
TV Italy

3.1. General indicators

Number of households with a TV connection (000)

(000)	1996	1997	1998	1999	2000	2001*
Tot. Inhabit.	57461	57564	57613	57680	57615	n.a.
Universe 6+	55.055	55.055	55.313	55.430	55.489	55.551
TV Households	20.500	20.700	20.600	20.911	20.700	n.a.
Tv Equipment	n.a	n.a	46.991	47.150	47.432	n.a
Digital TV**	n.a	228	556	1.109	1.423	n.a
Satellite Subscribers**	n.a	807	1.152	1.653	1.716	n.a
Cable subscribers**	n.a	41	62	21	42	n.a

3.2. Advertising categories

Advertising Category :

Italian TV definitions

	Define every advertising mode listed
Commercial Spots :	Traditional and various lengthly spots (usually 15"-30") inserted in a break, which is the normal advertising interruption during a program.
Billboard Spots :	Sign with a company's name, logo or product shown before or in direct connection to a sponsored program
Sponsoring Spots :	High lenght spaces in a program, where the product is described and sponsored (sometimes by games or competitions).
Commercial Self Promotion Spots (trailers) :	A spot is included into this category when: 1) The advertiser is the salehouse or editor itself; 2)The advertiser is part of a Group that includes also the salehouse or the editor. 3) Government spots.
TV Shopping Programs :	Spaces inside a program that give a good opportunity to a limited audience to buy a product/service.
Direct Response TV Spots :	No existing in Italy.
Inserts or Product Placement Program* :	Ad hoc mini programs based on the product and/or brand characteristics

Advertising Category : TV Measurement

	Are they measured...		Value definition mode ?
	... for audience ?	... for investment ?	
Commercial Spots :	Yes	Yes	n.a.
Billboard Spots :	Yes	Yes	n.a.
Sponsoring Spots :	No	Yes	n.a.
Commercial Self Promotion Spots (trailers) :	No	No	n.a.
TV Shopping Programs :	No	Yes	n.a.
Inserts or Product Placement Program :	No	No	n.a.
Inserts or Product Placement Spots :	No	No	n.a.

3.3. General information per channel

Types of broadcast - 1996-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Public - general interest channel	Rai 1	1954	Still operative	General Interest
	Public - general interest channel	Rai 2	1961	Still operative	General Interest
	Public - general interest channel	Rai 3	1979	Still operative	General Interest
	Private - general interest channel	Canale 5	1978	Still operative	General Interest
	Private - general interest channel	Italia 1	1982	Still operative	General Interest
	Private - general interest channel	Rete 4	1981	Still operative	General Interest
	Private - general interest channel	TMC/La Sette	1974/2001	Still operative	General Interest

Types of broadcast - 1996-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Private - general interest channel	approximately 700 local channels			General Interest

Types of broadcast - 1996-2001 (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Private - thematic channel	A.anteprima		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	BORSA ITV		Still operative	
	Private - thematic channel	CALCIO ITV		Still operative	Sports
	Private - thematic channel	Calcio stream		Still operative	Sports
	Private - thematic channel	CAMPIONATO STREAM		Still operative	Sports
	Private - thematic channel	canale viaggi		Still operative	
	Private - thematic channel	CARTONI UMANI ITV		Still operative	Children
	Private - thematic channel	cfn		Still operative	
	Private - thematic channel	CINE MOVIE		Still operative	Fiction
	Private - thematic channel	CINEMA STREAM		Still operative	Fiction
	Private - thematic channel	comedy life		Still operative	Fiction
	Private - thematic channel	cult network		Still operative	General Interest
	Private - thematic channel	duel tv		Still operative	Fiction
	Private - thematic channel	FANTACALCIO		Still operative	Sports
	Private - thematic channel	fox kids		Still operative	Children
	Private - thematic channel	GAME ITV ACTION		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	GAME ITV STRATEGY		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	Grande fratello		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	MACCHINA DEL TEMPO CHANNEL		Still operative	General Interest
	Private - thematic channel	MUSIC CHOICE		Still operative	Entertainment (incl. Modern Music)

Types of broadcast - 1996-2001 (2)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Private - thematic channel	NATIONAL GEOGRAPHIC		Still operative	
	Private - thematic channel	OROSCOPO ITV		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	PRIMAFILA		Still operative	Fiction
	Private - thematic channel	ROMA CHANNEL		Still operative	Sports
	Private - thematic channel	sport stream		Still operative	Sports
	Private - thematic channel	STREAM LOTTO		Still operative	
	Private - thematic channel	STREAM NEWS		Still operative	Information
	Private - thematic channel	STREAM TV MAIL		Still operative	Information
	Private - thematic channel	stream verde		Still operative	
	Private - thematic channel	STUDIO UNIVERSAL		Still operative	Fiction
	Private - thematic channel	tvI (canale lingue)		Still operative	
	Private - thematic channel	VIAGGI TV		Still operative	
	Private - thematic channel	102.5 HIT CHANNEL		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	24 ORE TV		Still operative	
	Private - thematic channel	ALICE		Still operative	
	Private - thematic channel	COMING SOON		Still operative	Fiction
	Private - thematic channel	COUNT DOWN TV		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	DEE JAY TV		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	DIGITALY		Still operative	
	Private - thematic channel	E VISION		Still operative	

Types of broadcast - 1996-2001 (3)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Private - thematic channel	euronews		Still operative	Information
	Private - thematic channel	FASHION TV		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	GAME NETWORK		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	LEONARDO		Still operative	
	Private - thematic channel	MEDIOLANUM TV		Still operative	General Interest
	Private - thematic channel	MONTECARLO SAT		Still operative	General Interest
	Private - thematic channel	NUVOLARI		Still operative	
	Public - thematic channel	RAI EDUCATIONAL		Still operative	
	Public - thematic channel	RAI MED		Still operative	
	Public - thematic channel	RAI NEWS 24		Still operative	Information
	Public - thematic channel	RAI SPORT SATELLITE		Still operative	Sports
	Public - thematic channel	RAISAT NETTUNO 1		Still operative	
	Public - thematic channel	RAISAT NETTUNO 2		Still operative	
	Private - thematic channel	SALUTE E BENESSERE CHANNEL		Still operative	
	Private - thematic channel	TELEPACE		Still operative	General Interest
	Private - thematic channel	TV 5 EUROPE		Still operative	General Interest
	Private - thematic channel	TV E INTERNATIONAL		Still operative	General Interest
	Private - thematic channel	VIDEO ITALIA		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	VIVA 2		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	ZONA		Still operative	Sports

Types of broadcast - 1996-2001 (4)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Private - thematic channel	BBC WORLD		Still operative	Information
	Private - thematic channel	+ CALCIO		Still operative	Sports
	Private - thematic channel	BLOOMBERG TELEVISION		Still operative	Other to precise
	Private - thematic channel	CANAL JIMMY		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	CINECINEMAS 1		Still operative	Fiction
	Private - thematic channel	CINECINEMAS 2		Still operative	Fiction
	Private - thematic channel	CINE CLASSICS		Still operative	Fiction
	Private - thematic channel	CNBC		Still operative	Information
	Private - thematic channel	DISNEY CHANNEL		Still operative	Children
	Private - thematic channel	+ FORMULA 1		Still operative	Sports
	Private - thematic channel	HALLMARK		Still operative	Fiction
	Private - thematic channel	HAPPY CHANNEL		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	INN		Still operative	Information
	Private - thematic channel	INTER CHANNEL		Still operative	Sports
	Private - thematic channel	MARCO POLO		Still operative	Other to precise
	Private - thematic channel	MATCH MUSIC		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	MILAN CHANNEL		Still operative	Sports
	Private - thematic channel	MTV		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	MULTIMUSICA		Still operative	Entertainment (incl. Modern Music)
	Private - thematic channel	PALCO		Still operative	Fiction

Types of broadcast - 1996-2001 (5)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Private - thematic channel	PLANETE		Still operative	
	Public - thematic channel	rai sat album		Still operative	
	Public - thematic channel	rai sat art		Still operative	
	Public - thematic channel	rai sat cinema		Still operative	Fiction
	Public - thematic channel	rai sat gambero rosso		Still operative	
	Public - thematic channel	rai sat ragazzi		Still operative	Children
	Public - thematic channel	rai sat show		Still operative	Entertainment (incl. Modern Music)
	Public - thematic channel	RAISAT FICTION		Still operative	Fiction
	Private - thematic channel	SEASONS		Still operative	
	Private - thematic channel	SKY NEWS		Still operative	Information
	Private - thematic channel	TELEPIU' NERO		Still operative	
	Private - thematic channel	TELEPIU' BIANCO		Still operative	
	Private - thematic channel	TELEPIU' GRIGIO		Still operative	
	Private - thematic channel	cartoon netw ork		Still operative	Children
	Private - thematic channel	cnn international		Still operative	Information
	Private - thematic channel	discovery channel		Still operative	
	Private - thematic channel	eurosport		Still operative	Sports

Types of broadcast - 1996-2001

Domestic Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
Rai 1	Analogical	Hertzian	Hertzian	
Rai 2	Analogical	Hertzian	Hertzian	
Rai 3	Analogical	Hertzian	Hertzian	
Canale 5	Analogical	Hertzian	Hertzian	
Italia 1	Analogical	Hertzian	Hertzian	
Rete 4	Analogical	Hertzian	Hertzian	
TMC/La Sette	Analogical	Hertzian	Hertzian	In 2001 TMC changed its brand into LA7.

Types of broadcast - 1996-2001

Regional Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
approximately 700 local channels	Analogical	Hertzian	Hertzian	

Types of broadcast - 1995-2001 (1)

Other Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
A.anteprema	Numerical	Satellite	Satellite dishes	
BORSA ITV	Numerical	Satellite	Satellite dishes	Channel Type: Economy
CALCIO ITV	Numerical	Satellite	Satellite dishes	
Calcio stream	Numerical	Satellite	Satellite dishes	
CAMPIONATO STREAM	Numerical	Satellite	Satellite dishes	
canale viaggi	Numerical	Satellite	Satellite dishes	Channel Type: Tourism
CARTONI UMANI ITV	Numerical	Satellite	Satellite dishes	
cfn	Numerical	Satellite	Satellite dishes	Channel Type: Economy
CINE MOVIE	Numerical	Satellite	Satellite dishes	
CINEMA STREAM	Numerical	Satellite	Satellite dishes	
comedy life	Numerical	Satellite	Satellite dishes	
cult network	Numerical	Satellite	Satellite dishes	
duel tv	Numerical	Satellite	Satellite dishes	
FANTACALCIO	Numerical	Satellite	Satellite dishes	
fox kids	Numerical	Satellite	Satellite dishes	
GAME ITV ACTION	Numerical	Satellite	Satellite dishes	
GAME ITV STRATEGY	Numerical	Satellite	Satellite dishes	
Grande fratello	Numerical	Satellite	Satellite dishes	
MACCHINA DEL TEMPO CHANNEL	Numerical	Satellite	Satellite dishes	
MUSIC CHOICE	Numerical	Satellite	Satellite dishes	

Types of broadcast - 1995-2001 (2)

Other Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
NATIONAL GEOGRAPHIC	Numerical	Satellite	Satellite dishes	Channel type: Nature, science, discoveries
OROSCOPO ITV	Numerical	Satellite	Satellite dishes	
PRIMAFILA	Numerical	Satellite	Satellite dishes	
ROMA CHANNEL	Numerical	Satellite	Satellite dishes	
sport stream	Numerical	Satellite	Satellite dishes	
STREAM LOTTO	Numerical	Satellite	Satellite dishes	Channel Type: Games
STREAM NEWS	Numerical	Satellite	Satellite dishes	
STREAM TV MAIL	Numerical	Satellite	Satellite dishes	
stream verde	Numerical	Satellite	Satellite dishes	Channel Type: Nature, landscape, tradition
STUDIO UNIVERSAL	Numerical	Satellite	Satellite dishes	
tvI (canale lingue)	Numerical	Satellite	Satellite dishes	Channel Type: Learning foreign languages
VIAGGI TV	Numerical	Satellite	Satellite dishes	Channel Type: Tourism
102.5 HIT CHANNEL	Numerical	Satellite	Satellite dishes	
24 ORE TV	Numerical	Satellite	Satellite dishes	Channel Type: Economy
ALICE	Numerical	Satellite	Satellite dishes	Channel Type: Home, cooking, travels
COMING SOON	Numerical	Satellite	Satellite dishes	
COUNT DOWN TV	Numerical	Satellite	Satellite dishes	
DEE JAY TV	Numerical	Satellite	Satellite dishes	
DIGITALY	Numerical	Satellite	Satellite dishes	Channel Type: all about made in Italy
E VISION	Numerical	Satellite	Satellite dishes	Channel Type: technology

Types of broadcast - 1995-2001 (3)

Other Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
euronews	Numerical	Satellite	Satellite dishes	
FASHION TV	Numerical	Satellite	Satellite dishes	
GAME NETWORK	Numerical	Satellite	Satellite dishes	
LEONARDO	Numerical	Satellite	Satellite dishes	Channel Type: design, fashion and italian style
MEDIOLANUM TV	Numerical	Satellite	Satellite dishes	
MONTECARLO SAT	Numerical	Satellite	Satellite dishes	
NUVOLARI	Numerical	Satellite	Satellite dishes	Channel Type: motors
RAI EDUCATIONAL	Numerical	Satellite	Satellite dishes	Channel Type: about school, education, etc
RAI MED	Numerical	Satellite	Satellite dishes	Channel Type: mediterranean traditions
RAI NEWS 24	Numerical	Satellite	Satellite dishes	
RAI SPORT SATELLITE	Numerical	Satellite	Satellite dishes	
RAISAT NETTUNO 1	Numerical	Satellite	Satellite dishes	Channel Type: university's lessons
RAISAT NETTUNO 2	Numerical	Satellite	Satellite dishes	Channel Type: university's lessons
SALUTE E BENESSERE CHANNEL	Numerical	Satellite	Satellite dishes	Channel Type: health, beauty, fitness, medicine
TELEPACE	Numerical	Satellite	Satellite dishes	
TV 5 EUROPE	Numerical	Satellite	Satellite dishes	
TV E INTERNATIONAL	Numerical	Satellite	Satellite dishes	
VIDEO ITALIA	Numerical	Satellite	Satellite dishes	
VIVA 2	Numerical	Satellite	Satellite dishes	
ZONA	Numerical	Satellite	Satellite dishes	

