



OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE

Note 4 - Origin Of Films In VOD Catalogues In The EU

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NOTE 4: ORIGIN OF FILMS IN VOD CATALOGUES IN THE EU

Authors: Laura Ene and Christian Grece

1 Foreword – Methodology

The European Audiovisual Observatory undertook in October 2015 a research project on films in selected Video-on-Demand catalogues available in the European Union. The first results of this research project are presented in this note.

The aim of the project was to gather entire film catalogues of VoD services in each EU country and to match individual film titles with their country of origin (production) and their year of production. This has been done by developing a software-based robot capable of retrieving individual film titles for each VoD services, thanks to the Strasbourg-based IT company [Logidée](#).

1.1 Selection of VoD and SVoD services in Member States

In order to be able to do so, we selected 91 VoD services (transactional and subscription VoD) in each EU country, accessible over the Internet. Therefore, VoD services only accessible through set-top boxes of cable, satellite or Internet service providers are not included in this survey.

75 VoD and 16 SVoD services in the 28 Member States have been analysed. The different services analysed and their countries of availability are given in table 1.

Table 1 16 SVoD and 75 VoD services analysed in 28 EU countries

VoD service	Coverage
Blockbuster	DK
Bnet	HR
Cdon	SE
Chili	AT, DE, GB, IT, PL
Curzonhomecinema	GB
Dkino	SI
Flimmit	AT
Hol	GR
Ipla	PL
iTunes	AT, BE, BG, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LT, LU, LV, MT, NL, PL, PT, SE, SK
Lattелеcom	LV
Maxdome	DE
Maxtv	HR
Megogo	CZ, EE, LT, LV
O2tv	CZ
Oyo	HR
PathéThuis	NL
Playplus	SE
Seenow	RO
Sfanytime	DK, FI, SE
Skynet	BE
Strefavod	PL
Tangotv	LU
Timvision	IT
Toya	PL
Univers Cine	BE, FR
Videoland	DE
CanalPlay VoD	FR
Vodo	GR
Volta	IE
Voyo	BG, CZ
Wuaki	AT, DE, ES, FR, GB, IE, IT
Youseeplay	DK
Ziggo	NL

SVoD service	Coverage
Canalplay	FR
C More	DK, FI, SE
Filmin	ES
Kinoplex	PL
Netflix	AT, DE, DK, FI, FR, GB, NL, SE
Sky Snap	DE
Yomvi	ES

Source: OBS Research on VoD catalogues October 2015

For each country, we tried to have at least 2 VoD services but this was not possible for Malta, Portugal, Slovenia, Slovakia and Romania, for which we had only access to one service. We tracked 4 pan-European/pan-regional VoD and 2 pan-European/pan-regional SVoD services (presence in two or more EU countries). Netflix was the only service for which we had to use a proxy website, allflix.net, for each country-specific Netflix catalogue as a direct access to the service through the robot was not possible.

The pan-European VoD and SVoD services which are included in this note, with country-specific catalogues are:

- Apple's iTunes (VoD) in Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Luxembourg, Latvia, Malta, the Netherlands, Poland, Portugal, Sweden, Slovak Republic, Spain and the United Kingdom
- ChiliTV (VoD) in Austria, Germany, Italy, Poland and the United Kingdom
- SF Anytime (VoD) in Denmark, Finland and Sweden

- Wuaki.tv (VoD) in Austria, Denmark, France, Ireland, Italy, Spain and the United Kingdom
- Netflix (through proxy site Allflicks - SVoD) in Austria, Denmark, Finland, France, Germany, the Netherlands, Sweden and the United Kingdom
- CMore (SVoD) in Denmark, Finland and Sweden

The selection of VoD services in each country was based on perceived significance for the national market (as no market shares are available), accessibility over the Internet and possibility of retrieving film titles by using the developed software-based robot. Therefore, some services such as Google Play, Microsoft Store and Sony PlayStation Video for which our robot was not functional are not included.

Furthermore, for services for which a transactional VoD offer exists at the same time with a SVoD offer, we have considered these services to be VoD services (as more films are available on VoD services than SVoD services and we could not identify which film was comprised in which offer). The main services concerned by this classification are Maxdome in Germany, Flimmit in Austria and wuaki.tv in Spain.

1.2 Matching of retrieved film titles with film databases

Once film titles of VoD services have been retrieved, we were able to identify the country of production and the year of production by matching film titles with films in the Observatory's [LUMIERE](#) database on films, the [Moviedatabase](#) and [imDB](#) through a heuristic algorithm. For all services, we retrieved 135 782 film titles in different languages which were matched in these different databases. The final result (after matching film titles in different languages with their original film title) of film retrieved corresponds to 29 869 unique film titles that were available on the 91 VoD catalogues retrieved during the month of October 2015.

We considered the first country of production listed in LUMIERE as being the main country of production, without taking into account co-productions (which can be done in a second step).

1.3 Presentation of results

Results of individual services are presented in the section “Results for VoD and SVoD services by country”. The tables give the overview of total films retrieved from the catalogue, Breakdown by Region of Origin and by Age of Production (in absolute figures and shares of films retrieved).

Table 2 Results – Example of presentation

GB iTunes_Catalogue						
--total films--						
5 270						
Breakdown by Region of Origin (films where variable was identified)						
5 056						
96%						
European				Non-European		
1 078				3 978		
21%				79%		
EU 28		National		US		Others
984	19%	551	11%	3 115	62%	863 17%

Breakdown by Age of Production (films where variable was identified)						
5 270						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	5 270	12%	25%	20%	15%	28%
European	1 078	15%	29%	22%	13%	21%
EU 28	984	14%	29%	22%	14%	22%
National	551	14%	23%	21%	14%	28%
Non-European	3 978	11%	23%	18%	17%	31%
US	3 115	9%	20%	17%	18%	35%

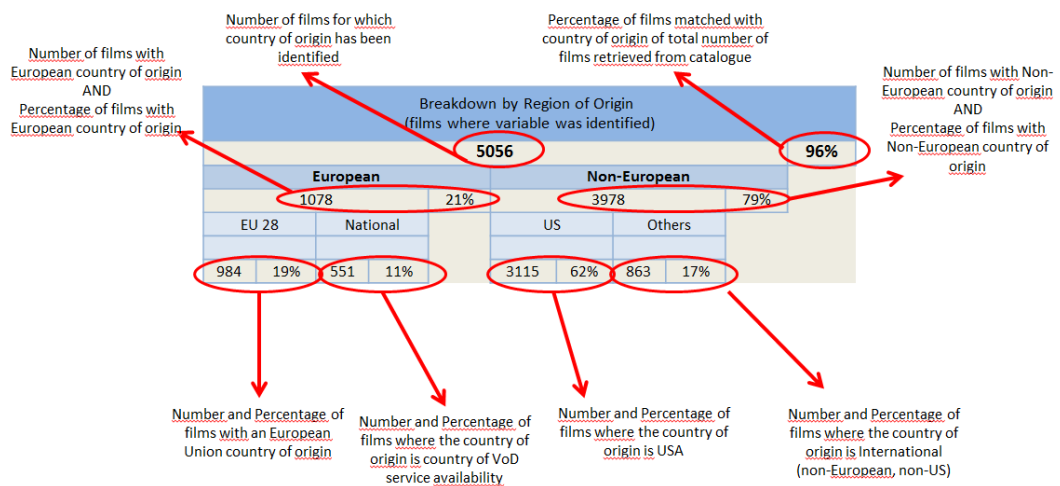
Source: OBS Research on VoD catalogues October 2015

In this example, the figure “5 270” below GB_iTune_Catalogue represents the number of total films retrieved by the software from the iTunes catalogue in the United Kingdom.

Table 3 Results – Presentation of Breakdown by Region of Origin

Breakdown by Region of Origin (films where variable was identified)						
5056						96%
European				Non-European		
1078				3978		
21%				79%		
EU 28		National		US		Others
984	19%	551	11%	3115	62%	863 17%

Source: OBS Research on VoD catalogues October 2015



In this example, the results of films matched with their country/region of origin are presented in more detail. The figure **“5 056”** below **“Breakdown by Region of Origin”** represents the number of films for which we were able to match the country of origin and **“96%”** represents the percentage of films matched to their country of origin of all films retrieved. Here, 5 056 films (of the 5 270 films retrieved in the UK iTunes catalogue) or 96% have been matched to their country of origin.

- **“European”** represents the number of films in the catalogue having the first (or main) country of origin as part of the 47 Member states of the Council of Europe.

These countries are Albania, Andorra, Armenia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, “The former Yugoslav Republic of Macedonia, Turkey, Ukraine and the United Kingdom.

In this example, **1 078** films had a European country of origin, representing **21% of films matched with their country of origin.**

- **“EU 28”** represents the number of films in the catalogue having the first (or main) country of origin as part of the 28 member states of the European Union. “EU 28” is a subcategory of “European”, all films with an “EU 28” origin are also included in the “European” figure.

These countries are Austria, Belgium, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom.

In this example, **984** films have an **EU 28** origin, representing **19%** of films matched with their country of origin.

- **“National”** represents the number of films having the first (or main) country of origin corresponding to the service’s country of availability, in this case the United Kingdom. For each service in each country, we have identified the number of national films in the catalogue. A film with a country of origin of in the United Kingdom will be considered “National” in the catalogues of VoD services available in the United Kingdom but “European” and “EU28” in the catalogues of VoD services elsewhere in the European Union. National is a subcategory of “EU 28” and “European”, all films with a national as country of origin are also included in the figures “EU28” and “European”.

In this example, **551** films have a **National** (United Kingdom) country of origin, representing **11%** of films matched with their country of origin.

“Non-European” represents the number of films not having the first (or main) country of origin as part of the list of 47 European member states of the Council of Europe.

In this example, **3978** films have a **Non-European** country of origin, representing **79%** of films matched with their country of origin.

- **“US”** represents the number of films having the first (or main) country of origin in the United States of America. “US” is a sub-category of “Non-European”, all films with an “US” country of origin are also included in the “Non-European” figure.

In this example, **3115** films have as country of origin the USA, representing **62%** of

films matched with their country of origin.

“**Others**” represents the number of films having as the first (or main) country of origin a non-European and non-US country. It shows the share of international, non-US films in a VoD catalogue. “Others” is a sub-category of “Non-European”, all films with an “Others” as country of origin are also included in the “Non-European” figure.

In this example, **863** films have an international country of origin (Non-European, Non-US), representing **17%** of films matched with their country of origin.

Table 4 Results – Presentation of Breakdown by Age of Production

Breakdown by Age of Production (films where variable was identified)						
5270						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	5270	12%	25%	20%	15%	28%
European	1078	15%	29%	22%	13%	21%
EU 28	984	14%	29%	22%	14%	22%
National	551	14%	23%	21%	14%	28%
Non-European	3978	11%	23%	18%	17%	31%
US	3115	9%	20%	17%	18%	35%

Source: OBS Research on VoD catalogues October 2015

In this example, “**5 270**” represents the number of films retrieved for which we were able to match the year of production. “**100%**” represents the share of films matched to their year of production from the total films retrieved, in this example **5270** film titles of **5270** films retrieved were matched to a year of production.

The “**Age Brackets**” give the age of the films retrieved with the year 2015 as a reference. For “**All films**”, 12% were produced in 2015 and 2014, 25% between 2013 and 2011, 20% between 2010 and 2006, 15% between 2005 and 1996, 28% had a year of production prior to 1996.

The categories “**European**”, “**EU 28**”, “**National**”, “**Non-European**” and “**US**” give the breakdown of the age of films according to their country/region of origin.

1.4 Validity of results and Coverage of catalogues

We can only guarantee the validity of the results for the time period where the film titles were retrieved, End of September and October 2015. Furthermore, small matching errors might have occurred, for less than 5% of all films matched.

The findings are representative of VoD catalogues comprised in this note, **with a median of 78%** of films in VoD catalogues retrieved. The maximum coverage is at 99% for wuaki.tv in Spain and Ireland, the minimum for Megagogo different catalogues with 3%.

The catalogues of VoD services with films titles in Cyrillic and Greek (Megagogo and Vodo) were the only ones where the matching and coverage rate was very low, due to difficulties in retrieving and matching film titles by using the software. Also, Megagogo presented a large part of films not present in moviedatabases, often Russian film titles. As the access to and retrieval of Netflix's different country catalogues was not possible, the website Allflicks has been used to retrieve each catalogue in a given a country.

The table gives the coverage ratio in percentage of each catalogue retrieved. The data and time of retrieval are also given as VoD catalogues might have changed between the period of retrieval and the publication of results (in the format YEAR-MONTHDAYHOURMINUTE, e.g. 201509281809 corresponds to the 28th of September 2015 at 18:09). Coverage ratio are indicative of the percentage of the total film catalogue analysed by the software (content identified as film/movies in the different VoD catalogues), small errors might have occurred.

Table 5 Coverage ratio of VoD catalogues (in %), Date and Time of retrieval, Total number of films in Catalogue and retrieved

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
AT	allflicks (Netflix Austria)	201509281809	1098	993	90%
AT	Flimmit	201509071211	2120	1427	67%
AT	Chili.TV Austria	201509232357	1658	1610	97%
AT	iTunes Austria	201509231843	7852	5598	71%
AT	wuaki.tv Austria	201510141838	1535	1490	97%
BE	iTunes Belgium	201509230909	7157	5125	72%
BE	Proximus TV Belgacom	201509101617	879	769	87%
BE	Universciné Belgique	201509111422	2097	1755	84%
BG	iTunes Bulgaria	201509221810	4394	2362	54%
BG	Voyo Bulgaria	201509101639	388	218	56%
CY	iTunes Cyprus	201509221810	4390	2427	55%
CZ	iTunes Czech Republic	201509231843	4844	2704	56%
CZ	Megagogo Czech Republic	201510011838	1103	74	7%
CZ	O2 Videotéka	201509111442	515	440	85%
CZ	Voyo Czech	201509111403	1502	1246	83%
DE	allflicks (Netflix Germany)	201509281809	1122	1020	91%
DE	Chili.TV Germany	201509231924	1612	1529	95%
DE	iTunes Germany	201509231144	7913	5649	71%
DE	Maxdome	201509111614	9840	7115	72%
DE	Sky Snap	201509111649	1167	1040	89%
DE	Videoland	201509111549	1575	1480	94%
DE	wuaki.tv Germany	201510061833	1837	1784	97%
DK	Blockbuster	201509091522	5474	4579	84%
DK	allflicks (Netflix Denmark)	201509281809	1607	1479	92%
DK	C More Denmark	201509211335	1448	1191	82%
DK	iTunes Denmark	201509221810	5317	3558	67%
DK	SF Anytime Denmark	201510090904	8203	6121	75%
DK	Yousee Play Film	201509111713	5615	4842	86%
EE	iTunes Estonia	201509231843	4733	2671	56%
EE	Megagogo Estonia	201509211545	892	27	3% ¹
ES	Filmin	201509281809	1139	1022	90%
ES	iTunes Spain	201509230909	4904	3110	63%
ES	wuaki.tv Spain	201510070906	4061	4009	99%
ES	Yomvi	201509281809	856	796	93%
FI	allflicks (Netflix Finland)	201509281809	675	575	85%
FI	C More Finland	201509281809	1314	1227	93%
FI	iTunes Finland	201509221810	5168	3463	67%
FI	SF Anytime Finland	201510072245	7484	5429	73%
FR	allflicks (Netflix France)	201509281809	1055	923	87%
FR	CanalPlay (SVoD)	201510151055	1516	841	55%
FR	iTunes France	201509221008	6717	5132	76%

¹ VoD services highlighted present a low coverage and matching rate due to difficulties in retrieving and matching films titles in Cyrillic and Greek.

FR	Universciné France	201509231843	2987	2473	83%
FR	CanalPlayVOD	201509281810	3412	2913	85%
FR	wuaki.tv France	201509241205	2331	2246	96%
GB	allflicks (Netflix UK)	201509281818	1860	1733	93%
GB	Chili.TV UK	201509232357	1239	1216	98%
GB	Curzon HomeCinema	201510151806	547	533	97%
GB	iTunes UK	201509231843	8132	5344	66%
GB	wuaki.tv UK	201510071825	3109	3029	97%
GR	Hol Video Club	201510021112	1475	718	49%
GR	iTunes Greece	201509221810	4500	2386	53%
GR	Vodo	201510161140	217	9	4%
HR	Bnet Videoteka	201509291540	576	506	88%
HR	MaxTV	201509291542	1020	741	73%
HR	Oyo	201509291157	270	240	89%
HU	iTunes Hungary	201509221942	4393	2560	58%
IE	iTunes Ireland	201509230909	7819	5212	67%
IE	Volta	201510011838	670	641	96%
IE	wuaki.tv Ireland	201510150936	1212	1195	99%
IT	Chili.TV Italy	201509231852	5165	4794	93%
IT	iTunes Italy	201509222015	5352	3570	67%
IT	Timvision	201510011838	2056	1970	96%
IT	wuaki.tv Italy	201510071539	1218	1188	98%
LT	iTunes Lithuania	201509241836	4341	2537	58%
LT	Megagogo Lithuania	201510021348	1099	33	3%
LU	iTunes Luxembourg	201509222050	6965	4862	70%
LU	Tango	201510151712	1153	1113	97%
LV	iTunes Latvia	201509222109	4173	2346	56%
LV	Lattelcom	201510151757	826	762	92%
LV	Megagogo Latvia	201510021348	1099	36	3%
MT	iTunes Malta	201509222252	5138	3026	59%
NL	allflicks (Netflix Netherlands)	201509281809	1279	1167	91%
NL	iTunes Netherlands	201509222258	5133	3287	64%
NL	Pathé Thuis	201510011838	551	533	97%
NL	Ziggo On-demand	201510011838	2058	1784	87%
PL	Chili.TV Poland	201509232357	1230	962	78%
PL	IPLA TV	201510191854	1768	1323	75%
PL	iTunes Poland	201509231843	4575	2586	57%
PL	Kinoplex Gazeta VoD	201510210956	1571	1301	83%
PL	Strefa VoD	201510201111	810	574	71%
PL	Toya VoD	201510011838	712	470	66%
PT	iTunes Portugal	201509222334	4001	1988	50%
RO	SeeNow	201510011838	304	216	71%
SE	allflicks (Netflix Sweden)	201509281809	1577	1455	92%
SE	CDON Sweden	201510191854	3380	2564	76%
SE	C More Sweden	201509211434	1410	1357	96%
SE	iTunes Sweden	201509230011	5392	3581	66%
SE	Telia Playplus Filmbutiken	201510201019	410	320	78%
SE	SF Anytime Sweden	201509241714	8837	6517	74%
SI	Dkino	201510011824	49	47	96%
SK	iTunes Slovakia	201509230011	4235	2481	59%

Source: OBS Research on VoD catalogues October 2015

1.5 Results presented in this note

Section: The pan-European picture by business model – Origin of films in VoD and SVoD catalogues in the European Union

The first section presents the aggregated results of the research by business model VoD and SVoD and the results for unique films titles by business model VOD and SVoD for all services comprised in this note.

