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EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE

Films on television: Origin, age and circulation

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Key findings

- This brief provides an analysis of films programmed by a sample of 125 TV channels from 17 European Union (EU) countries for two seasons: 2011-2012 and 2014-2015.
- The number of film broadcasts (including repeats) increased between the 2011-2012 season and the 2014-2015 season. However, excluding the repeats, the number of films broadcast actually decreased, indicating that the number of broadcasts per film increased over the period.
- Film were mainly broadcast off-prime-time: during the 2014-2015 season, one-fifth of the films were broadcast (including repeats) during the prime-time hours – a proportion that remained stable when compared with the 2011-2012 season.
- The majority of films broadcast were produced relatively recently: films produced less than 10 years ago accounted for 53% of all films broadcast, and 48% of all films broadcast when excluding repeats. Pay-TV channels tended to broadcast more recent films than Free-TV channels.
- Films produced in the EU accounted for 31% of films broadcast by the TV channels of the sample during the 2014-2015 season. This share decreased slightly when considering only prime-time hours (26%). The 31% EU film share breaks down into 16% national films, and 15% EU non-national films, indicating a significant level of circulation of EU films.
- Out of the 16,321 unique titles broadcast, 7,372 (45%) were produced in the EU, 7,546 (46%) in the USA and 1,403 (9%) in another region of the world.
- On average, a film was broadcast in the same year in two countries. However, most of the films (67%) were broadcast in only one country.
- EU films were broadcast in an average of 1.3 countries during the same year, while US films were broadcast in an average of 2.8 countries during the same year. This circulation difference between EU and US films explains why EU films, although representing 45% of unique films broadcast, only accounted for 27% of total films broadcast.
- The majority of the broadcasts of films produced in France, Germany, the United Kingdom and Austria took place outside the country of production.



Films on TV: Origin, age and circulation

1 Introduction

This brief provides an analysis of films programmed by a sample of television channels. This analysis is based on a set of data provided by Mediamétrie Eurodata TV. Mediamétrie tracked all film broadcasts for a sample of 125 TV channels from 17 European Union countries for two seasons: 2011-2012 and 2014-2015. The following information was provided by Mediamétrie: the name of the broadcasting TV channel; the title of the film in the broadcasting country and its original title; country of origin of the film and year of production; the schedule of the broadcast(s) (prime-time or off-primetime).

This brief addresses four main questions:

- Did the number of films broadcast on TV increase or decrease?
- What was the share of among films broadcast on TV?
- What was the age of films broadcast on TV?
- Did films circulate between TV channels in Europe?

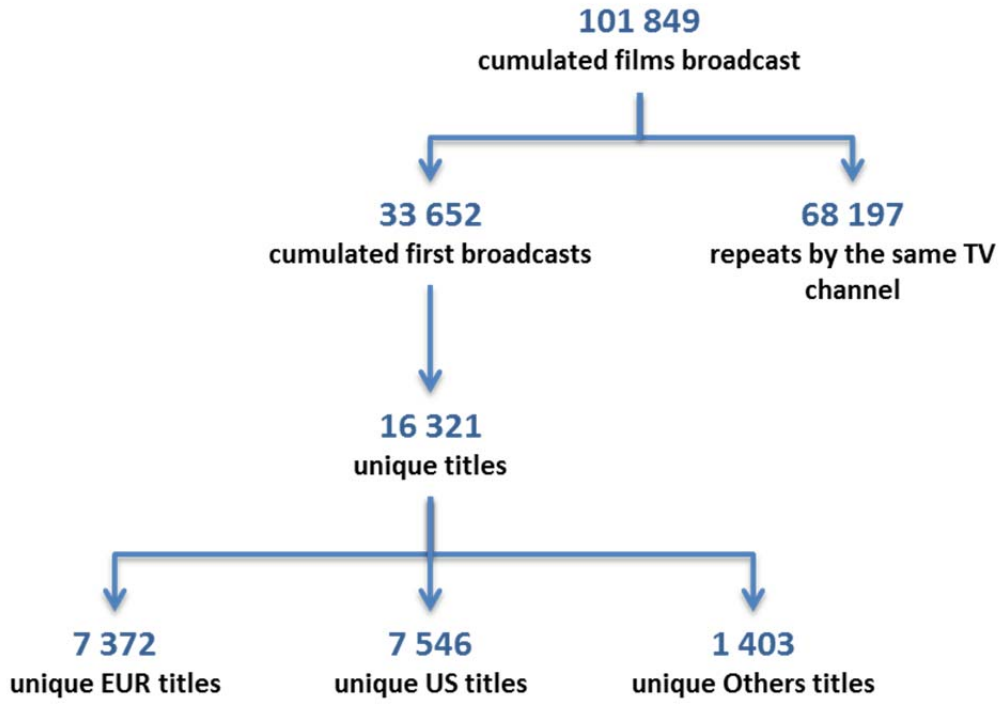
Different indicators are underscored throughout this brief:

- Films were usually broadcast several times by the same television channels (“**repeats**”). Throughout this document, we therefore use the number of film broadcasts either including or excluding the repeats.
- We also analyse the “**cumulated**” supply of films in 17 countries, including or excluding repeats, to provide pan-EU averages. “Cumulated” implies that the same film is counted several times if it was broadcast several times by different channels in the same country or in different countries.
- Finally, we also use the list of “**unique**” films broadcast in the 17 countries of the sample. “Unique” means that a title is counted only once, even if was broadcast by different TV channels in the same country or in different countries.