Types of broadcast - 1995-2001 (4)

Other Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
BBC WORLD	Numerical	Satellite	Satellite dishes	
+ CALCIO	Numerical	Satellite	Satellite dishes	
BLOOMBERG TELEVISION	Numerical	Satellite	Satellite dishes	Channel Type: economy
CANAL JIMMY	Numerical	Satellite	Satellite dishes	
CINECINEMAS 1	Numerical	Satellite	Satellite dishes	
CINECINEMAS 2	Numerical	Satellite	Satellite dishes	
CINE CLASSICS	Numerical	Satellite	Satellite dishes	
CNBC	Numerical	Satellite	Satellite dishes	
DISNEY CHANNEL	Numerical	Satellite	Satellite dishes	
+ FORMULA 1	Numerical	Satellite	Satellite dishes	
HALLMARK	Numerical	Satellite	Satellite dishes	
HAPPY CHANNEL	Numerical	Satellite	Satellite dishes	
INN	Numerical	Satellite	Satellite dishes	
INTER CHANNEL	Numerical	Satellite	Satellite dishes	
MARCO POLO	Numerical	Satellite	Satellite dishes	Channel Type: tourism, travels
MATCH MUSIC	Numerical	Satellite	Satellite dishes	
MILAN CHANNEL	Numerical	Satellite	Satellite dishes	
MTV	Numerical	Satellite	Satellite dishes	
MULTIMUSICA	Numerical	Satellite	Satellite dishes	
PALCO	Numerical	Satellite	Satellite dishes	

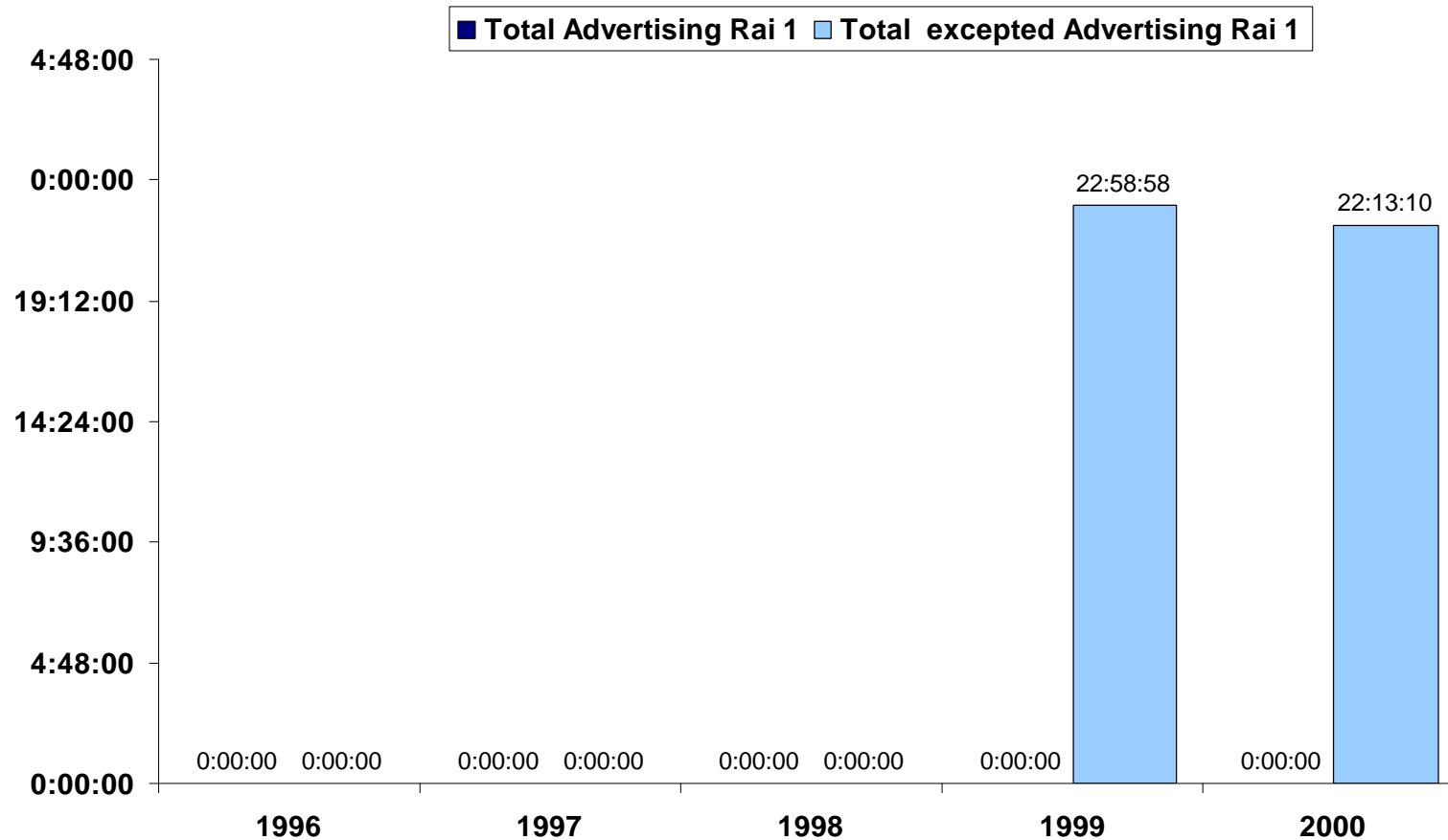
Types of broadcast - 1995-2001 (5)

Other Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
PLANETE	Numerical	Satellite	Satellite dishes	Channel Type: historical reportages
rai sat album	Numerical	Satellite	Satellite dishes	Channel Type: television memories
rai sat art	Numerical	Satellite	Satellite dishes	Channel Type: art in all its form
rai sat cinema	Numerical	Satellite	Satellite dishes	
rai sat gambero rosso	Numerical	Satellite	Satellite dishes	Channel Type: food, wine, enology, cooking
rai sat ragazzi	Numerical	Satellite	Satellite dishes	
rai sat show	Numerical	Satellite	Satellite dishes	
RAISAT FICTION	Numerical	Satellite	Satellite dishes	
SEASONS	Numerical	Satellite	Satellite dishes	Channel Type: fishing, hunting, natural reportages
SKY NEWS	Numerical	Satellite	Satellite dishes	
TELEPIU' NERO	Numerical	Satellite	Satellite dishes	Channel Type: fiction and sports
TELEPIU' BIANCO	Numerical	Satellite	Satellite dishes	Channel Type: fiction and sports
TELEPIU' GRIGIO	Numerical	Satellite	Satellite dishes	Channel Type: fiction and sports
cartoon network	Numerical	Satellite	Satellite dishes	
cnn international	Numerical	Satellite	Satellite dishes	
discovery channel	Numerical	Satellite	Satellite dishes	Channel Type: reportages and scientific discoveries
eurosport	Numerical	Satellite	Satellite dishes	

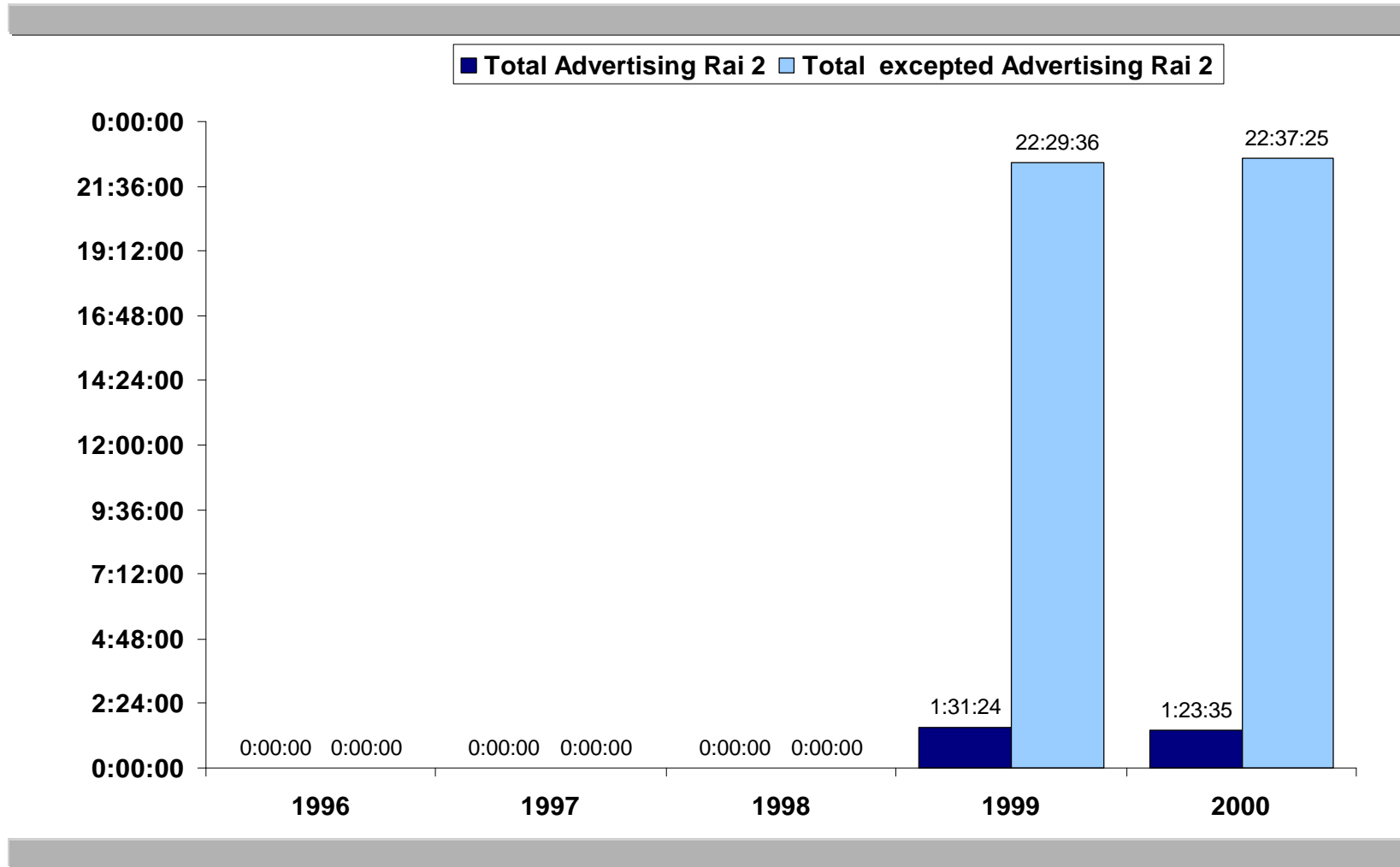
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Rai 1



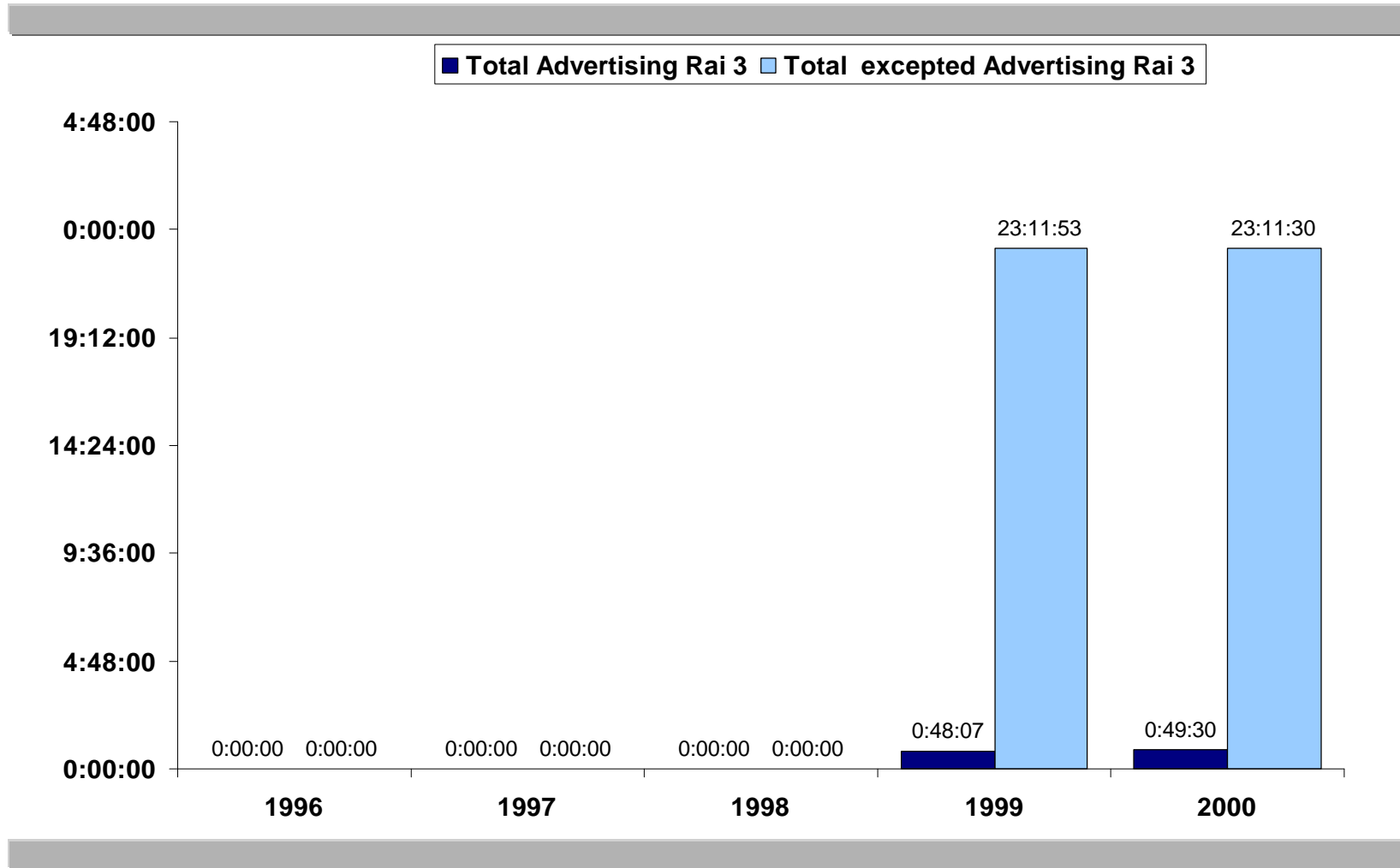
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Rai 2



