



COVID-19 and the audiovisual sector

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Gilles Fontaine

Head of the Department for Market
Information

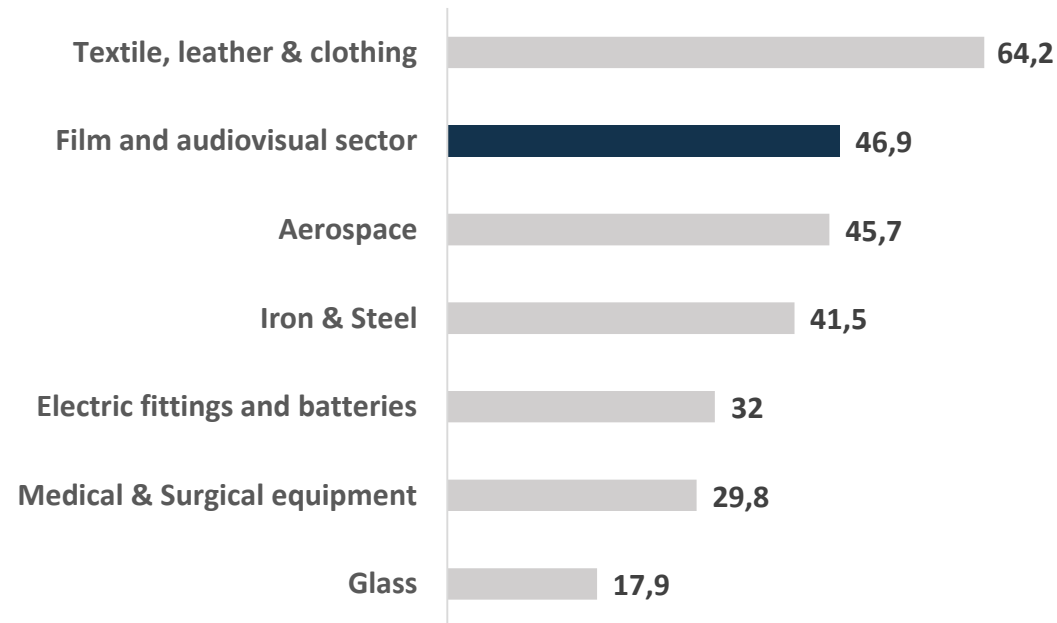


1. What we do

The film and audiovisual sector in Europe

4:53
a day

Contribution to GDP (2018, bn€)

