The Spanish Media Landscape

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Located in the European southwest, Spain is a vast and very populated country of the European Union, thanks to its more than half a million square kilometres and its 44.1 million inhabitants, according to the census of 2005. Its GDP is at the average level of the 25 EU countries: 19,637 euro per capita in 2004. The administrative structure of the country is divided in 17 autonomous communities, distributed in 52 provinces. Its official language is Spanish, although in some of its autonomous communities other minority languages have an official status as well: Catalan and Valencian (spoken by 17% of the population), Galician (7%) and the Basque (2%), respectively.

Since the end of Franco's dictatorship in 1975, Spain is governed by a parliamentary political system under a regime of constitutional monarchy. The country joined the European Union in 1986 and, since then, it has obtained an important and sustained economic growth that placed it as the tenth most powerful economy of the world in 2005. Such economic wealth, together with the tourist resources of the country, have attracted a growing number of immigrants that have established their residence in Spain in the latest years and have become a relevant target for the media companies; in 2005, 9 per cent of the population were foreigners.

1. The Market

A. The Print Media

Main features:

- The newspaper readership has not varied substantially in the last decade, but remains very low comparing to most of EU countries;
- The free press is reaching great audiences and is gaining remarkable commercial strength;
- The newspapers, with their circulation stagnated; maintain their income rates thanks to product distribution;
- The business press circulation is declining;
- The magazine market, also stagnated, is led by women's magazines.

The landscape of the press in Spain presents similar characteristics to those of other developed countries, except for an important peculiarity: the percentage of newspaper readers is remarkably lower than that of other European countries.

According to Estudio General de Medios (EGM) – the main audience survey of printed, audio-visual and online media in Spain, based on thousands of interviews to citizens – 41.1 per cent of the Spaniards used to read newspapers in 2005. By the same time, the percentage of magazine readers was of 53.8 per cent, and that of supplements 27.7 per cent. Regarding the social-demographic profile of newspaper readers, nearly two out of three newspaper readers are men, with an average age over 43, of middle class, with residence in big cities (Madrid and Barcelona) or, mainly, in the northern regions of the country.

These low percentages of reading compared to other European countries of similar economic wealth and cultural development are not due to a fast decline during the latest years. In fact, they have remained quite stable during the last decade. According to EGM, in 1995, newspaper readers were 38 per cent of the population, those of magazines 54.5 per cent, and those of supplements 33.8 per cent. However, this maintenance or, in the case of newspapers, slight rise in the numbers of readers, is not even due to an increase in the sales. As in other countries, newspaper and magazines sales have declined in Spain, especially during the last years. The percentage of reading population has remained more or less the same primarily thanks to the emergence of free newspapers.

At the beginning of 2005, according to data of the Oficina de Justificación de la Difusión (OJD), main auditor organization of the circulation of printed and online press, Spain counted with 135 pay newspapers. On the other hand, this same organization controlled the circulation of 576 magazines and 19 supplements. In contrast to these numbers, by those same dates it is calculated that in Spain there were more than 7,000 free publications, among newspapers and, mainly, magazines.

As it is evident, free press is hegemonic and not only in terms of number of publications. In December of 2005, the year in which the added diffusion of Spanish pay newspapers fell a weighed 2.13 per cent, an historical fact took place as well. For the first time, the most read newspaper of general information in Spain was not a pay one, but a free one. Until that date and since more than two decades, the leadership of the general information press in Spain corresponded to *El País*; nevertheless, since that moment the most read newspaper in Spain is *20 Minutos*, a free newspaper of national scope launched on 3 February 2000. The increasing leadership of the free press is clearly seen in the following top ten of general information newspaper audiences, according to EGM of December of 2005: 1st *20 Minutos* (free; with an average of 2,298,000 daily readers); 2nd *El País* (traditional newspaper; 2,048,000); 3rd *Qué!* (free; 1,923,000); 4th *Metro* (free; 1,904,000); 5th *El Mundo* (traditional; 1,342,000); 6th *El Periódico* (traditional; 854,000); 7th *ABC* (traditional; 840,000); 8th *La Vanguardia* (traditional; 649,000); 9th *El Correo* (traditional; 592,000); 10th *La Voz de Galicia* (traditional; 572,000).

