ABOUT THE EBU

• THE WORLD’S LEADING ALLIANCE OF PUBLIC SERVICE MEDIA (PSM)
• SERVE 73 ACTIVE MEMBERS IN 56 COUNTRIES WITH OVER 780 TV AND 1040 RADIO SERVICES
• BROADCAST IN 123 LANGUAGES
• AN ADDITIONAL 21 ASSOCIATE MEMBERS OPERATE IN ASIA, AFRICA AND US
Sports Rights deals with more than 25 federations (FIFA, UEFA, IAAF) on a portfolio that includes around 120 events.
Hundreds of concerts for TV & Radio every year
FILMWEEK

- Largest multimedia film festival ever staged,
- Collaboration with EFA & Creative Europe
- Celebrated European film and the film-making industry in Europe
- 26 Members cleared rights to one film for viewing across Europe during the week
PROMOTION

• Interviews with prominent filmmakers & actors
• Common branding including logo and trailers
• Footage of winners on stage at the European Film Awards
• Behind-the-scenes material from the sets of these films
• Social media promotion
• National campaigns
• ...and 26 rights-cleared European films

“European movies as a brand”!
What next...?!
Technology companies seem to dominate when it comes to innovation and launching a range of new products as traditional broadcasters have limited resources for research.

The new buzz-word: «Algorithm to understand the consumer»

Note: more than 99% of content is acquired
TV remains strong!

TV is still the home of premium sports events, entertainment shows and event-programming. TV is still in the lead of long-form story-telling. TV is a «true curator».
VOD is typically a compliment, and rarely a substitute for TV.

In the US viewers prefer to accumulate rather than choosing between different services.

But: the battle for the audience will have an increasing impact on the rights situation.
Traditional TV and pay-TV operators

... increase their linear offer:
- More linear runs (incl 7 days catch-up)

...expand their VOD offer:
- Streaming increase from 7 to 30 days

...want to own content for future use:
- Rights buy-out

...want to build new brands:
- Unique content creation & acquisition becomes increasingly important