
TV Sweden

3.1. General indicators

Sweden - TV

Number of subscriptions or connections based on total population

(000)	1996	1997	1998	1999	2000	2001*
Tot. Inhabit.	8.844	8.847	8.854	8.861	8.882	n.a.
Universe 3+	n.a.	n.a.	8.349	8.409	8.519	8.567
TV Housh.**	3.973	3.994	4.000	4.030	4.045	n.a.
Cab. Sub.**	1.800	1.900	1.700	1.733	1.892	n.a.
Satellite**	700	700	900	1.008	769	n.a.

3.2. Advertising categories

Advertising Category : Swedish Definitions - TV (1)

	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Spots :	Normal TV ads	Standard 30". (10", 15", 20", 25"..)
Billboard Spots :	Sign with company name, logo or product shown before or in direct connection to a sponsored program.	voice-over with company/product name. Length 3-15".
Sponsoring Spots :	Breakbumper: A sign with company-/product name shown before or after a break in the sponsored program.	Normally 5"
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	

Advertising Category : Swedish Definitions - TV (2)

	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
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	
TV Shopping Programs :	Programs containing Tv Shopping spots.	Sends off-prime.
TV Shopping Spots :	Spot with product demonstrations aiming to sell.	No standard length.
Direct Response TV Spots :	Commercial which aims to activate the viewer, normally with telephone number	Telephone number

Advertising Category : TV Measurement

	... for audience ?	... for investment ?	Value definition mode ?
Commercial Spots :	Yes	Yes	30"=index 100
Billboard Spots :	Yes	Yes	many different value models
Sponsoring Spots :	Yes	Yes	many different value models
Channel Self Promotion Program :	Yes	No	
Commercial Self Promotion Spots (trailers) :	Yes	No	
TV Shopping Programs :	No	No	
TV Shopping Spots :	No	No	
Direct Response TV Spots :	No	No	Direct respons=commercial spot

TV Sweden

3.3. General information per channel

Types of broadcast - 1996-2001* (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Public - general interest channel	SVT1	1957		General Interest
	Public - general interest channel	SVT2	1969		General Interest
	Private - general interest channel	TV4	1990		General Interest
	Private - general interest channel	TV3	1987		Entertainment (incl. Modern Music)
	Private - general interest channel	Kanal 5	1989		Entertainment (incl. Modern Music)
	Private - thematic channel	ZTV	1991		Entertainment (incl. Modern Music)
	Private - thematic channel	TV8	1997		Fin., News, Docu
	Private - thematic channel	TV6	1994		Action, Nature
	Private - thematic channel	Viasat Sport			Sports
	Private - thematic channel	K-World	2000		General Interest
	Private - thematic channel	TV1000	1989		Entertainment (incl. Modern Music)
	Private - thematic channel	Canal+	1985		Entertainment (incl. Modern Music)
	Private - thematic channel	Canal+ Gul	1995		Entertainment (incl. Modern Music)
	Private - thematic channel	Canal+ Blå	1999		Entertainment (incl. Modern Music)
	Private - thematic channel	TV 1000 Cinema	1995		Entertainment (incl. Modern Music)

Types of broadcast - 1996-2001*

Regional Channels With Nordic/Local feeds	Status	Names	Active Period		Channel Type
			Founded	Ended**	
	Private - thematic	Eurosport	1993		Sports
	Private - thematic	MTV	1987		Music
	Private - thematic channel	Discovery	1989		General Interest
	Private - thematic channel	CNBC	1996		News
	Private - thematic channel	Fox Kids	1996		Entertainment (incl. Modern Music)
	Private - thematic channel	Nickelodeon	1993		Entertainment (incl. Modern Music)
	Private - thematic channel	Animal Planet	1997		Documentaries

Types of broadcast - 1996-2001*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Overspilling Channels	Public - general interest	DRTV1 - Denmark	1952		General Interest
	Public - general interest channel	DRTV2 - Denmark	1996		General Interest
	Private - general interest channel	TV3 - Denmark	1987		General Interest
	Public - general interest channel	kanal 2 - Denmark	1988		General Interest
	Public - general interest channel	NRK1 - Norway	1960		General Interest
	Public - general interest channel	NRK2 - Norway	1996		General Interest
	Private - general interest channel	TV3 - Norway	1987		General Interest
	Private - general interest channel	MTV3 - Finland	1957		General Interest
	Private - general interest channel	Norsk TV2 - Norway	1992		
	Public - general interest channel	YLE1 - Finland	1958		General Interest
	Public - general interest channel	YLE2 - Finland	1956/65		General Interest
	Private - general interest channel	TV Norge - Norway	1988		General Interest
	Public - general interest channel	TV Finland - Finland			General Interest

Types of broadcast - 1996-2001*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pan-European Channels	Private - thematic	Euronews	1993		News
	Private - thematic channel	Cartoon Network	1993		Entertainment (incl. Modern Music)
	Private - thematic channel	CNN International	1987		News
	Private - thematic channel	National Geographic	1997		Documentaries
	Private - thematic channel	Travel Channel	1994		n.a.
	Public - general interest channel	BBC World	1995		News
	Public - general interest channel	TV5	1983		General Interest
	Private - thematic channel	VH1	1994		Music

Types of broadcast - 1996-2001*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Public - general interest	Deutsche Welle			General Interest
	Private - thematic channel	Children's Channel			Entertainment (incl. Modern Music)
	Private - thematic channel	Hallmark			Entertainment (incl. Modern Music)
	Private - thematic channel	Muzzik	1996		Classical Music
	Private - thematic channel	PRO7	1989		General Interest
	Public - general interest channel	Rai Uno	1954		General Interest
	Private - general interest channel	RTL TV	1984		General Interest
	Private - general interest channel	RTL2	1993		General Interest
	Private - general interest channel	SAT1	1985		General Interest
	Public - general interest channel	3SAT	1984		General Interest
	Private - thematic channel	Sky News			News
	Private - thematic channel	Sport Extreme			Sports
	Private - thematic channel	TCM	1993		Entertainment (incl. Modern Music)
	Public - general interest channel	TVE	1965		General Interest
	Public - general interest channel	BBC Prime			General Interest
	Private - general interest channel	VOX	1993		General Interest
	Public - general interest channel	ZDF	1963		General Interest
	Private - thematic channel	E!	1990		Entertainment (incl. Modern Music)

Types of broadcast - 1996-2001*

Domestic Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
SVT1	Analogical	Hertzian	Cable	
SVT2	Analogical	Hertzian	Cable	
TV4	Analogical	Hertzian	Cable	
TV3	Analogical	Satellite	Cable	
Kanal 5	Analogical	Satellite	Cable	
ZTV	Analogical	Satellite	Cable	Music
TV8	Analogical	Satellite	Cable	Business, news and documentary
TV6	Analogical	Satellite	Cable	Nature and action
Viasat Sport	Analogical	Satellite	Cable	
K-World	Numerical	TV Cable	Digital Packages	
TV1000	Numerical	TV Cable	Digital Packages	
Canal+	Numerical	TV Cable	Digital Packages	
Canal+ Gul	Numerical	TV Cable	Digital Packages	
Canal+ Blå	Numerical	TV Cable	Digital Packages	
TV 1000 Cinema	Numerical	TV Cable	Digital Packages	

Types of broadcast - 1996-2001*

Regional Channels - With Nordic/Local feeds

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
Eurosport	Analogical	Satellite	Cable	
MTV	Analogical	Satellite	Cable	Music
Discovery	n.a.	Satellite	Cable	Documentaries, adventure
CNBC	n.a.	Satellite	Cable	News
Fox Kids	n.a.	Satellite	Cable	Kids TV
Nickelodeon	n.a.	Satellite	Cable	Kids TV
Animal Planet	n.a.	Satellite	Cable	Adventure, Nature

Types of broadcast - 1996-2001*

Overspilling Channels

Names	Transmission Mode		Main Reception Mode
	Connection	Transmission	
DRTV1 - Denmark	na.	Hertzian	n.a.
DRTV2 - Denmark	na.	Hertzian	n.a.
TV3 - Denmark	na.	Cable Satellite	n.a.
kanal 2 - Denmark	na.	Hertzian	n.a.
NRK1 - Norway	na.	Hertzian	n.a.
NRK2 - Norway	na.	Hertzian	n.a.
TV3 - Norway	na.	Cable Satellite	n.a.
MTV3 - Finland	na.	Cable Satellite	n.a.
Norsk TV2 - Norway	na.	Hertzian	n.a.
YLE1 - Finland	na.	Cable Satellite	n.a.
YLE2 - Finland	na.	Cable Satellite	n.a.
TV Norge - Norway	na.	Cable Satellite	n.a.
TV Finland - Finland	na.	Cable Satellite	n.a.

Types of broadcast - 1996-2001*

Pan-European channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
Euronews	n.a.	Cable Satellite	n.a.	News
Cartoon Network	n.a.	Satellite	n.a.	Kids TV
CNN International	n.a.	Cable Satellite	n.a.	News
National Geographic	n.a.	Cable Satellite	n.a.	Nature, Documentaries
Travel Channel	n.a.	n.a.	n.a.	Nature, Adventure
BBC World	n.a.	Satellite	n.a.	News
TV5	n.a.	Cable Satellite	n.a.	French channel
VH1	n.a.	Satellite	n.a.	Music

Types of broadcast - 1996-2001*

Other channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception
	Connection	Transmission		
Deutsche Welle	numeric	n.a.	Digital Packages	German
Children's Channel	numeric	n.a.	Digital Packages	Kids TV
Hallmark	numeric	n.a.	Digital Packages	Movie Channel
Muzzik	numeric	n.a.	Digital Packages	French
PRO7	numeric	n.a.	Digital Packages	German
Rai Uno	numeric	n.a.	Digital Packages	Italian
RTL TV	numeric	n.a.	Digital Packages	German
RTL2	numeric	n.a.	Digital Packages	German
SAT1	numeric	n.a.	Digital Packages	German
3SAT	numeric	n.a.	Digital Packages	German
Sky News	numeric	n.a.	Digital Packages	News
Sport Extreme	numeric	n.a.	Digital Packages	
TCM	numeric	n.a.	Digital Packages	Classical Movies
TVE	numeric	n.a.	Digital Packages	Spanish channel
BBC Prime	numeric	n.a.	Digital Packages	
VOX	numeric	n.a.	Digital Packages	German Channel
ZDF	numeric	n.a.	Digital Packages	German Channel
E!	numeric	n.a.	Digital Packages	

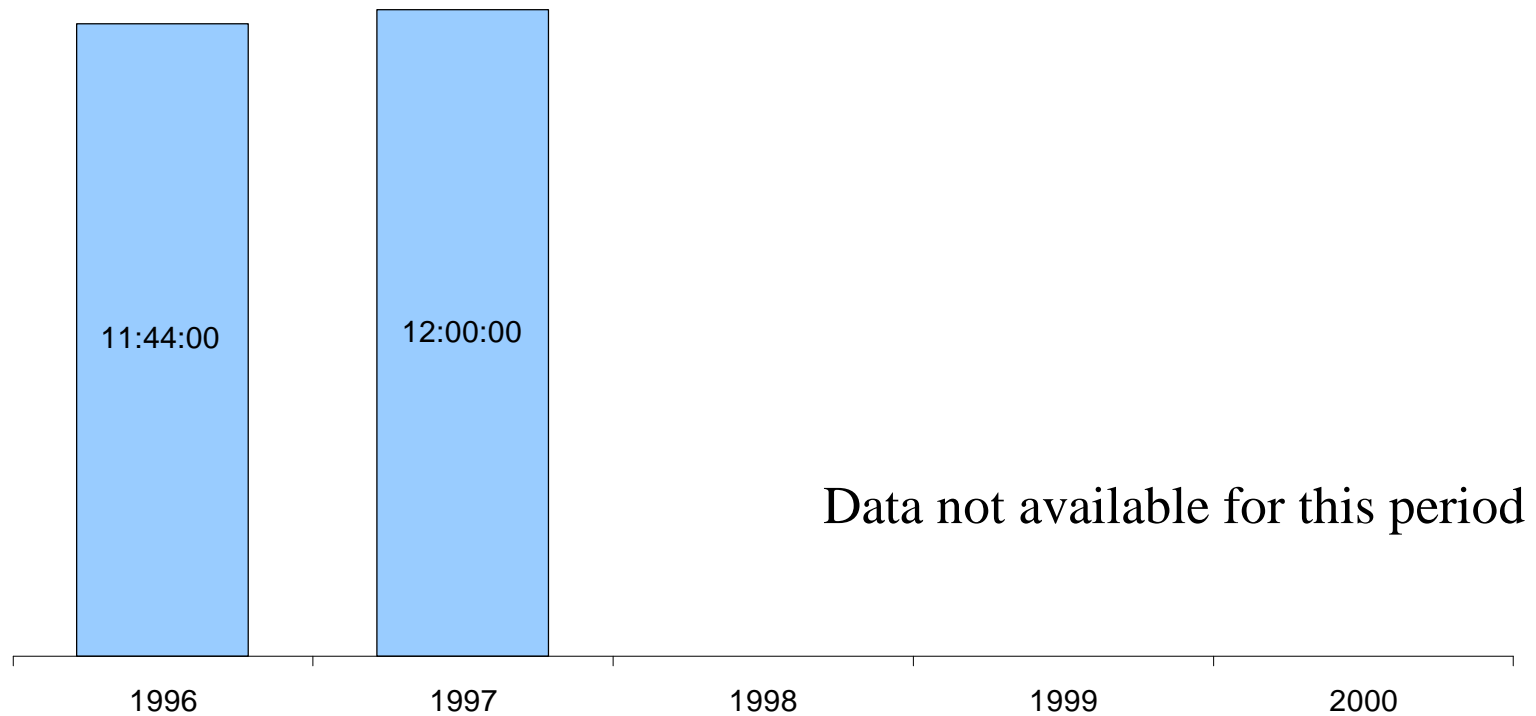
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - SVT 1



