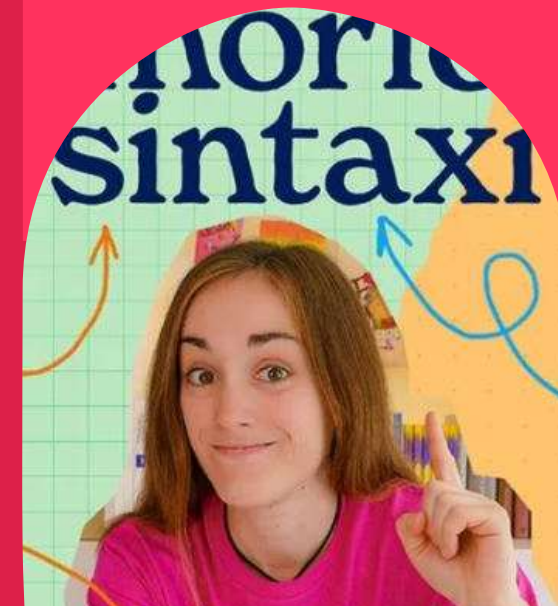


SuperCampus

Leuven, 18 June 2025









2024 LÍDERS MITJANA ANUAL



Font:
Kantar

COBERTURA MENSUAL EN %, DE GENER A ABRIL DE 2025

YOUTUBE

81 %

PRIME VIDEO

55,1 %

TIKTOK

54,2 %

NETFLIX

51,8 %

PLATAFORMA 3Cat

29,2 %

DISNEY+

20,3 %

MOVISTAR+

19,8 %

ATRESPLAYER

15,9 %

RTVE PLAY

14,3 %

MAX

12,1 %

TWITCH

10,0 %



*Dades de Kantar Media, àmbit Catalunya



B B C



**INFORM, EDUCATE,
ENTERTAIN**



Catalonia falls behind in all three aspects of **PISA** student report

15-year-old Catalan pupils behind Spanish average in mathematics, science and reading



Students in Martorell sit the PISA exam in



EDUCATION

Catalonia fails in PISA tests: among the worst in Spain in maths, science and reading skills

Catalan 15-year-olds register their worst reading comprehension level since 2006, well below the Spanish and OECD averages

EL PAÍS

Spain

EDUCATION >

Spain receives its worst ever science results in PISA test

Spanish students scored below the OECD average, ranking on the same level as pupils from Lithuania, Hungary and Russia



Why SuperCampus?

INFORM, ENTERTAIN AND, DON'T FORGET, EDUCATE

PEDAGOGY

We are guaranteeing access for students, families, and teachers to **high-quality, reliable educational content in Catalan**, for learning both in the classroom and at home.

We address a **social need and demand from the educational community** and reinforce 3Cat's public service mission: to inform, educate, and entertain.

CRISIS

Academic performance in Catalonia is alarming. Students in our region rank below the Spanish average, and below the EU and OECD benchmarks, in **math, science, and reading comprehension**.

QUALITY

We've filled **all distribution channels** to reach each target audience's media environment, with a special focus on where students are (YouTube and social media).

We're connecting with **new audiovisual consumption habits**, with language, production, and aesthetics that follow **current trends**, designed for **on-demand viewing and external platforms**.

