Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

United Kingdom – Report 3 (14/18)

Stages B and C

V.3.3.

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Carat

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I. About Channels in United Kingdom

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage* *covering at least 80% of the national population	BBC 1	Public service	Mainstream	no adv.
	BBC 2	Public service	Mainstream	no adv.
	Channel (Five)	Commercial channel free to air	Mainstream	12
	Channel 4	Commercial channel free to air	Mainstream	12
	GMTV/AM	Commercial channel free to air	Mainstream	12
	ITV1	Commercial channel free to air	Mainstream	12
	ITV2	Commercial channel free to air	Entertainment (incl. Modern Music)	12
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country				
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Public service	Mainstream	
	ARTE / KINDERKANAL	Public service	Children	
	DSF	Commercial channel free to air	Sports	
	NETWORK 2	Public service	Mainstream	
	PRO 7	Commercial channel free to air	Mainstream	
	RAI 1	Public service	Mainstream	
	RAI 2	Public service	Mainstream	
	RTE 1	Public service	Mainstream	
	RTL	Commercial channel free to air	Mainstream	
	RTL II	Commercial channel free to air	Mainstream	
	SAT 1	Commercial channel free to air	Mainstream	
	TV 3	Commercial channel free to air	Mainstream	
	VOX	Commercial channel free to air	Mainstream	
	ZDF	Public service	Mainstream	
International Channels (Worldwide models)	BLOOMBERG TV	Pay TV (including adv breaks)	Information / Business	12
	CNN	Pay TV (including adv breaks)	Information / Business	
	MTV UK	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	

Comments about local channels : ITV and Channel 4 have many regions (see p16).

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	AMP	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	ANIMAL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	ANIMAL+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	BBC 3	Public service	Mainstream	0
	BBC 4	Public service	Entertainment (incl. Modern Music)	0
	BBCCHOIC	Public service		
	BBC NEWS 24	Public service	Information / Business	0
	BBC PARLIAMENT	Public service	To be determined	0
	BIDUP	Pay TV (including adv breaks)		
	BIOGRAPH	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	BOOM	Pay TV (including adv breaks)	Children	12
	BOX	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	BRAVO	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	BRAVO+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	CARTOON	Pay TV (including adv breaks)	Children	12
	CARTOON+	Pay TV (including adv breaks)	Children	12
	CBBC	Public service	Children	0
	CBEEBIES	Public service	Children	0
	CHALLNGE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	CHANNELU	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	CHART	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	CHHEALTH	Pay TV (including adv breaks)		
	CLASSIC	Pay TV (including adv breaks)	Classical Music	12
	CNBC	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DATING	Pay TV (including adv breaks)		
	DISCOV+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DISCOVER	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DISNEY	Pay TV (including adv breaks)		
	DISNEY+1	Pay TV (including adv breaks)		
	DSCCIVIL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSCH&L	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSCH&L+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSCSCI	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSCT&A	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSHEALTH	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	DSKIDS	Pay TV (including adv breaks)		
	DSWINGS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12

1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	E!	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	E4	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	E4+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	EINSTEIN	Pay TV (including adv breaks)		
	EUROSPNS	Pay TV (including adv breaks)		
	EUROSPRT	Pay TV (including adv breaks)	Sports	12
	EXSPORTS	Pay TV (including adv breaks)	Sports	12
	F4WEEKLY	Pay TV (including adv breaks)		
	F4WORLD	Pay TV (including adv breaks)		
	F4XTREME	Pay TV (including adv breaks)		
	FILM4+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	FILMFOUR	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	FLAUNT	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	FOXKID+1	Pay TV (including adv breaks)	Children	12
	FOXKIDS	Pay TV (including adv breaks)	Children	12
	FRIENDLY	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	FTN	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	FTV	Pay TV (including adv breaks)		
	FX	Pay TV (including adv breaks)	Children	12
	GAMENET	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	GMTV2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	GOLFTV	Pay TV (including adv breaks)		
	HALLMARK	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	HISTORY	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	HISTRY+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	HITS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	HORROR	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	ITVNEWS	Pay TV (including adv breaks)	Information / Business	12
	KERRANG	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	KISS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	LIFETV	Pay TV (including adv breaks)		
	LIVING	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	LIVING+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	M2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MAGIC	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MAGSHOW	Pay TV (including adv breaks)		
	MEN	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12

1. Types of broadcast 2002 - 2003

TAB1d	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	MOTORSTV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MOVMAX4	Pay TV (including adv breaks)		
	MTV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MTVBASE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MTVDANCE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	MTVHITS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	NATGADV1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	NATGEO+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	NATGEOG	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	NICK	Pay TV (including adv breaks)	Children	12
	NICKREPL	Pay TV (including adv breaks)	Children	12
	NICKTOON	Pay TV (including adv breaks)	Children	12
	NJR	Pay TV (including adv breaks)	Children	12
	PARAMT	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	PARAMT2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	PERFORM	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	PLAYHDIS	Pay TV (including adv breaks)		
	PLAYUK	Pay TV (including adv breaks)		
	PLUS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	POP	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	POPPLUS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	PREMPLUS	Pay TV (including adv breaks)	Sports	12
	PREMWIDE	Pay TV (including adv breaks)		
	PRICE	Pay TV (including adv breaks)		
	PROCK	Pay TV (including adv breaks)		
	QCHAN	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	QVC	Pay TV (including adv breaks)		
	RACES	Pay TV (including adv breaks)	Sports	12
	RAPTURE	Pay TV (including adv breaks)		
	REALITY	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SCIFI	Pay TV (including adv breaks)	Fiction	12
	SCUZZ	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKY1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKY1MIX	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYBOX	Pay TV (including adv breaks)		
	SKYBOXEV	Pay TV (including adv breaks)	Sports	12

1. Types of broadcast 2002 - 2003

TAB1e	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	SKYCIN1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYCIN2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOA1	Pay TV (including adv breaks)		
	SKYMOA2	Pay TV (including adv breaks)		
	SKYMOA3	Pay TV (including adv breaks)		
	SKYMOA4	Pay TV (including adv breaks)		
	SKYMOA5	Pay TV (including adv breaks)		
	SKYMOA6	Pay TV (including adv breaks)		
	SKYMOA7	Pay TV (including adv breaks)		
	SKYMOA8	Pay TV (including adv breaks)		
	SKYMOV1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV3	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV4	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV5	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV6	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV7	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV8	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYMOV9	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYNEWS	Pay TV (including adv breaks)	Information / Business	12
	SKYSP1	Pay TV (including adv breaks)	Sports	12
	SKYSP2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYSP3	Pay TV (including adv breaks)	Sports	12
	SKYSPA1	Pay TV (including adv breaks)		
	SKYSPA2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYSPA3	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYSPA4	Pay TV (including adv breaks)		
	SKYSPA5	Pay TV (including adv breaks)		
	SKYSPA6	Pay TV (including adv breaks)		
	SKYSPA7	Pay TV (including adv breaks)		
	SKYSPA8	Pay TV (including adv breaks)		
	SKYSPN	Pay TV (including adv breaks)	Sports	12
	SKYSPX	Pay TV (including adv breaks)	Sports	12
	SKYTRAV2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYTRAVL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	SKYTRAVS	Pay TV (including adv breaks)		
	SMASH	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TCM	Pay TV (including adv breaks)	Children	12
	TELTXHTV	Pay TV (including adv breaks)	Information / Business	12
	TMF	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TOONAMI	Pay TV (including adv breaks)	Children	12
	TOONDIS	Pay TV (including adv breaks)		
	TRAVEL	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TROUBLE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	TROUBLER	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12

1. Types of broadcast 2002 - 2003

TAB1f	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	UKBRIGHT	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKDOC	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKDOC+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKDRAMA	Pay TV (including adv breaks)	Fiction	12
	UKFOOD	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKFOOD+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKG2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKGOLD	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKGOLD+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKGOLD2	Pay TV (including adv breaks)		
	UKHIST	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKHIST+1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKPEOPLE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKSTYLE	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	UKSTYLE+	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	VAULT	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	VH1	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	VH1CLASS	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	VH2	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12
	WRESTLIN	Pay TV (including adv breaks)	Sports	12
	YOUTV	Pay TV (including adv breaks)		

Comments about Other channels : see p17-18.

1. Types of broadcast 2002 - 2003

TAB1g	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	BBC 1	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	BBC 2	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	Channel (Five)	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	Channel 4	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	GMTV/AM	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	ITV1	Analogical	Terrestrial (Hertzian)	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	ITV2	Numerical / digital	Decoder	Also available viaSatellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview) Federal network with regional programming
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country				
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARD	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	ARTE / KINDERKANAL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSF	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NETWORK 2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PRO 7	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	RAI 1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	RAI 2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	RTE 1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	RTL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	RTL II	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SAT 1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TV 3	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	VOX	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	ZDF	Numerical / digital	Decoder	Also available via Telecom/TV Cable
International Channels (Worldwide models)	BLOOMBERG TV	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CNN	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MTV UK	Numerical / digital	Decoder	Also available via Telecom/TV Cable

Comments about local channels : ITV and Channel 4 have many regions (see p16).

1. Types of broadcast 2002 - 2003

TAB1h	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	AMP	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	ANIMAL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	ANIMAL+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	BBC 3	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	BBC 4	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	BBCCHOIC			
	BBC NEWS 24	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	BBC PARLIAMENT	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	BIDUP			
	BIOGRAPH	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	BOOM	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	BOX	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	BRAVO	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	BRAVO+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CARTOON	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CARTOON+	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CBBC	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	CBEEBIES	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	CHALLNGE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CHANNELU	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	CHART	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	CHHEALTH			
	CLASSIC	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	CNBC	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DATING			
	DISCOV+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DISCOVER	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DISNEY			
	DISNEY+1			
	DSCCIVIL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSCH&L	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSCH&L+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSCSCI	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSCT&A	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSHEALTH	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	DSKIDS			
	DSWINGS	Numerical / digital	Decoder	Also available via Telecom/TV Cable

1. Types of broadcast 2002 - 2003

TAB1i	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	E!	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	E4	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	E4+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	EINSTEIN			
	EUROSPNS			
	EUROSPRT	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	EXSPORTS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	F4WEEKLY			
	F4WORLD			
	F4XTREME			
	FILM4+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	FILMFOUR	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	FLAUNT	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	FOXKID+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	FOXKIDS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	FRIENDLY	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	FTN	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	FTV			
	FX	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	GAMENET	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	GMTV2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	GOLFTV			
	HALLMARK	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	HISTORY	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	HISTRY+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	HITS	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	HORROR	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	ITVNEWS	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	KERRANG	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	KISS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	LIFETV			
	LIVING	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	LIVING+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	M2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MAGIC	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MAGSHOW			
	MEN	Numerical / digital	Decoder	Also available via Telecom/TV Cable

1. Types of broadcast 2002 - 2003

TAB1j	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	MOTORSTV	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	MOVMAX4			
	MTV	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MTVBASE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MTVDANCE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	MTVHITS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NATGADV1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NATGEO+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NATGEOG	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NICK	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NICKREPL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NICKTOON	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	NJR	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PARAMT	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PARAMT2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PERFORM	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PLAYHDIS			
	PLAYUK			
	PLUS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	POP	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	POPPLUS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PREMPLUS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	PREMWIDE			
	PRICE			
	PROCK			
	QCHAN	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	QVC			
	RACES	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	RAPTURE			
	REALITY	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	SCIFI	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SCUZZ	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKY1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKY1MIX	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYBOX			
	SKYBOXEV	Numerical / digital	Decoder	Also available via Telecom/TV Cable

1. Types of broadcast 2002 - 2003

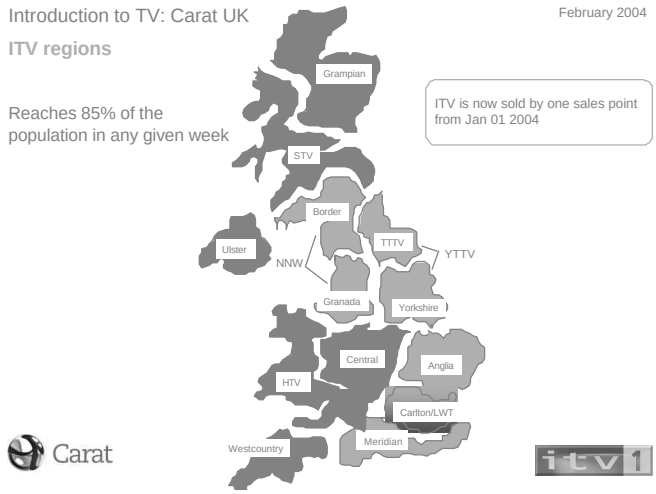
TAB1k	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	SKYCIN1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYCIN2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOA1			
	SKYMOA2			
	SKYMOA3			
	SKYMOA4			
	SKYMOA5			
	SKYMOA6			
	SKYMOA7			
	SKYMOA8			
	SKYMOV1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV3	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV4	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV5	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV6	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV7	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV8	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYMOV9	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYNEWS	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	SKYSP1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYSP2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYSP3	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYSPA1			
	SKYSPA2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYSPA3	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYSPA4			
	SKYSPA5			
	SKYSPA6			
	SKYSPA7			
	SKYSPA8			
	SKYSPN	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	SKYSPX	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYTRAV2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	SKYTRAVL	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	SKYTRAVS			
	SMASH	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TCM	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TELTXHTV	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TMF	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	TOONAMI	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TOONDIS			
	TRAVEL	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TROUBLE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	TROUBLER	Numerical / digital	Decoder	Also available via Telecom/TV Cable

