

# 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.

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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+  
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