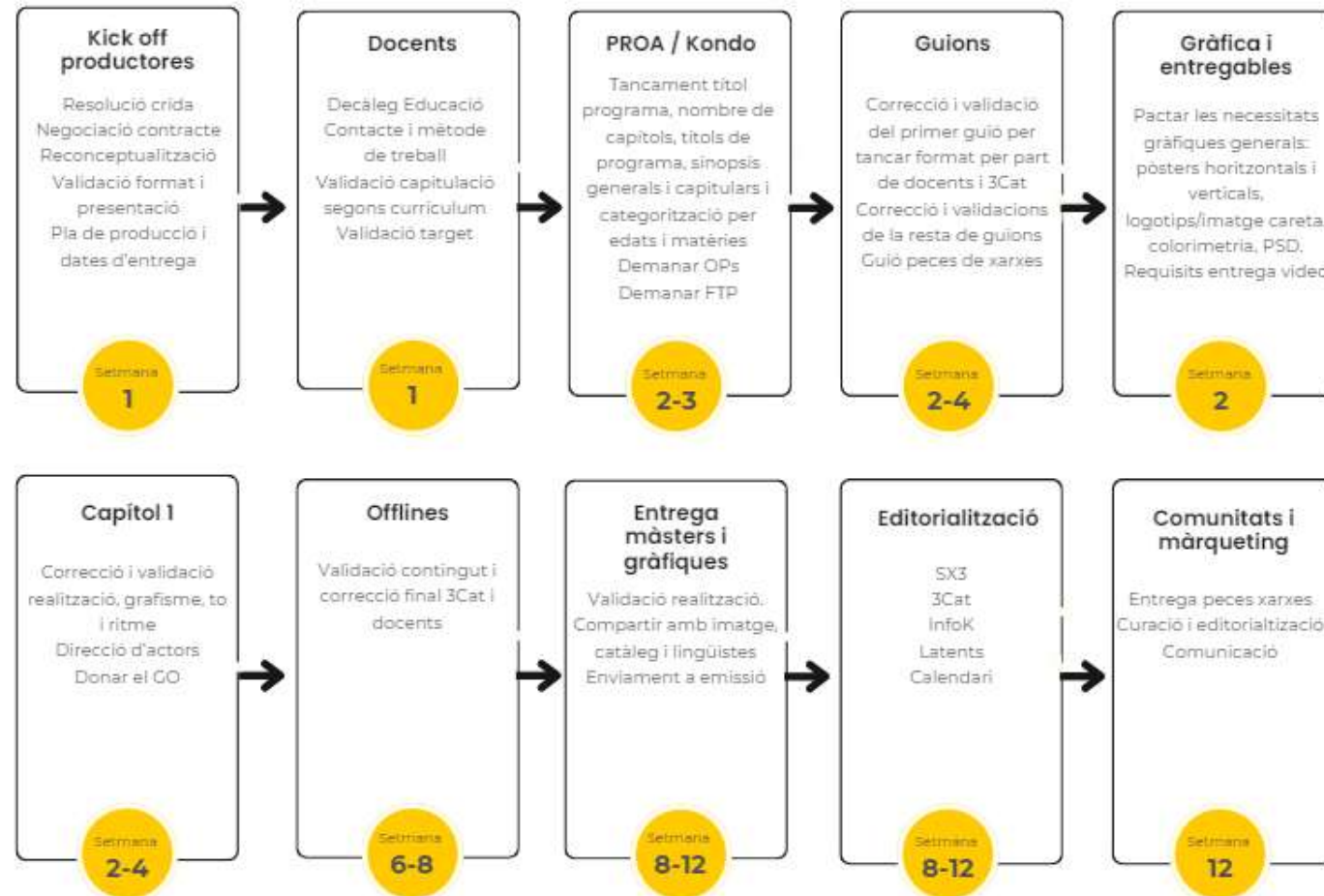
INNOVATIVE

All content is **linked to the school curriculum** and receives **guidance from active teachers** and subject-matter experts from the Department of Education and Vocational Training throughout all production phases.



Created collaboratively with educators

WRITING, REVIEWING, FILMING, CATEGORIZING, CURRICULUM ALIGNMENT







Do you know who it belonged to, according to a survey by The Telegraph newspaper,