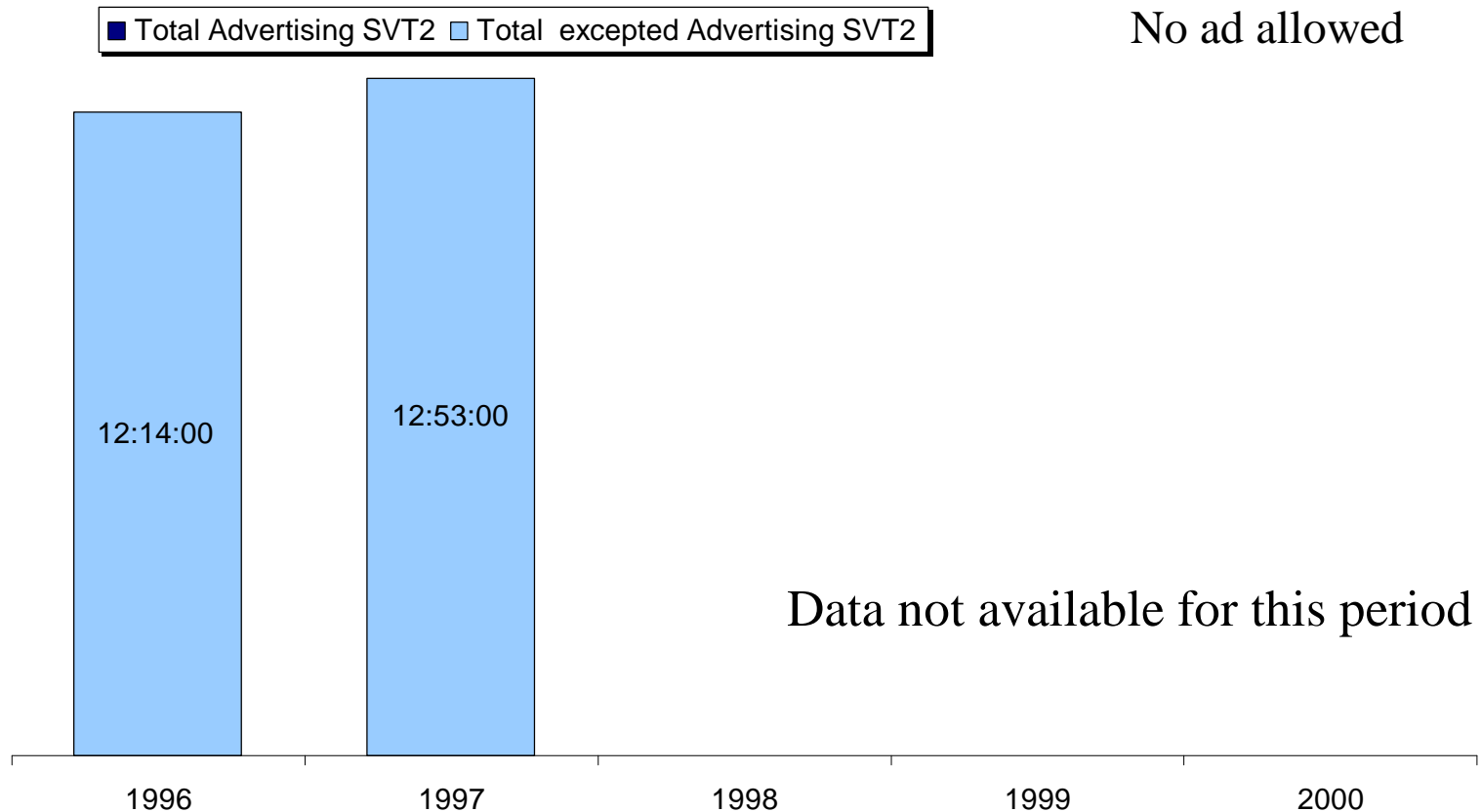
■ Total Advertising SVT1 ■ Total excepted Advertising SVT1

No ad allowed



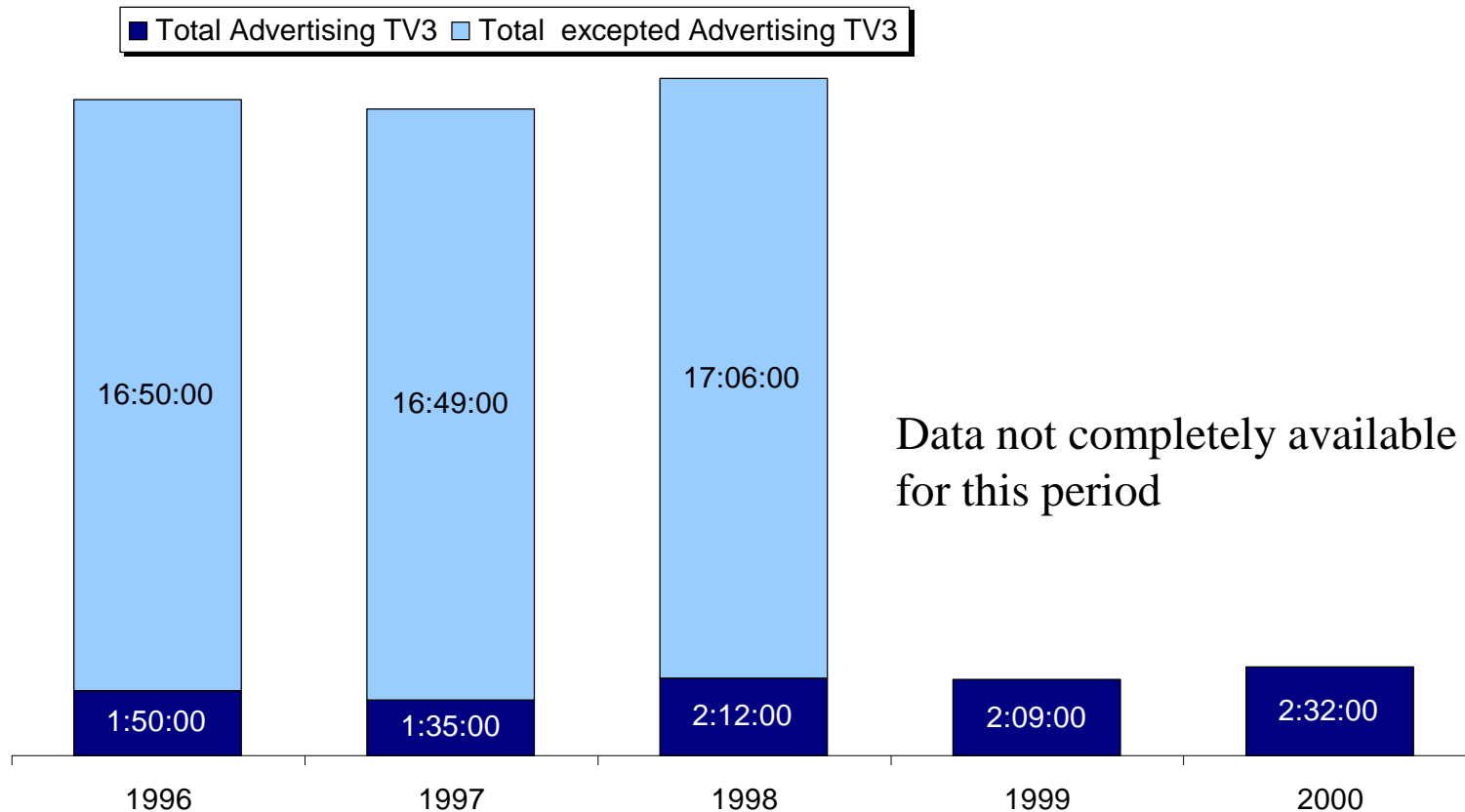
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - SVT 2



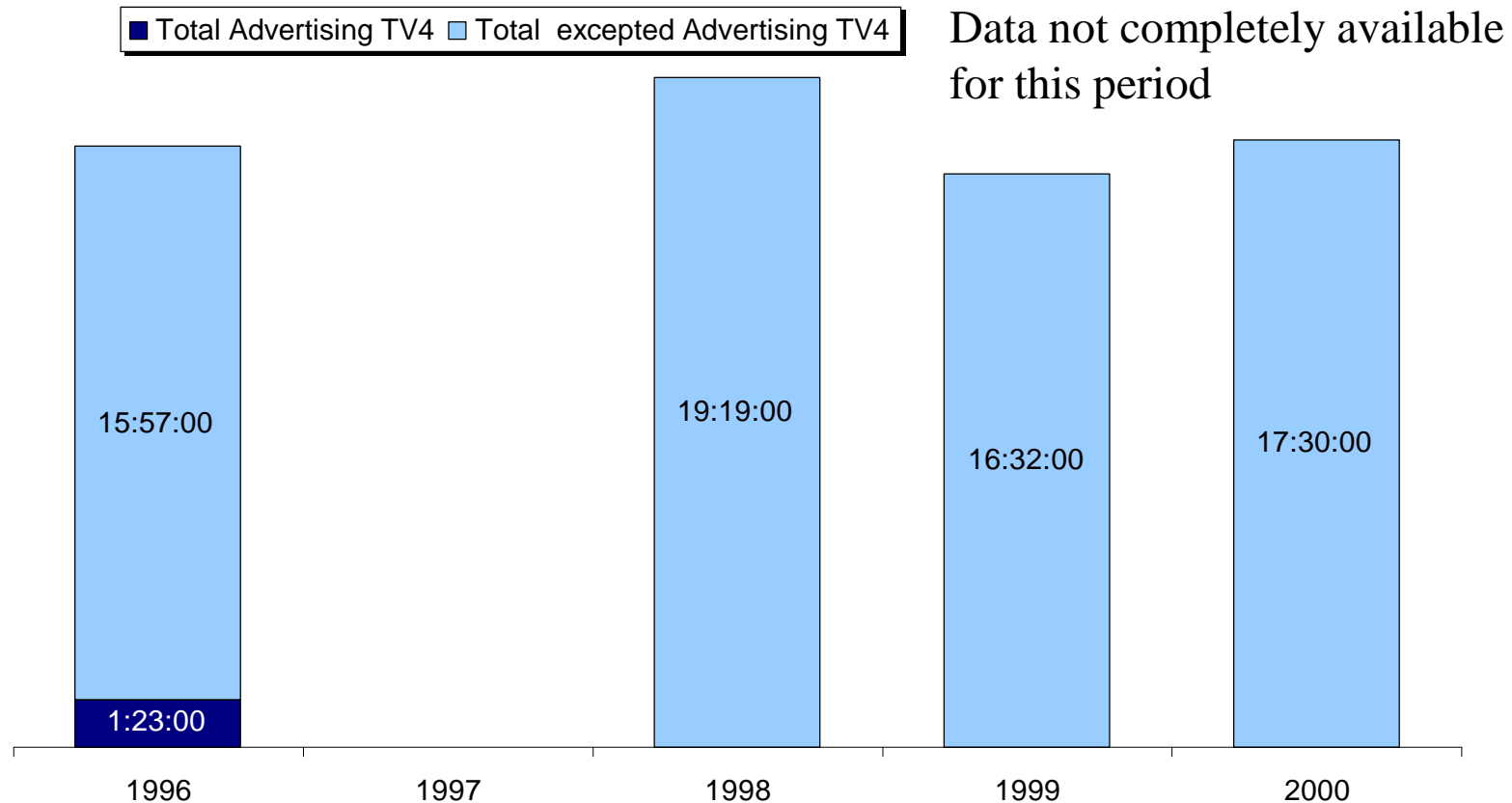
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TV3



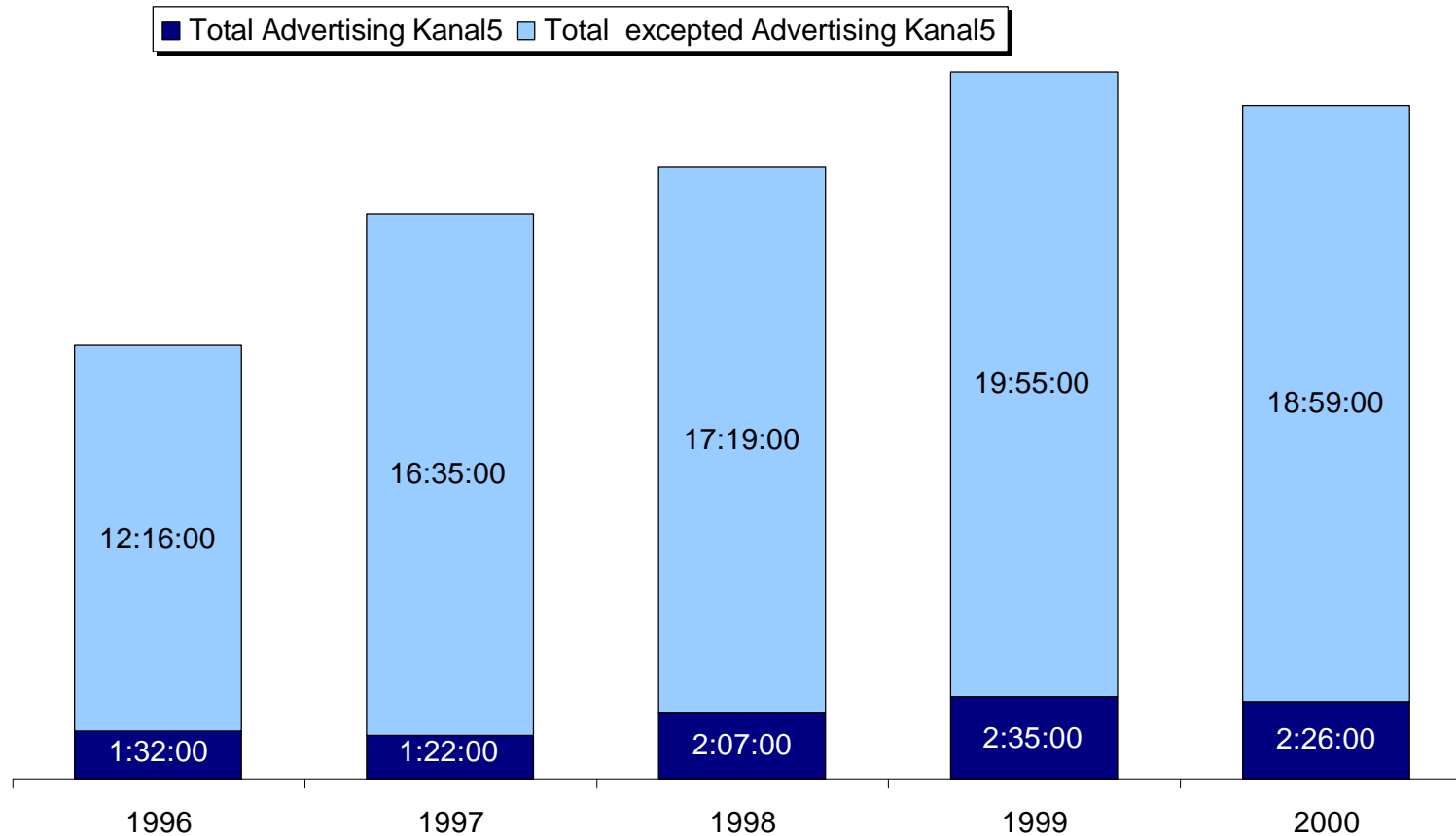
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TV 4