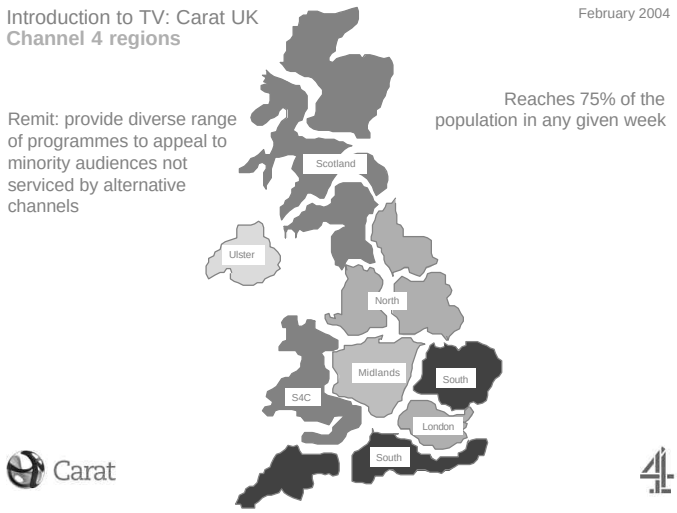
1. Types of broadcast 2002 - 2003

TAB1l	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	UKBRIGHT	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	UKDOC	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKDOC+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKDRAMA	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKFOOD	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKFOOD+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKG2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKGOLD	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKGOLD+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKGOLD2			
	UKHIST	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	UKHIST+1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKPEOPLE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKSTYLE	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	UKSTYLE+	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	VAULT	Numerical / digital	Decoder	Also available via Telecom/TV Cable and terrestrial digital (Freeview)
	VH1	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	VH1CLASS	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	VH2	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	WRESTLIN	Numerical / digital	Decoder	Also available via Telecom/TV Cable
	YOUTV			

Comments about Other channels : see p17-18.

Comments about Local Channels





Comments :

- **ITV 1 :** a federal network with regional programming
- **Channel 4 :** a broadcaster which offers advertising macro-regions
- **S4C** ('Welsh Channel 4' or 'Siannel Pedwar Cymru') : This station is identical to Channel 4, except transmitted in the Welsh language. The S4C analogue service does contain a lot of C4 material but also an average of 32 hours a week original programming, sourced from the BBC and independent producers, including the local ITV company. S4C digital doest not carry any part of Channel 4's output. It's also carried on Sky Digital, so available outside Wales.

Comments about « Other channels »

Introduction to TV: Carat UK
Non-terrestrial sales points – BSkyB

February 2004

Owned by News Corp (35%)
And various others (65%)

10.7% of commercial impacts

Sky owned Channels

Sky News
Sky Sports
Sky One
Sky Movies

Agent Only Channels

Discovery
Hallmark
National Geographic
Emap
History
Fox Kids

Carat

skydigital

Introduction to TV: Carat UK
Non-terrestrial sales points – Viacom

February 2004

Viacom is the parent company

3.1% of commercial impacts

100% Owned Channel line up

MTV
VH1
Paramount
E!
Nickelodeon

Carat

Comments about « Other channels » (2)

Introduction to TV: Carat UK
February 2004

Non-terrestrial sales points – IDS (Interactive Digital Sales)

Owned by Telewest

6.5% of commercial impacts

IDS Channels

Living
Bravo
Challenge
FTN
Trouble

50% Owned UK Channels

UK Gold
UK Style
UK Drama
UK History
UK Food

Agents Only Channels

Extreme
Classic

Carat

Introduction to TV: Carat UK
February 2004

Non-terrestrial sales points – The Best Of The Rest

Owner	Channel	Seller	Share of Impacts
ITV PLC	ITV2	ITV	1.4%
C4	E4	C4	1.1%
Universal	Sci-Fi	Sci-Fi	0.4%
Sky/Granada	GPlus & M&M	GSB	0.8%
Turner	Cartoon & TCM Boomerang	Cartoon network	2.2%

Carat

Comments : IDTV issues

Digital TV, and by inference, interactive, because all digital tv has the capability and option of an interactive return path, in the UK is probably at a more advanced stage of development than anywhere else in Europe. By the end of 2004 we estimate that 60% of all UK homes will have access to digital multi-channel TV. This will be via

- Dth :(direct to home) satellite tv (BskyB)

- Cable: there are two cable companies operating in metropolitan areas, NTL and Telewest.

- Freeview: is a free to air limited bouquet digital platform transmitting a digital signal received via a standard tv aerial.

- ADSL: A synchronous Direct Subscriber Line is a tv signal carried via telephone line.

Digital homes penetration by year end

	2004	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**
Dth	7,50	8,00	8,20	8,40	8,60	8,80	9,00
Cable	3,50	3,80	4,20	4,60	4,90	5,30	5,50
Fview	3,75	4,50	5,00	5,50	6,00	6,50	7,10
ADSL		0,08	0,40	0,70	1,00	1,30	1,60
	14,75	16, 37	17,80	19,20	20,50	21,90	23,20

It is the government's intention to switch off the analogue signal at a point yet to be confirmed but probably sometime between 2010 and 2012. The criteria for switch off are that 95% of the population should "have access to digital services" at the point when the analogue service ceases. Our current estimates show this is just about feasible by 2011-2012.

2. TV day parts definitions in United Kingdom :

TAB2a

	Main dayparts	Aged 16+ Average audience* TOTAL TV (rat%) Adults in 2002	Aged 16+ Average audience* TOTAL TV (rat%) Adults in 2003
All Day	06.00-29.59	10,2	11,2
Breakfast Time	06.00-09.29	5,2	5,8
Coffee Time	09.30-11.59	4,7	5,6
Daytime	12.00-15.59	5,6	6,2
Pre prime	16.00-17.24	8,3	9,0
Early prime	17.25-19.59	16,4	17,6
Late prime	20.00-22.59	20,7	23,0
prime	17.25-22.59	18,7	20,5
Post prime	23.00-24.29	10,8	11,6
Night time	24.30-29.59	2,0	2,1
Universes :		*46.401.000*	*46.663.000*
Sources :		*BARB*	*BARB*

TAB2b

	Main dayparts	Aged 4-15 Average audience* TOTAL TV (rat%) Kids in 2002	Aged 4-15 Average audience* TOTAL TV (rat%) Kids in 2003
All Day	06.00-29.59	6,5	6,7
Breakfast Time	06.00-09.29	6,8	7,2
Coffee Time	09.30-11.59	3,3	3,5
Daytime	12.00-15.59	3,3	3,4
Pre prime	16.00-17.24	8,7	8,9
Early prime	17.25-19.59	11,2	11,8
Late prime	20.00-22.59	9,5	9,9
prime	17.25-22.59	10,2	10,7
Post prime	23.00-24.29	3,5	3,4
Night time	24.30-29.59	0,7	0,7
Universes :		*9.205.000*	*9.184.000*
Sources :		*BARB*	*BARB*

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

3. Audience Share* - All Day

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3a

		Aged 16+		Aged 4-15	
	Names	**2002**	**2003**	**2002**	**2003**
Average Audience (Rat%) - see above	**Total TV**	**10,2**	**11,2**	**6,5**	**6,7**
Channels with a national coverage	BBC1	26,9	25,9	20,5	19,6
	BBC2	11,6	11,3	11,1	10,1
	ITV1 (inc. GMTV/AM)	24,2	24,2	19,9	18,3
	ITV2	0,7	0,9	0,1	0,0
	Channel 4	10,2	10,1	7,3	6,4
	Channel 5	6,3	6,6	5,0	5,8
Local Channels		-	-	-	-
Non-domestic Channels	ARD	-	-	-	-
	ARTE / KINDERKANAL	-	-	-	-
	DSF	-	-	-	-
	NETWORK 2	-	-	-	-
	PRO 7	-	-	-	-
	RAI 1	-	-	-	-
	RAI 2	-	-	-	-
	RTE 1	-	-	-	-
	RTL	-	-	-	-
	RTL II	-	-	-	-
	SAT 1	-	-	-	-
	TV 3	-	-	-	-
	VOX	-	-	-	-
	ZDF	-	-	-	-
International Channels (Worldwide models)	BLOOMBERG TV	-	-	-	-
	CNN	-	-	-	-
	MTV UK	-	-	-	-
Other Channels	AMP	-	0,0	-	0,0
	ANIMAL	0,1	0,1	0,1	0,6
	ANIMAL+1	0,0	0,0	0,1	0,1
	BBC3	-	0,4	-	1,4
	BBC4	0,1	0,1	0,1	0,0
	BBCCHOIC	0,2	-	0,0	-
	BBCNEW24	0,4	0,3	0,0	2,5
	BIDUP	0,1	0,1	0,0	0,0
	BIOGRAPH	0,1	0,1	0,3	0,5
	BOOM	0,2	0,2	0,7	1,0
	BOX	0,1	0,1	0,0	0,2
	BRAVO	0,3	0,2	0,7	0,6
	BRAVO+1	-	0,1	-	0,4
	CARTOON	0,1	0,1	0,0	0,1
	CARTOON+	0,1	0,0	0,0	2,0
	CBBC	0,0	0,1	0,0	0,3
	CBEEBIES	0,5	0,5	0,2	0,0
	CHALLNGE	0,2	0,3	0,3	0,2
	CHANNELU	-	0,0	-	0,0
	CHART	0,0	0,0	0,0	0,1
	CHHEALTH	0,0	-	0,0	-
	CLASSIC	0,0	0,0	0,0	0,0
	CNBC	0,0	0,0	2,6	0,2
	DATING	0,0	-	0,6	-
	DISCOV+1	0,1	0,1	0,2	0,1
	DISCOVER	0,3	0,3	0,2	0,2
	DISNEY	0,1	0,1	1,7	0,7
	DISNEY+1	0,1	0,1	0,1	0,4
	DSCCIVIL	0,0	0,0	0,0	0,1
	DSCH&L	0,2	0,3	0,1	0,0
	DSCH&L+1	0,1	0,1	0,2	0,0
	DSCSCI	0,1	0,0	0,0	0,0
	DSCT&A	0,0	0,0	0,1	0,0
	DSHEALTH	0,1	0,2	0,0	0,0
	DSKIDS	0,0	0,0	0,0	0,1
	DSWINGS	0,0	0,0	0,1	0,1

Source : BARB

3. Audience Share* - All Day

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3b

		Aged 16+		Aged 4-15	
	Names	**2002**	**2003**	**2002**	**2003**
Average Audience (Rat%) - see above	**Total TV**	**10,2**	**11,2**	**6,5**	**6,7**
Other Channels	E!	0,0	0,0	0,2	0,2
	E4	0,6	0,5	0,1	0,0
	E4+1	-	0,1	-	0,0
	EINSTEIN	0,0	-	0,7	-
	EUROSPNS	0,0	0,0	0,1	0,7
	EUROSPRT	0,2	0,2	0,0	1,8
	EXSPORTS	0,0	0,0	0,0	0,0
	F4WEEKLY	-	0,0	-	0,3
	F4WORLD	0,0	-	0,0	-
	F4XTREME	0,0	-	0,0	-
	FILM4+1	0,0	0,0	0,1	0,1
	FILMFOUR	0,0	0,0	0,1	0,0
	FLAUNT	-	0,0	-	0,0
	FOXKID+1	0,0	0,0	0,9	0,2
	FOXKIDS	0,1	0,1	0,0	0,5
	FRIENDLY	-	0,0	-	0,1
	FTN	-	0,0	-	0,1
	FTV	0,0	0,0	0,0	0,1
	GAMENET	-	0,0	-	0,1
	GMTV2	0,0	0,0	0,0	0,0
	GOLFTV	-	0,0	-	0,2
	HALLMARK	0,4	0,5	0,0	0,9
	HISTORY	0,2	0,1	0,0	0,0
	HISTRY+1	0,1	0,1	0,0	0,0
	HITS	0,0	0,1	0,2	0,1
	ITVNEWS	0,1	0,1	0,0	0,0
	KERRANG	0,1	0,0	0,0	0,2
	KISS	0,1	0,1	0,4	1,0
	LIFETV	0,0	-	0,0	-
	LIVING	0,6	0,4	0,4	0,6
	LIVING+1	0,1	0,2	0,6	0,2
	M2	0,0	0,0	0,0	0,1
	MAGIC	0,1	0,1	0,3	0,3
	MAGSHOW	0,0	-	0,0	-
	MEN	0,1	0,1	0,4	0,0

