

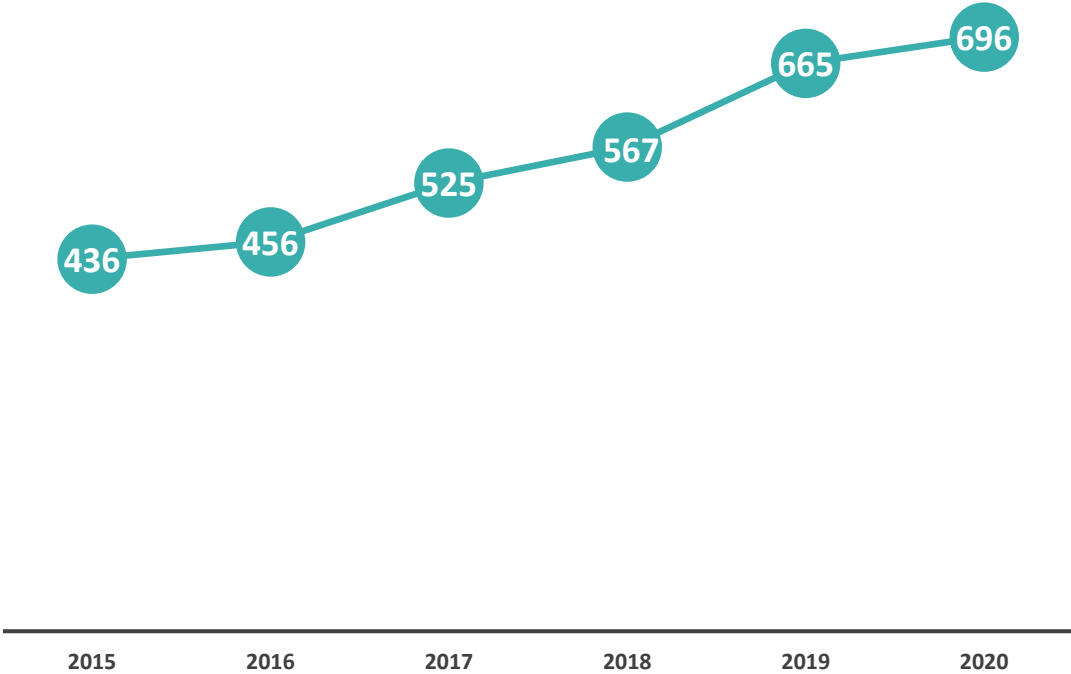
YEARBOOK 2021/2022 KEY TRENDS

TELEVISION, CINEMA, VIDEO AND ON-DEMAND
AUDIOVISUAL SERVICES - THE PAN-EUROPEAN PICTURE



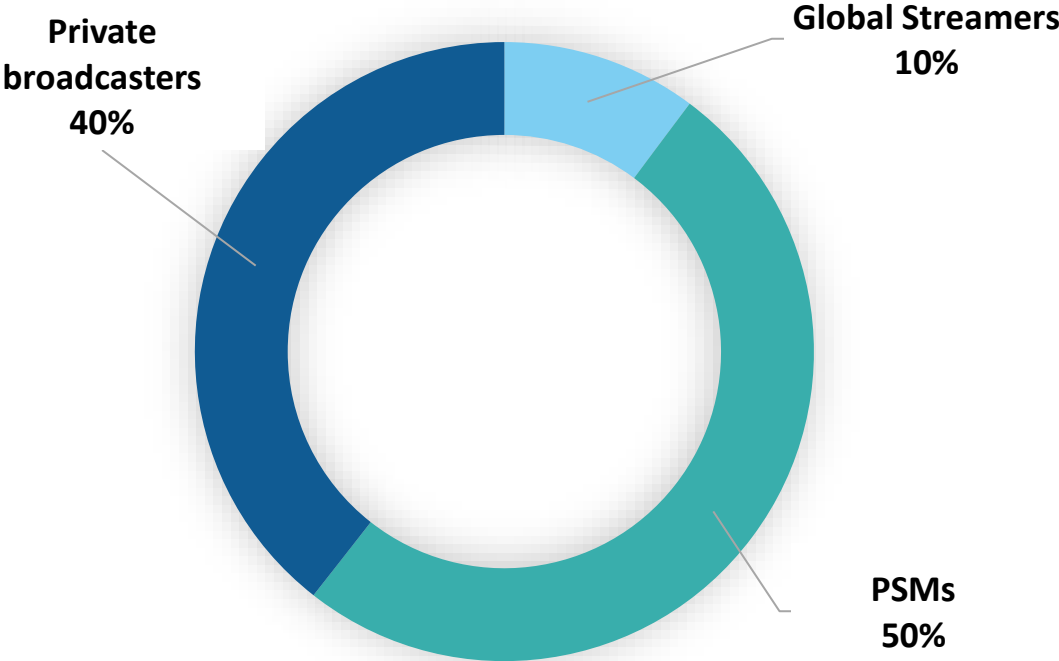
TV SERIES: THE NEW ELDORADO?