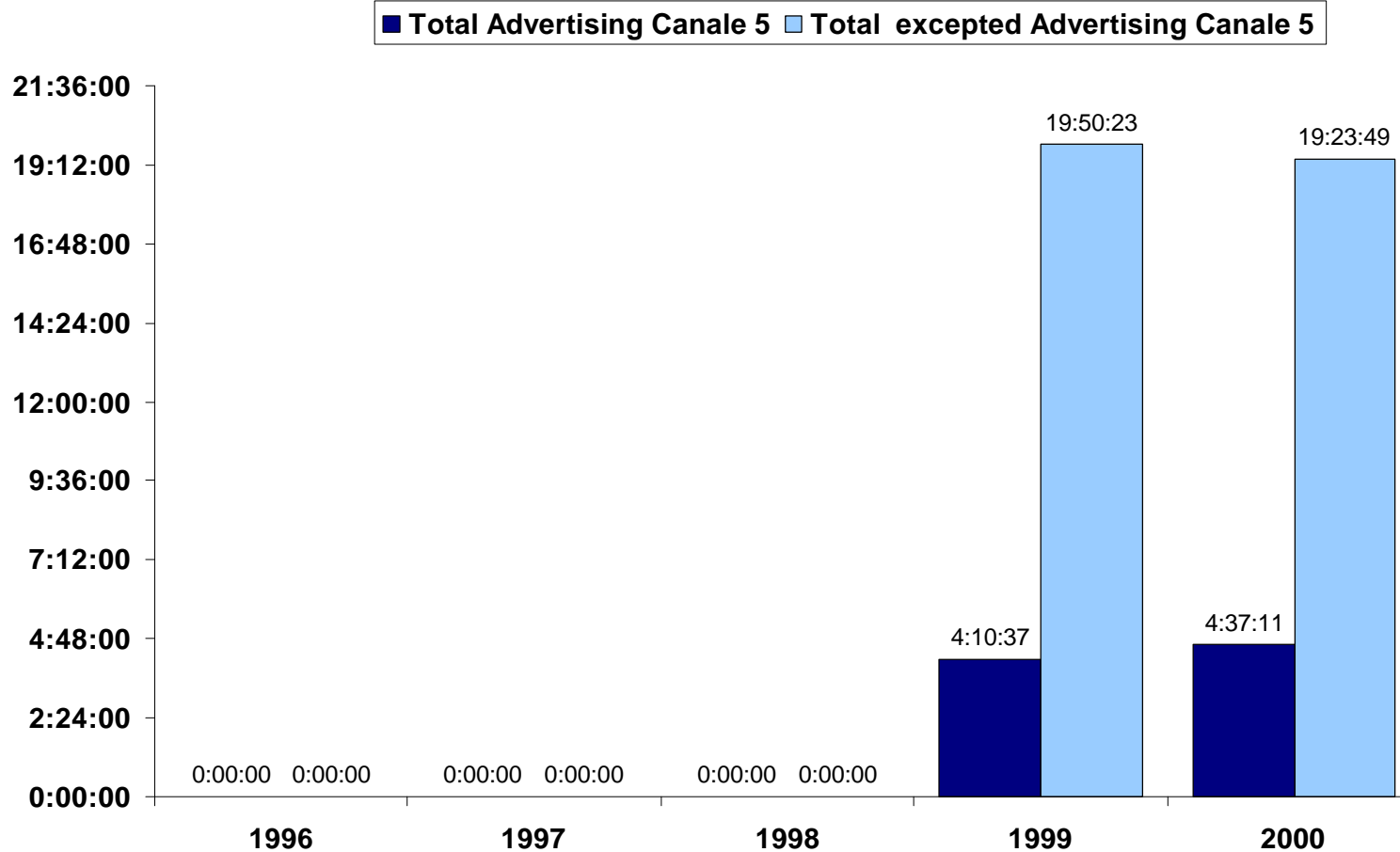
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Rai 3



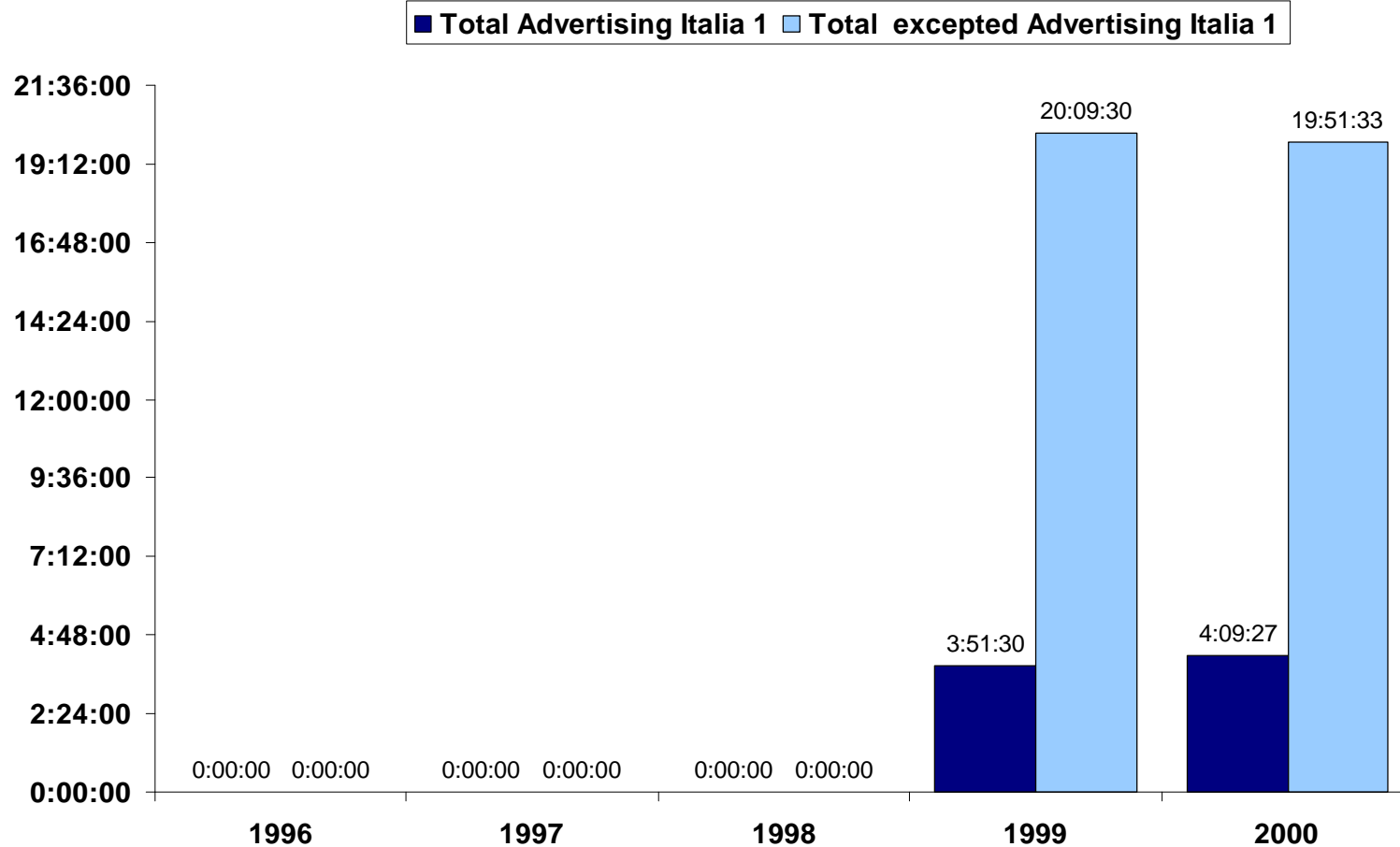
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Canale 5



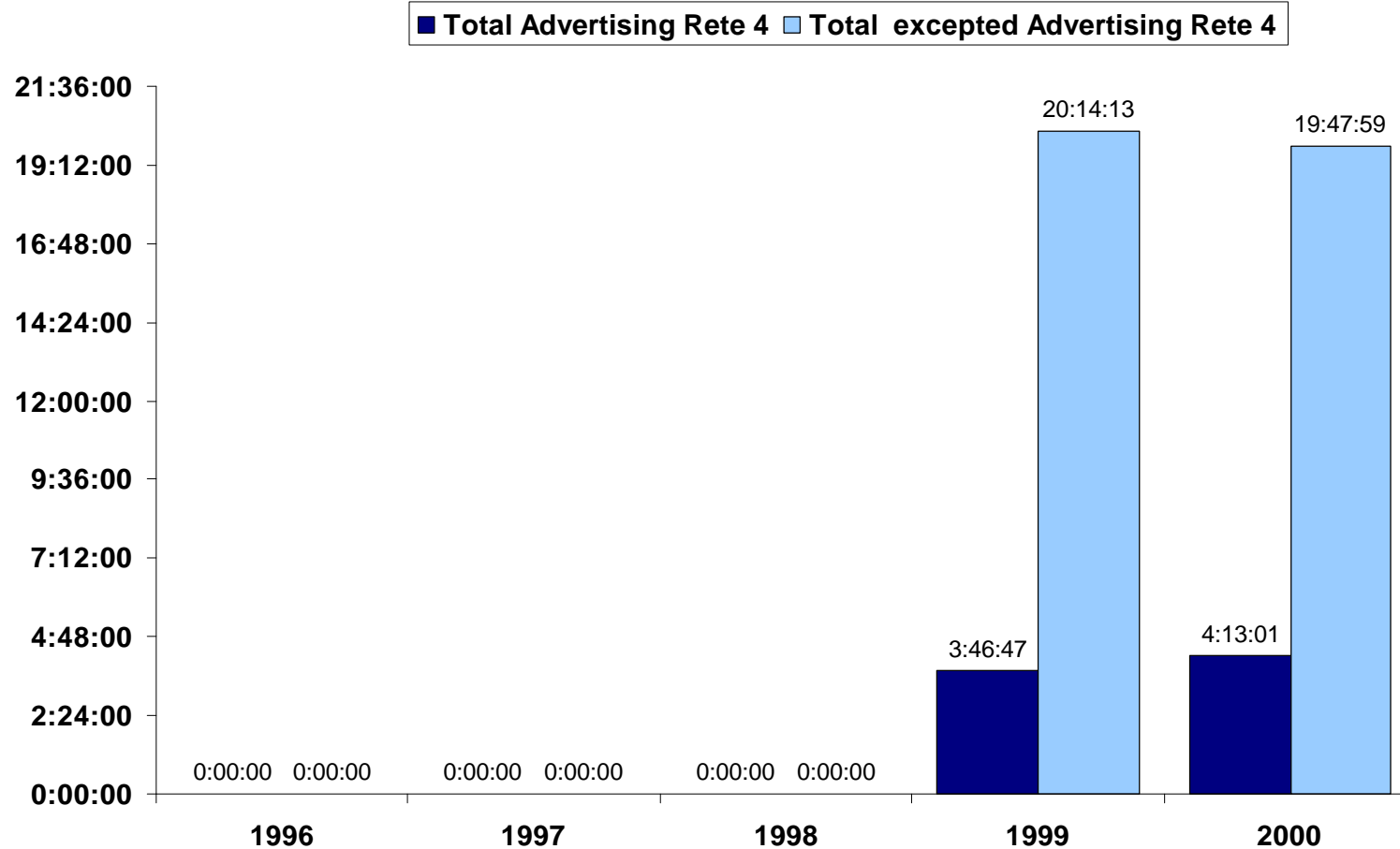
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Italia 1



