

Audiovisual Industry Going Global: What Options Exist for European Service Publishers?

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Abstracts

The audiovisual market has always been a traditionally multinational industry. Within the industry, content production, publishing and distribution activities have highly varying levels of internationalisation. There has been a marked escalation of transnational mergers over the recent period, indicating a new phase in globalisation of the industry.

There is now pressure coming from two main angles: producers are faced with constantly increasing production costs, and distributors are faced with continually high CAPEX levels and new competition from OTT players. European service publishers have to reinvent their strategies in this new globalised context, which is dominated by North American players.

This report aims to:

establish the current state of globalisation and industry restructuring in the audiovisual sector by studying the corporate strategies of a selection of major players from the production, publishing and distribution segments

assess the impact of globalisation on European players in the audiovisual sector by focusing on TV channels and networks

describe the various coping strategies being pursued by these players.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY & DEFINITIONS

- 2.1. General methodology of IDATE's reports
- 2.2. Methodology specific to this report
 - 2.2.1. Key objectives
 - 2.2.2. Geographic scope and players studied
 - 2.2.3. Definitions

3. REASONS BEHIND GLOBALISATION

- 3.1. The need to find new growth drivers
 - 3.1.1. The slowdown in Western markets
 - 3.1.2. Emerging market dynamics
- 3.2. The search for economies of scale
 - 3.2.1. Inflation of production costs
 - 3.2.2. Erosion of distributors' profit margins
 - 3.2.3. CAPEX and R&D
- 3.3. The globalisation of distribution
 - 3.3.1. Time scales relating to access to content are being redefined
 - 3.3.2. Easier overseas expansion for OTT players
- 3.4. Programme offering becoming more standardised?
 - 3.4.1. The power of North American series
 - 3.4.2. UK and Dutch companies dominate the TV format market

4. GLOBALISATION MODELS

- 4.1. Exporting programmes
 - 4.1.1. Selling rights internationally
 - 4.1.2. Growth of international co-productions
 - 4.1.3. Programme formats proliferating
- 4.2. Exporting audiovisual content services
 - 4.2.1. Transnational distribution
 - 4.2.2. Broadcasting local versions
 - 4.2.3. OTT services
- 4.3. International channel package providers

- 4.3.1. Internal growth strategies
- 4.3.2. External growth strategies

5. THE IMPACT OF GLOBALISATION

- 5.1. A new phase of vertical integration
 - 5.1.1. Integration of production functions by distributors
 - 5.1.2. integration of distribution functions by TV channels/networks and content rights holders
 - 5.1.3. OTT services investing in original content
- 5.2. Horizontal concentration of production and distribution industries
 - 5.2.1. Concentration in the production sector
 - 5.2.2. Concentration in the US distribution sector
 - 5.2.3. Concentration in the European distribution sector
- 5.3. The emergence of oligopolistic situations in new services
 - 5.3.1. iTunes is the global transactional VOD leader
 - 5.3.2. North American services dominate the SVOD segment
- 5.4. Gains for English-speaking programming
- 5.5. How are European players adapting?
 - 5.5.1. Programming and production investment strategies
 - 5.5.2. European players' OTT strategies

LIST OF PLAYERS

Al Jazeera
All3Media
Altice
Amazon Prime Instant Video
AT&T
BBC Worldwide
BeIn Sport
CanalPlay
CBS
Channel
Cinemax
Comcast
Digiturk
DirecTV
Dish Network

Endemol
Eyeworks
Fremantle
Canal+
HBO
Hulu
iTunes
ITV
Kabel Deutschland
Liberty Global
Modern Time Group
Naspers
NBA
NBC Universal
Netflix
NFL
NLS
NLziet
Ono
Orange/OCS
OSN
ProSiebenSat
Red Arrow
RTL Group
Shine Group
Showtime
Sky
StarTimes
Starz
Talpa Media
TDT Premium
Telefónica
Televisa
TF1
Time Warner Cable
Time Warner Inc.
Viacom
Virgin Media
Ziggo

Zodiak Entertainment

Tables & Figures

TABLES & FIGURES

Table 1: Major cable package prices in the United States, January 2012 – January 2013

Table 2: TV advertising revenues in the United States, 2012–2013

Table 3: Examples of international co-productions in Europe over the 2011–2013 period

Table 4: The top 5 programme formats in Europe in terms of hours broadcast, 2012 and 2013

Table 5: The top 5 programme formats in Europe in terms of revenue generated, 2012 and 2013

Table 6: Original series available on video services from Amazon, Netflix and Hulu

Table 7: European production company acquisitions by North American players, 2011–2014

Table 8: The most downloaded TV series on BitTorrent in the world, 2012–2014

Figure 1: Threats and opportunities from globalisation for the main player categories in the value chain

Figure 1: Pay-TV penetration in the United States and Canada, 2011–2015

Figure 2: Pay-TV penetration in Europe, end of 2014

Figure 3: Net subscriber bases for the channel packages of Canal+ and TDT Premium between 2008 and 2013

Figure 4: ARPU trends and forecasts for cable in Europe, 2012–2016

Figure 5: TV advertising revenues in the five main European markets

Figure 6: Pay-TV market breakdown by operator in terms of subscribers, Germany, as of 1 January 2014

Figure 8: TV penetration in homes of the Asia/Pacific region, end of 2014

Figure 9: Pay-TV penetration in homes of the Asia/Pacific region, end of 2014

Figure 10: TV penetration in homes of the Latin American region, end of 2014

Figure 11: Pay-TV penetration in homes of the Latin American region, end of 2014

Figure 12: TV penetration in homes of the Africa/Middle East region, end of 2014

Figure 13: Pay-TV penetration in homes of the Africa/Middle East region, end of 2014

Figure 14: TV advertising revenue growth forecasts for Asia Pacific, Europe, Latin America, Africa/Middle East and North America, 2014–2019

Figure 15: Average cost of producing audiovisual fiction in France, 1994–2013

Figure 16: Revenues and costs related to the production of a North American 52-minute TV series episode during the first six seasons

Figure 17: Comparison of video ARPU, programming costs per subscriber and margin rate in the cable sector, United States, 1995–2014

Figure 18: CAPEX trends and forecasts for cable in Europe, 2004–2016

Figure 19: Restructuring of the video sector value chain

Figure 20: Standard distribution timeline for a North American series during its first six years of exploitation

Figure 21: Global footprint of the OTT video services of Apple (iTunes), Netflix and Amazon as of 1 January 2015

Figure 22: Origin of fiction programmes broadcast on a sample of TV channels in 17 European countries in 2013

Figure 23: Breakdown of the top 100 TV fiction audiences by origin in France on TF1 and France 2 in 2009, 2011 and 2013

Figure 24: Breakdown of hourly volume and revenues generated by the sale of the top 100 TV formats in Europe in 2013

Figure 25: Availability of a selection of TV series by distribution channel in France, January 2015

Figure 26: International presence of the formats The Voice, X-Factor and Dancing with the Stars as of 31 December 2014

Figure 27: Brands operated by HBO in the United States (excluding HD channels)

Figure 28: Brands operated by HBO in Europe (excluding HD channels)

Figure 31: International presence of the channel brands HBO, RTL and CBS as of 31 December 2014

Figure 29: OTT service positioning of the three major US leagues, the NFL, NBA and MLS, based on the popularity of the sport, the market and the distribution channel

Figure 30: Individual premium channel packages from Dish Network in the United States

Figure 32: Global coverage provided by a selection of telecommunications satellites broadcasting TV channels

Figure 33: International presence of distributors DirecTV, Groupe Canal+, Sky and Modern Time Group as of 31 December 2014

Figure 34: International presence of distributors Liberty Global, Altice/Numericable and Telefónica/Movistar as of 31 December 2014

Figure 35: The main vertical integration movements

Figure 36: Simplified chart of the major North American media groups in 2014

Figure 37: Spending on programming for select video services in 2014

Figure 38: Quarterly growth in subscribers to Comcast and TWC pay-TV offerings, and expected level following merger and divestiture of 3.9 million subscribers

Figure 39: Number of distributors by network type in 37 European countries, 2010–2014

Figure 40: Market share of the major EST players in the United States by type of content, 2013

Figure 41: Market share of the major players in rental video on demand in the United States, movies, 2013

Figure 42: Breakdown of SVOD market in subscription volume by type of provider, mid-2014

Figure 43: Popularity of audiovisual content by category and country of origin

Figure 44: Fiction production strategies of a selection of European broadcasters

Figure 45: OTT positionings for a selection of European players

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