Strong upward trend, slowed down by COVID



Number of less-than-13-episodes tv fiction seasons

Global streamers account for 10% of seasons commissioned



Breakdown of less-than-13-episodes tv seasons by category of main commissioner (in titles, 2020)

Source: EAO analysis of Plurimedia data

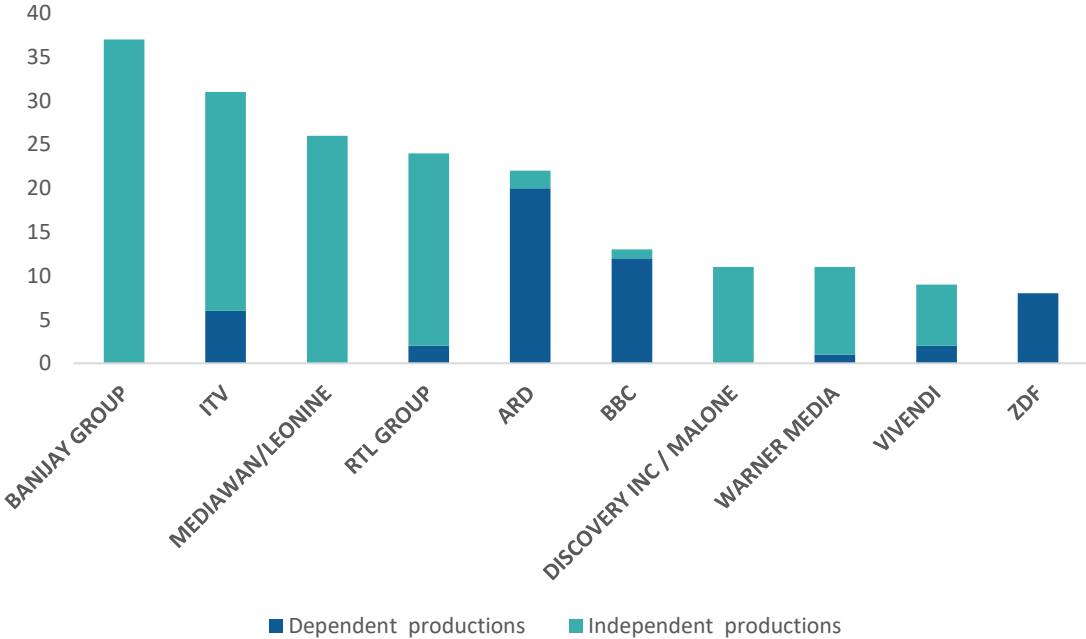
EUROPEAN TV STUDIOS?

A rush to critical size

300 active companies/groups in 2020

Top 10:
29% of TV seasons

Independent and affiliated production groups



Top 10 less-than-13-episodes tv seasons producers (titles, 2020)

