



# Trends in the on-demand market

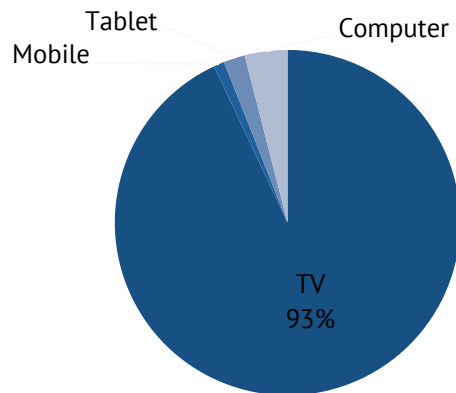
October 2017

**Gilles Fontaine**

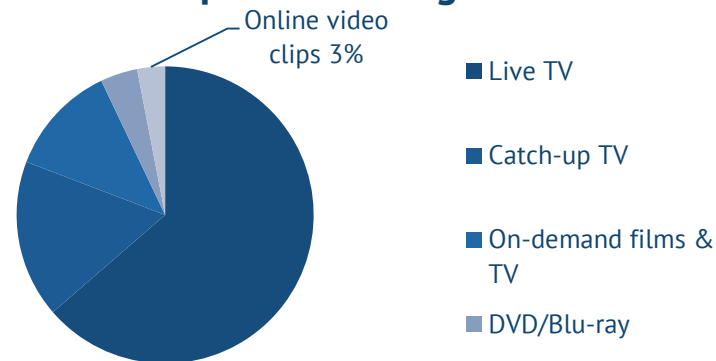
Head of Department for Market Information

## TV still rules...

**93% of video watched on the TV set**

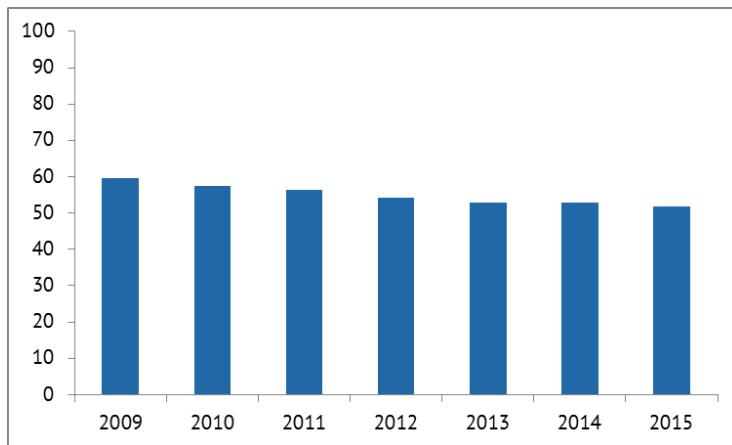


**Film and TV content account for 97% of time spent watching video**

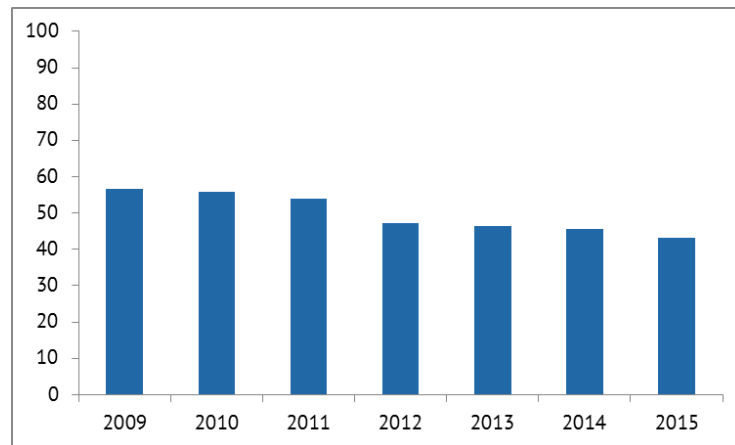


## ... but is increasingly fragmented

Audience market share of the 4 leading TV channels - EUR



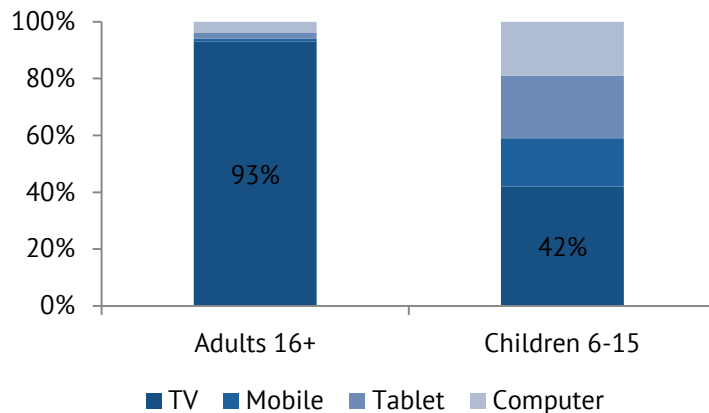
Audience market share of the 4 leading TV channels - RU



