Germany

Germany key data 2018

Population (m)	83.7	Consumer spending on digital video and TV VoD (EUR m) - Total Europe	8,785.6
TV households (m)	39.5	Comparison with 2017	30.9%
Consumer spending on physical video software (EUR m)	932.2	Consumer spending on total video (EURm)	2,361.1
Comparison with 2017	-12.6%	Comparison with 2017	11.3%
Consumer spending on physical video software (EUR m) - Total Europe	2,970.0	Consumer spending on total video (EUR m) - Total Europe	11,755.7
Comparison with 2017	-15.8%	Comparison with 2017	14.8%
Consumer spending on digital video and TV VoD (EUR m)	1,428.9		
Comparison with 2017	35.6%		

In 2018, the total German video market reached its best ever result since the start of the collection of European video market data with a total turnover of over EUR 2 billion.

The main driver of this result was the strong market performance of digital distribution services which for the first time represent the strongest market segment in the German video market.

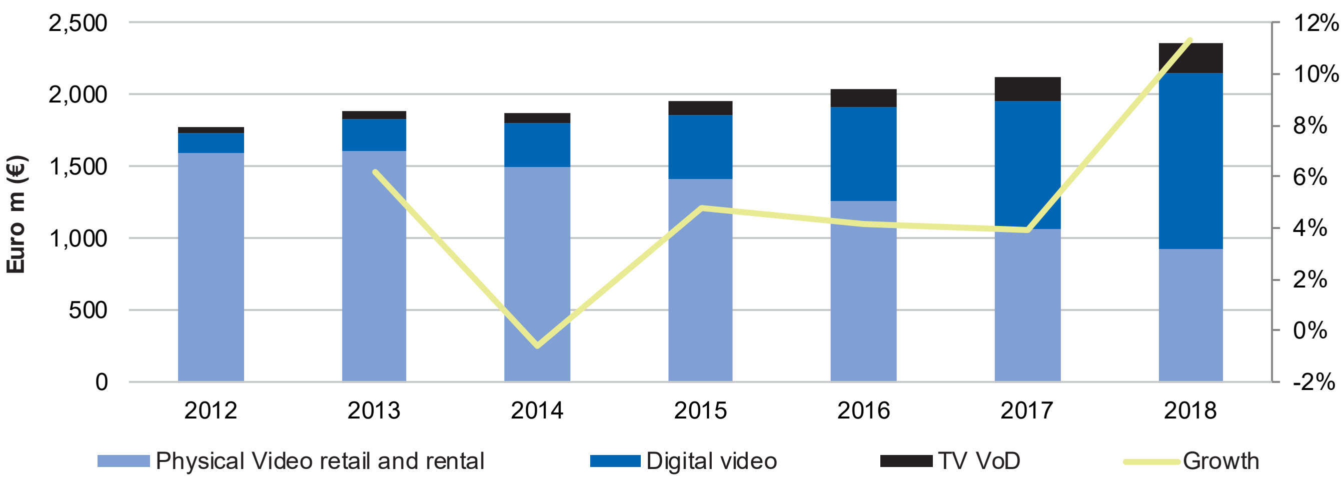
As already in 2017, subscription-based services recorded the biggest increase in growth in Germany. At the end of 2018, the number of SVOD subscribers amounted to 11 million. In addition, EST and TVoD services also performed strongly in 2018 in the German market.

For the first time, in 2018 the German physical market contracted significantly by around 20 per cent compared to 2017.

The best-selling titles on DVD and Blu-ray in 2018 were „Star Wars: Die letzten Jedi", „ Thor: Tag der Entscheidung" and „Fack Ju Göthe 3".

This commentary was provided by the BVV, the German Video Association.

Consumer spending by segment



Source: IHS Markit

Video market: Germany	2012	2013	2014	2015	2016	2017	2018	17/18 %
GENERAL								
Population (m)	80.4	80.6	81.0	81.7	82.5	83.2	83.7	0.6%
TV households (m)	37.6	37.9	38.6	38.9	39.1	39.3	39.5	0.5%
Population Total Europe (m)	623.8	624.9	626.1	627.7	629.4	630.9	632.3	0.2%
TV households Total Europe (m)	253.2	255.0	257.3	259.3	261.3	263.2	264.9	0.7%
Broadband households (m)	24.6	25.3	26.2	27.6	29.9	32.2	33.7	4.5%
Nominal GDP (EUR m)	2,759.5	2,830.8	2,937.0	3,041.0	3,138.8	3,267.3	3,387.9	3.7%
Consumer price index (100 in 2010)	101.0	106.0	106.8	89.5	89.7	93.0	101.6	9.3%
DVD Video player/recorder (%)	72.7	64.4	61.6	58.7	55.6	51.1	46.9	-8.2%
Blu-ray Disc player/recorders penetration (%)	13.5	17.7	21.1	24.4	25.1	25.3	24.6	-2.5%
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)	0.3	0.8	2.8	5.2	8.2	11.7	15.1	29.0%

