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# Snapshot: Regional and local television in Spain

European Audiovisual Observatory

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# About the brief

This brief was prepared by the European Audiovisual Observatory for the European Commission, DG COMM and DG REGIO in 2014. The analysis provided in this report is under the editorial responsibility of the European Audiovisual Observatory and does not imply editorial liability of the European Commission.

The original report contained audience data purchased from EurodataTV Worldwide and their relevant partners. These data have been removed for copyright reasons, but some reference is made to the overall findings from the data.

KANTAR Media have kindly permitted the use of their 2013 audience data as published in their TV audience Yearbook 2013.

The brief also uses data published for free online by the Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA).<sup>1</sup> FORTA have also been contacted and agreed to allow the re-use of their charts.

Please note that the report here was based on a requested brief and completed in a very short time. It could hence not cover all aspects of regional or local television in Spain. Any errors are the responsibility of the author. The decision to publish this brief was based on recurring requests from the network of the European Audiovisual Observatory for information on regional television.

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<sup>1</sup> La Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA): <http://www.forta.es/>

# Summary

- This brief report was intended to provide an overview of regional television in Spain. It has also investigated the status of local television, particularly on the digital terrestrial television (DTT networks). Details on news and information programmes are provided. Audience data for regional channels are also outlined with comparisons region by region with the audiences for national channels

## Spanish federalism and the autonomous public channels

- The system of federalism in Spain derives from the Spanish Constitution of 1978, which reflects the nationalities and regions of Spain. From the outset, the regional autonomous communities could assume limited competences during a provisional period of 5 years, after which they could assume further competences, upon negotiation with the central government. The situation was different for the Basque Country, Catalonia and Galicia who had a “fast track” approach.
- The system in Spain is distinctive in that it is often described as an “asymmetric federalism” as there are differences between the autonomous communities in Spain with regard to competences and powers that these communities have. Powers are “requested” over time from the national government.
- Spain is divided into 17 autonomous communities: Andalusia, Aragón, Asturias, Cantabria, Canarias, Catalunya, Castilla y León, Castilla-La Mancha, Extremadura, Galicia, Illes Balears, Madrid, Murcia, Navarra, Euskadi (Basque Country/ País Vasco), Rioja, and Comunitat València. In addition, there are two autonomous cities in Africa: Ciudad Autónoma de Ceuta and Ciudad Autónoma de Melilla. There are significant differences between the regions with regard to size, populations, industry, agriculture etc.
- The regional public channels in Spain are known as “autonomous channels”, since they are owned by their corresponding Autonomous Communities. The governments of the autonomous communities subsidise these channels and they rely on revenues from advertising. There are currently a total of 12 regional autonomous broadcasters providing 28 TV channels (since the closure of Canal Nou in Valencia in 2013). These broadcasters also provide radio services but these have not been examined in detail here.
- An important organisation for the autonomous channels is the Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA). The FORTA is an association of all the channels, which among other things allows them to work together regarding production, and the establishment of commercial agreements.
- The Autonomous Communities of Castilla y León, Navarra, Rioja and Cantabria (and now Valencia), do not have public autonomous channels.
- The development of regional television began in the 1980s, with public broadcasting corporations launched in the Basque Country (1982), Catalonia (1983) and Galicia (1985). In the late 1980s second channels were launched in Catalonia and Euskadi (Basque Country/ País Vasco), and new projects launched in Andalusia, Madrid and Valencia. In the 1990s, with the introduction of satellite television, channels were launched in the Canary Islands and Castilla La Mancha.
- An important driver in the development of regional television was also the introduction of DTT with the creation of public operators in the autonomous communities of Murcia, Aragon, the Balearic Islands, Extremadura and Asturias.

## Regional private channels

- Most of the communities that do not have autonomous public channels have private regional channels (in Castilla y León, Navarra and Rioja). Private regional channels are also available in Asturias, Castilla La Mancha, Catalunya, Extremadura, Galicia and Murcia. There are currently no private regional channels in Andalusia, Aragón, Canarias, Cantabria, Illes Balears, Madrid, País Vasco and Valencia.

## Regional and local channels and the economic crisis

- The financial crisis that has hit Spain has also had a major impact both on the funds of the autonomous Governments, and on the advertising markets at the regional level. This has resulted in a crisis in regional and local television and is apparent in the closure of the autonomous broadcaster in Valencia in 2013. In response to the crisis in financing, in 2012 an amendment to the Audiovisual Act was adopted which allowed regional public service broadcasters greater flexibility in the provision of their audiovisual media

services. The Autonomous Communities may opt for direct or indirect management of their public service broadcasters through various models including public-private partnership.

- The MAVISE database currently (March 2015) contains more than 476 local Spanish channels. For the purpose of this report, a brief review was carried out on the DTT local channels in Spain. In October 2014, 246 local channels were available over the DTT networks. A total of 291 channels have been identified as no longer broadcasting. Of these, it was possible to identify via Internet research (and news sites) that 180 channels had definitely closed down between 2008 and 2014.
- There are also more than 200 channels listed as local cable channels. In this case, it is also very difficult to establish which are still in existence, or have closed down, or if they are just available via web TV.
- The same review of the channels revealed that a further 32 regional channels (mainly those available over DTT, public and private) had closed down between 2008 and 2014. In most cases these were private regional channels. The introduction of DTT was also significant for the development of private regional channels. This report identifies more than 32 private regional channels which were launched (mainly via DTT tenders), and also shows that 21 of these regional channels closed between 2008 and 2014.
- This is a strong indication of the impact of the financial crisis on the regional TV sector in Spain. It may also however, raise questions as to the feasibility of having large numbers of television channels at the regional and local level. Some TV channels that were awarded DTT licences were closed for legal reasons. For example, several regional private channels (in the Canary Islands) along with 9 national DTT channels were closed down following Supreme Court rulings (2012) that the licensing process for these channels was invalid. Eleven public regional channels have closed during the same period.

#### **Regional and local windows of the national public broadcaster RTVE**

- The national public broadcaster RTVE has 17 regional windows. Two of these are close to being regional channels in terms of autonomy and production: TVE catalunya and TVE Canarias, each of which has at least 6 regular programmes that are made in the region. The 15 others seem to supply a window of national news only. In addition, there are windows of news broadcasts from the Ciudad Autónoma de Ceuta and the Ciudad Autónoma de Melilla (in North Africa).
- The national public channels have regular news-bulletins *Telediario* and *La 2 Noticias*. The regional newscasts may either supplement or replace *Telediario* in those regions.

#### **Programming and programmes covering European issues**

- The programming schedules of the autonomous channels were examined and revealed the existence of a very significant body of television programmes being produced and broadcast by these channels. Over 50 distinct news broadcasts are provided by the 12 autonomous broadcasters and more than 100 current affairs/ political programmes broadcast by the 12 (and their 28 channels) have been identified and outlined in this brief.
- As the general aim of these channels is to: “spread and promote the culture, the traditions, the language and the social and institutional reality of each Community” and also to play a role “as engines of the local audiovisual industry and innovation”,<sup>2</sup> the programming covers culture, music, art, travel, food, history, documentaries, and sport. As is apparent from the research, the programming also includes a variety of news and current affairs programming, parliamentary programming and programmes that focus on agriculture, fishing, the environment, health, consumer issues, economics and business, and employment.
- Programmes that deal specifically with Europe were noted in the programming of Canal Sur in Andalusia. However, as it was impossible (given time and resources available) to conduct any survey of the actual content of all of the current affairs programmes produced by all of the broadcasters, it is not possible to judge to what extent these programmes deal with European affairs.
- While no evidence of specific programming about Europe was found in the programming of two of the most important autonomous broadcasters in the País Vasco and Catalunya, it is important to note that both broadcasters have offices/ correspondents in Brussels.

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<sup>2</sup> Information from the website of the CIRCOM : <http://www.circom-regional.eu/european-board/51-member-stations-spain>

### Audiences for the autonomous public channels

- On the basis of data available on the FORTA website, the most significant (in terms of audience share) of the regional autonomous channels are those from Catalunya, the Basque Country, Galicia, Aragon and Andalusia, (with between 14% and 9% of daily audience share). TV3 in Catalunya, for example, is the most popular channel in that region with higher audience shares than the national private channels Telecinco and Antenna 3.
- Data from Kantar media also show the importance of the autonomous regional channels compared to other national channels. Kantar includes the data of the main national public and private channels. As above, the highest audiences for the autonomous channels are in Catalunya, the Basque Country, Galicia, Aragon and Andalusia. These are followed by a range of countries with audience shares of between 5 and 10%: Canarias, Illes Balears, Asturias, Castilla-La Mancha, and Madrid. The lowest shares are in Murcia.
- It is also worth noting that the national public broadcaster RTVE has audience shares less than the national average (of 16.7%) in the regions of Catalunya, the Basque country, Andalusia and the Canaries. It has similar audience shares in Galicia and Illes Balears to the national average. The RTVE shares are, however, higher than the national average in the regions of Asturias, Castilla la Mancha, Madrid, and especially Murcia (20.2%) and Castilla y Leon (23%).
- On average the two main national private broadcasters (Mediaset and Atresmedia) each have audience shares (totalling all their channels) of between 25% and 29% in the regions. The lowest shares are in Catalunya, while some of the highest shares (more than 30%) for the commercial broadcasters are in the Canarias, Asturias, Castilla la Mancha and Murcia (for Mediaset), and in Castilla la Mancha, Castilla y Leon and Murcia (Atresmedia).
- For the brief, data was retrieved from comScore on analytics for TV and video viewing online in Spain. The top television channel websites are clearly national: Telecinco; those of the public broadcaster RTVE; and also the Antenna 3 sites. Regarding regional channels, Television de Catalunya appears in the top ten of online video viewing sites in Spain. The autonomous broadcasters of Galicia, Andalusia, Aragon, Madrid, the Basque country and Castilla La Mancha all appear in the top 40 video websites in Spain.
- In researching news programmes in the channels of the autonomous communities, it is apparent that the afternoon/ mid-day/ lunchtime news is very significant. Data show that in most cases the news broadcasts on the autonomous channels that are available between 14:00 and 15:00 have higher percentage shares of the audience than evening news broadcasts that are available between 20:30 and 21:30. The absolute figures are higher also (i.e. the number of viewers watching is also higher at lunchtime).
- News programmes at these times (afternoon and evening) are also broadcast by the main national channels: the public channel La 1, Telecinco and Antenna 3. The lunchtime news sector is very competitive with these three channels plus the regional autonomous channels battling for news audiences in the regions. It is not easy to make comparisons of the audience data as the broadcasts appear at slightly different times in some cases. It should be noted that audiences are not measured at the regional level in Cantabria, Extremadura, Rioja and Navarra.
- Those regions where the news broadcasts of the regional autonomous channels have the highest audience share (higher than national news broadcasts) are Aragon, Canarias, Catalunya, Galicia and the Pais Vasco. The popularity of news broadcasts from the autonomous channels is lowest in Madrid and Murcia.
- The national news broadcast of the national public channel La1 has the highest audiences at lunchtime in Castilla y Leon, Castilla La Mancha, Illes Balears and Murcia. Antena 3 news has the highest of the scores in Andalusia, Madrid and Valencia, while the news of Telecinco scores higher in Asturias.
- The audiences for evening news broadcasts present a similar pattern, with the exception that the evening news of Telecinco has a strong audience share, reaching highest audiences in Andalusia, Asturias, Canarias, Castilla La Mancha, Galicia (just a head of the autonomous channel), Illes Balears, Madrid and Valencia.
- The regions where the evening broadcasts of the regional autonomous channels have the highest audience share (higher than national news broadcasts) are Aragon, Catalunya and the Basque country. The national news broadcast of the national public channel La1 has the highest audiences in the evening in Castilla y Leon and Murcia. Antena 3 news has the highest of the scores in Andalusia and Valencia.



# 1 Introduction

The purpose of this brief<sup>3</sup> was to provide an overview of the television landscape at the regional level in Spain. This includes, in so far as data is available, information on: the most popular regional channels; viewing figures for regional versus national news; and programming that looks at European issues.

## 1.1 The Spanish “federal” system

The system of federalism in Spain is distinctive in that it is often described as an *asymmetric federalism*<sup>4</sup> as there are differences between the autonomous communities in Spain with regard to the competences and powers that these communities hold. This contrasts with the German system where each Bundesland has equal competences. Equally, it is not similar to the system in the United Kingdom where certain competences were “devolved” to the nations after 1998.

The federalism derives from the Spanish Constitution of 1978, which reflects the nationalities and regions of Spain. From the outset, the regional autonomous communities could assume limited competences during a provisional period of 5 years, after which they could assume further competences, upon negotiation with the central government. The situation was different for the Basque Country, Catalonia and Galicia who had a “fast track” approach.

Spain is divided into 17 autonomous communities: Andalusia, Aragón, Asturias, Cantabria, Canarias, Catalunya, Castilla y León, Castilla-La Mancha, Extremadura, Galicia, Illes Balears, Madrid, Murcia, Navarra, País Vasco, Rioja, and Comunitat Valenciana. In addition, there are two autonomous cities in Africa: Ciudad Autónoma de Ceuta and Ciudad Autónoma de Melilla. There are significant differences between the regions with regard to size, populations, industry, agriculture etc.

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<sup>3</sup> Produced with the help of Agnes Schneeberger in research on programming and with feedback from Julio Talavera (European Audiovisual Observatory).

<sup>4</sup> Encarnación, Omar G. (2008): Spanish Politics: Democracy After Dictatorship. Polity Press.

## 2 Overview of Spanish television landscape

The television market in Spain is characterised by the immense number of television channels available. There are almost 500 local channels, approximately 100 regional channels, and more than 230 national channels. Precise data on the local and regional television landscape is very difficult to access, although there is a great deal of data on the public regional autonomous channels.

The main players in the national market are the national public broadcaster RTVE, and the companies Mediaset (with the most popular channel Telecinco, and fourth most popular Cuatro), and Atresmedia (with the second most popular channel Antenna 3 and the channel La Sexta, which is also the fourth most popular). In 2011, there was a major merger between the channels Cuatro (Prisa TV) and Telecinco (Mediaset) after the Spanish competition authority approved Telecinco's takeover of Cuatro in November 2010. In August 2012, the Spanish competition authority approved a further merger in the Spanish television market, namely the broadcasters of the channels Antena 3 and La Sexta (with a combined audience share of 17.2%). The original conditions imposed by the competition authority were amended by the Government. This included the removal of the obligation to sell advertising space via different agencies.

The national public broadcaster also includes the 24 hour news channel Canal 24 Horas, the children's channel Clan TVE, the sports channel Teledporte (each of these are available on free DTT in Spain). The broadcaster also has several HD versions of the national channels, and several versions of the international channel TVE Internacional (for the Americas, Africa, Asia and Europe).

### 2.1 Regional autonomous public channels

The regional public channels in Spain are known as "autonomous channels", since they are owned by their corresponding Autonomous Communities. The governments of the autonomous communities subsidise these channels. They also raise money via advertising. There are currently a total of 12 regional autonomous broadcasters providing 28 TV channels (since the closure of Canal Nou in 2013, see section 2.1). These broadcasters also provide radio services but radio has not been addressed in detail here.

The Autonomous Communities of Castilla y León, Navarra, Rioja and Cantabria (and now Valencia), do not have public autonomous channels. For details of private regional channels in these and other regions, please see section 2.3.