Source: EAO analysis of Plurimedia data

ADVERTISING IN TRANSITION

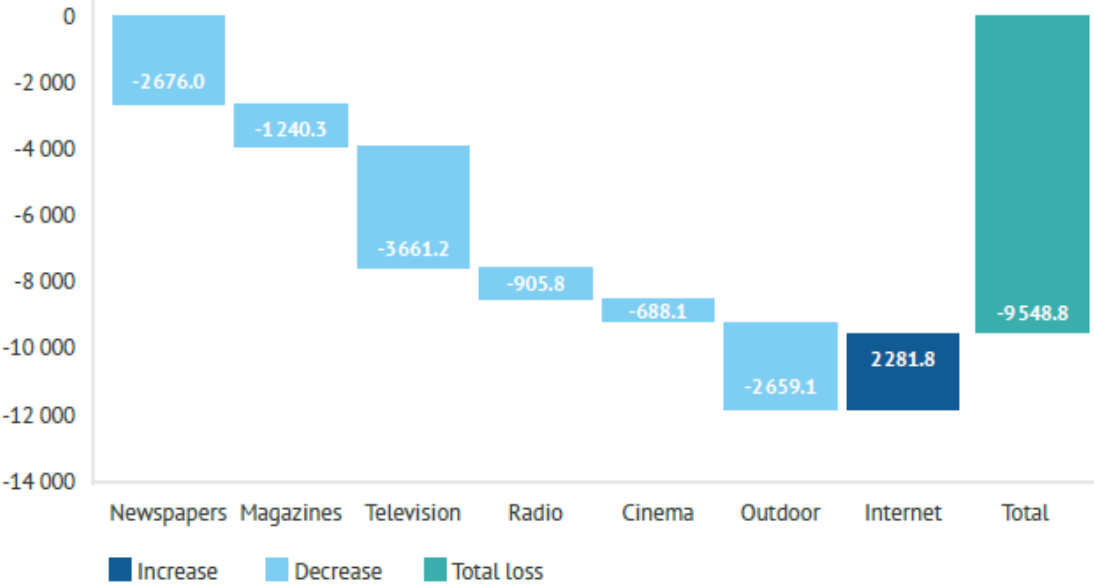
Stagnation of TV advertising revenues



2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

TV advertising in Europe (bn EUR)

Internet advertising grew in 2020

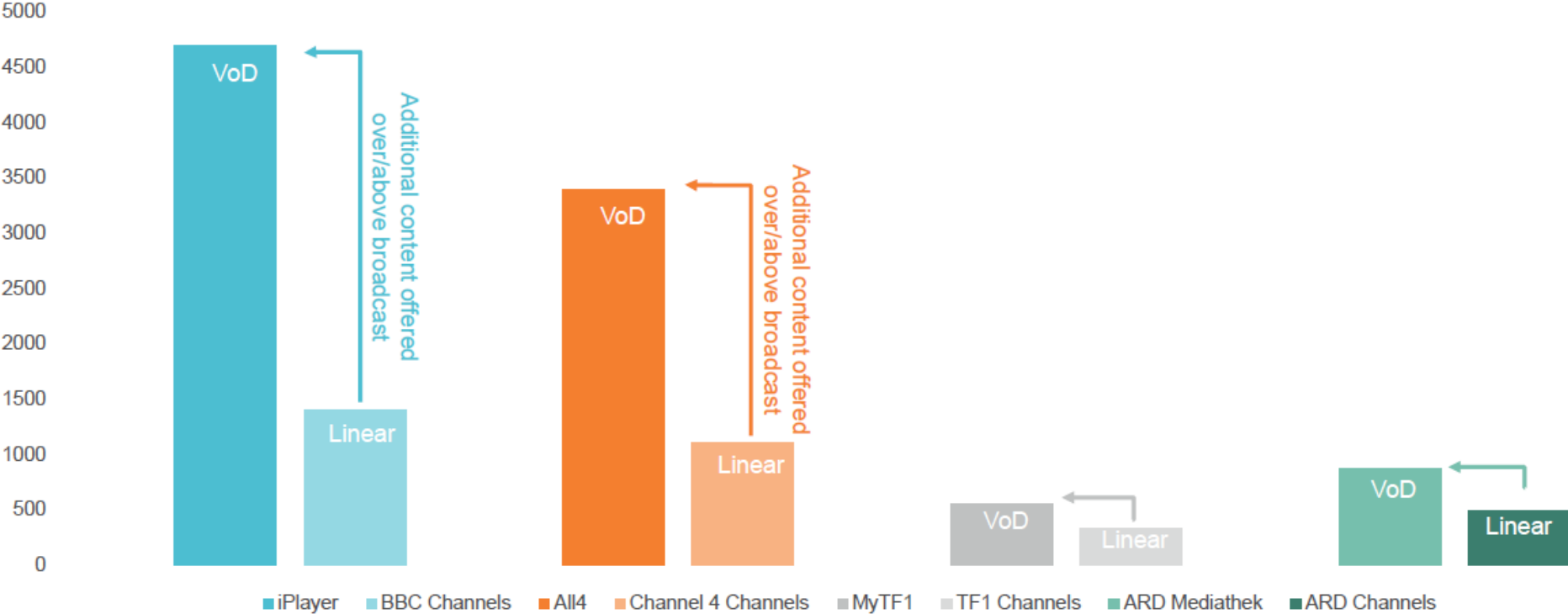


Advertising revenues changes 2019/2020 in Europe (in EUR million)

Source: EAO analysis of WARC data

AVOD: A GAME CHANGER?

