
TV Belgium South

3.3. General information by channel

Types of broadcast - 1995-2001 (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	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
	Private - general interest channel	RTL TVI	1985		General Interest
	Private - general interest channel	Club RTL	1995		General Interest
	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

Types of broadcast - 1995-2001 (2)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	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
	Private - general interest channel	Canal +	1989		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	LTA	1998	2000	Direct Response TV
	Private - thematic channel	HOT Le Grand Magasin	2000		Direct Response TV (former LTA)
	Private - thematic channel	Kanaal Z/ Canal Z	2000		Business

Types of broadcast - 1995-2001

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Local Channels	Private - general interest channel	Antenne Centre	1982		General Interest
	Private - general interest channel	Canal C	1978		General Interest
	Private - general interest channel	Canal Zoom	1976		General Interest
	Private - general interest channel	No Télé	1977		General Interest
	Private - general interest channel	RTC Télé Liège	1977		General Interest
	Private - general interest channel	Télé Bruxelles	1985		General Interest
	Private - general interest channel	Télé MB	1986		General Interest
	Private - general interest channel	Télésambre	1973		General Interest
	Private - general interest channel	Télévesdre	1989		General Interest
	Private - general interest channel	TV Com	1978		General Interest
	Private - general interest channel	TV Lux	1997		General Knowledge
	Private - general interest channel	Vidéoscope	1977		General Knowledge

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 period 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)
Pay TV	Private - thematic channels	Canal + Jaune / Bleu	1999		Thematics
	Private - thematic channels	UPC	1998		Thematics
	Private - thematic channels	Brutélé	1997		General Interest
Digital Packages	Private - general interest channel	La Bouquet Canal+	1999		General Interest

Types of broadcast - 1995-2001

Domestic Channels

Names	Transmission Mode		Reception Mode	Comments for Other reception mode
	Connection	Transmission		
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	
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	
Canal +	Numerical	TV Cable	Cable	and Pay TV
Event TV	Analogical	TV Cable	Cable	
Liberty TV	Analogical	TV Cable	Cable	
LTA	Analogical	TV Cable	Cable	
HOT Le Grand Magasin	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	
Antenne Centre	Analogical	TV Cable	Cable
Canal C	Analogical	TV Cable	Cable
Canal Zoom	Analogical	TV Cable	Cable
No Télé	Analogical	TV Cable	Cable
RTC Télé Liège	Analogical	TV Cable	Cable
Télé Bruxelles	Analogical	TV Cable	Cable
Télé MB	Analogical	TV Cable	Cable
Télésambre	Analogical	TV Cable	Cable
Télévesdre	Analogical	TV Cable	Cable
TV Com	Analogical	TV Cable	Cable
TV Lux	Analogical	TV Cable	Cable
Vidéoscope	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

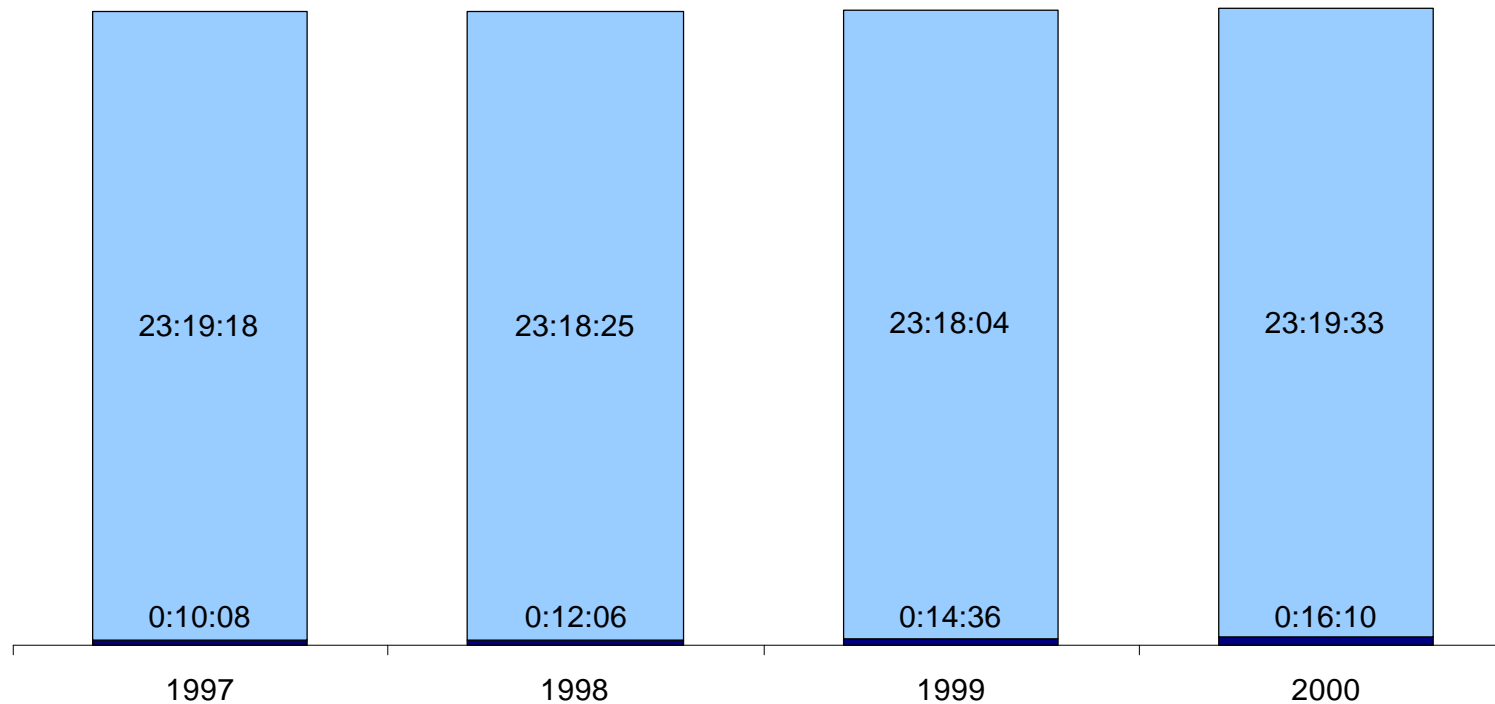
Note about TV (1)

- Total advertising
 - Billboards
 - Commercial breaks (standard commercials only)
 - Self-promotional breaks (trailers)
- Total (except advertising)
 - Broadcast
 - Self-promotional programs
- Advertising restrictions on RTBF

Avg Broadcast duration / day in minutes

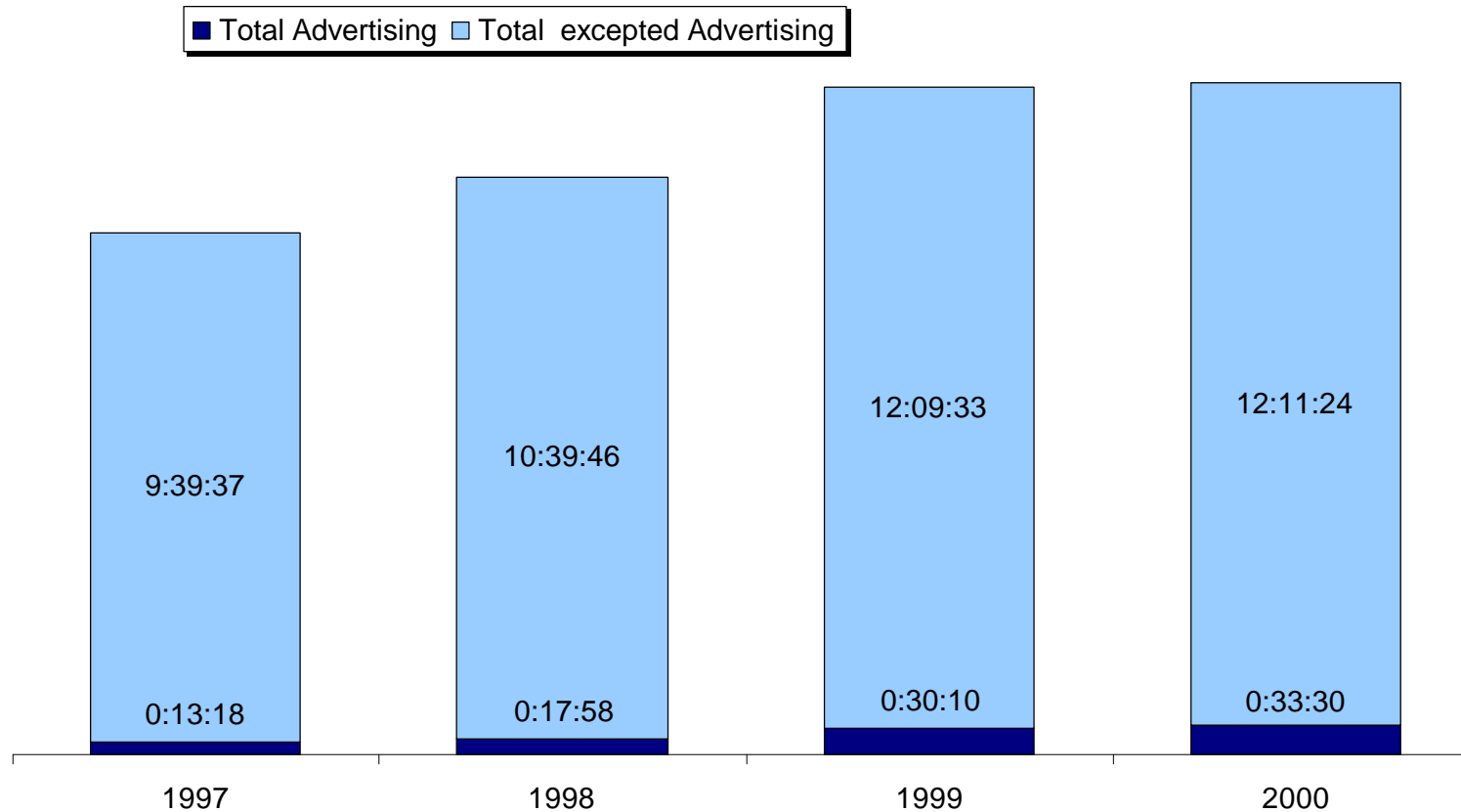
All broadcasts incl. Adv. - Canal +

■ Total Advertising ■ Total excepted Advertising



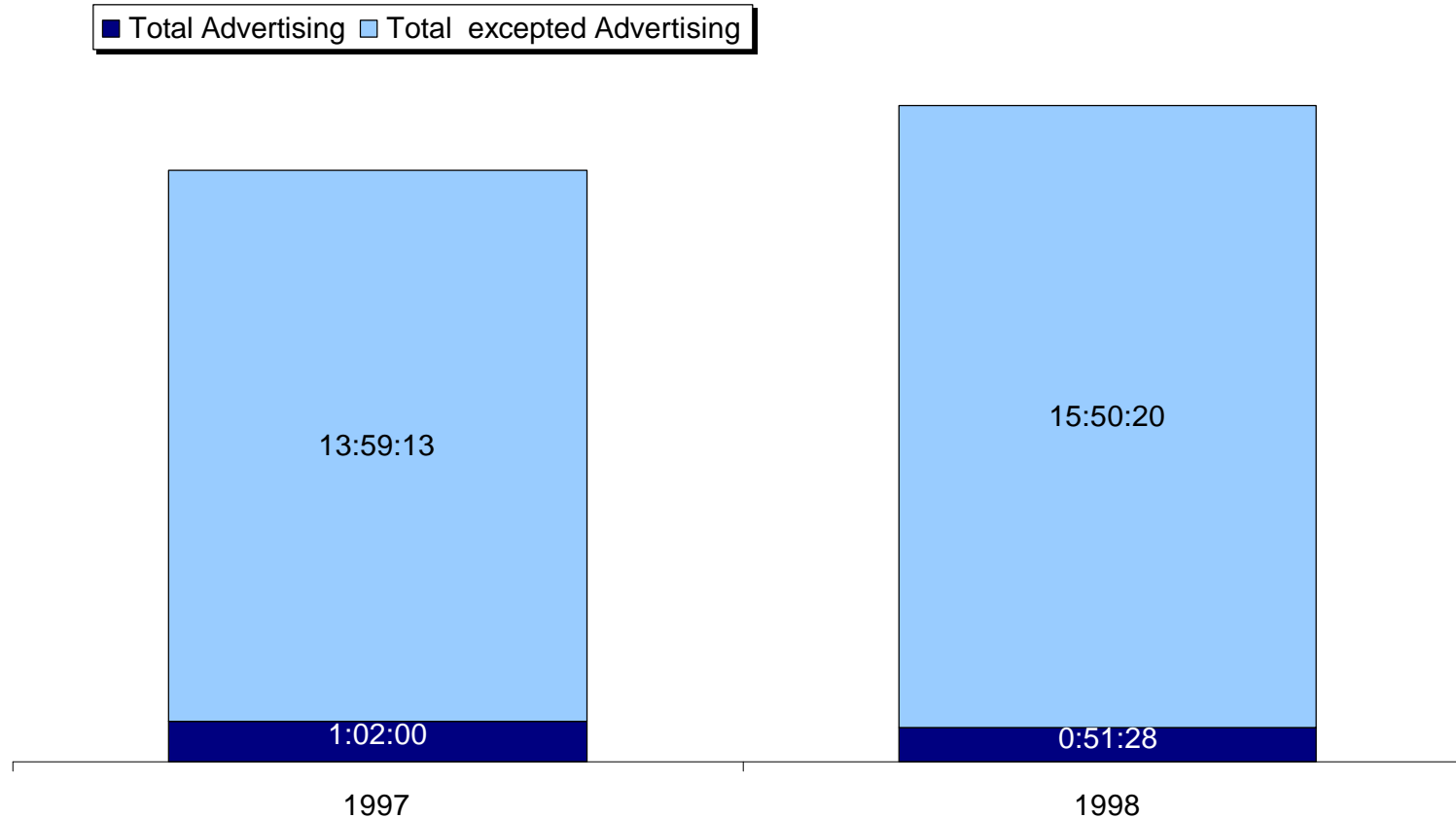
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - Club RTL



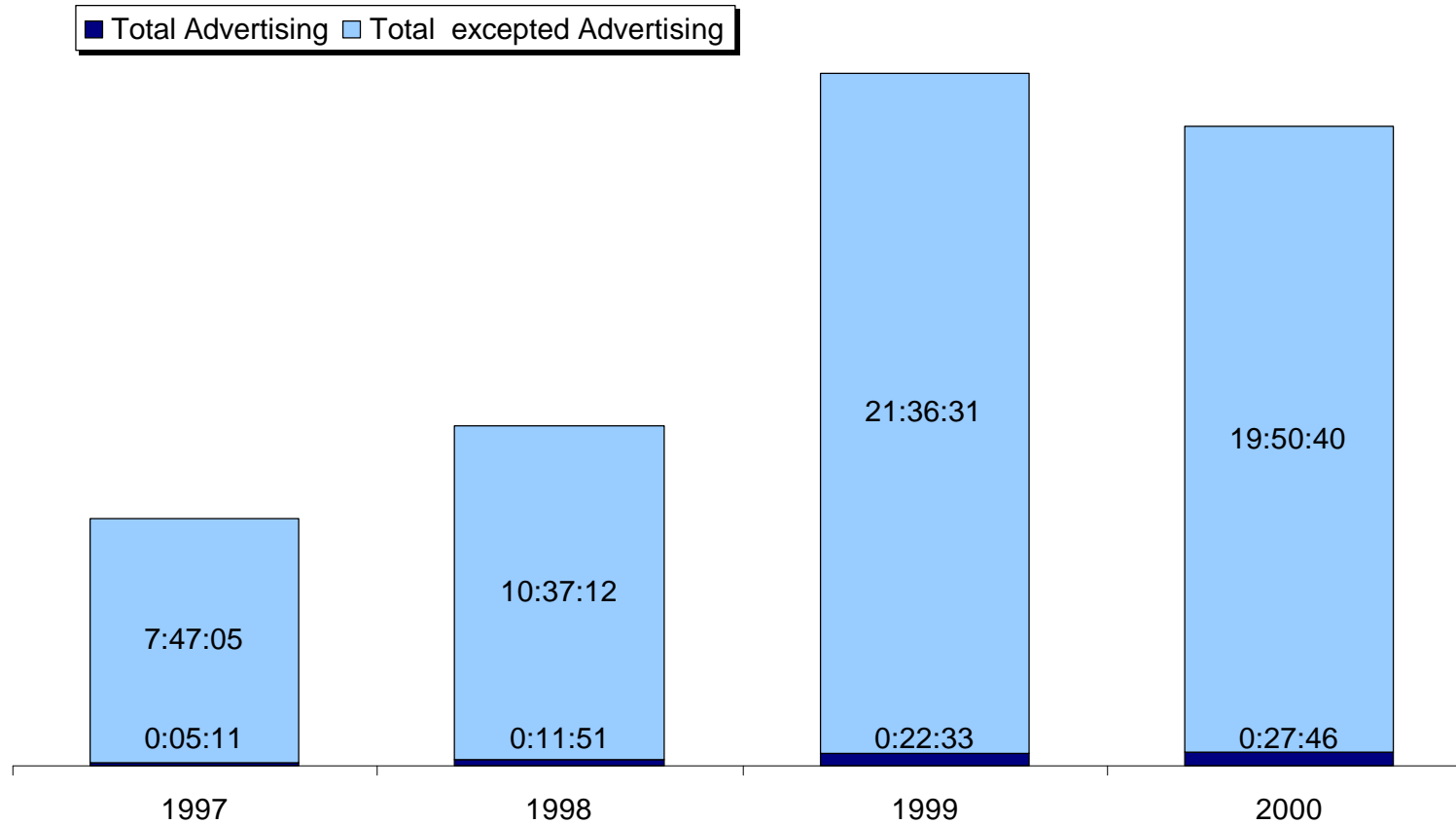
Avg Broadcast duration / day in minutes

All broadcasts sincl. Adv. - Eurosport 21



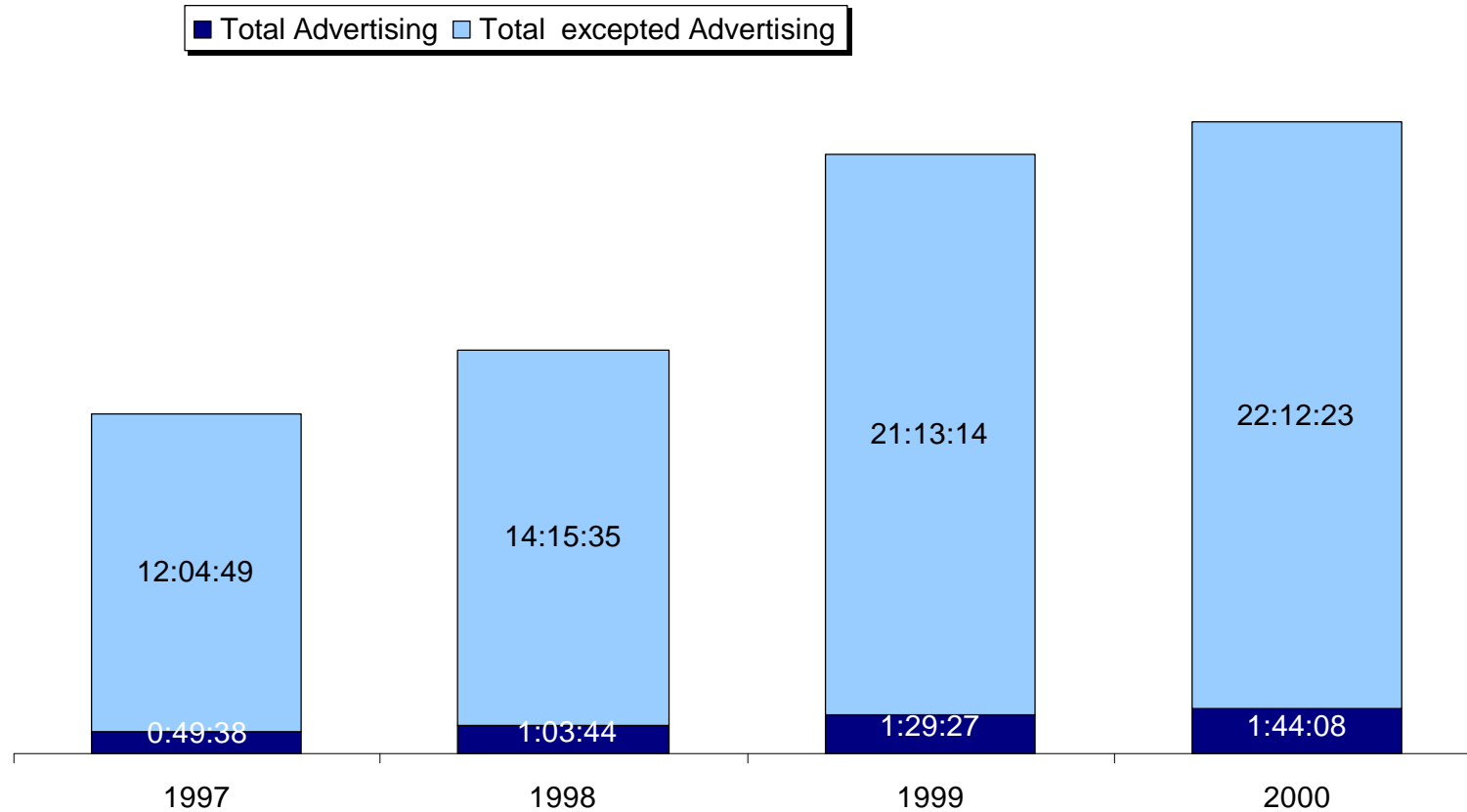
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - La Deux



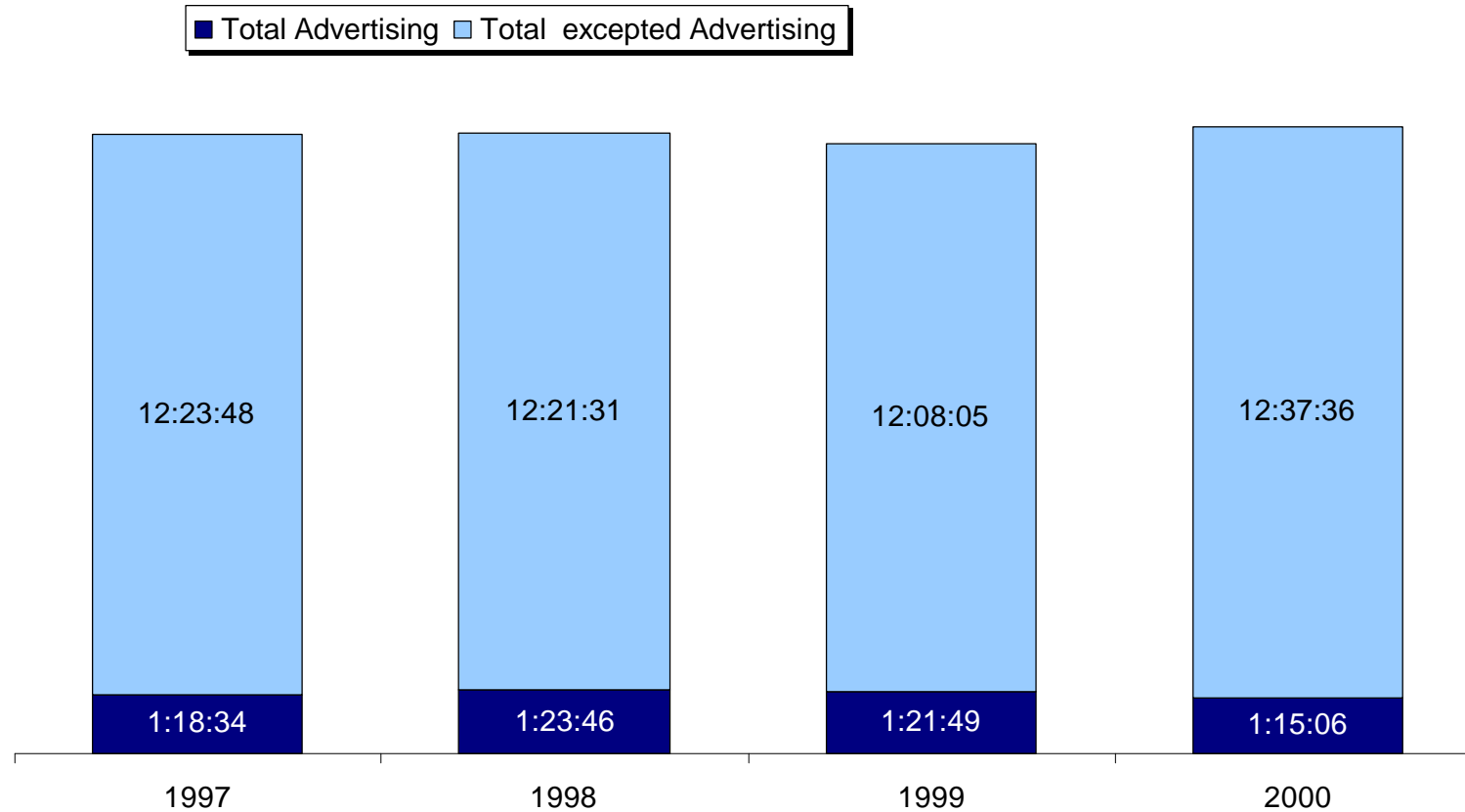
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - La Une



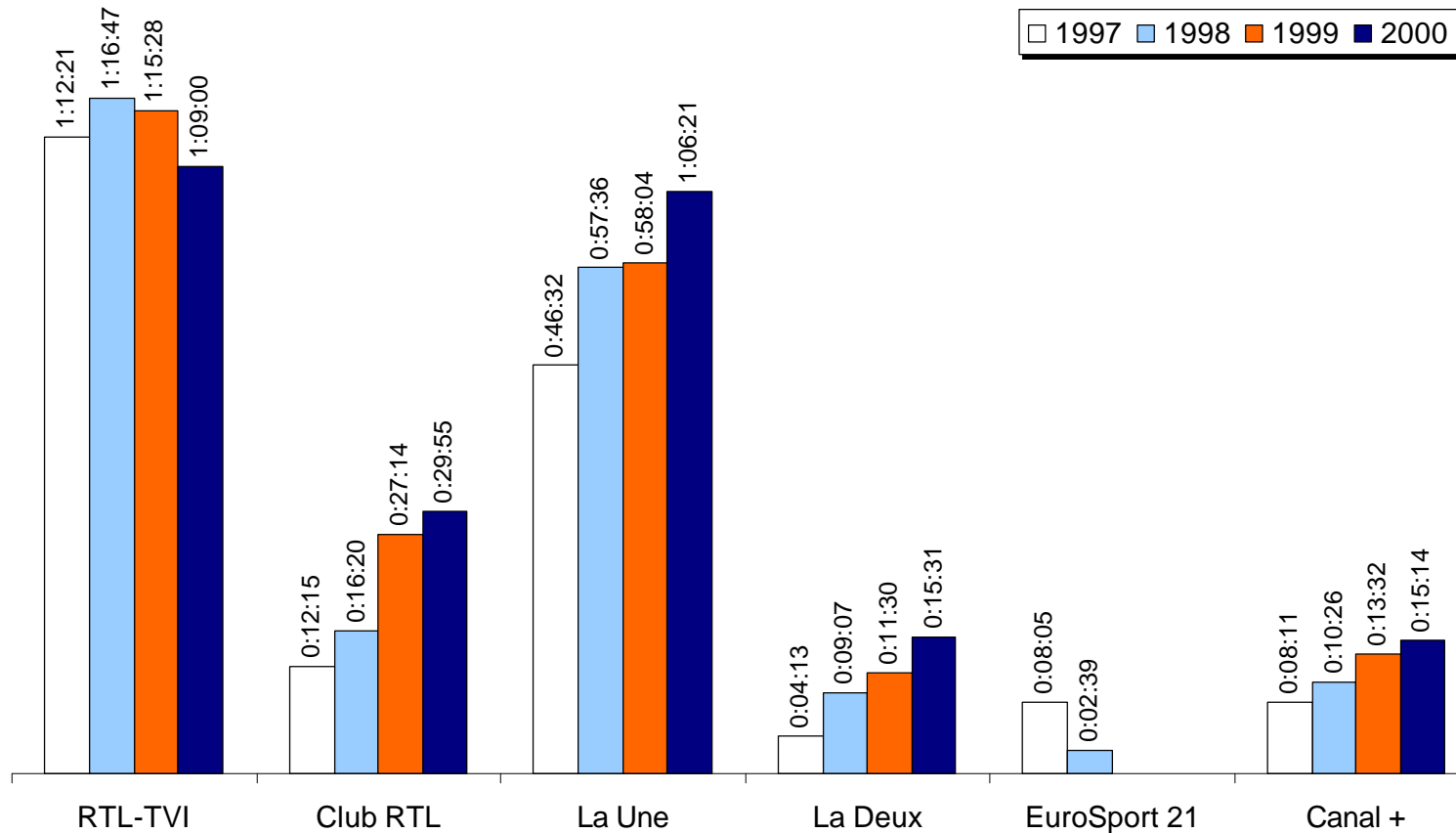
Avg Broadcast duration / day in minutes

All broadcasts incl. Adv. - RTL TVI

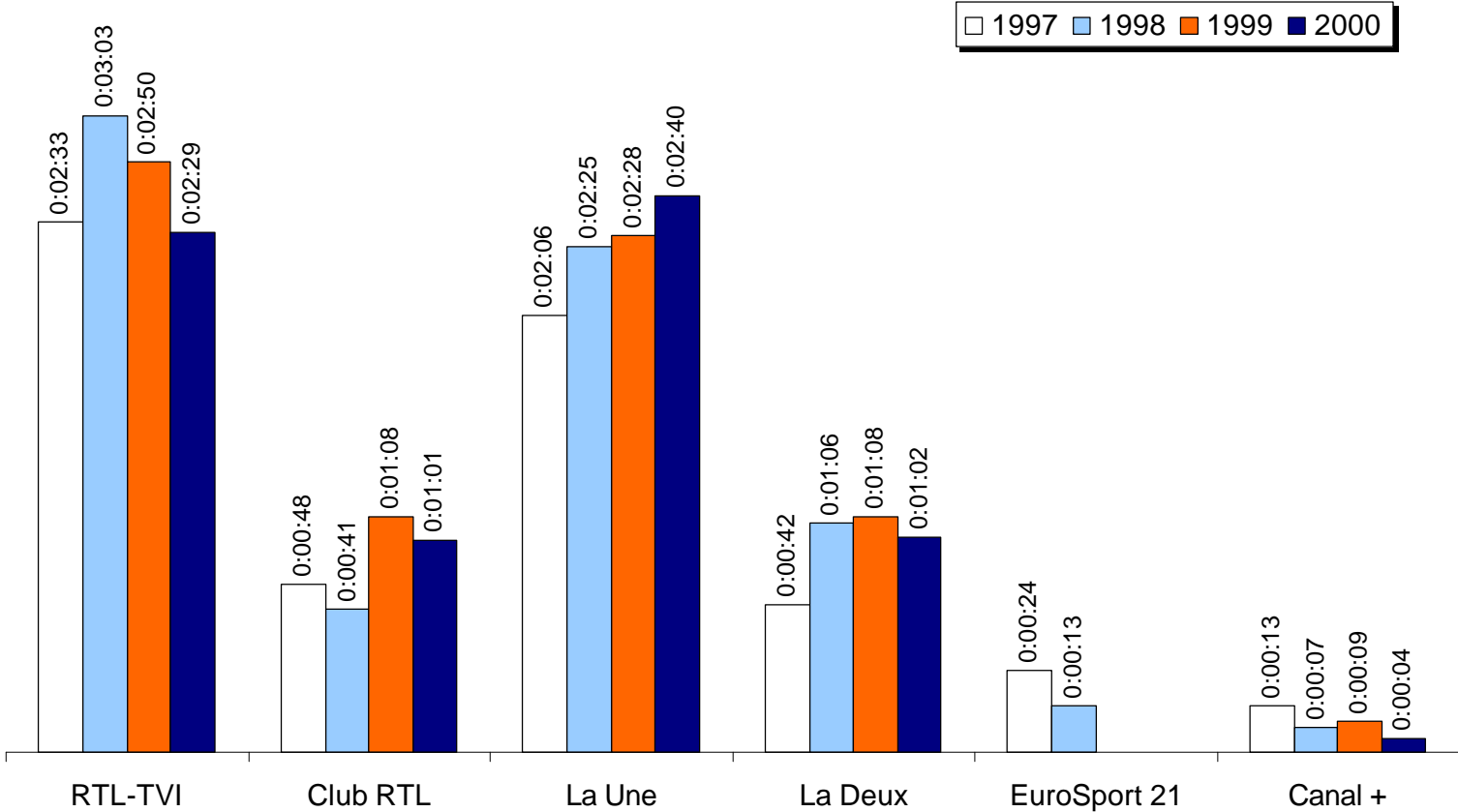


Avg Broadcast duration / day in minutes

Commercial breaks

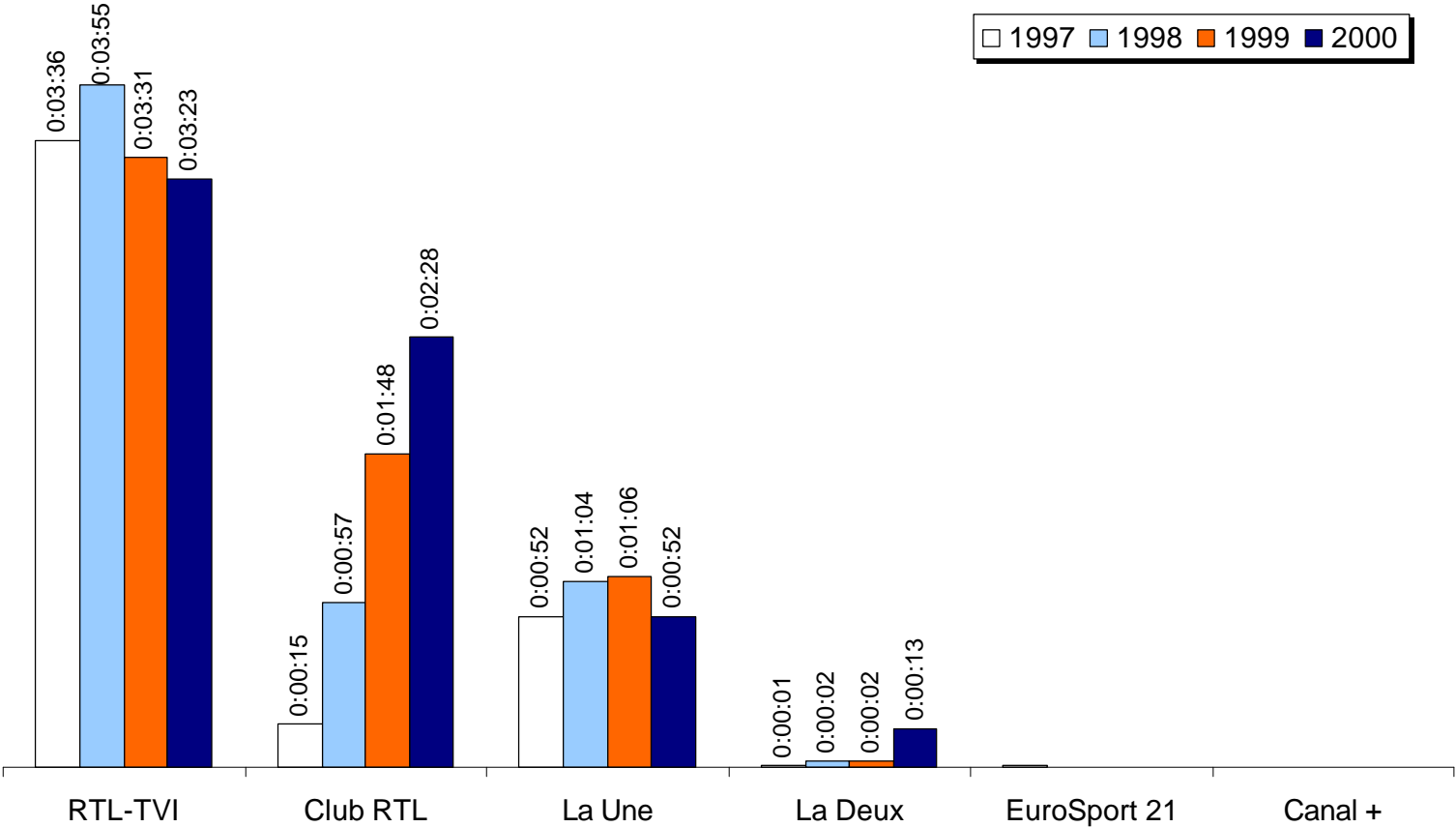


Avg Broadcast duration / day in minutes Billboard breaks



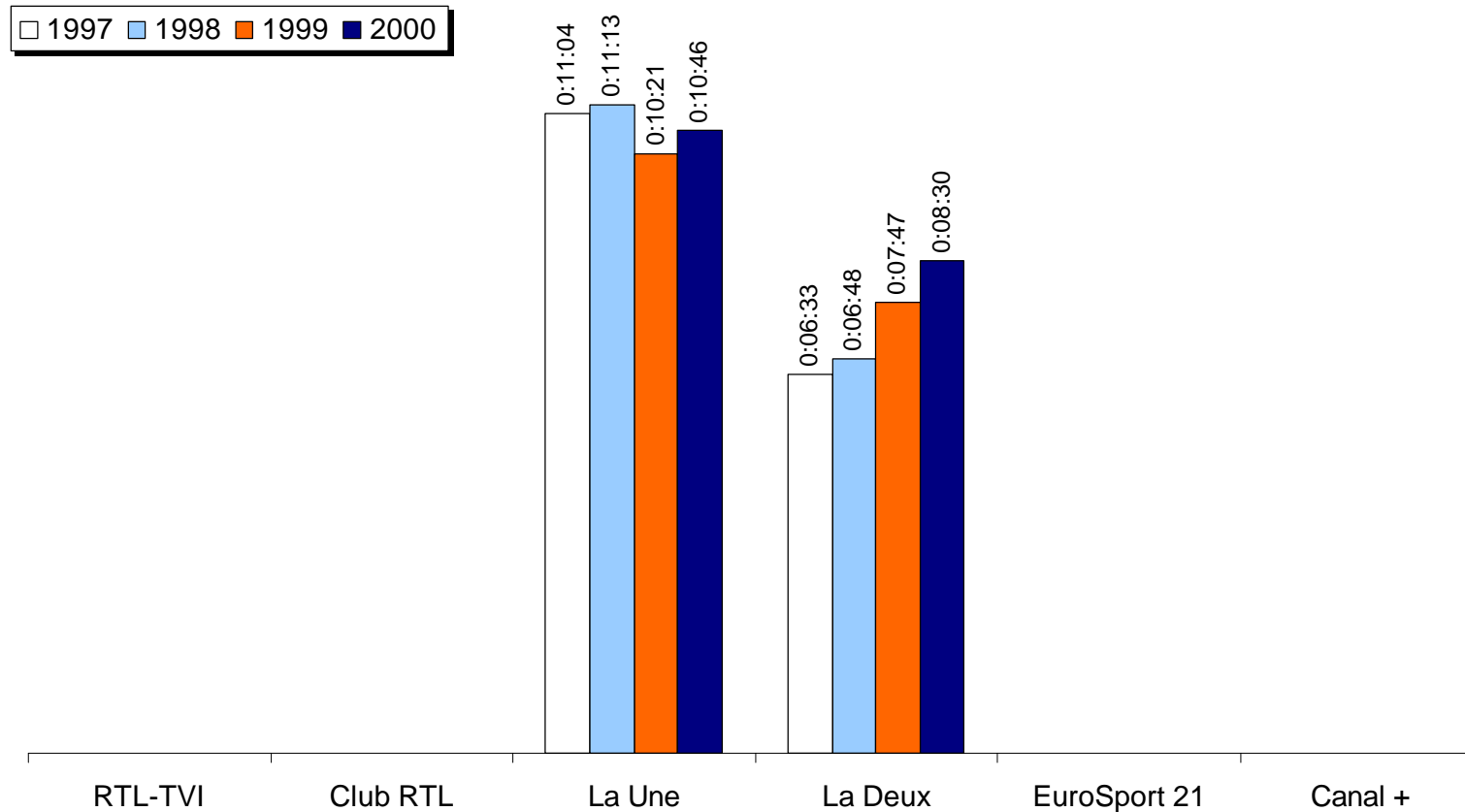
Avg Broadcast duration / day in minutes

Channel (self) promotional breaks

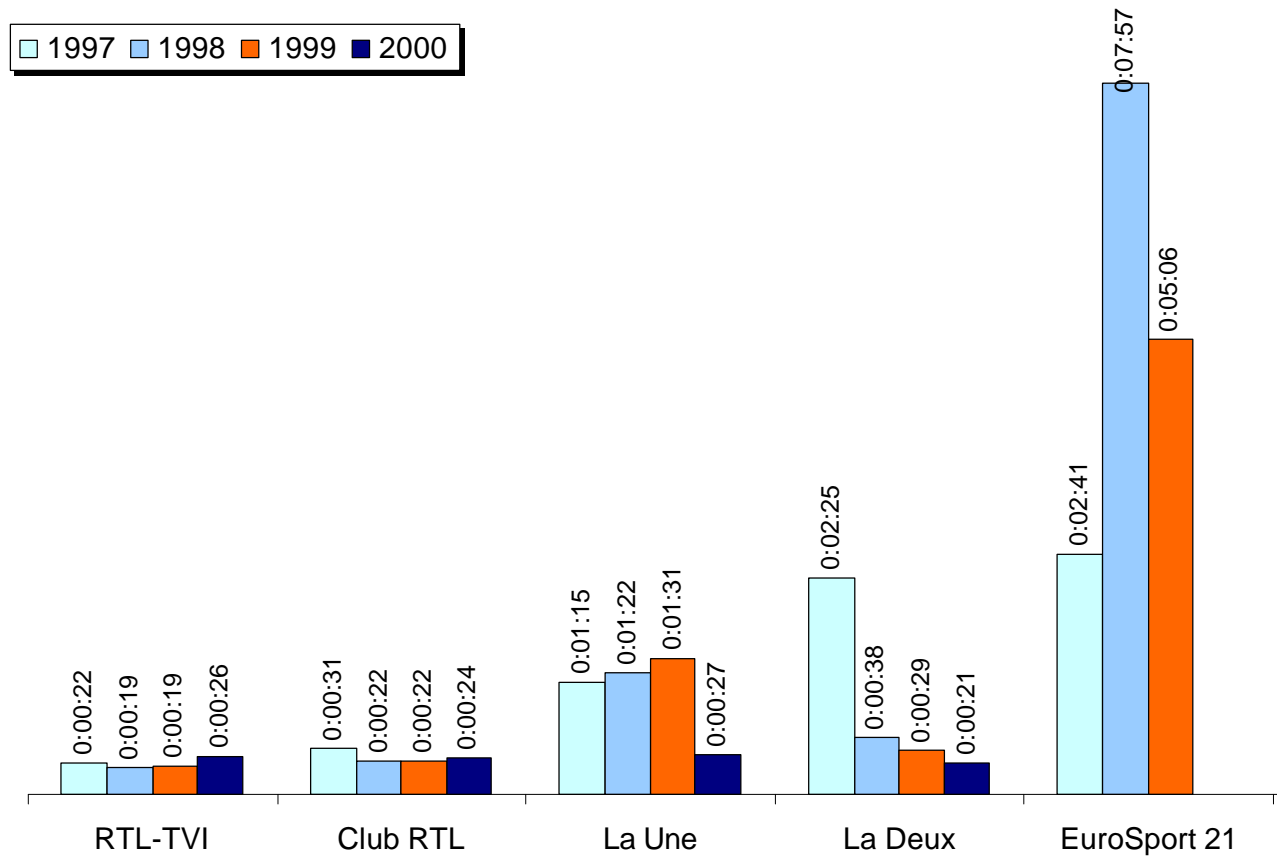


Avg Broadcast duration / day in minutes

Location

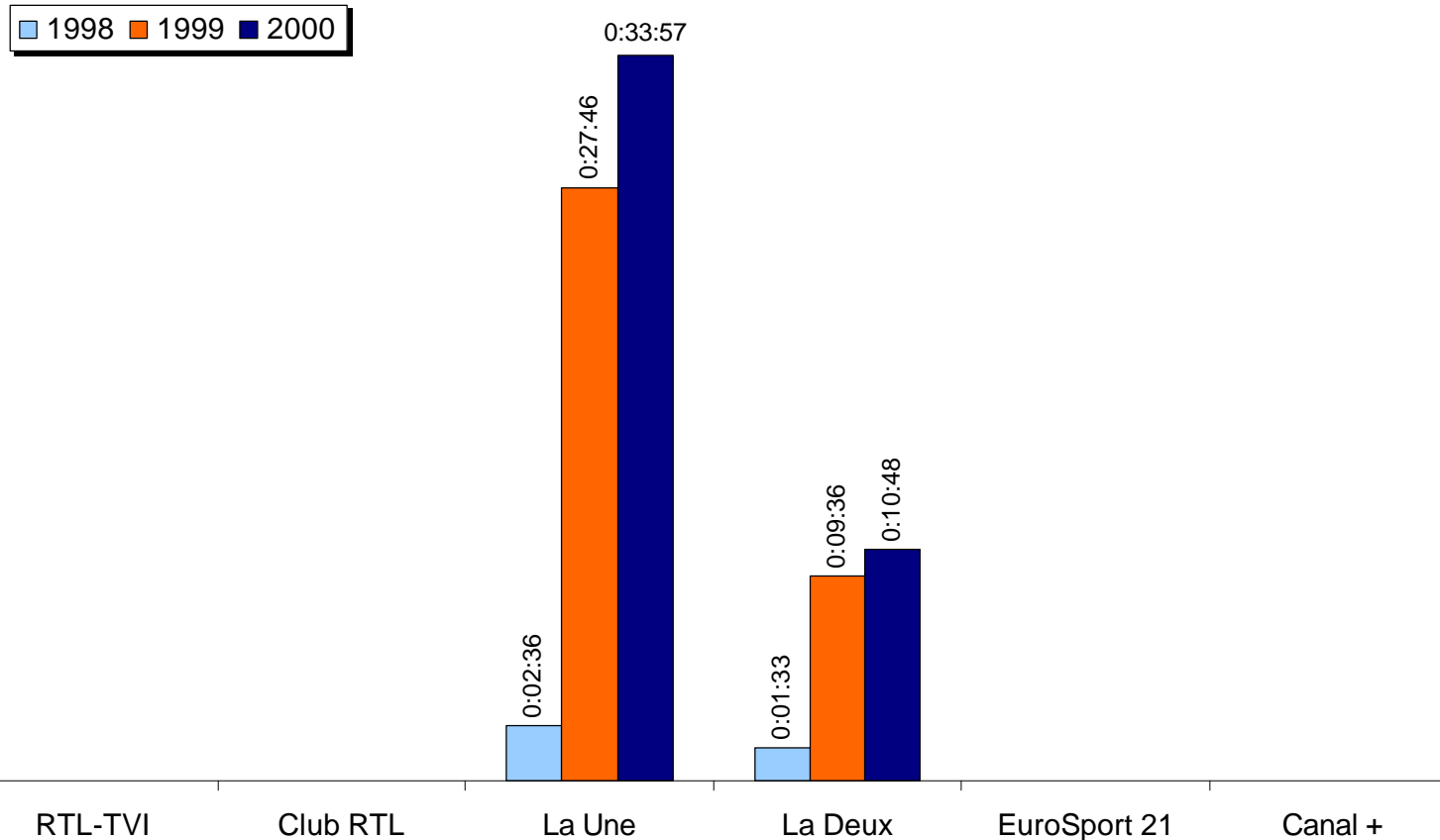


Avg Broadcast duration / day in minutes Housestyle



Avg Broadcast duration / day in minutes

Other : Loop



3.4. Commercial Offer in 2001

Domestic channels

Name of Channel		Capital shares holding				
		Private 1	Private 2	Private 3	Private n	Public
La Une	Name					Public service television
	Part (%)					
La Deux	Name					Public service
	Part (%)					
Canal +	Name	Vivendi	CDC	Particuliers		
	Part (%)	48%	3,5%	47%		
RTL TVI	Name	Audiopresse	RTL Group			
	Part (%)	34%	66%			
Club RTL	Name	Audiopresse	RTL Group			
	Part (%)	33%	66%			
Canal Z	Name	FET	Roularta			
	Part (%)	50%	50%			
Liberty TV	Name	Liberty Channels	Digital Venture II	Banque Degroof	I.E-laser	Communication
	Part (%)	52%	10,15%	2,35%	3,34%	2,23%
HOT Le Grand	Name	Home shopping	HOT + Thomas			
	Part (%)	33%	66%			

