



The Mavise tool-kit

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About MAVISE

- **MAVISE is a tool to:**
 - **Monitor the availability, establishment and ownership of TV channels and on-demand services**
 - **Provide statistics on audiovisual services**



MAVISE: Individual searches

TV Channel: Biggs

By service

Table of contents

- General Information
- Licence / Registration
- Technical transmission
- Satellite packages in which the channel is included
- Technical penetration (households - source: channels/OBS)

General Information

Channel Name	Biggs
Broadcasting company & contacts	DREAMIA - SERVICOS DE TELEVISAO, S.A
Media Group(s)	NOS, SGPS, S.A MULTICANAL IBERIA SL
Affiliation to a professional organisation	
Genre	Children's channel
Specific target audience	
Type of coverage	National
Language	Portuguese
Main targeted country	Portugal
Other countries in which the channel is available	

By line-up

Line-Up of TV channels

Channel	Launch date	Public / Private / Mixed	Country of establishment	Type of coverage	Countries targeted
24 KITCHEN International		Private	Bulgaria	Several countries	Bosnia-Herzegovina, Croatia
A&E Portugal	2014	Private	Spain	National	Spain
Afro Music Channel		Private	Spain	International/ Pan-European	Portugal
Al Jazeera (version in English)	2005	Private	United Kingdom	International/ Pan-European	Australia, Austria, Belgium
AMC TV (version in Portuguese)		Private	Portugal	National	Portugal
Andalucía Televisión	1996	Public	Spain	Several countries	Belgium- Flemish Community
ARTE (version in French)	1992	Public	France	Several countries	Austria, Belgium- Flemish Community
AXN Black	2011	Private	Spain	National	Portugal
AXN Portugal		Private	Spain	National	Portugal
AXN Portugal HD	2011	Private	Spain	National	Portugal
AXN White (version in Portuguese)		Private	Spain	National	Portugal
Baby TV (version in Portuguese)	2008	Private	United Kingdom	National	Lithuania, Poland, Portugal
BBC World News	1991	Public	United Kingdom	International/ Pan-European	Europe (Free satellite channels)
Benfica TV1	2008	Private	Portugal	National	Portugal
Benfica TV1 HD	2013	Private	Portugal	National	Portugal
Benfica TV2	2013	Private	Portugal	National	Portugal
Benfica TV2 HD	2013	Private	Portugal	National	Portugal
Biggs	2009	Private	Portugal	National	Portugal
Bloomberg TV Europe		Private	United Kingdom	Several countries	Austria, Belgium- Flemish Community
Canal de História (version in Portuguese)		Private	Spain	National	Portugal, Spain
Canal Hollywood (Portugal)	1995	Private	Portugal	National	Portugal
Canal Panda	1997	Private	Portugal	National	Portugal
Canal Parlamento (Arv)	2000	Public	Portugal	National	Portugal

By company

Company: MULTICANAL IBERIA SL

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- General Information

Activities provided

- Broadcaster of TV channels
- Provider of on-demand audiovisual services

General Information

Name	MULTICANAL IBERIA SL
Country	Spain
Address	C/ Saturno 1 Madrid 28224 POZUELO DE ALARCON Madrid Spain
Phone	+34 91 714 10 80
Fax	+34 91 351 68 73
Main Website	http://www.chellomulticanal.com/es/
Main Activity	Broadcaster (thematic channel(s))
Main Owner	AMC Networks
Owner 2	
Owner 3	

By regulator

Licence / Registration

Related licensing authority	Entidade Reguladora para a Comunicação Social (ERC)
Licensing authority country	Portugal
Main kind of transmission	Cable and/or satellite and/or IPTV (private)
Statute	Private
Date of licence or registration	
End of licence	
Year of launch	2009