The aggregated results “Cumulated film titles” include every movie (and therefore counting several times a film if there are several presences in VoD catalogues) we were able to retrieve and gives the overview of catalogues by business model (VoD and SVoD) for country of origin and age of production. The aim of this table is to show in a synthetic way the composition of VoD and SVoD services catalogues across the European Union. As films are counted for each occurrence, these figures give the total composition of the catalogues of the VoD and SVoD services analysed.

The aggregated results “Unique films” do count a film only once. This figure shows the variety of films across the European Union and does not represent overall compositions of catalogues but rather shows the diversity of films available in catalogues across the selected services in the EU. This measurement of diversity is not perfect and should be interpreted with care. As films are only counted once, the share of European and EU films is higher than in the cumulated tables as national and European films tend to be lesser present in catalogues across the European Union than films with a country of origin which is international or the US. The figures of the unique film figures should be interpreted in relation with the results of the cumulative overview.

Section: Pan-European VoD services: a picture of catalogues by country

This section presents the results for pan-European/pan-Regional VoD and SVoD services.

The pan-European VoD services that are analysed are:

- Apple's iTunes (VoD) in Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Luxembourg, Latvia, Malta, the Netherlands, Poland, Portugal, Sweden, Slovak Republic, Spain and the United Kingdom
- ChiliTV (VoD) in Austria, Germany, Italy, Poland and the United Kingdom
- SF Anytime (VoD) in Denmark, Finland and Sweden
- Wuaki.tv (VoD) in Austria, Denmark, France, Ireland, Italy, Spain and the United Kingdom

The pan-European/pan-Regional SVoD services that are analysed are:

- Netflix (through proxy site Allflicks - SVoD) in Austria, Denmark, Finland, France, Germany, the Netherlands, Sweden and the United Kingdom
- CMore (SVoD) in Denmark, Finland and Sweden

Chapter 4 gives the overview by service and by country of total catalogues and averages of catalogues based on country catalogues. Here films are counted multiple times depending on their occurrence in catalogues. The catalogue averages

for each service are averages based on results of country catalogues.

The main aim of this presentation is to show differences for a same service between its different countries of operation, be it in number of films in catalogues, share of EU and European films and share of national films.

Chapter 4.3 gives a synthetic overview of averages of catalogues.

Chapter 5 gives the overview of the pan-European composition of catalogues for pan-European VoD and SVoD services by only counting film titles once, regardless of their multiple presences in several catalogues. The aim of this figure is to show the diversity of catalogues on a pan-European level for these pan-European services. Here again, as each film is only counted once, films with an European and EU28 origin will be more represented than in the cumulated overview of chapter 3, showing that services tend to have most of the same international and US movies across their catalogues in the EU but have more specific national or EU28 films for each country they are operating in.

Chapter 5.3 gives a synthetic overview of the composition of catalogues on a unique film title basis.

Section: Top 10 film presence in catalogues of the 75 VoD services: films in more than 40 catalogues

In this section, the Top 10 rankings by occurrence in VoD catalogues across the European Union for all 75 VoD services analysed are given, representing 63 individual film titles present on 41 VoD services across the EU or more. Of this 63 individual films most found in the analysed VoD catalogues, 58 have as country of origin the US, or 92% of this Top 10 ranking list.

The ranking for SVoD was not made as the number of services was too low (16) of which Netflix's catalogue represented 50% (8 SVoD catalogues are operated by Netflix in the SVoD services we were able to retrieve).

Section: Results for selected VoD and SVoD services by country

In the chapters 7 to 34 we present the results for individual services analysed per country.

The pan-European picture by business model – Origin of films in SVoD and VoD services in the European Union

2 Origin of Films in selected VoD catalogues available in the EU

Methodology

This section presents a snapshot of all films available across the EU on selected VoD platforms. The image is presented from both a quantitative and a qualitative point of view by measuring differently the “Film titles” variable.

“**Cumulated film titles**” is a quantitative indicator calculated by counting a film each time it was present in a catalogue, thus counting multiple times a same film. This figure gives the overview of all VoD services catalogues analysed during the research in the European Union.

“**Unique film titles**” is an indicator calculated by counting every film title only once across all VoD platforms, therefore adding up all unique films available (single-counting) and thus having an indicator for the VoD portfolio/catalogue diversity across the EU for all VoD catalogues analysed during the research. This method of representing the film catalogues is only indicative and its aim is to give an overview of the variety of films across the EU in selected VoD catalogues. Therefore it should not be used as a representation of VoD catalogues.

Results for 75 VoD services analysed

Table 6 Results - Cumulated film titles of the 75 VoD services analysed – Region of Origin and Age of Production, in %

VOD Catalogue (total films)																																																																								
164 049																																																																								
<table border="1"> <thead> <tr> <th colspan="6">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <td colspan="6">158 139</td> </tr> <tr> <td colspan="3">European</td> <td colspan="3">Non-European</td> </tr> <tr> <td colspan="3">45 703</td> <td colspan="3">112 436</td> </tr> <tr> <td colspan="3">29%</td> <td colspan="3">71%</td> </tr> <tr> <td>EU 28</td> <td colspan="2">National</td> <td>US</td> <td colspan="2">Others</td> </tr> <tr> <td>42 725</td> <td>27%</td> <td>12 515</td> <td>8%</td> <td>93 436</td> <td>59%</td> <td>19 000</td> <td>12%</td> </tr> </thead> </table>							Breakdown by Region of Origin (films where variable was identified)						158 139						European			Non-European			45 703			112 436			29%			71%			EU 28	National		US	Others		42 725	27%	12 515	8%	93 436	59%	19 000	12%																						
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Source: OBS Research on VoD catalogues October 2015

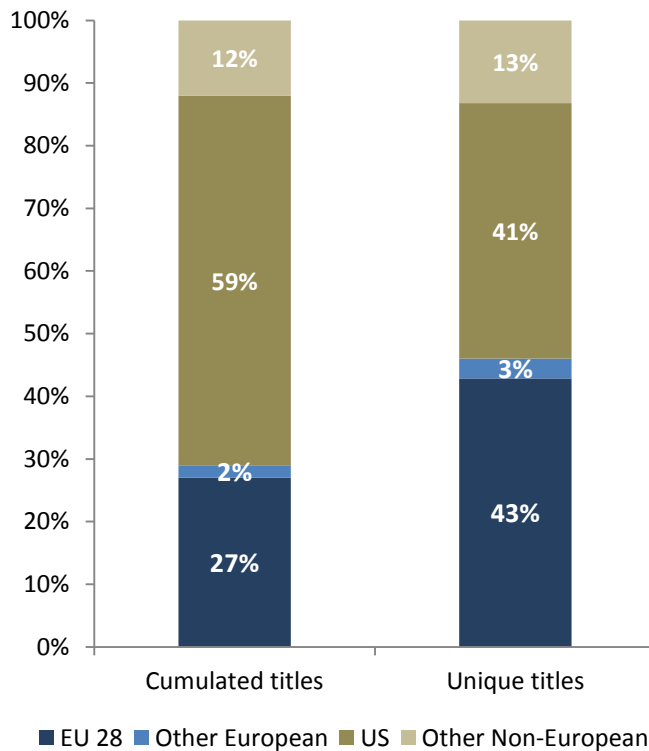
Table 7 Results - Unique film titles of the 75 VoD services analysed - Region of Origin and Age of Production, in %

VOD Catalogue (unique films)						
28 150						
Breakdown by Region of Origin (films where variable was identified)						94%
26 483				14 297		54%
European			Non-European			
12 186		46%		14 297		54%
EU 28	National		US	Others		
11 349	43%	8 294	31%	10 802	41%	3 495
						13%

Breakdown by Age of Production (films where variable was identified)						
28 150						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	28 150	9%	21%	24%	20%	26%
European	12 186	9%	22%	24%	19%	27%
EU 28	11 349	9%	21%	24%	20%	26%
National	8 294	10%	23%	22%	19%	26%
Non-European	14 297	9%	21%	23%	22%	26%
US	10 802	8%	19%	22%	22%	29%

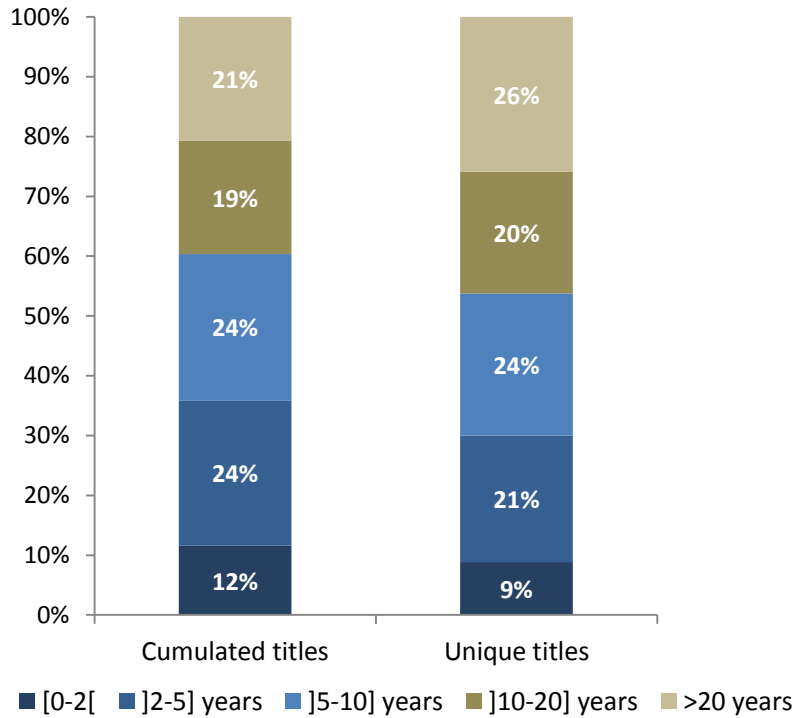
Source: OBS Research on VoD catalogues October 2015

Figure 1 Breakdown by Region of Origin – Cumulated and Unique - 75 VoD catalogues, in % of film titles



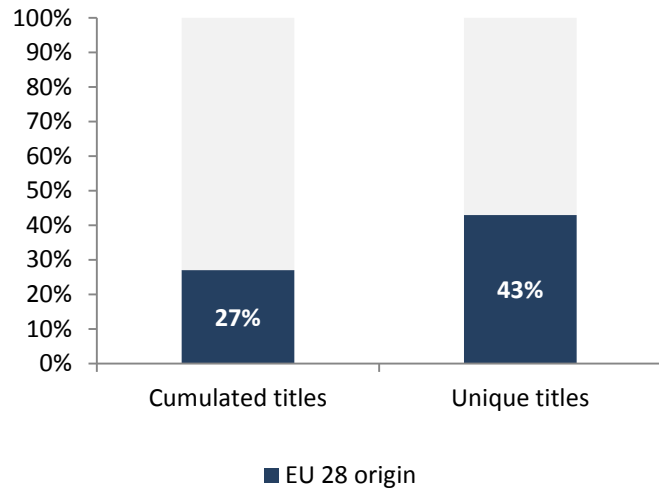
Source: OBS Research on VoD catalogues October 2015

Figure 2 Breakdown by Age – Cumulated and Unique - 75 VoD catalogues, in % of film titles



Source: OBS Research on VoD catalogues October 2015

Figure 3 Share of EU films in the 75 VoD catalogues – Cumulated and Unique – in %



Source: OBS Research on VoD catalogues October 2015

Main insights: EU works seem to circulate less than international films on VoD services. EU works, representing 43% of catalogues when film titles are single-counted, represent only 27% when film titles are counted by occurrences in catalogues, suggesting that international films are more often part of VoD catalogues and circulate better across the selected catalogues of VOD services in EU countries. EU films are not part of catalogues as often as international films, according to data comparison between cumulated and unique film titles. A smaller amount of

EU film circulate across the EU than international films, and this finding is also found when looking at chapter 5, the Top 10 rankings of films found on the 75 VoD catalogues in the EU.

Cumulated film titles: The share of films with the main country of origin in the EU 28 is around 27% (45 703 EU film titles out of an overall of 158 139 film titles which have been matched to their country of origin) when all film titles found in the selected 75 VoD catalogues are considered. The share of non-European content is 71% with films which have their main country of origin in the US having a share of 59%. These figures tend to show that international films are more represented in VoD catalogues than films with an EU origin. Also, national films in each country are representing only 8% of films in the catalogues.

Films in the selected VoD catalogues are evenly distributed when it comes to the age of production with the exception of films produced in 2014 and 2015. This is not a big surprise as theatrical release and release on VoD are separated by several months for VoD services, depending on the commercial practice in each country. 36% of films in VoD catalogues are under 5 years old and 40% of films found in VoD catalogues have been produced before 2005, showing the importance of back-catalogues of films even in transactional VoD catalogues.

Unique film titles: When observing unique film titles, it becomes clear that many of the same film titles are found in selected VoD catalogues across the EU, the number of unique film titles being 28 150 compared to cumulated film titles of 164 049 which we have been able to retrieve from the selected VoD catalogues (or only 17.15%). Also, the share of films with an EU origin is much higher than in the cumulated film figures, at 43%, whereas the films with a non-European origin are passing to 54% as opposed to 71% in the cumulative figure. This indicates two facts: international films tend to be present in several VoD catalogues across the EU (the same film is present in several countries) and films with an EU origin tend to be more country-specific (high share of national films at 31%, as we have preferred the option to count a film as national if it was available on a national catalogue) and are not circulating as much on VoD catalogues as international films.

For the age of production of films, it appears that when film titles are only counted once, the ages of films tend to increase. In this case, 46% of films present in the 75 VoD catalogues have been produced before 2006. This shows that older films are more presented in VoD catalogues than more recent films, showing once again the importance for the selected VoD services of back-catalogues of films.

3 Origin of Films in selected SVoD catalogues services available in the EU

Methodology

This section presents a snapshot of all films available across the EU on the 16 selected SVoD services. The image is presented from both a quantitative and a qualitative point of view by measuring differently the “Film titles” variable.

“**Cumulated film titles**” is a quantitative indicator calculated by counting a film each time it was present in a catalogue, thus counting multiple times a same film. This figure gives the overview of all the selected SVoD services catalogues analysed during the research in the European Union.

“**Unique film titles**” is an indicator calculated by counting every film title only once across all the selected SVoD platforms, therefore adding up all unique films available (single-counting) and thus having an indicator for the SVoD portfolio/catalogue diversity across the EU for all SVoD catalogues analysed during the research. This method of representing the film catalogues is only indicative and its aim is to give an overview of the variety of films across the EU in selected VoD catalogues. Therefore it should not be used as a representation of VoD catalogues.

Results for 16 SVoD services analysed

Table 8 Results - Cumulated film titles of the 16 SVoD services analysed - Region of Origin and Age of Production, in %

SVOD Catalogue (total films)						
17 852						
Breakdown by Region of Origin (films where variable was identified)						
17 604 99%						
European				Non-European		
5 624 32%				11 980 68%		
EU 28		National		US		Others
5 324	30%	1 422	8%	10 566	60%	1 414 8%
Breakdown by Age of Production (films where variable was identified)						
17 852 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	17 852	6%	18%	29%	30%	17%
European	5 624	4%	21%	32%	25%	18%
EU 28	5 324	4%	21%	32%	25%	18%
National	1 422	6%	19%	27%	26%	23%
Non-European	11 980	6%	17%	28%	33%	17%
US	10 566	6%	16%	27%	33%	18%

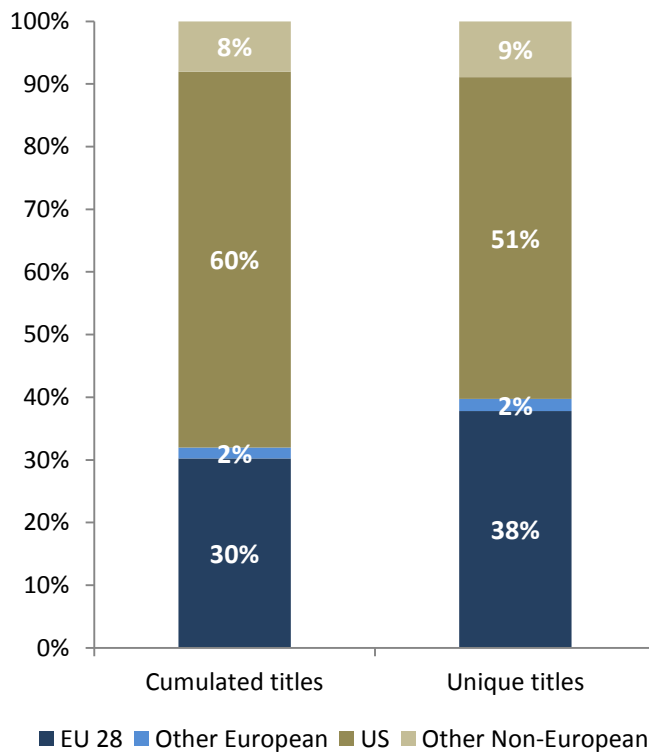
Source: OBS Research on VoD catalogues October 2015

Table 9 Results - Unique film titles of the 16 SVoD services analysed - Region of Origin and Age of Production, in %

SVOD Catalogue (unique films)						
8 469						
Breakdown by Region of Origin (films where variable was identified)						
8 280 98%						
European				Non-European		
3 291 40%				4 989 60%		
EU 28		National		US		Others
3 128	38%	1 401	17%	4 249	51%	740 9%
Breakdown by Age of Production (films where variable was identified)						
8 469 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	8 469	6%	19%	26%	25%	24%
European	3 291	5%	21%	28%	23%	23%
EU 28	3 128	5%	20%	28%	23%	24%
National	1 401	6%	19%	26%	26%	23%
Non-European	4 989	6%	18%	25%	27%	25%
US	4 249	6%	17%	24%	27%	27%

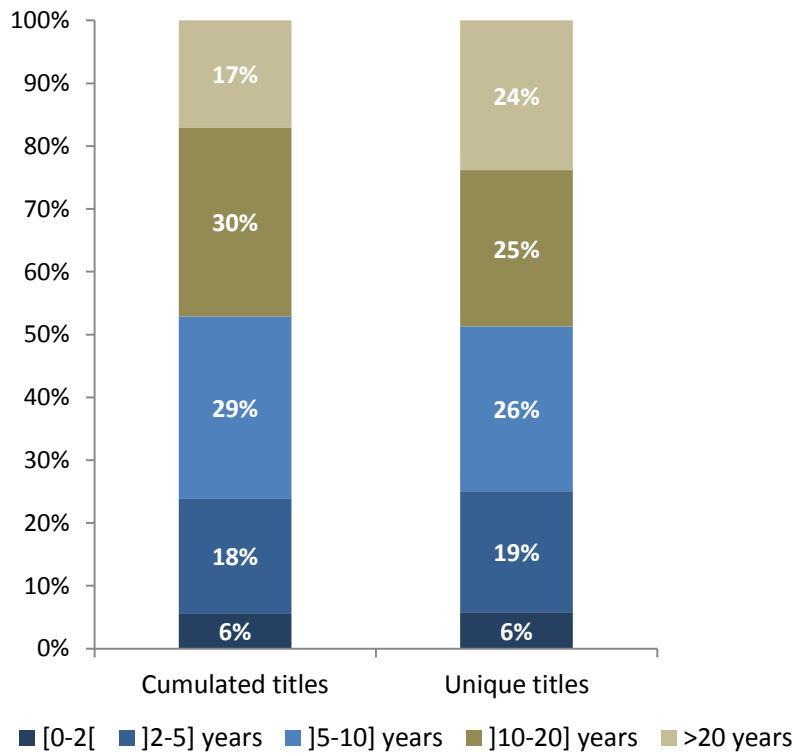
Source: OBS Research on VoD catalogues October 2015

Figure 4 Breakdown by Region of Origin – Cumulated and Unique - 16 SVoD catalogues, in % of film titles

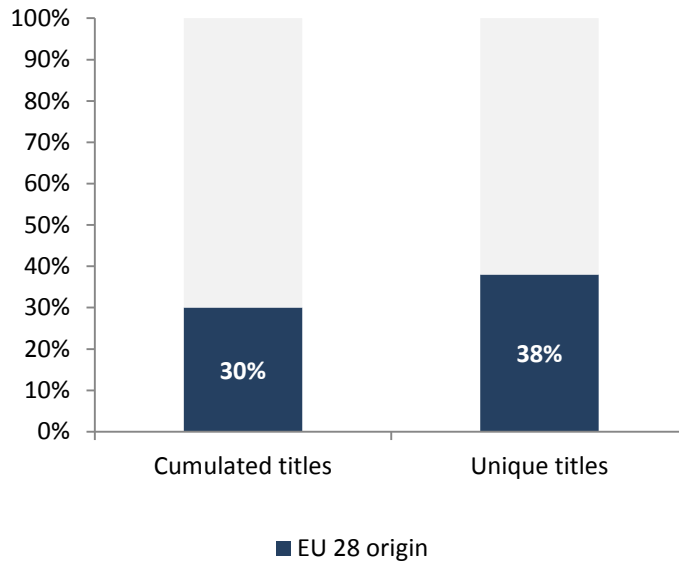


Source: OBS Research on VoD catalogues October 2015

Figure 5 Breakdown by Age – Cumulated and Unique - 16 SVoD catalogues, in % of film titles



Source: OBS Research on VoD catalogues October 2015

Figure 6 Share of EU films in the 16 SVoD catalogues – Cumulated and Unique – in %

Source: OBS Research on VoD catalogues October 2015

Main insights:

- Cumulated film titles

The share of films having as the main country of origin an EU country is around 30% (5324 film titles out of a total of 17 604 films which were matched with a country of origin). The lower amount of film titles than in the VoD service sample is a consequence of the lower number of SVoD services considered (16). Non-European films represented 68% of all film matched with their country of origin (11 980 out of 17 604) with US films representing 60% of all films retrieved and matched of the SVoD catalogues. The shares are almost equal to those found for VoD services, with the same share of national productions (8%) and only 1% to 3% percentage points in differences for the other regions of origin.

The main difference, without much surprise, resides in the age of films in SVoD catalogues which tend to be older. Around 47% of the films found in the catalogues were produced before 2006 and are therefore 10 year or older. Only 6% of the films in the SVoD catalogues were recently produced (2015 and 2014), for the VoD catalogue this share was 12%. This shows the importance of back catalogues of films for SVoD services and the differences of release windows for VoD (transactional or electronic-sell-through) and SVoD services in the EU. Also, films with an EU country of origin represented the smallest share of recent film (produced in 2014 and 2015) with only 4% compared to 6% for films with a national or international country of origin.

- Unique film titles

Here again, as before, international films tend to circulate more than national and EU films. The share of national films in SVoD catalogues rises to 17% when only unique film titles are considered and the share of films with an EU origin to 38% whereas films with an international country of origin are passing from 68% in the cumulated results to 60% when unique film titles are considered, meaning that more of the same films with an international country of production are found in

several EU countries than national or EU films. The same observations as for VoD services remain valid for SVoD services.

The impact on the age of films is not significant and the results are comparable to these of cumulated film titles.

Pan-European SVoD and VoD services: a picture of catalogues by country

In this section, the focus is on pan-European VoD and SVoD services (operating in more than 1 EU country) in order to show differences in catalogues at a country-level of the same service.

Chapter 4 presents the results of each catalogue per pan-European service and the averages calculated by using the different country catalogues. The aim is to show the “average” catalogue of a pan-European service, with all the shortcomings that averages present. The figures of the average catalogue should only be interpreted as a snapshot of the catalogue of a pan-European service, bearing in mind that each country catalogue is different. Differences among the different country catalogues when it comes to the origin of films can be observed, mainly in national films. Country differences when it comes to the age of films are also significant for some of the selected services.

Chapter 5 presents the catalogues of pan-European by single counting film titles. As before, the aim is to show the possible variety in film titles for each pan-European service. A film is only counted once even if it is present in several country catalogues of a service. The aim is to show circulation of films according to their origin in catalogues of a pan-European service.

4 Catalogues of pan-European services by country – Region of origin and Age of production

4.1 SVoD – catalogues of pan-European services by country and pan-European average

4.1.1 Netflix

Table 10 Netflix – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: Netflix
Type: SVoD
Coverage: AT, DE, DK, FI, FR, GB, NL, SE

		Pan-European AVG	AT	DE	DK	FI	FR	GB	NL	SE
All films		1151	982	1007	1454	571	905	1710	1148	1428
Breakdown by Region of Origin*	European	254 22%	248 26%	267 27%	313 22%	100 18%	280 31%	294 17%	223 20%	305 21%
	EU 28	241 21%	236 24%	254 25%	290 20%	90 16%	267 30%	286 17%	222 19%	282 20%
	National	65 6%	0 0%	62 6%	49 3%	0 0%	153 17%	167 10%	54 5%	33 2%
	Non-European	887 78%	724 74%	730 73%	1130 78%	463 82%	614 69%	1402 83%	920 80%	1114 79%
	US	785 69%	643 66%	642 64%	1016 70%	411 73%	515 58%	1198 71%	855 75%	998 70%
	Others	102 9%	81 8%	88 9%	114 8%	52 9%	99 11%	204 12%	65 6%	116 8%
Breakdown by Age of Production	[0-2[68 6%	33 3%	33 3%	75 5%	47 8%	34 4%	182 11%	61 5%	76 5%
	[2-5[254 22%	265 27%	276 27%	264 18%	135 24%	104 11%	470 27%	268 23%	253 18%
	[5-10[359 31%	321 33%	331 33%	521 36%	195 34%	282 31%	311 18%	402 35%	509 36%
	[10-20[328 28%	253 26%	255 25%	485 33%	163 29%	353 39%	318 19%	315 27%	479 34%
	>20	142 12%	110 11%	112 11%	109 7%	31 5%	132 15%	429 25%	102 9%	111 8%

*the films for which we had country of origin data available

Source: OBS Research on VoD catalogues October 2015

The average Netflix catalogue in the 8 observed countries has 1151 film titles of which 21% are of EU origin and 6% of national origin. However, high differences between the different country catalogues appear. The French catalogue has the

highest share of national films (representing 17%) and EU films (30%) while the British catalogue has the lowest share of EU films (17%) and the highest for international films (83%). US films represent on average 69% of the films in Netflix's 8 country catalogues, the lowest share of US films is found in the French catalogue of Netflix with 58%. Language difference, different access to film licences and different country tastes from subscribers in each country could explain these differences.

Concerning the age of films, again high differences appear for recent films where the share is the highest in the UK catalogue and the lowest in the countries where Netflix launched last year its service, Austria (3%), Germany (3%) and France (4%). Also, the French catalogue has the highest share of films older than 10 years with 54% of film titles whereas the average EU Netflix catalogue has only 40% of films older than 10 years. Different release windows in the different countries and difficulties to access more recent film titles could explain these differences.

4.1.2 CMore

Table 11 CMore – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: C More

Type: SVOD

Coverage: DK, FI, SE

		Pan-European AVG		DK		FI		SE	
All films		1 238		1 171		1 208		1 334	
Breakdown by Region of Origin*	European	446	36%	409	35%	418	35%	511	39%
	EU 28	406	33%	370	32%	385	32%	462	35%
	National	71	6%	29	2%	1	0%	182	14%
	Non-European	782	64%	754	65%	783	65%	810	61%
	US	706	57%	679	58%	708	59%	730	55%
	Others	77	6%	75	6%	75	6%	80	6%
Breakdown by Age of Production	[0-2]	76	6%	78	7%	74	6%	77	6%
	[2-5]	139	11%	141	12%	131	11%	144	11%
	[5-10]	309	25%	301	26%	301	25%	326	24%
	[10-20]	551	45%	525	45%	544	45%	585	44%
	>20	162	13%	126	11%	158	13%	202	15%

*the films for which we had country of origin data available

Source: OBS Research on VoD catalogues October 2015

The average CMore catalogue in the 3 Nordic countries has 1 238 film titles (and here the catalogues are similar except for national film titles). The main difference resides in the share of national film titles among the different catalogues. CMore is operated by TV4 Gruppen (Sweden) and Telenor (Norway) therefore more Swedish content is found in its catalogue (share of 14% of films for Swedish film titles). The share of EU films is around 33% on average and international films are mainly originating from the US (57%).

As for Netflix, older films are mainly found in the catalogues of CMore, with an average share of 58% for films which are 10 years or older. Recent films (produced in 2014 and 2015) represent 6% of the films retrieved, showing again that SVoD services count more on large back-catalogues of films than recent titles. Films produced between 2010 and 2015 represented only 17% of the catalogues, 83% having 5 or more years.

4.2 VoD - catalogues of pan-European services by country and pan-European average

4.2.1 Apple's iTunes

Table 12 iTunes – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: iTunes
Type: VOD
Coverage: AT, BE, BG, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LT, LU, LV, MT, NL, PL, PT, SE, SK

		Pan-European AVG	AT	BE	BG	CY	CZ	DE	DK
All films		3 381	5 463	4 601	2 334	2 369	2 637	5 525	3 430
Breakdown by Region of Origin*	European	732 23%	1 811 34%	1 389 31%	286 13%	290 13%	364 15%	1 921 36%	730 23%
	EU 28	672 21%	1 696 32%	1 309 29%	246 11%	246 11%	322 13%	1 779 33%	684 21%
	National	149 5%	108 2%	49 1%	1 0%	0 0%	45 2%	607 11%	201 6%
	Non-European	2 476 77%	3 483 66%	3 064 69%	1 865 87%	1 886 87%	2 080 85%	3 459 64%	2 503 77%
	US	1 985 62%	2 720 51%	2 434 55%	1 438 67%	1 461 67%	1 630 67%	2 924 54%	2 014 62%
	Others	492 15%	763 14%	630 14%	427 20%	425 20%	450 18%	535 10%	489 15%
Breakdown by Age of Production	[0-2]	383 11%	531 10%	547 12%	287 12%	310 13%	331 13%	472 9%	452 13%
	[2-5]	819 24%	1 331 24%	1 237 27%	526 23%	552 23%	619 23%	1 351 24%	840 24%
	[5-10]	690 20%	1 273 23%	867 19%	452 19%	469 20%	529 20%	1 365 25%	642 19%
	[10-20]	617 18%	1 013 19%	742 16%	466 20%	433 18%	520 20%	1 030 19%	633 18%
	>20	872 26%	1 315 24%	1 208 26%	603 26%	605 26%	638 24%	1 307 24%	863 25%

*the films for which we had country of origin data available

EE	ES	FI	FR	GB	GR	HU	IE	IT
2 627	3 016	3 349	4 877	5 271	2 346	2 518	5 149	3 517
318 13%	569 20%	608 19%	1 858 39%	1 079 21%	273 13%	291 12%	1 104 22%	1 006 30%
257 11%	542 19%	571 18%	1 759 37%	985 19%	233 11%	264 11%	1 003 20%	979 29%
1 0%	112 4%	79 3%	1 078 22%	552 11%	1 0%	5 0%	40 1%	482 14%
2 117 87%	2 321 80%	2 539 81%	2 948 61%	3 978 79%	1 896 87%	2 046 88%	3 835 78%	2 361 70%
1 671 69%	2 097 73%	2 051 65%	2 546 53%	3 115 62%	1 485 68%	1 607 69%	2 962 60%	1 979 59%
446 18%	224 8%	488 16%	402 8%	863 17%	411 19%	439 19%	873 18%	382 11%
310 12%	267 9%	439 13%	425 9%	629 12%	289 12%	263 10%	625 12%	351 10%
562 21%	734 24%	831 28%	1 133 23%	1 335 25%	493 21%	531 21%	1 319 26%	883 25%
508 19%	672 22%	613 20%	1 089 22%	1 028 20%	453 19%	495 20%	1 001 19%	780 22%
513 20%	613 20%	610 20%	910 19%	815 15%	443 19%	525 21%	835 16%	607 17%
734 28%	730 24%	856 28%	1 320 27%	1 464 28%	668 28%	704 28%	1 369 27%	896 25%

LT	LU	LV	MT	NL	PL	PT	SE	SK
2 499	4 175	2 315	2 985	3 191	2 514	1 945	3 441	2 432
298 13%	992 25%	293 14%	412 15%	828 27%	315 14%	217 12%	703 22%	335 15%
248 11%	916 23%	244 11%	353 13%	766 25%	274 12%	203 11%	628 19%	301 13%
0 0%	7 0%	1 0%	0 0%	166 5%	4 0%	0 0%	173 5%	4 0%
2 025 87%	3 045 75%	1 842 86%	2 366 85%	2 204 73%	2 005 86%	1 562 88%	2 529 78%	1 946 85%
1 587 68%	2 441 60%	1 408 66%	1 817 65%	1 955 64%	1 557 67%	1 179 66%	2 036 63%	1 499 66%
438 19%	604 15%	434 20%	549 20%	249 8%	448 19%	383 22%	493 15%	447 20%
258 10%	468 11%	263 11%	345 12%	390 12%	311 12%	250 13%	465 14%	286 12%
512 20%	1 103 26%	512 22%	637 21%	920 29%	591 24%	472 24%	892 26%	549 23%
507 20%	800 19%	487 21%	558 19%	666 21%	484 19%	408 21%	635 18%	478 20%
500 20%	699 17%	466 20%	543 18%	536 17%	505 20%	365 19%	617 18%	496 20%
722 29%	1 105 26%	587 25%	902 30%	679 21%	623 25%	450 23%	832 24%	623 26%

Source: OBS Research on VoD catalogues October 2015

The average iTunes catalogue has a share of 21% of EU film titles and 5% of national films. These are also the criteria for which the main differences appear in the different country catalogues, with some of iTunes national country catalogues having close to 0% of national films and on the other hand the French catalogue with 22% of national films, the Italian with 14% and the British catalogue with 11%. The share of non-European film titles is around 77% on average, here again with some differences between the country catalogues with several countries having a share close to 85%-88% of non-European film titles (PT, PL, MT, LV, LT, HU, GR,

EE, CZ, CY, BG) and others under 70% (AT, BE, DE, FR). US films represent on average 62% of the films in the different iTunes catalogues.

iTunes being a transactional and electronic-sell-through VoD service, films tend to be more recent with on average 35% of films having less than 5 years, showing the different release windows applied to these services than for SVoD services. Films being 10 years or older still represent 44% of films in the catalogue on average. No significant differences among the country catalogues appear in regard to age of films according to our results.

4.2.2 ChiliTV

Table 13 ChiliTV – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: **Chili TV**
 Type: **VOD**
 Coverage: **AT, DE, GB, IT, PL**

		Pan-European AVG		AT		DE		GB		IT		PL	
All films		2 004		1 594		1 516		1 209		4 749		952	
Breakdown by Region of Origin*	European	523	26%	288	18%	240	16%	82	7%	1 866	40%	139	15%
	EU 28	515	26%	285	18%	238	16%	80	7%	1 835	39%	139	15%
	National	221	11%	72	5%	71	5%	59	5%	879	19%	25	3%
	Non-European	1 469	74%	1 286	82%	1 272	84%	1 126	93%	2 850	60%	811	85%
	US	1 381	69%	1 258	80%	1 245	82%	1 102	91%	2 511	53%	791	83%
	Others	88	4%	28	2%	27	2%	24	2%	339	7%	20	2%
Breakdown by Age of Production	[0-2[226	11%	200	13%	193	13%	136	11%	430	9%	173	18%
	[2-5[371	19%	267	17%	245	16%	193	16%	984	21%	166	17%
	[5-10[499	25%	396	25%	378	25%	332	27%	1 164	25%	226	24%
	[10-20[468	23%	370	23%	355	23%	310	26%	1 122	24%	184	19%
	>20	439	22%	361	23%	345	23%	238	20%	1 049	22%	203	21%

*the films for which we had country of origin data available

Source: OBS Research on VoD catalogues October 2015

ChiliTV being an Italian service, it is with no surprise that the highest share of national films can be found in the Italian catalogue with 19%, well above the average of 11% for national films in the different ChiliTV catalogues. On average, 26% of films in the catalogues are from EU countries and non-European films represent 74%, with US films taking a share of 69% on average. The country catalogue really distinctive from the other ones is the Italian catalogue of ChiliTV where more national and EU content is found than in the other catalogues. ChiliTV having been operating in Italy before entering other markets was more able to secure EU film titles for its Italian market and relied less heavily on international and US film than in its other markets (91% of films in the British catalogue are of US origin). 30% of films have less than 5 years and no major country differences appear. Here again, the share of films having 10 years or more is quite important, representing on average 45% with the notable exception of the Polish catalogue where this share is only 30%. ChiliTV has entered the [Polish market at the beginning of 2015](#) (at the same time it has entered the Austrian market but having been operating in Germany before, the service might have secured some of the same film titles for the Austrian market), and this is seen in the fact that the Polish catalogue has the smallest amount of films in the catalogue and the more recent share of films, with

35% having less than 5 years.

4.2.3 SF Anytime

Table 14 SF Anytime – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: **SF Anytime**

Type: **VOD**

Coverage: **DK, FI, SE**

		Pan-European AVG		DK		FI		SE	
All films		4 128		4 150		3 722		4 513	
Breakdown by Region of Origin*	European	1 220	30%	1 160	29%	1 024	28%	1 475	33%
	EU 28	1 158	29%	1 103	27%	968	27%	1 404	32%
	National	158	4%	70	2%	65	2%	340	8%
	Non-European	2 814	70%	2 891	71%	2 585	72%	2 967	67%
	US	2 405	60%	2 471	61%	2 226	62%	2 519	57%
	Others	409	10%	420	10%	359	10%	448	10%
Breakdown by Age of Production	[0-2[515	12%	536	13%	481	13%	528	12%
	[2-5[1 264	31%	1 271	31%	1 164	31%	1 356	30%
	[5-10[1 417	34%	1 420	34%	1 288	35%	1 543	34%
	[10-20[621	15%	623	15%	533	14%	706	16%
	>20	312	8%	300	7%	256	7%	380	8%

*the films for which we had country of origin data available

Source: *OBS Research on VoD catalogues October 2015*

SF Anytime has on average 29% of EU films in its 3 Nordics catalogues. The share for non-European films is around 70% and films produced in the US represented 60% on average of films in the catalogues. The only main difference between the catalogues concerns the share of national films, which represented 8% in the Swedish catalogue and only 2% in the Danish and Finnish catalogues. As for CMORE, SF Anytime is owned by Bonnier a Swedish media group which could explain the higher share of national films in the Swedish catalogue.

Films are recent, with 43% of films having less than 5 years on average. The share of films older than 10 years is only around 23% on average, showing that SF Anytime is mostly selling and renting more recent films than the other pan-European services observed before.

4.2.4 Wuaki.tv

Table 15 Wuaki – Catalogue by country: Region of origin and Age of films – in figures and %

Pan-European service: **Wuaki**
Type: **VOD**
Coverage: **AT, DE, ES, FR, GB, IE, IT**

		All films	Pan-European AVG	AT	DE	ES	FR	GB	IE	IT							
			2110	1468	1762	3973	2216	2989	1183	1181							
Breakdown by Region of Origin*	European	571	27%	469	32%	511	29%	1095	28%	864	39%	581	20%	227	19%	248	21%
	EU 28	552	26%	458	31%	499	29%	1057	27%	837	38%	563	19%	214	18%	239	20%
	National	221	11%	4	0%	203	12%	359	9%	508	23%	388	13%	4	0%	79	7%
	Non-European	1518	73%	987	68%	1238	71%	2840	72%	1340	61%	2352	80%	944	81%	925	79%
	US	1387	66%	892	61%	1133	65%	2577	65%	1180	54%	2182	74%	876	75%	867	74%
	Others	131	6%	95	7%	105	6%	263	7%	160	7%	170	6%	68	6%	58	5%
Breakdown by Age of Production	[0-2]	377	18%	335	23%	390	22%	388	10%	392	18%	656	22%	230	19%	251	21%
	[2-5]	483	23%	390	27%	447	25%	761	19%	498	22%	748	25%	268	23%	268	23%
	[5-10]	472	22%	339	23%	385	22%	994	25%	540	24%	569	19%	227	19%	253	21%
	[10-20]	430	20%	236	16%	307	17%	1048	26%	414	19%	556	19%	233	20%	213	18%
	>20	348	16%	168	11%	233	13%	782	20%	372	17%	459	15%	225	19%	196	17%

*the films for which we had country of origin data available

Source: OBS Research on VoD catalogues October 2015

On average, the share of EU film represented 26% of films in the catalogues of wuaki.tv across the 6 EU countries. The French catalogue boosts the higher share of EU films (38%) and national films (23%). Films in the wuaki.tv catalogues are recent with 41% of films having less than 5 years. The Spanish catalogue has the smallest share of recent films (only 10% of films produced the past 2 years) but this could also be explained by the fact that the Spanish catalogue has the most movies overall with 3 973 film titles matched to their country of origin. Wuaki.tv being a Spanish service which expanded to other EU countries only later on, the service might have secured more films for its Spanish service.

4.3 Overview of averages for catalogues of pan-European VoD and SVoD services

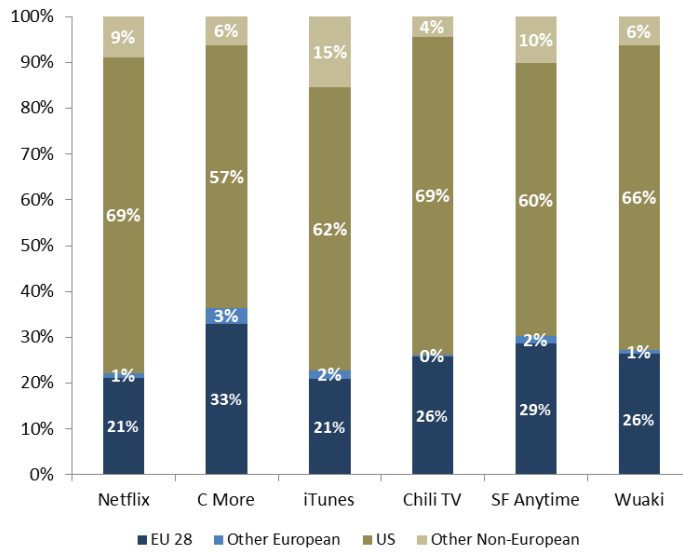
Table 16 Overview of Pan-European VoD and SVoD services – Catalogue Averages: Region of origin and Age of films – in figures and %

		All films	Netflix	cMore	iTunes	Chili TV	SF Anytime	Wuaki					
			1151	1 238	3 381	2 004	4 128	2110					
Breakdown by Region of Origin*	European	254	22%	446	36%	732	23%	523	26%	1 220	30%	571	27%
	EU 28	241	21%	406	33%	672	21%	515	26%	1 158	29%	552	26%
	National	65	6%	71	6%	149	5%	221	11%	158	4%	221	11%
	Non-European	887	78%	782	64%	2 476	77%	1 469	74%	2 814	70%	1518	73%
	US	785	69%	706	57%	1 985	62%	1 381	69%	2 405	60%	1387	66%
	Others	102	9%	77	6%	492	15%	88	4%	409	10%	131	6%
Breakdown by Age of Production	[0-2]	68	6%	76	6%	383	11%	226	11%	515	12%	377	18%
	[2-5]	254	22%	139	11%	819	24%	371	19%	1 264	31%	483	23%
	[5-10]	359	31%	309	25%	690	20%	499	25%	1 417	34%	472	22%
	[10-20]	328	28%	551	45%	617	18%	468	23%	621	15%	430	20%
	>20	142	12%	162	13%	872	26%	439	22%	312	8%	348	16%

*the films for which we had country of origin data available

Source: OBS Research on VoD catalogues October 2015

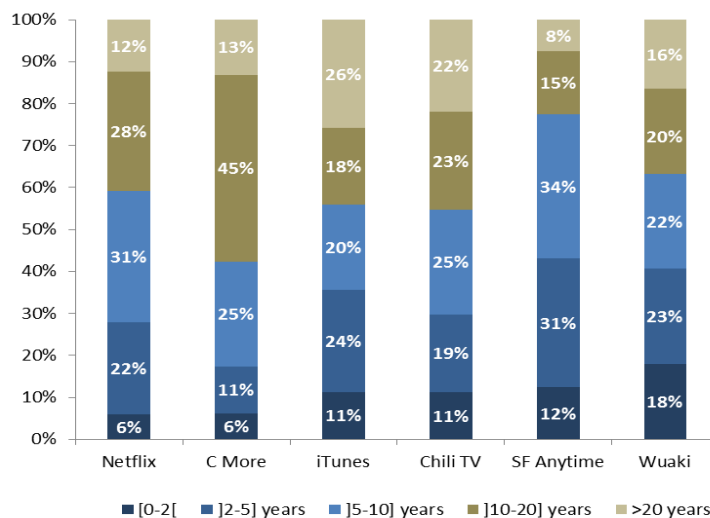
Figure 7 Overview of Pan-European VoD and SVoD services – Catalogue Averages: Region of origin – in %



Source: OBS Research on VoD catalogues October 2015

The overview shows that, on average, Netflix and iTunes have the smallest share of EU films in their catalogues with 21%. The highest share for EU films is obtained by the Nordic services CMore and SF Anytime, with respectively 33% and 29%. On the other hand, US films take the highest share with 69% on average in the catalogues of Netflix and ChiliTV. The share of US films in the observed catalogues represent between 57% and 69% on average. ChiliTV and WuakiTV are the services which have on average the highest share for national films, with 11%. The other pan-European services have a share of national films which represent between 4% and 6% of the catalogues on average but as seen above with significant differences among the country catalogues.

Figure 8 Overview of Pan-European VoD and SVoD services – Catalogue Averages: Age of films – in %



Source: OBS Research on VoD catalogues October 2015

VoD services have the more recent films in their catalogues compared to SVoD services, with share of films younger than 5 years comprised between 30% and 43%. C More has the oldest film on average in its catalogues with 58% of films having more than 10 years; SF Anytime has the lowest share of films older than 10 years in its catalogues with 23%. SF Anytime and wuaki.tv are the services with the highest share of films younger than 5 years, with respectively 43% and 41%.

5 Pan-European catalogues of pan-European VoD and SVoD services by unique film titles

The aim of this chapter is to present the variety of a catalogue of a pan-European service. Film titles are only counted once even if they are present in more than one catalogue. It gives the “overall” catalogue structure of a pan-European service if it could offer all its films in all countries where the service is operating in. However, these figures should be interpreted with care as they are not representative of a market reality, as it was the case for unique film catalogues figures before.

5.1 SVoD services – pan-European catalogue in unique film titles

Table 17 Pan-European catalogue of pan-European SVoD services, unique film titles, in figures and %

Netflix Catalogue (unique films)						
4 377						
Breakdown by Region of Origin (films where variable was identified)						
4 339						
European				Non-European		
1 199				3 140		
28%				72%		
EU 28		National		US		Others
1 146	26%	518	12%	2 707	62%	433 10%
Breakdown by Age of Production (films where variable was identified)						
4 377						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 377	6%	23%	29%	26%	16%
European	1 199	4%	28%	36%	24%	8%
EU 28	1 146	4%	28%	35%	24%	9%
National	518	6%	24%	33%	26%	11%
Non-European	3 140	6%	21%	27%	27%	19%
US	2 707	6%	20%	26%	27%	20%

C More Catalogue (unique films)						
1 389						
Breakdown by Region of Origin (films where variable was identified)						
1 376						
European				Non-European		
535				841		
39%				61%		
EU 28		National		US		Others
482	35%	212	15%	758	55%	83 6%
Breakdown by Age of Production (films where variable was identified)						
1 389						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 389	6%	11%	24%	44%	15%
European	535	5%	13%	23%	37%	22%
EU 28	482	5%	13%	25%	37%	20%
National	212	3%	15%	18%	33%	30%
Non-European	841	7%	10%	25%	48%	10%
US	758	7%	10%	24%	48%	11%

Source: OBS Research on VoD catalogues October 2015

5.2 VoD services – pan-European catalogue in unique film titles

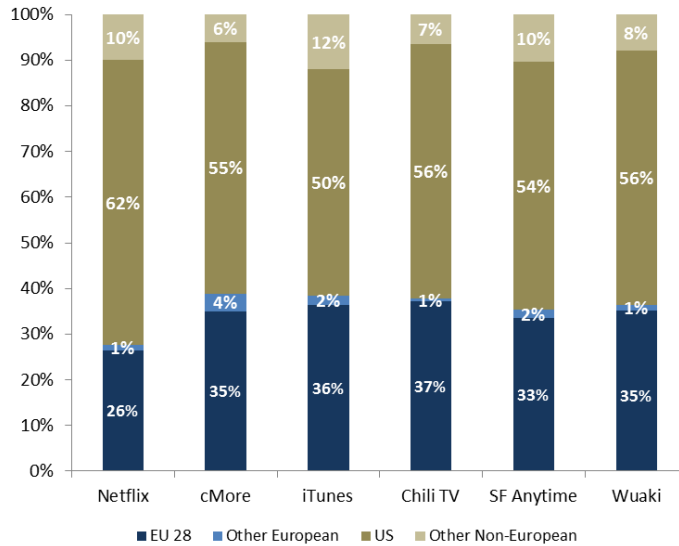
Table 18 Pan-European catalogue of pan-European VoD services, unique film titles, in figures and %

iTunes Catalogue (unique films)										
15 999										
Breakdown by Region of Origin (films where variable was identified)										
15 456 97%										
European					Non-European					
5 938 38%					9 518 62%					
EU 28		National			US		Others			
5 619	36%	3 715	24%	7 667	50%	1 851	12%			
Breakdown by Age of Production (films where variable was identified)										
15 999 100%										
	#	Age brackets (years)								
		[0-2[[2-5[[5-10[[10-20[>20				
All films	15 999	11%	25%	22%	17%	25%				
European	5 938	12%	28%	23%	14%	22%				
EU 28	5 619	12%	28%	23%	14%	23%				
National	3 715	13%	27%	22%	14%	24%				
Non-European	9 518	9%	23%	21%	19%	28%				
US	7 667	8%	20%	20%	21%	31%				
Chilli TV Catalogue (unique films)										
5 565										
Breakdown by Region of Origin (films where variable was identified)										
5 512 99%										
European					Non-European					
2 080 38%					3 432 62%					
EU 28		National			US		Others			
2 046	37%	1 106	20%	3 071	56%	361	7%			
Breakdown by Age of Production (films where variable was identified)										
5 565 100%										
	#	Age brackets (years)								
		[0-2[[2-5[[5-10[[10-20[>20				
All films	5 565	10%	20%	24%	23%	23%				
European	2 080	9%	22%	22%	19%	28%				
EU 28	2 046	9%	22%	22%	19%	28%				
National	1 106	9%	22%	18%	13%	38%				
Non-European	3 432	10%	18%	25%	26%	20%				
US	3 071	10%	18%	25%	26%	21%				
Sfanytime_Catalogue (unique films)										
5 021										
Breakdown by Region of Origin (films where variable was identified)										
4 857 97%										
European					Non-European					
1 716 35%					3 141 65%					
EU 28		National			US		Others			
1 627	33%	474	10%	2 642	54%	499	10%			
Breakdown by Age of Production (films where variable was identified)										
5 021 100%										
	#	Age brackets (years)								
		[0-2[[2-5[[5-10[[10-20[>20				
All films	5 021	12%	30%	34%	16%	9%				
European	1 716	11%	31%	31%	16%	11%				
EU 28	1 627	11%	30%	31%	16%	12%				
National	474	11%	25%	20%	22%	22%				
Non-European	3 141	13%	30%	34%	16%	7%				
US	2 642	13%	30%	34%	16%	7%				
Wuaki_Catalogue (unique films)										
6 825										
Breakdown by Region of Origin (films where variable was identified)										
6 717 98%										
European					Non-European					
2 444 36%					4 273 64%					
EU 28		National			US		Others			
2 369	35%	1 545	23%	3 740	56%	533	8%			
Breakdown by Age of Production (films where variable was identified)										
6 825 100%										
	#	Age brackets (years)								
		[0-2[[2-5[[5-10[[10-20[>20				
All films	6 825	15%	23%	23%	21%	18%				
European	2 444	18%	26%	24%	16%	15%				
EU 28	2 369	18%	26%	24%	17%	16%				
National	1 545	22%	26%	21%	16%	15%				
Non-European	4 273	14%	21%	23%	24%	19%				
US	3 740	13%	20%	22%	24%	21%				

Source: OBS Research on VoD catalogues October 2015

5.3 Overview of catalogues by unique film titles for pan-European VoD and SVoD services: region of origin and age of films

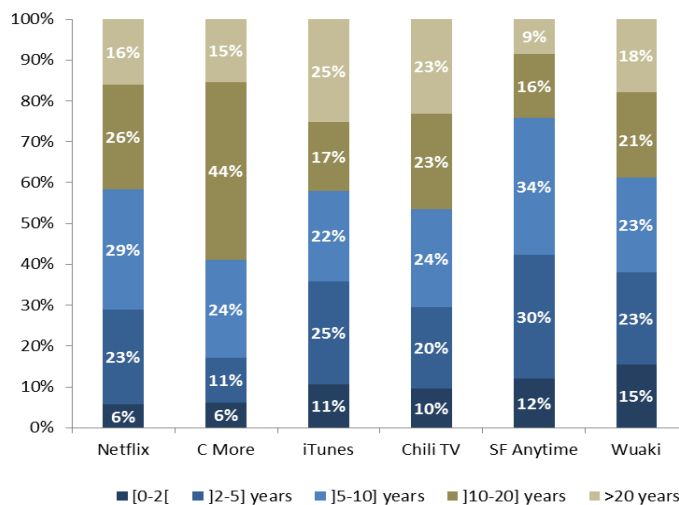
Figure 9 Overview of Pan-European VoD and SVoD services – Unique film titles: Region of origin – in %



Source: OBS Research on VoD catalogues October 2015

Compared to the cumulative figures and averages, it appears again that the share of EU films is higher than when film titles are counted by occurrence, suggesting again that EU films circulate less than international films on the selected VoD services across the EU. VoD and SVoD services seem to include EU films and national films for their country catalogues in specific countries, thus adapting to country tastes or handling with different licences. US films, which shares are comprised between 50% and 62%, are circulating more when compared to the cumulative figures where they made up between 57% and 69% of film catalogues.

