

AUDIOVISUAL RULES REFORM IN EUROPE BUSTING THE MYTHS ON VOD

THE ISSUE



AVMSD review introduces requirements for cross-border services to pay into up to 28 national cultural funds.

WHY DOES IT MATTER

Evidence that this would further fragment the market



Fair competition between traditional broadcasters and VOD providers

MYTH

THE REALITY

#1

VOD providers do not contribute to the creation of European works

They do! VOD providers contribute to the financing and to the international reach of European productions. A growing number of offerings to EU customers are European content. Hugely popular shows/movies are produced in Europe and/or for European audiences



#2

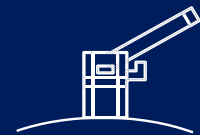
Broadcasters should be kept out of scope of art. 13.2 as they already contribute to national film funds

No level playing field! The EU's nascent VOD industry is at a competitive disadvantage vis-à-vis traditional broadcasters. Furthermore, some VOD players already contribute into national film funds despite the fact that they often cannot obtain the licence to show the resulting productions for several years.

#3

VOD dominates the supply of cross-border content

Wrong! VOD represents 31% of cross-border offering, while traditional broadcasting has 38% of cross-border content



#4

VOD providers' dominance over the EU market is supported by multinational players with huge resources

Not true! The EU is building a nascent VOD industry of its own, with multiple players with strong European roots. Far from competing with broadcasters, VOD providers complement and enrich the offering to European customers, as shown by recent research



#5

VOD providers offer less creative, less diverse content to EU audiences

"On demand" to us means "as much as you can watch"! VOD providers offer the widest possible choice of content to meet all the requirements of ever-more demanding and diverse audiences. This ranges from comedy to high-intensity dramas, from documentaries to exclusive, original content



OUR CALL

We believe traditional broadcasters and VOD providers belong in the same ecosystem, in keeping with the aim of creating a true Digital Single Market.



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