SX3

Keep your ears open because today
on SuperCampus



Sharing International best practices

CORE TARGET

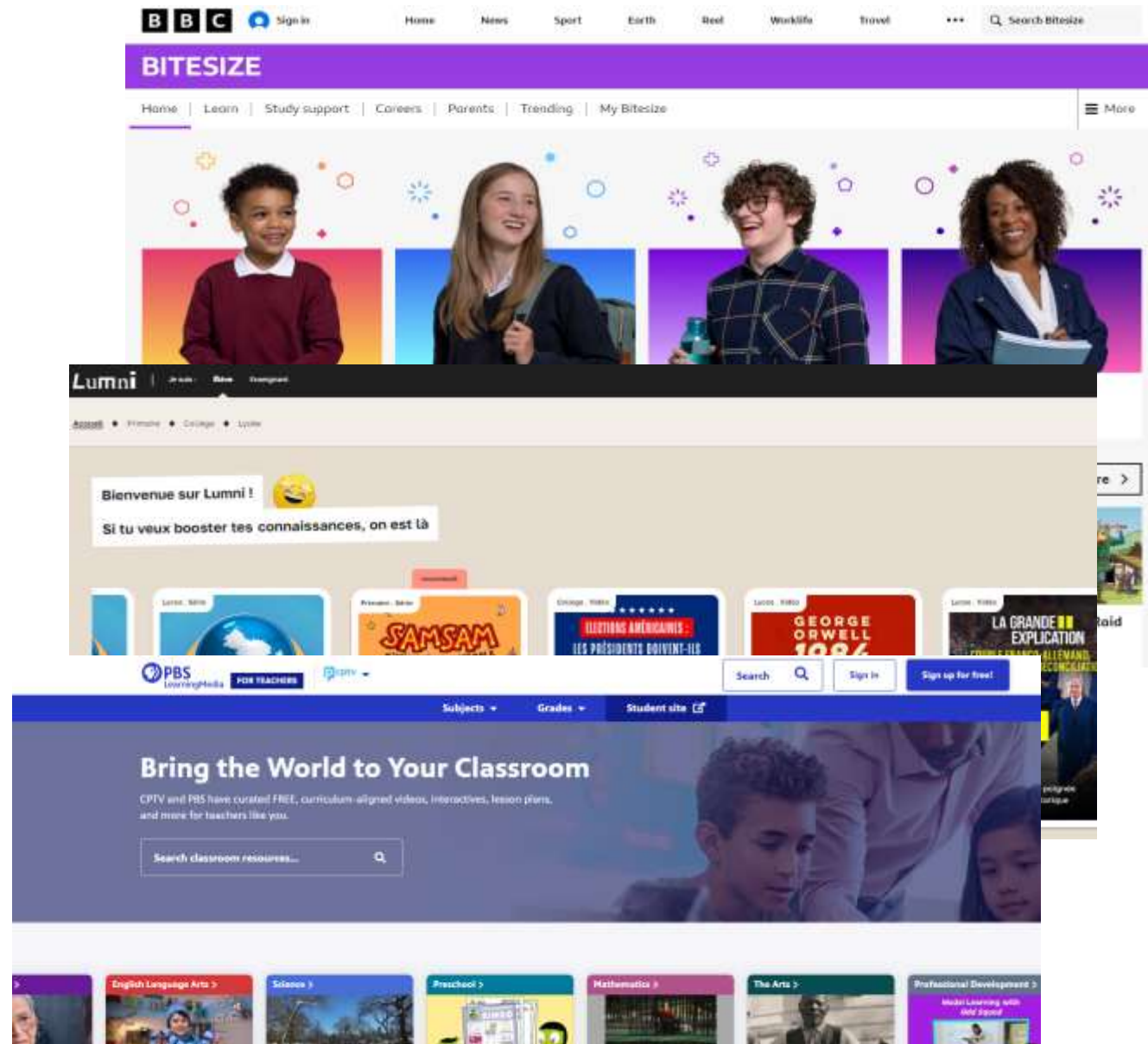
Countries with strong languages and cultures have powerful educational platforms led by public broadcasters: UNICEF has identified **471** of them. Private platforms have millions of users. We have compared best practices and collaborated with **France Télévisions** and the **BBC**.

In Catalonia, 1,610,346 students are enrolled for the 2024/25 school year: **789,773 in primary and lower secondary education, our core target.**

There are 803,860 students in the Valencian Community, 172,970 in the Balearic Islands, and 72,641 Catalan minors under 16 living abroad.

The **82,277 teachers** are the best ambassadors.

