

3 Media Trends

NEM Kick-off

*Trends
that are quietly redrawing the map of the
European audiovisual market*

A presentation of the European Audiovisual Observatory
by Christian Grece

NEM Dubrovnik – 08.06.2026



1. New forms of partnerships between broadcasters and global streaming services
- Reaching younger audiences but at what cost?

2. Investments in original European content: CEE vs. Western Europe
- Can structural market differences explain different investment levels?

3. Consolidation and impact on CEE
- Scale as solution or false promise?

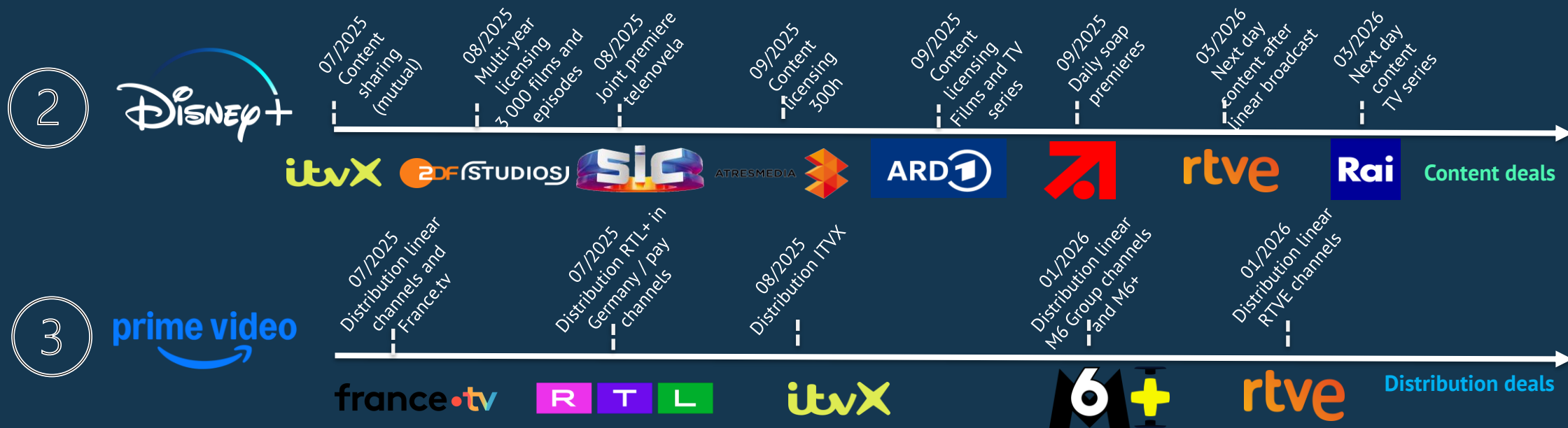


**1 – New forms of partnerships
between broadcasters
and
global streamers**

Content and distribution deals between global streamers and European broadcasters

✓ Emergence of new forms of content and distribution partnerships between streaming services and traditional European broadcasters in 2025-26: Access to local content / Enlarge reach and distribution → Win/Win?

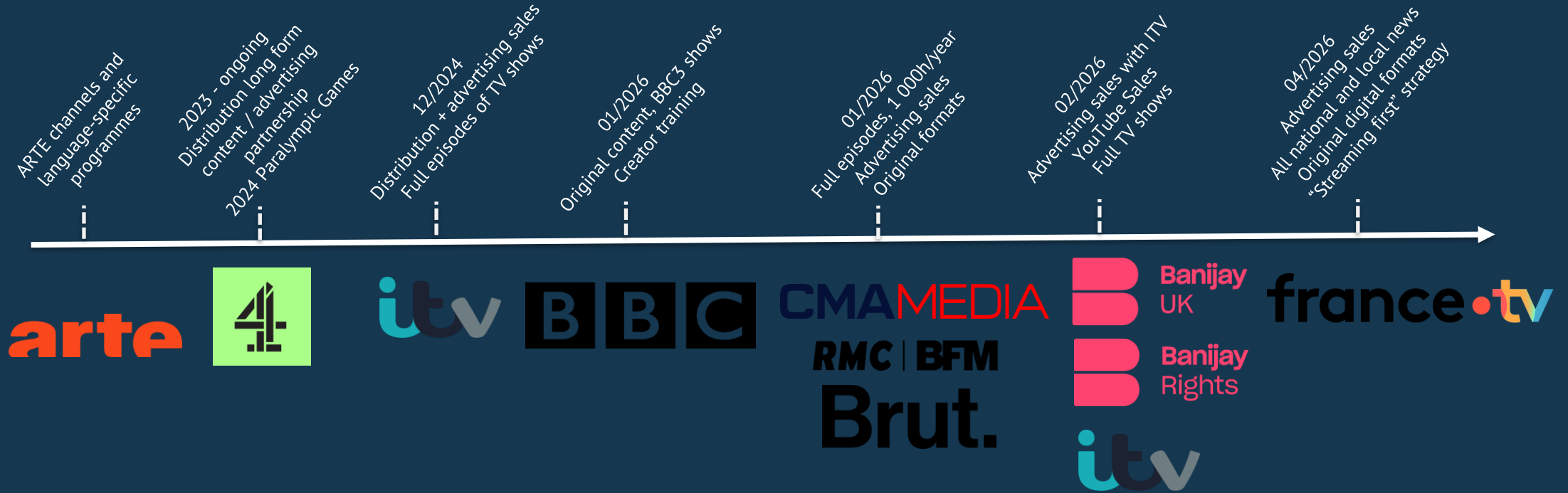
1 **NETFLIX** + **TF1 GROUPE** **Distribution deal - Summer 2026**
 Access to linear channels Group TF1 and content on TF1+



