

Belgium

Belgium key data 2017

Population (m)	11.4	Comparison with 2016 (%)	-16.9
TV households (m)	4.6	Consumer spending on digital video and TV VoD (EUR m)	237.4
Consumer spending on physical video software (EUR m)	70.9	Comparison with 2016 (%)	23.9

Market developments

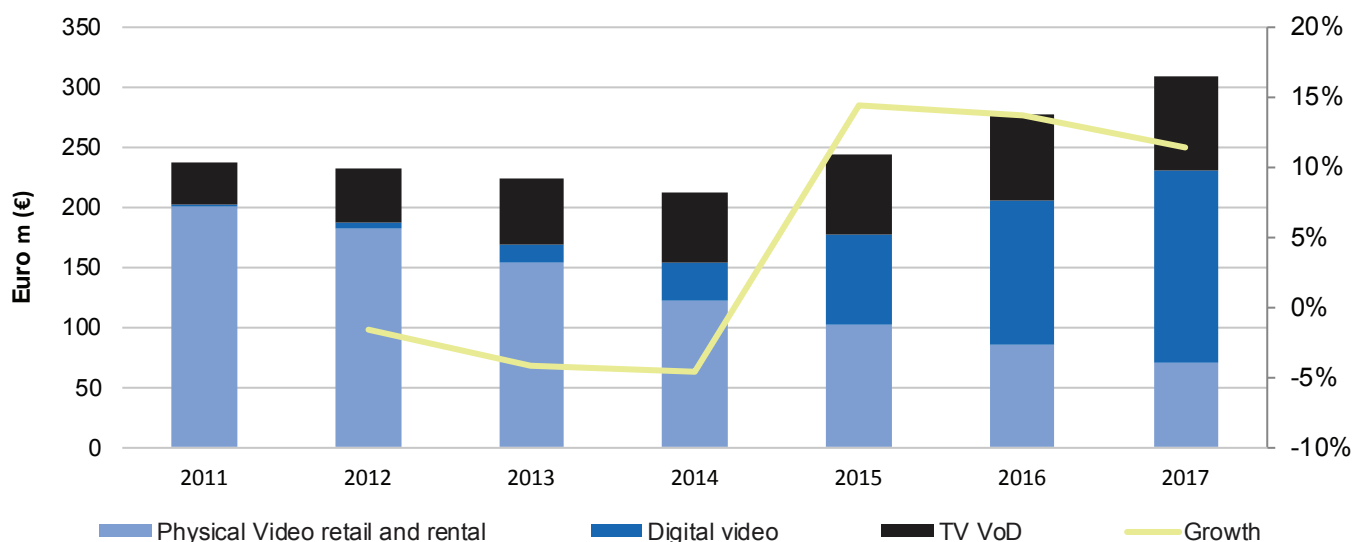
- In 2017, the total Belgian video market (digital and physical) grew by 11,3%, resulting in EUR 308,4 million in consumer spending.
- Digital consumption (digital video transactions & TV VOD) reached total consumer spending of EUR 237,4 million, showing an important growth of 24% compared with 2016.
- Physical video sales (DVD and Blu-ray) declined by 16,8% compared to 2016, resulting in EUR 70,9 million in final total consumer spending for 2017.
- In 2017, online consumption was more than 3 times higher than consumer spending on physical formats.

Other relevant developments

- Ongoing efforts from the audiovisual industry, including home entertainment, and the Belgian government continue to show positive results. Consumers view less illegal content and legal consumption is increasing
- A Belgian court handed down a ground-breaking decision, ordering Belgian ISP's to block access to websites that massively violate copyright by facilitating access to online sites offering illegal access to copyright content. Up to 100 online sites offering illegal access to copyright content are blocked in this manner on a monthly basis.

This commentary was provided by BEA Video, the Belgian Video Federation.

Consumer spending by segment



Video market: Belgium

	2011	2012	2013	2014	2015	2016	2017	16/17 %
GENERAL								
Population (m)	11.0	11.1	11.2	11.2	11.3	11.4	11.4	0.6
TV households (m)	4.5	4.5	4.5	4.5	4.5	4.6	4.6	0.7
Population Total Europe (m)	622.4	623.8	624.9	626.1	627.7	629.4	630.9	0
TV households Total Europe (m)	250.8	253.2	255.0	257.3	259.3	261.3	263.2	1
Broadband households (m)	3.1	3.2	3.3	3.5	3.5	3.6	3.7	1.7
Nominal GDP (EUR m)	379.1	387.5	392.3	400.3	410.4	423.0	438.5	3.6
Consumer price index (100 in 2010)	108.7	103.3	107.9	108.2	91.0	92.5	96.3	4.1
DVD Video player/recorder (%)	76.9	75.4	72.6	66.9	60.9	53.9	48.8	-9.3
Blu-ray Disc player/recorders penetration (%)	7.3	14.4	21.3	24.1	26.1	27.4	26.9	-2.1
DVD Video player/recorder Total Europe (%)	76.7	76.1	73.9	71.8	69.2	67.1	64.5	-3.9
Blu-ray Disc player/recorders penetration Total Europe (%)	6.8	11.2	15.4	18.4	20.7	21.7	22.3	2.5

Total video software market

	2011	2012	2013	2014	2015	2016	2017	16/17 %
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include consumption of both physical and digital video</i>								
Total spending on video (EUR m)	236.6	233.0	223.2	212.9	243.7	277.0	308.4	11.3
Growth (%)		-1.5	-4.2	-4.6	14.5	13.6	11.3	
Total spending on video Total Europe (EUR m)	9,124.9	8,847.3	8,466.8	8,587.3	9,356.6	9,718.8	10,448.2	7.5

CONSUMER LEVEL PHYSICAL VIDEO – TOTAL SPENDING

Total market figures include consumption of legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.

Physical video rental (EUR m)	12.3	10.1	9.7	6.3	4.9	3.6	2.5	-31.7
Physical video rental Total Europe (EUR m)	984.8	865.3	683.8	526.9	430.8	293.7	213.4	-27.3
Physical video retail (EUR m)	187.9	172.6	144.4	115.7	96.8	81.7	68.5	-16.2
Physical video retail Total Europe (EUR m)	7,193.4	6,606.9	5,808.7	5,181.8	4,753.6	3,991.3	3,317.4	-16.9
Physical video software (EUR m)	200.2	182.7	154.1	122.1	101.7	85.3	70.9	-16.8
Physical video software Total Europe (EUR m)	8,178.2	7,472.2	6,492.5	5,708.7	5,184.4	4,285.0	3,530.9	-17.6

CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING

The purchase or rental of films and TV series delivered over the open internet through transactional models (also known as EST, DTO, Internet VOD) or on a subscription basis. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Retail digital video (EUR m)	0.5	2.5	2.7	3.0	3.3	3.8	4.2	9.2
Rental digital video (EUR m)	0.6	1.9	3.7	4.2	4.6	5.4	6.0	11.6
Subscription digital video (EUR m)	0.2	1.0	8.7	24.9	67.9	110.3	149.3	35.4
Total digital video (EUR m)	1.3	5.3	15.1	32.1	75.9	119.5	159.5	33.5
Total digital video Total Europe (EUR m)	393.6	703.5	1,232.2	2,012.1	3,152.8	4,322.7	5,708.3	32.1

CONSUMER LEVEL PAY TV TRANSACTIONAL VOD – TOTAL SPENDING

The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services. These, paid for at the point of consumption, transactions occur only on set-top-boxes or through online services provided as part of a wider pay TV package to which consumers must subscribe prior to purchase. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Pay TV TVOD (EUR m)	35.2	44.9	54.0	58.8	66.1	72.2	77.9	8.0
Pay TV TVOD Total Europe (EUR m)	553.1	671.6	742.1	866.5	1,019.4	1,111.2	1,209.1	8.8

Notes: 1) Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions. 2) Historical numbers in this section may differ from those published in previous years owing to changes in IHS Markit methodology. 3) The current online figures are a snapshot of the market in June 2017. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date. 4) Total Europe includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Croatia, Czech Republic, Hungary, Poland, Russia, and Slovakia.

Key players in the market *(in alphabetical order)*

Physical

- Bol.com
- Carrefour
- Cora
- Fnac
- Mediamarkt
- Standaard Boekhandel

Digital

- BETV / VOO
- Google Play
- iTunes
- Proximus
- Telenet

Share of European market 2017



Physical retail

1.2%



Physical rental

2.1%



OTT

2.8%



Pay TV TVOD

6.4%

Average home entertainment spending



Spending per TV household (EURO m)

€66.9

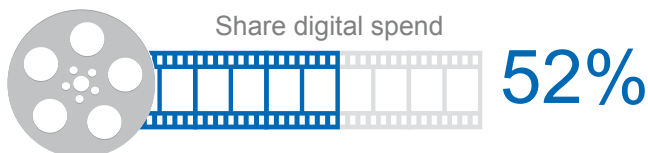


Spending per broadband household (EURO m)

€83.5



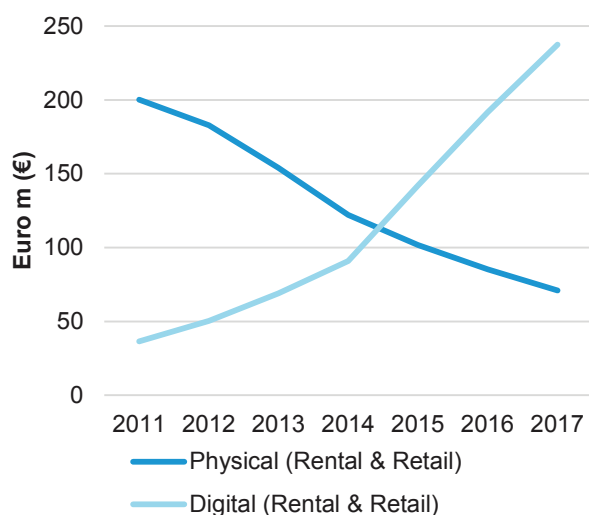
Digital share of spend vs. broadband speed



Broadband download speed rank
(ranked across the 9 IVF countries)

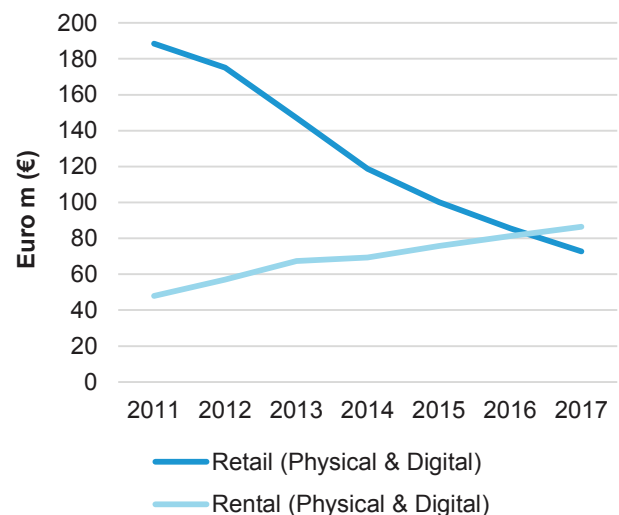


Comparison Physical vs Digital



Digital (Rental & Retail) includes SVOD data

Comparison Retail vs Rental



Rental (Physical & Digital) excludes SVOD data