

The Spanish media production in *Netflix* catalog: an approach from the perspective of cultural diversity

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Universidad Carlos III de Madrid



www.diversidadaudiovisual.org

International SVOD Platforms in Spain

01

NETFLIX
October
2015

02

AMAZON PRIME VIDEO
December
2015

03

HBO
November
2016

04

SKY TV
September
2017

Spanish SVOD Platforms

01

FILMIN
2007

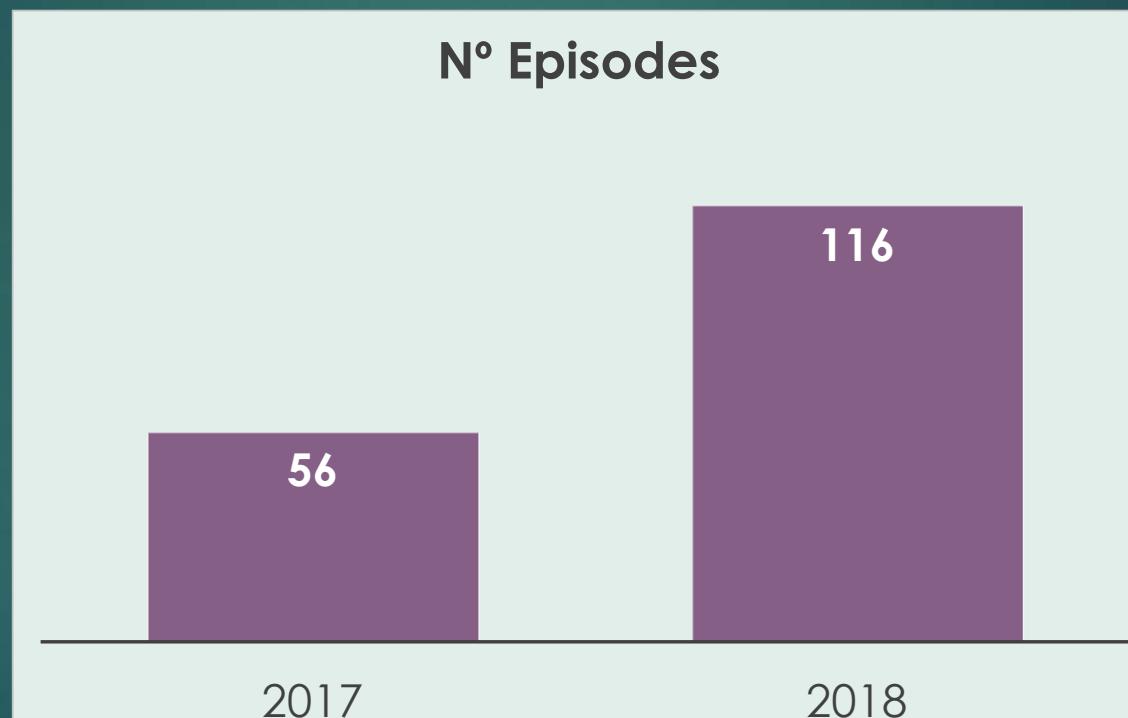
02

