



TV content in VOD catalogues

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TV content in VOD catalogues Edition 2018

Christian Grece
Marta Jiménez Pumares



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Executive Summary

- This report is based on the analysis of 29 Subscription Video-On-Demand (SVOD) catalogues and 32 Transactional Video-On-Demand (TVOD catalogues). The data was collected during November and December 2018 and the TV titles were matched through databases with their countries of production.
- In this report, all content classified under as “TV” on VOD services is taken into account. These TV contents can be defined as a title of a TV series or a unique TV programme (stand-alone TV programmes such as 1 part documentary or a specific TV programmes without episodes) or as all the episodes of a TV series or a unique TV programmes (stand-alone TV programmes such as documentaries or specific TV programmes without episodes).
- The share of EU TV content in TVOD and SVOD depends on the indicator: on the one hand, each TV content can be counted as one title; on the other hand, each TV episode can be counted as one title. The share of EU TV content varies between 24% and 38% in TVOD, and 19% and 27% in SVOD.

Table 1 Share of EU TV content in TVOD and SVOD catalogues

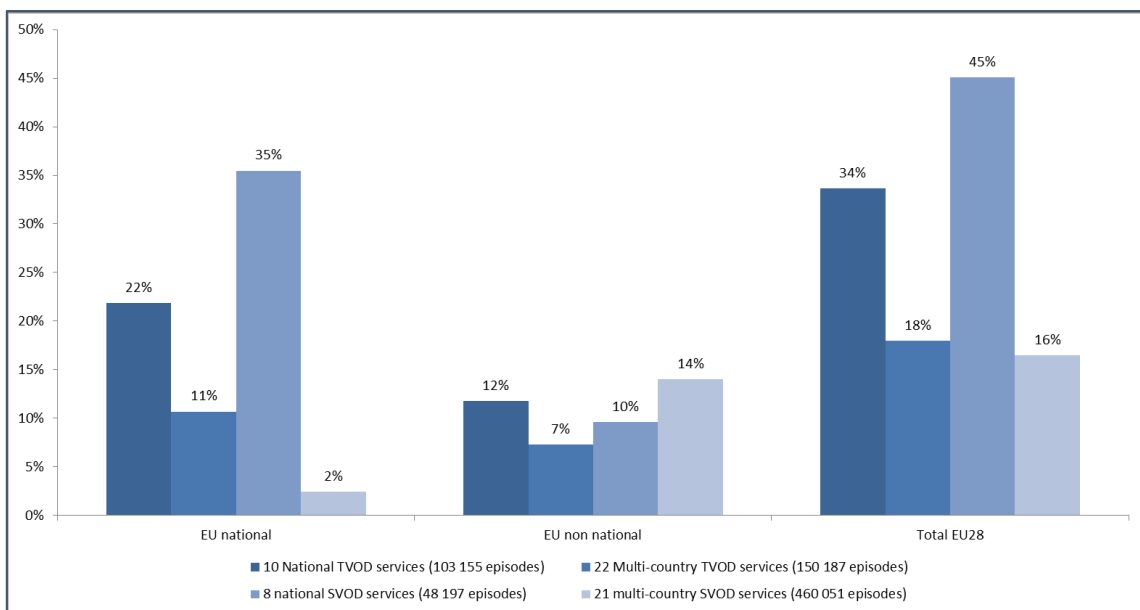
| | TVOD | SVOD |
|-------------------------------|------|------|
| 1 TV content = 1 title | 38% | 27% |
| 1 TV episode = 1 title | 24% | 19% |

- Whatever the indicator, there are strong variations between the catalogues: as regards for SVOD services, the share of EU TV content¹ varies between 12% and 92%, and between 0% and 90% for TVOD.

¹ In terms of number of episodes.

- Among EU TV content, national works accounted² for 62% in TVOD but for only 32% in SVOD.
- On average, national TVOD and SVOD services have a higher share of EU TV titles (respectively 45% and 46%) than multi-country TVOD and SVOD services (with respectively 31% and 25%). Among EU TV content, they have also a higher share of national content.

Figure 1 Average shares of EU, EU non-national and national TV episodes for national and multi-country SVOD and TVOD services

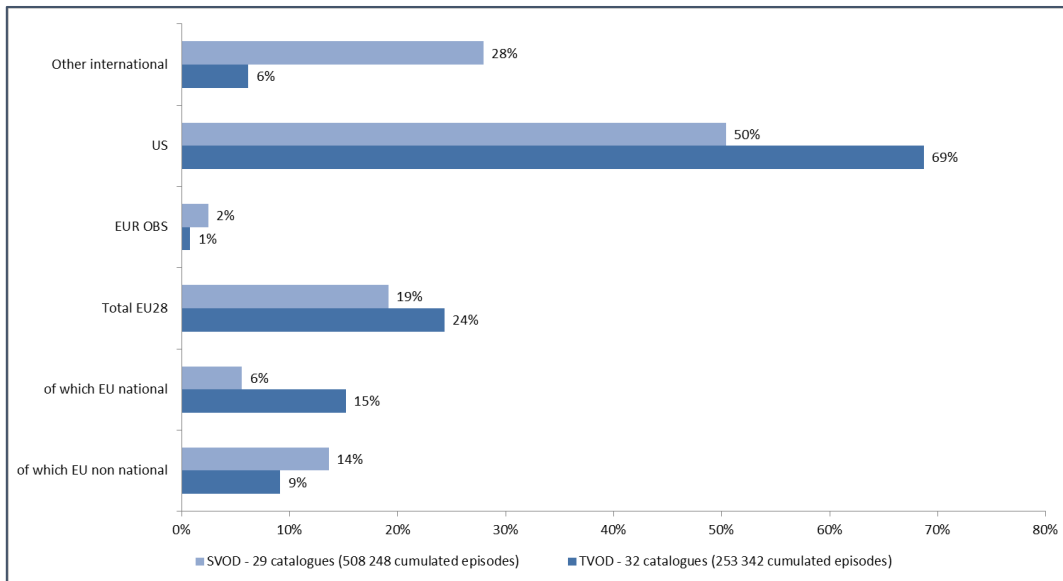


Source: *European Audiovisual Observatory*

- Whereas the US is the main country of origin for TV content available either in TVOD or SVOD, content from outside the EU or outside the US represents a significant part of TV content on offer in SVOD, There are more non-EU/non US titles and episodes available in SVOD than EU titles/episodes.

² In terms of number of episodes.

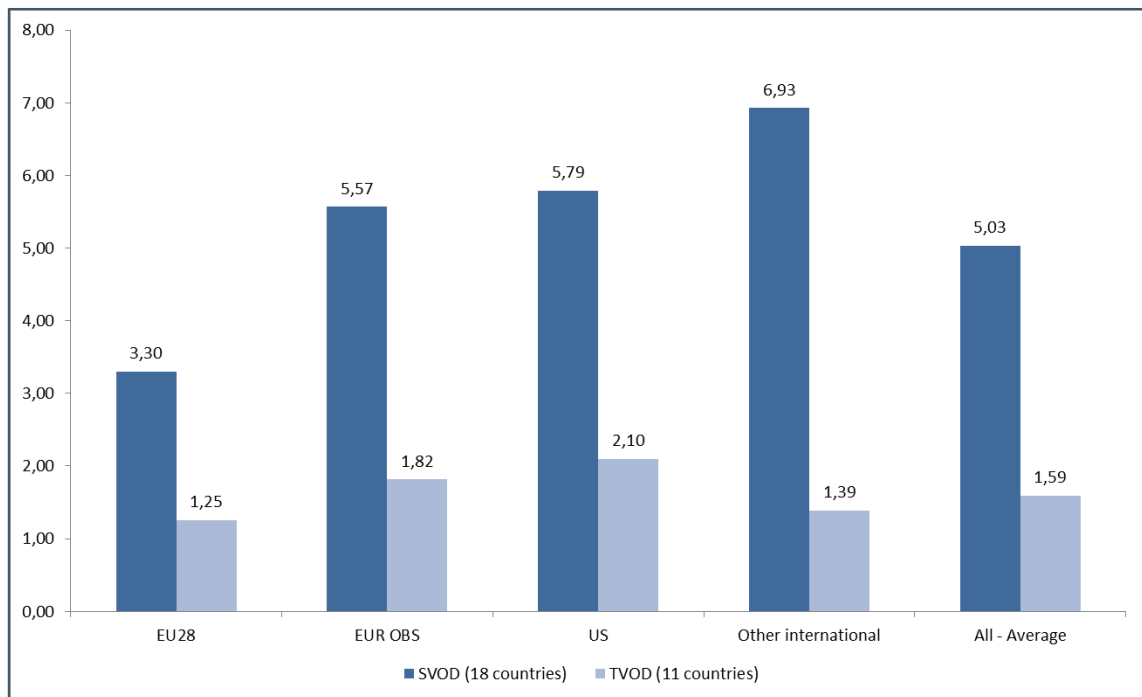
Figure 2 Average shares by region of origin of TV episodes in SVOD and TVOD catalogues



Source: European Audiovisual Observatory

- The top 5 EU production countries account for 91.2% of all EU TV titles on TVOD (the United Kingdom, Germany, France, Sweden and Denmark) and 84.1% on SVOD (the United Kingdom, France, Spain, Sweden and Germany).
- When unique titles are considered, without taking into account the number of catalogues of presence, the share of EU TV content is higher (53% of all titles on TVOD and 40% on SVOD services). But, on average, one given EU TV content is available in fewer countries (3.3 in SVOD and 1.2 in TVOD) than a given US title (5.8 and 2.1 respectively). Titles from outside the EU and outside the US also circulate better than EU titles.

Figure 3 Average country circulation of unique TV titles by region of origin on TVOD and SVOD



Source: European Audiovisual Observatory

The sample

- Catalogue services operating in two or more European countries are considered 'multi-country' catalogues in this report. The analysed sample is composed of 8 national and 21 multi-country catalogues in SVOD, and of 10 national and 22 multi-country catalogues in TVOD.
- The data were collected during November and December 2018 and the titles were matched through databases with their countries of production.

Table 2 Number of services in sample per type, in SVOD and TVOD

| Services | SVOD | TVOD | Total |
|---------------|------|------|-------|
| National | 8 | 10 | 18 |
| Multi country | 21 | 22 | 43 |
| Total | 29 | 32 | 61 |

Source: European Audiovisual Observatory

1. Cumulated TV titles in TVOD and SVOD catalogues

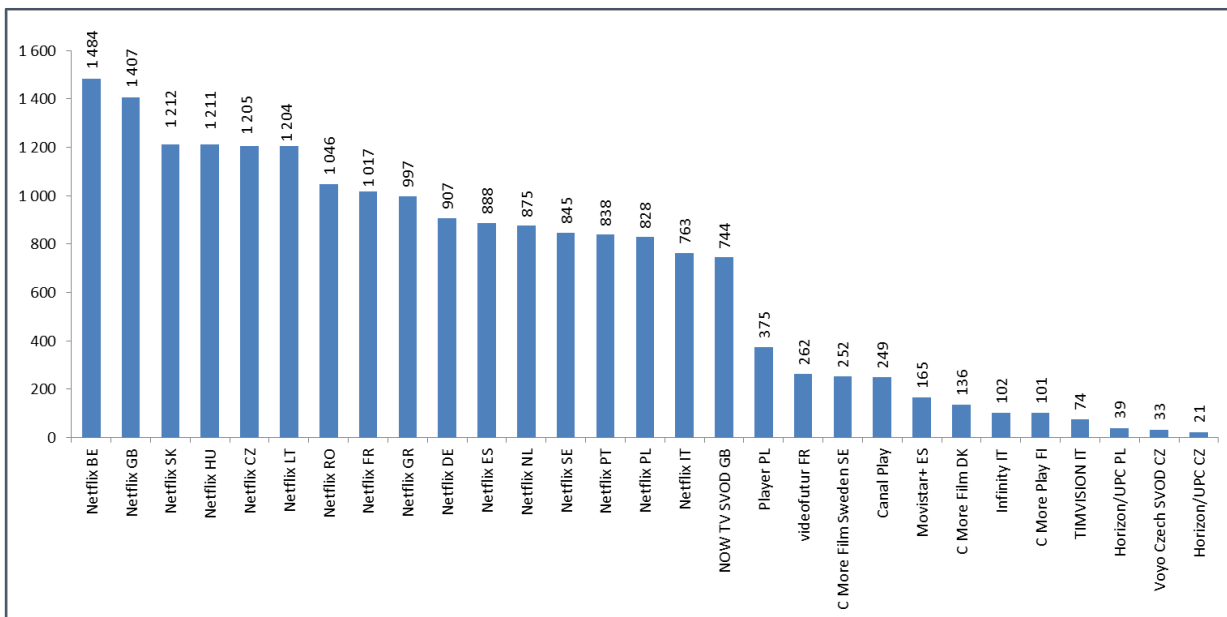
This section builds on cumulated TV titles in TVOD and SVOD catalogues: each TV content is accounted for 1 title, whatever the number of episodes; and each presence of one TV content in a catalogue is taken into account.

1.1. Number of cumulated TV titles by catalogue

Main points

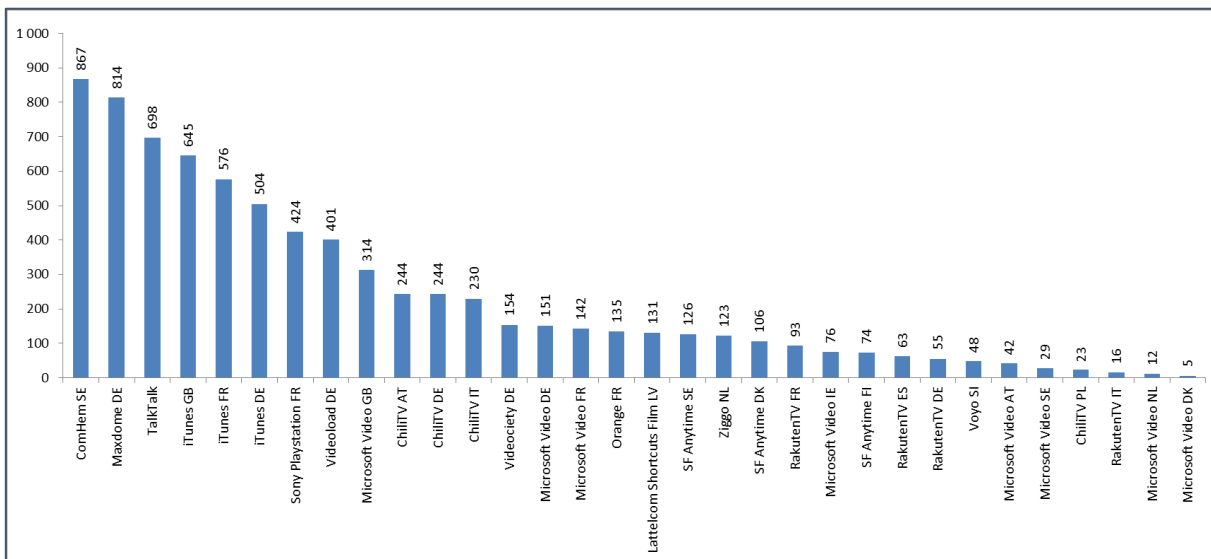
- The SVOD sample weight lies on the 16 Netflix country catalogues, with an average 1 018 cumulated titles. Still, big differences are found in number of titles between the Netflix catalogues in Belgium (1 484) or the United Kingdom (1 407), compared to the ones in Italy (763), Poland (828) or Portugal (838).
- Now TV SVOD in the United Kingdom is the only national catalogue with a similar volume of titles (744 titles), followed by far by Poland's Player. At the lowest we find Horizon/UPC in the Czech Republic with 21 cumulated titles in its catalogue.
- In TVOD, even if general volumes are smaller than SVOD, there are also big differences between the biggest ones like Sweden's ComHem (867 cumulated titles) or Germany's Maxdome (814 titles), and the smaller ones like Microsoft Video in Denmark (5 titles) and the Netherlands (12 cumulated titles).
- In TVOD, most of the biggest catalogues are the national catalogues, with the exception of the multi-country service iTunes (645 titles in UK, 576 in France and 504 in Germany).

Figure 4 Number of cumulated titles by catalogue in SVOD



Source: European Audiovisual Observatory

Figure 5 Number of cumulated titles by catalogue in TVOD



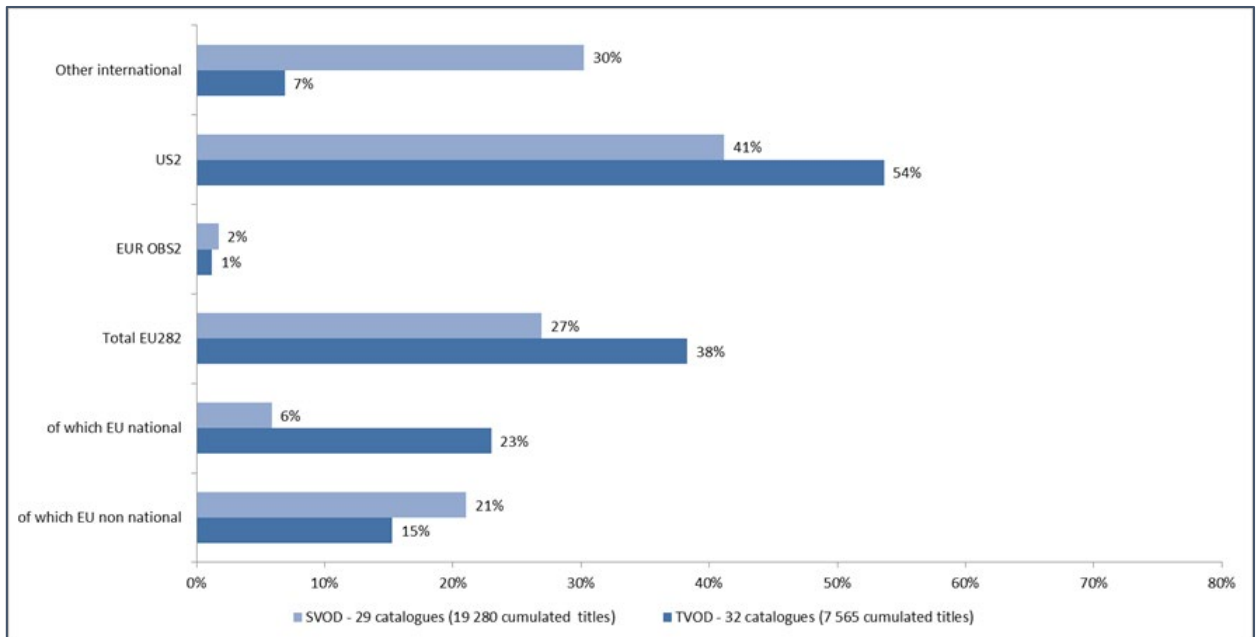
Source: European Audiovisual Observatory

1.2. Region of origin of cumulated TV titles

Main points

- In the sample analysed in terms of region of origin of cumulated titles, the composition of catalogues varies significantly between SVOD services (29 catalogues) and TVOD services (32 catalogues).
- In SVOD, US titles represent 41% of total, followed by titles from other international origin (30%) and the EU28 titles (27%). This is explained by Netflix offering numerous Japanese and Korean titles and the weight of Netflix catalogues in the sample. Other EUR OBS represent only 2% of titles.
- In TVOD, titles from US represent more than half of cumulated titles (54%), followed by EU28 titles (a remarkable 38%) and other international titles (7%).
- When looking at the origin of EU28 titles, SVOD catalogues' European offer is composed mainly of European non-national titles (21% v. 6% national), while TVOD catalogues, on the contrary, offer more European national cumulated titles (23% v. 15% non-national).
- By total number of EU28 cumulated titles in SVOD per service, Now TV in UK, Netflix in BE and UK offer the higher amounts of titles (closely followed by 14 other Netflix country catalogues). On the contrary, Czech's Horizon/UPC and Italy's Infinity are the catalogues with the lowest EU28 cumulated number of titles.
- The shares of EU28 cumulated titles in SVOD per service show a different picture, in which the higher shares are found on Czech's Voyo (91%) and C More Film Sweden (79%), while the lowest are the ones from Italy's Infinity (18%) and Netflix (HU, CZ, SK, LT and FR) with 21% share of EU28 cumulated titles.
- In TVOD, the highest number of EU28 cumulated titles is found on Germany's Maxdome, catalogue that doubles the titles found on the next one, Sweden's ComHem. The lowest being the catalogues of Rakuten TV in Italy and Microsoft Video in Denmark and Sweden, in which no EU28 title has been found.
- The shares of EU28 cumulated titles in TVOD per service still show Germany's Maxdome first (84%) followed by Slovenia's Voyo (63%). From the catalogues offering some EU28 titles, the ones with the lowest shares are Poland's Chili TV (4%) and Rakuten TV in Germany (9%).

Figure 6 Shares of cumulated titles by region of origin in SVOD and TVOD, in %



Source: European Audiovisual Observatory

Table 3 Cumulated titles by region of origin and by type of service (SVOD/TVOD), in number

| Services | Total titles | Other intl. | US | EUR OBS | Total EU28 | EU national | EU non national |
|--|--------------|-------------|-------|---------|------------|-------------|-----------------|
| SVOD - 29 catalogues (19 280 cumulated titles) | 19 280 | 5 828 | 7 937 | 328 | 5 187 | 1 130 | 4 057 |
| TVOD - 32 catalogues (7 565 cumulated titles) | 7 565 | 521 | 4 058 | 91 | 2 895 | 1 739 | 1 156 |

Source: European Audiovisual Observatory

Table 4 Cumulated titles by service and by region of origin in SVOD, in %

| SVOD percentages | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------|-------------|------------|-----------|------------|-------------|-----------------|
| Voyo Czech SVOD CZ | 6% | 3% | 0% | 91% | 70% | 21% |
| C More Film Sweden SE | 6% | 13% | 2% | 79% | 52% | 27% |
| Horizon/UPC PL | 5% | 23% | 0% | 72% | 59% | 13% |
| C More Film DK | 10% | 17% | 3% | 71% | 2% | 68% |
| C More Play FI | 3% | 38% | 2% | 57% | 18% | 40% |
| NOW TV SVOD GB | 6% | 40% | 0% | 53% | 42% | 11% |
| Canal Play | 6% | 40% | 0% | 53% | 29% | 25% |
| videofutur FR | 4% | 52% | 3% | 41% | 23% | 18% |
| Movistar+ ES | 8% | 50% | 1% | 41% | 11% | 30% |
| Player PL | 8% | 50% | 2% | 40% | 21% | 19% |
| Horizon/UPC CZ | 19% | 48% | 0% | 33% | 19% | 14% |
| TIMVISION IT | 12% | 57% | 0% | 31% | 1% | 30% |
| Netflix DE | 27% | 44% | 2% | 28% | 6% | 23% |
| Netflix NL | 24% | 47% | 1% | 28% | 1% | 27% |
| Netflix SE | 24% | 48% | 2% | 27% | 1% | 26% |
| Netflix PL | 27% | 48% | 1% | 25% | 1% | 24% |
| Netflix GB | 38% | 36% | 2% | 24% | 16% | 8% |
| Netflix IT | 29% | 46% | 1% | 24% | 1% | 23% |
| Netflix ES | 32% | 44% | 0% | 24% | 3% | 21% |
| Netflix PT | 29% | 47% | 1% | 24% | 0% | 24% |
| Netflix BE | 37% | 38% | 2% | 23% | 1% | 23% |
| Netflix RO | 35% | 41% | 2% | 22% | 0% | 22% |
| Netflix GR | 36% | 41% | 2% | 22% | 0% | 22% |
| Netflix FR | 36% | 41% | 1% | 21% | 4% | 18% |
| Netflix LT | 39% | 38% | 3% | 21% | 0% | 21% |
| Netflix SK | 38% | 38% | 3% | 21% | 0% | 21% |
| Netflix CZ | 39% | 38% | 2% | 21% | 0% | 21% |
| Netflix HU | 38% | 38% | 3% | 21% | 0% | 21% |
| Infinity IT | 7% | 75% | 0% | 18% | 3% | 15% |
| Grand Total | 30% | 41% | 2% | 27% | 6% | 21% |

Source: European Audiovisual Observatory

Table 5 Cumulated titles by service and by region of origin in TVOD, in %

| TVOD percentages | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------------|-------------|------------|-----------|------------|-------------|-----------------|
| Maxdome DE | 6% | 9% | 0% | 84% | 74% | 10% |
| Voyo SI | 4% | 25% | 8% | 63% | 21% | 42% |
| SF Anytime SE | 7% | 25% | 7% | 61% | 37% | 25% |
| SF Anytime FI | 7% | 28% | 9% | 55% | 3% | 53% |
| SF Anytime DK | 8% | 28% | 8% | 55% | 8% | 47% |
| Orange FR | 5% | 39% | 4% | 52% | 26% | 26% |
| iTunes FR | 7% | 45% | 0% | 49% | 35% | 14% |
| TalkTalk | 9% | 48% | 1% | 42% | 35% | 7% |
| Microsoft Video IE | 7% | 51% | 1% | 41% | 0% | 41% |
| iTunes DE | 6% | 53% | 1% | 40% | 21% | 19% |
| Videociety DE | 8% | 49% | 3% | 40% | 5% | 36% |
| ComHem SE | 9% | 51% | 1% | 39% | 10% | 29% |
| iTunes GB | 3% | 60% | 0% | 37% | 34% | 2% |
| Ziggo NL | 9% | 56% | 1% | 34% | 6% | 28% |
| RakutenTV ES | 2% | 71% | 0% | 27% | 11% | 16% |
| Lattelcom Shortcuts Film LV | 8% | 64% | 5% | 24% | 1% | 23% |
| Microsoft Video GB | 11% | 65% | 0% | 24% | 21% | 3% |
| Videoload DE | 5% | 73% | 1% | 21% | 4% | 16% |
| Sony Playstation FR | 12% | 70% | 1% | 17% | 6% | 11% |
| Microsoft Video NL | 8% | 75% | 0% | 17% | 0% | 17% |
| Microsoft Video FR | 6% | 77% | 1% | 16% | 10% | 6% |
| RakutenTV FR | 9% | 75% | 0% | 16% | 10% | 6% |
| ChiliTV IT | 5% | 78% | 0% | 16% | 3% | 13% |
| ChiliTV AT | 2% | 85% | 0% | 12% | 0% | 12% |
| ChiliTV DE | 2% | 85% | 0% | 12% | 1% | 11% |
| Microsoft Video DE | 10% | 77% | 1% | 12% | 6% | 6% |
| Microsoft Video AT | 14% | 76% | 0% | 10% | 0% | 10% |
| RakutenTV DE | 2% | 87% | 2% | 9% | 2% | 7% |
| ChiliTV PL | 0% | 96% | 0% | 4% | 4% | 0% |
| Microsoft Video DK | 0% | 100% | 0% | 0% | 0% | 0% |
| Microsoft Video SE | 3% | 93% | 3% | 0% | 0% | 0% |
| RakutenTV IT | 0% | 100% | 0% | 0% | 0% | 0% |
| Grand Total | 7% | 54% | 1% | 38% | 23% | 15% |

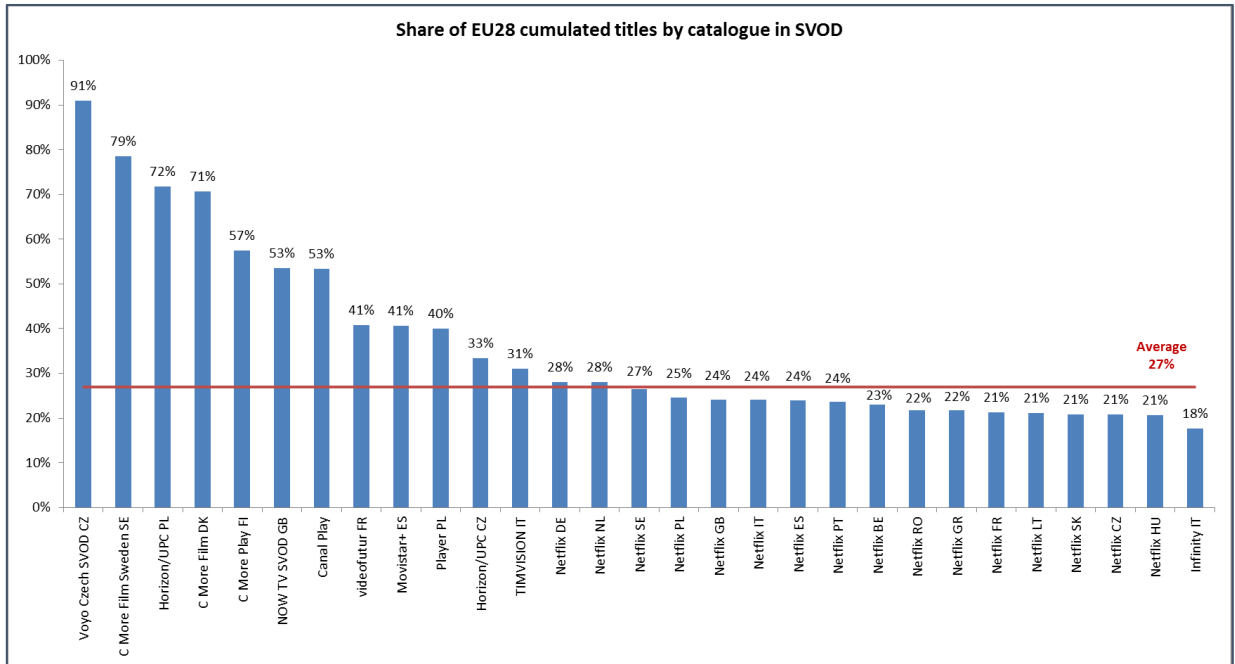
Source: European Audiovisual Observatory

1.3. Focus on the share of EU28 cumulated titles

Main points

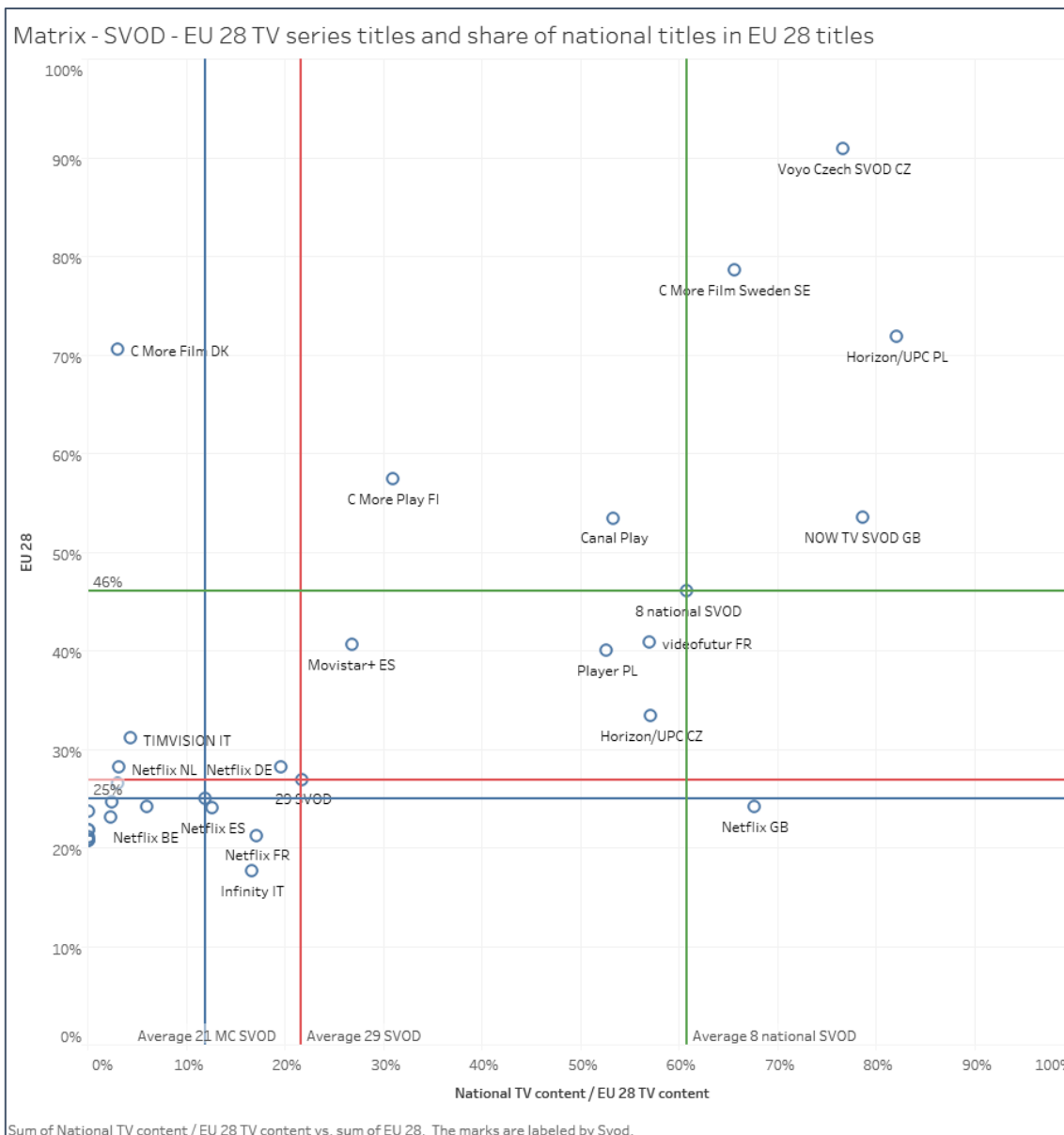
- The share of EU28 cumulated titles varies enormously between catalogues both in SVOD (average share of 27%) and in TVOD (average share of 38%).
- In SVOD, Czech Voyo shows 91% of EU28 cumulated titles, followed by Sweden's C More (79%), while EU28 contents on Italy's Infinity amounts to only 18%, followed by national Netflix catalogues that go from 21% (LT, SK, CZ, HU) to 28% (DE,NL) EU28 cumulated titles.
- In TVOD, Germany's Maxdome shows the highest share of EU28 cumulated titles at 84% followed by Voyo Slovenia (63%), while three services show 0% of EU28 titles: Italy's Rakuten TV and Microsoft Video catalogues in Denmark and Sweden.
- When the share of national titles of EU titles is taken into consideration, clear differences appear. On SVOD, national SVOD offer a much higher share of national content in their EU title offer with on average 61% of all EU titles being of national origin. Multi-country SVOD services on the other hand, rely mostly on EU non-national titles for their EU title offering, with on average only 12% of EU titles being of national origin. SVOD services in the Czech Republic, the United Kingdom and Sweden were those having the highest share of national titles in their EU title offering - Matrix 1
- On TVOD, the offerings of EU titles are clearly skewed towards national titles, with for all 32 services an average of 60.5% of national titles of all EU titles. Surprisingly, multi-country TVOD services, such as iTunes, have a slightly higher share of national titles in their EU offering with 61% than national services, which however have also a high share of national titles in EU titles of 60%. Without surprise, services in the United Kingdom, Germany and France tend to have the highest share of national titles in their EU offerings. Matrix 2
- While multi-country SVOD services rely mostly on EU non-national titles for their EU titles in their catalogues, all other services, national SVOD and TVOD services and multi-country TVOD services, rely more on national titles for the EU titles in their catalogues.

Figure 7 Share of EU28 cumulated titles by catalogue in SVOD, in %



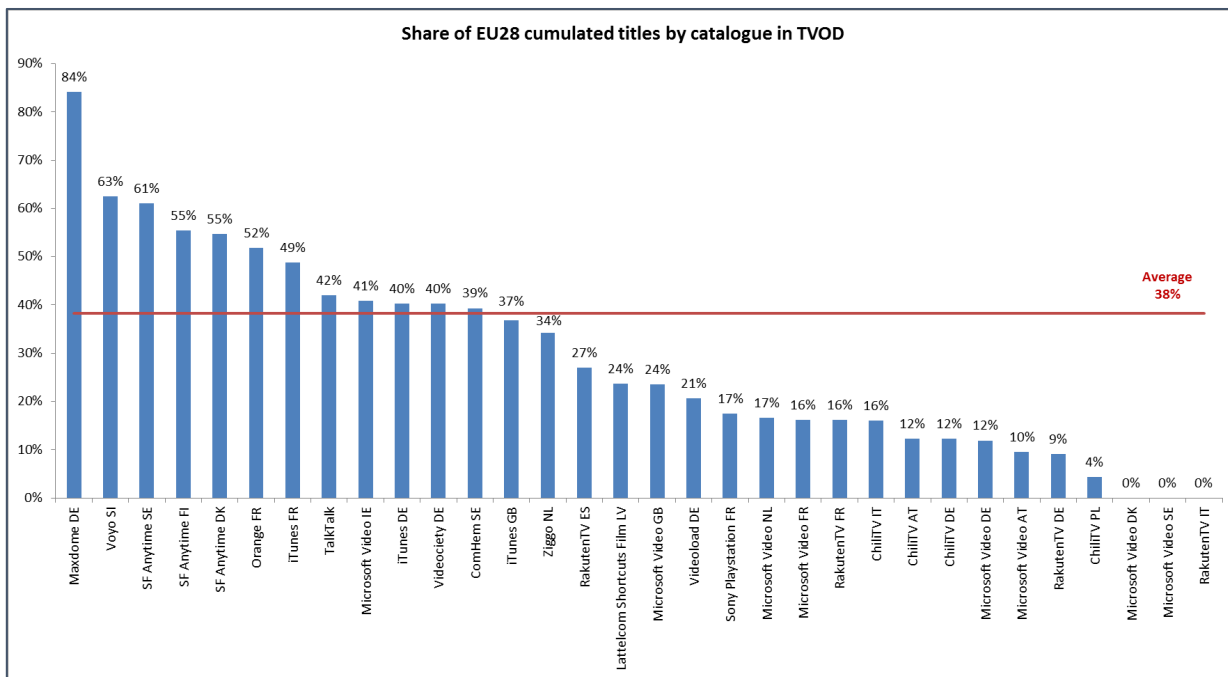
Source: European Audiovisual Observatory

Matrix 1 SVOD – EU 28 cumulated TV titles and share of national titles in EU 28 titles by service



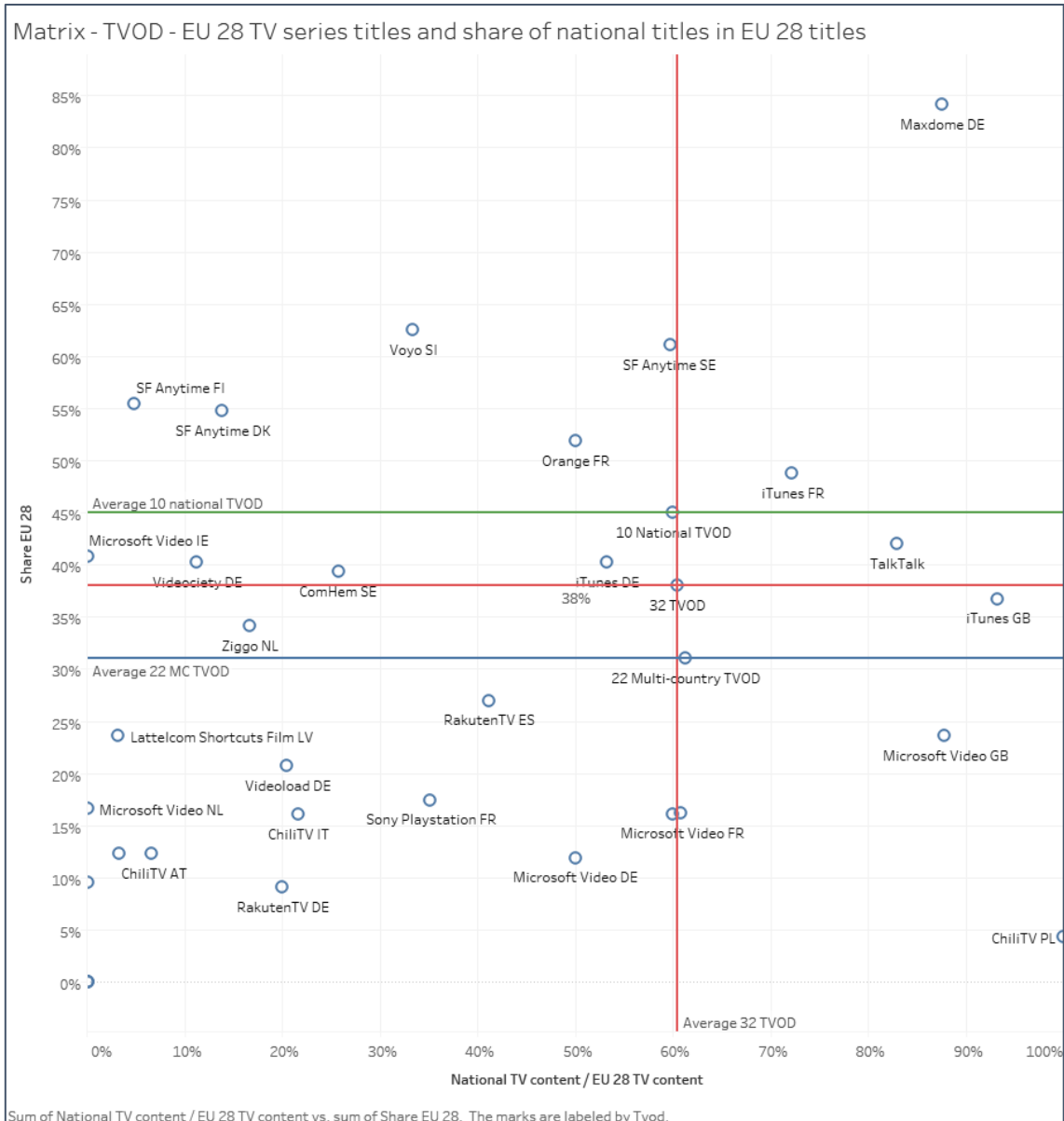
Source: European Audiovisual Observatory

Figure 8 Share of EU28 cumulated titles by catalogue in TVOD, in %



Source: European Audiovisual Observatory

Matrix 2 TVOD – EU 28 cumulated TV titles and share of national titles in EU 28 titles by service



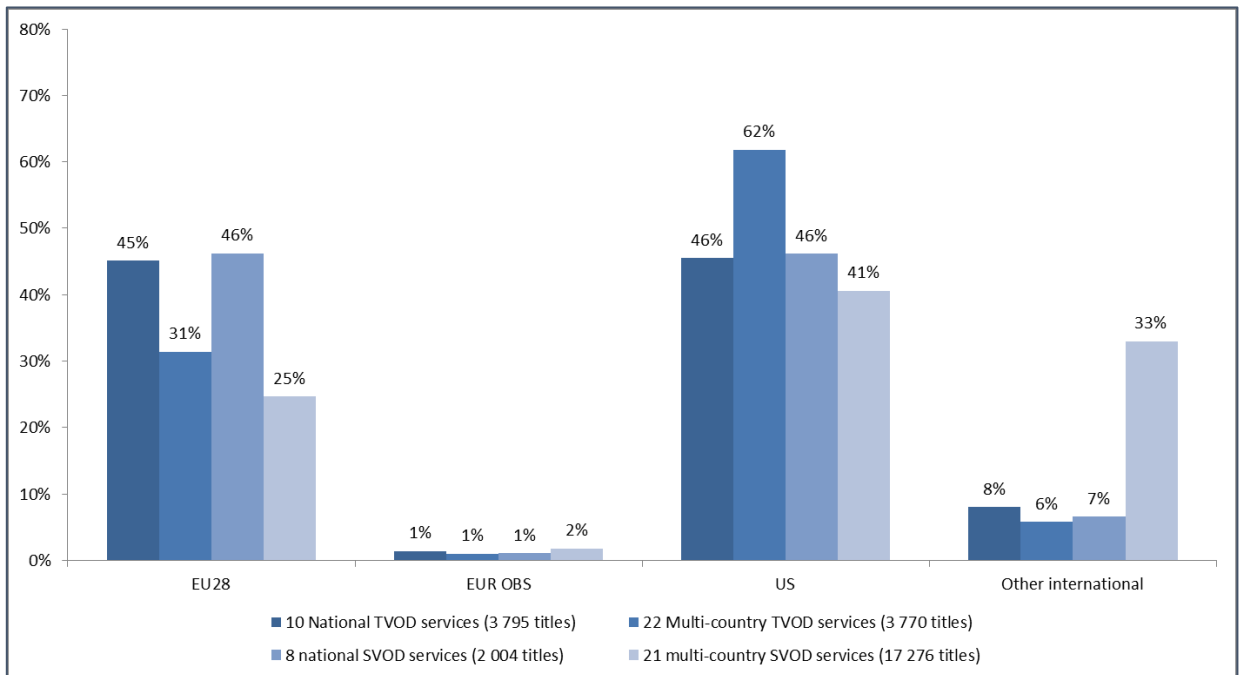
Source: European Audiovisual Observatory

1.4. Differences in the composition of multi-country and national VOD services

Main points

- Catalogue services operating in two or more European countries are considered 'multi-country' catalogues in this report. The analysed sample is composed of 8 national and 21 multi-country catalogues in SVOD, and of 10 national and 22 multi-country catalogues in TVOD.
- In SVOD, national catalogues' average share of EU28 cumulated titles (46%) is well above the general average (27%), while multi-country catalogues' average is below (25%). For the multi-country catalogues there are big differences: even if C More is at 72% and Horizon at 58%, Netflix (at 23%) and its weight in the sample explain the average share at 27%.
- In TVOD, national catalogues' average share of EU28 cumulated titles (45%) is also above the general average (38%) while multi-country catalogues are below at 31%. Within the multi-country catalogues, both SF Anytime (58%) and iTunes (42%) show high shares of EU28 titles; Chili TV (13%), Rakuten (16%) and Microsoft (20%) show the lowest shares of EU28 cumulated titles.
- While the shares of EU TV titles are quite comparable between national TVOD and SVOD services (with respectively 45% and 46%), a clear difference is seen when compared with multi-country catalogues, TVOD and SVOD, which have lower shares with 31% and 25%.
- The real difference in the composition of the catalogues is seen when the proportion of national TV titles in EU titles is considered; while for national, multi-country TVOD and national SVOD services this proportion of national TV titles in EU titles is around 60% to 61%, for multi-country SVOD service the proportion falls to 12%. This difference could be explained by the fact that while national services and multi-country TVOD services are aiming a specific national population, multi-country services such as Netflix aim to offer a large variety of TV titles in their catalogues and to licence most titles on an exclusive basis, concentrating on titles which will also find their audience in other countries than their production country - Figure 11

Figure 9 Share of cumulated titles by region of origin and by national v. multi-country services in SVOD and TVOD, in %



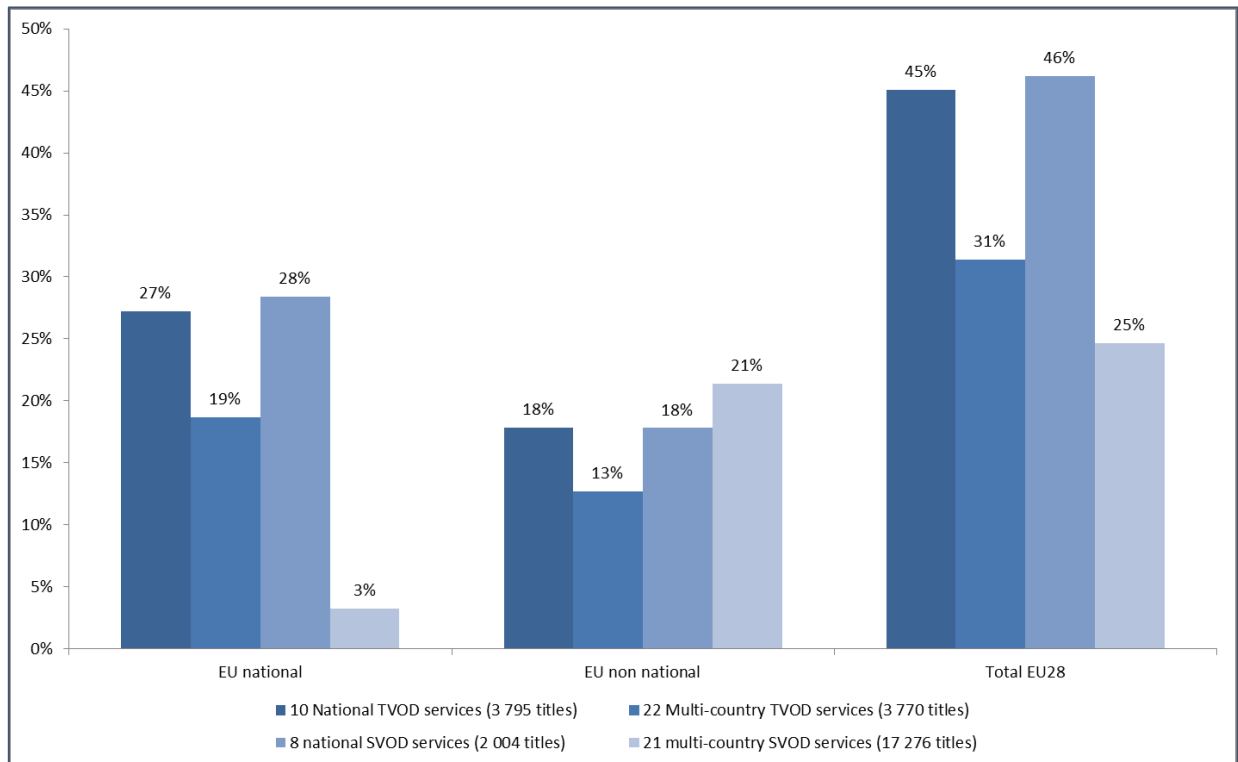
Source: European Audiovisual Observatory

Table 6 Cumulated titles by region of origin and by national v. multi-country services in SVOD and TVOD, in number

| Services | EU28 | EUR OBS | US | Other intl. | Total |
|--|-------|---------|-------|-------------|--------|
| 10 National TVOD services (3 795 titles) | 1 711 | 52 | 1 728 | 304 | 3 795 |
| 22 Multi-country TVOD services (3 770 titles) | 1 184 | 39 | 2 330 | 217 | 3 770 |
| 8 national SVOD services (2 004 titles) | 926 | 21 | 925 | 132 | 2 004 |
| 21 multi-country SVOD services (17 276 titles) | 4 261 | 307 | 7 012 | 5 696 | 17 276 |

Source: European Audiovisual Observatory

Figure 10 Share of EU national v. EU non-national cumulated titles by national v. multi-country services in SVOD and TVOD, in %



Source: European Audiovisual Observatory

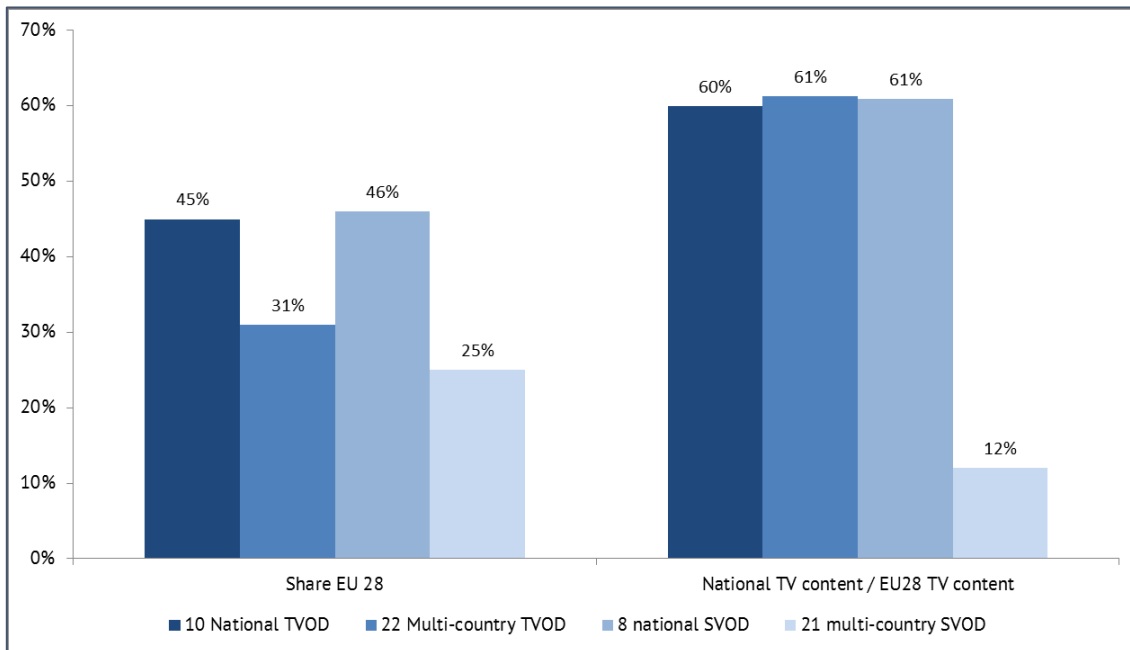
Table 7 EU national v. EU non-national cumulated titles by national v. multi-country services in SVOD and TVOD, in number

| Services | EU national | EU non national | Total EU28 |
|--|-------------|-----------------|------------|
| 10 National TVOD services (3 795 titles) | 1 034 | 677 | 1 711 |
| 22 Multi-country TVOD services (3 770 titles) | 705 | 479 | 1 184 |
| 8 national SVOD services (2 004 titles) | 569 | 357 | 926 |
| 21 multi-country SVOD services (17 276 titles) | 561 | 3 700 | 4 261 |

Source: European Audiovisual Observatory

Figure 11 shows the share of EU titles and the weight of national titles in these EU titles for national and multi-country SVOD and TVOD services. It appears that multi-country SVOD services are the only type of services relying on more EU non-national TV content when it comes to EU content. For all other types of services, EU content is mostly national content (with a share of 60%-61%).

Figure 11 SVOD/TVOD - Share of EU 28 cumulated TV titles and proportion of national titles in EU 28 titles, in %



Source: European Audiovisual Observatory

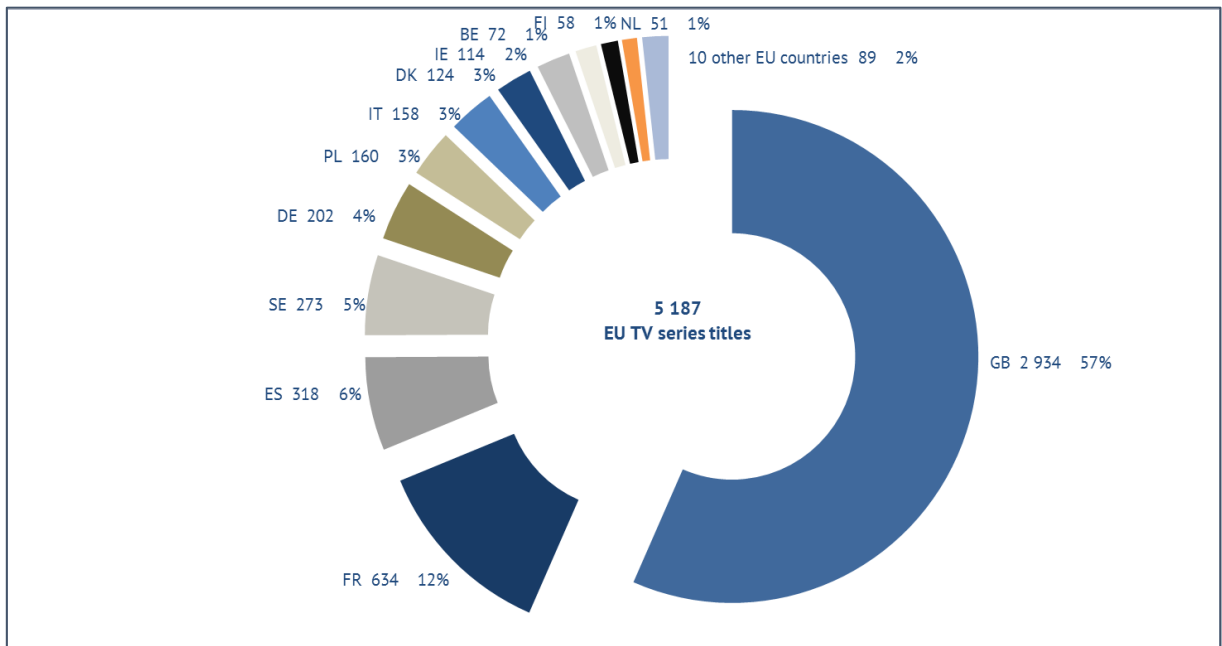
1.5. Country of production of TV titles in TVOD and SVOD catalogues

Main points

- TV content titles produced in the United Kingdom represent by far the largest part of the EU titles offerings on SVOD and TVOD, with respectively 57% and 41% of all EU TV titles.
- The top 5 EU production countries account for 84% of all EU titles on SVOD and 91.2% on TVOD.
- As the SVOD sample this year covers more countries than the TVOD sample, this is also reflected by the origin of EU TV titles on both types of services; while on SVOD, TV titles produced in France and Spain take the 2nd and 3rd rank, on TVOD it is German TV titles which are ranking second, followed French tiles – Spanish titles, only ranked at the 10th position on TVOD. The presence of Maxdome and iTunes Germany and Austria, Microsoft Germany and Austria, as well as Videociety and Rakuten TV in Germany are an explanation of this strong presence of German titles on TVOD, whereas the sole presence of Rakuten TV Spain could account for the comparable low presence of Spanish titles.
- The strength of Nordic dramas can be seen by the 4th rank on SVOD and TVOD of Swedish TV titles, and the presence of Danish titles in the top 5 on TVOD and top 10 on SVOD.

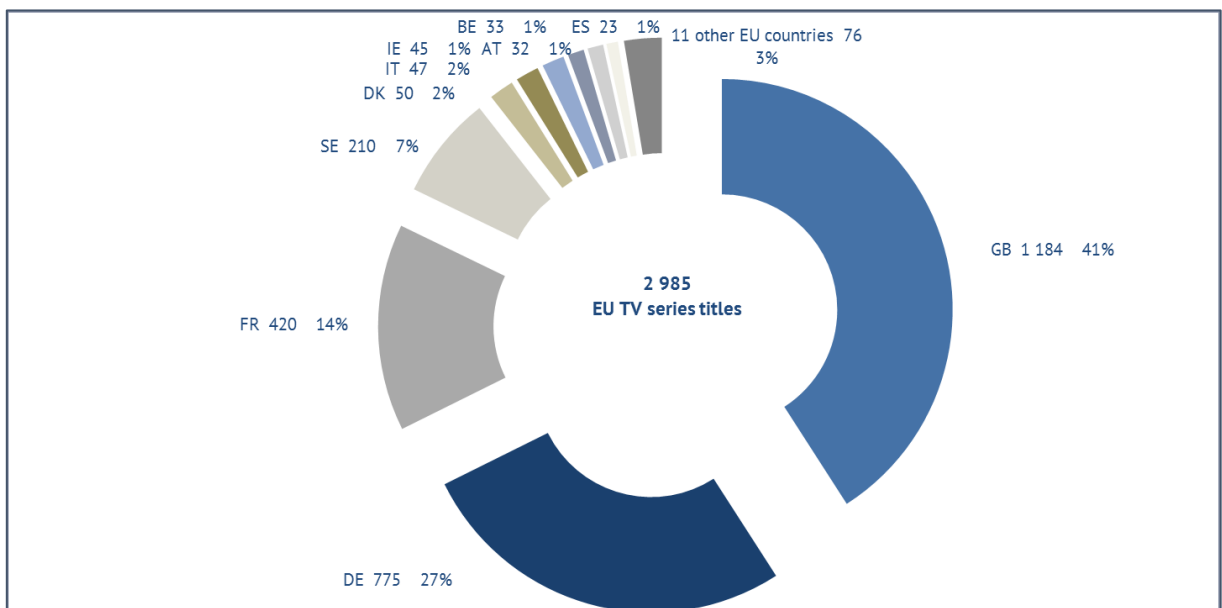
- The countries of origin of the top 10 EU TV titles present on TVOD and SVOD services, confirm findings from previous reports on films and TV in VOD catalogues: the highest producing countries account for the large majority of TV titles found in VOD catalogues.
- Detailed figures can be accessed in the annex.

Figure 12 SVOD - 5 187 EU cumulated TV titles by country of production on 29 SVOD services



Source: European Audiovisual Observatory

Figure 13 TVOD - 2 985 EU cumulated TV titles by country of production on 32 TVOD services



Source: European Audiovisual Observatory

2. Cumulated TV episodes in TVOD and SVOD catalogues

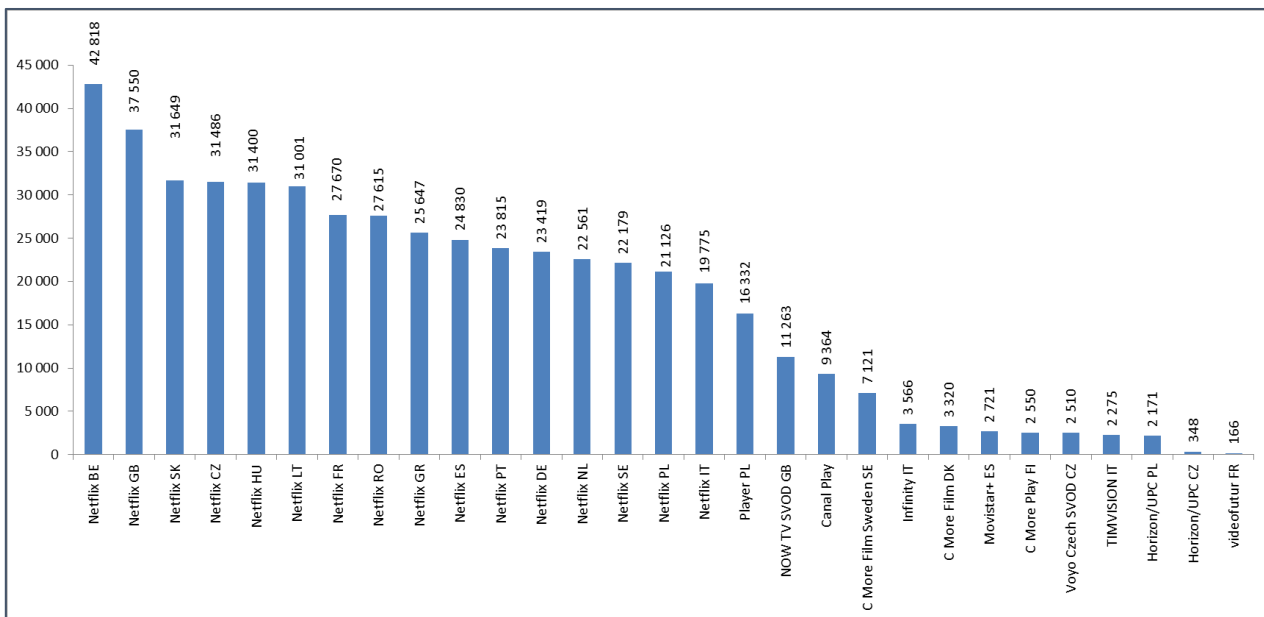
This section builds on cumulated TV episodes in TVOD and SVOD catalogues: each TV episode is accounted for 1 title, whatever the number of episodes; and each presence of a TV episode in a catalogue is taken into account.

2.1. Number of cumulated TV episodes by catalogue

Main points

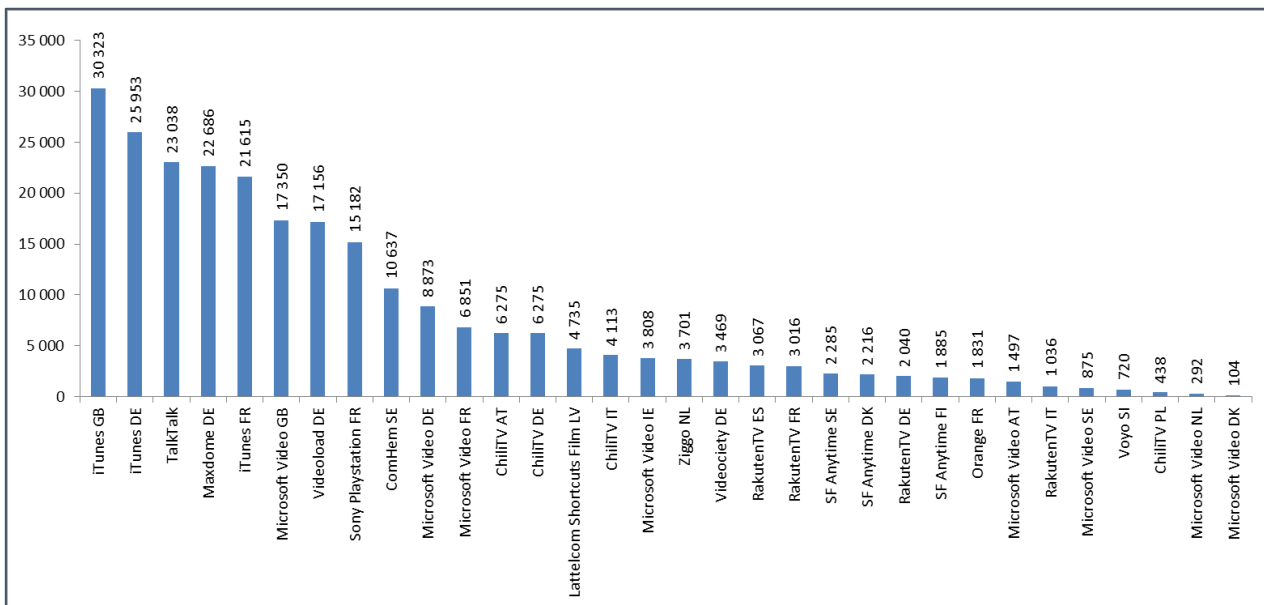
- The SVOD sample weight lies on the 16 Netflix country catalogues, with an average 27 784 cumulated episodes. Still, some differences are found in number of episodes between the Netflix catalogues in Belgium (42 818 cumulated episodes) or the United Kingdom (37 550), compared to the ones in Italy (19 775), Poland (21 126) or Sweden (22 179 cumulated episodes).
- Poland's Player is the first national catalogue with a similar volume of episodes (16 332 episodes), followed by far by UK's Now TV SVOD (11 263). At the lowest we find France's Videofutur with 166 cumulated episodes in its catalogue.
- In TVOD, general volumes are smaller than SVOD, but there are also big differences between the biggest ones like iTunes (30 323 episodes in the United Kingdom, 25 953 in Germany) or UK's Talk Talk (23 038 episodes), and the smaller ones like Microsoft Video in Denmark (104 episodes) and the Netherlands (292 cumulated episodes).
- In TVOD, the size of catalogues concerning cumulated episodes is very mixed between national and multi-country catalogues, with big differences found in the latest in between countries. The most irregular catalogues are those of Microsoft Video with 17 350 episodes in the UK, 8 873 in Germany, 6 851 in France and 3 808 in Ireland. The lowest ones being the NL and DK mentioned above, followed by Microsoft Video in Sweden (875 episodes) and Austria (1 497).

Figure 14 Number of cumulated episodes by catalogue in SVOD



Source: European Audiovisual Observatory

Figure 15 Number of cumulated episodes by catalogue in TVOD



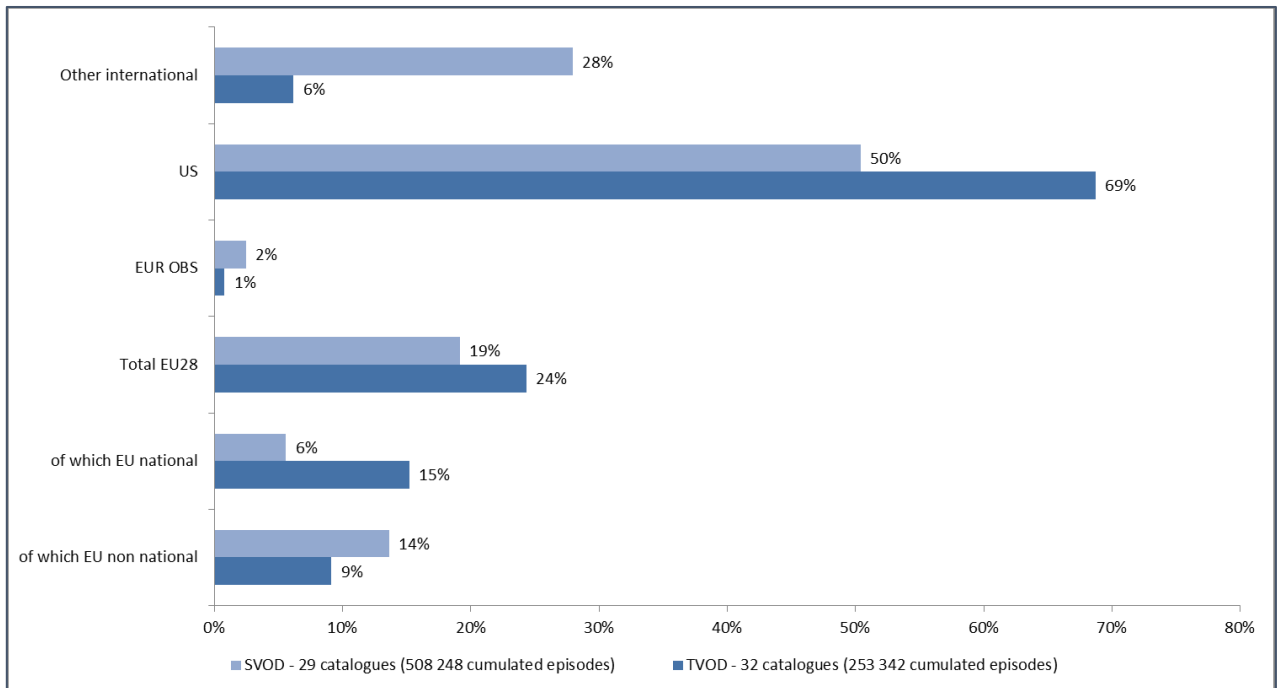
Source: European Audiovisual Observatory

2.2. Region of origin of cumulated TV episodes

Main points

- In the sample analysed in terms of region of origin of cumulated episodes, the composition of catalogues varies significantly between SVOD services (29 catalogues) and TVOD services (32 catalogues).
- In SVOD, US episodes represent 50% of total cumulated episodes, followed by episodes from other international origin (28%) and from EU28 (19%). The high amount of episodes from other international origin is explained by Netflix and its weight in the sample, by offering Japanese and Korean animation series that represent many episodes.
- In TVOD, episodes from US represent more than two thirds of cumulated episodes (69%), followed by EU28 episodes (24%) and other international episodes (6%).
- When looking at the origin of EU28 episodes, SVOD catalogues' European offer is composed mainly of European non-national episodes (14% v. 6% national), while TVOD catalogues, on the contrary, offer more European national episodes (15% v. 9% non-national).
- By total number of EU28 cumulated episodes in SVOD per service, Player in Poland and Netflix in the United Kingdom and Belgium offer the higher amounts of episodes (Netflix offer in all country catalogues is quite similar). On the contrary, French Videofutur and Czech Horizon/UPC are the catalogues with the lowest EU28 cumulated number of episodes.
- The shares of EU28 cumulated episodes in SVOD per service show the same than for titles: the higher shares are found on Czech's Voyo (92%) and C More Film Sweden (69%). The lowest shares are the ones from Netflix in Slovakia (12%) and in four other Netflix catalogues (CZ, HU, GR, LT) with 13% share of EU28 cumulated episodes. Netflix average share stands at 15%.
- In TVOD, the highest number of EU28 cumulated episodes is found on Germany's Maxdome, followed by the three country catalogues of iTunes in the United Kingdom, Germany and France. The lowest being the catalogues of Rakuten TV in Italy and Microsoft Video in Denmark and Sweden (identical to titles, since no EU28 title has been found).
- The shares of EU28 cumulated episodes in TVOD per service still show Germany's Maxdome first (80%) followed by Slovenia's Voyo (69%). From the catalogues offering some EU28 episodes, the ones with the lowest shares are Poland's Chili TV (3%) and Microsoft Video in Austria (5%).

Figure 16 Shares of cumulated episodes by region of origin in SVOD and TVOD, in %



Source: European Audiovisual Observatory

Table 8 Cumulated episodes by region of origin and by type of service (SVOD/TVOD), in number

| Services | Total episodes | Other intl. | US | EUR OBS | Total EU28 | EU national | EU non national |
|---|----------------|-------------|---------|---------|------------|-------------|-----------------|
| TVOD - 32 catalogues (253 342 cumulated episodes) | 253 342 | 15 609 | 174 063 | 1 975 | 61 695 | 38 584 | 23 111 |
| SVOD - 29 catalogues (508 248 cumulated episodes) | 508 248 | 142 064 | 256 233 | 12 434 | 97 517 | 28 322 | 69 195 |

Table 9 Cumulated episodes by service and by region of origin in SVOD, in %

| SVOD percentages | Other intl. | US | EUR OBS | EU 28 | EU national | EU non national |
|-----------------------|-------------|------------|-----------|------------|-------------|-----------------|
| Voyo Czech SVOD CZ | 8% | 0% | 0% | 92% | 63% | 29% |
| C More Film Sweden SE | 7% | 22% | 2% | 69% | 31% | 38% |
| Horizon/UPC PL | 1% | 38% | 0% | 61% | 52% | 9% |
| C More Film DK | 11% | 28% | 4% | 57% | 2% | 56% |
| Player PL | 8% | 35% | 0% | 57% | 50% | 6% |
| videofutur FR | 4% | 43% | 4% | 49% | 32% | 17% |
| NOW TV SVOD GB | 7% | 51% | 0% | 41% | 36% | 5% |
| Canal Play | 4% | 55% | 0% | 41% | 31% | 10% |
| Horizon/UPC CZ | 10% | 50% | 0% | 40% | 18% | 22% |
| C More Play FI | 4% | 56% | 1% | 39% | 18% | 21% |
| Movistar+ ES | 8% | 62% | 0% | 30% | 7% | 23% |
| Netflix DE | 24% | 56% | 2% | 19% | 3% | 15% |
| Netflix NL | 21% | 61% | 1% | 18% | 1% | 17% |
| Netflix PT | 24% | 58% | 0% | 18% | 0% | 18% |
| Netflix SE | 20% | 62% | 1% | 17% | 0% | 17% |
| Netflix ES | 28% | 55% | 0% | 17% | 3% | 15% |
| Netflix GB | 36% | 44% | 4% | 17% | 11% | 6% |
| Netflix IT | 25% | 57% | 0% | 17% | 2% | 15% |
| Netflix PL | 24% | 60% | 1% | 15% | 0% | 15% |
| TIMVISION IT | 11% | 74% | 0% | 15% | 0% | 14% |
| Netflix FR | 34% | 50% | 1% | 14% | 4% | 11% |
| Netflix RO | 32% | 50% | 4% | 14% | 0% | 14% |
| Netflix BE | 35% | 48% | 3% | 14% | 0% | 14% |
| Infinity IT | 3% | 83% | 0% | 14% | 2% | 12% |
| Netflix LT | 36% | 46% | 5% | 13% | 0% | 13% |
| Netflix GR | 35% | 48% | 4% | 13% | 0% | 13% |
| Netflix HU | 36% | 47% | 5% | 13% | 0% | 13% |
| Netflix CZ | 36% | 47% | 5% | 13% | 0% | 13% |
| Netflix SK | 35% | 47% | 5% | 12% | 0% | 12% |
| Grand Total | 28% | 50% | 2% | 19% | 6% | 14% |

Source: European Audiovisual Observatory

Table 10 Cumulated episodes by service and by region of origin in TVOD, in %

| TVOD percentages | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------------|-------------|------------|-----------|------------|-------------|-----------------|
| Maxdome DE | 7% | 12% | 0% | 80% | 70% | 11% |
| Voyo SI | 6% | 17% | 8% | 69% | 28% | 41% |
| SF Anytime SE | 4% | 54% | 4% | 38% | 17% | 21% |
| Orange FR | 4% | 56% | 2% | 38% | 20% | 17% |
| SF Anytime FI | 3% | 56% | 4% | 36% | 1% | 35% |
| ComHem SE | 10% | 54% | 3% | 34% | 9% | 24% |
| SF Anytime DK | 5% | 60% | 4% | 31% | 5% | 26% |
| Ziggo NL | 6% | 66% | 0% | 28% | 2% | 26% |
| iTunes FR | 7% | 67% | 0% | 26% | 16% | 9% |
| iTunes DE | 5% | 72% | 1% | 23% | 13% | 10% |
| Microsoft Video IE | 5% | 72% | 0% | 22% | 0% | 22% |
| iTunes GB | 3% | 76% | 0% | 22% | 19% | 3% |
| TalkTalk | 9% | 69% | 1% | 21% | 17% | 5% |
| Videociety DE | 6% | 71% | 3% | 20% | 1% | 19% |
| Lattelcom Shortcuts Film LV | 11% | 65% | 5% | 19% | 0% | 19% |
| Microsoft Video NL | 4% | 80% | 0% | 15% | 0% | 15% |
| RakutenTV ES | 1% | 84% | 0% | 15% | 6% | 9% |
| ChiliTV IT | 4% | 80% | 2% | 14% | 3% | 12% |
| Videoload DE | 3% | 82% | 2% | 13% | 3% | 10% |
| Microsoft Video GB | 8% | 78% | 0% | 13% | 11% | 2% |
| Sony Playstation FR | 11% | 77% | 0% | 12% | 4% | 8% |
| RakutenTV FR | 9% | 79% | 0% | 12% | 6% | 6% |
| Microsoft Video FR | 4% | 86% | 0% | 10% | 5% | 5% |
| Microsoft Video DE | 7% | 86% | 0% | 7% | 3% | 4% |
| RakutenTV DE | 0% | 89% | 3% | 7% | 1% | 6% |
| ChiliTV AT | 4% | 91% | 0% | 6% | 0% | 5% |
| ChiliTV DE | 4% | 91% | 0% | 6% | 0% | 6% |
| Microsoft Video AT | 11% | 84% | 0% | 5% | 0% | 5% |
| ChiliTV PL | 0% | 97% | 0% | 3% | 3% | 0% |
| Microsoft Video DK | 0% | 100% | 0% | 0% | 0% | 0% |
| Microsoft Video SE | 1% | 99% | 0% | 0% | 0% | 0% |
| RakutenTV IT | 0% | 100% | 0% | 0% | 0% | 0% |
| Grand Total | 6% | 69% | 1% | 24% | 15% | 9% |

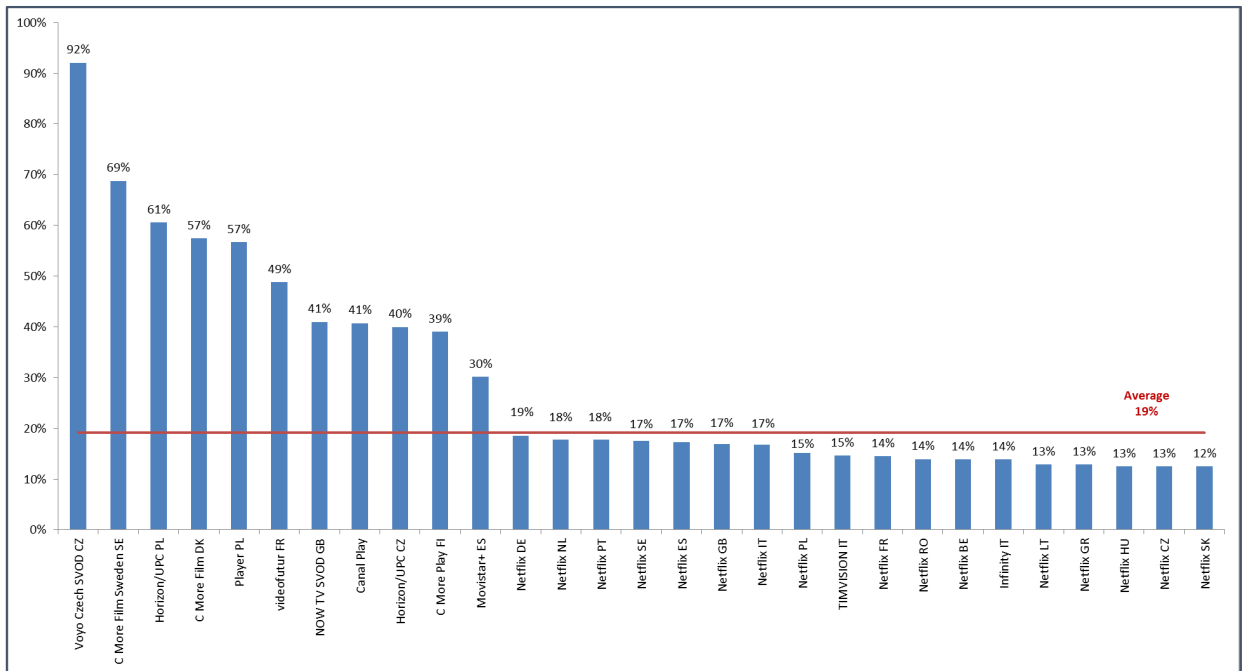
Source: European Audiovisual Observatory

2.3. Focus on the share of EU28 cumulated episodes

Main points

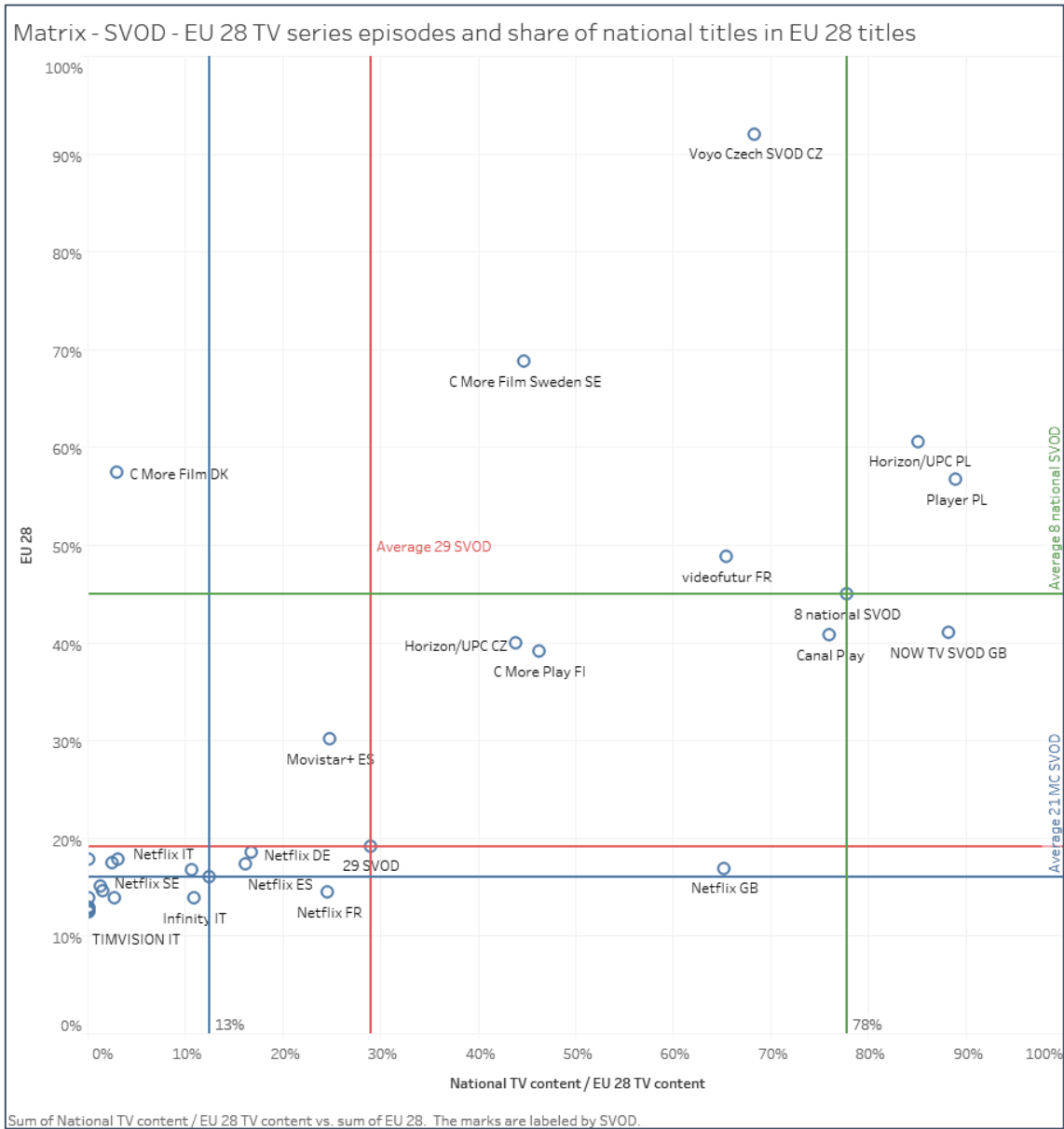
- The share of EU28 cumulated episodes varies enormously between catalogues both in SVOD (average share of 27%) and in TVOD (average share of 38%).
- In SVOD, Czech Voyo shows 92% of EU28 cumulated episodes, followed by Sweden's C More (69%), while EU28 episodes on Netflix Slovakia amount to 12%. National Netflix catalogues (average share of 15%) show a very similar composition with shares that go from 13% (LT, GR, HU, CZ) to 19% (DE) or 18% (NL, PT) of EU28 cumulated episodes. Other catalogues below the average include Italy's Infinity (14%) and Timvision (15%).
- In TVOD, Germany's Maxdome shows the highest share of EU28 cumulated episodes at 80% followed by Voyo Slovenia (69%), while three services show 0% of EU28 cumulated episodes: Italy's Rakuten TV and Microsoft Video catalogues in Denmark and Sweden. 23 of the 32 catalogues have a share below the average.
- As it was the case with TV titles, when the proportion of national episodes in the EU episodes is taken into consideration, differences appear. On SVOD, national services have on average a very high share of national episodes of their EU episodes offering, with 78% of all EU episodes being of national origin. This is mainly the case in Poland (with Player.pl having a share of 89% of national episodes in their EU episodes), in the United Kingdom with Sky Now having 88% of all EU episodes of national origin or France where CanalPlay mostly has national episodes with 76%. At the same time, multi-country SVOD have a lower share of national episodes in their EU episode offer with 12.5%. The services of C More in Sweden and Finland (with a share of national episodes of 46% and 45%) and Horizon/UPC with a share of 85% in Poland and 44% in the Czech Republic figure as exceptions. Matrix 3
- On TVOD, on average, 62.5% of all EU episodes are of national origin, with 65% for the 10 national services on average and 61% for the 22 multi-country services. This varies however from 100% in the catalogue of ChiliTV Poland, 88% in the catalogue of Sky Now in the United Kingdom and 87% in the catalogue of Maxdome in Germany to 0% in 5 Microsoft catalogues and the catalogue of Rakuten in Italy. 10 TVOD catalogues have a share of national films in EU films below 10% while 13 services have a share above 50%. Matrix 4

Figure 17 Share of EU28 cumulated episodes by catalogue in SVOD, in %



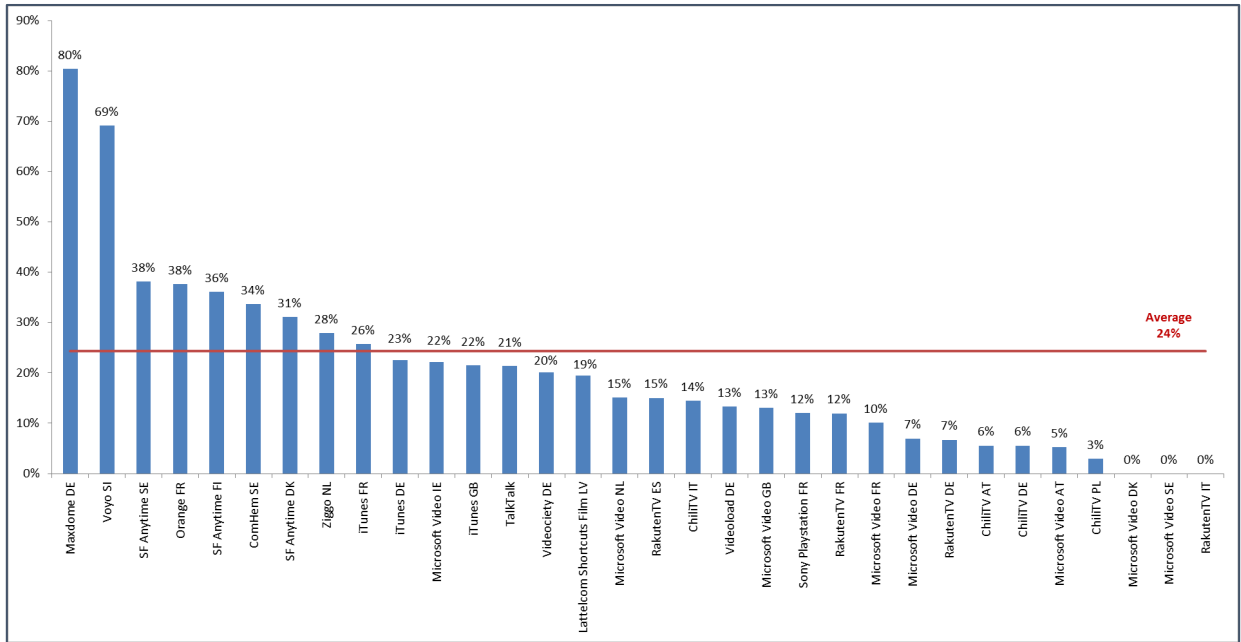
Source: European Audiovisual Observatory

Matrix 3 SVOD – EU 28 cumulated TV episodes and share of national titles in EU 28 titles by service



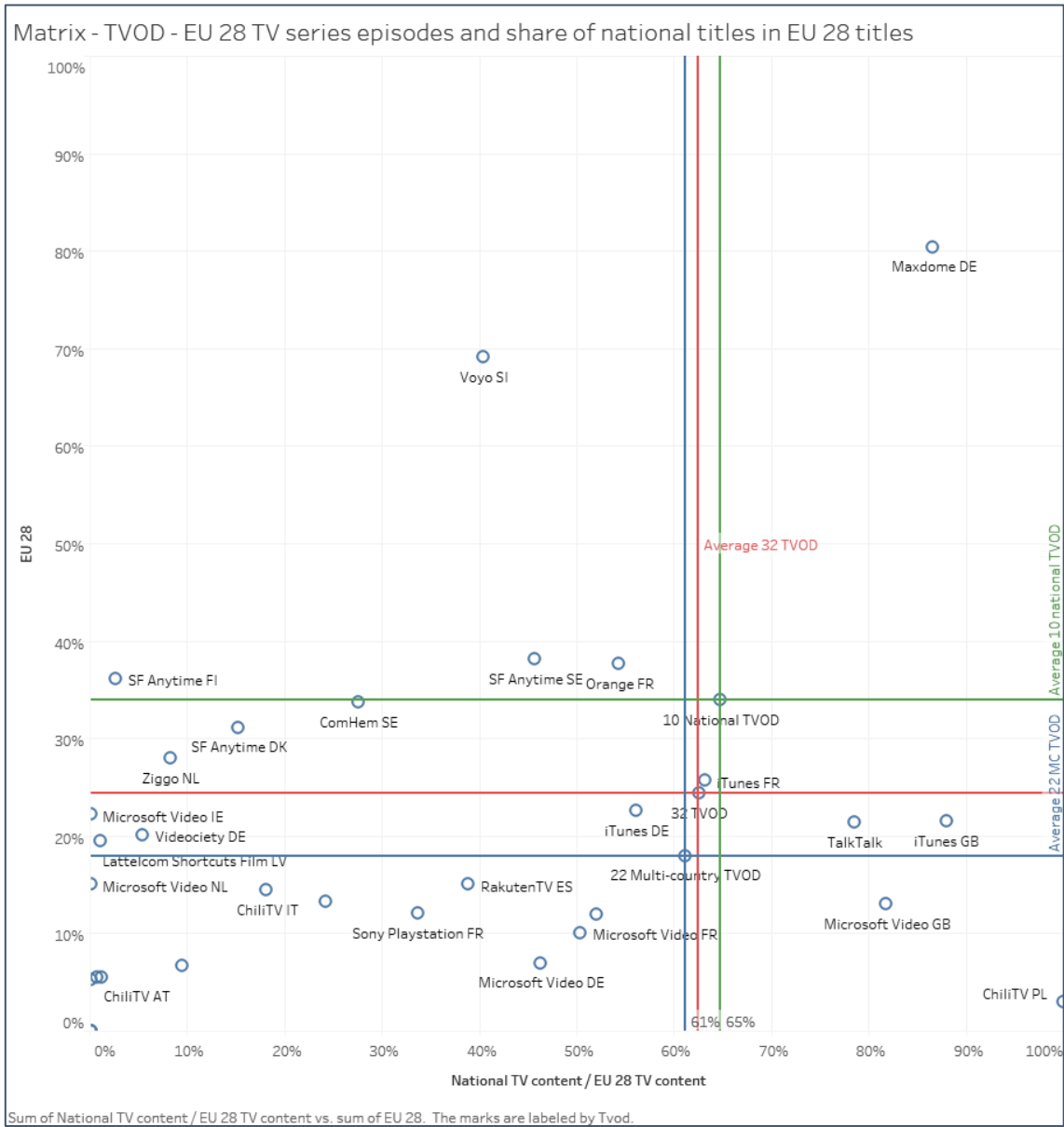
Source: European Audiovisual Observatory

Figure 18 Share of EU28 cumulated episodes by catalogue in TVOD, in %



Source: European Audiovisual Observatory

Matrix 4 TVOD – EU 28 cumulated TV episodes and share of national titles in EU 28 titles by service



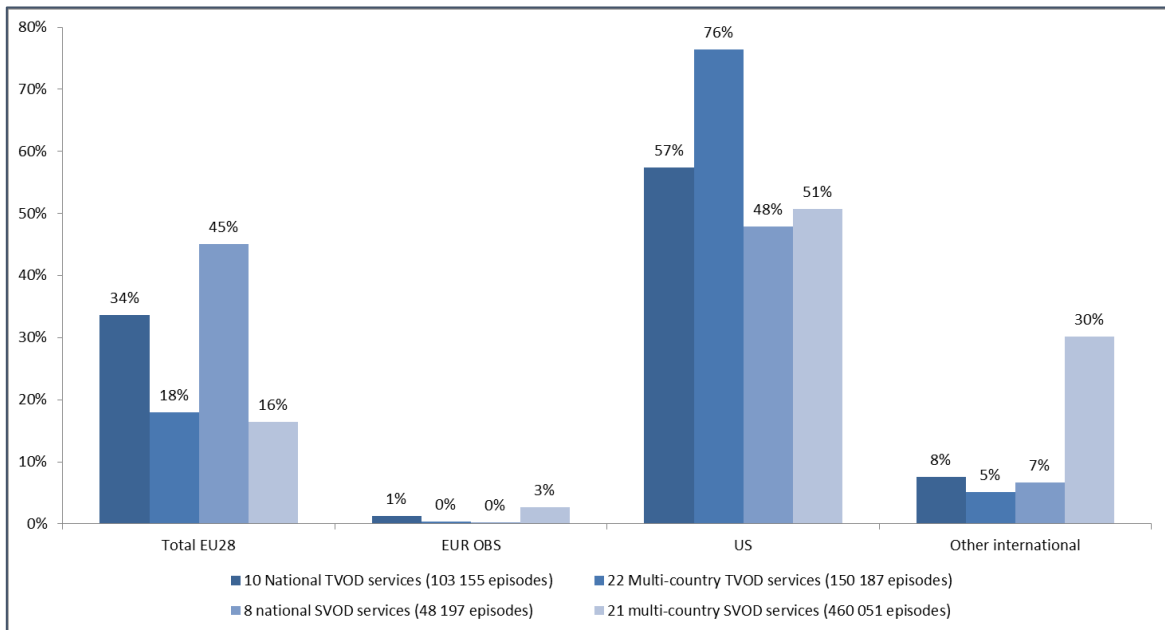
Source: European Audiovisual Observatory

2.4. Differences in the composition of multi-country and national VOD services

Main points

- Catalogue services operating in two or more European countries are considered 'multi-country' catalogues in this report. The analysed sample is composed of 8 national and 21 multi-country catalogues in SVOD, and of 10 national and 22 multi-country catalogues in TVOD.
- In SVOD, national catalogues' average share of EU28 cumulated episodes (45%) is well above the general average (19%), while multi-country catalogues' average is below (16%). The shares are also lower than for TVOD. For the multi-country catalogues there are big differences: even if C More is at 60% and Horizon at 58%, Netflix (with a very low share of 15%) and its weight in the sample explain the low average share of EU28 cumulated episodes at 19%.
- In TVOD, national catalogues' average share of EU28 cumulated episodes (34%) is also above the general average (24%) while multi-country catalogues are below at 18%. Within the multi-country catalogues, both SF Anytime (35%) and iTunes (23%) show higher shares of EU28 episodes; Chili TV (8%), Rakuten (10%) and Microsoft (11%) show the lowest shares of EU28 cumulated episodes. Here also, shares are lower than those found on SVOD.
- The differences and similarities between national and multi-country services, and SVOD and TVOD services are highlighted when the proportion of national episodes of EU episodes are observed. While national SVOD services have the highest proportion of national episodes in their EU episodes with 78%, and national and multi-country TVOD services have almost the same share of national episodes of EU episodes with respectively 65% and 61%, multi-country services have the lowest proportion with 13%. These are almost, without surprise, the same findings than when titles are considered. Figure 21

Figure 19 Share of cumulated episodes by region of origin and by national v. multi-country services in SVOD and TVOD, in %



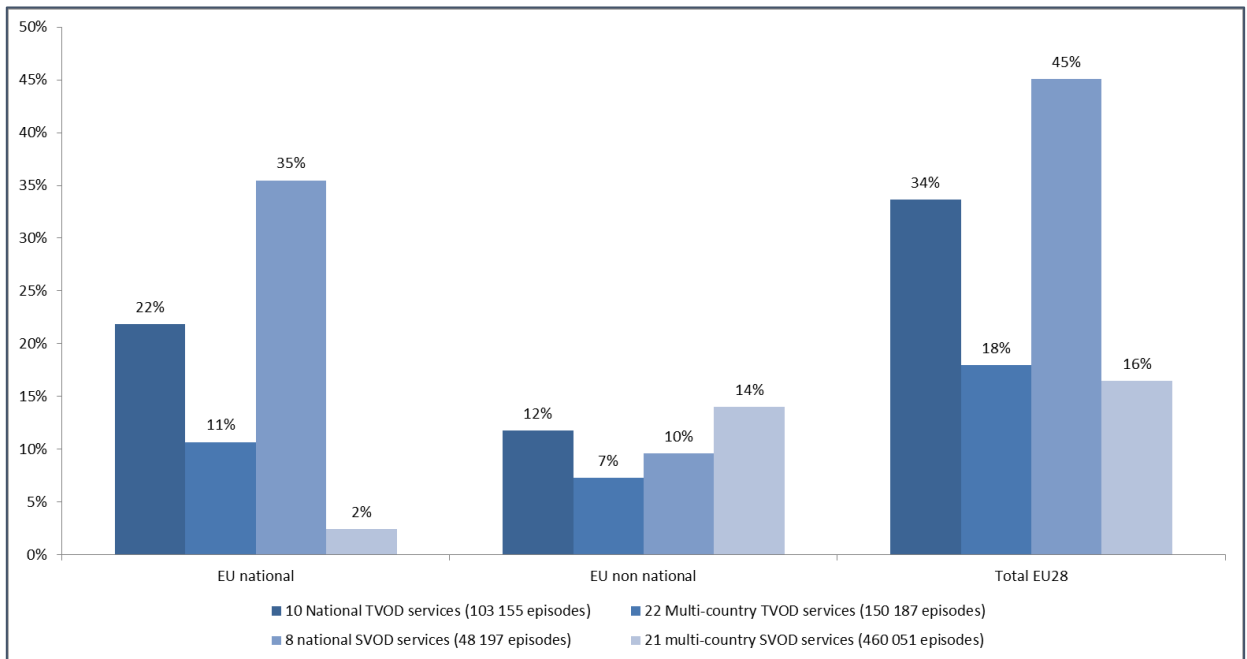
Source: European Audiovisual Observatory

Table 11 Cumulated titles by region of origin and by national v. multi-country services in SVOD and TVOD, in number

| Services | EU28 | EUR OBS | US | Other intl. | Total episodes |
|---|--------|---------|---------|-------------|----------------|
| 10 National TVOD services (103 155 episodes) | 34 704 | 1 348 | 59 237 | 7 866 | 103 155 |
| 22 Multi-country TVOD services (150 187 episodes) | 26 991 | 627 | 114 826 | 7 743 | 150 187 |
| 8 national SVOD services (48 197 episodes) | 21 725 | 141 | 23 116 | 3 215 | 48 197 |
| 21 multi-country SVOD services (460 051 episodes) | 75 792 | 12 293 | 233 117 | 138 849 | 460 051 |

Source: European Audiovisual Observatory

Figure 20 Share of EU national v. EU non-national cumulated titles by national v. multi-country services in SVOD and TVOD, in %



Source: European Audiovisual Observatory

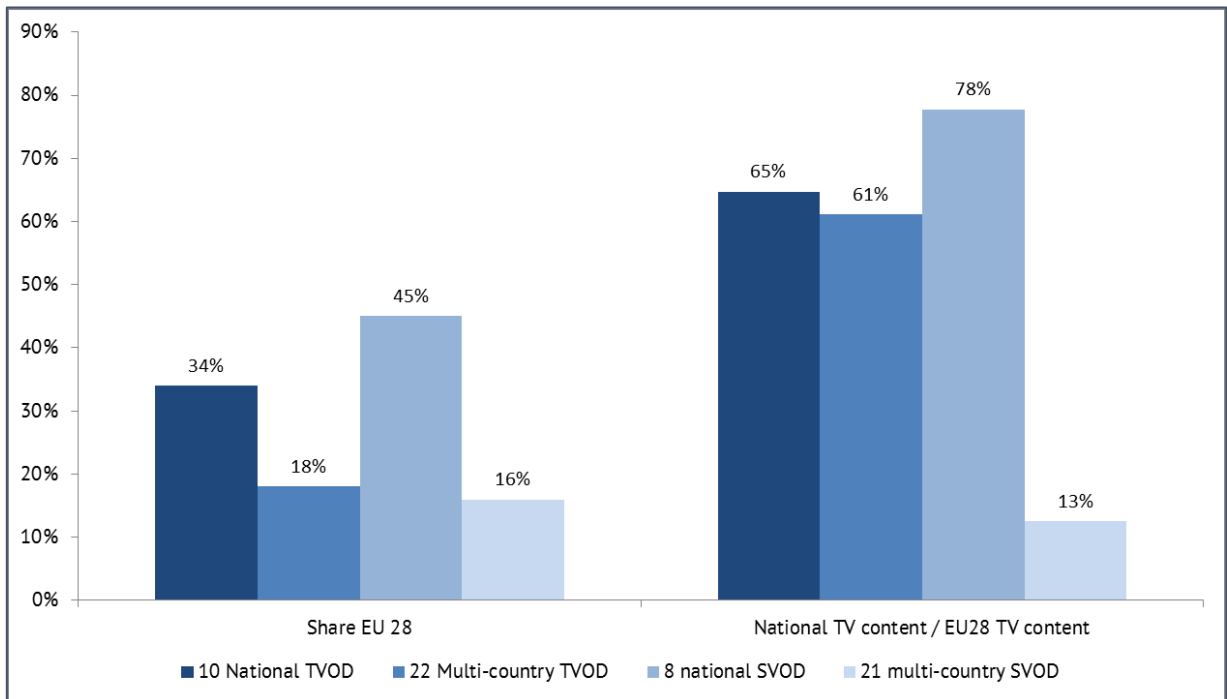
Table 12 EU national v. EU non-national cumulated titles by national v. multi-country services in SVOD and TVOD, in number

| Services | EU national | EU non national | Total EU28 |
|---|-------------|-----------------|------------|
| 10 National TVOD services (103 155 episodes) | 22 530 | 12 174 | 34 704 |
| 22 Multi-country TVOD services (150 187 episodes) | 16 054 | 10 937 | 26 991 |
| 8 national SVOD services (48 197 episodes) | 17 099 | 4 626 | 21 725 |
| 21 multi-country SVOD services (460 051 episodes) | 11 223 | 64 569 | 75 792 |

Source: European Audiovisual Observatory

As it was the case for TV content titles, multi-country SVOD services are the only type of services relying more on EU non-national episodes than national episodes for their EU content offering. All other types of services have an EU TV content mostly composed of national episodes, with the shares of national episodes in EU episodes varying from 61% to 78% for national SVOD services.

Figure 21 SVOD/TVOD - Share of EU 28 TV titles and proportion of national titles in EU 28 titles, in %



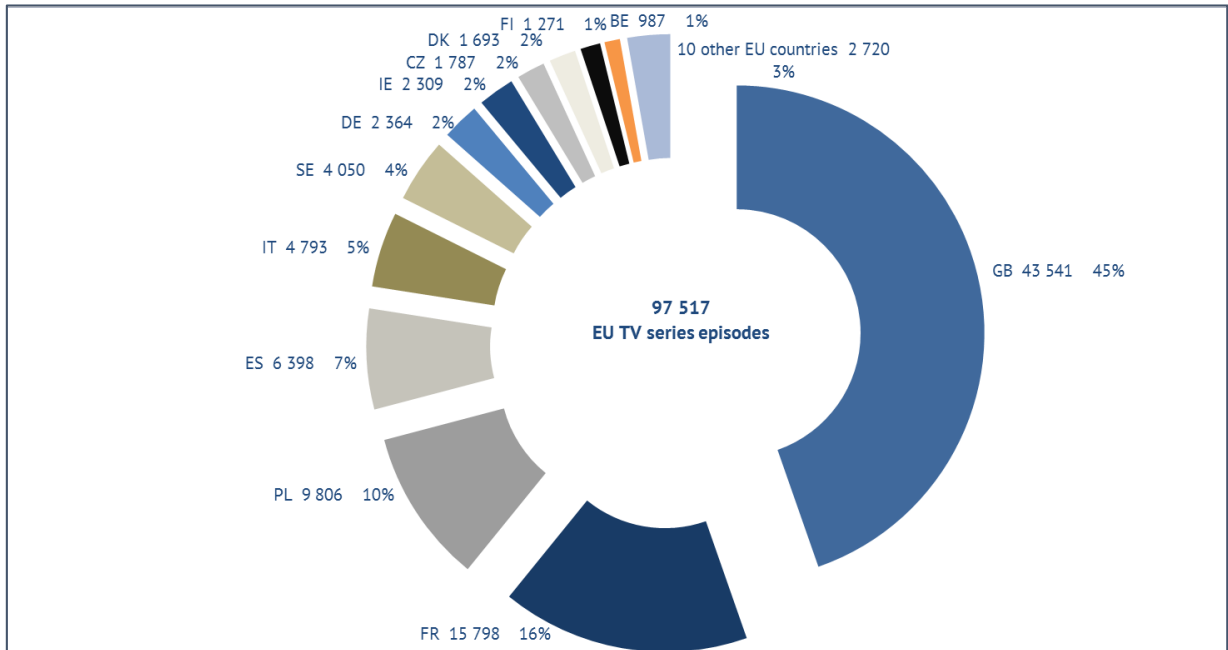
Source: European Audiovisual Observatory

2.5. Country of production of TV content episodes in TVOD and SVOD catalogues

Main points

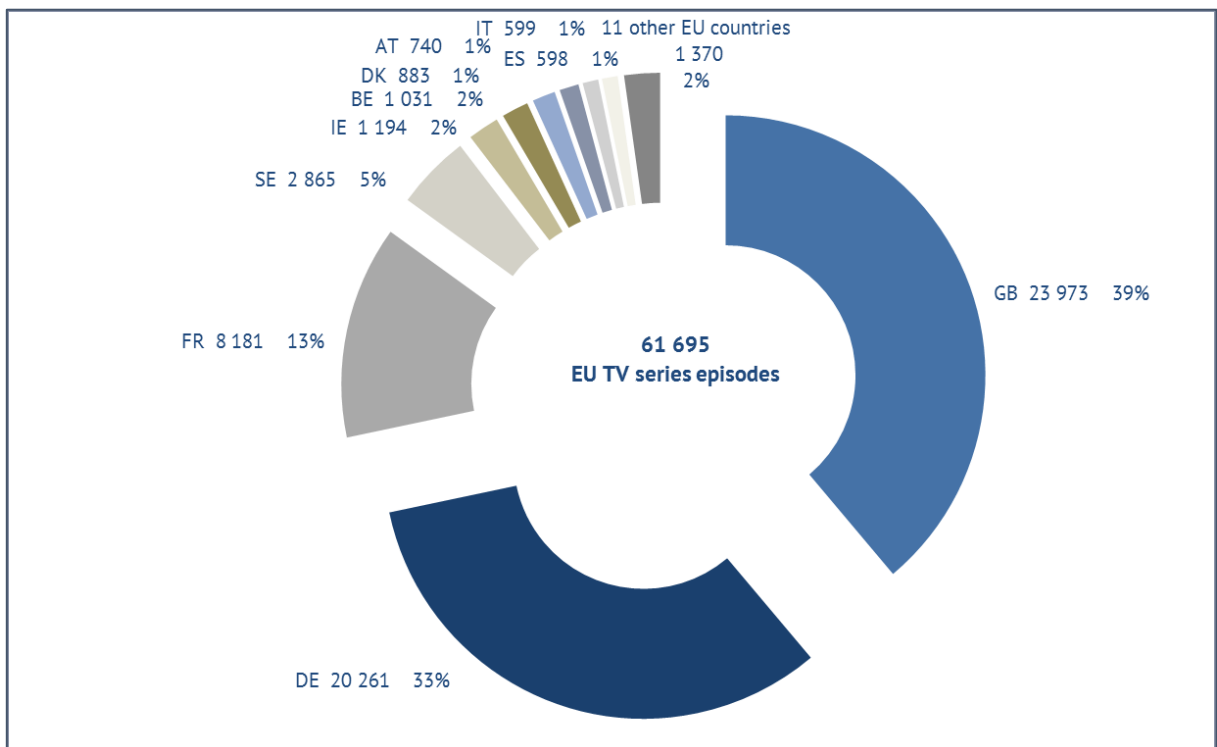
- As it was the case for TV content titles, episodes originating in the United Kingdom represent the largest share of EU episodes, with 45% on SVOD and 39% on TVOD.
- German and French episodes completed the Top 3 of EU episodes on TVOD with 33% and 13% of all EU episodes while on SVOD French and Polish episodes were in the Top 3 with respectively 16% and 10% of all EU episodes. The surprising 3rd rank of Polish episodes is mainly due to four TV titles, *Barwy szczęścia* and *Brzydula*, soap operas with hundreds of episodes and 19+ and *Detektywi*, scripted reality documentaries with also hundreds of episodes on player.pl and UPC Poland. On TVOD, the hit shows *Vikings* and *The Tudors*, explain the 5th rank of Irish shows as these titles are present in several catalogues.
- On SVOD, the top 5 countries of production account for 82.4% of all EU episodes and on TVOD for 91.5%.

Figure 22 SVOD – 97 517 EU cumulated TV episodes by country of production on 29 SVOD services



Source: European Audiovisual Observatory

Figure 23 TVOD – 61 695 EU cumulated TV episodes by country of production on 32 TVOD services



Source: European Audiovisual Observatory

3. The circulation of TV content in VOD catalogues

This section is based on the analysis of unique titles, i.e. unduplicated TV titles.

3.1. Number of unique TV titles in TVOD and SVOD catalogues

Main points

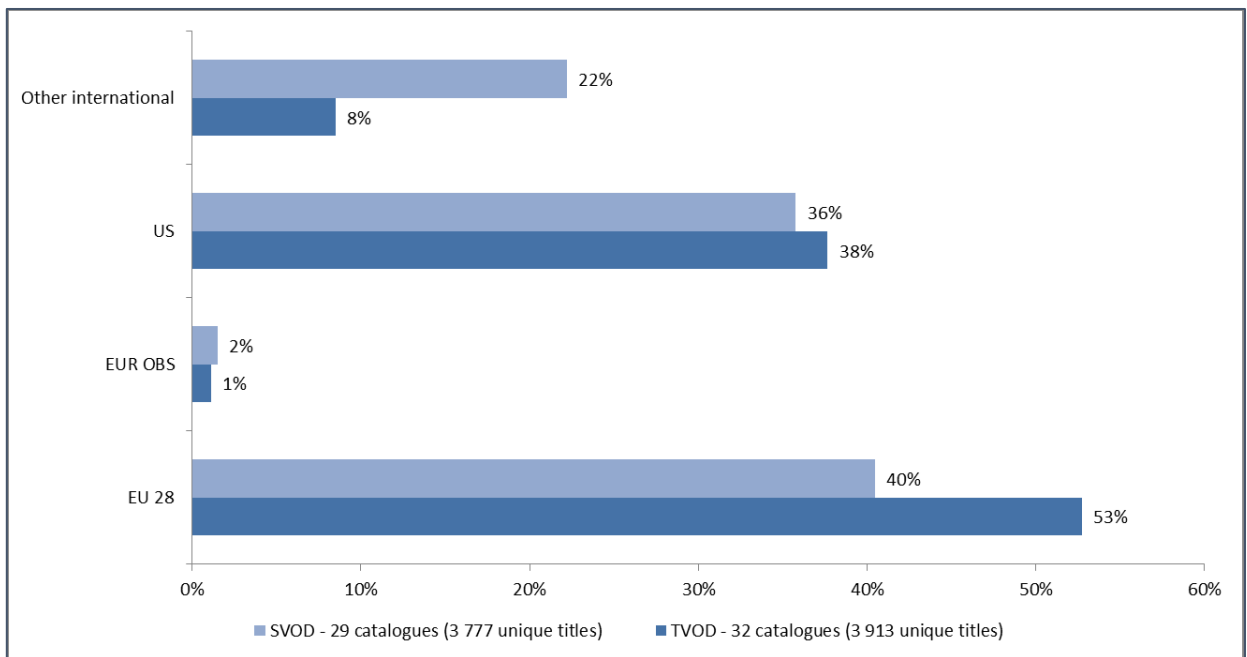
- EU 28 titles represented on an unique title count, the biggest share on SVOD and TVOD services with respectively 40% and 53% of all unique TV titles, followed by US titles with respectively 36% and 38%. The large differences in the share of unique EU film titles is explained by the composition of the VOD service sample but not only – a lot of national programmes are found in TVOD services such as Maxdome, Orange, TalkTalk, SF Anytime SE and certain iTunes catalogues. Table 13 and Figure 24.
- The biggest difference in the region of origin of TV titles between SVOD and TVOD services is in the other international TV programmes – SVOD services (and in the case of the sample, mainly Netflix) are relying much more heavily on international TV content to complete their catalogues, as most of this content can also be carried on several country catalogues of the same service. Therefore, with not much surprise, other international unique TV titles represented 22% of all titles on SVOD, compared to 8% on TVOD.

Table 13 SVOD/TVOD - Number of unique TV titles by region of origin

| Services | Other intl. | US | EUR OBS | EU 28 | Total titles |
|--|-------------|-------|---------|-------|--------------|
| SVOD - 29 catalogues (3 777 unique titles) | 839 | 1 351 | 58 | 1 529 | 3 777 |
| TVOD - 32 catalogues (3 913 unique titles) | 332 | 1 474 | 44 | 2 063 | 3 913 |

Source: European Audiovisual Observatory

Figure 24 SVOD/TVOD - Share of unique TV titles by region of origin



Source: European Audiovisual Observatory

3.2. Circulation of unique TV titles

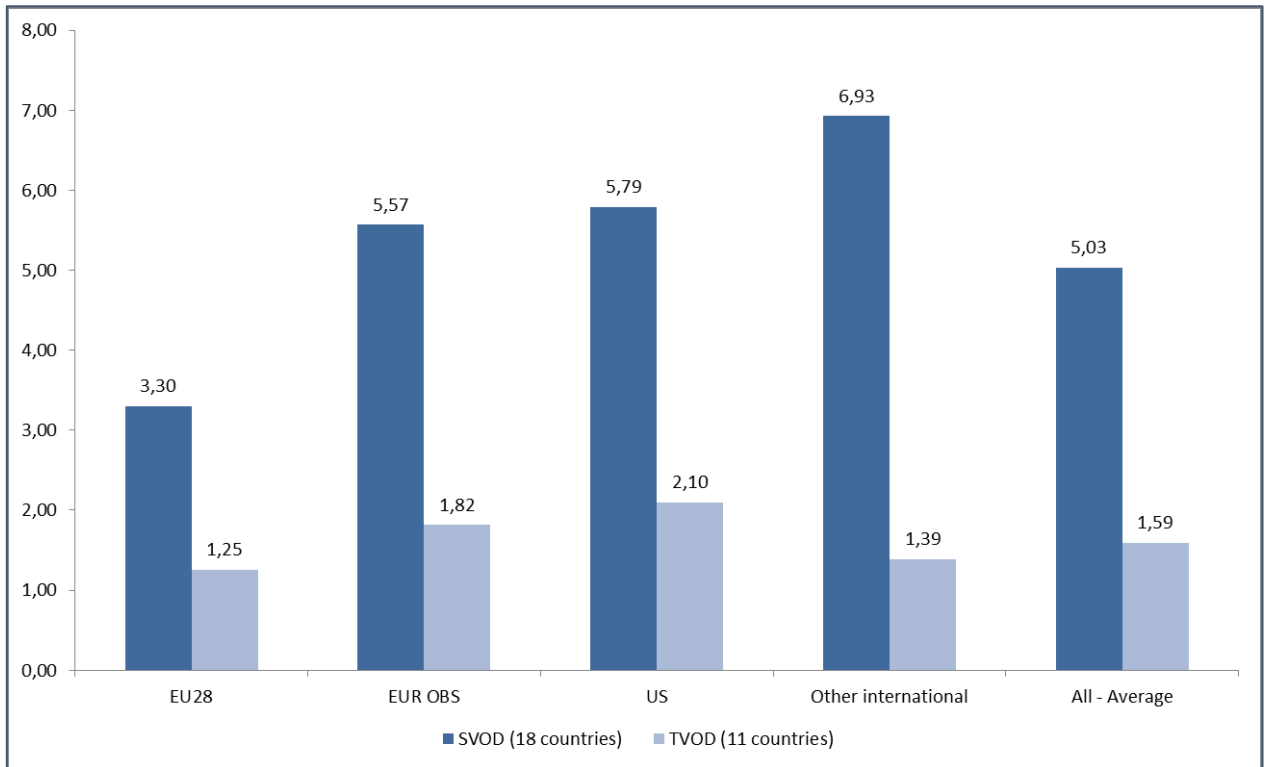
3.2.1. Circulation of unique titles per region of origin

Main points

- The sample comprised 29 SVOD services in 18 countries and 32 TVOD services in 11 countries.
- On SVOD, EU titles had the lowest circulation with on average 3.3 countries, compared to an overall circulation of all titles in SVOD catalogues of 5 countries. Other international titles, mostly Asian, Australian and Canadian TV titles circulated the best on SVOD (explained by their presence in several Netflix catalogues) with 6.9 countries and US titles were on average present in 5.8 countries. Figure 25
- Without Netflix, the TV contents in the sample circulated on average in 1.2 countries; Netflix does improve the circulation.
- On TVOD, the circulation of EU titles was much lower with 1.25 countries on average but in line with the circulation of titles of other regions of origin such as the US with 2.1 countries and other international titles with 1.4 countries. This could signify that on TVOD, TV titles are largely tailored to national audiences and only titles for which consumers would spend money manage to circulate.

- The findings, at least for SVOD, are in line with these findings from the circulation of EU films compared to other region of origins; EU titles have more difficulties to cross borders due to different languages and/or cultural distance/proximity.

Figure 25 SVOD/TVOD - Average country circulation per unique TV titles in function of region of origin, in number



Source: European Audiovisual Observatory

3.2.2. Top titles

Main points

- Number one title in circulation in SVOD (found in 22 countries) is from the United Kingdom (*Peaky Blinders*).
- Contents of US origin dominate the list of top titles in SVOD, with 56% of top 18 titles.
- France has 3 titles in the SVOD top titles list, its first being an animation (*Oggy et les cafards*) in co-production with Canada.
- Taking away titles on Netflix, even if we still find a 60% US origin, more European titles reach the top list. The United Kingdom manages to place 6 titles in it, including the number one title that circulated in 7 countries (*Tin star*).

- TVOD is fully dominated by US: top 10 titles on are all either from US (90%) or a US minority co-production with Canada (*The X Files*). The only title found with some European origin is a UK minority co-production with US (*Game of Thrones*).

Table 14 Top 18 titles on 18 or more platforms in SVOD

| | Title | Year | Origin | Platforms | Countries |
|----|-------------------------|------|--------|-----------|-----------|
| 1 | Peaky Blinders | 2013 | GB | 22 | 18 |
| 2 | Ash vs. Evil Dead | 2015 | US | 21 | 17 |
| 3 | Pretty Little Liars | 2010 | US | 19 | 18 |
| 4 | Better Call Saul | 2015 | US | 19 | 16 |
| 5 | Z Nation | 2014 | US | 19 | 16 |
| 6 | Oggy et les cafards | 1998 | FR,CA | 18 | 17 |
| 7 | The Koala Brothers | 2003 | GB | 18 | 17 |
| 8 | Poketto monsutâ | 1997 | JP | 18 | 17 |
| 9 | Archer | 2009 | US | 18 | 16 |
| 10 | Au service de la France | 2015 | FR | 18 | 16 |
| 11 | Breaking Bad | 2008 | US | 18 | 16 |
| 12 | Gossip Girl | 2007 | US | 18 | 16 |
| 13 | Le chalet | 2017 | FR | 18 | 16 |
| 14 | Mad Men | 2007 | US | 18 | 16 |
| 15 | Orange Is the New Black | 2013 | US | 18 | 16 |
| 16 | Killjoys | 2015 | CA | 18 | 16 |
| 17 | Ascension | 2014 | CA,US | 18 | 16 |
| 18 | House of Cards | 2013 | US | 18 | 15 |

Source: European Audiovisual Observatory

Table 15 Top 23 titles on 4 or more platforms in SVOD without Netflix

| | Title | Year | Origin | Platforms | Countries |
|----|--------------------------------------|------|----------|-----------|-----------|
| 1 | Tin Star | 2017 | GB,CA,US | 7 | 7 |
| 2 | The Girlfriend Experience | 2016 | US | 6 | 6 |
| 3 | Agatha Raisin | 2016 | GB | 6 | 5 |
| 4 | Deutschland 83 | 2015 | DE | 5 | 5 |
| 5 | Riviera | 2017 | GB | 5 | 5 |
| 6 | Safe House | 2015 | GB | 5 | 5 |
| 7 | Will & Grace | 1998 | US | 5 | 5 |
| 8 | The L Word | 2004 | CA,US | 4 | 4 |
| 9 | Blindspot | 2015 | US | 4 | 4 |
| 10 | Chicago Fire | 2012 | US | 4 | 4 |
| 11 | Condor | 2018 | US | 4 | 4 |
| 12 | Howards End | 2017 | GB,US | 4 | 4 |
| 13 | Mr. Mercedes | 2018 | US | 4 | 4 |
| 14 | Parenthood | 2010 | US | 4 | 4 |
| 15 | Seinfeld | 1991 | US | 4 | 4 |
| 16 | Shades of Blue | 2015 | US | 4 | 4 |
| 17 | The Handmaid's Tale | 2017 | US | 4 | 4 |
| 18 | The Last Ship | 2014 | US | 4 | 4 |
| 19 | The Truth About Harry Quebert Affair | 2018 | US | 4 | 4 |
| 20 | The White Princess | 2017 | GB,US | 4 | 4 |
| 21 | Twin Peaks | 1990 | US | 4 | 4 |
| 22 | Chicago P.D. | 2014 | US | 4 | 3 |
| 23 | Le Bureau des Légendes | 2015 | FR | 4 | 3 |

Source: European Audiovisual Observatory

Table 16 Top 10 titles on 15 or more platforms in TVOD

| | Title | Year | Origin | Platforms | Countries |
|----|---------------------|------|--------|-----------|-----------|
| 1 | The Big Bang Theory | 2007 | US | 22 | 11 |
| 2 | Westworld | 2016 | US | 19 | 9 |
| 3 | The X Files | 1993 | CA,US | 17 | 8 |
| 4 | Modern Family | 2009 | US | 16 | 7 |
| 5 | Sons of Anarchy | 2008 | US | 16 | 8 |
| 6 | The Mentalist | 2008 | US | 16 | 8 |
| 7 | Better Call Saul | 2015 | US | 15 | 6 |
| 8 | Breaking Bad | 2008 | US | 15 | 7 |
| 9 | Game of Thrones | 2011 | US,GB | 15 | 7 |
| 10 | This Is Us | 2016 | US | 15 | 7 |

Source: European Audiovisual Observatory



4. Annexes

This section provides the detail of absolute values and shares on which the report is based.

Table 17 Number of cumulated titles by catalogue in SVOD and TVOD

| SVOD services | Titles | TVOD services | Titles |
|-----------------------|---------------|-----------------------------|--------------|
| Netflix BE | 1 484 | ComHem SE | 867 |
| Netflix GB | 1 407 | Maxdome DE | 814 |
| Netflix SK | 1 212 | TalkTalk | 698 |
| Netflix HU | 1 211 | iTunes GB | 645 |
| Netflix CZ | 1 205 | iTunes FR | 576 |
| Netflix LT | 1 204 | iTunes DE | 504 |
| Netflix RO | 1 046 | Sony Playstation FR | 424 |
| Netflix FR | 1 017 | Videoload DE | 401 |
| Netflix GR | 997 | Microsoft Video GB | 314 |
| Netflix DE | 907 | ChiliTV AT | 244 |
| Netflix ES | 888 | ChiliTV DE | 244 |
| Netflix NL | 875 | ChiliTV IT | 230 |
| Netflix SE | 845 | Videociety DE | 154 |
| Netflix PT | 838 | Microsoft Video DE | 151 |
| Netflix PL | 828 | Microsoft Video FR | 142 |
| Netflix IT | 763 | Orange FR | 135 |
| NOW TV SVOD GB | 744 | Lattelcom Shortcuts Film LV | 131 |
| Player PL | 375 | SF Anytime SE | 126 |
| videofutur FR | 262 | Ziggo NL | 123 |
| C More Film Sweden SE | 252 | SF Anytime DK | 106 |
| Canal Play | 249 | RakutenTV FR | 93 |
| Movistar+ ES | 165 | Microsoft Video IE | 76 |
| C More Film DK | 136 | SF Anytime FI | 74 |
| Infinity IT | 102 | RakutenTV ES | 63 |
| C More Play FI | 101 | RakutenTV DE | 55 |
| TIMVISION IT | 74 | Voyo SI | 48 |
| Horizon/UPC PL | 39 | Microsoft Video AT | 42 |
| Voyo Czech SVOD CZ | 33 | Microsoft Video SE | 29 |
| Horizon/UPC CZ | 21 | ChiliTV PL | 23 |
| Grand Total | 19 280 | RakutenTV IT | 16 |
| | | Microsoft Video NL | 12 |
| | | Microsoft Video DK | 5 |
| | | Grand Total | 7 565 |

Source: European Audiovisual Observatory

Table 18 Cumulated titles by service and by region of origin in SVOD, in number

| SVOD absolute values | Total | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------|---------------|--------------|--------------|------------|--------------|--------------|-----------------|
| NOW TV SVOD GB | 744 | 43 | 300 | 3 | 398 | 313 | 85 |
| Netflix BE | 1 484 | 553 | 563 | 26 | 342 | 8 | 334 |
| Netflix GB | 1 407 | 529 | 510 | 28 | 340 | 230 | 110 |
| Netflix DE | 907 | 241 | 396 | 15 | 255 | 50 | 205 |
| Netflix LT | 1 204 | 464 | 455 | 31 | 254 | | 254 |
| Netflix SK | 1 212 | 465 | 464 | 31 | 252 | | 252 |
| Netflix HU | 1 211 | 465 | 464 | 31 | 251 | | 251 |
| Netflix CZ | 1 205 | 465 | 460 | 30 | 250 | | 250 |
| Netflix NL | 875 | 209 | 408 | 12 | 246 | 8 | 238 |
| Netflix RO | 1 046 | 368 | 428 | 22 | 228 | | 228 |
| Netflix SE | 845 | 201 | 405 | 15 | 224 | 7 | 217 |
| Netflix GR | 997 | 358 | 404 | 18 | 217 | | 217 |
| Netflix FR | 1 017 | 370 | 419 | 12 | 216 | 37 | 179 |
| Netflix ES | 888 | 283 | 388 | 4 | 213 | 27 | 186 |
| Netflix PL | 828 | 220 | 394 | 10 | 204 | 5 | 199 |
| C More Film Sweden SE | 252 | 15 | 33 | 6 | 198 | 130 | 68 |
| Netflix PT | 838 | 244 | 391 | 5 | 198 | | 198 |
| Netflix IT | 763 | 224 | 350 | 5 | 184 | 11 | 173 |
| Player PL | 375 | 31 | 187 | 7 | 150 | 79 | 71 |
| Canal Play | 249 | 15 | 100 | 1 | 133 | 71 | 62 |
| videofutur FR | 262 | 11 | 136 | 8 | 107 | 61 | 46 |
| C More Film DK | 136 | 13 | 23 | 4 | 96 | 3 | 93 |
| Movistar+ ES | 165 | 14 | 82 | 2 | 67 | 18 | 49 |
| C More Play FI | 101 | 3 | 38 | 2 | 58 | 18 | 40 |
| Voyo Czech SVOD CZ | 33 | 2 | 1 | | 30 | 23 | 7 |
| Horizon/UPC PL | 39 | 2 | 9 | | 28 | 23 | 5 |
| TIMVISION IT | 74 | 9 | 42 | | 23 | 1 | 22 |
| Infinity IT | 102 | 7 | 77 | | 18 | 3 | 15 |
| Horizon/UPC CZ | 21 | 4 | 10 | | 7 | 4 | 3 |
| Grand Total | 19 280 | 5 828 | 7 937 | 328 | 5 187 | 1 130 | 4 057 |

Source: European Audiovisual Observatory

Table 19 Cumulated titles by service and by region of origin in TVOD, in number

| TVOD absolute values | Total | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------------|--------------|-------------|--------------|-----------|--------------|--------------|-----------------|
| Maxdome DE | 814 | 51 | 76 | 2 | 685 | 600 | 85 |
| ComHem SE | 867 | 75 | 439 | 12 | 341 | 88 | 253 |
| TalkTalk | 698 | 64 | 334 | 7 | 293 | 243 | 50 |
| iTunes FR | 576 | 38 | 257 | | 281 | 203 | 78 |
| iTunes GB | 645 | 21 | 387 | | 237 | 221 | 16 |
| iTunes DE | 504 | 29 | 267 | 5 | 203 | 108 | 95 |
| Videoload DE | 401 | 21 | 291 | 6 | 83 | 17 | 66 |
| SF Anytime SE | 126 | 9 | 31 | 9 | 77 | 46 | 31 |
| Microsoft Video GB | 314 | 35 | 204 | 1 | 74 | 65 | 9 |
| Sony Playstation FR | 424 | 50 | 295 | 5 | 74 | 26 | 48 |
| Orange FR | 135 | 7 | 53 | 5 | 70 | 35 | 35 |
| Videociety DE | 154 | 13 | 75 | 4 | 62 | 7 | 55 |
| SF Anytime DK | 106 | 9 | 30 | 9 | 58 | 8 | 50 |
| Ziggo NL | 123 | 11 | 69 | 1 | 42 | 7 | 35 |
| SF Anytime FI | 74 | 5 | 21 | 7 | 41 | 2 | 39 |
| ChiliTV IT | 230 | 12 | 180 | 1 | 37 | 8 | 29 |
| Lattelcom Shortcuts Film LV | 131 | 10 | 84 | 6 | 31 | 1 | 30 |
| Microsoft Video IE | 76 | 5 | 39 | 1 | 31 | | 31 |
| ChiliTV AT | 244 | 6 | 207 | 1 | 30 | 1 | 29 |
| ChiliTV DE | 244 | 6 | 207 | 1 | 30 | 2 | 28 |
| Voyo SI | 48 | 2 | 12 | 4 | 30 | 10 | 20 |
| Microsoft Video FR | 142 | 9 | 109 | 1 | 23 | 14 | 9 |
| Microsoft Video DE | 151 | 15 | 117 | 1 | 18 | 9 | 9 |
| RakutenTV ES | 63 | 1 | 45 | | 17 | 7 | 10 |
| RakutenTV FR | 93 | 8 | 70 | | 15 | 9 | 6 |
| RakutenTV DE | 55 | 1 | 48 | 1 | 5 | 1 | 4 |
| Microsoft Video AT | 42 | 6 | 32 | | 4 | | 4 |
| Microsoft Video NL | 12 | 1 | 9 | | 2 | | 2 |
| ChiliTV PL | 23 | | 22 | | 1 | 1 | 0 |
| Microsoft Video DK | 5 | | 5 | | | | 0 |
| Microsoft Video SE | 29 | 1 | 27 | 1 | | | 0 |
| RakutenTV IT | 16 | | 16 | | | | 0 |
| Grand Total | 7 565 | 521 | 4 058 | 91 | 2 895 | 1 739 | 1 156 |

Source: European Audiovisual Observatory

Table 20 Number and shares of EU28 cumulated titles by catalogue in SVOD, showing EU national and EU non-national, in number and %

| SVOD | Titles | Total EU28 | EU national | EU non national | Total EU28 % | EU national % | EU non national % |
|-----------------------|--------|------------|-------------|-----------------|--------------|---------------|-------------------|
| Voyo Czech SVOD CZ | 33 | 30 | 23 | 7 | 91% | 70% | 21% |
| C More Film Sweden SE | 252 | 198 | 130 | 68 | 79% | 52% | 27% |
| Horizon/UPC PL | 39 | 28 | 23 | 5 | 72% | 59% | 13% |
| C More Film DK | 136 | 96 | 3 | 93 | 71% | 2% | 68% |
| C More Play FI | 101 | 58 | 18 | 40 | 57% | 18% | 40% |
| NOW TV SVOD GB | 744 | 398 | 313 | 85 | 53% | 42% | 11% |
| Canal Play | 249 | 133 | 71 | 62 | 53% | 29% | 25% |
| videofutur FR | 262 | 107 | 61 | 46 | 41% | 23% | 18% |
| Movistar+ ES | 165 | 67 | 18 | 49 | 41% | 11% | 30% |
| Player PL | 375 | 150 | 79 | 71 | 40% | 21% | 19% |
| Horizon/UPC CZ | 21 | 7 | 4 | 3 | 33% | 19% | 14% |
| TIMVISION IT | 74 | 23 | 1 | 22 | 31% | 1% | 30% |
| Netflix DE | 907 | 255 | 50 | 205 | 28% | 6% | 23% |
| Netflix NL | 875 | 246 | 8 | 238 | 28% | 1% | 27% |
| Netflix SE | 845 | 224 | 7 | 217 | 27% | 1% | 26% |
| Netflix PL | 828 | 204 | 5 | 199 | 25% | 1% | 24% |
| Netflix GB | 1407 | 340 | 230 | 110 | 24% | 16% | 8% |
| Netflix IT | 763 | 184 | 11 | 173 | 24% | 1% | 23% |
| Netflix ES | 888 | 213 | 27 | 186 | 24% | 3% | 21% |
| Netflix PT | 838 | 198 | | 198 | 24% | 0% | 24% |
| Netflix BE | 1484 | 342 | 8 | 334 | 23% | 1% | 23% |
| Netflix RO | 1046 | 228 | | 228 | 22% | 0% | 22% |
| Netflix GR | 997 | 217 | | 217 | 22% | 0% | 22% |
| Netflix FR | 1017 | 216 | 37 | 179 | 21% | 4% | 18% |
| Netflix LT | 1204 | 254 | | 254 | 21% | 0% | 21% |
| Netflix SK | 1212 | 252 | | 252 | 21% | 0% | 21% |
| Netflix CZ | 1205 | 250 | | 250 | 21% | 0% | 21% |
| Netflix HU | 1211 | 251 | | 251 | 21% | 0% | 21% |
| Infinity IT | 102 | 18 | 3 | 15 | 18% | 3% | 15% |
| Grand Total | 19280 | 5187 | 1130 | 4057 | 27% | 6% | 21% |

Source: European Audiovisual Observatory

Table 21 Number and shares of EU28 cumulated titles by catalogue in TVOD, showing EU national and EU non-national, in number and %

| TVOD | Titles | Total EU28 | EU national | EU non national | Total EU28 % | EU national % | EU non national % |
|-----------------------------|--------|------------|-------------|-----------------|--------------|---------------|-------------------|
| Maxdome DE | 814 | 685 | 600 | 85 | 84% | 74% | 10% |
| Voyo SI | 48 | 30 | 10 | 20 | 63% | 21% | 42% |
| SF Anytime SE | 126 | 77 | 46 | 31 | 61% | 37% | 25% |
| SF Anytime FI | 74 | 41 | 2 | 39 | 55% | 3% | 53% |
| SF Anytime DK | 106 | 58 | 8 | 50 | 55% | 8% | 47% |
| Orange FR | 135 | 70 | 35 | 35 | 52% | 26% | 26% |
| iTunes FR | 576 | 281 | 203 | 78 | 49% | 35% | 14% |
| TalkTalk | 698 | 293 | 243 | 50 | 42% | 35% | 7% |
| Microsoft Video IE | 76 | 31 | | 31 | 41% | 0% | 41% |
| iTunes DE | 504 | 203 | 108 | 95 | 40% | 21% | 19% |
| Videociety DE | 154 | 62 | 7 | 55 | 40% | 5% | 36% |
| ComHem SE | 867 | 341 | 88 | 253 | 39% | 10% | 29% |
| iTunes GB | 645 | 237 | 221 | 16 | 37% | 34% | 2% |
| Ziggo NL | 123 | 42 | 7 | 35 | 34% | 6% | 28% |
| RakutenTV ES | 63 | 17 | 7 | 10 | 27% | 11% | 16% |
| Lattelcom Shortcuts Film LV | 131 | 31 | 1 | 30 | 24% | 1% | 23% |
| Microsoft Video GB | 314 | 74 | 65 | 9 | 24% | 21% | 3% |
| Videoload DE | 401 | 83 | 17 | 66 | 21% | 4% | 16% |
| Sony Playstation FR | 424 | 74 | 26 | 48 | 17% | 6% | 11% |
| Microsoft Video NL | 12 | 2 | | 2 | 17% | 0% | 17% |
| Microsoft Video FR | 142 | 23 | 14 | 9 | 16% | 10% | 6% |
| RakutenTV FR | 93 | 15 | 9 | 6 | 16% | 10% | 6% |
| ChiliTV IT | 230 | 37 | 8 | 29 | 16% | 3% | 13% |
| ChiliTV AT | 244 | 30 | 1 | 29 | 12% | 0% | 12% |
| ChiliTV DE | 244 | 30 | 2 | 28 | 12% | 1% | 11% |
| Microsoft Video DE | 151 | 18 | 9 | 9 | 12% | 6% | 6% |
| Microsoft Video AT | 42 | 4 | | 4 | 10% | 0% | 10% |
| RakutenTV DE | 55 | 5 | 1 | 4 | 9% | 2% | 7% |
| ChiliTV PL | 23 | 1 | 1 | | 4% | 4% | 0% |
| Microsoft Video DK | 5 | | | | 0% | 0% | 0% |
| Microsoft Video SE | 29 | | | | 0% | 0% | 0% |
| RakutenTV IT | 16 | | | | 0% | 0% | 0% |
| Grand Total | 7565 | 2895 | 1739 | 1156 | 38% | 23% | 15% |

Source: European Audiovisual Observatory

Table 22 SVOD - 5 187 EU TV titles by country of production on 29 SVOD services

| Rank | Country of production | Number of titles | In % of total EU 28 | Cumulated % |
|------|------------------------------|------------------|---------------------|-------------|
| 1 | GB | 2 934 | 57% | 56,6% |
| 2 | FR | 634 | 12% | 68,8% |
| 3 | ES | 318 | 6% | 74,9% |
| 4 | SE | 273 | 5% | 80,2% |
| 5 | DE | 202 | 4% | 84,1% |
| 6 | PL | 160 | 3% | 87,2% |
| 7 | IT | 158 | 3% | 90,2% |
| 8 | DK | 124 | 2% | 92,6% |
| 9 | IE | 114 | 2% | 94,8% |
| 10 | BE | 72 | 1% | 96,2% |
| 11 | FI | 58 | 1% | 97,3% |
| 12 | NL | 51 | 1% | 98,3% |
| 13 | CZ | 34 | 1% | 98,9% |
| 14 | HR | 17 | 0,3% | 99,3% |
| 15 | AT | 14 | 0,3% | 99,5% |
| 16 | HU | 9 | 0,2% | 99,7% |
| 17 | CY | 6 | 0,1% | 99,8% |
| 18 | SK | 4 | 0,1% | 99,9% |
| 19 | BG | 2 | 0,04% | 99,9% |
| 20 | GR | 1 | 0,02% | 100,0% |
| 21 | MT | 1 | 0,02% | 100,0% |
| 22 | RO | 1 | 0,02% | 100,0% |
| | Total 22 EU countries | 5 187 | 100% | 100% |

Source: European Audiovisual Observatory

Table 23 TVOD - 2 895 EU TV titles by country of production on 32 TVOD services

| Rank | Country of production | Number of titles | In % of total EU 28 | Cumulated % |
|------|------------------------------|------------------|---------------------|-------------|
| 1 | GB | 1 184 | 41% | 40,9% |
| 2 | DE | 775 | 27% | 67,7% |
| 3 | FR | 420 | 15% | 82,2% |
| 4 | SE | 210 | 7% | 89,4% |
| 5 | DK | 50 | 2% | 91,2% |
| 6 | IT | 47 | 2% | 92,8% |
| 7 | IE | 45 | 2% | 94,3% |
| 8 | BE | 33 | 1% | 95,5% |
| 9 | AT | 32 | 1% | 96,6% |
| 10 | ES | 23 | 1% | 97,4% |
| 11 | NL | 22 | 1% | 98,1% |
| 12 | FI | 14 | 0,5% | 98,6% |
| 13 | SI | 10 | 0,3% | 99,0% |
| 14 | HU | 9 | 0,3% | 99,3% |
| 15 | CZ | 6 | 0,2% | 99,5% |
| 16 | PL | 6 | 0,2% | 99,7% |
| 17 | BG | 3 | 0,1% | 99,8% |
| 18 | GR | 2 | 0,1% | 99,9% |
| 19 | HR | 2 | 0,1% | 99,9% |
| 20 | LU | 1 | 0,03% | 100,0% |
| 21 | LV | 1 | 0,03% | 100,0% |
| | Total 21 EU countries | 2 895 | 100% | 100% |

Source: European Audiovisual Observatory

Table 24 Number of cumulated episodes by catalogue in SVOD and TVOD

| SVOD services | Episodes | TVOD services | Episodes |
|-----------------------|----------------|-----------------------------|----------------|
| Netflix BE | 42 818 | iTunes GB | 30 323 |
| Netflix GB | 37 550 | iTunes DE | 25 953 |
| Netflix SK | 31 649 | TalkTalk | 23 038 |
| Netflix CZ | 31 486 | Maxdome DE | 22 686 |
| Netflix HU | 31 400 | iTunes FR | 21 615 |
| Netflix LT | 31 001 | Microsoft Video GB | 17 350 |
| Netflix FR | 27 670 | Videoload DE | 17 156 |
| Netflix RO | 27 615 | Sony Playstation FR | 15 182 |
| Netflix GR | 25 647 | ComHem SE | 10 637 |
| Netflix ES | 24 830 | Microsoft Video DE | 8 873 |
| Netflix PT | 23 815 | Microsoft Video FR | 6 851 |
| Netflix DE | 23 419 | ChiliTV AT | 6 275 |
| Netflix NL | 22 561 | ChiliTV DE | 6 275 |
| Netflix SE | 22 179 | Lattelcom Shortcuts Film LV | 4 735 |
| Netflix PL | 21 126 | ChiliTV IT | 4 113 |
| Netflix IT | 19 775 | Microsoft Video IE | 3 808 |
| Player PL | 16 332 | Ziggo NL | 3 701 |
| NOW TV SVOD GB | 11 263 | Videociety DE | 3 469 |
| Canal Play | 9 364 | RakutenTV ES | 3 067 |
| C More Film Sweden SE | 7 121 | RakutenTV FR | 3 016 |
| Infinity IT | 3 566 | SF Anytime SE | 2 285 |
| C More Film DK | 3 320 | SF Anytime DK | 2 216 |
| Movistar+ ES | 2 721 | RakutenTV DE | 2 040 |
| C More Play FI | 2 550 | SF Anytime FI | 1 885 |
| Voyo Czech SVOD CZ | 2 510 | Orange FR | 1 831 |
| TIMVISION IT | 2 275 | Microsoft Video AT | 1 497 |
| Horizon/UPC PL | 2 171 | RakutenTV IT | 1 036 |
| Horizon/UPC CZ | 348 | Microsoft Video SE | 875 |
| videofutur FR | 166 | Voyo SI | 720 |
| Grand Total | 508 248 | ChiliTV PL | 438 |
| | | Microsoft Video NL | 292 |
| | | Microsoft Video DK | 104 |
| | | Grand Total | 253 342 |

Source: European Audiovisual Observatory

Table 25 Cumulated episodes by service and by region of origin in SVOD, in number

| SVOD absolute values | Total | Other intl. | US | EUR OBS | EU 28 | EU national | EU non national |
|-----------------------|----------------|----------------|----------------|---------------|---------------|---------------|-----------------|
| Player PL | 16 332 | 1 249 | 5 762 | 63 | 9 258 | 8 232 | 1 026 |
| Netflix GB | 37 550 | 13 372 | 16 418 | 1 406 | 6 354 | 4 146 | 2 208 |
| Netflix BE | 42 818 | 15 042 | 20 753 | 1 072 | 5 951 | 163 | 5 788 |
| C More Film Sweden SE | 7 121 | 514 | 1 536 | 176 | 4 895 | 2 189 | 2 706 |
| NOW TV SVOD GB | 11 263 | 794 | 5 797 | 56 | 4 616 | 4 071 | 545 |
| Netflix DE | 23 419 | 5 539 | 13 038 | 507 | 4 335 | 727 | 3 608 |
| Netflix ES | 24 830 | 6 892 | 13 561 | 76 | 4 301 | 695 | 3 606 |
| Netflix PT | 23 815 | 5 619 | 13 876 | 88 | 4 232 | | 4 232 |
| Netflix NL | 22 561 | 4 719 | 13 654 | 167 | 4 021 | 125 | 3 896 |
| Netflix FR | 27 670 | 9 409 | 13 913 | 350 | 3 998 | 985 | 3 013 |
| Netflix LT | 31 001 | 11 186 | 14 355 | 1 468 | 3 992 | | 3 992 |
| Netflix SK | 31 649 | 11 220 | 15 005 | 1 468 | 3 956 | | 3 956 |
| Netflix CZ | 31 486 | 11 219 | 14 876 | 1 450 | 3 941 | | 3 941 |
| Netflix HU | 31 400 | 11 228 | 14 773 | 1 468 | 3 931 | | 3 931 |
| Netflix SE | 22 179 | 4 341 | 13 753 | 207 | 3 878 | 97 | 3 781 |
| Netflix RO | 27 615 | 8 954 | 13 787 | 1 033 | 3 841 | | 3 841 |
| Canal Play | 9 364 | 385 | 5 161 | 4 | 3 814 | 2 901 | 913 |
| Netflix IT | 19 775 | 5 006 | 11 354 | 94 | 3 321 | 355 | 2 966 |
| Netflix GR | 25 647 | 9 020 | 12 373 | 960 | 3 294 | | 3 294 |
| Netflix PL | 21 126 | 5 051 | 12 727 | 154 | 3 194 | 41 | 3 153 |
| Voyo Czech SVOD CZ | 2 510 | 200 | 0 | | 2 310 | 1 580 | 730 |
| C More Film DK | 3 320 | 351 | 939 | 123 | 1 907 | 58 | 1 849 |
| Horizon/UPC PL | 2 171 | 31 | 825 | | 1 315 | 1 120 | 195 |
| C More Play FI | 2 550 | 101 | 1 427 | 26 | 996 | 461 | 535 |
| Movistar+ ES | 2 721 | 209 | 1 682 | 11 | 819 | 203 | 616 |
| Infinity IT | 3 566 | 110 | 2 961 | | 495 | 54 | 441 |
| TIMVISION IT | 2 275 | 261 | 1 682 | | 332 | 5 | 327 |
| Horizon/UPC CZ | 348 | 35 | 174 | | 139 | 61 | 78 |
| videofutur FR | 166 | 7 | 71 | 7 | 81 | 53 | 28 |
| Grand Total | 508 248 | 142 064 | 256 233 | 12 434 | 97 517 | 28 322 | 69 195 |

Source: European Audiovisual Observatory

Table 26 Cumulated episodes by service and by region of origin in TVOD, in number

| TVOD absolute values | Total | Other intl. | US | EUR OBS | EU28 | EU national | EU non national |
|-----------------------------|----------------|---------------|----------------|--------------|---------------|---------------|-----------------|
| Maxdome DE | 22 686 | 1 580 | 2 807 | 52 | 18 247 | 15 803 | 2 444 |
| iTunes GB | 30 323 | 848 | 22 946 | | 6 529 | 5 743 | 786 |
| iTunes DE | 25 953 | 1 297 | 18 573 | 227 | 5 856 | 3 288 | 2 568 |
| iTunes FR | 21 615 | 1 601 | 14 462 | | 5 552 | 3 506 | 2 046 |
| TalkTalk | 23 038 | 1 985 | 15 909 | 225 | 4 919 | 3 862 | 1 057 |
| ComHem SE | 10 637 | 1 021 | 5 727 | 307 | 3 582 | 986 | 2 596 |
| Videoload DE | 17 156 | 595 | 14 014 | 263 | 2 284 | 554 | 1 730 |
| Microsoft Video GB | 17 350 | 1 465 | 13 608 | 10 | 2 267 | 1 854 | 413 |
| Sony Playstation FR | 15 182 | 1 669 | 11 618 | 64 | 1 831 | 616 | 1 215 |
| Ziggo NL | 3 701 | 211 | 2 456 | 0 | 1 034 | 85 | 949 |
| Lattelcom Shortcuts Film LV | 4 735 | 506 | 3 077 | 231 | 921 | 10 | 911 |
| SF Anytime SE | 2 285 | 98 | 1 225 | 91 | 871 | 398 | 473 |
| Microsoft Video IE | 3 808 | 205 | 2 757 | 0 | 846 | | 846 |
| Videocity DE | 3 469 | 192 | 2 473 | 106 | 698 | 38 | 660 |
| Microsoft Video FR | 6 851 | 246 | 5 914 | 0 | 691 | 348 | 343 |
| Orange FR | 1 831 | 67 | 1 032 | 42 | 690 | 375 | 315 |
| SF Anytime DK | 2 216 | 114 | 1 326 | 86 | 690 | 105 | 585 |
| SF Anytime FI | 1 885 | 62 | 1 064 | 78 | 681 | 18 | 663 |
| Microsoft Video DE | 8 873 | 664 | 7 589 | 0 | 620 | 287 | 333 |
| ChiliTV IT | 4 113 | 172 | 3 281 | 65 | 595 | 108 | 487 |
| Voyo SI | 720 | 40 | 124 | 58 | 498 | 201 | 297 |
| RakutenTV ES | 3 067 | 26 | 2 580 | | 461 | 179 | 282 |
| RakutenTV FR | 3 016 | 286 | 2 369 | | 361 | 188 | 173 |
| ChiliTV AT | 6 275 | 234 | 5 692 | 0 | 349 | 4 | 345 |
| ChiliTV DE | 6 275 | 234 | 5 692 | 0 | 349 | 2 | 347 |
| RakutenTV DE | 2 040 | 10 | 1 823 | 70 | 137 | 13 | 124 |
| Microsoft Video AT | 1 497 | 158 | 1 260 | | 79 | | 79 |
| Microsoft Video NL | 292 | 13 | 235 | | 44 | | 44 |
| ChiliTV PL | 438 | | 425 | | 13 | 13 | |
| Microsoft Video DK | 104 | | 104 | | | | |
| Microsoft Video SE | 875 | 10 | 865 | 0 | | | |
| RakutenTV IT | 1 036 | | 1 036 | | | | |
| Grand Total | 253 342 | 15 609 | 174 063 | 1 975 | 61 695 | 38 584 | 23 111 |

Source: European Audiovisual Observatory

Table 27 Number and shares of EU28 cumulated episodes by catalogue in SVOD, showing EU national and EU non-national, in number and %

| SVOD | Episodes | Total EU 28 | EU national | EU non national | EU 28 % | EU national2 % | EU non national % |
|-----------------------|----------|-------------|-------------|-----------------|---------|----------------|-------------------|
| Voyo Czech SVOD CZ | 3 320 | 2 310 | 1 580 | 730 | 92% | 63% | 29% |
| C More Film Sweden SE | 7 121 | 4 895 | 2 189 | 2 706 | 69% | 31% | 38% |
| Horizon/UPC PL | 2 550 | 1 315 | 1 120 | 195 | 61% | 52% | 9% |
| C More Film DK | 9 364 | 1 907 | 58 | 1 849 | 57% | 2% | 56% |
| Player PL | 348 | 9 258 | 8 232 | 1 026 | 57% | 50% | 6% |
| videofutur FR | 2 171 | 81 | 53 | 28 | 49% | 32% | 17% |
| NOW TV SVOD GB | 3 566 | 4 616 | 4 071 | 545 | 41% | 36% | 5% |
| Canal Play | 2 721 | 3 814 | 2 901 | 913 | 41% | 31% | 10% |
| Horizon/UPC CZ | 42 818 | 139 | 61 | 78 | 40% | 18% | 22% |
| C More Play FI | 31 486 | 996 | 461 | 535 | 39% | 18% | 21% |
| Movistar+ ES | 23 419 | 819 | 203 | 616 | 30% | 7% | 23% |
| Netflix DE | 24 830 | 4 335 | 727 | 3 608 | 19% | 3% | 15% |
| Netflix NL | 27 670 | 4 021 | 125 | 3 896 | 18% | 1% | 17% |
| Netflix PT | 37 550 | 4 232 | | 4 232 | 18% | 0% | 18% |
| Netflix SE | 25 647 | 3 878 | 97 | 3 781 | 17% | 0% | 17% |
| Netflix ES | 31 400 | 4 301 | 695 | 3 606 | 17% | 3% | 15% |
| Netflix GB | 19 775 | 6 354 | 4 146 | 2 208 | 17% | 11% | 6% |
| Netflix IT | 31 001 | 3 321 | 355 | 2 966 | 17% | 2% | 15% |
| Netflix PL | 22 561 | 3 194 | 41 | 3 153 | 15% | 0% | 15% |
| TIMVISION IT | 21 126 | 332 | 5 | 327 | 15% | 0% | 14% |
| Netflix FR | 23 815 | 3 998 | 985 | 3 013 | 14% | 4% | 11% |
| Netflix RO | 27 615 | 3 841 | | 3 841 | 14% | 0% | 14% |
| Netflix BE | 22 179 | 5 951 | 163 | 5 788 | 14% | 0% | 14% |
| Infinity IT | 31 649 | 495 | 54 | 441 | 14% | 2% | 12% |
| Netflix LT | 11 263 | 3 992 | | 3 992 | 13% | 0% | 13% |
| Netflix GR | 16 332 | 3 294 | | 3 294 | 13% | 0% | 13% |
| Netflix HU | 2 275 | 3 931 | | 3 931 | 13% | 0% | 13% |
| Netflix CZ | 166 | 3 941 | | 3 941 | 13% | 0% | 13% |
| Netflix SK | 2 510 | 3 956 | | 3 956 | 12% | 0% | 12% |
| Grand Total | 508 248 | 97 517 | 28 322 | 69 195 | 19% | 6% | 14% |

Source: European Audiovisual Observatory

Table 28 Number and shares of EU28 cumulated episodes by catalogue in TVOD, showing EU national and EU non-national, in number and %

| TVOD | Episodes | Total EU28 | EU national | EU non national | Total EU28 % | EU national % | EU non national % |
|-----------------------------|----------------|---------------|---------------|-----------------|--------------|---------------|-------------------|
| Maxdome DE | 22 686 | 18 247 | 15 803 | 2 444 | 80% | 70% | 11% |
| Voyo SI | 720 | 498 | 201 | 297 | 69% | 28% | 41% |
| SF Anytime SE | 2 285 | 871 | 398 | 473 | 38% | 17% | 21% |
| Orange FR | 1 831 | 690 | 375 | 315 | 38% | 20% | 17% |
| SF Anytime FI | 1 885 | 681 | 18 | 663 | 36% | 1% | 35% |
| ComHem SE | 10 637 | 3 582 | 986 | 2 596 | 34% | 9% | 24% |
| SF Anytime DK | 2 216 | 690 | 105 | 585 | 31% | 5% | 26% |
| Ziggo NL | 3 701 | 1 034 | 85 | 949 | 28% | 2% | 26% |
| iTunes FR | 21 615 | 5 552 | 3 506 | 2 046 | 26% | 16% | 9% |
| iTunes DE | 25 953 | 5 856 | 3 288 | 2 568 | 23% | 13% | 10% |
| Microsoft Video IE | 3 808 | 846 | | 846 | 22% | 0% | 22% |
| iTunes GB | 30 323 | 6 529 | 5 743 | 786 | 22% | 19% | 3% |
| TalkTalk | 23 038 | 4 919 | 3 862 | 1 057 | 21% | 17% | 5% |
| Videociety DE | 3 469 | 698 | 38 | 660 | 20% | 1% | 19% |
| Lattelcom Shortcuts Film LV | 4 735 | 921 | 10 | 911 | 19% | 0% | 19% |
| Microsoft Video NL | 292 | 44 | | 44 | 15% | 0% | 15% |
| RakutenTV ES | 3 067 | 461 | 179 | 282 | 15% | 6% | 9% |
| ChiliTV IT | 4 113 | 595 | 108 | 487 | 14% | 3% | 12% |
| Videoload DE | 17 156 | 2 284 | 554 | 1 730 | 13% | 3% | 10% |
| Microsoft Video GB | 17 350 | 2 267 | 1 854 | 413 | 13% | 11% | 2% |
| Sony Playstation FR | 15 182 | 1 831 | 616 | 1 215 | 12% | 4% | 8% |
| RakutenTV FR | 3 016 | 361 | 188 | 173 | 12% | 6% | 6% |
| Microsoft Video FR | 6 851 | 691 | 348 | 343 | 10% | 5% | 5% |
| Microsoft Video DE | 8 873 | 620 | 287 | 333 | 7% | 3% | 4% |
| RakutenTV DE | 2 040 | 137 | 13 | 124 | 7% | 1% | 6% |
| ChiliTV AT | 6 275 | 349 | 4 | 345 | 6% | 0% | 5% |
| ChiliTV DE | 6 275 | 349 | 2 | 347 | 6% | 0% | 6% |
| Microsoft Video AT | 1 497 | 79 | | 79 | 5% | 0% | 5% |
| ChiliTV PL | 438 | 13 | 13 | | 3% | 3% | 0% |
| Microsoft Video DK | 104 | | | | 0% | 0% | 0% |
| Microsoft Video SE | 875 | | | | 0% | 0% | 0% |
| RakutenTV IT | 1 036 | | | | 0% | 0% | 0% |
| Grand Total | 253 342 | 61 695 | 38 584 | 23 111 | 24% | 15% | 9% |

Source: European Audiovisual Observatory

Table 29 SVOD – 97 517 EU TV episodes by country of production on 29 SVOD services

| Rank | Country of production | Number of episodes | In % of total EU 28 | Cumulated % |
|------|------------------------------|--------------------|---------------------|-------------|
| 1 | GB | 43 541 | 45% | 44,6% |
| 2 | FR | 15 798 | 16% | 60,8% |
| 3 | PL | 9 806 | 10% | 70,9% |
| 4 | ES | 6 398 | 7% | 77,5% |
| 5 | IT | 4 793 | 5% | 82,4% |
| 6 | SE | 4 050 | 4% | 86,5% |
| 7 | DE | 2 364 | 2% | 89,0% |
| 8 | IE | 2 309 | 2% | 91,3% |
| 9 | CZ | 1 787 | 2% | 93,2% |
| 10 | DK | 1 693 | 2% | 94,9% |
| 11 | FI | 1 271 | 1% | 96,2% |
| 12 | BE | 987 | 1% | 97,2% |
| 13 | NL | 826 | 1% | 98,1% |
| 14 | SK | 765 | 0,8% | 98,8% |
| 15 | HU | 352 | 0,4% | 99,2% |
| 16 | CY | 311 | 0,3% | 99,5% |
| 17 | HR | 197 | 0,2% | 99,7% |
| 18 | AT | 124 | 0,1% | 99,9% |
| 19 | BG | 102 | 0,1% | 100,0% |
| 20 | GR | 29 | 0,0% | 100,0% |
| 21 | RO | 14 | 0,0% | 100,0% |
| 22 | MT | - | 0,0% | 100,0% |
| | Total 22 EU countries | 97 517 | 100% | 100% |

Source: European Audiovisual Observatory

Table 30 TVOD – 61 695 EU TV episodes by country of production on 32 TVOD services

| Rank | Country of production | Number of episodes | In % of total EU 28 | Cumulated % |
|------|------------------------------|--------------------|---------------------|-------------|
| 1 | GB | 23 973 | 39% | 38,9% |
| 2 | DE | 20 261 | 33% | 71,7% |
| 3 | FR | 8 181 | 13% | 85,0% |
| 4 | SE | 2 865 | 5% | 89,6% |
| 5 | IE | 1 194 | 2% | 91,5% |
| 6 | BE | 1 031 | 2% | 93,2% |
| 7 | DK | 883 | 1% | 94,6% |
| 8 | AT | 740 | 1% | 95,8% |
| 9 | IT | 599 | 1% | 96,8% |
| 10 | ES | 598 | 1% | 97,8% |
| 11 | HU | 473 | 1% | 98,5% |
| 12 | NL | 278 | 0,5% | 99,0% |
| 13 | FI | 202 | 0,3% | 99,3% |
| 14 | SI | 201 | 0,3% | 99,6% |
| 15 | HR | 58 | 0,1% | 99,7% |
| 16 | PL | 56 | 0,1% | 99,8% |
| 17 | BG | 32 | 0,1% | 99,9% |
| 18 | LU | 30 | 0,05% | 99,9% |
| 19 | CZ | 21 | 0,03% | 100,0% |
| 20 | LV | 10 | 0,02% | 100,0% |
| 21 | GR | 9 | 0,01% | 100,0% |
| | Total 21 EU countries | 61 695 | 100% | 100% |

Source: European Audiovisual Observatory

Table 31 SVOD/TVOD - Average country circulation per unique TV titles by region of origin, in number

| | SVOD (18 countries) | | TVOD (11 countries) | |
|---------------------|---------------------|--------|---------------------|--------|
| | Average circulation | Titles | Average circulation | Titles |
| EU28 | 3,30 | 1 529 | 1,25 | 2 063 |
| EUR OBS | 5,57 | 58 | 1,82 | 44 |
| US | 5,79 | 1 351 | 2,10 | 1 474 |
| Other international | 6,93 | 839 | 1,39 | 332 |
| All - Average | 5,03 | 3 777 | 1,59 | 3 913 |

Source: European Audiovisual Observatory

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