Domestic channels

Name of Channel	Name of Sales houses	Channel's Target Group
La Une	RMB	15-54 y.o.
La Deux	RMB	4-14 y.o & 15+y.o & Men 18-54 y.o
Canal +	RMB	PRP 18-44
RTL TVI	IP	PRP 18-44
Club RTL	IP	4-14 & 15-44 y.o. Men 18-54 SG 1-4
Canal Z	Integrated	Men 18-54 SG 1-3
Liberty TV	Integrated	Travellers, large target Audience : 18-52, male bias
HOT Le Grand Magasin	Integrated	

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 Response Spots	Others
RTL-TV1	2.866,64	tailor made	tailor made	tailor made	tailor made	
Club RTL	1.282,91	tailor made	tailor made	tailor made	tailor made	
La Une	1.757,66	tailor made	tailor made	tailor made	tailor made	
La Deux	309,59	tailor made	tailor made	tailor made	tailor made	
EuroSport 21	-	tailor made	tailor made	tailor made	tailor made	
Canal +	382,97	tailor made	tailor made	tailor made	tailor made	

Local channels

Name of Channel	Capital shares holding					
		Private 1	Private 2	Private 3	Private n	Public
Antenne Centre	Name Part (%)	nmpc				
Canal C	Name Part (%)	nmpc				
Canal Zoom	Name Part (%)	nmpc				
No Télé	Name Part (%)	nmpc				
RTC Liège	Name Part (%)	nmpc				
Télé Bruxelles	Name Part (%)	nmpc				
Télé MB	Name Part (%)	nmpc				
Téléambre	Name Part (%)	nmpc				
Télévesdre	Name Part (%)	nmpc				
TV Com	Name Part (%)	nmpc				
TV Lux	Name Part (%)	nmpc				
Vidéoscope	Name Part (%)	nmpc				

Local channels

Name of Channel	Name of Sales houses	Channel's Target Group
Antenne Centre	RMB	Total 4+ in the covered area
Canal C	Sodina	Total 4+ in the covered area
Canal Zoom	RMB	Total 4+ in the covered area
No Télé	RMB	Total 4+ in the covered area
RTC Liège	RMB	Total 4+ in the covered area
Télé Bruxelles	RMB	Total 4+ in the covered area
Télé MB	RMB	Total 4+ in the covered area
Télesambre	RMB	Total 4+ in the covered area
Télévesdre	RMB	Total 4+ in the covered area
TV Com	RMB	Total 4+ in the covered area
TV Lux	RMB	Total 4+ in the covered area
Vidéoscope	RMB	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	Auto Promotion spots	Direct Respons Spots	Others
Antenne Centre	by package	by package	by package	by package	by package	
Canal C	by package	by package	by package	by package	by package	
Canal Zoom	by package	by package	by package	by package	by package	
No Télé	by package	by package	by package	by package	by package	
RTC Télé Liège	by package	by package	by package	by package	by package	
Télé Bruxelles	by package	by package	by package	by package	by package	
Télé MB	by package	by package	by package	by package	by package	
Télésambre	by package	by package	by package	by package	by package	
Télévesdre	by package	by package	by package	by package	by package	
TV Com	by package	by package	by package	by package	by package	
TV Lux	by package	by package	by package	by package	by package	
Vidéoscope	by package	by package	by package	by package	by package	

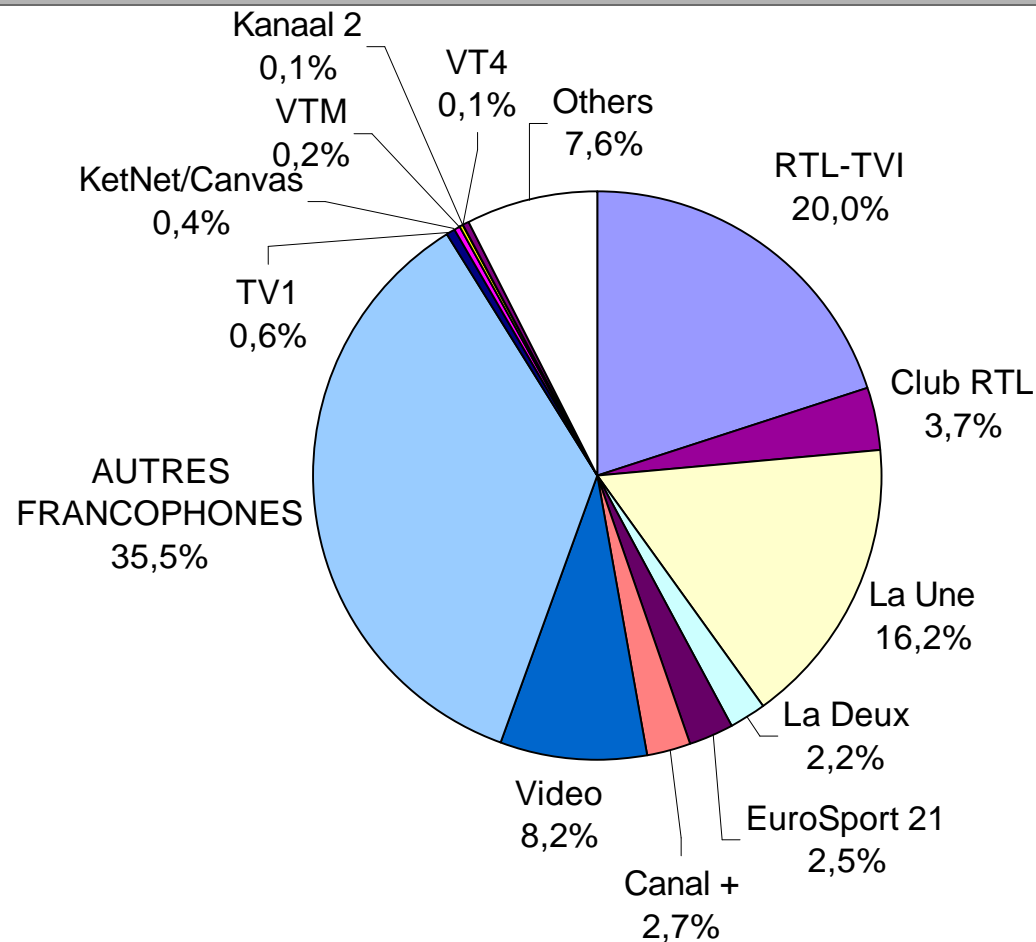
3.5. Audiences

Note about TV (2)

- New audience study in 1997
 - no comparative information prior to 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)
-

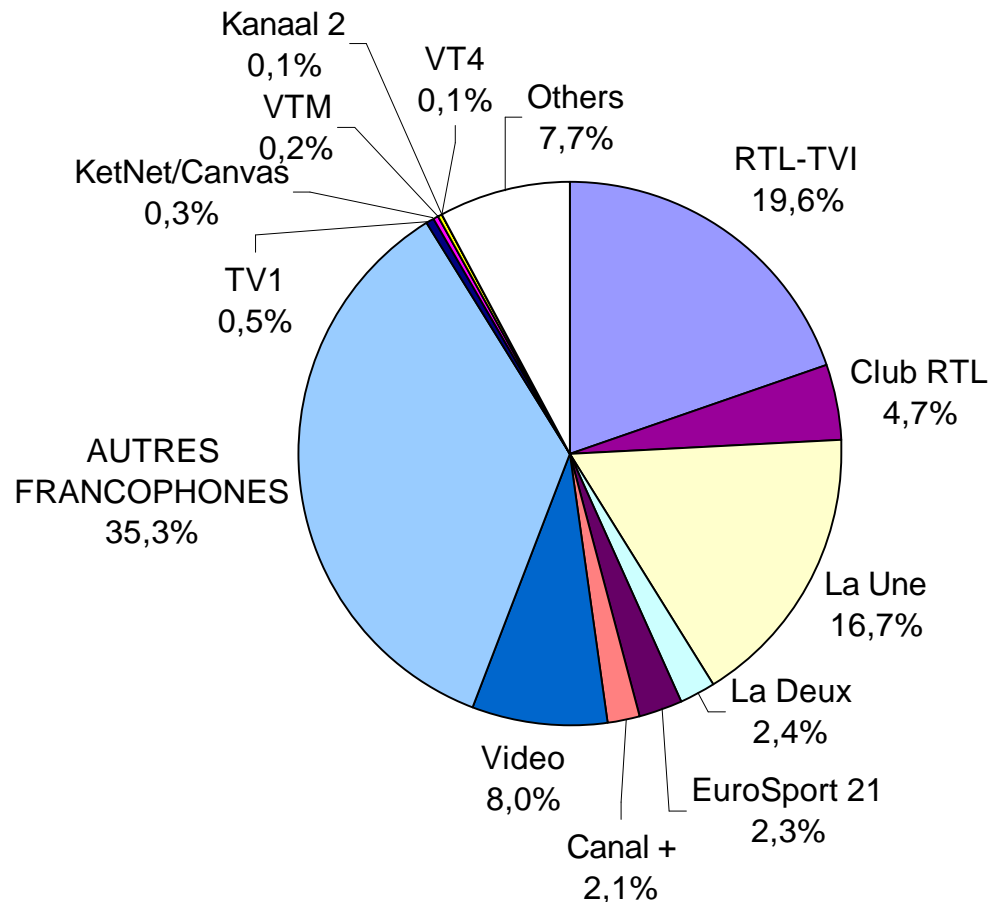
Share of Market (%) - 1997

Target : 6+ (02h00-26h00)



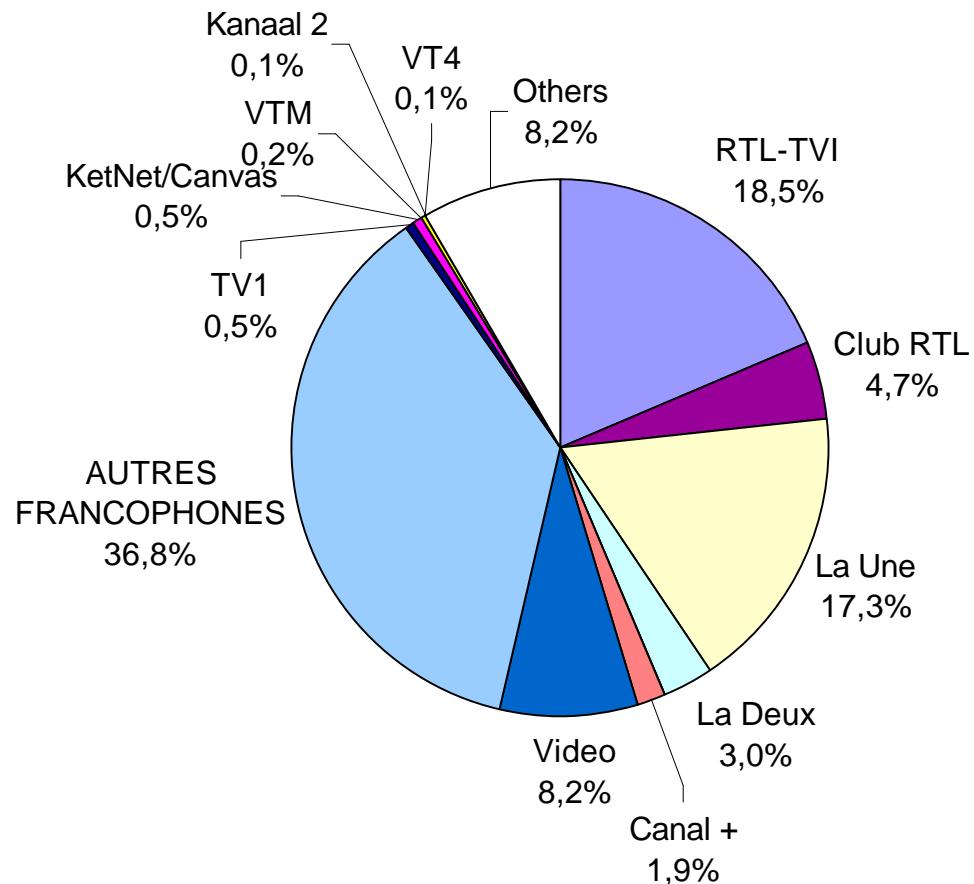
Share of Market (%) - 1998

Target : 6+ (02h00-26h00)



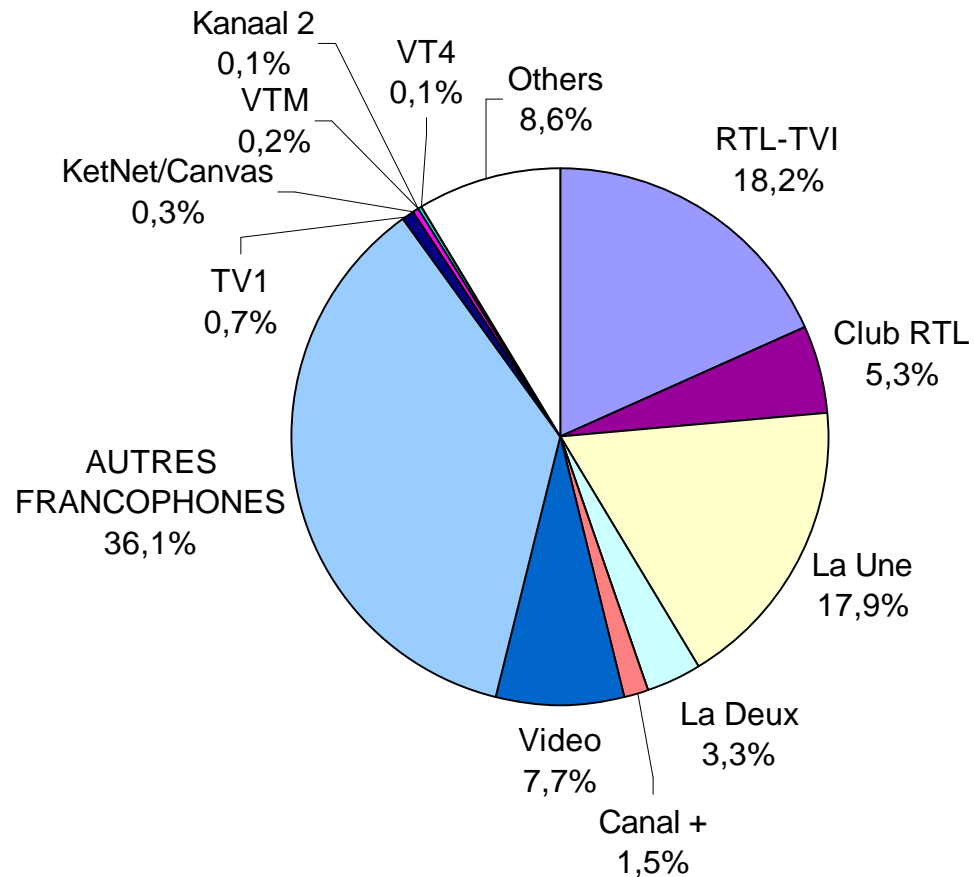
Share of Market (%) - 1999

Target : 6+ (02h00-26h00)



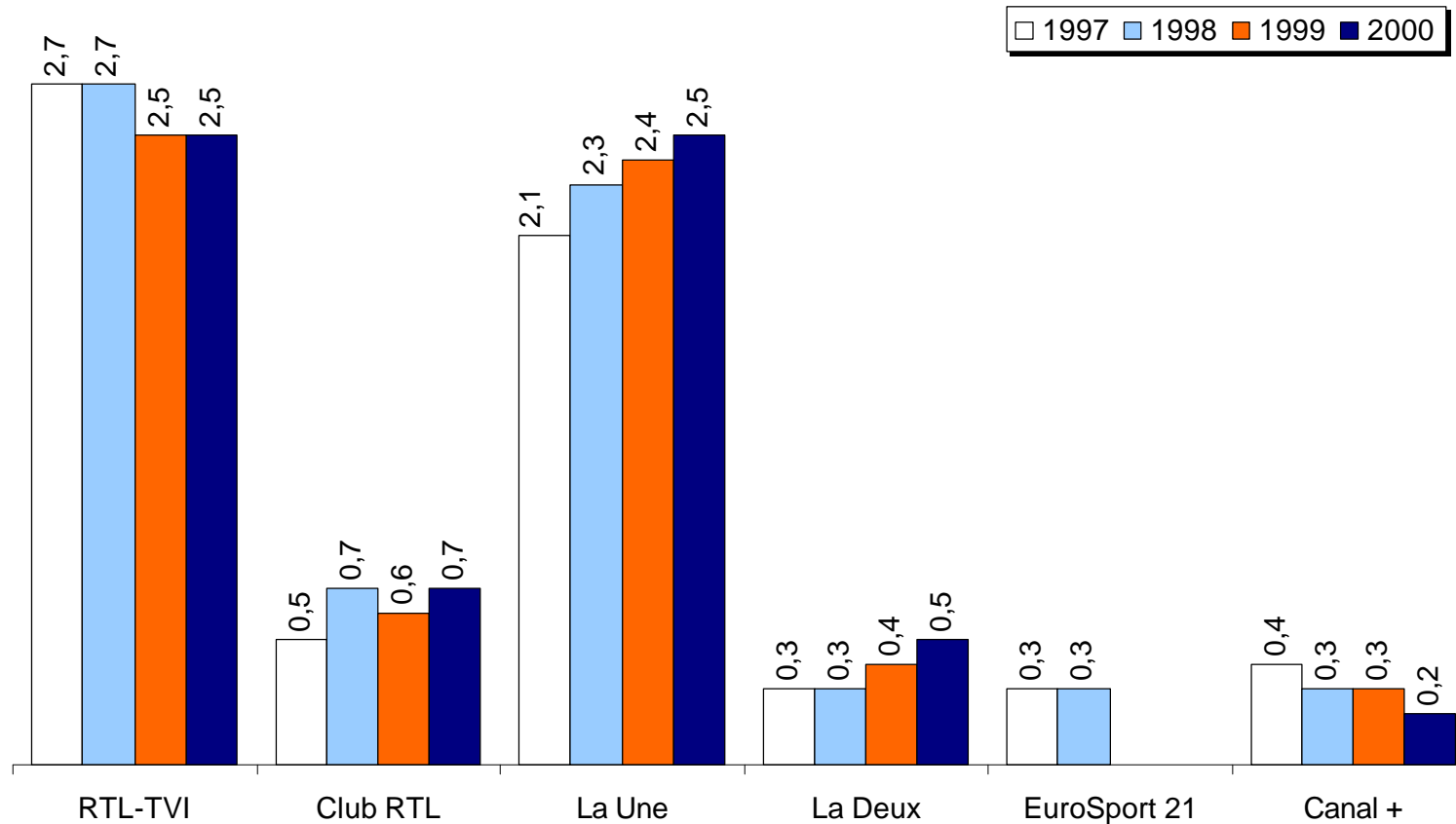
Share of Market (%) - 2000

Target : 6+ (02h00-26h00)

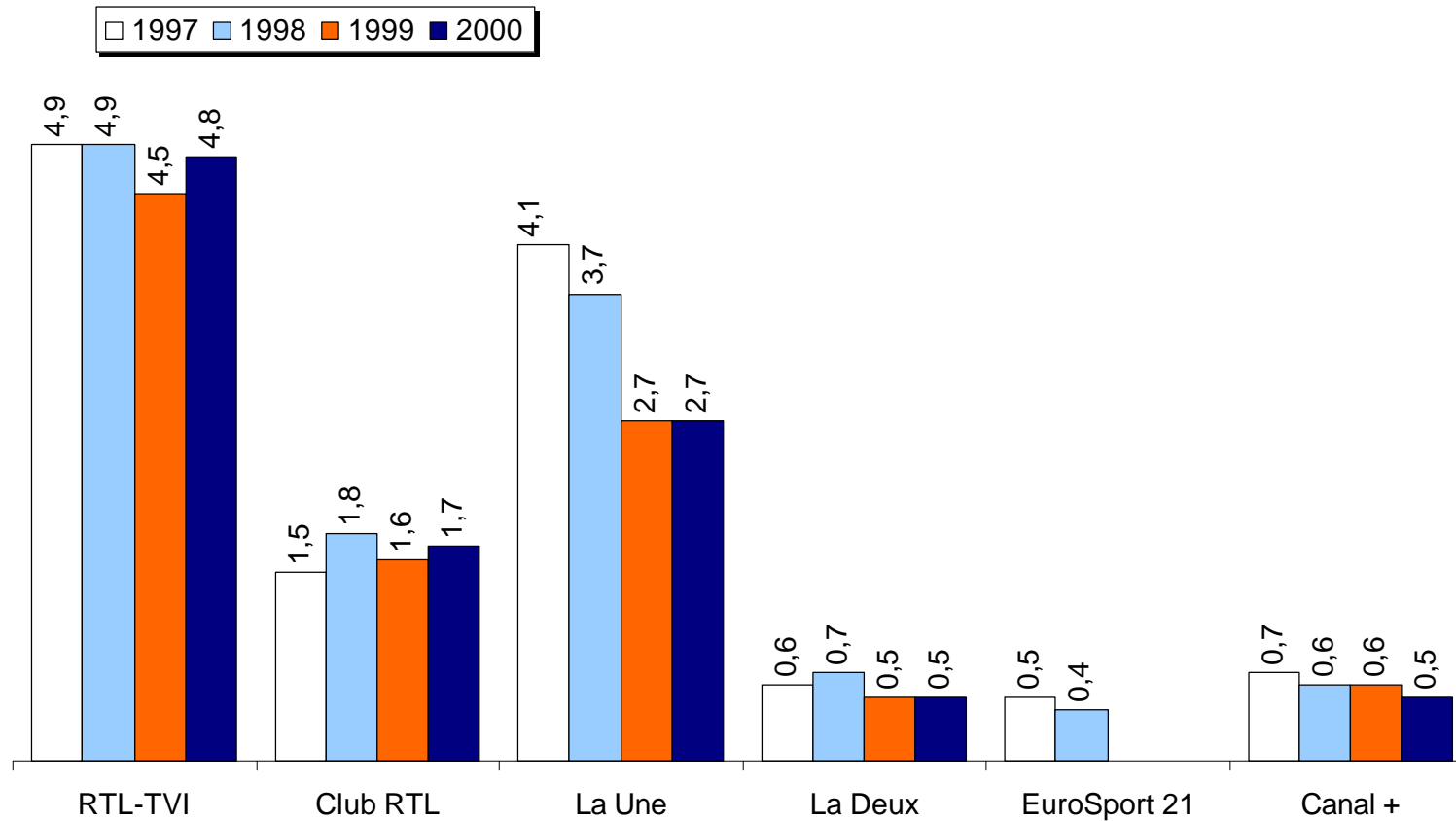


Avg rating (GRP's %)

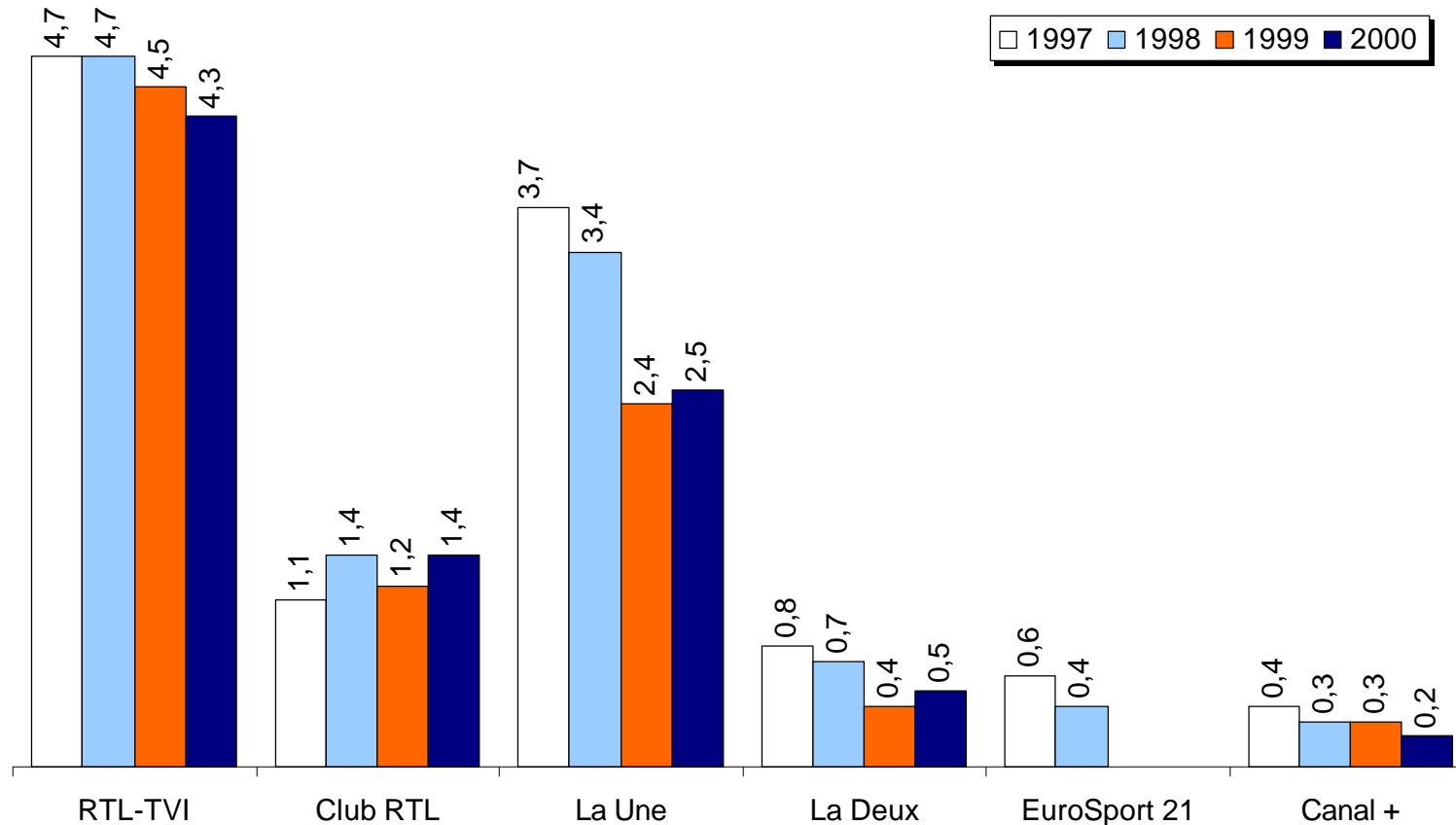
All broadcasts incl. Adv.



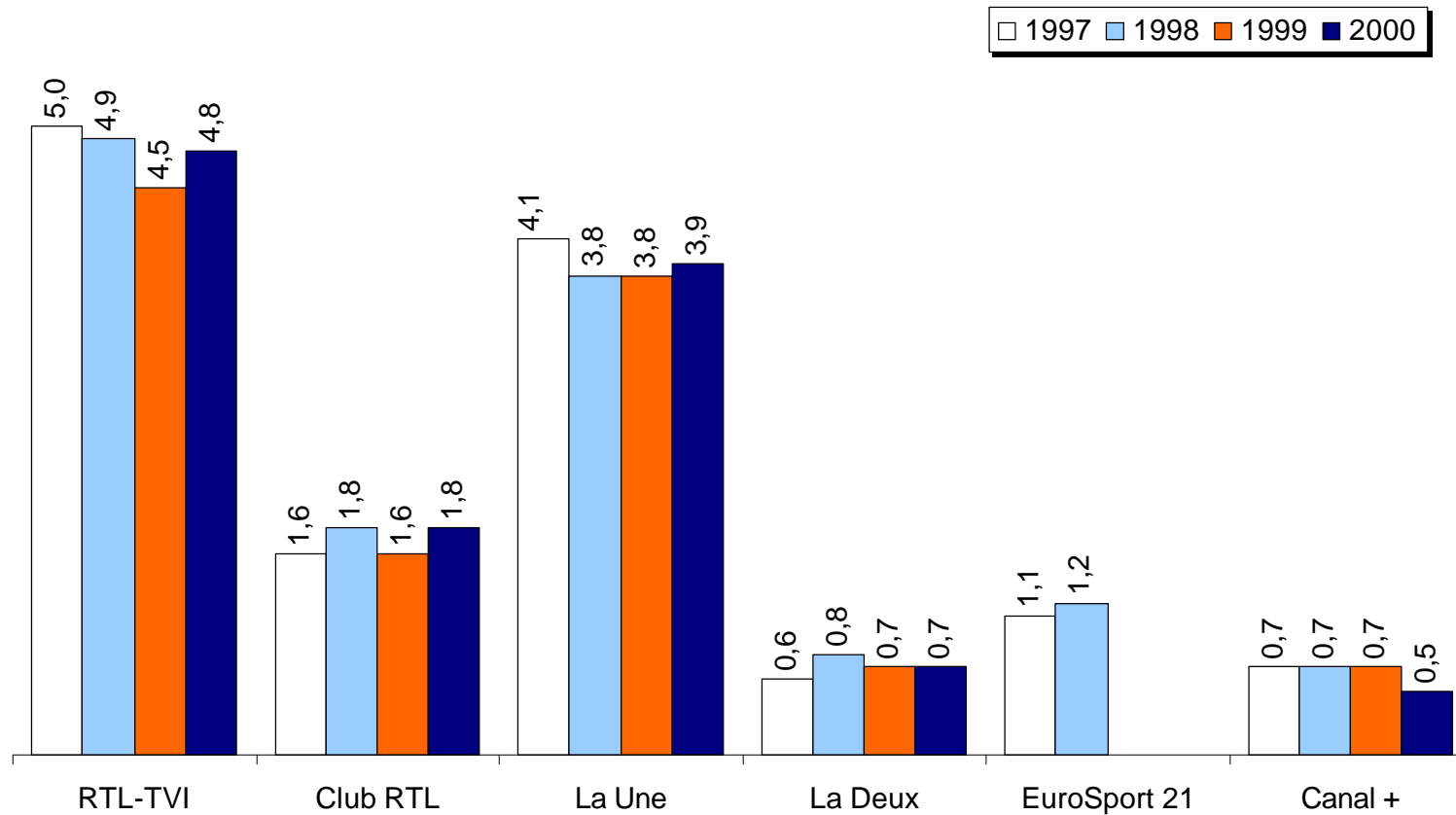
Avg rating (GRP's %) Total Advertising



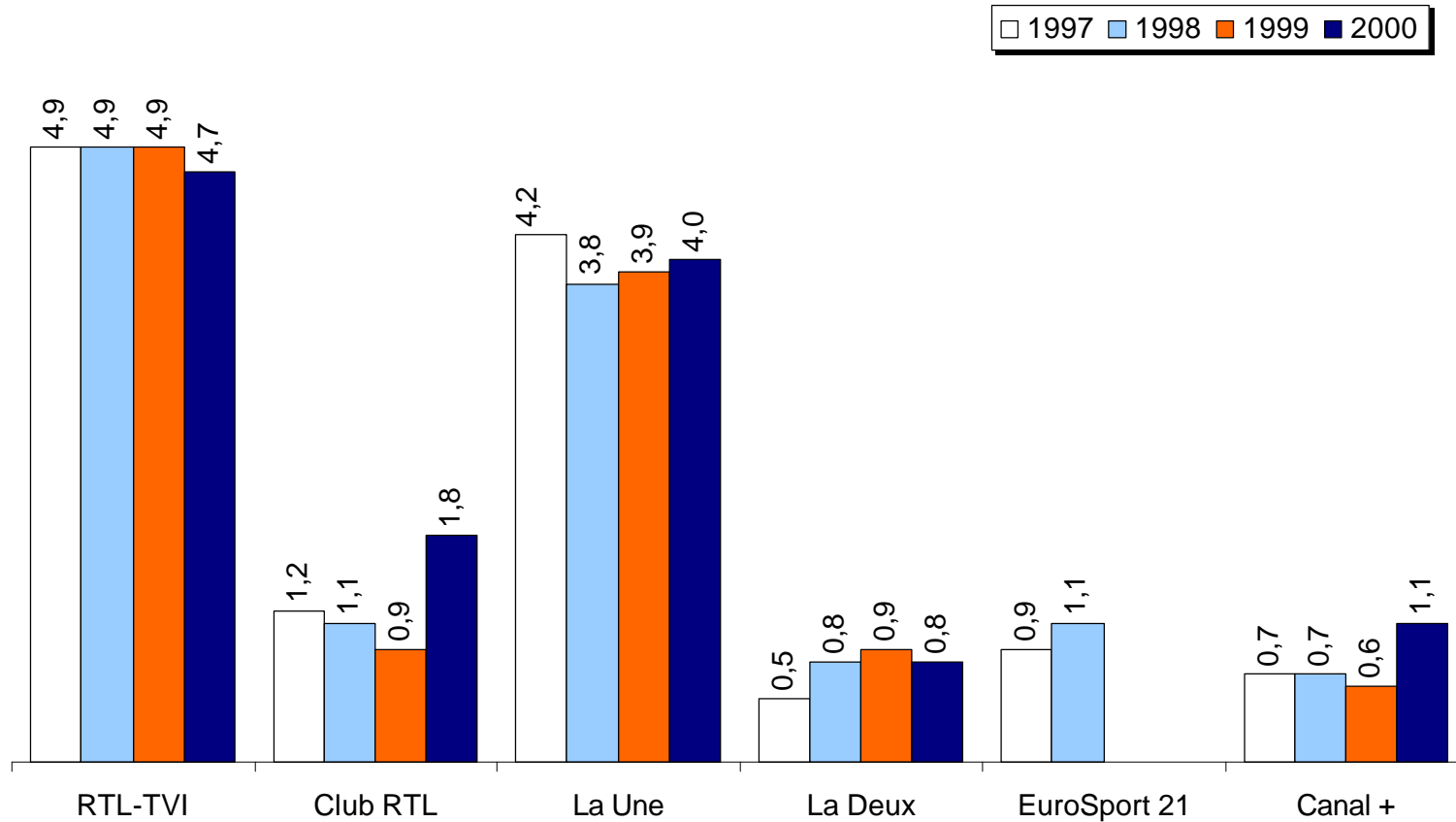
Avg rating (GRP's %) Total (except Advertising)



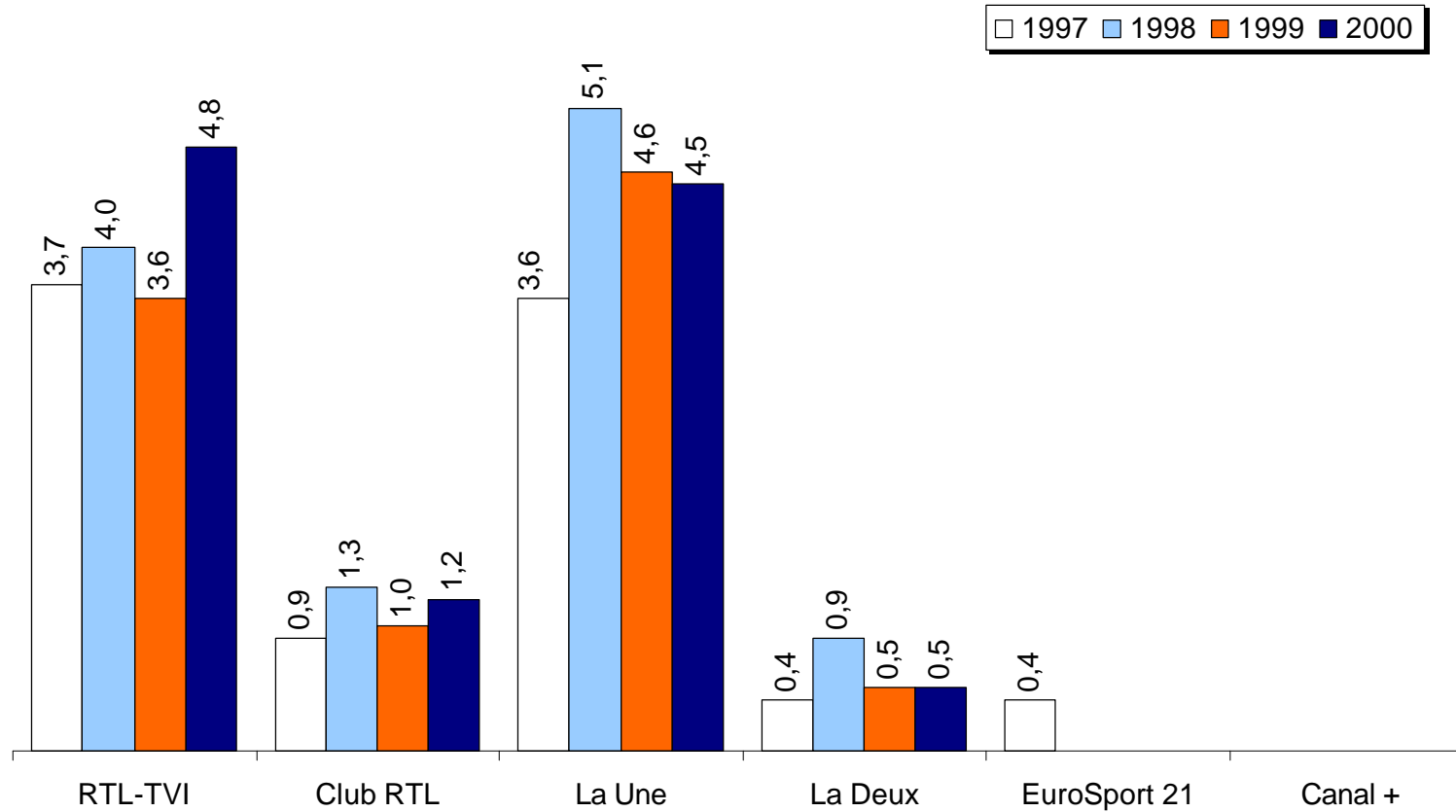
Avg rating (GRP's %) Commercial breaks



Avg rating (GRP's %) Billboard breaks

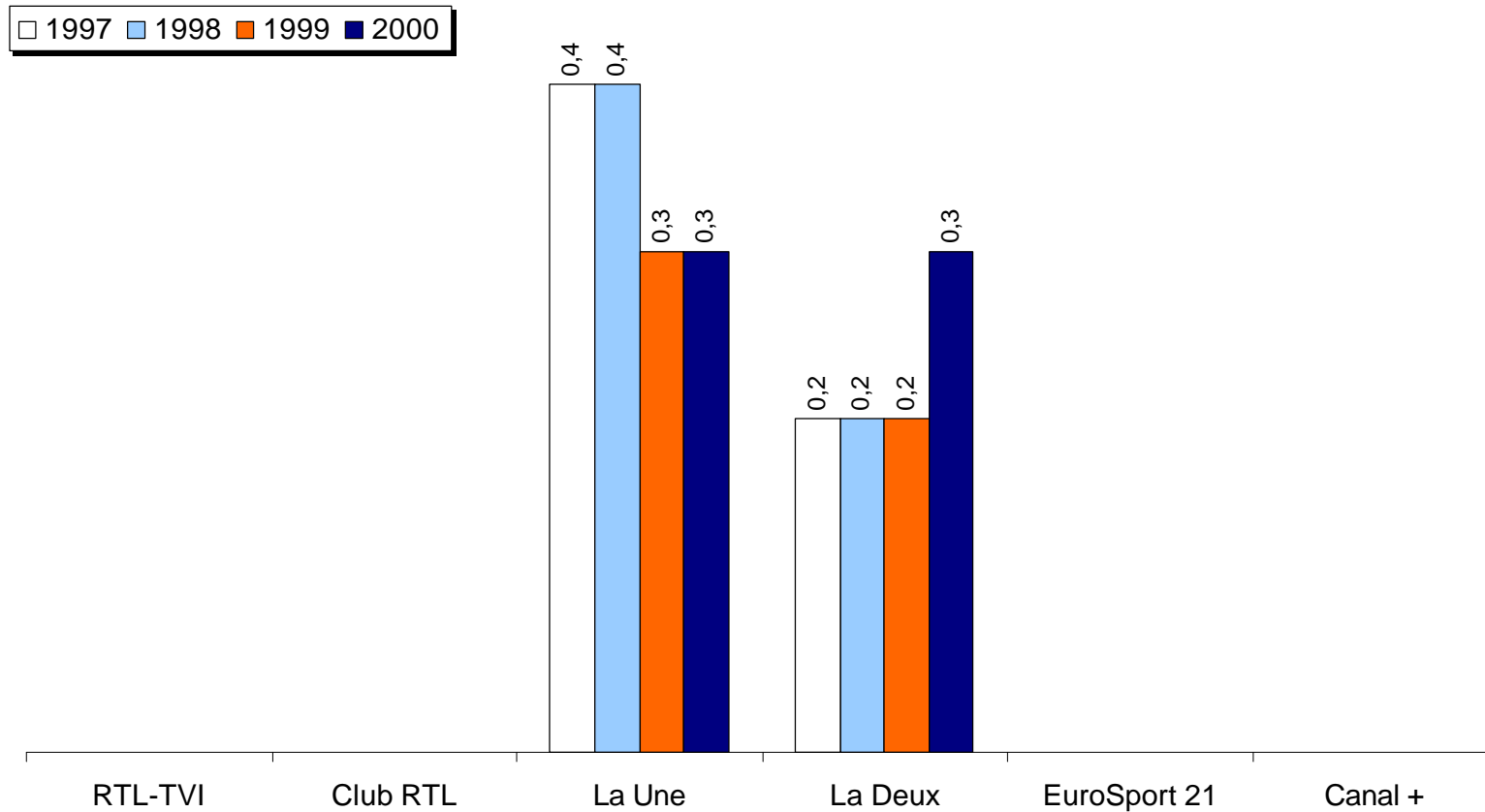


Avg rating (GRP's %) Channel (self) promotional breaks

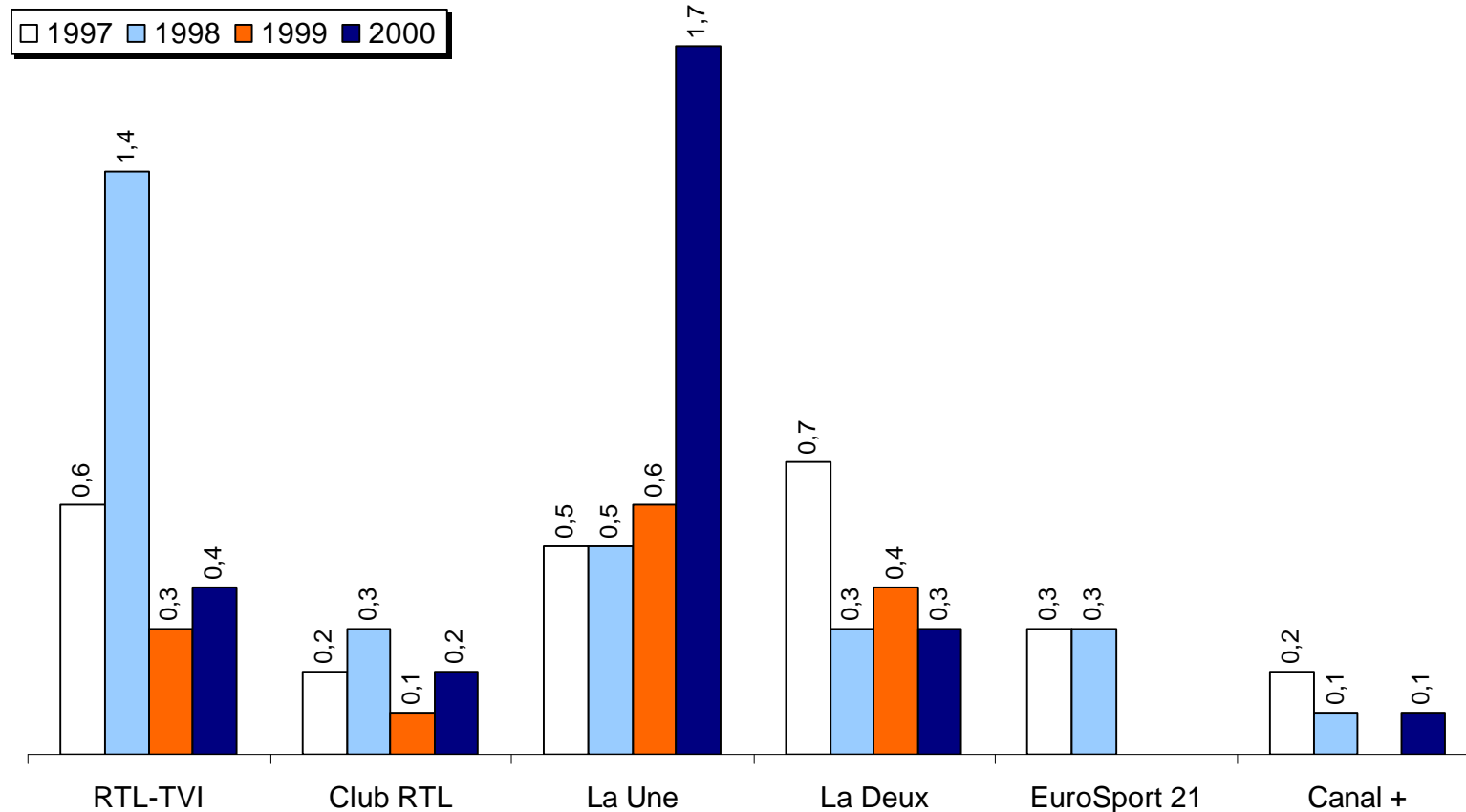


Avg rating (GRP's %)

