

Sweden

Sweden key data 2020

Population (m)	10.1	Consumer spending on digital video and TV VoD (€m) - Total Europe	15,714.0
TV households (m)	4.7	Comparison with 2019	41.3%
Consumer spending on physical video software (€m)	31.6	Consumer spending on total video (€m)	650.8
Comparison with 2019	-15.8%	Comparison with 2019	16.0%
Consumer spending on physical video software (€m) - Total Europe	1,931.1	Consumer spending on total video (€m) - Total Europe	17,645.1
Comparison with 2019	-17.9%	Comparison with 2019	31.0%
Consumer spending on digital video and TV VoD (€m)	619.3	Exchange rate EUR/SEK	10.50
Comparison with 2019	18.3%		

Sweden key commentary

Market Developments

The Swedish video market experienced 15% growth in total spending (SEK) on video in 2020 compared to 2019. The total video market now represents a value of more than SEK 6,800 million (€ 650.8 million). In 2020, the market for physical discs experienced a decline of 16.5% in value compared to 2019. Healthy online distribution performance double-digit growth has contributed to offsetting the decline in the market performance of physical formats. Despite the decrease, however, the physical market still represents a value of SEK 331 million (€ 32 million) which video publishers in Sweden secure by ongoing visibility of the physical home entertainment category for Swedish consumers.

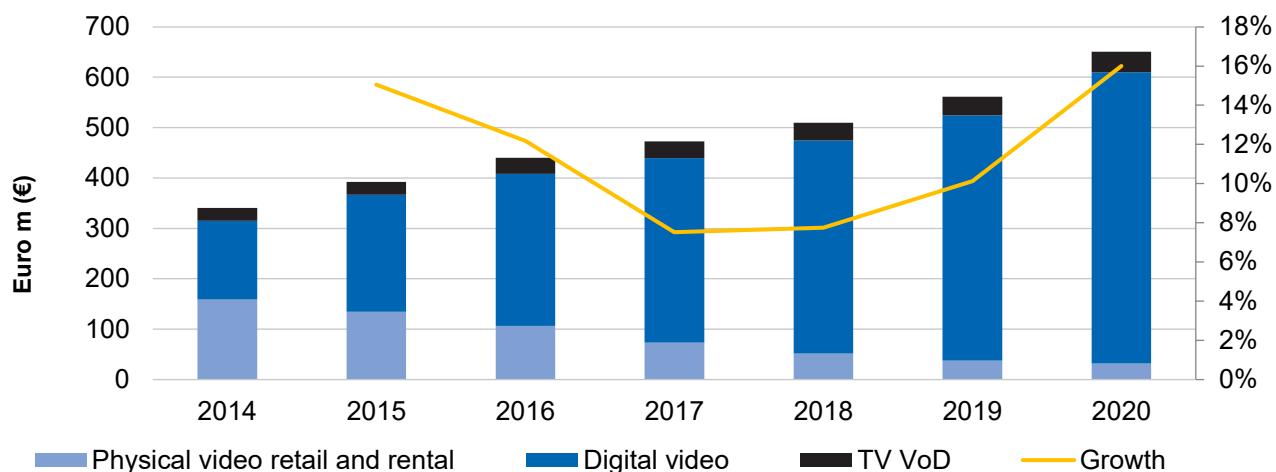
In the online space, major local video on demand services, VIAPLAY and SF ANYTIME, stimulate consumer demand together with international players such as iTunes. Consumer awareness of legal online services is supported and enhanced through the Swedish StreamLegal initiative (<https://www.streamalagligt.se/na/>).

Other Relevant Developments

Rättighetsalliansen/Rights Alliance (RA) (the Swedish Anti-Piracy organization) continues its work on behalf of Swedish and international right holders. Activities include criminal investigations on illegal services, such as illegal streaming and illegal IPTV-services. Some of the most known cases are the cases against The Pirate Bay, Swefilmer and Dreamfilm (condemned in the highest court in Sweden in 2019), they are also active in the blocking-cases as expert witnesses. RA also works to get the legislation fit for rights holders' challenges today, together with their Network "A modern IP legislation" the criminal penalty for IP-infringement changed from 2 to 6 years in 2020. They also work together with the Association for Swedish Advertisers to ensure that advertisers receive regularly updated blacklists containing information about illegal sites and services and to encourage advertisers to avoid placing advertisement on sites offering access to illegal copyright content. Income from advertisement is the biggest incentive for the illegal streaming services. They are also actively removing content from illegal streaming services for local rights holders and can offer Youtube's Content ID-tool to rights holders that cannot get it themselves.