The following graph illustrates these definitions for the 2014-2015 season sample:



Figure 1: Composition of the 2014-2015 season sample

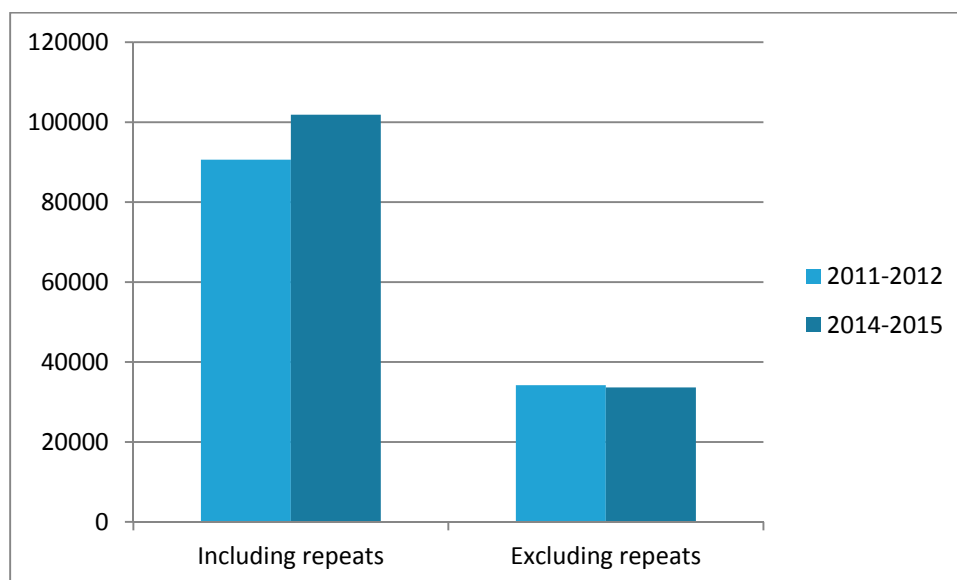




2 Fewer titles but more broadcasts

- The 125 TV channels of our sample broadcast 101,849 films (including repeats) during the 2014-2015 season, which amounts to an average of more than **2.7 film broadcasts per day**. Strong differences occurred between the free-to-air and the pay television channels:
 - The 98 free-to-air channels of the sample broadcast 38,470 films (including repeats), i.e. **an average of more than 1.3 films per day**;
 - The 27 pay channels of the sample broadcast 63,379 films (including repeats), i.e. an average of more than **7.8 films per day**.
- Excluding repeats by the same TV channels, the 101,849 broadcasts of the sample corresponded to 33,652 films, indicating that **a film was broadcast on average three times by the same TV channel**. The number of broadcasts obviously varied significantly between free TV channels (1.4 broadcasts per film on average) and pay-TV channels (6.5 broadcasts per film on average).
- The number of broadcasts (including repeats) increased when compared to the 2011-2012 season (+12.4%). However, excluding repeats, the number of different films broadcast actually decreased (-1.6%), indicating that **the number of broadcasts per film increased** over the period (2.6 broadcasts per film during the 2011-2012 season vs. three during the 2014-2015 season).

Figure 2: Number of films broadcast by the TV channels of the sample in the 2011-2012 and 2014-2015 seasons – all day.



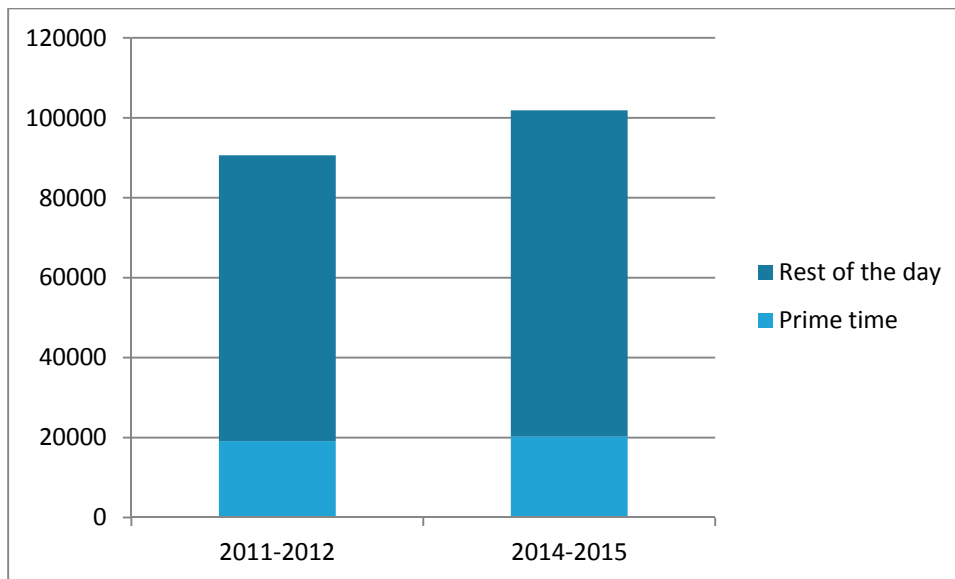
Source: OBS analysis of Mediamétrie Eurodata TV data



3 Films were mainly broadcast off-prime-time

- During the 2014-2015 season, **one-fifth of the film broadcasts** (including repeats) **took place during prime-time hours** – a proportion that remained stable when compared with the 2011-2012 season.

Figure 3: Breakdown of film broadcasts between prime-time and rest of the day



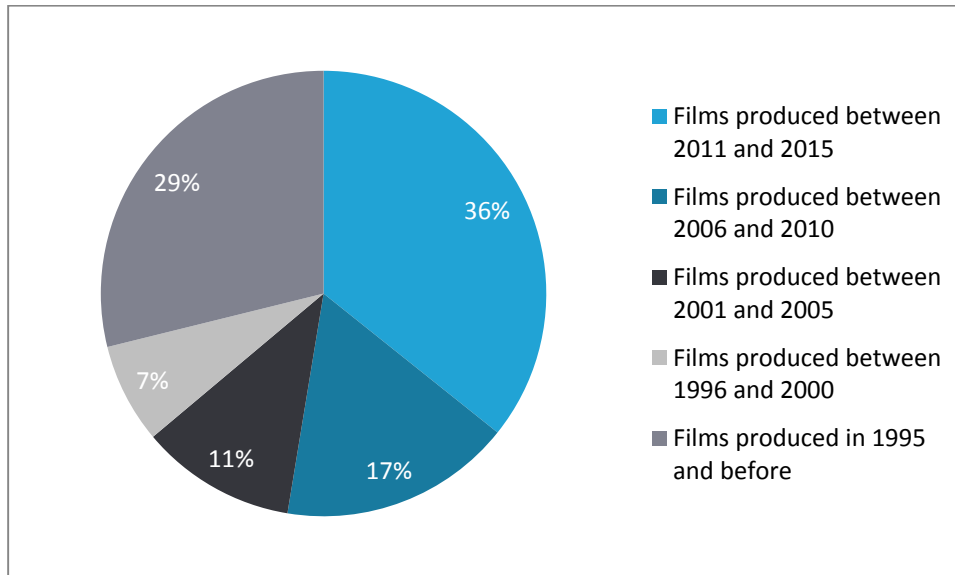
Source: OBS analysis of Mediamétrie Eurodata TV data

4 TV channels mostly offered recent films

- The majority of films broadcast were produced relatively recently: **films produced less than 10 years ago accounted for 53% of all broadcasts**, and 48% of broadcasts when excluding repeats.



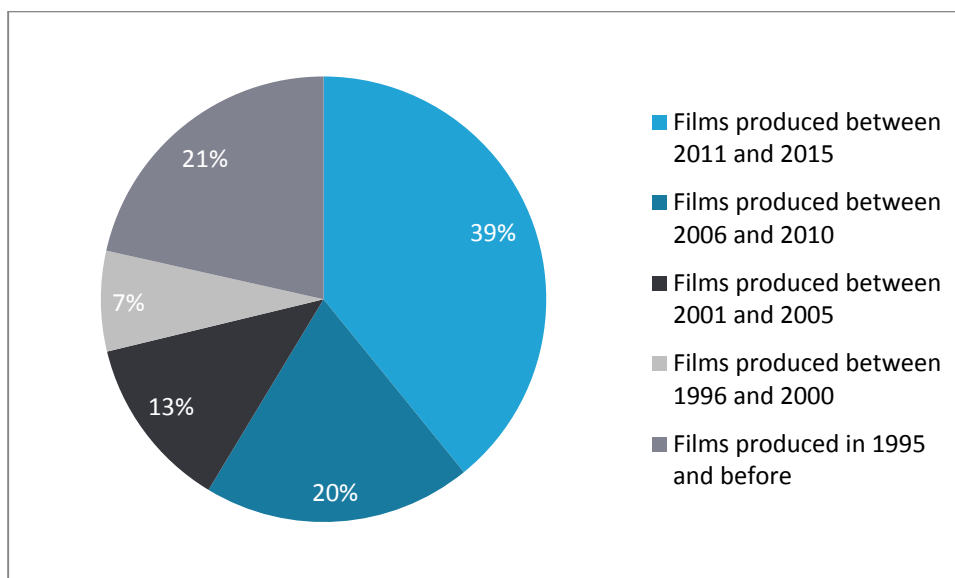
Figure 4: Films broadcast during the 2014-2015 season by age of production (all day - including repeats)



Source: OBS analysis of Mediamétrie Eurodata TV data

- Recent films represent an even higher proportion of films broadcast during prime-time (59%).

Figure 5: Films broadcast during the 2014-2015 season by age of production (prime-time - including repeats)

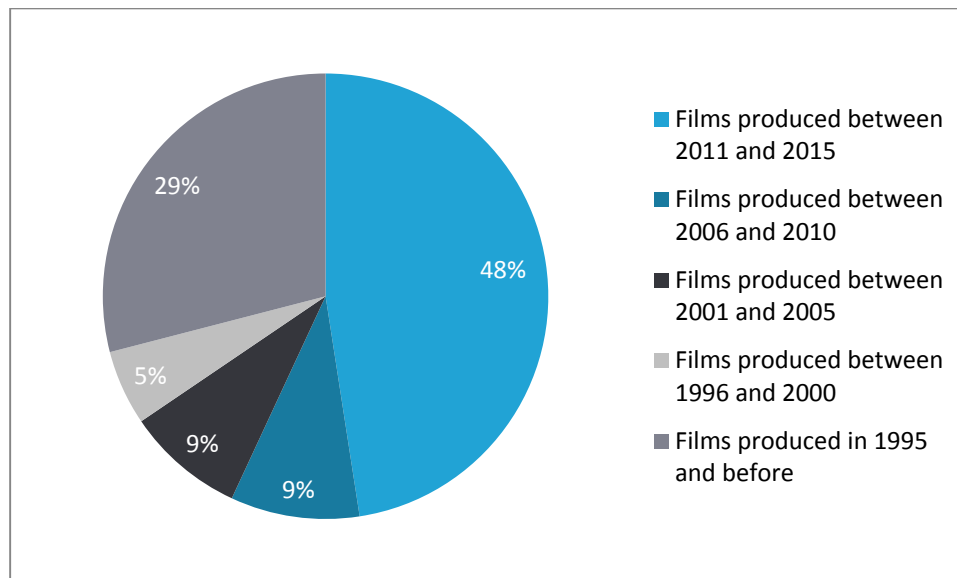


Source: OBS analysis of Mediamétrie Eurodata TV data



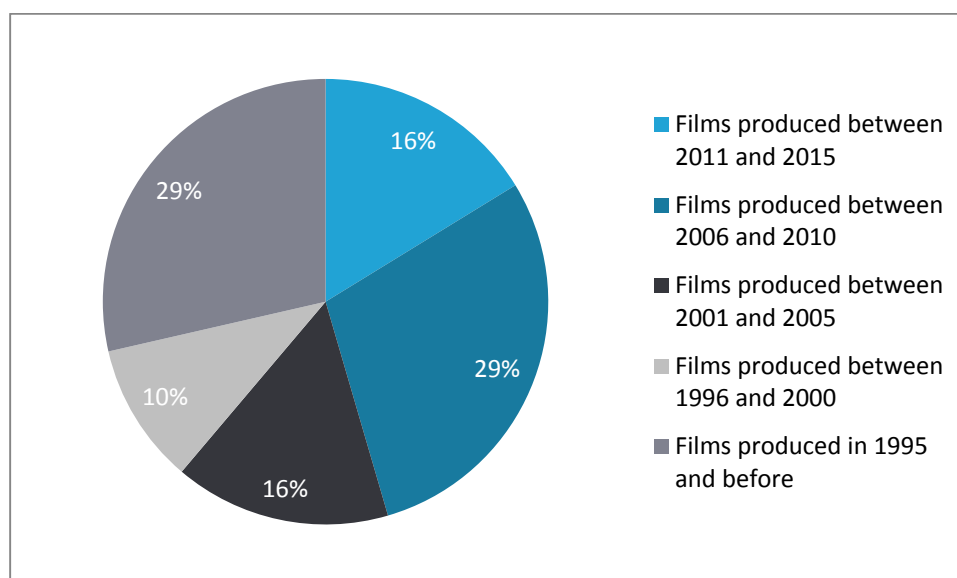
- **Pay-TV channels tended to broadcast more recent films:** films aged 10 years or less represented 57% of broadcasts including repeats, vs. 45% for Free-TV channels.
- This was particularly evident for very recent films (five years old or less), which accounted for 48% of the films broadcast by pay-TV channels, vs. 16% for free-TV channels. The disparity between the Pay-TV and Free-TV percentages can be explained by the earlier release window for Pay-TV channels.

Figure 6: Films broadcast by Pay-TV channels during the 2014-2015 season by age of production (all day - including repeats)



Source: OBS analysis of Mediamétrie Eurodata TV data

Figure 7: Films broadcast by Free-TV channels during the 2014-2015 season by age of production (all day - including repeats)





Source: OBS analysis of Mediamétrie Eurodata TV data

5 Repeats increased more for older films

- When compared to the 2011-2012 season, the number of repeats in the 2014-2015 season increased both for recent films (10 years old or less) and for older films (more than 10 years old). However, **the number of broadcasts for older films increased more, comparatively.**

Table 1: Average rate of repeat of films by age of production for the 2011-2012 and 2014-2015 seasons

