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# TV : The Netherlands

## 3.1. General indicators

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# The Netherlands - TV

Number of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001*
<b>Tot. Inhabit.</b>	<b>15.493.000</b>	<b>15.567.000</b>	<b>15.564.000</b>	<b>15.760.000</b>	<b>15.863.000</b>	<b>16.000.000</b>
<b>Universe 6+</b>	<b>N/A</b>	<b>N/A</b>	<b>13.968.000</b>	<b>14.120.000</b>	<b>14.411.000</b>	<b>14.500.000</b>
TV Househ.**	6.365.000	6.576.000	6.600.000	6.632.000	6.693.000	n.a.
Cab. Sub.**	6.000.000	6.200.000	6.300.000	6.267.000	6.305.000	n.a.
Satellite**	300.000	200.000	200.000	252.000	254.000	n.a.

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## 3.2. Advertising categories

# Advertising Category :

## Dutch 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,...)
<b>Commercial Spots :</b>	Yes	Yes	Normal spot used for product or services	normal spot, all lenghts
<b>Billboard Spots :</b>	Yes	Yes	Non-moving billboard, before or after program	non moving, max 5 sec.
<b>Sponsoring Spots :</b>	No	No	moving billboard	moving
<b>Channel Self Promotion Program :</b>	Yes	Yes	program with additional info about future programming	program info
<b>Commercial Self Promotion Spots (trailers) :</b>	Yes	Yes	spot with info about future programming	program info
<b>TV Shopping Programs :</b>	Yes	Yes	tel-sell programs, products which can be bought immedeatly by phone	phone numbers
<b>TV Shopping Spots :</b>	No	No	Not used	phone numbers
<b>Direct Response TV Spots :</b>	Yes	Yes	spots with products/services which can ordered	phone numbers
<b>Inserts or Product Placement Program :</b>	Yes	Yes	sponsored programs, like home-living programs	products shown /used
<b>Inserts or Product Placement Spots :</b>	Yes	Yes	advertisers allowing other products/services in same spot	more than one product

# Advertising Category : TV Measurement

	<u>Are they measured...</u>		Value definition mode ?
	... for audience ?	... for investment ?	
<b>Commercial Spots :</b>	Yes	Yes	Spot index
<b>Billboard Spots :</b>	No	No	N/A
<b>Channel Self Promotion Program :</b>	No	No	N/A
<b>Commercial Self Promotion Spots (trailers) :</b>	No	No	N/A
<b>TV Shopping Programs :</b>	No	No	N/A
<b>Direct Response TV Spots :</b>	No	No	N/A
<b>Inserts or Product Placement Program :</b>	No	No	N/A
<b>Inserts or Product Placement Spots :</b>	No	No	N/A

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# TV The Netherlands

## 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	Nederland 1	1951		General Interest
	Public - general interest channel	Nederland 2	1964		General Interest
	Public - general interest channel	Nederland 3	1988		General Interest
	Private - general interest channel	RTL4	1989		General Interest
	Private - general interest channel	RTL5	1993		Other to precise
	Private - general interest channel	Veronica	1995	2001	General Interest
	Private - general interest channel	Yorin	2001		General Interest
	Private - general interest channel	SBS6	1995		General Interest
	Private - general interest channel	NET5	1999		General Interest
	Private - general interest channel	TV10	1996	1998	General Interest
	Private - thematic channel	Fox Kids	1999		Children
	Private - general interest channel	V8	2001		General Interest
	Private - thematic channel	TMF	1995		Entertainment (incl. Modern Music)
	Private - thematic channel	Discovery channel	1997		Other to precise
	Private - thematic channel	National Geographic	1999		Other to precise
	Private - thematic channel	MTV	2000		Entertainment (incl. Modern Music)
	Private - thematic channel	The Box	1999		Entertainment (incl. Modern Music)
	Private - thematic channel	Kindernet	1988		Children
	Private - thematic channel	Fox8	1999	2001	General Interest
	Private - thematic channel	Sport7	1996	1996	Sports
Private - thematic channel	Cartoon Network	1997	2001	Children	

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Public - general interest channel	Omrop Fryslan	1973		General Interest
	Public - general interest channel	TV Noord	1995		General Interest
	Public - general interest channel	Omroep Drenthe	1995		General Interest
	Public - general interest channel	TV Oost	1992		General Interest
	Public - general interest channel	TV Gelderland	1996		General Interest
	Public - general interest channel	Kanaal 9 TV	2000		General Interest
	Public - general interest channel	TV Flevoland	1997		General Interest
	Public - general interest channel	TV Noord-Holland	2000		General Interest
	Public - general interest channel	TV West	1996		General Interest
	Public - general interest channel	TV Rijnmond	1989		General Interest
	Public - general interest channel	Omroep Brabant	1997		General Interest
	Public - general interest channel	Omroep Zeeland	1997		General Interest
	Private - general interest channel	AT5	1992		General Interest
	Private - general interest channel	TV Utrecht	2000		General Interest
	Public - general interest channel	L1 (TV Limburg)	1999		General Interest



# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Overspilling Channels	Public - general interest channel	VRT TV1	N/A		General Interest
	Public - general interest channel	Ketnet / Canvas	N/A		General Interest
	Public - general interest channel	BBC1	N/A		General Interest
	Public - general interest channel	BBC2	N/A		General Interest
	Public - general interest channel	ARD	N/A		General Interest
	Public - general interest channel	ZDF	N/A		General Interest
	Public - general interest channel	NDR	N/A		General Interest
	Public - general interest channel	SWR	N/A		General Interest
	Public - general interest channel	WDR	N/A		General Interest
	Private - general interest channel	RTL	N/A		General Interest
	Private - general interest channel	SAT1	N/A		General Interest
	Public - general interest channel	RAI1	N/A		General Interest
	Public - general interest channel	RTBF1	N/A		General Interest

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pan-European Channels	Private - thematic channel	Cartoon Network	2001		Children
	Public - general interest channel	TV5	N/A		General Interest
	Private - thematic channel	BBC World	N/A		Information
	Private - thematic channel	CNN	N/A		Information
	Private - thematic channel	Euronews	N/A		Information
	Private - thematic channel	Eurosport	N/A		Sports
	Private - general interest channel	MBC	N/A		General Interest
	Private - thematic channel	MTV Europe	N/A		Entertainment (incl. Modern Music)
	Public - general interest channel	TRT	N/A		General Interest
	Private - thematic channel	National Geographic	N/A		Other to precise
	Private - thematic channel	The Box	N/A		Entertainment (incl. Modern Music)
	Private - thematic channel	Extreme sports	N/A		Sports

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pay TV	Private - thematic channel	Canal + 1	1985		General Interest
	Private - thematic channel	Canal + 2	1995		General Interest

# Types of broadcast - 1996-2001\*

## Domestic Channels

Names	Transmission Mode		Main Reception Mode	Comments other reception mode
	Connection	Transmission		
Nederland 1	Analogical	TV Cable	Cable	Terrestrial & Cable
Nederland 2	Analogical	TV Cable	Cable	Terrestrial & Cable
Nederland 3	Analogical	TV Cable	Cable	Terrestrial & Cable
RTL4	Numerical	TV Cable	Cable	Cable & Satellite
RTL5	Numerical	TV Cable	Cable	Cable & Satellite / Financial
Veronica	Numerical	TV Cable	Cable	Cable & Satellite
Yorin	Numerical	TV Cable	Cable	Cable & Satellite
SBS6	Numerical	TV Cable	Cable	Cable & Satellite
NET5	Numerical	TV Cable	Cable	Cable & Satellite
TV10	Numerical	TV Cable	Cable	Cable & Satellite
Fox Kids	Numerical	TV Cable	Cable	Cable
V8	Numerical	TV Cable	Cable	Cable & Satellite
TMF	Numerical	TV Cable	Cable	Cable
Discovery channel	Numerical	TV Cable	Cable	Cable & Satellite / Documentary
National Geographic	Numerical	TV Cable	Cable	Cable & Satellite / Documentary
MTV	Numerical	TV Cable	Cable	Cable & Satellite
The Box	Numerical	TV Cable	Cable	Cable & Satellite
Kindernet	Numerical	TV Cable	Cable	Cable & Satellite
Fox8	Numerical	TV Cable	Cable	Cable
Sport7	Numerical	TV Cable	Cable	Cable
Cartoon Network	Numerical	TV Cable	Cable	Cable & Satellite

# Types of broadcast - 1996-2001\*

## Regional Channels

Names	Transmission Mode		Main Reception Mode	Comments other reception mode
	Connection	Transmission		
Omrop Fryslan	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Noord	Analogical	TV Cable	Cable	Terrestrial & Cable
Omroep Drenthe	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Oost	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Gelderland	Analogical	TV Cable	Cable	Terrestrial & Cable
Kanaal 9 TV	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Flevoland	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Noord-Holland	Analogical	TV Cable	Cable	Terrestrial & Cable
TV West	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Rijnmond	Analogical	TV Cable	Cable	Terrestrial & Cable
Omroep Brabant	Analogical	TV Cable	Cable	Terrestrial & Cable
Omroep Zeeland	Analogical	TV Cable	Cable	Terrestrial & Cable
AT5	Analogical	TV Cable	Cable	Terrestrial & Cable
TV Utrecht	Analogical	TV Cable	Cable	Terrestrial & Cable
L1 (TV Limburg)	Analogical	TV Cable	Cable	Terrestrial & Cable

# Types of broadcast - 1996-2001\*

## Overspilling Channels

Names	Transmission Mode		Main Reception Mode	Comments other reception mode
	Connection	Transmission		
VRT TV1	Analogical	TV Cable	Cable	Cable
Ketnet / Canvas	Analogical	TV Cable	Cable	Cable
BBC1	Analogical	TV Cable	Cable	Cable
BBC2	Analogical	TV Cable	Cable	Cable
ARD	Analogical	TV Cable	Cable	Cable
ZDF	Analogical	TV Cable	Cable	Cable
NDR	Analogical	TV Cable	Cable	Cable
SWR	Analogical	TV Cable	Cable	Cable
WDR	Analogical	TV Cable	Cable	Cable
RTL	Numerical	TV Cable	Cable	Cable
SAT1	Numerical	TV Cable	Cable	Cable
RAI1	Analogical	TV Cable	Cable	Cable
RTBF1	Analogical	TV Cable	Cable	Cable

# Types of broadcast - 1996-2001\*

## Pan-European channels

Names	Transmission Mode		Main Reception Mode	Comments other reception mode
	Connection	Transmission		
Cartoon Network	Numerical	TV Cable	Cable	Cable & Satellite
TV5	Analogical	TV Cable	Cable	Cable
BBC World	Numerical	TV Cable	Cable	Cable & Satellite
CNN	Numerical	TV Cable	Cable	Cable
Euronews	Numerical	TV Cable	Cable	Cable & Satellite
Eurosport	Numerical	TV Cable	Cable	Cable & Satellite
MBC	Analogical	TV Cable	Cable	Cable
MTV Europe	Numerical	TV Cable	Cable	Cable & Satellite
TRT	Analogical	TV Cable	Cable	Cable
National Geographic	Numerical	TV Cable	Cable	Cable / Documentary
The Box	Numerical	TV Cable	Cable	Cable
Extreme sports	Numerical	TV Cable	Cable	Cable

# Types of broadcast - 1996-2001\*

## Pay TV

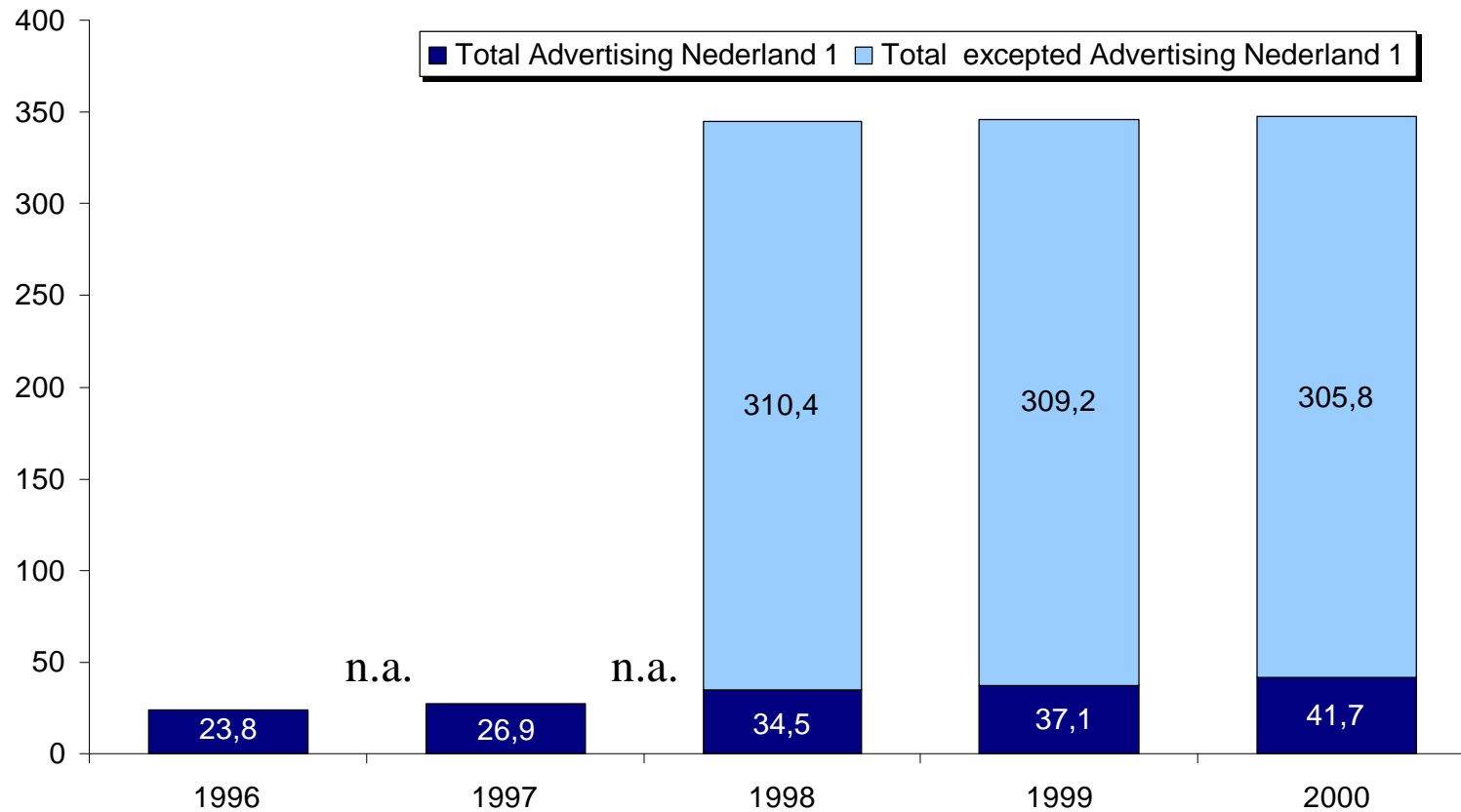
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Names	Transmission Mode		Main Reception Mode	Comments other reception mode
	Connection	Transmission		
Canal + 1	Analogical	TV Cable	Pay TV	Sports/Movies/Series
Canal + 2	Analogical	TV Cable	Pay TV	Sports/Movies/Series



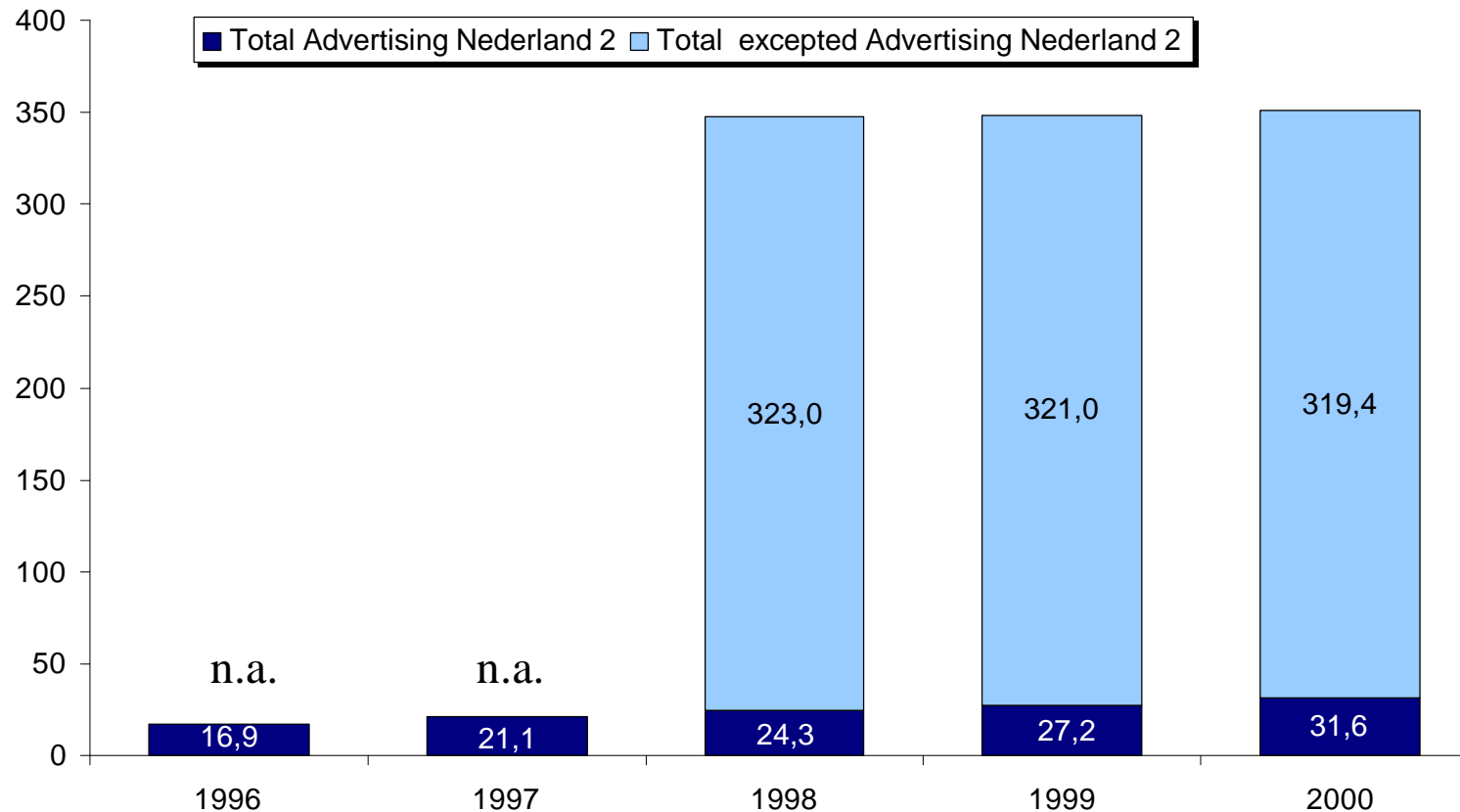
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - Nederland 1



