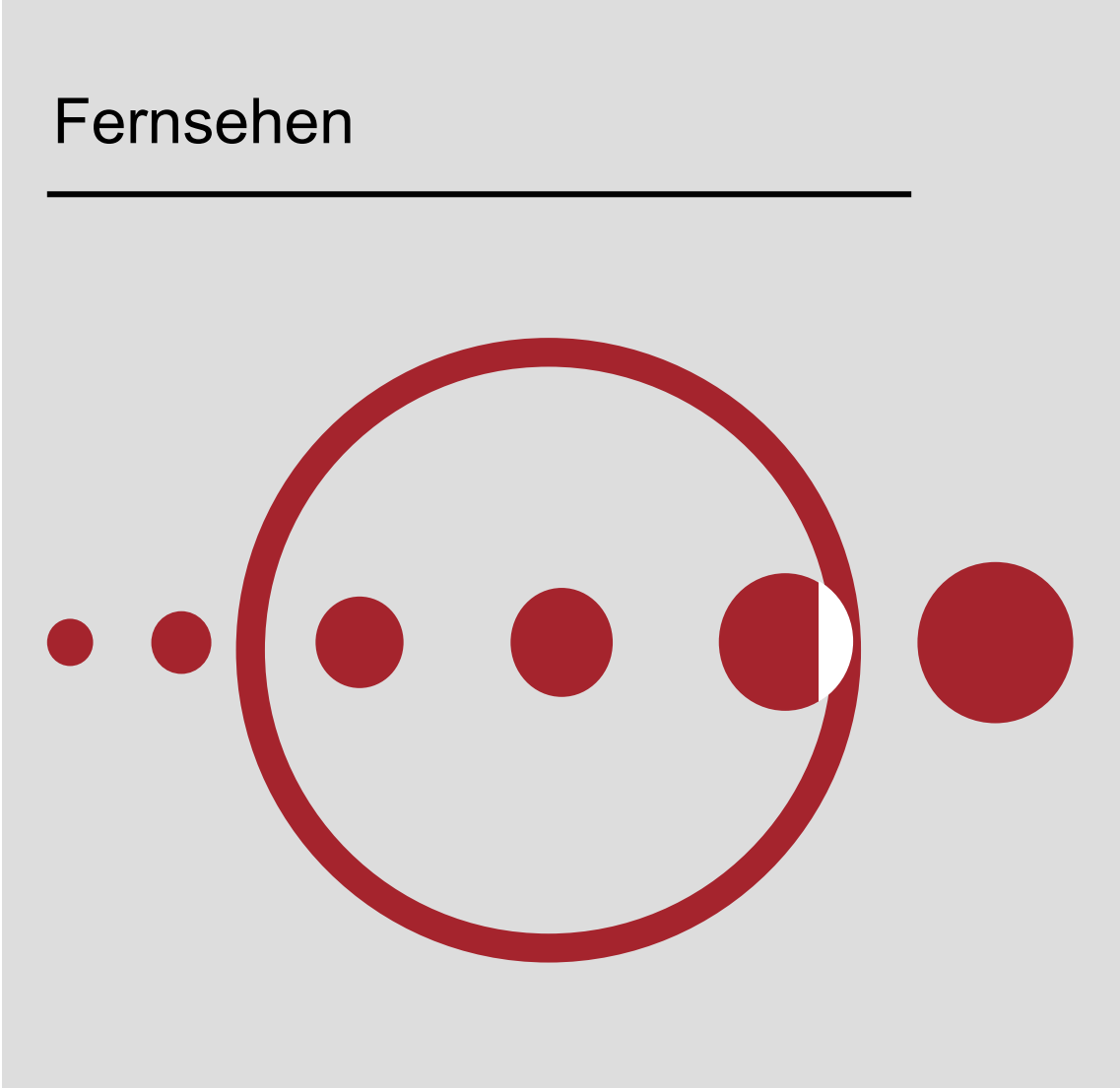
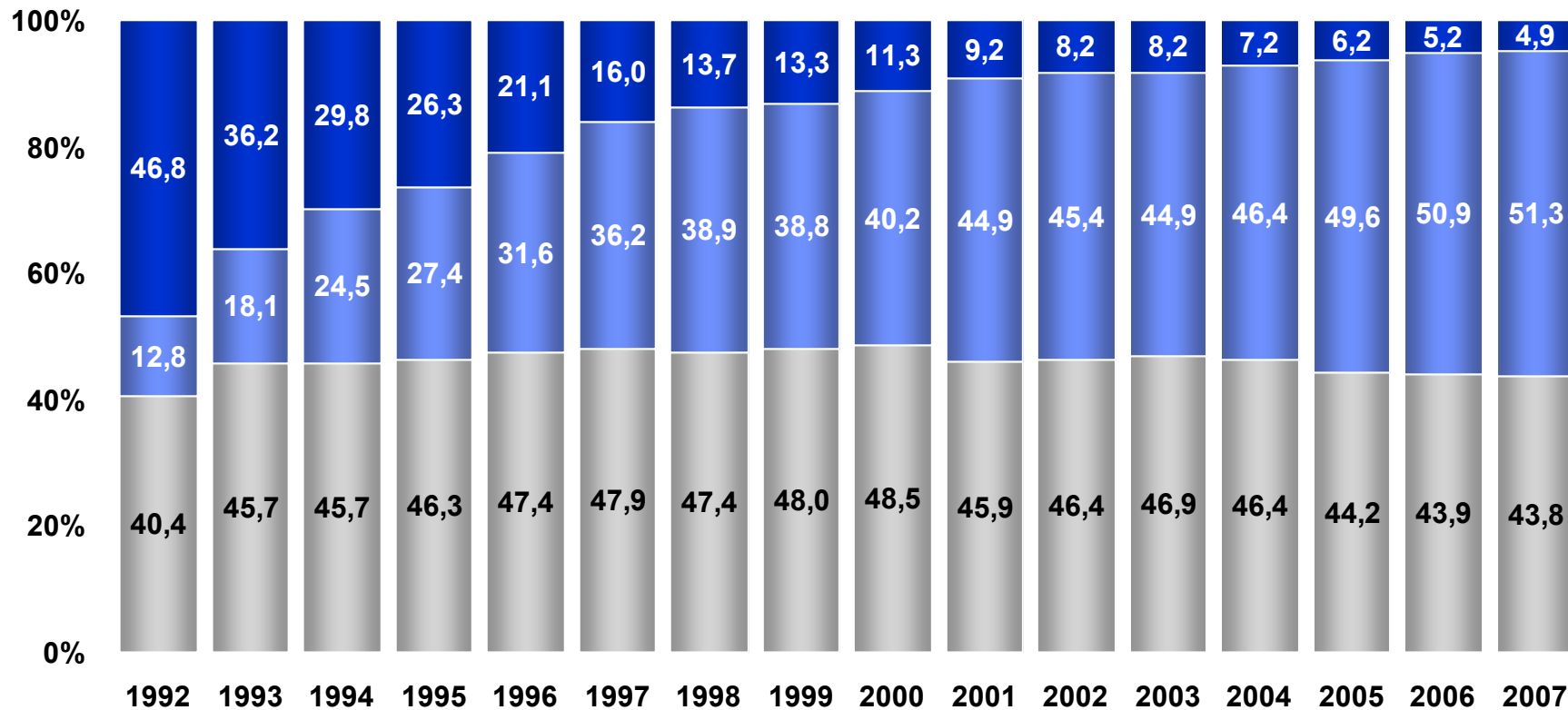


Fernsehen

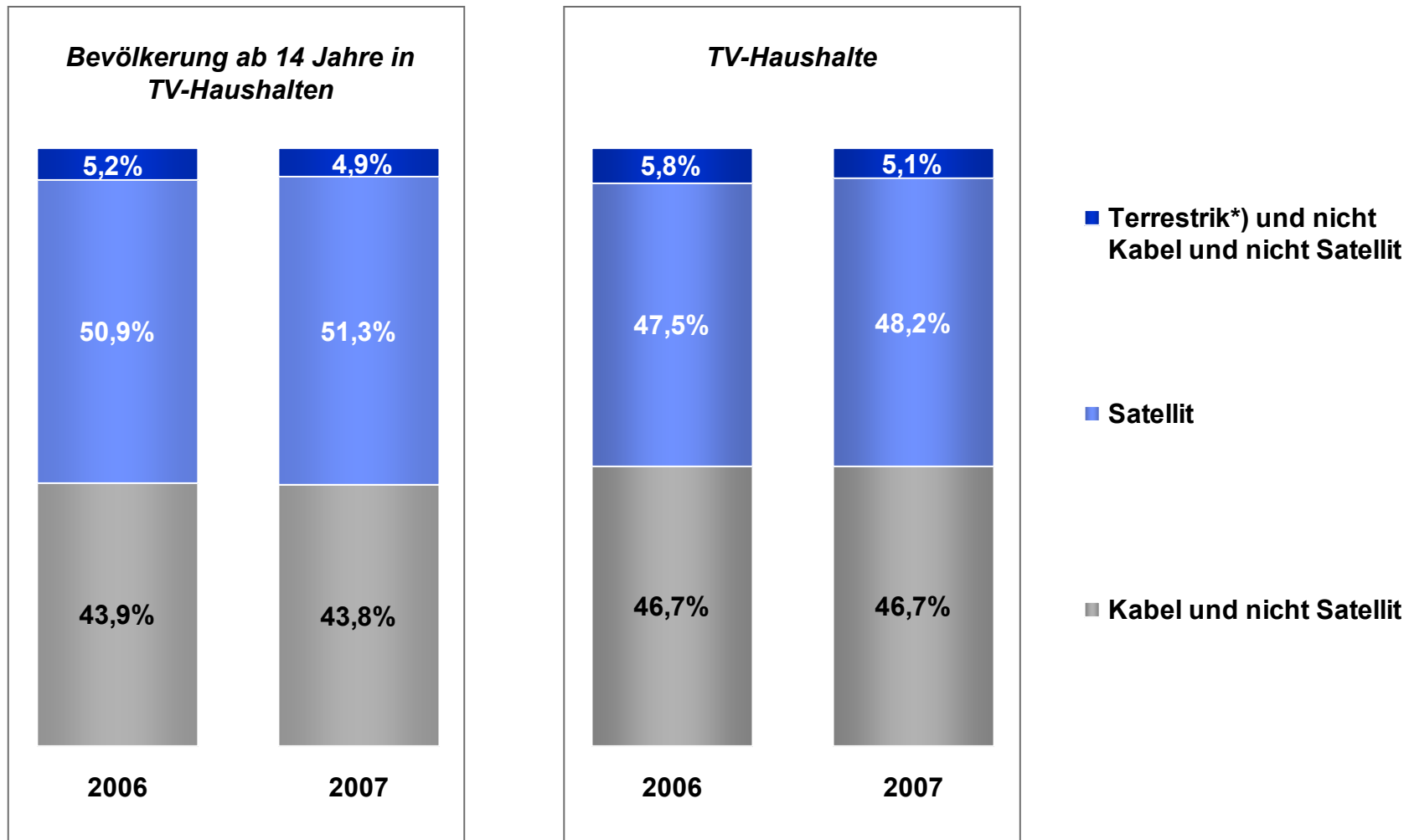


Entwicklung der Empfangsbedingungen Bevölkerung ab 14 Jahre in TV-Haushalten in Bayern



- ausschließlich terrestrischer Empfang (2006 inkl. DVB-T)
- Satellitendirektempfang (individueller Empfang oder Gemeinschaftsantenne)
- Kabel (und nicht Satellit)

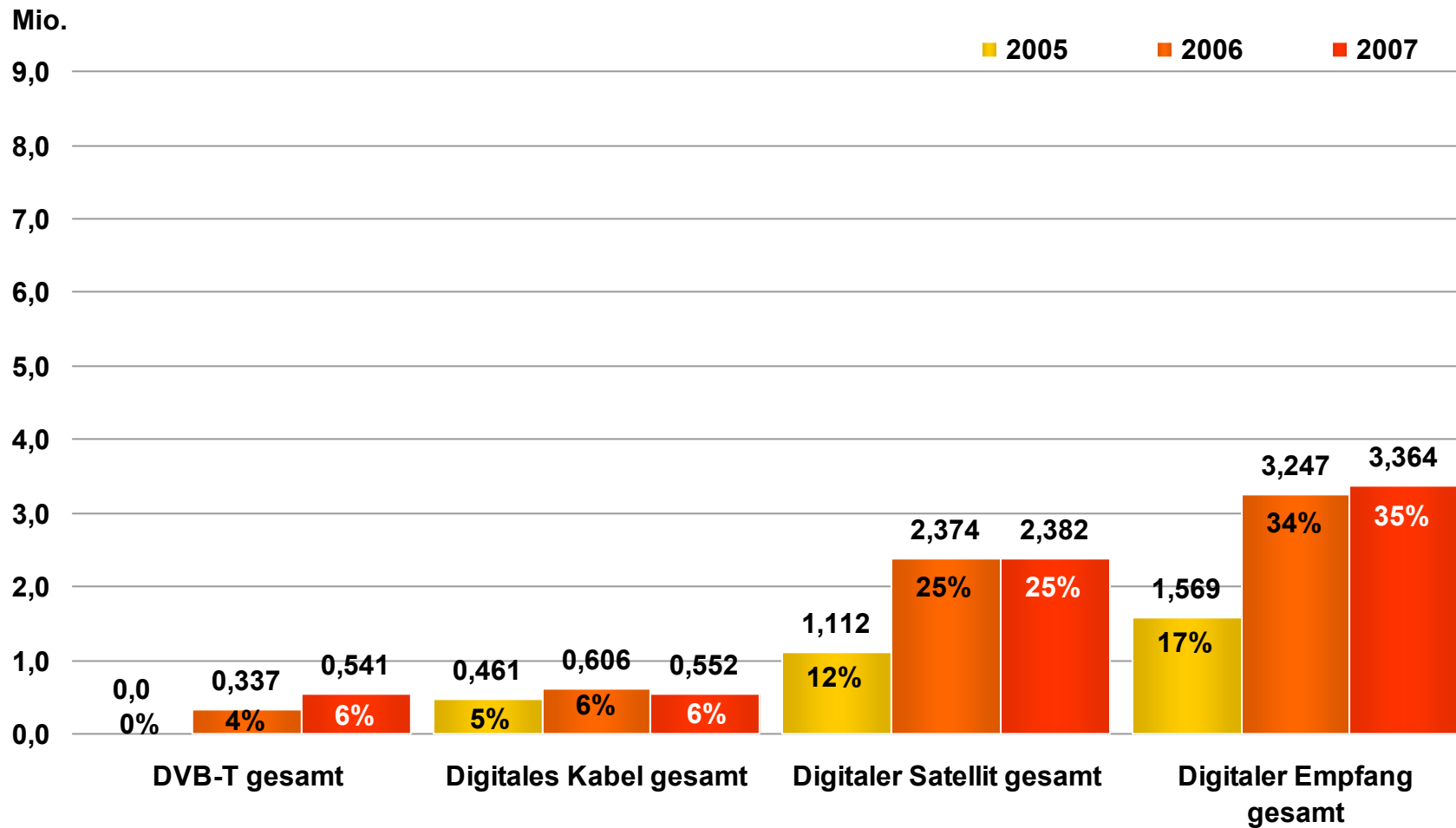
Empfangsbedingungen: Bevölkerung in TV Haushalten vs. TV Haushalte Bayern gesamt 2007



*) DVB-T und/oder analoge Terrestrik

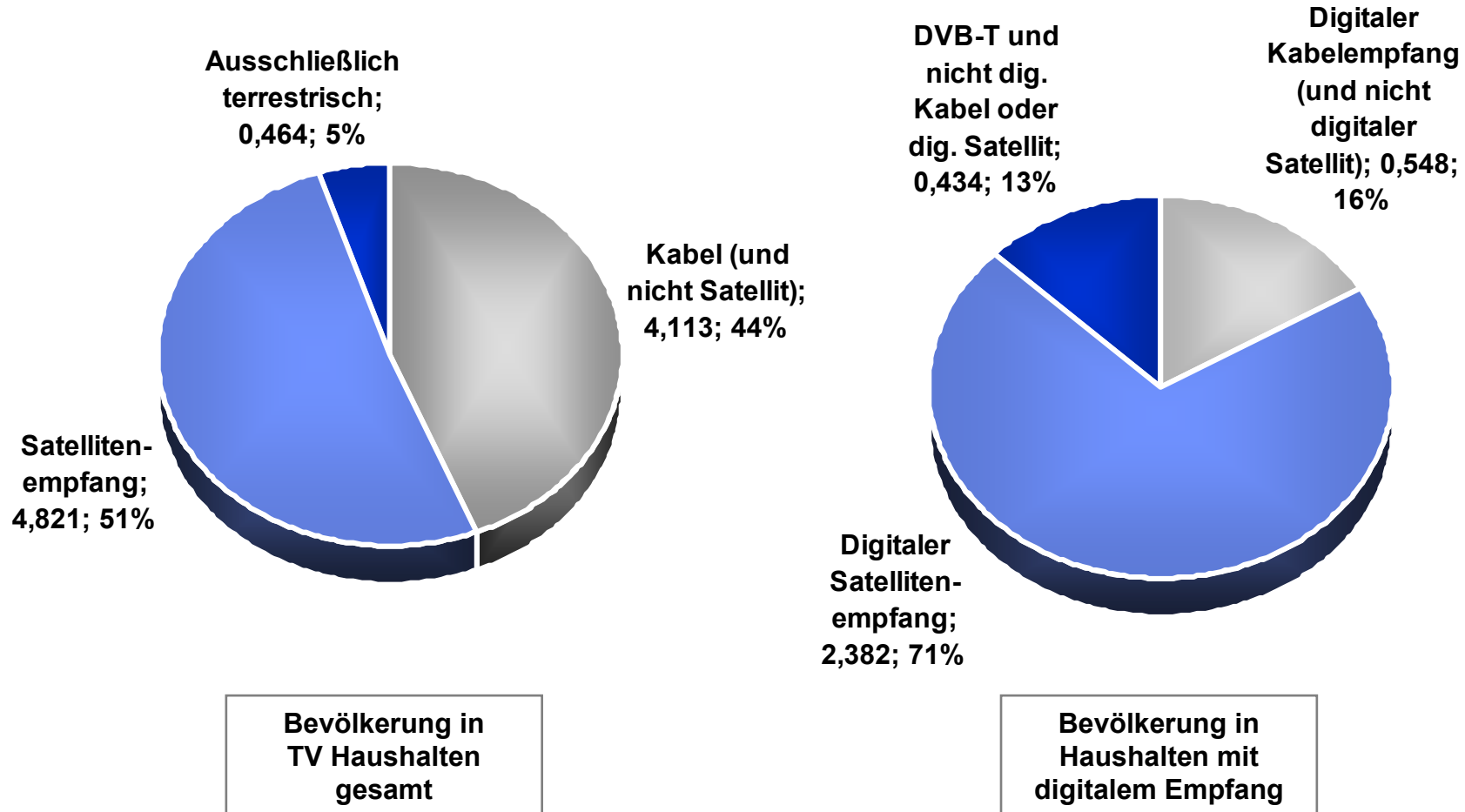
Digitaler Empfang gesamt

Bevölkerung ab 14 Jahre in Bayern gesamt

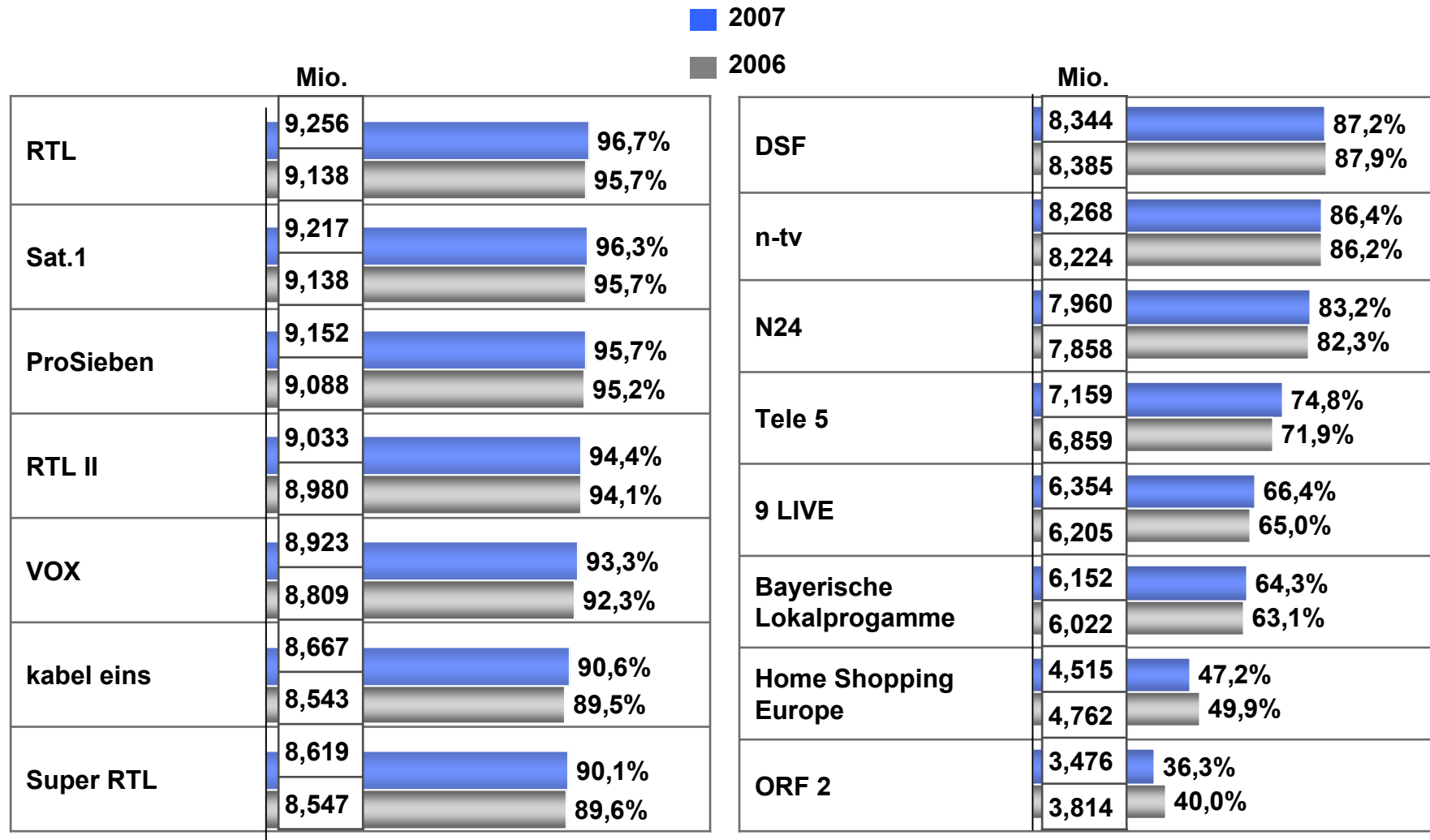


TV Empfangsbedingungen TV HH gesamt vs. Digitale HH 2007

Bevölkerung ab 14 Jahre in TV Haushalten



Empfangbarkeit Fernsehprogramme in Mio. / % Bevölkerung ab 14 Jahre in Bayern gesamt



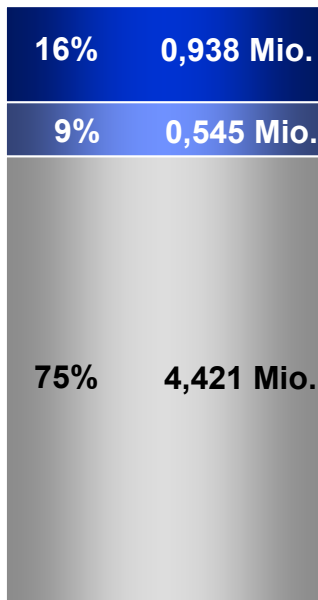
Empfangsart Bayerische Lokalprogramme

Bevölkerung ab 14 Jahre mit Empfang von mindestens einem Bayerischen Lokalprogramm in Bayern

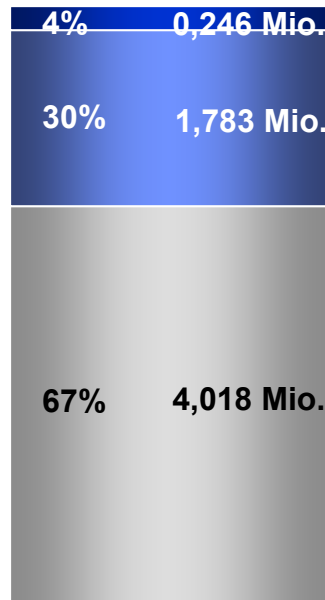
5,904 Mio. = 62,2%

6,022 Mio. = 63,1%

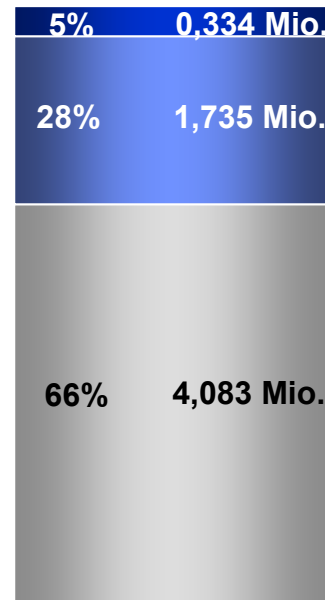
6,152 Mio. = 64,3%



2005



2006



2007

■ DVB-T **)

■ DVB-S*)