Source: Trade publications, Companies websites, Desk research

Distribution on YouTube is no longer a taboo for several broadcasters

- ✓ To increase their reach and gain additional advertising revenue, as well as raise awareness of their content, traditional broadcasters and studios are starting to make some of their long-form content available on YouTube.



Increased reach but at what cost?

Opportunities

- ❑ Extended reach, notably younger generations
- ❑ Increased availability of national and European content/IP for audiences
- ❑ Marginal increase in advertising revenues
- ❑ Extended reach of trusted news content in age of disinformation

Risks

- ❑ High risk of becoming dependent on global players to reach younger audiences
- ❑ Loss of direct relationships with viewers and viewing data
- ❑ Loss of control over discovery and advertising data/inventory
- ❑ Impact on national production?
- ❑ Reduction of users of broadcasters' platform

Are content and distribution partnerships a **blueprint for the future distribution of European broadcasters' content?**

Or do they pose **a risk of creating a structural dependency on global platforms and streamers?**

- **SANJA BOŽIĆ-LJUBIČIĆ**
CEO, PICKBOX, MEDIATRANSLATIONS, MEDIAVISION AND NEM
- **GRÉGOIRE POLAD**
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EXECUTIVE DIRECTOR & CO-FOUNDER, AMPERE ANALYSIS



2 – Investments in Original European content

CEE vs. “Western Europe”

Structural differences do not permit a direct comparison

“Western Europe”:

- approx. 418 million inhabitants**
 - 5 large national markets
 - Higher ARPUs
 - Higher OTT penetration
-
- **Total revenues AV market 2024***
EUR 123.27 billion



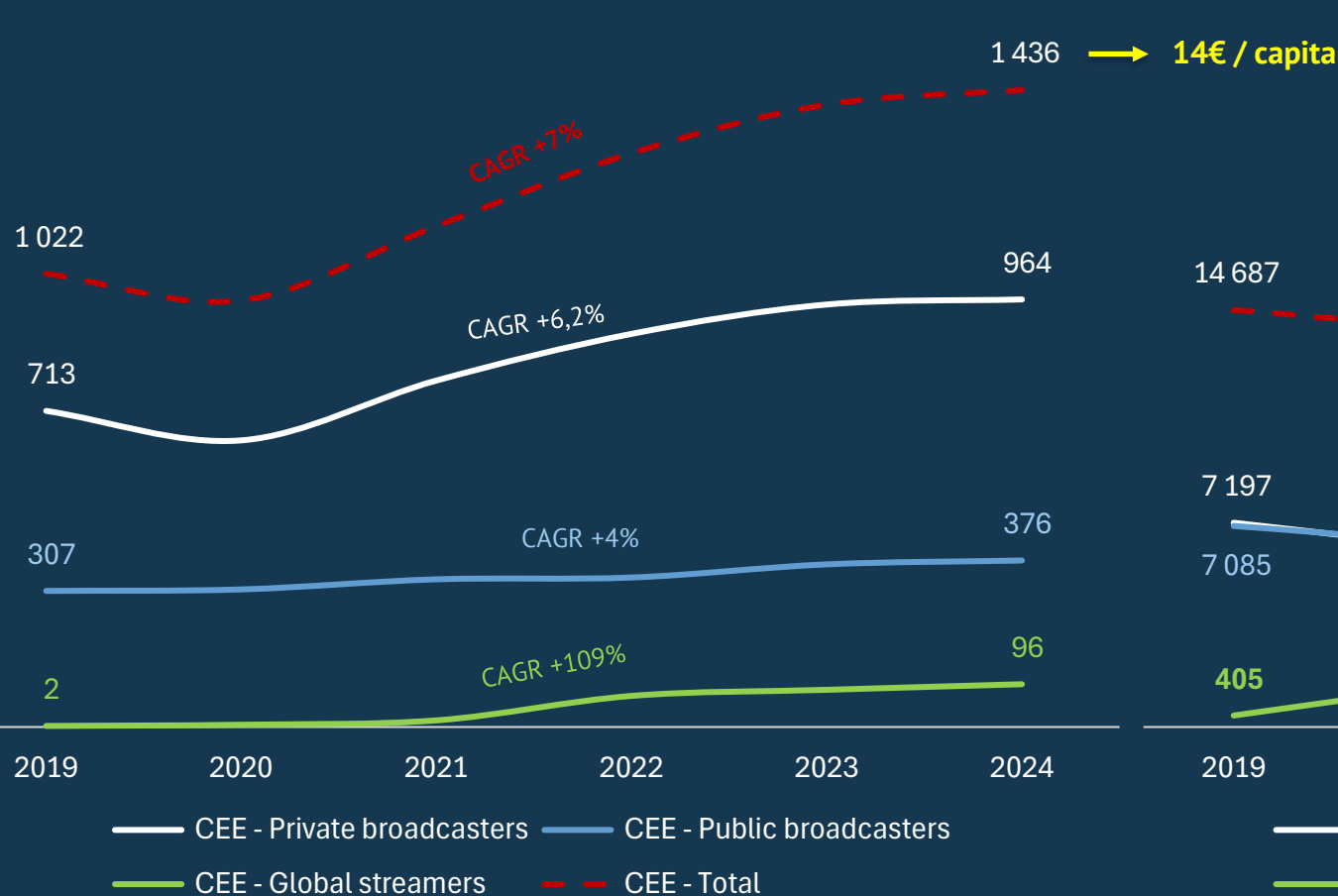
Central and Eastern Europe:

- approx. 100 million inhabitants**
 - Mainly “smaller” markets
 - Lower ARPUs
 - Lower OTT penetration
-
- **Total revenues AV market 2024***
EUR 12.25 billion

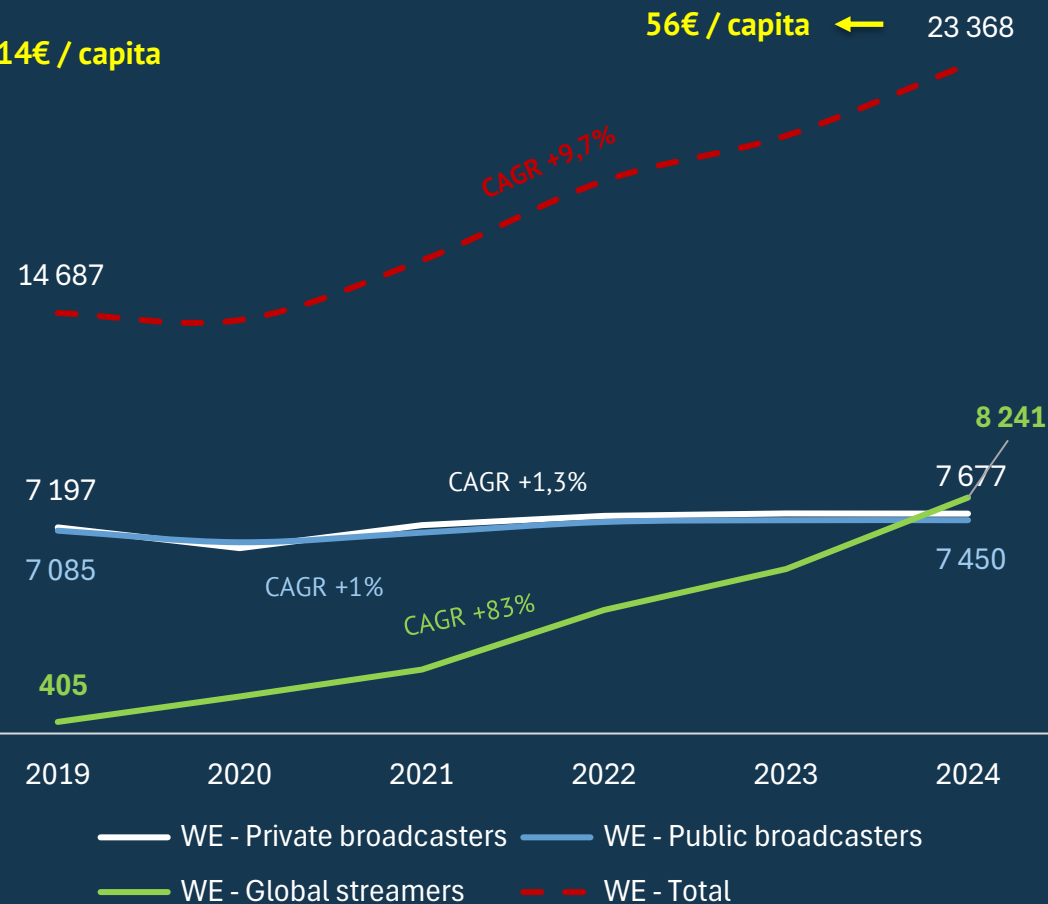
*includes public funding, TV, AVOD, radio advertising, pay-TV revenues, pay on-demand revenues, cinema box-office and physical video.
Sources: EBU/MIS, company reports, WARC, Dataxis, LUMIERE
EAO Yearbook 2025

Streamers' investments increased total European original content spend but are mainly concentrated on a selection of countries