Another example of the increasing force of free publications may be found in business press. In 2006, Spain counts on four business newspapers of national circulation: *Expansión* (47,577 copies of daily average circulation in 2005), *El Economista* (launched on 28 February 2006, without any circulation data registered yet), *Cinco Días* (30,425) and *La Gaceta de los Negocios* (27,802). Only the first two remain as strictly traditional newspapers; the other two, on the contrary, have a mixed-circulation model since the end of 2004, in which 20 per cent of the circulation is sold and the remaining 80 per cent is given for free.

The fall of newspapers and magazines sales have not entailed their economic decline, at least up to the moment. On the contrary, according to data of Infoadex, the main auditor of advertising expenditure figures, the Spanish newspapers enjoyed a good economic situation in 2005 since, in addition to its circulation income, they obtained 1,666 million euro through advertising, 5.2 per cent more than in 2004. The advertising income was the second best result of the last decade. Magazines, on the other hand, raised 674.5 million euro through advertising in 2005, hardly a 1.5 per cent more than the previous year.

Considering the registered circulation instead of the estimated audience, the data of the daily press in Spain presents other peculiar characteristics as well. The 91 titles controlled by OJD came to an average of 3.95 million newspapers sold daily in 2005. At the same period, nine out of the fifteen leading newspapers saw how their sales decreased, including the two main pay newspapers, *El País* and *Marca*, in spite of the intense promotional activity unfolded by all the sector. According to OJD, in 2005 only eight pay newspapers of general information had a circulation above 100,000 copies daily. The leader was *El País* (national newspaper owned by Prisa group and published in Madrid), with a daily circulation average of 453,602 copies. It was followed by *El Mundo* (national, Unedisa, Madrid), 314,591; *ABC* (national, Vocento group, Madrid), 278,166; *La Vanguardia* (national-regional, Godó group, Barcelona), 208,139; *El Periódico de Catalunya* (regional, Zeta group, Barcelona), 170,181; *La Razón* (national, Planeta group, Madrid), 140,088; *El Correo* (regional, Vocento group, Bilbao), 124,843 and *La Voz de Galicia* (regional, Voz group, A Coruña), 102,978. On the other hand, there were four sports information newspapers with figures over 100,000 copies: *Marca* (owned by Recoletos group and published in Madrid), 328,761; *As* (Prisa group, Madrid) 209,585; *Sport* (Zeta group, Barcelona), 114,682 and *Mundo Deportivo* (Godó group, Barcelona), 103,004.

Regarding the magazine market, this was clearly led by women's magazines. According to OJD, the top ten in 2005 included the following publications: *Pronto* (weekly, women's), 1,000,580; *¡Hola!* (weekly, women's), 553,042; *Diez Minutos* (weekly, women's), 287,681; *Glamour* (monthly, women's), 276,220; *Lecturas* (weekly, women's), 266,484; *Muy Interesante* (monthly, scientific spread), 258,297; *Semana* (weekly, women's), 237,297; *Qué me dices!* (weekly, women's), 232,567; *Cosmopolitan* (monthly, women's), 225,477 and *FHM* (monthly, life style), 210,373.

Finally, it should be mentioned that some Spanish media companies lived during the last decade a process of internationalization. For instance, Prisa group bought newspapers, magazines and radio networks in Latin America. In 2005, it also bought the 15 per cent of the French newspaper *Le Monde*, as well as some magazines in Portugal. Another media group that owns newspapers abroad is Vocento, which shares the ownership of some newspapers in Argentina.

On the other hand, some foreign media companies have installed in Spain during the last few years. This foreign presence is especially noticeable in the free press market. Schibsted, a Norwegian press group, owns the 80 per cent of *20 Minutos* since 2001. Another Swedish group, Metro International, publishes *Metro* in most of the Spanish cities. Considering the traditional press, the most significant case of foreign ownership is that of *El Mundo*, which belongs to the Italian group RCS (Rizzoli).

B. The Broadcast Media

Main features:

- There is an increasing fragmentation of television markets;
- The audience leadership belongs to private companies, both in radio and in television;
- There is a significant decline of the national public broadcasting company, RTVE;
- The penetration of cable television is very low comparing to other analogical and digital television formulas;
- So far, the DAB radio broadcasting technology has totally failed.

Among all the media, television rules in Spain. Everyday it is seen by almost nine out of ten Spaniards. In addition, it is the medium to which citizens dedicate more time: 244 minutes per person daily in January 2006. Therefore, it is not surprising to find that it is also the medium that attracts more advertising investment: 2,876.6 million euro in 2005.

