

# Video Content: The New El Dorado? - Competition for Content between Telecom Operators, Audiovisual Players and the Internet

<https://marketpublishers.com/r/VA467774967EN.html>

Date: June 2017

Pages: 62

Price: US\$ 3,300.00 (Single User License)

ID: VA467774967EN

## Abstracts

The report looks at the potential success of vertical integration in the audiovisual value chain by telcos, TV broadcasters and Internet players.

It analyses the reasons for the many operations we are seeing by exploring the changes taking place in the audiovisual environment.

It provides an overview of the major acquisitions involving companies and content rights, as well as the new companies and services created by players downstream in the chain.

It then seeks to understand the role played by content in the strategy of each category of player based on concrete examples.

The report also examines the strengths and weaknesses of the three player categories involved in this race to acquire content, before exploring each one's prospects for success and possible alternative strategies.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. METHODOLOGY & DEFINITIONS

### 3. GENERAL CONTEXT

#### 3.1. A changing TV environment

3.1.1. A saturated pay-TV market in some countries

3.1.2. Emergence of the cord-cutting phenomenon

3.1.3. Declining linear TV consumption

3.1.4. Rising multiscreen consumption, especially among younger generations

3.1.5. Rapid growth of new video consumption patterns

3.1.6. Internationalisation of video players

#### 3.2. The value is in content

3.2.1. Spiralling premium rights costs

3.2.2. With digital, the value is moving upstream in the chain

### 4. THE RACE FOR OWNERSHIP OF CONTENT

#### 4.1. Telecom and cable operators integrating upstream in the chain

4.1.1. Audiovisual group acquisitions

4.1.2. Purchase or creation of production companies

4.1.3. Purchase of sports rights for creating sports channels

4.1.4. Movie/series rights acquisitions

4.1.5. Creation of OTT-exclusive “channels”

4.1.6. Vertical integration operations by telecom and cable operators

#### 4.2. Integration of production activities by TV channel broadcasters

4.2.1. TV production

4.2.2. OTT production

4.2.3. Vertical integration operations by TV broadcasters

#### 4.3. Premium rights acquisition by Internet players

4.3.1. Funding of exclusive content

4.3.2. Acquisition of sports rights

4.3.3. Vertical integration operations by Internet players

#### 4.4. Rare movements from upstream to downstream in the value chain

### 5. WHAT ARE THE PROSPECTS FOR SUCCESS?

## 5.1. The role of content in player strategies

5.1.1. Telecom/cable operators: content is not an end in itself, but a way to strengthen broadband positioning

5.1.2. Channel broadcasters: different challenges for FTA and pay-TV players

5.1.3. Internet players: positionings also differ according to type of player

## 5.2. The various players' strengths and weaknesses in developing a content strategy

5.2.1. Telecom operators/cable operators

5.2.2. TV broadcasters

5.2.3. The Internet players

## 5.3. Telecom operators, TV broadcasters, Internet players: who can win the race for content?

5.3.1. Pipes–content convergence: an old idea

5.3.2. New conditions for implementation

5.3.3. Telecom operators: content integration strategy vs partnerships strategy?

5.3.4. TV broadcasters: production integration strategy vs horizontal concentration strategy?

5.3.5. Internet players: in-house production strategy vs open distribution?

5.3.6. What will the future hold?

## Tables

### TABLES

Table 1: Audiovisual group acquisitions by telcos and cablecos

Table 2: Sports rights acquisitions by telcos and cablecos

Table 3: Integration of TV production companies by TV broadcasters

Table 4: Integration of MCNs by TV broadcasters

Table 5: OTT package prices from the major pay-TV services

Table 6: Advantages/disadvantages of the content integration strategy

Table 7: Advantages/disadvantages of the partnership strategy

## Figures

### FIGURES

Figure 1: Overview of vertical integration by the various categories of players

Figure 2: Households with a pay-TV subscription in the United States and in the five major European countries, 2008-2016

Figure 3: Pay-TV households in the United States, 2008-2016

Figure 4: Time spent watching live and time-shifted TV in the United Kingdom, France and the United States, 2011-2016

Figure 5: Breakdown of time spent watching TV by screen, 2010-2016, and average daily time spent watching TV

Figure 6: The most important electronic devices according to younger generations, United Kingdom, 2015 and 2016

Figure 7: Daily time spent watching TV content by source (live, recorded, SVOD) in North America

Figure 8: Global footprint of the OTT video services of Netflix and Amazon as of early February 2017

Figure 9: Growth in the fees received by the major sports leagues during recent renegotiations for the rights to broadcast on national markets

Figure 10: Comparison of physical and dematerialised distribution chains in the video sector

Figure 11: How value in the video market is distributed in the physical world (left) and the dematerialised world (right) in 2015

Figure 12: Go90 strategy 2017

Figure 13: Major vertical integration operations by telecom and cable operators

Figure 14: The main MCNs active in France and their major shareholders

Figure 15: Major vertical integration operations by TV broadcasters

Figure 16: Major vertical integration operations by Internet players

Figure 17: CAPEX and content costs in total revenues (domestic market) of BT, Orange and Telefónica

Figure 18: Growth forecasts for mobile data traffic by 2021 and proportion of video traffic

Figure 19: BT's broadband and TV subscribers, consumer ARPU and content acquisition costs

Figure 20: Deutsche Telekom's broadband and TV subscribers, and average broadband and video revenue per subscriber

Figure 21: Growth in subscribers, broadband revenue and total revenue for Telecom Italia

Figure 22: Growth in subscribers, video revenue and fixed telecom services revenue for Orange

Figure 23: Fixed ADSL and fibre ARPU and number of B2C fixed subscribers for the new SFR-Numericable group

Figure 24: Broadband subscribers, including Fusión subscribers, and revenue for Telefónica

Figure 25: The impact of content and associated costs for select pay-TV players

Figure 26: Costs of domestic TV rights to national football leagues and subscriber growth for the leading rights holders in the United Kingdom, Germany and France

Figure 27: Number of TV series produced in the United States (estimates), 2002-2016

Figure 28: Comparison of revenue and EBITDA of FTA channel broadcasters and production companies

Figure 29: Overview of TF1 Group's strategic priorities for 2017

Figure 30: Content costs in relation to total revenue for Amazon and Netflix

Figure 31: Average cost per subscriber of season 1 of House of Cards (2013) and season 1 of The Get Down (2016)

Figure 32: Scare PewDiePie, first original series from YouTube Red

Figure 33: SWOT analysis for telecom operators

Figure 34: SWOT analysis for TV broadcasters

Figure 35: SWOT analysis for Internet players

Figure 36: Telecom operator penetration in their national TV and pay-TV markets, late 2016

## I would like to order

Product name: Video Content: The New El Dorado? - Competition for Content between Telecom Operators, Audiovisual Players and the Internet

Product link: <https://marketpublishers.com/r/VA467774967EN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VA467774967EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