CEE - Spending on European original content* by category of players
in EUR million, 2019-2024

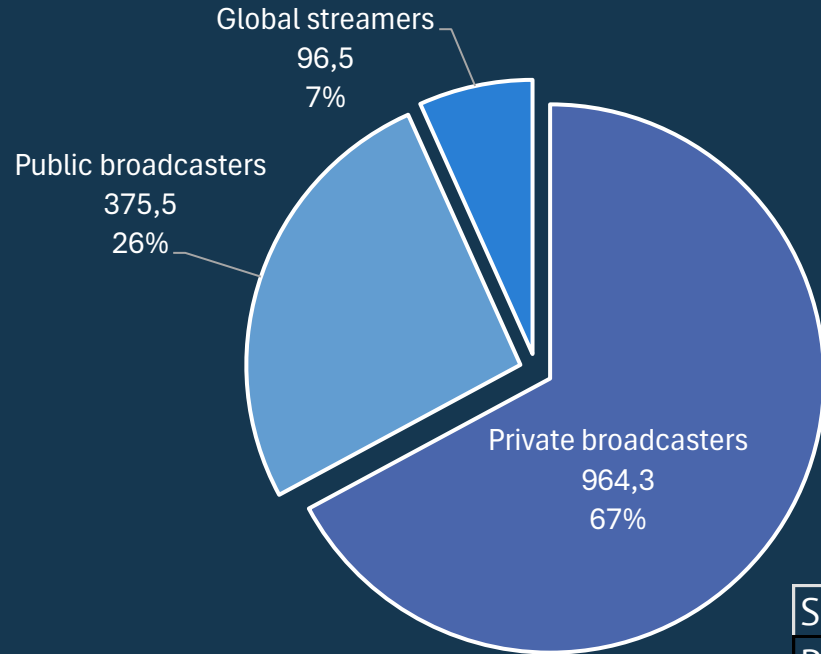


WE - Spending on European original content* by category of players
in EUR million, 2019-2024

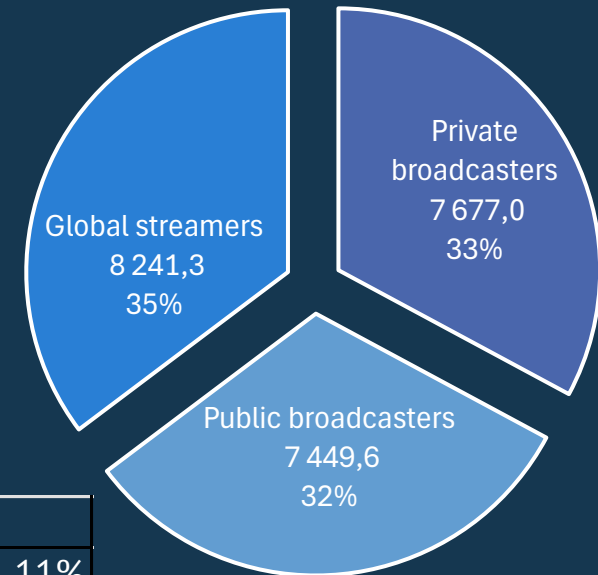


Streaming services have become an important source of content investments in Western Europe

Central & Eastern Europe – Breakdown* of spending on European original content (1,4€ billion)
in EUR million, 2024



Western Europe – Breakdown* of spending on European original content (23,4€ billion)
in EUR million, 2024



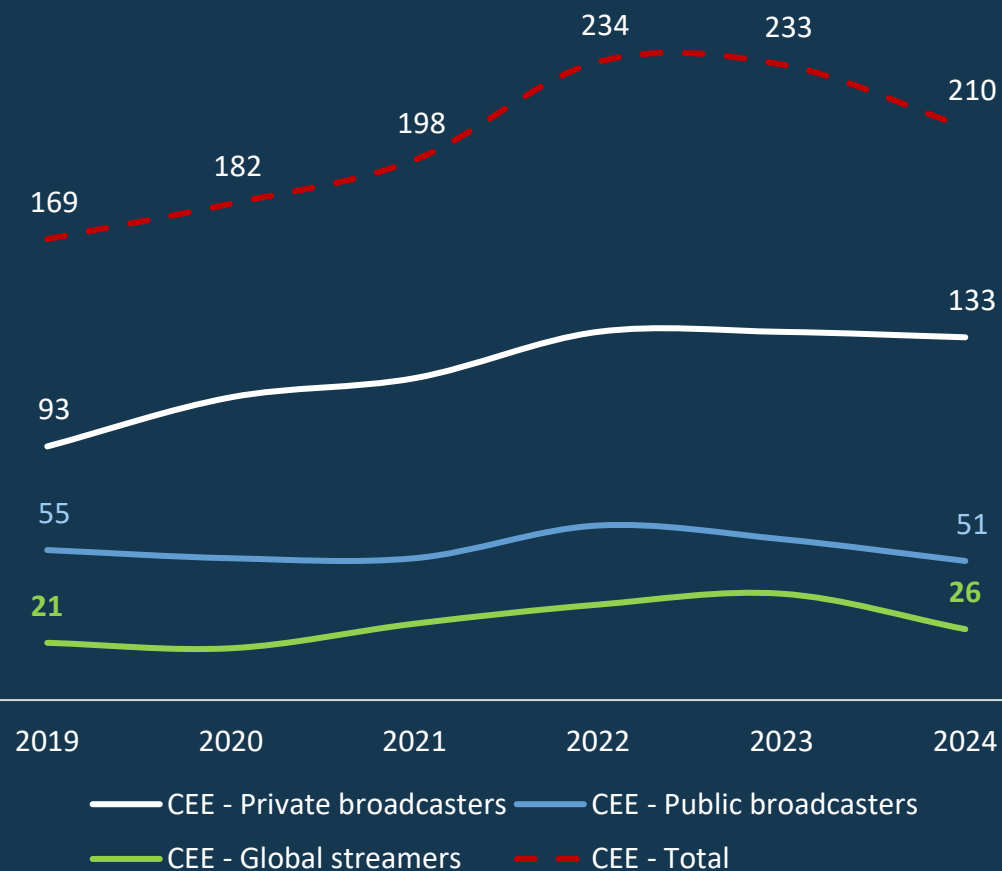
Share CEE of total spend by category	
Private broadcasters	11%
Public broadcasters	5%
Global streamers	1%
Total	6%

*excludes news, sports

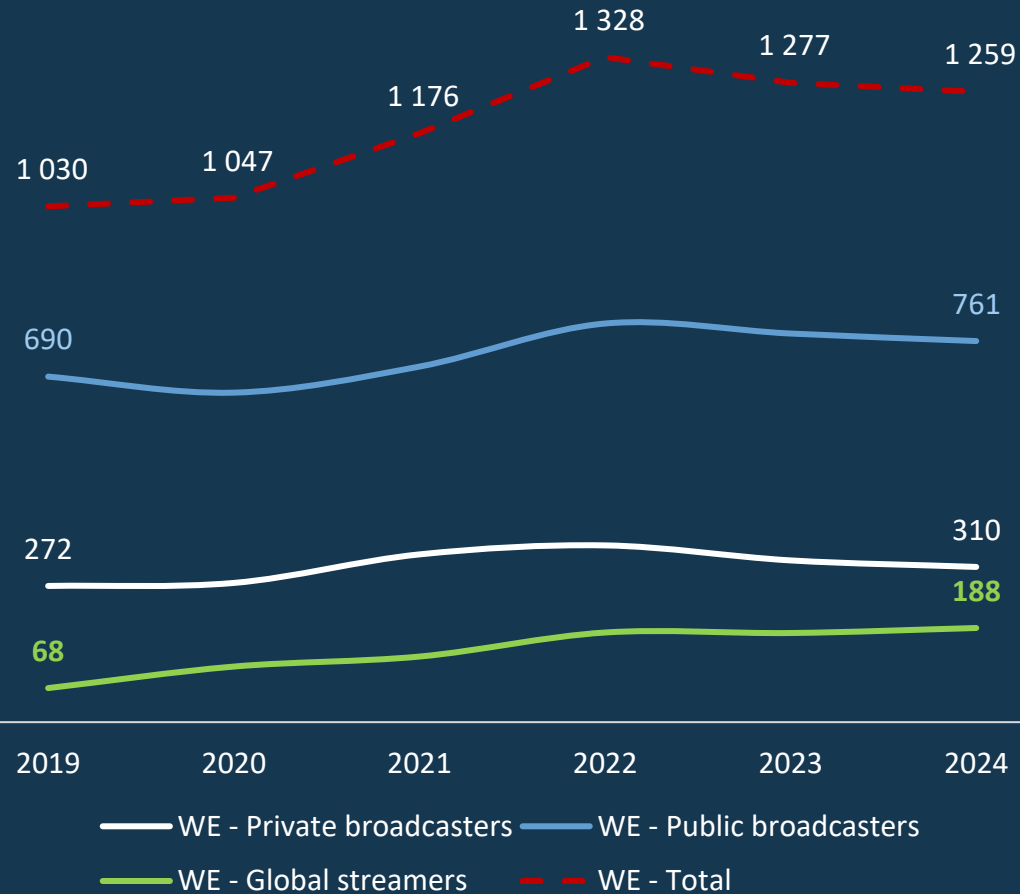
Source: European Audiovisual Observatory on Ampere Analysis data

After a peak in 2022, TV fiction production in Europe has decreased the following years except for global streamers in WE

CEE - Breakdown of TV fiction titles* produced 2019-2024 by category of players in titles



WE - Breakdown of fiction titles* produced 2019-2024 by category of players in titles



* All TV fiction titles (TV Film, TV series 2 to more than 52 episodes)

