



Films on TV: Origin, age and circulation

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Films on TV: Origin, age and circulation – 2017 Edition

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Gilles Fontaine

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Key findings

- This note provides an analysis of films programmed in a sample of 131 TV channels from 18 European Union countries during the 2015-2016 television season.
- On average, the TV channels of the sample broadcast 2.1 films a day. Pay-TV obviously broadcast more films (5.8 films a day) than free-TV channels (1.1 film a day). A film was broadcast on average 2.6 times by the same TV channel. The number of broadcasts per film was stable compared to the 2011-2012 season.
- One-fifth of the films (including repeats) were broadcast during prime-time – a proportion that remained stable compared to the 2011-2012 season.
- The majority of films broadcast were relatively recent: films produced less than 10 years ago account for 53% of all broadcasts, and 58% of broadcasts during prime-time. Pay-TV channels tended to broadcast more recent films than free-TV channels.
- Films produced in Europe accounted for 28% of films broadcast by the TV channels of the sample. This share was lower (23%) for prime-time only. The 28% EU film share breaks down into 14% national films and 14% European non-national films, indicating significant circulation of European films.
- Public TV channels tended to broadcast more European films than private TV channels. European films accounted for 44% of films broadcast throughout the full day (vs. 24% for private TV channels), and for 39% of films broadcast in prime-time (vs. 19% for private TV channels).
- Of the 15 504 unique titles broadcast, 47% were produced in Europe, 47% in the US (46%) and 6% in another region of the world.
- Of the 47% European films, the top five production countries accounted for 66%, and the top 10 for 87%.
- On average, a film was broadcast in the same year in two countries. However, most of the films (67%) were broadcast in only one country.
- On average, European films were broadcast in 1.4 countries in the same year, while US films were broadcast in 3.1 countries in the same year. This circulation difference between European and US films explains why European



films represented 47% of unique films broadcast while accounting for only 28% of cumulated films broadcast.

- Of the 7 231 European films, 66% were accounted for by the top five production countries, and 87% by the top 10.
- The majority of broadcasts of films produced in Ireland, Belgium, Denmark, France, Germany and the United Kingdom occurred outside the country of production.



Synthèse

- Cette note analyse les films diffusés par un échantillon de 131 chaînes de télévision de 18 pays de l'Union européenne pendant la saison 2015-2016.
- En moyenne, les chaînes de l'échantillon ont diffusé 2,1 films par jour. Les chaînes de télévision payantes diffusent bien entendu plus de films (5,8 films par jour) que les chaînes de télévision gratuites (1,1 film par jour). Un film est diffusé en moyenne 2,6 fois par la même chaîne. Ce chiffre est stable par rapport à la saison 2011-2012.
- Un cinquième des films (y compris les rediffusions) ont été diffusés en *prime-time*, une proportion stable par rapport à la saison 2011-2012.
- La majorité des films diffusés sont relativement récents : les films produits il y a moins de 10 ans représentent 53 % de toutes les diffusions de films et 58 % des diffusions en *prime-time*. Les chaînes privées diffusent des films plus récents que les chaînes gratuites.
- Les films produits en Europe représentent 28 % des films diffusés par les chaînes de l'échantillon. La proportion est plus faible (23 %) en ne considérant que le *prime-time*. Ces 28 % correspondent à 14 % de films nationaux et 14 % de films européens non-nationaux, ce qui traduit un niveau significatif de circulation des films européens.
- Les chaînes publiques diffusent plus de films européens que les chaînes privées. Les films européens représentent 44 % des films qu'elles diffusent (contre 24 % pour les chaînes privées), et 39 % des films diffusés en *prime-time* (contre 19 % pour les chaînes privées).
- 47 % des titres uniques diffusés par les chaînes de l'échantillon ont été produits en Europe, 47 % aux États-Unis et 6 % dans une autre région du monde.
- Parmi les 47 % de films européens, les 5 premiers pays de production représentaient 66 % des films et les 10 premiers 87 %.
- En moyenne, un même film a été diffusé dans deux pays différents durant la saison 2015-2016. Mais la plupart des films (67 %) ont été diffusés dans un seul pays.
- En moyenne, les films européens ont été diffusés dans 1,4 pays durant la saison 2015-2016, contre 3,1 pays pour les films produits aux États-Unis.



Cette différence explique pourquoi les films européens ne représentent que 28 % des diffusions de films alors qu'ils représentent 47 % des titres diffusés.

- La majorité des diffusions de films produits en Irlande, Belgique, Danemark, France, Allemagne et au Royaume-Uni ont eu lieu hors du pays de production.



Zusammenfassung der wichtigsten Ergebnisse

- Diese Veröffentlichung basiert auf einer Analyse von Filmen, die von einer Stichprobe von 131 Fernsehsendern in 18 EU-Ländern in der Fernsehseason 2015/16 ausgestrahlt wurden.
- Im Durchschnitt haben die Fernsehsender der Stichprobe pro Tag 2,1 Filme ausgestrahlt. Pay-TV-Sender haben natürlich mehr Filme (5,8 pro Tag) als die frei empfangbaren Sender (1,1 Filme pro Tag) gezeigt. Ein Sender strahlt einen Film durchschnittlich 2,6 Mal aus. Die Anzahl der Ausstrahlungen pro Film ist im Vergleich zur Fernsehseason 2011/12 stabil.
- Ein Fünftel der Filme (einschl. Wiederholungen) wurden in der Prime Time ausgestrahlt; dieser Anteil blieb im Vergleich zur Saison 2011/12 unverändert.
- Die Mehrheit der ausgestrahlten Filme ist relativ neueren Datums: Filme, die vor weniger als 10 Jahren produziert wurden, machen 53% sämtlicher ausgestrahlter Filme bzw. 58% der in der Prime Time gezeigten Filme aus. Pay-TV-Sender zeigen tendenziell mehr neuere Filme als frei empfangbare Sender.
- 28% der von den Sendern der Stichprobe ausgestrahlten Filme wurden in Europa produziert. Dieser Anteil verringert sich, wenn man ausschließlich von der Prime Time ausgeht (23%). Der Anteil von 28% EU-Filmen setzt sich aus 14% nationalen Filmen und 14% Filmen aus dem EU-Ausland zusammen, was auf einen signifikant hohen Grad der Verbreitung europäischer Filme hindeutet.
- Öffentlich-rechtliche Fernsehsender zeigen tendenziell mehr europäische Filme als private Sender. 44% der an einem Tag insgesamt ausgestrahlten Filme (vs. 24% bei Privatsendern) und 39% der Filme in der Prime Time (vs. 19% bei Privatsendern) sind europäische Filme.
- Von den hier berücksichtigten 15 504 ausgestrahlten einzelnen Filmwerken wurden 47% in Europa produziert, 47% in den USA und 6% in anderen Regionen der Welt.
- Von den 47% europäischer Filme entfielen 66% auf die 5 größten Produktionsländer bzw. 87% auf die 10 größten Produktionsländer.
- Im Durchschnitt wurde ein Film in ein und demselben Jahr in zwei Ländern



ausgestrahlt. Doch die meisten Filme (67%) wurden nur in einem Land gezeigt.

- Europäische Filme wurden im gleichen Jahr in durchschnittlich 1,4 Ländern ausgestrahlt; der entsprechende Wert für US-Filme betrug 3,1. Dieser Unterschied bei der Verbreitung von europäischen bzw. US-Filmen erklärt, warum europäische Filme zwar 47% der ausgestrahlten Einzeltitel, aber nur 28% der kumuliert betrachteten ausgestrahlten Filme ausmachen.
- Von den 7 231 europäischen Filmen entfielen 66% auf die 5 größten Produktionsländer bzw. 87% auf die 10 größten Produktionsländer.
- Die in Irland, Belgien, Dänemark, Frankreich, Deutschland und dem Vereinigten Königreich produzierten Filme wurden überwiegend außerhalb des betreffenden Produktionslandes ausgestrahlt.



1. Introduction

This note provides an analysis of films programmed in a sample of television channels. The analysis is based on a set of data provided by Mediamétrie Eurodata TV. Mediamétrie tracked all film broadcasts in a sample of 131 TV channels from 18 European Union countries, during the 2015-2016 season. The following information was provided by Mediamétrie: the name of the broadcasting TV channel; the title of the film in the broadcasting country and its original title; its country of origin and year of production; the schedule of the broadcast(s) (prime-time or not).

This note addresses four main questions:

- How many films were broadcast on TV ?
- What was the share of European films among films broadcast on TV?
- What was the age of films broadcast on TV?
- Did films circulate between TV channels in Europe?

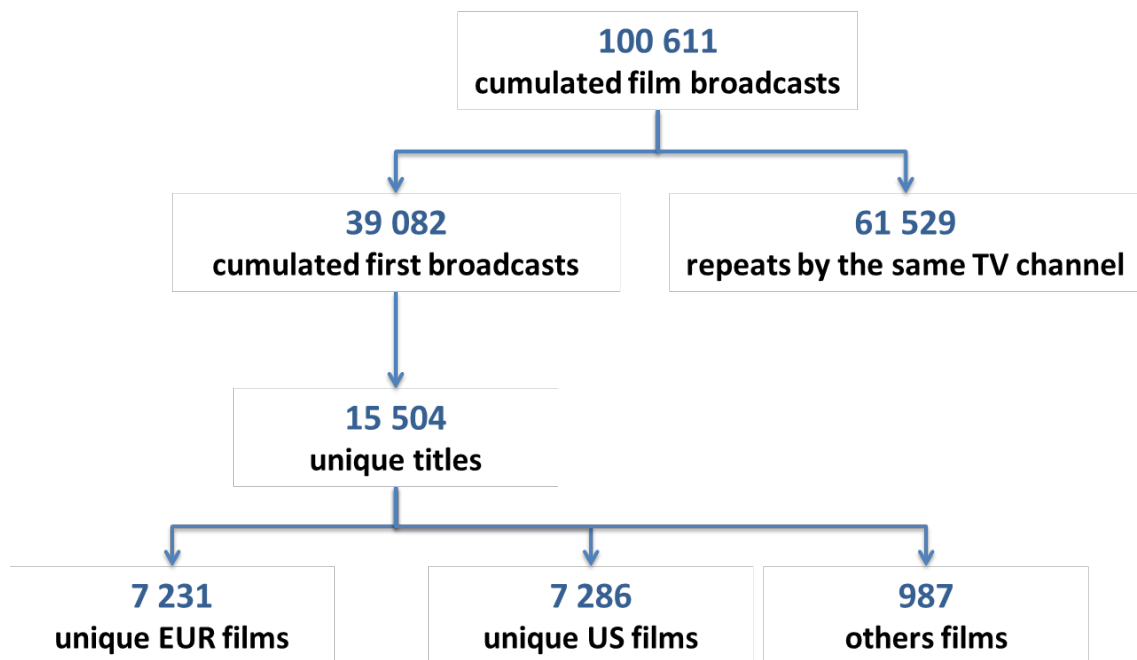
In 2016, the Observatory published a similar analysis of the 2011-2012 and 2014-2015 seasons. Even if the sample of TV channels is slightly different, we provide when relevant the 2011-2012 indicator for comparison purposes.