Source : BARB

3. Audience Share* - All Day

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3c

		Aged 16+		Aged 4-15	
	Names	2002	2003	2002	2003
Average Audience (Rat%) - see above	**Total TV**	**10,2**	**11,2**	**6,5**	**6,7**
Other Channels	MOTORSTV	0,0	0,0	0,1	0,0
	MOVMAX4	0,1	0,1	0,1	0,9
	MTV	0,1	0,2	0,4	0,2
	MTVBASE	0,1	0,1	0,3	0,1
	MTVDANCE	0,0	0,0	0,2	0,2
	MTVHITS	0,1	0,1	0,4	0,1
	NATGADV1	0,0	0,0	0,0	0,0
	NATGEO+1	0,0	0,0	0,0	0,3
	NATGEOG	0,1	0,1	0,0	0,0
	NICK	0,2	0,1	0,0	1,2
	NICKREPL	0,1	0,1	2,4	0,9
	NICKTOON	0,0	0,0	0,6	0,0
	NJR	0,1	0,2	0,8	0,2
	Other	2,5	1,7	1,8	2,0
	PARAMT	0,3	0,3	0,7	0,0
	PARAMT2	-	0,1	-	0,3
	PERFORM	-	0,0	-	0,0
	PLAYHDIS	0,1	0,0	0,4	0,1
	PLAYUK	0,0	-	0,0	-
	PLUS	0,4	0,4	0,7	0,0
	POP	-	0,0	-	0,0
	POP+	-	0,0	-	0,0
	PREMPLUS	0,0	0,0	0,1	0,0
	PREMWIDE	0,1	-	0,1	-
	PRICE	-	0,0	-	0,0
	PROCK	0,0	-	0,0	-
	QCHAN	0,0	0,0	0,2	0,5
	QVC	-	0,1	-	0,0
	RACES	0,1	0,1	0,0	0,0
	RAPTURE	-	0,0	-	0,0
	REALITY	0,1	-	0,0	-
	SCIFI	0,3	0,3	0,0	0,1
	SCUZZ	-	0,0	-	0,0
	SKY1	1,6	1,3	3,3	2,7
	SKY1MIX	0,0	0,2	0,0	0,0
	SKYBOX	0,1	0,1	0,0	0,4
	SKYBOXEV	0,0	0,0	0,1	0,0
	SKYCIN1	0,1	0,1	0,9	0,0
	SKYCIN2	0,1	0,1	0,1	0,0
	SKYMOA1	-	0,0	-	0,0
	SKYMOA2	-	0,0	-	0,0
	SKYMOA3	-	0,0	-	0,0
	SKYMOA4	-	0,0	-	0,0
	SKYMOA5	-	0,0	-	0,0
	SKYMOA6	-	0,0	-	0,0
	SKYMOA7	-	0,0	-	0,1
	SKYMOA8	-	0,0	-	0,2

Source : BARB

3. Audience Share* - All Day

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3d

		Aged 16+		Aged 4-15	
	Names	**2002**	**2003**	**2002**	**2003**
Average Audience (Rat%) - see above	**Total TV**	**10,2**	**11,2**	**6,5**	**6,7**
Other Channels	SKYMOV1	-	0,4	-	0,7
	SKYMOV2	0,2	0,2	0,7	0,4
	SKYMOV3	0,2	0,2	0,2	0,4
	SKYMOV4	0,1	0,2	0,3	0,2
	SKYMOV5	0,1	0,2	0,1	0,4
	SKYMOV6	0,1	0,1	0,3	0,2
	SKYMOV7	0,2	0,2	0,1	0,4
	SKYMOV8	0,1	0,1	0,3	0,2
	SKYMOV9	-	0,0	-	0,1
	SKYNEWS	0,5	0,4	0,2	0,1
	SKYSP1	1,0	1,0	0,3	0,1
	SKYSP2	0,4	0,5	0,0	0,4
	SKYSP3	0,1	0,1	0,2	0,1
	SKYSPA1	-	0,0	-	0,0
	SKYSPA2	-	0,0	-	0,0
	SKYSPA3	-	0,0	-	0,0
	SKYSPA4	-	0,0	-	0,0
	SKYSPA5	-	0,0	-	0,0
	SKYSPA6	-	0,0	-	0,0
	SKYSPA7	-	0,0	-	0,0
	SKYSPA8	-	0,0	-	0,0
	SKYSPN	0,2	0,4	0,1	0,0
	SKYSPX	0,1	0,1	0,3	0,1
	SKYTRAV2	0,0	0,0	0,0	0,1
	SKYTRAVL	0,0	0,1	0,1	0,0
	SKYTRAVS	-	0,0	-	0,4
	SMASH	0,1	0,1	0,4	0,1
	TCM	0,2	0,2	1,9	0,6
	TMF	0,0	0,1	0,1	0,7
	TOONAMI	0,0	0,1	0,1	0,5
	TOONDIS	0,1	0,1	0,9	0,2
	TRAVEL	0,0	0,0	0,5	0,2
	TROUBLE	0,1	0,1	0,0	0,2
	TROUBLER	-	0,0	-	0,1
	UKBRIGHT	-	0,0	-	0,0
	UKDOC	0,1	0,1	0,1	0,2
	UKDOC+1	0,1	0,1	0,1	0,1
	UKDRAMA	0,1	0,0	0,1	0,0
	UKFOOD	0,1	0,2	0,0	0,1
	UKFOOD+1	-	0,0	-	0,0
	UKG2	-	0,0	-	0,0
	UKGOLD	1,0	0,9	0,1	0,0
	UKGOLD+1	0,1	0,3	0,6	0,0
	UKGOLD2	0,1	0,1	0,1	0,1
	UKHIST	0,1	0,2	0,1	0,1
	UKSTYLE	0,5	0,4	0,0	0,0
	UKSTYLE+	0,1	0,2	0,4	0,1
	VAULT	-	0,0	-	0,0
	VH1	0,1	0,1	0,1	0,0
	VH1CLASS	0,1	0,1	0,2	0,3
	VH2	-	0,0	-	1,6
	YOUTV	-	0,0	-	0,1
TOTAL		**100,0**	**100,0**	**100,0**	**100,0**

Source : BARB

Carat

3. Audience Share* - Prime Time

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3e

		Aged 16+		Aged 4-15	
	Names	**2002**	**2003**	**2002**	**2003**
Average Audience (Rat%) - see above	**Total TV**	**18,7**	**20,5**	**10,2**	**10,7**
Channels with a national coverage	BBC1	28,0	27,1	24,0	22,3
	BBC2	11,5	11,1	10,2	9,4
	ITV1 (inc. GMTV/AM)	28,9	28,5	24,7	23,5
	ITV2	0,0	0,8	0,1	0,6
	Channel 4	9,4	9,5	7,9	7,2
	Channel 5	6,2	6,4	5,1	5,6
Local Channels		-	-	-	-
Non-domestic Channels	ARD	-	-	-	-
	ARTE / KINDERKANAL	-	-	-	-
	DSF	-	-	-	-
	NETWORK 2	-	-	-	-
	PRO 7	-	-	-	-
	RAI 1	-	-	-	-
	RAI 2	-	-	-	-
	RTE 1	-	-	-	-
	RTL	-	-	-	-
	RTL II	-	-	-	-
	SAT 1	-	-	-	-
	TV 3	-	-	-	-
	VOX	-	-	-	-
	ZDF	-	-	-	-
International Channels (Worldwide models)	BLOOMBERG TV	-	-	-	-
	CNN	-	-	-	-
	MTV UK	-	-	-	-
Other Channels	AMP	-	0,0	-	0,0
	ANIMAL	0,0	0,1	0,0	0,1
	ANIMAL+1	0,1	0,0	0,0	0,1
	BBC3	-	0,5	-	0,5
	BBC4	0,3	0,1	0,0	0,1
	BBCCHOIC	0,2	-	0,0	-
	BBCNEW24	0,0	0,2	0,0	0,1
	BIDUP	0,0	0,1	0,0	0,0
	BIOGRAPH	0,3	0,0	0,2	0,0
	BOOM	0,2	0,1	0,0	1,0
	BOX	0,0	0,1	0,0	0,1
	BRAVO	0,1	0,2	0,0	0,2
	BRAVO+1	-	0,1	-	0,1
	CARTOON	0,0	0,1	0,0	1,1
	CARTOON+	0,1	0,0	0,0	0,5
	CBBC	0,1	0,0	0,0	0,3
	CBEEBIES	0,1	0,1	0,4	1,0
	CHALLNGE	0,2	0,2	0,0	0,7
	CHANNELU	-	0,0	-	0,0
	CHART	0,0	0,0	0,0	0,1
	CHHEALTH	0,0	-	0,0	-
	CLASSIC	0,0	0,0	0,0	0,0
	CNBC	0,0	0,0	0,0	0,0
	DATING	0,0	-	0,6	-
	DISCOV+1	0,2	0,1	0,2	0,1
	DISCOVER	0,2	0,2	0,2	0,2
	DISNEY	0,0	0,1	0,3	0,7
	DISNEY+1	0,1	0,0	0,4	0,4
	DSCCIVIL	0,0	0,0	0,0	0,0
	DSCH&L	0,1	0,2	0,1	0,1
	DSCH&L+1	0,1	0,1	0,0	0,1
	DSCSCI	0,0	0,0	0,0	0,0
	DSCT&A	0,0	0,0	0,0	0,0
	DSHEALTH	0,0	0,1	0,0	0,1
	DSKIDS	0,0	0,0	0,0	0,0
	DSWINGS	0,0	0,0	0,0	0,0

Source : BARB

3. Audience Share* - Prime Time

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3f

		Aged 16+		Aged 4-15	
	Names	**2002**	**2003**	**2002**	**2003**
Average Audience (Rat%) - see above	**Total TV**	**18,7**	**20,5**	**10,2**	**10,7**
Other Channels	E!	0,3	0,0	0,3	0,0
	E4	0,7	0,5	0,1	0,2
	E4+1	-	0,2	-	0,0
	EINSTEIN	0,5	-	0,9	-
	EUROSPNS	0,1	0,0	0,0	0,0
	EUROSPRT	0,0	0,2	0,0	0,1
	EXSPORTS	0,0	0,0	0,0	0,1
	F4WEEKLY	-	0,0	-	0,0
	F4WORLD	0,0	-	0,1	-
	F4XTREME	0,0	-	0,0	-
	FILM4+1	0,0	0,0	0,1	0,0
	FILMFOUR	0,1	0,0	0,1	0,0
	FLAUNT	-	0,0	-	0,0
	FOXKID+1	0,0	0,0	0,5	0,3
	FOXKIDS	0,0	0,1	0,0	0,5
	FRIENDLY	-	0,0	-	0,0
	FTN	-	0,0	-	0,1
	FTV	0,0	0,0	0,0	0,1
	GAMENET	-	0,0	-	0,1
	GMTV2	0,0	-	0,0	-
	GOLFTV	-	0,0	-	0,0
	HALLMARK	0,0	0,4	0,0	0,2
	HISTORY	0,0	0,1	0,1	0,0
	HISTRY+1	0,1	0,1	0,1	0,0
	HITS	0,0	0,1	0,1	1,1
	ITVNEWS	0,1	0,1	0,1	0,0
	KERRANG	0,1	0,0	0,1	0,2
	KISS	0,1	0,0	0,3	0,1
	LIFETV	0,0	-	0,0	-
	LIVING	0,2	0,3	0,0	0,3
	LIVING+1	0,4	0,1	0,0	0,2
	M2	0,0	0,0	0,0	0,1
	MAGIC	0,1	0,1	0,2	0,2
	MAGSHOW	0,0	-	0,0	-
	MEN	0,3	0,1	0,1	0,1

Source : BARB

3. Audience Share* - Prime Time

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3g

		Aged 16+		Aged 4-15	
	Names	2002	2003	2002	2003
Average Audience (Rat%) - see above	**Total TV**	**18,7**	**20,5**	**10,2**	**10,7**
Other Channels	MOTORSTV	0,0	0,0	0,0	0,0
	MOVMAX4	0,1	0,1	0,1	0,1
	MTV	0,0	0,1	0,3	0,4
	MTVBASE	0,1	0,0	0,2	0,1
	MTVDANCE	0,0	0,0	0,1	0,0
	MTVHITS	0,1	0,1	0,3	0,2
	NATGADV1	0,0	0,0	0,0	0,0
	NATGEO+1	0,1	0,0	0,1	0,0
	NATGEOG	0,0	0,1	0,0	0,0
	NICK	0,0	0,1	0,0	0,8
	NICKREPL	0,1	0,1	1,2	0,5
	NICKTOON	0,0	0,0	0,3	0,3
	NJR	0,0	0,1	0,6	0,7
	Other	1,6	1,3	7,1	1,9
	PARAMT	0,0	0,3	0,3	0,2
	PARAMT2	-	0,1	-	0,1
	PERFORM	-	0,0	-	0,1
	PLAYHDIS	0,0	0,0	0,1	0,3
	PLAYUK	0,1	-	0,0	-
	PLUS	0,0	0,3	0,7	0,1
	POP	-	0,0	-	0,0
	POP+	-	0,0	-	0,0
	PREMPLUS	0,1	0,0	0,1	0,0
	PREMWIDE	0,1	-	0,1	-
	PRICE	-	0,0	-	0,0
	PROCK	0,0	-	0,0	-
	QCHAN	0,0	0,0	0,1	0,2
	QVC	-	0,1	-	0,0
	RACES	0,0	0,0	0,0	0,0
	RAPTURE	-	0,0	-	0,0
	REALITY	0,0	0,1	0,0	0,0
	SCIFI	0,0	0,3	0,0	0,3
	SCUZZ	-	0,0	-	0,0
	SKY1	1,8	1,4	4,5	3,8
	SKY1MIX	0,0	0,3	0,0	0,5
	SKYBOX	0,0	0,1	0,0	0,1
	SKYBOXEV	0,1	0,0	0,1	0,0
	SKYCIN1	0,7	0,1	0,7	0,1
	SKYCIN2	0,1	0,1	0,1	0,1
	SKYMOA1	-	0,0	-	0,0
	SKYMOA2	-	0,0	-	0,0
	SKYMOA3	-	0,0	-	0,0
	SKYMOA4	-	0,0	-	0,0
	SKYMOA5	-	0,0	-	0,0
	SKYMOA6	-	0,0	-	0,0
	SKYMOA7	-	0,0	-	0,0
	SKYMOA8	-	0,0	-	0,0

