Supply of audiovisual media services in Europe

MAVISE insights – 2019

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This report is based on 2019 data from the MAVISE database http://mavise.obs.coe.int/

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Executive summary

I. Availability and establishment of AV services in Europe in 2019 (TV channels)

- **11 418 TV channels** were available and **11 177 TV channels** were established in the MAVISE territories* (of which **4 757 local TV channels** available and/or established there)
- **6 420 national and international TV channels** were established in the MAVISE territories (out of which 4 657 in the EU, 1 748 in the other European MAVISE territories and 15 in Morocco). Only **7.5%** of these channels were **publicly owned, 29%** of them available in **HD format** and **32%** providing a **catch-up TV** service.
- A total of **5 496 TV broadcasting licences** were issued for the 6 420 TV channels established in the MAVISE territories (of which **3 831 licences** were issued for the 4 657 TV channels established in the **EU28** alone)
- Despite migrations of international TV channels seeking to continue distribution in other EU territories after Brexit, the **United Kingdom remained** the most prominent TV channel supplier, home to **1 026 TV channels**. The Netherlands, Spain and the Czech Republic were the main destination territories for the broadcasting licence relocation.
- **75% of all television channels** established in the MAVISE territories in 2019 belonged to one of the following **genres**: generalist (21%), film and TV fiction (13%), sport (12%), entertainment (11%), music (7%), children (6%) and lifestyle/leisure/health/travel (6%).

*MAVISE territories cover the EU28, Albania, Armenia, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Montenegro, North Macedonia, Norway, the Republic of Serbia, the Russian Federation, Switzerland, Turkey and Morocco

Executive summary

I. Availability and establishment of AV services in Europe in 2019 (Video on demand)

- **3 069 on-demand services (ODAS)** were available in the MAVISE territories comprising **1 832 catch-up TV**, **1 040 pay-on-demand** and **197 free on-demand** services. **1 011 pay-on-demand services** were established there (of which 919 in the EU28 and 3 in Morocco) with only **2%** owned by **public** service broadcasting organisations.
- The **pay-on-demand services** supply is led by the **United Kingdom** who contribute **one quarter** (i.e. 237) of the **EU28** offer. The **pay-on-demand services supply** is relatively more concentrated in terms of establishment compared to the TV channels. 68% of all pay-on-demand services were based in the United Kingdom, Ireland, Spain, the Netherlands and France, with the top three territories cumulating over half of the pay ODAS supply.
- The **pay-on-demand** services supply was also more concentrated by genre, with the **top two genres accounting for 80%** and the **top six accounting for 98%** of the total number of services established in the MAVISE territories: film and TV fiction (62%), generalist (19%), entertainment (8%), children (4%), sport (3%) and documentary (2%). Similar results were yielded for the EU28.

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II. Access and distribution of AV services in Europe in 2019

- **21% TV channels** established in the MAVISE territories were accessible via digital terrestrial television
- **41% TV channels** were available free-to-air
- **Subscription video-on-demand** (SVOD) was the dominant business model accounting for **59%** of the **pay-on-demand** services, against the 41% share claimed by **transactional video-on-demand** (TVOD)

III. Targeting AV services in Europe

- **More than one fifth of all TV channels** (21%; n=993) and **almost half** (47%; n=434) **of pay-on-demand services** based in the EU28 were specifically targeting other EU28 markets in 2019. 19% (n=1246) of TV channels and 52% (n=548) of pay-on-demand services established in the European MAVISE territories were serving non-domestic markets.
- The **United Kingdom remained the most significant hub for TV channels** targeting other EU28 markets despite their share of targeting TV channels reducing from half in 2018 to one third in 2019. The **United Kingdom** was also the **major hub** for **pay-on-demand** services, accounting for **37%** of all services targeting other EU markets.
- The **United Kingdom (34%)**, the **Netherlands (22%)** and **Spain (10%)** accounted for **66%** of all **TV channels** targeting other EU28 markets. **75%** of **pay-on-demand services** were also based in the **United Kingdom (37%)**, **Ireland (25%)** and **Spain (13%).**
- The **international TV networks business** (i.e. Discovery Inc, Viacom Inc etc) registered a **high level of diversification** in 2019 through the launch of **new localised versions** (linguistic and/or territorial) for their existing flagship channels chiefly in the Netherlands, Spain and France.

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I. Availability and establishment* of AV services in Europe

*Television channels that are established in a country include those that hold a broadcasting licence from, and/or are registered with, a national media regulatory authority. The data also includes TV services that may not hold a licence or registration, but which can be attributed to a specific national origin by means of company address etc. Figures for TV channels available in a country refer to both linear services established in a country and serving the domestic market and services which are not established in the country, as long as they target it or they are free/pay satellite channels with a pan-European coverage.