Different indicators are examined throughout this note:

- Films are usually broadcast several times by the same television channels (“**repeats**”). Throughout this document, we therefore use the number of film broadcasts either including or excluding the repeats.
- We also analyse the “**cumulated**” supply of films in 17 countries, including or excluding repeats, to provide pan-European averages. “Cumulated” implies that the same film is counted several times if it was broadcast several times by different channels in the same country, or in different countries.
- Finally, we also use the list of “**unique**” films broadcast in the 18 countries of the sample. “Unique” means that a title is counted only once, even it was broadcast by different TV channels in the same country or in different countries.



The following graph illustrates this definitions sample.





2. Film broadcasts and repeats

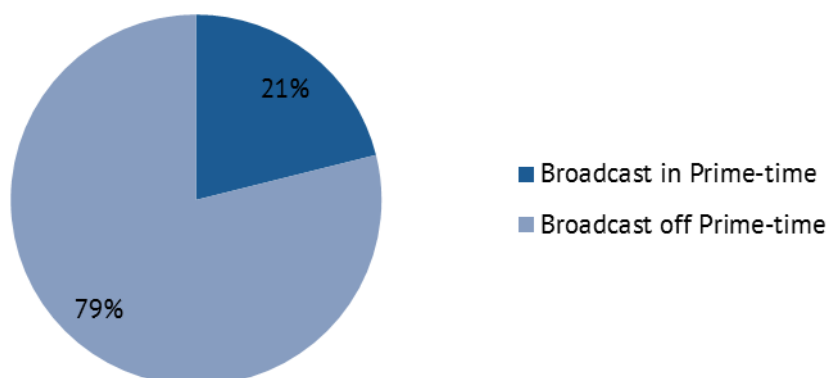
The 131 TV channels of the sample broadcast 100,611 films (including repeats) during the 2015-2016 season, which amounts to more than **2.1 film broadcasts per channel and day**. There were significant differences between the free-TV and pay-TV channels:

- The 103 free-TV channels of the sample broadcast 41,683 films (including repeats), i.e. more than **1.1 film a day**, on average
- The 28 pay-TV channels of the sample broadcast 58,928 films (including repeats), i.e. about **5.8 films a day**, on average.

Excluding repeats by the same TV channels, the 100,611 film broadcast in the sample correspond to 39,082 films, indicating that **a film was broadcast on average 2.6 times by the same TV channel**. The number of broadcasts obviously varied significantly between free-TV channels (1.4 broadcasts per film, on average) and pay-TV channels (6.1 broadcasts per film, on average). The number of broadcasts per film was stable compared to the 2011-2012 season.

During the 2015-2016 season, one-fifth of the film broadcasts (including repeats) occurred during **prime-time** – a proportion that remained stable compared to the 2011-2012 season.

Figure 1. Breakdown of film broadcasts between prime-time and rest of the day

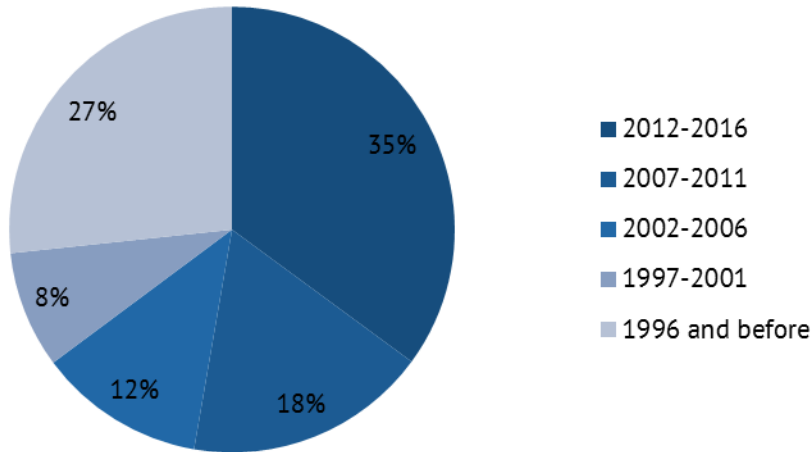




Age of films broadcast on TV

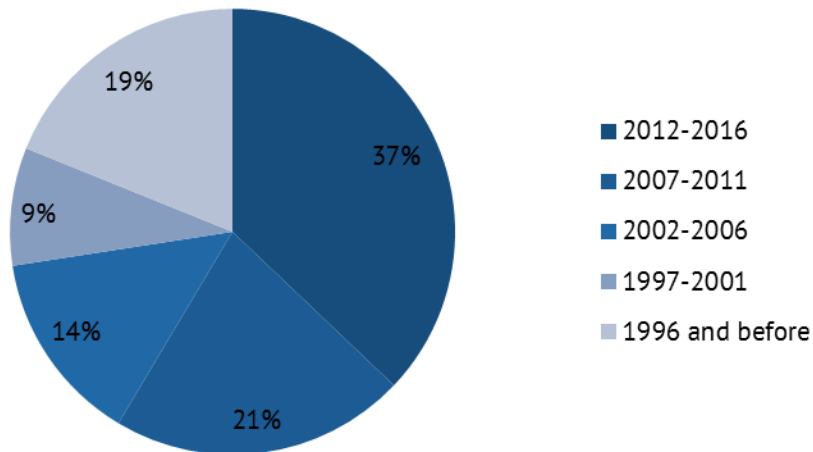
The majority of films broadcast were relatively recent productions: **films produced less than 10 years ago accounted for 53%** of all broadcasts.

Figure 2. Films broadcast, by age of production (all day - including repeats)



Recent films represented, logically, an even higher proportion of films broadcast during prime-time (58%). The ratios were remarkably stable when compared with the 2011-2012 seasons (respectively, 53% for all broadcasts and 59% for prime-time broadcasts).

Figure 3. Films broadcast, by age of production (prime-time - including repeats)

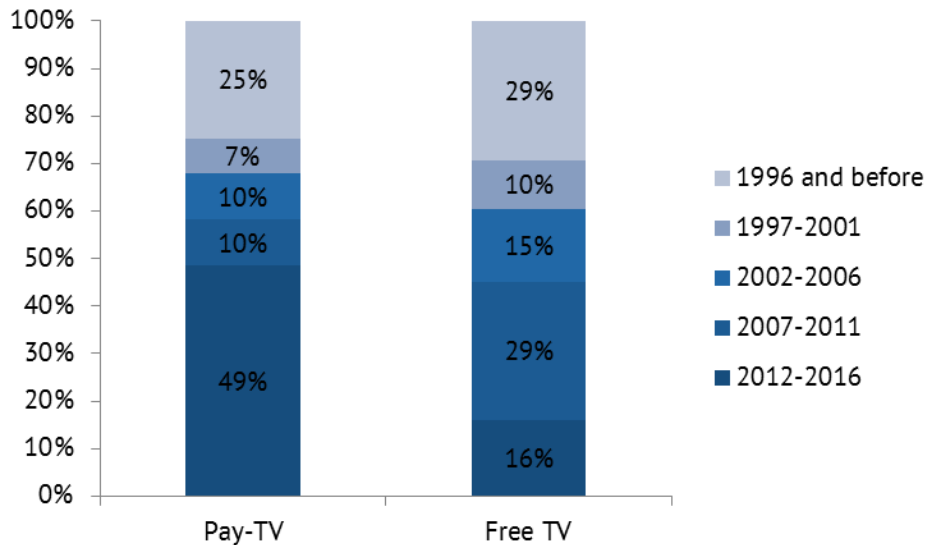




Pay-TV channels tended to broadcast more recent films: films aged 10 years or less represented 59% of broadcasts including repeats, vs. 45% for free-TV channels.

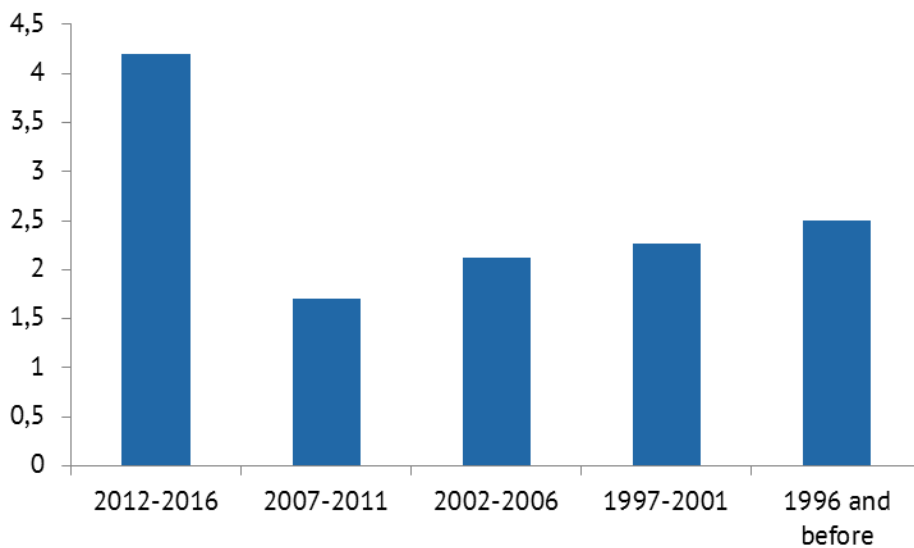
This of course applied in particular applies to very recent films (five years old or less), which accounted for 49% of the films broadcast by pay-TV channels, vs. 16% for free-TV channels – a consequence of the earlier release window for pay-TV channels.

Figure 4. Films broadcast, by age of production: Pay-TV vs. free-TV (prime-time - including repeats)



The age of films had an impact on their rates of repeat. The most recent films (five years old or less) tended to be repeated more often, because pay-TV channels broadcast recent films and tend to repeat them many times.

Figure 5. Rate of repeats by age of production (prime-time - including repeats)





3. Origin of films broadcast on TV

Films produced in Europe accounted for 28% of films broadcast by the TV channels of the sample during the 2015-2016 season. The share is lower (23%) for prime-time only. The share of EU films remained stable compared to the 2011-2012 season, both for all broadcasts and prime-time broadcasts.

Figure 6. Films broadcast, by country of origin (all day - including repeats)