Figure 10 Overview of Pan-European VoD and SVoD services – Unique film titles: Age of films – in %



Source: OBS Research on VoD catalogues October 2015

Top 10 film presence in VoD catalogues

6 Top 10 film rankings in catalogues of the selected 75 VoD services: films in more than 40 catalogues

Table 19 Top 10 film rankings in VoD catalogues analysed

Rank	No. of VOD catalogues in which the title is present	Film	Year of Production	Countries of Origin
1	50	American Sniper	2014	US
	50	Run All Night	2015	US
2	49	Furious Seven	2015	US / JP / CN
3	48	Horrible Bosses 2	2014	US
4	47	Inherent Vice	2014	US
	47	Seventh Son	2015	US / GB / CA / CN
5	46	Get Smart	2008	US
	46	Journey 2: The Mysterious Island	2012	US
	46	Prince of Persia: The Sands of Time	2010	US / GB
	46	The Fast and the Furious	2001	US / DE
	46	Valentine's Day	2010	US
6	45	Changeling	2008	US
	45	Chappie	2015	US / MX
	45	Harry Potter and the Goblet of Fire	2005	GB INC / US
	45	Mad Max: Fury Road	2015	AU / US
	45	Night at the Museum: Secret of the Tomb	2014	US
	45	Pirates of the Caribbean: Dead Man's Chest	2006	US
7	44	Project X	2012	US
	44	300: Rise of an Empire	2014	US
	44	Cars	2006	US
	44	Edge of Tomorrow	2014	US
	44	Tangled	2010	US
8	44	TRON: Legacy	2010	US
	44	Up	2009	US
	43	Beyond the Lights	2014	US
	43	Charlie and the Chocolate Factory	2005	US / GB INC
	43	Cinderella	2015	US / GB
	43	Interstellar	2014	US / GB
	43	National Treasure	2004	US
	43	Ouija	2014	US
	43	Pirates of the Caribbean: At World's End	2007	US
	43	Rock of Ages	2012	US
9	43	Sucker Punch	2011	US / CA
	43	Ted	2012	US
	43	V for Vendetta	2006	GB INC / DE / US
	42	Alice in Wonderland	2010	US
	42	Annabelle	2014	US
	42	Big Hero 6	2014	US
	42	Body of Lies	2008	US
	42	Cars 2	2011	US
	42	Dolphin Tale 2	2014	US
	42	E.T. the Extra-Terrestrial	1982	US
	42	Exodus: Gods and Kings	2014	US / GB INC / ES
	42	Gone in Sixty Seconds	2000	US
10	42	Happy Feet Two	2011	AU
	42	Red Riding Hood	2011	US / CA
	42	Surrogates	2009	US
	42	The Fast and the Furious: Tokyo Drift	2006	US
	41	Bolt	2008	US
	41	Boyhood	2014	US
	41	Despicable Me: Minion Madness	2010	US
	41	Fast & Furious	2009	US
	41	Forgetting Sarah Marshall	2008	US
	41	G.I. Joe: The Rise of Cobra	2009	US / CZ
	41	Gladiator	2000	US
	41	Harry Potter and the Prisoner of Azkaban	2004	GB INC / US
	41	Mr. Popper's Penguins	2011	US
	41	No Way Jose	2015	US
	41	Ocean's Twelve	2004	US / AU
	41	Pacific Rim: Jaeger Pilot Oculus Rift Experience	2013	US
	41	Rise of the Planet of the Apes	2011	US
41	The Lego Movie	2014	US / AU / DK	
41	Unbroken	2014	US	

Source: OBS Research on VoD catalogues October 2015

Results for selected VoD and SVoD services by country

7 AT – Austria: Results for selected VoD and SVoD services

Table 20 AT – ChiliTV

AT_Chili_Catalogue (total films)						
1 594						
Breakdown by Region of Origin (films where variable was identified)						
1 574 99%						
European				Non-European		
288 18%				1 286 82%		
EU 28	National		US	Others		
285	18%	72	5%	1 258	80%	28 2%
Breakdown by Age of Production (films where variable was identified)						
1 594 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 594	13%	17%	25%	23%	23%
European	288	11%	20%	28%	19%	22%
EU 28	285	11%	19%	28%	19%	22%
National	72	8%	28%	24%	28%	13%
Non-European	1 286	13%	16%	24%	24%	22%
US	1 258	12%	16%	25%	24%	22%

Source: OBS Research on VoD catalogues October 2015

Table 21 AT – Flimmit

AT_Flimmit_Catalogue --total films--						
1 412						
Breakdown by Region of Origin (films where variable was identified)						
1 152 82%						
European				Non-European		
852 74%				300 26%		
EU 28	National		US	Others		
781	68%	217	19%	186	16%	114 10%
Breakdown by Age of Production (films where variable was identified)						
1 412 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 412	6%	26%	32%	23%	13%
European	852	7%	29%	30%	22%	12%
EU 28	781	7%	28%	29%	22%	13%
National	217	5%	21%	27%	31%	16%
Non-European	300	5%	19%	38%	20%	18%
US	186	3%	20%	39%	16%	22%

Source: OBS Research on VoD catalogues October 2015

Table 22 AT – iTunes

AT_iTunes_Catalogue --total films--						
5 462						
Breakdown by Region of Origin (films where variable was identified)						
5 293 97%						
European				Non-European		
1 811 34%				3 482 66%		
EU 28	National		US	Others		
1 696	32%	108	2%	2 719	51%	763 14%
Breakdown by Age of Production (films where variable was identified)						
5 462 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	5 462	10%	24%	23%	19%	24%
European	1 811	9%	29%	26%	15%	20%
EU 28	1 696	9%	28%	26%	16%	21%
National	108	4%	31%	23%	20%	22%
Non-European	3 482	10%	21%	22%	21%	27%
US	2 719	8%	17%	20%	23%	31%

Source: OBS Research on VoD catalogues October 2015

Table 23 AT – Netflix

AT_Netflix_Catalogue --total films--						
982						
Breakdown by Region of Origin (films where variable was identified)						99%
European 248			Non-European 724			
26%			74%			
EU 28	National		US	Others		
236	24%	0	0%	643	66%	81
						8%

Breakdown by Age of Production (films where variable was identified)						100%
982						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	982	3%	27%	33%	26%	11%
European	248	1%	37%	38%	19%	5%
EU 28	236	1%	36%	38%	20%	5%
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	724	4%	23%	31%	28%	13%
US	643	4%	22%	29%	30%	15%

Source: OBS Research on VoD catalogues October 2015

Table 24 AT – Wuaki.tv

AT_Wuaki_Catalogue --total films--						
1 468						
Breakdown by Region of Origin (films where variable was identified)						99%
European 469			Non-European 987			
32%			68%			
EU 28	National		US	Others		
458	31%	4	0%	892	61%	95
						7%

Breakdown by Age of Production (films where variable was identified)						100%
1 468						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 468	23%	27%	23%	16%	11%
European	469	24%	30%	25%	14%	7%
EU 28	458	24%	31%	24%	14%	7%
National	4	50%	50%	0%	0%	0%
Non-European	987	22%	25%	22%	17%	14%
US	892	21%	24%	23%	18%	14%

Source: OBS Research on VoD catalogues October 2015

Table 25 AT - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
AT	allflixs (Netflix Austria)	201509281809	1098	993	90%
AT	Flimmit	201509071211	2120	1427	67%
AT	Chili.TV Austria	201509232357	1658	1610	97%
AT	iTunes Austria	201509231843	7852	5598	71%
AT	wuaki.tv Austria	201510141838	1535	1490	97%

Source: OBS Research on VoD catalogues October 2015

8 BE – Belgium: Results for selected VoD services

Table 26 BE – iTunes

BE_iTunes_Catalogue --total films--						
4 596						
Breakdown by Region of Origin (films where variable was identified)						
4 448 97%						
European			Non-European			
1 389 31%			3 059 69%			
EU 28	National		US	Others		
1 309	29%	49 1%	2 429	55%	630	14%

Breakdown by Age of Production (films where variable was identified)						
4 596 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 596	12%	27%	19%	16%	26%
European	1 389	13%	29%	19%	11%	28%
EU 28	1 309	13%	28%	18%	12%	29%
National	49	18%	41%	31%	8%	2%
Non-European	3 059	11%	25%	19%	19%	26%
US	2 429	8%	21%	19%	22%	30%

Source: OBS Research on VoD catalogues October 2015

Table 27 BE – Skynet

BE_Skynet_Catalogue --total films--						
758						
Breakdown by Region of Origin (films where variable was identified)						
754 99%						
European			Non-European			
298 40%			456 60%			
EU 28	National		US	Others		
286	38%	30 4%	415	55%	41	5%

Breakdown by Age of Production (films where variable was identified)						
758 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	758	25%	27%	27%	17%	4%
European	298	28%	33%	24%	11%	4%
EU 28	286	28%	32%	25%	11%	4%
National	30	30%	50%	20%	0%	0%
Non-European	456	22%	24%	29%	21%	5%
US	415	21%	23%	29%	22%	5%

Source: OBS Research on VoD catalogues October 2015

Table 28 BE – Universciné Belgique

BE_Universcine_Catalogue --total films--						
1 743						
Breakdown by Region of Origin (films where variable was identified)						
1 658 95%						
European			Non-European			
1 133 68%			525 32%			
EU 28	National		US	Others		
1 059	64%	160 10%	288	17%	237	14%

Breakdown by Age of Production (films where variable was identified)						
1 743 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 743	5%	21%	37%	23%	14%
European	1 133	5%	23%	37%	22%	13%
EU 28	1 059	5%	23%	37%	23%	13%
National	160	6%	29%	34%	19%	11%
Non-European	525	5%	15%	38%	27%	15%
US	288	5%	14%	38%	27%	16%

Source: OBS Research on VoD catalogues October 2015

Table 29 BE - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
BE	iTunes Belgium	201509230909	7157	5125	72%
BE	Proximus TV Belgacom	201509101617	879	769	87%
BE	Universciné Belgique	201509111422	2097	1755	84%

Source: OBS Research on VoD catalogues October 2015

9 BG – Bulgaria: Results for selected VoD services

Table 30 BG – iTunes

BG_iTunes_Catalogue --total films--							
2 334							
Breakdown by Region of Origin (films where variable was identified)							
2 151				92%			
European		Non-European					
286		1 865					
13%		87%					
EU 28		National		US		Others	
246	11%	1	0%	1 438	67%	427	20%

Breakdown by Age of Production (films where variable was identified)						
2 334						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 334	12%	23%	19%	20%	26%
European	286	18%	26%	19%	18%	20%
EU 28	246	14%	27%	17%	20%	22%
National	1	100%	0%	0%	0%	0%
Non-European	1 865	11%	20%	18%	22%	29%
US	1 438	7%	16%	19%	25%	33%

Source: OBS Research on VoD catalogues October 2015

Table 31 BG – Voyo

BG_Voyo_Catalogue --total films--							
202							
Breakdown by Region of Origin (films where variable was identified)							
201				100%			
European		Non-European					
88		113					
44%		56%					
EU 28		National		US		Others	
80	40%	1	0%	98	49%	15	7%

Breakdown by Age of Production (films where variable was identified)						
202						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	202	4%	34%	51%	9%	1%
European	88	2%	35%	52%	9%	1%
EU 28	80	3%	35%	54%	9%	0%
National	1	0%	0%	100%	0%	0%
Non-European	113	6%	33%	51%	9%	1%
US	98	7%	32%	52%	8%	1%

Source: OBS Research on VoD catalogues October 2015

Table 32 BG - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
BG	iTunes Bulgaria	201509221810	4394	2362	54%
BG	Voyo Bulgaria	201509101639	388	218	56%

Source: OBS Research on VoD catalogues October 2015

10 CY – Cyprus: Results for selected VoD services

Table 33 CY - iTunes

CY_iTunes_Catalogue --total films--																																																																												
2 368																																																																												
<table border="1"> <thead> <tr> <th colspan="7">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <th colspan="7">2 175</th> </tr> <tr> <th colspan="4">European</th> <th colspan="3">Non-European</th> </tr> <tr> <th colspan="2">290</th> <th colspan="2">13%</th> <th colspan="3">1 885</th> </tr> <tr> <th>EU 28</th> <th>National</th> <th colspan="2"></th> <th>US</th> <th colspan="2">Others</th> </tr> <tr> <td>246</td> <td>11%</td> <td>0</td> <td>0%</td> <td>1 460</td> <td>67%</td> <td>425 20%</td> </tr> </thead> </table>							Breakdown by Region of Origin (films where variable was identified)							2 175							European				Non-European			290		13%		1 885			EU 28	National			US	Others		246	11%	0	0%	1 460	67%	425 20%																												
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US	1 460	8%	17%	20%	23%	32%																																																																						

Source: OBS Research on VoD catalogues October 2015

Table 34 CY - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHMM)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
CY	iTunes Cyprus	201509221810	4390	2427	55%

Source: OBS Research on VoD catalogues October 2015

11 CZ – Czech Republic: Results for selected VoD services

Table 35 CZ - iTunes

CZ_iTunes_Catalogue --total films--						
2 637						
Breakdown by Region of Origin (films where variable was identified)						
2 444				93%		
European			Non-European			
364			2 080			
15%			85%			
EU 28		National		US		Others
322	13%	45	2%	1 630	67%	450 18%

Breakdown by Age of Production						
(films where variable was identified)						
2 637						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 637	13%	23%	20%	20%	24%
European	364	19%	28%	19%	17%	16%
EU 28	322	17%	29%	18%	18%	18%
National	45	36%	29%	18%	11%	7%
Non-European	2 080	11%	21%	19%	21%	27%
US	1 630	7%	17%	20%	25%	31%

Source: OBS Research on VoD catalogues October 2015

Table 36 CZ – O2TV

CZ_O2tv_Catalogue --total films--						
433						
Breakdown by Region of Origin (films where variable was identified)						
433				100%		
European			Non-European			
122			311			
28%			72%			
EU 28		National		US		Others
117	27%	26	6%	300	69%	11 3%

Breakdown by Age of Production						
(films where variable was identified)						
433						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	433	18%	20%	34%	25%	3%
European	122	25%	42%	20%	7%	5%
EU 28	117	26%	40%	21%	8%	5%
National	26	69%	15%	4%	8%	4%
Non-European	311	14%	12%	39%	32%	3%
US	300	15%	11%	39%	32%	3%

Source: OBS Research on VoD catalogues October 2015

Table 37 CZ – Voyo

CZ_Voyo_Catalogue --total films--						
1 240						
Breakdown by Region of Origin (films where variable was identified)						
1 222				99%		
European			Non-European			
636			586			
52%			48%			
EU 28		National		US		Others
623	51%	263	22%	374	31%	212 17%

Breakdown by Age of Production						
(films where variable was identified)						
1 240						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 240	4%	21%	38%	12%	25%
European	636	5%	25%	33%	10%	28%
EU 28	623	4%	24%	33%	10%	28%
National	263	7%	19%	21%	13%	40%
Non-European	586	3%	18%	44%	14%	21%
US	374	3%	23%	55%	14%	5%

Source: OBS Research on VoD catalogues October 2015

Table 38 CZ - Megagogo

CZ_Megagogo_Catalogue --total films--						
73						
Breakdown by Region of Origin (films where variable was identified)						
66				90%		
European			Non-European			
65			1			
98%			2%			
EU 28		National		US		Others
0	0%	0	0%	0	0%	1 2%

Breakdown by Age of Production						
(films where variable was identified)						
73						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	73	0%	0%	1%	1%	97%
European	65	0%	0%	2%	2%	97%
EU 28	0	N/A	N/A	N/A	N/A	N/A
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	1	0%	0%	0%	0%	100%
US	0	N/A	N/A	N/A	N/A	N/A

Source: OBS Research on VoD catalogues October 2015

Table 39 CZ - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
CZ	iTunes Czech Republic	201509231843	4844	2704	56%
CZ	Megagogo Czech Republic	201510011838	1103	74	7%
CZ	O2 Videotéka	201509111442	515	440	85%
CZ	Voyo Czech	201509111403	1502	1246	83%

Source: OBS Research on VoD catalogues October 2015

12 DE – Germany: Results for selected VoD and SVoD services

Table 40 DE - ChiliTV

DE_Chili_Catalogue --total films--						
1 516						
Breakdown by Region of Origin (films where variable was identified)						
1 512 100%						
European				Non-European		
240 16%				1 272 84%		
EU 28		National		US		Others
238	16%	71	5%	1 245	82%	27 2%

Breakdown by Age of Production (films where variable was identified)						
1 516 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 516	13%	16%	25%	23%	23%
European	240	13%	15%	28%	18%	26%
EU 28	238	13%	15%	28%	18%	26%
National	71	21%	28%	39%	11%	0%
Non-European	1 272	13%	16%	25%	24%	22%
US	1 245	12%	16%	25%	25%	22%

Source: OBS Research on VoD catalogues October 2015

Table 41 DE - iTunes

DE_iTunes_Catalogue --total films--						
5 524						
Breakdown by Region of Origin (films where variable was identified)						
5 379 97%						
European				Non-European		
1 921 36%				3 458 64%		
EU 28		National		US		Others
1 779	33%	607	11%	2 923	54%	535 10%

Breakdown by Age of Production (films where variable was identified)						
5 524 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	5 524	9%	24%	25%	19%	24%
European	1 921	10%	30%	26%	14%	19%
EU 28	1 779	9%	29%	26%	15%	20%
National	607	11%	30%	25%	15%	19%
Non-European	3 458	8%	21%	23%	22%	26%
US	2 923	8%	19%	21%	23%	30%

Source: OBS Research on VoD catalogues October 2015

Table 42 DE - Maxdome

DE_Maxdome_Catalogue --total films--						
6 933						
Breakdown by Region of Origin (films where variable was identified)						
6 841 99%						
European				Non-European		
2 254 33%				4 587 67%		
EU 28		National		US		Others
2 096	31%	813	12%	3 756	55%	831 12%

Breakdown by Age of Production (films where variable was identified)						
6 933 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	6 933	8%	23%	29%	22%	18%
European	2 254	6%	24%	32%	20%	17%
EU 28	2 096	7%	24%	31%	21%	17%
National	813	7%	24%	32%	23%	13%
Non-European	4 587	8%	22%	28%	23%	19%
US	3 756	8%	20%	26%	24%	21%

Source: OBS Research on VoD catalogues October 2015

Table 43 DE - Netflix

DE_Netflix_Catalogue --total films--						
1 007						
Breakdown by Region of Origin (films where variable was identified)						
997 99%						
European				Non-European		
267 27%				730 73%		
EU 28		National		US		Others
254	25%	62	6%	642	64%	88 9%

Breakdown by Age of Production (films where variable was identified)						
1 007 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 007	3%	27%	33%	25%	11%
European	267	1%	39%	38%	17%	5%
EU 28	254	1%	37%	38%	18%	5%
National	62	3%	35%	37%	23%	2%
Non-European	730	4%	23%	31%	29%	13%
US	642	4%	22%	29%	31%	15%

Table 44 DE – Sky Snap

DE_Skynap_Catalogue --total films--							
1 035							
Breakdown by Region of Origin (films where variable was identified)							
1 034 100%							
European			Non-European				
235			799				
23%			77%				
EU 28	National		US	Others			
231	22%	22	2%	755	73%	44	4%

Breakdown by Age of Production (films where variable was identified)						
1 035 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1035	0%	6%	23%	31%	39%
European	235	0%	9%	31%	24%	37%
EU 28	231	0%	8%	31%	24%	37%
National	22	0%	14%	41%	32%	14%
Non-European	799	0%	6%	21%	33%	40%
US	755	0%	5%	21%	33%	41%

Source: OBS Research on VoD catalogues October 2015

Table 45 DE – Videoland

DE_Videoland_Catalogue --total films--							
1 435							
Breakdown by Region of Origin (films where variable was identified)							
1 419 99%							
European			Non-European				
293			1 126				
21%			79%				
EU 28	National		US	Others			
266	19%	61	4%	882	62%	244	17%

Breakdown by Age of Production (films where variable was identified)						
1 435 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1435	11%	29%	25%	18%	17%
European	293	11%	37%	27%	10%	15%
EU 28	266	11%	36%	28%	10%	15%
National	61	15%	38%	26%	7%	15%
Non-European	1 126	11%	27%	24%	20%	18%
US	882	10%	24%	23%	23%	19%

