

Financing of public service broadcasting

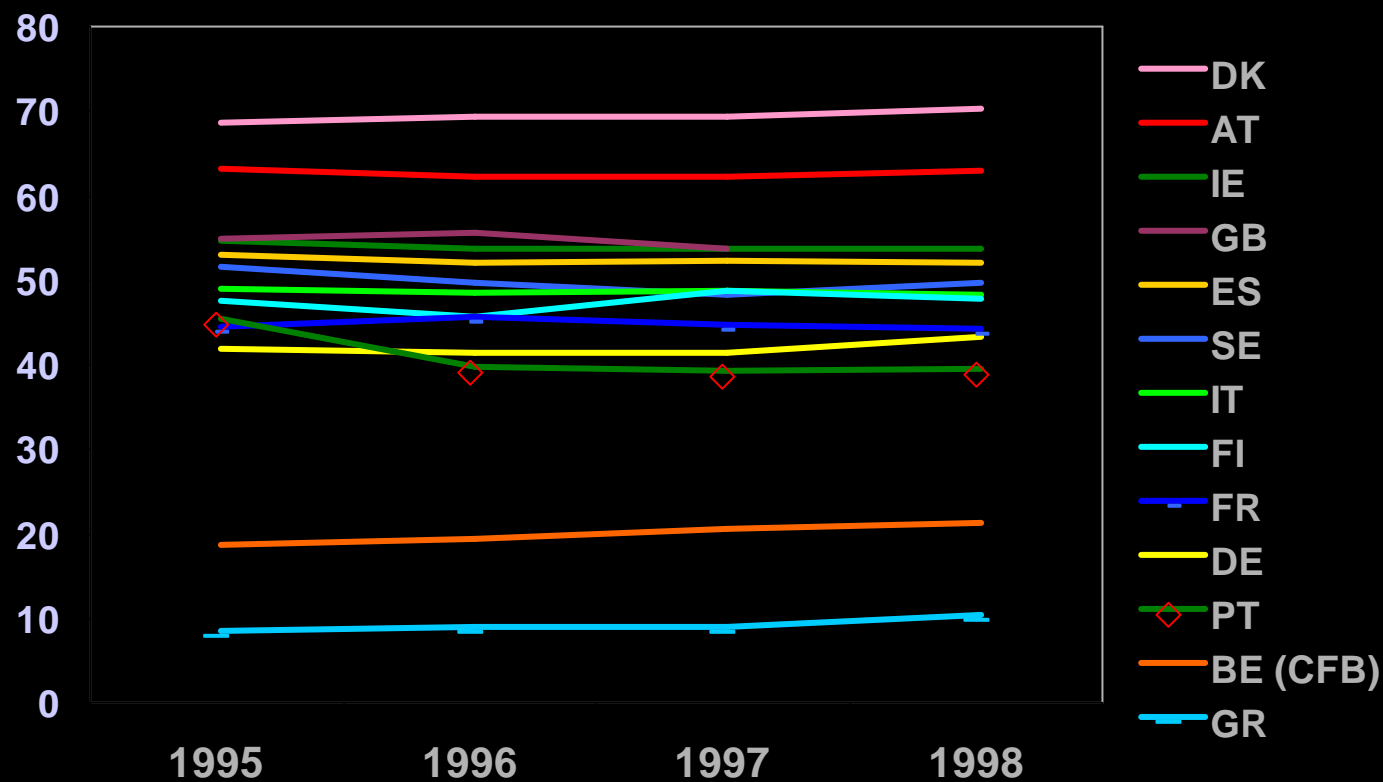
**Presentation by André Lange for the Conference
« Evolução e tendências do serviço público de
televisão » organised by RTP
(Lisboa, 29 e 30 de Novembro 1999)**



**OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE**

PUBLIC SERVICE DAILY AUDIENCE MARKET SHARE (1993-1998)

Source : Eurodata TV / OBS



FRAMEWORK OF DATA COLLECTION ON PUBLIC BROADCASTING REVENUES

- **Collaboration with EBU Statistics Group**
- **Questionnaire administrated by EBU Statistics Group**
- **When possible, checking by the Observatory of data through annual reports or accounts published by the companies**
- **Processing of data, transfer into EURO and summary by Observatory**
- **Publication in the *Statistical Yearbook* of the European Audiovisual Observatory**

METHODOLOGICAL DIFFICULTIES IN DATA COLLECTION OF FINANCIAL INFORMATION ON RADIO-TELEVISION COMPANIES

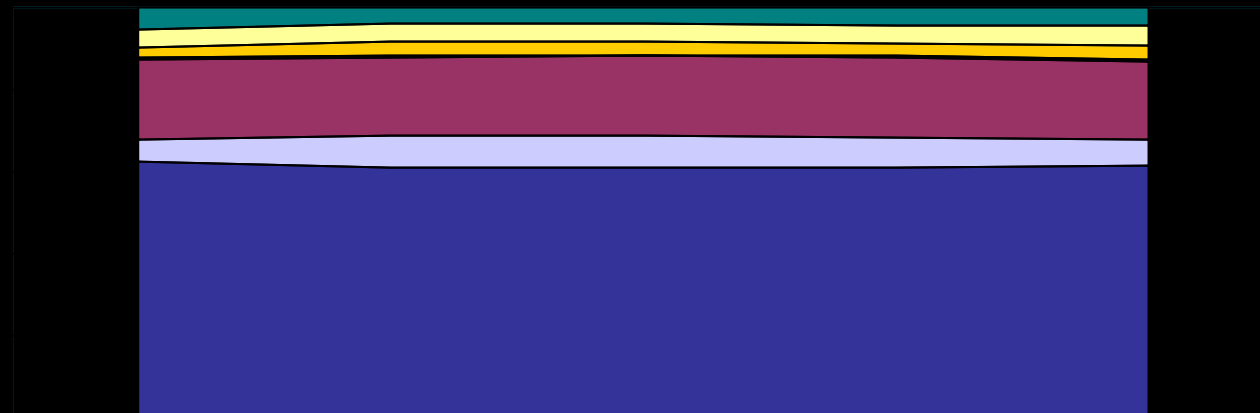
- **Differences in obligations for accounts transparency**
- **Difficulties of access to the information for a very few public companies**
- **Heterogeneity of activities of public broadcasting organisations**
- **Heterogeneity of account practices**
- **Problems of exceptionnal revenues, guarantee of debt, credit rates,...**
- **In this exercice : comparison of direct revenues**

DEFINITION OF PUBLIC COMPANIES

- **AT : ORF**
- **BE : VRT, RTBF, (BRF)**
- **DE : ARD, ZDF, DW, DeutschlandRadio**
- **DK : DR, TV2**
- **ES : RTVE + Autonomicas**
- **FI : YLE**
- **FR : FT2, FT3, La Sept/ARTE, INA, RFO, La Cinquième, SRF, RFI, CFI, TV5, Secemie (Euronews)**
- **GB : BBC, C4, (S4C)**
- **GR : ERT (est.)**
- **IE : RTE**
- **IT : RAI**
- **NL : NOS, (Radio Nederland)**
- **PT : RTP, RDP**
- **SE : SVT, SR**

BREAKDOWN OF REVENUES OF THE PUBLIC SERVICE IN EUROPEAN UNION (1993-1997) - in %

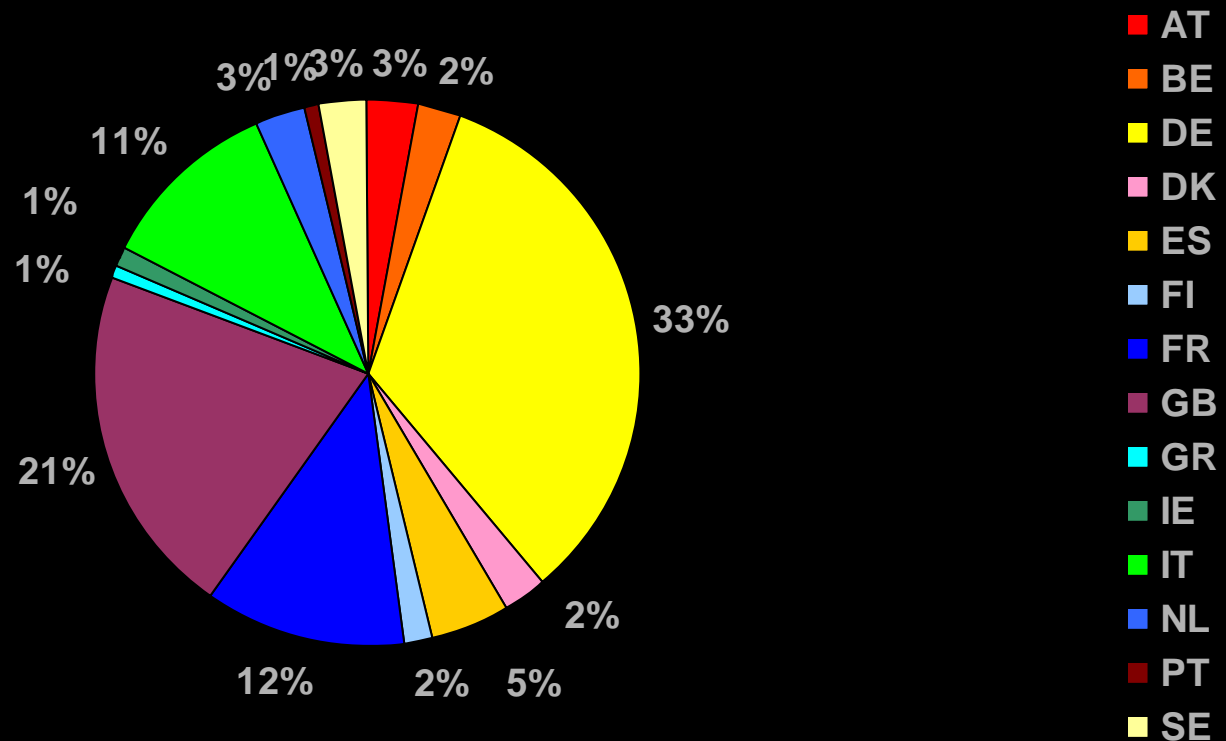
Source : European Audiovisual Observatory



	1993	1994	1995	1996	1997
■ - Others	5,30%	4,10%	4,10%	4,20%	4,20%
■ - Others commercial	4,40%	4,40%	4,30%	4,60%	5,10%
■ - Sales programmes	2,70%	3,10%	3,10%	3,00%	3,30%
■ - Sponsoring	0,50%	0,40%	0,40%	0,60%	0,60%
■ - Advertising	19,40%	19,20%	19,30%	19,30%	19,10%
■ - Others public funds	5,30%	8,00%	7,70%	7,60%	6,20%
■ - Licence fee	62,40%	60,70%	61,20%	60,80%	61,50%

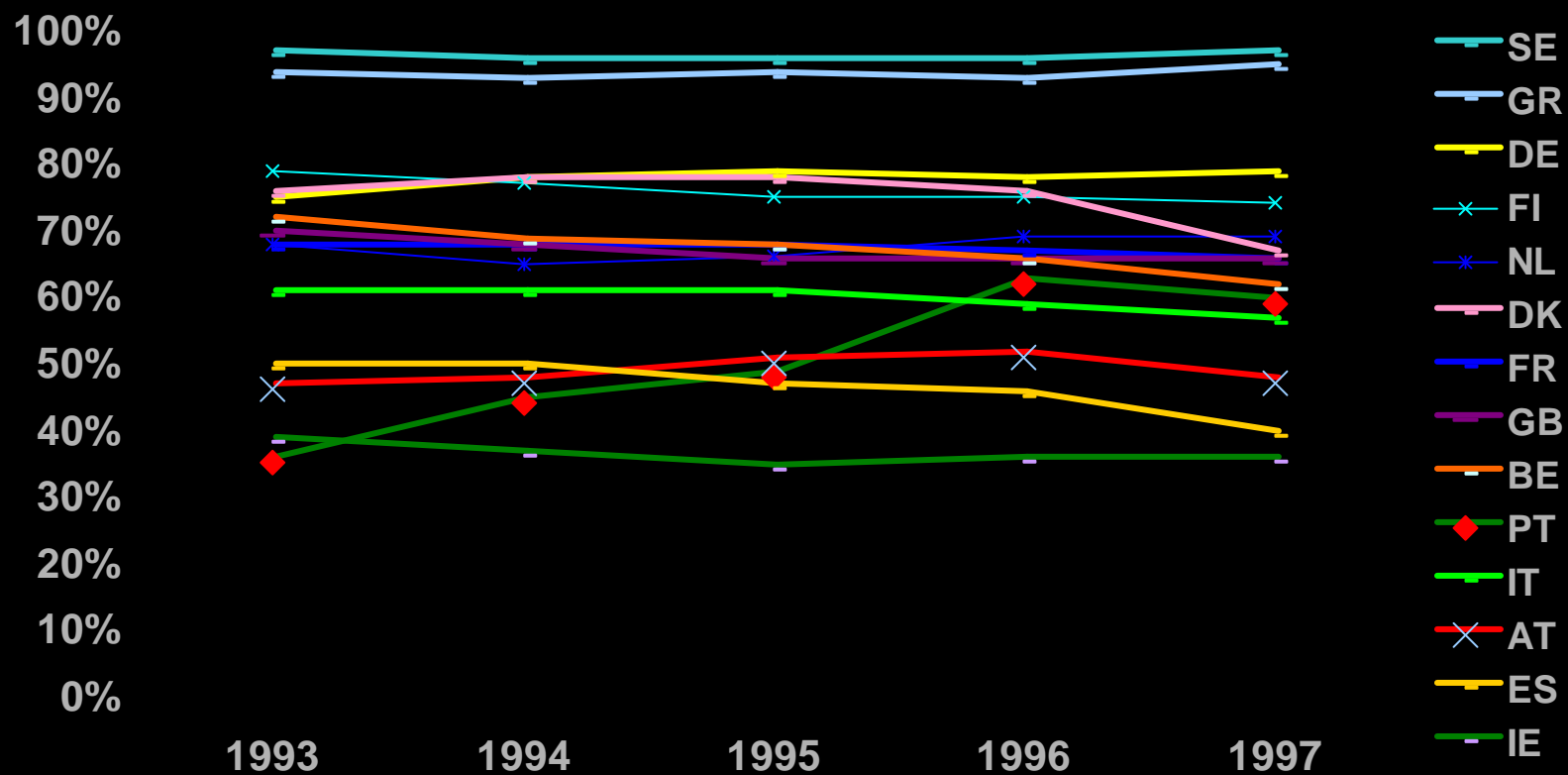
BREAKDOWN OF REVENUES OF PUBLIC SERVICE IN THE EUROPEAN UNION (1997)

Source : European Audiovisual Observatory

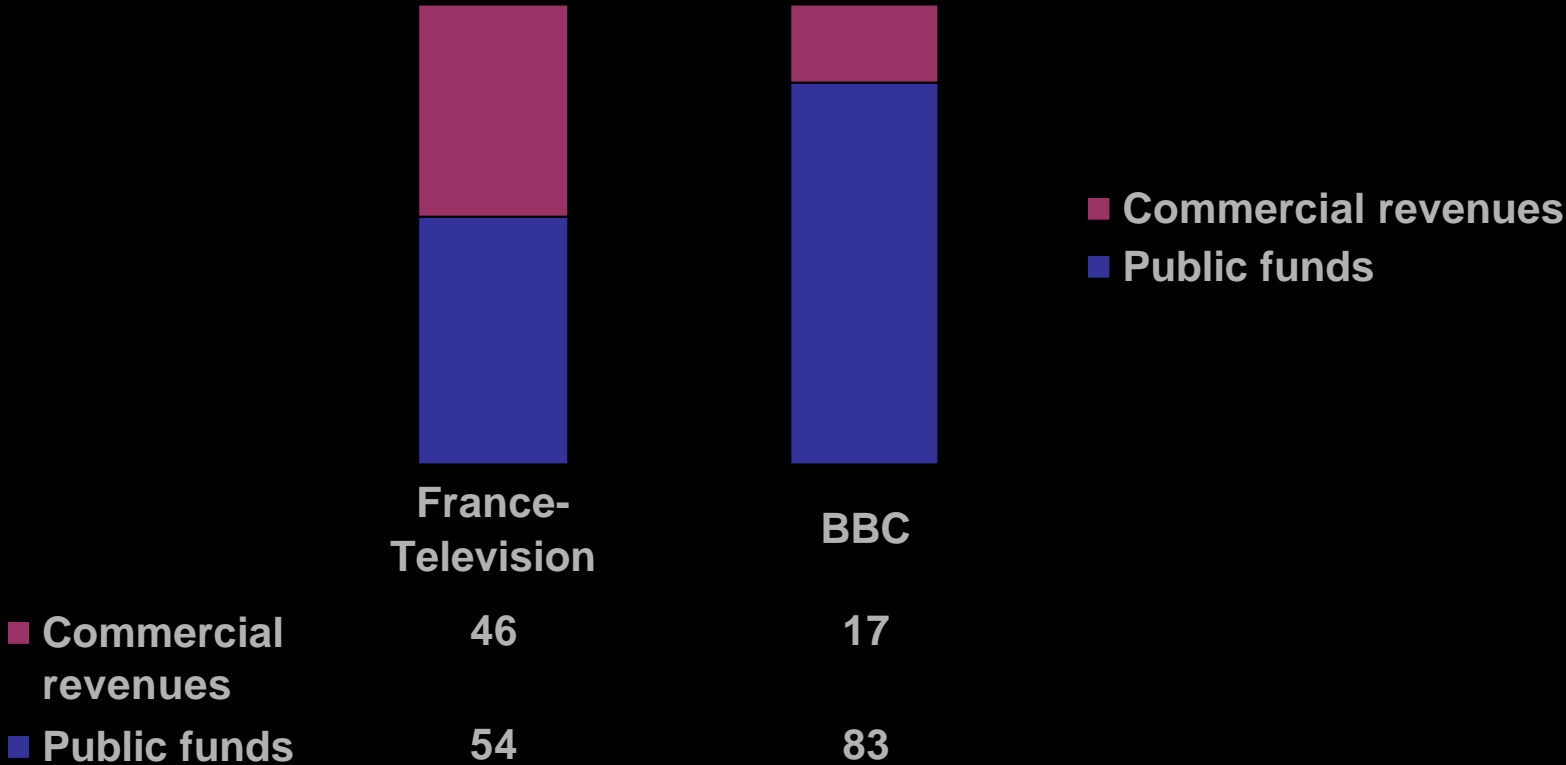


SHARE OF PUBLIC FUNDING OF THE PUBLIC SERVICE SYSTEMS (1993-1997)