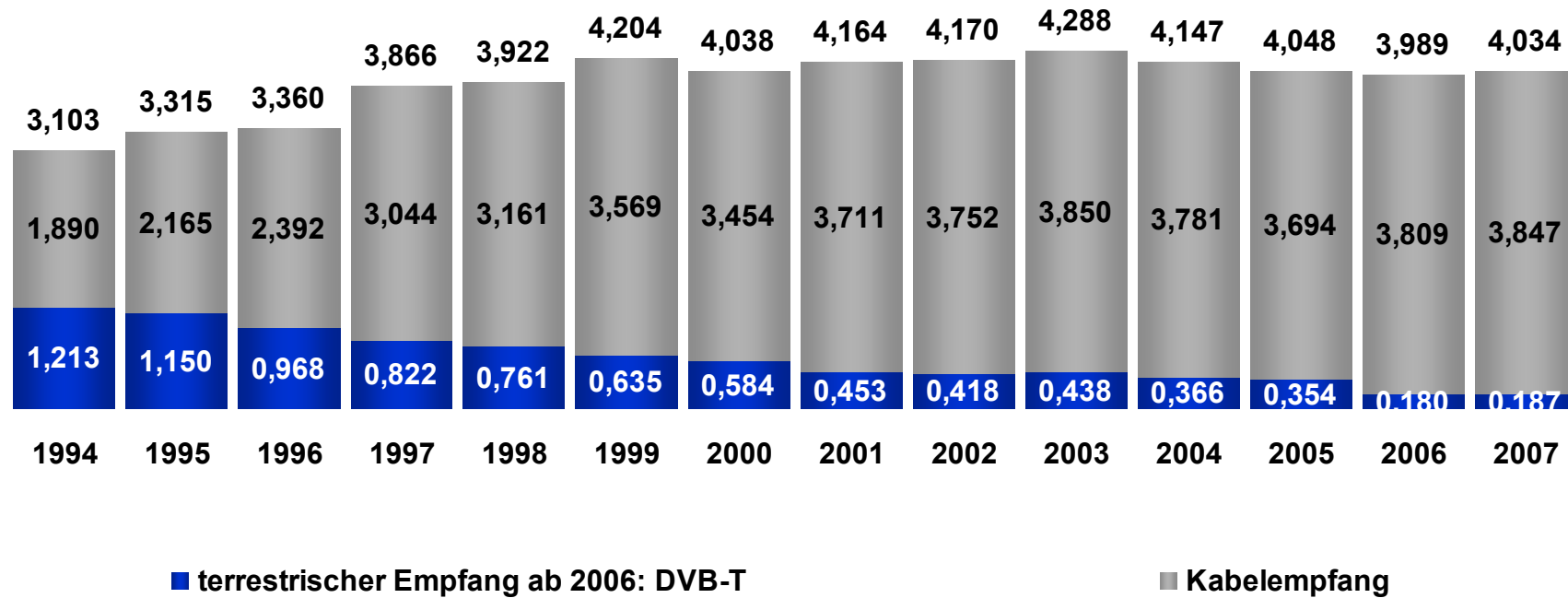
■ Kabel

*) und nicht Kabel

***) und nicht Kabel und nicht DVB-S (2005: analoge Terrestrik)

Empfangspotenziale RTL-Fenster

Bevölkerung ab 14 Jahre in RTL-Fensterhaushalten in Bayern gesamt



Tagesreichweite in Mio. / % 2006/2007
 Mo-Fr / Bevölkerung ab 14 Jahre in Bayern gesamt

		Mio.		%				Mio.		%	
		2006	2007	2006	2007			2006	2007	2006	2007
1	Das Erste	4,717	4,489	49,4	46,9	16	KIKA	0,634	0,700	6,6	7,3
2	ZDF	3,778	3,489	39,6	36,5	17	VIVA	0,753	0,626	7,9	6,5
3	RTL	3,470	3,422	36,4	35,8	18	3sat	0,431	0,368	4,5	3,8
4	Sat.1	3,328	2,993	34,9	31,3	19	Phoenix	0,319	0,339	3,3	3,5
5	ProSieben	2,603	2,497	27,3	26,1	20	arte	0,367	0,330	3,8	3,4
6	Bayerisches Fernsehen	2,561	2,299	26,8	24,0	21	ORF 1	0,432	0,325	4,5	3,4
7	VOX	1,295	1,784	13,6	18,6	22	Tele 5	0,195	0,314	2,0	3,3
8	RTL II	1,110	1,267	11,6	13,2	23	Premiere	0,341	0,260	3,6	2,7
9	kabel eins	0,950	1,174	10,0	12,3	24	Sat.1 17:30 live für Bayern	0,320	0,253	3,3	2,6
10	DSF	0,847	0,919	8,9	9,6	25	ORF 2	0,266	0,246	2,8	2,6
11	N24	0,803	0,887	8,4	9,3	26	9 LIVE	0,201	0,191	2,1	2,0
12	n-tv	0,894	0,872	9,4	9,1	27	BR-alpha	0,236	0,172	2,5	1,8
13	Bayerische Lokalprogramme	0,816	0,840	8,5	8,8	28	Bloomberg TV	0,068	0,075	0,7	0,8
14	Super RTL	0,819	0,812	8,6	8,5						
15	MTV	0,921	0,749	9,7	7,8						
						Fernsehen gesamt		8,092	8,018	84,8	83,8

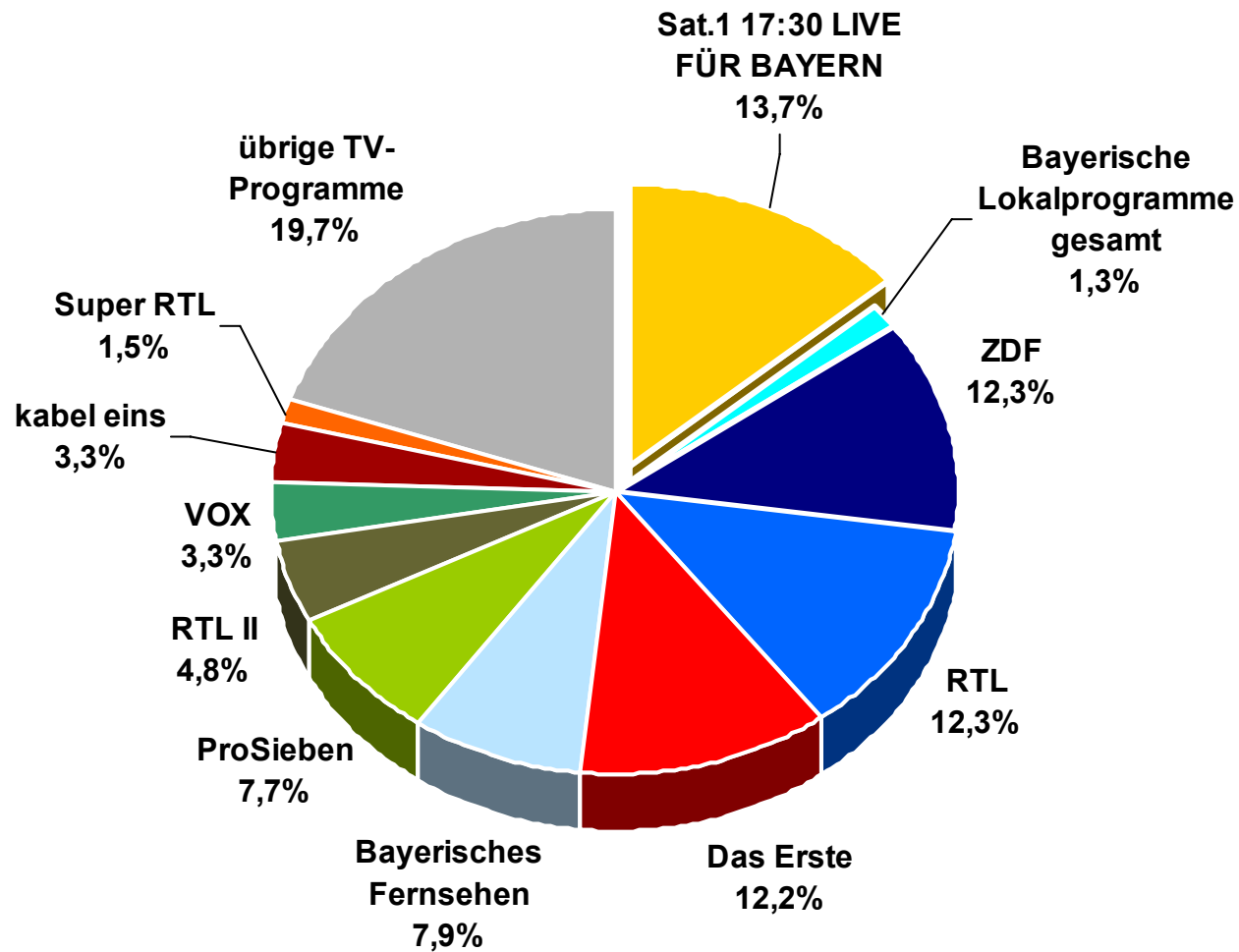
Tagesreichweite in Mio. / % 2006/2007

Mo-Fr / Bevölkerung ab 14 Jahre in Bayern gesamt *in Kabelhaushalten*

		Mio.		%				Mio.		%	
		2006	2007	2006	2007			2006	2007	2006	2007
1	Das Erste	2,054	2,201	49,1	51,3	16	VIVA	0,406	0,363	9,7	8,5
2	ZDF	1,644	1,778	39,3	41,4	17	KIKA	0,279	0,236	6,7	5,5
3	RTL	1,622	1,605	38,8	37,4	18	3sat	0,186	0,226	4,4	5,3
4	Sat.1	1,527	1,426	36,5	33,2	19	ORF 1	0,261	0,220	6,2	5,1
5	ProSieben	1,105	1,142	26,4	26,6	20	Sat.1 17:30 live für Bayern	0,266	0,219	6,4	5,1
6	Bayerisches Fernsehen	0,974	1,114	23,3	26,0	21	Phoenix	0,180	0,182	4,3	4,2
7	VOX	0,693	0,817	16,6	19,0	21	ORF 2	0,139	0,182	3,3	4,2
8	Bayerische Lokalprogramme	0,644	0,689	15,4	16,1	23	Tele 5	0,069	0,144	1,7	3,4
9	RTL II	0,500	0,582	11,9	13,6	24	arte	0,175	0,143	4,2	3,3
10	kabel eins	0,448	0,495	10,7	11,5	25	9 LIVE	0,067	0,115	1,6	2,7
11	N24	0,476	0,460	11,4	10,7	26	Premiere	0,161	0,105	3,9	2,4
12	DSF	0,423	0,438	10,1	10,2	27	BR-alpha	0,099	0,084	2,4	2,0
13	n-tv	0,474	0,418	11,3	9,7	28	Bloomberg TV	0,013	0,014	0,3	0,3
14	MTV	0,441	0,397	10,5	9,3						
15	Super RTL	0,349	0,375	8,4	8,7						
							Fernsehen gesamt	3,660	3,734	87,5	87,0

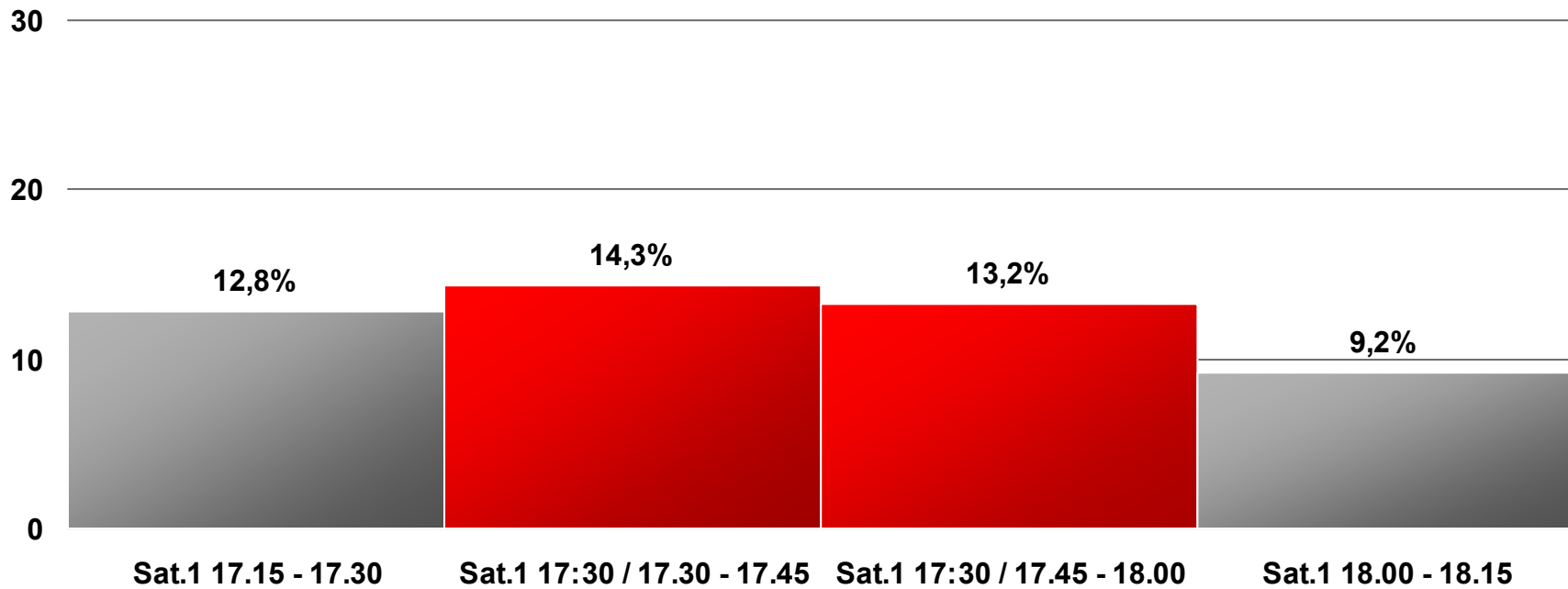
Marktanteile Mo-Fr 17.30 - 18.00 Uhr 2007

Bevölkerung ab 14 Jahre in Sat.1-Fensterhaushalten



Marktanteilsverlauf Sat.1 / Sat.1 17:30 2007

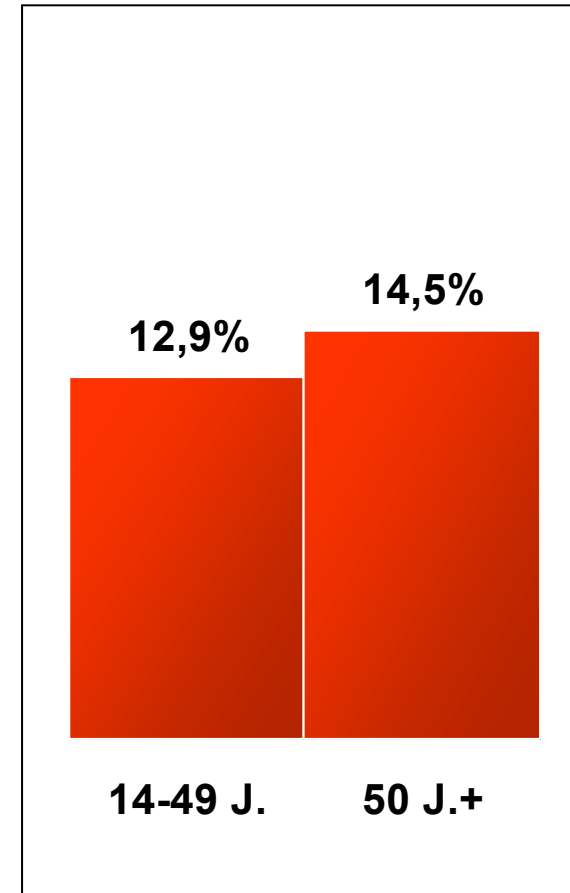
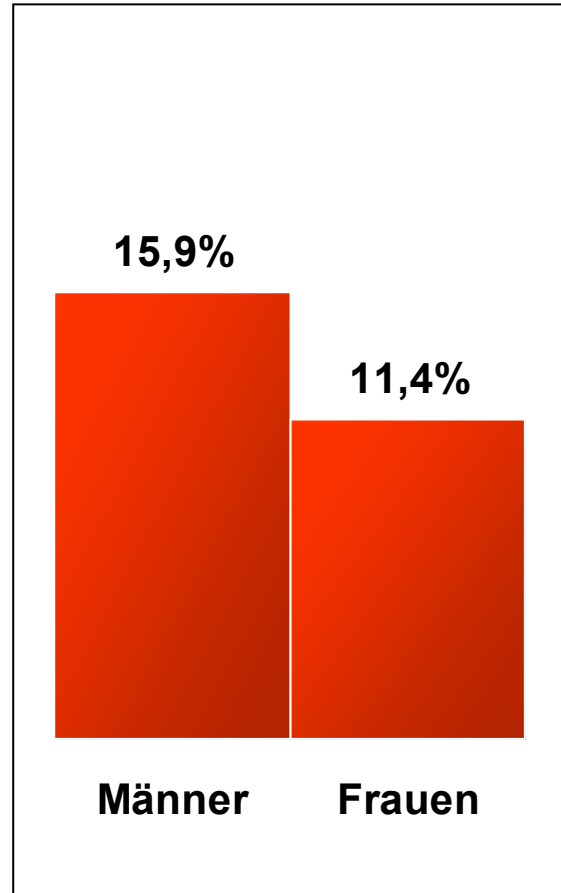
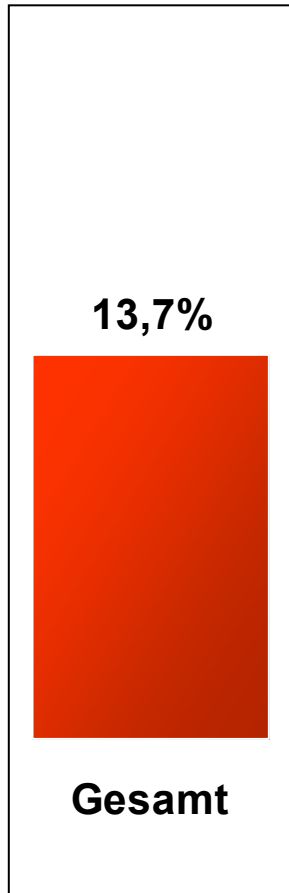
Bevölkerung ab 14 Jahre in Sat.1 Fensterhaushalten



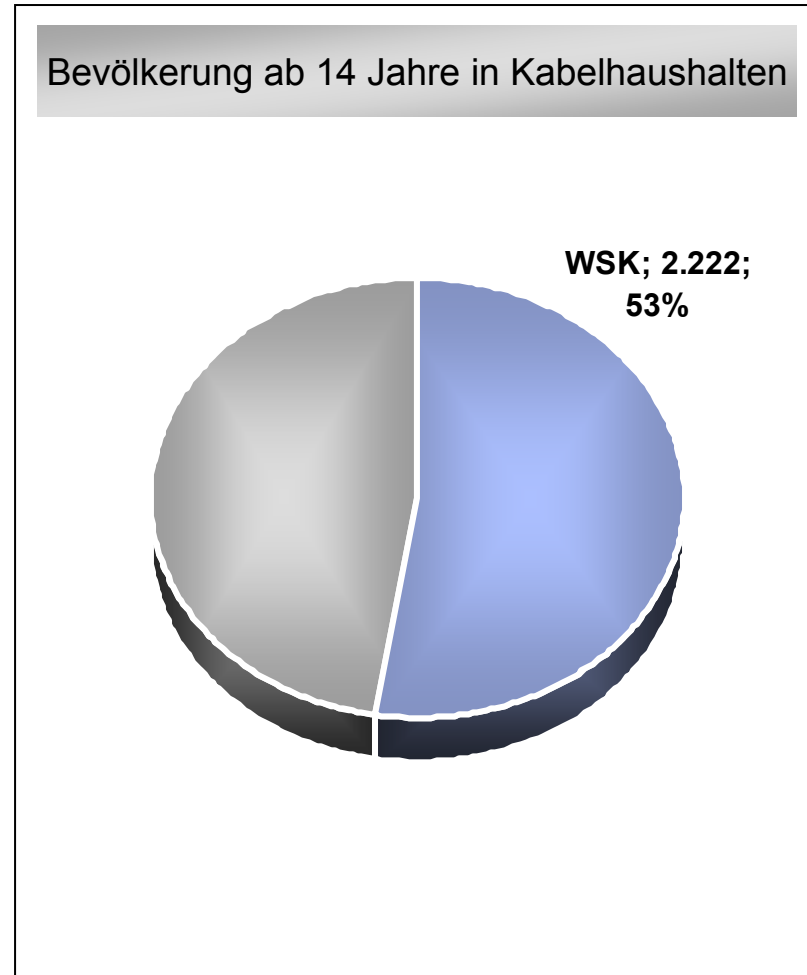
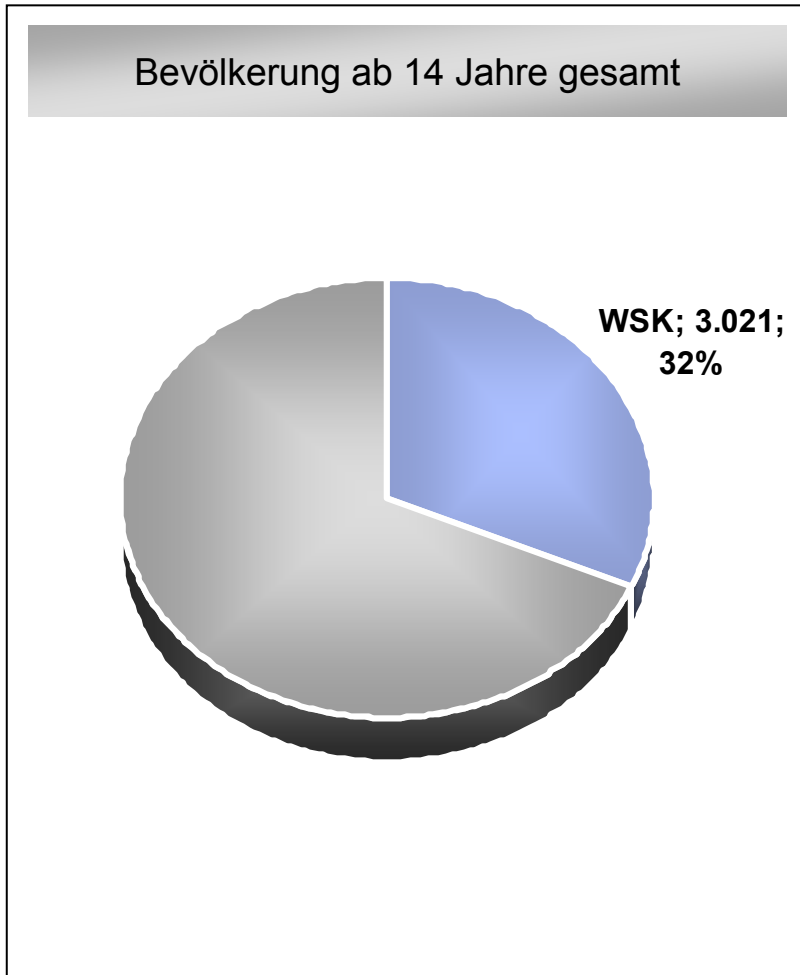
Sat.1 17:30 LIVE FÜR BAYERN 2007

Marktanteile Mo-Fr 17.30 - 18.00 Uhr

Bevölkerung ab 14 Jahre in Sat.1-Fensterhaushalten



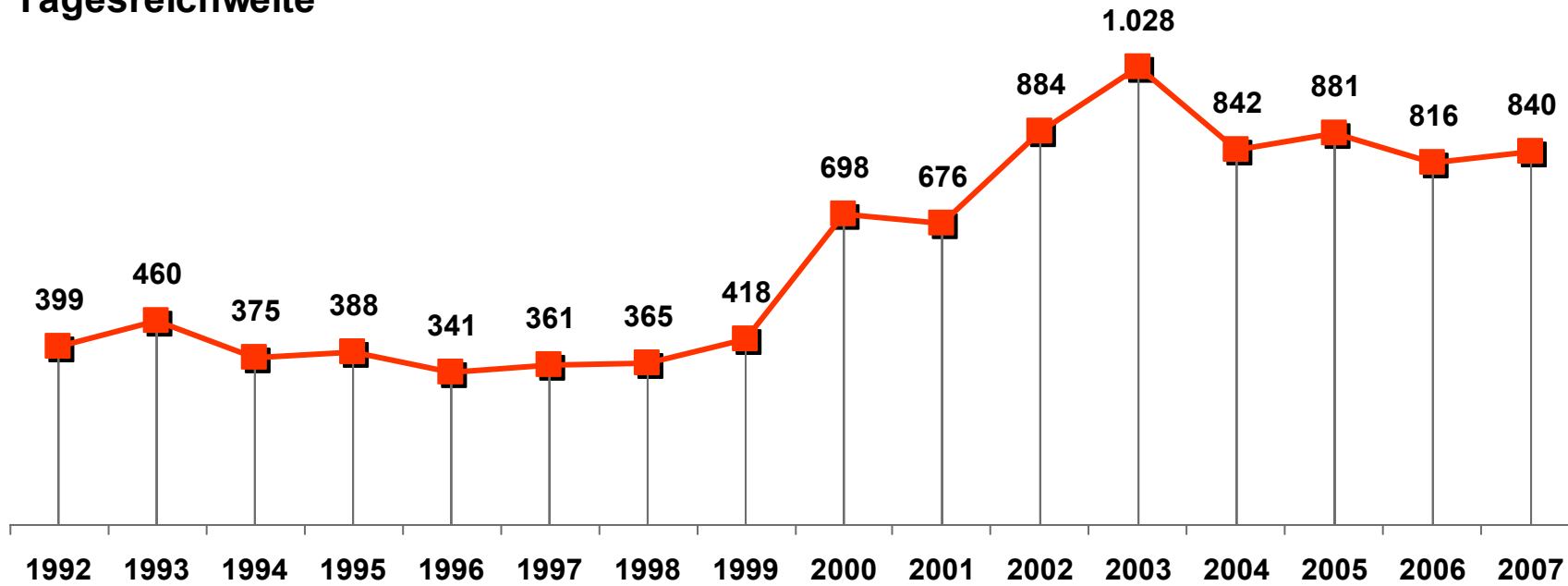
Weitester Seherkreis Bayerische Lokalprogramme gesamt 2007



