
3. Television

December 2001

Belgium

3.1. General indicators

Northern Belgium - TV

Number of subscriptions or connections based on total population

	1995	1996	1997	1998	1999	2000	2001
All population (000)	5.898.984	5.805.063	5.781.510	5.817.240	5.842.266	5.682.692	n.a.
Universe 6+ (000)	5.277.335	5.277.335	5.338.100	5.356.700	5.400.700	5.373.300	5.372.600
TV Subscriptions	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
#households with : Canal +	-	-	-	-	-	162.000	n.a.
15+ (000) included in a household with:							
Cable	n.a.	4.529.000	4.561.000	4.576.000	4.534.000	4.561.000	n.a.
Decoder	n.a.	473.000	370.000	374.000	362.000	348.000	n.a.
Satellite dish	n.a.	90.000	99.000	146.000	162.000	158.000	n.a.
Internet	-	-	n.a.	435.000	691.000	1.078.000	n.a.

Southern Belgium - TV

Number of subscriptions or connections based on total population

	1995	1996	1997	1998	1999	2000	2001
All population (000)	4.202.016	4.325.937	4.361.490	4.352.760	4.371.486	4.556.393	n.a.
Universe 6+ (000)	3.928.256	3.928.256	3.793.300	3.798.300	3.813.200	3.837.300	3.887.700
TV Subscriptions	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
#household with : Canal +	170.300	180.500	181.500	177.000	180.500	182.000	n.a.
15+ (000) included in a household with:							
Cable	n.a.	3.100.000	3.056.000	3.104.000	3.109.000	3.133.000	n.a.
Decoder	n.a.	443.000	476.000	481.000	455.000	469.000	n.a.
Satellite dish	n.a.	111.000	108.000	138.000	138.000	212.000	n.a.
Internet	-	-	n.a.	332.000	559.000	805.000	n.a.

3.2. Advertising categories

Advertising Category :

Belgian Definitions - TV (1)

	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)	Sources :
Commercial spots :	Advertising spot placed in an advertising break	-	Saleshouses
Billboards spots :	Advertising linked to a specific program or rubric	Shorter than 10 sec./ Short visual or sound quotation, before and/or after a program	CIM / Saleshouses
Sponsoring spots :	Spots linked with a sponsorship contract / Re-inforcement of billboard spots with advertising spot	-	CIM / Saleshouses
Channel self Promotion Program :	Advertisement of a channel through itself or an other one (in the same saleshouse) in order to promote brand image or special action	-	CIM
Commercial Self Promotion Spots (trailers):	Sponsoring ad of a channel through channel itself or an other one (in the same saleshouse) in order to promote image or special action	-	CIM

Advertising Category :

Belgian Definitions - TV (2)

	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)	Sources :
Inserts or Product Placement Program :	In Program Branding (presence and/or demonstration of a product or service in a program).	-	Saleshouses
Inserts or Product Placement Spots :	Sponsoring of a Program Branding	-	Saleshouses
Bartering:	Program subsidised by an advertiser in exchange with regular or deformed advertising	-	Saleshouses
Infomercial / Location:	Program co-produced with association in order to communicate a precise information to a specific audience without commercial purpose	-	Saleshouses
Channel Housestyle:	Style given by the channel itself to help the viewers to recognise on which channel they are (animations around advertising for example)	-	Saleshouses

Advertising Category :

Belgian Definitions - TV (3)

	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)	Sources :
Injections:	5 sec inlay of a logo on 1/10 of the screen during a sequence in slow motion or a crucial phase in a football match.	-	Saleshouses
Split Screen:	Simultaneous transmission of programm with an other programm (not with ad)	Reducing of screen and appearance of another one	Saleshouses
Virtual advertising:	Ad messages like billboards, spots inserted electronically in special programs. Longer than billboard spots and overlaped.	-	Saleshouses
TV Shopping Program	Tell-sell program	presence and/or demonstration	Saleshouses
TV Shopping Spot	Spot with product demonstrations aiming to sell, in the program itself	-	Saleshouses
Direct Response TV Spots :	Spot drives audience to call a phone number for having more information	-	Saleshouses

Advertising Category : TV Measurement (1)

For these action modes, does your market have measurements ABOUT TV...				Sources :
	... for audiences ?	... for investments ?	Investments value definition	
Commercial spots :	Yes	Yes	100% of the gross commercial advertising rate of the screen in which they are broadcasted	Saleshouses
Billboard spots :	Yes	Yes	50% of the gross commercial advertising rate of the closest screen	CIM / Saleshouses
Sponsoring spots :	Yes	Yes	100% of the gross commercial advertising rate of the screen in which they are broadcasted	CIM / Saleshouses
Channel self Promotion Program :	Yes for main TV	Yes for main TV	25% of the gross commercial advertising rate of the closest screen	CIM
Commercial Self Promotion Spots (or trailers) :	Yes for main TV	Yes for main TV	-	CIM

Advertising Category :

TV Measurement (2)

For these action modes, does your market have measurements ABOUT TV...				Sources :
	... for audiences ?	... for investments ?	Investments value definition	
Inserts or Product Placement Program :	As program	No	-	Saleshouses
Inserts or Product Placement Spots :	As commercial spots or BB or not		-	Saleshouses
Bartering:	As program	No	-	Saleshouses
Infomercial:	As program	No	-	Saleshouses
Channel Housestyle Sponsorship:	Yes	No		Saleshouses

Advertising Category : TV Measurement (3)

For these action modes, does your market have measurements ABOUT TV...				Sources :
	... for audiences ?	... for investments ?	Investments value definition	
Injections:	No	No	-	Saleshouses
Split Screen:	As Channel auto Promotion Program	No	-	Saleshouses
Virtual advertising:	No	No	-	Saleshouses
TV Shopping Program	Yes	No	-	Saleshouses
TV Shopping Spot	No	No	-	Saleshouses
Direct Response TV Spots :	As commercial spots		100% of the gross commercial advertising rate of the screen in which they are broadcasted	Saleshouses

TV Northern Belgium

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	TV1 (former BRT1 - 1979)	1998		General Interest
	Public - thematic channel	Ketnet (former TV2 - 1979)	1997		Children
	Public - general interest channel	Canvas (former TV2 - 1979)	1997		General Interest
	Private - general interest channel	VTM	1989		General Interest
	Private - general interest channel	Kanaal 2	1995		General Interest
	Private - general interest channel	JIM TV	2001		General Interest
	Private - general interest channel	VT4	1995		General Interest
	Public - general interest channel	La Une (former RTBF1 - 1979)	1997		General Interest
	Public - general interest channel	La Deux (former 21 - 1979)	1997		General Interest
	Private - thematic channel	Eurosport 21	1997	1998	Sports

Types of broadcast - 1995-2001 (2)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Private - general interest channel	RTL TVI	1985		General Interest
	Private - general interest channel	Club RTL	1995		General Interest
	Private - general interest channel	Filmnet	1985	1997	Fiction
	Private - general interest channel	Canal +	1997		General Interest
	Private - thematic channel	Event TV	1999	1999	Information about events
	Private - thematic channel	Liberty TV	1999		Traveling (former Event TV)
	Private - thematic channel	TMF	1998	2001	Entertainment (incl. Modern Music)
	Private - thematic channel	Vitaya	2000		Health and well-being
	Private - thematic channel	HOT Thuis Winkelen	2001		Direct Response TV
	Private - thematic channel	Kanaal Z/Canal Z	1999		Business

Types of broadcast - 1995-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Local Channels	Private - general interest channel	Focus	1993		General Interest
	Private - general interest channel	WTV	1993		General Interest
	Private - general interest channel	AVS	1994		General Interest
	Private - general interest channel	Kanaal 3	1994		General Interest
	Private - general interest channel	ATV	1993		General Interest
	Private - general interest channel	RTV-Kempen/TV-Mechelen	1994/1995		General Interest
	Private - general interest channel	TV Limburg	1994		General Interest
	Private - general interest channel	ROB	1993		General Interest
	Private - general interest channel	TV-Brussel	1993		General Interest
	Private - general interest channel	Ring	1995		General Interest

Types of broadcast - 1995-2001

	Status	Names	Channel Type
Overspilling Channels	Public - general interest channel	Nederland 1	General Interest
	Public - general interest channel	Nederland 2	General Interest
	Public - general interest channel	Nederland 3	General Interest
	Private - general interest channel	TF1	General Interest
	Public - general interest channel	France 2	General Interest
	Public - general interest channel	France 3	General Interest
	Public - general interest channel	Duitsland 1	General Interest
	Public - general interest channel	Duitsland 2	General Interest
	Public - general interest channel	BBC1	General Interest
	Public - general interest channel	BBC2	General Interest
	Public - general interest channel	RAI Uno	General Interest
	Public - general interest channel	TVE	General Interest
	Private - thematic channel	National Geographic Channel	Documentaries about the discovery of the world

Types of broadcast - 1995-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pan-European Channels	Public - general interest channel	Arte			General Interest
	Private - thematic channel	CNN			Information
	Private - thematic channel	Eurosport International		2000	Sports
	Private - thematic channel	MTV			Entertainment (incl. Modern Music)
	Private - thematic channel	TMF	2001		Entertainment (incl. Modern Music)

Types of broadcast - 1995-2001

Domestic Channels

Names	Transmission Mode		Reception Mode	Comments for Other reception mode
	Connection	Transmission		
TV1 (former BRT1 - 1979)	Analogical	TV Cable	Cable	or Hertzian
Ketnet (former TV2 - 1979)	Analogical	TV Cable	Cable	or Hertzian
Canvas (former TV2 - 1979)	Analogical	TV Cable	Cable	or Hertzian
VTM	Analogical	TV Cable	Cable	
Kanaal 2	Analogical	TV Cable	Cable	
JIM TV	Analogical	TV Cable	Cable	
VT4	Analogical	TV Cable	Cable	
La Une (former RTBF1 - 1979)	Analogical	TV Cable	Cable	or Hertzian
La Deux (former 21 - 1979)	Analogical	TV Cable	Cable	or Hertzian
Eurosport 21	Analogical	TV Cable	Cable	
RTL TVI	Analogical	TV Cable	Cable	
Club RTL	Analogical	TV Cable	Cable	
Filmnet	Analogical	TV Cable	Cable	
Canal +	Numerical	TV Cable	Cable	and Pay TV
Event TV	Analogical	TV Cable	Cable	
Liberty TV	Analogical	TV Cable	Cable	
TMF	Analogical	TV Cable	Cable	
Vitaya	Analogical	TV Cable	Cable	
HOT Thuis Winkelen	Analogical	TV Cable	Cable	
Kanaal Z/Canal Z	Analogical	TV Cable	Cable	

Types of broadcast - 1995-2001

Local Channels

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
Focus	Analogical	TV Cable	Cable
WTV	Analogical	TV Cable	Cable
AVS	Analogical	TV Cable	Cable
Kanaal 3	Analogical	TV Cable	Cable
ATV	Analogical	TV Cable	Cable
RTV-Kempen/TV-Mechelen	Analogical	TV Cable	Cable
TV Limburg	Analogical	TV Cable	Cable
ROB	Analogical	TV Cable	Cable
TV-Brussel	Analogical	TV Cable	Cable
Ring	Analogical	TV Cable	Cable

Types of broadcast - 1995-2001

Overspilling Channels

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
Nederland 1	Analogical	TV Cable	Cable
Nederland 2	Analogical	TV Cable	Cable
Nederland 3	Analogical	TV Cable	Cable
TF1	Analogical	TV Cable	Cable
France 2	Analogical	TV Cable	Cable
France 3	Analogical	TV Cable	Cable
Duitsland 1	Analogical	TV Cable	Cable
Duitsland 2	Analogical	TV Cable	Cable
BBC1	Analogical	TV Cable	Cable
BBC2	Analogical	TV Cable	Cable
RAI Uno	Analogical	TV Cable	Cable
TVE	Analogical	TV Cable	Cable
National Geographic Channel	Analogical	TV Cable	Cable

Types of broadcast - 1995-2001

Pan-European channels

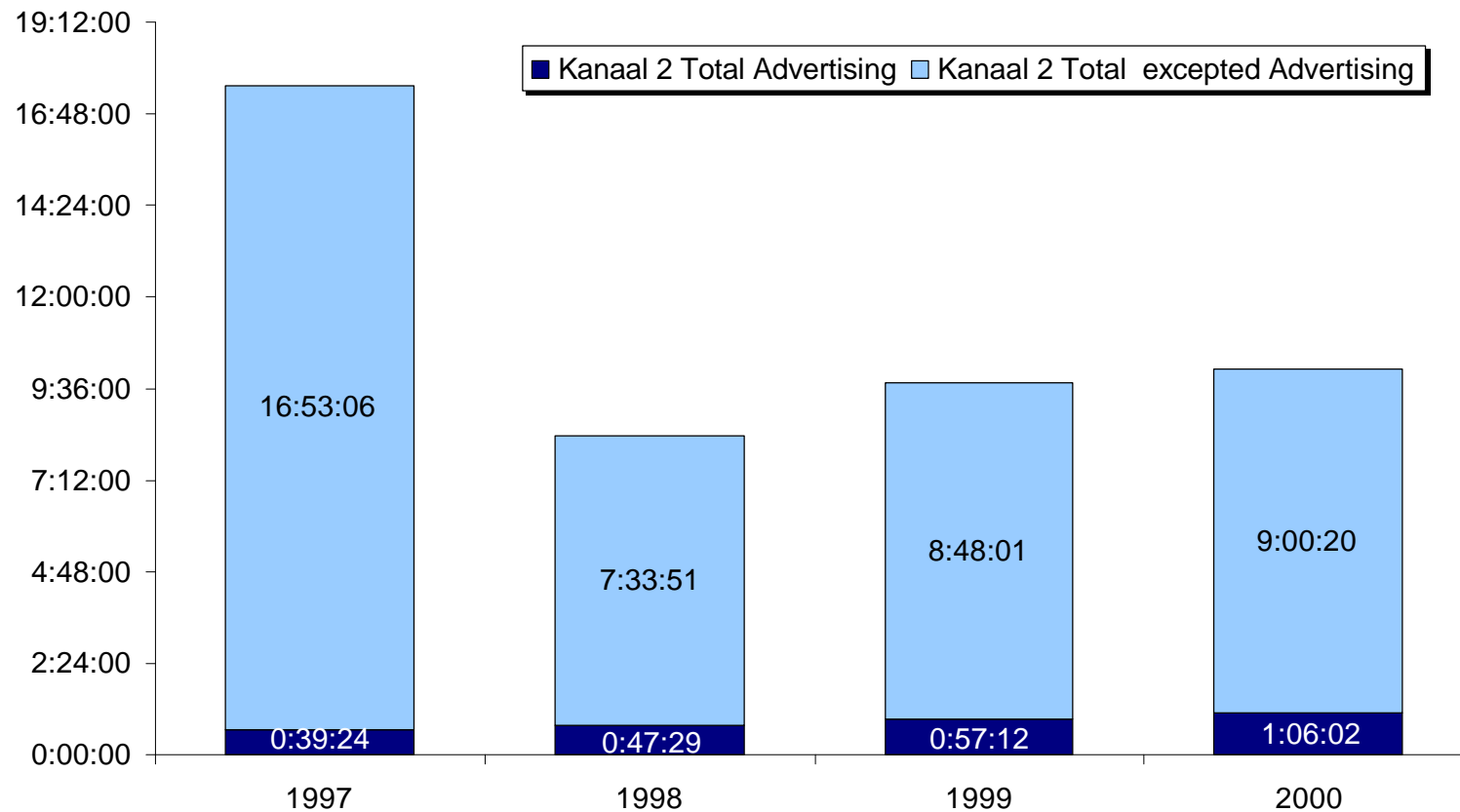
Names	Transmission Mode		Reception Mode
	Connection	Transmission	
Arte	Analogical	TV Cable	Cable
CNN	Analogical	TV Cable	Cable
Eurosport International	Analogical	TV Cable	Cable
MTV	Analogical	TV Cable	Cable
TMF	Analogical	TV Cable	Cable

Note about TV (1)

- Total advertising
 - Billboards
 - Commercial breaks (standard commercials only)
 - Self-promotional breaks (trailers)
 - Total (except advertising)
 - Broadcast
 - Self-promotional programs
 - No commercial breaks on VRT
 - Only institutional and public interest spots
-

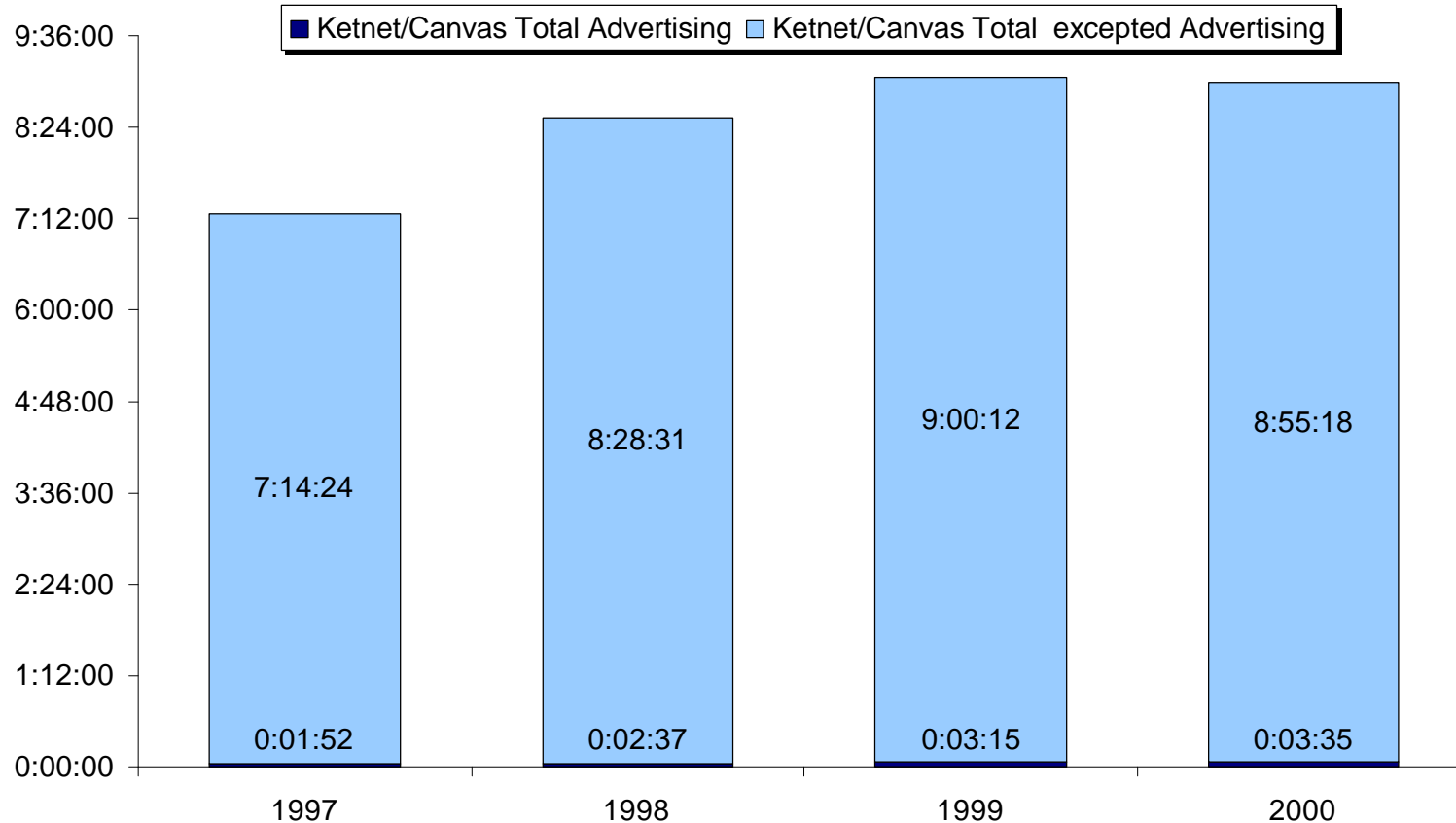
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Kanaal 2



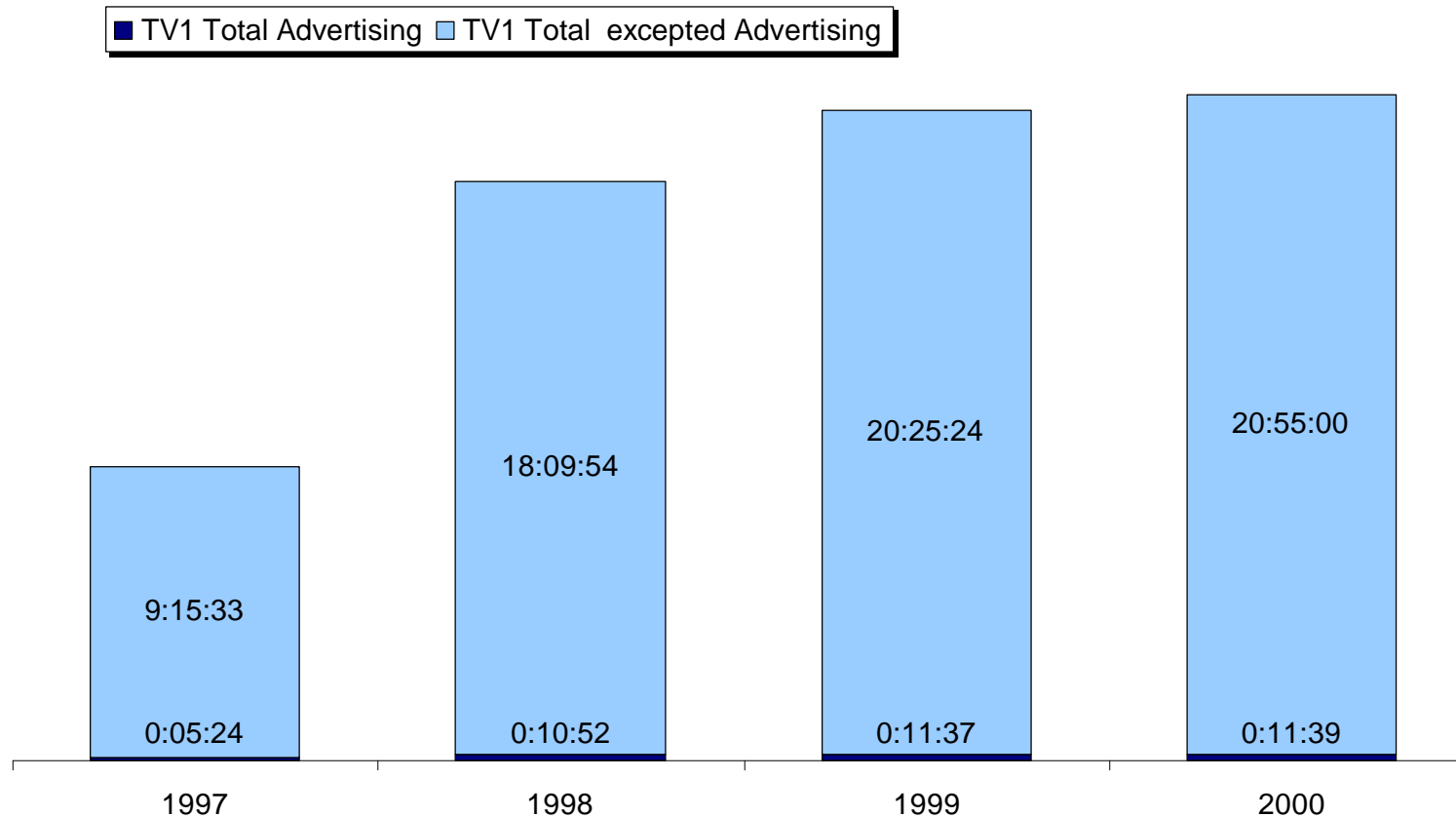
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Ketnet/Canvas



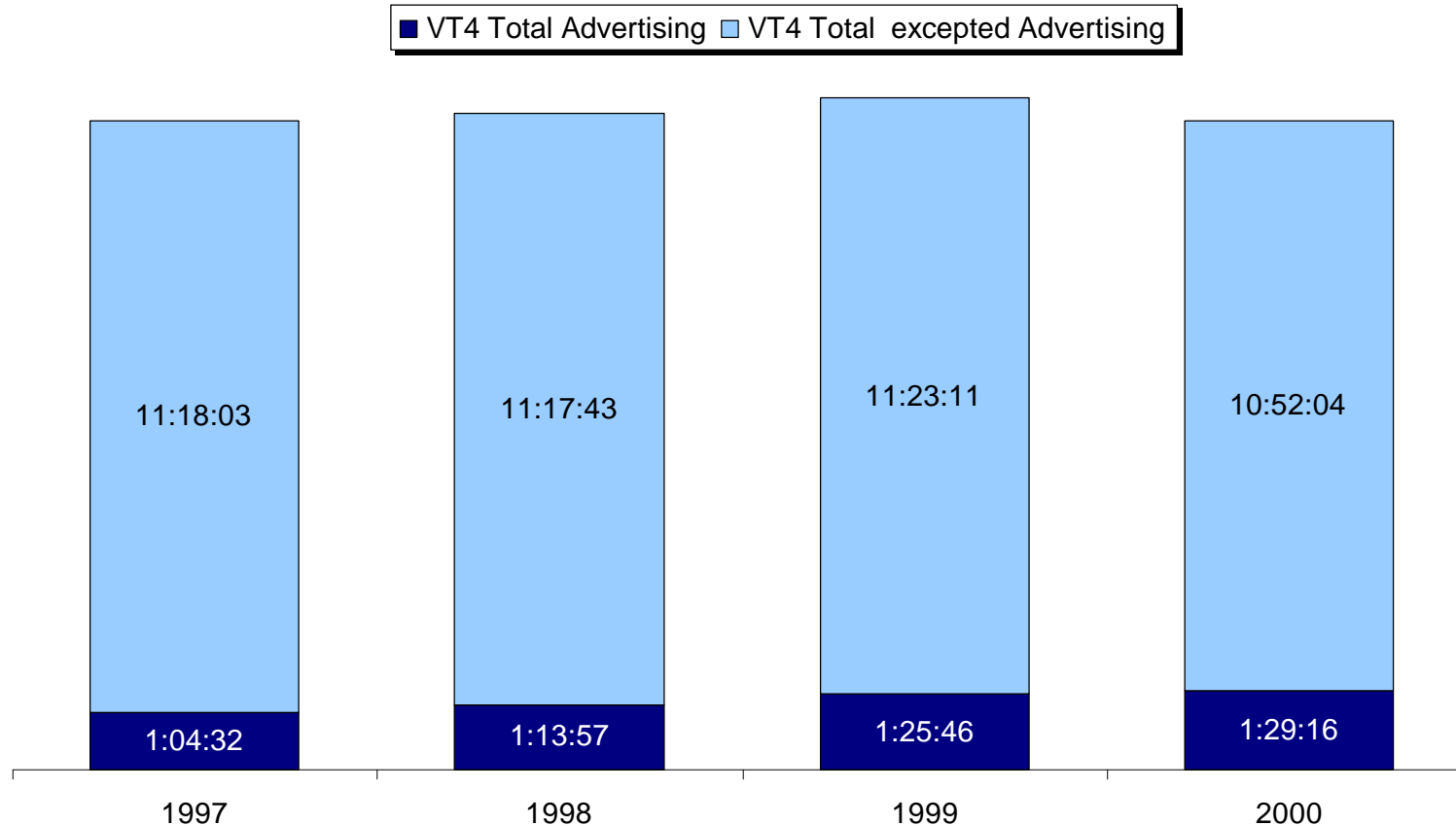
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TV1