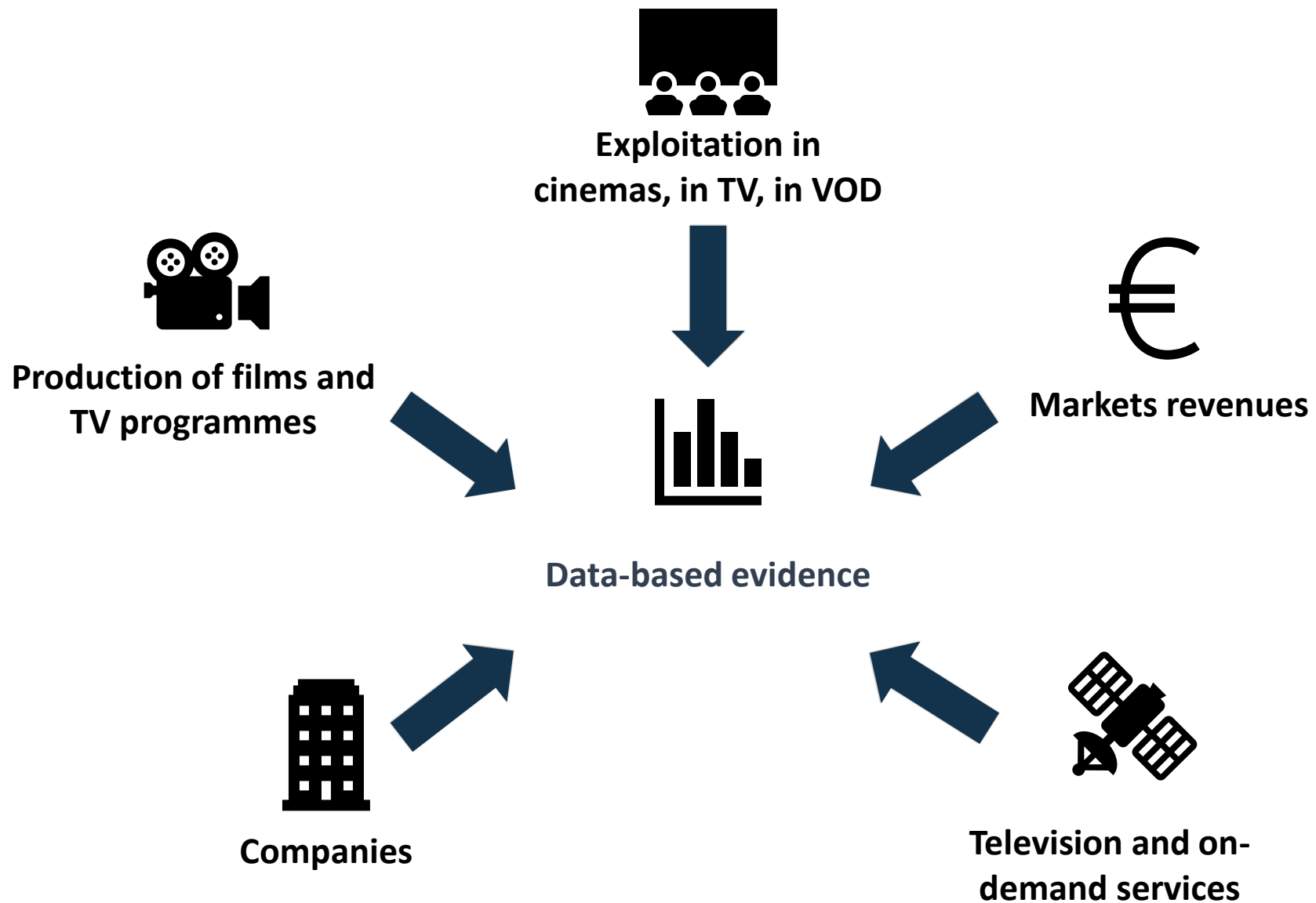


2m jobs

Source: OFCOM – UK - 2019

Source: E&Y

Source: E&Y. Direct, indirect & induced jobs



Public databases



Online access to the tables & graphs of the Observatory's Yearbook



Database on admissions to films released in Europe



Database on TV and on-demand audiovisual services and companies in Europe



The European film directory on European films available on VOD services in Europe

Reports



Presentations



2.

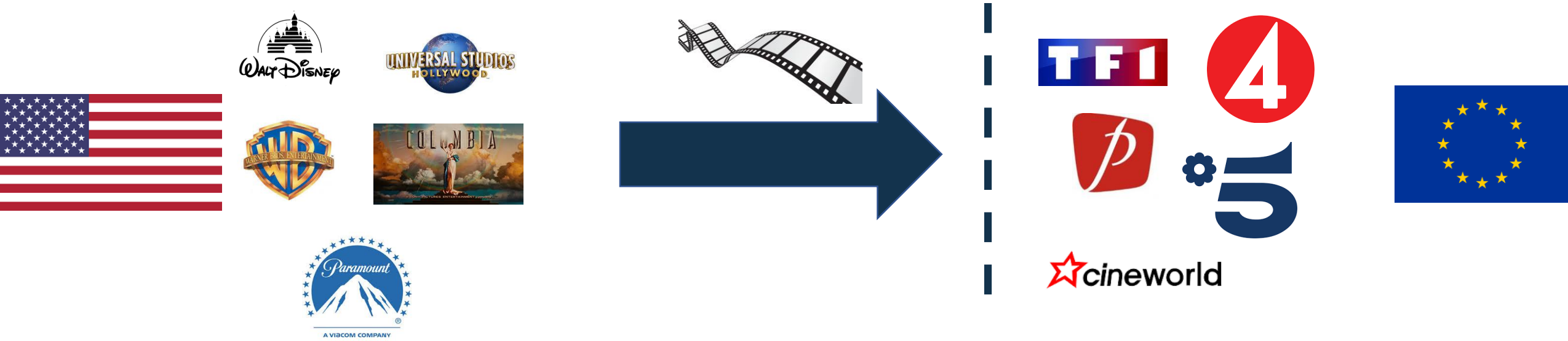
**US vs. Europe: will on-demand+COVID-19
transform the geo-economics of the
audiovisual sector?**

