
TV United Kingdom

3.1. General Indicators

Number of TV subscriptions or connections based on tot. inhabitants (000)

		1995	1996	1997	1998	1999	2000	2001*
	Tot. Inhabit. (000)	58.612	58.807	59.014	59.237	59.501	59.613	59.800
	Universe 4+ (000)		54.241	54.502	54.703	54.896	54.984	54.966
Domestic Channels (national)	BBC 1		54.241	54.502	54.703	54.896	54.984	54.966
	BBC 2		54.241	54.502	54.703	54.896	54.984	54.966
	ITV		54.241	54.502	54.703	54.896	54.984	54.966
	Channel 4		54.241	54.502	54.703	54.896	54.984	54.966
	Channel 5		54.241	54.502	54.703	54.896	54.984	54.966
Regional Channels	Anglia TV						4.092	4.088
	Border						643	649
	Carlton TV						10.975	11.128
	Central TV						9.058	9.235
	Granada TV						6.507	6.547
	HTV						4.909	4.914
	LWT						10.975	11.128
	Meridian TV						2.828	2.848
	Scottish TV + Grampian TV						4.465	4.514
	Tyne Tees TV						2.732	2.789
	Ulster TV						1.527	1.534
	West Country TV						1.612	1.628
	Yorkshire TV						5.625	5.678

* estimate

3.2. Advertising categories

Advertising Category : TV definitions

	Define every advertising mode listed (precise if not allowed or not existing)	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Spot :	Advertising spot placed in an advertising break	Length (e.g. 10", 30" etc.)
Billboard Spot :	Still screen shot or series of still shots placed in an advertising break	No animation
Sponsoring Spot :	Advertising spot specifically sold for sponsor usage, usually immediately before or after the programme being sponsored	Normally at beginning, end of programme
Channel Self Promotion Program :	Short clip of programming to promote the channel, or programming within the channel	Broadcast outside advertising breaks
Commercial Self Promotion Spot (trailer) :	Advertising spot to promote the channel, or programming within the channel	Broadcast outside advertising breaks
TV Shopping Program :	Not an advertising medium in the UK	Focus on specific products, including demonstration
TV Shopping Spot :	Not permitted in UK	Not permitted in UK
Direct Response TV Spot :	Advertising spot placed in an advertising break	Containing details of a direct response mechanism (phone, web, address...)
Inserts or Product Placement Program :	Not permitted in UK	Not permitted in UK
Inserts or Product Placement Spot :	Not permitted in UK	Not permitted in UK

Advertising Category : TV Measurement

	Are they mesured...		Value definition mode ?
	... for audience ?	... for investment ?	
Commercial Spot :	Yes	Yes	Gross rates
Billboard Spot :	No	No	
Sponsoring Spot :	Yes	No	
Channel Self Promotion Program :	Yes	No	
Commercial Self Promotion Spot (trailer) :	Yes	No	
TV Shopping Program :	No	No	
TV Shopping Spot :	No	No	
Direct Response TV Spot :	No	No	
Inserts or Product Placement Program :	No	No	
Inserts or Product Placement Spot :	No	No	

3.3. General information per channel

Types of broadcast - 1995-2001*

	Status	Names	Active Period	
			Founded	Ended**
Domestic Channels (national)	Public - general interest channel	BBC 1	1936	
	Public - general interest channel	BBC 2	1960	
	Private - general interest channel	ITV	1955	
	Private - general interest channel	Channel 4	1982	
	Private - general interest channel	Channel 5	1997	

Types of broadcast - 1995-2001*

	Status	Names	Active Period	
			Founded	Ended**
Local Channels	Private - general interest channel	Anglia TV	1993***	
	Private - general interest channel	Border	1993***	
	Private - general interest channel	Carlton TV	1993***	
	Private - general interest channel	Central TV	1993***	
	Private - general interest channel	Grampian	1993***	
	Private - general interest channel	Granada TV	1993***	
	Private - general interest channel	HTV	1993***	
	Private - general interest channel	LWT	1993***	
	Private - general interest channel	Meridian TV	1993***	
	Private - general interest channel	Scottish TV	1993***	
	Private - general interest channel	Tyne Tees TV	1993***	
	Private - general interest channel	Ulster TV	1993***	
	Private - general interest channel	West Country TV	1993***	
	Private - general interest channel	Yorkshire TV	1993***	



*** Licences all re-awarded for a 10-year term, starting 1/1/93.
Licences first awarded in 1955

* 2001 : 1/1/01-31/5/01
** if no more active

Types of broadcast - 1995-2001*

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
BBC 1	Analogical	Hertzian	Hertzian
BBC 2	Analogical	Hertzian	Hertzian
ITV	Analogical	Hertzian	Hertzian
Channel 4	Analogical	Hertzian	Hertzian
Channel 5	Analogical	Hertzian	Hertzian

Types of broadcast - 1995-2001*

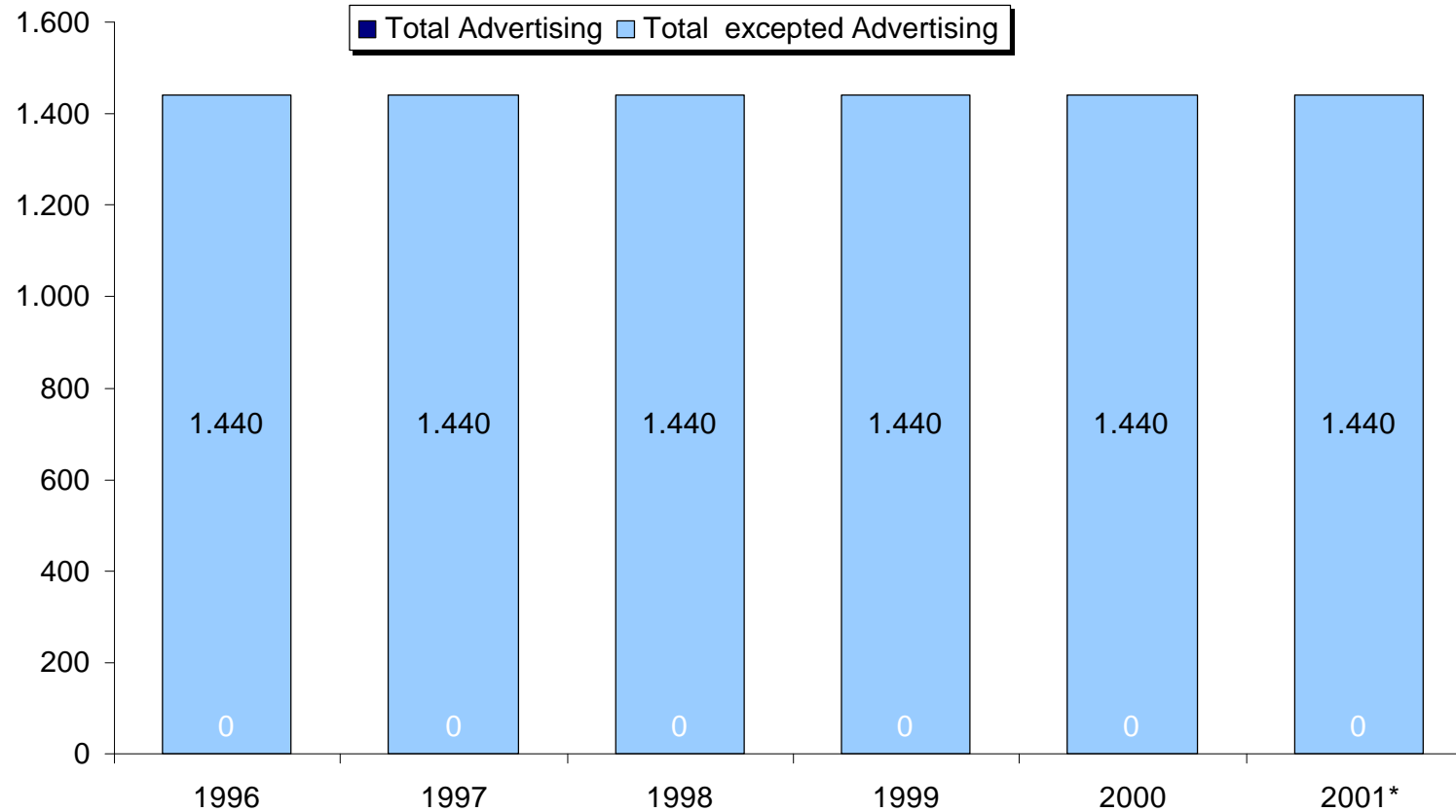
Names	Transmission Mode		Reception Mode
	Connection	Transmission	
Anglia TV	Analogical	Hertzian	Hertzian
Border	Analogical	Hertzian	Hertzian
Carlton TV	Analogical	Hertzian	Hertzian
Central TV	Analogical	Hertzian	Hertzian
Grampian	Analogical	Hertzian	Hertzian
Granada TV	Analogical	Hertzian	Hertzian
HTV	Analogical	Hertzian	Hertzian
LWT	Analogical	Hertzian	Hertzian
Meridian TV	Analogical	Hertzian	Hertzian
Scottish TV	Analogical	Hertzian	Hertzian
Tyne Tees TV	Analogical	Hertzian	Hertzian
Ulster TV	Analogical	Hertzian	Hertzian
West Country TV	Analogical	Hertzian	Hertzian
Yorkshire TV	Analogical	Hertzian	Hertzian