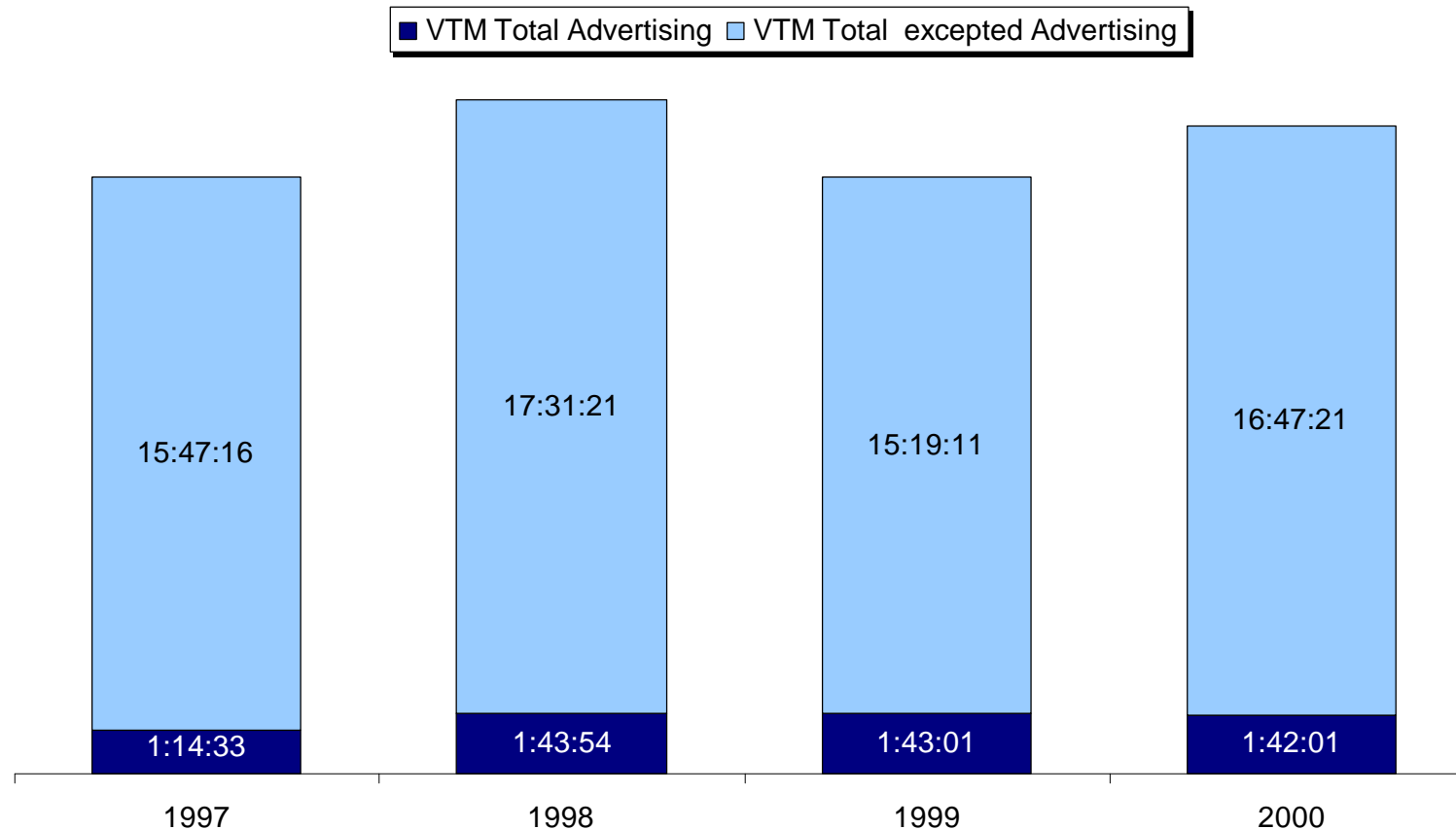
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - VT4



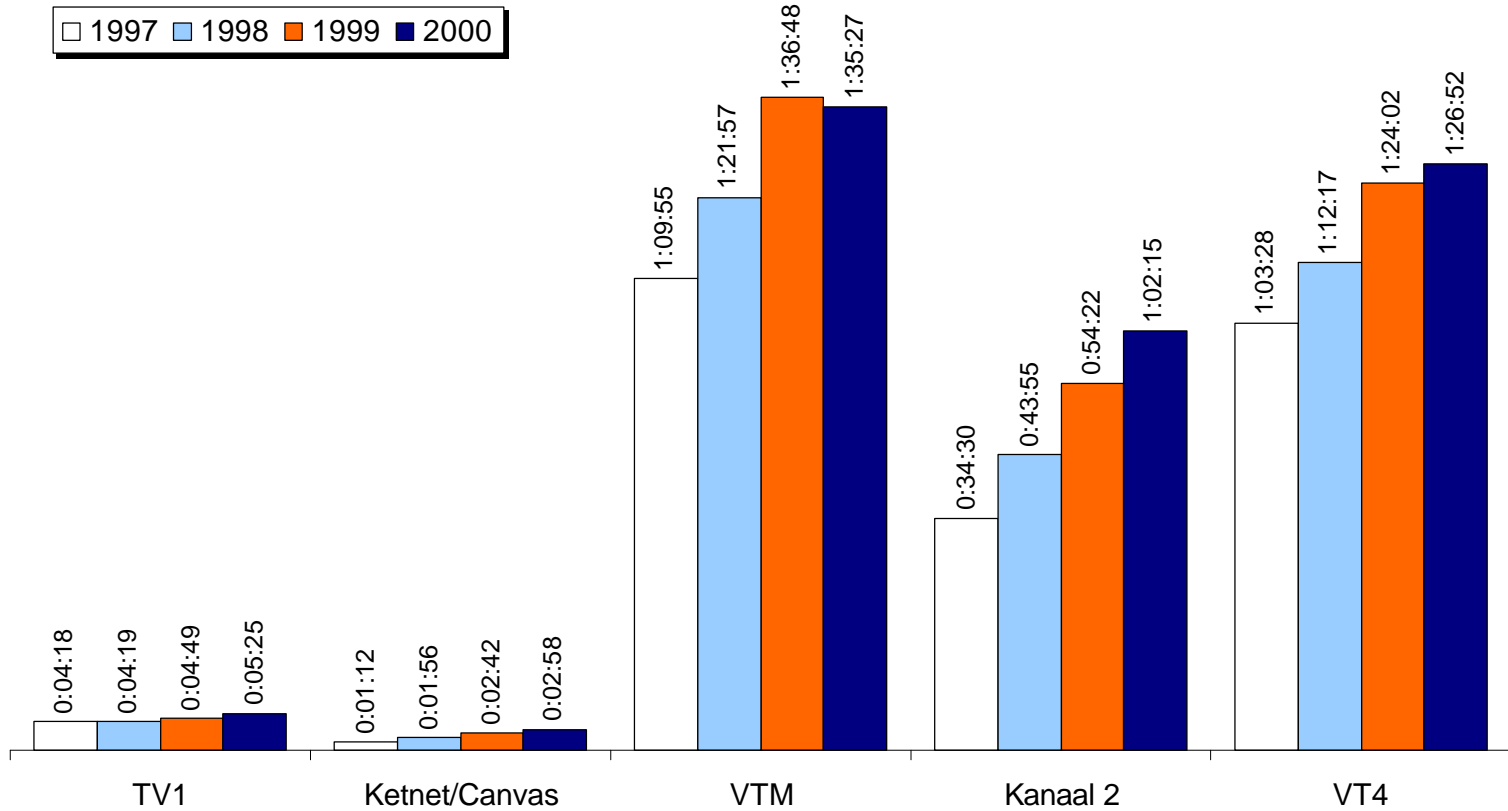
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - VTM



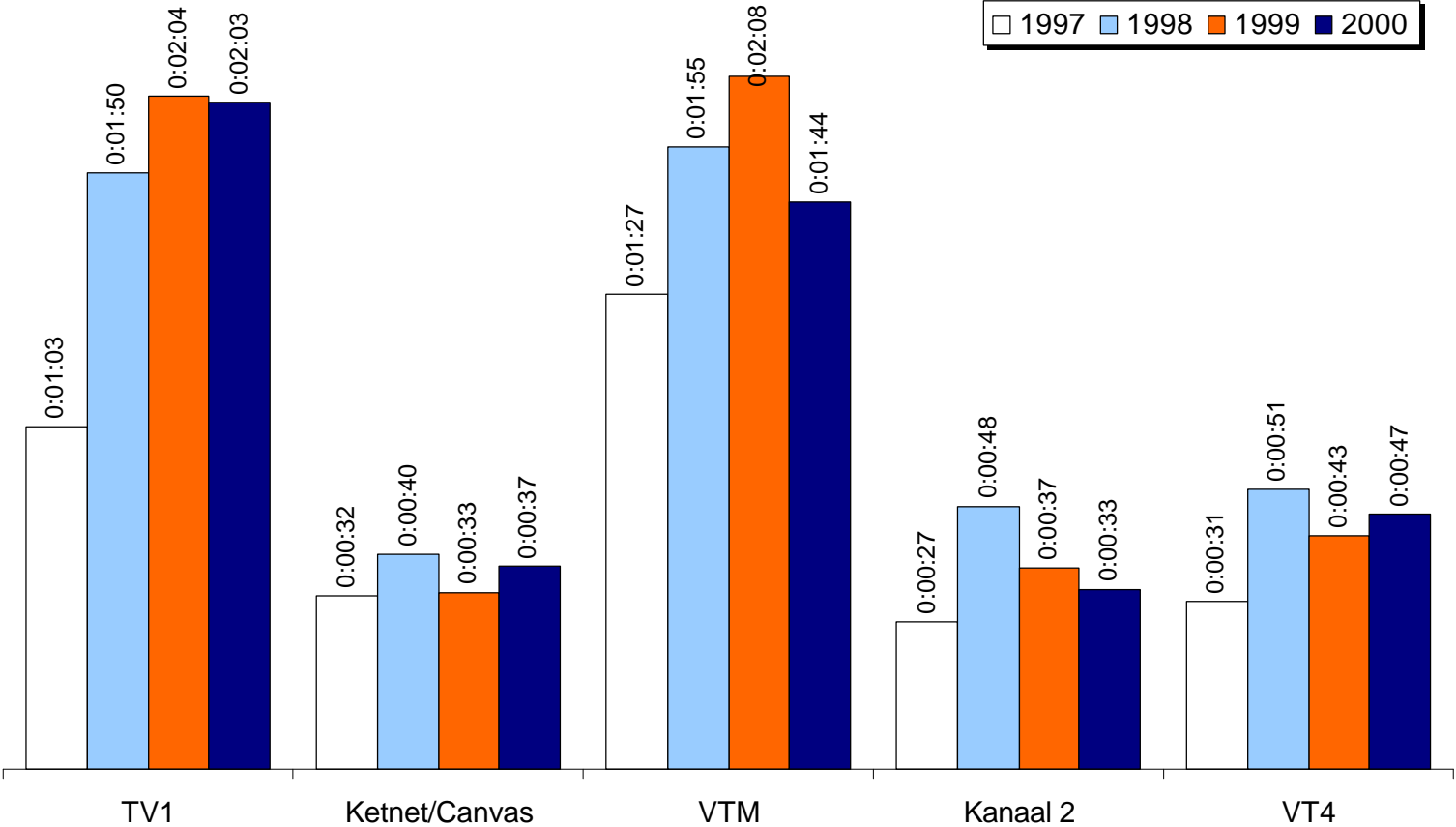
Avg Broadcast duration / day in minutes

Commercial breaks

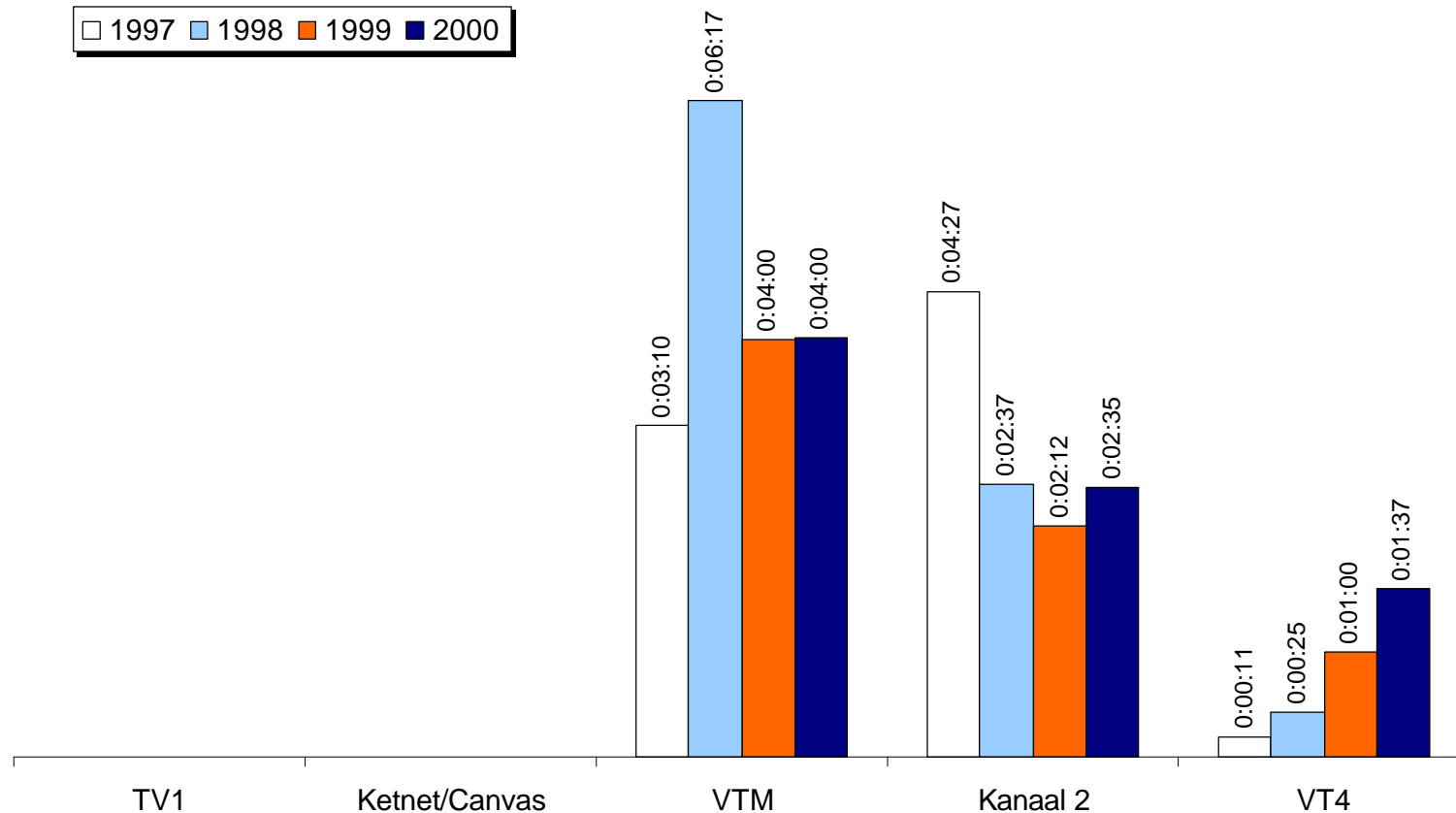


Avg Broadcast duration / day in minutes

Billboard breaks

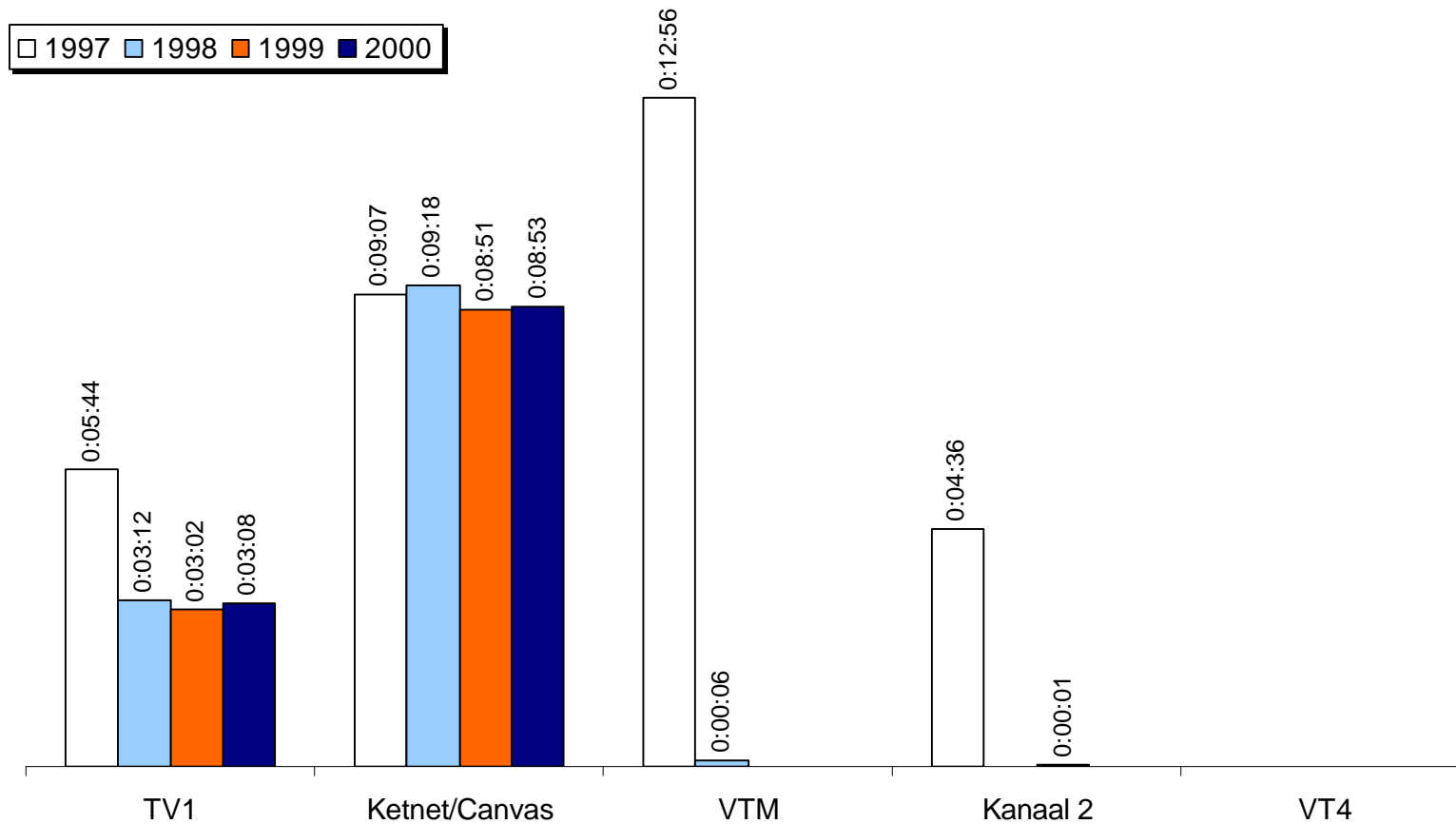


Avg Broadcast duration / day in minutes Channel (self) promotional breaks



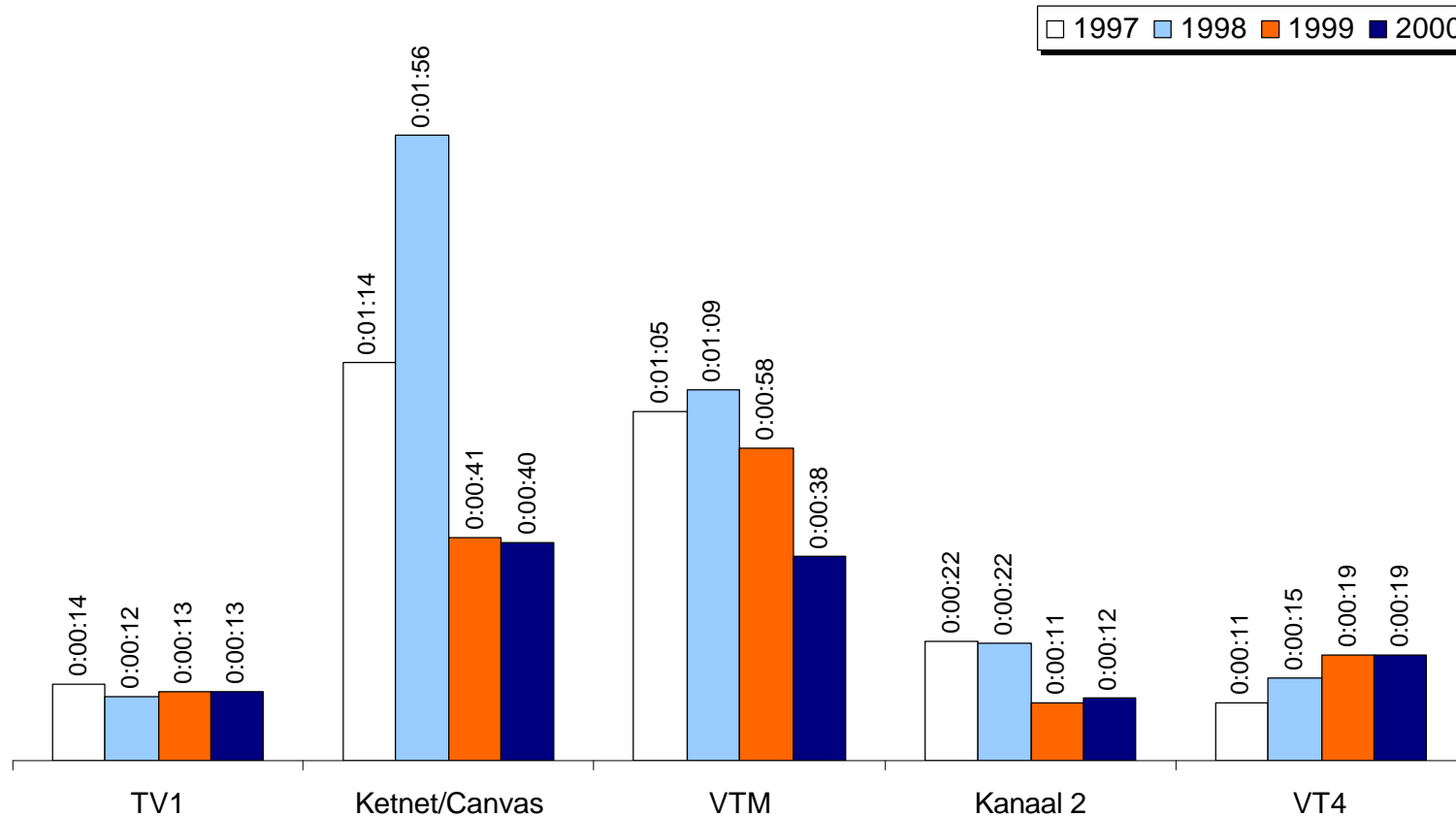
Avg Broadcast duration / day in minutes

Location



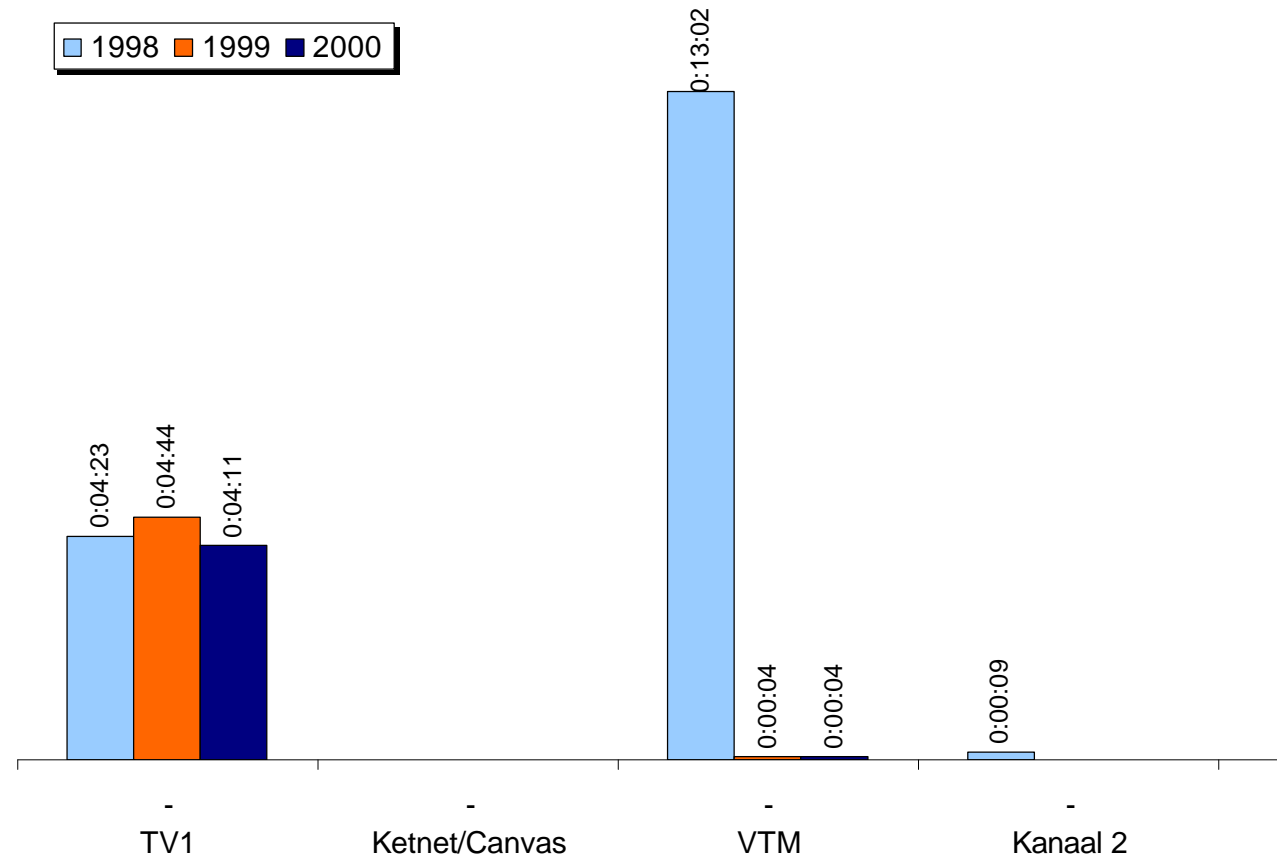
Avg Broadcast duration / day in minutes

Housestyle



Avg Broadcast duration / day in minutes

Other : Loop



3.4. Commercial offer

Domestic channels

Name of Channel	Capital shares holding						Public
		Private 1	Private 2	Private 3	Private n		
TV1	Name Part (%)						Vlaamse Gemeenschap 100%
Ketnet/Canvas	Name Part (%)						Vlaamse Gemeenschap 100%
VTM	Name Part (%)	Roularta 50%	Persgroep 50%				
Kanaal 2	Name Part (%)	Roularta 50%	Persgroep 50%				
JIM TV	Name Part (%)	Roularta 50%	Persgroep 50%				
VT4	Name Part (%)	SBS 100%					
TMF	Name Part (%)	MTV					
Liberty TV	Name Part (%)	Liberty Channels Management and Investment Company 52%	Digital Venture II Ltd. 10,15%	Banque Degroof 2,35%	I.E-laser 3,34%	Communications Marketing Services 2,23%	
Kanaal Z	Name Part (%)	FET 50%	Roularta 50%				
HOT Thuis Winkelen	Name Part (%)	Home shopping Network (USA) 33%	HOT + Thomas Kirch + Mr Kofler 66%				
Vitaya	Name Part (%)	Mediaver 60%	Trust Capital Partners 20%	Rose Claeys 10%	The conceptors (Annita Beysen, Greet De Leenheer, Dirk Dierickx, Philippe Haspeslagh) 10%		

Domestic channels

Name of Channel	Name of Sales houses	Channel's Target Group
TV1	VAR	Total 4+
Ketnet/Canvas	VAR	Ketnet: Kids Canvas: Total 4+
VTM	VMM	PRP 18-54
Kanaal 2	VMM	PRP 18-44
JIM TV	VMM	13-30 y.o.
VT4	VT4	15-44 y.o.
TMF	TMF	13-30 y.o.
Liberty TV	Integrated	Travellers, large target Audience : 18-52, male bias
Kanaal Z	Integrated	Men 18-54 SG 1-3
HOT Thuis	Integrated	PRP
Vitaya	Integrated	PRP 25-54

Domestic channels

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

Name of Channel	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					
	Commercial spots	Billboards spots	Sponsoring spots	AutoPromotion spots	Direct Respons Spots	Others
TV1	-	by package	by package	by package	tailor made	
Ketnet/Canvas	-	by package	by package	by package	tailor made	
VTM	3.274,35	tailor made	tailor made	tailor made	tailor made	
Kanaal 2	1.287,37	tailor made	tailor made	tailor made	tailor made	
VT4	1.189,48	tailor made	tailor made	tailor made	tailor made	

Local channels

Name of	Capital shares holding						
		Private 1	Private 2	Private 3	Private n	Public	
Focus	Name Part (%)						
WTV	Name Part (%)						
AVS	Name Part (%)	asbl					
Kanaal 3	Name	Bart Van Lysebeth	Jil Vilmarien	Paul Cooreman	Marc De Scheemaecker	Jan Dooms	
	Part (%)	Marc Patuvat	Frans Schockawert	Rene Van der Speeten	Herman Van Driessche	Frederic Viltocq	
ATV	Name Part (%)	Group de la P ress 50%	RUG 50%				
RTV-Kempen/TV-	Name Part (%)	asbl					
TV Limburg	Name Part (%)	Inter Electra 50%	Concentra 50%				
ROB	Name Part (%)						
TV-Brussel	Name Part (%)	asbl					
Ring	Name Part (%)	asbl					