This amount means the 21 per cent of total advertising expenditure in mass media and other platforms, which reached to 13,709.6 million euro in 2005.

Nevertheless, according to EGM, since 2003 the television consumption has begun a slow decline. That year the penetration of this medium reached to 90.7 per cent of the Spaniards, but in 2004 went down to 89.6 per cent, and descended to 88.9 per cent in 2005, the latest data available at the moment of writing this report. The reasons of this slight decline still are not clear, but the experts suggest mainly two factors. First of all, the success of Internet and other interactive devices are causing a tenuous substitution effect between the television and the computer, especially among the young public. The second factor, much more evident so far, is the increasing fragmentation of the television market and the development of alternative forms of audio-visual consumption, such as the DVD.

The Spanish market of television is going through times of increasing fragmentation. In 2006, the television in Spain includes the following offers:

1. *Analogical television*. It is still the main way of watching television in Spain. There is a public entity of radio and television, RTVE, which broadcasts through two analogical channels of national scope: La Primera and La 2. In addition, other twelve similar public bodies, which correspond to a like number of autonomous communities, are grouped around the Federación de Organismos de Radio y Televisión Autonómicos (Federation of Autonomous Bodies of Radio and Television; FORTA). Each one of these regional public broadcasters have one or two analogical television channels. Regarding the analogical offer of private television companies, it consists of the networks Antena 3 (whose biggest shareholder is Grupo Planeta), Telecinco (owned by Mediaset, as main shareholder, and Vocento), Cuatro (Sogecable's channel, launched on 4 November 2005, as an analogical substitute of Canal+) and La Sexta (inaugurated on 27 March 2006, and owned by the Mexican company Televisa in partnership with a group of Spanish audio-visual producers). With regard to local television stations, there are not any precise data as those of the case of written press, since the map of local television and radio companies in Spain is very fragmentary. However, there is a census, published in October of 2002 by the AIMC, which counted 897 local analogical televisions distributed among 606 localities all over the country. According to the law, the transition from the analogical television to the digital system – so-called "analogical blackout" – will have to conclude in April of 2010, five years before the deadline established by the European Broadcasting Union (EBU). From that moment, the emissions of television in Spain would only be received by those citizens who have a decoder or an integrated digital television set (TVDI).
2. *Digital Terrestrial Television (DTT)*. The history of this type of television in Spain started in 1998, when the Government approved the first National Technical Plan of DTT. In 1999, the Government granted the first licence to Quiero TV, a platform which had a pay-TV business model and whose emissions began in May of 2000. Thus, Spain

became one of the first countries in Europe in setting up the DTT. Nevertheless, in June of 2002, Quiero TV had to close after a bankruptcy. As a result of this, the transition towards the digital television in Spain stagnated. In the meantime, in 2001 a second public set of concessions of DTT licences was awarded. These new licences went to TVE, Antena 3, Telecinco, Canal+ (owned by Sogecable, whose biggest shareholder is Prisa group) and to two new television companies: Veo TV (ruled by Unedisa and Recoletos media groups) and Net TV (Vocento). In 2005, the Spanish legislation gave a new impulse to the DTT distributing among these companies fourteen channels which were available after the closing of Quiero TV. After this distribution, from 30 November 2005, the Spanish households equipped with a decoder may receive twenty channels of DTT: five of RTVE, three of Antena 3, three of Telecinco, three of Sogecable, two of Veo TV, two of Net TV and two of La Sexta. The market of the DTT in Spain is completed with several autonomic and local channels, whose concession of licences is in process. At the end of 2005, it was estimated that there were some 850,000 decoders of DTT in Spain.

