AV industry ownership in Europe

Concentration, origin, statute

62nd EPRA meeting
Yerevan, Armenia
22-24 October 2025

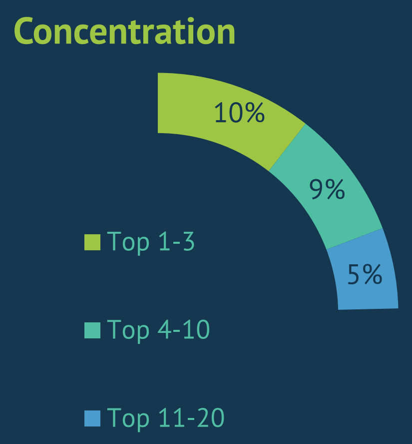
European Audiovisual Observatory

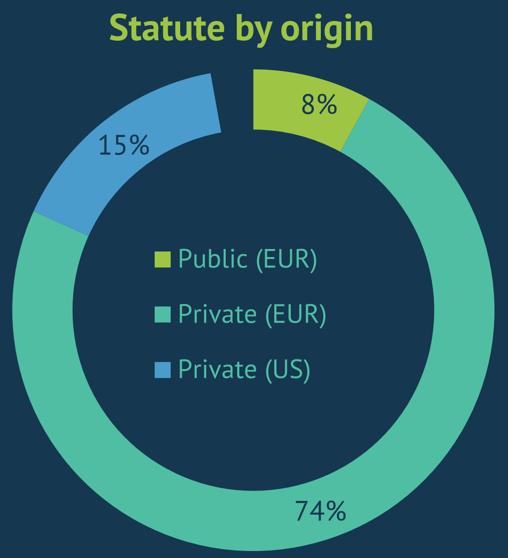
COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Players by number of services (TV & ODAS) in Europe (2025 - in %)

25% of registered TV & VOD are owned by 20 AV service groups

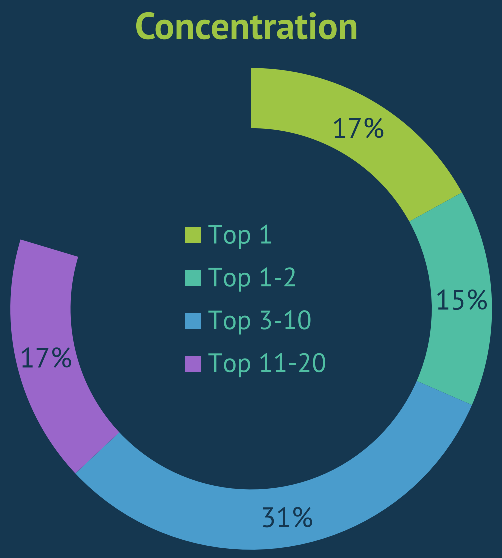
- The vast majority of registered AV services are owned by European players.
- US players own only 15% of services, but most of them appear in the top 20.

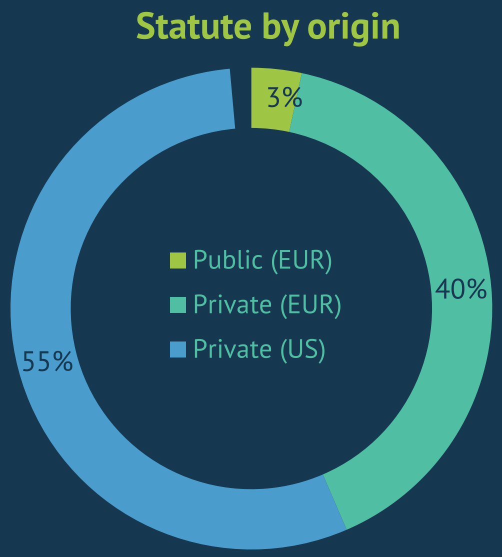




Top 20 Pay TV & SVOD players account for 80% of total pay AV service revenues

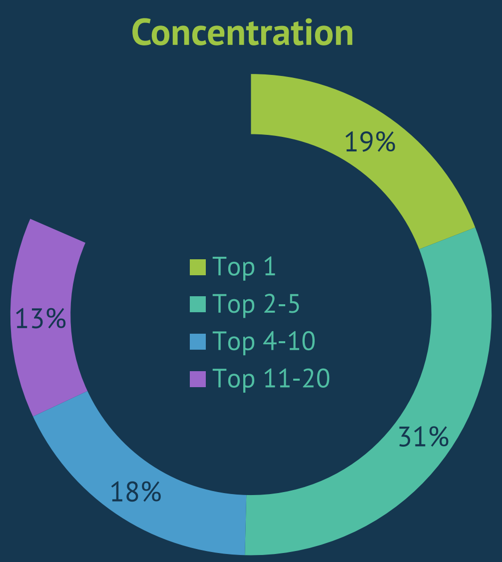
- The pay AV service market concentration by revenues is higher than the concentration by number of AV services.
- US backed-players account for more than half of pay TV & SVOD revenues.