Location

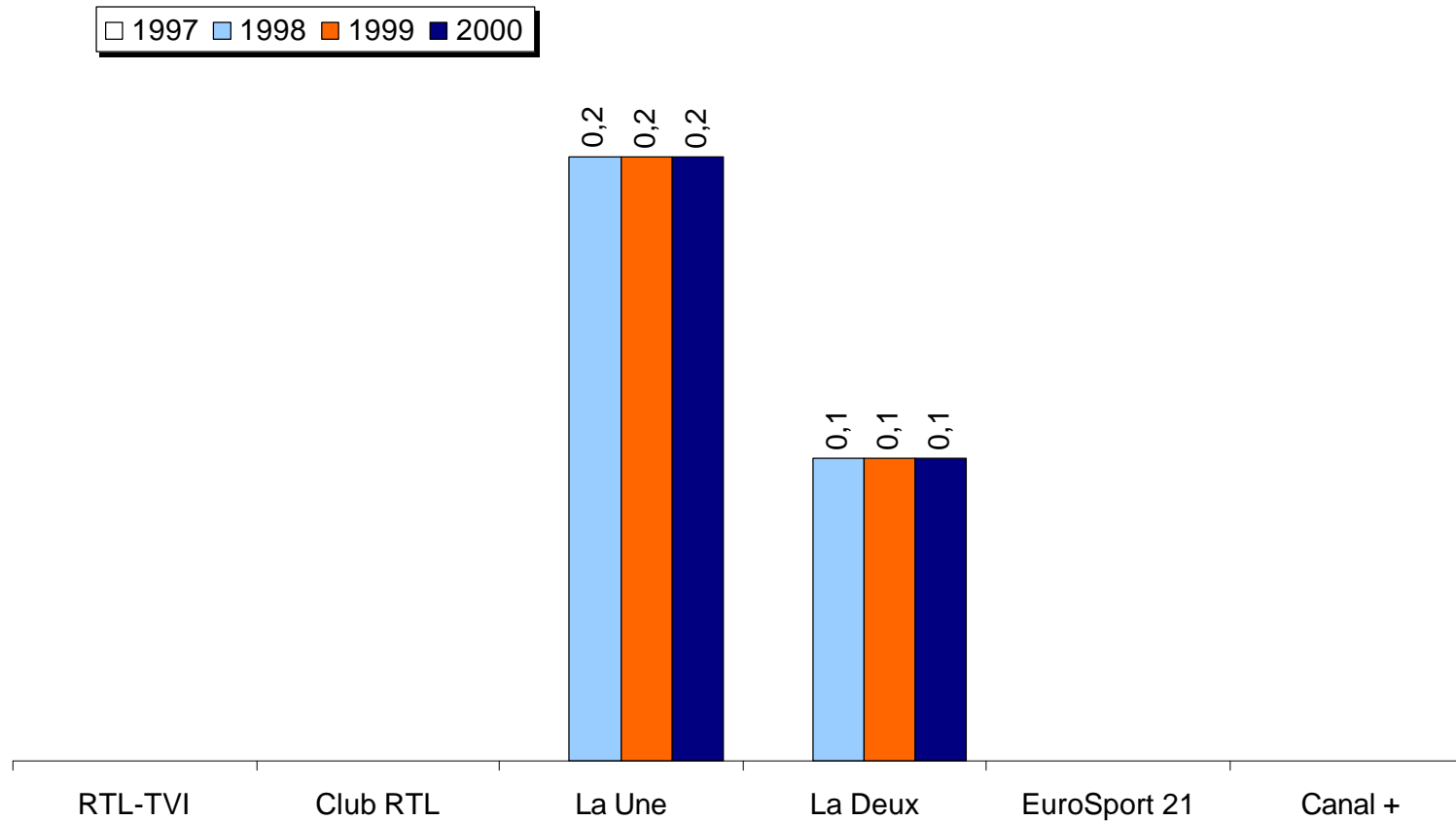


Avg rating (GRP's %) Housestyle

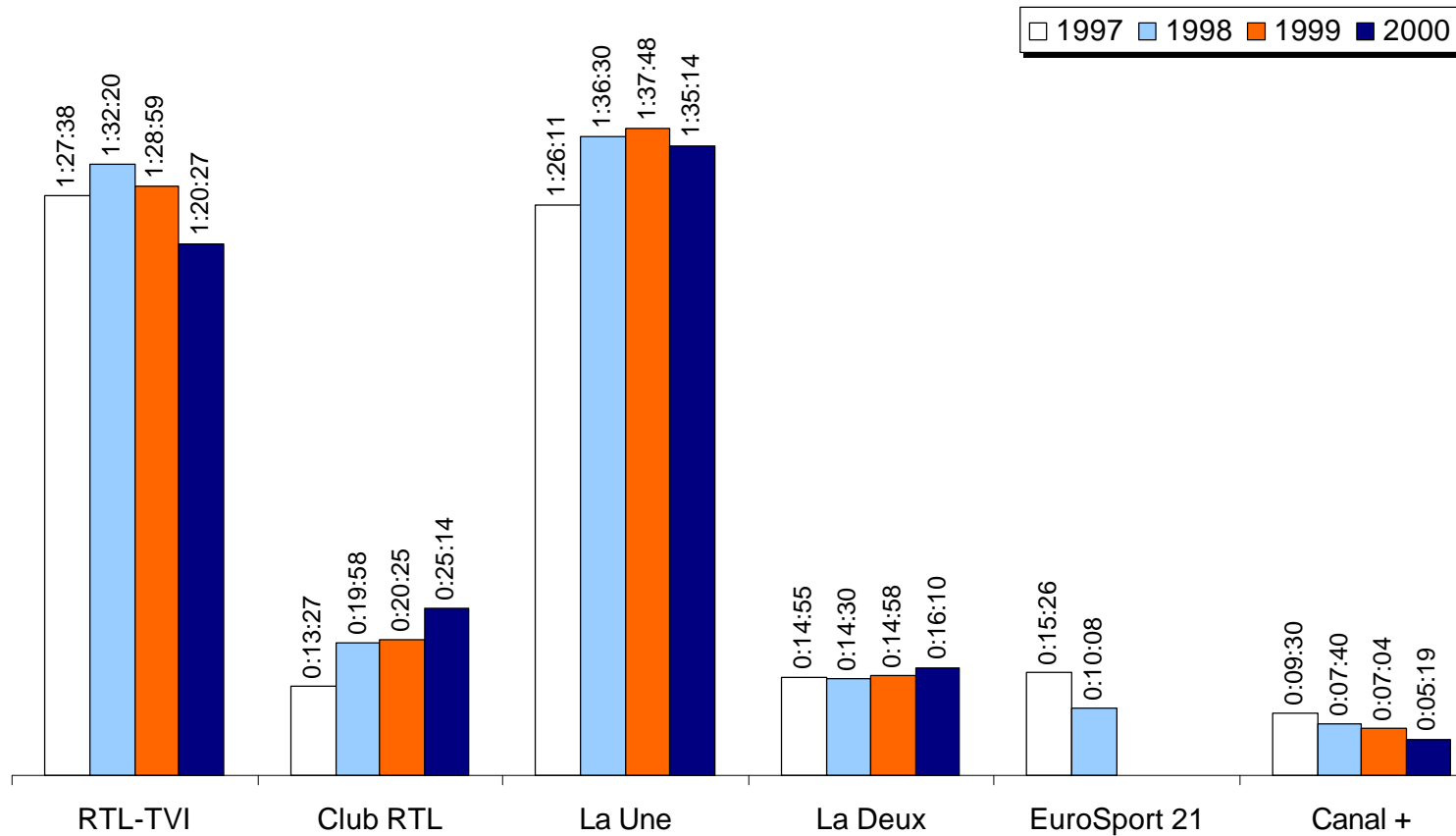


Avg rating (GRP's %)

Other : Loop

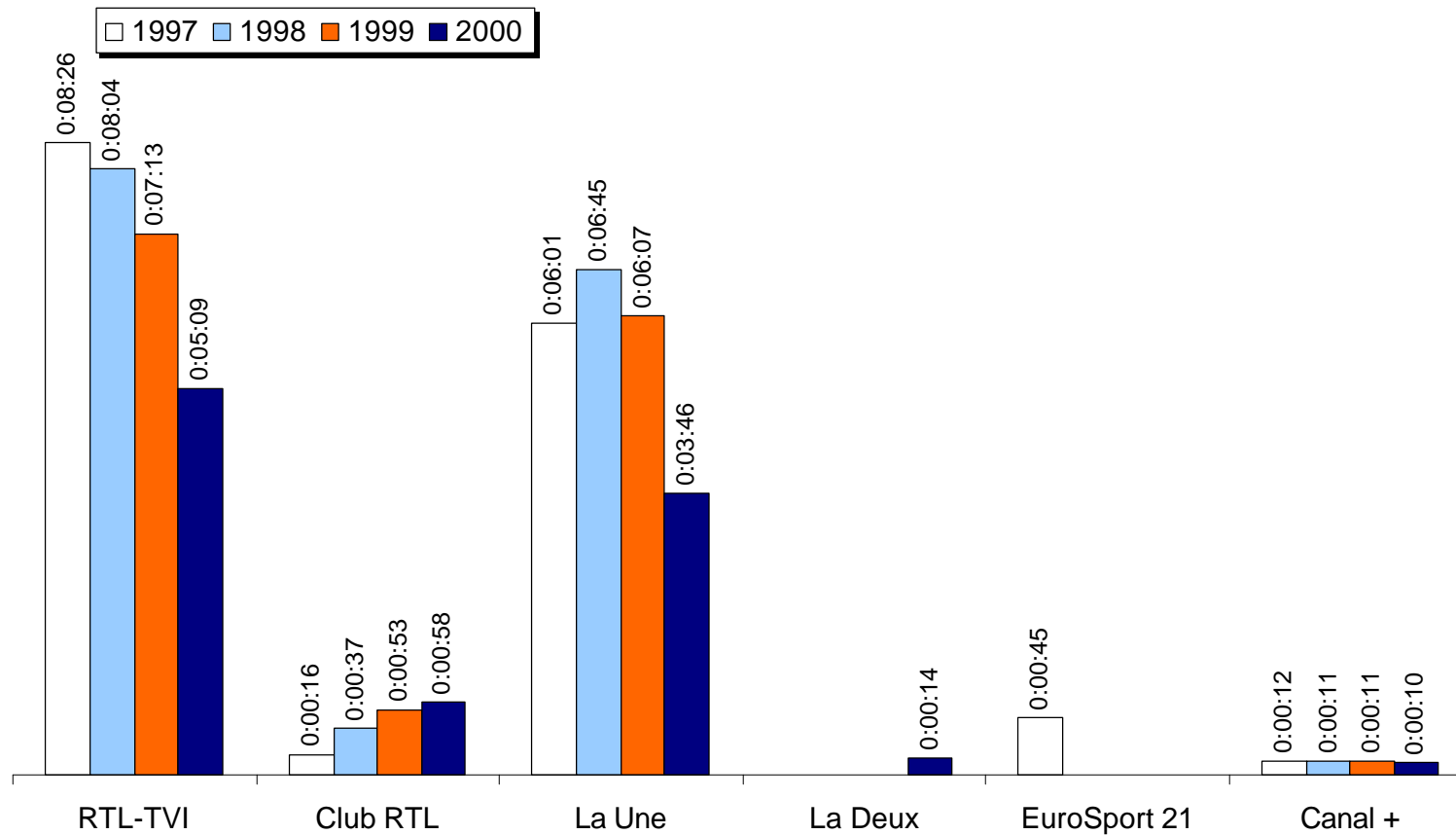


All broadcasts incl. Adv. Avg viewing duration (min)



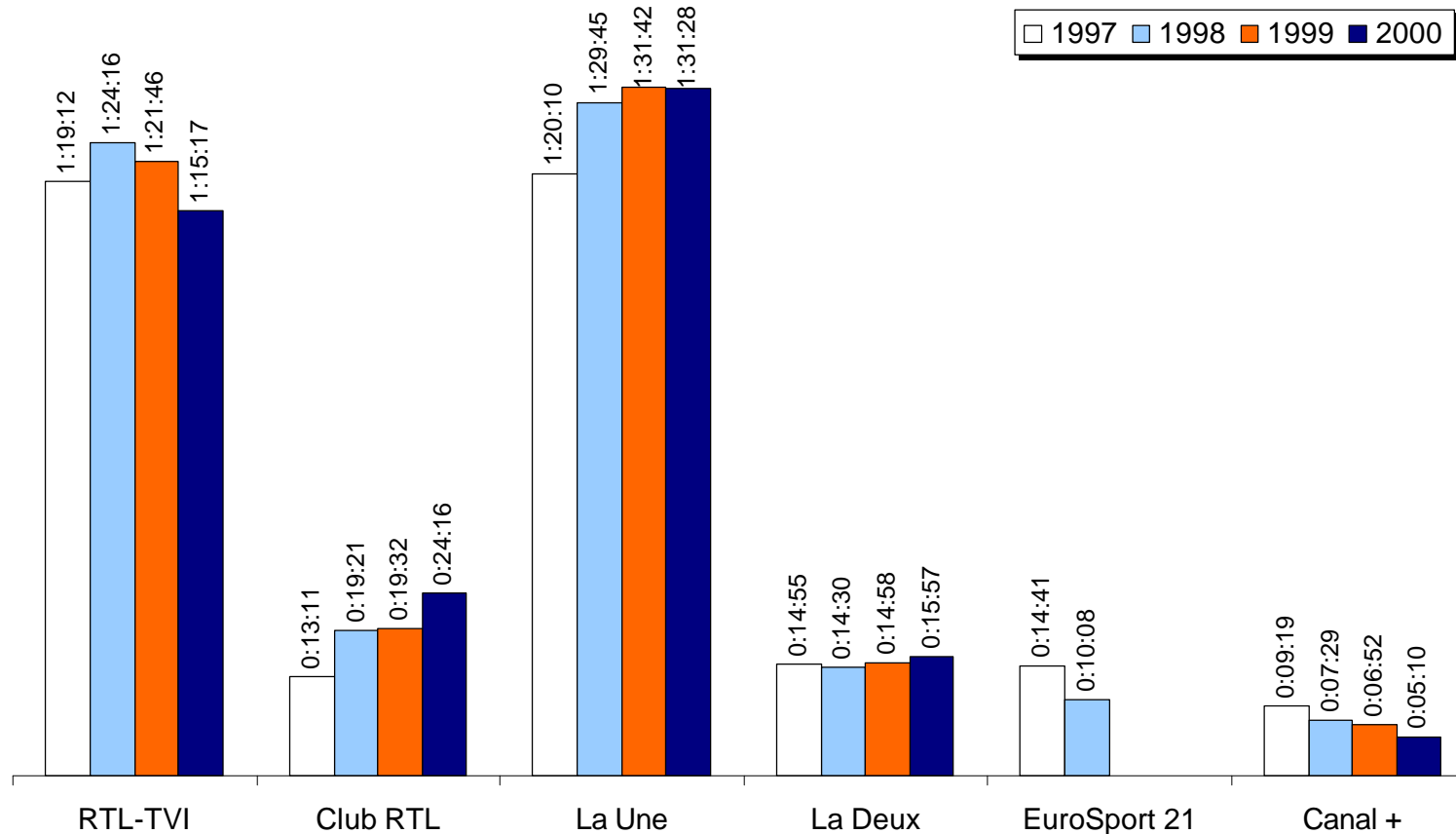
Total Advertising

Avg viewing duration (min)



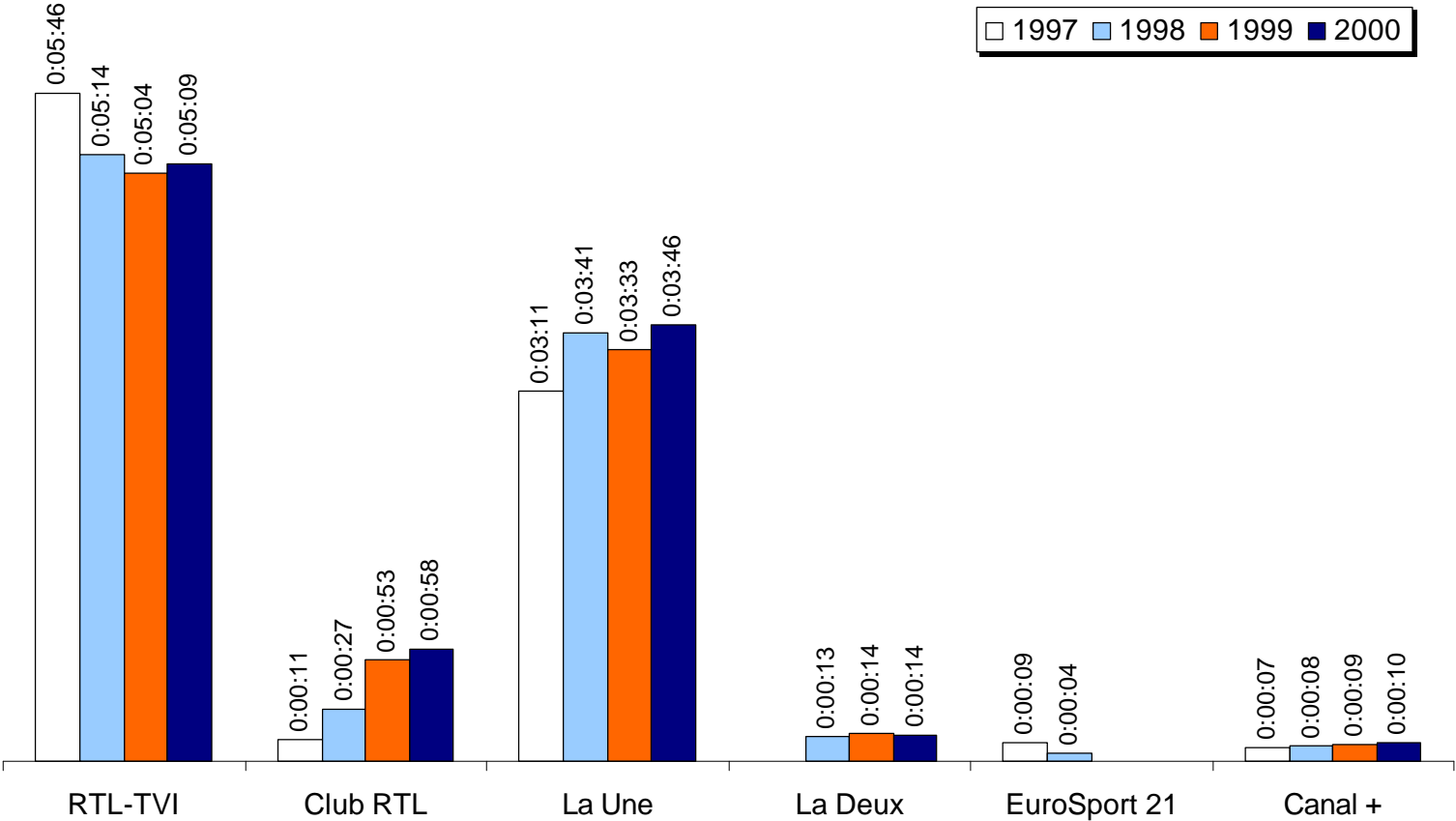
Total (except Advertising)

Avg viewing duration (min)



Commercial breaks

Avg viewing duration (min)

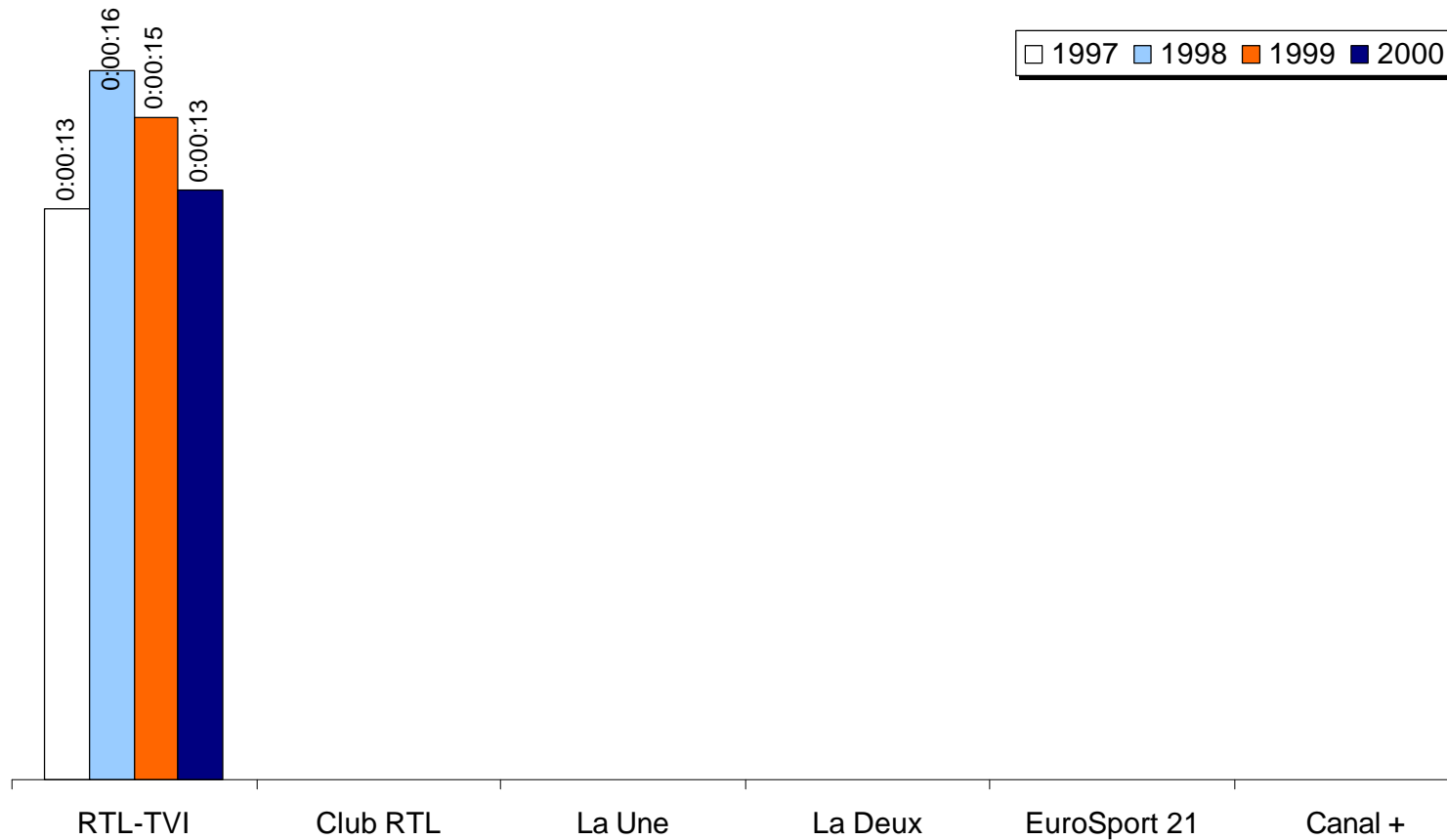


Belgium S

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

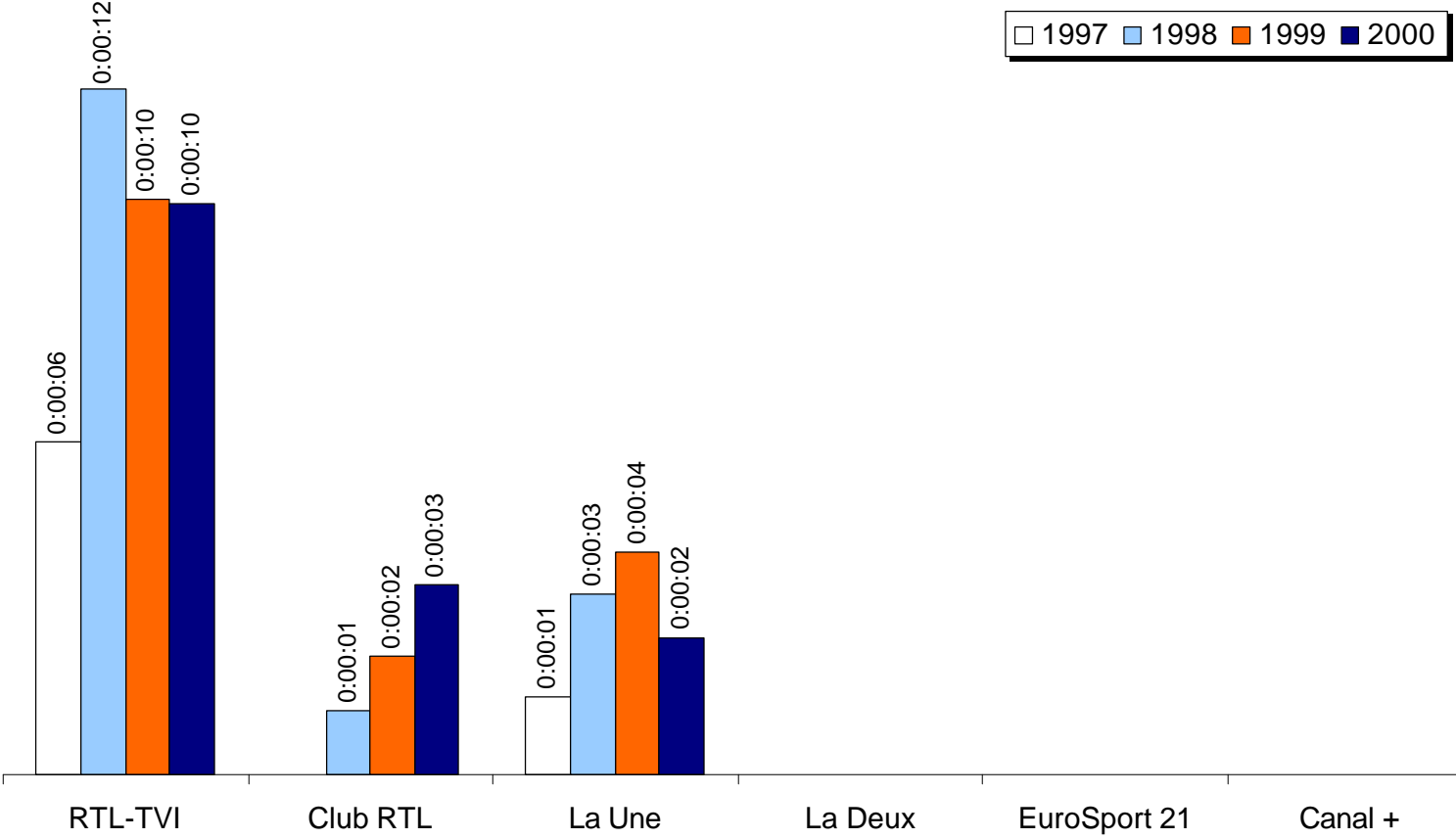
Billboard breaks

Avg viewing duration (min)



