Denmark

Denmark key data 2019

Population (m)	5.8
TV households (m)	2.6
Consumer spending on physical video software (€m)	25.4
Comparison with 2018	-13.1%
Consumer spending on physical video software (€m) - Total Europe	2,356.1
Comparison with 2018	-18.3%
Consumer spending on digital video and TV VoD (€m)	457.1
Comparison with 2018	14.2%

Consumer spending on digital video and TV VoD (€m) - Total Europe	10,947.0
Comparison with 2018	29.4%
Consumer spending on total video (€m)	482.5
Comparison with 2018	12.4%
Consumer spending on total video (€m) - Total Europe	13,303.1
Comparison with 2018	17.2%
Exchange rate EUR/DKK	7.47

Denmark key commentry

Market Developments

The Danish market has seen a 12.4% growth in total spending on video in 2019 compared to 2018. The total video market now represents a value of more that DKK 3,600 million (€ 482.5 million). In 2019, the retail market for physical discs experienced a decline of 13.1% in value compared to 2018. Healthy online distribution performance has contributed to offsetting the decline in the market performance of physical formats. Despite the decrease, however, the physical market still represents value close to DKK 180 million (€ 25.4 million).

Status on the illegal market

From 2018 to 2019 there has been a decrease in the number of Danish visits to websites with illegal content. In 2018, Danes visited illegal websites 239 million times, compared to 146 million times in 2019, which represents a 40% decrease. Thus, on average, Danish users have visited illegal sites approx. 12 million times a month. Websites that illegally grant access to films and series make up eight of the ten most visited illegal sites, and thus remain the most widely used type of illegal content among Danes. However, a 40% reduction in the number of visits to illegal websites from 2018 to 2019 does not mean that fewer users are using the illegal sites. According to MediaVision's annual survey of user behavior in the Nordic region, the proportion of Danish 15 to 74-year-olds who download or stream movies and series without authorization is stable at 10%. This corresponds to approx. 450.000 Danes annually using the illegal sites. An explanation for the decreased number of visits, but stable number of users is partially due to the effect of the blockings of access to illegal sites (by court order), but there are other causal explanations: the MediaVision study points to Danes' use of so-called VPN connections and the use of alternative DNS providers to circumvent court-ordered blockings. However, despite the drop in 2019, 55 million films and TV series are still being downloaded and streamed without authorization in Denmark, which just underlines that continued efforts are needed to bring the use of illegal services to an end.

Blocking of access to websites offering illegal access to copyright content

The Danish Rights Alliance carries out 4-5 annual waves of legal action to obtain court orders for injunctions to block access to the infringing sites. Blocking of access to infringing websites is the most effective tool reducing the use of illegal online services. The effect of the blocking system is measurable: on average, a blocking order results in a 70-75% decrease in the number of visitors from Danish IP addresses. The combination of site blocking, consumer awareness campaigns and behavioral-changing activities ensures that Danish users are accepting and welcoming to be directed to legal services.

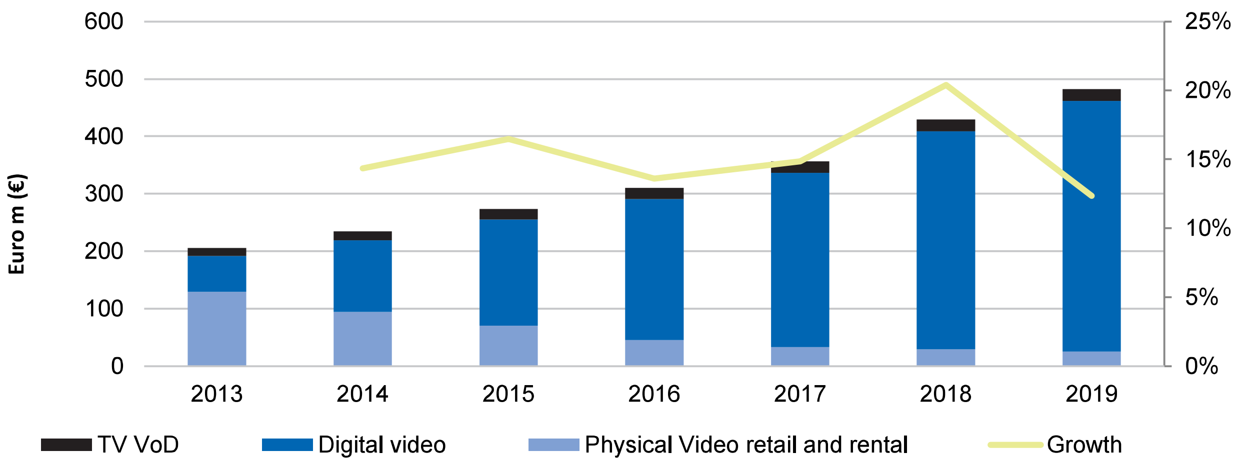
Share With Care

The Share With Care collaboration (SWC) on blocking and consumer information is a collaboration between the Ministry of Culture, RA and the Telecommunications Industry Association in Denmark (TI). The SWC collaboration with TI is based on a Code of Conduct (CoC), by which TI's members, the individual internet service providers (ISPs), agree to block access to services that have been deemed illegal by court order through, among other things, implementing a 'blocking page' that the user encounters when attempting to access the blocked page/ service. The purpose of the CoC is to simplify and streamline the implementation of court rulings on blockings.