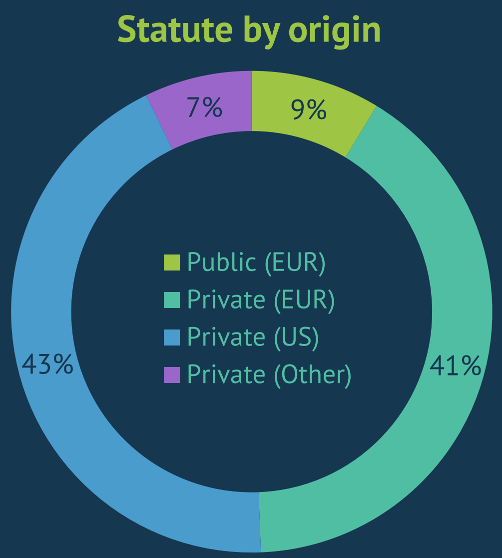




Top 20 TV & OTT advertising players make up over 80% of AV content advertising revenues

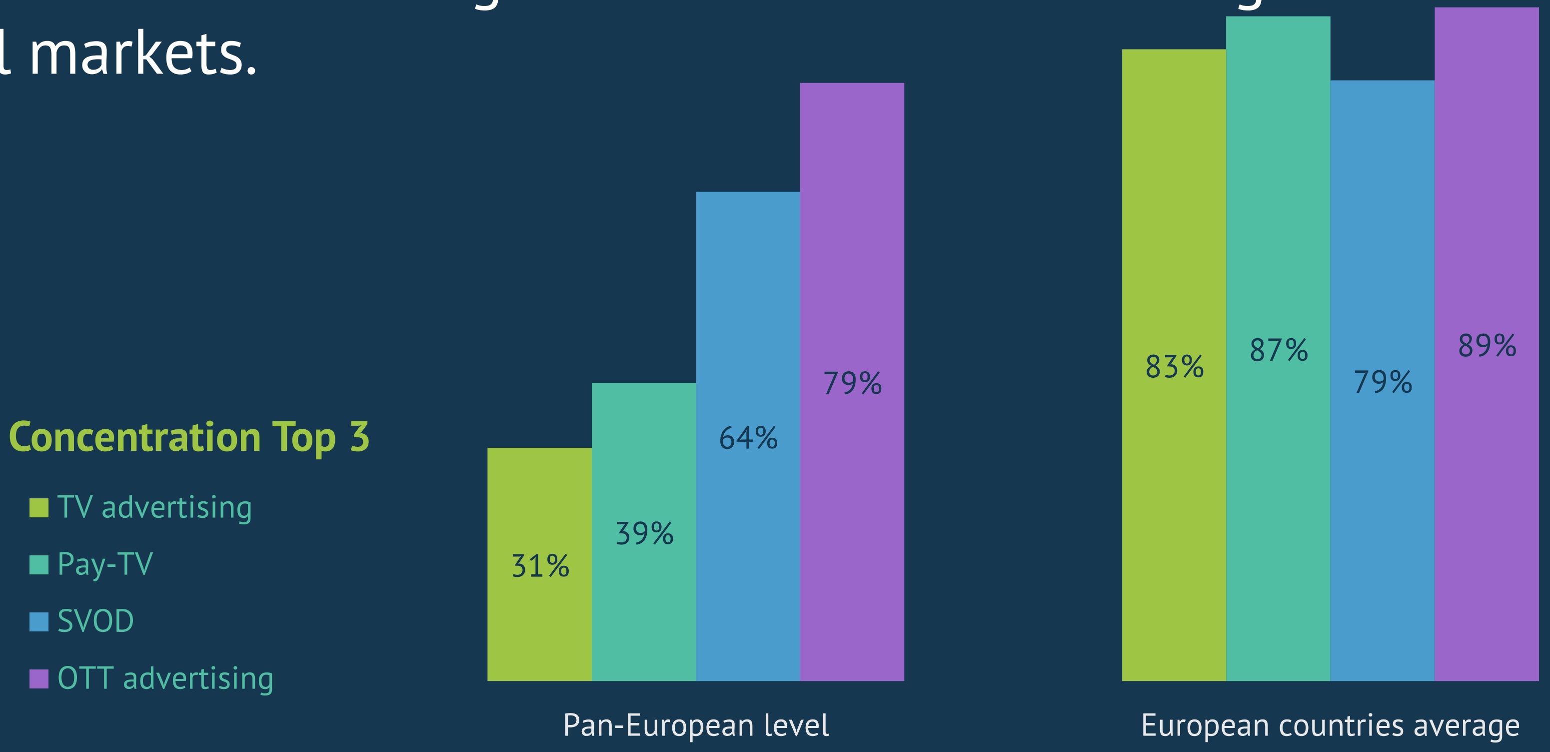
- The TV & OTT advertising market shows a similar level of concentration with the pay-AV services market.
- The biggest TV & OTT advertising private groups are almost equally represented by both European and US players.





National AV markets are more concentrated on average than the pan-European landscape

- Fewer players are present at country level.
- Top players present at country level tend to be the national groups depending on the segment.
- Concentration calculated as the average of national markets disregards the size of the individual markets.



THANK YOU!

MAVISE

Television reports

Key players reports

jean-augustin.tran@coe.int