Local channels

Name of Channel	Name of Sales houses	Channel's Target Group
Focus	RTVM	Total 4+ in the covered area
WTV	RTVM Roularta	Total 4+ in the covered area
AVS	RTVM RTR de Drongen	Total 4+ in the covered area
Kanaal 3	RTVM RTR	Total 4+ in the covered area
ATV	RTVM ATV	Total 4+ in the covered area
RTV-Kempen/TV-Mechelen	RTVM Integrated	Total 4+ in the covered area
TV Limburg	RTVM Integrated	Total 4+ in the covered area
ROB	RTVM Integrated	Total 4+ in the covered area
TV-Brussel	RTVM RMB	Total 4+ in the covered area
Ring	RTVM Roularta	Total 4+ in the covered area

Local channels

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

Name of Channel	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					
	Commercial spots	Billboards spots	Sponsoring spots	AutoPromotion spots	Direct Respons Spots	Others
Focus	by package	by package	by package	by package	by package	
WTV	by package	by package	by package	by package	by package	
AVS	by package	by package	by package	by package	by package	
Kanaal 3	by package	by package	by package	by package	by package	
ATV	by package	by package	by package	by package	by package	
RTV-Kempen/TV-Mechelen	by package	by package	by package	by package	by package	
TV Limburg	by package	by package	by package	by package	by package	
ROB	by package	by package	by package	by package	by package	
TV-Brussel	by package	by package	by package	by package	by package	
Ring	by package	by package	by package	by package	by package	

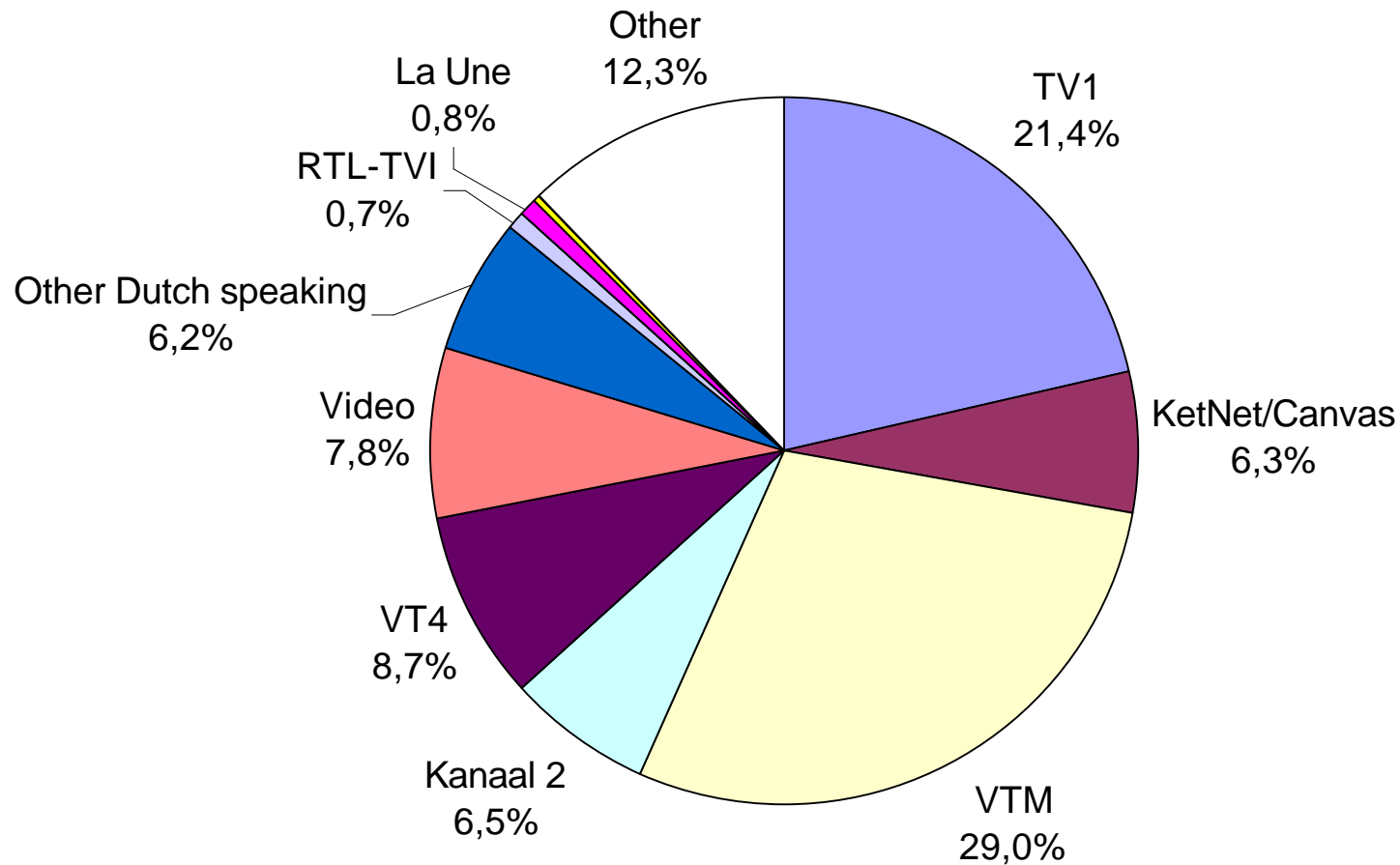
3.5. Audiences

Note about TV (2)

- New audience study in 1997
 - no comparative information prior this year
- Year 2001 provided for information only
 - update early 2002
- A rating is the average number (000 or %) of viewers of a “sequence” for its complete broadcasting time
- Audience is following from 1% s.o.m. on target 4+ (except subscribers)

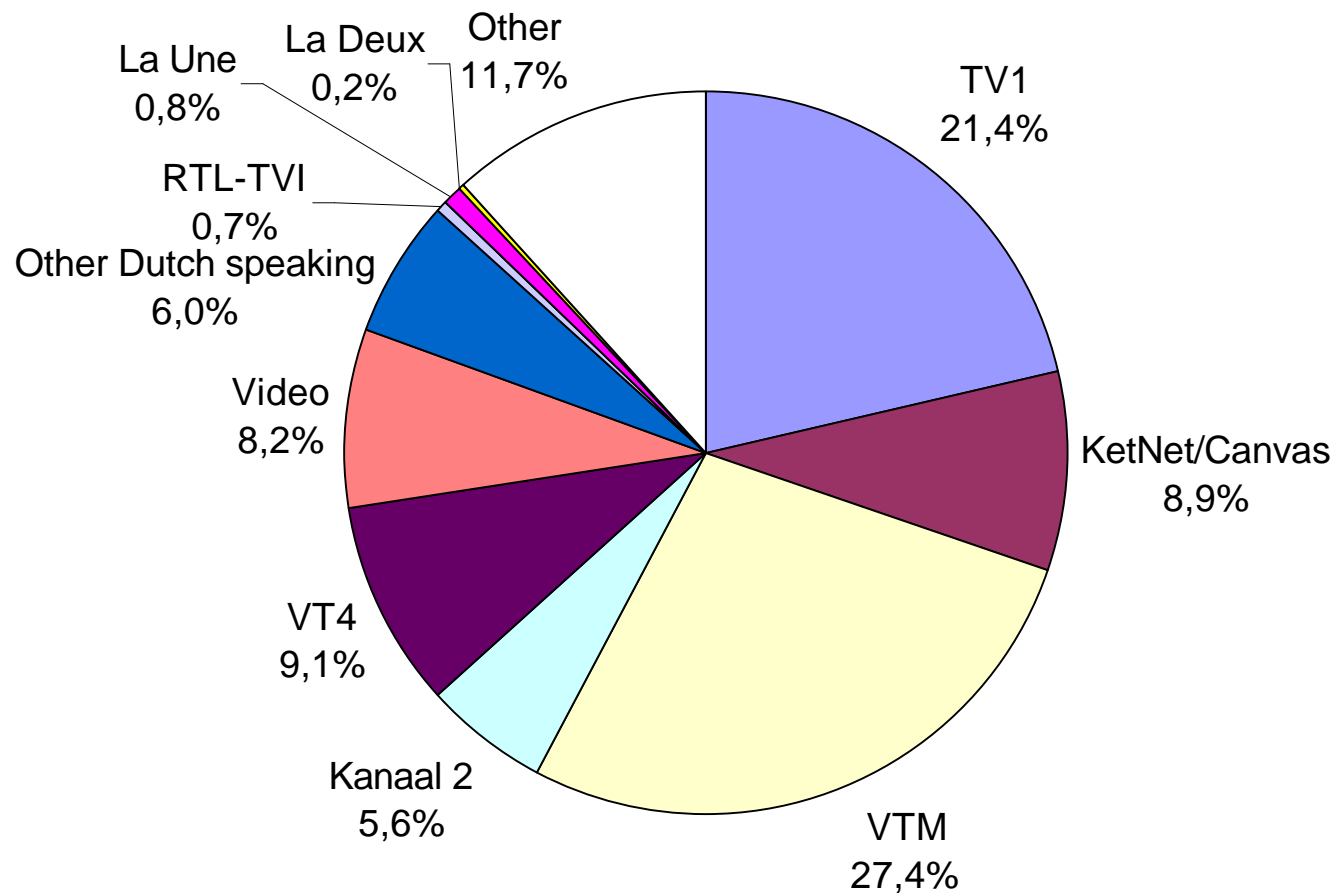
Share of Market (%) - 1997

Target : 6+ (02h00-26h00)



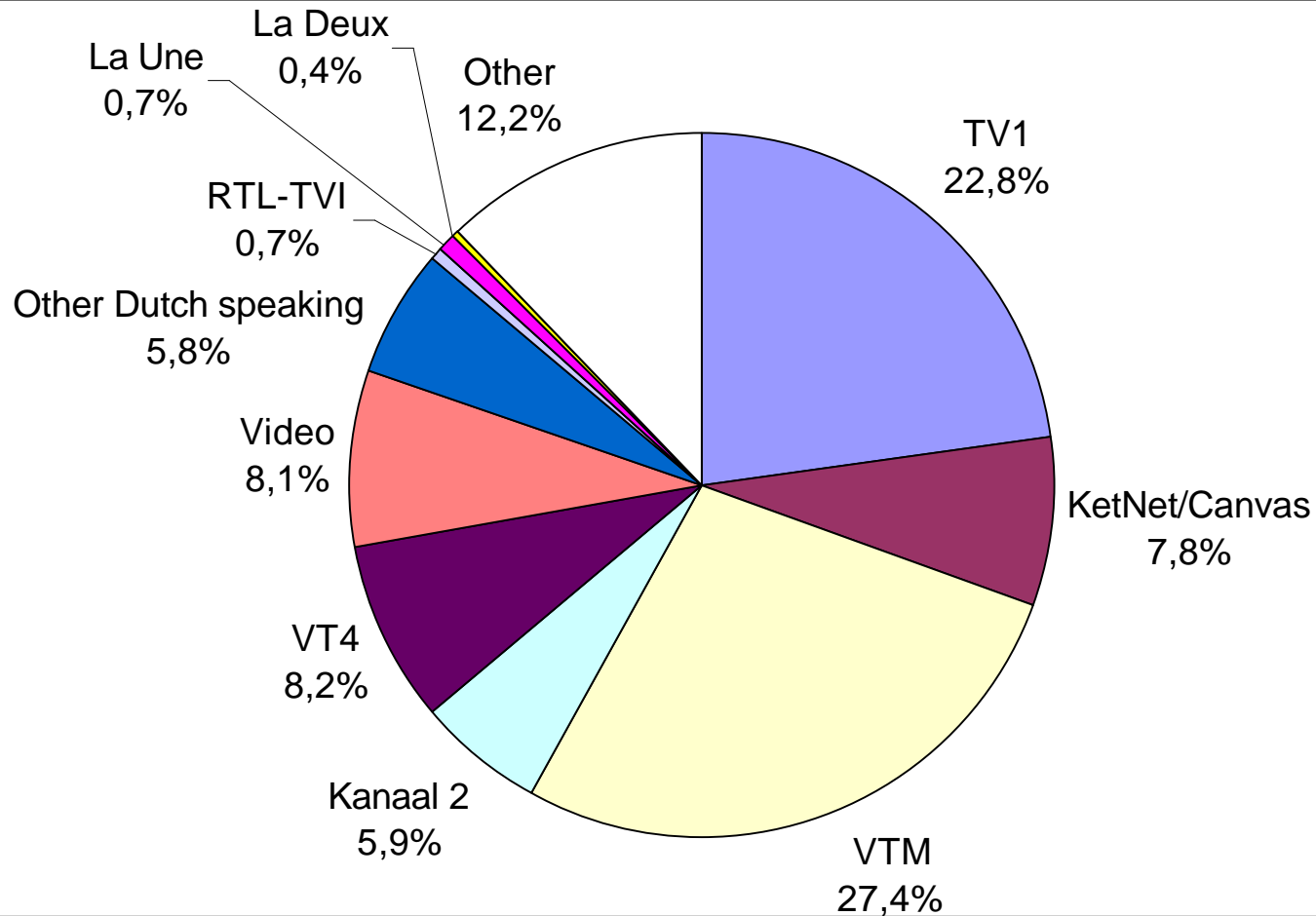
Share of Market (%) - 1998

Target : 6+ (02h00-26h00)



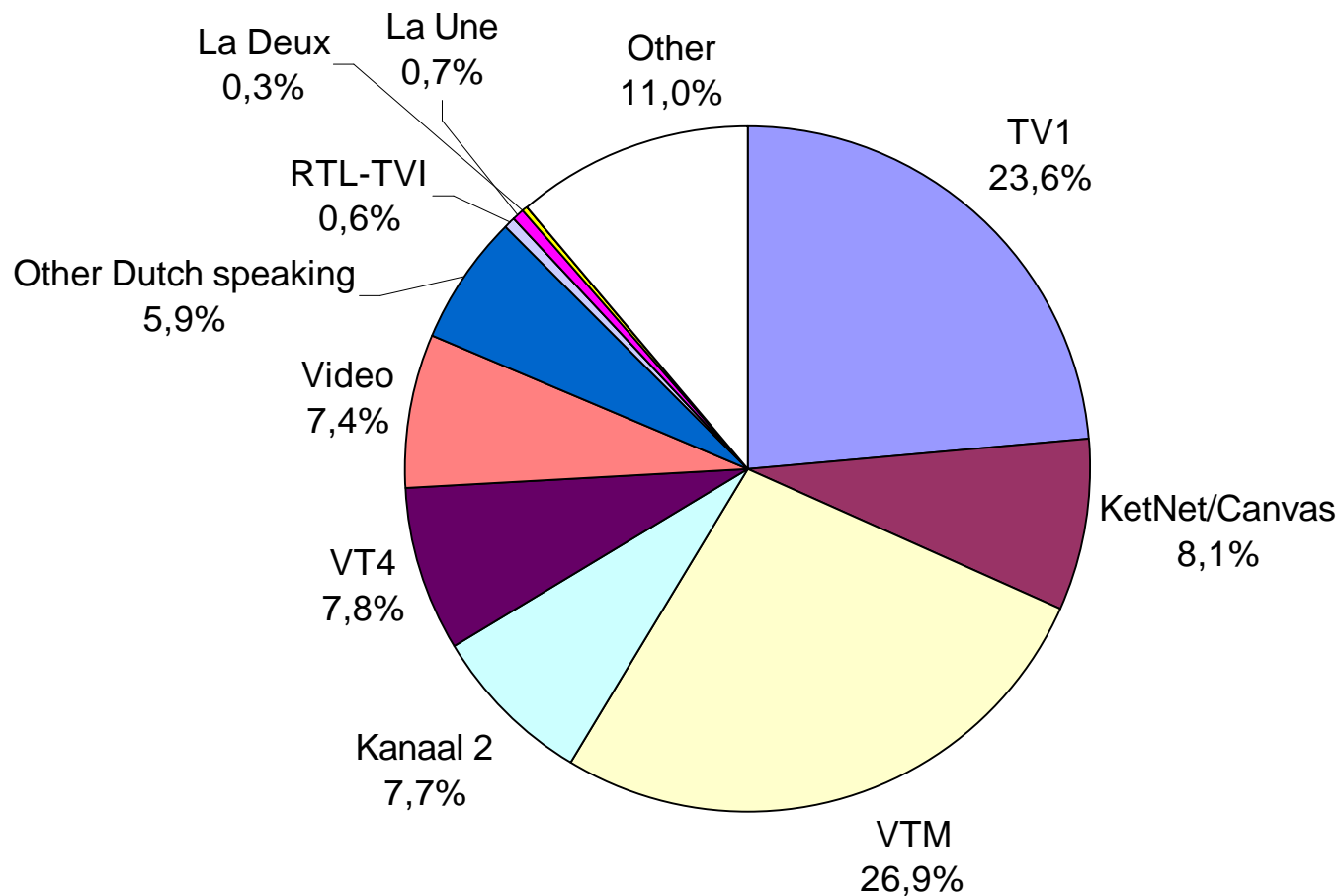
Share of Market (%) - 1999

Target : 6+ (02h00-26h00)

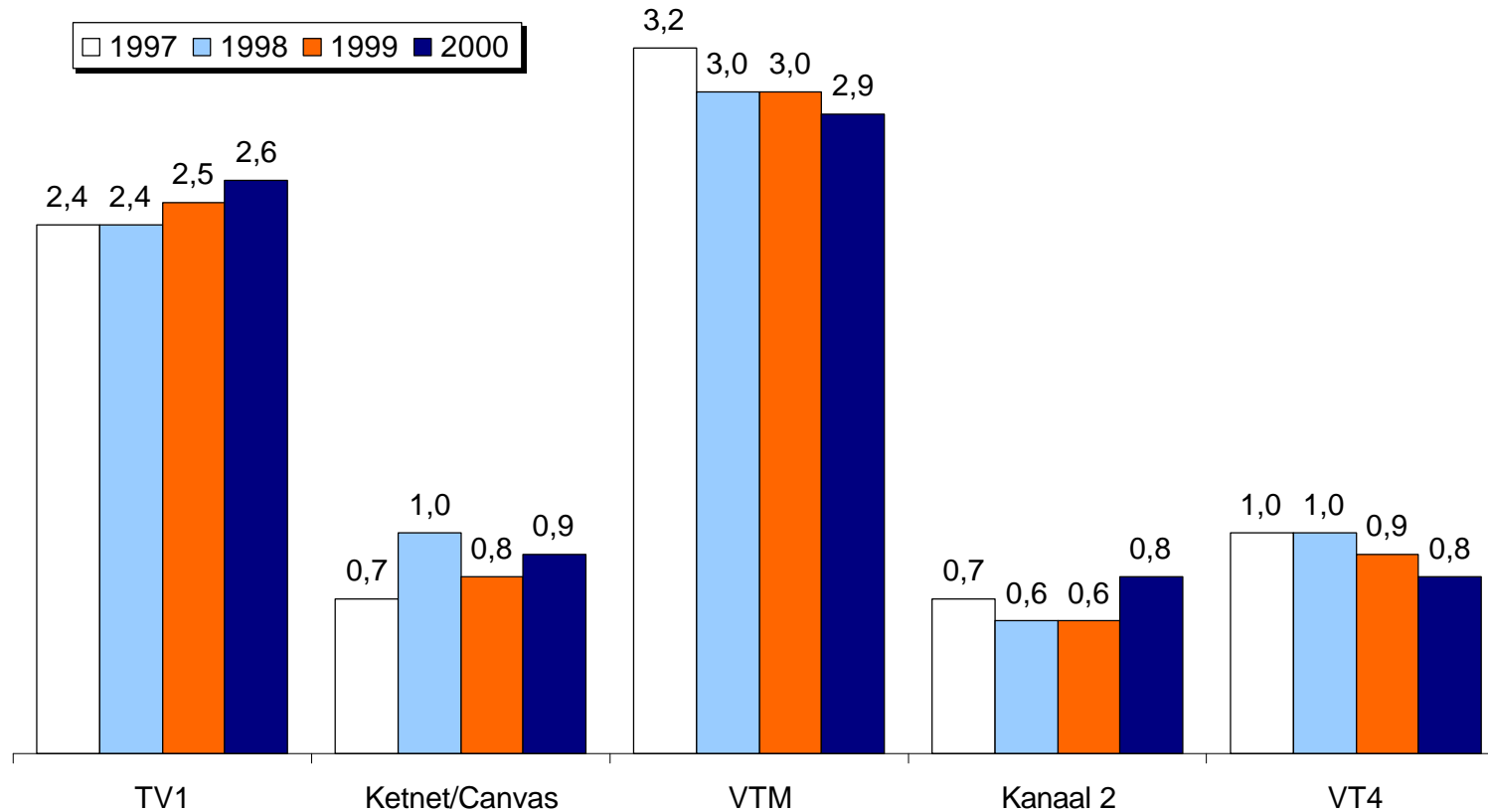


Share of Market (%) - 2000

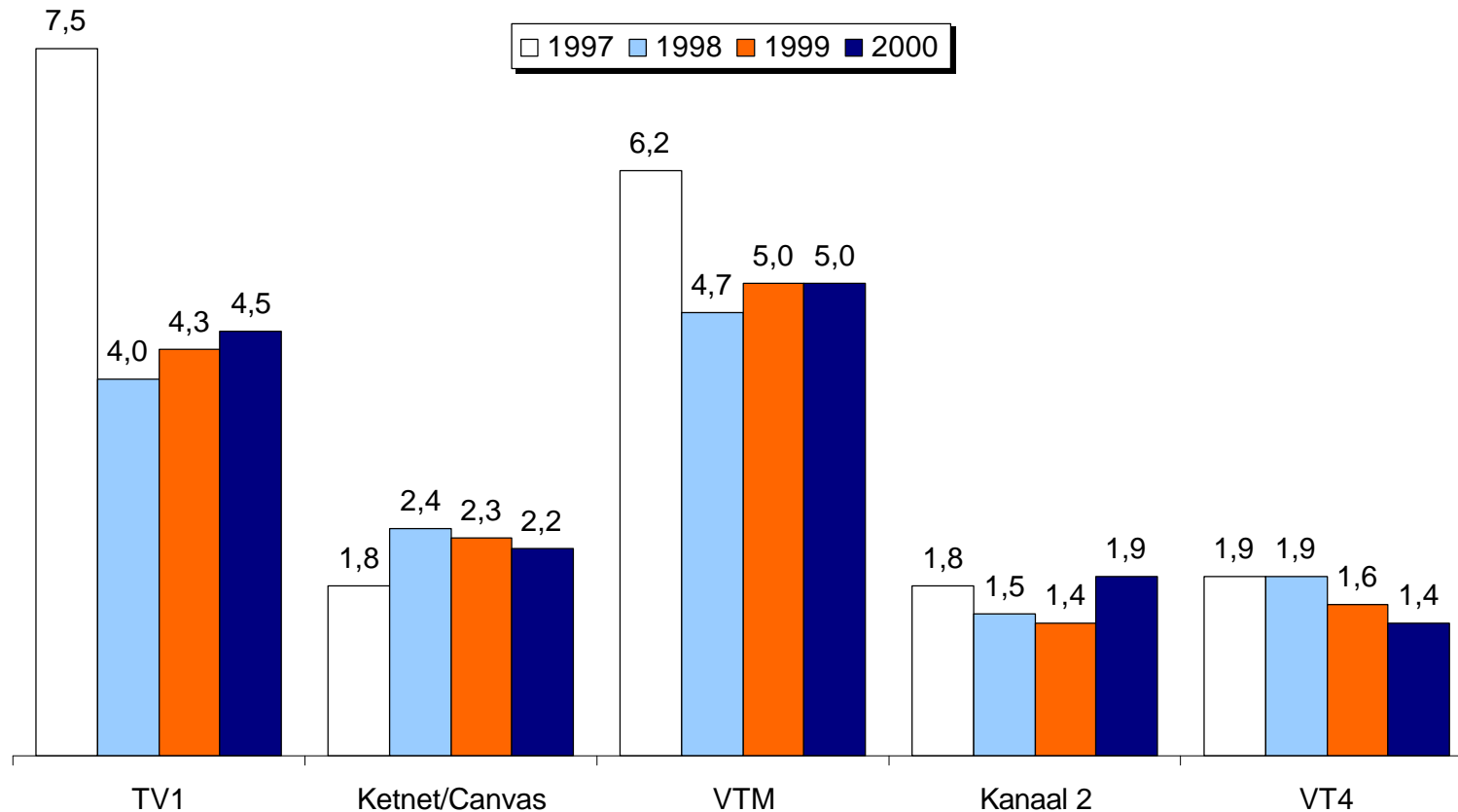
Target : 6+ (02h00-26h00)



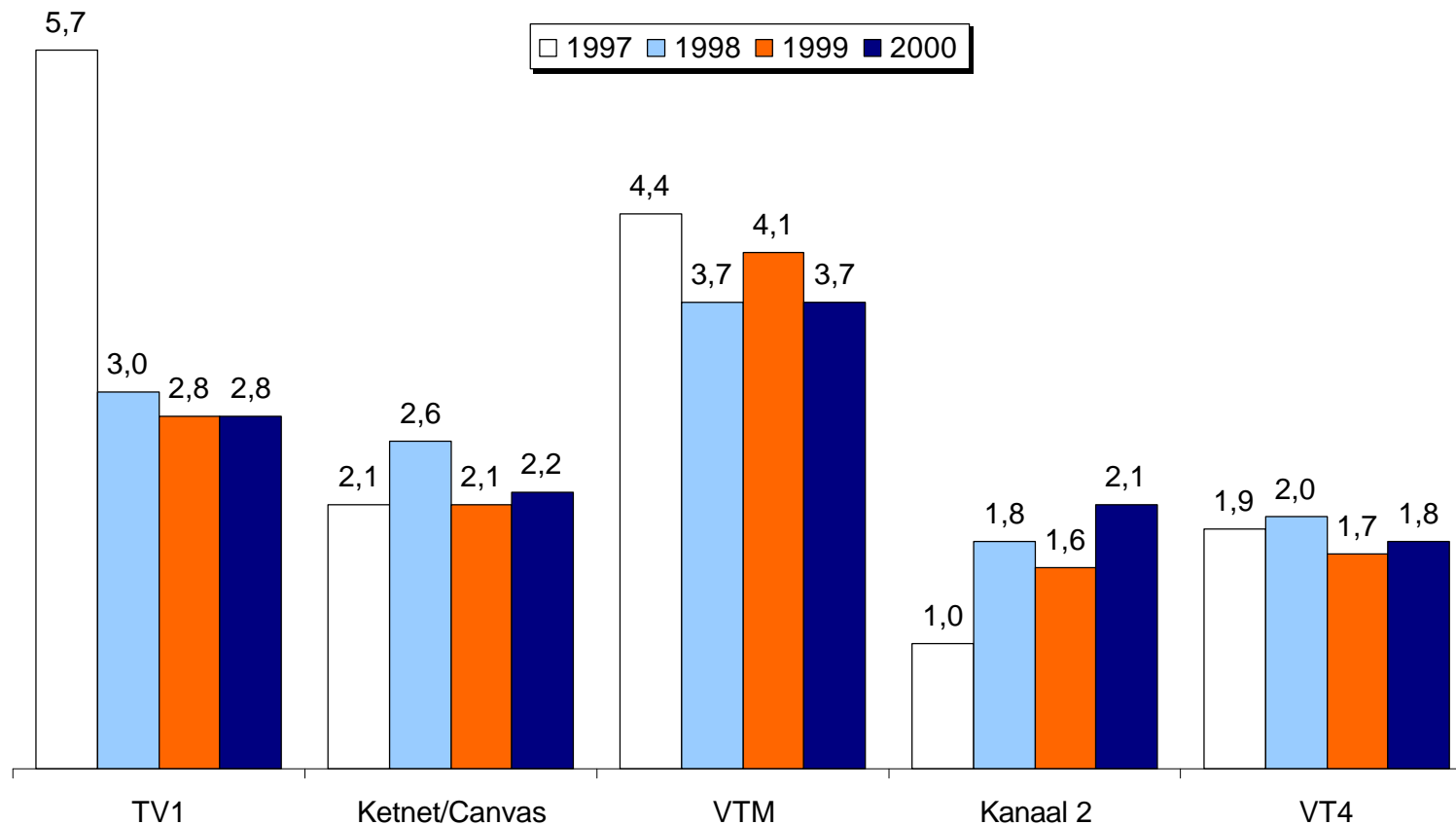
Avg rating (GRP's %) All broadcasts incl. Adv.



