

Statistics on audiovisual services

Data 1980-1998



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4

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2000 EDITION

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Data 1980-1998



EUROPEAN
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THEME 4
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Cataloguing data can be found at the end of this publication.

Luxembourg: Office for Official Publications of the European Communities, 2000

ISBN 92-894-0434-5

© European Communities, 2000

Printed in Luxembourg

PRINTED ON WHITE CHLORINE-FREE PAPER



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Yves Franchet
Director-General

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Acknowledgements

Eurostat gratefully acknowledges the valuable contributions of all national institutes and other professional bodies. This comprehensive reference document on audiovisual services for the EU and EFTA Member States would not have been possible without their data collection and analysis, and continuous advice.

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Centre national de l'audiovisuel (CNA)

Netherlands

Centraal Bureau voor de Statistiek (CBS)

Austria

Statistik Österreich (former Österreichisches Statistisches Zentralamt - ÖSTAT)
Österreichischer Rundfunk (ORF)

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Instituto Nacional de Estatística (INE)
Instituto da Comunicação Social (ICS)

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Office Fédéral de la Statistique

Others:

Eurostat also acknowledges the assistance of a large number of experts from national bodies, professional associations and other national sources. Thanks are also due to the European Audiovisual Observatory and other sectoral organisations such as Media Salles, the European Broadcasting Union, the International Video Federation, Screen Digest, the International Federation of the Phonographic Industry, the Motion Picture Association of America, the Motion Picture Producers Association of Japan, Ministry of Post and Telecommunication of Japan, and the Australian Film Commission) who provided or published information on various topics.

Preface

Over the past 20 years the audiovisual sector has changed rapidly. The EU has for many years now, actively promoted policies to develop and stimulate the European audiovisual sector. The activity of the European Union has resulted in, among others, Council Decisions on the MEDIA programmes I and II and recently MEDIA Plus (adopted in December 2000) and the "Television without frontiers" Directive adopted by the European Parliament and the Council in summer 1997. In addition, the "White Paper on Growth, Competitiveness, Employment" identified the audiovisual sector as main component of the information society and thus central to the development of the European economies and societies.

Comprehensive structural data are needed in order to monitor developments in this complex and rapidly changing sector.

To meet these needs, the Council Decision (1999/297/EC) on audiovisual statistics was adopted on 26 April 1999 with the aim of establishing a Community statistical information infrastructure relating to the industry and markets of the audiovisual and related sectors.

Over the past few years, the Statistical Office of the European Communities has been elaborating a statistical information system on Audiovisual Services, called AUVIS (i.e. **AU**dio**VIS**ual **I**nformation **S**ystem). The system is based on the AUVIS overall methodological manual currently developed in co-operation with the EU and EFTA Member States, and is used for collecting and disseminating existing statistics. The AUVIS system aims to include quantitative and qualitative information on 13 AUVIS market segments such as Audiovisual Services (business statistics), audiovisual production, audiovisual distribution, cinema exhibition, video, television, sound recordings, radio, cable and satellite, radio-and-TV signal transmission.

Developing statistics on the Audiovisual sector requires expertise in several fields and takes considerable time. In 1999 and 2000, the AUVIS data collection has been extended and an AUVIS section has been integrated progressively in the Eurostat reference dissemination database "New Cronos" covering 10 of the 13 of the AUVIS market/sections and 22 countries.

This new publication "The Audiovisual sector in the EU (Data 1980-1998)", which is based on the 1999 AUVIS questionnaire is divided into 9 parts, which cover the following aspects: audiovisual production and distribution, cinema exhibition, video, television, cable and satellite, sound recordings, radio, Audiovisual Services (business statistics). It also includes general information on other domains (including basic indicators and information technologies). The publication covers 22 countries (i.e. 15 EU countries, Iceland, Norway, Switzerland and 4 non-European countries). The aim of this publication is to provide a statistical overview on the audiovisual sector based on the statistical work carried out at Eurostat in co-operation with 15 EU and 3 EFTA countries, the European Audiovisual Observatory and the sectoral organisations.

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Introduction to the statistical tables

This publication aims to provide comprehensive statistical information on the audiovisual sector in the EU, EFTA and some important non-European OECD countries. The 78 statistical tables presented in this publication include 3 levels of information:

- Statistics covering the period 1980-1998
- Information on the various sources used (official sources, national sources, others)
- Methodological information for each table, including general methodological information describing the indicator used, information on specific concept(s) and methodological footnotes on data gathered.

In the first part of each of the 9 sections presented, there is a set of detailed tables of statistics for the 15 EU, 3 EFTA and 4 non-European countries, including 3 aggregates (EU-15, EUR-11, EEA). At the end of each section there is for each statistical table methodological information (description of the variable used, summary table of sources and footnotes).

The 78 indicators presented are classified according to the audiovisual sector information structure developed and defined in the overall AUVIS methodology, of which 9 selected sections are presented here:

- 1) Cinema production and distribution market,
- 2) Cinema exhibition market,
- 3) Video market
- 4) Television market
- 5) Cable operating market and satellite (broadcasting) transmission market
- 6) Sound recordings market
- 7) Radio market
- 8) Audiovisual services – Business statistics
- 9) General information from other domains

According to data availability, the presented sets of tables refer to some selected information topics classified in the AUVIS methodology under the “family of variables” concept developed by Eurostat in co-operation with Member States. The data presented here cover the following information aspects: economic data, qualitative and structural data on markets, international trade, volume data relating to the supply side, data on prices, data on service quality, data on the demand structure, data on technical infrastructure and basic data from other domains.

Methodological work to harmonise data is currently carried out by Eurostat in co-operation with National Statistical Institutes. Nevertheless in view of the fact that the methods and concepts used by primary sources to collect the data are different, care should be taken when making comparisons. The information presented, especially methodological footnotes help to show discrepancies in data availability and comparability among Member States. Throughout the publication, data with financial values are expressed in current European currency units (ECU) as the statistics are still based on reference years prior to the introduction of the Euro.

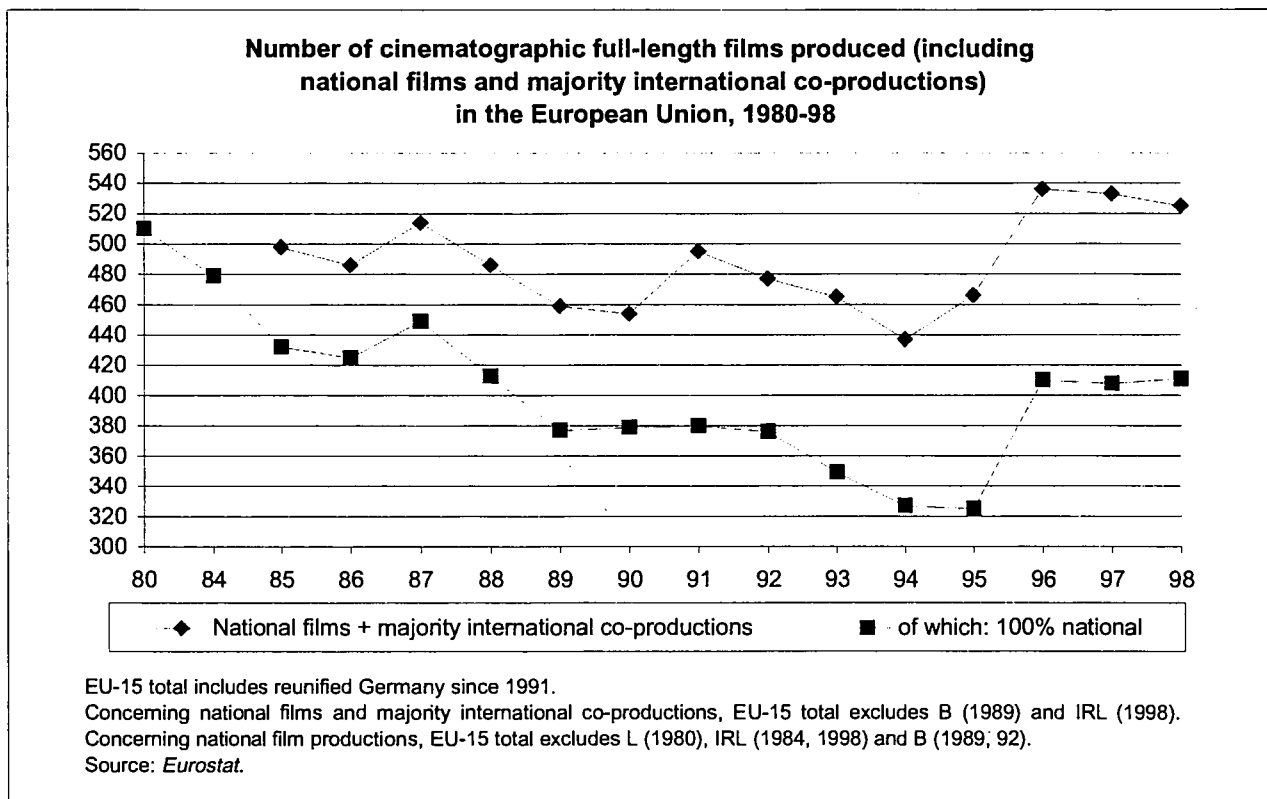
The sources used are indicated in the sources overview tables as acronyms or abbreviations, annex 2 provides the full names linked to the acronyms (see page 209). Priority has been given to national official sources (mainly National Statistical Institutes and ministries or governmental bodies. They are indicated in the column "official sources". In the column "secondary or primary sources", other national primary or secondary sources are indicated (when the official sources are not the primary source). Concerning the few other sources, they are also indicated according to their type (primary or secondary sources).

PART 1

**Cinema production and
distribution market**

Overview

The compilation of consistent statistics on film production on a national and European level is difficult, as international co-productions form an integral part of film production in today's Europe. The volume of feature film production cannot be described accurately without treating international co-productions separately when analysing total production at national level. When aggregating national results at European level double counting can occur. In international co-productions difficulties are caused e.g. by the limited availability of data and by varying criteria and definitions used at national level to assess the production and origin of the film. The same international co-productions are counted in several countries, however, not at the same time and not in the same way. For these reasons, in this section, only production of entirely domestic film (national films) and majority co-productions will be studied (depending on information availability).



The decline and rise of EU feature film production (national and majority co-productions)

In the last two decades the volume of feature film production in the EU saw a general decline until 1994 and a recovery from the second half of the 1990s. Between 1985 and 1994, the total feature film production in the European Union decreased from 498 films to 437 films (-12.2%). The decline in this period was especially sharp in Sweden (-41.2%) and Greece (-39.4%), whereas in Ireland (+200.0%) and Portugal (+100.0%) full-length film production grew strongly.

After 1994, the total film production in the EU countries started to increase (1994-1998: +20.4%). The growth in the number of feature films produced was the highest in Portugal (+300.0%) and France (+66.3%). A total of 525 films (excluding Ireland) were produced in 1998 in the EU, 88 films more than in 1994. Growth took off in 1996 with an increase of 70 films compared to the previous year.

Comparison with the United States and Japan

Measured in number of full-length films produced the EU output is smaller than the production of the United States (652 national films in 1998), which had remained relatively stable between 1995 and 1998 (-1.2%). The US domestic film production has accounted for between 96.0% to 98.5% of total US production in the late 1990s. The US industry, especially the big film studios, is highly international and operates in the global market, but co-productions occur rarely. Particularly the studios use various forms of co-financing arrangements and pre-buy deals.

The Japanese film industry produced 241 films in 1998, half the EU volume. It is very rarely engaged in international co-productions, there are only a couple of international co-productions each year. Between 1980 and 1998, the feature film production in Japan decreased by 23.7%.

National film production (entirely domestic production of feature films)

The share of films in the EU that are made as 100% national production is tending to decline. Over the period 1980 to 1995 the volume of films produced completely by domestic enterprises (national films), decreased from 510 films (excluding Luxembourg) to 325 films (-36.3%). The fall was sharpest in Portugal (-75.0%) and France (-56.3%), whereas in Austria (+233.3%) the national film production grew considerably between 1980 and 1995.

A recovery commenced in 1996 with a sharp rise in the number of national films produced, i.e. 85 films more than the previous year. The EU national full-length film production increased between 1995 and 1998 to a total of 411 films (+26.5%, excluding Ireland).

International majority co-productions

In 1985 majority co-productions accounted for roughly 13.3% of total EU feature film production, in 1991 for 23.0% and in 1995 for 29.4%. Since 1996 their share stabilised to an average of 22.5% of total EU feature film production. National and supra-national subsidy incentives aimed at advancing film production have contributed to the increase in co-production activity. Several European Union incentives started around 1990 (e.g. Eurimages in 1989 and Media I in 1990 followed by Media II in 1996) have helped to stimulate the development of European co-productions. The second Media programme focuses on three key areas: training, the development of potentially successful works and international distribution of films and audiovisual programmes.

Diversification of the film distribution system

During the 80s and 90s the diversification of film distribution systems was also important for feature film production. The growth in the number of television channels (e.g. commercial terrestrial channels and cable and satellite channels) increased the broadcasting volume dedicated to feature films, as many channels made cinematographic films one of the central parts of their programme schedules. Some of the new pay-TV theme channels concentrated entirely or almost entirely on films. Broadcasters also became more interested in financing feature films. Furthermore, a completely new distribution channel for films emerged at the beginning of 1980s when renting films on videocassettes started. In the 1990s, selling films on videocassette took off and it quickly became a major film distribution channel. For production enterprises, these changes meant more potential resources or revenues from their films and increased the value of film rights.

Total number of cinematographic full-length films produced

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	5	8	7	5	12	15	:	12
DK	13	12	11	13	12	17	18	15
D	49	75	64	60	65	57	68	48
EL	27	28	33	27	26	15	10	13
E	118	75	77	60	69	63	48	47
F	189	161	151	134	133	137	136	143
IRL	-	:	2	4	4	5	3	3
I	163	103	89	109	116	124	117	119
L	:	1	1	1	1	1	4	1
NL	6	11	13	13	19	11	18	17
A	10	16	10	9	12	6	10	20
P	9	8	3	5	6	7	7	8
FIN	10	19	13	21	13	10	10	13
S	20	23	20	27	21	21	33	16
UK	31	44	47	35	48	40	27	47
IS	3	4	3	2	1	2	2	2
N	10	5	10	9	7	9	10	10
EEA								
CH	:	43	44	36	32	24	31	32
US	222	365	356	530	573	617	508	477
JP	320	333	319	311	286	265	255	239
CA	54	44	58	26	34	34	46	42
AU	:	:	:	:	:	:	26	40
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	3	13	10	15	10	12	8	7
DK	12	12	19	15	12	23	19	23
D	72	63	67	60	63	64	61	50
EL	15	14	18	20	26	27	20	22
E	64	52	56	44	59	91	80	65
F	144	144	137	111	129	131	158	180
IRL	1	4	6	19	20	15	16	17
I	129	127	106	95	75	99	87	92
L	4	1	2	3	3	5	5	10
NL	13	18	19	12	18	18	15	18
A	13	17	17	16	30	13	15	12
P	9	8	16	9	14	8	10	19
FIN	12	10	13	11	8	10	10	9
S	30	19	19	20	24	27	30	20
UK	46	42	60	70	76	111	108	87
IS	1	6	2	2	7	2	4	2
N	10	8	14	18	22	15	17	14
EEA								
CH	31	36	34	37	38	41	29	41
US	583	519	605	635	697	715	676	661
JP	230	240	238	251	289	278	278	249
CA	36	56	31	44	38	53	61	36
AU	28	34	25	31	19	30	36	41

Source: Eurostat.

Number of national cinematographic full-length films produced (with 100% of national origin producers)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	510	479	432	425	449	413	377	379
EUR-11	425	383	334	332	358	331	303	303
B	5	6	5	4	7	4	:	3
DK	13	12	8	12	10	15	16	15
D	37	62	46	45	47	49	53	38
EL	27	28	32	26	26	14	8	12
E	82	63	65	49	62	54	43	37
F	144	120	106	97	96	93	66	81
IRL	-	:	2	3	1	2	1	2
I	130	87	81	94	106	103	102	98
L	:	1	1	1	1	-	2	1
NL	6	10	10	13	16	8	14	13
A	6	11	5	3	6	4	9	15
P	8	8	2	4	5	5	6	5
FIN	7	15	11	19	11	9	7	10
S	17	14	17	26	13	15	28	10
UK	28	42	41	29	42	38	22	39
IS	3	3	3	2	1	-	1	-
N	10	5	10	8	6	9	9	9
EEA	523	487	445	435	456	422	387	388
CH	:	25	24	26	21	14	19	22
US	:	:	:	:	:	:	:	:
JP	316	333	318	311	286	265	255	239
CA	:	:	54	19	27	25	35	25
AU	:	:	:	:	:	:	21	30
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	380	376	349	327	325	410	408	411
EUR-11	320	317	289	254	242	297	294	302
B	-	:	1	9	-	2	1	1
DK	5	8	8	8	9	15	11	15
D	53	53	50	46	37	42	47	39
EL	11	11	10	17	19	21	16	16
E	46	38	41	36	37	66	55	45
F	73	72	67	61	63	74	86	102
IRL	1	2	1	4	5	1	2	:
I	111	114	86	71	60	77	71	79
L	2	1	1	-	-	-	-	-
NL	11	18	11	9	11	13	8	13
A	7	12	11	10	20	12	12	7
P	5	2	9	-	2	2	4	12
FIN	11	5	11	8	7	8	8	4
S	20	11	11	10	15	18	19	13
UK	24	29	31	38	40	59	68	65
IS	-	2	1	-	-	-	-	-
N	9	5	10	13	16	10	8	9
EEA	389	383	360	340	341	420	416	420
CH	17	19	18	23	22	19	16	19
US	:	:	:	:	660	672	663	652
JP	230	240	237	249	286	275	275	241
CA	20	25	22	24	27	37	42	21
AU	23	28	21	29	17	25	32	37

Source: Eurostat.

Number of international co-productions of cinematographic full-length films with national origin producers

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15
EUR-11
B	:	2	2	1	5	11	:	9
DK	:	:	3	1	2	2	2	-
D	12	13	18	15	18	8	15	10
EL	:	:	1	1	-	1	2	1
E	36	12	12	11	7	9	5	10
F	45	41	45	37	37	44	70	62
IRL	-	:	-	1	3	3	2	1
I	33	16	8	15	10	21	15	21
L	:	-	-	-	-	1	2	-
NL	-	1	3	-	3	3	4	4
A	4	5	5	6	6	2	1	5
P	1	:	1	1	1	2	1	3
FIN	3	4	2	2	2	1	3	3
S	3	9	3	1	8	6	5	6
UK	3	2	6	6	6	2	5	8
IS	-	1	-	-	-	2	1	2
N	:	:	:	1	1	:	1	1
EEA
CH	:	18	20	10	11	10	12	10
US	:	:	:	:	:	:	:	:
JP	4	:	1	:	:	:	:	:
CA	:	:	4	7	7	9	11	17
AU	:	:	:	:	:	:	5	10
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15
EUR-11
B	3	:	9	6	8	6	5	6
DK	7	4	11	7	3	8	8	8
D	19	10	17	14	26	22	14	11
EL	4	3	5	3	7	6	4	6
E	18	14	15	8	22	25	25	20
F	71	72	70	50	66	57	72	78
IRL	-	2	5	:	:	:	:	:
I	18	13	20	24	15	22	16	13
L	2	-	1	3	3	5	5	10
NL	2	-	8	3	7	5	7	5
A	6	5	6	6	10	1	3	5
P	4	6	7	9	12	6	6	7
FIN	1	5	2	3	1	2	2	5
S	10	8	8	10	9	9	11	7
UK	22	13	29	32	36	52	40	:
IS	1	4	1	2	7	2	4	2
N	1	3	4	5	6	5	9	5
EEA
CH	14	17	16	14	16	22	13	22
US	:	:	:	:	37	43	13	9
JP	:	:	1	2	3	3	3	8
CA	16	31	9	20	11	16	19	15
AU	5	6	4	2	2	5	4	4

Source: Eurostat.

Number of majority international co-productions (international co-productions of cinematographic full-length films with national origin producers as majority producers)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	2	2	1	2	5	:	4
DK	:	:	1	1	2	2	2	-
D	12	13	18	15	18	8	15	10
EL	:	:	1	1	-	1	2	1
E	24	6	7	6	5	5	4	5
F	16	16	25	15	17	22	35	25
IRL	:	:	:	:	:	:	2	:
I	33	16	8	15	10	21	15	21
L	:	-	-	-	-	-	-	-
NL	:	:	:	:	:	:	:	:
A	:	:	:	3	3	1	1	1
P	:	:	-	1	1	2	1	2
FIN	3	4	2	2	2	1	3	3
S	:	:	:	:	:	:	:	:
UK	:	:	:	:	:	:	:	:
IS	-	1	-	-	-	2	1	2
N	:	:	:	-	1	:	1	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	11	5	6	7	5	3
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	-	4
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	114	97	:	:	137	123	:	:
EUR-11	90	85	:	:	117	95	:	:
B	1	5	5	2	3	1	2	4
DK	5	3	3	4	2	4	5	3
D	19	10	17	14	26	22	14	11
EL	4	3	5	3	7	6	4	6
E	11	8	:	:	19	10	13	9
F	35	41	34	28	34	30	39	46
IRL	-	2	1	2	3	5	2	:
I	18	13	20	24	15	22	16	13
L	-	-	1	1	-	-	:	2
NL	:	:	:	:	:	:	:	:
A	3	1	2	6	10	1	:	:
P	2	-	-	4	6	2	4	4
FIN	1	5	2	3	1	2	2	4
S	:	:	:	:	:	:	:	:
UK	15	6	19	17	11	18	20	9
IS	1	4	1	2	7	2	4	2
N	:	2	3	2	6	3	4	:
EEA	:	103	:	:	150	128	:	:
CH	3	4	2	1	3	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	10
AU	4	2	2	-	1	-	2	1

Source: Eurostat.

Number of cinematographic full-length films produced (including national films and majority international co-productions)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	498	486	514	486	459	454
EUR-11	:	:	398	391	421	401	381	377
B	:	8	7	5	9	9	:	7
DK	:	:	9	13	12	17	18	15
D	49	75	64	60	65	57	68	48
EL	:	:	33	27	26	15	10	13
E	106	69	72	55	67	59	47	42
F	160	136	131	112	113	115	101	106
IRL	-	:	2	4	4	5	3	3
I	163	103	89	109	116	124	117	119
L	:	1	1	1	1	-	2	1
NL	6	11	12	13	18	10	16	15
A	:	:	:	6	9	5	10	16
P	:	:	2	5	6	7	7	7
FIN	10	19	13	21	13	10	10	13
S	17	14	17	26	13	15	28	10
UK	28	42	41	29	42	38	22	39
IS	3	4	3	2	1	2	2	2
N	:	:	:	8	7	:	10	:
EEA	:	:	511	496	522	497	471	465
CH	:	:	35	31	27	21	24	25
US	:	:	:	:	:	:	:	:
JP	316	333	318	311	286	265	255	239
CA	:	:	54	19	27	25	35	25
AU	17	21	34	42	30	40	21	34
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	495	477	465	437	466	536	533	525
EUR-11	411	406	375	340	363	395	390	398
B	1	:	6	11	3	3	3	5
DK	10	11	11	12	11	19	16	18
D	72	63	67	60	63	64	61	50
EL	15	14	18	20	26	27	20	22
E	57	46	:	:	56	76	68	54
F	108	113	101	89	97	104	125	148
IRL	1	4	2	6	8	6	4	:
I	129	127	106	95	75	99	87	92
L	2	1	2	1	-	-	:	2
NL	12	18	15	11	15	16	12	16
A	10	13	13	16	30	13	:	:
P	7	2	9	4	8	4	8	16
FIN	12	10	13	11	8	10	10	8
S	20	11	11	10	15	18	19	13
UK	39	35	50	55	51	77	88	74
IS	1	6	2	2	7	2	4	2
N	:	7	13	15	22	13	12	:
EEA	505	490	480	454	495	551	549	536
CH	20	23	20	24	25	:	:	:
US	:	:	:	:	660	672	662	652
JP	230	240	237	249	286	275	275	241
CA	20	25	22	24	27	37	42	31
AU	27	30	23	29	18	25	34	38

Source: Eurostat.

Number of cinematographic short length films produced

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	64	62	29	58	41	85	12	37
DK	43	48	51	41	45	41	60	76
D	164	244	216	148	168	145	122	156
EL	:	:	90	84	87	106	115	130
E	258	81	162	90	86	61	85	98
F	429	572	476	540	484	443	346	366
IRL	:	:	:	:	:	:	:	:
I	:	:	160	188	152	160	138	146
L	:	:	:	:	:	:	1	2
NL	:	:	:	:	:	:	:	6
A	227	658	385	270	260	298	:	:
P	46	43	28	26	24	:	:	:
FIN	122	78	121	76	77	59	80	57
S	11	9	10	10	12	11	10	8
UK	:	:	:	:	:	:	:	:
IS	1	1	1	0	1	4	1	1
N	85	58	77	56	68	59	99	83
EEA								
CH	:	22	20	26	33	41	41	34
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	7	6	24
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	77	47	60	21	52	33	40	56
DK	66	:	:	:	:	10	:	:
D	151	122	159	142	140	110	148	131
EL	61	65	76	59	:	65	:	:
E	83	110	65	76	94	87	:	:
F	346	415	366	456	415	423	410	400
IRL	:	:	:	:	:	:	:	:
I	117	72	64	59	27	55	:	42
L	0	4	0	1	1	9	:	:
NL	9	10	12	16	:	6	:	:
A	:	389	261	346	271	86	:	:
P	:	2	6	6	2	8	9	18
FIN	65	35	35	35	25	25	16	17
S	10	12	7	5	:	:	:	:
UK	:	:	:	:	:	:	:	:
IS	1	3	1	4	3	2	2	0
N	202	:	:	:	150	54	60	:
EEA								
CH	58	17	17	26	18	16	42	16
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	8	4	20	3	7	:	:	:

Source: Eurostat.

Number of film distributors with at least one first release during the year

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	22	24	27	21	27	25	27
DK	:	:	:	:	:	:	22	21
D	:	63	53	61	:	54	60	47
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	180	186	186	176	168	167	164	162
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	27	26
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	13	13
A	23	24	25	23	25	23	26	20
P	:	:	:	:	:	:	:	:
FIN	25	30	32	32	24	26	20	15
S	:	:	:	:	:	:	:	:
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	20	21
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	387	409	411	409	:
EUR-11	:	:	:	342	368	366	366	:
B	25	25	23	28	28	30	33	27
DK	19	16	19	19	17	20	18	:
D	55	48	56	58	46	45	51	53
EL	:	:	:	8	6	9	9	:
E	:	55	26	28	50	42	45	:
F	164	163	163	155	164	163	156	161
IRL	:	:	:	:	8	6	9	:
I	27	23	25	20	20	22	23	23
L	:	:	:	1	1	1	:	:
NL	13	16	14	15	14	17	18	23
A	19	20	20	19	20	17	17	16
P	7	7	7	7	7	12	:	:
FIN	19	19	15	11	10	11	13	12
S	:	21	:	18	18	16	16	19
UK	:	:	:	:	:	:	:	:
IS	:	:	7	7	7	10	7	8
N	18	16	12	11	12	12	14	13
EEA	:	:	:	405	428	433	430	:
CH	:	:	:	:	:	33	36	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	40	42	43	43	40
CA	:	:	:	:	:	168	:	:
AU	:	:	:	18	20	23	24	27

Source: Eurostat.

Total number of cinematographic full-length films produced:

Production of new full-length fiction and animated films produced (with duration of 60 minutes and over), primarily intended for theatrical release, finished during the reference year. This category includes 100% national films and international co-productions (i.e. films co-produced by national producers with foreign producers, whether national producers are majority producers or minority producers). Excludes documentaries (if possible). Excludes domestic production of entirely foreign films etc.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Not applicable because of double counting concerning international co-productions.
EUR-11	Eurostat		Not applicable because of double counting concerning international co-productions.
B	CF	MAEc, CIRECC	Data include only French Community films since 1998.
DK		DFI	Includes all films (100% national, international coproductions including off-shore coproductions); count of all films (documentary and fiction) of minimum 60 min given a theatrical premiere in DK.
D	StBA, Eurostat	SPIO	Since 1991 = reunified Germany. Only new long-length feature films produced and released. Excludes documentary long films (1994: 19; 1995: 24; 1996: 25). Since 1998, data refer to films released during the year.
EL	NSSG, Eurostat, UNESCO	PIGD, MS / GFC, MD-H	1980-81 approved by censor for public showing in the year indicated. Provisional data for 1998.
E	INE, MC, Eurostat	ICAA	
F	SJTI	CNC	Data concerns films that have received an investment certification with a subsidy in view during the reference year. Since 1990, excluding foreign films which received subsidies in the framework of selective support (ECO fund and SUD fund).
IRL	CSO, Eurostat	MAC, IFI, MS	
I		ANICA	Data refer only to films which have been passed the Censorship Commission. Data refer to feature films with duration > 60 min (fictions or documentaries). Data refer to national and majority international co-productions only.
L	STATEC	CNA, Min-SMA	
NL	SN	NFf, NFC	
A	ÖSZ, Eurostat	ÖSZ, ÖGFKM	Provisional data for 1998.
P	ICAM		
FIN	TK	FFF	Includes fiction and animations - excludes documentaries. Before 1998 includes national films and majority international co-productions only.
S	SFI, NORDICOM-S		Data concern films produced and released during the reference year. 1980-98: each year refers to season starting in the middle of the year e.g. 1984=1984/85. From 1996 = calendar year.
UK	DCMS	BFI / SD	Data exclude foreign films produced in UK (e.g. US films) when information available.
IS	SI	IFF	Premiered fiction and animated films. Assessment for nationality of films which is used here as follows: nationality of main producer, nationality of director and language used.
N	SN, Eurostat	NFI	Films produced and/or released during the year. Provisional data for 1998.
EEA	Eurostat		Not applicable because of double counting concerning international co-productions.
CH	OFS, OFC	OFC	For recent years, data concern feature films of 60 min and over.
US		SD, Variety, MPAA	Data includes films never released on cinema screens.
JP	SJ, Eurostat	SJ / EIREN	New films released.
CA	SC, TC, Eurostat	SC, SODEC	Data refers to season starting 1st of April of the reference year and finishing 31st of March of the next year. For 1998, data refer to Quebec production only.
AU	AFC, Eurostat	AFC / NSWFC, SAFC, VFC, AFFC	Data refer to films which have commenced principal photography in the reference season starting 1st of July of the year x-1 and finishing 30th of June of the year x.

Number of national cinematographic full-length films produced (with 100% national origin producers):

New full-length fiction and animated films produced entirely by one or several producers of national origin without foreign producers involved as producers or without foreign investments from foreign companies sharing investments and rights of the film.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L (1980), IRL (1984, 98) and B (1989, 92).
EUR-11	Eurostat		Excluding L (1980), IRL (1984, 98) and B (1989, 92).
B	Eurostat, CF	MAEc, CIRECC	Data include only French Community films since 1995.
DK		DFI	
D	StBA, Eurostat	SPIO	Since 1991 = reunified Germany. Excludes documentary long films. Since 1998, data refer to films released during the year.
EL	NSSG, Eurostat, UNESCO	PIGD, MS / GFC, MD-H	Figures include co-productions for 1980-81, 83-84.
E	INE, MC, Eurostat	ICAA	
F	SJTI	CNC	
IRL	Eurostat, OBS	SD, OBS, IFB	Figures based on Irish filmography since 1993.
I		ANICA	Data refer only to films which have been passed the Censorship Commission. Data refer to feature films with duration > 60 min (fictions or documentaries).
L	STATEC	CNA, Min-SMA	Films produced under the "Audiovisual Certificate" Programme and benefiting from national support fund.
NL	SN	NFf, NFC	
A	ÖSZ, Eurostat	ÖSZ, ÖGFKM	Provisional data for 1998.
P	ICAM		
FIN	TK	FFF	
S	SFI, NORDICOM-S		For 1980-95: each year refers to season starting in the middle of the year e.g. 1984= 1984/85. From 1996 = calendar year. Includes films having a Swedish producer and significant participation of Swedish artists.
UK	DCMS	BFI / SD	
IS	SI	IFF	
N	SN, Eurostat	NFI	Includes co-productions for 1980-85 and 1988. Provisional data for 1998.
EEA	Eurostat		Excluding L (1980), IRL (1984, 98) and B (1989, 92).
CH	OFS, OFC	OFC	
US		SD, MPAA	
JP	SJ, Eurostat	SJ / EIREN	New films released. For 1981-84 and 1986-92, data includes also international co-productions since only a couple of them are made yearly.
CA	SC, TC, Eurostat	SD, Variety, VR	Estimates. For 1998, data refer to Quebec production only.
AU	AFC, Eurostat	AFC	Data refer to films which have commenced principal photography in the reference season starting 1st of July of the year x-1 and finishing 30th of June of the year x. National production according to AFC.

Number of international co-productions of cinematographic full-length films with national origin producers:

New long length fiction and animated films produced by one or several producers of national origin (acting as majority or minority producers) with foreign enterprises as producer sharing investments and rights of the films. Excludes entirely foreign films produced or shot within the national territory.

For some years, international co-productions do not cover all the components described above. (E.g. in some countries, minority international co-productions may not be included in the statistics).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Not applicable because of double counting concerning international co-productions.
EUR-11	Eurostat		Not applicable because of double counting concerning international co-productions.
B	Eurostat, CF	MAEc, CIRECC	Data include only French Community films since 1995.
DK		DFI	
D	StBA, Eurostat	SPIO	Since 1991 = reunified Germany. Excludes documentary long films. Since 1998, data refer to films released during the year.
EL	Eurostat, UNESCO	GFC, MD-H	For 1990-91, 93, 95: International co-productions have been estimated from GFC filmography.
E	INE, MC, Eurostat	ICAA	
F	SJTI	CNC	Since 1990, excluding foreign films which received subsidies in the framework of selective support (ECO fund and SUD fund).
IRL	Eurostat	SD, OBS, IFB	
I		ANICA	Data refer only to films which have been passed the Censorship Commission. Data refer to feature films with duration > 60 min (fictions or documentaries). Data refer to majority international co-productions only.
L	STATEC	CNA, Min-SMA	Films produced under the "Audiovisual Certificate" Programme and benefiting from national support fund.
NL	SN	Nff, NFC	
A	ÖSZ, Eurostat	ÖSZ, ÖGFKM	Provisional data for 1998.
P	ICAM		
FIN	TK	SOFC, FFA	Before 1990: estimates based on Finnish film archive statistics and Finnish national filmography. It may be that for some films the date of release does not corresponds exactly with the production year. Before 1998 includes majority international co-productions only.
S	SFI, NORDICOM-S		For 1980-85: each year refers to season starting in the middle of the year e.g. 1984= 1984/85. From 1996 = calendar year. Includes films having a non-Swedish producer, but at least 20 per cent of the investment capital is of Swedish origin and the contribution of Swedish artists is significant.
UK	DCMS	BFI / SD	
IS	SI	IFF	
N	SN, Eurostat	NFI	Provisional data for 1998.
EEA	Eurostat		Not applicable because of double counting concerning international co-productions.
CH	OFS, OFC	OFC	
US		SD, MPAA	
JP		SD, EIREN	New films released.
CA	SC, TC, Eurostat	SD, Variety, VR	Estimates. For 1998, data refer to Quebec production only.
AU	AFC, Eurostat	AFC	Data refer to films which have commenced principal photography in the reference season starting 1st of July of the year x-1 and finishing 30th of June of the year x.

Number of majority international co-productions (international co-productions of cinematographic full-length films with national origin producers as majority producers):

International co-productions in which national producer(s) have the highest investment share of all participating co-producer(s).

Note: Includes 50/50 co-productions (equally shared co-productions) for countries, where information are available.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding NL and S.
EUR-11	Eurostat		Excluding NL.
B	Eurostat, CF	MAEc, CIRECC	Data include only French Community films since 1995. 1982-90: estimated based on the origin of the investments as a percentage of total investments.
DK		DFI	
D	StBA, Eurostat	SPIO	Estimates. No data exist about majority German co-productions. Since 1998, data refer to films released during the year.
EL	Eurostat, NSSG	GFC, MD-H	Assuming that all co-productions are majority co-productions.
E	INE, MC, Eurostat	ICAA	Including equally shared international co-productions.
F	SJTI	CNC	
IRL	Eurostat	SD, OBS, IFB	Figures based on Irish filmography since 1993.
I		ANICA	Data refer only to films which have been passed the Censorship Commission. Data refer to feature films with duration > 60 min (fictions or documentaries).
L	Min-SMA, CNA		Data refer to films with financed participation of national origin >20%.
NL			
A	ÖSZ	ÖSZ, ÖGFKM	
P	ICAM		
FIN	TK		
S			
UK	DCMS	BFI	Majority co-productions are films in which, although there are foreign partners, there is a UK cultural content and a significant amount of British finance and personnel. Data includes equally shared co-productions when available.
IS	SI	IFF	
N	Eurostat	OBS / NFI	
EEA	Eurostat		Excluding NL and S.
CH	OFC		
US			
JP			
CA	SC	SODEC	For 1998, data refer to Quebec production only.
AU	AFC, Eurostat	AFC	Data refer to films which have commenced principal photography in the reference season starting 1st of July of the year x-1 and finishing 30th of June of the year x. Data refer to official co-productions in which the Australian involvement is considered as substantial.

Number of cinematographic full-length films produced (including national films and majority international co-productions):

This special variable - calculated for supranational comparison purposes - includes entirely national full-length films produced and majority co-productions.

Note: important variable to be able to reduce double counting of international co-productions within EU and other aggregates total film production.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Estimated total including national films for A (1985, 97-98), E (1993-94), and L (1997). Including estimates for B in 1998. Excluding B (1989) and IRL (1998).
EUR-11	Eurostat		Estimated total including national films for A (1985, 97-98), E (1993-94), and L (1997). Including estimates for B in 1998. Excluding B (1989) and IRL (1998).
B	Eurostat, CF	MAEc, CIRECC	1982-90: data include estimated figures for majority co-productions. Data include only French Community films since 1995.
DK		DFI	
D	Eurostat	SiBA, SPIO	Since 1991= reunified Germany. Estimates. No precise data about majority international co-productions exist. Since 1998, data refer to films released during the year.
EL	Eurostat	GFC, MD-H	Estimates assuming that all co-productions are majority co-productions.
E	INE, MC, Eurostat	ICAA	
F	SJTI	CNC	
IRL	Eurostat	OBS, VR	Before 1992, estimates assuming that all co-productions are majority co-productions.
I		ANICA	Data refer only to films which have passed the Censorship Commission. Data refer to feature films with duration > 60 min (fictions or documentaries).
L	Eurostat	CNA, Min-SMA	Includes national films and international co-productions with financial participation of national origin >20%.
NL	Eurostat	SN / Nf, NFC	Data are estimated assuming that half of international co-productions are majority ones. Rounded figures.
A	ÖSZ	ÖSZ, ÖGFKM	
P	ICAM		
FIN	TK, Eurostat	FFF	Includes national and international majority co-productions.
S	SFI		Includes only 10% national films.
UK	Eurostat, BFI	BFI, SD	Prior to 1991, figures consist of 100% national films (figures for majority co-productions are not available).
IS	SI	IFF	
N	SN, Eurostat	OBS / NFI	
EEA	Eurostat		Estimated total including national films for A (1985, 97-98), E (1993-94), and L (1997). Including estimates for B in 1998. Excluding B (1989) and IRL (1998).
CH	Eurostat	OFS, OFC	
US		SD, MPAA	Data only includes national films.
JP		SD, EIREN	Data only includes national films.
CA	SC, Eurostat	SODEC	For 1998, data refer to Quebec production only. Data only includes national films except for 1998.
AU	Eurostat	AFC	Data refer to films which have commenced principal photography in the reference season starting 1st of July of the year x-1 and finishing 30th of June of the year x.

Number of cinematographic short length films produced:

Production of new cinematographic short length films (with duration up to 59 minutes) finished during the reference year, intended for theatrical release (commercial exhibitions, festivals, clubs etc.). Includes fictional, documentaries and animated films of whatever theatrical format (35mm, 16mm, etc.).

Note: Here, breakdown between national and international co-productions is not mentioned, assuming that in most cases, for historical reasons and budget level involved, international co-productions are not frequent (an exception may be animated films).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	Eurostat, CF	MAEc, CIRECC	Data include only French Community films since 1995.
DK		DFI	
D	StBA, Eurostat	SPIO, FSK, FBW	Since 1991= reunified Germany, excluding advertising films. Short films rated by FSK (voluntary censorship of the German film industry) or classified by FBW (Film Evaluation Board).
EL	Eurostat, NSSG, GFC	MS / GFC, MD-H	
E	INE, MC	ICAA	
F	SJTI	CNC	Number of authorisations delivered by CNC. Since 1984, short films having been shot during the reference year (35 mm film length from 100 to 1599m).
IRL			
I		DdS	Data refer only to films which have passed the Censorship Commission.
L	Eurostat, Min-SMA		Films produced under the "Audiovisual Certificate" Programme and benefiting from national support fund.
NL		SN / Nff	
A	ÖSZ	ÖSZ, ÖGFKM	1996: 16mm feature and video film with duration 30-39 min.
P	ICAM		
FIN	TK	FFF	Includes short documentaries, fiction and animated films (35 and 16mm film) inspected by State board for Film Classification. Excludes advertising films shown at cinemas and cinema advertisements.
S	SFI		
UK			
IS	SI	NFAI, dist.	Short films and documentaries released for cinema. All formats included.
N	SN, Eurostat	MS, NFI	
EEA			
CH	OFS	OFC	For recent years, data concern short films with duration of 59 min and less. Of which co-productions: 0 (1992-94), 1 (1995).
US			
JP			
CA			
AU	Eurostat	AFC	

Cinema production and distribution market

Number of film distributors with at least one first release during the year:

Film distributors (or distribution companies) with at least one new feature film released in cinemas (on the national exhibition market) during the year (released for the first time during the reference year).

Note: Some countries make the distinction between foreign distributors and national origin distributors: Here it is intended to include all distributors of films released on the national exhibition market whatever origin.