At the regional level, there are currently 12 public service broadcasters. Spanish regional television first started in San Sebastián, when the Basque Government decided to broadcast to their people in their own language in 1982. A second Basque channel, broadcasting in Spanish, opened in 1986. In 1985 Televisión de Galicia (TVG) set up its own full service transmission in Galician from their station in Santiago de Compostela covering the Galician region.

Similar systems have been launched in Catalonia (1983), Valencian Community (1989, shut down in 2013), Andalusia (1989), Madrid Community (1989), Canary Islands (1999), Castilla-La Mancha (2000), Asturias (2005), Murcia (2005), Balearic Islands (2005), Aragon (2005) and Extremadura (2006).<sup>5</sup>

According to Fernández Alonso et al (2010):

*Three phases have been highlighted with regard to the development of autonomous community public broadcasting: the first was the creation, in the first half of the 1980s, of public broadcasting corporations in the Basque Country (1982), Catalonia (1983) and Galicia (1985) [.....]*

*The second stage spanned the period between 1986 and 1989, during which second channels were launched in Catalonia and the Basque Country, and initial projects were promoted in another three autonomous communities,[ .....] Andalusia, Madrid and the Valencian Community. The third phase began at the end of the 1990s, coinciding with the advent of satellite television platforms, which would lead to the cre-*

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<sup>5</sup> Information from the website of CIRCOM : <http://www.circom-regional.eu/european-board/51-member-stations-spain>

ation of specific offerings for distribution via this new system. Television broadcasting in the Canary Islands and Castilla La Mancha was also promoted in the same, turn-of-the-century years. Finally, a fourth phase should be added, by that time in context of DTT rollout, which would be marked by the creation of public operators in the autonomous communities of Murcia, Aragon, the Balearic Islands, Extremadura and Asturias.<sup>6</sup>

In 1988, the autonomous channels together formed a federation, La Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA).<sup>7</sup> It currently has twelve members. The federation works together in negotiating film rights, dealing with news services, advertisers and sports rights. They also co-operate and carry out some co-production projects. FORTA is also a very useful source of information and provides some audience data and information on the regions.

## 2.1.1 Legal framework for regional autonomous public channels

The Ley 7/2010, de 31 de marzo, General de la Comunicación Audiovisual (**Audiovisual Act 7/2010 of 31 March 2010**)<sup>8</sup> provides the general legal framework for both private and public service audiovisual media in Spain and transposes the Audiovisual Media Services Directive into Spanish law.

According to the Audiovisual Act the public audiovisual media service is an essential service of general economic interest. The state, the Autonomous Communities (Spanish Regions) and the Local Entities are allowed to provide public audiovisual media services with the aim to broadcast free-to-air general or thematic channels, excluding channels dedicated to the exclusive broadcast of commercial communications.

On 1 August 2012, an amendment to the Audiovisual Act was adopted by the Spanish Parliament,<sup>9</sup> introducing a new legal framework for regional public service broadcasters, which allows regional public service broadcasters greater flexibility in the provision of their audiovisual media services. According to this amendment, the Autonomous Communities may opt for direct or indirect management of their public service broadcasters through various models including public-private partnership.

If an Autonomous Community chooses not to provide public service broadcasting, it may then call for tenders to award the available licences to private service providers. Moreover, an Autonomous Community may transfer its public service broadcaster to a third party in accordance with its specific legislation. If an Autonomous Community opts for a model of indirect management or any other instrument of public-private partnership for the provision of a public service audiovisual media service, then it may participate in the capital of the broadcaster providing this service. The amendment allows arrangements between regional public service broadcasters for joint production or editing of content for improving the efficiency of their business. It also introduces obligations on regional public service broadcasters such as a maximum limit of expenditure for the financial year in question and the obligation to submit an annual report.<sup>10</sup>

The general aim of these channels is to: "spread and promote the culture, the traditions, the language and the social and institutional reality of each Community, offering a public service of close contents. They also undertake a crucial role like engines of the local audiovisual industry and innovation."<sup>11</sup>

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<sup>6</sup> The article also places this development in the context of the ruling political parties of these regions at the time. See: Isabel Fernández Alonso, Montse Bonet, Josep Àngel Guimerà, Mercè Díez, Federica Alborch (2010): Spanish Public Broadcasting. Defining traits and future challenges following analogue television switch-off. Observatorio (OBS) Journal, vol.4 -nº3 (2010). Available online: [http://www.portalcomunicacion.com/opc/download/obs\\_pdf.pdf](http://www.portalcomunicacion.com/opc/download/obs_pdf.pdf)

<sup>7</sup> La Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA): <http://www.forta.es/>

<sup>8</sup> Ley 7/2010, de 31 de marzo, General de la Comunicación Audiovisual. A consolidated version is available at: [http://noticias.juridicas.com/base\\_datos/Admin/l7-2010.html](http://noticias.juridicas.com/base_datos/Admin/l7-2010.html)

<sup>9</sup> Ley 6/2012, de 1 de agosto, de modificación de la Ley 7/2010, de 31 de marzo, General de la Comunicación Audiovisual, para flexibilizar los modos de gestión de los servicios públicos de comunicación audiovisual autonómicos, available at: [http://noticias.juridicas.com/base\\_datos/Admin/l6-2012.html](http://noticias.juridicas.com/base_datos/Admin/l6-2012.html)

<sup>10</sup> Excerpt taken from the study prepared for the DG COMM : Public Service Broadcaster – Remits and coverage of Europe, September 2014. Text from Francisco Cabrera, European Audiovisual Observatory.

<sup>11</sup> Information from CIRCOM : <http://www.circom-regional.eu/european-board/51-member-stations-spain>

**Table 1 The Public Autonomous Regional Television channels in Spain**

Region	Channel	Broadcaster	Info on regions (various sources)
Andalusia	Canal Sur Canal Sur 2 Andalucía Televisión	RTVA (La Agencia Pública Empresarial de la Radio Televisión de Andalucía)	One of the leading TV channels in Andalucía. Andalucía has 8.040.720 inhabitants; 17% of the Spanish population.
Aragón	Aragón Televisión	Corporación Aragonesa de Radio y Televisión	Aragón has a population of 1,277,471 inhabitants representing 2.7% of the Spanish population. Aragonese is a second, though not official language
Asturias	Televisión del Principado de Asturias TPA7 TPA8	Ente Público de Comunicación del Principado de Asturias	Asturias has a population of 1,068,165 inhabitants representing 2.3% of the Spanish population. Asturian is a second, though not official language.
Balearic Islands / Illes Balears	IB3 IB3 Català	Ens Public de Radiotelevisió de les Illes Balears	The Balearic Islands has a population of 1,106,049 representing 2.4% of the Spanish population. Both Catalan and Spanish are official languages on the islands.
Canarias	TV Canaria	Ente Público RadioTelevisión Canaria	The channel serves all the Canary Islands (created by and made for the people in the Islands). The Islands have a population of 2,037,877 inhabitants (4.4% of the Spanish population).
Castilla La Mancha	Castilla La Mancha Televisión	Ente Público RadioTelevisión de Castilla La Mancha	Castilla La Mancha has a population of 2,121,888 inhabitants representing about 4.6% of the Spanish population.
Catalunya	TV3 Super 3 Canal 33 Canal 3/24 TV3 CAT	La Corporació Catalana de Mitjans Audiovisuals	Catalunya has a population of 7,565,603 people, and this represents around 16% of the Spanish population. Official languages are Catalan, Spanish and Occitan (Aranese).
Euskadi/ País Vasco	ETB1 ETB2 ETB3 ETB SAT/ Euskadi TV Canal Vasco	Euskal Irrati Telebista	The Basque Country has a population of 2,155,546 inhabitants representing 4.6% of the Spanish population. Spanish and Basque are official languages.
Extremadura	Canal Extremadura Televisión	Sociedad Pública de Televisión Extremeña S.A.U.	Extremadura has a population of 1,097,744, which is equivalent to around 2.4% of the population of Spain.
Galicia	TVG G2 GTV America GTV Europa	Compañía de Radio Televisión de Galicia	. The Galicia region has a population of 2.662.915 which represents 6% of the Spanish population. Spanish and Galician are official languages.
Madrid	Tele Madrid La Otra	RTVM - Ente Publico Radio Television Madrid	The autonomous community of Madrid, (which includes the Spanish capital of Madrid), has a population of 6,489,680 which represents approximately 14% of the Spanish population.
Murcia	7 Region de Murcia	Radio Televisión de la Región de Murcia	Murcia has a population of 1,470,069, which is equivalent to around 3.2% of the population of Spain.

Source European Audiovisual Observatory 2014/ FORTA

## 2.1.1 Andalusia – Canal Sur

Andalusia has a population of 8 040 720 inhabitants representing 19% of the Spanish population. The broadcaster has three TV channels and three radio stations.

The broadcasting company for the autonomous channel in Andalusia since 1988 is RTVA (La Agencia Pública Empresarial de la Radio Televisión de Andalucía).<sup>12</sup> The law creating RTVA defined the channel as

*“a fundamental tool for information and participation of all Andalusians in political, cultural and social life as well as a channel serving all Andalusians .....and strengthening awareness of Andalusian identity through the dissemination and understanding of the historical, cultural and linguistic values Andalusian vil- lage in all its richness and variety.”<sup>13</sup>*

Canal Sur TV television is the first terrestrial television channel founded in 1989. Its programming is generalist; with informational, entertainment programmes and public service aimed at all segments of the population. The broadcasting (24 hours daily) is limited to the Andalusian territory, while it may be viewed in neighbouring territories.

The main news broadcasts of Canal Sur are the *Canal Sur Noticias 1* and *Canal Sur Noticias 2*. CanalSur has added local news programmes from the eight Andalusian provinces, both in its edition at noon CSN1 and in its evening edition, CSN2. Viewers can access the information from each province through the catch-up service: [Canalsuralacarta.es](http://Canalsuralacarta.es). This covers midday, and the evening news. The provincial news is from: Almeria, Cadiz, Cordoba, Granada, Huelva, Jaen, Malaga, and Sevilla. More detail on the programming of the Canal Sur channels can be found in chapter 3. Audience data for the channels can be found in chapter 4.

Canal Sur 2, which began broadcasting in 1998, is the second RTVA terrestrial TV channel. Its programming is based on the *“dissemination of the values and symbols of Andalusian identity to younger audiences”*. The programming of this channel is informative and cultural in character with film, sports, events and a special focus on children. It also includes programmes aimed at promoting the growth of new Andalusian audio-visual talent, and of values such as solidarity, culture and knowledge.

Andalusia Televisión, launched in 1996, is the international channel of the broadcaster.<sup>14</sup> According to news reports, it ended its transmission over satellite in January 2015. The radio channels are: Canal Sur Radio Andalucía, Canal Festival Radio, and Radio Andalucía Information.

## 2.1.2 Aragon - Aragón Televisión

Aragón Televisión, broadcast by the Corporación Aragonesa de Radio y Televisión<sup>15</sup> claims its mission is to be a public multichannel broadcaster to the general interest of enhancing the collective identity of Aragon. It serves a population of 1.2 million of inhabitants (2.7% of the Spanish population). The main objective of the Corporation is to be an essential public service that facilitates the right to information, support for training people, entertains and wants to connect with the needs and aspirations of all the Aragonese.

Aragón Televisión launched in 2005 and is focused on being a public service television broadcaster with its own fundamental community content and also a range of entertainment.

The main news broadcasts are *Aragón Noticias 1* and *Aragón Noticias 2*. The channel also broadcasts Euronews at 7am and 10am Monday to Friday. More detail on the programming of Aragón Televisión can be found in chapter 3. Two other channels were formerly operational and these were Aragon 2 HD (closed in 2014) and Aragon Sat (closed in 2010). The regional station Radio Aragon has a single clear objective of

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<sup>12</sup> Website of Canal Sur : <http://www.canalsur.es/portada-2808.html>

<sup>13</sup> Law creating RTVA : <http://www.juntadeandalucia.es/boja/2007/252/2>

<sup>14</sup> **Andalucía TV ends satellite distribution.** Broadband TV News, January 2015. <http://www.broadbandtvnews.com/2015/01/02/andalucia-tv-ends-satellite-distribution/>

<sup>15</sup> Website of Aragon Television : <http://www.cartv.es>

providing comprehensive coverage that reaches all the Aragonese population and to report and provide content for 24 hours Aragonese radio. Audience data for the channels can be found in chapter 4.

### 2.1.3 Principado de Asturias - RTPA

The Televisión del Principado de Asturias (Radio Television of the Principality of Asturias, RTPA)<sup>16</sup> was launched in 2005 and broadcasts two channels: TPA7 and TPA8 in the region of Asturias and serves a population of more than 1 million.

TPA7 and TPA8 aim to provide attractive quality programming and try to reflect Asturias, its citizens, their customs, their peoples and their most essential values. The main news broadcasts include *TPA Noticias primera edición* and *TPA Noticias segunda edición*. More detail on the programming of TPA channels can be found in chapter 3. Audience data for the channels can be found in chapter 4.

Radio del Principado de Asturias (RPA) offers a range of musical programmes and programmes debating social issues, plus hourly news and headlines both in Castilian and Asturian.

### 2.1.4 Balearic Islands/ Illes Balears

The Balearic Islands has a population of more than one million representing 2.4% of the Spanish population. The corporate website outlines its role as being to promote territorial cohesion, strengthen the identity of the Balearic Islands and encourage the growth and development of the audiovisual sector in the Balearic Islands. Both Catalan and Spanish are official languages on the islands. The Radiotelevisió de les Illes Balears<sup>17</sup> (launched in 2005) has two channels IB3 and IB3 Català. Another channel IB Dos closed in 2010.

The main news broadcasts are *IB3 Notícies Migdia* and *IB3 Notícies Vespre*. More detail on the programming of the IB3 channels can be found in chapter 3. Audience data for the channels are in chapter 4.

### 2.1.5 Canarias – TV Canaria

The Canary Islands have a population of more than 2 million inhabitants representing 4.4% of the Spanish population. The broadcasting company for the autonomous channel, launched in 1999, in the Canary Islands is the Ente Público RadioTelevisión Canaria. It broadcasts one TV channel (tvCanaria) and one radio station (Canariasradio).

The channel tvCanaria is the regional channel of the Canarias. Its main objective is to contribute to the social and cultural articulation of the Canary Islands, through programming that carries premium content and genres of information, social, cultural, folklore, musical, sports and entertainment. A second autonomous channel in the Canary Islands was tvCanaria 2, with a focus on education, culture etc. This channel closed in 2012. The main news broadcasts are *Telenoticias 1* and *Telenoticias 2*. More detail on the programming of tvCanaria can be found in chapter 3. Audience data for the channel can be found in chapter 4.

### 2.1.6 Catalunya – TV3

The Catalan Corporation of Audiovisual Media (La Corporació Catalana de Mitjans Audiovisuals)<sup>18</sup> is the public body that manages the broadcasting services of the Generalitat de Catalunya, and it was established in 1983.

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<sup>16</sup> Website of RTPA: <http://www.rtpa.es/>

<sup>17</sup> Website of Radiotelevisió de les Illes Balears : [www.eprtvib.es](http://www.eprtvib.es)

<sup>18</sup> Website of La Corporació Catalana de Mitjans Audiovisuals : [www.ccma.cat](http://www.ccma.cat)



The CCMA's mission is (among others) to: provide all the citizens of Catalonia, in accordance with the mandate of Parliament, with quality public service broadcasting; to be committed to ethical and democratic principles and; to promote the Catalan language and culture. The broadcaster should also promote the development of the Catalan audiovisual industry, encouraging audiovisual productions in Catalan.