Source: European Audiovisual Observatory on media-press.tv data

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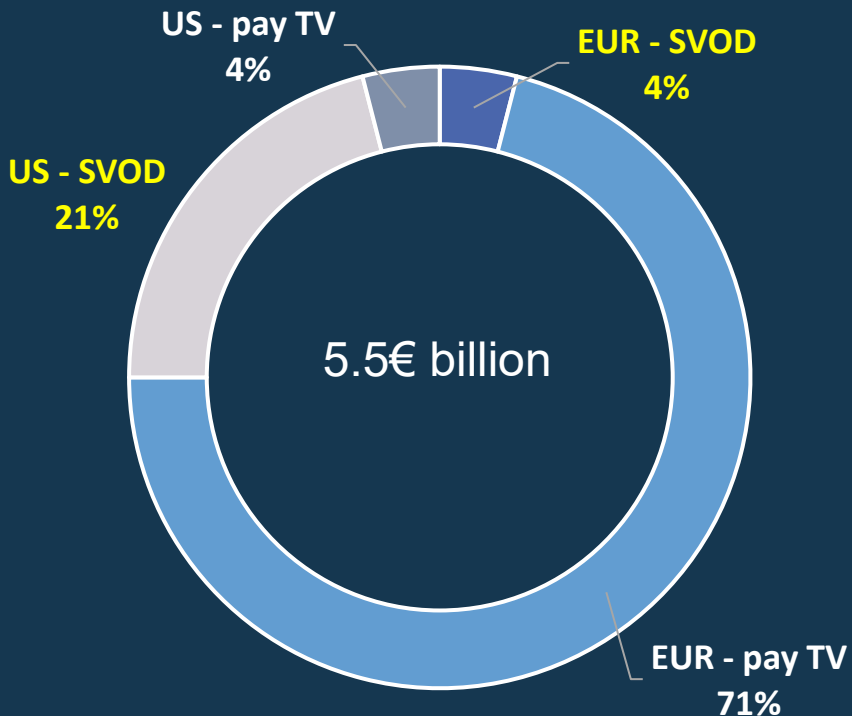


3 – Consolidation and impact on CEE?

In CEE, European-owned groups still generate 75% of pay service revenues – in WE, US-owned groups generate more than half

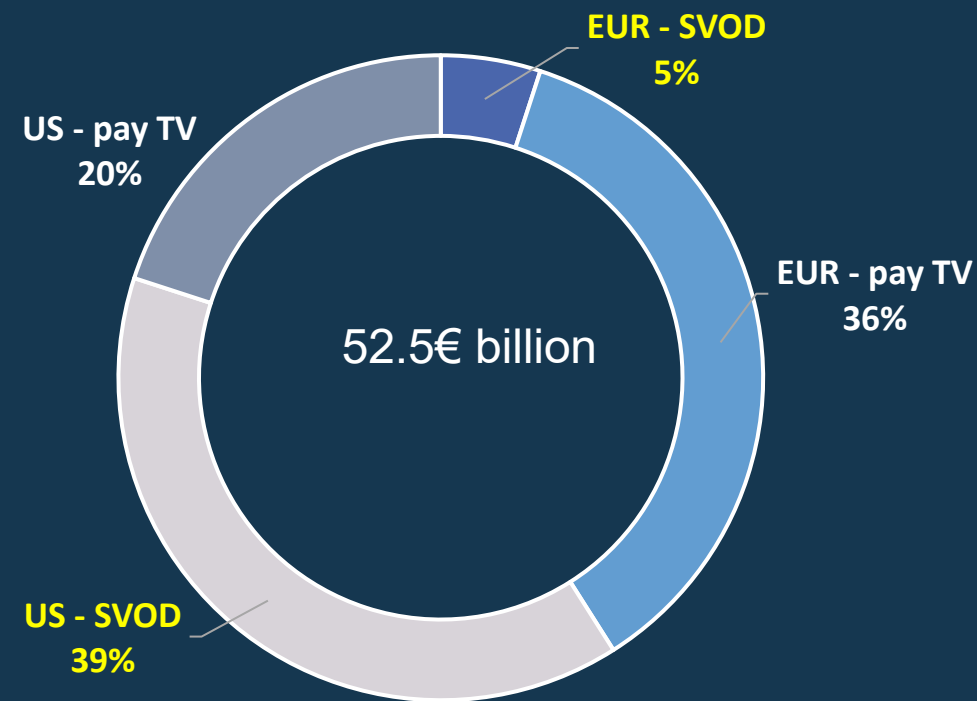
CEE - pay AV revenues by ownership, 2024

in % of total pay AV revenues (SVOD and pay TV)