Source: European Audiovisual Observatory



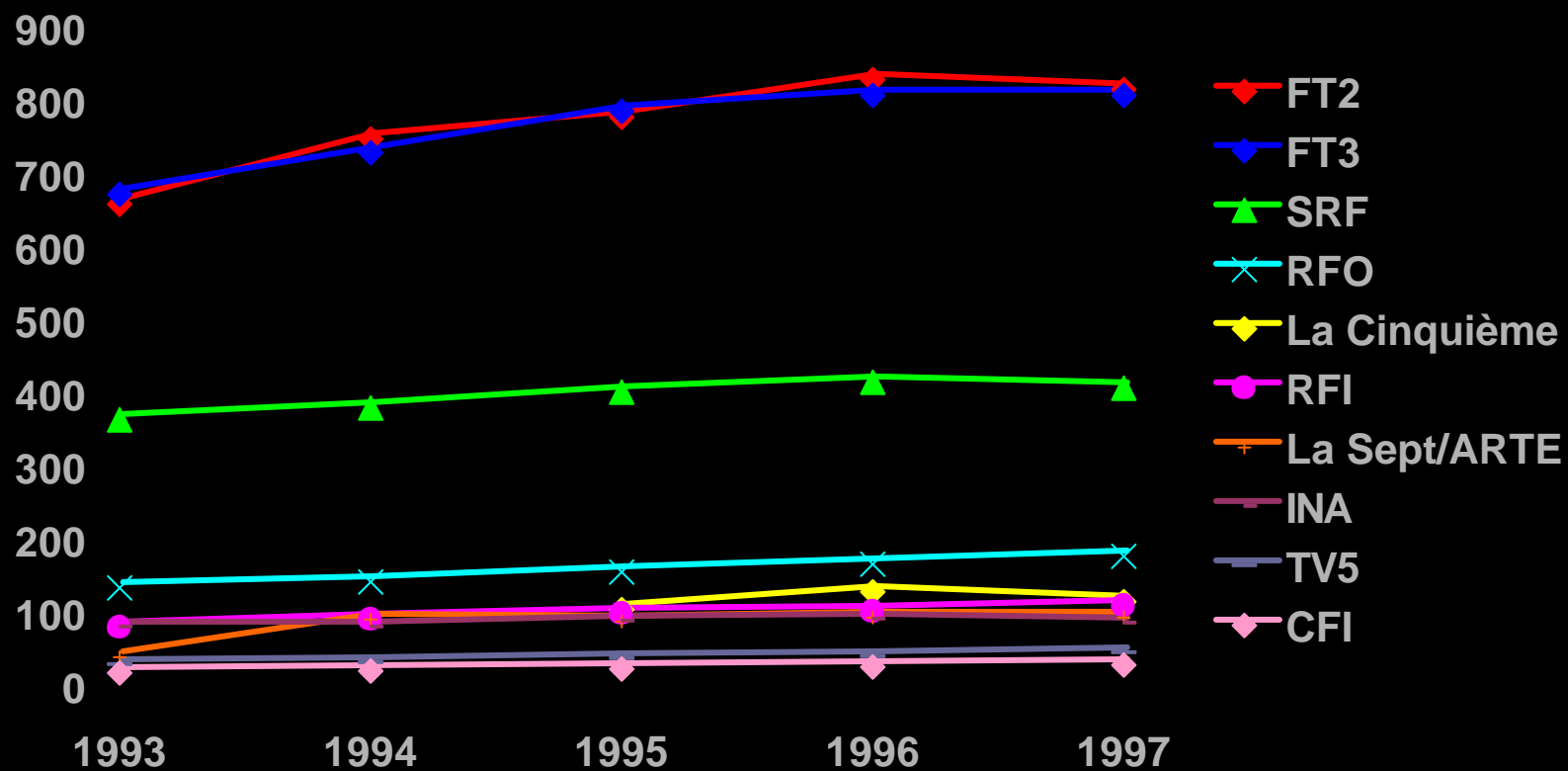
COMPARISON OF ORIGIN OF REVENUES OF FRANCE-TELEVISION AND BBC (1997)



FR - EVOLUTION OF REVENUES OF PUBLIC SERVICE BROADCASTING ORGANISATIONS (1993-1997)

