

The Impact of Crises on the Audiovisual Sector: SVOD, the great winner of the crisis

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Abstracts

This IDATE DigiWorld report explores how audiovisual markets have been affected by previous economic and financial crises and whether they have succeeded in rebounding during the recovery period.

It attempts to distinguish between structural changes and direct consequences of the crises to better predict the exit scenarios taking shape after the COVID-19 crisis.

It evaluates the impact of the dot-com bubble, the sub-prime crisis and the European debt crisis on the pay-TV and free-to-air TV markets (commercial and public) for each of the major markets worldwide (USA, China, UK, Germany, France, Italy, Spain) and for each of the world's regions.

The key findings from analysing the history of the audiovisual sector over the last 20 years allows us to predict the possible consequences of the current crisis affecting the television and OTT video sector.

This qualitative analysis includes historical figures from 1999 to 2019 and forecasts for 2020 to 2023.

DATASET SCOPE

Markets 1999-2019 & Forecasts to 2023

Indicators by country:

TV and video revenue

Linear TV market

Public funding

Advertising revenue

Pay-TV revenue

OTT video market

Video advertising revenue

SVoD

Total video market

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