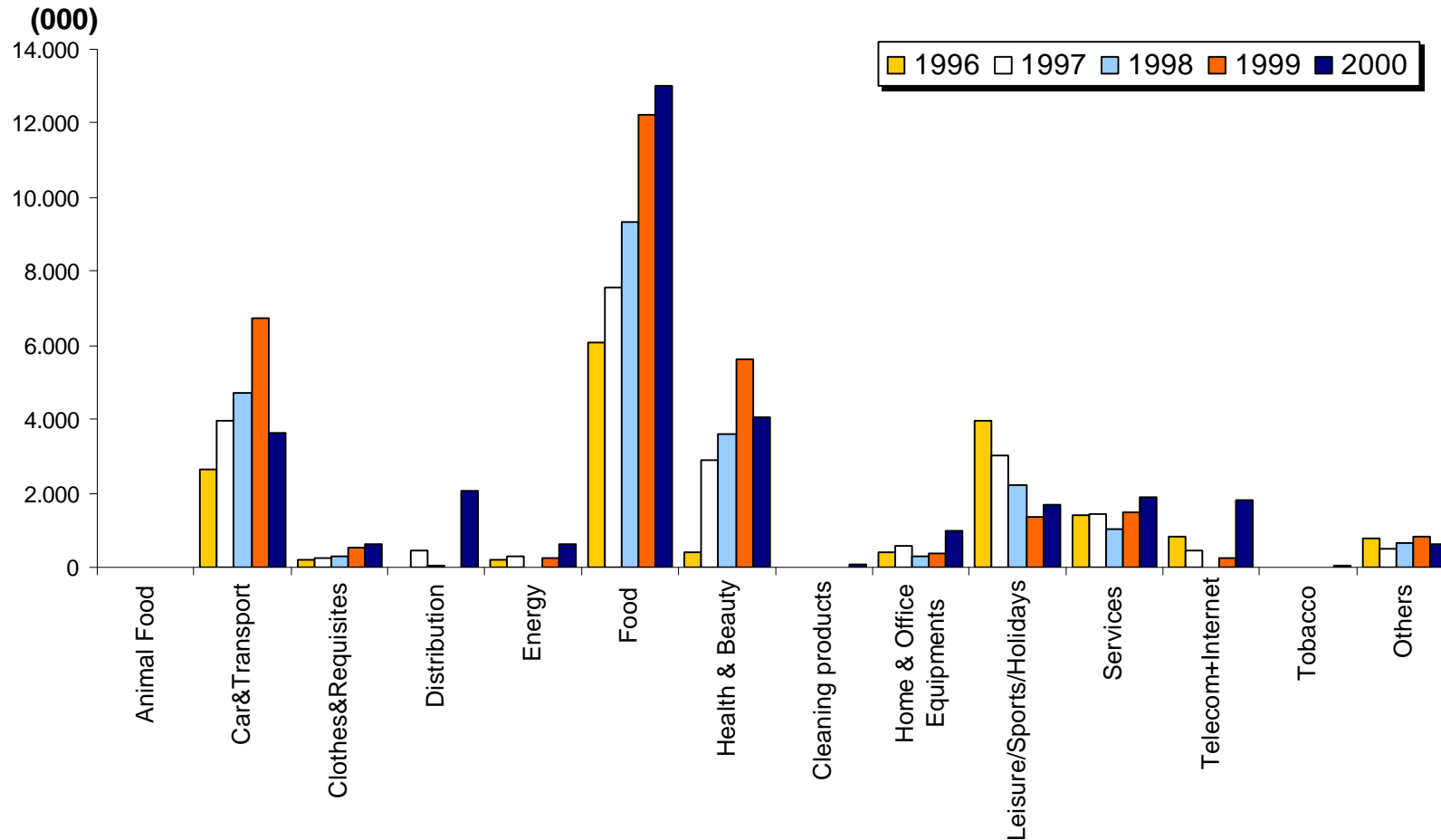


Canal 9

By Sector - In Space Value (Euros)