As regards on-demand services, MAVISE tracks the most relevant services from an economic perspective, based on market shares, ownership or large geographic coverage. Figures for on-demand services established and available in a country follow the same principles as mentioned above.

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I. AV services available in Europe

Television channels

- At the end of 2019, there were **11 418 TV channels** available in the **MAVISE territories**, including channels established outside these territories. Of these **4 757** were **local TV channels**.

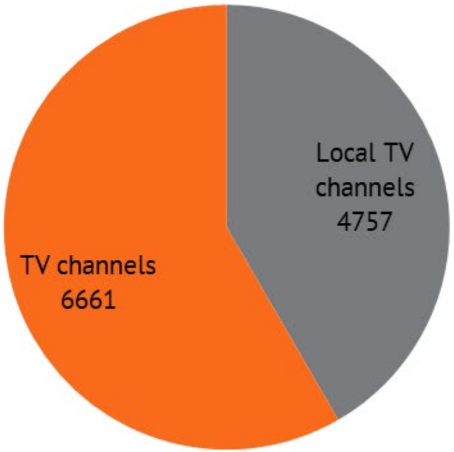
On-demand services

- At the end of 2019, there were **3 069 on-demand services (ODAS)** available in the MAVISE territories including services established outside these territories; the ODAS comprised **1 832 catch-up TV** services, **1 040 pay-on-demand** services and **197 free on-demand** services.

I. AV services available in Europe

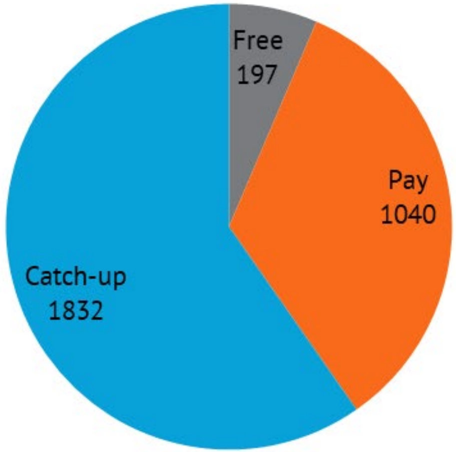
Breakdown by type of audiovisual media service available in EUR41 + Morocco | 2019 - In total numbers

Total 11 418



Television channels

Total 3 069



On-demand services

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I. AV services established in Europe

Television channels

- At the end of 2019, there were **6 420 TV channels** (other than local) established in the MAVISE territories (of which 15 in Morocco). Of these **4 657 TV channels** were based in the **EU28**.
- Of the **TV channels** established in the MAVISE territories **7.5%** were **publicly** owned while **91.5%** belonged to a **private** company and **1%** had a **mixed ownership**; around **29%** of TV channels were available in **HD format** and **32%** had a **catch-up TV** service on offer; around **3%** of TV channels had a **time-shifted** version (similar figures for the EU28).
- At the end of 2019, there were **5 496 TV broadcasting licences** granted for the active TV channels analysed in the MAVISE territories (excluding local channels). Of these **3 831** were issued in the **EU28**.

Pay-on-demand services

- At the end of 2019, there were **1 011 pay-on-demand services** established in the MAVISE territories (of which 3 in Morocco). Of these **919** were based in the **EU28** with just **2%** owned by **public** service broadcasting organisations.