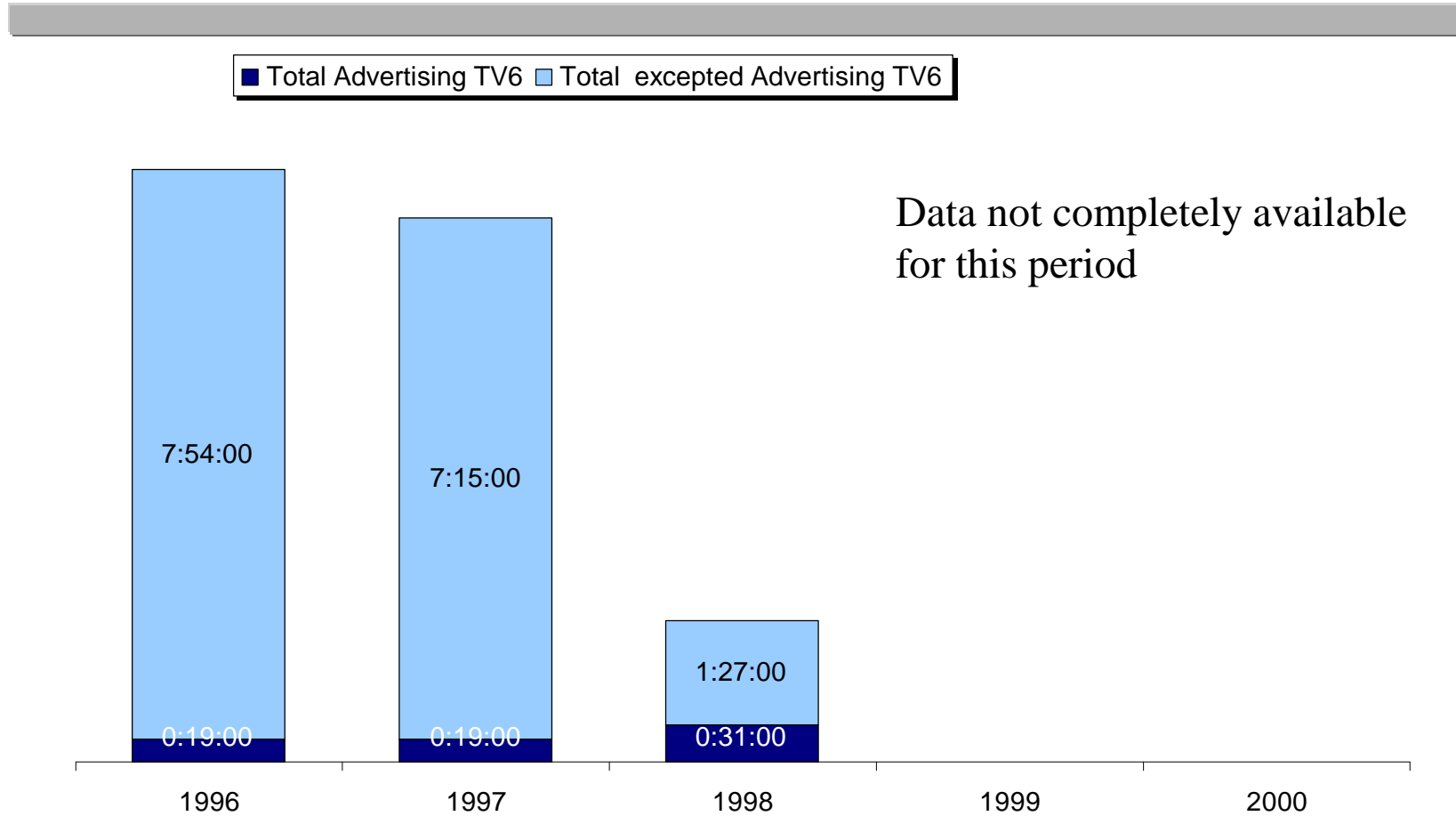
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Kanal 5



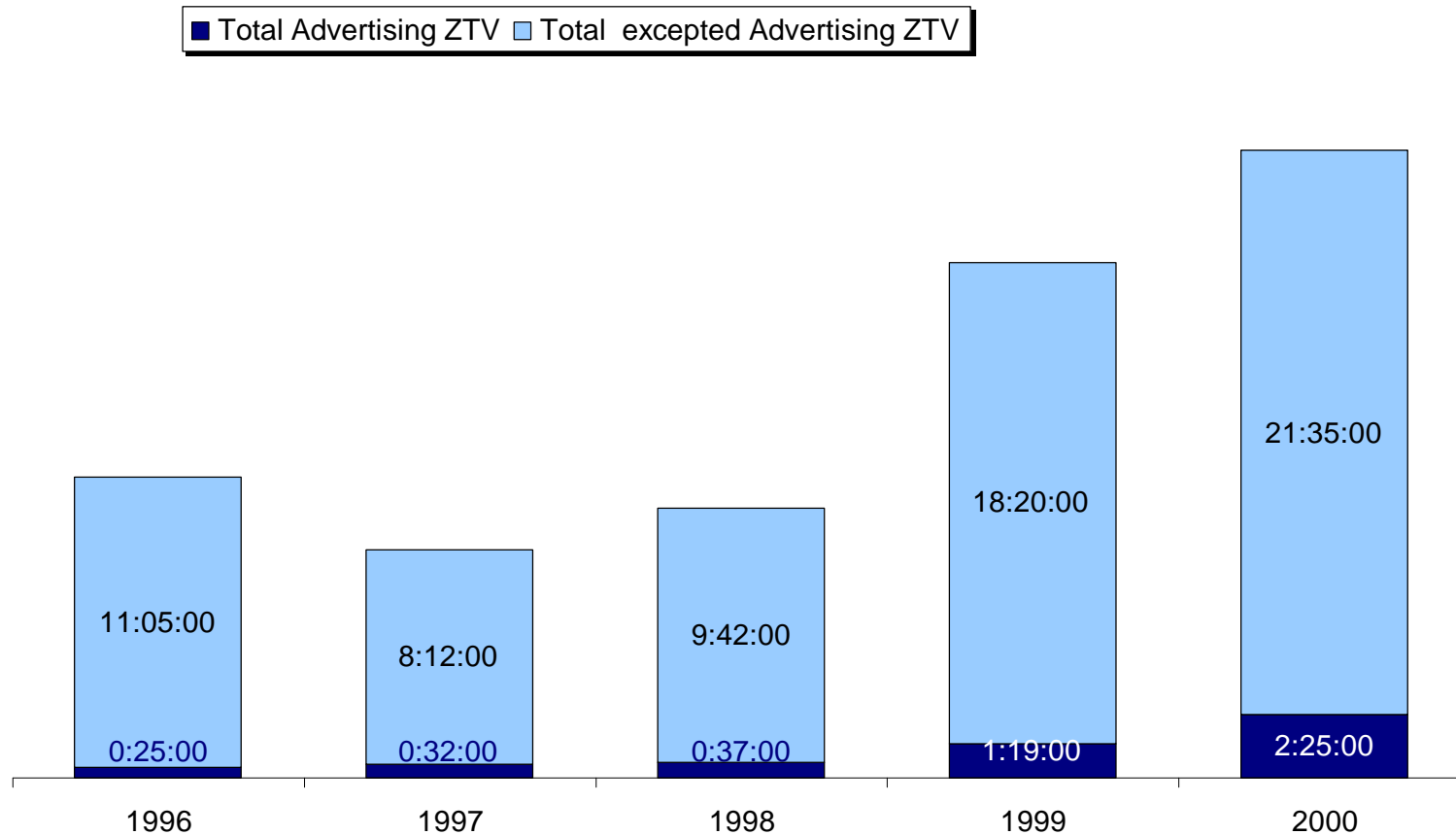
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - TV 6



Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Z TV

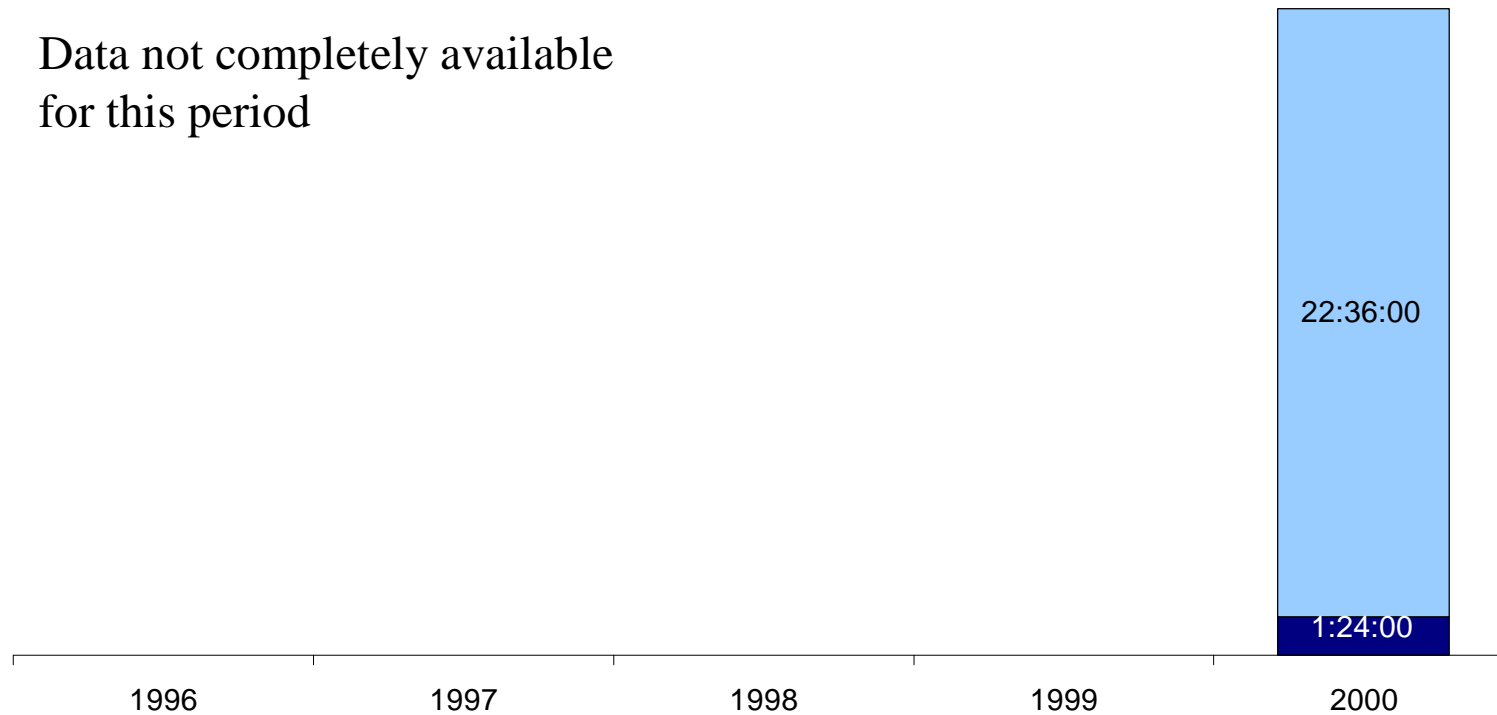


Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - MTV

■ Total Advertising MTV ■ Total excepted Advertising MTV

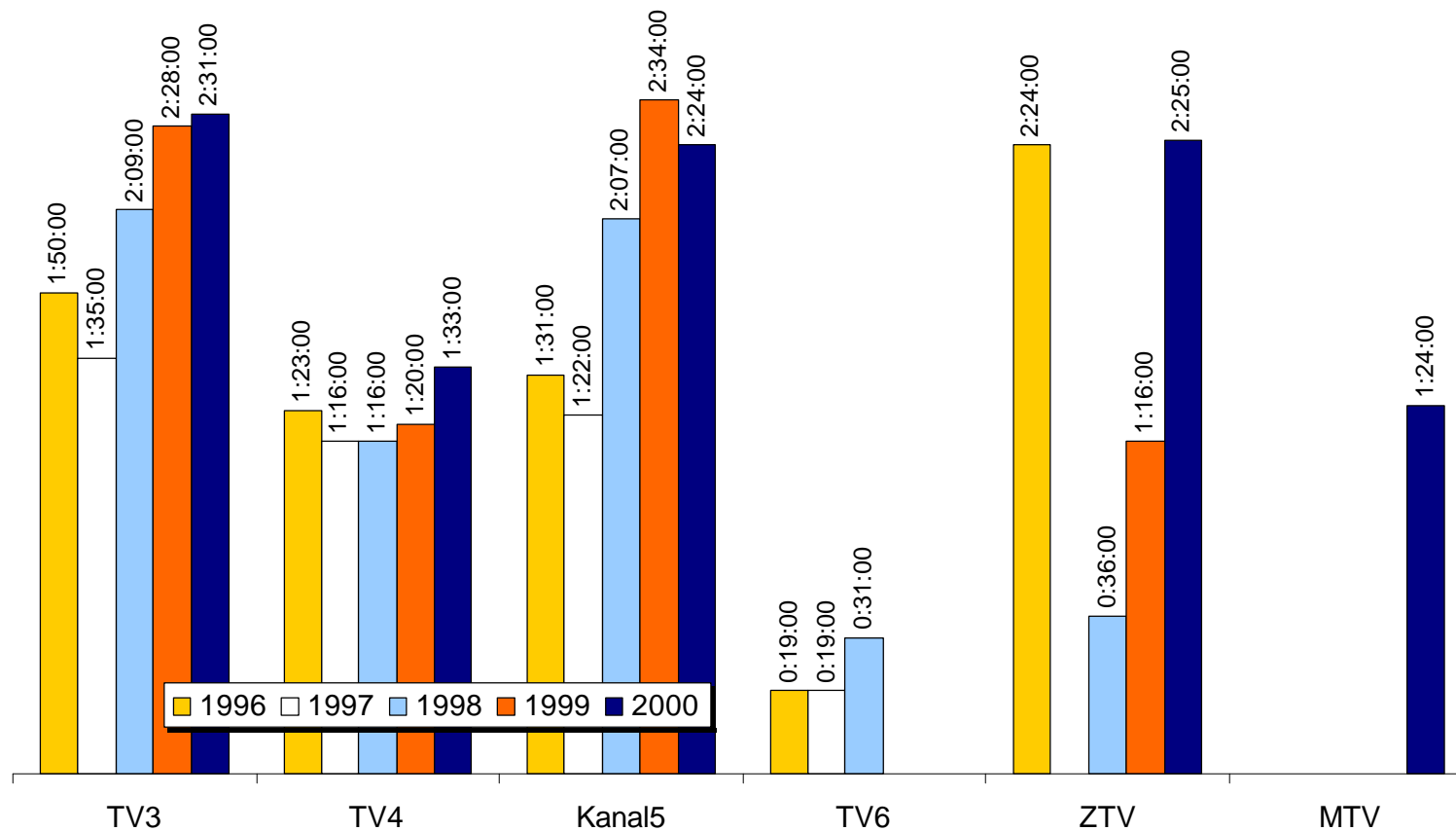
Data not completely available
for this period



