



# Key messages from the European Audiovisual Observatory

EPRA meeting  
Sarajevo, 30 May 2019

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# Overview

- 1. Latest EAO institutional news**
- 2. Focus on Market information**
- 3. Focus on Legal information**
- 4. EAO events and workshop**

# Latest EAO institutional news

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1.

## Presidency of the Executive Council of the Observatory

- 2019: Italy
- 2020: Morocco
- 2021: UK

## Working at the Observatory

- Recruitment process for EPRA assistant successfully completed

## The database on TV channels, on-demand services...

## ...and licences in Europe

### TV channels

- ✓ 1 in 3 channels in the EU is localized
- ✓ 1 in 3 channels are targeting foreign markets
- ✓ 2 in 3 channels targeting foreign markets are established in the UK, Czech Republic or France
- ✓ 64 languages are broadcasted in Europe

### On demand services

- ✓ 50 on-demand services available per European country
- ✓ 94% of services are Film, TV fiction and Generalist
- ✓ Netflix is available in 41 European countries

### Ownership

- ✓ 1 in 3 news channels is publicly owned
- ✓ US groups own 70% of children's channels
- ✓ 6 distribution groups serve 50% of pay-TV homes
- ✓ 2 in 3 localized channels are owned by a US group

NEW!

### Fresh website & database boost



NEW!

### Licences content

- ✓ Licence name
- ✓ Licence granting authority
- ✓ Licencing country
- ✓ Licence holder
- ✓ Licence availability period

NEW!

### Launch of data collection 2019

- ✓ 47 national regulatory authorities
- ✓ 3<sup>rd</sup> successful year of collaboration

## Database launch

The European film directory

LUMIERE  
VOD



amazon  
prime video

& advanced discussions

NETFLIX

## Reports

TV audience markets



Pay-TV and SVOD markets



## Gender initiatives

Female film directors

Female TV series directors

EFARN network collaboration



# The IRIS Family

## 3.

- IRIS Newsletter (10 yearly issues – with correspondents)
  
- IRIS *Plus* (3 yearly issues – in-house production):
  - European works and independent producers (Summer 2019)
  - Media windows (Autumn 2019)
  - To be decided (Winter 2019)
  
- IRIS *Special* (2 yearly issues – with partners):
  - Independence of regulators in the revised AVMSD (IViR) (summer 2019)
  - Self-regulation in the transposition of the revised AVMSD (EMR) (winter 2019)
  
- IRIS *Extra* (1 yearly issue – with partner):
  - Regulation of disinformation in Russian media law (summer 2019)

# The mapping reports

## 3.

- Protection of minors in the AVMSD implementation – 2016
- Media literacy actions and best practices – 2017
- Licensing procedures for AVMS providers – 2018
- Promotion of European works (EFADs) – 2019
- Granting criteria in film funding – 2019
- Nationality of European works – 2020
- ..... ? – 2021

# Revamping of legal databases

## 3.

IRIS  
MERLIN

Database on legal information relevant to the audiovisual sector in Europe

AVMS  
DATABASE

Database on the transposition of the AVMS Directive into national legislation



# EAO events (January-June 2019)

## 4.

### *Main events since the last EPRA meeting:*

- Film financing – European strategies to boost cultural diversity  
(Cannes, 18 May 2019)
- Cinema windows across Europe, Presidency conference  
(Rome, 18 June 2019)

### *Forthcoming:*

- Trends on the pay tv market in the Russian federation  
(Moscow, September 2019)
- Independent audiovisual productions in Europe  
(Brussels, November 2019)
- 6<sup>th</sup> Christmas workshop – topic to be identified  
(Strasbourg, December 2019)

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European Audiovisual Observatory  
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