Note about TV in the UK

- Commercial advertising is not allowed on BBC channels
- Commercial spots are the only advertising type registered

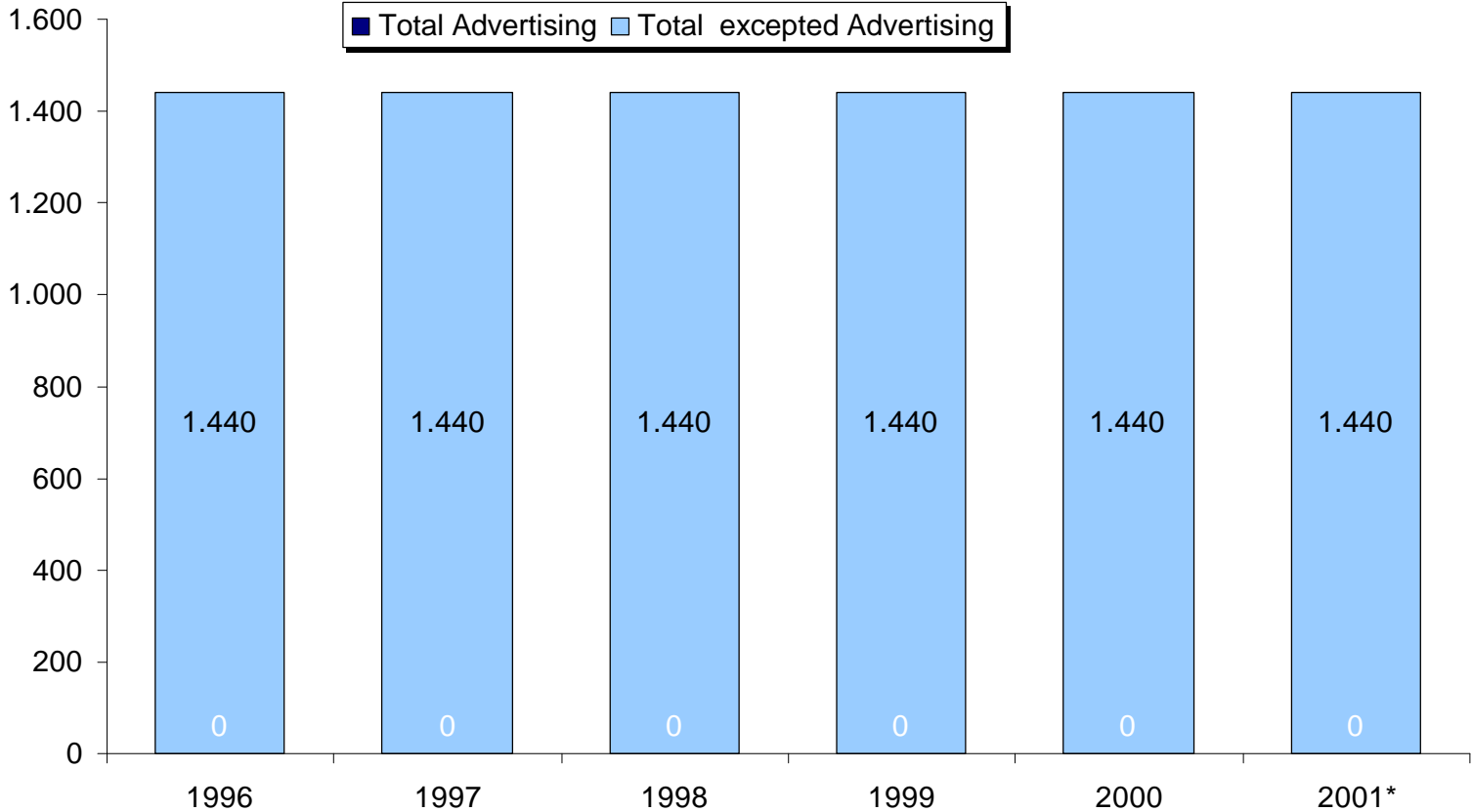
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - BBC1



