



The European Audiovisual Observatory: The Media Data Library for Researchers

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I. Legal and Institutional Setting

The European Audiovisual Observatory



- Created in 1992 as enlarged partial agreement of the Council of Europe
- 41 member states + European Union
- Mission: information and transparency in the audiovisual sector + neutrality
- Scope: TV, cinema, video, video on-demand services, platforms, video games
- Financial contribution by member states + self financing

Governing bodies and functioning

- **Executive Council (ExCo)**
 - ✓ Meets twice a year and adopts Action Plan and Budget
 - ✓ Rotating annual country presidency
- **Advisory Committee (AdCo)**
 - ✓ Composed by professional organisations of the audiovisual sector
- **Financial Committee**
 - ✓ Gives the green light to the budget
- **Bureau of the Executive Council**
 - ✓ Management board elected by and from within the ExCo (max. 8 members)
- **Board of External Auditors**
 - ✓ External audit of the account
- **Secretariat** (appx. 25 persons)

II. Activities and Resources

A unique legal and market approach

TOPICS?

- Film
- Television
- Video on-demand
- Video-sharing platforms
- Video games

WHAT?

- Reports
- Mappings
- Digests
- Databases
- Conferences and presentations
- Online Yearbook
- Newsletters

FOR WHOM?

- Academics
- European Commission
- European Parliament
- Governments
- Industry
- Journalists
- Lawyers

Overview 2026/2027 - Legal databases and EU-funded activities

AVMSD



AVMSDatabase

- Interactive searches on national legislation in EU-27 and Tracker to follow transposition of the AVMSD

IRIS
NEWSLETTER



→ IRIS NEWSLETTER

- 10 monthly issues on legal developments in European OBS-41 and beyond

IRIS
MERLIN



→ IRIS MERLIN

- More than 10.000 articles from the newsletter on OBS-41 and beyond

VERBO



→ VERBO

- Articles on European Court of Human Rights case law on freedom of expression

OPUS



→ OPUS

- Interactive searches on national rules on the promotion of European works (artt. 13, 16, 17 AVMSD) in EU, EFTA and UK

Public Service
Media



→ PSM

- Overview tables on governance and funding of public service media in OBS-41

EMFA



→ EMFAbase [forthcoming 2027]

- Interactive searches across national laws related to the European Media Freedom Act

Overview 2026/2027 - Legal publications

AUTHORS AND CREATION



- ❑ **Fiscal incentives and cash rebates in the audiovisual sector** (May 2026)
- ❑ **Content visibility in the platform economy** (2027)

AUDIOVISUAL WORKS



- ❑ **European rules on audiovisual and digital services in the global trade context** (September 2026)
- ❑ **The promotion of European works - AVMSDigest** (November 2026)
- ❑ **The protection of audiovisual formats and the foundations of the format market** (2027)
- ❑ **The use of deep fakes and the regulatory challenges** (2027)

AUDIOVISUAL SERVICES AND PLATFORMS



- ❑ **Enforcing rules on illegal content online and disinformation online** (February 2026)
- ❑ **Stricter national rules for audiovisual commercial communications** (May 2026) 
- ❑ **Copyright and AI** (July and November 2026)
- ❑ **Protecting users from harmful online practices** (with EMR) (December 2026)
- ❑ **Convergence among audiovisual service providers** (2027)
- ❑ **Legal developments in South-Eastern Europe** (with external experts, 2027)

SOCIETAL ISSUES



- ❑ **Platform regulation, disinformation and FIMI in Ukraine** (March 2026)
- ❑ **Events of major importance for society in European audiovisual law** (March 2026)
- ❑ **The independence of national regulatory authorities** (April 2026) 
- ❑ **Safeguards for media pluralism** (with external experts) (September 2026)
- ❑ **Legal developments in South-Eastern Europe** (with external experts) (October 2026)
- ❑ **Safety of journalists and safeguards for a democratic information space in Europe** (2027)
- ❑ **Protection of minors AVMSDigest** (2027)

Overview 2026 – Market publications

Q1 2026

Key Trends

Impact of cinema adm.
on SVOD usage

Distribution of films on
TV & VOD in the EU

Fiction film financing
plans 2023

Writers & directors of
film and AV fiction

Top players in European
AV sector

Q2 2026

FOCUS World Film
Market Trends

Adaptations in film and
AV fiction production

Films and AV content
in VOD catalogues

Q3 2026

AV media services

AV services investments
in EUR original content

Gender in film and AV
production

European theatrical
documentary films

Made in Europe

AV fiction prod. in Europe

Economics of VSP

Public funding income
& spend (TBC)