TV3 is the first generalist channel and targets a broad audience and family audiences with varied programming and quality news. Established in 1983 TV3 has the highest audience share in the region.

Super 3 is the children's channel for those aged up to 14 years. Created in October 2009, it is based on three pillars: the presence and participation of the supers (Super3 Club members); the in-house productions and TV series; and movies including both animated and "live action". It broadcasts from 6.00 to 21.30.

Channel 33 was created in September 1988. It provides additional information and is an alternative to TV3, and addressed to specific audiences. With a strong documentary, educational and cultural profile, 33 is also a window for experimentation in new formats.

Canal 3/ 24 is the 24 hour news channel of the broadcaster which was launched in 2003.

Launched in 2009, TV3CAT is an international channel and delivers the content from all the other channels to an international audience. TV3CAT replaced TVCi, (the international channel TVC created in September 1995).

Esport3 is the Televisió de Catalunya sports channel, covering Catalan and worldwide sports events. It also has a web portal, Esport3.cat.

Catalunya Radio is the company that manages the CCMA following radio stations: Catalunya Radio, Catalunya Informació, Catalunya Music, iCat fm.

There were several other TV channels from the autonomous broadcaster which have closed: K3 children's channel (closed 2009); and two TV fiction channels 300 and 3XL (closed in 2010 and 2012 respectively). More detail on the programming of TV3 and the other channels can be found in chapter 3. Audience data for the channels can be found in chapter 4.

## 2.1.7 Castilla la Mancha - RTVCM

Castilla La Mancha Televisión is broadcast by Ente Público RadioTelevisión de Castilla La Mancha (Broadcasting Public Entity Castilla La Mancha) RTVCM.<sup>19</sup> The company was created in 2000 with the objective of contributing to the social and cultural articulation of the people of Castilla La Mancha, reflecting their perspectives and the political, economic and cultural life in the region.

Castilla La Mancha Television is a generalist public regional channel that, according to their website, focuses on the "symbols of Castilla La Mancha, its citizens, its customs, its people and their core values in addition to providing news and social and cultural programming". The radio station is Radio Castilla La Mancha. A second channel CMT2 closed in 2011. More detail on the programming of CTM can be found in chapter 3. Audience data for the channels can be found in chapter 4.

## 2.1.8 Euskadi /Basque Country/ País Vasco - ETB

The Basque Country has a population of 2,155,546 inhabitants representing 5.3% of the Spanish population. The broadcasting company for the autonomous channel in the Basque country is ETB (Euskal Telebista Irrati)<sup>20</sup>.

According to its corporate information, in providing public service media the company aims to ensure the defence of freedom of expression, the right to communicate and receive information freely and fulfill this

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<sup>19</sup> Website of RTVCM : <http://www.rtvcm.es/>

<sup>20</sup> Website of the ETB : <http://www.eitb.com/>

commitment under the requirements of a democratic society, and also always to promote the use of the Basque language. The EITB group is the top Basque communication group with four television channels and five radio stations connecting daily with more than a million people, and it mainly provides local entertainment and information. The EITB launched the first Spanish autonomous channel in 1982.

ETB1, the first channel, has the objective of the provision of information and the promotion of the participation of Basque citizens, and the dissemination of Basque culture and the Basque language. Broadcast entirely in Euskera, it provides news and entertainment programmes, and pays special attention to children and youth programmes, as well as sports (baseball, basketball, cycling, etc.).

ETB2 is mainly an information channel with more than four hours a day dedicated to current issues. In addition to the daily news, special programmes and informative weekly magazines focus on different fields. It also includes informative and entertaining programmes. Movies, shows, competitions, documentaries and TV series play an important role in programming.

ETB3 is the third Basque regional channel and broadcasts its programmes entirely in Basque. The content is largely cultural and musical, seeking audiences among the children and young people, alternating morning programmes for children, and evening and night for young people.

ETB SAT / TV Euskadi is the European satellite channel providing the contents of the ETB1 and ETB2 channels to European viewers, aiming to inform, educate and entertain both Euskera and Castilian. The company announced that from May 1<sup>st</sup> 2013, the channel would no longer be available via satellite, but would be available over Internet and cable.<sup>21</sup>

Canal Vasco is the international channel that targets Basque communities in the Americas. It is broadcast in Castilian and Basque interventions appear subtitled. There are three main areas of programming: news, sports, and cultural and recreational. It also offers films, features, travel, magazines and concerts.

Radio stations of the broadcaster include: Euskadi Irratia, Radio Euskadi, Radio Vitoria (politics and economics), Euskadi Gaztea (youth), Musika Eitb. More detail on the programming of the EITB channels can be found in chapter 3. Audience data for the channels can be found in chapter 4.

## 2.1.9 Extremadura – Canal Extremadura Television

Canal Extremadura Televisión<sup>22</sup> is the public television network of Extremadura. The television channel was launched in 2006 and is operated by the Sociedad Pública de Televisión Extremeña S.A.U. The international channel Extremadura TV (International) closed in 2011. More detail on the programming of the channel can be found in chapter 3. Audience data for the channels can be found in chapter 4.

## 2.1.10 Galicia - TVG

Galicia has a population of 2 66 915 inhabitants representing almost 7% of the Spanish population. The broadcasting company for the autonomous channel in Galicia is TVG (La Televisión de Galicia)<sup>23</sup>.

In 1985 Televisión de Galicia (TVG) set up its own full service transmission in Galician from their station in Santiago de Compostela covering the Galician region. The Society of Radio-Television de Galicia is a public body whose purpose is the management and operation of public media. It broadcasts four TV channels and two radio stations.

According to their website, the public service mission includes: the promotion and dissemination of the Galician language, as well as serving a wider audience; offering quality and maximum continuity and social,

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<sup>21</sup> EITB (2013): EITB replaces satellite broadcasting in Europe for Internet and cable <http://www.eitb.eus/en/media-group-eitb/detail/1335828/etb-sat-europe-broadcasting--eitb-replaces-satellite-internet/>

<sup>22</sup> Website of Canal Extremadura: <http://www.canalextramadura.es/tv>

<sup>23</sup> Website of TVG: <http://www.crtvg.es>



cultural and geographic coverage, providing access to different genres of programming and events (cultural, intellectual, artistic, educational, economic, social and scientific) to all segments of the public, ages and social groups.

In a recent strategic document from the CIRCOM,<sup>24</sup> TVG was highlighted as an important case study of regional public television. In particular, it stressed the important role of the broadcaster in stimulating the regional audiovisual production industry.

According to the document, there are approximately 50 independent audiovisual production companies in Galicia. The TVG dedicates 25% of its programming to independent local production companies, and produces a further 55% of programming in-house.

Televisión de Galicia (TVG) is the generalist public channel whose programming covers all aspects of Galician society: news, magazines, sports, culture, music and special programmes that include news about Galicia, Spain and the world.

G2 focuses on children and youth content. The channel also pays special attention to culture and sports, focusing on the points of interest of the Galician public.

GTV America provides content specially designed for the Americas to bring the reality of Galicia to Galicians living abroad. GTV Europe provides content specially designed for the European continent to bring the reality of Galicia to Galicians living in Europe as well as the rest of the citizens of the continent.

There are two radio stations: Radio Galega, Radio Galega Music. More detail on the programming of the TVG channels can be found in chapter 3. Audience data for the channels can be found in chapter 4.

### 2.1.11 Comunidad de Madrid - Telemadrid

The public autonomous broadcaster in the Comunidad de Madrid is RTVM - Ente Publico Radio Television Madrid established in 1989.<sup>25</sup> The Comunidad de Madrid has a population of 6.48 million people, while the city of Madrid has a population of approximately 3.3 million. The public regional channel's main objective is to provide broadcasting services for people of the region. Its main areas of activity are in television, audiovisual production and radio.

Telemadrid is the general public channel whose main goal is to serve all local citizens.

La Otra is the second Madrid public channel whose programming is built around several thematic blocks: children's programming; cultural programming with unique spaces for avant-garde and artistic experimentation; and sports programming, covering a wide range of Madrid sports.

More detail on the programming of the TeleMadrid channels can be found in chapter 3. Audience data for the channels can be found in chapter 4. The radio station is Onda Madrid.

### 2.1.12 Murcia – 7TV

Televisión Autónoma de Murcia, S.A. (RTRM) is a public body whose mission is to manage the public radio and television in the area of Murcia. It currently has one television channel and one radio station.

The channel 7 Region of Murcia (7RM) is a general public regional channel that aims to reflect the identity of the Region of Murcia, its citizens, its customs, its people and its core values, in addition to their information

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<sup>24</sup> CIRCOM (November, 2014): The importance of regional public service media: A strategic view of the role of regional public media in Europe. Available online: <http://www.circom-regional.eu/doc-download/cr-docs/1406-circom-regional-position-paper/file>

<sup>25</sup> Website of RTVN : <http://www.telemadrid.es>

needs and other subjects of a social and cultural nature. More detail on the programming of 7RM can be found in chapter 3. Audience data for the channels can be found in chapter 4. The radio station is Onda Regional de Murcia.

### 2.1.13 Valencia - Nou

In November 2013, financial problems led the Spanish regional government of Valencia to shut down its public TV and radio service RTVV (Radio Television Valenciana, launched in 1989). The two channels were Canal Nou and the news channel Nou 24. RTVV had tried to fire 1,000 of its 1,700 workers to keep the broadcaster running, but a court ruling that the plan was not lawful prompted the regional government to close the station. The statement of support from the CIRCUM at the time included the following:

*CIRCUM Regional represents 255 TV stations from 32 countries across Europe. At its Board meeting in Cavtat (Croatia) today, it noted with regret the announcement of the closure of the autonomous public service broadcaster of the Valencian Community (Spain). CIRCUM Regional believes that regional or autonomous broadcasters are unique suppliers of independent content to their audiences and they showcase local culture, economic development while enhancing identity and language usage. They also are a means for spreading the current digital transformation to the regions.*<sup>26</sup>

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<sup>26</sup> CIRCUM Regional gives its support to the audiovisual public service in the Valencian Community <http://www.circum-regional.eu/component/content/article/170-2013/650-press-release-17112013>

## 2.2 Regional windows of public broadcaster RTVE

### 2.2.1 Legal framework

The national public service broadcaster, RTVE Corporation, is regulated by Act 17/2006 on state-owned radio and television and Act 8/2009 on the funding of the Spanish Radio and Television Corporation. Act 17/2006, which abrogated the Statute of Radio and Television (Act 4/1980), and defined the role of the national public service broadcaster.

Under the General Principles outlined in the Act 17/2006, Article 2 includes (among others) the following public service obligations: to **promote territorial cohesion, pluralism and linguistic and cultural diversity** of Spain...; to offer programmes intended to be broadcast abroad, with the aim of **promoting Spanish culture** and catering to Spaniards travelling abroad or living in foreign countries....; to promote the dissemination and knowledge of Spanish cultural productions, particularly audiovisual; to **support the social integration of minorities** and social groups meet specific needs; to **encourage the production of European audiovisual content in Spanish and indigenous languages** and promote digital and multimedia creation, as a contribution to the development of Spanish and European cultural industries.

Within the current framework mandate (adopted on December 2007 by the Spanish Parliament), the aim of promoting territorial cohesion, pluralism and linguistic and cultural diversity of Spain is addressed under Article 9: RTVE assumes the goal and obligation as a public service, to contribute to the construction of identity and the structuring of Spain as a country, **taking into account the existence of various nationalities and regions**. RTVE should serve as a driver and guarantor of **flows of information between the different Autonomous Communities** in its content offering. It will also **offer territorialized content in the official languages according to linguistic reality of each region**.

With regard to news reporting, RTVE has to ensure objective, accurate and diverse news reporting, complying with principles of professional independence and political, social and ideological pluralism, and making a clear distinction between information and opinion (Article 3.2.b of Act 17/2006), and facilitate democratic debate and the free expression of opinions (Article 3.2.c of Act 17/2006).

### 2.2.2 RTVE nation and regions

The national public broadcaster RTVE provides two national generalist channels (and a HD version), and international, news (Canal 24 Horas), children and sport channels. The broadcaster also has a catch-up TV service and an audiovisual on-demand service with archive films. In addition there are 17 regional and local windows.

Just two of these are close to being regional channels in terms of autonomy and production: TVE catalunya and TVE Canarias, each of which has at least 6 regular programmes. The 15 others seem to supply a window of national news only.<sup>27</sup> In addition, they also have news broadcasts from the Ciudad Autónoma de Ceuta and the Ciudad Autónoma de Melilla (in North Africa).

The first national public channel La 1, has regular news-bulletins: *Telediario*, with three editions: the breakfast edition, 15.00 (local time) and 21.00 edition. La 1 also broadcasts regional news bulletins at 14:00. La 2 also has its own national news bulletin, *La 2 Noticias* at 22.00.

The regional newscasts may either supplement or replace *Telediario* in those regions. The regional broadcasts have the generic name of *Informative Territorial* broadcast between 14:00 and 14:30. Details of the names of these broadcasts are in Table 2. Audience data for the news broadcasts can be found in chapter 4.

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<sup>27</sup> RTVE regional news: <http://www.rtve.es/noticias/informativos-territoriales/>

## 2.2.3 TVE Catalunya programmes

*L'Informatiu* is the news broadcast of TVE-Catalunya and covers the most important news in politics, economics, social, cultural, sport and weather. It broadcasts at noon, and from Monday to Friday at 4pm also on La 1. The following outlines the other main programmes broadcast by TVE Catalunya<sup>28</sup>.

*Vespre a la 2* is a magazine programme that focuses on important developments in the news, in politics, economics and sport. *Entre Vinyes* is a cultural programme focusing on life in Catalunya. *Opera Oberta* broadcasts works and previews of opera. *La Missa* is a religious programme. *Moments* focuses on historical events and other cultural issues in Catalunya. *Especials en català* is a programme re-broadcasting programmes made in Catalan over the last 50 years.

## 2.2.4 TVE Canarias programmes

This television channel in the Canary Islands was launched in 1964. According to their website:

*“Our goal has always been to encourage the development and coexistence of all the Canaries islands and be open to the outside”*<sup>29</sup>

*Telecanarias* is the first regional news programme in the Canary Islands and is issued daily. *+Canarias* is a daily news and information programme, with analysis. *El debate de La 1* is a debate programme every Wednesday at 23:20 where people face questions from six journalists. The discussion tries to provide all viewpoints on issues of concern to citizens. *Teleplanete* is an environmental programme focused on the Canary Islands. *Cerca de ti* is a magazine on TVE Canarias Monday to Friday at 12.50 that looks at key events in entertainment for the islands. Interviews, performances, contests and more human stories: health, plants, fashion, and social life. *Tenderete* is a cultural programme.