Source : BARB

3. Audience Share* - Prime Time

** If total TV gathers 100 ind., share of each channel in total TV audience*

TAB3h

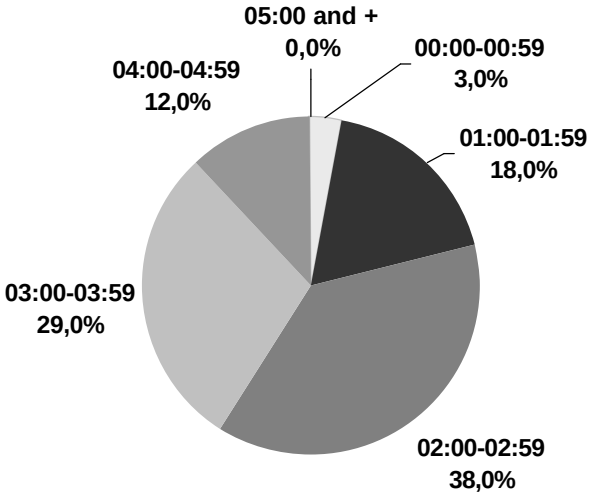
		Aged 16+		Aged 4-15	
	Names	2002	2003	2002	2003
Average Audience (Rat%) - see above	**Total TV**	**18,7**	**20,5**	**10,2**	**10,7**
	SKYMOV1	-	0,4	-	0,8
	SKYMOV2	0,4	0,2	0,8	0,4
	SKYMOV3	0,2	0,2	0,3	0,3
	SKYMOV4	0,1	0,1	0,3	0,2
	SKYMOV5	0,1	0,2	0,1	0,3
	SKYMOV6	0,1	0,1	0,3	0,2
	SKYMOV7	0,1	0,2	0,1	0,3
	SKYMOV8	0,2	0,1	0,3	0,2
	SKYMOV9	-	0,0	-	0,1
	SKYNEWS	0,2	0,2	0,3	0,1
	SKYSP1	0,2	0,8	0,2	0,8
	SKYSP2	0,0	0,4	0,0	0,4
	SKYSP3	0,3	0,1	0,3	0,1
	SKYSPA1	-	0,0	-	0,0
	SKYSPA2	-	0,0	-	0,0
	SKYSPA3	-	0,0	-	0,0
	SKYSPA4	-	0,0	-	0,0
	SKYSPA5	-	0,0	-	0,0
	SKYSPA6	-	0,0	-	0,0
	SKYSPA7	-	0,0	-	0,0
	SKYSPA8	-	0,0	-	0,0
	SKYSPN	0,1	0,2	0,1	0,3
	SKYSPX	0,1	0,1	0,1	0,1
	SKYTRAV2	0,0	0,0	0,0	0,0
	SKYTRAVL	0,1	0,1	0,1	0,0
	SKYTRAVS	-	0,0	-	0,0
	SMASH	0,0	0,1	0,3	0,1
	TCM	0,0	0,2	0,1	0,1
	TMF	0,1	0,1	0,1	0,2
	TOONAMI	0,1	0,1	0,4	0,3
	TOONDIS	0,0	0,0	0,5	0,4
	TRAVEL	0,0	0,0	0,1	0,2
	TROUBLE	0,0	0,1	0,0	0,3
	TROUBLER	-	0,0	-	0,0
	UKBRIGHT	-	0,0	-	0,0
	UKDOC	0,2	0,1	0,0	0,1
	UKDOC+1	0,1	0,1	0,0	0,1
	UKDRAMA	0,0	0,1	0,0	0,0
	UKFOOD	0,1	0,1	0,1	0,1
	UKFOOD+1	-	0,0	-	0,0
	UKG2	-	0,1	-	0,0
	UKGOLD	0,0	0,7	0,0	0,7
	UKGOLD+1	0,7	0,2	0,0	0,2
	UKGOLD2	0,1	0,1	0,0	0,1
	UKHIST	0,0	0,1	0,1	0,0
	UKSTYLE	0,0	0,3	0,0	0,3
	UKSTYLE+	0,4	0,1	0,0	0,1
	VAULT	-	0,0	-	0,1
	VH1	0,0	0,1	0,1	0,2
	VH1CLASS	0,1	0,1	0,1	0,1
	VH2	-	0,0	-	0,0
	YOUTV	-	0,0	-	0,0
TOTAL		**100,0**	**100,0**	**100,0**	**100,0**

Source : BARB

II. Advertising

4. Block* breakdown by duration % (yearly)
(based on nation-wide number of blocks) - ALL DAY

2002

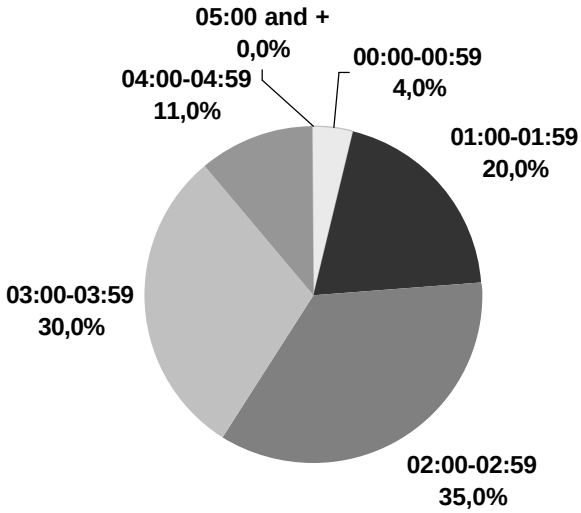


Average duration : number of seconds : **247**

Total number of Blocks : **1.271.721**

Average number of blocks by channel in a day : n.a.

2003



Average duration : number of seconds : **236**

Total number of Blocks : **1.606.940**

Average number of blocks by channel in a day : n.a.

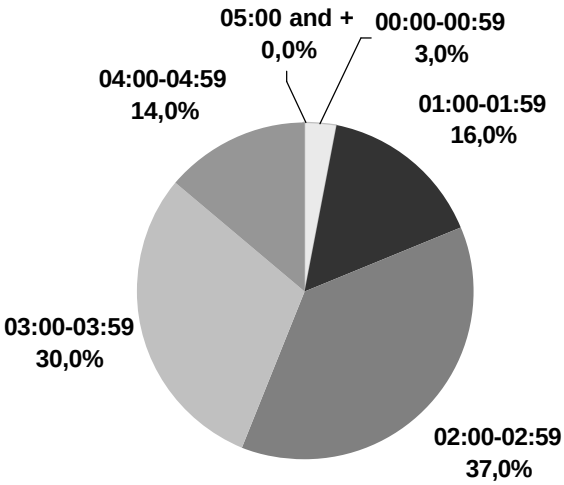
***Channels covered** : ITV1, Channel 4, Channel 5, Multi-Channel*
Audience Share : 40,9% (All Day – 2003 – Target Adults 16+)

Sponsoring is not measured, only advertising excluding sponsoring

* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

4. Block* breakdown by duration % (yearly)
(based on nation-wide number of blocks) - PRIME TIME

2002

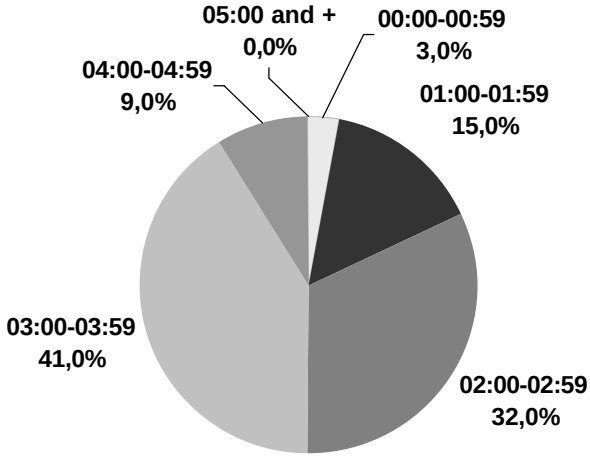


Average duration : number of seconds : **253**

Total number of Blocks : **305.449**

Average number of blocks by channel in a day : n.a.

2003



Average duration : number of seconds : **261**

Total number of Blocks : **358.459**

Average number of blocks by channel in a day : n.a.

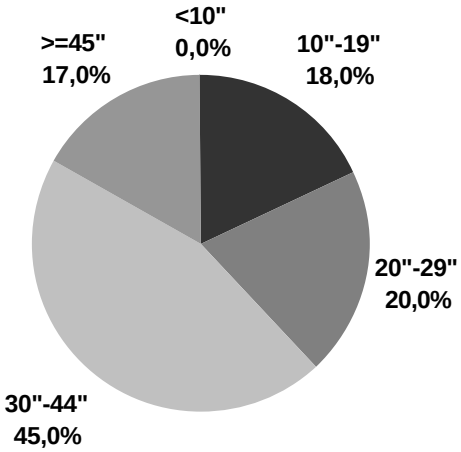
Channels covered *: ITV1, Channel 4, Channel 5, Multi-Channel*
Audience Share : 44,4% (Prime Time – 2003 – Target Adults 16+)

Sponsoring is not measured, only advertising excluding sponsoring

* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

5. Proportion breakdown of spots per duration %
(based on nation-wide number of spots broadcast) - ALL DAY

2002

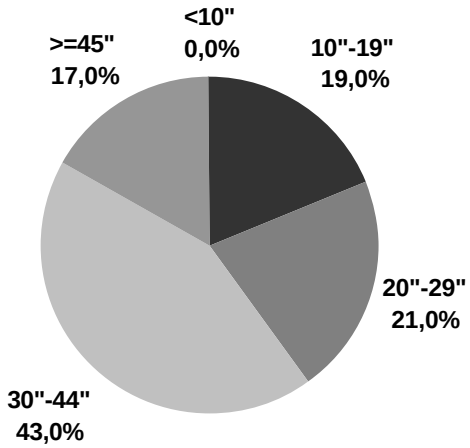


Average duration : number of seconds : **29**

Total number of spots broadcast : **10.926.879**

Average number of spots by channel in a day : n.a.

2003



Average duration : number of seconds : **28**

Total number of spots broadcast : **13.608.500**

Average number of spots by channel in a day : n.a.

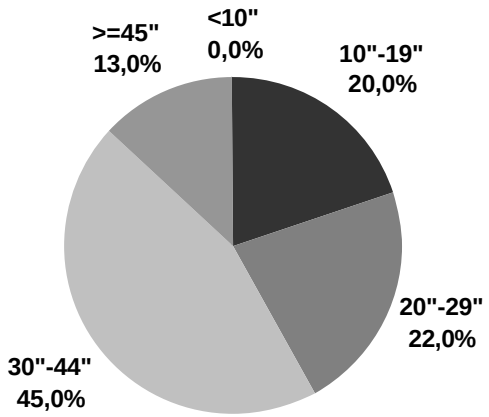
Channels covered *: ITV1, Channel 4, Channel 5, Multi-Channel (Pay TV)*

Audience Share : 40,9% (All Day – 2003 – Target Adults 16+)

5. Proportion breakdown of spots per duration %

(based on nation-wide number of spots broadcast) - PRIME TIME

2002

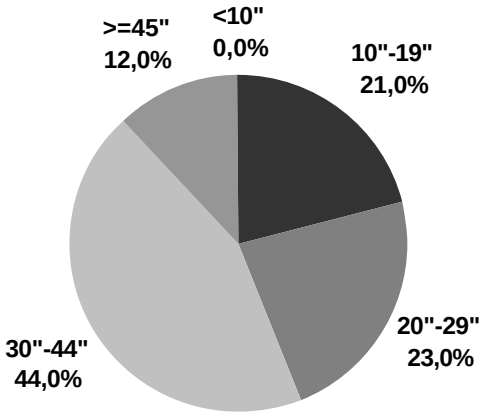


Average duration : number of seconds : **22**

Total number of spots broadcast : **3.496.601**

Average number of spots by channel in a day : n.a.

2003



Average duration : number of seconds : **21**

Total number of spots broadcast : **4.422.762**

Average number of spots by channel in a day : n.a.

Channels covered *: ITV1, Channel 4, Channel 5, Multi-Channel (Pay TV)*

Audience Share : 44,4% (Prime Time – 2003 – Target Adults 16+)

Comments about evolutions

- ITV has many regions (up to thirty could be running at the same time). Therefore, it is impossible to calculate an Average number of blocks by channel in a day .

-The 25% growth is driven by multi-channel (Pay TV) in two ways.