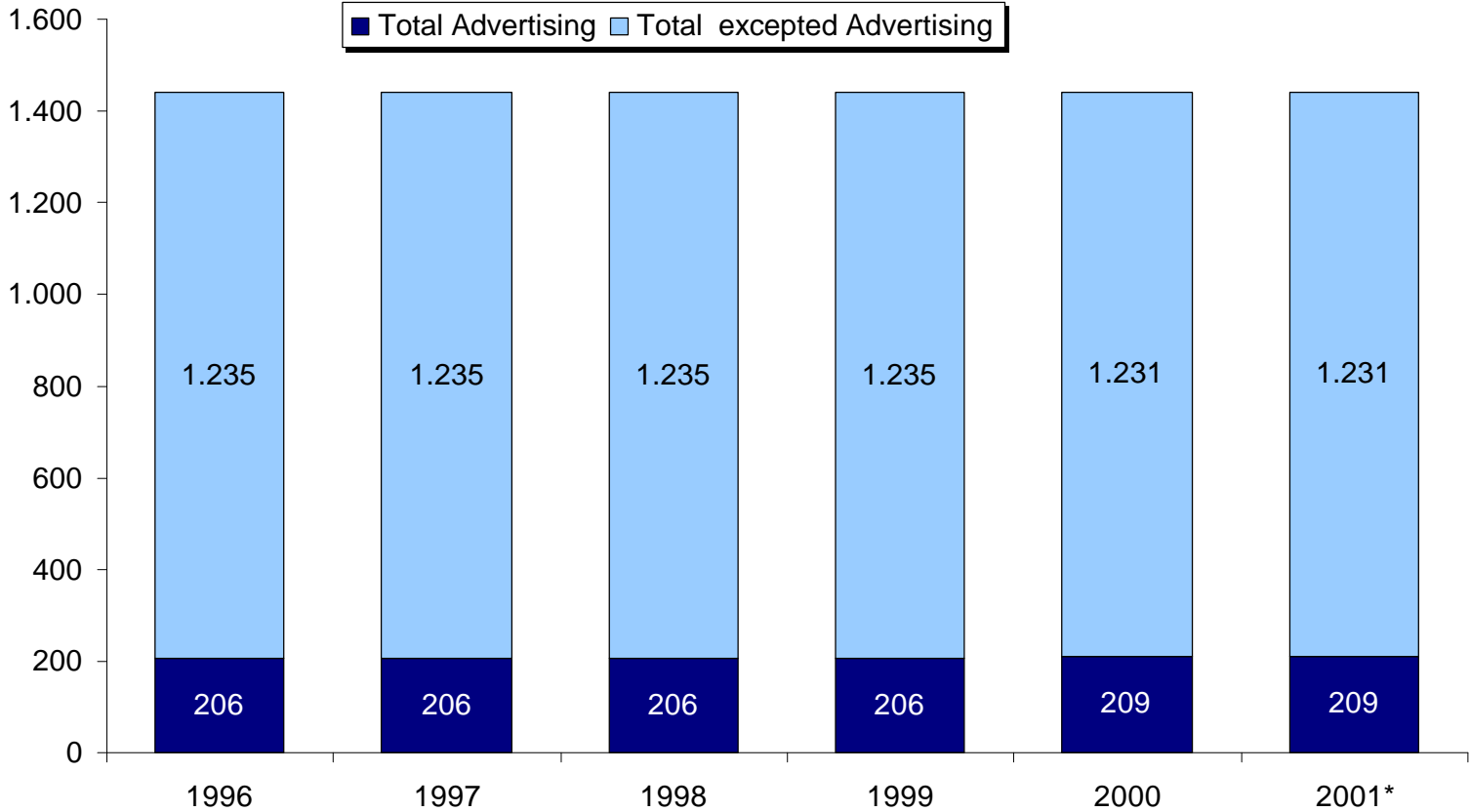
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - BBC2



Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - ITV



3.4. Commercial Offer

Domestic channels

	Name of Stations	Capital shares holding					Public
		Private 1	Private 2	Private 3	Private n		
Domestic Channels	BBC 1	Name					Owned by the State
		Part (%)					
	BBC 2	Name					Owned by the State
		Part (%)					
	ITV	Name					
		Part (%)					
	Channel 4	Name	Channel 4				
		Part (%)	100%				
	Channel 5	Name	CLT/UFA	Pearson Plc	United News & Media	Warburg Pincus & Co.	
		Part (%)	29%	24%	29%	18%	

Domestic channels

Name of Stations	Name of Sales houses	Channel's Target Group
BBC 1	NONE	Dependent on programming and daypart
BBC 2	NONE	Dependent on programming and daypart
ITV	Granada Media Sales; Carlton	Dependent on programming and daypart
Channel 4	Integrated	Dependent on programming and daypart
Channel 5	Integrated	Dependent on programming and daypart

Domestic channels

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

Name of TV Names	Average Rates in 2001* - for all day part - base 30 sec. - Euro					
	Commercial spots	Billboards spots	Sponsoring spots	AutoPromotion spots	Direct Respons Spots	Others
ITV	8,18					
Channel 4	8,28					
Channel 5	8,18	-	Negotiable	-	-	-
GMTV (morning TV on ITV)	7,35					

Regional Channels

Name of Stations	Capital shares holding					
		Private 1	Private 2	Private 3	Private n	Public
Anglia TV	Name	Granada Television				
	Part (%)	100%				
Border	Name	Capital Radio				
	Part (%)	100%				
Carlton TV	Name	Carlton Television				
	Part (%)	100%				
Central TV	Name	Carlton Television				
	Part (%)	100%				
Grampian	Name	Carlton Television				
	Part (%)	100%				
Granada TV	Name	Granada Television				
	Part (%)	100%				
HTV	Name	Carlton Television				
	Part (%)	100%				
LWT	Name	Carlton Television				
	Part (%)	100%				

Regional channels

Name of Stations	Capital shares holding					
		Private 1	Private 2	Private 3	Private n	Public
Meridian TV	Name	Granada Television				
	Part (%)	100%				
Scottish TV	Name	Carlton Television				
	Part (%)	100%				
Tyne Tees TV	Name	Granada Television				
	Part (%)	100%				
Ulster TV	Name	Granada Television				
	Part (%)	100%				
West Country TV	Name	Carlton Television				
	Part (%)	100%				
Yorkshire TV	Name	Granada Television				
	Part (%)	100%				

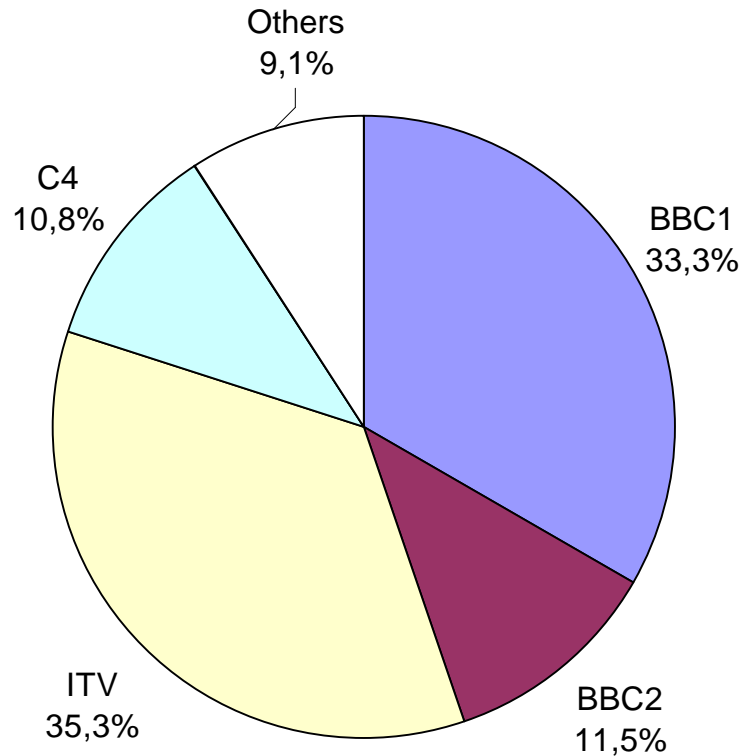
Regional channels

Name of Stations	Name of Sales houses	Channel's Target Group
Anglia TV	Granada TV Sales	
Border	Granada TV Sales	
Carlton TV	Carlton Sales	
Central TV	Carlton Sales	
Grampian	Carlton Sales	
Granada TV	Granada TV Sales	
HTV	Carlton Sales	
LWT	Carlton Sales	
Meridian TV	Granada TV Sales	
Scottish TV	Carlton Sales	
Tyne Tees TV	Granada TV Sales	
Ulster TV	Granada TV Sales	
West Country TV	Carlton Sales	
Yorkshire TV	Granada TV Sales	

3.5. Audiences

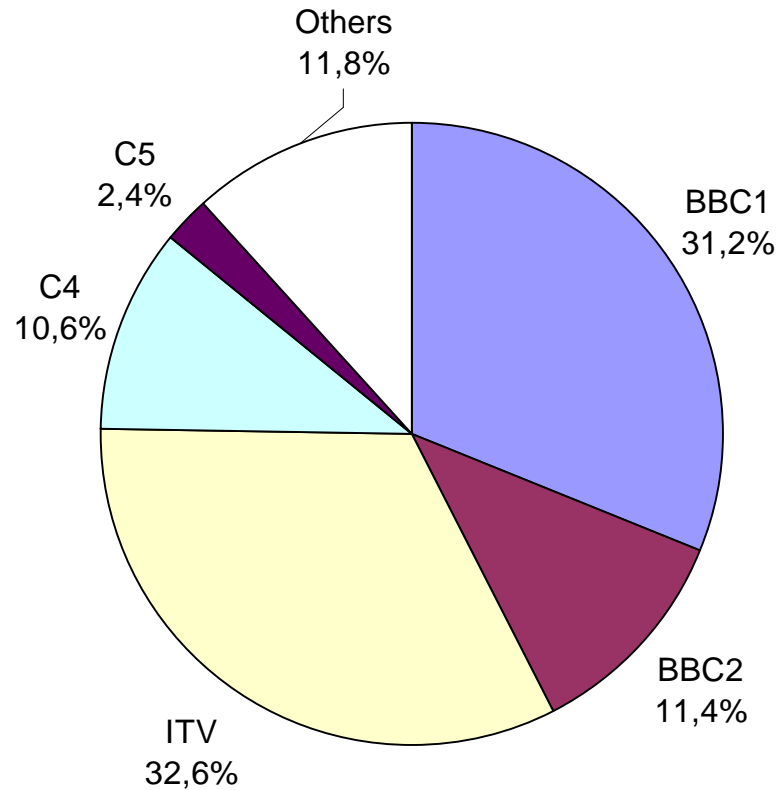
Share of Market (%) - 1996

Target : All Individuals (4+) (06h00-29h59)



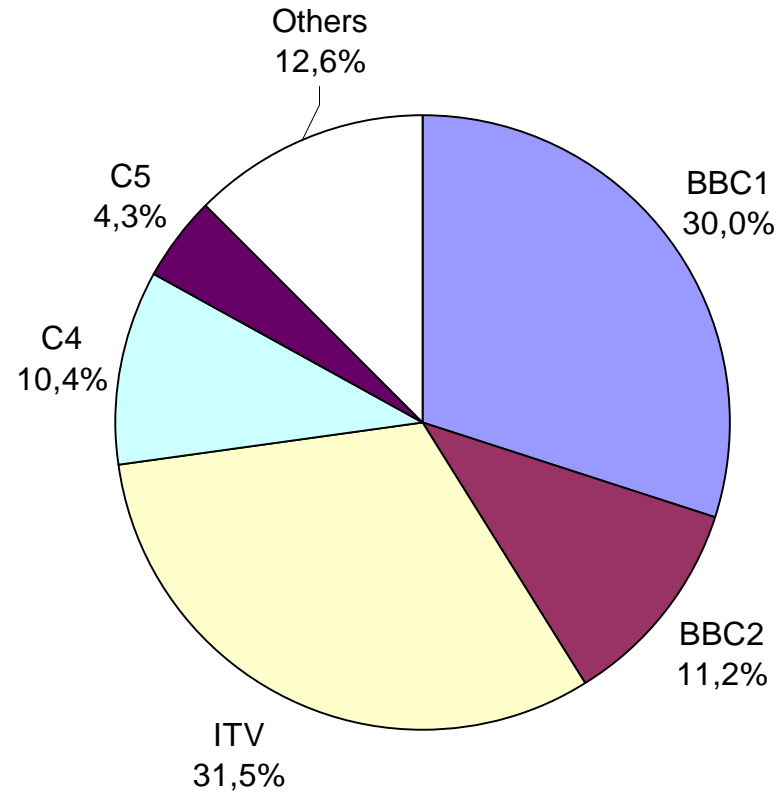
Share of Market (%) - 1997

Target : All Individuals (4+) (06h00-29h59)



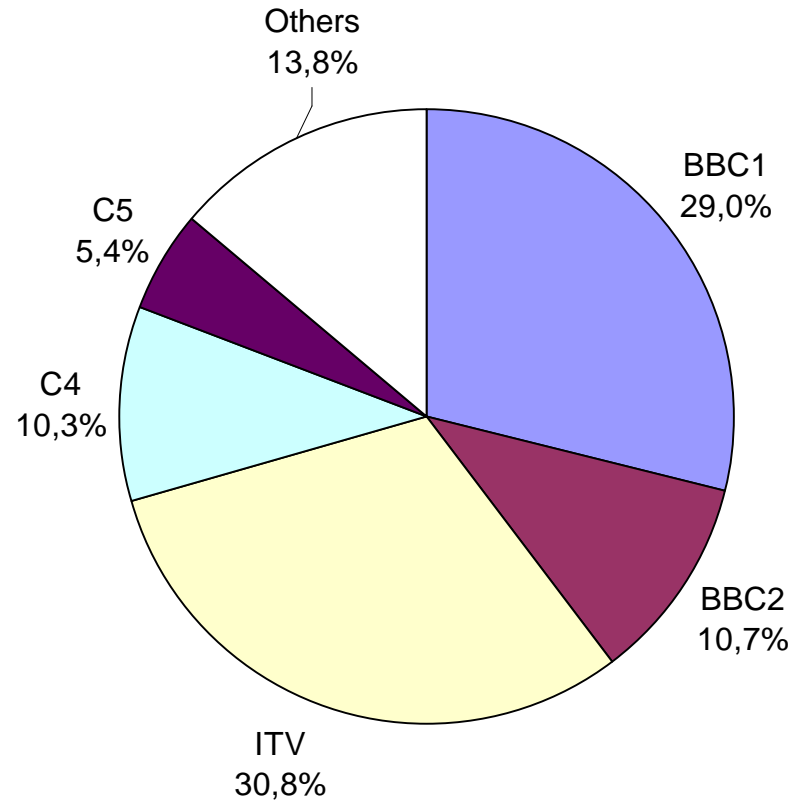
Share of Market (%) - 1998

Target : All Individuals (4+) (06h00-29h59)



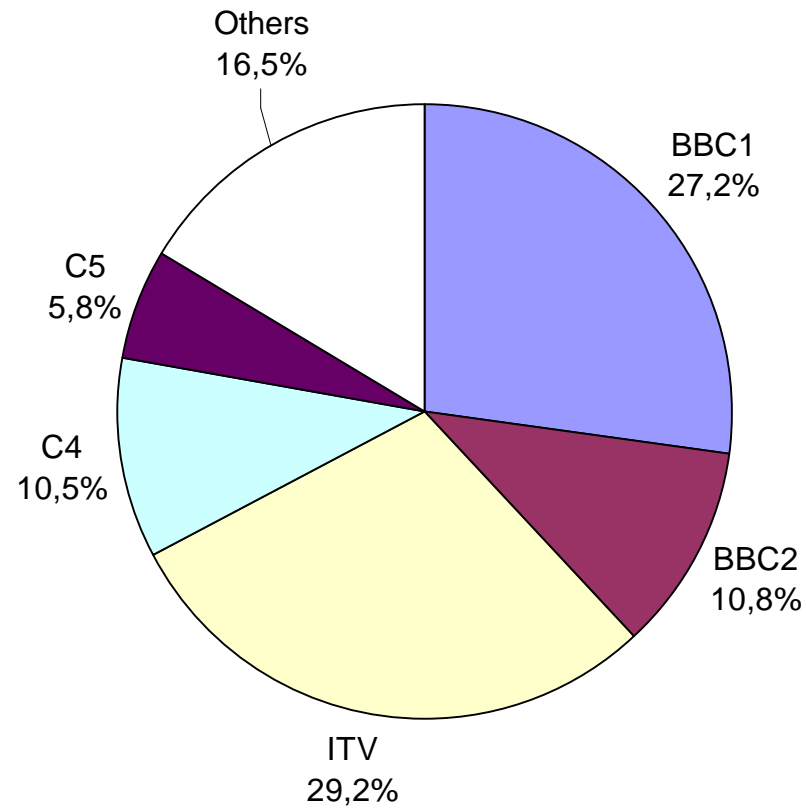
Share of Market (%) - 1999

Target : All Individuals (4+) (06h00-29h59)