	Official sources	Secondary/primary sources	Notes
EU15	Eurostat		Excluding IRL in 1994, UK for 1994-97 and P in 1997. Including estimations for L in 1997.
EUR-11	Eurostat		Excluding IRL in 1994 and P in 1997. Including estimations for L in 1997.
B	CF	MFB	Data refer to active distribution in Brussels area only. Year x refer to season starting June year x-1 to June year x.
DK	Eurostat	NORDICOM, MS / DFI	Data refer to all films distributed and not only new films released.
D	Eurostat	SPIO	Since 1991 = reunified Germany.
EL	Eurostat	MS / IOM, MD-H	Data collected from professional directories.
E	MC, Eurostat	ICAA	Data refer to distributors having released films during the reference year.
F	CNC		Data refer to total films released and not only on new films released. Number of film distributor enterprises for which films rental activity has been registered.
IRL	Eurostat	MS, SD	
I		MS	Includes only "active" companies at national level distribution during the year. For 1998, data refer to season 97/98 (August year x-1 to July year x). Data refer to "companies".
L	CNA		In Luxembourg, distribution is carried out by Belgian firms except for national films.
NL	NFC, SN	NFC	
A	Eurostat	ÖGFKM	
P	Eurostat	MS / IPACA	
FIN	TK	FFF	For national films, in addition to features, data include also released documentaries and some TV films (fiction made mainly for television, which are shorter than features with a small cinema distribution).
S	Eurostat, NORDICOM-S	MS / SFI	Figures are based on films with premiere for 1997 and 98.
UK			
IS	SI	Dist.	Full-length feature and animated films only.
N	Eurostat	MS / NFI, NAMC	
EEA	Eurostat		Excluding IRL in 1994, UK for 1994-97 and P in 1997. Including estimations for L in 1997.
CH	OFS	ProCin	
US			
JP		FFIDAJ, SD	
CA		SD	
AU	Eurostat, AFC	AFC, MPDAA	

PART 2

Cinema exhibition market

Overview

The period between 1980 and 1998 has been marked by technological, economic and socio-demographic developments with a considerable impact on the cinema sector. The emergence and penetration of video-cassette recorders and of private TV channels contributed to a decline of admissions in the 1980s. The development of big cinema multiplexes with large screens and digital sound techniques contributed to a renaissance of cinema going in the 90s. The period was also characterised by the dominance of US made films in the cinema distribution and exhibition market. The "blockbuster" effect of US made films was shown in 1998 for example by the "Titanic" impact on admissions figures.

Gross box-office receipts and average cinema ticket price

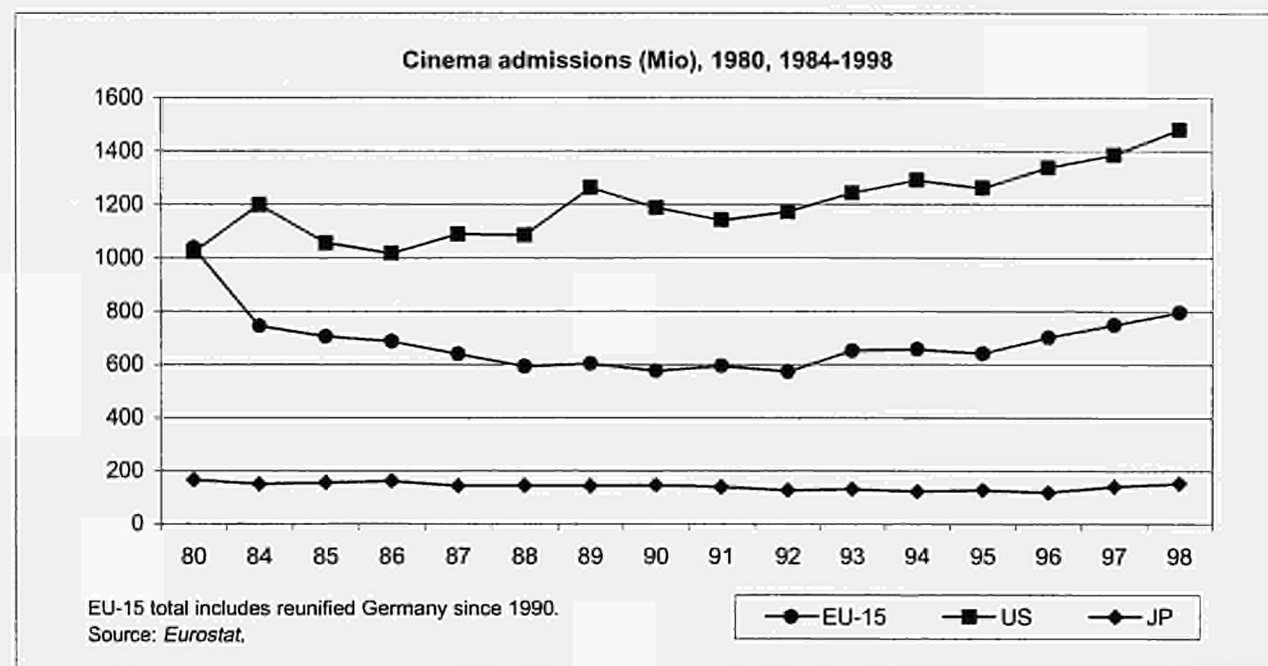
Gross box-office receipts (in ECU), during the last two decades (1980-98), have grown in all the 22 countries included in this publication.

Between 1980 and 1998, the combined value of the European Union cinema market has increased from ECU 1 980 million (excluding Greece and Ireland) to ECU 4 266 million (+115.4%). Although the trend in the market has been similar in most countries, the pace at which the change has taken place varied. Between 1980 and 1998, Luxembourg (+572.7%) and the United Kingdom (+249.3%) had the strongest growth. Lower growth rates were encountered in Sweden (+49.4%), the Netherlands (+53.3%) and Finland (+58.4%).

During the 1980s, trends in the total volume of box office receipts were influenced mainly by changes in the price of cinema tickets rather than by changes in the number of admissions. In the 1990s, the increase in box-office receipts in the EU and EFTA countries depended, to a varying degree, on both factors. Between 1980 and 1998, the average cinema ticket price in the EU more than doubled (+161.5%) from ECU 2.05 to ECU 5.36. There were large disparities in average ticket prices among the EU and EFTA countries. Since 1994, the highest average ticket prices were recorded in Switzerland, followed by Iceland, Sweden, Finland, Denmark and recently the United Kingdom due to the strong national currency. Portugal and Spain had the lowest average ticket prices in the EU.

In the United States, the box-office receipts amounted to ECU 6 198 million in 1998, receipts more than tripled from 1980 to 1998 (+214.0%). The size of the EU market represented in 1998 only 68.8% of the size of the US market, while in 1980 it was slightly larger. The US average ticket price (ECU 4.19 in 1998) has been almost constantly lower than the EU average price by around ECU 1 during the 1990s. Between 1980 and 1998, the box-office receipts increased also in Japan (+153.3%) to ECU 1 322 million, representing almost a third of the EU market in 1998. Although the average ticket price in Japan decreased since 1995, it was the highest in the world in 1998 (ECU 8.63).

The size and linguistic homogeneity of the American market, and its receptiveness towards commercial products made for mass consumption, are important factors for Hollywood's strength. On the contrary, the European cinema market is fragmented, European films seldom travel well outside their country of origin. Available data on the top 50 box-office successes at the European Union level exemplifies the predominance of the US made films. In 1998, 43 of the 50 top box-office earners were US feature films (not included 2 European/US co-productions). In 1996, available data for 11 countries of the European Union showed that box-office receipts from national origin films represented on average 20.9% of total receipts and that United States origin films amounted for 68.7% of the total box-office receipts. Under the Media programme, several European Union incentives encourage the transnational distribution and screenings of European films.



Cinema attendance

After the sharp decline in cinema attendance over the 1980s due also to the development of home video and the increase of TV supply, the total number of cinema admissions in the EU started to pick up again during the 1990s. Nevertheless, the highest figure in the 1990s remained substantially lower than the 1980 figure with 796 million admissions in 1998 compared to 1 038 million in 1980 (-23.3%).

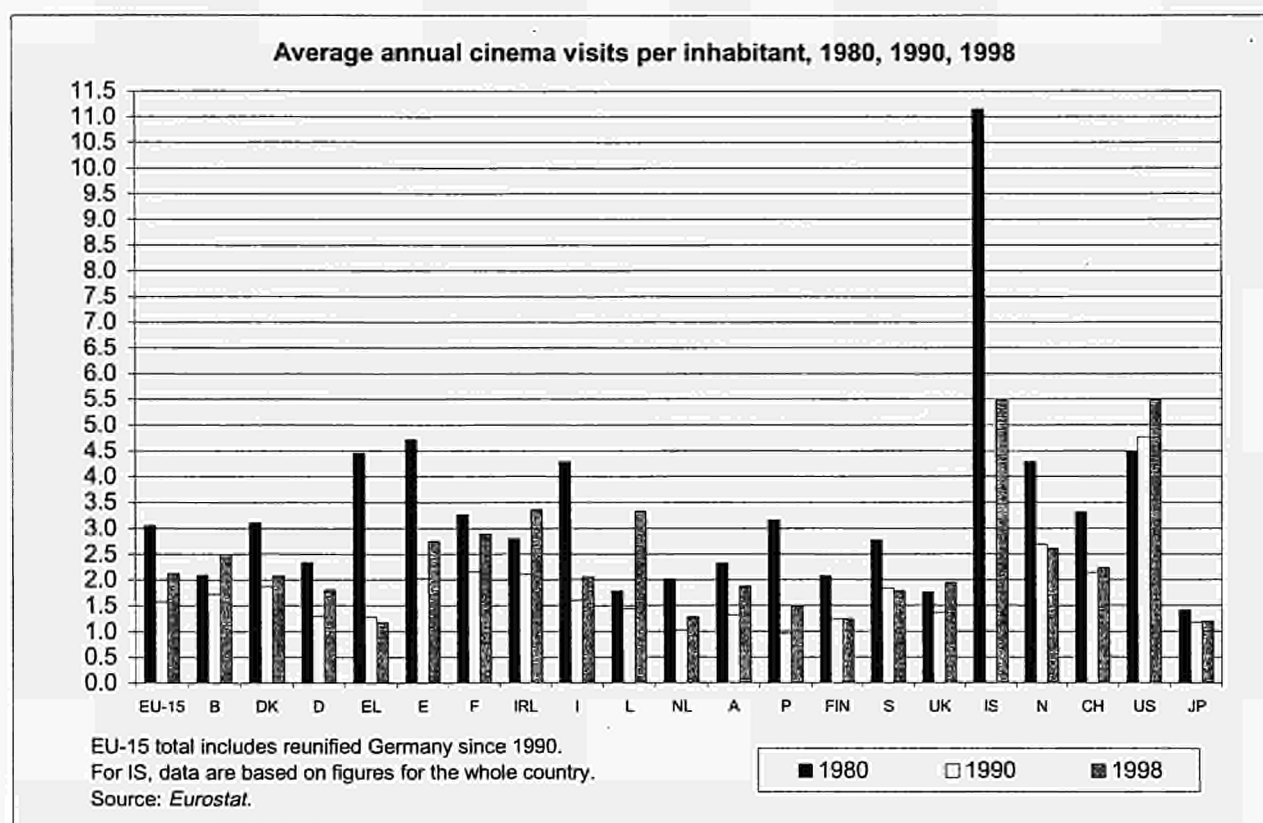
The major slump occurred between 1980 and 1990, with the total number of cinema admissions in the EU falling to 577 million (-44.4%). During this period cinema admissions decreased in all EEA countries. The decline in cinema admissions was the sharpest in Greece (-69.8%) and Portugal (-68.8%), whereas in Luxembourg (-15.7%) it was the lowest.

From 1990 to 1998, the total number of admissions in the EU rose by over 38.1% to 796 million and brought the admissions back to the level where they had been in the early 1980s. Between 1990 and 1998, the increase in attendance was especially sharp in Luxembourg (158.1%) where a 10 screens cinema multiplex opened in 1996. Only in Greece, cinema admissions have decreased (-4.6%) between 1990 and 1998.

The structure of EU cinema attendance changed significantly between 1980 and 1998 due to a sharp decrease of admissions in Italy (-51.0%) and in Spain (-38.4%), whereas they increased in the United Kingdom (+14.4%). In 1980, the EU country with the highest number of admissions was Italy with 242 million tickets sold (i.e. 23.3% of the EU total). In 1998, the biggest country in terms of admission in the EU was France with 170 million tickets sold (i.e. 21.4% of the EU total). Next came Germany with 149 million admissions, Italy (119 million) and the United Kingdom (116 million).

A strong annual variation in the number of admissions seems to be typical of the cinema markets in most countries. The fluctuation in the attendance figures is mainly a result of the annual variation in the attractiveness of the films on show. Thus the very good 1998 results with an exceptional phenomenon due to one film event (i.e. James Cameron's film "Titanic" which accounted for about 12% of EU total attendance) must be analysed with caution in terms of long term trends. Nevertheless 1999 provisional admissions figures in the European Union confirm that the upward trend started in 1992 has continued.

Over the two decades, the cinema attendance in the United States has grown steadily in terms of admissions which increased between 1980 and 1998 from 1 022 million to 1 481 million tickets sold (45.0%). In the United States, 1998 was the best year for admission since 1959 (1 488 million), also due to the success of "Titanic" (which led to a shooting up of admission figures in all countries except in the United Kingdom). While in 1980, total admissions in the EU and the United States were similar, in 1998 the number of tickets sold in the US was almost twice as high as in the European Union. In Japan, cinema admissions decreased slowly (-7.7%) between 1980 and 1996 from 166 million to 120 million tickets sold, to climb back since and reach 153 million admissions in 1998 (best year since 1986).



As regards the number of tickets sold per inhabitant, there have been notable changes between 1980 and 1998: a general decrease in the 1980s (only exception was the United States) and a general increase during the 1990s (except in Greece, Sweden, Norway and to a lesser extent Finland).

Between 1980 and 1998, the average number of cinema tickets sold per inhabitant in the European Union decreased from 3.1 to 2.1 in 1998. Over this period, the biggest changes took place in Greece, Portugal and Italy, where the average annual attendance fell by more than half. However, the average annual attendance almost doubled in Luxembourg between 1980 and 1998. In 1998, within EEA countries, cinema going was most popular in Iceland with an average of 5.5 visits to cinema a year, followed by Ireland (3.4 visits) and Luxembourg (3.3 visits). In Greece (1.2 visits), Finland (1.2 visits) and the Netherlands (1.3 visits) cinema admissions per inhabitant were much lower.

In the United States, cinema going was more popular than in the European Union. On the average an American went to the "movies" 5.5 times a year in 1998, thus more than twice as much as in the EU. The average in Japan was in comparison very low, i.e. only 1.2 visits per person in 1998.

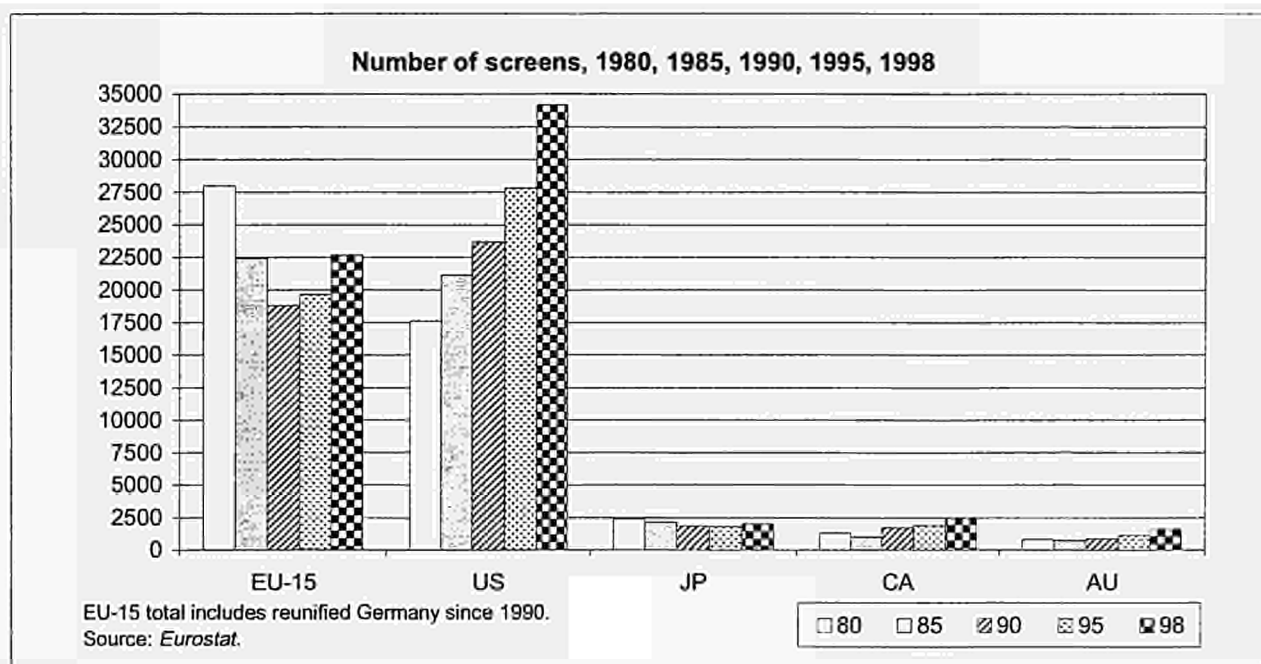
Cinema screens

Between 1980 and 1990, the total number of screens in the EU decreased from 28 000 to 18 800 screens (-33.0%), the strongest decline occurred in Italy (-62.4%) and Spain (-56.7%). Between 1990 and 1998, the number of cinema screens in the EU rose again (+20.7%) to a total of 22 700 screens (back to the level of 1985) due to increases in major countries like Spain (+67.4%), Italy (+39.8%) and the United Kingdom (+39.3%).

The proliferation of large multiplex cinemas (up to 24 screens) with global related entertainment facilities, which started with the first large screen multiplex cinema at the end of the 80s in Brussels, was an important factor for the growth of the number of screens in the 1990s. In the European Union, the number of multiplex sites with 8 or more screens more than doubled between 1995 and 1998 to 354 cinema sites (only 3.4% of all sites but around 16.3% of all screens). The strongest growth expansion of multiplex sites occurred in the United Kingdom, France, Spain and Germany.

In 1980, the total number of screens in the EU represented 159.2% of that of the United States, while in 1998, the European Union total represented only 66.3% of that of the United States. Unlike in the EU, cinema infrastructure in the United States in terms of screens grew continually between 1980 and 1998 from 17 600 to a new record of 34 200 screens in 1998 (all time record since 1950).

In Japan, the number of cinema screens fell between 1980 and 1993 to around 1 740 screens and then increased again to around 2 000 screens in 1998.



Number of cinema sites

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	329	265	241	221	207	195	186	180
D	:	:	:	:	1 818	1 809	1 747	1 721
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	3 053	2 900	2 842	2 749	2 633	2 472	2 372	2 300
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	9	9
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	264
P	:	:	:	:	:	:	:	:
FIN	317	312	305	271	256	261	262	264
S	:	:	:	:	:	:	915	920
UK	942	660	663	660	648	699	719	737
IS	12	9	8	8	6	6	6	6
N	406	450	429	406	403	365	350	330
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	1 302	1 108	1 007	897	821	790	773	742
AU	713	702	573	509	506	520	501	510
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	10 641	10 461	10 211	10 248
EUR-11	:	:	:	8 466	8 551	8 393	8 141	8 202
B	176	158	147	142	140	141	:	137
DK	176	171	166	161	163	166	164	166
D	2 059	1 985	2 017	2 003	1 921	1 917	1 481	1 445
EL	:	:	:	:	:	322	:	319
E	1 314	1 250	1 188	1 237	1 269	1 217	1 226	1 329
F	2 271	2 259	2 112	2 106	2 218	2 150	2 159	2 152
IRL	:	81	79	75	63	63	62	66
I	:	:	1 990	2 052	2 086	2 050	2 157	2 159
L	10	10	9	9	9	8	9	8
NL	180	171	:	165	163	160	186	186
A	259	247	241	241	237	234	237	222
P	:	182	:	196	203	217	:	:
FIN	252	246	242	240	242	236	234	234
S	905	901	873	848	854	845	847	839
UK	749	735	723	734	743	735	747	722
IS	6	6	6	6	6	7	7	7
N	323	313	291	292	275	274	262	252
EEA	:	:	:	:	10 922	10 742	10 480	10 507
CH	324	320	:	:	:	327	328	323
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	664	659	658	656	688	:
AU	522	510	518	536	555	:	:	:

Source: Eurostat.

Cinema exhibition market

Number of cinema sites with 8 or more screens (multiplexes)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	1	1
D	:	:	:	:	5	5	6	7
EL	-	-	-	-	-	-	-	-
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	:
IRL	:	:	:	:	:	:	-	1
I	:	:	:	:	:	:	:	:
L	-	-	-	-	-	-	-	-
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	-
P	:	:	:	:	:	:	:	1
FIN	:	:	:	:	:	:	-	-
S	:	:	:	:	:	:	:	:
UK	:	:	1	2	5	14	30	:
IS	-	-	-	-	-	-	-	-
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	150	168	217	271	354
EUR-11	:	:	:	85	97	136	165	211
B	8	9	11	11	12	13	15	16
DK	1	1	1	1	2	2	2	:
D	12	13	24	26	20	31	30	39
EL	-	-	-	-	-	-	-	3
E	-	-	2	6	10	24	33	:
F	:	:	28	34	43	53	64	73
IRL	2	3	3	3	4	6	7	7
I	:	:	1	1	1	1	6	8
L	-	-	-	-	-	-	1	1
NL	:	:	:	1	2	2	2	4
A	1	1	1	2	3	4	:	:
P	1	1	1	1	2	2	2	:
FIN	-	-	-	-	-	-	-	-
S	11	12	14	14	16	15	15	16
UK	41	44	43	50	53	64	89	122
IS	-	-	-	-	-	-	-	-
N	3	3	3	3	3	3	5	:
EEA	:	:	:	153	171	220	276	:
CH	-	1	:	:	:	1	2	2
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Number of screens (cinema halls)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	27 997		22 421	21 156	20 274	19 567	19 103	18 771
EUR-11	23 197	20 321	18 965	17 747	16 870	16 048	15 431	15 433
B	500	445	440	433	407	422	427	411
DK	475	449	429	406	397	381	357	347
D	3 354	3 635	3 442	3 280	3 269	3 265	3 236	3 773
EL	:	:	600	600	600	600	625	500
E	4 096	3 510	3 109	2 640	2 234	1 882	1 802	1 773
F	4 500	5 098	5 153	5 117	5 026	4 819	4 658	4 518
IRL	163	159	135	140	140	145	160	171
I	8 753	5 628	4 885	4 431	4 143	3 871	3 586	3 293
L	12	16	17	17	17	16	14	17
NL	563	546	511	491	493	493	473	471
A	481	537	516	481	455	413	398	390
P	423	377	379	373	358	378	333	276
FIN	352	370	378	344	328	344	344	340
S	1 249	1 139	1 116	1 114	1 112	1 122	1 131	1 160
UK	1 576	1 271	1 311	1 289	1 295	1 416	1 559	1 331
IS	15	20	21	21	19	19	19	22
N	445	461	448	449	426	419	403	399
EEA	28 457		22 890	21 626	20 719	20 005	19 525	19 192
CH	483	441	437	428	420	415	401	398
US	17 590	20 200	21 147	22 765	23 555	23 234	23 132	23 689
JP	2 364	2 191	2 137	2 109	2 053	2 005	1 912	1 836
CA	1 302	1 108	1 007	:	:	1 572	:	1 713
AU	829	822	742	676	645	712	772	851
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	18 937	18 775	18 702	19 081	19 669	20 691	21 413	22 665
EUR-11	15 310	15 341	15 358	15 641	16 218	17 126	17 826	18 956
B	390	383	426	421	423	440	438	463
DK	334	318	310	309	313	322	320	328
D	3 708	3 650	3 727	3 781	3 836	4 057	4 128	4 244
EL	584	405	280	340	350	340	340	360
E	1 806	1 807	1 791	1 888	2 090	2 354	2 565	2 968
F	4 441	4 402	4 272	4 291	4 378	4 529	4 661	4 764
IRL	173	164	182	190	191	215	228	259
I	3 338	3 522	3 567	3 617	3 816	4 004	4 206	4 603
L	18	18	17	17	17	16	26	21
NL	468	470	468	467	484	493	499	519
A	395	386	386	394	412	423	441	454
P	240	209	187	249	241	270	313	330
FIN	333	330	335	326	330	325	321	331
S	1 165	1 164	1 163	1 172	1 168	1 165	1 164	1 167
UK	1 544	1 547	1 591	1 619	1 620	1 738	1 763	1 854
IS	23	24	24	24	23	26	26	26
N	428	405	400	407	394	395	402	392
EEA	19 388	19 204	19 126	19 512	20 086	21 112	21 841	23 083
CH	398	397	415	431	439	445	460	457
US	24 570	25 105	25 737	26 586	27 805	29 690	31 640	34 186
JP	1 804	1 744	1 734	1 747	1 776	1 828	1 884	1 993
CA	1 754	1 742	1 727	1 808	1 892	1 989	2 301	2 486
AU	885	906	951	1 028	1 137	1 251	1 431	1 576

Source: Eurostat.

Cinema exhibition market

Average number of screens per cinema site

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								
DK	1.44	1.69	1.78	1.84	1.92	1.95	1.92	1.93
D					1.80	1.80	1.85	2.19
EL								
E								
F	1.47	1.76	1.81	1.86	1.91	1.95	1.96	1.96
IRL								
I								
L							1.56	1.89
NL								
A								1.48
P								
FIN	1.11	1.19	1.24	1.27	1.28	1.32	1.31	1.29
S							1.24	1.26
UK	1.67	1.93	1.98	1.95	2.00	2.03	2.17	1.81
IS	1.25	2.22	2.63	2.63	3.17	3.17	3.17	3.67
N	1.10	1.02	1.04	1.11	1.06	1.15	1.15	1.21
EEA								
CH								
US								
JP								
CA	1.00	1.00	1.00			1.99		2.31
AU	1.16	1.17	1.29	1.33	1.27	1.37	1.54	1.67
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15					1.82	1.94	2.03	2.18
EUR-11				1.85	1.90	1.99	2.15	2.27
B	2.22	2.42	2.90	2.96	3.02	3.12		3.38
DK	1.90	1.86	1.87	1.92	1.92	1.94	1.95	1.98
D	1.80	1.84	1.85	1.89	2.00	2.12	2.79	2.94
EL						1.06		1.13
E	1.37	1.45	1.51	1.53	1.65	1.93	2.09	2.23
F	1.96	1.95	2.02	2.04	1.97	2.11	2.16	2.22
IRL		2.02	2.30	2.53	3.03	3.41	3.68	3.92
I			1.79	1.76	1.83	1.95	1.95	2.13
L	1.80	1.80	1.89	1.89	1.89	2.00	2.89	2.63
NL	2.60	2.75		2.83	2.97	3.08	2.68	2.79
A	1.53	1.56	1.60	1.63	1.74	1.81	1.86	2.05
P		1.15		1.27	1.19	1.24		
FIN	1.32	1.34	1.38	1.36	1.36	1.38	1.37	1.41
S	1.29	1.29	1.33	1.38	1.37	1.38	1.37	1.39
UK	2.06	2.10	2.20	2.21	2.18	2.36	2.36	2.57
IS	3.83	4.00	4.00	4.00	3.83	3.71	3.71	3.71
N	1.33	1.29	1.37	1.39	1.43	1.44	1.53	1.56
EEA					1.86	1.92	2.17	2.22
CH	1.23	1.24				1.36	1.40	1.41
US								
JP								
CA			2.60	2.74	2.88	3.03	3.34	
AU	1.70	1.78	1.84	1.92	2.05			

Source: Eurostat.

Cinema income from gross box office receipts (incl. taxes and other duties)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	1 980 283		2 155 027		2 132 583	2 136 115	2 277 107	2 399 595
EUR-11	1 621 763		1 780 098		1 725 869	1 659 967	1 754 639	1 833 473
B	53 801	56 679	55 620	58 873	56 326	54 207	58 506	64 852
DK	40 753	37 628	38 429	43 035	45 336	41 561	43 798	41 395
D	358 569	361 244	347 617	368 715	393 912	396 115	383 006	403 489
EL	:	:	40 628	:	31 286	36 658	44 319	40 961
E	226 279	209 582	195 890	177 039	179 578	167 944	214 316	218 392
F	481 406	651 604	642 853	651 876	546 680	516 199	523 757	553 378
IRL	:	:	22 862	:	16 803	19 325	22 502	25 008
I	337 656	340 699	345 575	400 137	365 775	335 898	378 572	399 195
L	1 181	1 816	1 760	1 929	1 950	1 850	1 841	2 330
NL	77 217	63 170	61 776	64 643	71 031	72 683	74 547	72 631
A	:	53 384	47 562	47 045	44 952	42 164	39 603	40 893
P	22 759	21 705	23 412	26 087	21 997	22 847	18 353	15 771
FIN	25 691	35 349	35 171	31 389	26 863	30 735	39 636	37 535
S	78 832	83 101	87 375	82 692	90 798	107 155	110 278	104 698
UK	238 935	173 882	208 497	211 454	239 295	290 774	324 074	379 068
IS	3 144	:	5 747	4 400	6 633	6 449	7 319	6 603
N	30 233	40 545	45 807	38 315	43 668	44 319	53 533	48 215
EEA	2 013 660		2 206 582		2 182 884	2 186 882	2 337 960	2 454 413
CH	62 678	83 463	78 891	83 312	85 624	80 372	83 106	83 877
US	1 974 029	5 108 272	4 913 457	3 838 779	3 683 919	3 770 381	4 568 550	3 943 523
JP	521 832	920 418	960 351	1 087 292	967 599	1 069 075	1 097 033	936 023
CA	197 630	:	322 748	:	242 734	257 493	334 577	295 813
AU	162 030	173 885	147 059	127 558	110 567	147 797	184 931	174 524
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	2 607 774	2 590 496	2 935 810	3 043 278	3 008 083	3 366 386	3 845 927	4 265 544
EUR-11	1 978 197	1 969 032	2 283 267	2 335 115	2 341 519	2 589 360	2 809 315	3 180 398
B	67 521	72 098	88 352	100 583	96 951	107 578	108 717	132 111
DK	42 780	40 540	51 353	53 821	49 297	59 829	65 079	71 616
D	478 155	441 200	604 245	638 130	631 568	688 229	747 615	812 643
EL	39 962	26 313	31 277	30 553	34 985	38 488	59 900	61 077
E	240 963	274 149	272 116	274 105	295 883	343 932	353 871	385 632
F	556 581	575 486	681 224	651 230	693 776	733 422	782 601	907 473
IRL	28 392	26 948	30 252	34 122	34 334	39 927	53 511	58 379
I	429 091	415 591	412 131	430 109	374 340	446 744	498 319	587 084
L	2 564	2 604	3 302	3 402	3 435	3 923	6 559	7 943
NL	78 644	72 631	86 505	87 199	94 197	94 424	105 216	118 396
A	45 295	42 602	59 366	66 906	64 211	67 280	74 160	83 482
P	14 140	15 707	16 575	16 849	18 909	30 133	41 660	46 568
FIN	36 852	30 016	29 200	32 480	33 916	33 767	37 087	40 687
S	113 175	105 618	99 651	98 852	94 945	109 771	108 518	117 781
UK	433 660	448 993	470 262	524 937	487 338	568 937	803 115	834 671
IS	8 098	8 112	7 641	8 220	7 853	7 972	9 212	9 337
N	47 668	44 197	49 337	53 296	53 120	59 226	60 780	67 471
EEA	2 663 540	2 642 805	2 992 789	3 104 794	3 069 055	3 433 584	3 915 920	4 400 095
CH	93 771	100 290	105 422	119 474	125 571	126 843	124 750	125 612
US	3 876 174	3 752 407	4 401 537	4 536 452	4 199 891	4 655 641	5 613 470	6 198 432
JP	981 291	925 571	1 257 799	1 265 970	1 283 330	1 078 112	1 292 682	1 321 579
CA	267 923	279 480	265 098	260 911	232 509	254 784	320 328	329 538
AU	204 274	188 949	225 460	293 192	284 371	330 664	382 101	352 186

Source: Eurostat.

Cinema exhibition market

Cinema income from gross box office receipts (incl. taxes and other duties) from national cinematographic films (1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	321	109	101	140	378	:	:	78
DK	7 005	6 380	5 530	7 538	7 028	6 182	5 394	4 996
D	11 291	22 564	31 352	31 858	26 599	37 457	25 167	16 568
EL	:	:	:	:	:	:	:	:
E	45 669	43 985	31 817	22 019	25 729	18 710	15 947	22 706
F	230 594	323 847	288 641	289 433	197 898	204 415	177 030	206 963
IRL	:	:	:	:	:	:	900	1 250
I	146 293	113 328	106 105	122 588	121 195	93 332	80 624	83 109
L	:	:	:	:	:	:	:	:
NL	5 451	12 306	2 224	9 173	15 300	8 577	3 407	2 193
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	3 954	6 914	7 580	6 713	3 955	3 482	2 949	5 199
S	16 027	16 129	20 339	12 065	17 173	13 094	22 515	9 310
UK	23 894	29 560	22 309	25 374	23 451	31 985	32 407	26 535
IS	:	:	126	173	67	354	414	148
N	1 547	1 971	4 755	3 316	4 367	3 658	5 850	4 687
EEA								
CH	:	:	:	:	:	:	:	:
US	1 875 328	4 944 807	4 800 447	3 593 098	3 621 292	3 725 136	4 477 179	3 888 313
JP	286 955	447 323	488 819	541 472	465 415	265 131	264 207	193 757
CA	:	:	:	:	:	12 617	16 394	13 312
AU	:	:	9 265	:	9 730	26 603	11 836	4 110
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	302	494	1 347	448	1 158	1 055	639	573
DK	3 698	4 963	6 527	9 237	3 273	8 221	9 782	7 341
D	26 185	17 373	18 644	27 487	16 438	44 869	52 637	28 490
EL	:	:	:	:	:	:	:	:
E	26 473	25 124	22 488	21 598	35 952	31 875	46 087	45 915
F	167 531	202 053	237 066	184 298	244 208	273 639	267 746	244 857
IRL	568	:	:	:	:	:	:	:
I	113 483	100 412	70 557	101 144	78 560	110 595	160 957	144 576
L	:	:	:	:	:	8	:	:
NL	1 809	9 442	3 547	549	7 159	5 099	3 551	6 630
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	4 776	3 272	1 839	1 332	3 561	1 249	2 077	4 121
S	28 858	16 674	18 747	:	:	19 760	19 300	17 291
UK	21 683	30 487	11 663	46 194	42 106	67 020	:	:
IS	178	603	527	288	461	638	339	238
N	2 434	3 050	4 194	3 944	6 427	3 196	3 140	5 398
EEA								
CH	:	:	:	:	:	5 456	2 508	1 973
US	3 814 155	3 703 626	3 965 713	4 150 056	3 867 703	:	:	:
JP	167 256	171 316	197 406	211 924	206 021	166 573	237 582	183 936
CA	:	:	:	:	3 866	:	:	3 324
AU	12 005	17 005	14 327	28 682	11 217	26 919	18 585	14 328

Source: Eurostat.

Share of gross box office receipts (incl. taxes and other duties) from national cinematographic films

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	2.60	0.90	0.81	1.10	2.90	:	:	0.40
DK	20.97	20.68	17.55	21.37	18.91	18.15	15.03	14.72
D	9.25	16.83	22.71	22.06	17.16	23.45	16.66	9.68
EL	:	:	:	:	:	:	:	:
E	20.18	20.99	16.24	12.43	14.33	11.14	7.44	10.40
F	47.90	49.70	44.90	44.40	36.20	39.60	33.80	37.40
IRL	:	:	:	:	:	:	4.00	5.00
I	43.50	34.23	31.77	31.62	34.13	28.45	21.69	21.02
L	:	:	:	:	:	:	:	:
NL	7.06	19.48	3.60	14.19	21.54	11.80	4.57	3.02
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	15.39	19.56	21.55	21.39	14.72	11.33	7.44	13.85
S	23.04	21.58	25.97	16.65	21.41	13.71	20.42	8.89
UK	10.00	17.00	10.70	12.00	9.80	11.00	10.00	7.00
IS	:	:	2.20	3.93	1.01	5.49	5.65	2.24
N	5.12	4.86	10.38	8.66	10.00	8.25	10.93	9.72
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	95.00	96.80	97.70	93.60	98.30	98.80	98.00	98.60
JP	54.99	48.60	50.90	49.80	48.10	49.60	46.60	41.40
CA	:	:	:	:	:	4.90	4.90	4.50
AU	:	:	6.30	:	8.80	18.00	6.40	2.35
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	1.39	2.18	5.01	1.60	4.42	3.93	2.49	1.97
DK	10.81	15.30	15.89	21.45	8.30	17.18	18.79	12.81
D	13.60	9.49	7.22	10.06	6.32	15.30	16.70	8.10
EL	:	:	:	:	:	:	:	:
E	10.99	9.16	8.31	7.88	12.15	9.27	13.02	11.91
F	30.10	35.11	34.80	28.30	37.43	37.31	34.21	26.98
IRL	2.00	:	:	:	:	:	:	:
I	26.81	24.40	17.29	23.73	21.16	24.83	32.92	24.78
L	:	:	:	:	:	0.20	:	:
NL	2.30	13.00	4.10	0.63	7.60	5.40	3.37	5.60
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	12.96	10.90	6.30	4.10	10.50	3.70	5.60	10.13
S	25.50	15.79	18.81	:	:	18.00	17.78	14.68
UK	5.00	6.79	2.48	8.80	8.64	11.78	:	:
IS	2.20	7.43	6.90	3.50	5.86	8.00	3.71	2.55
N	5.11	6.90	8.50	7.40	12.10	5.40	5.17	8.00
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	4.30	2.01	1.57
US	98.40	98.70	93.25	94.03	94.49	:	:	:
JP	41.85	45.11	35.78	40.08	37.01	36.31	41.48	30.83
CA	:	:	:	:	3.00	:	:	2.00
AU	5.88	9.00	6.35	9.78	3.94	8.14	4.86	4.07

Source: Eurostat.

Cinema income from gross box office receipts (incl. taxes and other duties) from US cinematographic films

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	5 744	6 526	7 683	7 979	7 385	:	:	13 413
DK	15 549	17 848	18 523	22 870	20 996	20 729	22 848	26 142
D	66 992	88 155	80 941	90 217	90 320	102 921	99 266	143 560
EL	:	:	:	:	:	:	:	:
E	97 089	112 405	114 555	113 600	104 881	108 547	156 389	158 032
F	177 158	243 700	253 284	280 307	238 899	235 903	296 446	313 212
IRL	:	:	:	:	:	:	19 127	21 757
I	113 195	157 462	162 169	198 752	170 478	187 778	234 555	276 840
L	:	:	:	:	:	:	:	:
NL	37 999	38 186	45 881	50 816	45 361	56 271	56 387	62 324
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	29 727	26 270
S	:	:	:	:	:	:	:	:
UK	210 263	140 845	175 138	181 850	212 972	226 804	279 352	333 580
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	38 544	34 088
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	253 852	287 453	257 874
CA	:	:	:	:	:	229 942	285 059	257 357
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	17 226	17 848	18 665	21 127	18 965	18 743	18 938	21 067
DK	28 526	25 204	30 438	28 747	27 954	32 104	34 598	44 481
D	154 379	151 604	226 824	222 808	226 658	220 367	222 258	300 285
EL	:	:	:	:	:	:	:	:
E	165 593	207 787	205 992	198 288	212 740	269 207	240 309	303 017
F	326 713	335 508	392 385	399 204	374 637	400 961	408 826	580 376
IRL	25 979	:	:	:	:	:	:	:
I	248 195	244 406	285 674	261 891	234 607	265 928	228 163	371 789
L	:	:	:	:	:	3 080	:	:
NL	72 745	57 233	77 249	78 480	77 241	81 582	88 246	106 320
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	27 633	18 910	24 377	21 437	26 116	24 346	27 036	32 560
S	:	:	68 672	:	:	74 109	72 342	89 589
UK	385 957	406 609	442 847	473 283	407 901	464 822	:	:
IS	:	:	:	:	:	6 795	7 486	8 579
N	30 984	30 054	36 509	38 906	46 427	38 674	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	220 590	198 221	336 576	300 887	332 835	277 666	305 721	393 796
CA	:	:	:	:	:	:	:	141 253
AU	161 376	143 601	:	:	:	:	:	306 401

Source: Eurostat.

Share of gross box office receipts (incl. taxes and other duties) from US cinematographic films (%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	46.60	54.00	61.41	62.90	56.60			68.38
DK	46.55	57.87	58.80	64.84	56.50	60.85	63.64	77.05
D	54.90	65.74	58.64	62.48	58.27	64.44	65.72	83.86
EL								
E	42.91	53.63	58.48	64.11	58.40	64.63	72.97	72.36
F	36.80	37.40	39.40	43.00	43.70	45.70	56.60	56.60
IRL							85.00	87.00
I	33.66	47.57	48.56	51.27	48.01	57.25	63.10	70.02
L								
NL	49.21	60.45	74.27	78.61	63.86	77.42	75.64	85.81
A								
P								
FIN							75.00	69.99
S								
UK	88.00	81.00	84.00	86.00	89.00	78.00	86.20	88.00
IS								
N							72.00	70.70
EEA								
CH								
US								
JP						47.49	50.70	55.10
CA						89.30	85.20	87.00
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	79.05	78.63	69.34	75.73	72.38	69.80	73.75	72.38
DK	83.35	77.71	74.09	66.77	70.88	67.07	66.45	77.64
D	80.17	82.83	87.79	81.55	87.14	75.14	70.51	85.41
EL								
E	68.72	75.75	76.07	72.34	71.90	78.27	67.91	78.58
F	58.70	58.30	57.60	61.30	57.43	54.67	52.24	63.96
IRL	91.50							
I	58.64	59.40	69.99	61.44	63.20	59.70	46.67	63.72
L						78.50		
NL	92.50	78.80	89.30	90.00	82.00	86.40	83.87	89.80
A								
P								
FIN	74.98	63.00	83.48	66.00	77.00	72.10	72.90	80.05
S			68.91			67.51	66.66	76.06
UK	89.00	90.56	94.17	90.16	83.70	81.70		
IS						85.23	82.01	91.88
N	65.00	68.00	74.00	73.00	87.40	65.30		
EEA								
CH								
US								
JP	55.20	52.20	61.00	56.90	59.79	60.53	53.37	66.00
CA								85.00
AU	79.00	76.00						87.00

Source: Eurostat.

Cinema exhibition market

Number of new feature films released for the first time

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15 Ø	:	:	:	295	298	:	:	260
EUR-11Ø	:	:	:	310	313	317	292	283
B	135	272	385	395	330	317	340	343
DK	263	209	227	220	219	241	201	172
D	334	307	309	281	322	337	350	303
EL	:	:	304	262	257	273	181	145
E	500	484	456	401	396	427	364	328
F	694	492	456	436	433	431	366	370
IRL	:	:	:	150	165	:	:	145
I	541	339	354	410	484	504	512	461
L	:	:	266	258	258	276	206	220
NL	336	329	295	282	249	236	211	187
A	304	350	384	355	348	393	365	292
P	395	:	:	221	261	331	367	289
FIN	236	229	218	221	193	183	165	172
S	302	260	247	231	257	236	220	212
UK	:	:	:	:	:	:	:	:
IS	216	:	233	205	194	188	157	179
N	261	259	268	295	247	225	204	181
EEA Ø	:	:	:	289	288	:	:	250
CH	:	:	346	391	448	437	371	343
US	191	408	389	419	489	491	458	385
JP	528	565	583	600	637	750	777	704
CA	821	:	:	:	:	:	:	:
AU	:	223	194	234	250	267	275	246
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15 Ø	264	250	239	245	258	274	276	:
EUR-11Ø	288	273	258	265	279	299	305	:
B	315	376	378	444	518	477	573	480
DK	147	135	152	152	151	183	170	176
D	334	288	263	263	260	287	286	287
EL	150	148	144	165	183	168	143	:
E	329	337	306	345	417	524	481	:
F	438	392	394	408	405	410	417	465
IRL	154	145	135	149	168	184	166	156
I	479	462	381	343	342	390	382	:
L	212	185	176	152	144	140	231	218
NL	184	184	205	239	254	256	227	:
A	272	249	249	238	241	254	249	:
P	280	244	201	181	185	207	200	:
FIN	174	144	155	152	138	162	145	148
S	221	204	203	205	204	203	201	186
UK	:	:	239	236	254	263	276	:
IS	187	206	203	203	189	198	188	158
N	198	193	192	177	205	202	218	229
EEA Ø	255	243	234	238	250	265	268	:
CH	359	382	:	:	:	332	329	350
US	423	425	440	410	370	420	461	490
JP	697	617	590	553	610	598	611	555
CA	:	:	:	:	:	:	510	509
AU	233	223	255	246	252	278	282	271

Source: Eurostat.