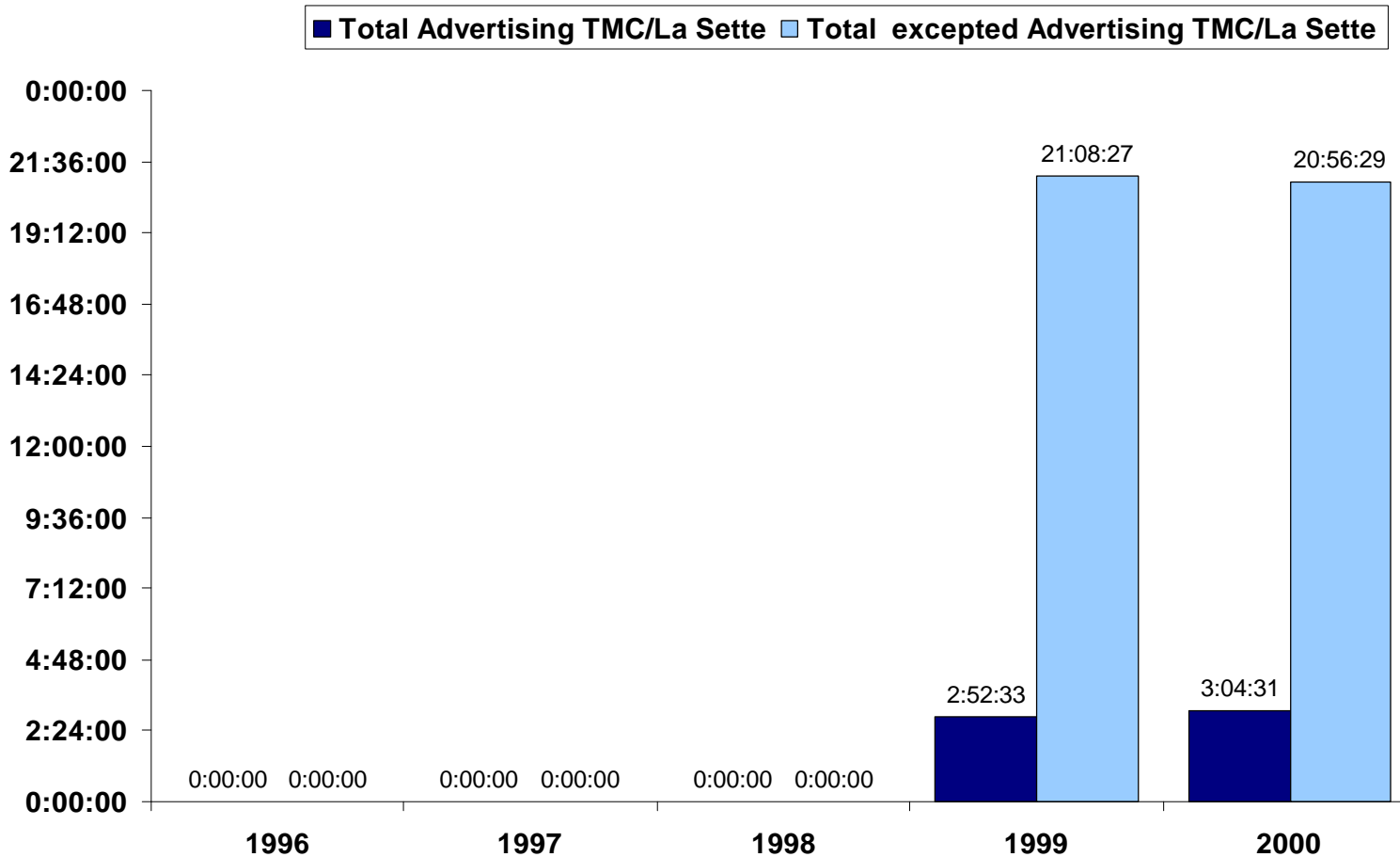
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Rete 4



Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TMC / La Sette



3.4. Commercial Offer

Domestic channels

Name of Stations	Name Part (%)	Capital shares holding (precise majors with parts and name)				
		Private 1	Private 2	Private 3	Private n	Public
Rai 1	Name Part (%)					IRI 100%
Rai 2	Name Part (%)					IRI 100%
Rai 3	Name Part (%)					IRI 100%
Canale 5	Name Part (%)					Mediaset 100%
Italia 1	Name Part (%)					Mediaset 100%
Retequattro	Name Part (%)					Mediaset 100%
Tmc/La Sette	Name Part (%)					Pirelli/Olivetti/Telecom 100%

Domestic channels

Name of Stations	Name of Sales houses	Channel's Target Group
Rai 1	Sipra	Women/ HW +35 y.o
Rai 2	Sipra	Women 15-34 y.o
Rai 3	Sipra	Adults +35
Canale 5	Publitalia	Women 15-44 y.o
Italia 1	Publitalia	Adults -24 y.o
Retequattro	Publitalia	Women/ HW 55-64 y.o
Tmc/La Sette	Cecchi Gori Advertising	Men +35 y.o

Domestic channels

Average Rates in All Day - € (not in 000 €)

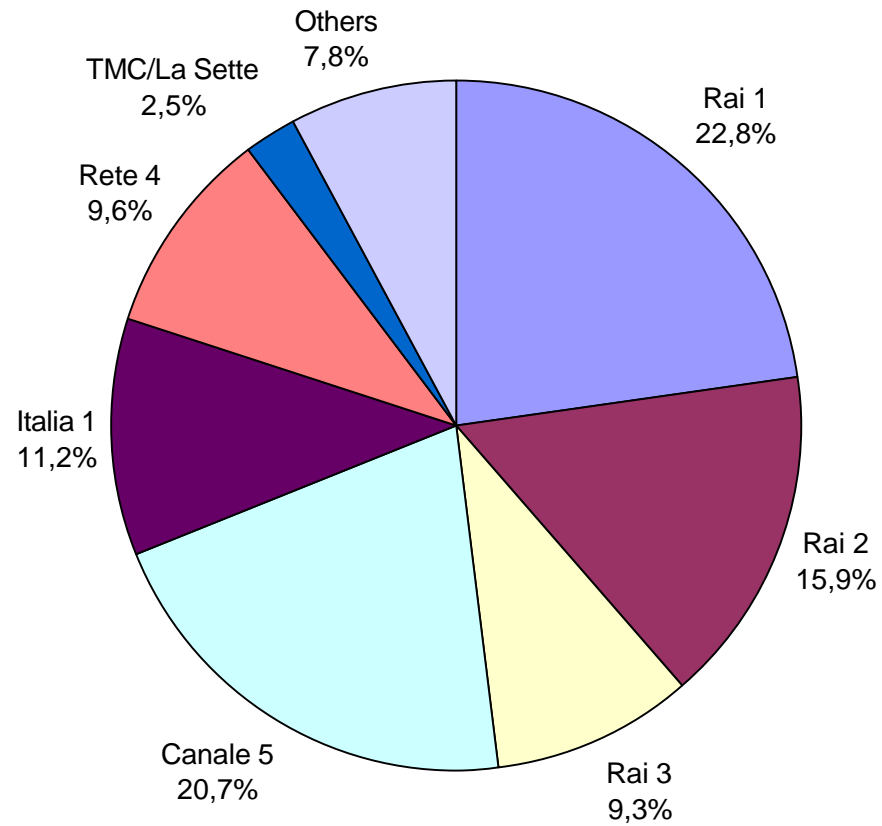
Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro only please					
	Commercial Spots	Billboard Spots	Sponsoring Spots	Auto Promotion Spots	TV Shopping Spots	Direct Response Spots
Rai 1	32.130	from 3.000 to 15.000	from 57.000 to 470.000	n.a.	Not broadcasted on this channel	n.a.
Rai 2	23.731	from 500 to 11.000	from 47.000 to 217.000	n.a.		n.a.
Rai 3	19.079	from 32.000 to 130.000	from 1.500 to 7.500	n.a.		n.a.
Canale 5	18.463	from 1.250 to 23.928	from 28.600 to 207.000	n.a.	from 14.000 to 28.400	n.a.
Italia 1	10.019	from 4.750 to 13.000	from 4.750 to 120.000	n.a.	4.750	n.a.
Rete 4	4.458	from 1.800 to 5.142	from 5.000 to 103.000	n.a.	from 5.166 to 23.000	n.a.
TMC/La Sette	6.068	n.a.	n.a.	n.a.	n.a.	n.a.
Others	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Note : GROSS VALUES - Billboard and Sponsoring spot costs depend on length, packages and time segments.

3.5. Audiences

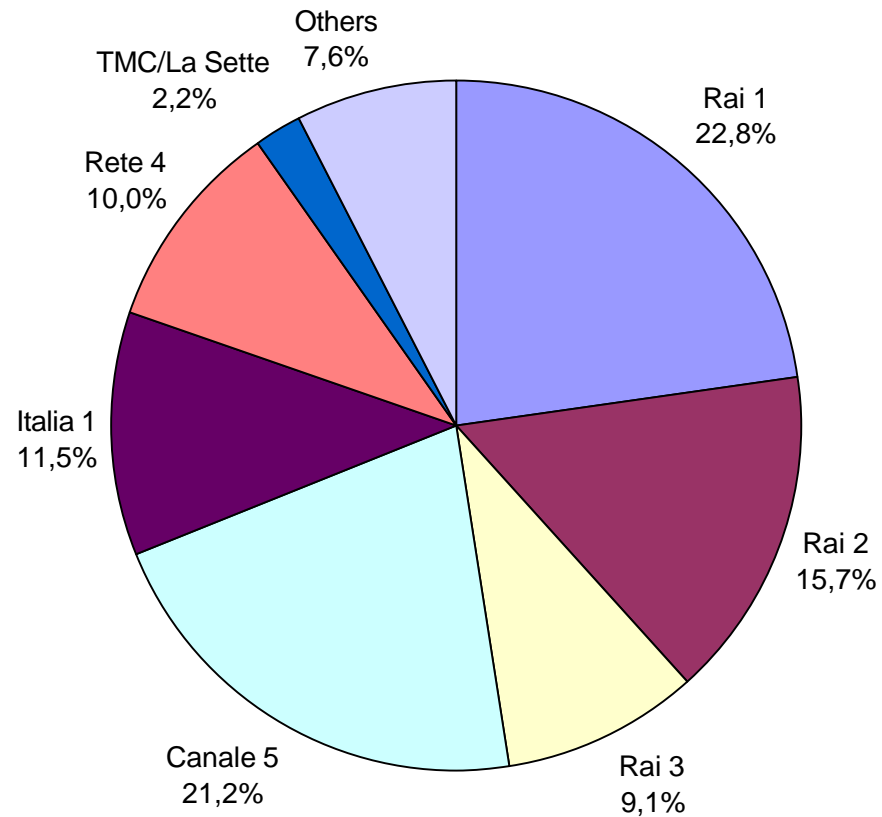
Share of Market (%) - 1998

Target : 6+ (All Day)



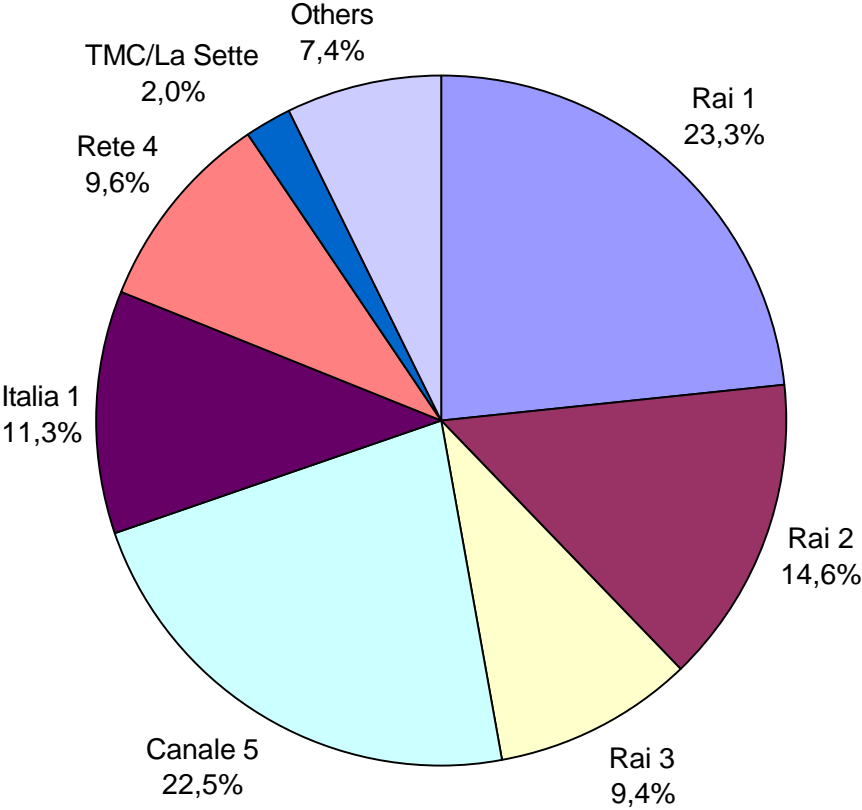
Share of Market (%) - 1999

Target : 6+ (All Day)



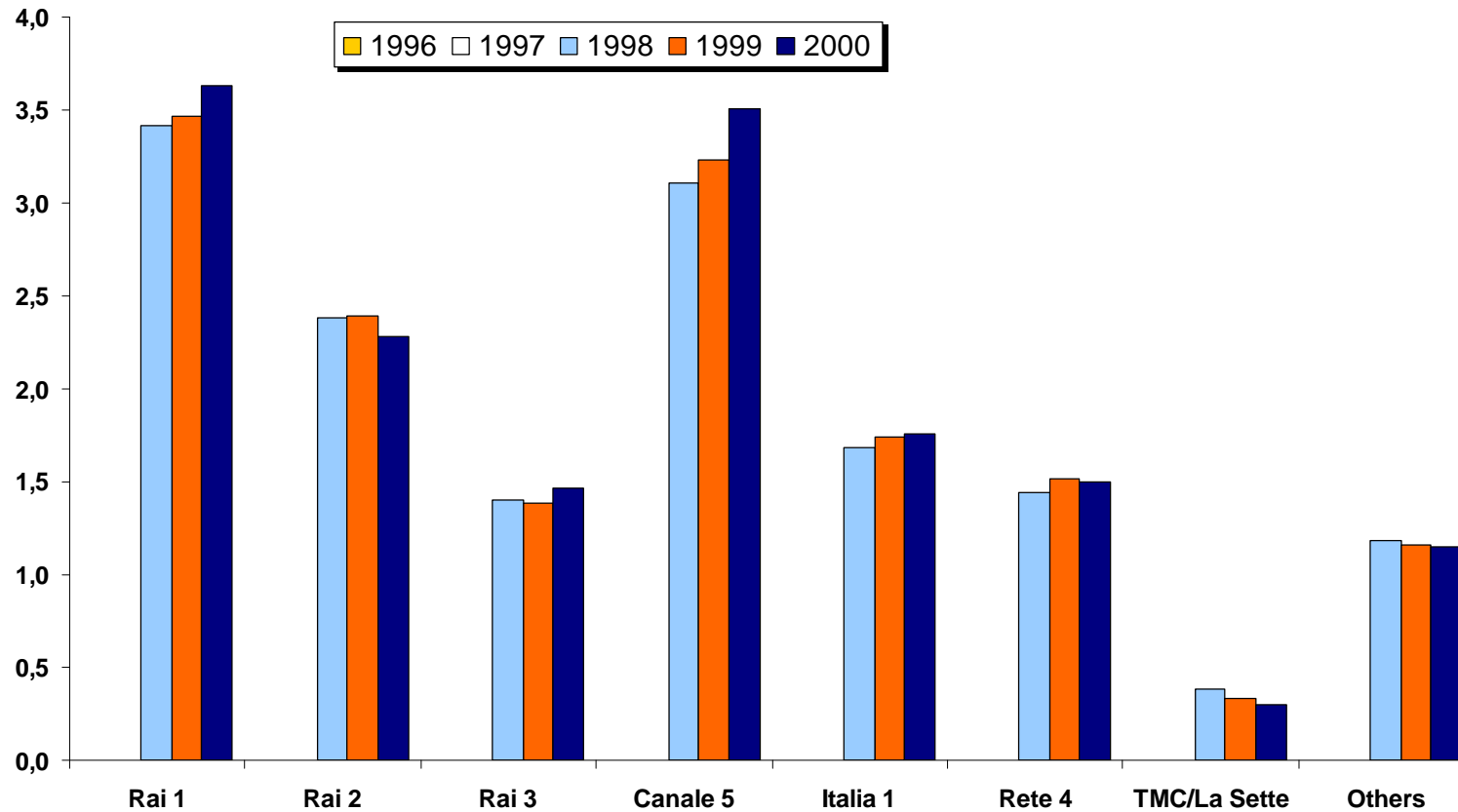
Share of Market (%) - 2000

Target : 6+ (All Day)