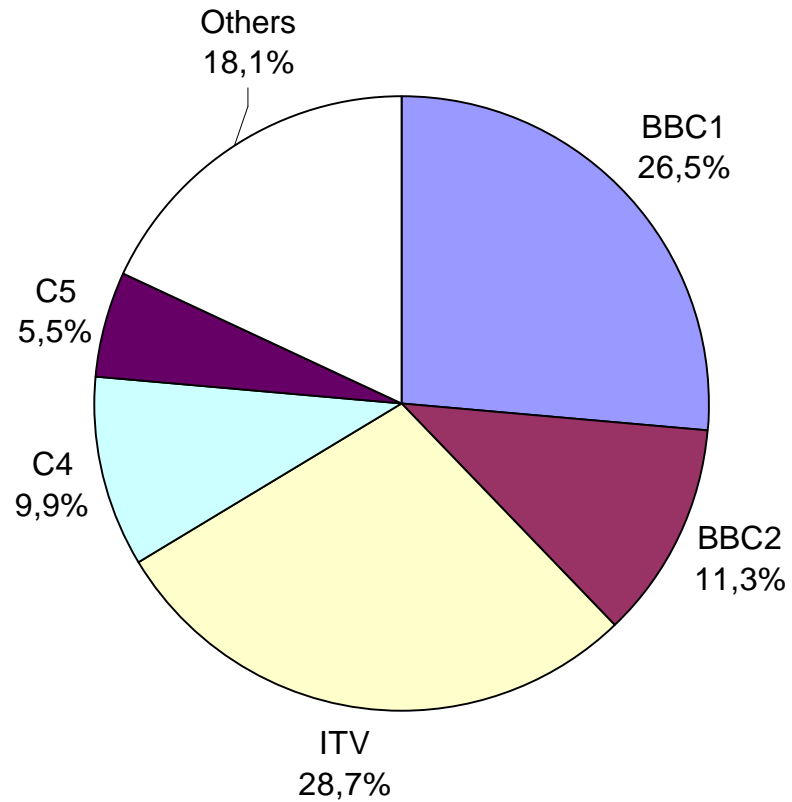
Share of Market (%) - 2000

Target : All Individuals (4+) (06h00-29h59)



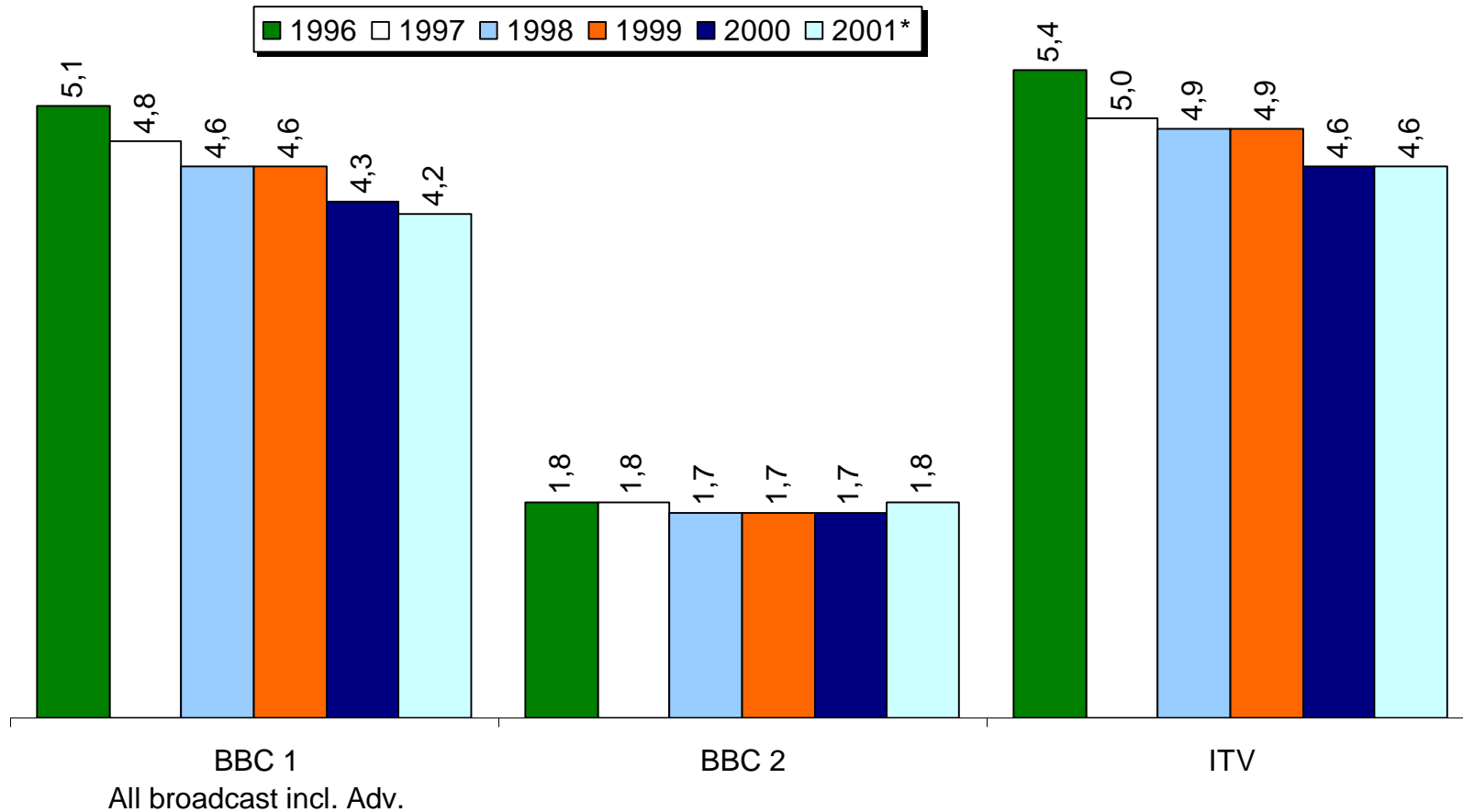
Share of Market (%) - 2001*

Target : All Individuals (4+) (06h00-29h59)