Catch-up platforms become Broadcaster VOD

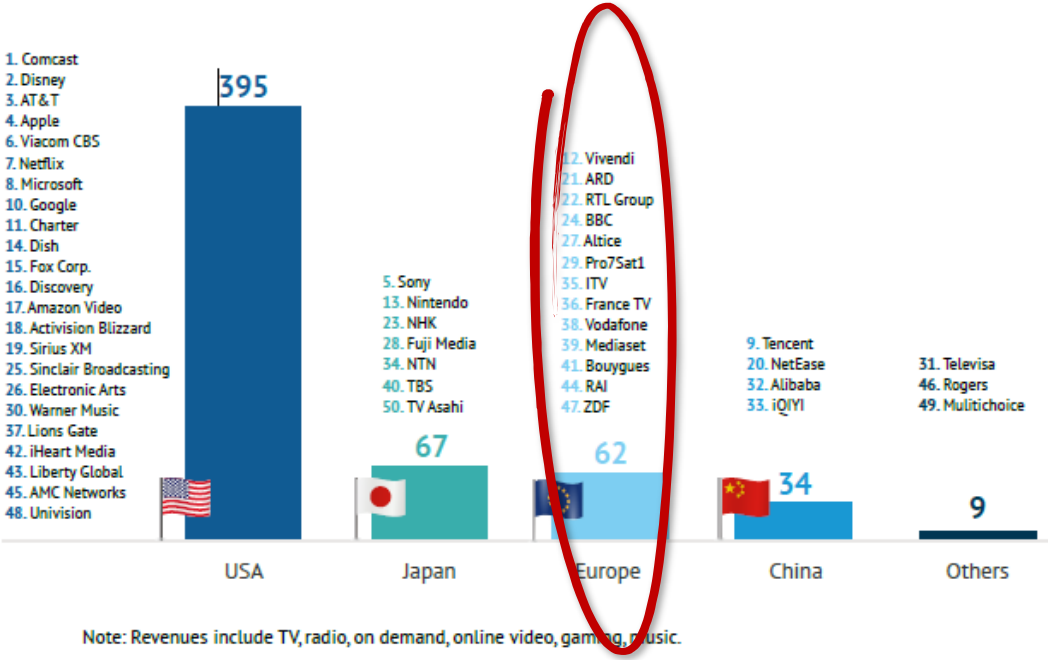


Top 10 less-than-13-episodes tv seasons producers (titles, 2020)

Source: Ampere Analysis

CRITICAL SIZE NEEDED?

13 European groups among the world top 50



1. Comcast
2. Disney
3. AT&T
4. Apple
6. Viacom CBS
7. Netflix
8. Microsoft
10. Google
11. Charter
14. Dish
15. Fox Corp.
16. Discovery
17. Amazon Video
18. Activision Blizzard
19. Sirius XM
25. Sinclair Broadcasting
26. Electronic Arts
30. Warner Music
37. Lions Gate
42. iHeart Media
43. Liberty Global
45. AMC Networks
48. Univision

12. Vivendi
21. ARD
22. RTL Group
24. BBC
27. Altice
29. Pro7Sat1
35. ITV
36. France TV
38. Vodafone
39. Mediaset
41. Bouygues
44. RAI
47. ZDF

5. Sony
13. Nintendo
23. NHK
28. Fuji Media
34. NTN
40. TBS
50. TV Asahi
9. Tencent
20. NetEase
32. Alibaba
33. iQIYI
31. Televisa
46. Rogers
49. Multichoice

Top 50 worldwide audiovisual players by region of origin (2020, bn EUR)

SVOD, the only growing segment

Europe:
77%
of the Top 100 Europe 2016-2020
growth captured by
Netflix, Amazon and DAZN

Source: EBU/MIS, Amadeus, Company House, annual reports