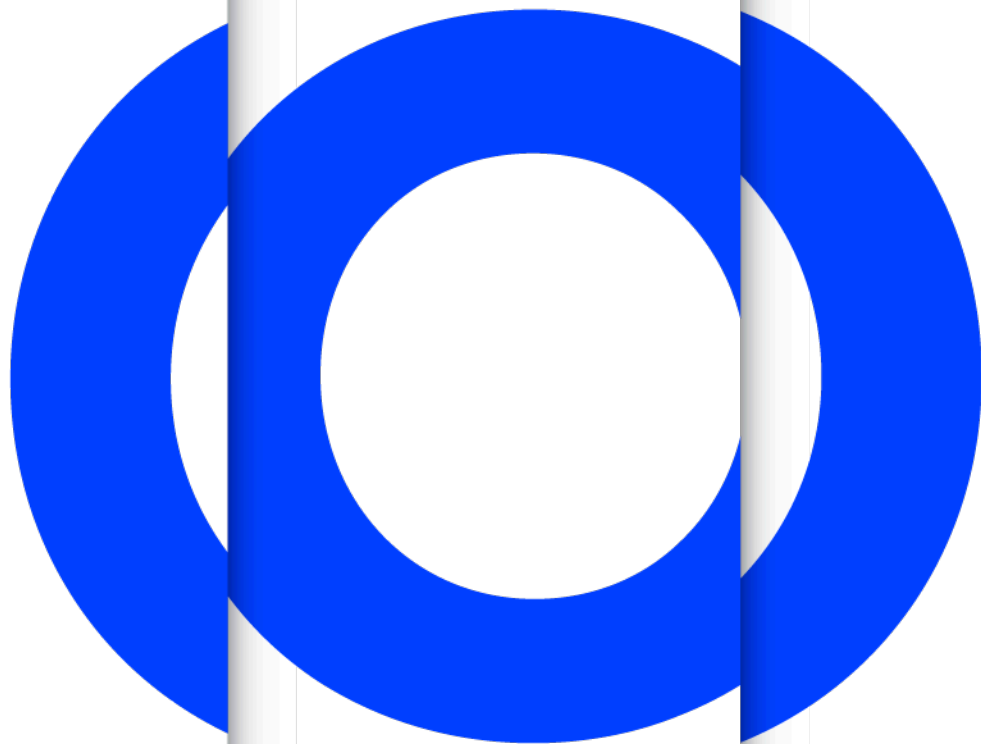


EUR(O)VISION

OPERATED BY EBU



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



NETFLIX

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».**



TV VERSUS VOD

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**