MOVISTAR+
2015

03

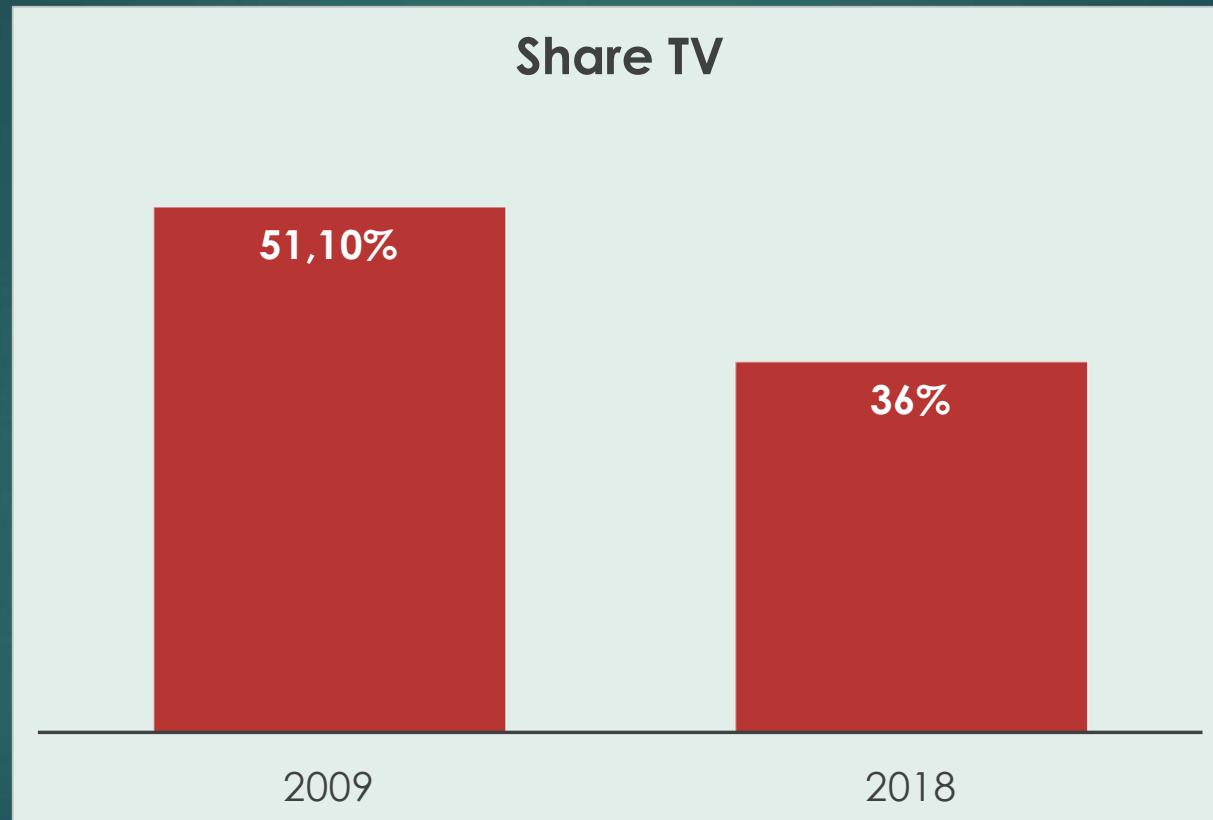
FLIXOLÉ
2018

Number of episodes broadcasted of spanish series on subscription platforms



* Concepción Cascajosa: *Industria del cine y el audiovisual en España. Estado de la cuestión 2015-2018*

Audience Share (Generalist TV Channels)



* Concepción Cascajosa: *Industria del cine y el audiovisual en España. Estado de la cuestión 2015-2018*

Audience Share SVOD in Spain

*CNMC (second quarter 2018)