Channel (self) promotional breaks

Avg viewing duration (min)

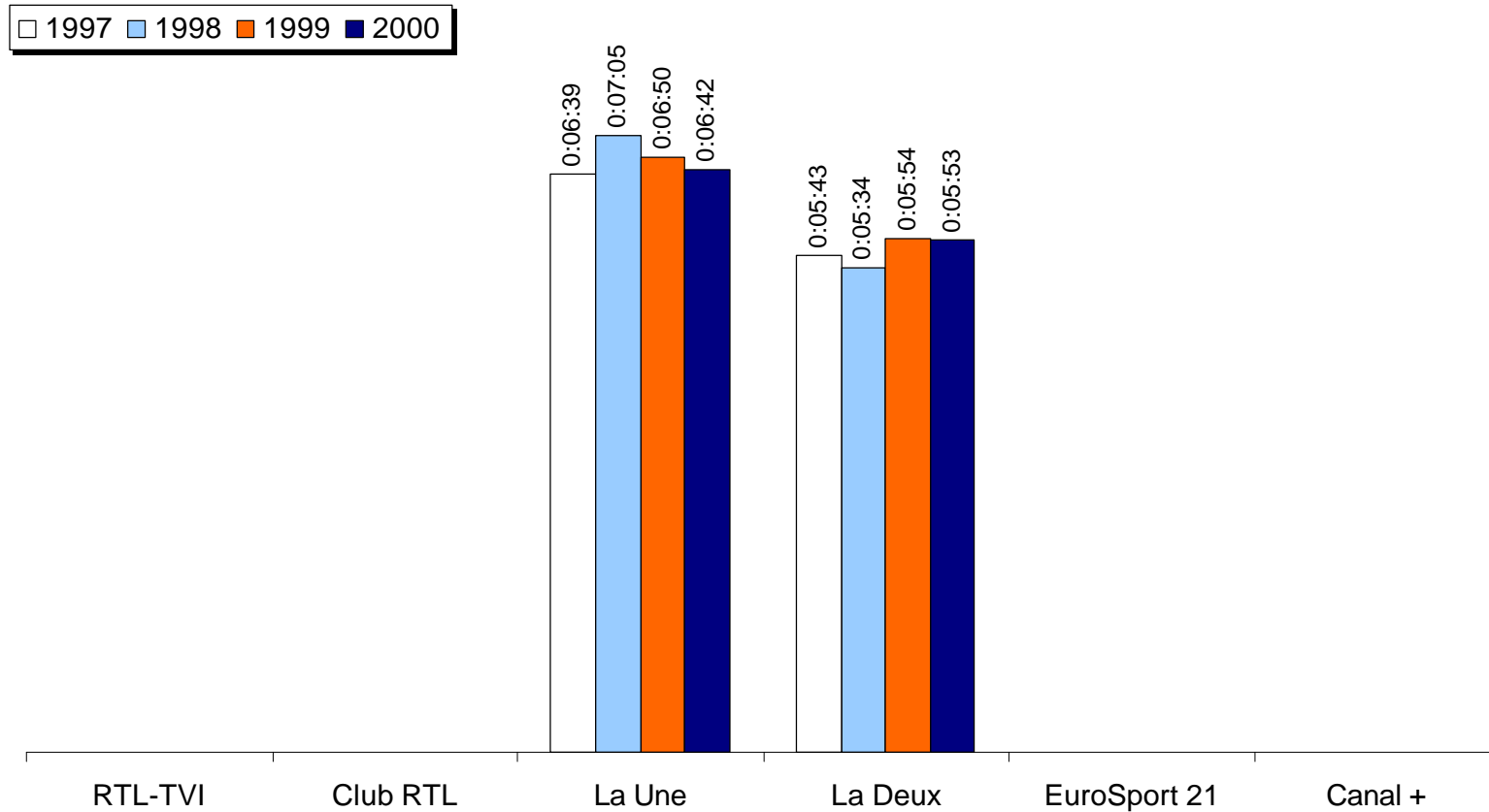


Belgium S

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

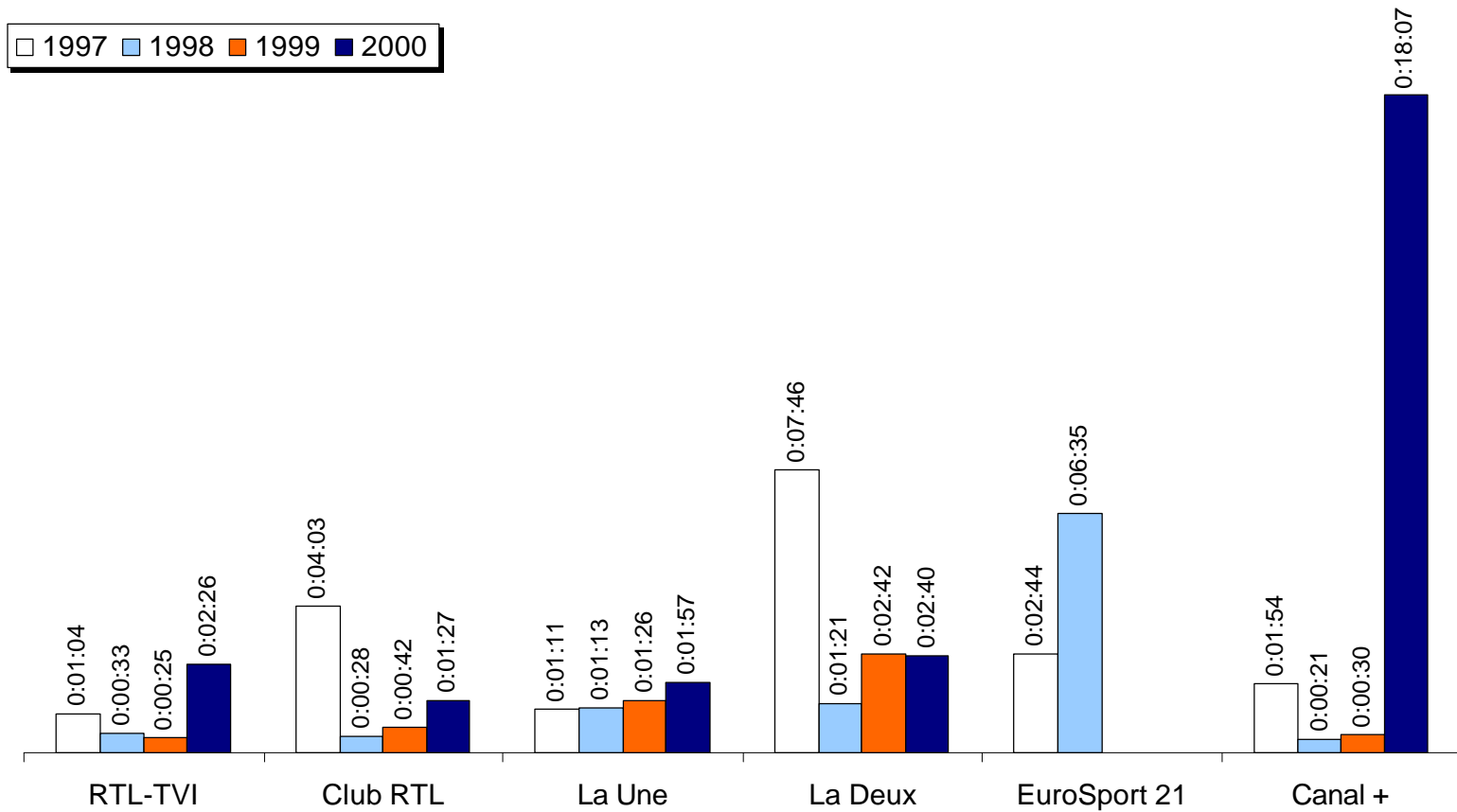
Location

Avg viewing duration (min)



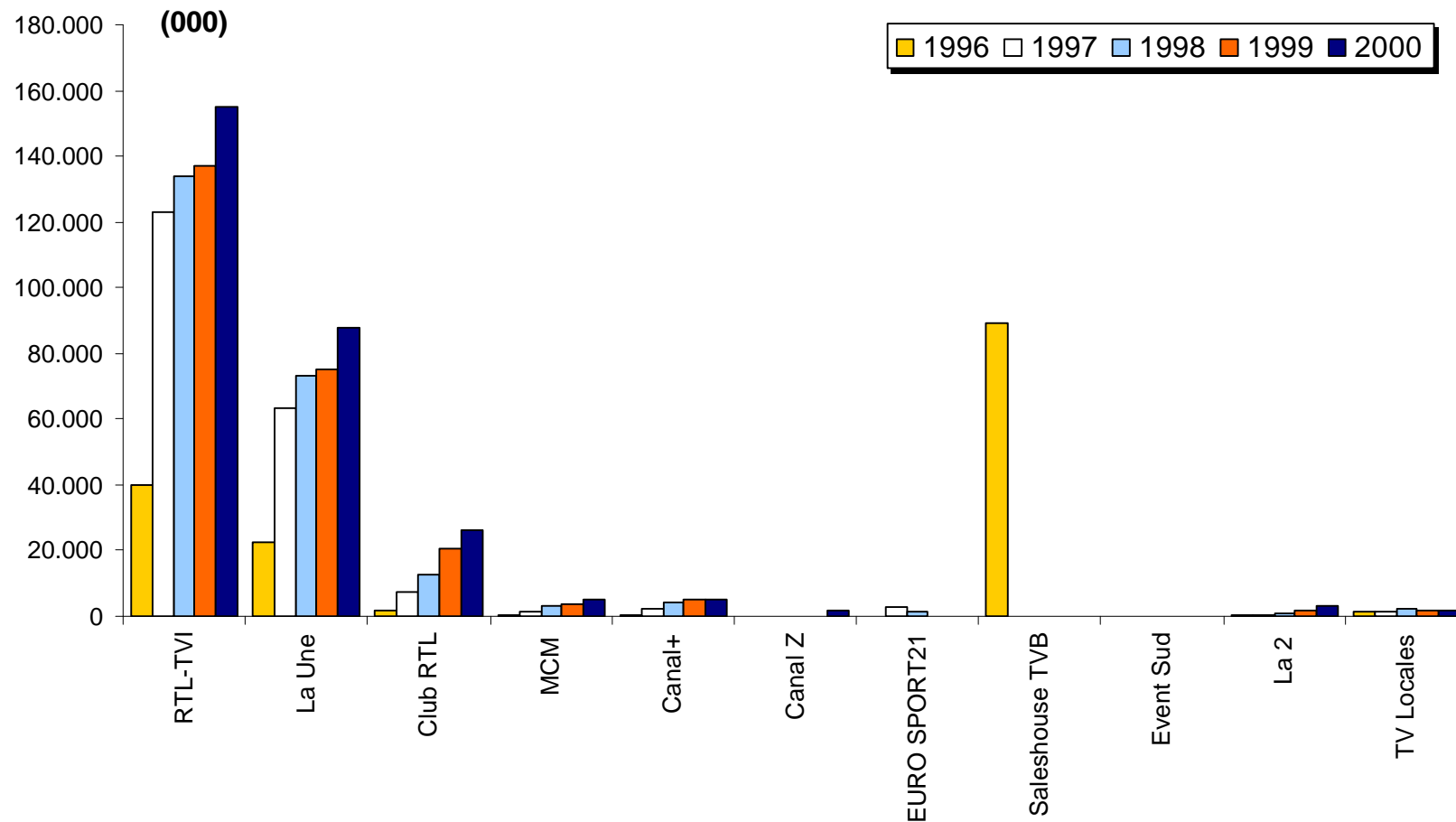
Housestyle

Avg viewing duration (min)



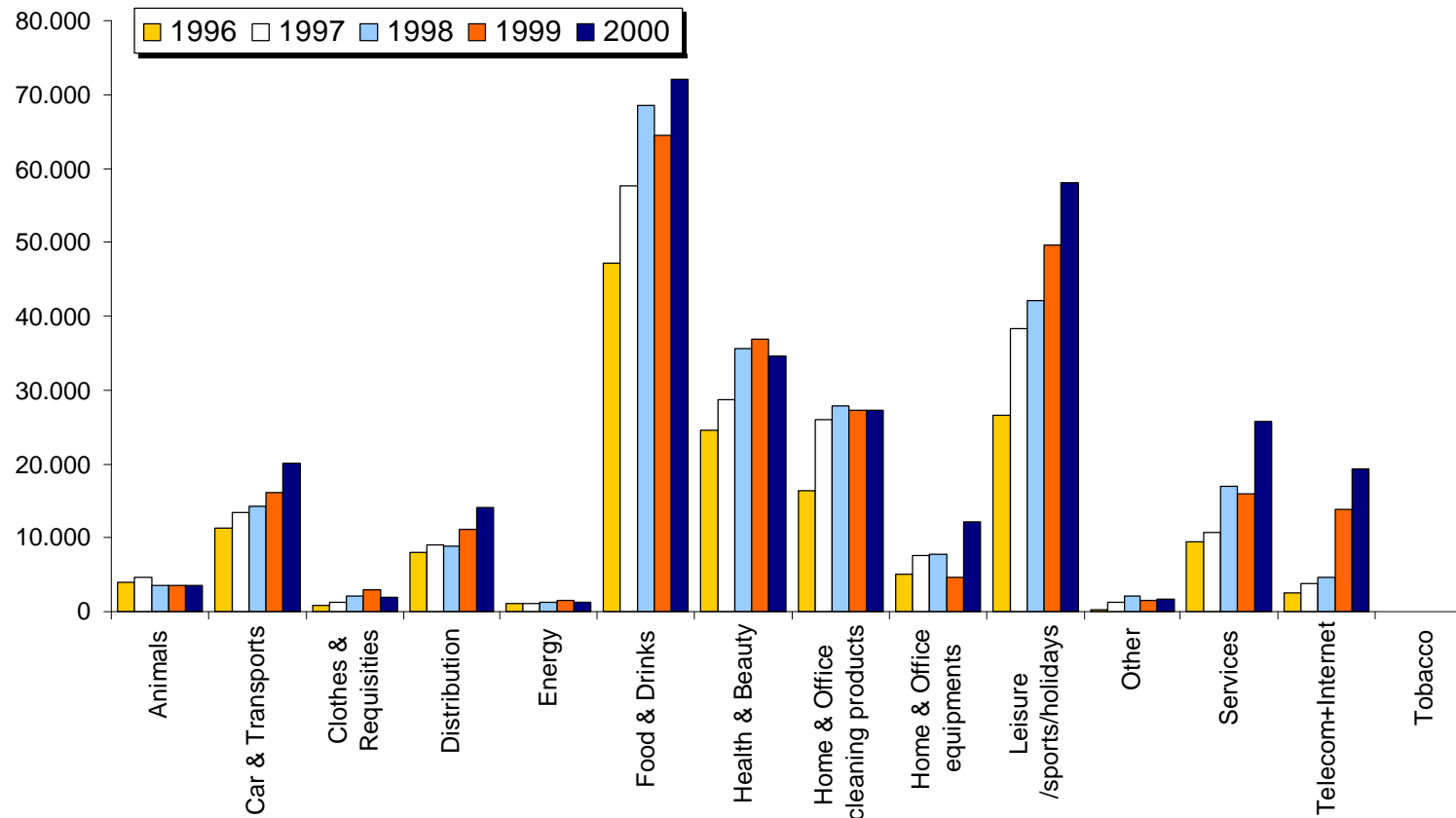
3.6. Media Investment

All Television By Channel - In Space Value (Euros)



All Television By Sector - In Space Value (Euros)

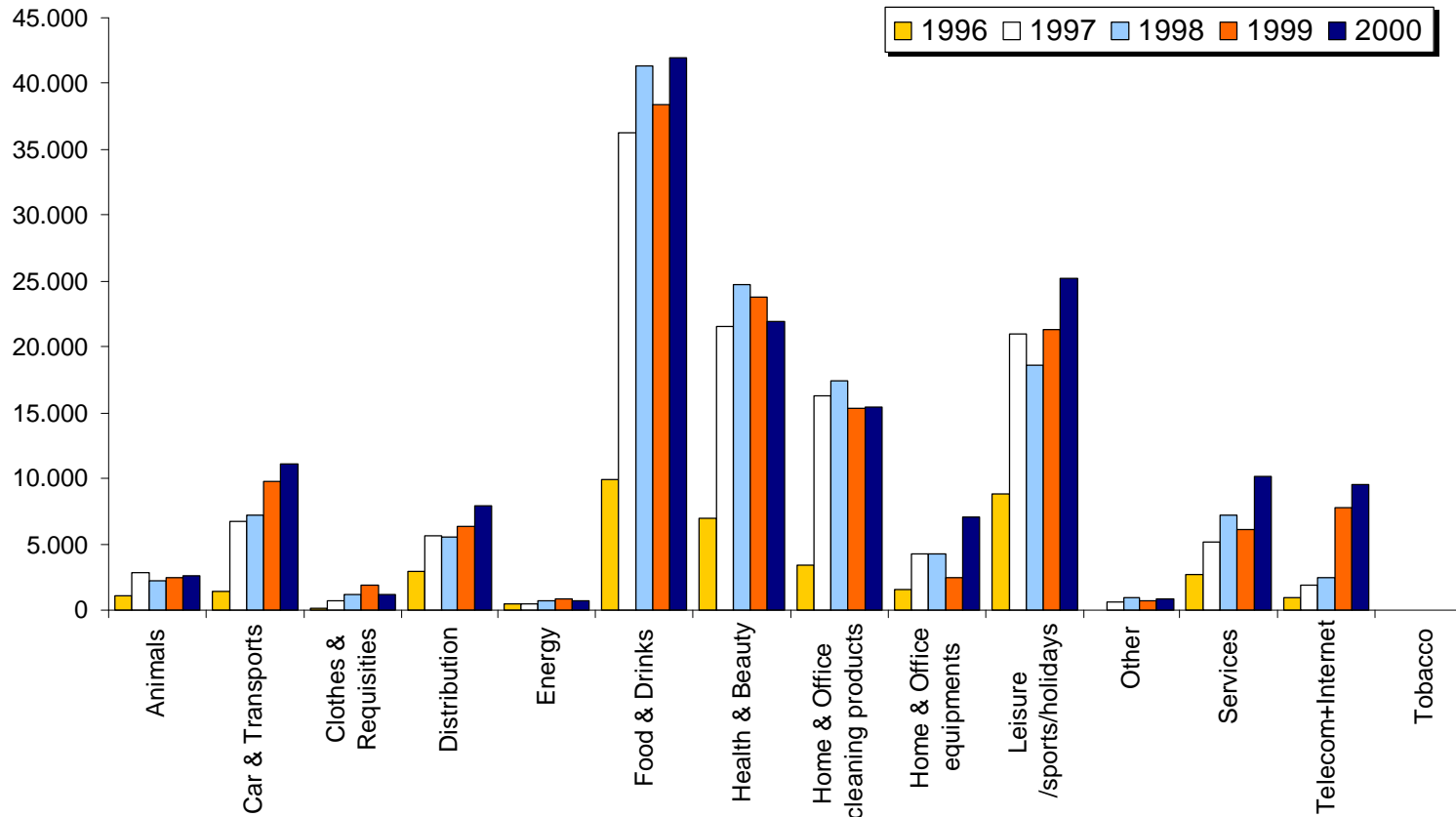
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RTL TVI