**Table 2 The regional windows of the public broadcaster RTVE**

Channel	Broadcaster	Programmes
TVE Catalunya	RTVE	L'Informatiu ; Vesper a la 2; Especials en català; Opera Oberta; Entre Vinyes; La Missa; Moments
TVE Canarias	RTVE	Telecanarias; +Canarias; El debate de la 1; Teleplaneta; Cerca de ti; Tenderete
Andalucía	RTVE	Noticias de Andalucía
Aragón	RTVE	Noticias Aragón
Asturias	RTVE	Panorama Regional
Cantabria	RTVE	Telecantabria
Castilla y León	RTVE	Noticias Castilla y León
Castilla-La Mancha	RTVE	Noticias de Castilla-La Mancha
Extremadura	RTVE	Noticias de Extremadura
Galicia	RTVE	Telexornal-Galicia
Illes Balears	RTVE	Informatiu Balear
Madrid	RTVE	Informativo de Madrid
Murcia	RTVE	Noticias Murcia
Navarra	RTVE	Telenavarra
País Vasco	RTVE	Telenorte País Vasco
Rioja	RTVE	Informativo Telerioja
Comunitat Valenciana	RTVE	L'Informatiu - Comunitat Valenciana
Ciudad Autónoma de Ceuta	RTVE	Noticias de Ceuta
Ciudad Autónoma de Melilla	RTVE	Noticias de Melilla

Source European Audiovisual Observatory 2014 from website of RTVE

<sup>28</sup> Website of TVE Catalunya: <http://www.rtve.es/television/catalunya/>

<sup>29</sup> Website of TVE Canarias : <http://www.rtve.es/television/tve-canarias/>

## 2.3 Regional Private TV channels

The following section is developed on the basis of information from a report prepared for the Catalan media regulator – CAC - by Ángel Badillo (2012)<sup>30</sup> and then also updated according to the MAVISE database and research for this brief. The following outlines the situation of private regional broadcasting in the regions.

Most of those communities that do not have autonomous public channels have private regional channels (in Castilla y León, Navarra and Rioja). Private regional channels are also available in Asturias, Castilla la Mancha, Catalunya, Extremadura, Galicia and Murcia. There are currently no private regional channels in Aragón, Canarias, Cantabria, Illes Balears, Madrid, País Vasco or Valencia.

The introduction of DTT was also significant for the development of private regional channels. The brief identifies more than 32 regional channels which were launched (mainly via DTT tenders), and also shows that 21 of these regional channels closed between 2008 and 2014.

### 2.3.1 Andalusia

According to the report by Badillo (2010), in 2007 and 2008 four private regional channels were put out to tender, won by Prisa, Vocento, Prensa Ibérica and the Joly group. Of these, only Vocento (Canal 10) and Prensa Ibérica (with various brands, such as Málaga TV and Canal 21) were launched and Prisa has since resigned its licence. According to the MAVISE database and research carried out for this brief report, Canal 21 Andalusia closed in 2012, the Vocento channel Canal 10 closed in 2010. Along with Channel 21 TV, Malalga TV also closed in 2012.

In addition, the Metropolitan TV network which had channel versions in Andalusia, the Balearic Islands the Comunidad de Madrid, the Comunidad of Valencia, and Murcia closed in 2013.

### 2.3.2 Aragon

According to the report by Badillo (2010), there has been no tender for a regional private broadcaster in Aragon.

### 2.3.3 Asturias

According to Badillo (2010), in 2007 a licence was granted to the Prisa group for a private regional channel, which was (in 2010) in the process of being returned. One regional private channel has been identified in Asturias, TeleAsturias owned by VTR Broadcast.<sup>31</sup>

### 2.3.4 Balearic Islands/ Illes Balears

Badillo (2010) outlines that: “a tender for the private regional licence in 2006 was won by Prisa (which subsequently gave it up) and Unidad Editorial”. No other regional private channel has been identified in the Balearic Islands. Also, Metropolitan TV which had channel versions in Andalusia, the Balearic Islands the Comunidad de Madrid, the Comunidad of Valencia, and Murcia closed in 2013.

### 2.3.5 Canarias

According to Badillo (2010), “in 2007, the government in the Canary Islands awarded the two digital terrestrial television licences with regional coverage (DTT-A) to COPE and Antena 3 Televisión Digital Terrestre de Canarias”. According to the MAVISE database and research carried out for this brief, Antena 3 Canarias was

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<sup>30</sup> Ángel Badillo (2010): Competition, crisis, digitalisation and the reorganisation of local television in Spain. Quaderns del CAC 35, vol. XIII (2) - December 2010. Available here: [http://www.cac.cat/pfw\\_files/cma/recerca/quaderns\\_cac/Q35\\_Badillo\\_EN.pdf](http://www.cac.cat/pfw_files/cma/recerca/quaderns_cac/Q35_Badillo_EN.pdf)

<sup>31</sup> Website TeleAsturias: <http://www.teleasturias.com/>

closed on 1 April 2013 by the operator because the Supreme Court of Spain had upheld the invalidity of the DTT licensing process. In addition, Popular TV Canarias (Canary TV 13 from COPE), closed in 2012 because of the same Supreme Court decision.

### 2.3.6 Cantabria

According to Badillo (2010), “the regional government has repeatedly insisted that it will not create regional public television (El Diario Montañés, 17/03/2010). In 2006, the Cantabrian government held a tender for DTT-A providers, but it was declared void”. No private regional channels have currently been identified in Cantabria. A range of local services: Aquí TV, Canal TV Cantabria, Cantabria TV (possibly available as web TV) and Aquí FM, which were broadcast over DTT stopped transmission in 2012.

### 2.3.7 Catalunya

In Catalunya, the public autonomous channels compete with the Godó group<sup>32</sup> (Emissions Digitals de Catalunya), who was granted the regional private licence granted in 2003 by the Catalan government. According to Badillo (2010): “unlike in other autonomous communities, the private provider has a complete digital multiplex at its disposal (actually, nowadays it broadcasts three different signals)”.

Emissions Digitals de Catalunya currently broadcasts three channels: 8TV, Estil9 TV and RAC 105TV (Cataluna). Two other channels from the operator, EDC2 and EDC3 closed in 2006.

### 2.3.8 Castilla la Mancha

There was a tender for regional private companies in 2010, and three channels were licensed for the companies: Green Publicidad y Medios, La Regional de Castilla-La Mancha and Radio Prensa y Televisión. A fourth licence granted to the newspaper publishing group La Tribuna was returned after the Castilla y Leon group Promecal terminated its activity in Castilla-La Mancha media (Badillo,2010). According to research for this brief, the CRN channel of Green Publicidad y Medios closed in 2011. The channel of the Radio Prensa y Televisión group Albacete TeVe closed in 2013. The channel La Regional de Castilla-La Mancha still broadcasts over DTT.

### 2.3.9 Castilla y León - RTVCYL

The main regional channel in Castilla y León is broadcast by private company Radio Televisión de Castilla y León (RTVCYL).<sup>33</sup> The Broadcaster has two channels: CyLTV and CyL8 (which in turn has eight local windows: Ávila, El Bierzo, León, Palencia, Salamanca, Segovia, Soria, Valladolid and Zamora).

### 2.3.10 Extremadura

One private regional channel exists in Extremadura, the music channel Kiss TV (Kiss Media).

### 2.3.11 Galicia

In 2005 two private regional licences were given to Popular Televisión and (publisher) La Voz de Galicia. The channel of La Voz Galicia is V Television.

### 2.3.12 Comunidad de Madrid

A private tender was held in Madrid in 1999 for regional television (Badillo, 2010). This was won by the Vocento group. The channel was originally Onda 6, and later Canal 10 which as in the case in Andalusia, closed in 2010, and the pay TV channel Quiero Televisión (closed in 2002).

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<sup>32</sup> Website of the Godó Group : <http://www.grupogodo.net/rrhh/directorio/>

<sup>33</sup> Website of CyLTV : [www.rtvcy.es/](http://www.rtvcy.es/)

Also, Metropolitan TV which had channel versions in Andalusia, the Balearic Islands the Comunidad de Madrid, the Comunidad of Valencia, and Murcia closed in 2013. No other regional channels have been identified.

### 2.3.13 Murcia

In Murcia, private licences were won in a tender in 2006 by Televisión Murciana, SA, La Verdad Radio y Televisión, SA and Televisión Popular de la Región de Murcia, SA. Televisión Murciana<sup>34</sup> and Popular TV Murcia are still broadcasting.

### 2.3.14 Navarra

Navarra has no regional public provider and, following a regional private tender in 2004, licences were granted to two channels: Canal 6 Navarra (linked with the Castilla y Leon Promecal group) and two others for Canal4 Localia Navarra (Badillo, 2010).

Canal 4 Navarra closed in 2012 and Canal 6 Navarra also closed in 2012. Currently two regional private channels exist in Navarra. NATV or Navarra TV launched in 2012, as a result of the merger of Canal 6 Navarra and Navarra Popular TV. A second channel Navarra TV 2 was launched with Basque content.

According to its website<sup>35</sup>, the programming of Navarra TV is based on a strong commitment to current affairs, entertainment magazines in-house productions, star outside production formats and film. News in Castilian is broadcast every day from 14:30 to 15:00 and 20:30 to 21:00. Navarra Television 2 broadcasts in Basque, with Basque news daily from 15:30 to 16:00 and 21:30 to 22:00.

### 2.3.15 Rioja

Rioja has no public autonomous channel. Following a tender for DTT two companies received licences: Rioja Televisión<sup>36</sup> (Vocento) and Popular Televisión.

### 2.3.16 Valencia

As noted earlier, the public regional channel in Valencia closed in 2013. In 1984, the Community held a private regional tender, which the Vocento group (La 10) and COPE (Popular Televisión) won. Canal 10 which as in the case in Andalusia and Madrid, closed in 2010. Metropolitan TV which had channel versions in Andalusia, the Balearic Islands the Comunidad de Madrid, the Comunidad of Valencia, and Murcia closed in 2013. The version in Catalan for Catalonia was called Canal Català. For more information on the COPE (largely religious) channels see below under section 2.3.17.

### 2.3.17 Network of Popular TV

COPE (Cadena de Ondas Populares Españolas)<sup>37</sup> is a leading nationwide radio network in Spain. It is owned by the company Radio Popular, SA, whose shareholders are the Spanish Episcopal Conference (50%), dioceses (20%) and religious orders like the Jesuits and Dominicans.

Radio Popular has a network of mainly partly religious channels on regional, city and local levels. While originally focused on religious issues, they have become more generalist over time.<sup>38</sup>

At the autonomous regional level, these include: Popular TV Comunidad Valenciana, Popular TV Galicia,

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<sup>34</sup> Website of Television Murciana : <http://tvm.hol.es>

<sup>35</sup> Website of Navarra Television : <http://www.natv.es/>

<sup>36</sup> Website of Rioja Television: <http://www.tvr.es>

<sup>37</sup> Website of COPE : <http://www.cope.es/>

<sup>38</sup> See more under their description of ideology : <http://www.cope.es/ldeario>



Popular TV La Rioja, Popular TV Melilla, Popular TV Murcia, Popular TV Castilla la Mancha. Popular TV Canarias (Canary TV 13), was closed in 2012 following the Supreme Court cancellation of the licences for DTT in the Canaries. Popular TV also has 15-20 local channels in Spain.

**Table 3 Private Regional Television channels in Spain**

Region	Channels	Broadcasters
Andalusia	4 channels closed between 2010 and 2014	
Aragón	-	-
Asturias	TeleAsturias	VTR Broadcast
Balearic Islands / Illes Balears	1 channel closed in 2013	-
Canarias	2 channels closed in 2013	
Cantabria	-	-
Castilla La Mancha	La Regional de Castilla-La Mancha Popular TV Castilla la Mancha (2 other channels closed in 2011 and 2013)	La Regional de Castilla-La Mancha Cadena de Ondas Populares Españolas (COPE)
Castilla y Leon	CyLTV CyL8	Radio Televisión de Castilla y León
Catalunya	8TV Estil9 TV RAC 105TV (2 other channels closed in 2008 and 2010)	Emissions Digitals de Catalunya
Euskadi/ Pais Vasco	-	-
Extremadura	Kiss TV (music channel)	Kiss Media
Galicia	V Television Popular TV Galicia	Corporación Voz de Galicia Cadena de Ondas Populares Españolas (COPE)
Madrid	3 channels closed in 2002, 2010 and 2013	
Murcia	Televisión Murciana TVM Popular TV Murcia	Televisión Murciana, SA Cadena de Ondas Populares Españolas (COPE)
Navarra	Navarra TV Navarra TV2 (2 other channels closed in 2012)	Promecal and Popular TV
Rioja	Rioja Televisión (TVR) Popular TV La Rioja	Rioja Televisión S.A. TVR Cadena de Ondas Populares Españolas (COPE)
Valencia	Popular TV Comunidad Valenciana 1 other channel closed in 2010	Cadena de Ondas Populares Españolas (COPE)
Mellila	Popular TV Melilla	Cadena de Ondas Populares Españolas (COPE)

Source European Audiovisual Observatory 2014 / MAVISE database



## 2.4 Local City TV channels

There are more than 500 local television channels in the MAVISE database (see under 2.5.1).

A sample of some local channels (that are considered metropolitan and hence targeting large audiences) is provided here. In this list just Barcelona TV is public, while the others are private. Barcelona Television, also known as BTV, is a channel managed by the municipal corporation of the City Council of Barcelona.

**Table 4 Local metropolitan channels in Spain**

City	Channel	Broadcaster
Barcelona	25TV	GIBSON TIME S.L.
Madrid	8Madrid	TELEVISION DIGITAL MADRID SA
Barcelona	8TV	EMISSIONS DIGITALS DE CATALUNYA SA.
Barcelona	BTV (Barcelona TV)	AJUNTAMENT DE BARCELONA
Zaragoza	Canal 44 Zaragoza	LOCAL MEDIA T. V CANAL 44 S.L.
Madrid	Canal7TV (Madrid)	CANAL 7 DE TELEVISION S.A.
Barcelona	Canal Català Barcelona	SMILE ADVERTISING SL.
Malaga	Canal Málaga TV	
Sevilla	Canal Sevilla TV	
Vega	Canal Vega TV	TV ORIHUELA S.L.
Sevilla	Sevilla Television	PABELLON DE MEXICO SOCIEDAD LIMITADA.
Alicante	Tele 7 Alicante	COMUNICACION AUDIOVISUAL EDITORES S.L.
Valencia	Tele 7 Valencia	TELECOMARCA S.A.
Valencia	TMV (Valencia)	TELEVISIÓN MUNICIPAL DE VALENCIA
Valencia	Ver-t (Comunidad Valenciana)	UNIPREX VALENCIA TV S.L.
Madrid	Ver-t (Madrid)	UNIPREX TELEVISION S.L.
Zaragoza	Z TV (Zaragoza)	UNION AUDIOVISUAL SALDUBA S.L.

Source European Audiovisual Observatory 2014 / MAVISE database

## 2.5 Closed channels 2009-2014

### 2.5.1 Local channels

The MAVISE database currently contains more than 476 local Spanish channels. For the purpose of this report, a brief review was carried out on the DTT local channels in Spain in October 2014. At this time the Spanish DTT Multiplexes were re-organised to release frequencies for telecommunications services.<sup>39</sup> In October 2014, 246 local channels were available over the DTT networks.

A total of 291 channels have been identified as no longer broadcasting. Of these, it was possible to identify via Internet research (and news sites) that 180 channels had **definitely** closed down between 2008 and 2014.