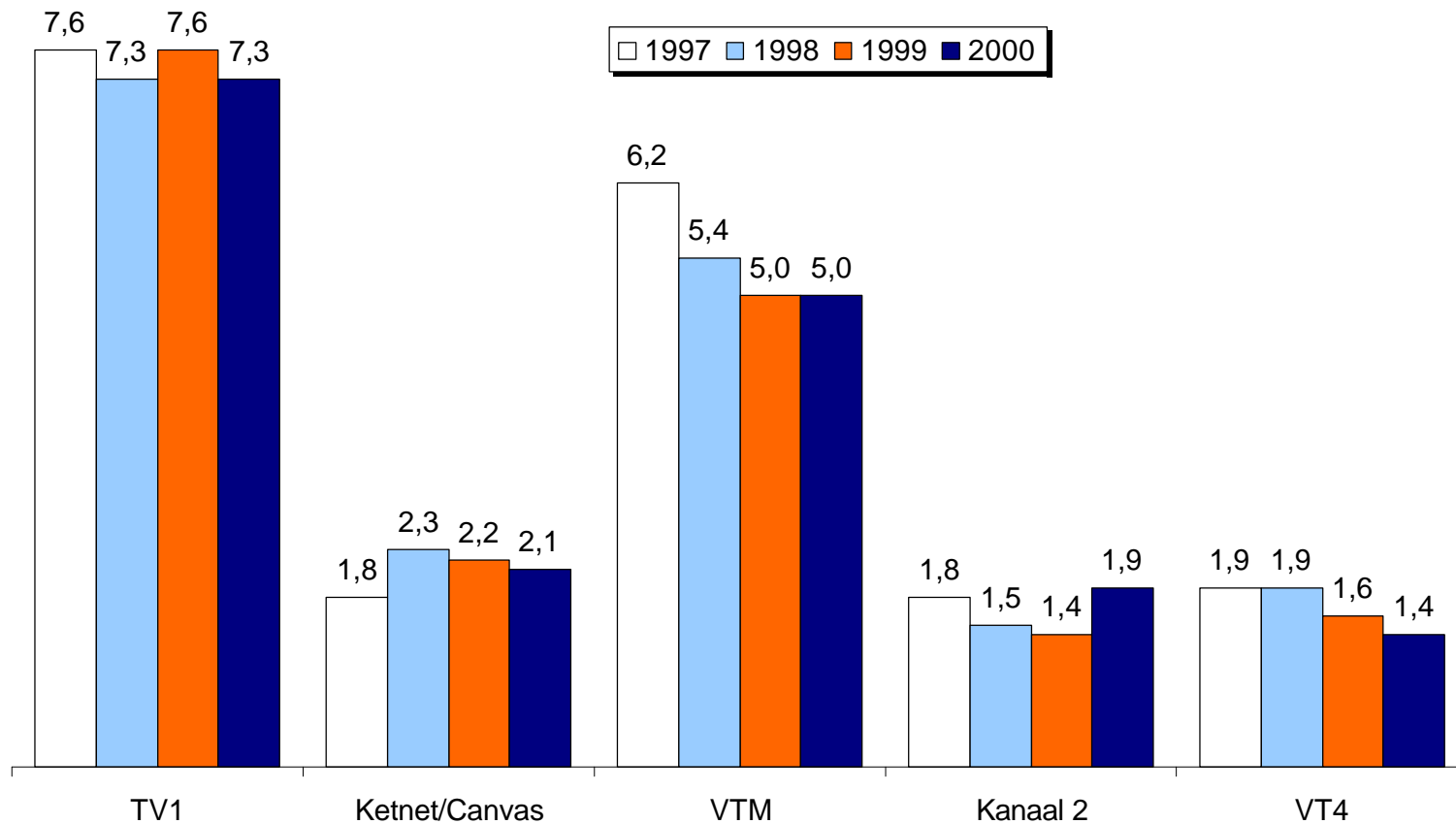
Avg rating (GRP's %) Total Advertising



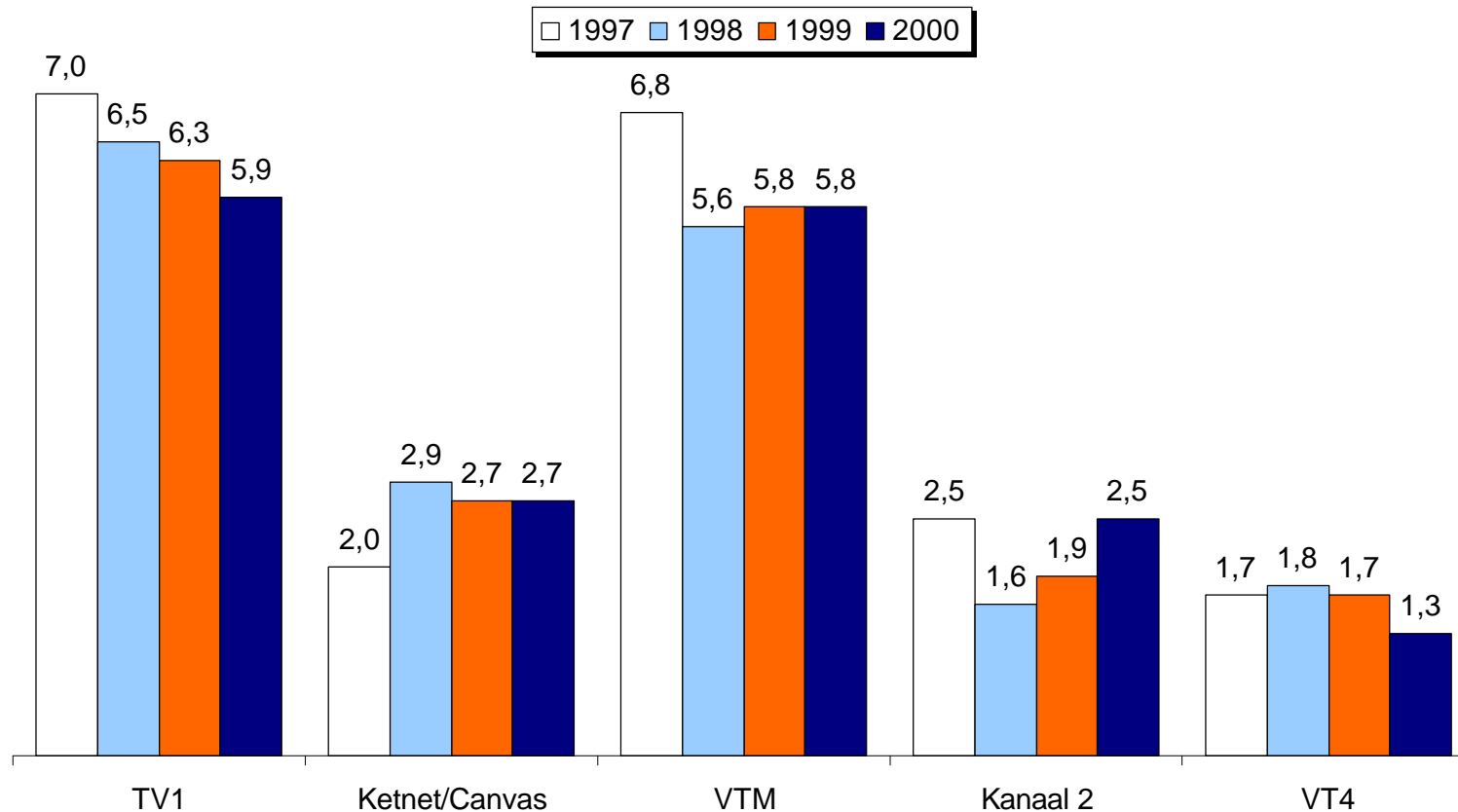
Avg rating (GRP's %) Total (except Advertising)



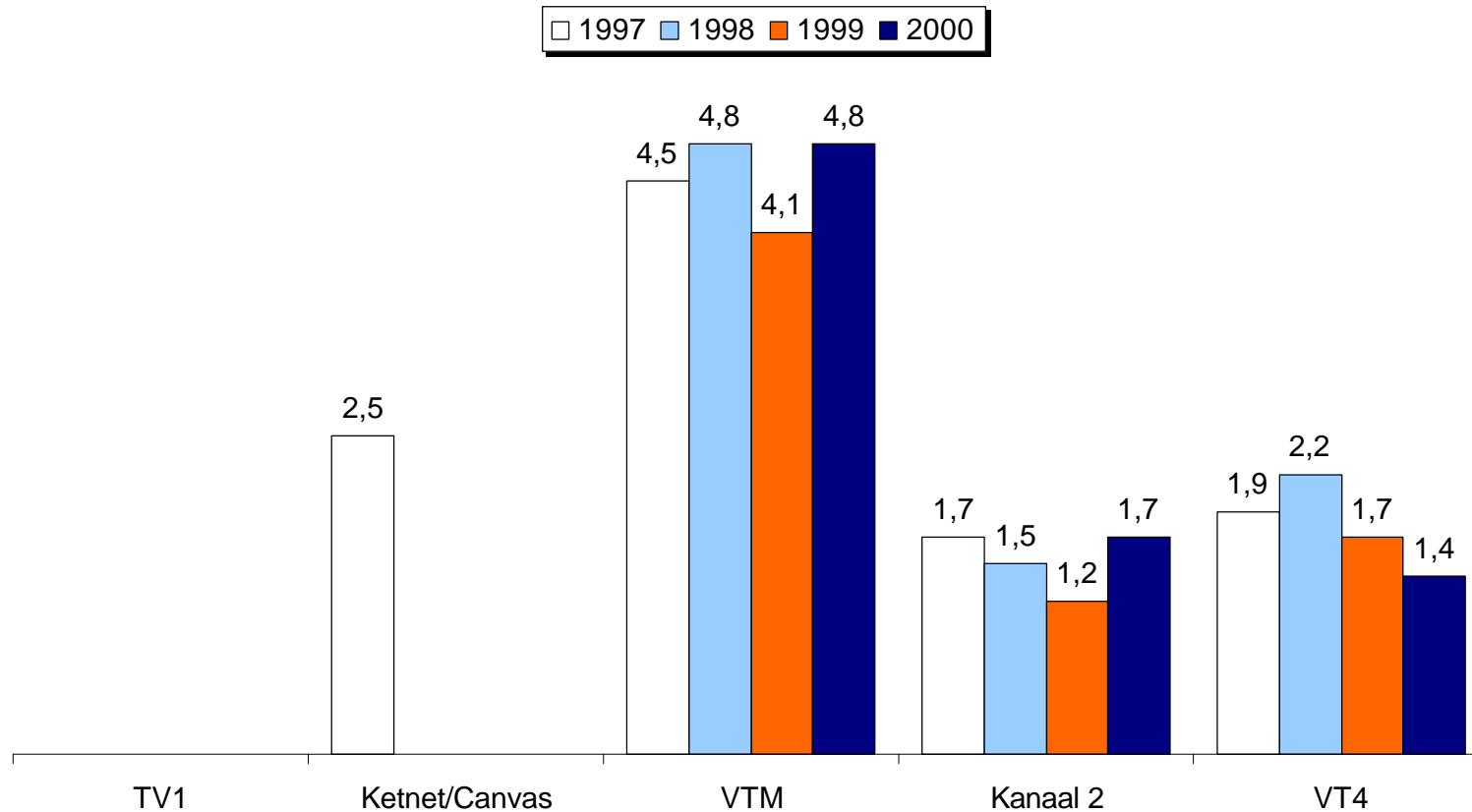
Avg rating (GRP's %) Commercial breaks



Avg rating (GRP's %) Billboard breaks

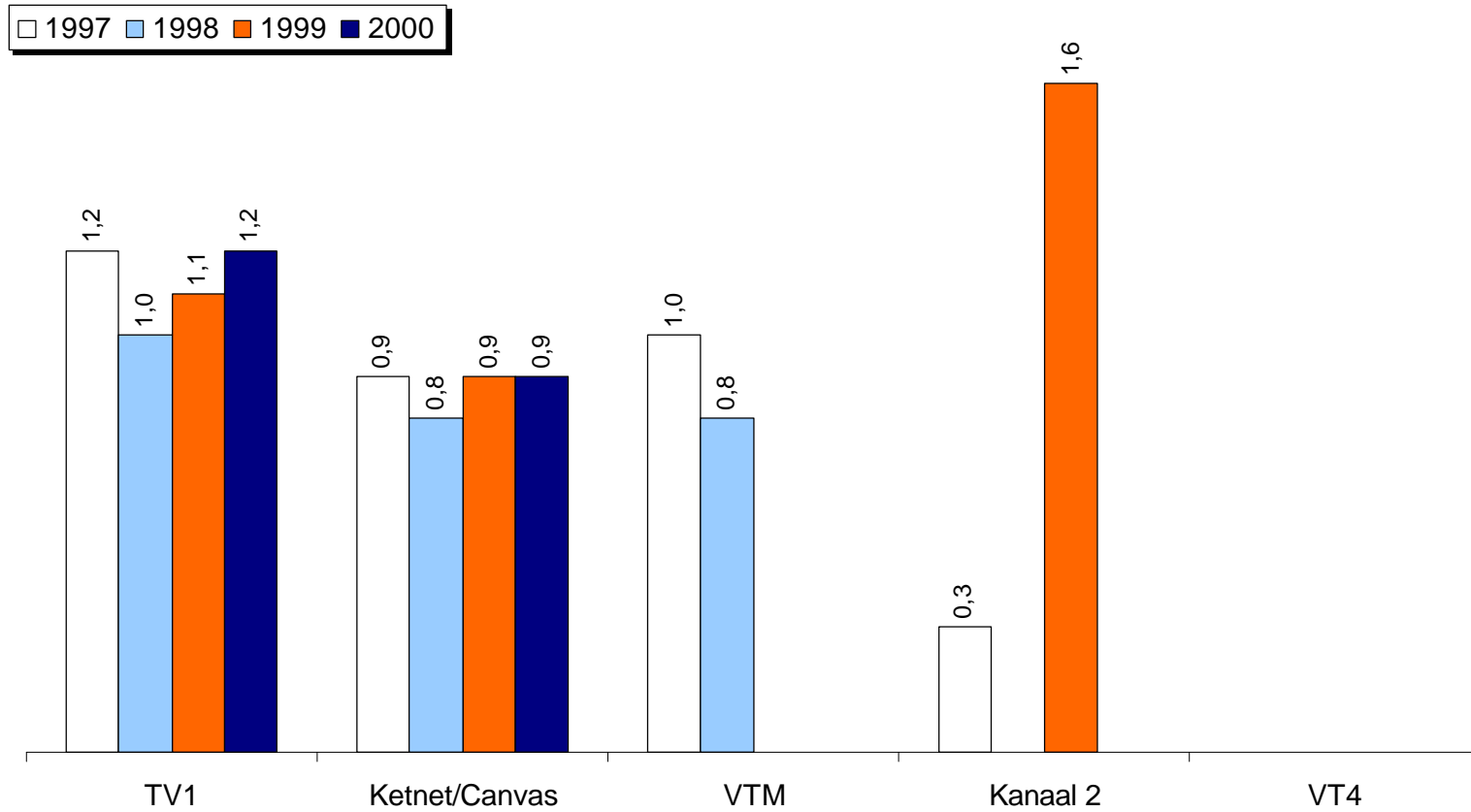


Avg rating (GRP's %) Channel (self) promotional breaks

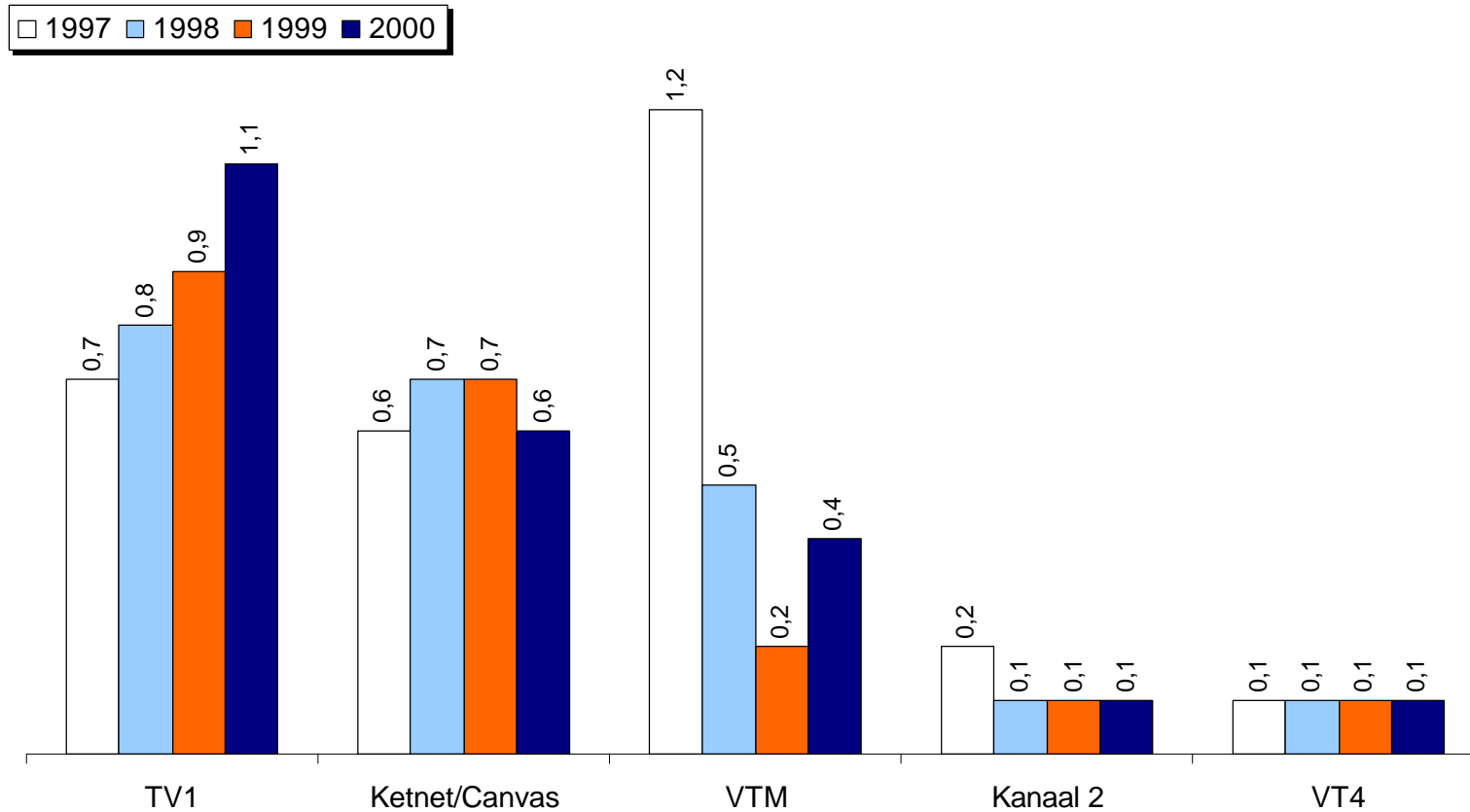


Avg rating (GRP's %)

Location

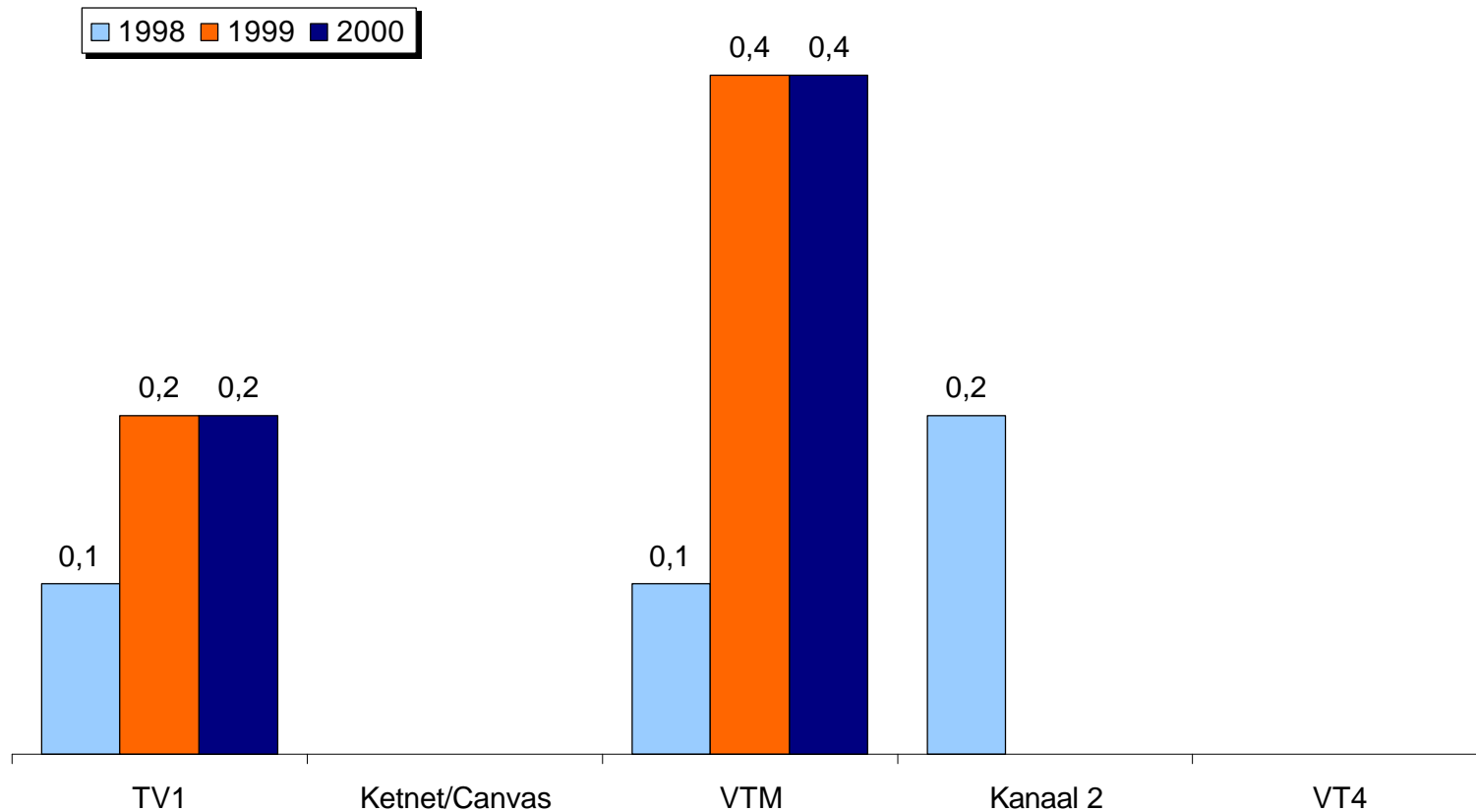


Avg rating (GRP's %) Housestyle

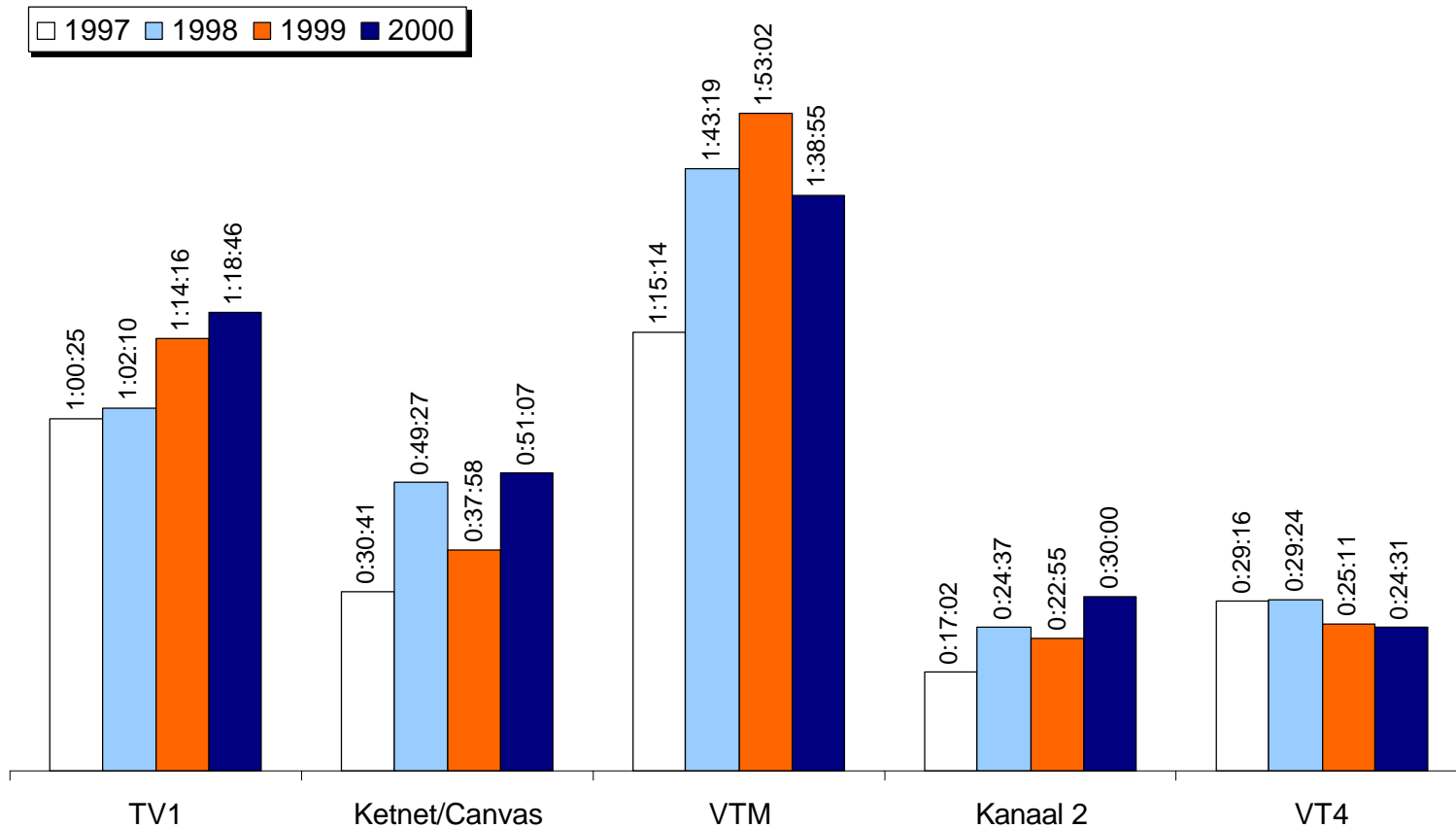


Avg rating (GRP's %)