01

MOVISTAR+
2.2 Millions
13.4%

02

NETFLIX
2.05 Millions
12.5%

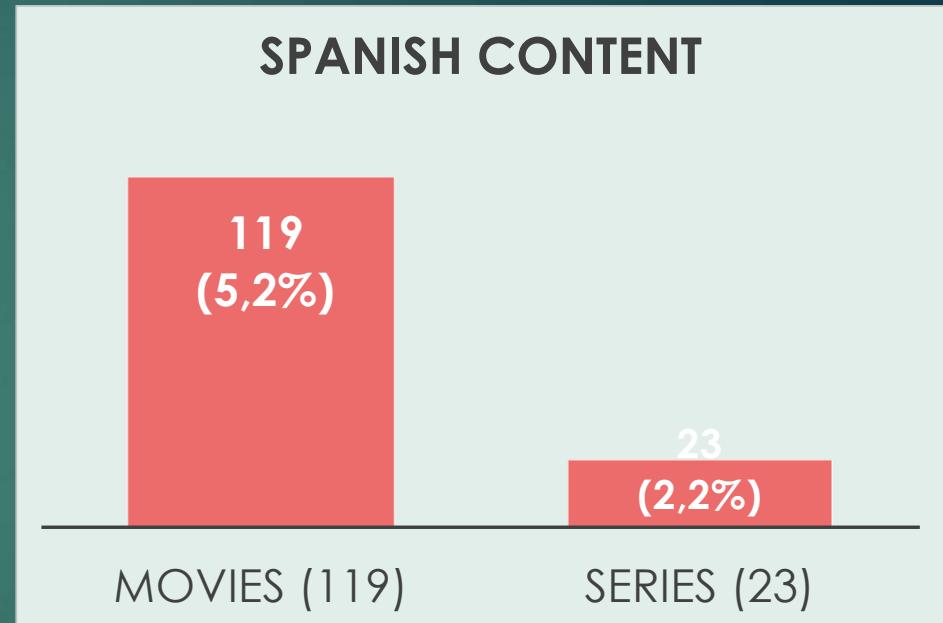
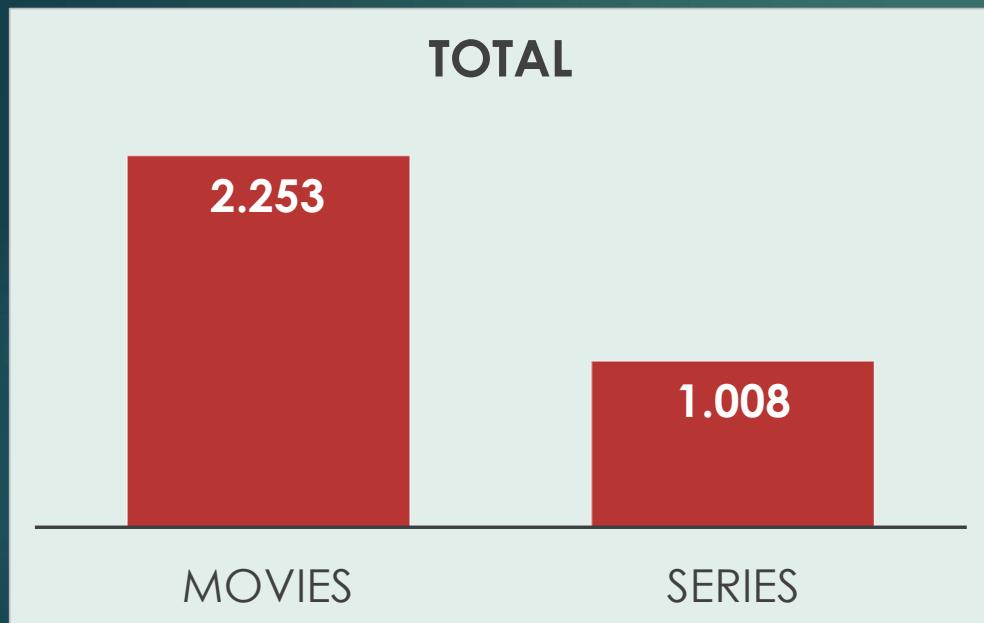
03

