Traditional vs. new media:
AV markets and players

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Laura Ene Iancu
Analyst European TV and VoD Markets
Head of MAVISE
European Audiovisual Observatory

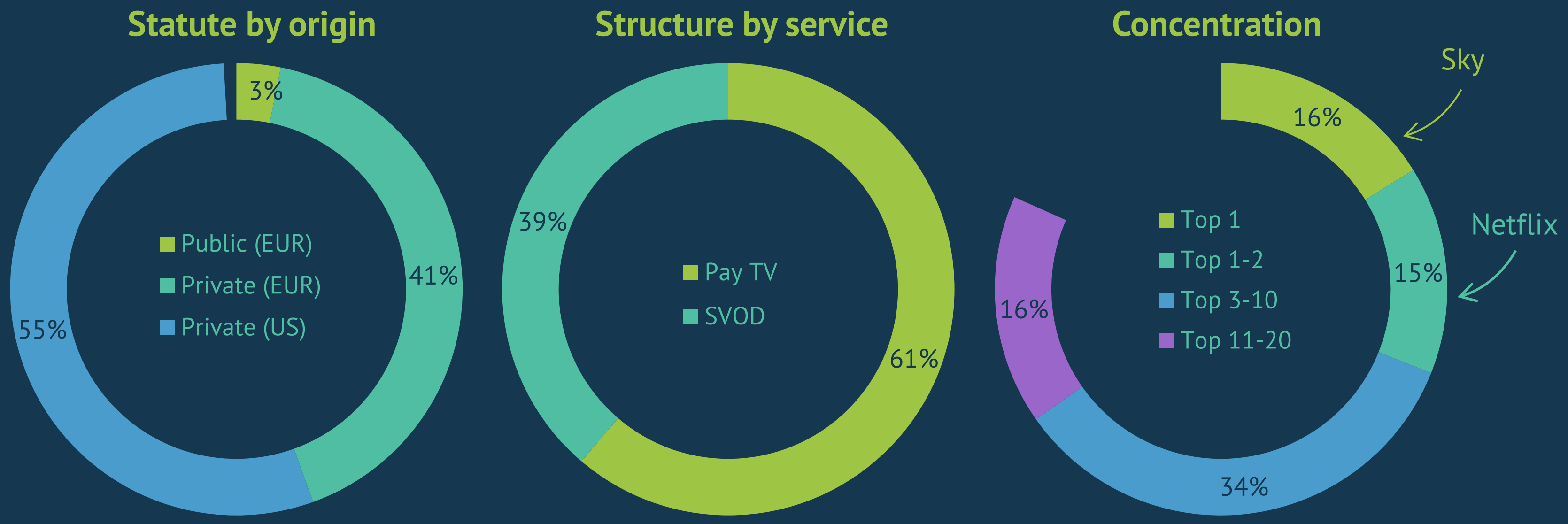
01 Pay AV services

Pay-AV service market structure by revenues in Europe (2023 - in %)

Market segments

SVOD took almost 40% of the total payTV + SVOD market revenues in 2023

European-launched broadcaster Sky and pure OTT platform Netflix shared 31% of the payTV + SVOD market revenues, almost equally



For OTT platforms that also offer third-party linear TV channels, pay-AV service revenues from OTT were split between pay TV and SVOD.

Top 10 groups

by pay-AV service revenues (2023, in bn EUR)

COMCAST	8.9
NETFLIX	8.2
prime video	3.7
T	2.9
orange	2.3
Disney+	2.3
CANAL+	2.2
LIBERTY GLOBAL	2.0
vodafone	1.9
Telefónica	1.8