Other : Loop

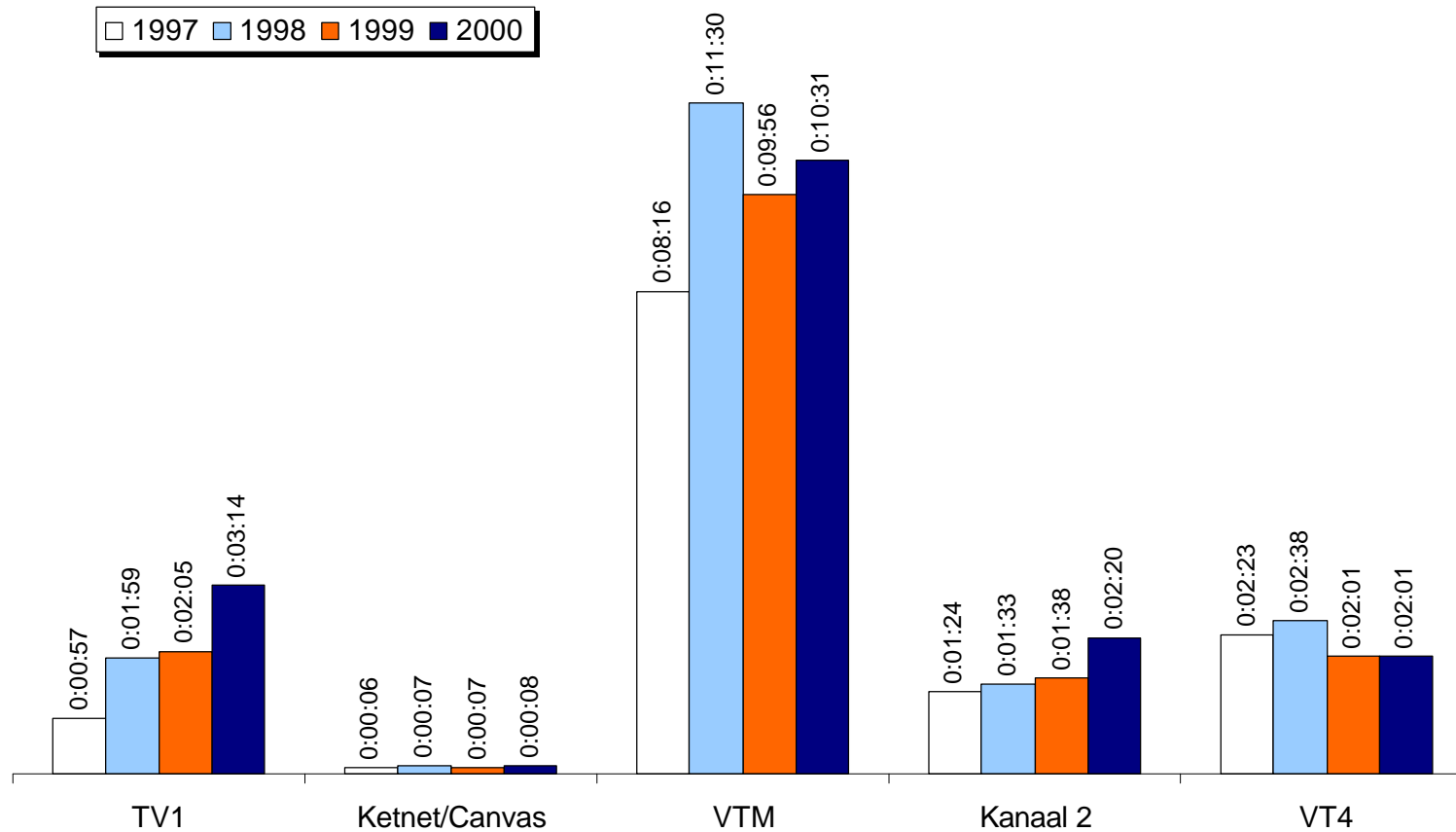


All broadcasts incl. Adv. Avg viewing duration (min)



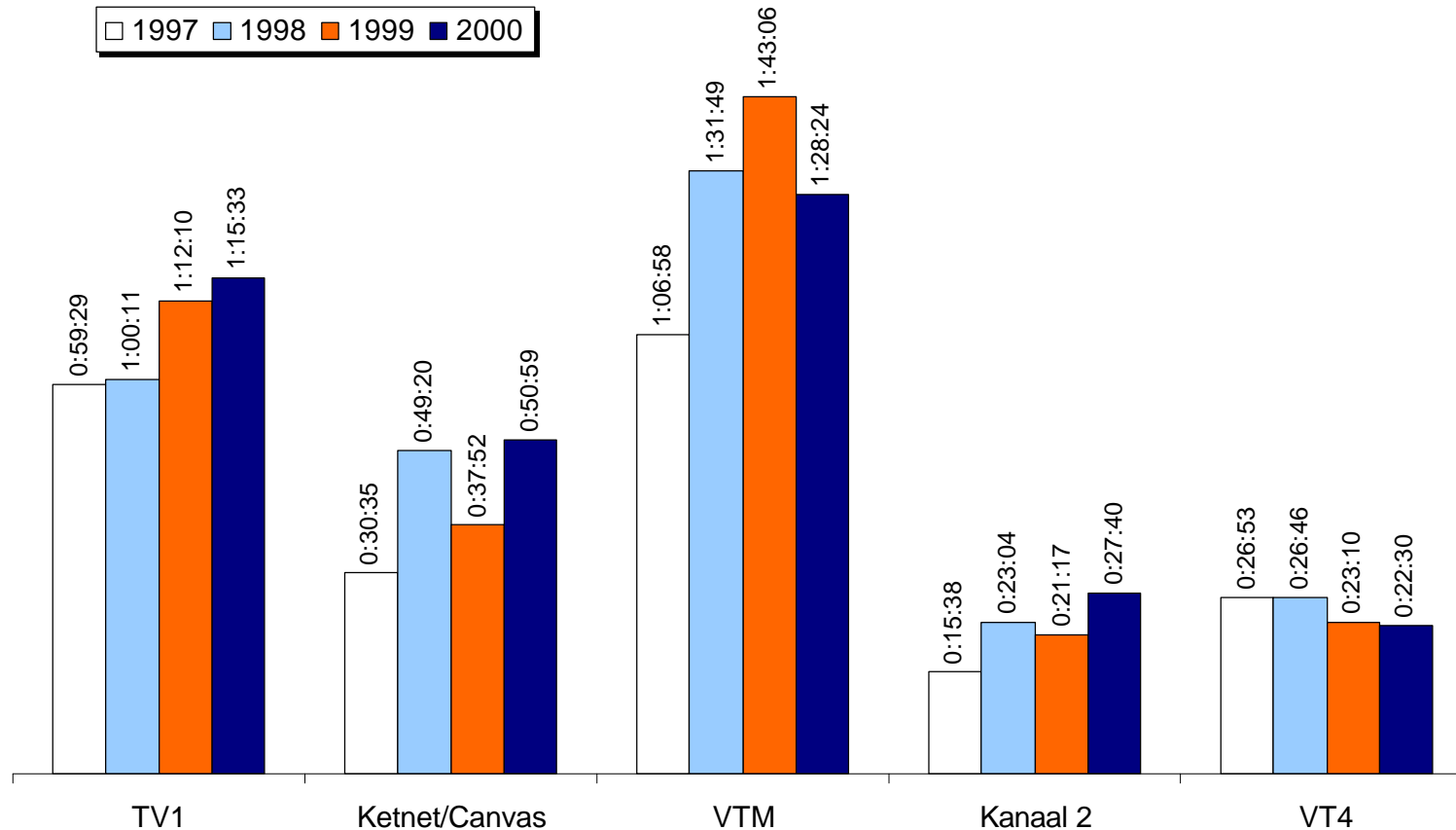
Total Advertising

Avg viewing duration (min)



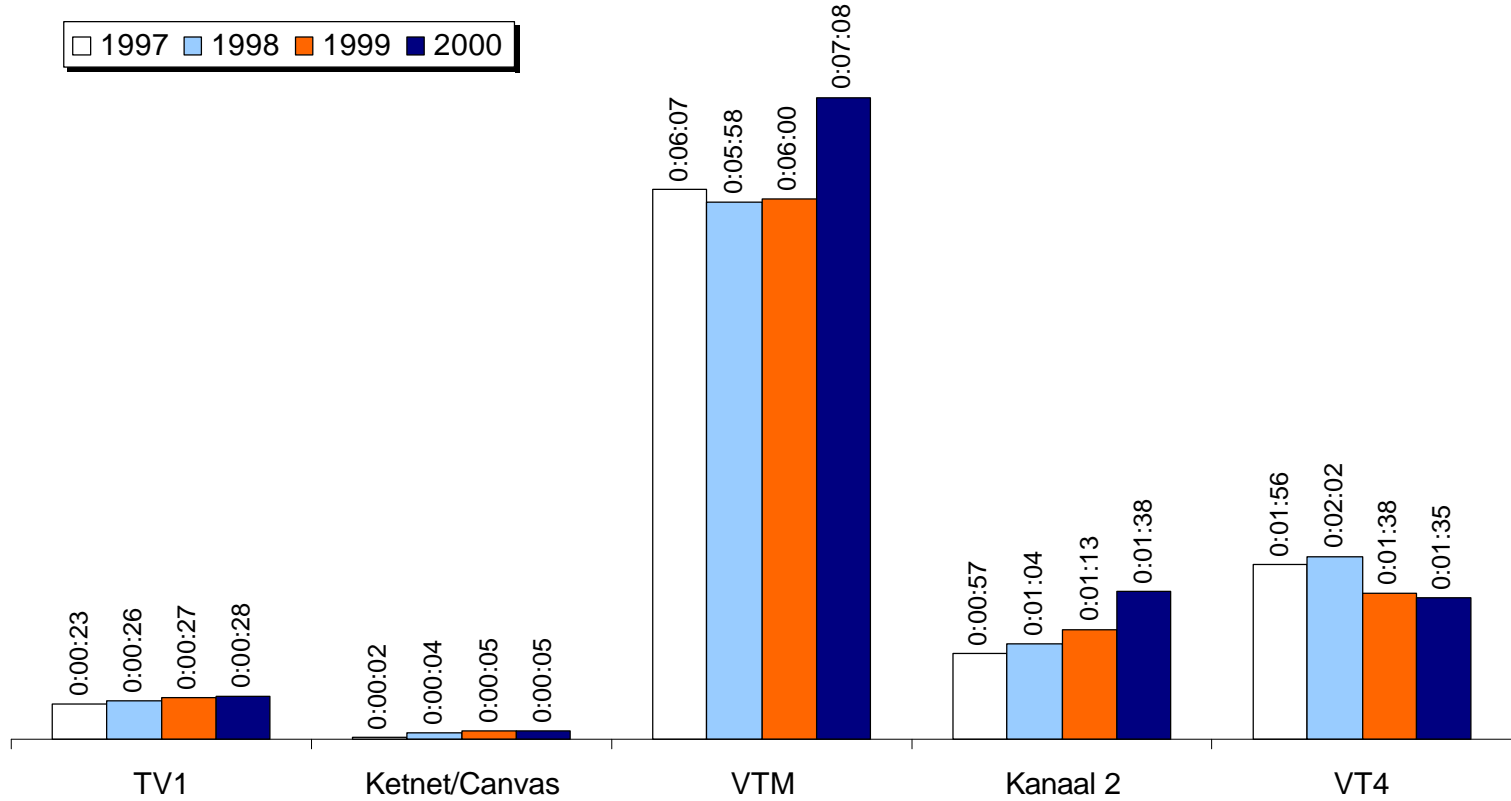
Total (except Advertising)

Avg viewing duration (min)



Commercial breaks

Avg viewing duration (min)

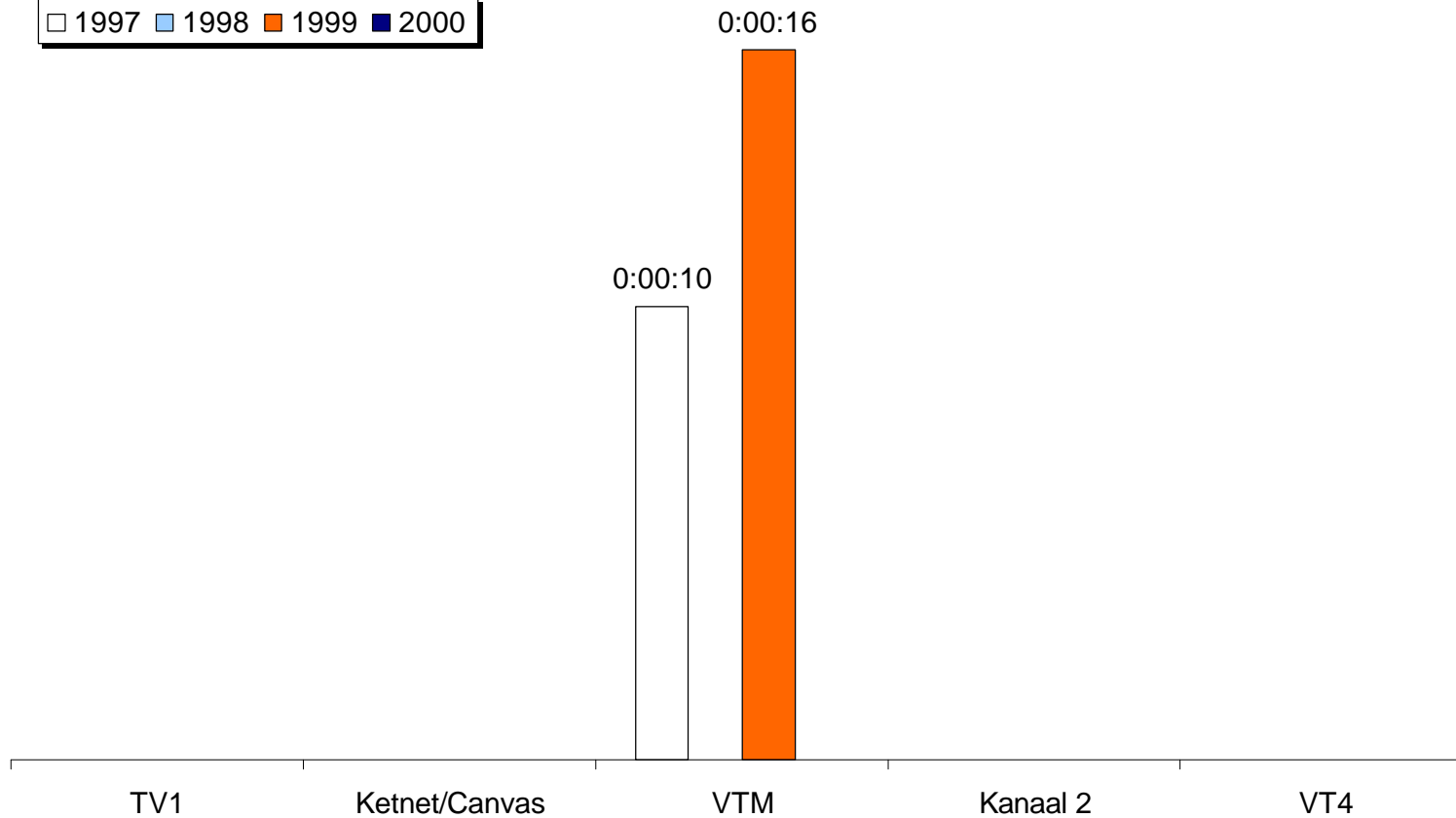


Billboard breaks

Avg viewing duration (min)



□ 1997 □ 1998 □ 1999 □ 2000

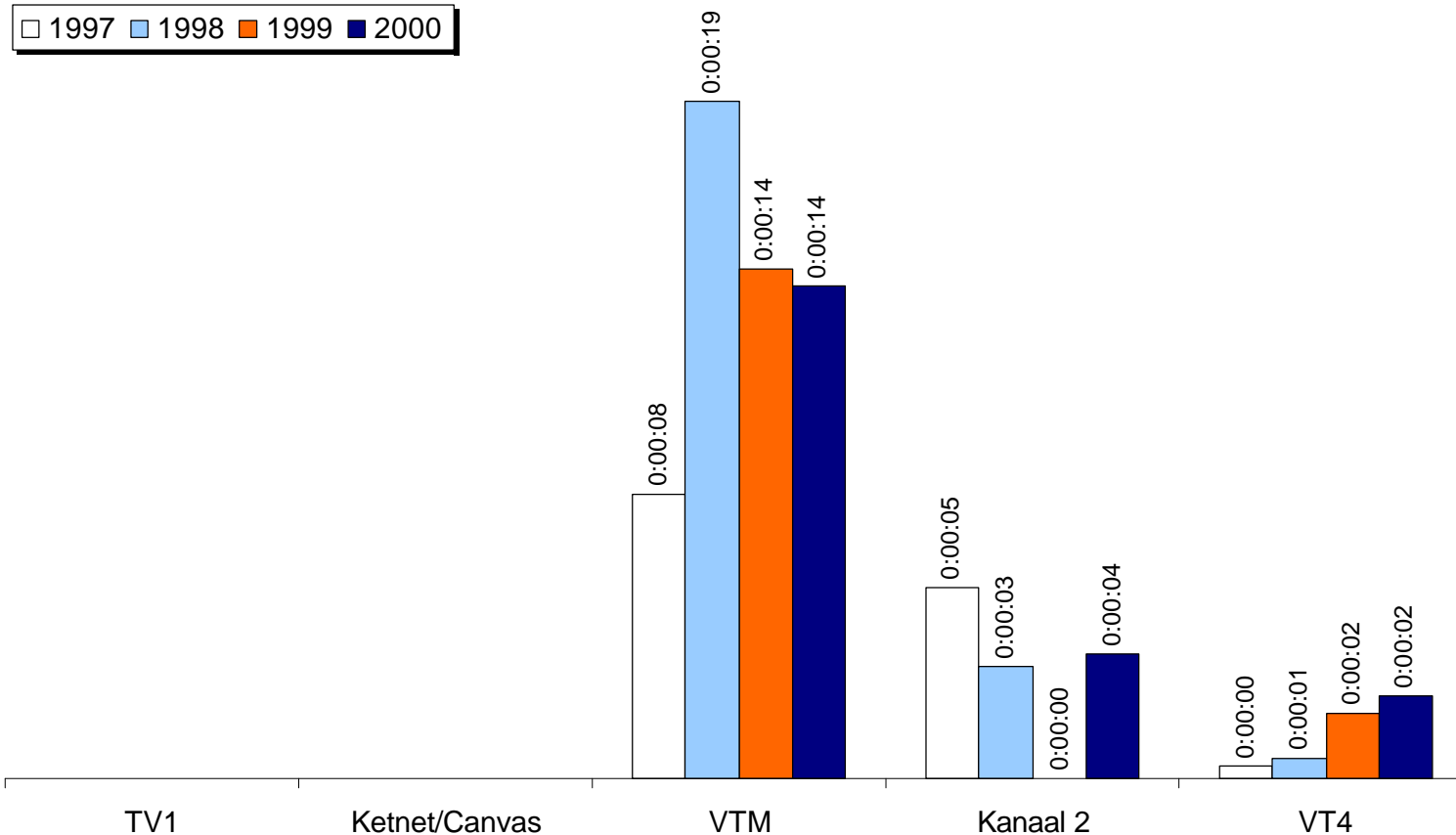


Belgium N

Target :6+ (02h00-26h00)
Source: Audimetrie CIM

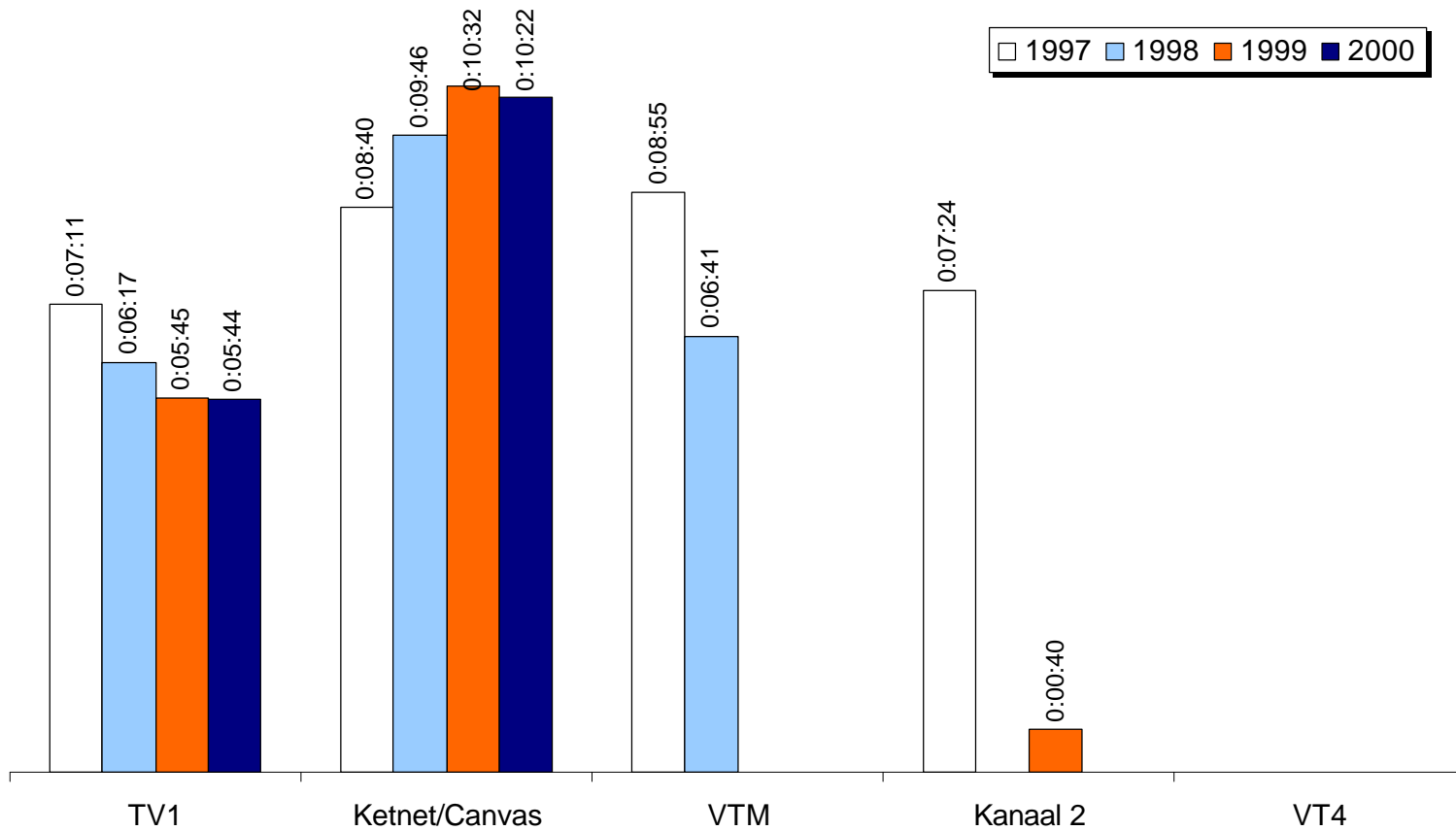
Channel (self) promotional breaks

Avg viewing duration (min)



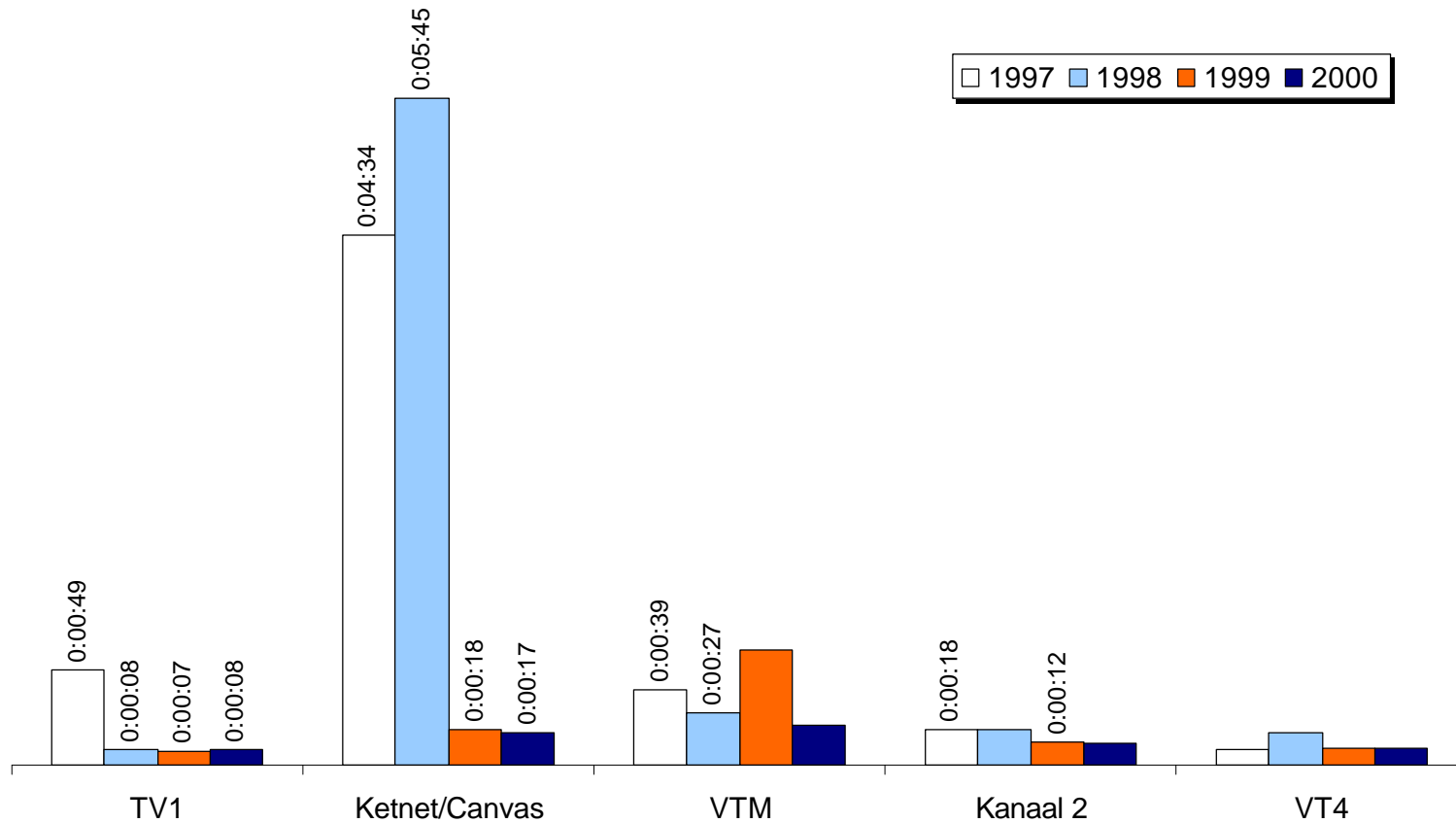
Location

Avg viewing duration (min)



Housestyle

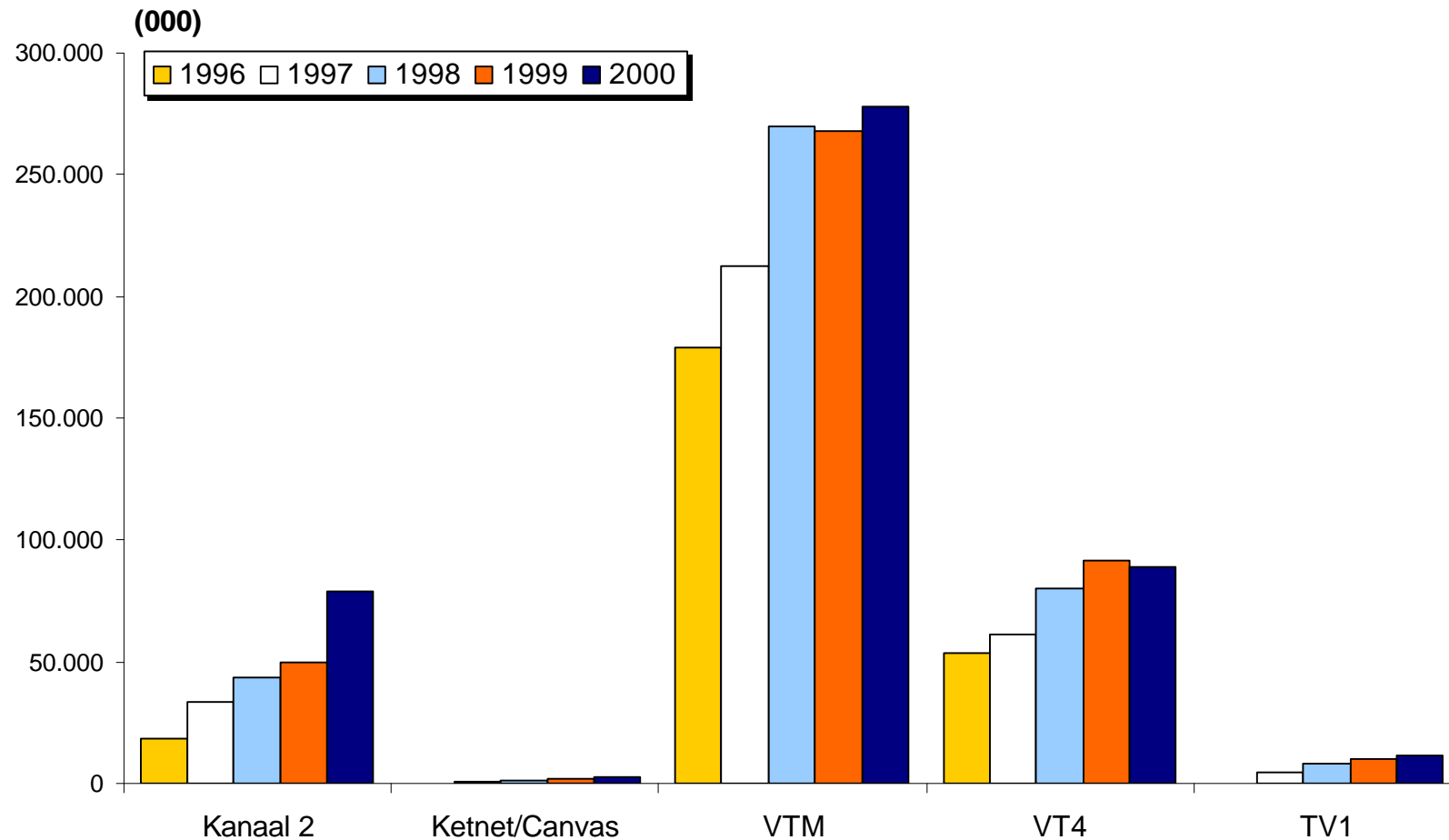
Avg viewing duration (min)