Lokal TV 1992 - 2007

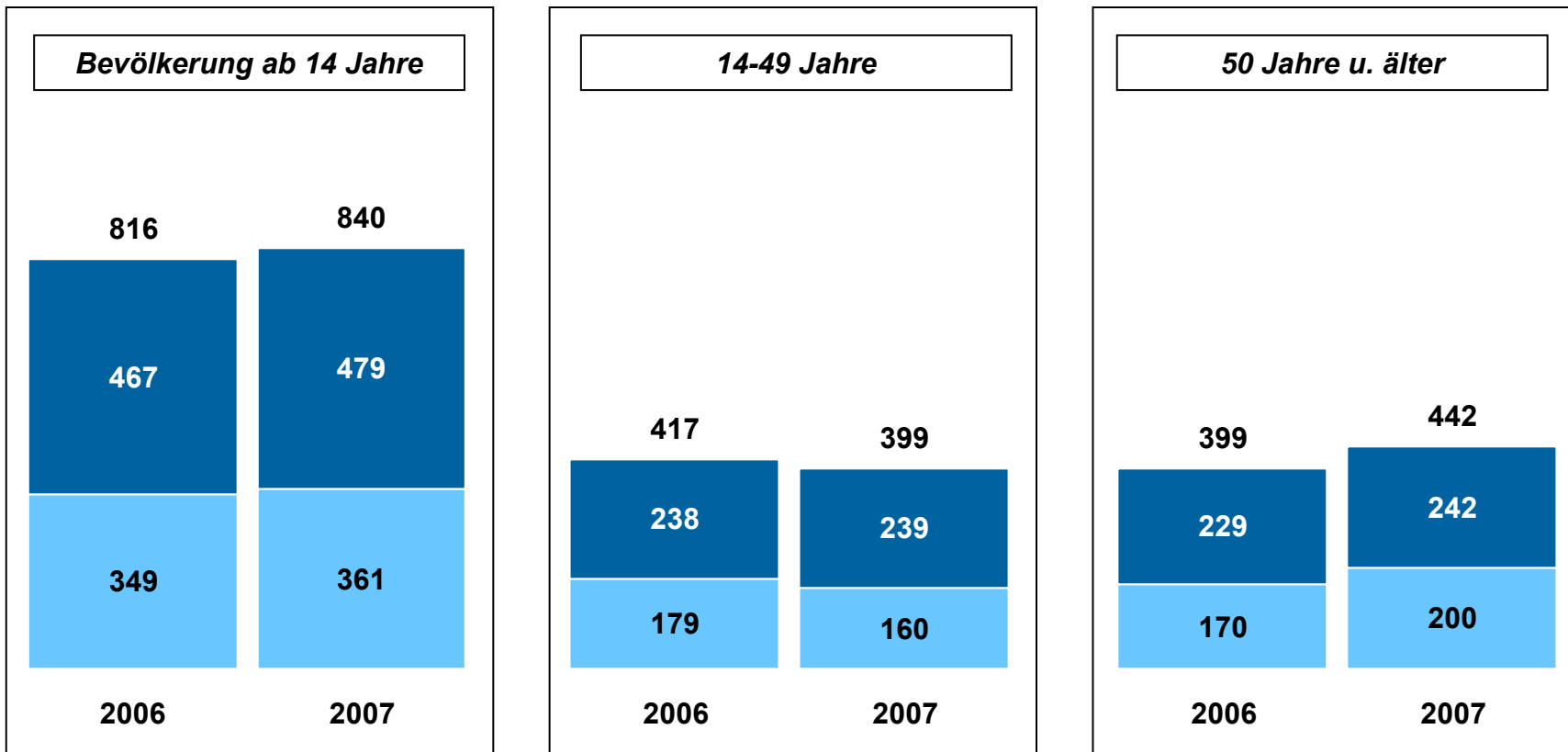
Tagesreichweite Mo-Fr in TSD

Tagesreichweite



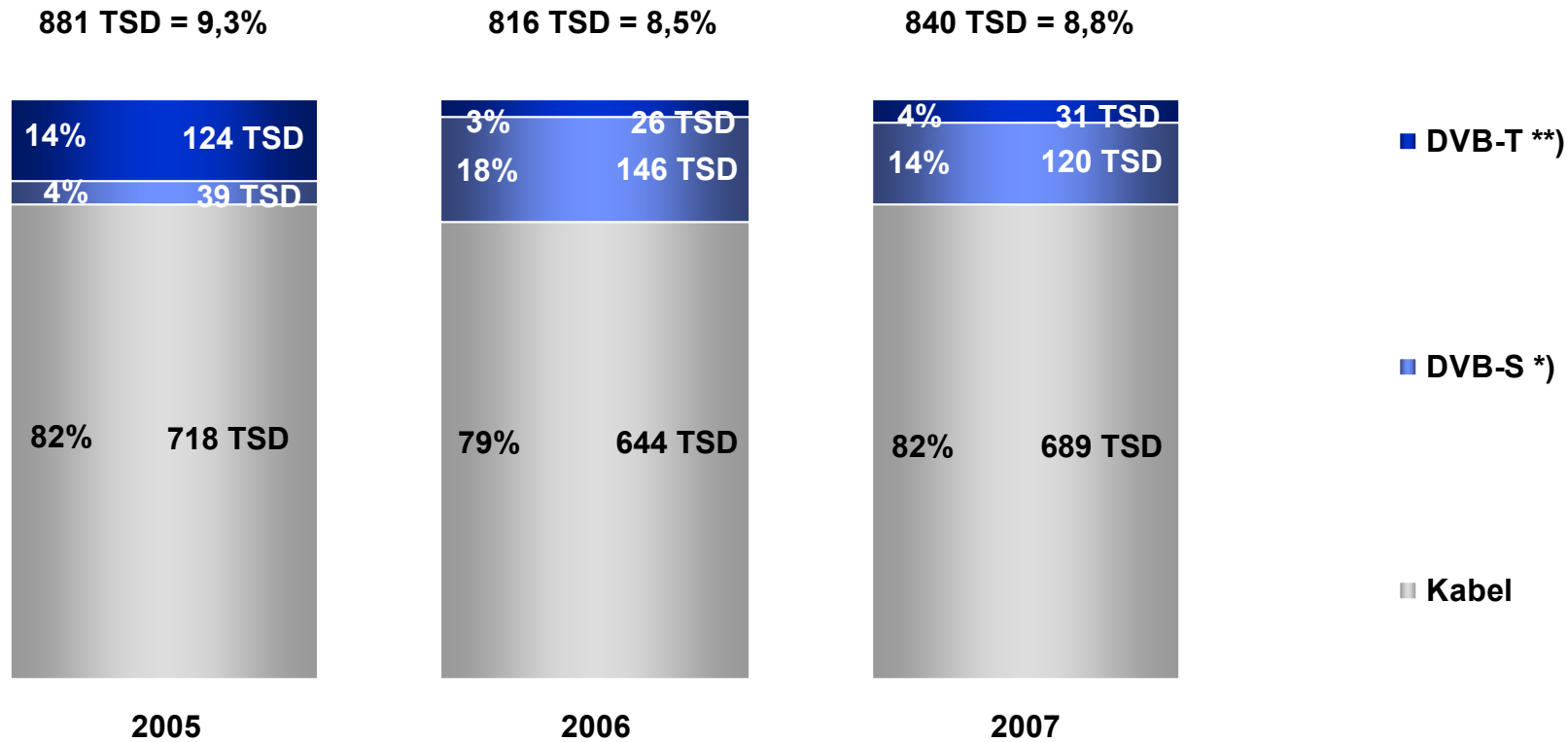
Tagesreichweite Mo-Fr in Tausend

Bayerische Lokalprogramme gesamt



- Zusätzliche Reichweite der Bayerischen Lokalprogramme ohne Reichweite der RTL-Fenster zwischen 18.00 und 18.30 Uhr
- Reichweite der RTL-Fensterprogramme zwischen 18.00 und 18.30 Uhr

Reichweite des Bayerischen Lokalfernsehens nach Empfangsebenen Tagesreichweite (Mo-Fr)

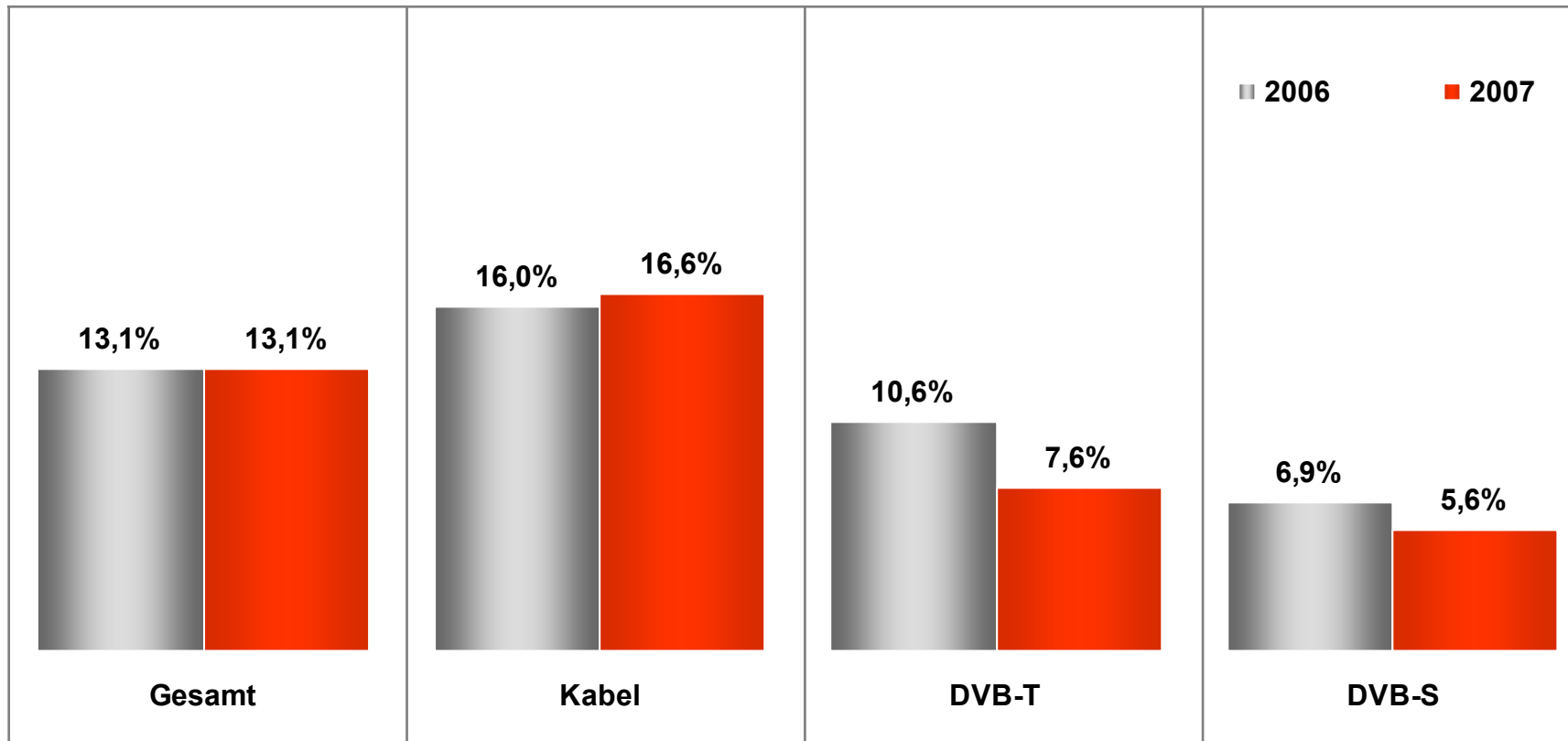


*) und nicht Kabel

***) und nicht Kabel und nicht DVB-S (2005: analoge Terrestrik)

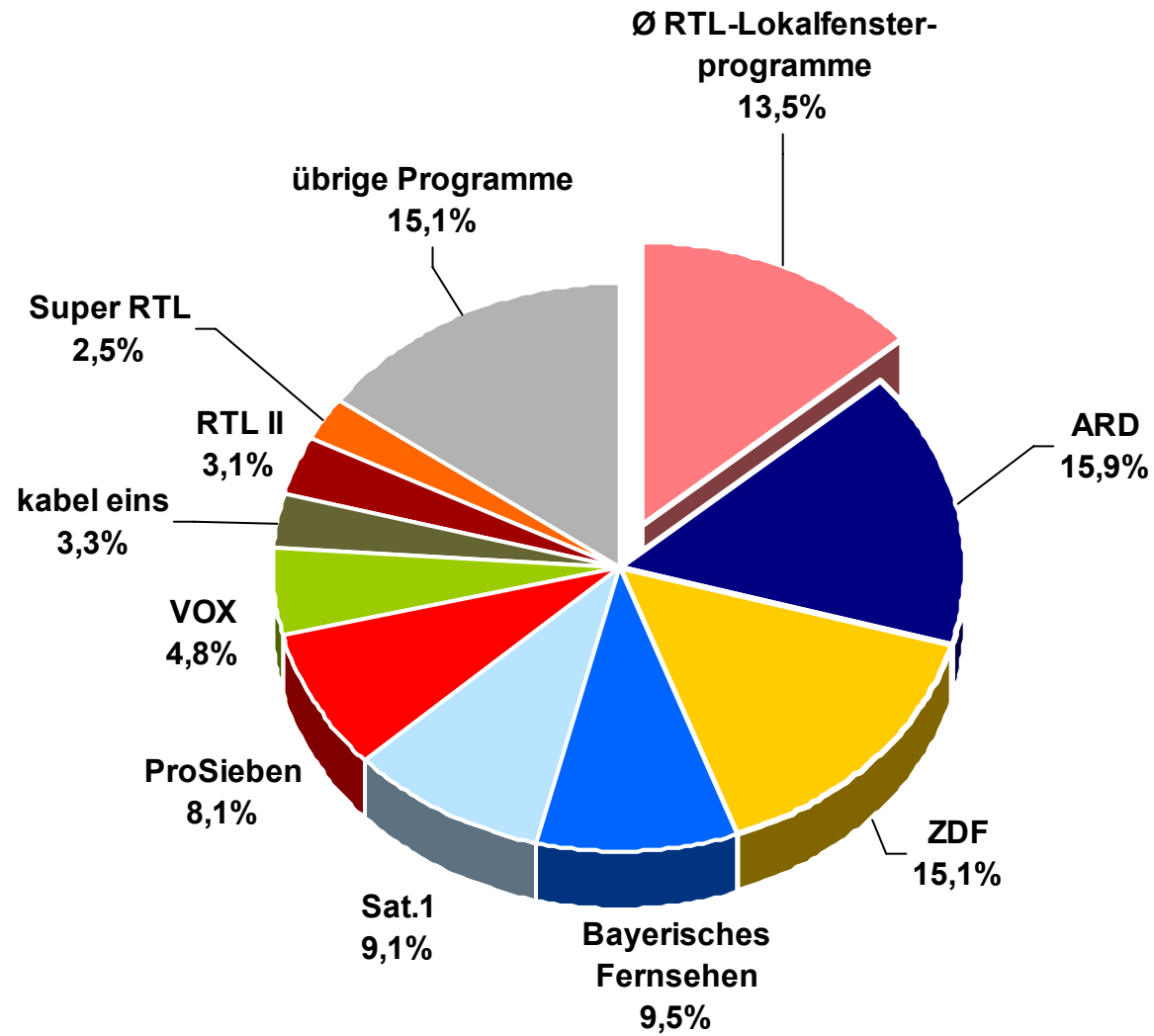
Tagesreichweite Montag bis Freitag in Empfangshaushalten Bayerischer Lokalprogramme via Kabel, DVB-T und DVB-S

Bev. ab 14 Jahre in Empfangshaushalten Bayerischer Lokalprogramme über...



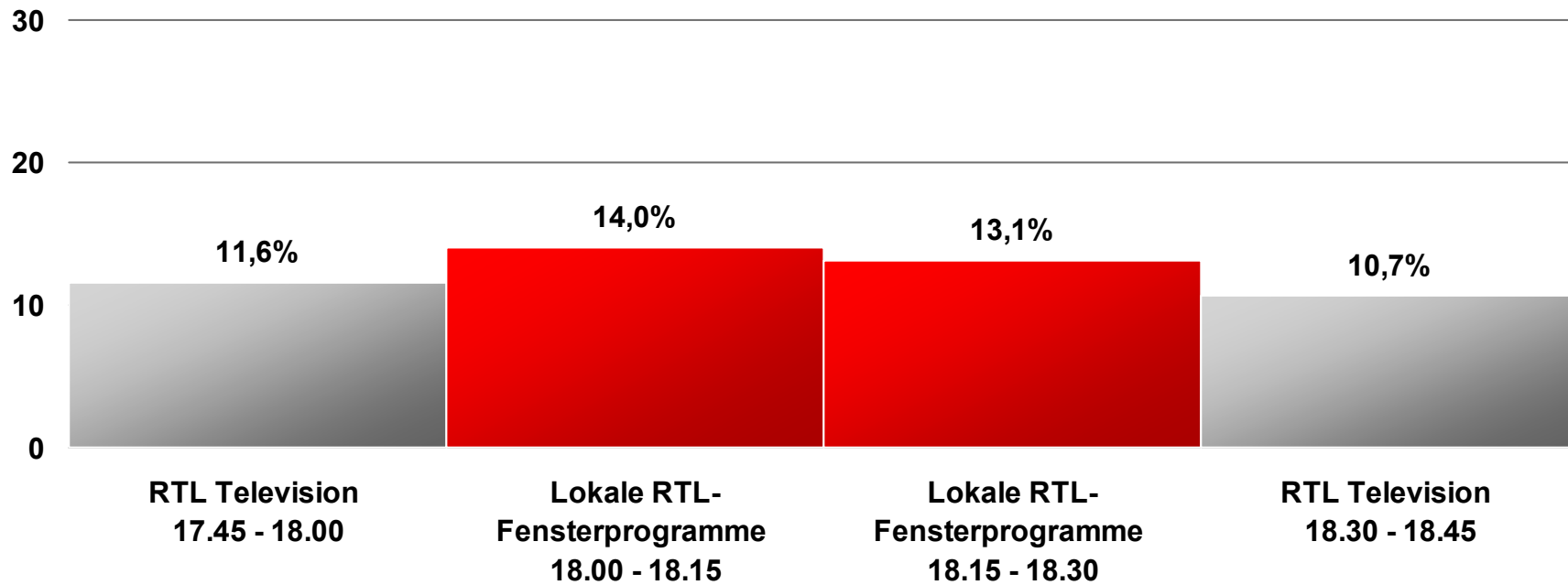
Marktanteile Mo-Fr 18.00 - 18.30 Uhr 2007

Bevölkerung ab 14 Jahre in RTL-Fensterhaushalten

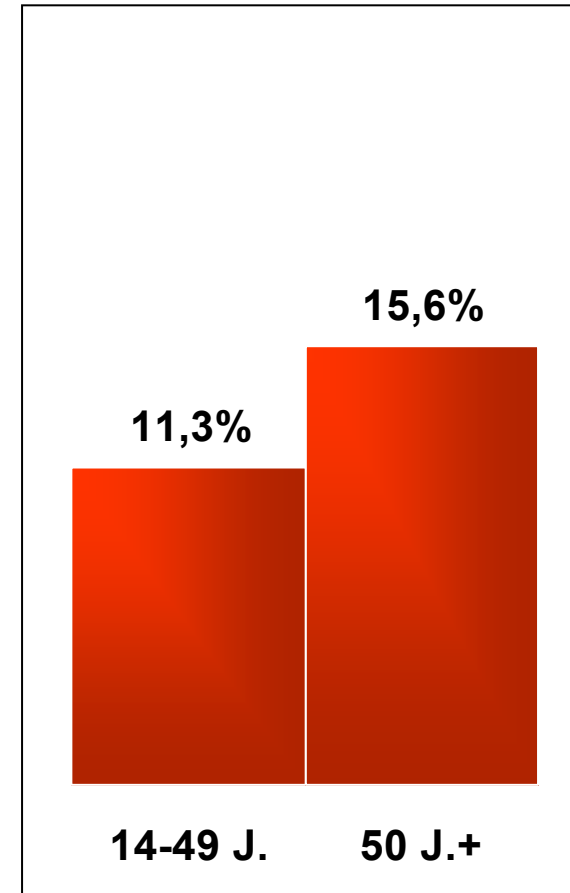
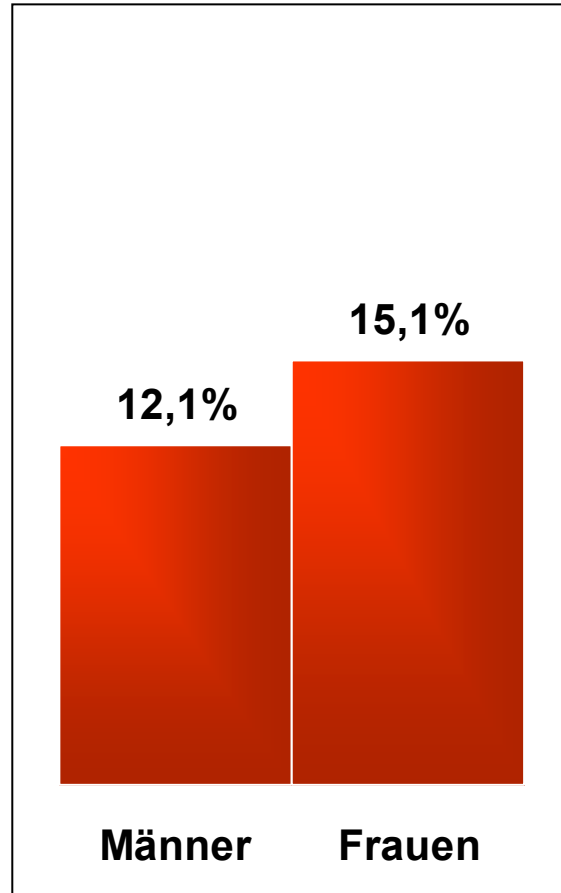
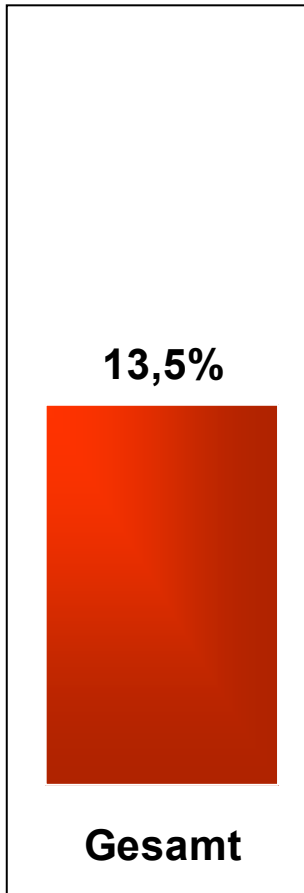


Marktanteilsverlauf RTL-Lokalfensterprogramme 2007

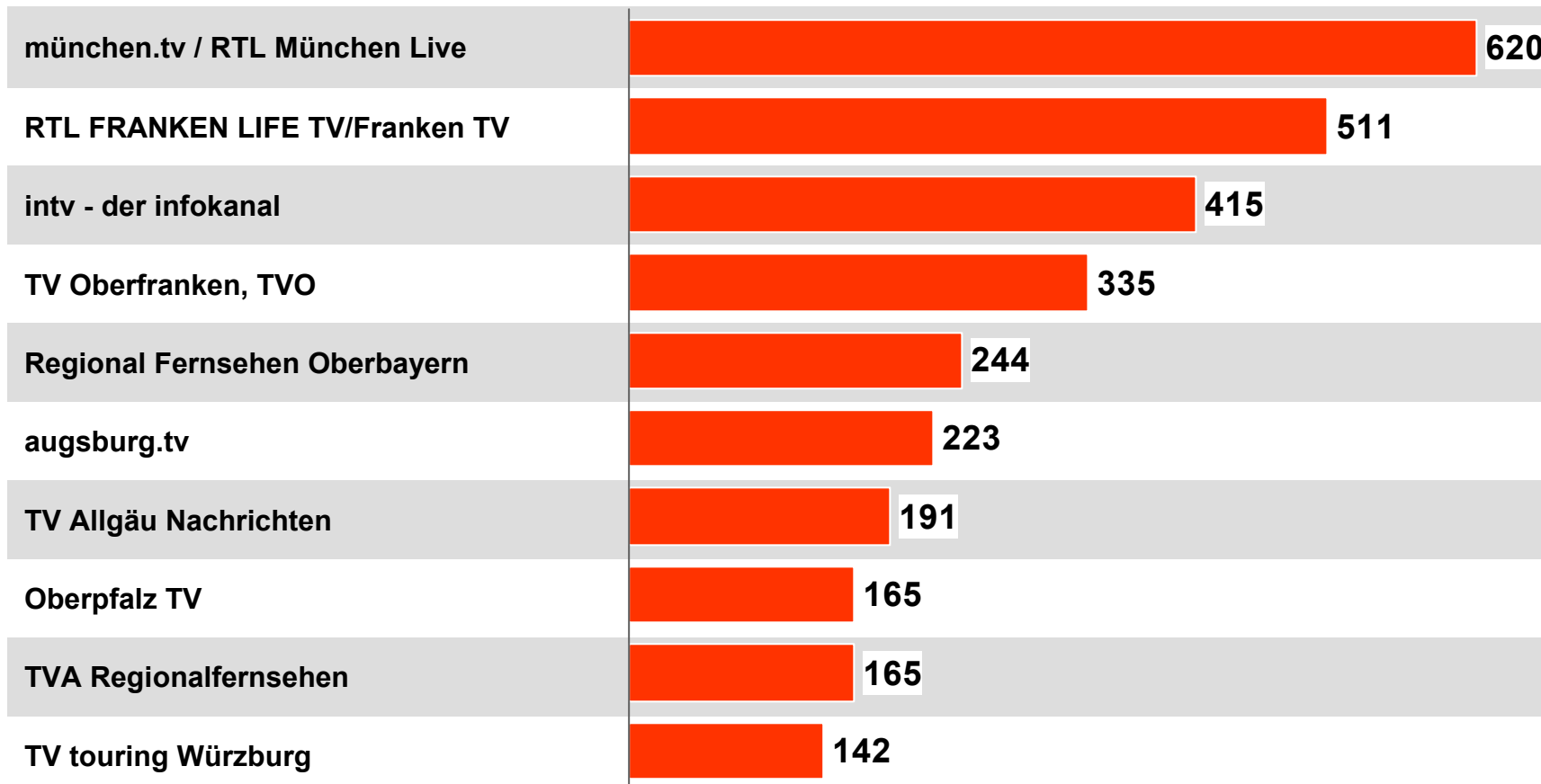
Bevölkerung ab 14 Jahre in RTL-Fensterhaushalten