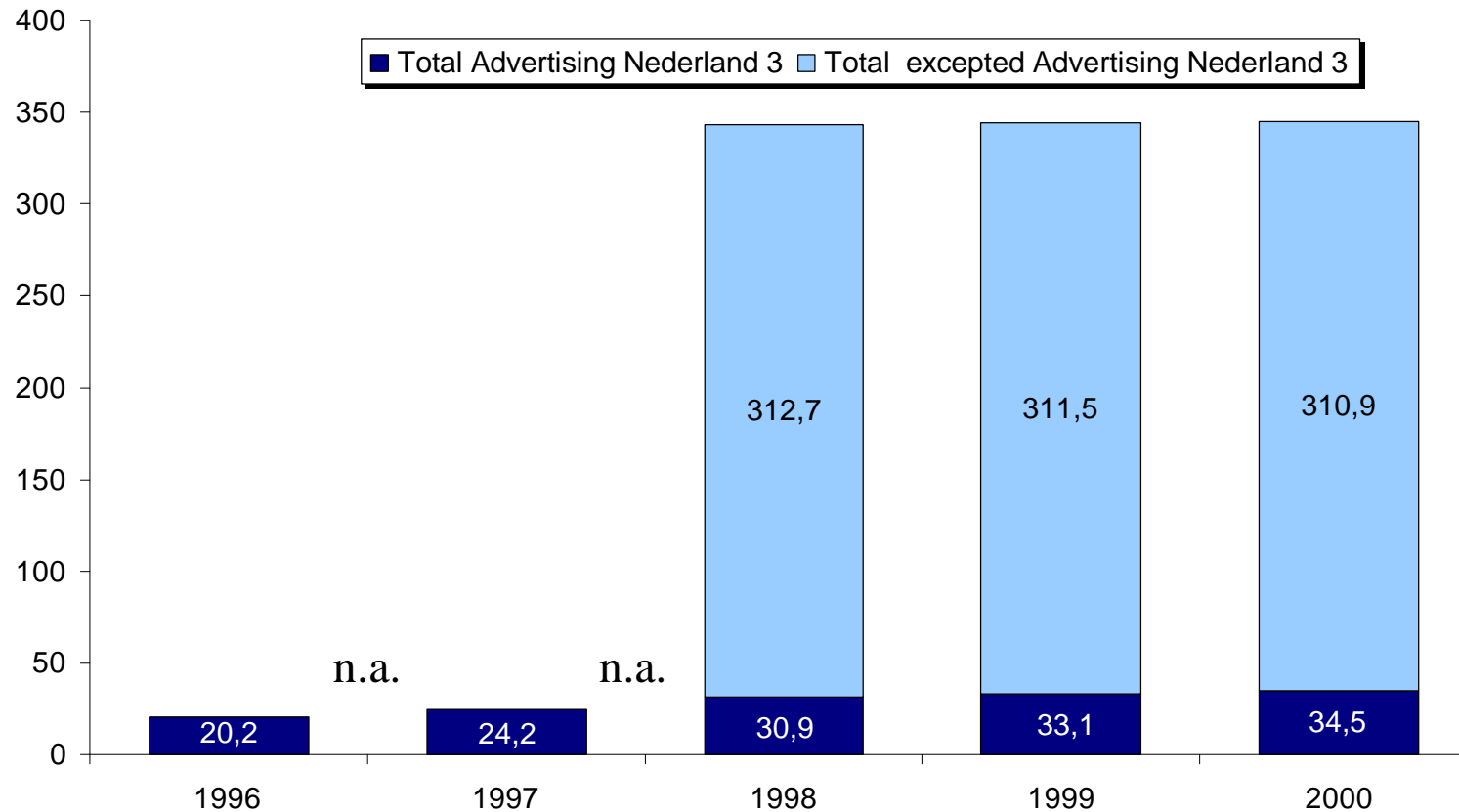
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - Nederland 2



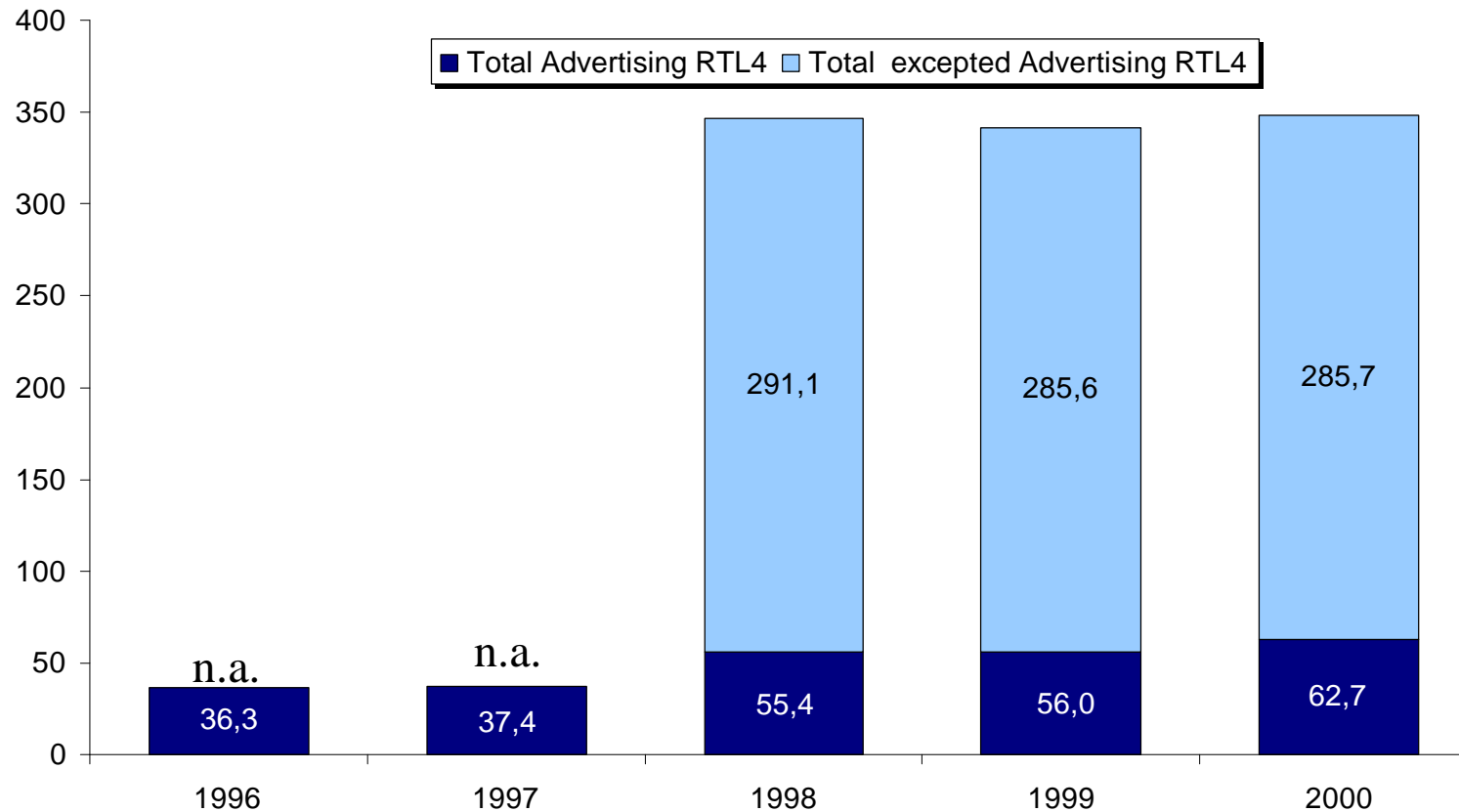
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - Nederland 3



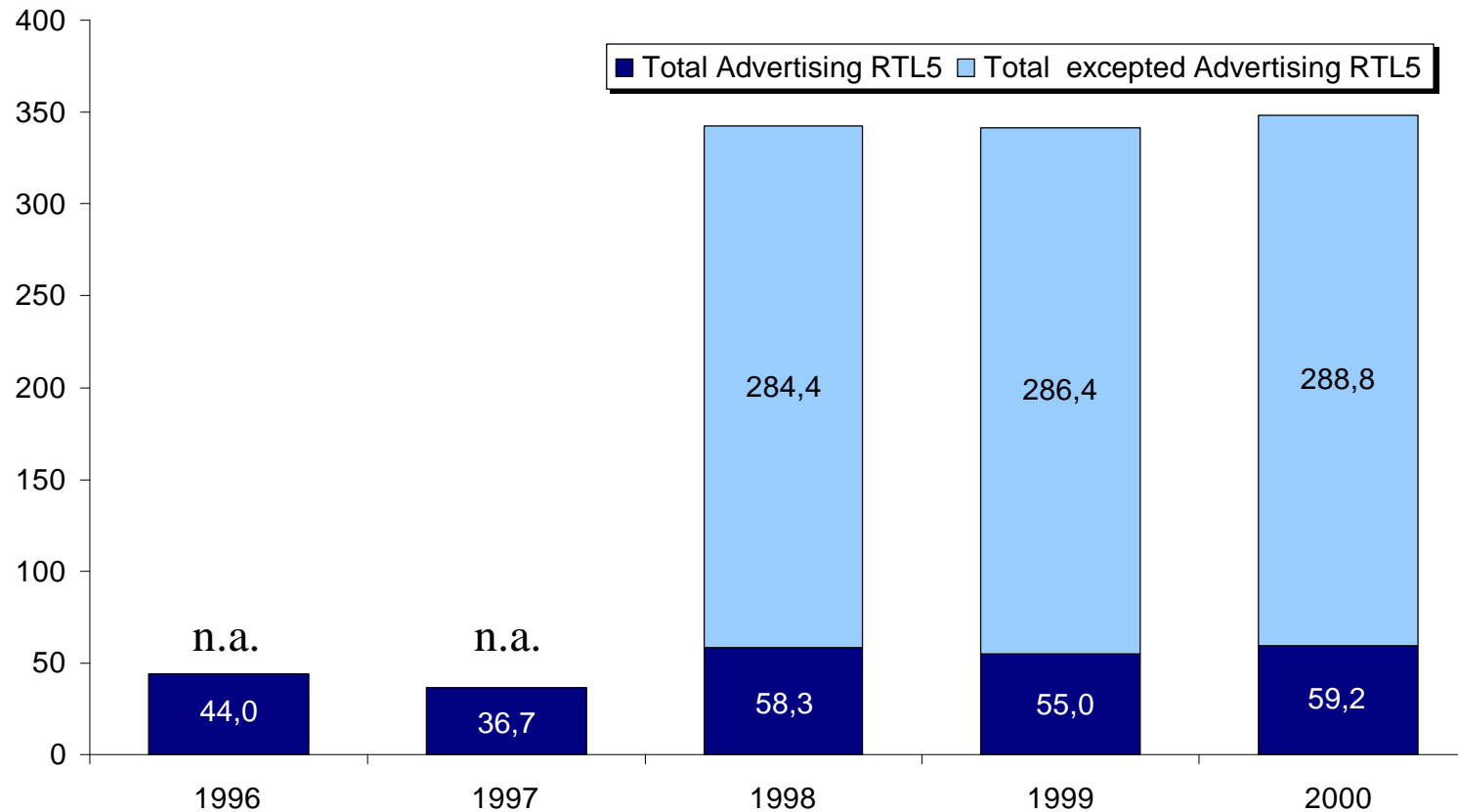
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - RTL 4



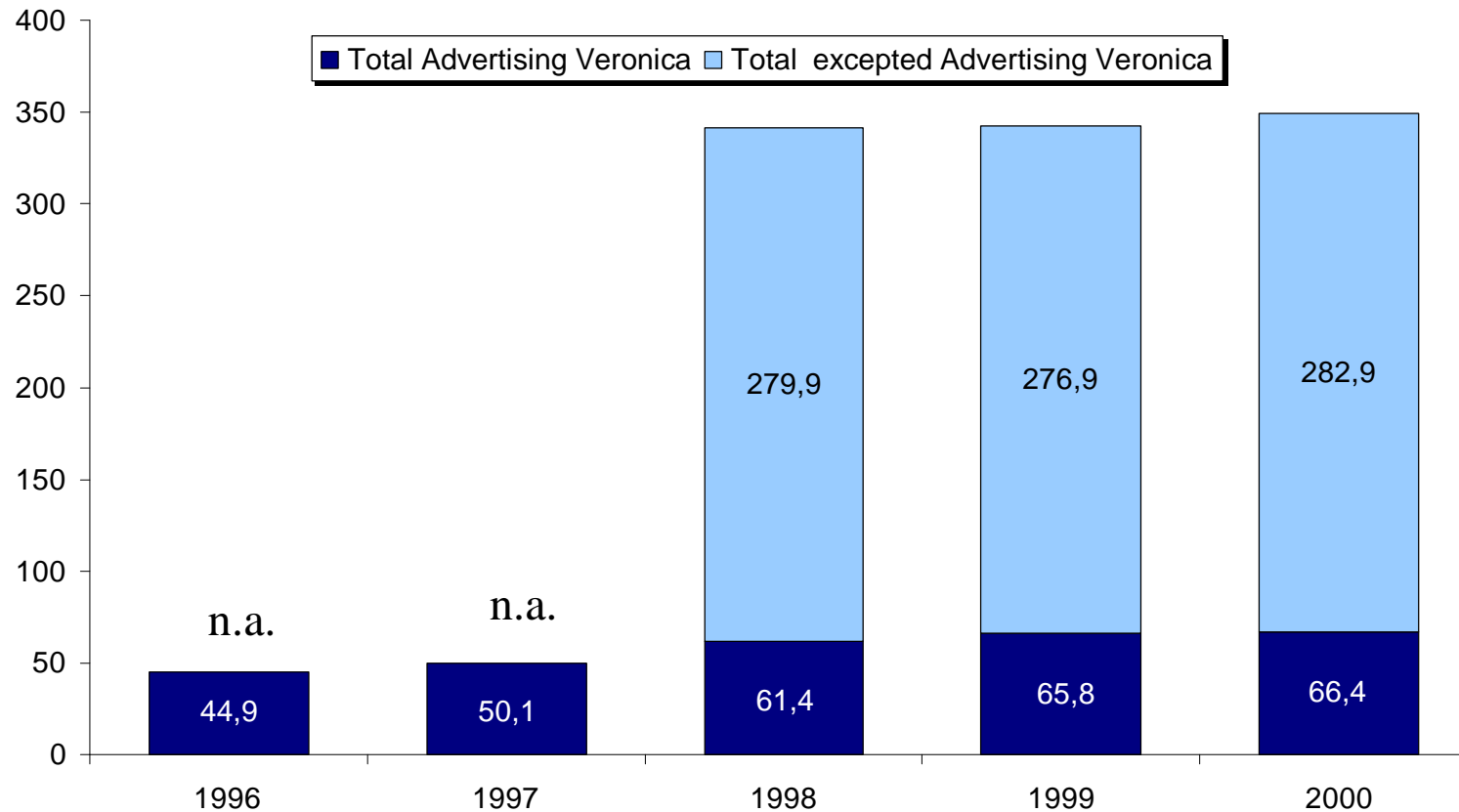
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - RTL 5