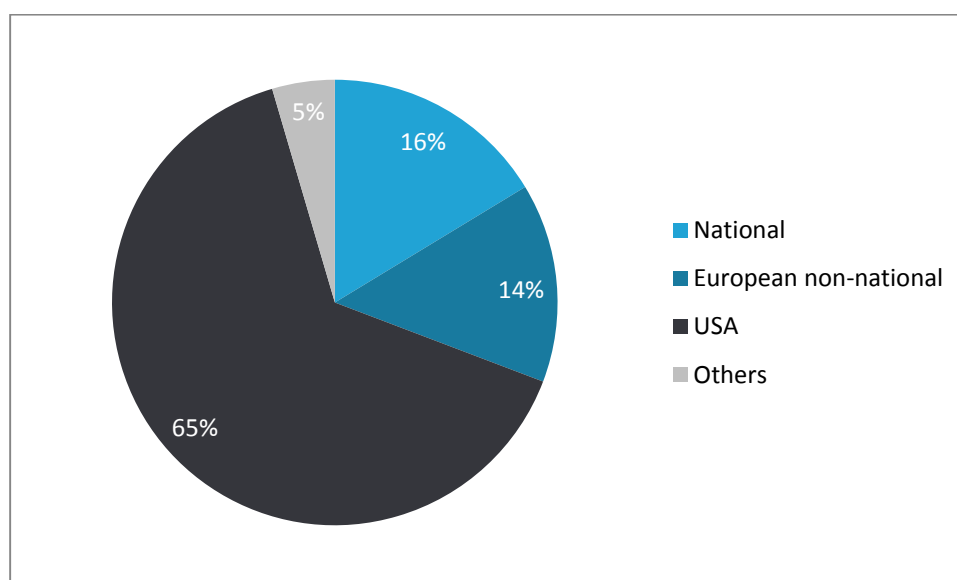
	2011-2012	2014-2015	Change
All films	2.6	3.0	+14%
Films aged 10 years or less	3.1	3.3	+8%
Films aged more than 10 years	2.2	2.8	+23%

Source: OBS analysis of Mediamétrie Eurodata TV data

6 Fewer than one-third of films broadcast were from the EU

- Films produced in the EU accounted for 31% of films broadcast** by the TV channels of the sample during the 2014-2015 season. This share was slightly lower when considering only prime-time hours (26%).
- The 31% share of EU films breaks down into 16% national films and 15% EU non-national films**, indicating a significant level of circulation of films as regards broadcasting on TV.

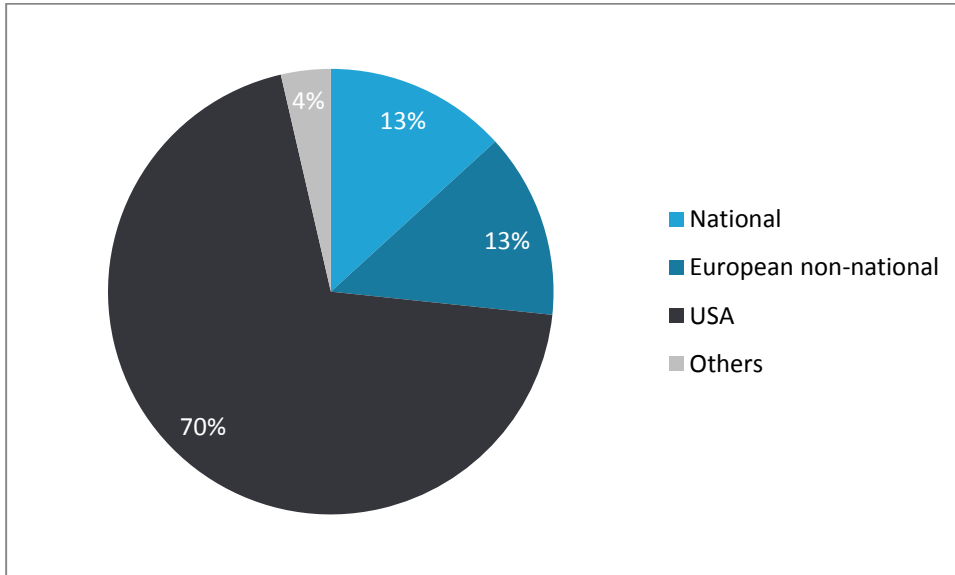
Figure 8: Films broadcast during the 2014-2015 season by country of origin (all day - including repeats)





Source: OBS analysis of Mediamétrie Eurodata TV data

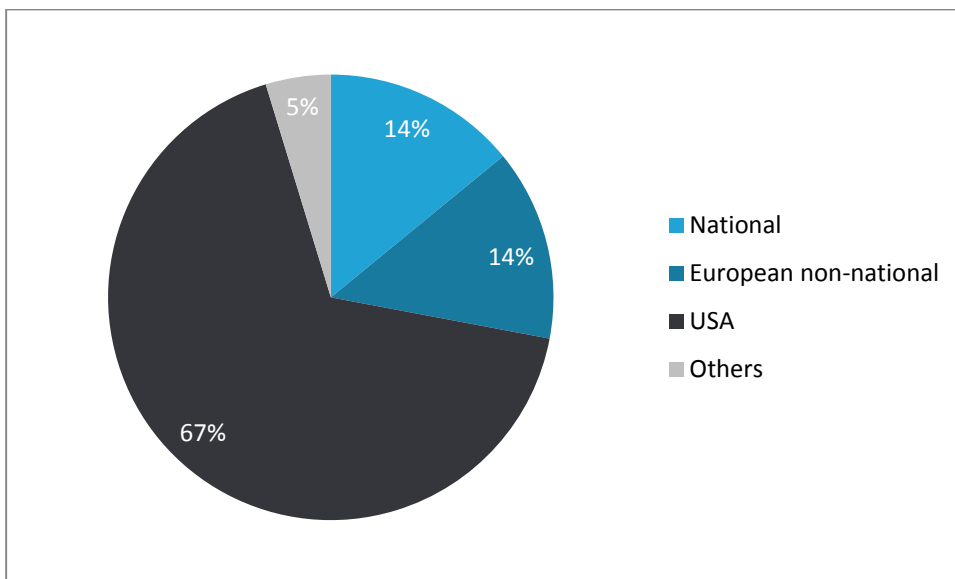
Figure 9: Films broadcast during the 2014-2015 season by country of origin (prime-time - including repeats)



