

# Video-On-Demand: Europe's Main Markets in the Aftermath of Netflix World Conquest

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## Abstracts

This study aims to identify and describe the key characteristics and challenges of the developing market of pay video-on-demand services by focusing on the United States market and major European markets (Germany, Spain, France, Italy, United Kingdom).

The study comprises three parts:

offering and pricing models of pay video-on-demand services and the means of interaction between the service providers and content rights holders;

marketing and competitive positionings adopted by pay video-on-demand service providers in the markets studied;

growth factors and profitability conditions for transactional video-on-demand and subscription video-on-demand services, focusing on real-world examples of international players and their local competitors.

*...The VOD sector as a whole is witnessing strong growth in Europe, driven by a large increase in the number of services emerging in most countries. Between February 2012 and December 2015, the number of services available in the EU increased by a factor of 5.7 on average...*

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