In addition to the SWC blocking collaboration, the SWC campaign itself aims to motivate and guide users away from the illegal services towards the legal services through behavioral design and information. The campaign has been crucial to The Rights Alliance's efforts to limit the use and provision of illegal services. The SWC campaign has increased the value of the effort for users by introducing the search engine FilmFinder. Through FilmFinder, the user can search for a specific film or TV series to find the legal services that offer the desired content - across multiple platforms and services.

This commentary was provided by the DVA, the Danish Video Association.

Consumer spending by segment



Source: Omdia

Video market: Denmark

	2013	2014	2015	2016	2017	2018	2019	18/19 %
GENERAL								
Population (m)	5.6	5.7	5.7	5.7	5.7	5.8	5.8	0.3%
TV households (m)	2.5	2.5	2.5	2.5	2.6	2.6	2.6	0.7%
Population Total Europe (m)	623.8	624.9	626.1	627.7	629.4	630.9	632.3	0%
TV households Total Europe (m)	253.2	255.0	257.3	259.3	261.3	263.2	264.9	1%
Broadband households (m)	2.1	2.1	2.2	2.2	2.3	2.3	2.3	0.4%
Nominal GDP (EUR m)	258.8	265.8	272.9	283.0	292.4	301.3	310.9	3.2%
Consumer price index (100 in 2010)	119.1	119.5	100.0	100.0	103.0	108.5	103.4	-4.6%
Exchange rate EUR/DKK (DKK)	7.46	7.45	7.46	7.45	*7.44*	7.45	7.47	0%
DVD Video player/recorder penetration (%)	69.7	68.2	66.7	65.5	63.7	61.5	60.0	-2.5%
Blu-ray Disc player/recorders penetration (%)	24.4	26.1	27.3	25.9	25.4	24.3	22.7	-6.5%
DVD Video player/recorder Total Europe (%)	76.1	73.8	71.7	69.2	66.8	64.2	61.5	-4.2%
Blu-ray Disc player/recorders penetration Total Europe (%)	11.2	15.4	18.4	20.7	21.7	22.3	22.2	-0.3%
OTT Subscriptions (m)	0.6	1.1	1.7	2.1	2.4	2.7	3.2	14.9%

Total video software market

	2013	2014	2015	2016	2017	2018	2019	18/19 %
CONSUMER LEVEL ALL VIDEO								
Total market figures include consumption of both physical and digital video								
Total spending on video (DKK m)	1,530.3	1,748.9	2,039.7	2,312.6	2,653.5	3,200.9	3,602.3	12.5%
Total spending on video (EUR m)	205.2	234.7	273.3	310.5	356.7	429.4	482.5	12.4%
Growth (%)		14.4%	16.5%	13.6%	14.9%	20.4%	12.4%	
Total spending on video Total Europe (EUR m)	8,453.2	8,499.2	9,142.4	9,229.7	9,830.8	11,346.4	13,303.1	17.2%
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 (DKK m)	200.6	130.6	90.9	56.2	32.2	18.5	11.1	-39.9%
Physical video rental (EUR m)	26.9	17.5	12.2	7.6	4.3	2.5	1.5	-40.0%
Physical video rental Total Europe (EUR m)	662.5	517.6	431.4	295.5	214.8	150.2	115.6	-23.0%
Physical video retail (DKK m)	764.1	573.2	434.4	278.8	212.7	199.3	178.4	-10.4%
Physical video retail (EUR m)	102.5	76.9	58.2	37.4	28.6	26.7	23.9	-10.6%
Physical video retail Total Europe (EUR m)	5,804.8	5,178.1	4,737.7	3,934.4	3,287.6	2,734.8	2,240.4	-18.1%
Physical video software (DKK m)	964.7	703.7	525.3	335.1	244.9	217.8	189.6	-12.9%
Physical video software (EUR m)	129.4	94.4	70.4	45.0	32.9	29.2	25.4	-13.1%
Physical video software Total Europe (EUR m)	6,467.3	5,695.7	5,169.1	4,229.9	3,502.5	2,885.0	2,356.1	-18.3%
CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING								
The purchase or rental of films and TV series delivered over the open internet. Digital retail numbers include purchase on content on pay TV set-top-boxes where applicable. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.								
Retail digital video (DKK m)	44.7	64.6	74.9	84.0	92.8	97.3	101.0	3.8%
Retail digital video (EUR m)	6.0	8.7	10.0	11.3	12.5	13.1	13.5	3.6%
Rental digital video (DKK m)	35.4	49.9	61.3	70.8	76.9	80.7	82.5	2.3%
Rental digital video (EUR m)	4.8	6.7	8.2	9.5	10.3	10.8	11.1	2.1%
Subscription digital video (DKK m)	386.3	813.4	1,244.2	1,674.2	2,086.3	2,651.9	3,074.4	15.9%
Subscription digital video (EUR m)	51.8	109.1	166.7	224.8	280.5	355.8	411.8	15.7%
Total digital video (DKK m)	466.4	927.8	1,380.3	1,829.1	2,256.1	2,829.9	3,257.9	15.1%
Total digital video (EUR m)	62.5	124.5	185.0	245.6	303.3	379.7	436.3	14.9%
Total digital video Total Europe (EUR m)	1,270.1	2,004.8	3,089.3	4,093.6	5,354.0	7,414.4	9,837.7	32.7%
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, only on set-top-boxes. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.								
Pay TV TVOD (DKK m)	99.2	117.4	134.0	148.4	152.5	153.3	154.9	1.0%
Pay TV TVOD (EUR m)	13.3	15.7	18.0	19.9	20.5	20.6	20.7	0.9%
Pay TV TVOD Total Europe (EUR m)	715.7	798.7	884.0	906.2	974.3	1,047.0	1,109.3	6.0%

*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 Omdia methodology. **3)** The current online figures are a snapshot of the market in March 2020. Figures are updated regularly and so it may not 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. **5)** OTT Subscriptions are subscriptions to online channels and virtual pay TV operators. Figures exclude multiscreen services of pay TV operators.*

Source: Omdia

Key players in the market (in alphabetical order)

Physical	
Bilka (Salling)	
CDON.dk	Gucca.dk
Coolshop.dk	imusic.dk
Dvdoo.dk	
dvdcity.dk	
Elgiganten	
Føtex (Salling)	

Digital		
Amazon Prime	DR TV	Microsoft Store
Blockbuster	Filmcentralen	Min Bio
Canal Digital	Filmstriben	Netflix
C-more	Google Play	SF Anytime
Danishdox.com	Grand Hjemmebio	TV2 Play
Dansk Filmskat	HBO	Viaplay
Dplay	iTunes	Waoo

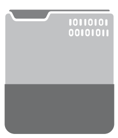
Share of European market 2019

Physical retail

1.1%

Physical rental

1.3%



Digital video (OTT)

4.5%

Pay TV TVOD

1.9%

Average home entertainment spending

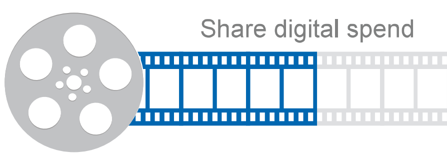
Spending per TV household (EURO)

€186.1

Spending per broadband household (EURO)

€206.0

Digital share of spend vs. broadband speed



Share digital spend

90%

Broadband download speed rank

(ranked across the 9 IVF countries)

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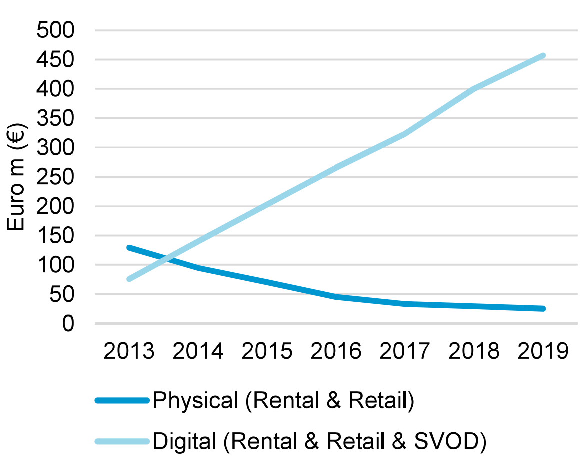
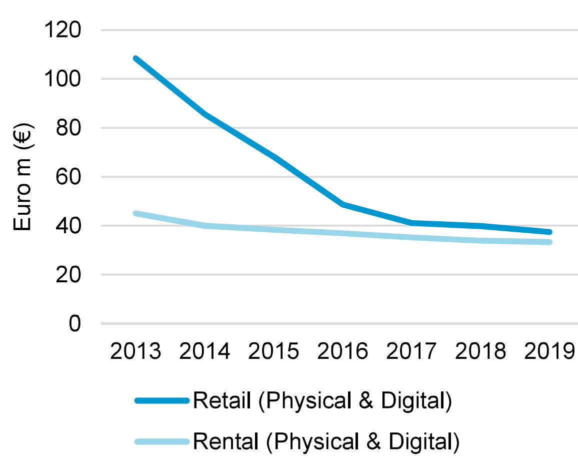
Comparison Physical vs Digital



Comparison Retail vs Rental



Note: Digital (Rental & Retail) includes SVOD data; Rental (Physical & Digital) excludes SVOD data

Source: Omdia