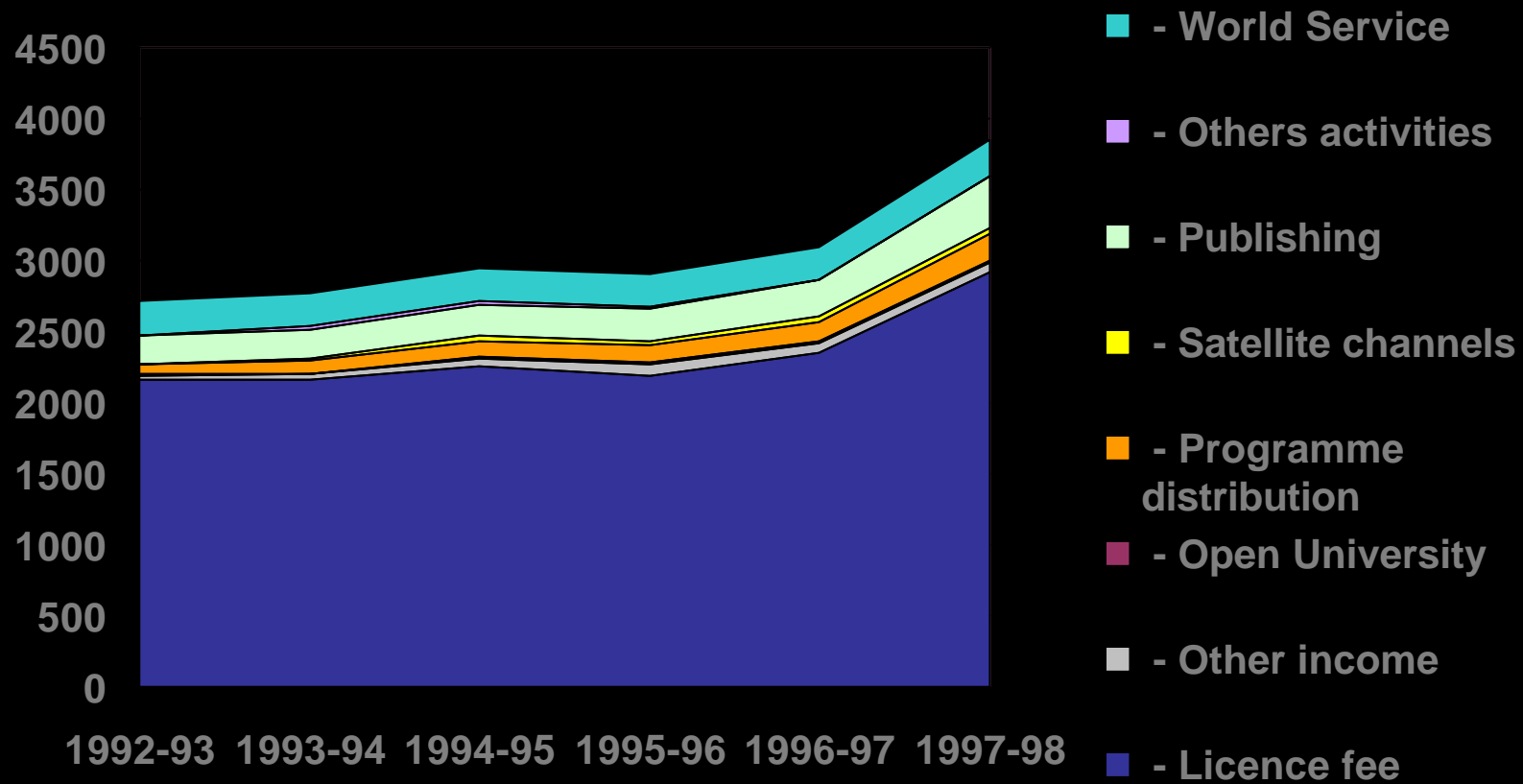
Millions FRF

Source : Lois de finance



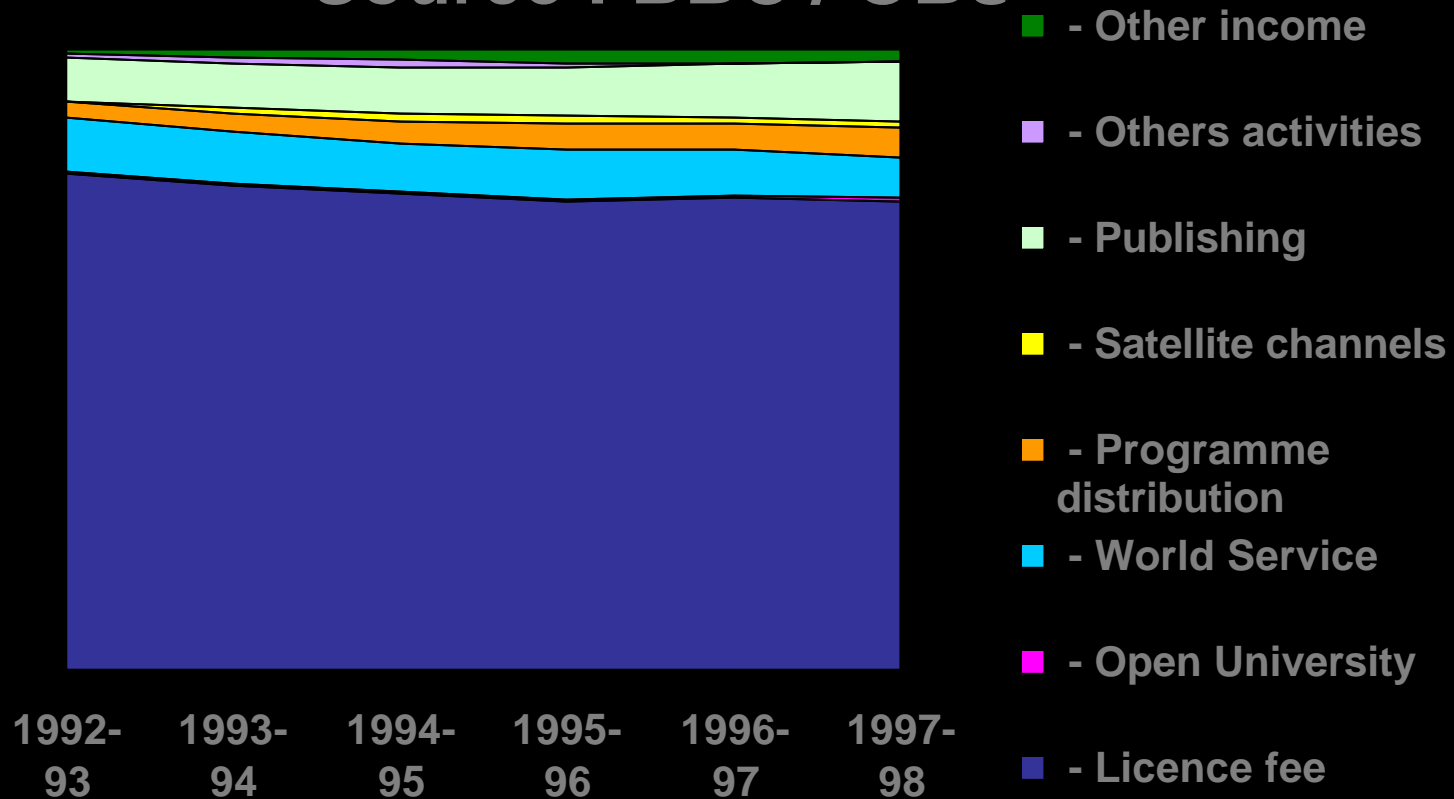
BBC - EVOLUTION OF REVENUES (1992-1998) Millions EURO

Source : BBC



BBC - EVOLUTION OF REVENUES (Consolidated pro forma) in %

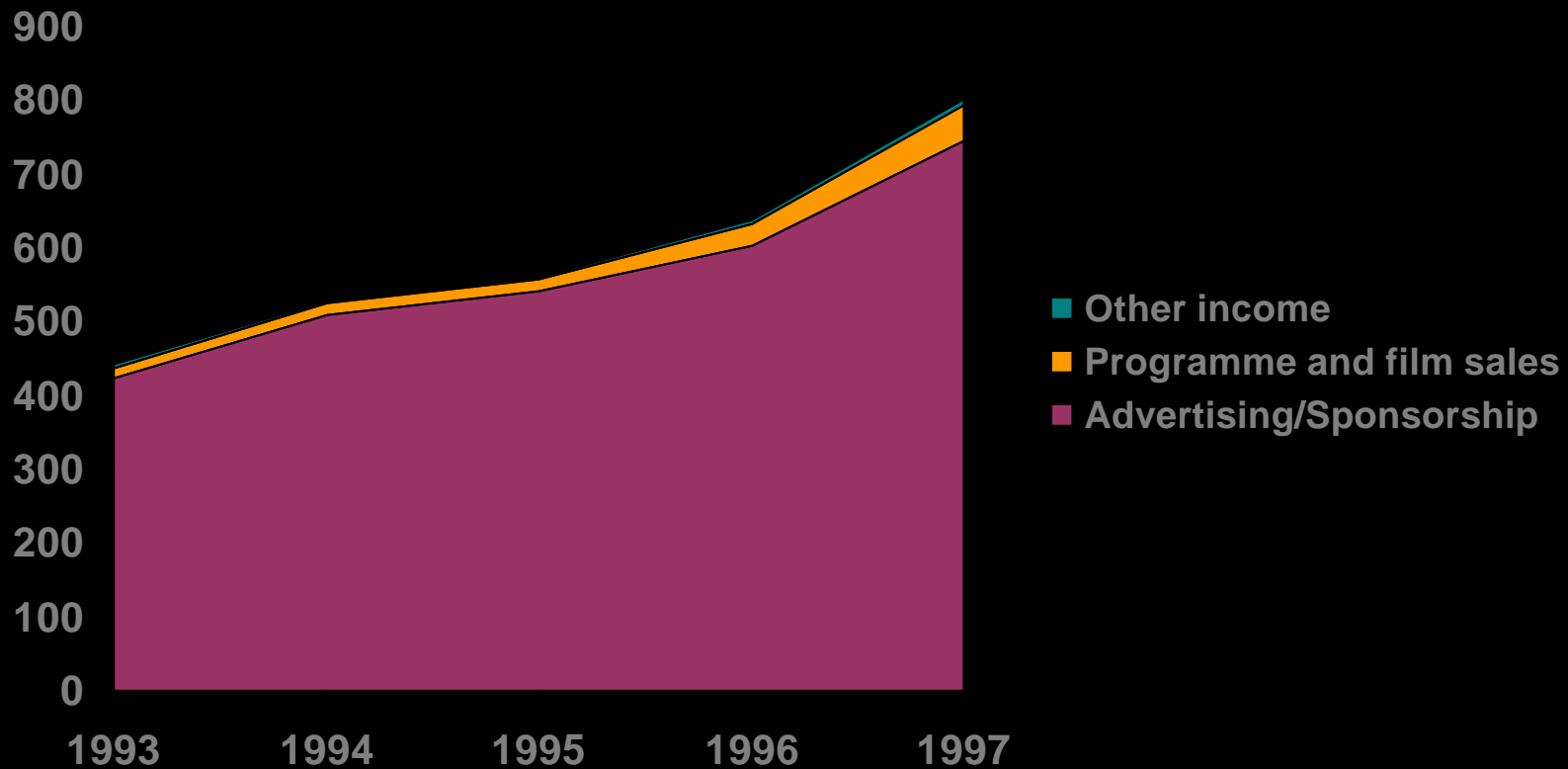
Source : BBC / OBS



CHANNEL 4 - EVOLUTION OF REVENUES (1993-1997)

Millions of EURO

Source : Channel 4

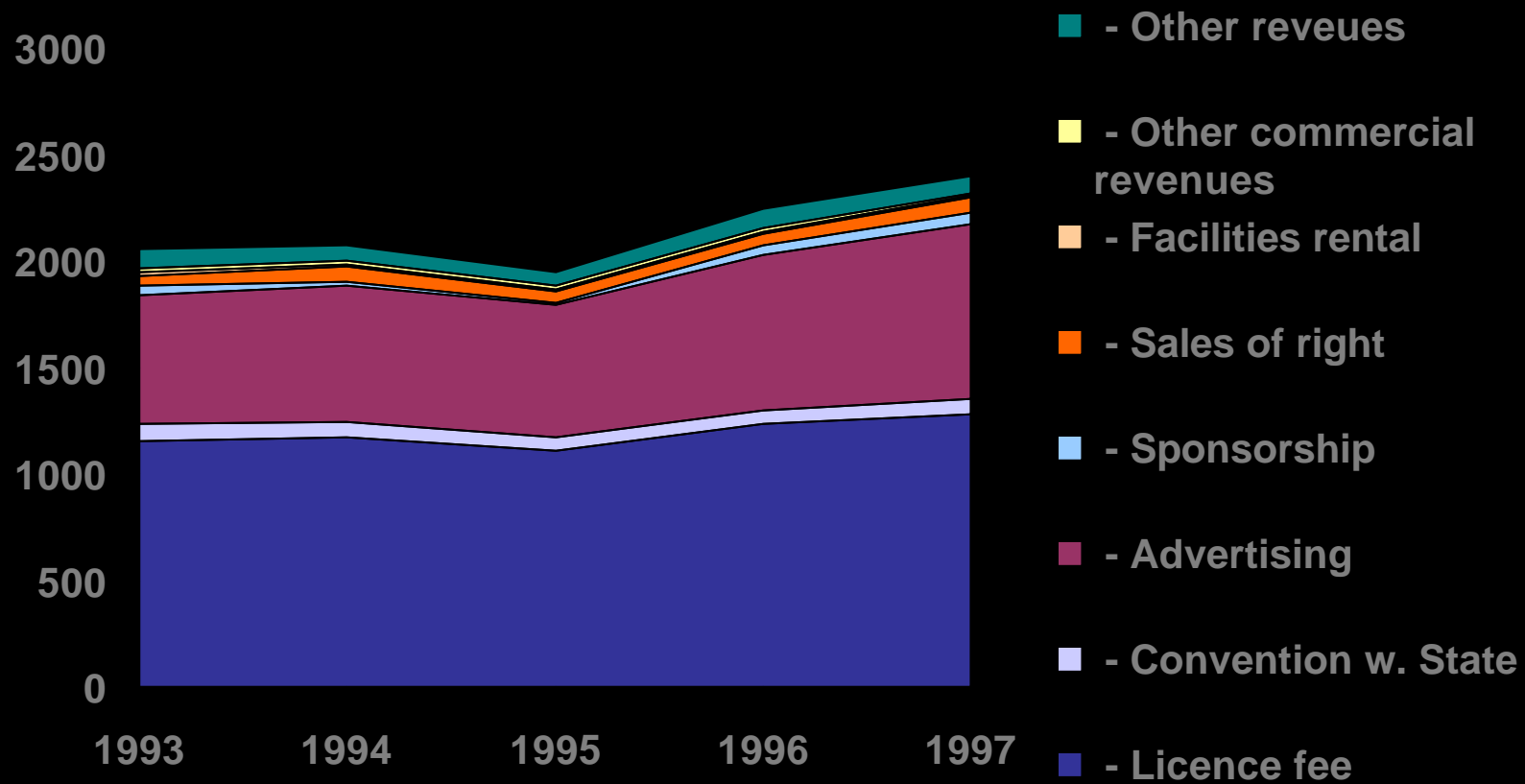


COMPARISON OF SOURCES OF REVENUES OF THE PUBLIC BROADCASTING SYSTEMS IN FRANCE AND UNITED KINGDOM (1997)