There are also more than 200 channels listed as local cable channels. In this case, it is also very difficult

<sup>39</sup> **Spain approves DTT reorganisation to make way for LTE.** DigitalTV Europe, September 2014. <http://www.digitaltveurope.net/245412/spain-approves-dtt-reorganisation-to-make-way-for-lte/>

A useful overview of the events leading to this re-organisation is provided in the **Mapping Digital Media Spain** report, of the Open Society Foundation, (pages 67-71) published in 2012 and written by Carles Llorens, Virginia Luzón and Helena P. Grau: <http://www.opensocietyfoundations.org/sites/default/files/mapping-digital-media-spain-20131023.pdf>

to establish which ones are still in existence, have closed down or are just available via web TV.

One important network that closed in 2009 was the Localia TV network (of more than 100 local channels) owned by the PRISA Group. At the time, the Grupo Prisa stated that the reasons for the closure of their channels included “the Spanish economic situation and the advertising downturn in the sector, and difficulties and inconsistencies in the Spanish audiovisual policy framework”.

## 2.5.2 Private regional channels

The same review of the channels revealed that a further 32 regional channels (public and private) had closed down between 2008 and 2014.

In most cases these were private regional channels. The introduction of DTT was also significant for the development of private regional channels. This report identifies more than 32 private regional channels which were launched (mainly via DTT tenders), and also shows that 21 of these regional channels closed between 2008 and 2014.

This is a strong indication of the impact of the financial crisis on the regional TV sector in Spain. It may also however, raise questions as to the feasibility of having large numbers of television channels at the regional and local level.

Some TV channels that were awarded DTT licences were closed for legal reasons. For example, several regional private channels (in the Canary Islands) along with 9 national DTT channels were closed down following Supreme Court rulings (2012) that the licensing process for these channels was invalid.

## 2.5.3 Public regional channels

Public regional channels (eleven) that have closed during the same period include: the Valencian channels Canal Nou and Nou 24 (closed in 2013); tvCanaria 2 (closed in 2012); the second channel in Castilla la Mancha CMT2 (closed 2011); another channel of the Balearic Islands IB Dos (closed 2010); Aragon 2 HD (closed in 2014); Aragon Sat (closed in 2010); Extremadura TV (International channel closed 2011); and from Catalunya TV the K3 children’s channel (closed 2009) and two TV fiction channels 300 and 3XL (closed in 2010 and 2012 respectively).

## 2.5.4 Summary

In summary, between 2008 and 2014, we have identified that 21 private regional channels, who had received licences to broadcast over DTT, have closed.

In addition, 11 public regional (autonomous) channels closed during the same period. Mostly they were second channels, or HD trial channels, or niche (children, news etc.) In Valencia the complete closure of the autonomous broadcaster was the most dramatic event (in 2013).

Regarding local television, a total of 291 channels (formerly in MAVISE have been identified as no longer broadcasting. Of these it was possible to confirm via Internet research (and news sites) that 180 local channels (many of which were formerly also licensed to broadcast over DTT) had **definitely** closed down between 2008 and 2014.

There are also more than 200 channels listed as local cable channels. In this case, it is also very difficult to establish which ones are still in existence, have closed down or are just available via web TV.

## 3 News and current affairs, and programmes about Europe

### 3.1 News and current affairs

The following is based on researching the websites and schedules of the autonomous public channels. .

#### 3.1.1 Programmes of autonomous public channels

##### Andalusia

The channels of Canal Sur produce a very broad spectrum of programmes. Alongside the main news broadcasts (*Canal Sur Noticias 1*, and *Canal Sur Noticias 2*), there are additional broadcasts *Canal Sur Noticias Andalucía*, *Canal Sur Noticias Fin de semana*, *Canal Sur Noticias Primera Hora*.

Regarding other current affairs programming, *Más Que Noticias* is a news review programme and *75 Minutos* is a current affairs programme that tends to focus in depth on particular topics. *Los reporteros* is a magazine programmes that focuses on 2 to 3 topics per week. *Aldea Global* (Global Village) is a current affairs programme which examines international and European news. The European programme *Europa Abierta* will in the future be integrated into this programme (see more under 3.2.2). *Parlamento Andaluz* is the programme focused on the regional parliament.

A programme that focuses specifically on rural issues is *Campechanos*, which offers a portrait of life in the Andalusian countryside in the context of the production of food, the traditional trades, heritage and contribution to the economy. Another programme - *Tierra y Mar* - covers news, information and developments in the agriculture and fisheries industry in Andalusia.

*Consumo cuidado* focuses on consumer interests, and *Emplea2* informs Andalusians of all issues related to employment and the economy. *Solidarios* is a programme that addresses issues important to different social groups and covers alternative policies and different ways to deal with everyday issues like the financial crisis, consumption, education, etc. The issues of disability, unemployment, immigration, homelessness are all covered, alongside gender issues and domestic violence.

*Espacio Protegido* is an environmental programme and *Salud al Día* focuses on health issues. Others include drama, entertainment, music, talent shows, religious programmes, science, education, new technology and the Internet, arts and culture, cookery and travel programmes.<sup>40</sup>

##### Aragón

The main news broadcasts of Aragón Televisión are *Aragón Noticias 1* and *Aragón Noticias 2*. The channel also broadcasts Euronews at 7am and 10am Monday to Friday. Other news broadcasts include *Aragón Noticias 1 - Edición fin de semana* and *Aragón Noticias 2 - Edición fin de semana*.

Other information programmes provided by the channel are outlined below. *Buenos días Aragón* is a morning programme that addresses the main news and events of the day. *Aragón en pleno* provides coverage of the activities of the parliament of Aragon. *Objetivo* is a magazine that provides in depth review of important issues in the news. *Entrevista con...* is a weekly interview programme with a significant focus on politics, culture, economy or sport. The rest of the programming (including a wide range of sport, entertainment, children youth, cinema, drama, documentaries etc.) can be accessed from the website of the channel.<sup>41</sup>

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<sup>40</sup> Details on all programming available here: [http://www.canalsur.es/listado\\_programas\\_tv.html?seccion=544](http://www.canalsur.es/listado_programas_tv.html?seccion=544)

<sup>41</sup> Programmes of Aragon Television:

[http://www.aragontelevisión.es/index.php/mod.programas/mem.listado/relcategoria.292/v\\_mod.programas/v\\_mem.list](http://www.aragontelevisión.es/index.php/mod.programas/mem.listado/relcategoria.292/v_mod.programas/v_mem.list)

## Asturias

The Televisión del Principado de Asturias broadcasts two channels: TPA7 and TPA8. The main news broadcasts include *TPA Noticias primera edición*, *TPA Noticias segunda edición* and also *TPA Noticias 1 Fin de semana*, *TPA Noticias 2 Fin de semana* and *TPA Noticias Matinal*.

Other important programming (with regard to news and current affairs) includes the following. *Asturias Semanal* is a weekly news programme that analyses issues related to economy, culture, society, politics, industry, science, while *Conexión Asturias* is a magazine focused on news and events throughout Asturias. *Vidas públicas, vidas privadas* is an interview programme with important actors from political, social and cultural affairs. *Directos al mediodía* is a Morning magazine show that provides analysis of news and events. *Economízate* is an economics and business programme

*Asturianos en el mundo* has a focus on Asturians living in different parts of the world and *Los pueblos* Focuses on news and events in small communities. *De hoy no pasa* is a magazine programme, with some news but also other entertainment sections. Regarding the important industries of the regions, *De la mar* is a Programme focused on the lives and work in the towns and villages of the Asturian coast, including Fishermen and sea professionals, craft canning industry, net menders etc. and *Siemienza* looks at both agriculture and fishing. *Medicina TV.com* is a health programme.

## Balearic Islands / Illes Balears

The Radiotelevisió de les Illes Balears has two channels IB3 and IB3 Català. The main news broadcasts are *IB3 Notícies Migdia* and *IB3 Notícies Vespre*. Additional broadcasts include *IB3 Notícies Cap de Setmana*, *Illes Notícies* and *Especials Informatius*. Current affairs and information programming includes: the political debate programme *50'*; *Panorama IB*, a reportage covering a variety of topics; *Parlament* reporting on the regional parliaments; *Reporters*; the morning magazine show *Bon Dia Balears*; two magazine programmes *Crònica 112* and *Crònica d'Avui*, and the health programme *La Mirada*.

## Canarias

The broadcasting company for the autonomous channel in the Canary Islands is the Ente Público Radio-Televisión Canaria. It broadcasts one TV channel (tvCanaria). The main news broadcasts of Televisión Canaria are: *Buenos días, Canarias* (morning news review programme), *Avance Telenoticias* (morning news-flash), *Telenoticias 1* (afternoon news programme), *Telenoticias 2* (main evening news programme) and the weekend news programmes *Telenoticias Fin de semana 1* and *Telenoticias Fin de semana 2* (reviews of the main international, national and regional news of the week). Additional news programmes of the broadcaster include *Canarias Hoy* (local news and information programme featuring interviews and discussions), *Parlamento* (news review of issues discussed in Parliament with analysis and interviews) and *El envite* (political discussion programme).

## Castilla La Mancha

The broadcaster (RTVCM) produces a very large amount of television programming. The main news broadcasts are *Castilla-La Mancha a las 2* and *Castilla-La Mancha a las 8*, and also *Castilla-La Mancha fin de semana*. News and information programming alone consisted of the following:

*Café para 2* (discussion programme); *Castilla-La Mancha Despierta* (morning news review programme); *El Radar* (news review programme including international); *Al Quite* (morning news and entertainment programme); *En Comunidad* (political magazine programmes); *No nos moverán* (political analysis and discussion); *Debate sobre el estado de la Región*; *El Campo* (information programme dedicated to agriculture and rural life); *El Rincón de caza y pesca* (hunting and fishing); *El Tiempo* (weather); *En Profundidad* (in depth reports and investigative journalism). Details on programmes can be found on the website of the channel.<sup>42</sup>

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[ado/chk.fd9aa39b19a42e84add6ce09764c1fd4.html](http://ado/chk.fd9aa39b19a42e84add6ce09764c1fd4.html)

<sup>42</sup> Programmes of RTVCM: <http://www.rtvcm.es/programas/default.php?thm=2>

## Catalunya

Television de Catalunya has a very large and diverse range of programming. The main news broadcasts are *Telenotícies/TN*, the local news broadcasts *Telenotícies comarques/ TN comarques* and the morning news and information magazine *Els matins*.

The broadcaster's news and information programming include the following: *2324* (political discussion and in-depth analysis), *.CAT* (political discussion), the programmes *L'entrevista 3/24* and *L'entrevista del diumenge* which feature interviews and focus on political analysis, *Món 324* (in-depth analysis of international news), *Parlament* (summary of legislative activities of the Parliament) and the two union programmes *Programa sindical CCOO* (interviews with Comisiones Obreras/CCOO trade union leaders) and *Programa sindical UGT* (interviews with experts, players and union leaders of UGT de Catalunya). Additional programmes are the economic broadcasts *Valor afegit* (economic news and information) and *Export.cat* (economic information programme on the international success of Catalan produce). The programmes *30 minuts* and *60 minuts* are dedicated to the analysis of social issues. *Blog Europa* features reports by Erasmus students.

## Euskadi / Pais Vasco

With three main channels and a satellite channel, the broadcaster Euskal Telebista -ETB offers a very large amount of television programming. The main news broadcasts include: *Egun On Euskadi* (morning news), *Gaur Egun - Eguerdia* (main news at noon on ETB1), *Gaur Egun – Gaur* (main evening news on ETB1), *Gaur Egun - Asteburua* (weekend news programme on ETB1), *Teleberri - Fin de Semana* (weekend news programme on ETB2), *Teleberri – Mediodía* (news programme on ETB2), *Teleberri – Noche* (main evening news on ETB2) and *Eguraldia* (weather news).

The broadcaster's news and information programming include *EH Zuzenean* (news and current affairs programme, daily at 7:15) and a number of political discussion shows: *Azpimarra* (political analysis and discussion) and *Azpimarra +* (interviews and political discussion), *Debatea* (political discussion), *El Dilema* (interview and political discussion show) and *ETB Hoy* (interview and political discussion show).

ETB also broadcasts the citizen-focused political discussion show *Euskadi Pregunta* where 25 citizens pose questions to politicians which they then have to answer within one minute. Additional news and current affairs programmes are *Palabra de Ley* (political summary of parliamentary debates and activities), *Por Fin*, *Viernes* (information and entertainment programme with public figures from politics, culture and entertainment), *Sin ir más lejos* (information programme with interviews and discussion of main issues of the week), *Sustraia* (news and information programme on agriculture, fisheries and livestock), *60 minutos* (news reports and in-depth analysis) and *Zuek hor eta gu hemen*, a political satire show.

## Extremadura

The broadcaster produces a very large amount of programming. News and information programming alone consisted of the following: *Extremadura Noticias 1*; *Extremadura Noticias 2*; *Dossier Informativo* (news review programme); *Primera Página* (morning programme focused on the important news stories of the day featuring prominent journalists); *Parlamento Extremeño* (channel dealing with the regional parliament); *Tu Empleo* (focuses on jobs, employment, unemployment issues, available jobs); *Emás!* (programme deals with business and entrepreneurship and allows people to share experiences); *X la tarde* (magazine focused on life in Extremadura);

## Galicia

The broadcaster (CRTVG) offers a significant amount of television programming. The main news broadcasts are *Galicia Noticias Mediodía*, *Telexornal Mediodía*, *Galicia Noticias Serán*, *Telexornal Serán* and *Telexornal noite*. The broadcaster's news and information programming include the following:

The morning news programmes *A Revista*, *A Revista FDS*, *Bos días* and *Bos días Xordos* (for hearing impaired audiences), *Contraportada* (a new information programme launched September 2014), *Especial Informativo* (news programme with focus on special events such as the European Parliament elections),

*Foro Aberto* (political discussion programme and in-depth analysis) and *O Tempo serán, Parlamento* (political programme with news from the Galician Parliament).

Additional programmes are the two agricultural programmes *Labranza* (agricultural news programme reflecting on changes of the Galician agricultural sector since EU membership) and *O agro* (news and information programme about farming) and the weather news features *O Tempo, O Tempo mediodía*.

The broadcaster's specific news and information programming also includes the five local news programmes *Información Local A Coruña - Ferrol, Información Local Lugo, Información Local Ourense, Información Local Santiago de Compostela, Información Local Vigo – Pontevedra* and *Reportaxes locais* as well as *Informativo Xordos* (for hearing impaired audiences).

## Madrid

The main news broadcasts of TeleMadrid are *Telenoticias 1* and *Telenoticias 2*. Other news programmes include *Telenoticias Fin de Semana, Diario de la Noche* and *Madrid despierta* (morning news review).

In addition, the current affairs programming includes: *Aquí en Madrid* (late evening magazine programme *magacín de la tarde* en Telemadrid); *Más Madrid* (morning news review); *Zoom Telemadrid* (provides a deeper focus on news topics); *Buenos Días Madrid* (morning show); *Telenoticias sin Fronteras* (news for immigrant communities); *El Círculo a Primera Hora* (interviews); *Treinta Minutos* (programme with reportages); *Madrid 7 Días* (reportages); *Mi cámara y yo* (life in the Community of Madrid); *En Pleno Madrid* (coverage of the parliament); and debate programmes *Madrid Opina* and *Alto Y Claro*.

## Murcia

The main news broadcasts of 7 Murcia are *Informativos 7RM* and *Informativo 7RM – Redifusión*. The broadcaster's other news and current affairs programming includes *Murcia produce* (a programme about the manufacturing of regional produce) and *Separate* (information programme).