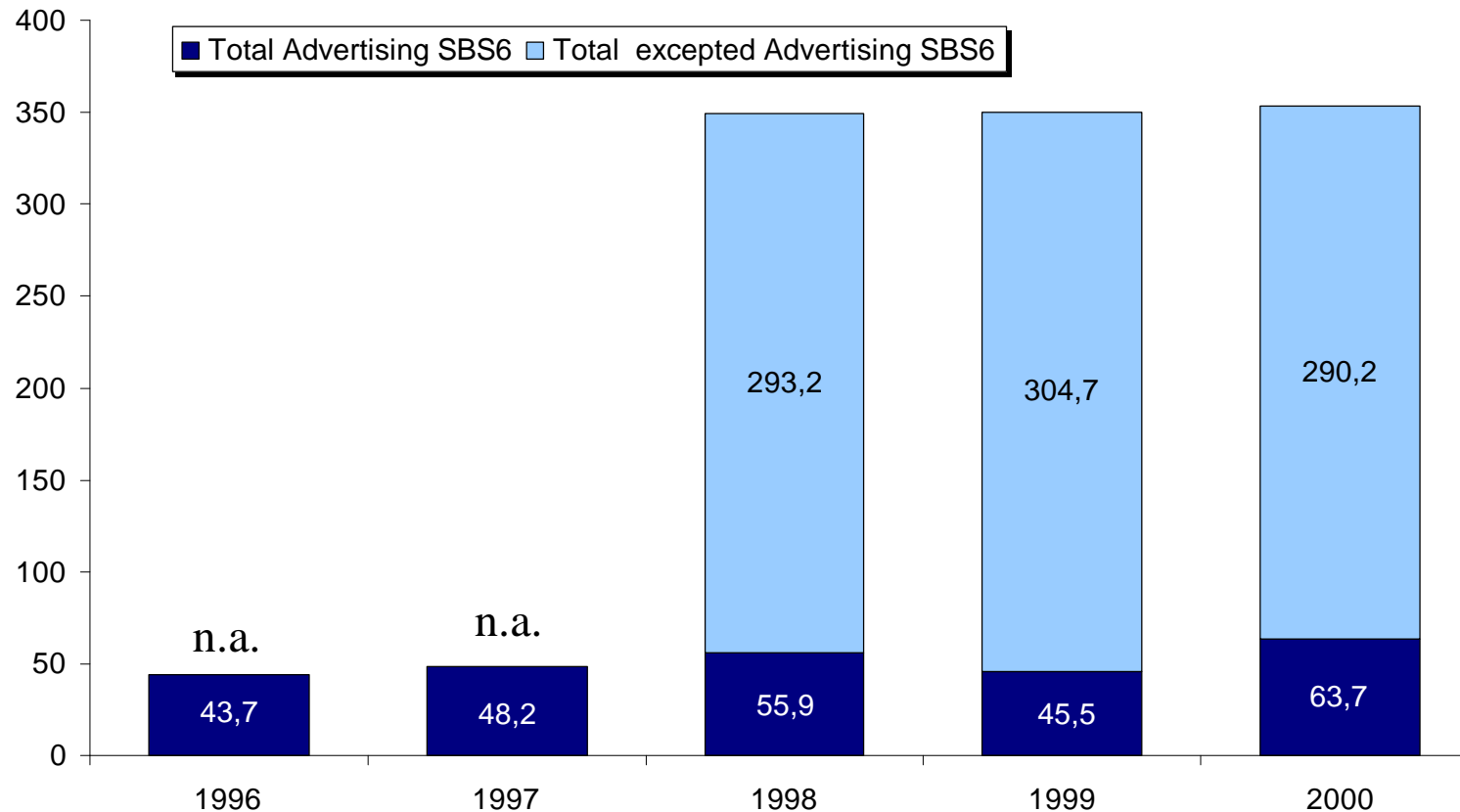
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - Veronica



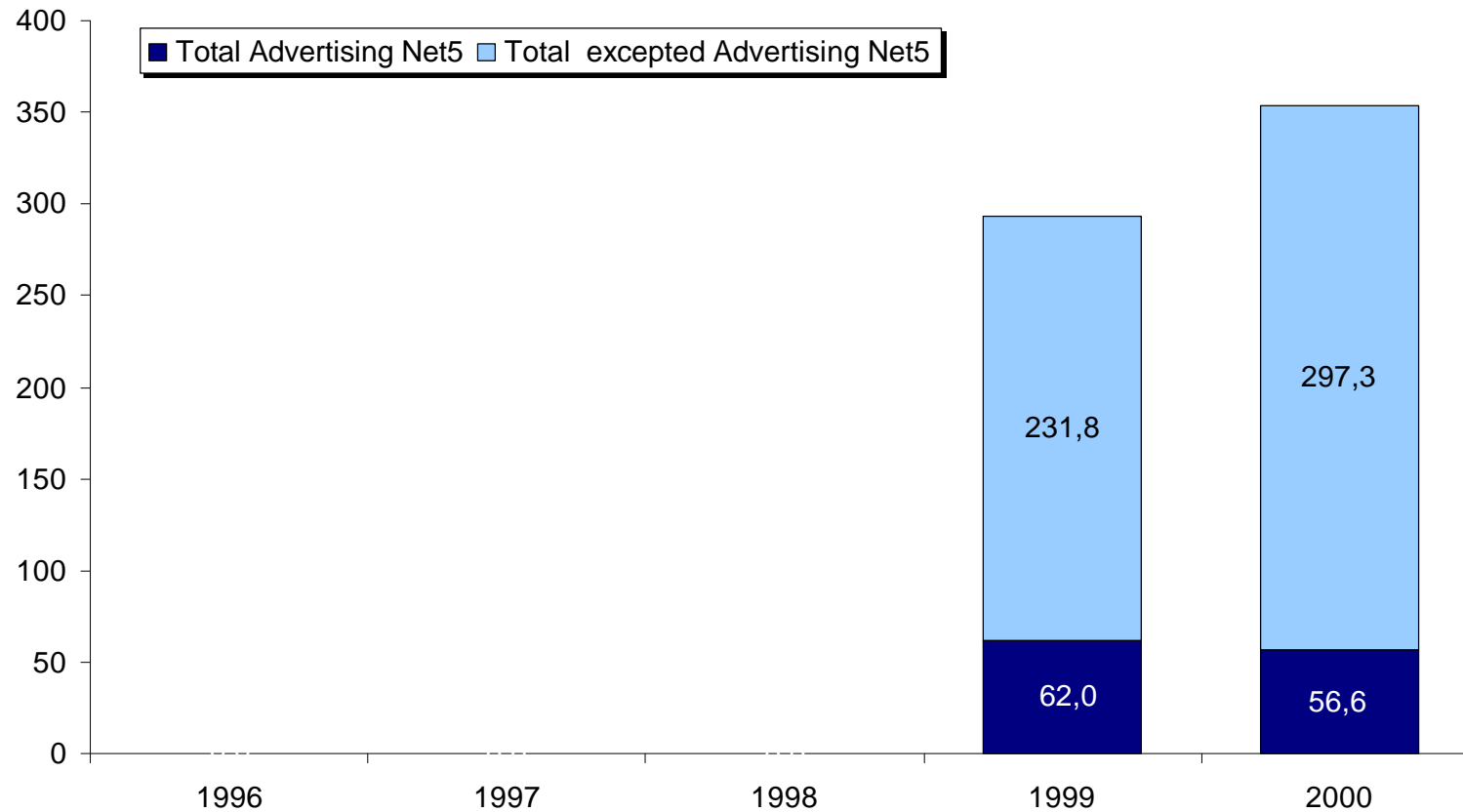
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - SBS6



# Avg Broadcast duration / day in minutes

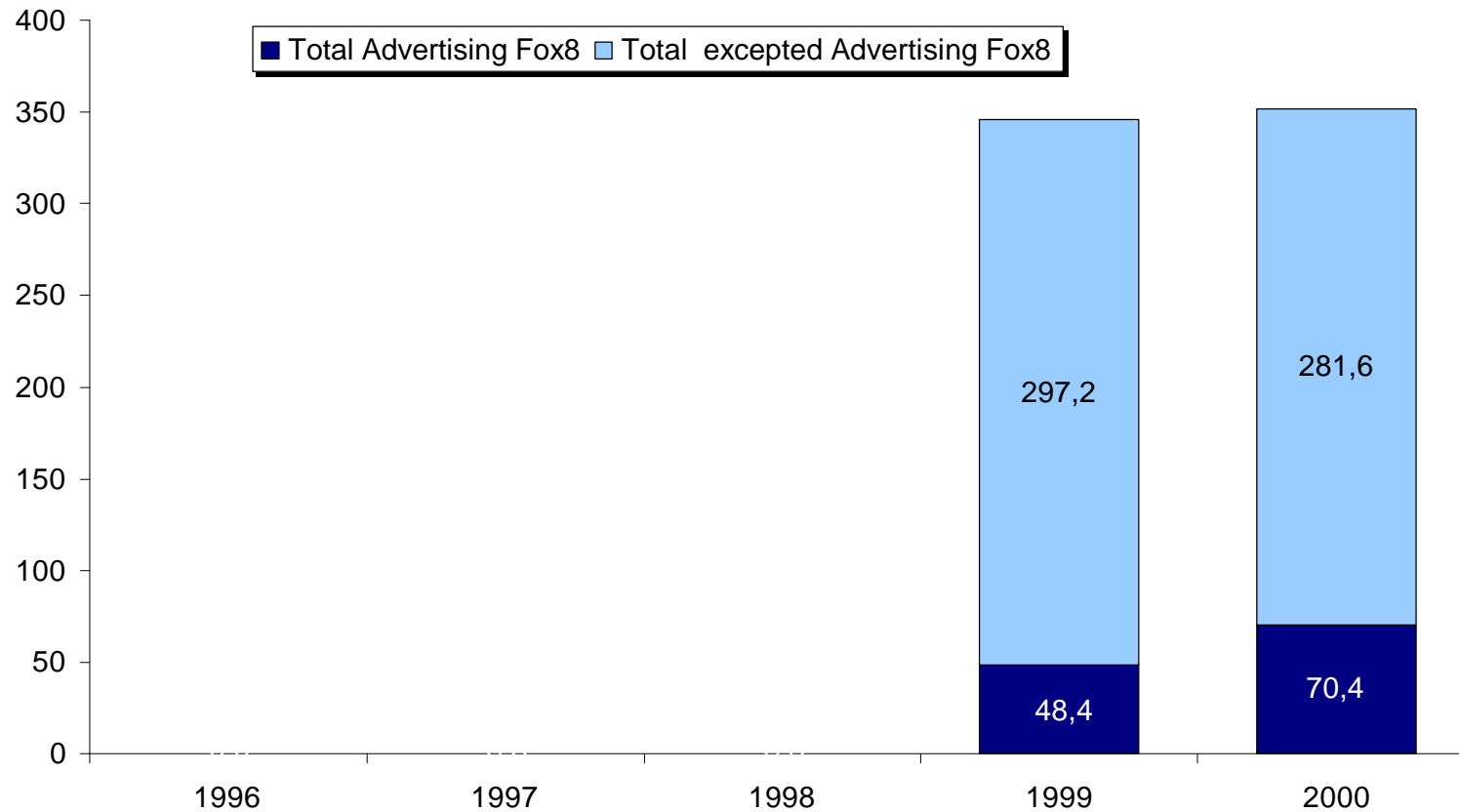
## All broadcasts incl. Adv. - Net5





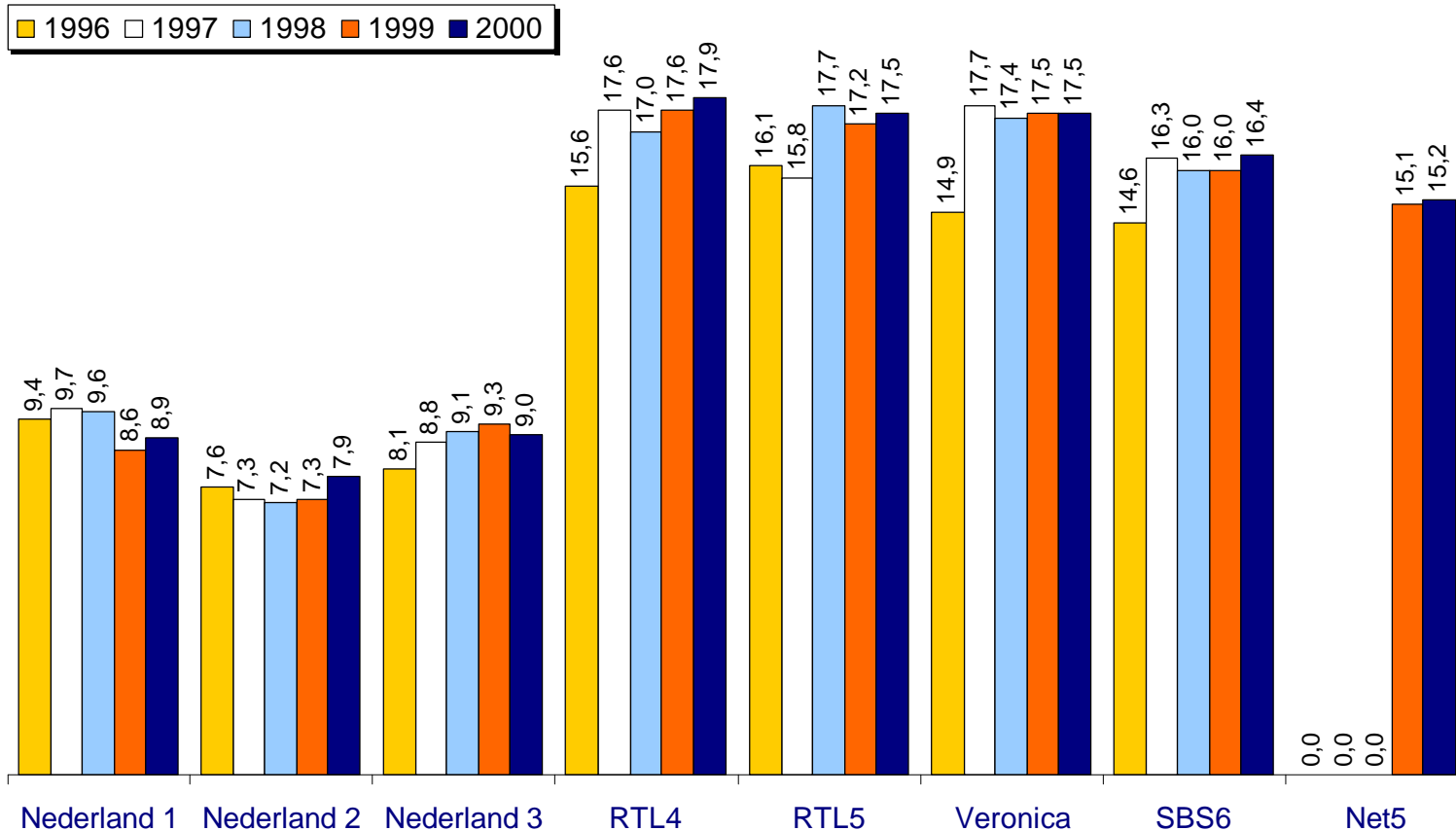
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - Fox8