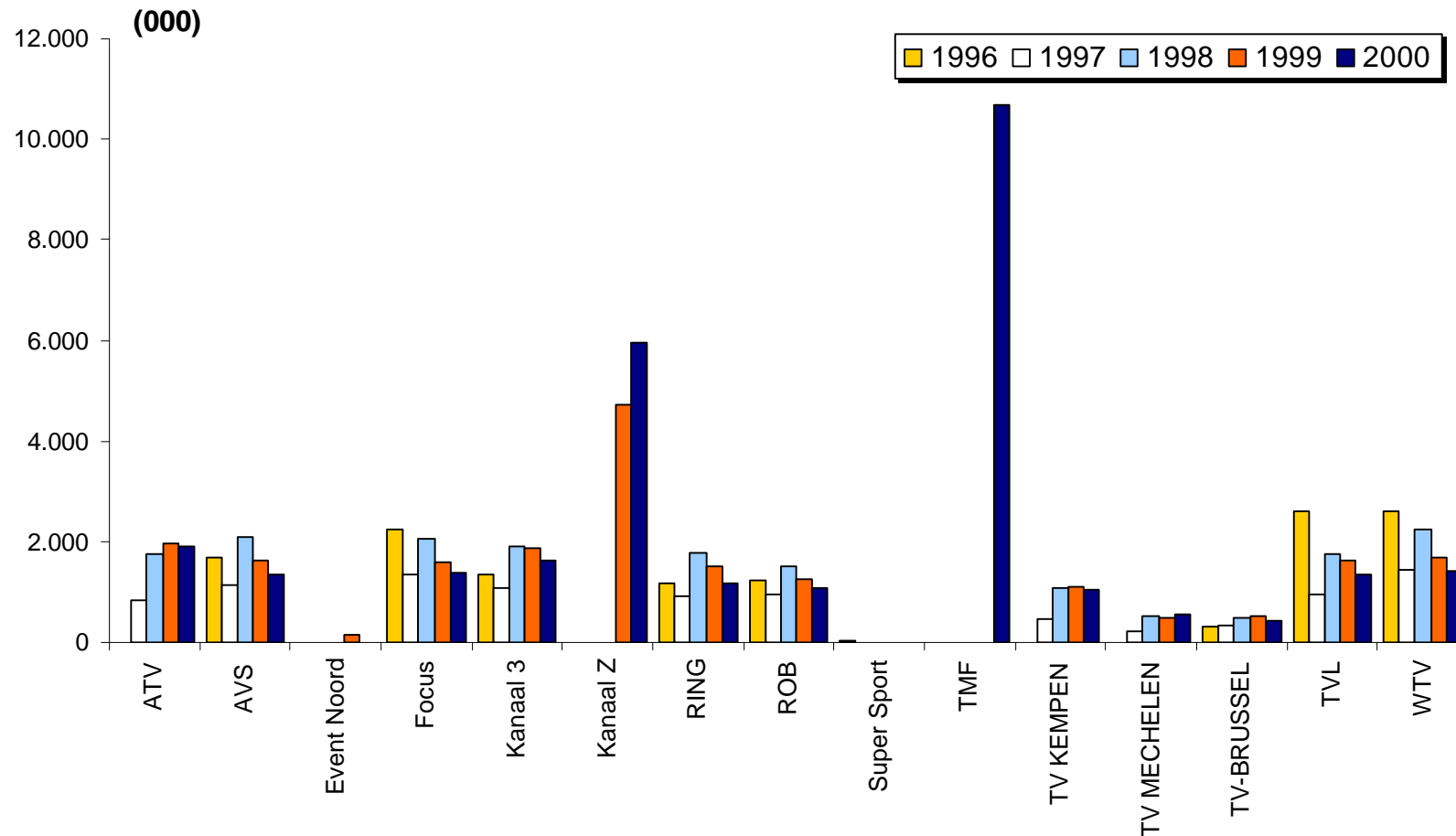
3.6. Media Investments

All Television

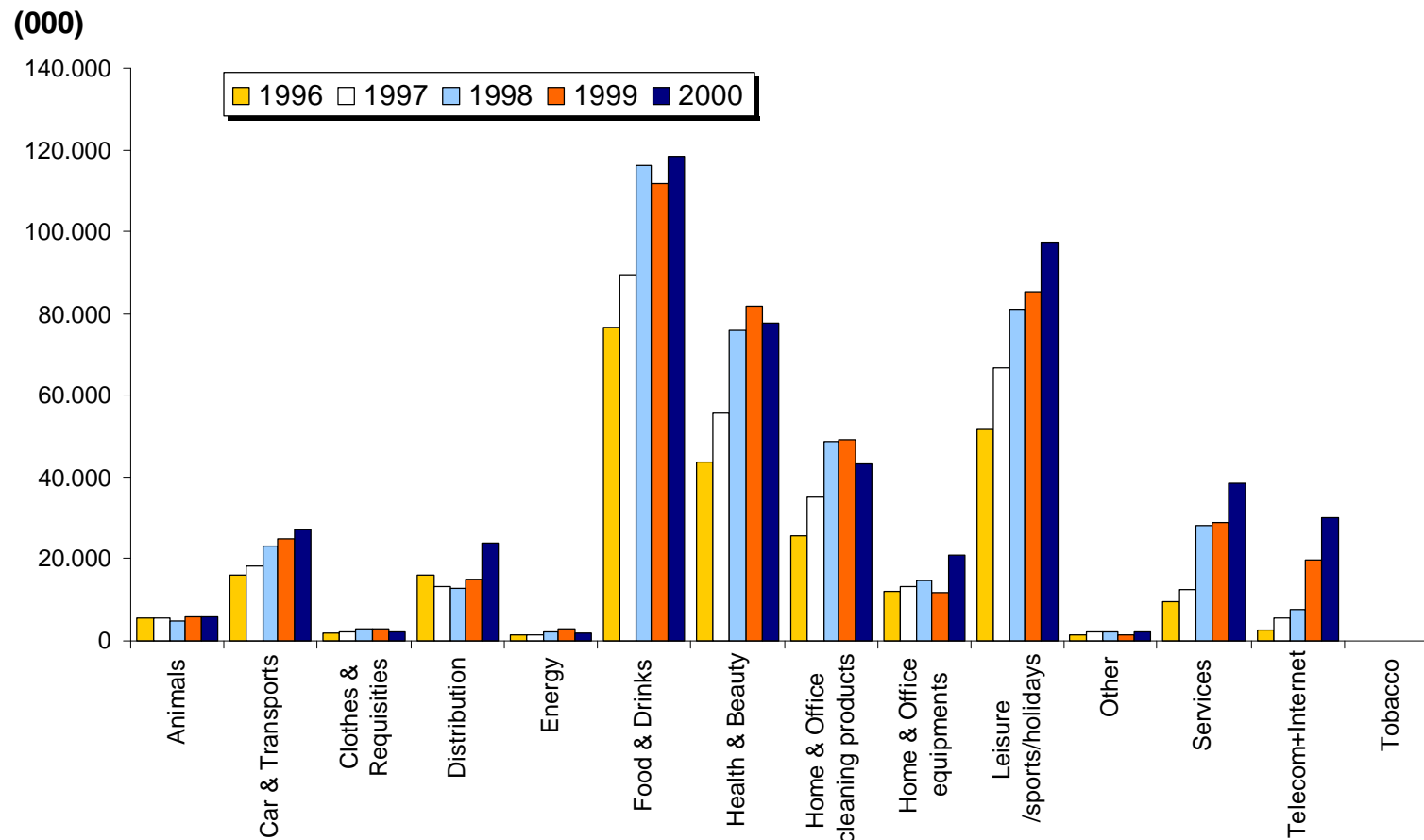
By Channel (1) - In Space Value (Euros)



All Television By Channel (2) - In Space Value (Euros)

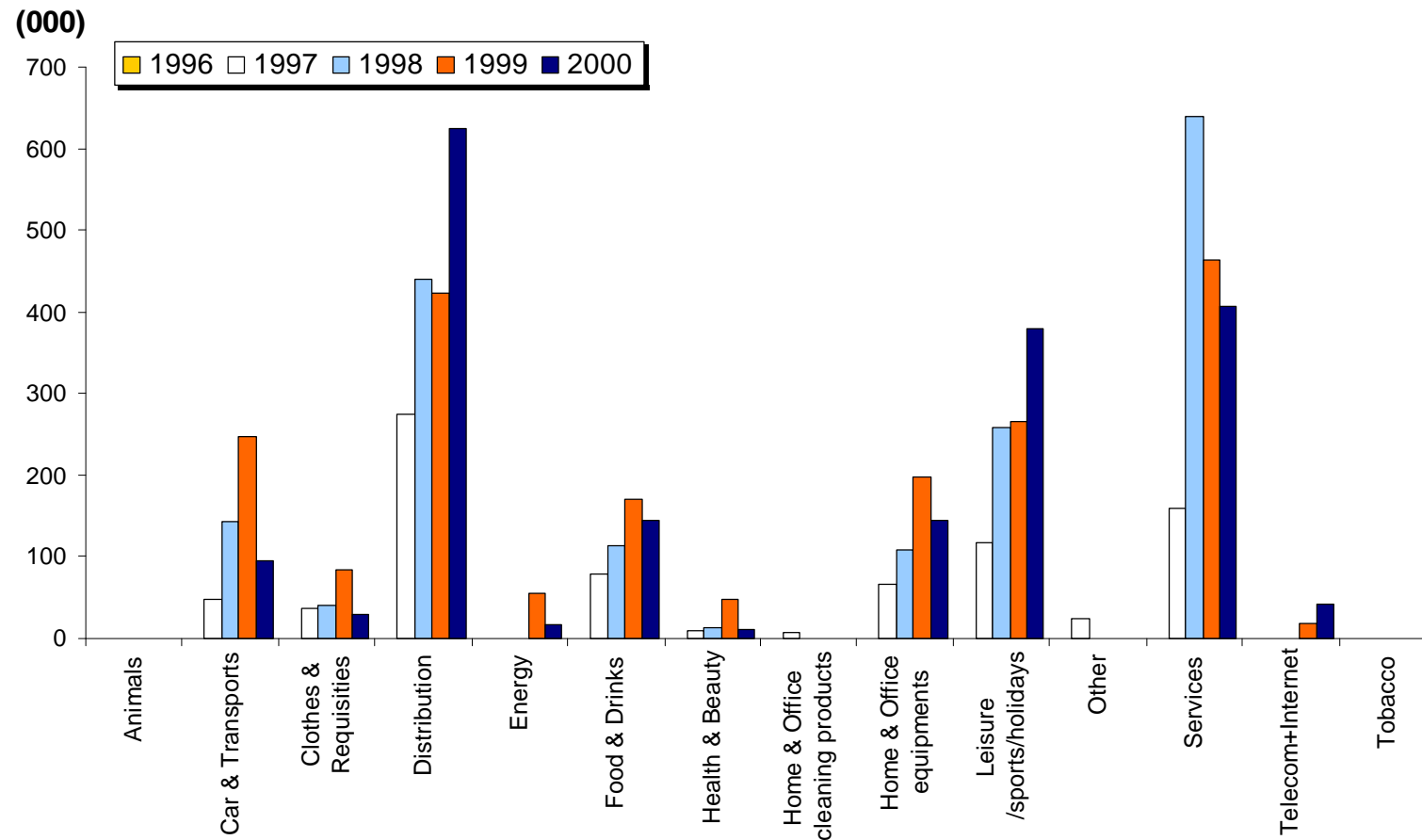


All Television By Sector - In Space Value (Euros)



ATV

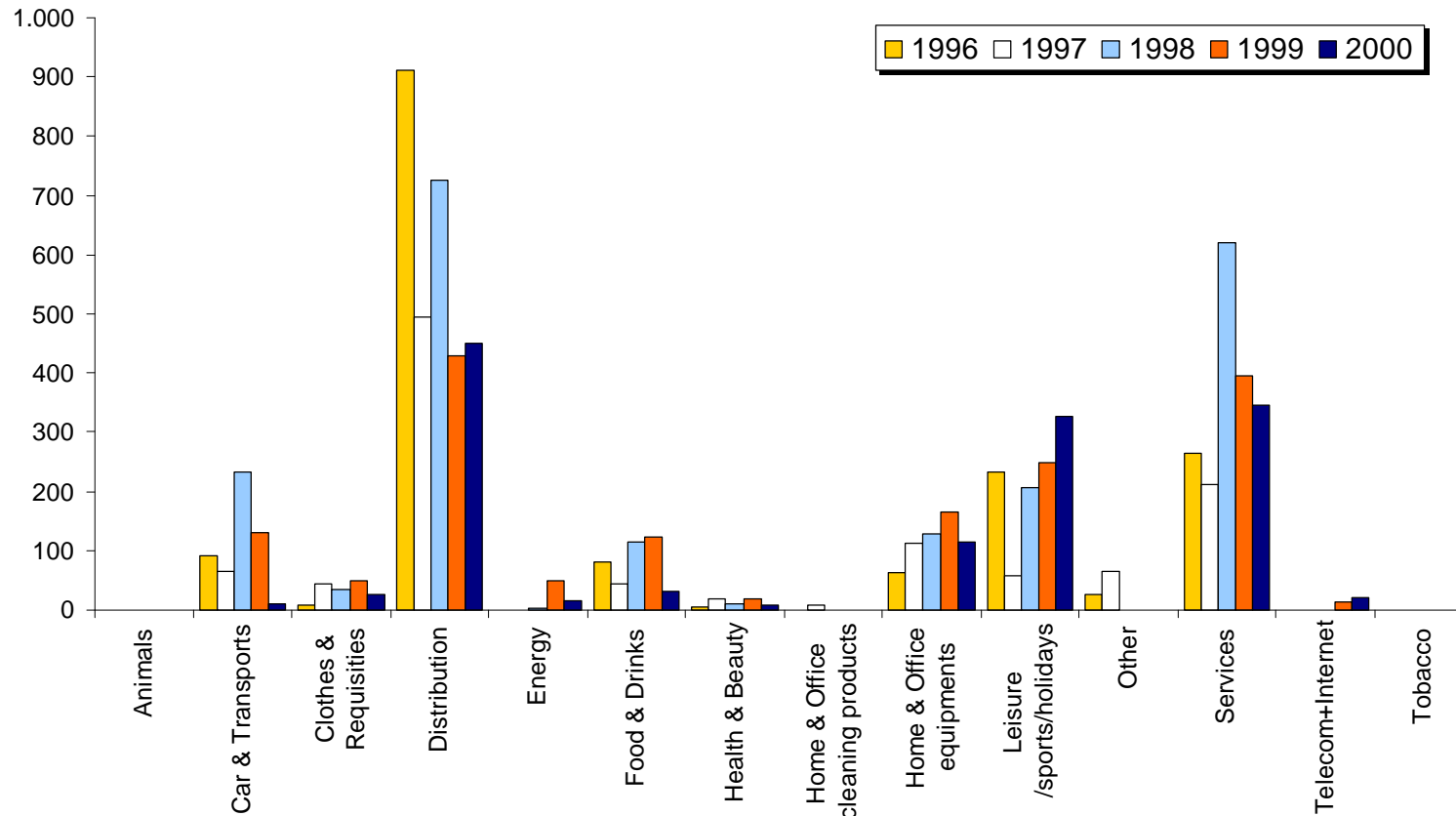
By Channel and Sector - In Space Value (Euros)



AVS

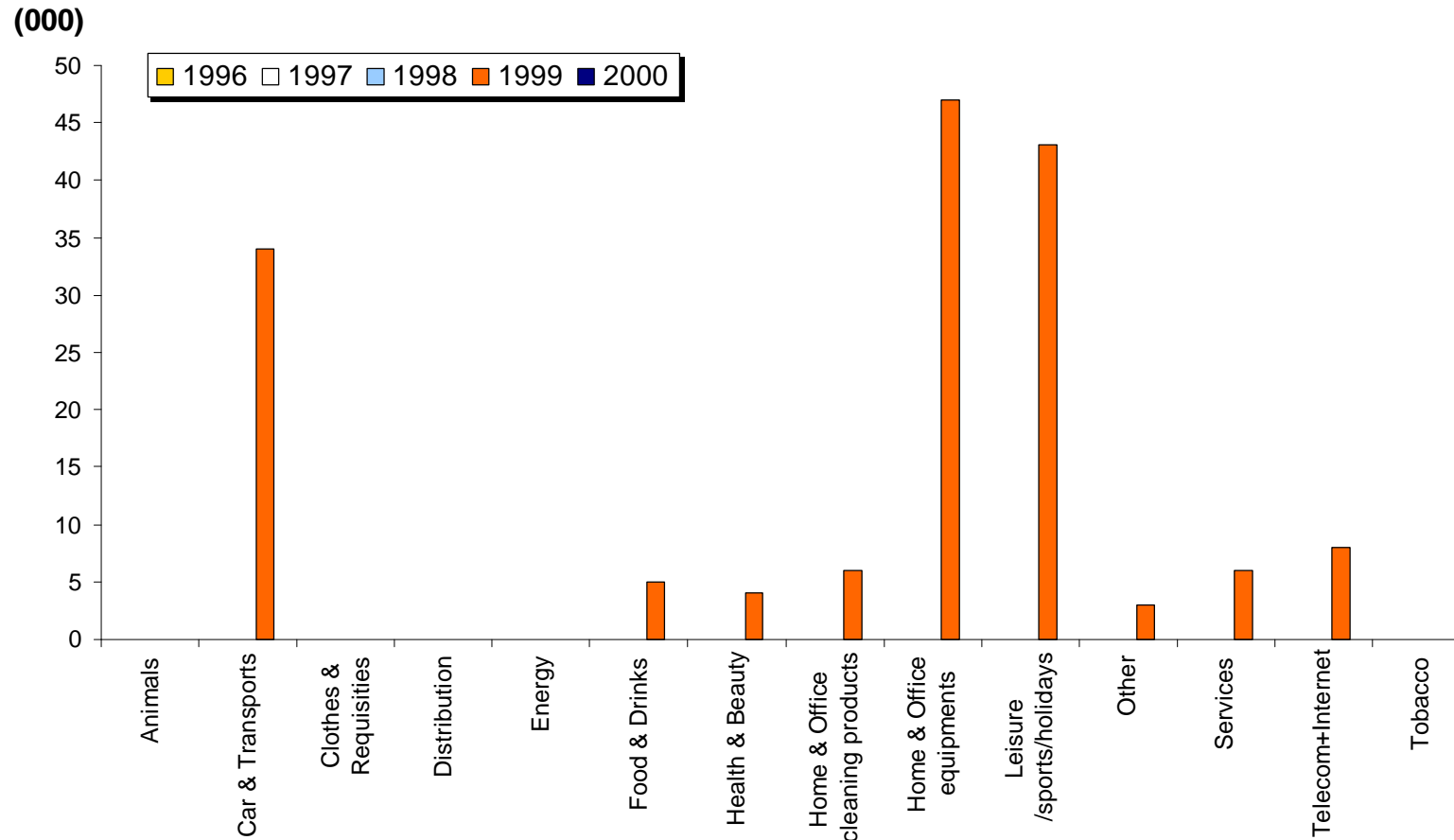
By Channel and Sector - In Space Value (Euros)

(000)



Event Noord

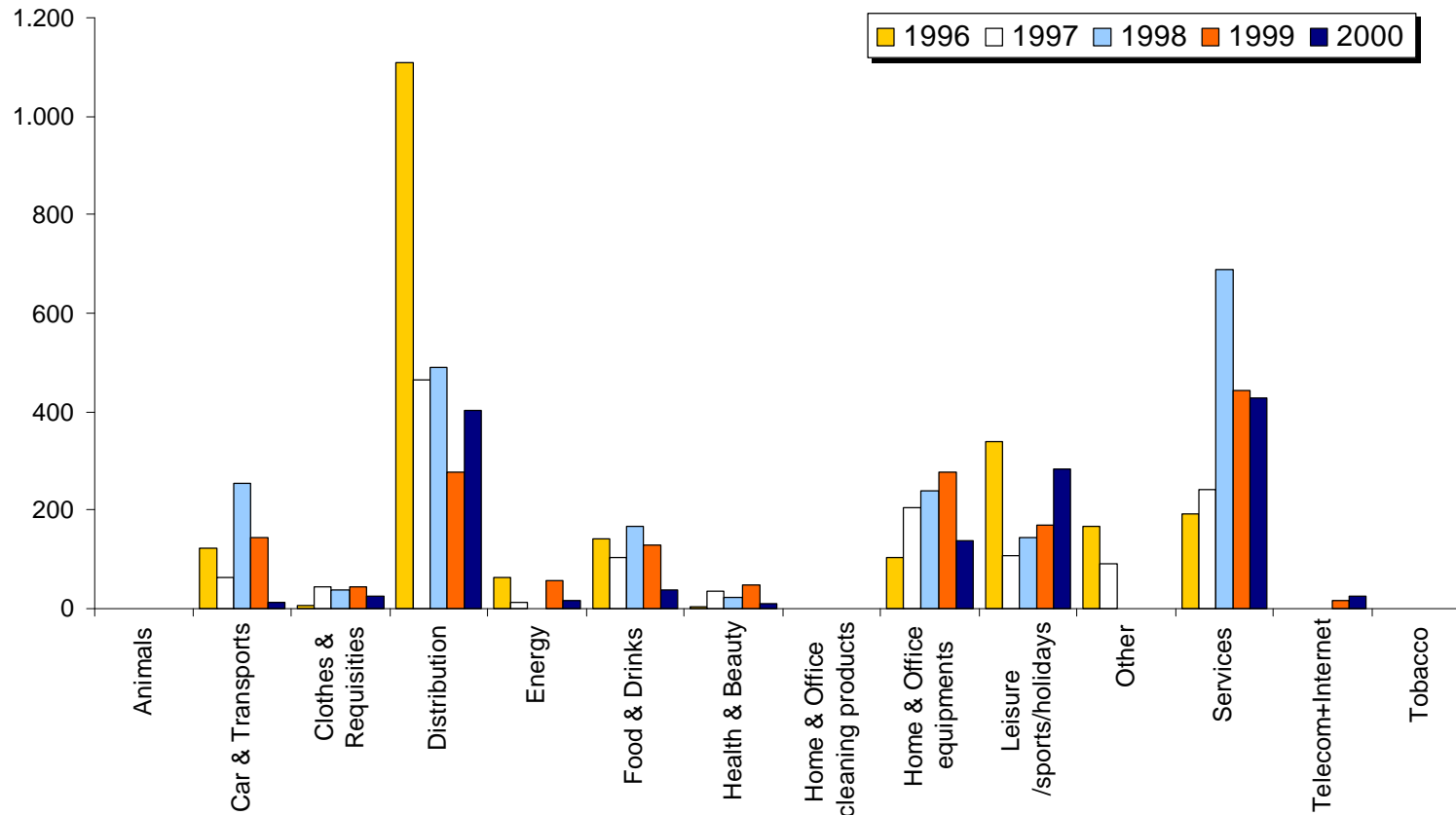
By Channel and Sector - In Space Value (Euros)



Focus

By Channel and Sector - In Space Value (Euros)

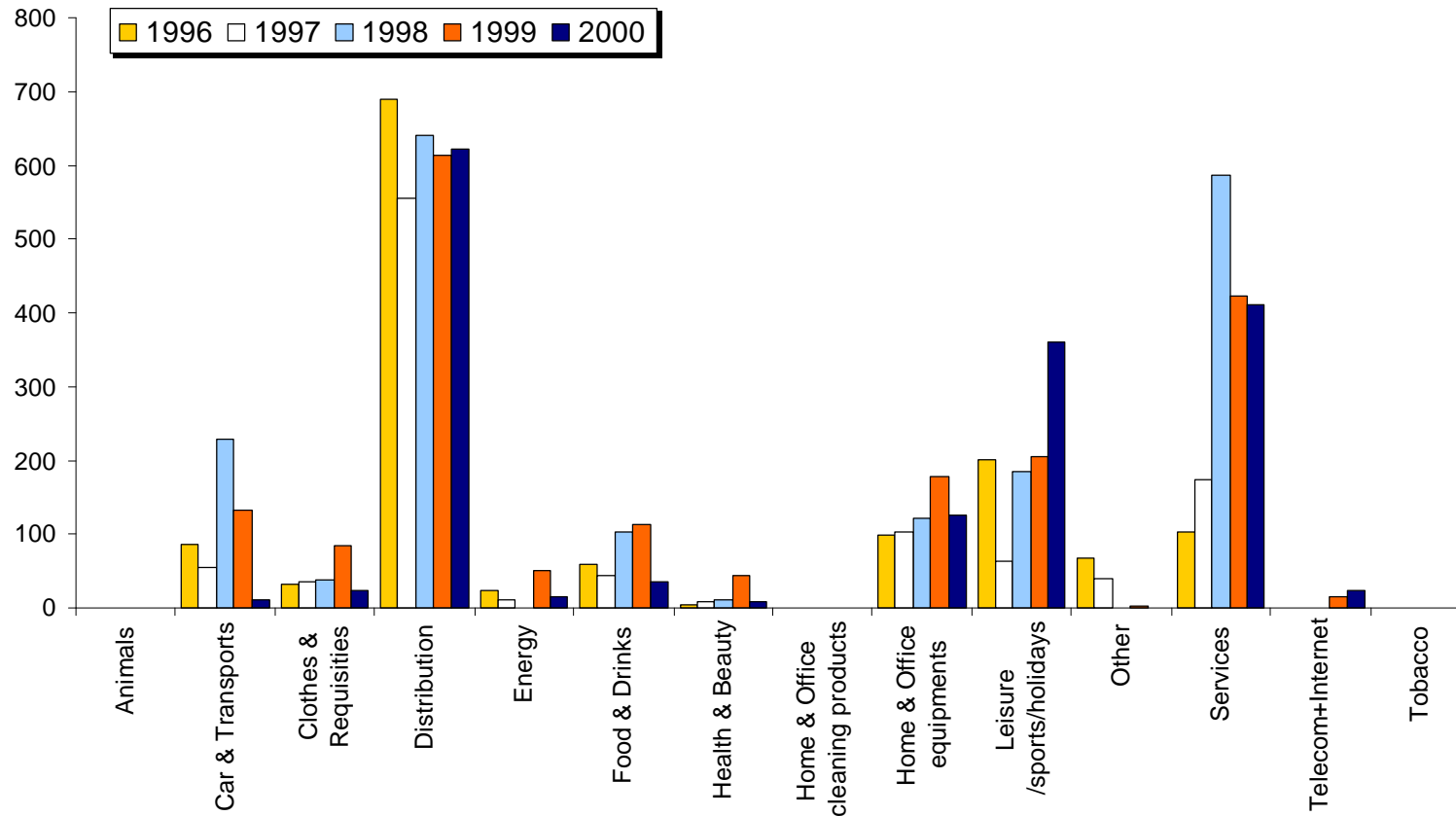
(000)