Avg Broadcast duration / day in minutes

Commercial breaks

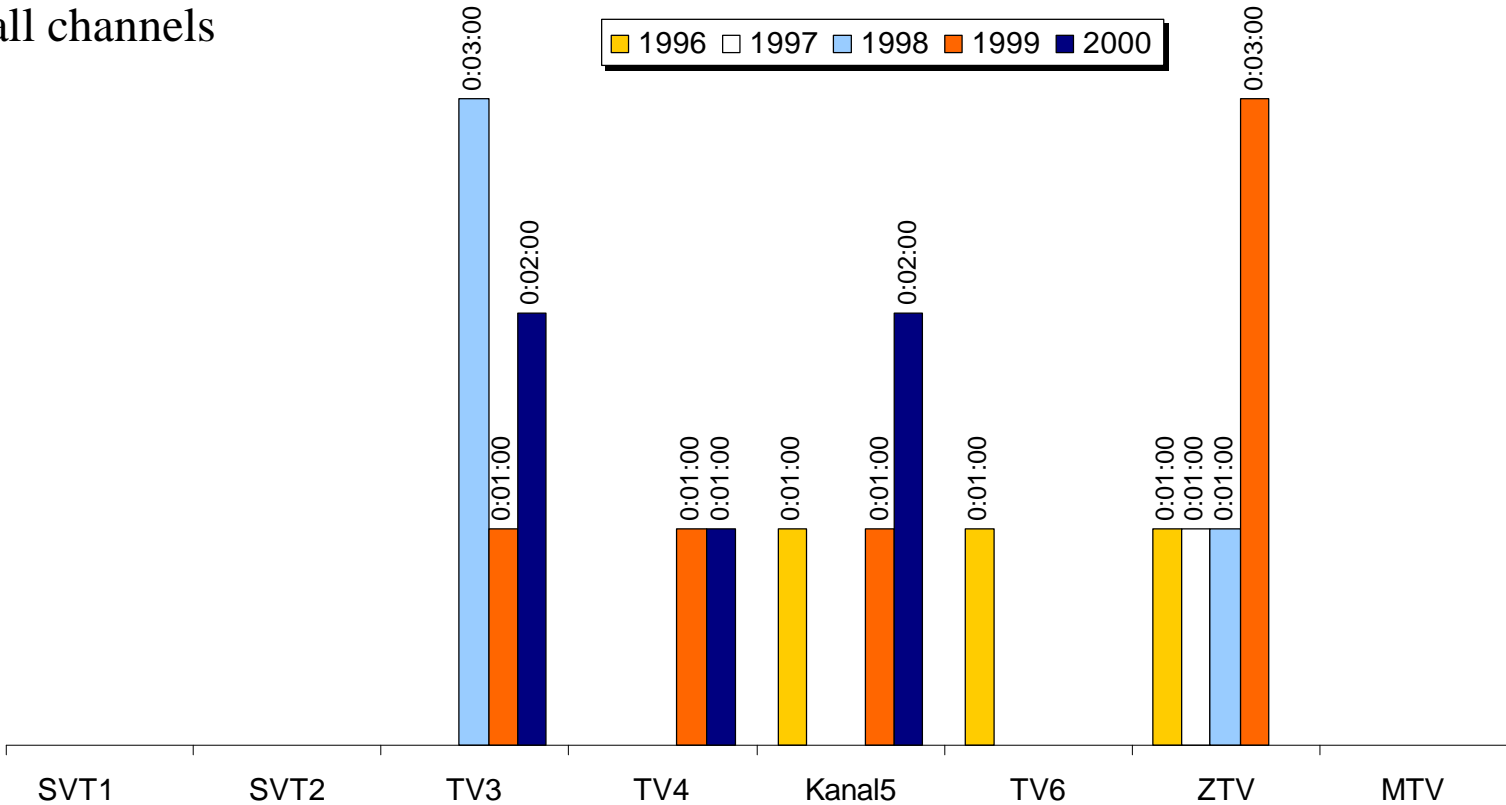
Data not completely available for all channels



Avg Broadcast duration / day in minutes

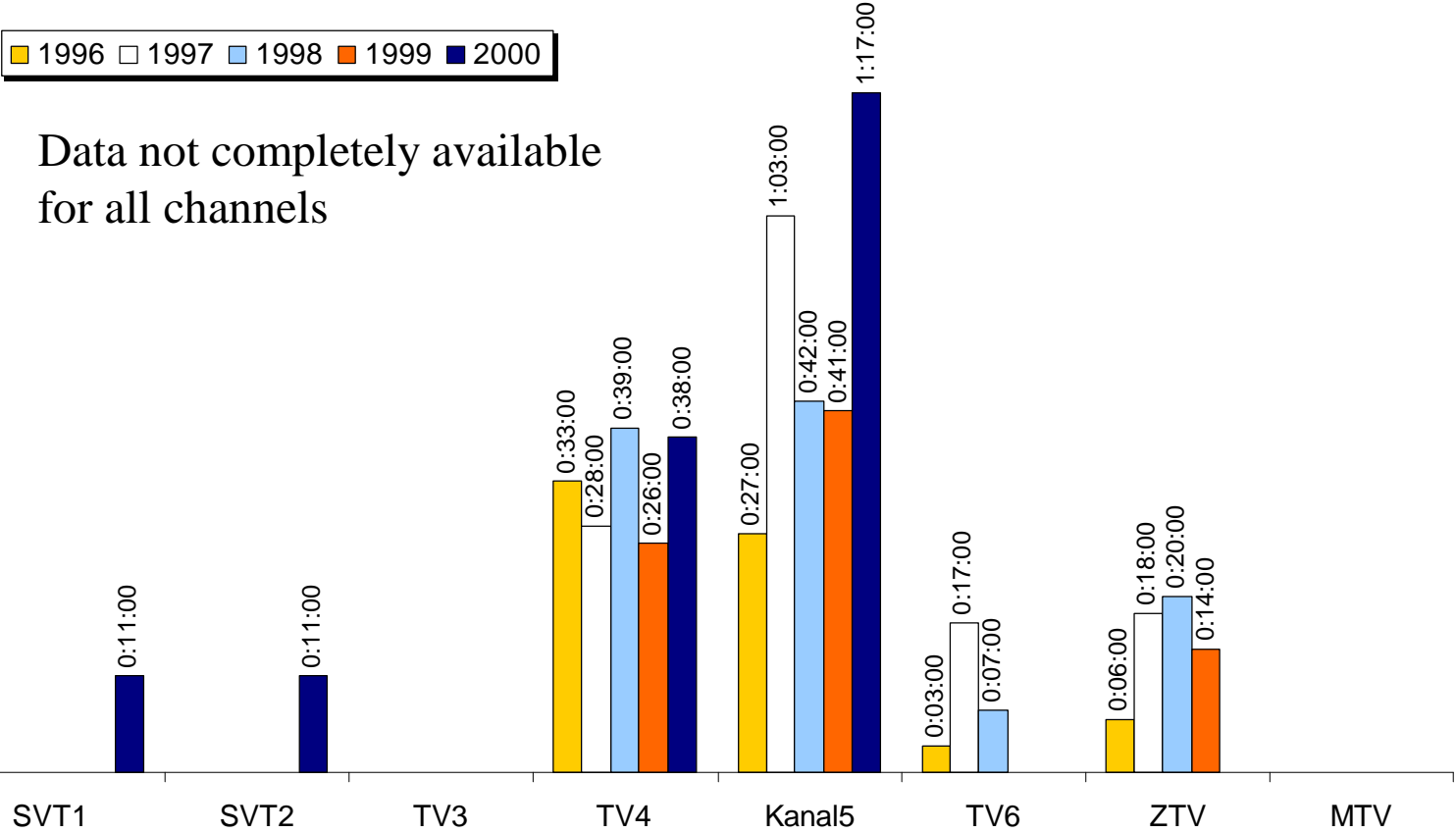
Billboard breaks

Data not completely available for all channels



Avg Broadcast duration / day in minutes

Channel (self) promotional breaks



3.4. Commercial offer

** 2001 : 1/1/01-30/06/01 for the average rates and
year to date for the descriptive information*

Domestic channels

	Name of Stations	Capital shares holding (precise majors with parts and name)				
			Private 1	Private 2	Private 3	Private n
Domestic Channels	SVT 1	Name Part (%)	Public Service			
	Eurosport	Name Part (%)	TF1 34%	Canal+ 33%	ESPN 33%	
	Kanal 5	Name Part (%)	SBS			
	TV 8	Name Part (%)	Ratos 80%	Private inv. 20%		
	SVT 2	Name Part (%)	Public Service			
	TV 3	Name Part (%)	MTG			
	TV 4	Name Part (%)	Alma Media 23,40%	Tidninga AB 16,70%	MTG Marieberg 22,40%	
	TV 6 Action World, Nature World	Name Part (%)	MTG			
	ZTV	Name Part (%)	MTG			
	MTV	Name Part (%)				

Domestic channels

Name of Stations	Name of Sales houses	Channel's Target Group
SVT 1	No Comercial	n.a.
Eurosport	Eurosport Advertising Sales AB	Men & Women all age
Kanal 5	Grand Advertising	15-44 yaer
TV 8	n.a.	20+ intrested of economi, natur,history
SVT 2	No Comercial	n.a.
TV 3	Airtime	51% men 49% women Age 3-19 18%, 20-34 32 %, 35-44 15%,45-59 17%, 60+ 18%
TV 4	n.a.	Hole population with focus on families whith children
TV 6 Action World, Nature World	Airtime	n.a.
ZTV	ZTV Sales	Age 15-34
MTV	MTW Networks AB	n.a.

Domestic channels

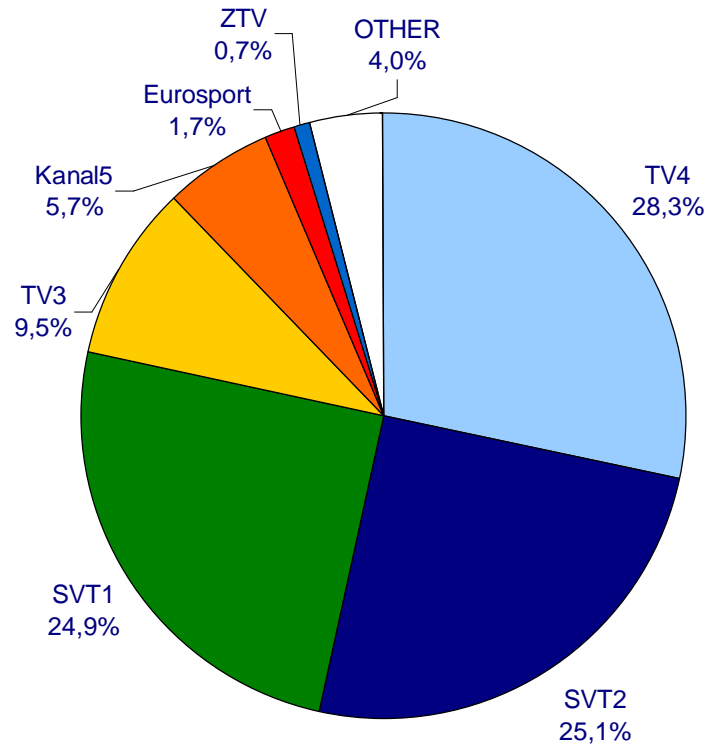
Average Rates for full day (02h00-26h00) - €

In EURO	Name of TV	Average Rates in 2001 - All Day - base 30 sec.
		Commercial Spots
Domestic Channels	TV3	2.001
	TV4	5.957
	Kanal5	1.024
	TV8	200
	ZTV	320
	MTV	130
	Eurosport	255

3.5. Audiences

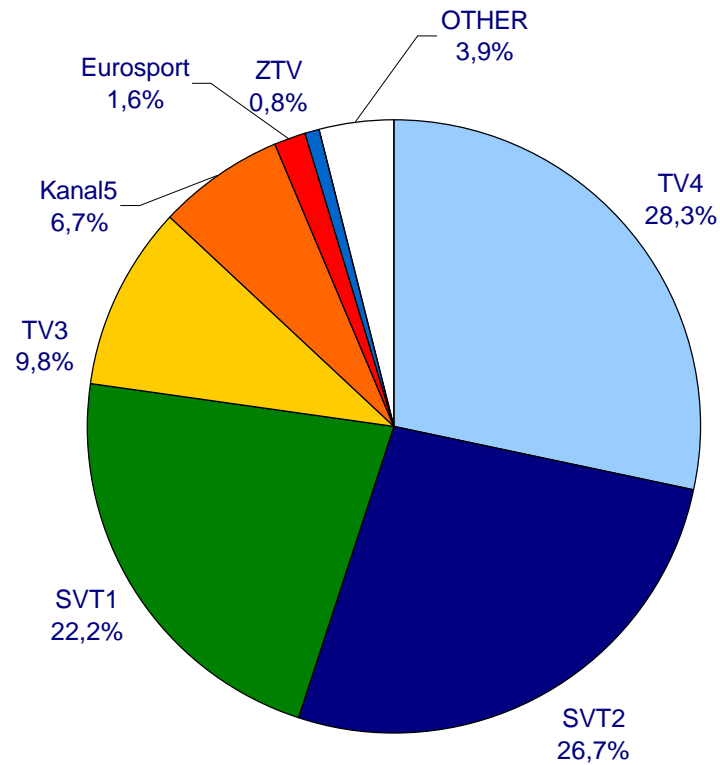
Share of Market (%) - 1996

Target : 6+ (02h00-26h00)



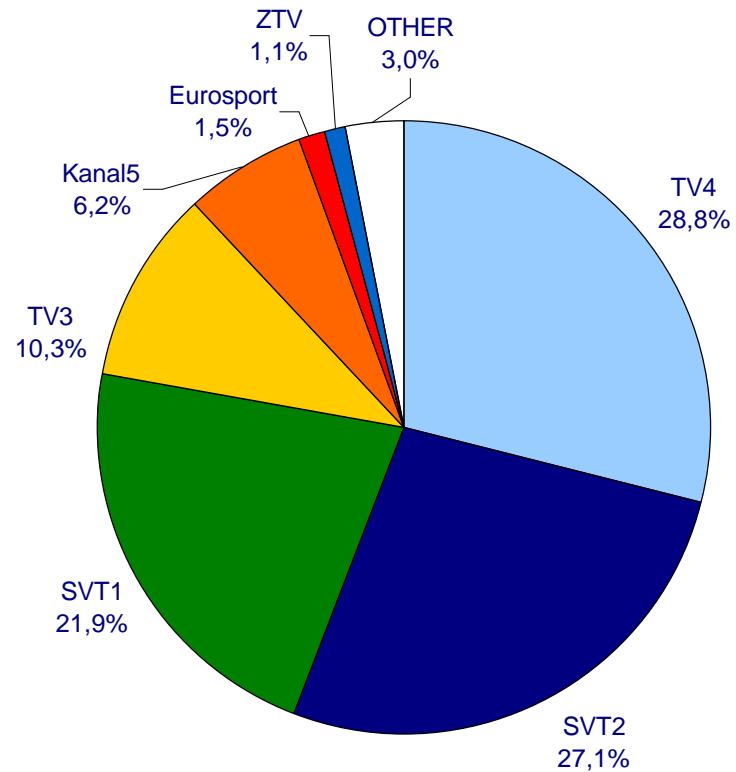
Share of Market (%) - 1997

Target : 6+ (02h00-26h00)