Source: OBS Research on VoD catalogues October 2015

Table 46 DE – Wuaki.tv

DE_Wuaki_Catalogue --total films--							
1 762							
Breakdown by Region of Origin (films where variable was identified)							
1 749 99%							
European			Non-European				
511			1 238				
29%			71%				
EU 28	National		US	Others			
499	29%	203	12%	1 133	65%	105	6%

Breakdown by Age of Production (films where variable was identified)						
1 762 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1762	22%	25%	22%	17%	13%
European	511	23%	31%	24%	13%	9%
EU 28	499	23%	31%	24%	14%	9%
National	203	20%	32%	29%	14%	5%
Non-European	1 238	21%	23%	21%	19%	15%
US	1 133	20%	23%	21%	20%	16%

Source: OBS Research on VoD catalogues October 2015

Table 47 DE - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
DE	allflixs (Netflix Germany)	201509281809	1122	1020	91%
DE	Chili.TV Germany	201509231924	1612	1529	95%
DE	iTunes Germany	201509231144	7913	5649	71%
DE	Maxdome	201509111614	9840	7115	72%
DE	Sky Snap	201509111649	1167	1040	89%
DE	Videoland	201509111549	1575	1480	94%
DE	wuaki.tv Germany	201510061833	1837	1784	97%

Source: OBS Research on VoD catalogues October 2015

13 DK – Denmark: Results for selected VoD and SVoD services

Table 48 DK – Blockbuster

DK_Blockbuster_Catalogue						
--total films--						
4 435						
Breakdown by Region of Origin (films where variable was identified)						
97%						
European				Non-European		
1 437				2 871		
33%				67%		
EU 28		National		US		Others
1 395	32%	583	14%	2 597	60%	274
				6%		

DK_Blockbuster_Catalogue						
--total films--						
4 435						
Breakdown by Age of Production (films where variable was identified)						
100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	4 435	10%	24%	25%	21%	20%
European	1 437	8%	25%	25%	16%	26%
EU 28	1 395	8%	24%	25%	16%	27%
National	583	6%	11%	17%	18%	47%
Non-European	2 871	10%	24%	25%	24%	17%
US	2 597	10%	22%	25%	25%	18%

Source: OBS Research on VoD catalogues October 2015

Table 49 DK – CMore

DK_C More_Catalogue						
--total films--						
1 171						
Breakdown by Region of Origin (films where variable was identified)						
99%						
European				Non-European		
409				754		
35%				65%		
EU 28		National		US		Others
370	32%	29	2%	679	58%	75
				6%		

DK_C More_Catalogue						
--total films--						
1 171						
Breakdown by Age of Production (films where variable was identified)						
100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	1 171	7%	12%	26%	45%	11%
European	409	6%	15%	26%	37%	16%
EU 28	370	6%	16%	28%	36%	13%
National	29	7%	24%	24%	45%	0%
Non-European	754	7%	10%	26%	49%	8%
US	679	7%	10%	25%	49%	8%

Source: OBS Research on VoD catalogues October 2015

Table 50 DK – iTunes

DK_iTunes_Catalogue						
--total films--						
3 430						
Breakdown by Region of Origin (films where variable was identified)						
94%						
European				Non-European		
730				2 503		
23%				77%		
EU 28		National		US		Others
684	21%	201	6%	2 014	62%	489
				15%		

DK_iTunes_Catalogue						
--total films--						
3 430						
Breakdown by Age of Production (films where variable was identified)						
100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	3 430	13%	24%	19%	18%	25%
European	730	18%	27%	22%	17%	17%
EU 28	684	17%	26%	22%	17%	17%
National	201	13%	22%	31%	20%	13%
Non-European	2 503	12%	22%	17%	20%	29%
US	2 014	8%	19%	17%	23%	33%

Source: OBS Research on VoD catalogues October 2015

Table 51 DK – iTunes

DK_Netflix_Catalogue						
--total films--						
1 454						
Breakdown by Region of Origin (films where variable was identified)						
99%						
European				Non-European		
313				1 130		
22%				78%		
EU 28		National		US		Others
290	20%	49	3%	1 016	70%	114
				8%		

DK_Netflix_Catalogue						
--total films--						
1 454						
Breakdown by Age of Production (films where variable was identified)						
100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	1 454	5%	18%	36%	33%	7%
European	313	1%	22%	47%	29%	1%
EU 28	290	1%	21%	47%	29%	1%
National	49	0%	16%	53%	31%	0%
Non-European	1 130	6%	17%	33%	35%	9%
US	1 016	6%	17%	33%	35%	10%

Source: OBS Research on VoD catalogues October 2015

Table 52 DK – SF Anytime

DK_Sfanytime_Catalogue --total films--						
4 140						
Breakdown by Region of Origin (films where variable was identified)						98%
European			Non-European			
1 159			2 884			71%
29%						
EU 28	National		US	Others		
1 102	27%	70	2%	2 465	61%	419
					10%	
Breakdown by Age of Production (films where variable was identified)						100%
4 140						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 140	13%	31%	34%	15%	7%
European	1 159	13%	31%	34%	14%	8%
EU 28	1 102	12%	32%	34%	14%	8%
National	70	20%	33%	24%	23%	0%
Non-European	2 884	13%	30%	34%	16%	7%
US	2 465	13%	30%	34%	16%	7%

Source: OBS Research on VoD catalogues October 2015

Table 53 DK – YouSeePlay

DK_Youseeplay_Catalogue --total films--						
4 697						
Breakdown by Region of Origin (films where variable was identified)						98%
European			Non-European			
1 528			3 097			67%
33%						
EU 28	National		US	Others		
1 481	32%	600	13%	2 808	61%	289
					6%	
Breakdown by Age of Production (films where variable was identified)						100%
4 697						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 697	10%	23%	26%	22%	20%
European	1 528	10%	24%	24%	15%	27%
EU 28	1 481	9%	24%	24%	15%	28%
National	600	5%	12%	16%	17%	50%
Non-European	3 097	10%	22%	27%	25%	16%
US	2 808	10%	20%	27%	26%	17%

Source: OBS Research on VoD catalogues October 2015

Table 54 DK - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
DK	Blockbuster	201509091522	5474	4579	84%
DK	allflixs (Netflix Denmark)	201509281809	1607	1479	92%
DK	C More Denmark	201509211335	1448	1191	82%
DK	iTunes Denmark	201509221810	5317	3558	67%
DK	SF Anytime Denmark	201510090904	8203	6121	75%
DK	Yousee Play Film	201509111713	5615	4842	86%

Source: OBS Research on VoD catalogues October 2015

14 EE – Estonia: Results for selected VoD services

Table 55 EE - iTunes

EE iTunes_Catalogue --total films--																																																																												
2 627																																																																												
<table border="1"> <thead> <tr> <th colspan="6">Breakdown by Region of Origin (films where variable was identified)</th> <th>93%</th> </tr> <tr> <th colspan="3">European</th> <th colspan="3">Non-European</th> <th></th> </tr> <tr> <th colspan="3">318</th> <th colspan="3">2 117</th> <th>87%</th> </tr> <tr> <th>EU 28</th> <th colspan="2">National</th> <th>US</th> <th colspan="2">Others</th> <th></th> </tr> </thead> <tbody> <tr> <td>257</td> <td>11%</td> <td>1</td> <td>0%</td> <td>1 671</td> <td>69%</td> <td>446 18%</td> </tr> </tbody> </table>							Breakdown by Region of Origin (films where variable was identified)						93%	European			Non-European				318			2 117			87%	EU 28	National		US	Others			257	11%	1	0%	1 671	69%	446 18%																																			
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US	1 671	7%	15%	19%	24%	35%																																																																						

Source: OBS Research on VoD catalogues October 2015

Table 56 EE - Megagogo

EE Megagogo_Catalogue --total films--																																																																												
27																																																																												
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National	0	N/A	N/A	N/A	N/A	N/A																																																																						
Non-European	0	N/A	N/A	N/A	N/A	N/A																																																																						
US	0	N/A	N/A	N/A	N/A	N/A																																																																						

Source: OBS Research on VoD catalogues October 2015

Table 57 EE - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
EE	iTunes Estonia	201509231843	4733	2671	56%
EE	Megagogo Estonia	201509211545	892	27	3%

Source: OBS Research on VoD catalogues October 2015

15 ES – Spain: Results for selected VoD services

Table 58 ES - Filmin

ES_Filmin_Catalogue --total films--																																																																			
1 011																																																																			
<table border="1"> <thead> <tr> <th colspan="6">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <th colspan="6" style="text-align: right;">993</th> </tr> <tr> <th colspan="3">European</th> <th colspan="3">Non-European</th> </tr> <tr> <td colspan="2">620</td> <td>62%</td> <td colspan="3">373</td> <td>38%</td> </tr> <tr> <th>EU 28</th> <th>National</th> <th></th> <th>US</th> <th colspan="2">Others</th> </tr> <tr> <td>601</td> <td>123</td> <td>12%</td> <td>291</td> <td>29%</td> <td>82</td> <td>8%</td> </tr> </thead> </table>		Breakdown by Region of Origin (films where variable was identified)						993						European			Non-European			620		62%	373			38%	EU 28	National		US	Others		601	123	12%	291	29%	82	8%																												
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US	291	3%	12%	19%	12%	55%																																																													

Source: OBS Research on VoD catalogues October 2015

Table 59 ES - iTunes

ES_iTunes_Catalogue --total films--																																																																			
3 014																																																																			
<table border="1"> <thead> <tr> <th colspan="6">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <th colspan="6" style="text-align: right;">2 888</th> </tr> <tr> <th colspan="3">European</th> <th colspan="3">Non-European</th> </tr> <tr> <td colspan="2">569</td> <td>20%</td> <td colspan="3">2 319</td> <td>80%</td> </tr> <tr> <th>EU 28</th> <th>National</th> <th></th> <th>US</th> <th colspan="2">Others</th> </tr> <tr> <td>542</td> <td>112</td> <td>4%</td> <td>2 095</td> <td>73%</td> <td>224</td> <td>8%</td> </tr> </thead> </table>		Breakdown by Region of Origin (films where variable was identified)						2 888						European			Non-European			569		20%	2 319			80%	EU 28	National		US	Others		542	112	4%	2 095	73%	224	8%																												
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US	2 095	6%	18%	22%	24%	30%																																																													

Source: OBS Research on VoD catalogues October 2015

Table 60 ES – Wuaki.tv

ES_Wuaki_Catalogue --total films--																																																																			
3 971																																																																			
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Source: OBS Research on VoD catalogues October 2015

Table 61 ES – Yomvi

ES_Yomvi_Catalogue --total films--																																																																			
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Source: OBS Research on VoD catalogues October 2015

Table 62 ES - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
ES	Filmin	201509281809	1139	1022	90%
ES	iTunes Spain	201509230909	4904	3110	63%
ES	wuaki.tv Spain	201510070906	4061	4009	99%
ES	Yomvi	201509281809	856	796	93%

Source: OBS Research on VoD catalogues October 2015

16 FI – Finland: Results for selected VoD and SVoD services

Table 63 FI - CMore

FI_C More_Catalogue --total films--																																																																										
1 208																																																																										
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Source: OBS Research on VoD catalogues October 2015

Table 64 FI - iTunes

FI_iTunes_Catalogue --total films--																																																																										
3 347																																																																										
<table border="1"> <thead> <tr> <th colspan="7">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <td colspan="7" style="text-align: right;">94%</td> </tr> <tr> <th colspan="3">European</th> <th colspan="4">Non-European</th> </tr> <tr> <td colspan="3">608</td> <td colspan="4">2 537</td> </tr> <tr> <td colspan="3">19%</td> <td colspan="4">81%</td> </tr> <tr> <th>EU 28</th> <th colspan="2">National</th> <th colspan="2">US</th> <th colspan="2">Others</th> </tr> <tr> <td>571</td> <td>18%</td> <td>79</td> <td>3%</td> <td>2 049</td> <td>65%</td> <td>488</td> <td>16%</td> </tr> </thead> </table>							Breakdown by Region of Origin (films where variable was identified)							94%							European			Non-European				608			2 537				19%			81%				EU 28	National		US		Others		571	18%	79	3%	2 049	65%	488	16%																		
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Source: OBS Research on VoD catalogues October 2015

Table 65 FI - Netflix

FI_Netflix_Catalogue --total films--																																																																										
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National	0	N/A	N/A	N/A	N/A	N/A																																																																				
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Source: OBS Research on VoD catalogues October 2015

Table 66 FI - SFAnytime

FI_Sfanytime_Catalogue --total films--																																																																										
3 697																																																																										
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Source: OBS Research on VoD catalogues October 2015

Table 67 FI - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
FI	allflicks (Netflix Finland)	201509281809	675	575	85%
FI	C More Finland	201509281809	1314	1227	93%
FI	iTunes Finland	201509221810	5168	3463	67%
FI	SF Anytime Finland	201510072245	7484	5429	73%

Source: OBS Research on VoD catalogues October 2015

17 FR – France: Results for selected VoD and SVoD services

Table 68 FR - Canalplay

FR_Canalplay_Catalogue --total films--							
828							
Breakdown by Region of Origin (films where variable was identified)							
773 93%							
European				Non-European			
391				382			
51%				49%			
EU 28	National		US	Others			
380	49%	267	35%	335	43%	47	6%

Breakdown by Age of Production (films where variable was identified)						
828 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	828	1%	13%	29%	30%	28%
European	391	0%	11%	31%	32%	26%
EU 28	380	0%	11%	30%	32%	26%
National	267	0%	10%	30%	33%	26%
Non-European	382	0%	12%	24%	31%	32%
US	335	0%	10%	23%	33%	33%

Source: OBS Research on VoD catalogues October 2015

Table 69 FR – Canalplay VoD

FR_Vod.canalplay_Catalogue --total films--							
2 670							
Breakdown by Region of Origin (films where variable was identified)							
2 653 99%							
European				Non-European			
1 164				1 489			
44%				56%			
EU 28	National		US	Others			
1 108	42%	591	22%	1 173	44%	316	12%

Breakdown by Age of Production (films where variable was identified)						
2 670 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 670	12%	30%	28%	16%	14%
European	1 164	14%	33%	25%	14%	13%
EU 28	1 108	14%	33%	25%	14%	14%
National	591	16%	31%	21%	16%	15%
Non-European	1 489	11%	27%	31%	17%	14%
US	1 173	11%	26%	28%	19%	16%

Source: OBS Research on VoD catalogues October 2015

Table 70 FR - iTunes

FR_iTunes_Catalogue --total films--							
4 875							
Breakdown by Region of Origin (films where variable was identified)							
4 804 99%							
European				Non-European			
1 858				2 946			
39%				61%			
EU 28	National		US	Others			
1 759	37%	1 078	22%	2 544	53%	402	8%

Breakdown by Age of Production (films where variable was identified)						
4 875 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 875	9%	23%	22%	19%	27%
European	1 858	11%	26%	23%	14%	26%
EU 28	1 759	10%	25%	23%	14%	27%
National	1 078	11%	23%	21%	15%	30%
Non-European	2 946	7%	21%	21%	22%	28%
US	2 544	6%	18%	21%	24%	31%

Source: OBS Research on VoD catalogues October 2015

Table 71 FR – Netflix

FR_Netflix_Catalogue --total films--							
905							
Breakdown by Region of Origin (films where variable was identified)							
894 99%							
European				Non-European			
280				614			
31%				69%			
EU 28	National		US	Others			
267	30%	153	17%	515	58%	99	11%

Breakdown by Age of Production (films where variable was identified)						
905 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	905	4%	11%	31%	39%	15%
European	280	1%	7%	39%	42%	11%
EU 28	267	1%	7%	37%	43%	12%
National	153	0%	5%	31%	50%	14%
Non-European	614	5%	13%	28%	38%	16%
US	515	5%	13%	25%	39%	17%

Source: OBS Research on VoD catalogues October 2015

Table 72 FR – Universciné France

FR_Universciné_Catalogue --total films--						
2 459						
Breakdown by Region of Origin (films where variable was identified)						98%
European			Non-European			
1 726			689			71%
EU 28	National		US	Others		29%
1 648	68%	995	41%	289	12%	400
				17%		
Breakdown by Age of Production (films where variable was identified)						100%
2 459						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 459	7%	21%	22%	26%	24%
European	1 726	7%	19%	21%	27%	26%
EU 28	1 648	7%	19%	21%	27%	27%
National	995	8%	17%	17%	31%	28%
Non-European	689	6%	25%	22%	26%	20%
US	289	4%	24%	22%	25%	25%

Source: OBS Research on VoD catalogues October 2015

Table 73 FR – Wuaki.tv

FR_Wuaki_Catalogue --total films--						
2 216						
Breakdown by Region of Origin (films where variable was identified)						99%
European			Non-European			
864			1 340			61%
EU 28	National		US	Others		
837	38%	508	23%	1 180	54%	160
				7%		
Breakdown by Age of Production (films where variable was identified)						100%
2 216						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 216	18%	22%	24%	19%	17%
European	864	18%	28%	24%	15%	15%
EU 28	837	18%	27%	24%	16%	15%
National	508	21%	26%	21%	15%	17%
Non-European	1 340	17%	19%	25%	21%	18%
US	1 180	17%	17%	24%	21%	20%

Source: OBS Research on VoD catalogues October 2015

Table 74 FR - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
FR	allflicks (Netflix France)	201509281809	1055	923	87%
FR	CanalPlay (SVoD)	201510151055	1516	841	55%
FR	iTunes France	201509221008	6717	5132	76%
FR	Universciné France	201509231843	2987	2473	83%
FR	CanalPlayVOD	201509281810	3412	2913	85%
FR	wuaki.tv France	201509241205	2331	2246	96%

Source: OBS Research on VoD catalogues October 2015

18 GB – United Kingdom: Results for selected VoD and SVoD services

Table 75 GB - iTunes

GB_iTunes_Catalogue --total films--						
5 270						
Breakdown by Region of Origin (films where variable was identified)						
96%						
European			Non-European			
1 078			3 978			
21%			79%			
EU 28		National	US		Others	
984	19%	551	11%	3 115	62%	863
				17%		

Breakdown by Age of Production (films where variable was identified)						
100%						
5 270						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	5 270	12%	25%	20%	15%	28%
European	1 078	15%	29%	22%	13%	21%
EU 28	984	14%	29%	22%	14%	22%
National	551	14%	23%	21%	14%	28%
Non-European	3 978	11%	23%	18%	17%	31%
US	3 115	9%	20%	17%	18%	35%

Source: OBS Research on VoD catalogues October 2015

Table 76 GB - ChiliTV

GB_Chili_Catalogue --total films--						
1 209						
Breakdown by Region of Origin (films where variable was identified)						
100%						
European			Non-European			
82			1 126			
7%			93%			
EU 28		National	US		Others	
80	7%	59	5%	1 102	91%	24
				2%		