Number of new feature films released for the first time of national origin

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15 ø	:	:	:	:	:	:	:	:
EUR-11ø	:	:	:	37	38	36	36	:
B	2	3	3	4	8	6	8	7
DK	14	11	10	10	12	16	16	13
D	49	75	64	60	67	57	68	48
EL	27	28	33	23	22	15	6	6
E	:	:	65	44	47	40	34	33
F	238	153	158	141	132	124	120	129
IRL	0	:	2	4	4	5	1	:
I	160	108	89	109	116	124	117	119
L	:	:	2	1	2	0	3	1
NL	7	12	16	13	17	10	13	14
A	8	17	18	8	9	10	16	19
P	9	:	:	4	3	7	4	4
FIN	10	19	13	21	13	10	10	14
S	24	24	20	27	21	21	33	16
UK	:	:	:	:	:	:	:	:
IS	3	4	3	2	1	2	2	2
N	10	5	10	9	7	9	10	10
EEA ø	:	:	:	:	:	:	:	:
CH	:	:	:	31	27	21	24	25
US	:	:	257	281	321	325	276	287
JP	320	333	319	311	286	265	255	239
CA	44	:	:	:	:	:	:	:
AU	:	25	17	25	22	22	23	16
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15 ø	:	:	:	:	38	42	40	:
EUR-11ø	:	:	:	:	42	48	45	:
B	8	12	13	28	24	31	31	30
DK	11	10	11	15	13	22	17	23
D	72	63	67	60	63	64	61	50
EL	7	6	5	21	17	10	13	:
E	37	41	56	44	59	93	80	:
F	140	167	155	146	149	161	170	174
IRL	:	:	:	:	8	5	4	9
I	129	127	106	95	75	109	93	:
L	2	1	2	1	3	2	2	3
NL	11	12	12	22	38	36	25	:
A	11	10	15	17	22	15	15	:
P	9	11	11	11	13	6	7	:
FIN	12	10	13	11	8	10	9	8
S	30	19	19	20	24	27	30	20
UK	44	43	28	34	49	38	44	:
IS	1	5	2	2	7	2	4	2
N	9	10	10	13	18	13	18	14
EEA ø	:	:	:	:	35	38	37	:
CH	20	47	:	:	:	:	:	28
US	279	261	:	:	:	:	394	:
JP	230	240	238	251	289	278	278	249
CA	:	:	:	:	:	:	:	:
AU	15	23	18	20	13	14	29	:

Source: Eurostat.

Number of new feature films released for the first time of US origin

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15 Ø	:	:	:	:	:	:	:	:
EUR-11Ø	:	:	:	:	167	:	:	:
B	63	:	:	:	195	179	194	177
DK	144	129	139	144	144	171	129	120
D	109	117	146	134	150	176	166	155
EL	:	:	178	156	155	184	139	116
E	:	:	179	203	207	242	196	173
F	135	131	121	141	140	153	126	138
IRL	:	:	:	107	108	:	:	:
I	141	128	152	197	254	243	249	227
L	:	:	118	126	130	126	94	110
NL	141	188	192	206	190	169	143	118
A	107	139	192	179	172	216	189	154
P	131	:	:	121	178	230	243	187
FIN	111	119	125	115	112	110	110	110
S	145	148	141	139	129	137	110	112
UK	:	:	:	:	:	:	:	:
IS	135	:	189	156	162	163	135	158
N	131	150	150	177	134	132	125	115
EEA Ø	:	:	:	:	:	:	:	:
CH	:	:	171	200	251	253	207	196
US	:	:	:	:	:	:	:	:
JP	141	:	180	216	227	289	251	248
CA	295	:	:	:	:	368	:	:
AU	:	146	136	155	168	167	163	153
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15 Ø	:	:	:	:	132	141	142	:
EUR-11Ø	:	:	:	:	139	147	150	:
B	163	198	180	209	263	204	265	217
DK	103	92	109	102	91	110	89	101
D	162	130	130	132	135	150	135	146
EL	119	115	108	121	114	107	98	:
E	193	177	157	182	191	207	212	:
F	158	121	136	146	139	141	144	172
IRL	:	:	:	:	112	133	115	114
I	228	209	198	173	179	189	181	:
L	115	102	88	99	90	91	130	120
NL	132	110	119	113	121	138	130	:
A	150	127	132	121	129	142	121	:
P	188	172	146	115	89	138	133	:
FIN	119	91	97	97	86	87	88	82
S	130	104	102	116	95	104	108	106
UK	:	:	145	:	153	170	178	:
IS	157	161	168	148	140	159	149	133
N	115	105	111	104	107	114	121	126
EEA Ø	:	:	:	:	131	140	141	:
CH	182	213	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	246	228	211	180	176	175	169	152
CA	:	:	:	:	:	:	:	:
AU	149	135	172	153	171	:	185	:

Source: Eurostat.

Number of cinema admissions (cinema audience)

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	1 037 579	745 304	705 930	687 335	639 294	593 353	603 794	576 684
EUR-11	854 569	639 682	582 174	561 515	512 126	463 963	465 407	459 758
B	20 648	19 014	17 867	17 726	16 078	15 224	16 074	17 100
DK	15 943	11 787	11 278	11 355	11 448	9 962	10 255	9 624
D	143 800	112 100	104 200	105 200	108 100	108 900	101 600	102 500
EL	42 985	22 000	23 000	22 000	19 500	17 000	17 500	13 000
E	175 996	118 593	101 117	87 337	85 721	69 634	78 057	78 511
F	175 430	190 867	175 079	168 130	136 944	124 749	120 914	121 924
IRL	9 500	6 400	4 500	5 000	5 200	6 000	7 000	7 400
I	241 891	131 569	123 113	124 864	108 838	93 133	94 786	90 660
L	650	690	660	734	641	567	511	548
NL	28 434	17 912	15 819	15 364	15 973	15 338	16 160	15 178
A	17 534	16 139	13 135	12 466	11 090	10 024	10 256	10 149
P	30 761	18 795	19 984	18 394	16 931	13 704	11 909	9 593
FIN	9 925	7 604	6 700	6 300	6 510	6 690	7 239	6 194
S	23 082	18 035	17 478	16 965	17 821	18 428	17 032	15 702
UK	101 000	53 800	72 000	75 500	78 500	84 000	94 500	78 600
IS	1 786	:	1 418	1 276	1 257	1 094	1 202	1 235
N	17 488	12 784	12 940	11 106	12 371	11 654	12 566	11 379
EEA	1 056 853	:	720 289	699 717	652 922	606 101	617 562	589 298
CH	20 951	17 927	16 453	15 989	16 129	15 026	15 179	14 269
US	1 021 500	1 199 100	1 056 100	1 017 200	1 088 500	1 084 800	1 262 800	1 188 600
JP	165 900	150 500	155 100	160 800	143 900	144 825	143 573	145 500
CA	100 971	79 700	80 500	75 700	84 800	78 800	82 000	79 000
AU	38 600	28 900	29 700	35 510	30 780	37 370	39 000	43 020
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	594 393	574 057	652 663	657 913	641 527	702 248	750 132	796 309
EUR-11	470 554	451 132	514 529	519 337	512 385	549 254	588 079	621 579
B	16 535	16 555	19 228	21 240	19 239	21 211	22 073	25 386
DK	9 218	8 648	10 222	10 298	8 820	9 894	10 843	11 011
D	119 900	105 900	130 500	132 800	124 485	132 885	143 122	148 880
EL	10 000	10 000	12 000	6 500	8 200	9 000	11 600	12 400
E	79 095	83 302	87 704	89 097	94 638	104 265	105 045	108 440
F	117 498	115 995	132 718	124 419	130 235	136 741	149 020	170 110
IRL	8 080	8 250	9 300	10 400	9 837	11 480	11 500	12 400
I	88 588	83 562	92 213	98 246	90 714	96 512	102 872	118 504
L	607	602	712	729	672	754	1 186	1 415
NL	15 482	14 378	16 573	16 692	17 945	17 672	19 894	20 093
A	10 504	9 339	12 040	12 971	11 923	11 799	13 717	15 219
P	8 234	7 848	7 786	7 133	7 397	10 447	13 708	14 837
FIN	6 031	5 401	5 754	5 610	5 300	5 487	5 943	6 395
S	15 721	14 876	16 613	15 878	15 222	15 400	15 210	15 819
UK	88 900	89 400	99 300	105 900	96 900	118 700	124 400	115 500
IS	1 337	1 305	1 236	1 242	1 209	1 295	1 334	1 401
N	10 818	9 590	10 903	11 606	10 938	11 489	11 001	11 526
EEA	606 549	584 951	664 802	670 757	653 673	715 032	762 467	809 163
CH	15 410	15 000	15 900	16 206	14 897	15 096	15 551	15 894
US	1 140 600	1 173 200	1 244 000	1 291 700	1 262 600	1 338 600	1 387 700	1 480 700
JP	138 330	125 600	130 720	122 990	127 040	119 575	140 719	153 102
CA	71 620	73 720	78 812	83 766	87 304	91 327	99 894	106 600
AU	46 880	47 160	55 540	68 080	69 930	73 900	76 000	80 000

Source: Eurostat.

Cinema exhibition market

Average number of cinema admissions per screen

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	37 060	:	31 485	32 489	31 533	30 324	31 607	30 722
EUR-11	36 840	31 479	30 697	31 640	30 357	28 911	30 161	29 791
B	41 296	42 728	40 606	40 938	39 502	36 075	37 645	41 607
DK	33 564	26 252	26 289	27 968	28 836	26 147	28 725	27 735
D	42 874	30 839	30 273	32 073	33 068	33 354	31 397	27 167
EL	:	:	38 333	36 667	32 500	28 333	28 000	26 000
E	42 968	33 787	32 524	33 082	38 371	37 000	43 317	44 281
F	38 984	37 440	33 976	32 857	27 247	25 887	25 958	26 986
IRL	58 282	40 252	33 333	35 714	37 143	41 379	43 750	43 275
I	27 635	23 378	25 202	28 180	26 270	24 059	26 432	27 531
L	54 167	43 125	38 824	43 158	37 734	35 465	36 521	32 233
NL	50 504	32 806	30 957	31 291	32 400	31 112	34 165	32 225
A	36 453	30 054	25 455	25 917	24 374	24 271	25 770	26 024
P	72 721	49 854	52 728	49 314	47 293	36 254	35 763	34 757
FIN	28 196	20 551	17 725	18 314	19 848	19 448	21 044	18 218
S	18 480	15 834	15 662	15 229	16 026	16 424	15 059	13 537
UK	64 086	42 329	54 920	58 573	60 618	59 322	60 616	59 053
IS	119 067	:	67 531	60 762	66 167	57 589	63 250	56 127
N	39 299	27 731	28 884	24 735	29 040	27 814	31 181	28 519
EEA	37 139	:	31 467	32 355	31 513	30 297	31 629	30 705
CH	43 378	40 651	37 651	37 357	38 402	36 208	37 854	35 853
US	58 073	59 361	49 941	44 683	46 211	46 690	54 591	50 175
JP	70 178	68 690	72 578	76 245	70 093	72 232	75 090	79 248
CA	77 551	71 931	79 940	:	:	50 127	:	46 118
AU	46 562	35 158	40 027	52 530	47 721	52 486	50 518	50 552
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	31 388	30 576	34 898	34 480	32 616	33 940	35 032	35 134
EUR-11	30 735	29 407	33 502	33 204	31 594	32 071	32 990	32 791
B	42 398	43 225	45 136	50 452	45 483	48 207	50 395	54 830
DK	27 599	27 195	32 974	33 327	28 179	30 727	33 884	33 570
D	32 335	29 014	35 015	35 123	32 452	32 754	34 671	35 080
EL	17 123	24 691	42 857	19 118	23 429	26 471	34 118	34 444
E	43 796	46 099	48 969	47 191	45 281	44 293	40 953	36 536
F	26 458	26 351	31 067	28 995	29 748	30 192	31 972	35 707
IRL	46 705	50 305	51 099	54 737	51 501	53 396	50 439	47 876
I	26 539	23 726	25 852	27 162	23 772	24 104	24 458	25 745
L	33 738	33 451	41 871	42 890	39 513	47 122	45 611	67 360
NL	33 080	30 592	35 413	35 743	37 076	35 846	39 868	38 715
A	26 592	24 195	31 192	32 922	28 939	27 895	31 104	33 522
P	34 308	37 550	41 636	28 647	30 693	38 693	43 796	44 961
FIN	18 111	16 367	17 176	17 209	16 061	16 883	18 513	19 321
S	13 495	12 780	14 284	13 548	13 033	13 219	13 067	13 555
UK	57 578	57 789	62 414	65 411	59 815	68 297	70 562	62 298
IS	58 137	54 358	51 492	51 750	52 557	49 811	51 299	53 888
N	25 276	23 679	27 258	28 516	27 761	29 086	27 366	29 403
EEA	31 285	30 460	34 759	34 377	32 544	33 869	34 910	35 054
CH	38 718	37 783	38 313	37 600	33 934	33 924	33 807	34 780
US	46 422	46 732	48 335	48 586	45 409	45 086	43 859	43 313
JP	76 680	72 018	75 386	70 401	71 532	65 413	74 692	76 820
CA	40 832	42 319	45 635	46 331	46 144	45 916	43 413	42 880
AU	52 972	52 053	58 402	66 226	61 504	59 073	53 110	50 761

Source: Eurostat.

Average price per cinema ticket

(ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	2.05	:	3.05	:	3.34	3.60	3.77	4.16
EUR-11	1.96	:	3.06	:	3.37	3.58	3.77	3.99
B	2.61	2.98	3.11	3.32	3.50	3.56	3.64	3.79
DK	2.56	3.19	3.41	3.79	3.96	4.17	4.27	4.30
D	2.49	3.22	3.34	3.50	3.64	3.64	3.77	3.94
EL	:	:	1.77	:	1.60	2.16	2.53	3.15
E	1.29	1.77	1.94	2.03	2.09	2.41	2.75	2.78
F	2.74	3.41	3.67	3.88	3.99	4.14	4.33	4.54
IRL	:	:	5.08	:	3.23	3.22	3.21	3.38
I	1.40	2.59	2.81	3.20	3.36	3.61	3.99	4.40
L	1.82	2.63	2.67	2.63	3.04	3.26	3.60	4.25
NL	2.72	3.53	3.91	4.21	4.45	4.74	4.61	4.79
A	:	3.31	3.62	3.77	4.05	4.21	3.86	4.03
P	0.74	1.15	1.17	1.42	1.30	1.67	1.54	1.64
FIN	2.59	4.65	5.25	4.98	4.13	4.59	5.48	6.06
S	3.42	4.61	5.00	4.87	5.10	5.81	6.47	6.67
UK	2.37	3.23	2.90	2.80	3.05	3.46	3.43	4.82
IS	1.76	:	4.05	3.45	5.28	5.89	6.09	5.35
N	1.73	3.17	3.54	3.45	3.53	3.80	4.26	4.24
EEA	2.04	:	3.06	:	3.34	3.61	3.79	4.16
CH	2.99	4.66	4.79	5.21	5.31	5.35	5.47	5.88
US	1.93	4.26	4.65	3.77	3.38	3.48	3.62	3.32
JP	3.15	6.12	6.19	6.76	6.72	7.38	7.64	6.43
CA	1.96	:	4.01	:	2.86	3.27	4.08	3.74
AU	4.20	6.02	4.95	3.59	3.59	3.95	4.74	4.06
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	4.39	4.51	4.50	4.63	4.69	4.79	5.13	5.36
EUR-11	4.20	4.36	4.44	4.50	4.57	4.71	4.78	5.12
B	4.08	4.36	4.59	4.74	5.04	5.07	4.93	5.20
DK	4.64	4.69	5.02	5.23	5.59	6.05	6.00	6.50
D	3.99	4.17	4.63	4.81	5.07	5.18	5.22	5.46
EL	4.00	2.63	2.61	4.70	4.27	4.28	5.16	4.93
E	3.05	3.29	3.10	3.08	3.13	3.30	3.37	3.56
F	4.74	4.96	5.13	5.23	5.33	5.36	5.25	5.33
IRL	3.51	3.27	3.25	3.28	3.49	3.48	4.65	4.71
I	4.84	4.97	4.47	4.38	4.13	4.63	4.84	4.95
L	4.22	4.32	4.64	4.67	5.11	5.20	5.53	5.62
NL	5.08	5.05	5.22	5.22	5.25	5.34	5.29	5.89
A	4.31	4.56	4.93	5.16	5.39	5.70	5.41	5.49
P	1.72	2.00	2.13	2.36	2.56	2.88	3.04	3.14
FIN	6.11	5.56	5.07	5.79	6.40	6.15	6.24	6.36
S	7.20	7.10	6.00	6.23	6.24	7.13	7.13	7.45
UK	4.88	5.02	4.74	4.96	5.03	4.79	6.46	7.23
IS	6.06	6.22	6.18	6.62	6.50	6.16	6.91	6.66
N	4.41	4.61	4.52	4.59	4.86	5.15	5.52	5.85
EEA	4.39	4.52	4.50	4.63	4.70	4.80	5.14	5.44
CH	6.09	6.69	6.63	7.37	8.43	8.40	8.02	7.90
US	3.40	3.20	3.54	3.51	3.33	3.48	4.05	4.19
JP	7.09	7.37	9.62	10.29	10.10	9.02	9.19	8.63
CA	3.74	3.79	3.36	3.11	2.66	2.79	3.21	3.09
AU	4.36	4.01	4.06	4.31	4.07	4.47	5.03	4.40

Source: Eurostat.

Cinema exhibition market

Number of cinema seats

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	173.6	129.2	116.3	109.8	102.8	105.0	104.0	98.3
DK	112.2	85.6	75.9	70.3	67.1	62.7	58.7	57.1
D	910.0	784.0	723.2	643.0	631.6	627.0	610.1	781.0
EL	:	:	:	:	:	:	:	:
E	:	:	2 370.0	:	:	:	991.0	886.0
F	1 408.8	1 306.5	1 276.1	1 231.3	1 171.4	1 104.4	1 051.6	1 006.7
IRL	:	:	52.5	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	4.6	4.4	4.1	4.1	4.0	3.1	3.5
NL	158.8	135.1	121.5	112.5	109.0	108.0	105.0	102.0
A	146.2	137.3	128.9	113.9	102.7	86.2	84.3	77.0
P	237.2	196.0	185.5	179.0	163.1	164.7	139.3	111.3
FIN	93.7	88.6	88.2	87.1	74.3	69.8	66.6	66.3
S	:	266.0	240.0	241.0	232.0	226.0	225.5	222.8
UK	:	:	:	:	:	:	448.0	472.0
IS	6.1	5.7	5.8	5.8	4.8	4.8	4.7	5.5
N	137.4	126.7	124.8	120.8	106.9	108.3	103.3	101.1
EEA								
CH	163.6	133.7	128.0	122.3	114.0	109.0	103.9	101.0
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	761.0	:	722.0
AU	378.0	377.0	324.0	295.0	303.0	285.0	286.0	295.0
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	4 247.7	3 804.6			3 799.1	3 888.6	4 050.7	4 166.9
EUR-11	3 077.4	3 017.9			2 990.2	3 069.1	3 198.4	3 278.5
B	91.7	89.9	100.3	96.8	100.5	103.5	103.6	107.8
DK	54.9	53.2	51.5	49.7	49.8	50.0	50.6	50.6
D	763.4	725.3	745.7	741.0	729.9	760.3	772.5	801.3
EL	392.0	:	:	:	:	:	:	:
E	900.0	875.0	800.0	850.0	900.0	900.0	1 000.0	1 000.0
F	983.0	972.1	916.6	908.4	921.8	953.6	974.2	989.1
IRL	:	43.0	:	:	38.3	48.8	43.8	48.0
I	:	:	:	:	:	:	:	:
L	3.6	3.1	3.1	3.1	3.1	3.0	5.3	4.5
NL	101.0	101.0	101.0	94.6	94.3	95.8	88.8	93.0
A	76.4	71.9	70.6	72.3	72.7	70.1	73.0	75.5
P	95.3	76.0	66.1	57.3	71.2	76.8	81.7	:
FIN	63.0	60.7	60.8	58.6	58.4	57.2	55.5	57.3
S	218.4	217.5	213.6	209.7	207.1	202.6	198.7	198.9
UK	505.0	516.0	530.0	544.0	552.0	567.0	603.0	:
IS	5.6	6.2	6.1	6.0	5.8	6.5	6.5	6.2
N	105.3	99.3	96.8	93.5	92.3	92.2	90.1	88.7
EEA	4 358.6	3 910.0			3 897.2	3 987.3	4 147.3	4 261.8
CH	99.0	97.9	98.6	100.7	100.4	100.7	100.7	100.4
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	513.2	524.7	533.4	540.7	600.3	629.0
AU	301.0	296.0	300.0	312.0	332.0	385.0	440.0	:

Source: Eurostat.

Average number of seats per cinema screen

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	347	290	264	253	252	249	244	239
DK	236	191	177	173	169	165	164	165
D	271	216	210	196	193	192	189	207
EL	:	:	:	:	:	:	:	:
E	:	:	762	:	:	:	550	500
F	313	256	248	241	233	229	226	223
IRL	:	:	389	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	285	259	241	241	250	218	207
NL	282	247	238	229	221	219	222	217
A	304	256	250	237	226	209	212	197
P	561	520	489	480	456	436	418	403
FIN	266	239	233	253	227	203	194	195
S	:	234	215	216	209	201	199	192
UK	:	:	:	:	:	:	287	355
IS	410	285	278	278	253	253	245	249
N	309	275	278	269	251	259	256	253
EEA	:	:	:	:	:	:	:	:
CH	339	303	293	286	271	263	259	254
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	484	:	421
AU	456	459	437	436	470	400	370	347
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	275	256	:	:	245	238	240	235
EUR-11	261	255	:	:	241	234	235	228
B	235	235	235	230	238	235	237	233
DK	164	167	166	161	159	155	158	154
D	206	199	200	196	190	187	187	189
EL	671	:	:	:	:	:	:	:
E	498	484	447	450	431	382	390	337
F	221	221	215	212	211	211	209	208
IRL	:	262	:	:	200	227	192	185
I	:	:	:	:	:	:	:	:
L	202	172	182	182	182	188	204	213
NL	216	215	216	203	195	194	178	179
A	193	186	183	183	176	166	165	166
P	397	363	354	230	295	284	261	:
FIN	189	184	182	180	177	176	173	173
S	187	187	184	179	177	174	171	170
UK	327	334	333	336	341	326	342	:
IS	242	257	254	250	254	249	248	239
N	246	245	242	230	234	234	224	226
EEA	275	256	:	:	245	238	240	235
CH	249	247	238	234	229	226	219	220
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	297	290	282	272	261	253
AU	340	327	315	304	292	308	307	:

Source: Eurostat.

Cinema exhibition market

Number of cinema sites:

Number of stationary cinema theatres (indoor cinemas and outdoor cinemas) and open-air grounds (e.g. drive-in cinemas) used for the projection of cinematographic motion pictures of all kinds. Cinema sites may have one or more screens for exhibitions. Excluding associative projection facilities (e.g. cinema clubs). Excludes mobile cinema projection units.

Note: a cinema theatre with one screen is a monoscreen cinema and a cinema theatre with 2 screens or more is called a multiscreen cinema or a cinema complex.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations or provisional data for B (1997), EL (1995, 97) and P (1997-98).
EUR-11	Eurostat		Including estimations or provisional data for B (1997) and P (1997-98).
B	Eurostat, CF	MS / FCB, MFB	
DK	DS	DFI	Total: excluding mobile cinemas.
D	DIW	SPIO, HDF	Since 1991 = reunified Germany. No data available before 1987. Data includes open-air sites.
EL	GFC	GFC	
E	Eurostat	MS / FEECE, MC, ICAA	
F	SJTI	CNC	Data concerns authorised cinemas 35mm. Excludes 16mm cinemas and free projection sites. 1980: excludes "patronage-séances gratuites" (40 sites in 1980). From 1980-92: data concern authorised cinema halls, since 1993, data concerns active cinema halls.
IRL	CSO, Eurostat	MS, SD / CSA	
I		MS	Only cinemas and screens operational for more than 60 days a year are included.
L	STATEC	CNA	
NL		NFC	For 1991-92, data refer to a smaller number of screen than total screens mentioned elsewhere. Data concern commercial cinemas only.
A	ÖSZ, Eurostat	AKM, ÖGFKM, FLA	Mobile units are excluded. Number of cinema sites regardless of number of playdays per year. 1997-98 data come from MS.
P	INE	IPACA	
FIN	TK	FFF	Includes all cinemas, except mobile ones. The criteria in terms of level of activity is unknown.
S	NORDICOM-S	SFI	Note: Each year refers to season starting in the middle of the year e.g. 1994 = 1994/95. From 1996 = calendar year. Cinema sites registered at Filmägamas Kontrollbyrå AB (Film owner's Control Agency).
UK	BFI	DR, MS	All revised material from the available issues of Cinemagoing (Dodona Research).
IS	SI	CO	Cinemas operating in the year. Data refer to cinemas in capital regions only. Figure for the whole country in 1996-98 was 31, 30 and 25 respectively.
N	SN, Eurostat	NAMC, NFI	Data are not totally comprehensive.
EEA	Eurostat		Including estimations or provisional data for B (1997), EL (1995, 97) and P (1997-98).
CH	OFS, Eurostat	MS, SK-V	From 1996 on, regularly exploited commercial cinemas.
US			
JP			
CA	SC, Eurostat	SC, CTES, MPTAC	Data includes drive-in cinemas. Data refers to season starting 1st of April of the reference year and finishing 31st of March of the next year.
AU	AFC	MPDAA	Data includes drive-in cinemas.

Number of cinema sites with 8 or more screens (multiplexes):

Cinema complex equipped with more than 7 screens (i.e. with more than 7 cinema halls).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including provisional data for A (1997-98), DK (1998), E (1998) and P (1998).
EUR-11	Eurostat		Including provisional data for A (1997-98), E (1998) and P (1998).
B	Eurostat, CF	MS / FCB, MFB	
DK	Eurostat, DS	MS / DFI	
D	DIW	SPIO, HDF	Since 1991= reunified Germany. 9 screens or more.
EL	Eurostat	MD-H	
E	Eurostat	MS / FEECE, MC, ICAA	
F	SJTI	CNC	
IRL	CSO, Eurostat	MS, SD / CSA	
I		MS	Only cinemas and screens operational for more than 60 days a year are included.
L	STATEC	CNA	
NL		NFC	
A	ÖSZ	FLA	
P	INE	IPACA	
FIN	TK	MS / FCOA	
S	Eurostat, NORDICOM-S	MS, SFI	Provisional data for 1997-98.
UK	BFI	DR, MS	
IS	SI	CO	
N	SN, Eurostat	NORDICOM / NAMC	
EEA	Eurostat		Including provisional data for A (1997-98), DK (1998), E (1998) and P (1998).
CH	OFS, Eurostat	MS, SK-V	From 1996 on, regularly exploited commercial cinemas.
US			
JP			
CA			
AU			

Cinema exhibition market

Number of screens (cinema halls):

Number of screens in cinemas used for projection of cinematographic motion pictures (in stationary cinema theatres, it refers to number of rooms or cinema halls or film theatres) in fixed cinema sites (i.e. indoor cinema theatres, open-air cinemas including drive-in cinemas but excluding mobile cinemas).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		In 1980, total includes EL (data from 1979).
EUR-11	Eurostat		
B	INS		
DK	DS	DFI	Includes drive-in cinemas without regular seats.
D	StBA, Eurostat	SPIO	Since 1990: reunified Germany. Since 1983: revised data including open air sites (drive-in cinemas). 1997/98 data excludes mobile cinemas (1997: 32, 1998, 31).
EL	Eurostat, NSSG	GFC	Data refers to number of cinema theatres. Data includes summer and winter cinemas (1985-92 and 1994-96). 1994 and 1997: Greece has summer cinemas (140) and winter cinemas (200).
E	INE, MC, Eurostat	ICAA	Data refer to cinema halls in activity. Provisional data for 1998.
F	SJTI	CNC	Since 1993 data refers to active cinema halls. Data concerns authorised cinema halls 35mm until 1992. Excluding free associatives screening rooms (~40 cinema sites in 1980-84 and ~37 cinema sites in 1985-87).
IRL	CSO	CSA, RSAA	
I		SIAE	Data includes mobile cinemas and also screens with irregular activity (e.g. school cinemas, cinema clubs, military cinemas, etc.). Data excluding mobile cinemas: 4 004 (1996); 4 206 (1997).
L	STATEC	CNA	
NL	SN	NFC, ANF	Includes "Movie theatres" (commercially run cinemas) and "Film theatres" (cinemas mainly directed to "artistic" films). Until 1989, "Film theatres" screens are estimated.
A	ÖSZ, Eurostat	FLA, ÖGFKM	1994-96: mobile units are excluded. Provisional data for 1998.
P	INE, IPACA		1994-96: data come from IPACA. Provisional data for 1998.
FIN	TK	FFF	
S	NORDICOM-S, SCB, SFI	SFI	
UK	ONS		
IS	SI	CO	Data refer to cinemas in capital regions only. Figure for the whole country in 1996-98 was 51, 50 and 45 respectively.
N	SN, NFI, Eurostat	NAMC, NFI	
EEA	Eurostat		In 1980, total includes EL (data from 1979).
CH	OFS	OFC / ProCin	
US		MPAA	Data includes indoor screens and drive-in screens. 1998: data excludes Canada.
JP	Eurostat, SJ	EIREN	
CA	SC, Eurostat	SC, CTES, MPTAC	Data includes drive-in cinemas. Data refers to season starting 1st of April of the reference year and finishing 31st of March of the next year.
AU	AFC	MPDAA	

Average number of screens per cinema sites:

Calculated variable: Data presented are calculated from the figures in table "Number of cinema screens" divided by the figures in table "Number of cinema sites".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for B (1997), EL (1985, 97) and P (1997-98).
EUR-11	Eurostat		Including estimations for B (1997) and P (1997-98).
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Including estimations for B (1997), EL (1985, 97) and P (1997-98).
CH	Eurostat		Calculated data.
US			
JP			
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Cinema exhibition market

Cinema income from gross box office receipts (incl. taxes and other duties):

Box office receipts from cinematographic film projection in fixed cinemas (receipts from tickets sold for cinema theatres exhibition) including VAT and other special entertainment taxes (e.g. local taxes on cinema or entertainment, special taxes to support film industry, etc.)

Note: Sometimes, box office receipts breakdown by country of origin does not correspond exactly to total gross box office receipts (due to methodological differences or due to calculation process) or refer to distribution receipts from cinema exhibition.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		For 1980, total includes A (data for 1979) and excludes EL and IRL.
EUR-11	Eurostat		For 1980, total includes A (data for 1979) and excludes IRL.
B	Eurostat,CF	INS	Gross box office all taxes included (VAT 6%).
DK	DS	DFI	Data including VAT concerning GBO (22% until 1991, 25% after).
D	StBA, Eurostat	SPIO	Since 1991: reunified Germany. Data includes VAT. Includes Box office receipts of mobile cinemas.
EL	GFC		Estimations.
E	INE, MC, Eurostat	ICAA	Revised data according to exact figures. No special government or local taxes. Provisional data for 1998.
F	SJTI	CNC	
IRL	CSO, Eurostat	SD / CSA	
I		SIAE	Gross box office receipts all taxes included. Data includes mobile cinemas and also screens with irregular activity (e.g. school cinemas, cinema clubs, military cinemas, etc.). GBO excluding mobile cinemas in 1 000 ITL: 87 474 421.
L	STATEC	CNA	GBO receipts including VAT. Data for 1980-88 concern Luxembourg city only.
NL	SN	NFC, ANF	1980-96: concerns only "Movie theatres". Since 1997 data includes also "Film theatres". GBO receipts including VAT.
A	ÖSZ, Eurostat	AKM, ÖGFKM	All cinemas in Austria, mobile units are included. Gross box office receipts including VAT but excluding local taxes (entertainment taxes). From 1996, data refer to turnover.
P	INE		Provisional data for 1998.
FIN	TK	FFF	Gross box office receipts including taxes.
S	NORDICOM-S, SFI	SFI	Note: Each year refers to season starting in the middle of the year e.g. 1994 = 1994/95. Gross box office receipts including taxes.
UK	SD		Figures from 1980 to 1989 have changed with source. GBO was thought to be over-estimated.
IS	SI	CO	Data refer to cinemas in the capital region only. 1980-95: estimations based on average price of cinema ticket. 1994-95. Total GBO in 1 000 ISK for the whole country in 1996, 1997 and 1998 was 735 621, 800 389 and 815 910 respectively.
N	SN, NFI, Eurostat	NAMC, NFI	Provisional data for 1998.
EEA	Eurostat		For 1980, total includes A (data for 1979) and excludes EL and IRL.
CH	OFS	ProCin, Suisa	1996 : Estimation of Gross box office receipts based on net receipts.
US		MPAA	1998: data excludes Canada.
JP	Eurostat	CNC / EIREN	
CA	Eurostat, SC	ONF, MPTAC	Data refer to season starting 1st of April of the reference year and finishing 31st of March of the next year. Data includes drive-in cinemas.
AU	AFC	MPDAA	

Cinema income from gross box office receipts (incl. taxes and other duties) from national cinematographic films:

Box office receipts from cinematographic film projection in fixed cinemas (receipts from tickets sold for cinema theatres exhibition) including VAT and other special entertainment taxes (e.g. local taxes on cinema or entertainment, special taxes to support film industry etc.)

Note: Sometimes, the box office receipts breakdown by country of origin does not correspond exactly to total gross box office receipts (due to methodological differences or due to calculation process) or refers to distribution receipts from cinema exhibition.

Here data only concern box office receipts from films classified as national (including co-productions).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MFB	Includes minority international co-productions. For 1980-87: data refer only to Box office of films considered as "profitable" (i.e. 15 % of seats occupation per screening). Data refer to Brussels area only. Year x refer to season starting june year x-1 to june year x.
DK	Eurostat	DS, DFI	Data in the breakdown refer to B.O. receipts excluding VAT.
D	Eurostat, DIW	SPIO, VdF	Since 1990= reunified Germany. Data refer to film distributors receipts breakdown by country of origin of film released.
EL			
E	MC, Eurostat	ICAA	Provisional data for 1998.
F	CNC		Data may includes short length films. Data are based on percentages.
IRL	Eurostat	SD	
I		SIAE	Includes international co-productions.
L	CNA		Estimations.
NL	Eurostat, SN	NBB, NFC	Eurostat update for 1998.
A			
P			
FIN	TK, Eurostat	FFF	
S	NORDICOM-S	SFI	
UK	SD	BFI / EDI	
IS	SI	CO	All figures are rounded to the nearest decimal. Data refer to cinemas in capital regions only. Figures for the whole country in 1996-98 were in 1000 ISK: 59 494, 28 056 and 19 830 respectively.
N	SN, NFI, Eurostat	NAMC, NFI	
EEA			
CH	OFS	ProCin, Suisa	
US	Eurostat	MPAA, Variety, OBS	
JP		EIREN	Before 1988 data based on distributors receipts by origin in % and not box office receipts. Since 1988, distributors receipts.
CA	SC, Eurostat		From 1985, data refer to distributors receipts.
AU	Eurostat, AFC	MPDAA	Before 1990, estimations based on the top Australian films each year.

Cinema exhibition market

Share of gross box office receipts (incl. taxes and other duties) from national cinematographic films:

Calculated variable. Data presented are calculated from the figures in table "Gross box office receipts from national films" divided by the figures in table "Gross box office receipts".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL			
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A			
P			
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA			
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Cinema income from gross box office (incl. taxes and other duties) from US cinematographic films:

Box office receipts from cinematographic film projection in fixed cinemas (receipts from tickets sold for cinema theatres exhibition) including VAT and other special entertainment taxes (e.g. local taxes on cinema or entertainment, special taxes to support film industry etc.)

Note: Sometimes, box office receipts breakdown by country of origin does not correspond exactly to total gross box office receipts (due to methodological differences or due to calculation process) or refer to distribution receipts from cinema exhibition.

Here data only concern box office receipts from films classified of United States origin.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MFB	For 1980-87: data refer only to Box office of films considered as "profitable" (i.e. 15 % of seats occupation per screening). Data refer to Brussels area only. Year x refer to season starting june year x-1 to june year x.
DK	Eurostat	DS, DFI	Data in the breakdown refer to B.O. receipts excluding VAT.
D	Eurostat, DIW	SPIO, VdF	Since 1990= reunified Germany. Data refer to film distributors receipts breakdown by country of origin of film released.
EL			
E	MC, Eurostat	ICAA	Provisional data for 1998.
F	CNC		Data are based on percentages.
IRL	Eurostat	SD	
I		SIAE	
L	CNA		Estimations.
NL	Eurostat, SN	NBB, NFC	Eurostat update for 1998.
A			
P			
FIN	TK, Eurostat	FFF	
S	NORDICOM-S	SFI	
UK	SD	BFI / EDI	
IS	SI	CO	All figures are rounded to the nearest decimal.
N	SN, NFI, Eurostat	NAMC, NFI	1996 figures based on distributors receipts share.
EEA			
CH			
US			
JP		EIREN	Before 1988 data based on distributors receipts by origin in % and not box office receipts. Since 1988, distributors receipts.
CA	SC, Eurostat		From 1985, data refer to distributors receipts.
AU	Eurostat, AFC	MPDAA	

Cinema exhibition market

Share of gross box office receipts (incl. taxes and other duties) from US cinematographic films:

Calculated variable. Data presented are calculated from the figures in table "Gross box office receipts from US films" divided by the figures in table "Gross box office receipts".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL			
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A			
P			
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA			
CH			
US			
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Number of new feature films released for the first time:

Number of new cinematographic long length films, which had their first public showing in cinemas during the reference year (new releases).

Note: For this table, aggregates (EU-15, EUR-11, EEA) represent average number of films released based on individual country information available. A total number will make no sense due to same films released in several countries at the same time and due to co-productions double counting.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Average number. Excluding UK for 1986-87 and 1990-92.
EUR-11	Eurostat		Average number.
B	CF	MFB	New films released in Brussels only. Format 35mm. Data refer to exhibition period beginning in june year x-1 to june year x.
DK	DS	DFI	1995: Includes one film not reported to statistics.
D	Eurostat, DIW	SPIO	Since 1990: reunified Germany.
EL	GFC, IOM	GFC, MD-H	1997: winter season 1997-98. 1994: season 1993-94. 1988-91: Source: Eurostat, UNESCO/ PIGD, GFC.
E	MC, Eurostat	ICAA	
F	SJTI	CNC	
IRL	Eurostat, CSO	FCO	Films cleared for public showing by censorship.
I		ANICA, SIAE	
L	STATEC	CNA	
NL	SN, Eurostat	NFC, NBB	Eurostat update for 1997.
A	ÖSZ, Eurostat	ÖGFKM	
P	INE, IPACA	IPACA	Eurostat update for 1997.
FIN	TK	FFF	
S	Eurostat, NORDICOM-S	SFI	Each year refers to season starting in the middle of the year e.g. 1994 = 1994/95. From 1996= calendar year.
UK	BFI	ScrFin	
IS	SI	CO	Data 1980, 1985-1995 refer to the capital region only; whole country 1996-98.
N	Eurostat, SN, NFI	NFI, NAMC	
EEA	Eurostat		Average number. Excluding UK for 1986-87 and 1990-92.
CH	Eurostat, OFS	ProCin	Includes 35mm and 16 mm films.
US		Variety, VR	1980-81: estimations including MPAA members and all other distributors (based on 1982 data).
JP	SJ, Eurostat	EIREN, FFIDAJ	
CA	SC, Eurostat	ONF, MPTAC	
AU	AFC, Eurostat	AFC, MPDAA, VR	

Cinema exhibition market

Number of new cinematographic films released for the first time of national origin:

Number of new cinematographic long length films, classified as national, which had their first public showing in cinemas during the reference year (new releases).

Note: For this table, aggregates (EU-15, EUR-11, EEA) represent average number of films released based on individual country information available. In many countries, data includes international co-productions.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Average number.
EUR-11	Eurostat		Average number.
B	CF	MFB	Includes minority international co-productions. For 1980-83: data refer only to films considered as "profitable" (i.e. 15 % of seats occupation per screening).
DK	DS	DFI	
D	Eurostat, DIW	SPIO	Since 1990: reunified Germany. Including international co-productions with German producers. Provisional data for 1998.
EL	Eurostat, UNESCO, GFC	PIGD, GFC	
E	MC, Eurostat	ICAA	
F	SJTI	CNC	Includes co-production with foreign producers.
IRL	Eurostat, CSO	FCO	
I		ANICA, SIAE	
L	STATEC	CNA	In 1992, includes 4 minority co-productions. In 1995, includes 2 short length and one national documentary.
NL	SN, Eurostat	NFC, NBB	Includes international co-productions. Eurostat update for 1997.
A	ÖSZ, Eurostat	ÖGFKM	
P	INE, IPACA	IPACA	Eurostat update for 1997.
FIN	TK	FFF	
S	Eurostat, NORDICOM-S	SFI	Includes Swedish co-productions with foreign countries.
UK	BFI	ScrFin	Includes UK and US/UK co-productions.
IS	SI	CO	Data 1980, 1985-1995 refer to the capital region only; whole country 1996-98.
N	Eurostat, SN, NFI	NFI, NAMC	Provisional data based on percentage for 1998.
EEA	Eurostat		Average number.
CH	Eurostat	ProCin	
US		Variety, VR	
JP	SJ, Eurostat	EIREN, FFIDAJ	
CA	SC, Eurostat	ONF, MPTAC	
AU	Eurostat, AFC	AFC, MPDAA, VR	Before 1985 data may include some shorts and documentaries released. Since 1985, they have been eliminated.

Number of new cinematographic films released for the first time of US origin:

Number of new cinematographic long length films, classified as of United States origin, which had their first public showing in cinemas during the reference year (new releases).