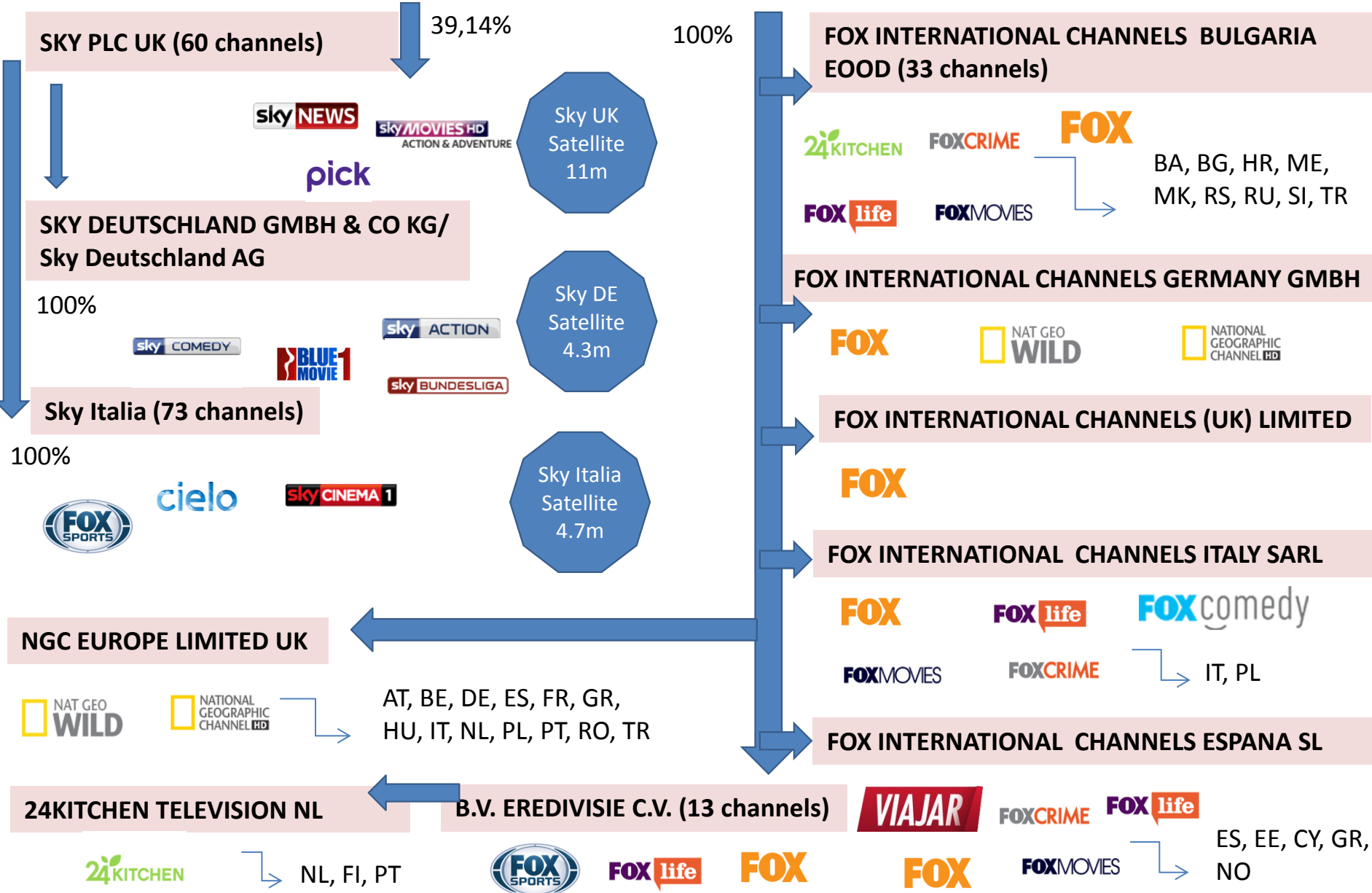
Technical transmission

Technical transmission	Analogue Terrestrial	Digital Terrestrial	Cable	Satellite	IPTV
EUROPE				Eutelsat 5 West A at 5.0°W Hispasat 1E at 30.0°W	
Portugal			CABOVISAO-TELEVISAO PC NOS, SGPS, S.A.		VODAFONE PORTUGAL - C SONAECOM - SERVICOS D. PORTUGAL TELECOM SGP