Source: OBS analysis of Mediamétrie Eurodata TV data

- **The share of EU films increased for the 2014-2015 season** when compared with 2011-2012, both for all day broadcasts (31% vs. 28%) and prime-time broadcasts (26% vs.23%).

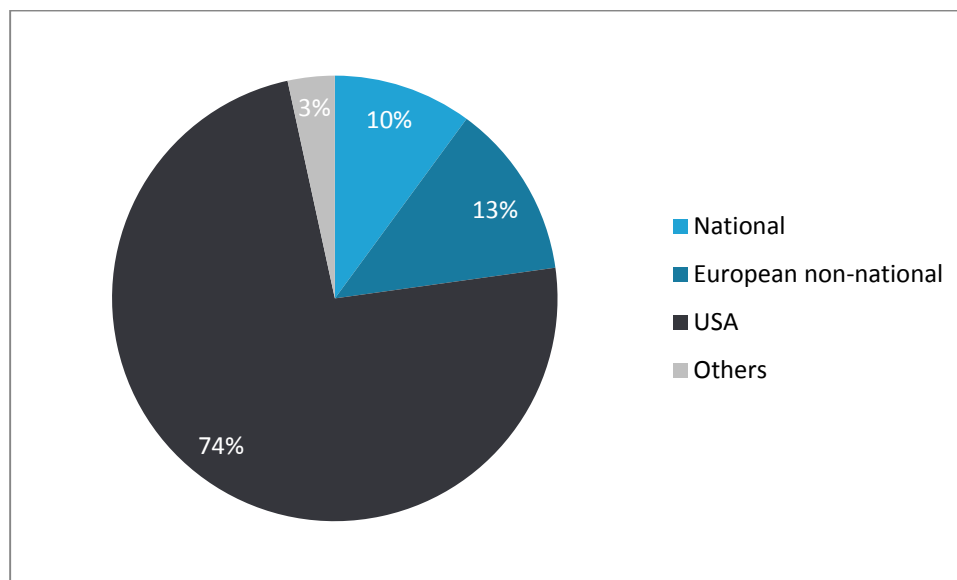
Figure 10: Films broadcast during the 2011-2012 season by country of origin (all day - including repeats)



Source: OBS analysis of Mediamétrie Eurodata TV data



Figure 11: Films broadcast during the 2011-2012 season by country of origin (prime-time - including repeats)



Source: OBS analysis of Mediamétrie Eurodata TV data

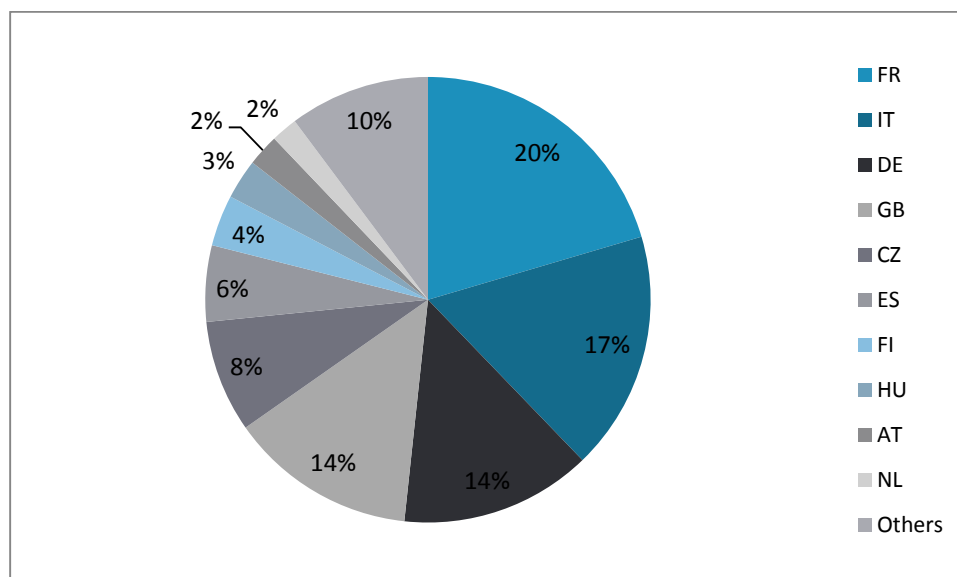
- The share of EU works was globally comparable between Free-TV and Pay-TV channels. But for very recent films (five years old or less), Pay-TV channels tended to have a higher share of, as they probably systematically broadcast the more recent, the number of which surpassed the number of US films.
- The representativity of the sample is limited by the number and type of channels included. The following results are therefore indicative:
 - **The share of broadcast varied significantly between 20% or less** (in the UK, Denmark, Ireland and Slovenia) **and 40% or more** (in France, Italy, the Czech Republic and Finland).
 - Within the share of, the portion of national films also varied between 20% or less (in Slovenia, Poland, Ireland, Denmark and Belgium) and 50% or more (in France, Italy, the UK, the Czech Republic, Sweden and Finland).
 - A high share of was linked to a high share of national films. Non-national tended to complement national films, but usually did not constitute a substitute for them. One exception may have been Belgium, where for linguistic reasons a rather high ratio of (38%) comprised mainly non-national (French and Dutch).