Breakdown by Age of Production (films where variable was identified)						
100%						
1 209						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 209	11%	16%	27%	26%	20%
European	82	17%	16%	30%	24%	12%
EU 28	80	18%	16%	30%	24%	13%
National	59	15%	17%	34%	22%	12%
Non-European	1 126	11%	16%	27%	26%	20%
US	1 102	11%	16%	27%	26%	20%

Source: OBS Research on VoD catalogues October 2015

Table 77 GB - Netflix

GB_Netflix_Catalogue --total films--						
1 710						
Breakdown by Region of Origin (films where variable was identified)						
99%						
European			Non-European			
294			1 402			
17%			83%			
EU 28		National	US		Others	
286	17%	167	10%	1 198	71%	204
				12%		

Breakdown by Age of Production (films where variable was identified)						
100%						
1 710						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 710	11%	27%	18%	19%	25%
European	294	15%	37%	21%	11%	17%
EU 28	286	15%	36%	21%	11%	17%
National	167	17%	31%	22%	12%	19%
Non-European	1 402	10%	25%	18%	20%	27%
US	1 198	9%	23%	17%	21%	29%

Source: OBS Research on VoD catalogues October 2015

Table 78 GB – Wuaki.TV

GB_Wuaki_Catalogue --total films--						
2 989						
Breakdown by Region of Origin (films where variable was identified)						
98%						
European			Non-European			
581			2 352			
20%			80%			
EU 28		National	US		Others	
563	19%	388	13%	2 182	74%	170
				6%		

Breakdown by Age of Production (films where variable was identified)						
100%						
2 989						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 989	22%	25%	19%	19%	15%
European	581	30%	31%	18%	11%	10%
EU 28	563	30%	31%	18%	11%	10%
National	388	28%	30%	19%	13%	10%
Non-European	2 352	19%	23%	19%	21%	17%
US	2 182	18%	22%	20%	22%	18%

Source: OBS Research on VoD catalogues October 2015

Table 79 GB - Curzon Home Cinema

GB_Curzonhomecinema_Catalogue						
--total films--						
525						
Breakdown by Region of Origin (films where variable was identified)						98%
516						
European			Non-European			
338			178			34%
66%						
EU 28	National		US	Others		
319	62%	120	23%	111	22%	67
					13%	
Breakdown by Age of Production (films where variable was identified)						100%
525						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	525	21%	34%	18%	13%	15%
European	338	21%	35%	19%	11%	15%
EU 28	319	19%	34%	19%	12%	15%
National	120	28%	28%	17%	13%	14%
Non-European	178	20%	34%	15%	15%	15%
US	111	18%	33%	13%	20%	16%

Source: OBS Research on VoD catalogues October 2015

Table 80 GB - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
GB	allflixs (Netflix UK)	201509281818	1860	1733	93%
GB	Chili.TV UK	201509232357	1239	1216	98%
GB	Curzon HomeCinema	201510151806	547	533	97%
GB	iTunes UK	201509231843	8132	5344	66%
GB	wuaki.tv UK	201510071825	3109	3029	97%

Source: OBS Research on VoD catalogues October 2015

19 GR – Greece: Results for selected VoD services

Table 81 GR - HOL

GR_Hol_Catalogue --total films--						
713						
Breakdown by Region of Origin (films where variable was identified)						
713						100%
European			Non-European			
138			575			81%
EU 28		National	US		Others	
131	18%	3	0%	530	74%	45
					6%	

GR_Hol_Catalogue --total films--						
713						
Breakdown by Age of Production (films where variable was identified)						
713						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	713	7%	30%	39%	18%	6%
European	138	11%	35%	41%	12%	2%
EU 28	131	10%	35%	41%	11%	2%
National	3	0%	0%	67%	33%	0%
Non-European	575	7%	28%	39%	19%	7%
US	530	7%	28%	38%	20%	7%

Source: OBS Research on VoD catalogues October 2015

Table 82 GR - iTunes

GR_iTunes_Catalogue --total films--						
2 346						
Breakdown by Region of Origin (films where variable was identified)						
2 169						92%
European			Non-European			
273			1 896			87%
EU 28		National	US		Others	
233	11%	1	0%	1 485	68%	411
					19%	

GR_iTunes_Catalogue --total films--						
2 346						
Breakdown by Age of Production (films where variable was identified)						
2 346						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 346	12%	21%	19%	19%	28%
European	273	18%	24%	18%	17%	23%
EU 28	233	14%	24%	17%	19%	26%
National	1	0%	100%	0%	0%	0%
Non-European	1 896	11%	19%	19%	20%	31%
US	1 485	7%	15%	20%	23%	36%

Source: OBS Research on VoD catalogues October 2015

Table 83 GB - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
GR	Hol Video Club	201510021112	1475	718	49%
GR	iTunes Greece	201509221810	4500	2386	53%
GR	Vodo	201510161140	217	9	4%

Source: OBS Research on VoD catalogues October 2015

20 HR - Croatia: Results for selected VoD services

Table 84 HR – BNET

HR_Bnet_Catalogue --total films--						
482						
Breakdown by Region of Origin (films where variable was identified)						
477 99%						
European				Non-European		
402 84%				75 16%		
EU 28		National		US		Others
272	57%	23	5%	56	12%	19 4%

Breakdown by Age of Production (films where variable was identified)						
482 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	482	12%	30%	29%	9%	20%
European	402	12%	31%	31%	6%	19%
EU 28	272	15%	38%	38%	6%	3%
National	23	22%	43%	26%	9%	0%
Non-European	75	11%	25%	20%	20%	24%
US	56	13%	32%	27%	9%	20%

Source: OBS Research on VoD catalogues October 2015

Table 85 HR – MaxTV

HR_Maxtv_Catalogue --total films--						
724						
Breakdown by Region of Origin (films where variable was identified)						
715 99%						
European				Non-European		
235 33%				480 67%		
EU 28		National		US		Others
210	29%	7	1%	413	58%	67 9%

Breakdown by Age of Production (films where variable was identified)						
724 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	724	12%	38%	29%	13%	8%
European	235	14%	44%	28%	9%	6%
EU 28	210	14%	44%	29%	9%	5%
National	7	29%	43%	14%	14%	0%
Non-European	480	11%	35%	30%	15%	10%
US	413	10%	34%	30%	16%	10%

Source: OBS Research on VoD catalogues October 2015

Table 86 HR – Oyo

HR_Oyo_Catalogue --total films--						
240						
Breakdown by Region of Origin (films where variable was identified)						
238 99%						
European				Non-European		
96 40%				142 60%		
EU 28		National		US		Others
45	19%	4	2%	120	50%	22 9%

Breakdown by Age of Production (films where variable was identified)						
240 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	240	4%	30%	40%	8%	18%
European	96	0%	21%	32%	9%	38%
EU 28	45	0%	36%	56%	9%	0%
National	4	0%	50%	50%	0%	0%
Non-European	142	6%	37%	46%	8%	4%
US	120	8%	38%	50%	4%	0%

Source: OBS Research on VoD catalogues October 2015

Table 87 HR - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
HR	Bnet Videoteka	201509291540	576	506	88%
HR	MaxTV	201509291542	1020	741	73%
HR	Oyo	201509291157	270	240	89%

Source: OBS Research on VoD catalogues October 2015

21 HU - Hungary: Results for selected VoD services

Table 88 HU - iTunes

HU_iTunes_Catalogue --total films--						
2 518						
Breakdown by Region of Origin (films where variable was identified)						
2 337					93%	
European			Non-European			
291			2 046		88%	
EU 28		National	US		Others	
264	11%	5	0%	1 607	69%	439
				19%		
Breakdown by Age of Production (films where variable was identified)						
2 518						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 518	10%	21%	20%	21%	28%
European	291	15%	25%	20%	18%	21%
EU 28	264	13%	26%	19%	20%	23%
National	5	0%	40%	0%	60%	0%
Non-European	2 046	10%	19%	19%	22%	31%
US	1 607	6%	14%	19%	25%	35%

Source: OBS Research on VoD catalogues October 2015

Table 89 HU - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
HU	iTunes Hungary	201509221942	4393	2560	58%

Source: OBS Research on VoD catalogues October 2015

22 IE – Ireland: Results for selected VoD services

Table 90 IE - iTunes

IE_iTunes_Catalogue --total films--						
5 148						
Breakdown by Region of Origin (films where variable was identified)						
4 938 96%						
European				Non-European		
1 104 22%				3 834 78%		
EU 28	National		US	Others		
1 003	20%	40	1%	2 961	60%	873 18%
Breakdown by Age of Production (films where variable was identified)						
5 148 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	5 148	12%	26%	19%	16%	27%
European	1 104	15%	29%	24%	13%	19%
EU 28	1 003	13%	29%	23%	14%	21%
National	40	15%	25%	33%	20%	8%
Non-European	3 834	11%	24%	18%	18%	30%
US	2 961	9%	20%	17%	20%	34%

Source: OBS Research on VoD catalogues October 2015

Table 91 IE - Volta

IE_Volta_Catalogue --total films--						
638						
Breakdown by Region of Origin (films where variable was identified)						
632 99%						
European				Non-European		
412 65%				220 35%		
EU 28	National		US	Others		
400	63%	45	7%	131	21%	89 14%
Breakdown by Age of Production (films where variable was identified)						
638 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	638	13%	30%	25%	20%	13%
European	412	12%	28%	25%	22%	14%
EU 28	400	11%	27%	25%	22%	15%
National	45	9%	24%	51%	11%	4%
Non-European	220	15%	35%	25%	16%	9%
US	131	15%	38%	25%	15%	7%

Source: OBS Research on VoD catalogues October 2015

Table 92 IE – Wuaki.tv

IE_Wuaki_Catalogue --total films--						
1 183						
Breakdown by Region of Origin (films where variable was identified)						
1 171 99%						
European				Non-European		
227 19%				944 81%		
EU 28	National		US	Others		
214	18%	4	0%	876	75%	68 6%
Breakdown by Age of Production (films where variable was identified)						
1 183 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	1 183	19%	23%	19%	20%	19%
European	227	29%	33%	18%	10%	11%
EU 28	214	29%	31%	18%	11%	11%
National	4	25%	25%	25%	25%	0%
Non-European	944	17%	20%	20%	22%	21%
US	876	15%	20%	20%	23%	22%

Source: OBS Research on VoD catalogues October 2015

Table 93 IE - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHMM)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
IE	iTunes Ireland	201509230909	7819	5212	67%
IE	Volta	201510011838	670	641	96%
IE	wuaki.tv Ireland	201510150936	1212	1195	99%

Source: OBS Research on VoD catalogues October 2015

23 IT - Italy: Results for selected VoD services

Table 94 IT - iTunes

IT_iTunes_Catalogue --total films--						
3 517						
Breakdown by Region of Origin (films where variable was identified)						
3 367						
European				Non-European		
1 006				2 361		
30%				70%		
EU 28		National		US		Others
979	29%	482	14%	1 979	59%	382 11%

Breakdown by Age of Production (films where variable was identified)						
3 517						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	3 517	10%	25%	22%	17%	25%
European	1 006	11%	28%	21%	12%	27%
EU 28	979	11%	28%	21%	12%	27%
National	482	10%	24%	16%	9%	40%
Non-European	2 361	9%	23%	22%	20%	26%
US	1 979	7%	20%	22%	22%	29%

Source: OBS Research on VoD catalogues October 2015

Table 95 IT - ChiliTV

IT_Chili_Catalogue --total films--						
4 749						
Breakdown by Region of Origin (films where variable was identified)						
4 716						
European				Non-European		
1 866				2 850		
40%				60%		
EU 28		National		US		Others
1 835	39%	879	19%	2 511	53%	339 7%

Breakdown by Age of Production (films where variable was identified)						
4 749						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 749	9%	21%	25%	24%	22%
European	1 866	8%	22%	22%	19%	29%
EU 28	1 835	8%	22%	22%	19%	29%
National	879	8%	22%	15%	12%	44%
Non-European	2 850	10%	20%	26%	27%	18%
US	2 511	10%	19%	26%	27%	19%

Source: OBS Research on VoD catalogues October 2015

Table 96 IT - Timvision

IT_Timvision_Catalogue --total films--						
1 947						
Breakdown by Region of Origin (films where variable was identified)						
1 940						
European				Non-European		
623				1 317		
32%				68%		
EU 28		National		US		Others
615	32%	299	15%	1 210	62%	107 6%

Breakdown by Age of Production (films where variable was identified)						
1 947						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 947	10%	23%	28%	21%	18%
European	623	11%	26%	30%	17%	16%
EU 28	615	11%	25%	30%	17%	16%
National	299	12%	30%	24%	14%	20%
Non-European	1 317	9%	21%	28%	22%	19%
US	1 210	9%	21%	27%	23%	20%

Source: OBS Research on VoD catalogues October 2015

Table 97 IT - Wuaki.TV

IT_Wuaki_Catalogue --total films--						
1 181						
Breakdown by Region of Origin (films where variable was identified)						
1 173						
European				Non-European		
248				925		
21%				79%		
EU 28		National		US		Others
239	20%	79	7%	867	74%	58 5%

Breakdown by Age of Production (films where variable was identified)						
1 181						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 181	21%	23%	21%	18%	17%
European	248	31%	35%	16%	9%	9%
EU 28	239	31%	35%	16%	9%	9%
National	79	49%	30%	6%	1%	13%
Non-European	925	19%	20%	23%	21%	18%
US	867	18%	18%	23%	21%	19%

Source: OBS Research on VoD catalogues October 2015

Table 98 IT - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
IT	Chili.TV Italy	201509231852	5165	4794	93%
IT	iTunes Italy	201509222015	5352	3570	67%
IT	Timvision	201510011838	2056	1970	96%
IT	wuaki.tv Italy	201510071539	1218	1188	98%

Source: OBS Research on VoD catalogues October 2015

24 LT - Lithuania: Results for selected VoD services

Table 99 LT - iTunes

LT_iTunes_Catalogue						
--total films--						
2 498						
Breakdown by Region of Origin (films where variable was identified)						
2 322 93%						
European			Non-European			
298 13%			2 024 87%			
EU 28		National	US		Others	
248	11%	0	0%	1 586	68%	438 19%
Breakdown by Age of Production (films where variable was identified)						
2 498 100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	2 498	10%	20%	20%	20%	29%
European	298	15%	23%	20%	16%	26%
EU 28	248	13%	25%	19%	19%	24%
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	2 024	9%	18%	19%	22%	31%
US	1 586	5%	14%	20%	25%	36%

Source: OBS Research on VoD catalogues October 2015

Table 100 LT - Megagogo

LT_Megago_Catalogue						
--total films--						
33						
Breakdown by Region of Origin (films where variable was identified)						
28 85%						
European			Non-European			
28 100%			0 0%			
EU 28		National	US		Others	
0	0%	0	0%	0	0%	0%
Breakdown by Age of Production (films where variable was identified)						
33 100%						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	33	0%	0%	3%	0%	97%
European	28	0%	0%	4%	0%	96%
EU 28	0	N/A	N/A	N/A	N/A	N/A
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	0	N/A	N/A	N/A	N/A	N/A
US	0	N/A	N/A	N/A	N/A	N/A

Source: OBS Research on VoD catalogues October 2015

Table 101 LT - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
LT	iTunes Lithuania	201509241836	4341	2537	58%
LT	Megagogo Lithuania	201510021348	1099	33	3%

Source: OBS Research on VoD catalogues October 2015

25 LU - Luxembourg: Results for selected VoD services

Table 102 LU - iTunes

LU_iTunes_Catalogue --total films--						
4 166						
Breakdown by Region of Origin (films where variable was identified)						
4 028						97%
European			Non-European			
992		25%	3 036		75%	
EU 28	National		US	Others		
916	23%	7	0%	2 432	60%	604
				15%		

Breakdown by Age of Production (films where variable was identified)						
4 166						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 166	11%	26%	19%	17%	26%
European	992	14%	34%	18%	9%	25%
EU 28	916	13%	33%	18%	10%	26%
National	7	0%	14%	43%	43%	0%
Non-European	3 036	10%	23%	19%	20%	28%
US	2 432	7%	20%	20%	22%	31%

Source: OBS Research on VoD catalogues October 2015

Table 103 LU - TangoTV

LU_Tangotv_Catalogue --total films--						
498						
Breakdown by Region of Origin (films where variable was identified)						
492						99%
European			Non-European			
150		30%	342		70%	
EU 28	National		US	Others		
145	29%	2	0%	307	62%	35
				7%		

Breakdown by Age of Production (films where variable was identified)						
498						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	498	32%	23%	24%	16%	6%
European	150	33%	27%	23%	11%	5%
EU 28	145	34%	26%	23%	11%	6%
National	2	50%	0%	50%	0%	0%
Non-European	342	30%	20%	25%	18%	7%
US	307	29%	19%	25%	19%	7%

Source: OBS Research on VoD catalogues October 2015

Table 104 LU - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
LU	iTunes Luxembourg	201509222050	6965	4862	70%
LU	Tango	201510151712	1153	1113	97%

Source: OBS Research on VoD catalogues October 2015

26 LV – Latvia: Results for selected VoD services

Table 105 LV – iTunes

LV_iTunes_Catalogue --total films--						
2 315						
Breakdown by Region of Origin (films where variable was identified)						
2 135 92%						
European				Non-European		
293 14%				1 842 86%		
EU 28	National		US	Others		
244	11%	1	0%	1 408	66%	434 20%
Breakdown by Age of Production (films where variable was identified)						
2 315 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	2 315	11%	22%	21%	20%	25%
European	293	16%	23%	20%	16%	25%
EU 28	244	13%	25%	19%	19%	23%
National	1	0%	100%	0%	0%	0%
Non-European	1 842	11%	20%	20%	22%	27%
US	1 408	6%	16%	21%	25%	31%

Source: OBS Research on VoD catalogues October 2015

Table 106 LV – Lattelcom

LV_Lattelcom_Catalogue --total films--						
754						
Breakdown by Region of Origin (films where variable was identified)						
753 100%						
European				Non-European		
149 20%				604 80%		
EU 28	National		US	Others		
121	16%	1	0%	563	75%	41 5%
Breakdown by Age of Production (films where variable was identified)						
754 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	754	19%	24%	38%	13%	5%
European	149	19%	37%	27%	6%	11%
EU 28	121	22%	39%	31%	7%	0%
National	1	0%	100%	0%	0%	0%
Non-European	604	19%	21%	41%	15%	4%
US	563	18%	22%	42%	14%	4%

Source: OBS Research on VoD catalogues October 2015

Table 107 LV – Megagogo

LV_Megago_Catalogue --total films--						
36						
Breakdown by Region of Origin (films where variable was identified)						
27 75%						
European				Non-European		
27 100%				0 0%		
EU 28	National		US	Others		
0	0%	0	0%	0	0%	0%
Breakdown by Age of Production (films where variable was identified)						
36 100%						
	#	Age brackets (years)				
		[0-2]	[2-5]	[5-10]	[10-20]	>20
All films	36	0%	0%	3%	3%	94%
European	27	0%	0%	4%	4%	93%
EU 28	0	N/A	N/A	N/A	N/A	N/A
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	0	N/A	N/A	N/A	N/A	N/A
US	0	N/A	N/A	N/A	N/A	N/A