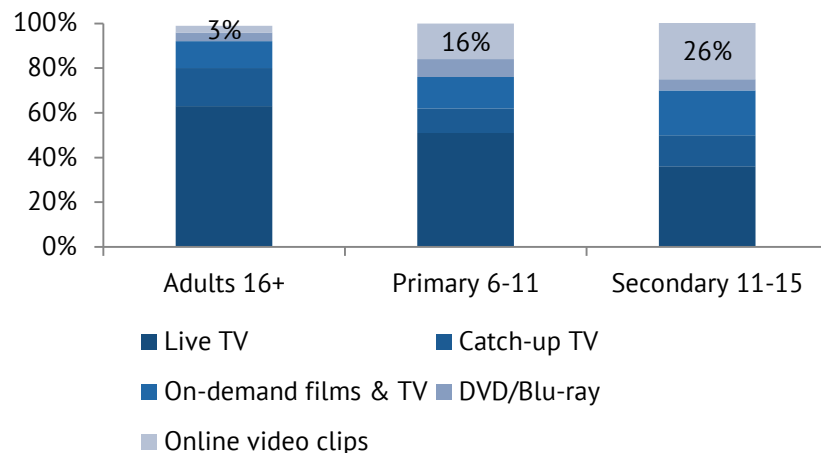
## Children

# ... and children behave differently

### Devices used to watch



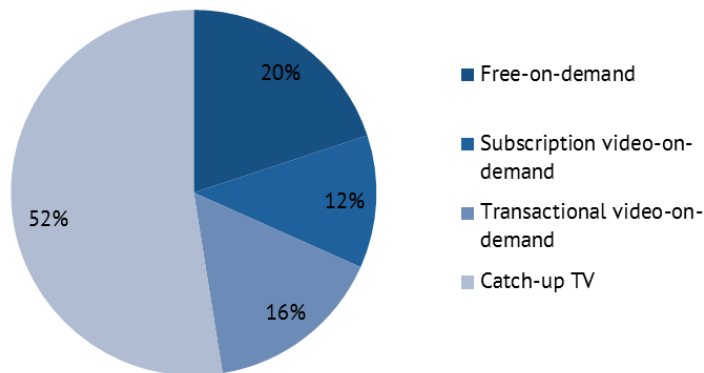
### Types of content watched



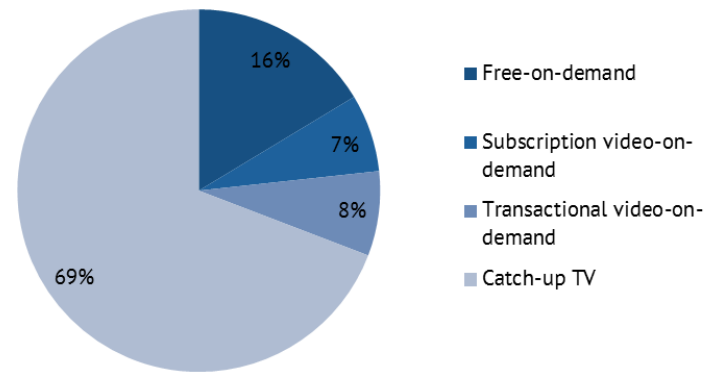
Data for the UK – 2016 - Source: OFCOM

# Catch-up TV represents the bulk of « commercial » on-demand services

On-demand services by type - EUR

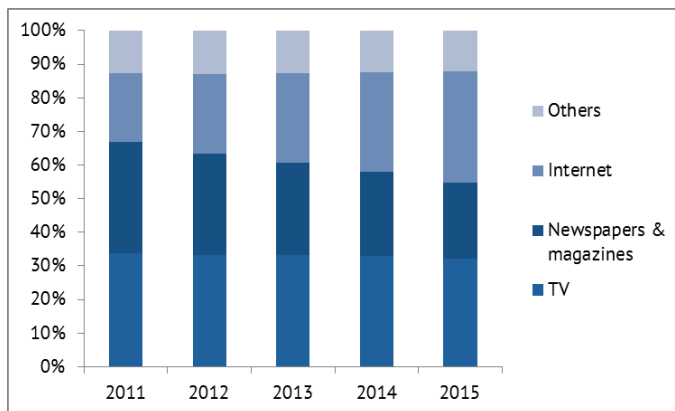


