



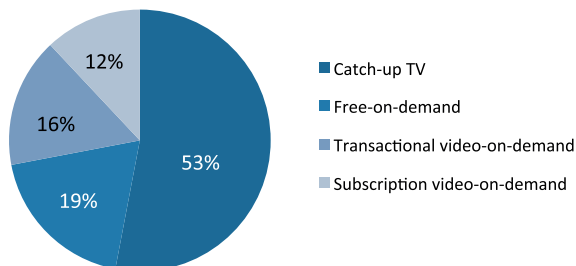
Is VoD growing the film pie?

The Impact of VoD on the Film Value Chain

European Audiovisual Observatory conference, Cannes 20.5.2017

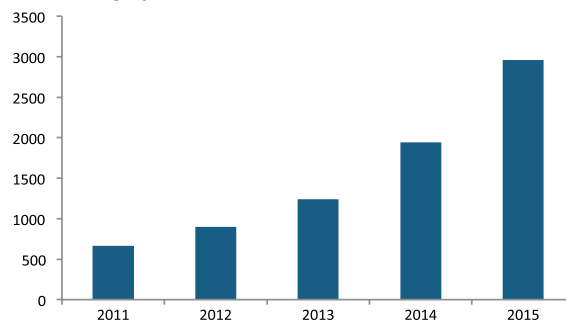
THE VOD SERVICES AND MARKETS

Breakdown of on-demand audiovisual services established in the EU by business model



EU - 2016. OEA, MAVISE database

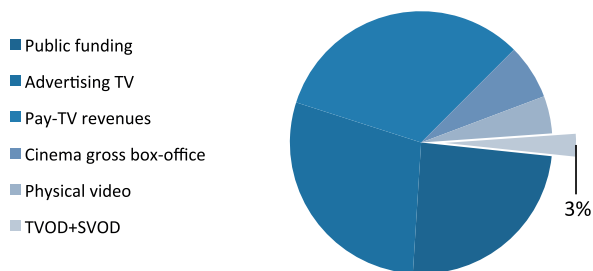
Evolution of pay-on-demand revenues in the EU



mEUR. OEA from Ampere Analysis data

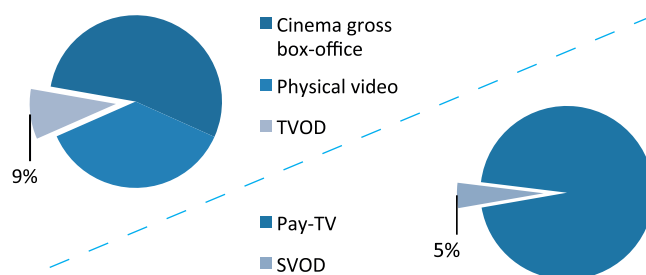
TVOD AND SVOD IN PERSPECTIVE

Pay on-demand revenues share of the EU audiovisual market



EU - 2015. EAO, from EAO, EBU, Ampere Analysis, IHS and WARC data

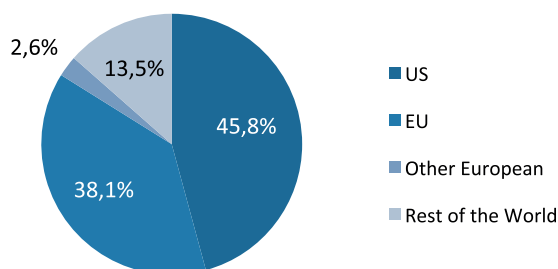
TVOD and SVOD compared with related market segments