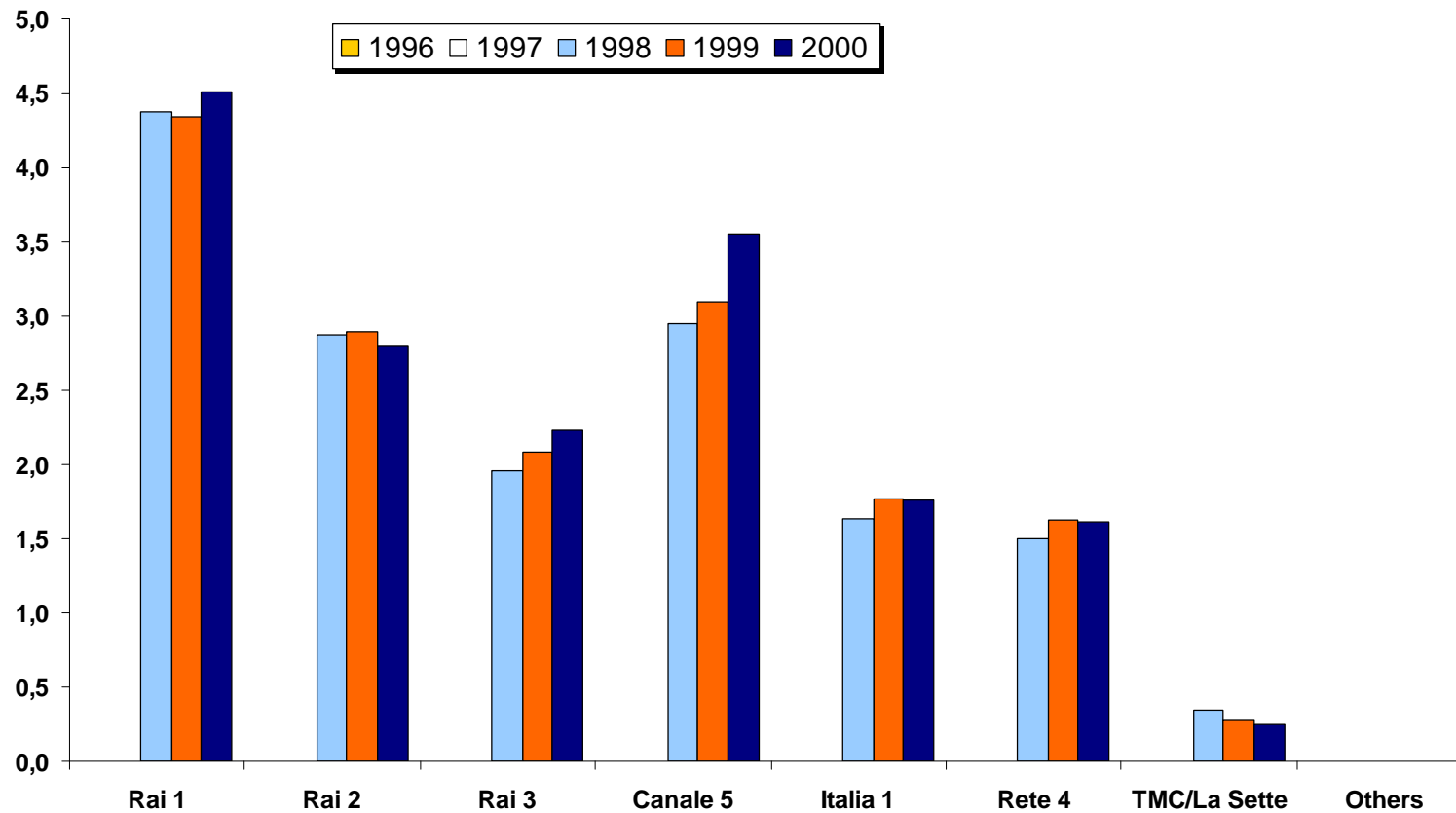


Avg rating (GRP's %)

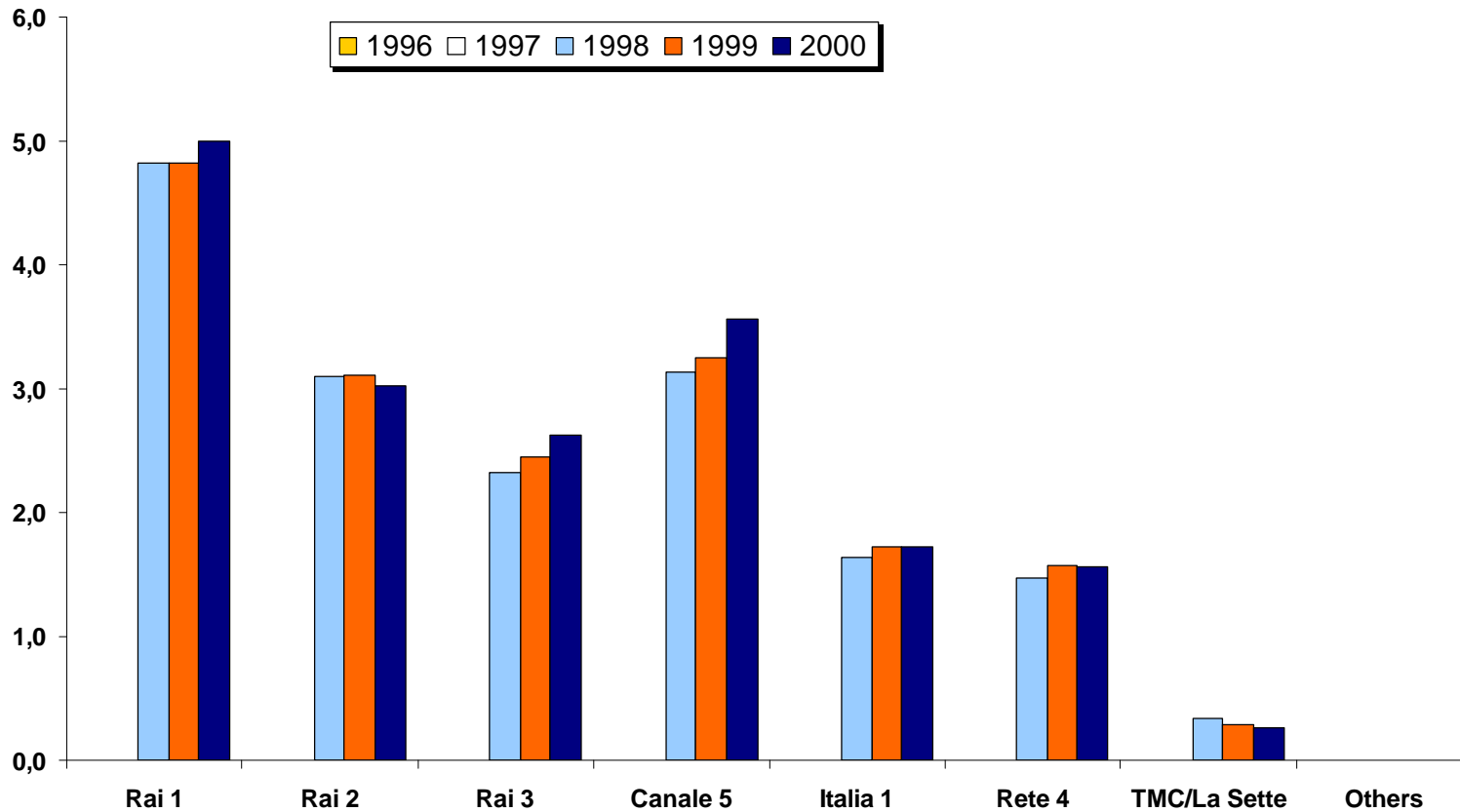
All broadcasts incl. Adv.