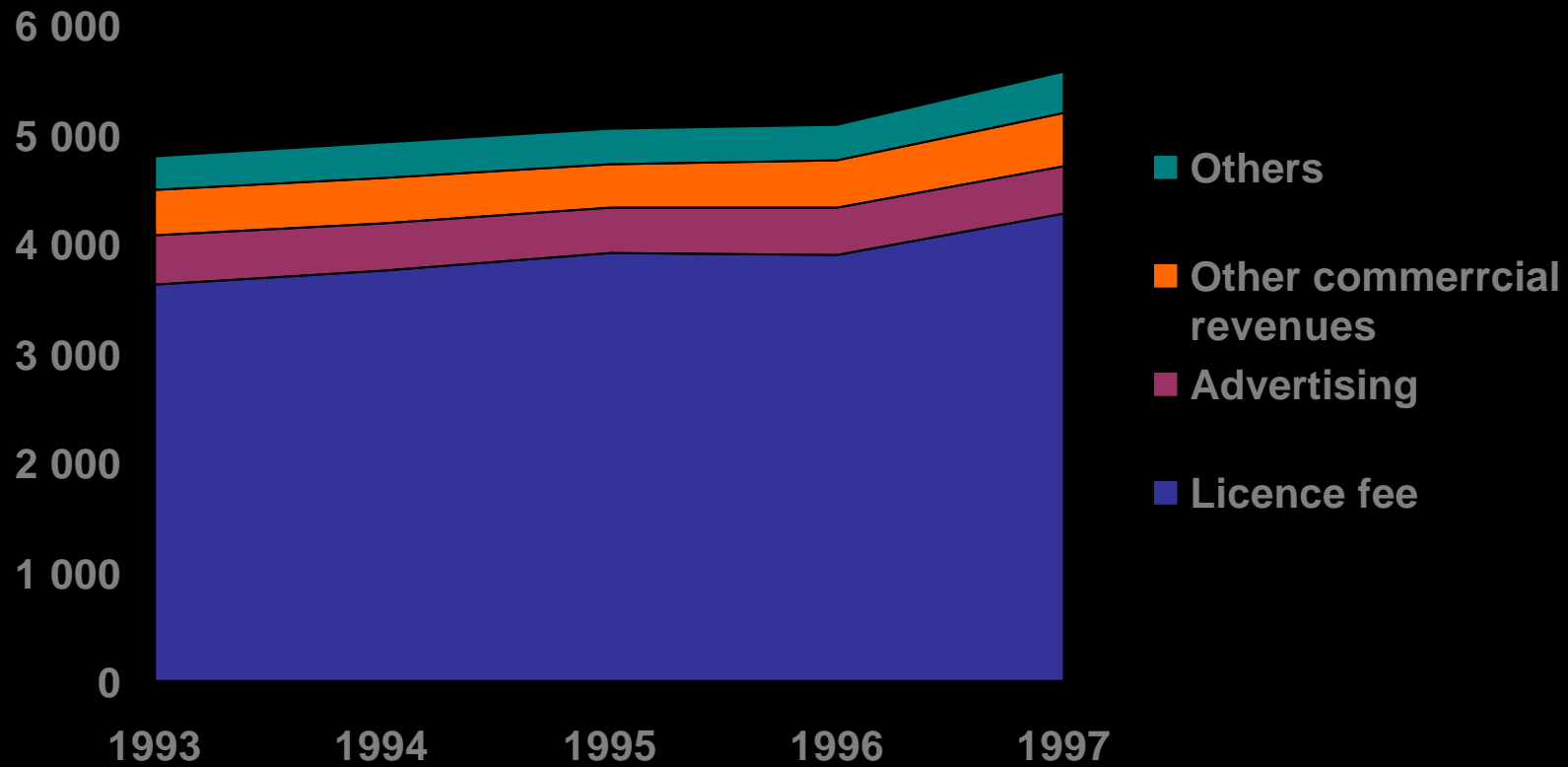
RAI - EVOLUTION OF REVENUES (1993-1997) Millions EURO

Source : RAI



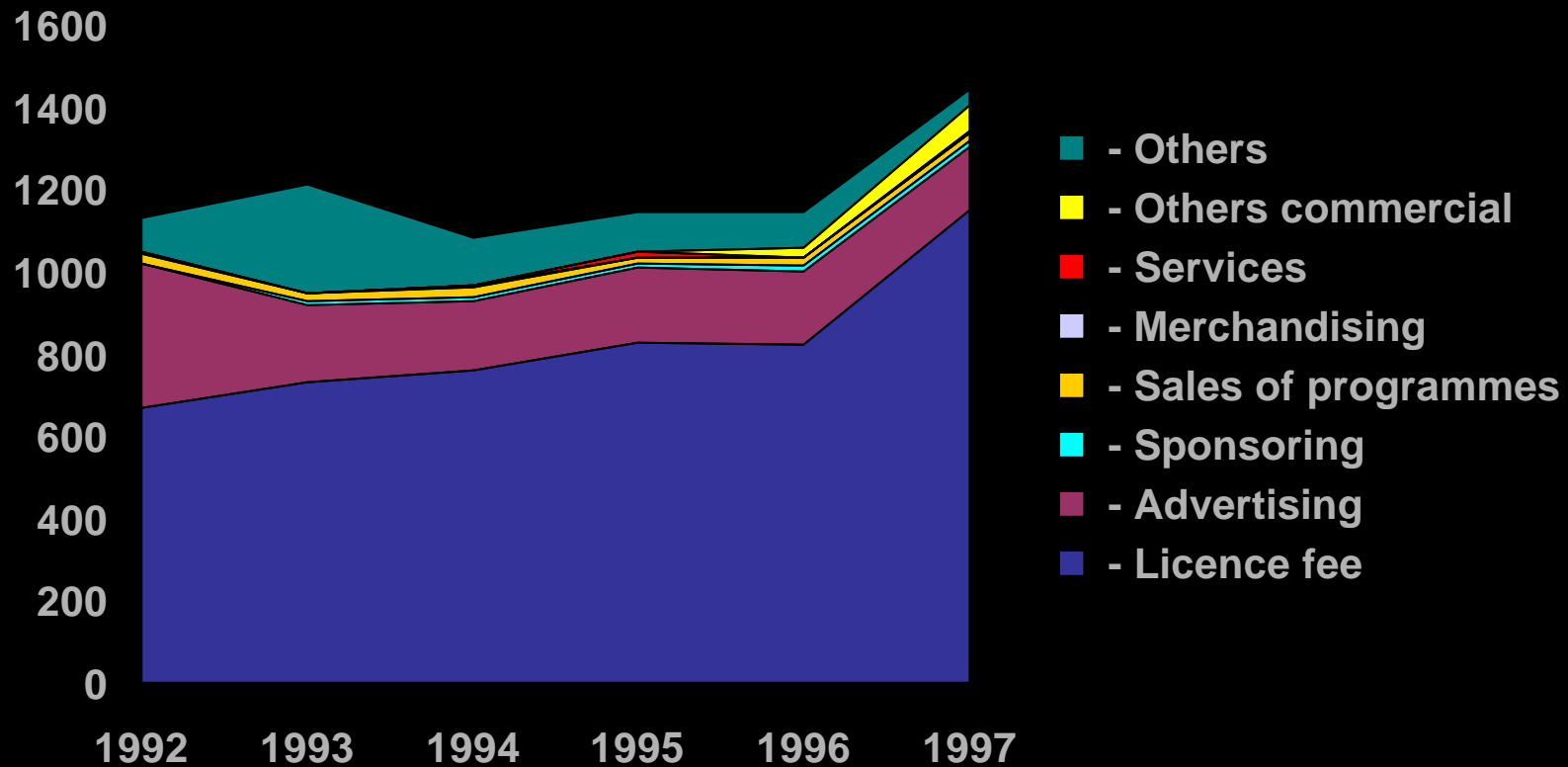
ARD - EVOLUTION OF REVENUES (1993-1997) Millions EURO