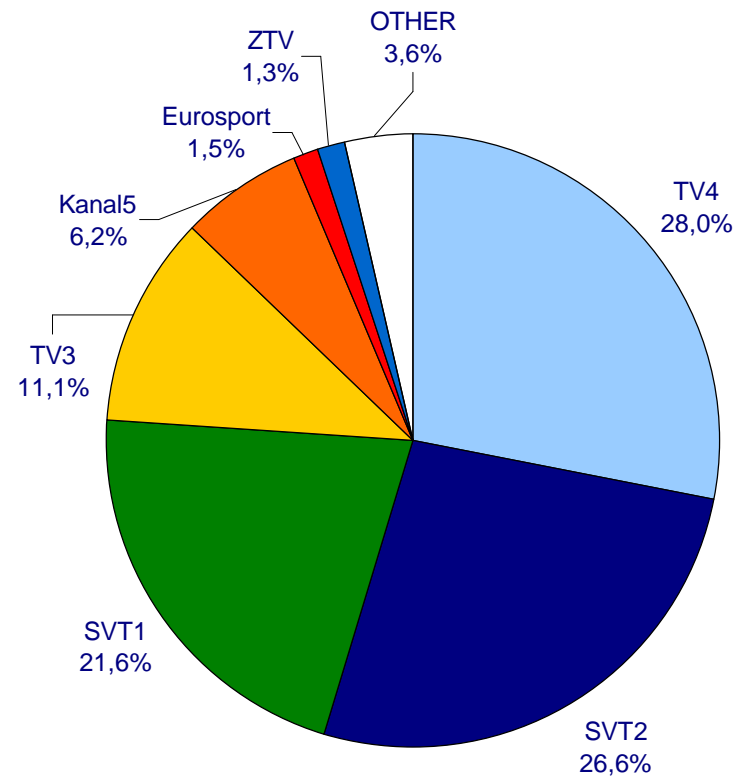
Share of Market (%) - 1998

Target : 6+ (02h00-26h00)



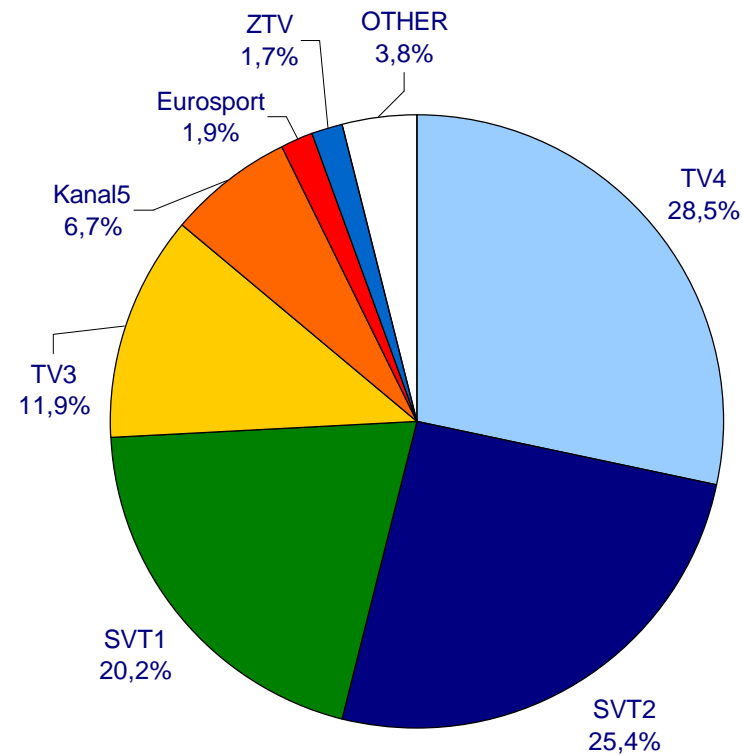
Share of Market (%) - 1999

Target : 6+ (02h00-26h00)



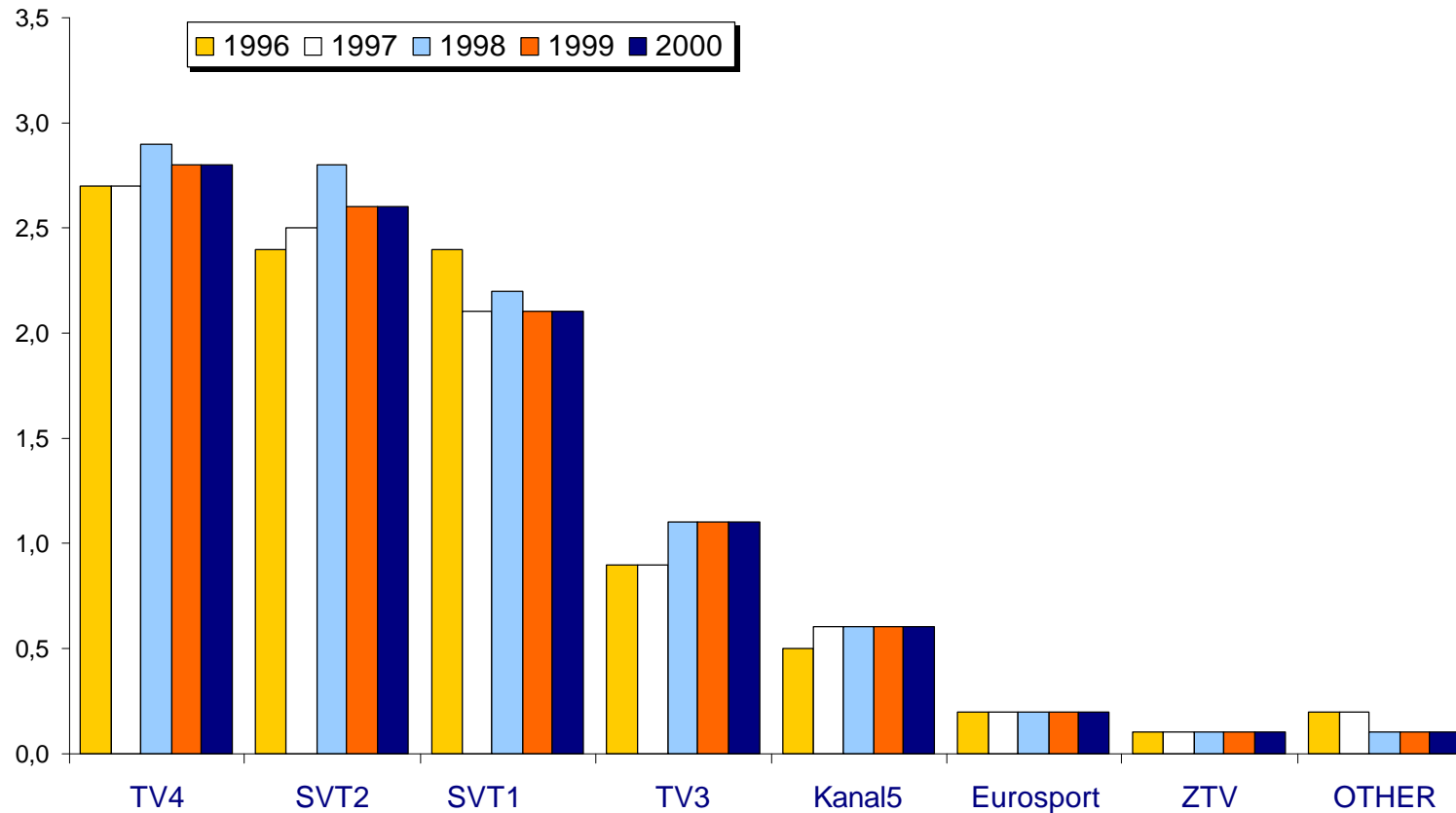
Share of Market (%) - 2000

Target : 6+ (02h00-26h00)

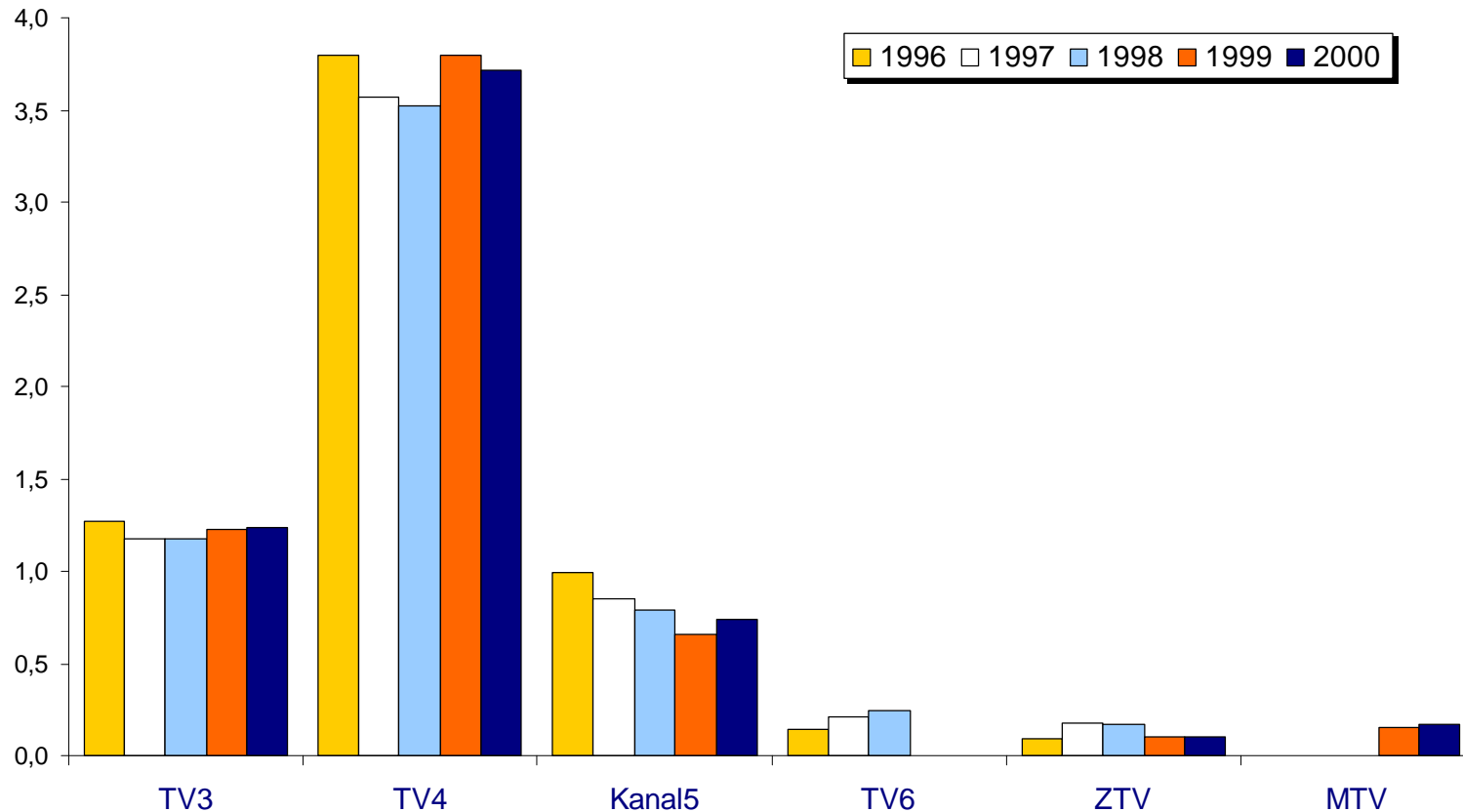


Avg rating (GRP's %)

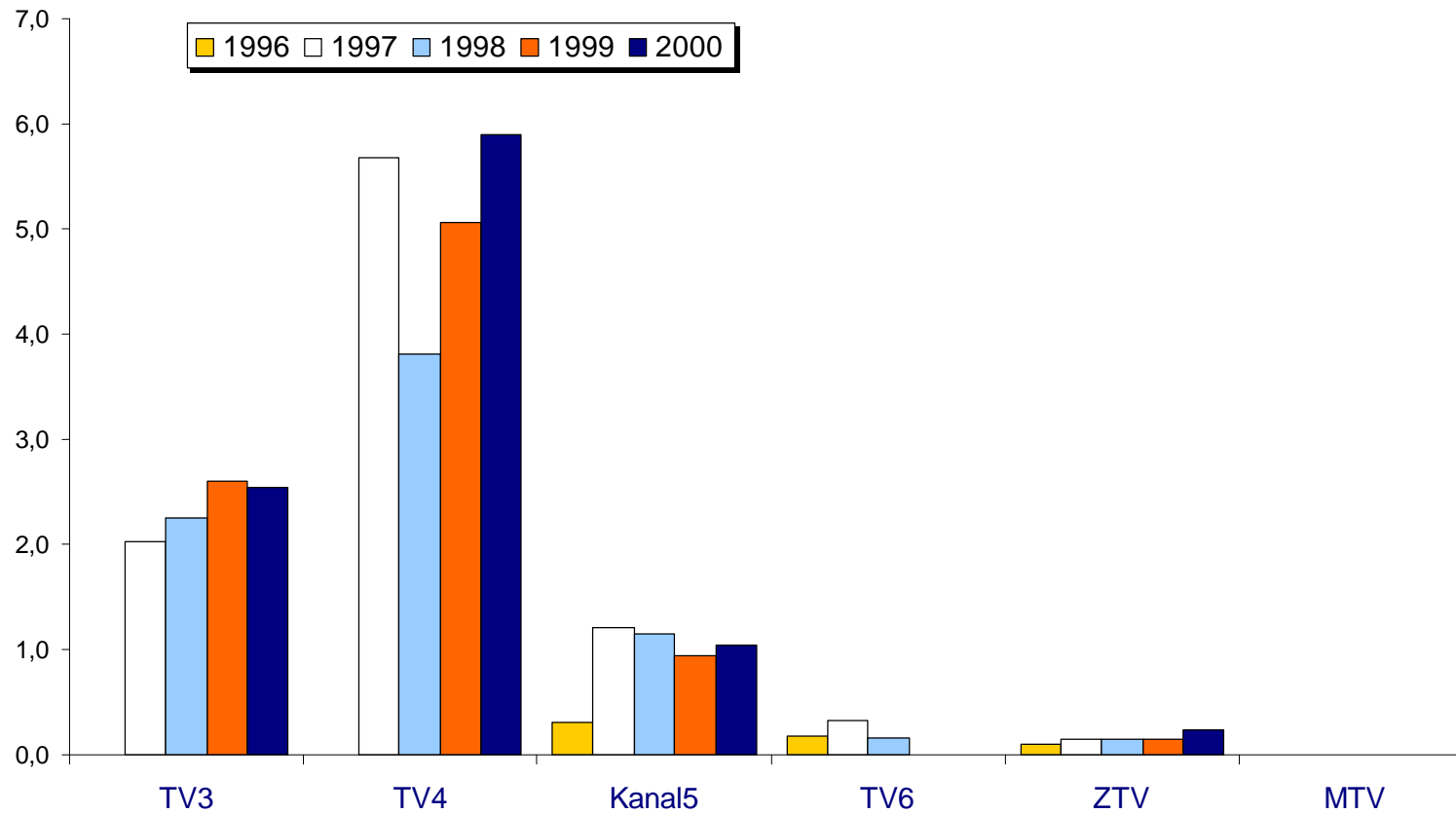
All broadcasts incl. Adv.