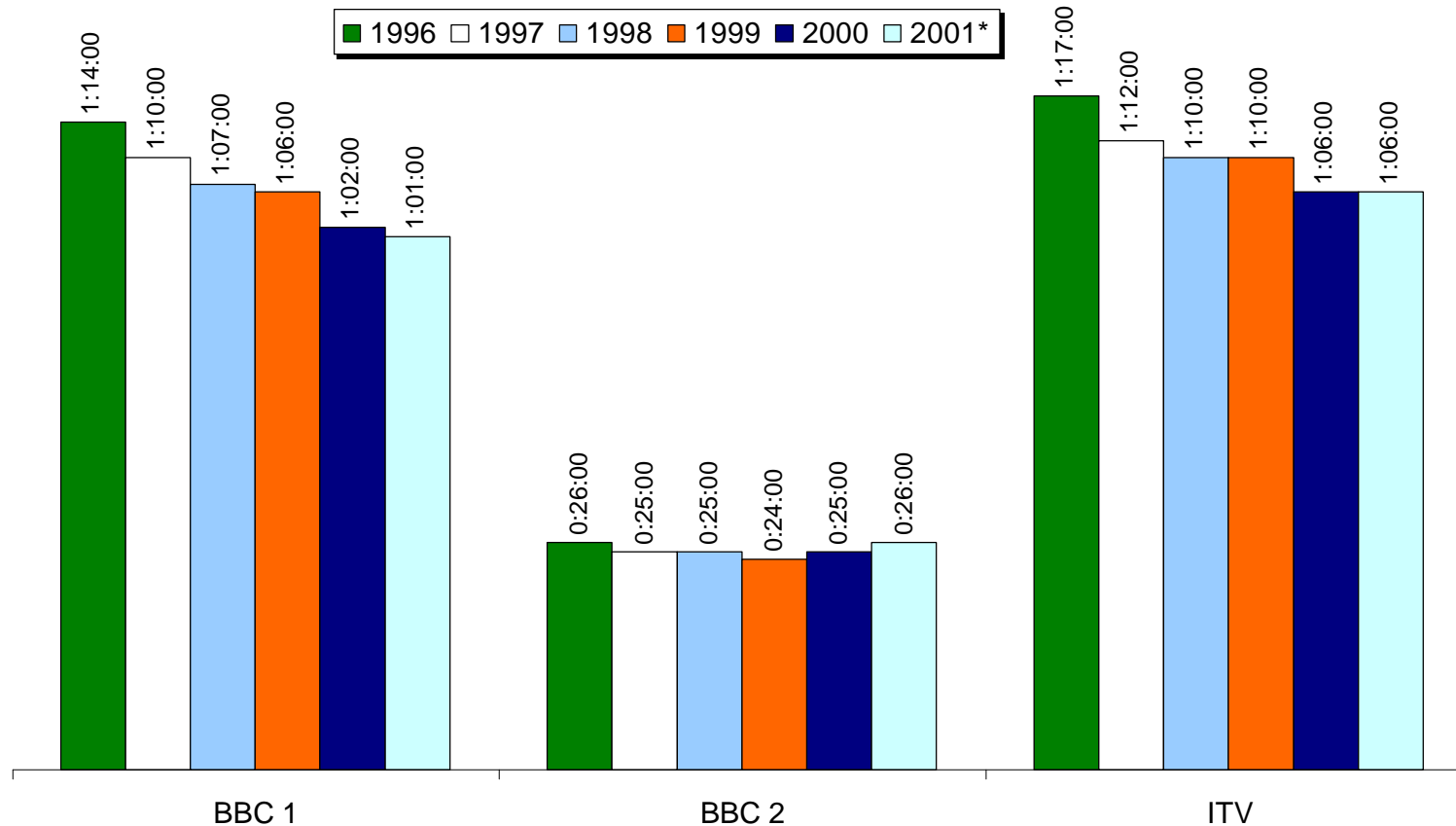
Avg rating (GRP's %)

All broadcasts incl. Adv.

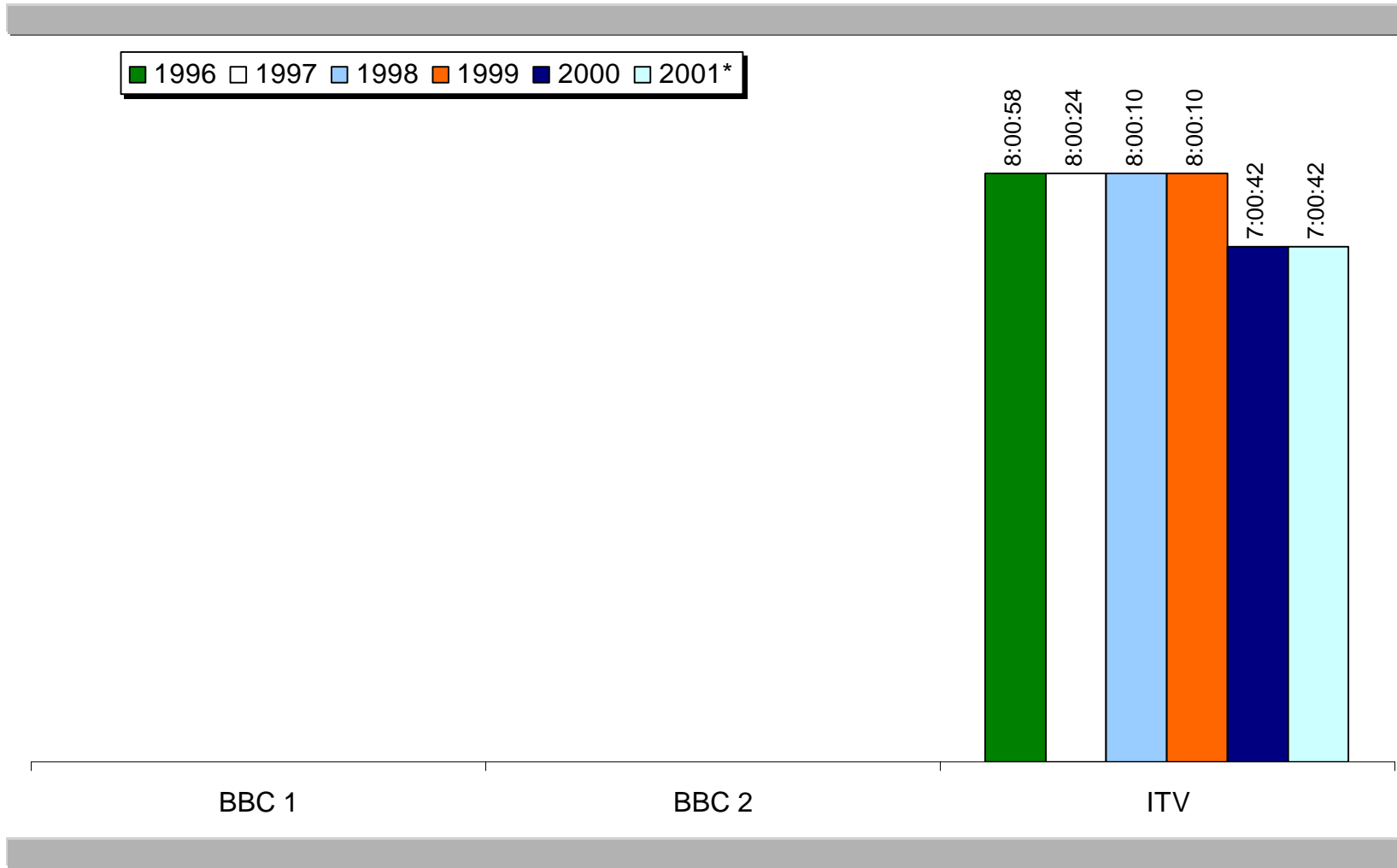


Avg viewing duration (min)

All broadcasts incl. Adv.