A short look back

It was first mostly about US studios selling content to European cinemas and TVs



And contained to some extent

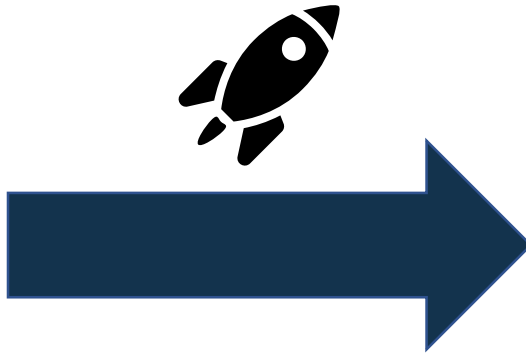


Quotas
European players
Local tastes
Public funding

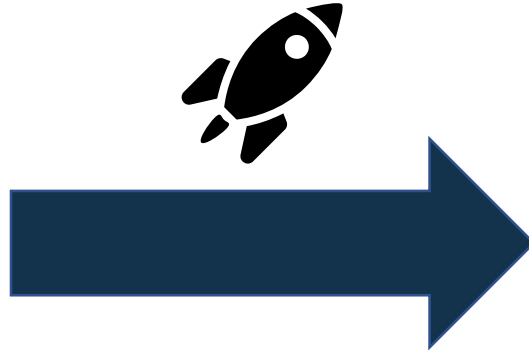
US players started to acquire European broadcasters and cinema chains



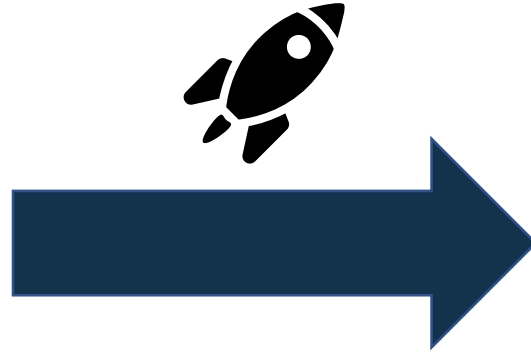
Then Netflix changed the paradigm



Then Netflix changed the paradigm



Followed by the studios...