Source : ARD



ZDF - EVOLUTION OF REVENUES (1993-1997) Millions EURO

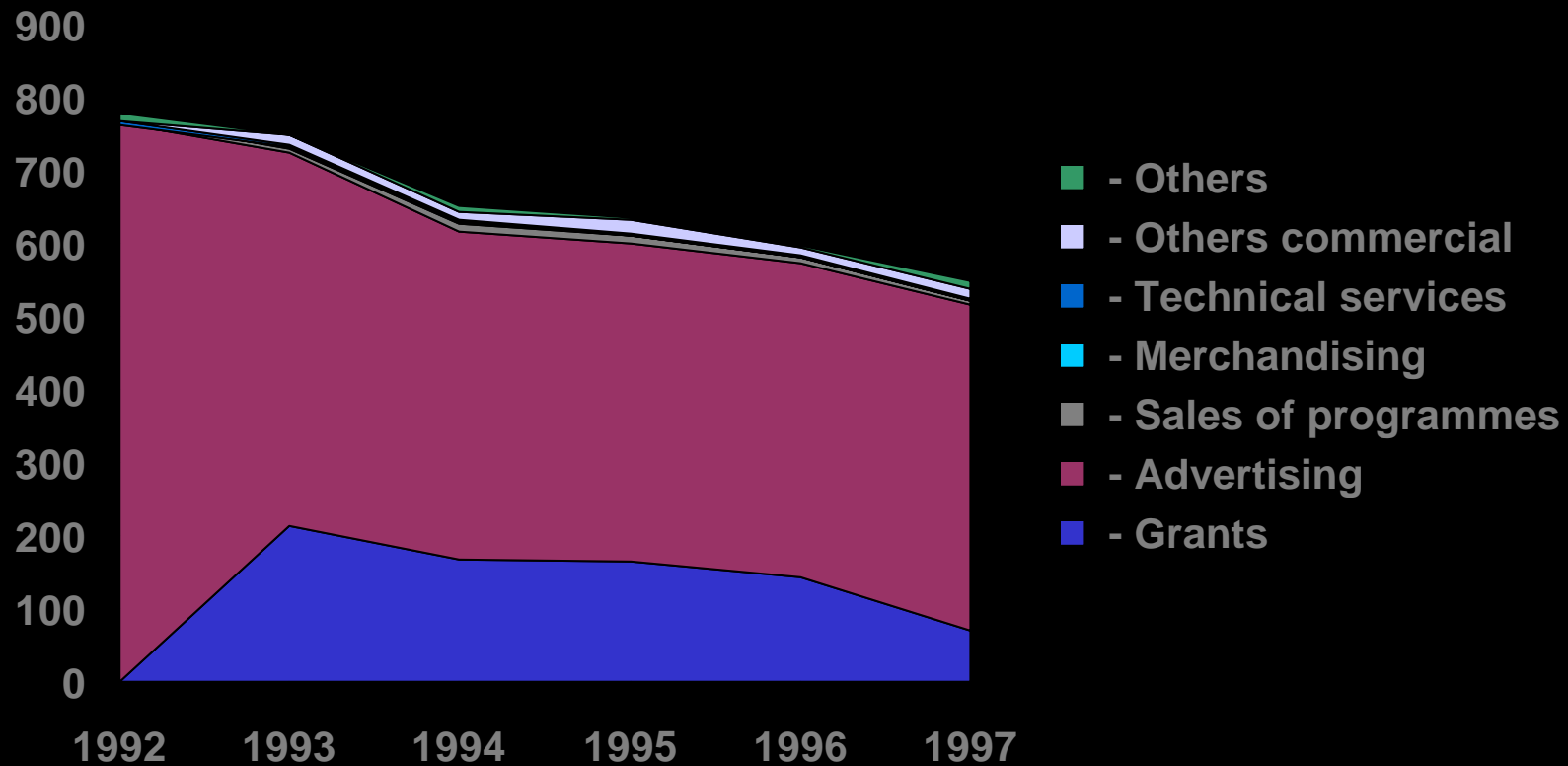
Source : European Audiovisual Observatory



RTVE - EVOLUTION OF REVENUES (1992-1997)

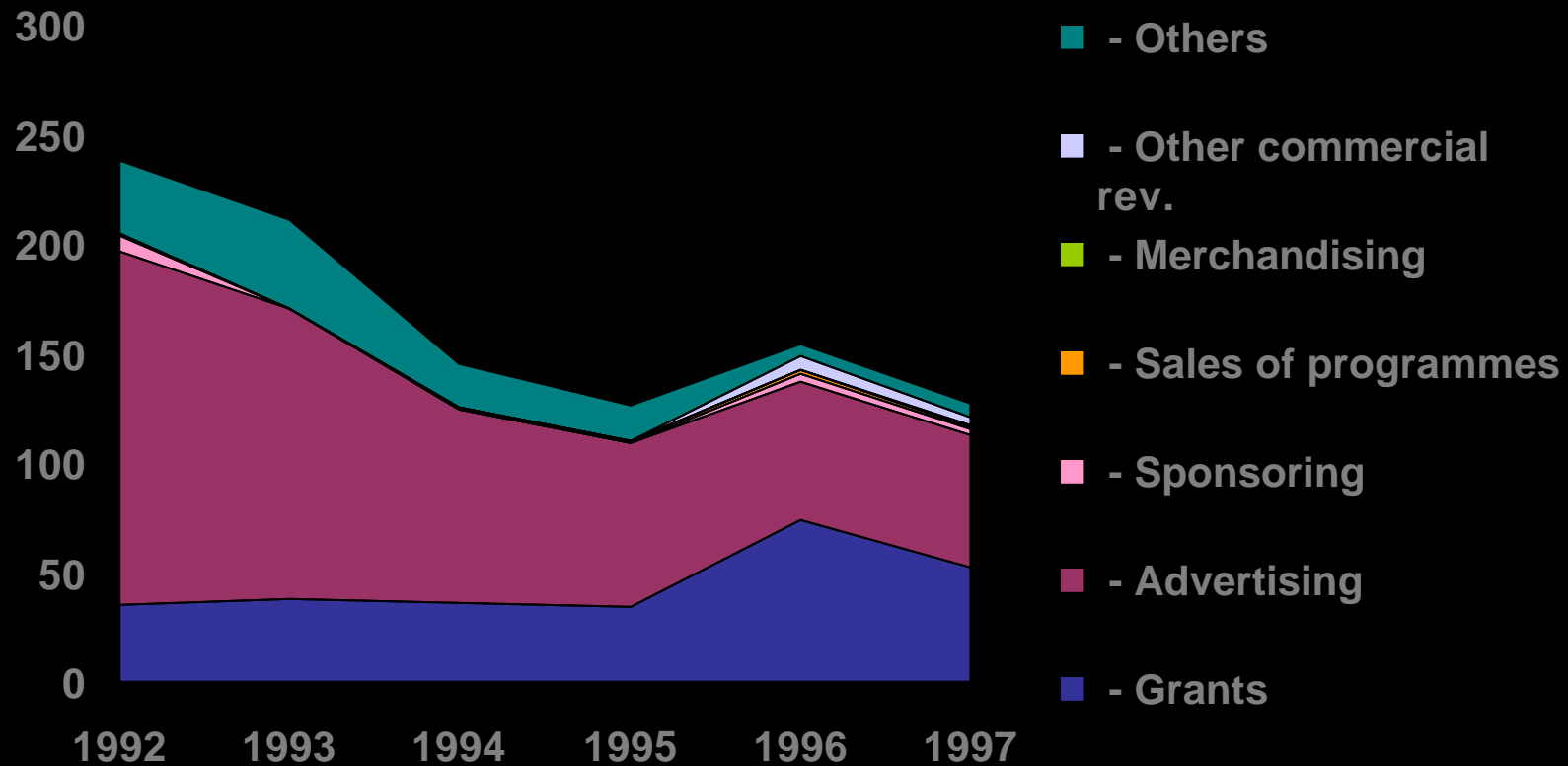
Millions EURO

Source: RTVE / EBU



RTP - EVOLUTION OF REVENUES (1993-1997) Millions EURO

Source : RTP / EBU



GROWTH OF ORDINARY REVENUES OF PUBLIC BROADCASTING ORGANISATIONS (1993-1997)

