

EBU Guides

Information Pack

Volume 4: EBU Members' key financial and personnel data

November 2006

Restricted circulation: for EBU Members ONLY

EBU Statistics Network
Strategic Information Service



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November 2006

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Data Collection EBU Statistics Network

All information is believed to be accurate at the time of publication.
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EBU Statistics Network

The EBU Statistics Network consists of 66 members in 45 countries. The purposes of the Network are:

- To manage the regular collection of basic data relating to the EBU Members' services and the European media market.
- To collect more detailed data in specific areas of interest, in support of strategic planning and policy-making activities,
- To constitute a pan-European network of contact persons who are available to provide advice or information according to ad-hoc requirements.

The EBU Statistics Network also organizes annual conferences and provides research assistance to the EBU-SIS.

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Foreword

This volume is a compilation of EBU members' key financial data together with basic figures on personnel. Information on members' services, programming and audience trends are published in separate volumes.

The first section includes data on members' income for 2005 (in euros) and members' funding with a breakdown into public funds, licence fee, advertising and sponsorship. Figures on total expenditure are also included.

Where data for 2005 is not available data from previous years is shown.

The second section analyses major trends in the advertising area using two basic indicators: the Members' share of income from advertising (1992-2005) and the members' market share of the total advertising market (1992 – 2004).

Information on advertising limits for both TV and radio is also reported for 2005.

The third section includes the cost of a licence fee per household (in euros) and the estimate of licence fee evasion (in %).

This section also includes trend analysis of licence fee in national currencies (2000–2005) and information on how the total income collected from licence fees is distributed (to broadcasters, collection agencies, regulators, etc.).

The final section on personnel, splits permanent staff by TV and radio and also gives the number of journalists working in each organisation.

All the information contained in this volume has been provided to the Strategic Information Services (SIS) by the EBU Statistics Network. SIS has gathered, processed and published the information provided by the network as of the end of 2005. If you need more information on specific data you can contact either the SIS or the

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national member of the EBU Statistics Network (cf. Annex). We would very much appreciate your comments, corrections and feedback. With your help, we can ensure that future editions are even more comprehensive, accurate and useful to the EBU community.

This volume is also available on the SIS website at:

<http://www.ebu.ch/sis>

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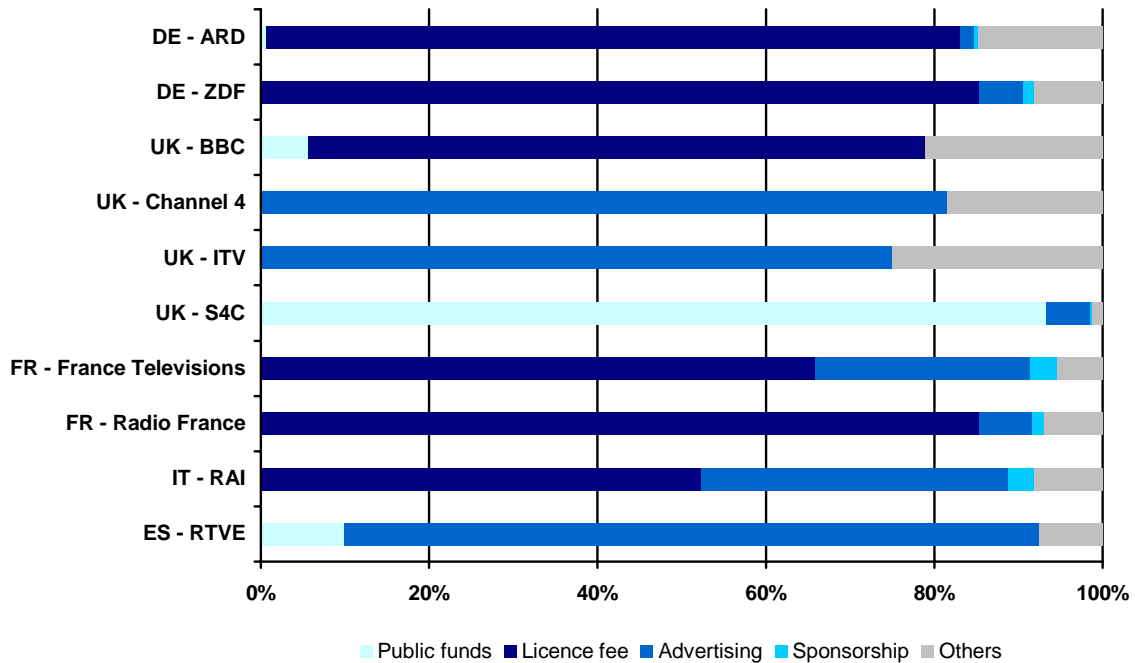
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November 2006

I. Total income and sources of funding 2005

1 Western European markets: Breakdown of funding

1.1 Large markets



(in million of Euros)*

Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Germany	ARD ^(a)	37.0 .6%	5082.4 82.5%	98.4 1.6%	33.9 .6%	132.3 2.1%	909.7 14.8%	6161.4 100%	5970.1
	ZDF	1.0 .1%	1610.0 85.3%	99.0 5.2%	22.0 1.2%	121.0 6.4%	155.0 8.2%	1887.0 100%	1766.0
United Kingdom	BBC	349.3 5.6%	4530.3 73.2%	.0 .0%	.0 .0%	.0 .0%	1307.4 21.1%	6187.0 100%	6155.9
	Channel 4	.0 .0%	.0 .0%	1065.6 81.5%	.0 .0%	1065.6 81.5%	241.1 18.5%	1306.7 100%	1161.3
	ITV	.0 .0%	.0 .0%	2383.0 74.9%	.0 .0%	2383.0 74.9%	797.8 25.1%	3180.8 100%	2700.1
	S4C	130.3 93.2%	.0 .0%	7.5 5.3%	.3 .2%	7.8 5.5%	1.7 1.2%	139.8 100%	143.2
France	France Televisions	.0 .0%	1796.8 65.9%	694.7 25.5%	85.8 3.1%	780.5 28.6%	149.7 5.5%	2727.0 100%	2742.8
	Radio France	.0 .0%	479.0 85.4%	35.0 6.2%	7.7 1.4%	42.7 7.6%	39.3 7.0%	561.0 100%	.0
Italy	RAI	.0 .0%	1482.0 52.3%	1033.0 36.5%	89.0 3.1%	1122.0 39.6%	229.0 8.1%	2833.0 100%	.0
Spain	RTVE ^(b)	85.4 9.9%	.0 .0%	709.1 82.5%	.0 .0%	709.1 82.5%	64.9 7.5%	859.4 100%	1478.0

(a) Including DW and excluding DLR (This year DeutschlandRadio isn't able to take part in the finance statistic because of their revision in the cost accounting.)

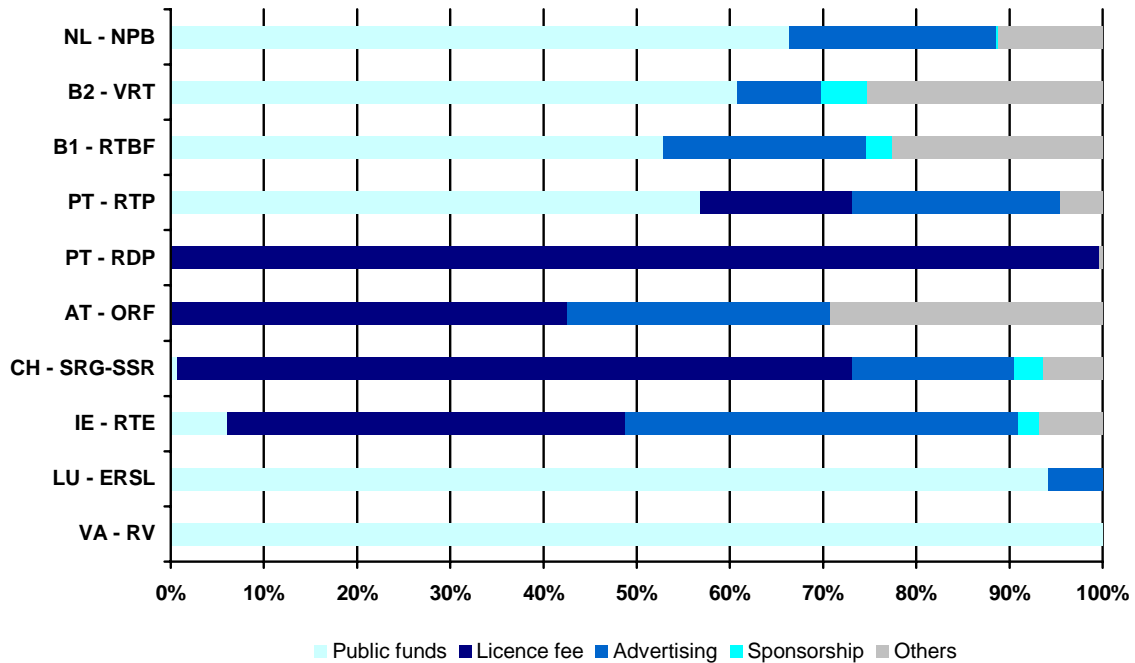
(b) RTVE other income is mainly through programme sales. The difference between Total income and Total expenditure is made up of market loans backed up by a governmental guarantee.

(*) Euro exchange rate as of 31 December for the relevant year.

(**) Total expenditure including staff cost.

