

European Audiovisual Observatory – report presentation

Film and TV content in VOD catalogue – 2020 edition

March 3, 2021, 15:00-16:00 horas (Spanish Time)

Free webinar in Spanish. Registration required [here](#)

The Communication Policies and Structures Section of the Spanish Communication Research Association (AE-IC) and the Audiovisual Diversity research group of the Carlos III University of Madrid are pleased to host the presentation of the report [Film and TV content in VOD catalogues](#), 2020 edition, released by the European Audiovisual Observatory, part of the Council of Europe, last December.

The presentation of the key findings and the methodology of this study, that analyses the availability of European audiovisual works in video-on-demand (VOD) services, will be given by Marta Jiménez Pumares, who authored the report with Christian Grece, and will count with the participation of the Observatorio Latinoamericano de Regulación Medios y Convergencia – Observacom.

Key insights from the report are:

- On transactional Video-on-Demand (TVOD), 22% of films and TV series were of EU27 origin, 8% came from the UK and 2% from other European countries.
- On TVOD, the number of single film titles was six times bigger than the number of individual TV seasons available, and 3.4 times bigger on SVOD (Subscription Video on Demand).
- TVOD catalogues had a larger number of titles (film + TV content) on average than SVOD catalogues and were more focused on films.
- There was more European content on TVOD, and at the same time more national content on TVOD than on SVOD.
- For TVOD, the majority of content was found in catalogues of services owned by tech players (Amazon, Apple, Microsoft or Google for example) and on SVOD the majority of content was available on services owned by pure VOD and tech players.

Marta Jiménez Pumares

Analyst at the Department for Market Information in the European Audiovisual Observatory. She has extensive experience in the audiovisual field, having worked as Executive Producer and Business consultant.



Audiovisual Diversity – UC3M

Research group based at Carlos III University of Madrid, dedicated to the study of the issue of diversity in relation to the functioning of cultural industries. An international perspective, nourished by a network of researchers in Europe and Latin America, and the focus on technological innovation and the elaboration of sectorial policies and strategies, place the group at the forefront in the investigation of the transformations that the audiovisual sector undergoes.

Event organized under the umbrella of the R&D project 'Diversity and subscription video on-demand services' (PID2019-109639RB-I00), financed by the State Research Agency (AEI), Spanish Ministry of Science and Innovation.