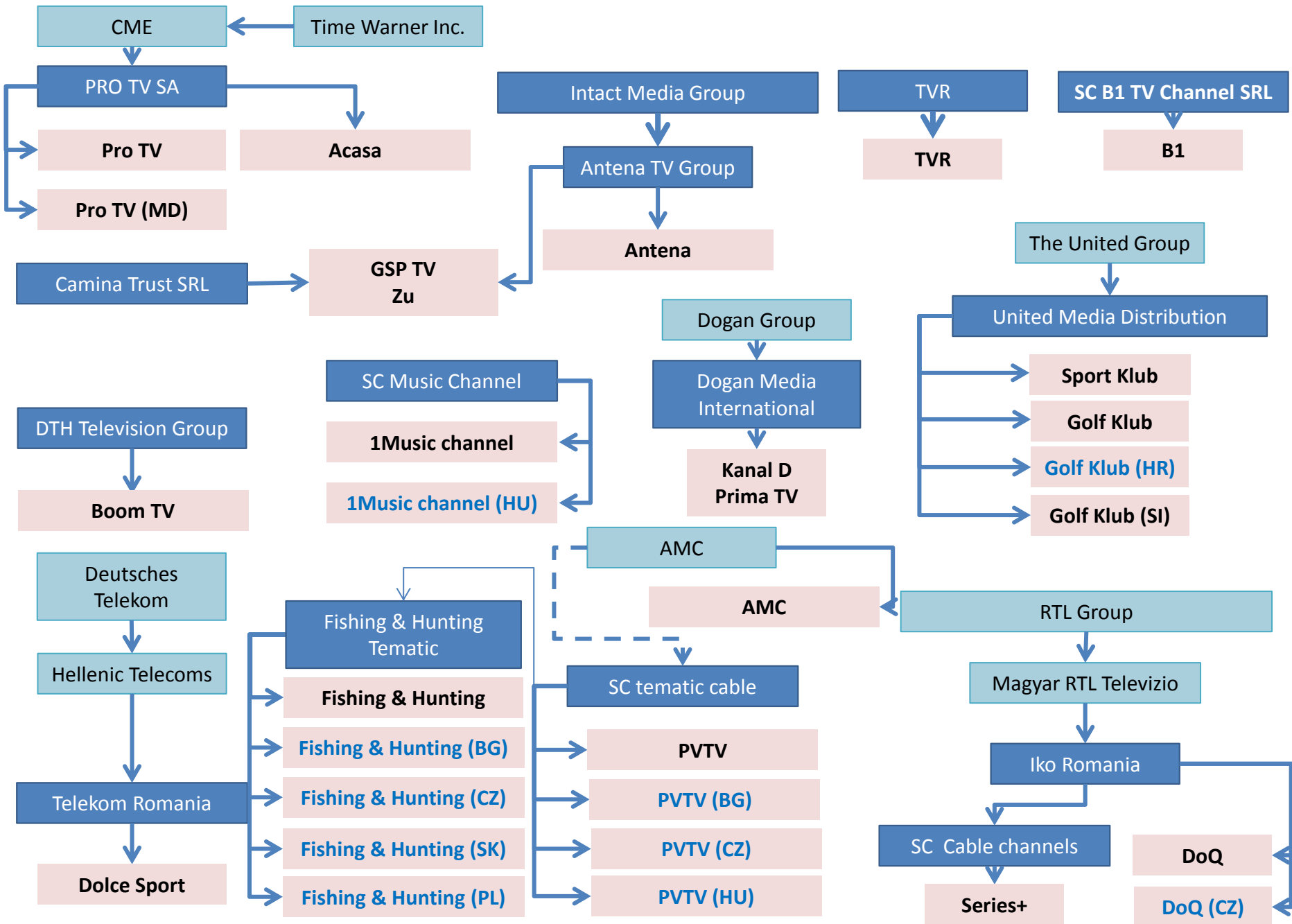
[export to Excel](#)

21st Century Fox

More than 40 brands, 260 channels (+180 HD), 22 languages, controls 3 satellite packages



MAVISE Analysis - Romania





Российский сегмент базы данных **Mavise**

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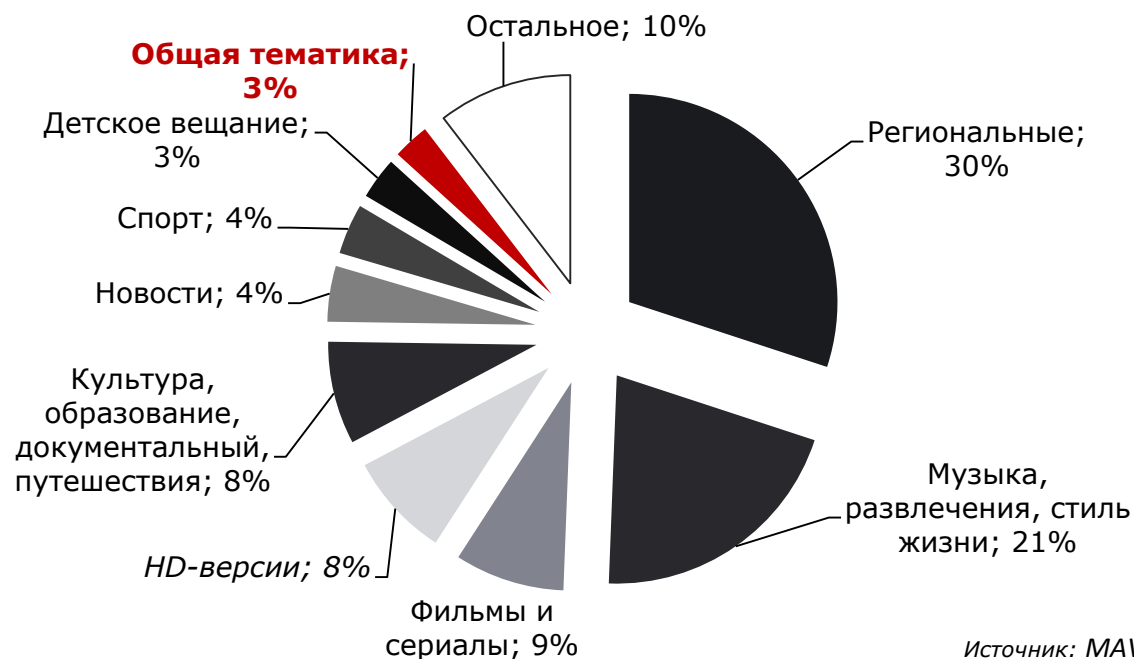
Источники для обновления Mavise по РФ