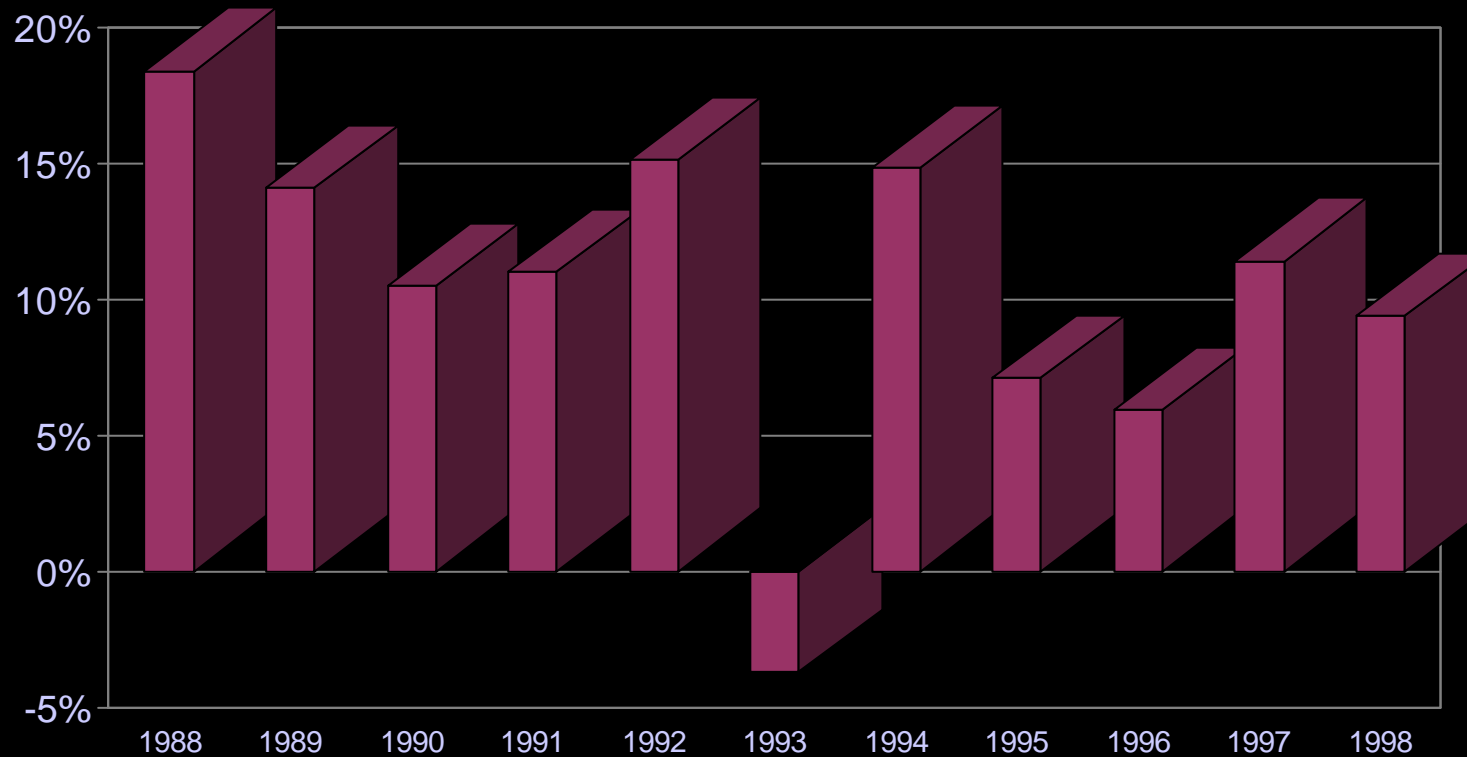
(in %)

Source : European Audiovisual Observatory



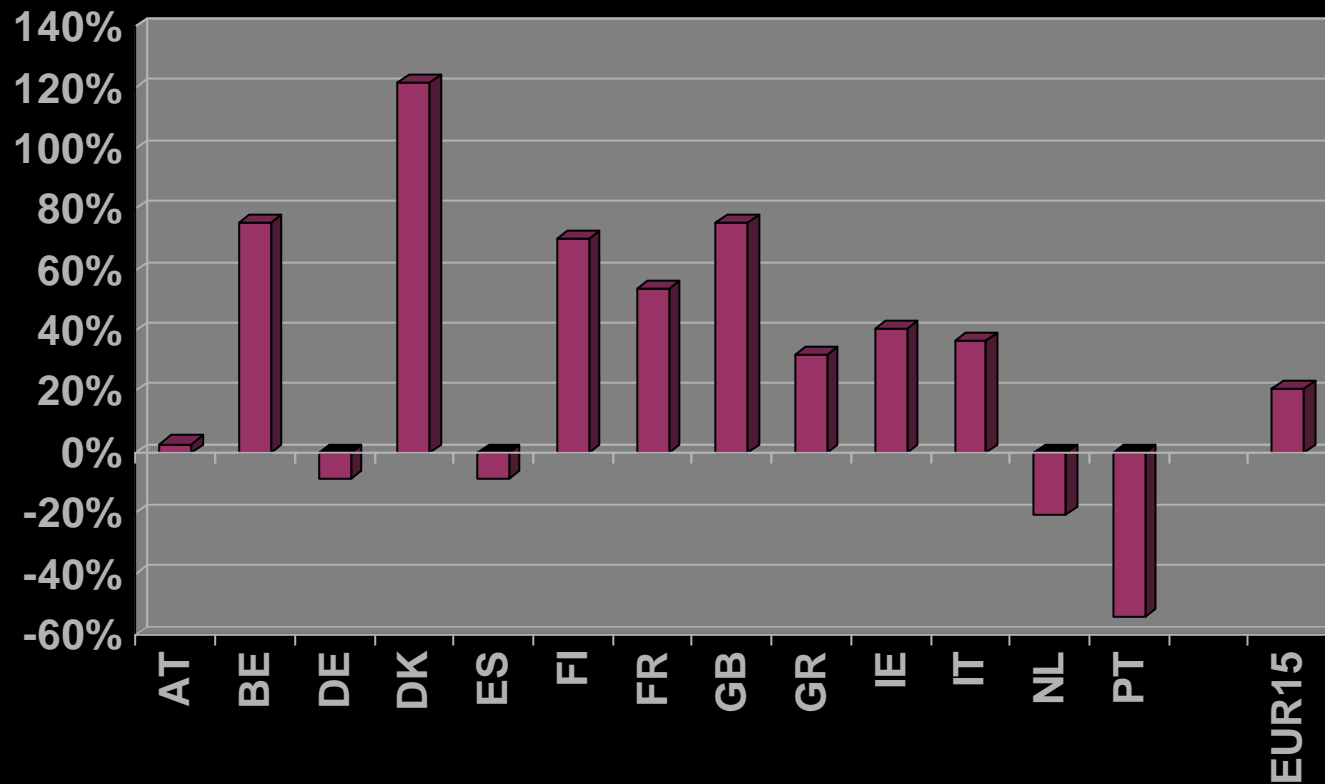
EVOLUTION OF THE GROWTH OF TV ADVERTISING EXPENDITURE IN THE EUROPEAN UNION (1988-1998)

Source : The European Advertising & Media Forecast / OBS



GROWTH OF ADVERTISING REVENUES OF PUBLIC BROADCASTING ORGANISATIONS (1997/1993)

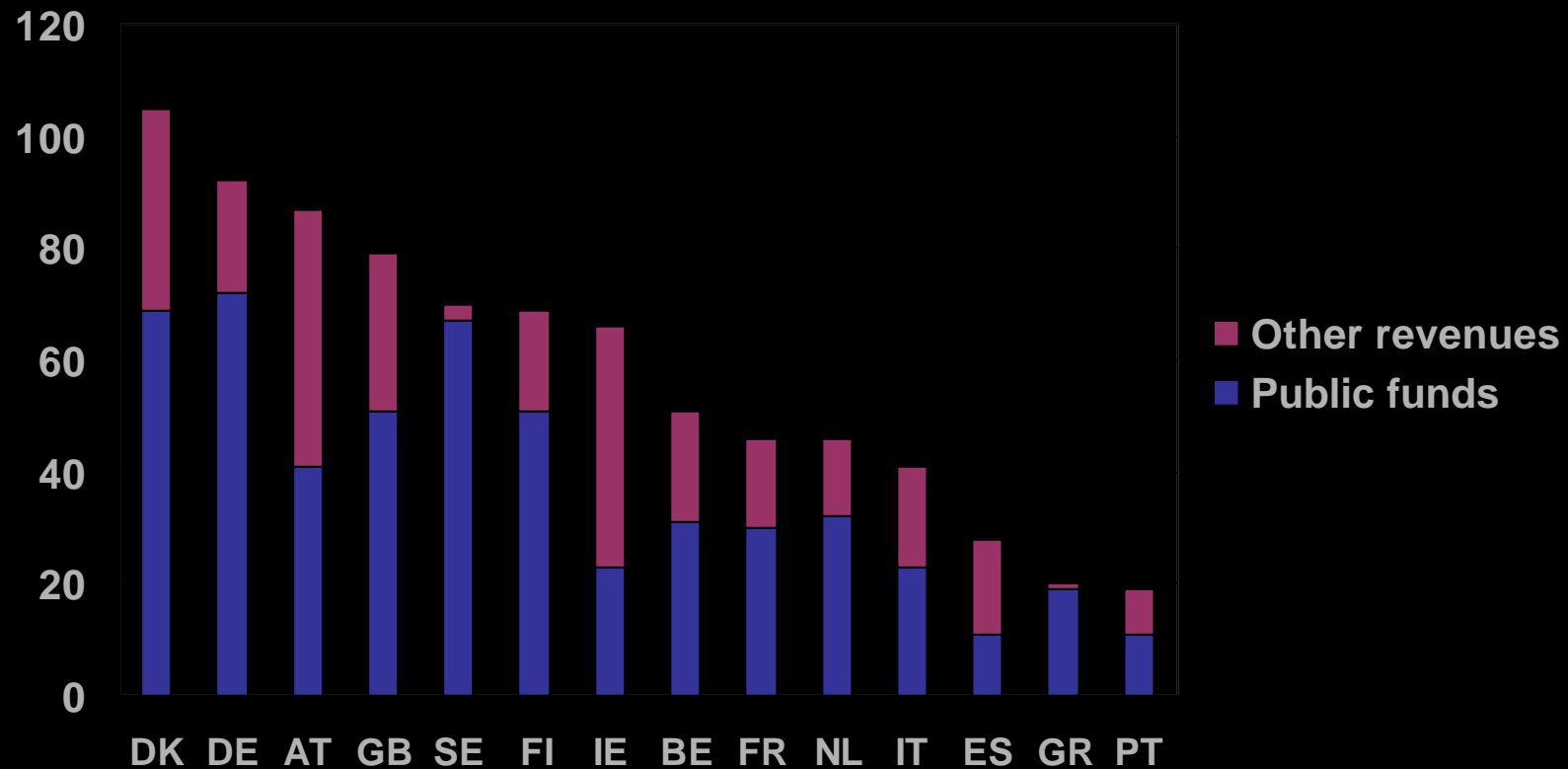
Source : European Audiovisual Observatory