3. *Satellite television*. The satellite television in Spain appeared in 1997. In January of that year began the emissions of Canal Satélite Digital (CSD), platform of Sogecable. A few months later, those of Vía Digital, the platform owned by Telefónica, began as well. Both television platforms offered a set of contents based on several dozens of thematic channels of cinema, sports, news, documentaries, music and international channels, which were available for a monthly fee, plus a pay-per-view system for certain special contents, such as movies and football matches. After a harsh commercial struggle to catch subscribers during several years, in 2002 CSD was undoubtedly the leader of the market with 1.1 million users, whereas Vía Digital had some 700,000 users and was suffering important financial problems. This struggle concluded the 21 July 2003, with the takeover of Vía Digital by Sogecable, and the renaming of the new platform as Digital+. This platform had almost 2 million subscribers at the end of 2005.
4. *Cable television*. At the beginning of this decade, the landscape of cable in Spain included two national operators, Ono and Auna, as well as many small operators at a regional level. These companies were offering from the late 1990s integrated services of telephony, television and broadband connection to the Internet. Meanwhile, Telefónica, the most powerful and spread telecommunications company, discarded the cable and opted for the ADSL technology to provide its services of broadband connection to Internet and, more recently, television services. In order to face the difficulties due to their small market penetration, a process of concentration among the regional cable operators began in 2003. At the same time, Ono and Auna started a struggle to reach the monopoly on a national scale. This competition ended in 2005 with the takeover of Auna by Ono. This company also acquired most of the small regional operators. After this process, Ono has become in 2006 the unique cable operator in most of the Spanish regions, with the exception of Asturias (Telecable), Basque Country (Euskaltel) and Galicia (R).

As for the radio, it is a medium that lives a good economic moment in Spain. Nevertheless, this financial bonanza coincides with slight audience stagnation and with an exhaustion in radio formulas and programmes. In many cases, these formulas have not been reviewed since more than a decade ago.

According to the annual report *Guía de la Radio en España 2005*, there were 4,877 active radio stations at the end of 2004. Out of this total number 2,655 were legal radio stations, including both private and public, and another 1,803 stations – 45.5 per cent – were transmitting without a legal licence.

In 2005, the advertising investment in radio was of 609.9 million euro, a 12.9 per cent more than in 2004, and a 21.5 per cent more than in 2000. However, as stated above, such advertising improvement occurred simultaneously with slight audience stagnation. According to EGM, in 2005 the percentage of daily radio listeners was 55.5 of the population, whereas in 2004 it was of 56.8 per cent. In spite of this stagnation, the radio –specially, the AM – still has in Spain a very significant journalistic influence.

The Spanish radio market is clearly led by the private networks, although there is a broad public national network owned by Radio Nacional de España (National Radio of Spain; RNE), a division of RTVE. Furthermore, the regional public bodies of radio and television also have a great number of radio frequencies, mainly in FM. In addition to these networks, there is a great number of local radio stations in FM.

Considering the private radio networks, the clear leader is Cadena SER, owned by Prisa group. It is the one which counts with more radio stations (230). According to EGM of December 2005, Cadena SER had 4,996,000 daily listeners, a much bigger audience than the other three big private radio networks considered as a whole: COPE (a network which belongs to the Episcopal Conference; 2,316,000 daily listeners and 166 stations), Onda Cero (a network sold in 2003 by Telefónica to Grupo Planeta; 1,872,000 listeners and 164 stations) and Punto Radio (a network set up by Vocento in fall 2004; 523,000 listeners and 74 stations). There are many commercial radio networks devoted to music. The most successful one is Los 40, a pop music network, which also belongs to Prisa group.

On the other hand, there is a significant amount of public radio networks, mainly devoted to general information and cultural contents, which are offered by the national as well as the autonomous broadcast public companies. The most popular public channel, with 1,403,000 daily listeners in December of 2005, is Radio 1, an advertising free channel that belongs to RNE. RNE, which also has music and non-stop news channels, had 897 frequencies of FM and AM in 2005.

Digital radio (DAB), on the other hand, has been a great failure so far. On 10 March 2000, the Spanish government conceded ten licences of digital radio. This concession established that the emissions would begin when the operators covered at least the 20 per cent of national population, and these would have to happen in any case before the 30 June 2001. Moreover, the operators were urged to cover 50 per cent of the population by June of 2002, and 80 per cent in 2006. Nevertheless, these plans have been frustrated by a commercial failure of the digital radio. Very few people have bought digital radio devices and, considering this lack of audience, the broadcasters have done very little investment in that technology. Meanwhile, the cheaper Internet radio and, more recently, the *podcasting*, have gained great popularity as new digital alternatives for the analogical broadcasting in Spain.

C. The Internet Media

Main features:

- The rate of Internet use is low compared to the EU average;
- There is a great number of online publications, but only few of them are well developed, both in editorial and business terms;
- The online market leadership belongs to *Elmundo.es*, which is the second among the pay newspapers.