Kanaal 3

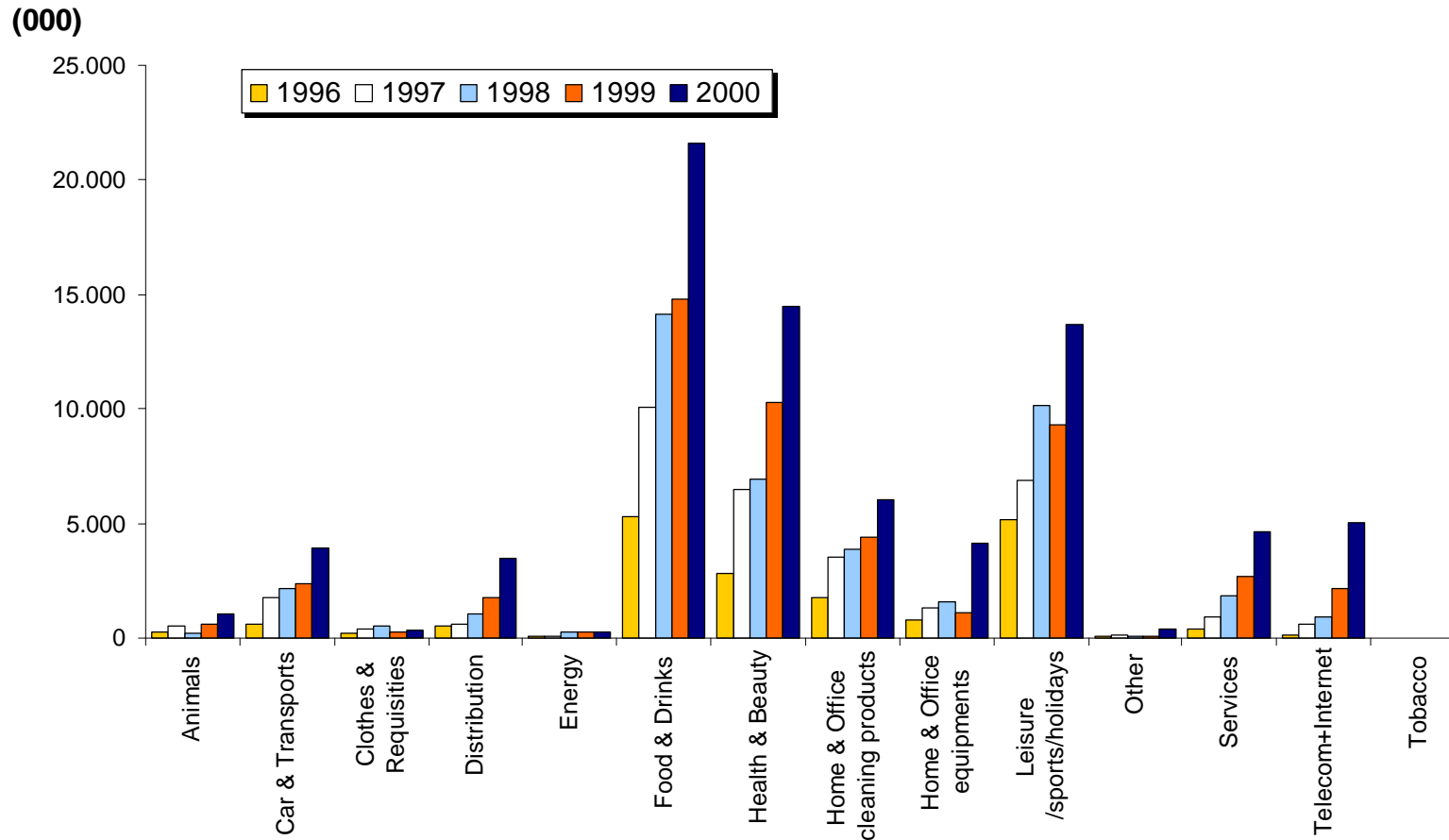
By Channel and Sector - In Space Value (Euros)

(000)



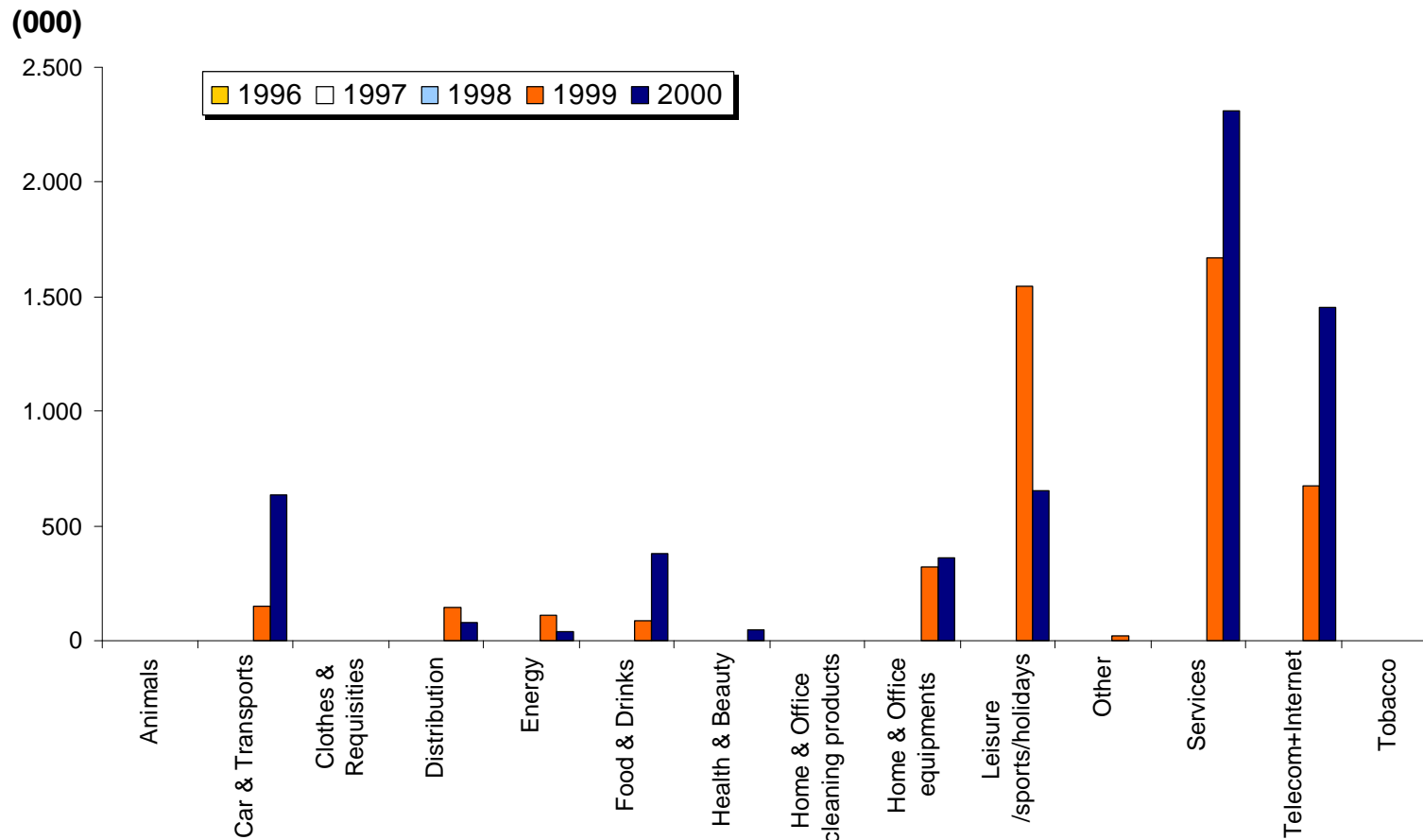
Kanaal 2

By Channel and Sector - In Space Value (Euros)



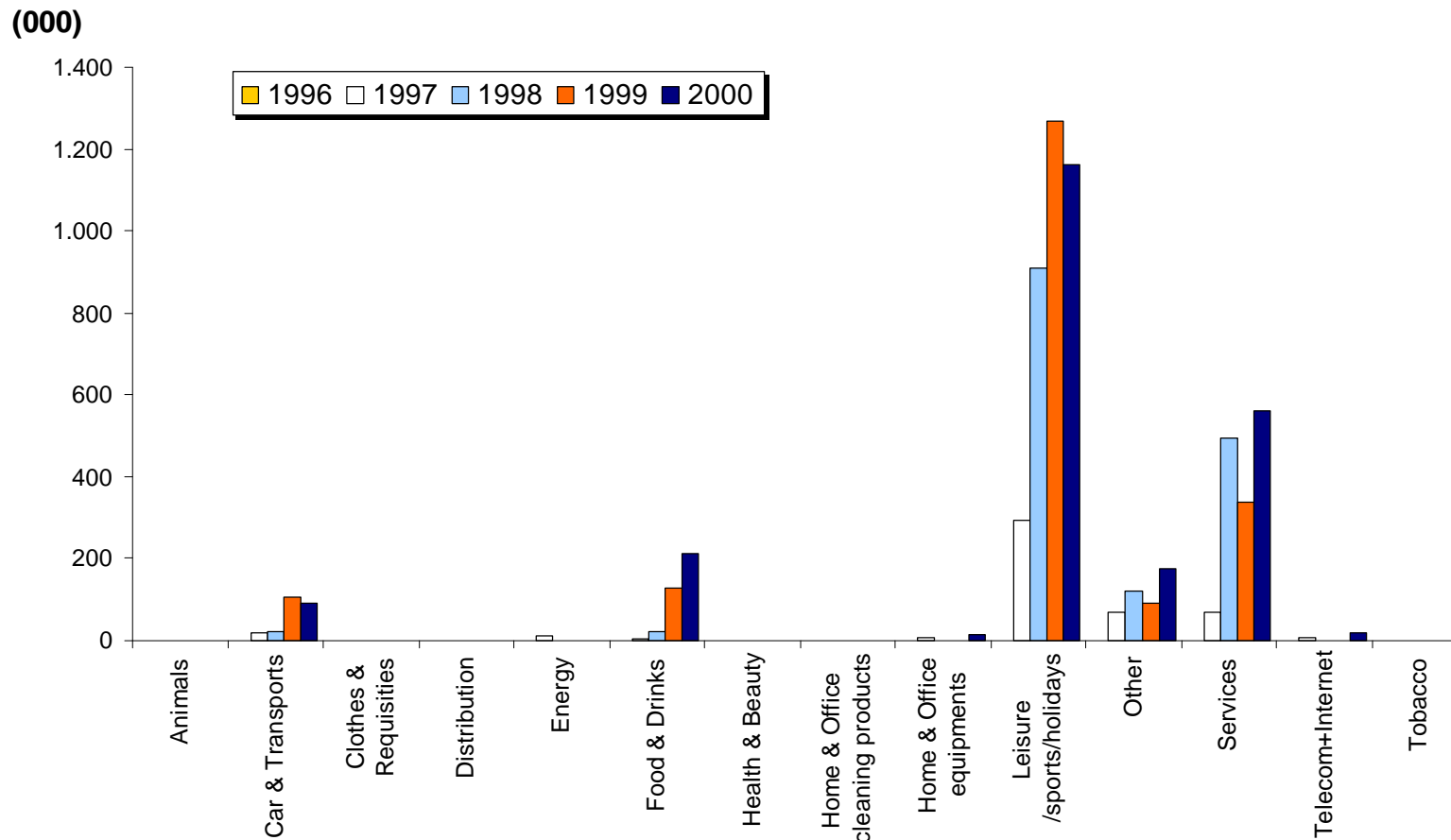
Kanaal Z

By Channel and Sector - In Space Value (Euros)



Ketnet/Canvas

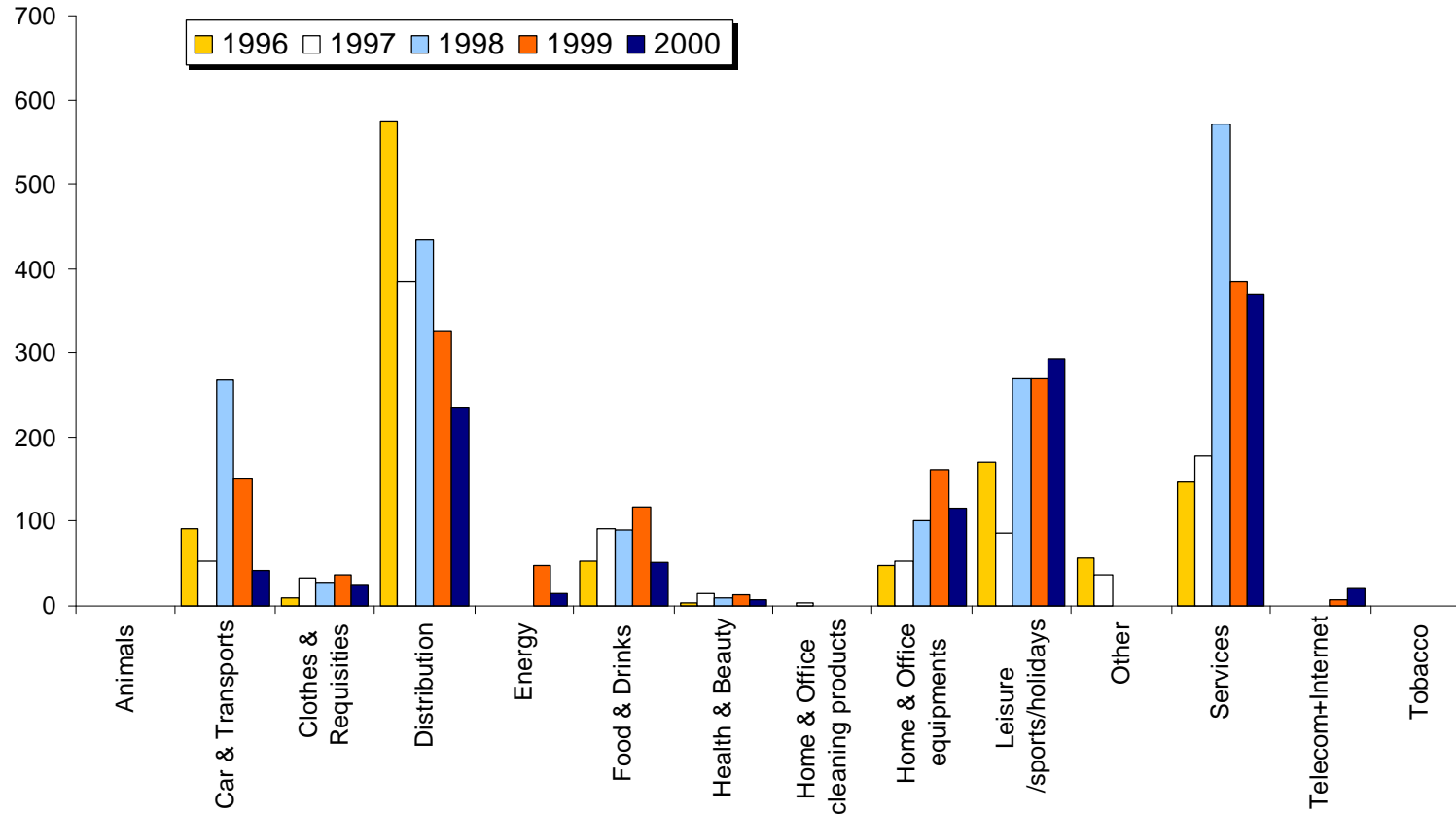
By Channel and Sector - In Space Value (Euros)



Ring

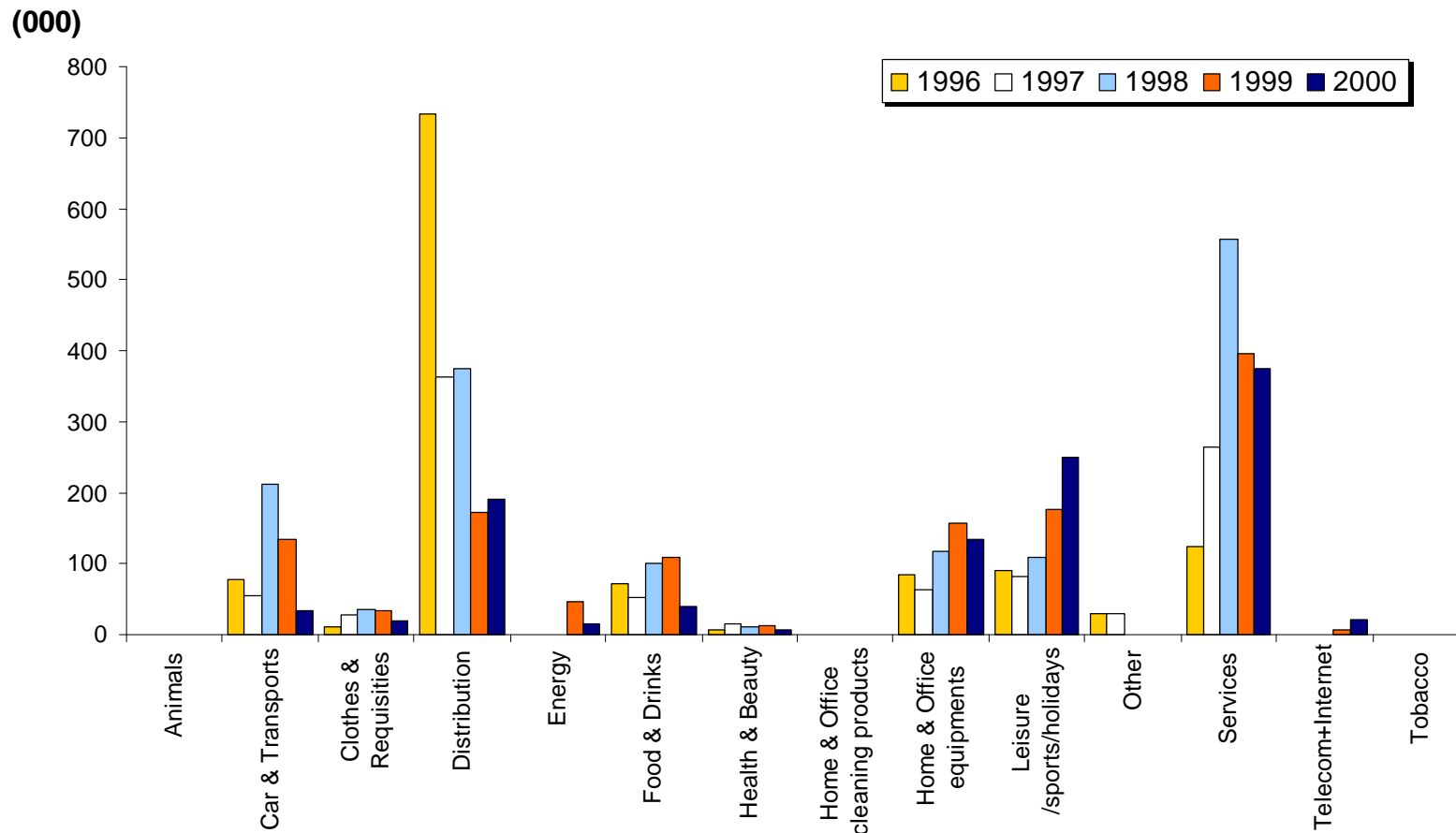
By Channel and Sector - In Space Value (Euros)

(000)



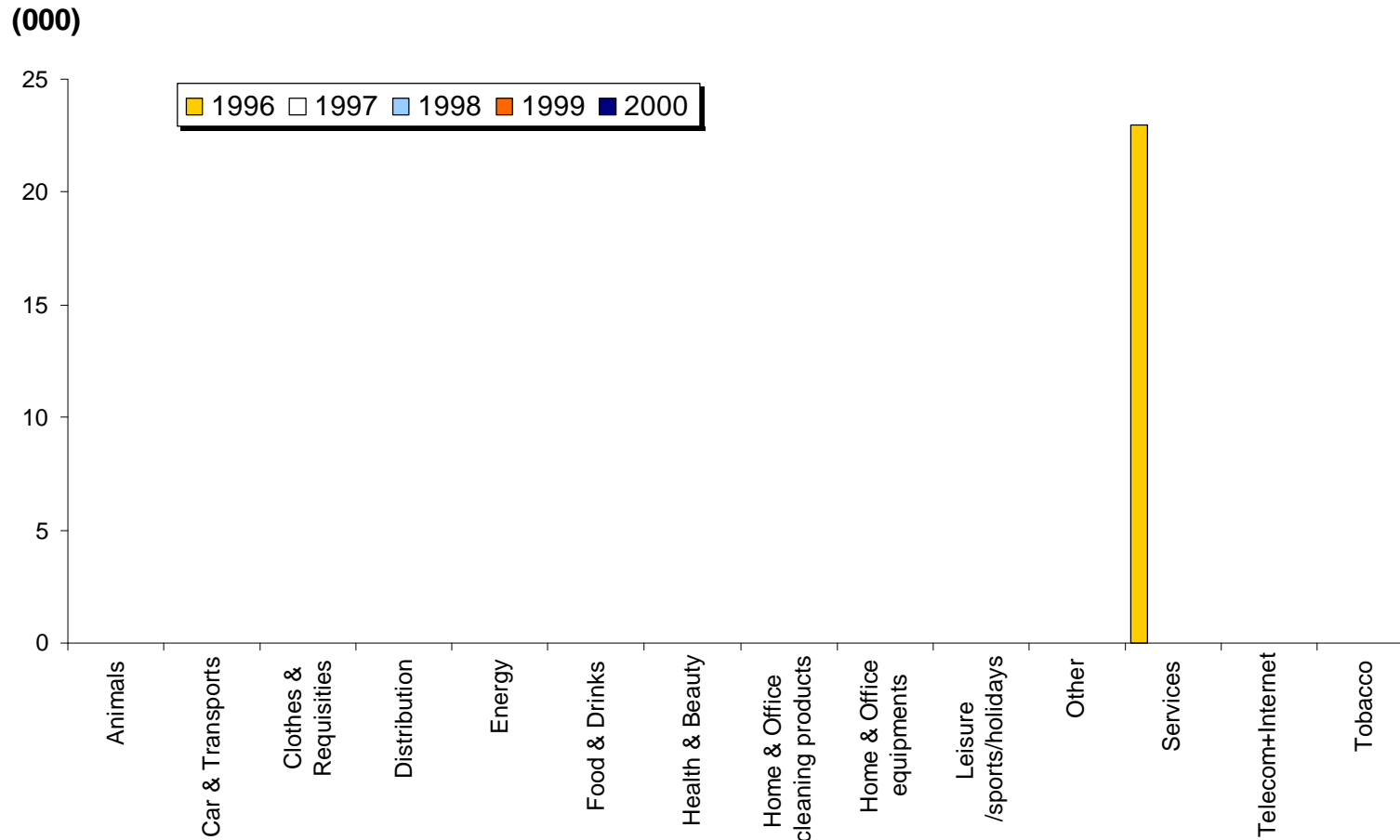
ROB

By Channel and Sector - In Space Value (Euros)



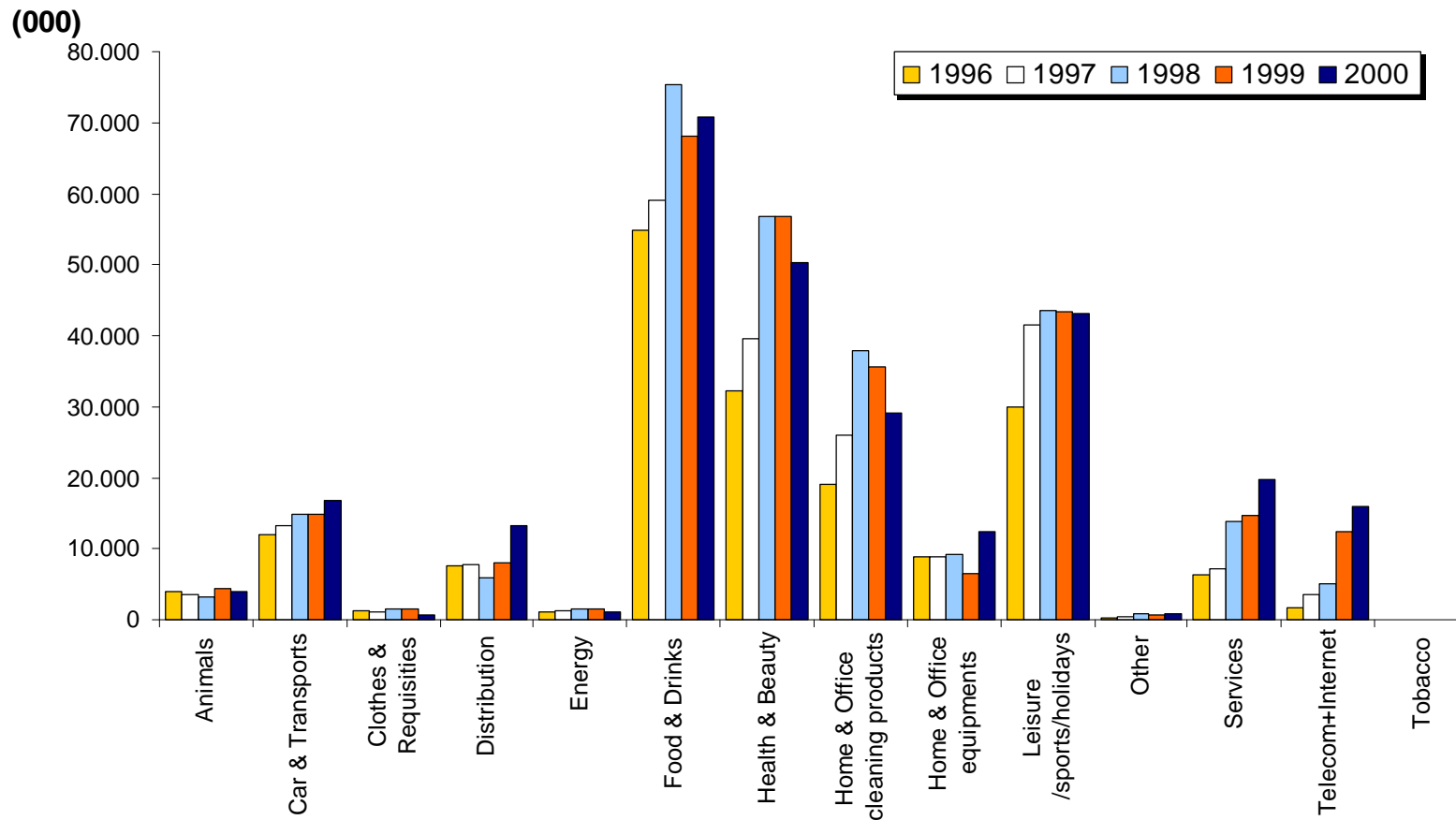
Supersport

By Channel and Sector - In Space Value (Euros)



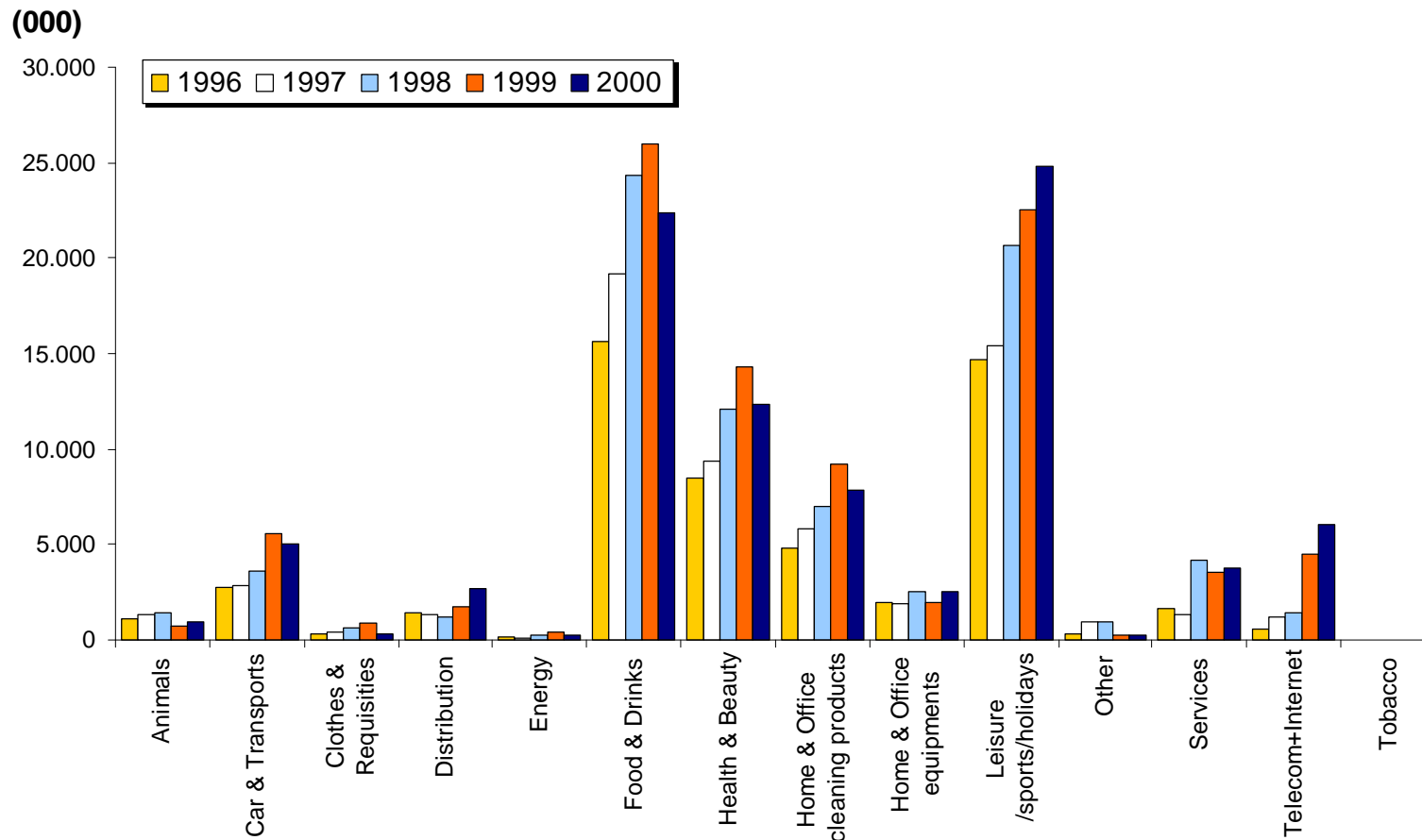
VTM

By Channel and Sector - In Space Value (Euros)