Total video software market	2012	2013	2014	2015	2016	2017	2018	17/18 %
CONSUMER LEVEL ALL VIDEO								
Total market figures include consumption of both physical and digital video								
Total spending on video (EUR m)	1,771.2	1,881.3	1,869.9	1,958.8	2,040.8	2,121.0	2,361.1	11.3%
Growth (%)		6.2%	-0.6%	4.8%	4.2%	3.9%	11.3%	
Total spending on video Total Europe (EUR m)	8,824.2	8,449.5	8,513.6	9,183.9	9,474.6	10,236.3	11,755.7	14.8%
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)	233.3	215.8	188.6	165.0	104.7	72.3	48.4	-33.0%
Physical video rental Total Europe (EUR m)	865.1	683.1	526.3	430.2	293.1	212.9	152.0	-28.6%
Physical video retail (EUR m)	1,362.0	1,393.6	1,304.5	1,248.2	1,153.0	994.6	883.8	-11.1%
Physical video retail Total Europe (EUR m)	6,607.5	5,808.5	5,184.7	4,756.8	3,989.8	3,312.4	2,818.0	-14.9%
Physical video software (EUR m)	1,595.3	1,609.3	1,493.1	1,413.2	1,257.7	1,066.9	932.2	-12.6%
Physical video software Total Europe (EUR m)	7,472.6	6,491.6	5,711.0	5,187.0	4,282.9	3,525.3	2,970.0	-15.8%
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.								
Retail digital video (EUR m)	53.6	80.8	102.0	109.4	115.9	131.2	140.3	6.9%
Rental digital video (EUR m)	52.8	80.8	105.3	123.7	134.5	145.7	156.2	7.2%
Subscription digital video (EUR m)	25.3	54.3	99.3	215.8	407.6	610.9	926.0	51.6%
Total digital video (EUR m)	131.8	215.9	306.6	448.9	658.1	887.7	1,222.5	37.7%
Total digital video Total Europe (EUR m)	716.9	1,255.7	2,021.0	3,127.8	4,287.2	5,719.6	7,737.1	35.3%
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 (EUR m)	44.2	56.1	70.2	96.7	125.0	166.3	206.4	24.1%
Pay TV TVOD Total Europe (EUR m)	634.8	702.1	781.5	869.0	904.6	991.6	1,048.5	5.7%

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 March 2019. 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.*

Key players in the market *(in alphabetical order)*

Physical
- Amazon
- Media Markt
- Müller Drugstores
- Saturn
- Thalia

Digital
- Amazon (transactional +subscriptional)
- iTunes (transactional)
- Maxdome (transactional + subscriptional)
- Netflix (subscriptional)
- Sky (transactional + subscriptional)

Share of European market 2018

Physical retail
31.4%

Physical rental
31.9%

Digital video (OTT)
15.8%

Pay TV TVOD
19.7%

Average home entertainment spending

Spending per TV household (EURO)
€59.7

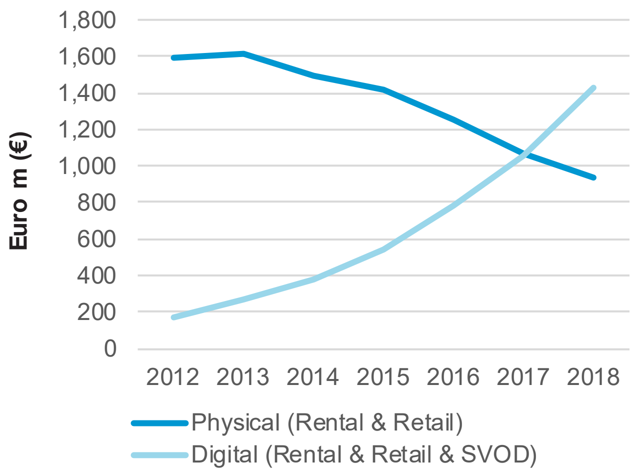
Spending per broadband household (EURO)
€70.1

Digital share of spend vs. broadband speed

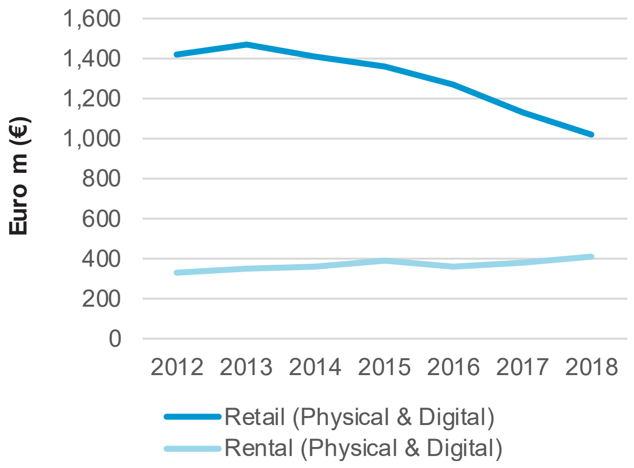
Share digital spend
52%

Broadband connections speed rank
(ranked across the 9 IVF countries)
#7

Comparison Physical vs Digital



Comparison Retail vs Rental



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

Source: IHS Markit