- Firstly, due to new channels that were launched in 2003

- Secondly existing channels increasing their number of blocks as advertising demand increases. Average spot/block remained the same, only the number of blocks increased.

6. Advertising revenues - Top 5 TV stations

	gross income 2002 in (000) euros	
ITV	2.856.000 €	
Channel 4	1.032.000 €	
Five	402.000 €	
GMTV	100.000 €	
E4	39.000 €	**% of tot TV in 2002**
TOTAL	**4.429.000 €**	**79,0%**

	gross income 2003 in (000) euros	
ITV	2.760.000 €	
Channel 4	1.008.000 €	
Five	427.000 €	
GMTV	100.000 €	
ITV2	53.000 €	**% of tot TV in 2003**
TOTAL	**4.348.000 €**	**83,0%**

Conversion rates for 1 euro :

1,44

Comments :

- ITV's audience profile is older and more down-market the industry average
- Channel 4 programming is designed to maximize the delivery of 16-44 ABC1 Adults
- Five's audience profile is similar to ITV's, but the airtime is considerably more cost effective (sold at c.30% lower CPT)
- GMTV attracts a mainly female audience, particularly Housewives with Children
- E4 is owned by Channel 4 and targets 1634 Adults.
- ITV2 is owned by ITV and targets a younger audience than ITV1. Many of the programmes are repeats.

7. National Advertising Category : Definitions (1)

Advertising

- Advertising Spots :
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising Spots linked with sponsoring :
  - Spots tied to a sponsorship contract
  - Re-inforcement of billboard spots with advertising spots
  - Same as Advertising Spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public Interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated Spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or Product Placement :
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising.
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

7. National Advertising Category : Definitions (2)

Sponsoring

- Sponsoring (Billboard Spots) :
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- BreakBumper :
  - Type of Billboard Spot placed in a Bumper or Jingle
- Sponsored Self-Promotion Spots (trailers) :
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: A bank’s new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual Advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop up's
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chronowatches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Teleshopping

- Direct Response TV Spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot.
- Teleshopping Spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment.

7. National Advertising Category : National Measurements

	Does this advertising category exist	It is used in the UK ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	No	No
Scoreboards / chronowatches	Yes	Yes
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

	Are they measured ? Please specify value definition modes… … for audience ?	… for investment ?
Advertising		
Advertising Spots	Yes	Yes Carat estimated only
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

7. National Advertising Category : National Measurements

	Comments	Sources
Advertising		
Advertising Spots	Predominant form of television advertising in the UK, used by all commercial channels. Sold in decimal units with 30sec being the base. Shorter spots are sold at a premium whilst spots longer than 30secs are sold pro rata. Spot advertising is restricted to an average of seven minutes per clock hour and it is a prerequisite that all available airtime must be sold.	Carat
Advertising Spots linked with sponsoring	Sponsorship of programming is allowed and is subject to strict control over presentation and content and limitations to the duration of break bumpers. Sponsorship is increasing in volume of sponsored programmes and is currently worth about 150mEURO as a revenue source. The rules are being gradually relaxed and to date sponsorship still represents good media value compared to spot advertising.	Carat
Splitscreen	Split screen or “tractor” banner advertising does not occur in the UK as the regulations state that there must be a clear distinction in presentation between programming and commercial airtime.	Carat
Public Interest messages	Some public interest messages are carried on the BBC channels but rarely appear on commercial channels.	Carat
Isolated Spot	Isolated spots are uncommon but do occur occasionally on some satellite channels where the broadcaster has deliberately shortened the breaks (and increased the frequency of the breaks) to minimise the effect of ad “clutter”. In these instances there are occasional 60+sec ads appearing as solus spots but it is not otherwise possible to guarantee this exclusivity! It is technically possible for any ad to appear solus in the break as long as the advertiser is prepared to cover the cost of the full break.	Carat
Insert or Product Placement	Product placement is a curious “grey” area in that it is not officially sanctioned or condoned and so there are no rules governing it. Nevertheless it does take place but there are no details publicly available. Broadcasters risk heavy fines if they give “undue prominence” to goods or services in this way.	Carat
Verbal reference	Verbal mentions specifically intended to be heard as a commercial message are absolutely illegal and broadcasters can be heavily fined and risk losing their licences if it is proved that they have allowed this to happen.	Carat

7. National Advertising Category : National Measurements

	Comments	Sources
Sponsoring		
Sponsoring (Billboard Spots)	sometimes called “blip verts” and rarely used in the UK. Their use is restricted by the premium charged as the cost is invariably rounded up to 10sec rate which is 50% of a 30 sec. and their effectiveness is questionable.	Carat
BreakBumper	Break Bumpers of up to 5sec duration are allowed at the start and end of internal programme breaks in addition to 15sec introduction bumper and up to 10sec end bumper. This screen time comes out of programme time and does not impact on the amount of commercial airtime available.	Carat
Sponsored Self-Promotion Spots (trailers)	Promotional spots appear in promotional airtime, which is distinct from commercial airtime and is used by all broadcasters, including the BBC, to “signpost” their programme schedules. Use of promotional airtime is increasing as is the level of sophistication of the placement of this airtime.	Carat
Infomercial / programming	Infomercials are legal and increasing in usage as advertisers look for ways to leverage return on investment and create additional value. The regulations covering the content of infomercials are dictated by whether the infomercial is to be shown in commercial time or as programming.	Carat
Bartering	Barter is a legal and legitimate method of paying for advertising space. It is usually used in addition to paid for space rather than space obtained purely through barter.	Carat
Virtual Advertising	Virtual advertising is not legal in the UK where it is a fundamental requirement that all advertising must be clearly and distinctly marked as such.	Carat
Injection / pop up's	Injections and pop-ups are not allowed in the UK where it is a fundamental requirement that all advertising must be clearly and distinctly marked as such.	Carat
Scoreboards / chronowatches	Scoreboards do often carry manufacturer or brand logos. These are usually the preserve of the event organiser/sponsor rather than the broadcaster.	Carat

7. National Advertising Category : National Measurements

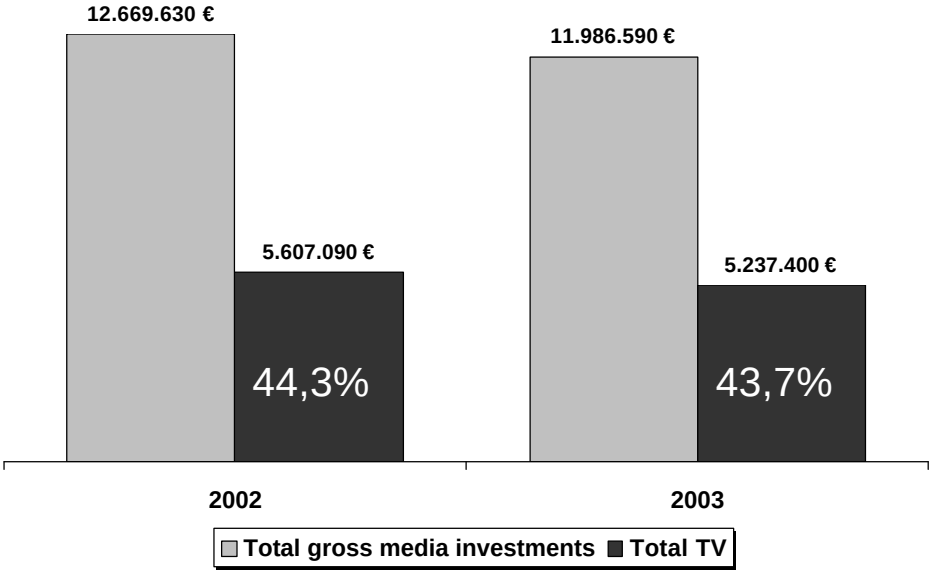
	Comments	Sources
Teleshopping		
Direct Response TV Spots	DRTV spots appear in most commercial broadcasters advertising schedules. DRTV tends to feature mostly in off peak and multi channel as the price of peak airtime on the terrestrial channels does not support the cost efficiencies sought by most DRTV advertisers.	Carat
Teleshopping Spots	Teleshopping spots are the mainstay of the scores of TV Shopping channels that appear on multi-channel platforms	Carat

Do you know of other kind of TV advertising messages/action modes in United Kingdom ? **Yes**

Define every advertising mode listed	Which specific characteristics define this kind of ad ? (Length, visual/sound,…)	Could you give an estimation of the % of the total TV investments that this ad
Interactive advertising	Viewer can generate a split screen, where more information on a product can be displayed : Red button on commercial which viewer can activate with remote control	No

	Are they measured ? Please specify value definition modes…	
	… for audience ?	… for investment ?
Interactive advertising	No	No

8. Media Investments
Rate cards * - in 000 EURO



- Rate cards : based on official rates as applied by media sales houses (see methodological report).

9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
ITV1 inc GMTV/AM	1.689.097	1.695.529	424.736	415.196
Channel 4	1.145.367	1.138.281	248.321	259.394
Five	1.166.836	1.165.576	261.561	259.157
Multi-channel	37.634.963	47.353.031	10.599.796	13.292.975
Total number of minutes	41.636.265	51.352.417	11.534.414	14.226.722
Average Number of hours / day	1.901	2.345	527	650
Maximum Potential per year in nbr of minutes	525.600	525.600	121.910	121.910
Source:	Donovan Data Systems			

Comments :

- ITV has many regions (up to thirty could be running at the same time!) and calculates minutes by region and Multi-channel ‘ is a selection of several channels of wich no details are available. Moreover, there is a larger number of stations available in 2003 compared to 2002, therefore more minutes.

- Therefore, proportions time will be calculated in comparison to the real number of minutes broadcast in this report

- AM (also known as GMTV) is a separated franchise, to transmit on the frequencies used the rest of the day by ITV (legally known as Channel 3). It broadcasts from 0600-0930 each day.

10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	**ITV1 inc GMTV/AM**	**440.604**	**448.088**	**211.487,25**	**181.365,55**
	Channel 4	**300.691**	**303.227**	**143.276,69**	**121.622,25**
	Five	**304.773**	**308.254**	**146.068,84**	**124.665,60**
	Multi-channel	**9.880.812**	**12.548.931**	**4.707.805,00**	**5.063.247,17**
	TOTAL	**10.926.879**	**13.608.500**	**5.208.637,79**	**5.490.900,58**
Advertising Spots :	ITV1 inc GMTV/AM	440.604	448.088	211.487,25	181.365,55
	Channel 4	300.691	303.227	143.276,69	121.622,25
	Five	304.773	308.254	146.068,84	124.665,60
	Multi-channel	9.880.812	12.548.931	4.707.805,00	5.063.247,17
	TOTAL	**10.926.879**	**13.608.500**	**5.208.637,79**	**5.490.900,58**
TOTAL Advertising	**ITV1 inc GMTV/AM**	**440.604**	**448.088**	**211.487,25**	**181.365,55**
	Channel 4	**300.691**	**303.227**	**143.276,69**	**121.622,25**
	Five	**304.773**	**308.254**	**146.068,84**	**124.665,60**
	Multi-channel	**9.880.812**	**12.548.931**	**4.707.805,00**	**5.063.247,17**
	TOTAL	**10.926.879**	**13.608.500**	**5.208.637,79**	**5.490.900,58**
TOTAL Sponsoring	ITV1 inc GMTV/AM	-	-	-	-
	Channel 4	-	-	-	-
	Five	-	-	-	-
	Multi-channel	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**
TOTAL Teleshopping	ITV1 inc GMTV/AM	-	-	-	-
	Channel 4	-	-	-	-
	Five	-	-	-	-
	Multi-channel	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes

Source : BARB

10. Category of advertising by Channel - All day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	**ITV1 inc GMTV/AM**	**211.101**	**208.120**	**7,5**	**7,4**	**12,5%**	**12,3%**
	Channel 4	**144.066**	**140.837**	**7,5**	**7,4**	**12,6%**	**12,4%**
	Five	**146.022**	**143.172**	**7,5**	**7,4**	**12,5%**	**12,3%**
	Multi-channel	**4.734.064**	**5.828.501**	**7,5**	**7,4**	**12,6%**	**12,3%**
	TOTAL	**5.235.252**	**6.320.630**	**7,5**	**7,4**	**100,0%**	**100,0%**
Advertising Spots :	ITV1 inc GMTV/AM	211.101	208.120	7,5	7,4	12,5%	12,3%
	Channel 4	144.066	140.837	7,5	7,4	12,6%	12,4%
	Five	146.022	143.172	7,5	7,4	12,5%	12,3%
	Multi-channel	4.734.064	5.828.501	7,5	7,4	12,6%	12,3%
	TOTAL	**5.235.252**	**6.320.630**	**7,5**	**7,4**	**100,0%**	**100,0%**
TOTAL Advertising	**ITV1 inc GMTV/AM**	**211.101**	**208.120**	**7,5**	**7,4**	**12,5%**	**12,3%**
	Channel 4	**144.066**	**140.837**	**7,5**	**7,4**	**12,6%**	**12,4%**
	Five	**146.022**	**143.172**	**7,5**	**7,4**	**12,5%**	**12,3%**
	Multi-channel	**4.734.064**	**5.828.501**	**7,5**	**7,4**	**12,6%**	**12,3%**
	TOTAL	**5.235.252**	**6.320.630**	**7,5**	**7,4**	**100,0%**	**100,0%**
TOTAL Sponsoring	ITV1 inc GMTV/AM	-	-	-	-	-	-
	Channel 4	-	-	-	-	-	-
	Five	-	-	-	-	-	-
	Multi-channel	-	-	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**	**-**	**-**
TOTAL Teleshopping	ITV1 inc GMTV/AM	-	-	-	-	-	-
	Channel 4	-	-	-	-	-	-
	Five	-	-	-	-	-	-
	Multi-channel	-	-	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**	**-**	**-**