Q4 2026

Production incentives

Working Group:
Monitoring investment
obligations (TBC)

Strategic core areas:

Information Service

Authors & Creation

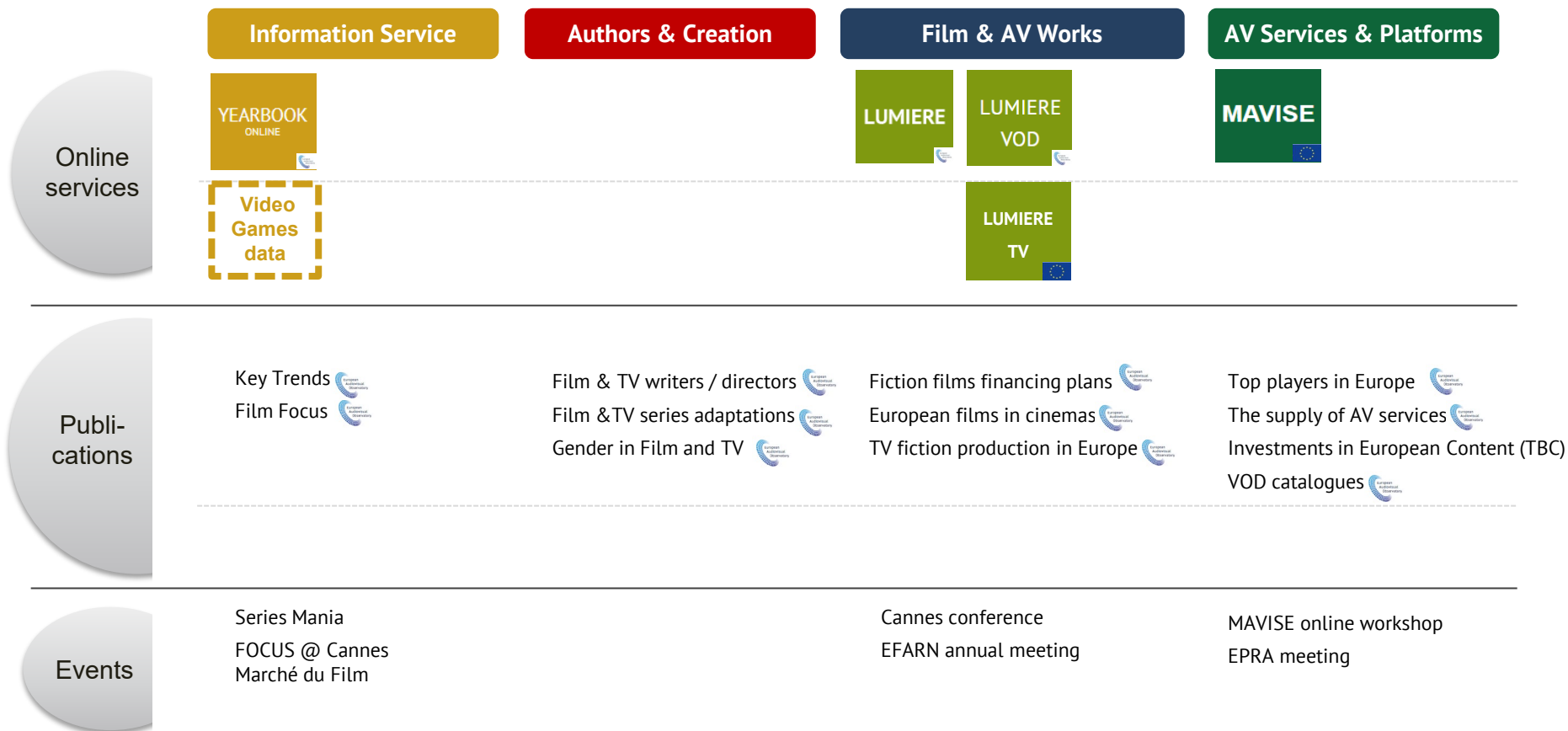
Film & AV Works

AV Services & Platforms



Supported by Creative Europe

Overview 2027 – Market databases, publications and events



Supported by Creative Europe

III. New Activity: Video Games

Three years' pilot project: 2026-2027-2028

→ 26 participating members in 2026

AL, AT, BE, CH, DE, DK, EE, ES, FR, GB, HR, HU, IE, IT, LT, LU, MA, ME, MK, MT, NL, NO, SI, SK, UA, EU

→ 13 countries missing, still: among them SE, CZ, PL.