AMAZON PRIME VIDEO
645.000
4%

04

HBO
475.000
2.9%

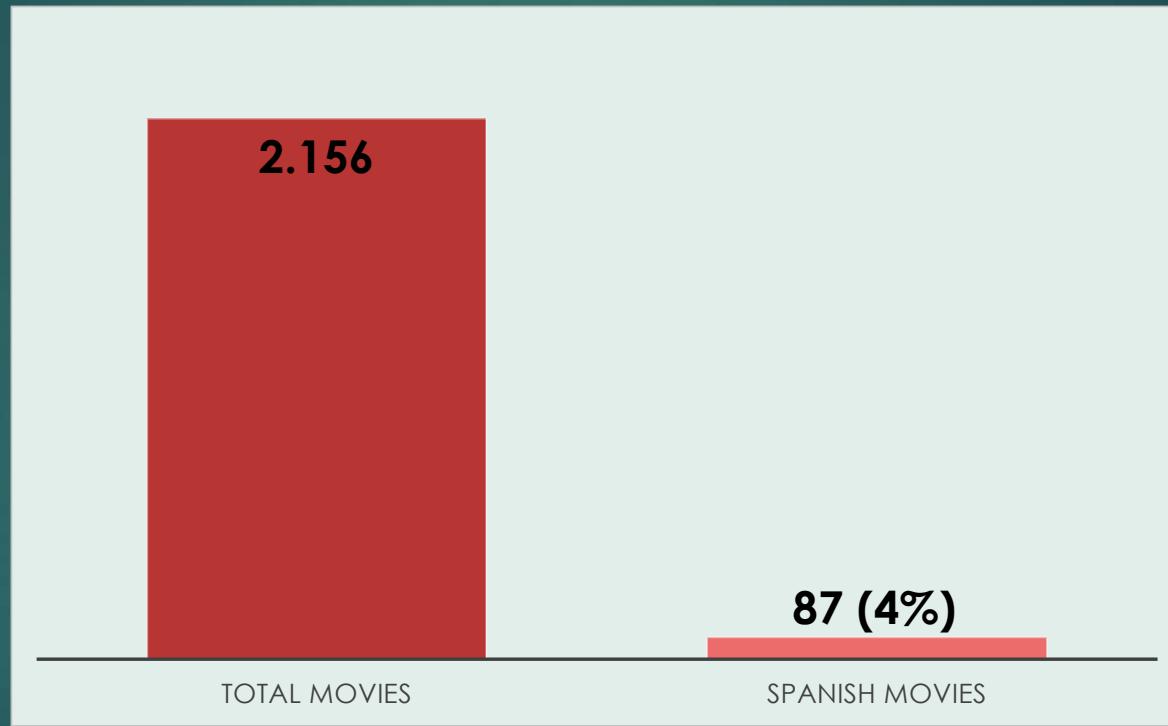
Netflix Spain (July, 2019)



* Authors' own graph

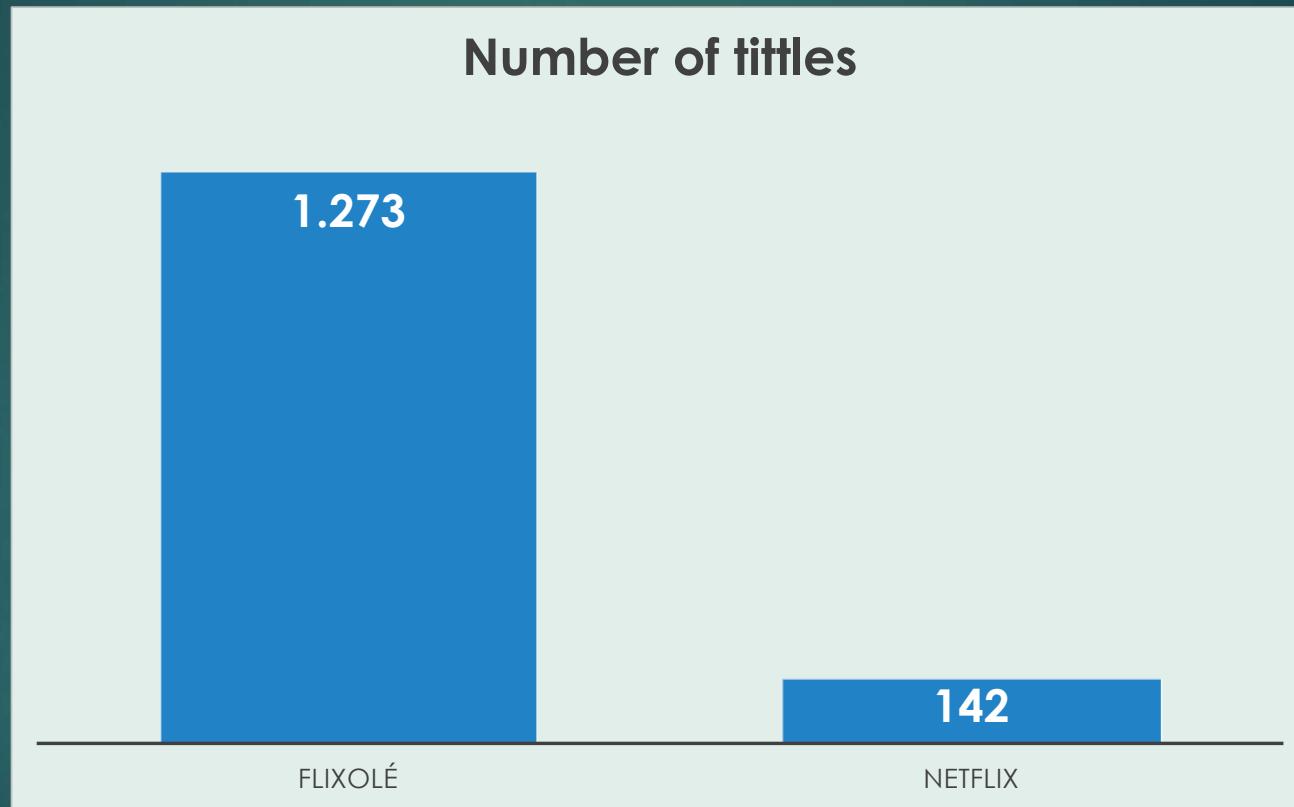
Netflix Spain (2017)