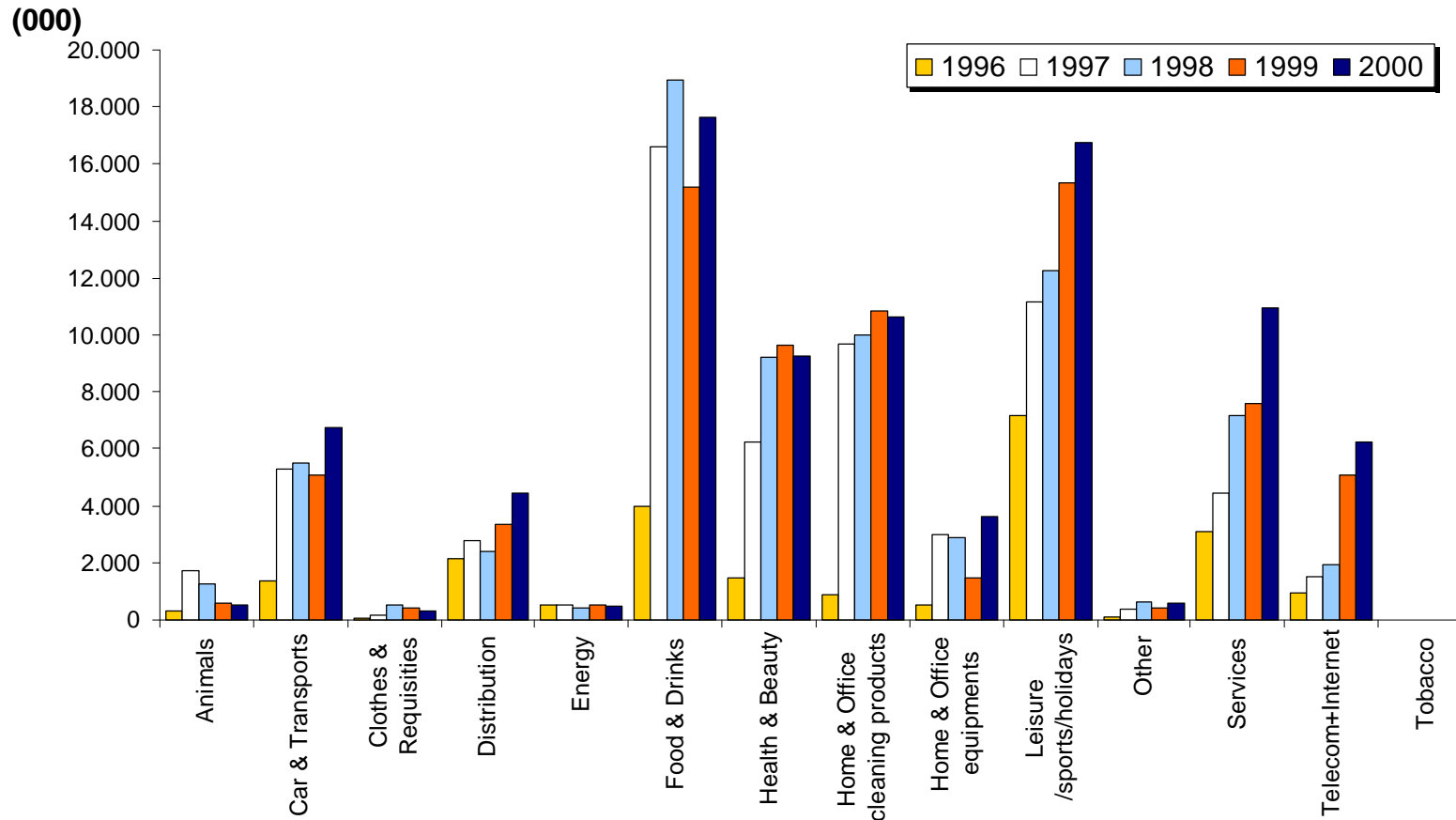
By Channel and Sector - In Space Value (Euros)

(000)



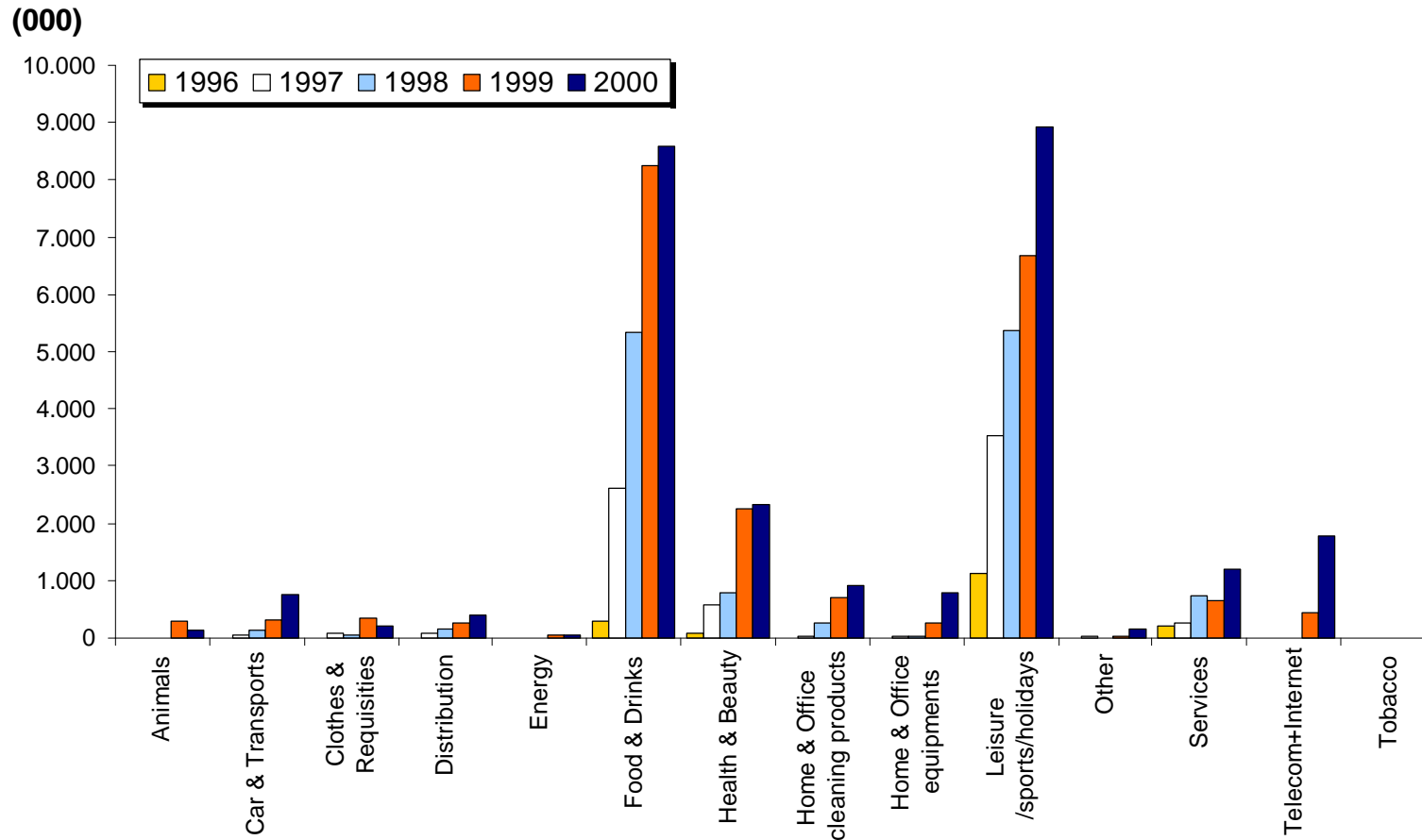
La Une

By Channel and Sector - In Space Value (Euros)



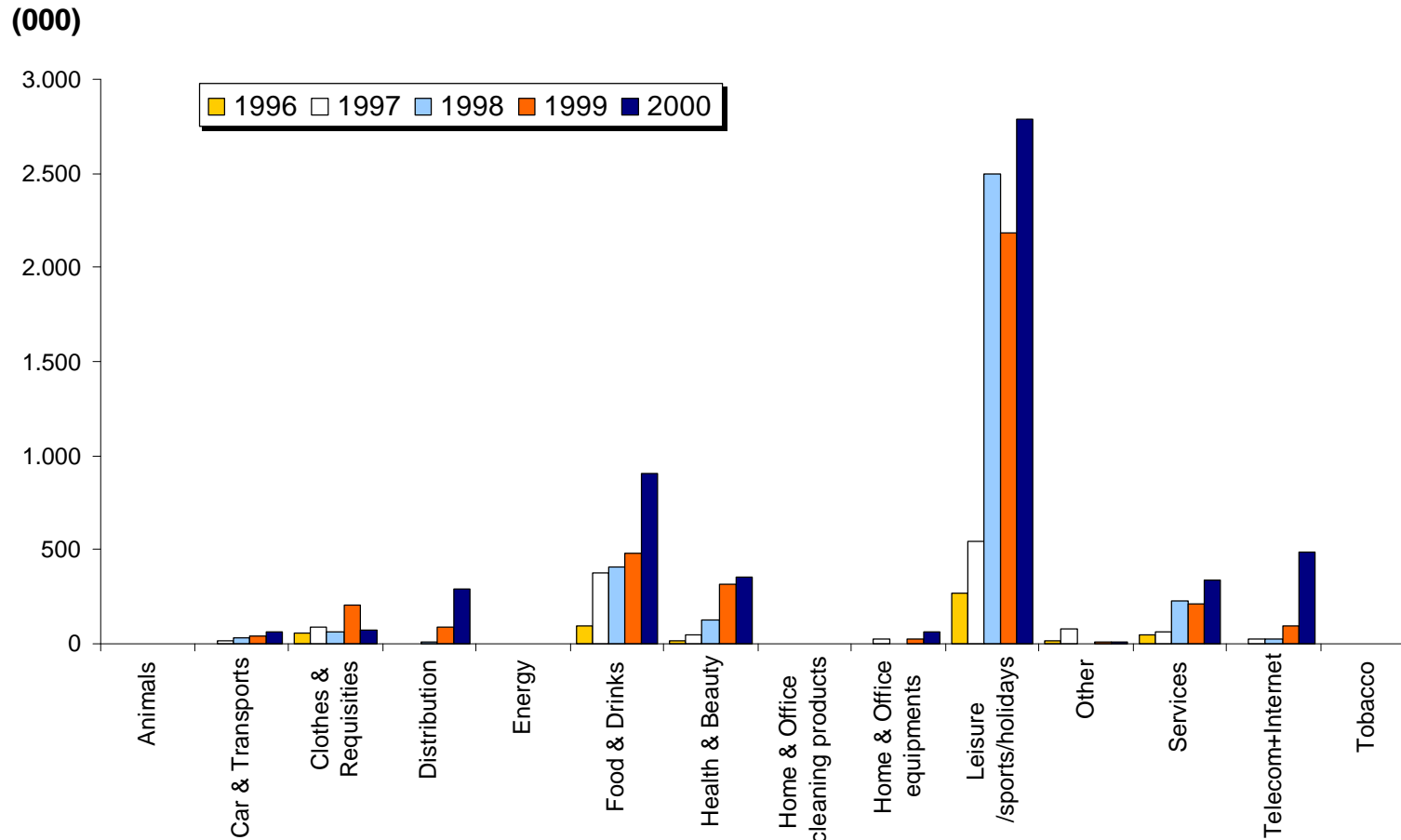
Club RTL

By Channel and Sector - In Space Value (Euros)



MCM

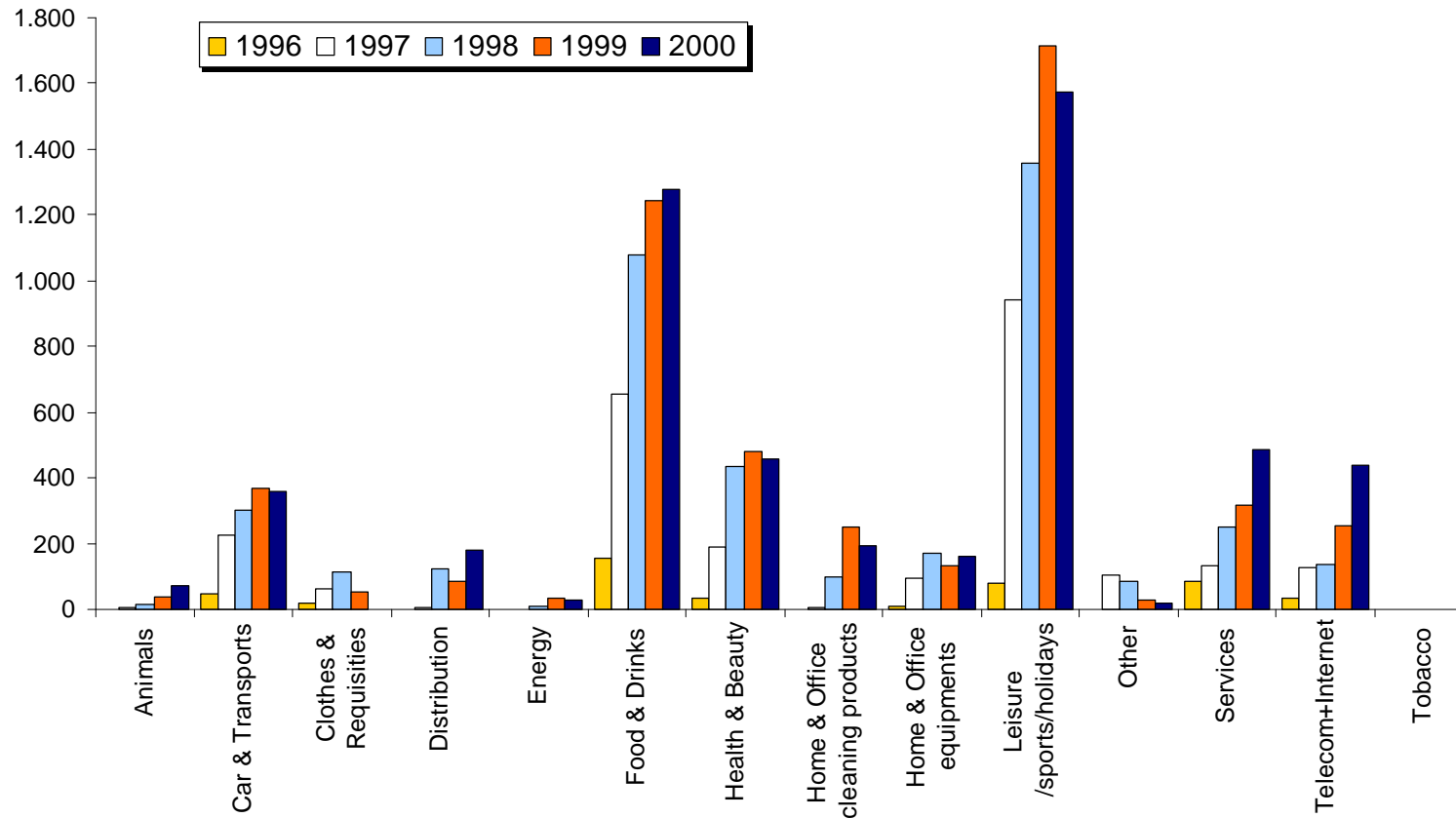
By Channel and Sector - In Space Value (Euros)



Canal+

By Channel and Sector - In Space Value (Euros)

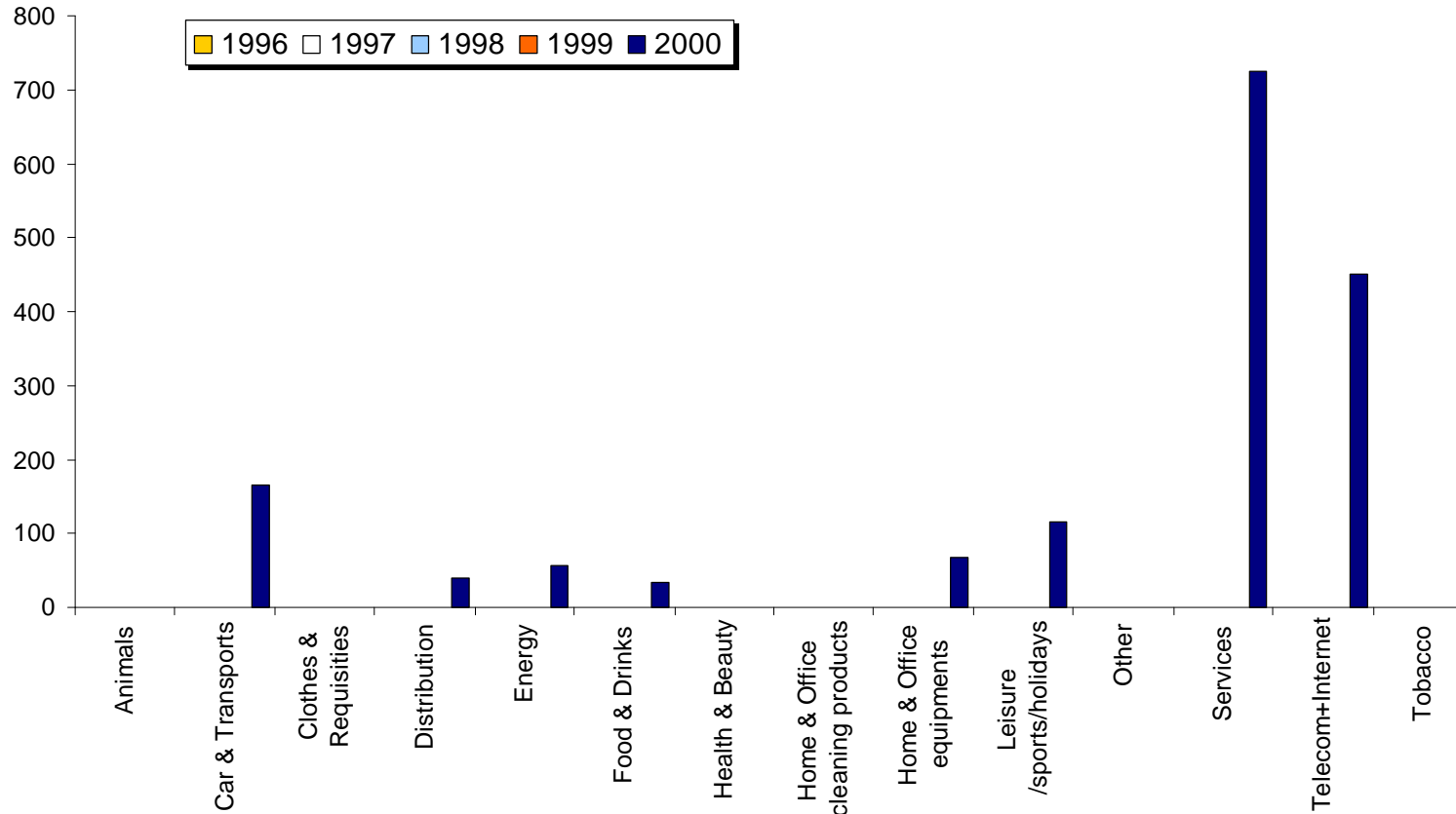
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Canal Z

By Channel and Sector - In Space Value (Euros)

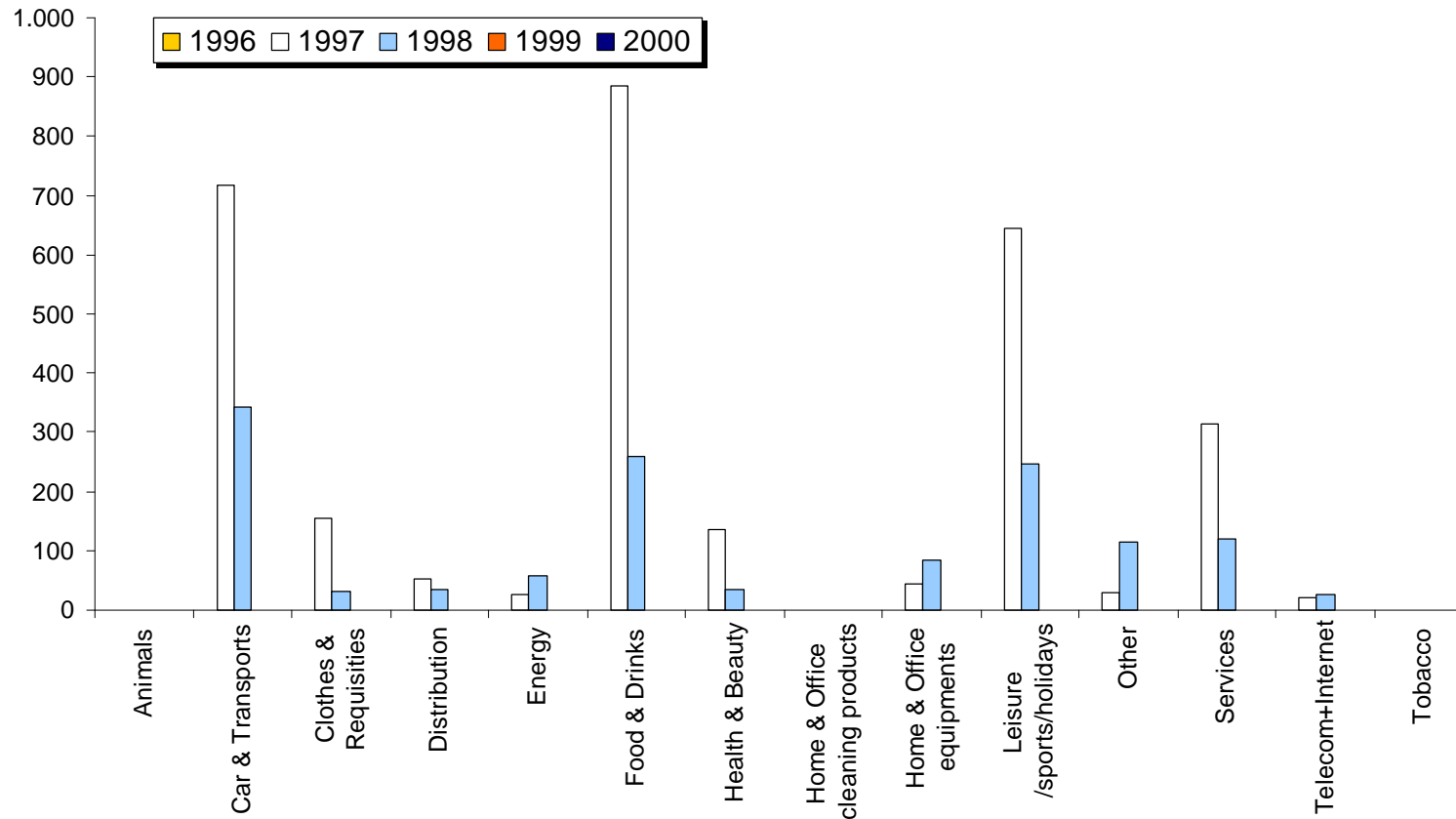
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Eurosport 21

