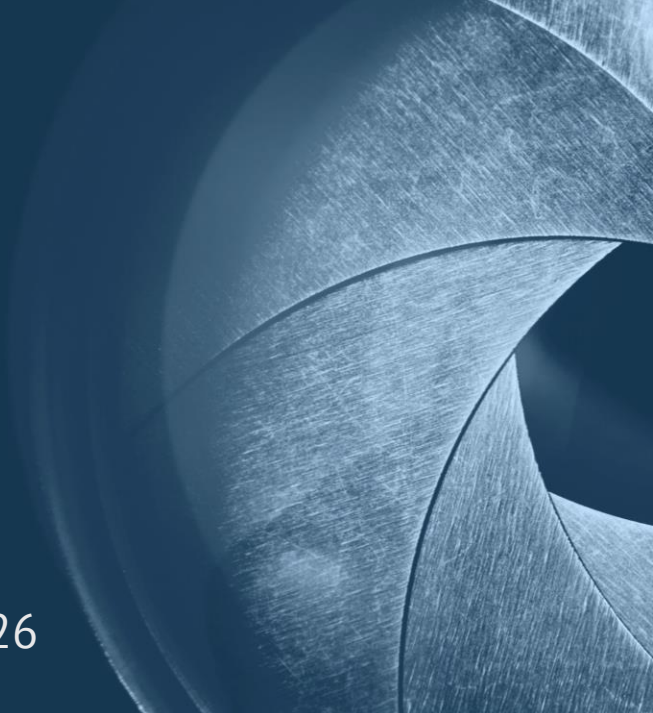


Registrations for travelling AVMS – A snapshot from MAVISE

by **Laura Ene Iancu**

Market analyst at the Observatory
Head of MAVISE





Registrations for travelling AVMS

A snapshot from MAVISE

5 February 2026

Laura Ene Iancu

Analyst European TV and VoD Markets

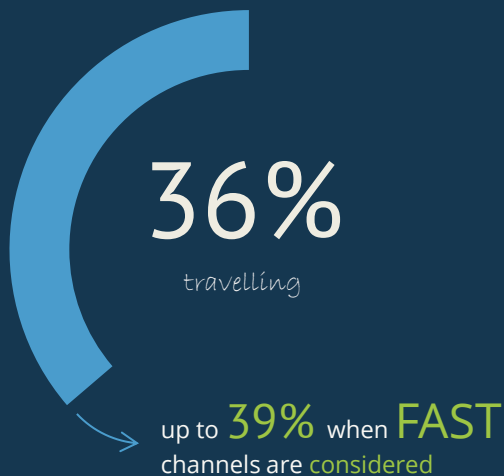
Head of MAVISE

European Audiovisual Observatory



How big is the ^{registered} supply of AV media services travelling within the EU?

TV registrations

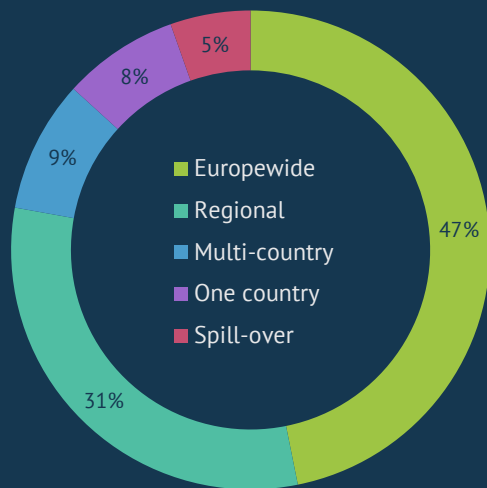


VOD registrations

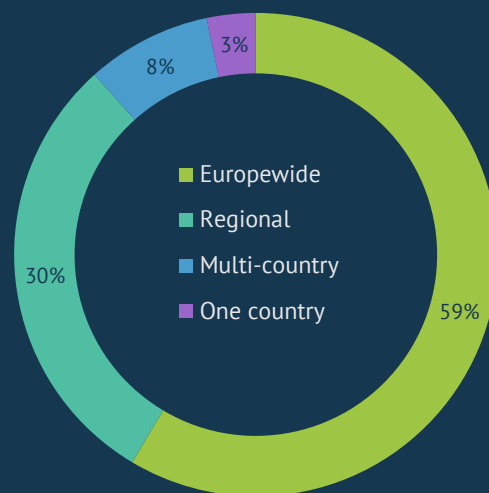


Who do they *target* ?

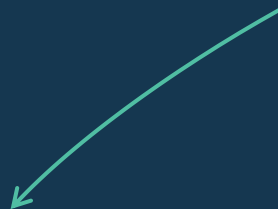
TV travelling registrations
by target



VOD travelling registrations
by target



What do these registrations *cover* in practice?



unique services



additional registrations
meant to complete the
geographical and linguistic
scope for some services



How does a typical travelling *service* look?

Travelling **TV** services are...

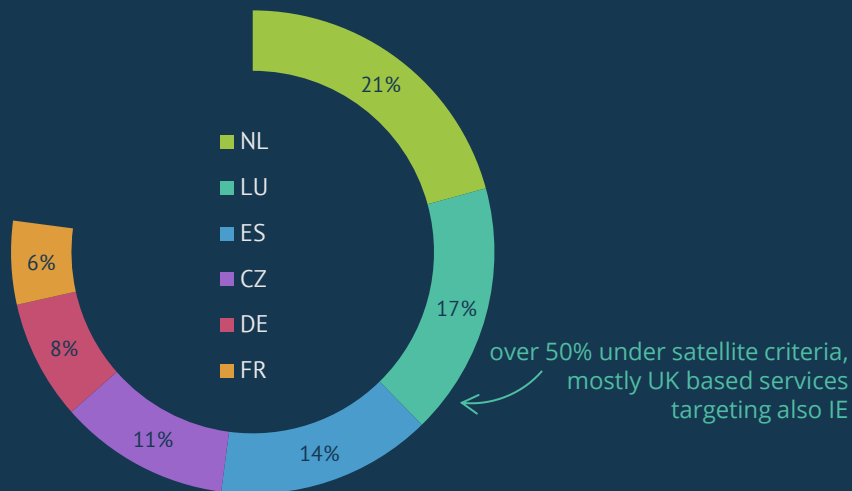
mainly **Europewide** & **Regional**
dominated by **European** groups
mostly under **single registration**

Travelling **VOD** services are...

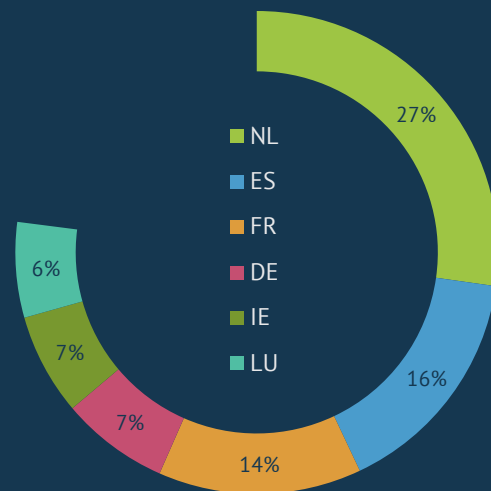
majority of **Europewide**
dominated by **European** groups
almost exclusively under **single registration**

Where are the main *registration hubs* for travelling services?

Top **TV** registration hubs
for travelling services



Top **VOD** registration hubs
from travelling services



The logo consists of a solid green square with the word "MAVISE" in white, bold, sans-serif capital letters centered within it.

MAVISE

mavise.obs.coe.int