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes

Source : BARB

10. Category of advertising by Channel
Prime Time

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	**ITV1 inc GMTV/AM**	**128.756**	**129.075**	**127.141,02**	**100.784,16**
	Channel 4	**75.277**	**80.640**	**74.332,90**	**62.964,89**
	Five	**79.291**	**80.566**	**78.296,14**	**62.907,50**
	Multi-channel	**3.213.276**	**4.132.481**	**3.172.959,60**	**3.226.718,45**
	TOTAL	**3.496.601**	**4.422.762**	**3.452.729,66**	**3.453.375,00**
Advertising Spots :	ITV1 inc GMTV/AM	128.756	129.075	127.141,02	100.784,16
	Channel 4	75.277	80.640	74.332,90	62.964,89
	Five	79.291	80.566	78.296,14	62.907,50
	Multi-channel	3.213.276	4.132.481	3.172.959,60	3.226.718,45
	TOTAL	**3.496.601**	**4.422.762**	**3.452.729,66**	**3.453.375,00**
TOTAL Advertising	**ITV1 inc GMTV/AM**	**128.756**	**129.075**	**127.141,02**	**100.784,16**
	Channel 4	**75.277**	**80.640**	**74.332,90**	**62.964,89**
	Five	**79.291**	**80.566**	**78.296,14**	**62.907,50**
	Multi-channel	**3.213.276**	**4.132.481**	**3.172.959,60**	**3.226.718,45**
	TOTAL	**3.496.601**	**4.422.762**	**3.452.729,66**	**3.453.375,00**
TOTAL Sponsoring	ITV1 inc GMTV/AM	-	-	-	-
	Channel 4	-	-	-	-
	Five	-	-	-	-
	Multi-channel	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**
TOTAL Teleshopping	ITV1 inc GMTV/AM	-	-	-	-
	Channel 4	-	-	-	-
	Five	-	-	-	-
	Multi-channel	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**

Note that new adv. or sponsorship techniques either not exist or are not measured
See chapter 7 about availability of the figures and/or comments on value definition modes

Source : BARB

10. Category of advertising by Channel
Prime time

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	**ITV1 inc GMTV/AM**	**47.428**	**45.507**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Channel 4	**27.729**	**28.430**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Five	**29.207**	**28.405**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Multi-channel	**1.183.615**	**1.456.956**	**6,7**	**6,6**	**11,2%**	**11,0%**
	TOTAL	**1.287.978**	**1.559.298**	**6,7**	**6,6**	**100,0%**	**100,0%**
Advertising Spots :	ITV1 inc GMTV/AM	47.428	45.507	6,7	6,6	11,2%	11,0%
	Channel 4	27.729	28.430	6,7	6,6	11,2%	11,0%
	Five	29.207	28.405	6,7	6,6	11,2%	11,0%
	Multi-channel	1.183.615	1.456.956	6,7	6,6	11,2%	11,0%
	TOTAL	**1.287.978**	**1.559.298**	**6,7**	**6,6**	**100,0%**	**100,0%**
TOTAL Advertising	**ITV1 inc GMTV/AM**	**47.428**	**45.507**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Channel 4	**27.729**	**28.430**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Five	**29.207**	**28.405**	**6,7**	**6,6**	**11,2%**	**11,0%**
	Multi-channel	**1.183.615**	**1.456.956**	**6,7**	**6,6**	**11,2%**	**11,0%**
	TOTAL	**1.287.978**	**1.559.298**	**6,7**	**6,6**	**100,0%**	**100,0%**
TOTAL Sponsoring	ITV1 inc GMTV/AM	-	-	-	-	-	-
	Channel 4	-	-	-	-	-	-
	Five	-	-	-	-	-	-
	Multi-channel	-	-	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**	**-**	**-**
TOTAL Teleshopping	ITV1 inc GMTV/AM	-	-	-	-	-	-
	Channel 4	-	-	-	-	-	-
	Five	-	-	-	-	-	-
	Multi-channel	-	-	-	-	-	-
	TOTAL	**-**	**-**	**-**	**-**	**-**	**-**

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes

Source : BARB

III. Programmes

11. Duration - Breakdown of Programme types

Channels covered : ITV1, AM, Channel 4, Channel 5, Multi-channel

TAB 11a		
All Day	**2002**	**2003**
Children, educational programmes, cartoons	8,0%	7,7%
Documentary	15,4%	15,9%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	7,4%	7,5%
Film, TV Films and Mini Series (TV films in several episodes)	15,9%	13,0%
Information (News, Flash and Info Magazines)	12,7%	13,4%
Other Magazines	0,0%	0,0%
Political, Religious, Philosophical, Unions programmes	0,1%	0,0%
Series and Soap	6,2%	5,1%
Sports	8,7%	7,5%
Teleshopping (excl. of spots and ad formats)	0,0%	0,0%
Advertising (excl. teleshopping programme and channel self-promotion)	12,6%	12,3%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	0,0%	0,0%
Others	13,1%	17,5%
	100%	100%

Total number of minutes in the year	**41.648.756**	**51.347.534**
Total number of hours in the year	**694.145,93**	**855.792,23**
Cumulative nbr of hours in an average day	**1.902**	**2.345**
Sources:	**TNS / BARB**	**TNS / BARB**

Please, precise the category of Reality TV :	**Entertainment**

Comments :

- ‘ Multi-channel ‘ is a selection of several channels of wich no details are available. It is for this reason we have a very high number of minutes. There is a larger number of stations available in 2003 compared to 2002, therefore more minutes.
- Therefore, proportions time will be calculated in comparison to the real number of minutes broadcast in this report.
- « Others » : theatre, short film, weather, stock market, regional programming, service broadcasting, lottery, third parties communications, loops.

12. Typology of Programmes by Channel - All Day
Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ITV inc GMTV/AM	10,1%	10,4%	15,9%	15,5%
	Channel 4	8,2%	8,3%	15,9%	15,5%
	Five	11,4%	12,4%	15,9%	15,5%
	Multi-channel	7,8%	7,5%	15,9%	15,5%
	Total	**8,0%**	**7,7%**	**15,9%**	**15,5%**
Documentary	ITV inc GMTV/AM	6,9%	5,7%	15,4%	15,1%
	Channel 4	12,6%	14,1%	15,4%	15,1%
	Five	5,3%	5,4%	15,4%	15,1%
	Multi-channel	16,1%	16,6%	15,4%	15,1%
	Total	**15,4%**	**15,9%**	**15,4%**	**15,1%**
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ITV inc GMTV/AM	7,7%	9,9%	14,7%	14,3%
	Channel 4	13,7%	15,9%	14,7%	14,3%
	Five	8,4%	8,1%	14,7%	14,3%
	Multi-channel	7,1%	7,2%	14,7%	14,3%
	Total	**7,4%**	**7,5%**	**14,7%**	**14,3%**
Film, TV Films and Mini Series	ITV inc GMTV/AM	5,8%	5,2%	14,4%	14,1%
	Channel 4	11,8%	11,4%	14,4%	14,1%
	Five	19,0%	19,2%	14,4%	14,1%
	Multi-channel	16,4%	13,2%	14,4%	14,1%
	Total	**15,9%**	**13,0%**	**14,4%**	**14,1%**
Information (News, Flash and Info Magazines)	ITV inc GMTV/AM	35,1%	38,1%	13,9%	13,7%
	Channel 4	12,1%	12,9%	13,9%	13,7%
	Five	7,3%	7,2%	13,9%	13,7%
	Multi-channel	11,9%	12,6%	13,9%	13,7%
	Total	**12,7%**	**13,4%**	**13,9%**	**13,7%**
Other Magazines	ITV inc GMTV/AM	0,0%	0,0%	0,0%	0,0%
	Channel 4	0,0%	0,0%	0,0%	0,0%
	Five	0,0%	0,0%	0,0%	0,0%
	Multi-channel	0,0%	0,0%	0,0%	0,0%
	Total	**0,0%**	**0,0%**	**0,0%**	**0,0%**
Political, Religious, Philosophical, Unions programmes	ITV inc GMTV/AM	1,1%	0,8%	13,7%	13,4%
	Channel 4	0,3%	0,2%	13,7%	13,4%
	Five	0,2%	0,1%	13,7%	13,4%
	Multi-channel	0,0%	0,0%	13,7%	13,4%
	Total	**0,1%**	**0,0%**	**13,7%**	**13,4%**

Source : BARB

12. Typology of Programmes by Channel - All Day
Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	ITV inc GMTV/AM	9,0%	8,1%	13,7%	13,4%
	Channel 4	12,0%	8,6%	13,7%	13,4%
	Five	15,1%	14,6%	13,7%	13,4%
	Multi-channel	5,6%	4,7%	13,7%	13,4%
	Total	**6,2%**	**5,1%**	**13,7%**	**13,4%**
Sports	ITV inc GMTV/AM	7,6%	6,0%	13,5%	13,3%
	Channel 4	11,3%	10,5%	13,5%	13,3%
	Five	15,3%	15,4%	13,5%	13,3%
	Multi-channel	8,5%	7,3%	13,5%	13,3%
	Total	**8,7%**	**7,5%**	**13,5%**	**13,3%**
Teleshopping (excl.of spots and adv. formats)	ITV inc GMTV/AM	0,0%	0,0%	0,0%	0,0%
	Channel 4	0,0%	0,0%	0,0%	0,0%
	Five	0,0%	0,0%	0,0%	0,0%
	Multi-channel	0,0%	0,0%	0,0%	0,0%
	Total	**0,0%**	**0,0%**	**0,0%**	**0,0%**
Advertising (excl. teleshopping programme and channel self-promotion)	ITV inc GMTV/AM	12,5%	12,3%		
	Channel 4	12,6%	12,4%		
	Five	12,5%	12,3%		
	Multi-channel	12,6%	12,3%		
	Total	**12,6%**	**12,3%**		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ITV inc GMTV/AM	0,0%	0,0%		
	Channel 4	0,0%	0,0%		
	Five	0,0%	0,0%		
	Multi-channel	0,0%	0,0%		
	Total	**0,0%**	**0,0%**		
Others	ITV inc GMTV/AM	4,2%	3,7%	13,4%	13,1%
	Channel 4	5,4%	5,9%	13,4%	13,1%
	Five	5,4%	5,3%	13,4%	13,1%
	Multi-channel	14,0%	18,6%	13,4%	13,1%
	Total	**13,1%**	**17,5%**	**13,4%**	**13,1%**
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	**ITV inc GMTV/AM**	**100,0%**	**100,0%**	**12,5%**	**12,3%**
	Channel 4	**100,0%**	**100,0%**	**12,6%**	**12,4%**
	Five	**100,0%**	**100,0%**	**12,5%**	**12,3%**
	Multi-channel	**100,0%**	**100,0%**	**12,6%**	**12,3%**
	Total	**100,0%**	**100,0%**	**12,6%**	**12,3%**

Source : BARB

12. Typology of Programmes by Channel - All Day
Total adv. IN and BEFORE each type of programme

TAB12c		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ITV inc GMTV/AM	56.278	58.694	24.314,71	21.416,58
	Channel 4	31.109	31.458	13.440,52	11.478,44
	Five	44.248	48.133	19.117,28	17.563,12
	Multi-channel	972.097	1.190.803	419.988,43	434.507,58
	Total	**1.103.733**	**1.329.088**	**476.860,94**	**484.965,73**
Documentary	ITV inc GMTV/AM	37.548	31.210	16.709,24	11.727,20
	Channel 4	46.447	51.904	20.669,38	19.503,21
	Five	20.066	20.481	8.929,73	7.695,80
	Multi-channel	1.953.460	2.544.660	869.307,05	956.172,80
	Total	**2.057.521**	**2.648.254**	**915.615,40**	**995.099,01**
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ITV inc GMTV/AM	39.691	51.766	18.534,34	20.473,74
	Channel 4	47.972	55.952	22.401,30	22.129,16
	Five	29.942	29.238	13.981,81	11.563,62
	Multi-channel	820.856	1.044.907	383.311,05	413.263,90
	Total	**938.461**	**1.181.863**	**438.228,49**	**467.430,42**
Film, TV Films and Mini Series	ITV inc GMTV/AM	29.646	26.468	14.089,78	10.660,30
	Channel 4	40.585	39.219	19.288,63	15.795,97
	Five	66.745	67.892	31.721,97	27.344,60
	Multi-channel	1.857.618	1.894.093	882.870,69	762.874,09
	Total	**1.994.593**	**2.027.672**	**947.971,07**	**816.674,96**
Information (News, Flash and Info Magazines)	ITV inc GMTV/AM	172.562	190.045	84.822,63	78.724,98
	Channel 4	40.397	43.114	19.857,30	17.859,95
	Five	24.876	24.791	12.227,79	10.269,37
	Multi-channel	1.302.706	1.760.142	640.342,72	729.129,76
	Total	**1.540.541**	**2.018.092**	**757.250,44**	**835.984,07**
Other Magazines	ITV inc GMTV/AM	0	0	0,00	0,00
	Channel 4	0	0	0,00	0,00
	Five	0	0	0,00	0,00
	Multi-channel	0	0	0,00	0,00
	Total	**0**	**0**	**0,00**	**0,00**
Political, Religious, Philosophical, Unions programmes	ITV inc GMTV/AM	5.370	3.666	2.695,97	1.554,92
	Channel 4	1.071	665	537,58	281,98
	Five	692	283	347,47	119,88
	Multi-channel	2.185	2.635	1.097,16	1.117,79
	Total	**9.318**	**7.249**	**4.678,18**	**3.074,56**

