



European Audiovisual Observatory:

Activities, networks and data collection

Observatorio Audiovisual del INCAA
Primer Encuentro Internacional de Observatorios Audiovisuales
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Content of the presentation

A. Overview of the EAO

B. Film data collection: network and activities

Our story

- Created in Strasbourg in **1992**
- Goal: promote **transparency** in the AV sector
- Linked to the **Council of Europe** (partial agreement)
(not an EU institution)
- International team of 25 professionals

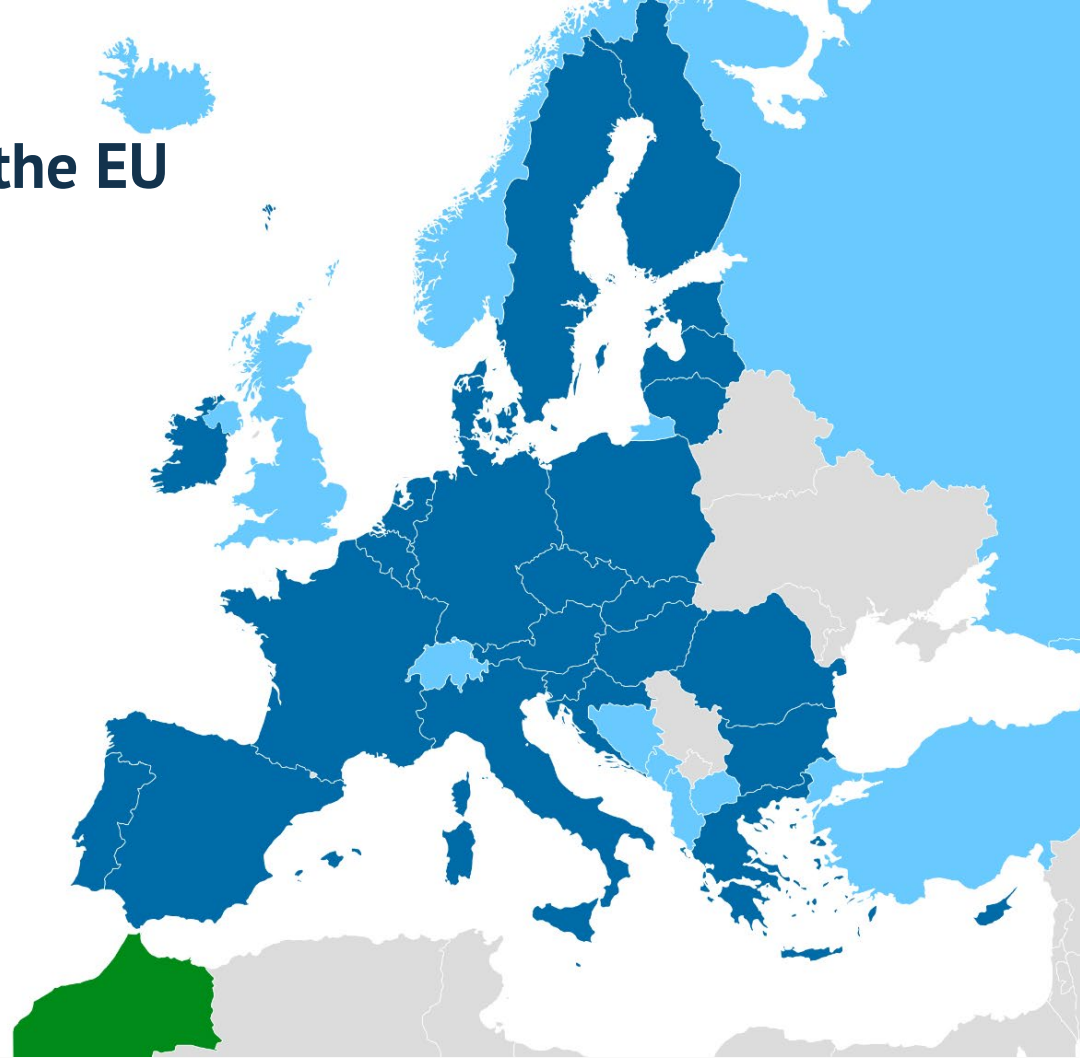
A. OVERVIEW

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Who we are

41 member countries + the EU

-  EU27
-  Other European
-  Morocco



Our governing bodies

Executive Council

- Approves the yearly budget and the Action Plan
- Representatives from the 41 member countries
- 2 meetings per year

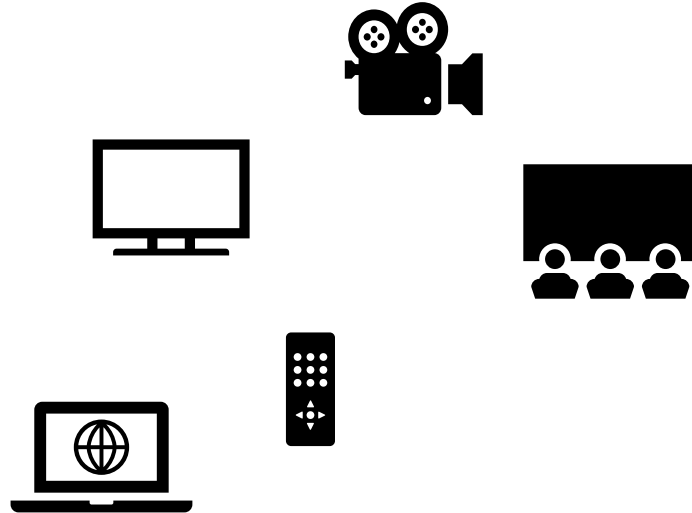
Advisory Committee

- 39 different professional organisations
- Provides guidance and feedback
- Meets once a year