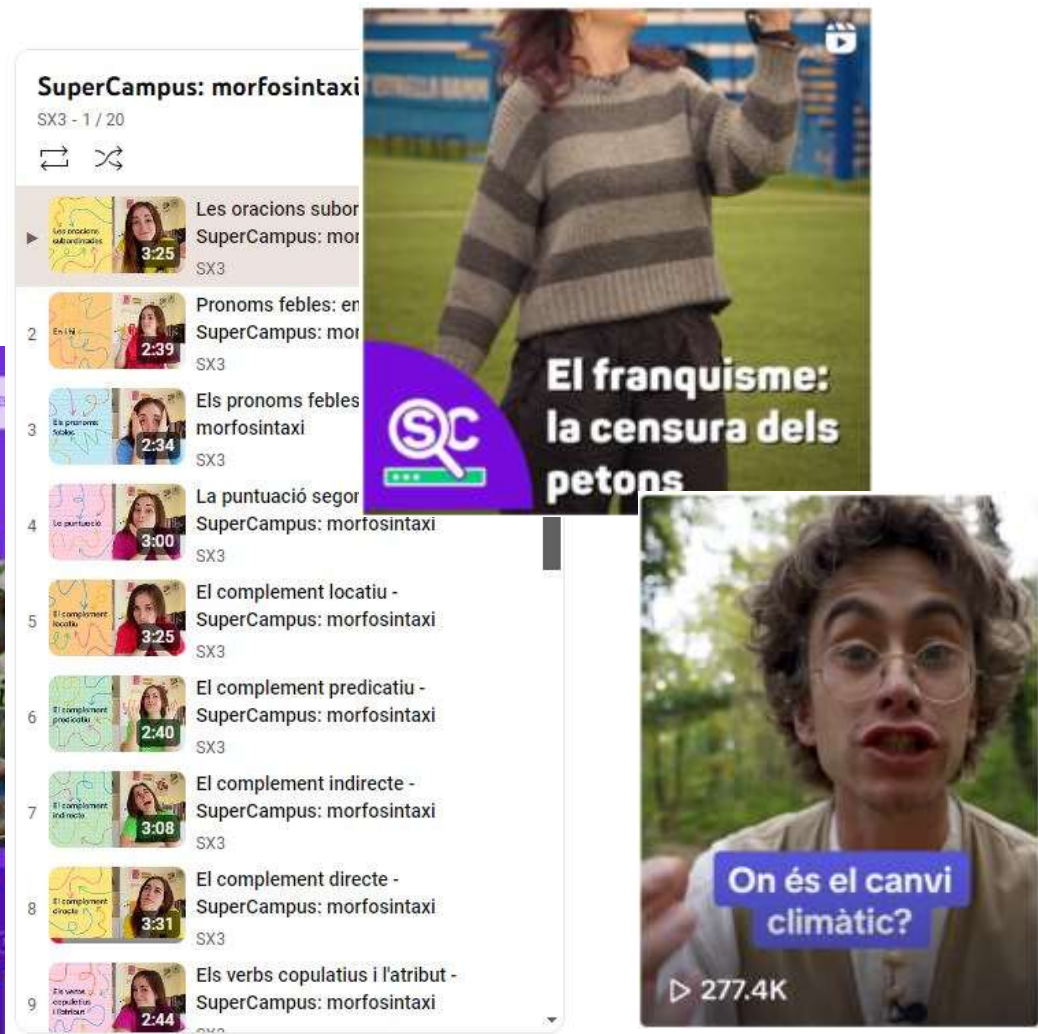
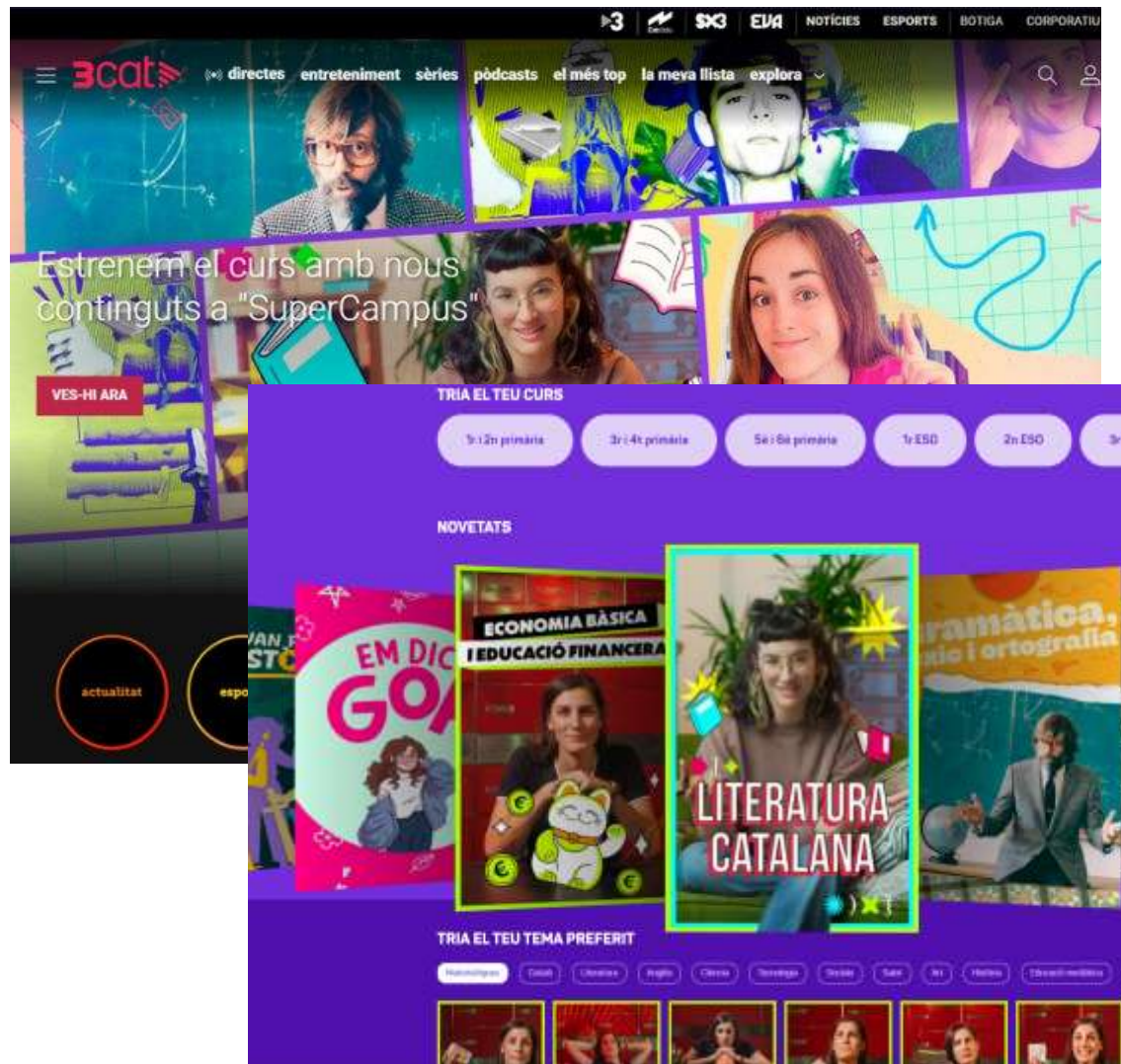
There are **5,433 educational centers equipped with 30,000 large-format interactive screens** connected to the internet in every classroom.