Avg viewing duration (min) Total Advertising

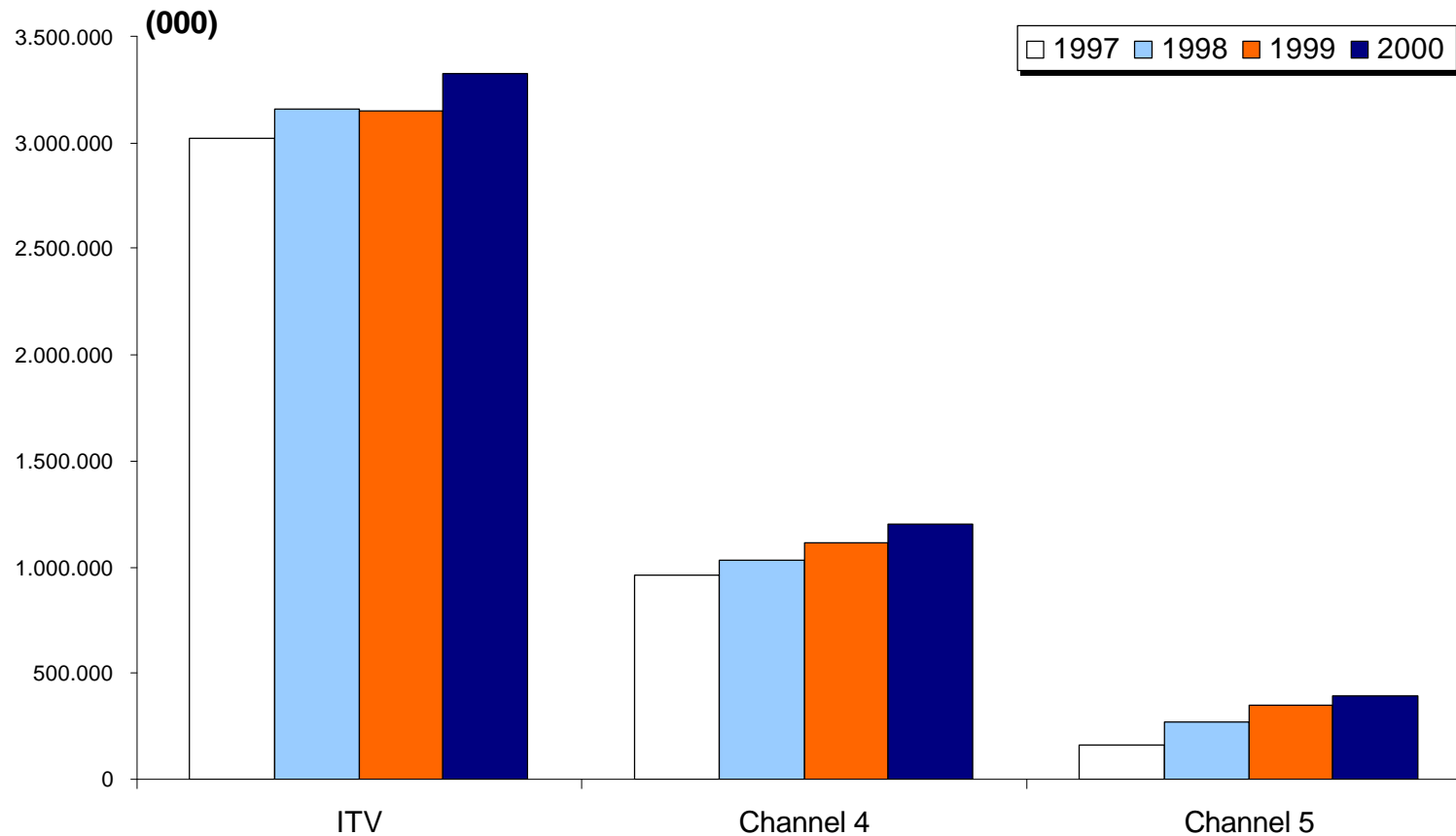


3.6. Media Investments

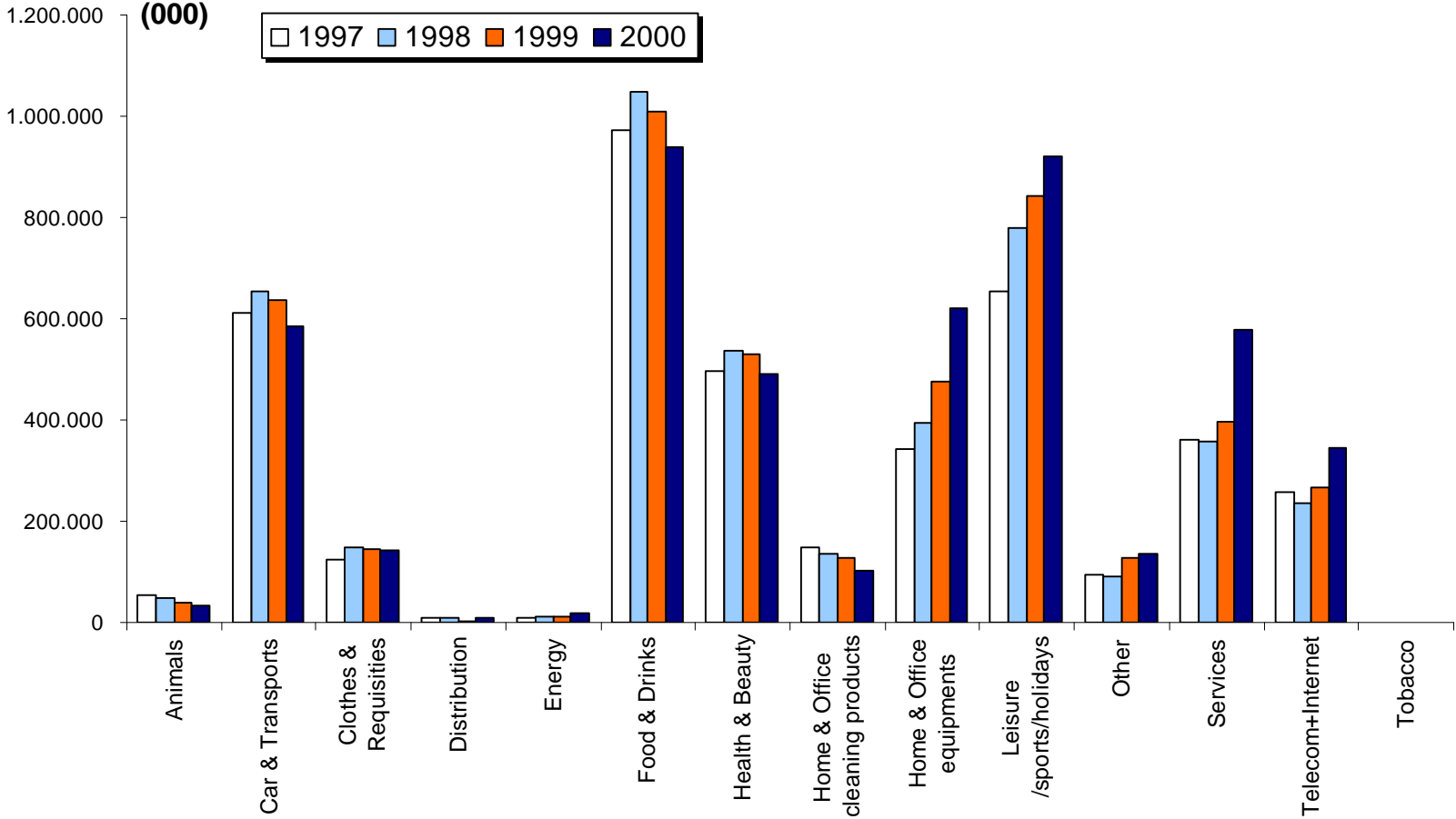


All Television

By channel - In Space Value (Euros)