1. Western European markets: Breakdown of funding

1.2 Medium and small markets



(in million of Euros)*

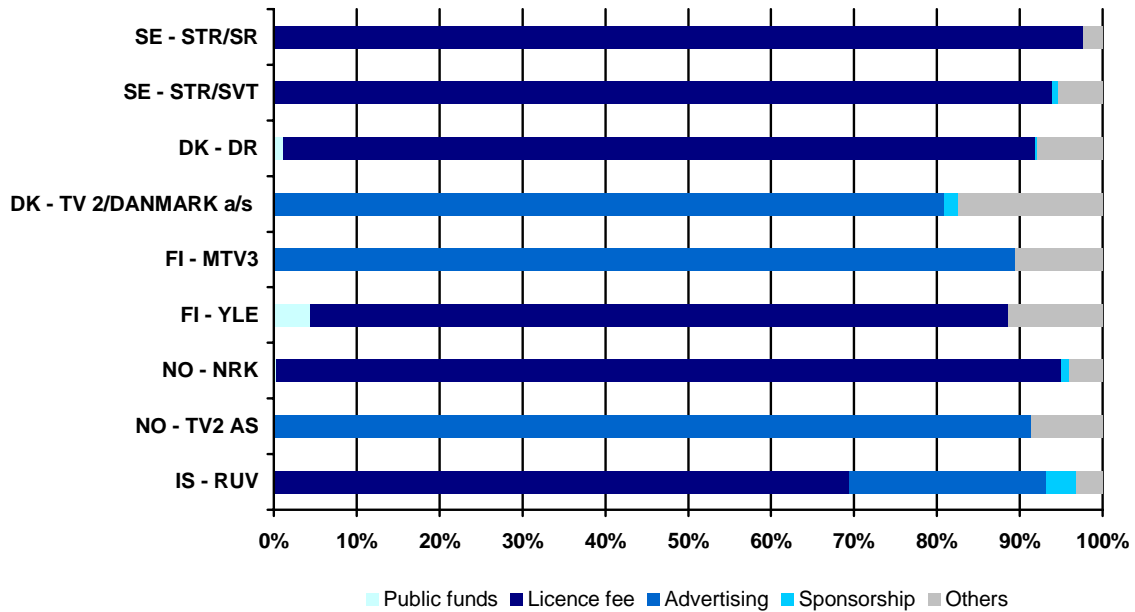
Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Netherlands	NPB	556.3 66.4%	.0 .0%	186.3 22.2%	1.2 .1%	187.5 22.4%	94.1 11.2%	837.9 100%	838.6
Belgium Flemish	VRT	264.8 60.8%	.0 .0%	39.1 9.0%	21.3 4.9%	60.4 13.9%	110.2 25.3%	435.4 100%	441.3
Belgium French	RTBF	178.6 52.9%	.0 .0%	73.3 21.7%	9.3 2.8%	82.6 24.5%	76.5 22.6%	337.8 100%	229.6
Portugal	RTP	121.8 56.7%	35.2 16.4%	47.8 22.3%	.0 .0%	47.8 22.3%	9.9 4.6%	214.7 100%	222.0
	RDP	.0 .0%	44.5 99.6%	.0 .0%	.0 .0%	.0 .0%	.2 .4%	44.6 100%	44.0
Austria	ORF	2.0 .2%	451.0 42.3%	301.0 28.3%	.0 .0%	301.0 28.3%	311.0 29.2%	1065.0 100%	1014.0
Switzerland	SRG-SSR	6.8 .7%	714.8 72.5%	170.8 17.3%	31.0 3.1%	201.8 20.5%	62.9 6.4%	986.3 100%	987.4
Ireland	RTE	24.0 6.0%	170.0 42.7%	168.0 42.2%	9.0 2.3%	177.0 44.5%	27.0 6.8%	398.0 100%	389.0
Luxemburg	ERSL (2001)	3.2 94.1%	.0 .0%	.2 5.9%	.0 .0%	.2 5.9%	.0 .0%	3.4 100%	3.4
Vatican	RV	24.1 100.0%	.0 .0%	.0 .0%	.0 .0%	.0 .0%	.0 .0%	24.1 100%	24.1

(*) Euro exchange rate as of 31 December for the relevant year.

(**) Total expenditure including staff cost.

1. Western European markets: Breakdown of funding

1.3 Nordic / Scandinavian markets



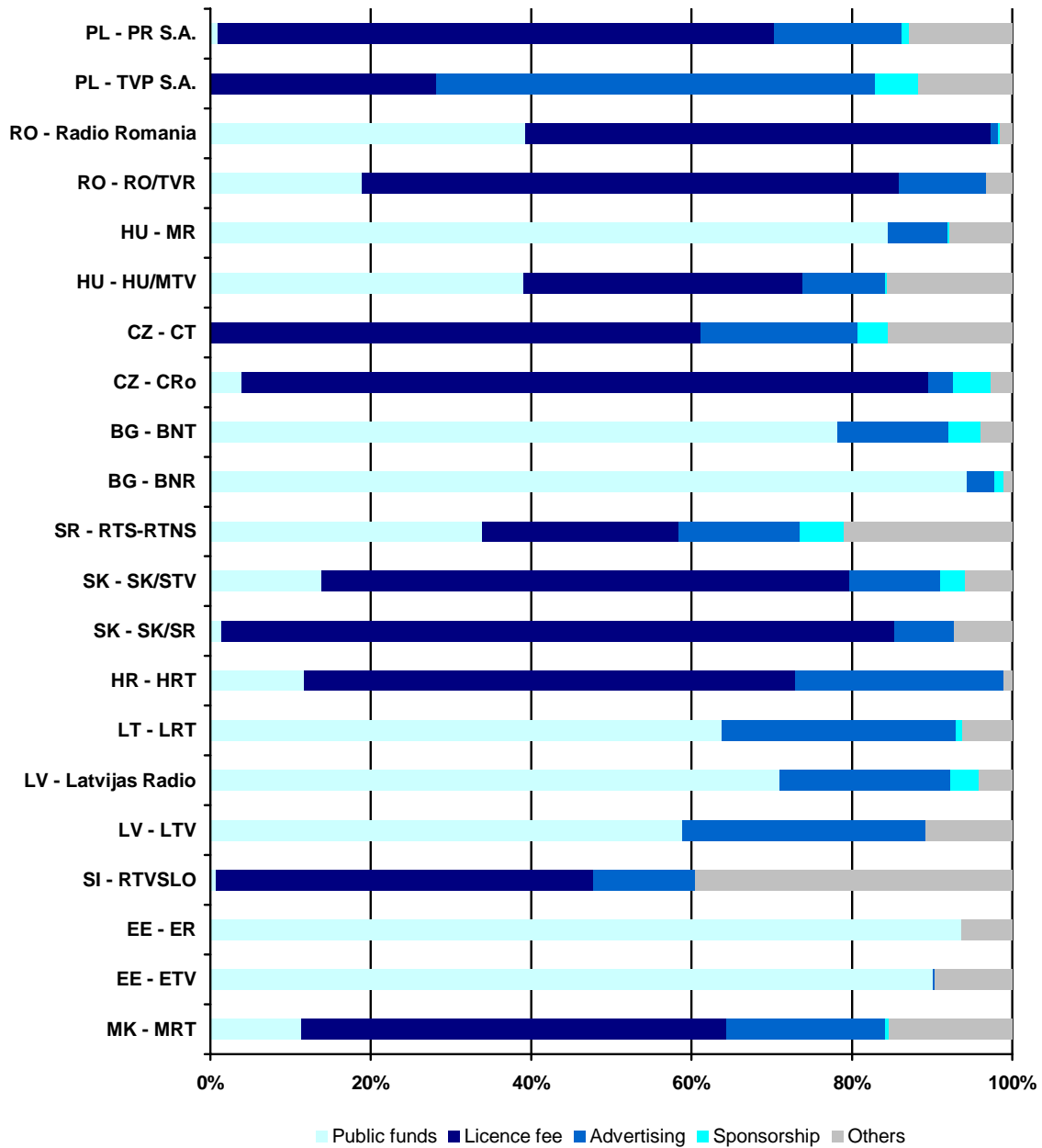
(in million of Euros)*

Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Sweden	STR/SR	.0 .0%	242.8 97.7%	.0 .0%	.0 .0%	.0 .0%	5.8 2.3%	248.6 100%	226.4
	STR/SVT	.0 .0%	439.0 93.8%	.0 .0%	3.3 .7%	3.3 .7%	25.5 5.4%	467.8 100%	443.0
Denmark	DR (2004)	5.1 1.2%	403.0 90.7%	.0 .0%	1.4 .3%	1.4 .3%	34.8 7.8%	444.3 100%	423.5
	TV 2/DANMARK a/s	.0 .0%	.0 .0%	184.6 80.9%	4.0 1.8%	188.6 82.6%	39.7 17.4%	228.3 100%	214.7
Finland	MTV3	.0 .0%	.0 .0%	177.0 89.4%	.0 .0%	177.0 89.4%	21.0 10.6%	198.0 100%	185.0
	YLE	18.5 4.4%	351.3 84.1%	.0 .0%	.0 .0%	.0 .0%	47.9 11.5%	417.7 100%	451.6
Norway	NRK	1.4 .3%	430.0 94.7%	.0 .0%	4.1 .9%	4.1 .9%	18.4 4.1%	453.9 100%	459.7
	TV2 AS	.0 .0%	.0 .0%	197.3 91.4%	.0 .0%	197.3 91.4%	18.7 8.6%	215.9 100%	186.4
Iceland	RUV	.0 .0%	32.7 69.5%	11.2 23.8%	1.7 3.5%	12.9 27.3%	1.5 3.2%	47.1 100%	48.1

(*) Euro exchange rate as of 31 December for the relevant year.

(**) Total expenditure including staff cost.