Source : BARB

12. Typology of Programmes by Channel - All Day
Total adv. IN and BEFORE each type of programme

TAB12d		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Series and Soap	ITV inc GMTV/AM	43.298	39.577	21.739,83	16.787,16
	Channel 4	39.237	28.154	19.700,82	11.942,00
	Five	50.377	48.845	25.294,20	20.718,34
	Multi-channel	596.879	637.674	299.690,79	270.476,80
	Total	**729.792**	**754.251**	**366.425,64**	**319.924,30**
Sports	ITV inc GMTV/AM	36.219	28.912	18.342,35	12.355,97
	Channel 4	36.635	33.941	18.553,20	14.505,13
	Five	50.363	51.162	25.505,16	21.864,71
	Multi-channel	903.286	990.934	457.449,14	423.485,38
	Total	**1.026.503**	**1.104.950**	**519.849,86**	**472.211,18**
Teleshopping (excl.of spots and adv. formats)	ITV inc GMTV/AM	0	0	0,00	0,00
	Channel 4	0	0	0,00	0,00
	Five	0	0	0,00	0,00
	Multi-channel	0	0	0,00	0,00
	Total	**0**	**0**	**0,00**	**0,00**
Advertising (excl. teleshopping programme and channel self-promotion)	ITV inc GMTV/AM				
	Channel 4				
	Five				
	Multi-channel				
	Total				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ITV inc GMTV/AM				
	Channel 4				
	Five				
	Multi-channel				
	Total				
Others	ITV inc GMTV/AM	19.991	17.750	10.238,39	7.664,70
	Channel 4	17.237	18.819	8.827,96	8.126,41
	Five	17.462	17.429	8.943,43	7.526,15
	Multi-channel	1.471.726	2.483.083	753.747,98	1.072.219,08
	Total	**1.526.416**	**2.537.082**	**781.757,76**	**1.095.536,35**
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	**ITV inc GMTV/AM**	**440.604**	**448.088**	**211.487,25**	**181.365,55**
	Channel 4	**300.691**	**303.227**	**143.276,69**	**121.622,25**
	Five	**304.773**	**308.254**	**146.068,84**	**124.665,60**
	Multi-channel	**9.880.812**	**12.548.931**	**4.707.805,00**	**5.063.247,17**
	Total	**10.926.879**	**13.608.500**	**5.208.637,79**	**5.490.900,58**

Source : BARB

12. Typology of Programmes by Channel - Prime Time
Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ITV inc GMTV/AM	0,1%	0,1%	12,6%	12,3%
	Channel 4	0,1%	0,2%	12,6%	12,3%
	Five	0,1%	0,0%	12,6%	0,0%
	Multi-channel	4,9%	5,1%	12,6%	12,3%
	Total	**4,5%**	**4,7%**	**12,6%**	**12,3%**
Documentary	ITV inc GMTV/AM	10,4%	8,8%	12,6%	12,3%
	Channel 4	22,6%	26,9%	12,6%	12,3%
	Five	13,2%	12,4%	12,6%	12,3%
	Multi-channel	17,5%	15,3%	12,6%	12,3%
	Total	**17,3%**	**15,2%**	**12,6%**	**12,3%**
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ITV inc GMTV/AM	12,4%	11,2%	12,6%	12,3%
	Channel 4	16,5%	19,4%	12,6%	12,3%
	Five	4,2%	5,3%	12,6%	12,3%
	Multi-channel	7,1%	7,9%	12,6%	12,3%
	Total	**7,4%**	**8,2%**	**12,6%**	**12,3%**
Film, TV Films and Mini Series	ITV inc GMTV/AM	3,4%	2,9%	12,6%	12,3%
	Channel 4	8,5%	7,7%	12,6%	12,3%
	Five	33,7%	28,9%	12,6%	12,3%
	Multi-channel	22,0%	20,6%	12,6%	12,3%
	Total	**21,3%**	**20,0%**	**12,6%**	**12,3%**
Information (News, Flash and Info Magazines)	ITV inc GMTV/AM	36,2%	39,0%	12,6%	12,3%
	Channel 4	17,8%	17,7%	12,6%	12,3%
	Five	11,8%	13,5%	12,6%	12,3%
	Multi-channel	11,1%	11,6%	12,6%	12,3%
	Total	**12,2%**	**12,5%**	**12,6%**	**12,3%**
Other Magazines	ITV inc GMTV/AM	0,0%	0,0%	0,0%	0,0%
	Channel 4	0,0%	0,0%	0,0%	0,0%
	Five	0,0%	0,0%	0,0%	0,0%
	Multi-channel	0,0%	0,0%	0,0%	0,0%
	Total	**0,0%**	**0,0%**	**0,0%**	**0,0%**
Political, Religious, Philosophical, Unions programmes	ITV inc GMTV/AM	0,1%	0,1%	12,6%	12,3%
	Channel 4	0,5%	0,5%	12,6%	12,3%
	Five	0,0%	0,0%	0,0%	0,0%
	Multi-channel	0,0%	0,0%	12,6%	12,3%
	Total	**0,0%**	**0,0%**	**12,6%**	**12,3%**

Source : BARB

12. Typology of Programmes by Channel - Prime Time
Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	ITV inc GMTV/AM	18,0%	19,8%	12,6%	12,3%
	Channel 4	14,9%	9,6%	12,6%	12,3%
	Five	18,2%	21,2%	12,6%	12,3%
	Multi-channel	5,4%	4,3%	12,6%	12,3%
	Total	**6,3%**	**5,2%**	**12,6%**	**12,3%**
Sports	ITV inc GMTV/AM	4,3%	3,1%	12,6%	12,3%
	Channel 4	1,4%	0,6%	12,6%	12,3%
	Five	1,6%	1,5%	12,6%	12,3%
	Multi-channel	7,9%	6,7%	12,6%	12,3%
	Total	**7,4%**	**6,3%**	**12,6%**	**12,3%**
Teleshopping (excl.of spots and adv. formats)	ITV inc GMTV/AM	0,0%	0,0%	0,0%	0,0%
	Channel 4	0,0%	0,0%	0,0%	0,0%
	Five	0,0%	0,0%	0,0%	0,0%
	Multi-channel	0,0%	0,0%	0,0%	0,0%
	Total	**0,0%**	**0,0%**	**0,0%**	**0,0%**
Advertising (excl. teleshopping programme and channel self-promotion)	ITV inc GMTV/AM	11,2%	11,0%		
	Channel 4	11,2%	11,0%		
	Five	11,2%	11,0%		
	Multi-channel	11,2%	11,0%		
	Total	**11,2%**	**11,0%**		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ITV inc GMTV/AM	0,0%	0,0%		
	Channel 4	0,0%	0,0%		
	Five	0,0%	0,0%		
	Multi-channel	0,0%	0,0%		
	Total	**0,0%**	**0,0%**		
Others	ITV inc GMTV/AM	3,9%	4,0%	12,6%	12,3%
	Channel 4	6,6%	6,6%	12,6%	12,3%
	Five	6,2%	6,3%	12,6%	12,3%
	Multi-channel	13,0%	17,6%	12,6%	12,3%
	Total	**12,3%**	**16,8%**	**12,6%**	**12,3%**
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	**ITV inc GMTV/AM**	**100,0%**	**100,0%**	**11,2%**	**11,0%**
	Channel 4	**100,0%**	**100,0%**	**11,2%**	**11,0%**
	Five	**100,0%**	**100,0%**	**11,2%**	**11,0%**
	Multi-channel	**100,0%**	**100,0%**	**11,2%**	**11,0%**
	Total	**100,0%**	**100,0%**	**11,2%**	**11,0%**

Source : BARB

12. Typology of Programmes by Channel - Prime Time
Total adv. IN and BEFORE each type of programme

TAB12g		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ITV inc GMTV/AM	157	130	154,86	101,21
	Channel 4	80	170	79,42	132,59
	Five	88	0	86,99	0,00
	Multi-channel	178.405	235.539	176.166,41	183.913,59
	Total	**178.730**	**235.839**	**176.487,67**	**184.147,39**
Documentary	ITV inc GMTV/AM	15.096	12.741	14.906,12	9.948,21
	Channel 4	19.152	24.322	18.911,44	18.990,87
	Five	11.742	11.199	11.594,31	8.744,71
	Multi-channel	634.168	708.875	626.210,80	553.502,83
	Total	**680.156**	**757.137**	**671.622,68**	**591.186,62**
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ITV inc GMTV/AM	18.022	16.239	17.795,78	12.680,00
	Channel 4	13.970	17.553	13.794,36	13.705,33
	Five	3.705	4.781	3.658,03	3.733,28
	Multi-channel	256.576	368.406	253.356,39	287.658,57
	Total	**292.272**	**406.979**	**288.604,56**	**317.777,17**
Film, TV Films and Mini Series	ITV inc GMTV/AM	4.941	4.250	4.878,88	3.318,70
	Channel 4	7.228	6.977	7.137,13	5.447,91
	Five	30.062	26.144	29.684,35	20.414,10
	Multi-channel	794.390	953.919	784.423,44	744.837,37
	Total	**836.621**	**991.290**	**826.123,79**	**774.018,07**
Information (News, Flash and Info Magazines)	ITV inc GMTV/AM	52.437	56.536	51.779,38	44.144,71
	Channel 4	15.048	15.990	14.859,38	12.485,04
	Five	10.547	12.221	10.414,37	9.542,63
	Multi-channel	402.290	537.822	397.242,39	419.941,33
	Total	**480.322**	**622.569**	**474.295,52**	**486.113,70**
Other Magazines	ITV inc GMTV/AM	0	0	0,00	0,00
	Channel 4	0	0	0,00	0,00
	Five	0	0	0,00	0,00
	Multi-channel	0	0	0,00	0,00
	Total	**0**	**0**	**0,00**	**0,00**
Political, Religious, Philosophical, Unions programmes	ITV inc GMTV/AM	122	109	120,95	84,95
	Channel 4	407	414	402,03	323,40
	Five	0	0	0,00	0,00
	Multi-channel	96	398	94,84	310,55
	Total	**626**	**921**	**617,81**	**718,90**

Source : BARB

12. Typology of Programmes by Channel - Prime Time
Total adv. IN and BEFORE each type of programme

TAB12h		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Series and Soap	ITV inc GMTV/AM	26.152	28.722	25.823,90	22.426,48
	Channel 4	12.658	8.651	12.498,73	6.754,66
	Five	16.234	19.156	16.030,59	14.957,17
	Multi-channel	194.029	200.492	191.594,58	156.548,05
	Total	**249.073**	**257.020**	**245.947,80**	**200.686,35**
Sports	ITV inc GMTV/AM	6.167	4.494	6.089,40	3.509,24
	Channel 4	1.162	574	1.147,34	448,10
	Five	1.417	1.332	1.399,24	1.039,95
	Multi-channel	284.247	308.878	280.680,16	241.177,73
	Total	**292.992**	**315.278**	**289.316,13**	**246.175,02**
Teleshopping (excl.of spots and adv. formats)	ITV inc GMTV/AM	0	0	0,00	0,00
	Channel 4	0	0	0,00	0,00
	Five	0	0	0,00	0,00
	Multi-channel	0	0	0,00	0,00
	Total	**0**	**0**	**0,00**	**0,00**
Advertising (excl. teleshopping programme and channel self-promotion)	ITV inc GMTV/AM				
	Channel 4				
	Five				
	Multi-channel				
	Total				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ITV inc GMTV/AM				
	Channel 4				
	Five				
	Multi-channel				
	Total				
Others	ITV inc GMTV/AM	5.663	5.854	5.591,75	4.570,66
	Channel 4	5.573	5.990	5.503,07	4.676,99
	Five	5.497	5.732	5.428,27	4.475,66
	Multi-channel	469.076	818.152	463.190,60	638.828,44
	Total	**485.809**	**835.728**	**479.713,70**	**652.551,76**
Total of Typologies and total of Advertising excl. teleshopping programme and channel self-promotion, considered as typologies)	**ITV inc GMTV/AM**	**128.756**	**129.075**	**127.141,02**	**100.784,16**
	Channel 4	**75.277**	**80.640**	**74.332,90**	**62.964,89**
	Five	**79.291**	**80.566**	**78.296,14**	**62.907,50**
	Multi-channel	**3.213.276**	**4.132.481**	**3.172.959,60**	**3.226.718,45**
	Total	**3.496.601**	**4.422.762**	**3.452.729,66**	**3.453.375,00**

Source : BARB

12. Typology of Programmes by Channel

Comments :

- 'Advertising minutes by genre' and 'number of inserts per break by genre' are not fully recorded by tracking. Hence, best estimates were given.
- 'Autopromotion' and 'Teleshopping' are not recorded by tracking.
- Gross Ad spends are estimates, actual revenues are not published by TV sales.