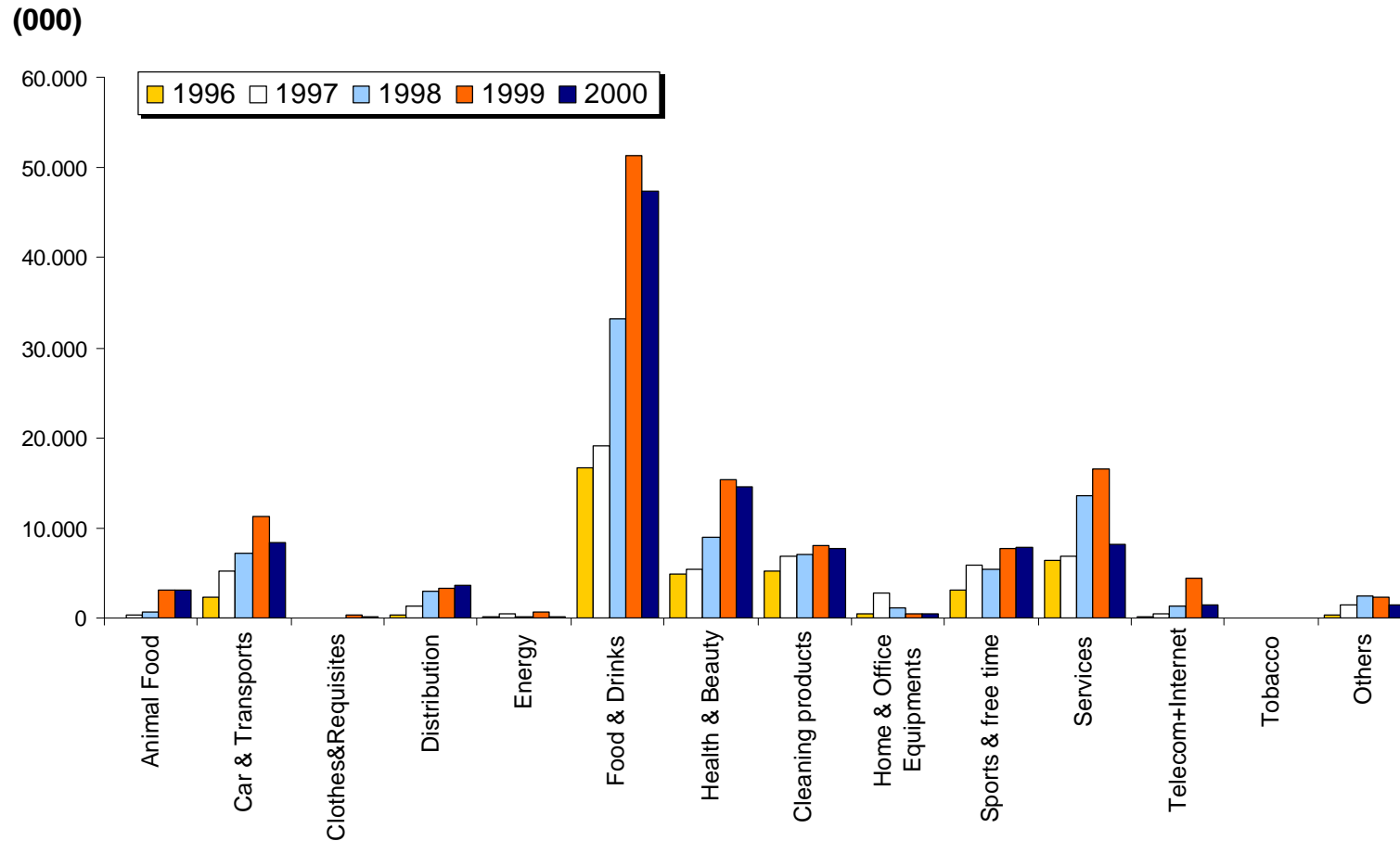


Canal + By Sector - In Space Value (Euros)