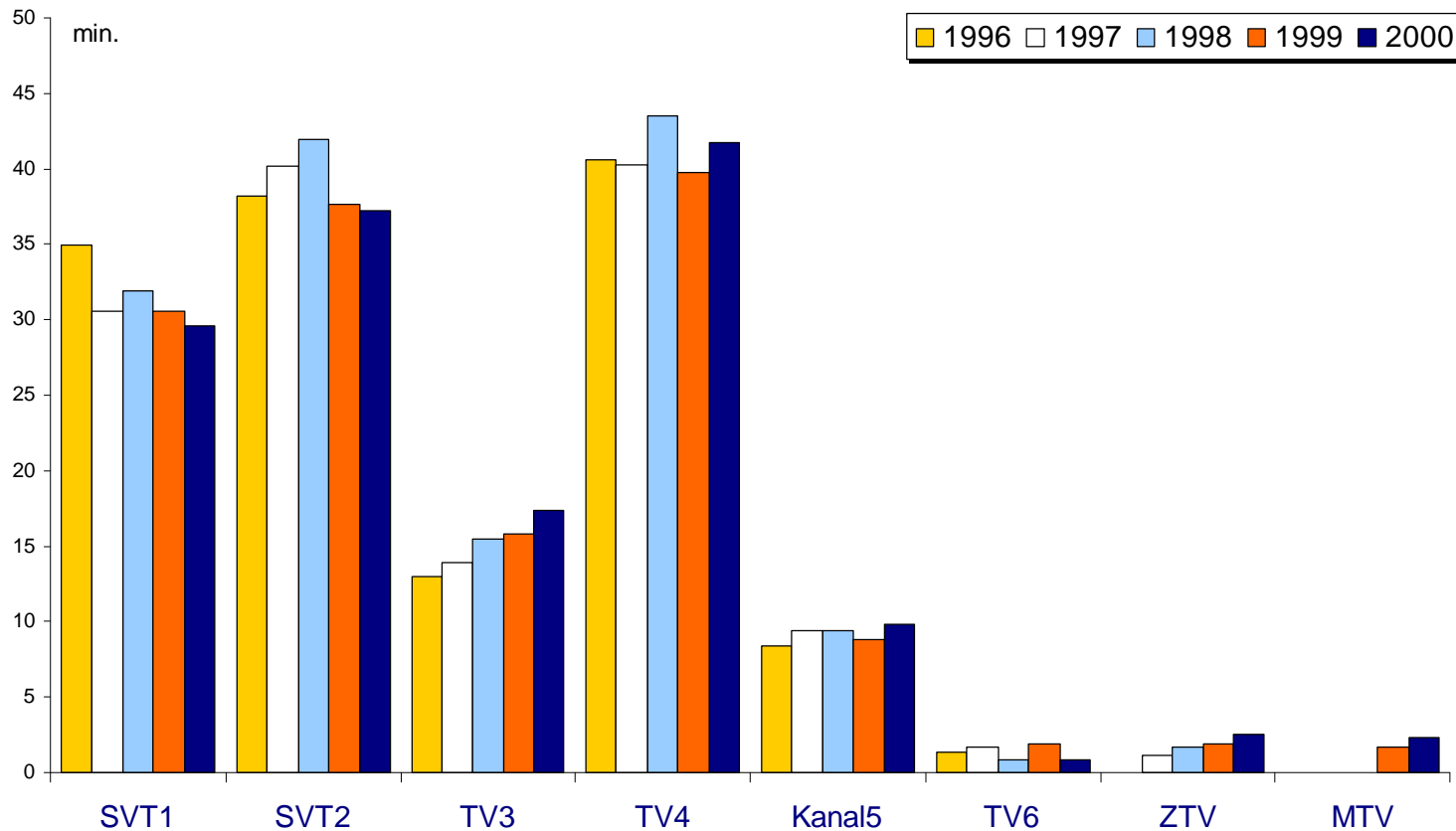
Avg rating (GRP's %) Total Advertising



Avg rating (GRP's %) Billboards

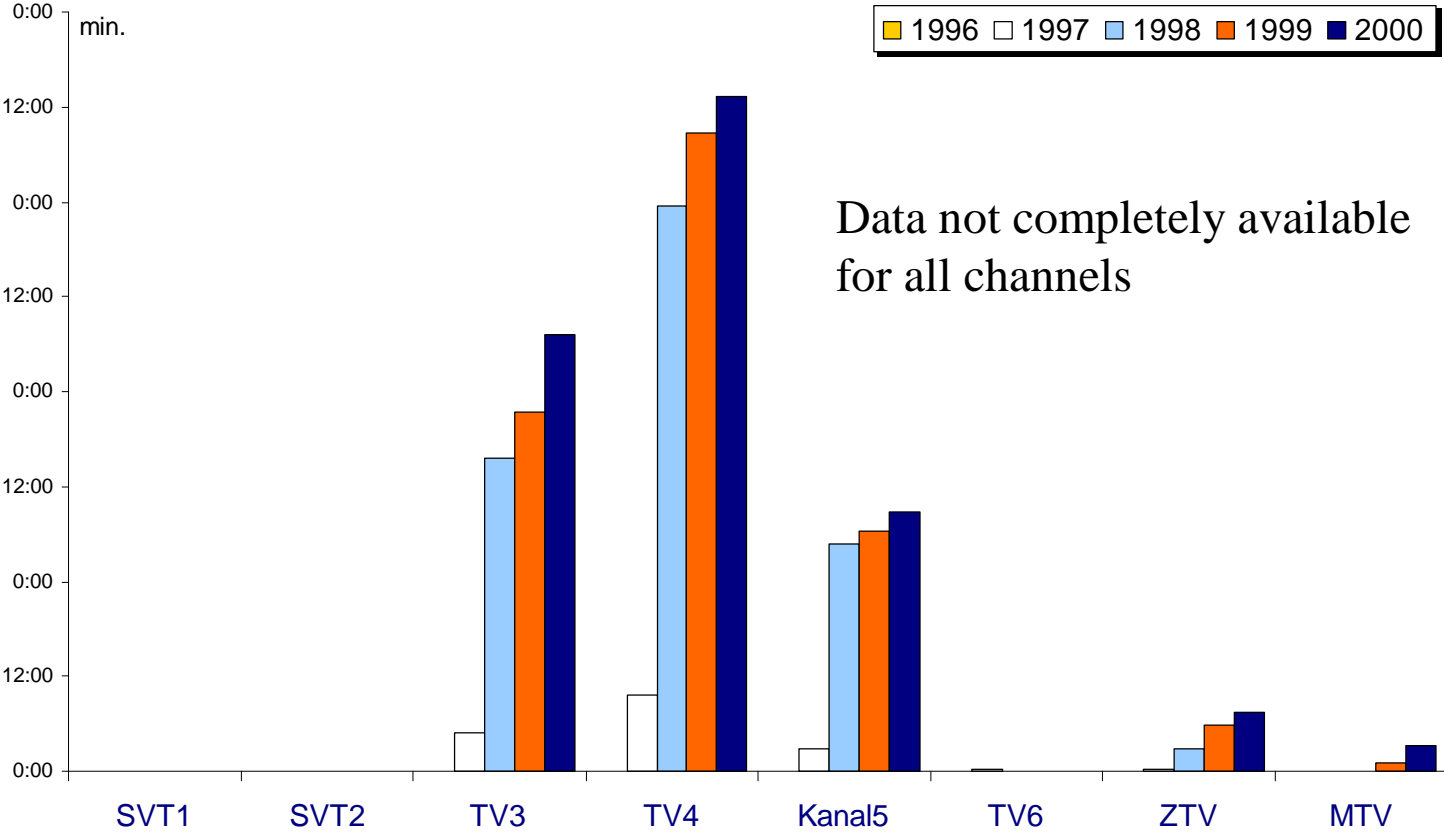


All broadcasts incl. Adv. Avg viewing duration (min)



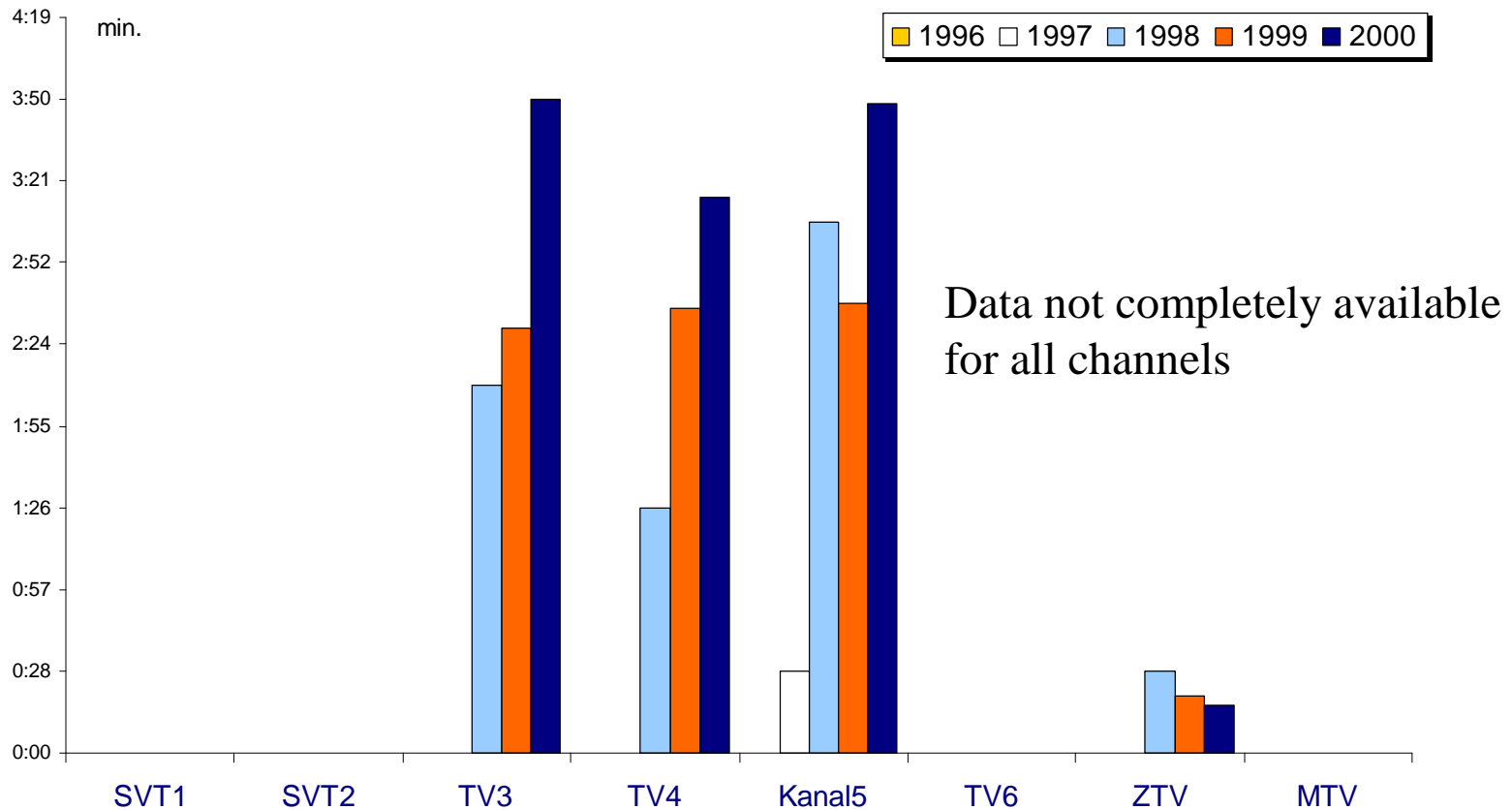
Commercial breaks

Avg viewing duration (min)



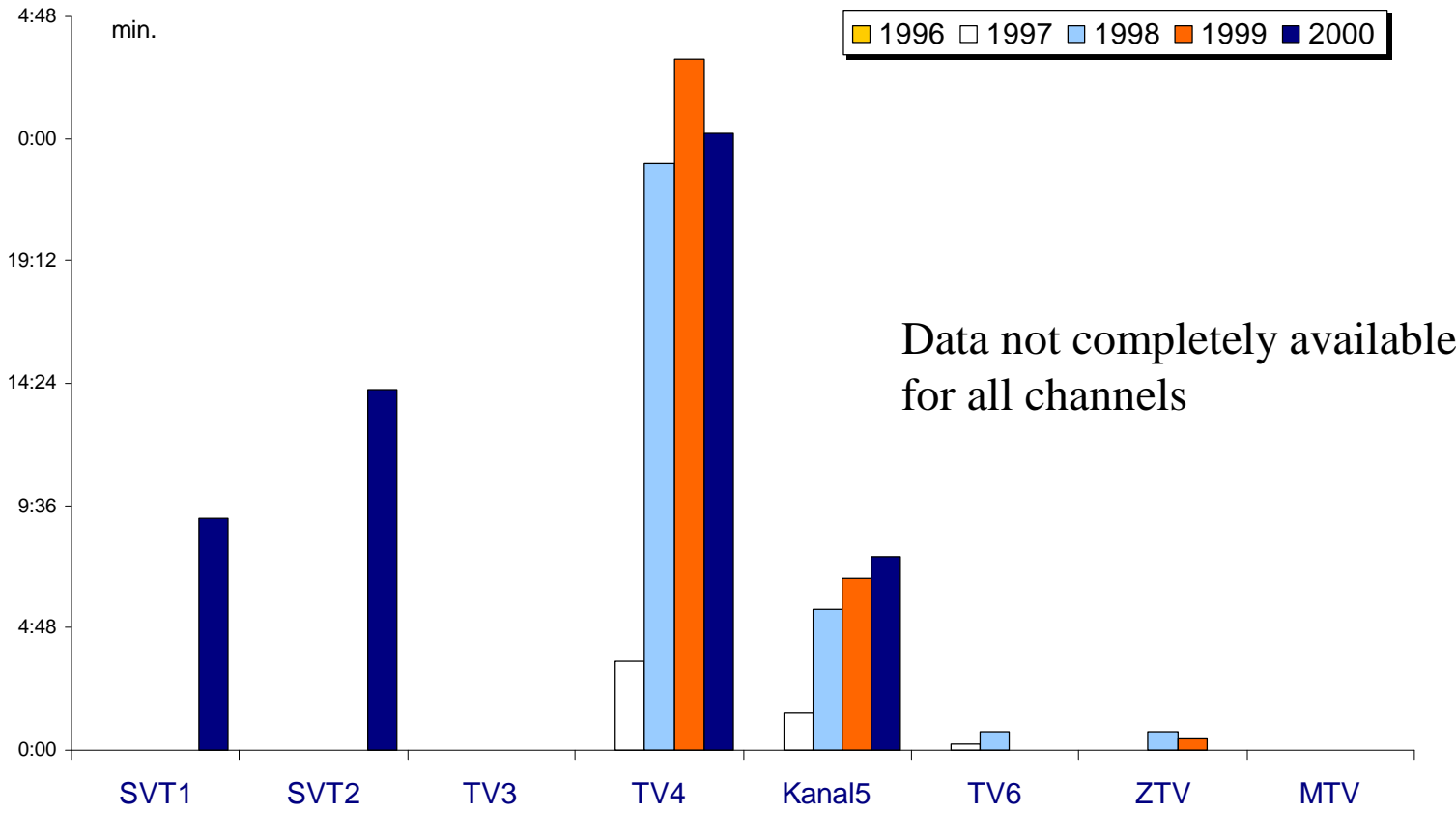
Billboard breaks

Avg viewing duration (min)