EUROS PAID BY INHABITANT FOR THE FINANCING OF THE PUBLIC SERVICE (1997)

Calculated on the basis of net revenues of public companies

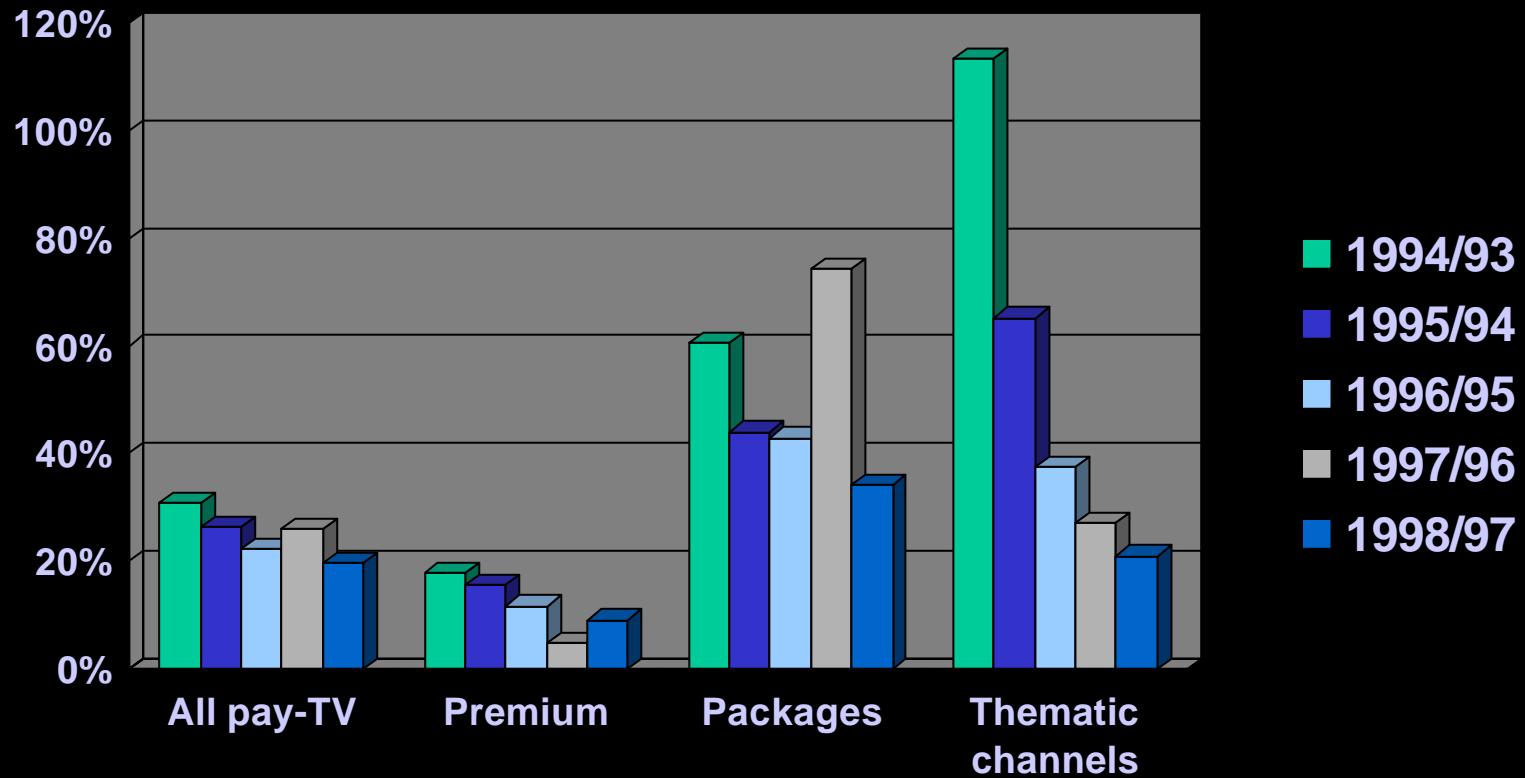
Source : European Audiovisual Observatory



EVOLUTION OF GROWTH OF PAY-TV IN EUROPEAN UNION (1994-1998)

(in %)

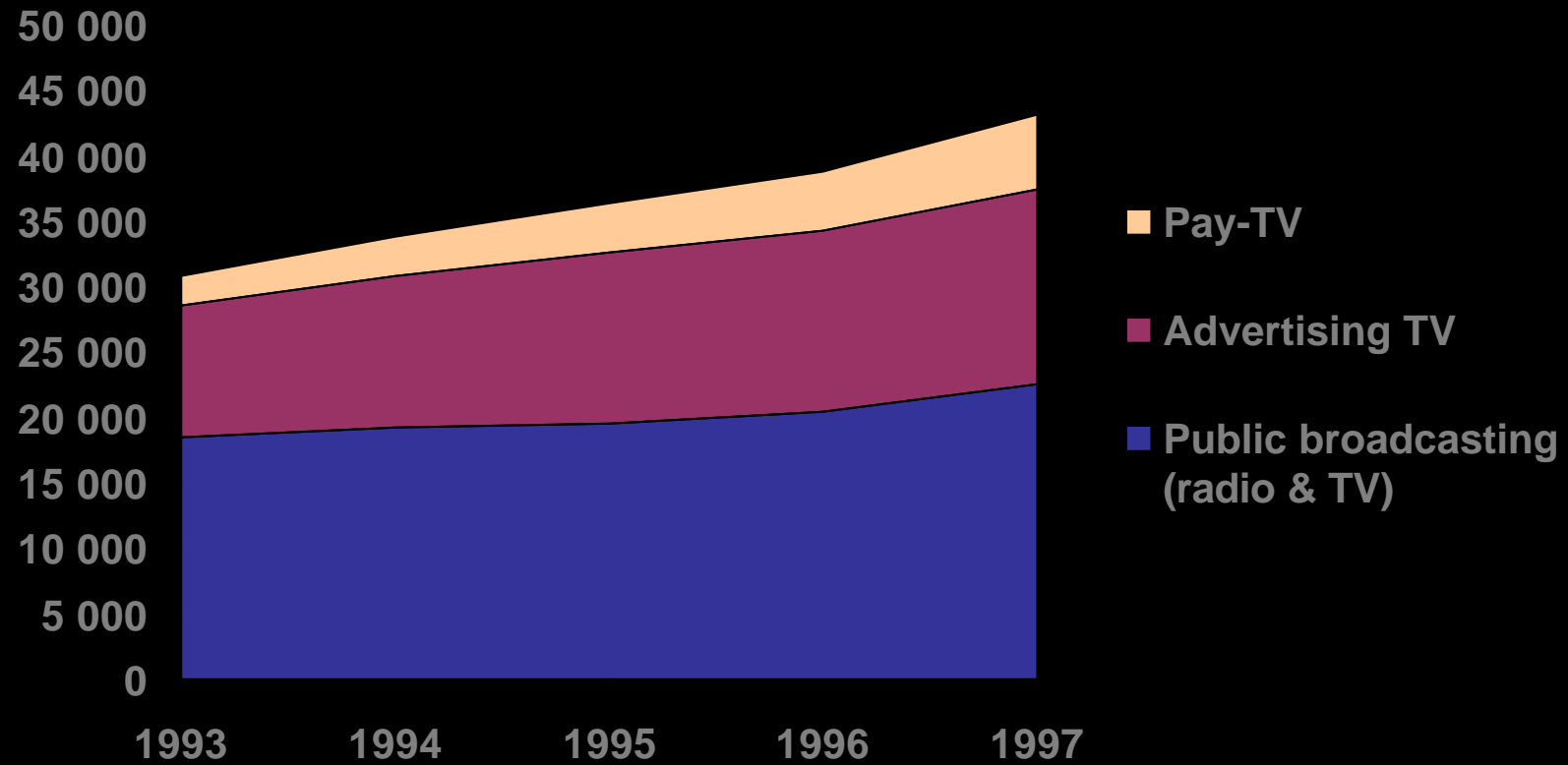
Source : European Audiovisual Observatory



EVOLUTION OF TELEVISION REVENUES IN THE EUROPEAN UNION (1993-1997)

Millions EURO

Source : European Audiovisual Observatory



EUROPEAN AUDIOVISUAL OBSERVATORY PROJECTS ON THE TELEVISION MARKET

- **Data base on television channels in Europe**
- **The radio and television systems in Europe (with Hans Bredow Institute)**
- **More in-depth financial analysis**
- **EUROFICTION project**
- **Wide interest study « Programing costs and investments into production »**
- **Broadcasting of feature films**
- **Developments of digital television**