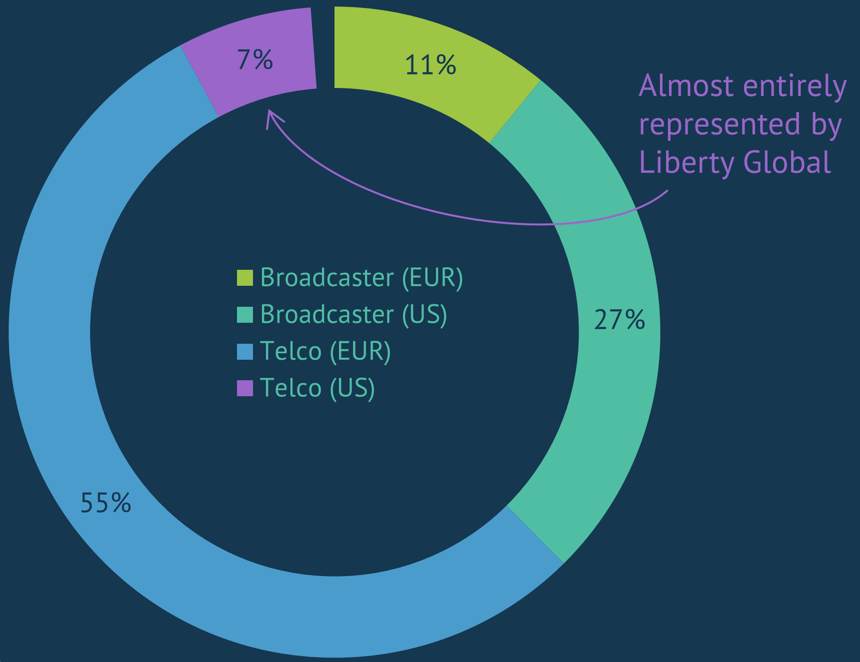
Download Top 50 groups by pay-AV service revenues (Excel file)

Estimates

Market segments

Pay-TV market was exclusively represented by traditional players such as telcos or broadcasters

Core activity by origin



European players, driven by telcos, made up two-thirds of the pay-TV business and represented eight out of the top 10 pay-TV players in Europe

Aside from concentration, revenue shares were calculated from a sample representing 96% of the pay-TV market.

Top 10 groups

by pay-TV revenues (2023, in bn EUR)

COMCAST	8.6
	2.9
orange	2.3
LIBERTY GLOBAL	2.0
vodafone	1.9
CANAL+	1.8
Telefónica	1.8
altice	1.3
iliad	0.9
polsat	3.9

Download Top 50 groups by pay-TV revenues (Excel file)

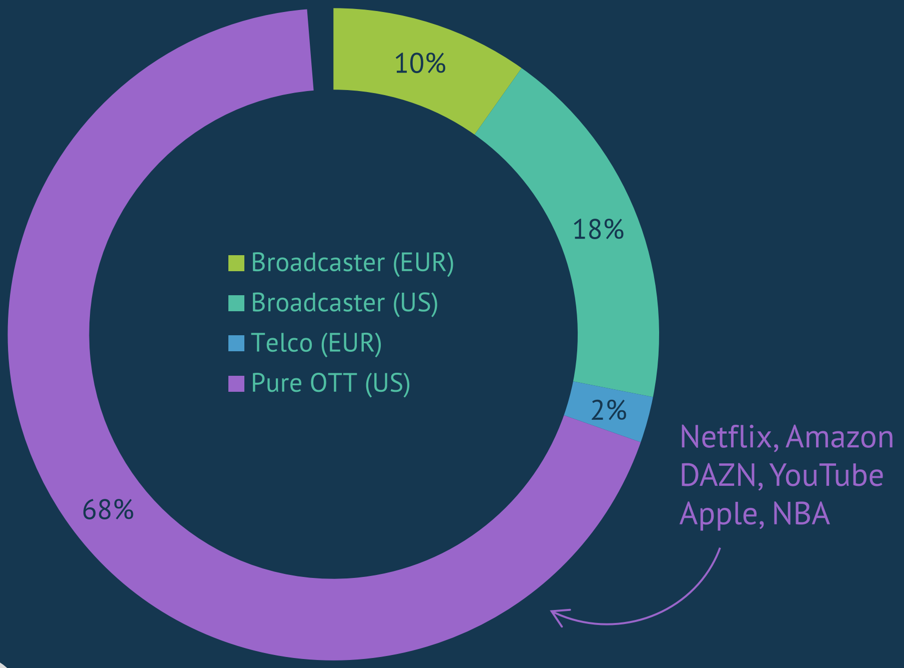
Estimates

SVOD market structure by revenues in Europe (2023 - in %)

Market segments

New media players represented by pure OTT platforms cumulated over 2/3 of the SVOD market revenues

Core activity by origin



US-backed took 99% of the revenues banked by pure OTT platforms such as Netflix, Prime Video, DAZN, Youtube and Apple.

Aside from concentration, revenue shares were calculated from a sample representing over 99% of the SVOD market.

