



General update of Observatory reports and activities

September 2020 to September 2021

INFORMATION

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Updated on: 08/09/2021



Publications and reports (from most recent)

Market information [\[link\]](#)

Female audiovisual professionals in European TV fiction production

Published in September 2021

This report provides an assessment of the gender imbalance within six audiovisual professional categories in European TV fiction.

See: <https://rm.coe.int/female-audiovisual-professionals-july-2021/1680a38bd0>

Focus 2021 – World film market trends / Tendances du marché mondial du film

Published in July 2021

The 24th edition of FOCUS - World Film Market Trends (2021) - presents the latest trends on all the major film markets around the world regarding film production and distribution as well as admissions and gives an idea about the impact of the Corona-crises.

Audiovisual media services in Europe: Supply figures and AVMSD jurisdiction claims - 2020 edition

Published in June 2021

This new report provides an overview of the supply of services in the European audiovisual media landscape.

See: <https://rm.coe.int/audiovisual-media-services-in-europe-2020/1680a2fc29>

Key trends 2020/2021 – Television, cinema, video and on-demand audiovisual services: The pan-European picture

Published in May 2021

The 6th edition of *Key trends* offers a selection of topics which deal with the most significant trends affecting the European audiovisual market.

See: <https://rm.coe.int/yearbook-key-trends-2020-2021-en/1680a26056>

For other language versions see [here](#).

Audiovisual fiction production in the European Union - 2020 edition

Published in April 2021

This report provides an analysis of the production of audiovisual fiction in the European Union in the period 2015-2019.

See: <https://rm.coe.int/european-fiction-production-2020-edition/1680a206c4>

The circulation of European films in non-national markets - key figures 2019

Published in March 2021

This report focuses on the theatrical exploitation of European films in non-national markets, namely theatrical film exports.

See: <https://rm.coe.int/export-2020-en-final-online-version/1680a1e35f>



Fiction film financing in Europe - 2020 Edition

Published in February 2021

This report constitutes the output of an extensive collaboration project between the European Audiovisual Observatory and the European Film Agency Research Network (EFARN).

See: <https://rm.coe.int/fiction-film-financing-in-europe-2020-edition-/1680a1719d>

Trends in the VOD Market in the EU28

Published in February 2021

This report focuses on the evolution of the Subscription Video-on-Demand (SVOD), Transactional Video-on-Demand (TVOD) and Advertising-financed and Broadcaster Video-on-Demand (AVOD/BVOD) markets in the European Union (EU28) from 2010 -2020.

See: <https://rm.coe.int/trends-in-the-vod-market-in-eu28-final-version/1680a1511a>

The visibility of audiovisual works on TVOD - 2020 edition

Published in January 2021

This updated annual report is an analysis of the promotion of films and TV content by 52 TVOD services in 7 European countries. It looks at the origin of the content promoted, the intensity and concentration of promotion, and the relative share of films and TV content.

See: <https://rm.coe.int/visibility-of-av-works-on-tvod-2020-edition/1680a12a0f>

Film and TV content in VOD catalogues - 2020 Edition

Published in December 2020

This report provides a second global insight into the composition of VOD catalogues in the 27 Member States of the European Union, looking at both film and TV content. This is the first since the UK left the EU.

See: <https://rm.coe.int/film-and-tv-content-in-vod-catalogues-2020-edition-final/1680a13537>

From cinemas to VOD- 2020 edition

Published in November 2020

This report looks at how films released in Europe since 1996 made it to Video-On-Demand. The report illustrates the complex relationships between the release of films in cinemas and in VOD.

See: <https://rm.coe.int/from-cinemas-to-vod-2020-edition/1680a018a4>

Modelling audiovisual sector revenue flows in the EU - working paper

Published in September 2020

Presentation of a draft model of revenue flows in the audiovisual sector, used as a test case to evaluate the losses in the financing of European original content that could result from the COVID-19 crisis in 2020.

See: <https://rm.coe.int/eao-av-revenue-model-sep-2020/16809f97ce>

European high-end fiction series. State of play and trends

Published in September 2020

The production of high-end television series is growing, and this new free study explores the trends and state of play in Europe.

See: <https://rm.coe.int/european-high-end-fiction-series-state-of-play-and-trends-g-fontaine-a/16809f80cd>



Legal information [\[link\]](#)

IRIS Newsletter

10 issues will be published in 2021, **seven** have already been released.

