Netherlands

Netherlands key data 2021

Population (m)	17.2
TV households (m)	7.9
Consumer spending on physical video software (€m)	21.8
Comparison with 2020	-23.1%
Consumer spending on physical video software (€m) - Total Europe	1,434.0
Comparison with 2020	-21.8%
Consumer spending on digital video and TV VoD (€m)	856.7
Comparison with 2020	16.4%
Consumer spending on digital video and TV VoD (€m) - Total Europe	19,299
Comparison with 2020	22.9%
Consumer spending on total video (€m)	878.5
Comparison with 2020	14.9%
Consumer spending on total video (€m) - Total Europe	20,732.5
Comparison with 2020	18.2%

Netherlands key commentary

Netherlands 2021

In 2021, the COVID-19 pandemic continued to have a severe impact on the entire film and audiovisual sector and value chain in the Netherlands. Cinema attendance was at a record low and the sale of physical video carriers (DVDs and Blu-rays) was partly obstructed by the closure of relevant shops. COVID-19 restrictions meant that Dutch consumers were forced to stay at home for longer periods of time in 2021 compared to 2020. This resulted in an uptake of online distribution options for films and audiovisual content, including increased popularity of the online transactional market, but especially subscription-based video-on-demand, which is now by far the most prominent way of watching films and audiovisual content in the Netherlands.

Physical market

With multiple lockdowns and the closure of physical stores, the sale of films and audiovisual content on DVD and Blu-ray were significantly impacted by the COVID-19 pandemic in 2021. Online sales of physical carriers largely compensated for this. However, the question is whether COVID-19 has had a lasting impact on an already declining market with a contraction in total sales of 23%, comparable with the trend of previous years. Looking at the past five years, the value of the Dutch market for DVDs and Blu-ray has decreased by 73%.

Online distribution

The online distribution of films and audiovisual content has rapidly become the most important way for Dutch audiences to watch films and audiovisual content. The COVID-19 period played a significant role as cinemas were forced to close for long periods of time and new releases often took place directly on SVOD and TVOD services. In addition, SVOD services like Netflix, Videoland, Disney+ and Amazon Prime Video invested heavily in exclusive productions to attract subscribers and strengthen their respective market positions. The Dutch SVOD market saw an increase of 18% in value in comparison with 2020.

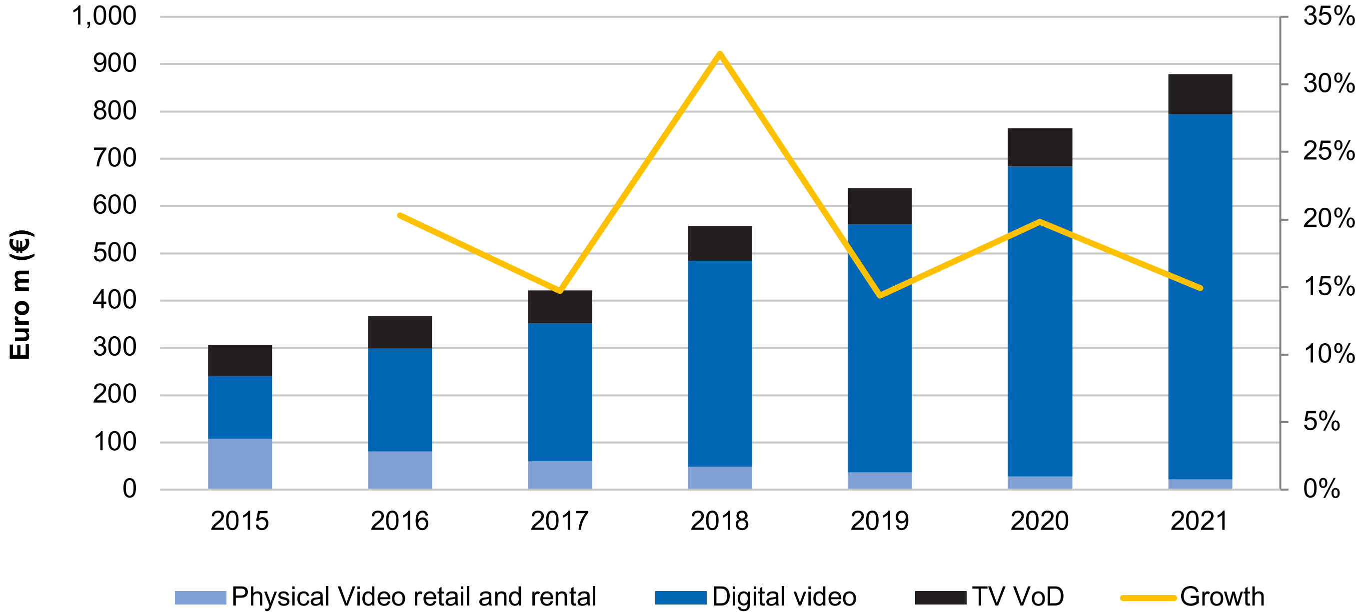
2021 was also a good year for the online transactional market in the Netherlands, mainly due to a growth in the online rental of films (22%). Online retail and Pay TV TVOD grew by 2% and 5% respectively. Growth in online rental is partly ascribed to the fact that expected theatrical releases were repeatedly moved directly to online distribution in the first half of the year. Although the online transactional market is showing healthy growth, it is still a modest market in comparison with SVOD. Pathé Thuis is by far the most used service in the Netherlands.

A look at the future

As the COVID-19 pandemic is slowly contracting (for now), Dutch cinemas have to find a way to win back audiences. First results show that audiences are still reluctant to return to the cinema. Other leisure activities with a more social character appear to be prioritized at this stage. In addition, the consumer attraction to SVOD services remains: audiences have an opportunity to watch new exclusive films on a great variety of online services and theatrical release windows are contracting. The Dutch SVOD market is expected to show continued growth as new services such as HBO Max, Viaplay and SkyShowtime launch the Netherlands. The role of the online transactional market is likely to remain stable as an additional option before SVOD services. The physical market is expected to continue to contract and form a niche market in the Dutch territory or will cease as more and more distributors are limit or abstain from physical releases.

This commentary was provided by FDN, the Dutch Film Distributors Association.

Consumer spending by segment



Source: Omdia

Video market: Netherlands

	2015	2016	2017	2018	2019	2020	2021	20/21
GENERAL								
Population (m)	16.9	17.0	17.0	17.1	17.1	17.1	17.2	0.2%
TV households (m)	7.6	7.6	7.7	7.8	7.8	7.9	7.9	0.5%
Population Total Europe (m)	629.4	631.1	632.8	634.4	635.7	636.7	637.3	0.1%
TV households Total Europe (m)	258.6	260.2	262.1	263.8	265.7	267.6	269.2	0.6%
Broadband households (m)	6.4	6.3	6.3	6.4	6.5	6.7	6.9	2.8%
Nominal GDP (EUR m)	690.1	708.3	738.8	774.3	810.2	792.1	814.1	2.8%
Consumer price index (100 in 2010)	100.0	99.8	103.0	109.7	106.8	109.4	113.0	3.3%
DVD Video player/recorder penetration (%)	52.2	39.1	34.1	29.6	26.1	23.1	20.5	-11.3%
Blu-ray Disc player/recorders penetration (%)	18.9	19.9	19.4	19.1	18.5	17.9	17.4	-3.2%
DVD Video player/recorder Total Europe (%)	69.4	67.0	64.4	61.7	59.2	56.9	54.7	-3.8%
Blu-ray Disc player/recorders penetration Total Europe (%)	20.7	21.8	22.3	22.3	21.7	21.0	20.2	-3.8%
OTT Subscriptions (m)	1.6	2.2	3.0	3.9	5.0	6.8	7.6	11.7%

Total video software market

	2015	2016	2017	2018	2019	2020	2021	20/21
CONSUMER LEVEL ALL VIDEO								
Total market figures include consumption of both physical and digital video								
Total spending on video (EUR m)	305.7	367.7	421.8	557.9	638.0	764.5	878.5	14.9%
Growth (%)		20.3%	14.7%	32.3%	14.4%	19.8%	14.9%	
Total spending on video Total Europe (EUR m)	9,122.1	9,206.7	9,929.1	11,464.3	13,421.5	17,538.9	20,732.5	18.2%
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)	2.8	2.0	1.2	0.7	0.3	0.2	0.1	-35.0%
Physical video rental Total Europe (EUR m)	431.3	295.4	214.6	150.2	115.8	77.0	53.0	-31.2%
Physical video retail (EUR m)	104.6	79.0	58.9	48.6	36.7	28.2	21.7	-23.0%
Physical video retail Total Europe (EUR m)	4,736.9	3,892.9	3,295.0	2,681.6	2,199.6	1,757.5	1,381.0	-21.4%
Physical video software (EUR m)	107.3	81.0	60.1	49.3	37.0	28.3	21.8	-23.1%
Physical video software Total Europe (EUR m)	5,168.2	4,188.3	3,509.7	2,831.7	2,315.4	1,834.5	1,434.0	-21.8%
CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING								
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.								
Retail digital video (EUR m)	7.0	7.8	9.0	10.3	11.5	13.1	13.4	2.1%
Rental digital video (EUR m)	5.0	5.6	6.3	6.9	7.7	11.8	14.3	21.5%
Subscription digital video (EUR m)	121.1	204.5	276.2	417.7	505.6	630.8	744.9	18.1%
Total digital video (EUR m)	133.0	217.9	291.5	434.9	524.8	655.7	772.7	17.8%
Total digital video Total Europe (EUR m)	3,046.1	4,076.2	5,394.8	7,557.9	9,980.3	14,491.3	18,137.9	25.2%
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, only on set-top-boxes. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.								
Pay TV TVOD (EUR m)	65.3	68.8	70.2	73.7	76.2	80.4	84.0	4.5%
Pay TV TVOD Total Europe (EUR m)	907.7	942.2	1,024.7	1,074.6	1,125.7	1,213.1	1,160.7	-4.3%

*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 2022. Figures are updated regularly and so it may not 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.*

Source: Omdia

Key players in the market (in alphabetical order)

Physical	Digital
Bol.com	KPN OnDemand
MediaMarkt	Netflix
	Pathe Thuis
	Videoland
	Ziggo Movies & Series

Share of European market 2021

Physical retail
1.6%

Physical rental
0.2%

Digital video (OTT)
4.3%

Pay TV TVOD
7.2%

Average home entertainment spending

Spending per TV household (EURO)
€111.2

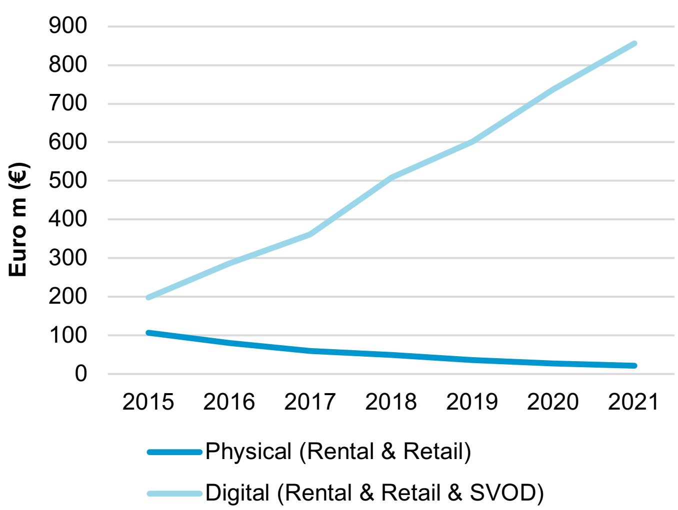
Spending per broadband household (EURO)
€127.9

Digital share of spend vs. broadband speed

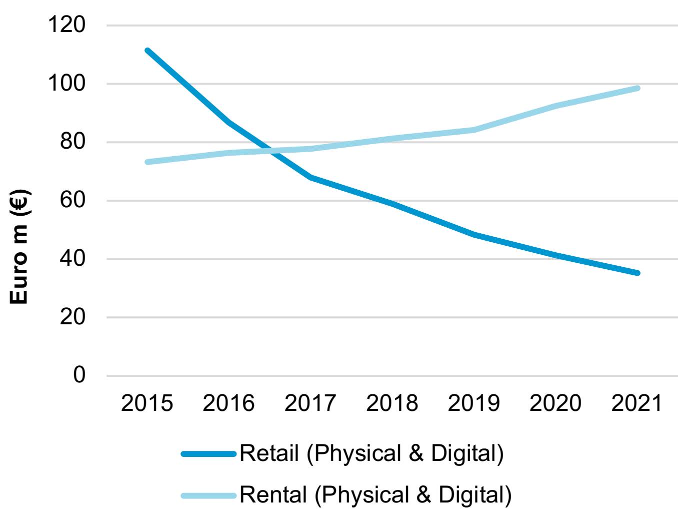
Share digital spend
88%

Broadband download speed rank
(ranked across the 9 IVF countries)
#4

Comparison Physical vs Digital



Comparison Retail vs Rental



Note: Digital (Rental & Retail) includes SVOD data; Rental (Physical & Digital) excludes SVOD data

Source: Omdia