Source: OBS Research on VoD catalogues October 2015

Table 108 LV - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
LV	iTunes Latvia	201509222109	4173	2346	56%
LV	Lattelcom	201510151757	826	762	92%
LV	Megagogo Latvia	201510021348	1099	36	3%

Source: OBS Research on VoD catalogues October 2015

27 MT – Malta: Results for selected VoD services

Table 109 MT - iTunes

MT_iTunes_Catalogue --total films--																																																																												
2 985																																																																												
<table border="1"> <thead> <tr> <th colspan="7">Breakdown by Region of Origin (films where variable was identified)</th> </tr> <tr> <td colspan="6">2 778</td> <td>93%</td> </tr> <tr> <th colspan="3">European</th> <th colspan="4">Non-European</th> </tr> <tr> <td colspan="3">412</td> <td colspan="4">2 366</td> <td>85%</td> </tr> <tr> <th>EU 28</th> <th colspan="2">National</th> <th>US</th> <th colspan="2">Others</th> <td></td> </tr> <tr> <td>353</td> <td>13%</td> <td>0</td> <td>0%</td> <td>1 817</td> <td>65%</td> <td>549</td> <td>20%</td> </tr> </thead> </table>							Breakdown by Region of Origin (films where variable was identified)							2 778						93%	European			Non-European				412			2 366				85%	EU 28	National		US	Others			353	13%	0	0%	1 817	65%	549	20%																										
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US	1 817	7%	16%	18%	22%	37%																																																																						

Source: OBS Research on VoD catalogues October 2015

Table 110 MT - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
MT	iTunes Malta	201509222252	5138	3026	59%

Source: OBS Research on VoD catalogues October 2015

28 NL – Netherlands: Results for selected VoD and SVoD services

Table 111 NL - iTunes

NL_iTunes_Catalogue --total films--							
3 190							
Breakdown by Region of Origin (films where variable was identified)							
3 031 95%							
European			Non-European				
828 27%			2 203 73%				
EU 28	National		US	Others			
766	25%	166	5%	1 954	64%	249	8%

Breakdown by Age of Production (films where variable was identified)						
3 190 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	3 190	12%	29%	21%	17%	21%
European	828	19%	41%	23%	11%	7%
EU 28	766	18%	41%	23%	11%	7%
National	166	27%	38%	24%	11%	1%
Non-European	2 203	10%	24%	19%	20%	28%
US	1 954	8%	21%	19%	21%	31%

Source: OBS Research on VoD catalogues October 2015

Table 112 NL - Netflix

NL_Netflix_Catalogue --total films--							
1 148							
Breakdown by Region of Origin (films where variable was identified)							
1 143 100%							
European			Non-European				
223 20%			920 80%				
EU 28	National		US	Others			
222	19%	54	5%	855	75%	65	6%

Breakdown by Age of Production (films where variable was identified)						
1 148 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 148	5%	23%	35%	27%	9%
European	223	1%	36%	43%	17%	3%
EU 28	222	1%	36%	43%	17%	3%
National	54	2%	57%	31%	9%	0%
Non-European	920	6%	20%	33%	30%	10%
US	855	5%	20%	33%	31%	11%

Source: OBS Research on VoD catalogues October 2015

Table 113 NL - PathéThuis

NL_Pathéthuis_Catalogue --total films--							
526							
Breakdown by Region of Origin (films where variable was identified)							
524 100%							
European			Non-European				
167 32%			357 68%				
EU 28	National		US	Others			
156	30%	70	13%	319	61%	38	7%

Breakdown by Age of Production (films where variable was identified)						
526 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	526	27%	39%	22%	9%	2%
European	167	30%	40%	22%	7%	1%
EU 28	156	32%	39%	21%	6%	1%
National	70	31%	36%	21%	10%	1%
Non-European	357	26%	38%	22%	10%	3%
US	319	26%	37%	23%	11%	3%

Source: OBS Research on VoD catalogues October 2015

Table 114 NL - Ziggo

NL_Ziggo_Catalogue --total films--							
1 763							
Breakdown by Region of Origin (films where variable was identified)							
1 749 99%							
European			Non-European				
557 32%			1 192 68%				
EU 28	National		US	Others			
544	31%	159	9%	1 034	59%	158	9%

Breakdown by Age of Production (films where variable was identified)						
1 763 100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 763	15%	17%	37%	26%	4%
European	557	16%	19%	43%	20%	2%
EU 28	544	16%	20%	42%	19%	2%
National	159	13%	31%	40%	14%	1%
Non-European	1 192	15%	16%	35%	29%	5%
US	1 034	14%	16%	35%	30%	5%

Source: OBS Research on VoD catalogues October 2015

Table 115 NL - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
NL	allflicks (Netflix Netherlands)	201509281809	1279	1167	91%
NL	iTunes Netherlands	201509222258	5133	3287	64%
NL	Pathé Thuis	201510011838	551	533	97%
NL	Ziggo On-demand	201510011838	2058	1784	87%

Source: OBS Research on VoD catalogues October 2015

29 PL – Poland: Results for selected VoD services

Table 116 PL - Chili

PL_Chili_Catalogue --total films--						
952						
Breakdown by Region of Origin (films where variable was identified)						
950						
European				Non-European		
139				811		
15%				85%		
EU 28	National		US	Others		
139	15%	25	3%	791	83%	20
						2%

Breakdown by Age of Production						
(films where variable was identified)						
952						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	952	18%	17%	24%	19%	21%
European	139	10%	2%	17%	15%	55%
EU 28	139	10%	2%	17%	15%	55%
National	25	0%	0%	0%	0%	100%
Non-European	811	19%	20%	25%	20%	15%
US	791	19%	20%	25%	20%	15%

Source: OBS Research on VoD catalogues October 2015

Table 117 PL - IPLA

PL_Ipla_Catalogue --total films--						
1 305						
Breakdown by Region of Origin (films where variable was identified)						
1 065						
European				Non-European		
518				547		
49%				51%		
EU 28	National		US	Others		
498	47%	70	7%	456	43%	91
						9%

Breakdown by Age of Production						
(films where variable was identified)						
1 305						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 305	7%	22%	44%	18%	9%
European	518	7%	28%	46%	16%	3%
EU 28	498	6%	29%	46%	16%	4%
National	70	6%	54%	21%	17%	1%
Non-European	547	7%	23%	48%	16%	5%
US	456	7%	24%	48%	16%	6%

Source: OBS Research on VoD catalogues October 2015

Table 118 PL - iTunes

PL_iTunes_Catalogue --total films--						
2 514						
Breakdown by Region of Origin (films where variable was identified)						
2 320						
European				Non-European		
315				2 005		
14%				86%		
EU 28	National		US	Others		
274	12%	4	0%	1 557	67%	448
						19%

Breakdown by Age of Production						
(films where variable was identified)						
2 514						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 514	12%	24%	19%	20%	25%
European	315	16%	28%	19%	19%	19%
EU 28	274	12%	28%	18%	21%	21%
National	4	0%	75%	0%	0%	25%
Non-European	2 005	12%	21%	18%	22%	28%
US	1 557	7%	17%	19%	25%	31%

Source: OBS Research on VoD catalogues October 2015

Table 119 PL - Kinoplex

PL_Kinoplex_Catalogue --total films--						
1 273						
Breakdown by Region of Origin (films where variable was identified)						
1 176						
European				Non-European		
677				499		
58%				42%		
EU 28	National		US	Others		
637	54%	108	9%	384	33%	115
						10%

Breakdown by Age of Production						
(films where variable was identified)						
1 273						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 273	8%	28%	43%	16%	4%
European	677	8%	31%	43%	14%	4%
EU 28	637	8%	31%	42%	15%	4%
National	108	12%	41%	28%	14%	6%
Non-European	499	7%	25%	46%	19%	3%
US	384	6%	25%	48%	18%	3%

Source: OBS Research on VoD catalogues October 2015

Table 120 PL - StrefaVoD

PL_Strefavod_Catalogue --total films--						
565						
Breakdown by Region of Origin (films where variable was identified)						
521						92%
European			Non-European			
288			233			45%
EU 28	National		US	Others		
272	52%	67	13%	184	35%	49
						9%
Breakdown by Age of Production (films where variable was identified)						
565						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	565	13%	32%	45%	6%	4%
European	288	13%	35%	42%	5%	5%
EU 28	272	13%	34%	42%	6%	6%
National	67	15%	42%	30%	10%	3%
Non-European	233	12%	29%	49%	7%	3%
US	184	10%	28%	51%	7%	3%

Source: OBS Research on VoD catalogues October 2015

Table 121 PL - Toya

PL_Toya_Catalogue --total films--						
462						
Breakdown by Region of Origin (films where variable was identified)						
458						99%
European			Non-European			
271			187			41%
EU 28	National		US	Others		
260	57%	70	15%	152	33%	35
						8%
Breakdown by Age of Production (films where variable was identified)						
462						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	462	14%	46%	34%	6%	1%
European	271	14%	48%	32%	4%	1%
EU 28	260	15%	47%	33%	4%	1%
National	70	14%	51%	30%	4%	0%
Non-European	187	13%	44%	35%	8%	0%
US	152	12%	42%	37%	9%	0%

Source: OBS Research on VoD catalogues October 2015

Table 122 PL - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
PL	Chili.TV Poland	201509232357	1230	962	78%
PL	IPLA TV	201510191854	1768	1323	75%
PL	iTunes Poland	201509231843	4575	2586	57%
PL	Kinoplex Gazeta VoD	201510210956	1571	1301	83%
PL	Strefa VoD	201510201111	810	574	71%
PL	Toya VoD	201510011838	712	470	66%

Source: OBS Research on VoD catalogues October 2015

30 PT – Portugal: Results for selected VoD services

Table 123 PT - iTunes

PT_iTunes_Catalogue --total films--						
1 945						
Breakdown by Region of Origin (films where variable was identified)						
1 779						91%
European			Non-European			
217			1 562			88%
EU 28		National	US		Others	
203	11%	0	0%	1 179	66%	383
					22%	
Breakdown by Age of Production (films where variable was identified)						
1 945						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 945	13%	24%	21%	19%	23%
European	217	15%	26%	20%	19%	20%
EU 28	203	15%	26%	20%	20%	20%
National	0	N/A	N/A	N/A	N/A	N/A
Non-European	1 562	12%	22%	20%	20%	26%
US	1 179	8%	17%	20%	23%	31%

Source: OBS Research on VoD catalogues October 2015

Table 124 PT - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
PT	iTunes Portugal	201509222334	4001	1988	50%

Source: OBS Research on VoD catalogues October 2015

31 RO – Romania: Results for selected VoD services

Table 125 RO - Seenow

RO_Seenow_Catalogue --total films--						
216						
Breakdown by Region of Origin (films where variable was identified)						
216						100%
European			Non-European			
33			183			85%
EU 28		National	US		Others	
32	15%	1	0%	176	81%	7
				3%		

Breakdown by Age of Production						
(films where variable was identified)						
216						
Age brackets (years)						
	#	[0-2[[2-5[[5-10[[10-20[>20
All films	216	2%	37%	40%	12%	8%
European	33	3%	55%	39%	0%	3%
EU 28	32	3%	56%	38%	0%	3%
National	1	0%	100%	0%	0%	0%
Non-European	183	2%	34%	40%	14%	9%
US	176	2%	34%	40%	15%	9%

Source: OBS Research on VoD catalogues October 2015

Table 126 RO - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
RO	SeeNow	201510011838	304	216	71%

Source: OBS Research on VoD catalogues October 2015

32 SE - Sweden: Results for selected VoD and SVoD services

Table 127 SE - CDON

SE_Cdon_Catalogue --total films--						
2 191						
Breakdown by Region of Origin (films where variable was identified)						
98%						
European			Non-European			
790			1 349			
37%			63%			
EU 28		National	US		Others	
738	35%	120	6%	1 082	51%	267
				12%		

Breakdown by Age of Production (films where variable was identified)						
100%						
2 191						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	2 191	0%	22%	44%	26%	8%
European	790	0%	23%	46%	24%	7%
EU 28	738	0%	23%	46%	24%	7%
National	120	0%	37%	38%	19%	6%
Non-European	1 349	1%	22%	43%	27%	8%
US	1 082	1%	22%	42%	27%	8%

Source: OBS Research on VoD catalogues October 2015

Table 128 SE - CMore

SE_CMore_Catalogue --total films--						
1 334						
Breakdown by Region of Origin (films where variable was identified)						
99%						
European			Non-European			
511			810			
39%			61%			
EU 28		National	US		Others	
462	35%	182	14%	730	55%	80
				6%		

Breakdown by Age of Production (films where variable was identified)						
100%						
1 334						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 334	6%	11%	24%	44%	15%
European	511	5%	12%	24%	38%	22%
EU 28	462	5%	13%	26%	38%	19%
National	182	3%	13%	17%	32%	35%
Non-European	810	7%	10%	25%	48%	11%
US	730	7%	10%	24%	48%	11%

Source: OBS Research on VoD catalogues October 2015

Table 129 SE - iTunes

SE_iTunes_Catalogue --total films--						
3 439						
Breakdown by Region of Origin (films where variable was identified)						
94%						
European			Non-European			
703			2 527			
22%			78%			
EU 28		National	US		Others	
628	19%	173	5%	2 034	63%	493
				15%		

Breakdown by Age of Production (films where variable was identified)						
100%						
3 439						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	3 439	14%	26%	18%	18%	24%
European	703	18%	32%	18%	16%	16%
EU 28	628	17%	32%	17%	17%	17%
National	173	15%	38%	18%	12%	17%
Non-European	2 527	12%	23%	18%	19%	28%
US	2 034	9%	20%	18%	22%	31%

Source: OBS Research on VoD catalogues October 2015

Table 130 SE - Netflix

SE_Netflix_Catalogue --total films--						
1 428						
Breakdown by Region of Origin (films where variable was identified)						
99%						
European			Non-European			
305			1 114			
21%			79%			
EU 28		National	US		Others	
282	20%	33	2%	998	70%	116
				8%		

Breakdown by Age of Production (films where variable was identified)						
100%						
1 428						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	1 428	5%	18%	36%	34%	8%
European	305	1%	23%	46%	28%	2%
EU 28	282	1%	22%	46%	28%	2%
National	33	0%	21%	55%	18%	6%
Non-European	1 114	6%	16%	33%	35%	9%
US	998	6%	16%	33%	35%	10%

Source: OBS Research on VoD catalogues October 2015

Table 131 SE - PlayPlus

SE_Playplus_Catalogue						
--total films--						
307						
Breakdown by Region of Origin (films where variable was identified)						
282						92%
European			Non-European			
280			2			1%
EU 28	National		US	Others		
279	99%	272	96%	1	0%	1
				0%		0%
Breakdown by Age of Production (films where variable was identified)						
307						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	307	7%	21%	21%	21%	29%
European	280	7%	21%	20%	22%	30%
EU 28	279	7%	21%	20%	22%	30%
National	272	7%	21%	21%	22%	30%
Non-European	2	0%	50%	0%	0%	50%
US	1	0%	0%	0%	0%	100%

Source: OBS Research on VoD catalogues October 2015

Table 132 SE – SF Anytime

SE_Sfanytime_Catalogue						
--total films--						
4 507						
Breakdown by Region of Origin (films where variable was identified)						
4 438						98%
European			Non-European			
1 474			2 964			67%
EU 28	National		US	Others		
1 402	32%	339	8%	2 516	57%	448
				10%		
Breakdown by Age of Production (films where variable was identified)						
4 507						100%
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	4 507	12%	30%	34%	16%	8%
European	1 474	11%	29%	33%	16%	11%
EU 28	1 402	11%	29%	33%	16%	11%
National	339	8%	22%	21%	22%	27%
Non-European	2 964	12%	30%	35%	16%	7%
US	2 516	12%	30%	34%	16%	7%

Source: OBS Research on VoD catalogues October 2015

Table 133 SE - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
SE	allflixs (Netflix Sweden)	201509281809	1577	1455	92%
SE	CDON Sweden	201510191854	3380	2564	76%
SE	C More Sweden	201509211434	1410	1357	96%
SE	iTunes Sweden	201509230011	5392	3581	66%
SE	Telia Playplus				
SE	Filmbutiken	201510201019	410	320	78%
SE	SF Anytime Sweden	201509241714	8837	6517	74%

Source: OBS Research on VoD catalogues October 2015

33 SI – Slovenia: Results for selected VoD services

Table 134 SI - DKino

SI_Dkino_Catalogue --total films--						
47						
Breakdown by Region of Origin (films where variable was identified)						
47						100%
European			Non-European			
30			17			64%
EU 28		National	US		Others	
27	57%	2	4%	14	30%	3
				6%		

Breakdown by Age of Production						
(films where variable was identified)						
47						
100%						
	#	Age brackets (years)				
		[0-2[[2-5[[5-10[[10-20[>20
All films	47	32%	47%	19%	2%	0%
European	30	27%	53%	20%	0%	0%
EU 28	27	22%	56%	22%	0%	0%
National	2	0%	50%	50%	0%	0%
Non-European	17	41%	35%	18%	6%	0%
US	14	43%	36%	14%	7%	0%

Source: OBS Research on VoD catalogues October 2015

Table 135 SI - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
SI	Dkino	201510011824	49	47	96%

Source: OBS Research on VoD catalogues October 2015

34 SK – Slovakia: Results for selected VoD services

Table 136 SK - iTunes

SK iTunes_Catalogue --total films--							
2432							
Breakdown by Region of Origin (films where variable was identified)							
2281						94%	
European			Non-European				
335			1946			85%	
EU 28		National	US		Others		
301	13%	4	0%	1499	66%	447	
				20%			
Breakdown by Age of Production (films where variable was identified)							
2432							
		Age brackets (years)					100%
	#	[0-2[[2-5[[5-10[[10-20[>20	
All films	2432	12%	23%	20%	20%	26%	
European	335	19%	27%	19%	17%	19%	
EU 28	301	16%	28%	17%	18%	20%	
National	4	25%	50%	25%	0%	0%	
Non-European	1946	10%	20%	20%	22%	28%	
US	1499	6%	16%	20%	25%	32%	

Source: OBS Research on VoD catalogues October 2015

Table 137 SK - VoD catalogue and coverage details

Country	Name of VoD service	Date and Time of retrieval (YYYYMMDDHHHH)	Number of films in total catalogue	Number of films retrieved	Coverage Ratio
SK	iTunes Slovakia	201509230011	4235	2481	59%

Source: OBS Research on VoD catalogues October 2015

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