Channel (self) promotional breaks

Avg viewing duration (min)

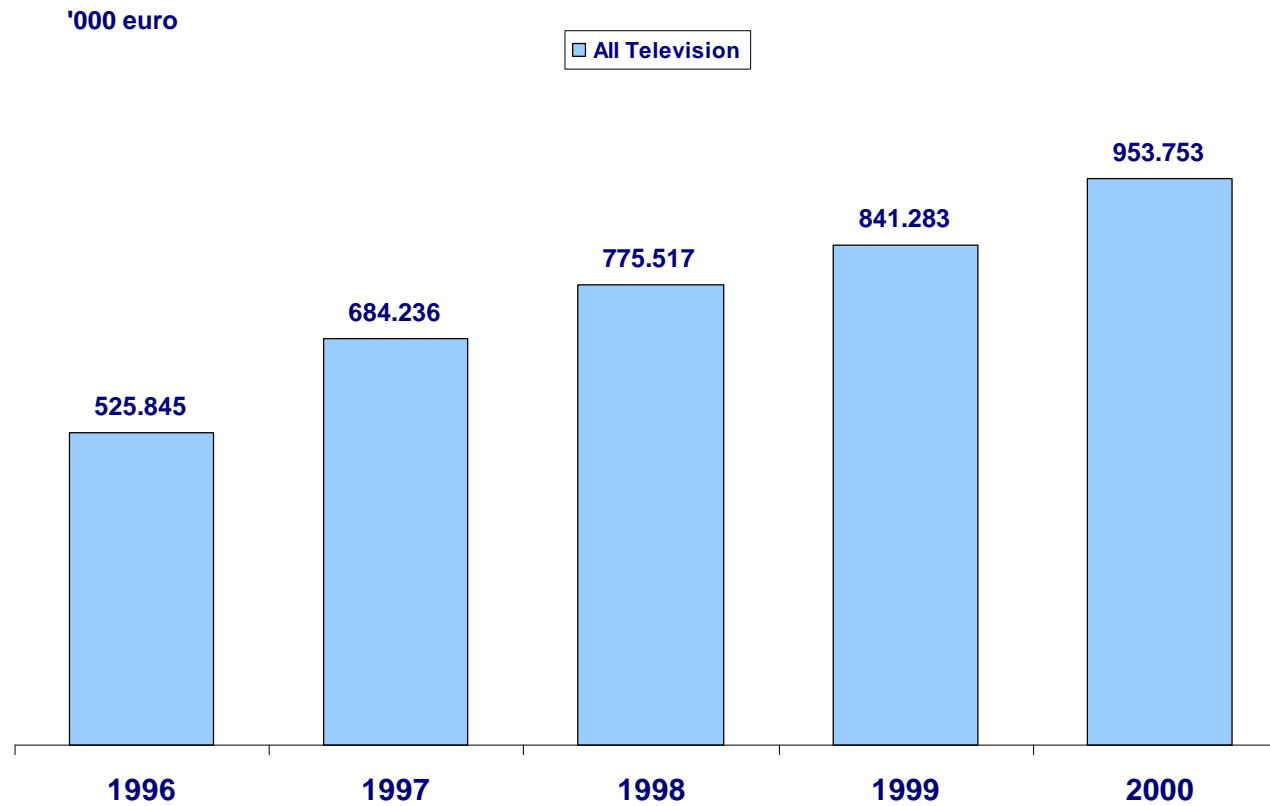


Sweden

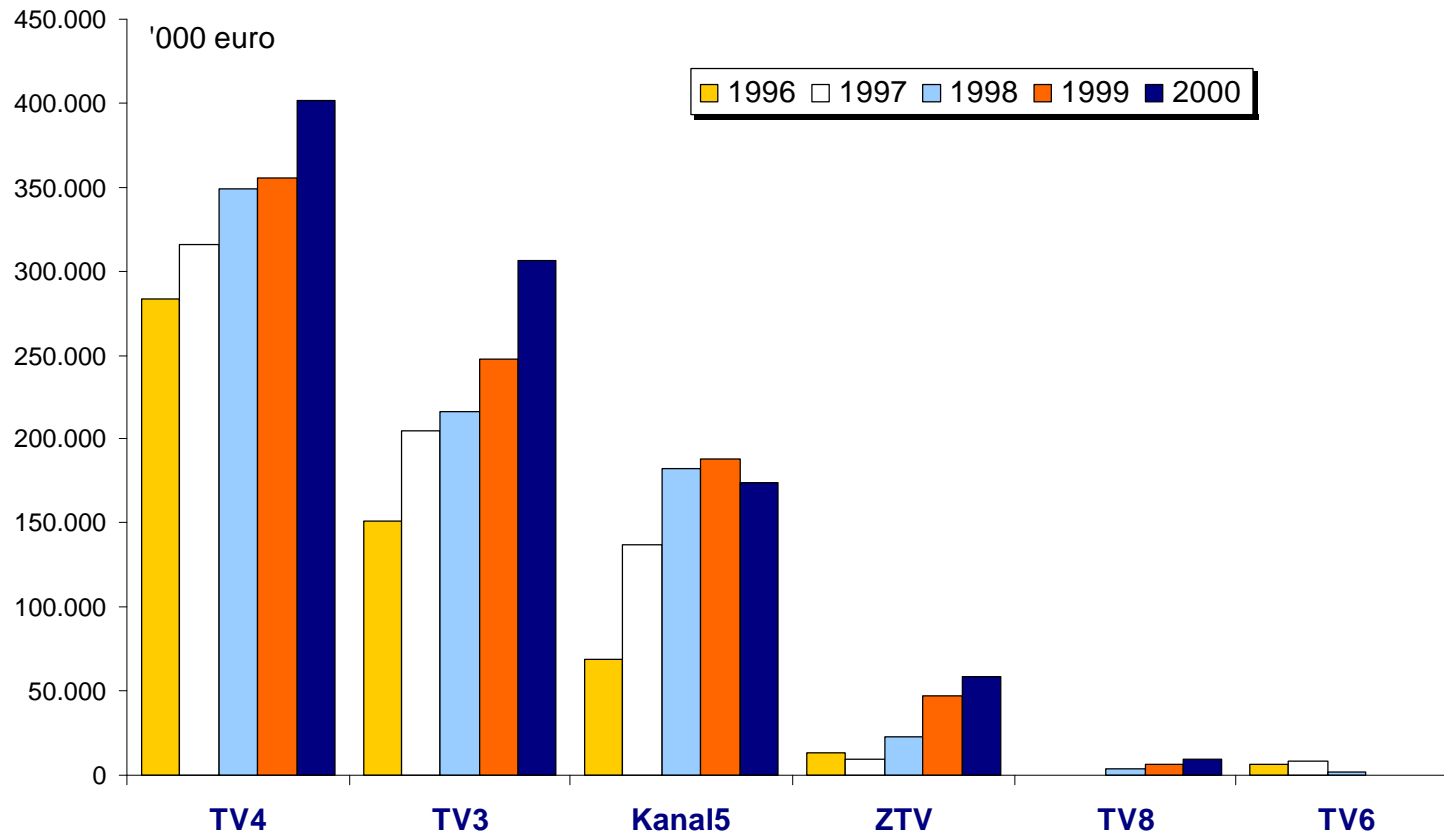
Target :6+ (02h00-26h00)
Source: AMS

3.6. Media Investments

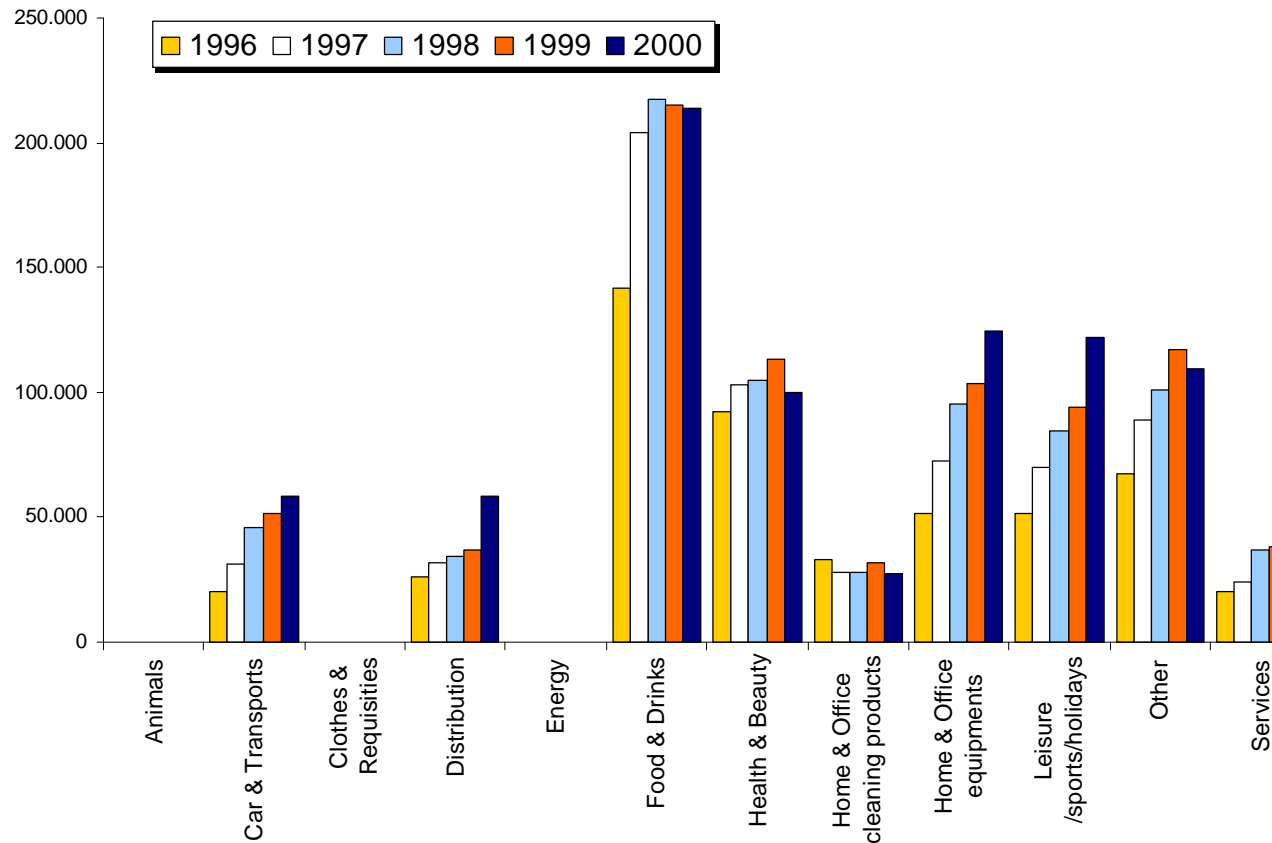
All Television By Year - In Space Value (Euros)



All Television By Channel - In Space Value (Euros)

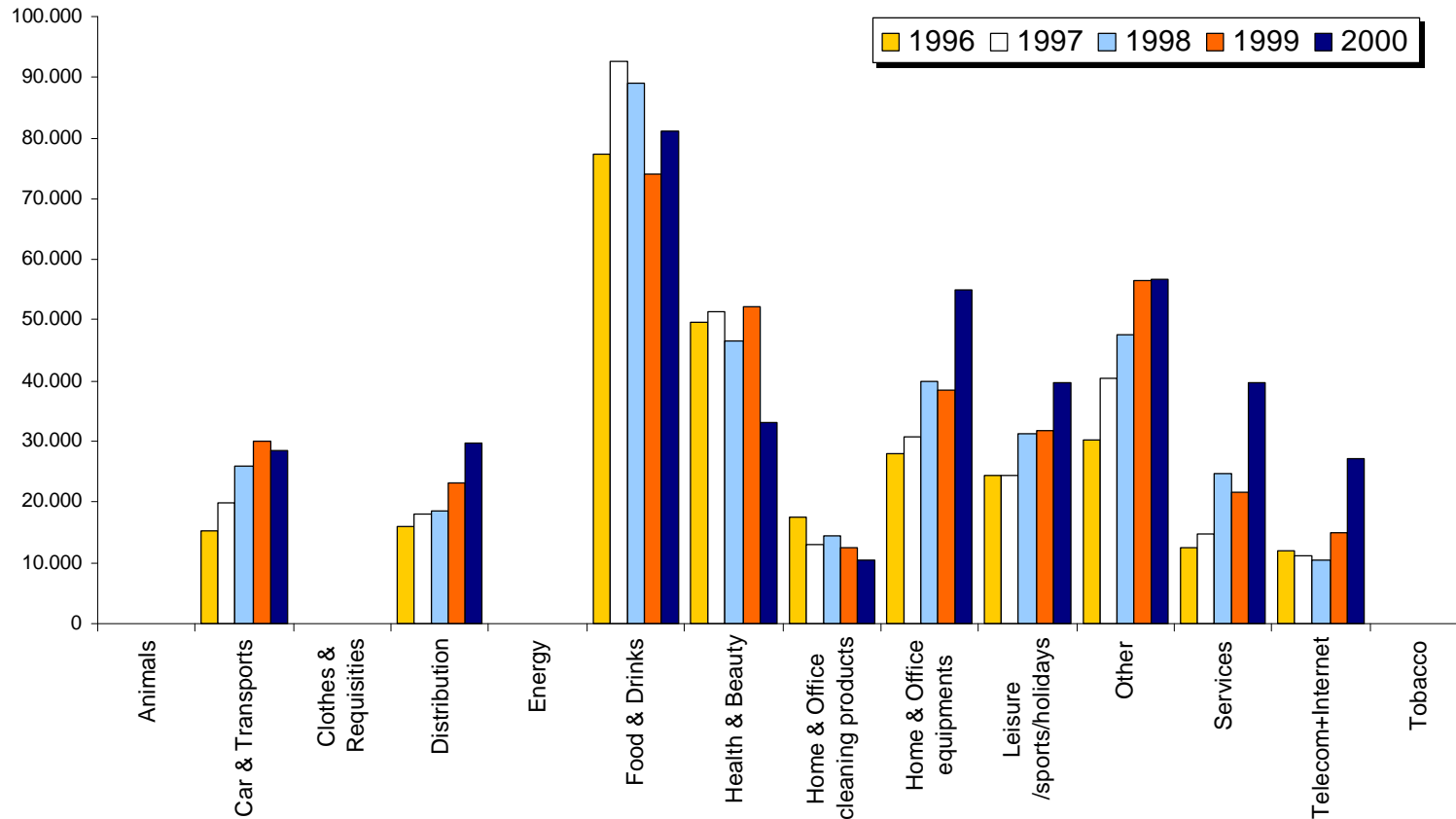


All Television By Sector - In Space Value ('000 Euros)