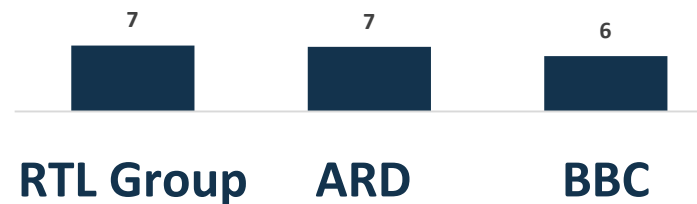


And more new comers



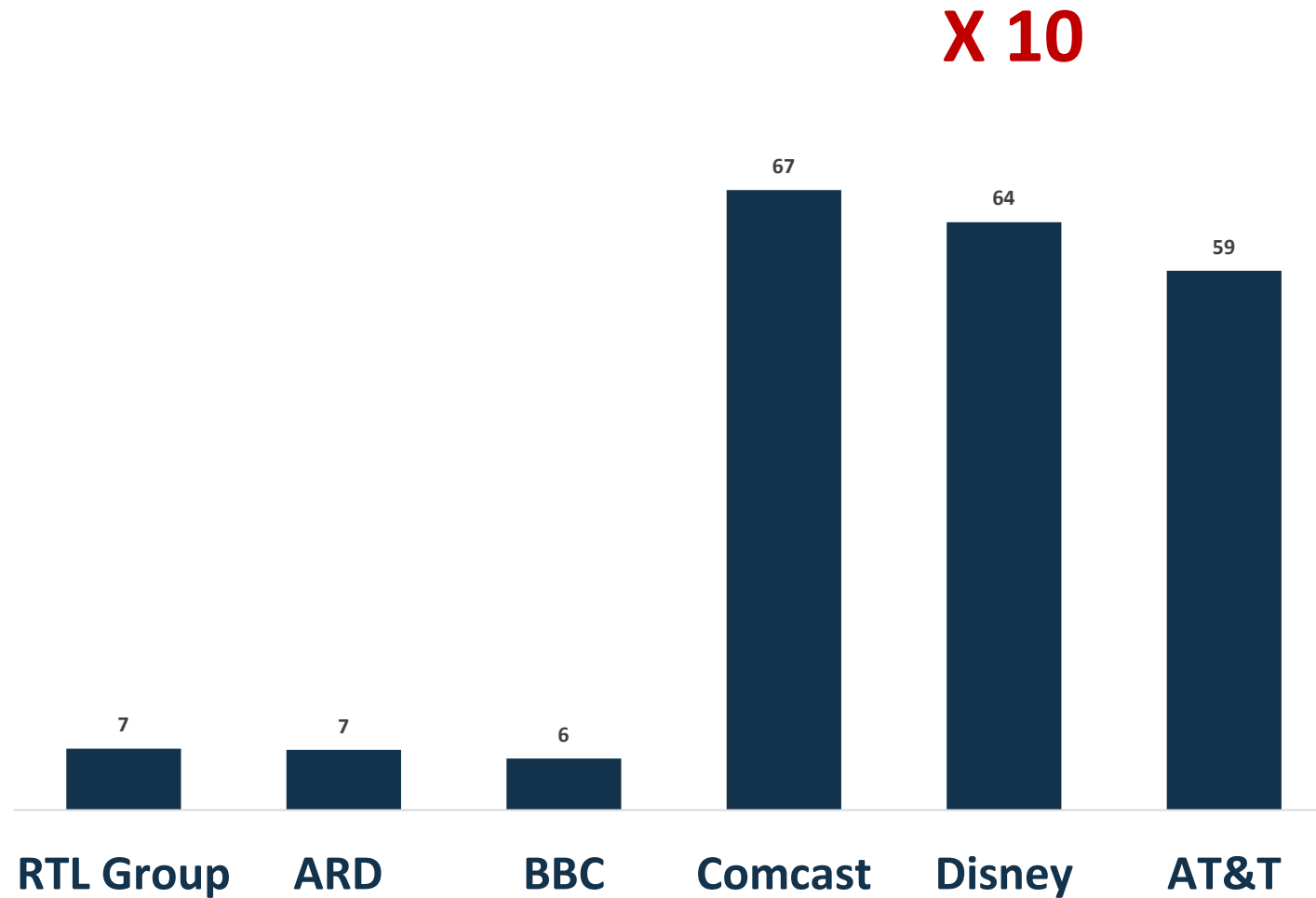
In short, we have moved from a supplier/client relationship to direct competition for market revenues

But between players with very different scales

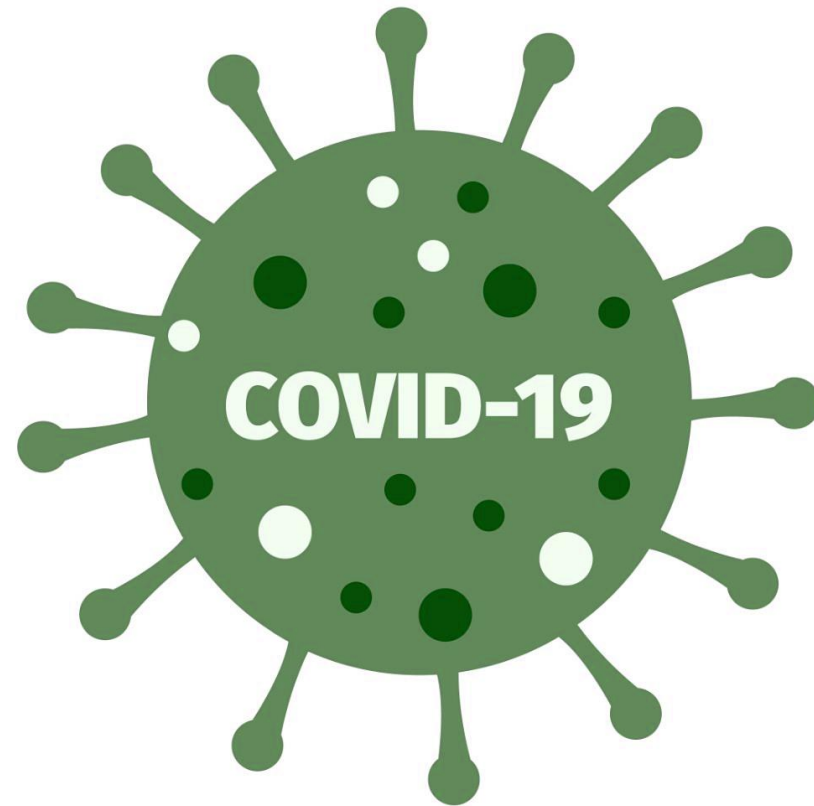


Audiovisual revenues 2019 – bn EUR

But between players with very different scales



Audiovisual revenues 2019 – bn EUR



US groups capture

10%

of the European audience market



80%

of the European on-demand market



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COVID-19

Affects

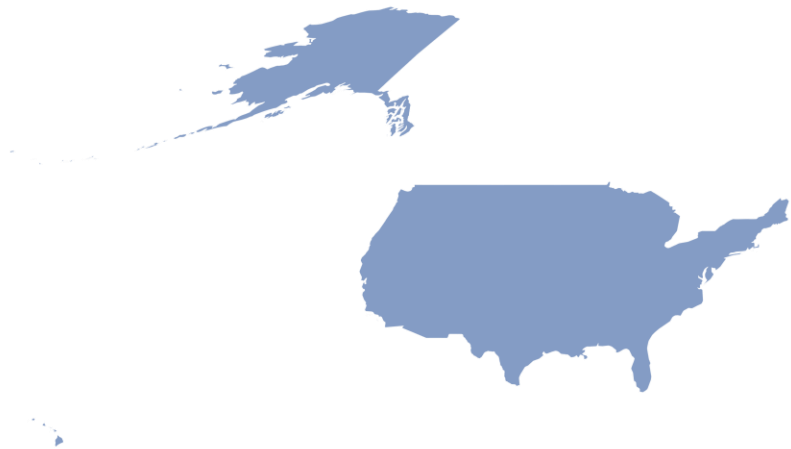
most of the television markets

Boosts

the on-demand market

In short, the transformation of the audiovisual market due to on-demand and COVID-19 may mostly benefit US groups

Leading to question 1: Will Europe lose added-value and jobs?



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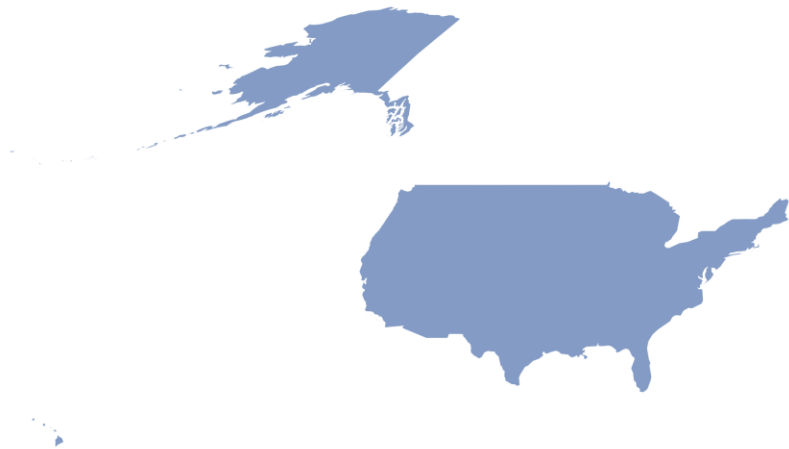
PRODUCTION

PROGRAMMING

R&D

TRANSMISSION

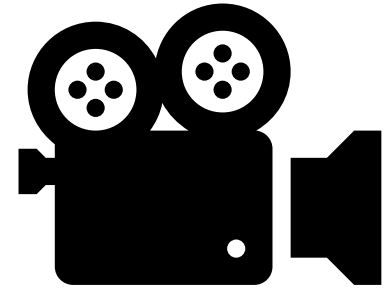
MARKETING



Leading to question 2: Will US groups invest in European content?