2 Central and Eastern European markets: Breakdown of funding



(in million of Euros)*

Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Poland	PR S.A.	.8 1.0%	53.1 69.3%	12.2 15.9%	.8 1.0%	12.9 16.9%	9.8 12.8%	76.6 100%	72.2
	TVP S.A.	.8 .2%	136.4 28.0%	266.3 54.7%	26.4 5.4%	292.7 60.1%	56.9 11.7%	486.9 100%	386.2
Romania	Radio Romania	34.9 39.3%	51.6 58.1%	.8 .9%	.2 .2%	1.0 1.1%	1.4 1.6%	88.8 100%	85.2
	RO/TVR	22.9 18.9%	81.0 67.0%	13.0 10.7%	.1 .1%	13.1 10.8%	3.9 3.2%	120.8 100%	112.2
Hungary	MR ^(a)	52.1 84.5%	.0 .0%	4.6 7.5%	.1 .1%	4.7 7.6%	4.8 7.9%	61.6 100%	71.1
	HU/MTV ^(b)	44.6 39.1%	39.7 34.8%	11.7 10.2%	.4 .4%	12.1 10.6%	17.8 15.6%	114.2 100%	108.1

(in million of Euros)*

Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Czech republic	CT	.0 .0%	111.9 61.1%	35.9 19.6%	6.8 3.7%	42.8 23.4%	28.5 15.5%	183.1 100%	159.0
	CRo	2.2 3.9%	48.2 85.7%	1.7 3.0%	2.7 4.8%	4.4 7.8%	1.5 2.6%	56.2 100%	57.5
Bulgaria	BNT (2004)	28.0 78.2%	.0 .0%	5.0 13.9%	1.4 4.0%	6.4 17.8%	1.4 4.0%	35.8 100%	.0
	BNR	16.6 94.4%	.0 .0%	.6 3.4%	.2 1.1%	.8 4.6%	.2 1.1%	17.5 100%	18.6
Serbia	RTS-RTNS ^(c)	28.7 33.9%	20.7 24.5%	12.7 15.0%	4.8 5.6%	17.5 20.6%	17.7 20.9%	84.7 100%	90.7
Slovakia	SK/STV (2002)	5.2 13.9%	24.7 65.8%	4.2 11.3%	1.2 3.1%	5.4 14.4%	2.2 5.9%	37.6 100%	47.4
	SK/SR	.3 1.4%	16.1 83.9%	1.4 7.5%	.0 .0%	1.4 7.5%	1.4 7.3%	19.2 100%	26.3
Croatia	HRT	23.1 11.6%	121.5 61.2%	51.8 26.1%	.0 .0%	51.8 26.1%	2.0 1.0%	198.4 100%	197.5
Lithuania	LRT	11.1 63.8%	.0 .0%	5.1 29.2%	.1 .8%	5.2 30.1%	1.1 6.2%	17.3 100%	17.1
Latvia	Latvijas Radio	4.6 70.9%	.0 .0%	1.4 21.4%	.2 3.5%	1.6 24.9%	.3 4.2%	6.5 100%	6.4
	LTV	7.7 58.9%	.0 .0%	3.9 30.3%	.0 .0%	3.9 30.3%	1.4 10.9%	13.1 100%	.0
Slovenia	RTVSLO	1.2 .7%	75.7 47.0%	20.4 12.7%	.0 .0%	20.4 12.7%	63.7 39.6%	160.9 100%	121.2
Estonia	ER	6.8 93.7%	.0 .0%	.0 .0%	.0 .0%	.0 .0%	.5 6.3%	7.3 100%	7.1
	ETV	12.5 90.1%	.0 .0%	.0 .2%	.0 .0%	.0 .2%	1.4 9.7%	13.9 100%	12.5
FYROM (Former Yugoslav Republic of Macedonia)	MRT (2001)	1.7 11.4%	8.1 52.9%	3.0 19.8%	.1 .5%	3.1 20.3%	2.4 15.4%	15.4 100%	16.6
Ukraine	NRU								

(a) As of 2002, the government decided to no longer collect licence fees and allocated funding from the budget to pay for it.

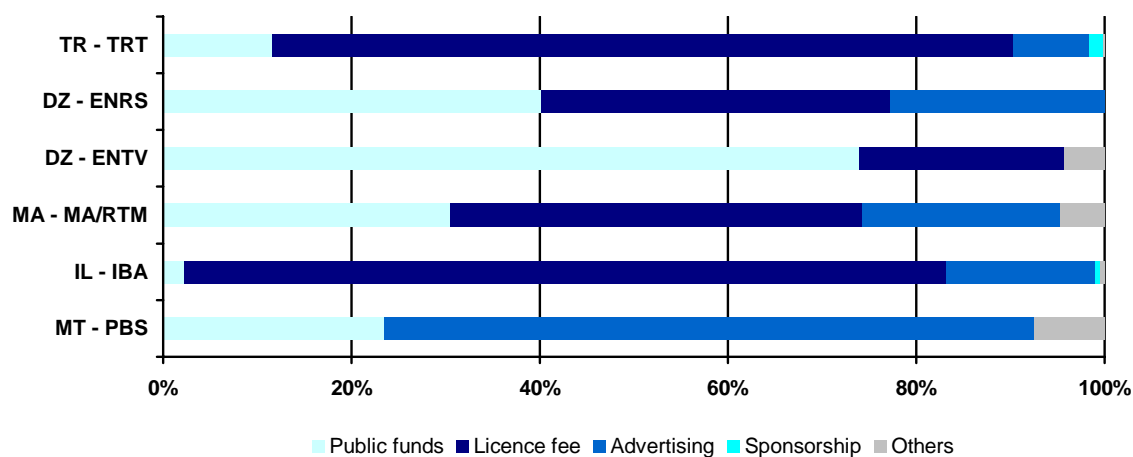
(b) Licence fees were paid by the state on behalf of the households as of July 2002 and therefore figure under Public Funds in MTV's accounts.

(c) The changes in 2004 have occurred due to the implementation of International Accounting Standards, as well as due to deficit financing from the budget. Licence fee started from 1 November 2005. The amount of 23 million euros is the invoiced subscription, whilst the amount actually collected by the end of 2005 is 2.3 million euros.

(*) Euro exchange rate as of 31 December for the relevant year.

(**) Total expenditure including staff cost.

3 Mediterranean markets: Breakdown of funding



(in million of Euros)*

Market	Organization	Publics funds	Licence fee	Advertising	Sponsorship	Total Ad & Sponsorship	Others	Total income	Total exp.**
Turkey	TRT	39.3 11.6%	266.8 78.7%	27.4 8.1%	5.0 1.5%	32.4 9.6%	.6 .2%	339.1 100%	327.3
Algeria	ENRS (2004)	6.0 40.1%	5.6 37.1%	3.4 22.7%	.0 .0%	3.4 22.7%	.0 .0%	15.0 100%	14.1
	ENTV (2000)	17.0 73.9%	5.0 21.7%	.0 .0%	.0 .0%	.0 .0%	1.0 4.3%	23.0 100%	.0
Morocco	MA/RTM (2004)	14.6 30.5%	21.0 43.8%	10.0 21.0%	.0 .0%	10.0 21.0%	2.3 4.8%	47.8 100%	51.6
Greece	ERT								
Israel	IBA	3.1 2.2%	114.4 81.0%	22.3 15.8%	.7 .5%	23.0 16.3%	.8 .5%	141.2 100%	150.9
Libya	LJB								
Cyprus	CY/CBC								
Malta	PBS	1.2 23.5%	.0 .0%	3.4 69.0%	.0 .0%	3.4 69.0%	.4 7.5%	4.9 100%	4.1

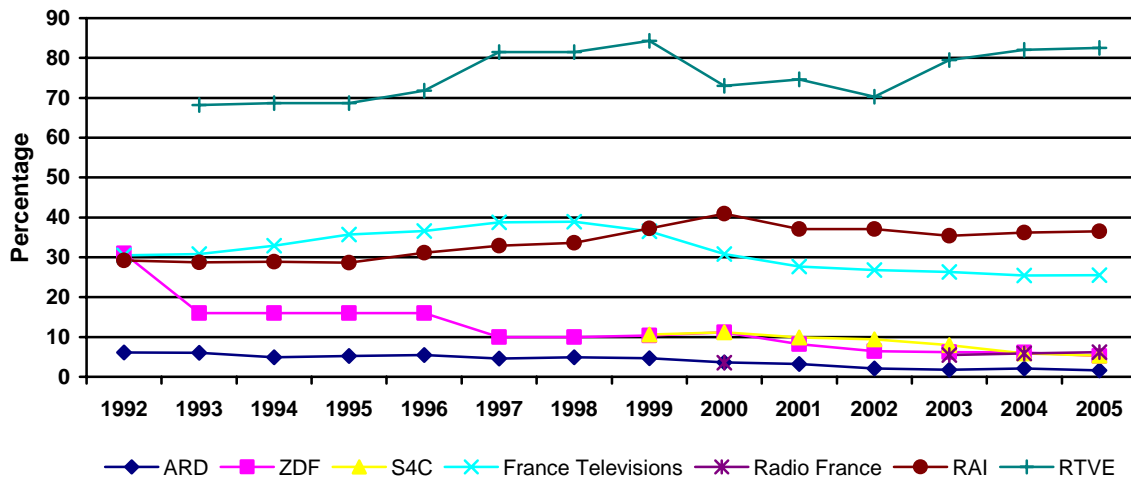
(*) Euro exchange rate as of 31 December for the relevant year.

(**) Total expenditure including staff cost.

II. Advertising trends

1 Advertising as Share of the total income of the organization (1992-2005)

1.1 Western Europe: Large markets (%)

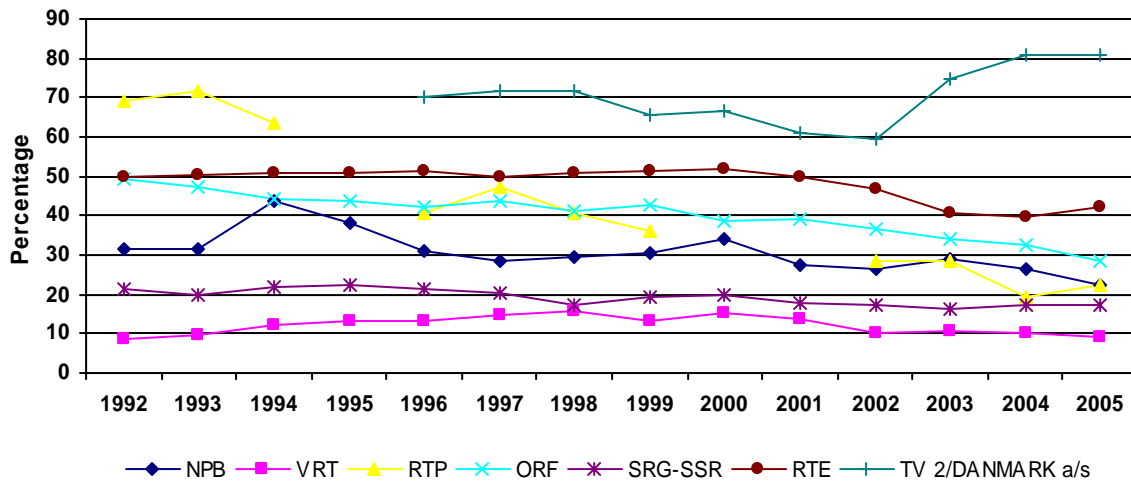


Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Germany	ARD	6.1	6.0	4.9	5.2	5.5	4.6	4.9	4.7	3.6	3.2	2.1	1.8	2.1	1.6
	ZDF	31.0	16.0	16.0	16.0	16.0	10.0	10.0	10.4	11.2	8.2	6.4	6.2	6.1	5.2
United Kingdom	BBC														
	S4C								10.6	11.2	9.9	9.4	8.0	5.9	5.3
France	France Televisions	30.5	30.8	32.9	35.7	36.6	38.8	38.9	36.5	30.8	27.7	26.8	26.3	25.4	25.5
	Radio France									3.5			5.5	5.9	6.2
Italy	RAI	29.2	28.7	28.9	28.6	31.1	32.9	33.6	37.2	40.9	37.1	37.1	35.4	36.2	36.5
Spain	RTVE		68.2	68.7	68.7	71.8	81.5	81.5	84.3	73.0	74.6	70.3	79.5	82.0	82.5

NB: Light blue shading indicates that the organization does not carry advertising.

1. Advertising as Share of the total income of the organization (1992-2005)

1.2 Western Europe: Medium and Nordic / Scandinavian markets (%)

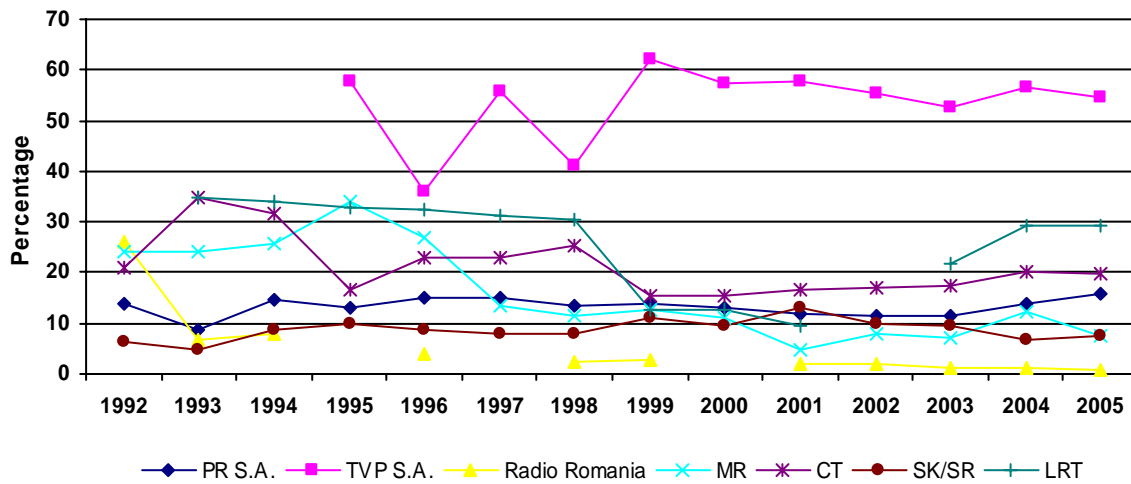


Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Netherlands	NPB	31.3	31.5	43.6	38.2	30.9	28.5	29.5	30.7	34.1	27.7	26.5	28.8	26.6	22.2
Belgium Flemish	VRT	8.5	9.5	12.4	13.0	13.2	14.7	15.8	13.0	15.2	13.6	10.1	10.8	10.3	9.0
Belgium French	RTBF			14.8		20.0	20.7	21.0	23.3	25.9	18.8			21.7	21.7
Portugal	RTP	69.0	71.9	63.7		40.8	47.2	40.6	36.0			28.3	28.6	19.3	22.3
	RDP	7.4													
Austria	ORF	49.1	47.4	44.2	43.8	42.1	43.6	41.4	42.7	38.5	38.9	36.8	34.3	32.3	28.3
Switzerland	SRG-SSR	21.2	19.8	22.0	22.5	21.6	20.5	17.3	19.4	20.0	17.9	17.2	16.5	17.5	17.3
Ireland	RTE	50.0	50.5	51.0	51.1	51.3	49.9	50.7	51.5	52.0	49.7	46.7	40.6	39.9	42.2
Luxemburg	ERSL														
Vatican	RV														
Sweden	STR/SR														
	STR/SVT														
Denmark	DR														
	TV 2/DANMARK a/s					70.3	71.6	71.5	65.5	66.5	60.8	59.7	74.5	81.0	80.9
Finland	MTV3								88.9				93.5	89.0	89.4
	YLE														
Norway	NRK														
	TV2 AS								93.3	90.3	87.7			91.4	91.4
Iceland	RUV								29.2	30.0	26.5	24.5	24.4	23.6	23.8

NB: Light blue shading indicates that the organization does not carry advertising.

1. Advertising as Share of the total income of the organization (1992-2005)

1.3 Central and Eastern European markets (%)



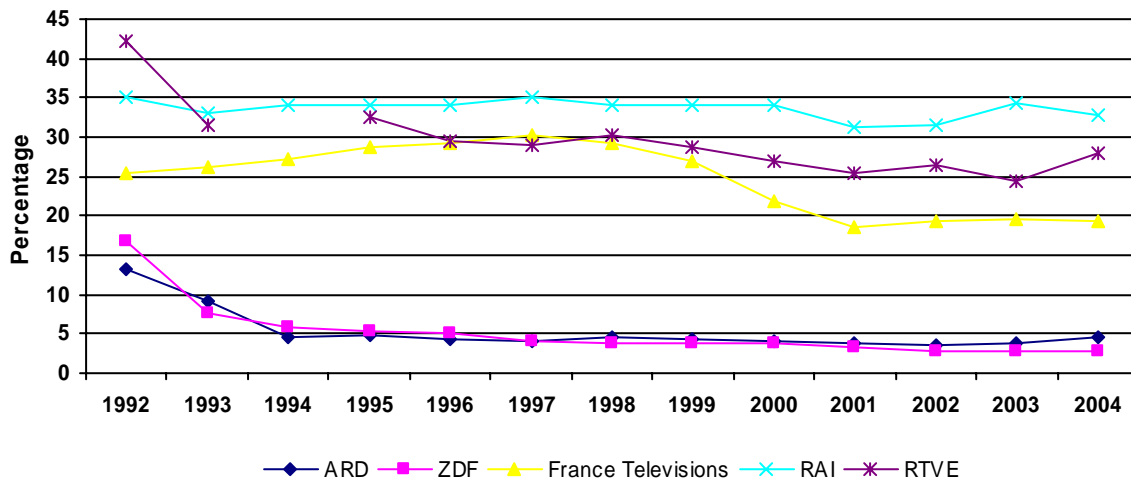
Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Poland	PR S.A.	13.7	8.7	14.5	13.2	15.2	15.1	13.6	14.0	13.0	11.8	11.5	11.5	13.7	15.9
	TVP S.A.				57.9	36.1	55.8	41.2	62.0	57.4	57.7	55.5	52.7	56.6	54.7
Romania	Radio Romania	26.1	6.9	8.1		3.9		2.4	2.9		1.9	1.8	1.3	1.1	.9
	RO/TVR								14.3	13.4	13.4	14.2	8.2	11.0	10.7
Hungary	MR	24.0	24.2	25.7	34.0	27.0	13.4	11.3	12.7	10.9	4.8	7.9	7.0	12.3	7.5
	HU/MTV			29.6		43.3	54.7	32.0	8.8	9.2	7.4	10.1	11.8	13.2	10.2
Czech republic	CT	21.0	35.0	31.6	16.5	22.8	23.1	25.5	15.4	15.3	16.7	17.1	17.3	20.2	19.6
	CRo		8.6	9.3	9.2		4.6		2.3	2.9	3.1	3.3	3.2	3.6	3.0
Bulgaria	BNT								43.0						
	BNR								5.5	6.0		3.5	3.8	3.1	3.4
Serbia	RTS-RTNS										18.0	12.1	11.7	25.1	15.0
Slovakia	SK/STV		29.7	31.4	32.0	28.2	16.2	11.9	12.7	8.5	12.1	11.3			11.3
	SK/SR	6.2	4.6	8.8	9.8	8.6	8.1	7.8	11.1	9.6	13.0	10.0	9.5	6.8	7.5
Croatia	HRT										34.8	35.9	35.2	32.5	26.1
Lithuania	LRT		35.0	34.0	33.0	32.5	31.3	30.4	12.8	12.8	9.3		21.8	29.2	29.2
Latvia	Latvijas Radio								12.1	18.5		18.9		27.2	21.4
	LTV								40.0	38.2		29.7	13.9		30.3
Slovenia	RTVSLO				49.0				18.9	11.6	12.0	17.4	16.3	16.6	12.7
Estonia	ER								13.2	10.9			11.6		
	ETV		17.5	26.1	27.0	33.1	37.0		7.1	26.1		9.8		.2	.2
FYROM (Former Yugoslav Republic of Macedonia)	MRT										19.8				19.8
Ukraine	NRU										32.4		39.3		

1.4 Mediterranean markets (%)

Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Turkey	TRT												11.5	11.7	8.1
Morocco	MA/RTM												21.0	21.0	21.0
Malta	PBS												34.3		69.0

2 Share of TV advertising revenue - Advertising market share in % - Gross(EBU Members) (1992-2004)*

2.1 Western Europe: Large markets (in %)



Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Germany	ARD ^(a)	13.3	9.2	4.5	4.8	4.4	4.1	4.5	4.3	4.1	3.7	3.5	3.7	4.7
	ZDF ^(b)	16.7	7.7	5.9	5.4	5.0	4.1	3.9	3.7	3.8	3.3	2.9	2.9	2.9
United Kingdom	BBC													
France	France Televisions	25.4	26.3	27.1	28.8	29.3	30.3	29.2	27.0	21.8	18.6	19.3	19.5	19.4
Italy	RAI	35.0	33.0	34.0	34.0	34.0	35.0	34.0	34.0	34.0	31.3	31.6	34.2	32.7
Spain	RTVE ^(c)	42.2	31.6		32.5	29.6	29.1	30.2	28.7	27.0	25.5	26.4	24.4	28.0

(a) Net figures

(b) Net figures

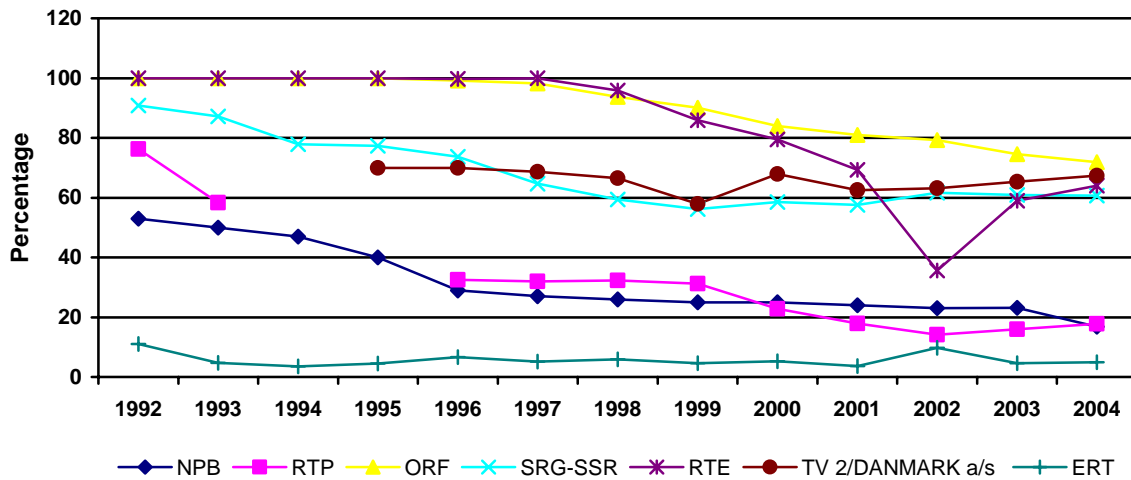
(c) 2004 data: net figure

NB: Light blue shading indicates that the organization does not carry advertising.

*Source: EBU Statistics Network and IP European Key Facts.

2. Share of TV advertising revenue - Advertising market share in % - Gross(EBU Members) (1992-2004)*

2.2 Western Europe: Medium, Nordic / Scandinavian and Mediterranean markets (in %)



Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Netherlands	NPB	53.0	50.0	47.0	40.0	29.0	27.0	26.0	25.0	25.0	24.0	23.1	23.2	16.8
Belgium Flemish	VRT								1.4	1.0	2.5	3.2	2.9	3.5
Belgium French	RTBF					10.7	11.3	10.6	11.0	11.0	11.3	11.0	9.7	10.2
Portugal	RTP	76.3	58.3			32.5	32.0	32.3	31.2	22.8	17.9	14.2	16.0	17.8
Austria	ORF	100.0	100.0	100.0	100.0	99.2	98.2	93.7	90.1	84.0	81.0	79.2	74.5	71.9
Switzerland	SRG-SSR	90.8	87.2	77.9	77.3	73.7	64.7	59.4	56.2	58.5	57.6	61.7	60.9	60.7
Ireland	RTE	100.0	100.0	100.0	100.0	99.7	99.9	95.9	85.9	79.5	69.3	35.6	59.0	64.0
Luxemburg	ERSL													
Sweden	STR/SVT													
Denmark	DR													
	TV 2/DANMARK a/s				69.9	69.9	68.6	66.5	57.9	67.9	62.5	63.2	65.3	67.3
Finland	MTV3 ^(a)	70.6	41.2			71.7	68.7	88.0	83.0	75.0	73.0	74.0	72.0	
	YLE													
Norway	NRK													
Iceland	RUV											24.8	28.3	29.3
Greece	ERT	11.0	4.7	3.5	4.5	6.7	5.1	5.9	4.6	5.3	3.6	9.8	4.6	4.9

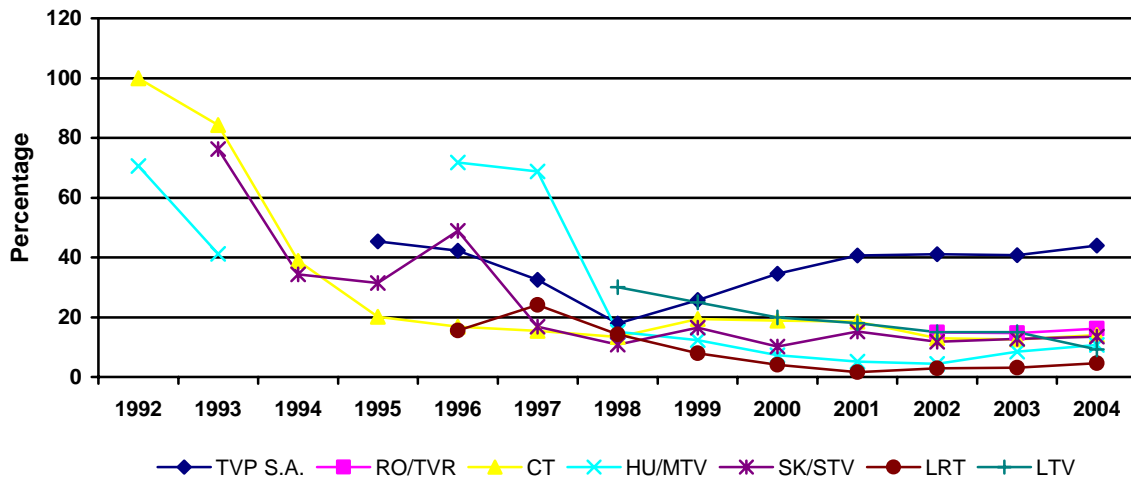
(a) Including SubTV

NB: Light blue shading indicates that the organization does not carry advertising.

*Source: EBU Statistics Network and IP European Key Facts.

2. Share of TV advertising revenue - Advertising market share in % - Gross(EBU Members) (1992-2004)*

2.3 Central and Eastern European markets (in %)



Market	Organization	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Poland	TVP S.A.				45.4	42.2	32.5	17.9	25.7	34.5	40.6	41.1	40.8	44.0
Romania	RO/TVR											14.9	14.7	16.2
Czech republic	CT	100.0	84.3	38.8	20.2	16.8	15.4	13.4	19.4	18.9	18.5	13.0	12.6	14.1
Hungary	HU/MTV	70.6	41.2			71.7	68.7	15.1	12.3	7.3	5.2	4.4	8.5	10.7
Bulgaria	BNT											9.6	11.3	10.4
Slovakia	SK/STV		76.3	34.3	31.4	48.9	16.8	10.8	16.5	10.2	15.2	11.8	12.8	13.5
Croatia	HRT											45.6	44.9	36.9
Lithuania	LRT					15.6	24.1	14.3	7.9	4.1	1.6	2.9	3.1	4.6
Latvia	LTV							30.0	25.0	20.0	18.0	15.0	15.0	9.2
FYROM (Former Yugoslav Republic of Macedonia)	MRT											28.6	22.5	6.4
Slovenia	RTVSLO											15.5	14.9	16.5
Estonia	ETV			52.0	47.0	35.0	34.0		6.4	26.0	28.0	11.6		
Ukraine	NTU											4.1	2.1	

*Source: EBU Statistics Network and IP European Key Facts.

3 TV advertising limits (2005)

Market	All TV broadcasters			Public-service TV broadcasters			Private TV broadcasters		
	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour
Germany ^(a)					20		20		12
United Kingdom (2004)							11.7	168	12
France				10	144	8	10	144	12
Italy ^(b)						7	15	216	11
Spain	15	216	12	15	216	12	15	216	12
Netherlands				6.5		12	15		12
Belgium Flemish	15	216	12	15	216	12	15	216	12
Belgium French				10	144	12	15		
Portugal				15	144	6	15	288	12
Austria ^(c)					42	12	15		12
Switzerland				8		12	15		12
Ireland						6			9
Luxemburg									
Monaco									
San Marino									
Vatican									
Sweden							10		8
Denmark				0.15		12	0.15		12
Finland							15		12
Norway	15		12						
Iceland				0.2	144	12			
Poland	15		12	15		12	15		12
Romania				13.33	192	8	20	288	12
Hungary				15		6	15		12
Czech republic ^(d)				1	14	12	15	216	12
Bulgaria									
Serbia				10	144	6	20	288	12
Slovakia			12	3		6	15		
Croatia	15		12			9	15		12
Lithuania				15			15		12
Bosnia & Herzegovina									
Latvia									
Slovenia ^(e)			12	15			20		
Albania									
Estonia ^(f)							20		12
FYROM				0.07		4	0.2		12
Russian Federation	20			20			20		
Ukraine									
Belarus									
Moldova									
Turkey	15	216	15	15	216	15	15	216	15
Egypt									
Algeria									
Morocco				1	12				
Greece	15	288	12	15	288	12	15	288	12
Israel							10	144	12
Tunisia									
Libya									
Lebanon									
Jordan									
Cyprus									
Malta									

* Daily air time.

(a) Time limits: no advertising allowed on Sundays or public holidays and the rest of the time, only before 8 p.m.

(b) 4 % per week and per channel.

(c) 42 minutes per day and per channel.

(d) Time limits: 7pm - 10pm for public service TV broadcasters; no time limits for private.

(e) Time limits: 9 mins per hour from 6pm to 11pm.

(f) As of the 1st July 2002, no advertising is allowed on public service TV broadcasters.

4 Radio advertising limits (2005)

Market	All Radio broadcasters			Public-service Radio broadcasters			Private Radio broadcasters		
	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour
Germany ^(a)					90		20		12
United Kingdom ^(b)									
France ^(c)					30				
Italy ^(d)						7			11
Spain									
Netherlands				6		12	15		12
Belgium Flemish	15	216	12	15	216	12	15	216	12
Belgium French				20	288	12			
Portugal	15	240	20				20	288	
Austria ^(e)					172			172	
Switzerland							15		12
Ireland						5			9
Luxemburg									
Monaco									
San Marino									
Vatican									
Sweden									8
Denmark							0.15		
Finland							10		12
Norway									
Iceland				0.2	144	12			
Poland	15	216	12	15	216	12	15	216	12
Romania				15	216	9			
Hungary					120	6		240	12
Czech republic ^(f)					67		25	360	
Bulgaria				15		6			12
Serbia				10	144	6	20	288	12
Slovakia				3			20		
Croatia	15		12			9	15		12
Lithuania				15		6	15		12
Bosnia & Herzegovina									
Latvia	15					6			12
Slovenia ^(g)			12	10			15		12
Albania									
Estonia							15	216	12
FYROM				0.07		4	0.2		12
Russian Federation	25								
Ukraine				15	216	9			
Belarus									
Moldova									

* Daily air time.