Note: For this table, aggregates (EU-15, EUR-11, EEA) represent average number of films released based on individual country information available. A total number will make no sense due to same films released in several countries at the same time.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Average number.
EUR-11	Eurostat		Average number.
B	CF	MFB	
DK	DS	DFI	
D	Eurostat, DIW	SPIO	
EL	Eurostat, UNESCO, GFC	PIGD, GFC	
E	MC, Eurostat	ICAA	
F	SJTI	CNC	
IRL	Eurostat, CSO	FCO	
I		ANICA, SIAE	
L	STATEC	CNA	
NL	SN, Eurostat	NFC, NBB	Eurostat update for 1997.
A	ÖSZ, Eurostat	ÖGFKM	
P	INE, IPACA	IPACA	Eurostat update for 1997.
FIN	TK	FFF	
S	Eurostat, NORDICOM-S	SFI	
UK	BFI	ScrFin	These figures include Canada.
IS	SI	CO	Data 1980, 1985-1995 refer to the capital region only; whole country 1996-98.
N	Eurostat, SN, NFI	NFI, NAMC	Provisional data based on percentage for 1998.
EEA	Eurostat		Average number.
CH			
US			
JP	SJ, Eurostat	EIREN, FFIDAJ	
CA	SC, Eurostat	ONF, MPTAC	
AU	Eurostat, AFC	AFC, MPDAA, VR	

Cinema exhibition market

Number of cinema admissions (cinema audience):

Total number of admissions (number of tickets sold) to fixed cinemas during the reference year.

Note: This indicator should be based on cinema screens/sites definition (e.g. excluding mobile cinemas and non-profit cinema units).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		
EUR-11	Eurostat		
B	INS		
DK	DS	DFI	Including mobile cinemas.
D	StBA, Eurostat	SPIO	Since 1990: reunified Germany. Including open air and mobile cinema sites.
EL	GFC		Estimations.
E	INE, MC, Eurostat	ICAA	Revised data according to exact figures. Provisional data for 1998.
F	SJTI	CNC	From 1980 includes 35mm and 16mm cinema halls.
IRL	CSO	CSA, RSAA, IFI	
I		SIAE	Data includes mobile cinemas and also screens with irregular activity (e.g. school cinemas, cinema clubs, military cinemas, etc.). Data excluding mobile cinemas: 96 448.505 (1996); 102 566.523 (1997).
L	STATEC	CNA	1980: data concerns whole country. For 1981-85 : data refer to Luxembourg city only.
NL	SN	NFC, ANF	Includes "Movie theatres" (commercially run cinemas) and "Film theatres" (cinemas mainly directed to "artistic" films). Until 1989, "Film theatres" admissions are estimated.
A	ÖSZ, Eurostat	AKM, ÖGFKM	All cinemas in Austria, mobile units are included. Provisional data for 1998.
P	INE		Provisional data for 1998.
FIN	TK	FFF	
S	NORDICOM-S, SCB, SFI	SFI	
UK	ONS	ONS, CAA	
IS	SI	CO	Including admissions to film festivals and special films showings, as well as free cinema tickets. Data refer to cinemas in capital regions only. Figure for the whole country in 1996-98 was (in 1000s) 1 444.6, 1 481.1 and 1 510.4 respectively.
N	SN, NFI, Eurostat	NAMC, NFI	Provisional data for 1998.
EEA	Eurostat		
CH	OFS	ProCin, Suisa	Data include Liechtenstein, non-regularly exploited non-commercial screens and mobile open-air screens.
US		MPAA	1989-98: based on net average ticket price. 1980-88: based on CPI-W Index.
JP	Eurostat, SJ	EIREN	
CA	SC, Eurostat	SC, MPTAC	Data includes drive-in cinemas. Data refers to season starting 1st of April of the reference year and finishing 31st of March of the next year.
AU	AFC	MPDAA	

Average number of cinema admissions per screen:

Calculated variable: Data presented are calculated from the figures in table "Number of cinema admissions" divided by the figures in table "Number of cinema screens".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for EL in 1980.
EUR-11	Eurostat		
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Including estimations for EL in 1980.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Cinema exhibition market

Average price per cinema ticket:

Calculated variable: Data presented are calculated from the figures in table "Cinema income from gross box office receipts (incl. taxes and other duties)" divided by figures in table "Number of cinema admissions".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for A and excluding EL and IRL in 1980.
EUR-11	Eurostat		Including estimations for A and excluding IRL in 1980.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Including estimations for A and excluding EL and IRL in 1980.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Number of cinema seats:

Total number of permanent seats in fixed cinema sites, i.e. in stationary cinema theatres (indoor and outdoor) and open air grounds (for drive-in cinemas, estimated capacity based on number of car parking places multiplied by an average of 4 seats).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98) and EL (1992, 1995-98).
EUR-11	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98).
B	INS		
DK	DS	DFI	
D	StBA, Eurostat	SPIO	Since 1990: reunified Germany. Open air sites excluded (no data available).
EL		MS	Estimations.
E	MC, Eurostat	FEECE	Estimations.
F	SJTI	CNC	Excluding free associative screenings rooms (~40 cinema sites in 1980-84 and ~37 cinema sites in 1985-87).
IRL	CSO, Eurostat	MS, BIPE / CSA	
I			
L	STATEC	CNA	Figures are rounded according to the unit used.
NL	SN	NFC, ANF	Includes "Movie theatres" (commercially run cinemas) and "Film theatres" (cinemas mainly directed to "artistic" films). Until 1989, "Film theatres" seats are estimated.
A	ÖSZ, Eurostat	FLA, ÖGFKM	Figures at the end of the reference year. Mobile units are excluded. Provisional data for 1998.
P	INE, IPACA		Data refer to a smaller number of screens (1994 = 195).
FIN	TK	FFF	
S	NORDICOM-S, SCB, SFI	SFI	
UK	ONS		
IS	SI	CO	Data refer to cinemas in capital regions only. Figure for the whole country in 1996-98 was (in 1000s) 11.01, 10.47 and 9.15 respectively.
N	SN, NFI, Eurostat	NAMC, NFI	
EEA	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98) and EL (1992, 1995-98).
CH	OFS	OFC / Procin	Regularly exploited commercial screens.
US			
JP			
CA	SC, Eurostat	SC, MPTAC	Data on capacity include fixed cinema seats and drive-in cinema capacity. Data refers to season starting 1st of April of the reference year and finishing 31st of March of the next year.
AU	AFC	MPDAA, ABS	Data includes also drive-in cinema capacity (based on cars). Estimations based on ABS figures for 1997-98.

Cinema exhibition market

Average number of seats per cinema screen:

Calculated variable: Data presented are calculated from figures in table "Number of cinema seats" divided by figures in table "Number of cinema screens".

Note: For more detailed information, see footnote of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98) and EL (1992, 1995-98).
EUR-11	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98).
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I			
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding IRL (1991), I (1991-92, 1995-98) and EL (1992, 1995-98).
CH	Eurostat		Calculated data.
US			
JP			
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

PART 3

Video market

Overview

Compared to the cinema and television, the home video history is quite recent and started in 1974 with the development of the first VCR able to record and read videocassettes. Between 1989 and 1998, the European Union video market as a whole expanded. Nevertheless, its sub-markets experienced contrasting trends. While the pre-recorded video sales market (which started already at the beginning of the 1980s), took off at the end of the 1980s, the video rental market already existing in 1980, suffered from a sharp decline from 1989 until 1994-95 and has been somewhat recovering since. The period between 1980 and the early 1990s was marked by a boom in household VCR equipment. As the household penetration approached saturation growth rates have declined since the mid 1990s. The 1980s saw the emergence of the VHS as a dominant cassette format and the development of stereo sound in video recording. Next came the laser disc development during the beginning of the 1990s which ended with the recent launch of DVD (Digital Versatile Disc) in April 1998.

Trends in total receipts from video rental and sales

Total receipts from video rental and sales grew between 1990 and 1998 in most of the 22 countries presented in the publication. EU total video receipts grew from ECU 3 554 million to ECU 5 464 million (excluding Luxembourg) in 1998 (+53.7%). The growth was especially strong in the Netherlands (+123.2%), Belgium (+113.1%) and Iceland (+100.0%) where the industry's turnover doubled between 1990 and 1998. Nevertheless, the trend is not completely common to all the countries, e.g. in Greece (-39.9%) and Portugal (-29.8%) video receipts decreased sharply between 1990 and 1998.

In the United States, total receipts from video rental and sales amounted to ECU 16 124 million in 1998, receipts increased also strongly from 1990 to 1998 (+74.9%). The EU market was around a third of the size of the US market value in 1998. The Japanese market of ECU 3 984 million in 1998 was 72.9% of the size of the EU video market (around 81.0% in 1995). Between 1990 and 1998, the video market increased in Japan (+ 64.0%) at the same pace as in the United States.

In the EU, the United States and Japan, in terms of total receipts, the video market was already bigger than cinema box-office receipts before 1988. In the 1990s, the EU box-office receipts were between 70 and 80% of the size of total video receipts from rental and sales at EU level. Whereas in the United States and in Japan, total video receipts were roughly 3 times bigger than the cinema box-office receipts.

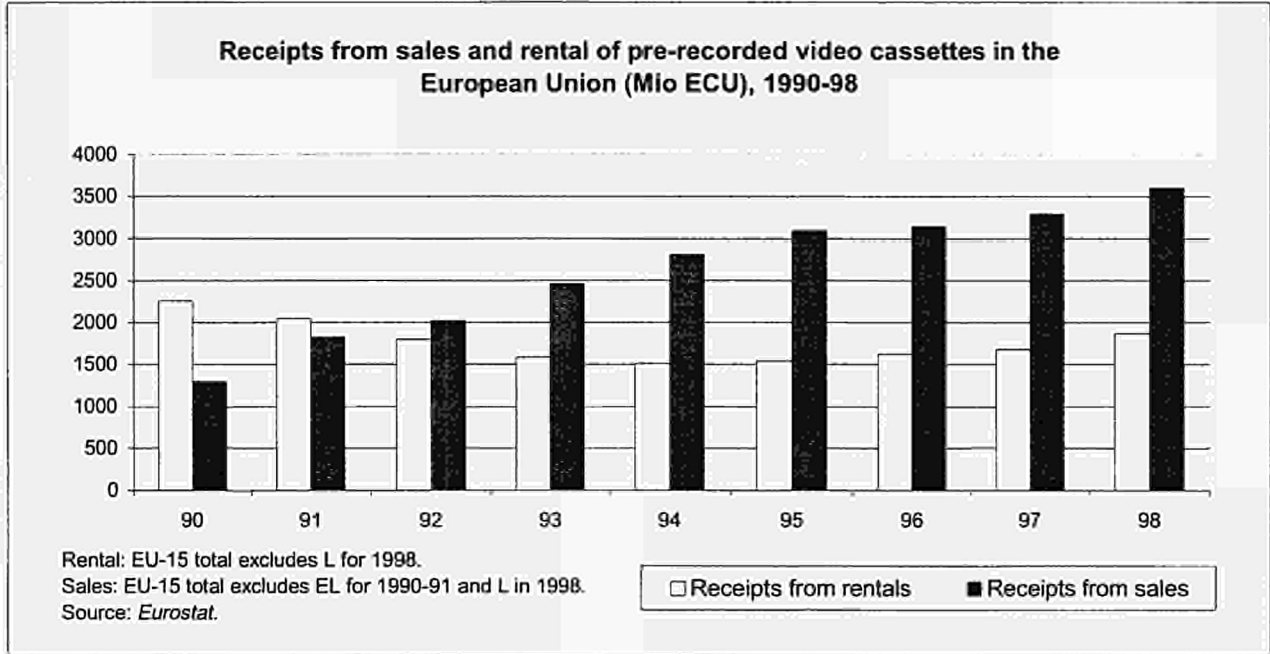
Pre-recorded videocassettes sales

Since 1990, the expansion of the EU video market is due to the strong growth in the sale of pre-recorded videocassettes (i.e. sell-through video). At EU level, since 1992 receipts from sell-through videos were clearly overtaking receipts from video rentals. The European Union share of receipts from video sell-through in total receipts was 29.4% in 1989, 52.9% in 1992 and 65.9% in 1998. Between 1990 and 1998, the value of pre-recorded video sales receipts increased sharply in all the 22 countries covered in this publication, in some of the EEA countries even manifold such as in Iceland (1436.4%) and Denmark (889.6%).

Between 1990 and 1998, the receipts value from pre-recorded video sales in the European Union grew sharply (+177.3%) to ECU 3 598 million (excluding Luxembourg). In 1998, the biggest market in the EU was the United Kingdom with a value of ECU 1 390 million (i.e. 38.6% of the EU total). Next came France (ECU 805 million) and Germany (ECU 494 million).

Video market

During the same period in the United States, the pre-recorded video sales grew (+186.1%) to ECU 7 531 million in 1998. Between 1990 and 1998, receipts from video sales in Japan increased also (+160.3%) to ECU 1 359 million.



Nevertheless the pace of the structural change in the video market varies from country to country. In France, Italy and to some extent the United Kingdom it had already taken place at the end of 1980s. In these markets the market share of sell-through videos was by 1990 more than half or almost half of total pre-recorded video receipts. Most of the other EU countries have undergone changes during the 1990s. In these countries, the market shares of sell-through videos increased from around 20.0% to well over 50.0% during the first half of the decade but the continuous market share growth of receipts from pre-recorded video sales has somewhat stopped since 1995.

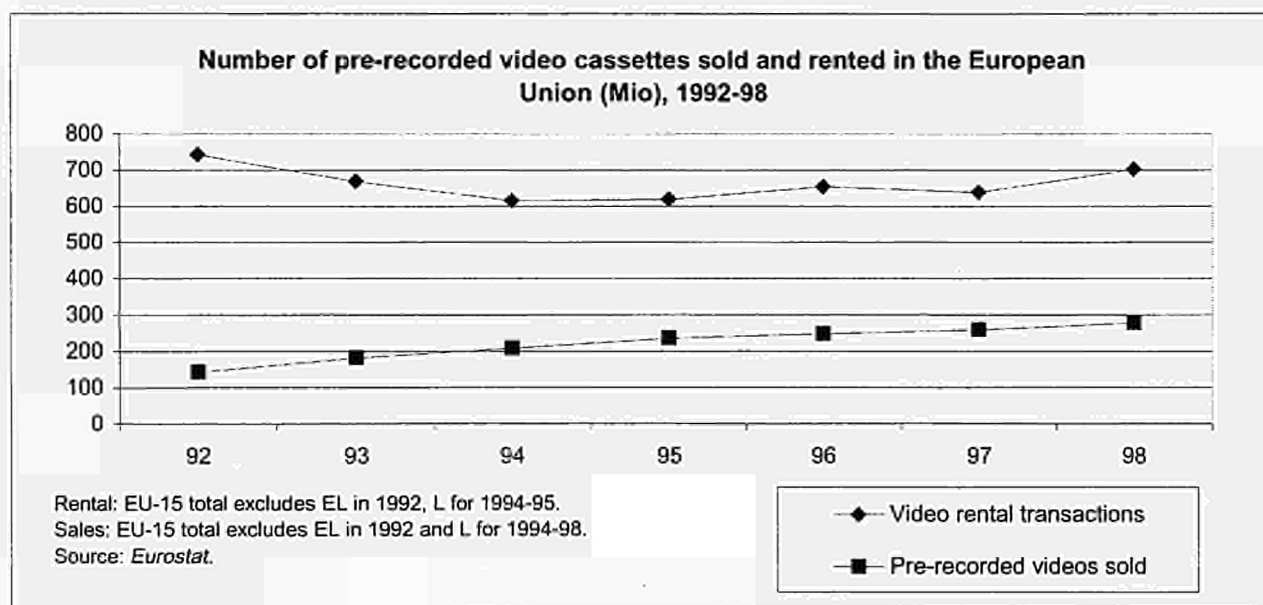
In some countries like Ireland, the United States, Japan and to a certain extent in Greece and Norway, sell-through videos have been replacing rental videos at a relatively slow pace. In these countries, the growth of the market share of sell-through videos continued between 1990 and 1998, but receipts from sell-through videos did not take over receipts from video rental. In 1998, the market share from pre-recorded videocassettes sales was still below 36.0% in Iceland, Ireland, Japan, Greece and around 47.0% in Norway and the United States.

In terms of volume a total of 279 million pre-recorded videocassettes were sold in the European Union in 1998 (excluding Luxembourg), almost 3 times more than in 1990. Between 1990 and 1994, the total number of pre-recorded cassettes sold at European Union level grew sharply by 117.0% to 209 million and between 1994 and 1998 it continued to increase but at a slower pace (+33.7%).

Between 1990 and 1998, in the United States, the number of pre-recorded video sold increased by 189.9% to 701 million videocassettes sold in 1998. The total volume of the EU market represented only 39.8% of the size of US market. During the same period, the number of videocassettes sold in Japan grew by 78.7% to 42 million pre-recorded videos sold in 1998, which represented only 15.1% of total EU market volume.

Concerning the consumption of pre-recorded videocassettes by genre, two main categories made the core of video sales, i.e. re-release of feature films and children programmes. Most of the sale revenue came from few best selling titles which were according to market studies still dominated by United States titles (for sales and rentals). Some studies showed the rise of "non-film" sales in several European countries, e.g. TV series, sports, comedy, etc. In contrast to video rentals, the average number of pre-recorded video purchases increased regularly between 1990 and 1998 in almost all EEA countries and also at European Union level from less than an average of 2 purchases a year in 1991 to around 3 purchases per VCR households in 1997. VCR households in the United Kingdom were clearly the keenest buyers of video recordings, with a bit more than four purchases a year in 1997, followed by the Irish and Danes (3.5 purchases in 1998).

Compared to the European Union, in the United States VCR households were more active consumers of films and videos. The Americans purchased sell through videos almost 3 times as often as Europeans, i.e. around 8.3 videos per VCR households in 1998. Japanese VCR households on the other hand were far less active buyers of sell-through videos with an average of around 1.3 purchases in 1997.



Video rentals

Between 1990 and 1994, EU receipts from video rentals decreased sharply by 33.1% to ECU 1 509 million. From 1994 to 1998, EU video rental receipts have recovered (+23.7%) to ECU 1 866 million (excluding Luxembourg), which brought back the rental market value almost to the level it was in 1992.

In the United States (+21.4%) and Japan (+53.4%), receipts from video rentals grew between 1990 and 1994. Nevertheless between 1994 and 1998, the video rental market value decreased in Japan (-10.3%), whereas in the United States receipts from video rental somewhat increased (+7.4%). In the United States and Japan, the value of the video rentals market in 1998 was ECU 8 593 million and ECU 2 625 million respectively.

The number of individual rentals in the EU fell by 23.9% from around 921 million (estimate excluding Portugal and Greece) in 1990 to 702 million transactions in 1998 (excluding Luxembourg). Nevertheless between 1994 and 1998 it grew also by 14.0% which almost brought back the number of transactions to the level it was in 1992. Since 1994 the growth was almost general in all the EU countries except in Germany and Portugal. In some European countries, the rental market benefited from the lowered price levels such as in Spain and Finland.

Video market

In 1998, the biggest market was the United Kingdom with 186 million rental transactions (i.e. 26.5% of the EU total). Next came Germany with 159 million transactions, Spain and France (both with 73 million).

In the United States between 1990 and 1998, the number of video rental transactions decreased (-16.7%) to 3 441 million transactions. In 1998, the total volume of the EU market represented only 20.4% of the size of US market. During the same period, the number of video rental transactions in Japan grew by 14.8% to around 849 million of transactions in 1998, which represented 120.9% of total EU market volume.

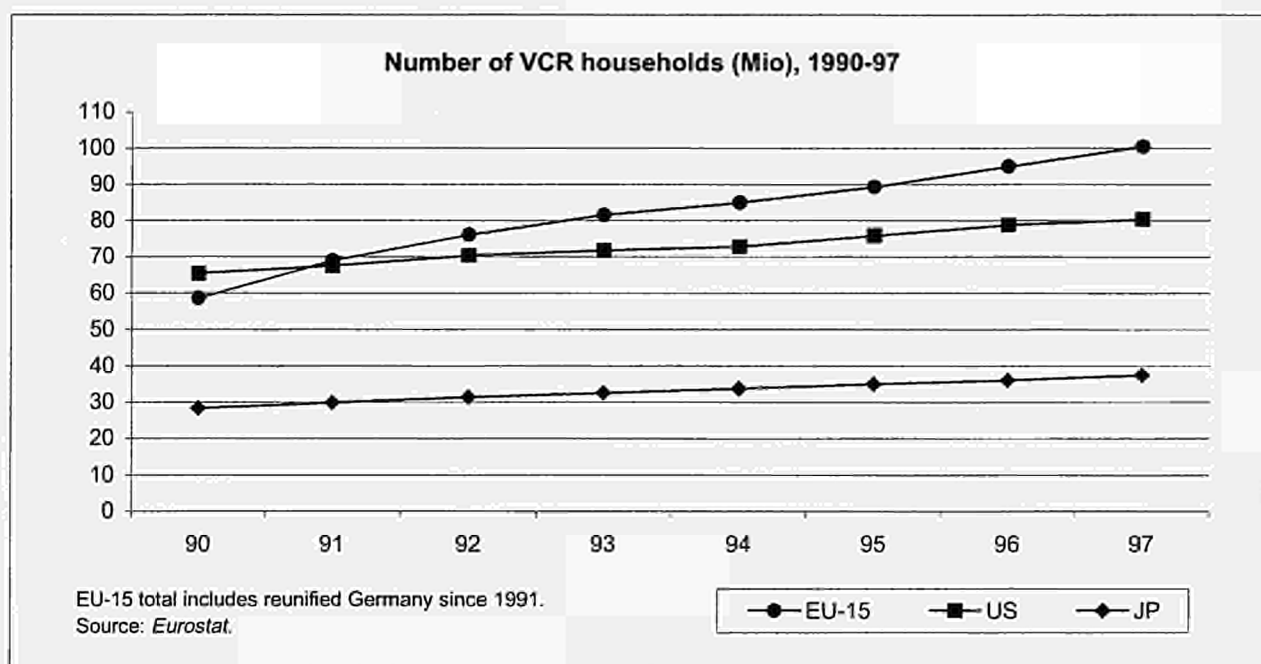
In most of the European Union Member States a videocassette was rented on average by VCR households well under 8 times a year (in 1997, the average at EU level was 6.4 times). Between 1990 and 1998, the number of rental transactions per VCR households has decreased heavily in all EEA countries (around 40 - 60%) except in Iceland where it increased by 44.6%. As consumers of video recordings for rental, i.e. mainly films recorded on videocassette, the European countries differ greatly from each other. The Irish households with VCRs were the most active video rental customers, i.e. they rented a video around 34 times per year in 1998. Runner-up country was Iceland with 34 video rentals per VCR households in 1998, followed by the United Kingdom (19 video rentals in 1997). The countries with the lowest number of rentals per VCR household were Italy (around 3 video rentals in 1997) and France (about 4 video rentals in 1998).

In the United States, VCR households rented a pre-recorded videocassette approximately 41 times per year in 1998 (i.e. almost 7 times more often than at EU level). In Japan, VCR households were also very active video rental customers with an average of 25-26 video rentals per year in 1998 (again well above the EU average).

VCR households

The VCR penetration rate of private households at EU level was about 18.0% in 1985, 43.8% in 1990 and 67.0% in 1997. Among the European Union Member States in 1997, VCR penetration rate in private households varied greatly from country to country, from 36.1% in Greece to 81.9% in the United Kingdom.

VCRs were more common in households in Japan (84.8% of households had at least one VCR in 1997) and in the United States (with VCR penetration rate in households of 83.3% in 1998) than in the EU Member States.



Receipts from sales and rentals of pre-recorded videos (retail level)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15							3 279 992	3 554 463
EUR-11							1 832 834	2 185 712
B		28 608	38 964	45 664	53 440	57 566	76 209	79 528
DK		80 096	110 304	136 296	126 587	92 624	79 448	89 264
D		268 085	269 505	446 387	579 282	583 301	543 426	701 720
EL						84 000	72 700	31 500
E						349 598	411 531	339 137
F	35 611	196 605	169 242	184 124	205 221	268 602	375 434	543 525
IRL						51 568	59 216	71 636
I						81 149	132 267	178 922
L							2 052	2 616
NL							80 505	96 880
A						41 478	45 300	44 322
P							52 903	64 602
FIN	580	30 694	40 475	41 167	41 460	45 513	53 991	62 823
S						169 842	164 760	138 520
UK				504 808	618 816	835 297	1 130 251	1 109 467
IS	-	1 320	1 771	2 378	3 944	6 285	6 448	6 643
N						110 900	115 200	118 123
EEA							3 401 639	3 679 229
CH								79 451
US						9 714 329	12 008 169	9 220 373
JP						3 279 435	4 326 548	2 429 647
CA							624 856	694 031
AU								511 529
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	3 875 082	3 820 965	4 044 955	4 316 739	4 636 422	4 765 832	4 972 440	5 464 013
EUR-11	2 433 345	2 403 236	2 507 127	2 678 325	2 947 922	2 970 794	2 855 002	3 071 330
B	79 790	85 612	116 527	151 148	178 409	152 321	154 191	169 488
DK	90 573	87 076	118 258	154 840	151 200	160 348	160 698	176 016
D	800 176	732 528	810 825	867 744	949 967	958 346	826 724	859 263
EL	22 200	14 897	12 343	13 138	15 806	16 917	17 368	18 922
E	246 682	241 462	223 693	252 923	265 773	271 723	286 689	309 761
F	683 319	710 532	757 800	776 742	915 700	920 838	903 729	1 005 997
IRL	71 632	64 413	83 255	89 464	93 682	101 330	112 640	113 959
I	248 585	258 788	197 329	204 370	176 517	191 727	173 212	194 481
L	2 984	3 414	3 756	4 060	4 384	4 479	4 499	:
NL	129 816	141 984	176 076	177 457	195 339	187 407	196 308	216 248
A	52 803	49 237	49 179	59 086	60 687	63 270	83 550	87 408
P	64 581	71 345	50 608	50 103	52 283	55 869	50 542	45 356
FIN	52 978	43 920	38 081	45 229	55 180	63 485	62 918	69 369
S	120 707	102 443	134 133	133 929	145 994	161 638	167 029	162 069
UK	1 208 257	1 213 313	1 273 093	1 336 507	1 375 501	1 456 135	1 772 343	2 035 675
IS	6 689	7 327	7 306	7 557	8 632	8 694	9 784	13 288
N	119 608	103 485	107 780	114 112	118 408	112 242	98 147	100 167
EEA	4 001 380	3 931 776	4 160 041	4 438 408	4 763 462	4 886 768	5 080 371	5 577 468
CH	82 938	73 718	75 136	90 669	97 041	108 425	85 158	:
US	9 717 793	10 034 358	11 928 010	12 620 973	11 719 482	13 048 238	14 915 700	16 124 486
JP	3 783 943	3 320 923	3 827 335	3 739 380	3 752 813	3 894 325	3 982 273	3 984 045
CA	731 463	755 258	897 865	950 329	871 392	982 402	1 123 502	1 213 770
AU	635 095	496 345	557 110	741 042	778 935	896 883	842 860	700 733

Source: Eurostat.

Receipts from sales of pre-recorded videos (retail level)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	943 823	1 297 676
EUR-11	:	:	:	:	:	:	417 836	744 570
B	:	:	:	:	:	:	9 152	19 988
DK	:	:	:	:	:	2 867	3 727	10 348
D	:	:	:	:	:	53 027	70 042	146 192
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	10 901	35 727	48 821
F	2 726	11 205	11 479	18 824	51 810	128 474	198 324	326 144
IRL	:	:	:	:	:	2 578	10 298	13 025
I	:	:	:	:	:	12 177	60 514	122 462
L	:	:	:	:	:	:	300	778
NL	:	:	:	:	:	:	10 705	21 625
A	:	:	:	:	:	2 742	6 864	17 313
P	:	:	:	:	:	:	8 500	13 804
FIN	:	635	1 065	1 406	2 764	5 057	7 411	14 418
S	:	:	:	:	:	4 143	9 860	18 843
UK	:	:	:	81 901	156 123	276 927	512 400	523 915
IS	:	:	:	:	:	:	:	270
N	:	:	:	:	:	500	800	6 290
EEA	:	:	:	:	:	:	:	1 304 236
CH	:	:	:	:	:	:	:	22 700
US	:	:	:	:	:	2 439 788	3 164 057	2 632 261
JP	:	:	:	:	:	1 082 801	1 965 716	522 106
CA	:	:	:	:	:	:	:	198 126
AU	:	:	:	:	:	:	:	60 462
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	1 829 755	2 020 436	2 461 709	2 807 938	3 095 435	3 142 646	3 291 482	3 598 177
EUR-11	1 165 907	1 289 324	1 510 957	1 746 453	1 975 525	1 977 630	1 869 838	2 015 817
B	34 436	45 775	76 153	105 304	128 398	102 396	101 999	105 756
DK	19 764	25 611	53 071	88 556	85 016	89 414	90 585	102 410
D	312 073	287 072	428 653	493 627	555 037	549 871	470 377	493 619
EL	:	729	1 657	2 722	5 244	5 462	5 489	6 640
E	70 764	105 640	118 358	163 531	178 454	178 410	175 167	178 169
F	448 423	515 742	562 282	605 382	729 802	748 036	717 872	805 283
IRL	15 629	18 404	22 501	26 461	32 372	33 273	37 457	36 884
I	178 673	192 530	145 156	157 599	127 038	138 387	127 282	143 914
L	1 492	1 971	2 323	2 648	2 931	3 003	3 099	:
NL	41 974	58 904	85 969	98 690	113 392	104 219	105 844	117 135
A	25 778	22 508	27 158	36 929	37 929	40 939	53 168	56 732
P	18 672	22 694	24 484	28 015	33 385	36 202	36 759	33 194
FIN	17 992	18 085	17 920	28 268	36 787	42 895	40 812	45 132
S	16 419	18 811	71 655	70 609	77 658	83 408	86 231	83 670
UK	627 666	685 962	824 370	899 597	951 991	986 731	1 239 340	1 389 640
IS	438	603	757	963	1 948	1 949	2 536	4 141
N	8 731	13 679	18 052	33 173	37 945	43 921	44 896	46 894
EEA	1 838 924	2 034 718	2 480 518	2 842 073	3 135 328	3 188 516	3 338 914	3 649 212
CH	31 595	34 659	40 458	56 745	64 694	73 347	55 353	:
US	2 920 527	3 051 383	4 020 495	4 621 192	4 788 190	5 784 603	7 002 399	7 531 064
JP	1 171 220	852 499	1 069 705	812 425	978 449	1 166 283	1 217 360	1 358 877
CA	219 826	229 643	302 647	348 372	356 023	435 468	527 657	566 947
AU	85 913	99 570	130 504	131 713	158 620	198 349	204 826	179 101

Source: Eurostat.

Receipts from rental of videos (retail level)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15						2 282 078	2 336 169	2 256 787
EUR-11						1 384 252	1 414 998	1 441 142
B		28 608	38 964	45 664	53 440	57 566	67 058	59 540
DK						89 757	75 721	78 916
D		268 085	269 505	446 387	579 282	530 274	473 384	555 528
EL						84 000	72 700	31 500
E						338 697	375 804	290 315
F	32 885	185 399	157 763	165 300	153 411	140 128	177 110	217 381
IRL						48 990	48 918	58 611
I						68 972	71 753	56 461
L							1 752	1 839
NL					90 396	79 236	69 800	75 255
A						38 736	38 437	27 008
P						41 197	44 403	50 798
FIN	580	30 059	39 410	39 761	38 696	40 456	46 580	48 405
S				102 921	106 703	165 699	154 900	119 678
UK				422 907	462 693	558 370	617 851	585 552
IS		1 320	1 768	2 373	3 944	6 252	6 206	6 374
N						110 400	114 400	111 832
EEA						2 398 729	2 456 775	2 374 993
CH								56 750
US						7 274 542	8 844 112	6 588 112
JP						2 196 634	2 360 831	1 907 541
CA								495 905
AU								451 067
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	2 045 327	1 800 529	1 583 246	1 508 801	1 540 987	1 623 186	1 680 958	1 865 836
EUR-11	1 267 438	1 113 912	996 171	931 872	972 397	993 164	985 164	1 055 514
B	45 354	39 837	40 374	45 844	50 011	49 925	52 192	63 732
DK	70 810	61 466	65 187	66 284	66 184	70 934	70 113	73 607
D	488 102	445 456	382 172	374 117	394 930	408 475	356 347	365 644
EL	22 200	14 169	10 686	10 416	10 561	11 455	11 880	12 282
E	175 918	135 822	105 335	89 392	87 319	93 314	111 522	131 592
F	234 895	194 790	195 517	171 360	185 899	172 801	185 857	200 715
IRL	56 004	46 009	60 754	63 003	61 310	68 057	75 182	77 075
I	69 911	66 259	52 173	46 771	49 479	53 340	45 929	50 567
L	1 492	1 443	1 433	1 412	1 453	1 476	1 400	:
NL	87 842	83 081	90 107	78 767	81 947	83 188	90 465	99 114
A	27 025	26 729	22 020	22 157	22 758	22 331	30 382	30 676
P	45 909	48 651	26 124	22 088	18 898	19 667	13 782	12 162
FIN	34 985	25 835	20 160	16 961	18 393	20 590	22 106	24 237
S	104 288	83 633	62 479	63 319	68 335	78 229	80 798	78 399
UK	580 591	527 350	448 724	436 910	423 509	469 404	533 003	646 035
IS	6 251	6 724	6 549	6 594	6 684	6 745	7 248	9 147
N	110 877	89 806	89 728	80 939	80 463	68 321	53 251	53 273
EEA	2 162 455	1 897 059	1 679 523	1 596 334	1 628 134	1 698 252	1 741 457	1 928 256
CH	51 343	39 060	34 678	33 924	32 347	35 079	29 805	:
US	6 797 266	6 982 975	7 907 515	7 999 781	6 931 293	7 263 635	7 913 301	8 593 422
JP	2 612 722	2 468 424	2 757 630	2 926 955	2 774 363	2 728 050	2 764 913	2 625 168
CA	511 637	525 614	595 218	602 573	515 369	546 934	595 845	646 824
AU	549 181	396 776	426 607	609 328	620 316	698 534	638 035	521 632

Source: Eurostat.

Share of pre-recorded video sales in total receipts from sales and rental

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	29.43	36.83
EUR-11	:	:	:	:	:	:	22.80	34.07
B	:	:	:	:	:	:	12.01	25.13
DK	:	:	:	:	:	3.10	4.69	11.59
D	:	:	:	:	:	9.09	12.89	20.83
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	3.12	8.68	14.40
F	7.66	5.70	6.78	10.22	25.25	47.83	52.83	60.01
IRL	:	:	:	:	:	5.00	17.39	18.18
I	:	:	:	:	:	15.01	45.75	68.44
L	:	:	:	:	:	:	14.61	29.73
NL	:	:	:	:	:	:	13.30	22.32
A	:	:	:	:	:	6.61	15.15	39.06
P	:	:	:	:	:	:	16.07	21.37
FIN	:	2.07	2.63	3.41	6.67	11.11	13.73	22.95
S	:	:	:	:	:	2.44	5.98	13.60
UK	:	:	:	16.22	25.23	33.15	45.34	47.22
IS	:	:	:	:	:	:	:	4.06
N	:	:	:	:	:	0.45	0.69	5.33
EEA	:	:	:	:	:	:	:	35.75
CH	:	:	:	:	:	:	:	28.57
US	:	:	:	:	:	25.12	26.35	28.55
JP	:	:	:	:	:	33.02	45.43	21.49
CA	:	:	:	:	:	:	:	28.55
AU	:	:	:	:	:	:	:	11.82
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	47.49	52.88	60.86	65.05	66.76	65.94	66.19	65.85
EUR-11	47.91	53.65	60.27	65.21	67.01	66.57	65.49	65.63
B	43.16	53.47	65.35	69.67	71.97	67.22	66.15	62.40
DK	21.82	29.41	44.88	57.19	56.23	55.76	56.37	58.18
D	39.00	39.19	52.87	56.89	58.43	57.38	56.90	57.45
EL	:	4.89	13.42	20.72	33.18	32.29	31.60	35.09
E	28.69	43.75	52.91	64.66	67.15	65.66	61.10	57.52
F	65.62	72.59	74.20	77.94	79.70	81.23	79.43	80.05
IRL	21.82	28.57	27.03	29.58	34.55	32.84	33.25	32.37
I	71.88	74.40	73.56	77.11	71.97	72.18	73.48	74.00
L	50.00	57.75	61.84	65.22	66.86	67.05	68.88	:
NL	32.33	41.49	48.83	55.61	58.05	55.61	53.92	54.17
A	48.82	45.71	55.22	62.50	62.50	64.71	63.64	64.91
P	28.91	31.81	48.38	55.91	63.85	64.80	72.73	73.19
FIN	33.96	41.18	47.06	62.50	66.67	67.57	64.86	65.06
S	13.60	18.36	53.42	52.72	53.19	51.60	51.63	51.63
UK	51.95	56.54	64.75	67.31	69.21	67.76	69.93	68.26
IS	6.54	8.23	10.36	12.74	22.57	22.42	25.92	31.16
N	7.30	13.22	16.75	29.07	32.05	39.13	45.74	46.82
EEA	46.21	51.75	59.63	64.03	65.82	65.25	65.72	65.43
CH	38.10	47.01	53.85	62.59	66.67	67.65	65.00	:
US	30.05	30.41	33.71	36.62	40.86	44.33	46.95	46.71
JP	30.95	25.67	27.95	21.73	26.07	29.95	30.57	34.11
CA	30.05	30.41	33.71	36.66	40.86	44.33	46.97	46.71
AU	13.53	20.06	23.43	17.77	20.36	22.12	24.30	25.56

Source: Eurostat.

Share of video rental in total receipts of sales and rental

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	71.22	63.49
EUR-11	:	:	:	:	:	:	77.20	65.93
B	:	100.00	100.00	100.00	100.00	100.00	87.99	74.87
DK	:	:	:	:	:	96.90	95.31	88.41
D	:	100.00	100.00	100.00	100.00	90.91	87.11	79.17
EL	:	:	:	:	:	100.00	100.00	100.00
E	:	:	:	:	:	96.88	91.32	85.60
F	92.34	94.30	93.22	89.78	74.75	52.17	47.17	39.99
IRL	:	:	:	:	:	95.00	82.61	81.82
I	:	:	:	:	:	84.99	54.25	31.56
L	:	:	:	:	:	:	85.39	70.27
NL	:	:	:	:	:	:	86.70	77.68
A	:	:	:	:	:	93.39	84.85	60.94
P	:	:	:	:	:	:	83.93	78.63
FIN	100.00	97.93	97.37	96.59	93.33	88.89	86.27	77.05
S	:	:	:	:	:	97.56	94.02	86.40
UK	:	:	:	83.78	74.77	66.85	54.66	52.78
IS	:	100.00	99.82	99.79	100.00	99.47	96.25	95.94
N	:	:	:	:	:	99.55	99.31	94.67
EEA	:	:	:	:	:	:	72.22	64.55
CH	:	:	:	:	:	:	:	71.43
US	:	:	:	:	:	74.88	73.65	71.45
JP	:	:	:	:	:	66.98	54.57	78.51
CA	:	:	:	:	:	:	:	71.45
AU	:	:	:	:	:	:	:	88.18
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	52.78	47.12	39.14	34.95	33.24	34.06	33.81	34.15
EUR-11	52.09	46.35	39.73	34.79	32.99	33.43	34.51	34.37
B	56.84	46.53	34.65	30.33	28.03	32.78	33.85	37.60
DK	78.18	70.59	55.12	42.81	43.77	44.24	43.63	41.82
D	61.00	60.81	47.13	43.11	41.57	42.62	43.10	42.55
EL	100.00	95.11	86.58	79.28	66.82	67.71	68.40	64.91
E	71.31	56.25	47.09	35.34	32.85	34.34	38.90	42.48
F	34.38	27.41	25.80	22.06	20.30	18.77	20.57	19.95
IRL	78.18	71.43	72.97	70.42	65.45	67.16	66.75	67.63
I	28.12	25.60	26.44	22.89	28.03	27.82	26.52	26.00
L	50.00	42.25	38.16	34.78	33.14	32.95	31.12	:
NL	67.67	58.51	51.17	44.39	41.95	44.39	46.08	45.83
A	51.18	54.29	44.78	37.50	37.50	35.29	36.36	35.09
P	71.09	68.19	51.62	44.09	36.15	35.20	27.27	26.81
FIN	66.04	58.82	52.94	37.50	33.33	32.43	35.14	34.94
S	86.40	81.64	46.58	47.28	46.81	48.40	48.37	48.37
UK	48.05	43.46	35.25	32.69	30.79	32.24	30.07	31.74
IS	93.46	91.77	89.64	87.26	77.43	77.58	74.08	68.84
N	92.70	86.78	83.25	70.93	67.95	60.87	54.26	53.18
EEA	54.04	48.25	40.37	35.97	34.18	34.75	34.28	34.57
CH	61.90	52.99	46.15	37.41	33.33	32.35	35.00	:
US	69.95	69.59	66.29	63.38	59.14	55.67	53.05	53.29
JP	69.05	74.33	72.05	78.27	73.93	70.05	69.43	65.89
CA	69.95	69.59	66.29	63.41	59.14	55.67	53.03	53.29
AU	86.47	79.94	76.57	82.23	79.64	77.88	75.70	74.44

Source: Eurostat.

Video market

Number of video rental transactions (retail level)

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B		7 400	11 600	16 000	23 000	20 000	25 000	22 000
DK								24 800
D								220 000
EL								
E								125 000
F	7 956		61 645		61 204	78 349	78 499	74 197
IRL								27 273
I								68 891
L								700
NL								33 000
A								13 000
P								
FIN							14 500	13 000
S								22 500
UK				233 000	251 000	271 000	289 000	277 000
IS		300	400	500	800	1 100	1 300	1 400
N								26 700
EEA								
CH								10 000
US								4 130 000
JP								739 000
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15		743 199	668 435	616 099	618 925	653 877	638 894	702 050
EUR-11		486 158	443 407	406 749	407 949	431 371	429 011	463 045
B	16 654	15 785	15 562	17 314	18 360	19 620	20 150	23 535
DK	22 400	18 462	18 333	18 519	19 400	20 000	20 104	22 100
D	200 000	180 000	170 000	161 000	163 000	173 000	153 000	159 000
EL			8 100	8 000	8 000	8 750	9 188	10 155
E	75 000	57 000	47 600	43 050	44 900	48 860	60 065	73 333
F	86 876	82 394	78 142	61 404	63 000	66 161	69 831	73 123
IRL	24 432	19 774	24 300	25 000	25 000	27 000	27 395	28 875
I	63 460	56 638	41 800	42 000	39 000	39 780	38 850	
L	500	600	600			550	550	580
NL	30 000	23 000	33 000	28 300	27 600	28 400	32 000	35 000
A	13 000	12 667	10 000	10 000	10 000	10 000	11 470	11 260
P		28 300	16 403	13 381	10 589	11 000	8 200	7 200
FIN	12 000	10 000	6 000	5 300	6 500	7 000	7 500	9 000
S	19 949	16 579	14 595	15 831	16 576	18 756	19 591	20 750
UK	253 000	222 000	184 000	167 000	167 000	175 000	161 000	186 000
IS	1 400	1 600	1 600	1 800	1 900	2 000	2 100	2 700
N	26 700	22 000	19 648	19 230	19 000	18 000	17 000	17 000
EEA		766 799	689 683	637 129	639 825	673 877	657 994	721 750
CH	11 380	8 800	7 500	7 860	7 140	9 170	8 170	
US	4 090 000	3 655 100	3 703 900	3 776 100	3 597 700	3 645 600	3 519 200	3 440 700
JP	765 000	893 400	733 400	871 400	843 700	941 700	947 500	848 500
CA	252 000	275 100	278 800	284 200	270 800	274 400	264 300	269 250
AU		165 500	183 600	182 700	200 300	193 000	170 200	160 400

Source: Eurostat.

Number of pre-recorded videos sold (retail level)

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	96 084
EUR-11	:	:	:	:	:	:	:	53 962
B	:	:	:	:	:	:	443	1 126
DK	:	:	:	:	:	:	:	1 100
D	:	:	:	:	:	:	:	12 000
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	2 200
F	100	:	500	:	2 800	10 400	15 100	21 500
IRL	:	:	:	:	:	:	:	962
I	:	:	:	:	:	:	:	10 086
L	:	:	:	:	:	:	:	40
NL	:	:	:	:	:	:	:	1 600
A	:	:	:	:	:	:	:	1 300
P	:	:	:	:	:	:	:	2 500
FIN	:	:	:	:	:	:	292	648
S	:	:	:	:	:	:	800	1 022
UK	:	:	:	6 000	12 000	20 000	38 000	40 000
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	300
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	775
US	1 000	11 300	40 900	46 000	76 500	116 600	172 900	241 800
JP	:	:	:	:	:	:	:	23 500
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	130 910	142 756	181 636	208 458	235 996	247 559	259 020	278 617
EUR-11	83 266	91 556	114 185	132 435	151 567	156 178	159 726	165 652
B	1 968	2 736	4 620	6 262	7 434	6 490	6 834	7 882
DK	1 700	2 000	4 300	5 400	5 800	5 800	5 975	6 200
D	22 900	21 000	28 500	35 000	41 700	44 000	40 000	43 000
EL	:	:	95	160	344	397	403	500
E	2 700	3 300	8 187	10 880	12 120	15 287	17 870	16 010
F	29 800	33 700	37 900	38 000	46 000	47 000	47 000	52 000
IRL	1 111	1 250	1 528	1 800	2 220	2 364	2 640	2 955
I	14 931	17 649	19 010	24 114	23 479	22 750	21 943	17 657
L	90	120	140	:	:	:	:	:
NL	3 900	5 400	6 800	7 100	8 200	8 200	8 400	9 500
A	1 400	1 050	1 241	1 787	1 967	:	4 076	4 354
P	3 335	3 965	4 612	5 516	6 547	7 087	7 963	8 494
FIN	1 131	1 386	1 647	1 976	1 900	3 000	3 000	3 800
S	944	1 200	3 056	4 463	5 285	6 184	5 916	6 265
UK	45 000	48 000	60 000	66 000	73 000	79 000	87 000	100 000
IS	:	:	30	50	70	110	136	200
N	444	698	889	2 222	2 556	2 944	2 610	3 025
EEA	:	:	182 555	210 730	238 622	250 613	261 766	281 842
CH	1 800	1 800	3 059	3 529	3 500	4 200	4 100	:
US	263 600	297 400	362 700	434 900	522 400	640 500	673 900	700 900
JP	31 000	24 500	25 499	29 764	31 400	40 400	50 200	41 990
CA	:	19 900	24 610	29 990	35 440	45 170	47 680	49 420
AU	:	15 430	10 700	9 900	8 600	11 200	12 550	12 800

Source: Eurostat.

Video market

Number of VCR households

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	58 563
EUR-11	:	:	:	:	:	:	:	40 903
B	40	365	523	699	963	1 196	1 308	1 509
DK	40	224	345	394	486	565	655	840
D	:	3 850	5 445	7 590	8 970	10 700	11 675	13 315
EL	:	:	:	:	560	668	775	853
E	40	1 000	1 600	1 900	2 800	3 500	4 000	4 751
F	234	2 088	2 752	3 574	4 708	6 121	7 696	9 392
IRL	:	:	:	:	210	383	453	512
I	:	:	789	1 053	1 719	2 593	3 895	5 474
L	:	:	:	:	:	:	:	58
NL	147	912	1 264	1 684	2 113	2 267	2 767	3 000
A	35	249	253	368	490	713	841	1 042
P	:	:	:	:	:	:	:	883
FIN	8	218	300	404	529	666	799	967
S	140	726	843	1 071	1 378	1 654	1 895	2 238
UK	580	7 244	8 435	9 727	11 020	12 271	13 411	13 729
IS	:	:	24	:	:	48	:	60
N	21	209	336	520	611	707	775	790
EEA	:	:	:	:	:	:	:	59 413
CH	:	:	:	:	:	:	:	1 077
US	1 850	15 000	23 500	32 500	45 800	56 200	62 260	65 356
JP	1 975	:	15 152	:	:	:	:	28 294
CA	100	:	2 050	3 127	4 105	4 807	5 572	6 371
AU	100	1 345	2 033	2 646	2 945	3 013	3 736	4 239
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	68 931	76 159	81 524	84 979	89 324	94 989	100 414	
EUR-11	49 968	55 728	60 099	61 961	65 319	69 673	74 137	
B	1 817	2 012	2 171	2 196	2 271	2 791	2 990	
DK	995	1 115	1 388	1 467	1 629	1 713	1 770	1 791
D	17 630	19 030	20 395	20 700	21 800	22 816	23 710	24 208
EL	929	980	1 040	1 102	1 166	1 253	1 310	1 385
E	5 177	5 796	5 900	6 100	6 300	6 450	:	:
F	10 997	12 676	13 954	14 620	15 585	:	16 086	17 061
IRL	564	619	662	704	740	774	808	844
I	6 929	8 247	8 990	9 048	9 426	11 153	13 137	13 489
L	65	70	80	85	95	100	108	117
NL	3 423	3 543	3 834	4 125	4 431	4 657	4 846	:
A	1 280	1 489	1 700	1 802	1 976	2 104	2 228	2 340
P	977	1 058	1 149	1 258	1 338	:	:	1 973
FIN	1 109	1 188	1 264	1 323	1 357	1 444	1 640	1 651
S	2 364	2 584	2 612	2 949	3 075	3 331	3 312	3 418
UK	14 675	15 752	16 385	17 500	18 135	19 019	19 885	:
IS	65	:	:	71	75	77	76	80
N	830	887	965	1 064	1 141	1 272	1 394	1 423
EEA	69 826	77 113	82 558	86 114	90 540	96 338	101 884	
CH	:	:	:	1 719	1 823	1 921	1 987	2 037
US	67 466	70 348	71 687	72 800	75 800	78 800	80 360	84 100
JP	29 941	31 320	32 531	33 744	34 970	36 037	37 422	:
CA	6 773	7 140	7 511	8 227	9 231	9 660	10 026	10 299
AU	4 321	4 613	5 121	5 241	5 551	5 725	5 996	6 177

Source: Eurostat.

Number of new video titles released for rental

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	416	640	940	1 245	1 605	:	:
DK	:	:	:	:	:	:	:	:
D	:	1 000	780	816	1 175	1 043	780	694
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	694
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	:	:
S	276	1 451	1 754	1 898	1 851	1 489	1 566	2 156
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	1 355	1 385
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	852	761	895	862	850	:
DK	:	:	700	700	551	500	500	525
D	720	632	553	518	517	590	676	644
EL	:	:	470	520	560	634	600	600
E	:	420	446	386	292	334	354	334
F	:	:	:	:	:	:	:	:
IRL	:	:	550	520	460	495	492	438
I	:	900	300	300	320	320	340	400
L	:	:	:	:	:	:	:	:
NL	:	480	500	550	500	500	500	550
A	720	632	553	518	517	590	676	644
P	:	:	630	524	480	435	432	432
FIN	:	:	420	350	400	450	500	500
S	1 066	598	450	700	750	700	675	:
UK	:	:	550	520	460	500	500	440
IS	:	502	499	449	447	452	450	503
N	:	536	578	572	503	517	483	499
EEA	:	:	:	:	:	:	:	:
CH	:	:	300	300	300	300	300	:
US	:	:	325	:	:	:	:	:
JP	:	:	5 327	5 568	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	1 451	1 133	1 351	1 343	1 092	:	:	:

Source: Eurostat.

Number of new video titles released for sales

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:
D	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	:	:
S	:	:	:	:	:	:	:	:
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	679	1 453
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	643	543	645	1 315	1 000	:
DK	:	:	1 000	1 000	800	800	800	800
D	:	:	2 000	2 000	2 000	2 000	2 000	2 000
EL	:	:	96	160	160	150	150	150
E	:	537	562	652	557	823	719	1 040
F	:	:	:	:	:	:	:	:
IRL	:	:	4 700	4 800	4 900	5 600	5 349	5 431
I	:	:	400	500	650	650	630	2 000
L	:	:	:	:	:	:	:	:
NL	:	:	386	326	387	789	696	839
A	:	:	2 000	2 000	2 000	2 000	2 000	2 000
P	:	:	521	599	479	420	453	450
FIN	:	:	280	350	400	500	500	500
S	376	150	350	421	600	550	500	:
UK	:	:	4 700	4 800	4 900	5 642	5 349	5 431
IS	:	:	30	40	78	101	105	227
N	:	215	304	320	386	328	450	450
EEA	:	:	:	:	:	:	:	:
CH	:	:	1 000	1 000	1 000	1 000	1 000	:
US	:	:	918	:	:	:	:	:
JP	:	:	3 156	3 147	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	1 180	1 413	1 425	1 740	1 622	:	:	:

Source: Eurostat.

Receipts from sales and rentals of pre-recorded videos (retail level):

Total receipts from sales and rentals of pre-recorded videos (cassettes or discs) to the general public (i.e. at consumer level); aggregation of all distribution channels at retail level (video shops, and other outlets, e.g. in department stores, supermarkets, entertainment electronic shops, book stores, newspapers kiosks (relevant in some countries) and mail order sales). Excludes receipts from unrecorded cassettes (also known as blank videotapes) or discs.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L for 1998.
EUR-11	Eurostat		Excluding L for 1998.
B	CF, Eurostat	BVF	Total video (retail level) market including VAT. Excluding DVD in 1998: 109 487.4 in 1 000 BEF.
DK	DS, NORDICOM, Eurostat	EVD / Vf, FDVD	Includes VAT. 1998 data from IVF, SD. Excluding DVD for 1998: 14 900 in 1 000 DKK.
D	SIBA	BVV	Since 1990 = reunified Germany. Includes VAT. Excluding DVD for 1998: 18 000 in 1 000 DEM.
EL		IVF, SD / EPOE	Includes VAT. Until 1991 includes only retail receipts on video rental. Excluding DVD for 1998: 119 000 in 1 000 GRD.
E	INE, Eurostat	IVF, SD / UVE	Includes VAT. IVF data for 1996-98. Excluding DVD for 1998: 603 000 in 1 000 ESP.
F	SJTI	BIPE	Estimations. Data refer to households expenditures.
IRL	Eurostat	IVF, SD / MVR	Includes VAT. Revised data for 92-97 (prerecorded video sales receipts). Excluding DVD in 1998: 100 in 1 000 IEP.
I		UNIVIDEO	Includes VAT. Data don't include tapes sold as annex to newspapers. Data come from ANICA for 1988-89.
L		IVF, SD	Estimations of total receipts (retail level) including VAT. No data available from national source.
NL	SN	NVPI	Total receipts (retail level) including VAT. Including DVD in 1998: 3 200 in 1 000 NLG.
A		IVF, SD / RHE	Total turnover (retail level) including VAT. Revised data. Excluding DVD in 1998: 5 000 in 1 000 ATS.
P	Eurostat	IVF, SD / FEVIP	Includes VAT. 1990-97 revised data for receipts from prerecorded video sales (retail level). Excluding DVD in 1998: 84 200 in 1 000 PTE.
FIN	TK	FFDA, FG-IFPI	Includes VAT. 1980-95 data based on estimates published by Finnish IFPI members. Excluding DVD in 1998: 3 000 in 1 000 FIM.
S	Eurostat, NORDICOM-S	IVF, SD / SVF	Total market revenue (retail level) including VAT. Revised data.
UK	DCMS	SD, BFI / BVA	Total Turnover (Retail level) including VAT. BVA state there is no reliable data before 1985. Revised data for 1990-97.
IS	SI	SI, NEI	Estimations. Figure 1998 includes DVDs (18 000 in 1 000 ISK). Incl. VAT 24,5%.
N	Eurostat, NORDICOM	IVF, SD / NVf	Includes VAT. Revised data. Excluding DVD in 1998: 12 500 in 1 000 NOK.
EEA	Eurostat		Excluding L for 1998.
CH		IVF, SD / SVV	Includes VAT. Revised data (1990-94). Estimations.
US		SD	
JP		SD / JVA	
CA	SC, Eurostat	SD	
AU		SD / AVSDA, ABS	

Video market

Receipts from sales of pre-recorded videos (retail level):

Total receipts from sales of pre-recorded videos (cassettes or discs) to the general public (i.e. at consumer level); aggregation of all distribution channels at retail level (video shops, and other outlets, e.g. in department stores, supermarkets, entertainment electronic shops, book stores, newspaper kiosks (relevant in some countries) and mail order sales).

Note: also called receipts from sell-through pre-recorded videos at consumer level: selling videocassettes through to consumers (as opposed to only renting them out).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL for 1989-91 and L in 1988.
EUR-11	Eurostat		Excluding L for 1998.
B	CF, Eurostat	BVF	Total video (retail level) market including VAT.
DK	DS, NORDICOM, Eurostat	EVD / Vf, FDVD	Includes VAT. 1998 data from IVF, SD.
D	StBA	BVV	Since 1990 = reunified Germany. Includes VAT. Primary sources estimate that figures for 1983-87 are not applicable.
EL		IVF, SD / EPOE	Includes VAT.
E	INE, Eurostat	IVF, SD / UVE	Includes VAT. IVF data for 1996-98.
F	SJTI	BIPE	Estimations. Data refer to households expenditures.
IRL	Eurostat	IVF, SD / MVR	Includes VAT. Revised data for 92-97 (prerecorded video sales receipts).
I		UNIVIDEO	Includes VAT. Data don't include tapes sold as annex to newspapers.
L		IVF, SD	Estimations of total receipts (retail level) including VAT. No data available from national source.
NL	SN	NVPI	Total receipts (retail level) including VAT.
A		IVF, SD / RHE	Total turnover (retail level) including VAT. Revised data.
P	Eurostat	IVF, SD / FEVIP	Includes VAT. 1990-97 revised data for receipts from prerecorded video sales (retail level).
FIN	TK	FFDA, FG-IFPI	Includes VAT. 1980-95 data based on estimates published by Finnish IFPI members.
S	Eurostat, NORDICOM-S	IVF, SD / SVF	Total market revenue (retail level) including VAT. Revised data.
UK	DCMS	BFI, BVA	Total Turnover (Retail level) including VAT. BVA state there is no reliable data before 1985. Revised data for 1996.
IS	SI	SI, NEI	Estimations (incl. VAT 24,5%).
N	Eurostat, NORDICOM	IVF, SD / NVf	Includes VAT. Revised data.
EEA	Eurostat		Excluding EL for 1990-91 and L in 1988.
CH		IVF, SD / SVV	Includes VAT. Revised data (1990-94). Estimations.
US		SD	
JP		SD / JVA	
CA	SC, Eurostat	SD	
AU		SD / AVSDA, ABS	

Receipts from rental of videos (retail level):

Total receipts from rentals of videos (cassettes or discs) to the general public (i.e. at consumer level); aggregation of all distribution channels at retail level (video shops mainly, but it may also concern other outlets, e.g. in department stores, supermarkets, book stores etc.).

Note: rentals refer to hiring of videos (cassettes or discs) to consumers for a defined period (may be for a single night or more). Rental stores usually buy videocassettes outright specially dedicated for rental (in many countries trade price of a cassette dedicated for rental is several times that of a retail tape with or without an exclusive rental window), but in some cases they may lease them.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L for 1988 and 1998.
EUR-11	Eurostat		Excluding L for 1988 and 1998.
B	CF, Eurostat	BVF	Total video (retail level) market including VAT.
DK	DS, NORDICOM, Eurostat	EVD / Vf, FDVD	Includes VAT. 1998 data from IVF, SD.
D	StBA	BVV	Since 1990 = reunified Germany. Includes VAT.
EL		IVF, SD / EPOE	Includes VAT.
E	INE, Eurostat	IVF, SD / UVE	Includes VAT. IVF data for 1996-98.
F	SJTI	BIPE	Estimations. Data refer to households expenditures.
IRL		IVF, SD / MVR	Includes VAT.
I		UNIVIDEO	Includes VAT. Data refer only to distribution level.
L		IVF, SD	Estimations of total receipts (retail level) including VAT. No data available from national source.
NL	SN	NVPI	Total receipts (retail level) including VAT.
A		IVF, SD / RHE	Total turnover (retail level) including VAT. Revised data.
P	Eurostat	IVF, SD / FEVIP	Includes VAT.
FIN	TK	FFDA, FG-IFPI	Includes VAT. 1980-95 data based on estimates published by Finnish IFPI members.
S	Eurostat, NORDICOM-S	IVF, SD / SVF	Total market revenue (retail level) including VAT. Revised data.
UK	DCMS	BFI / BVA	Total Turnover (Retail level) including VAT. BVA state there is no reliable data before 1985. Revised data for 1990-97.
IS	SI	Dist.	Retail value estimated from number of copies shipped to retailers from distributors and average retail price. Incl. VAT (24,5%).
N	Eurostat, NORDICOM	IVF, SD / NVf	Includes VAT. Revised data.
EEA	Eurostat		Excluding L for 1988 and 1998.
CH		IVF, SD / SVV	Includes VAT. Revised data (1990-94). Estimations.
US		SD	
JP		SD / JVA	
CA	SC, Eurostat	SD	
AU		SD / AVSDA, ABS	

Video market

Share of pre-recorded video sales in total receipts from sales and rental:

Data presented are calculated from the figures in table "Receipts from sales of pre-recorded videos" divided by the figures in table "Receipts from sales and rentals of pre-recorded videos" and processed in percentages.

Note: For more detailed information, see footnotes of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL for 1989-91 and L in 1998.
EUR-11	Eurostat		Excluding L in 1998.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding EL for 1990-91 and L in 1998.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Share of video rental in total receipts from sales and rental:

Data presented are calculated from the figures in table "Receipts from rental of videos" divided by the figures in table "Receipts from sales and rentals of pre-recorded videos" and processed in percentages.

Note: For more detailed information, see footnotes of tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L for 1998.
EUR-11	Eurostat		Excluding L for 1998.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L	Eurostat		Calculated data.
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding L for 1998.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Video market

Number of video rental transactions (retail level):

Total number of videos (cassettes or discs) hired by the general public (i.e. at consumer level), whether for a short period or not (basic duration is for a single night); aggregation of all distribution channel at retail level (mainly video shops, but also other outlets, e.g. in department stores, supermarkets, book stores etc.)

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL in 1992, L for 1994-95 and including estimations for I in 1998.
EUR-11	Eurostat		Excluding L for 1994-95 and including estimations for I in 1998.
B	CF, Eurostat	BVF	
DK	Eurostat, NORDICOM	EVD / FDVD	1998 data from IVF, SD.
D	Eurostat, DIW	IVF, SD / BVV	Since 1990 = reunified Germany. IVF, SD data for 1998.
EL		IVF, SD / EPOE	
E	INE, Eurostat	IVF, SD / UVE	IVF data for 1996-98.
F	Eurostat	SJTI, BIPE	Data based on average transactions per VCR households.
IRL		IVF, SD	Revised data for 1993.
I		UNIVIDEO	Estimations.
L		IVF, SD	Estimations. No data available from national source.
NL	Eurostat	NVPI	
A		IVF, SD / RHE	Revised data.
P	Eurostat	IVF, SD / FEVIP	Revised data for 1997.
FIN	TK	FFDA, FG-IFPI	1989: estimations based on sales of shipped units for rental. Until 1995, data from Finnish Group of IFPI.
S	SCB, NORDICOM-S	IVF, SD / SVF	Revised data due to a re-assessment of the relationship with wholesale level data, and changes in calculation methods.
UK	DCMS	BFI, SD / BVA	Revised data.
IS	SI	Dist.	Copies shipped to retailers from distributors. Figure for 1998 include some 8 000 copies of DVDs.
N	Eurostat, NORDICOM	IVF, SD / NVf	
EEA	Eurostat		Excluding EL in 1992, L for 1994-95 and including estimations for I in 1998.
CH		IVF, SD / SVV	Revised data (1990-95). Estimations.
US		SD / AMR, VR	
JP		SD	
CA		SD	
AU		SD	

Number of pre-recorded videos sold (retail level):

Number of pre-recorded video tapes sold to the general public (i.e. at consumer level); aggregation of all distribution channels at retail level (video shops, and other outlets, e.g. in department stores, supermarkets, entertainment electronic shops, book stores, newspaper kiosks (relevant in some countries) and mail order sales).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL in 1990-92 and L for 1994-98.
EUR-11	Eurostat		Excluding L for 1994-98.
B	CF, Eurostat	BVF	
DK	Eurostat, NORDICOM	EVD / FDVD	1998 data from IVF, SD.
D	DIW, Eurostat	BVV	Since 1990= reunified Germany. For 1987-89: data concerns retail cassettes shipped to trade for sale.
EL		IVF, SD / EPOE	
E	INE, Eurostat	IVF, SD / UVE	IVF data for 1996-98.
F	SJTI	BIPE	Estimations.
IRL		IVF, SD	Revised data.
I		SIAE	
L		IVF, SD	Estimations. No data available from national source.
NL	Eurostat	NVPI	
A		IVF, SD / RHE	
P	IGAC, Eurostat	IVF, SD / FEVIP	Revised data for 1990-97.
FIN	TK	FFDA, FG-IFPI	Until 1995, data from Finnish Group of IFPI.
S	SCB, NORDICOM-S	IVF, SD / SVF	Revised data.
UK	DCMS	BFI, SD / BVA	
IS	SI	SI	Estimations.
N	Eurostat, NORDICOM	IVF, SD / NVf	Revised data.
EEA	Eurostat		Excluding L for 1994-98.
CH		IVF, SD / SVV	Revised data (1990-95). Estimations.
US		MPAA / AMR	Data refer to sales to US dealers.
JP		SD / MTVM, JVA	
CA		SD	
AU		SD	

Video market

Number of VCR households:

Number of private households equipped with at least one videocassette recorder (VCR).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for F (1996), P (1996-97) and E (1997).
EUR-11	Eurostat		Including estimations for F (1996), P (1996-97) and E (1997).
B	Eurostat, CF, INS	GFK-B, BVF	Before 1995: estimations based on VCRs penetration rate. Data from household surveys since 1996.
DK	DS, Eurostat	NORDICOM / GD	Data are calculated from the Omnibus survey. Eurostat update from 1997.
D	Eurostat, DIW	DVI, BVV	Since 1991 = reunified Germany. Data come from DVI for 1983-93 and since 1994 from BVV. Revised data based on private households equipment from 1996.
EL	IOM		
E	INE, MC, Eurostat	MC, INE, UVE	
F	SJTI, Eurostat	SIMAVELEC	Estimations based on households equipment in percentage with INSEE figures concerning households. Provisional data for 1997-98.
IRL	Eurostat	IVF, SD / MVR	Figures based on household survey for 1987. IVF, SD data for other years.
I	ISTAT, Eurostat	ISTAT	Calculated data based on penetration rate for 1997.
L	Eurostat, STATEC	IVF / SD, STATEC	1991 figures based on population census (STATEC). IVF, SD data based on penetration rate of TV households. Revised data 1992-98.
NL	Eurostat, SN	KeL, SN	Data based on penetration of households.
A	ÖSZ, Eurostat	ORF	Data are coming from continuous based surveys (OPTIMA before 1993 and Radiotest since 1993). Eurostat update for 1997-98.
P	INE, Eurostat	INE, IPACA, IVF, Marktest, ICS	Data based on VCR penetration on private households. IVF data for 1990-93. Marktest data available only for 1998.
FIN	TK, Eurostat		Based on a survey, which gives penetration rate as result. The number of VCR households is calculated using this rate.
S	NORDICOM-S	SCB, NRPGU	Figures 1994-1996 are revised due to better estimates on number of households. Estimations based on data from NSI and the NRPGU.
UK	Eurostat, DCMS	SD, BVA	1990-97: Data based on VCR penetration rate of private households. Eurostat calculated data for 1990-97.
IS	Eurostat	SI	Data based on share of population owning VCR.
N	SN, Eurostat	Eurostat, NORDICOM, TeL	1980-84: estimations of VCR equipment based on annual sales. Data are based on VCR penetration of TV households. Estimations based on equipment survey for 1997-98.
EEA	Eurostat		Including estimations for IS (1992-93), F (1996), P (1996-97) and E (1997).
CH	OFS, Eurostat	IVF, SD / SVV	Calculated data based on TV households penetration (IVF data) for 1994-98.
US		MPAA / AC.N	
JP		SD	
CA	Eurostat, SC	SC, SD	Data based on penetration rate.
AU	Eurostat, AFC	AFC, SD	Calculated data, except for 1980 and 1981.

Number of new video titles released for rental:

Number of new audiovisual programmes released on video on the first time for rental to general public on whatever formats (same title may be released in different formats e.g. cassettes or discs).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	BVF	
DK		IVF, SD / FDVD	
D	Eurostat, DIW	IVF, SD / DVI, BVV	
EL		IVF, SD / EPOE	Data refer to titles for rental.
E	Eurostat	IVF, SD / UVE	
F			
IRL		IVF, SD / MVR	
I		UNIVIDEO	
L			
NL	Eurostat, SN	NVPI	
A		IVF, SD / RHE	
P	Eurostat	IVF, SD / FEVIP	
FIN		IVF, SD	Estimations.
S	NORDICOM-S, Eurostat	SFI, SVF	1991-92 data from video films catalogue.
UK	DCMS, Eurostat	IVF, BVA	Before 1996, data come from IVF.
IS	SI	Dist.	
N	Eurostat, NORDICOM	IVF, SD / NVf, NCF	
EEA			
CH		IVF, SD / SVV	Estimations.
US		SD	
JP		SD	
CA			
AU	AFC	VT	

Video market

Number of new video titles released for sale:

Number of new audiovisual programmes released on video on the first time for selling to general public, on whatever formats (same title may be released in different formats e.g. cassettes or discs).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	BVF	
DK		IVF, SD / FDVD	
D	Eurostat, DIW	IVF, SD / DVI, BVV	
EL	Eurostat	IVF, SD / EPOE	Data refer to titles for sale.
E	Eurostat	IVF, SD / UVE	
F			
IRL	Eurostat	IVF, SD / MVR	
I		UNIVIDEO	Estimations for 1998.
L			
NL	Eurostat, SN	NVPI	
A		IVF, SD / RHE	
P	Eurostat	IVF, SD / FEVIP	
FIN		IVF, SD	Estimations.
S	NORDICOM-S, Eurostat	SFI, SVF	1991-92 data from video films catalogue.
UK	DCMS, Eurostat	IVF, BVA	Before 1996, data come from IVF.
IS	SI	Dist.	
N	Eurostat, NORDICOM	IVF, SD / NVf, NCFF	
EEA			
CH		IVF, SD / SVV	Estimations.
US		SD	
JP		SD	
CA			
AU	AFC	VT	

PART 4

Television market

Overview

Between 1980 and 1998, the TV market in the European Union has strongly changed due to:

- deregulation (emergence of private television which started at the beginning of the 1980s),
- the development of digital broadcasting technologies,
- the diversification of transmission and reception means (emergence of satellite and cable transmission in complement to traditional land-based hertzian broadcasting),
- internationalisation (e.g. emergence of international or pan-European channels, etc.).

For these reasons, television is the most difficult sector to define and to analyse statistically. Each national television landscape today has its own particular features and technological and regulatory developments have led to mixing all the traditional criteria used to define the sector (statutory criteria, transmission, broadcasting, financing and access to programmes and audience viewing measurement, etc.), which were based on the traditional hertzian spectrum. The development of the television sector has been a key issue for EU audiovisual policies. The "Television without frontier" Directive adopted in 1989 and amended in 1997, has the aim of promoting the production and distribution of European works, and the co-ordination of national legislation in areas such as the access of the public to major events, television advertising and sponsorship, protection of minors, etc.

Total number of TV channels

In the 1980s and 1990s television broadcasting in the European Union boomed with the development of an increasing number of TV channels. In the 1980s, the growth was mainly due to the development of private terrestrial television channels mostly financed by advertising and sponsorship. The early 1990s has been marked by the growth of TV channels distributed via cable networks and satellite channels as well as the emergence of Pay-TV programme services mainly financed by subscription fees.

Between 1980 and 1998 the number of channels in the European Union has skyrocketed. While only few channels existed at national level (between 1 and 7 channels per country) at the beginning of the 1980s, more than 100 channels can be found in the late 1990s in several countries (Germany, Greece, France, Italy, and the United Kingdom). The number of TV channels in the EU multiplied by 25 between 1980 and 1994, to around 1 285 channels, of which more than 90% private (92.5% in 1994 based on results for 12 EU countries).

The growth continued after the mid-1990s also due to the emergence of digital technology and TV digital platform offering a huge number of channels and flexible packages based on specific themes or interests. Between 1980 and 1998 the number of TV channels for example multiplied by 69 in Denmark, by 44 in France (up to 1997) and by 15 in Germany. In some Member States, however, the number of TV channels grew more slowly such as in Austria, Ireland and Portugal, where the TV landscape changed more in the late 1990s.

This growth in the number of TV programme services has been paralleled by the diversification in TV channels programming content. There was a move from general-interest channels to more specific theme channels (e.g. entertainment, movies, children, documentaries, music, news/business, sports, culture and education, shopping, travel, community channels for ethnic or linguistic groups, etc.).

Number of TV channels with nation-wide distribution

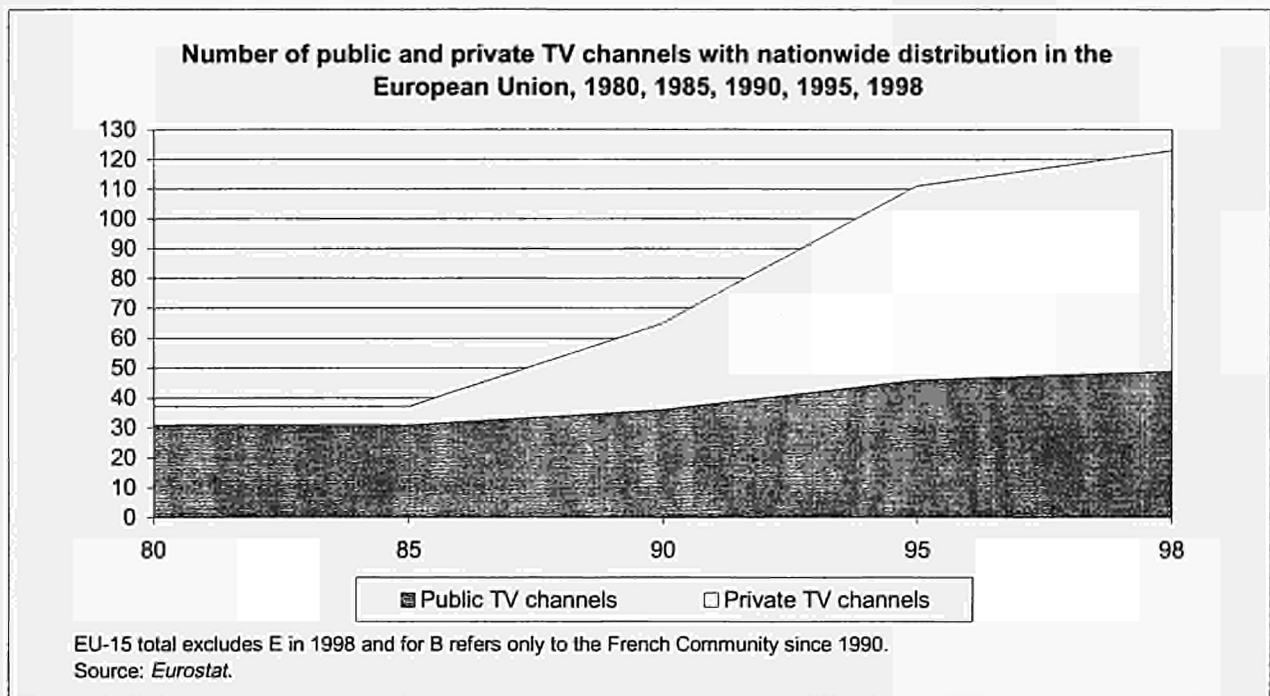
Between 1980 and 1998, the changes are also evident in the number of TV programme services with nation-wide distribution in the European Union, which more than tripled (232.4%) to around 123 channels in 1998.

Television market

The growth was mainly due to private channels which multiplied by around 12, from 6 channels in 1980 to 74 private TV programme services with nation-wide distribution in 1998.

In 1980, only 4 EU countries had private programme services (Belgium, Italy, Luxembourg, and Finland). In 1997 all EU countries had private TV programme services with nation-wide distribution except Austria and Ireland.

Between 1980 and 1998, the number of public channels with nation-wide distribution only grew by 58.1% in the EU, from 31 channels in 1980 to 49 public TV programme services in 1998 (all EU countries except Luxembourg have public channels). The share of public channels in the total number of TV programme services with nation-wide distribution has decreased sharply between 1980 and 1998. In 1980, public TV programme services represented 83.8% of the total TV programme services with nation-wide distribution in the European Union, 55.4% in 1990 and only 39.8% in 1998.



TV viewing time

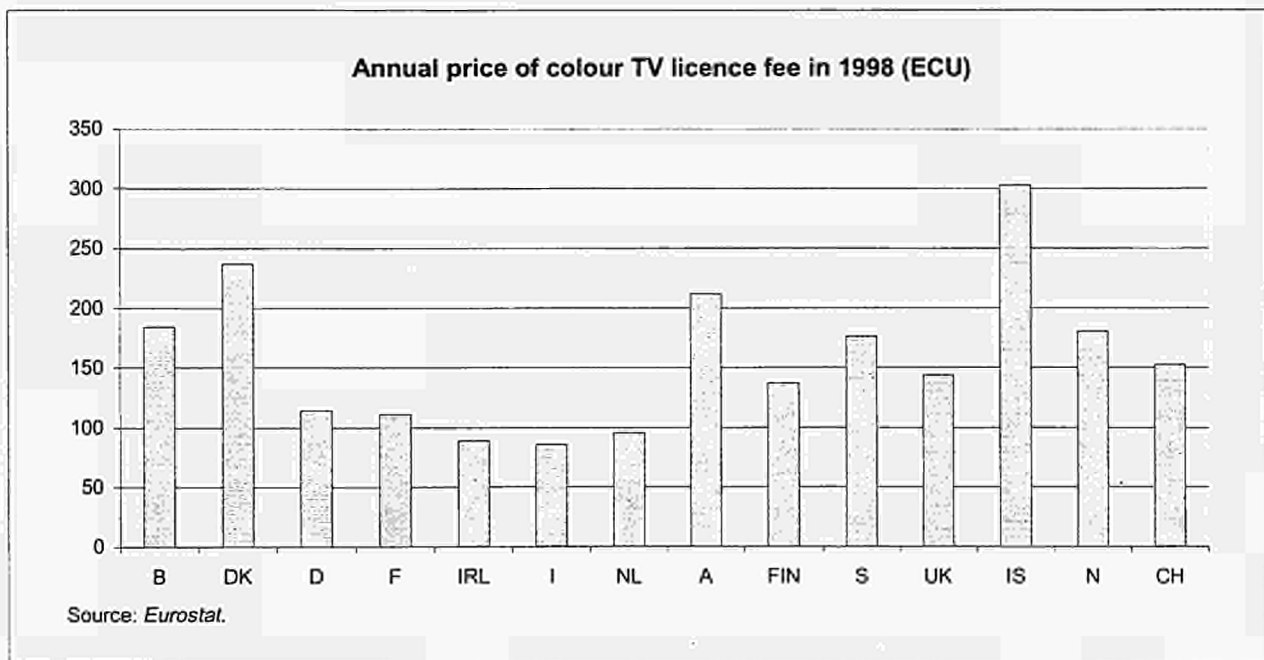
In the 1990s, EU viewers benefited from an increasing diversity in programmes and channels. In addition to new channels, existing TV channels have extended their broadcast time. The daily TV viewing time (annual average) in 8 over 14 EU countries increased between 1993 and 1997. In 1997 (excluding France where data concerns households), the annual daily average time spent watching TV programme services by individuals varied greatly between EU countries from 141 minutes in Sweden to 249 minutes in Greece.

Television finance

The television (and radio) market differs from the other audiovisual markets (e.g. cinema or video) as regards the structure of the sources of revenue. In the television market some services are free for the consumer (except for pay television services) and revenues come from another source: the advertisers on commercial television. Even the licence fee is not directly linked to the use of television services, despite being paid by the consumer.

Due to this specific income structure, the economy of the television market operates in a different way from other markets, and the trends in it depend not only on consumers' behaviours, but also on other factors, such as regulatory environment, political decisions and advertisers. Nevertheless, the several types of pay television service (pay channel packages, pay premium channels and pay-per-view (PPV) services) get their incomes (e.g. through subscription fees and PPV purchases) in a way that resembles the one in use in the other audiovisual markets.

A television licence existed in most EU and EFTA countries in 1998. Only in Spain, Luxembourg and Portugal (since 1991), a licence was not required. It is paid to get the right to watch some television channels, not always only public service channels for the financing of which it is mainly used. The terms of the licence varied from country to country. In some countries like Belgium, it covered both radio and television, but in others such as Finland it is needed only for television. In Greece the licence fee is collected through the electricity bill from all households and is not based on ownership of a television set. In 1998, the annual licence fee amount for colour TV varied from country to country, from ECU 302 in Iceland to ECU 86 in Italy. Between 1980 and 1998 the increase in the amount of the annual licence fee varied greatly among EEA countries. For example in Iceland (+172.2%) the annual licence fee more than doubled, whereas in Italy (+29.6%) the growth was more modest.



Between 1980 and 1997, receipts from the TV licence fee increased in all the EU and EFTA countries (no data for Greece) where the system was in use. In the European Union, public broadcasters income from TV licence fees grew sharply (+234.9%) to ECU 10 882 million (excluding Greece) in 1997. Among the countries with the highest growth rate were the United Kingdom (+340.9%) and Germany (+310.7%), where receipts from the TV licence more than quadrupled in ECU terms between 1980 and 1997. Nevertheless public TV receipts from licence fees decreased in Belgium (-33.6%), the Netherlands (-7.2%) and Austria (-4.6%) between 1995 and 1997.

Advertising and sponsorship are important sources of income not only for private television broadcasters (estimate of ECU 9 021 million in 1996 for the EU for private nation-wide channels excluding Belgium, Spain, Italy and the Netherlands) but also for many public TV broadcasters (except in the UK). In some EU countries, receipts of public channels from advertising and sponsorship started in the 80s or beginning of the 1990s.

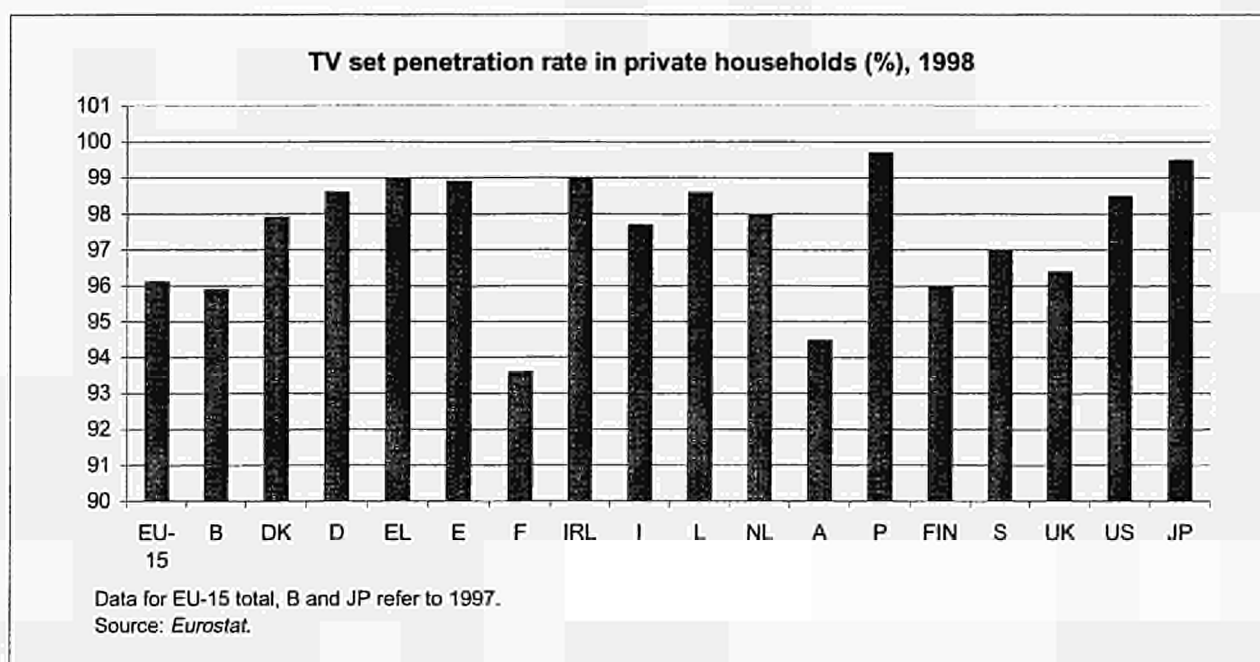
Between 1987 and 1996, the total EU public broadcasters receipts from advertising and sponsorship grew modestly by 36.8% to ECU 3 952 million. Nevertheless the trend is not common to all countries. In Denmark (multiplied by 52) and Ireland (331.4%) public TV receipts from advertising and sponsorship grew sharply. On the contrary, in countries in Greece (-90.5%) and Germany (-54.1%) public receipts from TV advertising and or sponsorship decreased strongly between 1987 and 1996 probably due to the competition with private channels.

At EU level, advertising/sponsorship receipts were not as important a source of income for public television broadcasters as licence fee receipts. In 1987, the total EU public TV income from advertising and sponsoring was 49.2% of the size of the total EU public TV receipts from the licence fee, 43.7% in 1992 and 36.3% in 1996.

TV sets in private households

In the 1980s, colour TV sets continued to replace black and white TV equipment and from 1992 16/9 television sets emerged. The EU market for television sets has been stagnating since the beginning of the 1990s. TV equipment reached saturation point (90% and over) in many countries of the European Union as early as the mid 1980s except in Portugal and in Spain where saturation point was reached at the end of the 1980s and in Greece where it was reached in the mid 1990s. At EU level, the average TV set penetration rate in households was 96.1% in 1997. In the EU TV penetration rate in private households varied greatly from country to country in 1987, from 72.6% in Greece to 99.8% in Denmark, whereas in 1997, almost all the EU countries were over 94%. The number of TV households in the European Union increased by 20.7% from 119 million to 144 million households between 1987 and 1997.