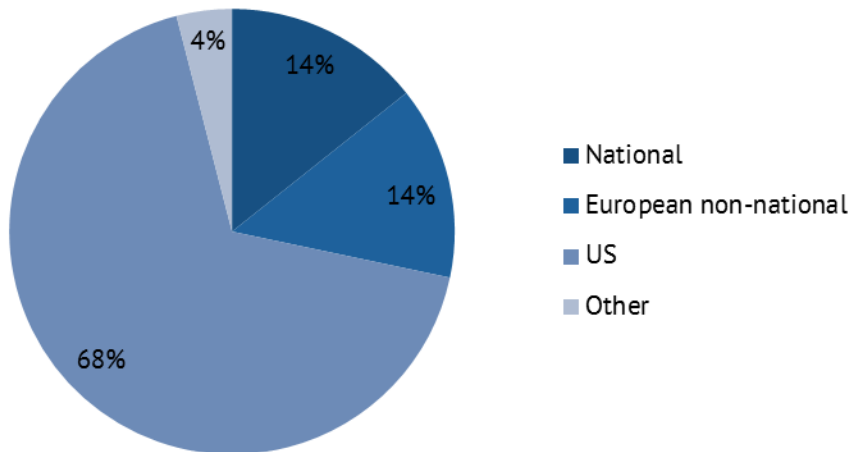
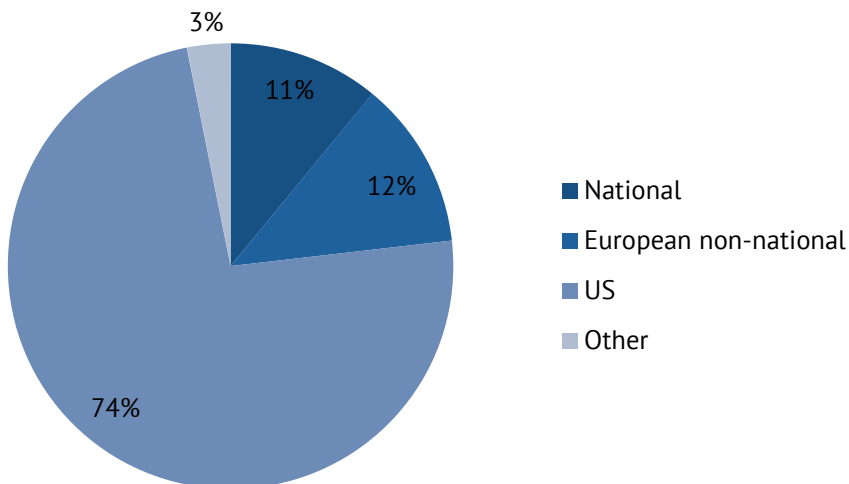


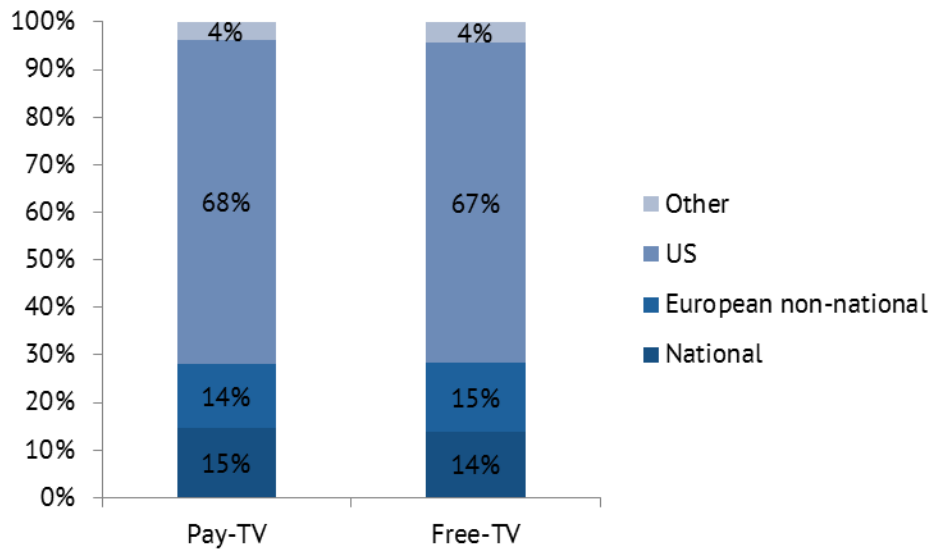
Figure 7. Films broadcast, by country of origin (prime-time - including repeats)





The share of European works is very similar for free-TV and pay-TV channels.

Figure 8. Films broadcast, by country of origin: Pay-TV vs. free-TV (all day - including repeats)



Public TV channels tended to broadcast more European films than private TV channels. European films accounted for 44% of films broadcast throughout the day as a whole (vs. 24% for private TV channels), and for 39% of films broadcast in prime-time (vs.19% for private TV channels).

Figure 9. Films broadcast, by country of origin: Public vs. private (all day - including repeats)

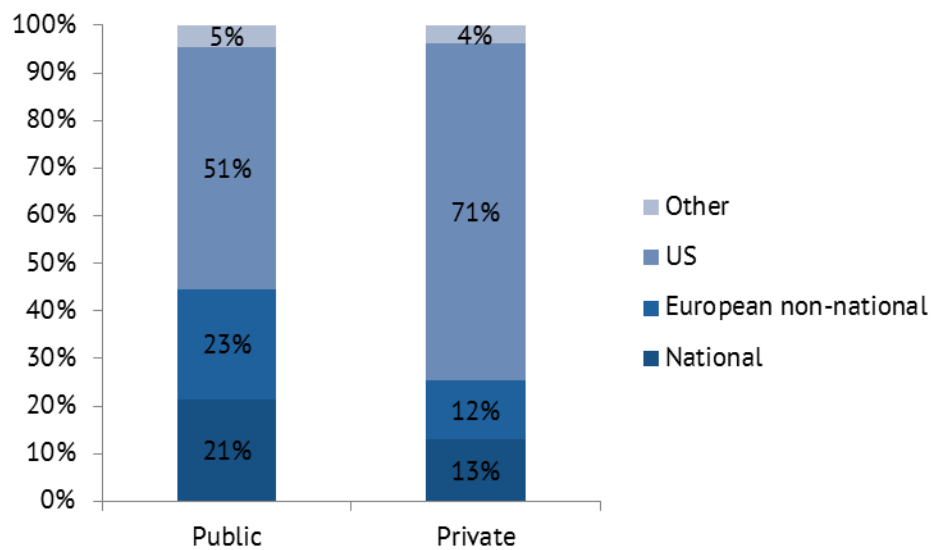
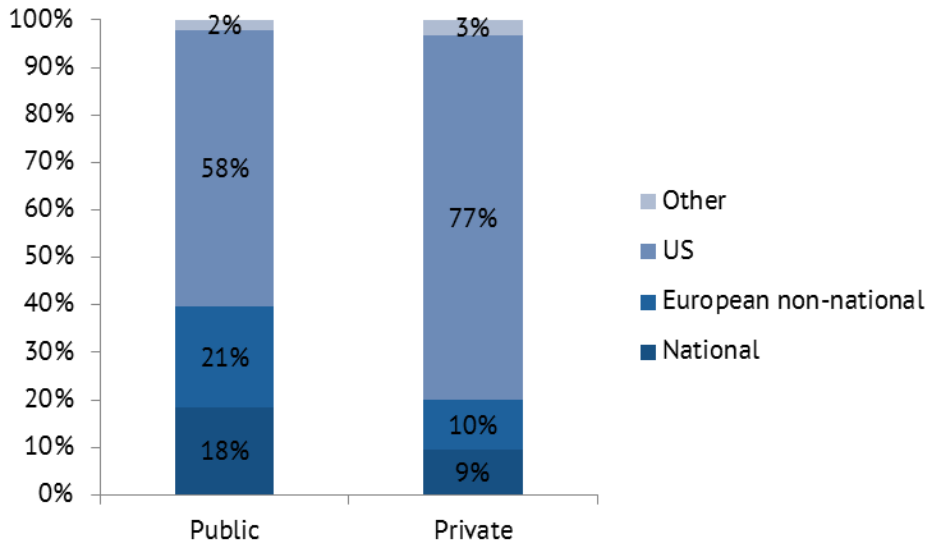