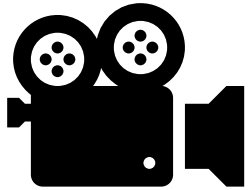


On-demand US groups

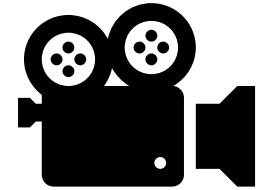


Television European groups

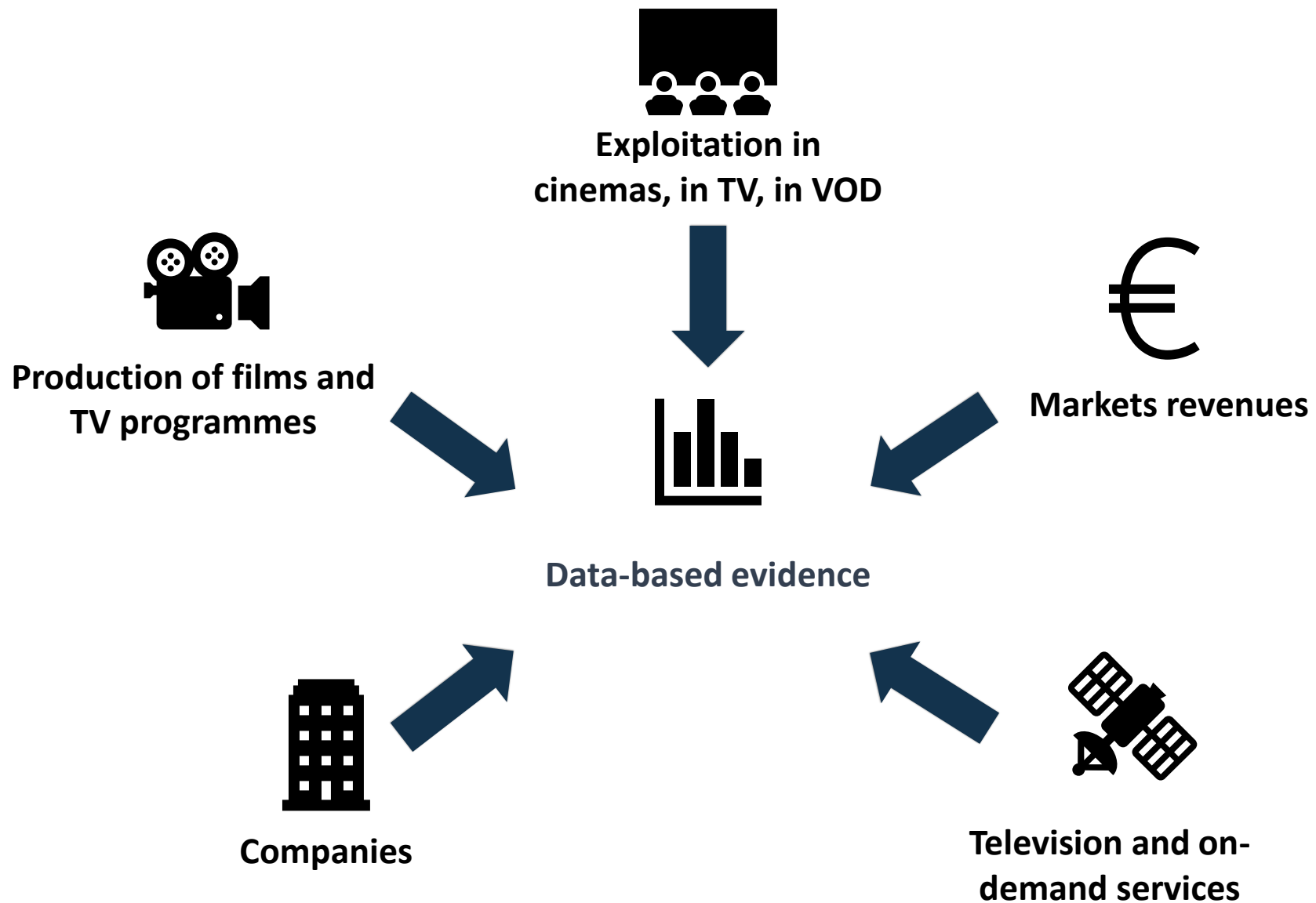
Leading to question 2: Will US groups invest in European content?



On-demand US groups



Television European groups



Thank you!

A presentation of
The European Audiovisual Observatory