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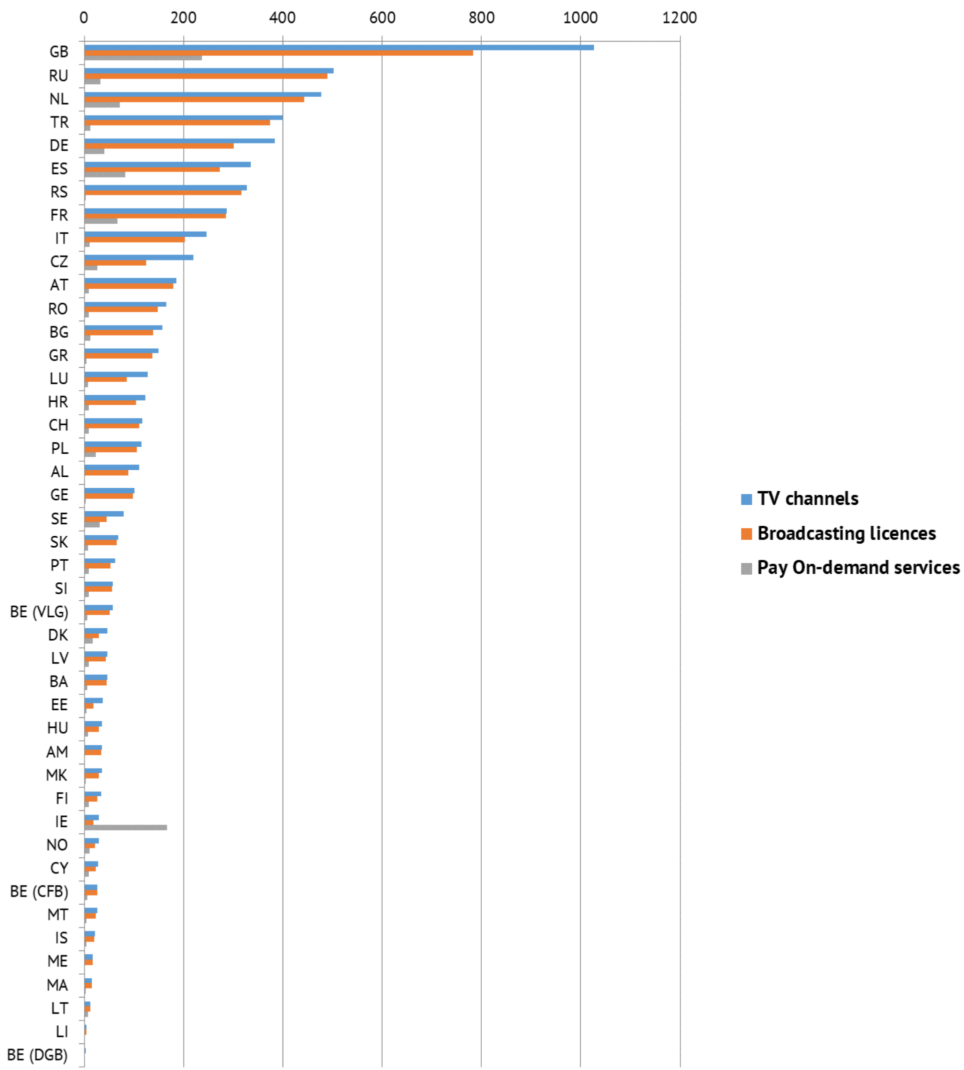
I. AV services established in Europe

AV services by country of establishment | 2019 - In number of services



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I. AV services established in Europe

- Despite the pre-Brexit context, the **United Kingdom remained** the most prominent market of TV channels among the MAVISE territories with **1 026 TV channels**. Other large European audiovisual markets included the **Russian Federation** in second place, with a total of **503 TV channels**, followed by the **Netherlands** (i.e. 478), **Turkey** (i.e. 400), **Germany** (i.e. 383), **Spain** (i.e.336) and **Republic of Serbia** (i.e. 327). Almost **a quarter of the MAVISE markets** had **more than 200 television channels** established in their territories, including **France** (i.e. 287), **Italy** (i.e. 247), the **Czech Republic** (i.e. 220).

- **The number of TV channels established in the Netherlands and Spain was boosted in 2019 at the expense of the UK supply.** Traditionally UK-based broadcasters representing the big US television networks applied for (and were granted) licenses in these two territories during 2019. Networks such as Discovery, Viacom, Sony, SPI International were seeking to secure distribution outside UK for their portfolio of international channel brands ahead of Brexit.

- Apart from the relocation of these broadcasting licences, the new host territories benefited also from the launch of additional localised versions (linguistic and/or territorial) for the international networks. This **prominent diversification trend of the international TV channels** was also observed in other markets such as France and the Czech Republic.

- The **pay-on-demand services** supply is **driven by the EU28 territories** led by the **United Kingdom** (i.e. 237) home of *Amazon Prime, Hayu, Mubi, Playstation Store and DAZN*, followed by the **Republic of Ireland** (i.e. 167) home of *iTunes, Apple TV+, Google Play, Microsoft Store, YouTube Movies and Premium*, **Spain** (i.e. 82), home of *Rakuten* the **Netherlands** (i.e. 71) home of *Netflix*, **France** home of the *Eurosport Player* (i.e. 67) and Germany (i.e. 41).
- Almost **a quarter of the MAVISE markets** had more than **20 pay-on-demand services** established in their territories, including the **Russian Federation** (i.e. 32), **Sweden** (i.e. 31), **the Czech Republic** (i.e. 27) and **Poland** (i.e. 24).
- Aside from the launch of completely new services (i.e. Apple TV+) the size of the **on-demand services supply** was also influenced in 2019 by **the specialisation of the existing services** (i.e. Rakuten, Mubi, YouTube Movies etc) in terms of entering new markets with dedicated catalogue versions promoting a certain level of localised content.

I. Concentration of AV services established in the EU28

- Market size, varying economic conditions, cultural proximity to other countries and individual licensing regimes all play a part in explaining the sometimes significant **differences** between **national television landscapes**, particularly with regard to the total number of services based in a country.

- The **United Kingdom** remained the **biggest contributor** to the overall audiovisual services supply in the **EU28**. Almost one quarter of all TV channels (22%) were established there and slightly above for pay-on-demand services (26%).

- The territorial establishment of audiovisual media services was somewhat <u>more concentrated</u> among **pay-on-demand services** than among TV channels established in the EU28:

  - the **United Kingdom**, **the Netherlands, Germany**, **Spain** and **France** accounted for a cumulative **54% of all TV channels**

  - **68% of all pay-on-demand** services were based in the **United Kingdom**, **Ireland**, **Spain,** the **Netherlands and France,** with the top three territories cumulating over half of the pay ODAS supply

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I. Concentration of AV services established in the EU28

Concentration of TV channels and pay-on-demand services established in the EU28 | 2019 - In number of services and % share

Television

Country	Total national	% share of EU28 total	Cumulative %
GB	1026	22%	22%
NL	478	10%	32%
DE	383	8%	41%
ES	336	7%	48%
FR	287	6%	54%
IT	247	5%	59%
CZ	220	5%	64%
AT	186	4%	68%
RO	166	4%	71%
BG	157	3%	75%
GR	149	3%	78%
LU	128	3%	81%
HR	123	3%	83%
PL	116	2%	86%
SE	79	2%	88%
SK	69	1%	89%
PT	62	1%	90%
SI	58	1%	92%
BE (VLG)	57	1%	93%
DK	47	1%	94%
LV	47	1%	95%
EE	38	1%	96%
HU	36	1%	97%
FI	34	1%	97%
IE	30	1%	98%
CY	28	1%	98%
MT	27	1%	99%
BE (CFB)	27	1%	100%
LT	13	0%	100%
BE (DGB)	3	0%	100%
Total EU 28	**4657**	**100%**	**100%**

Pay-on-demand

Country	Total national	% share of EU28 total	Cumulative %
GB	237	26%	26%
IE	167	18%	44%
ES	82	9%	53%
NL	71	8%	61%
FR	67	7%	68%
DE	41	4%	72%
SE	31	3%	76%
CZ	27	3%	79%
PL	24	3%	81%
DK	17	2%	83%
BG	13	1%	85%
IT	11	1%	86%
RO	10	1%	87%
HR	10	1%	88%
LV	10	1%	89%
FI	10	1%	90%
CY	10	1%	91%
AT	9	1%	92%
PT	9	1%	93%
SI	9	1%	94%
LU	7	1%	95%
SK	7	1%	96%
HU	7	1%	96%
LT	7	1%	97%
BE (VLG)	6	1%	98%
BE (CFB)	6	1%	98%
GR	5	1%	99%
EE	5	1%	100%
MT	4	0%	100%
BE (DGB)	0	0%	100%
Total EU 28	**919**	**100%**	**100%**

I. Genre of AV services established in Europe

- The European television and pay-on-demand market is characterised by an array of **thematic services** catering to a variety of specialist interests and target audiences.
- **75% of all television channels** <u>established</u> in the MAVISE territories in 2019 belonged to one of the following **genres**: generalist (21%), film and TV fiction (13%), sport (12%), entertainment (11%), music (7%), children (6%) and lifestyle/leisure/health/travel (6%). Within the EU 28, music was replaced by documentary in this top seven ranking by genre.
- **80% of all pay-on-demand** audiovisual services <u>established</u> in the MAVISE territories in 2019 were divided between **two genres**. Unlike linear services, where genre distribution was more balanced, **pay-on-demand** genres were <u>more concentrated</u>, with the **six accounting for 98%** of the total number of services established in the MAVISE territories: film and TV fiction (62%), generalist (19%), entertainment (8%), children (4%), sport (3%) and documentary (2%). Similar results were yielded for the EU28.