On-demand services by type - RU

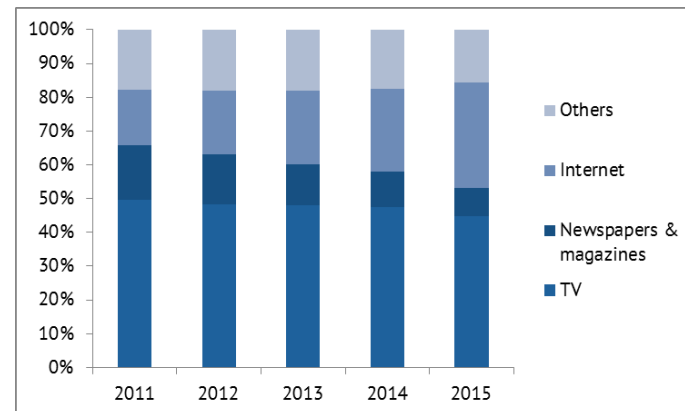


## TV is resisting the advertising Internet migration

Advertising by media - EUR



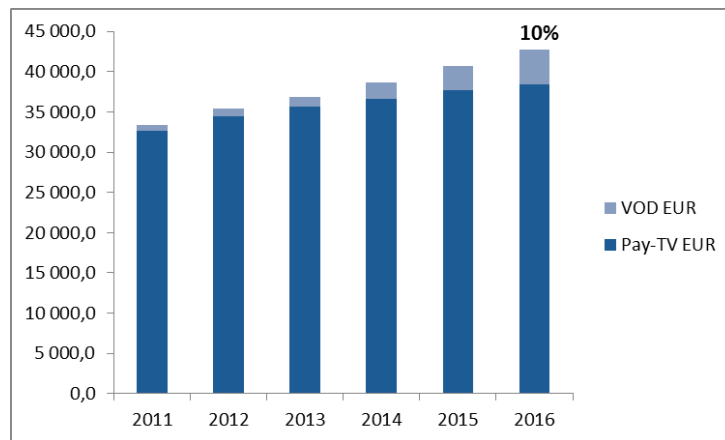
Advertising by media - RU



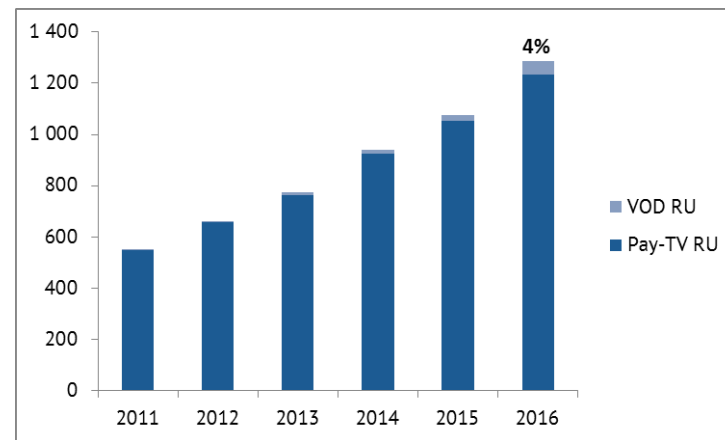
# So far, VOD does not prevent the growth of pay-TV

## Pay-services markets

Pay-services market - EUR (mEUR)