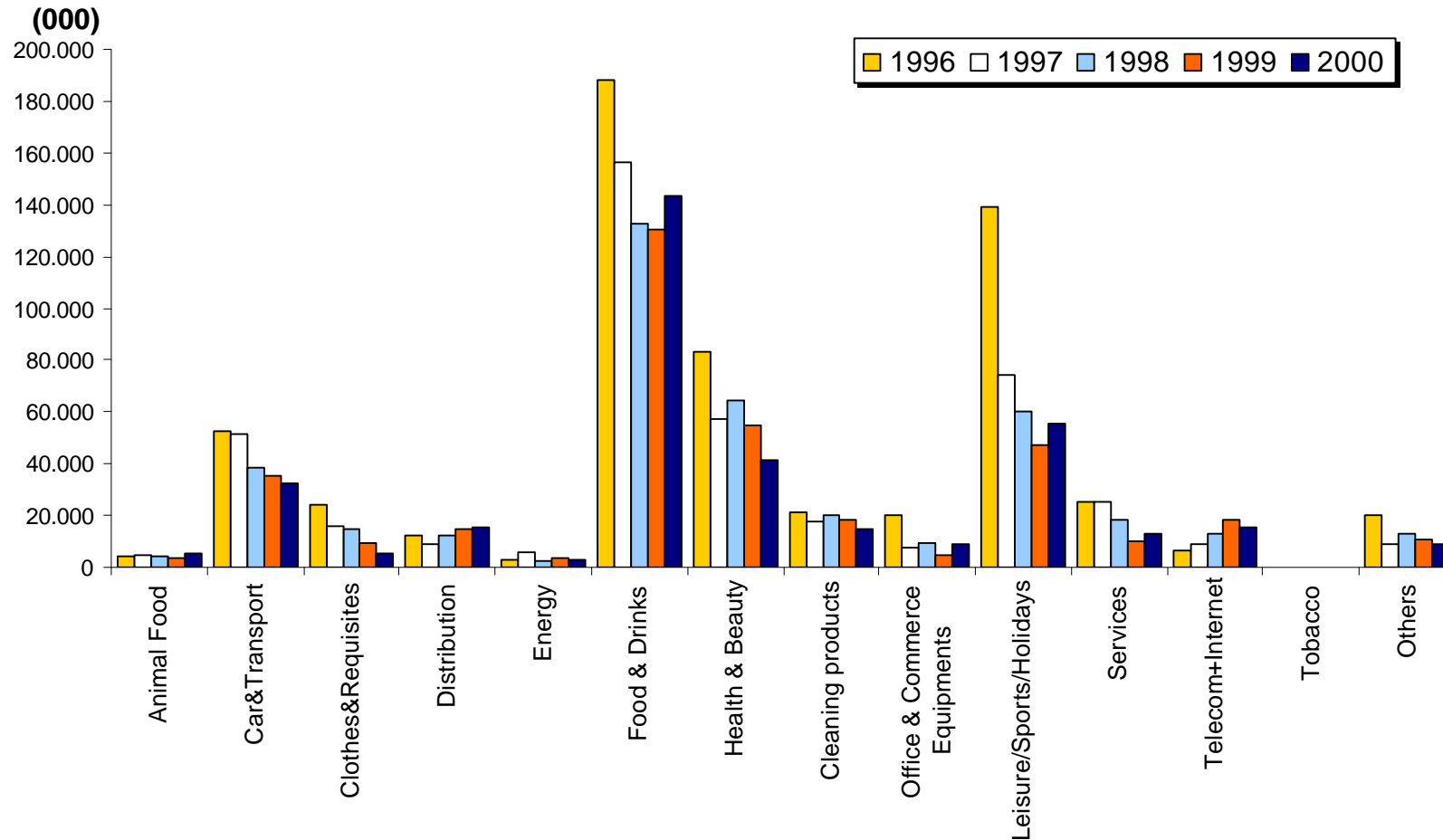
Canal Sur

By Sector - In Space Value (Euros)