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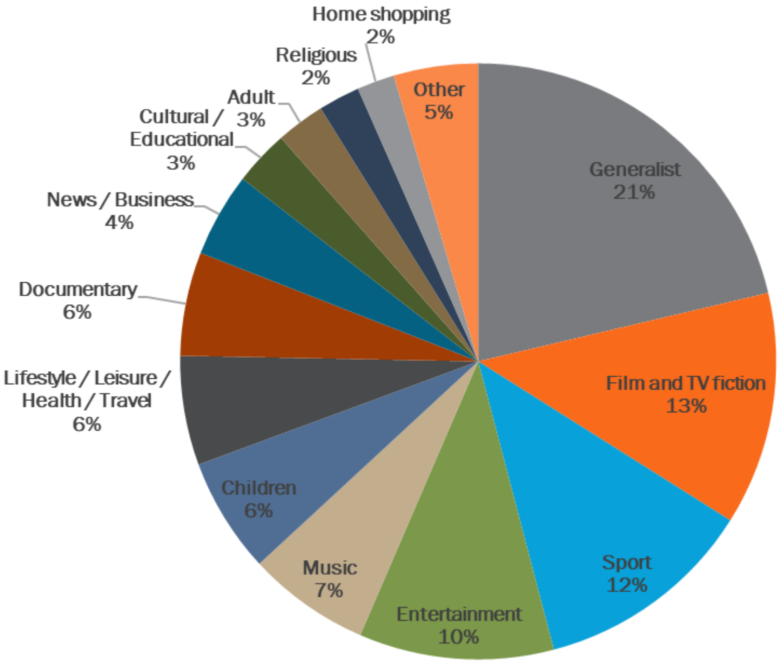
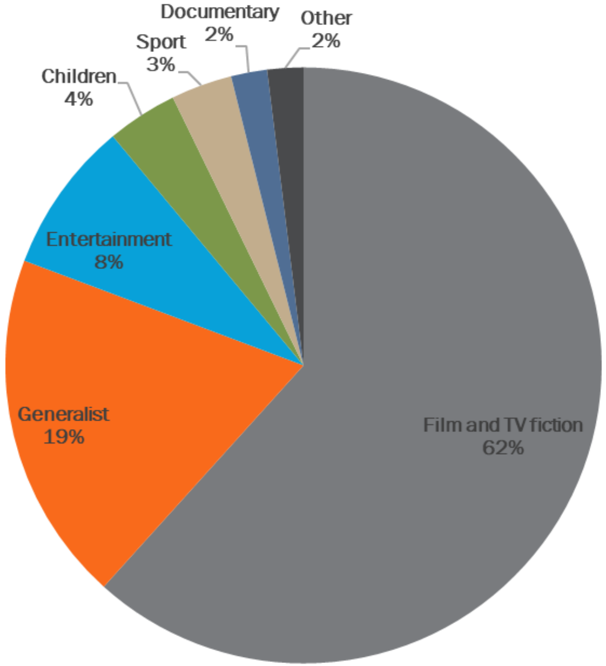
I. Genre of AV services established in Europe

Breakdown by genre of audiovisual media services established in EUR41 + Morocco | 2019 - In % share



Television



Pay-on-demand

II. Access and distribution of AV services in Europe

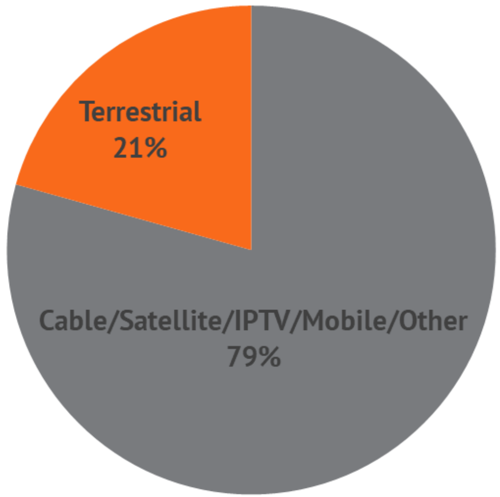
II. Access and distribution of TV channels in Europe

- One out of five **television services** established in the MAVISE territories by 2019 was accessible via **digital terrestrial television (21%)**, and the rest could be accessed via **cable**, **satellite**, or **Internet protocol television** (IPTV).
- **Most television channels** established in the MAVISE territories were **pay** services while 41% were available **free-to-air**. The results were similar for the EU28.

Breakdown of TV channels established in EUR41 + Morocco by type of access and kind of licence | 2019 - In % share

Type of access

Type of licence



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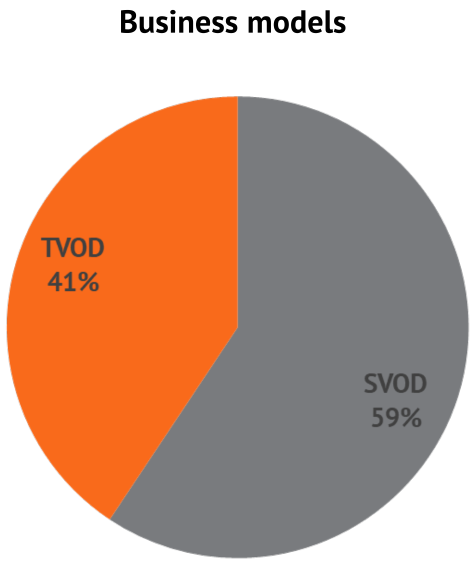
II. Business models of pay-on-demand services in Europe

- The dominant business model for **pay-on-demand** services was subscription video-on-demand **(SVOD) (59%)**, which came before transactional video-on-demand **(TVOD) (41%)**.

Breakdown of pay-on-demand audiovisual services established in EUR41 + Morocco by business model | 2019 - In % share



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III. AV services in Europe targeting* other countries

*Indicator used in the MAVISE database to define whether a channel is specifically targeting another national market include linguistic versions in the targeted country's main official language(s) (e.g. sub-titling, dubbing), content of the licence (e.g. explicit mentioning of the targeted country or geographical scope), local programming, local advertising, local subscription. It excludes TV channels that are targeting their own country of establishment, pan-European pay/free satellite channels and TV channels that are targeting countries other than the MAVISE European territories.