(a) Time limits: no advertising allowed on Sundays or public holidays and the rest of the time, only before 8 p.m.

(b) No radio advertising limits.

(c) Max 30 minutes coverage per day.

(d) 4 % per week and per channel.

(e) 172 minutes per day for all ORF radio channels together. Furthermore, one national ORF radio channel must not carry advertising at all and one national ORF radio channel is limited to maximum 8% of the daily airtime on the average. Regional ORF radio channels must not broadcast more than 5 minutes of advertising per day.

(f) Public service radio broadcasters: max.min./day - National wide stations 3 min./day, every from each of our 4 stations, i.e. 12 min per day - Regional 5 min. /day, every from each of 11 our stations, i.e. 55 min. per day. All public services together 67 min. per day.

(g) Time limits: 9 mins per hour from 6pm to 11pm.

Market	All Radio broadcasters			Public-service Radio broadcasters			Private Radio broadcasters		
	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour	Max % time *	Max mn/day	Max mn/hour
Turkey	15	216	15	15	216	15	15	216	15
Egypt									
Algeria				100	100	100			
Morocco									
Greece	20	288	12	20	288	12	20	288	12
Israel				10	192	10			
Tunisia									
Libya									
Lebanon									
Jordan									
Cyprus									
Malta									

* Daily air time.

III. Licence fees

1 Licence fee per household (in Euros*) and Collection agency (2005)

Market	TV	Radio	Radio & TV	Collection Agency
Germany		65.6	201.8	Specialised agency
United Kingdom	184.8			
France	116.5			Government department
Italy	99.6			Government department
Spain				
Netherlands				
Belgium Flemish				
Belgium French (2004)				Specialised agency
Portugal ^(a)			19.6	Electricity supply authority
Austria		69.0	238.0	Specialised agency
Switzerland	180.6	108.4		Specialised agency
Ireland	155.0			Postal administration
Sweden			203.9	Own subsidiary (Rikab) owned by the broadcasters
Denmark	273.4	42.9	273.4	
Finland	194.0			Finnish Communications Regulatory Authority (FICORA)
Norway	237.7			
Iceland	363.6	109.1	363.6	
Poland (2004)		13.3	41.4	Postal administration
Romania	13.0	8.1		Electricity supply authority
Hungary ^(b)	39.7			temporarily the State transfers the estimated sum of payment
Czech republic ^(c)	35.0	16.1		Postal administration
Bulgaria (2004)				
Serbia ^(d)			41.9	Electricity supply authority
Slovakia		12.6		Postal administration
Croatia ^(e)			101.6	
Lithuania (2004)				
Latvia				
Slovenia		39.0	131.9	
Estonia				
FYROM (Former Yugoslav Republic of Macedonia) (2001)			51.3	Electricity supply authority
Turkey				Electricity supply authority
Algeria (2004) ^(f)				Electricity supply authority
Morocco (2004) ^(g)	1.8			Electricity supply authority
Greece				
Israel	75.2		75.2	car radio licence fee is collected by a government department
Malta	34.8			Government department

(a) Portugal - No TV licence fee. As of 1992 radio licence fee replaced by a fee based on amount of electricity used.

(b) Since 2002 the government decided to no longer collect licence fees and allocated funding from the budget to pay for it.

(c) Since 2005 postal administration and own organization also.

(d) Licence fee started from 1 November 2005. The amount of 23 million euros is the invoiced subscription, whilst the amount actually collected by the end of 2005 is 2.3 million euros.

(e) Croatia - No radio licence fee as of 2001. Only a combined licence fee for radio and TV.

(f) Algeria - Each electricity consumer pays a fee based on electricity bill.

(g) Morocco - National average can vary from zero to 46.6 euros/year, based on amount of electricity used.

NB: Light pink shading indicates that the country does not have a licence fee.

* Euro exchange rate as of 31 December for the relevant year.

2 Licence fee in national currencies (2000-2005)

Markets	Curr.	2000			2001			2002			2003			2004			2005		
		Colour TV	Radio	Radio & TV	Colour TV	Radio	Radio & TV	Colour TV	Radio	Radio & TV	Colour TV	Radio	Radio & TV	Colour TV	Radio	Radio & TV	Colour TV	Radio	Radio & TV
Large markets																			
Germany *	EUR		113	339		63.8	193.8		63.8	193.8		63.8	193.8		63.8	193.8		65.6	201.8
United Kingdom ^(a)	GBP	109												121				126.5	
France *	EUR	751			751			116.5						116.5				116.5	
Italy *	EUR			176000			92			97	97			99.6				99.6	
Spain *	EUR																		
Medium / Small markets																			
Netherlands ^(b) *	EUR																		
Belgium Flemish *	EUR	7608																	
Belgium French *	EUR	7608																	
Portugal *	EUR		3336						17			186				19			19.6
Austria *	EUR		64.8	221.1		64.5	220.3		64.5	220.3		65	221.8		69.2	237.6		69	238
Switzerland	CHF	270.4	162.2		270.4	162.2		281.4	169		281.4	169		281.4	169		281.4	169	
Ireland *	EUR	70			107			107			150			152				155	
Nordic / Scandinavian markets																			
Sweden	SEK			1644			1668	1740			1812					1872			1920
Denmark	DKK	1894	280	1894	1978	292	1978	2058	304	2058	2108	312	2108	2110	320	2110	2040	320	2040
Finland *	EUR				165			165			165			186.6				194	
Norway	NOK	1640			1775			1775			1850			1910				1910	
Iceland	ISK	18900	8100	27000	2250	675	2250	25344	7608	25344	26104	7836	26104	27432	8228	27432	27432	8228	27432
Central / Eastern markets																			
Poland	PLN		45	138		49	151		51	157		54	168		56	174			
Romania	RON	330			30000	300000			360000		480000	300000		480000			48	30	
Hungary ^(c)	HUF	7680			5573			5741			8160			8608	2520		10028		
Czech republic ^(d)	CZK	900	444		900	444		900	444			444		900	444		975	468	
Bulgaria	BGL																		
Serbia ^(e)	CSD																		3600
Slovakia	SKK	900	360			360			360			410			480			480	
Croatia ^(f)	HRK		456				654			636			672			702			748
Lithuania	LTL																		
Latvia	LVL																		
Slovenia	SIT		7980	26972					8588	29028		8916	30171		9270	31377		9348	31644
Estonia	EEK																		
FYROM (Former Yugoslav Republic of Macedonia)	MKD			3024			3168												
Mediterranean markets																			
Turkey	TRY																		
Algeria	DZD			340000000		277400000													
Morocco ^(g)	MAD						20	20						20					
Greece *	EUR																		
Israel	ILS													455			409		409
Malta	MTL									15							15		

(a) From 1 April 2005 the licence fee was increased to £126.5.

(b) Netherlands: no more licence fee as of January 2000. Figures do not include surcharges for regional broadcasting.

(c) As of 2002, the government decided to no longer collect licence fees and allocated funding from the budget to pay for it.

(d) 468 CZK for 2005 (Monthly licence fee from January to September 37 CZK, from October to December 45 CZK).

(e) Licence fee started from 1 November 2005. The amount of 23 million euros is the invoiced subscription, whilst the amount actually collected by the end of 2005 is 2.3 million euros.

(f) Croatia: no more radio licence fee as of 2001. Only a combined licence fee for radio and TV.

(g) Morocco: national average. Amount can vary from zero to 46.6 euros/year; based on amount of electricity used.

NB: Light pink shading indicates that the country does not have a licence fee.

* Before 2001, values were not in Euro.

3 Estimate of TV licence fee evasion in % (1998-2005)

Market	1998	1999	2000	2001	2002	2003	2004	2005
Large markets								
Germany			13.0	10.0	6.0	6.0	6.0	6.0
United Kingdom ^(a)	6.0	5.4	5.2				5.0	
France								
Italy	20.9	21.0	21.0	20.0	20.0	26.0	26.0	24.4
Spain								
Medium markets								
Netherlands ^(b)	5.0	5.0						
Belgium Flemish								
Belgium French								
Portugal								
Austria		8.0	13.0	13.0	10.0	8.0	6.0	4.0
Switzerland	10.0	10.0	9.0	7.0	7.0	8.0	2.9	4.1
Ireland	13.6		15.0		16.0	13.6	12.0	15.0
Nordic / Scandinavian markets								
Sweden	7.0	7.0	10.0	10.0	10.0	10.0	10.0	10.0
Denmark	8.0	5.0	5.0	5.0	5.0	5.0	5.0	
Finland	10.0	9.0	9.0	9.0	9.0	9.0	9.0	10.0
Norway	10.0	9.8	9.0	9.0	9.0	9.0	9.0	9.0
Iceland		8.7	8.0	8.0	8.0	8.0	14.0	14.0
Central / Eastern markets								
Poland		40.0	43.0	47.0	45.0	29.0	32.0	
Hungary	26.0		30.0	28.0				
Czech republic	18.7		19.0		14.0			
Bulgaria								
Serbia								
Slovakia	33.0	15.0	15.0					
Croatia	7.0	6.5	10.0			6.0	6.0	6.0
Lithuania								
Latvia								
Slovenia					3.8	4.3	10.0	10.0
Estonia								
FYROM (Former Yugoslav Republic of Macedonia)				43.6				
Mediterranean markets								
Turkey								
Algeria			2.0					
Israel								
Malta								

(a) This figure was recalculated to 8.8% by government request to include commercial sites as well as domestic.

(b) Netherlands: no licence fee as of January 2000.

NB: Light pink shading indicates that the country does not have a licence fee.

