

# **Future TV: Where do European players fit into the future TV landscape?**

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## **Abstracts**

The nature of the doubts surrounding the future of the TV sector is changing. It is now accepted that linear television channels will not disappear overnight, but they will be watched less and less as OTT becomes more popular. This transition is a core industry trend.

As for business models, it's clear that SVOD will continue to develop, although targeted advertising – including on TV – will be used increasingly and will contribute significantly to the sector's revenue.

The only real unknown for the future TV landscape is the place that Europe's leading media companies will be able to carve out for themselves, when competing with US media and tech giants.

This new IDATE DigiWorld study explores the latest technological, economic, strategic and consumption trends that are likely to shape the sector in the coming years.

It delivers a snapshot of Europe's current position in the global landscape and of threats to the European industry.

It examines the options available to public policymakers and European corporations that could help forge a brighter future for Europe's audiovisual media industry.

And, finally, it provides forecasts for European market growth, and estimates for European and American players' market share up to 2030.

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