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III. Audiovisual media services targeting other countries

- There is a series of **hubs** in the **EU** from where audiovisual media services **serve several countries.** This is the main advantage of the Audiovisual Media Services Directive (AVMSD) regulations which allows for an audiovisual media services company to be based in only one EU country in order to address all 28 member states. These hubs are home to numerous **pan-European brand channels** and **pay-on-demand services** predominantly <u>owned</u> by large broadcasting and entertainment corporations, the majority of which are **of American origin***.

- More than **one fifth of all TV channels** (21%; n=993) and almost **half** (47%; n=434) **of pay-on-demand services** based in the **EU28** were specifically targeting other **EU28** markets in 2019. In the **European MAVISE territories,** 19% (n=1246) of TV channels and 52% (n=548) of pay-on-demand services were serving non-domestic markets.

*For more information on the market power of US groups regarding European audience market shares see the Observatory report "The internationalisation of TV audience markets in Europe" (2019) https://rm.coe.int/the-internationalisation-of-tv-audience-markets-in-europe/168094ea72

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III. Audiovisual media services targeting other countries

- The establishment of services targeting other markets has a significant effect on a number of **national licensing regimes** since they can notably expand the overall number of services based in a country. They also tend to be regionally concentrated, primarily depending on the advantages provided by the respective local market conditions.

- **TV channels** established in **Luxembourg** and targeting other EU countries made up **64%** (total 87% targeting other European market) of all linear services based in the country and around **half** of linear services established in the **Netherlands** (45%) and **the Czech Republic** (41%) were targeting other EU28 territories. Only **33%** of the **UK-based TV channels** were targeting other EU27 territories in 2019 (down from 46% due to pre-Brexit international channels migration to other EU member states).

- **77%** of **pay on-demand services** based in the Republic of Ireland were targeting other EU markets (95% were targeting other European market). Around **two thirds** of the services in **Spain** (65%) and the **United Kingdom** (64%) were serving non-domestic EU markets.

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III. Audiovisual media services targeting other countries

- The **United Kingdom** remained the most significant EU28 hub for TV channels, although with a contribution to the overall linear services targeting other countries that **went down from half** in 2018 **to only one third** (34%) in 2019. The second most important hub was the **Netherlands** (22%), followed by **Spain** (10%), the two main host territories in 2019 for the relocation and diversification of localised versions of international TV networks previously established in UK and targeting outside. The top three hubs cumulatively concentrated over **two thirds (69%) of linear services** established in the **EU28** and targeting other **EU28** markets by the end of 2019.

- Other countries with a significant number of **television channels** under their national licensing regimes targeting other EU28 territories, included: the **Czech Republic** (9%) which was the main destination for the migration of localised versions for Ireland previously UK-based, **Luxembourg** (i.e. 8%) and **France** (i.e. 5%) which registered a high level of specialisation for the international TV channels (through the launch of new linguistic and territorial versions mainly for Eurosport).

- The **United Kingdom** was the **major hub** for **pay-on-demand** services as well, accounting for **37%** of all services targeting other EU markets. The top three hubs, completed by **Ireland** (25%) and **Spain** (13%), accounted for a cumulative **75%** of all pay on-demand services targeting other EU countries. Other noteworthy audiovisual hubs included the **Netherlands** (8%), **France** (4%), **Sweden** (3%) and **Germany** (3%).

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III. Audiovisual media services targeting other countries

Audiovisual media services established in Europe* targeting other European markets by country (2019)
In number of services and %

Country	Television channels targeted at EUROPE #	%
GB	417	33%
NL	268	22%
CZ	114	9%
ES	112	9%
LU	111	9%
FR	68	5%
SE	35	3%
BG	28	2%
RO	23	2%
DE	17	1%
EE	10	1%
IT	7	1%
IE	6	0%
HR	5	0%
MT	5	0%
LV	4	0%
AT	2	0%
CH	2	0%
GR	2	0%
PL	2	0%
RU	2	0%
DK	1	0%
FI	1	0%
IS	1	0%
LI	1	0%
SK	1	0%
TR	1	0%
CY	0	0%
Total	**1246**	**100%**

Country	Pay-on-demand targeted at EUROPE #	%
GB	190	36%
IE	159	25%
ES	64	12%
NL	47	9%
FR	21	4%
SE	18	3%
DE	15	3%
CZ	11	2%
CY	6	1%
IT	4	1%
DK	3	1%
HR	3	1%
LU	2	0%
AT	2	0%
LV	2	0%
CH	1	0%
FI	0	0%
BG	0	0%
EE	0	0%
GR	0	0%
IS	0	0%
LI	0	0%
MT	0	0%
PL	0	0%
RO	0	0%
RU	0	0%
SK	0	0%
TR	0	0%
Total	**548**	**100%**

Audiovisual media services established in EU28 targeting other European markets by country (2019)
In number of services and %

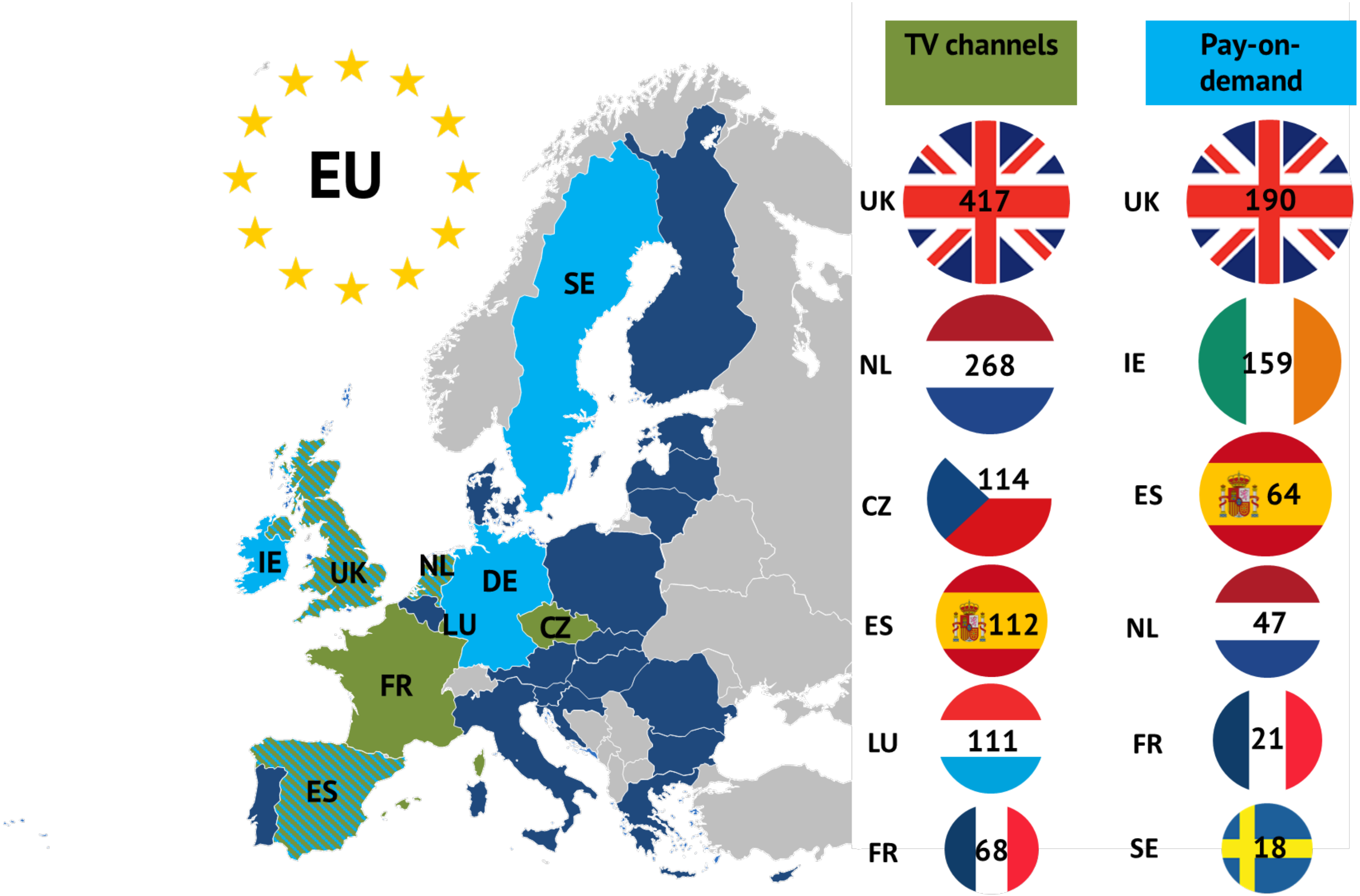
Country	Television channels targeted at EU28 #	%
GB	341	34%
NL	216	22%
ES	101	10%
CZ	90	9%
LU	82	8%
FR	48	5%
RO	23	2%
SE	23	2%
DE	17	2%
BG	12	1%
EE	10	1%
IE	6	1%
IT	6	1%
MT	5	1%
LV	4	0%
AT	2	0%
GR	2	0%
PL	2	0%
DK	1	0%
FI	1	0%
SK	1	0%
CH	0	0%
CY	0	0%
HR	0	0%
IS	0	0%
LI	0	0%
RU	0	0%
TR	0	0%
Total	**993**	**100%**

Country	Pay-on-demand targeted at EU28 #	%
GB	152	37%
IE	128	25%
ES	53	13%
NL	32	8%
FR	17	4%
DE	14	3%
SE	14	3%
CZ	7	2%
CY	4	1%
IT	4	1%
LU	2	0%
AT	2	0%
DK	2	0%
LV	2	0%
HR	1	0%
BG	0	0%
CH	0	0%
EE	0	0%
FI	0	0%
GR	0	0%
IS	0	0%
LI	0	0%
MT	0	0%
PL	0	0%
RO	0	0%
RU	0	0%
SK	0	0%
TR	0	0%
Total	**434**	**100%**

*Comprises the 41 European MAVISE territories (including EU 28)

III. Audiovisual media services targeting other European markets

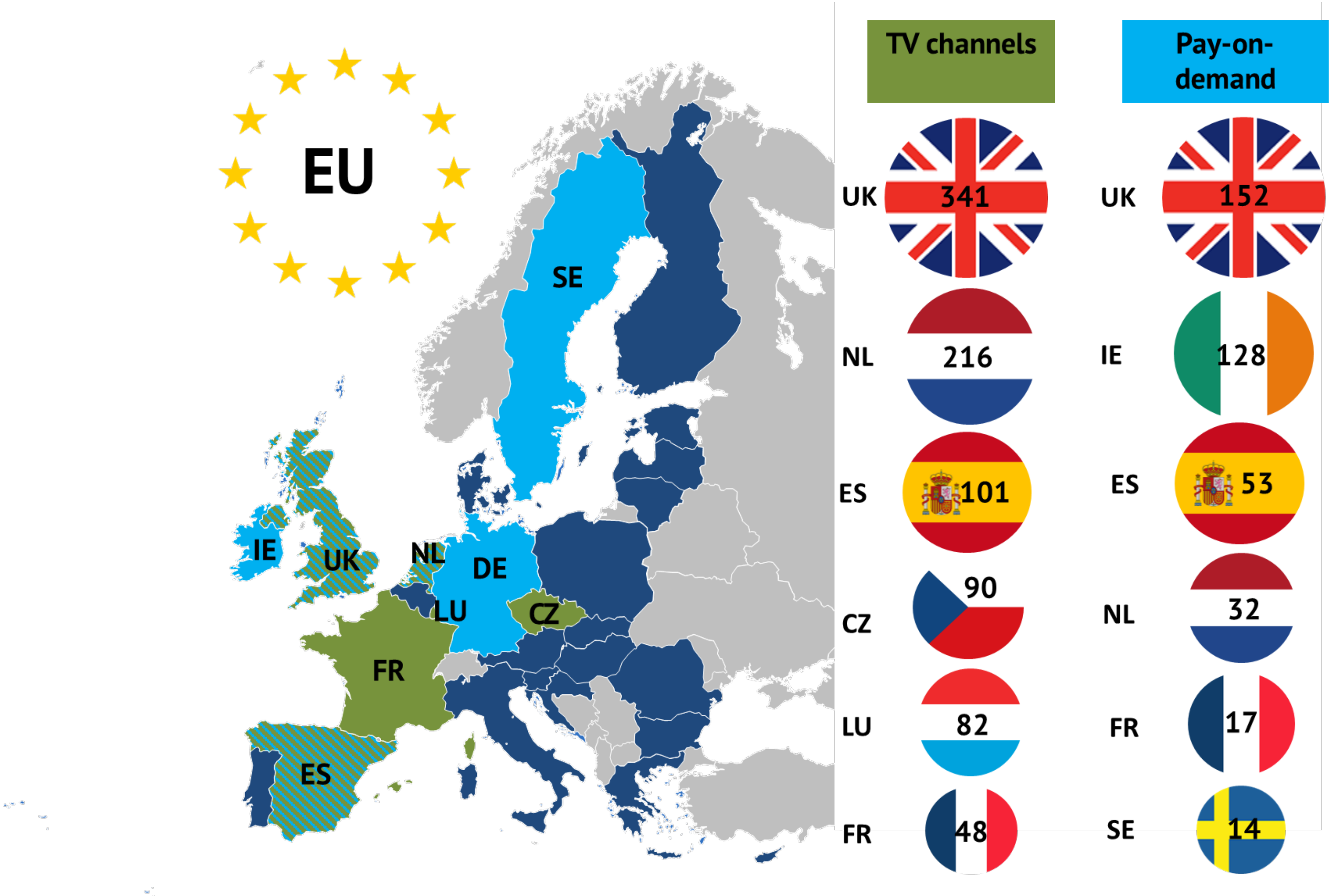
Top audiovisual media hubs primarily targeting other European* markets by country | 2019 - In number of services



*Comprises the 41 European MAVISE territories (including EU 28)

III. Audiovisual media services targeting EU28 markets

Top audiovisual media hubs primarily targeting other EU28 markets by country | 2019 - In number of services



More information:

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