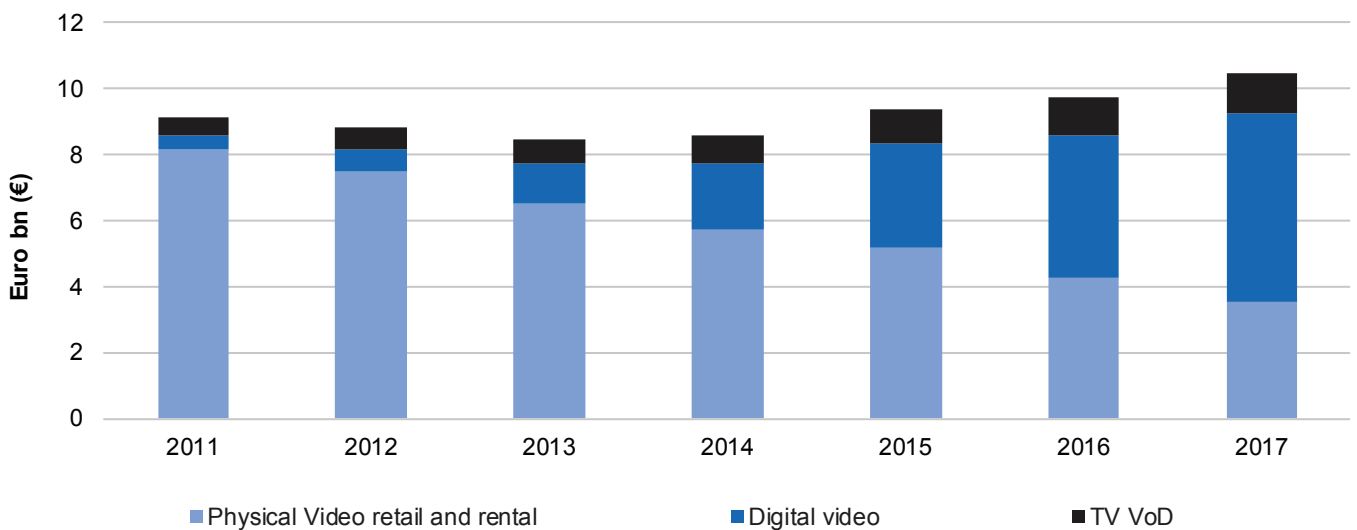


# Total Europe

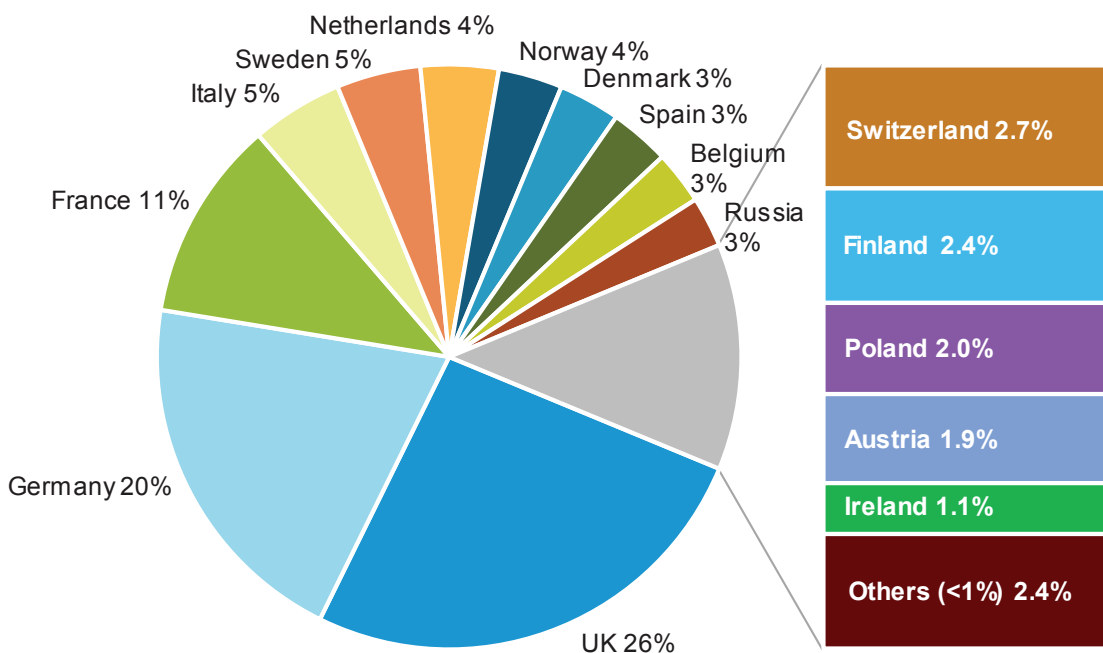
## Total Europe key data 2017

Population (m)	630.9	Comparison with 2016 (%)	-17.6
TV households (m)	263.2	Consumer spending on digital video and TV VoD (EUR m)	6,917.4
Consumer spending on physical video software (EUR m)	3,530.9	Comparison with 2016 (%)	27.3

## Consumer spending by segment



## Total Europe share on total consumer spending on all video by countries



## Total video software market

	2011	2012	2013	2014	2015	2016	2017	16/17 %
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### CONSUMER LEVEL ALL VIDEO

Total market figures include consumption of both physical and digital video

Total spending on video (EUR m)	9,124.9	8,847.3	8,466.8	8,587.3	9,356.6	9,718.8	10,448.2	7.5%
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### CONSUMER LEVEL PHYSICAL VIDEO – TOTAL SPENDING

Total market figures include consumption of legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.

Physical video rental (EUR m)	984.8	865.3	683.8	526.9	430.8	293.7	213.4	-27.3%
Physical video retail (EUR m)	7,193.4	6,606.9	5,808.7	5,181.8	4,753.6	3,991.3	3,317.4	-16.9%
Physical video software (EUR m)	8,178.2	7,472.2	6,492.5	5,708.7	5,184.4	4,285.0	3,530.9	-17.6%

### CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING

The purchase or rental of films and TV series delivered over the open internet through transactional models (also known as EST, DTO, Internet VOD) or on a subscription basis. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Total Retail digital video (EUR m)	184.2	268.9	356.0	470.2	569.9	620.9	672.9	8.4%
Total Rental digital video (EUR m)	112.5	201.1	279.5	365.8	432.9	456.3	486.9	6.7%
Total Subscription digital video (EUR m)	96.9	233.5	596.8	1,176.1	2,150.0	3,245.4	4,548.5	40.2%
Total spending on digital video (EUR m)	393.6	703.5	1,232.2	2,012.1	3,152.8	4,322.7	5,708.3	32.1%

### CONSUMER LEVEL PAY TV TRANSACTIONAL VOD – TOTAL SPENDING

The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services. These, paid for at the point of consumption, transactions occur only on set-top-boxes or through online services provided as part of a wider pay TV package to which consumers must subscribe prior to purchase. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Pay TV TVOD (EURO m)	553.1	671.6	742.1	866.5	1,019.4	1,111.2	1,209.1	8.8%
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**Notes:** 1) Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions. 2) Historical numbers in this section may differ from those published in previous years owing to changes in IHS Markit methodology. 3) The current online figures are a snapshot of the market in June 2017. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date. 4) Total Europe include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Croatia, Czech Republic, Hungary, Poland, Russia, and Slovakia.