EU - 2015. EAO, from EAO, Ampere Analysis and IHS data

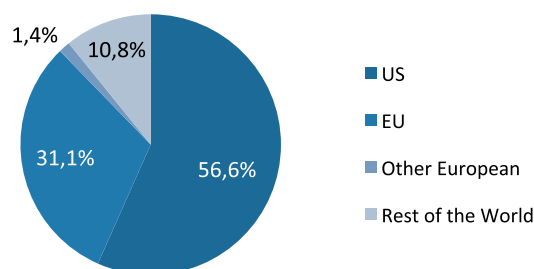
VOD FILMS CATALOGUES

Breakdown by origin of unique films available at least on one TVOD service



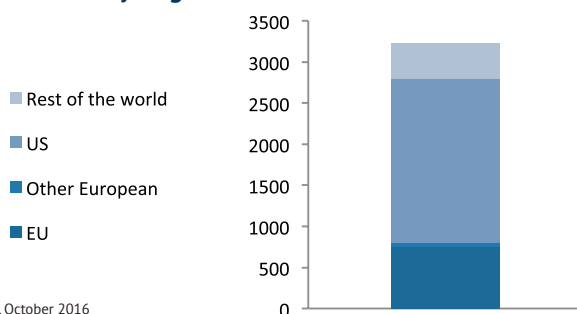
EAO, October 2016

Breakdown by origin of unique films available at least on one SVOD service



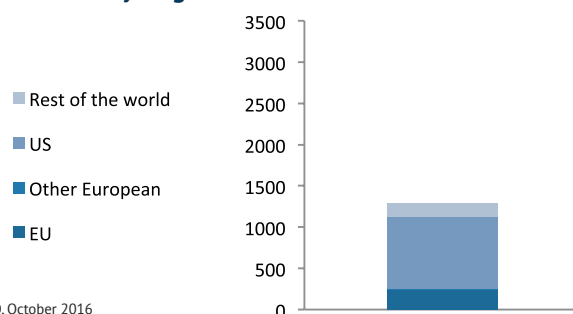
EAO, October 2016

Number of films in an average EU TVOD service and breakdown by origin



EAO, October 2016

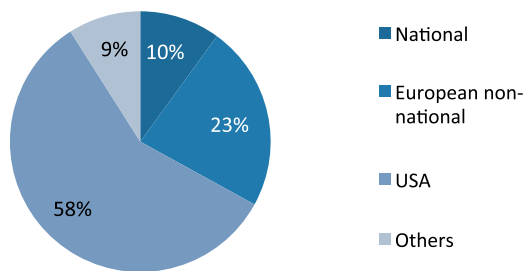
Number of films in an average EU SVOD service and breakdown by origin



EAO, October 2016

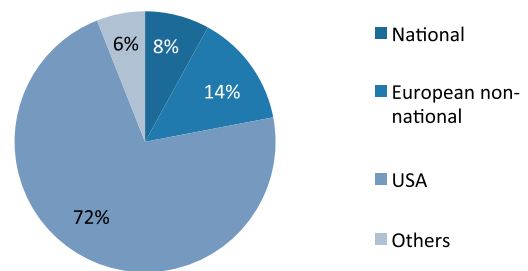
VISIBILITY OF FILMS ON VOD

Breakdown by origin of films promoted at least once by TVOD services



Based on 5 countries - October 2016. EAO from AQOA data

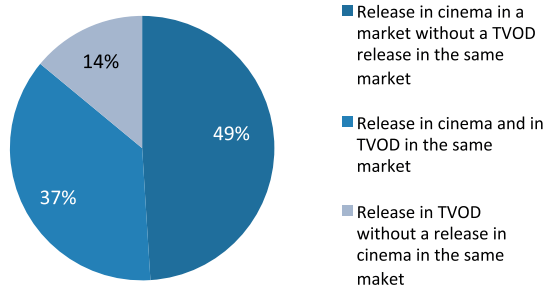
Breakdown of promotional spots of TVOD services by country of origin of films promoted



Based on 5 countries - October 2016. EAO from AQOA data

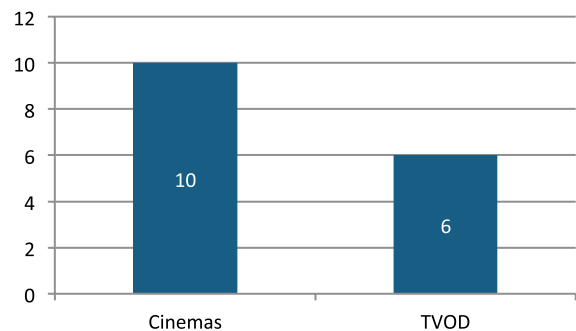
LINK BETWEEN THEATRICAL AND TVOD EXPLOITATION

Structure of releases of European films in cinema and in TVOD



EAO, based on a sample of 8 000 theatrical and TVOD releases of European films produced between 2011 and 2015 with at least 20% of theatrical admissions in non-national European markets

Number of countries of release in cinema and in TVOD for European films



MORE DATA CAN BE FOUND IN THE FOLLOWING OBSERVATORY REPORTS AND SERVICES:

- Origin of films and TV content in VOD catalogues in the EU & Visibility of films on VOD services, November 2016
Download full report here: <http://bit.ly/2op4C6l>
- VOD distribution and the role of aggregators, April 2017
Report available for download here: <http://www.obs.coe.int/industry>
- TV and on-demand services in Europe: Focus on services targeted at other countries, May 2017
Report available for download here: <http://www.obs.coe.int/industry>
- The Yearbook of the European Audiovisual Observatory
<http://yearbook.obs.coe.int/>



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