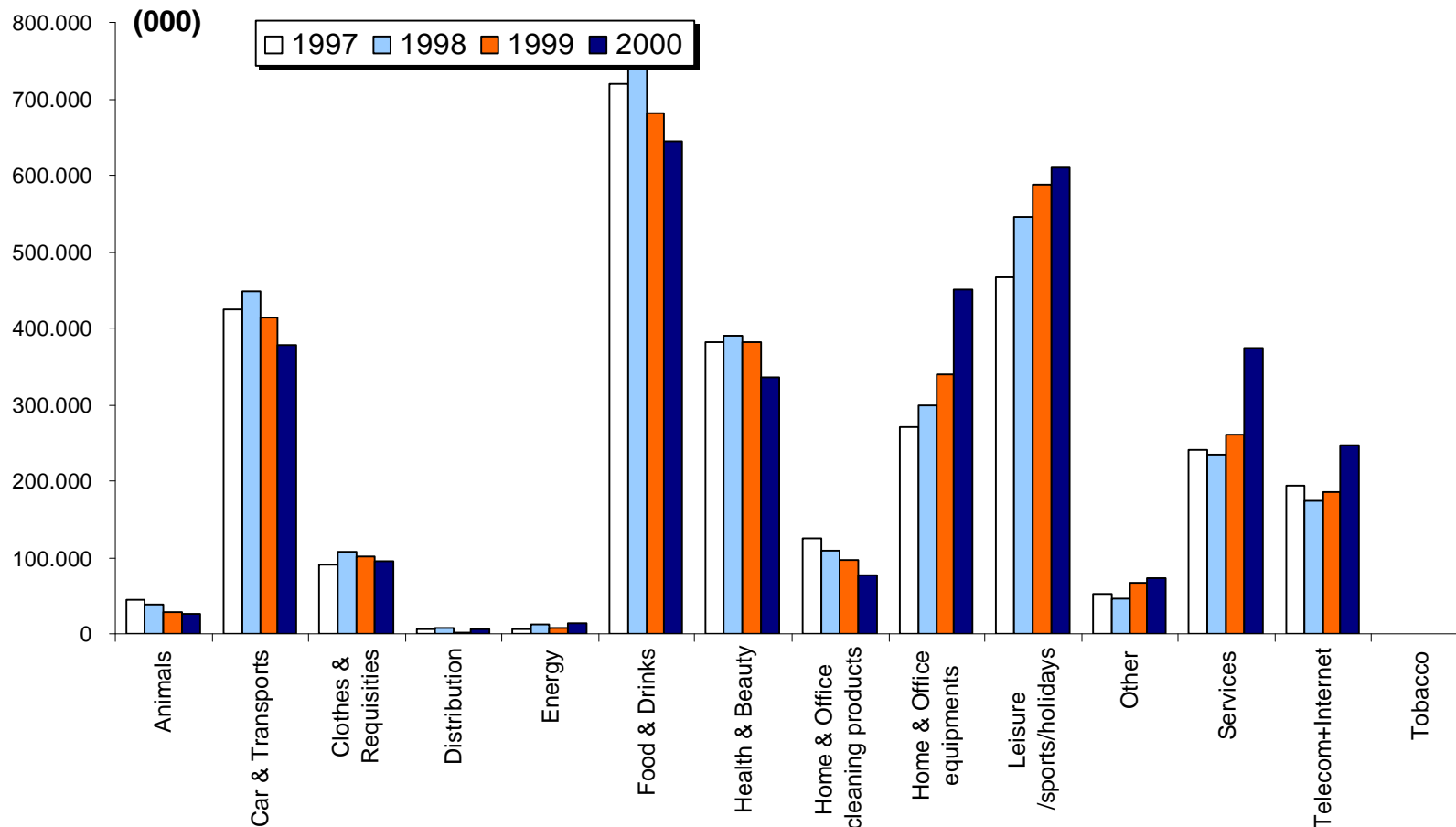


All Television By Sector - In Space Value (Euros)



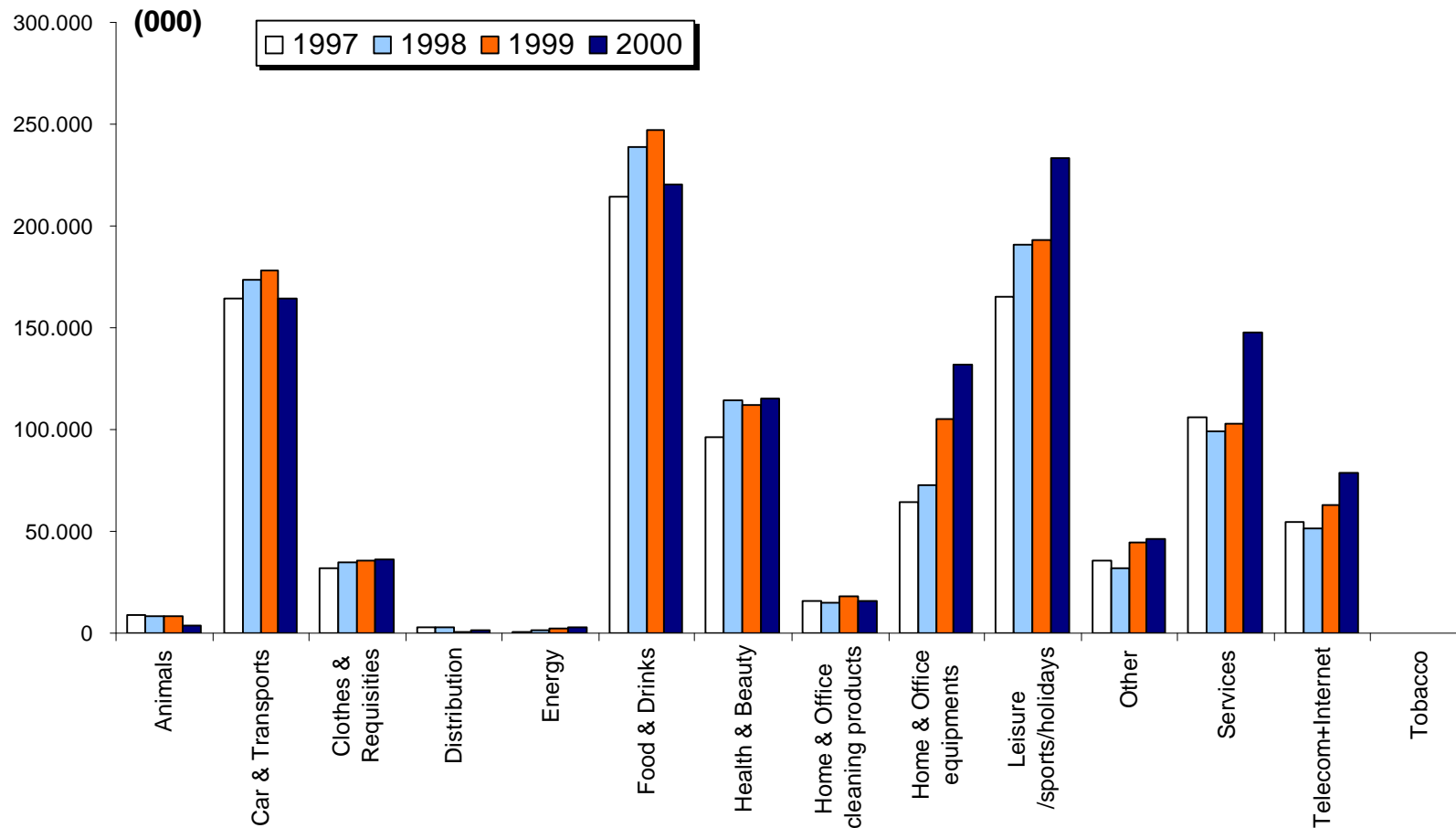
ITV

By Sector - In Space Value (Euros)



Channel 4

By Sector - In Space Value (Euros)



Channel 5

By Sector - In Space Value (Euros)