Ø RTL-Lokalfensterprogramme 2007
Marktanteile Mo-Fr 18.00 - 18.30 Uhr
Bevölkerung ab 14 Jahre in RTL-Fensterhaushalten



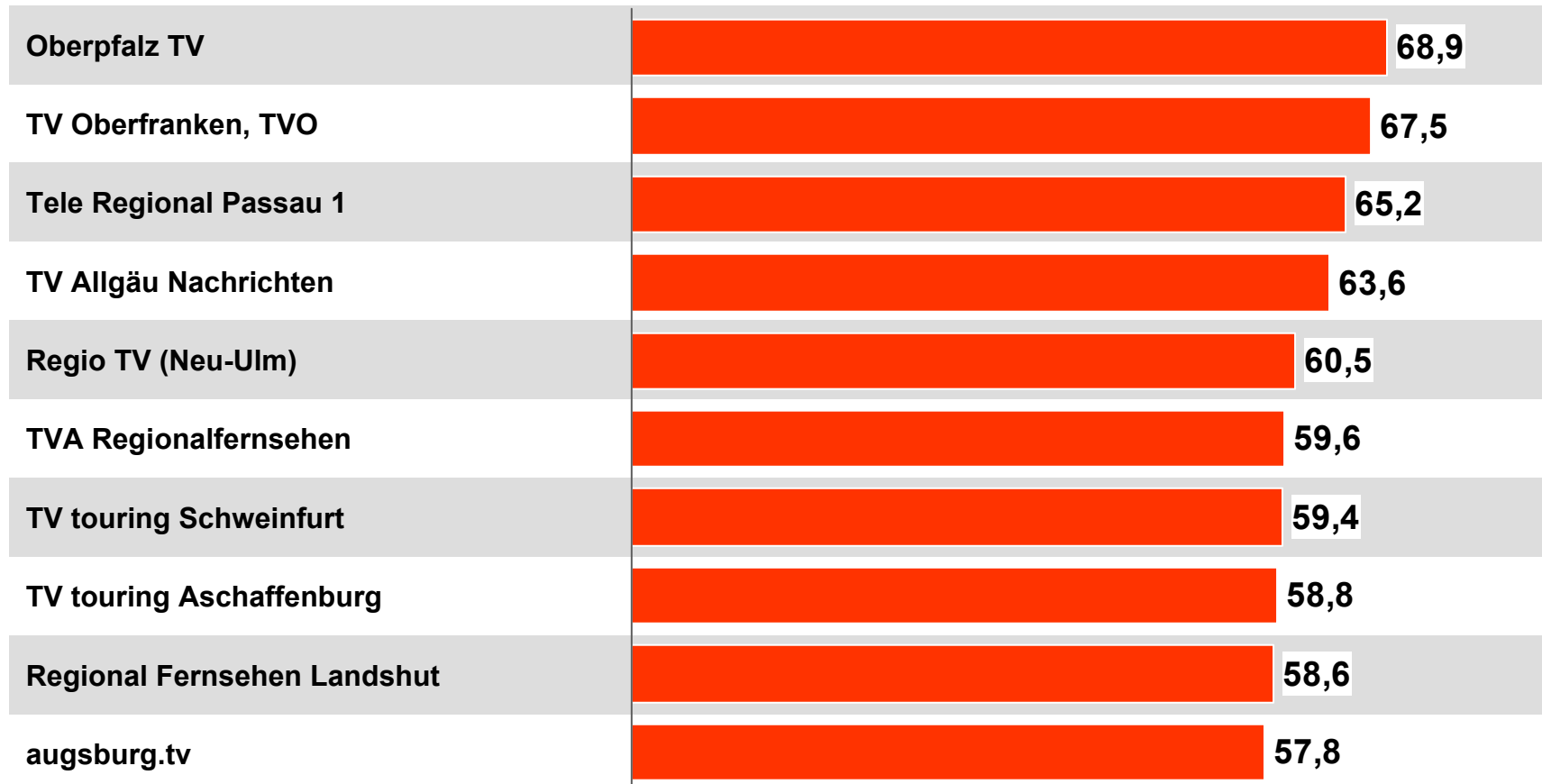
Weitester Seherkreis bayerische Lokalprogramme in TSD - **Top Ten** - 2007
 Bevölkerung ab 14 Jahre in Bayern gesamt



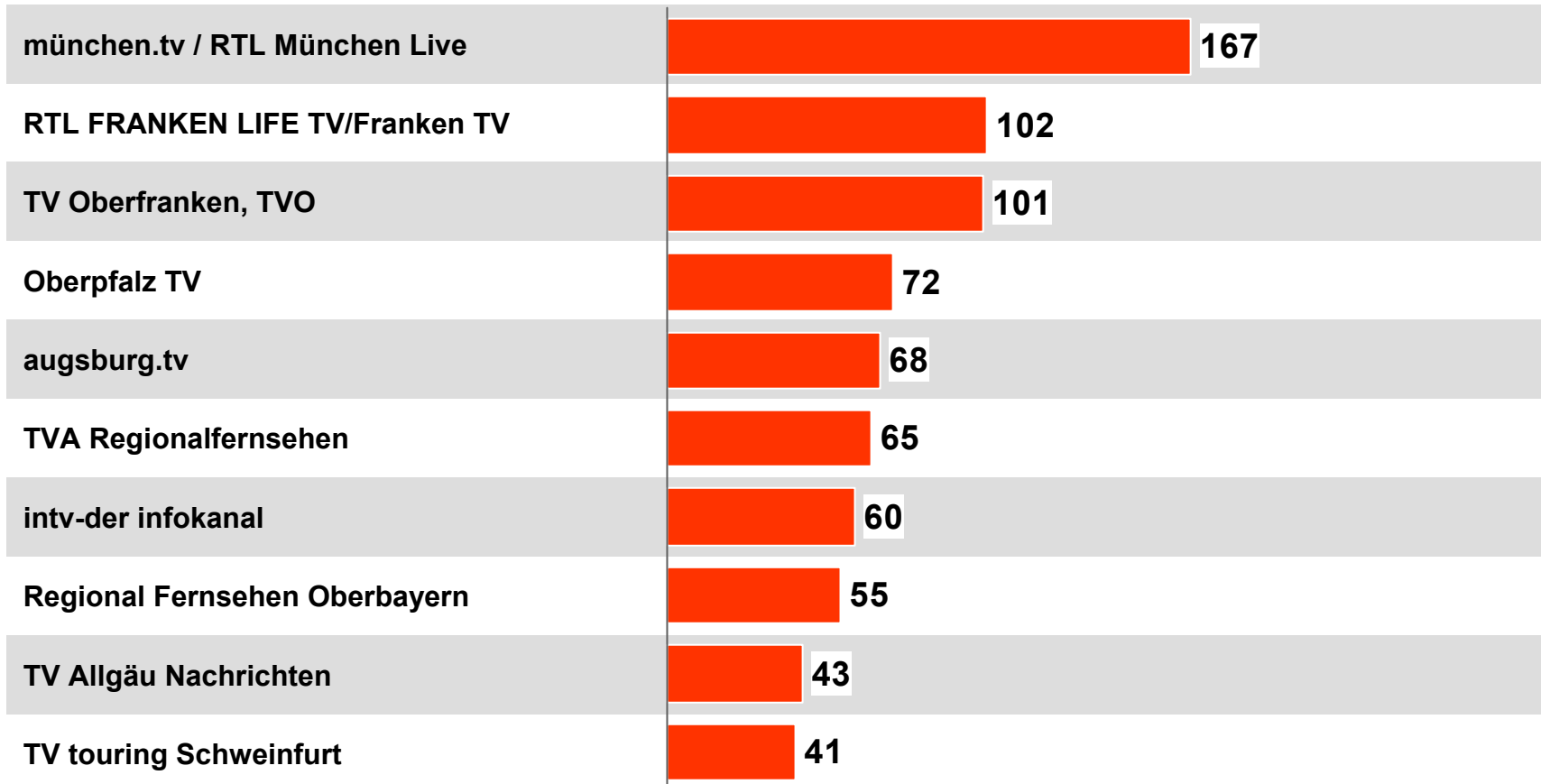
Weitester Seherkreis in Prozent - *Top Ten* - 2007

Bevölkerung ab 14 Jahre in Kabelhaushalten im jeweiligen Kabelverbreitungsgebiet

Ø 54,5



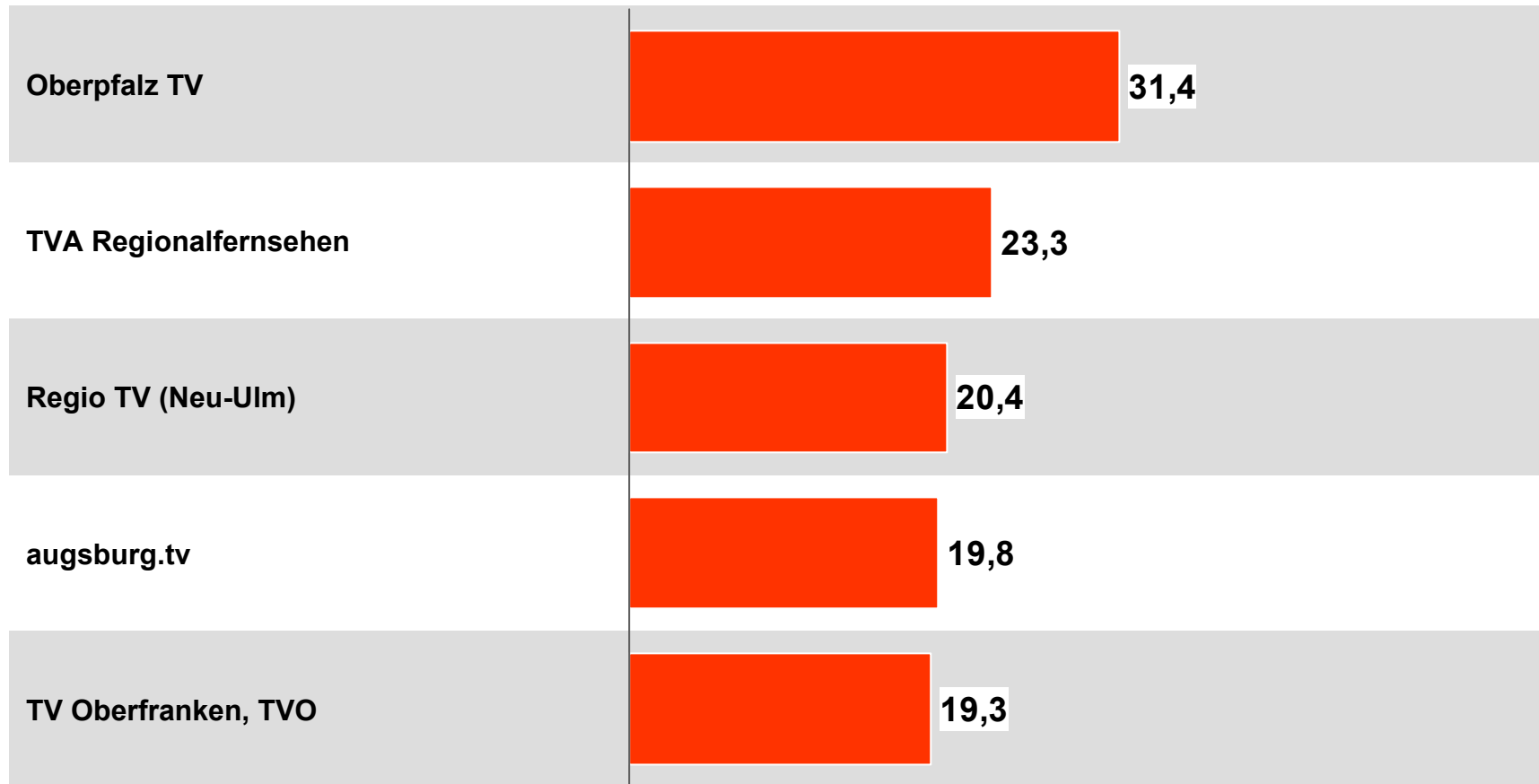
Tagesreichweite Montag - Freitag in TSD - **Top Ten** - 2007
 Bevölkerung ab 14 Jahre im jeweiligen Gesamtverbreitungsgebiet



Tagesreichweite Montag - Freitag in Prozent - **Top Five** - 2007

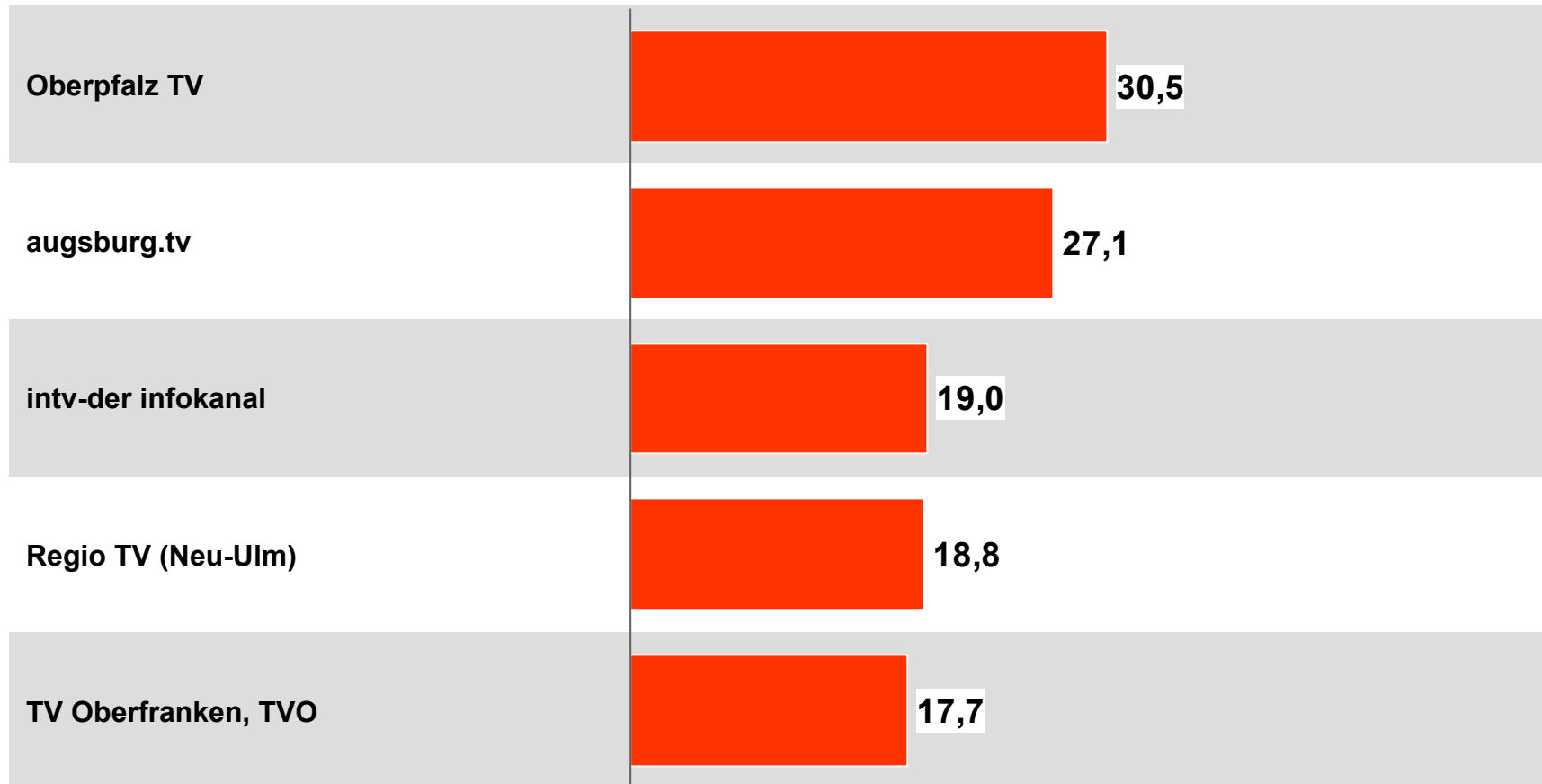
Bevölkerung ab 14 Jahre in Kabelhaushalten im jeweiligen Kabelverbreitungsgebiet

Ø 16,3



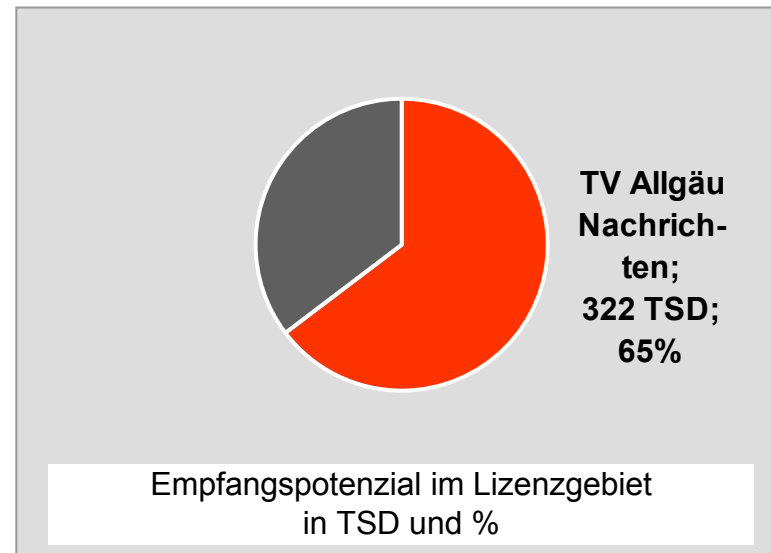
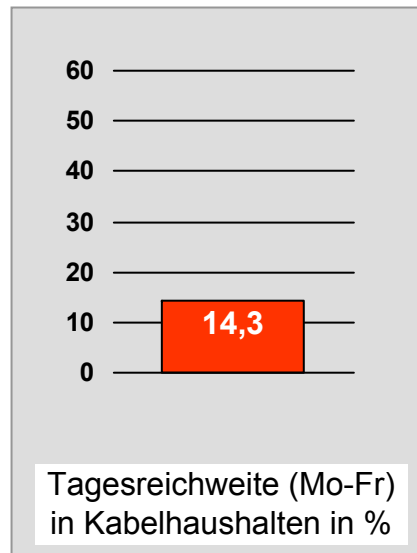
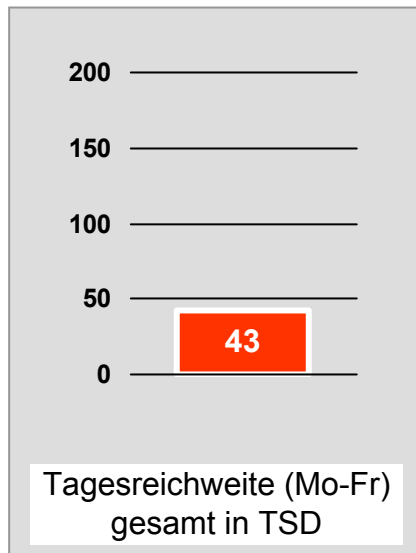
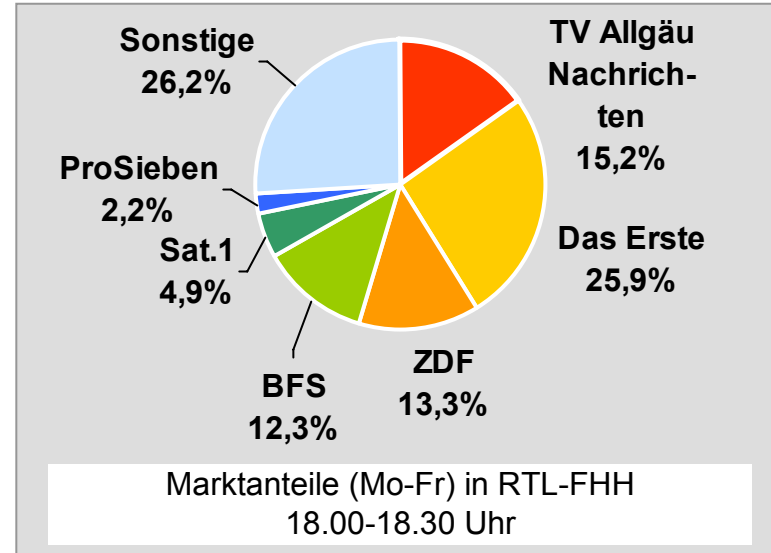
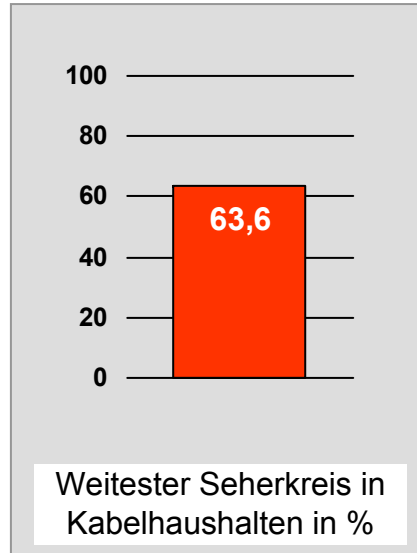
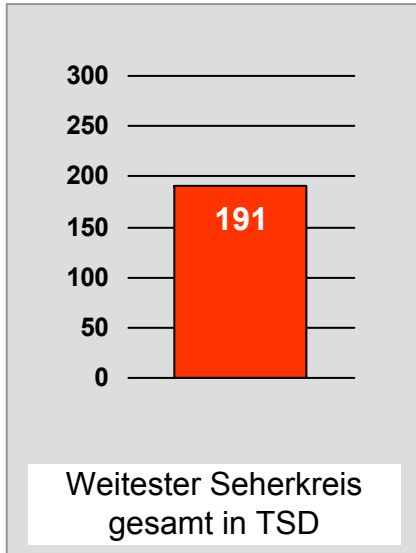
Ø ¼-Std.-Marktanteile Mo-Fr 18.00 - 18.30 Uhr in Prozent - **Top Five** - 2007
Bevölkerung ab 14 Jahre in jeweiligen RTL-Fensterhaushalten

Ø 13,5

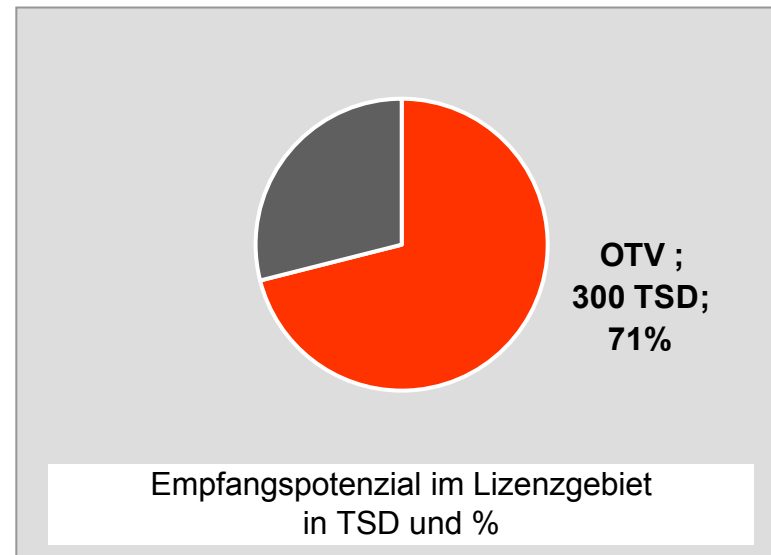
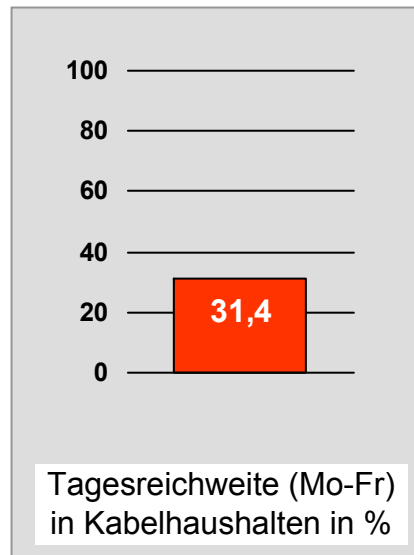
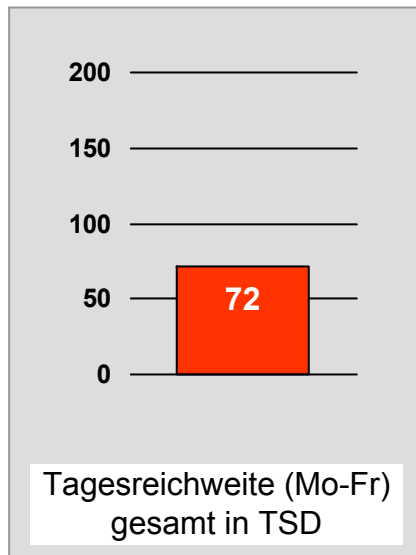
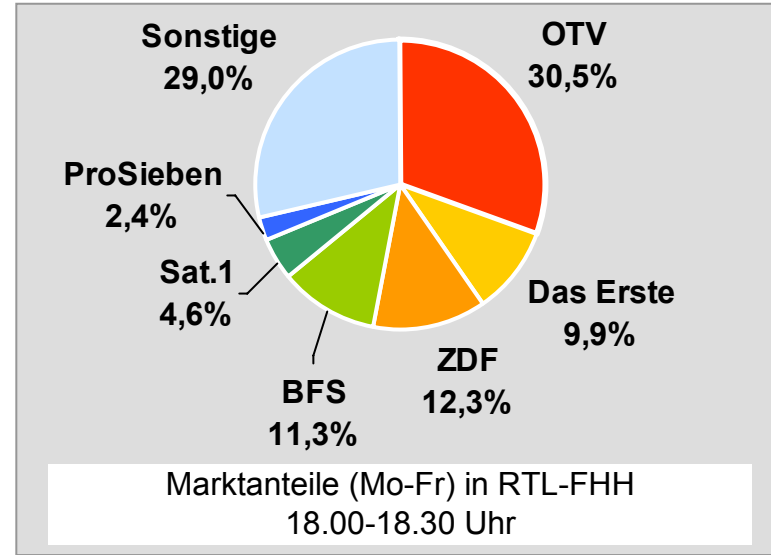
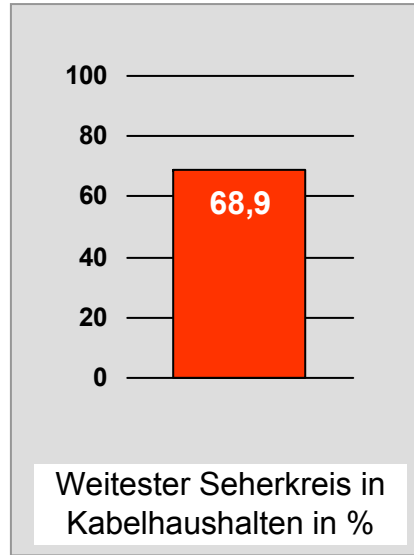
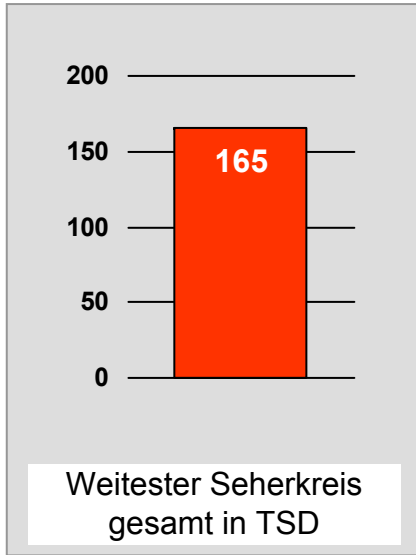


TV Allgäu Nachrichten: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre

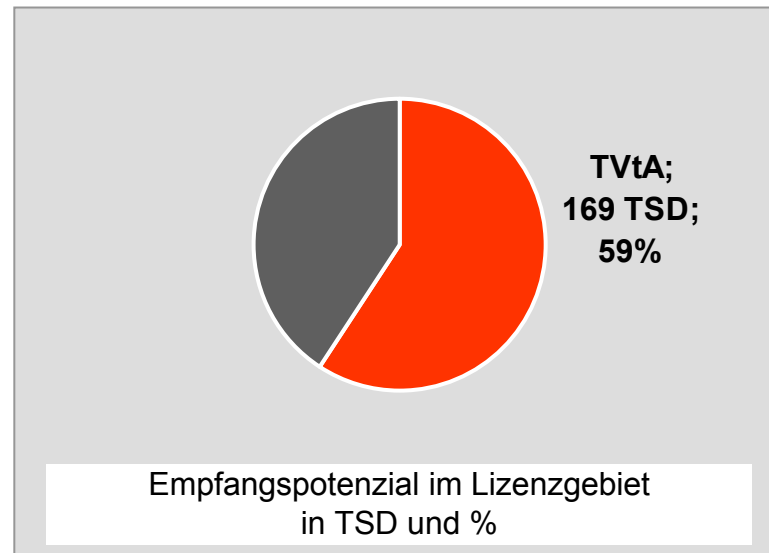
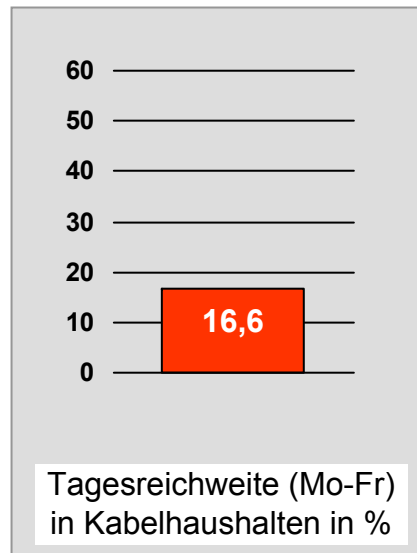
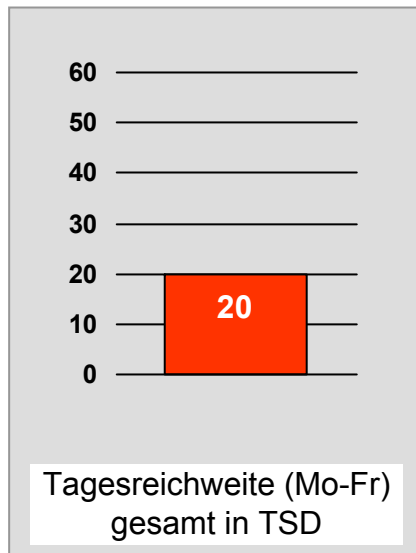
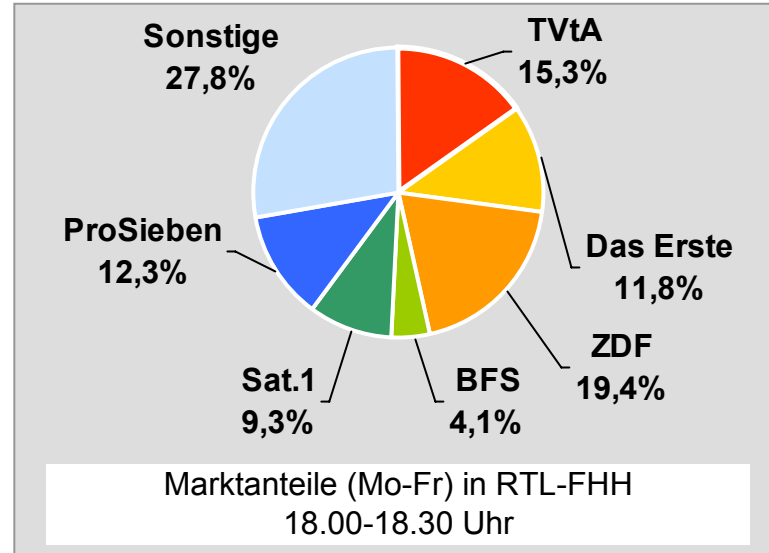
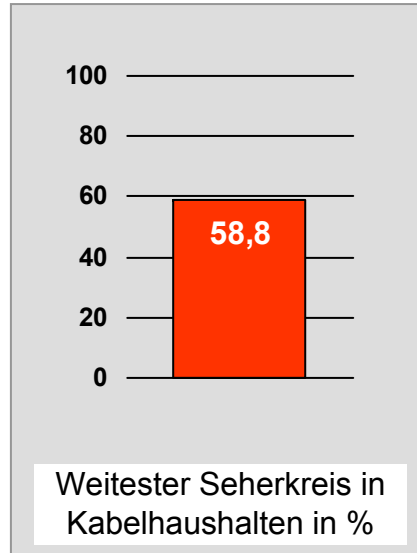
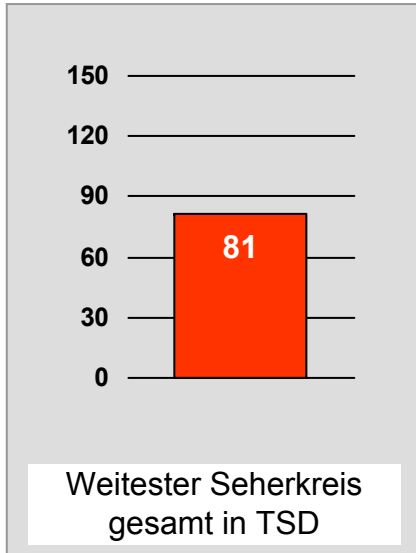


Oberpfalz TV, OTV: Zentrale Reichweitenwerte Bevölkerung ab 14 Jahre

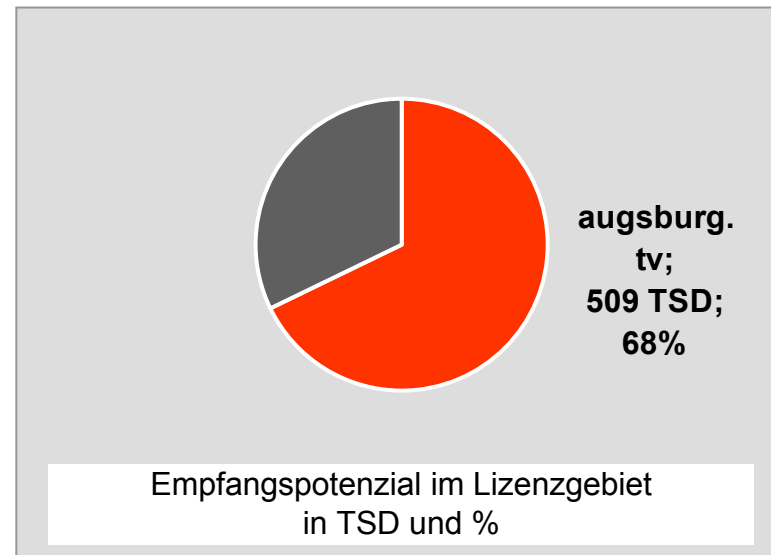
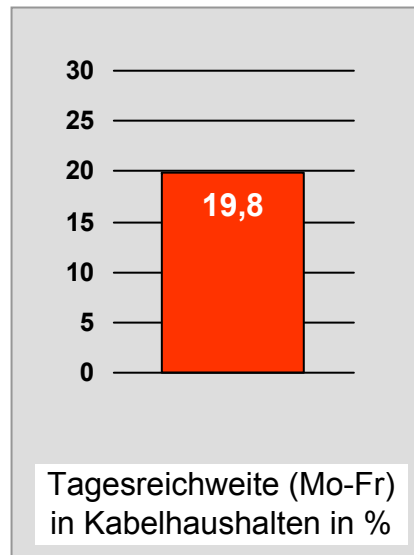
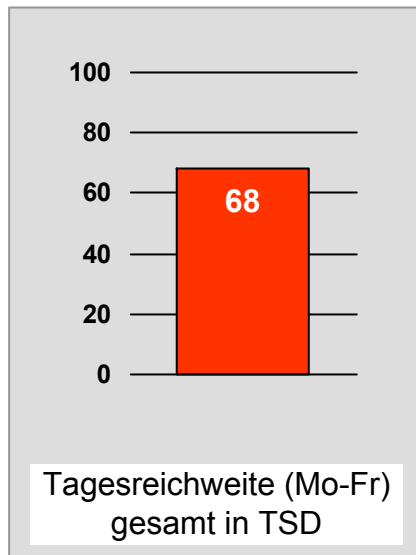
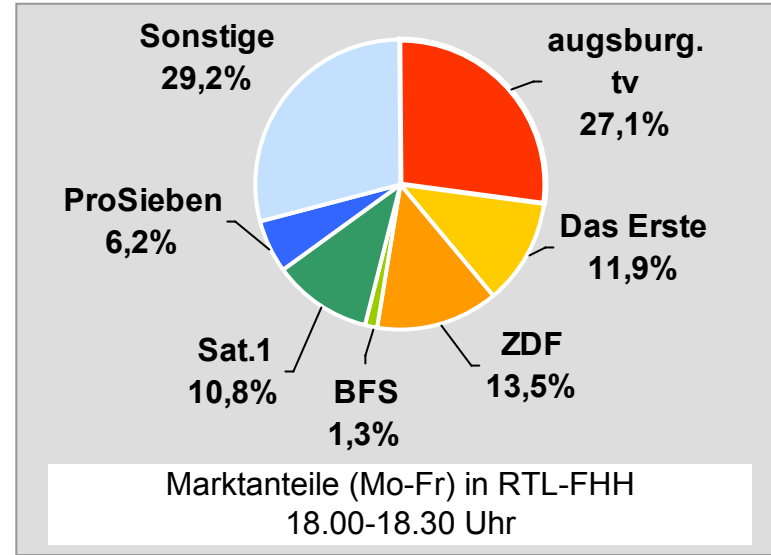
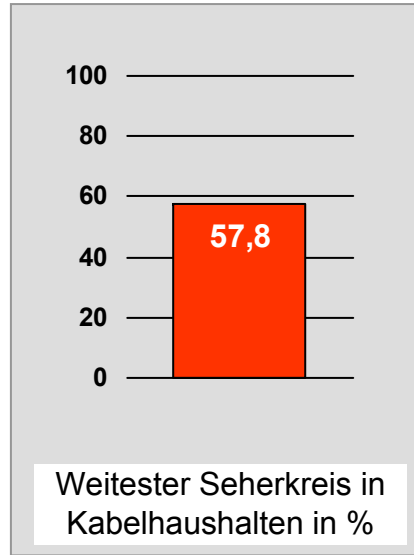
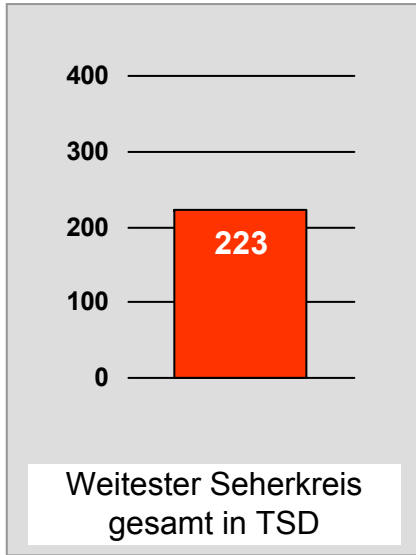


TV touring Aschaffenburg: Zentrale Reichweitenwerte

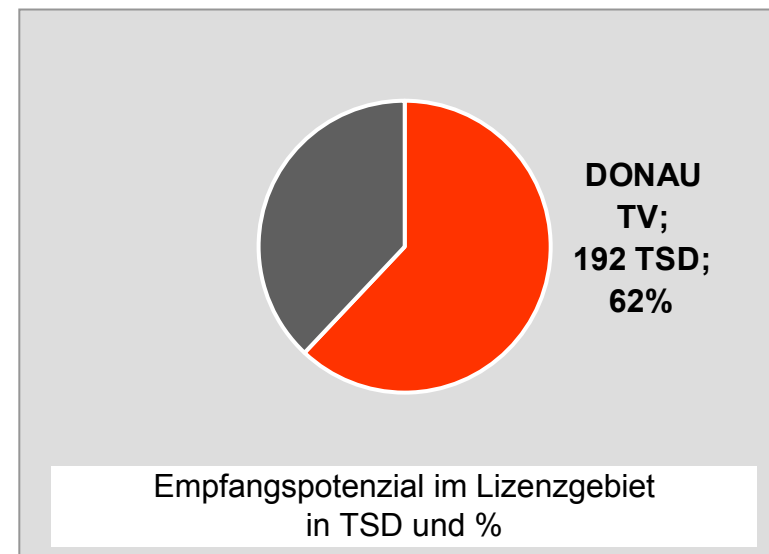
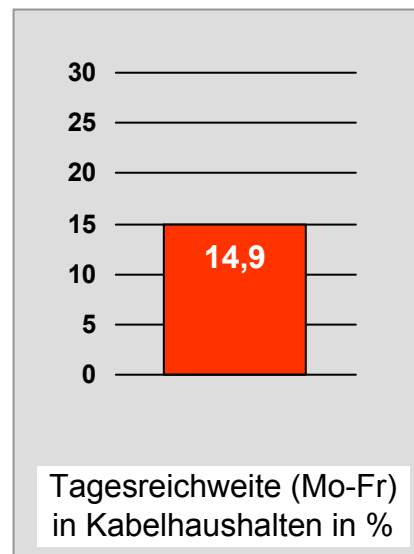
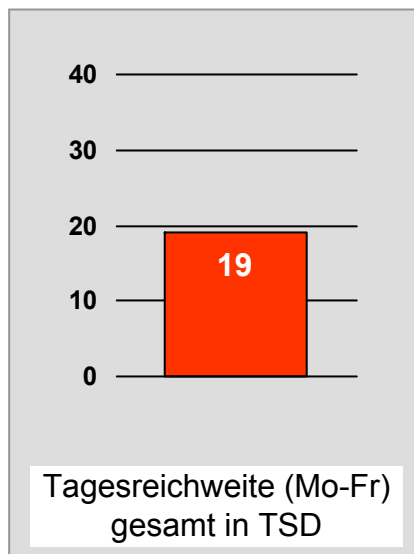
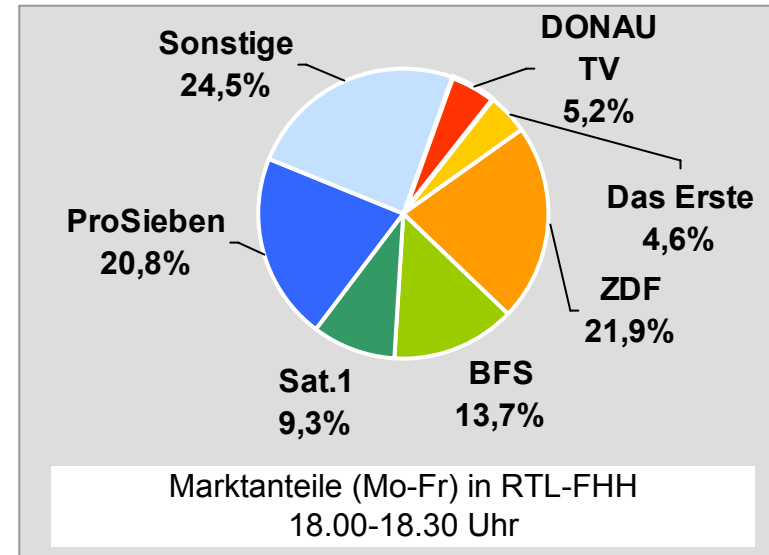
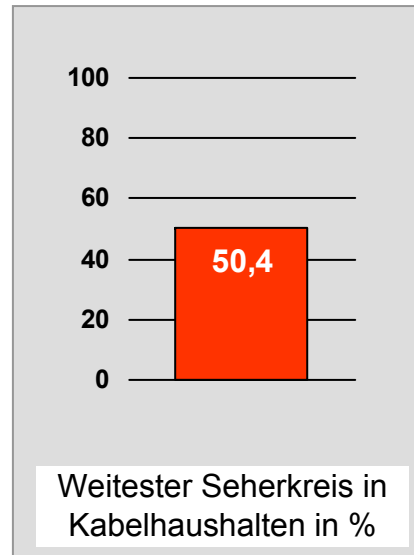
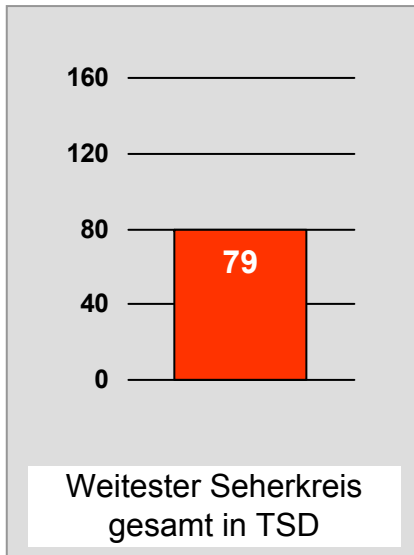
Bevölkerung ab 14 Jahre



augzburg.tv: Zentrale Reichweitenwerte Bevölkerung ab 14 Jahre

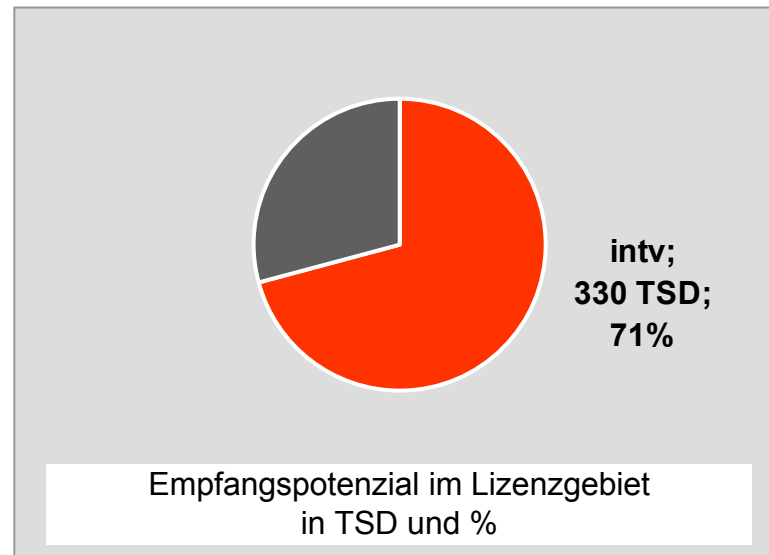
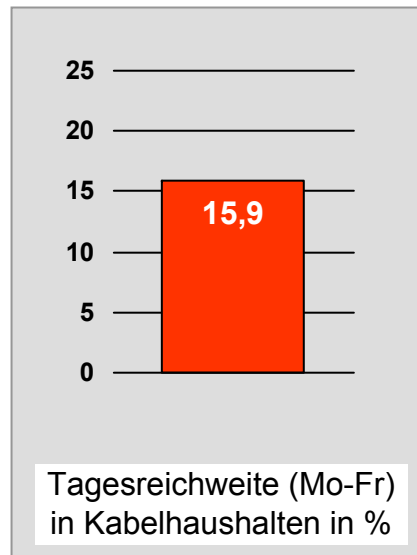
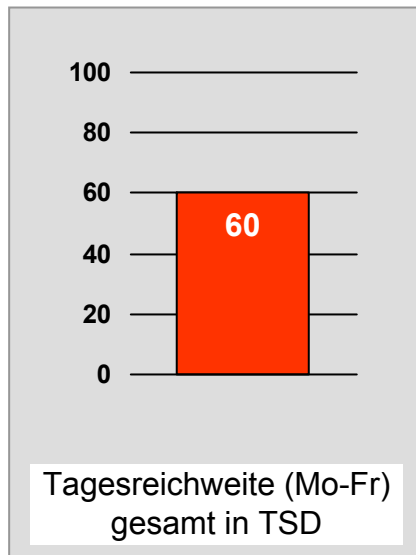
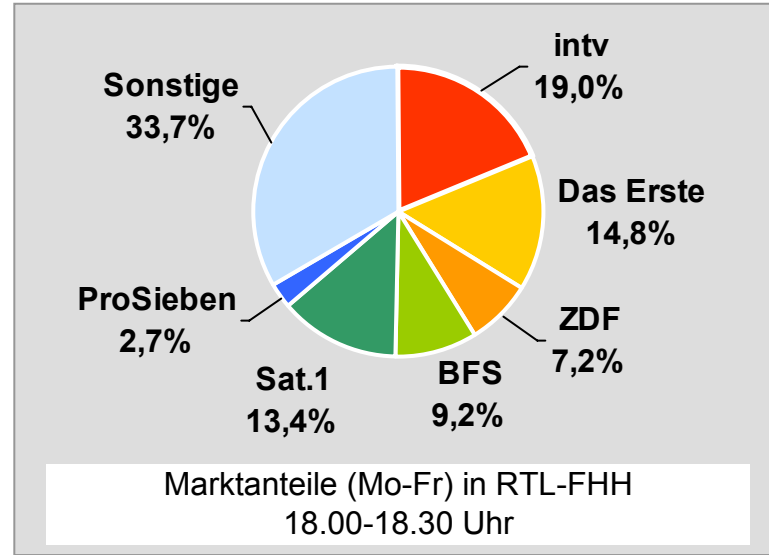
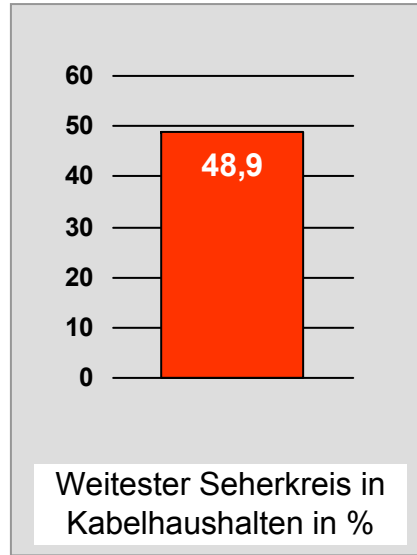
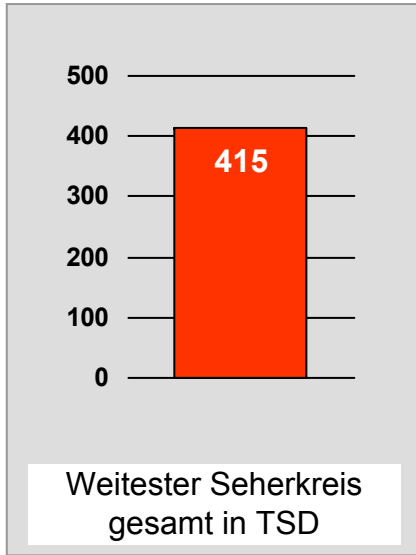


DONAU TV: Zentrale Reichweitenwerte Bevölkerung ab 14 Jahre



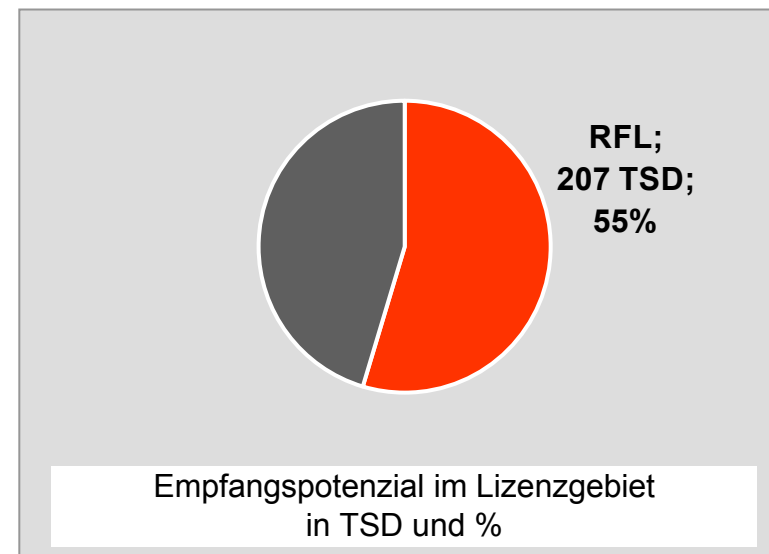
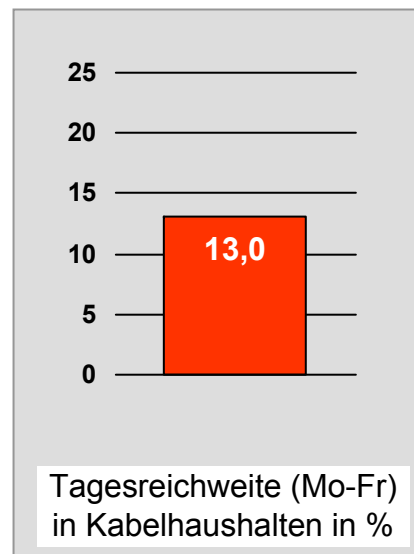
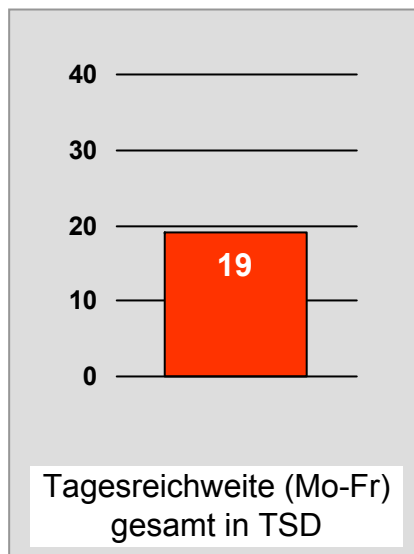
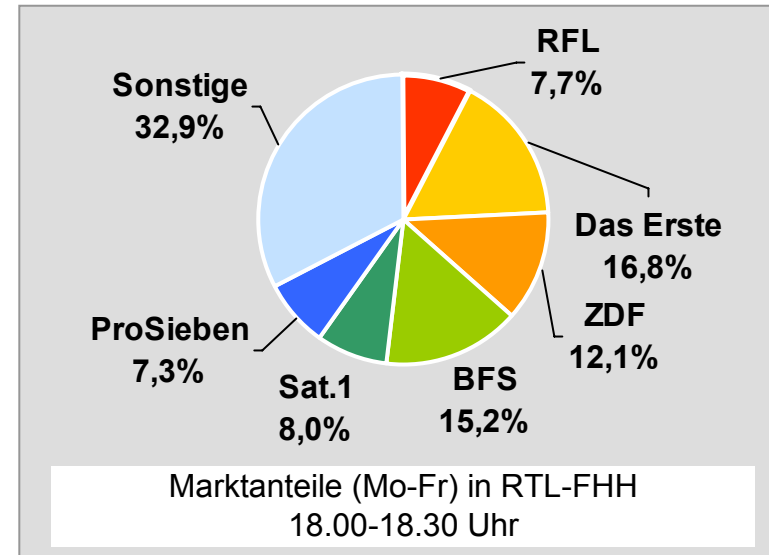
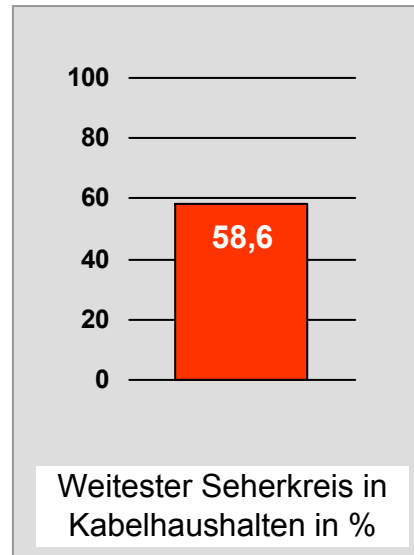
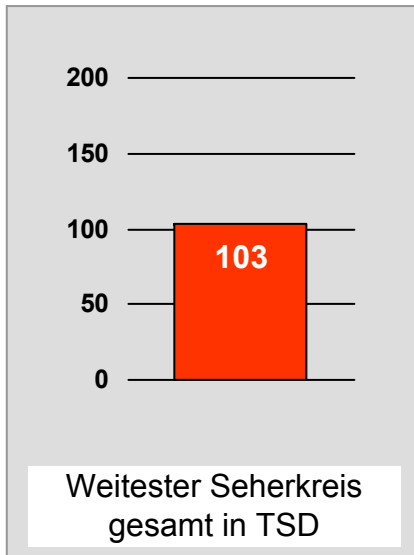
intv - der infokanal: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



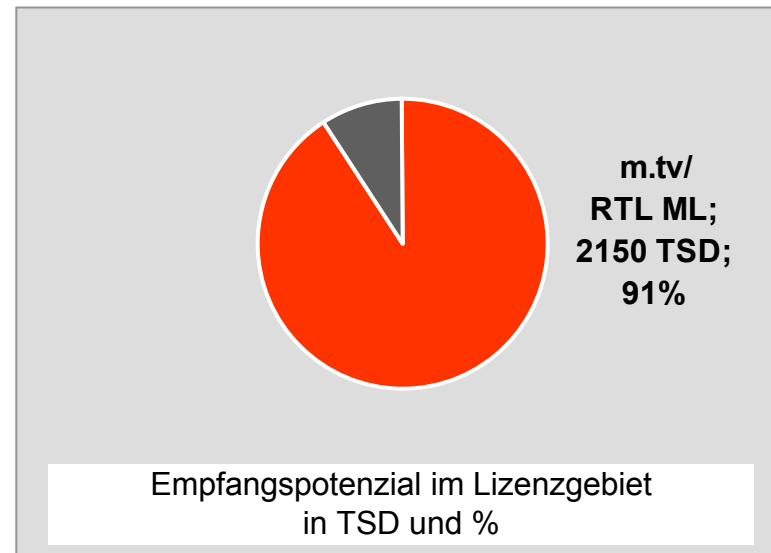
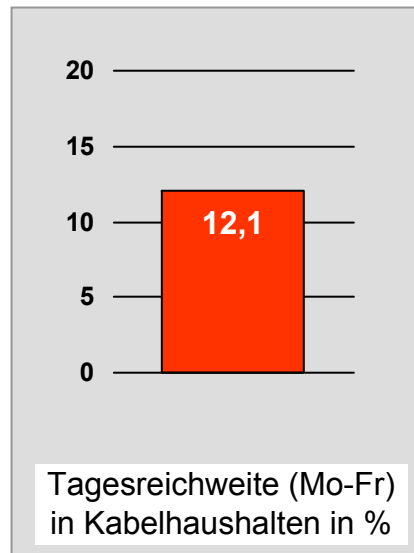
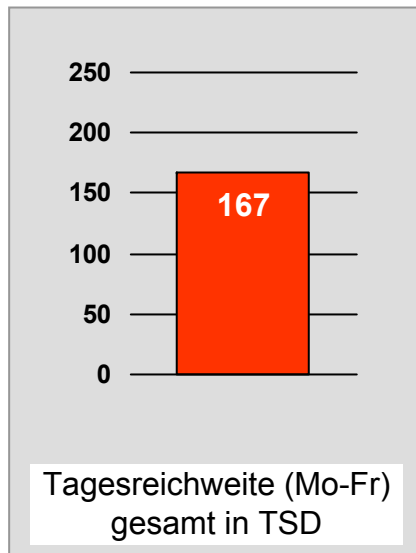
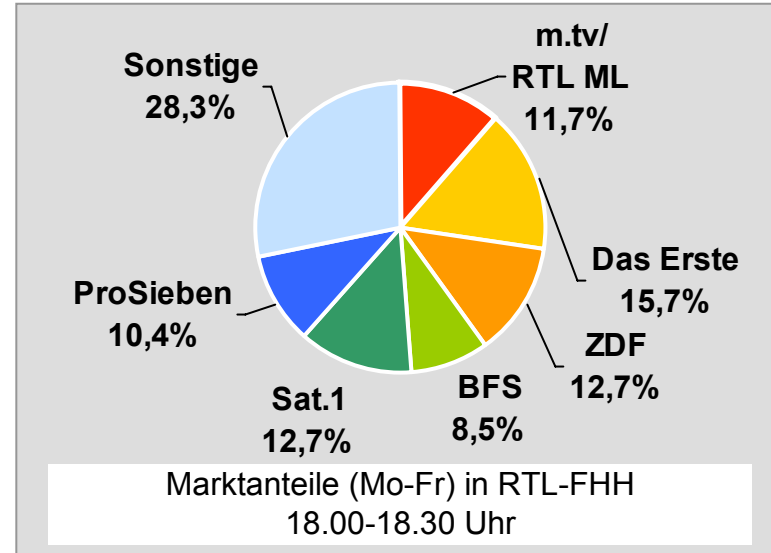
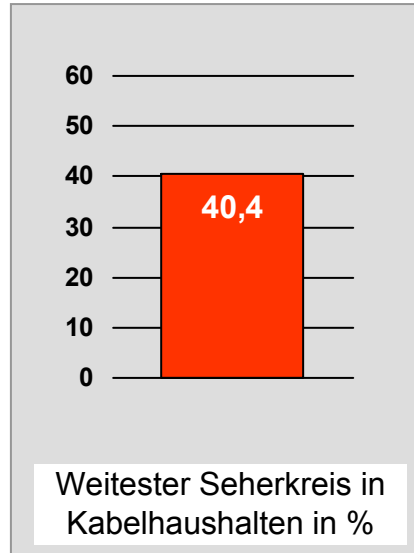
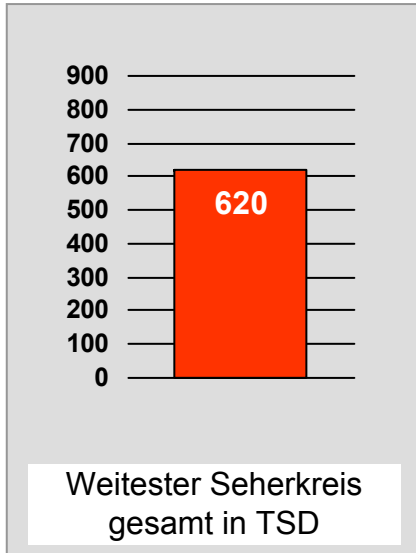
Regional Fernsehen Landshut: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre

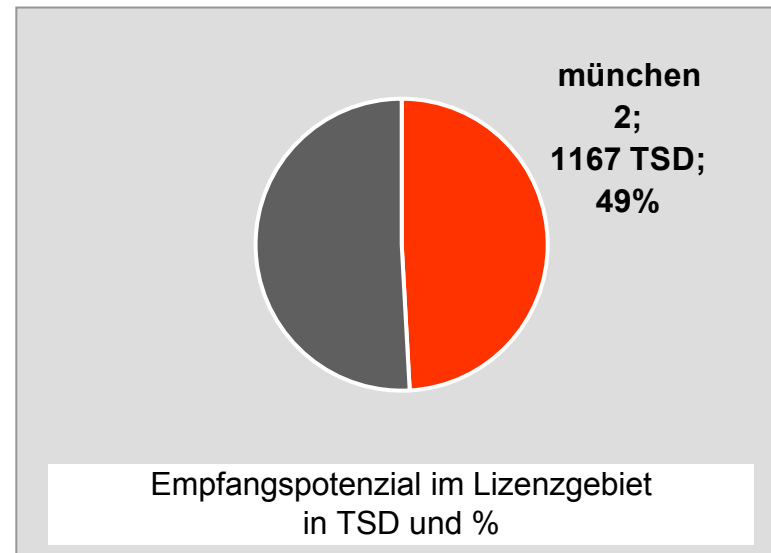
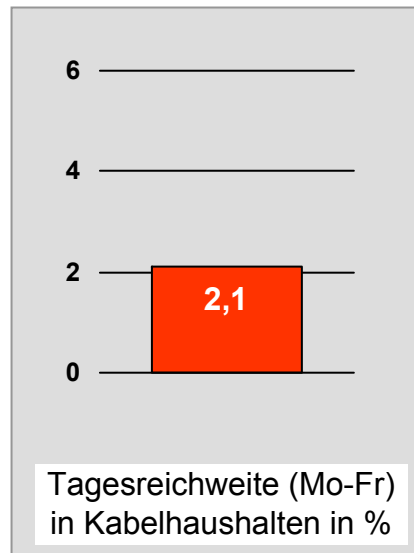
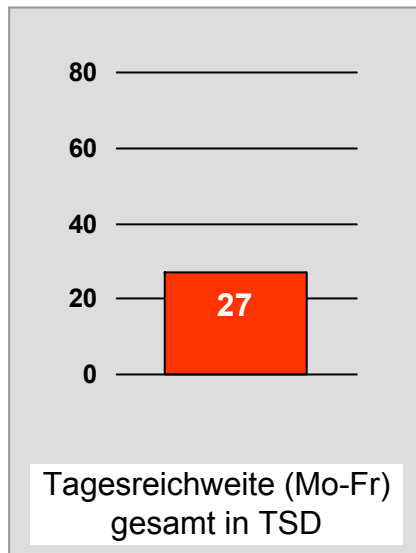
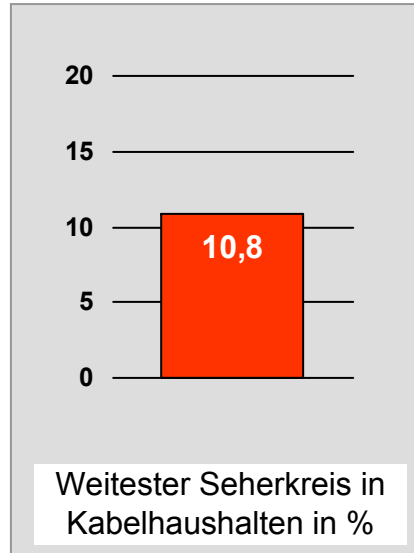
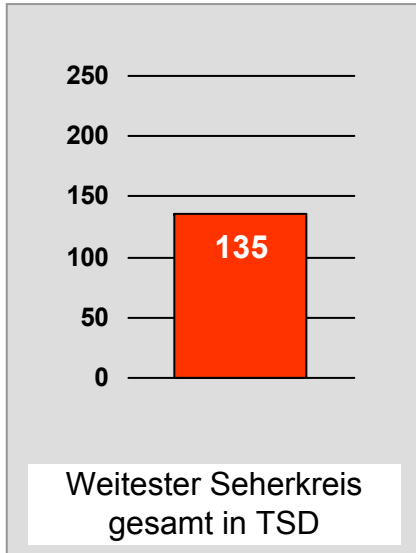


münchen.tv / RTL München Live: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre

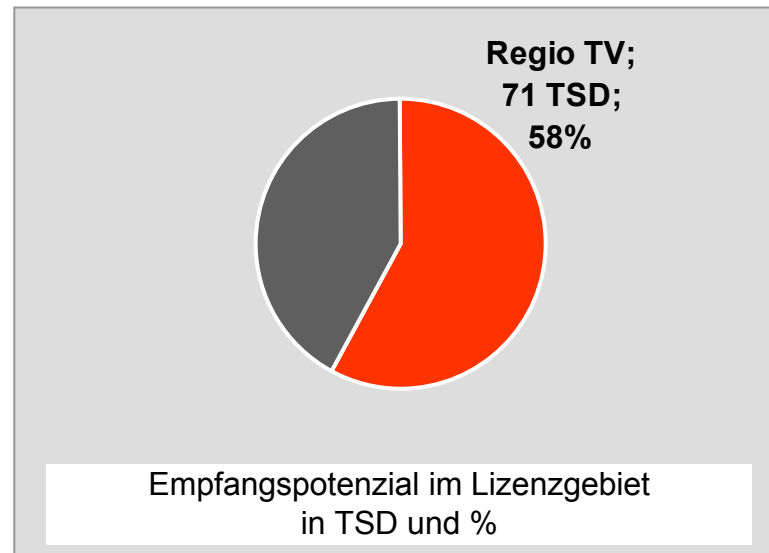
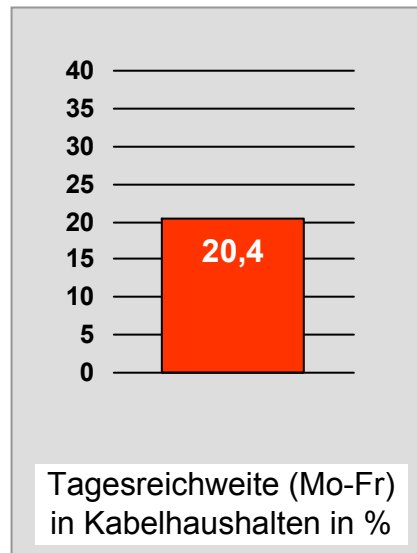
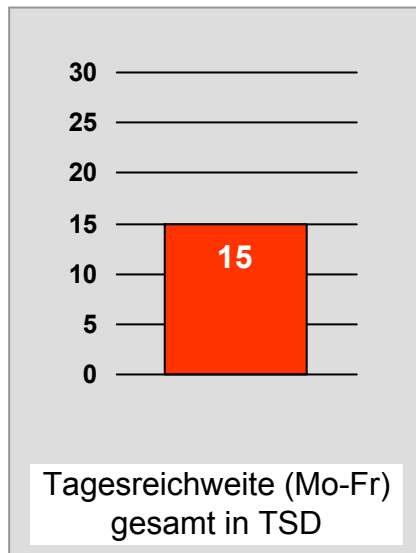
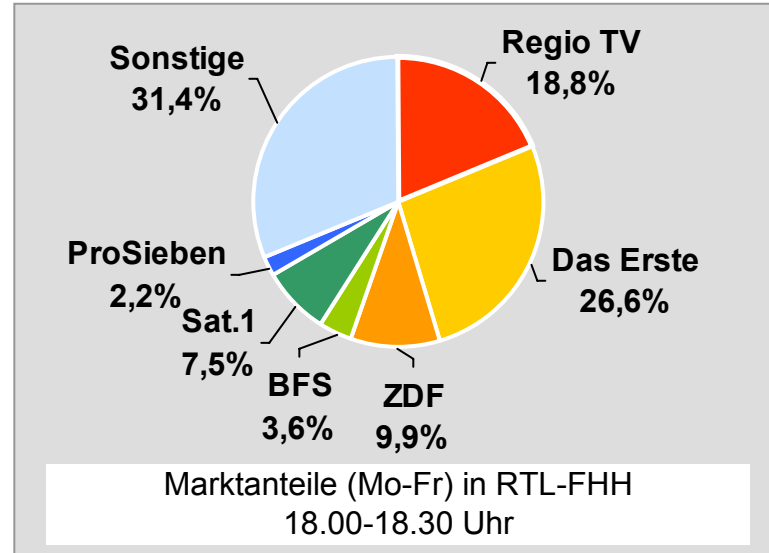
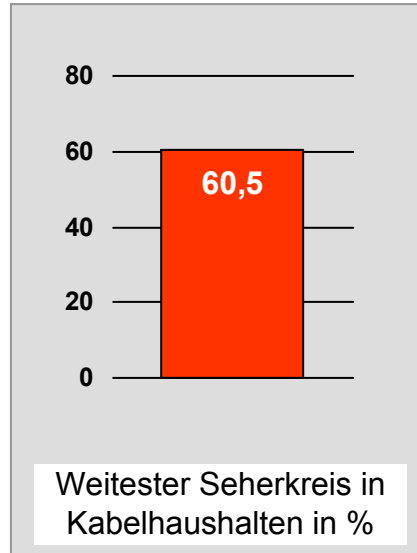
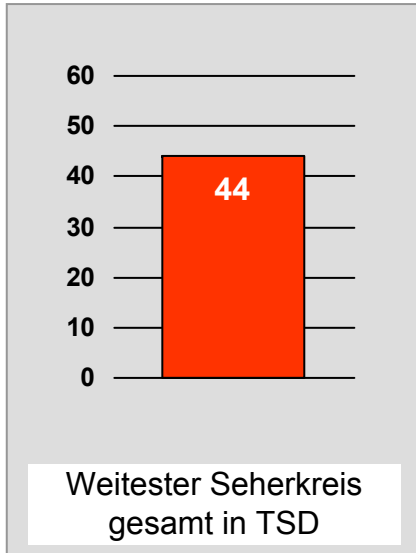


münchen2: Zentrale Reichweitenwerte Bevölkerung ab 14 Jahre



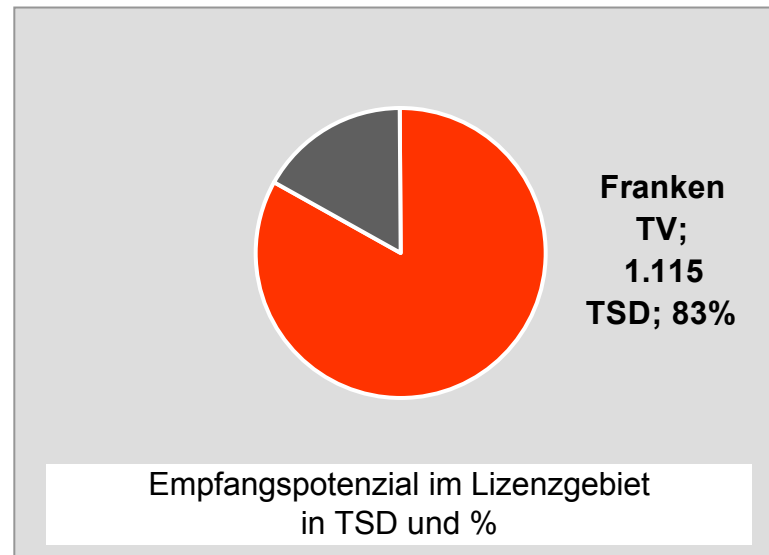
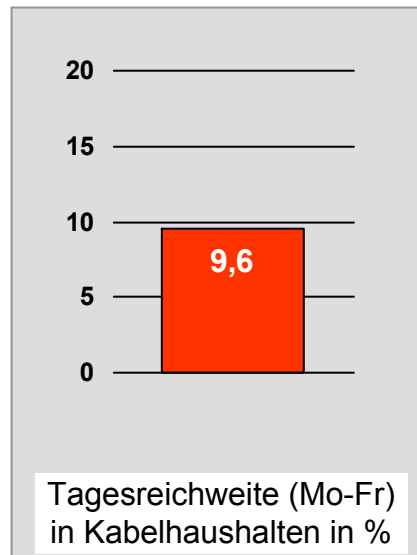
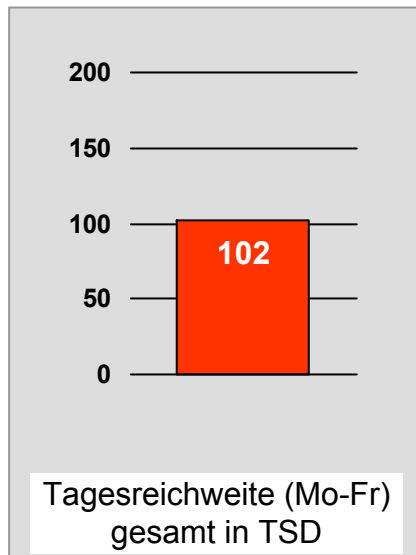
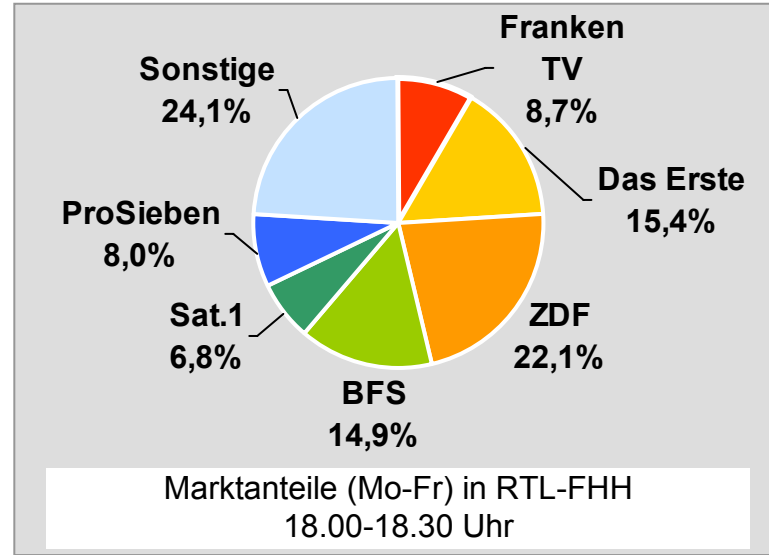
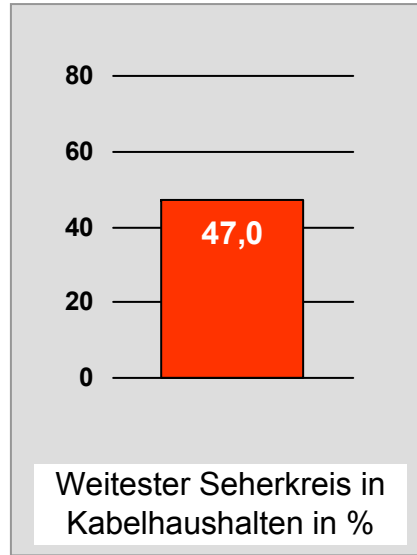
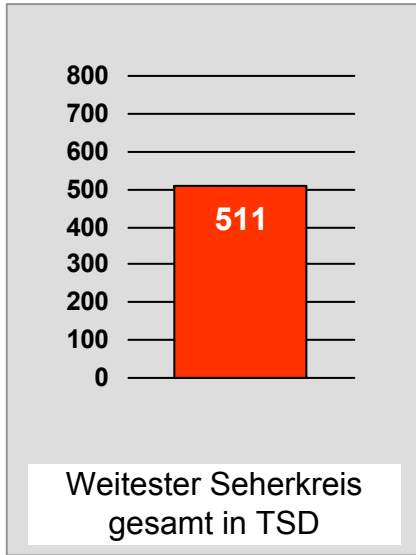
Regio TV (Neu-Ulm): Zentrale Reichweitenwerte (in Bayern)

Bevölkerung ab 14 Jahre



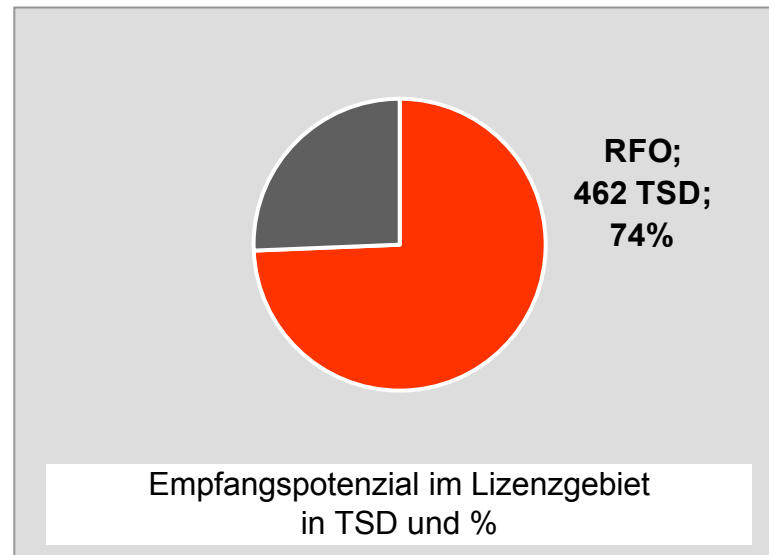
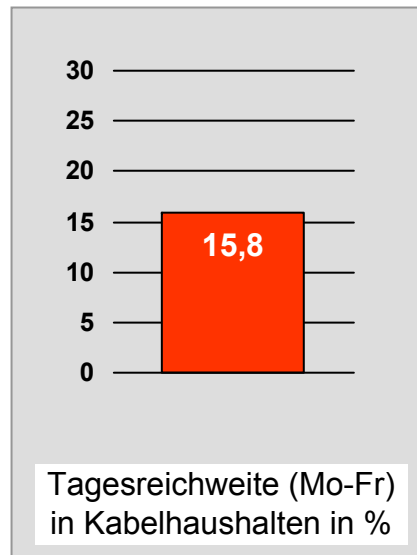
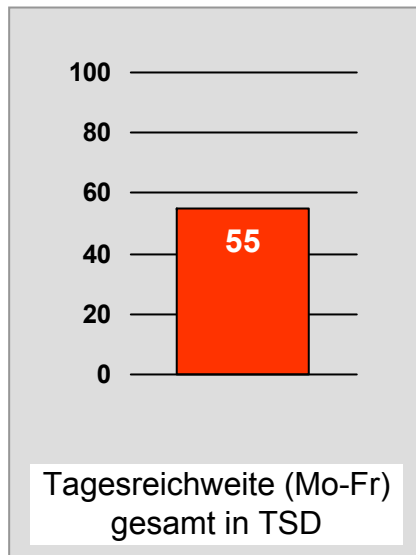
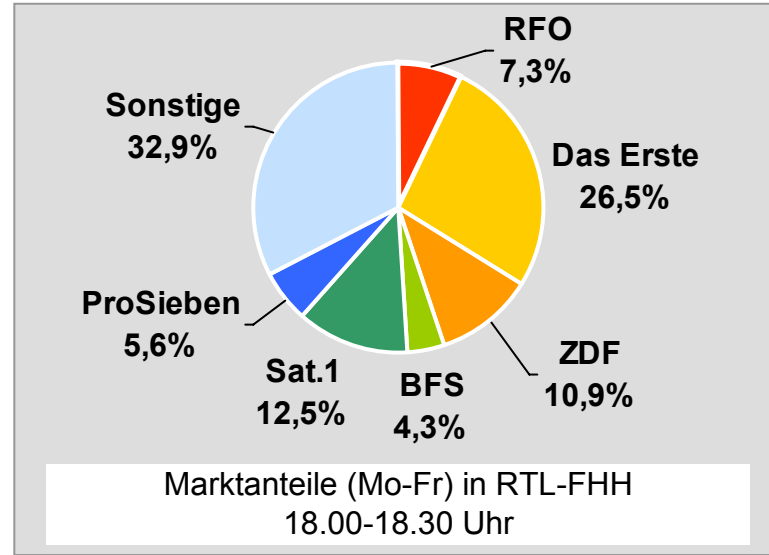
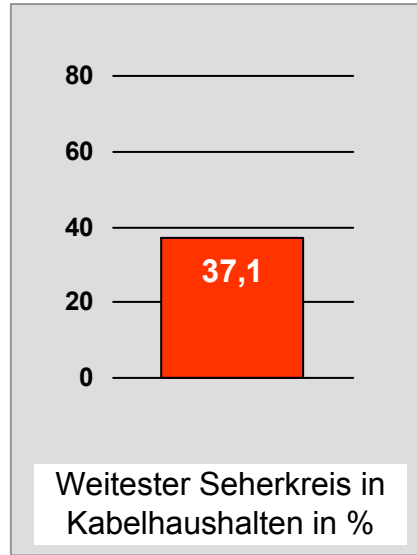
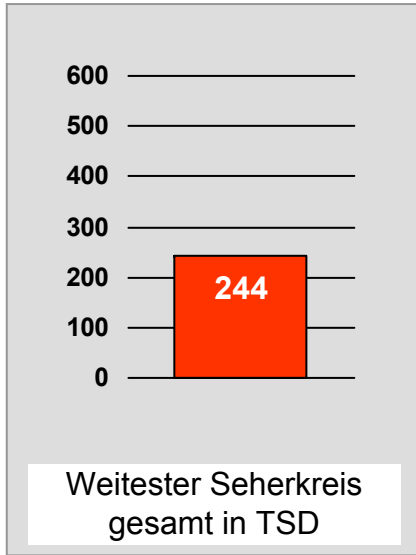
RTL FRANKEN LIFE TV/Franken TV: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



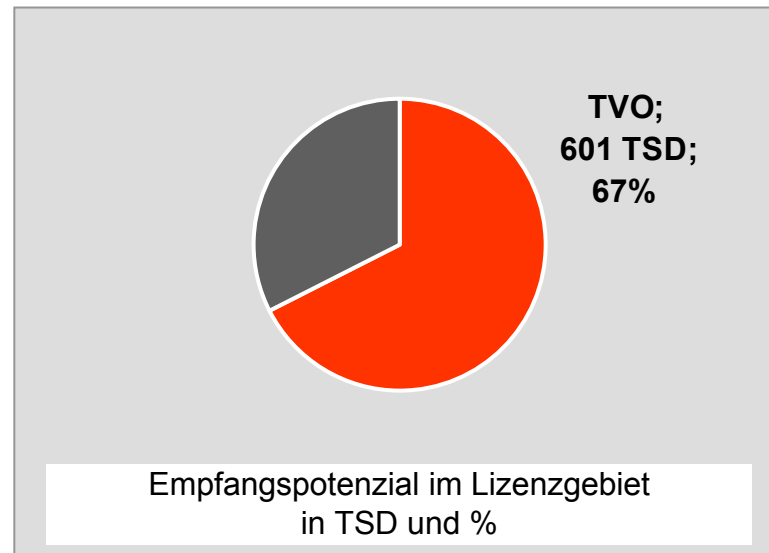
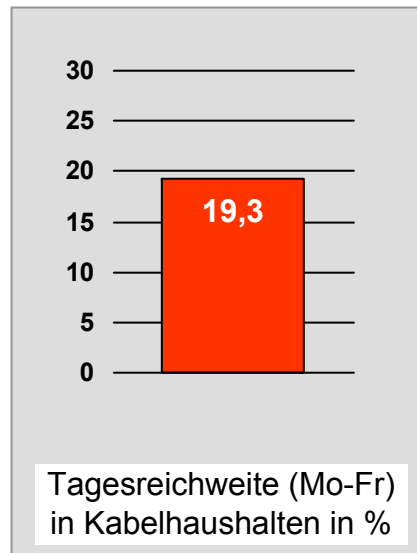
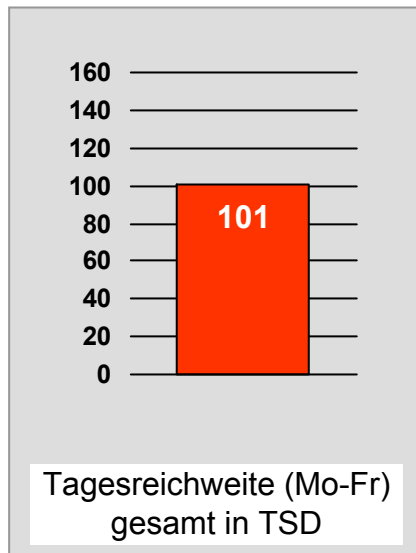
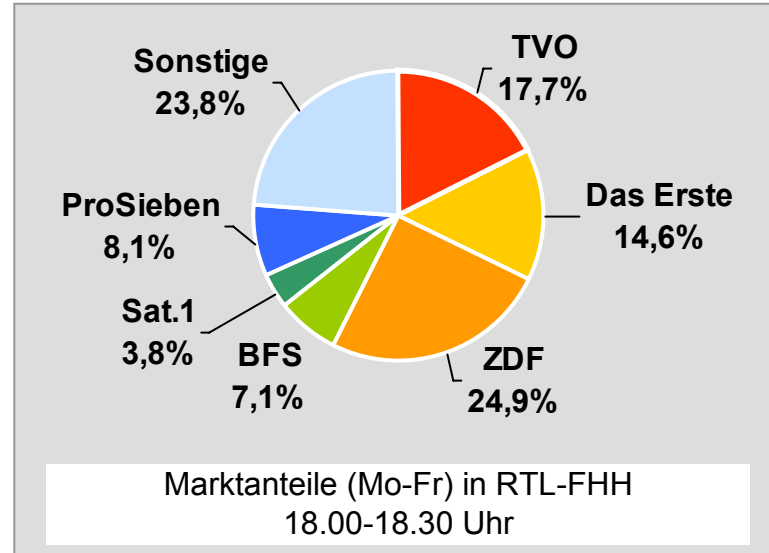
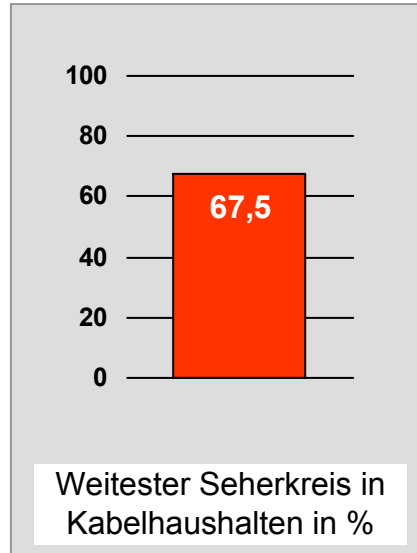
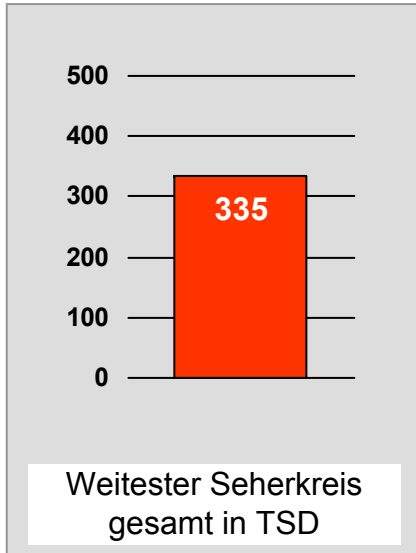
Regional Fernsehen Oberbayern: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



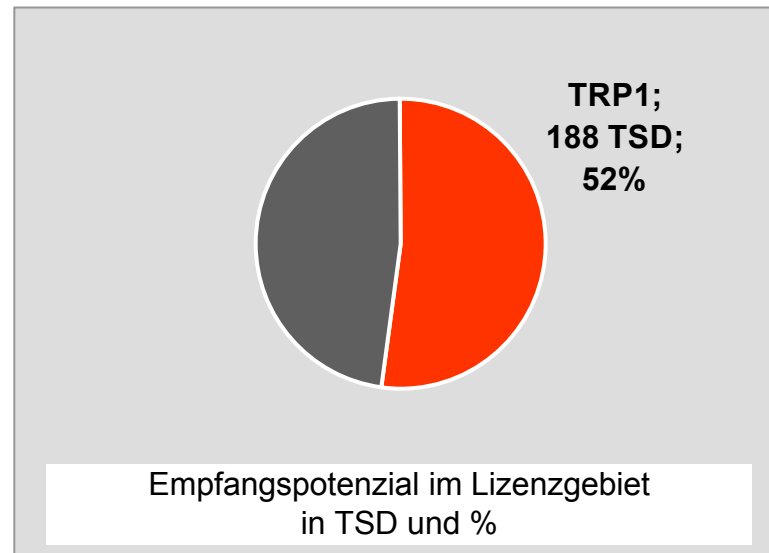
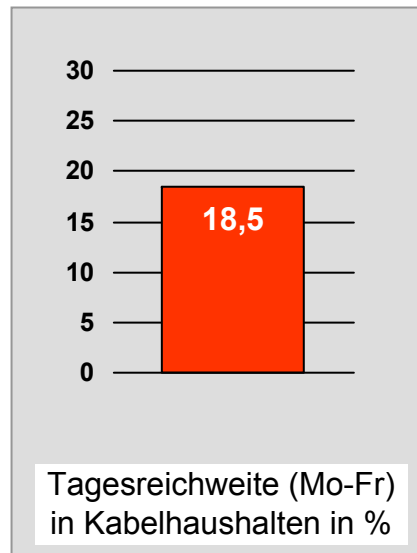
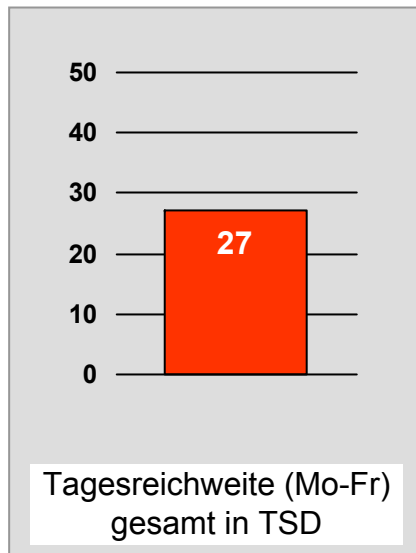
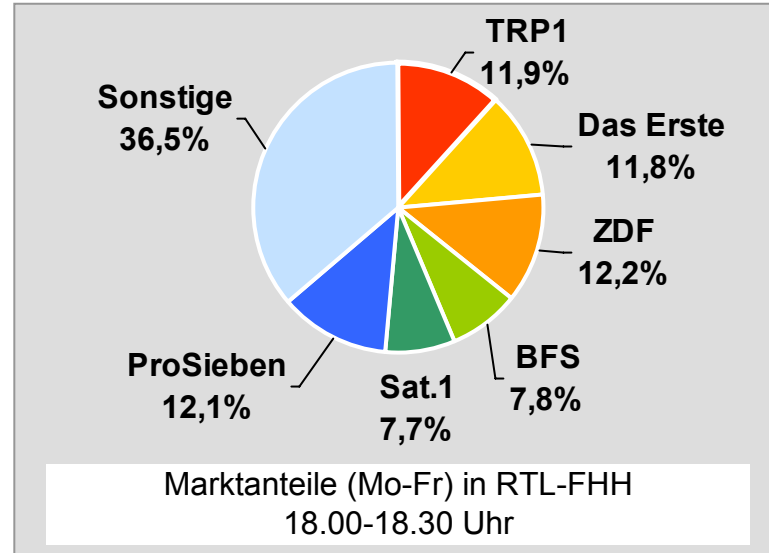
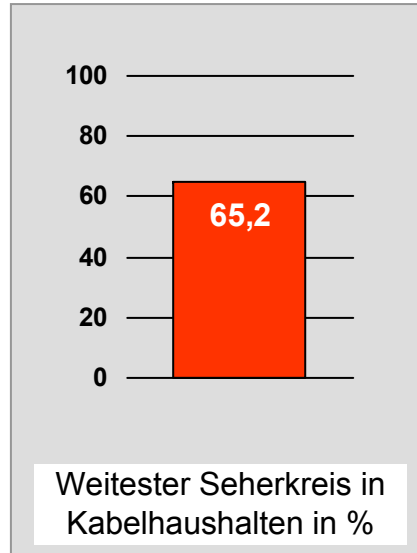
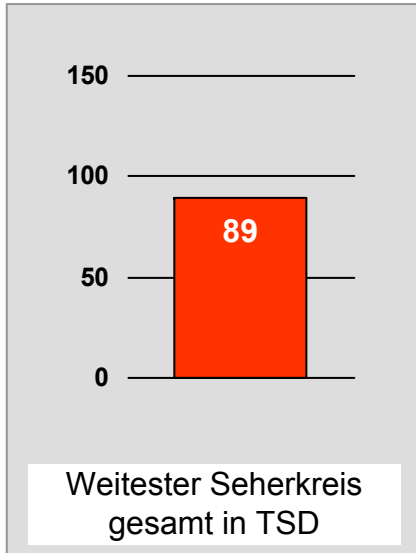
TV Oberfranken, TVO: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



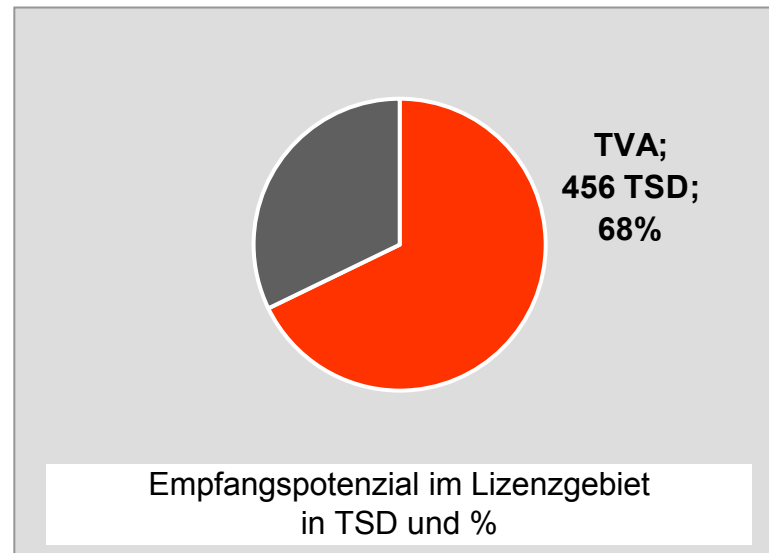
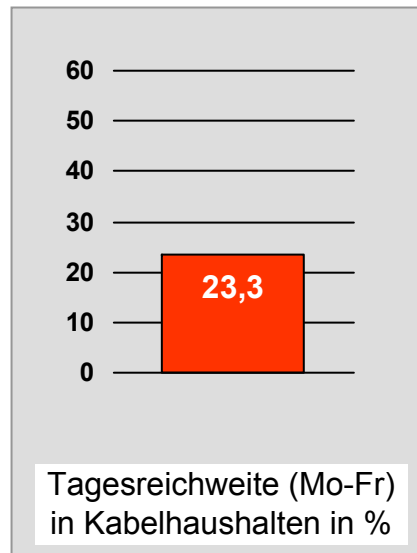
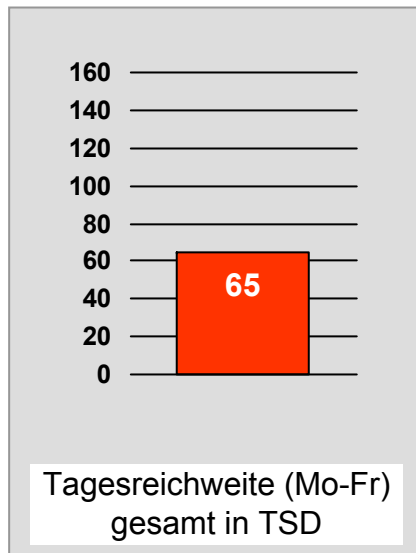
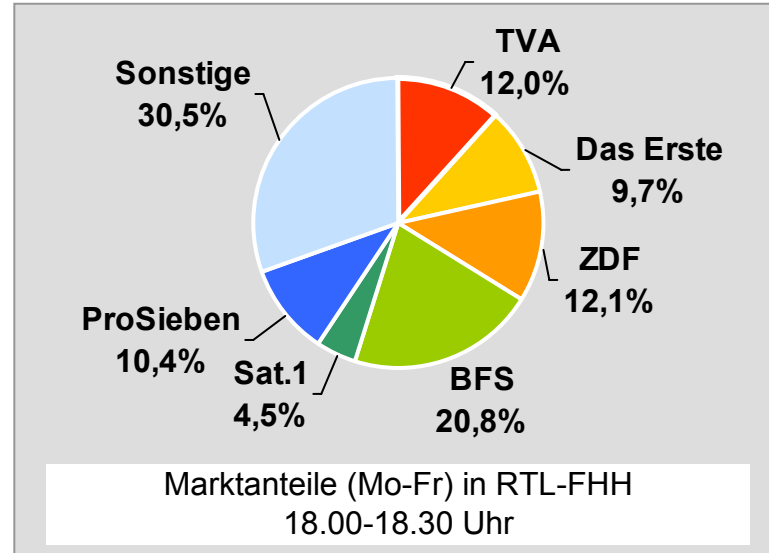
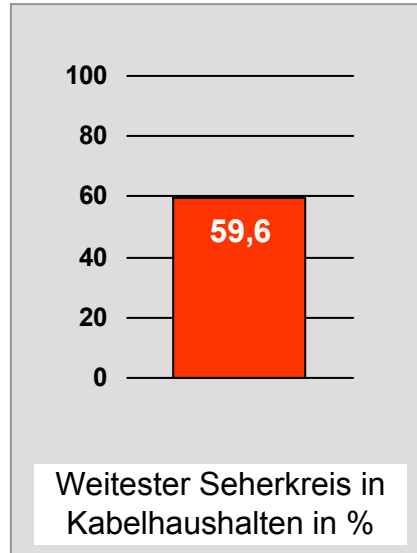
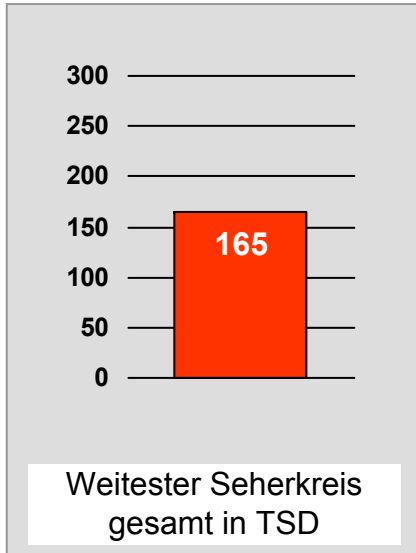
Tele Regional Passau 1, TRP1: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



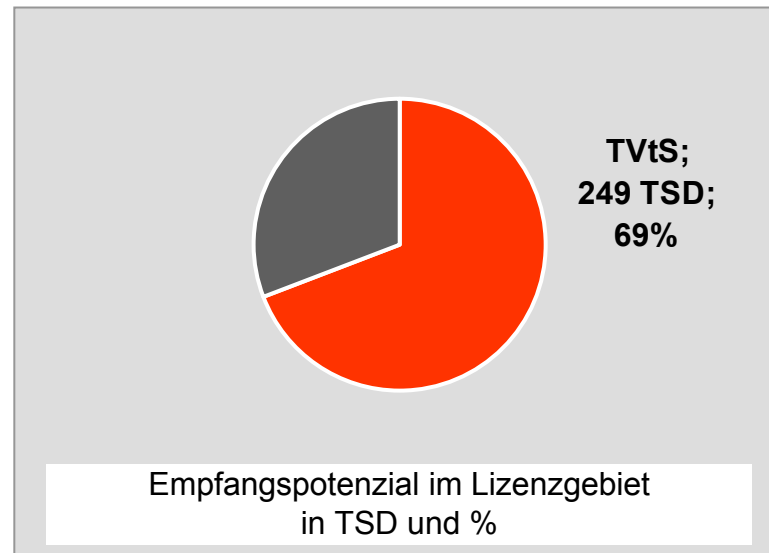
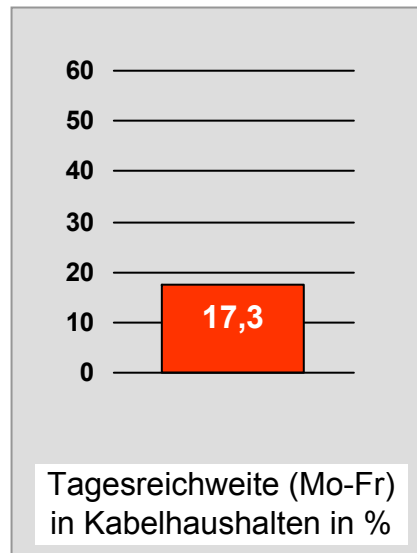
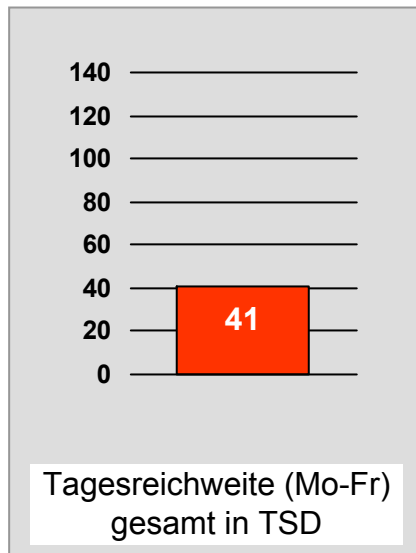
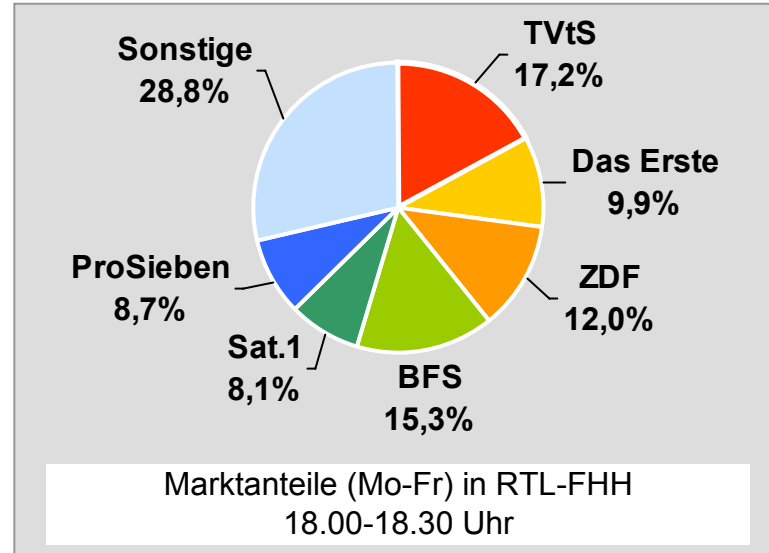
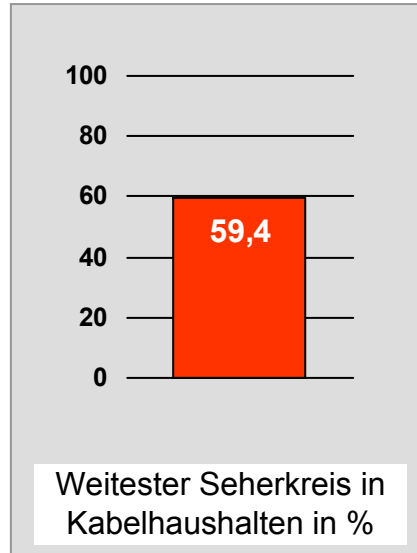
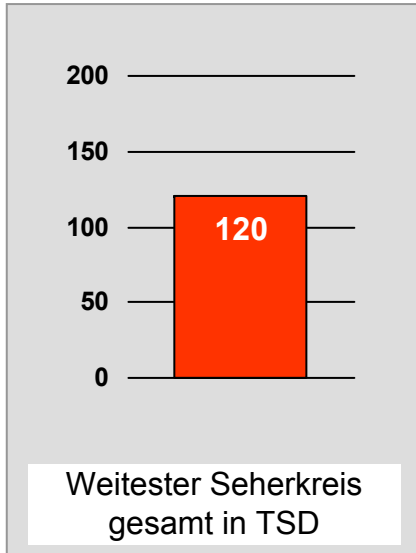
TVA Regionalfernsehen: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



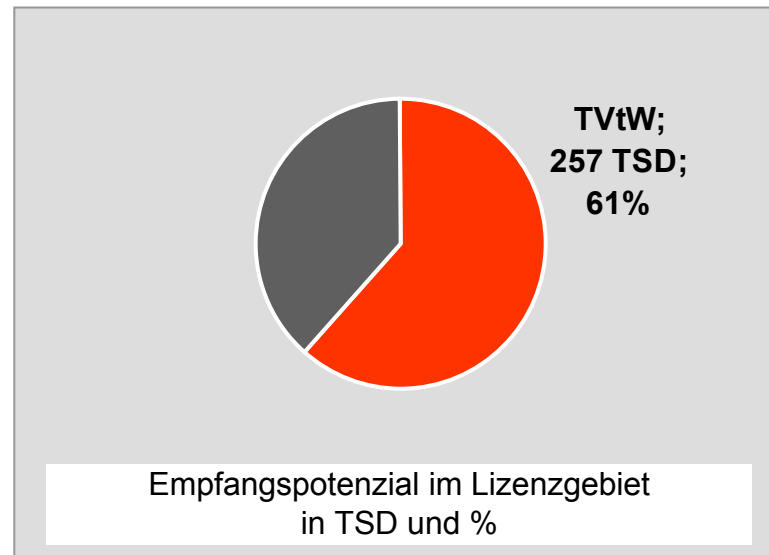
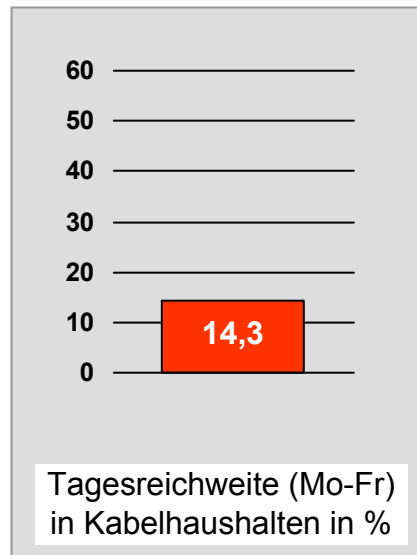
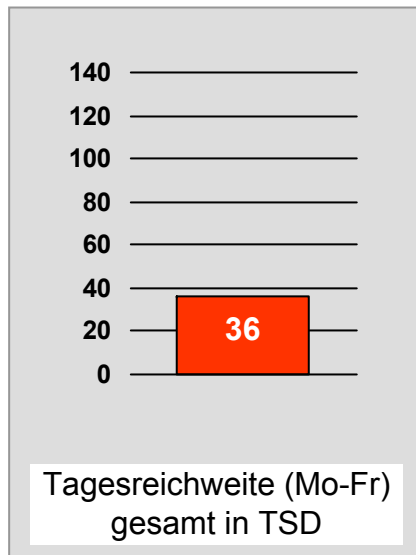
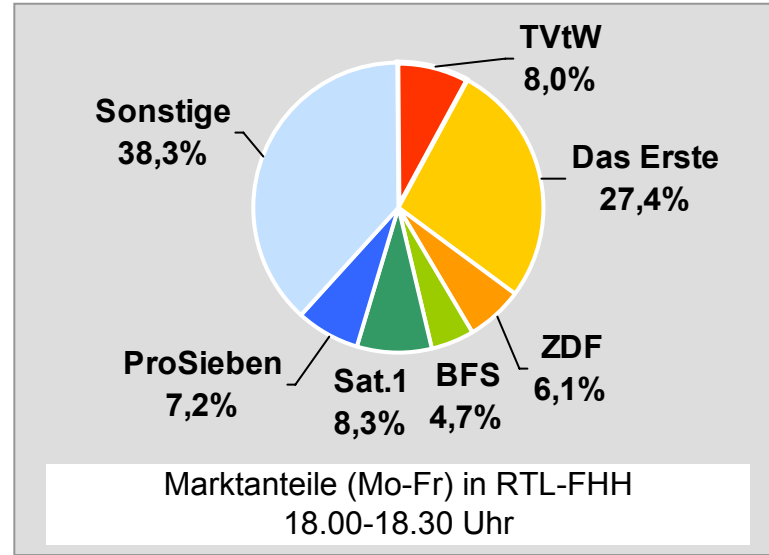
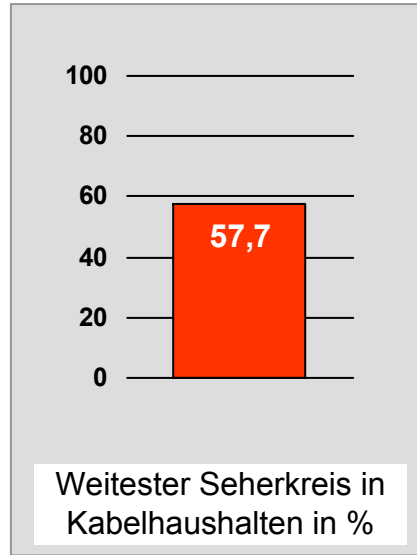
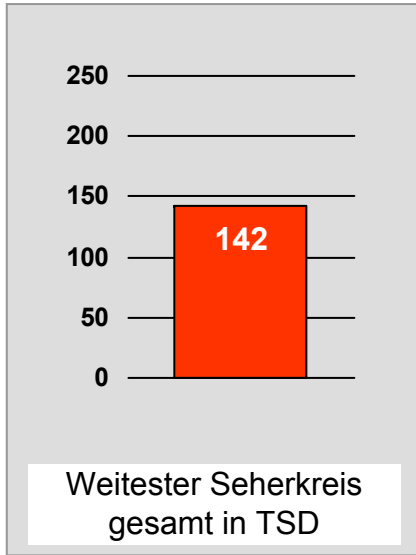
TV touring Schweinfurt: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



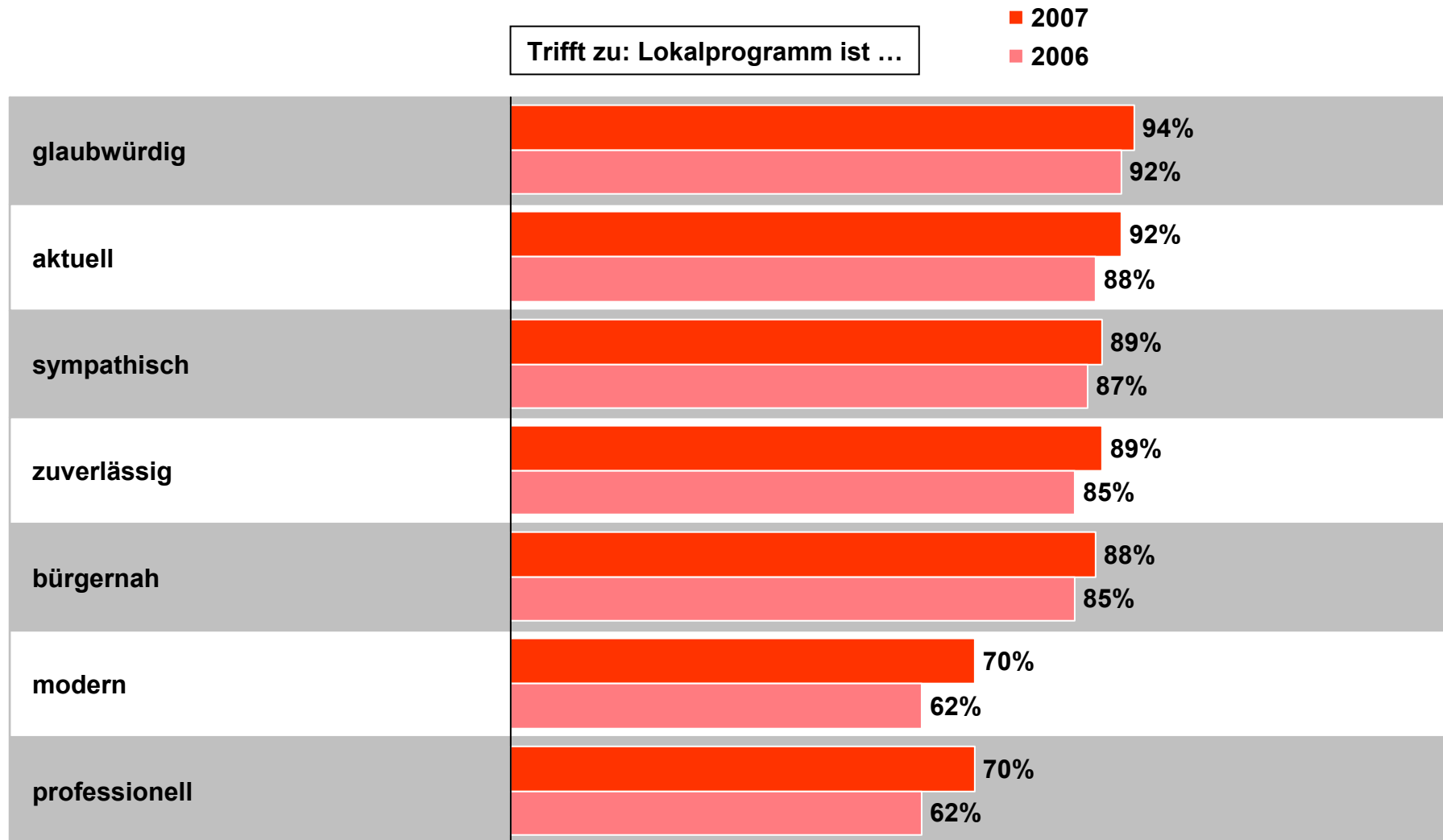
TV touring Würzburg: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



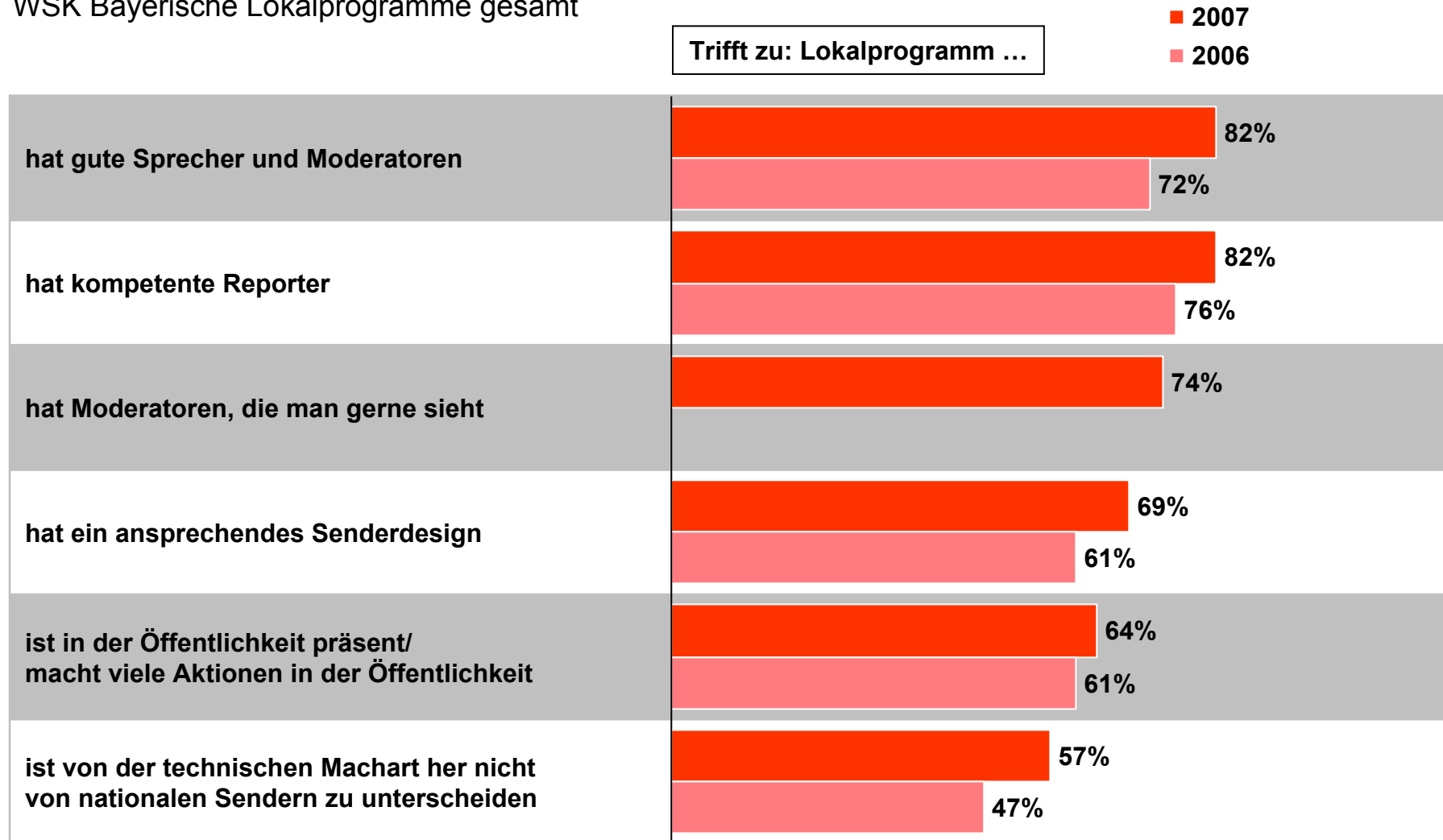
Images bayerischer Lokalprogramme

WSK Bayerische Lokalprogramme gesamt



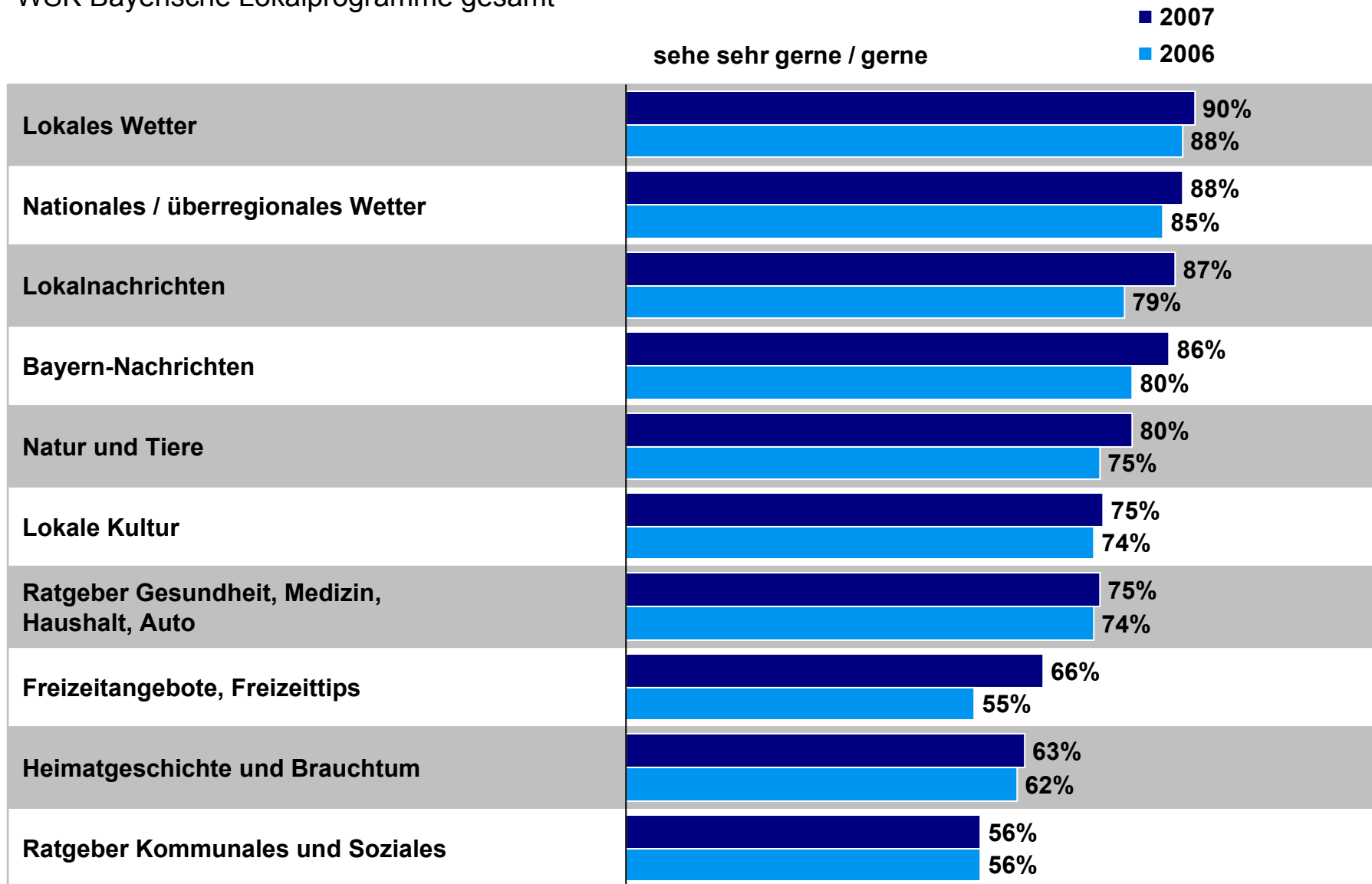
Images bayerischer Lokalprogramme

WSK Bayerische Lokalprogramme gesamt



Genreinteresse von Lokalfernsehzuschauern - *Top Ten* -

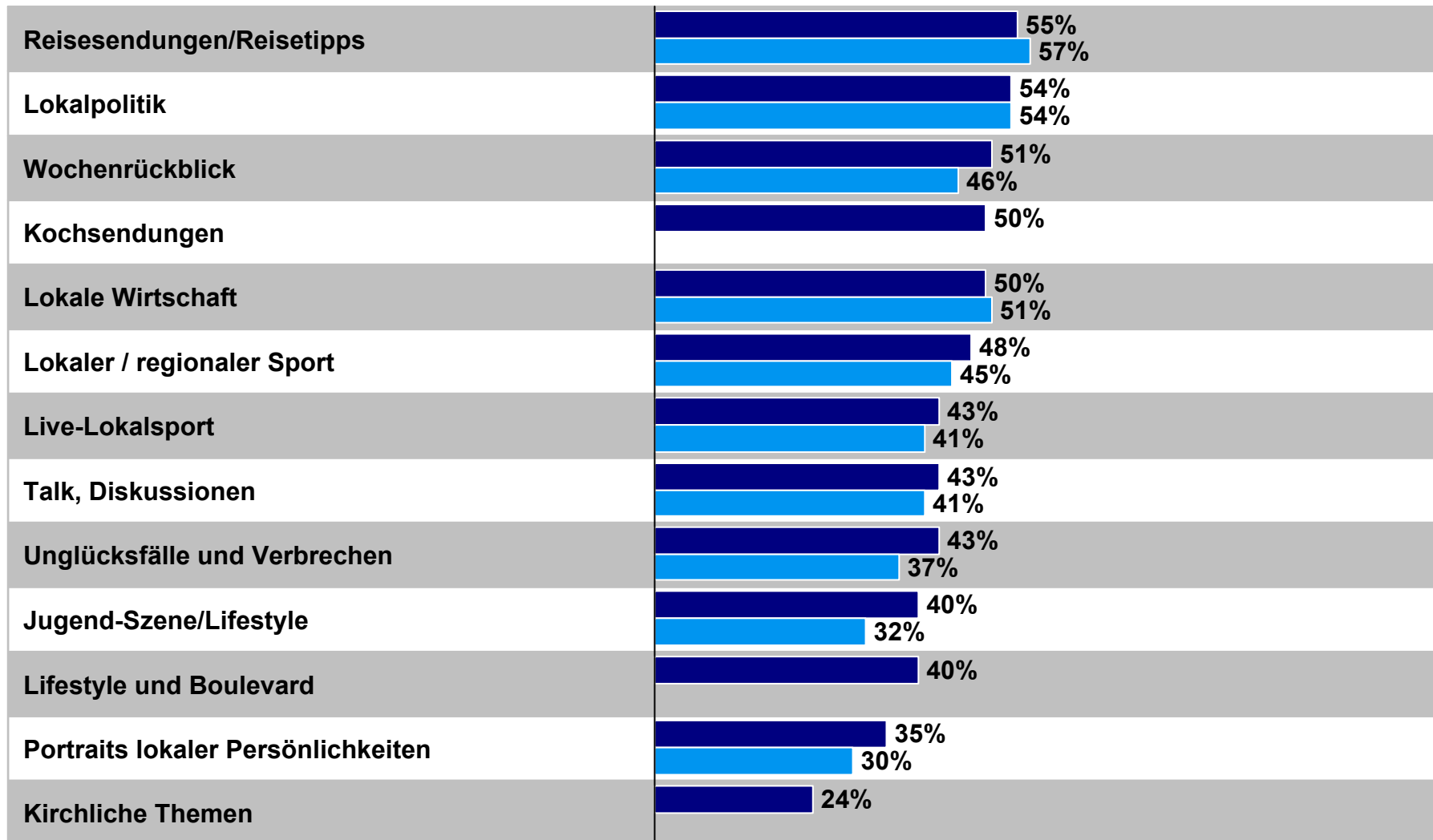
WSK Bayerische Lokalprogramme gesamt



Genreinteresse von Lokalfernsehzuschauern - Platz 11 ff -
WSK Bayerische Lokalprogramme gesamt

■ 2007
■ 2006

sehe sehr gerne / gerne



Erfüllung der Erwartungen durch die Programme

WSK Bayerische Lokalprogramme gesamt