4 Distribution of the income of the 2005 licence fee (in %)

Market	VAT	Regulatory organizations	Collection agency	Other bodies (e.g. copyright, archives, transmission)	Passed to broadcasters	Total income from licence fee (in millions of Euros)*
Large markets						
Germany		1.9	3.6		94.4	7083.4
United Kingdom						
France						
Italy						
Spain						
Medium markets						
Netherlands						
Belgium Flemish						
Belgium French (2004)						
Portugal						
Austria ^(a)	7.0	0.6	2.5	23.0	66.9	644.0
Switzerland	2.1	0.9	4.4		92.5	808.8
Ireland			6.3		93.8	192.0
Nordic / Scandinavian markets						
Sweden		0.1	2.4		97.5	703.0
Denmark						
Finland ^(b)	7.2		2.7	0.2	89.9	390.8
Norway	79.7		20.3			359.0
Iceland	12.3			9.6	78.1	31.6
Central / Eastern markets						
Poland (2004)			6.2		93.8	228.0
Romania ^(c)	1.2		6.2	1.5	91.1	48.5
Hungary ^(d)		1.0			99.0	39.7
Czech republic		23.7	7.4	20.7	48.1	48.2
Bulgaria (2004)						
Serbia						
Slovakia ^(e)			12.6	1.1	86.3	16.1
Croatia				100.0		19.8
Lithuania (2004)						
Latvia						
Slovenia			5.2	2.1	92.7	75.7
Estonia						
FYROM (Former Yugoslav Republic of Macedonia) (2001)						
Mediterranean markets						
Algeria (2004) ^(f)					100.0	18.6
Greece						
Malta						

(a) VAT is deducted before revenues from the licence fee are passed to ORF. Some additional taxes collected within the licence fee are also passed directly to Austrian federal states and the Austrian federal government.

(b) The VAT is 8% but it is calculated after the supervision costs, costs of collecting fees and other costs have been deducted and applies to the television fee revenue transferred to YLE.

(c) These figures only refer to ROR (Societatea Romana de Radiodifuziune).

(d) As of 2002 the government decided to no longer collect licence fees and allocated funding from the budget to pay for it. In 2004, 1% of the funding went to regulatory organisations, 7% to other bodies and 98% was passed to broadcasters.

(e) The amount which goes for transmission is a mixture of public funds, license fee and commercial revenues, the share of which is unknown. These figures refer only to SR (Slovak Radio).

(f) These figures refer only to ENRS (Entreprise Nationale de Radiodiffusion Sonore). The total income for TDA (Télédiffusion d Algérie) is 5.1. million euros .

NB: Light pink shading indicates that the country does not have a licence fee.

* Euro exchange rate as of 31 December for the relevant year.

IV. Personnel

1 Number of personnel by organization (2005)

Market	Organization	All permanent staff*				Permanent journalists	Freelancers
		TV	Radio	Others	Total	Total	Total
Germany	ARD	4500	5276	12066	21842	4449	8884
	DW	330	460	506	1296		
	ZDF	3630			3630	566	3664
United Kingdom	BBC	2351	1217	17419	20987	6373	3771
	Channel 4	751			751		138
	ITV ^(a)	5660		413	6073		
	S4C	185			185		
France	France Televisions	7744	151	915	8810	2480	2590
	Radio France (2004)		4059				
Italy	RAI	7343	895	1875	10113	1695	1663
Spain	RTVE	5280	1950	920	8150	1310	1128
Netherlands	NPB						
Belgium Flemish	VRT	1370	781	635	2786	190	144
Belgium French	RTBF	1094	541	806	2441	266	142
Portugal	RTP	1201			1201	324	5
	RDP		703		703	194	26
Austria	ORF	728	515	2425	3668	1406	195
Switzerland	SRG-SSR	3169	2189		5358		661
Ireland	RTE	682	453	774	1909		
Luxemburg	ERSL						
Vatican	RV		385		385	210	
Sweden	STR/SR		1824		1824	865	410
	STR/SVT	2707			2707	1079	450
Denmark	DR			2600	2600		981
	TV 2/DANMARK a/s	537			537	109	162
Finland	MTV3	415	39	454	454	60	15
	YLE	1845	1198	474	3517	1605	445
Norway	NRK	899	246	1952	3097	1540	387
	TV2 AS	474			474		62
Iceland	RUV	109	84	124	317	63	
Poland	PR S.A.		1555		1555	367	15
	TVP S.A.	4754			4754	747	
Romania	Radio Romania		2653		2653	916	
	RO/TVR	3271			3271	758	20
Hungary	MR		1353		1353	634	897
	HU/MTV	1583			1583		
Czech republic	CT	2531			2531	162	676
	CRo		1420		1420	429	212
Bulgaria	BNT	1895			1895	259	
	BNR		1520		1520	554	
Serbia	RTS-RTNS	2464	761	693	3918	846	
Slovakia	SK/STV (2002)	1836			1836	178	
	SK/SR		877		877	293	227
Croatia	HRT	2120	732	824	3676		508
Lithuania	LRT	222	150	277	649	159	127
Latvia	Latvijas Radio		315		315		
	LTV	530					
Slovenia	RTVSLO	961	509	750	2220	386	
Estonia	ER		267		267	107	147
	ETV	408			408	106	217

Market	Organization	All permanent staff*				Permanent journalists	Freelancers
		TV	Radio	Others	Total	Total	Total
FYROM (Former Yugoslav Republic of Macedonia)	MRT	558	200	1193	1193	424	685
Ukraine	NRU		823		823	422	209
Turkey	TRT	2043	1152	4001	7196	164	503
Algeria	ENRS		2300		2300	294	
Morocco	MA/RTM	748	653	685	2086		
Greece	ERT (2004)			2402	2402	383	1645
Israel	IBA	633	535	1405	1405	569	241
Libya	LJB						
Malta	PBS	69			69	9	1

* Including permanent journalists.

(a) This figure includes some non-permanent staff but the breakdown is not available.

Annex

A. The EBU Statistics Network (list of members)*

Western Europe

Market	Acronym	Organization	Name	Position	E-mail / Fax
Germany	ARD	Arbeitsgemeinschaft der oeffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (ARD)	Dr Axel KAKAROTT	Head of Planning Department	a.kakarott@ndr.de
	DLR	Deutschlandradio			
	DW	Deutsche Welle	Ms Adelheid FEILCKE-TIEMANN	Head of International Relations	Adelheid.Feilcke-Tiemann@dw-world.de
	ZDF	Zweites Deutsches Fernsehen	Mr Viktor BERGER	Unternehmensplanung	berger.v@zdf.de
United Kingdom	BBC	British Broadcasting Corporation	Mr Chris MUNDY	Controller, Audience Research	chris.mundy@bbc.co.uk
	Channel 4	Channel 4 Television	Ms Janet LOWTHER (Ofcom)	Data Analysis Manager	janet.lowther@ofcom.org.uk
	CRCA	Commercial Radio Companies Association (g)-			
	ITV	Independent Television - ITV Network Limited	Ms Janet LOWTHER (Ofcom)	Data Analysis Manager	janet.lowther@ofcom.org.uk
	S4C	Sianel Pedwar Cymru	Dr Ellen LOOKER	Statistician	ellen.looker@s4c.co.uk
France	C+	Canal+			
	E1	Europe 1			
	France Televisions	France Televisions	Mr Xavier DRUMARE	Directeur adjoint, Direction du Développement International	x.drumare@francetv.fr
	FT2	France 2			
	FT3	France 3			
	Radio France	Societe Nationale de Radiodiffusion - Radio France	Mr Alain MASSE	Director of International Affairs	alain.masse@radiofrance.com
	RFI	Radio France Internationale			
TF1	Television Francaise 1				
Italy	RAI	RAI-Radiotelevisione Italiana S.p.A.	Mrs Antonella MADONNA	International Studies	a.madonna@rai.it
Spain	COPE	Radio Popular SA COPE - Cadena COPE Radio	Mrs Esther JIMENEZ	Marketing Director	ejimenez@cope.es
	RNE	RNE Radio Nacional de Espana	Mr Juan Pablo GARCIA-BLANCO	Director, Commercial Services Coordination	jpgarcia@rtve.es
	RTVE	RTVE RadioTelevision Espanola			
	SER	Sociedad Espanola de Radiodifusion			
	TVE	TVE Television Espanola	Mr Juan Pablo GARCIA-BLANCO	Director, Commercial Services Coordination	jpgarcia@rtve.es
Netherlands	NPB	Publieke Omroep (ex - NOS)	Mr Ben Van REENEN	Head of Information Centre	ben.van.reenen@omroep.nl
Belgium Flemish	VRT	De Vlaamse Radio- en Televisieomroep	Mr Daniel POESMANS	Head of Audience Research	daniel.poesmans@vrt.be
Belgium French	RTBF	Radio-Television Belge de la Communaute francaise	Mr Jean GERARDY	Head of Dept. TV and Admin. Programme TV	jgy@rtbf.be
Portugal	RDP	RDP - Radiodifusao Portuguesa, S.A.	Mr Augusto TEIXEIRA BASTOS	Finance Director	teixeira.bastos@rtp.pt
	RTP	Radiotelevisao Portuguesa SA			
Austria	ORF	Oesterreichischer Rundfunk	Mrs Katia RÖSSNER	Controller	katia.roessner@orf.at
Switzerland	SRG-SSR	SRG-SSR idee suisse	Mr Heinz ZYSSET	Controller	heinz.zysset@srghsrideesuisse.ch
Ireland	RTE	Radio Telefis Eireann	Dr Gareth IVORY	Audience Research Manager	gareth.ivory@rte.ie
Luxemburg	ERSL	Etablissement de Radiodiffusion Socioculturelle du Grand-Duche de Luxembourg	Mr Fernand WEIDES	Director	fweides@100komma7.lu
Monaco	MCR	Monte-Carlo Radiodiffusion			
	RMC	Radio Monte-Carlo			
	TMC	Tele Monte-Carlo	Mr Michel MASTRAUD	Technical Director	michel-mastraud@tmc.mc
Vatican	RV	Radio Vaticana	Mr Giacomo GHISANI	Head of International Relations	dirgen@vatiradio.va

* Ranking by number of TV households within the market category, then by alphabetical order of organisations' acronym.

