



Film and TV content in TVOD, SVOD and FOD catalogues 2022 Edition

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December 2022

A publication of the European Audiovisual Observatory



Co-funded by the
Creative Europe Programme
of the European Union



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B. Films in VOD catalogues in the EU27

C. TV content in VOD catalogues in the EU27

D. Annexes

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2. Amount of unique content available in catalogues
3. Origin and circulation of content
4. Focus on services' core business and ownership
5. Composition of catalogues by national and EU27 non-national content
6. Focus on the export of EU27 content in the EU27 on TVOD, SVOD and FOD

Introduction

- ▶ The aim of this report is to provide a second global insight into the composition of **TVOD, SVOD and FOD catalogues in the 27 member states of the European Union** (hereafter EU27), looking at both film titles and TV seasons.
- ▶ The report addresses **7 research questions**:
 - What is the average and median size of TVOD, SVOD and FOD catalogues, for film and TV content?
 - What are the regions of origin of unique titles in VOD catalogues?
 - What are the shares of films and TV content by region of origin in VOD catalogues?
 - On average, what is the country and service circulation of unique titles by region of origin?
 - Which players offer the greatest amount of film and TV content, and what are the shares of this content by region of origin?
 - What is the share of national and EU27 non-national works in VOD catalogues?
 - Which EU27 production countries are the main exporters of film and TV titles on VOD in the EU27?
- ▶ For film data, **169 TVOD catalogues, 673 SVOD catalogues and 129 FOD catalogues in 25 EU* countries** were analysed based on JustWatch catalogue data. The data was collected in September 2022 and the titles were matched through databases with their countries of production. The consistency of data is obtained by matching each entry of each catalogue with a unique original title.
- ▶ For TV content, the analysis was based on JustWatch data from **391 SVOD catalogues and 58 FOD catalogues in 25 EU* countries** and on **48 TVOD catalogues in 13 EU** countries**. The data was collected in September 2022 and the TV seasons were matched through databases with their countries of production.

Methodology

- ▶ For the **origin of a title, only the first country of production was considered**. This approach is a proxy, as in a limited number of cases, minority coproductions can be considered as national productions under co-production agreements.
- ▶ **Four regions of origin are considered:** “EU27” titles have an EU27 country as first production country. “Other European” titles have as a first production country a European country that is a member of the Council of Europe, “US” titles are from the United States of America and “Other region”/“Other international” designates titles from all other origins.
- ▶ The shares included in this report are only indicative and minor identification errors might have occurred: About 1% of all titles are not identified and are not included in the statistics presented in this report.
- ▶ Please quote this report as “Film and TV content in VOD catalogues – 2022 edition”, European Audiovisual Observatory.
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Methodology: glossary

- ▶ **TVOD (Transaction Video On Demand):** services where consumers can rent or purchase a work on a title-per-title basis.
- ▶ **SVOD (Subscription Video On Demand):** services which propose for a monthly fee a catalogue of works available on demand.
- ▶ **FOD (Free Video on Demand):** services which are mostly ad-supported and free to view for viewers; this includes AVOD services and broadcaster replay services.
- ▶ **VOD (Video On Demand):** in the context of this report, all TVOD, SVOD and FOD services of the sample.
- ▶ **Catalogue:** the full list of titles made available by an SVOD, TVOD or FOD service. Each country catalogue of global services is accounted for separately.
- ▶ **National catalogues:** a VOD service only available in its home country in the EU.
- ▶ **Multi-country catalogues:** a VOD service available in 2 to 13 countries in the EU.
- ▶ **Pan-European catalogues:** a VOD service available in 14 or more countries in the EU.
- ▶ **Generalist VOD catalogue:** a VOD service offering films and/or TV series without a special focus – general entertainment.
- ▶ **Niche VOD catalogue:** a VOD service offering films and/or TV series with a special focus, often curated (anime, horror, art house, docs).
- ▶ **Film:** all feature films, fiction films, documentaries or other content available in the “Film” / “Movie” section of the TVOD, SVOD and FOD catalogue are considered.
- ▶ **TV content:** all content classified as “TV” in TVOD, SVOD and FOD catalogues is considered.
- ▶ **Unique titles:** different titles present at least once in at least one catalogue. The number of presences is not considered. Titles available in TVOD, FOD and in SVOD are de-duplicated when considering all TVOD, FOD and SVOD catalogues.
- ▶ **Cumulated titles:** sum of presence in catalogues for each different title.
- ▶ **Category of players:** the main activity of the service’s ultimate owner:
 - **Rightsholder – distributor/producer:** a company exploiting rights and having adopted the direct-to-consumer model by launching a VOD service.
 - **Private equity:** a VOD service controlled by investment funds.
 - **Pure VOD players:** a company whose main/sole activity is the operation of a VOD service.
 - **Film institute:** a public film institute managing its own VOD service.
 - **Tech:** a company also present in sectors other than audiovisual (e.g., Internet services, consumer electronics, e-commerce etc.)
 - **Telecom:** a company whose main activity is the operation of telecommunications networks.
 - **TV:** a company whose main activity is broadcasting.

Main findings – Film and TV content

This section builds on the analysis of film + TV seasons put together, on TVOD and SVOD. The samples for film and TV content being partially different, these results should be taken as indicative.

Average size of catalogues: Far more films than TV seasons, mainly on TVOD

- ▶ On average, there were more film titles than TV seasons, mainly on TVOD (5 times more).
- ▶ TV content offering was on average greater on TVOD than on SVOD and FOD.
- ▶ FOD catalogues had the lowest average number of films and TV seasons.

Size of VOD catalogues in average number of titles



Note: Average refers to the total number of titles in catalogues divided by the total number of catalogues for TVOD, SVOD and FOD services, respectively.

Source: JustWatch catalogue data

Median size of catalogues: Offering based, to a great extent, on film titles on TVOD

- ▶ The median film title offering was nine times greater than the TV season offering on TVOD, eight times greater on FOD but very similar on SVOD.
- ▶ TVOD services built their catalogues on film as did FOD services, while SVOD were more balanced.
- ▶ The narrower median content offering of SVOD services is also due to a large number of niche SVOD services in the sample.

Size of VOD catalogues in median number of titles

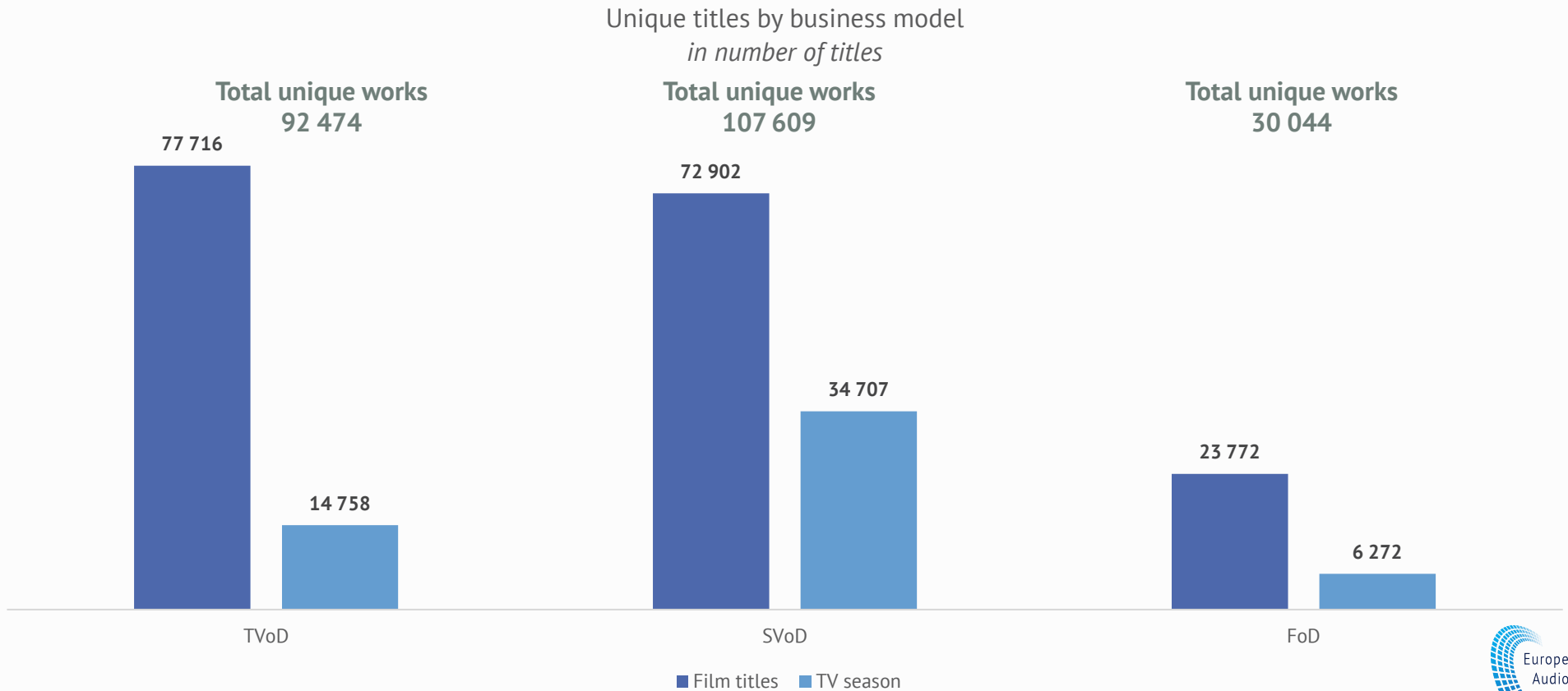


Note: The Median is calculated separately for film and TV content, and for TVOD and SVOD respectively.

Source: JustWatch catalogue data

Many more unique film titles than unique TV seasons available on VOD

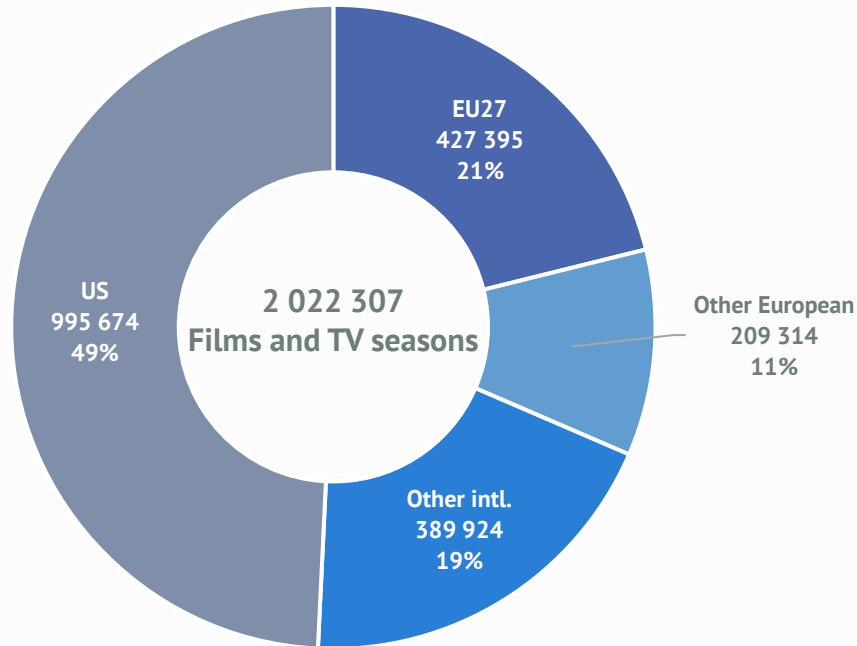
- ▶ The offering of unique film titles was much higher than the offering of unique TV seasons, with 5.3 times more unique film titles than TV seasons on TVOD, 2.1 times more on SVOD and 3.8 times more on FOD.
- ▶ In total, SVOD services offered more unique titles than TVOD and FOD services, also due to the fact that SVOD services are more represented in the sample.



Origin by region: European works make up 32% of catalogues

- ▶ EU27 content accounts for 21% of all film titles and TV seasons found on EU27 VOD services in September 2022 while other European works account for 11%.
- ▶ US works take the lion's share with 49% of all works in VOD catalogues.

Origin of films and TV seasons found on VOD
Cumulated - TVOD, SVOD and FOD

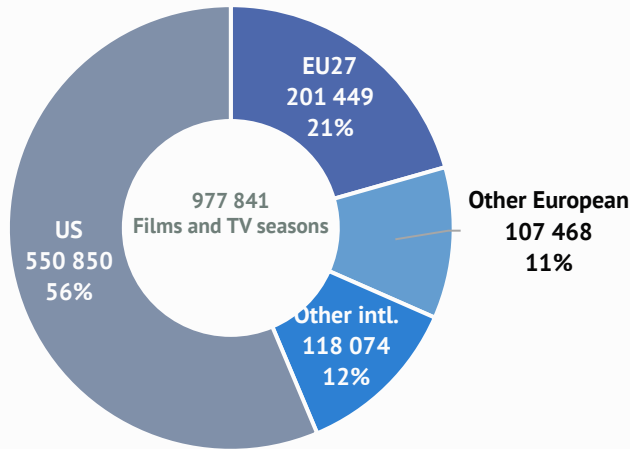


Source: JustWatch catalogue data

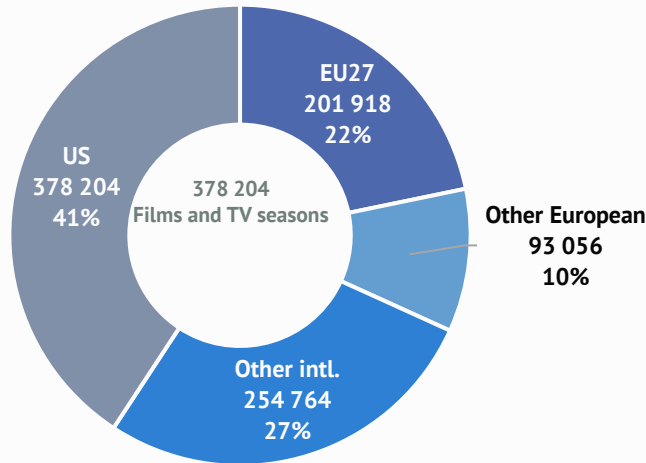
Origin by region: SVOD more European and Asian; TVOD and FOD strongly built on US works

- ▶ EU27 content accounts for 21% on TVOD, 22% on SVOD and 21% on FOD.
- ▶ European content (EU27 and other European titles) accounts for 32% on TVOD, 32% on SVOD and 28% on FOD.
- ▶ SVOD catalogues had the highest share of other international works with 27%, showing the increasing importance of productions from other world regions for SVOD services.
- ▶ Other European works are mainly works produced in the United Kingdom.

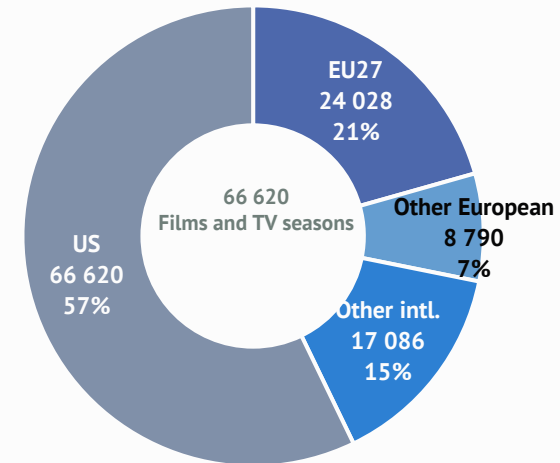
Origin of films and TV seasons found on TVOD



Origin of films and TV seasons found on SVOD



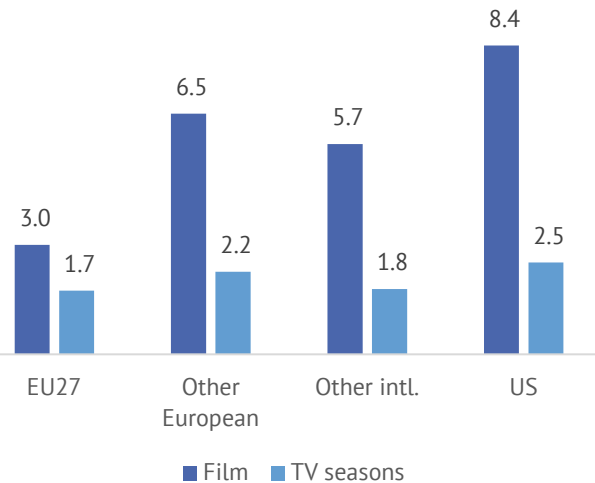
Origin of films and TV seasons found on FOD



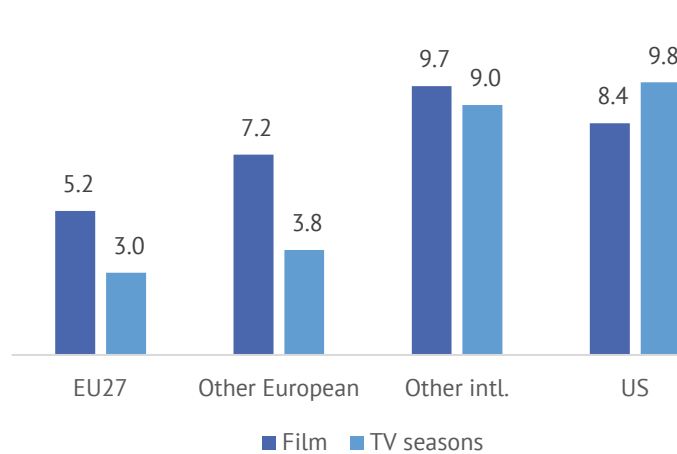
Circulation of content by region and business model: Films in more countries

- ▶ On **TVOD**, EU27 content circulated in fewer countries than the content from all other regions. And **films from all origins circulated better than TV seasons**. The highest country circulation was for US films with 8.4 countries on average, followed by other European films with 6.5 countries.
- ▶ On **SVOD** also, EU27 content circulated less than titles of other origins. The highest circulation was for US TV seasons and other international film titles.
- ▶ On **FOD**, except for US TV seasons, most TV seasons were available on average in fewer than two countries while films of all origins circulated better.

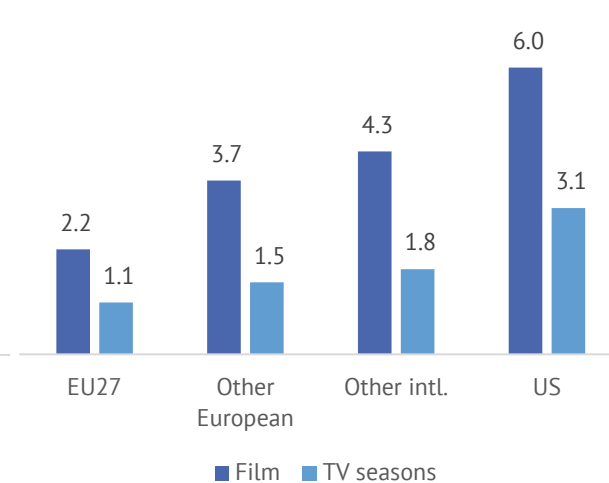
Circulation on TVOD by number of countries



Circulation on SVOD by number of countries



Circulation on FOD by number of countries



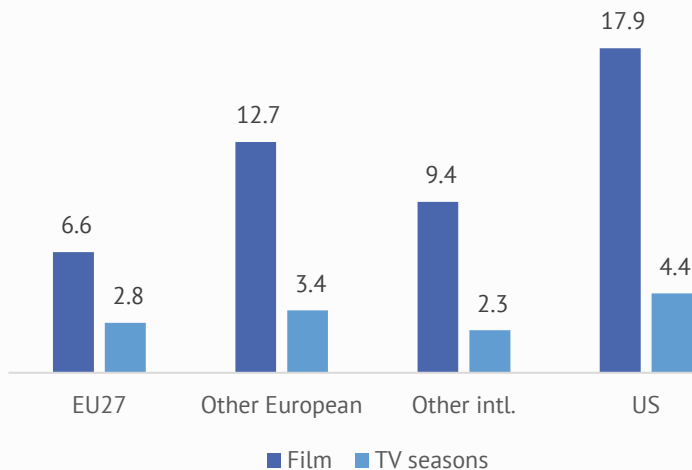
How to read these graphs: on average, a EU27 film available on TVOD is available in 3 countries

Source: JustWatch catalogue data

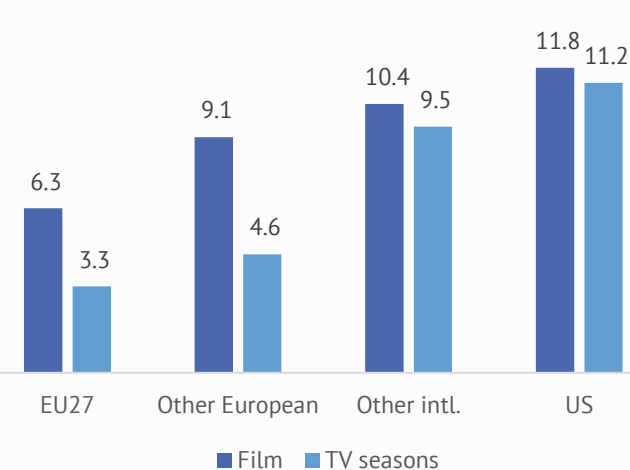
Circulation of content by region and business model: Films in more catalogues

- ▶ Films circulated in far more catalogues than TV seasons on TVOD, SVOD and FOD and this for films of all origins.
- ▶ On TVOD, other European content (incl. from the UK) showed the second-best circulation behind US works, while on SVOD US titles showed the widest catalogue circulation in catalogues.
- ▶ On FOD, US and other international films had the widest catalogue circulation.
- ▶ Except for TV seasons of US and other international regions on SVOD, TV seasons circulated far less than films in VOD catalogues.

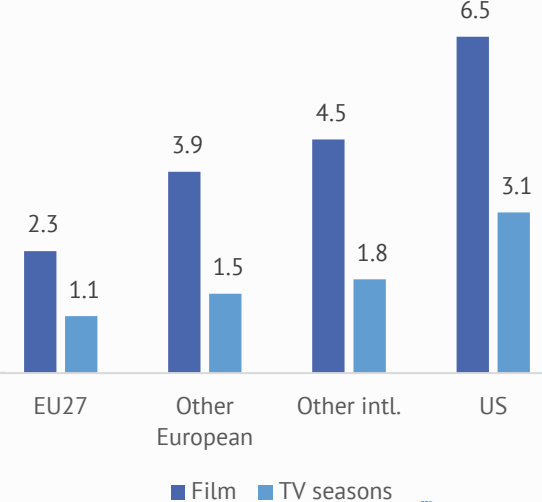
Circulation on TVOD by number of catalogues



Circulation on SVOD by number of catalogues



Circulation on FOD by number of catalogues



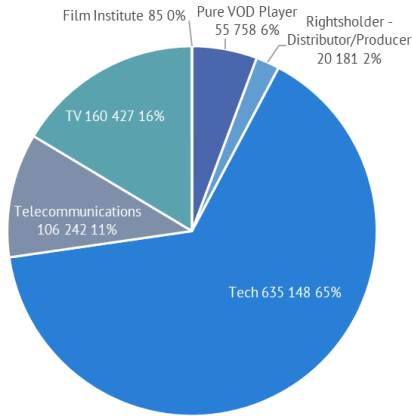
How to read these graphs: on average, a EU27 film available on TVOD in at least one catalogue is available in 6.6 catalogues.

Source: JustWatch catalogue data

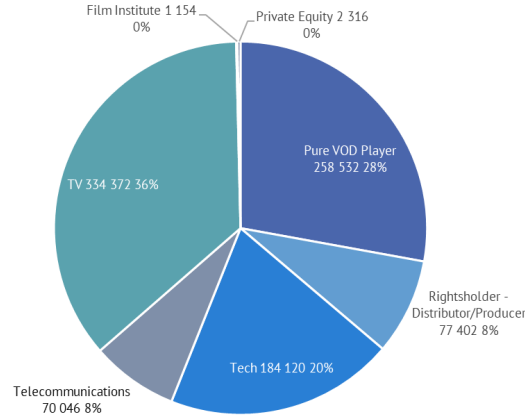
Tech, TV and pure VOD players offer the largest amount of films and TV seasons

- ▶ On TVOD, the bulk of film titles and TV seasons (65%) was found in catalogues of tech players.
- ▶ On SVOD, pure VOD players and TV players offered 64% of all film titles and TV seasons.
- ▶ Most works available on TVOD (87%), on SVOD (84%) and on FOD (94%), were offered by TV players, tech players and pure VOD players.

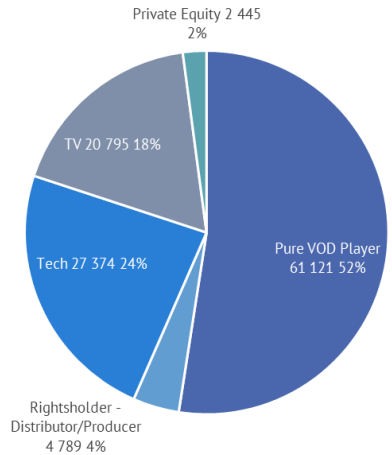
TVOD - Films and TV seasons in catalogues



SVOD - Films and TV seasons in catalogues



FOD - Films and TV seasons in catalogues



Core Business	Number of TVOD catalogues	Average number of titles
Film Institute	1	85
Pure VOD Player	39	1 430
Rights holder - Distributor/Producer	14	1 442
Tech	57	11 143
Telecommunications	15	7 083
TV	43	3 731

Core Business	Number of SVOD catalogues	Average number of titles
Film Institute	1	1 154
Private Equity	5	463
Pure VOD Player	155	1 668
Rights holder - Distributor/Producer	205	378
Tech	105	1 754
Telecommunications	33	2 123
TV	219	1 527

Core Business	Number of FOD catalogues	Average number of titles
Private Equity	2	1 223
Pure VOD Player	80	764
Rights holder - Distributor/Producer	11	435
Tech	5	5 475
TV	33	630

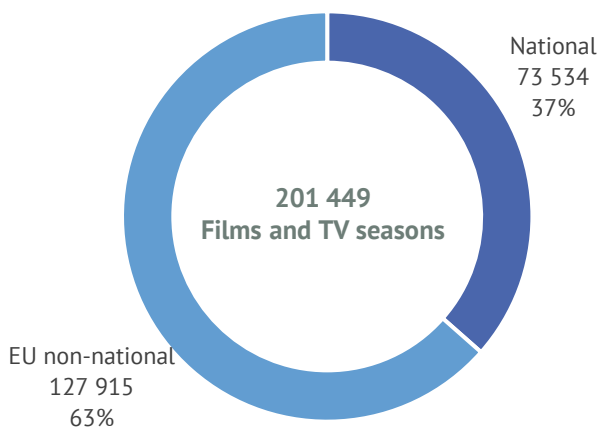
Note: TVOD, SVOD and FOD catalogues are not deduplicated

Source: JustWatch catalogue data

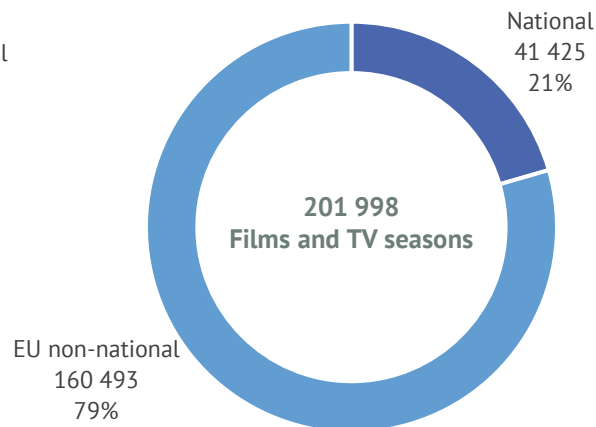
More EU27 non-national films and TV seasons in catalogues than national works

- ▶ **EU27 non-national content** represented the largest share of EU27 content, on all three types of services but especially on **SVOD** where it represented 79% of the total EU27 content offering.
- ▶ **A higher share of national content was present on TVOD services** more eager to provide local content to their clients, **and FOD catalogues operated by national broadcasters.**
- ▶ The number of EU27 works available was significantly lower on FOD services while TVOD and SVOD services offered a similar amount of EU27 works (however, more SVOD services were in the sample).

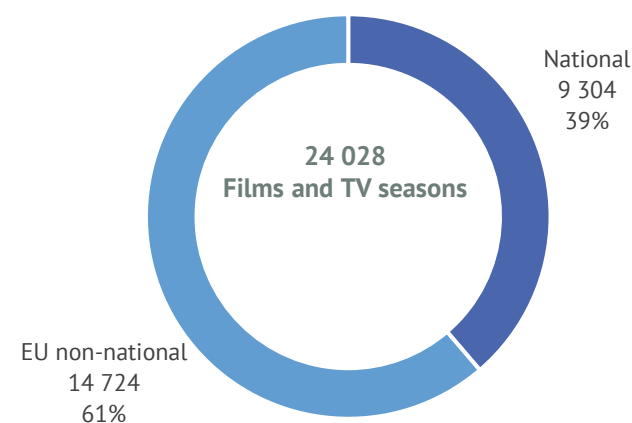
Share of EU non-national and national content among EU films and TV seasons on TVOD



Share of EU non-national and national content among EU films and TV seasons on SVOD



Share of EU non-national and national content among EU films and TV seasons on FOD

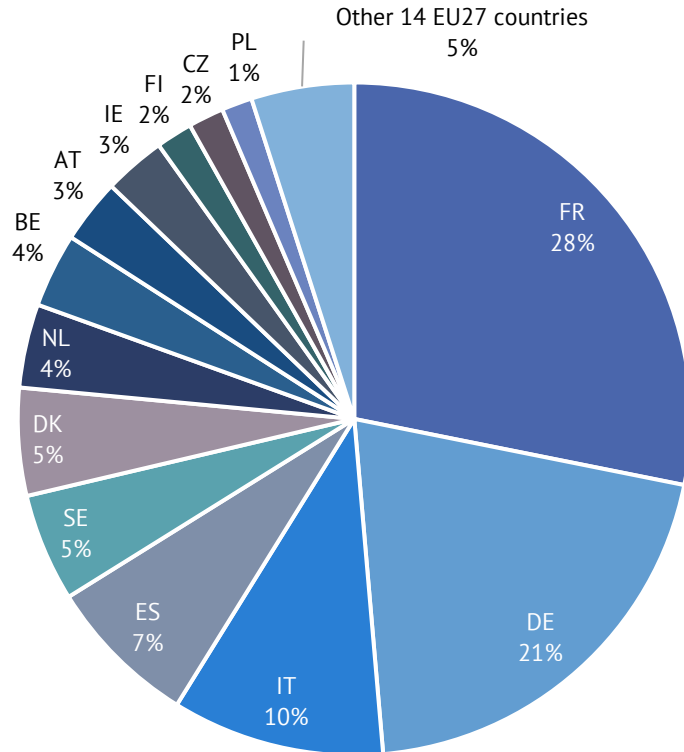


Source: JustWatch catalogue data

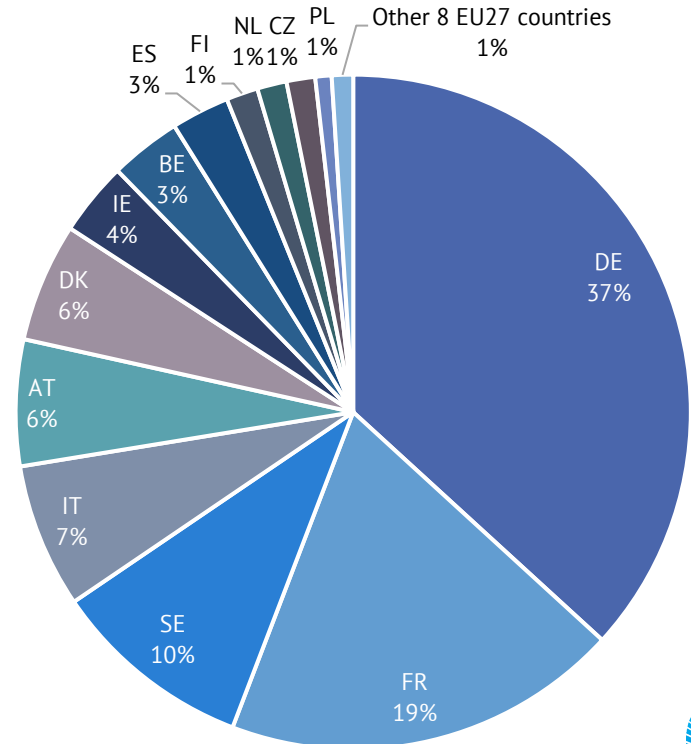
EU27 non-national exported content on TVOD: French films and German TV seasons

- ▶ More than half of the exported TV content offering on TVOD was German and French.
- ▶ While the EU 4 were the top exporting countries for films on TVOD, this was not true for TV content.
- ▶ Scandinavian content (SE, DK) also achieved export success, notably TV seasons.
- ▶ French and German films also made up almost half of all exported EU27 films on TVOD.

Origin of EU 27 non-national **films** on TVOD



Origin of EU 27 non-national **TV seasons** on TVOD

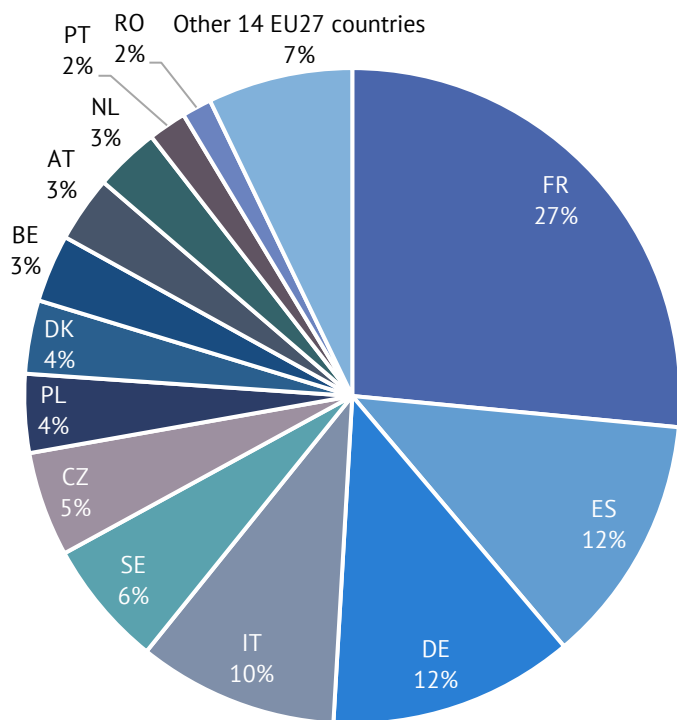


Source: JustWatch catalogue data

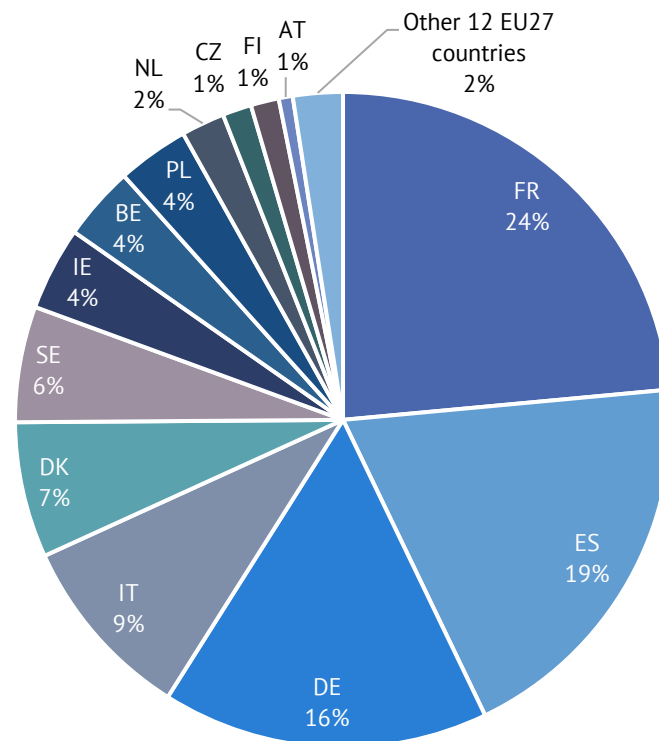
EU27 non-national exported content on SVOD: Mostly EU 4

- ▶ On SVOD, the most exported content was French (27% and 24% for films and TV seasons).
- ▶ Spain, Germany and Italy complete the top EU 4 export countries for films and TV seasons on SVOD, with Spanish TV seasons and films being the second most exported works after French works, showing the rise of Spain as a production hub for SVOD players.
- ▶ Films and TV seasons from other origins included Scandinavian, Irish, Belgian, Czech, Polish and Dutch works.

Origin of EU 27 non-national **films** on SVOD



Origin of EU 27 non-national **TV seasons** on SVOD

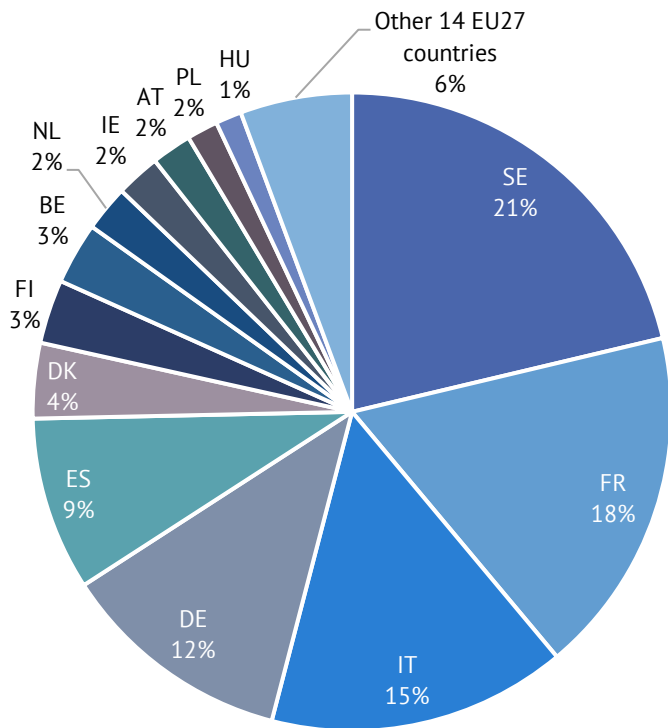


Source: JustWatch catalogue data

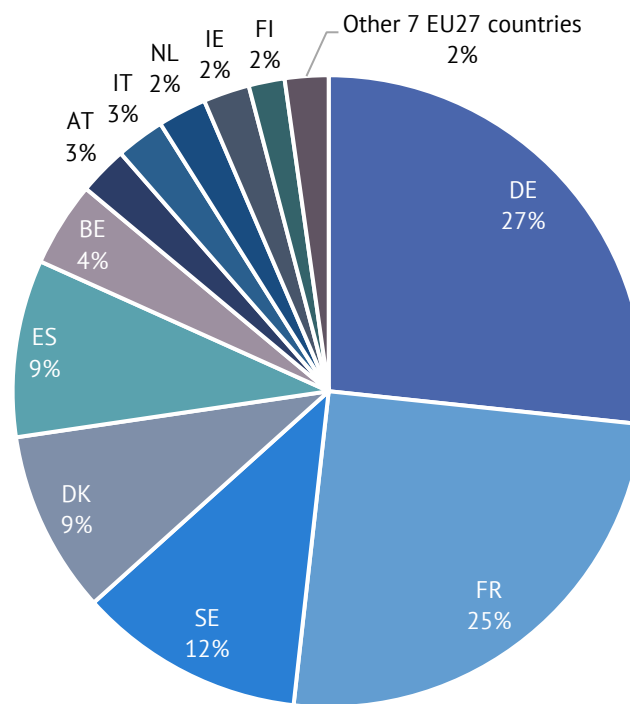
EU27 non-national exported content on FOD: Swedish films and German TV seasons

- ▶ On FOD, the most exported films were of Swedish origin (18 FOD catalogues out of 129 FOD catalogues are in Nordic countries) while German TV seasons were the most exported TV content.
- ▶ **Behind Swedish films, EU 4 films were the most exported non-national content.**
- ▶ For TV seasons, French TV seasons were the second most exported followed by Swedish and Danish TV seasons.

Origin of EU 27 non-national **films** on FOD



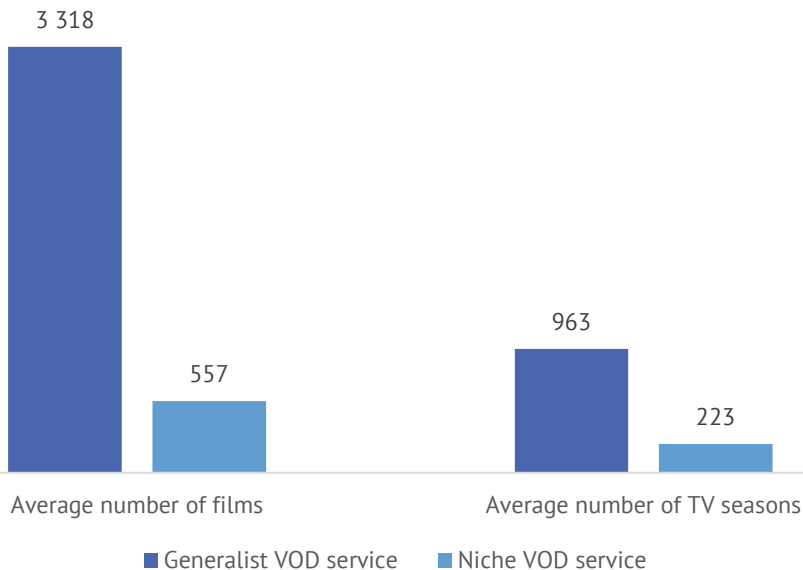
Origin of EU 27 non-national **TV seasons** on FOD



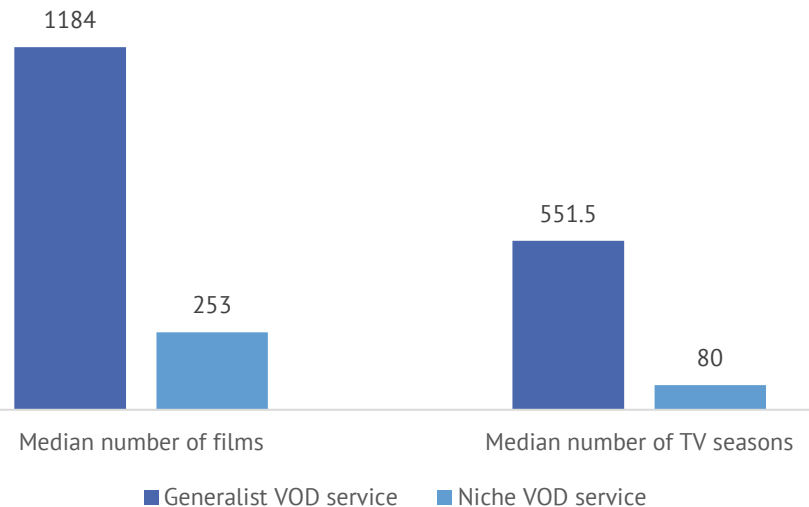
Generalist VOD services offer more works than niche VOD services

- ▶ On average, a **generalist VOD service (Google Play, Netflix...)** offers more films and TV seasons than a **niche VOD service specialised in a genre of works** (art house films, anime, horror, documentaries etc.) and often curated.
- ▶ In the film sample, 419 VOD catalogues were classified as generalist and 552 as niche.
- ▶ In the TV sample, 289 VOD catalogues were classified as generalist and 208 as niche.

Average number of works by VOD service's focus



Median number of works by VOD service's focus



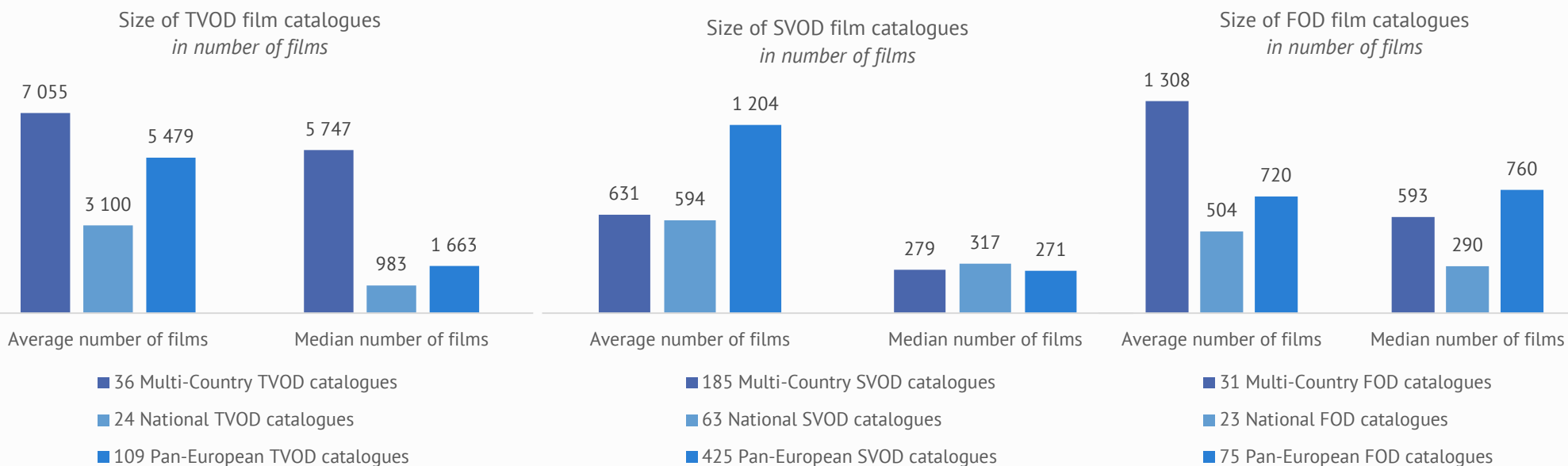
Source: JustWatch catalogue data

Films in 971 VOD catalogues in the EU27

Overview of
673 SVOD catalogues,
169 TVOD catalogues
and
129 FOD catalogues

Strong differences between national, multi-country and pan-European catalogues

- ▶ The highest average and median number of films were found in multi-country TVOD catalogues.
- ▶ The lowest average of films was found in national FOD and multi-country SVOD catalogues.
- ▶ The highest number of catalogues in the sample were pan-European SVOD catalogues (available in more than 14 EU countries) with generalist services such as Netflix, Amazon Prime Video, Apple TV+ and Disney+, and niche services such as CuriosityStream, Docsville, Hoichoi and MUBI.
- ▶ For all business models, pan-European services were the most represented in the sample, followed by multi-country services (available in 2 to 13 EU countries) and national services.



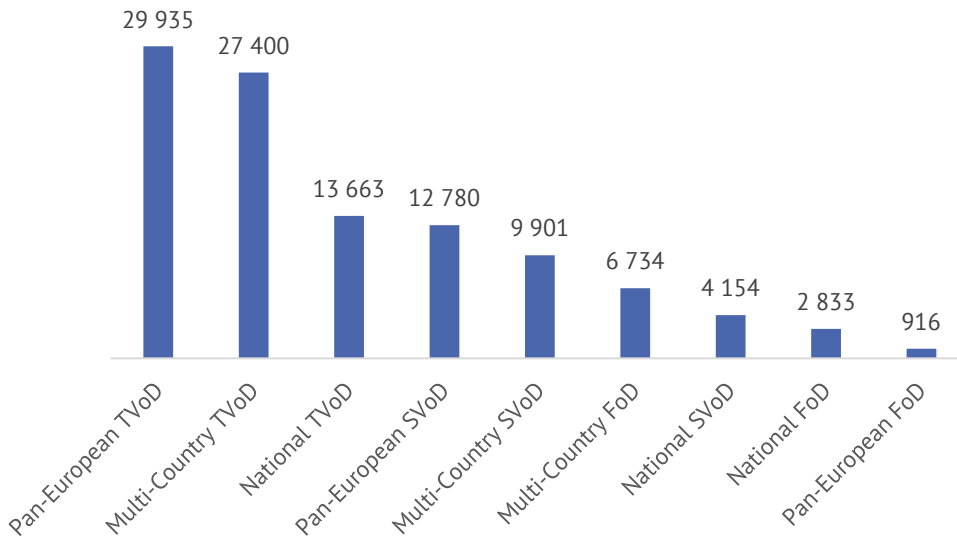
Note: Average refers to the total number of films in catalogues divided by the total number of catalogues for TVOD, FOD and SVOD services, and for multi-country, pan-European and national services, respectively. The median is calculated separately for TVOD, FOD and SVOD services, and for multi-country, pan-European and national services, respectively.

Source: JustWatch catalogue data

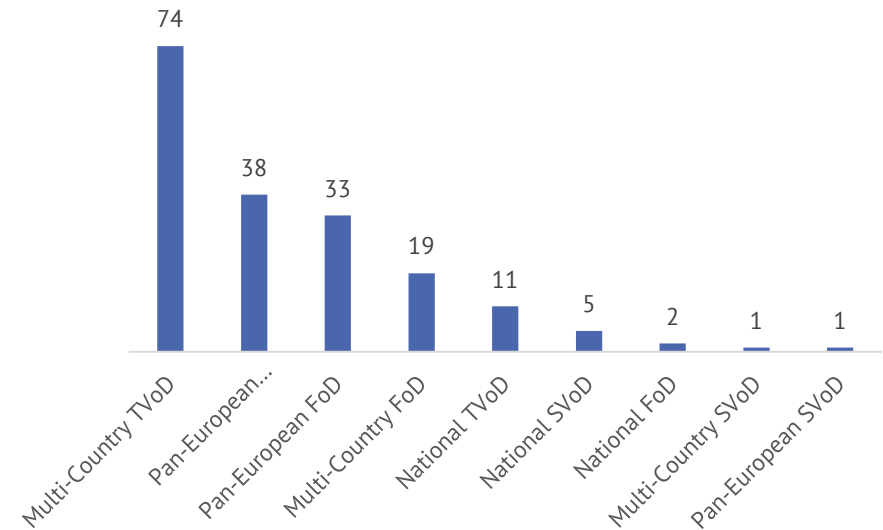
Huge disparities in the number of films for TVOD and SVOD services

- ▶ The highest number of films were found in pan-European TVOD services (iTunes IE) and multi-country TVOD services (Amazon TVOD DE).
- ▶ The disparities in the maximum and minimum number of films between the same types of services show however that some services may also have been **more focused on curation** of films or had an **offering more focused on other types of content** than films (TV content, niche content).

Maximum number of films in catalogue
by business model

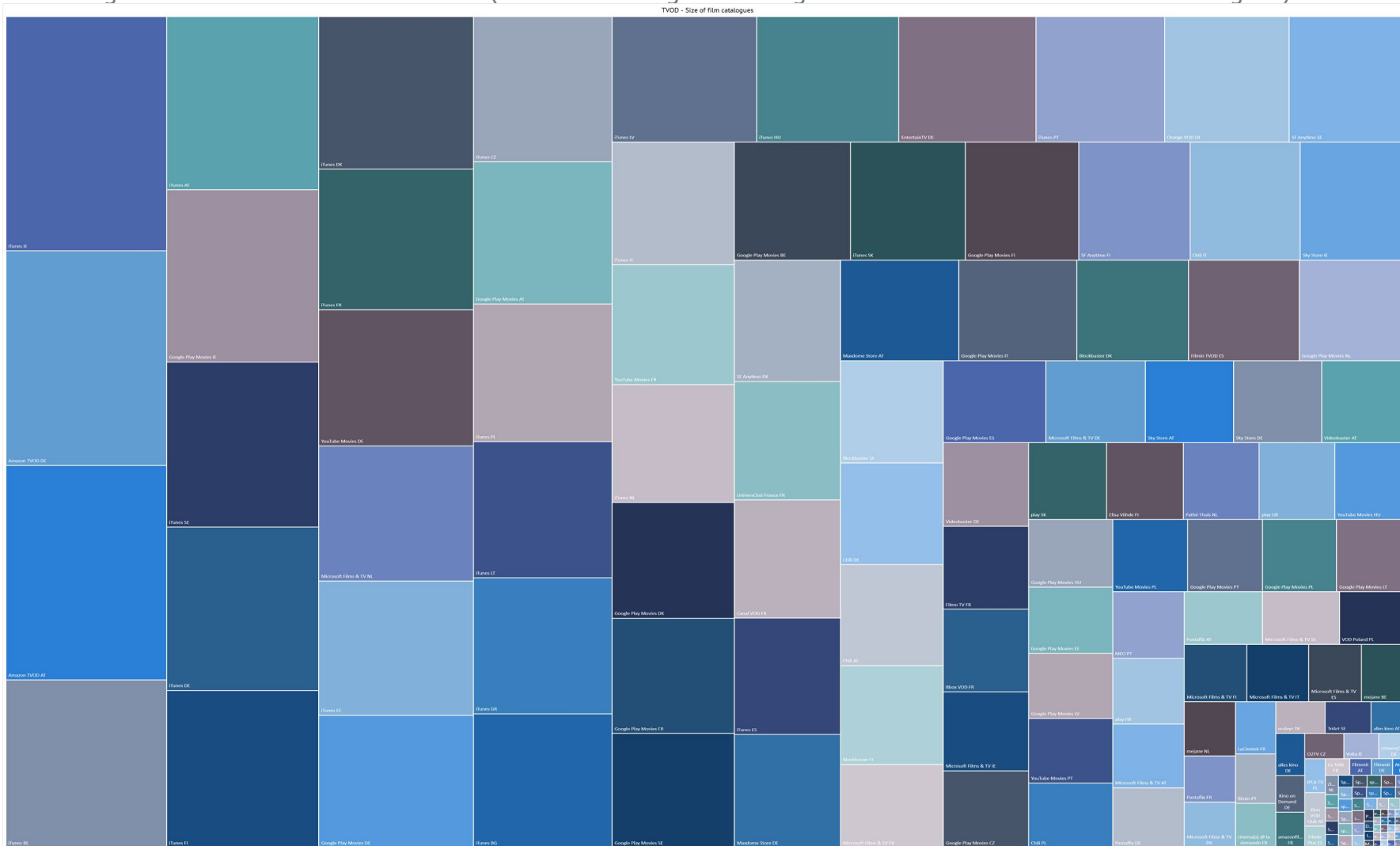


Minimum number of films in catalogue
by business model



Extreme disparities in the size of 169 TVOD catalogues in the sample

- ▶ Average and median values do not reflect the enormous disparities in the numbers of films in each VOD catalogue.
- ▶ 40 TVOD catalogues had more than 10 000 films, 24 between 5 000 and 9 999 films, 33 between 1 000 and 4 999 films and 72 TVOD catalogues had fewer than 1 000 films (with 32 catalogues having fewer than 100 films in their catalogues).



Source: JustWatch catalogue data

Extreme disparities in the size of 673 SVOD catalogues



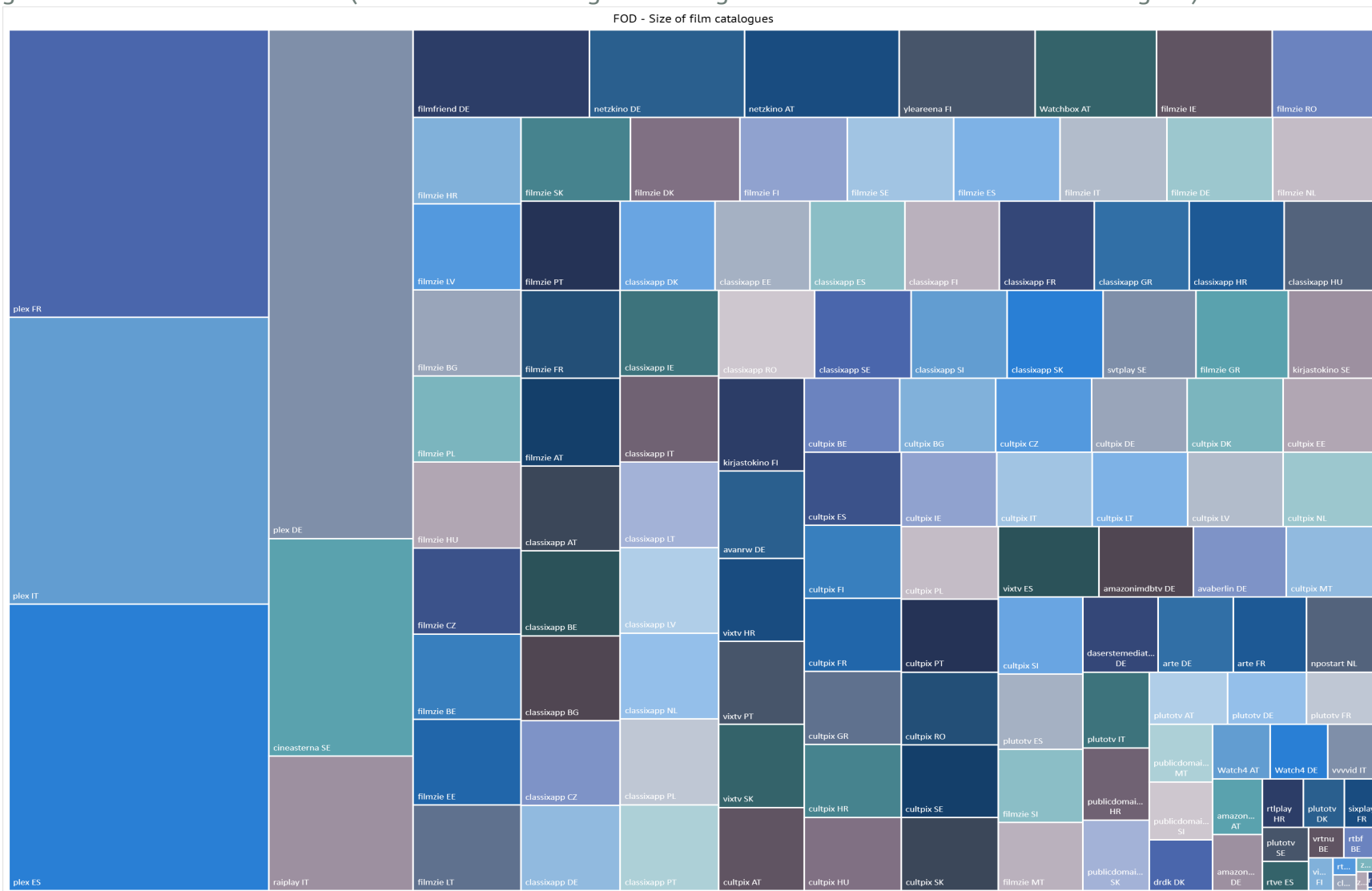
Two SVOD catalogues had more than 10 000 films, 22 between 5 000 and 9 999 films, 171 between 1 000 and 4 999 films and 478 SVOD catalogues had fewer than 1 000 films (with 135 SVOD catalogues having fewer than 100 films in their catalogues).



Source: JustWatch catalogue data

Fewer disparities in the size of 129 FOD catalogues

Four FOD catalogues had more than 5 000 films, 6 between 1 000 and 4 999 films, 88 between 500 and 999 films and 31 FOD catalogues had less than 500 films (with 10 FOD catalogues having less than 100 films in their catalogues).

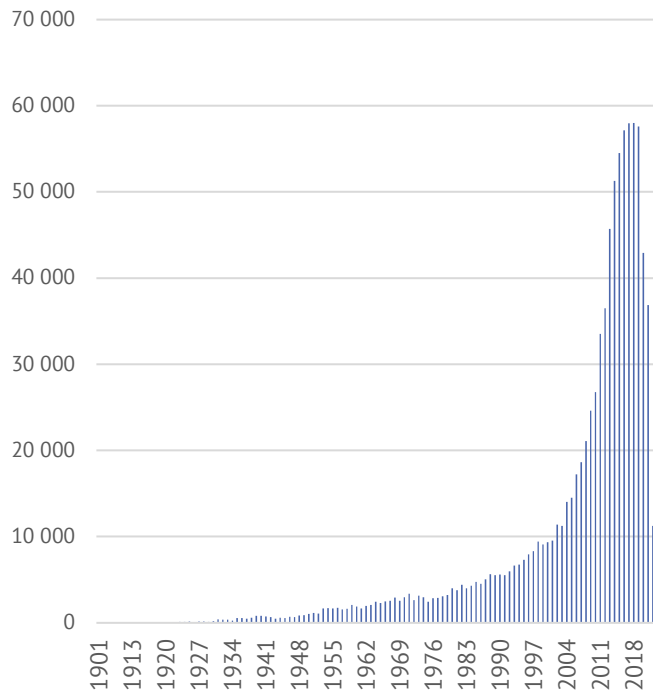


Source: Justwatch catalogue data

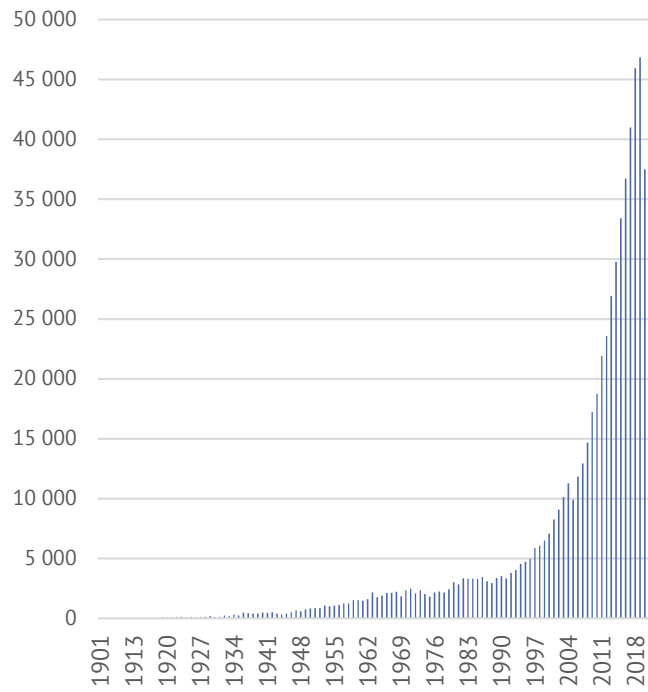
The bulk of films available on both TVOD and SVOD were less than 10 years old while FOD had slightly older films

- ▶ More than 50% of all films available on SVOD were produced in 2013 or later and 52% were less than 10 years old in 2022.
- ▶ More than 50% of all films available on TVOD were produced in 2013 or later and 56% were less than 10 years old in 2022.
- ▶ More than 50% of all films available on FOD were produced in 2007 or later and 39% were less than 10 years old in 2022.

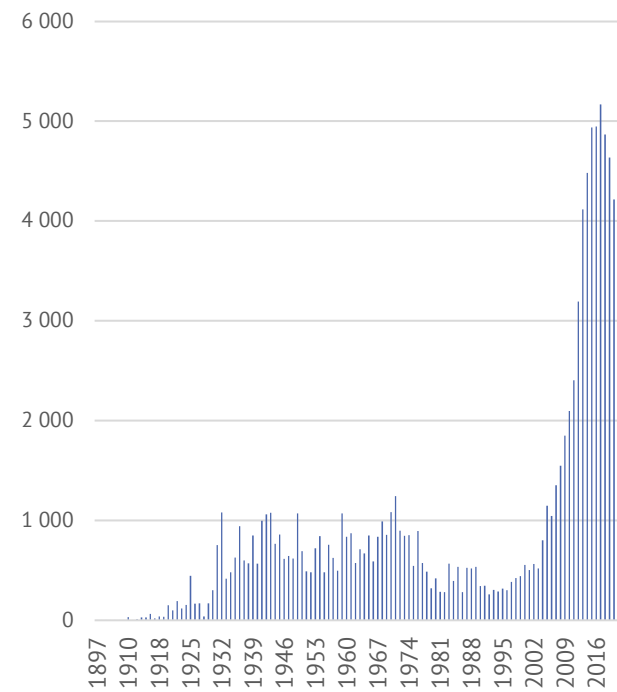
TVOD - Number of films by production year



SVOD - Number of films by production year



FOD - Number of films by production year



B.2 – Unique film titles available in VOD catalogues

On TVOD, SVOD and FOD combined, over **115 840 unique film titles** were available

- ▶ **EU27 unique film titles** were the **most represented with 36%** of all unique film titles with 41 852 titles.
- ▶ US film titles followed with 38 091 titles or 33% of overall unique titles.
- ▶ Other European titles made up 10% of titles with 10 707 titles, with British titles making up 78% of all other European titles on TVOD, 73% on SVOD and 77% on FOD.

A larger choice of unique titles on TVOD

- ▶ With over 77 716 titles, TVOD services had a larger film title offering than SVOD services with 72 902 titles and FOD with 23 772 titles.

A similar number of unique EU27 film titles on TVOD and SVOD services, fewer on FOD

- ▶ With **37% of all unique titles being of EU27 origin**, representing 28 429 unique film titles, TVOD services offered a similar choice to SVOD services' 27 198 unique **EU27 film titles or 37% of all film titles available on SVOD. On FOD, 8 716 EU27 film titles were available, with a share of 36% of all film titles available on FOD.**

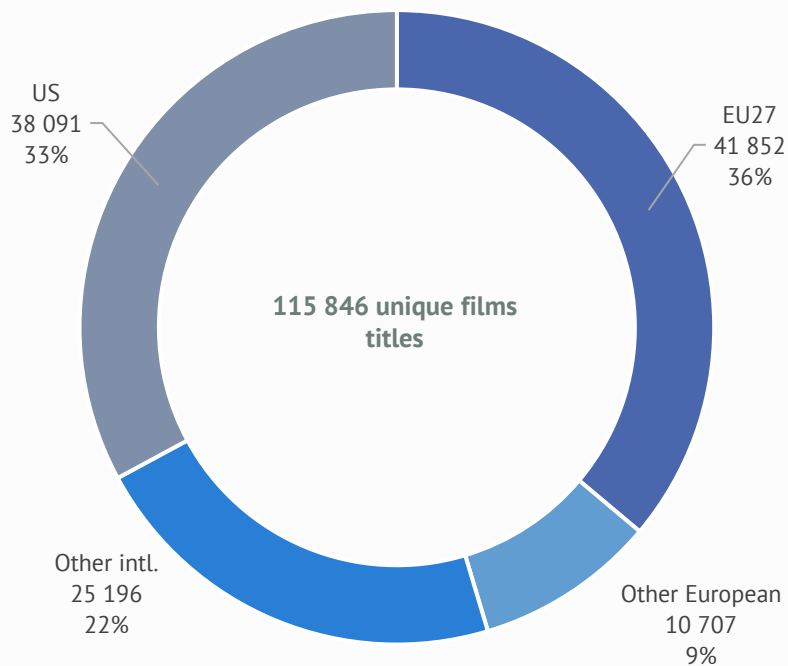
French, German, Italian and Spanish titles made up the bulk of EU titles, both on TVOD and SVOD, and a high share of Nordic titles on FOD

- ▶ With 27% of EU27 titles, **French titles were the most-found titles on TVOD**, followed by German titles with 22%, Italian with 13% and Spanish with 8%.
- ▶ **On SVOD, French titles represented 25% of all EU27 titles**, Italian 16%, German 14% and Spanish 11%.
- ▶ On FOD, German titles made up 23% of all EU27 titles, Italian 17%, French 14% and Swedish 13%.
- ▶ Nordic films (DK, FI, SE) represented 12% of all EU27 titles on TVOD and on SVOD but 28% on FOD due to the presence of several FOD catalogues of Nordic national broadcasters.

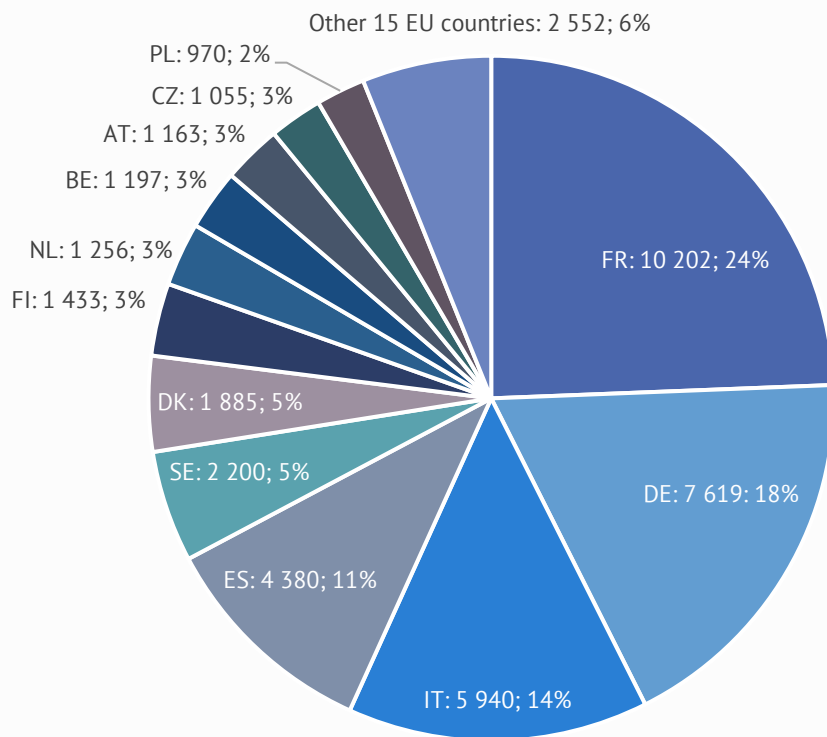
Total number of unique film titles available in VOD catalogues

- ▶ **115 846 unique films titles** were available to viewers on all three types of VOD catalogues.
- ▶ EU27 film titles made up 36% and other European film titles 9%.
- ▶ For EU27 films, **French, German, Italian and Spanish titles represented 67% of all unique EU27 film titles and Nordic films (DK, FI, SE) 13%.**

Origin of unique film titles in VOD catalogues by region of origin



Origin of unique EU27 film titles in VOD catalogue by country of origin



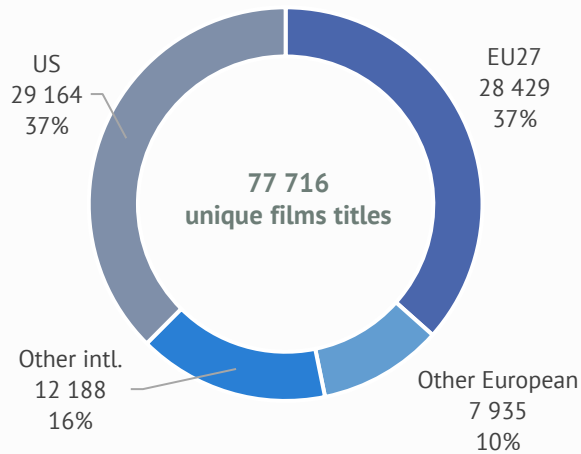
Less than 1% of all film titles could not be identified.

Source: JustWatch catalogue data

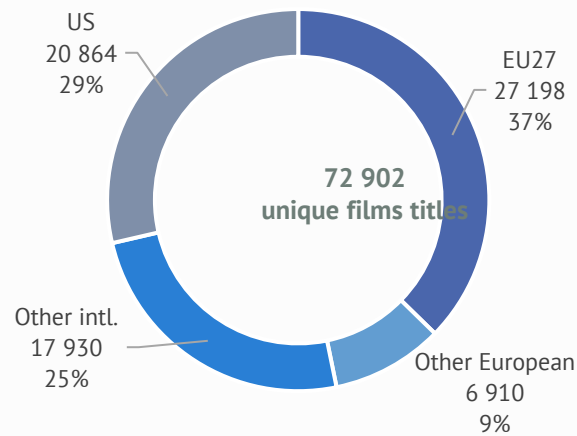
A larger choice of unique titles on TVOD

- ▶ **TVOD services** offered the **highest number of total unique films titles**, with over 77 700 titles available.
- ▶ On TVOD and SVOD services, **EU27 unique film titles represented 37% of all unique titles, on FOD 36%.**
- ▶ **SVOD had the highest share of international film titles** with 25% and the lowest share of US titles with 29%.
- ▶ **FOD catalogues had the highest share of US film titles** with 41%.

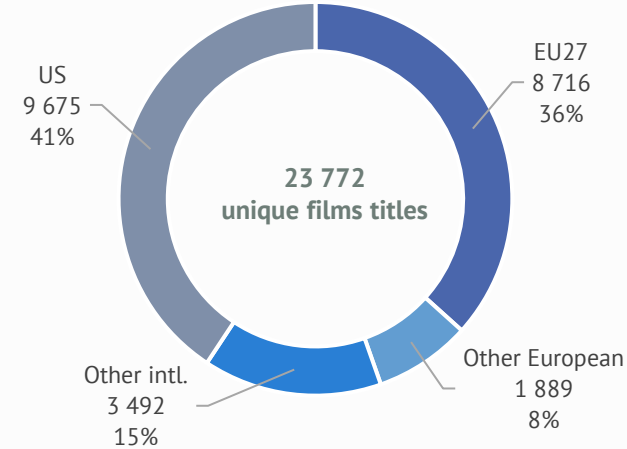
Origin of unique film titles in TVOD catalogues by region of origin



Origin of unique film titles in SVOD catalogues by region of origin



Origin of unique film titles in FOD catalogues by region of origin

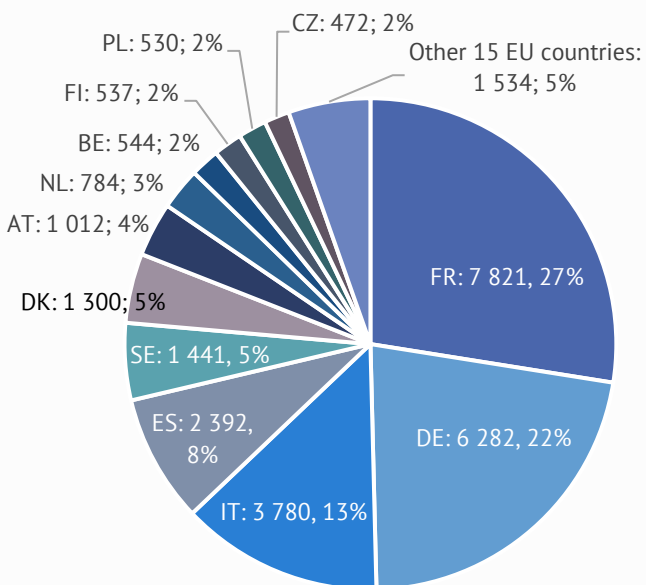


Source: JustWatch catalogue data

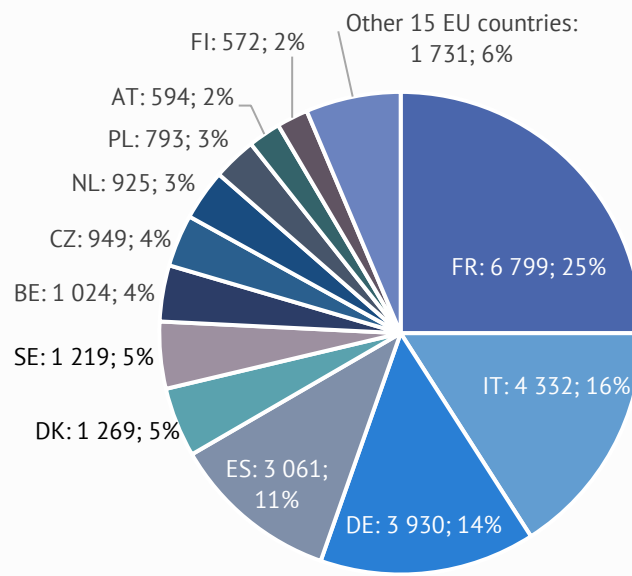
Differences in the origin of EU titles by business model

- Both on TVOD and SVOD, French titles were the most represented while on FOD it was German titles.
- French, German, Italian and Spanish titles represented 70% of all EU27 titles on TVOD, 66% on SVOD and 59% on FOD.
- Nordic titles (DK, FI, SE) represented 12% of all EU27 titles on TVOD and SVOD, 28% on FOD.
- For all types of catalogues, the other 15 EU production countries represented together between 4% and 6% of all unique titles.

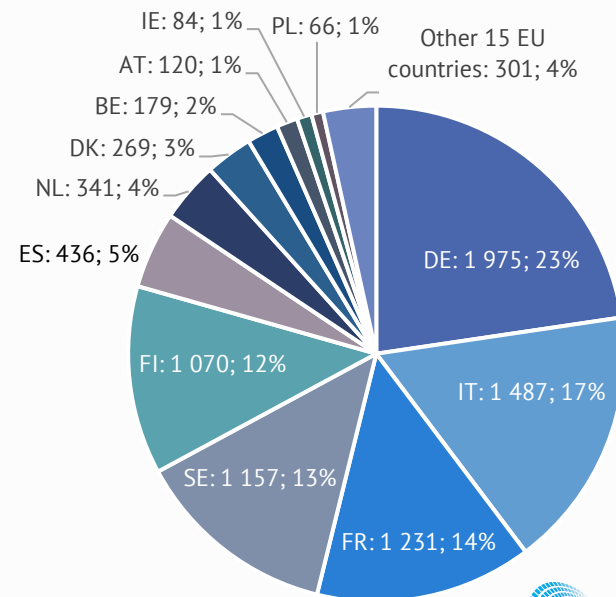
Origin of unique EU27 film titles in TVOD catalogues by country of origin



Origin of unique EU27 film titles in SVOD catalogues by country of origin



Origin of unique EU27 film titles in FOD catalogues by country of origin

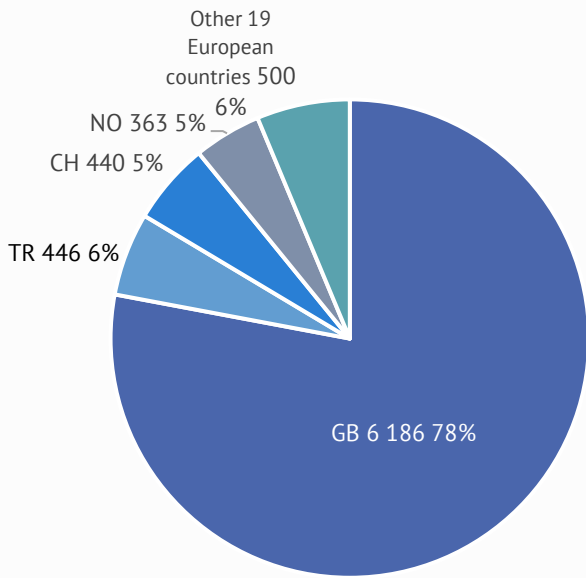


Source: JustWatch catalogue data

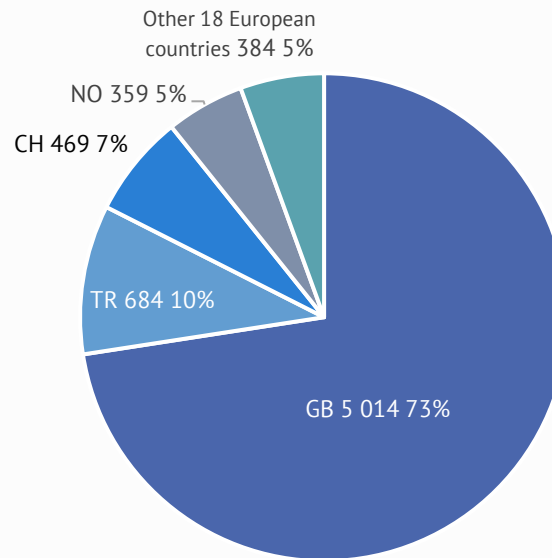
The importance of GB titles among “other European” film titles

- ▶ **British titles represented 78% on TVOD, 73% on SVOD and 77% on FOD** of all other European titles available (countries part of the Council of Europe but not in the European Union).
- ▶ **Turkish, Swiss and Norwegian titles** were the “other European” titles most found, far behind British titles.
- ▶ FOD relied a bit more on other European production countries with 11% of titles being produced in 14 European countries while for TVOD and SVOD only 5%-6% of other European titles were produced elsewhere.

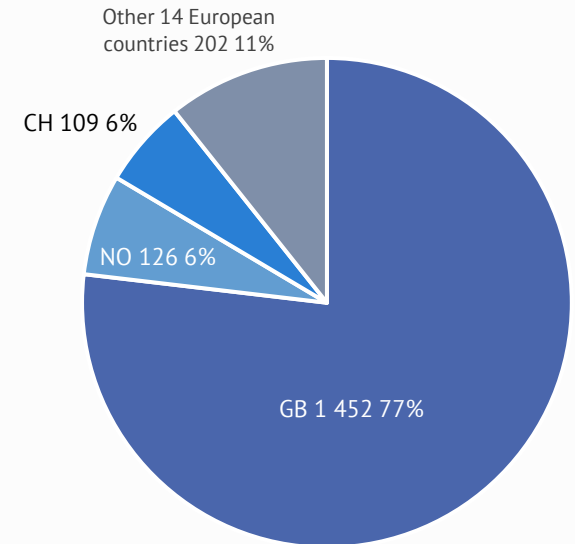
Origin of unique other European film titles in TVOD catalogues



Origin of unique other European film titles in SVOD catalogues



Origin of unique other European film titles in FOD catalogues



B.3 – Origin and circulation of films

21% of all films found in 169 TVOD catalogues, 26% of films found in 673 SVOD catalogues and 19% of films found in 129 FOD catalogues were of EU27 origin

- ▶ Titles from other European countries made up 11% on TVOD, 9% on SVOD and 7% on FOD; they were mainly from the United Kingdom.
- ▶ US titles made up 56% of films on TVOD, 37% on SVOD and 59% on FOD.
- ▶ Films from other regions had a much larger share on SVOD (28%) than on TVOD with 12% and FOD with 15%.

For all business models, national services offered a higher share of EU27 films than multi-country and pan-European services, more so for FOD services operated by national broadcasters

- ▶ In the 24 national TVOD catalogues, EU27 films represented 38% of all films; on 63 national SVOD services their share was 40% and on 23 national FOD services it was 57%.
- ▶ Other European films for the three types of national services made up 8% of the film offering for FOD, 9% on SVOD and 10% on TVOD, here again largely composed of films from the United Kingdom.
- ▶ US films represented 40% of all films on national TVOD services, 40% on national SVOD services and 27% on national FOD services.

EU27 films on multi-country services made up 30% of all films in 185 SVOD catalogues, 24% in 36 TVOD catalogues and 14% in 31 FOD catalogues

- ▶ Other European films accounted for 11% in multi-country TVOD, 10% in SVOD catalogues and 8% on FOD.
- ▶ US films accounted for the lion's share with 54% on multi-country TVOD catalogues, 40% on SVOD and 59% on FOD.
- ▶ Films of other regions accounted for 11% on multi-country TVOD services but 20% on multi-country SVOD catalogues, reflecting the recent evolution into the acquisition of films of more regions by global SVOD players, and 19% on FOD.

EU27 films made up 17% of all films available on pan-European TVOD services, 24% on pan-European SVOD services and 15% on pan-European FOD catalogues

- ▶ Other European films accounted for 11% in 109 pan-European TVOD catalogues, 9% in 425 pan-European SVOD catalogues and 6% in 75 pan-European FOD catalogues.
- ▶ US films represented 59% on TVOD, 36% on SVOD and 66% on FOD.
- ▶ Other international films represented 31% in the pan-European SVOD catalogues, showing the increasing internationalisation of these pan-European catalogues, while they made up only 13% in the pan-European TVOD and FOD catalogues.

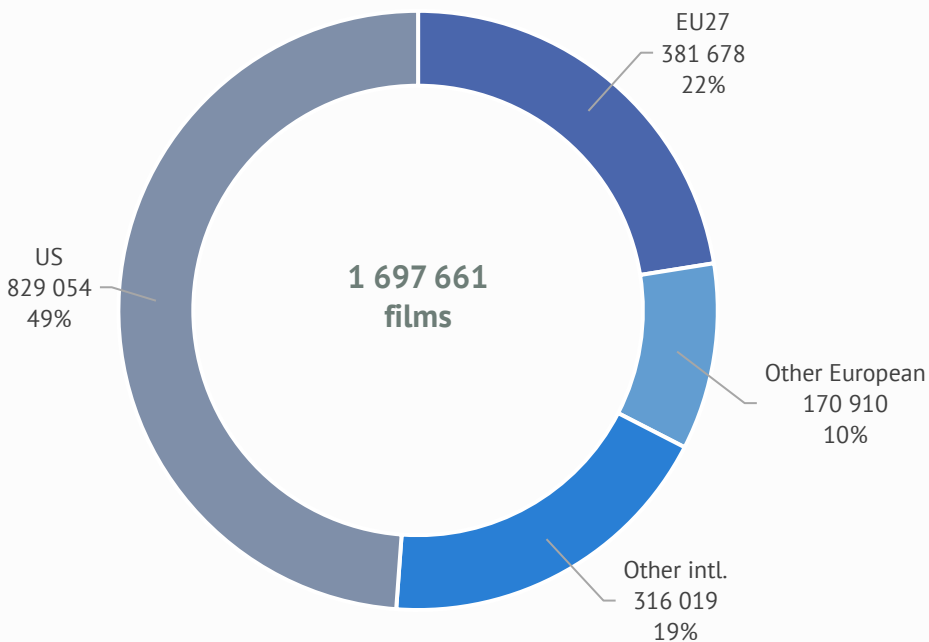
On average, an EU27 film title was available in 3 countries on TVOD, 5.2 countries on SVOD and 2.2 countries on FOD

- ▶ Other European film titles were available on average in 6.5 countries on TVOD, 7.2 countries on SVOD and 3.7 countries on FOD.
- ▶ This circulation compares to 8.4 countries for US titles on TVOD, 8.4 countries on SVOD and six on FOD.
- ▶ The best circulation was for other international films on SVOD with 9.7 countries while they had an average country presence of 5.7 on TVOD and 4.3 on FOD.
- ▶ EU27 titles circulated on average in 6.6 TVOD catalogues, in 6.3 SVOD catalogues and 2.3 FOD catalogues compared to 17.9 TVOD catalogues, 11.8 SVOD catalogues and 6.5 FOD catalogues for US titles.

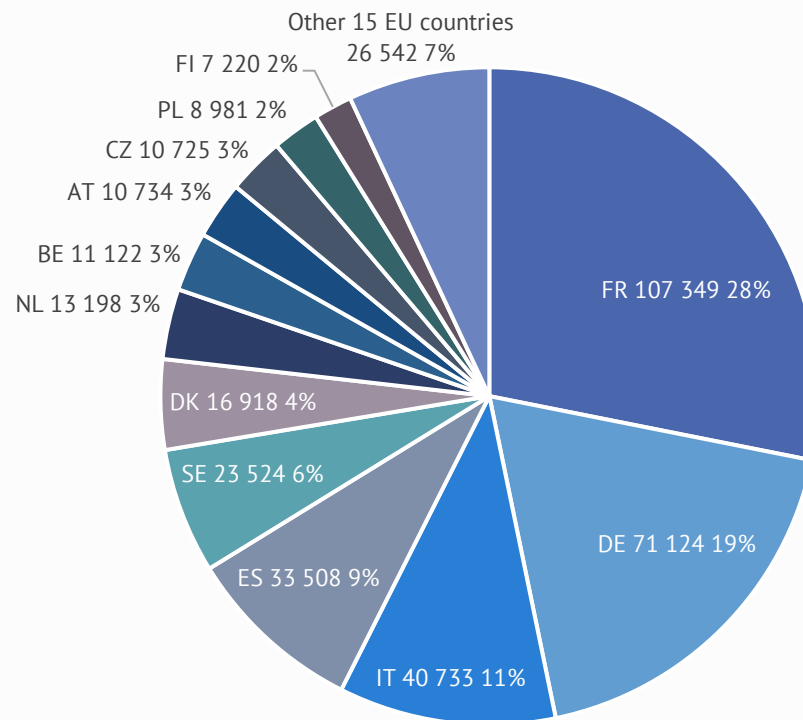
22% of all films in VOD catalogues were of EU27 origin

- ▶ In total, over 1.69 million films were present in the 971 VOD catalogues (TVOD, SVOD and FOD) of the sample.
- ▶ EU27 films represented 22% of all films available, while other European films accounted for 10%.
- ▶ The leading EU27 production countries were France with 28% of all EU27 films, followed by Germany with 19%, Italy with 11%, and Spain with 9%. These four countries accounted for 67% of all EU27 films. And Nordic films (DK, FI, SE) accounted for 12%.
- ▶ US films, with 49%, accounted for the lion's share of films available in VOD catalogues.

Origin of films in 971 VOD catalogues



Origin of EU27 films in 971 VOD catalogues by country of origin



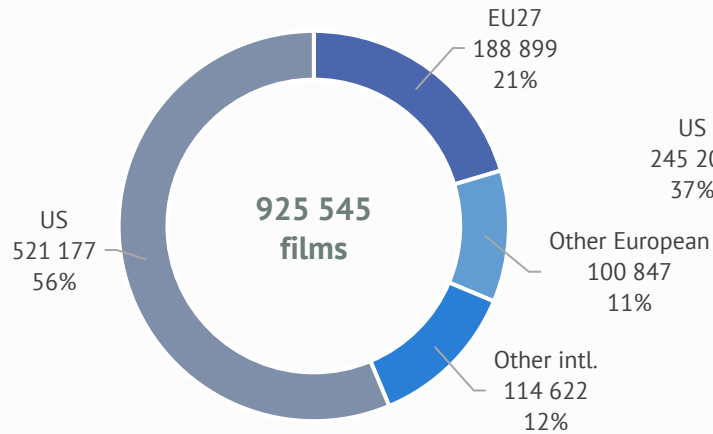
*Fewer than 1% of all films have not been identified. They have been excluded for the analysis.

Source: JustWatch catalogue data

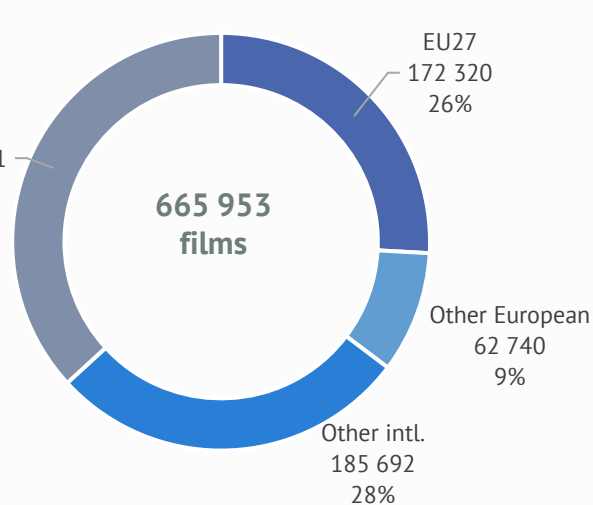
26% of all films on SVOD, 21% on TVOD and 19% on FOD were of EU27 origin

- ▶ EU27 films represented 21% in all TVOD catalogues, 26% in SVOD catalogues and 19% in FOD catalogues.
- ▶ Other European films represented 11% of all films on TVOD, 9% on SVOD and 7% on FOD catalogues.
- ▶ US films had the highest share in FOD catalogues with 59% of all films, followed by TVOD with 56% and SVOD with 37%.
- ▶ Films of other regions were better represented in SVOD catalogues with 28% compared to 12% in TVOD catalogues and 15% in FOD catalogues, showing the increased reliance of SVOD services on productions from around the world to complete their catalogues.

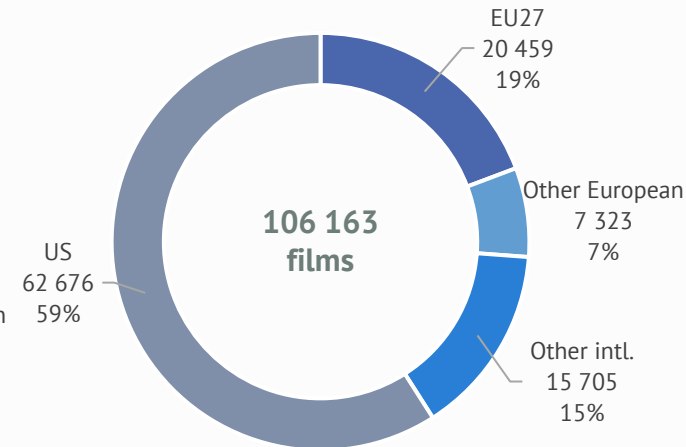
Origin of films in 169 TVOD catalogues



Origin of films in 673 SVOD catalogues



Origin of films in 129 FOD catalogues

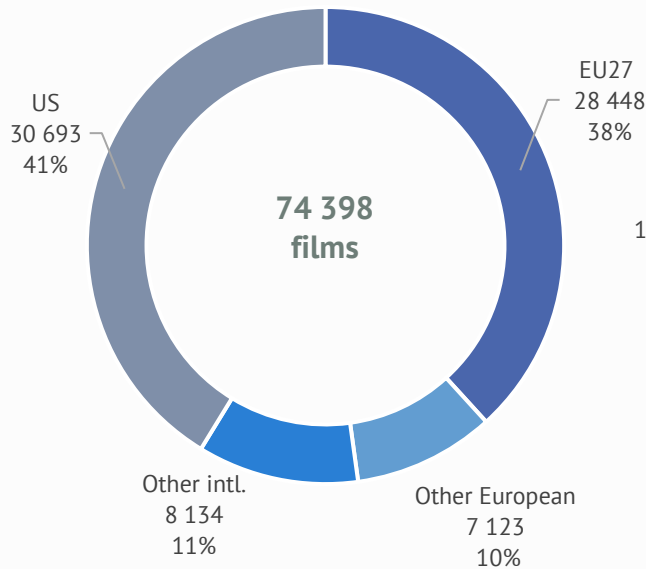


Source: JustWatch catalogue data

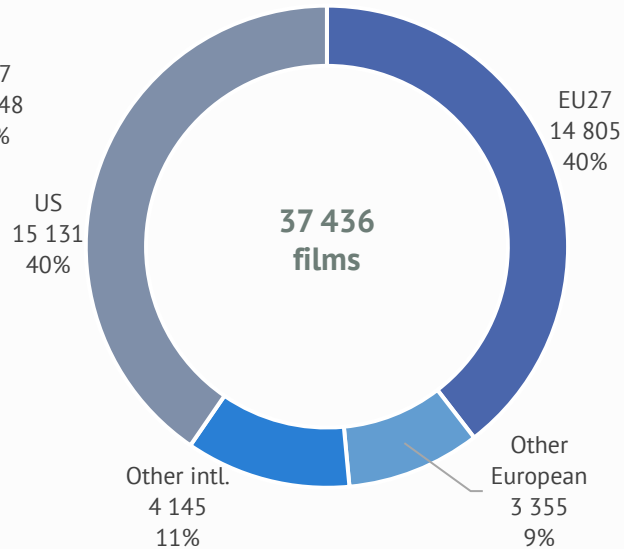
National services have the highest share of EU27 films and the lowest for US films

- ▶ **National services**, for TVOD, SVOD and FOD, **relied more on EU27** films to cater to national audiences than multi-country and pan-European VOD services, with respectively 38%, 40% and 57% of EU27 films.
- ▶ **These catalogues were complemented with other European films**, bringing the share of European films to 48% for national TVOD services, 49% for national SVOD services and 65% for national FOD services (mainly operated by national broadcasters).
- ▶ **The reliance on US films was also lower for national services** than multi-country and pan-European services (except for pan-European SVOD catalogues), especially for FOD and to a lesser degree for TVOD.

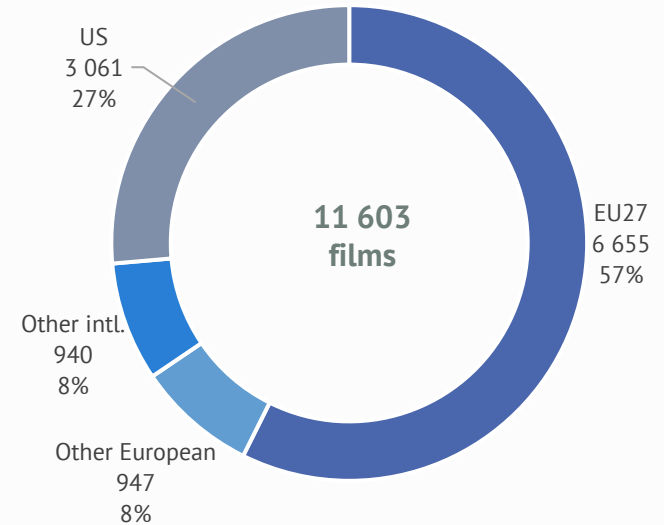
Origin of films in 24 national TVOD catalogues



Origin of films in 63 national SVOD catalogues



Origin of films in 23 national FOD catalogues

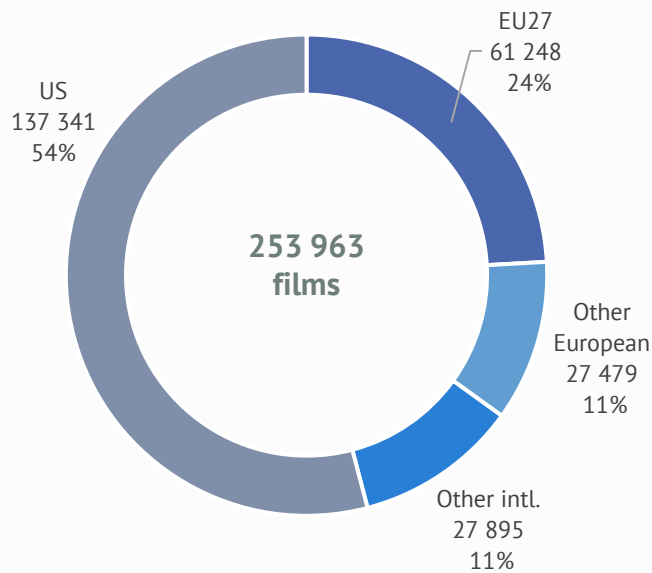


Source: JustWatch catalogue data

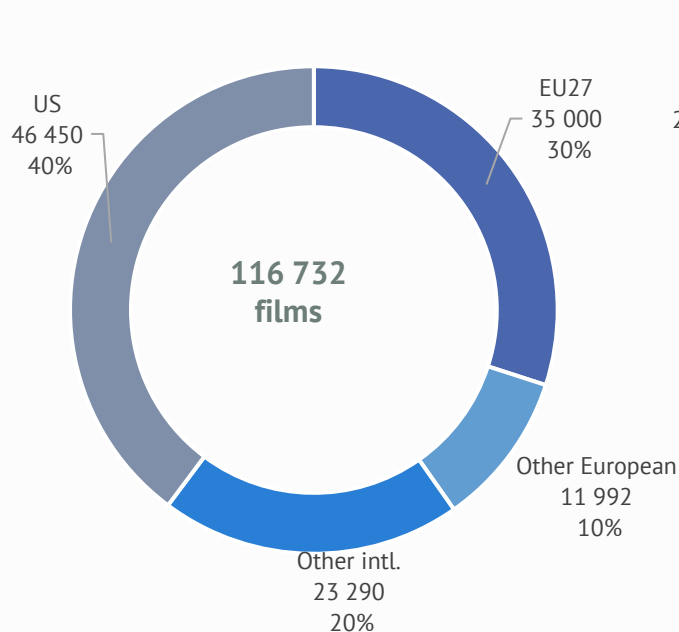
Multi-country services rely more on US films and less on EU27 films

- ▶ Multi-country FOD and TVOD services relied more on US films than SVOD services, with a share of 59% for FOD, 54% for TVOD and 40% for SVOD.
- ▶ EU27 films represented 24% of all films on multi-country TVOD and 30 % on SVOD services but only 14% on FOD services.
- ▶ SVOD catalogues had a relatively high share of films of other international regions with 20%, compared to TVOD's 11% and FOD's 19%.
- ▶ On average, multi-country SVOD services appeared to be more diversified with regard to the origin of films in their catalogues than TVOD and FOD services, relying less on US films for their film catalogues.

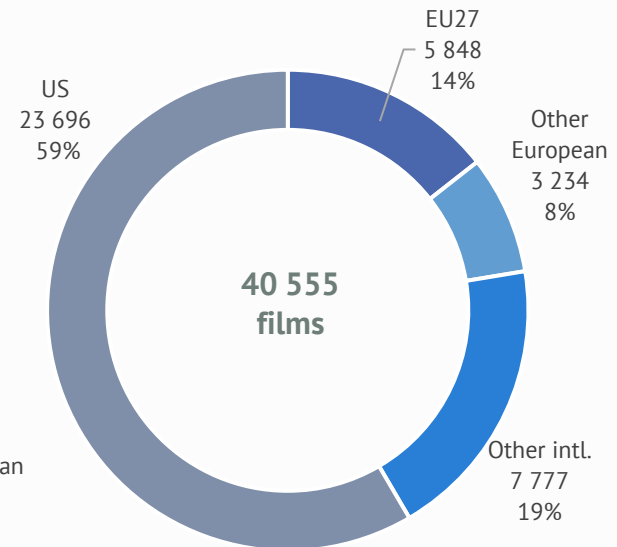
Origin of films in 36 multi-country TVOD catalogues



Origin of films in 185 multi-country SVOD catalogues



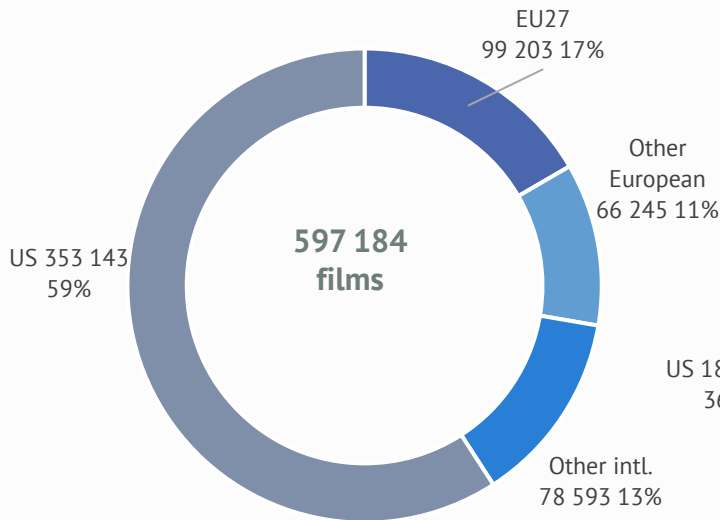
Origin of films in 31 multi-country FOD catalogues



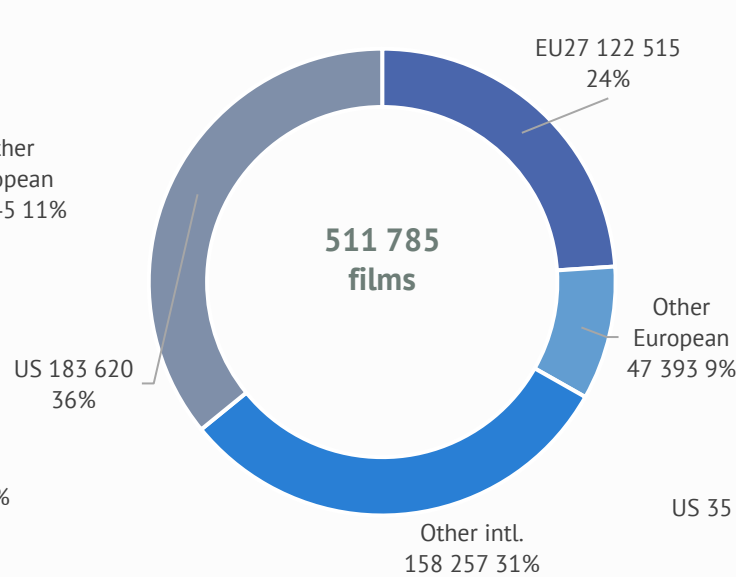
Heavy reliance on international films for pan-European SVOD services

- ▶ **Pan-European SVOD catalogues** had the highest share of EU27 films with 24%, followed by TVOD with 17% and FOD with 15%.
- ▶ **Pan-European FOD catalogues** relied the most on US films with a share of 66%, followed by TVOD catalogues with 59% and SVOD catalogues with 36%.
- ▶ **Other European films' share** was the highest in pan-European TVOD catalogues with 11%, followed by SVOD catalogues with 9% and FOD catalogues with 6%.
- ▶ Pan-European **SVOD catalogues** had a high share of international films with 31%, reflecting recent developments in terms of increased content production and acquisitions by global streaming services across the globe.

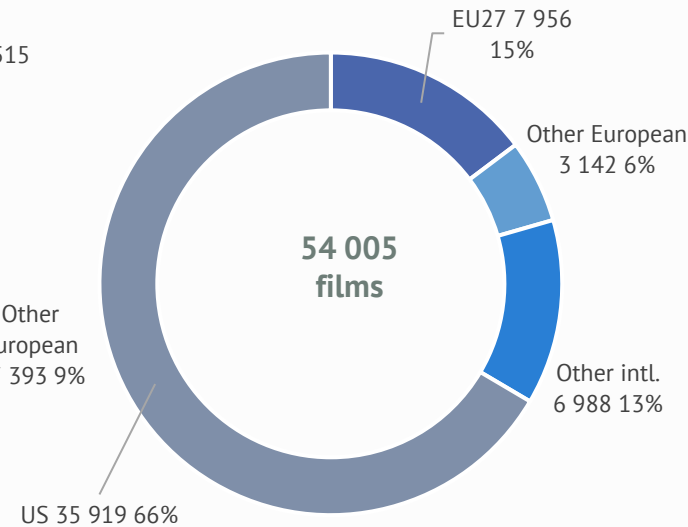
Origin of films in 109 pan-European TVOD catalogues



Origin of films in 425 pan-European SVOD catalogues



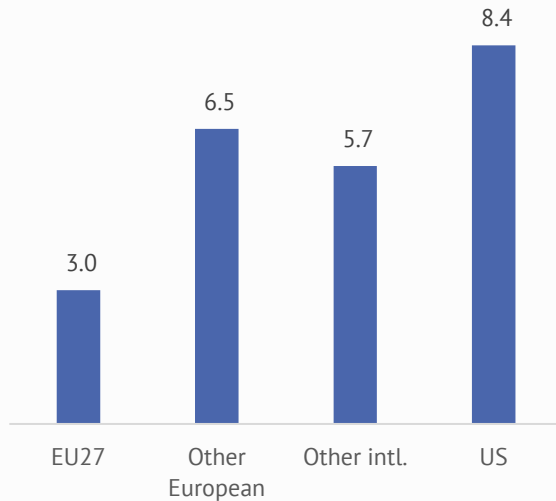
Origin of films in 75 pan-European FOD catalogues



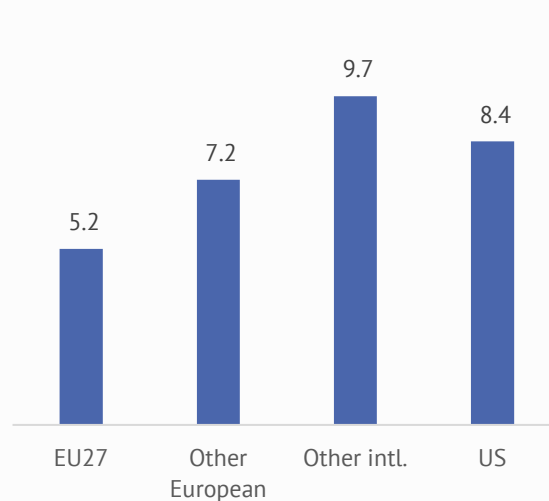
Lower percentages of EU27 films explained by lower title circulation in countries

- ▶ The lower share of EU films in total compared to their share of unique films is explained by their lower circulation in countries, with an average of three countries on TVOD, 5.2 countries on SVOD and 2.2 countries on FOD.
- ▶ Other international films travelled best in SVOD catalogues.

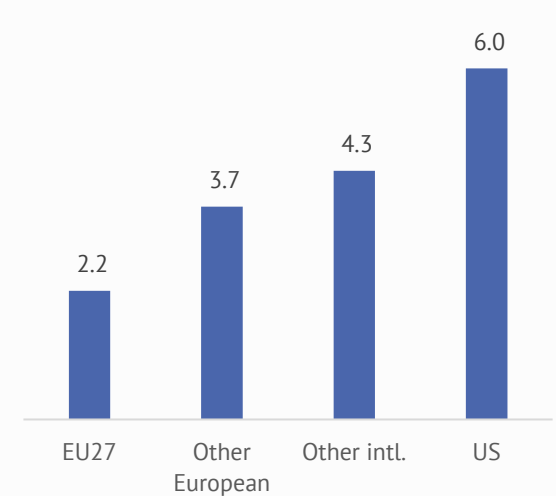
TVOD catalogues - Average circulation of titles in countries by region of origin



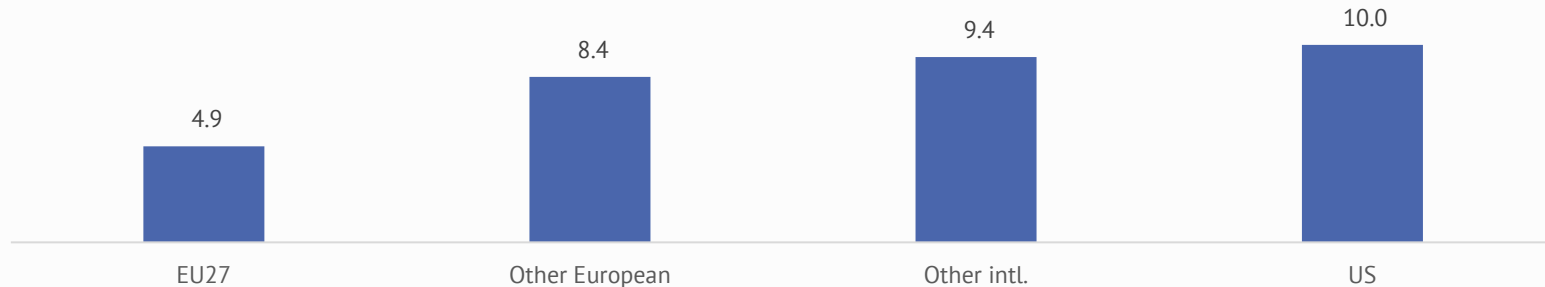
SVOD catalogues - Average circulation of titles in countries by region of origin



FOD catalogues - Average circulation of titles in countries by region of origin



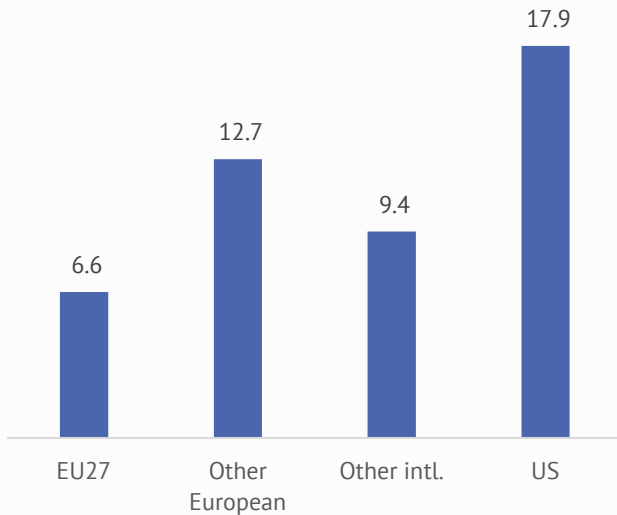
All VOD catalogues - Average circulation of titles in countries by region of origin



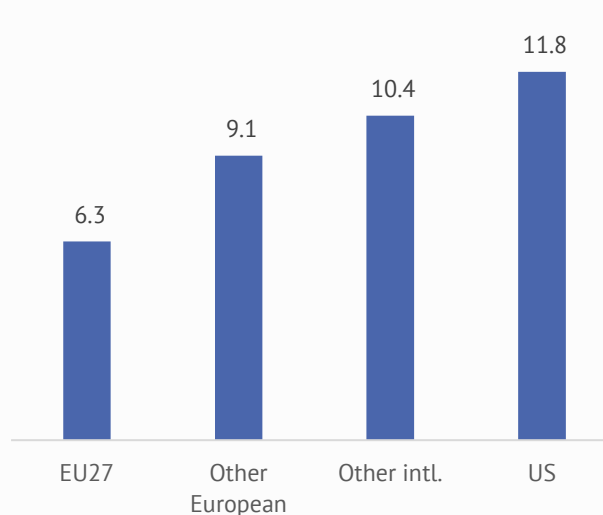
On services, EU27 titles tend to circulate less than titles of other regions

- ▶ On average, EU27 films were present in 6.6 TVOD catalogues, 6.3 SVOD catalogues and 2.3 FOD catalogues, less than films of all other regions.
- ▶ US films also circulated best on services, followed by other European films and films of other regions for all VOD services.

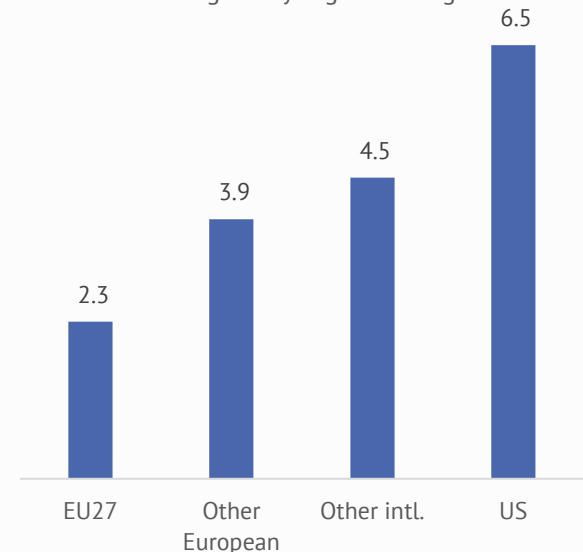
TVOD catalogues - Average circulation of titles in catalogues by region of origin



SVOD catalogues - Average circulation of titles in catalogues by region of origin



FOD catalogues - Average circulation of titles in catalogues by region of origin



All VOD catalogues - Average circulation of titles in catalogues by region of origin



B.4 – Focus on services' core business and ownership

Services owned by tech players had the highest number of films in TVOD catalogues, TV players had the highest number of films on SVOD (followed by pure VOD players) and in FOD catalogues pure VOD players had the highest number of films, followed by tech players

- ▶ 66% of all films found on TVOD were on services owned by tech companies (Apple, Microsoft, Google, Amazon), 34% of all films found on SVOD were on services owned by TV players (Viaplay, Disney, Zee, HBO Max) and 56% of all films in FOD catalogues were owned by pure VOD players (Classix, Cultpix, Filmzie).
- ▶ 27% of all films were found on SVOD services owned by pure VOD players (Netflix, FlixOlé, MUBI, Filmin, FilmoTV) and 6% on TVOD (FilmDoo, Chili, Flimmit, Spamflix, Filmin). Tech players on FOD (plex and Amazon's Freevee in Germany) accounted for 26% of all films.

The origin of films in catalogues varied according to the core business of the service owner

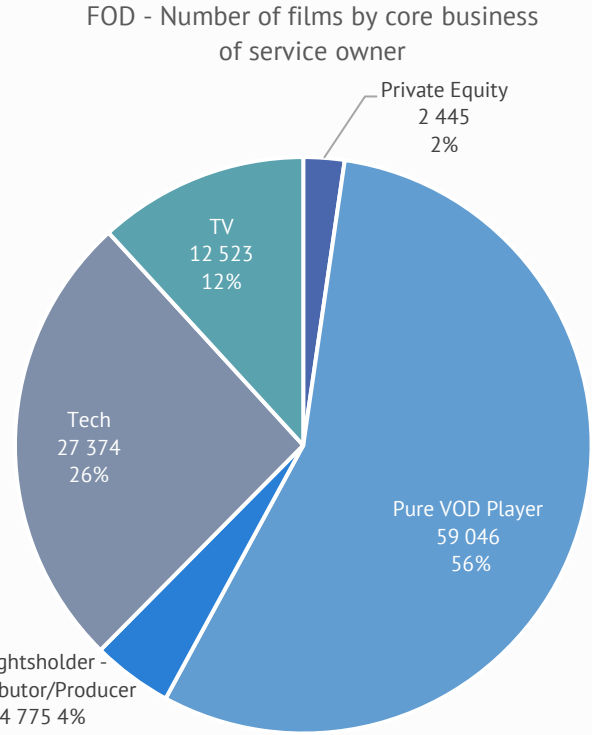
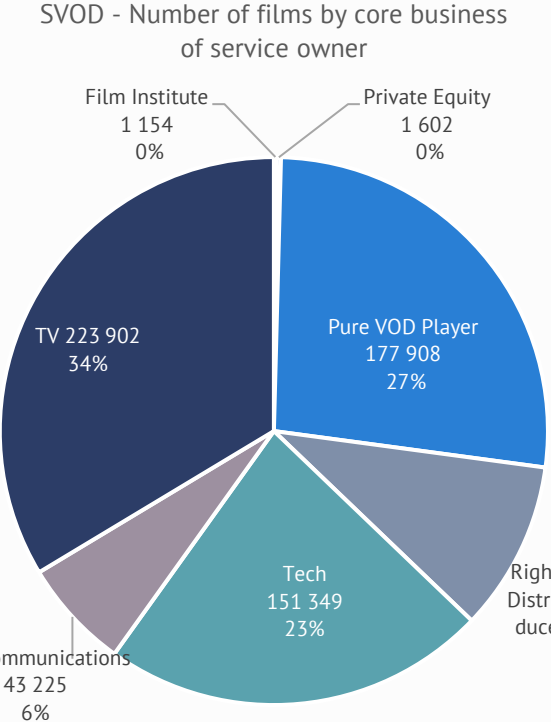
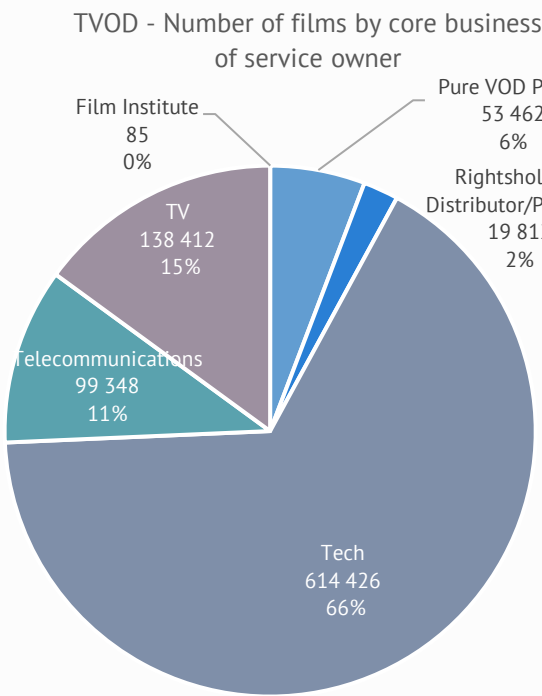
- ▶ On TVOD, services owned by TV players, rightsholders, pure VOD players and film institutes had the largest share of EU27 films in their catalogues, while the lowest share was found in the catalogues of tech players.
- ▶ On SVOD, services owned by pure VOD players, rightsholders and film institutes had the highest share of EU27 films.
- ▶ On FOD, services owned by TV players and rightsholders had the highest share of EU27 films.

Services owned by EU players had the highest share of EU films while services owned by global players offered the largest number of films

- ▶ EU owned catalogues had on average a 26% share for TVOD, a 42% share for SVOD and a 23% share for FOD of EU27 films, while global services had a 18% share for TVOD, a 22% share for SVOD and a 9% share for FOD of EU27 films.

TVOD services operated by tech players, SVOD services owned by TV and pure players and FOD services owned by pure VOD players had the highest average number of films

Tech players on TVOD, TV and pure VOD players on SVOD, and pure VOD players and tech players on FOD accounted for the largest number of films in catalogues for each business model.



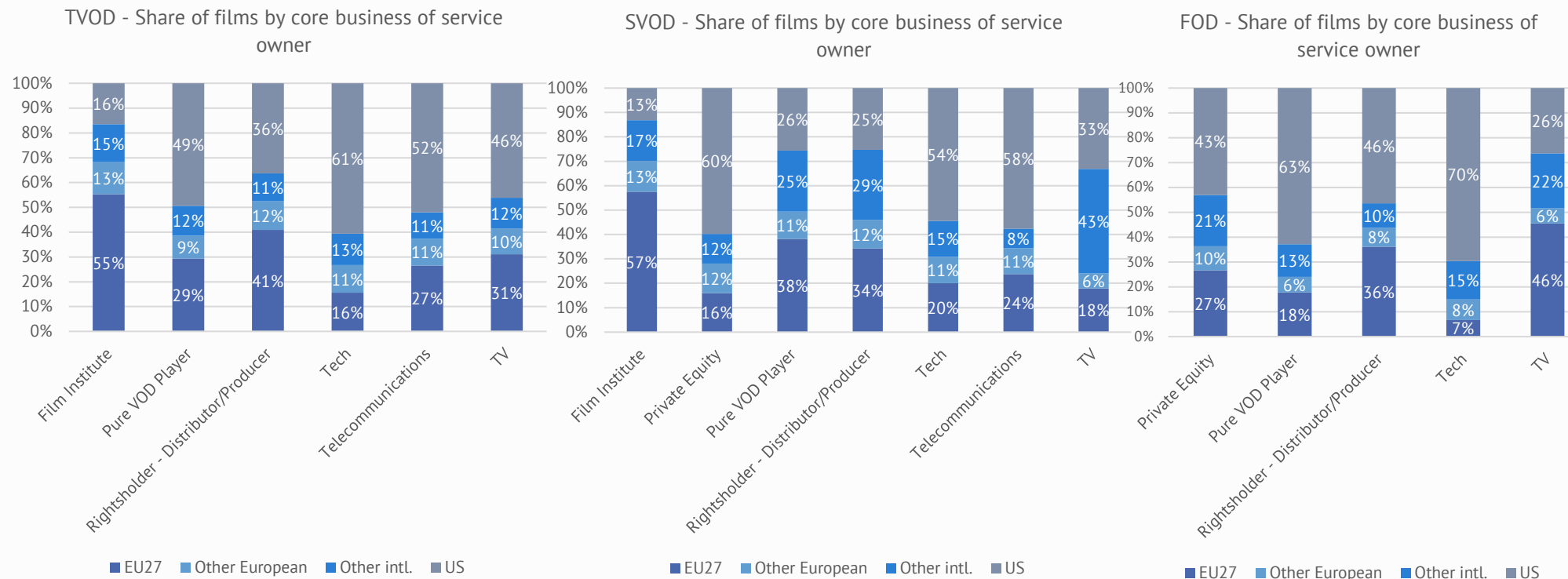
Core Business	Number of TVOD catalogues	AVG number of films/catalogue	Number of SVOD catalogues	AVG number of films/catalogue	Number of FOD catalogues	AVG number of films/catalogue
Film Institute	1	85	1	1 154		
Private Equity			2	801	2	1 223
Pure VOD Player	39	1 371	151	1 178	80	738
Rightsholder - Distributor/Producer	14	1 415	205	326	11	434
Tech	57	10 779	105	1 441	5	5 475
Telecommunications	15	6 623	22	1 965		
TV	43	3 219	184	1 217	31	404

Source: JustWatch catalogue data



Sharp differences in the composition of catalogues by core business of service owners

- ▶ The highest share of EU27 films in catalogues was found in catalogues of film institutes and rightsholders on TVOD, film institutes and pure VOD players on SVOD, and TV players and rightsholders on FOD.
- ▶ Tech players for all three business models had the highest share of US films.

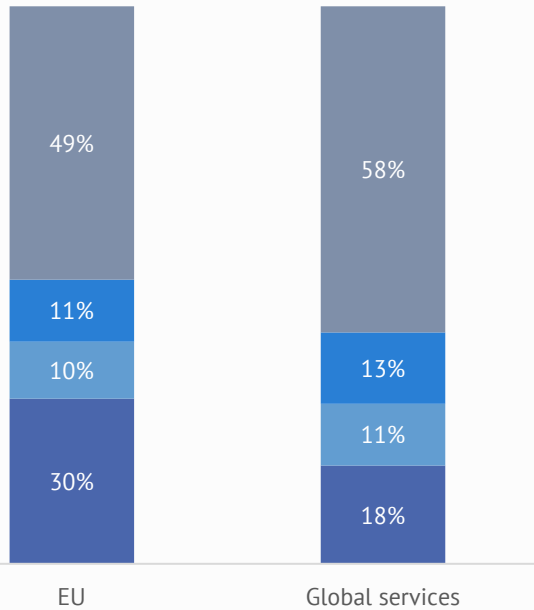


Source: JustWatch catalogue data

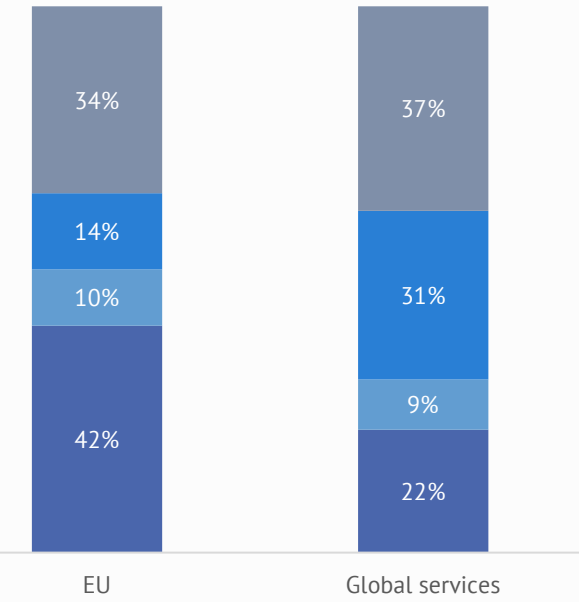
Higher share of EU27 films for EU27-owned service

- ▶ While the share of EU27 films was higher for EU-owned services for all three business models, **the share of US films was similar for SVOD services**, independent of the owner.
- ▶ For **FOD**, global services had a much higher share of US films than EU-owned services.

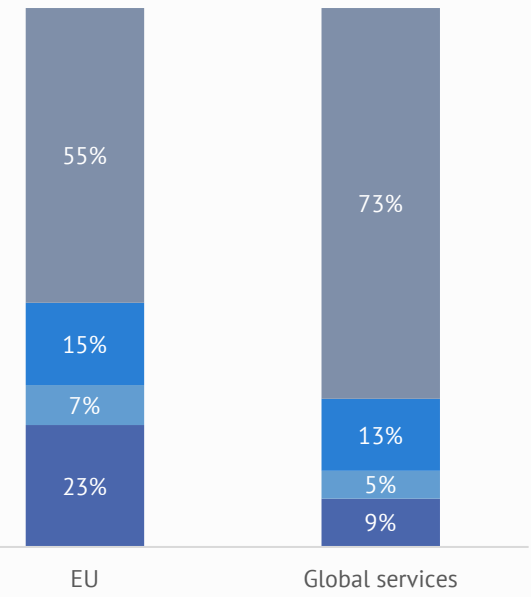
TVOD - Share of films by origin of service owner



SVOD - Share of films by origin of service owner



FOD - Share of films by origin of service owner



■ EU27 ■ Other European ■ Other intl. ■ US

■ EU27 ■ Other European ■ Other intl. ■ US

■ EU27 ■ Other European ■ Other intl. ■ US

	Number of TVOD catalogues	Average number of films/cat.	Number of SVOD catalogues	Average number of films/cat.	Number of FOD catalogues	Average number of films/cat.
EU	72	2 962	151	784	86	934
Global services	97	7 343	522	1 049	43	602

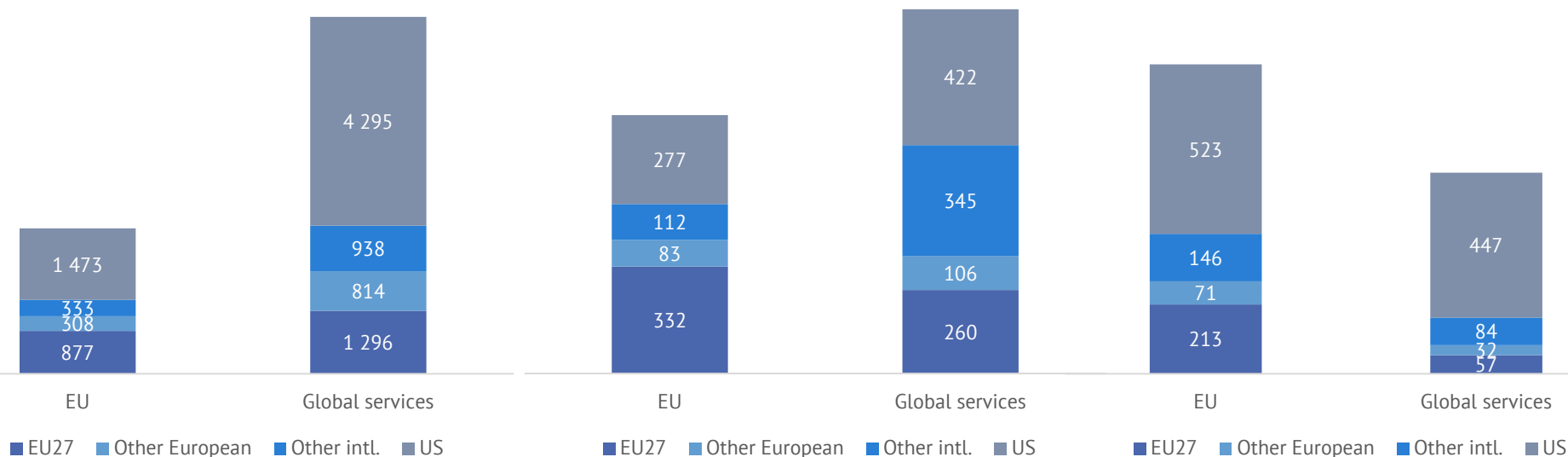
On FOD and SVOD, a higher average number of EU27 films for EU-owned services

- ▶ The average EU-owned FOD service offered a higher number of films overall, and a higher number of EU27 and other European films, than global-owned FOD services.
- ▶ Global services had a higher average number of other European and other international films on TVOD and SVOD.
- ▶ Global services offered on average more films on TVOD and SVOD than EU-owned services.

TVOD - Average number and region of origin of films by service owner

SVOD - Average number and region of origin of films by service owner

FOD - Average number and region of origin of films by service owner



Source: JustWatch catalogue data

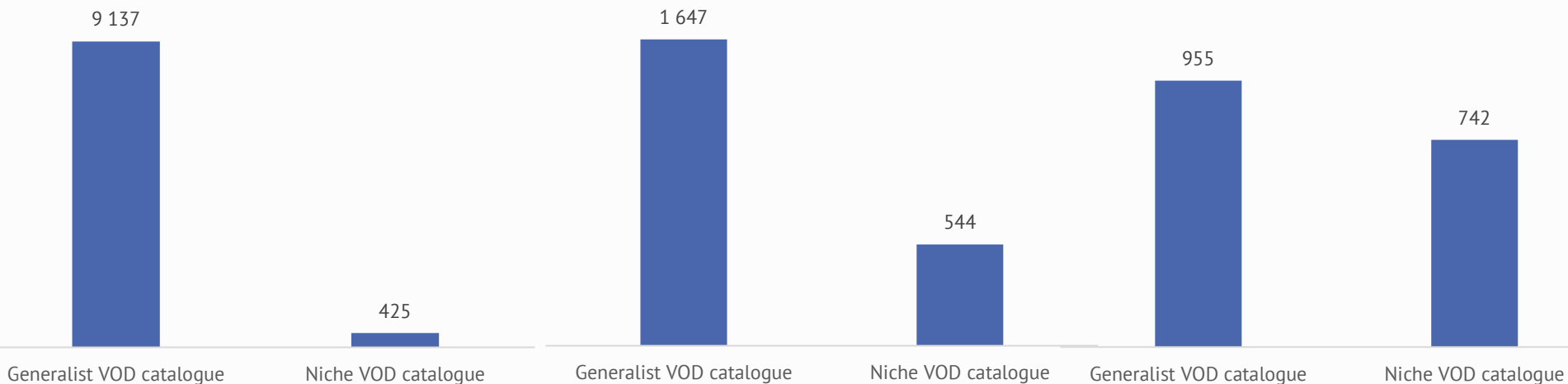
Generalist services had a higher average number of films

- ▶ For all three business models, services with a generalist focus had a higher number of films in their catalogues.
- ▶ For FOD services, the difference between generalist and niche services was the lowest.
- ▶ The difference in the number of films was the highest for TVOD services - generalist services had on average 21 times more films than niche services.

TVOD - Average number of films by service focus

SVOD - Average number of films by service focus

FOD - Average number of films by service focus



Source: JustWatch catalogue data

B.5 – Composition of catalogues by national and EU27 non-national films

On TVOD, 35% of all EU27 films were of national origin, 19% on SVOD and 32% on FOD

- ▶ EU27 non-national films were the main source of EU films for all types of services.
- ▶ The share of national films was higher in the catalogues of the larger film-producing countries of the EU27.

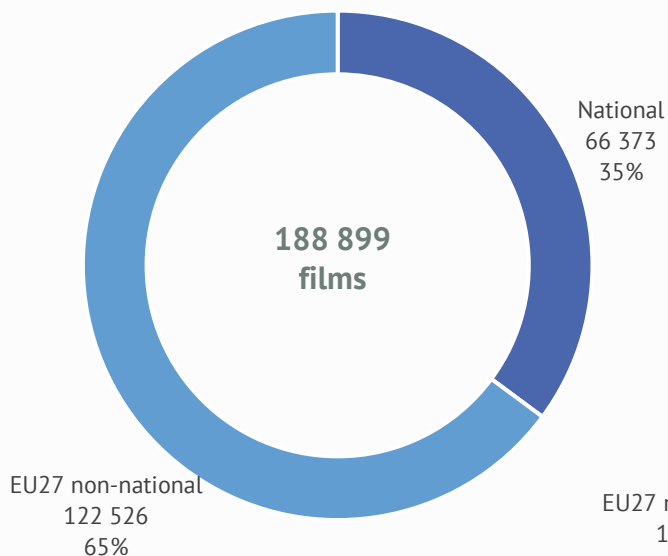
On TVOD, SVOD and FOD, national services had a much higher share of national films than multi-country and pan-European services, which relied more on EU27 non-national films for their EU27 film offerings

- ▶ With a national film share of 58% out of EU27 films on TVOD, 57% on SVOD and 68% on FOD, national services had a higher share of national film offerings.
- ▶ For multi-country services, national films represented 33% of all EU27 films on TVOD, 23% on SVOD and 28% on FOD.
- ▶ On pan-European TVOD services, national films represented a share of 30% of EU27 films, 13% on SVOD and 4% on FOD.
- ▶ This shows that national services, for TVOD, SVOD and FOD, tended to cater to national tastes in their film offerings for EU27 film content while multi-country and pan-European services relied heavily on EU non-national films to complement their EU27 film offerings.

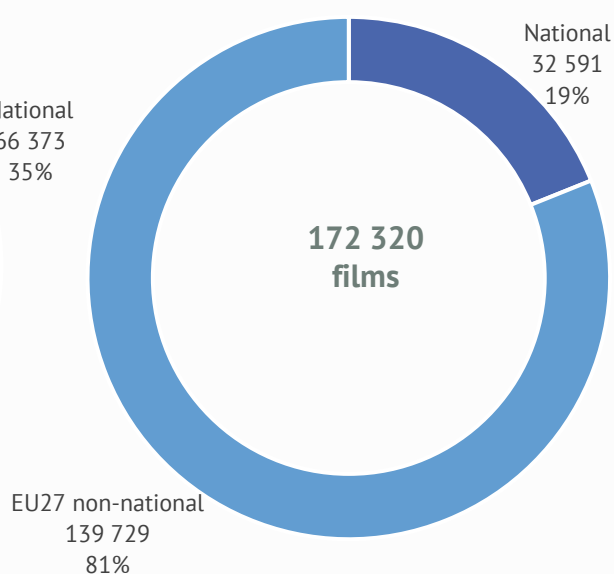
EU non-national films represent the majority of EU films

- ▶ On TVOD and FOD, national films had a higher share than EU27 non-national films, compared to SVOD.
- ▶ For all business models, EU27 non-national films represented the main source for EU27 films with 65% of all EU27 films on TVOD, 81% on SVOD and 68% on FOD.
- ▶ The offering of EU27 films was, on average, mainly composed of EU27 non-national films for all three types of service.

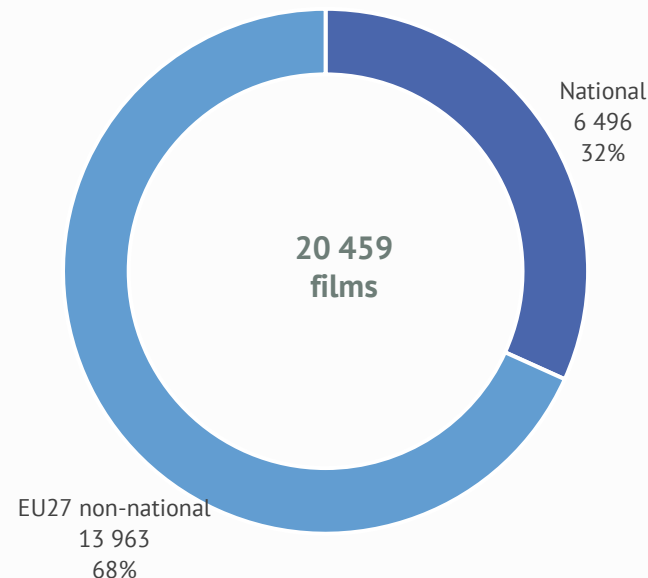
TVOD - Split of national and EU27 non-national films



SVOD - Split of national and EU27 non-national films



FOD - Split of national and EU27 non-national films

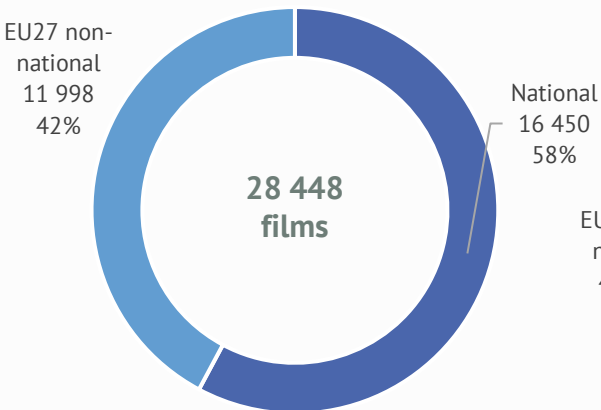


Source: JustWatch catalogue data

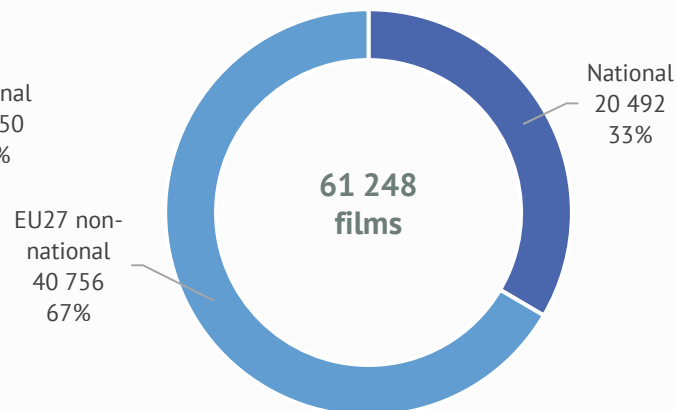
TVOD - Differences between national, multi-country and pan-European catalogues

- ▶ On TVOD, national services had more national films in their catalogues than EU non-national films.
- ▶ Multi-country and pan-European TVOD services relied mainly on EU non-national films for their EU27 film offerings.
- ▶ The highest number of EU27 films (national or non-national) was found in the catalogues of pan-European TVOD services while national services had the lowest number of EU27 films.

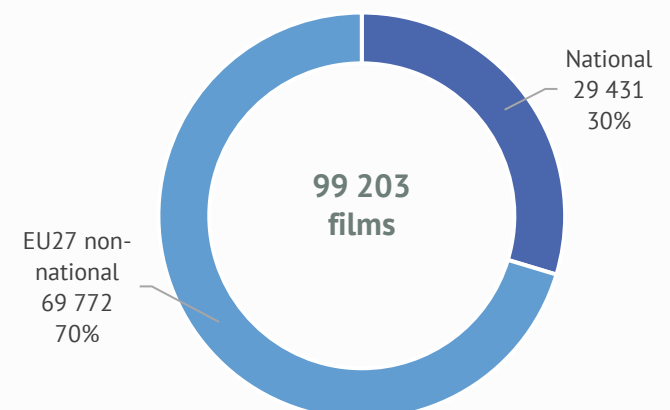
TVOD national services - Split of national and EU27 non-national films



TVOD multi-country services - Split of national and EU27 non-national films



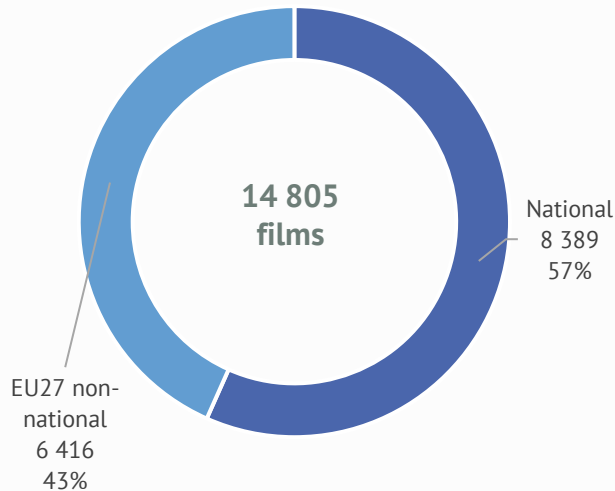
TVOD pan-European services - Split of national and EU27 non-national films



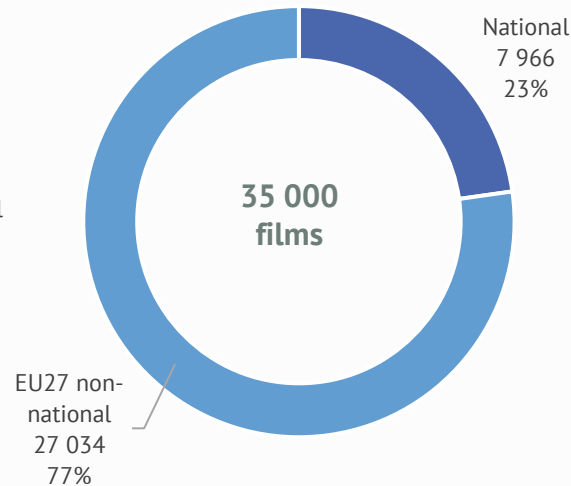
SVOD - Differences between national, multi-country and pan-European catalogues

- ▶ On SVOD, national services had a higher share of national films in their EU27 film offering than pan-European and multi-country services, thus catering more to local tastes, with 57% of national films in their EU27 film offerings.
- ▶ On the other hand, pan-European and multi-country services offered more EU27 non-national films.
- ▶ Pan-European SVOD services skewed more notably towards EU non-national films with 87% of their EU27 film offerings composed of EU non-national films.

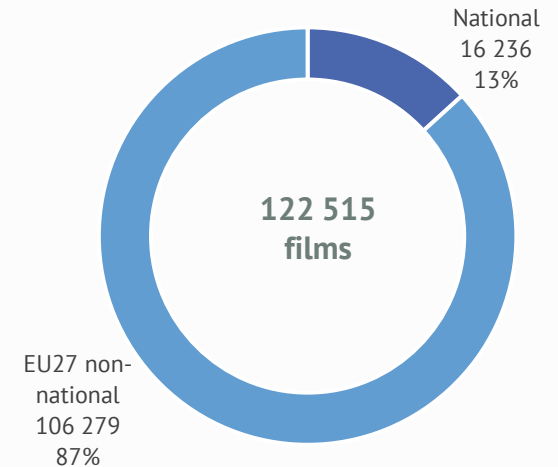
SVOD national services - Split of national and EU27 non-national films



SVOD multi-country services - Split of national and EU27 non-national films



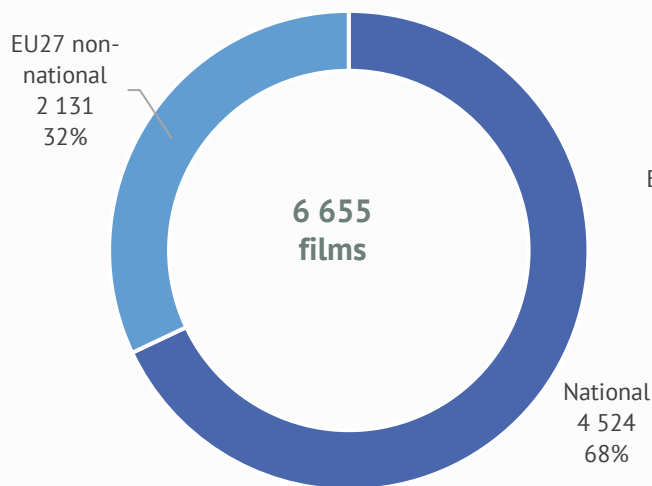
SVOD pan-European services - Split of national and EU27 non-national films



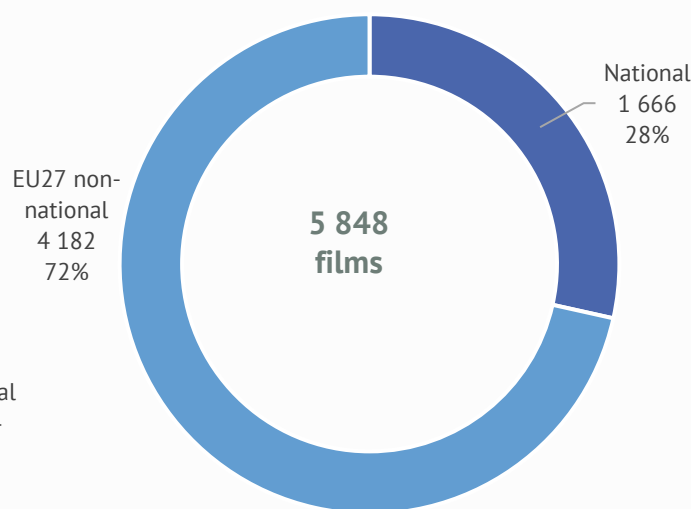
FOD - Differences between national, multi-country and pan-European catalogues

- ▶ On FOD, national services had a higher share than pan-European and multi-country services of national films in their EU27 film offerings.
- ▶ National FOD catalogues also offered more national films than EU27 non-national films, as these services are often operated by national broadcasters.
- ▶ Pan-European FOD catalogues on the other hand relied mainly on EU non-national films for their EU film offerings, with 96% of all European films of non-national origin.

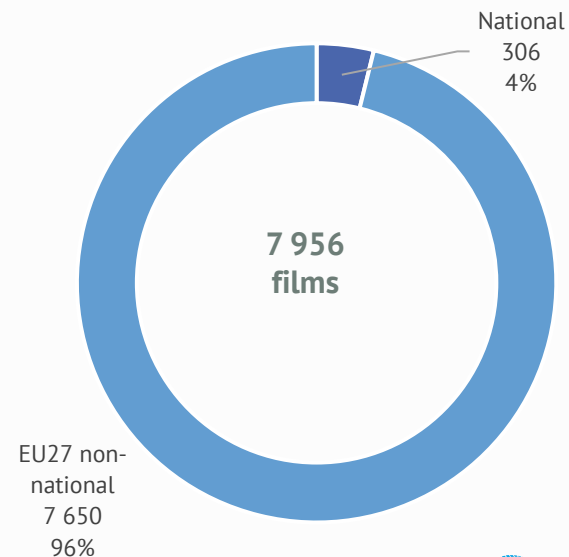
FOD national services - Split of national and EU27 non-national films



FOD multi-country services - Split of national and EU27 non-national films



FOD pan-European services - Split of national and EU27 non-national films



Source: JustWatch catalogue data

B.6 – Focus on the export of EU27 films in the EU27, on TVOD and SVOD

- Only EU27 non-national films were considered -

French films were the most exported films on TVOD and SVOD, making up 28% and 27%, respectively, of all exported EU27 films while on FOD Swedish films were the most exported films with 21%

- ▶ German films ranked second with 20% of all exported films on TVOD, Spanish films on SVOD with 12% and French films on FOD with 18%.
- ▶ EU 4 (France, Germany, Italy and Spain) films represented 65% of all EU27 film exports on TVOD, 61% on SVOD and 54% on FOD.
- ▶ The top 10 film exporting countries represented 90% of all exported EU27 films on TVOD, 86% on SVOD and 89% on FOD.

French films were the most exported EU27 films on national and pan-European SVOD services while Spanish films led in multi-country SVOD catalogues on SVOD services; French films also led in all three types of TVOD catalogues and in national and multi-country FOD catalogues

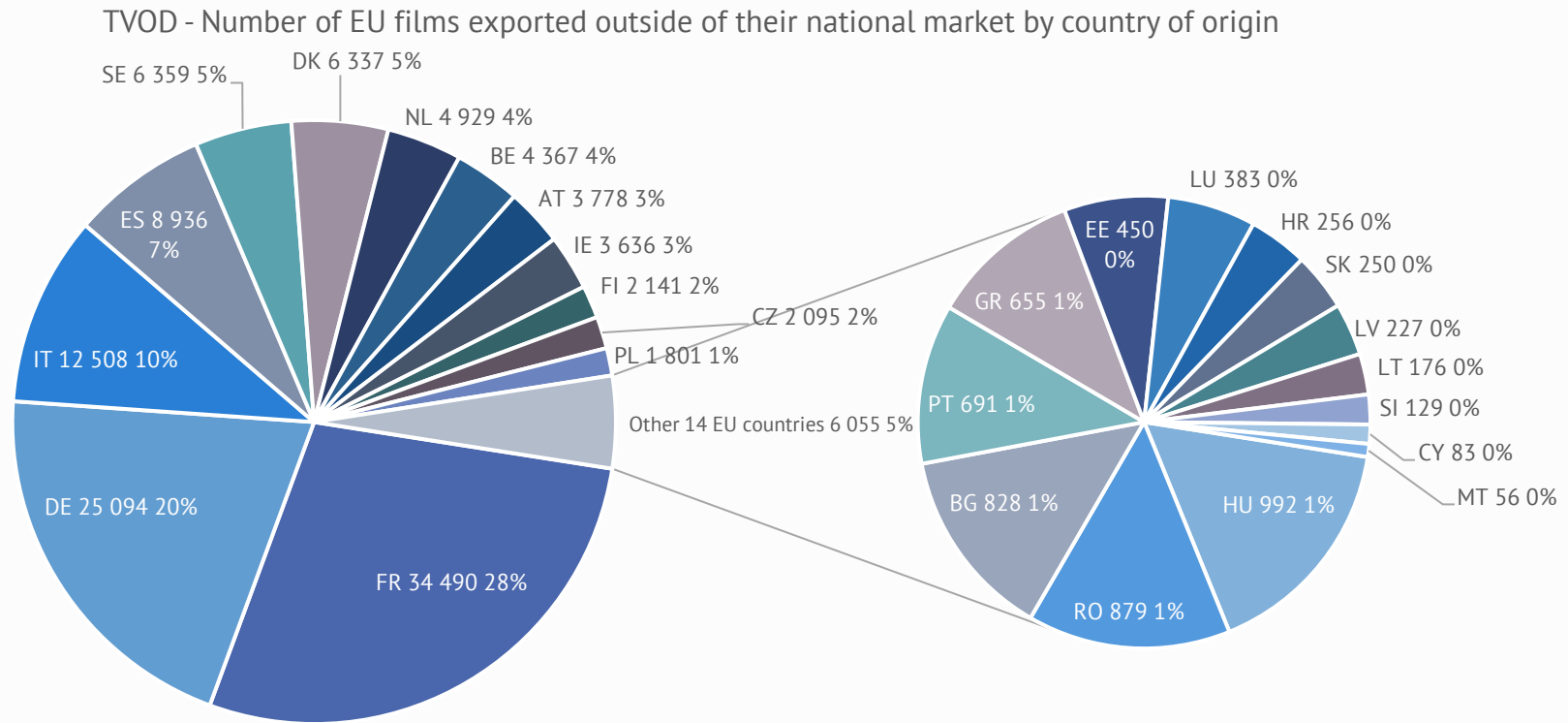
Films from smaller EU 27 film-producing countries represented a much smaller share of EU27 film exports but when these countries' titles were exported, they circulated better on average than titles from larger producing countries

As a rule of thumb, the lower the volume of titles, the better the average country circulation.

For other European films, British films made up the bulk of films with 83% on TVOD, 77% on SVOD and 84% on FOD

Which EU27 countries exported the most films on TVOD?

- ▶ French films dominated the export of EU27 films on TVOD services with 28%, followed by the other three leading film-producing countries in the EU27: Germany, Italy and Spain.
- ▶ Nordic-country, Dutch, Austrian, Belgian and Irish films completed the top 10 export countries for EU27 films while 14 EU27 countries exported 5% of all EU27 films.
- ▶ The Top 10 exporting countries accounted for 90% of all EU27 film exports

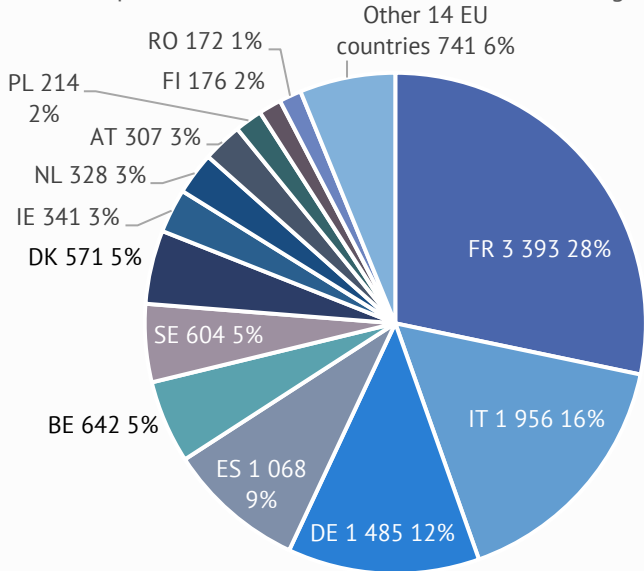


Source: JustWatch catalogue data

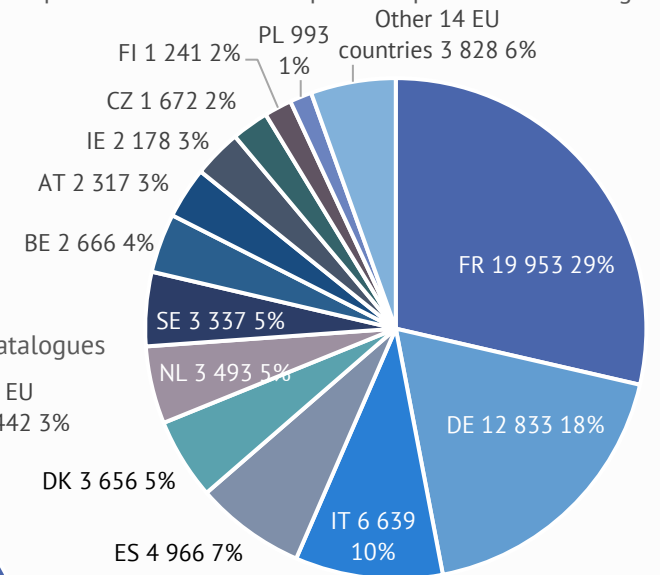
French films lead on TVOD for exported films for all types of services

- EU4 films represented 65% of all exported EU27 films in national TVOD catalogues, 70% in multi-country TVOD catalogues and 64% in pan-European TVOD catalogues.
- The Top 10 exporting countries represented 89% of all exported EU27 films in national TVOD catalogues, 92% in multi-country catalogues and 89% in pan-European catalogues.

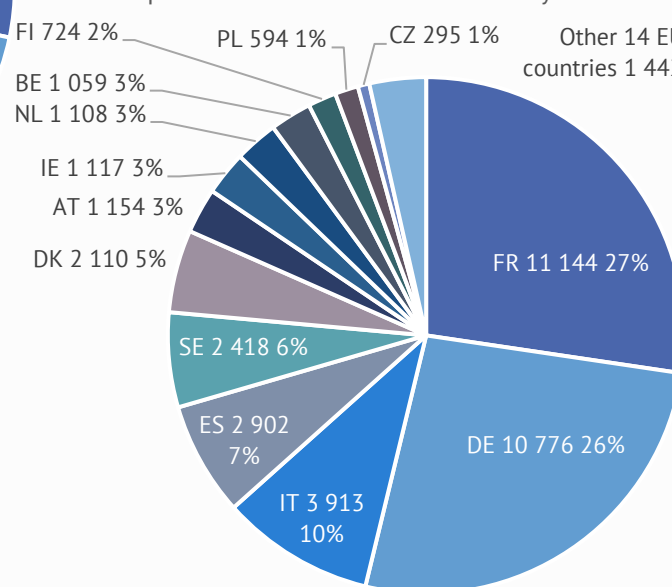
Export of EU films in 24 national TVOD catalogues



Export of EU films in 109 pan-European TVOD catalogues



Export of EU films in 36 multi-country TVOD catalogues

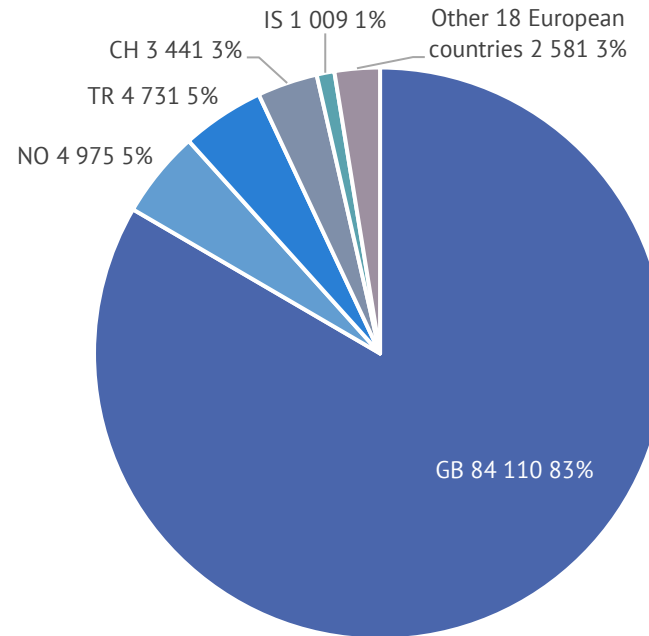


Source: JustWatch catalogue data

Which other European countries exported the most films on TVOD?

- ▶ **British films dominated the export of other European films** on TVOD services with 83% of all other European films available on TVOD services.
- ▶ Films from Norway, Türkiye, Switzerland and Iceland accounted for 14%.
- ▶ 18 other European countries, members of the Council of Europe, made up 3%.

TVOD - Number of other European films by country of origin

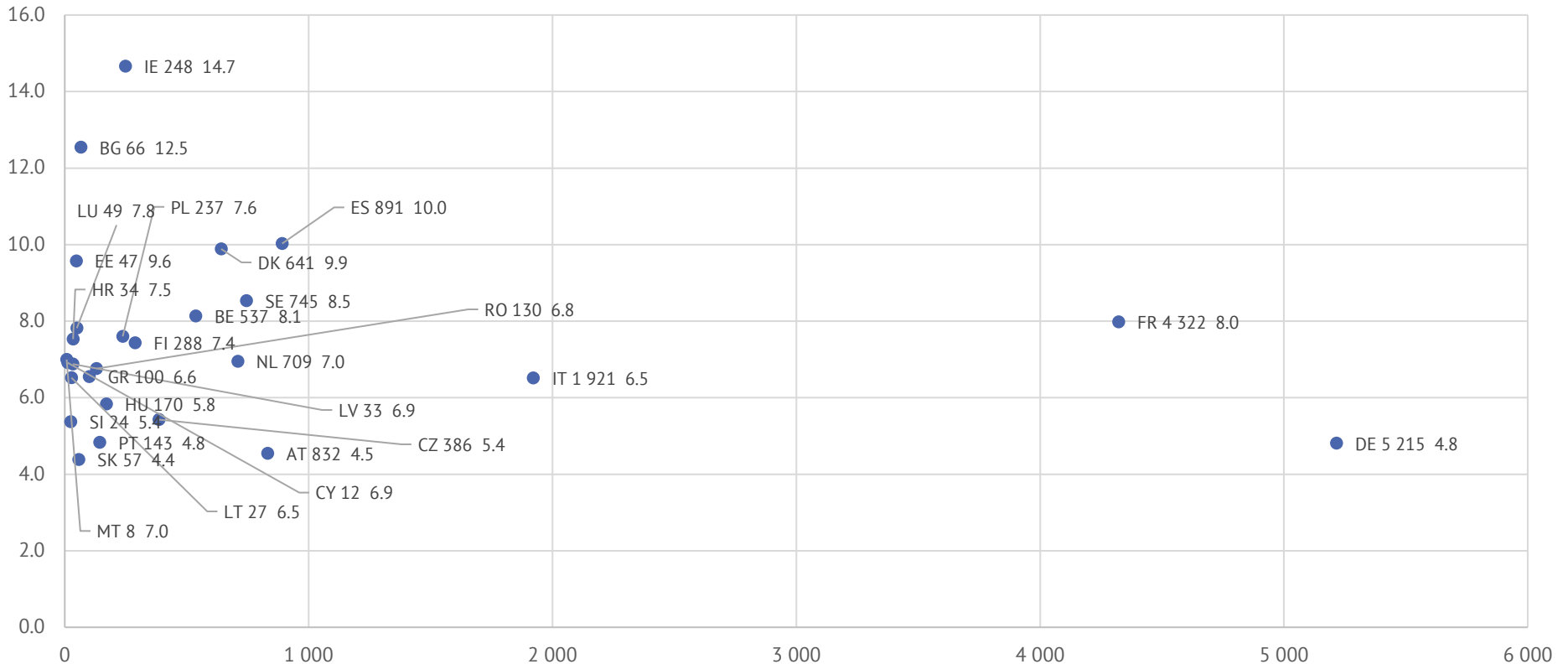


Source: JustWatch catalogue data

How many unique film titles were exported and present on average in countries?

- ▶ Countries with a lower number of film exports had a better country circulation – a low number of titles enhanced circulation.
- ▶ Spanish titles circulated best out of the EU4 when they were exported, with an average country presence of 10.
- ▶ Irish film titles had the best country circulation with an average presence in 14.7 countries, followed by Bulgarian, Spanish and Danish titles.
- ▶ The lowest circulation was for Slovakian film titles, followed by Austrian and German ones (albeit with a high number of exported film titles)

TVOD - Number of unique EU film titles exported outside of their country of origin and average country presence



Read the matrix as: 4 322 French titles were exported with an average country presence in 8.0 countries.

Top 20 EU film titles exported on TVOD services

- ▶ Six French, four Spanish and Italian, three Irish, two Danish and one Belgian titles made up the top 20 list of EU27 exported film titles on TVOD.
- ▶ 15 titles were co-productions of which eight were co-produced with the United States and eight were co-produced by at least two EU27 countries.
- ▶ The median production year was 2016.5.
- ▶ Two titles were less than two years old in 2022.

Top 20 EU27 exported film titles in 169 TVOD catalogues

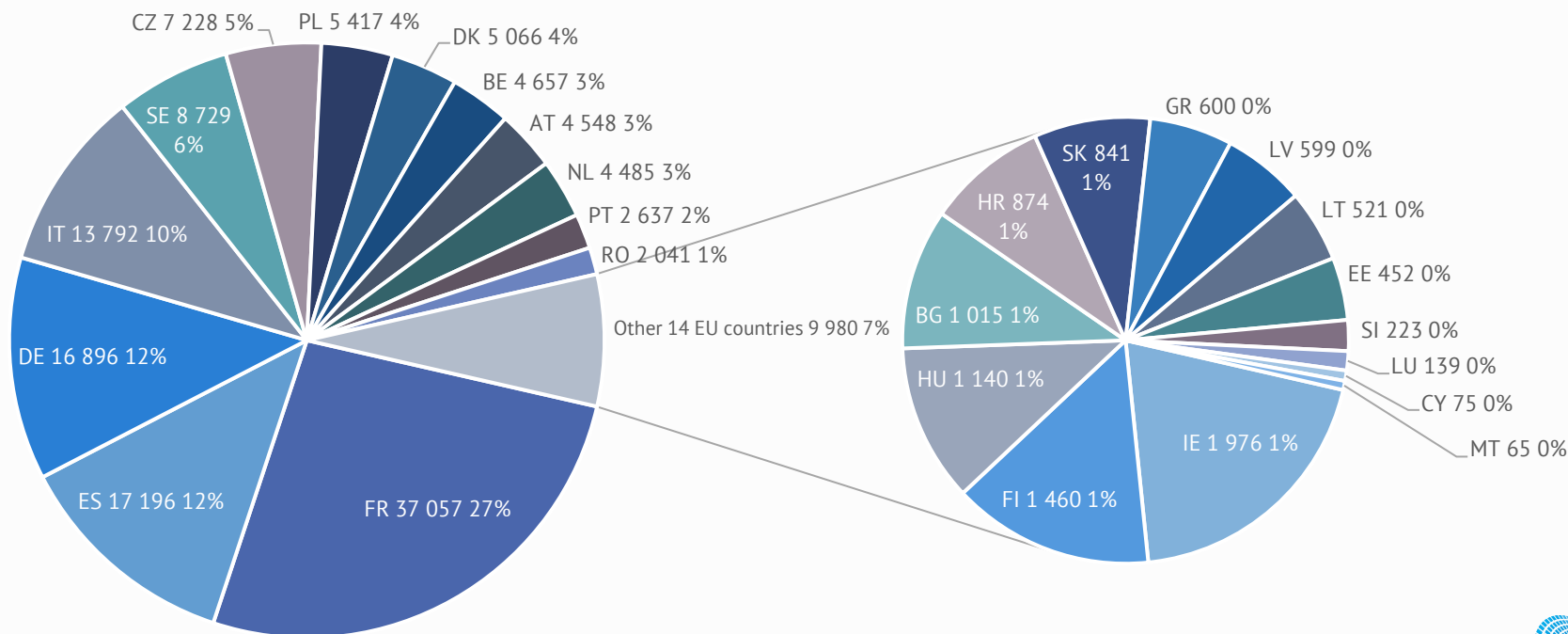
Original Title	Production year	Production Countries	Export EU services	Export EU countries
In the Name of the Father	1993	IE,GB,US	77	21
Lucy	2014	FR	76	21
C'era una volta il West	1969	IT,US	75	21
Call Me by Your Name	2017	IT,FR,BR,US	75	20
Tadeo Jones 2: El secreto del Rey Midas	2017	ES	72	21
Atrapa la bandera	2015	ES	70	21
Transporter 2	2005	FR	70	21
Transporter	2002	FR,US	69	21
The Truffle Hunters	2020	IT,GR,US	69	21
The Leisure Seeker	2017	IT,FR	68	19
Mandy	2018	BE,US,GB	67	17
Cold Blood Legacy	2019	FR,UA,BE	66	20
Conor McGregor: Notorious	2017	IE	66	20
The Kill Team	2019	ES,US	65	19
The Deep House	2021	FR,BE	65	20
Under sandet	2015	DK,DE	64	20
Maudie	2016	IE,CA	64	19
Remember Me	2019	ES,US,FR	63	21
The Salvation	2014	DK,GB,ZA	62	17
Grave	2016	FR,BE	62	17

Source: JustWatch catalogue data

Which EU27 countries exported the most films on SVOD?

- ▶ French films, by a large margin, were the most exported films on SVOD with 27% of all exported EU27 films.
- ▶ EU4 film exports accounted for 61% of all EU27 film exports, with Spanish films taking the 2nd spot as most exported films, followed by German and Italian films.
- ▶ The top 10 film exporting countries accounted for 86% of all EU27 film exports.

SVOD - Number of EU films exported outside of their national market by country of origin

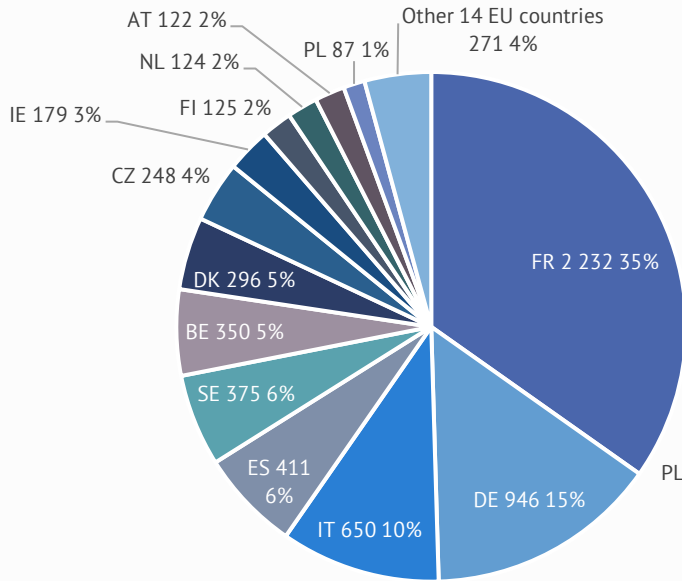


Source: JustWatch catalogue data

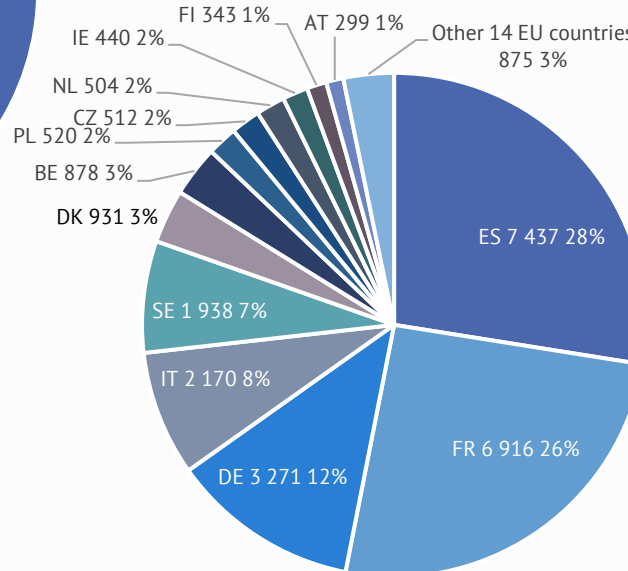
French films on multi-country and pan-European services

- ▶ The Top 10 film-exporting countries represented 90% of all exported EU27 films in national SVOD catalogues, 93% in multi-country catalogues and 85% in pan-European SVOD catalogues.
- ▶ Multi-country SVOD services, due to the presence of FlixOlé in five countries, relied more on Spanish films than French films.

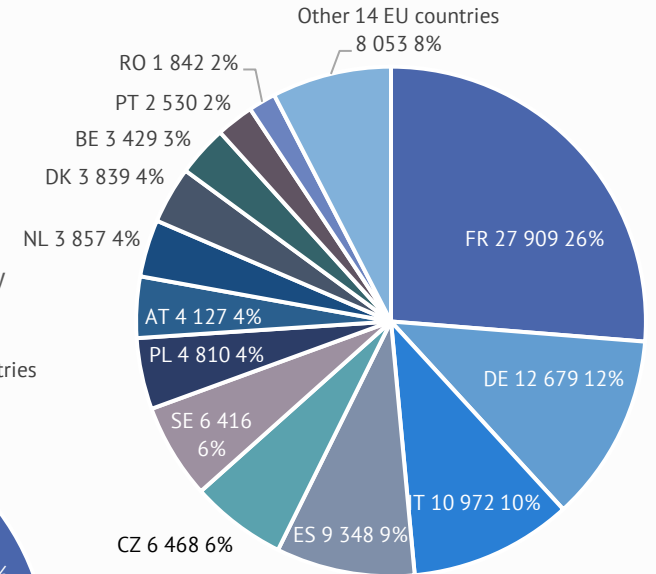
Export of EU films in 63 national SVOD catalogues



Export of EU films in 185 multi-country SVOD catalogues



Export of EU films in 425 pan-European SVOD catalogues

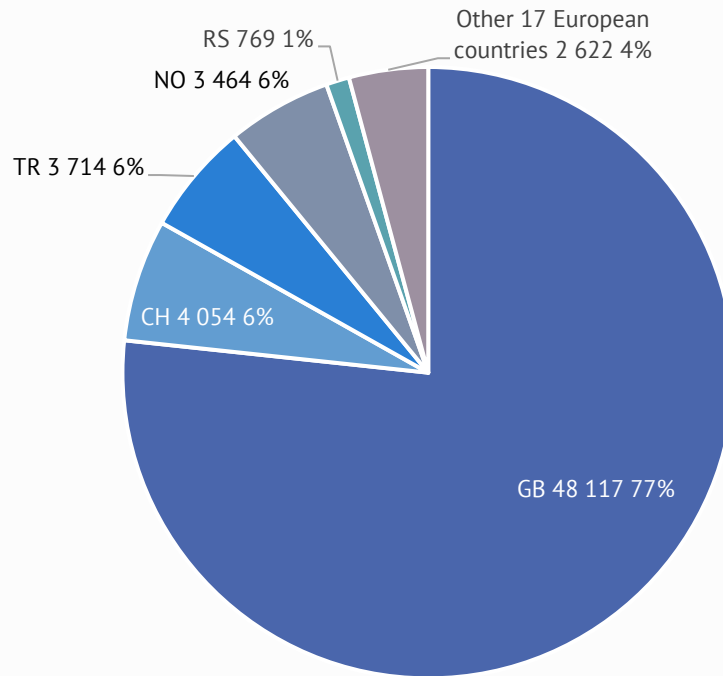


Source: JustWatch catalogue data

Which other European countries exported the most on SVOD?

- ▶ **British films made up the lion's share of other European films** with 77% on SVOD.
- ▶ Films from Switzerland, Türkiye, Norway and Serbia made up 19% of other European films on SVOD.
- ▶ 17 other European countries represented 4% of all other European films on SVOD.

SVOD - Number of other European films by country of origin

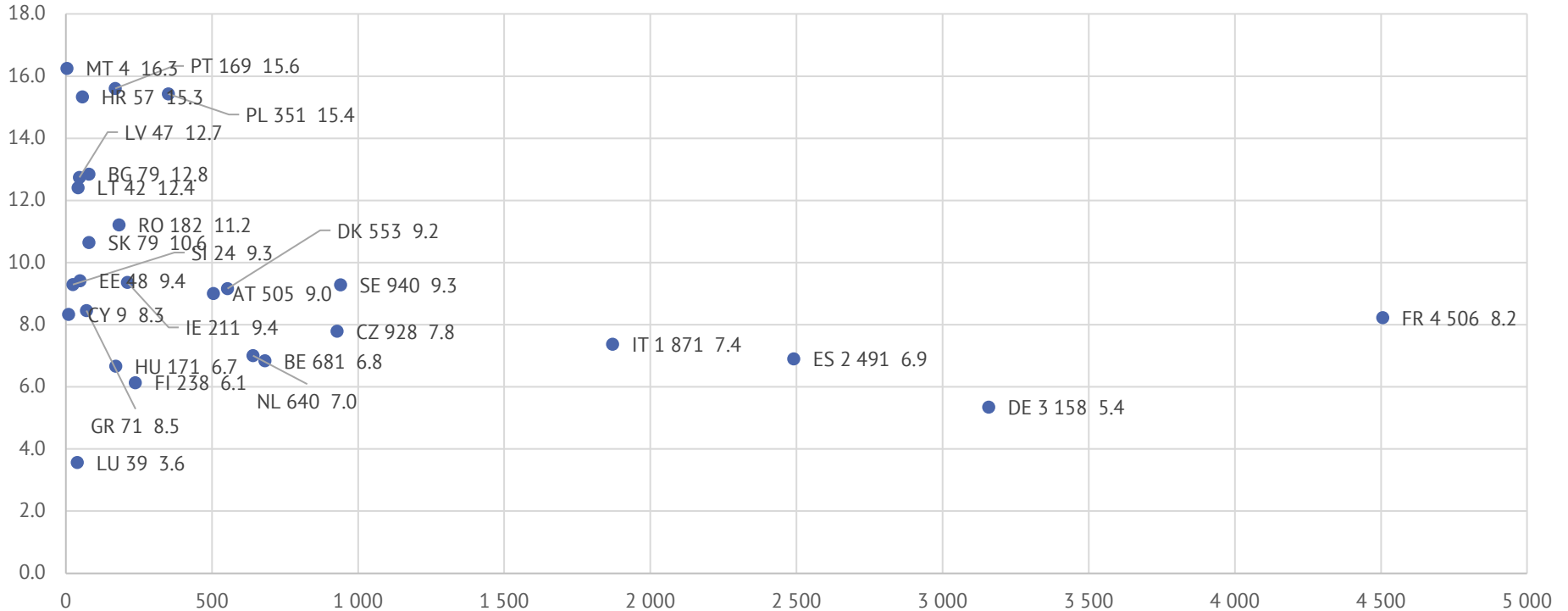


Source: JustWatch catalogue data

How many unique film titles were exported and present on average in countries?

- ▶ Countries with a lower number of film exports had a better country circulation – a low number of titles enhanced circulation.
- ▶ French titles circulated best out of the EU4 when they were exported with an average country presence of 8.2.
- ▶ Maltese (with only four titles), Portuguese and Polish film titles had the highest country circulation.
- ▶ Luxembourgish, German (albeit with a high number of film titles, several of them exported only to Austria) and Finnish film titles circulated the least in SVOD catalogues between countries.

SVOD - Number of unique EU film titles exported outside of their country of origin and average country presence



Read the matrix as: 4 506 French titles were exported with an average country presence in 8.2 countries.

Source: JustWatch catalogue data

Top 20 EU film titles exported on SVOD services

- ▶ Due to the presence of multiple niche SVOD services (several focused on documentaries) in this year's sample of VOD services, some surprising results are the consequence: e.g. the presence of three Croatian and three Portuguese documentaries in the top 20 list.
- ▶ Four French films, four Italian films, four Portuguese, three Croatian films and, respectively, one German, one Austrian, one Danish, one Czech and one Belgian film made up the top 20 of EU27 films exported.
- ▶ The median year of production was 2016 and no title was less than two years old in 2022.

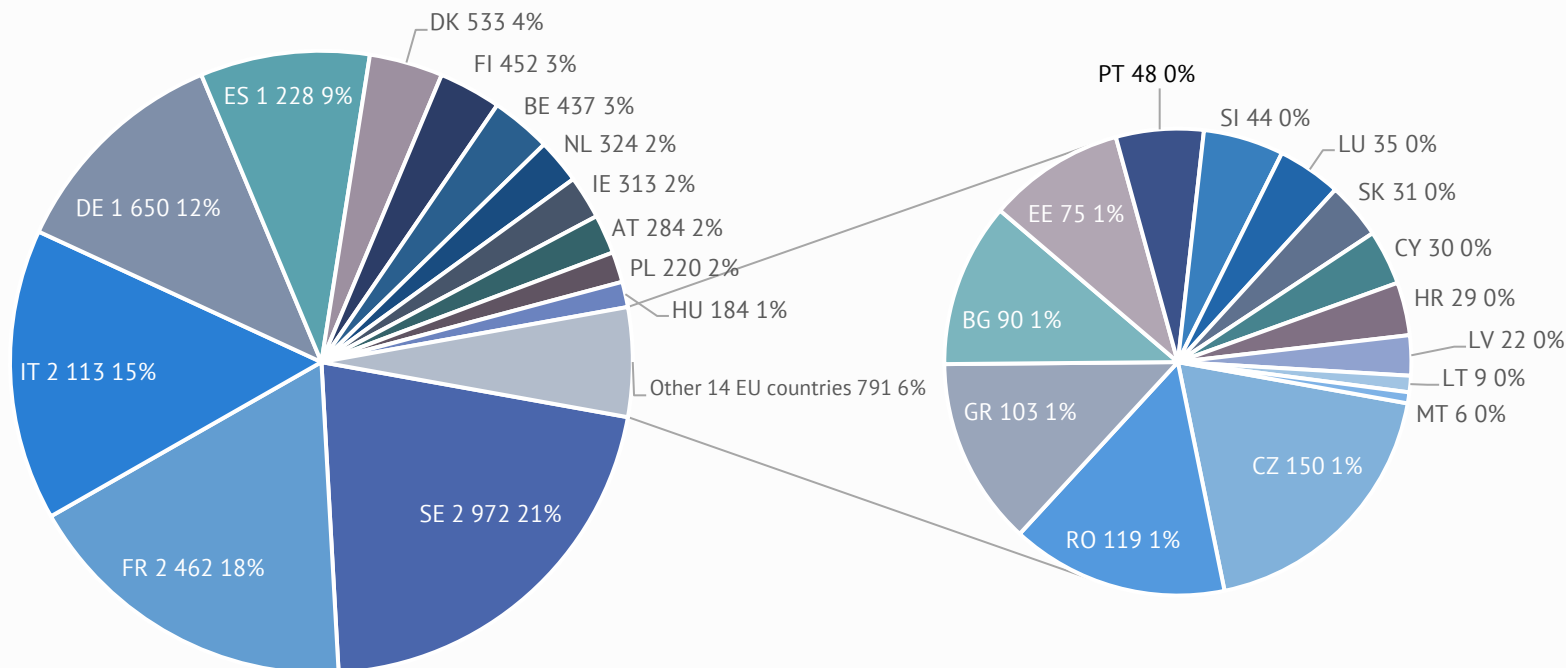
Top 20 EU27 exported film titles in 673 SVOD catalogues

Original Title	Production year	Production Countries	Export EU services	Export EU countries
My Life Without Air	2017	HR	72	24
I Am Breathing	2013	DK,GB	71	24
The Dazzling Light of Sunset	2016	DE,GE	65	24
Lucy	2014	FR	64	24
Die Geträumten	2016	AT	63	22
Dancing with Maria	2014	IT,SI,SL	63	23
Tinselwood	2017	FR	62	24
Dal profondo	2013	IT	61	24
Days of Madness	2018	HR,SI	61	24
Between Sisters	2015	BE,IT	61	24
On Thin Ice	2019	CZ,MA	61	24
Uma Rapariga da sua Idade	2015	PT	61	24
As Cidades e as Trocas	2014	PT	61	24
Industrial Revolution	2014	PT	61	24
Boxing Libreville	2017	FR	61	24
À Mansourah, tu nous as séparés	2019	FR,DZ,DK	60	22
Srbenka	2018	HR	60	24
Il treno va a Mosca	2013	IT,GB	57	24
Anbessa	2019	IT,ET,US	55	24
Terra Franca	2018	PT	54	21

Which EU27 countries exported the most films on FOD?

- ▶ On FOD, Swedish films (mainly due to their presence in several niche pan-European FOD services) were the most exported EU27 films, followed by EU4 films.
- ▶ EU4 film exports accounted for 54% of all EU27 film exports.
- ▶ **The top 10 film-exporting countries accounted for 89% of all EU27 film exports.**

FOD - Number of EU films exported outside of their national market by country of origin

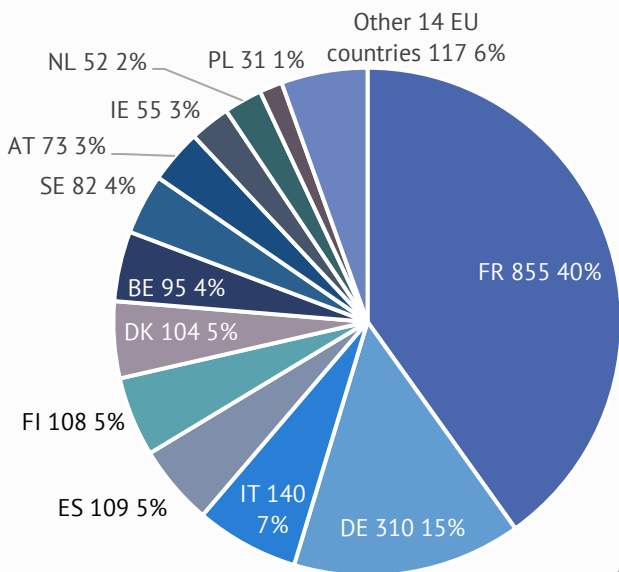


Source: JustWatch catalogue data

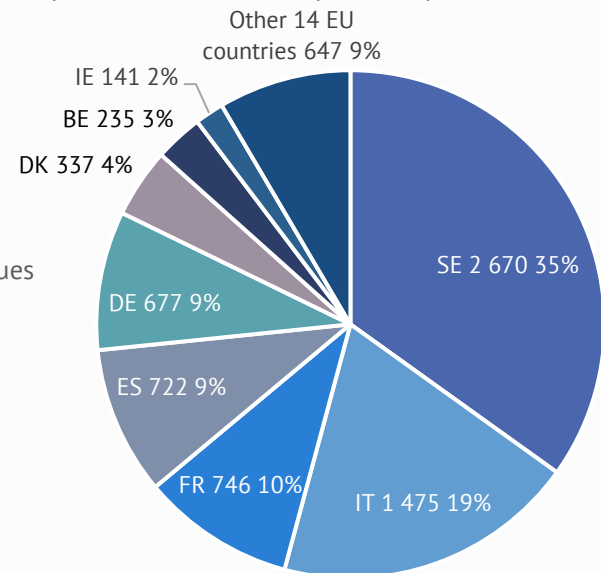
Which EU27 countries exported the most films on FOD?

- ▶ While on national and multi-country FOD services EU4 countries exported the most films, for pan-European services Swedish films took the top spot as they were present in several pan-European FOD services and thus had the best country circulation, by far, for bigger-volume-producing countries.
- ▶ The top 10 film-exporting countries accounted for 90% of all EU27 film exports in national FOD catalogues, 84% in multi-country catalogues and 94% in pan-European catalogues.

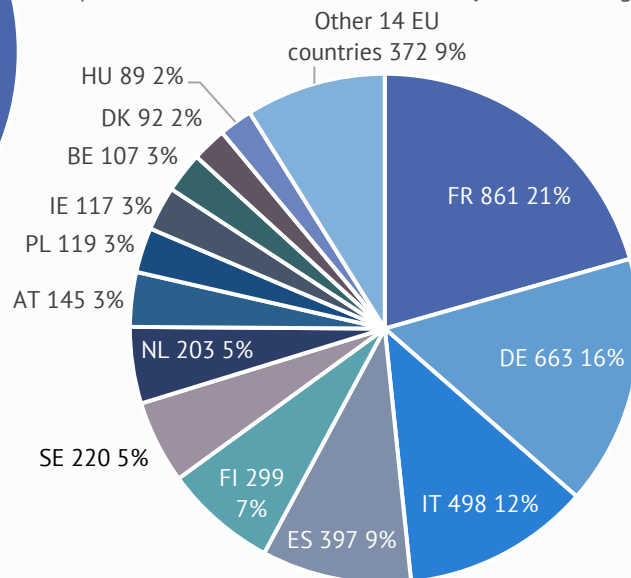
Export of EU films in 23 national FOD catalogues



Export of EU films in 75 pan-European FOD catalogues



Export of EU films in 31 multi-country FOD catalogues

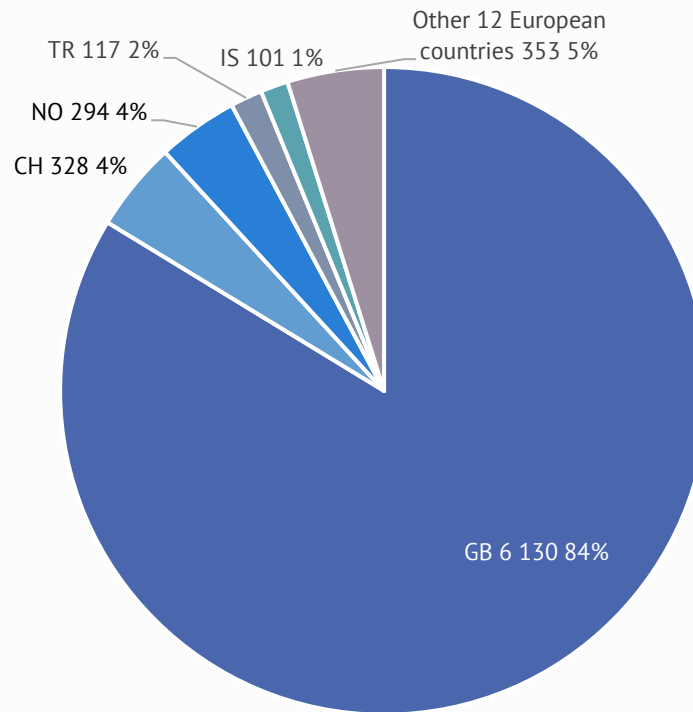


Source: JustWatch catalogue data

Which other European countries exported the most on FOD?

- ▶ British films made up the lion's share of other European films with 84% on FOD.
- ▶ Films from Switzerland, Norway, Türkiye and Iceland made up 11% of other European films on FOD.
- ▶ 12 other European countries represented 5% of all other European films on FOD.

FOD - Number of other European films by country of origin

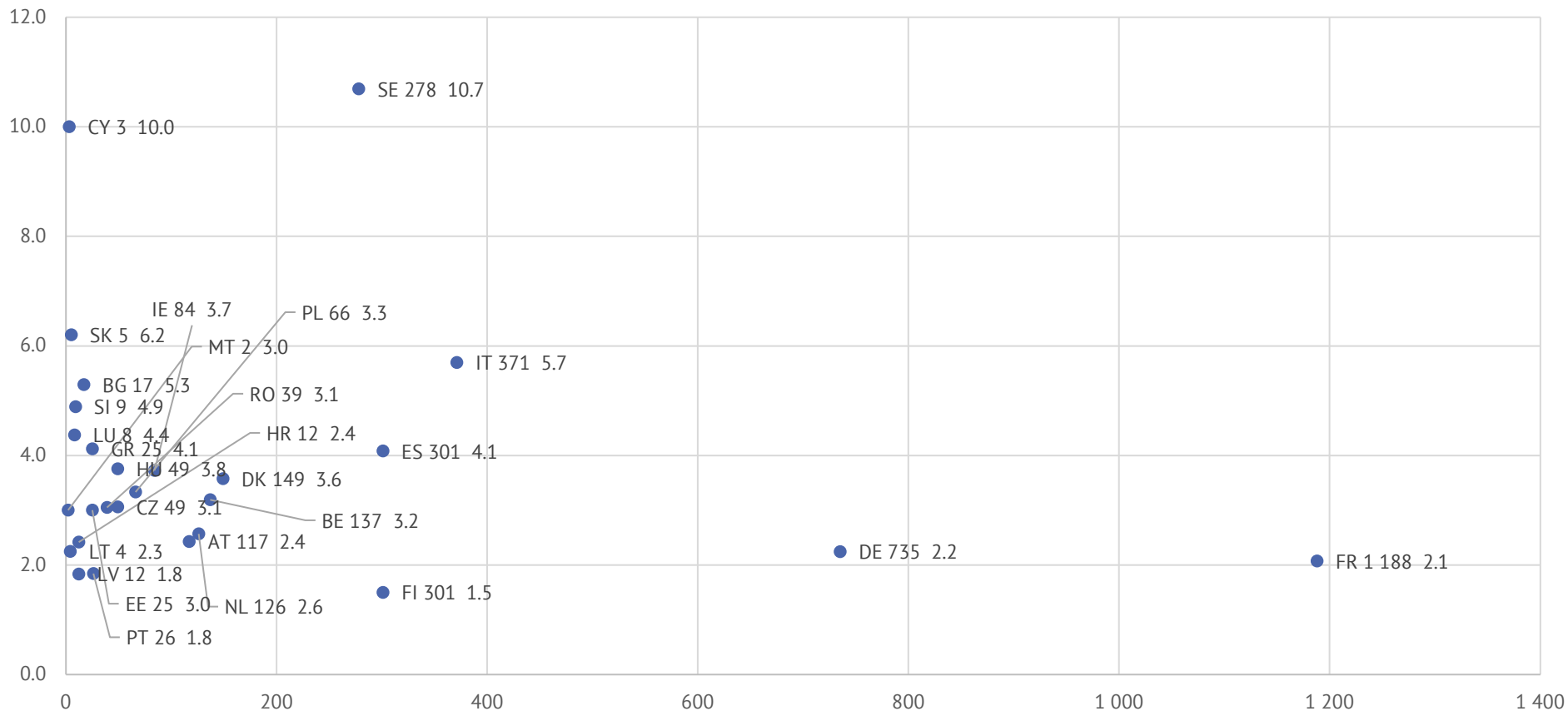


Source: JustWatch catalogue data

How many unique film titles were exported and present on average in countries?

- ▶ On FOD, titles circulated less in countries than on SVOD and TVOD.
- ▶ Italian titles circulated best out of the EU4 when they were exported, with an average country presence of 5.7.
- ▶ Swedish films, Cypriot films (with only three titles), Slovakian films (with only five titles) circulated best on FOD in countries.
- ▶ Finnish, Latvian and Portuguese films circulated least on FOD between countries. Just behind this trio, French and German film titles circulated the least, albeit with a high number of film titles.

FOD - Number of unique EU film titles exported outside of their country of origin and average country presence



Read the matrix as: 1 188 French titles were exported with an average country presence in 2.1 countries.

Source: JustWatch catalogue data

Top 20 EU film titles exported on FOD services

- ▶ Seven catalogue Italian films, five catalogue German films, two French films, two Spanish films, and, respectively, one Luxembourgish, one Greek, one Dutch and one Danish film made up the top 20 list of exported film titles.
- ▶ The FOD composition of mainly older films is reflected in this top 20 list, with only six films produced after 2000 and the most recent ones being produced in 2012.
- ▶ The median year of production was 1966.

Top 20 EU27 exported film titles in 129 FOD catalogues

Original Title	Production year	Production Countries	Export EU services	Export EU countries
The Last Man on Earth	1964	IT,US	56	24
Nosferatu, eine Symphonie des Grauens	1922	DE	53	24
Space Men	1960	IT,JP	47	24
Ercole alla conquista di Atlantide	1961	IT,FR	47	24
Ercole e la regina di Lidia	1959	IT,FR,ES	47	24
Anno zero - Guerra nello spazio	1977	IT	47	24
Metropolis	1927	DE	29	23
M	1931	DE	27	23
Les fameux Gars	2012	LU	27	23
Maciste e la regina di Samar	1964	IT,FR	26	23
The Man on the Eiffel Tower	1949	FR,US	26	23
Ik ook van jou	2001	NL	26	22
María y yo	2010	ES	26	23
Det kære legetøj	1968	DK	26	22
Robert Mitchum est mort	2010	FR,NO,BE,PL	26	23
Dos	2011	GR	26	23
Das Kabinett des Doktor Caligari	1920	DE	26	23
Four Rode Out	1969	ES,US	26	23
I nuovi barbari	1983	IT,US	25	23
Schurback	2012	DE	25	23

Source: JustWatch catalogue data

TV content in 497 VOD catalogues in the EU27

Overview of
48 TVOD catalogues,
391 SVOD catalogues
and
58 FOD catalogues

C.1 – Size of TV content catalogues

TV content in this section was analysed in terms of number of cumulated TV seasons.

TVOD catalogues were bigger than SVOD and FOD catalogues in terms of average and median number of seasons

- ▶ Catalogue size in terms of average number of TV seasons on TVOD was more than double that of SVOD catalogues, except for multi-country TVOD and SVOD catalogues, which had comparable sizes.
- ▶ SVOD catalogues were smaller than TVOD catalogues in terms of average and median number of seasons, because many smaller SVOD services were added to the analysis.
- ▶ FOD catalogues had the lowest average and median number of TV seasons.

Pan-European TVOD services had the biggest VOD catalogues in terms of average number of seasons, followed by national TVOD services

- ▶ National services have refurbished their catalogues with TV content in the past year.
- ▶ For SVOD services, there was a bigger average number of seasons on pan-European catalogues and for FOD this was the case in the catalogues of multi-country FOD services.

Huge disparities in absolute numbers of TV seasons for TVOD and SVOD services, more balanced for FOD services

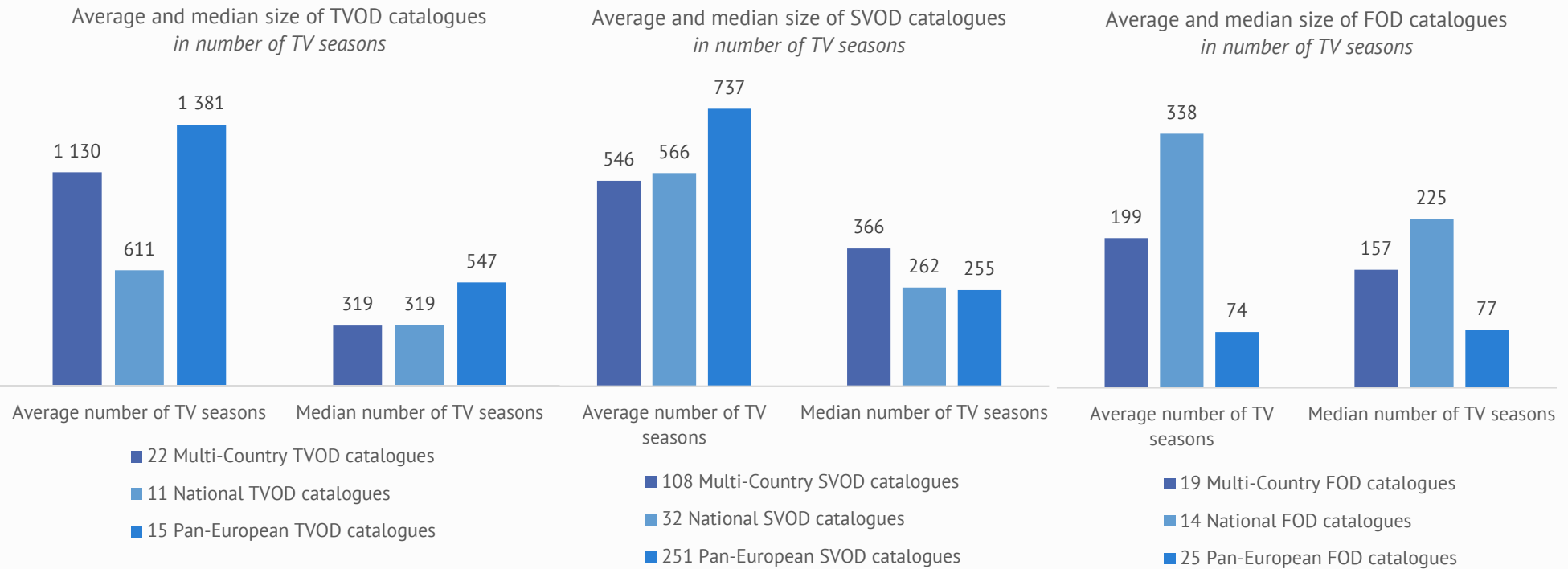
- ▶ Pan-European services (both TVOD and SVOD) had a higher number of TV seasons than national and multi-country services, which appears to be a matter of scale, while for FOD, pan-European catalogues had the lowest number of TV seasons.
- ▶ SVOD services appeared more focused on TV content, and TVOD services appeared more focused on films, while for FOD it depended on the owner of the service.

The bulk of TV series' first seasons available on SVOD were less than 10 years old

- ▶ On SVOD, half of all TV series' first seasons available (33%) were produced in 2017 or later and 51% in 2016 or later and 82% were less than 10 years old in 2022.
- ▶ TV content was older on TVOD, with half of all first seasons available (49%) produced in 2011 or later and 47% less than 10 years old in 2022.
- ▶ On FOD, TV series were the oldest with 50% produced in 2009 or later and only 40% less than 10 years old in 2022.

Differences between TVOD, SVOD and FOD services in the number of TV seasons

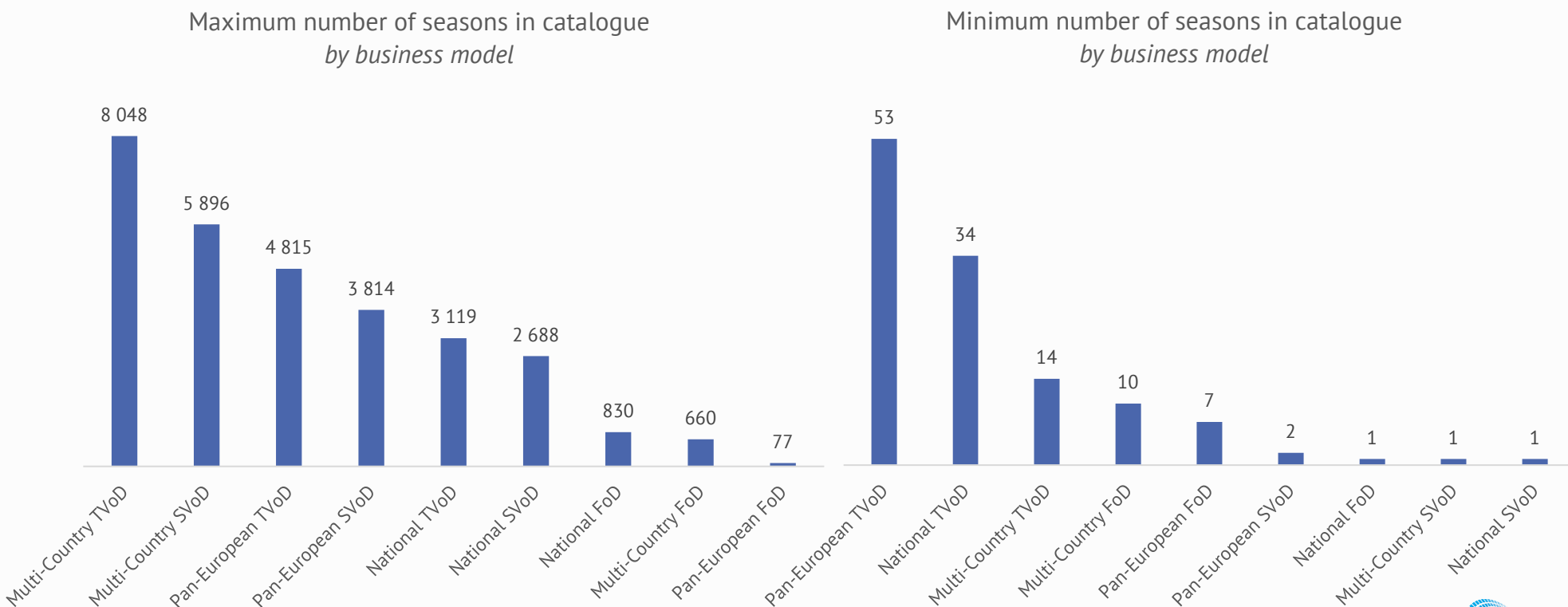
- ▶ On average, TVOD catalogues had more TV seasons than SVOD catalogues which in turn had more TV seasons than FOD catalogues.
- ▶ The addition to the sample of many multi-country and pan-European niche SVOD services, with a lower number of TV seasons in their catalogues, resulted in a lower average and median TV-season count for SVOD catalogues.
- ▶ Pan-European FOD services had the lowest average and median number of TV seasons.



Source: JustWatch data

Huge disparities in absolute numbers of TV seasons for TVOD and SVOD catalogues

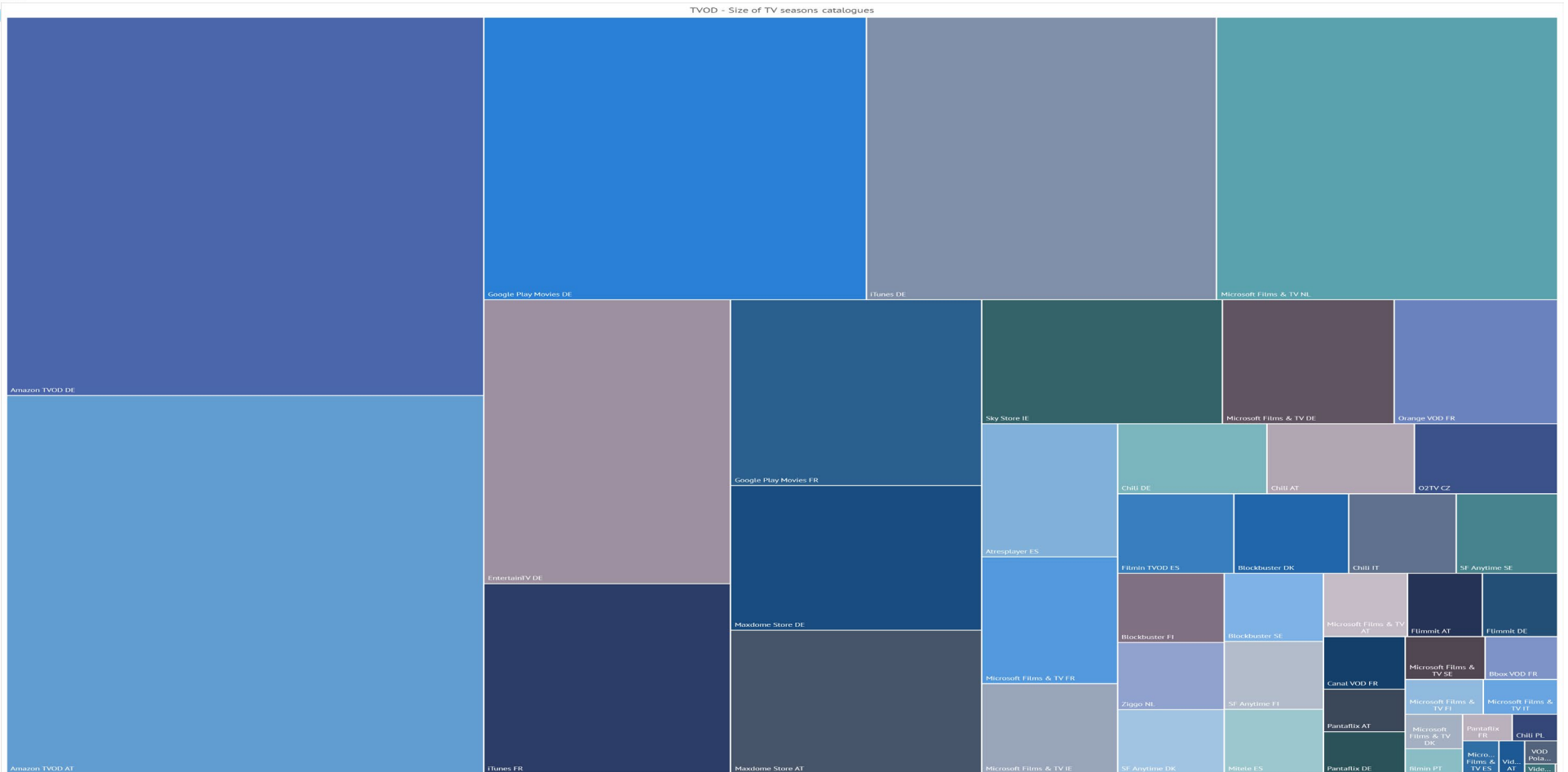
- ▶ Multi-country services (TVOD and SVOD) had a much higher maximum number of TV seasons than national services, which appeared to be a matter of scale, but also more than pan-European services.
- ▶ For FOD, one national service had the largest number of TV seasons but another national service also had the lowest.
- ▶ **77% of TVOD catalogues and 73% of SVOD catalogues offered fewer than 1 000 TV seasons, which no FOD catalogue offered. For FOD, 90% of catalogues had fewer than 500 TV seasons.**



Source: JustWatch data

Disparities in the size of the 48 TVOD catalogues

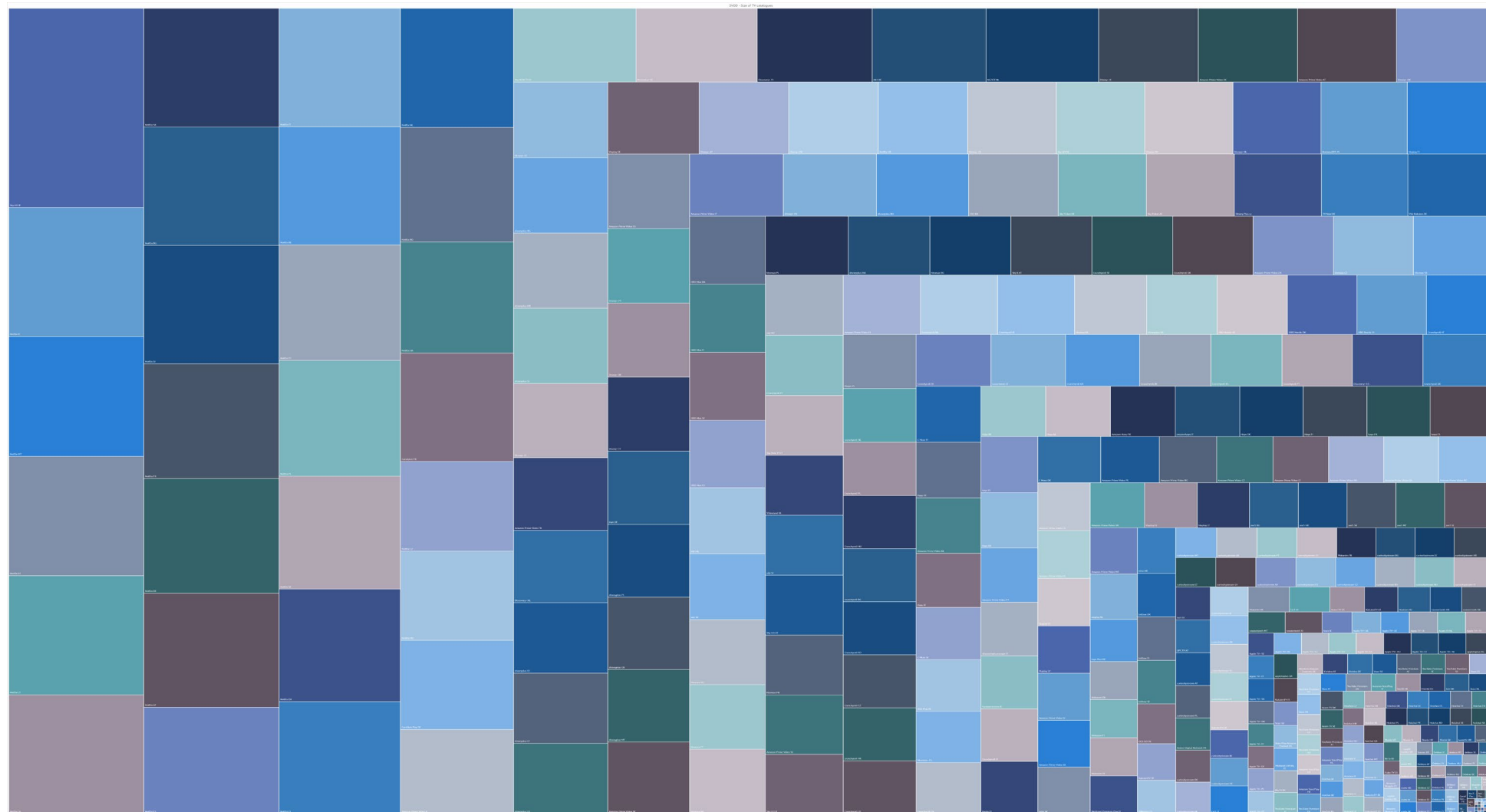
- ▶ Average and median values do not reflect the **enormous disparities in the numbers of TV seasons in each VOD catalogue**.
- ▶ For TVOD, catalogue sizes vary from 14 to 8 048 TV seasons.
- ▶ Two catalogues had more than 8 000 TV seasons, eight catalogues had between 1 000 and 5 000 TV seasons, five catalogues between 500 and 1 000 TV seasons, 23 between 100 and 500 and nine catalogues had fewer than 100 TV seasons.



Source: JustWatch data

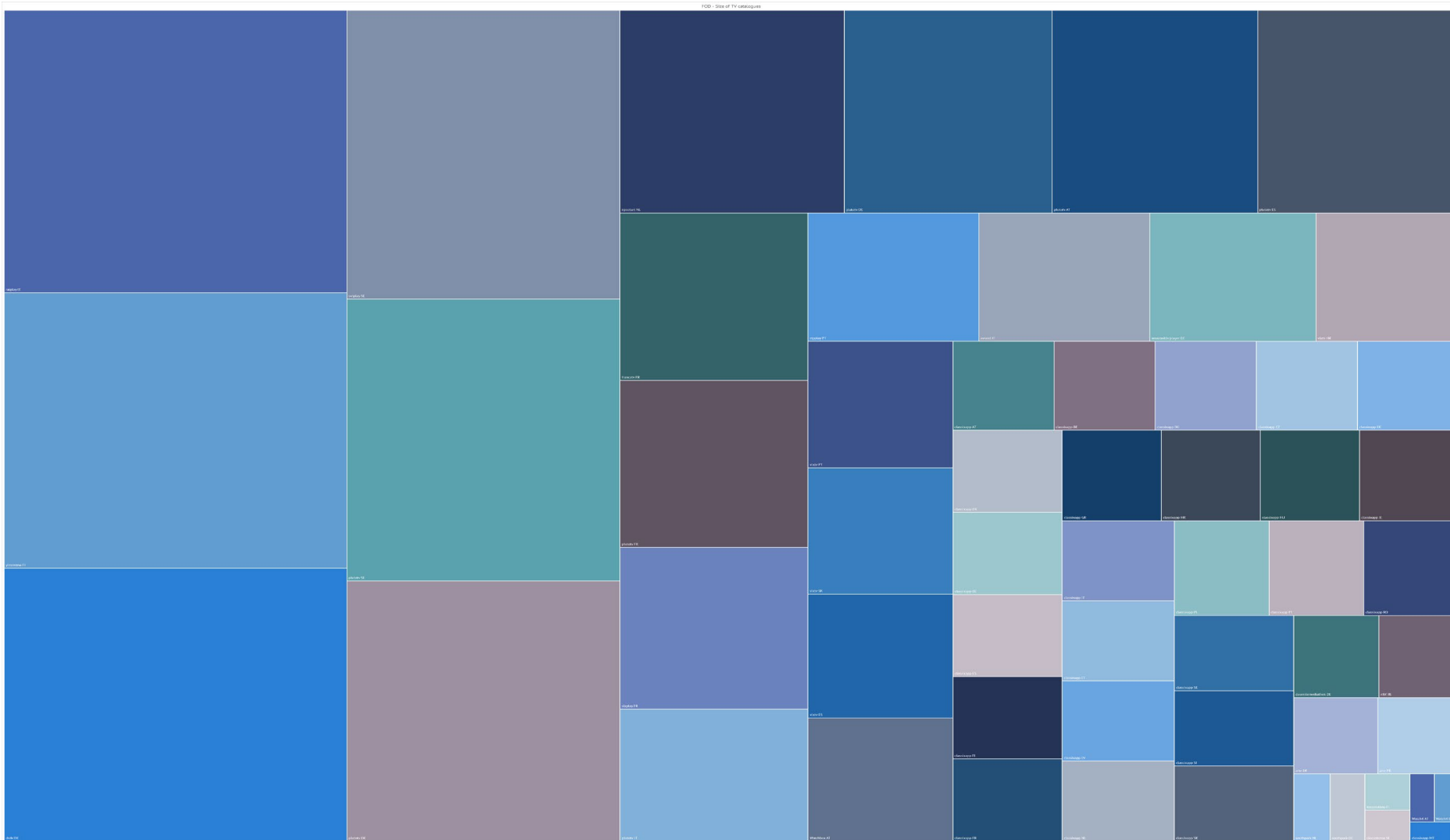
Extreme disparities in the size of the 391 SVOD catalogues

- ▶ For SVOD, catalogue sizes vary from 14 to 8 048 TV seasons.
- ▶ One catalogue had more than 5 000 TV seasons, 104 catalogues had between 1 000 and 5 000 TV seasons, 64 catalogues between 500 and 1 000 TV seasons, 100 between 100 and 500 and 122 catalogues had fewer than 100 TV seasons.



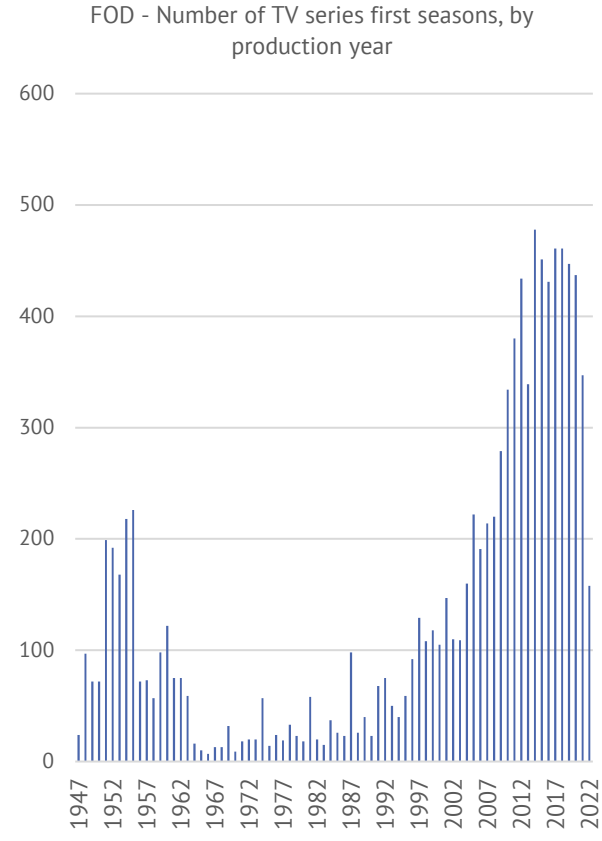
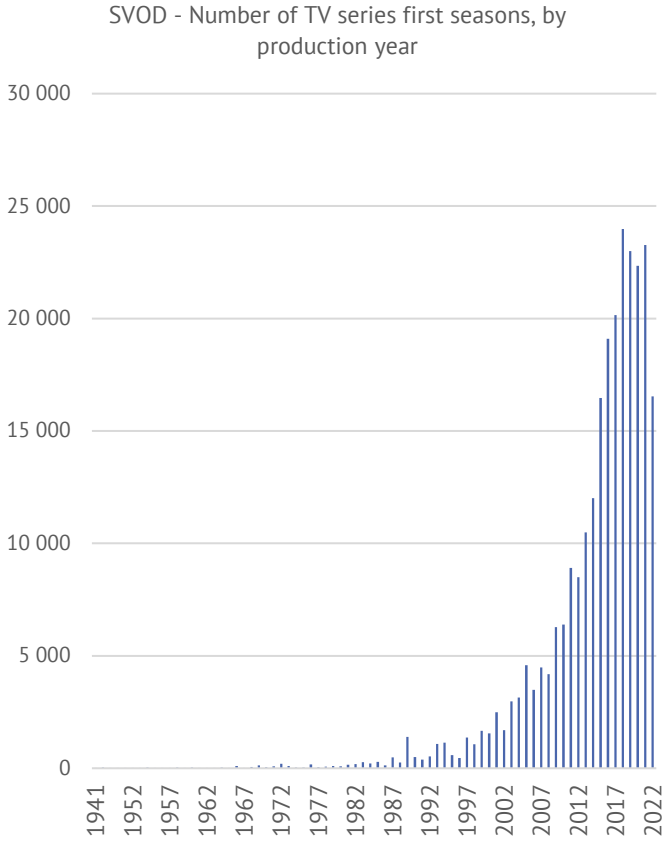
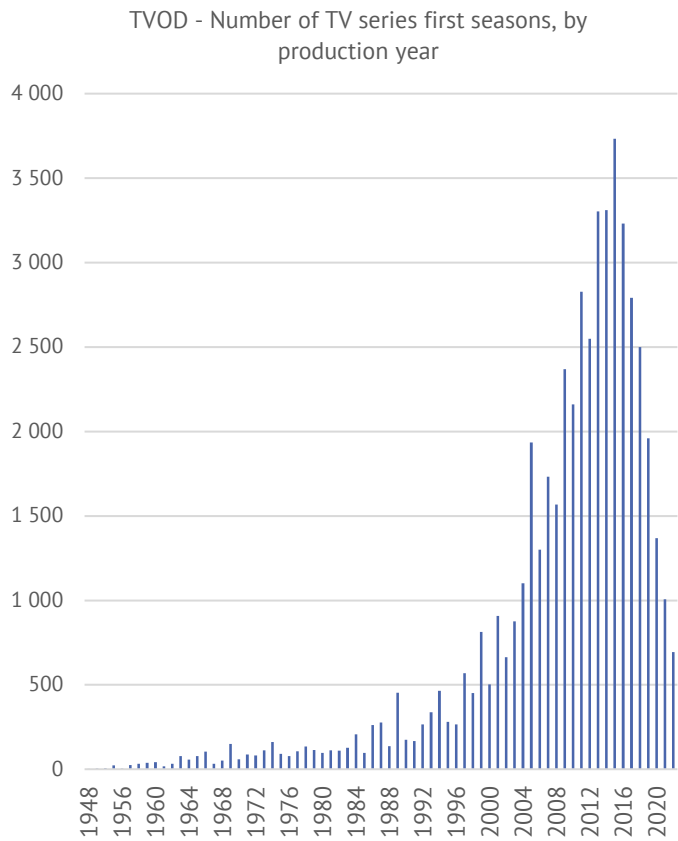
More balance in the size of the 58 FOD catalogues

- ▶ For FOD, catalogue sizes vary from one to 830 TV seasons.
- ▶ Six catalogues had more than 500 TV seasons, 16 catalogues between 100 and 500 TV seasons and 36 FOD catalogues had fewer than 100 TV seasons.



The bulk of TV series' first seasons available on SVOD were less than 10 years old

- ▶ Half of all TV-series first seasons available on SVOD (51%) were produced in 2016 or later and 82% were less than 10 years old in 2022 and 33% were less than five years old.
- ▶ TV-series first seasons on TVOD were older, with half of all first seasons available on TVOD (49%) produced in 2011 or later and 47% less than 10 years old in 2022 and 10% less than five years old.
- ▶ On FOD, TV-series first seasons were the oldest, with 50% produced in 2009 or later and 40% less than 10 years old in 2022 and 14% less than five years old.



Source: JustWatch data

C.2 – Unique TV seasons available in VOD catalogues

TV content in this section was analysed in terms of number of unique TV seasons (each season is counted once).

Over 43 600 unique TV seasons were available in VOD catalogues, 31% from the EU27

- ▶ Of all 43 623 unique seasons, 31% were of EU27 origin and 33% of US origin.
- ▶ The bulk (81%) of EU27 TV seasons on TVOD were German (47%), French (17%) and Spanish (17%), while on SVOD, seven countries made up 81% of all unique EU27 film titles, and on FOD six countries.
- ▶ Other European seasons, with the integration of British content, represented 17% of all available titles.

A larger choice of unique seasons on SVOD, proportionately more EU27 content on TVOD and on FOD

- ▶ With over 34 707 unique TV seasons available, SVOD services offered more unique TV seasons than TVOD and FOD together.
- ▶ On TVOD services, EU27 content represented 31% of TV seasons, on SVOD 26% and 52% on FOD.
- ▶ Other European seasons, including British content, reached 19% on SVOD, 13% on TVOD and 16% on FOD.
- ▶ On SVOD services, other international seasons represented 21% while they made up only 10% on TVOD and 12% on FOD.

Differences in origin of EU27 content by business model: More balanced on SVOD and FOD, TVOD dominated by German content

- ▶ On TVOD, German seasons represented almost half of the total while on SVOD Dutch unique season titles and on FOD Danish unique season titles led for EU27 TV seasons.

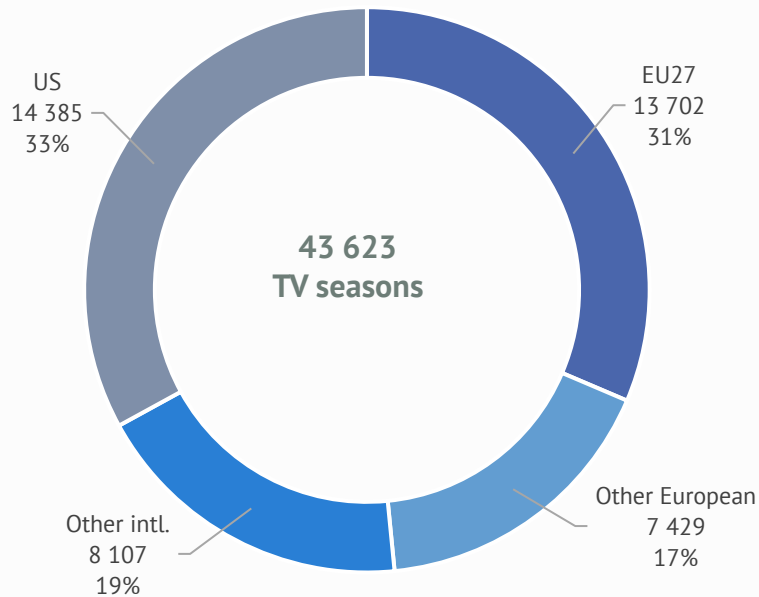
Dominance of British content in ‘other’ European TV seasons

- ▶ GB content represented 93% of all “other” European TV seasons available on SVOD, 87% on FOD and 86% on TVOD.
- ▶ The shift of British TV content from EU28 to “Other European” had a significant impact on the EU TV seasons share for all catalogues of the three business models.

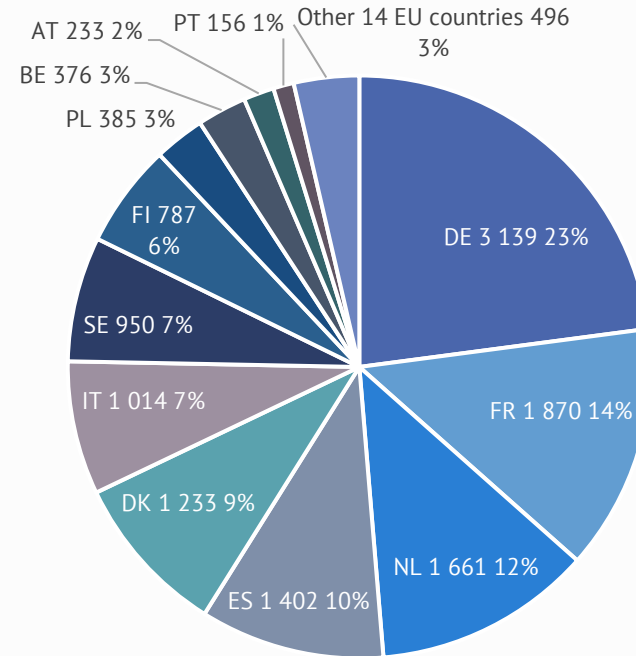
Over 43 000 unique TV seasons available in VOD catalogues, 31% from EU27

- ▶ 43 623 unique TV seasons were available to customers on both types of VOD services.
- ▶ 31% of all unique seasons were of EU27 origin and 33% of US origin.
- ▶ Dutch content came third in volume, before Spanish and Danish seasons, while German and French TV seasons took the lead. EU4 TV seasons made up 54% of all EU27 TV-season titles.
- ▶ Other European seasons, with the integration of British content, represented 17% of all available titles.

Unique TV seasons in VOD catalogues, by region of origin



Unique EU27 seasons in VOD catalogue, by country of origin

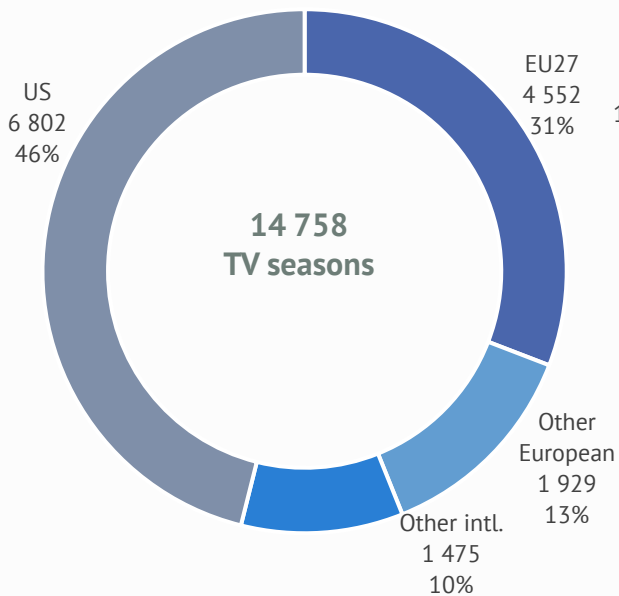


Source: JustWatch data

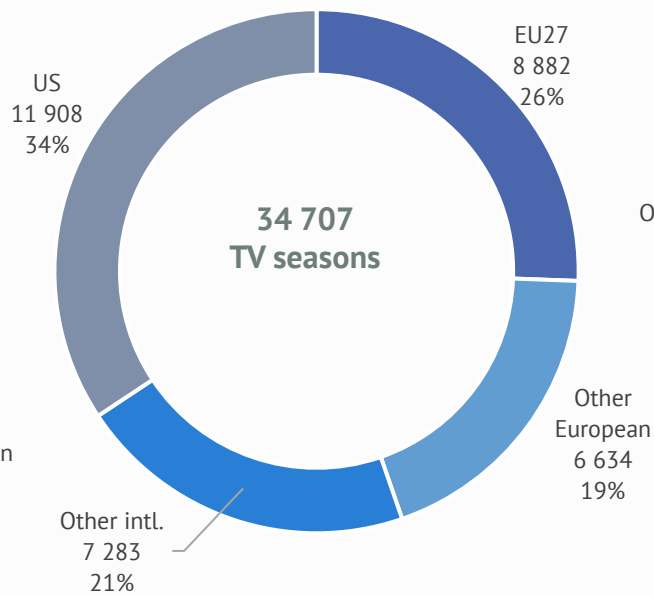
A larger choice of unique seasons on SVOD, biggest EU27 share on TVOD

- ▶ With over 34 000 seasons available, SVOD services offered the highest number of unique TV seasons.
- ▶ FOD had the highest share of EU27 unique TV seasons with 52%, due to a large number of broadcasters operating FOD services, followed by TVOD with 31% and SVOD with 26%.
- ▶ SVOD had the highest share of other international TV seasons with 21%, and of other European TV seasons with 19%, and TVOD had the highest share of US TV seasons with 46%.

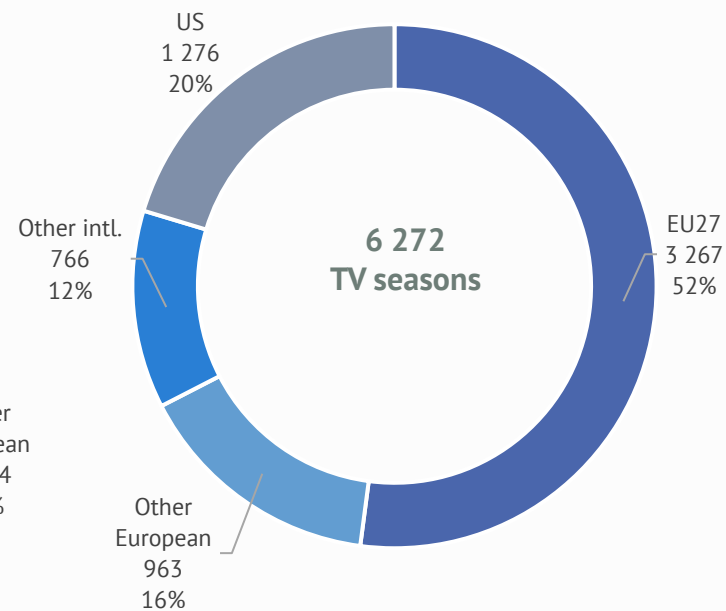
Unique TV seasons in TVOD catalogues, by region of origin



Unique TV seasons in SVOD catalogues, by region of origin



Unique TV seasons in FOD catalogues, by region of origin

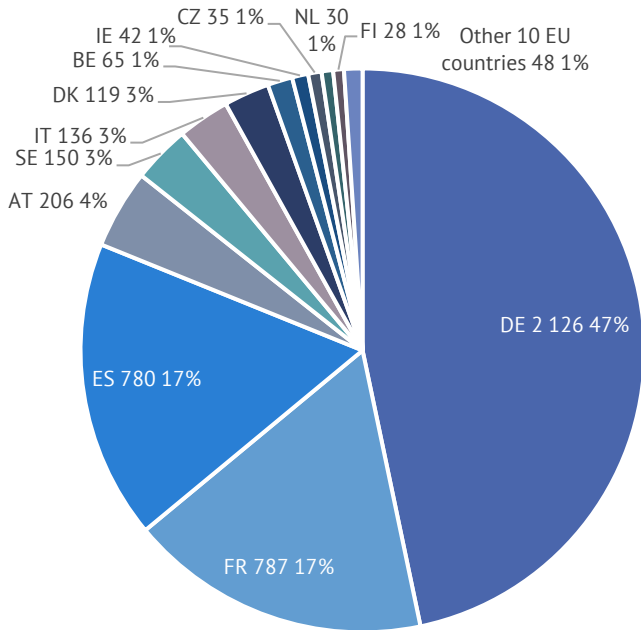


Source: JustWatch data

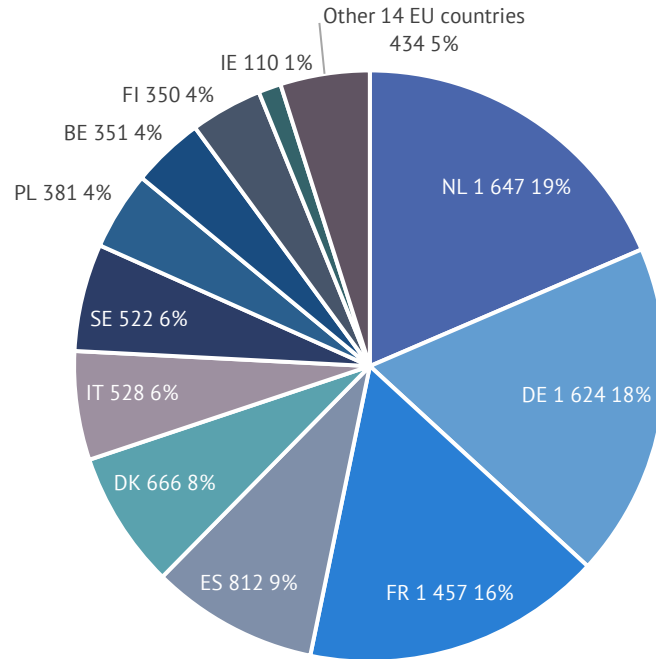
Origin of unique EU27 content by business model: More balanced on SVOD and FOD

- ▶ On TVOD, German seasons represented almost half of the total, due to numerous seasons per TV title.*
- ▶ On SVOD, Dutch TV seasons took the lead (mainly due to NL Ziet), followed by German and French titles.
- ▶ On FOD, Nordic TV seasons made up 50% of all unique EU27 TV seasons with many Nordic FOD catalogues in the sample.
- ▶ Germany, France and Spain alone provided the bulk (81%) of EU27 content on TVOD while on SVOD seven countries represented 81% of unique EU27 TV seasons and on FOD six countries represented 84% of all unique EU27 TV seasons.

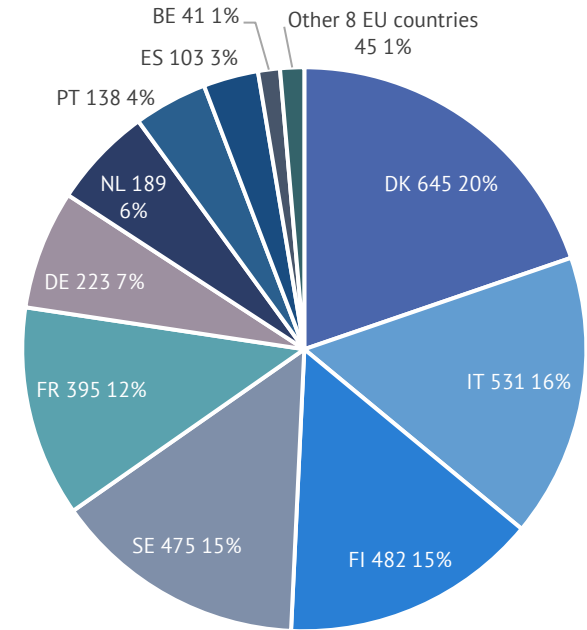
Origin of unique EU27 TV seasons in TVOD catalogues



Origin of unique EU27 TV seasons in SVOD catalogues



Origin of unique EU27 TV seasons in FOD catalogues

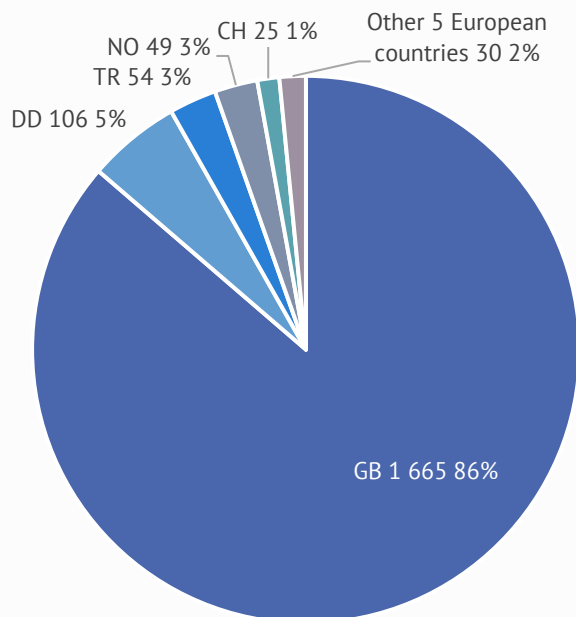


(*) Also partly due to the weight of German and Austrian services in the sample.

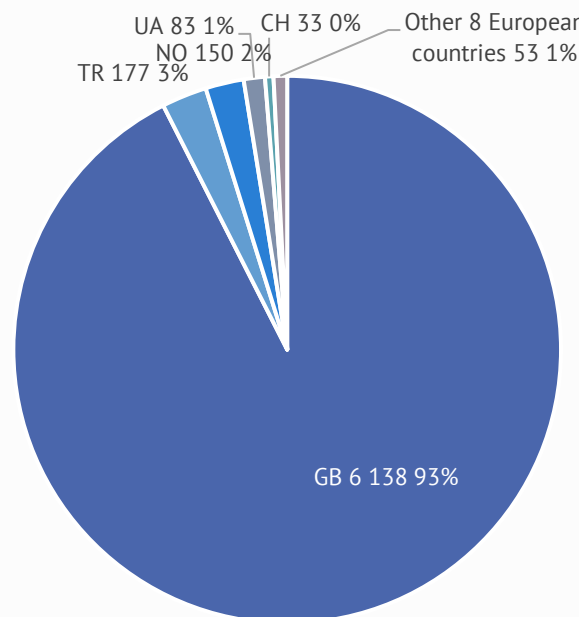
The dominance of British content in 'other European' TV seasons

- ▶ British TV content represented, respectively, 86%, 93% and 87% in TVOD, SVOD and FOD catalogues of all "other European" TV seasons available.
- ▶ Turkish, Norwegian and Swiss titles represented the other countries for TV seasons of "other European" albeit at a much lower volume.

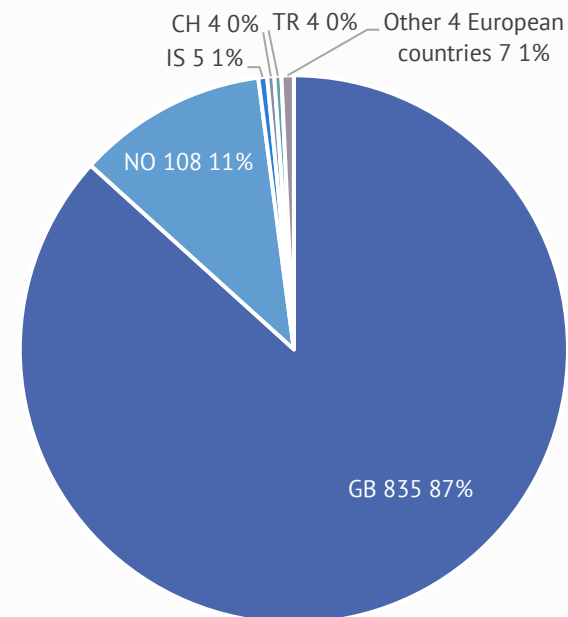
Origin of other European TV seasons in TVOD catalogues



Origin of other European TV seasons in SVOD catalogues



Origin of other European TV seasons in FOD catalogues



Source: JustWatch data

C.3 – Origin and circulation of cumulated TV content

TV content was analysed here in terms of **cumulated number of seasons** (each season is counted in each catalogue where available).

ORIGIN

US TV seasons represented 51% of all cumulated TV content on VOD

- ▶ 14% of all cumulated TV seasons on VOD were from the EU27.

24% of cumulated TV seasons on TVOD were of EU27 origin, and 35% on FOD, but only 11% on SVOD

- ▶ The unique presence of US TV seasons (over half of all cumulated content on VOD) was multiplied, with 57% of all seasons in TVOD catalogues, 51% in SVOD catalogues and 38% in FOD catalogues.
- ▶ More TV content from other international origins (26%) than European* (23%) was in SVOD catalogues while FOD catalogues had the highest share of European TV seasons with 49%, followed by TVOD with 37%.

National VOD services represented the highest shares of EU27 TV seasons

- ▶ National TVOD services had a share of 44% of EU27 TV seasons, national SVOD services 36% and national FOD services 63%.

Multi-country VOD services relied more heavily on US seasons

- ▶ EU27 TV seasons represented 24% on multi-country TVOD services, 15% on multi-country FOD services and just 8% on SVOD services.

Pan-European VOD services relied more heavily on US seasons

- ▶ US TV seasons represented a share of 65% on pan-European TVOD services, 52% on pan-European SVOD services and 99% on the only pan-European FOD service in the sample.
- ▶ Pan-European SVOD services had the highest share of international TV seasons with 29%.

(*) EU27 and Other European origins together.

C.3 – Origin and circulation of cumulated TV content

TV content was analysed here in terms of **cumulated number of seasons** (each season is counted in each catalogue where available).

CIRCULATION

EU27 TV seasons circulated in a smaller **number of countries** than those of other origins

- ▶ 31% of EU27 unique TV seasons represented only 24% of all cumulated content on TVOD, while on SVOD, 26% of EU27 unique TV content represented just 11% of cumulated and on FOD, 52% of unique EU27 TV seasons represented 35% of cumulated TV seasons. This is explained by the **lower circulation of EU27 content than content of other origins, with an average of three countries on SVOD, 1.7 on TVOD and 1.1 on FOD.**
- ▶ US and other international TV seasons travelled best, crossing borders more easily than European content.

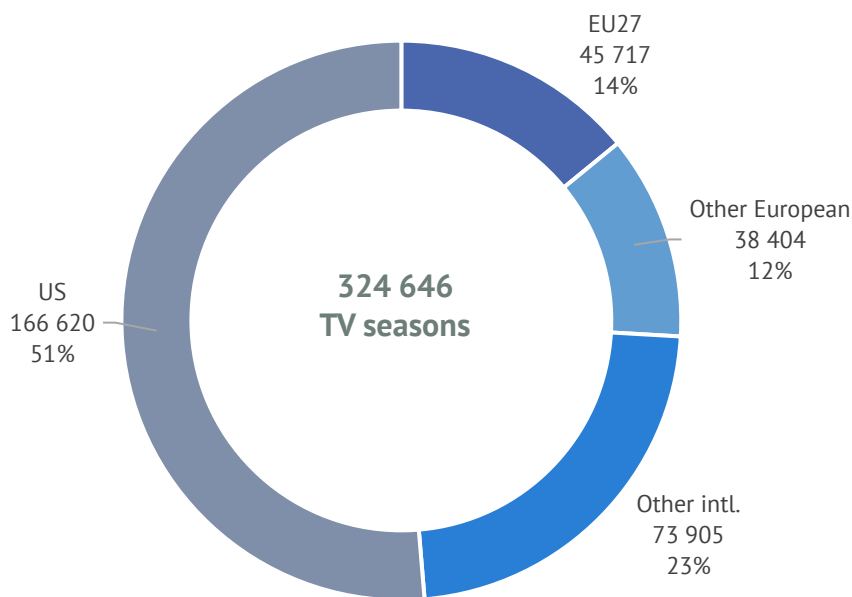
In terms of number of catalogues, EU27 TV content circulated slightly better on **SVOD and TVOD, but not on FOD**

- ▶ On average, EU27 TV seasons were present in **3.3 different SVOD catalogues, in 2.8 TVOD catalogues and in 1.1 FOD catalogues.**
- ▶ On SVOD, other international TV seasons circulated, on average, in 9.5 catalogues.
- ▶ US TV content circulated best also in terms of average number of catalogues, most significantly on SVOD (with 11.2 services), followed by TVOD with 4.4 catalogues and FOD with 3.1 catalogues.

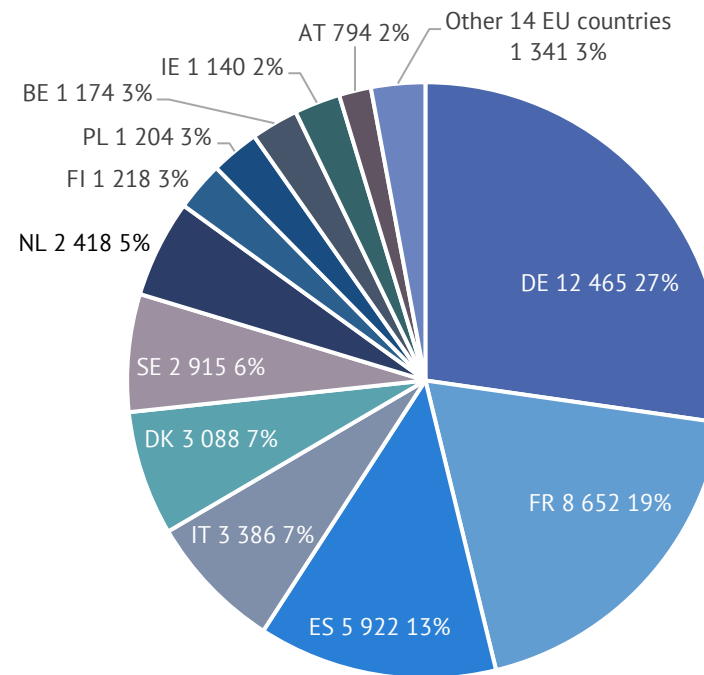
More than 324 000 TV seasons available in the 497 VOD catalogues

- ▶ 324 646 cumulated TV seasons were available to EU customers in 497 catalogues (TVOD, SVOD and FOD).
- ▶ 14% of all seasons were of EU27 origin and 12% of other European origin (mostly GB), compared to 51% of US origin and 23% of other international origin.
- ▶ EU4: German (27%), French (19%), Spanish (13%) and Italian (7%) seasons represented 66% of cumulated EU27 seasons.
- ▶ TV seasons from the top 10 countries accounted for 93% of all EU27 TV seasons, with Nordic TV seasons accounting for 16% of all available EU27 TV seasons in the 497 VOD catalogues.

Origin of TV seasons in 497 VOD catalogues by region of origin



EU27 TV seasons in 497 VOD catalogues by country of origin

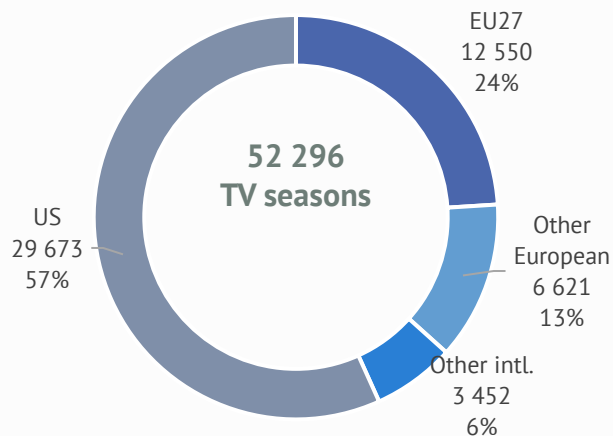


Source: JustWatch data

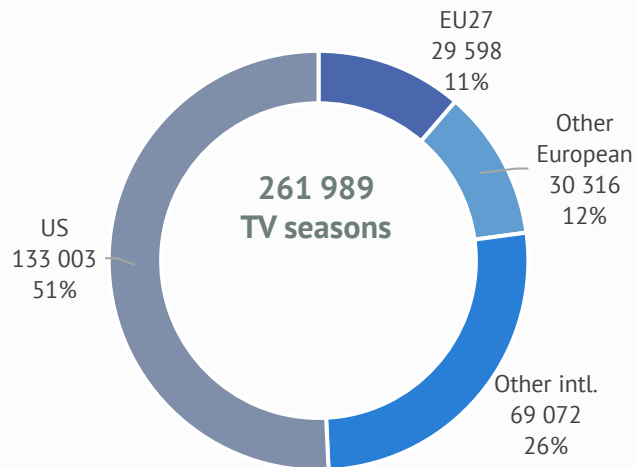
Large share of EU27 TV seasons on FOD, small share on SVOD

- ▶ On FOD, EU27 TV seasons represented 35% of all available TV seasons, with other European TV seasons accounting for 14%, bringing the share of European TV seasons to just under 50%.
- ▶ On TVOD, EU27 TV seasons accounted for 24% of all TV seasons and other European TV seasons for 13%, with the lion's share for US TV seasons with 57%.
- ▶ On SVOD, US and other international TV seasons accounted for 77% of all available TV seasons, with EU27 TV seasons accounting for only 11% and other European TV seasons for 12%.
- ▶ FOD catalogues' high share of European TV seasons can be explained by the presence of several national broadcasters' catalogues while the low share of European TV seasons on SVOD reflects the increasing availability of many niche SVOD catalogues available to EU viewers and the increasing presence of other international TV seasons in pan-European SVOD catalogues.

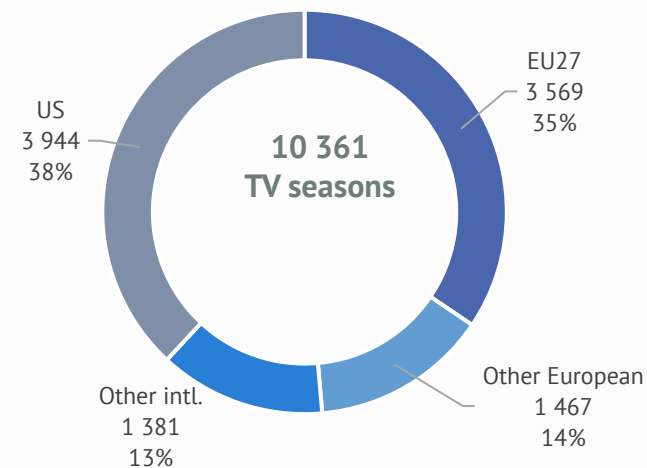
Origin of TV seasons in 48 TVOD catalogues



Origin of TV seasons in 391 SVOD catalogues



Origin of TV seasons in 58 FOD catalogues

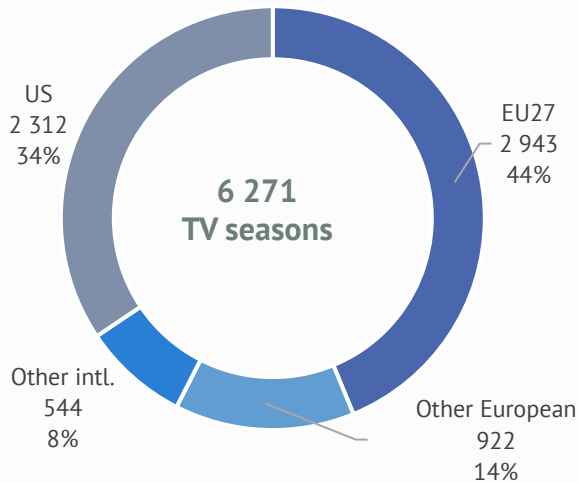


Source: JustWatch data

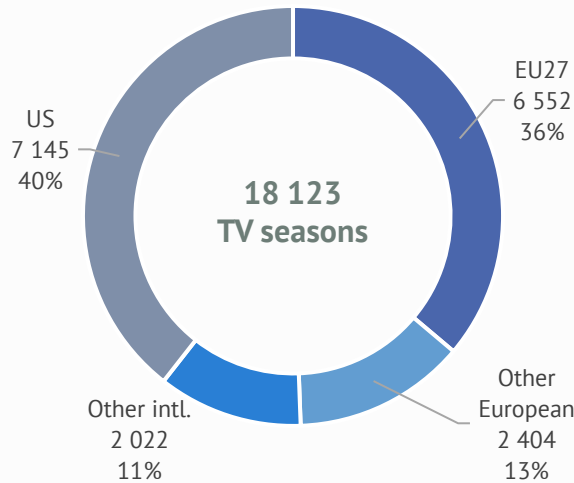
National VOD catalogues – a share of 49% and more for European TV seasons

- ▶ EU27 and other European TV seasons represented more than 80% of all TV seasons available in national FOD catalogues with national broadcasters making European TV seasons broadcasted on their linear channels available on their replay services.
- ▶ On TVOD, European TV seasons accounted for 58% and in national SVOD catalogues for 49%.
- ▶ National VOD catalogues relied less on other international TV seasons and US TV seasons for their TV content.

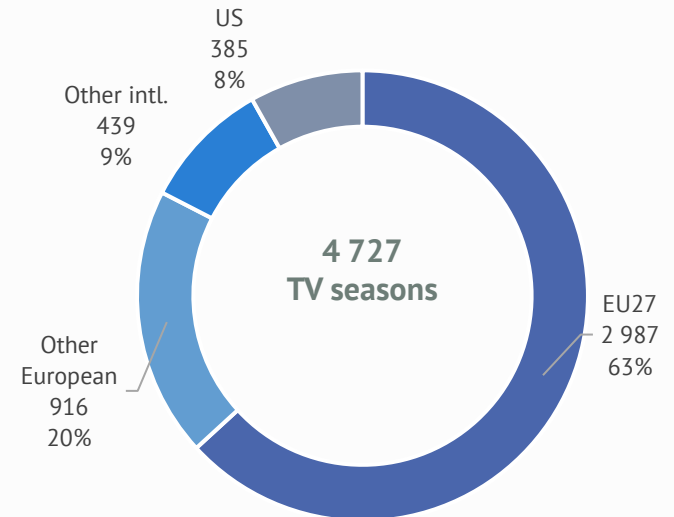
Origin of TV seasons
in 11 national TVOD catalogues



Origin of TV seasons
in 46 national SVOD catalogues



Origin of TV seasons
in 14 national FOD catalogues

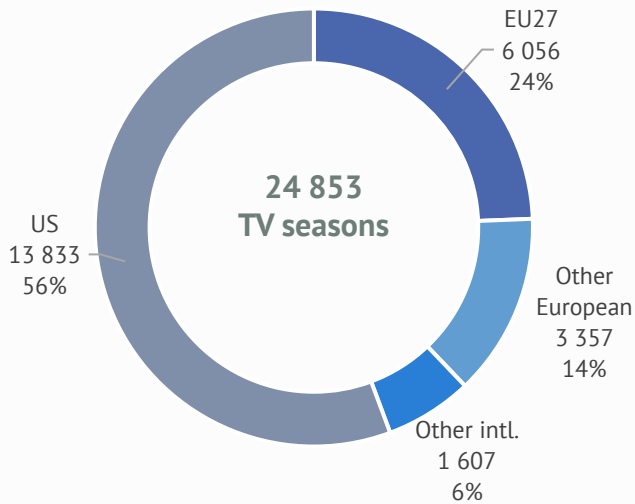


Source: JustWatch data

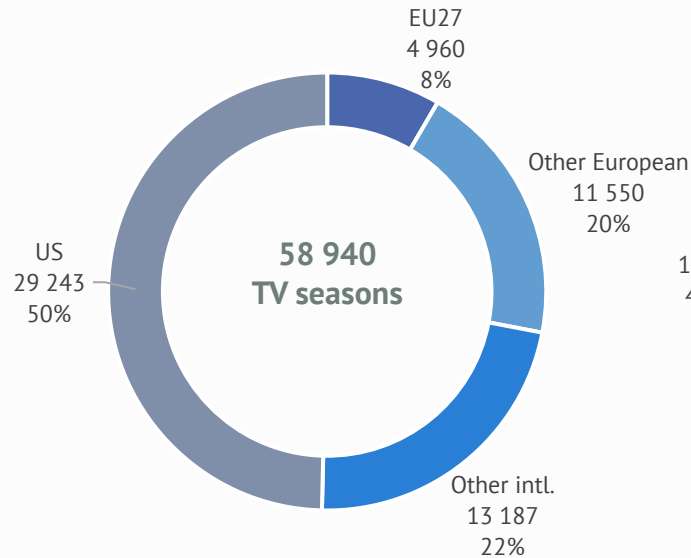
... while multi-country VOD services relied more heavily on US TV seasons

- ▶ EU27 TV seasons represented 24% on multi-country TVOD services, 15% on FOD services and just 8% on SVOD services.
- ▶ US TV seasons made up 56% of all TV seasons on offer on TVOD, 50% on SVOD and 46% on FOD.
- ▶ FOD and SVOD relied more on other international TV seasons than TVOD for their TV-season offerings, with a share of 22% and 25% of international TV seasons for SVOD and FOD, respectively.
- ▶ The share of other European TV seasons, mainly of British origin, was higher than the share of EU27 TV seasons in multi-country SVOD catalogues, with a share of 20% versus 8% for EU27 TV seasons.

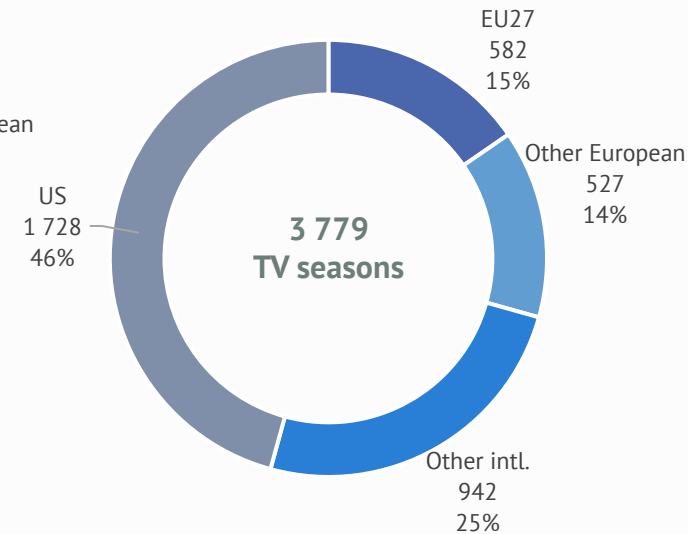
Origin of TV seasons
in 22 multi-country TVOD catalogues



Origin of TV seasons
in 119 multi-country SVOD catalogues



Origin of TV seasons
in 19 multi-country FOD catalogues

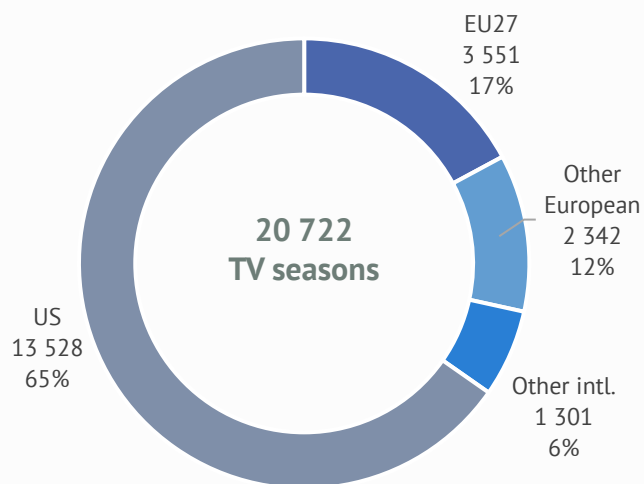


Source: JustWatch data

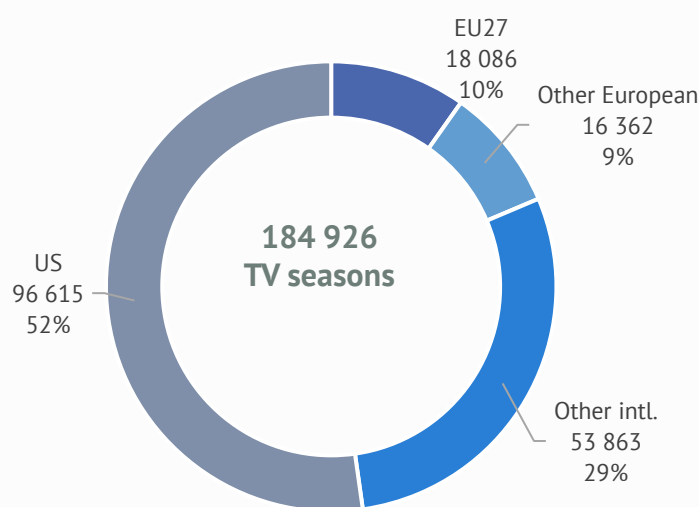
... and pan-European VOD services too

- ▶ Pan-European VOD services relied more heavily on US-origin series than national and multi-country catalogues, with more than 50% of all TV seasons for all three business models of US origin.
- ▶ For FOD catalogues, only one service (Classix) fell into this category, with 77 TV seasons in each of its 25 catalogues (and one with only seven), mainly composed of older US TV shows.
- ▶ Pan-European SVOD services relied more on other international TV seasons (29%) than on European TV seasons (19%) while TVOD skewed heavily towards US TV seasons (65%), completed with European TV seasons (29%).

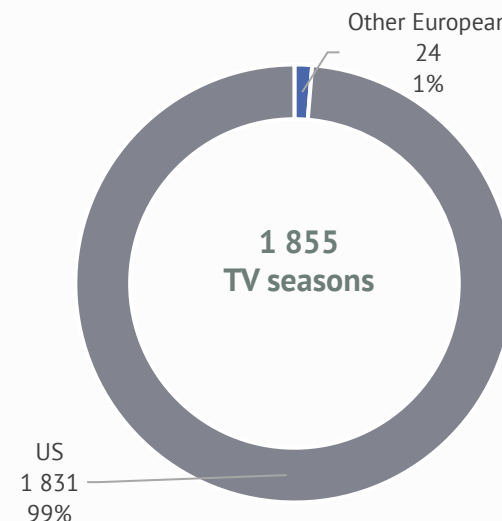
Origin of TV seasons
in 15 pan-European TVOD catalogues



Origin of TV seasons
in 226 pan-European SVOD catalogues



Origin of TV seasons
in 25 pan-European FOD catalogues

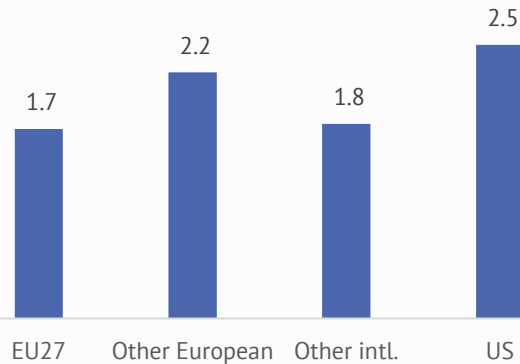


Source: JustWatch data

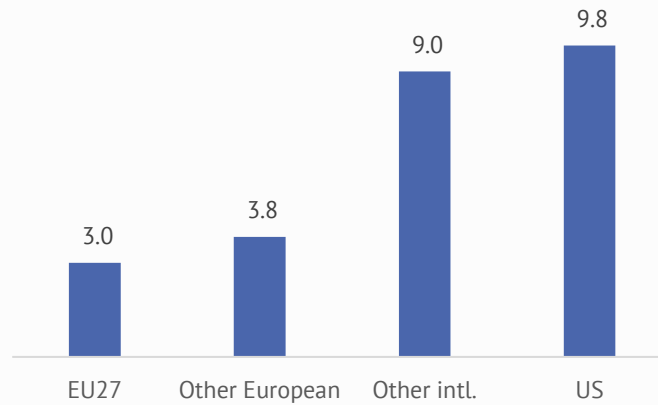
Less circulation for EU27 TV seasons in countries than works of other origins

- ▶ For all three business models, EU27 TV seasons and other European TV seasons (except on TVOD) circulated on average less than TV seasons of other international and US origins.
- ▶ On SVOD, US and other international TV seasons circulated best with an average presence in 9.8 and 9.0 countries, respectively, boosted by their presence in several multi-country and pan-European catalogues.
- ▶ On FOD, the low circulation is explained by the low number of FOD services operating in several countries (only Pluto TV, Classixs and VixTV are available in more than three countries) and individual catalogues of broadcasters and national players in their home country.

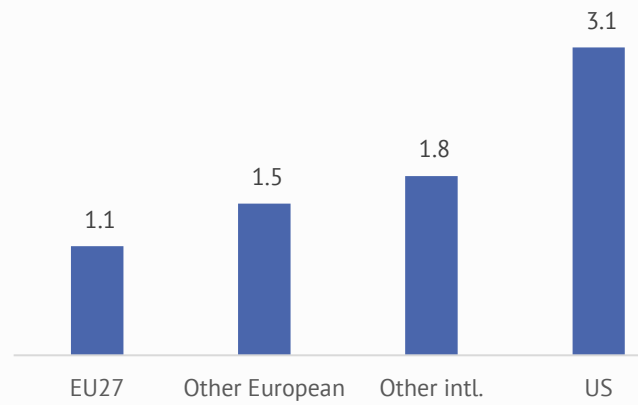
TVOD - Average circulation of TV seasons in countries by region of origin



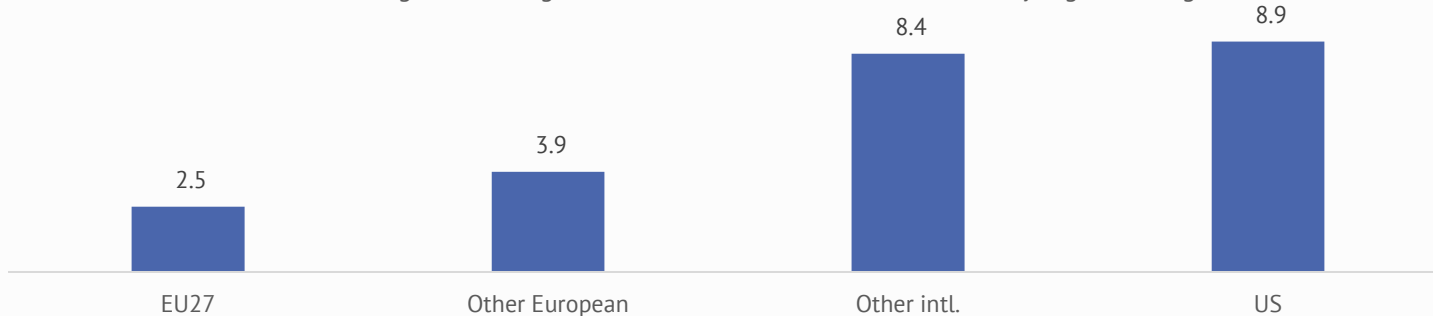
SVOD - Average circulation of TV seasons in countries by region of origin



FOD - Average circulation of TV seasons in countries by region of origin

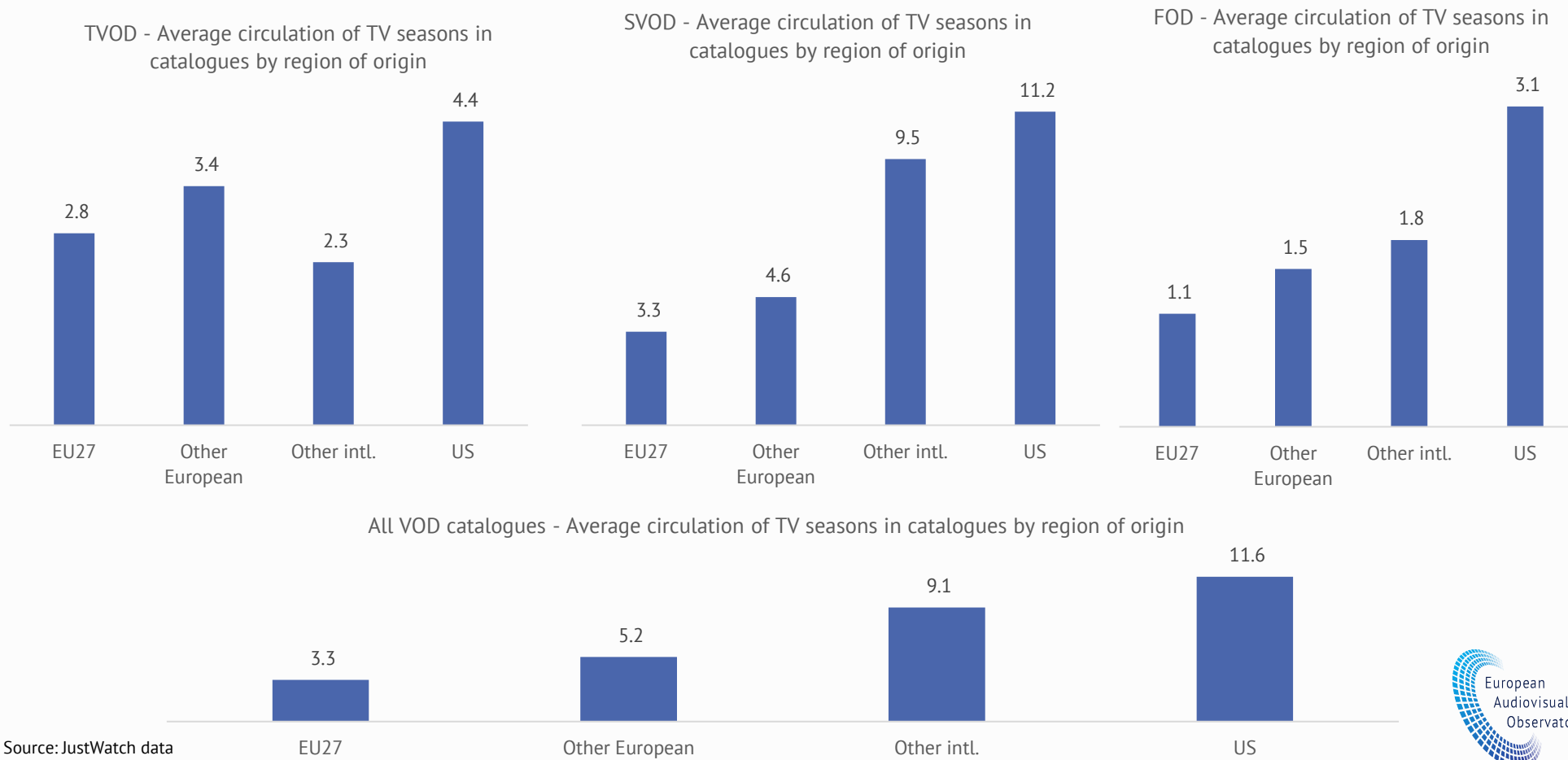


All VOD catalogues - Average circulation of TV seasons in countries by region of origin



Also in number of catalogues, EU27 content circulated less than that of other origins

- ▶ On average, EU27 TV seasons were present in 2.8 different TVOD catalogues, 3.3 SVOD catalogues and 1,1 FOD catalogues – other European TV seasons circulated slightly better.
- ▶ **On SVOD, other international TV seasons** were found on average in 9.5 catalogues – the best performance after US TV seasons.
- ▶ US TV content circulated better than that of any other origin in terms of average number of catalogues.



C.4 – Focus on services' core business and ownership

82% of all TV seasons on TVOD were found in the catalogues of TV and tech players, on SVOD TV pure VOD players had a share of 73% of all TV seasons, and on FOD TV players had 80% of all TV seasons.

- ▶ Tech players (Amazon, Google, iTunes, Microsoft) provided 40% of all cumulated TV content on TVOD and TV players (SF Anytime, Maxdome, Canal VOD, Atresplayer) 42%.
- ▶ 31% of content on SVOD was found on pure VOD players (Netflix, Flixolé, Wakanim) and 42% of TV content in the catalogues of TV players (Disney+, Discovery+, Viaplay, HBO Max).
- ▶ 80% of TV seasons on FOD were in the catalogues of TV players (RAI, YLE, DRDK, SVT, FranceTV, Pluto TV, Sixplay).

Sharp differences in the composition of catalogues by core business of service owners

- ▶ Services owned by rightsholders (distributors/producers) on TVOD, private equity on SVOD and rightsholders on FOD had the highest share of EU27 TV seasons.
- ▶ For SVOD, pure VOD players (Netflix) built their catalogues on US and other international TV seasons.
- ▶ The highest share of US seasons was found in TVOD services operated by pure VOD players and tech players (Amazon), on SVOD on telecom players, and on FOD services owned by pure VOD players.

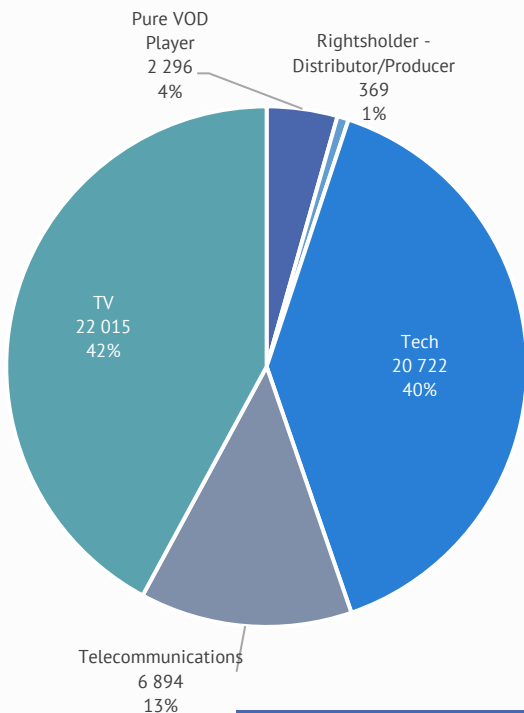
Higher share of EU27 TV content for EU27-owned services

- ▶ The share of EU27 TV seasons in the catalogues of EU-owned services was higher, with 30% on TVOD, 33% on SVOD and 65% on FOD, while global services had an EU27-TV-season share of 22% on TVOD, 9% on SVOD and 9% on FOD.
- ▶ **SVOD global services showed a higher share of other international content (28%) than European content (20%).**

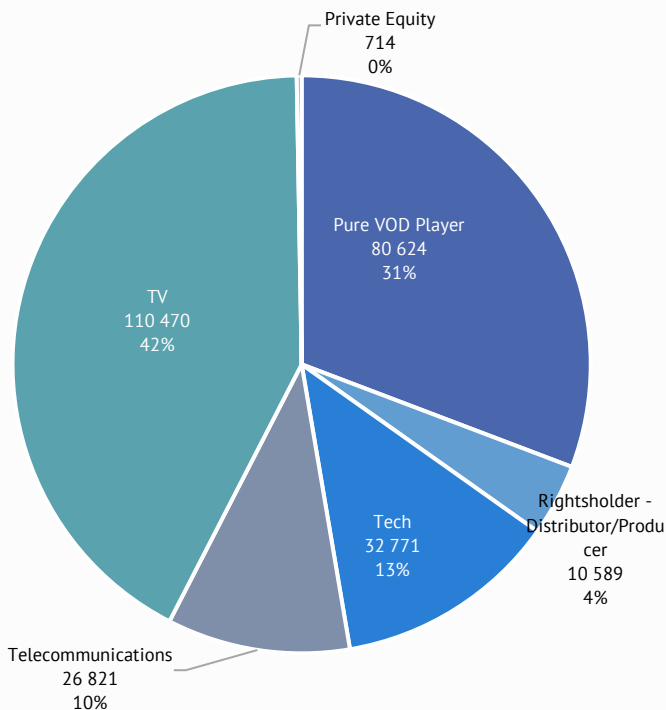
TV players provide the highest share of TV seasons available for all 3 business models

▶ TV players, pure VOD players (on SVOD and FOD) and tech players (TVOD) accounted for 82% of all TV seasons on TVOD, 73% on SVOD and 100% on FOD.

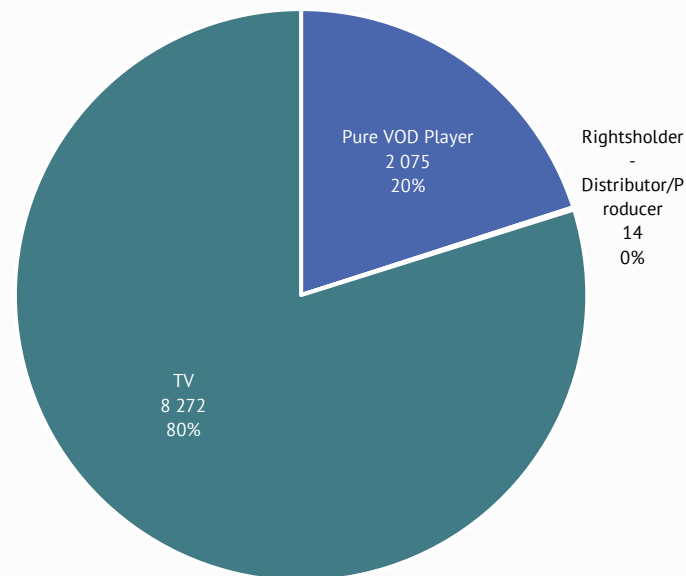
TVOD - Number of TV seasons by core business of service owner



SVOD - Number of TV seasons by core business of service owner



FOD - Number of TV seasons by core business of service owner



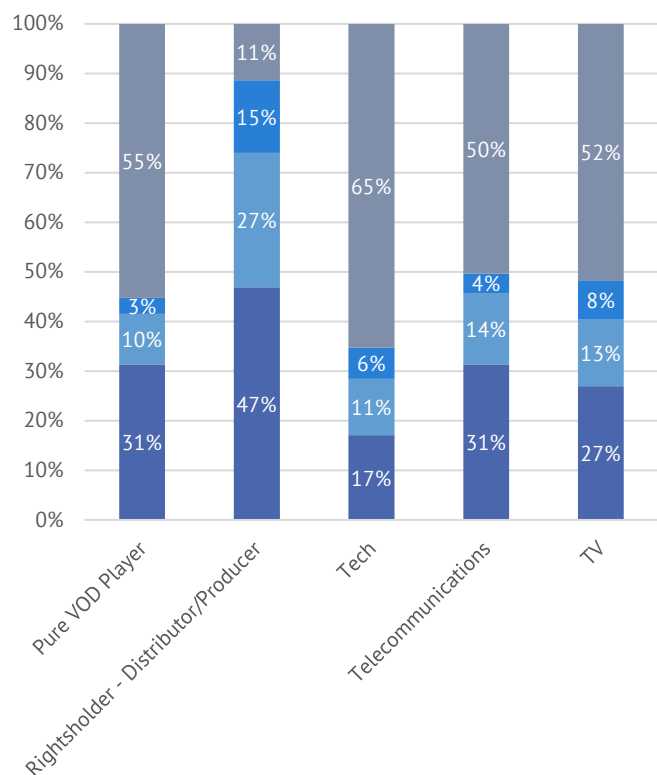
Core Business	Number of TVOD catalogues	AVG number of seasons/catalogue	Number of SVOD catalogues	AVG number of seasons/catalogue	Number of FOD catalogues	AVG number of seasons/catalogue
Pure VOD Player	9	255	39	2,067	29	72
Rights holder - Distributor/Producer	3	123	91	116	1	14
Tech	15	1,381	93	352		
Telecommunications	10	689	28	958		
TV	11	2,001	136	812	28	295
Private Equity			4	179		

Source: JustWatch data

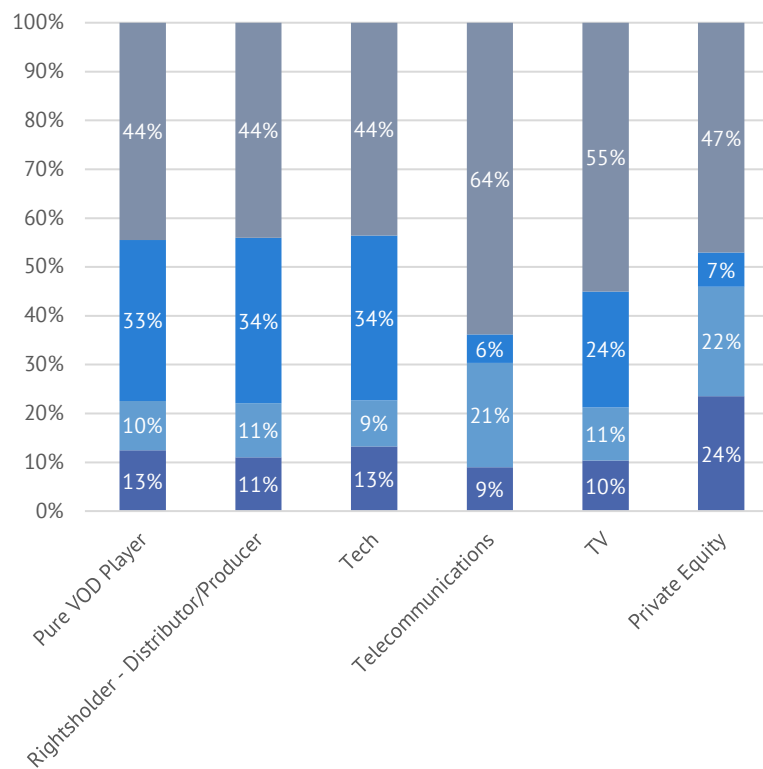
Sharp differences in the composition of catalogues by core business of service owners

- ▶ On TVOD services owned by distributors, pure VOD players and telecom had the highest share of EU27 TV seasons, while on SVOD, private equity players and pure VOD players had the largest amount of EU27 TV content.
- ▶ On FOD, rightsholders and TV catalogues had the highest share of EU27 TV seasons.
- ▶ For SVOD, pure VOD players built their catalogues on US and other international TV seasons.
- ▶ The highest share of US seasons was found on TVOD services operated by tech players, on SVOD services operated by telecommunications players and on FOD in catalogues of pure VOD players.

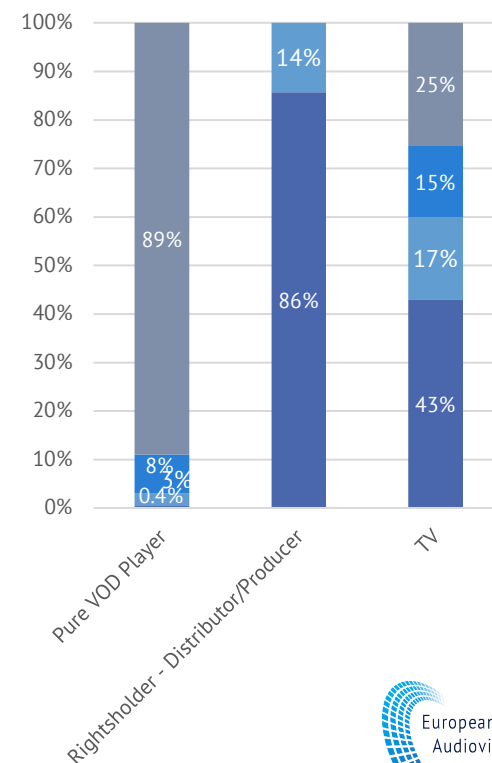
TVOD - Share of TV seasons by core business of service owner



SVOD - Share of TV seasons by core business of service owner



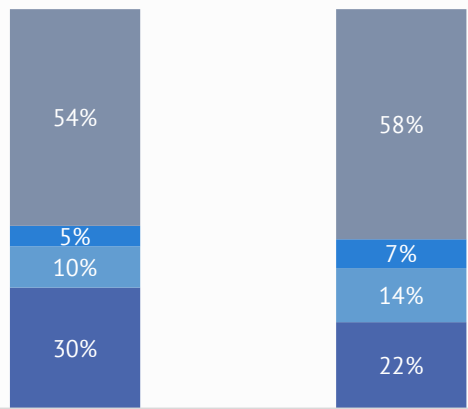
FOD - Share of TV seasons by core business of service owner



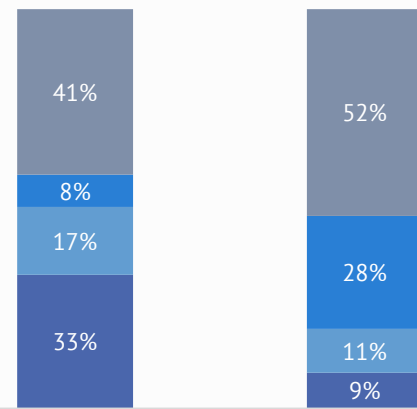
On TVOD, SVOD and FOD, higher share of European TV seasons for EU-owned services

- The share of EU27 TV seasons in TVOD, SVOD and FOD catalogues of EU-owned services was higher than in those of global services, with 30% on EU-owned TVOD services, 33% on EU-owned SVOD services and 65% on EU-owned FOD services.
- Global SVOD services had the highest share of other international TV seasons with 28%, and only 9% of EU27 TV seasons.
- The share of US TV seasons was the highest on global FOD services, followed by global TVOD services, EU-owned TVOD services and global SVOD services.

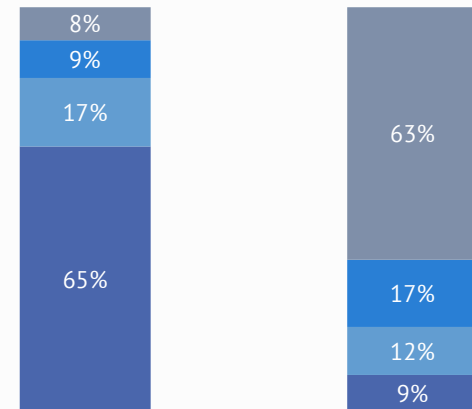
TVOD - Share of seasons by origin of service owner



SVOD - Share of seasons by origin of service owner



FOD - Share of seasons by origin of service owner



■ EU27 ■ Other European ■ Other intl. ■ US

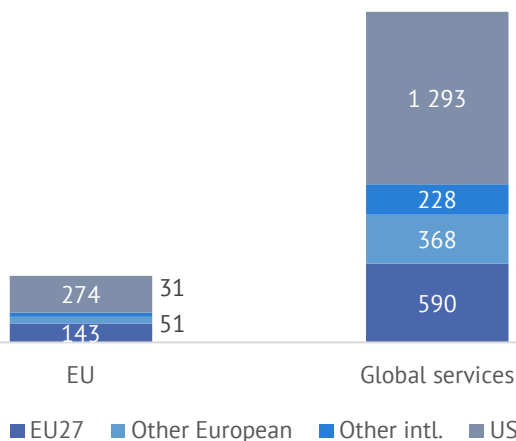
	Number of TVOD catalogues	Average number of TV seasons/cat.	Number of SVOD catalogues	Average number of TV seasons/cat.	Number of FOD catalogues	Average number of TV seasons/cat.
EU	40	537	46	543	16	292
Global services	8	3 853	345	687	42	136

Source: JustWatch data

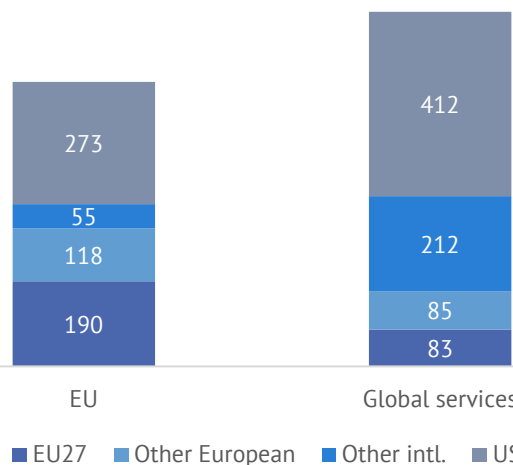
More TV seasons on global TVOD and SVOD services and EU-owned FOD services

- ▶ Global-owned TVOD services offered on average more TV content in their catalogues and also more European (EU27 and other European) TV seasons than EU-owned services.
- ▶ EU-owned SVOD services offered a higher average number of EU27 and other European TV seasons than globally owned SVOD services and much less other international TV-season content.
- ▶ EU-owned FOD services offered on average a larger number of European TV seasons than global services.

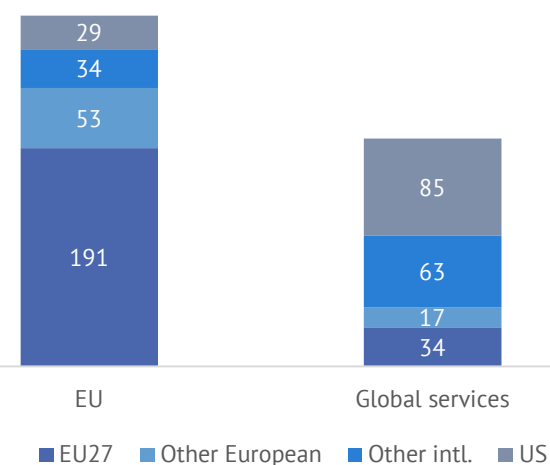
TVOD - Average number of TV seasons by origin of service owner



SVOD - Average number of TV seasons by origin of service owner



FOD - Average number of TV seasons by origin of service owner



	Number of TVOD catalogues	Average number of TV seasons/cat.	Number of SVOD catalogues	Average number of TV seasons/cat.	Number of FOD catalogues	Average number of TV seasons/cat.
EU	30	472	46	543	16	292
Global services	18	2,244	345	687	42	136

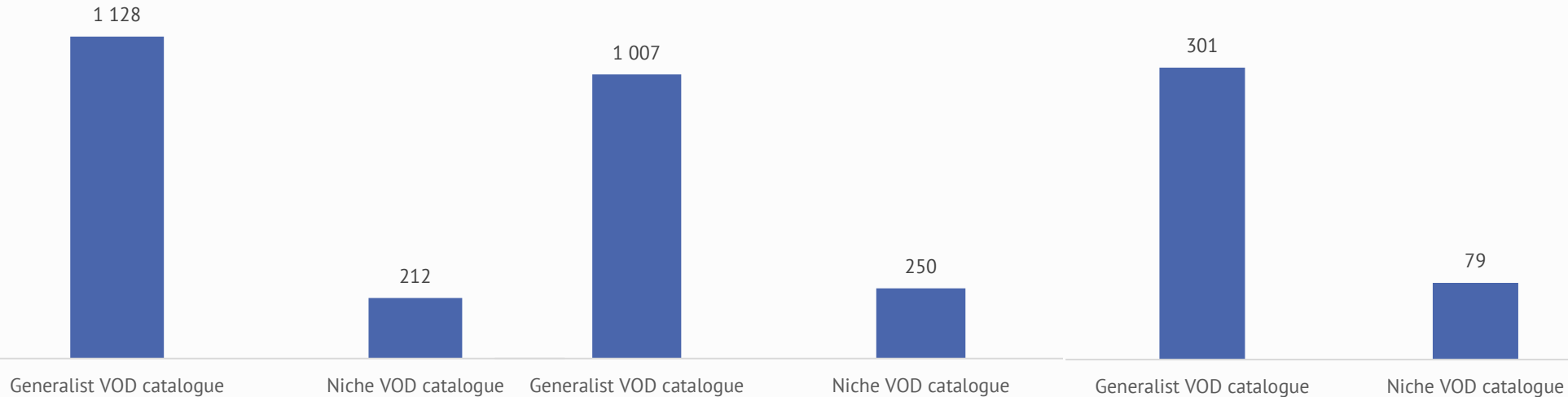
General entertainment VOD services offer many more TV seasons than niche services

- ▶ As for films, general entertainment-focused VOD services for all three business models offered more TV seasons than niche VOD services.
- ▶ While generalist and niche TVOD and SVOD services offered on average a comparable number of TV seasons, this was not true for FOD services, both generalist and niche, which offered on average a significantly lower number of TV seasons than TVOD and SVOD services.

TVOD - Average number of seasons by service focus

SVOD - Average number of seasons by service focus

FOD - Average number of seasons by service focus



Source: JustWatch data

C.5 – Composition of catalogues by national and EU27 non-national TV content

TV content in this section was analysed in terms of **cumulated number of seasons**.

National TV seasons on TVOD and FOD vs. EU27 non-national content on SVOD

- ▶ 57% of EU27 TV seasons in TVOD catalogues were national TV seasons and for FOD catalogues even 79%.
- ▶ By contrast, EU27 non-national TV seasons represented 70% of the total EU27 offering on SVOD. For some global services (Netflix, Amazon) the worldwide rights acquisition of content made European content available in all their European catalogues.

National TV-season offering was significant on pan-European as well as on national TVOD services

- ▶ On TVOD, pan-European services showed a higher share (76%) of national TV seasons than national services (74%) in their EU27 content offerings while multi-country TVOD services relied more on non-national TV seasons with 62% of EU27 TV seasons of non-national origin.

National SVOD services strongly built their offerings on national TV seasons instead of on non-national content

- ▶ On SVOD, national services relied significantly on national TV content for their EU27 offerings with 77% of EU27 TV seasons national.
- ▶ EU27 non-national content represented 65% of the EU27 offerings on multi-country SVOD services and 89% on pan-European SVOD services.

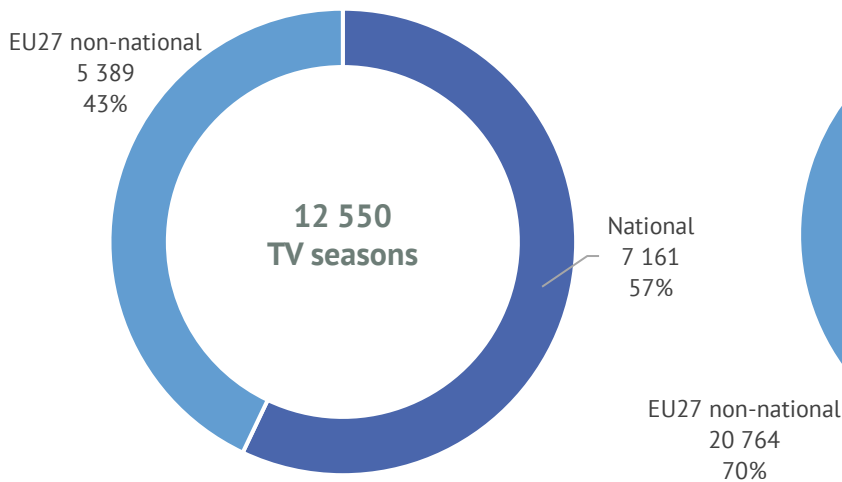
National and multi-country FOD services strongly built their offerings on national TV seasons instead of on non-national content

- ▶ On FOD, national services relied significantly on national TV content for their EU27 offerings with 83% of EU27 TV seasons national and on multi-country services 55%.
- ▶ There were no EU27 TV seasons in the only pan-European FOD service of the sample (Classix).

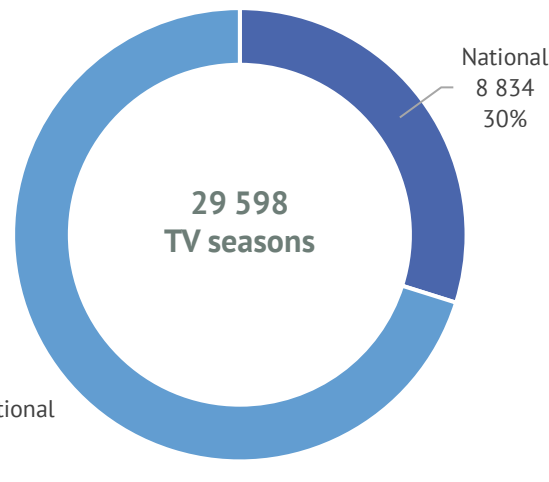
EU27: National TV seasons on FOD and TVOD, non-national on SVOD

- ▶ EU27 TV content on **TVOD** catalogues was mainly **national TV seasons (60%)**.
- ▶ By contrast, EU non-national TV seasons represented two thirds (67%) of the contents on SVOD, fuelled by global services' strategy of acquiring EU27 content to make it available in all covered countries.

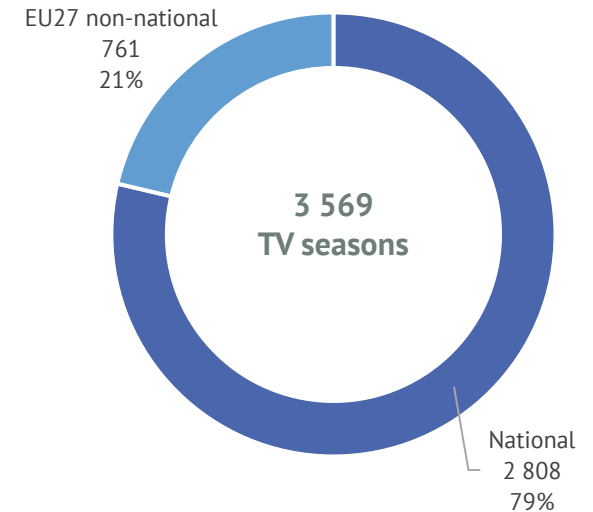
TVOD - Split of national and EU non-national TV seasons



SVOD - Split of national and EU non-national TV seasons



FOD - Split of national and EU non-national TV seasons

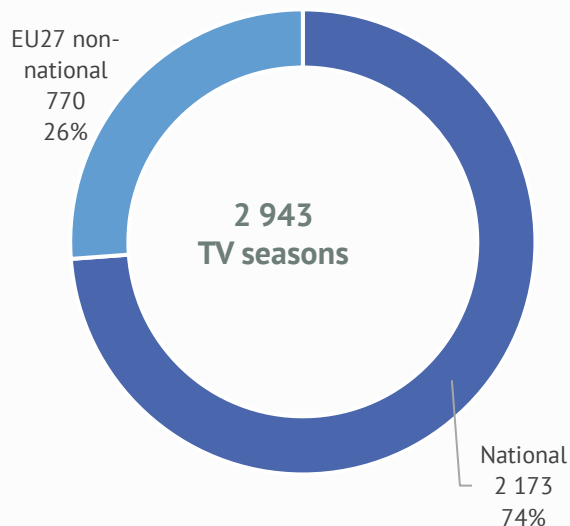


Source: JustWatch data

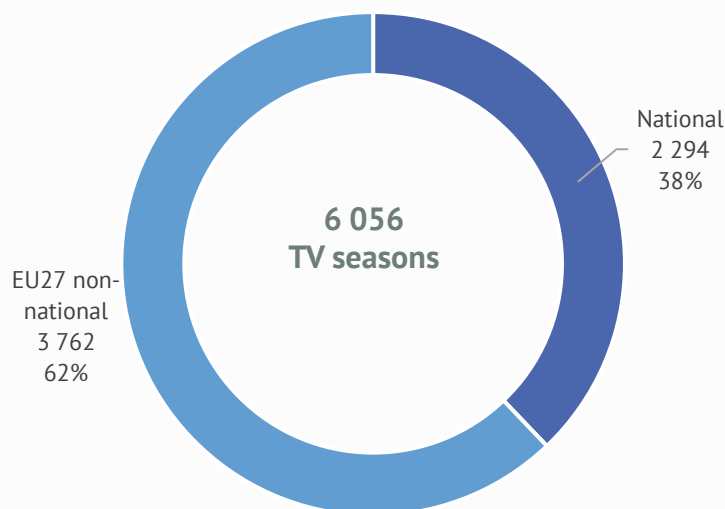
EU27: Bigger offering of national TV content on national and pan-European TVOD services

- ▶ On TVOD, multi-country services showed a higher share (62%) of EU27 non-national TV seasons.
- ▶ National TVOD services offered more national than non-national EU27 content with 74% of all EU27 TV seasons being of national origin.
- ▶ Pan-European TVOD services also offered more national TV seasons, with 76% of all EU27 TV seasons being of national origin.

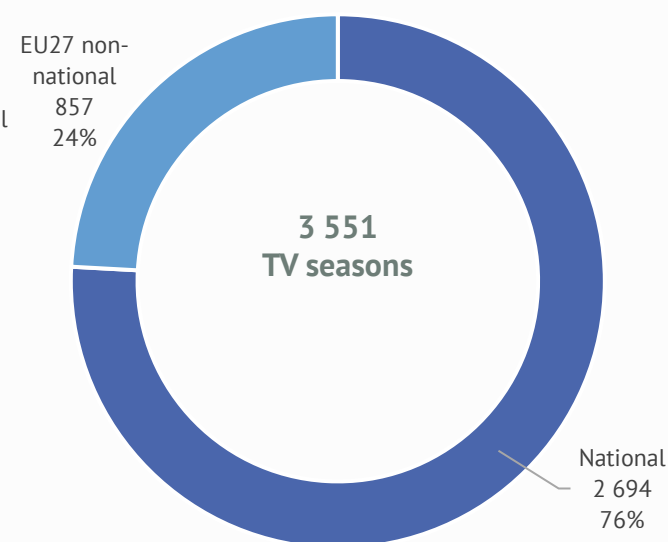
TVOD national services - Split of national and EU non-national TV seasons



TVOD multi-country services - Split of national and EU non-national TV seasons



TVOD pan-European services - Split of national and EU non-national TV seasons

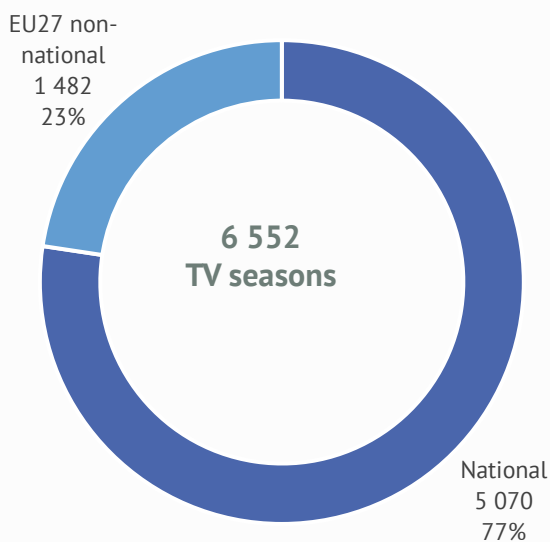


Source: JustWatch data

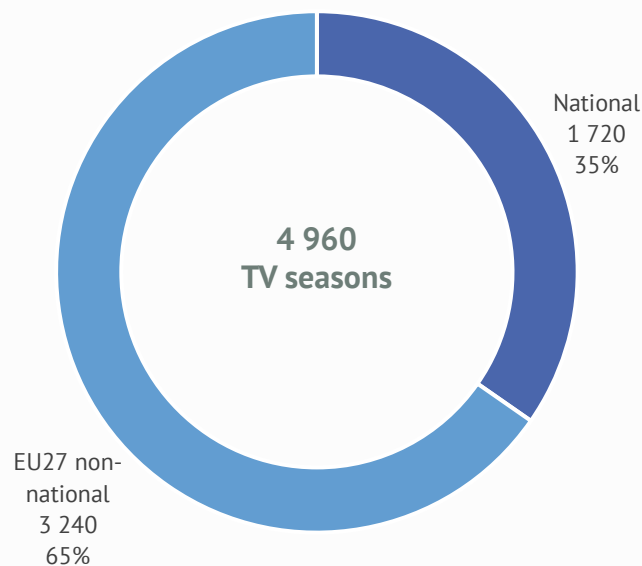
Pan-European and multi-country SVOD services rely mostly on non-national TV seasons

- ▶ On SVOD, national services also relied significantly on national TV content for their EU27 offerings with a 77% share of national TV seasons.
- ▶ Multi-country services offered mainly non-national European content with 65% of all EU27 TV seasons being of non-national origin.
- ▶ Pan-European SVOD services mostly offered EU27 non-national TV seasons to their subscribers with 89% of all EU27 TV seasons being of non-national origin, as these players circulate most of their TV series in all of their catalogues.

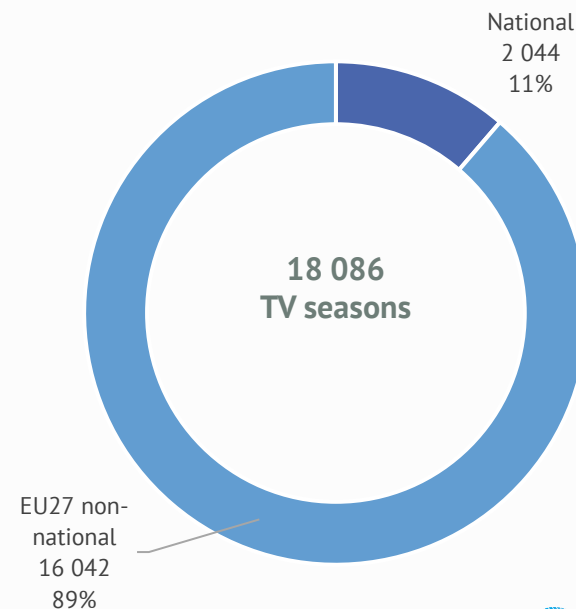
SVOD national services - Split of national and EU non-national TV seasons



SVOD multi-country services - Split of national and EU non-national TV seasons



SVOD pan-European services - Split of national and EU non-national TV seasons

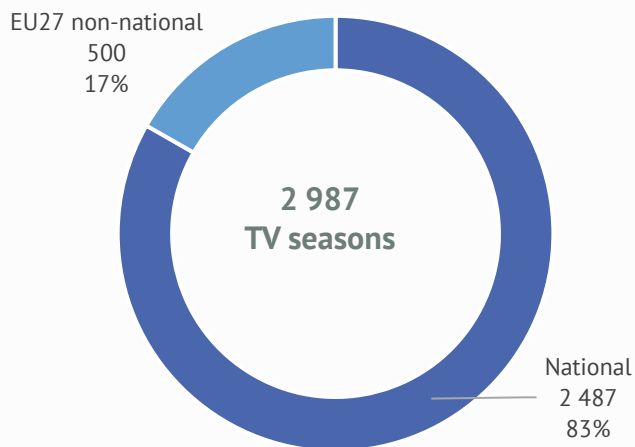


Source: JustWatch data

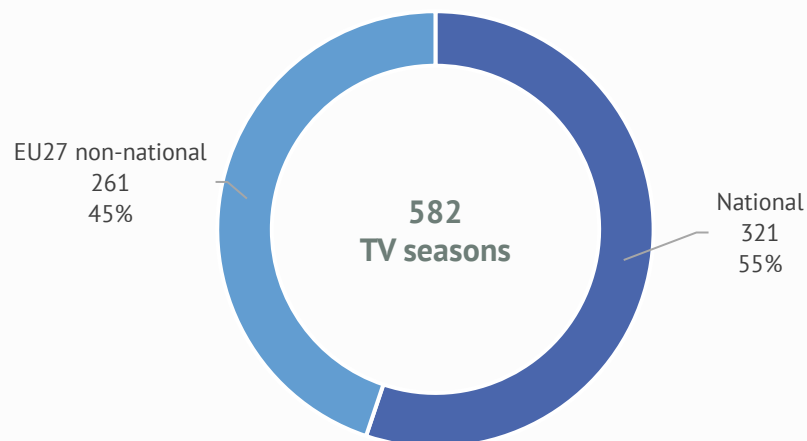
On FOD services, EU27 TV seasons mostly of national origin

- ▶ **National FOD services, mostly operated by broadcasters, offered mostly national TV seasons** to their viewers when it comes to EU27 TV seasons, with 83% of all EU27 TV seasons being of national origin.
- ▶ **Multi-country FOD services too offered a majority of national TV seasons**, with 55% of all EU27 TV seasons being of national origin.
- ▶ **The only pan-European FOD service, Classix, did not offer any EU27 TV seasons** as the catalogues are mostly composed of older US TV seasons.

FOD national services - Split of national and EU non-national TV seasons



FOD multi-country services - Split of national and EU non-national TV seasons



Source: JustWatch data

C.6 – Focus on export of European TV content in EU27, on TVOD and SVOD

TV content was analysed in terms of the **cumulated number of EU27 non-national seasons**.

On TVOD services, German & French TV seasons dominated the export of EU27 TV content (with 56% of all exported TV seasons)

- ▶ Followed by TV seasons from Sweden, Italy, Austria, Denmark and Ireland.
- ▶ British TV seasons dominated the export of other European TV content on TVOD services with 89% of the total.

On SVOD, France and Spain were the top EU27 TV content exporters (with 43% of exported TV seasons)

- ▶ The EU4 (France, Germany, Spain and Italy) provided 68% of all EU27 TV seasons exported on SVOD.
- ▶ As for TVOD, British TV seasons made up the lion's share of other European seasons on SVOD with 92% of the total.

On FOD, France and Germany appeared as the top EU27 TV content exporters (with 52% of exported TV seasons)

- ▶ The EU4 (France, Germany, Spain and Italy) provided 63% of all EU27 TV seasons exported on SVOD.
- ▶ Nordic TV seasons accounted for 23% of all exported EU27 TV seasons on FOD.
- ▶ As for TVOD, British TV seasons made up the lion's share of other European seasons on SVOD with 92% of the total.

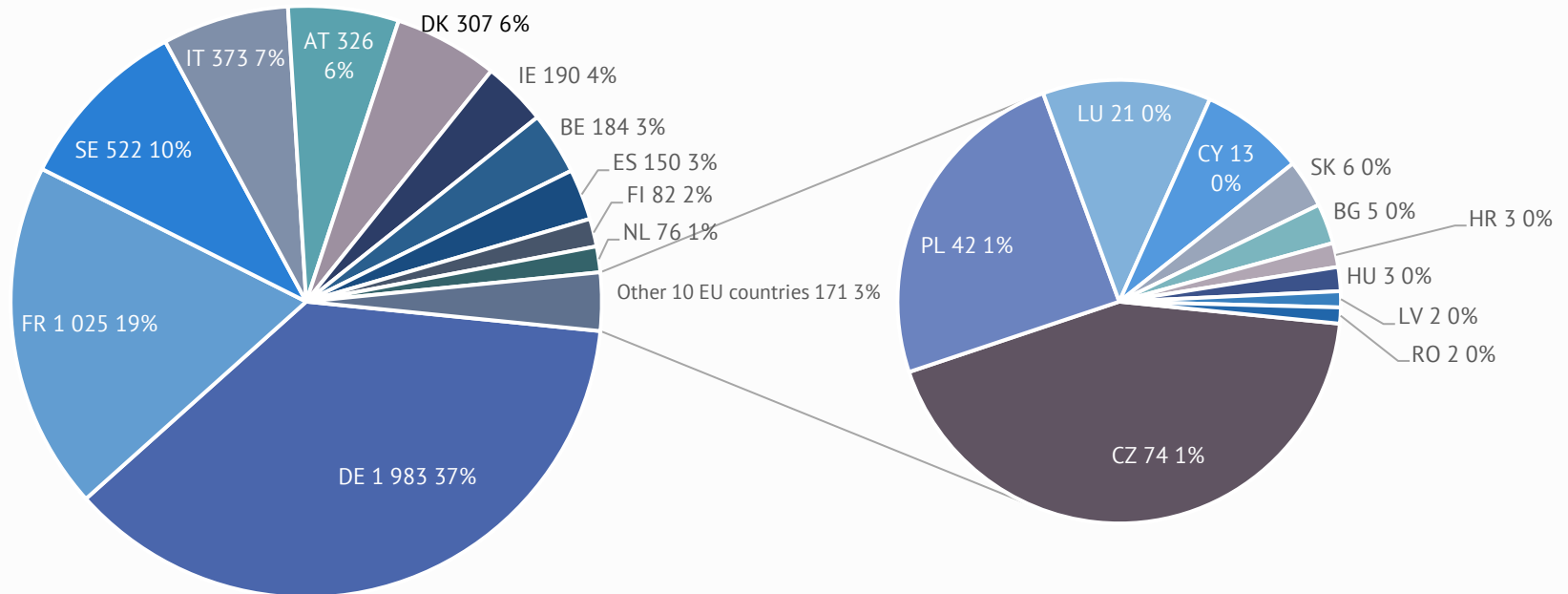
Better export rates and country reach on SVOD than on TVOD and FOD

- ▶ Ireland and Italy provided 14 TV seasons out of the top 20 exported seasons on TVOD.
- ▶ Eight French and six Irish fiction TV seasons were present in the top 20 exports on SVOD.
- ▶ On FOD, six French, four Danish and two Swedish TV seasons figured in the top 20.

21 EU27 countries exported their TV content on non-national EU27 TVOD services

- ▶ German* and French TV seasons, with more than half of exported EU27 TV seasons, dominated the export of EU27 TV content on TVOD services, followed by Swedish, Italian and Austrian* TV seasons.
- ▶ Spanish TV seasons struggled to circulate on EU27 TVOD catalogues with only 3% of all exported EU27 TV seasons.
- ▶ The top 10 exporting countries accounted for 95% of all exported TV seasons on TVOD.

TVOD - Number of EU27 TV seasons exported outside of their national market by country of origin



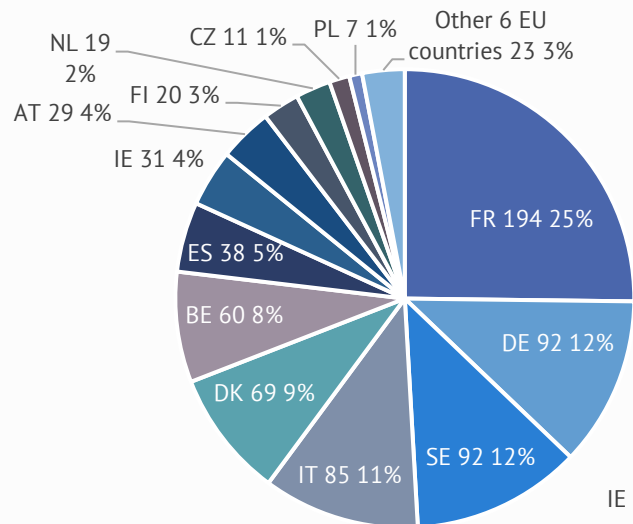
(*) Partly due to the weight of German and Austrian services in the sample.

Source: JustWatch data

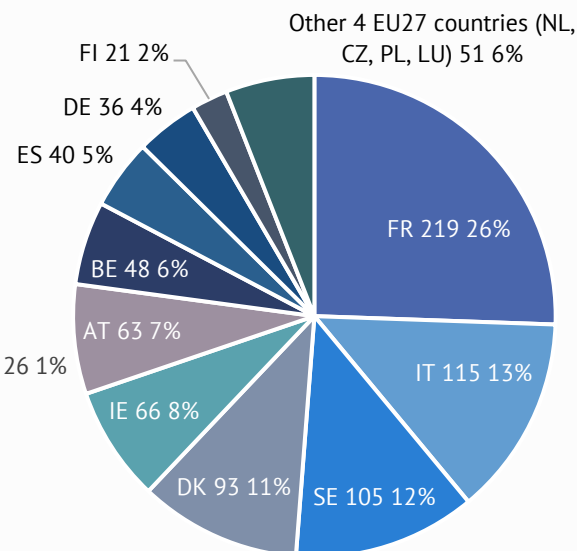
Origin of EU27 TV content for TVOD catalogues differed for the 3 types of catalogues

- ▶ On multi-country TVOD services, half of EU27 exported content was of German* origin, and together with French, Swedish and Austrian* TV seasons, it accounted for 80% of EU27-exported TV seasons.
- ▶ On national TVOD services, French, German, Swedish and Italian TV seasons accounted for 60% of all exported TV seasons.
- ▶ For pan-European TVOD catalogues, French, Italian, Swedish and Danish TV seasons accounted for 62% of all exports.

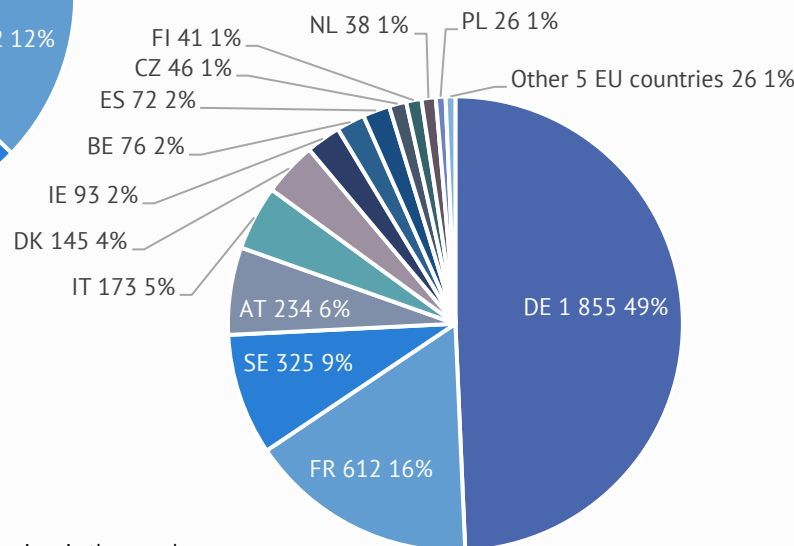
Export of EU27 TV seasons in 11 national TVOD catalogues



Export of EU27 TV seasons in 15 pan-European TVOD catalogues



Export of EU27 TV seasons in 22 multi-country TVOD catalogues

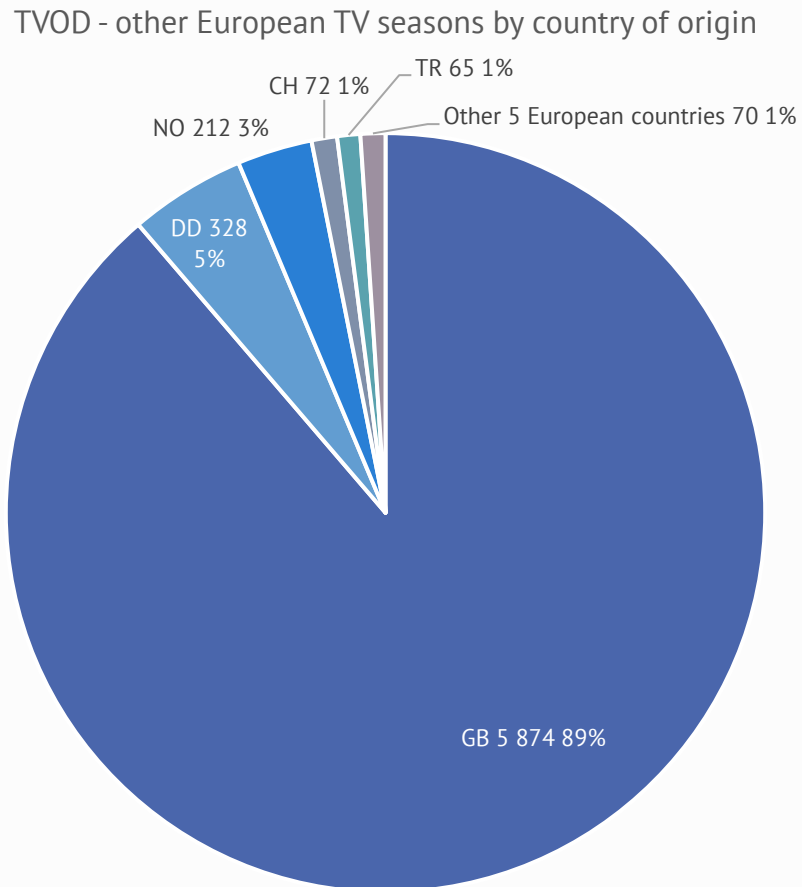


(*) Partly due to the weight of German and Austrian services in the sample.

Source: JustWatch data

Other European exported TV seasons on TVOD were mainly of British origin

- ▶ British TV seasons dominated the export of other European TV content on TVOD services with 89% of all other European TV seasons.

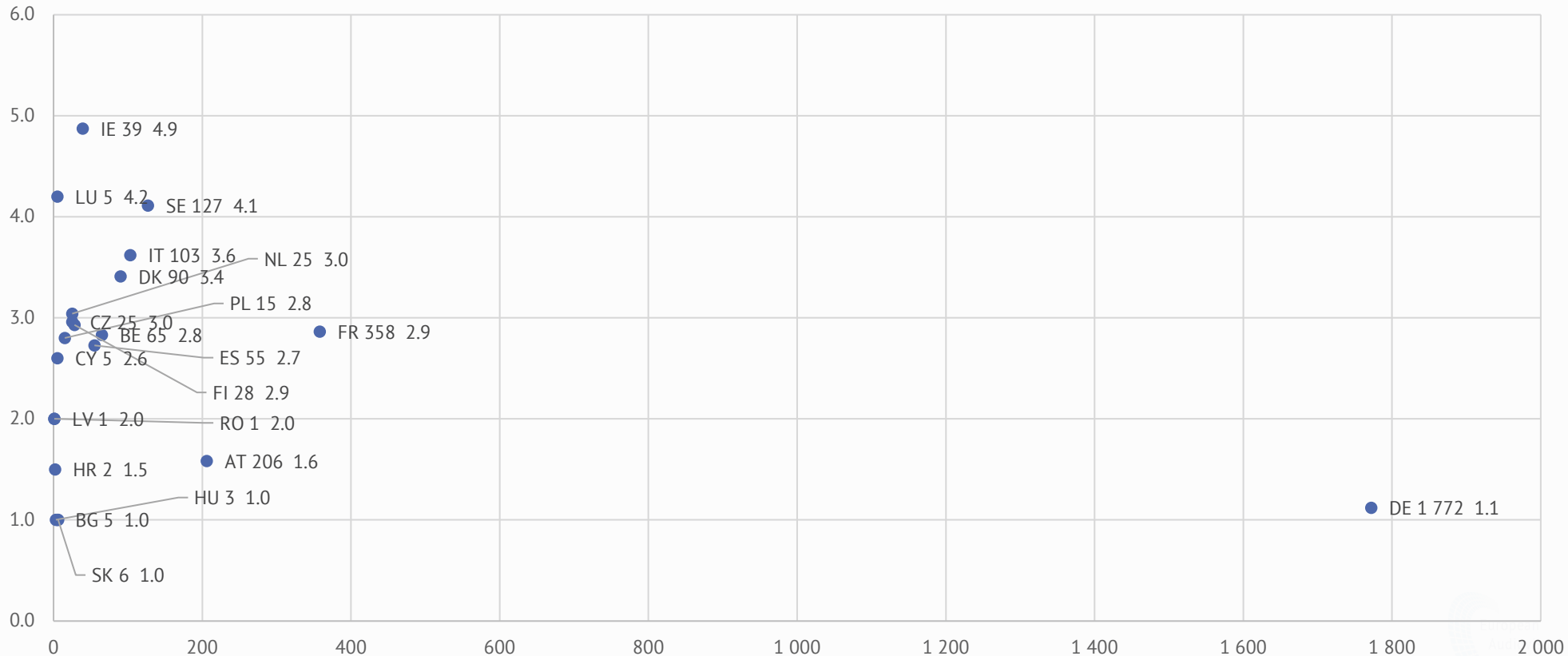


Source: JustWatch data

A big presence in number of seasons does not ensure better circulation of content

- Countries with a lower number of TV seasons had better country circulation (Ireland showed the best average), as opposed to the numerous TV seasons from Germany which were exported in an average of only 1.1 countries (mostly to Austria).
- Slovakian, Bulgarian and Hungarian TV seasons were only exported to one country on average.
- Irish, Luxembourgish and Swedish TV seasons showed the highest export average with 4.9, 4.2 and 4.1 countries on average.
- From the EU4, Italian TV seasons had the highest number of export countries, with an average presence in 3,6 countries.

TVOD - Number of unique EU27 TV seasons exported outside of their country of origin and average country presence



Read the matrix as: 1 772 German TV seasons were exported with an average country presence in 1,1 countries

Source: JustWatch data

Top 20 EU27-exported TV seasons on TVOD services: Ireland dominated with fiction TV series

- ▶ Italy and Ireland each exported seven TV seasons out of the top 20: Italian hit TV series Gomorra, L'amica geniale and The Young Pope and Irish TV series Vikings and The Tudors dominated the top 20.
- ▶ Sweden with Bron/Broen and Morden I Sandham completed the top 20 with six TV seasons.

Top 20 EU27-exported TV seasons in 48 TVOD catalogues

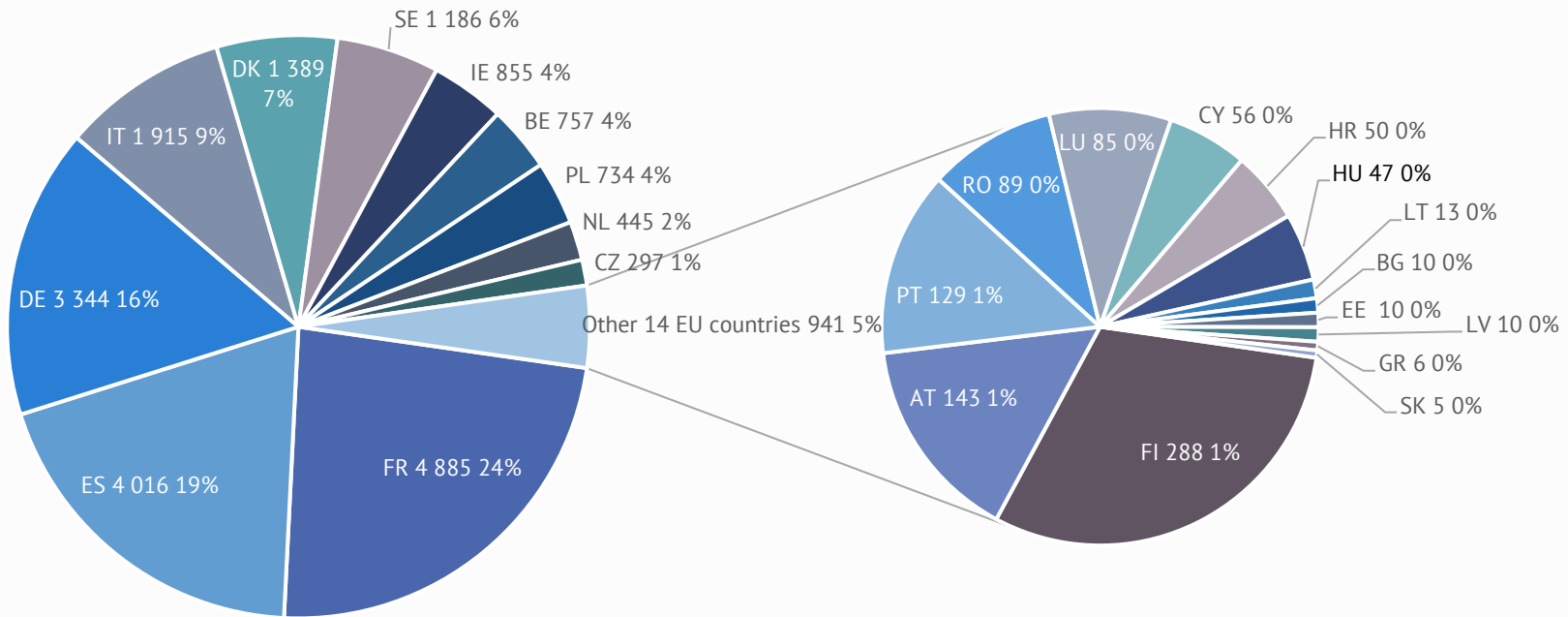
Original Title	Production Countries List	Production Year	Export EU catalogues	Export EU countries
L'amica geniale S1	IT,US	2018	15	6
Vikings S1	IE,CA	2013	13	7
Bron/Broen S3	SE,DK,DE	2011	13	7
Gomorra: La serie S1	IT,DE	2014	13	4
Gomorra: La serie S4	IT,DE	2014	12	4
The Tudors S4	IE,CA,US,GB	2007	12	6
Gomorra: La serie S3	IT,DE	2014	12	4
L'amica geniale S2	IT,US	2020	12	6
The Tudors S1	IE,CA,US,GB	2007	12	6
The Tudors S2	IE,CA,US,GB	2007	12	6
Gomorra: La serie S2	IT,DE	2014	12	4
The Tudors S3	IE,CA,US,GB	2007	12	6
Bron/Broen S4	SE,DK,DE	2011	11	6
Vikings S3	IE,CA	2013	11	6
Bron/Broen S2	SE,DK,DE	2011	11	6
Morden i Sandhamn S1	SE	2010	11	5
Vikings S2	IE,CA	2013	11	6
The Young Pope S1	IT,FR,ES,GB,US	2016	11	5
Bron/Broen S1	SE,DK,DE	2011	11	6
Morden i Sandhamn S2	SE	2012	11	5

Source: JustWatch data

EU4 TV seasons accounted for 68% of all exported EU27 TV seasons on SVOD

- ▶ French, Spanish, German and Italian TV seasons alone made up the lion's share of exported TV seasons.
- ▶ The top 10 exporting countries accounted for 94% of all exported TV seasons.
- ▶ 25 EU27 countries saw their TV seasons exported to at least one other EU27 country, except MT and SI.
- ▶ The increased share of Spanish TV seasons reflects also the emergence of Spain as a production hub for global streaming services (last year only 12% of exported TV seasons).

SVOD - Number of EU27 TV seasons exported outside of their national market by country of origin

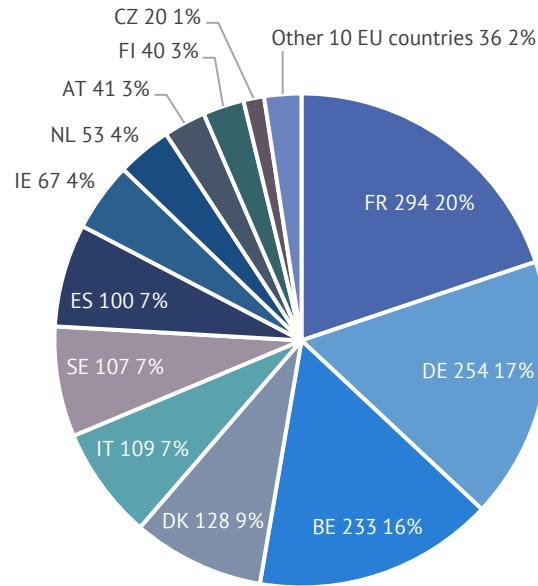


Source: JustWatch data

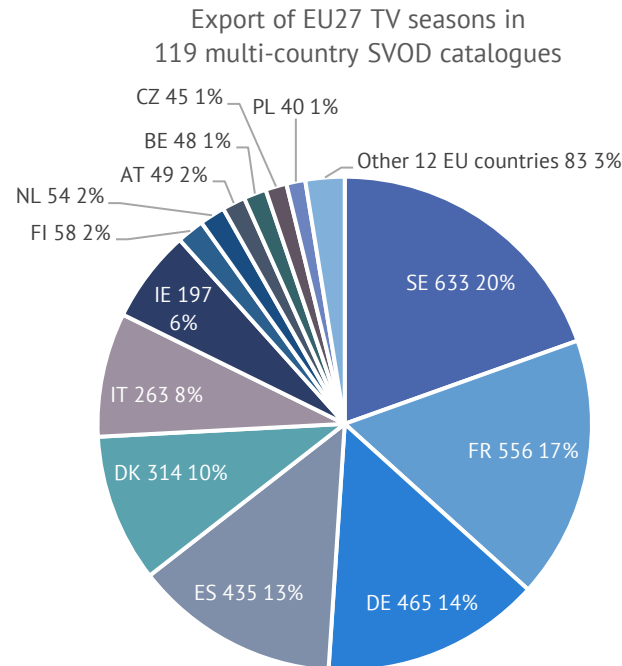
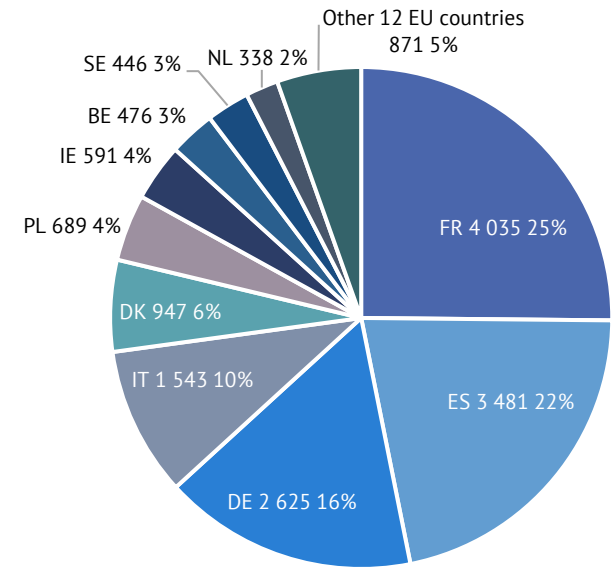
Differences in the export of EU27 TV seasons by coverage of SVOD catalogues

- ▶ For national SVOD catalogues, French, German and Belgian TV seasons made up 53% of all exported EU27 TV seasons.
- ▶ For multi-country SVOD catalogues, Swedish TV seasons took the lead, mainly thanks to Viaplay's expansion into several new EU countries in 2022, followed by French, German, Spanish and Danish TV seasons.
- ▶ In pan-European SVOD catalogues, French TV seasons accounted for the main share of exported TV seasons, followed by Spanish TV seasons and German TV seasons.

Export of EU27 TV seasons in 46 national SVOD catalogues



Export of EU27 TV seasons in 226 pan-European SVOD catalogues

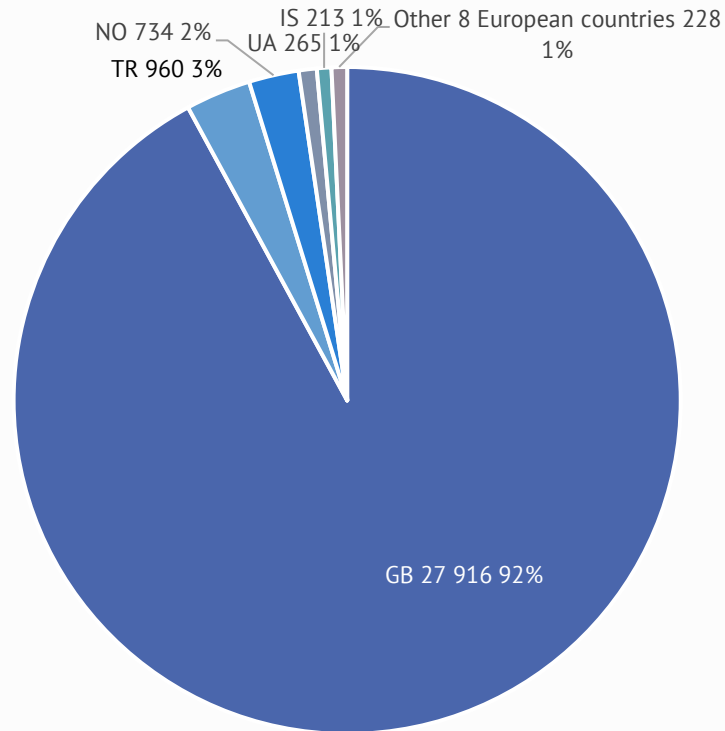


Source: JustWatch data

On SVOD too, British TV seasons accounted for almost all other European TV seasons

- ▶ As with TVOD, British TV seasons made up the lion's share of other European TV seasons on SVOD with 92%.
- ▶ Türkiye, Norway, Ukraine and Iceland completed the top 5 for other European TV seasons albeit with a much lower amount than for British TV seasons.

SVOD - other European TV seasons by country of origin

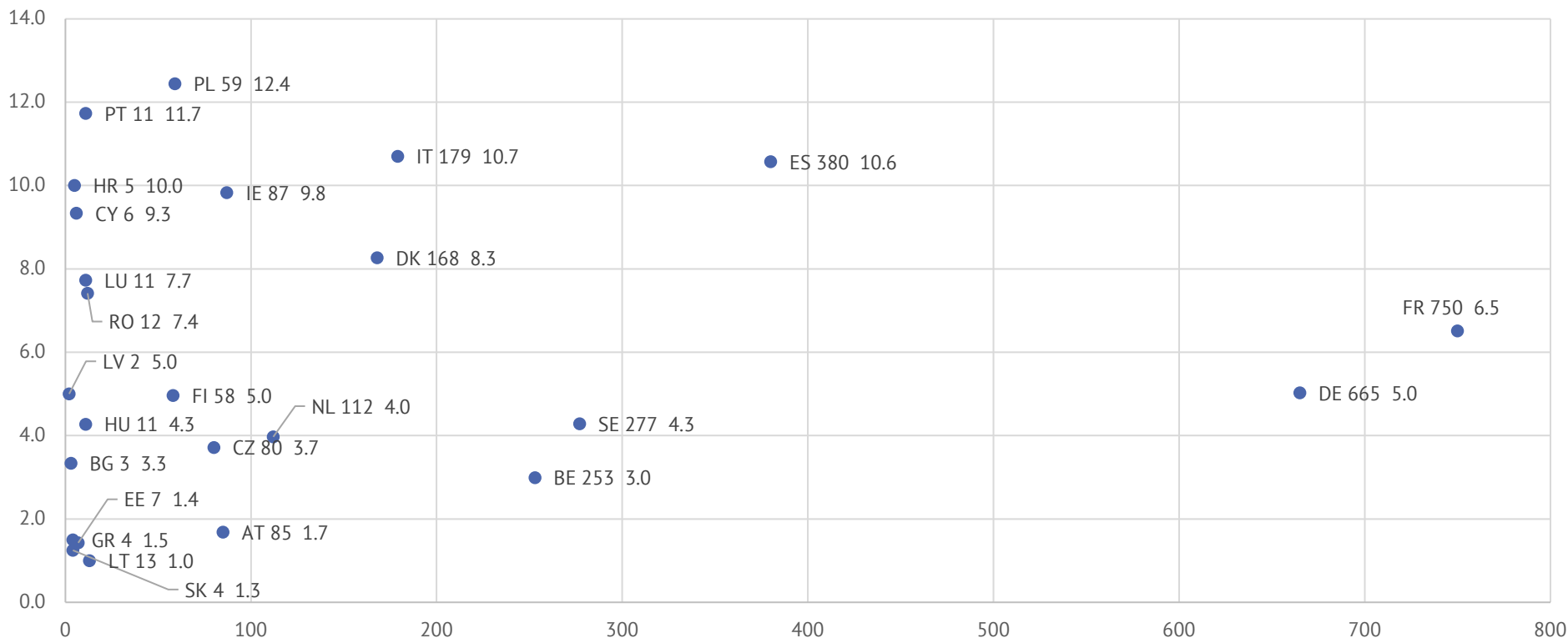


Source: JustWatch data

Higher circulation than on TVOD and FOD with more pan-European catalogues

- ▶ Thanks to pan-European and multi-country SVOD catalogues, EU27-exported TV season titles had a higher country circulation than on TVOD and FOD.
- ▶ Polish, Portuguese (albeit with only 11 titles), Italian and Spanish seasons circulated the best.
- ▶ Lithuanian, Slovakian and Estonian TV seasons circulated least.

SVOD - Number of unique EU27 TV seasons exported outside of their country of origin and average country presence



Read the matrix as: 750 French TV seasons were exported with an average country presence in 6.5 countries.

Source: JustWatch data

Top 20 EU27 exported TV seasons on SVOD services: Irish fiction and Danish animation ruled

- ▶ Eight French TV seasons, six Irish TV seasons (Vikings again, like on TVOD), three German seasons, two Danish seasons and one Italian TV season figured in the top 20 list of exported seasons on SVOD.
- ▶ 12 TV seasons were co-productions, mostly between an EU country and countries outside of the EU.
- ▶ The median production year was 2015 and all TV seasons were less than 10 years old in 2022.

Top 20 EU27-exported TV seasons in 391 SVOD catalogues

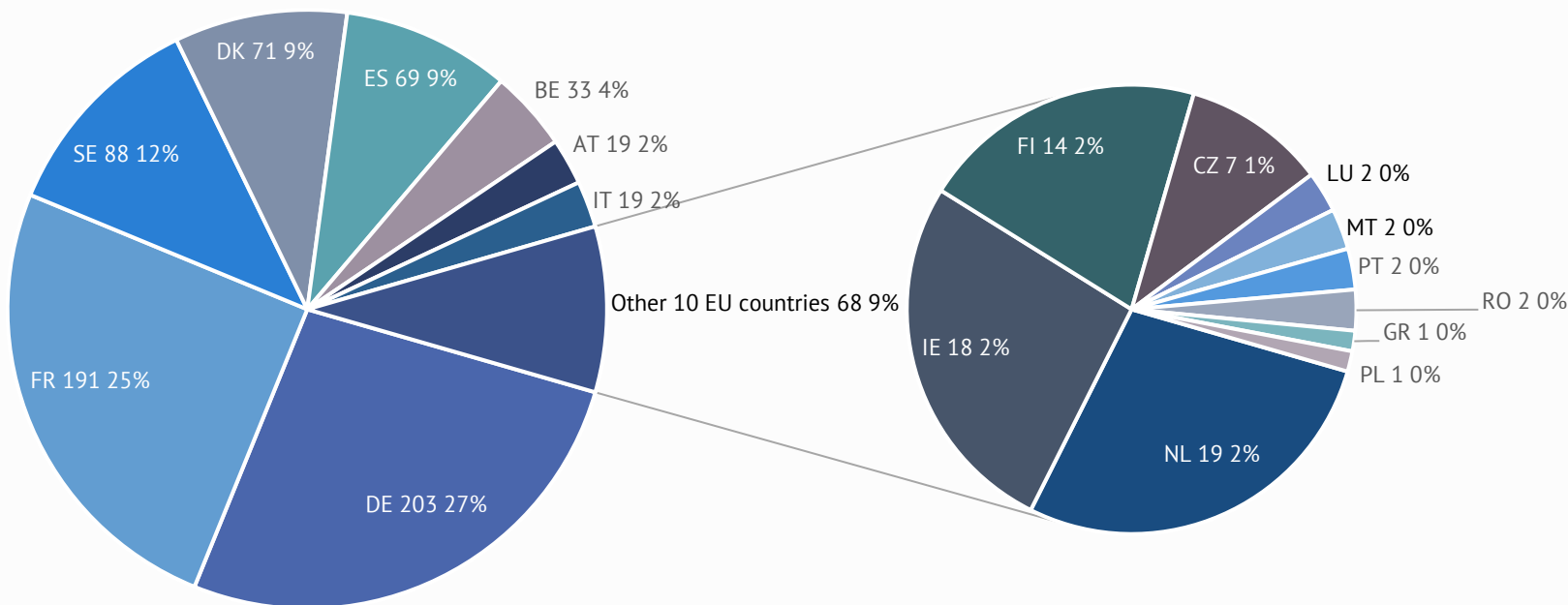
Original Title	Production Countries List	Production Year	Export EU catalogues	Export EU countries
Molang S1	FR,US,GB	2015	59	24
LEGO Friends: Girls on a Mission S2	DK	2018	59	24
Grizzly and the Lemmings S1	FR	2016	52	24
Grizzly and the Lemmings S2	FR	2019	51	24
Wild Italy S1	IT	2014	48	24
Vikings S1	IE,CA	2013	48	24
4 Blocks S1	DE	2017	47	24
PJ Masks S1	FR,GB	2015	46	24
Vikings S2	IE,CA	2013	46	24
Vikings S3	IE,CA	2013	46	24
Vikings S4	IE,CA	2013	45	24
Miraculous: Tales of Ladybug & Cat Noir S1	FR,KR,JP,US	2015	45	24
4 Blocks S2	DE	2017	45	24
Vikings S5	IE,CA	2013	44	23
Miraculous: Tales of Ladybug & Cat Noir S2	FR,KR,JP,US	2015	44	24
4 Blocks S3	DE	2017	44	22
Ninjago: Masters of Spinjitzu S1	DK,SG,CA,US	2011	43	23
Miraculous: Tales of Ladybug & Cat Noir S3	FR,KR,JP,US	2015	43	24
Gigantosaurus S1	FR	2019	43	23
Vikings S6	IE,CA	2013	43	23

Source: JustWatch data

On FOD, a low amount of exported TV seasons

- ▶ On FOD, Germany (27%) and France (25%) were the main exporters of EU27 TV seasons, followed by Sweden and Denmark.
- ▶ While the EU4 accounted for 63% of all exported TV seasons, Nordic TV seasons represented 23% of all exported TV seasons on FOD.

FOD - Number of EU27 TV seasons exported outside of their national market by country of origin

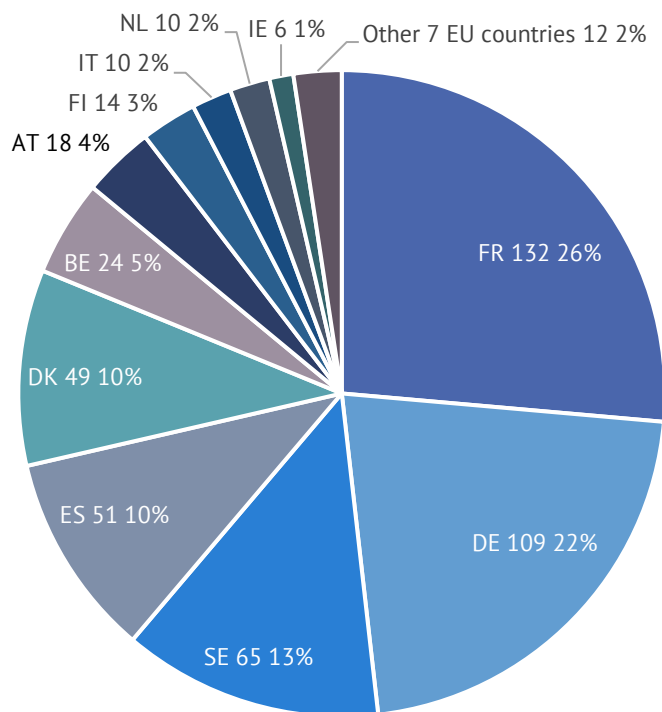


Source: JustWatch data

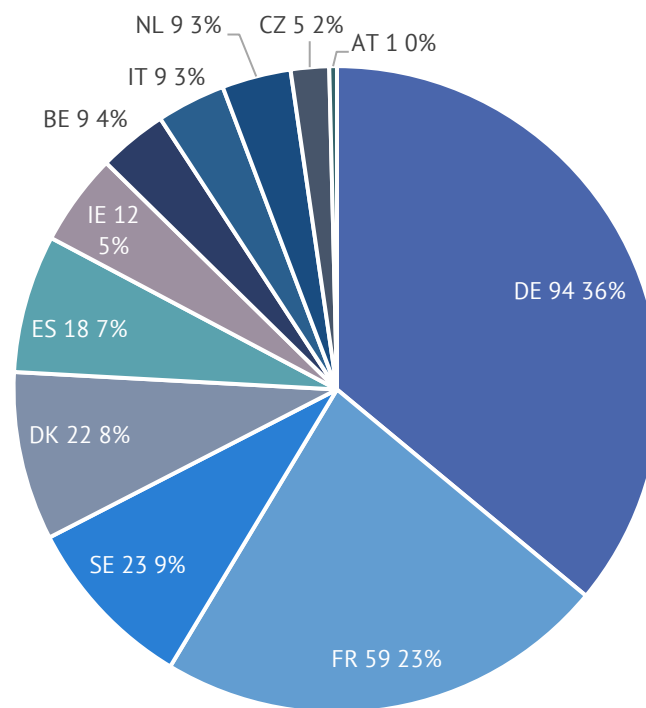
For national and multi-country FOD catalogues, top 5 export countries are similar

- ▶ **France, Germany, Sweden, Spain and Denmark** were the top 5 exporting countries for TV seasons in FOD catalogues.
- ▶ For multi-country FOD catalogues, TV seasons from only 11 EU27 countries were found (18 for national catalogues).
- ▶ No EU27 TV seasons were available in the catalogues of Classix, the only pan-European FOD service in the sample.

Export of EU27 TV seasons in 14 national FOD catalogues



Export of EU27 TV seasons in 19 multi-country FOD catalogues

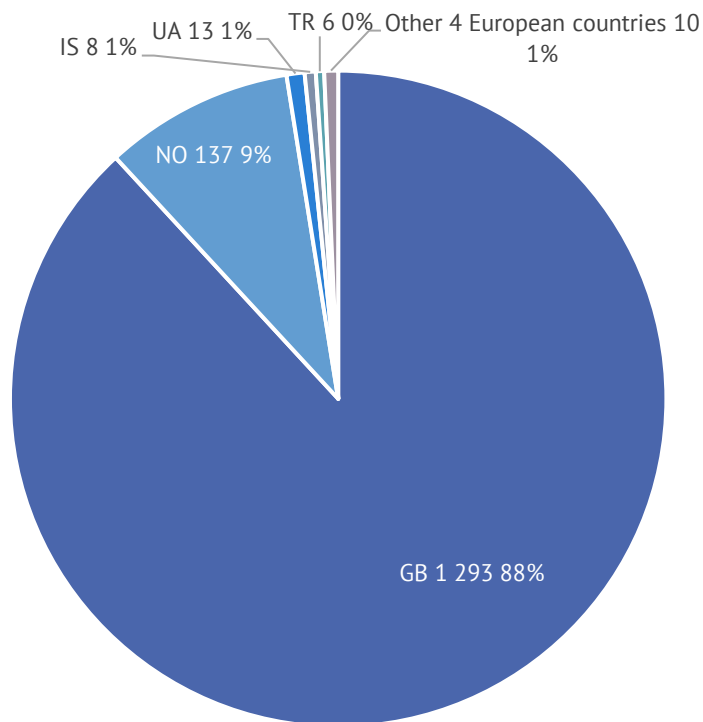


Source: JustWatch data

On FOD also, British TV seasons accounted for the lion's share of other European seasons

- ▶ British TV seasons made up 88% of all other European TV seasons found in FOD catalogues.
- ▶ Norway, Ukraine, Iceland and Türkiye completed the top 5 for TV seasons from other European countries, albeit with a much lower volume.

FOD - other European TV seasons by country of origin

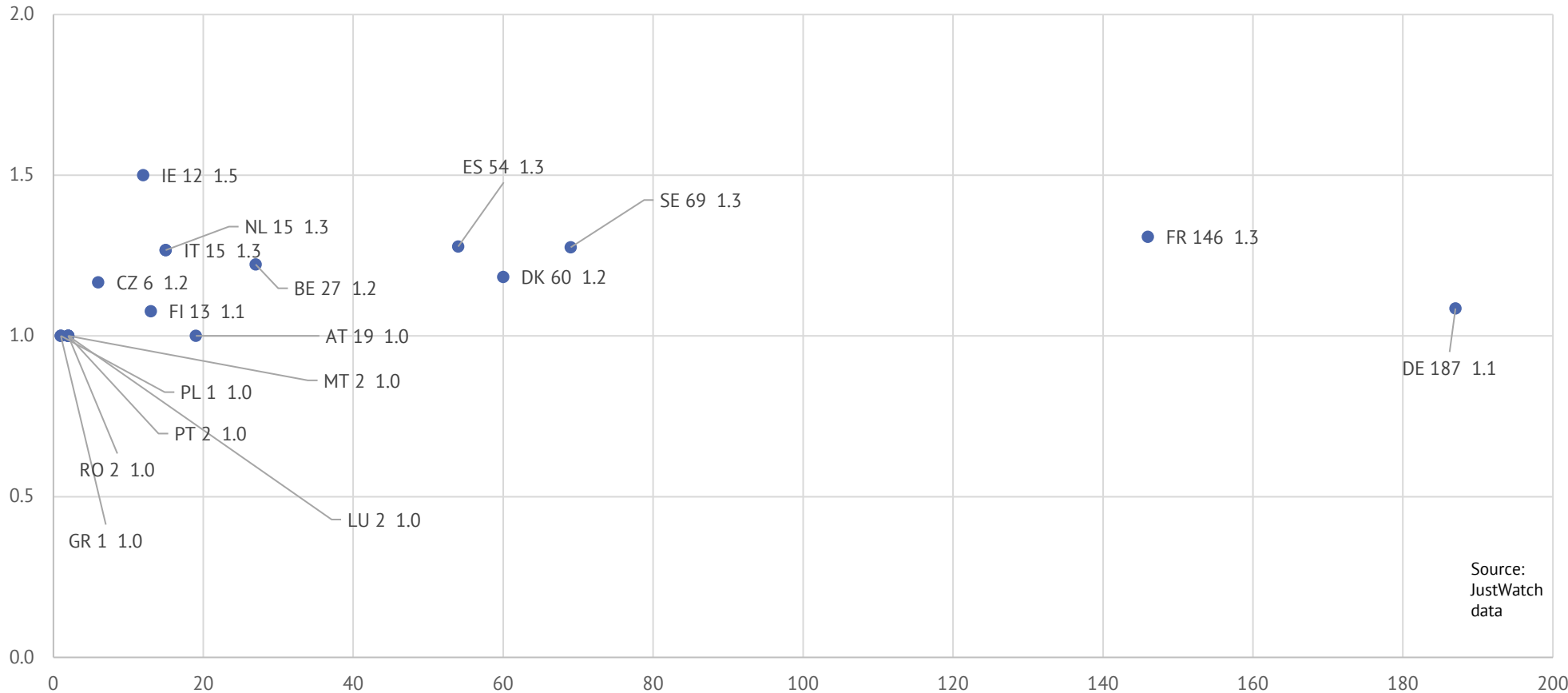


Source: JustWatch data

On FOD, TV seasons hardly circulate beyond 1 export country

- ▶ On average, exported TV seasons from all EU27 countries were available in fewer than two countries.
- ▶ Seven countries exported only a small number of TV seasons to only one other country.
- ▶ And even for the best-circulating TV seasons, Irish TV seasons, the average number of export countries was only 1.5.
- ▶ This was due to the low number of catalogues beyond three countries, as opposed to SVOD catalogues.

FOD - Number of unique EU27 TV seasons exported outside of their country of origin and average country presence



Source:
JustWatch
data

Read the matrix as: 146 French TV seasons were exported with an average country presence in 1.3 countries.

Top 20 EU27 exported TV seasons on SVOD services: Irish fiction and Danish animation ruled

- ▶ Six French TV seasons, five Spanish, four Danish, two Swedish, two German and one Danish season made up the top 20 for exported TV seasons in FOD catalogues.
- ▶ The top 20 had a median year of production of 2012, reflecting the same findings as for films: that FOD catalogues tend to contain older works.
- ▶ Only two co-productions were in the top 20 list, albeit ranking as number 1 and 2.

Top 20 EU27 exported TV seasons in 58 FOD catalogues

Original Title	Production Countries List	Production Year	Export EU catalogues	Export EU countries
Relic Hunter S1	FR,DE,CA,US	1999	5	5
Les nouvelles aventures de l'homme invisible S1	FR,IT	2005	5	5
Simon S1	FR	2016	4	4
Gigantosaurus S1	FR	2019	3	3
Simon S2	FR	2016	3	3
El embarcadero S2	ES	2019	3	3
Ghost Chasers S1	NL	2016	3	3
Rani S1	FR	2011	3	2
Borgen S2	DK	2010	3	3
Borgen S3	DK	2010	3	3
Äkta människor S2	SE	2012	3	3
Äkta människor S1	SE	2012	3	3
Wild Germany S1	DE	2011	3	3
El embarcadero S1	ES	2019	3	3
Zipi y Zape S1	ES	2003	3	3
La treintena S1	ES	2020	3	3
Bedrag S1	DK	2016	3	3
Wir Geiseln der SS S1	DE	2015	3	3
Borgen S1	DK	2010	3	3
Toonimals S1	ES	1981	3	3

Source: JustWatch data

Annex

**Number of VOD catalogues by country and business model
Services and country catalogues included
in the film and TV samples**

Number of VOD catalogues by country and business model in the film and TV sample

Film - VOD services by country and business model

Country	FoD	SVoD	TVoD	Total
AT	9	39	14	62
BE	6	24	5	35
BG	3	21	3	27
CZ	3	18	5	26
DE	16	56	20	92
DK	5	30	7	42
EE	3	20	4	27
ES	7	35	9	51
FI	6	28	8	42
FR	8	36	17	61
GR	3	17	4	24
HR	6	28	3	37
HU	3	20	5	28
IE	3	29	8	40
IT	7	36	6	49
LT	3	21	4	28
LV	3	20	4	27
MT	4	20	2	26
NL	4	34	10	48
PL	3	22	8	33
PT	5	21	7	33
RO	3	18	2	23
SE	7	29	8	44
SI	4	21	2	27
SK	5	30	4	39
Total	129	673	169	971

TV - VOD services by country and business model

Country	FoD	SVoD	TVoD	Total
AT	4	16	8	28
BE	3	15		18
BG	1	11		12
CZ	1	10	1	12
DE	7	31	10	48
DK	3	20	3	26
EE	1	11		12
ES	3	21	4	28
FI	3	19	3	25
FR	5	23	7	35
GR	1	9		10
HR	2	17		19
HU	1	12		13
IE	1	17	2	20
IT	4	22	2	28
LT	1	11		12
LV	1	11		12
MT	1	11		12
NL	3	21	2	26
PL	1	13	2	16
PT	3	11	1	15
RO	1	9		10
SE	4	20	3	27
SI	1	11		12
SK	2	19		21
Total	58	391	48	497

Source: JustWatch data

TVOD catalogues and countries in the film sample

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
alles kino AT	eventive GR	Google Play Movies HU	iTunes SE	play GR	Spamflix PL
alles kino DE	eventive HR	Google Play Movies IE	iTunes SK	play HR	Spamflix PT
amazonfilmotv FR	eventive HU	Google Play Movies IT	Kino on Demand DE	play SK	Spamflix RO
Amazon TVOD AT	eventive IE	Google Play Movies LT	Kino VOD Club AT	QFT Player IE	Spamflix SE
Amazon TVOD DE	eventive IT	Google Play Movies LV	LaCinetek FR	realeyz DE	spamflix SI
Atresplayer ES	eventive LT	Google Play Movies NL	La Toile FR	SF Anytime DK	spamflix SK
Bbox VOD FR	eventive LV	Google Play Movies PL	Maxdome Store AT	SF Anytime FI	TriArt SE
Blockbuster DK	eventive MT	Google Play Movies PT	Maxdome Store DE	SF Anytime SE	UniversCine DE
Blockbuster FI	eventive NL	Google Play Movies SE	mejane BE	Sky Store AT	UniversCiné France FR
Blockbuster SE	eventive PL	IFFR Unleashed NL	mejane NL	Sky Store DE	Videobuster AT
Canal VOD FR	eventive PT	IPLA TV PL	MEO PT	Sky Store IE	Videobuster DE
Chili AT	eventive RO	iTunes AT	Microsoft Films & TV AT	Spamflix AT	VOD Poland PL
Chili DE	eventive SE	iTunes BE	Microsoft Films & TV DE	Spamflix BE	Volta IE
Chili IT	eventive SI	iTunes BG	Microsoft Films & TV DK	spamflix BG	YouTube Movies DE
Chili PL	eventive SK	iTunes CZ	Microsoft Films & TV ES	Spamflix CZ	YouTube Movies FR
cinema[s] @ la demand	Filmin Plus ES	iTunes DE	Microsoft Films & TV FI	Spamflix DE	YouTube Movies HU
Dogwoof DE	filmin PT	iTunes DK	Microsoft Films & TV FR	Spamflix DK	YouTube Movies PL
Dogwoof FR	Filmin TVOD ES	iTunes EE	Microsoft Films & TV IE	Spamflix EE	YouTube Movies PT
Elisa Viihde FI	Filmo TV FR	iTunes ES	Microsoft Films & TV IT	Spamflix ES	Ziggo NL
EntertainTV DE	Flimmit AT	iTunes FI	Microsoft Films & TV NL	Spamflix FI	
eventive AT	Flimmit DE	iTunes FR	Microsoft Films & TV SE	Spamflix FR	
eventive BE	Google Play Movies AT	iTunes GR	Mitele ES	spamflix GR	
eventive BG	Google Play Movies BE	iTunes HU	MovieSaints DE	spamflix HR	
eventive CZ	Google Play Movies CZ	iTunes IE	O2TV CZ	Spamflix HU	
eventive DE	Google Play Movies DE	iTunes IT	Orange VOD FR	Spamflix IE	
eventive DK	Google Play Movies DK	iTunes LT	Pantaflax AT	Spamflix IT	
eventive EE	Google Play Movies EE	iTunes LV	Pantaflax DE	Spamflix LT	
eventive ES	Google Play Movies ES	iTunes NL	Pantaflax FR	Spamflix LV	
eventive FI	Google Play Movies FI	iTunes PL	Pathé Thuis NL	spamflix MT	
eventive FR	Google Play Movies FR	iTunes PT	PicL NL	Spamflix NL	

Source: JustWatch data

SVOD catalogues and countries in the film sample 1/3

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
acontraplus ES	amazoninfinity IT	Amazon Prime Video NL	Apple TV+ BE	argo GR	BroadwayHD FR	curiositystream AT	DaFilms DK
Acorn TV DK	amazoninsomnia FR	Amazon Prime Video PL	Apple TV+ CZ	argo HR	broadwayhd GR	curiositystream BE	DaFilms EE
Acorn TV ES	amazoniwonderfull IT	Amazon Prime Video PT	Apple TV+ DE	Argo HU	broadwayhd HR	curiositystream BG	DaFilms ES
Acorn TV NL	amazonmadelen FR	Amazon Prime Video RO	Apple TV+ DK	Argo IE	BroadwayHD HU	curiositystream CZ	DaFilms FI
Acorn TV SE	amazonmgm AT	Amazon Prime Video SE	Apple TV+ EE	Argo IT	BroadwayHD IE	curiositystream DE	DaFilms FR
aha HR	amazonmgm DE	Amazon Prime Video SI	Apple TV+ ES	Argo LT	BroadwayHD IT	curiositystream DK	dafilms GR
aha SI	Amazon MGM ES	Amazon Prime Video SK	Apple TV+ FI	Argo LV	BroadwayHD LT	curiositystream EE	dafilms HR
aha SK	Amazon MGM FR	amazonrealeyz AT	Apple TV+ FR	argo MT	BroadwayHD LV	curiositystream ES	DaFilms HU
All 4 IE	amazonmgm IT	amazonrealeyz DE	Apple TV+ HU	Argo NL	broadwayhd MT	curiositystream FI	DaFilms IE
amazonacontra ES	Amazon Out TV ES	amazonrtlpassion AT	Apple TV+ IE	Argo PL	BroadwayHD NL	curiositystream FR	DaFilms IT
amazonactionmax FR	amazonparamountplus IT	amazonrtlpassion DE	Apple TV+ IT	Argo PT	BroadwayHD PL	curiositystream GR	DaFilms LT
amazonaniverse AT	amazonplanethorror ES	amazonsalto FR	Apple TV+ LT	Argo RO	BroadwayHD PT	curiositystream HR	DaFilms LV
amazonaniverse DE	Amazon Prime Video AT	amazonshadowz FR	Apple TV+ LV	Argo SE	BroadwayHD RO	curiositystream HU	DaFilms NL
Amazon Arthaus AT	Amazon Prime Video BE	Amazon ShortsTV IT	Apple TV+ NL	argo SI	BroadwayHD SE	curiositystream IE	DaFilms PL
Amazon Arthaus DE	Amazon Prime Video BG	Amazon ShortsTV NL	Apple TV+ PL	argo SK	broadwayhd SI	curiositystream IT	DaFilms PT
amazonaxnsony AT	Amazon Prime Video CZ	amazonsilverline AT	appletvplus BG	Arthouse CNMA DE	broadwayhd SK	curiositystream LT	DaFilms RO
amazonaxnsony DE	Amazon Prime Video DE	amazonsilverline DE	appletvplus GR	Be tv BE	Canalplus FR	curiositystream LV	DaFilms SE
amazonbenshi FR	Amazon Prime Video DK	Amazon StarzPlay ES	Apple TV+ PT	BluTV DE	Cine Member BE	curiositystream MT	DaFilms SK
Amazon Bloody Movies	Amazon Prime Video EE	Amazon StarzPlay FR	Apple TV+ SE	britbox DK	Cine Member NL	curiositystream NL	Dansk Filmskat DK
amazonblutv AT	Amazon Prime Video ES	Amazon StarzPlay IT	Apple TV+ SK	britbox FI	C More DK	curiositystream PL	Dekkoo AT
amazonblutv DE	Amazon Prime Video FI	Amazon StarzPlay NL	Argo AT	britbox SE	C More FI	curiositystream PT	Dekkoo BE
amazoncgent IT	Amazon Prime Video FR	amazonsuperfresh AT	Argo BE	BroadwayHD AT	C More SE	curiositystream RO	dekkoo BG
amazoncincomico IT	Amazon Prime Video GR	amazonsuperfresh DE	argo BG	BroadwayHD BE	ComHem Play SE	curiositystream SE	Dekkoo CZ
Amazon Cinema Hearts	Amazon Prime Video HR	amazonturkonvideo AT	Argo CZ	broadwayhd BG	ConTV Comics DE	curiositystream SI	Dekkoo DE
amazondizi ES	Amazon Prime Video HU	amazonturkonvideo DE	Argo DE	BroadwayHD CZ	ConTV Comics NL	curiositystream SK	Dekkoo DK
Amazon FilmLegenden	Amazon Prime Video IE	amazontvcortos ES	Argo DK	BroadwayHD DE	contv HR	DaFilms AT	Dekkoo EE
Amazon Film Total	Amazon Prime Video IT	amazonuniverscine FR	Argo EE	BroadwayHD DK	contv MT	DaFilms BE	Dekkoo ES
amazongrjngo AT	Amazon Prime Video LT	Animax Plus Amazon Channel DE	Argo ES	BroadwayHD EE	contv SI	dafilms BG	Dekkoo FI
amazongrjngo DE	Amazon Prime Video LV	Anime Digital Network FR	Argo FI	BroadwayHD ES	contv SK	DaFilms CZ	Dekkoo FR
amazonhistoria ES	Amazon Prime Video MT	Apple TV+ AT	Argo FR	BroadwayHD FI	Crunchyroll DE	DaFilms DE	dekkoo GR

Source: JustWatch data

SVOD catalogues and countries in the film sample 2/3

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
dekkoo HR	disneyplus HU	Docsville RO	Filmbox SK	hbomax BG	hoichoi GR	Joyn Plus DE	magellantv SI
Dekkoo HU	disneyplus LT	Docsville SE	filminplus PT	hbomax CZ	hoichoi HR	Kividoo AT	magellantv SK
Dekkoo IE	disneyplus LV	docsville SK	Filmstriben DK	HBO Max DK	Hoichoi HU	Kividoo DE	Mediaset Infinity IT
Dekkoo IT	disneyplus MT	Draken Film SE	Filmtastic Amazon Channel DE	HBO Max ES	Hoichoi IE	KPN NL	Mediaset Premium Play IT
Dekkoo LT	disneyplus PL	edisonline SK	FlixOlé ES	HBO Max FI	Hoichoi IT	LaCinetek AT	Movistar+ ES
Dekkoo LV	disneyplus RO	Film1 NL	flixole HR	hbomax HR	Hoichoi LT	LaCinetek BE	MUBI AT
dekkoo MT	disneyplus SI	filmbox AT	flixole MT	hbomax HU	Hoichoi LV	LaCinetek DE	MUBI BE
Dekkoo NL	disneyplus SK	filmbox BE	flixole SI	hbomax NL	hoichoi MT	MagellanTV AT	mubi BG
Dekkoo PL	Disney+ PT	filmbox BG	flixole SK	hbomax PL	Hoichoi NL	MagellanTV BE	MUBI CZ
Dekkoo PT	Disney+ SE	Filmbox CZ	Fubo TV ES	hbomax PT	Hoichoi PL	magellantv BG	MUBI DE
Dekkoo RO	Docsville AT	filmbox DE	funimationnow IE	hbomax RO	Hoichoi PT	MagellanTV CZ	MUBI DK
Dekkoo SE	Docsville BE	filmbox DK	Go3 EE	HBO Max SE	Hoichoi RO	MagellanTV DE	MUBI EE
dekkoo SI	docsville BG	filmbox EE	Go3 LT	hbomax SK	Hoichoi SE	MagellanTV DK	MUBI ES
dekkoo SK	Docsville CZ	filmbox ES	Go3 LV	HBO Nordic DK	hoichoi SI	MagellanTV EE	MUBI FI
Discovery+ NL	Docsville DE	filmbox FI	GuideDoc AT	HBO Nordic FI	hoichoi SK	MagellanTV ES	MUBI FR
Disney+ AT	Docsville DK	filmbox FR	guidedoc BG	HBO Nordic SE	Home of Horror DE	MagellanTV FI	mubi GR
Disney+ BE	Docsville EE	filmbox GR	GuideDoc DE	Herzkino Amazon Channels DE	Horizon HU	MagellanTV FR	mubi HR
Disney+ DE	Docsville ES	filmbox HR	GuideDoc DK	hidive HR	Horizon RO	magellantv GR	MUBI HU
Disney+ DK	Docsville FI	filmbox HU	GuideDoc EE	Hidive IE	Horizon/UPC PL	magellantv HR	MUBI IE
Disney+ ES	Docsville FR	filmbox IE	GuideDoc ES	hidive SK	Horrify NL	MagellanTV HU	MUBI IT
Disney+ FI	docsville GR	filmbox IT	GuideDoc FI	Hoichoi AT	hrti HR	MagellanTV IE	MUBI LT
Disney+ FR	docsville HR	filmbox LT	guidedoc HR	Hoichoi BE	iqiyi HR	MagellanTV IT	MUBI LV
Disney+ IE	Docsville HU	filmbox LV	GuideDoc IE	hoichoi BG	iqiyi MT	MagellanTV LT	mubi MT
Disney+ IT	Docsville IE	filmbox MT	GuideDoc IT	Hoichoi CZ	iqiyi SI	MagellanTV LV	MUBI NL
Disney+ NL	Docsville IT	filmbox NL	GuideDoc LT	Hoichoi DE	iqiyi SK	magellantv MT	MUBI PL
disneyplus BG	Docsville LT	Filmbox PL	GuideDoc LV	Hoichoi DK	iviru HR	MagellanTV NL	MUBI PT
Disney Plus cz	Docsville LV	filmbox PT	GuideDoc NL	Hoichoi EE	iviru SK	MagellanTV PL	MUBI RO
disneyplus EE	Docsville NL	filmbox RO	GuideDoc PL	Hoichoi ES	iwanttfc HR	MagellanTV PT	MUBI SE
disneyplus GR	Docsville PL	filmbox SE	GuideDoc SE	Hoichoi FI	iwanttfc SK	MagellanTV RO	mubi SI
disneyplus HR	Docsville PT	filmbox SI	guidedoc SK	Hoichoi FR	Joyn DE	MagellanTV SE	MUBI SK

Source: JustWatch data

SVOD catalogues and countries in the film sample 3/3

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
MyCanal AppleTV+ FR	Otta SK	Sky NowTV Cinema IE	sunnxt IE	TrueStory IT	WOW Presents Plus AT	YouTube Premium ES
Netflix AT	Paramount+ DK	Sky NOW TV IE	sunnxt IT	TrueStory LT	WOW Presents Plus BE	YouTube Premium FI
Netflix BE	Paramount+ FI	Sky Now TV IT	sunnxt LT	TrueStory LV	wowpresentsplus BG	YouTube Premium FR
Netflix BG	paramountplus IE	Sky Ticket AT	sunnxt LV	truestory MT	WOW Presents Plus CZ	YouTube Premium HU
Netflix CZ	paramountplus IT	Sky Ticket DE	sunnxt MT	TrueStory NL	WOW Presents Plus DE	YouTube Premium IE
Netflix DE	Paramount+ SE	Sky X AT	sunnxt NL	TrueStory PL	WOW Presents Plus DK	YouTube Premium IT
Netflix DK	pickboxnow HR	Sooner AT	sunnxt PL	TrueStory PT	WOW Presents Plus EE	YouTube Premium PT
Netflix EE	Player PL	Sooner BE	sunnxt PT	TrueStory RO	WOW Presents Plus ES	YouTube Premium SE
Netflix ES	RakutenTV AT	Sooner DE	sunnxt RO	TrueStory SE	WOW Presents Plus FI	zee5 BG
Netflix FI	RakutenTV BE	Sooner NL	sunnxt SE	truestory SI	WOW Presents Plus FR	zee5 HR
Netflix FR	RakutenTV DE	Starz DE	sunnxt SI	truestory SK	wowpresentsplus GR	zee5 MT
Netflix GR	Rakuten TV DK	Starz ES	sunnxt SK	TV2 DK	WOW Presents Plus HU	zee5 SI
Netflix HR	RakutenTV ES	Starz FR	Telia Play FI	TV Now DE	WOW Presents Plus IE	zee5 SK
Netflix HU	Rakuten TV FI	Starz IE	Telia Play LT	UPC TV AT	WOW Presents Plus IT	
Netflix IE	RakutenTV FR	Starz IT	Tenk FR	Viaplay DK	WOW Presents Plus LT	
Netflix IT	Rakuten TV IE	Starz NL	TIMvision IT	Viaplay EE	WOW Presents Plus LV	
Netflix LT	RakutenTV IT	Starz Play Amazon Channel DE	TrueStory AT	Viaplay FI	wowpresentsplus MT	
Netflix LV	Rakuten TV NL	sunnxt AT	TrueStory BE	Viaplay LT	WOW Presents Plus NL	
Netflix MT	Rakuten TV PT	sunnxt BE	truestory BG	Viaplay LV	WOW Presents Plus PL	
Netflix NL	Rakuten TV SE	sunnxt BG	TrueStory CZ	viaplay NL	WOW Presents Plus PT	
Netflix PL	Ruutu FI	sunnxt CZ	TrueStory DE	Viaplay PL	WOW Presents Plus RO	
Netflix PT	SALTO FR	sunnxt DE	TrueStory DK	Viaplay SE	WOW Presents Plus SE	
Netflix RO	Shadowz FR	sunnxt DK	TrueStory EE	Videoland NL	wowpresentsplus SI	
Netflix SE	Shudder AT	sunnxt EE	TrueStory ES	viki HR	wuaki MT	
Netflix SI	Shudder DE	sunnxt ES	TrueStory FI	viki MT	wuaki SI	
Netflix SK	Shudder IE	sunnxt FI	TrueStory FR	Viki Rakuten DE	Yelo Play BE	
Nexo+ IT	Sky GO AT	sunnxt FR	truestory GR	viki SI	YouTube Premium AT	
NLZIET NL	Sky GO DE	sunnxt GR	truestory HR	viki SK	YouTube Premium BE	
novaplay BG	Sky GO IE	sunnxt HR	TrueStory HU	Voyo SK	YouTube Premium DE	
OCS GO FR	Sky GO IT	sunnxt HU	TrueStory IE	Wakanim DE	YouTube Premium DK	

Source: JustWatch data

FOD catalogues and countries in the film sample

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
amazonbbcplayer DE	classixapp RO	drdk DK	netz kino AT	vixtv SK
amazonimdbtv DE	classixapp SE	filmfriend DE	netz kino DE	vrtnu BE
amazonmoviedome AT	classixapp SI	filmzie AT	npostart NL	vvvvid IT
amazonmoviedome DE	classixapp SK	filmzie BE	plex DE	Watch4 AT
arte DE	cultpix AT	filmzie BG	plex ES	Watch4 DE
arte FR	cultpix BE	filmzie CZ	plex FR	Watchbox AT
avaberlin DE	cultpix BG	filmzie DE	plex IT	yleareena FI
avanrw DE	cultpix CZ	filmzie DK	plutotv AT	zdf AT
cineasteria SE	cultpix DE	filmzie EE	plutotv DE	zdf DE
classixapp AT	cultpix DK	filmzie ES	plutotv DK	
classixapp BE	cultpix EE	filmzie FI	plutotv ES	
classixapp BG	cultpix ES	filmzie FR	plutotv FR	
classixapp CZ	cultpix FI	filmzie GR	plutotv IT	
classixapp DE	cultpix FR	filmzie HR	plutotv SE	
classixapp DK	cultpix GR	filmzie HU	publicdomainmovies HR	
classixapp EE	cultpix HR	filmzie IE	publicdomainmovies MT	
classixapp ES	cultpix HU	filmzie IT	publicdomainmovies SI	
classixapp FI	cultpix IE	filmzie LT	publicdomainmovies SK	
classixapp FR	cultpix IT	filmzie LV	raiply IT	
classixapp GR	cultpix LT	filmzie MT	rtbf BE	
classixapp HR	cultpix LV	filmzie NL	rtlplay BE	
classixapp HU	cultpix MT	filmzie PL	rtlplay HR	
classixapp IE	cultpix NL	filmzie PT	rtpplay PT	
classixapp IT	cultpix PL	filmzie RO	rtve ES	
classixapp LT	cultpix PT	filmzie SE	sixplay FR	
classixapp LV	cultpix RO	filmzie SI	svtplay SE	
classixapp MT	cultpix SE	filmzie SK	vidla FI	
classixapp NL	cultpix SI	francetv FR	vixtv ES	
classixapp PL	cultpix SK	kirjastokino FI	vixtv HR	
classixapp PT	daserstemediathek DE	kirjastokino SE	vixtv PT	

Source: JustWatch data

TVOD catalogues and countries in the TV sample

Name of catalogue	Name of catalogue
Amazon TVOD AT	Microsoft Films & TV IE
Amazon TVOD DE	Microsoft Films & TV IT
Atresplayer ES	Microsoft Films & TV NL
Bbox VOD FR	Microsoft Films & TV SE
Blockbuster DK	Mitele ES
Blockbuster FI	O2TV CZ
Blockbuster SE	Orange VOD FR
Canal VOD FR	Pantaflix AT
Chili AT	Pantaflix DE
Chili DE	Pantaflix FR
Chili IT	SF Anytime DK
Chili PL	SF Anytime FI
EntertainTV DE	SF Anytime SE
filmin PT	Sky Store IE
Filmin TVOD ES	Videobuster AT
Flimmit AT	Videobuster DE
Flimmit DE	VOD Poland PL
Google Play Movies AT	Ziggo NL
Google Play Movies DE	
Google Play Movies FR	
iTunes DE	
iTunes FR	
Maxdome Store AT	
Maxdome Store DE	
Microsoft Films & TV AT	
Microsoft Films & TV DE	
Microsoft Films & TV DK	
Microsoft Films & TV ES	
Microsoft Films & TV FI	
Microsoft Films & TV FR	

Source: JustWatch data

SVOD catalogues and countries in the TV sample 1/2

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
Acorn TV DK	Amazon Prime Video PL	Apple TV+ PT	crunchyroll GR	curiositystream MT	Dekkoo SE	disneyplus SK
Acorn TV ES	Amazon Prime Video PT	Apple TV+ SE	crunchyroll HR	curiositystream NL	dekkoo SI	Disney+ PT
Acorn TV NL	Amazon Prime Video RO	Apple TV+ SK	Crunchyroll HU	curiositystream PL	dekkoo SK	Disney+ SE
Acorn TV SE	Amazon Prime Video SE	Be tv BE	Crunchyroll IE	curiositystream PT	Discovery+ ES	Docsville AT
All 4 IE	Amazon Prime Video SI	BluTV DE	Crunchyroll IT	curiositystream RO	Discovery+ FI	Docsville BE
Amazon Bloody Movies DE	Amazon Prime Video SK	britbox DK	Crunchyroll LT	curiositystream SE	Discovery+ NL	docsville BG
Amazon Hayu FR	Amazon StarzPlay ES	britbox FI	Crunchyroll LV	curiositystream SI	discoverypluseurope IT	Docsville CZ
amazonhayu IT	Amazon StarzPlay FR	britbox SE	Crunchyroll NL	curiositystream SK	Discovery+ SE	Docsville DE
Amazon Noggin ES	Amazon StarzPlay IT	Canalplus FR	Crunchyroll PL	Dekkoo AT	Disney+ AT	Docsville DK
Amazon Noggin FR	Amazon StarzPlay NL	Canal Séries FR	Crunchyroll PT	Dekkoo BE	Disney+ BE	Docsville EE
amazonparamountplus IT	Animax Plus Amazon Channel DE	C More DK	Crunchyroll RO	dekkoo BG	Disney+ DE	Docsville ES
Amazon Prime Video AT	Anime Digital Network FR	C More FI	Crunchyroll SE	Dekkoo CZ	Disney+ DK	Docsville FI
Amazon Prime Video BE	Apple TV+ AT	C More SE	crunchyroll SK	Dekkoo DE	Disney+ ES	Docsville FR
Amazon Prime Video BG	Apple TV+ BE	ComHem Play SE	curiositystream AT	Dekkoo DK	Disney+ FI	docsville GR
Amazon Prime Video CZ	Apple TV+ CZ	ConTV Comics DE	curiositystream BE	Dekkoo EE	Disney+ FR	docsville HR
Amazon Prime Video DE	Apple TV+ DE	ConTV Comics NL	curiositystream BG	Dekkoo ES	Disney+ IE	Docsville HU
Amazon Prime Video DK	Apple TV+ DK	contv HR	curiositystream CZ	Dekkoo FI	Disney+ IT	Docsville IE
Amazon Prime Video EE	Apple TV+ EE	contv MT	curiositystream DE	Dekkoo FR	Disney+ NL	Docsville IT
Amazon Prime Video ES	Apple TV+ ES	contv SI	curiositystream DK	dekkoo GR	disneyplus BG	Docsville LT
Amazon Prime Video FI	Apple TV+ FI	contv SK	curiositystream EE	dekkoo HR	Disney Plus cz	Docsville LV
Amazon Prime Video FR	Apple TV+ FR	Crunchyroll AT	curiositystream ES	Dekkoo HU	disneyplus EE	Docsville NL
Amazon Prime Video GR	Apple TV+ HU	Crunchyroll BE	curiositystream FI	Dekkoo IE	disneyplus GR	Docsville PL
Amazon Prime Video HR	Apple TV+ IE	crunchyroll BG	curiositystream FR	Dekkoo IT	disneyplus HR	Docsville PT
Amazon Prime Video HU	Apple TV+ IT	Crunchyroll CZ	curiositystream GR	Dekkoo LT	disneyplus HU	Docsville RO
Amazon Prime Video IE	Apple TV+ LT	Crunchyroll DE	curiositystream HR	Dekkoo LV	disneyplus LT	Docsville SE
Amazon Prime Video IT	Apple TV+ LV	Crunchyroll DK	curiositystream HU	dekkoo MT	disneyplus LV	docsville SK
Amazon Prime Video LT	Apple TV+ NL	Crunchyroll EE	curiositystream IE	Dekkoo NL	disneyplus MT	Filmstriben DK
Amazon Prime Video LV	Apple TV+ PL	Crunchyroll ES	curiositystream IT	Dekkoo PL	disneyplus PL	Filmtastic Amazon Channel DE
Amazon Prime Video MT	appletvplus BG	Crunchyroll FI	curiositystream LT	Dekkoo PT	disneyplus RO	FlixOlé ES
Amazon Prime Video NL	appletvplus GR	Crunchyroll FR	curiositystream LV	Dekkoo RO	disneyplus SI	flixole HR

Source: JustWatch data

SVOD catalogues and countries in the TV sample 2/2

Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue	Name of catalogue
flixole MT	hbomax SK	Home of Horror DE	Netflix IT	Sky GO AT	Viaplay SE	zee5 SK
flixole SI	HBO Nordic DK	Horizon HU	Netflix LT	Sky GO DE	Videoland NL	
flixole SK	HBO Nordic FI	Horizon/UPC PL	Netflix LV	Sky GO IE	viki HR	
Fubo TV ES	HBO Nordic SE	Horrify NL	Netflix MT	Sky GO IT	viki MT	
funimationnow IE	Herzkino Amazon Channels DE	hrti HR	Netflix NL	Sky NOW TV IE	Viki Rakuten DE	
Go3 EE	Hoichoi AT	iviru HR	Netflix PL	Sky Now TV IT	viki SI	
Go3 LT	Hoichoi BE	iviru SK	Netflix PT	Sky Ticket AT	viki SK	
Go3 LV	hoichoi BG	iwantffc HR	Netflix RO	Sky Ticket DE	Voyo SK	
Hayu BE	Hoichoi CZ	iwantffc SK	Netflix SE	Sky XAT	Wakanim DE	
hayu DE	Hoichoi DE	Joyn DE	Netflix SI	Sooner BE	Wakanim DK	
Hayu DK	Hoichoi DK	Joyn Plus DE	Netflix SK	Sooner DE	Wakanim FI	
hayu ES	Hoichoi EE	Kividoo AT	NLZIET NL	Sooner NL	Wakanim FR	
Hayu FI	Hoichoi ES	Kividoo DE	OCS GO FR	Starz DE	Wakanim SE	
hayu FR	Hoichoi FI	Mediaset Infinity IT	Otta SK	Starz ES	Yelo Play BE	
Hayu IE	Hoichoi FR	Mediaset Premium Play IT	Player PL	Starz FR	YouTube Premium AT	
hayu IT	hoichoi GR	Movistar+ ES	RakutenTV AT	Starz IE	YouTube Premium BE	
Hayu NL	hoichoi HR	Netflix AT	RakutenTV BE	Starz IT	YouTube Premium DE	
Hayu SE	Hoichoi HU	Netflix BE	RakutenTV DE	Starz NL	YouTube Premium DK	
hbomax BG	Hoichoi IE	Netflix BG	RakutenTV ES	Starz Play Amazon Channel DE	YouTube Premium ES	
hbomax CZ	Hoichoi IT	Netflix CZ	RakutenTV FR	TIMvision IT	YouTube Premium FI	
HBO Max DK	Hoichoi LT	Netflix DE	RakutenTV IT	TV2 DK	YouTube Premium FR	
HBO Max ES	Hoichoi LV	Netflix DK	roosterteeth HR	TV Now DE	YouTube Premium HU	
HBO Max FI	hoichoi MT	Netflix EE	roosterteeth MT	UPC TV AT	YouTube Premium IE	
hbomax HR	Hoichoi NL	Netflix ES	roosterteeth SI	Viaplay DK	YouTube Premium IT	
hbomax HU	Hoichoi PL	Netflix FI	roosterteeth SK	Viaplay EE	YouTube Premium PT	
hbomax NL	Hoichoi PT	Netflix FR	Ruutu FI	Viaplay FI	YouTube Premium SE	
hbomax PL	Hoichoi RO	Netflix GR	SALTO FR	Viaplay LT	zee5 BG	
hbomax PT	Hoichoi SE	Netflix HR	SFR Play FR	Viaplay LV	zee5 HR	
hbomax RO	hoichoi SI	Netflix HU	Shudder DE	viaplay NL	zee5 MT	
HBO Max SE	hoichoi SK	Netflix IE	Shudder IE	Viaplay PL	zee5 SI	

Source: JustWatch data

FOD catalogues and countries in the TV sample

Name of catalogue	Name of catalogue
amazonbbcplayer DE	drdk DK
arte DE	francetv FR
arte FR	kirjastokino FI
cineasterna SE	npostart NL
classixapp AT	plutotv AT
classixapp BE	plutotv DE
classixapp BG	plutotv DK
classixapp CZ	plutotv ES
classixapp DE	plutotv FR
classixapp DK	plutotv IT
classixapp EE	plutotv SE
classixapp ES	raiply IT
classixapp FI	rtbf BE
classixapp FR	rtlplay BE
classixapp GR	rtpplay PT
classixapp HR	sixplay FR
classixapp HU	southpark DE
classixapp IE	southpark NL
classixapp IT	svtplay SE
classixapp LT	vixtv ES
classixapp LV	vixtv HR
classixapp MT	vixtv PT
classixapp NL	vixtv SK
classixapp PL	vvvid IT
classixapp PT	Watch4 AT
classixapp RO	Watch4 DE
classixapp SE	Watchbox AT
classixapp SI	yleareena FI
classixapp SK	
daserstemediathek DE	

Source: JustWatch data

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