IV. Specific products

13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	ITV1	6.762,5	6.884,0	13,3%	11,1%
	CH4	3.350,2	3.422,0	6,6%	5,5%
	S4C	853,5	1.371,0	1,7%	2,2%
	FIVE	965,0	1.010,0	1,9%	1,6%
	AM	0,0	0,0	0,0%	0,0%
	Multi-Channel	38.984,5	49.087,0	76,6%	79,5%
	TOTAL	**50.915,7**	**61.774,0**	**100,0%**	**100,0%**
ALCOHOL - WINE & CHAMPAIGN	ITV1	145,8	320,8	52,0%	52,9%
	CH4	96,0	73,7	34,2%	12,1%
	S4C	4,5	125,2	1,6%	20,6%
	FIVE	33,7	85,3	12,0%	14,1%
	AM	0,0	0,0	0,0%	0,0%
	Multi-Channel	0,7	1,5	0,2%	0,2%
	TOTAL	**280,7**	**606,5**	**100,0%**	**100,0%**
ALCOHOL - SPIRITS	ITV1	2.312,2	1.274,7	11,6%	9,7%
	CH4	676,7	474,7	3,4%	3,6%
	S4C	340,0	241,0	1,7%	1,8%
	FIVE	255,7	275,8	1,3%	2,1%
	AM	0,0	0,0	0,0%	0,0%
	Multi-Channel	16.275,4	10.915,4	82,0%	82,8%
	TOTAL	**19.859,9**	**13.181,6**	**100,0%**	**100,0%**

Source : BARB

13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	ITV1	9.766,0	14.544,5	7,1%	7,9%
	CH4	98,0	136,2	0,1%	0,1%
	S4C	25,2	30,0	0,0%	0,0%
	FIVE	3.450,8	2.694,5	2,5%	1,5%
	AM	1.354,0	1.385,3	1,0%	0,8%
	Multi-Channel	123.357,4	165.177,4	89,4%	89,8%
	TOTAL	**138.051,4**	**183.967,9**	**100,0%**	**100,0%**
CLEANING PRODUCTS	ITV1	41.142,1	37.035,0	18,4%	14,5%
	CH4	5.718,9	4.927,0	2,6%	1,9%
	S4C	3.639,4	3.486,0	1,6%	1,4%
	FIVE	5.145,2	4.712,0	2,3%	1,9%
	AM	1.255,3	1.680,0	0,6%	0,7%
	Multi-Channel	167.117,2	202.709,0	74,6%	79,6%
	TOTAL	**224.018,2**	**254.549,0**	**100,0%**	**100,0%**
COSMETICS/PERSONAL HYGIENE	ITV1	14.111,0	12.494,3	15,9%	9,0%
	CH4	3.051,8	3.185,3	3,4%	2,3%
	S4C	1.807,8	1.358,5	2,0%	1,0%
	FIVE	1.611,7	1.848,3	1,8%	1,3%
	AM	313,2	498,0	0,4%	0,4%
	Multi-Channel	68.044,1	118.975,4	76,5%	86,0%
	TOTAL	**88.939,6**	**138.359,9**	**100,0%**	**100,0%**

Comments :

• Adv. dedicated to children : toys

Source : BARB

13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	ITV1	75.975,8	64.491,2	14,3%	10,9%
	CH4	16.670,5	14.435,8	3,1%	2,4%
	S4C	11.527,3	9.788,5	2,2%	1,7%
	FIVE	9.943,0	9.680,3	1,9%	1,6%
	AM	3.187,4	2.994,9	0,6%	0,5%
	Multi-Channel	415.666,4	488.270,2	78,0%	82,8%
	TOTAL	**532.970,5**	**589.660,9**	**100,0%**	**100,0%**
NON PRESCRIPTION MEDICAL PRODUCTS	ITV1	22.900,8	21.542,2	12,7%	10,0%
	CH4	6.212,3	6.036,3	3,4%	2,8%
	S4C	2.735,8	2.890,5	1,5%	1,3%
	FIVE	4.229,0	5.912,0	2,3%	2,7%
	AM	1.635,3	1.648,2	0,9%	0,8%
	Multi-Channel	143.004,4	178.388,1	79,1%	82,4%
	TOTAL	**180.717,6**	**216.417,3**	**100,0%**	**100,0%**
TOBACCO	ITV1	Forbidden			
	CH4				
	S4C				
	FIVE				
	AM				
	Multi-Channel				
	TOTAL				

Comments :

• Non Prescription Medical Products : all pharmaceuticals

Source : BARB

13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	ITV1	12.049	10.079	13,8%	10,6%
	CH4	6.615	5.050	7,6%	5,3%
	S4C	1.392	2.538	1,6%	2,7%
	FIVE	1.812	1.594	2,1%	1,7%
	AM	0	0	0,0%	0,0%
	Multi-Channel	65.617	76.267	75,0%	79,8%
	TOTAL	**87.485**	**95.528**	**100,0%**	**100,0%**
ALCOHOL - WINE & CHAMPAIGN	ITV1	685	1.117	58,0%	50,2%
	CH4	295	340	25,0%	15,3%
	S4C	27	315	2,3%	14,2%
	FIVE	170	444	14,4%	20,0%
	AM	0	0	0,0%	0,0%
	Multi-Channel	4	9	0,3%	0,4%
	TOTAL	**1.181**	**2.225**	**100,0%**	**100,0%**
ALCOHOL - SPIRITS	ITV1	5.398	3.488	11,8%	9,2%
	CH4	1.519	1.289	3,3%	3,4%
	S4C	838	815	1,8%	2,2%
	FIVE	608	772	1,3%	2,0%
	AM	0	0	0,0%	0,0%
	Multi-Channel	37.496	31.384	81,8%	83,1%
	TOTAL	**45.859**	**37.748**	**100,0%**	**100,0%**

Source : BARB

13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	ITV1	28.466	41.883	6,9%	7,4%
	CH4	276	431	0,1%	0,1%
	S4C	58	60	0,0%	0,0%
	FIVE	10.332	8.850	2,5%	1,6%
	AM	4.502	4.607	1,1%	0,8%
	Multi-Channel	368.171	507.550	89,4%	90,1%
	TOTAL	**411.805**	**563.381**	**100,0%**	**100,0%**
CLEANING PRODUCTS	ITV1	101.696	99.468	18,4%	14,5%
	CH4	14.136	13.234	2,6%	1,9%
	S4C	8.996	9.363	1,6%	1,4%
	FIVE	12.718	12.656	2,3%	1,9%
	AM	3.103	4.514	0,6%	0,7%
	Multi-Channel	413.084	544.423	74,6%	79,6%
	TOTAL	**553.733**	**683.658**	**100,0%**	**100,0%**
COSMETICS/PERSONAL HYGIENE	ITV1	35.741	32.235	15,5%	8,9%
	CH4	7.681	8.232	3,3%	2,3%
	S4C	4.766	3.779	2,1%	1,0%
	FIVE	4.258	5.181	1,8%	1,4%
	AM	1.090	1.704	0,5%	0,5%
	Multi-Channel	176.649	311.576	76,7%	85,9%
	TOTAL	**230.185**	**362.707**	**100,0%**	**100,0%**

Comments :

• Adv. dedicated to children : toys

Source : BARB

13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	ITV1	182.191	151.196	14,1%	10,6%
	CH4	41.645	35.624	3,2%	2,5%
		27.765	22.821	2,1%	1,6%
	S4C	24.058	23.012	1,9%	1,6%
	AM	8.294	7.436	0,6%	0,5%
	Multi-Channel	1.012.743	1.189.913	78,1%	83,2%
	TOTAL	**1.296.696**	**1.430.002**	**100,0%**	**100,0%**
NON PRESCRIPTION MEDICAL PRODUCTS	ITV1	62.017	57.196	12,8%	9,5%
	CH4	16.925	16.748	3,5%	2,8%
	S4C	7.571	8.105	1,6%	1,3%
	FIVE	12.493	16.183	2,6%	2,7%
	AM	4.123	4.543	0,8%	0,8%
	Multi-Channel	382.796	499.994	78,8%	82,9%
	TOTAL	**485.925**	**602.769**	**100,0%**	**100,0%**
TOBACCO	ITV1	Forbidden			
	CH4				
	S4C				
	FIVE				
	AM				
	Multi-Channel				
	TOTAL				

Comments :

• Non Prescription Medical Products : all pharmaceuticals

Source : BARB

13. Advertising for Specific Products by Channel

TAB13g ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	ITV1	65.550,65	49.843,85	50,8%	44,9%
	CH4	29.341,58	23.129,44	22,8%	20,8%
	S4C	326,50	345,08	0,3%	0,3%
	FIVE	9.488,99	8.697,83	7,4%	7,8%
	AM	0,00	0,00	0,0%	0,0%
	Multi-Channel	24.220,86	29.036,87	18,8%	26,1%
	TOTAL	**128.928,58**	**111.053,08**	**100,0%**	**100,0%**
ALCOHOL - WINE & CHAMPAIGN	ITV1	3.344,18	4.823,20	69,2%	60,0%
	CH4	1.029,66	1.353,80	21,3%	16,9%
	S4C	11,62	34,47	0,2%	0,4%
	FIVE	237,62	639,12	4,9%	8,0%
	AM	0,00	0,00	0,0%	0,0%
	Multi-Channel	208,44	1.181,57	4,3%	14,7%
	TOTAL	**4.831,52**	**8.032,16**	**100,0%**	**100,0%**
ALCOHOL - SPIRITS	ITV1	9.531,19	7.068,09	53,5%	47,2%
	CH4	4.692,15	4.451,56	26,3%	29,7%
	S4C	43,74	39,01	0,2%	0,3%
	FIVE	1.087,63	1.039,58	6,1%	6,9%
	AM	0,00	0,00	0,0%	0,0%
	Multi-Channel	2.473,92	2.372,41	13,9%	15,8%
	TOTAL	**17.828,64**	**14.970,65**	**100,0%**	**100,0%**

Source : BARB - estimations

13. Advertising for Specific Products by Channel

TAB13h ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	ITV1	38.747,28	43.170,93	32,8%	32,5%
	CH4	596,90	648,46	0,5%	0,5%
	S4C	2,72	1,55	0,0%	0,0%
	FIVE	13.410,73	15.602,85	11,4%	11,7%
	AM	24.877,99	19.497,43	21,1%	14,7%
	Multi-Channel	40.414,68	54.049,80	34,2%	40,6%
	TOTAL	**118.050,30**	**132.971,03**	**100,0%**	**100,0%**
CLEANING PRODUCTS	ITV1	89.023,14	87.860,77	61,3%	56,7%
	CH4	19.244,28	20.303,74	13,3%	13,1%
	S4C	372,32	423,78	0,3%	0,3%
	FIVE	14.401,05	14.605,37	9,9%	9,4%
	AM	4.890,15	5.928,42	3,4%	3,8%
	Multi-Channel	17.222,23	25.758,43	11,9%	16,6%
	TOTAL	**145.153,18**	**154.880,51**	**100,0%**	**100,0%**
COSMETICS/PERSONAL HYGIENE	ITV1	65.473,15	76.144,59	57,5%	52,1%
	CH4	24.081,87	29.423,04	21,1%	20,1%
	S4C	391,71	270,77	0,3%	0,2%
	FIVE	8.599,74	12.745,71	7,5%	8,7%
	AM	2.656,98	3.132,04	2,3%	2,1%
	Multi-Channel	12.725,89	24.570,32	11,2%	16,8%
	TOTAL	**113.929,35**	**146.286,47**	**100,0%**	**100,0%**

Comments :

• Adv. dedicated to children : toys

Source : BARB - estimations

13. Advertising for Specific Products by Channel

TAB13i ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	ITV1	540.695,52	457.030,85	55,8%	51,5%
	CH4	197.602,12	175.002,79	20,4%	19,7%
		3.434,08	2.427,74	0,4%	0,3%
	S4C	71.273,61	69.327,43	7,4%	7,8%
	AM	20.156,11	17.859,76	2,1%	2,0%
	Multi-Channel	135.910,41	166.578,65	14,0%	18,8%
	TOTAL	**969.071,86**	**888.227,22**	**100,0%**	**100,0%**
NON PRESCRIPTION MEDICAL PRODUCTS	ITV1	134.050,08	128.736,11	54,5%	49,7%
	CH4	48.822,90	49.925,24	19,9%	19,3%
	S4C	748,05	626,85	0,3%	0,2%
	FIVE	19.798,72	25.348,19	8,1%	9,8%
	AM	11.258,90	13.279,61	4,6%	5,1%
	Multi-Channel	31.102,81	41.238,84	12,7%	15,9%
	TOTAL	**245.781,46**	**259.154,84**	**100,0%**	**100,0%**
TOBACCO	ITV1	Forbidden			
	CH4				
	S4C				
	FIVE				
	AM				
	Multi-Channel				
	TOTAL				

Comments :

• Non Prescription Medical Products : all pharmaceuticals

Source : BARB - estimations