**Table 1 The Programmes of Public Autonomous Regional Television channels in Spain 2014**

Region	Channel	News programmes	Other information Programmes
Andalusia	Canal Sur Canal Sur 2 Andalucía Televisión	<i>Canal Sur Noticias 1</i> <i>Canal Sur Noticias 2</i> <i>Canal Sur Noticias Andalucía</i> <i>Canal Sur Noticias Fin de semana</i> <i>Canal Sur Noticias Primera Hora</i>	<i>Más Que Noticias</i> <i>75 Minutos</i> <i>Los reporteros</i> <i>Aldea Global</i> <i>Parlamento Andaluz</i> <i>Europa Abierta</i> <i>Campechanos</i> <i>Tierra y Mar</i> <i>Consumo cuidado</i>
Aragón	Aragón Televisión	<i>Aragón Noticias 1</i> <i>Aragón Noticias 2.</i> <i>Aragón Noticias 1 - Edición fin de semana</i> <i>Aragón Noticias 2 - Edición fin de semana</i> <i>Euronews</i>	<i>Buenos días Aragón</i> <i>Aragón en pleno</i> <i>Objetivo</i> <i>Entrevista con....</i>
Asturias	Televisión del Principado de Asturias – TPA7 and TPA8	<i>TPA Noticias primera edición</i> <i>TPA Noticias segunda edición</i> <i>TPA Noticias 1 Fin de semana</i> <i>TPA Noticias 2 Fin de semana</i> <i>TPA Noticias Matinal</i>	<i>Asturias Semanal</i> <i>Conexión Asturias</i> <i>Vidas públicas, vidas privadas</i> <i>Directos al mediodía</i> <i>Economízate</i> <i>Asturianos en el mundo</i> <i>Los pueblos</i> <i>De hoy no pasa</i> <i>De la mar</i> <i>Siemienza</i> <i>Medicina TV.com</i>
Balearic Islands / Illes Balears	IB3 IB3 Català	<i>IB3 Notícies Migdia</i> <i>IB3 Notícies Vespre</i> <i>IB3 Notícies Cap de Setmana</i> <i>Illes Notícies</i> <i>Especials Informatius.</i>	<i>50'</i> <i>Panorama IB</i> <i>Parlament</i> <i>Reporters</i> <i>Bon Dia Balears</i> <i>Crònica 112</i> <i>Crònica d'Avui</i> <i>La Mirada</i>
Canarias	TV Canaria	<i>Buenos días, Canarias Avance</i> <i>Telenoticias Telenoticias 1</i> <i>Telenoticias 2</i> <i>Telenoticias Fin de semana 1</i> <i>Telenoticias Fin de semana 2</i>	<i>Canarias Hoy</i> <i>Parlamento</i> <i>El envite</i>
Castilla La Mancha	Castilla La Mancha Televisión	<i>Castilla-La Mancha a las 2</i> <i>Castilla-La Mancha a las 8</i> <i>Castilla-La Mancha fin de semana</i>	<i>Café para 2</i> <i>Castilla-La Mancha Despierta</i> <i>El Radar</i> <i>Al Quite</i> <i>En Comunidad</i> <i>No nos moverán</i> <i>Debate sobre el estado de la Región</i> <i>El Campo</i> <i>El Rincón de caza y pesca</i> <i>El Tiempo</i> <i>En Profundidad</i>

Region	Channel	News programmes	Other information Programmes
Catalunya	TV3 Super 3 Canal 33 Canal 3/24 TV3 CAT	<i>Telenotícies/TN Telenotícies comarques/ TN comarques Els matins.</i>	2324 .CAT <i>L'entrevista 3/24 L'entrevista del diumenge, Món 324 Parlament Programa sindical CCOO Programa sindical UGT Valor afegit Export.cat 30 minuts 60 minuts Blog Europa</i>
Euskadi / Pais Vasco	ETB1 ETB2 ETB3 ETB SAT/Euskadi TV Canal Vasco	<i>Teleberri – Mediodía Teleberri – Noche Egun On Euskadi Gaur Egun – Eguerdia Gaur Egun – Gaur Gaur Egun - Asteburua Teleberri - Fin de Semana Eguraldia</i>	<i>EH Zuzenean Azpimarra Azpimarra + Debatea El Dilema ETB Hoy Euskadi Pregunta Palabra de Ley Por Fin, Viernes Sin ir más lejos Sustraia 60 minutos Zuek hor eta gu hemen</i>
Extremadura	Canal Extremadura Televisión	<i>Extremadura Noticias 1 Extremadura Noticias 2</i>	<i>Primera Página Dossier Informativo Parlamento Extremeño El Tiempo Primera Página Tu Empleo Emás! X la tarde</i>
Galicia	TVG G2 GTV America GTV Europa	<i>Galicia Noticias Mediodía Telexornal Mediodía Galicia Noticias Serán Telexornal Serán Telexornal noite Información Local A Coruña - Ferrol, Información Local Lugo, Información Local Ourense, Información Local Santiago de Compostela,</i>	<i>A Revista, A Revista FDS, Bos días Bos días Xordos Contraportada Especial Informativo Foro Aberto O Tempo serán Parlamento Información Local Vigo – Pontevedra Reportaxes locais Informativo Xordos Labranza O agro O Tempo, O Tempo mediodía</i>



Region	Channel	News programmes	Other information Programmes
Madrid	Tele Madrid La Otra	<i>Telenoticias</i> <i>Telenoticias Fin de Semana</i>	<i>Buenos Días Madrid</i> <i>Telenoticias sin Fronteras</i> <i>Treinta Minutos</i> <i>El Círculo a Primera Hora</i> <i>Mi cámara y yo:</i> <i>En Pleno Madrid</i> <i>Diario de la Noche</i> <i>Alto y Claro</i> <i>Madrid 7 Días</i> <a href="#"><u>Aquí en Madrid</u></a> <i>Zoom Telemadrid</i>
Murcia	7 Region de Murcia	<i>Informativos 7RM Informativo</i> <i>7RM – Redifusión.</i>	Murcia produce Separate

Source European Audiovisual Observatory 2014 from websites of the broadcasters

### 3.1.2 RTVE regional windows: news and current affairs

#### TVE Canarias

The news and current affairs programmes of TVE Canarias include: *Telecanarias*; *+Canarias*; *El debate de La 1*.

#### TVE Catalunya

The news and current affairs programmes of TVE Catalunya include: *L'informatiu*; *Vespre a la 2* (magazine/ discussion programme); *Especials en català* (documentaries).

The other windows each have specific news programmes. See table 2 below.

**Table 2 The regional windows of the public broadcaster RTVE**

Channel	Broadcaster	Programmes
TVE Catalunya	RTVE	L'Informatiu ; Vesper a la 2; Especials en català; Opera Oberta; Entre Vinyes; La Missa; Moments
TVE Canarias	RTVE	Telecanarias; +Canarias; El debate de la 1; Teleplaneta; Cerca de ti; Tenderete
Andalucía	RTVE	Noticias Andalucía
Aragón	RTVE	Noticias Aragón
Asturias	RTVE	Panorama Regional
Cantabria	RTVE	Telecantabria
Castilla y León	RTVE	Noticias Castilla y León
Castilla-La Mancha	RTVE	Noticias de Castilla-La Mancha
Extremadura	RTVE	Noticias de Extremadura
Galicia	RTVE	Telexornal-Galicia
Illes Balears	RTVE	Informatiu Balear
Madrid	RTVE	Informativo de Madrid
Murcia	RTVE	Noticias Murcia
Navarra	RTVE	Telenavarra
País Vasco	RTVE	Telenorte País Vasco
Rioja	RTVE	Informativo Telerioja
Comunitat Valenciana	RTVE	L'Informatiu - Comunitat Valenciana
Ciudad Autónoma de Ceuta	RTVE	Noticias de Ceuta
Ciudad Autónoma de Melilla	RTVE	Noticias de Melilla

Sources: The website of RTVE, TVE Catalunya and TVE Canarias

## 3.2 Europe

In recent research carried out for the DG COMM concerning public service broadcasters and obligations to cover news, some information was provided regarding the regional channels. As regards any obligations on the autonomous regional public broadcasters to specifically provide news or information programming about Europe, a brief review of some of the main channels found no such reference. This included the Canal Sur in Andalucía<sup>43</sup> (and yet this channel broadcasts the programme *Europa Abierta*, see below). The law on the Catalan broadcaster makes reference to the provision of European works, and also to the incorporation of European values.<sup>44</sup> In addition, the laws creating the broadcasters in Galicia<sup>45</sup> and the Canary Islands<sup>46</sup> also make no reference to news coverage of European affairs or news.

The following outlines any programmes with a focus on Europe that have been identified during research for this brief. However, as it is impossible to conduct any survey of the actual content of all of the current affairs programmes produced by all of the broadcasters, it is not possible to judge to what extent these programmes deal with European affairs.

The Andalusian broadcaster Canal Sur has two programmes that focus on European affairs:

*a por Europa*: the programme provides reports on different European cities from a political, economic or cultural perspective, often in the context of the EU.<sup>47</sup>

*Europa Abierta*: "Open Europe" is an information programme focusing on European issues, once a month, on news about the Community institutions and their impact on Andalucía.<sup>48</sup> When researching the programmes of Canal Sur, a new programme *Aldea Global* (Global Village) was identified, which examines international and European news. The European programme *Europa Abierta* will in the future be integrated into this programme.

While we found no evidence of specific programming about Europe in the programming of the autonomous broadcasters in the País Vasco or Catalunya, both broadcasters have offices/ correspondents in Brussels.

The Television de Catalunya did feature one programme with a European flavour: *Blog Europa* features reports by Erasmus students<sup>49</sup>.

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<sup>43</sup> The law on the Andalusian Regional Public Broadcaster: <http://www.juntadeandalucia.es/boja/2007/252/2>

<sup>44</sup> The law on the Catalan CCMA: [http://www.ccma.cat/regulacio/LleiCCMA\\_cat.pdf](http://www.ccma.cat/regulacio/LleiCCMA_cat.pdf)  
and the Programme Contract: [http://www.ccma.cat/regulacio/Contracte\\_Programa.pdf](http://www.ccma.cat/regulacio/Contracte_Programa.pdf)

<sup>45</sup> Law on the establishment of Galicia Television: <http://www.crtvg.es/crtvg/informacion/a-compania/lei-de-creacion>

<sup>46</sup> Law on the establishment of the autonomous broadcaster in the Canary Islands :  
<http://www2.rtv.es/corporativa/leyCreacion.aspx>

<sup>47</sup> A por Europa: <http://programas.canalsur.es/aporeuropa>

<sup>48</sup> Europa Abierta : <http://alacarta.canalsur.es/television/programa/europa-abierta/30>

<sup>49</sup> Blog Europa : <http://www.tv3.cat/actualitat/565020/Estudiants-catalans-ens-descobreixen-curiositats-europees-a-Blog-Europa>

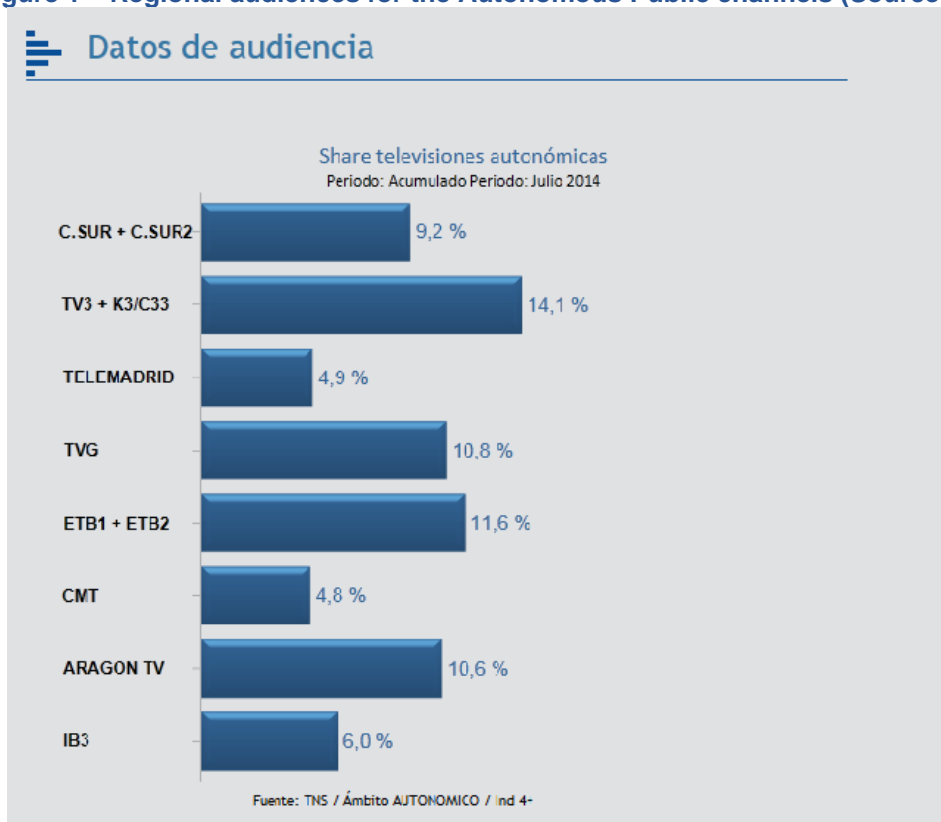
## 4 Audience data for regional television

### 4.1 Data provided from FORTA

The following data is provided on their public website by the Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA).<sup>50</sup>

The figure below presents the audience data of most of the autonomous channels (total data for all channels in the broadcast group in each region). Such data is only available here for eight regions. It is apparent that the regions where the channels have the strongest audience data are Catalunya, the Basque country, Aragon, Galicia and Andalucia.

**Figure 1 Regional audiences for the Autonomous Public channels (Source FORTA)**



Source FORTA with data from TNS/ Ambito Autonómica/ nd 4-

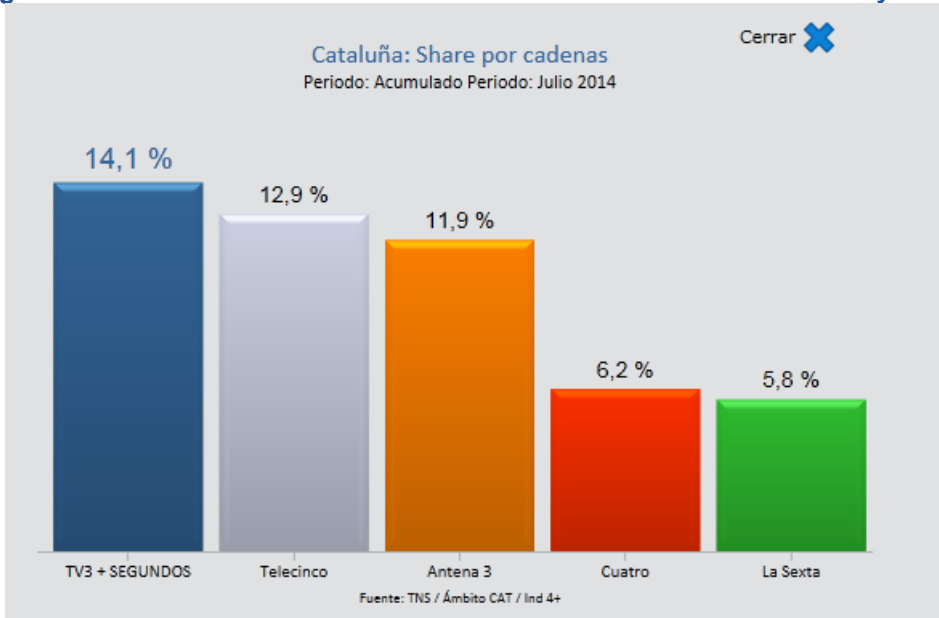
This data is repeated in the following sections but on a region by region basis and compared with the national private channels. Such data is only available here for seven regions. For some reason, the audience of the national public service channels has not been included. This data is available in section 4.2.