See: <http://merlin.obs.coe.int/newsletter.php>

IRIS Special

- **IRIS Special 2020-2: Artificial intelligence in the audiovisual sector**

Published in January 2021

In the audiovisual industry, as in other sectors, the increasing use of artificial intelligence is likely to herald a paradigm shift, as it can transform the entire value chain. This new report discusses the opportunities and challenges raised by AI in this sector.

See: <https://rm.coe.int/iris-special-2-2020en-artificial-intelligence-in-the-audiovisual-secto/1680a11e0b>

- **IRIS Special 2020-1: Media pluralism and competition issues**

Published in November 2020

This IRIS Special 2020-1 report contributes to the debate on the relationship between safeguarding media pluralism and effective competition in the age of digitisation and globalisation, especially with regard to new diversity-relevant phenomena in the digital platform economy.

See: <https://rm.coe.int/iris-special-1-2020en-media-pluralism-and-competition-issues/1680a08455>

IRIS Plus

- **IRIS Plus 2021-1: Diversity and inclusion in the audiovisual sector**

Published in July 2021

This publication aims at presenting the variety of measures in place with regard to diversity and inclusion in a non-comprehensive way - in a way which not only illustrates all the good work that has been done in recent years, but which also highlights shortcomings and challenges for the future.

See: <https://rm.coe.int/iris-plus-2021en1-diversity-and-inclusion-in-the-european-audiovisual-/1680a99b9>

- **IRIS Bonus 2021-1: Reports on diversity and inclusion in the European audiovisual sector - an overview**

Published in July 2021

Intended as a free working tool to accompany the reading of the IRIS Plus on “Diversity and inclusion in the audiovisual sector” this IRIS Bonus is the result of the desk research done for the preparation of the IRIS Plus and the preliminary workshop for the analysis of the topic.

See: <https://rm.coe.int/iris-plus-2021-bonus-diversity-and-inclusion/1680a2cb8a>



IRIS Extra

- **IRIS Extra 2020: Foreign agents in Russian media law**

Published in December 2020

How does Russian media law deal with media outlets owned by non-Russian players? This latest IRIS Extra report delves into foreign ownership of the media in Russia and the provisions for this in Russian audiovisual legislation.

See: <https://rm.coe.int/iris-extra-2020en-foreign-agents-in-russian-media-law/1680a0cd08>

IRIS Themes

- **IRIS Themes - Vol. III - Freedom of Expression, the Media and Journalists. Case-law of the European Court of Human Rights (6th edition, 2021 edition)**

Published in April 2021

Revised edition with summaries of 339 judgements or decisions by the Court + hyperlinks to the full text of the judgement or decision. The summaries included in the e-book can be retrieved from our legal database, IRIS Merlin.

See: <https://rm.coe.int/iris-themes-vol-iii-2020-edition-en-28-april-2021-/1680a24eee>

Other publications

- **Post-Brexit rules for the European audiovisual sector**

Published in February 2021

From 1 January 2021 the relations between the UK and the European Union are governed by a Trade and Cooperation Agreement, as a result of the deal that was reached in the very last days of 2020. These new rules will affect every economic sector, including the audiovisual.

See <https://rm.coe.int/brexit-note-2021-post-brexit-rules-for-the-european-audiovisual-sector/1680a176d1>

- **Summary of workshop discussions on “Diversity and inclusion in the European audiovisual industries: both on and off-screen”**

Published in January 2021

There has long been a keen awareness of the principles of equality and non-discrimination based on gender, origin, or disabilities enshrined in European media legislation. But more recent social changes, in particular concerning the position of women in the workplace and the #blacklivesmatter development have meant that diversity and inclusion have more recently come into sharper focus. What of the audiovisual industries in Europe?

See <https://rm.coe.int/summary-workshop-2020-diversity/1680a14957>



“All year round” databases and online services

Databases are available for free on the website of the Observatory.

IRIS Merlin database, the Audiovisual Law Information Wizard <http://merlin.obs.coe.int/>

As of 1 September 2021, IRIS Merlin included **8 9775** short descriptive articles based solely on facts, with exact reference to **8 628** source documents (laws, decrees, court cases, etc.).

AVMSDatabase on the transposition of the Audiovisual Media Services Directive in all 28 EU Member States <http://avmsd.obs.coe.int/>

The database contains searchable reference legal texts of national transpositions of the Directive in the 28 EU member states. It will be regularly updated to take account of amendments to national legislation. A revamped version was made public in June 2020 to take into account the implementation measures of the revised Audiovisual Media Services Directive 2018/1808 as the texts become available.

MAVISE database on television and audiovisual services and companies in Europe <http://mavise.obs.coe.int/>

MAVISE underwent a major update which went live on 15/04 with new jurisdiction information of AV media services in the registries of NRAs.

LUMIERE database on admissions to films released in Europe <http://lumiere.obs.coe.int/>

LUMIERE

Admissions data for 2020 have been imported.

For the year **2020** LUMIERE includes admissions data (**404.7 million admissions**) for **35 European countries**. For 2019, LUMIERE includes 1.2 billion admissions for some 10 000 feature films.

LUMIERE PRO (*paying service*)

LUMIERE PRO is an enhanced version of the LUMIERE database. It allows the Observatory and (due to copyright restrictions) a clearly defined group of clients (mainly public film bodies across Europe) to obtain annual title-by-title admission data on all European as well as **14 non-European markets (3 484 films)** representing ca. **4 136 million admissions**. The service furthermore provides access to the statistical tools of the LUMIERE database.

LUMIERE VOD - The European film directory <http://lumierevod.obs.coe.int/>

The European film directory provides data on European films and TV content and their availability on-line in video-on-demand (VOD) services throughout the European Union. LUMIERE VOD has been updated in April and contains data on over **44 000 European film titles** and **15 000 TV seasons** (representing more than 510 000 presences) present in **426 different VOD catalogues** available in **45 European countries**.

Yearbook online (*paying service*) <http://yearbook.obs.coe.int/>

Available online, the Yearbook provides an overview of television, VOD, cinema and video in 41 countries, and includes some 400 tables and 39 country fact sheets.

The 2020/2021 edition of the Yearbook is complete and the 2021/2022 edition has started.

All members of the Executive Council and the Advisory Committee have free access to the content of the Yearbook online. A password can be asked [here](#).



EFARN Film Research Library

<https://filmresearch.eu/>

The European Audiovisual Observatory and the European Film Agencies Research Network (EFARN) launched a database of film industry research and statistics which can be freely consulted on line. Reports about COVID-19 measures and their effects are included as well.

Other services

COVID-19 audiovisual sector measures

[COVID-19 tracker](#)

As of mid-March 2020 we have been tracking information on specific national measures aimed at supporting and guiding the audiovisual sector and to the cultural and creative industries in the 41 Member states of the European Audiovisual Observatory. These measures are collected in a downloadable EXCEL table (click [here](#)).

It was updated for the last time on 09/02/2021. At that time the COVID Tracker has tracked **1 162** measures taken and registered **8 718** downloads. More information on this project on our website [here](#).

AVMSD transposition

[AVMSD tracker](#)

The Audiovisual Media Services Directive (AVMSD) was last revised in autumn 2018. The European Commission set the deadline for transposition into national legislation as being the 19 September 2020. This HTML table shows the level of advancement of the transposition process in the 27-EU member states and in the UK.

So far the AVMSD tracker has registered **5 698** visits.

Agreement with and participation in the Cannes Film Market

The Observatory chose again this year to go “online only” for Cannes 2021, although the market and festival did take place in a later July slot. It was felt that the time was not yet ripe for big public events in view of the pandemic situation. And so we organised an online workshop looking at the transfer of production financing from theatrical to non-theatrical production: [From cinema to sofa: is COVID accelerating a production shift from theatrical to non-theatrical?](#)

Our workshop took place on Tuesday 13 July from 15.00 – 17.00 (CEST). Our event attracted 357 viewers within the Marché du Film platform and around 400 views for the simultaneous livestream on our own YouTube channel. To date, 1 365 people have watched some part of our conference film online. As every year our [FOCUS – World Film Market Trends](#) was produced for the Marché du Film as another important “pillar” of our agreement with the Marché du Film. Given its date of publication, we were able to include a very useful overview, “Year one under COVID”, which gives a precise summary of the overarching tendencies in the industry under the pandemic.



Organisation and participation in past and future events (from most recent) - See more [here](#)

Series Mania Forum

31 AUGUST 2021 HYBRID

Participation of Gilles Fontaine, Head of our Department for Market Information, who made a presentation entitled "International co-productions in fiction TV series" as part of the Series Mania forum: "European drama co-productions: Myths and Reality".

See presentation [here](#).

Participation of Maja Cappello, Head of our Department for Legal Information, will make a presentation entitled "Independent producers in the revised AVMS Directive" as part of the Series Mania Forum: "AVMS Directive: A good fit for European independent production?"

See presentation [here](#).

From cinema to sofa: is COVID accelerating a production shift from theatrical to non-theatrical?

13 JULY 2021 ONLINE EVENT – CANNES CONFERENCE

See film [here](#).