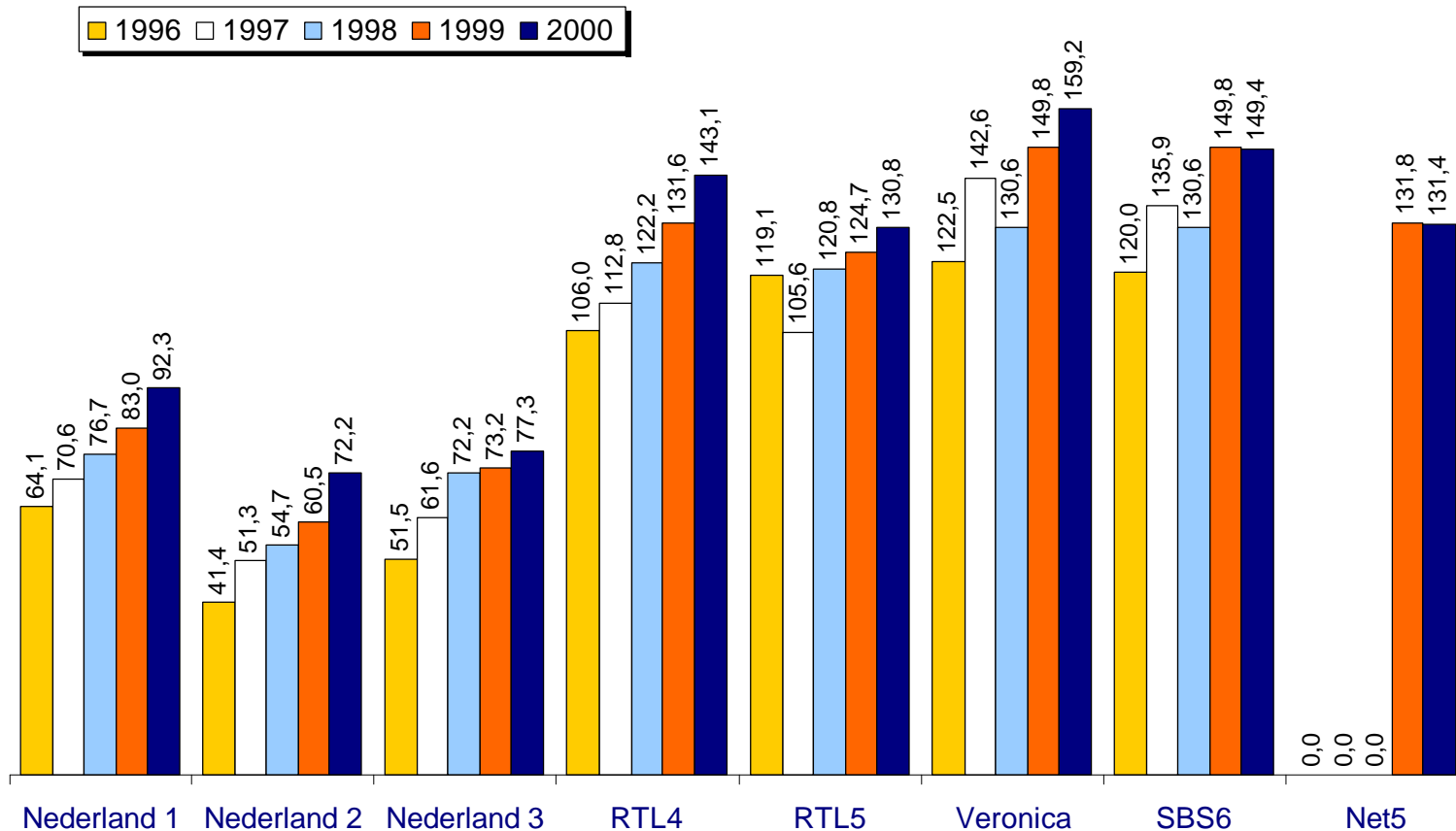


# Avg Broadcast duration / day in minutes

## Commercial breaks



# Avg Broadcast duration / day in minutes Commercial Spots



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## 3.4. Commercial offer

# Commercial Offer

	Name of Stations	Capital shares holding		Name of Sales	Channel's Target
		Name Part (%)	Public		
Domestic Channels	Nederland 1	Name Part (%)	Public Broadcasters 100	STER	
	Nederland 2	Name Part (%)	Public Broadcasters 100	STER	
	Nederland 3	Name Part (%)	Public Broadcasters 100	STER	
Regional Channels	RTL4	Name Part (%)	HMG	IP	
	RTL5	Name Part (%)	HMG	IP	
	Yorin	Name Part (%)	HMG	IP	
Overspilling Channels	SBS6	Name Part (%)	SBS Sales	SBS Sales	
	Net5	Name Part (%)	SBS Sales	SBS Sales	
	V8	Name Part (%)	SBS Sales	SBS Sales	

# Commercial Offer : All Day

	Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro only please
		Commercial Spots
<b>Domestic Channels</b>	Discovery channel	N/A
	National Geographic channel	N/A
	The Box	N/A
	Fox Kids	N/A
	RTL4	2.874
	Nederland 2	2.762
	Nederland 1	2.132
	SBS6	2.040
	Net5	1.800
	Nederland 3	1.710
	Yorin	1.700
	RTL5	1.356
	V8	1.050
	TMF	923
	Kindernet	411
MTV	189	

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## 3.5. Audiences

# Note about TV in The Netherlands

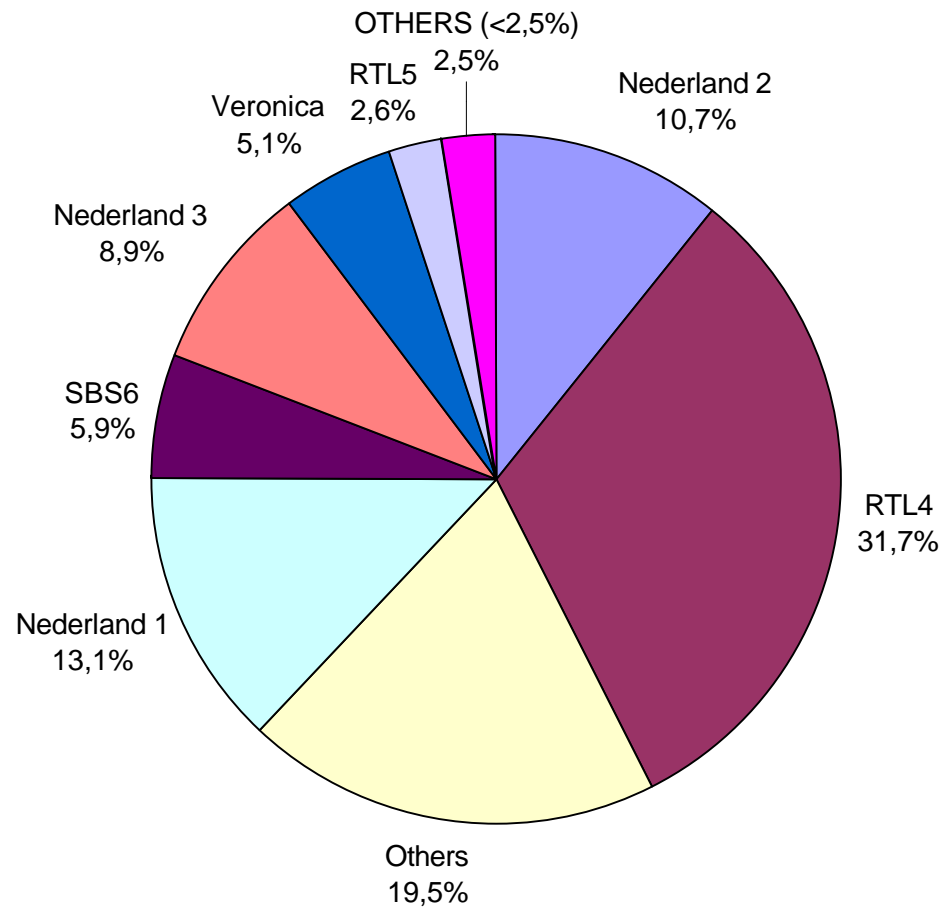
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- Definition of TV All Day in day part :
  - 02h00 - 26h00
- Definition of TV Prime Time in day part :
  - 20h00 - 22h30



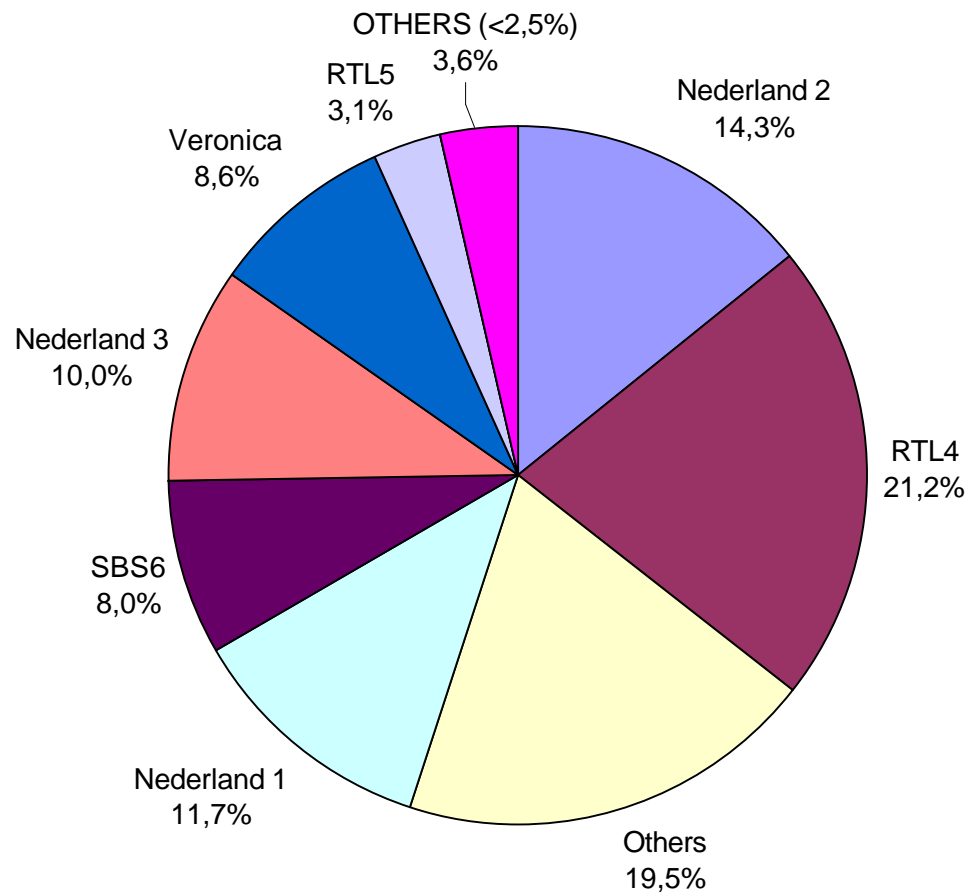
# Share of Market (%) - 1996

Target : 6+ ( 02h00-26h00)



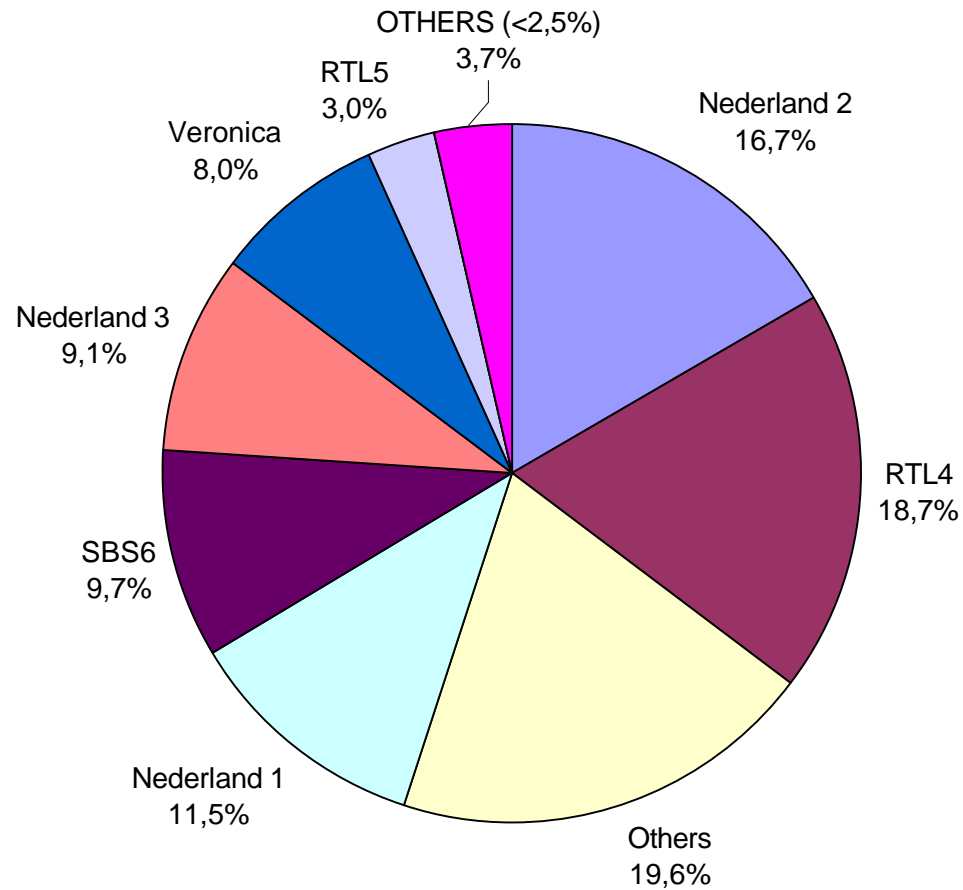
# Share of Market (%) - 1997

Target : 6+ ( 02h00-26h00)