- лицензии Роскомнадзора
- предложения операторов платного ТВ
- каталог World Content Market
- каталог сайта Кабельщик - www.cableman.ru
- официальные сайты телеканалов и сервисов ВпЗ
- базы данных по ВпЗ-сервисам, подготовленные в рамках исследований ЕАО в 2010–2014 годах
- публикации в прессе

Основные результаты – ТВ

- 740 активных телеканалов, доступных и расположенных в РФ
- 121 HD-канал
- шесть 3D-каналов
- 53% каналов платные
- 37% имеют catch-up на сайте

Жанры основных телеканалов, доступных в России в конце 2015 года

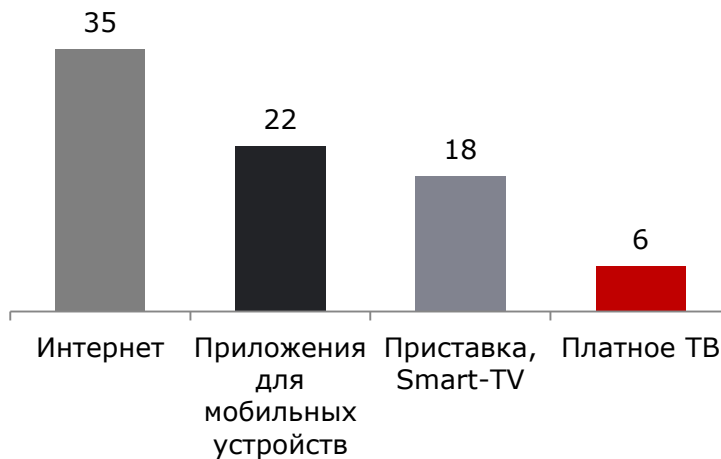


Источник: MAVISE Data Base

Основные результаты – ВпЗ

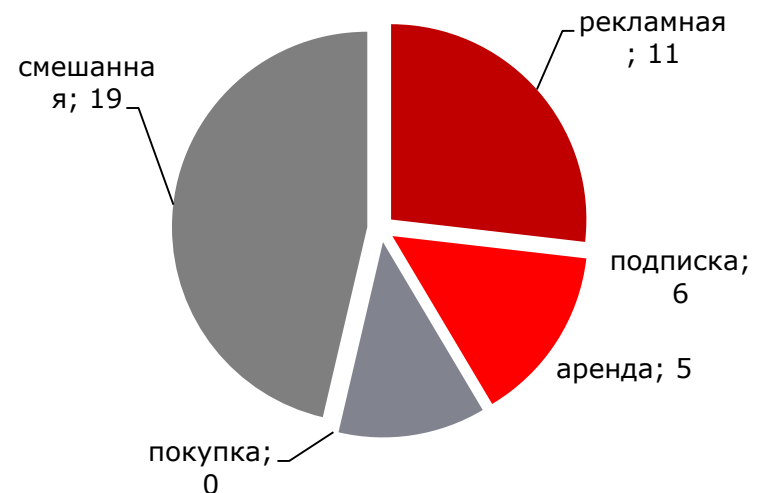
- 41 сервис ВпЗ доступен в РФ (без UGC и catch-up телеканалов)
- 20 сервисов предлагают HD-контент
- три сервиса имеют 3D-контент

Доступность сервисов видео по запросу в пользовательских интерфейсах в России (конец 2015)



Источник: MAVISE Data Base

Сервисы видео по запросу, доступные в России, по моделям монетизации (конец 2015)



Источник: MAVISE Data Base

mavise.obs.coe.int

Российский сегмент базы данных Mavise уже доступен онлайн:

- Национальные и региональные телеканалы
- Крупнейшие операторы платного ТВ
- Сервисы видео по запросу и catch-up TV национальных и региональных телеканалов