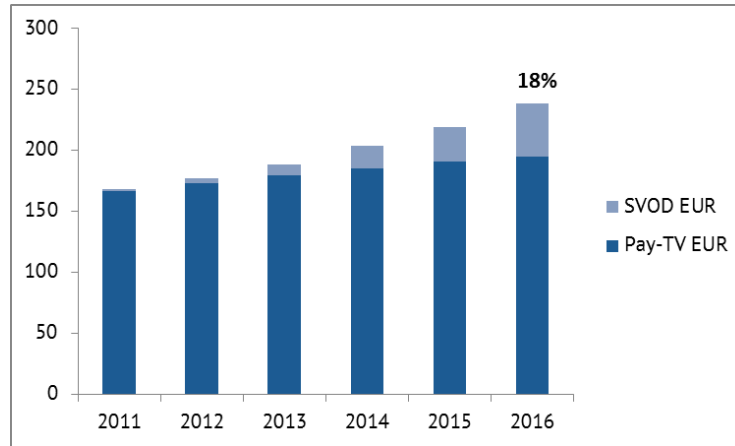
Pay-services market - RU (mEUR)



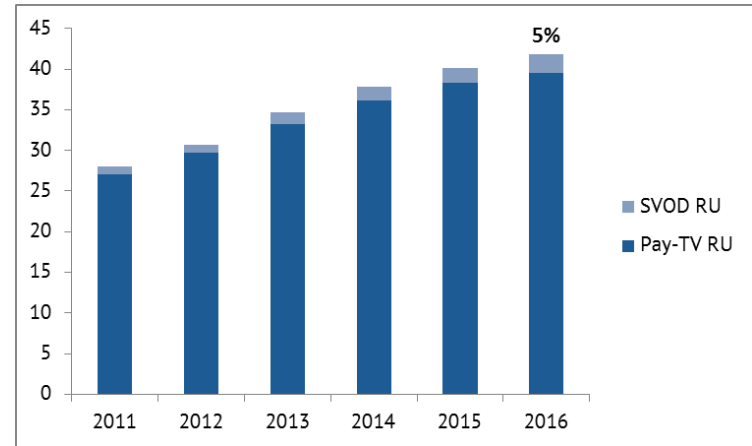
# Still, the customer base is growing fast

## Pay-services subs

Pay-services subscribers - EUR (mEUR)



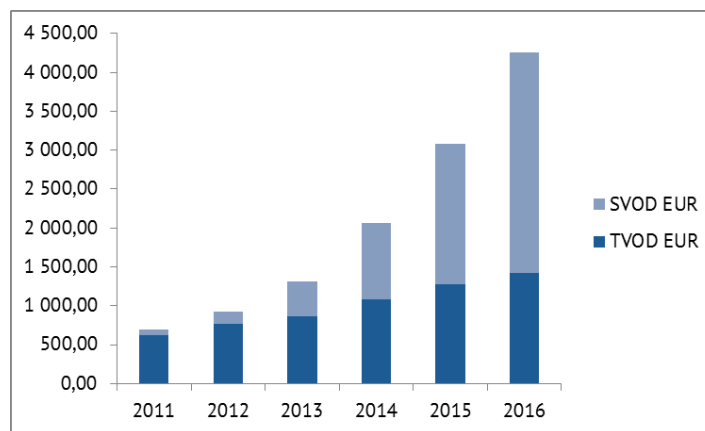
Pay-services subscribers - RU (mEUR)



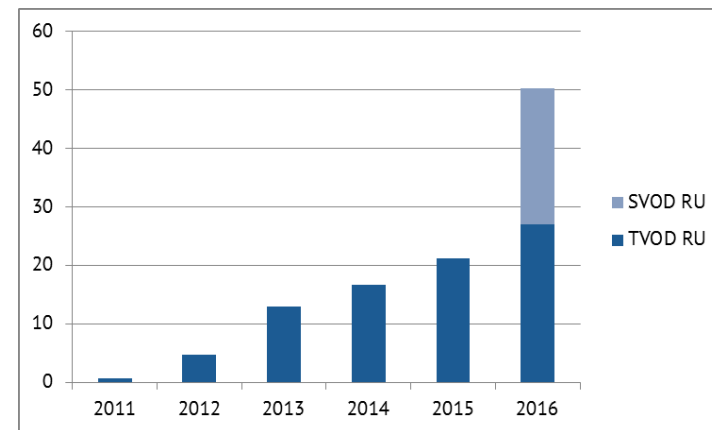


## SVOD drives the VOD market

Pay-VOD market - EUR (mEUR)



Pay-VOD market - RU (mEUR)



**For more information**

## Databases



**YEARBOOK**

**Television, VOD, cinema and video in  
40 European States: markets and  
players, services and usages**



**MAVISE**

**Television and on-demand services,  
distribution and ownership in 40  
European states**



**LUMIERE**

**Admissions to films on release in 40  
European states**

# Reports