→ ExCo meeting in Nov. 2026: VG Action Plan and Budget 2027

→ In June 2028 assessment for integration into OBS 2029

→ Steering Committee oversees activities

- **Representatives from participating countries** with necessary authority to join.
- They **may also come from other public institutions: ie. European Commission.**
- Steering Committee representatives for the duration of the project.
- **Budgetary decisions** are agreed to by the Steering Committee, approved by the ExCo and adopted by FiCo (because included in the budget of the EAO).
- The **EAO Secretariat informs the ExCo** about decisions taken by the Steering Committee.
- **The first meeting took place in January 2026**

→ Technical Council advises on the activities

- Composed of **experts**: provide independent expertise on activities (not endorse).
Also come from a different public or private institution.
- **Steering Committee ratifies** Technical Council members and take their opinions into account.
- Technical Council is **advisory body for data gathering and direction** for VG Project.
- **First meeting took place in April 2026, second happening on Sept 21st**

Video Games Mapping report (purpose)

A comparative **mapping of public support measures** for the video games sector across EAO's 41 member states.

Identify, describe, and compare, measures (bodies and schemes):
direct support schemes and video games-relevant tax and other production incentives; capturing the diversity and specificity of schemes regarding development moments, typology of games supported, and eligibility criteria.

Video Games Market report (purpose)

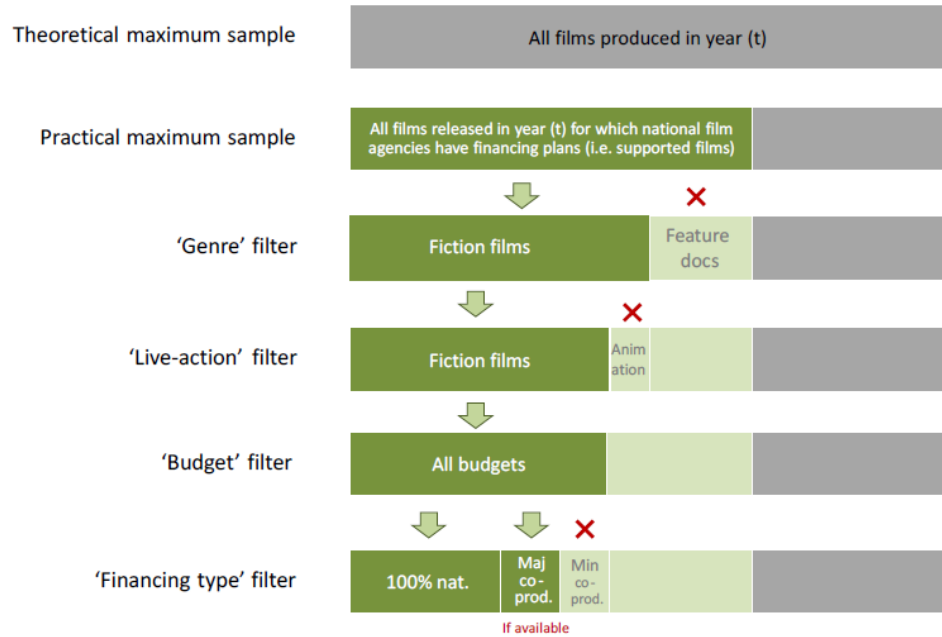
A good **understanding of the market volume** of the European video games sector and related challenges in measuring it.

The **main added value** of this report will ground on

- a) in the provision of consumer spending data for the individual European countries, which is not provided by existing research publications, and
- b) in the breakdown of consumer spending by the main market segments within these countries.