When many online publications have already reached their first decade of life, the penetration of Internet in Spain remains one of the lowest in Europe: only 34.4 per cent of the Spaniards were Internet users at the end of 2005, according to EGM. Since the 90s, different national governments have tried to improve these rates of use, but the results of these policies have been modest so far. Nevertheless, Internet continues its slow growth in Spain and, in fact, it was the only mass medium whose consumption grew in 2005. According to EGM, the written press, the radio and the television reduced to a greater or smaller extent their penetration that year, whereas Internet enjoyed a growth of 3.8 per cent compared to year 2004.

In spite of these modest numbers of penetration of Internet, the online media landscape in Spain is notably developed. According to a national online media census made by a research team of several universities, in January 2005 there were 1,274 active online publications. This meant approximately one online publication per 10,000 Internet users.

The most reliable audience study of Internet corresponds to the interactive division of OJD. According to this source, at the end of 2005 the leader was *Elmundo.es*, on line edition of the newspaper *El Mundo*, with 7.4 million unique users monthly. Far behind there were *Marca.com* (2nd), *As.com* (3rd) and a little further back *Sport.com* (7th), which are sport portals linked to other so many homonymous newspapers. Among the most popular online media there was also *Abc.es* (4th), the online edition of *ABC* newspaper. It is also worth mentioning the high audiences of *20Minutos.es* (5th), the online edition of the biggest circulation free newspaper, and *Libertad Digital* (6th), an online-only medium.

The lack of interest for the cable by Telefónica explained above resulted in, in 2004, only 6.1 per cent of the Spanish households having this type of technology. At the end of that year, according to the report *eEspaña 2005*, the country had 500,000 domestic cable users whereas the ADSL users were 2,583,000. Telefónica has continued with its strategy to promote the ADSL technology not only offering Internet connection, but also interactive television services. After testing the system since 2003, Telefónica started to offer for the whole country a new service of television by ADSL in 2005, called Imagenio. Since the beginning of 2006 other ADSL operators have also begun to offer similar services, such as Jazztelia TV by Jazztel telecommunications company.

D. News Agencies

Main features:

- The leadership belongs to the public news agency, EFE;
- There are many smaller and specialized news agencies, most of them regional.

Leaving aside the international agencies, the market of news agencies in Spain is led by Agencia EFE. This agency, founded in 1939 and nowadays present in more than 100 countries, is the worldwide leader in Spanish language, with a staff of 1,175 people in 2004. Just like RTVE, Agencia EFE is a public company owned by the State.

In addition to EFE, there are another 50 agencies of diverse characteristics. Some of them, such as Europa Press, the second biggest news agency, are of national scope and offer general services of text and audio-visual contents for all type of media. Other many agencies – in fact, most of them – work in a regional level or they are specialized in specific subjects or news formats.

2. State Policies

Main features:

- The Spanish Constitution protects as basic rights the freedom of expression, the clause of conscience and the professional secret;
- The broadcast media have specific laws for their contents and schedules of emission, inspired in the European regulations;
- The content providing through Internet is regulated by one specific law since 2002.

The Spanish Constitution, passed in 1978, recognizes and protects in its 20th article the freedom of expression as a fundamental right of all Spaniards. It also protects the right to the clause of conscience and the professional secret and forbids all kind of previous censorship. The freedom of expression is only limited, according to the Constitution, by the right to the honour, the privacy, the self-image and the protection of youth and childhood.

The Spanish legislative system does not have specific laws for printed media. However, the audio-visual media works under a regulatory system of administrative licences, granted by the national or the regional authorities, who are the owners of the spectrum. Recently, the Internet media have begun to be the object of specific legal norms as well.

The newspapers and magazines do not receive subsidies, except in the case of some publications written in minority languages. The VAT of publications is 16 per cent, like any other consumer product.

Broadcast media and, more particularly, television have a specific legislation that regulates their contents and schedules of emission, inspired in the European laws. These regulations also restrict the ownership of radio and television stations by foreign companies. Since 1st January 2006, digital televisions have a reduced VAT of 7 per cent.

3. Civil Society Organizations

Main features:

- Although there is a significant amount of media-related professional associations, the Spanish journalists have low rates of associationism;
- There are three big associations of media publishers: AEDE for newspapers, UTECA for commercial television, and AERC for commercial radio;
- There are not professional councils with authority to control media or journalists' mistakes, except two Audiovisual Councils on a regional level;
- Five newspapers have an ombudsman.