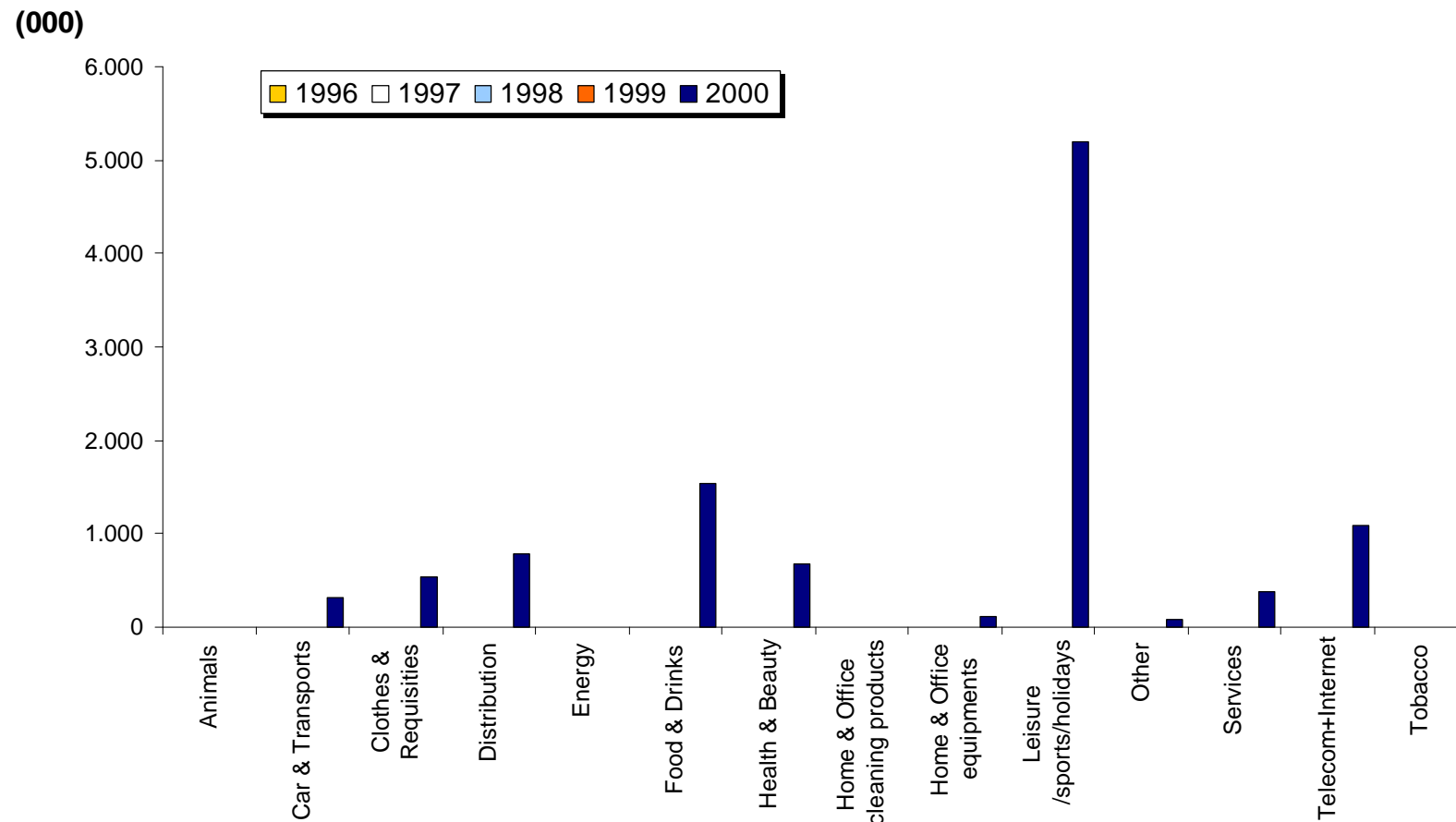
VT4

By Channel and Sector - In Space Value (Euros)



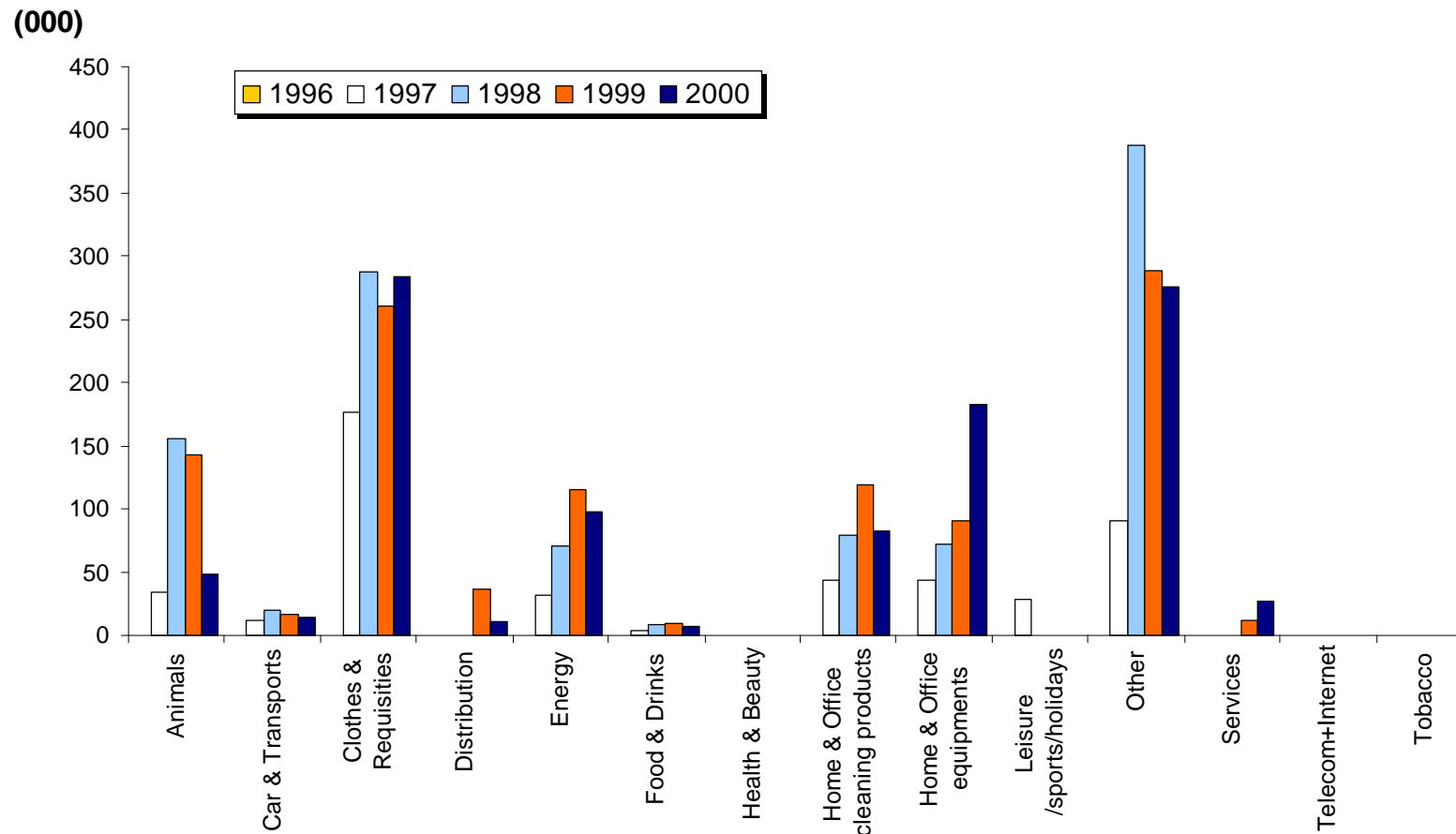
TMF

By Channel and Sector - In Space Value (Euros)



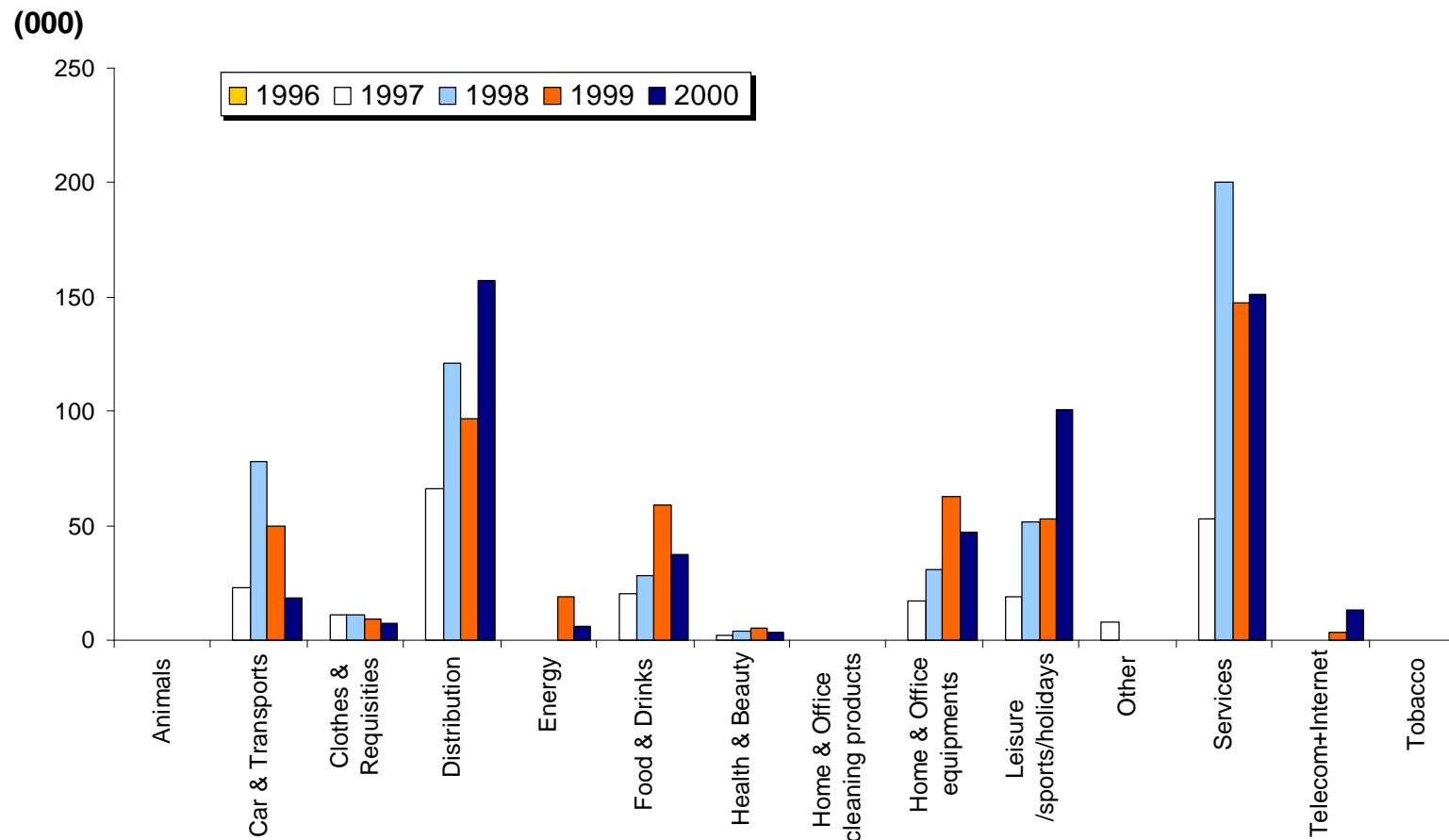
TV Kempen

By Channel and Sector - In Space Value (Euros)



TV Mechelen

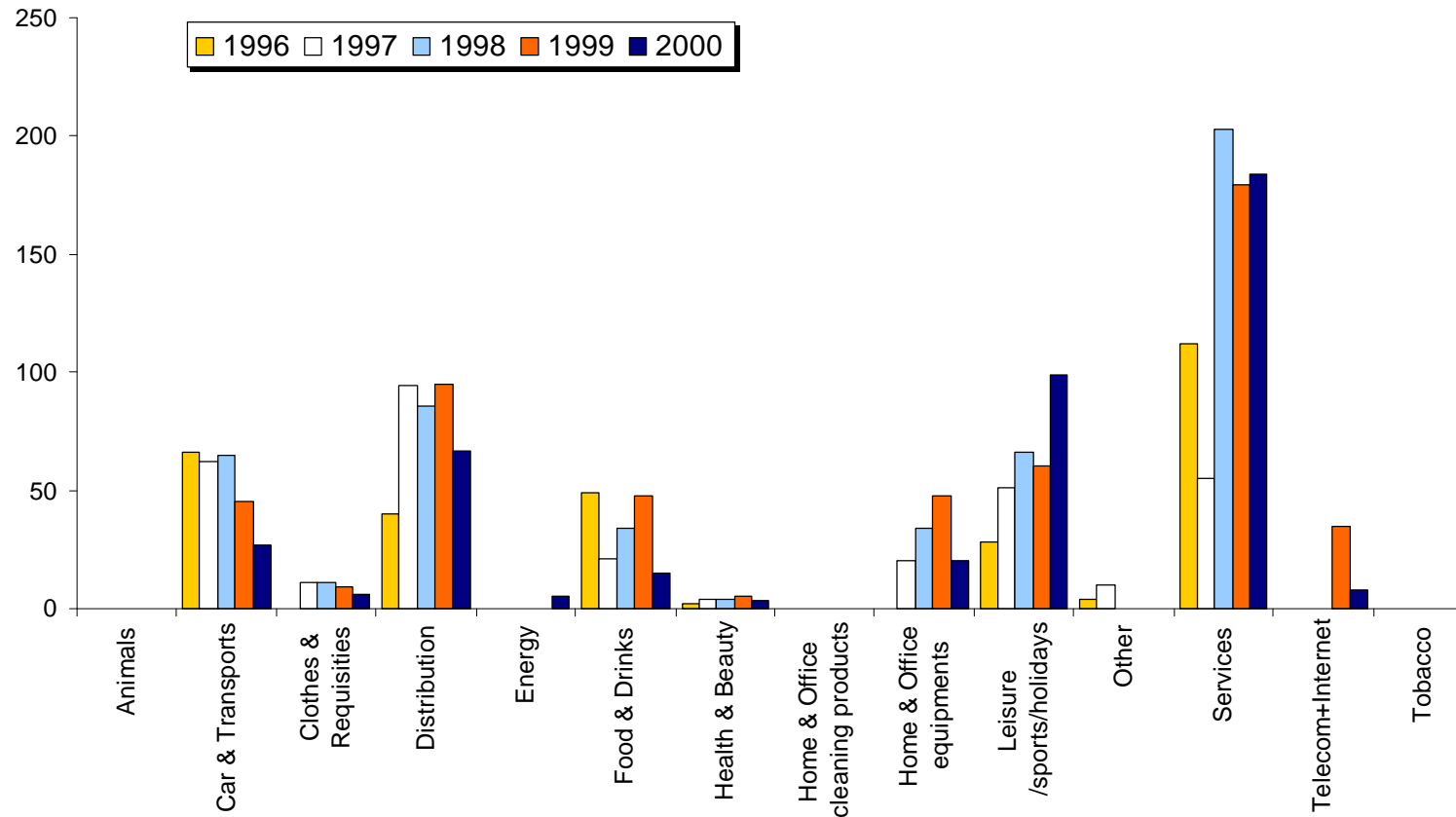
By Channel and Sector - In Space Value (Euros)



TV Brussel

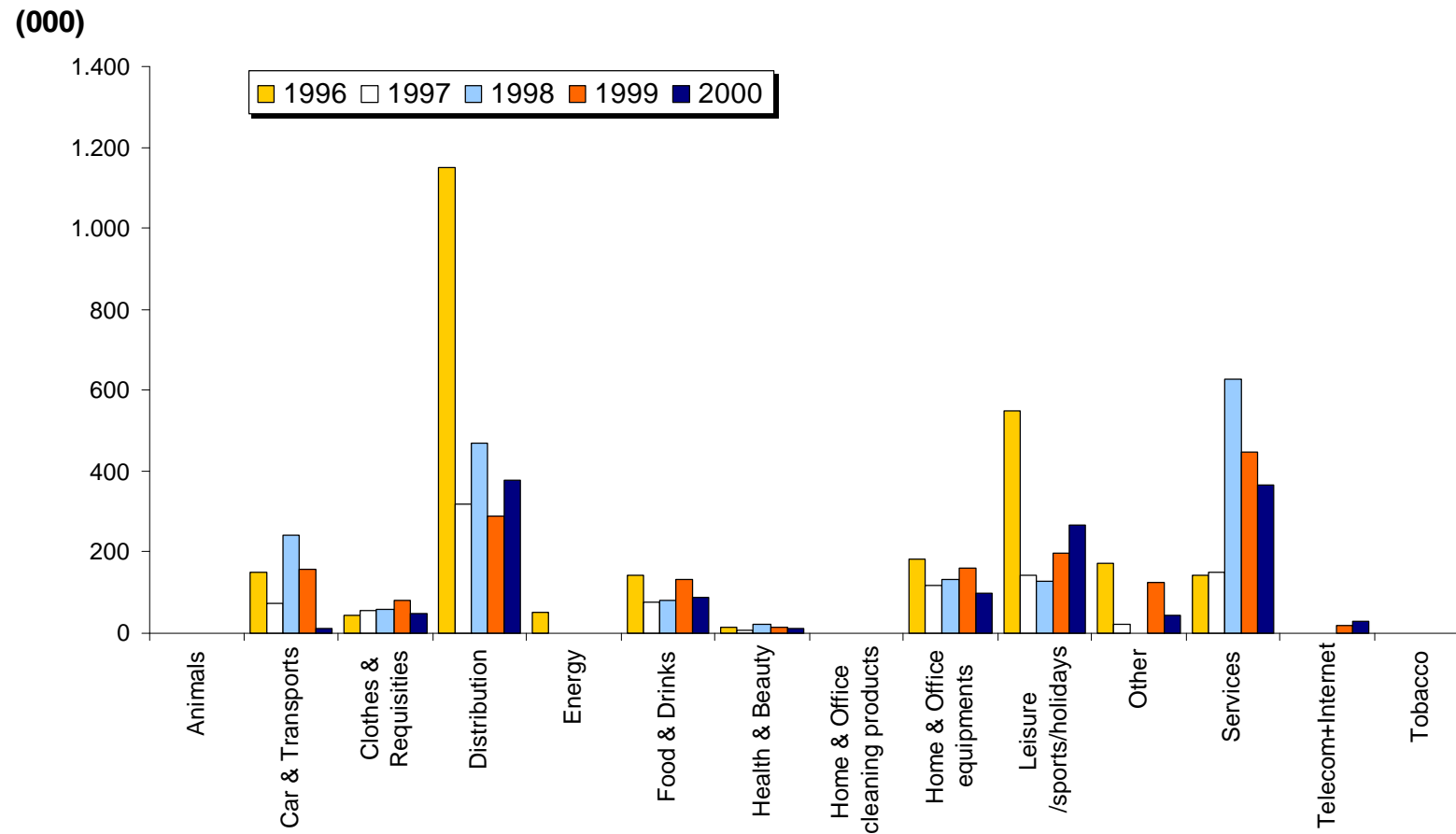
By Channel and Sector - In Space Value (Euros)

(000)



TVL

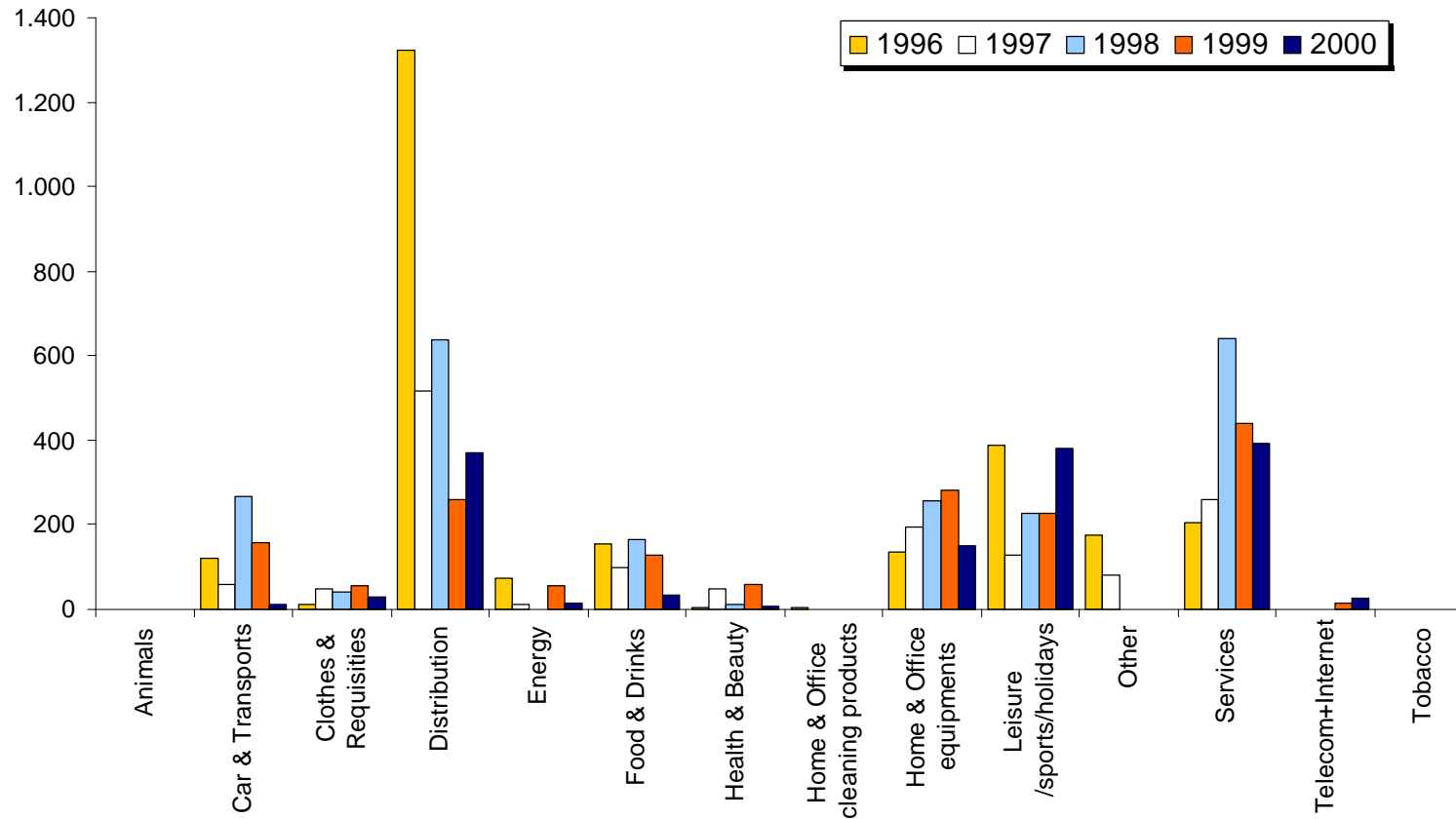
By Channel and Sector - In Space Value (Euros)



WTV

By Channel and Sector - In Space Value (Euros)

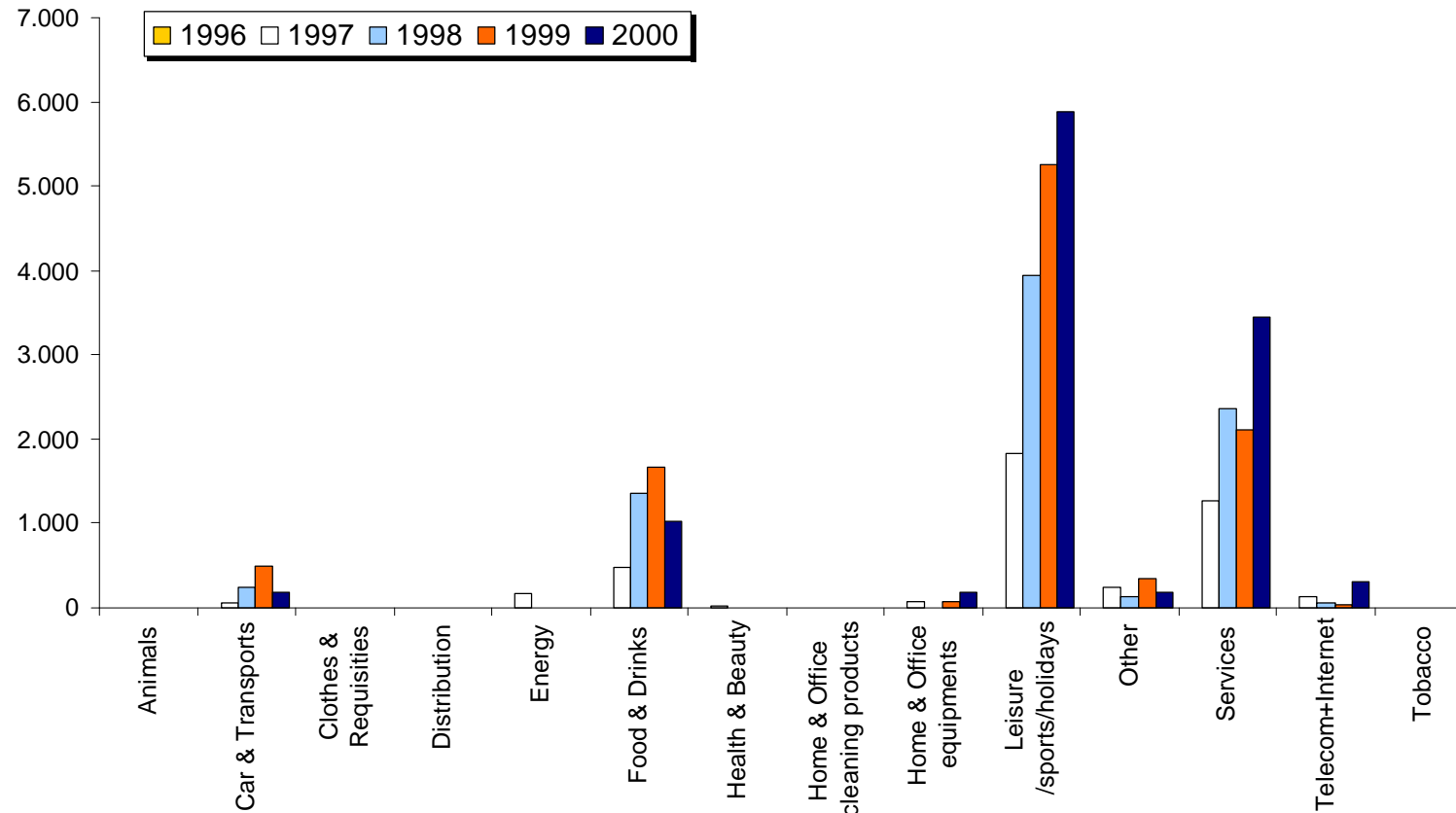
(000)



TV1

By Channel and Sector - In Space Value (Euros)

(000)



By Advertising Type (Main channels) In Space Value (Euros)

(000)

	1995	1996	1997	1998	1999	2000
All Advertising	0	0	311.649	403.188	421.213	459.308
Commercial spots	n.a.	n.a.	308.108	380.101	398.895	436.834
Billboard Spots	n.a.	n.a.	n.a.	15.460	15.850	16.199
Sponsoring spots	n.a.	n.a.	3.541	4.033	2.891	2.095
Self Promotion Spots	n.a.	n.a.	n.a.	3.594	3.577	4.179
Direct Response Spots			measured as commercial spots			
Inserts or Product Placement spots	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.