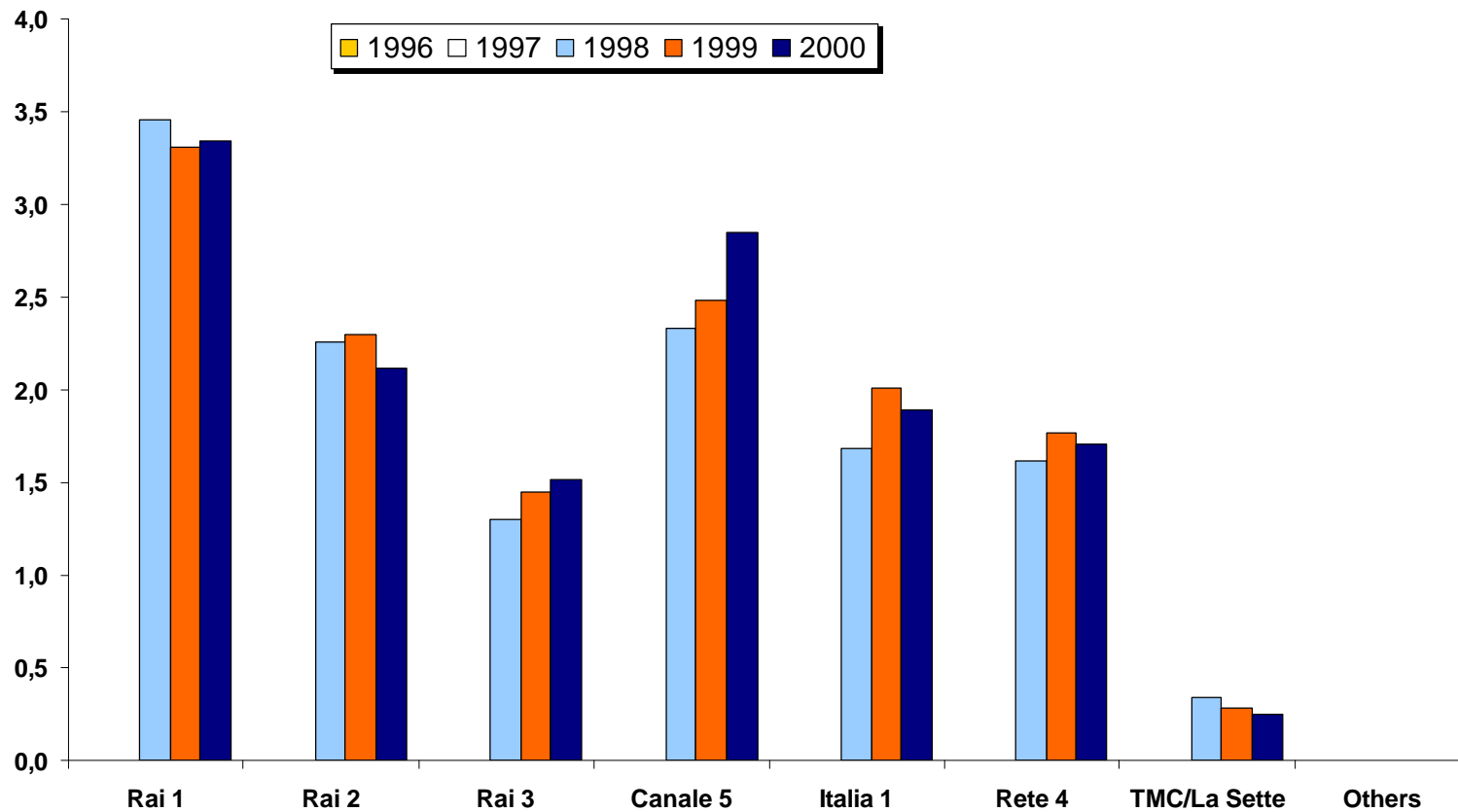
Avg rating (GRP's %) Total Advertising



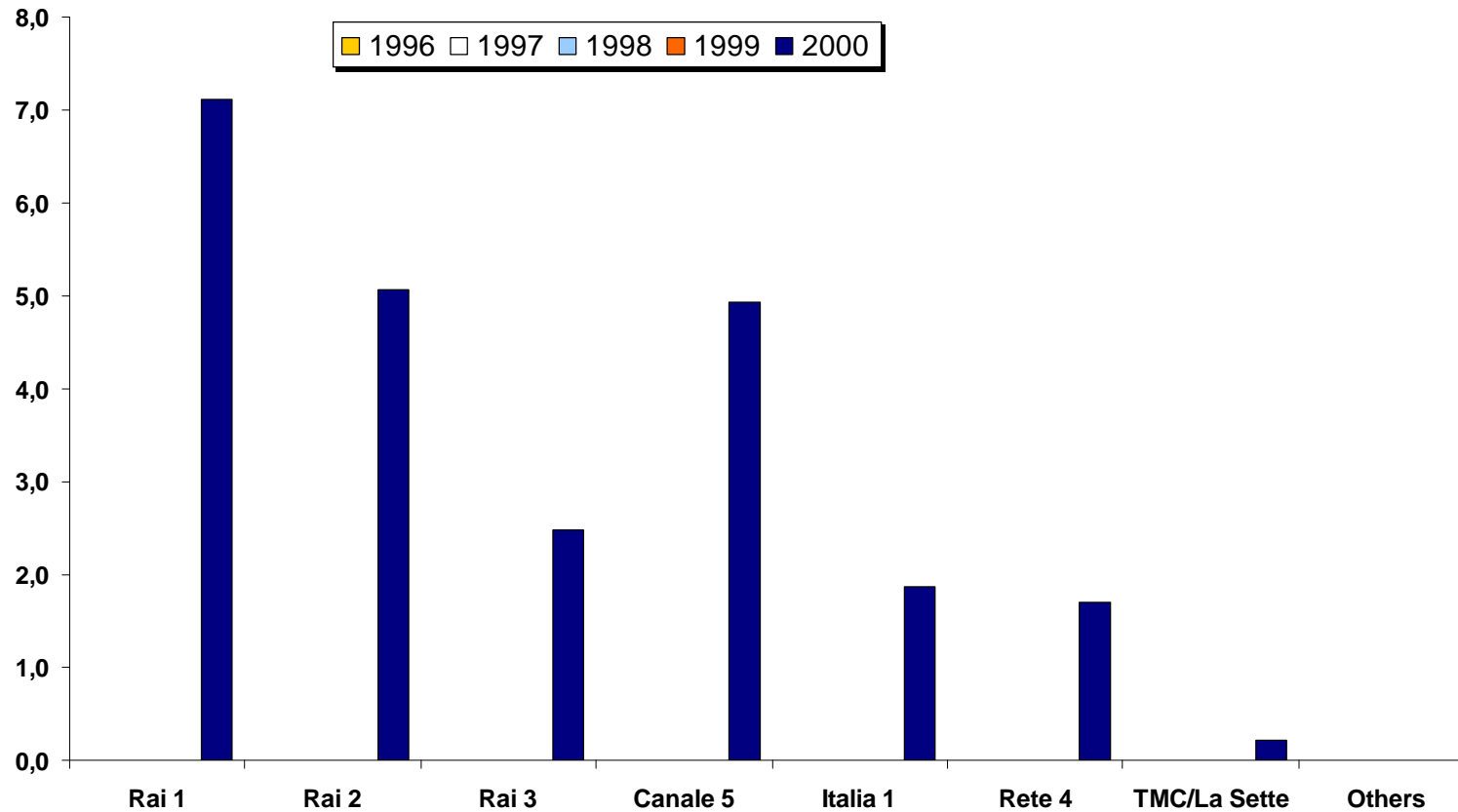
Avg rating (GRP's %) Commercial



Avg rating (GRP's %) Billboards



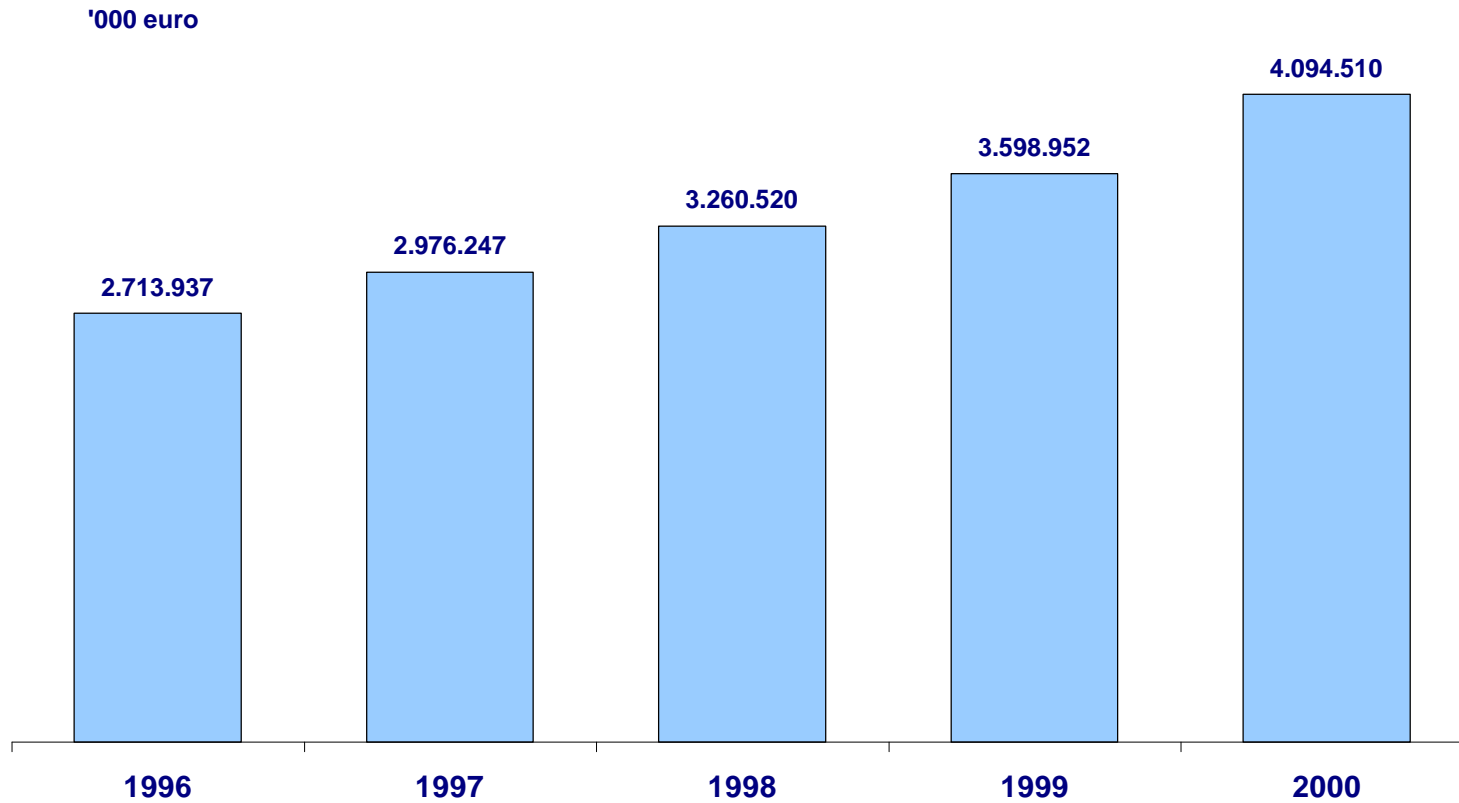
Avg rating (GRP's %) Sponsoring



3.6. Media Investment

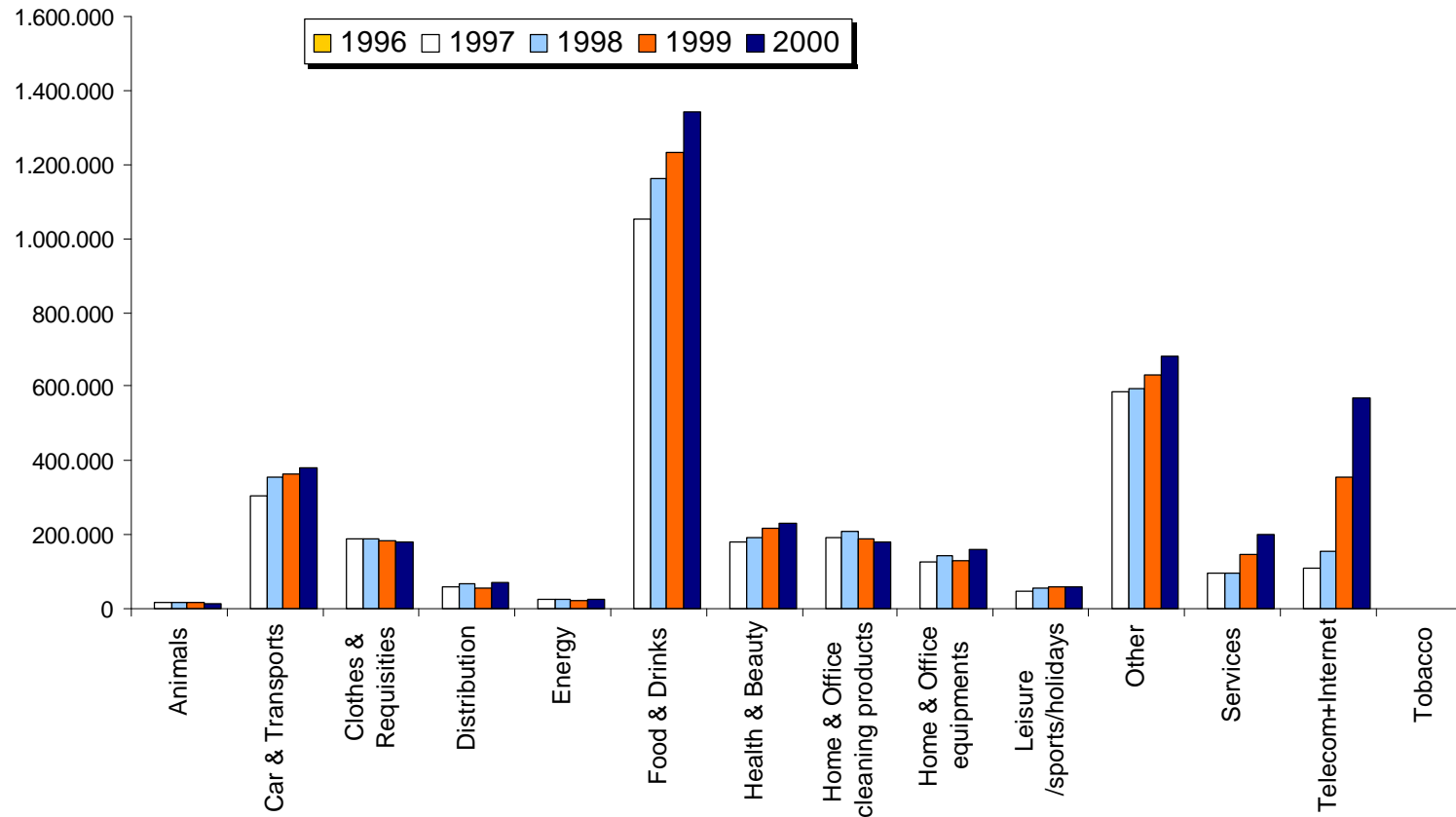
All Television

By Channel & Year - In Space Value (000 Euros)



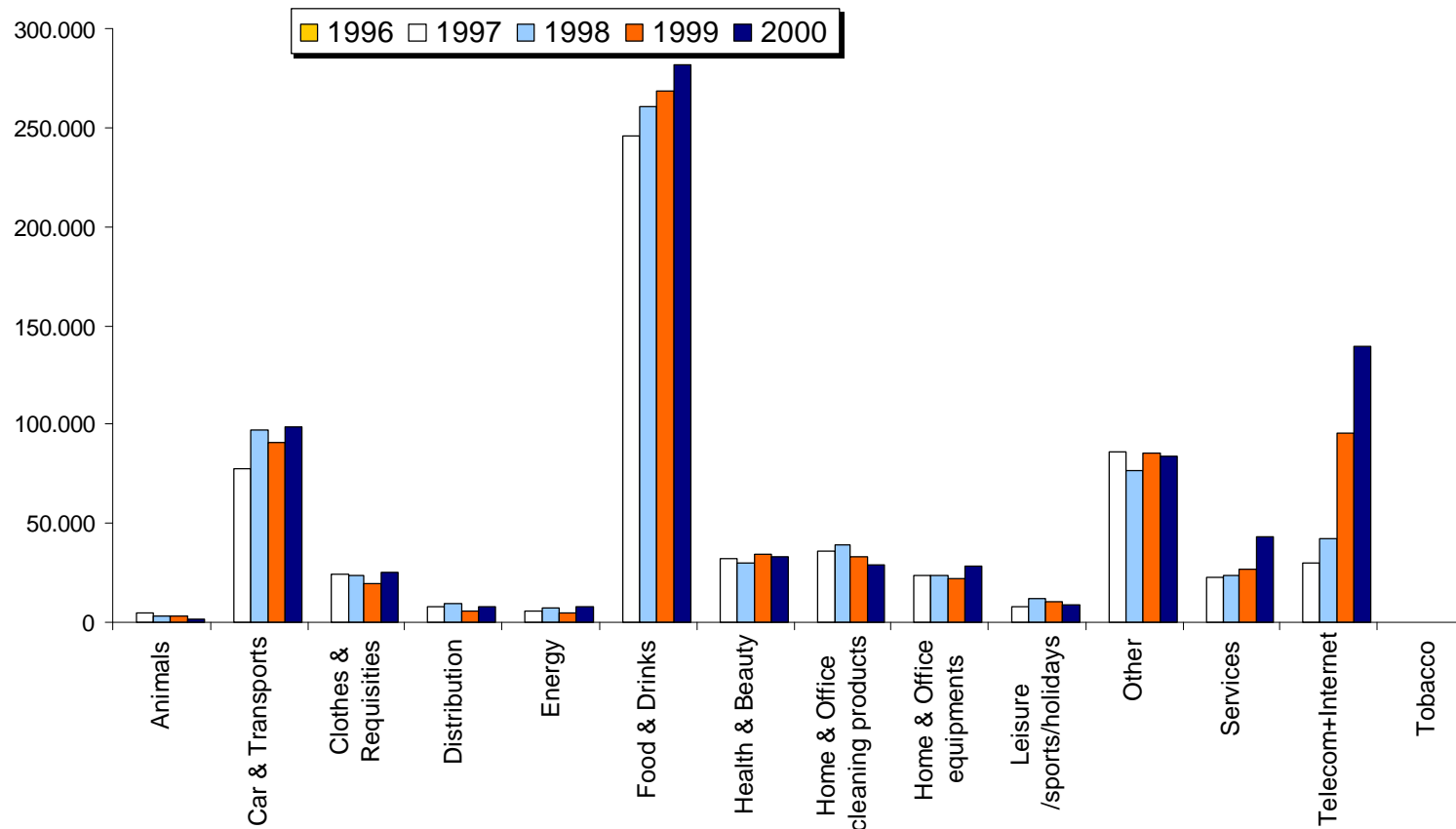
All Television

By Channel & Sector - In Space Value (000 Euros)



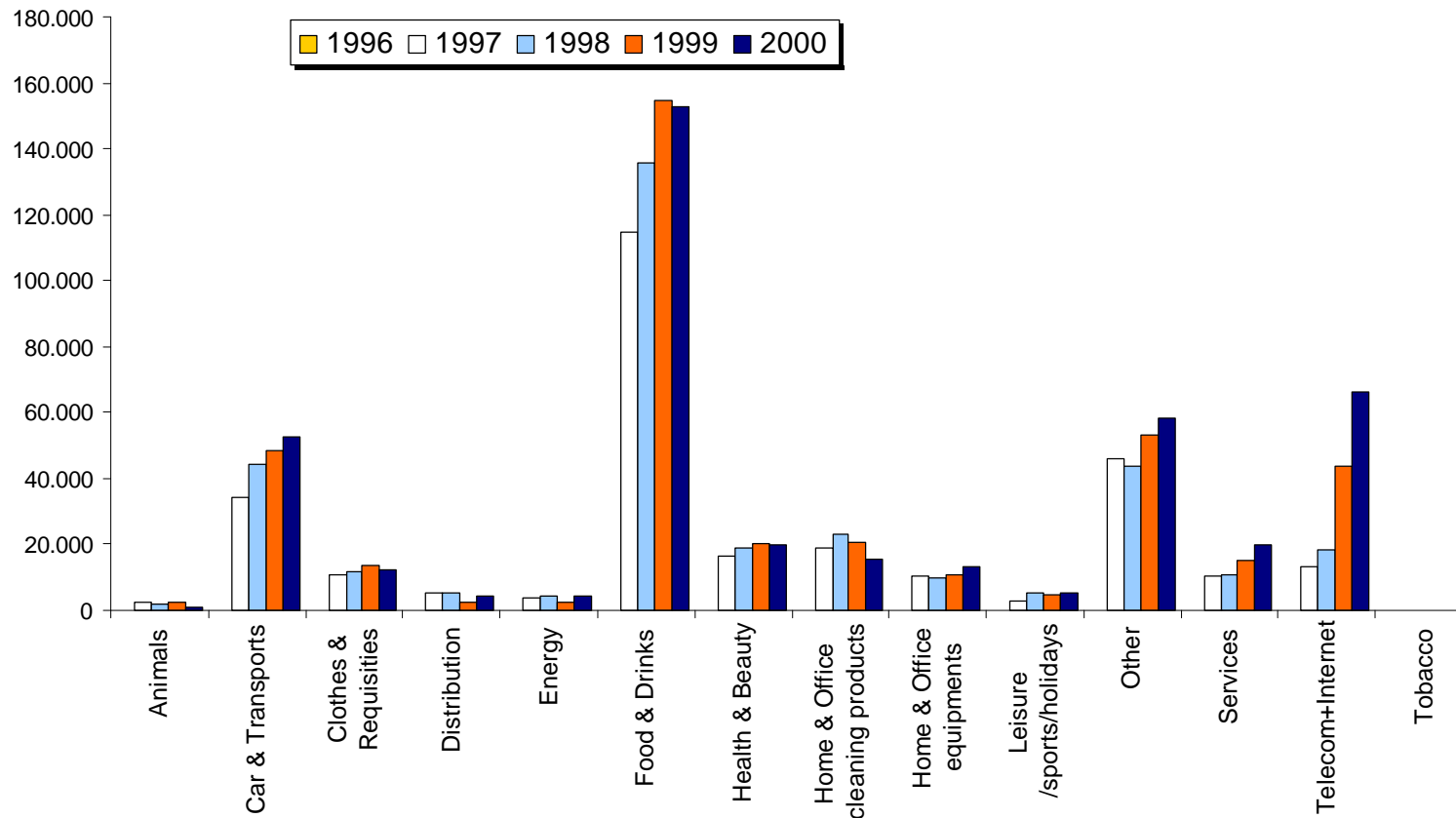
RAI

By Channel & Sector - In Space Value (000 Euros)



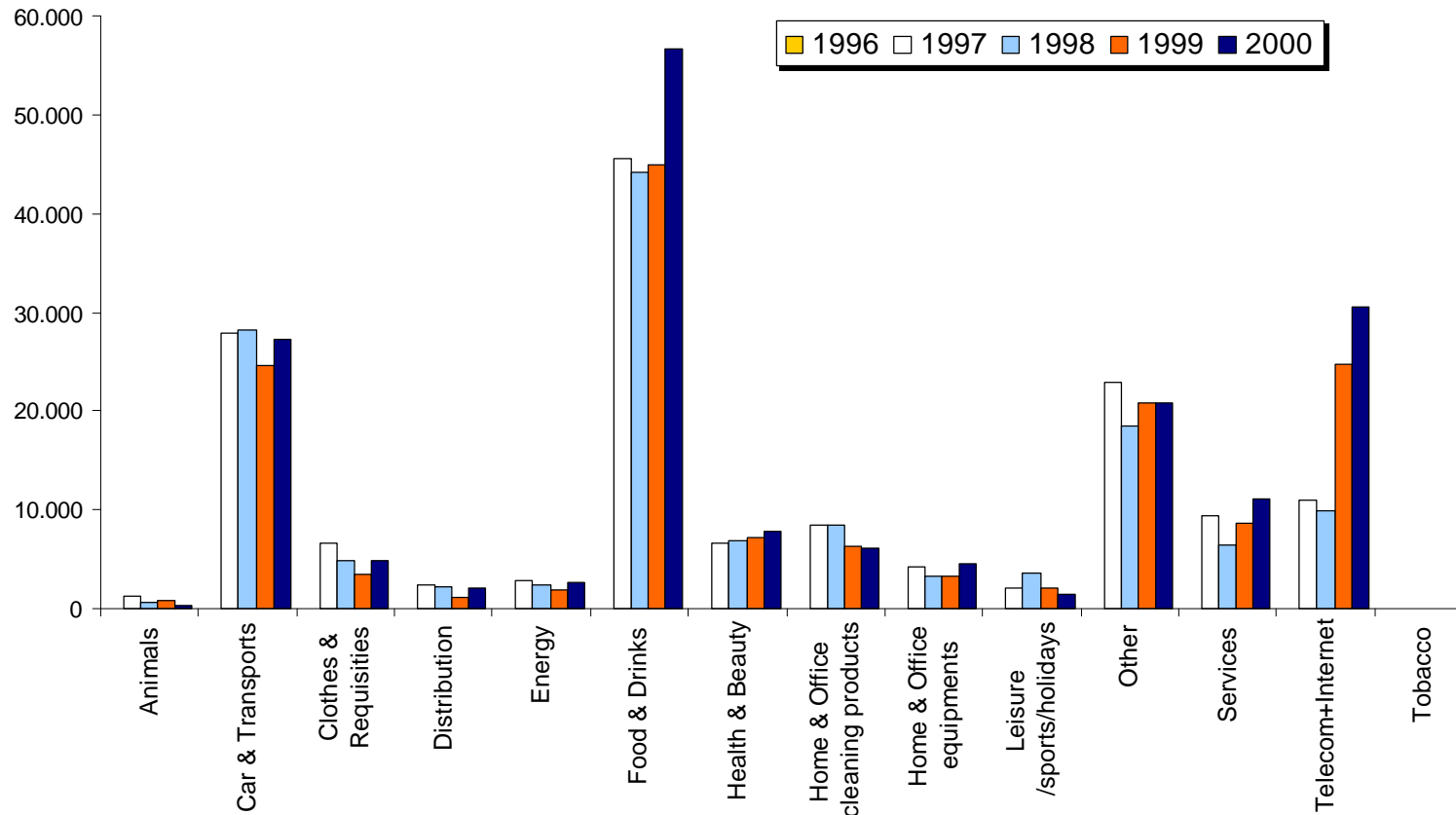
RAI 2

By Channel & Sector - In Space Value (000 Euros)



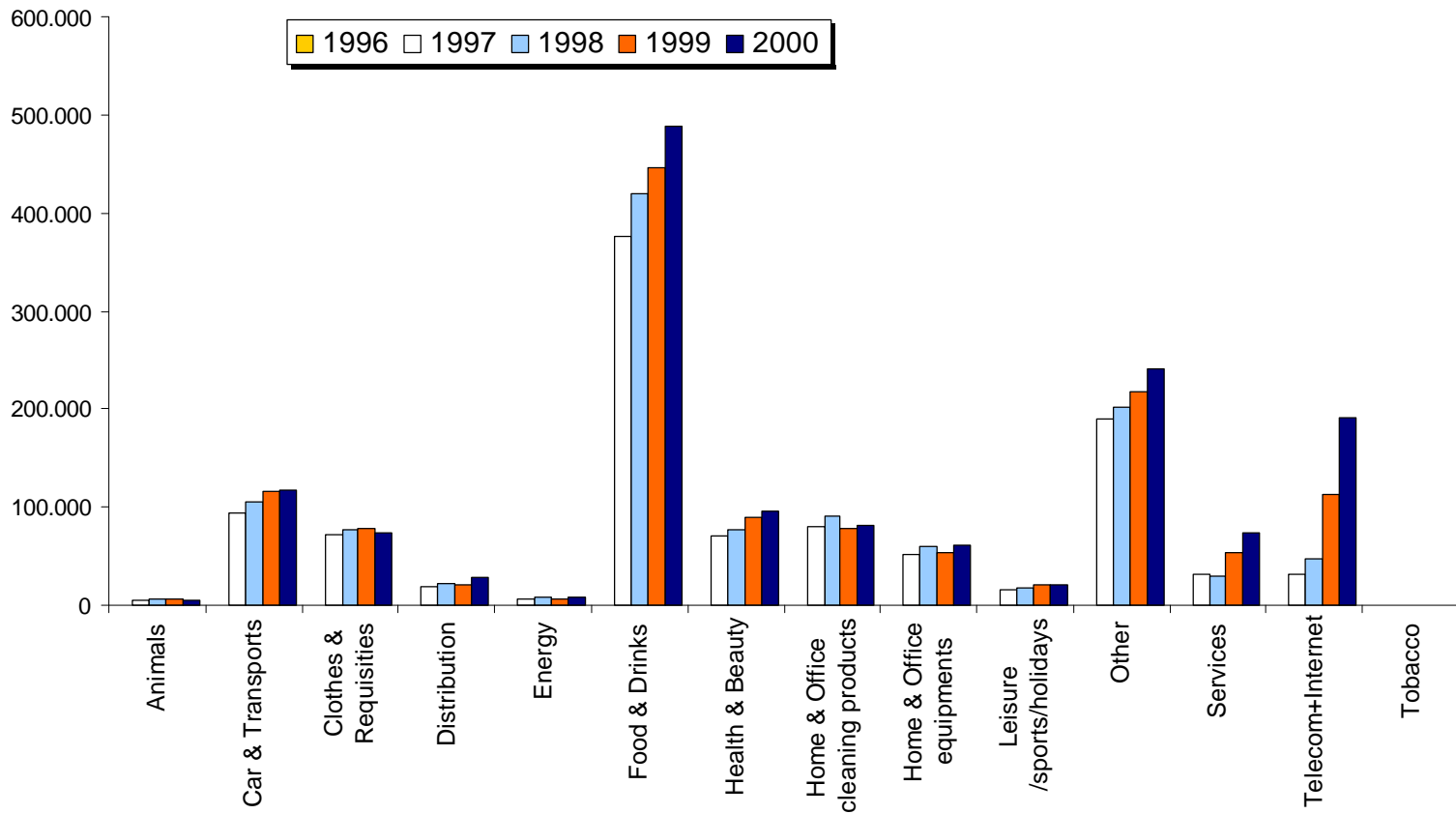
RAI 3

By Channel & Sector - In Space Value (000 Euros)



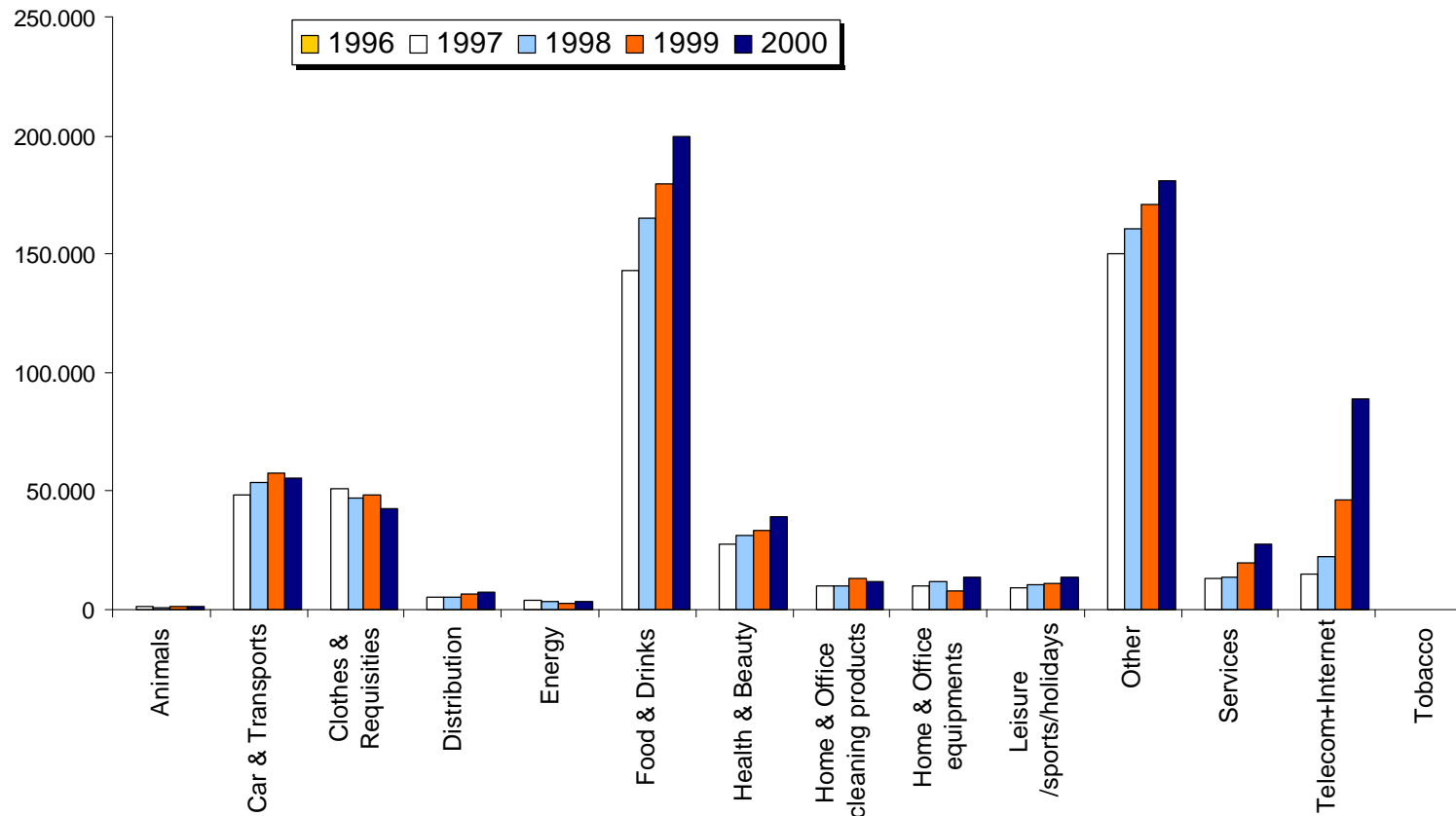
Canale 5

By Channel & Sector - In Space Value (000 Euros)



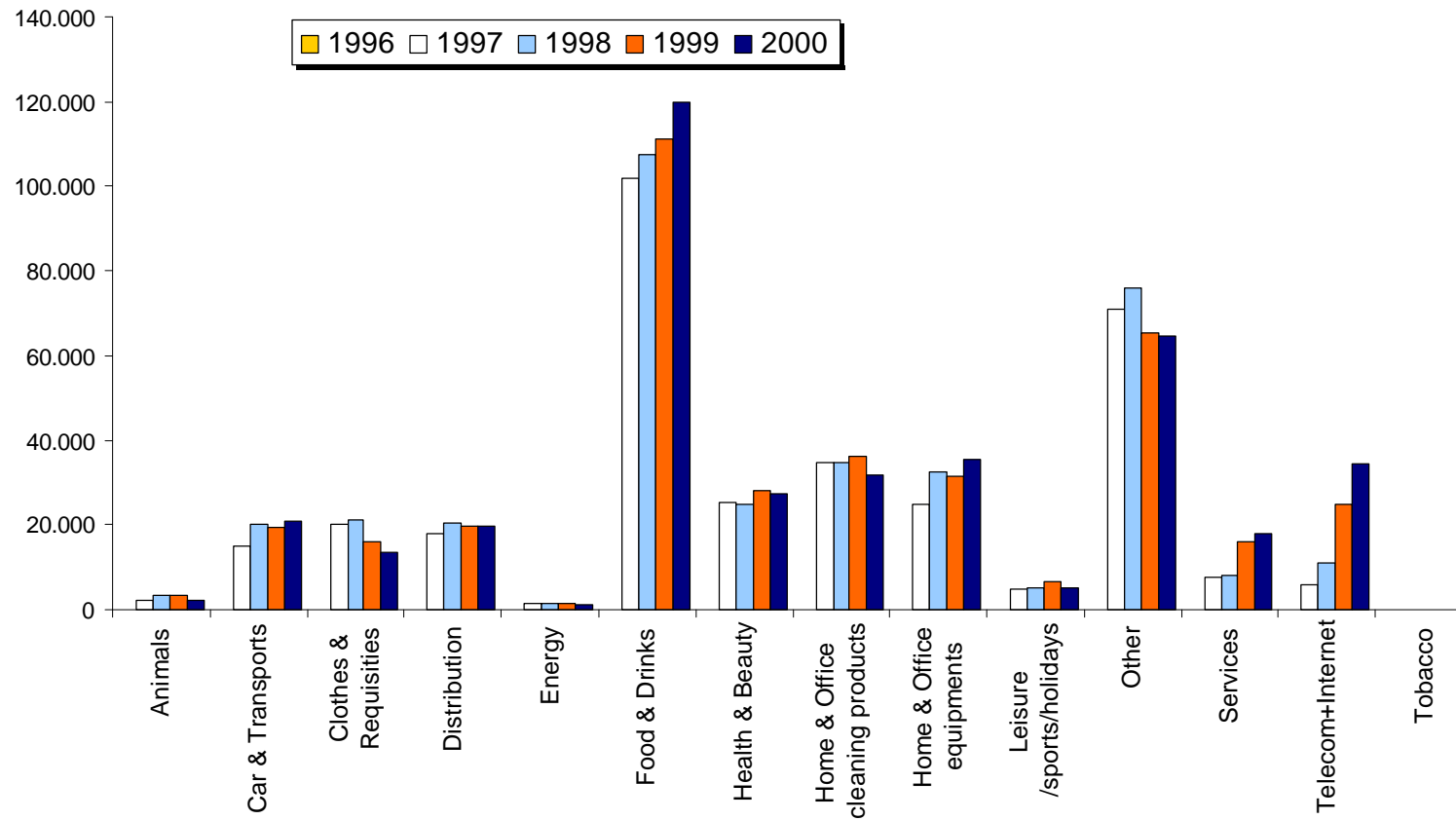
Italia 1

By Channel & Sector - In Space Value (000 Euros)



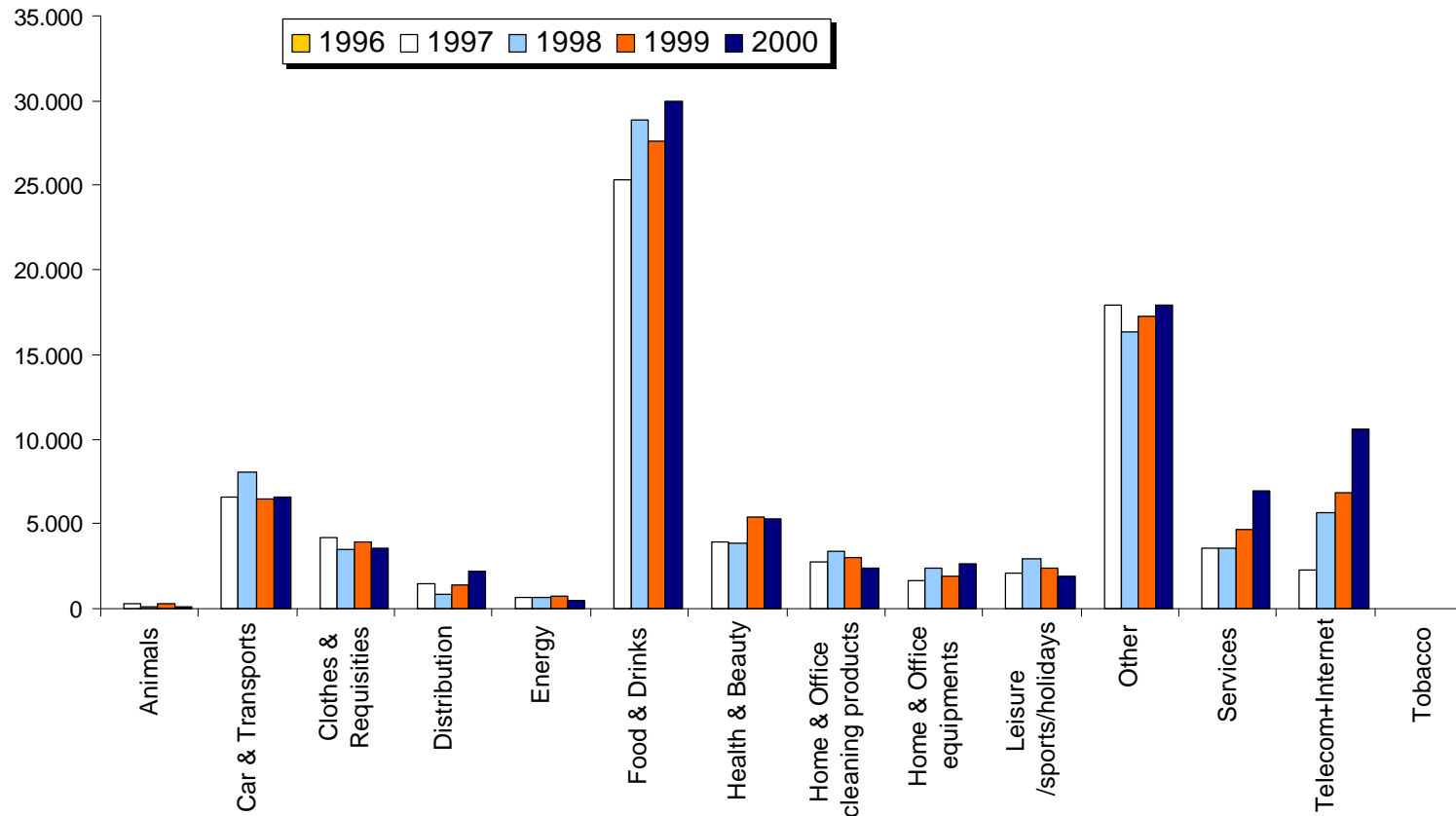
Rete 4

By Channel & Sector - In Space Value (000 Euros)



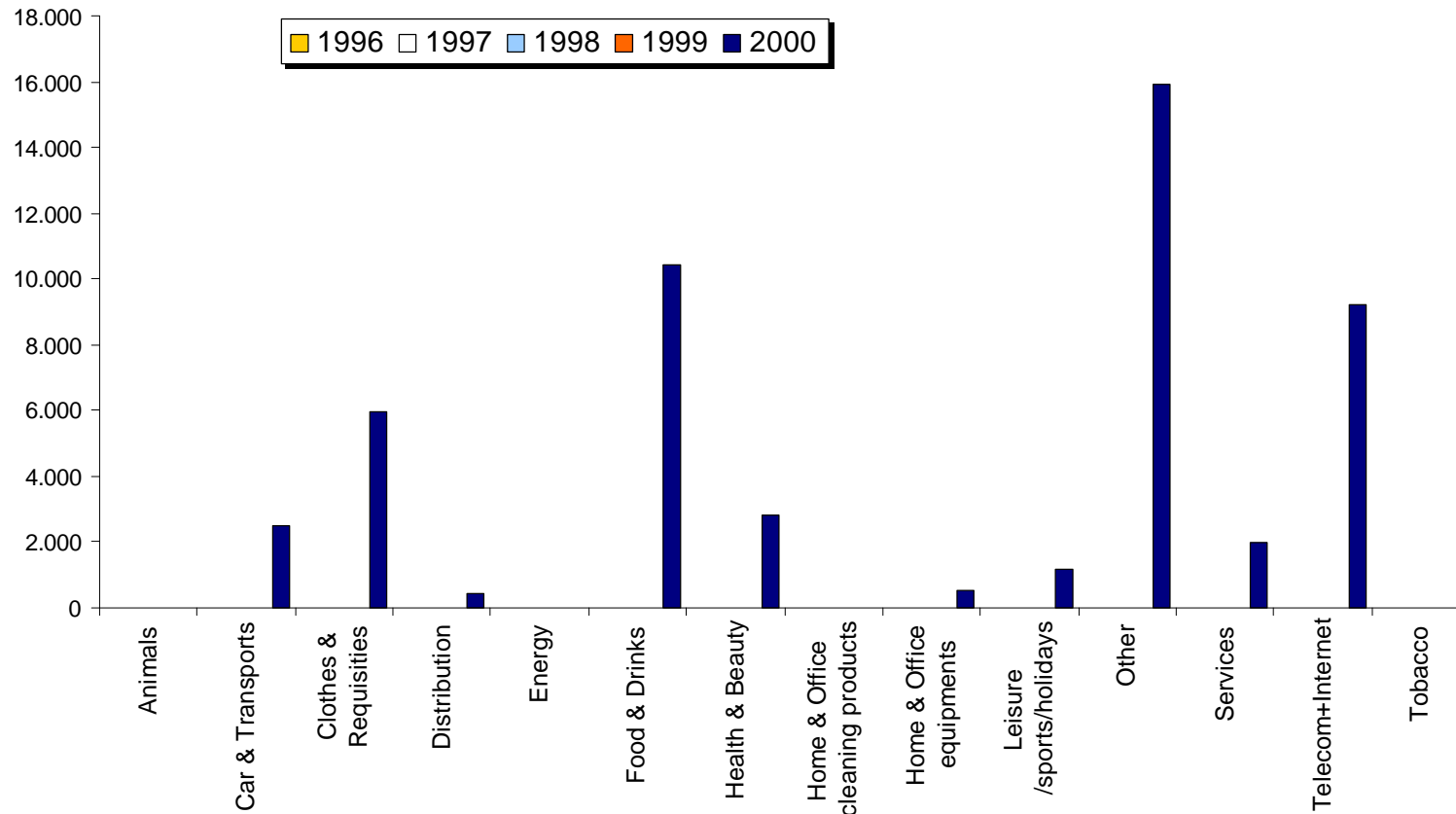
TMC

By Channel & Sector - In Space Value (000 Euros)



MTV

By Channel & Sector - In Space Value (000 Euros)



All Television

By Channel and Sector - In Space Value (000 Euros)

000 €	1996	1997	1998	1999	2000
All Advertising	0	2.976.247	3.260.520	3.598.952	4.094.510
Commercial Spots	n.a.	2.673.436	2.934.729	3.233.224	3.688.312
Billboard Spots	n.a.	55.068	62.983	76.073	94.696
Sponsoring Spots	n.a.	206.729	219.945	235.537	257.674
Auto Promotion Spots	n.a.	Not considered	Not considered	Not considered	Not considered
TV Shopping Spots	n.a.	41.014	42.863	54.118	53.828
Direct Response Spots	Not existing	Not existing	Not existing	Not existing	Not existing
Inserts or Product Placement Spots	Not existing	Not existing	Not existing	Not existing	Not existing
Other (precise)	Not existing	Not existing	Not existing	Not existing	Not existing