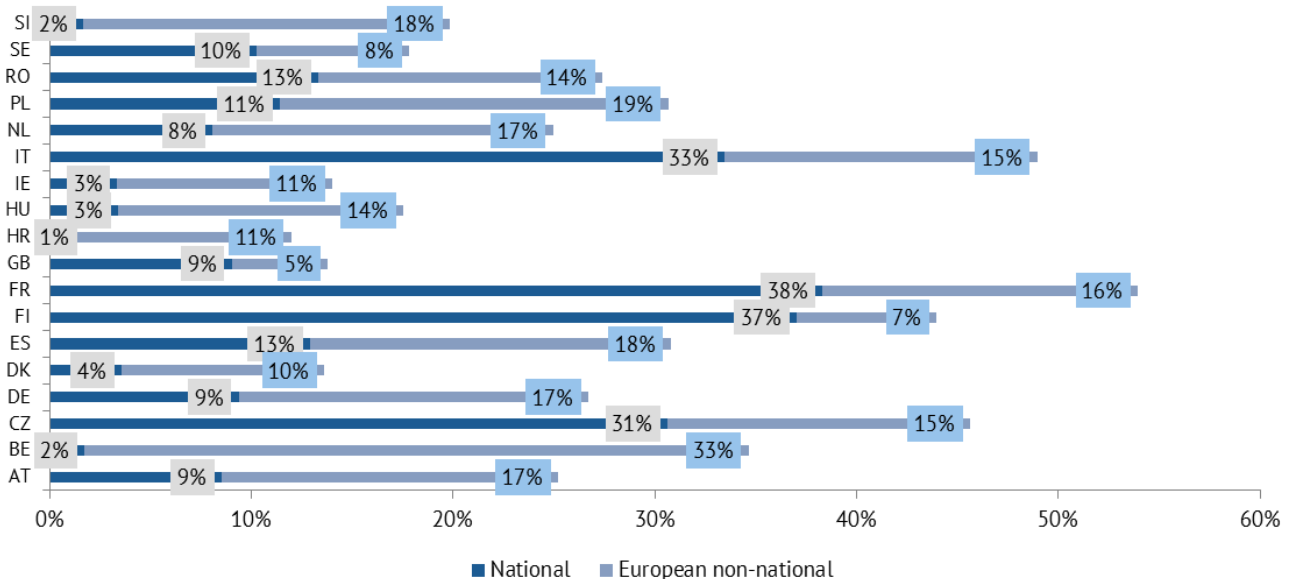
Figure 10. Films broadcast, by country of origin public vs. private (prime-time - including repeats)



The share of European films¹ varied significantly: between 20% or less (in Denmark, the United Kingdom, Croatia, Hungary, Ireland, Sweden and Slovenia), and 40% or more (the Czech Republic, Finland, France and Italy).

Among European films, the share of national films also varied: between 20% or less (in Belgium, Croatia, Hungary, Ireland and Slovenia) and 50% or more (in the Czech Republic, Finland, the United Kingdom, Italy and Sweden).

Figure 11. Share of European films broadcast, by country (all day - including repeats)