Plattform + YouTube + social media

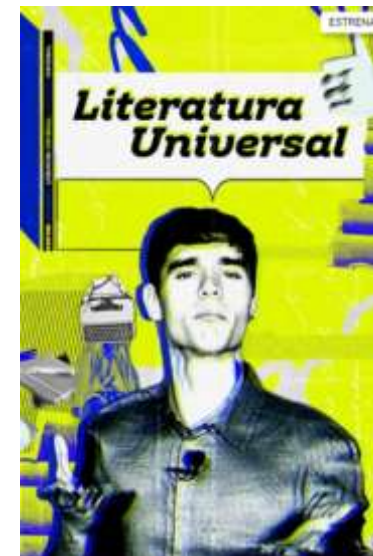
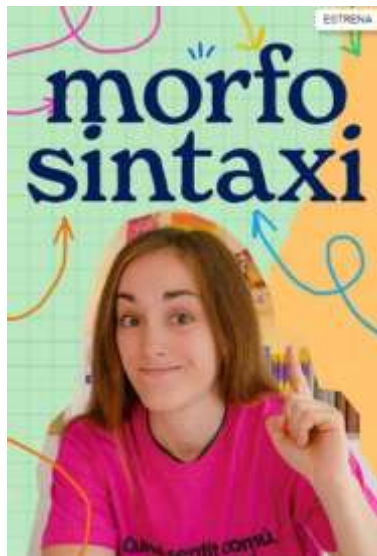
FULL PRESENCE ACROSS ALL DISTRIBUTION WINDOWS, PRIORITIZING OUR CORE TARGET





Over 1,000 educational videos and audios

NEW RELEASE EVERY WEEK





26 subjects, 10 grades

NEW RELEASE EVERY WEEK



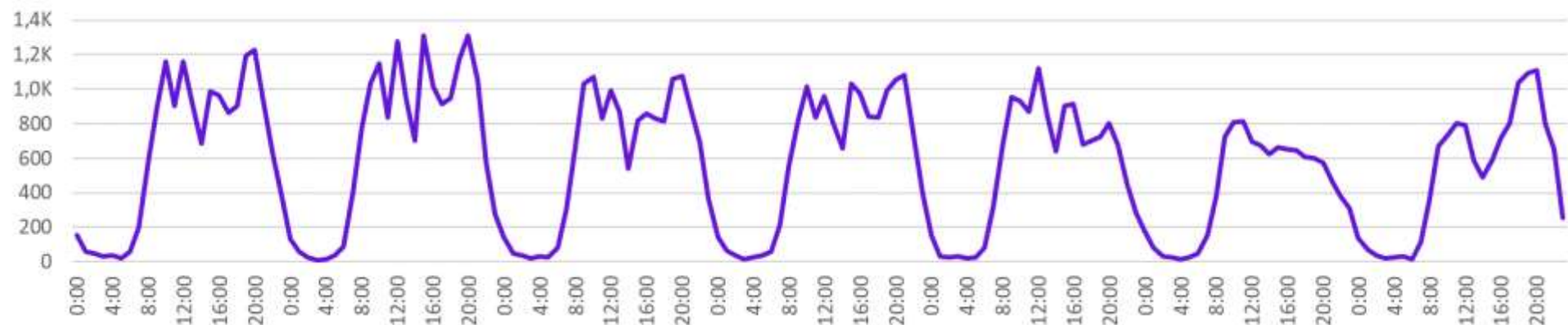
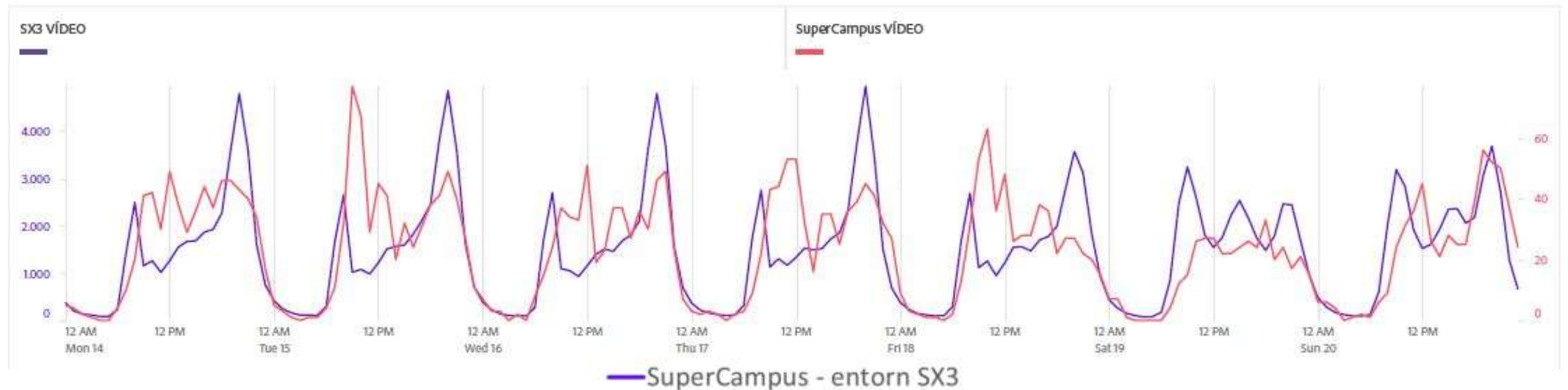