Top 10 groups

by SVOD revenues (2023, in bn EUR)

NETFLIX	8.2
prime video	3.7
Disney+	2.3
DAZN	1.3
WARNER BROS. DISCOVERY	1.0
YouTube	0.9
viaplay	0.7
RTL	0.5
Paramount	0.3
COMCAST	0.3

Download Top 50 groups by SVOD revenues (Excel file)

Estimates

02 AV advertising

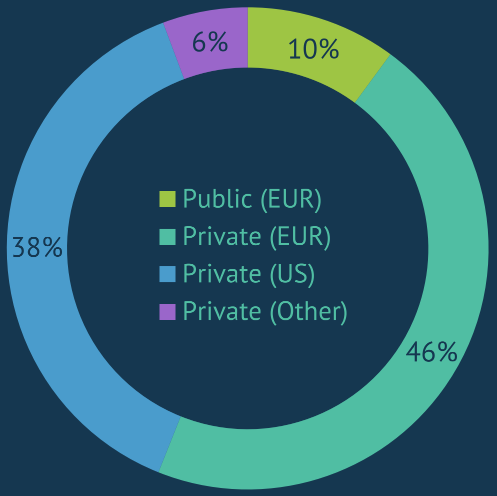
TV & OTT advertising market structure by cumulated revenues in Europe (2023 - in %)

Market segments

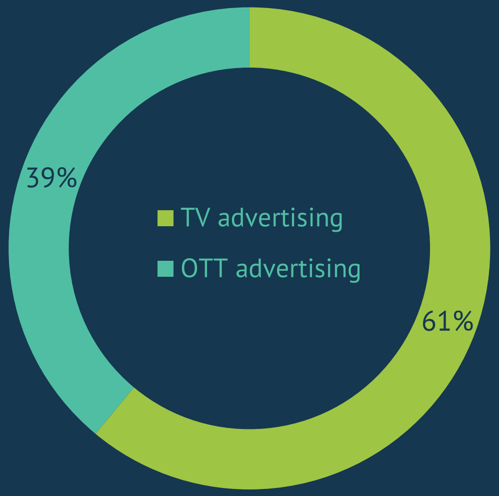
OTT took almost 40% of the total TV + OTT advertising market revenues in 2023

95% of TV+OTT advertising revenues cumulated by the top 10 groups were equally banked by European broadcasters and non-European VSPs

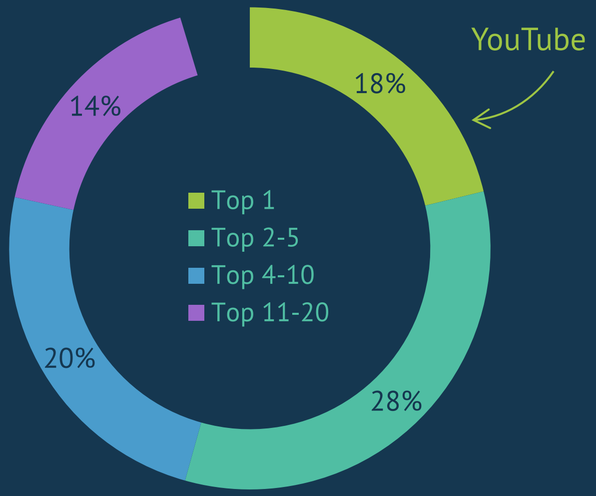
Statute by origin



Structure by media



Concentration



Top 10 groups

by AV advertising revenues (2023, in bn EUR)

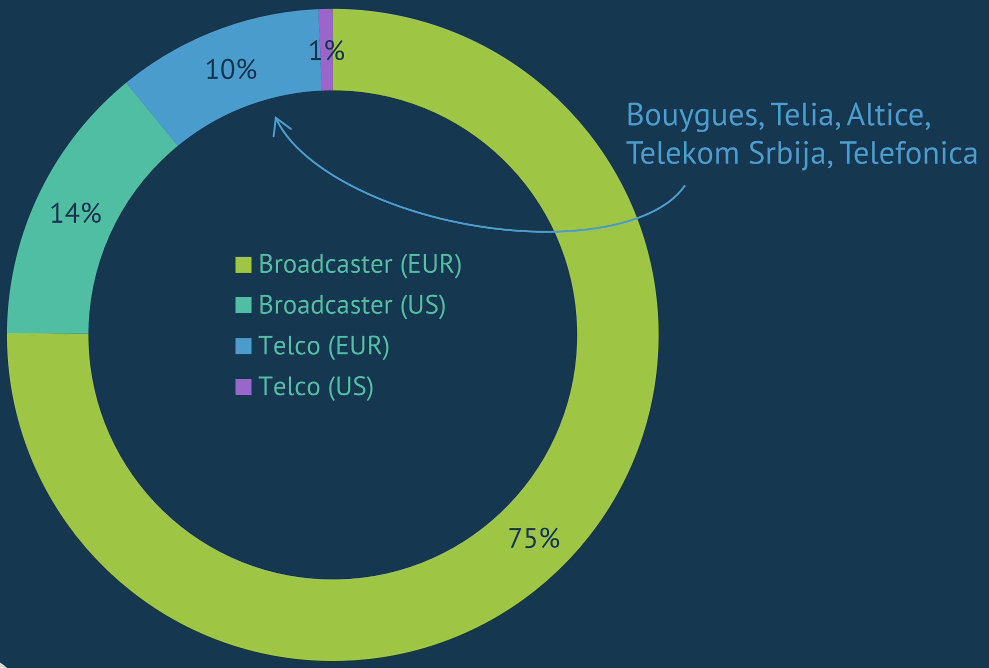
YouTube	7.1
Meta	3.3
RTL	3.1
MFE MEDIAFOREUROPE	2.6
TikTok	2.1
itv	2.0
ProSiebenSat.1 Media SE	1.9
bouygues TELECOM	1.7
WARNER BROS. DISCOVERY	1.3
4 CHANNEL FOUR TELEVISION	1.1

Download Top 50 groups by AV advertising revenues (Excel file)

Estimates

TV advertising market was exclusively represented by traditional players such broadcasters and telcos

Core activity by origin



The traditional market of AV advertising was also chiefly driven by European broadcasters, which cumulatively banked 85% of the TV advertising revenues.

Aside from concentration, revenue shares were calculated from a sample representing 94% of the net TV advertising market.

Top 10 groups

by net TV advertising revenues (2023, in bn EUR)

RTL	3.1
MFE MediaForEurope	2.6
itv	2.0
ProSiebenSat.1 Media SE	1.9
bouygues telecom	1.7
Warner Bros. Discovery	1.3
Channel Four Television	1.1
Comcast	1.1
Paramount	0.9
Atresmedia	0.8

Download Top 50 groups by net TV advertising revenues (Excel file)

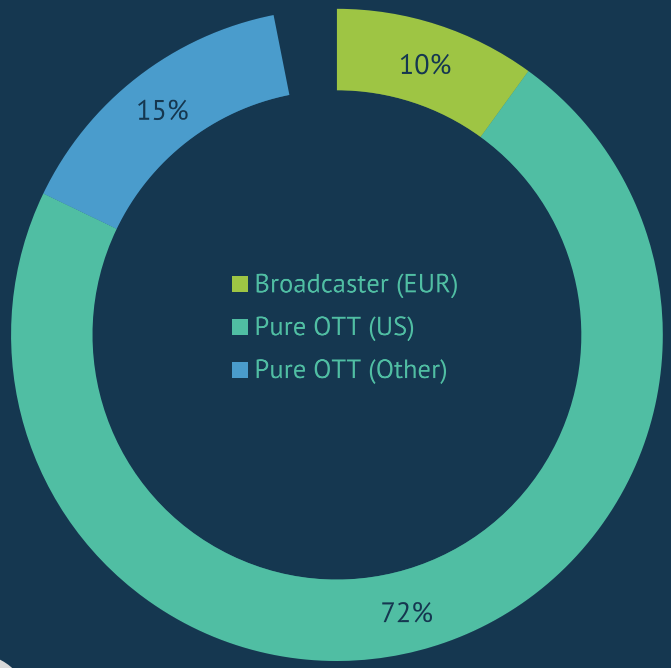
Estimates

OTT advertising market structure by revenues in Europe (2023 - in %)

Market segments

Almost 90% of the OTT advertising market revenues were cumulated by pure OTT platforms

Core activity by origin



Pure OTT platform advertising revenues were almost exclusively represented by non-European VSPs and complemented by aggregators of AVOD and FAST offers such as Samsung TV plus, Rakuten, LG Channels.

Aside concentration, revenue shares were calculated from a sample representing 98% of the OTT advertising market.

Top 10 groups

by OTT advertising revenues (2023, in bn EUR)

YouTube	7.1
Meta	3.3
TikTok	2.1
itv	0.5
4 Channel Four Television	0.3
Paramount	0.2
MFE Mediaforeurope	0.1
RTL	0.1
prime video	0.1
VEVO	0.1

Download Top 30 groups by OTT advertising revenues (Excel file)

Estimates