Nordic region

Market	Acronym	Organization	Name	Position	E-mail / Fax
Sweden	STR/SR	Sveriges Radio AB	Mr Börje OLSSON	Head of Finance Analyses	borje.olsson@sr.se
	STR/SVT	Sveriges Television AB	Mrs Margareta CRONHOLM	Head of Audience & Programme Analysis	margareta.cronholm@svt.se
Denmark	DR	Danmarks Radio	Mr Lars THUNO	Head of Audience Research	lath@dr.dk
	TV 2/DANMARK a/s	TV 2/DANMARK a/s	Mr Flemming Kjaer HANSEN	Head of Finance	flkh@tv2.dk
Finland	MTV3	MTV OY	Ms Elina PALMROOS	Executive Assistant	elina.palmroos@mtv3.fi
	YLE	Yleisradio Oy	Mr Pekka IIRAMO	Controller	pekka.iiramo@yle.fi
Norway	NRK	Norsk Rikskringkasting AS	Ms Ase FIXDAL	Head of Research	ase.fixdal@nrk.no
	TV2 AS	TV2 AS	Mrs Birgit EIE	Audience Research	birgit.eie@tv2.no
Iceland	RUV	Ríkisutvarpid	Mr Haraldur JONASSON	Manager of Economic Division	haraldurj@ruv.is

Central / Eastern Europe and CIS

Market	Acronym	Organization	Name	Position	E-mail / Fax
Poland	PR S.A.	Polskie Radio S.A.	Mr Krzysztof KLIMASZEWSKI	Director of Economic Bureau	klimaszewski@radio.com.pl
	TVP S.A.	Telewizja Polska S.A	Ms Agnieszka PAWLOWICZ	EBU Coordinator International Relation and Trade	agnieszka.pawlowicz@waw.tvp.pl
Romania	Radio Romania	Societatea Romana de Radiodifuziune	Mrs Patricia RAPAN	Senior Corporate Analyst	patricia.rapan@romnet.ro
	RO/TVR	Societatea Romana de Televiziune	Mr Constantin CONSTANTINESCU	Head of Information Center	constantin.constantinescu@tvr.ro
Hungary	HU/MTV	Magyar Televizio Reszvenytarsasag	Ms Anita KARAI	Marketing Analyst	anita.karai@mtv.hu
	MR	Magyar Radio zRT	Mrs Terézia KATONA	Head of Analysis and Coordination	katona.terezia@radio.hu
Czech republic	CRo	Cesky Rozhlas	Dr Václav HRADECKÝ	Head of Audience Research	vaclav.hradecky@rozhlas.cz
	CT	Ceska Televize	Ms Kristina TABERYOVA	Head of Programme and Audience Analysis	kristina.taberyova@czech-tv.cz
Bulgaria	BNR	Balgarsko Natcionalno Radio	Mrs Svetla VARBANOVA	International Relations	intrel4@nationalradio.bg
	BNT	Balgarska Nationalna Televizia	Mrs Ravena BOTEVA	International Relations	ravena@bnt.bg
Serbia	RTS-RTNS	Radio-televizija Srbije	Mr. Milos KOVACEVIC	Head of TV Programming	milos.kovacevic@rts.co.yu
Slovakia	SK/SR	Slovensky Rozhlas	Ms Alicia HUCKOVA	International Relations	interrel@slovakradio.sk
	SK/STV	Slovenska Televizia	to be nominated		
Croatia	HRT	Hrvatska Radiotelevizija	Mrs Ivana MATANIC	Senior System Manager	ivana.matanic@hrt.hr
Lithuania	LRT	Lietuvos Nacionalinis Radijas ir Televizija	Mrs Jolanta TARASEVICIENE	Head of International Relations	inter@lrt.lt
Bosnia & Herzegovina	RTVBH	Radio Televizija Bosne i Hercegovine			
Latvia	Latvijas Radio	Valsts bezpeļnas sabiedriba Latvijas Radio	Mr Aivars GINTERS	Head of International Relations	ag@latvijasradio.lv
	LTV	VBP SIA Latvijas Televizija	Ms Ingrida VEIKSA		ingrida.veiksa@ltv.lv
Slovenia	RTVSLO	Radiotelevizija Slovenija	Mrs Barbara ZEMLJIC	Head of Reasearch Department	barbara.zemljic@rtvslo.si
Albania	RTVSH	Radiotelevizioni Shqiptar			
Estonia	ER	Eesti Raadio	Mrs Kersti RAUDAM	Media Researcher Advisor	kersti.raudam@er.ee
	ETV	Eesti Televisioon	Mrs Salme RANNU	Deputy Head of Programs	salme.rannu@etv.ee
FYROM (Former Yugoslav Republic of Macedonia)	MRT	JP MAKEDONSKA RADIO TELEVIZIJA	(to be nominated)		

Market	Acronym	Organization	Name	Position	E-mail / Fax
Russian Federation	Channel One Russia	ОАО Первый канал - Channel One Russia	Mrs Liudmila MALINA	Head of Audience Research Department	malina@splan.1tv.ru
	RDO	Radio Dom Ostankino	Mr Victor KOPYTIN	Deputy Chairman (Foreign Affairs)	kopytin@vor.ru
	RDO/MK	Radio Mayak (Ostankino)			
	RDO/OP	Radio Orpheus (Ostankino)			
	RDO/VOR	Radio Voice of Russia			
	RTR-VGTRK	RTR	(to be nominated)		
Ukraine	NRU	Natsionalna Radiocompaniya Ukrainy	Mr Valeriy ROGOVCHENKO	EBU Projects Coordinator	euroradiodep@nrcu.gov.ua
	NTU	Natsionalna Telekompanya Ukrainy	Mr Andriy KOVALENKO	Project Coordinator	ebu@ntu.com.ua
Belarus	BTRC	Belaruskaja Tele-Radio Companija	Mr Anatoly VASHKEVICH	Deputy Chairman	tvr@tvr.by
Moldova	IPNA/TRM	Institutia Publica a Audiovizualului - Compania Teleradio-Moldova	Mrs Olimpia PRODAN	EBU coordinator	tlrmtv@yahoo.com Tel. +373 22 73 91 33

Mediterranean region

Market	Acronym	Organization	Name	Position	E-mail / Fax
Turkey	TRT	Turkiye Radyo Televizyon Kurumu	Mrs Zeynep SULUKOGLU	IT Department	zeynep.sulukoglu@trt.net.tr
Egypt	ERTU	Egyptian Radio and Television Union	Mrs Doaa MOHAMAD ABDEL FATTAH EL NAWASSANI	Translator / Internet searcher	elnawassani@hotmail.com
Algeria	ENRS	Entreprise Nationale de Radiodiffusion Sonore	Mr Abdelhamid GUESSOUM	Accounting and Finance Director	administrateur@algerian-radio.dz
	TDA	Telediffusion d4Algerie	Mr Ali MEROUANE	Directeur de l'Exploitation	ali.merouane@tda.dz
Morocco	MA/RTM	Radio Diffusion Television Marocaine	Mr Abdelkader BOUAZZA	Head of Audience Research	bouazza@rtm.gov.ma
Greece	ERT	Elliniki Radiophonia-Tileorassi SA	Mrs Stella GLIANA	International Relations	nkarra@ert.gr
Israel	IBA	Rashut HaShidur - Israel Broadcasting Authority	Mr Mody BEN ZVEE	Budget Director	modybz@iba.org.il
Tunisia	ERTT	Etablissement de la Radiodiffusion-Television Tunisienne			
Libya	LJB	Libyan Jamahiriya Broadcasting	Mr Mohamed INBAYA	Head of International Cooperation	moh_inbaya@hotmail.com
Jordan	JRTV	Jordan Radio and Television Corporation			
Cyprus	CY/CBC	Cyprus Broadcasting Corporation	Mr Michael STYLIANOU	Assistant Director General	michaels@cybc.com.cy
Malta	PBS	Public Broadcasting Services Ltd. - Malta	Mr Andrew PSAILA	Chief Executive	apsaila@pbs.com.mt

B. Exchange rates - 2005

Code	Name	Rate for 1 EUR
ALL	Lek (Albania)	128.7260
BAM	Convertible Marks	1.9558
BGL	Lev (Bulgaria)	1.9609
BYR	Belarussian Ruble (Belarus)	2,778.0401
CHF	Swiss Franc (Switzerland)	1.5585
CSD	Serbian Dinar (Serbia)	85.9400
CYP	Cyprus Pound (Cyprus)	0.5745
CZK	Czech Koruna (Czech Rep.)	28.9961
DKK	Danish Krone (Denmark)	7.4609
DZD	Algerian Dinar (Algeria)	96.6307
EEK	Kroon (Estonia)	15.6500
EGP	Egyptian Pound (Egypt)	6.8464
EUR	Euro	1.0000
GBP	Pound Sterling (UK)	0.6844
HRK	Croatian Kuna (Croatia)	7.3605
HUF	Forint (Hungary)	252.6230
ILS	Shekel (Israel)	5.4422
ISK	Iceland Krona (Iceland)	75.4435
JOD	Jordanian Dinar	0.8451
LBP	Lebanese Pound	1,793.2600
LTL	Lithuanian Litas (Lithuania)	3.4528
LVL	Latvian Lats (Latvia)	0.7028
LYD	Libyan Dinar (Libya)	1.6486
MAD	Moroccan Dirham (Morocco)	11.1681
MDL	Moldovan Leu (Moldova)	15.8736
MKD	Denar (Macedonia)	61.5322
MTL	Maltese Lira (Malta)	0.4310
NOK	Norwegian Krone (Norway)	8.0354
PLN	Zloty (Poland)	3.8634
RON	Romanian New Lei (Romania)	3.7000
RUB	Russian Ruble (Russian Fed.)	34.0459
SEK	Swedish Krona (Sweden)	9.4157
SIT	Tolar (Slovenia)	239.9260
SKK	Slovak Koruna (Slovakia)	37.9889
TND	Tunisian Dinar (Tunisia)	1.6144
TRY	New Turkish Lira (Turkey)	1.6043
UAH	Hryvnia (Ukraine)	5.9838

Based on Interbank Market Rates as of 31.12.2005 (www.oanda.com)



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