European Audiovisual Observatory



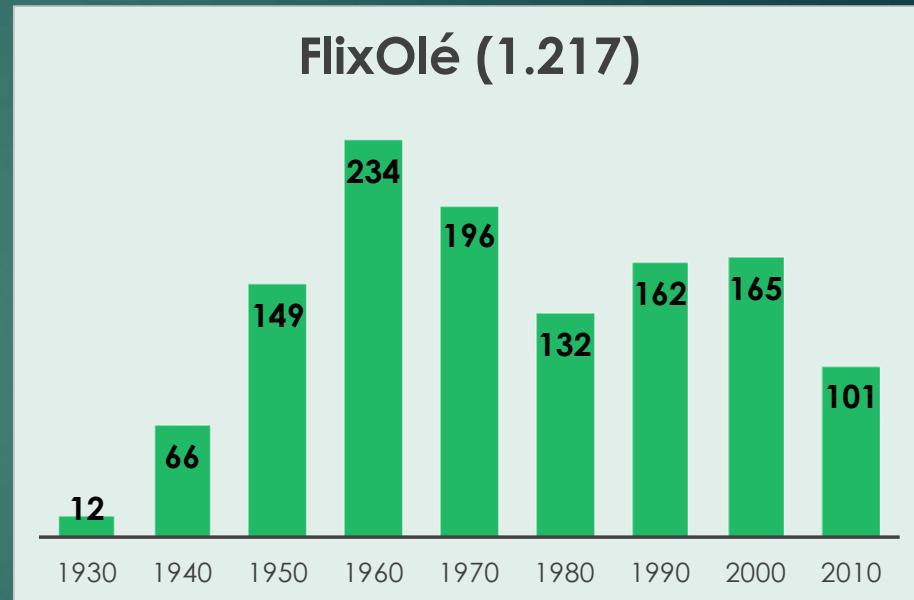
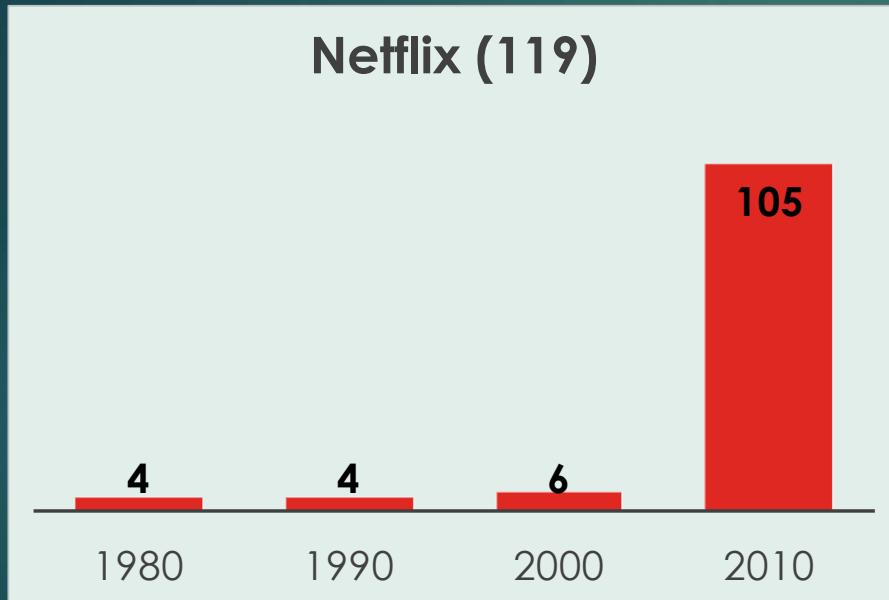
* European Audiovisual Observatory (Lumière VOD)