EU Audiovisual Sector Social Dialogue Committee

22 JUNE 2021 ONLINE EVENT

Participation of Francisco Javier Cabrera Blázquez, Senior Analyst at the Department for Legal Information, who presented the IRIS Special on Artificial intelligence in the audiovisual sector at the EU Audiovisual Sector Social Dialogue Committee.

More [here](#) - YouTube presentation [here](#).

ERA Annual Conference on European Media Law

18 JUNE 2021 ONLINE EVENT

Participation of Maja Cappello, Head of the Department for Legal Information, who made a keynote presentation on European Media Law.

Conference on the launching of the new Creative Europe programme

17 JUNE 2021 LISBON ONLINE EVENT

Participation of Susanne Nikoltchev, Executive Director, at a Panel on the Green Dimension in the Audiovisual Industry and in the new Creative Europe Programme where she presented the Observatory's perspective on sustainability in the audiovisual industries.

Boosting sustainable film through international collaboration

9 JUNE 2021 ONLINE EVENT

Webinar on green initiatives in the film industry, as part of the UK's 2021 Presidency of Observatory. [More here](#).

Primer Encuentro Internacional de Observatorios de la Industria Audiovisual - Official experiences at the national, regional and international level

27 MAY 2021 ONLINE EVENT

Patrizia Simone, Film Analyst at the European Audiovisual Observatory, gave a presentation at the 1st International Meeting of Audiovisual Observatories, organised by the Argentinian [National Institute of Cinema and Audiovisual Arts Production company](#) (INCAA).



The Digital Services Act in countering the piracy of sporting events

7 May 2021 – Organised by the BILL research centre of the Libera Università Internazionale degli Studi Sociali "Luiss Guido Carli", Roma, Italy, with the support of FAPAV, the Italian Federation for the Protection of Audiovisual and Multimedia Content.

Maja Cappello, Head of the Department for Legal Information, will intervene at a webinar on the Digital Services Act in countering the piracy of sporting events "[Il Digital Services Act per contrastare la pirateria sugli eventi sportivi](#)".

Online talk on Brexit

30 March 2021 – Organised by EFAD – the European Association of Film Agencies, a member of the Observatory's Advisory Committee.

Francisco Cabrera, Senior legal analyst at the Observatory's legal department, will present the Observatory's work on [Post-Brexit rules for the European audiovisual sector](#).

A spotlight on the new Digital Services Act (DSA) package

Starting from March 2021

Series of webinars organised by the European Audiovisual Observatory: 4 webinars already planned. [More here](#).

Working Group on Diversity and Equality

25 March 2021 – Organised by the Society of Authors ([SAA](#)), within their "Working group on diversity and equality"

Maja Cappello, Head of Department for legal information, and Patrizia Simone, Film and TV analyst, will present the Observatory's work on diversity and gender equality.

Presentation of the report 'Film and TV content in VOD catalogues - 2020 edition'

3 March 2021 – Organised by the Audiovisual Diversity research group ([UC3M](#)), the 'Communication Structure and Policies' section of the Spanish Association of Communication Research ([AE-IC](#)), and the Latin American Observatory of Media Regulation and Convergence ([Observacom](#))

Marta Jiménez Pumares, our European Television and On-demand Audiovisual Markets Analyst made a presentation of the report.

Online conference: The new Digital Services Act Package: a paradigm shift?

11 February 2021 - <https://youtu.be/eqFLGiTsnFO>

A first look at the new EU rules on online services and their possible impact on the audiovisual industry. Online event organised by the Department for Legal Information. [More here](#).

Online workshop: diversity and inclusion in the European audiovisual industries

10 December 2020 - <https://youtu.be/4tTm4iXOvNo>

Workshop on diversity and inclusion in the European audiovisual industries, both on and off-screen, organised by the Department for Legal Information. [More here](#).

Webinar: The latest trends in cinema, television and VOD in Europe

23 November 2020 – Update on the Observatory's work in the areas of cinema, television, VOD and streaming services in Europe

Maja Cappello, Head of our Department for Legal Information, and Gilles Fontaine, Head of our Department for Market Information, talked about the latest trends in these industries, taking into account the effect of the current pandemic. [More here](#).

Diversity of Viewing. New Trends in VoD Market

27 October 2020 – International event organised by [Creative Europe Desk Poland](#) and dedicated to the European VoD platforms market



Christian Grece, European Television and On-demand Audiovisual Markets Analyst, made a presentation on [VOD Trends in Europe](#) during this online conference.

EFARN meeting

19 & 20 October 2020

This year's meeting will be online and will consist in a series of webinars on the following topics: COVID implications on the exploitation of films; COVID implication on the financing of films; Green film.