Our mission

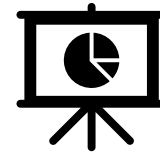
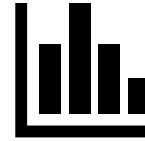
Collecting, processing and publishing data

- Cinema
- TV
- VOD



Publishing the data

- Databases
- Online Yearbook
- Reports and publications
- Newsletters
- Presentations at events



Who uses the data?

A large group of stakeholders

- EU institutions
- National governments and decision-makers
- Industry professionals
- Journalists
- Academics

Organisational structure

Two main departments:

- Legal information
- Market information

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What we do

Organisational structure

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Two main departments:

- Legal information
- Market information

Department for Legal Information

Typical subjects covered

- Film Funding
- Copyright
- Promotion of European film and TV content
- Cinema co-production
- Licensing of media services
- Freedom of the press

Organisational structure

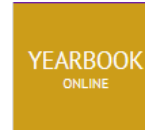
Two main departments:

- Legal information
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Department for Market Information

Four main areas:

1. Structure of the AV industry
2. Production and circulation of AV works
3. Establishment and ownership of AV services
4. The AV sector and society

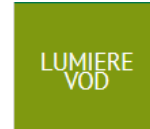


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MAVISE

Department for Market Information

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Department for Market Information

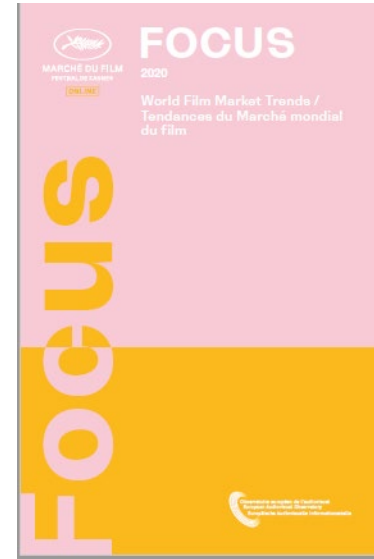
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FOCUS / World Film Market Trends

What we do

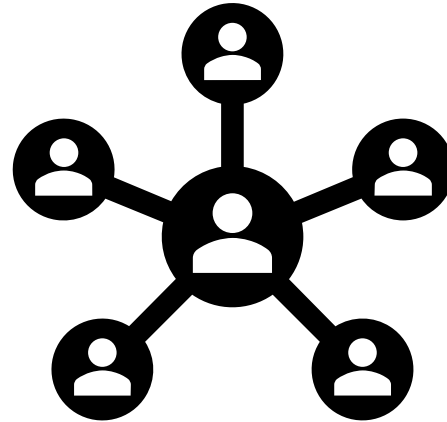
- Yearly publication
- Prepared for the **Cannes Film Market**
- Information on international film markets
- Data for Latin America provided by the **Ibero-American Audiovisual Observatory (OIA)**



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Professional networks

- Partner organisations
- Data providers
- Correspondents



A closer look at the OBS' activities: the film data collection

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What we measure

Some of the data we collect:

- ✓ Admissions and GBO
- ✓ Production volume
- ✓ Market % of European films
- ✓ Circulation of European films in cinemas and on VOD
- ✓ Screen infrastructure
- ✓ Older films on release
- ✓ Films by female directors / screenwriters

Data need to be:

1. Measurable
2. Comparable across countries
3. Consistent over time

LUMIERE database

<http://lumiere.obs.coe.int>

The logo consists of a solid green square with the word "LUMIERE" written in white, uppercase, sans-serif font in the center.

- **Free** database
- Admissions data since **1996**
- > 54 000 films distributed in **European cinemas**
- Information on **~30** European markets
- Data provided by a variety of sources

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Networks

How are these data collected?

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Networks

EFARN

European
Film **A**gencies
Research
Network

Networks



- 47 organisations, 38 countries
Statistical units of film agencies and other organisations active in film industry research
- General meeting held every year
- Secretariat provided by the EAO

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**Gender data
collection**

**A recent research project:
gender data in film production
at the pan-European level**

Two-pronged strategy

1. Collecting **harmonised** data from national film sources (EFARN)
 - Methodological workshop
 - First list of agreed-upon gender indicators
 - Questionnaire sent to members
2. Introducing gender information in **pan-European databases**
(LUMIERE) and datasets

Report on female directors and screenwriters (2020)

- European feature films and TV fiction episodes
- Produced between 2015 and 2018
- Update to be published in autumn 2021



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Green and sustainable filmmaking



Green and sustainable filmmaking



Upcoming online event

“Boosting sustainable film through international collaboration”

9th June 2021, 14.30 (CET)

Info & registration: <https://www.obs.coe.int>

Thank you!

Queries?

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