7 Two-thirds of films were broadcast only in one country

- A total of 33,652 different films were broadcast in the 17 countries of our sample during the 2014-2015 season. However, the same film may have been broadcast in different countries. The list of unique films broadcast in our sample comprised 16,321 titles, indicating that, on average, a film was broadcast in the same year in two countries. However, **most of the films (67%) were broadcast in only one country.**
- Out of these 16,321 titles, 7,372 were produced in the EU (45%), 7,546 in the USA (46%) and 1,403 in another region of the world (9%).
- **Out of the 7,372, the top five countries of production accounted for 74%, and the top 10 for 91%.**

Figure 12: Breakdown of unique EU films broadcast during the 2014-2015 season by country of origin

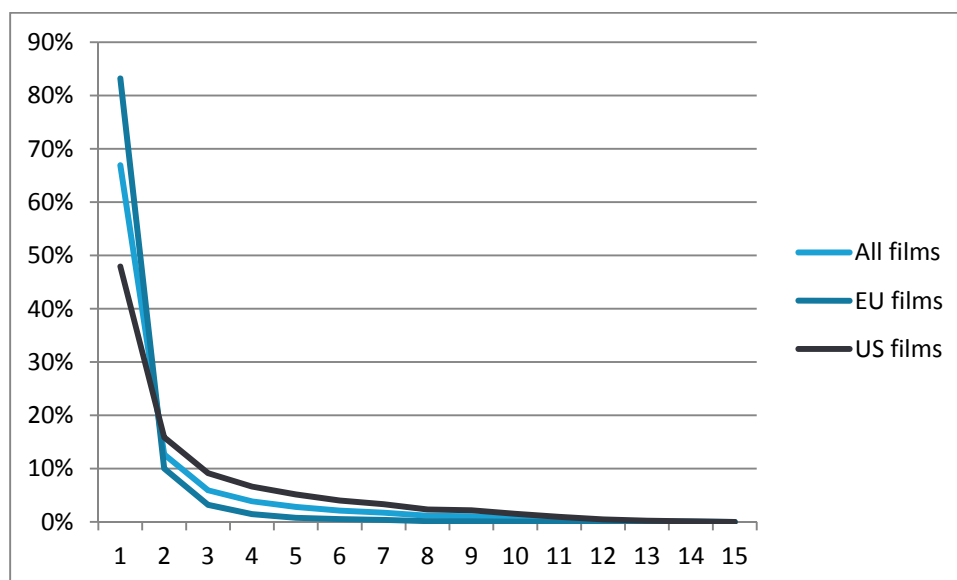


Source: OBS analysis of Mediamétrie Eurodata TV data

- US films circulated more than EU films: **EU films were broadcast in an average of 1.3 countries during the same year, while US films were broadcast in an average of 2.8 countries during the same year.** This circulation difference between European and US films explains why, although representing 45% of unique films broadcast, only accounted for 27% of total films broadcast.



Figure 13: Breakdown of films broadcast during the 2014-2015 season by number of countries of broadcast



Source: OBS analysis of Mediamétrie Eurodata TV data

- Recent films (produced 10 or fewer years ago) were also broadcast in more countries during the same year (2.2 countries on average) than films produced more than 10 years ago (1.8 countries on average).

Table 2: The top 10 films by number of broadcasting countries during the 2014-2015 season

Title	Year of production	Country	Number of broadcast countries
Hitch	2005	US	15
Avatar	2009	US	14
Cop Out	2010	US	14
Night at the Museum: Battle of the Smithsonian	2009	US	14
No Strings Attached	2011	US	14
Rush Hour 3	2007	US	14
Taken	2008	FR	14
Taken 2	2012	FR	14
The Heartbreak Kid	2007	US	14
The Proposal	2009	US	14