Western Europe - pay AV revenues by ownership, 2024

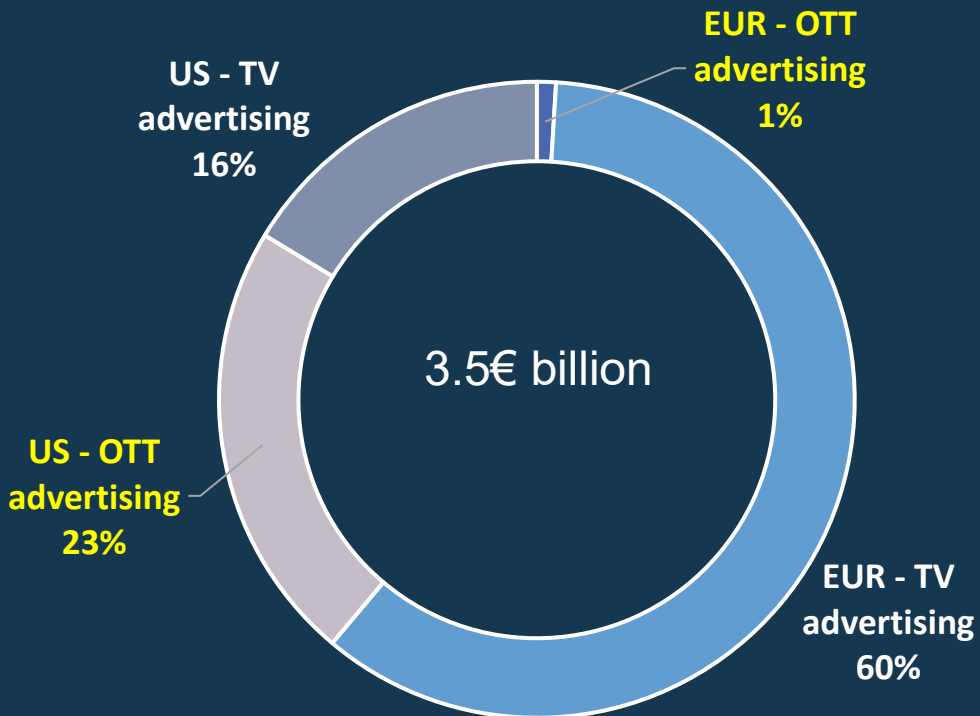
in % of total pay AV revenues (SVOD and pay TV)



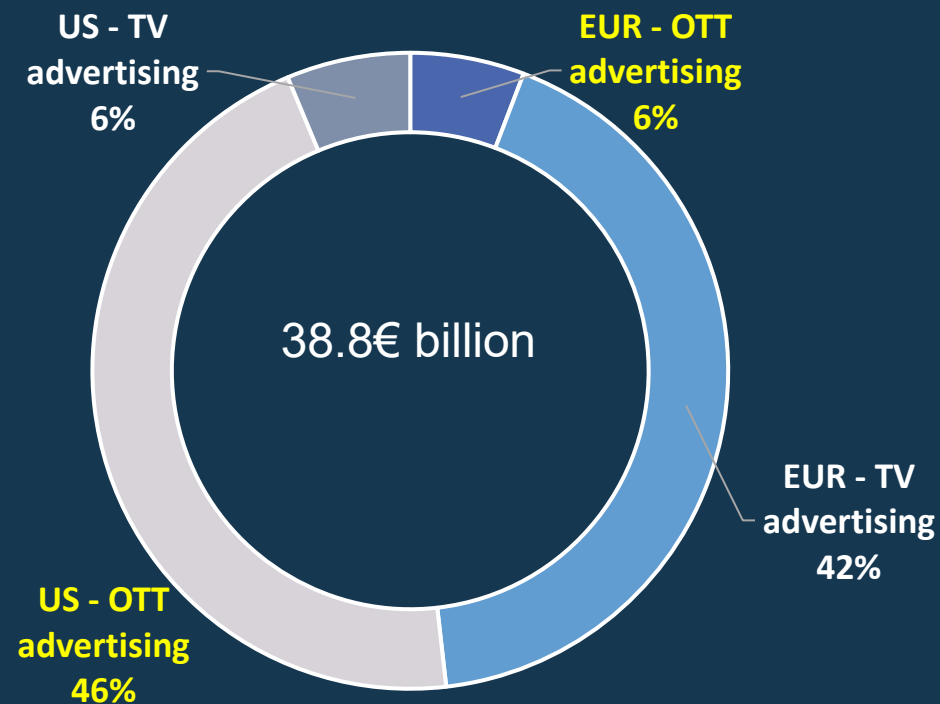
Source: European Audiovisual Observatory on Dataxis, corporate reports, Companies House online registry, Orbis data and desk research, See Report Top players in the European audiovisual industry – Concentration, statute, origin and profile 2024 figures

In CEE, European-owned groups still generate 61% of ad revenues – in WE, US-owned groups generate more than half

CEE - AV advertising revenues by ownership, 2024
in % of total advertising AV revenues (OTT and TV)



