Total Europe

Total Europe: key data

Population (m)	637.3
TV households (m)	269.2
Consumer spending on physical video software (€m)	1,434.0
Comparison with 2020	-21.8%

Consumer spending on digital video and TV VoD (€m)	19,298.5
Comparison with 2020	22.9%
Consumer spending on total video (€m)	20,732.5
Comparison with 2020	18.2%

Total Europe key commentary

The film and audiovisual sector plays a key role in European economy and employment. Recent *research* by EY, co-sponsored by the IVF, confirms that the sector is at the heart of innovation, digitization, cultural diversity, and entrepreneurship in Europe with a EUR 49.6 billion contribution to the European economy and 2 million direct and indirect jobs in 2018.

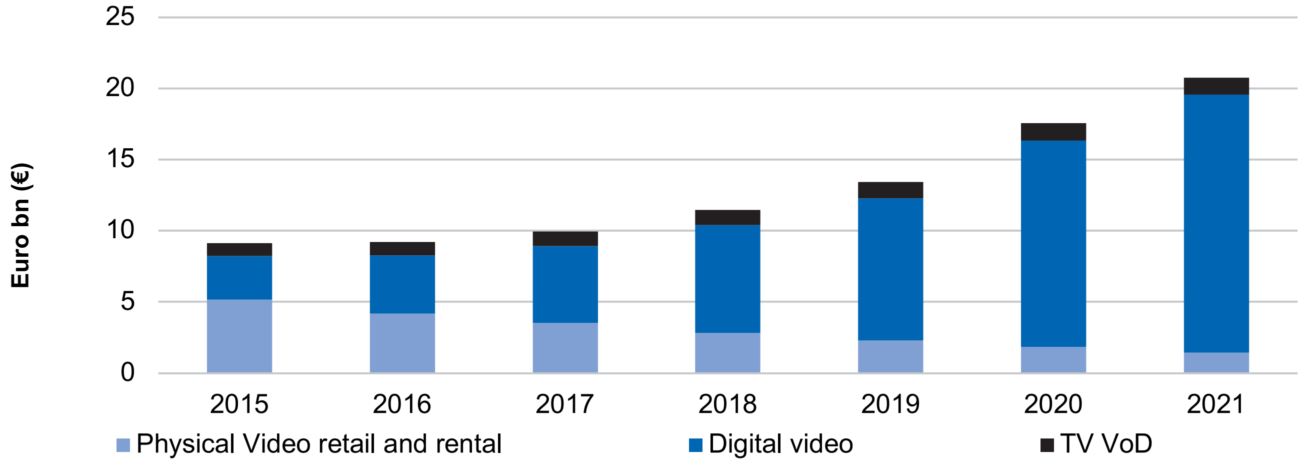
The COVID-19 pandemic has challenged – and continues to challenge – the creative and culture economies in Europe, including the film and audiovisual sector. The effects have been felt in different way across the value chain – in some instances boosting specific distribution channels, but also challenging the fundamental processes of content development, financing, production, and release patterns with a resulting impact on recoupment opportunities. The film and audiovisual sector experienced a 26% drop in turnover over the period 2019/2020 according to *research* by EY, co-sponsored by the IVF, and was further challenged by new and increased levels of piracy activities.

2021 saw the European video publishing sector grow by 18.2% in total consumer spending, reaching EUR 20.7 billion spent on physical carriers and online distribution models. Continuing the trend of earlier years, consumer spending on physical formats contracted by 21.8% whereas consumer spending on digital distribution models grew by 22.9%.

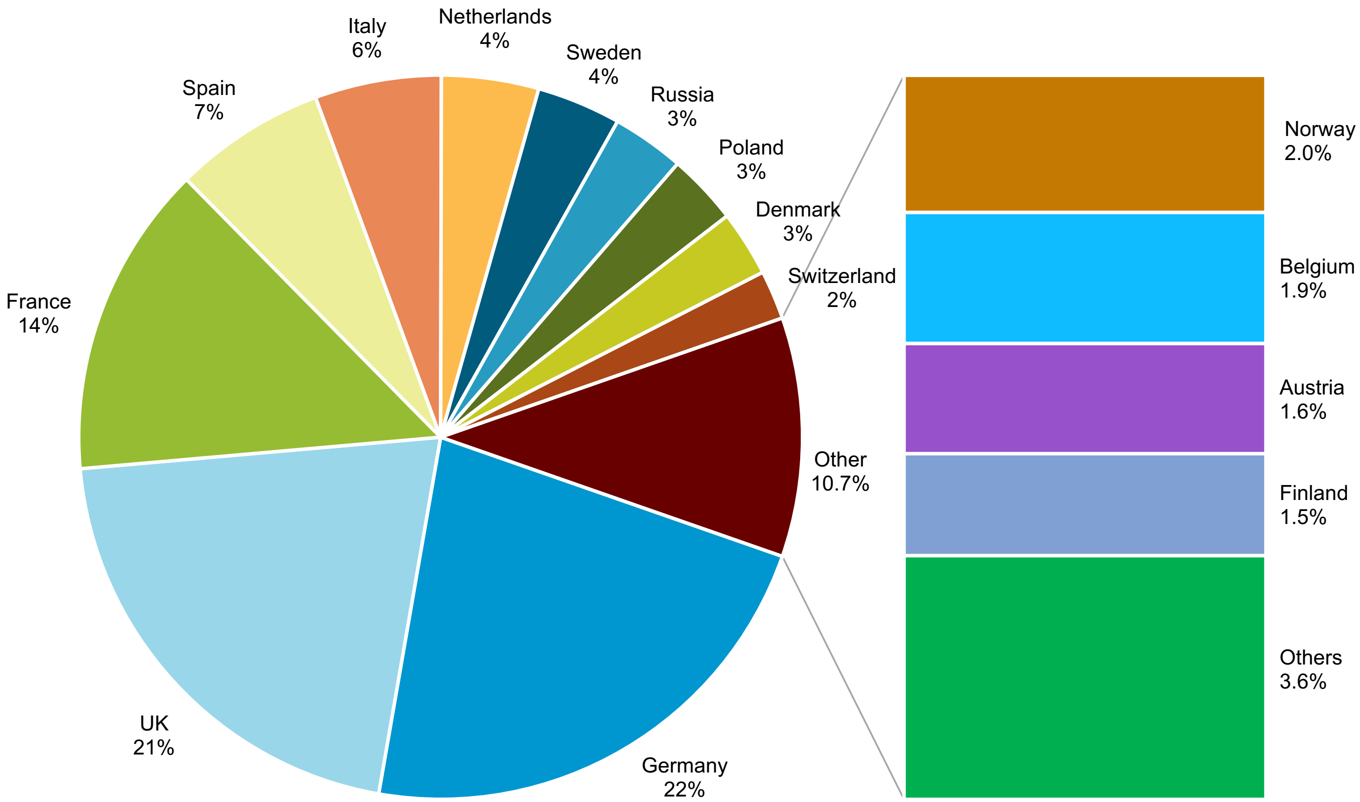
The video publishing market segment (online and offline), which is the focus of IVF’s activities, has thus experienced significant market developments over the past years, including during the COVID-19 pandemic; new formats and online distribution models have been launched, including transactional, subscription and advertisement-based models. Nevertheless, the main characteristics of the film and audiovisual sector remain high-risk creatively and financially, high R&D development costs, and fundamentally a capital- and human resource intensive activity where recoupment of investment is uncertain at best. A healthy video market continues to play an indispensable role both in offering multiple and diverse access options for audiences, but also by ensuring a fundamental contribution to the overall economy and sustainability of the film and audiovisual sector.

This commentary was provided by the International Video Federation.

Consumer spending by segment



Total Europe share on total consumer spending on all video by countries



Source: Omdia

Video market: Europe

	2015	2016	2017	2018	2019	2020	2021	20/21
GENERAL								
Population (m)	629.4	631.1	632.8	634.4	635.7	636.7	637.3	0.1%
TV households (m)	258.6	260.2	262.1	263.8	265.7	267.6	269.2	0.6%
DVD Video player/recorder penetration (%)	69.4	67.0	64.4	61.7	59.2	56.9	54.7	-3.8%
Blu-ray Disc player/recorders penetration (%)	20.7	21.8	22.3	22.3	21.7	21.0	20.2	-3.8%
OTT Subscriptions (m)	30.8	43.7	62.0	85.4	115.1	174.9	198.9	13.7%

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)	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)	431.3	295.4	214.6	150.2	115.8	77.0	53.0	-31.2%
Physical video retail (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)	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..								
Total retail digital video (EUR m)	531.5	598.2	702.6	790.3	861.7	978.4	903.5	-7.7%
Total rental digital video (EUR m)	348.9	373.5	423.3	445.2	459.3	640.5	630.2	-1.6%
Total subscription digital video (EUR m)	2,165.8	3,104.5	4,268.9	6,322.4	8,659.3	12,872.4	16,604.2	29.0%
Total spending on digital video (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)	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 June 2018. 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.*