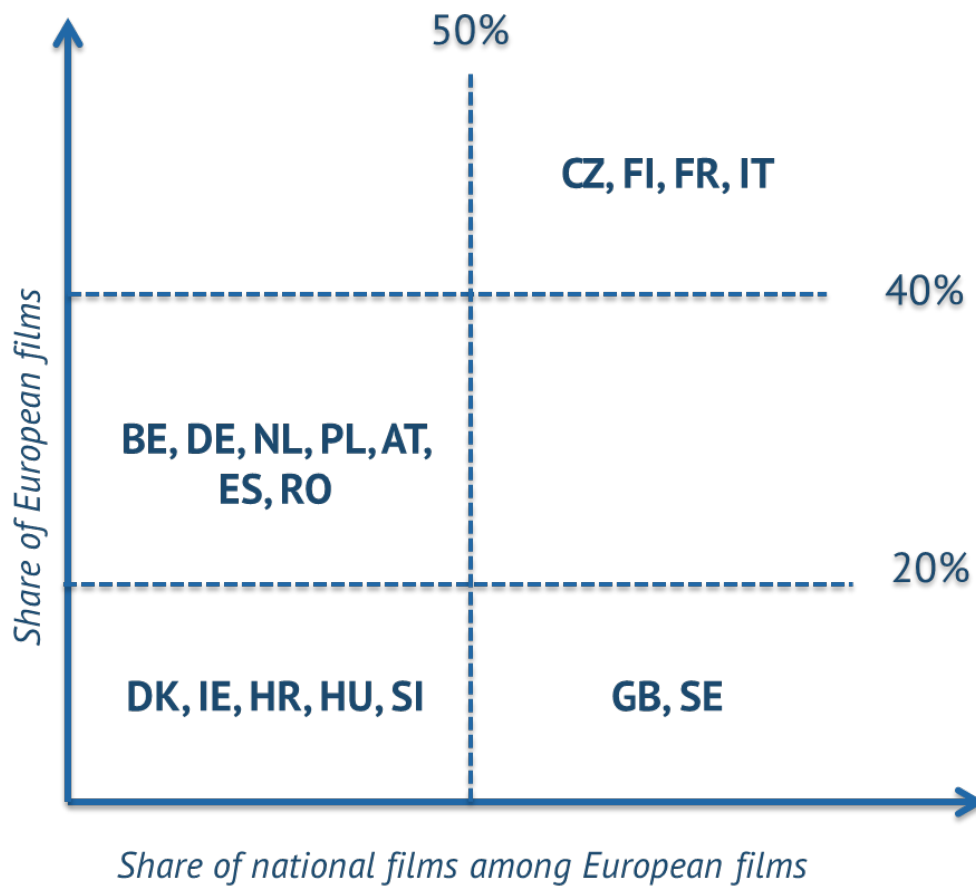
¹ The representativity of the sample is limited by the number and type of channels included. The results are therefore indicative.



The following graph classifies the countries using two criteria: the share of European films broadcast, and the share of national films among European films broadcast. Different clusters can be identified:

- Countries with a high number of European – mainly national - films: the Czech Republic, Finland, France and Italy.
- Countries with a relatively high number of European – mainly non-national – films (Belgium, Germany, the Netherlands, Poland, Romania, Spain and Austria).
- Countries with a low number of European films, with either a focus on national films (the United Kingdom and Sweden), or on non-national films (Denmark, Ireland, Croatia, Hungary and Slovenia).

Figure 12. Typology of countries for film broadcasting





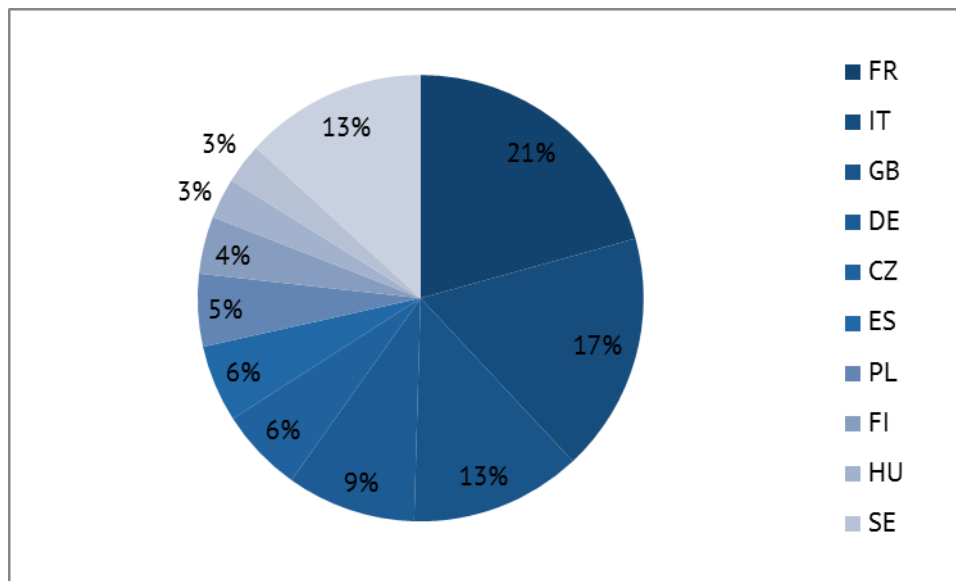
4. Circulation of films broadcast on TV

A total of 39,082 different films were broadcast in the 18 countries of our sample during the 2015-2016 seasons. However, the same film may have been broadcast in different countries. The list of unique films broadcast in our sample comprises 15,504 titles, indicating that, on average, a film was broadcast in the same year in 2.2 territories. However, **most of the films (63%) were broadcast in only one country.**

Out of the afore-mentioned 15,504 titles, 47% were produced in Europe, 47% in the USA and 6% in another region of the world.

The top five countries of production accounted for 66% of the 7,231 European films,, and the top 10 for 87%.

Figure 13. Breakdown of unique European films broadcast, by country of origin



US films circulated more than European films: **European films were broadcast in 1.4 countries, on average, during the same year, while US films were broadcast in 3.1 countries, on average, during the same year.** This circulation difference between European and US films explains why European films represented 47% of unique films broadcast while accounting for only 28% of cumulated film broadcasts.