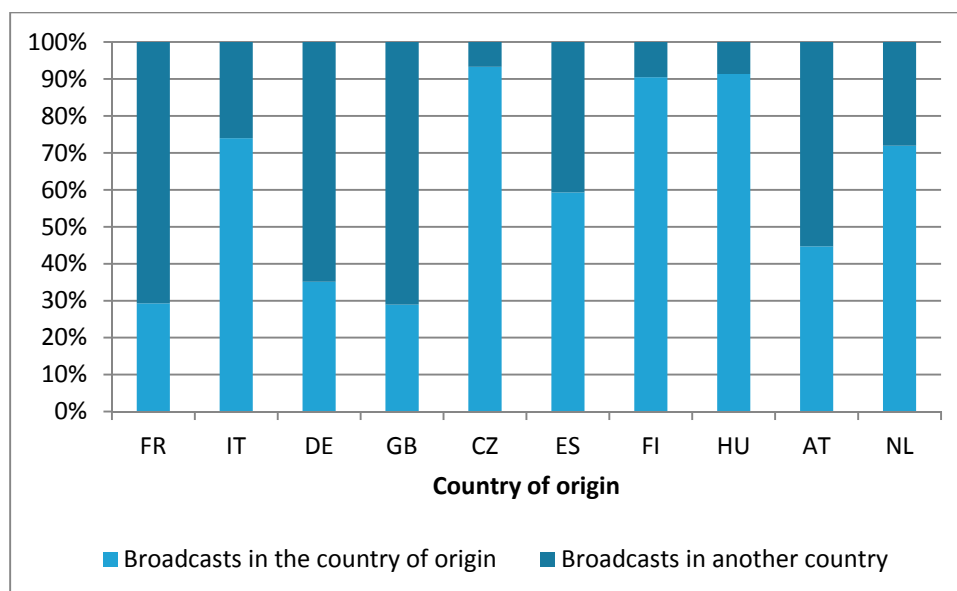
Source: OBS analysis of Mediamétrie Eurodata TV data



8 French, British, German and Austrian films circulated better

- Several countries displayed a strong export ratio of their films¹, meaning that a significant proportion of the broadcasts took place in another country of the sample: **the majority of the broadcasts of films produced in France, Germany, the United Kingdom and Austria took place outside the country of production.**
- For other countries, the majority of the broadcasts occurred in the country of production (Italy, the Czech Republic, Spain, Finland, Hungary and the Netherlands).
- Language obviously played a role in the ability to export:
 - Belgium was the primary export country for French and Dutch films.
 - The Netherlands was the primary export country for Belgian films; France came second.
 - Germany was the primary export country for Austrian films.
 - Austria was the fourth-most-significant export country for German films.
 - The UK was the primary export country for Irish films.

Figure 14: Breakdown of broadcasts in and outside the country of origin by country of origin (season 2014-2015)



Source: OBS analysis of Mediamétrie Eurodata TV data

¹ The analysis is limited to the top 10 countries in the sample in terms of number of films produced and broadcast. Even so, the figures should be regarded as indicative.



Annex: list of TV channels of the sample

Table 3: List of TV channels included in the sample

Channel	Country
ATV	AT
ORF1	AT
ORF2	AT
2BE	BE
BE1	BE
CANVAS	BE
EEN	BE
La1	BE
La2	BE
RTL-TVI	BE
VIER	BE
VITAYA	BE
VTM	BE
CT1	CZ
CT2	CZ
NOVA	CZ
Prima	CZ
ARD	DE
Kabel eins	DE
PRO 7	DE
RTL	DE
RTL II	DE
SAT.1	DE
Sky Cinema	DE
Sky Nostalgie	DE
VOX	DE
ZDF	DE
DR1	DK
DR2	DK
Kanal 4	DK
Kanal 5	DK
TV 2	DK
TV 3	DK
Antena 3	ES
Canal Sur	ES
CUATRO	ES
La 1	ES
La 2	ES
LA SEXTA	ES
Tele 5	ES



Channel	Country
TV3	ES
MTV3	FI
NELONEN	FI
YLE1	FI
YLE2	FI
Arte	FR
CANAL + CINEMA	FR
CANAL + FAMILY	FR
Canal+	FR
D8	FR
France 2	FR
France 3	FR
France 4	FR
M6	FR
TF1	FR
TMC	FR
W9	FR
BBC1	GB
BBC2	GB
Channel 4	GB
Channel 5	GB
E4	GB
Film4	GB
ITV	GB
ITV3	GB
Sky 1	GB
Sky Movies Action & Adventure	GB
Sky Movies Comedy	GB
Sky Movies Drama & Romance	GB
Sky Movies Greats	GB
Sky Movies Premiere	GB
Sky Movies Select	GB
Cool	HU
DUNA TV	HU
Film +	HU
M1 (MTV)	HU
M2	HU
RTL KLUB	HU
TV2	HU
VIASAT 3	HU
RTE 1	IE
RTE 2	IE
Canale 5	IT
Italia 1	IT
La7	IT
Rai 1	IT



Channel	Country
Rai 2	IT
Rai 3	IT
Rete 4	IT
Sky Cinema 1	IT
Sky Cinema Classics	IT
Net5	NL
NPO1	NL
NPO2	NL
NPO3	NL
RTL4	NL
RTL5	NL
RTL7	NL
RTL8	NL
SBS6	NL
Veronica	NL
Ale Kino+	PL
Canal +	PL
Polsat	PL
TCM	PL
TV Puls	PL
TV4	PL
TVN	PL
TVN7	PL
TVP1	PL
TVP2	PL
Acasa	RO
Antena 1	RO
Kanal D	RO
National TV	RO
Prima TV	RO
Pro TV	RO
TVR1	RO
SVT 1	SE
SVT 2	SE
TV 4	SE
Kanal A	SI
POP TV	SI
RTV SLO 1	SI
RTV SLO 2	SI