Spanish Content (July, 2019)



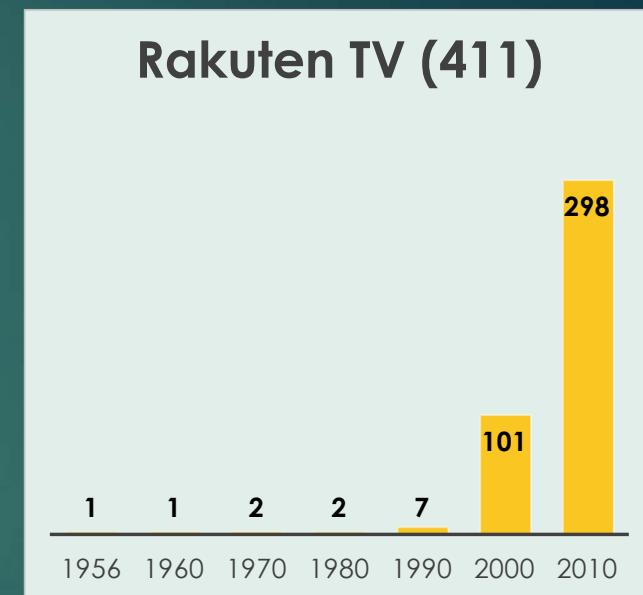
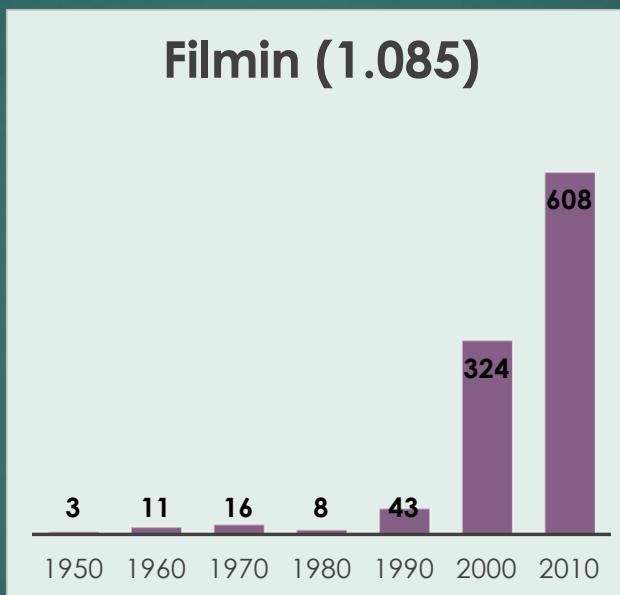
* Authors' own graph

Spanish cinema by decade



* European Audiovisual Observatory (Lumière VOD)

Spanish cinema by decade



* European Audiovisual Observatory (Lumière VOD)

Variations

November 2018/July 2019

- ▶ **November 2018:** 139 Spanish Movies
- ▶ **July 2019:** 119 Spanish Movies



46

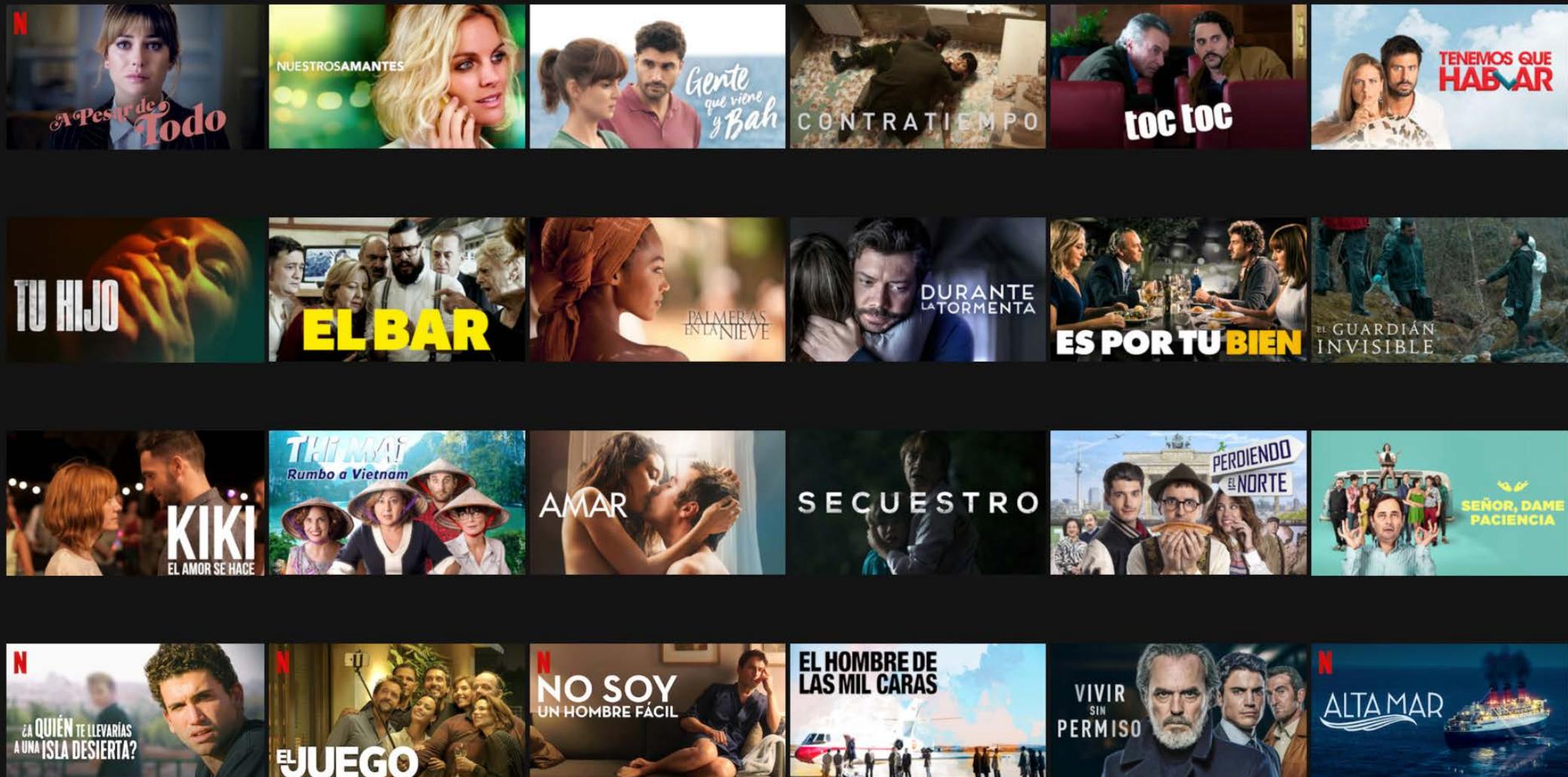
Ups



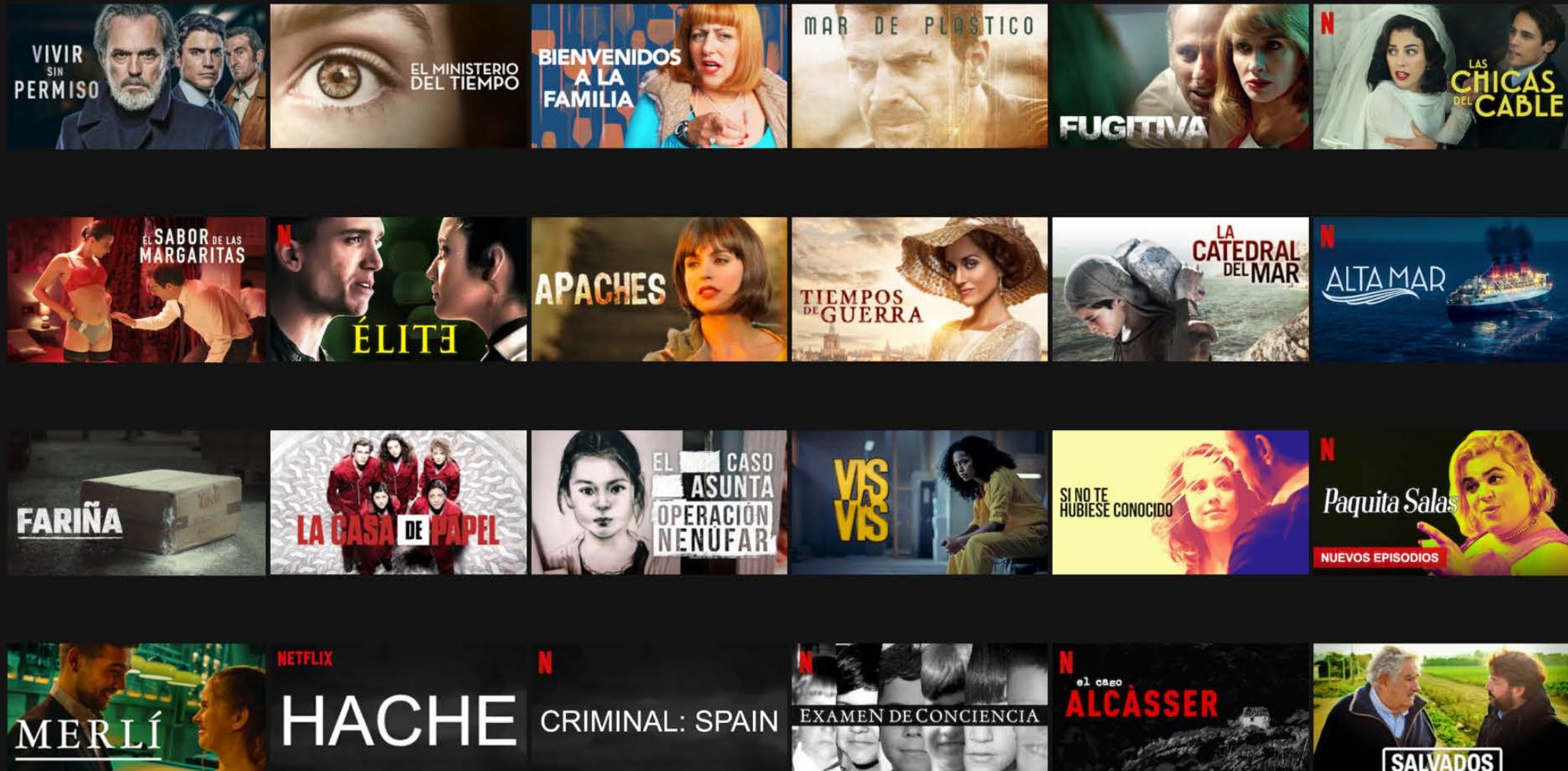
27

Downs

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Títulos en: Series TV españolas



Audiovisual Diversity and Online Platforms: Netflix as a Case Study (2018-2019)

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