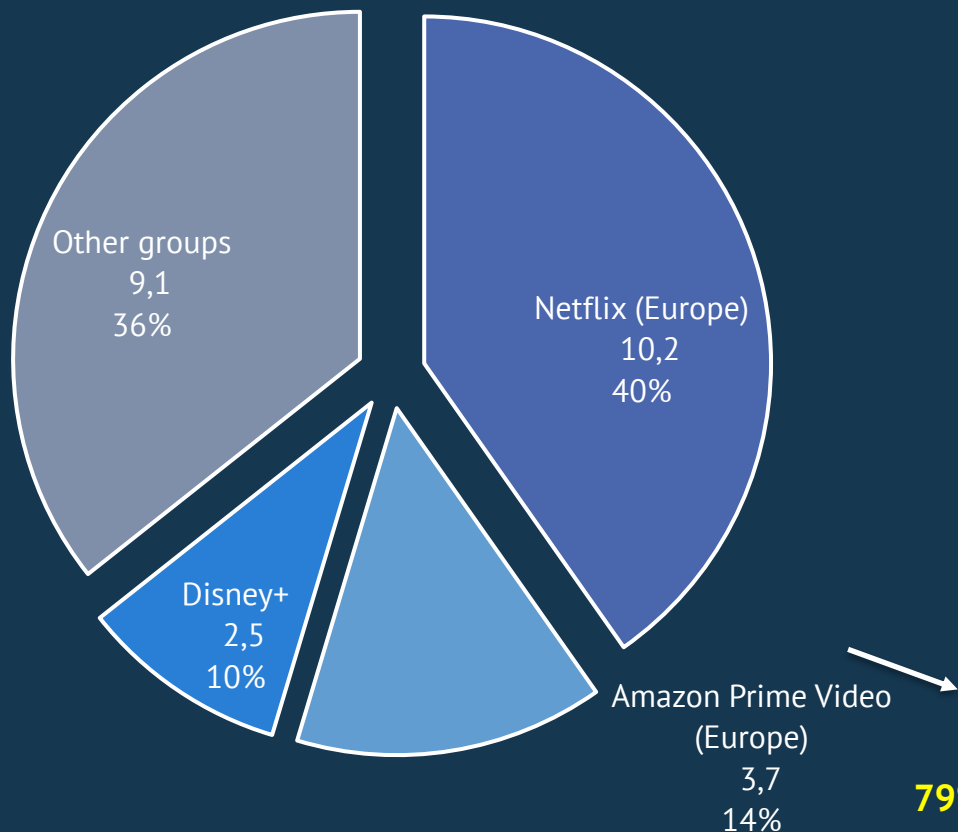
Western Europe - AV advertising revenues by ownership, 2024
in % of total advertising AV revenues (OTT and TV)



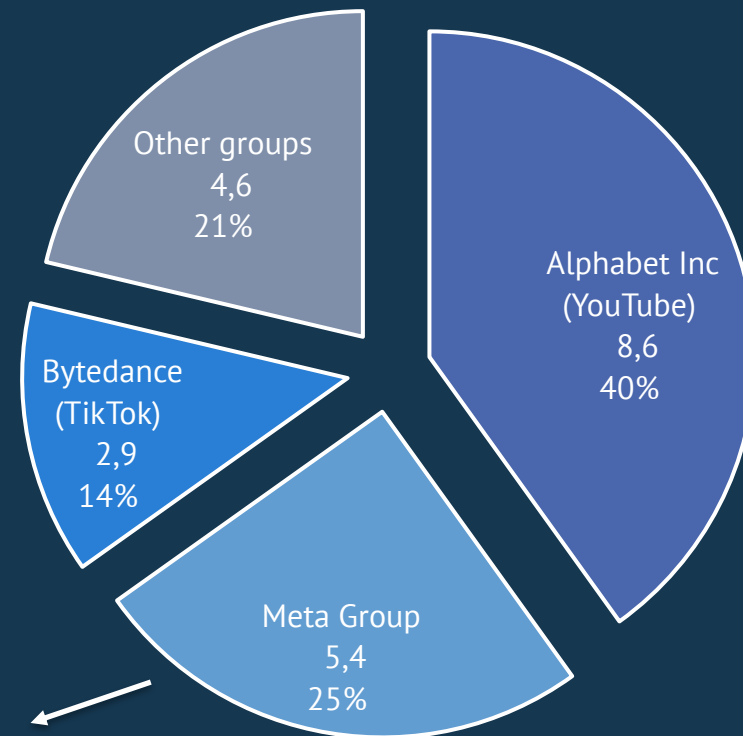
Source: European Audiovisual Observatory on Dataxis, corporate reports, Companies House online registry, Orbis data and desk research, See Report *Top players in the European audiovisual industry – Concentration, statute, origin and profile 2024 figures*

Global scale translates into concentration on the European SVOD and OTT advertising markets

Europe - SVOD-only revenues by group 2024
in EUR billion (total 25.5€ billion)



Europe - OTT advertising revenues by group 2024
in EUR billion (total 21.5€ billion)



Top 3 players
64% SVOD revenues
79% OTT advertising revenues

Is consolidation the answer to OTT and streaming concentration?

□ Do European players need to **consolidate and gain scale** or **form partnerships with global players** ?

TV



+



+



+



Production



+



+



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