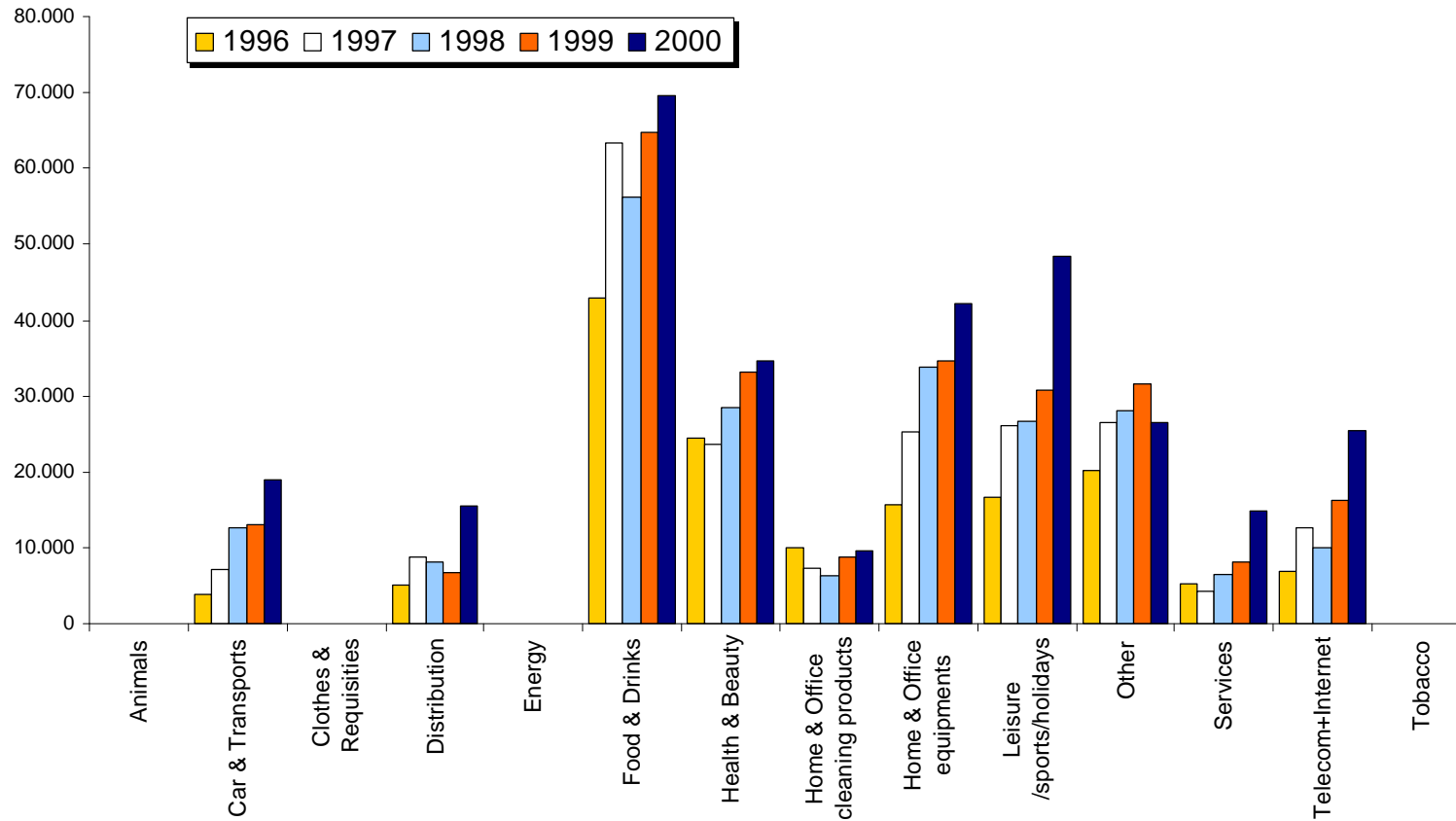
TV4

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



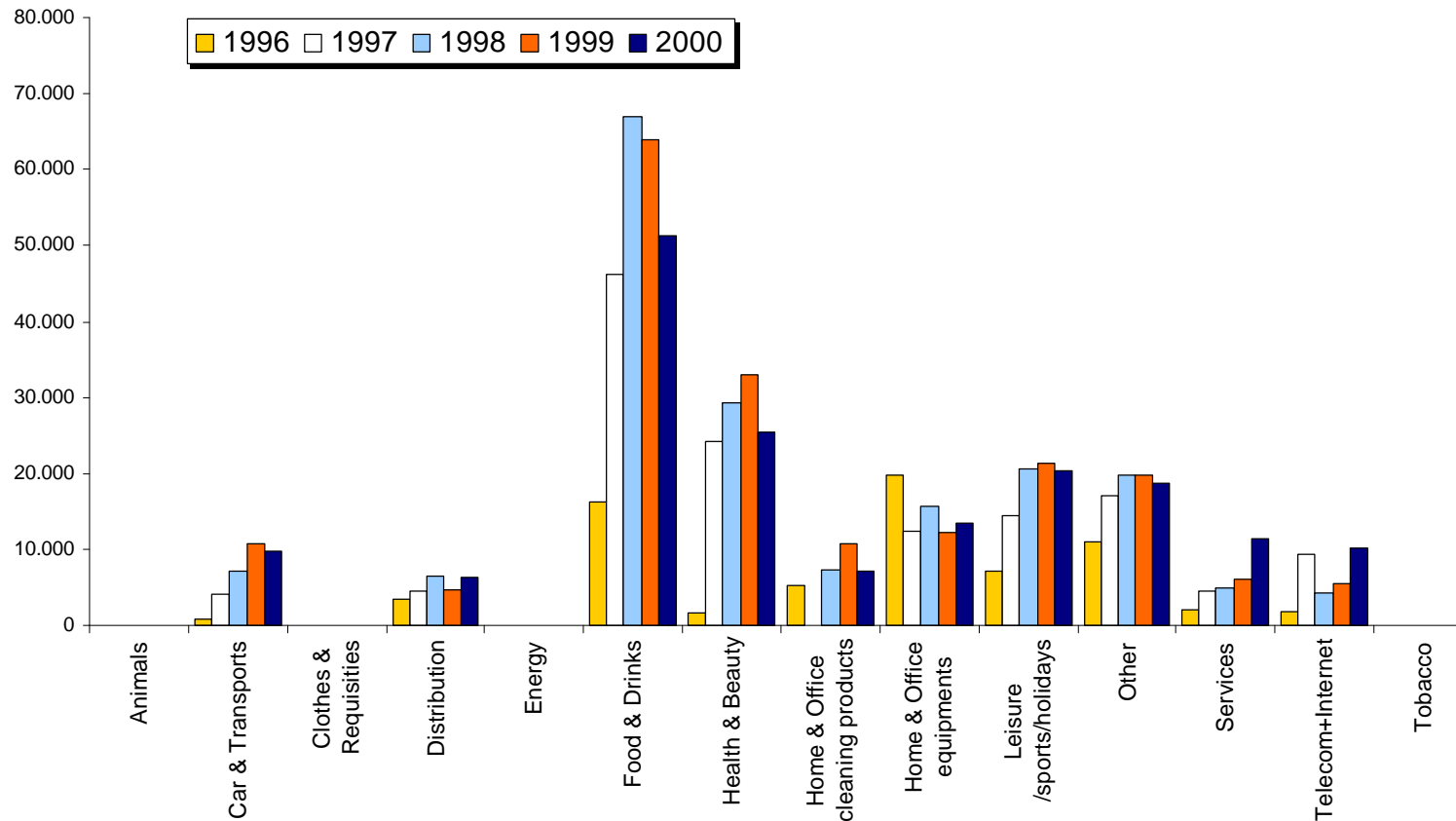
TV3

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



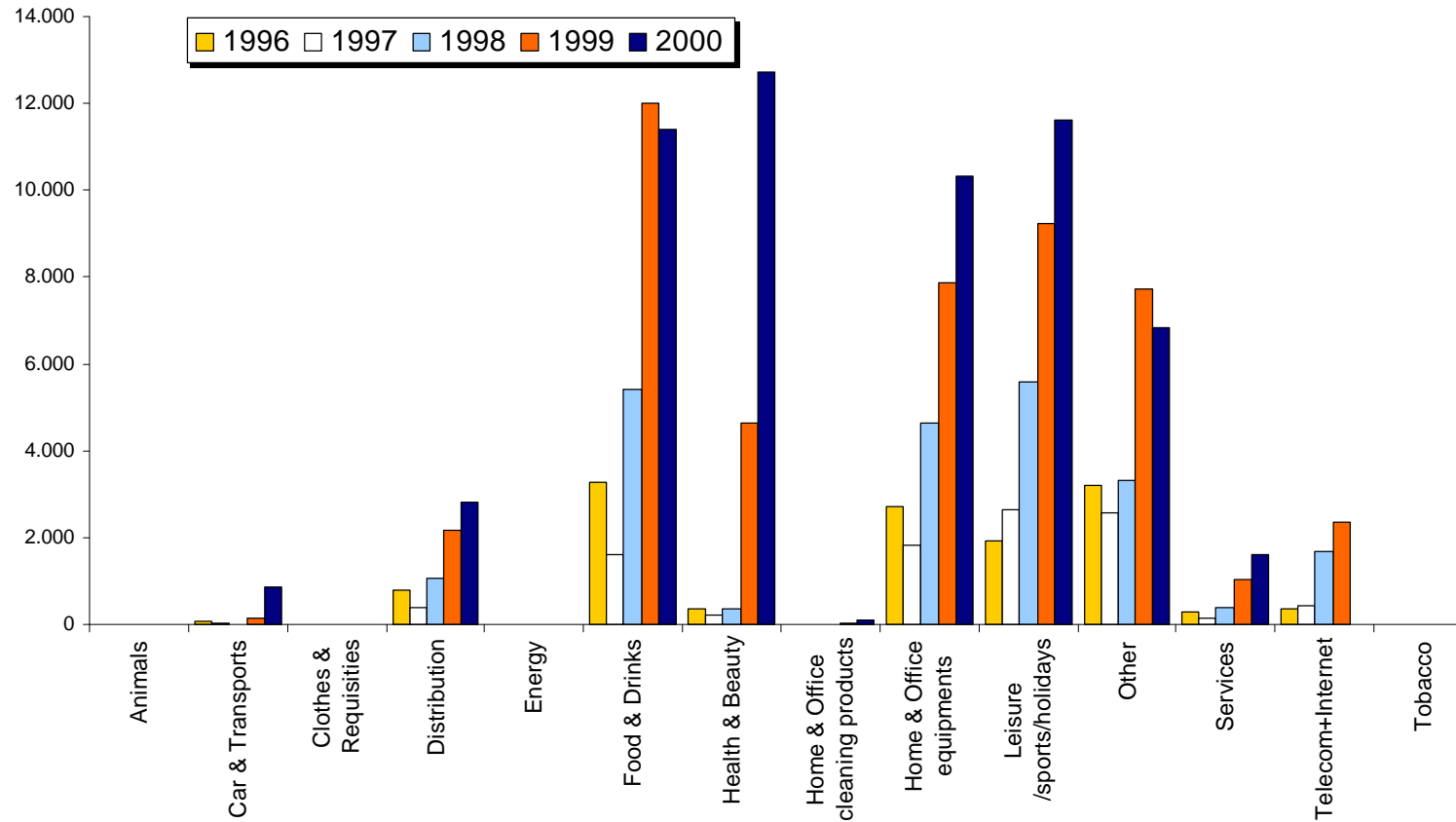
Kanal 5

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



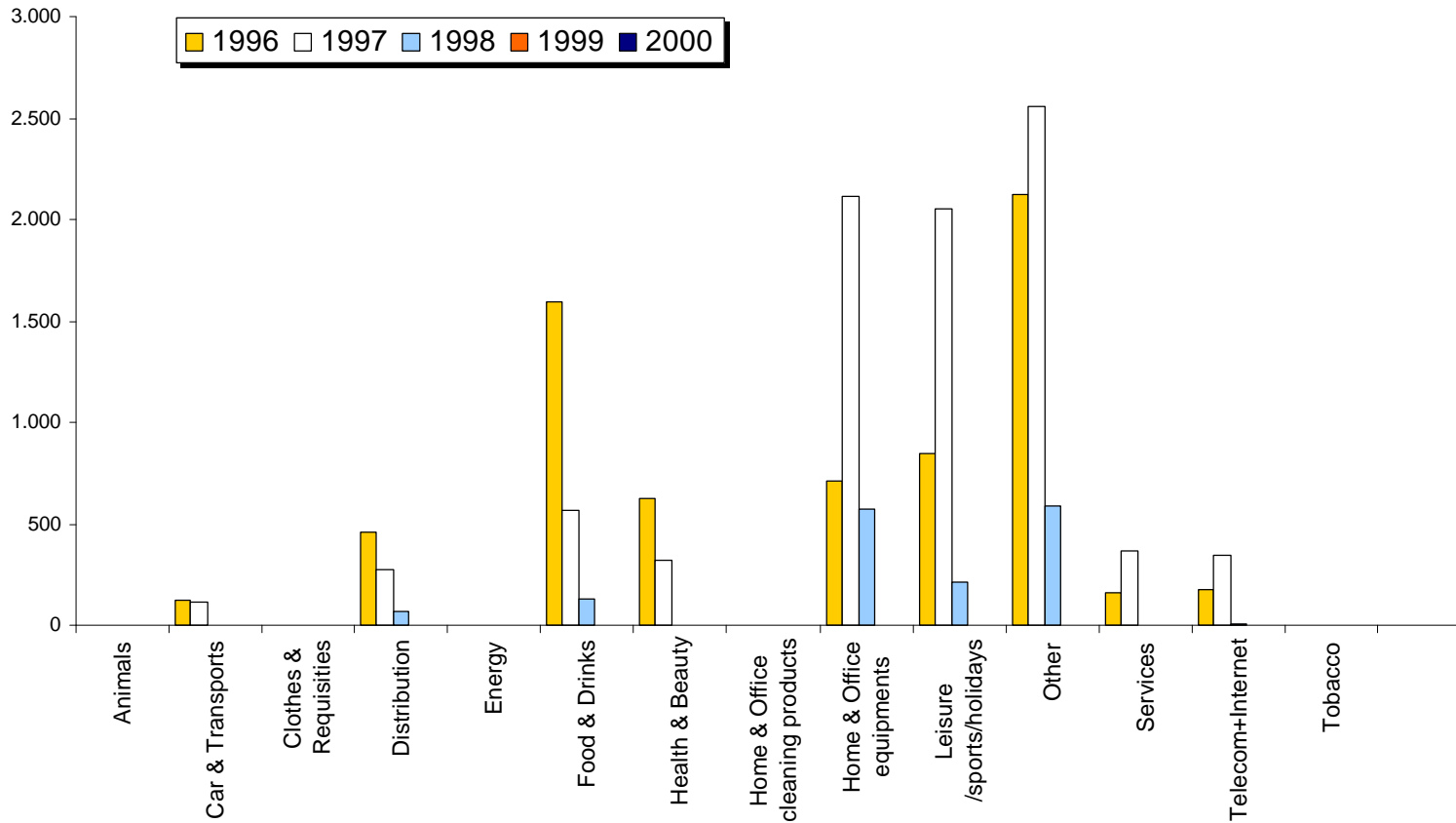
ZTV

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



TV6

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



TV8

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