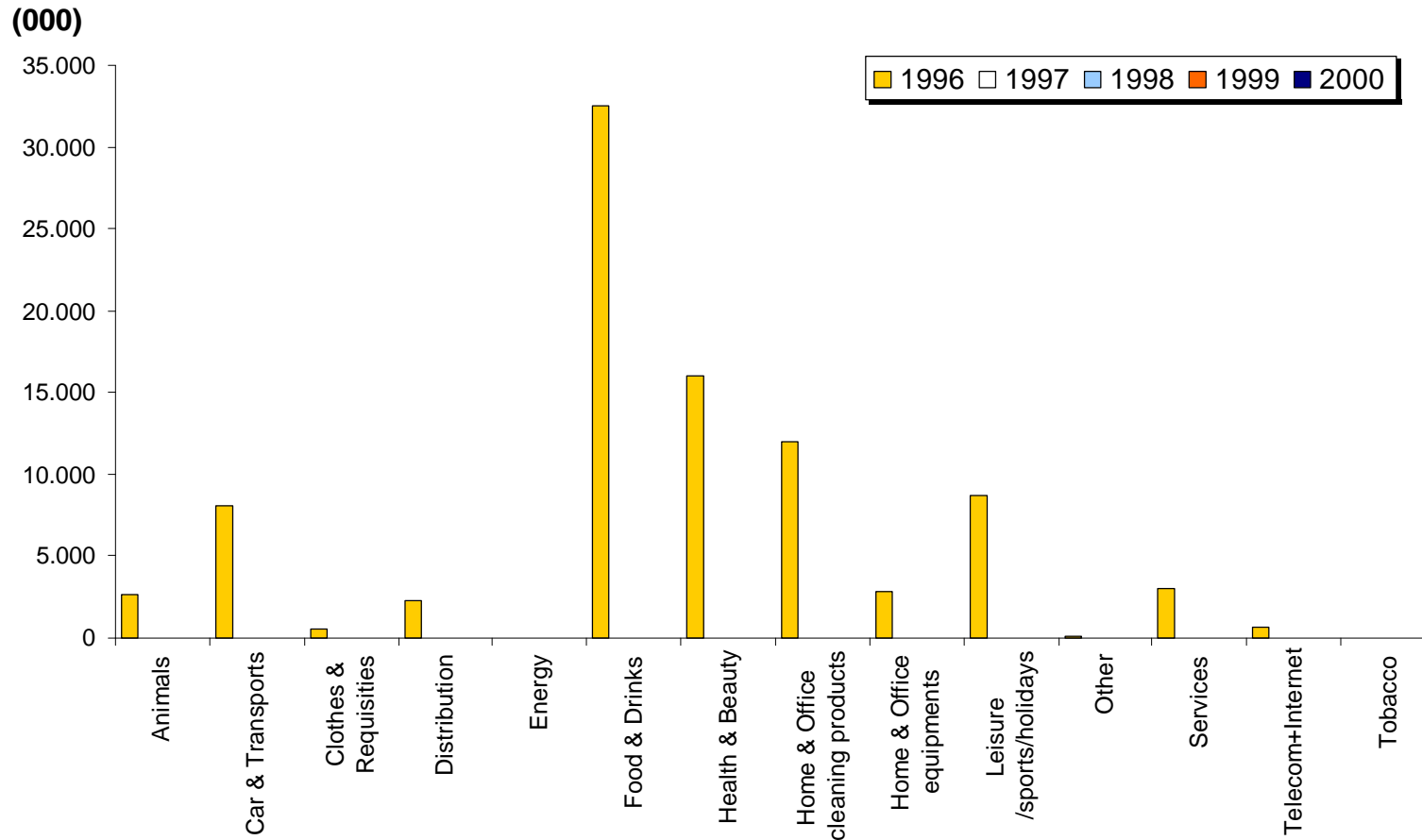
By Channel and Sector - In Space Value (Euros)

(000)



Saleshouse TVB (virtual channel)

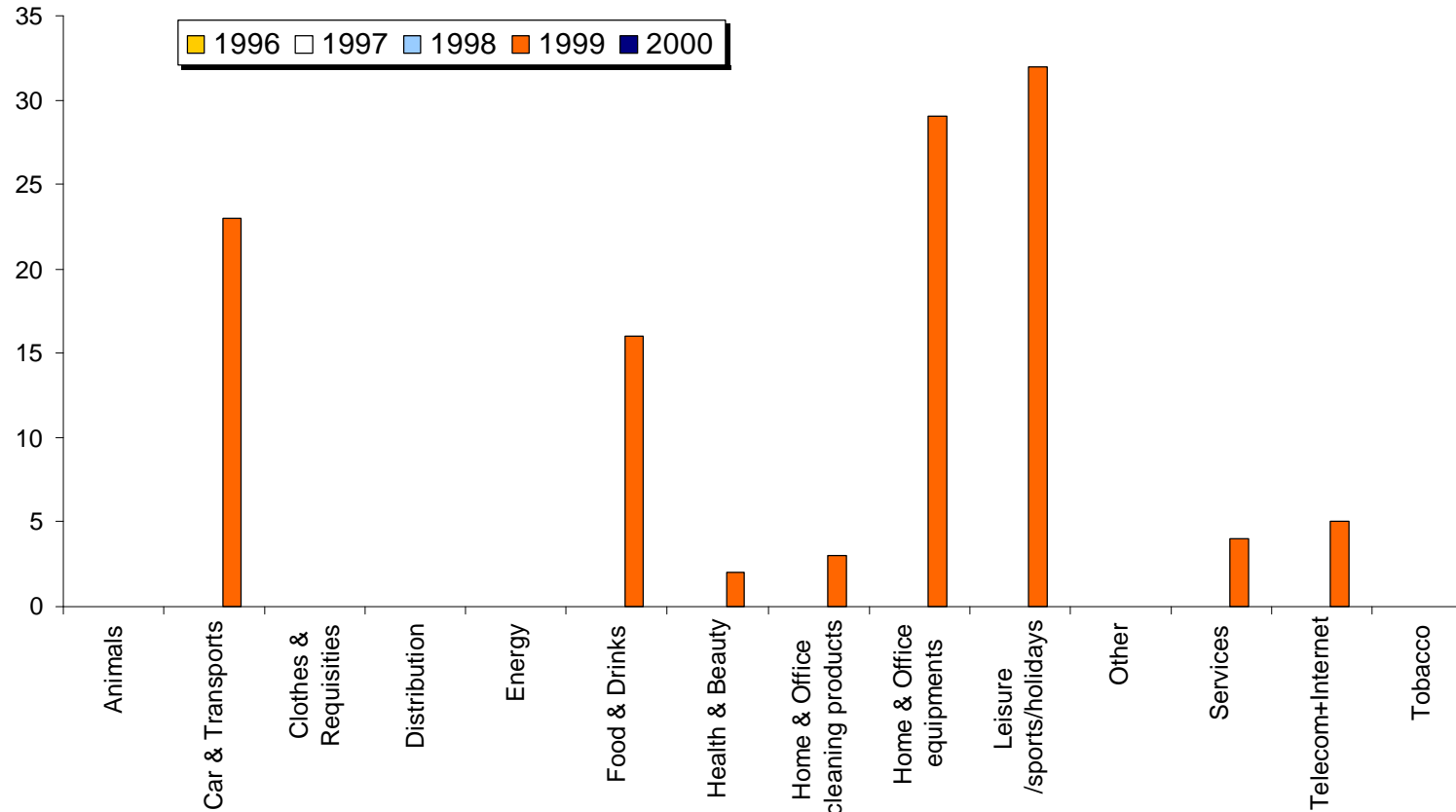
By Channel and Sector - In Space Value (Euros)



Event Sud

By Channel and Sector - In Space Value (Euros)

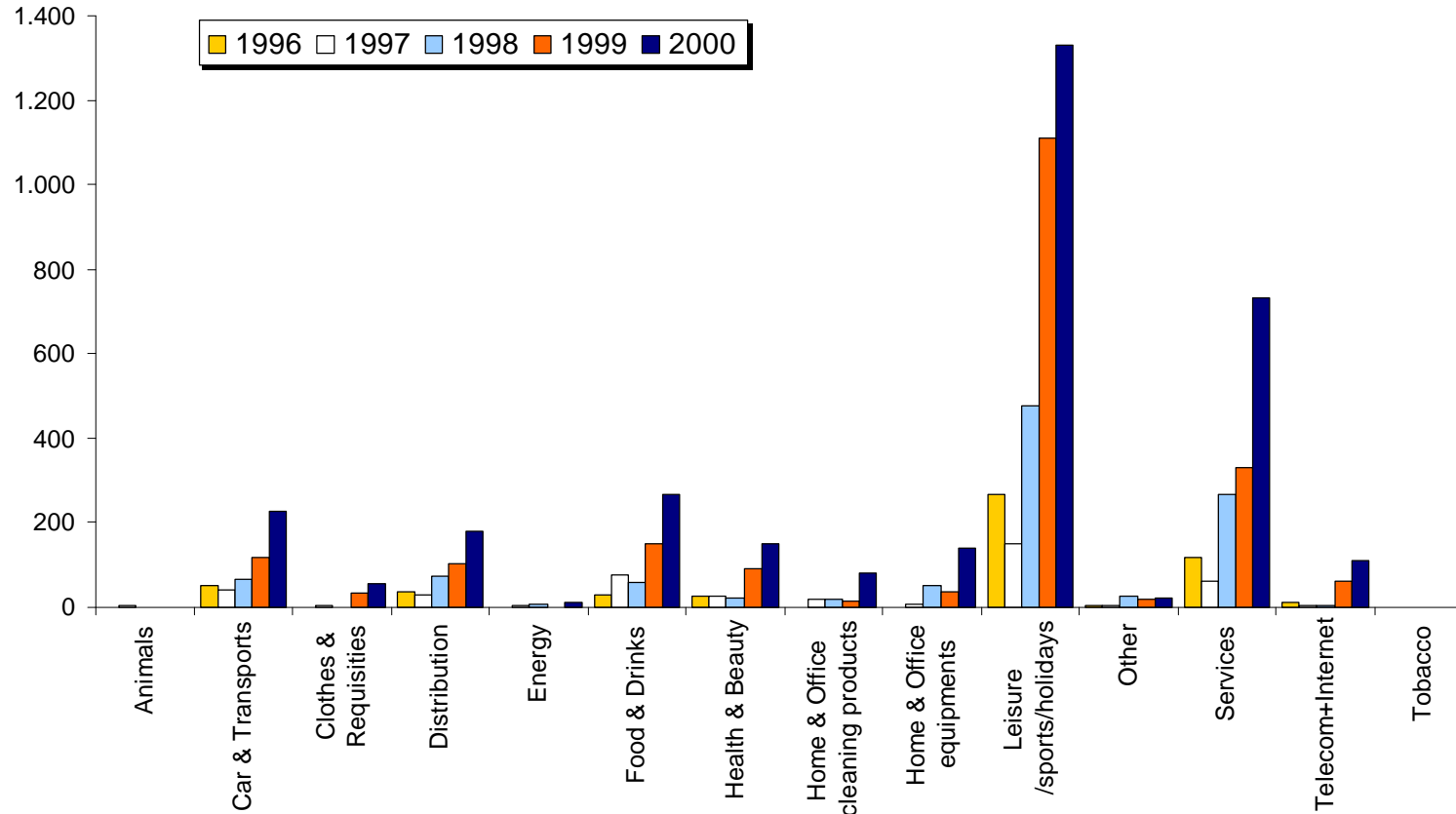
(000)



La Deux

By Channel and Sector - In Space Value (Euros)

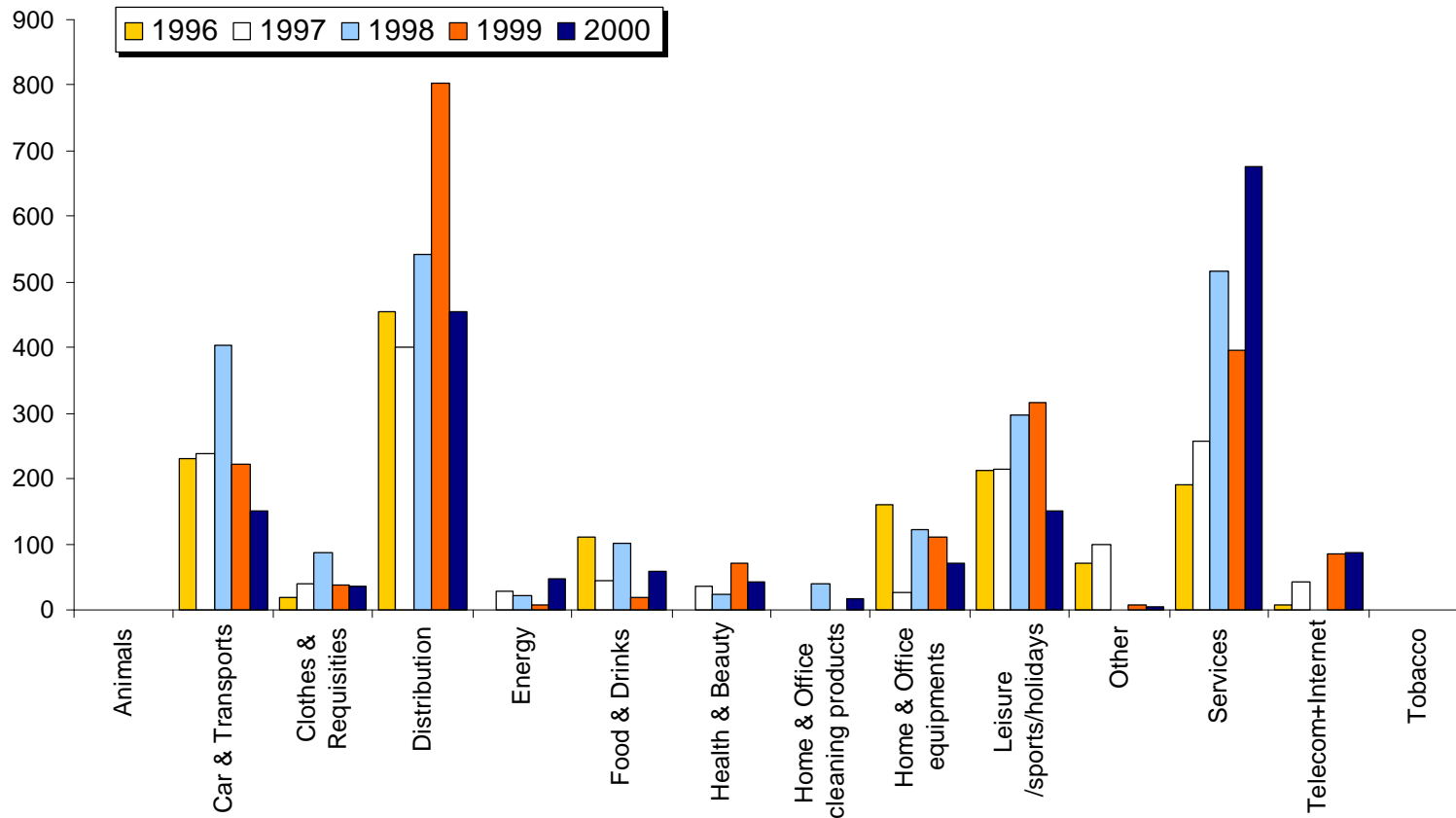
(000)



Local TV channels

By Sector - In Space Value (Euros)

(000)

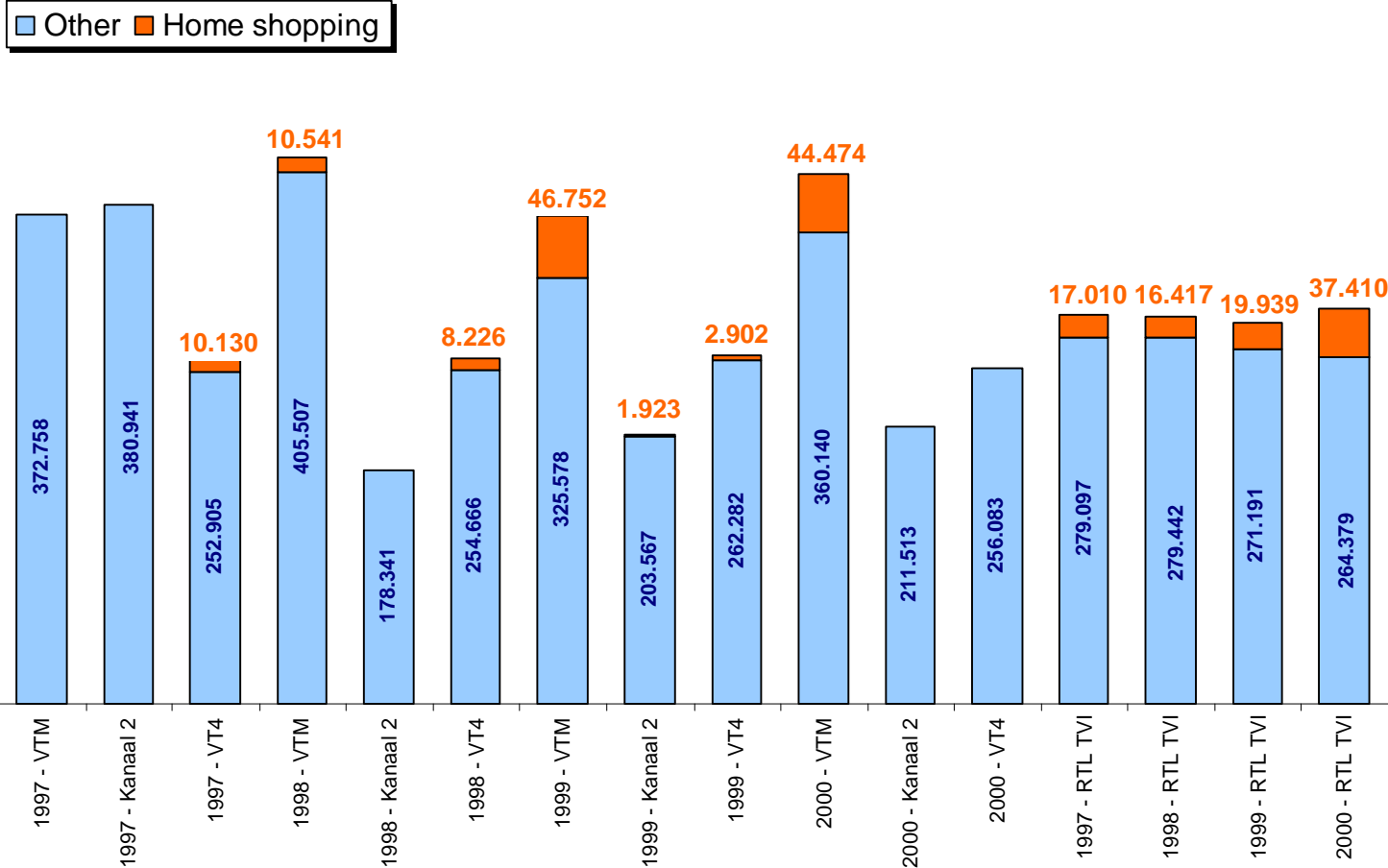


By Advertising Type (Main channels) In Space Value (Euros)

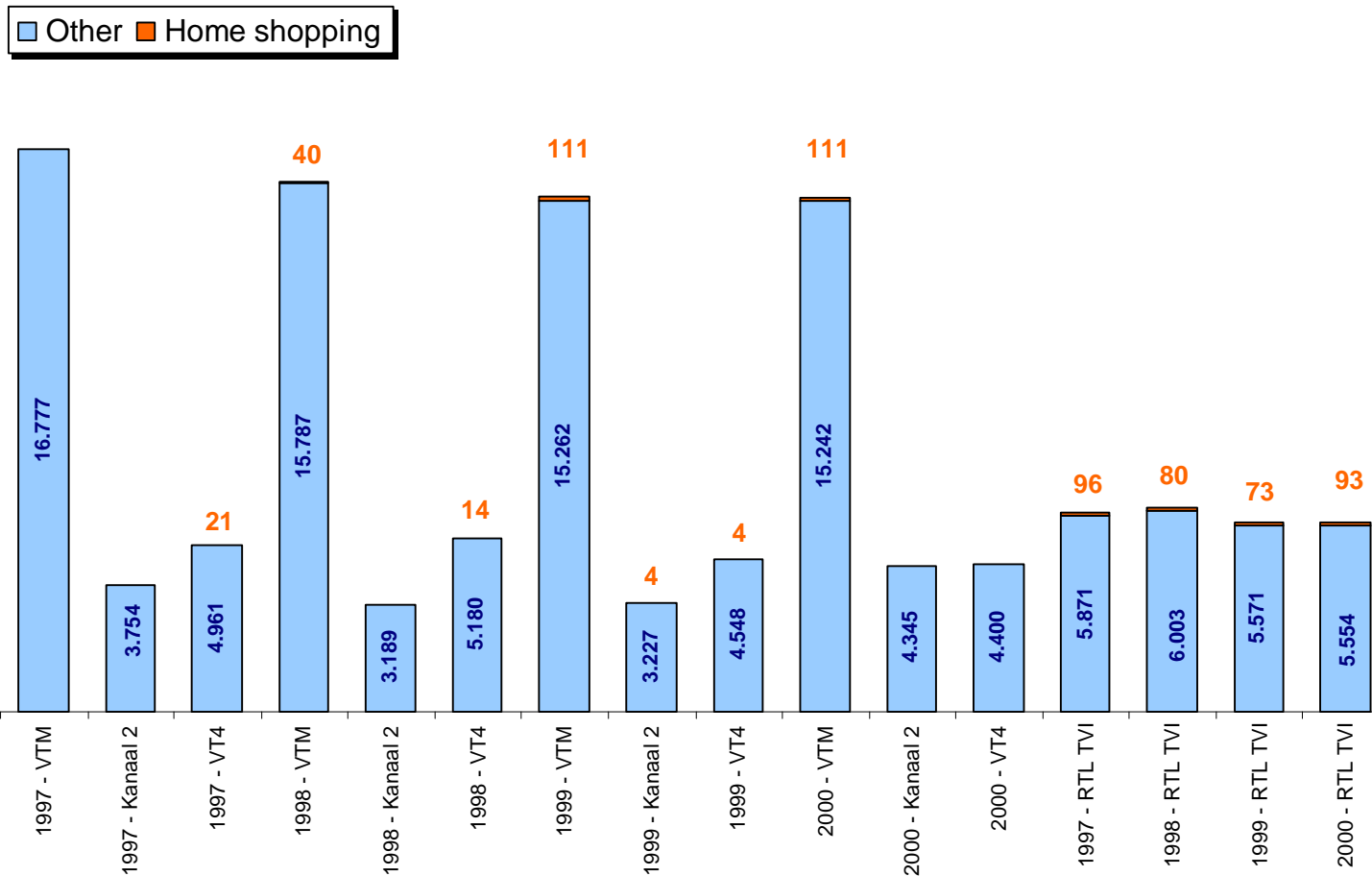
(000)	1995	1996	1997	1998	1999	2000
All Advertising	0	0	200.516	229.701	243.668	282.340
Commercial spots	n.a.	n.a.	180.971	200.286	213.862	253.566
Billboard Spots	n.a.	n.a.	n.a.	12.074	12.680	12.848
Sponsoring spots	n.a.	n.a.	19.545	15.653	15.507	13.976
Self Promotion Spots	n.a.	n.a.	n.a.	1.688	1.619	1.950
Direct Response Spots	measured as commercial spots					
Inserts or Product Placement spots	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Addendum : Home Shopping

Sum of Minutes Broadcast by each channel / year



Sum of Minutes received by people above 6



Home Shopping in the North

Daily average based on 12 months

	Channel	Dur	rat%	6+ shr%	ats#
97-'00	Avg	0:32:16	0,2	8,2	0:09:51
1997	Avg	0:20:06	0,2	5,6	0:06:23
1998	Avg	0:22:35	0,3	8,1	0:07:26
1999	Avg	0:29:07	0,2	7,8	0:08:55
2000	Avg	0:58:00	0,2	9,6	0:12:46
1997	VT4	0:20:06	0,2	5,6	0:06:23
1998	VT4	0:19:22	0,2	4,6	0:05:25
1999	VT4	0:21:59	0,1	3,4	0:05:40
1998	VTM	0:25:57	0,4	11,1	0:09:00
1999	VTM	0:29:11	0,2	9,5	0:09:12
2000	VTM	0:58:00	0,2	9,6	0:12:46
1999	KAN2	0:51:58	0,2	1,7	0:06:53

Home Shopping in the South

Daily average based on 12 months

	Channel	Dur	rat%	6+ shr%	ats#
97-'00	Avg	0:30:37	0,8	6,6	0:08:50
1997	RTL TVI	0:27:18	1,2	10,3	0:08:31
1998	RTL TVI	0:35:23	1,1	7,7	0:09:45
1999	RTL TVI	0:30:01	0,8	6,5	0:08:14
2000	RTL TVI	0:30:50	0,6	4,6	0:08:53

Avg program duration

% of audience from a general target

% of audience from a target TV viewer

Avg viewing duration of a target TV viewer