<sup>50</sup> La Federación de Organismos o Entidades de Radio y Televisión Autonómicas (Federation of Autonomous Broadcasting Companies, FORTA): <http://www.forta.es/>

### 4.1.2 Catalunya – TV3

The figure below contrasts the audiences for the main national TV channels with those of the autonomous channel TV3 (and other sister channels). It is clear that the autonomous channels are the most popular, above the top performing national channels.

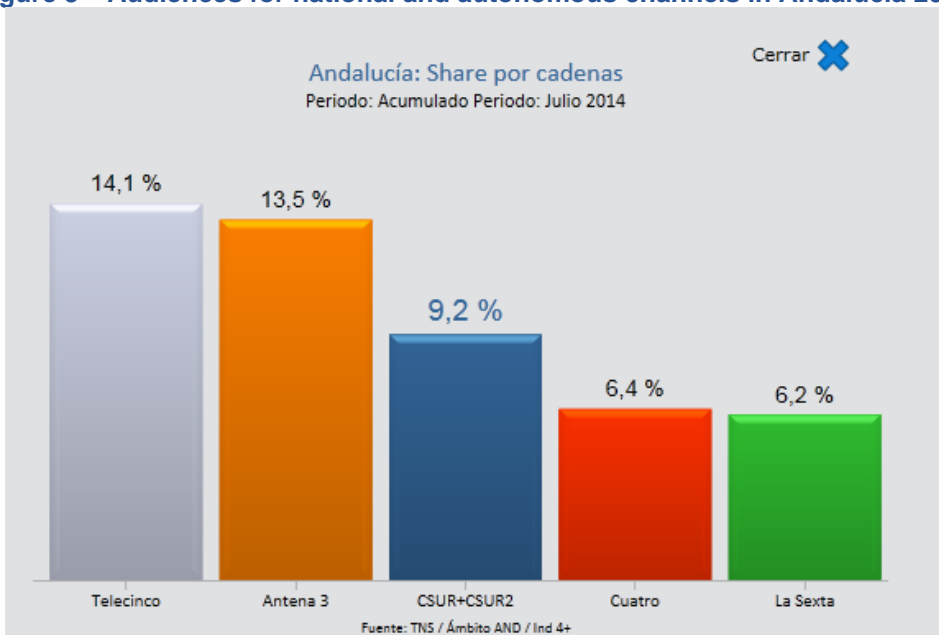
**Figure 2 Audiences for national and autonomous channels in Catalunya 2014 (Source FORTA)**



### 4.1.3 Andalucía – CSUR/ CSUR2

For Andalucía, the two autonomous channels have an audience share close to the second national channel Telecinco.

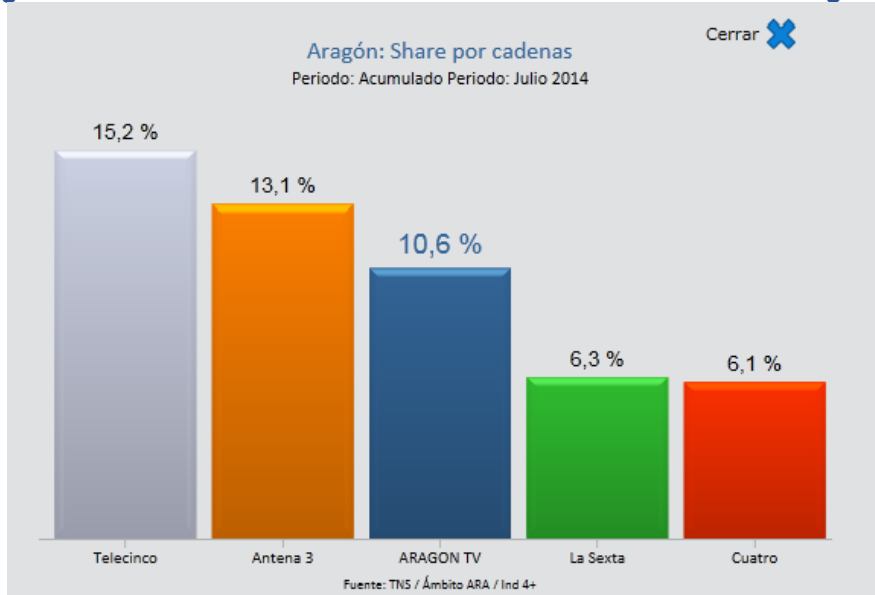
**Figure 3 Audiences for national and autonomous channels in Andalucía 2014 (Source FORTA)**



#### 4.1.4 Aragon – Aragon TV

The autonomous channel in Aragon is just behind the two national private channels with an audience share of more than 10%.

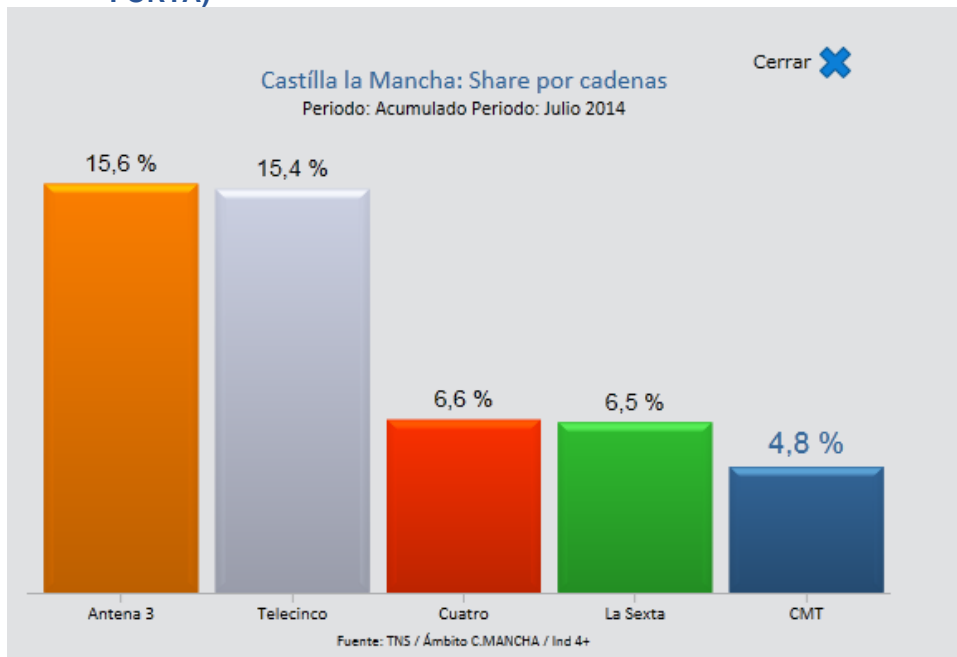
**Figure 4 Audiences for national and autonomous channels in Aragon 2014 (Source FORTA)**



#### 4.1.5 Castilla La Mancha – CMT

In Castilla la Mancha, the autonomous channel has an audience share comparable with Cuatro and La Sexta.

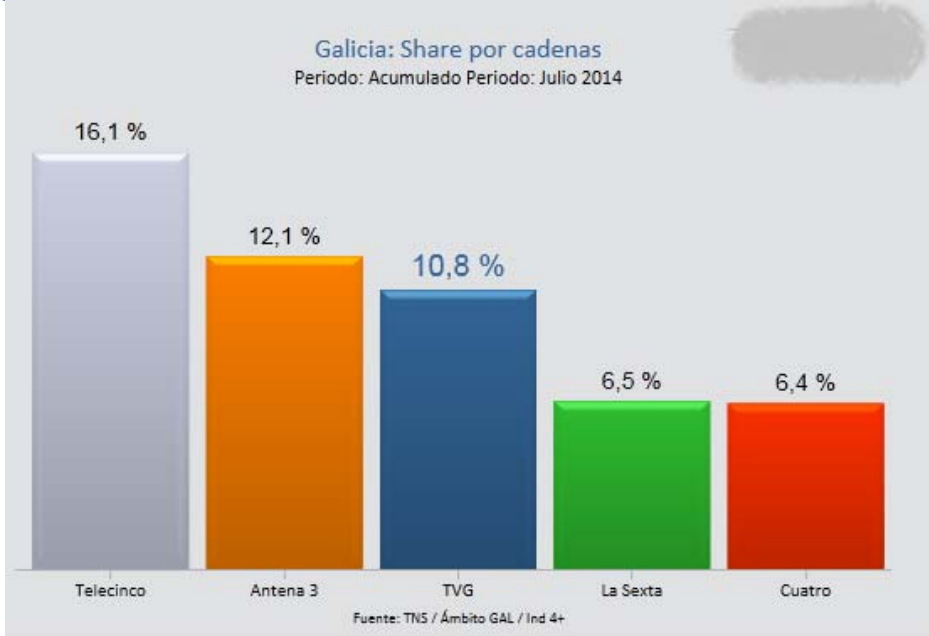
**Figure 5 Audiences for national and autonomous channels in Castilla la Mancha 2014 (Source FORTA)**



#### 4.1.6 Galicia - TVG

The autonomous channel in Galicia is just behind the two national private channels with an audience share of more than 10%.

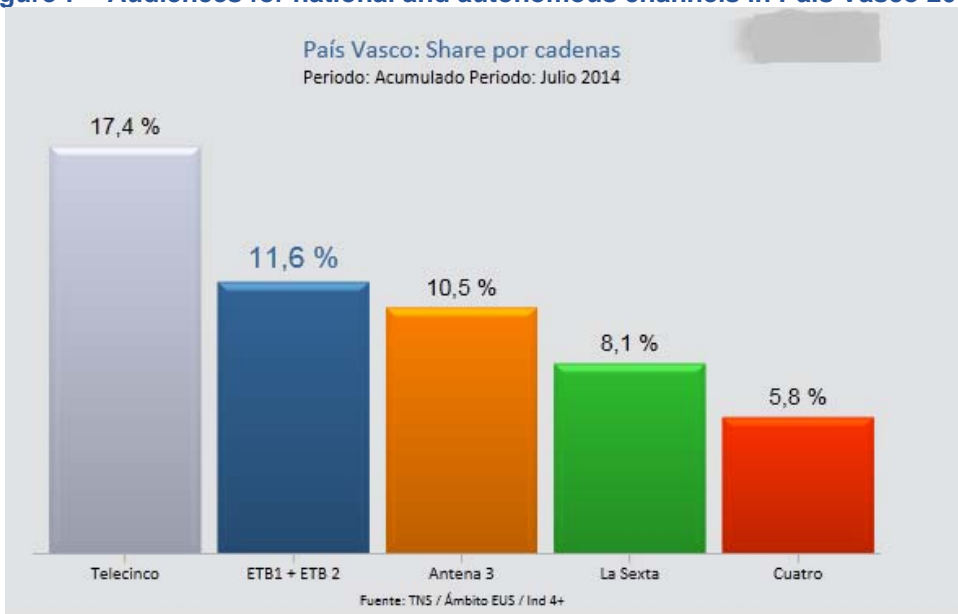
**Figure 6 Audiences for national and autonomous channels in Galicia 2014 (Source FORTA)**



#### 4.1.7 Basque Country/ Euskadi / País Vasco - ETB1/ETB2

In the Basque country, the two channels ETB1 and ETB2 combine to take second place after Telecinco.

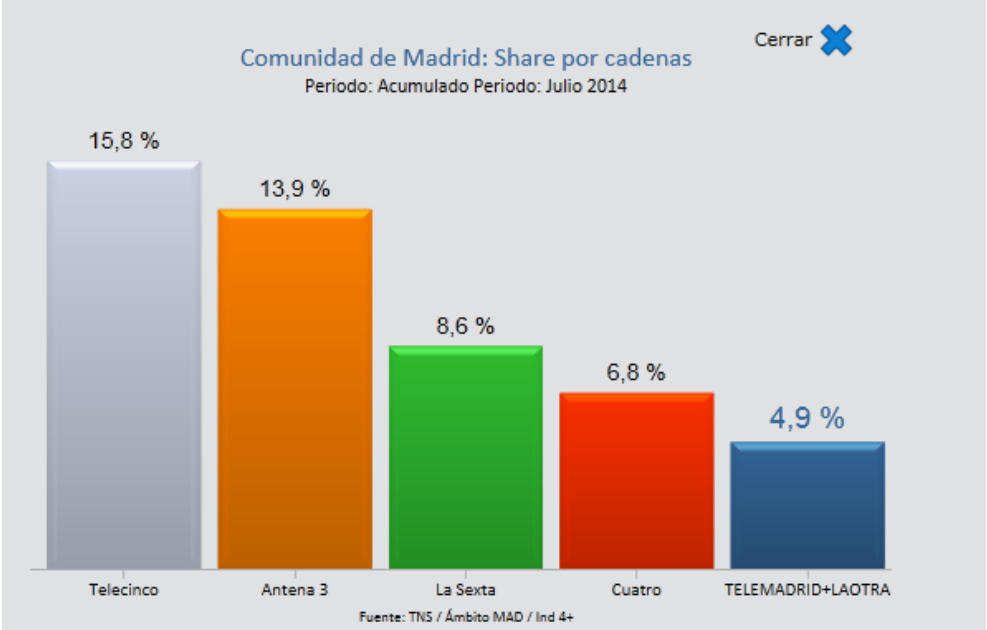
**Figure 7 Audiences for national and autonomous channels in País Vasco 2014 (Source FORTA)**



### 4.1.8 Madrid - TeleMadrid/ La Otra

The autonomous channels in Madrid have lower audience shares compared to other regions with 5%.

**Figure 8 Audiences for national and autonomous channels in Madrid 2014 (Source FORTA)**





## 4.2 Audience data KANTAR MEDIA

The data below from Kantar media provide more detail on the audiences for all channels including the national public service broadcasters.

The data also provides information on 12 autonomous regions and the audiences for national and regional television channels. These data also include the thematic channels of the main broadcasters and it can be seen that the two main groups: Mediaset and Atresmedia each have a total share of around 29% when combining their main channels and their thematic channels.

The presentation of the regional channels below places those with the most significant audience share on the top: Catalunya, Basque Country, Galicia, Aragon, Andalusia etc.

### 4.2.1 Catalunya television audiences

In Catalunya, the regional autonomous channel TV3 is the most popular ahead of the two top national channels and the public service channel.

The share of Mediaset and Atresmedia are lower here than the national average, with around 25%.

The national public broadcaster RTVE has the lowest share (of all the regions measured) in Catalunya with a combined share for the channels of 12.3% (and lower than national average of 16.7%).

The autonomous channels in total represent a challenge to these major players with a combined total of almost 18% of the daily audience.