In the United States the TV set penetration rate in private households was 98.1%, in Japan 99.5% in 1997. In 1997 there were 98 million of TV households in the USA and 44 million in Japan. Between 1987 and 1997, the number of TV households increased by 10.6% in the United States and 18.6% in Japan.



Turnover of public TV broadcasters of national origin

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								171 478
DK								352 600
D								
EL								
E								
F							963 002	1 114 242
IRL						144 204	157 511	157 674
I	697 942	1 026 510	1 262 440	1 321 586	1 693 747	1 946 882	2 050 355	2 322 632
L	-	-	-	-	-	-	-	-
NL								579 117
A	237 247	344 901	361 508	399 886	441 425	459 823	513 197	533 175
P	29 982	52 560	57 725	76 332	91 017	108 762	116 621	152 505
FIN	117 976	229 061	248 369	249 290	266 843	277 348	309 083	328 185
S								256 376
UK								
IS	5 790	10 041	12 597	10 755	12 624	16 174	16 059	15 584
N								241 177
EEA								
CH								312 922
US	506 345		1 436 269			1 156 891	1 405 945	1 241 529
JP								
CA								214 084
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	189 624	193 436	219 760	212 085	229 100	215 434	217 999	
DK	381 058	360 214	387 959	413 481	440 909	440 665		
D					4 024 016	4 240 812		4 523 317
EL								
E								
F	1 203 301	1 406 024	1 507 760	1 628 075	1 802 895	1 951 486	2 029 761	
IRL	152 607	160 108	163 313	160 630	185 973	182 113	215 329	217 668
I	2 578 200	2 642 399	2 205 048	2 148 123	1 999 399	2 265 998		
L	-	-	-	-	-	-	-	-
NL	555 611							
A	574 462	621 162	656 498	752 164	743 643	727 455	721 788	726 551
P	192 431	239 212	185 346	138 835	110 188	155 869	131 017	172 762
FIN	336 599	311 659	277 280	306 370	344 381	349 487	339 007	332 599
S	264 197	316 875	343 803	335 149	354 547	405 040	385 948	391 883
UK			2 526 186	2 784 111	2 672 574	2 957 122	3 720 620	4 050 802
IS	17 452	17 099	16 498	16 383	16 018	16 528	18 638	19 564
N	269 926	291 727	298 007	304 240	291 198	344 751	334 869	
EEA								
CH	370 874	363 545	405 216	496 128	532 850	528 349	497 714	594 561
US	1 388 844	1 378 938	1 528 608	1 509 012	1 465 585	1 540 461		
JP								
CA	226 720	220 766	219 898	215 609	203 250	265 555		
AU			291 062	252 964				

Source: Eurostat.

Television market

Income from TV licence fees (public broadcasters of national origin)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	3 249 431	5 116 333	5 490 759	5 868 421	5 877 319	6 365 707	6 577 502	7 203 383
EUR-11	2 467 270	3 568 185	3 879 947	4 085 791	4 110 173	4 412 616	4 528 840	5 084 018
B	271 393	334 052	359 891	394 129	412 601	532 324	488 467	494 022
DK	123 668	183 269	196 165	210 065	213 197	221 090	222 628	238 656
D	854 132	1 246 593	1 267 125	1 341 039	1 397 518	1 416 795	1 445 754	1 720 189
EL	:	:	:	:	:	:	:	:
E	-	-	-	-	-	-	-	-
F	434 149	664 919	711 639	769 454	577 564	631 001	593 405	711 877
IRL	25 343	39 075	46 118	51 923	54 733	56 197	58 113	61 130
I	439 872	602 803	787 644	795 483	896 375	985 280	1 083 504	1 198 965
L	-	-	-	-	-	-	-	-
NL	198 894	283 355	289 127	308 219	324 311	328 081	349 426	364 165
A	135 069	196 442	202 457	211 437	219 477	220 553	243 798	250 625
P	15 711	23 769	26 501	27 692	28 154	29 141	27 670	28 786
FIN	92 707	177 178	189 446	186 415	199 441	213 245	238 704	254 260
S	:	176 318	186 925	198 265	190 424	197 461	221 850	239 621
UK	658 493	1 188 561	1 227 722	1 374 300	1 363 525	1 534 539	1 604 184	1 641 087
IS	4 279	6 545	8 022	6 641	8 880	12 161	12 582	11 668
N	147 666	147 219	161 172	156 015	165 487	150 314	191 075	196 590
EEA	3 401 376	5 270 097	5 659 954	6 031 078	6 051 685	6 528 183	6 781 159	7 411 641
CH	82 225	140 783	143 179	154 470	165 485	190 716	188 045	196 130
US	-	-	-	-	-	-	-	-
JP	:	:	1 806 612	:	:	:	:	2 377 763
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	7 403 147	8 501 788	9 008 902	9 395 417	9 462 917	9 705 607	10 881 841	
EUR-11	5 079 554	6 058 622	6 253 764	6 542 795	6 638 584	6 664 121	7 139 842	
B	302 251	301 925	316 506	333 554	235 936	153 377	156 696	
DK	256 939	272 625	293 537	284 757	301 308	313 207	319 899	
D	1 765 652	2 535 637	2 771 265	2 868 752	3 003 069	2 983 965	3 507 977	3 538 619
EL	:	:	:	:	:	:	:	
E	-	-	-	-	-	-	-	
F	786 713	926 787	972 612	1 014 794	1 098 687	1 144 001	1 187 581	
IRL	63 712	64 319	61 926	63 290	61 372	69 832	81 717	80 533
I	1 258 120	1 281 275	1 153 088	1 198 020	1 108 284	1 229 989		
L	-	-	-	-	-	-	-	
NL	377 331	431 228	478 117	499 474	531 705	479 032	493 484	570 806
A	252 929	261 027	281 566	328 370	338 254	337 713	322 700	348 407
P	-	-	-	-	-	-	-	
FIN	272 845	256 423	218 684	236 541	261 278	266 212	262 983	261 175
S	248 420	281 297	303 239	311 140	327 050	375 115	362 055	363 260
UK	1 818 234	1 889 243	2 158 361	2 256 725	2 195 975	2 353 164	2 903 349	3 222 783
IS	13 014	13 064	13 016	12 495	11 436	11 654	13 035	13 118
N	220 943	225 000	226 720	239 607	264 361	285 864	306 465	
EEA	7 637 104	8 739 852	9 248 638	9 647 519	9 738 715	10 003 125	11 201 341	
CH	255 419	246 404	275 808	298 538	322 801	321 800	309 275	376 048
US	-	-	-	-	-	-	-	
JP	:	:	:	4 496 299	4 499 561	:	:	
CA	:	:	:	:	:	:	:	
AU	:	:	:	:	:	:	:	

Source: Eurostat.

Income from TV advertising and sponsorship (public broadcasters of national origin) (1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	2 889 658	3 344 197	3 933 181	3 793 869
EUR-11	:	:	:	:	2 793 873	3 220 553	3 760 580	3 672 144
B	:	:	:	:	:	:	:	30 783
DK	-	-	-	-	1 268	11 319	50 191	46 586
D	443 309	605 871	646 813	686 026	739 550	759 738	780 118	703 669
EL	:	:	:	:	94 517	112 325	122 410	75 140
E	:	386 002	480 110	:	822 952	1 036 301	1 417 345	1 289 025
F	258 649	413 146	467 990	519 283	306 822	315 074	311 509	324 264
IRL	21 073	33 288	36 846	15 495	20 029	45 114	51 174	55 871
I	124 452	325 761	420 583	459 682	497 020	603 644	681 907	731 284
L	-	-	-	-	-	-	-	-
NL	72 819	111 360	121 863	138 282	168 796	191 024	209 827	202 410
A	86 206	123 864	132 585	158 177	182 143	194 844	220 599	232 412
P	11 832	22 692	28 153	39 663	56 562	74 815	88 102	102 426
FIN	-	-	-	-	-	-	-	-
S	-	-	-	-	-	-	-	-
UK	-	-	-	-	-	-	-	-
IS	:	:	:	:	:	:	:	:
N	-	-	-	-	-	-	-	-
EEA	:	:	:	:	:	:	:	:
CH	45 236	69 661	73 772	92 057	95 112	103 922	105 383	116 792
US	51 712	:	224 089	:	:	180 130	219 651	205 744
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	195 907
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	3 630 209	3 718 714	3 110 324	3 695 611	3 831 982	3 952 045	:	:
EUR-11	3 541 195	3 630 729	3 032 803	3 608 928	3 741 361	3 874 846	:	:
B	28 645	33 391	36 528	40 544	44 034	42 310	42 014	:
DK	52 222	51 221	54 125	61 909	69 732	66 039	:	:
D	721 670	642 447	420 906	307 608	345 297	339 349	313 585	337 205
EL	36 658	35 025	22 300	22 776	19 324	8 951	23 210	36 770
E	1 128 677	1 033 624	760 562	1 336 960	1 345 546	1 427 701	:	:
F	329 112	395 859	439 274	508 004	601 834	651 779	689 744	:
IRL	56 485	64 902	68 338	75 989	94 847	86 410	96 764	99 341
I	736 806	781 877	647 936	660 102	626 719	771 838	:	:
L	-	-	-	-	-	-	-	-
NL	163 568	205 284	215 153	221 474	232 025	133 194	126 198	154 978
A	240 733	305 059	311 367	333 097	326 117	306 319	315 394	307 120
P	135 499	168 286	132 740	87 838	74 042	67 670	63 577	71 809
FIN	-	-	-	37 314	50 901	48 277	:	:
S	134	1 739	1 096	1 997	1 565	2 208	1 537	2 512
UK	-	-	-	-	-	-	-	-
IS	:	:	:	:	:	:	:	:
N	-	-	-	-	-	-	-	-
EEA	:	:	:	:	:	:	:	:
CH	115 454	117 141	129 408	166 597	181 040	176 492	158 277	159 630
US	234 030	231 107	243 382	253 043	224 769	229 179	:	:
JP	:	:	:	:	:	:	:	:
CA	199 252	196 860	186 602	179 479	158 288	196 192	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Television market

Total number of TV programme services (TV channels)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	40	63	67	80	85	95	113	137
B	5	16	16	16	16	16	17	17
DK	1	:	36	:	18	40	55	55
D	7	14	17	22	26	32	41	51
EL	:	:	:	:	:	:	:	:
E	2	4	5	9	9	10	14	14
F	3	5	5	9	9	11	15	20
IRL	2	2	2	2	2	2	2	2
I	7	8	8	8	8	8	8	16
L	1	1	1	1	1	1	1	1
NL	2	2	2	2	2	3	3	3
A	2	2	2	2	2	2	2	2
P	4	4	4	4	4	4	4	4
FIN	5	5	5	5	6	6	6	7
S	2	2	2	2	2	2	2	5
UK	:	:	:	:	:	:	:	:
IS	1	1	1	2	2	2	2	2
N	:	:	:	:	110	:	105	108
EEA	:	:	:	:	:	:	:	:
CH	3	6	7	7	7	7	7	7
US	1 024	:	1 200	:	:	1 352	1 401	1 433
JP	97	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	1 285	:	:	:	:
EUR-11	150	165	181	882	958	:	:	:
B	17	17	17	17	19	19	22	24
DK	66	59	64	68	72	68	:	69
D	61	67	68	74	88	93	102	106
EL	:	:	140	160	:	:	153	153
E	14	14	21	24	27	:	:	:
F	23	29	32	41	81	93	132	:
IRL	2	2	2	2	2	3	3	4
I	16	16	16	698	712	725	730	670
L	1	1	2	3	3	5	5	5
NL	3	5	8	9	11	12	21	21
A	2	2	2	2	2	2	:	:
P	4	5	6	6	6	6	6	9
FIN	7	7	7	6	7	7	7	7
S	5	7	9	10	10	10	11	12
UK	:	:	:	165	:	257	283	312
IS	2	3	3	3	6	6	7	10
N	123	104	108	106	106	:	63	:
EEA	:	:	:	1 394	:	:	:	:
CH	7	7	8	9	9	18	90	90
US	1 448	1 467	1 489	1 496	1 512	1 526	1 529	:
JP	:	:	:	:	129	132	130	133
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	125

Source: Eurostat.

Number of public TV programme services with nationwide distribution

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	31	31	31	31	31	33	38	36
EUR-11	25	25	25	25	24	25	30	28
B	4	4	4	4	4	4	4	2
DK	1	1	1	1	1	2	2	2
D	2	2	2	2	2	2	6	6
EL	1	1	1	1	2	2	2	2
E	2	2	2	2	2	2	3	3
F	3	3	3	3	2	2	2	2
IRL	2	2	2	2	2	2	2	2
I	3	3	3	3	3	3	3	3
L	-	-	-	-	-	-	-	-
NL	2	2	2	2	2	3	3	3
A	2	2	2	2	2	2	2	2
P	2	2	2	2	2	2	2	2
FIN	3	3	3	3	3	3	3	3
S	2	2	2	2	2	2	2	2
UK	2	2	2	2	2	2	2	2
IS	1	1	1	1	1	1	1	1
N	1	1	1	1	1	1	1	1
EEA	33	33	33	33	33	35	40	38
CH	3	3	3	3	3	3	3	3
US	:	:	:	:	:	:	:	:
JP	2	2	2	2	2	2	2	2
CA	:	:	:	:	:	:	:	:
AU	2	2	2	2	2	2	2	2
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	38	41	43	45	46	49	49	49
EUR-11	29	32	34	36	36	39	39	39
B	2	2	2	2	2	2	2	2
DK	2	2	2	2	3	3	3	3
D	7	9	9	10	10	10	14	14
EL	3	3	3	3	:	:	3	3
E	3	3	5	5	5	:	:	:
F	2	3	3	4	4	4	4	4
IRL	2	2	2	2	2	3	3	3
I	3	3	3	3	3	3	6	6
L	-	-	-	-	-	-	-	-
NL	3	3	3	3	3	3	3	3
A	2	2	2	2	2	2	2	2
P	2	2	2	2	2	2	2	2
FIN	3	3	3	3	3	3	3	3
S	2	2	2	2	2	2	2	2
UK	2	2	2	2	2	2	2	2
IS	1	1	1	1	1	1	1	1
N	1	1	1	1	1	2	2	:
EEA	40	43	45	47	48	52	50	50
CH	3	3	4	4	4	4	:	:
US	:	:	:	:	:	:	:	:
JP	2	2	2	2	2	2	2	2
CA	:	:	:	:	:	:	:	:
AU	2	2	2	2	2	2	2	:

Source: Eurostat.

Television market

Number of private TV programme services with nationwide distribution

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	6	6	6	9	11	11	19	29
EUR-11	6	6	6	9	11	11	17	27
B	1	1	1	1	1	1	2	2
DK	-	-	-	-	-	-	-	-
D	-	-	-	-	-	-	2	4
EL	-	-	-	-	-	-	2	2
E	-	-	-	-	-	-	3	3
F	-	-	-	3	4	4	4	4
IRL	-	-	-	-	-	-	-	-
I	3	3	3	3	3	3	3	11
L	1	1	1	1	1	1	1	1
NL	-	-	-	-	-	-	-	-
A	-	-	-	-	-	-	-	-
P	-	-	-	-	-	-	-	-
FIN	1	1	1	1	2	2	2	2
S	-	-	-	-	-	-	-	-
UK	:	:	:	:	:	:	:	:
IS	:	:	:	-	-	-	-	-
N	-	-	-	-	-	-	1	1
EEA	6	6	6	9	11	11	20	30
CH	-	-	-	-	-	-	-	-
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	3	3	3	3	3
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	29	32	42	49	65	:	65	74
EUR-11	27	28	35	42	57	:	53	61
B	2	2	2	2	3	3	4	5
DK	-	-	-	-	-	-	1	2
D	4	4	7	10	20	23	23	26
EL	2	3	5	5	:	:	8	8
E	3	3	7	10	12	:	:	:
F	4	3	3	3	3	3	3	3
IRL	-	-	-	-	-	-	-	1
I	11	11	11	11	11	11	11	11
L	1	1	1	1	1	1	1	1
NL	-	1	1	2	4	4	7	7
A	-	-	-	-	-	-	-	:
P	-	1	2	2	2	2	2	5
FIN	2	2	1	1	1	1	2	2
S	-	1	1	1	1	1	1	1
UK	:	:	:	:	:	:	:	:
IS	-	-	1	1	1	1	1	1
N	2	2	3	3	3	3	3	:
EEA	31	34	46	53	69	:	69	75
CH	-	-	-	-	-	-	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	6	6
CA	:	:	:	:	:	:	:	:
AU	3	3	3	3	3	3	3	:

Source: Eurostat.

Daily TV viewing time (annual average)

(Minutes per day)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B		144	147	154	154			
DK								
D								
EL								145
E								
F		259	249	258	266	281	295	304
IRL								
I								191
L								
NL						117	99	116
A								
P								
FIN	103	126	111	111	100	97	96	104
S								
UK			226	221	218	218	213	206
IS								
N								
EEA								
CH								
US								
JP								235
CA								
AU								162
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	184		185		176	180	173	
DK		148	152	161	164	166	155	162
D		158	166	167	175	183	183	188
EL	213	209	206	210	220	238	249	253
E								
F	315	308	302	305	310	304	300	311
IRL			191	193	188	188	182	194
I	190	201	207	208	213	215	212	221
L			155	171	156	144	136	
NL	137	143	148	152	151	157	155	165
A								
P		165	170	170	169	165	165	157
FIN	112	119	130	138	140	149	149	149
S			124	139	134	140	141	144
UK		229	221	216	215	215	215	217
IS								
N		122	133	140	143	150	144	
EEA								
CH								
US								
JP	237	247		255	225	214	214	
CA	199			195		196	188	
AU	188	194	191		189			

Source: Eurostat.

Television market

Number of TV licences (total licence fee accounts)

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	90 175	95 160	96 079	97 150	98 492	99 611	100 912	:
EUR-11	63 618	68 161	68 961	69 706	70 745	71 664	72 581	73 686
B	2 934	2 983	2 972	2 984	3 172	3 258	3 274	3 296
DK	1 856	1 894	2 005	1 976	1 941	1 942	1 947	1 962
D	20 760	22 130	22 430	22 700	23 010	23 380	23 740	24 140
EL	2 974	3 176	3 228	3 281	3 335	3 390	3 446	3 502
E	-	-	-	-	-	-	-	-
F	15 965	17 639	17 932	18 149	18 440	18 787	19 051	19 469
IRL	642	677	717	752	788	760	782	806
I	13 983	14 460	14 521	14 605	14 687	14 717	14 851	15 002
L	-	-	-	-	-	-	-	-
NL	4 181	4 516	4 574	4 641	4 703	4 763	4 838	4 879
A	2 233	2 419	2 426	2 434	2 484	2 487	2 494	2 500
P	1 382	1 567	1 605	1 618	1 618	1 649	1 671	1 701
FIN	1 538	1 770	1 784	1 822	1 843	1 863	1 879	1 894
S	3 205	3 248	3 265	3 282	3 286	3 293	3 330	3 298
UK	18 522	18 681	18 620	18 905	19 185	19 322	19 608	:
IS	63	67	70	71	74	76	75	77
N	1 195	1 328	1 369	1 443	1 454	1 472	1 467	1 496
EEA	91 433	96 555	97 517	98 664	100 019	101 159	102 455	:
CH	1 980	2 140	2 186	2 241	2 289	2 238	2 385	2 435
US	-	-	-	-	-	-	-	-
JP	29 263	:	31 509	31 955	32 937	38 839	33 189	33 543
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	102 418	109 894	110 859	108 236	:	107 028	108 202	:
EUR-11	73 709	80 884	81 489	78 517	:	80 309	81 275	:
B	3 304	3 297	3 316	3 384	3 411	3 417	3 478	:
DK	1 983	2 016	2 039	2 054	2 060	2 081	2 114	2 121
D	25 169	31 516	31 520	31 890	32 310	32 630	33 060	33 520
EL	3 560	3 619	3 679	3 740	:	:	:	:
E	-	-	-	-	-	-	-	-
F	19 666	19 812	19 882	16 112	15 980	16 650	17 022	17 572
IRL	829	849	858	868	:	894	873	905
I	15 094	15 267	15 675	15 864	16 091	16 115	16 072	15 912
L	-	-	-	-	-	-	-	-
NL	5 242	5 618	5 675	5 890	6 088	6 032	6 186	6 302
A	2 508	2 638	2 677	2 628	2 654	2 641	2 637	2 345
P	-	-	-	-	-	-	-	-
FIN	1 897	1 888	1 886	1 882	1 915	1 929	1 947	1 972
S	3 318	3 326	3 321	3 352	3 368	3 367	3 359	3 348
UK	19 848	20 049	20 331	20 573	20 919	21 271	21 454	21 844
IS	81	84	86	87	88	90	89	91
N	1 482	1 496	1 522	1 550	1 582	1 637	1 678	:
EEA	103 981	111 473	112 466	109 873	:	108 755	109 969	:
CH	2 476	2 513	2 560	2 589	2 623	2 646	2 662	2 648
US	-	-	-	-	-	-	-	-
JP	:	34 344	34 701	35 027	35 377	35 816	36 957	36 597
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Annual price of colour TV licence fee

(ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	82.5	99.0	107.1	115.3	118.8	137.6	139.1	146.5
DK	102.2	:	144.2	148.7	150.4	152.9	154.1	161.4
D	43.7	60.1	60.4	63.2	64.9	66.2	66.3	76.0
EL
E	-	-	-	-	-	-	-	-
F	59.8	73.1	77.4	79.6	73.0	71.9	75.9	79.8
IRL	:	:	:	:	:	:	:	:
I	66.4	67.6	64.5	63.8	78.3	76.1	82.8	82.1
L	-	-	-	-	-	-	-	-
NL	:	:	:	:	:	:	:	:
A	:	:	:	142.9	148.1	150.6	166.7	169.1
P	23.0	28.1	30.4	30.7	30.7	30.9	18.5	19.3
FIN	83.1	124.9	125.7	124.5	122.4	133.5	149.1	158.6
S	97.3	113.0	123.9	124.1	125.3	135.9	152.7	154.8
UK	:	:	:	:	:	:	105.5	99.5
IS	111.1	160.4	167.4	150.8	252.9	276.0	286.4	262.3
N	:	:	:	:	:	:	:	:
EEA								
CH	:	:	:	:	:	:	:	:
US	-	-	-	-	-	-	-	-
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	151.5	159.3	168.1	175.5	185.5	184.4	181.8	184.3
DK	187.6	193.9	203.3	210.0	221.6	226.1	229.6	236.8
D	76.1	92.4	96.4	97.0	99.6	97.7	114.8	114.6
EL
E	-	-	-	-	-	-	-	-
F	81.2	84.7	91.4	95.9	102.7	107.8	105.9	111.3
IRL	:	:	:	55.4	76.0	78.1	93.6	89.0
I	92.6	92.8	80.4	81.5	74.2	82.4	83.7	86.0
L	-	-	-	-	-	-	-	-
NL	:	:	:	85.3	89.6	89.7	94.1	95.5
A	169.2	171.9	179.9	206.7	212.3	210.5	:	211.9
P	-	-	-	-	-	-	-	-
FIN	165.5	142.6	123.7	133.7	151.0	147.9	150.0	137.4
S	165.3	175.2	153.9	157.2	154.3	173.3	177.5	176.3
UK	109.8	108.5	106.4	108.9	104.4	110.0	132.2	144.1
IS	276.9	271.2	302.8	288.8	283.4	283.5	298.4	302.3
N	:	:	:	158.2	171.4	177.5	186.4	180.7
EEA								
CH	130.7	127.4	140.8	150.3	157.5	158.4	150.9	152.9
US	-	-	-	-	-	-	-	-
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Television market

Number of TV households

(1000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15					119 298	122 477	124 318	126 058
EUR-11					90 404	93 314	94 671	95 811
B			3 209		3 426	3 519	3 536	3 593
DK	1 897	2 121	2 124	2 052	2 200	2 091	2 215	2 174
D		23 971	24 270	24 606	25 008	25 420	25 856	26 457
EL					2 420	2 563	2 694	2 878
E					9 241	10 620	10 790	10 588
F	17 283	18 652	18 995	19 324	19 649	19 979	20 249	20 342
IRL	807	929	941	954	975	979	992	1 020
I		18 587	18 610	19 213	19 160	19 566	19 758	19 928
L		125	125	128	129	131	132	136
NL	4 764	5 206	5 329	5 445	5 597	5 640	5 711	5 880
A		2 687	2 670	2 617	2 681	2 743	2 748	2 791
P					2 604	2 718	2 881	3 013
FIN	1 708	1 880	1 921	1 938	1 934	1 999	2 018	2 063
S	3 355	3 482	3 519	3 545	3 574	3 609	3 638	3 695
UK	19 900	20 500	20 600	20 600	20 700	20 900	21 100	21 500
IS				82	83	84	85	89
N			1 643	1 732	1 745	1 767	1 761	1 796
EEA					121 126	124 328	126 164	127 943
CH	1 980	2 140	2 186	2 241	2 289	2 238	2 385	2 435
US	78 000	85 300	86 100	87 400	88 600	90 400	92 100	93 100
JP	32 239	34 710	35 530		37 000			38 600
CA			7 991					9 326
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	127 568	134 958	137 519	138 151	139 759		144 037	
EUR-11	96 746	103 825	106 103	106 330	107 833		110 797	
B	3 634	3 659	3 680	3 723	3 738	3 976	3 984	
DK	2 174	2 254	2 311	2 299	2 280	2 300	2 317	2 357
D	26 975	33 403	34 200	34 700	35 600	36 100	36 970	37 007
EL	3 027	3 120	3 206	3 308	3 410	3 520	3 590	3 663
E	10 960	11 392	11 573	11 728	11 804		11 929	11 951
F	20 658	20 675	21 077	21 251	21 394	21 687	21 674	21 996
IRL	1 047	1 069	1 078	1 102			1 133	1 175
I	19 212	19 290	20 120	19 339	19 414	19 505	20 208	21 149
L	138	140	142	143	153	158	160	162
NL	5 991	6 092	6 159	6 245	6 340	6 427	6 505	6 558
A	2 964	2 970	2 883	2 916	2 950	2 983	3 003	3 032
P	3 079	3 023	3 062	3 007	3 157	3 036	3 036	3 037
FIN	2 088	2 112	2 129	2 176	2 171	2 177	2 195	2 233
S	3 721	3 759	3 799	4 014	3 936	4 030	3 933	3 994
UK	21 900	22 000	22 100	22 200	22 300	23 200	23 400	23 600
IS	91	92	93	94	94	95	96	98
N	1 804	1 810	1 820	1 835	1 840	1 902	1 950	
EEA	129 463	136 860	139 432	140 080	141 693		146 083	
CH	2 476	2 513	2 560	2 589	2 623	2 646	2 662	2 653
US	92 000	93 100	93 100	94 200	95 400	95 900	98 000	99 400
JP	39 345	40 060	40 667	41 328	43 000	43 560	43 900	
CA			10 001	10 200	11 074	11 195	11 337	11 550
AU				6 569	6 701	6 829	6 983	7 029

Source: Eurostat.

Turnover of public TV broadcasters of national origin:

Total revenue (operating incomes) from all services rendered by TV broadcasters if possible excluding revenue from radio activities (radio programme services and related activities). Operating incomes may comprise receipts from TV licence fees, public subsidies, TV advertising, TV sponsorship, teleshopping, subscription fees (pay-TV), receipts from exploitation of own TV programme copyrights and other operating incomes as income from concessions, patents, trademarks and similar value, etc. Turnover comprises only ordinary activities and hence excludes the sales of fixed assets.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	RTBF	Data refer only to French Community public television.
DK	DS, Eurostat	NORDICOM / DR, TV2	Data include also radio activities.
D	Eurostat, DIW		Since 1995, data from DIW survey in co-operation with broadcasters. DLM-Study data since 1995.
EL			
E			
F	SJTI	INSEE, SJTI	Data concern France2, France3, La Sept, ARTE since 1993 and RFO. In France subsidies are not included in Turnover. Here total revenue concern Turnover and subsidies.
IRL	CSO, Eurostat	RTE	Turnover of RTE Group (Radio & Television activities)
I		RAI	
L	Min-SMA, STATEC		No public TV channels exist.
NL	SN		
A	ÖSZ, Eurostat	ORF, EBU	
P	ICS	RTP	
FIN	TK	FBC	For 1990-92 public broadcaster revenue refer to financial year ending in the reference calendar year (accounting period different from calendar period). Includes radio activities.
S	NORDICOM-S	SVT	Data refer to SVT (public TV broadcaster).
UK	DCMS	BBC, DCMS	BBC Annual Report and Accounts. Data includes S4C receipts from public subsidies for 1994, 1996-98.
IS	SI	RUV	
N	Eurostat	SN, NRK	Data refer to TV and radio activities.
EEA			
CH	OFS	SSR	
US	USDC	CPB	Radio activities are also included.
JP			
CA	SC		
AU	AFC		Data refer to period beginning at reference year X (end of time) and finishing year X + 1 (end of time). AFC estimations for 1994.

Television market

Income from TV licence fees (public broadcasters of national origin):

Net amount received from collecting TV licence fees payable for authorisation to possess and/or use TV broadcast receiving equipment (It may sometimes be combined with the possession of radio receiving equipment).

Note: The situation is different in Greece: In Greece every household pays a TV licence fee which is a tax included in the electricity bill without any link with the possession of TV broadcast receiving equipment.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL. Excluding S for 1980. Including I in 1997.
EUR-11	Eurostat		Including I in 1997.
B	INS, CF, Eurostat	RTBF	Receipts from TV and radio licence fees, until 1995. Since 1996, data refer only to French Community public television and concerns RTBF grant from licence fees (classified as public subsidies).
DK	DS, Eurostat	DRF, NORDICOM	Includes Danmarks Radio, TV2 and TV2 regions. Receipts of Danmarks Radio include also radio operations.
D	StBA, DIW	ARD, ZDF	
EL	IOM	ERT	Receipts from TV licence collected through the electricity bill.
E	Eurostat	INE	TV licence does not exist.
F	SJTI	INSEE, SJTI	Data concern France2, France3, La Sept, ARTE since 1993 and RFO.
IRL	CSO	RTE	Turnover of RTE Group (Radio & Television activities)
I		RAI	
L	Min-SMA, STATEC		No public TV channels exist.
NL	SN, Eurostat	NOS	Eurostat update for 1996-97 (rounded figures).
A	ÖSZ, Eurostat	ORF, EBU	
P	Eurostat, INE, ICS	RTP	TV licence fee was abolished in January 1991.
FIN	TK	FBC	
S	NORDICOM-S	SVT, SR	Data refer to SVT (public TV broadcaster).
UK	DCMS, Eurostat	BBC	Data are based on annual reports and accounts of BBC.
IS	SI	RUV	
N	SN, Eurostat	NRK	The Norwegian Broadcasting Corporation changed the system of accounts in May 1988.
EEA	Eurostat		Excluding EL. Excluding S for 1980. Including I in 1997.
CH	OFS	SSR	
US	USDC	CPB	TV licence fee does not exist.
JP		JBC	
CA			
AU			

Income from TV advertising and sponsorship (public broadcasters of national origin):

Total receipts coming from advertising (i.e. receipts - based on air time allocation - in respect of any form of message for which the broadcaster is paid or otherwise remunerated by a public or a private enterprise or other entity) and sponsorship (i.e. all contributions by public or private enterprise to finance the broadcasting of programmes with the aim of promoting the enterprise's name, brand image activities or operations but not its products or services).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding B (1987-89).
EUR-11	Eurostat		Excluding B (1987-89).
B	CF	RTBF	Data refer only to French Community public television.
DK	CBC, DAB, Eurostat	NORDICOM	Estimations made by primary sources. Since 1990, data refer to TV2 only.
D	SiBA	ARD, ZDF	Since 1995, data from DIW survey in co-operation with broadcasters.
EL	NSSG, IOM	ANaM, ERT	Data concerns advertising expenditure for the public TV sector. Data have been collected on rate card values as supplied by the relevant media and include advertising agency commission and all surcharges (including VAT).
E	INE, Eurostat	EBU, FFEP	EBU figures before 1989.
F	SJTI	INSEE, SJTI	Data concern France2, France3, La Sept, ARTE since 1993 and RFO.
IRL	CSO, Eurostat	RTE	The accounting period changed in 1987. Estimate for 1987.
I		RAI	
L	Min-SMA, STATEC		No public TV channels exist.
NL	SN, Eurostat	NOS	Eurostat update for 1996-97 (rounded figures).
A	ÖSZ, Eurostat	ORF, EBU	
P	ICS, Eurostat	EBU / RTP	Before 1990, some figures come from EBU and concerns RTP. Excluding VAT.
FIN	TK	FBC	
S	NORDICOM-S	SVT	Data refer to sponsorship only. Swedish public TV broadcasters (SVT) can not receive receipts from TV advertising. Data refer to SVT (public TV broadcaster).
UK	DCMS	BBC	Not applicable for BBC.
IS			
N	SN, Eurostat	NRK, SN	
EEA	Eurostat		Excluding B (1987-89).
CH	OFS	SSR	
US	USDC	CPB	Data refer to incomes received from Business and industry.
JP			
CA	SC		Data refer to sales of air time.
AU			

Television market

Total number of TV programme services (TV channels):

Total number of TV programme services of national origin i.e. a sequence of television programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or channel within the output of a TV broadcasting organisation or enterprise, located on the economic territory and which are primarily intended for targeting national audience (whatever distribution coverage). Excludes regional or local windows of TV nation-wide programme services. Excludes also: TV programmes services not targeting national audience (e.g. TV programmes services for special areas abroad, pan-European TV programme services) and TV programmes services of broadcasters located abroad.

Important: a TV programme service may use a TV channel (most of cases) or may use partly one or more TV channels. (e.g. In Finland in 1986 there were 2 TV nation-wide channels (channel 1 and 2) but 4 TV nation-wide programme services: 2 public TV programmes services (YLE1 sending programme on channel 1 and YLE2 sending programme on channel 2), a third public TV programme service (FST sending on both channel 1 and 2) and a private programme service (MTV sending on both channel 1 and 2).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		
EUR-11	Eurostat		
B	INS, CF	RTD	Since 1990, data only concerns French Community.
DK	DMC	DMC, HMG	From 1987 data are coming from HMG.
D	Eurostat, DIW	ARD, ZDF, GFK	End of year data; programme services include 3SAT and ARTE; revised data from DLM-Study.
EL	IOM, MPMM		For 1993-94, private TV local channels are estimated.
E	INE	MOPTMA	Before 1995 data include only main terrestrial and satellite channels; local TV channels are not included.
F	SJTI	CSA	
IRL	CSO	RTA, RTE	
I	Eurostat, CM	RAI	Data exclude TV programme services not targeting national audience. Data include TV programme services located abroad targeting national audience. Until 1993, data concern only nationwide channels. From 1994, data includes also local channels. Therefore data before 1994 are not comparable with data from 1994 onwards.
L	Min-SMA		Data exclude CLT channels targeting other countries (F, NL, B, D, PL).
NL	SN	NBC	
A	ÖSZ	ORF	
P	ICS		Information on private channels starts 1992: since October 1992; 1993 since February 1993; 1998: since September 1998.
FIN	TK		Revised data for 1980-94. The public broadcasting company (YLE) had two nationwide channels offering 4 nationwide programme services: YLE1, YLE2, FST (a public swedish speaking programme service) and MTV (until the end of 1992), a private programme service.
S	NORDICOM-S	MMS, SVT	Excludes regional windows.
UK	Eurostat, DCMS	ITC	Data are based on licence to broadcast given to channels based in UK whatever the transmission means (terrestrial hertzian, cable or satellite). Estimations.
IS	SI	SI, Its	
N	SN, Eurostat	TeL, NORDICOM	
EEA	Eurostat		
CH	OFS	OFCOM	Figures for private regional or local channels include those that provide a regular supply of TV. From 1997 on, figures for private regional or local channels include all channels
US	USDC, Eurostat	USDC	Data refer to television stations.
JP	SJ, MPT		Data excludes satellite digital broadcasting.
CA			
AU	ABS	ABA	Data are based on broadcasting licences issued by the Australian Broadcasting Authority.

Number of public TV programme services with nationwide distribution:

Total number of public TV programme services of national origin i.e. a sequence of television programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or channel within the output of a TV broadcasting organisation or enterprise, located on the economic territory and primarily intended for targeting national audience with a representative nationwide households penetration distribution: at least 40% of TV households of the domestic market. For cable and/or satellite distribution it refers to households connected to cable network and /or satellite dishes where programme services in question are distributed. Excludes: TV programmes services not targeting national audience (e.g. TV programmes services for special areas abroad, pan-European TV programme services) and TV programmes services of broadcasters located abroad (even if primarily intended for targeting national audience).

Public TV programmes services:

TV programme service which have a public service obligation and which may be financed totally or partly financed by licence fees or by public subsidies. Public programme services may also be partly or mostly financed by advertising, sponsorship, receipts from teleshopping etc.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including EL (1995) and excluding E (1997-98).
EUR-11	Eurostat		Excluding E (1997-98).
B	INS, CF	RTD, CF	Since 1990, data only concerns French Community.
DK	DS	DRTV	
D	Eurostat, DIW	ARD, ZDF, GFK	End of year data; programme services include 3SAT and ARTE; revised data from DLM-Study.
EL	Eurostat, MPMM	IOM, EBU, MPMM	ET3 (channel3) is included since 1991.
E	INE	MOPTMA	
F	SJTI	CSA	
IRL	CSO	RTA, RTE	
I	CM	RAI	
L	Min-SMA		No public TV channels exist.
NL	SN	NBC	
A	ÖSZ, Eurostat	ORF	
P	ICS		
FIN	TK		Revised data . The public broadcasting company (YLE) has two public nationwide channels with 3 nationwide public programme services: YLE1, YLE and FST (a public swedish speaking programme service sending programmes on channels YLE1 and YLE).
S	NORDICOM-S	MMS, SVT	
UK	DCMS		
IS	SI	SI, Its	
N	SN, Eurostat	NRK	
EEA	Eurostat		Including EL (1995) and excluding E (1997-98).
CH	OFS	OFCOM	
US			
JP	MPT		Data only refer to terrestrial broadcasting.
CA			
AU	AFC, Eurostat		Data refer to ABC and SBS.

Number of private TV programme services with nationwide distribution:

Total number of public TV programme services of national origin i.e. a sequence of television programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or channel within the output of a TV broadcasting organisation or enterprise, located on the economic territory and primarily intended for targeting national audience with a representative nationwide households penetration distribution: at least 40% of TV households of the domestic market. For cable and/or satellite distribution it refers to households connected to cable network and /or satellite dishes where programme services in question are distributed. **Excludes:** TV programmes services not targeting national audience (e.g. TV programmes services for special areas abroad, pan-European TV programme services) and TV programmes services of broadcasters located abroad (even if primarily intended for targeting national audience).

Private TV programmes services:

TV programme service, which does not have a public service obligation. Private programme services are usually financed by advertising, sponsorship, subscription fee, pay-per view fee or receipts from teleshopping etc.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including UK (with data based on licence for terrestrial hertzian transmission). Including EL (1995). Excluding E (1997-98).
EUR-11	Eurostat		Excluding E (1997-98).
B	INS, CF	RTD, CF	Since 1990, data only concerns French Community.
DK	DS	DRTV	
D	Eurostat, DIW	ARD, ZDF, GFK	End of year data; programme services include 3SAT and ARTE; revised data from DLM-Study.
EL	Eurostat, MPMM	IOM, EBU, MPMM	
E	INE	MOPTMA	
F	SJTI	CSA	
IRL	CSO	RTA, RTE	
I	CM	RAI	
L	Min-SMA		Data exclude CLT channels targetting other countries (F, NL, B, D, PL).
NL	SN	NBC	
A	ÖSZ, Eurostat	ORF	
P	ICS		Information on private channels starts 1992: since October 1992; 1993 since February 1993; 1998: since September 1998.
FIN	TK		Revised data. The public broadcasting company (YLE) has two nationwide channels used until the end of 1992 by the commercial company MTV.
S	NORDICOM-S	MMS	Due to the definitions >40% household penetration and no services located abroad the data on private TV programme services have to be adjusted. They can only refer to TV4.
UK			
IS	SI	SI, Its	
N	SN, Eurostat	TeL, NORDICOM	
EEA	Eurostat		Including UK (with data based on licence for terrestrial hertzian transmission). Including EL (1995). Excluding E (1997-98).
CH	OFS	OFCOM	
US			
JP	MPT		Data only refer to terrestrial broadcasting.
CA			
AU	AFC, Eurostat		Data refer to main commercial networks (Seven, Nine and Ten).

Daily TV viewing time (annual average):

Total amount of viewing time spent by a sample population of individuals (previously the unit used may have been TV households) of all age categories (in general here 3-9 years old and over) watching TV programme services, expressed as an average daily amount of viewing in minutes. VCR and non-TV uses of the screen should not be taken into account (average daily cumulative audience).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	RTBF-CIM	Since 1991, data concerns only French Community. Since 1991, data is based on period from 18h00 to 23h00.
DK	DS	DR	Population of 4 years and older. Based on public programme service DR and TV2. Private programme service included in rest of viewing time.
D	DIW	MP	
EL	IOM		1990: Total population of Athens, 1991: total population of Athens and Thessaloniki, 1992: total population of Athens, Thessaloniki and cities with population over 10.000 inhabitants.
E			
F	SJTI	Med.	Average time spent by households viewing national TV programme services.
IRL	CSO	AGB-TAM, ACN-I	Population: 4 years old and more.
I		RAI	Average daily TV viewing during the year (population 4 years and more).
L	Min-SMA		
NL	KeL, SN	KeL	
A			
P	ICS	AGB-P, Marktest	Data available since 1992. For that year data refer to period October to December (when the first private channel TV SIC started broadcasting). Population 4 years old and more. AGB-P for 1992-96. Marktest data for 1997-98.
FIN	TK	FinOy, FBC	Population 9 years old and more. Before 1987 data are based on surveys on sample weeks. Since 1987 data are based on continuous, peplemeter monitoring system (yearly average). Therefore data before 1987 are not comparable with data from 1987 onwards. Revised data for early years.
S	NORDICOM-S	MMS	Population 3 years old and more
UK		IPA / BARB	New Panel started in 1991. From 1991 non-terrestrial channels included.
IS			
N	NORDICOM	MMI-N	Population 12 years old and more.
EEA			
CH			
US			
JP		SD, VR	For 1994-97, data refer to daily average viewing per individual, otherwise per viewer.
CA	SC, Eurostat	SC, VR	Data at fall 1994. Population 2 years and older.
AU	AFC, Eurostat	SD, ACN, VR	Data are based on daily viewing time per individual. Population of 5 years and older.