Associationism is little extended among the Spanish journalists. There are, however, 40 regional and local press associations and a handful of professional colleges, integrated altogether by more than 10,000 journalists. The press associations are grouped around the Federación de Asociaciones de la Prensa de España (Federation of Press Associations of Spain; FAPE), the main organ of representation, coordination and defence of the journalistic profession in Spain.

Along with these professional associations and colleges, there are half a dozen trade unions of journalists, of regional scope, which defend the improvement of the working conditions of journalists. These organizations are grouped in the Federación de Sindicatos de Periodistas (Federation of Journalist Trade Unions; FeSP) which, at the beginning of 2004, counted with more than 2,000 affiliated.

Publishers have also their own organizations. The most important are the following ones:

1. Asociación de Editores de Diarios Españoles (Spanish Newspaper Publisher Association; AEDE): an association founded in 1978 that is formed in 2006 by 82

associates, which altogether represent the 90 per cent of total newspaper circulation in the country.

2. Unión de Televisiones Comerciales Asociadas (Associated Commercial Television Union; UTECA): organization founded in 1998 to defend and to represent the common interests of the private televisions.
3. Asociación Española de Radiodifusión Comercial (Spanish Association of Commercial Radio Broadcasting; AERC). An organization that gathers 1,150 private radio stations that broadcast with legal licences.

There are no professional councils with authority to punish bad practices or abuses made by journalists. These cases are solved by conventional courts of justice. However, in the latest years two regional Audiovisual Councils have been created, in Catalonia (2000) and Navarre (2001), to look after the contents of the audio-visual sector and their respect to the laws. The Government also announces the creation of a new national Audiovisual Council before 2008. On the other hand, some newspapers have their own newsroom statutes, which work like deontological norms that only apply to those publications.

Five newspapers (*El País*, *La Vanguardia*, *La Voz de Galicia*, *El Correo Gallego* and *El Punt*) and one magazine (*PC Actual*) have an ombudsman. In addition, a news weekly magazine (*Tiempo*) has a council of readers.

There are also dozens of organizations of radio and television users, which are especially active in regional and local levels, but not so much at a national scale. Most of these associations are grouped around the Federación Ibérica de Asociaciones de Telespectadores y Radioyentes (Iberic Federation of Television and Radio Users; FIATYR).

Regarding the audience measurement systems, there are diverse companies that audit the circulation of printed, audio-visual and online media. These are the main ones:

1. Información y Control de Publicaciones (Information and Control of Publications; Introl): it is the main controller of the press circulation, both printed and online. Up until 2004, it was named Oficina de Justificación de la Difusión (Office of Circulation Justification; OJD).
2. Asociación para la Investigación de Medios de Comunicación (Association for the Mass Media Research; AIMC): it is an organization which gathers most of the advertising and communication companies. It publishes the EGM every quarter of the year, which is the main market study of media audiences in Spain.
3. Taylor Nelson Sofres (TNS): it measures the television audience rates daily.

4. Development Trends

Looking into the future of Spanish media, two deeply controversial questions arise in 2006: the legislative proceeding of a Statute of the Professional Journalist and the plans for the industrial rationalization of RTVE.

Regarding the Statute, the process began in April 2004, when Izquierda Unida, a leftist political party, presented to the Parliament a law proposal to regulate the journalistic profession in Spain. According to its defenders – mainly trade unions and professional colleges – such Statute proposal ensures more stable work conditions for the journalists. However, in accordance to its detractors – particularly media publishers and press associations – the Statute erodes the independence of journalists, since it reinforces the regulatory ability of the political powers. The opposition to the Statute has been more powerful so far, and as a consequence, since 2006, the Parliamentary proceeding of the Statute has been stopped.

On the other hand, the problem of RTVE is economic. It is a public entity, which belongs to the Sociedad Estatal de Participaciones Industriales (State Society of Industrial Participations, SEPI), with a staff of 9,369 people, according to data of 2004. Its income sources are the National Budget and advertising (around 260,000 spots per year). This company had a debt of more than 7,000 million euro at the end of 2005. Due to this economically unsustainable situation, the Government announced an industrial rationalization of the company, which included harsh measures such as to reduce the number of workers to 4,855 in the forthcoming years.

Apart from these two specific questions, the main problems that the Spanish media companies will have to face in the near future are more or less the same of the rest of Europe: the circulation decline of newspapers and magazines, the growing competence and diversification on radio and television markets and, above all, the impact of the digital technology on the media organizations.

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