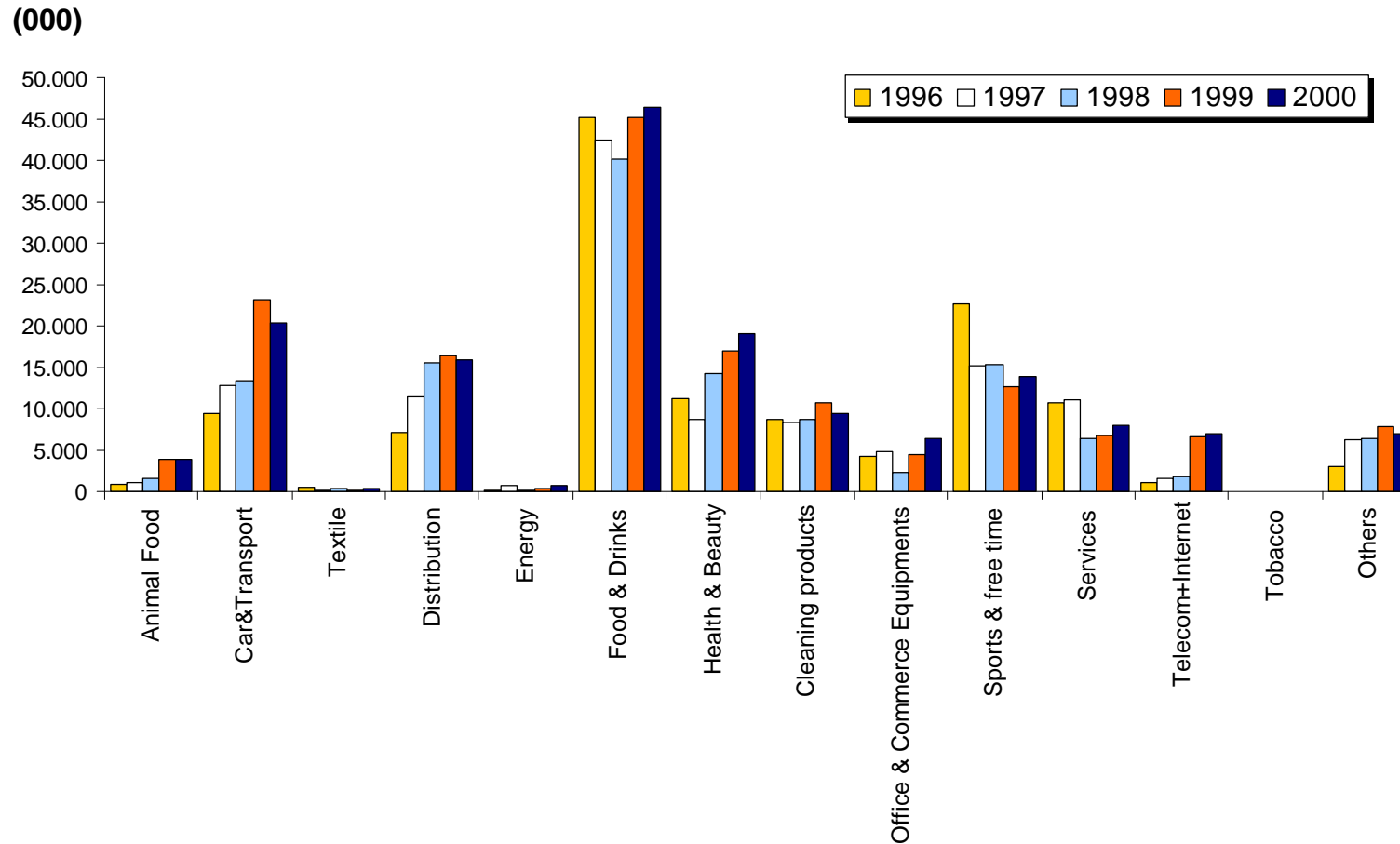
Tele 5

By Sector - In Space Value (Euros)



Telemadrid

By Sector - In Space Value (Euros)



TVE

By Sector - In Space Value (Euros)