Viewing days and times

SUPERCAMPUS IS AN EDUCATIONAL TOOL, BOTH INSIDE AND OUTSIDE THE CLASSROOM

63% of consumption **from Monday to Thursday** (77% if we include Friday), with a peak on Sunday afternoon

36% of total consumption occurs **during school hours**





Streams and total viewing time (12-month period)

4,3 million total plays

494K on **SX3 + 3Cat**



679K on **Youtube**



121K on **Spotify**

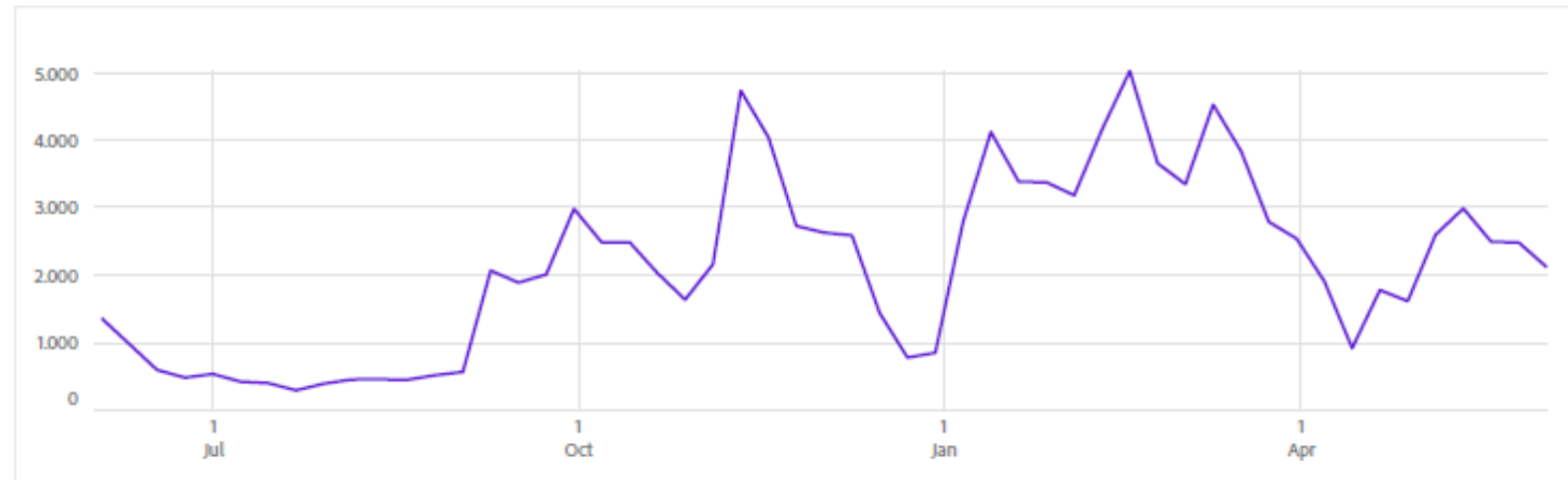


3M on **social media**

1,9M on **Instagram**



900K on **TikTok**



LA REGLA DEL
50/30/20



COM FER ELS
MILLORS APUNTS



NOTES,
INTERVALS I
LES ESCALES
MUSICALS



LA NOTACIÓ
CIENTÍFICA



1.756.000.000

OPERACIONS MATEMÀTIQUES 2

$1,756 \times 10^9$



El teatre

PILARÍN BAYÉS



Grans artistes
universals

VAN FER
«HISTÒRIA»

III

Frederica
Montseny



VIDA
AL FONS
DELS OCEANS



GRÀCIES