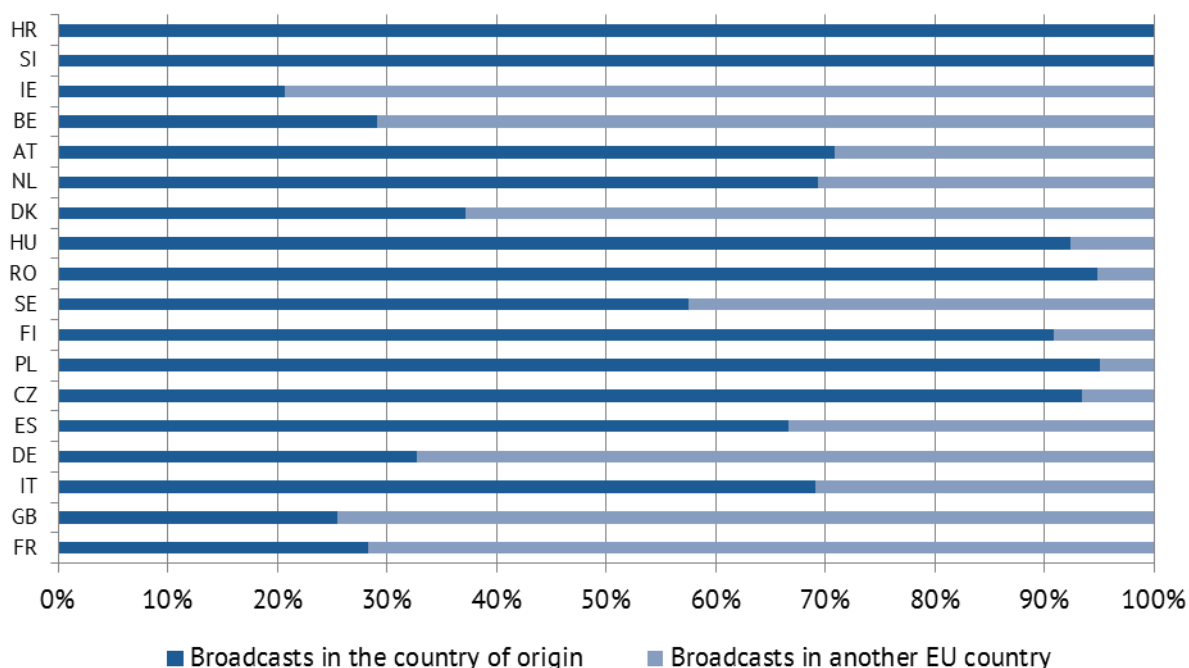


Table 1. Top 12 films by number of broadcasting countries

Rank	Original title	Country of origin	Year of production	Number of broadcast countries
1	Rise of the Planet of the Apes	US	2011	18
2	Mr. Popper's Penguins	US	2011	16
3	Red	US	2010	16
4	Bad Teacher	US	2011	15
5	Home Alone	US	1990	15
6	RED 2	US	2013	15
7	The Dark Knight Rises	US	2012	15
8	The Three Musketeers	US	1993	15
9	The Wedding Planner	US	2001	15
10	Transformers: Revenge of the Fallen	US	2009	15
10	World War Z	US	2013	15
10	X-Men: First Class	US	2011	15

Several countries had a strong export ratio for their films, meaning that a significant proportion of the broadcasts occurred in another country of the sample: **the majority of the broadcasts of films produced in Ireland, Belgium, Denmark, France, Germany and the United Kingdom happened outside the country of production.**

Figure 14. Breakdown of broadcasts in and outside the country of origin, by country of origin (season 2014-2015)





List of television channels of the sample

Channel	Country
ATV	AT
ORF 1	AT
ORF 2	AT
AB3	BE
BE1	BE
CANVAS	BE
Club RTL	BE
EEN	BE
La Deux	BE
La Une	BE
Q2	BE
RTL-TVI	BE
VIER	BE
VITAYA	BE
VTM	BE
CT1	CZ
CT2	CZ
NOVA	CZ
Prima	CZ
ARD	DE
Kabel eins	DE
PRO 7	DE
RTL II	DE
SAT.1	DE
Sky Cinema	DE
VOX	DE
ZDF	DE
DR1	DK
DR2	DK
Kanal 4	DK
Kanal 5	DK
TV 2	DK
#0	ES
Antena 3	ES



Channel	Country
CANAL +	ES
Canal Sur	ES
CUATRO	ES
La 1	ES
La 2	ES
LA SEXTA	ES
Tele 5	ES
TV3	ES
MTV3	FI
NELONEN	FI
YLE1	FI
YLE2	FI
Arte	FR
C8	FR
CANAL + CINEMA	FR
CANAL + FAMILY	FR
Canal+ (encrypted)	FR
CStar	FR
France 2	FR
France 3	FR
France 4	FR
M6	FR
TF1	FR
TMC	FR
W9	FR
BBC1	GB
BBC2	GB
Channel 4	GB
Channel 5	GB
E4	GB
Film4	GB
ITV	GB
ITV3	GB
Sky 1	GB
Sky Movies Action & Adventure	GB
Sky Movies Comedy	GB
Sky Movies Drama & Romance	GB
Sky Movies Greats	GB
Sky Movies Premiere	GB
Sky Movies Select	GB
HTV1	HR
HTV2	HR



Channel	Country
NovaTV	HR
RTL	HR
Cool	HU
DUNA TV	HU
Film +	HU
M2	HU
RTL KLUB	HU
TV2	HU
VIASAT 3	HU
RTE 2	IE
RTE One	IE
Canale 5	IT
Italia 1	IT
La7	IT
Rai 1	IT
Rai 2	IT
Rai 3	IT
Rete 4	IT
Sky Cinema Classics	IT
Sky Cinema Uno	IT
Net5	NL
NPO1	NL
NPO2	NL
NPO3	NL
RTL4	NL
RTL5	NL
RTL7	NL
RTL8	NL
SBS6	NL
Veronica	NL
Ale Kino+	PL
Polsat	PL
TNT	PL
TV Puls	PL
TV4	PL
TVN	PL
TVN7	PL
TVP1	PL
TVP2	PL
Acasa	RO
Antena 1	RO
Kanal D	RO



Channel	Country
National TV	RO
Prima TV	RO
Pro TV	RO
TVR1	RO
TVR2	RO
SVT 1	SE
SVT 2	SE
TV 3	SE
TV 4	SE
Kanal A	SI
POP TV	SI
Slovenija 1	SI
Slovenija 2	SI

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