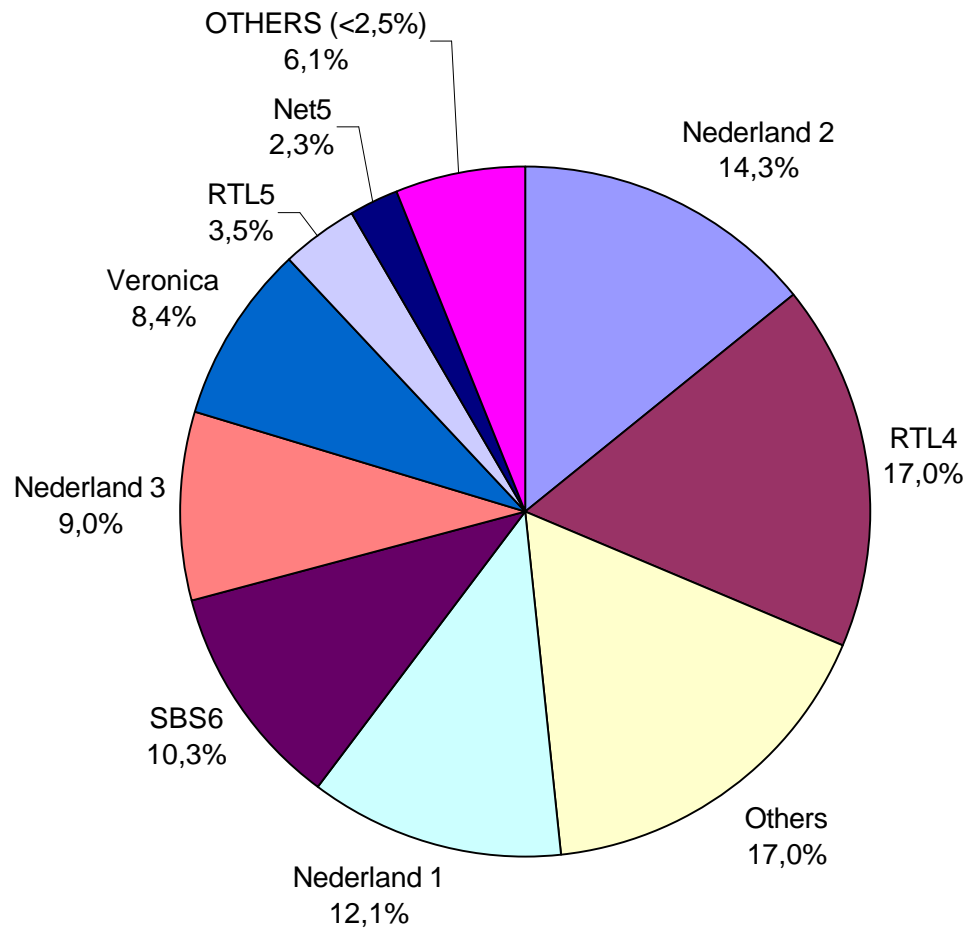
# Share of Market (%) - 1998

## Target : 6+ ( 02h00-26h00)



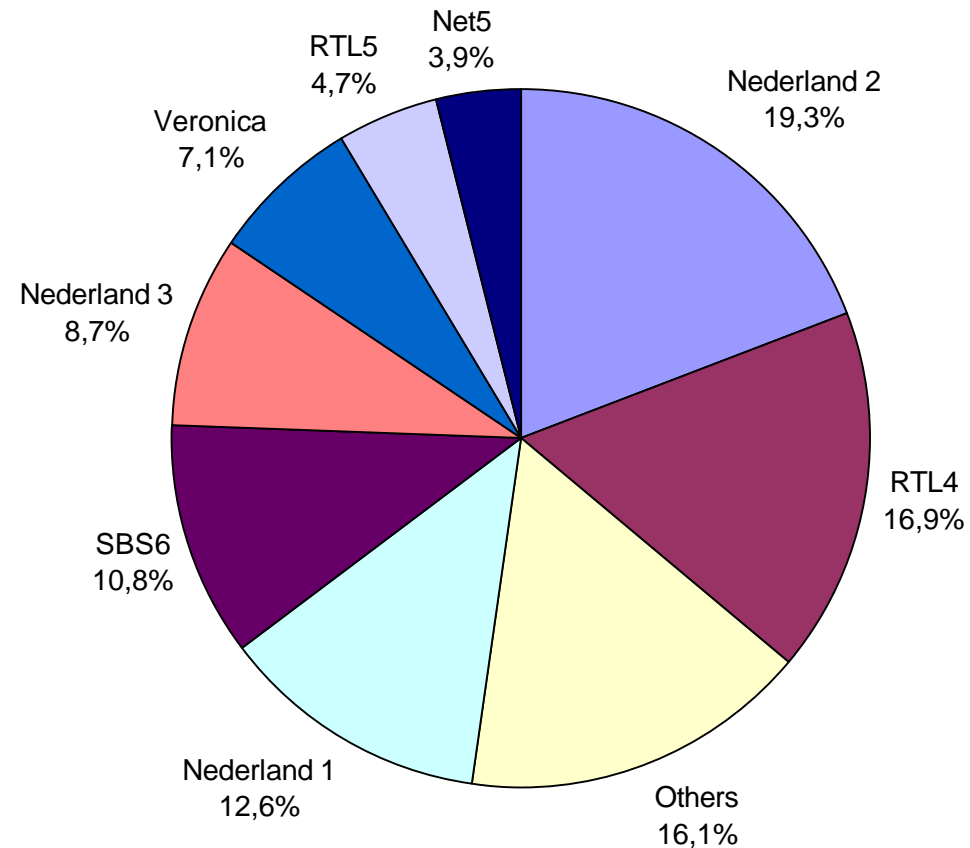
# Share of Market (%) - 1999

## Target : 6+ ( 02h00-26h00)



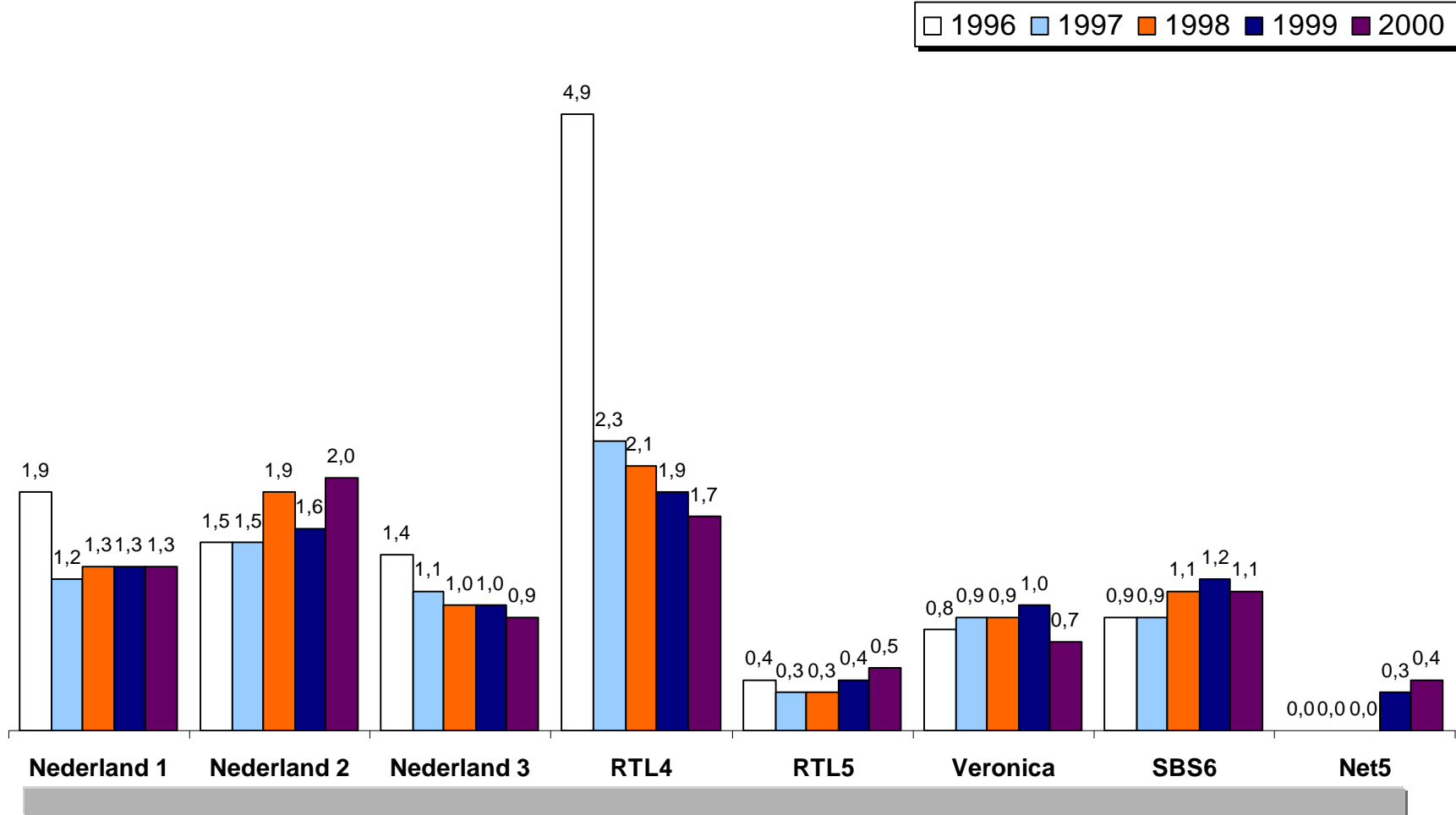
# Share of Market (%) - 2000

## Target : 6+ ( 02h00-26h00)

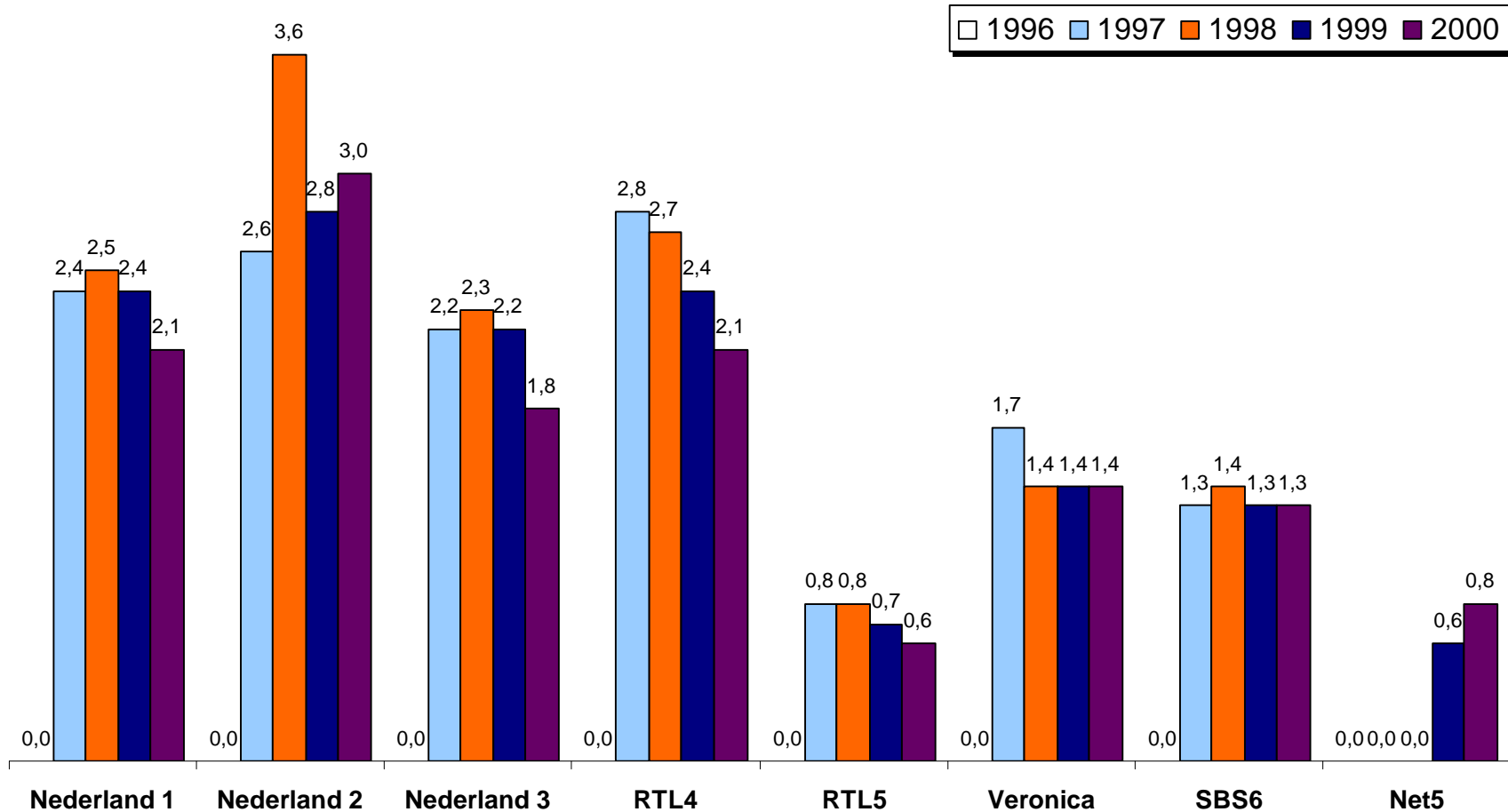


# Avg rating (GRP's %)

## All broadcasts incl. Adv.

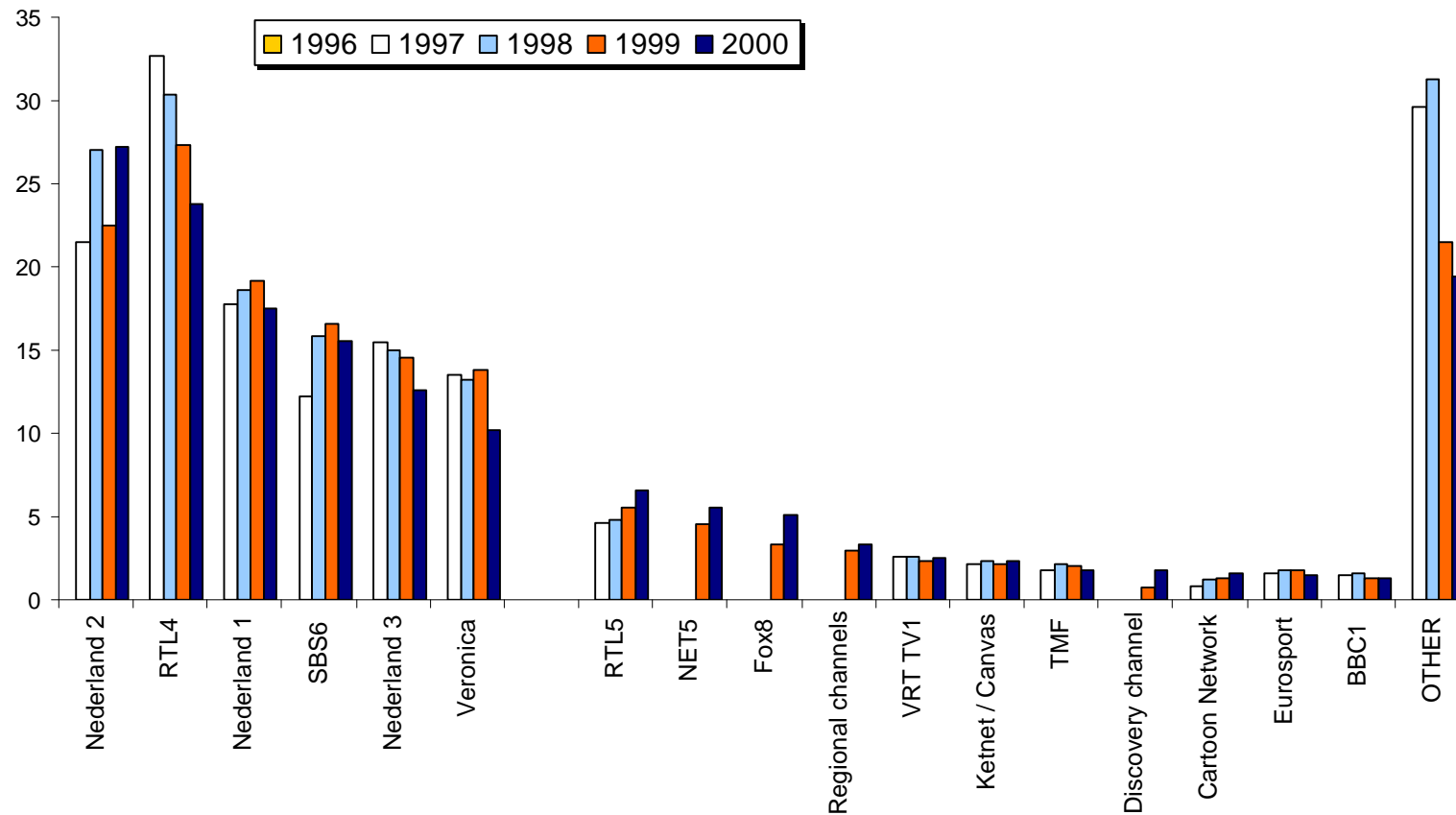


# Avg rating (GRP's %) Total Advertising



# All broadcasts incl. Adv.

## Avg viewing duration (min)

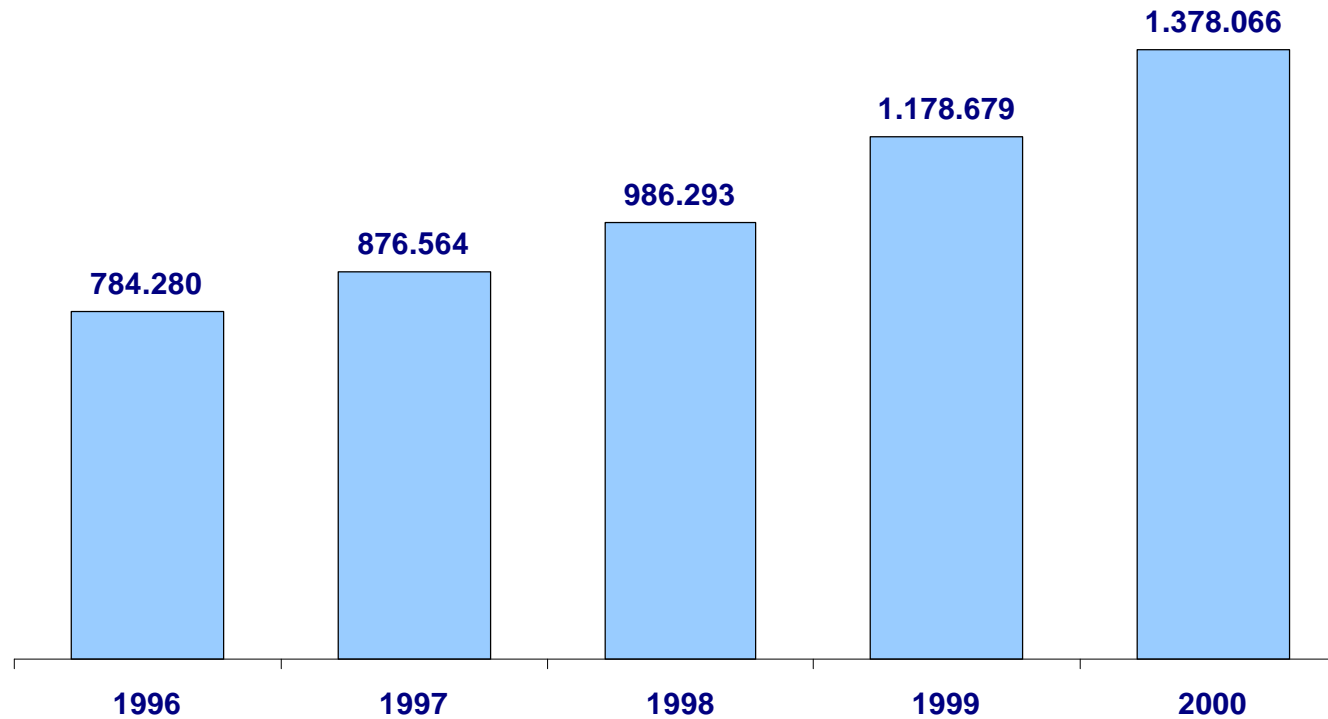




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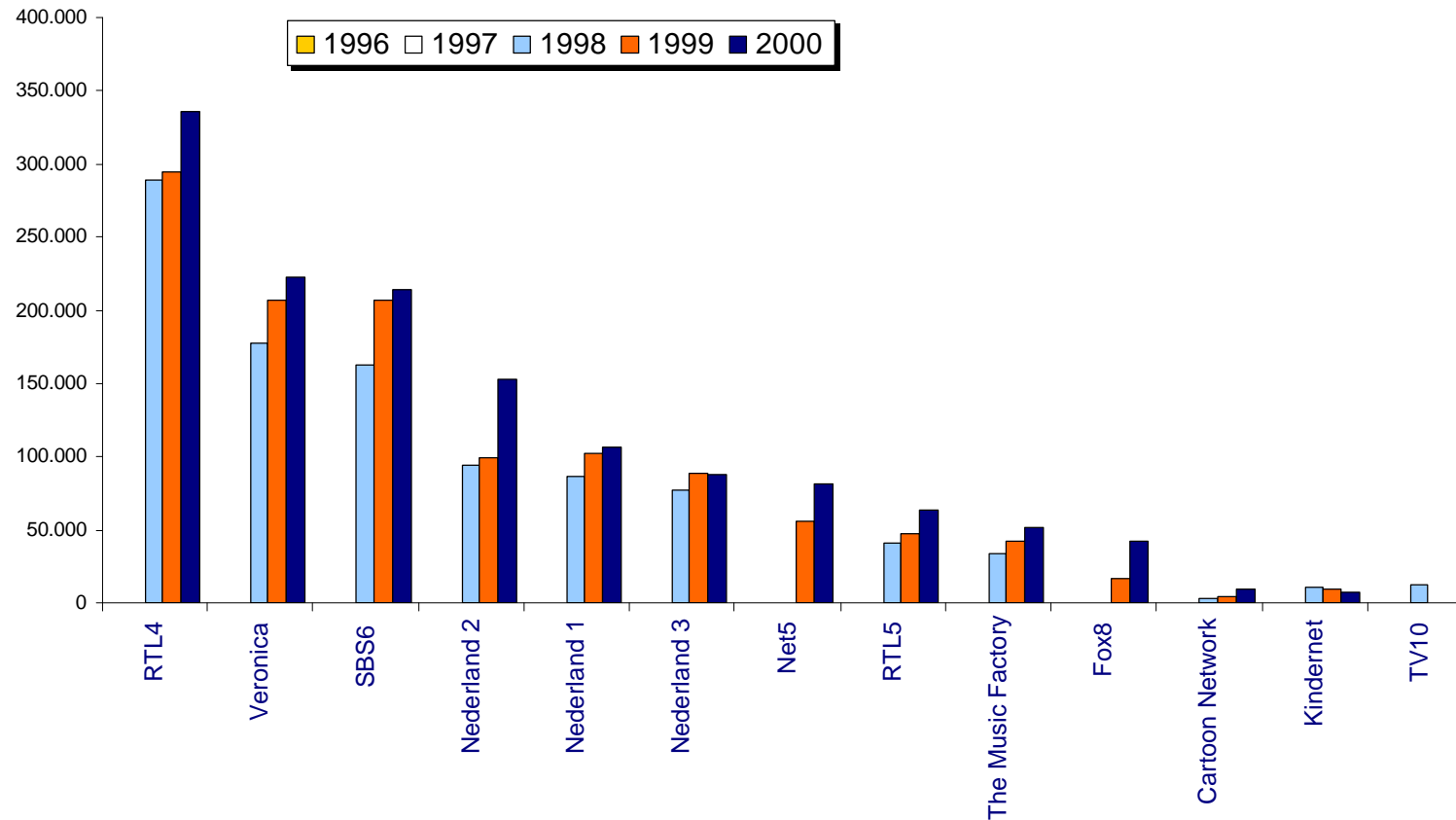
## 3.6. Media Investments

# All Television In Space Value (in 000 Euros)



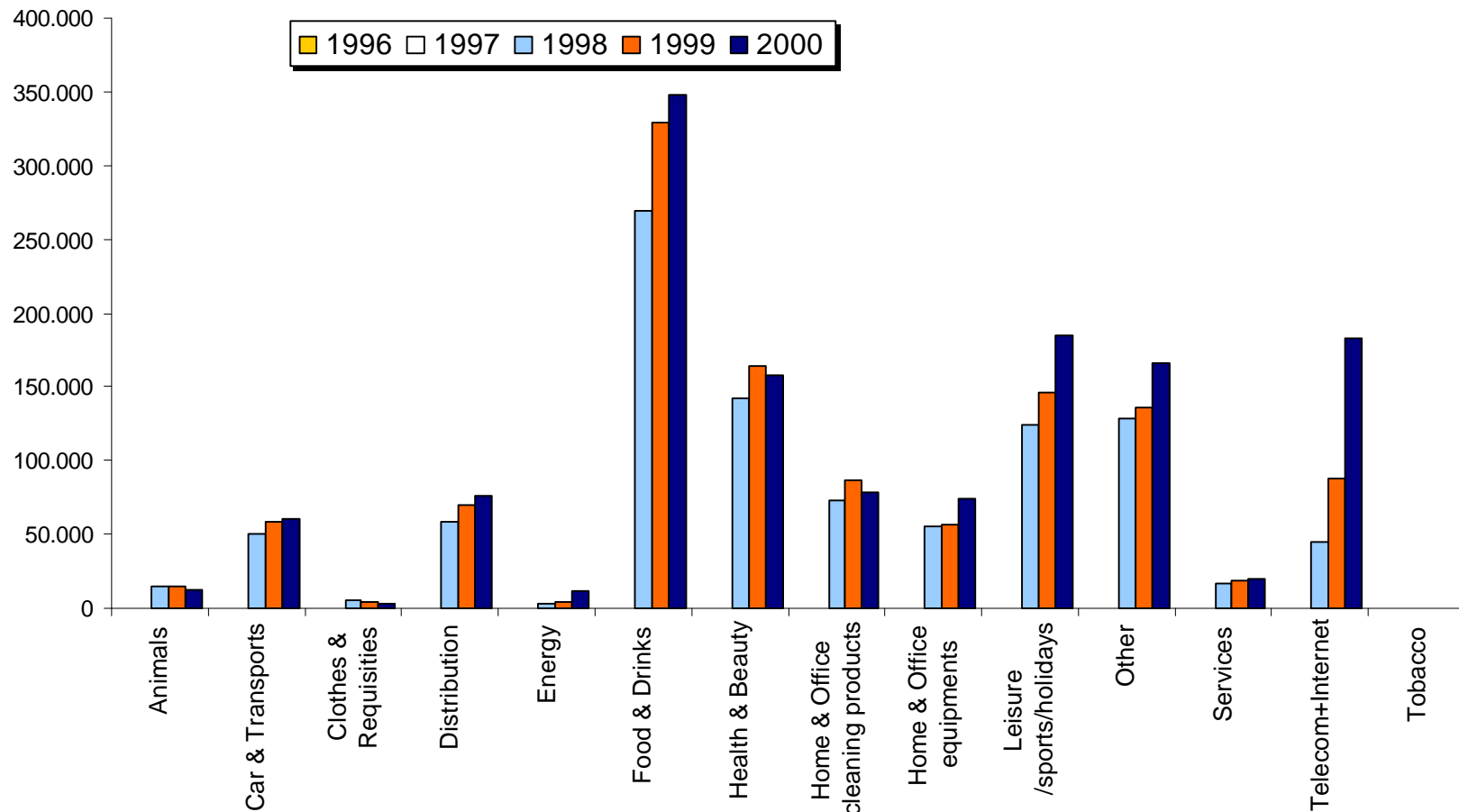
# All Television

## By Channel - In Space Value (in 000 Euros)



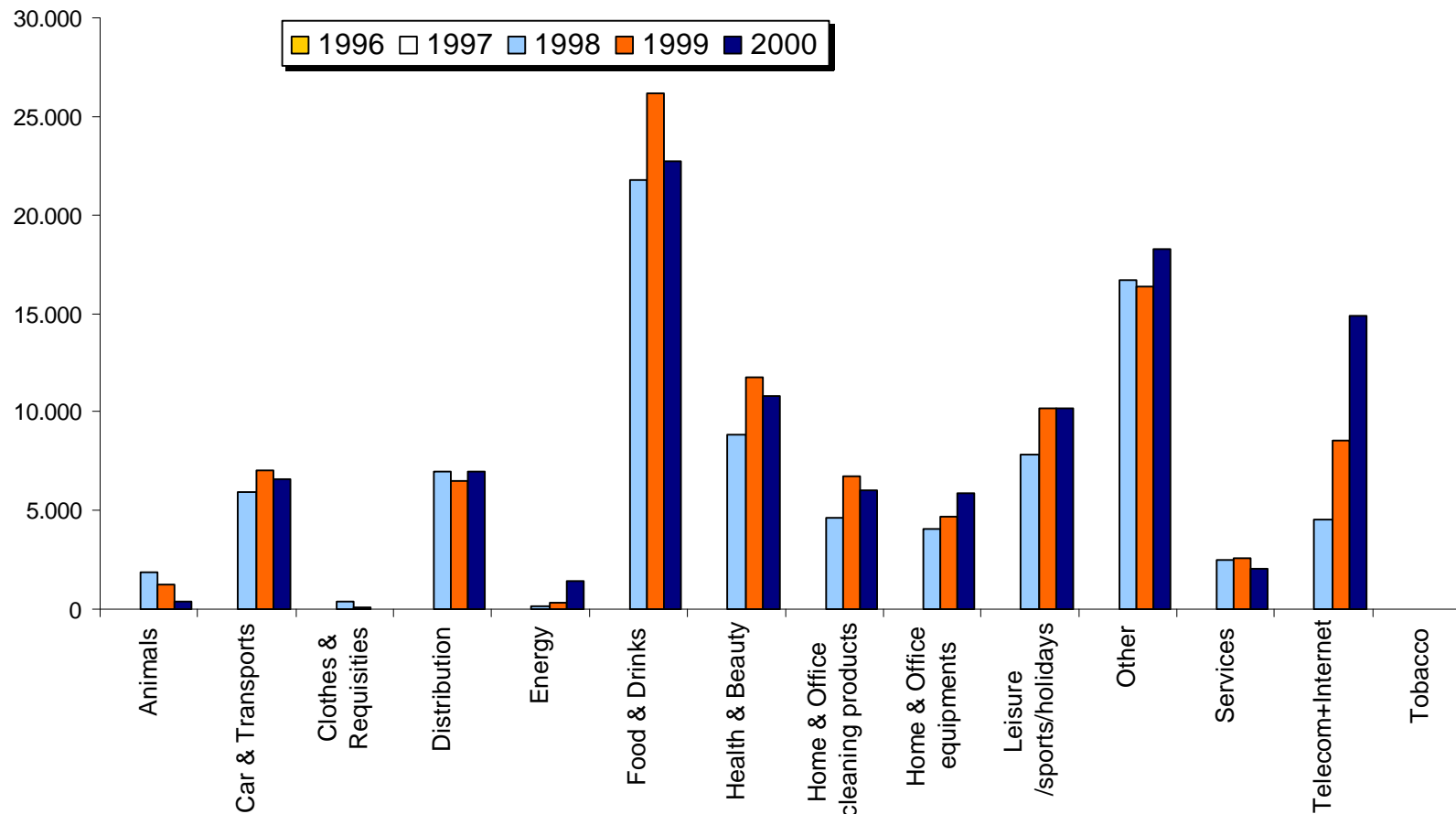
# All Television

## By Sector - In Space Value (in 000 Euros)



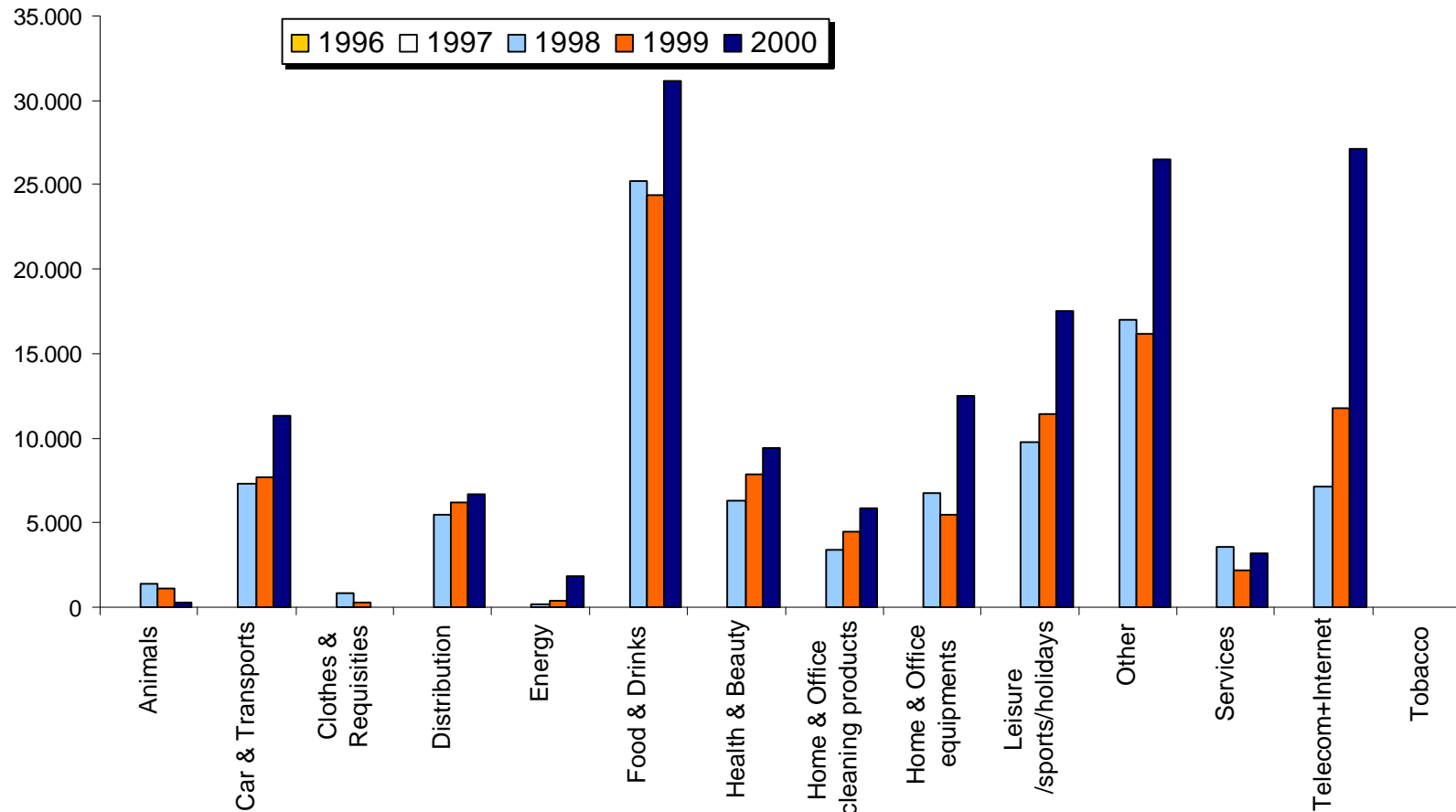
# Nederland 1

## By Sector - In Space Value (in 000 Euros)



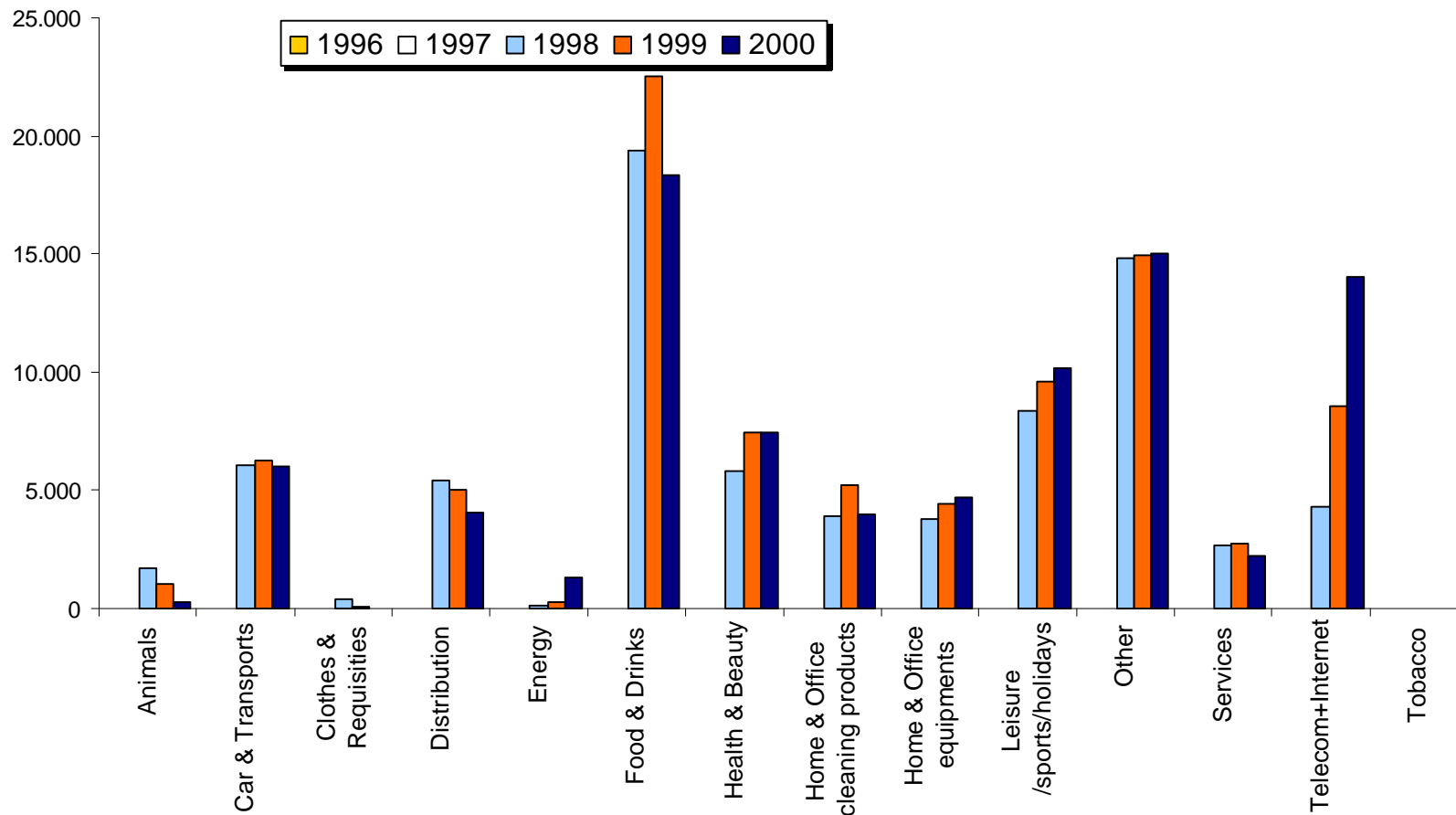
# Nederland 2

## By Sector - In Space Value (in 000 Euros)



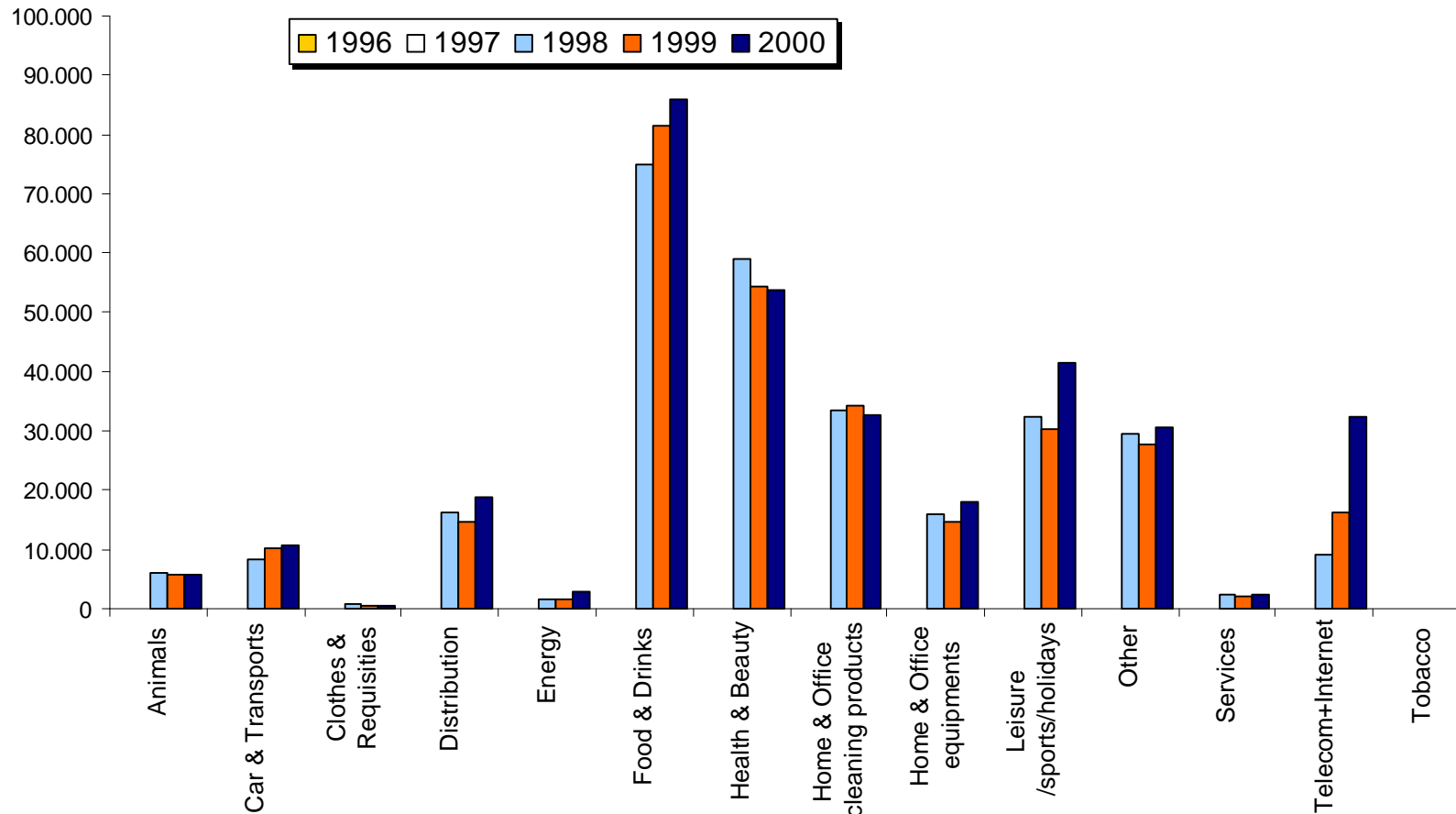
# Nederland 3

## By Sector - In Space Value (in 000 Euros)



# RTL4

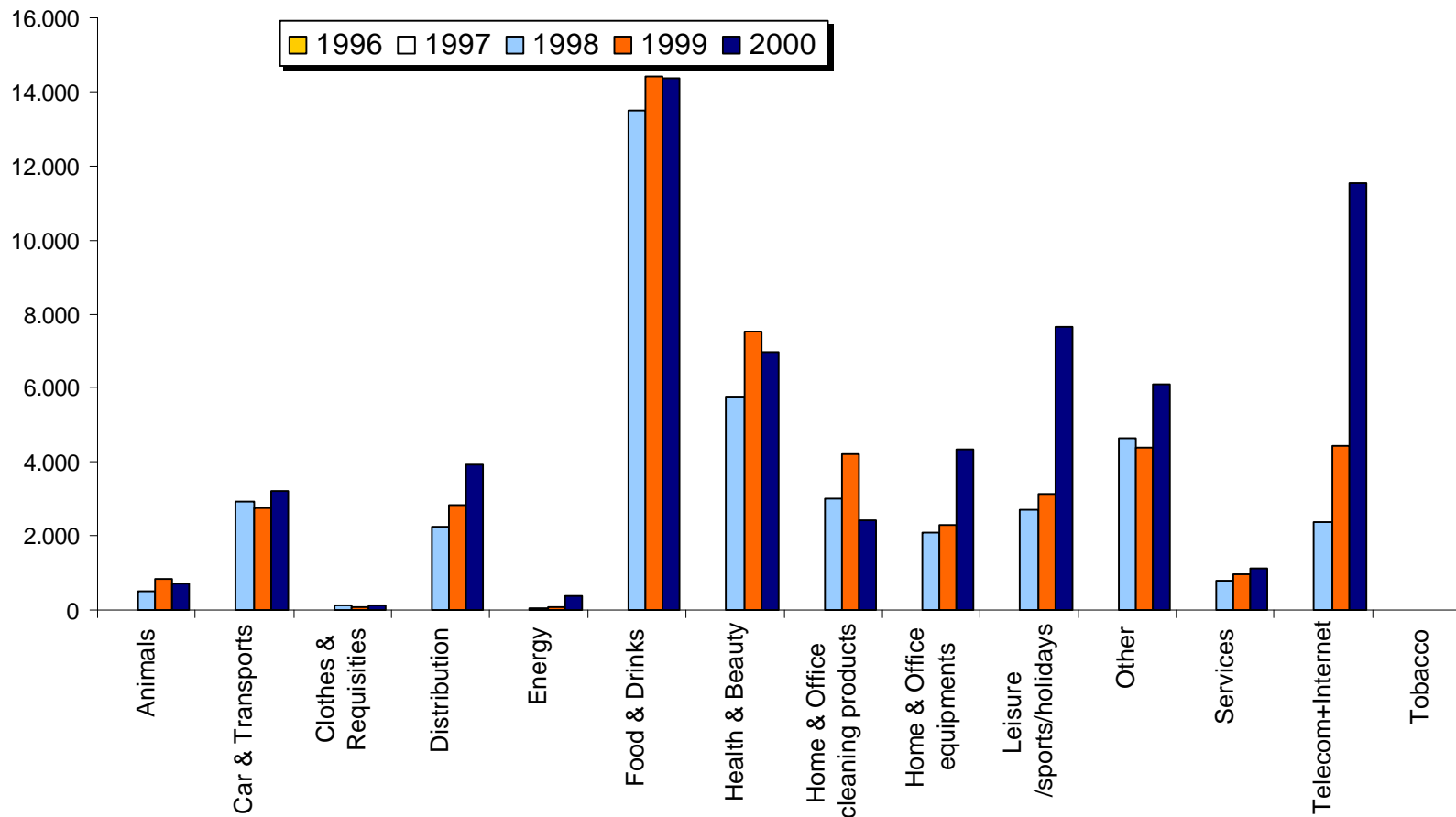
## By Sector - In Space Value (in 000 Euros)





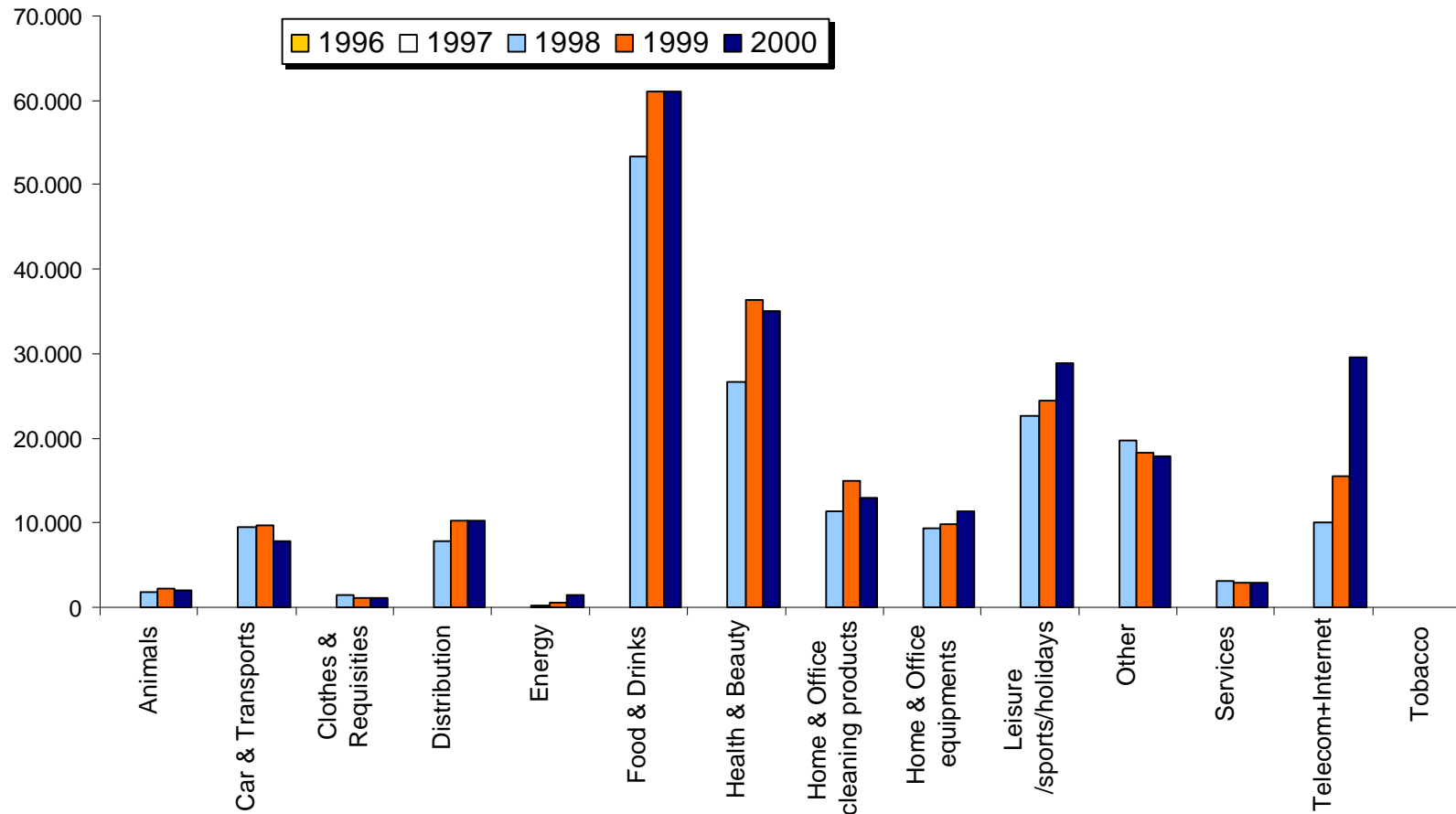
# RTL5

## By Sector - In Space Value (in 000 Euros)



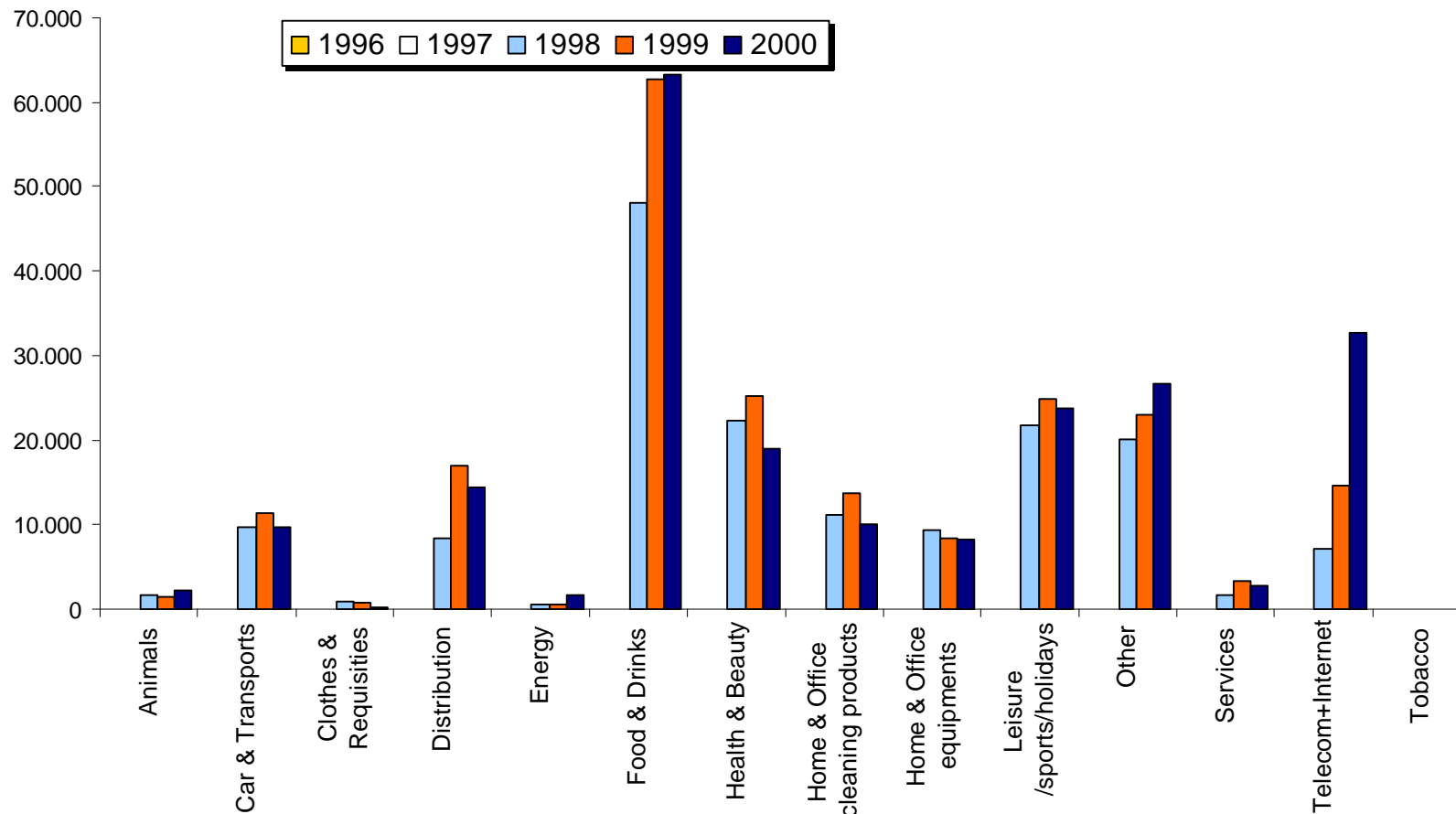
# Veronica

## By Sector - In Space Value (in 000 Euros)



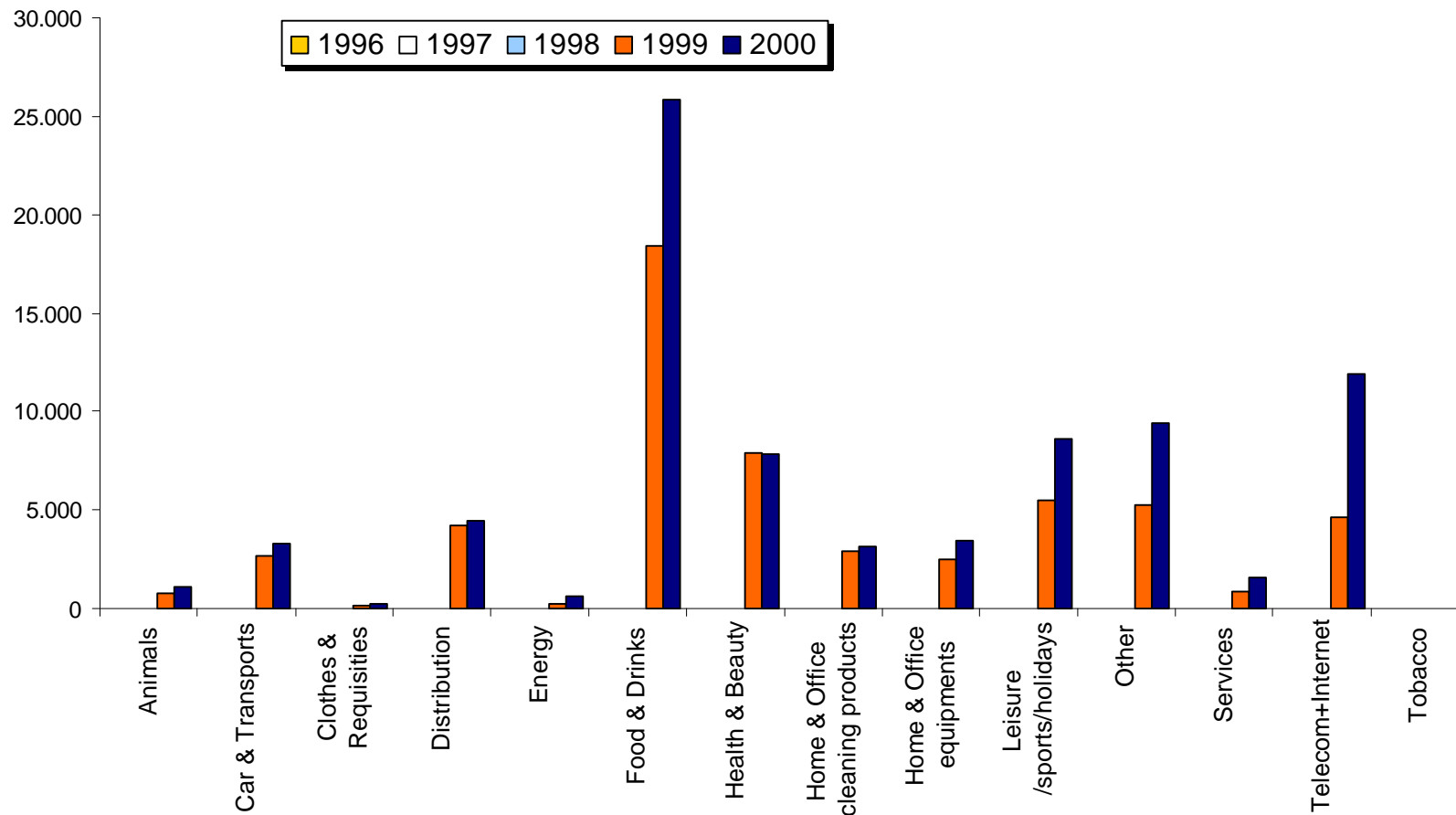
# SBS6

## By Sector - In Space Value (in 000 Euros)



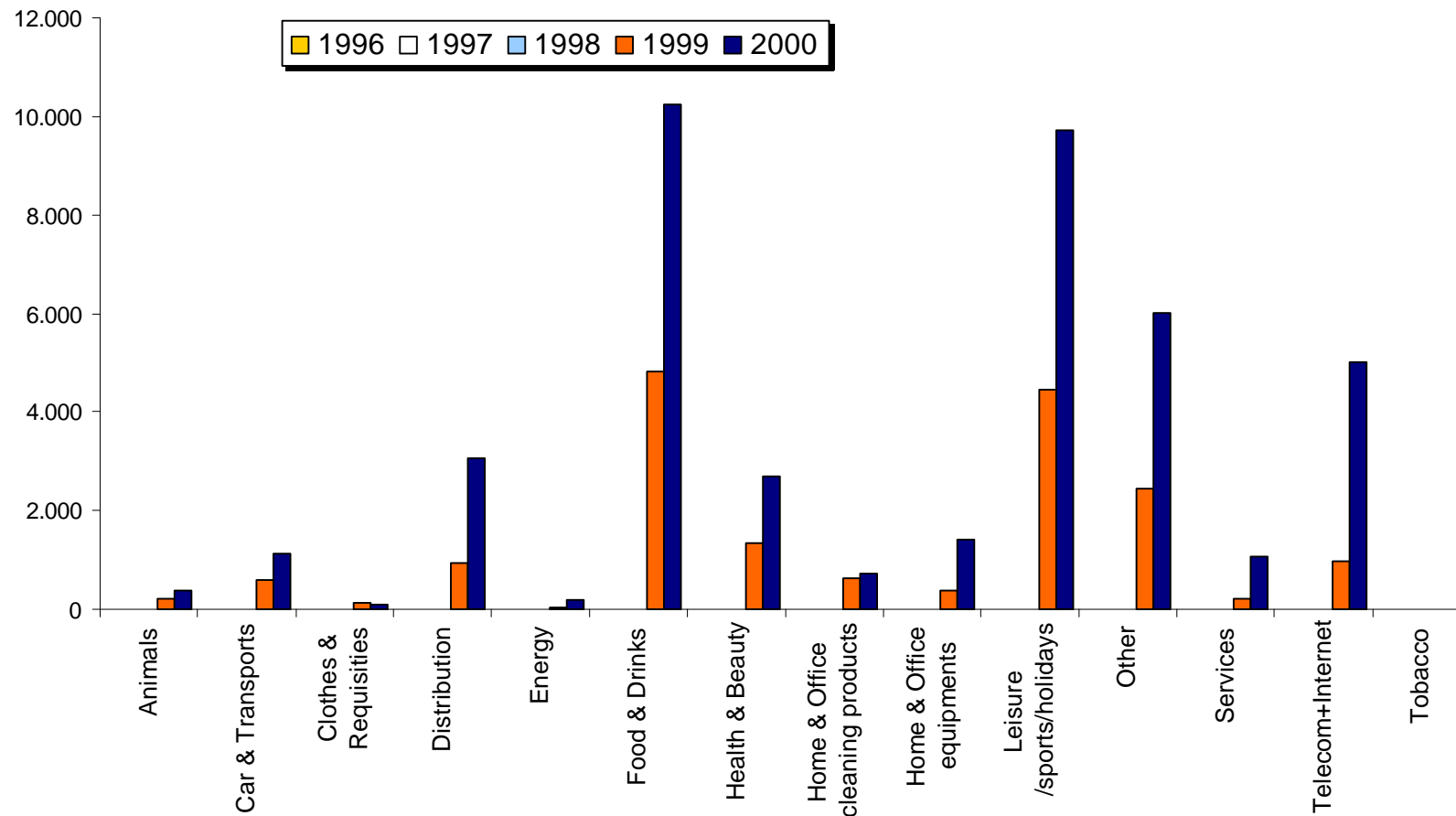
# Net 5

## By Sector - In Space Value (in 000 Euros)



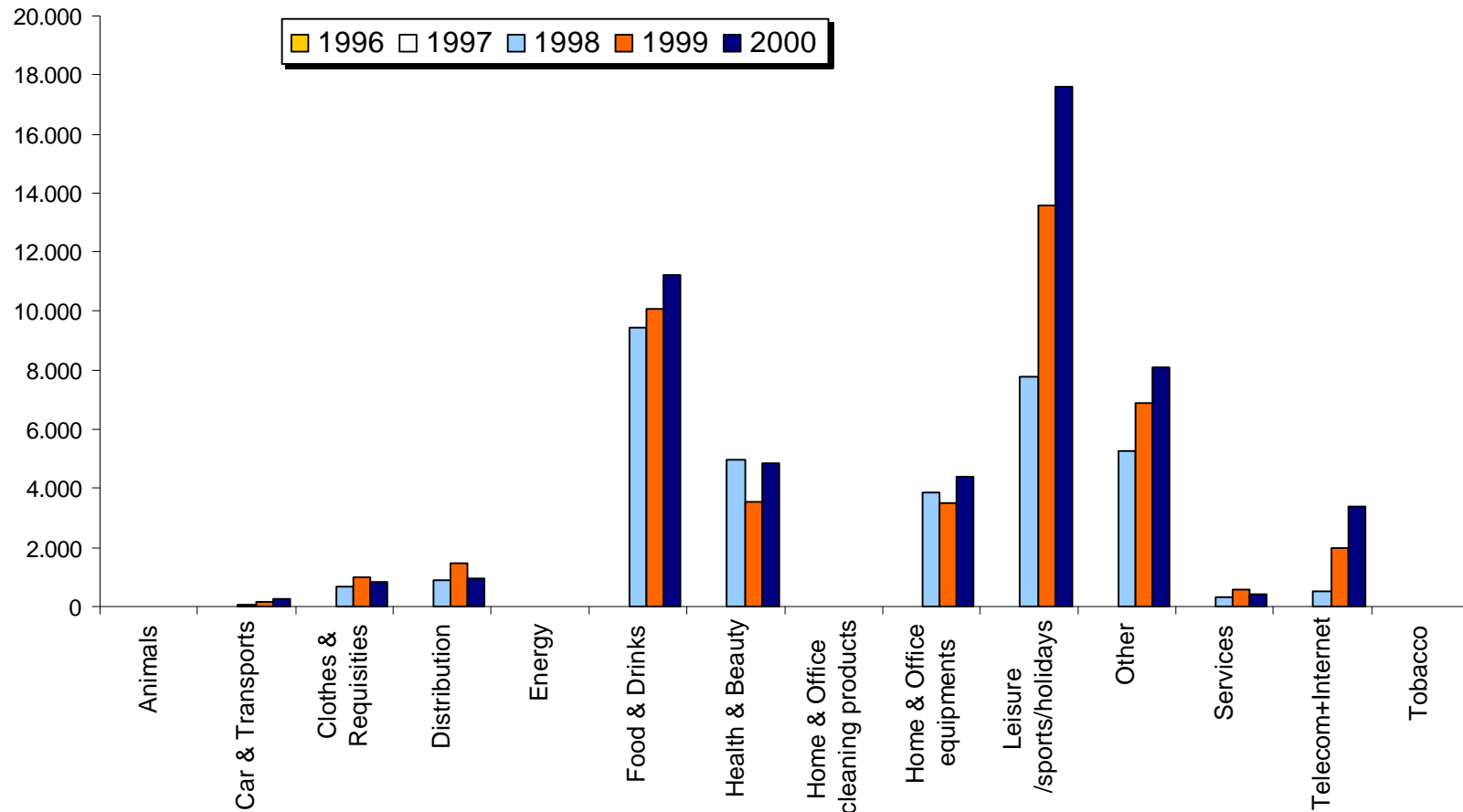