This commentary was provided by home entertainment right holders in the Swedish market.

Consumer spending by segment



Video market: Sweden

	2014	2015	2016	2017	2018	2019	2020	19/20 %
GENERAL								
Population (m)	9.7	9.8	9.8	9.9	10.0	10.0	10.1	0.6%
TV households (m)	4.4	4.4	4.5	4.5	4.6	4.6	4.7	0.7%
Population Total Europe (m)	627.7	629.4	631.1	632.9	634.5	635.9	636.9	0.2%
TV households Total Europe (m)	256.5	258.6	260.2	262.1	263.8	265.7	267.6	0.7%
Broadband households (m)	3.1	3.3	3.4	3.5	3.7	3.7	3.7	-0.4%
Nominal GDP (EUR m)	439.6	455.4	465.4	480.1	470.9	474.9	469.6	-1.1%
Consumer price index (100 in 2010)	123.0	100.0	99.5	101.4	101.7	95.1	97.5	2.5%
Exchange rate EUR/SEK (SEK)	9.10	9.35	9.47	9.63	10.26	10.59	10.50	-0.8%
DVD Video player/recorder penetration (%)	85.3	82.6	79.9	77.1	74.3	72.1	70.0	-2.9%
Blu-ray Disc player/recorders penetration (%)	19.9	20.6	20.6	20.3	19.6	18.8	18.1	-3.4%
DVD Video player/recorder Total Europe (%)	71.6	69.4	67.0	64.4	61.7	59.2	56.9	-3.9%
Blu-ray Disc player/recorders penetration Total Europe (%)	18.4	20.7	21.8	22.3	22.3	21.7	21.0	-3.3%
OTT Subscriptions (m)	1.7	2.4	3.1	3.5	4.0	4.9	6.4	31.1%

Total video software market

	2014	2015	2016	2017	2018	2019	2020	19/20 %
CONSUMER LEVEL ALL VIDEO								
<i>Total market figures include consumption of both physical and digital video</i>								
Total spending on video (SEK m)	3,100.2	3,666.8	4,163.6	4,554.6	5,226.6	5,940.2	6,832.9	15.0%
Total spending on video (EUR m)	340.8	392.0	439.8	472.9	509.5	561.1	650.8	16.0%
Growth (%)		15.0%	12.2%	7.5%	7.7%	10.1%	16.0%	
Total spending on video Total Europe (EUR m)	8,519.2	9,170.6	9,285.6	9,907.9	11,421.4	13,471.6	17,645.1	31.0%
CONSUMER LEVEL PHYSICAL VIDEO – TOTAL SPENDING								
<i>Total market figures include consumption of legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.</i>								
Physical video rental (SEK m)	422.9	424.2	338.7	184.6	130.7	76.1	48.6	-36.1%
Physical video rental (EUR m)	46.5	45.4	35.8	19.2	12.7	7.2	4.6	-35.6%
Physical video rental Total Europe (EUR m)	517.6	431.4	295.5	207.5	145.2	109.8	75.0	-31.7%
Physical video retail (SEK m)	1,021.7	832.8	665.2	518.8	394.5	320.7	282.7	-11.9%
Physical video retail (EUR m)	112.3	89.0	70.3	53.9	38.5	30.3	26.9	-11.1%
Physical video retail Total Europe (EUR m)	5,178.1	4,737.7	3,934.4	3,287.6	2,734.8	2,241.8	1,856.1	-17.2%
Physical video software (SEK m)	1,444.6	1,257.0	1,003.9	703.3	525.2	396.8	331.3	-16.5%
Physical video software (EUR m)	158.8	134.4	106.0	73.0	51.2	37.5	31.6	-15.8%
Physical video software Total Europe (EUR m)	5,695.7	5,169.1	4,229.9	3,495.1	2,880.0	2,351.5	1,931.1	-17.9%
CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING								
<i>The purchase or rental of films and TV series delivered over the open internet. Digital retail numbers include purchase on content on pay TV set-top-boxes where applicable. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>								
Retail digital video (SEK m)	76.8	90.1	102.6	114.6	120.9	125.6	127.6	1.6%
Retail digital video (EUR m)	8.4	9.6	10.8	11.9	11.8	11.9	12.2	2.4%
Rental digital video (SEK m)	90.1	115.5	133.3	146.6	152.6	156.4	179.0	14.4%
Rental digital video (EUR m)	9.9	12.3	14.1	15.2	14.9	14.8	17.1	15.4%
Subscription digital video (SEK m)	1,254.7	1,967.9	2,627.4	3,271.3	4,072.3	4,871.5	5,762.6	18.3%
Subscription digital video (EUR m)	137.9	210.4	277.5	339.6	397.0	460.1	548.9	19.3%
Total digital video (SEK m)	1,421.6	2,173.4	2,863.3	3,532.5	4,345.9	5,153.6	6,069.2	17.8%
Total digital video (EUR m)	156.3	232.4	302.4	366.7	423.6	486.8	578.1	18.8%
Total digital video Total Europe (EUR m)	2,005.7	3,093.6	4,105.6	5,376.5	7,427.7	9,941.6	14,501.4	45.9%
CONSUMER LEVEL PAY TV TRANSACTIONAL VOD – TOTAL SPENDING								
<i>The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services, only on set-top-boxes. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.</i>								
Pay TV TVOD (SEK m)	234.0	236.4	296.4	318.8	355.6	389.8	432.4	10.9%
Pay TV TVOD (EUR m)	25.7	25.3	31.3	33.1	34.7	36.8	41.2	11.9%
Pay TV TVOD Total Europe (EUR m)	817.8	907.9	950.0	1,036.3	1,113.7	1,178.5	1,212.6	2.9%

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 Omdia methodology. 3) The current online figures are a snapshot of the market in March 2021. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date. 4) Total Europe include 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. 5) OTT Subscriptions are subscriptions to online channels and virtual pay TV operators. Figures exclude multiscreen services of pay TV operators.

Key players in the market (in alphabetical order)

Physical

ICA
CDON
Coop
Discshop
Hemmakväll

Digital

Bredbandsbolaget Telia
Canal Digital Viaplay/Viasat
Com Hem
iTunes
Plejmo
SF Anytime

Share of European market 2020



Physical retail
1.5%



Physical rental
6.2%



OTT
4.0%



Pay TV TVOD
3.4%

Average home entertainment spending



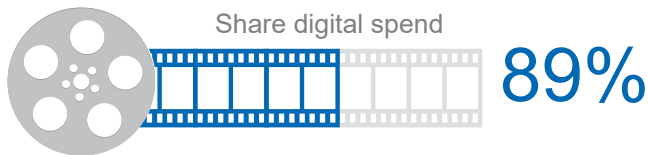
Spending per TV household (EURO)
€139.3



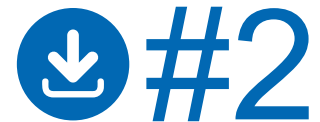
Spending per broadband household (EURO)
€175.0



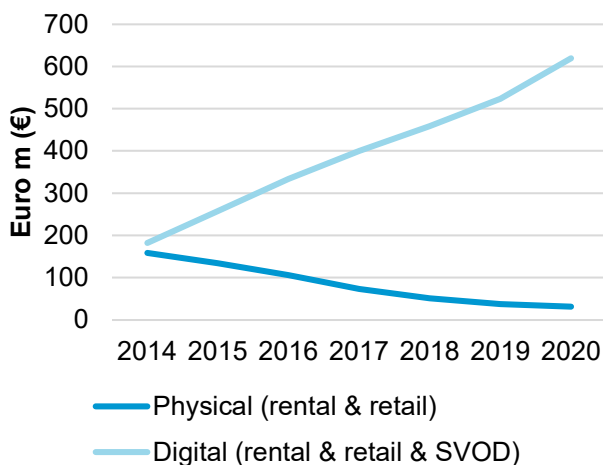
Digital share of spend vs. broadband speed



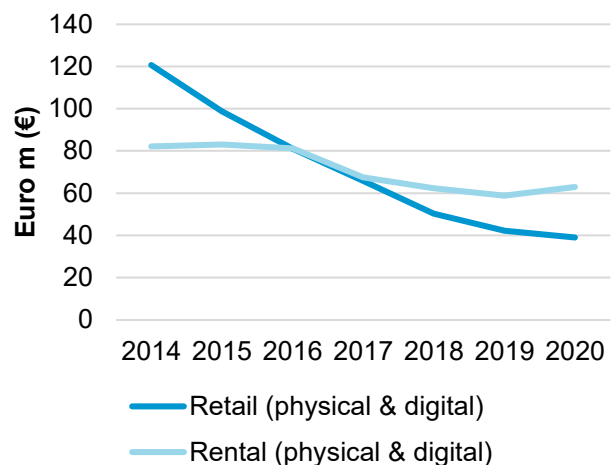
Broadband download speed rank
(ranked across the 9 IVF countries)



Comparison physical vs digital



Comparison retail vs rental



Note: Digital (rental & retail) includes SVOD data; Rental (physical & digital) excludes SVOD data