Television market

Number of TV licences (total licence fee accounts):

Number of TV licence fee accounts registered by the relevant authorities in charge of the collection of such fee (to be paid by private households for authorisation to possess and/or use a TV receiving equipment) including licence fee accounts exempt from payments and non-private households (i.e. enterprises, public administrations etc.).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL (1996-97).
EUR-11	Eurostat		
B	INS		
DK	DS	DR	At 1st of January of each year
D	DIW, StBA	NDR	Since 1992= reunified Germany. End of year data. For 1993-96: non private households excluded.
EL	IOM		Every household pays a TV licence which is a tax included in the electricity bill.
E	INE		TV licence system does not exist.
F	SJTI	SR	Excluding public establishments (1994-98). Therefore data before 1994 are not comparable with data from 1994 onwards.
IRL	CSO		
I		RAI	
L	Min-SMA		TV licence do not exist
NL	SN	KeL	
A	ÖSZ, ORF, Eurostat	PTA, EBU	EBU data for 1998.
P	ICS	RTP; INE	TV licence fee was abolished in January 1991
FIN	TK	FBC	
S	NORDICOM-S	SVT, SR, RiK, RIKAB	
UK	DCMS, Eurostat	NSO, SSL	Complete full licence accounts at March each year. Before 1990, data from CSO.
IS	SI	SI / RUV	Number of valid licences at end of year. Combined TV and radio licenses
N	SN	NRK	Black and white and colour registered licences including free licences.
EEA	Eurostat		Excluding EL (1996-97).
CH	OFS	PTT / Swisscom / Bilag AG	Swisscom is now a private swiss telephone company. Bilag AG is the company collecting the TV licence fees.
US	Eurostat, USDC	USDC	TV licence fee does not exist.
JP	SJ	MPT, JBC	
CA			
AU			

Annual price of colour TV licence fee:

Annual amount of the fee inclusive of any VAT charges payable (to be paid by private households) for authorisation to possess and/or use colour TV broadcast receiving equipment (i.e. colour TV set). It may be that there is no distinction between black&white and colour TV receiving equipment or there is only a combined fee payable for authorisation to possess any kind of radio and /or TV receiving equipment.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Not applicable.
EUR-11	Eurostat		Not applicable.
B	CF	RTB-F, Bgc	
DK	DS	DR	At 1st of January of each year
D	DIW	ARD	TV share of combined radio and TV licence fee.
EL			
E	INE		TV licence system does not exist.
F	SJTI	SR	
IRL	EAO	RTE	
I		RAI	From 1991 TV licence has been unified for TV colour and TV black and white
L	Min-SMA		TV or radio licence do not exist
NL	SN	KeL	
A	ÖSZ, Eurostat	ORF, EBU	EBU data for 1998.
P	ICS	RTP; INE	TV licence fee was abolished in January 1991.
FIN	TK	FBC	Before 1996 data refer to licence fee for colour television set. 1996 onwards licence fee for television. In 1996 the separate licence fee for B&W television set was abolished.
S	NORDICOM-S	RIKAB	1980-88: additional fee for colour TV included. 1989-96: fee for B&W and colour TV sets. 1989-96: licence is a combined radio and TV licence fee.
UK	DCMS		
IS	SI	SI / RUV	Prices in november each year. VAT (14%) inclusive since 1993
N	NRK, NORDICOM	NRK	TV licence fee for colour TV set.
EEA	Eurostat		Not applicable.
CH	SRG	SSR	Same licence fee for B&W TV set.
US	Eurostat, USDC	USDC	Public television exist but it is not financed by licence fee.
JP			
CA			
AU			

Television market

Number of TV households:

Number of private households equipped with at least one TV broadcast receiving equipment (TV set).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for IRL in 1995.
EUR-11	Eurostat		Including estimations for IRL in 1995.
B	Eurostat, INS	CF, RTBF	Estimations based on TV licences and equipment surveys.
DK	DS, Eurostat	DS	Estimations for 1993. DS data for 1981, 83-85, 87, 89, 92-98. Calculated data based on households penetration rate for other yers.
D	DIW, Eurostat	DIW, StBA	Calculation from private households surveys (1983, 88,93). For other years estimates based on TV licences and evasion rates. Since 1997, revised data calculated from households penetration rate (source: MP). Due to change of source data are not strictly comparable with previous years.
EL	IOM		Estimations. Private households with at least one TV set.
E	Eurostat	INE, MC	Estimations based on households equipment survey and households TV penetration rate excluding double equipment and more. Eurostat estimations for 1997-98.
F	Eurostat	SJTI	Calculated data.
IRL	Eurostat, CSO	CSO	Estimates based on households equipment surveys (1981, 87) before 1986 and based on TV licence after. CSO data for 1997-98.
I	ISTAT, Eurostat	ISTAT	Data refer only to colour TV set. Revised calculated data based on households penetration rate for 1985-96.
L	Min-SMA, STATEC, Eurostat		1983-94 estimates based on 1981 and 1991 population census and penetration rates.
NL	KeL, SN	KeL	
A	ÖSZ, Eurostat	ORF	Data coming from continuous based surveys (OPTIMA before 1983 and Radiotest since 1983).
P	INE	ICS, Markttest	Figure for 1994 is based on household surveys.
FIN	TK, Eurostat	TK	Calculated data based on private households penetration rate.
S	NORDICOM-S	NORDICOM-S, MMS	Data 1993-1996 are revised due to better estimates on number of households.
UK	DCMS	TAM / JICTAR / BARB	
IS	SI		Estimations based on household expenditure surveys (1985, 1990, 1995) and other surveys.
N	SN	TeL	
EEA	Eurostat		Including estimations for IRL in 1995.
CH	OFS	PTT / Swisscom / Bilag AG	Data based on assumption that there is no evasion rate.
US		MPAA / AC.N, AMR	
JP		SD, VR	
CA	SC, Eurostat	SC	Calculated data based on households equipment.
AU	Eurostat, AFC	ACN, AFC / VR	Calculated data based on households equipment penetration.

PART 5

Cable operating market and satellite (broadcasting) transmission market

Overview

Between 1980 and 1998, the European Union saw the development of private television and especially pay-television (since the late 1980s) which mostly are now distributed via cable networks and/or satellite. In Finland cable networks and satellite dishes existed already in the mid 1980s. Cable networks development started early in some countries, for example in Belgium and the Netherlands already in the 1970s. Satellite reception of TV channels only developed at the end of the 1980s such as in Denmark, Germany, Ireland and the United Kingdom. The penetration of cable connections and satellite dishes in households affected the economy of pay-television services and settled the limits for their development at national level.

The average channel selection of cable networks varies strongly (between 11 and 40 channels) according to countries and cable operators. In general, on offer are all domestic nation-wide channels, a selection of foreign channels including pan-European programme services, private local and thematic channels and pay-TV channels. Main domestic channels and a few foreign channels are usually available as basic service package of channels. In addition, cable operators offer chargeable packages that consist of a varying number of thematic channels, local private channels, foreign channels or pay channels for which a specific home terminal is also needed for viewing these channels or channels packages. Basically, the same type of channels is on offer also to satellite subscribers on a wider scale, both as analogue and since the mid 1990s as digital services. In parallel, pay-per-view (PPV) and also near-video-on-demand (NVoD) services grew in 1998.

Connections to cable networks

During the 1990s the number of cable TV connections in the European Union almost doubled. Between 1990 and 1997, the number of cable connections rose by 82.0% to around 39 million households (excluding Italy) having access at least to basic cable TV package in 1997. The pace of the increase varied greatly from country to county, depending on when cable development started. In countries where cable TV connections took-off already at the beginning of the 1980s or even before, the growth was well below the EU average between 1990 and 1997. Examples are Belgium (+10.4%) and the Netherlands (+16.6%). In the United Kingdom where cable TV connections only took off in early 1990s, the number of households connected to cable networks almost multiplied by 20 between 1990 and 1997.

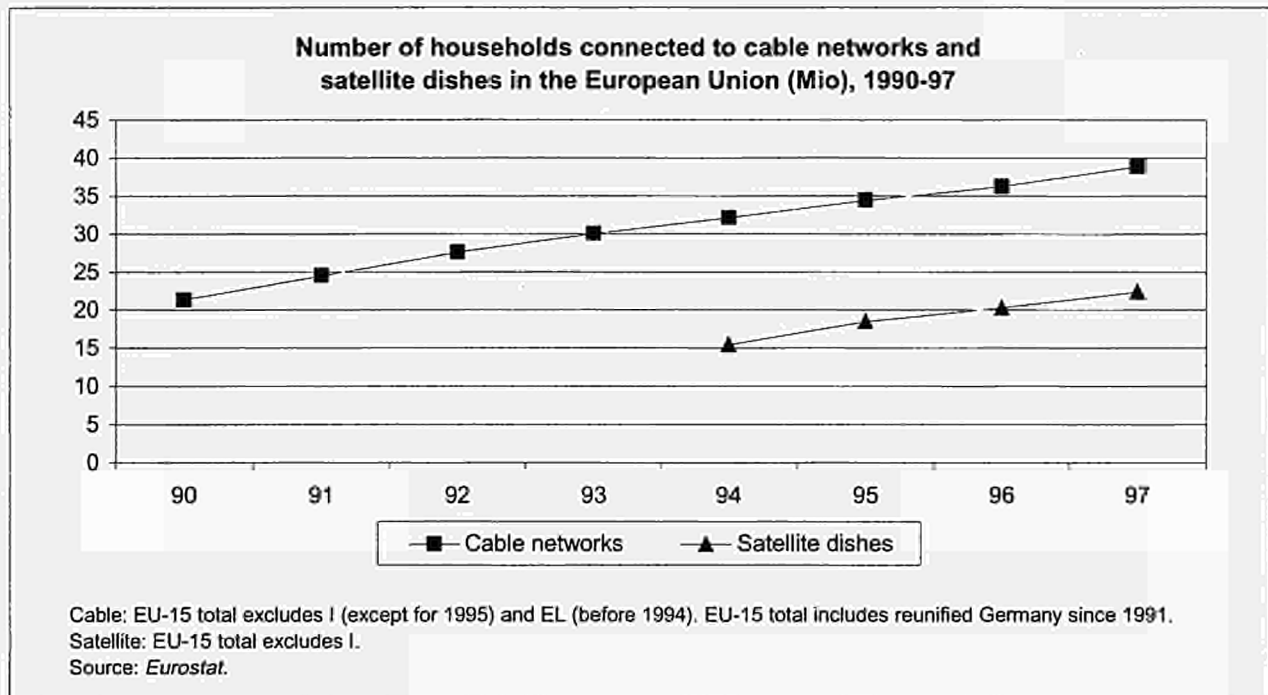
The structure of the households connected to cable in the European Union differ from other audiovisual markets due to the fact that some big countries belonged to the "lowest cabled" countries until 1998. The five major EU countries (Germany, Spain, France, Italy and the United Kingdom) only accounted for 57.0% of the total EU households connected to cable networks in 1995.

In 1997, the country with the highest number of households connected to cable networks was Germany with 17.6 million households connected to cable TV (i.e. 45.3% of the EU total). Next came the Netherlands (5.8 million) and Belgium (3.7 million).

The average penetration rate of cable connection in TV households in the EU was around 17% in 1990, 24.6% in 1995 and 31.8% in 1997. The EU and EFTA countries differ greatly in terms of cable connection penetration rate in TV households. In 1998, in the most "heavily cabled" countries such as Switzerland (95.9% of TV households), Belgium (93.4% in 1997) and the Netherlands (90.8%), cable penetration reached already a saturation point. However, in some countries cable television connections were not developed yet, for example in Greece (less than 1% of TV households in 1996) and Italy (less than 2% in 1995) or remained marginal such as in Spain (around 4% in 1998).

However in some more "lightly cabled" countries such as Portugal (19.6% of TV households in 1998) and to some extent the United Kingdom (16.4% in 1998), the cable penetration rate in TV households grew quickly since the mid 1990s. Whereas in France, where a programme for cable development started from 1982, the cable connection penetration rate (around 11.5% in 1998) in TV households also increased, though not very quickly.

In the United States the development of cable networks started before the 1980s (22.6% of TV households connected to cable in 1980), approximately two-thirds of TV households (i.e. 67 million) were basic cable subscribers in 1998. In the United States, the growth in the number of households subscribing to basic cable TV package was 211.6% between 1980 and 1990 and only 22.0% between 1990 and 1998. In 1997 the total number of TV households connected to cable in the EU represented only 58.9% of that of the United States. In Japan the cable connection penetration rate in TV household was far lower (33.0% in 1997).



Connections to satellite

In 1998, connections to satellite dishes, i.e. individual (DTH) and common master satellite dishes (SMATV), were less common in TV households than cable connections in most of the European Union countries except in Spain, France, Austria and the United Kingdom. Between 1994 and 1998, the number of households connected to a satellite dish in the European Union grew by 64.0% to 25.4 million households (excluding Italy) in 1998. Between 1994 and 1998, among the EU and EFTA countries, the growth was especially sharp in Spain (+323.3%) and France (+288.2%) where the number of households connected to satellite dishes quadrupled. In 1998, the countries with the highest number of households connected to satellite dishes in the EU were Germany with 12.1 million households (i.e. 48.9% of the EU total) followed by the United Kingdom (4.1 million), France (3.5 million) where digital satellite TV packages were in full development.

Between 1994 and 1997, the share of TV households connected to satellite dishes in the EU grew from 11.2% to 15.6%. In 1998, the highest satellite dish connection penetration rate in TV households was found in Denmark (39.9%) followed by Austria (39.2%) and Germany (32.8%). Whereas in Greece (negligible) and the Netherlands (5.3%) the share of TV households connected to a satellite remained marginal. In the United States 10.1% and in Japan 30.4% of TV households were connected to satellite dishes in 1998.

Cable operating market and satellite (broadcasting) transmission market

Number of households connected to cable networks

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								21 364
EUR-11								18 756
B	2 308	2 738	2 815	2 932	3 057	3 161	3 262	3 370
DK	-	-	-	-	-	-	606	861
D	-	1 280	1 560	1 570	3 430	4 500	6 300	8 100
EL	-	-	-	-	-	-	-	-
E	-	-	-	-	-	-	-	110
F	-	-	-	-	-	175	243	515
IRL	-	-	-	318	327	350	368	386
I	-	-	-	-	-	-	-	-
L	-	-	-	-	-	-	-	104
NL	1 064	2 630	2 747	3 424	3 655	4 012	4 652	4 980
A	-	277	281	345	403	475	541	632
P	-	-	-	-	-	-	-	-
FIN	68	140	210	265	375	464	556	669
S	-	-	-	-	-	-	-	1 482
UK	-	-	-	-	-	-	-	155
IS	-	-	-	-	-	-	-	-
N	-	-	-	-	-	428	450	477
EEA								
CH	850	1 085	1 276	1 396	1 523	1 649	1 746	1 865
US	17 628	37 276	39 778	42 039	44 743	48 635	52 589	54 929
JP	-	-	-	5 000	5 378	5 775	6 172	6 768
CA	-	-	-	-	-	8 344	8 770	9 097
AU	-	-	-	-	-	-	-	-
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	24 486	27 595	30 043	32 118	34 424	36 257	38 875	
EUR-11	21 470	24 082	26 273	28 043	30 351	31 268	32 882	
B	3 451	3 510	3 549	3 594	3 629	3 684	3 721	-
DK	1 075	1 131	1 186	1 240	1 320	-	-	-
D	9 900	11 800	13 500	14 600	15 800	16 700	17 610	17 810
EL	-	-	-	2	2	2	-	-
E	122	122	130	300	400	440	-	483
F	762	1 048	1 305	1 626	1 885	2 108	2 280	2 538
IRL	390	400	405	415	460	470	-	535
I	-	-	-	-	321	-	-	-
L	107	110	112	131	132	-	-	-
NL	5 379	5 594	5 657	5 865	5 769	5 641	5 808	5 956
A	759	865	978	1 003	1 080	1 077	1 110	1 171
P	-	2	7	11	58	171	383	596
FIN	722	753	760	798	817	845	875	906
S	1 548	1 800	1 825	1 565	1 535	1 652	1 573	1 717
UK	271	460	629	968	1 216	2 015	3 098	3 861
IS	-	-	-	-	-	-	0	2
N	526	565	588	664	677	665	665	705
EEA							39 540	
CH	2 004	2 122	2 236	2 322	2 396	2 457	2 517	2 544
US	55 777	57 228	58 188	59 723	62 678	63 965	65 954	67 000
JP	7 431	8 344	9 228	10 254	11 005	12 629	14 482	15 817
CA	9 241	9 773	9 765	9 935	10 019	10 249	-	-
AU	-	-	-	-	-	345	705	852

Source: Eurostat.

Cable operating market and satellite (broadcasting) transmission market

Number of households passed by operated cable networks

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	3 725	3 725
DK	:	:	:	:	:	1 310	1 400	1 524
D	:	:	:	6 800	8 900	11 700	14 135	15 956
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	137	173	340	850	1 928	2 277
IRL	:	:	:	450	450	450	500	500
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	5 250
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	:	:
S	:	:	:	:	:	:	:	1 600
UK	:	:	:	:	:	:	:	844
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	650	675
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	3 725	3 725	3 725	3 725	3 750	3 800	:	:
DK	1 600	1 700	1 700	1 700	1 500	1 600	1 600	1 650
D	17 700	19 634	21 519	23 200	24 190	24 917	25 550	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	3 746	4 663	5 433	5 967	6 526	6 876	6 997	7 370
IRL	500	500	500	500	505	600	520	590
I	:	:	:	:	596	:	:	:
L	:	:	:	:	147	:	:	:
NL	5 500	5 500	5 700	5 920	6 050	6 100	6 200	6 280
A	:	:	:	:	:	:	:	:
P	:	12	21	26	377	977	1 466	1 827
FIN	:	:	:	:	:	:	:	:
S	1 700	2 000	2 100	2 100	2 100	2 200	2 400	2 400
UK	1 401	1 754	2 554	3 705	5 568	7 785	10 143	11 624
IS	:	:	:	:	6	16	20	27
N	675	700	750	800	800	825	825	850
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	88 400	89 700	90 600	91 600	92 700	93 700	94 200	95 100
JP	:	:	:	:	:	14 800	19 320	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Cable operating market and satellite (broadcasting) transmission market

Number of households connected to satellite dishes

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	247	311	387
D	:	:	:	:	:	200	270	850
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	476
IRL	:	:	:	:	:	:	15	20
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	10	20	30	45
S	:	:	:	:	:	:	:	111
UK	:	:	:	:	:	30	497	1 278
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	2 340
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	15 477	18 489	20 302	22 395	25 386
EUR-11	:	:	:	10 155	13 702	15 026	16 390	19 470
B	:	:	:	:	255	:	300	:
DK	465	539	570	700	700	700	:	940
D	2 465	5 285	6 800	7 300	10 000	10 700	11 370	12 140
EL	:	:	:	20	20	20	:	:
E	:	100	145	300	654	738	770	1 270
F	548	620	806	902	1 000	1 338	1 862	3 500
IRL	24	35	48	62	84	100	110	110
I	:	:	:	:	:	:	:	:
L	:	:	:	20	20	20	20	20
NL	45	186	251	285	292	:	260	350
A	196	421	662	805	940	1 078	1 121	1 188
P	:	26	38	240	260	290	316	340
FIN	60	96	126	164	197	231	261	285
S	335	489	608	642	787	766	865	839
UK	1 734	1 893	2 387	3 960	3 280	3 790	4 300	4 117
IS	4	:	:	4	4	5	5	3
N	74	106	126	167	232	246	270	330
EEA	:	:	:	15 648	18 725	20 553	22 670	25 719
CH	:	33	123	146	167	250	:	360
US	:	:	:	:	4 565	6 563	8 400	10 044
JP	:	4 970	5 870	6 520	9 129	10 965	12 065	13 371
CA	:	:	:	:	:	:	:	1 540
AU	:	:	:	:	120	230	320	:

Source: Eurostat.

Cable operating market and satellite (broadcasting) transmission market

Number of households connected to cable networks:

Private households which are connected to cable services (i.e. through cable network), whether they pay a service of programmes package subscription fee or not (at least they pay for the technical connection).

Note: for heavily cabled countries there might not be much difference between, homes connected and cable subscribers.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding I before 1995 and EL before 1994. Excluding I for 1996-97. Including estimations for DK (1996-97), L (1996-97), EL (1997), E (1997), IRL (1997).
EUR-11	Eurostat		Excluding I before 1995. Excluding I for 1996-97. Including estimations for L (1996-97), E (1997), IRL (1997).
B	INS		Data based on penetration rate of private households.
DK	Eurostat	NORDICOM / GD	Calculated data on households penetration rate.
D	StBA	DT	Since 1991 = reunified Germany, without private networks.
EL	Eurostat, NSSG		Estimated less than 1% of private households.
E	INE, Eurostat	ECCA / SGC, AESDICA	Data based on penetration rate of private households.
F	SJTI	DC	Subscribers receiving a minimum of 15 channels basic service or subscribers to cable through basic collective antenna service.
IRL	Eurostat	OBS / RTE, BIPE	Calculated data.
I	ISTAT		
L	Min-SMA, Eurostat	SD	Estimations.
NL	VECAI, SN	VECAI, KeL	Data based on households penetration rate for recent years.
A	ÖSZ, Eurostat	ORF / Fes+GFK-I	Data are coming from continuous based surveys (Optima from 1984-93 and Radiotest since 1993).
P	ICP		The cable sector emerged in 1992 in Portugal.
FIN	TK	MC, FCTA	Data refer to households connected to cable networks. Includes also connections that are not households. The share of non-household connections of all connections is probably small.
S	NORDICOM-S		Data based on share of individuals 15-75 years old living in households connected to cable networks.
UK	DCMS, ITC, Eurostat	ITC	Data based on penetration rate of TV households for 1990-94.
IS	SI	Cabl.	End-of-year data.
N	SN, Eurostat	Tel, NKTF	Data concerned cable subscribers. OBS figures for 1997-98.
EEA	Eurostat		Excluding I. Including estimations for DK, EL, E, IRL and L for 1997.
CH	OFS	ST / OFCOM	
US	USDC	MPAA / NMR	
JP	MPT		Data refer of cable TV subscribers with access to basic package at least. At the end of taxable period for each year.
CA	SC		Households which have an active or passive connection to cable services.
AU		AFC / ACN	

Cable operating market and satellite (broadcasting) transmission market

Number of households passed by operated cable networks:

Aggregated number of private households through or directly outside which an operated cable network passes, whether the household is physically connected to a cable network service or not.

Note: for heavily cabled countries there might not be any difference between homes passed by and homes connected.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	Eurostat	RTD	Estimations. Nearly all households are passed by cable networks.
DK		OBS / FDA	
D	Eurostat, DIW	DT, ANGA	Since 1991 = reunified Germany, without private networks.
EL			
E			
F	SJTI	DC	
IRL	Eurostat	OBS / RTE, IMO A	Estimations.
I	ISTAT		
L	Min-SMA		
NL	VECAI, SN	VECAI	
A			
P	ICP		The cable sector emerged in 1992 in Portugal.
FIN			
S	Eurostat, NORDICOM-S		Calculated data for 1994-1996.
UK	DCMS, ITC, Eurostat	ITC	Data based on penetration rate of TV households for 1990-91.
IS	SI	IT + Cabl.	End-of-year data.
N	Eurostat	ECCA, OBS / NKTF	
EEA			
CH			
US		OBS / PKA	
JP	MPT		Estimations.
CA			
AU			

Number of households connected to satellite dishes:

Aggregated number of private households which are connected to a collective satellite dish (SMATV: satellite master antenna television) or which are equipped with an individual dish (DTH: Direct to home) able to receive TV or radio programme services transmitted via satellite.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding I. Including estimations for B (1994, 96, 98), NL (1996), DK (1997) and EL (1997-98).
EUR-11	Eurostat		Excluding I. Including estimations for B (1994, 96, 98) and NL (1996).
B	CF	SES	Estimations from market studies. End of the year.
DK	DS, Eurostat	DTIA	Estimations from 1993 and forward. For 1998, estimations from market studies (SES data at middle of the year).
D	Eurostat	DIW, DVI	Since 1991= reunified Germany.
EL	Eurostat, NSSG		Estimates less than 1% of households.
E	Eurostat	SES	1998: data at mid-1998. Estimations from market survey.
F	SJTI	Med, OSI	Data are based on households penetration rate.
IRL	Eurostat	VR, SES, OBS	Data are based on various reports. Data are estimated from market surveys. 1997-98: data at mid-year.
I			
L	Min-SMA		DTH and SMATV are considered together.
NL	VECAI, SN	VECAI	1998 figure from ECCA.
A	ÖSZ	ORF / Fes+GFK-I	
P	Eurostat	VR, SES, OBS	Estimates from market surveys. There is no regulation concerning satellite dishes equipment in Portugal. 1998: data at middle of the year.
FIN	TK	FSTA	In the first half of the 1980s there were only some thousands of dishes. Direct to home (DTH) and satellite master antenna television (SMATV).
S	NORDICOM-S	SCB, NRPGU	Figures 1991-96 are revised based on penetration rate due to better estimates on number of households.
UK	BARB, DCMS	BARB	Revised figures.
IS	Eurostat, SI	SI	Calculated data based on penetration rate of households.
N	SN, Eurostat	Ef, SES	SES data for 1997-98 at middle of the year.
EEA	Eurostat		Excluding I. Including estimations for B (1994, 96, 98), NL (1996), DK (1997) and EL (1997-98).
CH		SES, VR	Estimations from market survey.
US	USDC, Eurostat	USDC, SD	Estimations. For 1998, data at November.
JP	MPT, SJ, Eurostat	SJ, SD / MPT, JBC	
CA		SD	1998: data refer to 1999 and concerns satellite broadcasting subscribers.
AU		SD	

PART 6

Sound recordings market

Overview

Between 1980 and 1998, the European Union sound recording market increased due to technological changes with the emergence of compact discs (CDs). CDs, which were launched at the end of 1982, became increasingly popular and replaced to a large extent all other traditional analogical formats (vinyl discs and to some extent audiocassettes) during the 1990s. As a result "long play" vinyl records (LPs) have almost disappeared since 1994, while audiocassettes (MCs) which increased during the 1980s have decreased by more than half since 1991. In the beginning of the 1990s, two digital formats were launched to replace traditional analogical cassettes i.e. "DCC" (Digital compact cassette) and "MD" (Minidisc) but they did not succeed in compensating for the decline of traditional analogical audiocassettes and have not reached the status of mass market products. It is worth remembering that statistics included in this section describe the legal sound recording market. Piracy has been a major concern for the industry especially on MCs, but also in the 1990s on CDs and more recently on multimedia carriers with the emergence of electronic distribution through Internet. The EU had a strong position in this sector since three of the six major global music companies were part of European groups until 1997: *Bertelsmann Music Group* (D), *Polygram* (NL) and *EMI Music* (UK) which accounted together for 50% of the world music revenues in 1997. In 1998, the Canadian company *Seagram* bought *Polygram* to create Universal Music Group which became the world leader in 1998. The EU statistics included in this section exclude Luxembourg.

Receipts from sound recording sales

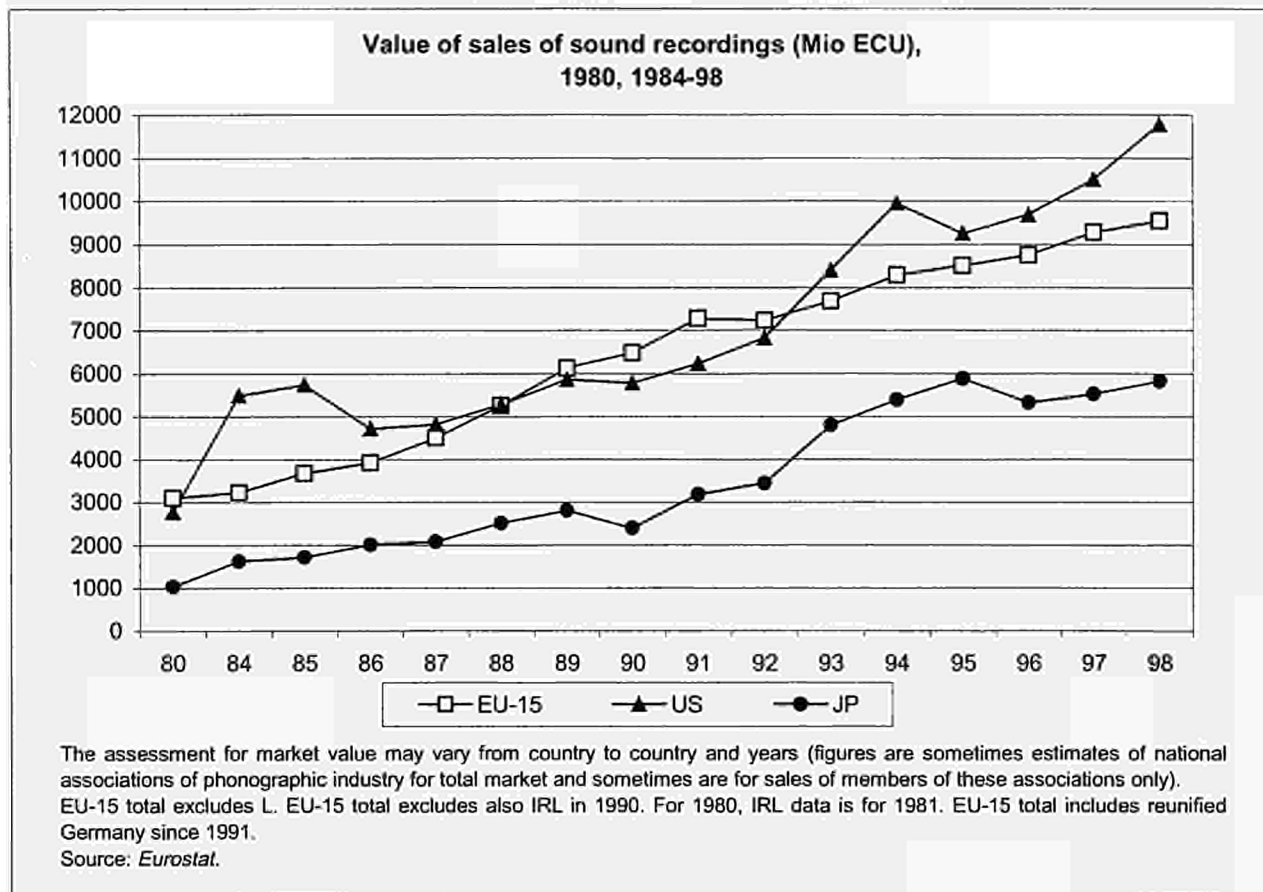
Between 1980 and 1998, sound recording sales receipts in the European Union tripled (+207.2%) to ECU 9 543 million in 1998.

In the 1980s, the total value of sound recording sales in the EU more than doubled (+108.5%) to ECU 6 479 million in 1990 (excluding Ireland), due to the quick development of CDs and the on-going growth of MCs. Between 1990 and 1998, the European Union total market value grew but more slowly (+47.3%) due to the strong decline of LPs and the fall of MCs and also the decrease in average price. Between 1990 and 1998, in Finland (-8.9%) and the Netherlands (-0.9%) sound recording receipts decreased in ECU terms where the total number of sound recordings sold decreased even more sharply.

Between 1980 and 1998 in the United States, sound recording receipts more than quadrupled (+324.6%) to ECU 11 777 million. The EU market, while it was bigger than the US market in 1990, was only 81.0% of the size of US market value in 1998. The Japanese market receipts were ECU 5 830 million in 1998, which represent 61.1% of the size of the EU sound recording market. Between 1980 and 1998, sound recording sales increased strongly in Japan (+464.5%).

The expansion of the EU sound recording market is linked to the introduction of new hardware equipment and the development of carriers such as the audio CDs in the 1980s. The number of sound recordings sold registered two main periods of decreases in some markets, e.g. during the first half of the 1980s and during beginning of the 1990s (e.g. in 1992-93). This can be explained by a combination of factors notably general economic conditions at national level which had a noticeable impact on the demand for sound recordings and thus music spending, certain formats attaining maturity on the markets (vinyl discs, then MCs and CDs) and increasing competition from new information technologies and other media (e.g. computer games and video games) which have negatively affected the sales of sound recordings.

In 1994, estimates based on 13 over 14 EU countries (excluding the United Kingdom) showed that domestic music accounted for 33.8% of total receipts, classic music for 9.2% and international pop/rock music for 55.3%.



Total number of sound recordings sold

Between 1980 and 1998, the total number of sound recordings sold in the European Union grew by 35.2% to 1 026 million units sold in 1998. The growth of the market has been mainly due to a change in the price of records and consumption patterns. Although the total number of sound recordings sold grew in most of the EEA countries, in Italy (-13.0%), the Netherlands (-8.8%) and Greece (-1.5%) fewer sound recordings were sold in 1998 compared to 1980. However, the total number of sound recordings sold more than doubled in Norway, Portugal and Denmark between 1980 and 1998.

In the 1980s, the number of sound recordings sold in the EU increased by 8.1% to 821 million units (excluding Ireland) in 1990. During this period the growth was highest in Sweden (+79.9%) and Finland (+51.0%). Whereas in Portugal (-37.4%), Belgium (-15.2%), France (-6.3%), Italy and Greece (-4.7% both) the total number sound recordings sold decreased between 1980 and 1990. Between 1990 and 1998, the total number of sound recordings sold in the EU grew more sharply (+25.1%). The growth was extremely strong in Portugal (+239.7%) followed by Denmark (+80.2%) due mainly to the sharp increase in CDs sales. Nevertheless, the growth trend was not the case in all the EU countries, in Finland (-21.7%), the Netherlands (-12.3%) and Italy (-8.7%) fewer sound recordings were sold in 1998 compared to 1990.

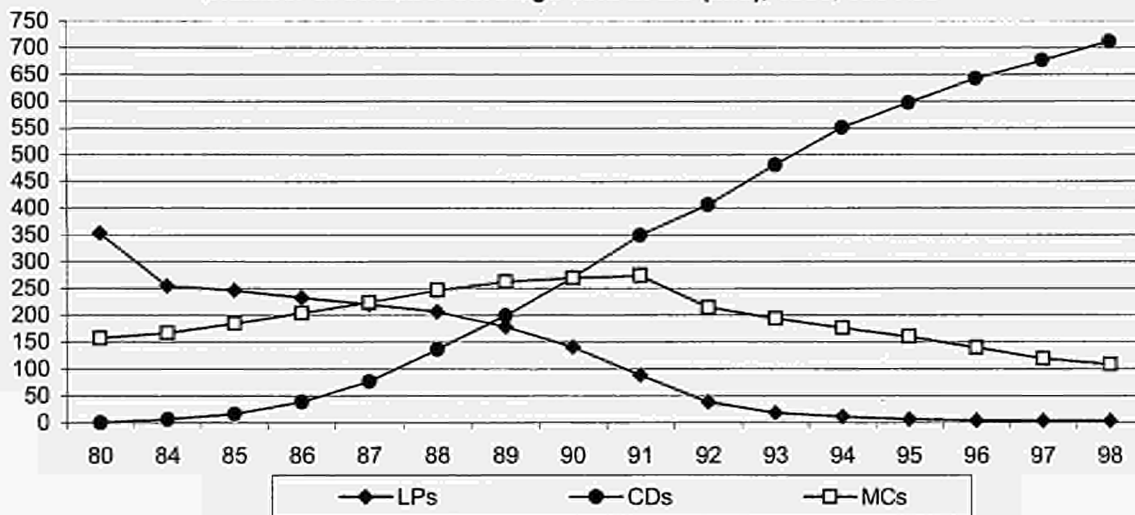
Emergence and dominance of CDs

A successful mass-market product emerged in 1982-83, the compact disc. Between 1984 and 1998, the number of CDs sold in the European Union skyrocketed from 7 million to 712 million units. Between 1990 and 1998, the total number of CDs sold in the EU grew less sharply (+163.5%). Among the EU countries, the growth was still extremely strong in Greece and Portugal where CDs took off later. In the Netherlands (-2.6%) fewer CDs were sold in 1998 compared to 1990 where they were already dominant at the end of the 1980s.

Due to the spectacular growth in the number of CDs sold in the European Union and the decline of other carriers, CD sales accounted for 69.4% of the total number of sound recordings sold in the EU in 1998 against 32.9% in 1990. Among the EEA countries in 1998, the highest CDs sales share of total sound recordings sold were recorded in Iceland (98.8%) followed by Greece (94.0%) and Denmark (92.9%). CDs accounted significantly for less than the EU average in the United Kingdom (60.7%) and Ireland (60.9%).

Between 1984 and 1998, in the United States, the number of CDs sold grew even more quickly than in the European Union from almost 6 million in 1984 to 847 million units in 1998. In Japan, where CDs were first launched at the end of 1982, around 286 million singles were sold in 1998 compared to 5 million in 1984. In 1998, CD share of total sound recording sales was 77.2% in the United States and 64.1% in Japan.

Number of sound recordings sold in EU (Mio), 1980, 1984-98



The assessment for market volume may vary from country to country and years (figures are sometimes estimates of national associations of phonographic industry for total market and sometimes are for sales of members of these associations only). EU-15 total excludes L and also in 1990 IRL. EU-15 total includes reunified Germany since 1991.
Source: Eurostat.

Decline of LPs devoured by CDs

As CDs have become increasingly more popular, sales of LPs became marginal over the past two decades. Between 1980 and 1998, the number of LPs sold in the European Union decreased by 99% from 353 million (excluding Ireland) to around 3.5 million units sold. In 1998, LP sales of the EU accounted for 0.3% of total EU sales against 46.6% in 1980. Vinyl records have almost disappeared and turned into a niche market for collectors.

Trends in MC sales

MC sales followed a contrasted evolution, i.e. sustained growth during the 1980s and then a decrease in the 1990s. Between 1980 and 1990, the number of audiocassettes sold in the European Union grew sharply (+71.7%) to 270 million units sold (excluding Ireland). In most of the countries MC sales increased during the 1980s. Between 1980 and 1990, the growth was especially strong in the United Kingdom (+197.9%), whereas in Denmark (-29.4%) and the Netherlands (-24.4%) the number of MCs sold already fell in the 1980s.

Since 1992 the number of MCs sold dropped, thus between 1990 and 1998 the total number of audiocassettes sold in the EU decreased sharply (-60.0%) to 108 million MCs sold. In the EU, MCs accounted for 20.7% of total sound recording sales in 1980, 32.9% in 1990 and only 10.5% in 1998.

Singles sales

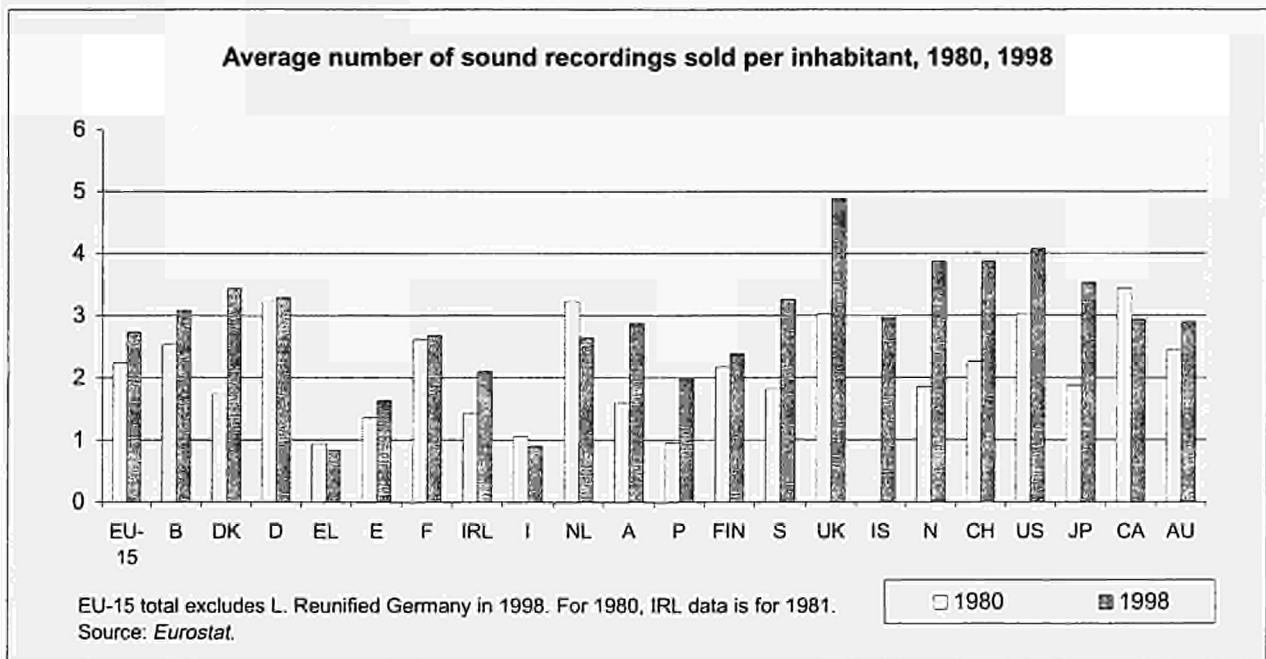
The singles statistics include vinyl, cassettes and CDs, thus they differ as a category from the other types of sound recordings because they are not linked by technology but by the volume of their contents. Nevertheless, trends in "short play" records sales followed to certain extent "long-playing records" trends of their components. Between 1980 and 1990 singles sales of the European Union decreased steeply (-43.5%), whereas in the 1990s (especially since 1992) the number of singles sold in the EU increased strongly (+44.5%) to 203 million singles sold in 1998. In Greece, Spain and Portugal for instance, less than 5% of the number of sound recordings sold were singles, whereas in the United Kingdom, France and Ireland they accounted for 20% or more of the total market sales in 1998. In these countries (and also in Japan) singles are commercially important to the audio producers and are not merely instruments for marketing long-playing records.

Compared to the United States, where singles sales decreased during the two decades to 89 million units sold in 1998, the EU market was more than twice as big as the United States market for singles. In Japan, where singles sales almost tripled between 1990 and 1998 to 144 million units sold, the market was also bigger than in the US.

Sound recording consumption

During the two decades, the number of sound recordings sold per inhabitant in the European Union increased slightly from 2.2 purchases in 1980 to 2.7 purchases per inhabitant in 1998. During the 1980s the number of sound recordings sold per capita in the EU remained almost stable, while in the 1990s it grew to reach in 1998 almost half of a unit more than in 1990. There are rather big differences between the EEA countries in the consumption of sound recordings. During this two decades, the United Kingdom had the most active buyers of sound recordings with an average purchase of almost 5 sound recordings per capita in 1998. This is approximately 5.5 times more than the purchases of the Italians and the Greeks who bought on average less than one recording in 1998.

The Americans and Japanese are much more active consumers of sound recordings than average EU consumers; in the United States and Japan the average annual number of sound recordings purchased was respectively 4.1 and 3.5 in 1998.