# Fox 8

## By Sector - In Space Value (in 000 Euros)



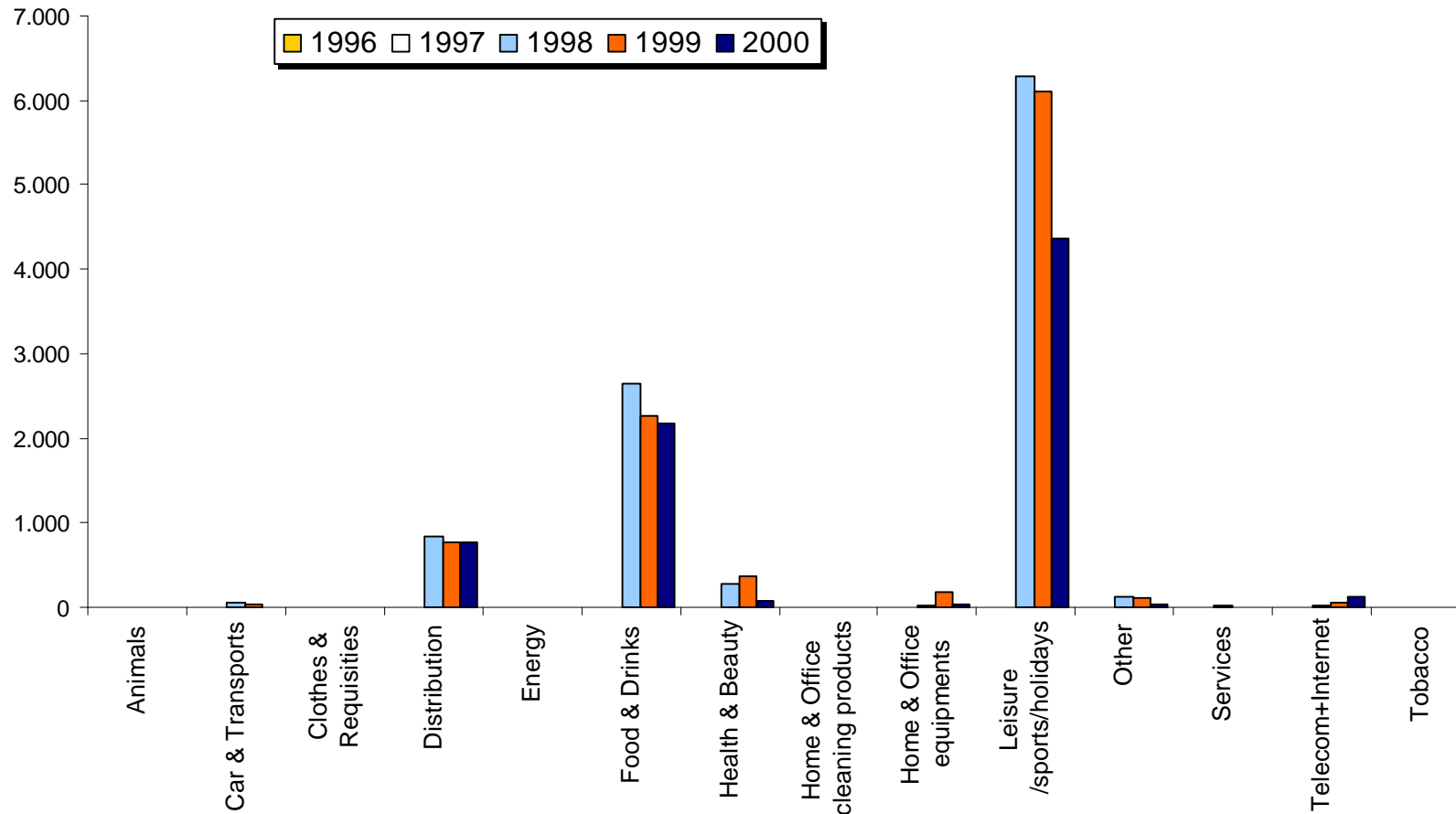
# The Music Factory

## By Sector - In Space Value (in 000 Euros)



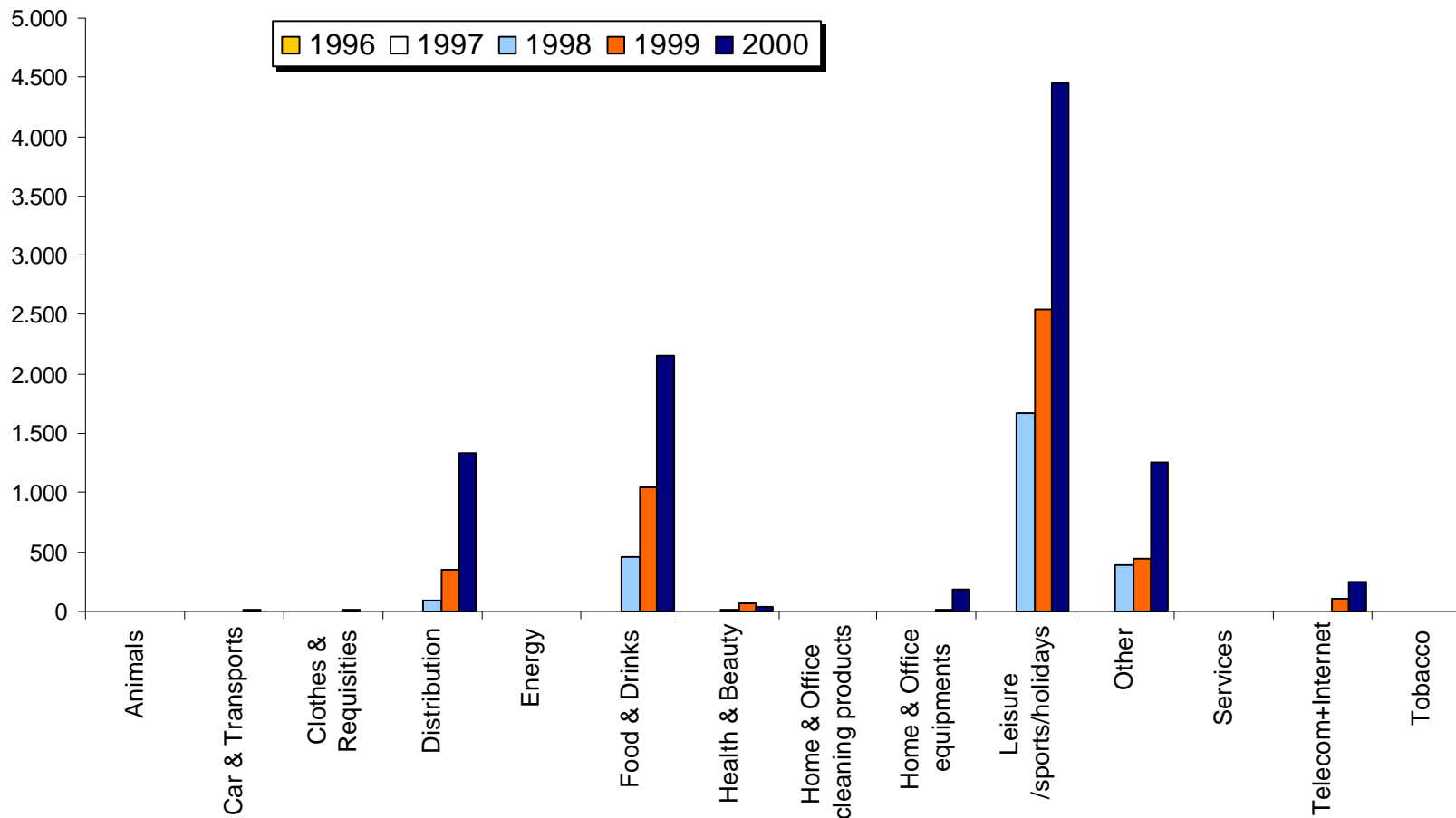
# Kindernet

## By Sector - In Space Value (in 000 Euros)



# Cartoon Network

## By Sector - In Space Value (in 000 Euros)





# TV 10

## By Sector - In Space Value (in 000 Euros)

