

# Market Sizing and Analysis of Opportunities Broadcast Market 2005

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• The broadcast market is divided into 5 different categories of channel	
- A) National networks including at least one premium channel (audience>7%)	
• Example: The BBC (UK)	
- Premium channels= BBC1, BBC2,	
- National TV channels= BBC24, BBC Choice, ..., UK Channels (subsidiaries with Telewest)	
- Regional and local stations (18 BBC regional stations: BBC Kent, London, Norwich, ...),	
- International channel= BBC World	
• Other example (Poland): TVN	
- Premium: TVN	
- Regional stations in Warsaw, Lodz, Poludnie	
- B) National medium and small channels (nationwide audience/license).	
• Example (UK): "Discovery Channel Civilizations", or "At the Races"	
- C) Regional/Local medium and small channels (regional audience/license).	
• Example (UK): Cable17 (Croydon), or The Glasgow Students TV	
- D) International channels broadcasting from one country to other countries:	
• Example (UK): Bloomberg TV Spain, Kurdistan Satellite Channel	
- E) Operators: cable, satellite or digital terrestrial operators	
• Example (UK): NTL(cable)	
• X channels: Y produced by « premium networks »+ Z nationwide audience channels+ K regional/local channels +P international	
<b>2.1. TV-Channels in Western Europe (Premium networks)</b>	<b>23</b>
• Y channels (a%) are made by « premium networks »	
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• N operators (cable, satellite, DVB-T): <i>[independant from premium networks]</i>	

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groups owning at least 10 TV stations or 10 cable network systems, or 10 ITFS, MDS or MMDS). We consider here the central cast operations	
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Affiliated to a big network (ABC,CBS,Fox, NBC) or independent. We separate the 50 largest markets from the others	
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• Identification of 4 different categories of digital/shared media projects: playout, newsproduction, sport production, other production	
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• Top of the range : starting at 600 Keuros. 3 categories 1,5 MEuros for news production, 1MEuros for sport production, 800 KEuros for playout centers.	
• Medium-range: from 100 Keuros to 599 Keuros (2 categories for playout:300KEuros or 150 Keuros, 3 categories for production news 500 Keuros, Shows/program 400 Keuros, medium newsroom 150 Keuros, sport production400 Keuros	
• Bottom of the range: from 20 to 99 Keuros (2 categories: 70 KEuros, 20KEuros)	
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• Kane model is the following: who orders what in each category of channel USA/Canada and Western Europe	
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