



Key messages from the European Audiovisual Observatory

EPRA meeting
Sarajevo, 30 May 2019

Maja Cappello

Head of Department for Legal Information



Overview

- 1. Latest EAO institutional news**
- 2. Focus on Market information**
- 3. Focus on Legal information**
- 4. EAO events and workshop**

Latest EAO institutional news

2

1.

Presidency of the Executive Council of the Observatory

- 2019: Italy
- 2020: Morocco
- 2021: UK

Working at the Observatory

- Recruitment process for EPRA assistant successfully completed

The database on TV channels, on-demand services...

TV channels

- ✓ 1 in 3 channels in the EU is localized
- ✓ 1 in 3 channels are targeting foreign markets
- ✓ 2 in 3 channels targeting foreign markets are established in the UK, Czech Republic or France
- ✓ 64 languages are broadcasted in Europe

On demand services

- ✓ 50 on-demand services available per European country
- ✓ 94% of services are Film, TV fiction and Generalist
- ✓ Netflix is available in 41 European countries

Ownership

- ✓ 1 in 3 news channels is publicly owned
- ✓ US groups own 70% of children's channels
- ✓ 6 distribution groups serve 50% of pay-TV homes
- ✓ 2 in 3 localized channels are owned by a US group

...and licences in Europe

NEW!

Fresh website & database boost



NEW!

Licences content

- ✓ Licence name
- ✓ Licence granting authority
- ✓ Licencing country
- ✓ Licence holder
- ✓ Licence availability period

NEW!

Launch of data collection 2019

- ✓ 47 national regulatory authorities
- ✓ 3rd successful year of collaboration

Database launch

The European film directory

LUMIERE
VOD



amazon
prime video

& advanced discussions

NETFLIX

Reports

TV audience markets



Pay-TV and SVOD markets



Gender initiatives

Female film directors

Female TV series directors

EFARN network collaboration



The IRIS Family

3.

- IRIS Newsletter (10 yearly issues – with correspondents)

- IRIS *Plus* (3 yearly issues – in-house production):
 - European works and independent producers (Summer 2019)
 - Media windows (Autumn 2019)
 - To be decided (Winter 2019)

- IRIS *Special* (2 yearly issues – with partners):
 - Independence of regulators in the revised AVMSD (IViR) (summer 2019)
 - Self-regulation in the transposition of the revised AVMSD (EMR) (winter 2019)

- IRIS *Extra* (1 yearly issue – with partner):
 - Regulation of disinformation in Russian media law (summer 2019)

The mapping reports

3.

- Protection of minors in the AVMSD implementation – 2016
- Media literacy actions and best practices – 2017
- Licensing procedures for AVMS providers – 2018
- Promotion of European works (EFADs) – 2019
- Granting criteria in film funding – 2019
- Nationality of European works – 2020
- ? – 2021

Revamping of legal databases

3.

IRIS
MERLIN

Database on legal information relevant to the audiovisual sector in Europe

AVMS
DATABASE

Database on the transposition of the AVMS Directive into national legislation

EAO events (January-June 2019)

4.

Main events since the last EPRA meeting:

- Film financing – European strategies to boost cultural diversity
(*Cannes, 18 May 2019*)
- Cinema windows across Europe, Presidency conference
(*Rome, 18 June 2019*)

Forthcoming:

- Trends on the pay tv market in the Russian federation
(*Moscow, September 2019*)
- Independent audiovisual productions in Europe
(*Brussels, November 2019*)
- 6th Christmas workshop – topic to be identified
(*Strasbourg, December 2019*)

For any queries:
→ maja.cappello@coe.int



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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE