

# Italy

## Italy key data 2022

Population (m)	60.3
TV households (m)	26.0
Consumer spending on total video (€m)	1,349.9
Comparison with 2021	13.3%
Consumer spending on total video (€m) - Total Europe	23,276.4
Comparison with 2021	9.4%

## Italy key commentary

### General

In Italy, films and audiovisual content remain highly appreciated by Italian consumers, including families, despite the developments in the Italian home entertainment market over the recent years.

Thanks to a diverse offer of films and audiovisual content and services, the consumption of home entertainment offers remained stable.

This is certainly also thanks to the efforts of the members of Univideo which pay great attention to the evolution of the Italian home entertainment market, and changes in consumer behaviour and the different ways of watching films and audiovisual content.

The re-release of restored films and of numerous art house titles having enjoyed worldwide audience success on physical carriers has been a boost to the Italian home entertainment industry.

Univideo has been working extensively to increase the awareness of the Italian government to back the Italian home entertainment sector with structural medium- long-term support, both in terms of initiatives aimed at the industry and with measures aimed at audiences. Such support is needed to allow Univideo's members to pursue two very specific objectives: on the one hand, to continue offering increasingly innovative films and audiovisual content and to attract audiences of all different age groups. On the other hand, to incentivize the recovery and restoration of cultural films and audiovisual works that have marked the history of Italy, by making available art house films, cult films, films universally recognized as works of great value, which today would be difficult or impossible to access without the work of publishers of films and audiovisual works.

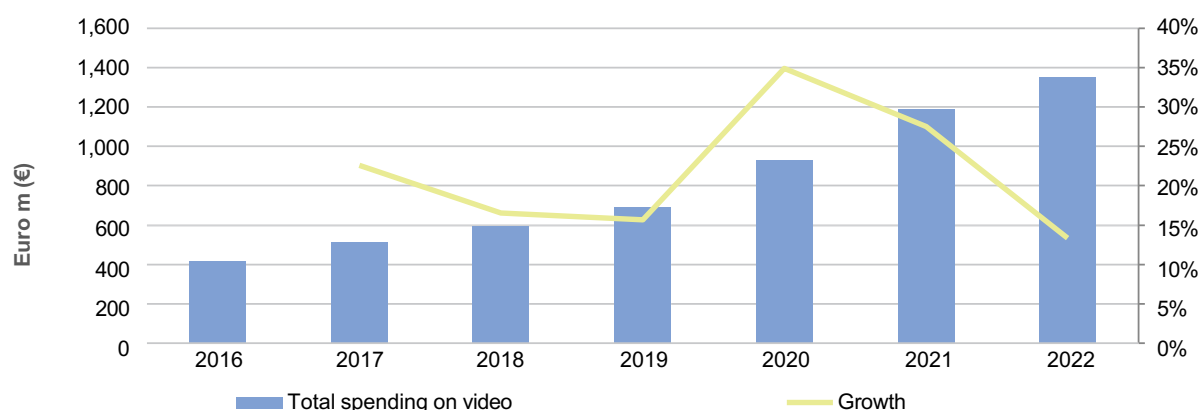
### Communication

Univideo supported the campaign "We Are Stories", the new communication campaign developed and promoted by FAPAV, the Italian content protection programme.

The campaign aimed at defending the future of the film and audiovisual sector through supporting the dreams of tomorrow's professionals, by promoting legal access to films and audiovisual content and generally promoting the values of the film and audiovisual industry. Audiovisual piracy affects all age groups, starting as early as the under-15 audiences. In 2022, 42% of Italian adults said they committed at least one act of piracy, whereas the level was 47% of 10–14-year-old. 50% of the Italian population say they see no harm in obtaining content from illegal sources. These results show that Italian audiences still underestimate the damage to the Italian economy of continuing to pursue unauthorized access to films and audiovisual content - with an estimated damage of EUR 1.7 billion per year to the economy and around 5900 jobs put at risk. There is a need to improve communication and raise awareness on this issue in order to reduce the harm to the Italian economy, employment as well as the Italian film and audiovisual sector, in particular the home entertainment segment.

*This commentary was provided by Univideo, the Italian Video Association.*

## Consumer spending by segment



## Video market: Italy

	2016	2017	2018	2019	2020	2021	2022	21/22
<b>GENERAL</b>								
Population (m)	60.7	60.7	60.6	60.6	60.5	60.4	60.3	-0.2%
TV households (m)	25.3	25.5	25.6	25.7	25.9	25.9	26.0	0.4%
Population Total Europe (m)	631.1	632.8	634.4	635.7	636.7	637.3	637.7	0.1%
TV households Total Europe (m)	260.2	262.1	263.8	265.7	267.6	269.2	270.7	0.6%
Broadband households (m)	12.7	13.5	13.8	14.3	14.9	15.5	16.0	3.0%
Nominal GDP (EUR m)	1,696.5	1,738.4	1,770.7	1,789.4	1,643.8	1,709.8	1,783.0	4.3%
Consumer price index (100 in 2010)	99.7	102.9	109.1	104.1	105.3	107.7	109.7	1.8%
DVD Video player/recorder penetration (%)	83.7	82.0	80.5	79.1	77.8	76.4	75.1	-1.8%
Blu-ray Disc player/recorders penetration (%)	21.9	22.2	22.0	21.4	20.6	19.8	18.9	-4.7%
DVD Video player/recorder Total Europe (%)	67.0	64.4	61.7	59.2	56.9	54.7	52.7	-3.7%
Blu-ray Disc player/recorders penetration Total Europe (%)	21.8	22.3	22.3	21.7	21.0	20.2	19.4	-3.9%
OTT Subscriptions (m)	1.9	3.3	5.4	7.9	12.6	16.8	18.7	11.8%

## Total video software market

	2016	2017	2018	2019	2020	2021	2022	21/22
<b>CONSUMER LEVEL ALL VIDEO</b>								
<i>Total market figures include consumption of both physical and digital video</i>								
Total spending on video (EUR m)	418.9	513.6	598.5	692.3	934.0	1,191.2	1,349.9	13.3%
Growth (%)		22.6%	16.5%	15.7%	34.9%	27.5%	13.3%	
Total spending on video Total Europe (EUR m)	9,204.5	9,924.5	11,389.9	13,601.0	17,690.1	21,274.6	23,276.4	9.4%

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

Physical	Digital
Amazon	Chili
Deltavideo	Google Play
Euronics	iTunes
Feltrinelli	Mediaset
IBS ( Internet Book Shop)	Rakuten TV
Mediamarket	Sky Italia
Mondadori	Sony Playstation store
Unieuro	Telecom Italia

## Average home entertainment spending