**Table 1 Catalunya: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	7.1%
La 2	RTVE	2.1%
Other RTVE	RTVE	3.1%
<b>Total national public</b>		<b>12.3%</b>
TV3	Television Catalunya	13.5%
Other TV catalunya	Television Catalunya	4.4%
<b>Total autonomous public</b>		<b>17.9%</b>
Telecinco	Mediaset	10.5%
Cuatro	Mediaset	5.5%
Other Mediaset	Mediaset	8.9%
<b>Total Mediaset</b>		<b>24.9%</b>
Antenna 3	ATRESMEDIA	10.9%
La Sexta	ATRESMEDIA	5.8%
Other ATRESMEDIA		9.2%
<b>Total ATRESMEDIA</b>		<b>25.9%</b>

Source Kantar Media 2013

## 4.2.2 Basque Country/ Euskadi / País Vasco television audiences

The second Basque channel ETB2 has almost 10% of daily audience share close to the main national public channel and Antenna 3.

In total the autonomous channels have almost 14% of the daily audience share.

The national public broadcaster RTVE has a slightly lower share than the national average (with 15.8%) of the audiences in the Basque country.

**Table 2 Euskadi: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	9.7%
La 2	RTVE	2.6%
Other RTVE	RTVE	3.5%
<b>Total national public</b>		<b>15.8%</b>
ETB1	Euskal Telebista Irrati	2.1%
ETB2	Euskal Telebista Irrati	9.6%
<b>Other autonomous</b>	Euskal Telebista Irrati	<b>1.7%</b>
<b>Total autonomous public</b>		<b>13.4%</b>
Telecinco	Mediaset	16.3%
Cuatro	Mediaset	5.9%
Other Mediaset	Mediaset	7.4%
<b>Total Mediaset</b>		<b>29.6%</b>
Antenna 3	ATRESMEDIA	9.8%
La Sexta	ATRESMEDIA	7.3%
Other ATRESMEDIA		9.2%
<b>Total ATRESMEDIA</b>		<b>24.2%</b>

Source Kantar Media 2013

### 4.2.3 Galicia television audiences

The autonomous channels in Galicia have almost 12% audience share compared to almost 17% for those of the national public broadcaster.

TVG has 10.9% compared to the top Spanish channel Telecinco with 14.3%, the second top national private channel Antenna 3 with 11% share and the main national public channel with 10.5% share. The audience share of the national public broadcaster RTVE in Galicia is the same as the national average.

This indicates a very competitive market between these four.

**Table 3 Galicia: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	10.5%
La 2	RTVE	2.3%
Other RTVE	RTVE	3.9%
<b>Total national public</b>		<b>16.7%</b>
TVG	Television Galicia	10.9%
TVG2	Television Galicia	0.9%
<b>Other autonomous</b>	Television Galicia	<b>1.7%</b>
<b>Total autonomous public</b>		<b>11.8%</b>
Telecinco	Mediaset	14.3%
Cuatro	Mediaset	5.6%
Other Mediaset	Mediaset	9.3%
<b>Total Mediaset</b>		<b>29.2%</b>
Antenna 3	ATRESMEDIA	11%
La Sexta	ATRESMEDIA	6.5%
Other ATRESMEDIA		10.2%
<b>Total ATRESMEDIA</b>		<b>27.7%</b>

Source Kantar Media 2013

## 4.2.4 Aragon television audiences

Aragon TV has a share of almost 12% compared with the top Spanish channel Telecinco with 13.7%, the second top national private channel Antenna 3 with 13.4% share and the main national public channel with 11.4% share. The audience share of the national public broadcaster RTVE in Aragon is higher than the national average.

This indicates a very competitive market between these four.

**Table 4 Aragon: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	11.2%
La 2	RTVE	2.5%
Other RTVE	RTVE	3.7%
<b>Total national public</b>		<b>17.4%</b>
Aragon TV	Aragon TV	11.5%
<b>Other autonomous</b>		<b>0.1%</b>
<b>Total autonomous public</b>		<b>11.6%</b>
Telecinco	Mediaset	13.7%
Cuatro	Mediaset	5.0%
Other Mediaset	Mediaset	8.8%
<b>Total Mediaset</b>		<b>27.5%</b>
Antenna 3	ATRESMEDIA	13.4%
La Sexta	ATRESMEDIA	5.9%
Other ATRESMEDIA		8.2%
<b>Total ATRESMEDIA</b>		<b>27.5%</b>

Source Kantar Media 2013

## 4.2.5 Andalusia television audiences

The data below show that the regional autonomous channels have a share of 10%, while the public channels in total have 15%.

Canal Sur has a higher audience than the first national generalist channel La1. The audience share of the national public broadcaster RTVE in Andalusia is just below the national average.

Antenna 3 and Telecinco are just above the autonomous regional channels in terms of share.

**Table 5 Andalusia: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	8.7%
La 2	RTVE	2.1%
Other RTVE	RTVE	4.2
<b>Total national public</b>		<b>15%</b>
Canal Sur	Television Andalusia	9.9%
Other autonomous	Television Andalusia	0.1%
<b>Total autonomous public</b>		<b>10%</b>
Telecinco	Mediaset	12.7%
Cuatro	Mediaset	5.8%
Other Mediaset	Mediaset	10.7%
<b>Total Mediaset</b>		<b>29.2%</b>
Antenna 3	ATRESMEDIA	13.8%
La Sexta	ATRESMEDIA	5.1%
Other ATRESMEDIA		10.4%
<b>Total ATRESMEDIA</b>		<b>29.3%</b>

Source Kantar Media 2013

## 4.2.6 Canarias television audiences

TVCanarias has more than 7.2% of the daily audience share on the Canary Islands, which is slightly higher than the Spanish national public channel. The audience share of the national public broadcaster RTVE in the Canaries, at 12.9% is far below the national average.

**Table 6 Canarias: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	6.6%
La 2	RTVE	1.8%
Other RTVE	RTVE	4.5%
<b>Total national public</b>		<b>12.9%</b>
TVCANARIAS	Ente Público RadioTelevisión Canaria	7.2%
<b>Other autonomous</b>		<b>0.1%</b>
<b>Total autonomous public</b>		<b>7.3%</b>
Telecinco	Mediaset	15.9%
Cuatro	Mediaset	6.7%
Other Mediaset	Mediaset	11.3%
<b>Total Mediaset</b>		<b>33.9%</b>
Antenna 3	ATRESMEDIA	11%
La Sexta	ATRESMEDIA	5.0%
Other ATRESMEDIA		10.8%
<b>Total ATRESMEDIA</b>		<b>26.8%</b>

Source Kantar Media 2013

## 4.2.7 Baleares television audiences

The autonomous channels have almost 7% of the daily audience share. The audience share of the national public broadcaster RTVE is just a couple of percentage points higher than the national average.

**Table 7 Baleares: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	10.9%
La 2	RTVE	2.0%
Other RTVE	RTVE	4.0%
<b>Total national public</b>		<b>16.9%</b>
IB3		5.9%
<b>Other autonomous</b>		<b>0.9%</b>
<b>Total autonomous public</b>		<b>6.8%</b>
Telecinco	Mediaset	13.2%
Cuatro	Mediaset	5.5%
Other Mediaset	Mediaset	11.0%
<b>Total Mediaset</b>		<b>29.7%</b>
Antenna 3	ATRESMEDIA	11.9%
La Sexta	ATRESMEDIA	5.5%
Other ATRESMEDIA		10.3%
<b>Total ATRESMEDIA</b>		<b>27.7%</b>

Source Kantar Media 2013



## 4.2.8 Asturias television audiences

In Asturias, the TPA channels have more than 6% of the daily audience share. The audience share of the national public broadcaster RTVE is higher than the national average with a share of 18.5%.

The Mediaset channels have a share of more than 30% in Asturias.

**Table 8 Asturias: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	12.4%
La 2	RTVE	2.6%
Other RTVE	RTVE	3.5%
<b>Total national public</b>		<b>18.5%</b>
TPA		5.4%
TPA 2		0.7%
<b>Other autonomous</b>		<b>0.7%</b>
<b>Total autonomous public</b>		<b>6.5%</b>
Telecinco	Mediaset	17.5%
Cuatro	Mediaset	5.7%
Other Mediaset	Mediaset	8.1%
<b>Total Mediaset</b>		<b>31.3%</b>
Antenna 3	ATRESMEDIA	11.8%
La Sexta	ATRESMEDIA	6.3%
Other ATRESMEDIA		7.3%
<b>Total ATRESMEDIA</b>		<b>25.4%</b>

Source Kantar Media 2013

#### 4.2.9 Castilla la Mancha television audiences

The regional autonomous channel in Castilla La Mancha has a share of around 5%. The audience share of the national public broadcaster RTVE is higher than the national average with a share of 18.4%.

**Table 9 Castilla la Mancha: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	11.8%
La 2	RTVE	2.4%
Other RTVE	RTVE	4.2%
<b>Total national public</b>		<b>18.4%</b>
CMT	Castilla la Mancha television	4.4%
<b>Other autonomous</b>		<b>0.7%</b>
<b>Total autonomous public</b>		<b>5.1%</b>
Telecinco	Mediaset	15.4%
Cuatro	Mediaset	6.2%
Other Mediaset	Mediaset	9.5%
<b>Total Mediaset</b>		<b>31.1%</b>
Antenna 3	ATRESMEDIA	16.5%
La Sexta	ATRESMEDIA	5.9%
Other ATRESMEDIA		8.4%
<b>Total ATRESMEDIA</b>		<b>30.8%</b>

Source Kantar Media 2013

## 4.2.10 Madrid television audiences

The regional autonomous channels in Madrid are not as well viewed as in the regions outlined above. It may be the case, that in a region containing a highly populated national capital city, regional channels are not as significant (this was also the case with audiences in London in the brief on UK regional TV).

The national public broadcaster with 18.5% for its channels has a higher share than in most of the regions above, while the regional autonomous reach almost 5% (just less than the channels Cuatro and La Sexta). The audience share of the national public broadcaster RTVE is also higher than the national average with a share of 18.5% (compared to 16.7% nationwide).

**Table 10 Madrid: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	11%
La 2	RTVE	2.6%
Other RTVE	RTVE	4.9%
<b>Total national public</b>		<b>18.5%</b>
Tele Madrid	Television Madrid	3.8%
La Otra	Television Madrid	0.7%
<b>Other autonomous</b>		<b>0.2%</b>
<b>Total autonomous public</b>		<b>4.7%</b>
Telecinco	Mediaset	13.6%
Cuatro	Mediaset	6.7%
Other Mediaset	Mediaset	9.1%
<b>Total Mediaset</b>		<b>29.4%</b>
Antenna 3	ATRESMEDIA	13.7%
La Sexta	ATRESMEDIA	7.6%
Other ATRESMEDIA		8.6%
<b>Total ATRESMEDIA</b>		<b>29.9%</b>

Source Kantar Media 2013

#### 4.2.11 Castilla y Leon television audiences

The data here include the audience share of the private regional channels in Castilla y Leon which have a very minor market share.

The audience share of the national public broadcaster RTVE is much higher than the national average with a share of 23% (compared to 16.7% nationwide).

**Table 11 Castilla y Leon: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	15.9%
La 2	RTVE	3.0%
Other RTVE	RTVE	4.0%
<b>Total national public</b>		<b>23%</b>
CyLTV		1.5%
La8		0.6%
<b>Other autonomous</b>		<b>0.0%</b>
<b>Total private regional</b>		<b>2.1%</b>
Telecinco	Mediaset	14.0%
Cuatro	Mediaset	6.1%
Other Mediaset	Mediaset	8.7%
<b>Total Mediaset</b>		<b>28.8%</b>
Antenna 3	ATRESMEDIA	17.6%
La Sexta	ATRESMEDIA	5.2%
Other ATRESMEDIA		8.2%
<b>Total ATRESMEDIA</b>		<b>31%</b>

Source Kantar Media 2013

## 4.2.12 Murcia television audiences

The autonomous channels have a very low share of daily audiences (just 1.7%).

The audience share of the national public broadcaster RTVE is much higher than the national average with a share of 20.2% (compared to 16.7% nationwide). At the same time, the shares of

**Table 12 Murcia: Shares of main channels in 2013**

Channel	Broadcaster	Daily share
La 1	RTVE	13.0%
La 2	RTVE	2.5%
Other RTVE	RTVE	4.8%
<b>Total national public</b>		<b>20.2%</b>
7RM		0.5%
<b>Other autonomous</b>		<b>1.2%</b>
<b>Total autonomous public</b>		<b>1.7%</b>
Telecinco	Mediaset	14.0%
Cuatro	Mediaset	6.4%
Other Mediaset	Mediaset	10.1%
<b>Total Mediaset</b>		<b>30.5%</b>
Antenna 3	ATRESMEDIA	14.4%
La Sexta	ATRESMEDIA	6.0%
Other ATRESMEDIA		10.1%
<b>Total ATRESMEDIA</b>		<b>30.5%</b>

Source Kantar Media 2013

## 4.3 News Audiences

*The following analysis was based on data purchased from EurodataTV worldwide. For copyright reasons, this data has been removed. Below is a very brief summary of the findings of the data.*

### 4.3.1 Lunch-time news

Audiences are not measured at the regional level in Cantabria, Extremadura, Rioja and Navarra.

In researching news programmes in the channels of the autonomous communities and on national TV, it is apparent that the afternoon/ mid-day/ lunchtime news is very significant. In most cases the news broadcasts that are available between 14:00 and 15:00 have higher audience percentage shares than evening news broadcasts that are available between 20:30 and 21:30. The absolute figures are higher also (i.e. the number of viewers watching news is also higher at lunchtime).

The data also showed the importance of lunchtime news in Aragon, Catalunya and Galicia where lunchtime news broadcasts of the autonomous channels had audience shares of close to 30%.

Those regions where the news broadcasts of the regional autonomous channels have the highest audience share (higher than national news broadcasts) are Aragon, Canarias, Catalunya, Galicia and the Pais Vasco. The news broadcasts with the lowest audiences are generally the territorial windows of the national public service broadcaster RTVE.

However the national news broadcast of the national public channel La1 has the highest audiences at lunchtime in Castilla y Leon, Castilla La Mancha, Illes Balears and Murcia. Antena 3 news has the highest of the scores in Andalusia, Madrid and Valencia, while the news of Telecinco scores higher in Asturias. The popularity of news broadcasts from the autonomous channels is lowest in Madrid and Murcia.

### 4.3.2 Evening news

Those regions where the broadcasts of the regional autonomous channels have the highest audience share (higher than national news broadcasts) are Aragon, Catalunya, Galicia and the Basque country.

There are no territorial news broadcasts of the regional studios of national public broadcaster RTVE in the evening.

The national news broadcast of the national public channel La1 has the highest audiences in the evening in Castilla y Leon and Murcia. Antena 3 news has the highest of the scores in Andalusia, and Valencia, while the news of Telecinco scores higher in Andalusia, Asturias, Canarias, Castilla La Mancha, Galicia, Illes Balears, Madrid and Valencia. The popularity of news broadcasts from the autonomous channels is lowest in Madrid and Murcia.

## 4.4 Online data analysis

For the brief, the data provided by audience measurement or online audience measurement companies was examined. In this case the comScore analytics for TV and video viewing online in Spain were accessed.

In the top 40 video websites in Spain, the television channel websites that score highest in Spain for online video sites are Telecinco, followed by those of the public broadcaster RTVE, and also the Antena 3 sites.

Regarding regional channels, Television de Catalunya appears in the top ten. The autonomous broadcasters of Galicia, Andalusia, Aragon, Madrid, the Basque country and Castilla la Mancha all appear in the top 40 video websites in Spain.

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