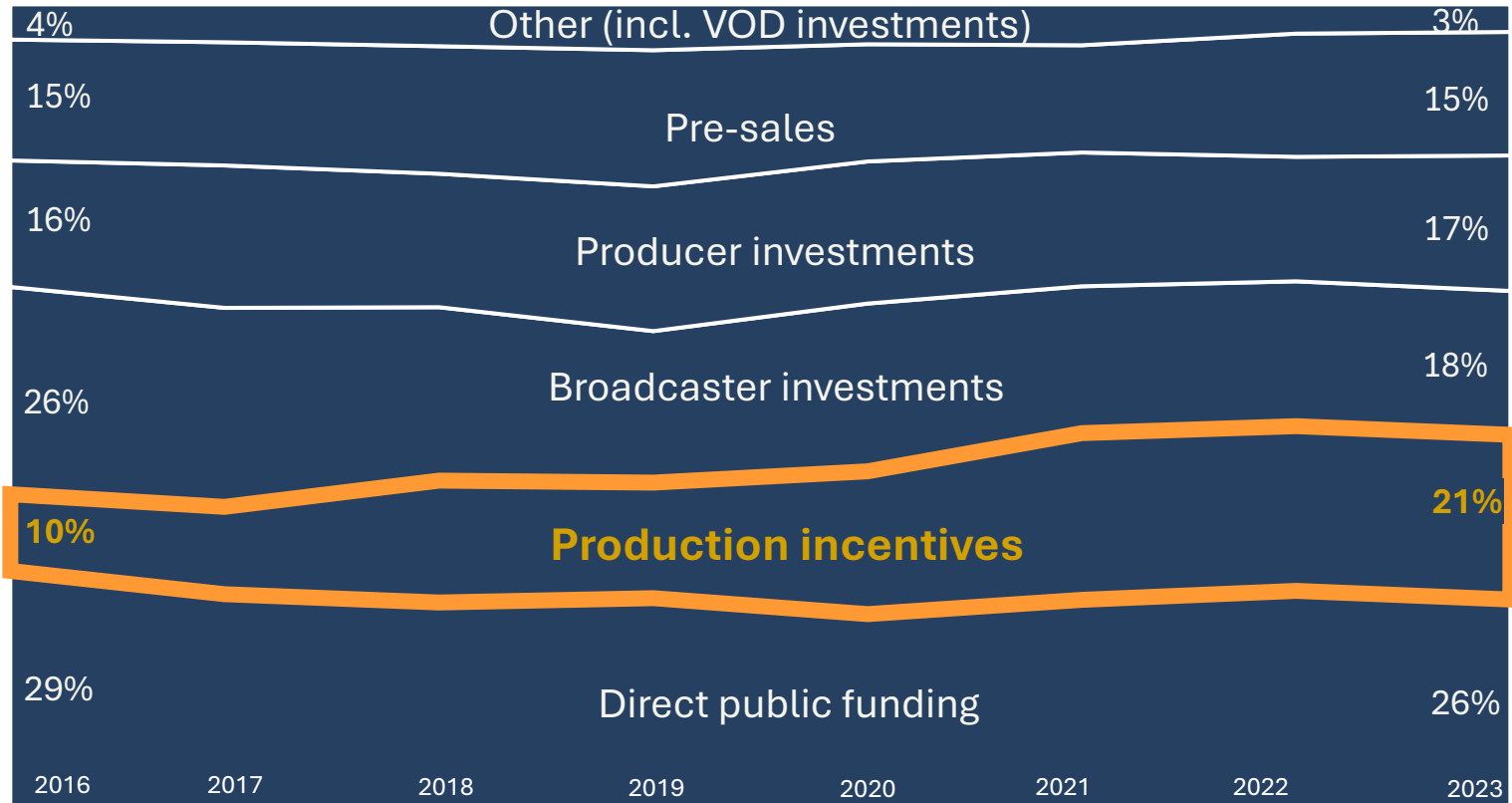
IV. Market Report Examples

Methodology and Sample



3,160
anonymised
financing
plans (2016-
2023)

Breakdown of total financing volume by sources



Source: European Audiovisual Observatory

Methodology and sample

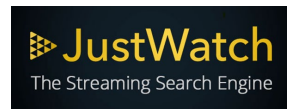
1. Theatrical releases



*Exploitation of films in
European cinemas*



2. Films on VOD

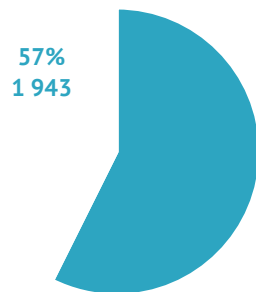


3. Films on linear TV

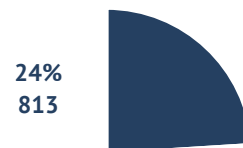


Weight of distribution windows

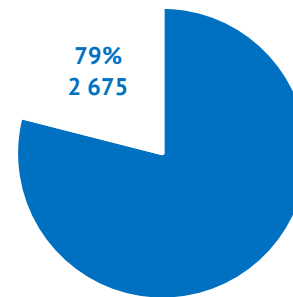
Linear TV



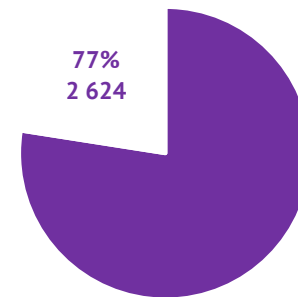
FOD



SVOD



TVOD



Share of 2022 theatrical films broadcast
in 2023 in share and number of theatrical
films on release in EU27 2022 broadcast

Methodology and Sample



THEATRICAL FILMS

Sample 2015-2025	Number of credits	Films in the sample	Share of all films produced (est)
Directors	24409	21368	99%
Screenwriters	34050	18766	87%
Producers	36750	18849	87%
Cinematographers	22908	19129	89%
Composers	19945	15859	74%
Editors	23857	18850	87%

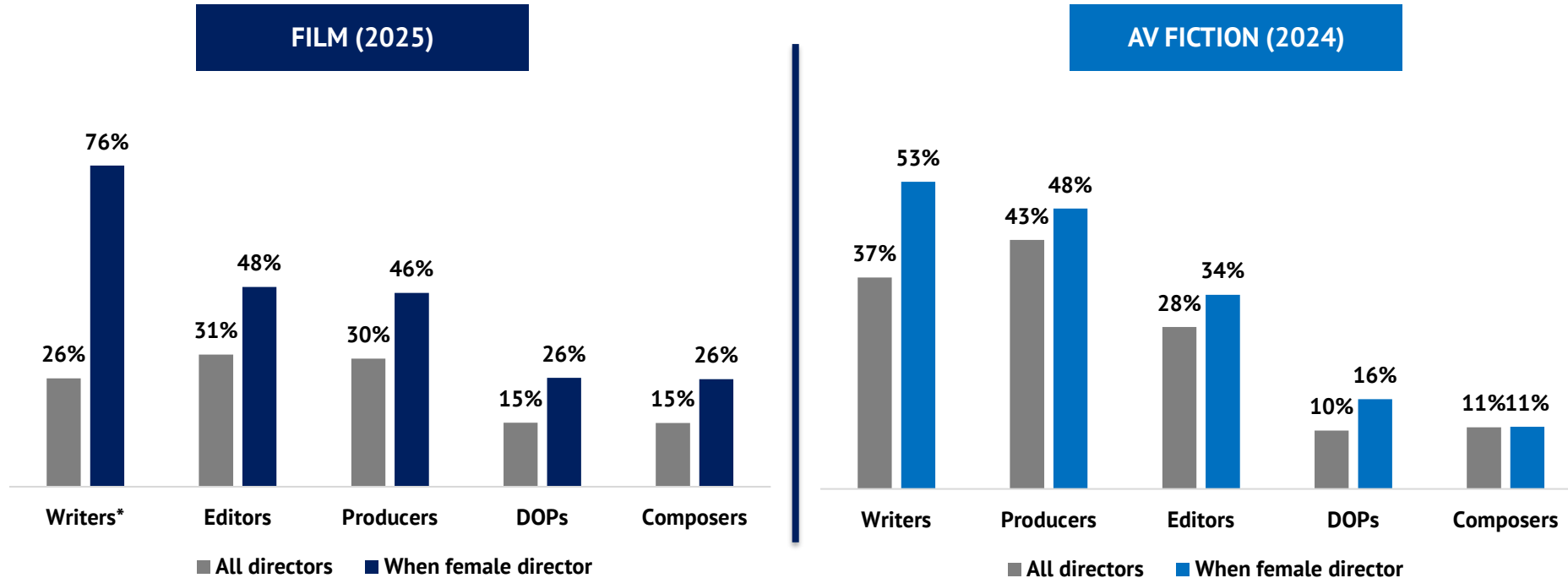
TV AND SVOD FICTION

Sample 2015-2024	Number of credits	TV films and episodes in the sample	Share of all TV films and episodes produced (est)
Directors	46798	42261	90%
Screenwriters	105507	41140	87%
Producers	49701	32076	68%
Cinematographers	38329	35200	75%
Composers	38926	30361	64%
Editors	44253	35737	76%

Source: European Audiovisual Observatory

The female director effect

WOMEN'S SHARE OF ASSIGNMENTS BASED ON DIRECTOR GENDER



Source: European Audiovisual Observatory

More information available here!



Observatoire européen de l'audiovisuel
European Audiovisual Observatory
Europäische Audiovisuelle Informationsstelle

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE