

Film and TV content in TVOD, SVOD and FOD catalogues 2023 Edition

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5. Composition of catalogues by national and EU27 non-national content
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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, **196 TVOD catalogues, 702 SVOD catalogues and 130 FOD catalogues in 25 EU* countries** were analysed based on JustWatch catalogue data. The data was collected in September 2023 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 **73 TVOD catalogues, 364 SVOD catalogues and 48 FOD catalogues in 25 EU* countries**. The data was collected in September 2023 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” / “non-US/European” 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– 2023 edition”, European Audiovisual Observatory.
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- ▶ Opinions expressed in this publication are personal and do not necessarily represent the view of the European Audiovisual Observatory, its members, the Council of Europe or the European Commission.

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.

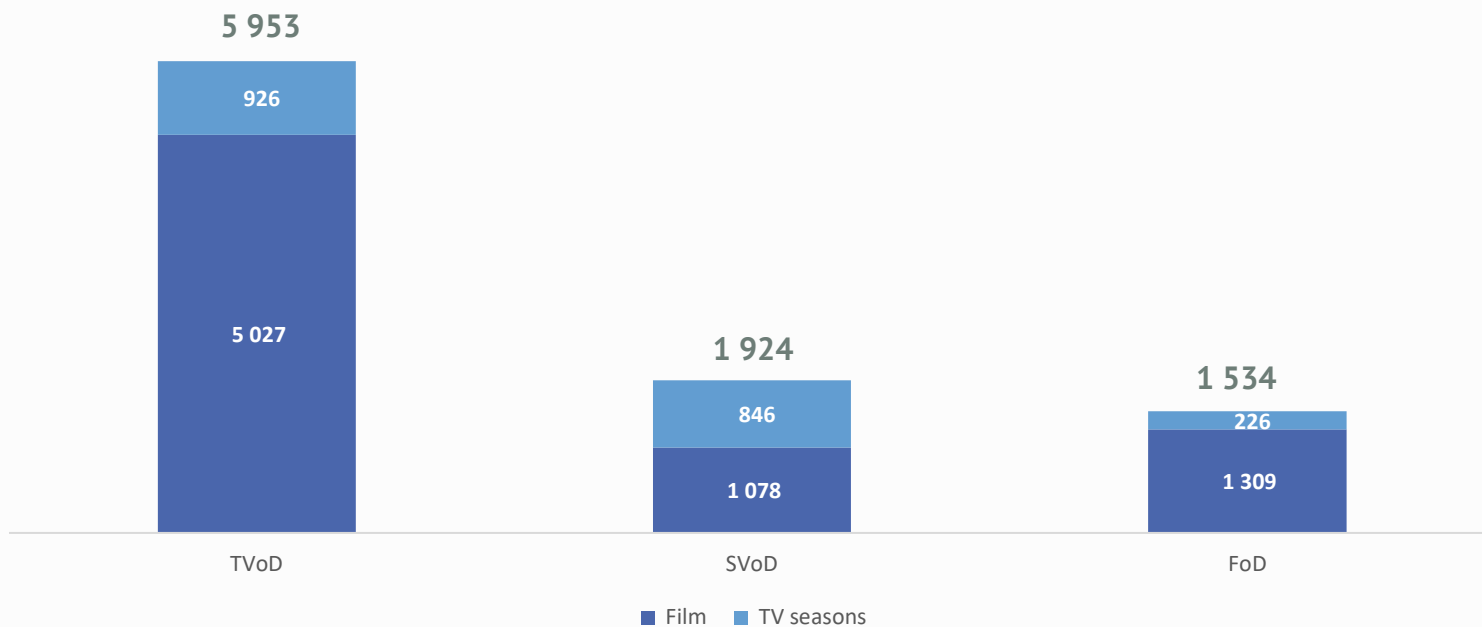
Main findings – Film and TV content

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

Films on TVOD and FOD, films and TV seasons on SVOD

- ▶ On average, there were more film titles than TV seasons, mainly on TVOD (5 times more), and on FOD (6 times more). On SVOD, the catalogues are more balanced with slightly more films than TV seasons on average.
- ▶ The number of TV seasons available in catalogues was on average greater on TVOD and SVOD than on FOD.
- ▶ SVOD catalogues had on average a higher number of films than TV seasons in their catalogues, albeit by a small number.
- ▶ FOD catalogues had the lowest average number of TV seasons.

Size of VOD catalogues in average number of titles

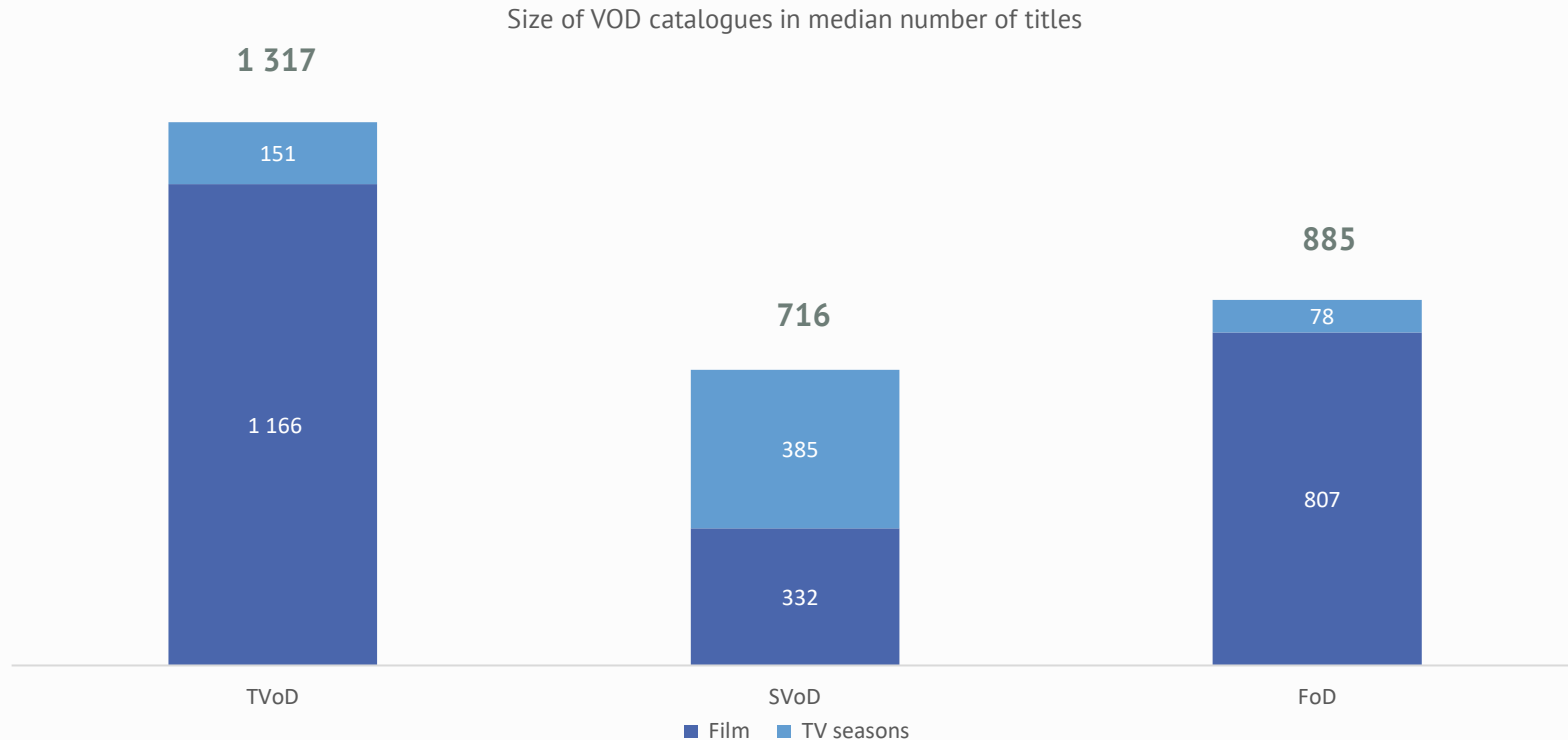


Note: Average refers to the total number of titles in catalogues divided by the total number of catalogues for TVOD, SVOD and FOD services, respectively.

Source: JustWatch catalogue data

Median size of catalogues: Offering based more on TV seasons than films on SVOD

- ▶ SVOD services propose a slightly higher median number of TV seasons than films.
- ▶ The median film title offering was seven times greater than the TV season offering on TVOD, ten times greater on FOD but very similar on SVOD.
- ▶ TVOD services built mainly their catalogues on film as did FOD services with a much higher median number of films than of TV seasons in catalogues.



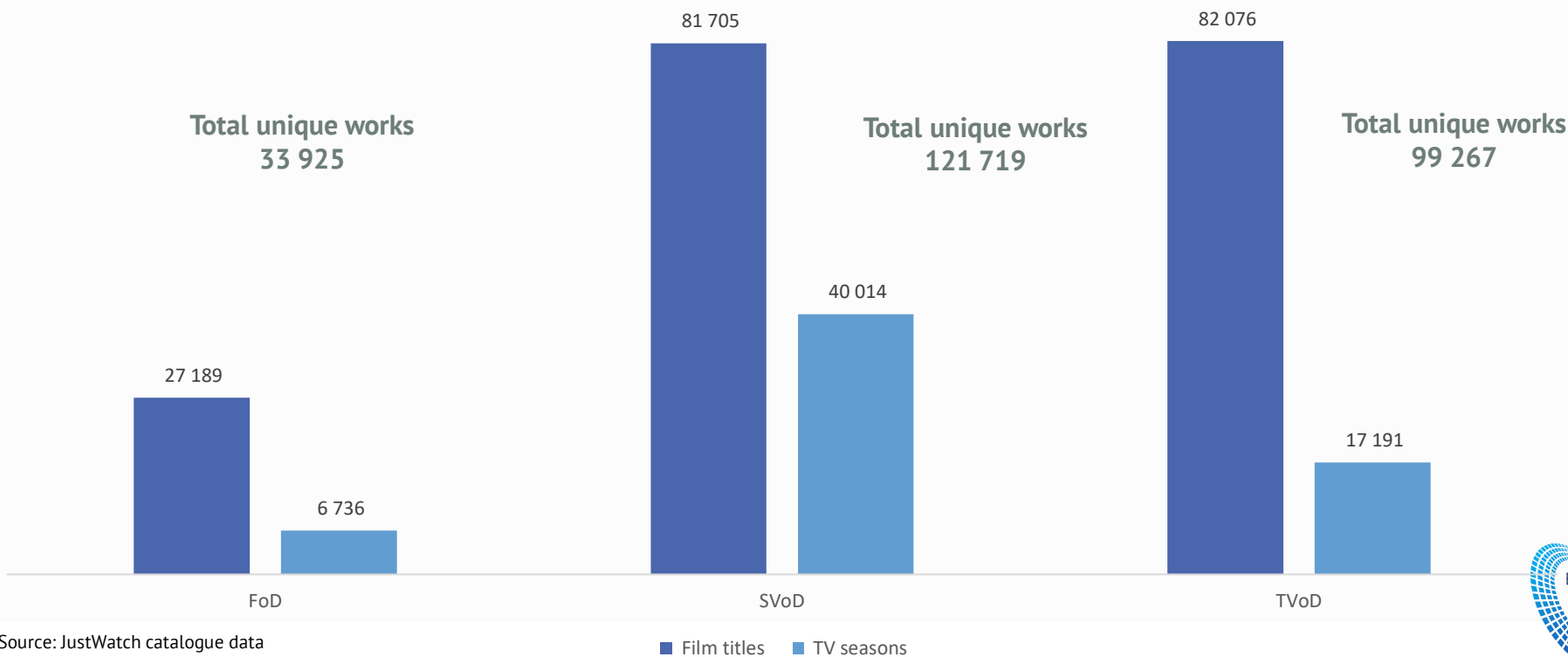
Note: The Median is calculated separately for film and TV content, and for TVOD and SVOD respectively.

Source: JustWatch catalogue data

A high number of unique TV seasons available on SVOD

- ▶ The offering of unique film titles was much higher than the offering of unique TV seasons, with 4.7 times more unique film titles than TV seasons on TVOD, 2 times more on SVOD and 4 times more on FOD.
- ▶ SVOD services carried the largest number of unique TV seasons, demonstrating the importance of TV content for SVOD services and the increasing differentiation of catalogues through exclusive and original TV seasons.
- ▶ While the number of unique film titles was similar on SVOD and TVOD, the important difference in unique TV seasons shows the different focus of the two business models: TVOD mainly for films, SVOD entertainment with TV seasons and films.

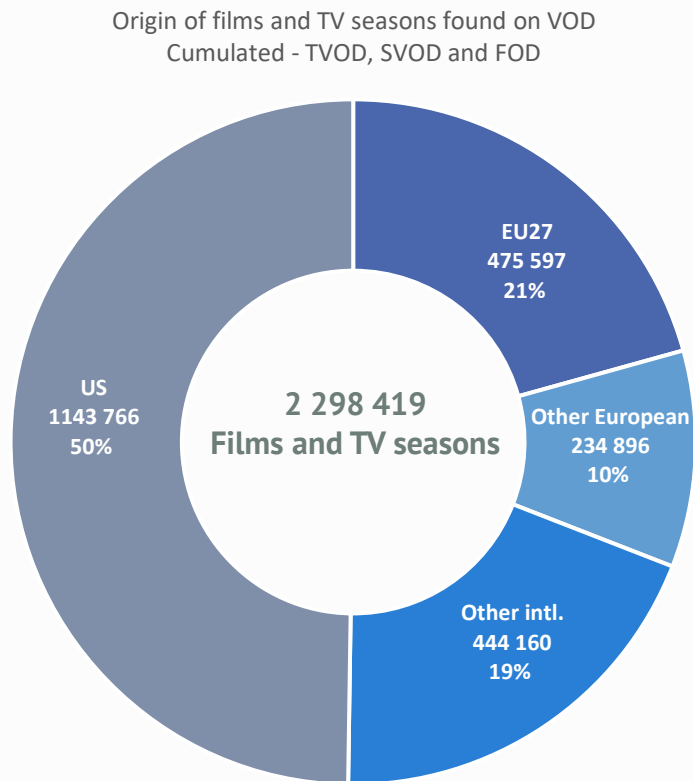
Unique titles by business model
in number of titles



Source: JustWatch catalogue data

Origin by region: European works make up 31% of all works in VOD catalogues

- ▶ EU27 works account for 21% of all film titles and TV seasons found on EU27 VOD services while other European works account for 10%, mainly works from the UK.
- ▶ US films and TV seasons account for 50% of all works in VOD catalogues and non-US/European works make up 19%, mainly driven by the presence of non-US/European works in SVOD catalogues.

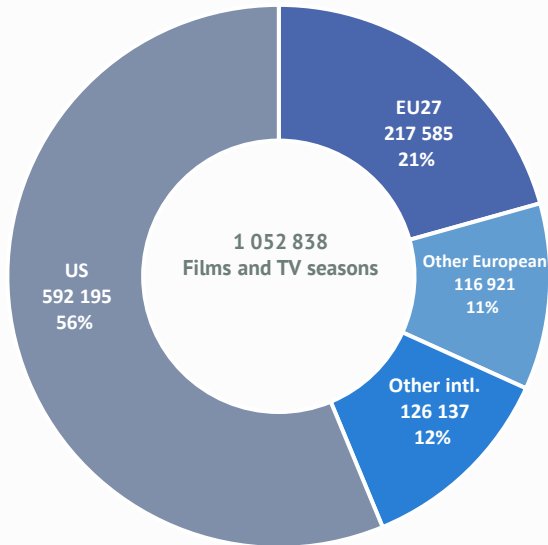


Source: JustWatch catalogue data

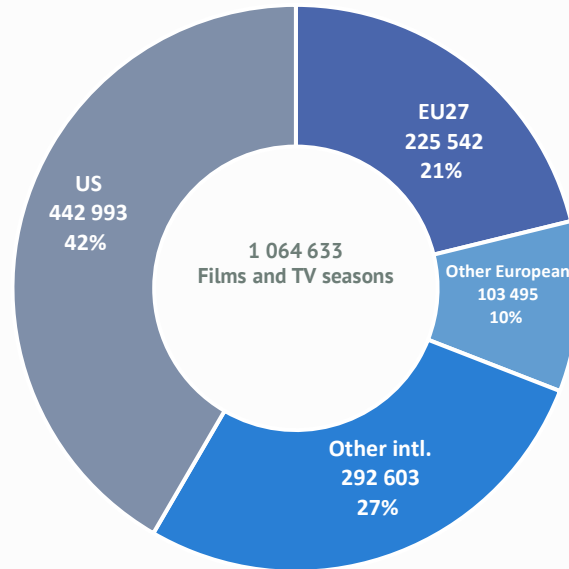
Origin by region: SVOD catalogues are more diversified than TVOD and FOD catalogues

- ▶ EU27 works account for 21% on TVOD, 21% on SVOD and 18% on FOD.
- ▶ European content (EU27 and other European titles) accounts for 32% on TVOD, 31% on SVOD and 26% on FOD.
- ▶ SVOD catalogues had the highest share of non-US/European works with 27%, showing the increasing importance of productions from other world regions for SVOD services. These works originate in Asia (South Korea, Japan, China, India), Australia and Canada mainly.
- ▶ Other European works are mainly works produced in the United Kingdom in all three catalogue types.

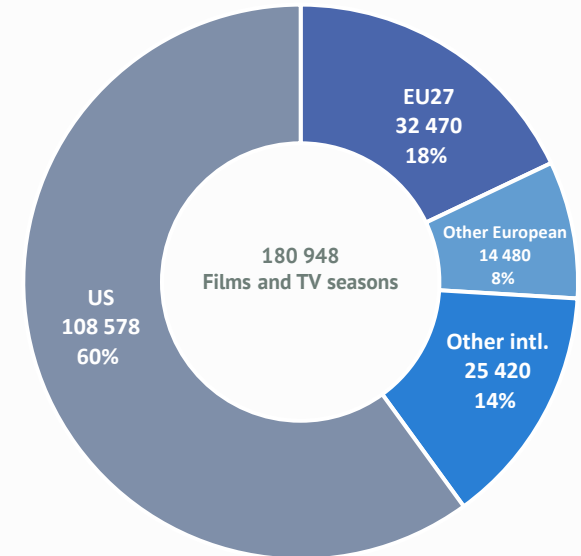
Origin of films and TV seasons found on TVOD



Origin of films and TV seasons found on SVOD



Origin of films and TV seasons found on FOD

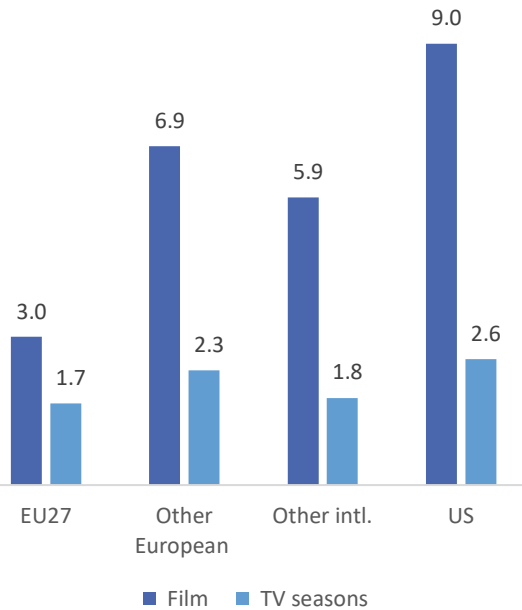


Source: JustWatch catalogue data

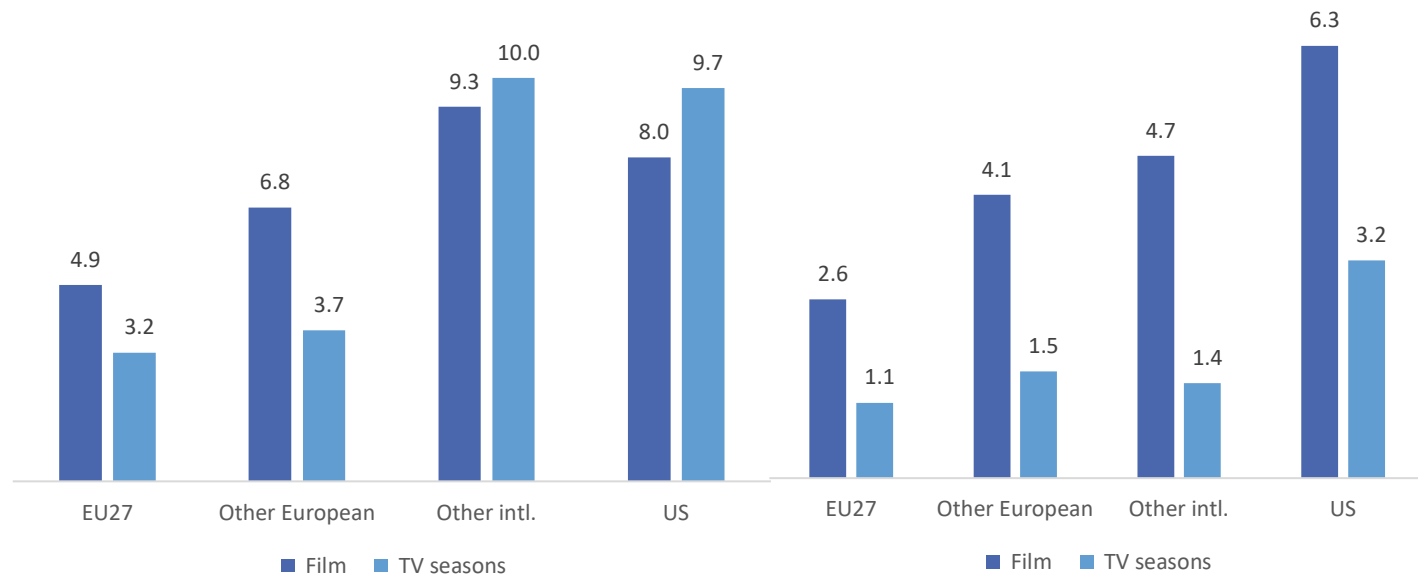
Films in more countries, except for US and non-US/European TV seasons on SVOD

- On SVOD, the highest circulation was for US and non-US/European TV seasons as global streamers tend to make these titles available in all their country catalogues. On the other hand, on TVOD and FOD, TV seasons circulated less than films.
- On TVOD, US and other European film titles circulated the most in the EU27 countries.
- On FOD, films of all origins circulated better than TV seasons.

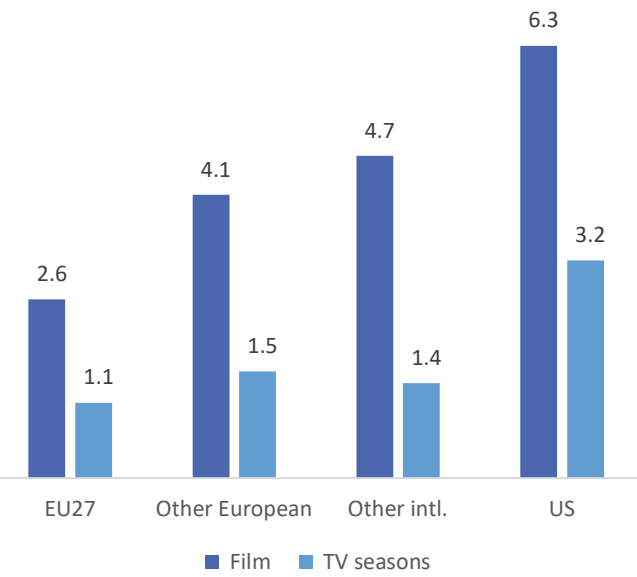
Circulation on TVOD by number of countries



Circulation on SVOD by number of countries



Circulation on FOD by number of countries



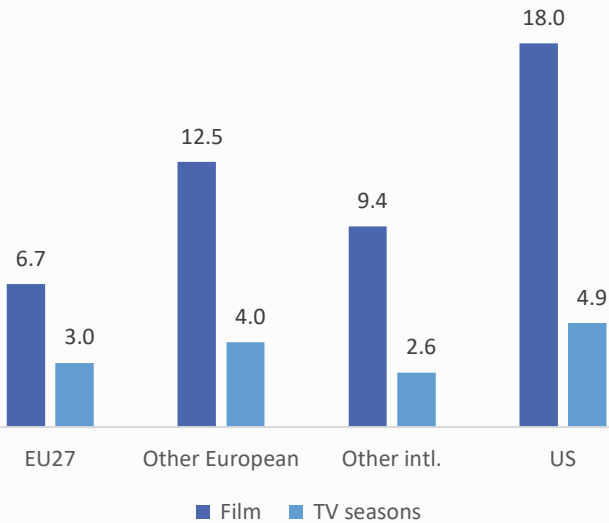
How to read these graphs: on average, a EU27 film available on TVOD is available in 3 countries.

Source: JustWatch catalogue data

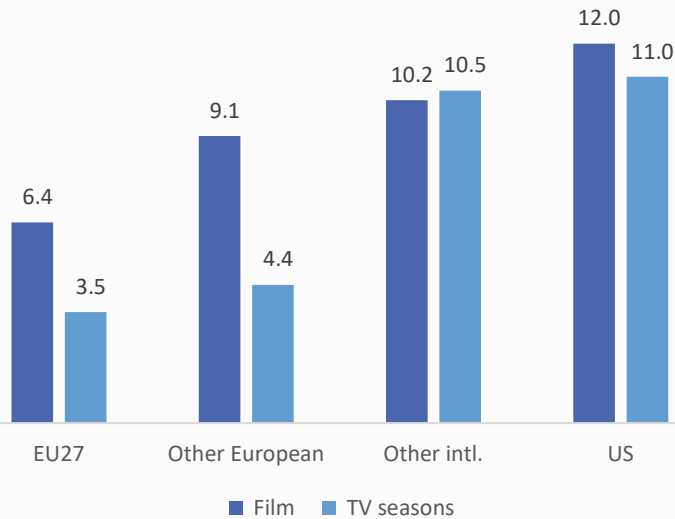
US and non-US/European films and TV seasons with an equal presence in SVOD and FOD catalogues

- ▶ On SVOD and FOD, US and non-US/European films and TV seasons had an almost equal average presence in catalogues. For European works, films had a far higher average catalogue presence than TV seasons.
- ▶ On TVOD, other European films showed the second-best circulation behind US films, while on SVOD US titles showed the widest catalogue circulation in catalogues, followed by non-US/European TV seasons and films.
- ▶ On FOD, US and non-US/European TV seasons and films had the widest catalogue circulation.

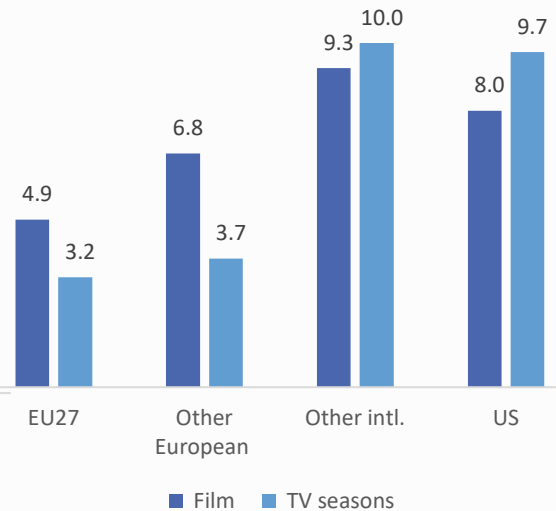
Circulation on TVOD by number of catalogues



Circulation on SVOD by number of catalogues



Circulation on FOD by number of catalogues

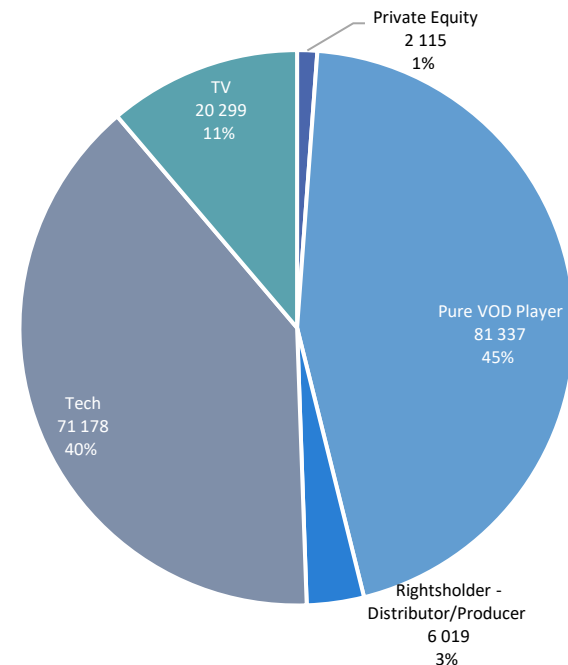
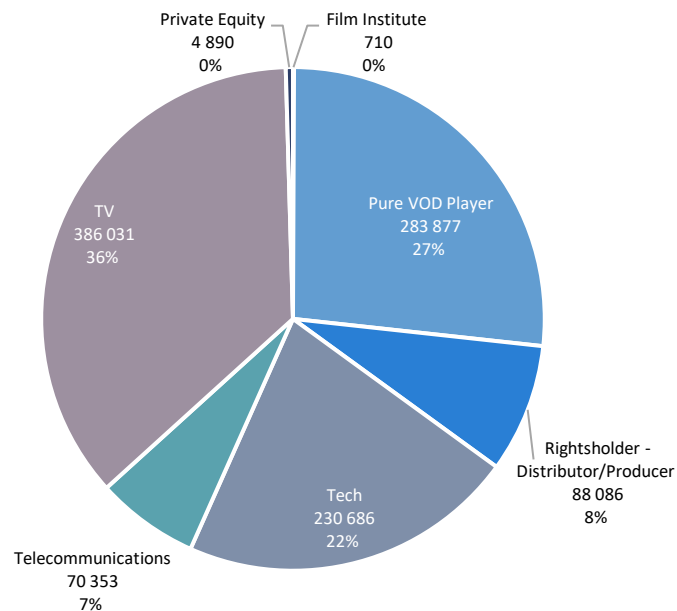
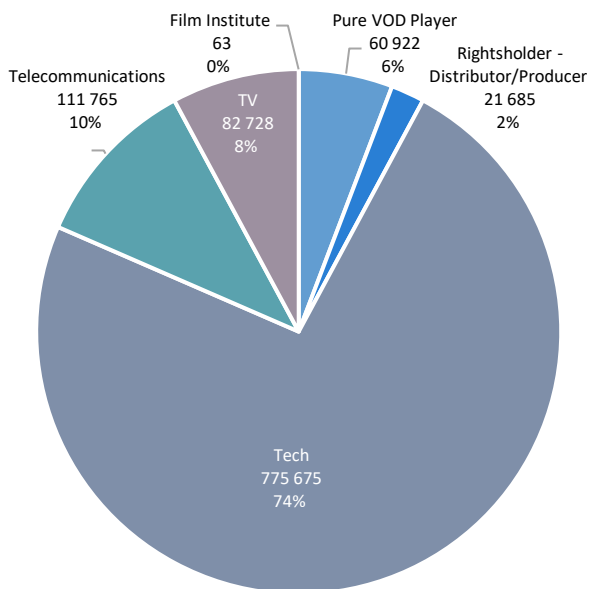


How to read these graphs: on average, a EU27 film available on TVOD in at least one catalogue is available in 6.7 catalogues.

Source: JustWatch catalogue data

Core business of catalogue owners: Tech, TV and pure VOD players account for the largest share of works

- ▶ On TVOD, the bulk of film titles and TV seasons (74%) was found in catalogues of tech players.
- ▶ On SVOD, pure VOD players, tech and TV players offered 85% of all film titles and TV seasons.
- ▶ On FOD, pure VOD and tech players accounted for 85% of all available works.



Core Business	Average number of titles	Number of catalogues
Film Institute	63	1
Pure VOD Player	1 296	47
Rightsholder - Distributor/Producer	556	39
Tech	12 312	63
Telecommunications	6 985	16
TV	2 585	32

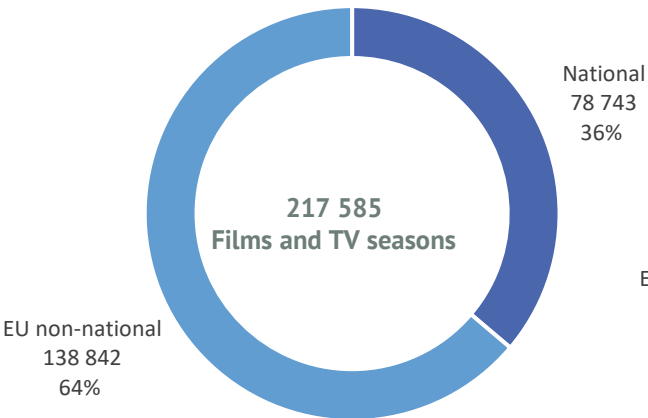
Core Business	Average number of titles	Number of catalogues
Film Institute	710	1
Pure VOD Player	1 774	160
Rightsholder - Distributor/Producer	421	209
Tech	2 136	108
Telecommunications	2 132	33
TV	1 569	246
Private Equity	1 223	4

Core Business	Average number of titles	Number of catalogues
Private Equity	1 058	2
Pure VOD Player	992	82
Rightsholder - Distributor/Producer	547	11
Tech	7 118	10
TV	725	28

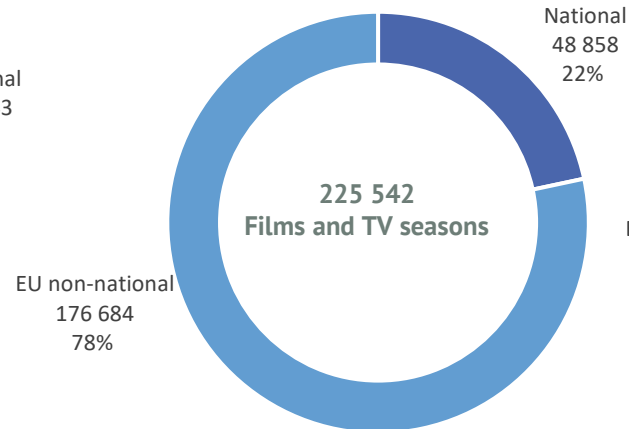
For EU27 works, mainly a non-national origin

- ▶ EU27 non-national content represented the largest share of EU27 content, on all three types of services but especially on SVOD where it represented 78% of the total EU27 content offering, as multi-country and pan-European SVOD players circulate works in several of their country catalogues.
- ▶ 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.
- ▶ As a rule of thumb, national works account for a higher share of EU27 works in the catalogues of national players.

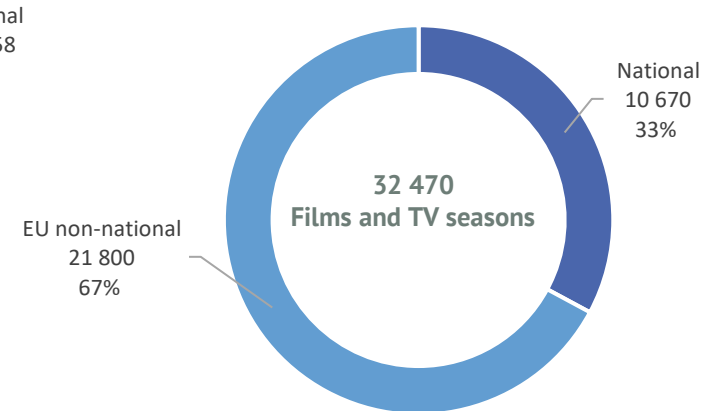
TVOD
Share of EU non-national and national works



SVOD
Share of EU non-national and national works



FOD
Share of EU non-national and national works

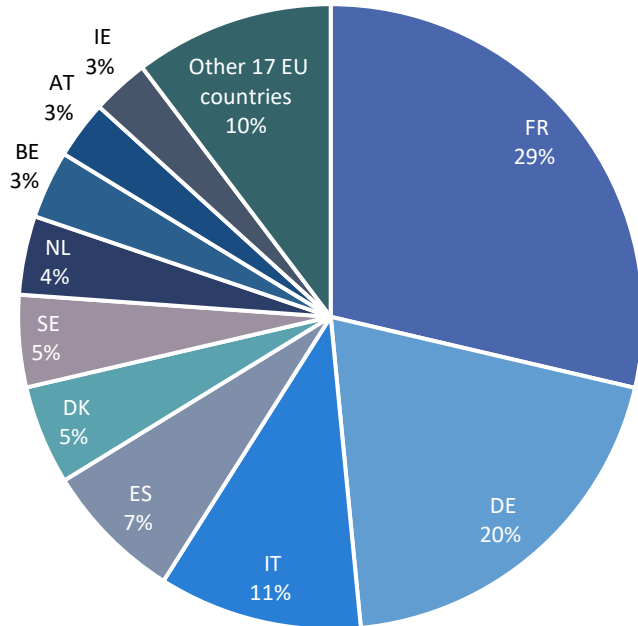


Source: JustWatch catalogue data

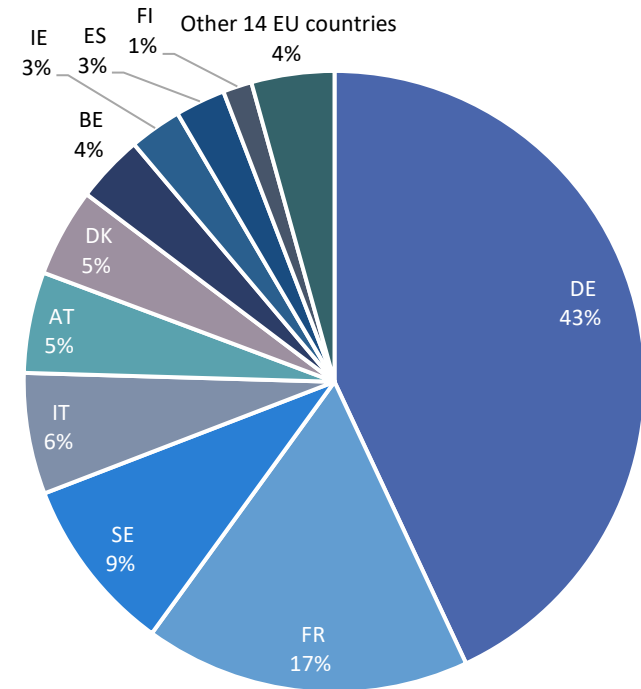
EU27 non-national exported content on TVOD: French films and German TV seasons

- ▶ 60% of the exported TV content offering and 49% of exported films on TVOD were German or French.
- ▶ 67% of all exported films were produced in EU4 (DE, ES, FR, IT).
- ▶ The top 10 production countries accounted for 96% of all exported EU27 TV seasons and 90% of all exported EU27 films.

Origin of 130 750 EU 27 non-national films on TVOD



Origin of 8 092 EU 27 non-national TV seasons on TVOD

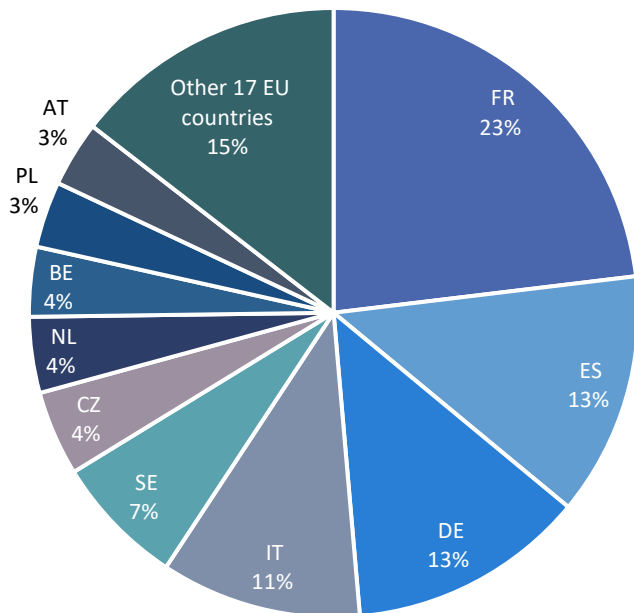


Source: JustWatch catalogue data

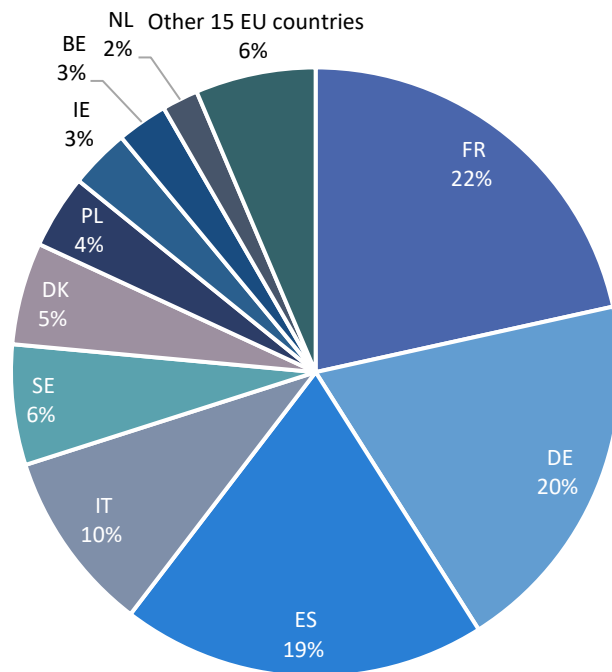
On SVOD, films and TV seasons from EU4 make up the majority of exports

- ▶ On SVOD, the most exported content was French (23% and 22% for films and TV seasons), followed by German and Spanish films (13%) and TV seasons (20% and 19%, respectively).
- ▶ EU4 productions accounted for 60% of all exported films and 71% of exported TV seasons.
- ▶ The top 10 production countries made up 94% of all exported EU27 TV seasons on SVOD but “only” 85% of all exported EU27 films.

Origin of 150 574 EU 27 non-national films on SVOD



Origin of 8 092 EU 27 non-national TV seasons on SVOD

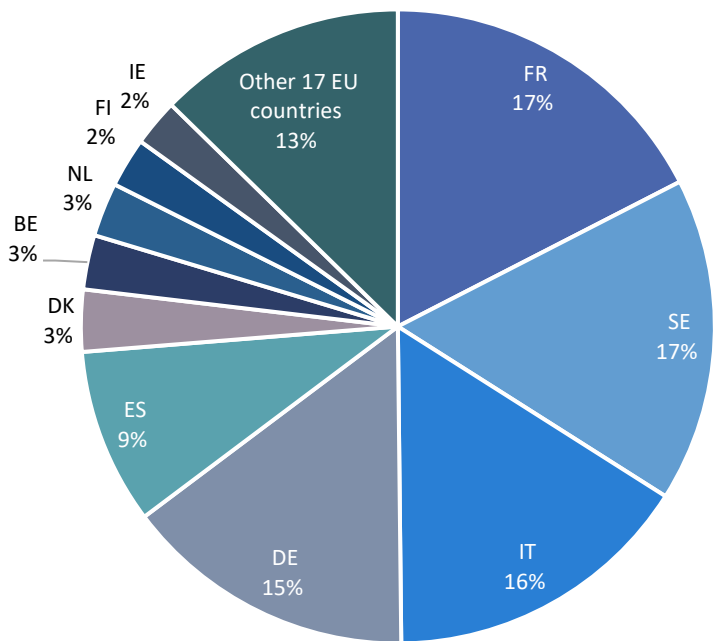


Source: JustWatch catalogue data

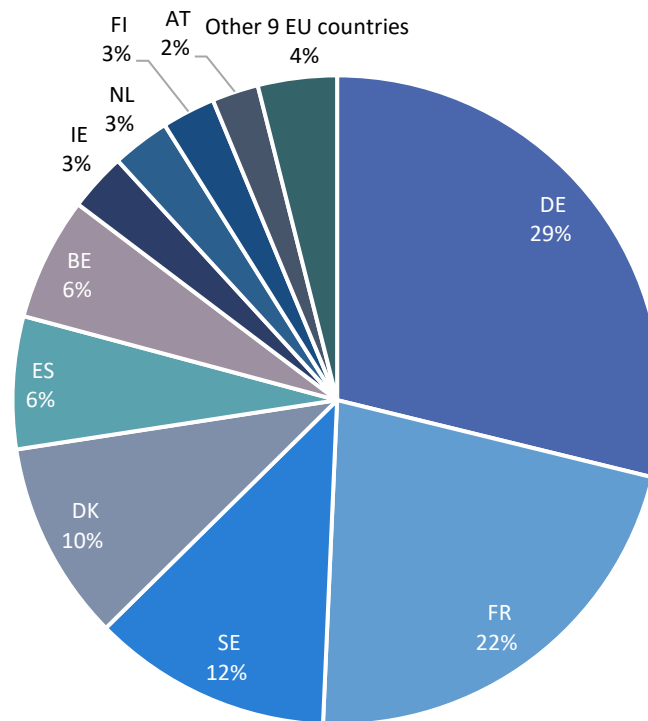
On FOD, German and French TV seasons and French and Swedish films

- ▶ Nordic films (22% of all exported films) and TV seasons (25% of all exported TV seasons) were among the top exported works, also due to the presence of the replay services of national broadcasters YLE Areena, SVT Play, and DRDK.
- ▶ The top 10 production countries accounted for 87% of all exported EU27 films and 96% of all exported TV seasons.

Origin of 20 936 EU 27 non-national films on FOD

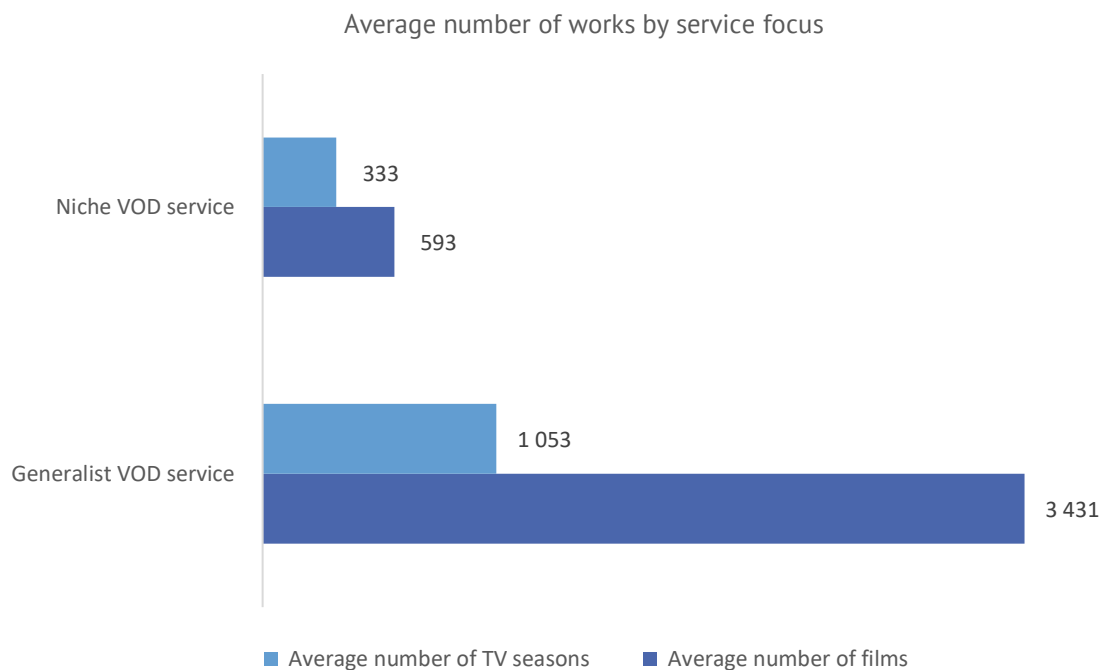


Origin of 864 EU 27 non-national TV seasons on FOD



More films and TV seasons in the catalogues of general entertainment services than of niche services

- ▶ In the film sample, 459 VOD catalogues were classified as generalist and 569 as niche.
- ▶ In the TV sample, 312 VOD catalogues were classified as generalist and 173 as niche.
- ▶ 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 with a curated catalogue.

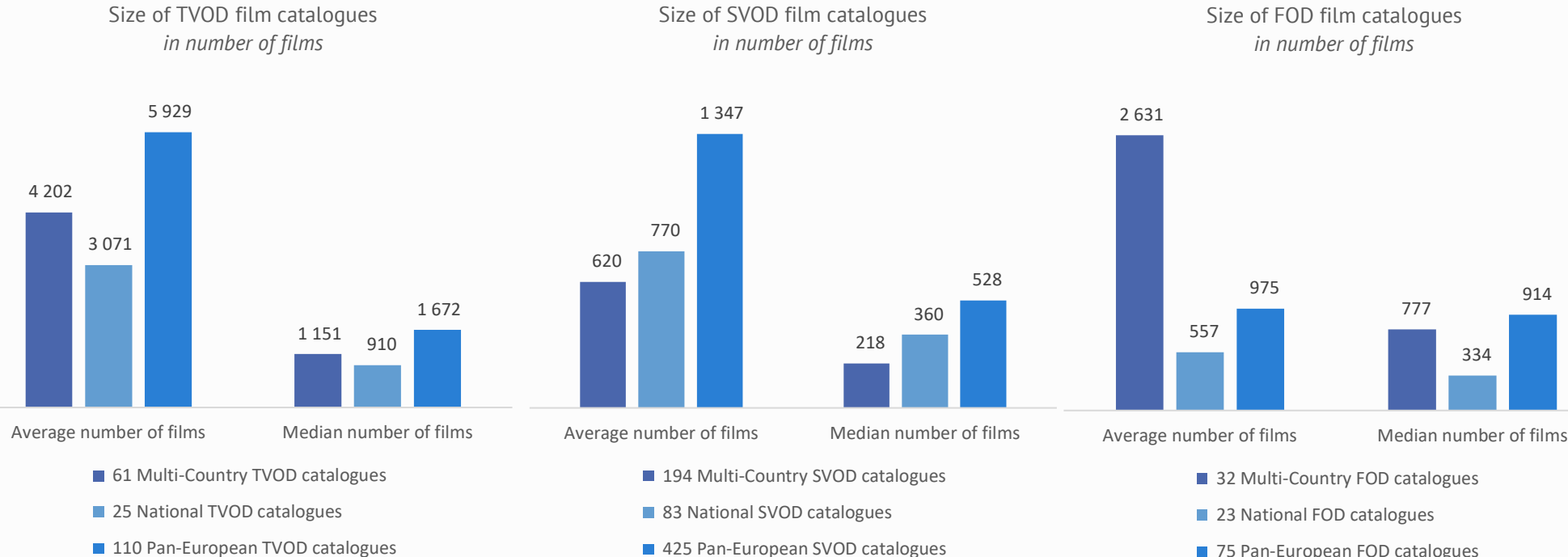


Films in 1 028 VOD catalogues in the EU27

**Overview of
702 SVOD catalogues,
196 TVOD catalogues
and
130 FOD catalogues**

Pan-European and multi-country catalogues have the highest average number of works on average

- ▶ The highest average and median number of films were found in pan-European TVOD catalogues, followed by multi-country TVOD catalogues.
- ▶ The lowest average of films was found in national FOD and multi-country SVOD catalogues.
- ▶ 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

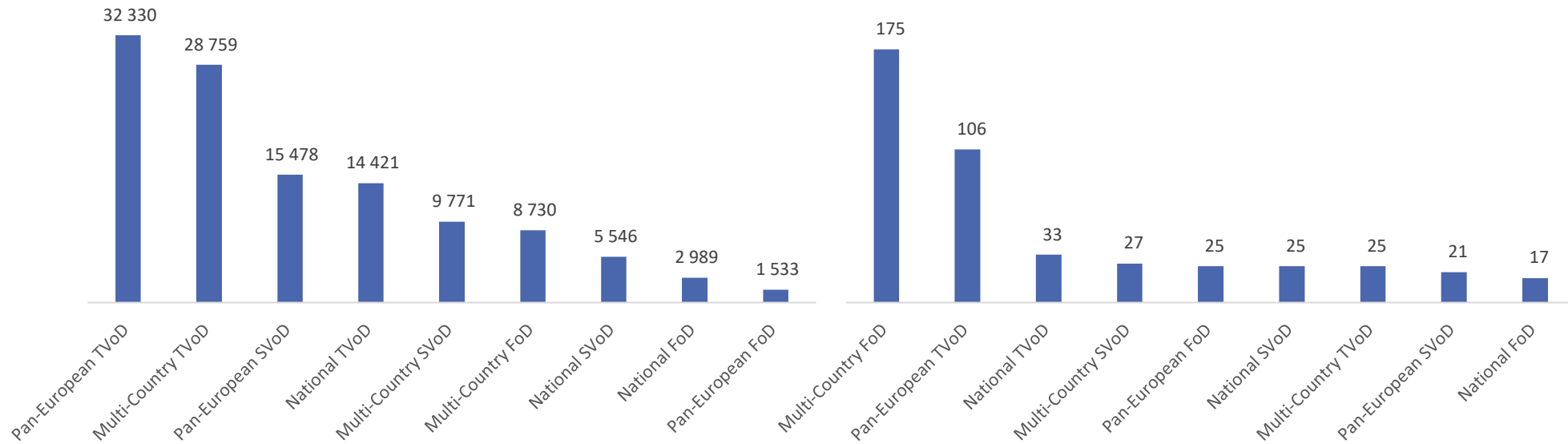


Stark difference in the maximum and minimum number of films in catalogues

- ▶ The highest number of films were found in pan-European TVOD services (iTunes IE) and multi-country TVOD services (Amazon TVOD DE and AT).
- ▶ 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



Source: JustWatch catalogue data

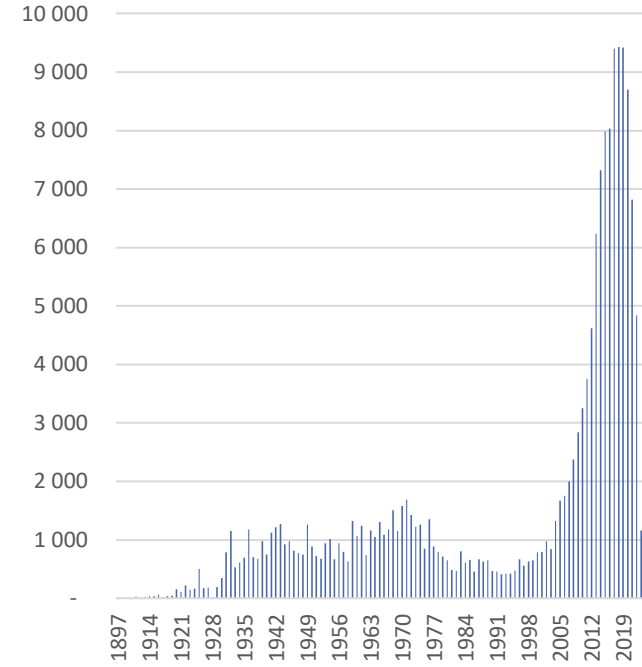
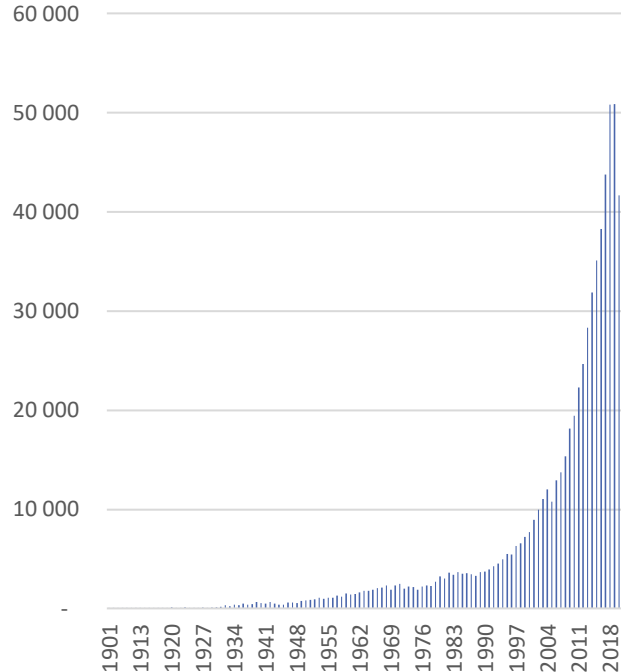
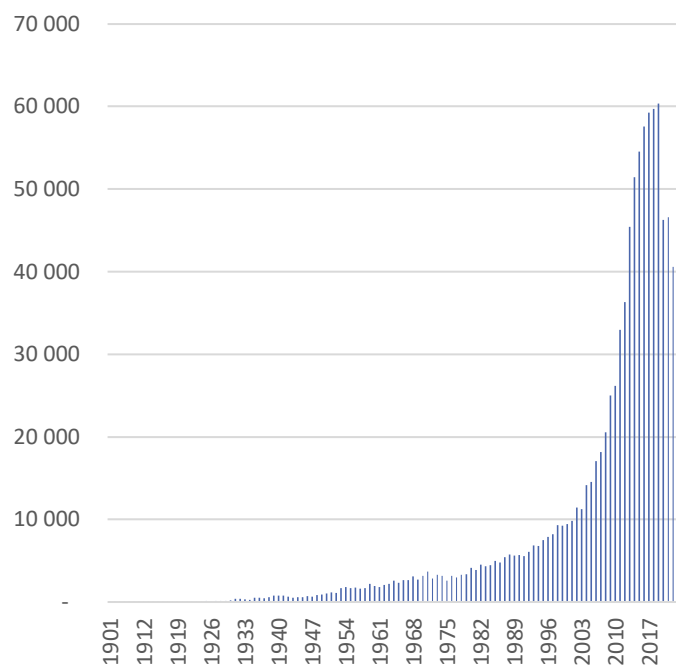
More recent films on SVOD and TVOD than on FOD services which relied more on catalogue films

- ▶ More than 50% of all films available on SVOD were produced in 2014 or later and 56% were less than 10 years old in 2023.
- ▶ More than 50% of all films available on TVOD were produced in 2013 or later and 54% were less than 10 years old in 2023.
- ▶ More than 50% of all films available on FOD were produced in 2011 or later and 47% were less than 10 years old in 2023.

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 **125 313 unique film titles** were available

- ▶ EU27 unique film titles were the most represented with 35% of all unique film titles with 44 221 titles.
- ▶ US film titles followed with 42 101 titles or 34% of overall unique titles.
- ▶ Other European titles made up 9% of titles with 11 898 titles, with British titles making up 76% of all other European titles on TVOD, 73% on SVOD and 77% on FOD.
- ▶ Non-US/European titles accounted for 22% of all unique titles available on VOD.

A larger choice of unique titles on TVOD and SVOD

- ▶ With over 82 076 titles, TVOD services had a comparable film title offering as SVOD services with 81 705 titles (with 196 TVOD catalogues and 702 SVOD catalogues in the sample) and FOD services with 27 189 titles (and 130 catalogues) had a significant smaller film title offering.

An equal percentage of EU27 unique films titles on all 3 business models

- ▶ With 36% of all unique titles being of EU27 origin, representing 29 756 unique film titles, TVOD services offered a similar choice to SVOD services' 29 716 unique EU27 film titles or 36% of all film titles available on SVOD. On FOD, 9 359 EU27 film titles were available, with a share of 35% of all film titles available on FOD.

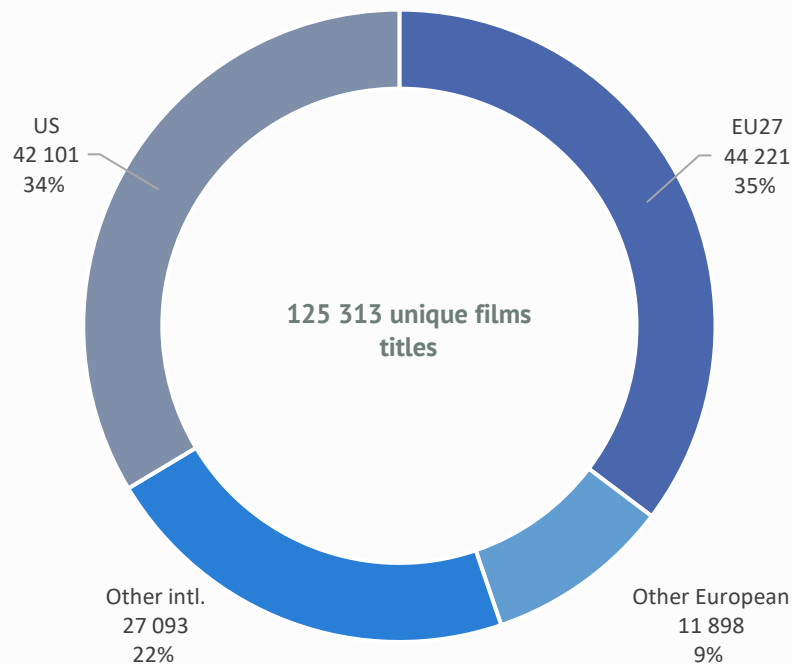
French, German, Italian and Spanish titles made up the bulk of EU titles on all 3 business models

- ▶ With 28% of EU27 titles, French titles were the most-found titles on TVOD, followed by German titles with 21%, Italian with 13% and Spanish with 9%.
- ▶ On SVOD, French titles represented 24% of all EU27 titles, Italian 16%, German 14% and Spanish 11%.
- ▶ On FOD, German titles made up 28% of all EU27 titles, Italian 18%, French 15%, Swedish 13% and Spanish 6%.
- ▶ Nordic films (DK, FI, SE) represented 12% of all EU27 titles on TVOD, 10% on SVOD and 20% on FOD (due largely to the presence of several FOD catalogues of Nordic national broadcasters YLE, SVT and DRDK).

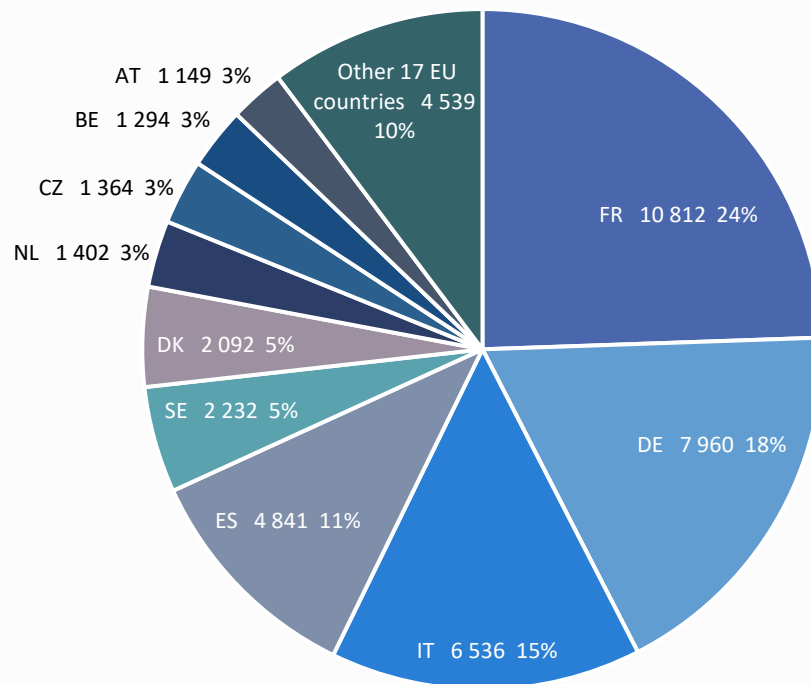
Unique European titles represent 44% of all film titles available on VOD

- ▶ 125 313 unique film titles were available in catalogues of all 3 business models.
- ▶ EU27 film titles made up 35% and other European film titles 9%, mainly UK film titles.
- ▶ US titles accounted for 34% of all unique titles available and nonUS/European titles for 22%.
- ▶ For EU27 films, French, German, Italian and Spanish titles represented 68% of all unique EU27 film titles and Nordic films (DK, FI, SE) 11%.
- ▶ The top 10 production countries accounted for 90% of all unique EU27 film titles.

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



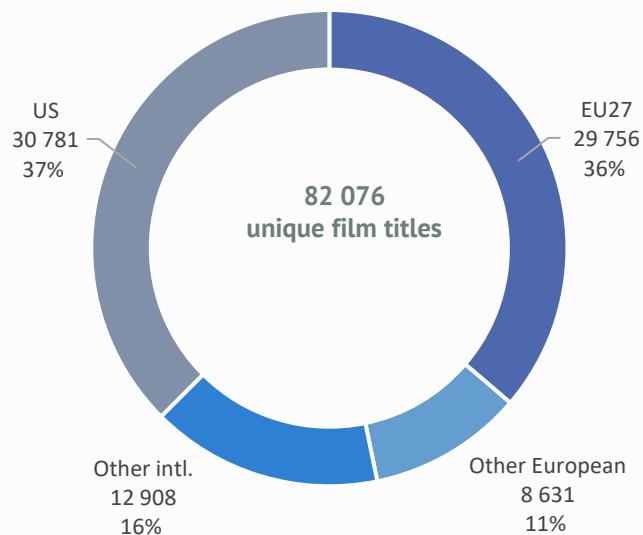
Less than 1% of all film titles could not be identified.

Source: JustWatch catalogue data

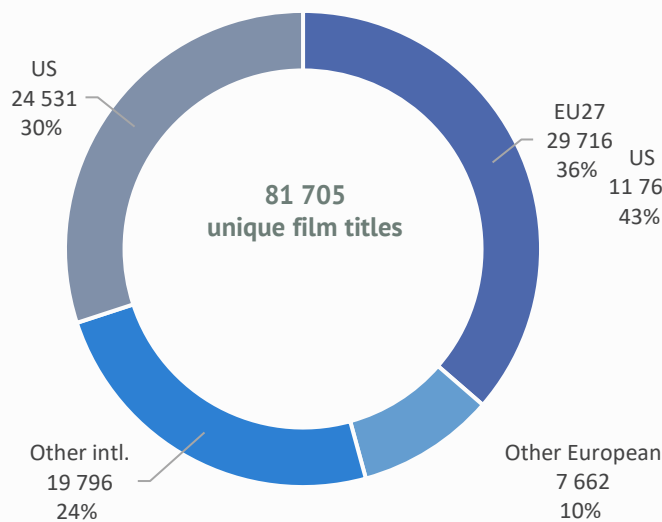
Large choice of unique film titles on SVOD and TVOD, more limited on FOD

- ▶ SVOD and TVOD services offered the highest number of total unique film titles, with over 81 705 and 81 076 titles, respectively available.
- ▶ On TVOD and SVOD services, EU27 unique film titles represented 36% of all unique titles, on FOD 35%.
- ▶ SVOD had the highest share of international film titles with 24% and the lowest share of US titles with 30%.
- ▶ FOD catalogues had the highest share of unique US film titles with 43% and the lowest share of other European and non-US/European film titles.

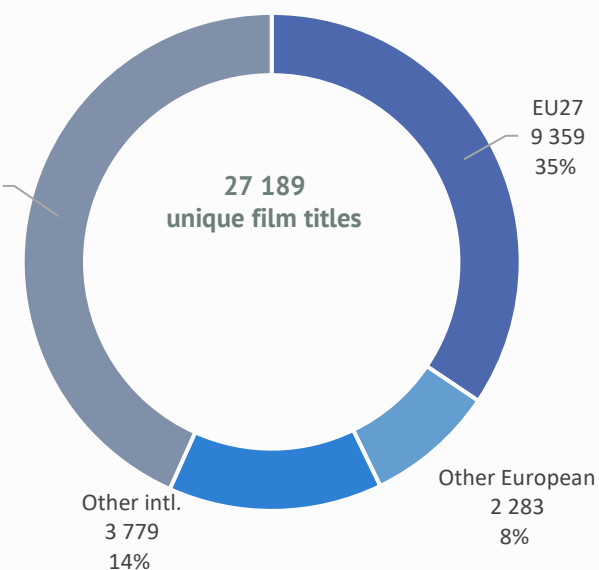
Origin of unique film titles in TVOD catalogues by region of origin



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



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

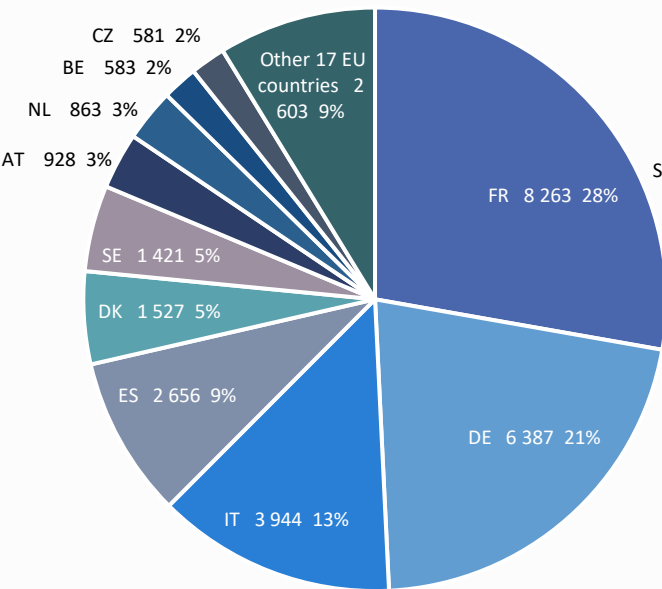


Source: JustWatch catalogue data

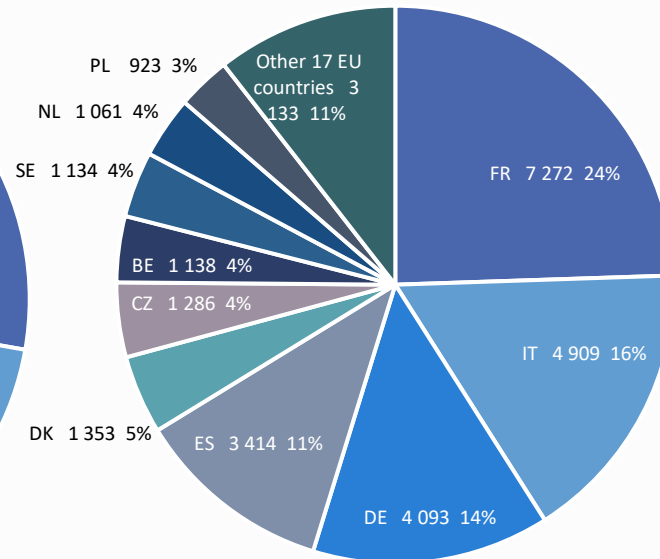
Top 10 EU27 production countries account for between 89% and 94% of all EU27 titles

- ▶ 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 71% of all EU27 titles on TVOD, 65% on SVOD and 67% on FOD.
- ▶ For all types of catalogues, the other 17 EU production countries represented together between 6% and 11% of all unique titles as the top 10 production countries made up the bulk of EU27 film titles available.

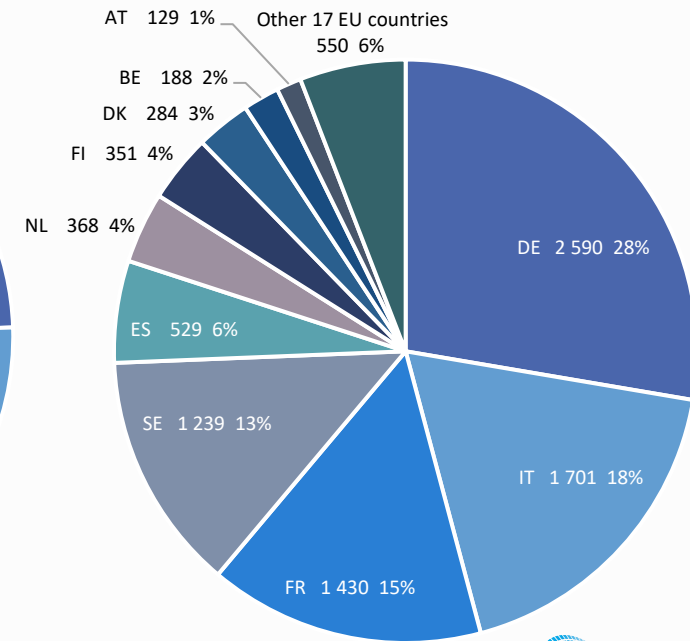
Origin of unique EU27 film titles in TVOD catalogues by country of origin



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



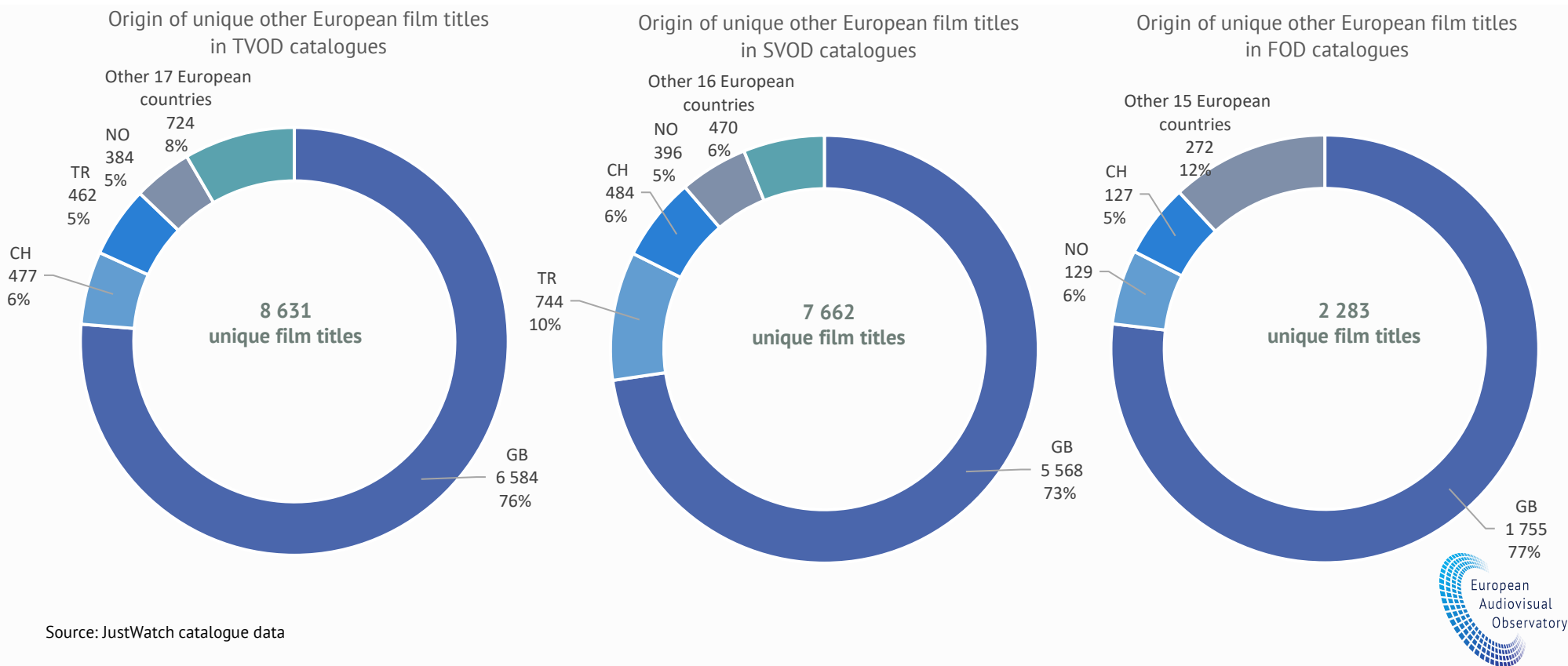
Origin of unique EU27 film titles in FOD catalogues by country of origin



Source: JustWatch catalogue data

73% to 77% of all other European titles are of British origin

- ▶ British titles represented 76% 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.



B.3 – Origin and circulation of films

20% of all films found in 196 TVOD catalogues, 25% of films found in 702 SVOD catalogues and 17% of films found in 130 FOD catalogues were of EU27 origin

- ▶ Titles from other European countries made up 11% on TVOD, 9% on SVOD and 8% on FOD; they were mainly from the United Kingdom.
- ▶ US titles made up 57% of films on TVOD, 39% on SVOD and 61% on FOD.
- ▶ Films from other regions (non-US/European films) had a much larger share on SVOD (27%) than on TVOD with 12% and FOD with 14%.

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 25 national TVOD catalogues, EU27 films represented 39% of all films; on 83 national SVOD services their share was 46% and on 23 national FOD services it was 52%.
- ▶ Other European films for the three types of national services made up 8% of the film offering for FOD, 9% on SVOD and on TVOD, here again largely composed of films from the United Kingdom.
- ▶ US films represented 41% of all films on national TVOD services, 34% on national SVOD services and 31% on national FOD services.

EU27 films on multi-country services made up 25% of all films in 194 SVOD catalogues, 24% in 61 TVOD catalogues and 12% in 32 FOD catalogues

- ▶ Other European films accounted for 12% in multi-country TVOD, 10% in SVOD catalogues and 8% on FOD.
- ▶ US films accounted for 53% on multi-country TVOD catalogues, 45% on SVOD and 64% on FOD.
- ▶ Non-US/European films accounted for 11% on multi-country TVOD services but 20% on multi-country SVOD catalogues and 16% on FOD.

EU27 films made up 17% of all films available on the 110 pan-European TVOD services, 23% on the 425 pan-European SVOD services and 16% on the 75 pan-European FOD catalogues

- ▶ Other European films accounted for 11% in pan-European TVOD catalogues, 9% in pan-European SVOD catalogues and 7% in pan-European FOD catalogues.
- ▶ US films represented 59% on TVOD, 38% on SVOD and 64% on FOD.
- ▶ Non-US/European films represented 30% of all available films in pan-European SVOD catalogues.

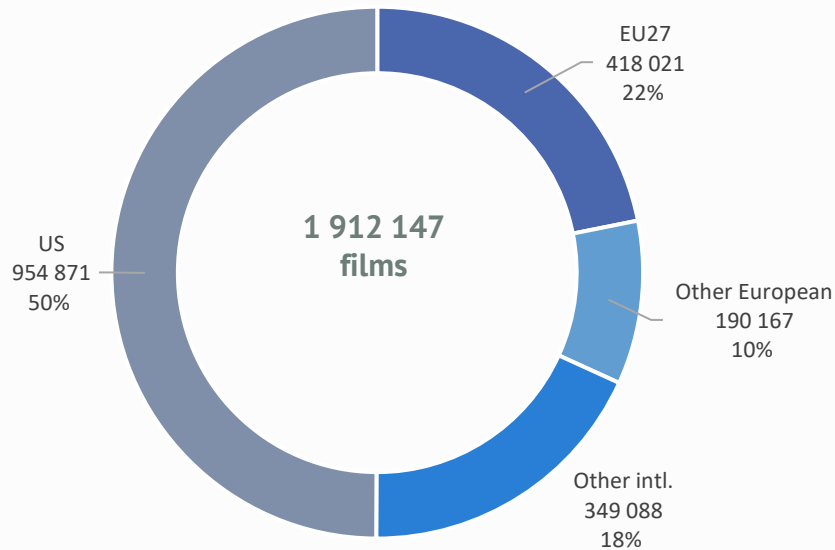
On average, an EU27 film title was available in 3 countries on TVOD, 4.9 countries on SVOD and 2.6 countries on FOD

- ▶ Other European film titles were available on average in 6.9 countries on TVOD, 6.8 countries on SVOD and 4.1 countries on FOD
- ▶ This circulation compares to 9 countries for US titles on TVOD, 8 countries on SVOD and 6.3 on FOD.
- ▶ The best circulation was non-US/European films on SVOD with 9.3 countries while they had an average country presence of 5.9 on TVOD and 4.7 on FOD.
- ▶ EU27 titles circulated on average in 6.7 TVOD catalogues, in 6.4 SVOD catalogues and 3 FOD catalogues compared to 18 TVOD catalogues, 12 SVOD catalogues and 8.9 FOD catalogues for US titles. **Non-US/European titles** were on average in 9.4 TVOD, 10.2 SVOD and 6.5 FOD catalogues.

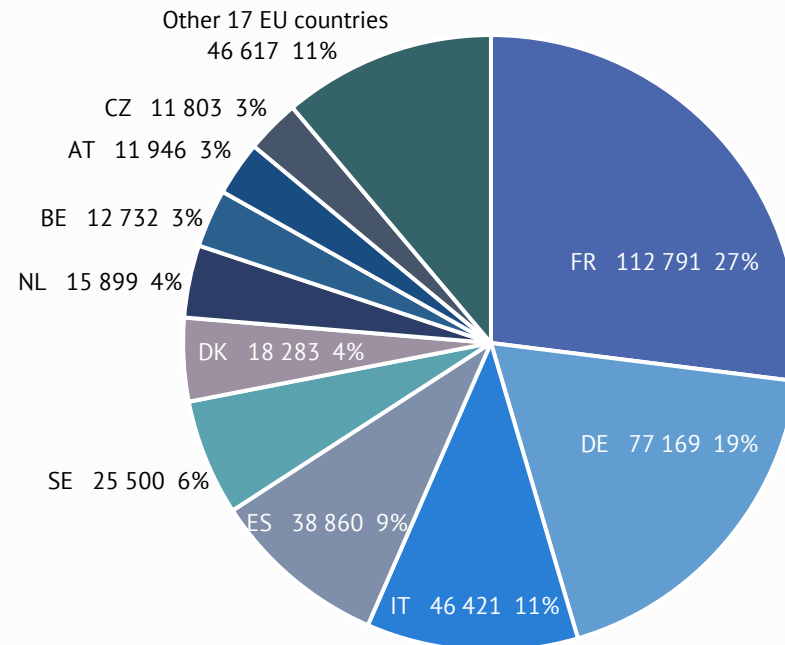
22% of all films in VOD catalogues were of EU27 origin, 10% of other European

- In total, over 1.91 million films were present in the 1028 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 top 10 EU27 production countries accounted for 89% of all available EU27 films.
- The leading EU27 production countries were France with 27% of all EU27 films, followed by Germany with 19%, Italy with 11%, and Spain with 9%. These four countries accounted for 66% of all EU27 films.
- US films accounted for 50% of all available films
- Non-US/European films represented 18% of all available films, with a more important share in SVOD catalogues.

Origin of films in 1028 VOD catalogues



Origin of EU27 films in 1028 VOD catalogues by country of origin



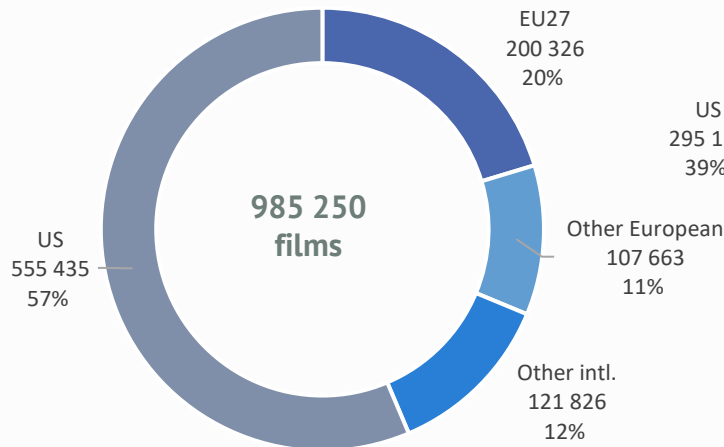
*Fewer than 1% of all films have not been identified. They have been excluded for the analysis.

Source: JustWatch catalogue data

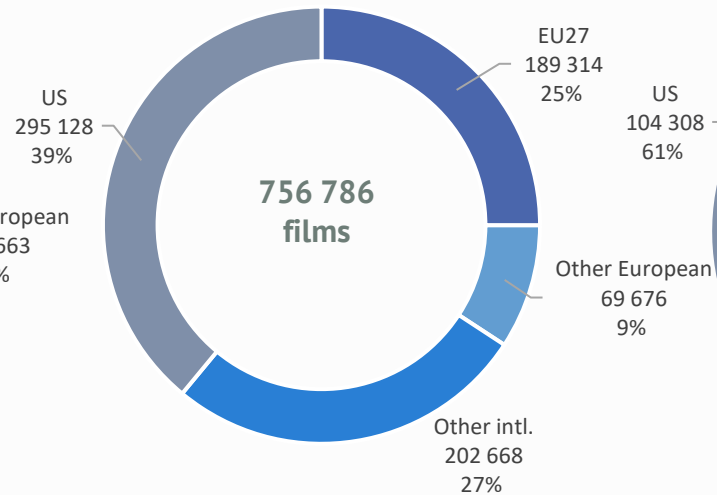
25% of all films on SVOD, 20% on TVOD and 17% on FOD were of EU27 origin

- ▶ European films (EU27 + other European) represented 31% in all TVOD catalogues, 34% in SVOD catalogues and 25% in FOD catalogues.
- ▶ US films had the highest share in FOD catalogues with 61% of all films, followed by TVOD with 57% and SVOD with 39%.
- ▶ Non-US/European films were better represented in SVOD catalogues with 27% compared to 12% in TVOD catalogues and 14% in FOD catalogues.

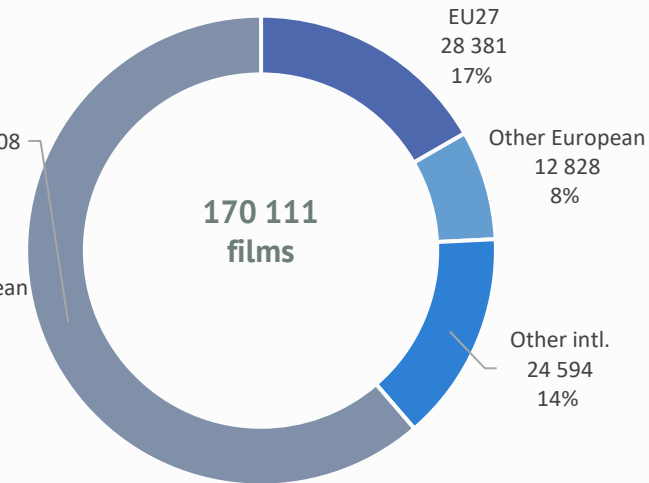
Origin of films in 196 TVOD catalogues



Origin of films in 702 SVOD catalogues



Origin of films in 130 FOD catalogues

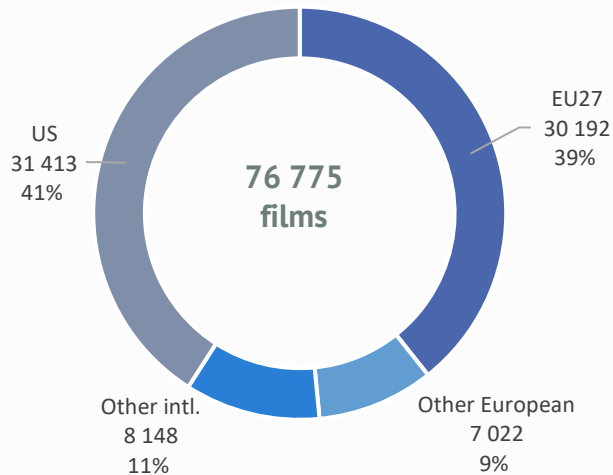


Source: JustWatch catalogue data

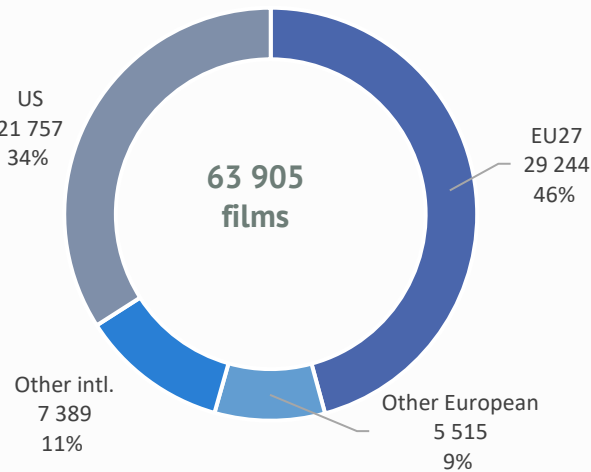
A high share of EU27 films for national VOD services, a low share of non-US/European films

- ▶ National services, for SVOD and FOD, had a higher share of EU27 films than US films, with 46% and 52% of EU27 films respectively. On TVOD, US films with 41% had a slightly higher share than EU27 films with 39%.
- ▶ These catalogues were complemented with other European films, bringing the share of European films to 48% for national TVOD services, 55% for national SVOD services and 60% for national FOD services (mainly operated by national broadcasters).
- ▶ The share of non-US/European films was lower than the average for all catalogues, as national services mainly offer European and US films and relied less on films produced in other world regions for their film offering.

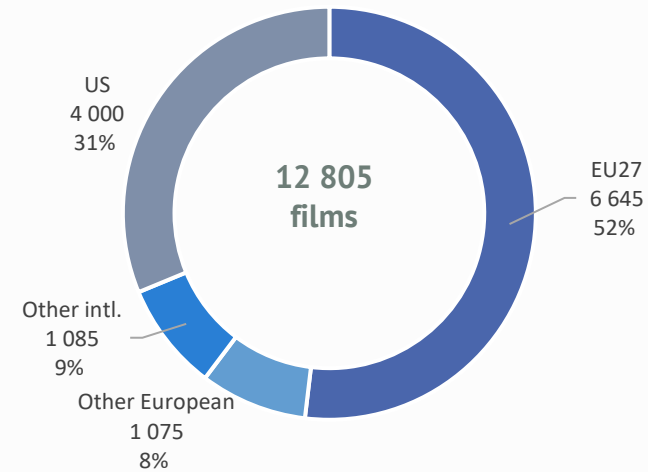
Origin of films in
25 national TVOD catalogues



Origin of films in
83 national SVOD catalogues



Origin of films in
23 national FOD catalogues

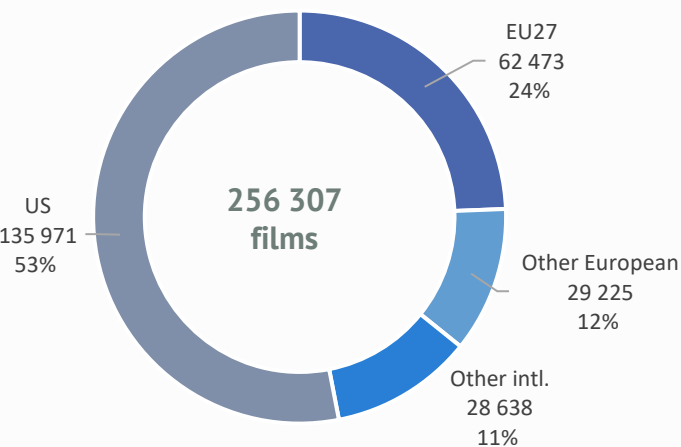


Source: JustWatch catalogue data

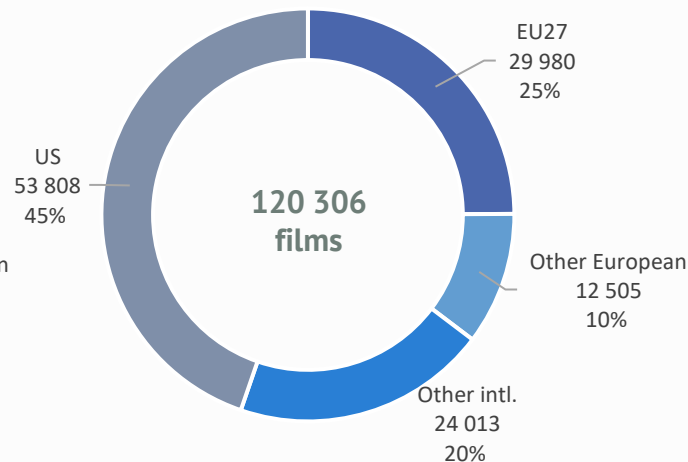
A high share of US films in multi-country catalogues

- ▶ Multi-country FOD and TVOD services relied more on US films than SVOD services, with a share of 64% for FOD, 53% for TVOD and 45% for SVOD.
- ▶ EU27 films represented 24% of all films on multi-country TVOD and 25% on SVOD services but only 12% on FOD services.
- ▶ SVOD catalogues had a relatively high share of non-US/European films with 20%, compared to TVOD's 11% and FOD's 16%, and national SVOD catalogues' average of 11%.
- ▶ 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.

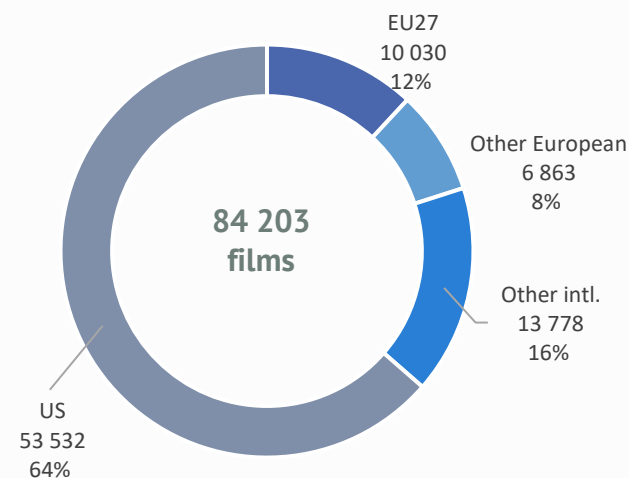
Origin of films in
61 multi-country TVOD catalogues



Origin of films in
194 multi-country SVOD catalogues



Origin of films in
32 multi-country FOD catalogues

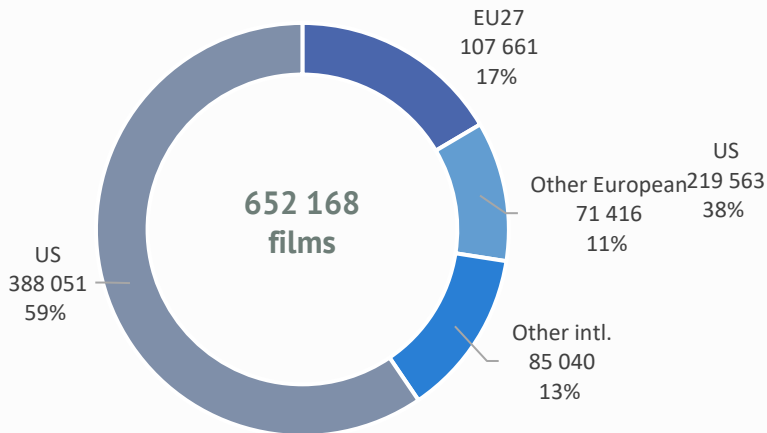


Source: JustWatch catalogue data

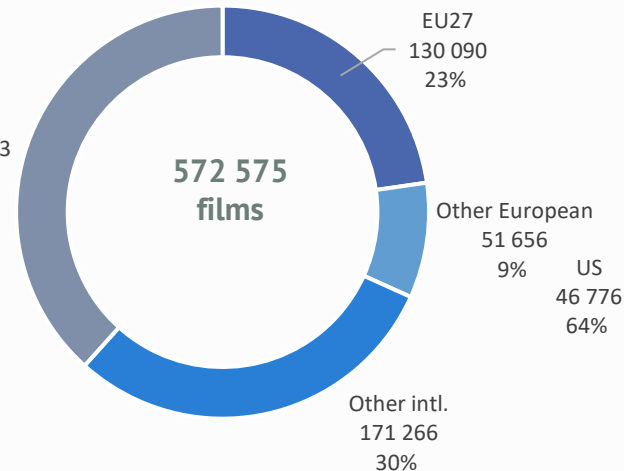
More diversified origins of films on pan-European SVOD services

- ▶ Pan-European SVOD catalogues had the highest share of EU27 films with 23%, followed by TVOD with 17% and FOD with 16%.
- ▶ Pan-European FOD catalogues relied the most on US films with a share of 64%, followed by TVOD catalogues with 59% and SVOD catalogues with 38%.
- ▶ Other European films' share was the highest in pan-European TVOD catalogues with 11%, followed by SVOD catalogues with 9% and FOD catalogues with 7%.
- ▶ Pan-European SVOD catalogues had a high share of non-US/European films with 30%, and TVOD and FOD catalogues had a share of 13%.

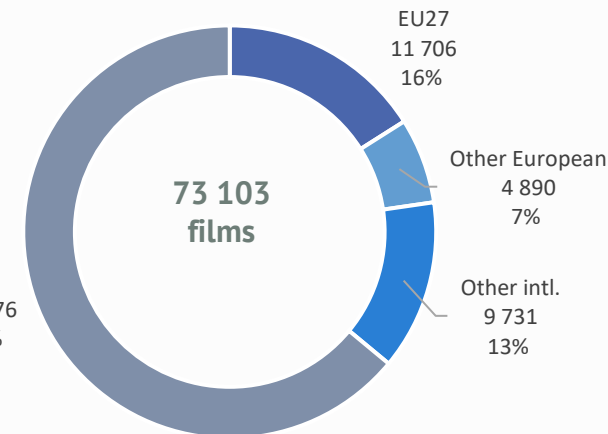
Origin of films in
110 pan-European TVOD catalogues



Origin of films in
425 pan-European SVOD catalogues



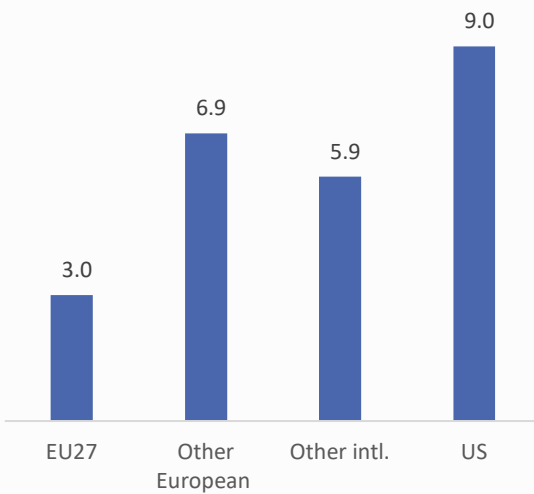
Origin of films in
75 pan-European FOD catalogues



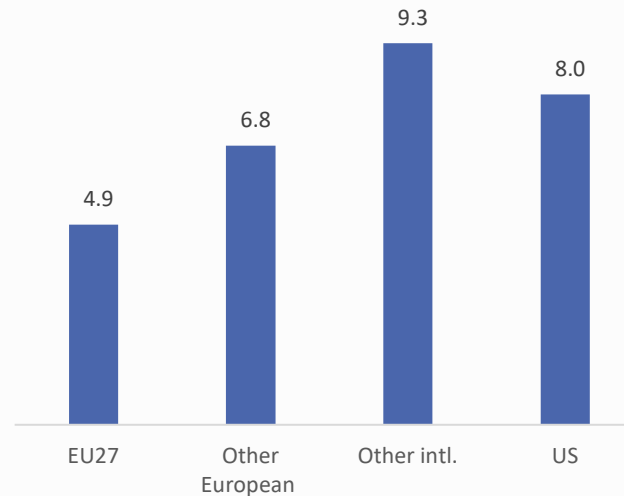
US and non-US/European films circulated the widest in countries

- ▶ EU27 films were available on average in 3 countries on TVOD, 4.9 countries on SVOD and 2.6 countries on FOD.
- ▶ Non-US/European films travelled best in SVOD catalogues with 9.3 countries on average, followed by US films on TVOD with 9 countries on average. On SVOD, this is due to non-US/European films presences in several pan-European catalogues and on TVOD, US blockbusters and major theatrical films tend to be made available on major TVOD services.

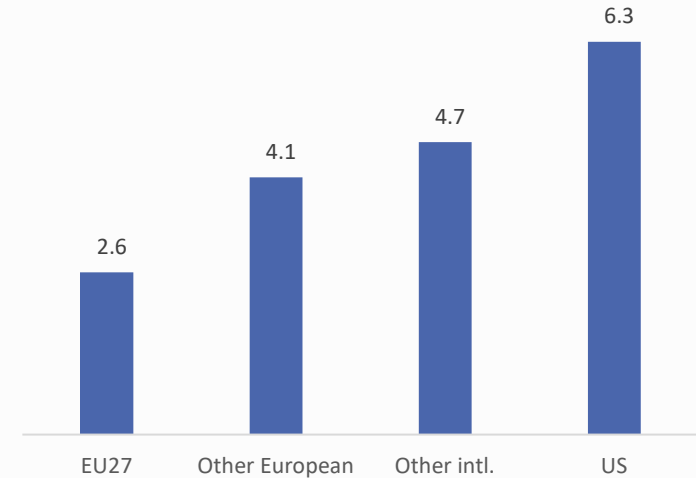
TVOD – Average circulation of titles in countries by region of origin



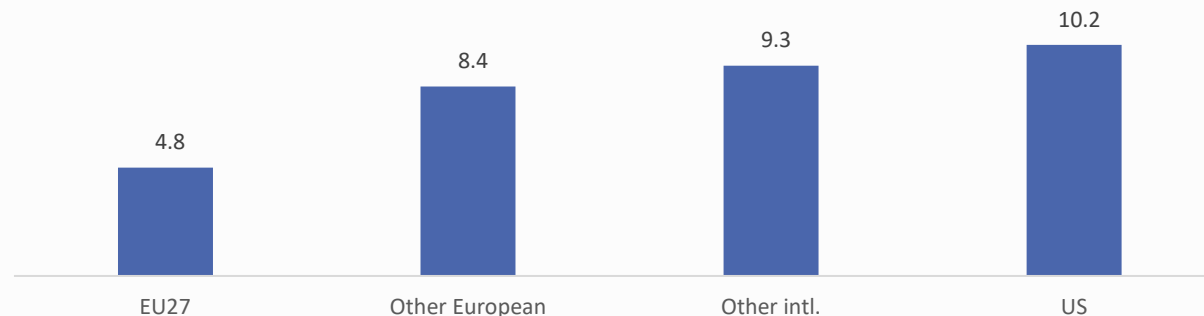
SVOD – Average circulation of titles in countries by region of origin



FOD – Average circulation of titles in countries by region of origin



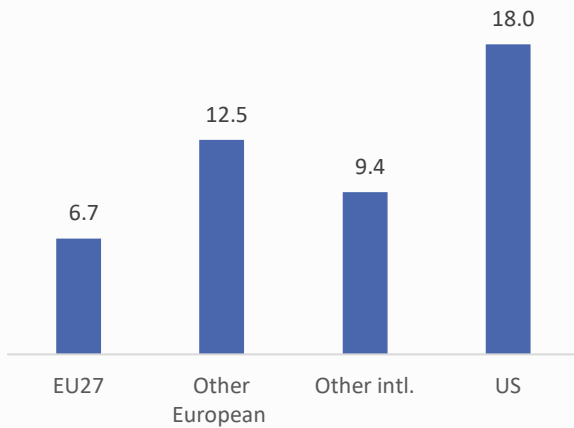
All VOD – Average circulation of titles in countries by region of origin



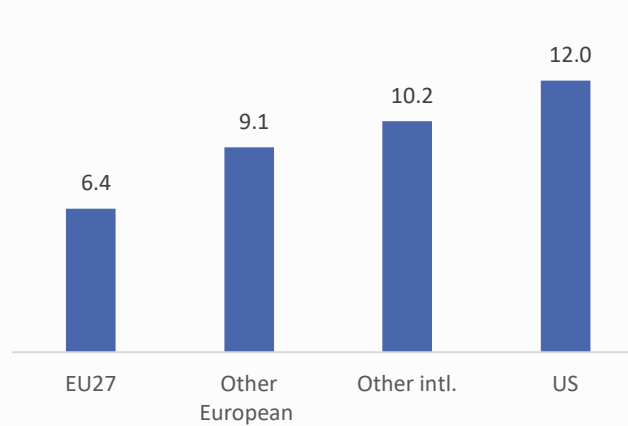
US films had the widest presence in VOD catalogues of all 3 business models

- ▶ On average, EU27 films were present in 6.7 TVOD catalogues, 6.4 SVOD catalogues and 3 FOD catalogues, less than films of all other regions.
- ▶ US films also circulated best on services, followed by other European films and non-US/European films for all VOD services.

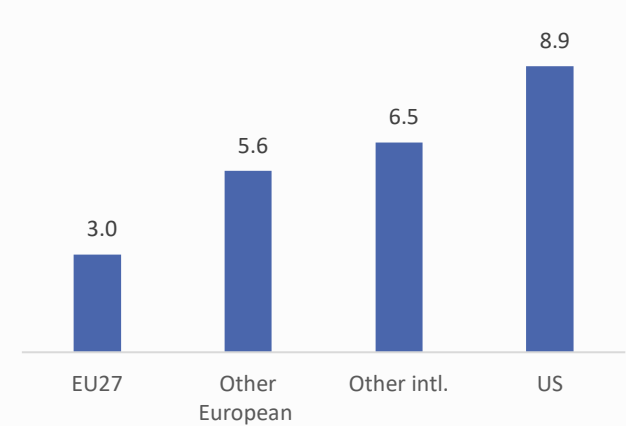
TVOD – Average circulation of titles on services by region of origin



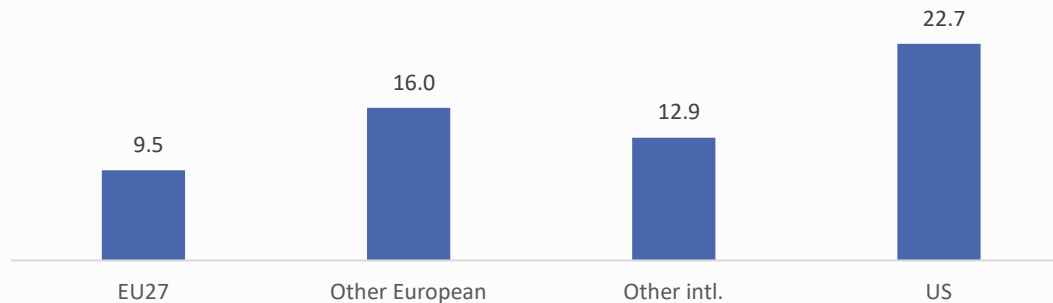
SVOD – Average circulation of titles on services by region of origin



FOD – Average circulation of titles on services by region of origin



All VOD – Average circulation of titles on services 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 and tech players) and in FOD catalogues pure VOD players and tech players had the highest number of films, followed by tech players

- ▶ 74% of all films found on TVOD were on services owned by tech companies (Apple, Microsoft, Google, Amazon), 33% of all films found on SVOD were on services owned by TV players (Viaplay, Disney, Zee, HBO Max) and 47% of all films in FOD catalogues were owned by pure VOD players (Classix, Cultpix, Filmzie).
- ▶ 26% of all films were found on SVOD services owned by pure VOD players (Netflix, FlixOlé, MUBI, Filmin, FilmoTV) and 6% on TVOD (Chili, FilmoTV, Spamflix). Tech players on FOD accounted for 42% of all films.

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

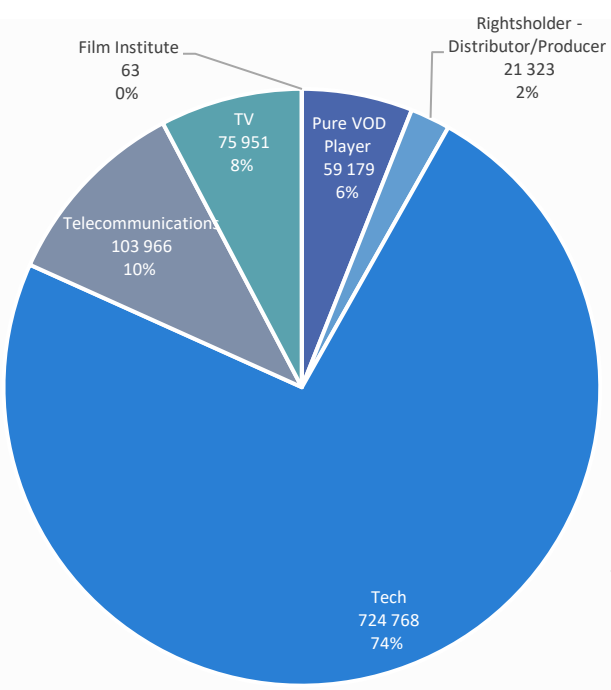
- ▶ On TVOD, services owned by pure VOD players (42%) and film institutes (68%) had the largest share of EU27 films in their catalogues, while the lowest share was found in the catalogues of tech players (16%).
- ▶ On SVOD, services owned by pure VOD players (35%), rightsholders (35%) and film institutes (52%) had the highest share of EU27 films while the lowest share was found in catalogues owned by TV players (18%) and tech players (20%).
- ▶ On FOD, services owned by TV players (52%) and rightsholders (32%) had the highest share of EU27 films and lowest was found in FOD catalogues owned by tech players (7%).

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

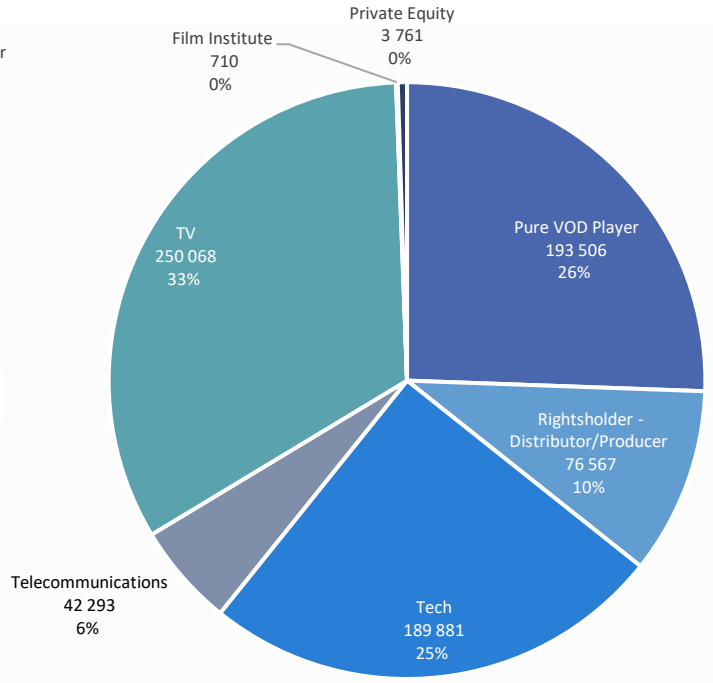
- ▶ EU owned catalogues had on average a 31% share for TVOD, a 40% share for SVOD and a 18% share for FOD of EU27 films, while global services had a 17% share for TVOD, a 21% share for SVOD and a 6% share for FOD of EU27 films.

Tech players on TVOD, TV and pure VOD players on SVOD and pure VOD and tech players on FOD offer the largest number of films available on VOD

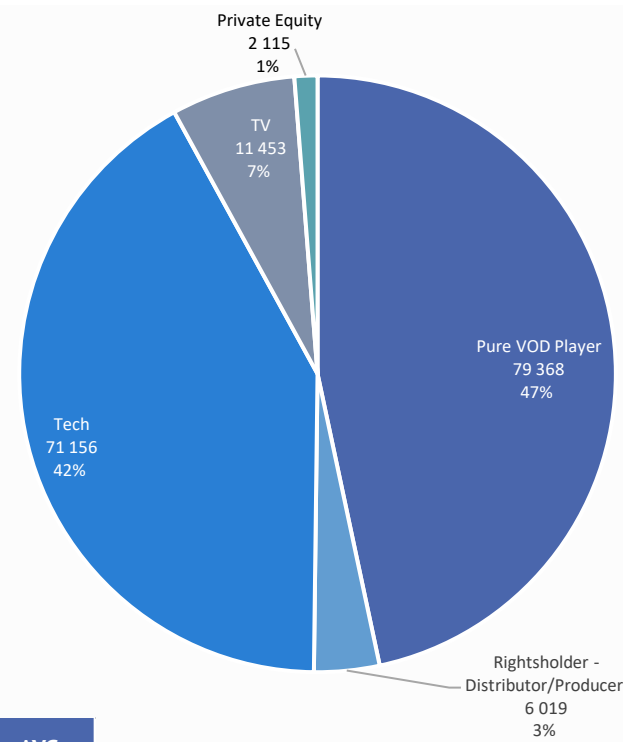
TVOD – Number of films by core business of service owner



SVOD – Number of films by core business of service owner



FOD – Number of films by core business of service owner



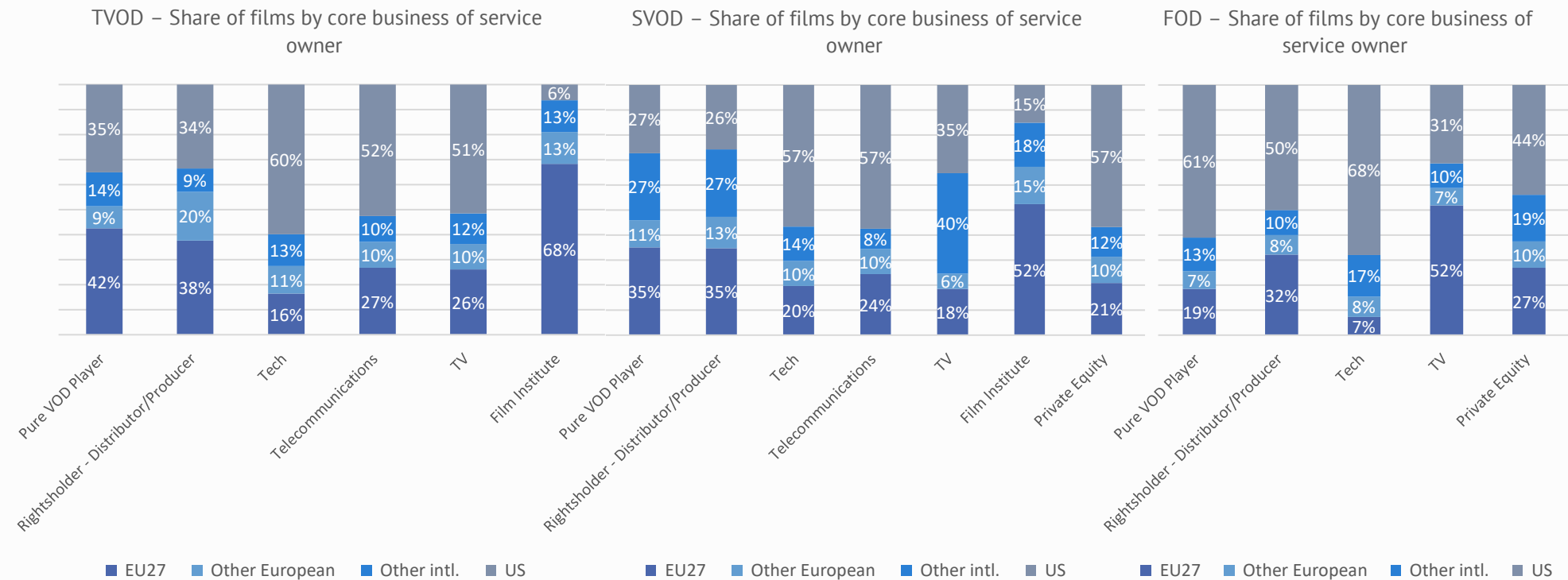
Core Business	TVOD catalogues	AVG films/cat.	SVOD catalogues	AVG films/cat.	FOD catalogues	AVG films/cat.
Pure VOD Player	45	1 315	155	1 248	82	968
Rightsholder - Distributor/Producer	39	547	209	366	11	547
Tech	63	11 504	108	1 758	10	7 116
Telecommunications	16	6 498	23	1 839		
TV	32	2 373	202	1 238	25	458
Film Institute	1	63	1	710		
Private Equity			4	940	2	1 058



Source: JustWatch catalogue data

Stark variations in catalogue compositions according to ownership

- The origin of films in catalogues of VOD services, for all 3 business models, varies strongly according to the core business of the service owner.
- Catalogues owned by tech players tend to have a higher share of US films while catalogues operated by rightsholders, and pure VOD players tend to have a higher average share of EU27 films.
- The highest share of non-US/European films is found in the catalogues operated by TV and pure VOD players on SVOD.



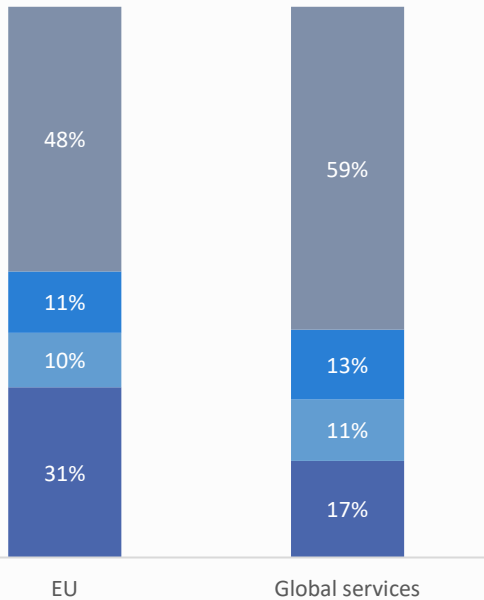
Source: JustWatch catalogue data

Smaller share of US films on EU-owned VOD services

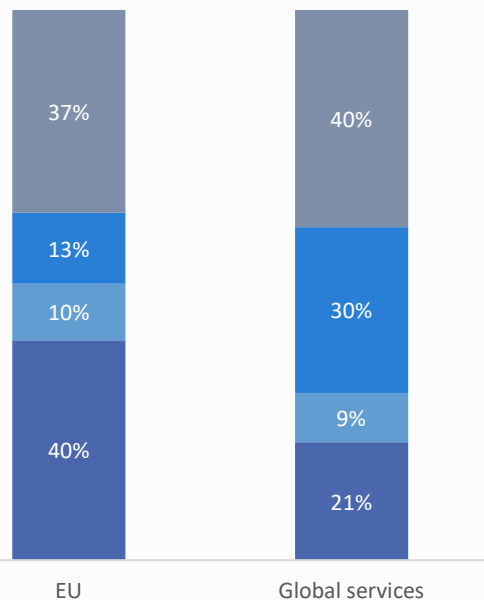
While the share of EU27 films was higher for EU-owned services for all three business models, the share of US films was similar for SVOD services, independent of ownership. EU-owned SVOD service had a higher share of EU27 films while global SVOD services complemented their catalogue with non-US/European films.

For FOD, global services had a much higher share of US films than EU-owned services.

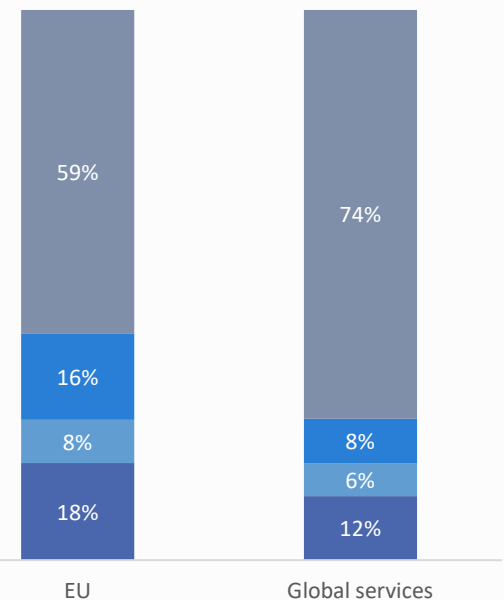
TVOD – Share of films by origin of service owner



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

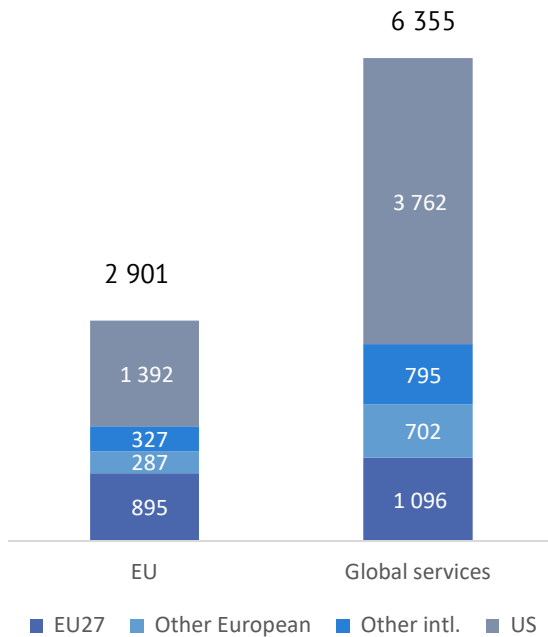
■ EU27 ■ Other European ■ Other intl. ■ US

Core Business	TVOD catalogues	AVG films/cat.	SVOD catalogues	AVG films/cat.	FOD catalogues	AVG films/cat.
EU	72	2 896	163	898	91	1 574
Global services	124	6 264	539	1 133	39	689

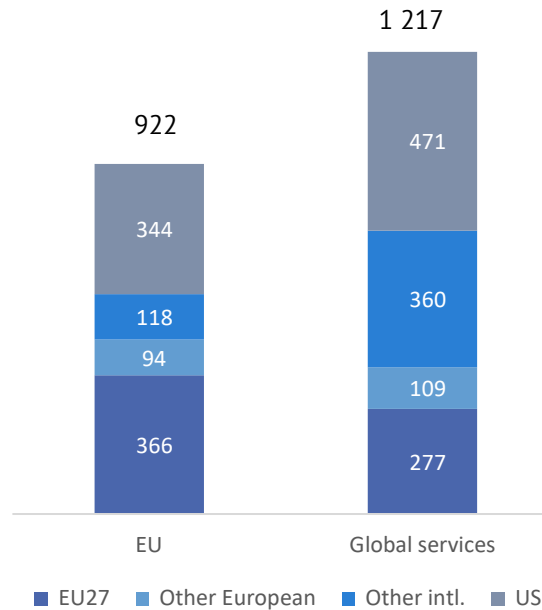
On average, less films on EU-owned TVOD and SVOD services, more on FOD than on global services

- ▶ FOD catalogues are the only ones for which EU-owned services had a higher average number of films than global owned services.
- ▶ On TVOD, the difference in the average number of films is the highest between EU and global services as tech players (Google, Amazon, Apple, Microsoft) have TVOD services with huge libraries.

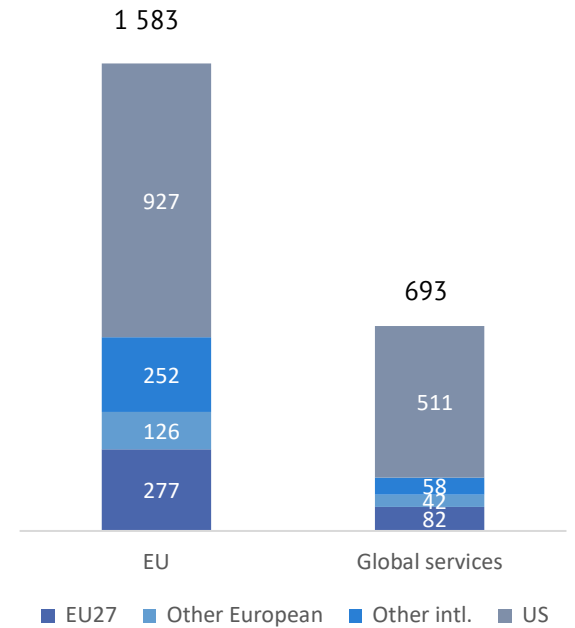
TVOD – Average number and origin of films by origin of service owner



SVOD – Average number and origin of films by origin of service owner



FOD – Average number and origin of films by origin of service owner



Source: JustWatch catalogue data

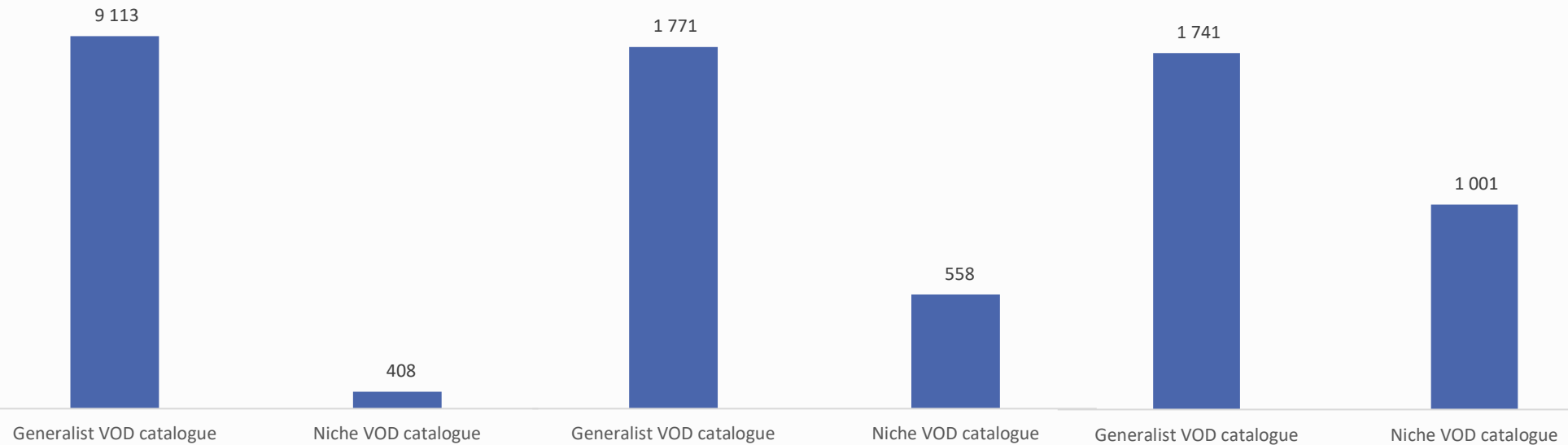
Generalist services had a higher average number of films on all business models

- ▶ 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 22 times more films than niche services, on SVOD the difference was only 3.1 times more.

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, 20% on SVOD and 26% on FOD

- ▶ EU27 non-national films were the main source of EU films for all types of services, the most in SVOD catalogues with 80% of all EU27 films.

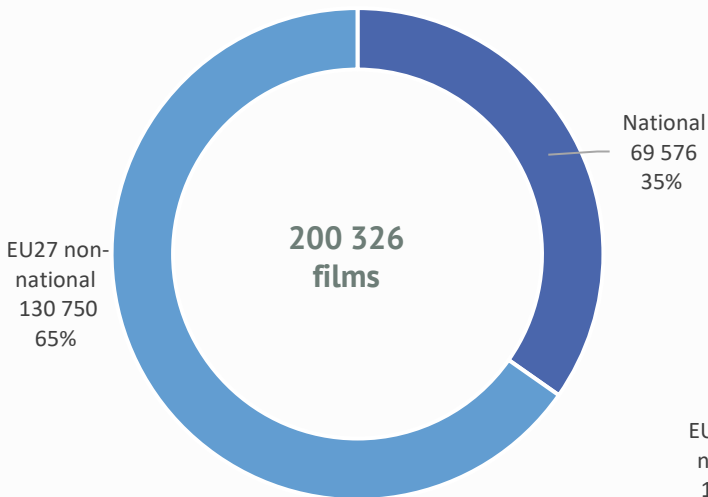
On TVOD, SVOD and FOD, national services had a much higher share of national films out of EU27 films than multi-country and pan-European services, which relied more heavily on EU27 non-national films for their EU27 film offerings

- ▶ With a national film share of 59% out of EU27 films on TVOD and 68% on FOD, national services had a higher share national films than EU27 non-national films. National SVOD services had a share of 40% of national films, relying more on EU non-national films for their EU27 film offering.
- ▶ For multi-country services, national films represented 33% of all EU27 films on TVOD, 25% on SVOD and 26% on FOD.
- ▶ On pan-European TVOD services, national films represented a share of 29% of EU27 films, 15% 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.
- ▶ The share of national films in EU27 films is higher in high-volume film producing countries.

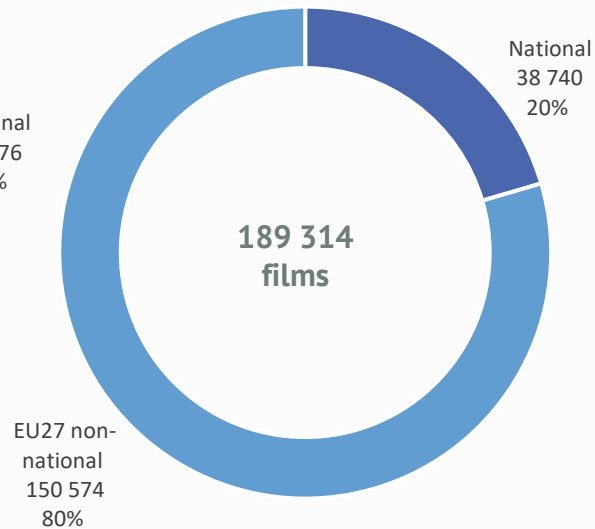
EU non-national films represent the majority of EU films on all 3 business models

- ▶ On TVOD, national films had a higher share than EU27 non-national films, compared to SVOD and FOD with 35% of national films out of EU27 on TVOD, 26% on FOD and 20% on SVOD.
- ▶ For all business models, EU27 non-national films represented the main source for EU27 films with 65% of all EU27 films on TVOD, 80% on SVOD and 74% on FOD.
- ▶ On SVOD, this reflects the circulation of EU27 films in several catalogues of pan-European and multi-country SVOD services.

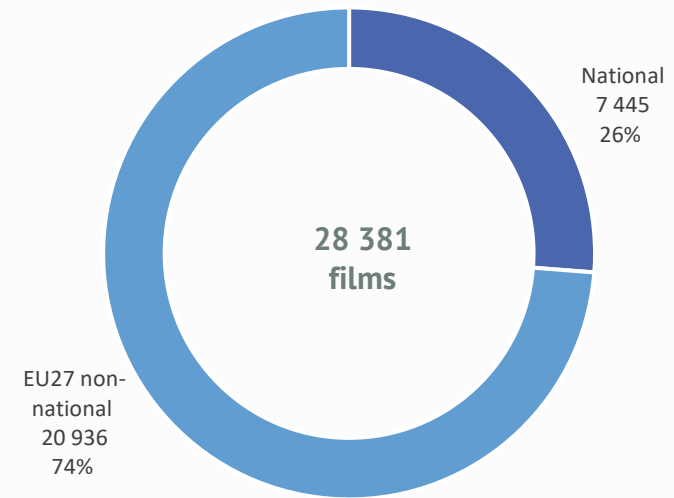
TVOD
Split of national and EU27 non-national films



SVOD
Split of national and EU27 non-national films



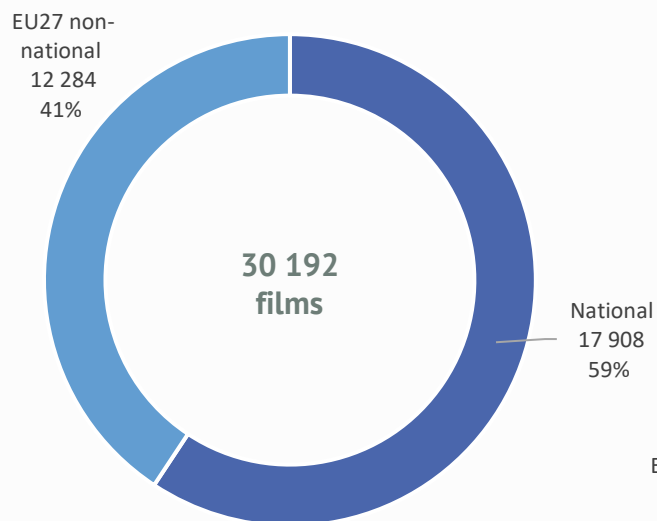
FOD
Split of national and EU27 non-national films



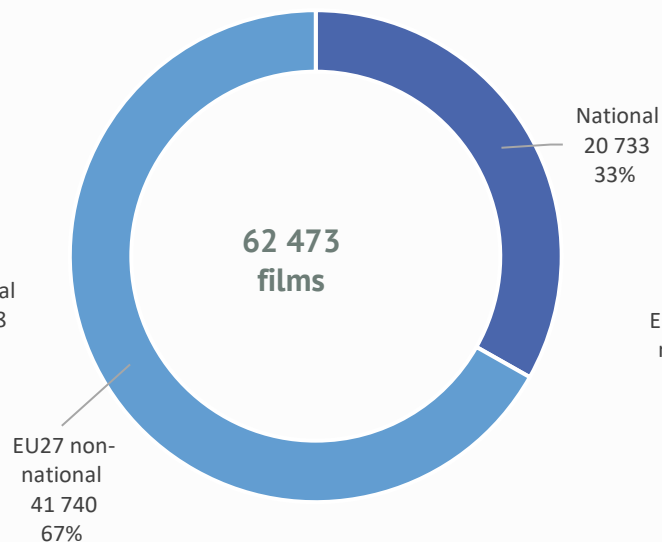
More national films on national TVOD services, more non-national on multi-country and pan-European TVOD services

- ▶ 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.

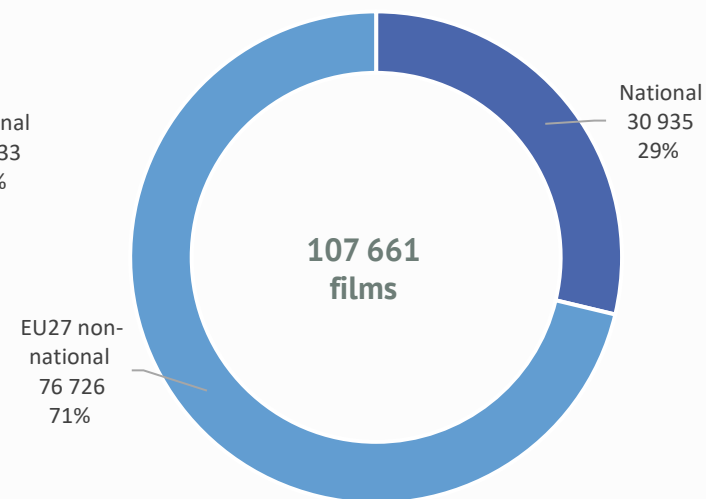
TVOD national services
Split of national and EU27 non-national films



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



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

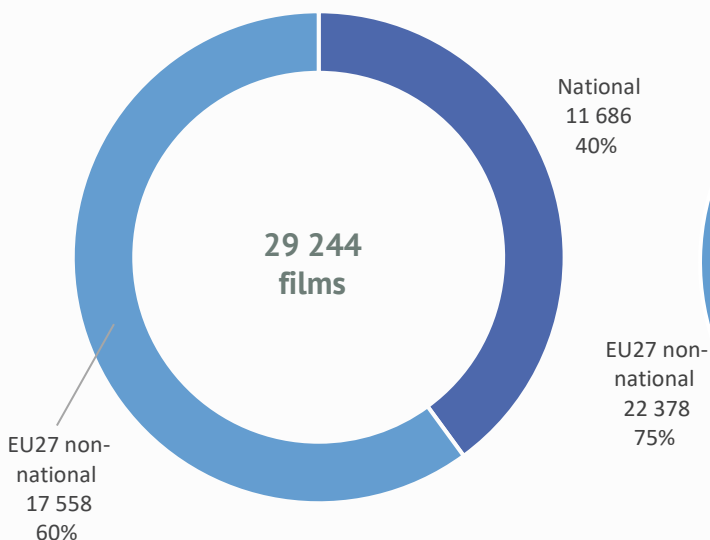


Source: JustWatch catalogue data

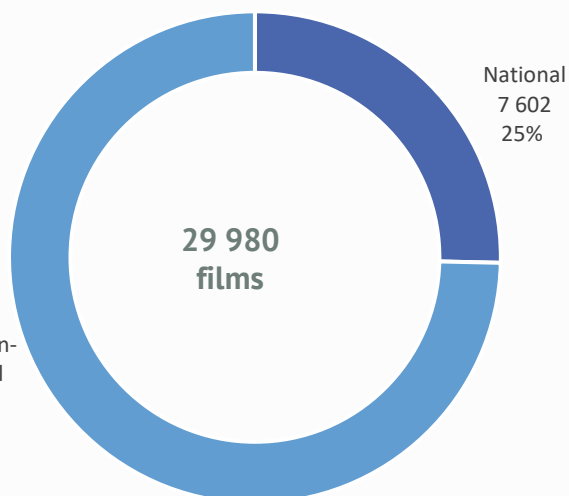
A higher share of national films in national SVOD catalogues

- ▶ On SVOD, national services had a higher share of national films in their EU27 film offering than pan-European and multi-country services with 40% of national films in their EU27 film offerings.
- ▶ Pan-European SVOD services skewed more notably towards EU non-national films with 85% of their EU27 film offerings composed of EU non-national films.

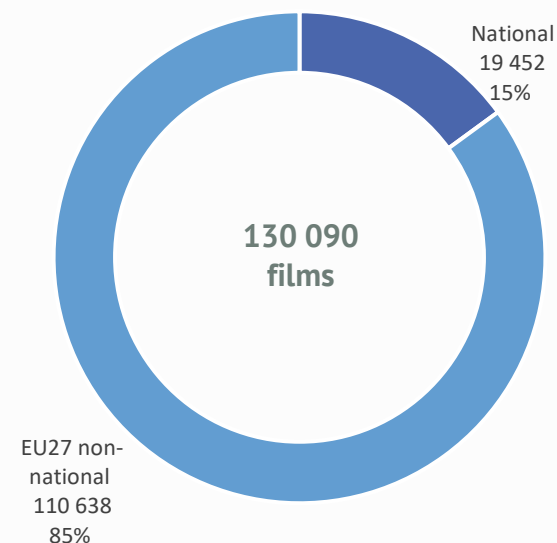
SVOD national services
Split of national and EU27 non-national films



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



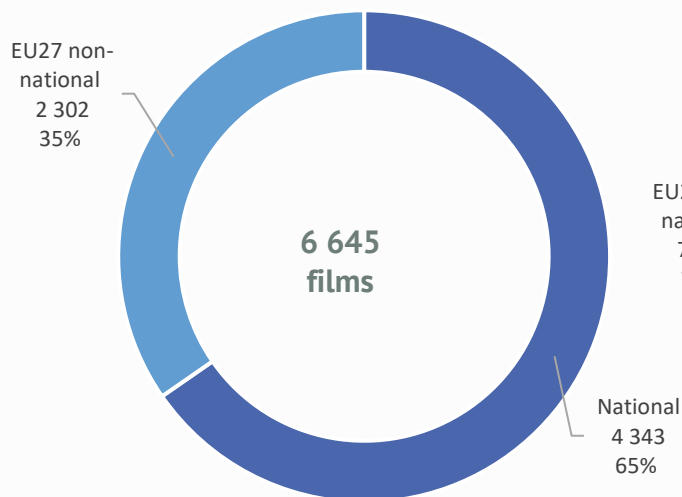
SVOD pan-European services
Split of national and EU27 non-national films



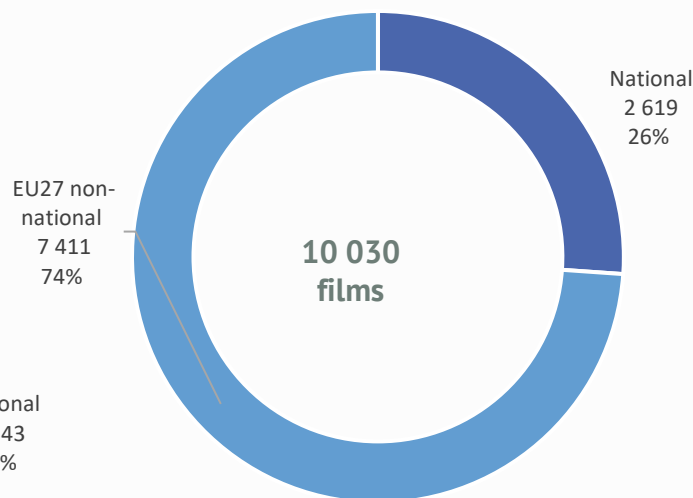
High share of national films on national FOD services, operated by broadcasters

- ▶ 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 (and only 3 pan-European FOD services, Classixapp, Cultpix and Filmzie).

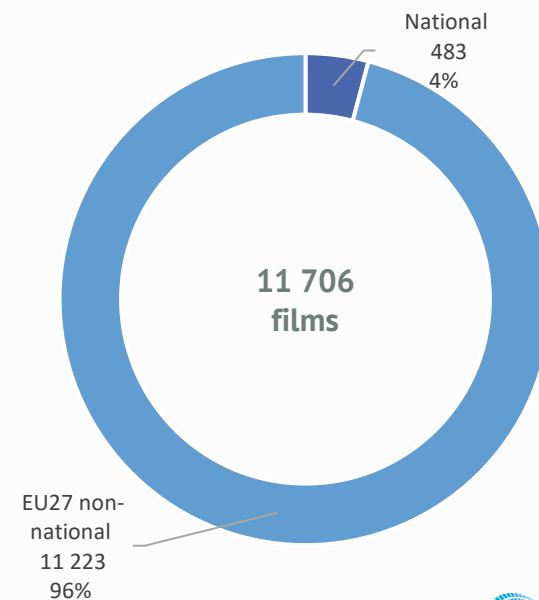
FOD national services
Split of national and EU27 non-national films



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, SVOD and FOD, making up 28%, 23% and 17%, respectively, of all exported EU27 films

- ▶ German films ranked second with 20% of all exported films on TVOD, Spanish films on SVOD with 13% and Swedish films on FOD with 17%.
- ▶ EU4 (France, Germany, Italy and Spain) films represented 67% of all EU27 film exports on TVOD, 60% on SVOD and 57% on FOD.
- ▶ The top 10 film exporting countries represented 90% of all exported EU27 films on TVOD, 85% on SVOD and 87% on FOD.

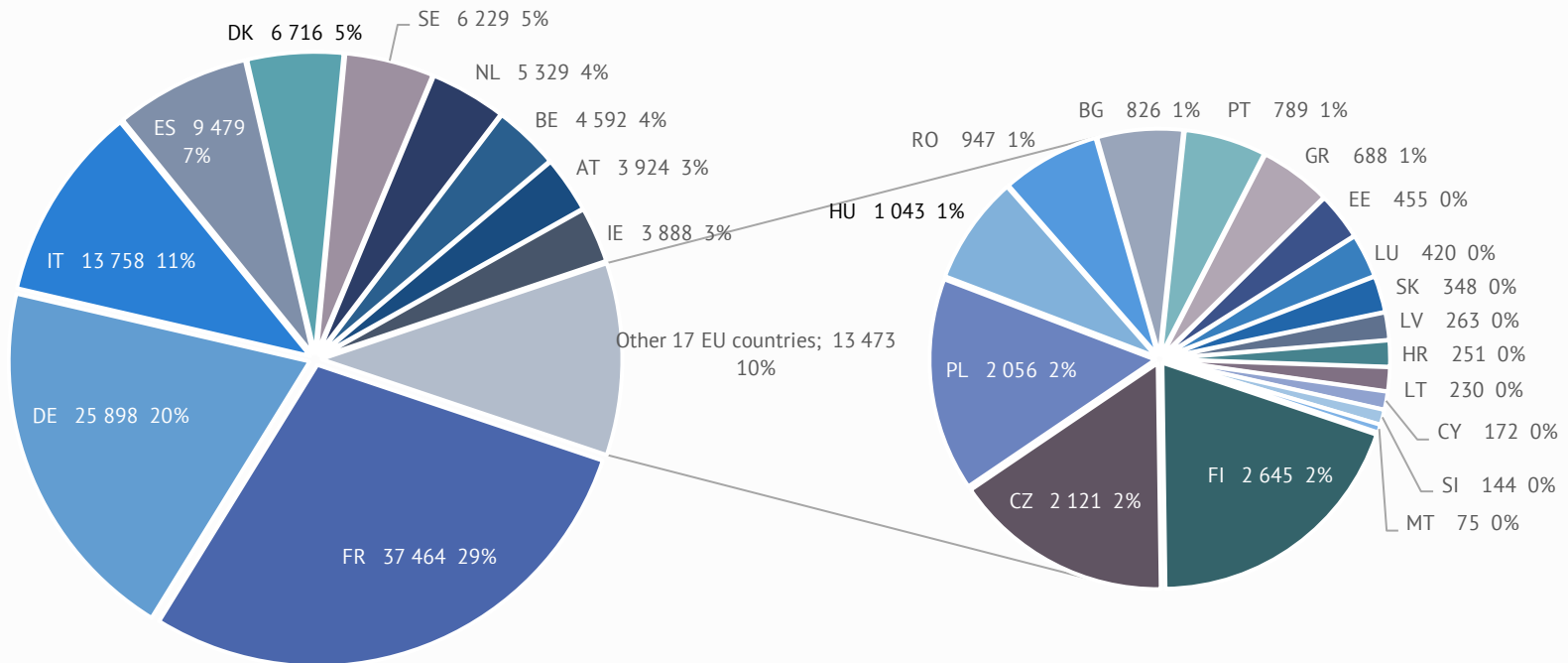
Films from smaller EU 27 film-producing countries represented a much smaller share of EU27 film exports but when these countries' titles were exported, they circulated better on average than titles from larger producing countries.

For other European films, British films made up the bulk of films with 81% on TVOD, 76% on SVOD and 86% on FOD.

Which EU27 countries exported the most films on TVOD?

- French films dominated the export of EU27 films on TVOD services with 29%, followed by the other three leading film producing countries in the EU27: Germany, Italy and Spain.
- Danish, Swedish, Dutch, Belgian, Austrian 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.

TVOD – Number of EU films exported outside of their national market by country of origin

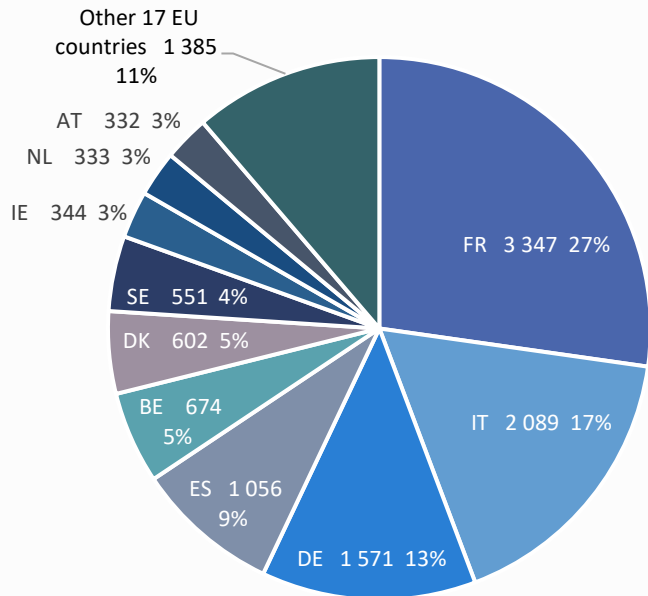


Source: JustWatch catalogue data

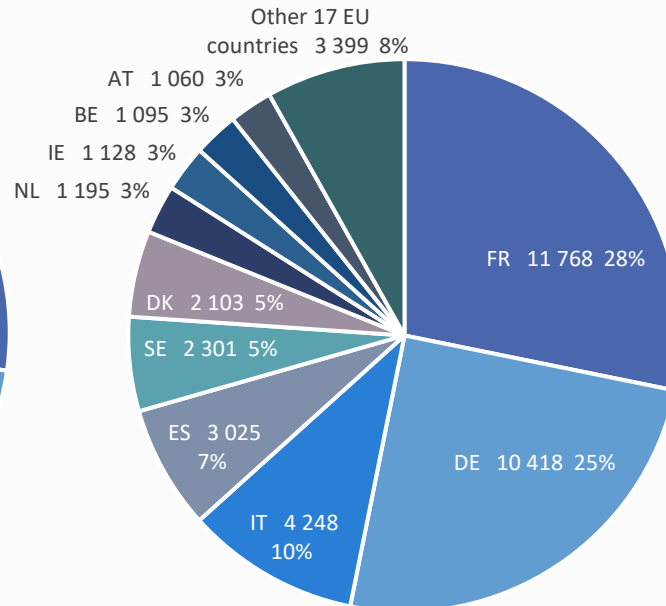
France, Germany and Italy produced more than half of all exported EU27 films on TVOD

- ▶ EU4 films represented 66% 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.

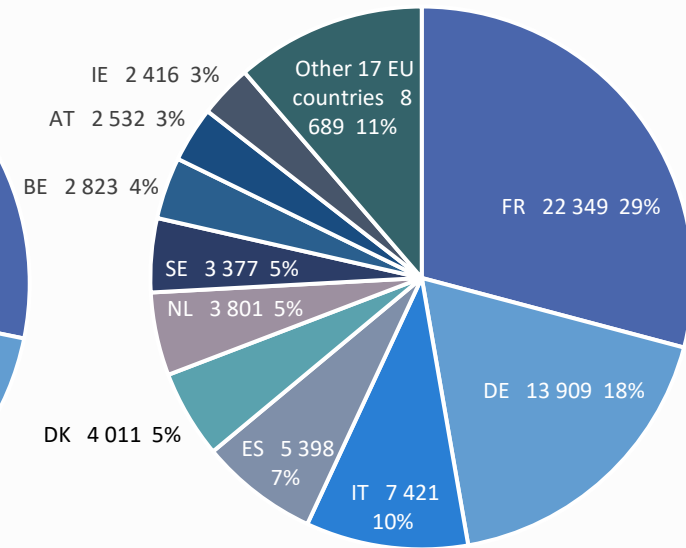
Export of EU films in national TVOD catalogues by origin



Export of EU films in multi-country TVOD catalogues by origin

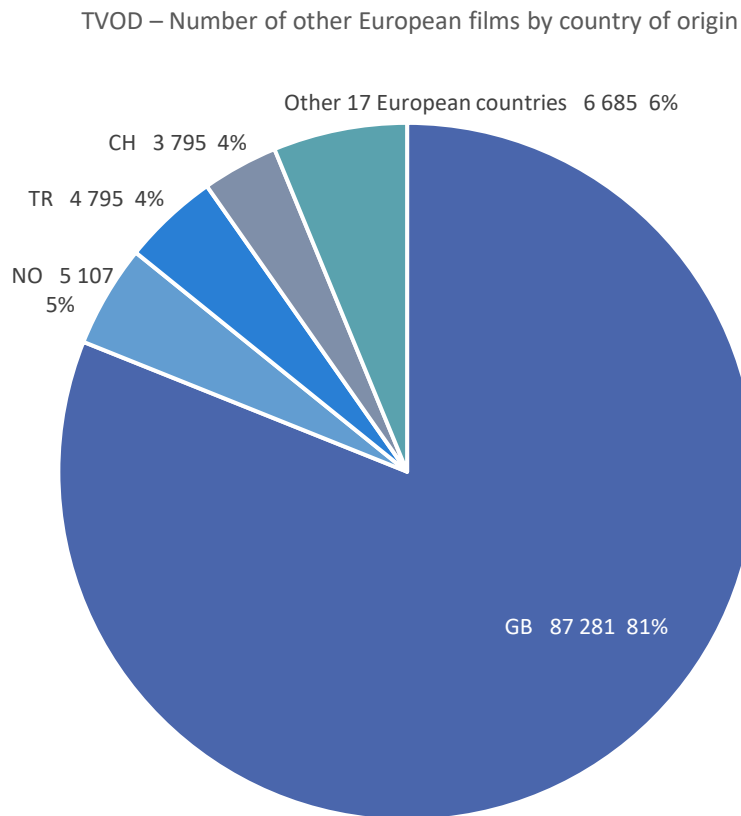


Export of EU films in pan-European TVOD catalogues by origin



British films account for the lion share of other European films

- ▶ British films dominated the export of other European films on TVOD services with 81% of all other European films available on TVOD services.
- ▶ Films from Norway, Türkiye and Switzerland accounted for 13%.
- ▶ 17 other European countries, members of the Council of Europe, made up 6%.

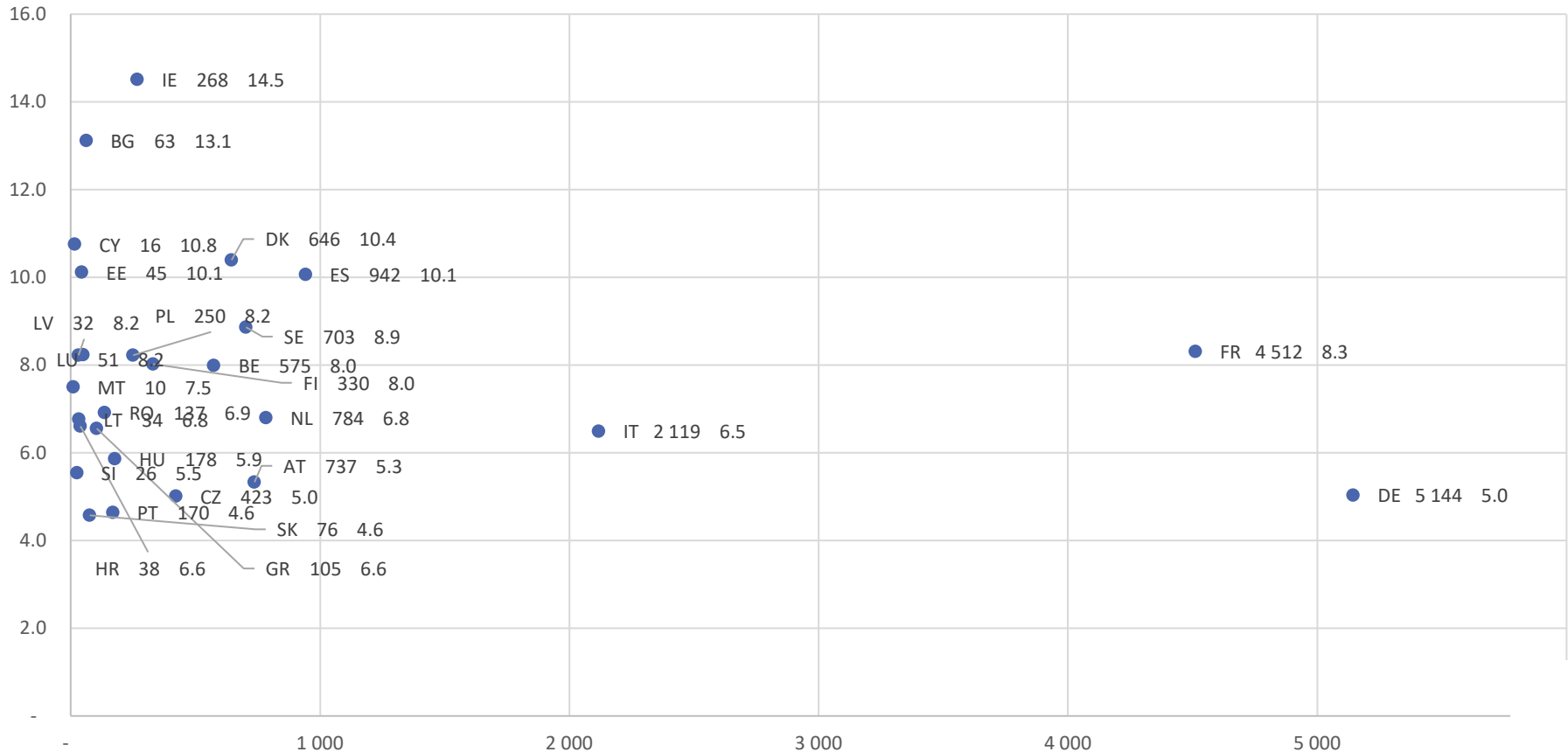


Source: JustWatch catalogue data

How many unique film titles were exported by production country 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 10.1.
- Irish film titles had the best country circulation with an average presence in 14.5 countries, followed by Bulgarian, Cypriar and Danish titles.
- French titles were on average present in 8.3 countries, Italian in 6.5 and German titles in 5 countries.

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



Read the matrix as: 4 512 French titles were exported with an average country presence in 8.3 countries.

Source: JustWatch catalogue data

Top 20 EU film titles exported on TVOD services

- ▶ Five Spanish and Italian, four French, three Irish film titles and respectively one Danish and one Belgian titles made up the top 20 list of EU27 exported film titles on TVOD.
- ▶ 12 titles were co-productions of which eight were co-produced with the United States and six were co-produced by at least two EU27 countries.
- ▶ The median production year was 2018.

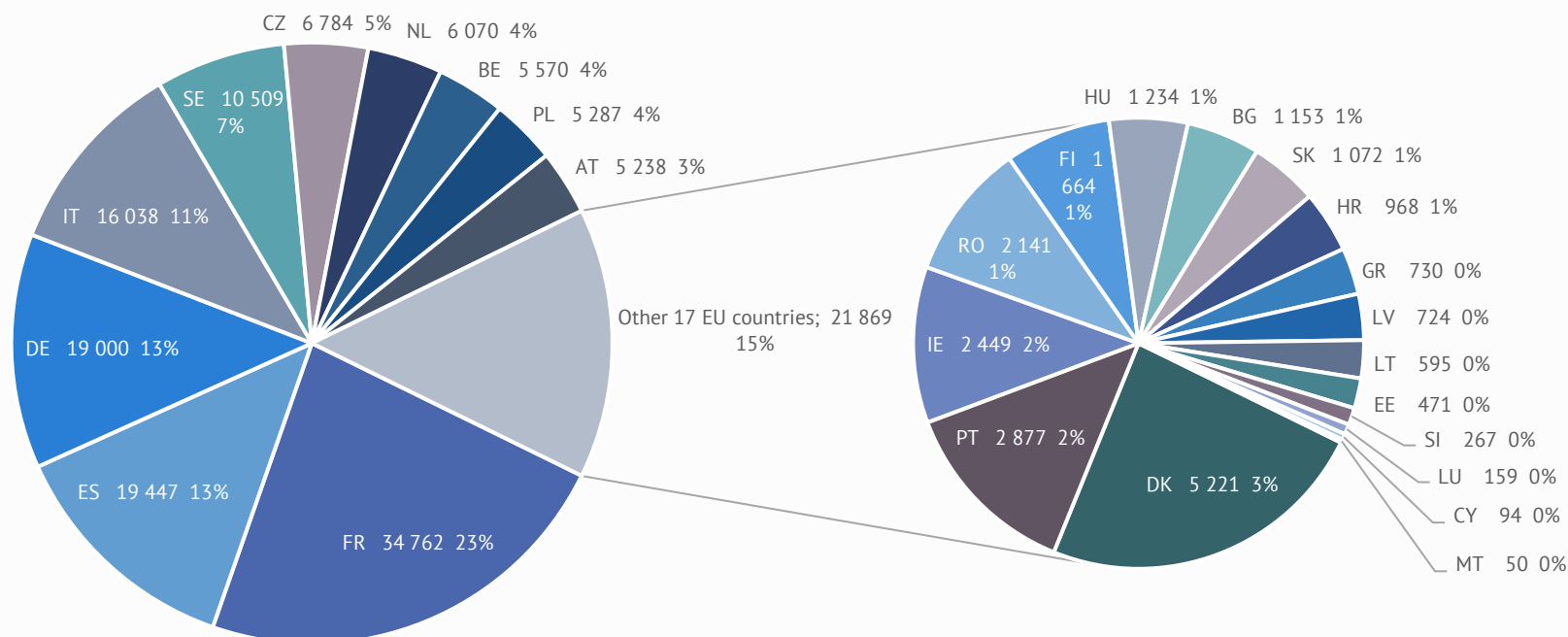
Top 20 EU27 exported film titles in TVOD catalogues

Original Title	Production year	Production Countries	Export EU services	Export EU countries
Call Me by Your Name	2017	IT,FR,BR,US	76	22
Tadeo Jones 2: El secreto del Rey Midas	2017	ES	74	23
C'era una volta il West	1969	IT,US	74	22
Lucy	2014	FR	73	23
Atrapa la bandera	2015	ES	72	23
Mummies	2023	ES,US	71	23
The Infernal Machine	2022	PT,GB,US	71	23
The Leisure Seeker	2017	IT,FR	70	21
In the Name of the Father	1993	IE,GB,US	70	23
The Truffle Hunters	2020	IT,GR,US	69	23
Salvatore: Shoemaker of Dreams	2020	IT	68	23
Tad the Lost Explorer and the Emerald Tablet	2022	ES	67	21
Joyride	2022	IE	66	22
Mandy	2018	BE,US,GB	66	19
Transporter 2	2005	FR	65	23
The Kill Team	2019	ES,US	65	21
Cold Blood Legacy	2019	FR,UA,BE	65	20
Under sandet	2015	DK,DE	65	21
The Deep House	2021	FR,BE	65	22
Conor McGregor: Notorious	2017	IE	64	22

EU4 films are the most exported on SVOD services

- ▶ French films were the most exported films on SVOD with 23% of all exported EU27 films, followed by Spanish and German films with 13%.
- ▶ EU4 film exports accounted for 60% of all EU27 film exports.
- ▶ The top 10 film exporting countries accounted for 85% of all EU27 film exports.

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

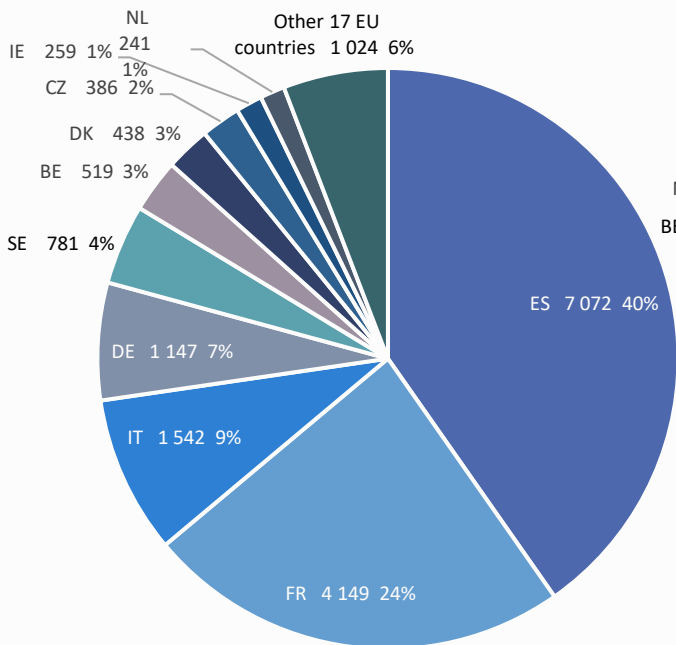


Source: JustWatch catalogue data

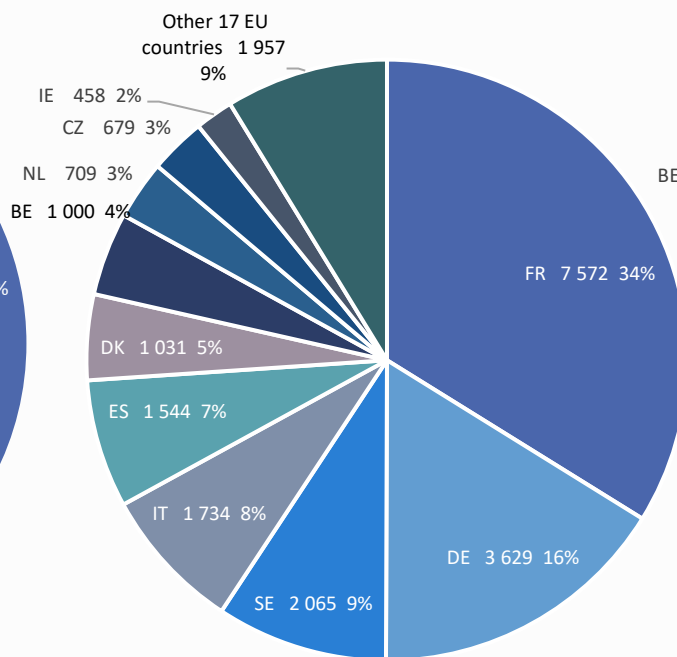
French films on multi-country and pan-European services, Spanish on national SVOD services

The top 10 film-exporting countries represented 94% of all exported EU27 films in national SVOD catalogues, 91% in multi-country catalogues and 84% in pan-European SVOD catalogues as these types of services tend to source their films from several countries and have more diversified catalogues for EU27 films than other types of services.

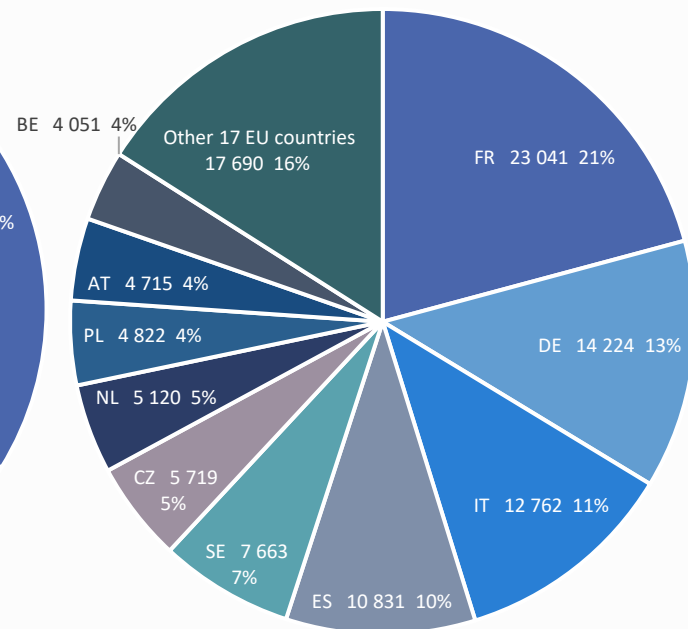
Export of EU films in national SVOD catalogues by origin



Export of EU films in multi-country SVOD catalogues by origin



Export of EU films in pan-European SVOD catalogues by origin

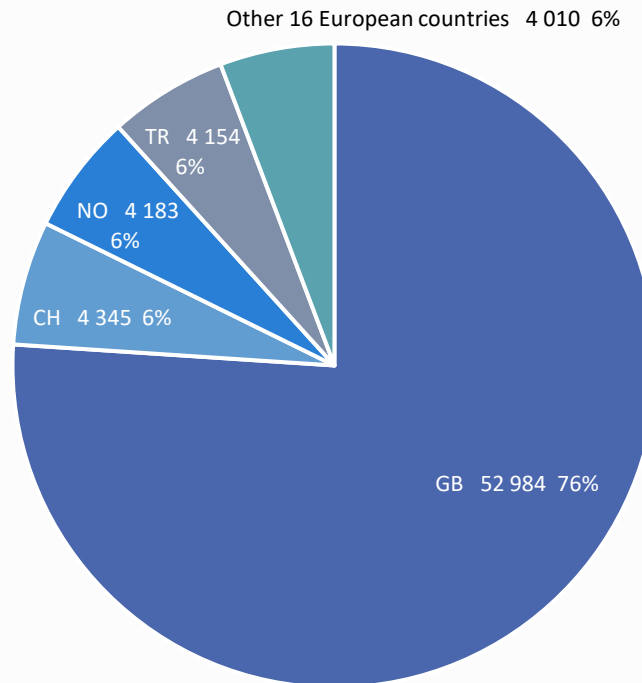


Source: JustWatch catalogue data

¾ of all other European films are produced in the United Kingdom

- ▶ British films made up the lion's share of other European films with 76% on SVOD.
- ▶ Films from Switzerland, Norway and Türkiye made up 18% of other European films on SVOD.
- ▶ 16 other European countries represented 6% of all other European films on SVOD.

SVOD – Number of other European films by country of origin

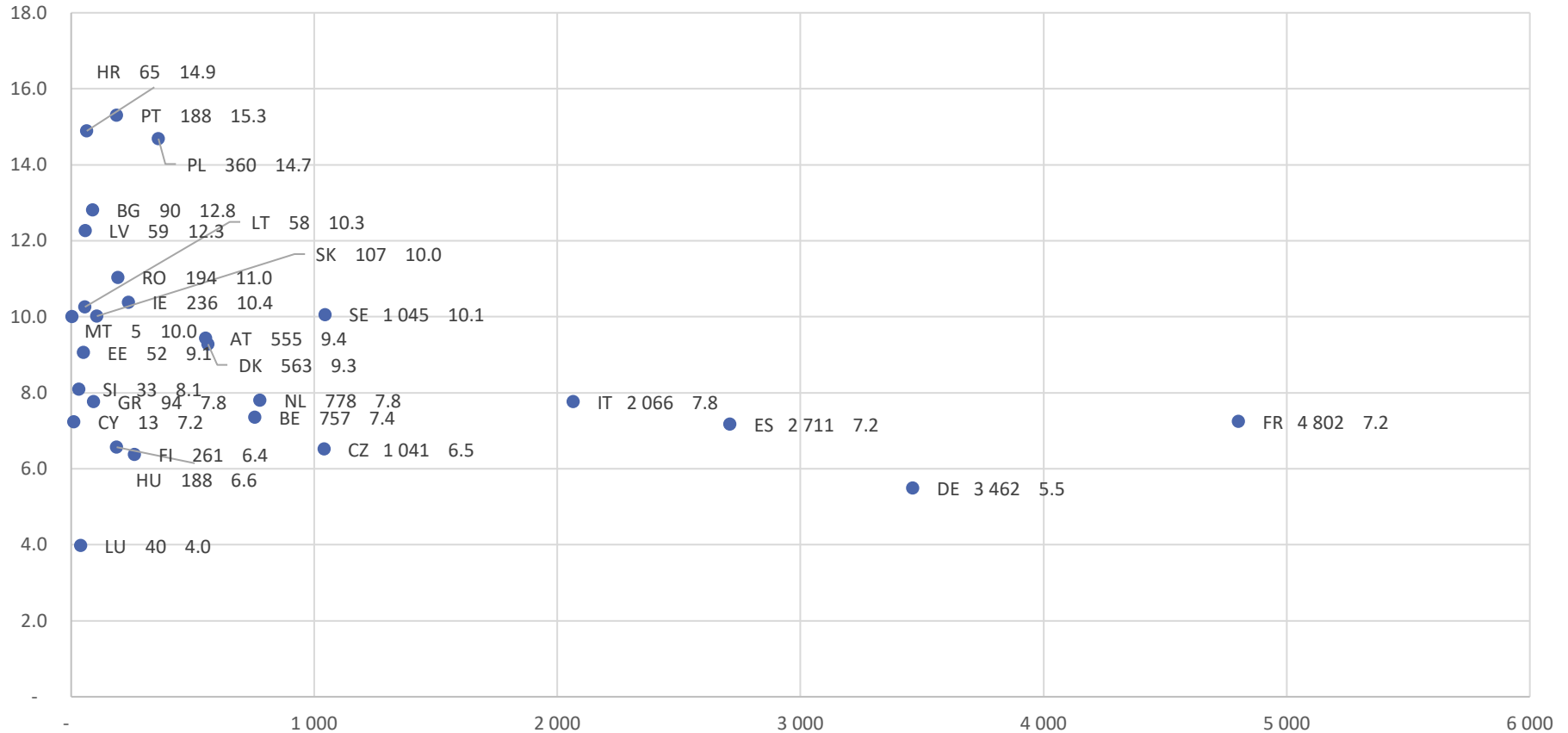


Source: JustWatch catalogue data

How many unique film titles were exported and present on average in countries by each EU27 country?

- ▶ Italian titles circulated best out of the EU4 when they were exported with an average country presence of 7.8.
- ▶ Portuguese, Croatian and Polish film titles had the highest country circulation, albeit with a low number of titles.
- ▶ Luxembourgish, German (albeit with a high number of film titles, several of them exported only to Austria) and Hungarian 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 non-national country presence



Read the matrix as: 4 802 French titles were exported with an average country presence in 7.2 countries.

Source: JustWatch catalogue data

Top 20 EU film titles exported on SVOD services

- ▶ Six French films, three Portuguese and Croatian films, two Italian and Belgian films and, respectively, one Czech, one Austrian, one Irish and one Danish film made up the top 20 of EU27 films exported.
- ▶ The median year of production was 2017.
- ▶ 8 were coproductions of which 5 with at least 2 EU27 countries.

Top 20 EU27 exported film titles in SVOD catalogues

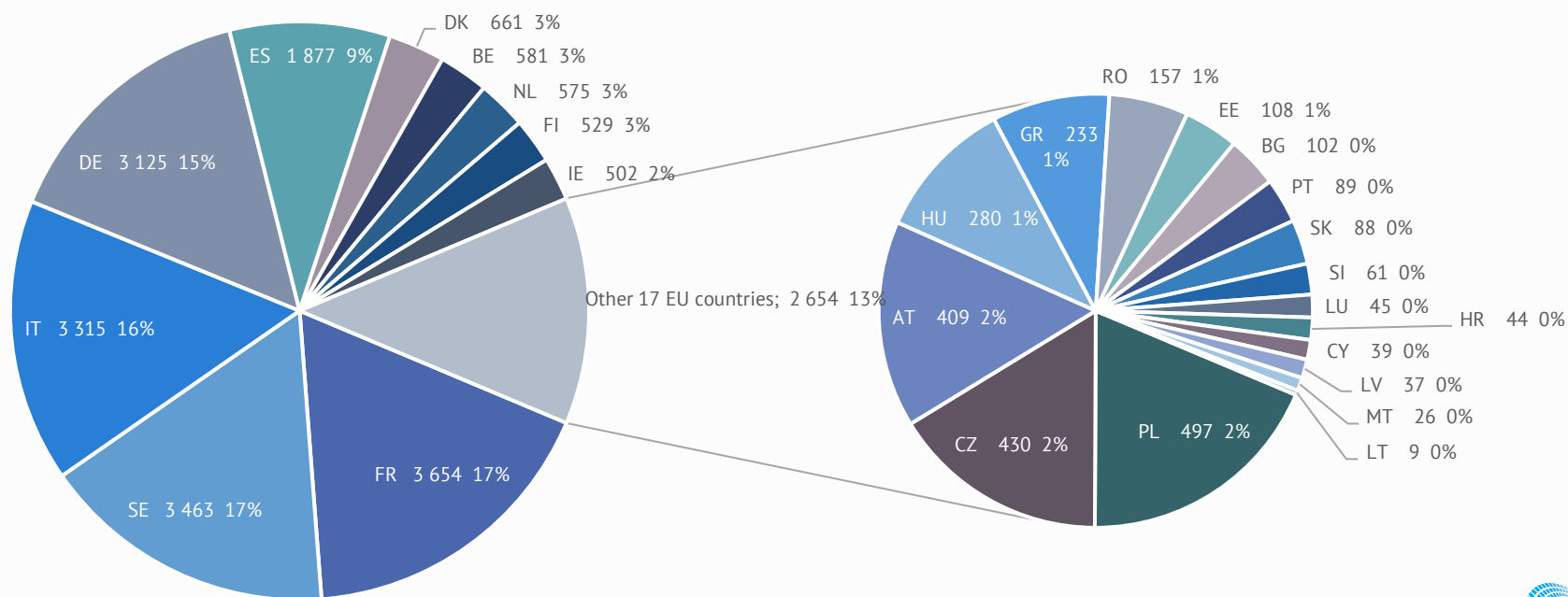
Original Title	Production year	Production Countries	Export EU services	Export EU countries
Once Upon a Time in America	1984	IT,US	75	23
My Life Without Air	2017	HR	70	24
Lucy	2014	FR	70	24
Valerian and the City of a Thousand Planets	2017	FR,CN,US,DE,AE	69	23
I Am Breathing	2013	DK,GB	68	24
Die Geträumten	2016	AT	65	22
Conor McGregor: Notorious	2017	IE	64	24
Les heures heureuses	2019	FR,CH,BE	62	24
I Don't Feel at Home Anywhere Anymore	2020	BE	62	24
The Pianist	2002	FR,GB,DE,PL	62	23
As Cidades e as Trocas	2014	PT	61	24
On Thin Ice	2019	CZ,MA	61	24
Uma Rapariga da sua Idade	2015	PT	61	24
Boxing Libreville	2017	FR	61	24
Industrial Revolution	2014	PT	61	24
Tinselwood	2017	FR	61	24
Dal profondo	2013	IT	60	24
Srbenka	2018	HR	60	24
Between Sisters	2015	BE,IT	59	24
Days of Madness	2018	HR,SI	59	24

Source: JustWatch catalogue data

Which EU27 countries exported the most films on FOD?

- ▶ On FOD, French films were the most exported EU27 films, followed Swedish films and Italian and German films.
- ▶ EU4 film exports accounted for 57% of all EU27 film exports.
- ▶ The top 10 film-exporting countries accounted for 87% of all EU27 film exports.

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

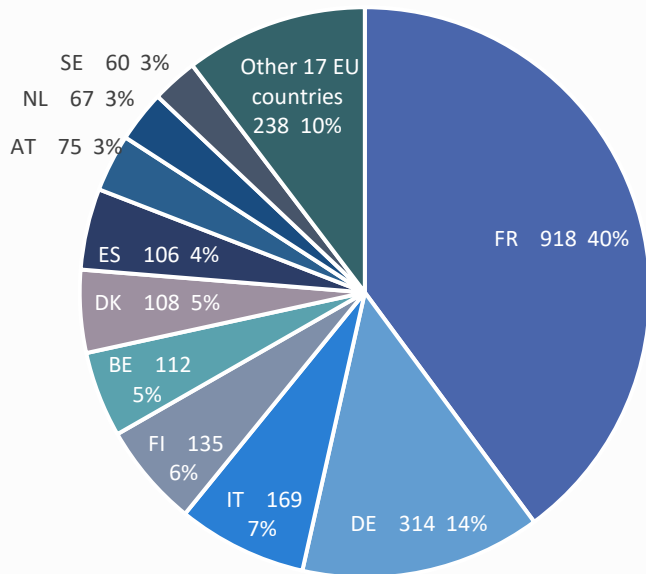


Source: JustWatch catalogue data

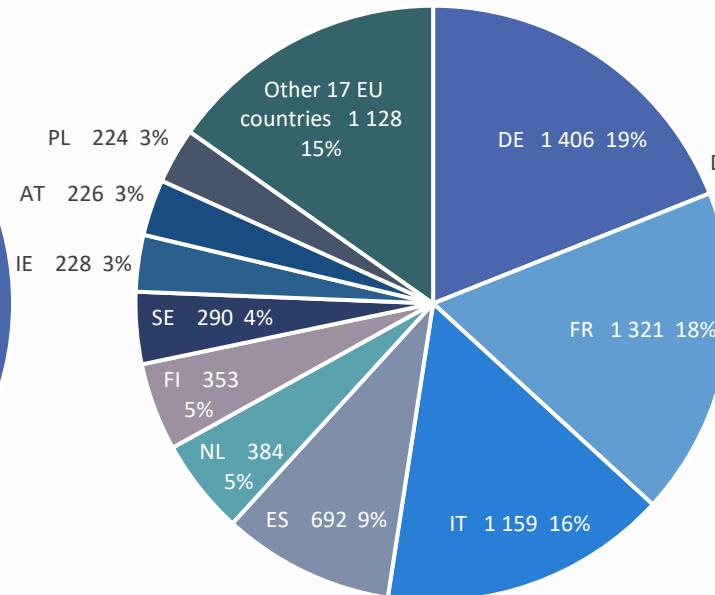
Different top exporters according to catalogue coverage on FOD

- ▶ 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, 85% in multi-country catalogues and 93% in pan-European catalogues.

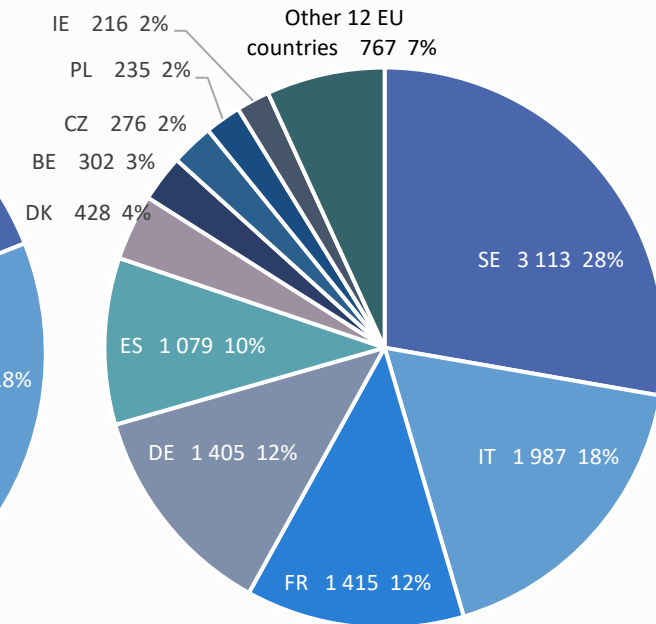
Export of EU films in national FOD catalogues by origin



Export of EU films in multi-country FOD catalogues by origin



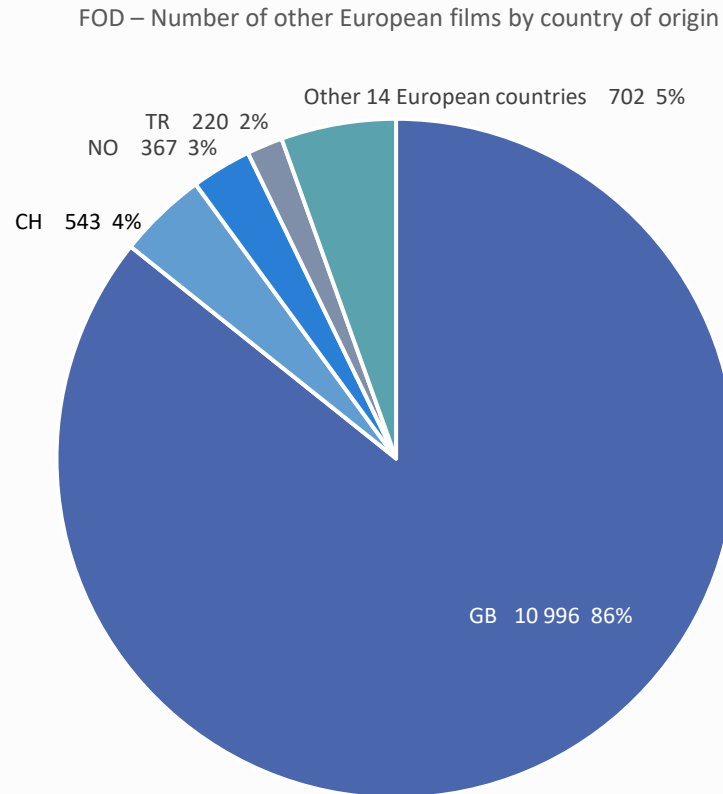
Export of EU films in pan-European FOD catalogues by origin



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 86% on FOD.
- ▶ Films from Switzerland, Norway and Türkiye made up 9% of other European films on FOD.
- ▶ 14 other European countries represented 5% of all other European films on FOD.

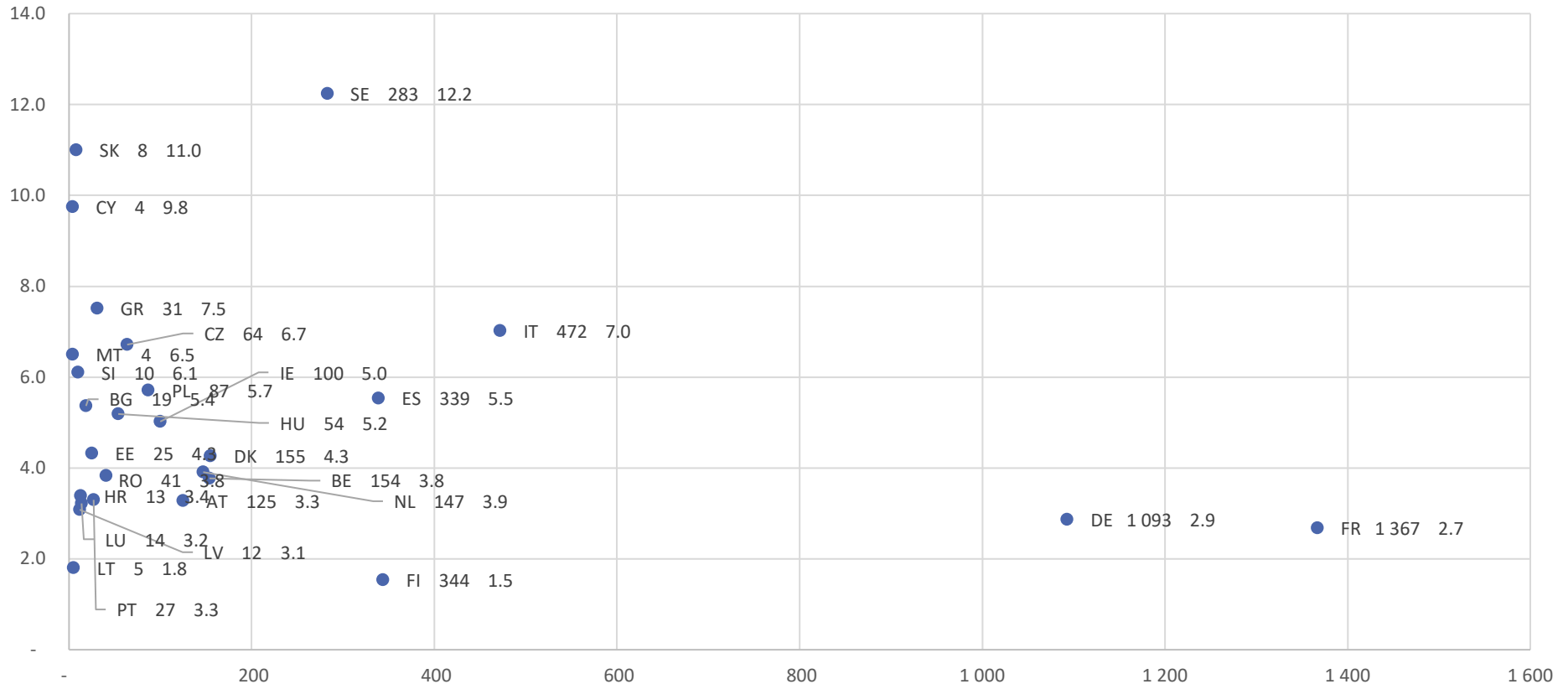


Source: JustWatch catalogue data

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 7.
- ▶ Swedish film titles, Slovakian film titles (with only four titles), Cyprian films (with only four titles) circulated best on FOD in countries.
- ▶ Finnish, Lithuanian and Latvian films circulated least on FOD between countries.

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



Read the matrix as: 1 367 French titles were exported with an average country presence in 2.7 countries.

Top 20 EU film titles exported on FOD services

- ▶ Eight catalogue Italian films, three catalogue German films, two French films, two Polish films, and, respectively, one Luxembourgish, one Greek, one Slovakian and one Spanish 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 seven films produced after 2000.
- ▶ The median year of production was 1967.

Top 20 EU27 exported film titles in FOD catalogues

Original Title	Production year	Production Countries	Export EU services	Export EU countries
Nosferatu, eine Symphonie des Grauens	1922	DE	56	23
The Last Man on Earth	1964	IT,US	54	24
Amanti d'oltretomba	1965	IT	47	23
Anno zero - Guerra nello spazio	1977	IT	47	23
Space Men	1960	IT,JP	47	23
Ercole e la regina di Lidia	1959	IT,FR,ES	45	23
Ercole alla conquista di Atlantide	1961	IT,FR	45	23
Dos	2011	GR	32	24
M	1931	DE	32	23
Desire for Beauty	2013	PL	32	24
Metropolis	1927	DE	32	23
Les fameux Gars	2012	LU	31	23
I nuovi barbari	1983	IT,US	31	23
Only human (Bytost)	2020	SK	31	23
After Auschwitz	2017	PL,US	30	22
Carmen y Lola	2018	ES	30	22
Det kære legetøj	1968	DK	30	22
Hercules and the Princess of Troy	1965	IT,US	29	23
The Man on the Eiffel Tower	1949	FR,US	29	23
Robert Mitchum est mort	2010	FR,NO,BE,PL	29	23

Source: JustWatch catalogue data

TV content in 485 VOD catalogues in the EU27

Overview of
73 TVOD catalogues,
364 SVOD catalogues
and
48 FOD catalogues

C.1 – Size of TV content catalogues

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

Pan-European SVOD and multi-country TVOD catalogues had the highest average number of TV seasons, with FOD catalogues having the lowest number of TV seasons

- ▶ The 11 national TVOD catalogues had the lowest average number of TV seasons with 704 TV seasons but the highest median with 315, compared to multi-country and pan-European TVOD catalogues with higher average but lower median values. As several pan-European and multi-country TVOD catalogues (Amazon TVOD, Microsoft Films and TV, iTunes) offer huge TV catalogues but several others rather smaller one, a stronger difference in the average and median number compared to national TVOD services exists.
- ▶ Pan-European SVOD catalogues (Netflix, Amazon Prime, Disney+) had the largest average and median number of TV seasons compared to national and multi-country SVOD catalogues with on average 1 038 TV seasons and a median of 748 TV seasons.
- ▶ Pan-European FOD catalogues (only one service, Classix app) had the lowest average and median number of TV seasons with 78 while national FOD catalogues, often operated by national broadcasters, had the highest average number of TV seasons with 378.

Huge disparities in absolute numbers of TV seasons for all 3 types of catalogues

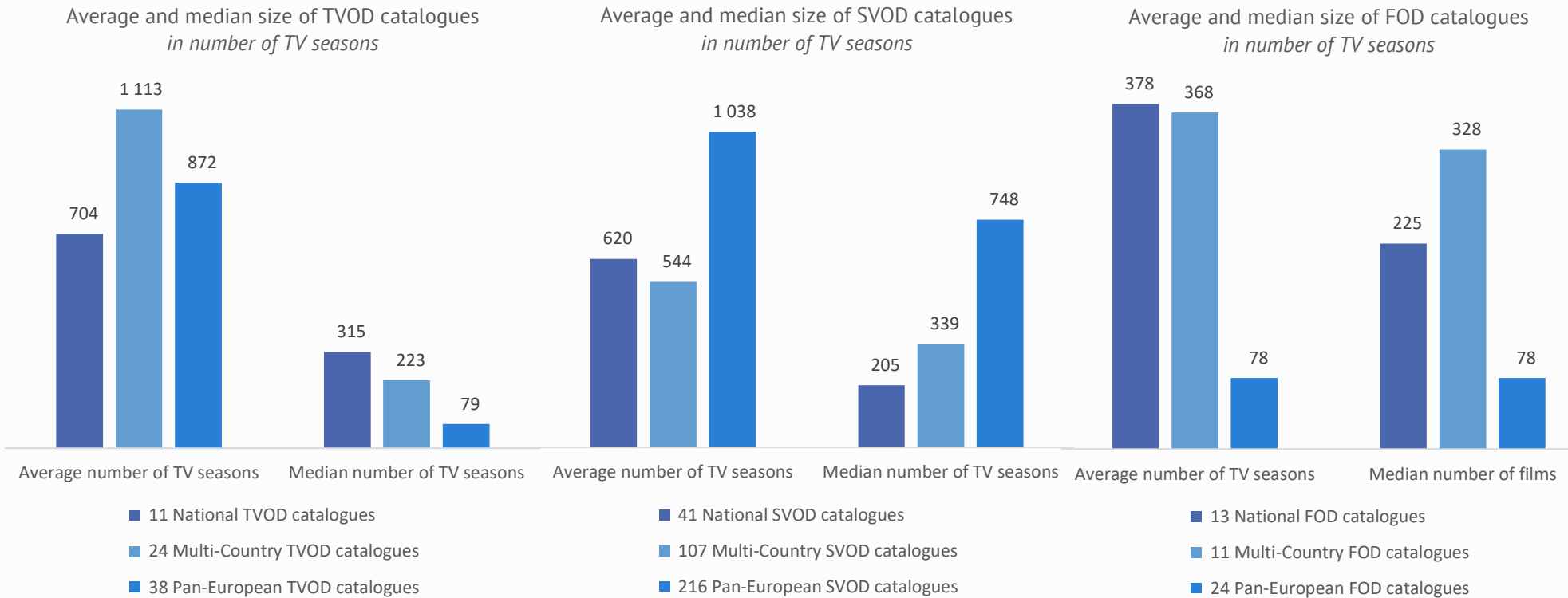
- ▶ For TVOD, the highest number of TV seasons was 8 814 TV seasons while the lowest number was 20 TV seasons
- ▶ For SVOD, the highest number of TV seasons was 6 896 TV seasons while the lowest number was 20 TV seasons
- ▶ For FOD, the highest number of TV seasons was 985 TV seasons while the lowest number was 22 TV seasons

86% of TV series' first seasons available on SVOD were less than 10 years old, 59% on TVOD and 48% on FOD

- ▶ On SVOD, more than half of all TV series' first seasons available (63%) were produced in 2018 or later
- ▶ On TVOD, 26% of all TV series' first seasons available were produced in 2018 or later and 53% were produced in 2017 or later
- ▶ On FOD, TV series were the oldest with 51% of available TV seasons produced in 2012.

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

- Multi-country TVOD and pan-European SVOD catalogues had the highest average number of TV seasons while pan-European and multi-country FOD catalogues had the lowest average.
- The large differences between the average and median number of TV seasons for TVOD catalogues comes from the fact that several large pan-European and multi-country catalogues inflate the average, as several TVOD services are more focused on films than TV content.

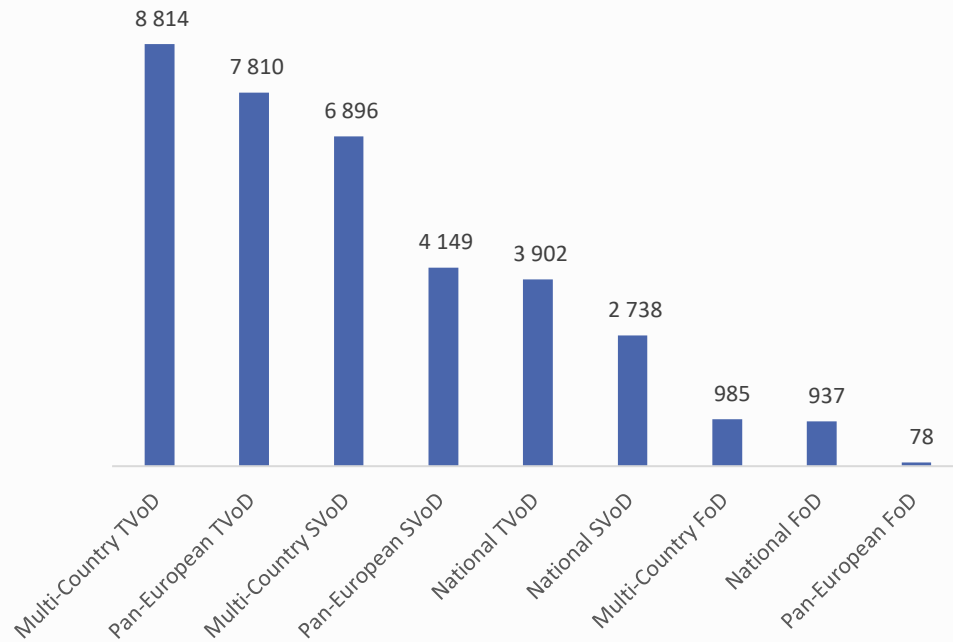


Source: JustWatch data

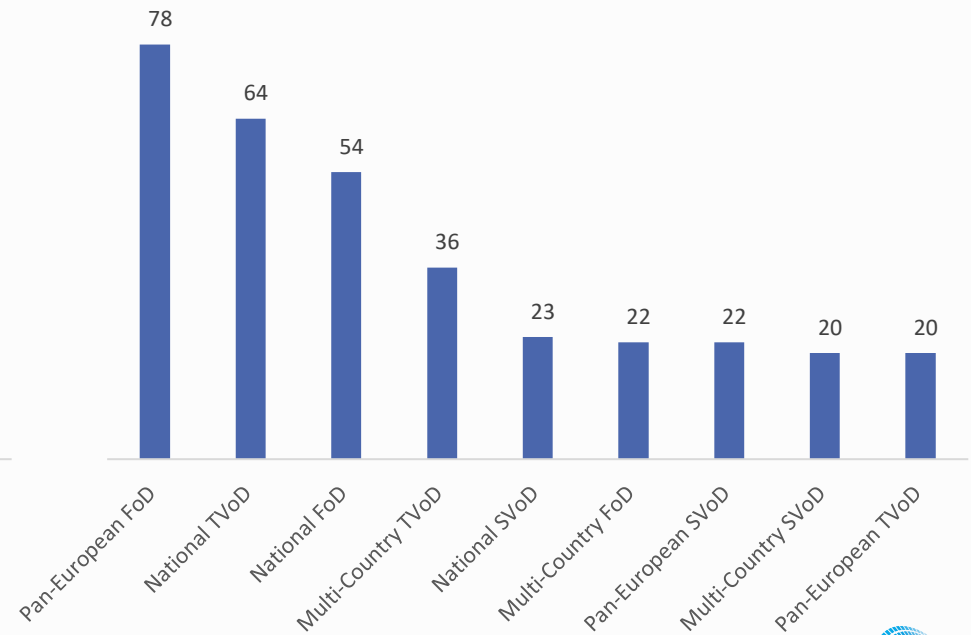
Stark difference in the maximum and minimum numbers of TV seasons

- ▶ For TVOD, the highest number of TV seasons was 8 814 TV seasons while the lowest number was 20 TV seasons.
- ▶ For SVOD, the highest number of TV seasons was 6 896 TV seasons while the lowest number was 20 TV seasons.
- ▶ For FOD, the highest number of TV seasons was 985 TV seasons while the lowest number was 22 TV seasons.
- ▶ The maximum and minimum numbers show also a difference in focus of catalogues, several services are more specialized in films than TV content, or differences between general entertainment and niche services.

Maximum number of seasons in catalogue
by business model



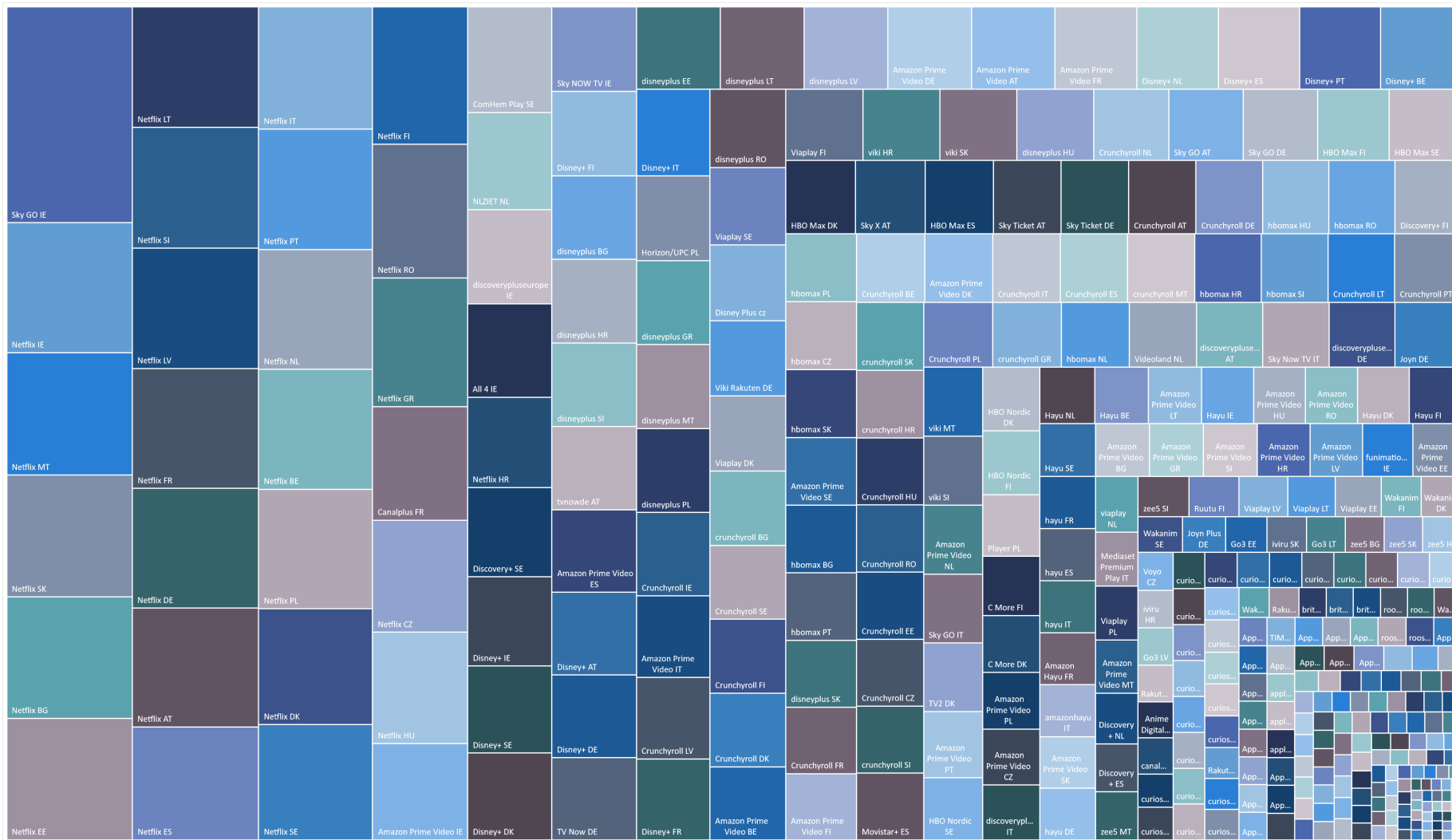
Minimum number of seasons in catalogue
by business model



Source: JustWatch data

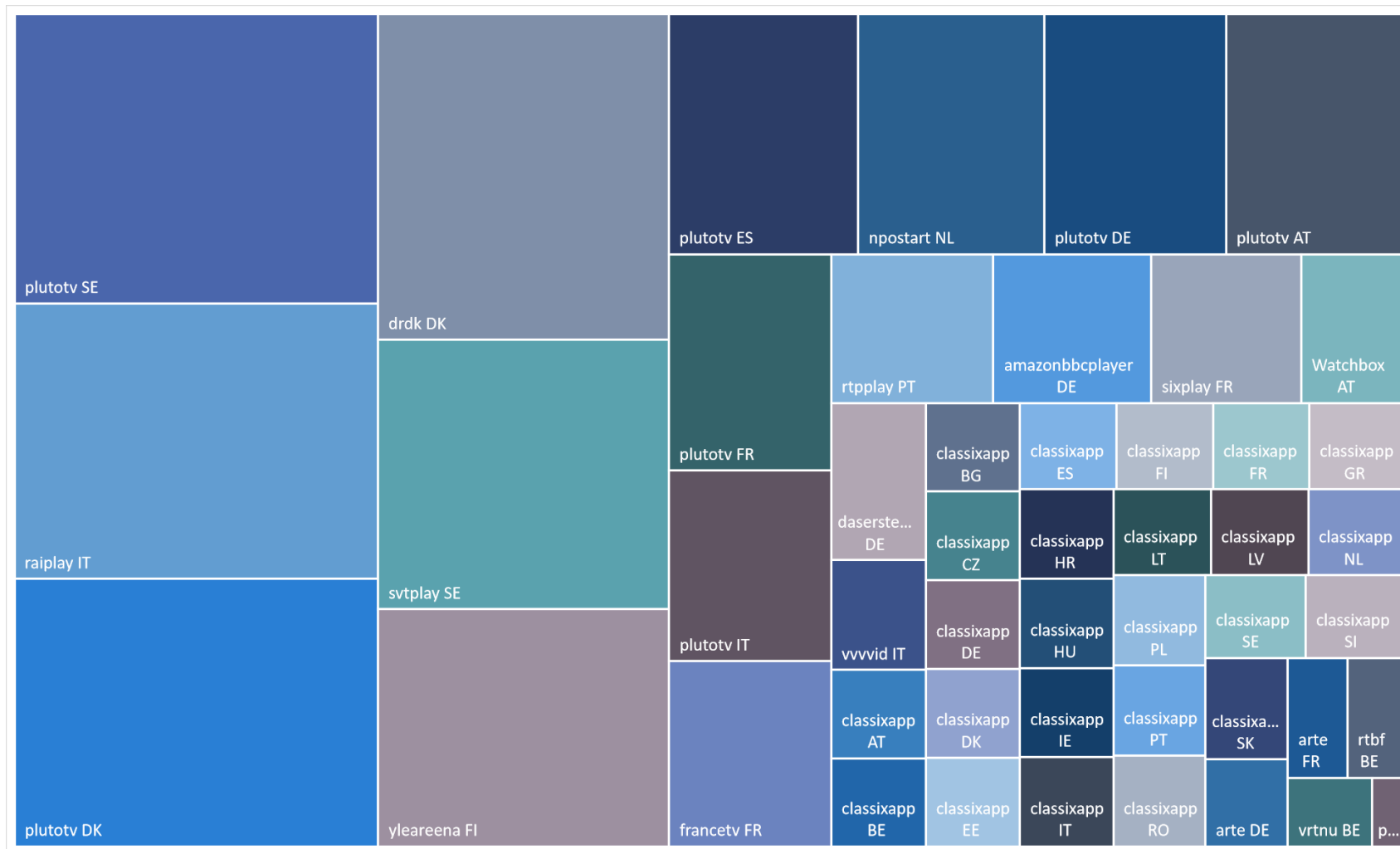
Extreme disparities in the size of the 364 SVOD catalogues

- ▶ For SVOD, catalogue sizes vary from 20 to 6 896 TV seasons.
- ▶ One catalogue had more than 5 000 TV seasons, 132 catalogues had between 1 000 and 5 000 TV seasons, 42 catalogues between 500 and 1 000 TV seasons, 95 between 100 and 500 and 94 catalogues had fewer than 100 TV seasons.



More balance in the size of the 48 FOD catalogues

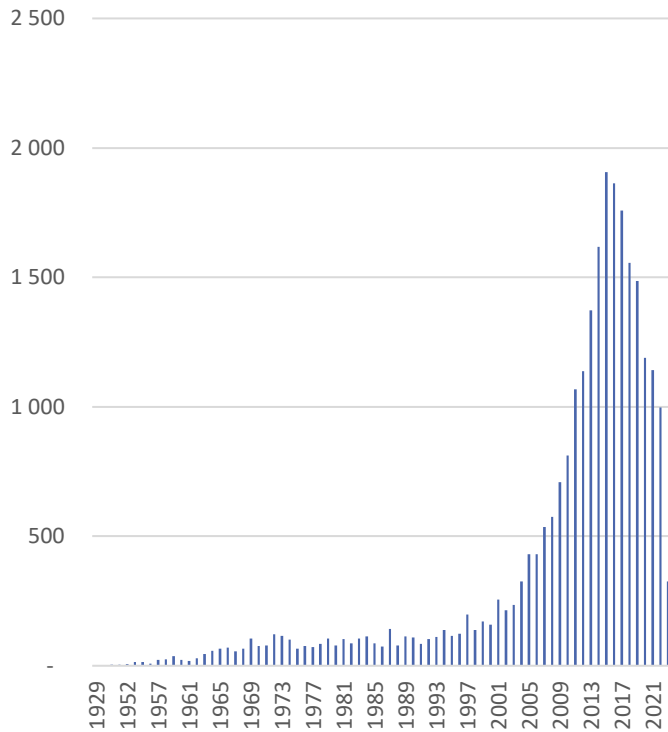
- ▶ For FOD, catalogue sizes vary from 22 to 985 TV seasons.
- ▶ Six catalogues had more than 500 TV seasons, 12 catalogues between 100 and 500 TV seasons and 30 FOD catalogues had fewer than 100 TV seasons.



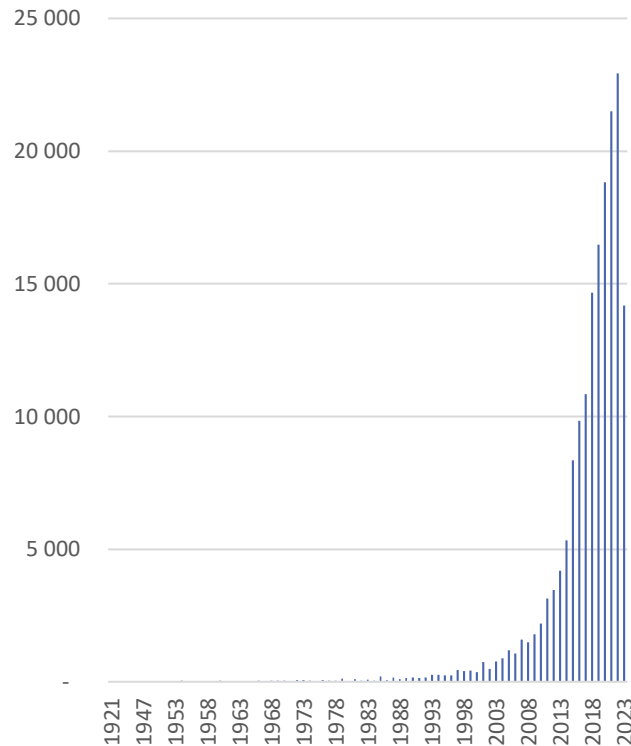
63% of TV series' first seasons available on SVOD were less than 5 years old in 2023

- ▶ More than half of all TV-series first seasons available on SVOD (63%) were produced in 2018 or later and 86% were less than 10 years old in 2023, highlighting the increase in TV production since the streaming boom.
- ▶ TV-series first seasons on TVOD were older, with half of all first seasons available on TVOD (53%) produced in 2014 or later and 59% less than 10 years old in 2023 and 26% less than five years old (2018 or later).
- ▶ On FOD, TV-series first seasons were the oldest, with 51% produced in 2012 or later and only 48% less than 10 years old in 2023 and 29% less than five years old (2018 or later).

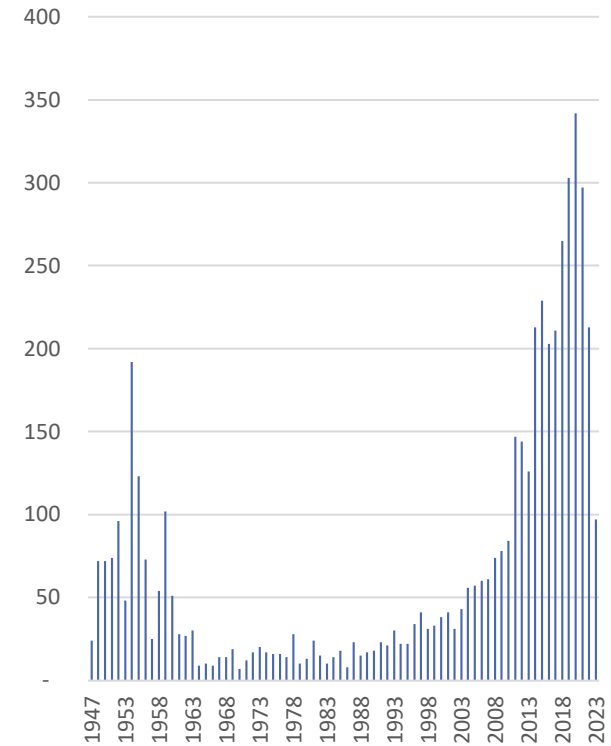
TVOD - Number of TV series first seasons by production year



SVOD - Number of TV series first seasons by production year



FOD - Number of TV series first seasons by production year



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 50 180 unique TV seasons were available in VOD catalogues of which 32% from the EU27

- ▶ Of all 50 180 unique seasons, 32% were of EU27 origin and 32% of US origin, with other European unique TV seasons accounting for 17% (mostly British) and non-US/European unique TV seasons 19%
- ▶ 69% of EU27 TV seasons on VOD were German (25%), French (13%), Dutch (13%), Spanish (10%) and Italian (8%).

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

- ▶ With over 40 014 unique TV seasons available, SVOD services offered more unique TV seasons than TVOD (17 191 unique TV seasons) and FOD (6 736 unique TV seasons) together.
- ▶ In TVOD catalogues, EU27 content represented 33% of TV seasons, in SVOD 26% and 55% on FOD.
- ▶ Other European seasons, including British content, accounted for 19% on SVOD, 13% on TVOD and 16% on FOD.
- ▶ On SVOD services, non-US/European TV seasons represented 21% while they made up only 10% on TVOD and 9% on FOD.

Differences in origin of EU27 content by business model: More diverse origin of unique titles on SVOD and FOD than on TVOD

- ▶ Due to the composition of the sample and the large number of German and Austrian TVOD services, German TV seasons accounted for 45% of all EU27 TV seasons on TVOD and Austrian 4%.
- ▶ On SVOD, German unique titles represented 22%, followed by Dutch titles with 19% (mostly on NLZiet and NPO Start), French titles with 14% and Spanish titles with 10%.
- ▶ On FOD, Danish titles accounted for 20% of all unique EU27 titles (mostly on TV 2 and DRDK), Italian (17%), Swedish (16%) and French (12%).
- ▶ The top 10 production countries accounted for 97% of all unique titles on TVOD, 93% on SVOD and 99% on FOD

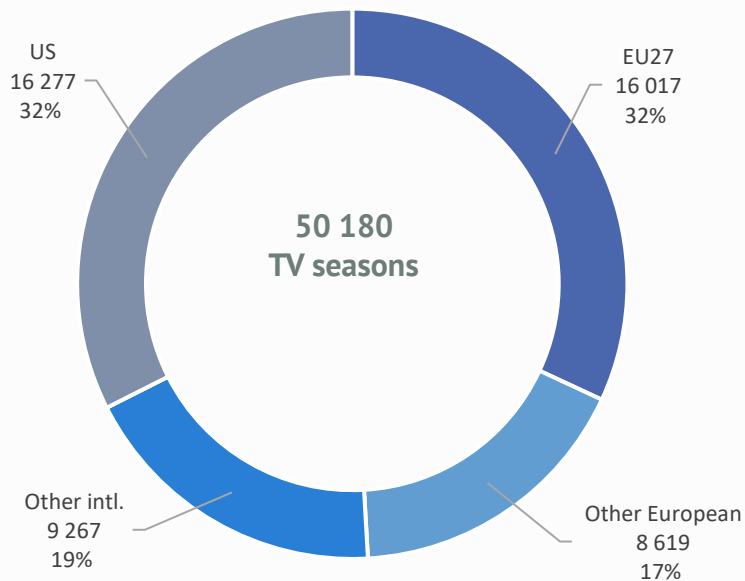
Dominance of British content in 'other' European TV seasons

- ▶ GB content represented 94% of all "other" European TV seasons available on SVOD, 86% on FOD and 87% on TVOD.

50 180 unique TV seasons available in VOD catalogues, 32% from EU27

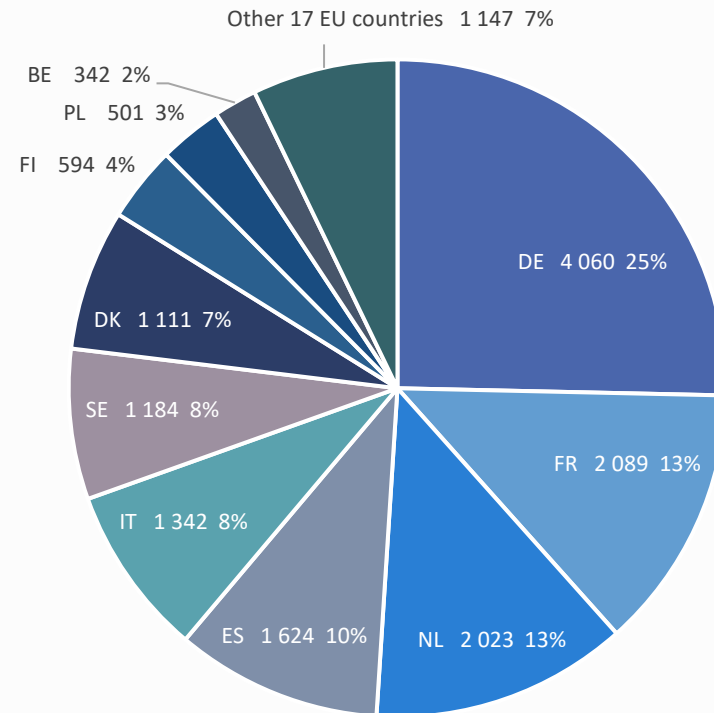
- ▶ 50 180 unique TV seasons were in the TVOD, SVOD and FOD catalogues part of the VOD sample this year.
- ▶ 31% of all unique seasons were of EU27 origin and 32% of US origin.
- ▶ Other European seasons represented 17% of all available titles.
- ▶ Non-US/European titles accounted for 19% of all unique titles, mainly in SVOD catalogues.

Unique TV seasons in VOD catalogues, *by region of origin*



Source: JustWatch data

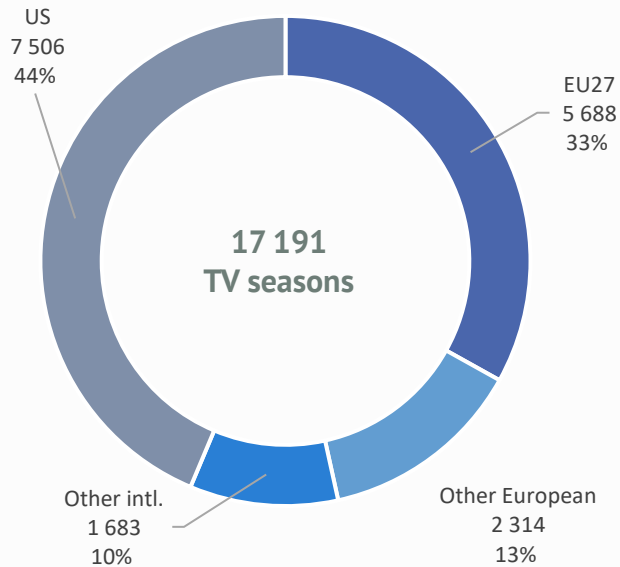
Unique EU27 seasons in VOD catalogue, *by country of origin*



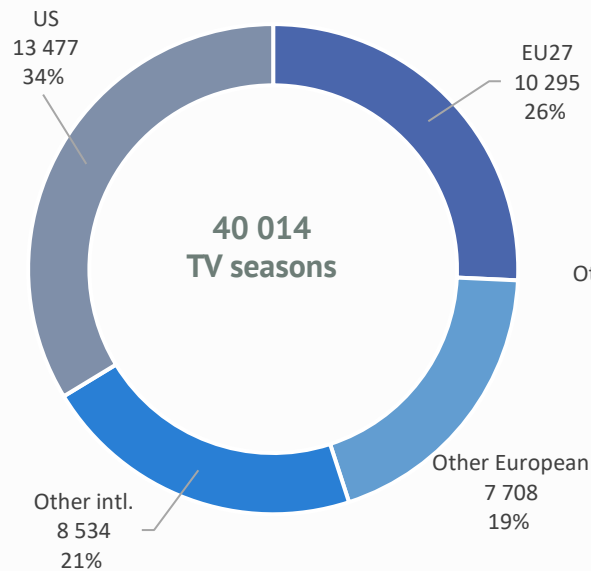
SVOD services differentiate their catalogues through TV series

- ▶ With over 40 000 TV seasons available, SVOD services offered the highest number of unique TV seasons.
- ▶ FOD had the highest share of EU27 unique TV seasons with 55%, showing the impact of the catalogues of national broadcasters, followed by TVOD with 33% and SVOD with 26%.
- ▶ SVOD had the highest share of non-US/European TV seasons with 21%, and of other European TV seasons with 19%
- ▶ TVOD had the highest share of US TV seasons with 44%.

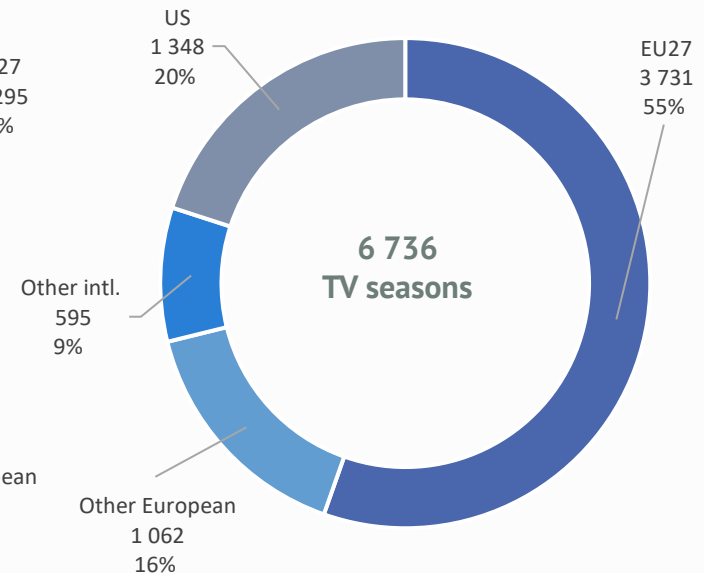
Unique TV seasons in TVOD catalogues,
by region of origin



Unique TV seasons in SVOD catalogues,
by region of origin



Unique TV seasons in FOD catalogues,
by region of origin

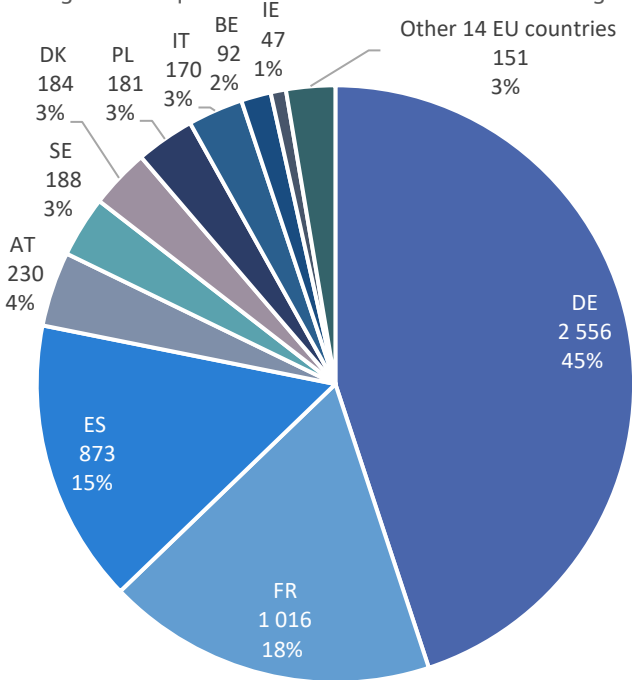


Source: JustWatch data

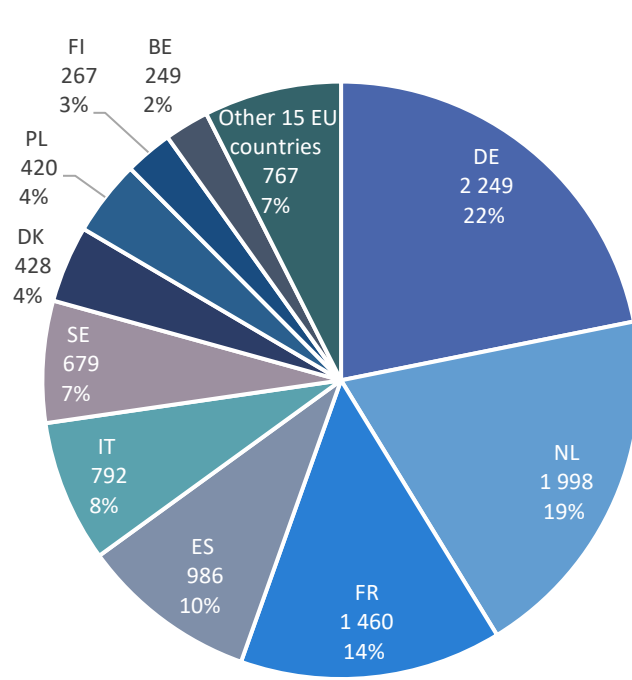
Diversified origins of unique TV titles on SVOD and FOD, more concentrated on TVOD

- On TVOD, German seasons represented almost half of the total, due to numerous seasons per TV title*, followed by French and Spanish titles.
- On SVOD, German, Dutch (mainly due to NL Ziet and NPO Start) and French titles made up more than half of all unique EU27 TV titles.
- On FOD, Nordic TV seasons made up 46% of all unique EU27 TV seasons (with many Nordic broadcaster catalogues in the sample), and adding Italian and French titles accounts for 75% of all unique EU27 titles available on FOD.

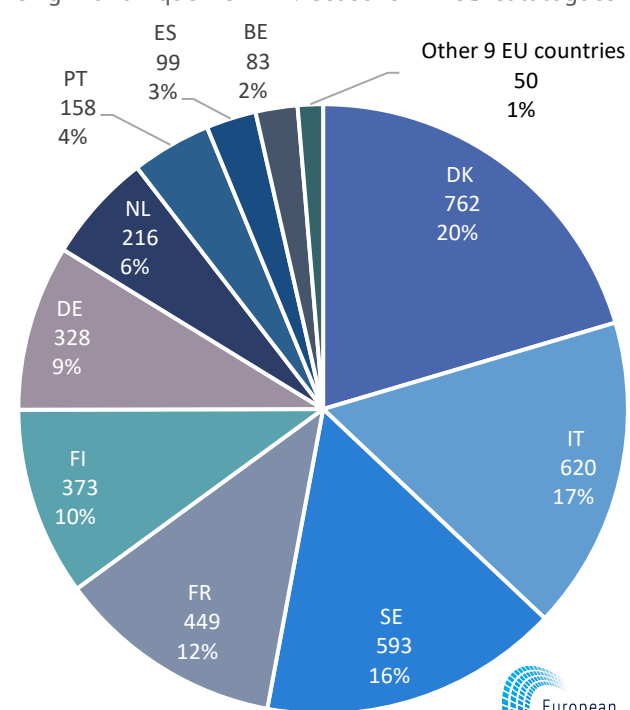
Origin of unique EU27 TV seasons in TVOD catalogues



Origin of unique EU27 TV seasons in SVOD catalogues



Origin of unique EU27 TV seasons in FOD catalogues

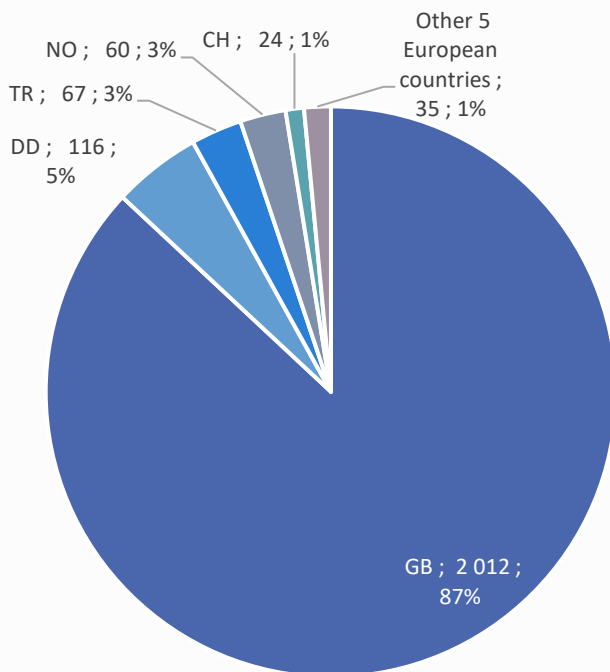


(*) Also partly due to the weight of German and Austrian services in the sample.

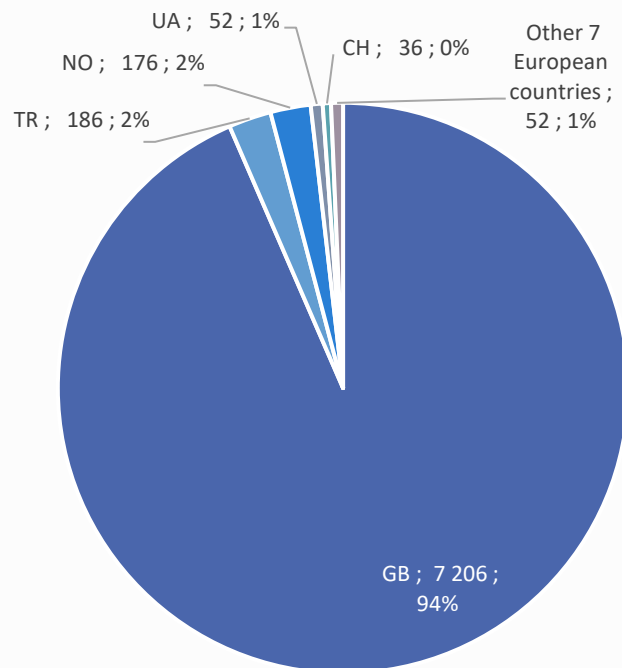
Mainly British origin for other European TV seasons

- ▶ Unique British TV seasons titles accounted for, respectively, 87%, 94% and 86% in TVOD, SVOD and FOD catalogues of all “other European” unique TV seasons titles available.
- ▶ Turkish, Norwegian and Swiss titles represented the other countries for unique TV seasons of “other European” titles.

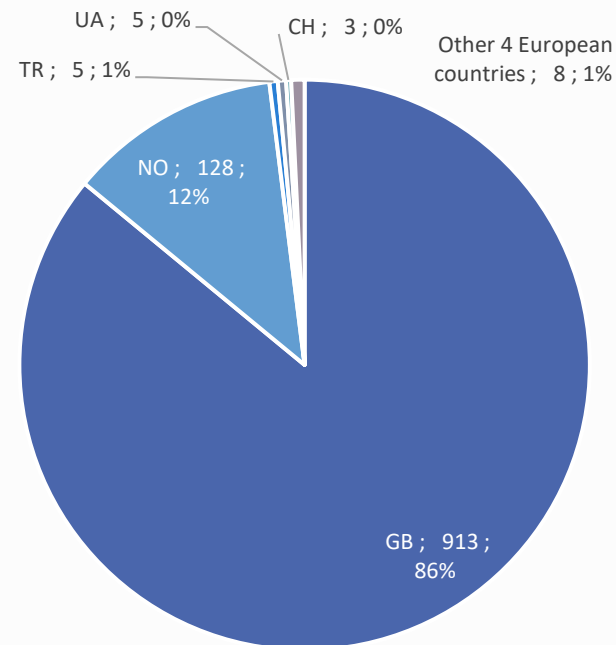
Origin of other European TV seasons in TVOD catalogues



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

EU27 TV seasons accounted for 15% and other European TV seasons for 11% of all available TV seasons

- ▶ US TV seasons represented 49% of all TV seasons and non-US/European TV seasons 25%, mainly on SVOD.

26% of all available TV seasons on TVOD were of EU27 origin, 38% on FOD, but only 12% on SVOD

- ▶ Other European TV seasons had a share of 14% on TVOD, 11% on SVOD and 15% on FOD, mostly from the United Kingdom.
- ▶ US TV seasons accounted for 54% of all available TV seasons on TVOD, 48% on SVOD and 39% on FOD.
- ▶ Non-US/European TV seasons accounted for 6% on TVOD and 8% on FOD but for 29% on SVOD (and thus more than EU27 and other European TV seasons together, at 23%).

National VOD services represented the highest shares of EU27 TV seasons

- ▶ National TVOD services had a share of 46% of EU27 TV seasons, national SVOD services 30% and national FOD services 68%.

Multi-country VOD services relied more heavily on US seasons

- ▶ EU27 TV seasons represented 26% on multi-country TVOD services (and US 54%), 18% on multi-country FOD services (and US 52%) and 11% on SVOD services (and US 54%).

Pan-European SVOD services relied more heavily on non-US/European TV seasons, TVOD and FOD on US seasons

- ▶ Pan-European SVOD services had the highest share of non-US/European TV seasons with 33%, showing the increasing reliance on TV content from different world regions, while pan-European TVOD services had only a share of 6%. EU27 TV seasons accounted for 20% on TVOD and 10% on SVOD.

(*) 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

- ▶ EU27 TV seasons, with an average of 3.2 countries on SVOD, 1.7 on TVOD and 1.1 on FOD.
- ▶ Other European TV seasons circulated on average in 3.7 countries on SVOD, 2.3 on TVOD and 1.5 on FOD services.
- ▶ US and non-US/European TV seasons travelled best, crossing borders more easily than European content.
- ▶ US TV seasons were available on average in 9.7 countries on SVOD, 2.6 on TVOD and 3.2 on FOD.
- ▶ Non-US/European TV seasons were available on average in 10 countries on SVOD, 1.8 on TVOD and 1.4 on FOD.

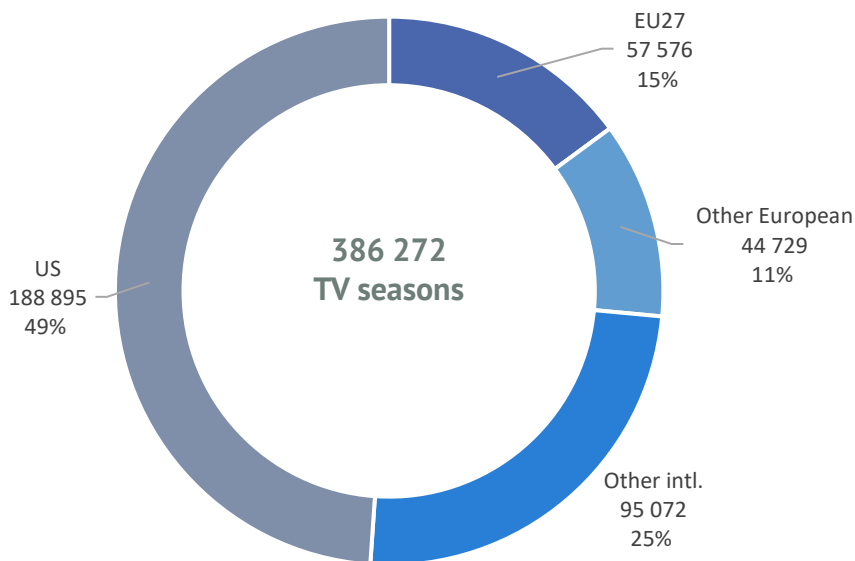
In terms of number of catalogues, EU27 TV content circulated slightly better on SVOD and TVOD, but not on FOD

- ▶ On average, EU27 TV seasons were present in 3.5 different SVOD catalogues, in 3 TVOD catalogues and in 1.1 FOD catalogues, meaning practically that each FOD catalogue had a unique EU27 TV season.
- ▶ Other European TV seasons were present on average in 4.4 SVOD catalogues, 4 TVOD and 1.6 FOD catalogues.
- ▶ On SVOD, non-US/European TV seasons circulated, on average, in 10.5 catalogues, on TVOD in 2.6 catalogues and on FOD in 1.4 catalogues.
- ▶ US TV content circulated best also in terms of average number of catalogues, most significantly on SVOD with 11 catalogues, followed by TVOD with 4.9 catalogues and FOD with 3.2 catalogues.

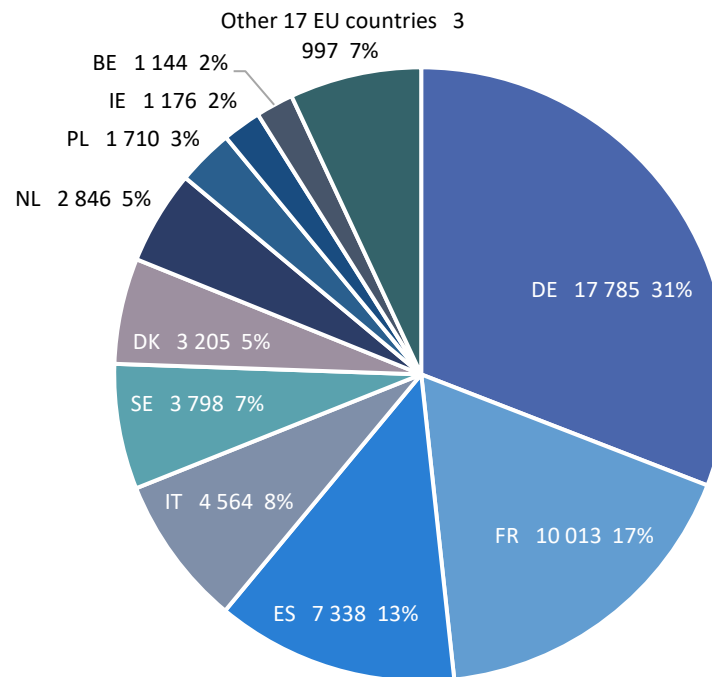
More than 386 000 TV seasons available in the 485 VOD catalogues

- ▶ 386 272 cumulated TV seasons were available in 497 catalogues (TVOD, SVOD and FOD).
- ▶ 15% of all seasons were of EU27 origin and 11% of other European origin (mostly GB), compared to 49% of US origin and 25% of non-US/European origin.
- ▶ EU4: German (31%), French (17%), Spanish (13%) and Italian (8%) seasons represented 69% of all EU27 TV seasons.
- ▶ TV seasons from the top 10 countries accounted for 93% of all EU27 TV seasons.

Origin of TV seasons in 485 VOD catalogues by region of origin



EU27 TV seasons in 485 VOD catalogues by country of origin

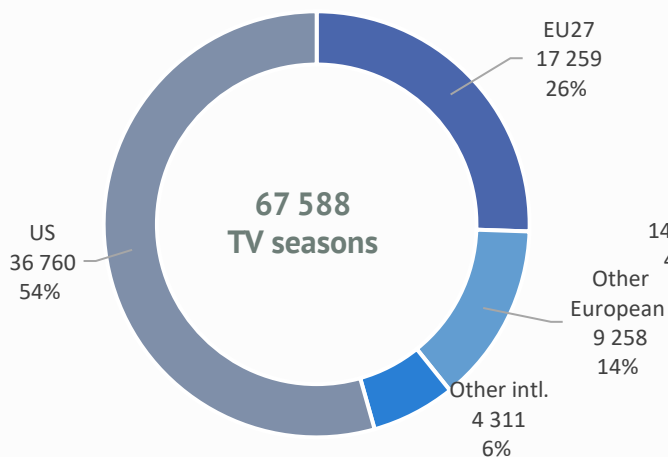


Source: JustWatch data

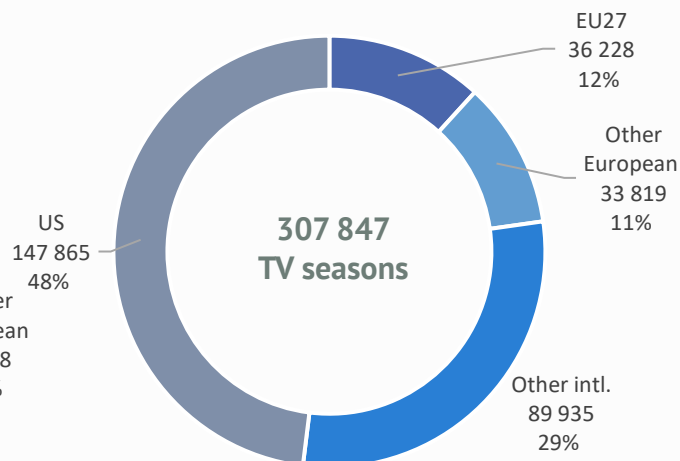
High share of international TV seasons on SVOD, EU27 on FOD, US on TVOD

- ▶ On FOD, EU27 TV seasons represented 38% of all available TV seasons, with other European TV seasons accounting for 15%, bringing the share of European TV seasons to 53%.
- ▶ On TVOD, EU27 TV seasons accounted for 26% of all TV seasons and other European TV seasons for 14%, with the lion's share for US TV seasons with 54%.
- ▶ On SVOD, US and non-US/European TV seasons accounted for 77% of all available TV seasons, with EU27 TV seasons accounting for 12% and other European TV seasons for 11%.
- ▶ 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 non-US/European TV seasons in pan-European SVOD catalogues.

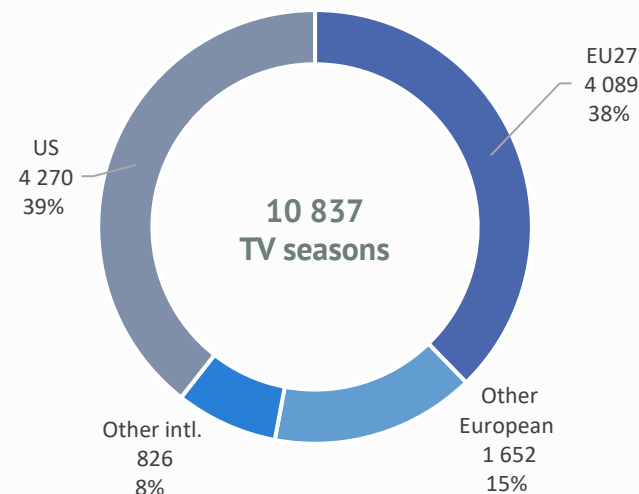
Origin of TV seasons in TVOD catalogues



Origin of TV seasons in SVOD catalogues



Origin of TV seasons in FOD catalogues



Source: JustWatch data

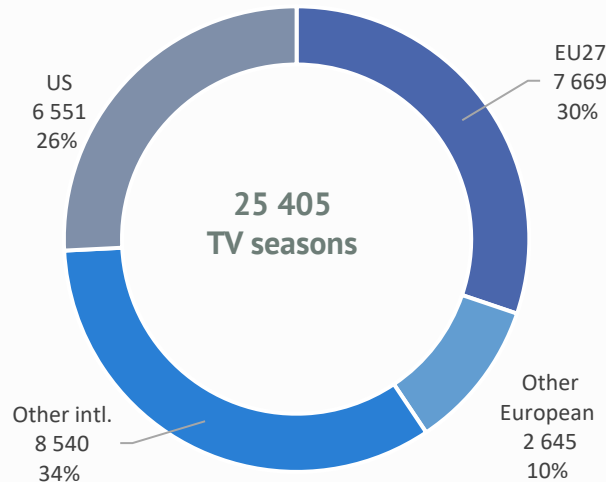
High share of EU27 TV seasons in national FOD and TVOD catalogues

- In national FOD catalogues, mainly replay and catch-up services of national broadcasters such as FranceTV, ARD Mediathek, RTBF, YLE and others, the share of EU27 TV seasons was at 68%, followed by other European TV seasons with 18%.
- On national TVOD services, EU27TV seasons accounted for 46% and in national SVOD catalogues for 30%, with other European TV seasons accounting for 14% on TVOD and 10% on SVOD.
- As it was the case for all SVOD services, national SVOD services had also a high share of non-US/European TV seasons with 34%, compared to 7% for national TVOD services and 7% for national FOD services.

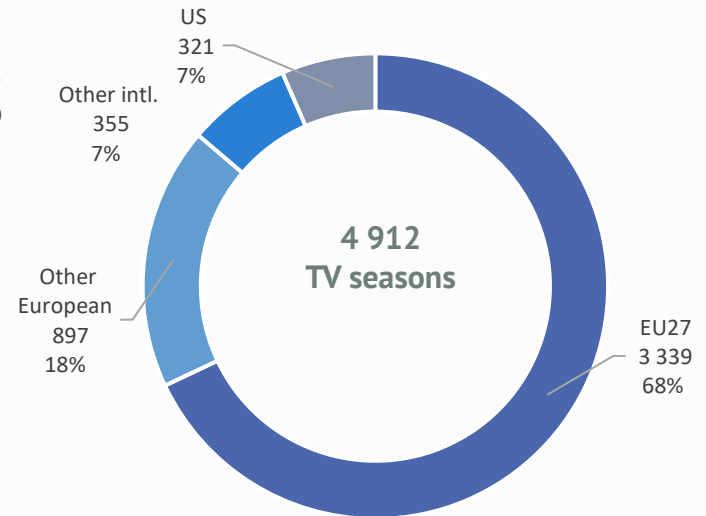
Origin of TV seasons in 11 national TVOD catalogues



Origin of TV seasons in 41 national SVOD catalogues



Origin of TV seasons in 13 national FOD catalogues

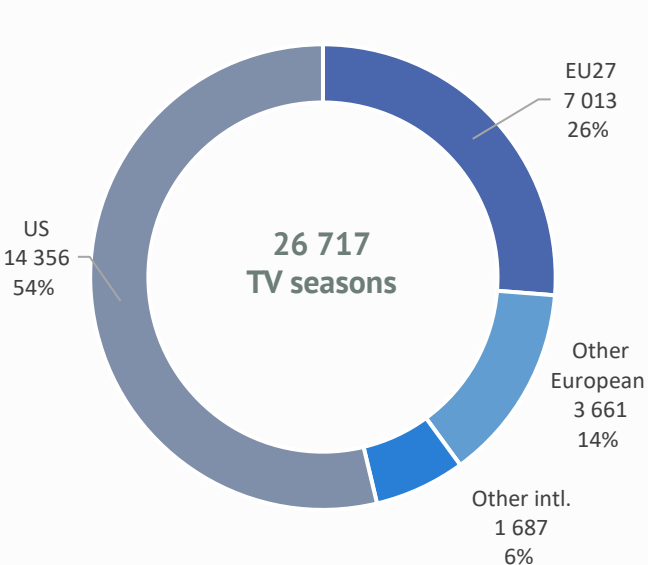


Source: JustWatch data

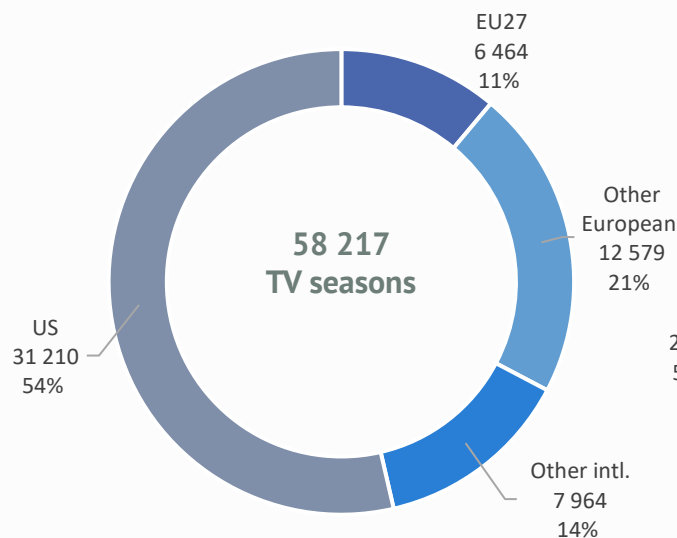
A higher share of US TV seasons for multi-country VOD catalogues

- ▶ EU27 TV seasons represented 26% on multi-country TVOD services, 11% on SVOD and 18% on FOD services.
- ▶ US TV seasons made up 54% of all TV seasons on offer on TVOD, 54% on SVOD and 52% on FOD.
- ▶ As opposed to pan-European SVOD services, multi-country SVOD services relied less on non-US/European TV seasons with 14% of all available TV seasons. FOD catalogues had a share of 12% and TVOD of 6%.
- ▶ The share of other European TV seasons, mainly of British origin, was higher than the share of other European TV seasons in national and pan-European SVOD catalogues, with a share of 21% versus, respectively, 10% and 8%, explained mainly by the presence of several British SVOD services in Ireland.

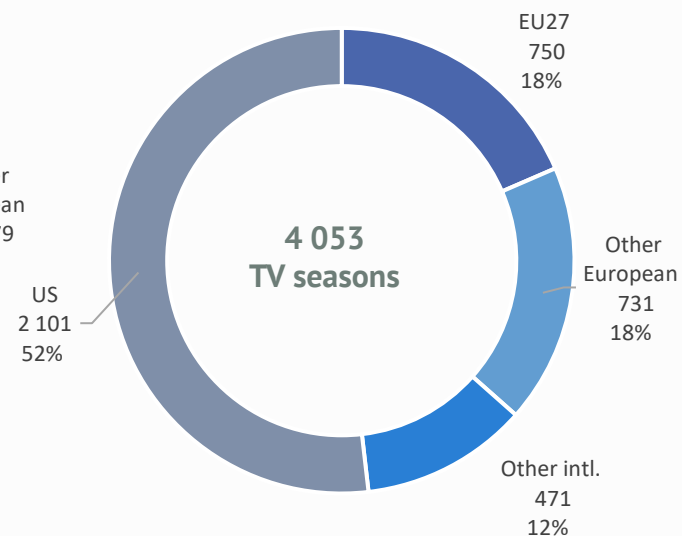
Origin of TV seasons in 24 multi-country TVOD catalogues



Origin of TV seasons in 107 multi-country SVOD catalogues



Origin of TV seasons in 11 multi-country FOD catalogues

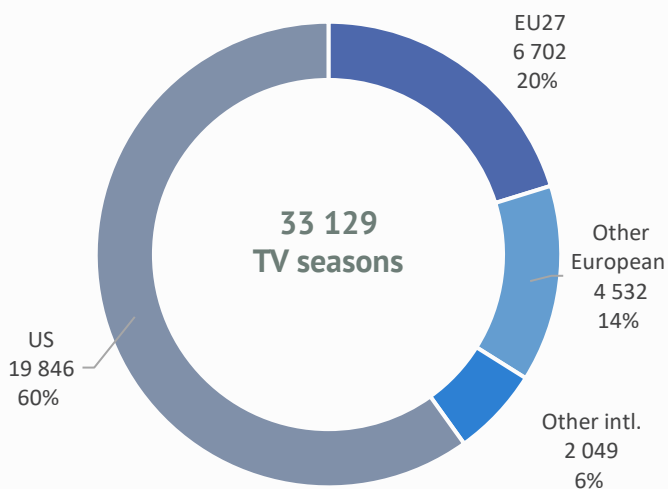


Source: JustWatch data

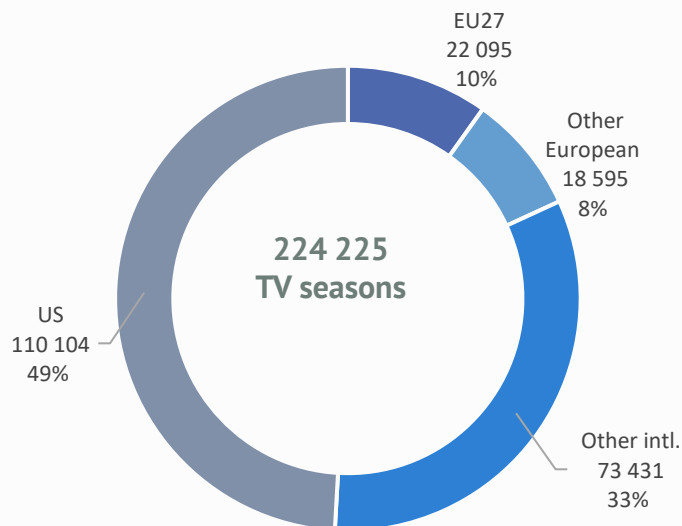
A high share of other international TV seasons for pan-European SVOD services

- ▶ Pan-European SVOD catalogues were composed on average with 1/3 of non-US/European TV seasons, the highest share with national SVOD catalogues, and US TV seasons with 49%. EU27 TV seasons made up 10% of all available TV seasons and other European TV seasons 8%.
- ▶ For FOD catalogues, only one service (Classix) had a pan-European coverage in the sample, with 78 TV seasons in each of its 24 catalogues (77 US and 1 British TV seasons).
- ▶ Pan-European TVOD catalogues were mainly composed of US TV seasons with 60% and EU27 TV seasons with 20%.

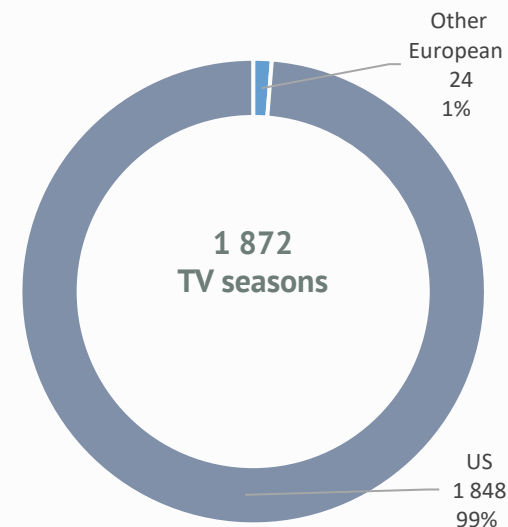
Origin of TV seasons in 38 pan-European TVOD catalogues



Origin of TV seasons in 216 pan-European TVOD catalogues



Origin of TV seasons in 24 pan-European FOD catalogues

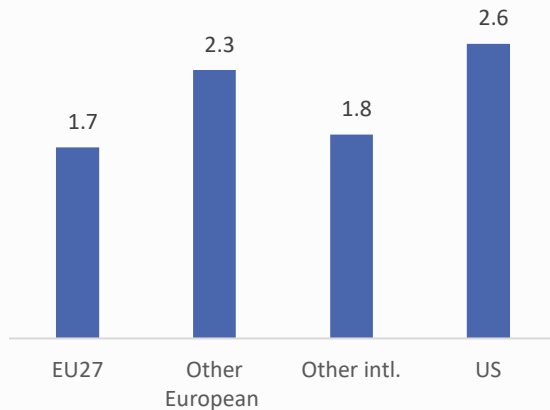


Source: JustWatch data

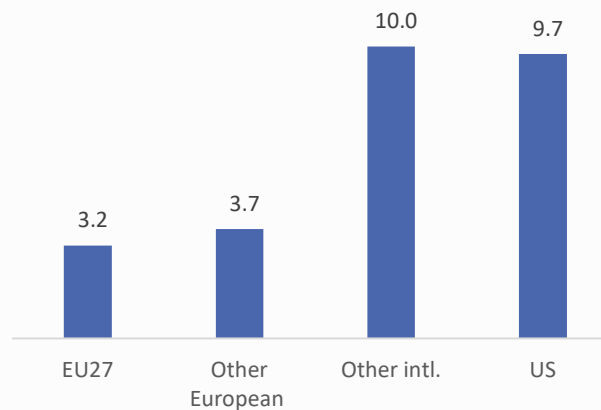
Wide circulation for non-US/European and US TV shows on SVOD

- ▶ On SVOD, non-US/European and US TV seasons circulated widely in countries with an average country presence of 10 countries. EU27 and other European TV seasons were on average available in 3.2 and 3.7 countries. The wider country circulation on SVOD, compared to the two other business models, is mainly explained by the presence of these TV seasons in several country catalogues of multi-country and pan-European SVOD services.
- ▶ On TVOD and FOD, TV seasons circulated less in countries, which is explained by less multi-country and pan-European services than for SVOD but also catalogues more tailored to each country.

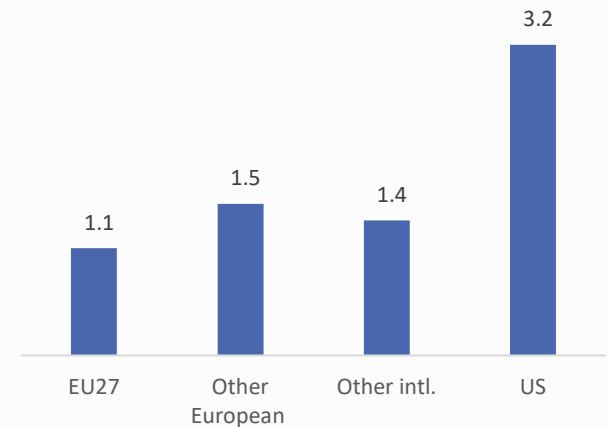
TVOD - Average circulation of TV seasons in countries by region of origin



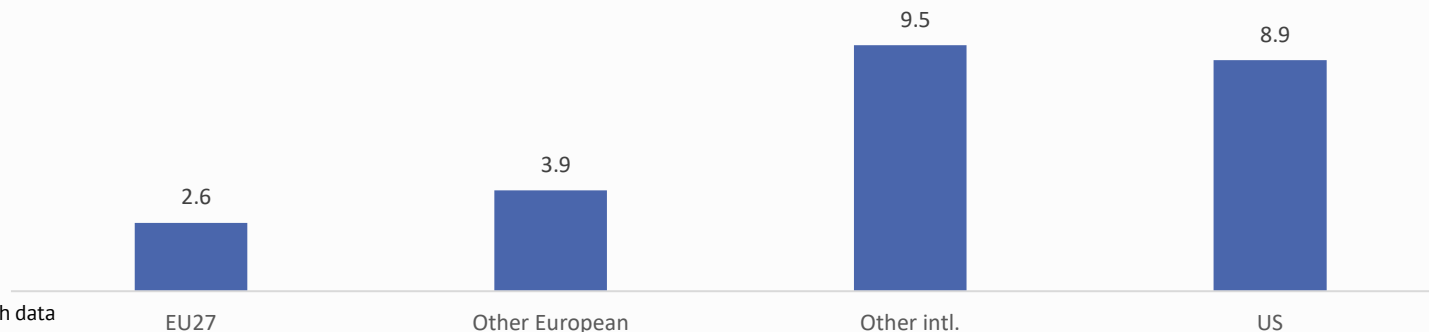
SVOD - Average circulation of TV seasons in countries by region of origin



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



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

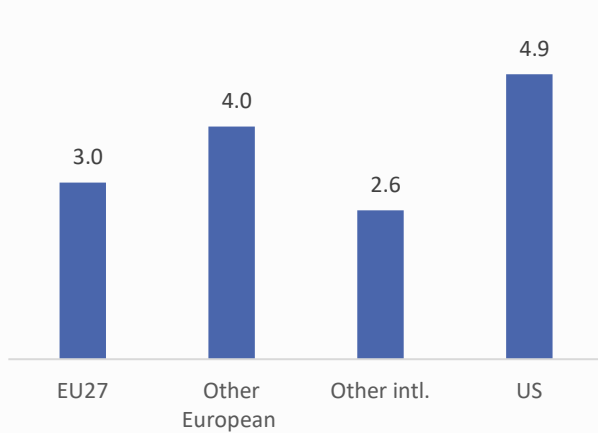


Source: JustWatch data

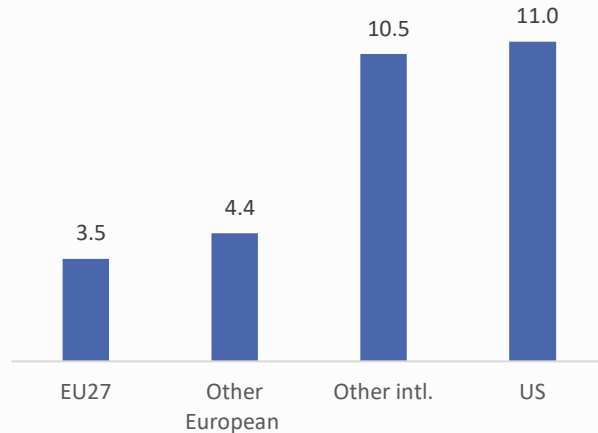
On FOD, TV seasons circulate much less in catalogues than on SVOD and TVOD

- ▶ On FOD, with an average catalogue presence of 1.1 for EU27 TV seasons, catalogues are very differentiated when it comes to EU27 TV seasons but also other European and international TV seasons.
- ▶ On SVOD, non-US/European TV seasons were found on average in 10.5 catalogues – the best performance after US TV seasons with an average presence of 11, once again the impact of pan-European and multi-country services.

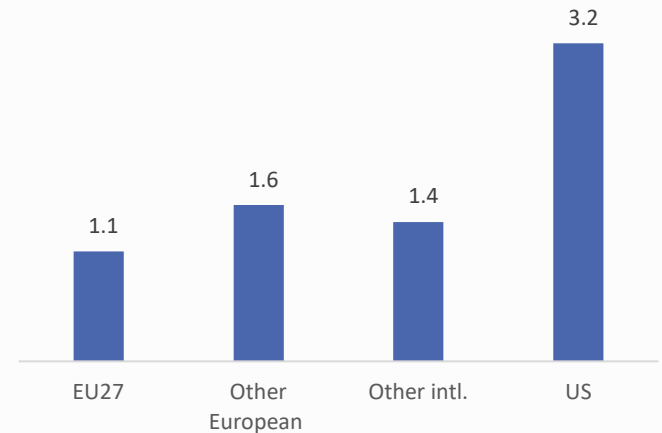
TVOD - Average circulation of TV seasons in catalogues by region of origin



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



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



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



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

On SVOD, 73% of all TV seasons were found in the catalogues of pure VOD and TV players, 75% of all TV seasons on TVOD were in the catalogues of tech players and 82% of all seasons on FOD in the catalogues of TV players

- ▶ Tech players (Amazon, Google, iTunes, Microsoft) provided 75% of all cumulated TV content on TVOD.
- ▶ 44% of TV seasons were found in the catalogues of TV players (Disney+, Discovery+, Viaplay, Max, Zee5, TV 2, TV Now, Joyn, Mediaset Infinity..) and 29% of TV seasons on SVOD was found in catalogues of pure VOD players (mainly Netflix, Wanim).
- ▶ 82% of TV seasons on FOD were in the catalogues of TV players (ARTE, RAI, YLE, DRDK, SVT, FranceTV, Pluto TV, Sixplay, VRT, RTP..).

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

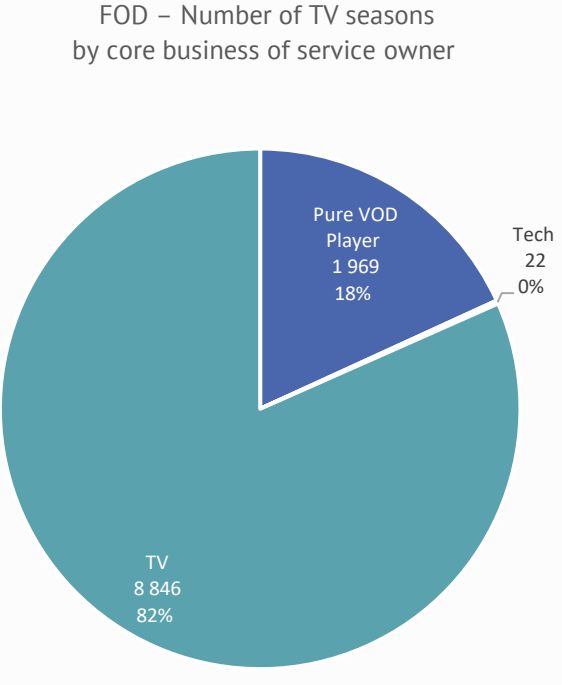
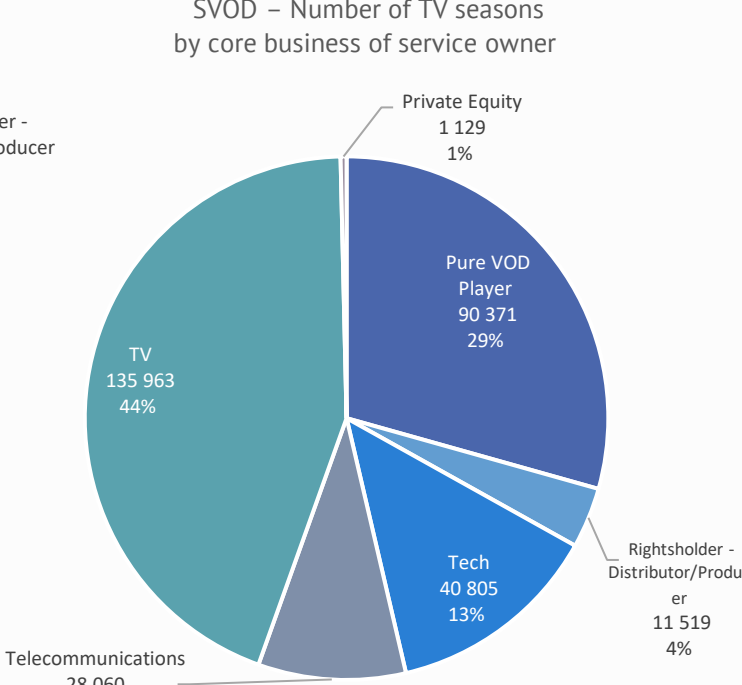
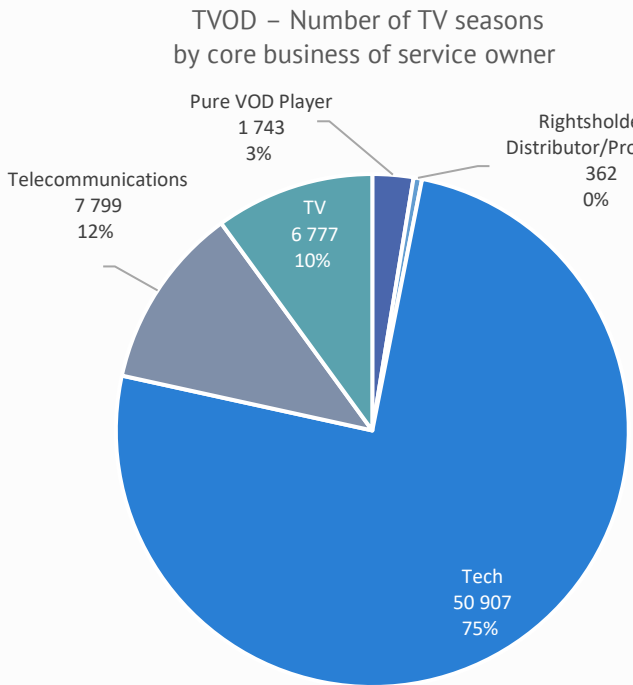
- ▶ Services owned by rightsholders (50%) and pure VOD players (47%) on TVOD, private equity on SVOD (20%) and TV (46%) on FOD had the highest share of EU27 TV seasons.
- ▶ The highest share of US seasons was found in TVOD services operated by TV players (63%), on SVOD by telecom players (59%), and on FOD services owned by pure VOD players (94%).

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 33% on TVOD (vs. 23% for services owned by global services), 38% on SVOD (vs. 9%) and 70% on FOD (vs. 11%).
- ▶ SVOD global services showed a higher share of non-US/European TV seasons (31%) than European TV seasons (19%).
- ▶ The lowest share of US TV seasons was found in EU-owned FOD catalogues, mainly those of national broadcasters, with 7%, followed by EU-owned SVOD services with 35%.

Dominance of services owned by TV, pure VOD and tech players in the amount of TV seasons available

In each segment, services owned by players from either the TV, tech or pure VOD business segment provide most of the available TV seasons on VOD in EU27.



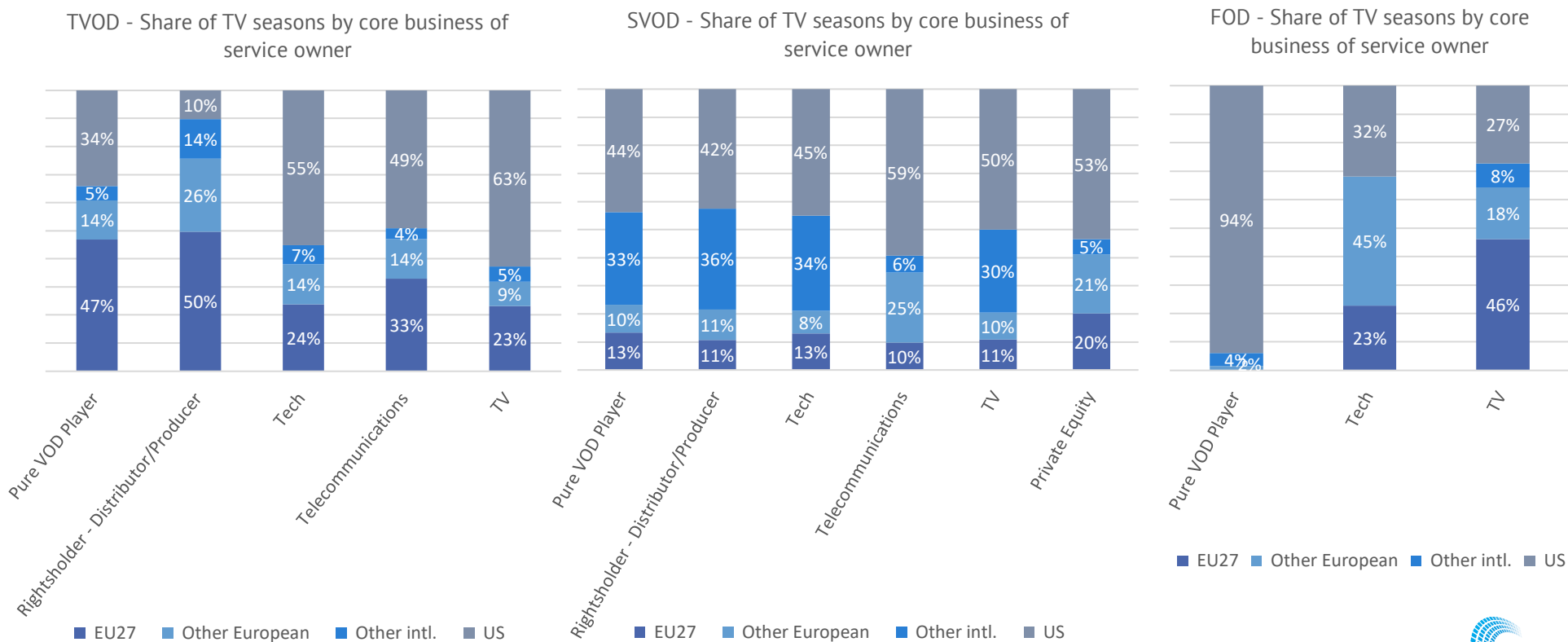
Core Business	Number of TVOD catalogues	AVG nb TV seasons/cat.	Number of SVOD catalogues	AVG nb TV seasons/cat.	Number of FOD catalogues	AVG nb TV seasons/cat.
Pure VOD Player	9	194	41	2 204	25	79
Rightsholder - Distributor/Producer	3	121	88	131		
Tech	42	1 212	76	537	1	22
Telecommunications	10	780	25	1 122		
TV	9	753	130	1 046	22	402
Private Equity			4	282		

Source: JustWatch data



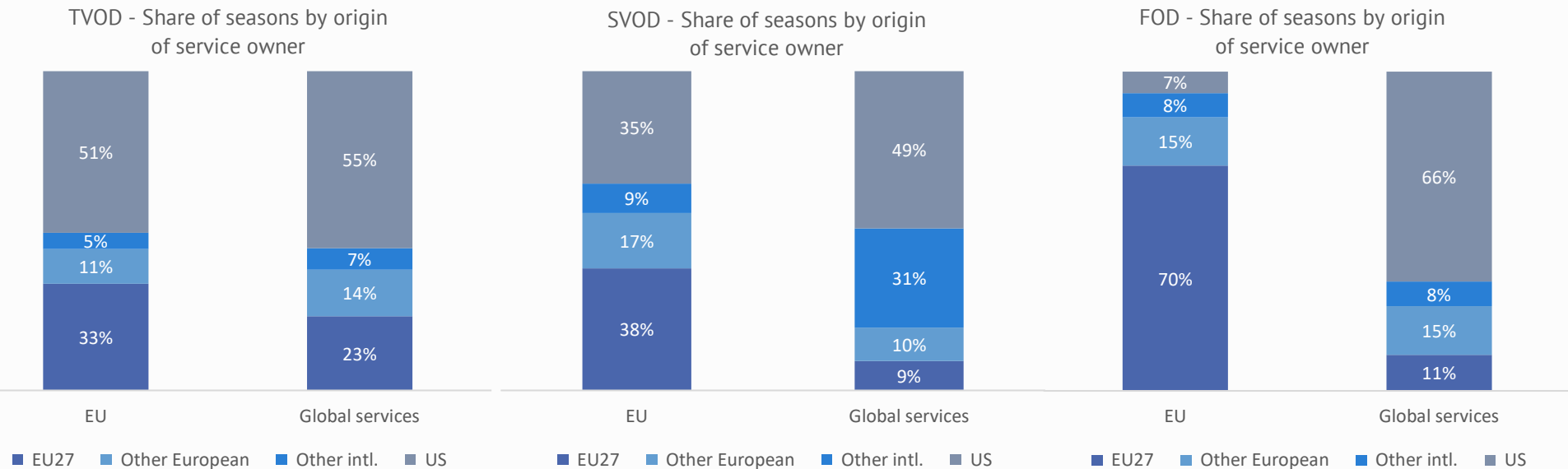
Sharp differences in the composition of catalogues by core business of service owners

- Services owned by rightsholders (50%) and pure VOD players (47%) on TVOD, private equity on SVOD (20%) and TV (46%) on FOD had the highest share of EU27 TV seasons.
- The highest share of US seasons was found in TVOD services operated by TV players (63%), on SVOD by telecom players (59%), and on FOD services owned by pure VOD players (94%).
- Except for SVOD services owned by private equity and telecom players, SVOD catalogues had the highest share of non-US/European TV seasons for all type of catalogues.



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

- The share of EU27 TV seasons in the catalogues of EU-owned services was higher, with 33% on TVOD (versus 23% for services owned by global services), 38% on SVOD (vs. 9%) and 70% on FOD (vs. 11%).
- SVOD global services showed a higher share of non-US/European TV seasons (31%) than European TV seasons (19%).
- The lowest share of US TV seasons was found in EU-owned FOD catalogues, mainly those of national broadcasters, with 7%, followed by EU-owned SVOD services with 35%.

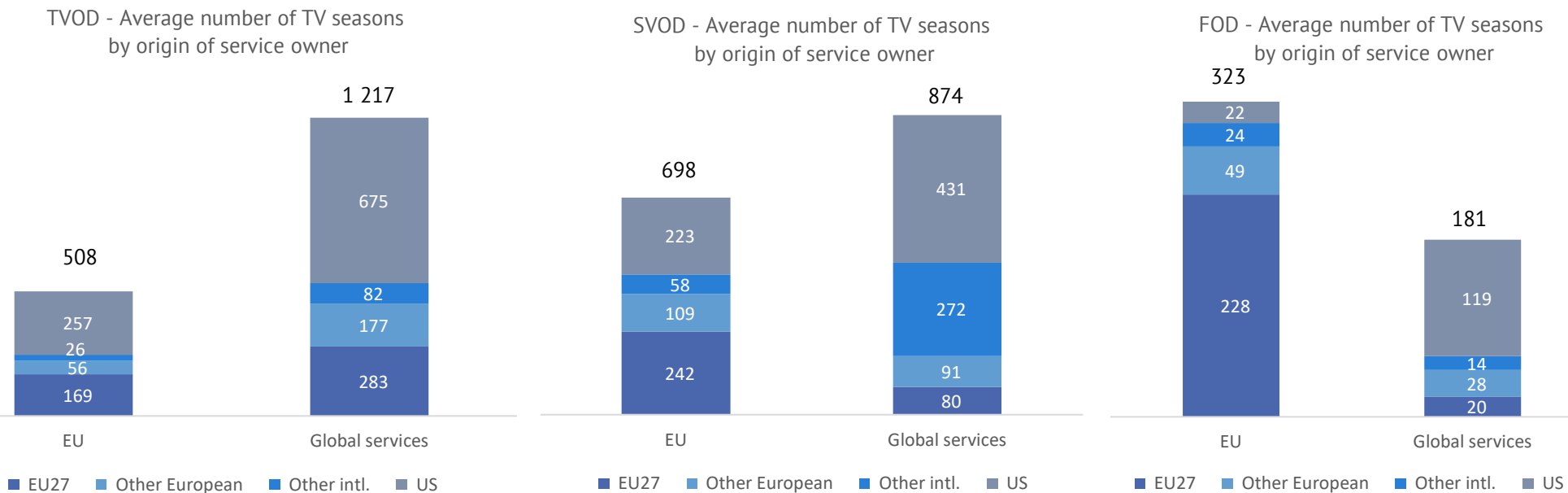


Origin	Number of TVOD catalogues	AVG nb TV seasons/cat.	Number of SVOD catalogues	AVG nb TV seasons/cat.	Number of FOD catalogues	AVG nb TV seasons/cat.
EU	30	508	43	633	15	323
Global services	43	1 217	321	874	33	181

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 with more than twice larger catalogues on average.
- ▶ EU-owned SVOD services offered a higher average number of EU27 and other European TV seasons than globally owned SVOD services and much less non-US/European and US TV season.
- ▶ EU-owned FOD services offered on average a larger number of European TV seasons than global services.

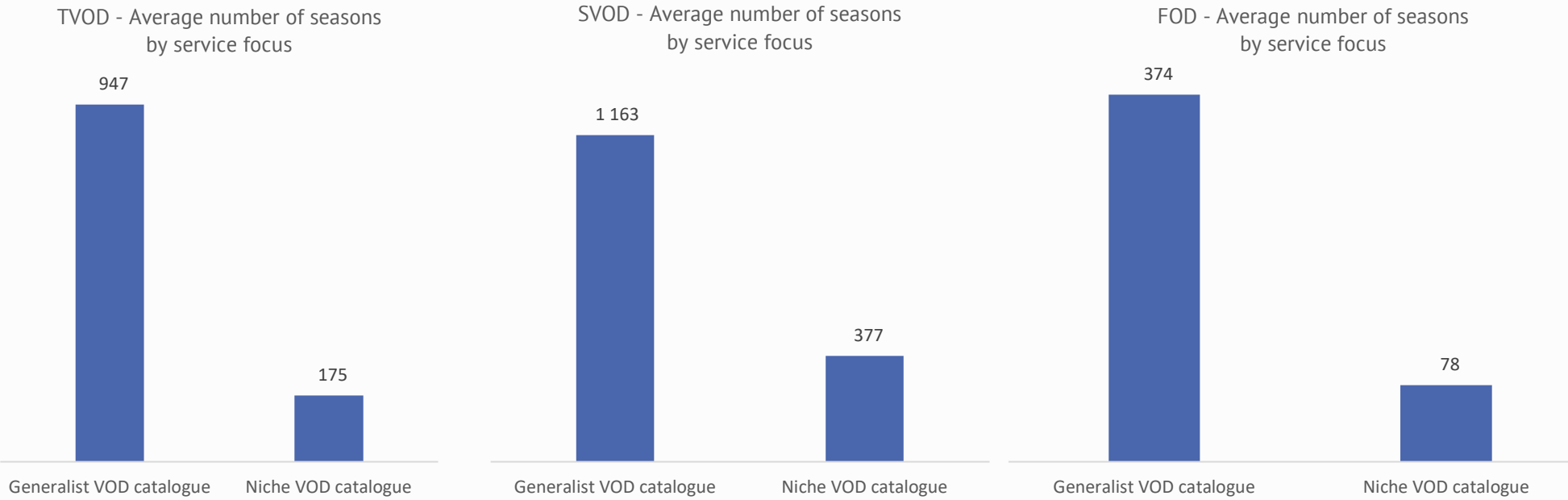


Origin	Number of TVOD catalogues	AVG nb TV seasons/cat.	Number of SVOD catalogues	AVG nb TV seasons/cat.	Number of FOD catalogues	AVG nb TV seasons/cat.
EU	30	508	43	633	15	323
Global services	43	1 217	321	874	33	181

Source: JustWatch data

A higher number of TV seasons in the general entertainment catalogues

As for films, general entertainment-focused VOD services for all three business models offered more TV seasons than niche VOD services.



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**.

EU non-national TV seasons the larger part of EU27 TV seasons on SVOD, national TV seasons on FOD and TVOD

- ▶ 53% of EU27 TV seasons in TVOD catalogues were national TV seasons, for FOD catalogues 79%.
- ▶ SVOD services EU27 TV seasons offering was mainly composed of non-national TV seasons with 72%, as pan-European and multi-country catalogues rely mostly on non-national content for their catalogues.

A high share of national TV seasons on national and pan-European TVOD services

- ▶ On TVOD, national services had a higher share (74%) of national TV seasons than pan-European services (56%) and multi-country services (40%) in their EU27 TV seasons offering.

Pan-European SVOD services rely mostly on EU non-national TV seasons for their EU27 TV seasons offering

- ▶ EU27 non-national content represented 68% of the EU27 offerings on multi-country SVOD services and 89% on pan-European SVOD services.
- ▶ On SVOD, national services relied significantly on national TV content for their EU27 offerings with 74% of EU27 TV seasons national.

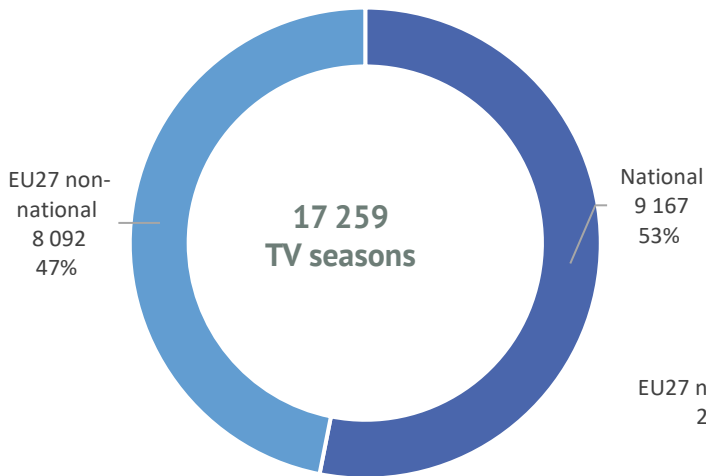
National and multi-country FOD services strongly built their offerings on national TV seasons instead of on non-national content

- ▶ On FOD, national services relied significantly on national TV content for their EU27 offerings with 83% of EU27 TV seasons, mostly in the catalogues of services owned by national (and in most cases) public broadcasters and on multi-country services with 59% of EU27 TV seasons being national.
- ▶ There were no EU27 TV seasons in the only pan-European FOD service of the sample (Classix).

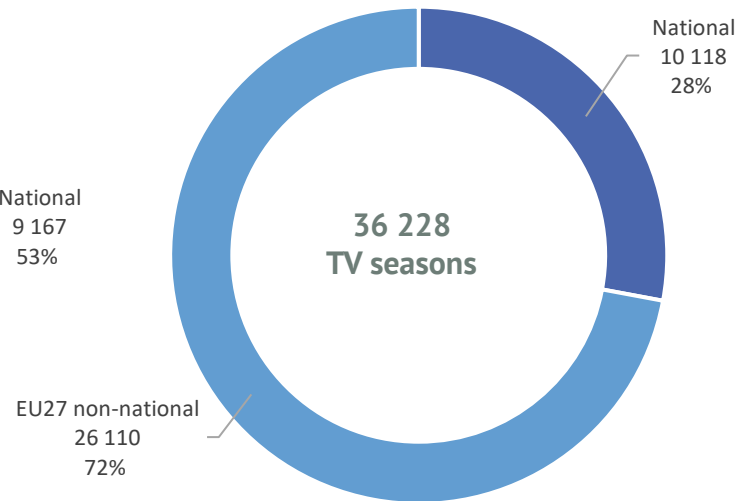
EU27: National TV seasons on FOD and TVOD, non-national on SVOD

- ▶ EU27 TV content on TVOD catalogues was mainly national TV seasons (53%).
- ▶ By contrast, EU non-national TV seasons represented 72% of EU27 TV seasons on SVOD, fuelled by global services' strategy of acquiring EU27 content to make it available in all covered countries.
- ▶ On FOD, the catalogues owned by national broadcasters, offer mostly national TV seasons with 79% of all EU27 TV seasons.

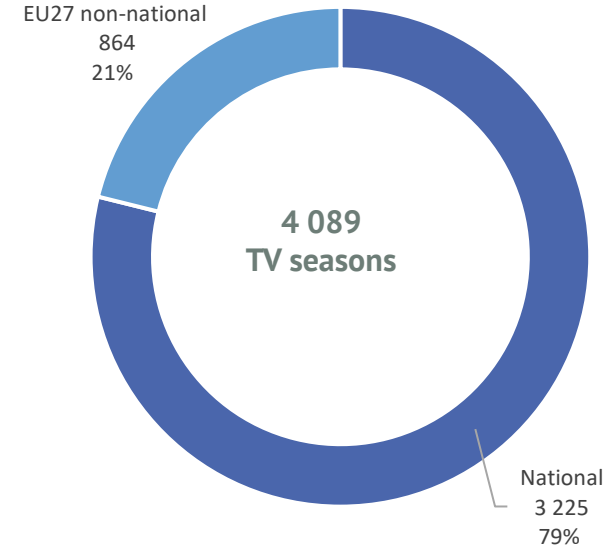
TVOD - Split of national and EU non-national TV seasons



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



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

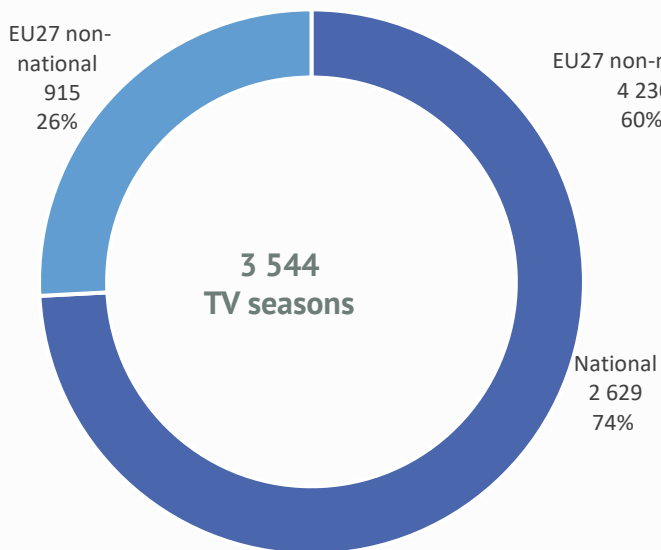


Source: JustWatch data

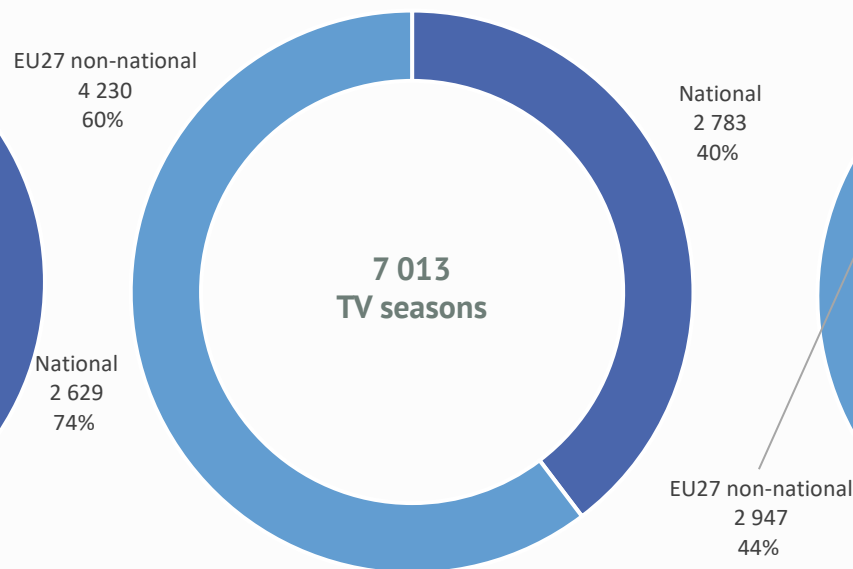
EU27: Bigger offering of national TV content on national and pan-European TVOD services

- ▶ On TVOD, national services showed a higher share (74%) of national TV seasons than multcountry services (40%) and pan-European services (56%).

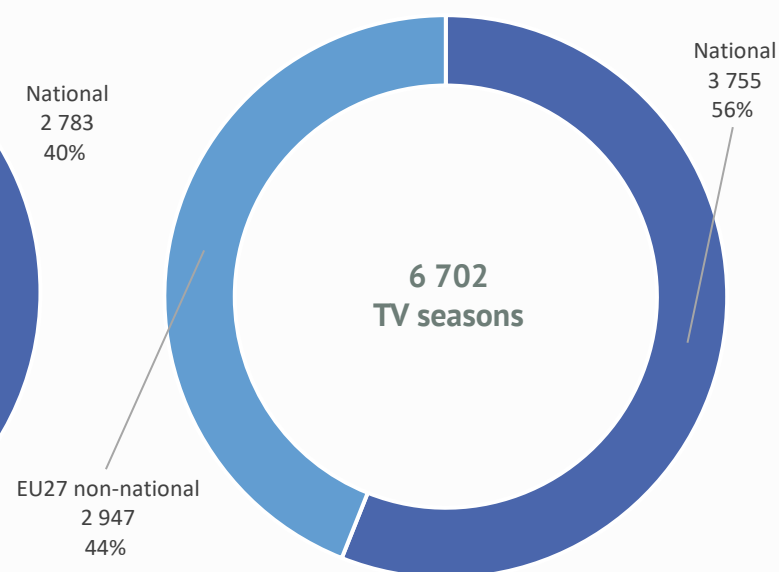
TVOD 11 national services –
Split of national and EU27 non-national TV seasons



TVOD 24 multi-country services –
Split of national and EU27 non-national TV seasons



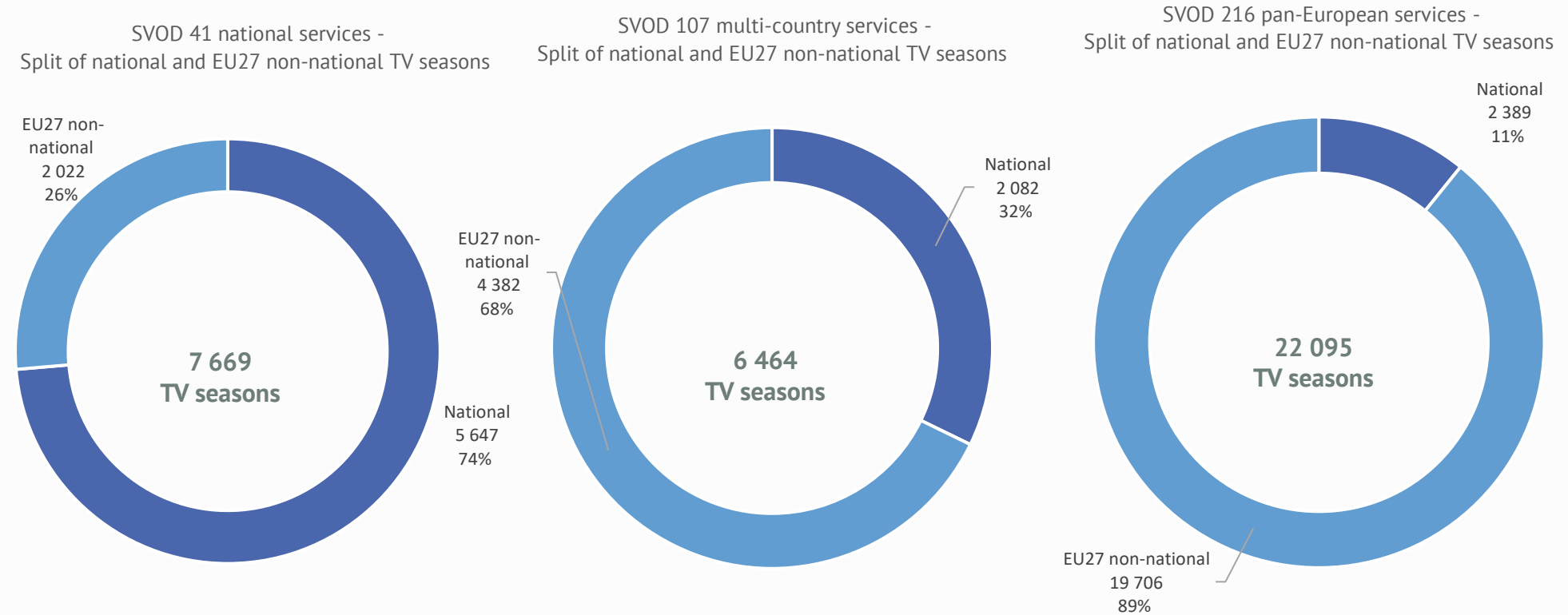
TVOD 38 pan-European services –
Split of national and EU27 non-national TV seasons



Source: JustWatch data

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

- ▶ On SVOD, national services relied significantly on national TV seasons for their EU27 TV seasons offer with a 74% share of national TV seasons.
- ▶ Multi-country services offered mainly non-national European content with 68% 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.

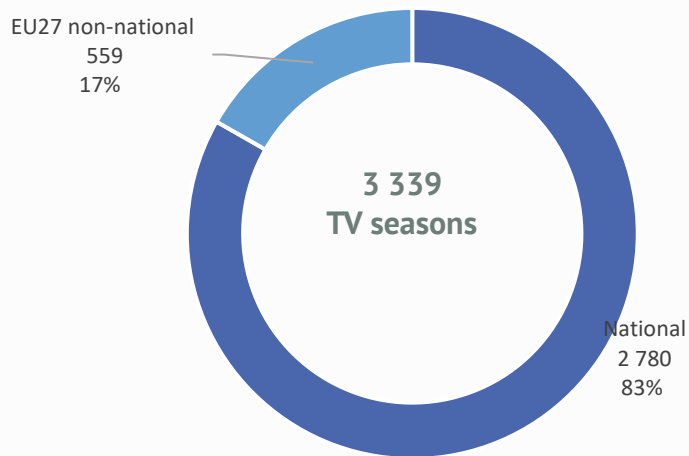


Source: JustWatch data

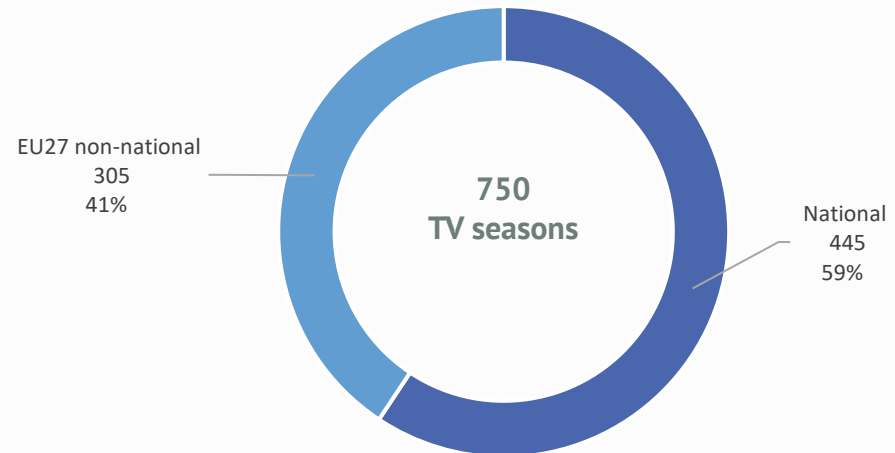
On FOD services, EU27 TV seasons mostly of national origin

- ▶ National FOD services, mostly operated by broadcasters, offered a majority of 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 59% 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 13 national services -
Split of national and EU27 non-national TV seasons



FOD 11 multi-country services -
Split of national and EU27 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, Germany and France were the top EU27 TV seasons exporters (with 60% of all exported TV seasons)

- ▶ Followed by TV seasons from Sweden, Italy, Austria, Denmark and Belgium.
- ▶ The top 10 exporting countries accounted for 96% of exported EU27 TV seasons.
- ▶ British TV seasons accounted for the bulk of other European TV seasons with 90% of the total.

On SVOD, France, Germany and Spain were the top EU27 TV seasons exporters (with 60% of all exported TV seasons)

- ▶ The top 10 exporting countries accounted for 94% of exported EU27 TV seasons.
- ▶ British TV seasons accounted for the bulk of other European TV seasons with 92% of the total.

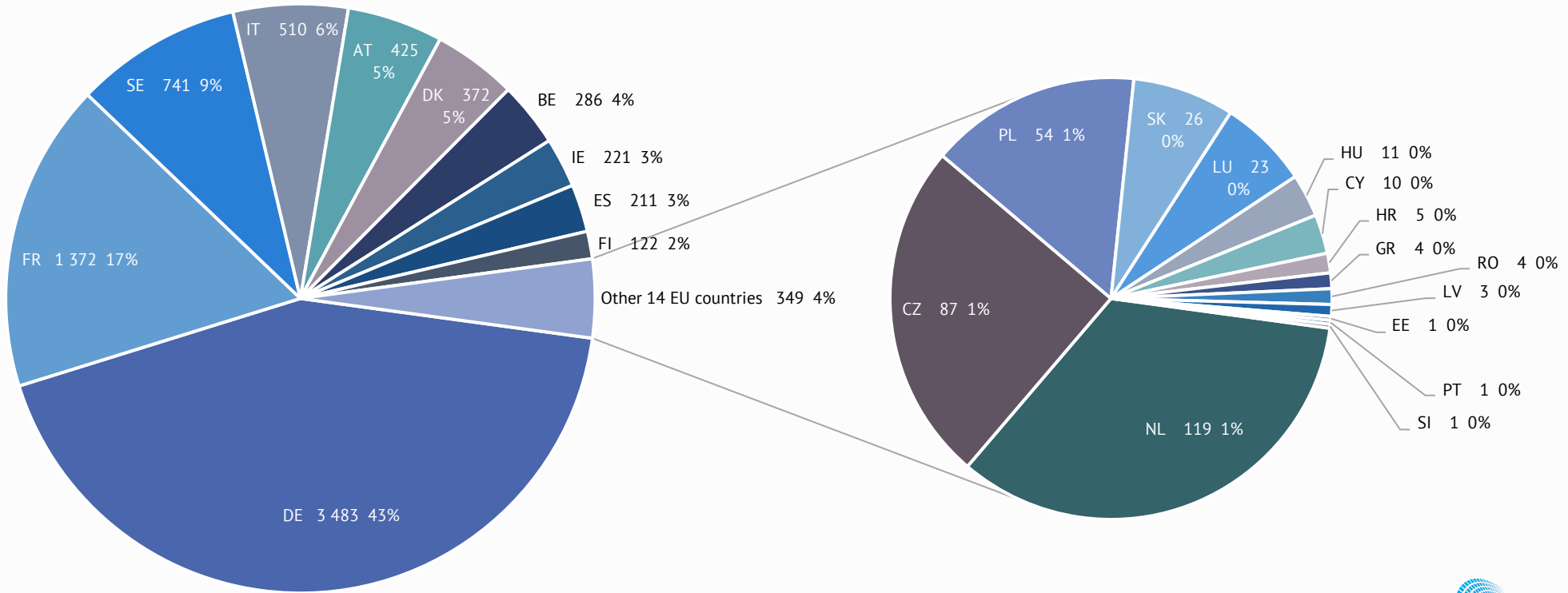
On FOD, Germany, France and Sweden were the top EU27 TV seasons exporters (with 63% of exported TV seasons)

- ▶ The top 10 exporting countries accounted for 96% of exported EU27 TV seasons.
- ▶ Nordic TV seasons accounted for 25% of all exported EU27 TV seasons on FOD, also due to the presence of several Nordic FOD catalogues.
- ▶ British TV seasons made up the lion's share of other European seasons with 89% of the total.

24 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.
- ▶ The top 10 exporting countries accounted for 96% of all exported TV seasons on TVOD.

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



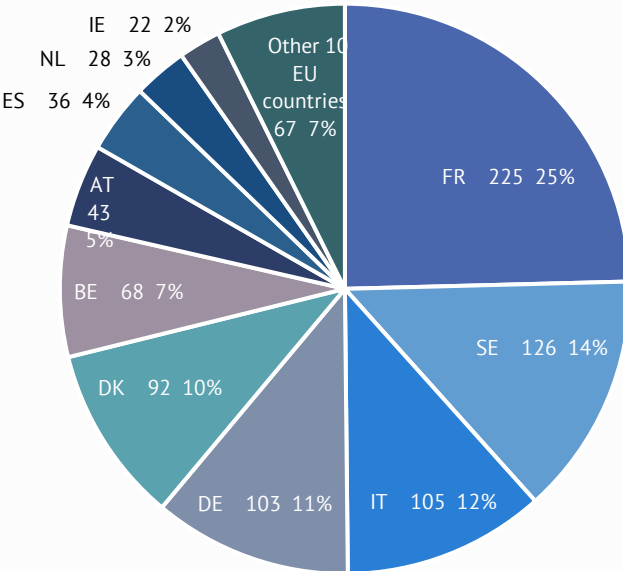
(*) Partly due to the weight of German and Austrian services in the sample.

Source: JustWatch data

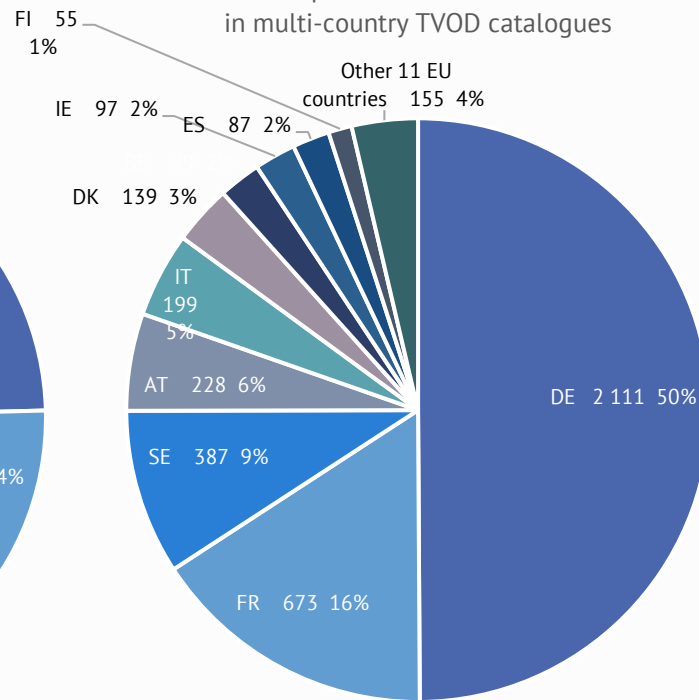
More diversified catalogues in national TVOD catalogues when it comes to production country

- On multi-country TVOD services, half of EU27 exported content was of German* origin and on pan-European 43%.
- On national TVOD services, French, German, Swedish and Italian TV seasons accounted for 62% of all exported TV seasons.

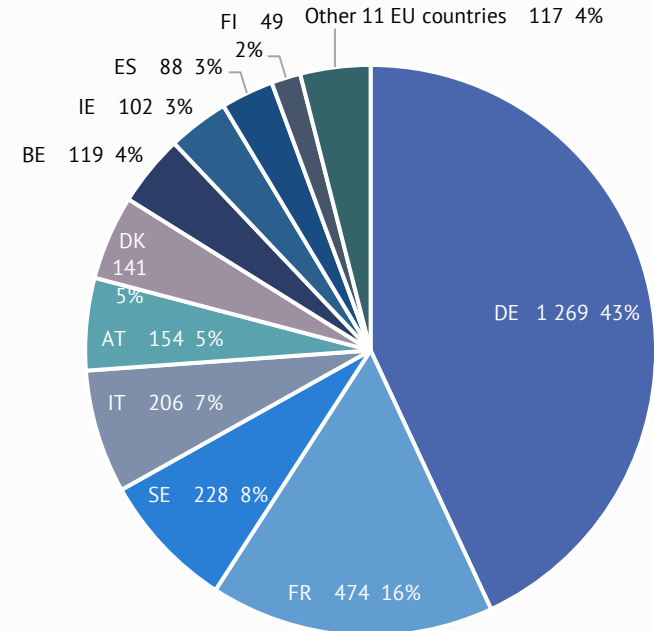
Export of EU TV seasons in national TVOD catalogues



Export of EU TV seasons in multi-country TVOD catalogues



Export of EU TV seasons in pan-European TVOD catalogues

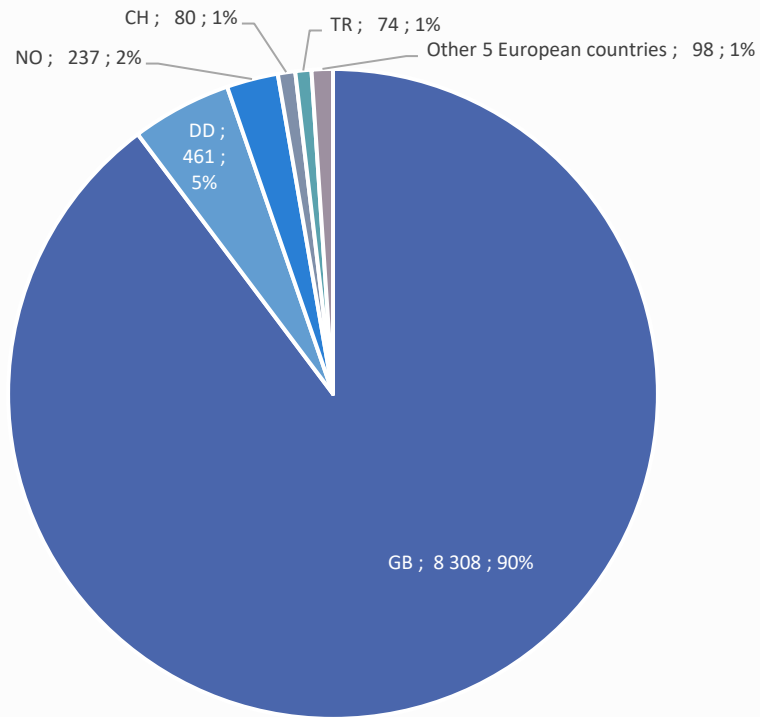


(* Partly due to the weight of German and Austrian services in the sample.

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

- ▶ British TV seasons dominated the export of other European TV seasons on TVOD services with 90% of all other European TV seasons.

TVOD – Number of other European TV seasons by country of origin

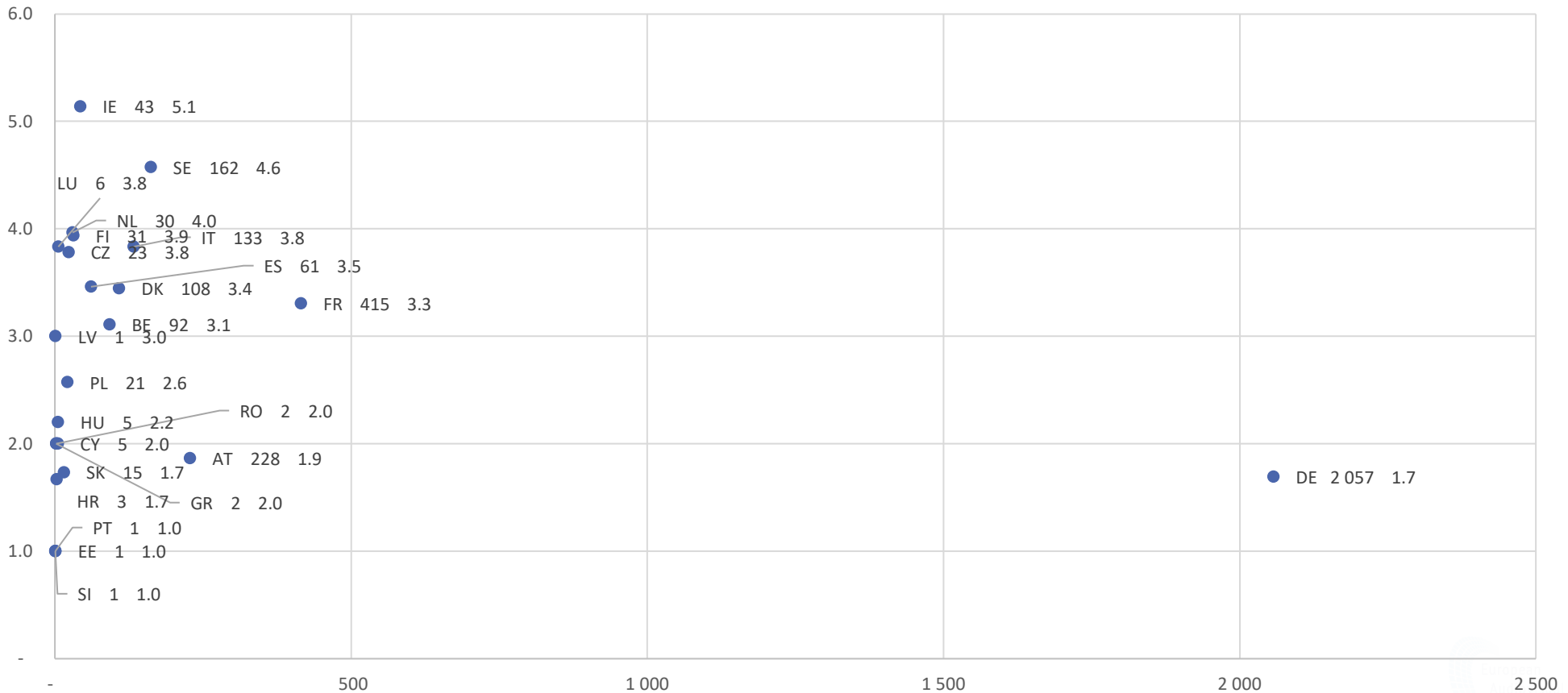


Source: JustWatch data

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 1.7 countries (mostly to Austria).
- ▶ Irish, Swedish and Dutch TV seasons showed the highest export average with 5.1, 4.6 and 4 countries on average.
- ▶ From the EU4, Italian TV seasons had the highest number of export countries, with an average presence in 3.8 countries, followed by Spanish with 3.5 and French with 3.3 countries.

TVOD - Number of unique EU TV seasons exported outside of their country of origin and average non-national country presence



Read the matrix as: 2 057 German TV seasons were exported with an average country presence in 1.7 countries

Source: JustWatch data

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

- Italy produced 6 of the top exported TV seasons, Ireland 2, Sweden 3, France and Austria 2 and Spain, Denmark and Germany each 1.

Top 20 EU27-exported TV seasons in 73 TVOD catalogues

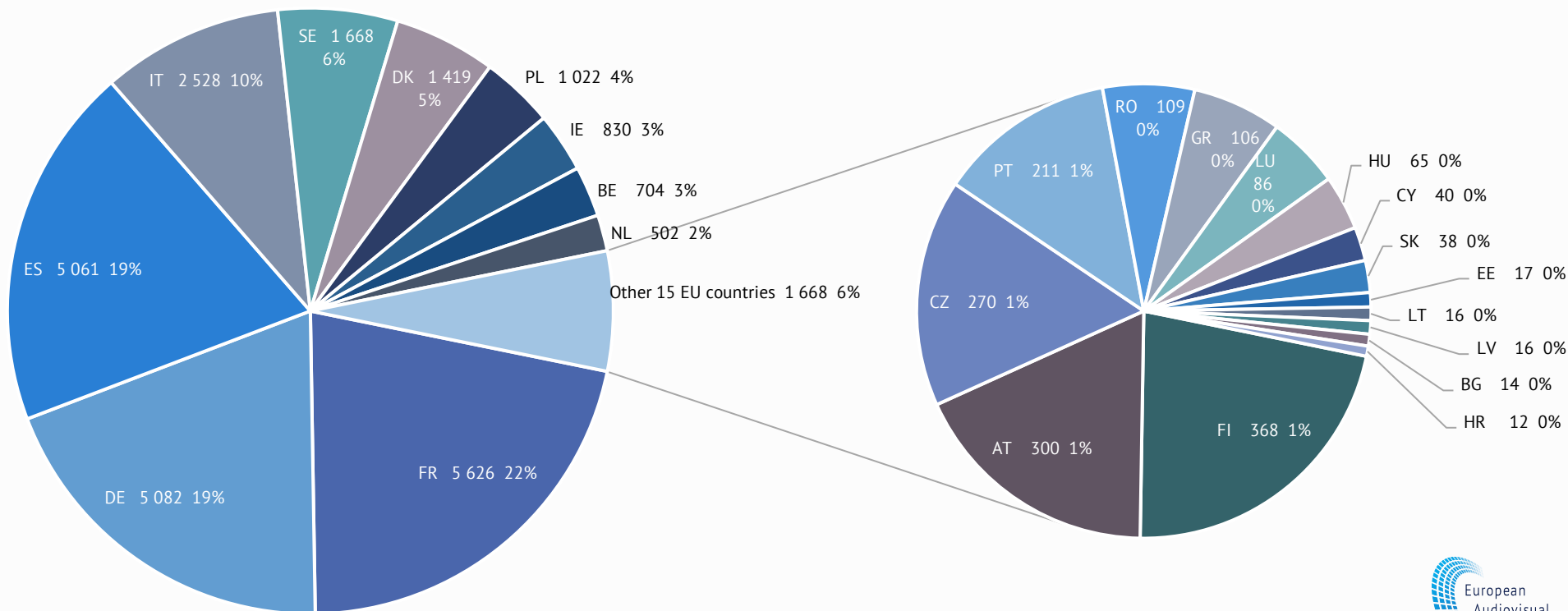
Original Title	Production Countries	Prod Year	Export EU catalogues	Export EU countries
Le monde en face	FR	2009	23	6
Great Performances	ES	2005	23	18
Red Bull Signature Series	AT	2012	22	20
Hollywood in Vienna	AT	2011	18	18
L'amica geniale	IT,US	2018	16	6
Gomorra: La serie	IT,DE	2014	15	4
The Tudors	IE,CA,US,GB	2007	14	5
The Tudors	IE,CA,US,GB	2007	14	5
The Tudors	IE,CA,US,GB	2007	14	5
Gomorra: La serie	IT,DE	2014	14	4
Gomorra: La serie	IT,DE	2014	14	4
Gomorra: La serie	IT,DE	2014	14	4
Ninjago: Masters of Spinjitzu	DK,SG,CA,US	2011	14	4
The Tudors	IE,CA,US,GB	2007	14	5
L'amica geniale	IT,US	2020	13	6
Beck	SE	1997	13	4
Versailles	FR,CA	2015	13	5
Beck	SE	1997	13	4
Tatort	DE,AT,CH	1970	13	4
Bron/Broen	SE,DK,DE	2011	12	6

Source: JustWatch data

EU4 TV seasons accounted for 70% 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.

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

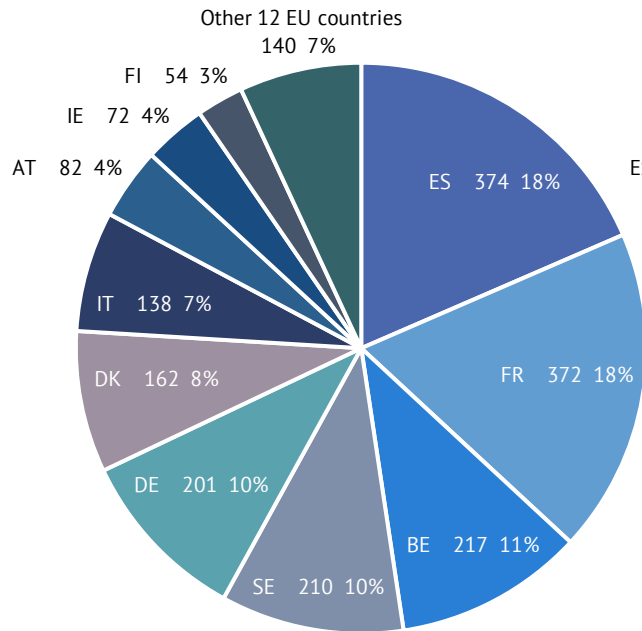


Source: JustWatch data

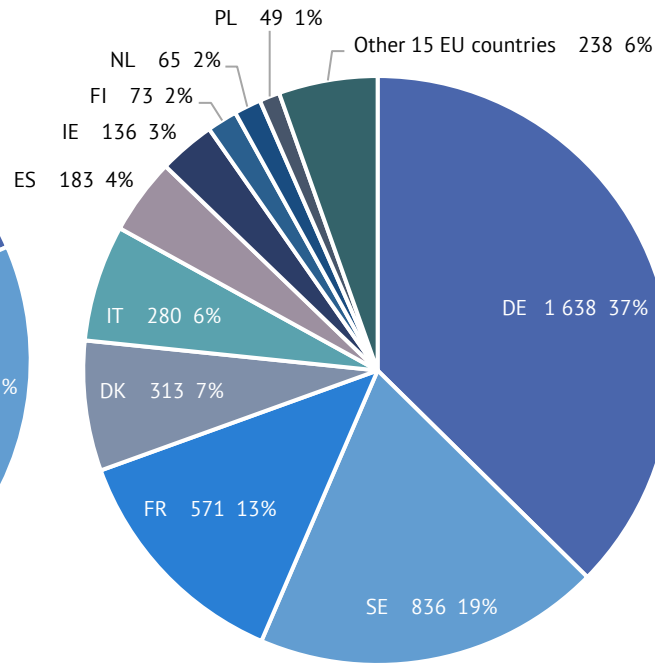
Differences in the export of EU27 TV seasons by coverage of SVOD catalogues

- ▶ For national SVOD catalogues, Spanish, French, Swedish and Belgian TV seasons made up 57% of all exported EU27 TV seasons.
- ▶ For multi-country SVOD catalogues, German, Swedish, French and Danish TV seasons accounted for 76% of all exported EU27 TV seasons.
- ▶ In pan-European SVOD catalogues, French, Spanish, German and Italian TV seasons accounted for 74% of all exported TV seasons.

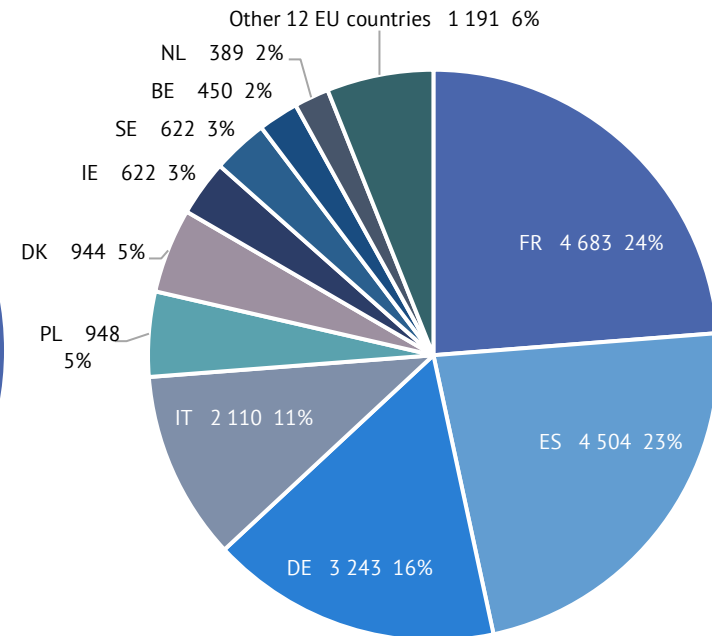
Export of EU TV seasons in national SVOD catalogues



Export of EU TV seasons in multi-country SVOD catalogues



Export of EU TV seasons in pan-European SVOD catalogues

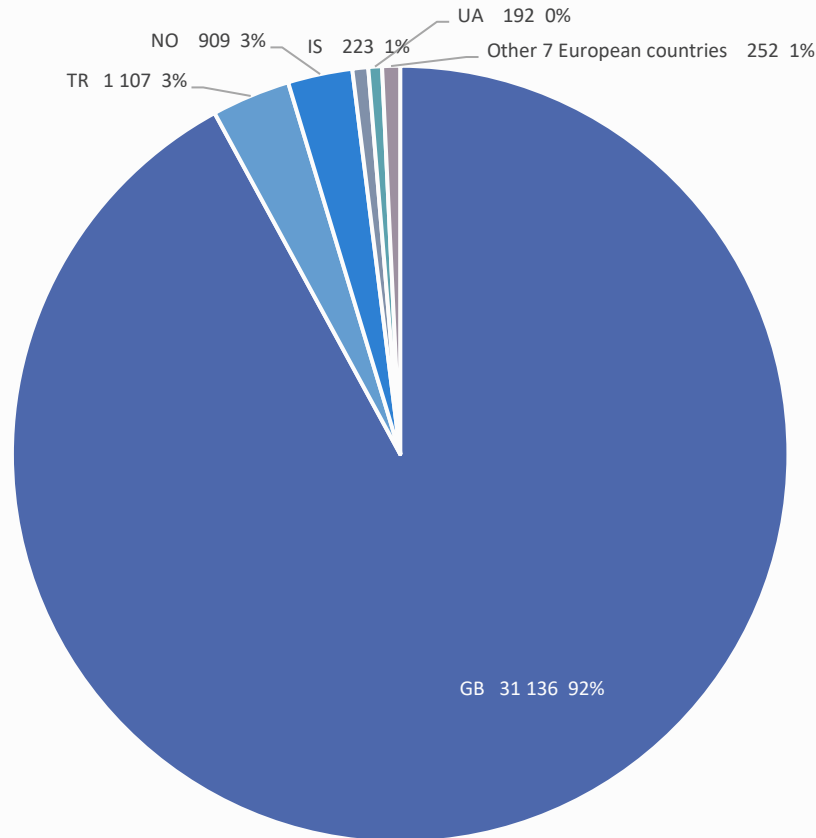


Source: JustWatch data

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, Iceland and Ukraine completed the top 5 for other European TV seasons albeit with a much lower amount than for British TV seasons.

SVOD – Number of other European TV seasons by country of origin



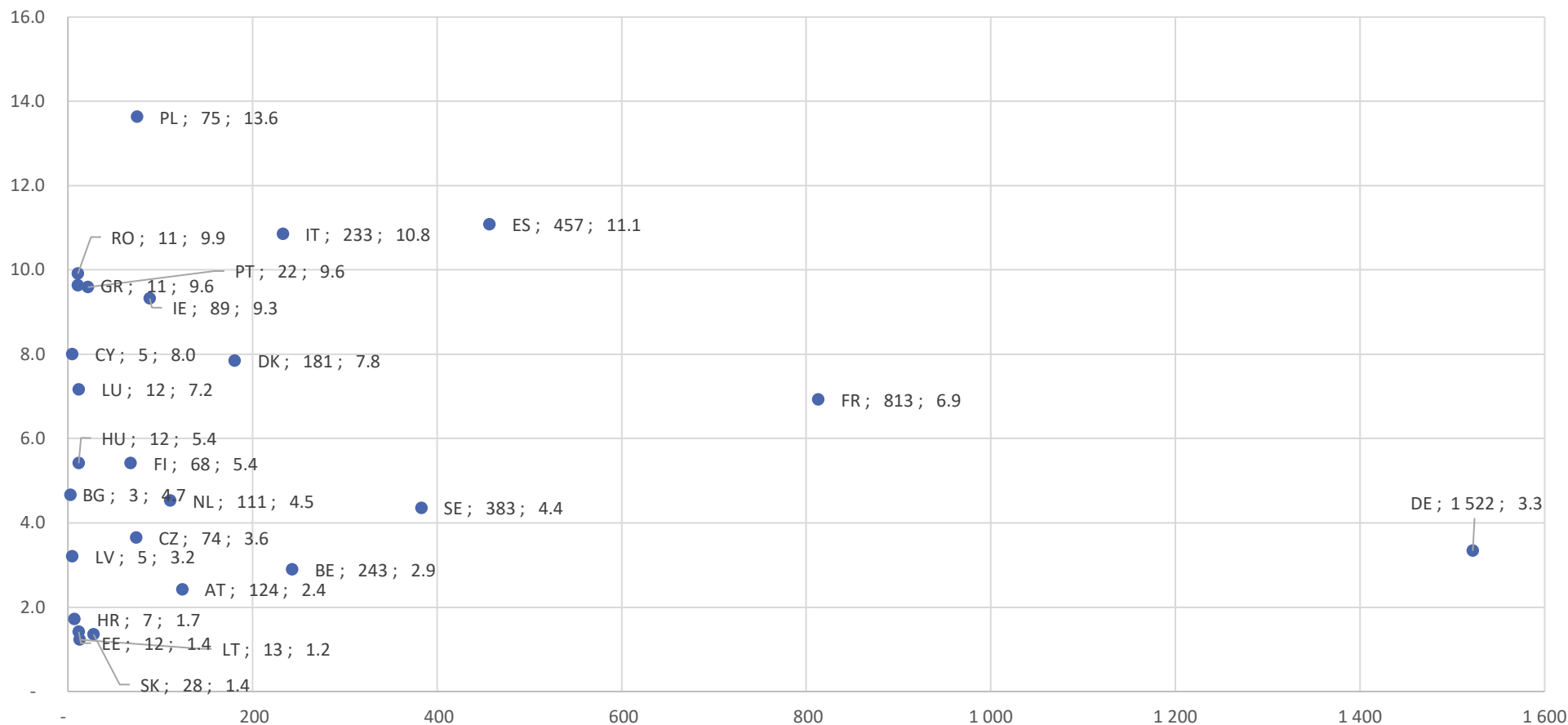
Source: JustWatch data

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, Spanish and Italian seasons circulated the best, mostly in the catalogues of pan-European SVOD services.

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



Read the matrix as: 457 Spanish TV seasons were exported with an average country presence in 11.1 countries. Source: JustWatch data

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

- ▶ 15 French TV seasons, 2 Irish and Spanish and 1 Danish made the top 20 list of exported EU27 TV seasons.
- ▶ The top 20 list is made up mostly of children animation series which are often found in several SVOD catalogues.

Top 20 EU27-exported TV seasons in 364 SVOD catalogues

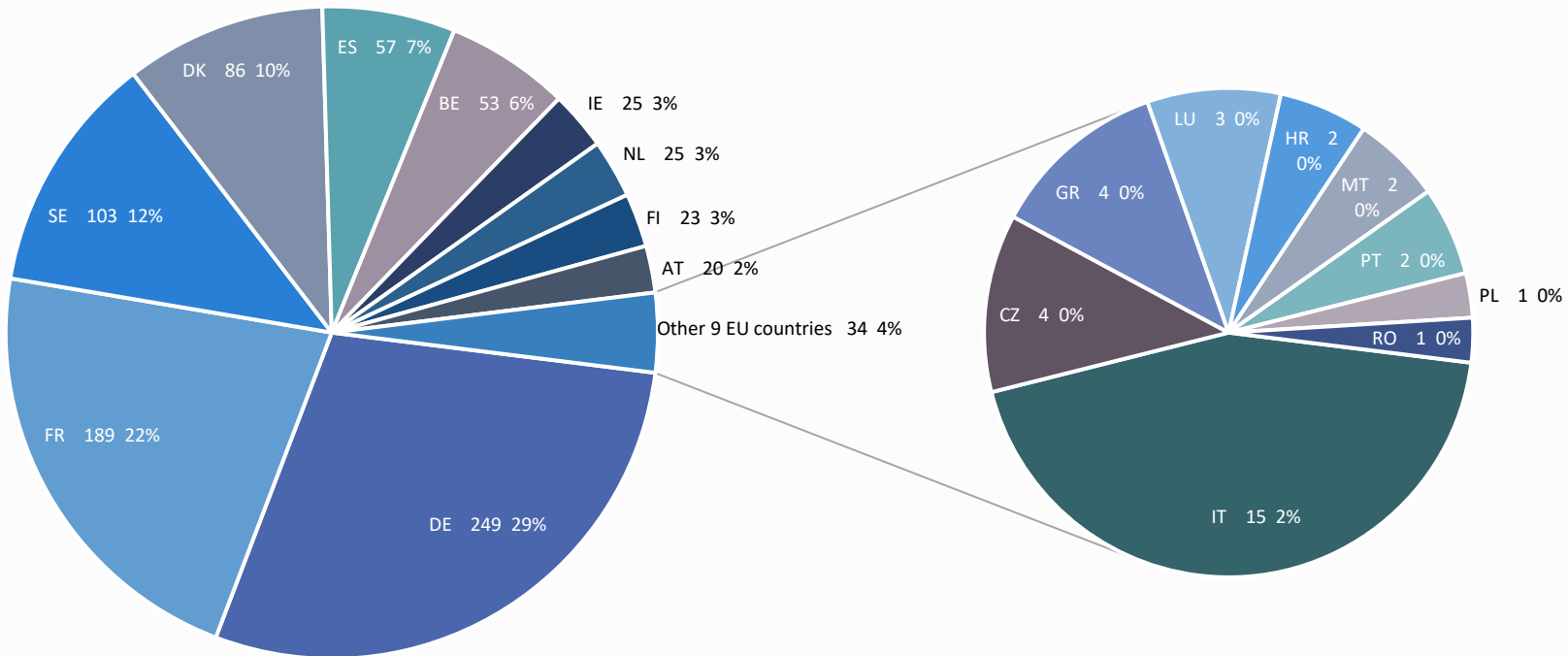
Original Title	Production Countries	Prod Year	Export EU catalogues	Export EU countries
LEGO Friends: Girls on a Mission	DK	2018	49	24
PJ Masks	FR,GB	2015	48	24
Miraculous: Tales of Ladybug & Cat Noir	FR,KR,JP,US	2015	47	24
Miraculous: Tales of Ladybug & Cat Noir	FR,KR,JP,US	2015	45	24
Grizzy and the Lemmings	FR	2016	45	24
PJ Masks	FR,GB	2015	44	23
Grizzy and the Lemmings	FR	2019	44	24
Gigantosaurus	FR	2019	44	23
Miraculous: Tales of Ladybug & Cat Noir	FR,KR,JP,US	2015	43	24
Grizzy and the Lemmings	FR	2021	43	24
PJ Masks	FR,GB	2015	41	23
Vikings	IE,CA	2013	40	24
Find Me in Paris	FR,DE	2018	39	19
Pocoyo	ES,GB	2005	38	19
Cry Babies Magic Tears	FR	2018	37	24
Pocoyo	ES,GB	2005	37	19
Cry Babies Magic Tears	FR	2019	37	24
Find Me in Paris	FR,DE	2018	36	19
Vikings	IE,CA	2013	36	24
Zig & Sharko	FR	2010	36	22

Source: JustWatch data

German, French and Nordic TV seasons account for 76% of exported EU27 TV seasons on FOD

- ▶ On FOD, Germany (29%) and France (22%) were the main exporters of EU27 TV seasons, followed by Sweden (12%) and Denmark (10%), with Finnish TV seasons accounting for 3%.
- ▶ While the EU4 accounted for 60% of all exported TV seasons, Nordic TV seasons represented 25% of all exported TV seasons on FOD.

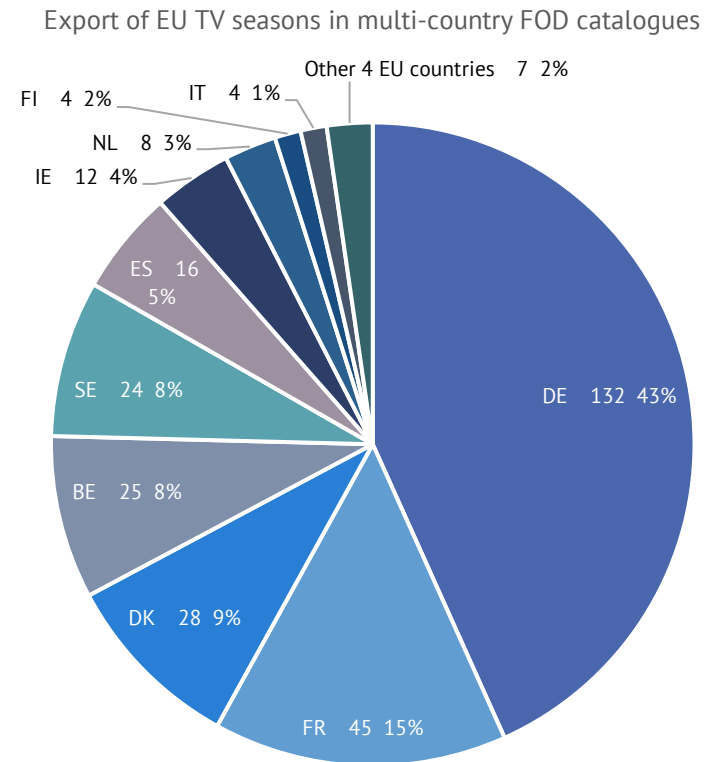
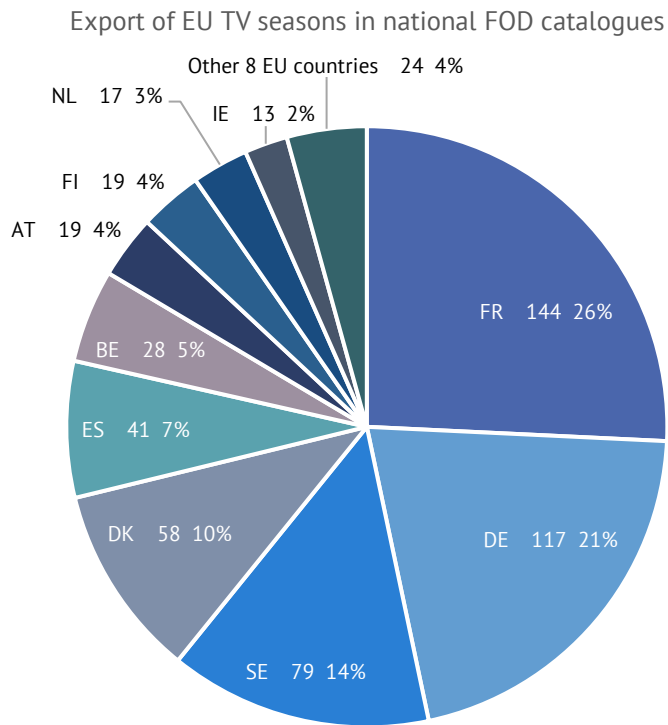
FOD – Number of EU TV seasons exported outside of their national market by country of origin



Source: JustWatch data

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

- ▶ France, Germany, Sweden, Denmark and Spain were the top 5 exporting countries for TV seasons in FOD catalogues.
- ▶ For multi-country FOD catalogues, Germany, France, Denmark, Belgium and Sweden were the top 5 exporting countries.
- ▶ No EU27 TV seasons were available in the catalogues of Classix, the only pan-European FOD service in the sample.

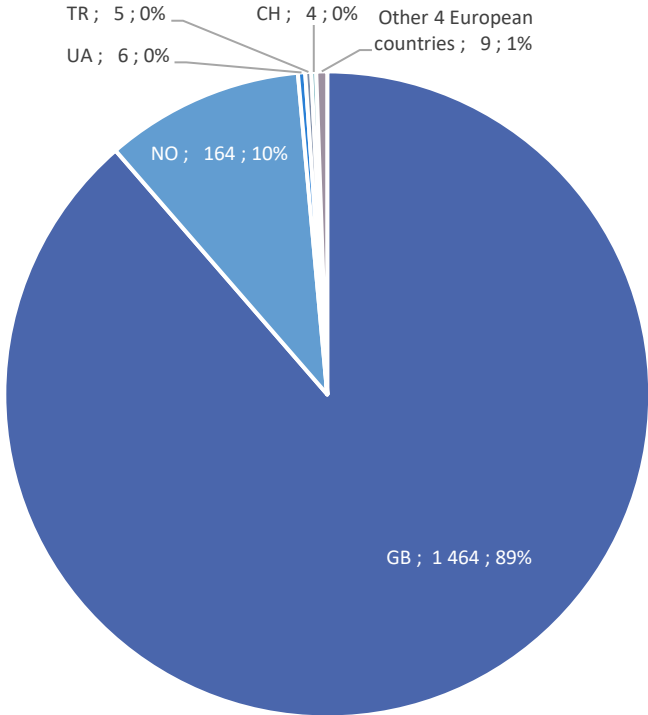


Source: JustWatch data

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

- ▶ British TV seasons made up 89% of all other European TV seasons found in FOD catalogues.
- ▶ Norway (due to several Nordic streaming services in the sample) accounted for 10% of all other European TV seasons exported on FOD.

FOD – Number of other European TV seasons by country of origin

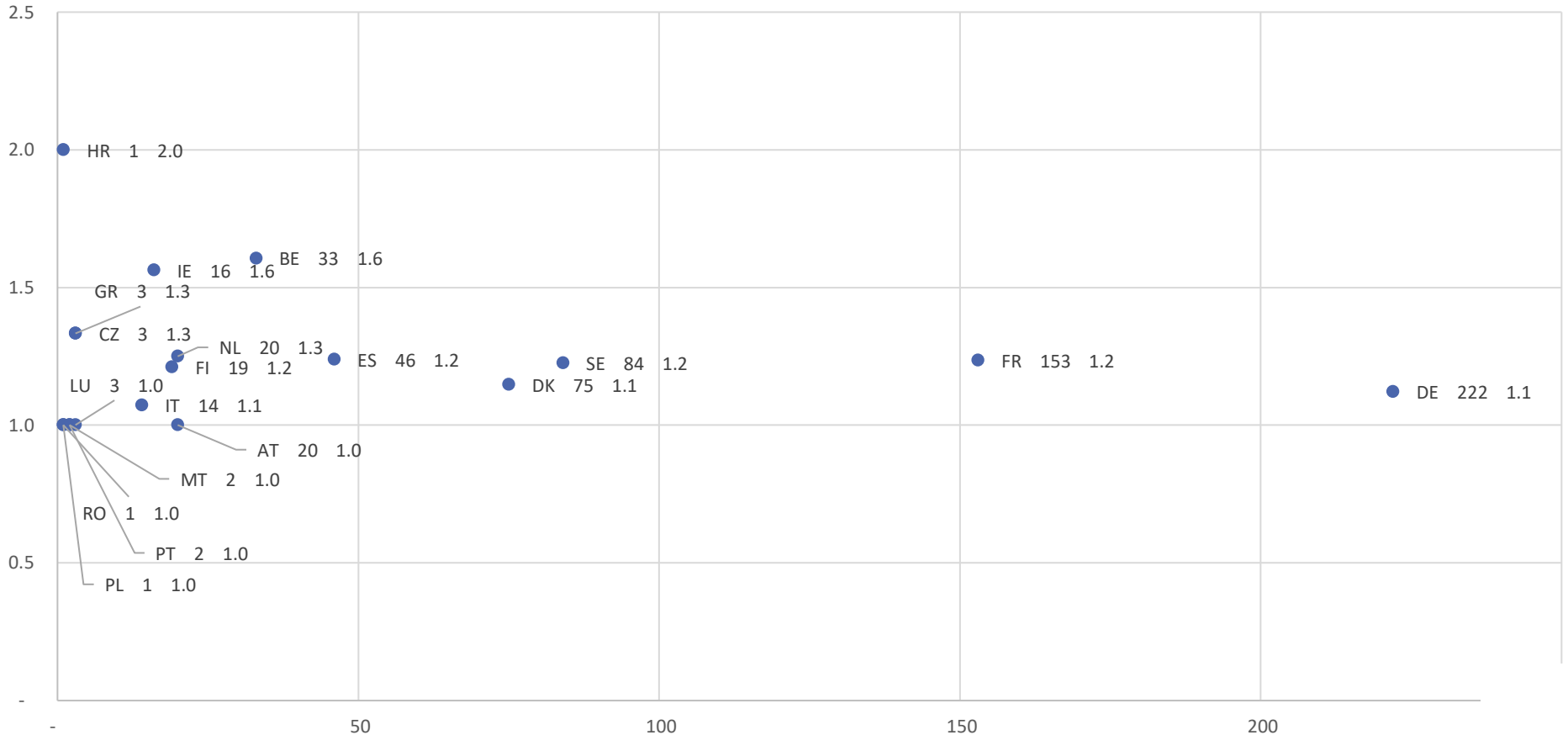


Source: JustWatch data

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 and with a lower amount of TV seasons than for TVOD and SVOD.

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



Read the matrix as: 153 French TV seasons were exported with an average country presence in 1.2 countries.

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

- ▶ 5 Belgian TV seasons, 4 French and Danish, 3 German, 2 Spanish and 1 Dutch and Irish made up the top 20 list of exported EU27 TV seasons
- ▶ As opposed to SVOD and TVOD, with the lower number of exported TV seasons, being in only a handful of catalogues or countries qualifies a title for the top list.

Top 20 EU27 exported TV seasons in 48 FOD catalogues

Original Title	Production Countries	Prod Year	Export EU catalogues	Export EU countries
Indices	BE	2015	5	5
Indices	BE	2015	5	5
Indices	BE	2015	5	5
Indices	BE	2015	4	4
Indices	BE	2015	4	4
Normal People	IE,GB,US	2020	4	4
Theodosia	FR	2022	4	4
DNA	DK,FR	2019	4	4
Simon	FR	2016	3	3
Borgen	DK	2010	3	3
Borgen	DK	2010	3	3
Babylon Berlin	DE	2017	3	3
Ghost Chasers	NL	2016	3	3
Simon	FR	2016	3	3
Rani	FR	2011	3	2
Wild Germany	DE	2011	3	3
Polseres vermelles	ES	2011	3	3
Wir Geiseln der SS	DE	2015	3	3
Polseres vermelles	ES	2011	3	3
Borgen	DK	2010	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	Grand Total
AT	10	44	15	69
BE	5	26	6	37
BG	3	22	4	29
CZ	3	23	6	32
DE	17	57	21	95
DK	5	28	8	41
EE	3	20	5	28
ES	8	34	11	53
FI	6	27	9	42
FR	9	41	18	68
GR	3	17	5	25
HR	5	29	4	38
HU	3	21	6	30
IE	3	31	9	43
IT	8	42	7	57
LT	3	21	5	29
LV	3	20	5	28
MT	4	20	3	27
NL	4	30	11	45
PL	3	24	9	36
PT	4	22	8	34
RO	3	19	3	25
SE	7	28	9	44
SI	4	23	4	31
SK	4	33	5	42
Grand Total	130	702	196	1 028

TV - VOD services by country and business model

Country	FoD	SVoD	TVoD	Grand Total
AT	3	16	9	28
BE	3	12	1	16
BG	1	10	1	12
CZ	1	11	2	14
DE	5	26	11	42
DK	3	20	5	28
EE	1	10	1	12
ES	3	18	5	26
FI	2	20	4	26
FR	5	19	7	31
GR	1	8	1	10
HR	1	16		17
HU	1	11	1	13
IE	1	17	5	23
IT	4	19	3	26
LT	1	10	1	12
LV	1	10	1	12
MT		12		12
NL	2	17	3	22
PL	1	12	3	16
PT	2	11	2	15
RO	1	8		9
SE	3	19	5	27
SI	1	14	1	16
SK	1	18	1	20
Grand Total	48	364	73	485

Source: JustWatch data

TVOD catalogues and countries in the film sample

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

Source: JustWatch data

SVOD catalogues and countries in the film sample 1/4

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
amazoncinematico 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	amazontvkortos ES	Argo DK	BroadwayHD DE	contv HR	DaFilms AT	Dekkoo EE
Amazon Film Total DE	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 2/4

Cine Member NL	curiositystream LT	DaFilms PT	Disney+ AT	Docsville DK	filmbox FR
C More DK	curiositystream LV	DaFilms RO	Disney+ BE	Docsville EE	filmbox GR
C More FI	curiositystream MT	DaFilms SE	Disney+ DE	Docsville ES	filmbox HR
ComHem Play SE	curiositystream NL	DaFilms SK	Disney+ DK	Docsville FI	filmbox HU
ConTV Comics DE	curiositystream PL	Dansk Filmskat DK	Disney+ ES	Docsville FR	filmbox IE
ConTV Comics NL	curiositystream PT	Dekkoo AT	Disney+ FI	docsville GR	filmbox IT
contv HR	curiositystream RO	Dekkoo BE	Disney+ FR	docsville HR	filmbox LT
contv MT	curiositystream SE	dekkoo BG	Disney+ IE	Docsville HU	filmbox LV
contv SI	curiositystream SI	Dekkoo CZ	Disney+ IT	Docsville IE	filmbox MT
contv SK	curiositystream SK	Dekkoo DE	Disney+ NL	Docsville IT	filmbox NL
Crunchyroll BE	curzonhomecinema IE	Dekkoo DK	disneyplus BG	Docsville LT	Filmbox PL
crunchyroll BG	DaFilms AT	Dekkoo EE	Disney Plus cz	Docsville LV	filmbox PT
Crunchyroll IT	DaFilms BE	Dekkoo ES	disneyplus EE	Docsville NL	filmbox RO
Crunchyroll SE	dafilms BG	Dekkoo FI	disneyplus GR	Docsville PL	filmbox SE
crunchyroll SK	DaFilms CZ	Dekkoo FR	disneyplus HR	Docsville PT	filmbox SI
curiositystream AT	DaFilms DE	dekkoo GR	disneyplus HU	Docsville RO	Filmbox SK
curiositystream BE	DaFilms DK	dekkoo HR	disneyplus LT	Docsville SE	filmingo AT
curiositystream BG	DaFilms EE	Dekkoo HU	disneyplus LV	docsville SK	filmingo DE
curiositystream CZ	DaFilms ES	Dekkoo IE	disneyplus MT	Draken Film SE	filminplus PT
curiositystream DE	DaFilms FI	Dekkoo IT	disneyplus PL	edisonline SK	Filmstriben DK
curiositystream DK	DaFilms FR	Dekkoo LT	disneyplus RO	Film1 NL	Filmtastic Amazon Channel DE
curiositystream EE	dafilms GR	Dekkoo LV	disneyplus SI	filmbox AT	FlixOlé ES
curiositystream ES	dafilms HR	dekkoo MT	disneyplus SK	filmbox BE	flixole HR
curiositystream FI	DaFilms HU	Dekkoo NL	Disney+ PT	filmbox BG	flixole MT
curiositystream FR	DaFilms IE	Dekkoo PL	Disney+ SE	Filmbox CZ	flixole SI
curiositystream GR	DaFilms IT	Dekkoo PT	Docsville AT	filmbox DE	flixole SK
curiositystream HR	DaFilms LT	Dekkoo RO	Docsville BE	filmbox DK	Fubo TV ES
curiositystream HU	DaFilms LV	Dekkoo SE	docsville BG	filmbox EE	funimationnow IE
curiositystream IE	DaFilms NL	dekkoo SI	Docsville CZ	filmbox ES	Go3 EE
curiositystream IT	DaFilms PL	dekkoo SK	Docsville DE	filmbox FI	Go3 LT

SVOD catalogues and countries in the film sample 3/4

Go3 LV	hbomax SK	Hoichoi SE	MagellanTV DK	MUBI EE	Netflix EE
GuideDoc AT	HBO Nordic DK	hoichoi SI	MagellanTV EE	MUBI ES	Netflix ES
guidedoc BG	HBO Nordic FI	hoichoi SK	MagellanTV ES	MUBI FI	Netflix FI
GuideDoc DE	HBO Nordic SE	Home of Horror DE	MagellanTV FI	MUBI FR	Netflix FR
GuideDoc DK	Herzokino Amazon Channels DE	Horizon HU	MagellanTV FR	mubi GR	Netflix GR
GuideDoc EE	hidive HR	Horizon RO	magellantv GR	mubi HR	Netflix HR
GuideDoc ES	Hidive IE	Horizon/UPC PL	magellantv HR	MUBI HU	Netflix HU
GuideDoc FI	hidive SK	hrti HR	MagellanTV HU	MUBI IE	Netflix IE
guidedoc HR	Hoichoi AT	iprima CZ	MagellanTV IE	MUBI IT	Netflix IT
GuideDoc IE	Hoichoi BE	iqiyi HR	MagellanTV IT	MUBI LT	Netflix LT
GuideDoc IT	hoichoi BG	iqiyi MT	MagellanTV LT	MUBI LV	Netflix LV
GuideDoc LT	Hoichoi CZ	iqiyi SI	MagellanTV LV	mubi MT	Netflix MT
GuideDoc LV	Hoichoi DE	iqiyi SK	magellantv MT	MUBI NL	Netflix NL
GuideDoc NL	Hoichoi DK	iviru HR	MagellanTV NL	MUBI PL	Netflix PL
GuideDoc PL	Hoichoi EE	iviru SK	MagellanTV PL	MUBI PT	Netflix PT
GuideDoc SE	Hoichoi ES	iwantffc HR	MagellanTV PT	MUBI RO	Netflix RO
guidedoc SK	Hoichoi FI	iwantffc SK	MagellanTV RO	MUBI SE	Netflix SE
hbomax BG	Hoichoi FR	Joyn DE	MagellanTV SE	mubi SI	Netflix SI
hbomax CZ	hoichoi GR	Joyn Plus DE	magellantv SI	MUBI SK	Netflix SK
HBO Max DK	hoichoi HR	KPN NL	magellantv SK	MyCanal AppleTV+ FR	Nexo+ IT
HBO Max ES	Hoichoi HU	LaCinetek AT	magentatv AT	Netflix AT	NLZIET NL
HBO Max FI	Hoichoi IE	LaCinetek BE	Mediaset Infinity IT	netflixbasicwithads DE	OCS GO FR
hbomax HR	Hoichoi IT	LaCinetek DE	Mediaset Premium Play IT	netflixbasicwithads ES	Otta SK
hbomax HU	Hoichoi LT	lepsitv CZ	Movistar+ ES	netflixbasicwithads FR	paramountplus AT
hbomax NL	Hoichoi LV	lionsgateplus IE	MUBI AT	netflixbasicwithads IT	paramountplus DE
hbomax PL	hoichoi MT	MagellanTV AT	MUBI BE	Netflix BE	paramountplus FR
hbomax PT	Hoichoi NL	MagellanTV BE	mubi BG	Netflix BG	paramountplus IE
hbomax RO	Hoichoi PL	magellantv BG	MUBI CZ	Netflix CZ	paramountplus IT
HBO Max SE	Hoichoi PT	MagellanTV CZ	MUBI DE	Netflix DE	pickboxnow HR
hbomax SI	Hoichoi RO	MagellanTV DE	MUBI DK	Netflix DK	Player PL

SVOD catalogues and countries in the film sample 4/4

RakutenTV AT	skyshowtime PL	sunnxt MT	TrueStory LV	WOW Presents Plus BE	YouTube Premium FI
RakutenTV BE	skyshowtime PT	sunnxt NL	truestory MT	wowpresentsplus BG	YouTube Premium FR
RakutenTV DE	skyshowtime RO	sunnxt PL	TrueStory NL	WOW Presents Plus CZ	YouTube Premium HU
Rakuten TV DK	skyshowtime SE	sunnxt PT	TrueStory PL	WOW Presents Plus DE	YouTube Premium IE
RakutenTV ES	skyshowtime SI	sunnxt RO	TrueStory PT	WOW Presents Plus DK	YouTube Premium IT
Rakuten TV FI	skyshowtime SK	sunnxt SE	TrueStory RO	WOW Presents Plus EE	YouTube Premium PT
RakutenTV FR	Sky Ticket AT	sunnxt SI	TrueStory SE	WOW Presents Plus ES	YouTube Premium SE
Rakuten TV IE	Sky Ticket DE	sunnxt SK	truestory SI	WOW Presents Plus FI	zee5 BG
RakutenTV IT	Sky X AT	telenet BE	truestory SK	WOW Presents Plus FR	zee5 HR
Rakuten TV NL	Sooner AT	Telia Play FI	TV2 DK	wowpresentsplus GR	zee5 MT
Rakuten TV PT	Sooner BE	Telia Play LT	TV Now DE	WOW Presents Plus HU	zee5 SI
Rakuten TV SE	Sooner DE	Tenk FR	tvnowde AT	WOW Presents Plus IE	zee5 SK
Ruutu FI	Sooner NL	TIMvision IT	uamtv IT	WOW Presents Plus IT	
Shadowz FR	sunnxt AT	tivify ES	Viaplay DK	WOW Presents Plus LT	
Shudder IE	sunnxt BE	TrueStory AT	Viaplay EE	WOW Presents Plus LV	
Sky GO AT	sunnxt BG	TrueStory BE	Viaplay FI	wowpresentsplus MT	
Sky GO DE	sunnxt CZ	truestory BG	Viaplay LT	WOW Presents Plus NL	
Sky GO IE	sunnxt DE	TrueStory CZ	Viaplay LV	WOW Presents Plus PL	
Sky GO IT	sunnxt DK	TrueStory DE	viaplay NL	WOW Presents Plus PT	
Sky NowTV Cinema IE	sunnxt EE	TrueStory DK	Viaplay PL	WOW Presents Plus RO	
Sky NOW TV IE	sunnxt ES	TrueStory EE	Viaplay SE	WOW Presents Plus SE	
Sky Now TV IT	sunnxt FI	TrueStory ES	Videoland NL	wowpresentsplus SI	
skyshowtime BG	sunnxt FR	TrueStory FI	viki HR	wuaki MT	
skyshowtime CZ	sunnxt GR	TrueStory FR	viki MT	wuaki SI	
skyshowtime DK	sunnxt HR	truestory GR	Viki Rakuten DE	Yelo Play BE	
skyshowtime ES	sunnxt HU	truestory HR	viki SI	YouTube Premium AT	
skyshowtime FI	sunnxt IE	TrueStory HU	viki SK	YouTube Premium BE	
skyshowtime HR	sunnxt IT	TrueStory IE	Voyo CZ	YouTube Premium DE	
skyshowtime HU	sunnxt LT	TrueStory IT	Voyo SK	YouTube Premium DK	
skyshowtime NL	sunnxt LV	TrueStory LT	WOW Presents Plus AT	YouTube Premium ES	

FOD catalogues and countries in the film sample

amazonimdbtv AT	classixapp PT	daserstemediathek DE	netzkino AT	sixplay FR
amazonimdbtv DE	classixapp RO	drdk DK	netzkino DE	svtplay SE
amazonmoviedome AT	classixapp SE	filmfriend DE	npostart NL	viddla FI
amazonmoviedome DE	classixapp SI	filmzie AT	plex DE	vvvid IT
ardplus DE	classixapp SK	filmzie BE	plex ES	Watch4 AT
arte DE	cultpix AT	filmzie BG	plex FR	Watch4 DE
arte FR	cultpix BE	filmzie CZ	plex IT	Watchbox AT
avaberlin DE	cultpix BG	filmzie DE	plexplayer DE	yleareena FI
avanrw DE	cultpix CZ	filmzie DK	plexplayer ES	zdf AT
cineastera SE	cultpix DE	filmzie EE	plexplayer FR	zdf DE
classixapp AT	cultpix DK	filmzie ES	plexplayer IT	
classixapp BE	cultpix EE	filmzie FI	plutotv AT	
classixapp BG	cultpix ES	filmzie FR	plutotv DE	
classixapp CZ	cultpix FI	filmzie GR	plutotv DK	
classixapp DE	cultpix FR	filmzie HR	plutotv ES	
classixapp DK	cultpix GR	filmzie HU	plutotv FR	
classixapp EE	cultpix HR	filmzie IE	plutotv IT	
classixapp ES	cultpix HU	filmzie IT	plutotv SE	
classixapp FI	cultpix IE	filmzie LT	publicdomainmovies HR	
classixapp FR	cultpix IT	filmzie LV	publicdomainmovies MT	
classixapp GR	cultpix LT	filmzie MT	publicdomainmovies SI	
classixapp HR	cultpix LV	filmzie NL	publicdomainmovies SK	
classixapp HU	cultpix MT	filmzie PL	raiplay IT	
classixapp IE	cultpix NL	filmzie PT	rtbf BE	
classixapp IT	cultpix PL	filmzie RO	rtlplay BE	
classixapp LT	cultpix PT	filmzie SE	rtlplay HR	
classixapp LV	cultpix RO	filmzie SI	rtpplay PT	
classixapp MT	cultpix SE	filmzie SK	rtve ES	
classixapp NL	cultpix SI	kirjastokino FI	runtime ES	
classixapp PL	cultpix SK	kirjastokino SE	runtime FR	

Source: JustWatch data

TVOD catalogues and countries in the TV sample

Amazon TVOD AT	iTunes EE	Orange VOD FR
Amazon TVOD DE	iTunes ES	Pantaflix AT
Amazon TVOD IE	iTunes FI	Pantaflix DE
Atresplayer ES	iTunes FR	Pantaflix FR
Bbox VOD FR	iTunes GR	SF Anytime DK
Blockbuster DK	iTunes HU	SF Anytime FI
Blockbuster FI	iTunes IE	SF Anytime SE
Blockbuster SE	iTunes IT	Sky Store IE
Canal VOD FR	iTunes LT	Videobuster AT
Chili AT	iTunes LV	Videobuster DE
Chili DE	iTunes NL	VOD Poland PL
Chili IT	iTunes PL	YouTube Movies DE
Chili PL	iTunes PT	Ziggo NL
EntertainTV DE	iTunes SE	
filmin PT	iTunes SI	
Filmin TVOD ES	iTunes SK	
Flimmit AT	Maxdome Store AT	
Flimmit DE	Maxdome Store DE	
Google Play Movies AT	Microsoft Films & TV AT	
Google Play Movies DE	Microsoft Films & TV DE	
Google Play Movies DK	Microsoft Films & TV DK	
Google Play Movies FR	Microsoft Films & TV ES	
Google Play Movies IE	Microsoft Films & TV FI	
Google Play Movies SE	Microsoft Films & TV FR	
iTunes AT	Microsoft Films & TV IE	
iTunes BE	Microsoft Films & TV IT	
iTunes BG	Microsoft Films & TV NL	
iTunes CZ	Microsoft Films & TV SE	
iTunes DE	Mitele ES	
iTunes DK	O2TV CZ	

Source: JustWatch data

SVOD catalogues and countries in the TV sample 1/2

Acorn TV DK	Amazon Prime Video PT	britbox DK	Crunchyroll IE	curiositystream NL	dekkoo SI
Acorn TV ES	Amazon Prime Video RO	britbox FI	Crunchyroll IT	curiositystream PL	dekkoo SK
Acorn TV NL	Amazon Prime Video SE	britbox SE	Crunchyroll LT	curiositystream PT	Discovery+ ES
Acorn TV SE	Amazon Prime Video SI	canalplus AT	Crunchyroll LV	curiositystream RO	Discovery+ FI
All 4 IE	Amazon Prime Video SK	Canal Plus cz	crunchyroll MT	curiositystream SE	Discovery+ NL
Amazon Hayu FR	Anime Digital Network FR	Canalplus FR	Crunchyroll NL	curiositystream SI	discoverypluseurope AT
amazonhayu IT	Apple TV+ AT	canalplus SK	Crunchyroll PL	curiositystream SK	discoverypluseurope DE
amazonmadelen FR	Apple TV+ BE	Canal Séries FR	Crunchyroll PT	Dekkoo AT	discoverypluseurope IE
Amazon Noggin ES	Apple TV+ CZ	C More DK	Crunchyroll RO	Dekkoo BE	discoverypluseurope IT
Amazon Noggin FR	Apple TV+ DE	C More FI	Crunchyroll SE	dekkoo BG	Discovery+ SE
Amazon Prime Video AT	Apple TV+ DK	ComHem Play SE	crunchyroll SI	Dekkoo CZ	Disney+ AT
Amazon Prime Video BE	Apple TV+ EE	ConTV Comics DE	crunchyroll SK	Dekkoo DE	Disney+ BE
Amazon Prime Video BG	Apple TV+ ES	ConTV Comics NL	curiositystream AT	Dekkoo DK	Disney+ DE
Amazon Prime Video CZ	Apple TV+ FI	contv HR	curiositystream BE	Dekkoo EE	Disney+ DK
Amazon Prime Video DE	Apple TV+ FR	contv MT	curiositystream BG	Dekkoo ES	Disney+ ES
Amazon Prime Video DK	Apple TV+ HU	contv SI	curiositystream CZ	Dekkoo FI	Disney+ FI
Amazon Prime Video EE	Apple TV+ IE	contv SK	curiositystream DE	Dekkoo FR	Disney+ FR
Amazon Prime Video ES	Apple TV+ IT	Crunchyroll AT	curiositystream DK	dekkoo GR	Disney+ IE
Amazon Prime Video FI	Apple TV+ LT	Crunchyroll BE	curiositystream EE	dekkoo HR	Disney+ IT
Amazon Prime Video FR	Apple TV+ LV	crunchyroll BG	curiositystream ES	Dekkoo HU	Disney+ NL
Amazon Prime Video GR	Apple TV+ NL	Crunchyroll CZ	curiositystream FI	Dekkoo IE	disneyplus BG
Amazon Prime Video HR	Apple TV+ PL	Crunchyroll DE	curiositystream FR	Dekkoo IT	Disney Plus cz
Amazon Prime Video HU	appletvplus BG	Crunchyroll DK	curiositystream GR	Dekkoo LT	disneyplus EE
Amazon Prime Video IE	appletvplus GR	Crunchyroll EE	curiositystream HR	Dekkoo LV	disneyplus GR
Amazon Prime Video IT	appletvplus SI	Crunchyroll ES	curiositystream HU	dekkoo MT	disneyplus HR
Amazon Prime Video LT	Apple TV+ PT	Crunchyroll FI	curiositystream IE	Dekkoo NL	disneyplus HU
Amazon Prime Video LV	Apple TV+ SE	Crunchyroll FR	curiositystream IT	Dekkoo PL	disneyplus LT
Amazon Prime Video MT	Apple TV+ SK	crunchyroll GR	curiositystream LT	Dekkoo PT	disneyplus LV
Amazon Prime Video NL	Be tv BE	crunchyroll HR	curiositystream LV	Dekkoo RO	disneyplus MT
Amazon Prime Video PL	BluTV DE	Crunchyroll HU	curiositystream MT	Dekkoo SE	disneyplus PL

SVOD catalogues and countries in the TV sample 2/2

disneyplus RO	HBO Max FI	Hoichoi LV	Netflix DE	RakutenTV FR	Viaplay LT	zee5 HR
disneyplus SI	hbomax HR	hoichoi MT	Netflix DK	Rakuten TV IE	Viaplay LV	zee5 MT
disneyplus SK	hbomax HU	Hoichoi NL	Netflix EE	RakutenTV IT	viaplay NL	zee5 SI
Disney+ PT	hbomax NL	Hoichoi PL	Netflix ES	Rakuten TV NL	Viaplay PL	zee5 SK
Disney+ SE	hbomax PL	Hoichoi PT	Netflix FI	Rakuten TV PT	Viaplay SE	
Filmstriben DK	hbomax PT	Hoichoi RO	Netflix FR	Rakuten TV SE	Videoland NL	
Filmtastic Amazon Channel DE	hbomax RO	Hoichoi SE	Netflix GR	roosterteeth HR	viki HR	
FlixOlé ES	HBO Max SE	hoichoi SI	Netflix HR	roosterteeth MT	viki MT	
flixole HR	hbomax SI	hoichoi SK	Netflix HU	roosterteeth SI	Viki Rakuten DE	
flixole MT	hbomax SK	Home of Horror DE	Netflix IE	roosterteeth SK	viki SI	
flixole SI	HBO Nordic DK	Horizon HU	Netflix IT	Ruutu FI	viki SK	
flixole SK	HBO Nordic FI	Horizon/UPC PL	Netflix LT	Shudder IE	Voyo CZ	
funimattionnow IE	HBO Nordic SE	hrti HR	Netflix LV	Sky GO AT	Voyo SK	
Go3 EE	Herzokino Amazon Channels DE	iviru HR	Netflix MT	Sky GO DE	Wakanim DE	
Go3 LT	Hoichoi AT	iviru SK	Netflix NL	Sky GO IE	Wakanim DK	
Go3 LV	Hoichoi BE	iwanttfc HR	Netflix PL	Sky GO IT	Wakanim FI	
Hayu BE	hoichoi BG	iwanttfc SK	Netflix PT	Sky NOW TV IE	Wakanim FR	
hayu DE	Hoichoi CZ	Joyn DE	Netflix RO	Sky Now TV IT	Wakanim SE	
Hayu DK	Hoichoi DE	Joyn Plus DE	Netflix SE	Sky Ticket AT	YouTube Premium AT	
hayu ES	Hoichoi DK	Mediaset Infinity IT	Netflix SI	Sky Ticket DE	YouTube Premium BE	
Hayu FI	Hoichoi EE	Mediaset Premium Play IT	Netflix SK	Sky X AT	YouTube Premium DE	
hayu FR	Hoichoi ES	Movistar+ ES	NLZIET NL	Sooner DE	YouTube Premium DK	
Hayu IE	Hoichoi FI	Netflix AT	OCS GO FR	Telia Play FI	YouTube Premium ES	
hayu IT	Hoichoi FR	netflixbasicwithads DE	Player PL	TIMvision IT	YouTube Premium FI	
Hayu NL	hoichoi GR	netflixbasicwithads ES	RakutenTV AT	TV2 DK	YouTube Premium HU	
Hayu SE	hoichoi HR	netflixbasicwithads FR	RakutenTV BE	TV Now DE	YouTube Premium IE	
hbomax BG	Hoichoi HU	netflixbasicwithads IT	RakutenTV DE	tvnowde AT	YouTube Premium IT	
hbomax CZ	Hoichoi IE	Netflix BE	Rakuten TV DK	Viaplay DK	YouTube Premium PT	
HBO Max DK	Hoichoi IT	Netflix BG	RakutenTV ES	Viaplay EE	YouTube Premium SE	
HBO Max ES	Hoichoi LT	Netflix CZ	Rakuten TV FI	Viaplay FI	zee5 BG	

FOD catalogues and countries in the TV sample

amazonbbcplayer DE	npostart NL
arte DE	plex ES
arte FR	plutotv AT
classixapp AT	plutotv DE
classixapp BE	plutotv DK
classixapp BG	plutotv ES
classixapp CZ	plutotv FR
classixapp DE	plutotv IT
classixapp DK	plutotv SE
classixapp EE	raiply IT
classixapp ES	rtbf BE
classixapp FI	rtpplay PT
classixapp FR	sixplay FR
classixapp GR	svtplay SE
classixapp HR	vrtnu BE
classixapp HU	vvvid IT
classixapp IE	Watchbox AT
classixapp IT	yleareena FI
classixapp LT	
classixapp LV	
classixapp NL	
classixapp PL	
classixapp PT	
classixapp RO	
classixapp SE	
classixapp SI	
classixapp SK	
daserstemediathek DE	
drdk DK	
francetv FR	

Source: JustWatch data

More information:
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