Total receipts from sound recordings sales

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	3 106 729	3 227 701	3 678 434	3 920 359	4 499 217	5 264 438	6 130 436	6 479 047
EUR-11	2 189 147	2 092 178	2 296 805	2 547 779	2 906 171	3 247 555	3 957 578	4 419 287
B	98 527	88 024	89 706	92 128	110 527	116 944	149 837	189 981
DK	48 800	57 202	62 192	73 441	80 358	91 379	104 730	122 192
D	982 490	898 083	1 053 317	1 195 846	1 337 176	1 342 557	1 639 938	1 776 229
EL	35 629	44 472	42 643	36 384	37 307	37 285	46 410	54 174
E	167 777	120 547	127 978	162 889	213 607	278 256	380 566	413 303
F	369 779	365 268	355 683	387 534	401 797	534 645	684 753	758 402
IRL	:	21 903	25 169	26 459	25 874	29 136	33 084	:
I	211 905	234 952	237 830	255 938	300 499	355 954	396 238	459 927
L	:	:	:	:	:	:	:	:
NL	195 633	192 206	215 451	237 412	308 460	344 356	387 537	506 025
A	55 705	61 898	66 909	79 445	87 283	113 924	128 282	131 635
P	33 165	26 106	38 698	36 229	38 620	38 328	39 115	46 603
FIN	48 722	83 191	86 063	73 899	82 327	93 454	118 230	137 182
S	99 303	103 825	147 209	157 240	177 428	220 936	239 457	226 058
UK	733 849	930 024	1 129 586	1 105 515	1 297 953	1 667 284	1 782 261	1 657 337
IS	:	:	:	:	:	:	:	:
N	51 227	72 713	90 155	99 760	102 769	97 136	93 111	93 099
EEA	:	:	:	:	:	:	:	:
CH	67 307	89 525	102 009	157 179	184 403	176 482	189 434	210 544
US	2 773 840	5 493 680	5 738 263	4 715 358	4 819 611	5 281 189	5 867 048	5 786 576
JP	1 032 814	1 627 926	1 716 968	2 015 031	2 080 979	2 512 323	2 803 775	2 396 481
CA	325 889	555 523	579 632	495 133	392 222	454 087	534 386	477 986
AU	230 120	278 662	270 311	230 712	243 864	322 331	405 661	371 793
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	7 281 948	7 239 784	7 685 234	8 287 992	8 512 513	8 752 601	9 277 483	9 543 094
EUR-11	5 076 155	5 097 771	5 484 066	5 713 841	5 914 780	6 016 346	6 200 868	6 306 344
B	248 816	248 871	323 958	340 355	362 086	330 913	306 095	328 645
DK	147 575	149 976	163 480	223 895	233 842	241 772	240 967	234 235
D	1 969 963	2 056 523	2 331 767	2 421 370	2 497 665	2 532 390	2 575 876	2 531 575
EL	72 313	74 730	80 895	84 924	100 081	98 737	102 720	103 157
E	508 138	454 051	426 585	448 159	429 290	460 869	529 450	608 353
F	786 796	846 929	913 940	984 912	1 036 851	1 043 435	1 092 157	1 136 727
IRL	51 575	51 530	56 754	59 726	60 029	68 735	56 681	60 849
I	542 860	525 076	449 228	451 611	449 725	502 090	523 573	540 532
L	:	:	:	:	:	:	:	:
NL	551 716	503 758	535 123	530 054	546 951	520 159	535 550	501 426
A	212 045	228 601	275 694	291 737	314 738	317 541	314 670	309 647
P	74 300	82 535	91 870	91 419	107 085	124 397	143 359	163 560
FIN	129 945	99 896	79 148	94 496	110 361	115 817	123 456	125 031
S	248 554	292 010	264 463	281 838	296 724	317 098	327 771	350 698
UK	1 737 350	1 625 297	1 692 329	1 983 495	1 967 087	2 078 649	2 405 157	2 548 660
IS	12 078	9 897	7 571	10 348	11 738	12 994	14 272	17 065
N	170 887	186 526	180 840	216 140	222 068	208 989	230 140	246 177
EEA	7 464 913	7 436 207	7 873 645	8 514 481	8 746 319	8 974 585	9 521 895	9 806 335
CH	274 203	249 762	280 894	307 782	342 102	316 347	272 871	293 644
US	6 226 879	6 830 444	8 397 353	9 950 989	9 250 694	9 685 135	10 504 832	11 777 110
JP	3 183 130	3 446 423	4 800 688	5 390 072	5 883 232	5 327 086	5 526 867	5 830 476
CA	591 206	583 694	680 413	753 124	734 387	717 598	862 478	863 572
AU	454 857	429 790	463 333	509 005	519 026	641 740	636 137	539 542

Source: Eurostat.

Sound recordings market

Total number of sound recordings sold

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	759 271	666 926	683 986	683 085	710 218	754 074	799 771	820 583
EUR-11	555 772	454 199	458 826	442 823	461 472	493 051	531 215	565 224
B	25 102	19 801	17 366	15 784	14 883	15 382	18 659	21 278
DK	8 907	9 361	9 429	9 068	9 163	9 552	10 575	10 100
D	198 000	167 000	179 800	176 100	185 800	188 300	195 600	221 900
EL	8 965	10 500	10 300	11 541	8 904	8 317	8 580	8 543
E	50 527	28 068	29 114	34 039	39 074	45 104	54 594	50 635
F	140 351	126 772	120 231	108 520	104 459	118 957	132 825	131 511
IRL	:	3 686	3 846	3 592	3 560	3 669	3 937	:
I	59 500	41 550	43 221	41 983	44 954	50 429	53 801	56 700
L	:	:	:	:	:	:	:	:
NL	45 500	34 500	34 000	32 600	38 400	39 445	38 200	47 300
A	12 098	11 720	11 253	11 582	11 178	11 500	11 777	14 400
P	9 263	7 102	7 795	6 423	6 264	7 165	5 422	5 800
FIN	10 400	14 000	12 200	12 200	12 900	13 100	16 400	15 700
S	15 127	15 666	20 231	21 953	22 479	22 736	25 700	27 210
UK	170 500	177 200	185 200	197 700	208 200	220 418	223 700	209 506
IS	:	:	:	:	:	:	:	:
N	7 556	8 200	9 700	10 000	9 750	9 000	8 950	9 220
EEA	:	:	:	:	:	:	:	:
CH	14 267	13 517	14 967	19 634	20 000	20 000	23 100	21 600
US	683 700	673 900	649 400	616 600	706 200	761 900	800 900	856 500
JP	219 926	182 876	175 738	177 631	171 044	187 922	219 600	237 130
CA	84 622	83 779	80 100	78 886	58 115	56 600	56 900	52 500
AU	35 486	27 630	30 362	30 912	32 884	35 846	38 154	39 200
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	834 995	771 456	823 885	880 933	922 069	967 811	1 009 790	1 026 185
EUR-11	589 253	541 087	568 625	590 381	604 395	628 798	671 229	680 796
B	21 613	19 051	19 567	19 610	20 571	25 800	27 000	31 450
DK	11 800	10 700	11 430	16 280	15 600	18 410	19 200	18 201
D	231 800	221 700	238 300	245 400	252 800	263 400	276 200	270 700
EL	9 300	7 800	7 200	6 950	8 400	8 400	8 300	8 830
E	54 100	52 200	50 650	56 960	52 612	51 447	58 820	64 630
F	135 540	119 996	127 285	129 483	137 127	145 155	156 893	157 742
IRL	5 300	4 800	5 180	5 240	5 193	6 066	7 018	7 779
I	51 700	49 000	40 840	47 780	44 700	43 500	48 888	51 775
L	:	:	:	:	:	:	:	:
NL	48 200	39 800	42 200	42 100	44 300	43 300	45 500	41 500
A	16 400	15 900	21 323	23 248	24 792	24 430	24 410	23 220
P	10 000	5 340	13 280	10 460	11 900	14 300	14 500	19 700
FIN	14 600	13 300	10 000	10 100	10 400	11 400	12 000	12 300
S	25 830	25 350	26 840	27 362	26 818	25 551	25 820	28 820
UK	198 812	186 519	209 790	239 960	266 856	286 652	285 241	289 538
IS	700	600	600	520	600	680	740	810
N	14 800	16 600	13 930	16 030	16 010	14 800	15 400	17 100
EEA	850 495	788 656	838 415	897 483	938 679	983 291	1 025 930	1 044 095
CH	19 900	18 700	24 650	25 910	28 200	27 100	26 900	27 500
US	794 900	887 900	944 600	1 111 500	1 100 100	1 120 300	1 044 800	1 096 700
JP	285 500	309 000	355 220	369 050	421 700	426 700	435 100	446 400
CA	68 400	70 900	74 900	86 300	88 200	82 300	88 300	89 400
AU	45 400	47 030	46 730	46 720	49 420	56 630	52 130	53 620

Source: Eurostat.

Number of singles sold (Vinyl, CDs, MCs)

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	248 799	239 199	238 138	209 979	190 240	165 364	159 736	140 596
EUR-11	166 735	156 393	157 423	136 204	121 016	99 924	92 510	75 828
B	12 508	11 686	9 728	8 906	7 268	6 260	7 124	7 670
DK	1 992	1 898	1 870	1 275	1 303	1 008	875	1 000
D	45 000	49 600	49 600	43 400	38 500	31 600	32 300	27 200
EL	200	-	-	-	-	-	-	-
E	7 028	4 162	3 973	2 750	2 217	1 598	1 871	1 610
F	54 300	61 100	65 087	54 566	49 453	42 748	36 240	28 048
IRL	:	1 219	1 187	866	681	553	523	:
I	24 500	9 801	9 203	8 019	5 955	4 596	3 390	2 000
L	:	:	:	:	:	:	:	:
NL	14 000	12 500	12 100	11 900	12 100	8 400	7 100	6 300
A	4 011	4 000	3 694	3 622	3 484	3 300	2 677	2 400
P	3 660	2 325	2 851	2 175	1 358	869	385	200
FIN	:	:	:	:	:	:	900	400
S	1 972	3 908	5 045	5 100	4 521	4 314	5 250	4 910
UK	77 900	77 000	73 800	67 400	63 400	60 118	61 100	58 858
IS	:	:	:	:	:	:	:	:
N	589	1 000	1 400	1 300	1 050	800	700	620
EEA	:	:	:	:	:	:	:	:
CH	3 035	3 310	4 209	4 684	4 000	3 200	2 400	1 400
US	164 300	131 500	120 700	93 900	87 100	89 700	112 900	116 100
JP	83 551	58 105	53 166	50 638	38 399	43 268	44 000	51 780
CA	16 800	14 812	12 300	10 463	6 141	5 200	5 200	5 200
AU	8 225	6 714	6 672	6 216	5 941	5 618	7 954	8 500
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	123 144	112 448	129 990	142 125	158 522	181 546	210 165	203 208
EUR-11	62 012	55 377	70 164	75 496	84 511	99 563	118 184	118 035
B	6 332	3 917	3 238	3 272	3 679	4 800	6 200	8 700
DK	800	800	690	750	500	800	1 100	1 100
D	25 400	26 600	36 800	40 300	44 100	48 500	52 000	51 800
EL	-	-	-	-	-	-	-	-
E	1 100	1 200	750	910	890	920	1 900	1 500
F	19 480	14 920	18 726	15 585	21 739	30 376	42 600	40 023
IRL	900	800	730	950	1 034	1 267	1 644	1 748
I	900	1 100	1 500	4 390	1 500	1 400	2 140	3 464
L	:	:	:	:	:	:	:	:
NL	5 000	4 200	5 700	5 950	7 900	7 900	7 800	6 600
A	2 100	2 000	2 300	3 789	3 269	3 900	3 200	3 100
P	100	40	20	50	100	100	300	600
FIN	700	600	400	300	300	400	400	500
S	4 030	3 350	2 860	2 830	2 800	2 919	3 500	4 700
UK	56 302	52 921	56 276	63 049	70 711	78 264	87 381	79 373
IS	:	:	:	:	:	:	:	:
N	700	700	1 100	1 440	1 800	1 800	2 000	1 900
EEA	:	:	:	:	:	:	:	:
CH	:	1 000	1 850	2 080	2 500	2 800	4 800	3 400
US	96 700	111 700	108 500	102 100	102 400	113 200	116 400	87 800
JP	89 600	105 800	145 310	125 400	145 000	145 800	147 200	144 000
CA	3 200	2 200	1 110	580	500	600	2 900	1 000
AU	7 700	8 600	10 210	9 330	8 500	9 100	11 500	10 500

Source: Eurostat.

Sound recordings market

Number of LPs sold

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	353 410	254 487	246 677	232 590	220 206	206 284	178 165	140 298
EUR-11	264 793	180 982	173 167	158 240	147 871	136 362	119 955	97 394
B	10 321	6 320	5 574	4 351	3 611	2 966	2 391	1 381
DK	4 367	5 197	5 246	4 963	4 556	4 493	4 800	4 100
D	109 500	71 100	74 000	68 800	66 300	57 600	48 300	43 900
EL	6 300	5 300	5 100	5 887	4 875	4 817	5 010	4 985
E	16 425	11 543	11 712	12 922	14 902	17 727	20 563	18 105
F	64 310	41 171	32 059	26 823	20 405	19 376	16 174	6 708
IRL	:	1 280	1 274	1 131	925	792	608	:
I	19 000	16 655	16 925	15 910	15 889	17 138	16 219	14 200
L	:	:	:	:	:	:	:	:
NL	27 000	16 500	15 800	13 600	12 300	8 445	4 300	2 600
A	5 700	5 300	5 479	5 277	4 372	3 800	3 500	3 600
P	4 338	3 513	3 644	3 026	2 567	2 618	1 900	1 800
FIN	6 100	7 600	6 700	6 400	6 600	5 900	6 000	5 100
S	10 550	8 908	10 264	11 200	10 704	10 412	10 500	9 100
UK	67 400	54 100	52 900	52 300	52 200	50 200	37 900	24 719
IS	:	:	:	:	:	:	:	:
N	3 732	3 300	3 800	3 300	2 800	2 300	2 100	1 900
EEA								
CH	7 798	6 267	6 107	6 830	5 000	4 500	3 000	1 200
US	322 800	204 600	167 000	125 200	107 000	72 400	34 600	11 700
JP	72 403	53 366	46 446	34 200	20 797	8 748	1 700	590
CA	52 396	32 967	25 500	22 478	14 214	8 100	3 600	:
AU	16 472	10 066	10 147	9 118	8 596	7 532	5 100	2 300
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	88 461	37 897	18 539	10 765	6 349	4 069	3 525	3 464
EUR-11	60 369	23 133	9 310	3 531	1 320	990	930	1 205
B	388	25	-	-	-	-	-	50
DK	3 600	2 000	740	410	-	10	-	1
D	23 800	5 100	1 600	700	400	400	400	500
EL	5 500	4 100	3 190	2 240	1 400	600	100	30
E	16 600	9 600	5 340	2 040	259	79	20	30
F	1 281	208	138	62	84	74	169	308
IRL	200	100	20	10	12	17	12	14
I	8 800	3 100	430	-	100	100	119	83
L	:	:	:	:	:	:	:	:
NL	1 000	600	300	300	200	200	200	200
A	2 800	1 000	592	249	65	20	10	20
P	1 600	800	290	70	-	-	-	-
FIN	3 900	2 600	600	100	200	100	-	-
S	6 100	2 000	340	72	8	22	20	20
UK	12 892	6 664	4 959	4 512	3 621	2 447	2 475	2 208
IS	200	200	100	50	30	30	20	10
N	1 400	400	40	-	-	-	-	-
EEA	90 061	38 497	18 679	10 815	6 379	4 099	3 545	3 474
CH	:	200	130	80	100	100	100	100
US	4 800	2 300	1 200	1 900	2 200	2 900	2 700	3 400
JP	4 700	5 200	4 100	5 200	8 500	7 600	8 300	8 400
CA	300	-	-	-	-	-	-	-
AU	400	30	20	30	20	30	30	20

Source: Eurostat.

Number of CDs sold

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	-	6 553	15 936	38 232	76 190	135 903	198 987	270 049
EUR-11	-	5 576	12 301	28 084	54 405	100 916	149 202	207 867
B	-	300	430	1 018	2 466	4 275	6 540	9 280
DK	-	127	281	864	1 605	2 338	3 000	3 200
D	-	3 000	6 800	13 300	22 800	39 200	56 900	76 200
EL	-	-	-	31	71	200	435	629
E	-	-	-	325	1 125	2 487	4 920	7 393
F	-	985	2 374	6 225	12 474	25 811	40 293	54 794
IRL	-	-	-	50	131	199	330	:
I	-	669	1 022	2 037	4 470	7 009	10 282	15 400
L	-	:	:	:	:	:	:	:
NL	-	500	1 400	4 100	8 800	17 800	23 600	35 000
A	-	120	264	652	1 412	2 200	3 200	5 200
P	-	2	11	77	227	435	637	1 200
FIN	-	-	-	300	500	1 500	2 500	3 400
S	-	50	254	853	1 909	3 249	4 650	7 500
UK	-	800	3 100	8 400	18 200	29 200	41 700	50 853
IS	-	:	:	:	:	:	:	:
N	-	100	300	1 050	1 700	1 900	2 050	2 600
EEA	:	:	:	:	:	:	:	:
CH	-	631	1 393	3 211	6 000	7 300	11 000	13 000
US	-	5 800	22 600	53 000	102 100	149 700	207 200	286 500
JP	-	5 092	16 510	36 096	51 994	71 984	114 700	138 600
CA	-	500	1 300	3 345	6 217	8 900	11 900	15 900
AU	-	385	1 117	2 189	3 223	5 703	9 100	13 700
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	349 227	406 682	481 265	551 243	597 404	642 982	676 869	711 624
EUR-11	268 597	312 497	357 238	395 947	416 645	438 251	471 713	487 509
B	12 030	12 786	14 487	15 197	16 080	20 600	20 400	22 400
DK	5 300	6 500	8 590	13 570	14 100	16 900	17 600	16 900
D	104 200	131 800	152 700	166 200	176 900	184 500	196 900	193 300
EL	1 300	1 800	2 480	3 490	5 900	7 200	7 700	8 300
E	13 300	20 100	24 960	34 230	33 604	35 386	42 800	50 200
F	65 367	72 011	79 679	88 292	93 058	97 440	99 216	103 604
IRL	1 000	1 100	1 730	1 880	2 421	3 125	3 931	4 736
I	19 300	23 600	23 680	28 130	28 000	27 700	31 366	34 169
L	:	:	:	:	:	:	:	:
NL	39 000	33 200	34 600	34 590	35 000	34 400	36 900	34 100
A	7 800	9 600	15 282	15 488	18 282	18 600	19 900	19 200
P	2 300	2 800	5 120	6 140	6 700	8 600	10 800	15 300
FIN	4 300	5 500	5 000	5 800	6 600	7 900	9 500	10 500
S	11 200	15 400	20 100	21 880	21 600	20 900	21 100	23 200
UK	62 830	70 485	92 857	116 356	139 159	159 731	158 756	175 715
IS	500	400	500	470	570	650	720	800
N	7 500	11 000	9 690	12 240	12 610	12 200	12 900	14 900
EEA	357 227	418 082	491 455	563 953	610 584	655 832	690 489	727 324
CH	14 500	13 700	18 730	20 620	22 800	22 100	20 500	22 500
US	333 300	407 500	495 400	662 100	722 900	778 900	753 100	847 000
JP	171 800	181 800	191 790	227 500	259 200	265 900	272 300	286 100
CA	29 400	36 200	42 700	56 800	65 600	64 300	70 200	77 200
AU	21 400	25 500	26 390	28 800	34 300	42 200	38 100	41 400

Source: Eurostat.

Sound recordings market

Number of MCs sold

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	157 062	166 687	184 035	204 084	223 582	246 522	262 883	269 640
EUR-11	124 244	111 248	116 735	122 095	138 180	155 848	169 548	184 135
B	2 273	1 495	1 634	1 509	1 538	1 881	2 604	2 947
DK	2 548	2 139	2 032	1 966	1 699	1 713	1 900	1 800
D	43 500	43 300	49 400	50 600	58 200	59 900	58 100	74 600
EL	2 465	5 200	5 200	5 623	3 958	3 300	3 135	2 929
E	27 074	12 363	13 429	18 042	20 830	23 292	27 240	23 527
F	21 741	23 516	20 711	20 906	22 127	31 022	40 118	41 961
IRL	:	1 187	1 385	1 545	1 823	2 125	2 476	:
I	16 000	14 425	16 071	16 017	18 640	21 686	23 910	25 100
L	:	:	:	:	:	:	:	:
NL	4 500	5 000	5 500	4 800	5 200	4 800	3 200	3 400
A	2 387	2 300	1 816	2 031	1 910	2 200	2 400	3 200
P	1 265	1 262	1 289	1 145	2 112	3 242	2 500	2 600
FIN	4 300	6 400	5 500	5 500	5 800	5 700	7 000	6 800
S	2 605	2 800	4 668	4 800	5 345	4 761	5 300	5 700
UK	25 200	45 300	55 400	69 600	74 400	80 900	83 000	75 076
IS	:	:	:	:	:	:	:	:
N	3 235	3 800	4 200	4 350	4 200	4 000	4 100	4 100
EEA								
CH	3 434	3 309	3 258	4 909	5 000	5 000	6 700	6 000
US	196 600	332 000	339 100	344 500	410 000	450 100	446 200	442 200
JP	63 972	66 313	59 616	56 697	59 854	63 922	59 200	46 160
CA	15 426	35 500	41 000	42 600	31 543	34 400	36 200	31 400
AU	10 789	10 465	12 426	13 389	15 124	16 993	16 000	14 700
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	274 163	214 529	194 091	176 800	159 794	139 414	119 231	107 889
EUR-11	198 275	150 080	131 913	115 407	101 919	90 194	80 402	74 047
B	2 863	2 323	1 842	1 141	812	600	400	300
DK	2 100	1 500	1 410	1 550	1 000	700	500	200
D	78 400	58 200	47 200	38 200	31 400	30 000	26 900	25 100
EL	2 500	1 900	1 530	1 220	1 100	600	500	500
E	23 100	21 300	19 600	19 780	17 859	15 062	14 100	12 900
F	49 412	32 857	28 742	25 544	22 246	17 265	14 908	13 807
IRL	3 200	2 800	2 700	2 400	1 726	1 657	1 431	1 281
I	22 700	21 200	15 230	15 260	15 100	14 300	15 263	14 059
L	:	:	:	:	:	:	:	:
NL	3 200	1 800	1 600	1 260	1 200	800	600	600
A	3 700	3 300	3 149	3 722	3 176	1 910	1 300	900
P	6 000	1 700	7 850	4 200	5 100	5 600	3 400	3 800
FIN	5 700	4 600	4 000	3 900	3 300	3 000	2 100	1 300
S	4 500	4 600	3 540	2 580	2 410	1 710	1 200	900
UK	66 788	56 449	55 698	56 043	53 365	46 210	36 629	32 242
IS	:	:	:	:	:	:	:	:
N	5 200	4 500	3 100	2 350	1 600	800	500	300
EEA								
CH	5 400	3 800	3 940	3 130	2 800	2 100	1 500	1 500
US	360 100	366 400	339 500	345 400	272 600	225 300	172 600	158 500
JP	19 400	16 200	14 020	10 950	9 000	7 400	7 300	7 900
CA	35 500	32 500	31 100	28 900	22 100	17 400	15 200	11 200
AU	15 900	12 900	10 110	8 560	6 600	5 300	2 500	1 700

Source: Eurostat.

Share of singles sold (of total sound recordings sold)

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	32.77	35.87	34.82	30.74	26.79	21.93	19.97	17.13
EUR-11	30.00	34.43	34.31	30.76	26.22	20.27	17.41	13.42
B	49.83	59.02	56.02	56.42	48.83	40.70	38.18	36.05
DK	22.36	20.28	19.83	14.06	14.22	10.55	8.28	9.90
D	22.73	29.70	27.59	24.65	20.72	16.78	16.51	12.26
EL	2.23	-	-	-	-	-	-	-
E	13.91	14.83	13.65	8.08	5.67	3.54	3.43	3.18
F	38.69	48.20	54.13	50.28	47.34	35.94	27.28	21.33
IRL	:	33.07	30.86	24.11	19.13	15.07	13.28	:
I	41.18	23.59	21.29	19.10	13.25	9.11	6.30	3.53
L	:	:	:	:	:	:	:	:
NL	30.77	36.23	35.59	36.50	31.51	21.30	18.59	13.32
A	33.15	34.13	32.83	31.27	31.17	28.70	22.73	16.67
P	39.51	32.74	36.57	33.86	21.68	12.13	7.10	3.45
FIN	:	:	:	:	:	:	5.49	2.55
S	13.04	24.95	24.94	23.23	20.11	18.97	20.43	18.04
UK	45.69	43.45	39.85	34.09	30.45	27.27	27.31	28.09
IS	:	:	:	:	:	:	:	:
N	7.80	12.20	14.43	13.00	10.77	8.89	7.82	6.72
EEA	:	:	:	:	:	:	:	:
CH	21.27	24.49	28.12	23.86	20.00	16.00	10.39	6.48
US	24.03	19.51	18.59	15.23	12.33	11.77	14.10	13.56
JP	37.99	31.77	30.25	28.51	22.45	23.02	20.04	21.84
CA	19.85	17.68	15.36	13.26	10.57	9.19	9.14	9.90
AU	23.18	24.30	21.97	20.11	18.07	15.67	20.85	21.68
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	14.75	14.58	15.78	16.13	17.19	18.76	20.81	19.80
EUR-11	10.52	10.23	12.34	12.79	13.98	15.83	17.61	17.34
B	29.30	20.56	16.55	16.69	17.88	18.60	22.96	27.66
DK	6.78	7.48	6.04	4.61	3.21	4.35	5.73	6.04
D	10.96	12.00	15.44	16.42	17.44	18.41	18.83	19.14
EL	-	-	-	-	-	-	-	-
E	2.03	2.30	1.48	1.60	1.69	1.79	3.23	2.32
F	14.37	12.43	14.71	12.04	15.85	20.93	27.15	25.37
IRL	16.98	16.67	14.09	18.13	19.91	20.89	23.43	22.47
I	1.74	2.24	3.67	9.19	3.36	3.22	4.38	6.69
L	:	:	:	:	:	:	:	:
NL	10.37	10.55	13.51	14.13	17.83	18.24	17.14	15.90
A	12.80	12.58	10.79	16.30	13.19	15.96	13.11	13.35
P	1.00	0.75	0.15	0.48	0.84	0.70	2.07	3.05
FIN	4.79	4.51	4.00	2.97	2.88	3.51	3.33	4.07
S	15.60	13.21	10.66	10.34	10.44	11.42	13.56	16.31
UK	28.32	28.37	26.82	26.27	26.50	27.30	30.63	27.41
IS	:	:	:	:	:	:	:	:
N	4.73	4.22	7.90	8.98	11.24	12.16	12.99	11.11
EEA	:	:	:	:	:	:	:	:
CH	:	5.35	7.51	8.03	8.87	10.33	17.84	12.36
US	12.17	12.58	11.49	9.19	9.31	10.10	11.14	8.01
JP	31.38	34.24	40.91	33.98	34.38	34.17	33.83	32.26
CA	4.68	3.10	1.48	0.67	0.57	0.73	3.28	1.12
AU	16.96	18.29	21.85	19.97	17.20	16.07	22.06	19.58

Source: Eurostat.

Sound recordings market

Share of LPs sold (of total sound recordings sold)

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	46.55	38.16	36.06	34.05	31.01	27.36	22.28	17.10
EUR-11	47.64	39.85	37.74	35.73	32.04	27.66	22.58	17.23
B	41.12	31.92	32.10	27.57	24.26	19.28	12.81	6.49
DK	49.03	55.52	55.64	54.73	49.72	47.04	45.39	40.59
D	55.30	42.57	41.16	39.07	35.68	30.59	24.69	19.78
EL	70.27	50.48	49.51	51.01	54.75	57.92	58.39	58.35
E	32.51	41.13	40.23	37.96	38.14	39.30	37.67	35.76
F	45.82	32.48	26.66	24.72	19.53	16.29	12.18	5.10
IRL	:	34.73	33.13	31.49	25.98	21.59	15.44	:
I	31.93	40.08	39.16	37.90	35.35	33.98	30.15	25.04
L	:	:	:	:	:	:	:	:
NL	59.34	47.83	46.47	41.72	32.03	21.41	11.26	5.50
A	47.12	45.22	48.69	45.56	39.11	33.04	29.72	25.00
P	46.83	49.46	46.75	47.11	40.98	36.54	35.04	31.03
FIN	58.65	54.29	54.92	52.46	51.16	45.04	36.59	32.48
S	69.74	56.86	50.73	51.02	47.62	45.80	40.86	33.44
UK	39.53	30.53	28.56	26.45	25.07	22.77	16.94	11.80
IS	:	:	:	:	:	:	:	:
N	49.39	40.24	39.18	33.00	28.72	25.56	23.46	20.61
EEA								
CH	54.66	46.36	40.80	34.79	25.00	22.50	12.99	5.56
US	47.21	30.36	25.72	20.30	15.15	9.50	4.32	1.37
JP	32.92	29.18	26.43	19.25	12.16	4.66	0.77	0.25
CA	61.92	39.35	31.84	28.49	24.46	14.31	6.33	:
AU	46.42	36.43	33.42	29.50	26.14	21.01	13.37	5.87
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	10.59	4.91	2.25	1.22	0.69	0.42	0.35	0.34
EUR-11	10.25	4.28	1.64	0.60	0.22	0.16	0.14	0.18
B	1.80	0.13	-	-	-	-	-	0.16
DK	30.51	18.69	6.47	2.52	-	0.05	-	0.01
D	10.27	2.30	0.67	0.29	0.16	0.15	0.14	0.18
EL	59.14	52.56	44.31	32.23	16.67	7.14	1.20	0.34
E	30.68	18.39	10.54	3.58	0.49	0.15	0.03	0.05
F	0.95	0.17	0.11	0.05	0.06	0.05	0.11	0.20
IRL	3.77	2.08	0.39	0.19	0.23	0.28	0.17	0.18
I	17.02	6.33	1.05	-	0.22	0.23	0.24	0.16
L	:	:	:	:	:	:	:	:
NL	2.07	1.51	0.71	0.71	0.45	0.46	0.44	0.48
A	17.07	6.29	2.78	1.07	0.26	0.08	0.04	0.09
P	16.00	14.98	2.18	0.67	-	-	-	-
FIN	26.71	19.55	6.00	0.99	1.92	0.88	-	-
S	23.62	7.89	1.27	0.26	0.03	0.09	0.08	0.07
UK	6.48	3.57	2.36	1.88	1.36	0.85	0.87	0.76
IS	28.57	33.33	16.67	9.62	5.00	4.41	2.70	1.23
N	9.46	2.41	0.29	-	-	-	-	-
EEA	10.59	4.88	2.23	1.21	0.68	0.42	0.35	0.33
CH	:	1.07	0.53	0.31	0.35	0.37	0.37	0.36
US	0.60	0.26	0.13	0.17	0.20	0.26	0.26	0.31
JP	1.65	1.68	1.15	1.41	2.02	1.78	1.91	1.88
CA	0.44	-	-	-	-	-	-	-
AU	0.88	0.06	0.04	0.06	0.04	0.05	0.06	0.04

Source: Eurostat.

Share of CDs sold (of total sound recordings sold)

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	-	0.98	2.33	5.60	10.73	18.02	24.88	32.91
EUR-11	-	1.23	2.68	6.34	11.79	20.47	28.09	36.78
B	-	1.52	2.48	6.45	16.57	27.79	35.05	43.61
DK	-	1.36	2.98	9.53	17.52	24.48	28.37	31.68
D	-	1.80	3.78	7.55	12.27	20.82	29.09	34.34
EL	-	-	-	0.27	0.80	2.40	5.07	7.36
E	-	-	-	0.95	2.88	5.51	9.01	14.60
F	-	0.78	1.97	5.74	11.94	21.70	30.34	41.66
IRL	-	-	-	1.39	3.68	5.42	8.38	:
I	-	1.61	2.36	4.85	9.94	13.90	19.11	27.16
L	-	:	:	:	:	:	:	:
NL	-	1.45	4.12	12.58	22.92	45.13	61.78	74.00
A	-	1.02	2.35	5.63	12.63	19.13	27.17	36.11
P	-	0.03	0.14	1.20	3.62	6.07	11.75	20.69
FIN	-	-	-	2.46	3.88	11.45	15.24	21.66
S	-	0.32	1.26	3.89	8.49	14.29	18.09	27.56
UK	-	0.45	1.67	4.25	8.74	13.25	18.64	24.27
IS	-	:	:	:	:	:	:	:
N	-	1.22	3.09	10.50	17.44	21.11	22.91	28.20
EEA	-	:	:	:	:	:	:	:
CH	-	4.67	9.31	16.35	30.00	36.50	47.62	60.19
US	-	0.86	3.48	8.60	14.46	19.65	25.87	33.45
JP	-	2.78	9.39	20.32	30.40	38.31	52.23	58.45
CA	-	0.60	1.62	4.24	10.70	15.72	20.91	30.29
AU	-	1.39	3.68	7.08	9.80	15.91	23.85	34.95
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	41.82	52.72	58.41	62.57	64.79	66.44	67.03	69.35
EUR-11	45.58	57.75	62.82	67.07	68.94	69.70	70.28	71.61
B	55.66	67.11	74.04	77.50	78.17	79.84	75.56	71.22
DK	44.92	60.75	75.15	83.35	90.38	91.80	91.67	92.85
D	44.95	59.45	64.08	67.73	69.98	70.05	71.29	71.41
EL	13.98	23.08	34.44	50.22	70.24	85.71	92.77	94.00
E	24.58	38.51	49.28	60.09	63.87	68.78	72.76	77.67
F	48.23	60.01	62.60	68.19	67.86	67.13	63.24	65.68
IRL	18.87	22.92	33.40	35.88	46.62	51.52	56.01	60.88
I	37.33	48.16	57.98	58.87	62.64	63.68	64.16	66.00
L	:	:	:	:	:	:	:	:
NL	80.91	83.42	81.99	82.16	79.01	79.45	81.10	82.17
A	47.56	60.38	71.67	66.62	73.74	76.14	81.52	82.69
P	23.00	52.43	38.55	58.70	56.30	60.14	74.48	77.66
FIN	29.45	41.35	50.00	57.43	63.46	69.30	79.17	85.37
S	43.36	60.75	74.89	79.96	80.54	81.80	81.72	80.50
UK	31.60	37.79	44.26	48.49	52.15	55.72	55.66	60.69
IS	71.43	66.67	83.33	90.38	95.00	95.59	97.30	98.77
N	50.68	66.27	69.56	76.36	78.76	82.43	83.77	87.13
EEA	42.00	53.01	58.62	62.84	65.05	66.70	67.30	69.66
CH	72.86	73.26	75.98	79.58	80.85	81.55	76.21	81.82
US	41.93	45.89	52.45	59.57	65.71	69.53	72.08	77.23
JP	60.18	58.83	53.99	61.64	61.47	62.32	62.58	64.09
CA	42.98	51.06	57.01	65.82	74.38	78.13	79.50	86.35
AU	47.14	54.22	56.47	61.64	69.41	74.52	73.09	77.21

Source: Eurostat.

Sound recordings market

Share of MCs sold (of total sound recordings sold)

(%)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	20.69	24.99	26.91	29.88	31.48	32.69	32.87	32.86
EUR-11	22.36	24.49	25.44	27.57	29.94	31.61	31.92	32.58
B	9.06	7.55	9.41	9.56	10.33	12.23	13.96	13.85
DK	28.61	22.85	21.55	21.68	18.54	17.93	17.97	17.82
D	21.97	25.93	27.47	28.73	31.32	31.81	29.70	33.62
EL	27.50	49.52	50.49	48.72	44.45	39.68	36.54	34.29
E	53.58	44.05	46.13	53.00	53.31	51.64	49.90	46.46
F	15.49	18.55	17.23	19.26	21.18	26.08	30.20	31.91
IRL	:	32.20	36.01	43.01	51.21	57.92	62.89	:
I	26.89	34.72	37.18	38.15	41.46	43.00	44.44	44.27
L	:	:	:	:	:	:	:	:
NL	9.89	14.49	16.18	14.72	13.54	12.17	8.38	7.19
A	19.73	19.62	16.14	17.54	17.09	19.13	20.38	22.22
P	13.66	17.77	16.54	17.83	33.72	45.25	46.11	44.83
FIN	41.35	45.71	45.08	45.08	44.96	43.51	42.68	43.31
S	17.22	17.87	23.07	21.86	23.78	20.94	20.62	20.95
UK	14.78	25.56	29.91	35.20	35.73	36.70	37.10	35.83
IS	:	:	:	:	:	:	:	:
N	42.81	46.34	43.30	43.50	43.08	44.44	45.81	44.47
EEA	:	:	:	:	:	:	:	:
CH	24.07	24.48	21.77	25.00	25.00	25.00	29.00	27.78
US	28.76	49.27	52.22	55.87	58.06	59.08	55.71	51.63
JP	29.09	36.26	33.92	31.92	34.99	34.02	26.96	19.47
CA	18.23	42.37	51.19	54.00	54.28	60.78	63.62	59.81
AU	30.40	37.88	40.93	43.31	45.99	47.41	41.94	37.50
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	32.83	27.81	23.56	20.07	17.33	14.41	11.81	10.51
EUR-11	33.65	27.74	23.20	19.55	16.86	14.34	11.98	10.88
B	13.25	12.19	9.41	5.82	3.95	2.33	1.48	0.95
DK	17.80	14.02	12.34	9.52	6.41	3.80	2.60	1.10
D	33.82	26.25	19.81	15.57	12.42	11.39	9.74	9.27
EL	26.88	24.36	21.25	17.55	13.10	7.14	6.02	5.66
E	42.70	40.80	38.70	34.73	33.94	29.28	23.97	19.96
F	36.46	27.38	22.58	19.73	16.22	11.89	9.50	8.75
IRL	60.38	58.33	52.12	45.80	33.24	27.32	20.39	16.47
I	43.91	43.27	37.29	31.94	33.78	32.87	31.22	27.15
L	:	:	:	:	:	:	:	:
NL	6.64	4.52	3.79	2.99	2.71	1.85	1.32	1.45
A	22.56	20.75	14.77	16.01	12.81	7.82	5.33	3.88
P	60.00	31.84	59.11	40.15	42.86	39.16	23.45	19.29
FIN	39.04	34.59	40.00	38.61	31.73	26.32	17.50	10.57
S	17.42	18.15	13.19	9.43	8.99	6.69	4.65	3.12
UK	33.59	30.26	26.55	23.36	20.00	16.12	12.84	11.14
IS	:	:	:	:	:	:	:	:
N	35.14	27.11	22.25	14.66	9.99	5.41	3.25	1.75
EEA	:	:	:	:	:	:	:	:
CH	27.14	20.32	15.98	12.08	9.93	7.75	5.58	5.45
US	45.30	41.27	35.94	31.08	24.78	20.11	16.52	14.45
JP	6.80	5.24	3.95	2.97	2.13	1.73	1.68	1.77
CA	51.90	45.84	41.52	33.49	25.06	21.14	17.21	12.53
AU	35.02	27.43	21.63	18.32	13.35	9.36	4.80	3.17

Source: Eurostat.

Average number of sound recordings sold per inhabitant

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	2.24	1.95	2.00	1.99	2.07	2.19	2.32	2.28
EUR-11	2.15	1.02	1.00	0.96	0.99	1.10	1.20	2.03
B	2.55	2.01	1.76	1.60	1.51	1.56	1.88	2.14
DK	1.74	1.83	1.84	1.77	1.79	1.86	2.06	1.97
D	3.22	2.72	2.95	2.89	3.04	3.07	3.17	3.54
EL	0.94	1.06	1.04	1.16	0.89	0.83	0.85	0.84
E	1.36	0.73	0.76	0.88	1.01	1.17	1.41	1.30
F	2.61	2.31	2.18	1.96	1.88	2.13	2.36	2.32
IRL	:	1.05	1.09	1.01	1.00	1.04	1.12	:
I	1.06	0.73	0.76	0.74	0.79	0.89	0.95	1.00
L	:	:	:	:	:	:	:	:
NL	3.23	2.40	2.35	2.24	2.63	2.68	2.58	3.18
A	1.60	1.55	1.49	1.53	1.47	1.51	1.54	1.87
P	0.95	0.71	0.78	0.64	0.63	0.72	0.54	0.58
FIN	2.18	2.87	2.49	2.48	2.62	2.65	3.31	3.16
S	1.82	1.88	2.43	2.63	2.68	2.70	3.04	3.19
UK	3.03	3.14	3.27	3.48	3.66	3.86	3.91	3.65
IS	:	:	:	:	:	:	:	:
N	1.85	1.98	2.34	2.40	2.34	2.14	2.12	2.18
EEA	:	:	:	:	:	:	:	:
CH	2.26	2.10	2.32	3.03	3.07	3.05	3.49	3.24
US	3.02	2.87	2.74	2.58	2.93	3.13	3.26	3.45
JP	1.88	1.52	1.45	1.46	1.40	1.53	1.78	1.92
CA	3.44	3.28	3.10	3.03	2.20	2.12	2.10	1.90
AU	2.44	1.78	1.94	1.94	2.04	2.19	2.29	2.32
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	2.28	2.10	2.23	2.38	2.48	2.60	2.70	2.74
EUR-11	1.18	1.05	1.08	1.13	1.15	2.17	1.27	1.30
B	2.16	1.90	1.94	1.94	2.03	2.54	2.65	3.09
DK	2.29	2.07	2.21	3.13	2.99	3.51	3.64	3.44
D	2.91	2.76	2.94	3.02	3.10	3.22	3.37	3.30
EL	0.91	0.76	0.70	0.67	0.80	0.80	0.79	0.84
E	1.39	1.34	1.30	1.46	1.34	1.31	1.50	1.64
F	2.38	2.10	2.21	2.24	2.36	2.49	2.68	2.69
IRL	1.51	1.35	1.45	1.46	1.44	1.68	1.92	2.11
I	0.91	0.86	0.72	0.84	0.78	0.76	0.85	0.90
L	:	:	:	:	:	:	:	:
NL	3.21	2.63	2.77	2.74	2.87	2.79	2.92	2.65
A	2.11	2.02	2.68	2.90	3.08	3.03	3.03	2.88
P	1.01	0.54	1.35	1.06	1.20	1.44	1.46	1.98
FIN	2.92	2.64	1.98	1.99	2.04	2.23	2.34	2.39
S	3.01	2.93	3.09	3.13	3.04	2.89	2.92	3.26
UK	3.45	3.22	3.61	4.12	4.56	4.87	4.84	4.90
IS	2.74	2.31	2.29	1.96	2.25	2.54	2.74	2.97
N	3.48	3.88	3.24	3.71	3.68	3.39	3.51	3.87
EEA	2.30	2.12	2.24	2.39	2.50	2.08	2.77	2.75
CH	2.95	2.73	3.57	3.72	4.02	3.84	3.80	3.88
US	3.17	3.50	3.68	4.29	4.20	4.24	3.92	4.08
JP	2.30	2.48	2.85	2.95	3.36	3.40	3.49	3.54
CA	2.45	2.50	2.61	2.97	3.00	2.76	2.93	2.94
AU	2.65	2.71	2.66	2.63	2.75	3.12	2.84	2.89

Source: Eurostat.

Sound recordings market

Total receipts from sound recordings sales:

Total receipts from selling sound recordings to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales). Includes total receipts from singles (e.g. vinyl records, audiocassette singles and Compact Disc singles) and albums e.g. vinyl records (LPs), audiocassettes (MCs) and digitally encoded laser discs (CDs). Music videos should be excluded from the total according to IFPI definition.

Note: According to IFPI definitions, a sound recording is a recording unit, which includes any recordings of sound of a performance as well as other sounds. Sound recordings classified by duration include on one hand "short play" sound recordings – which include singles (vinyl records singles), CD singles (compact disc singles) and MC singles (audio cassettes singles) - and on the other hand "long play" sound recordings (also named albums with minimum duration of an LP vinyl record i.e. 35 to 45 min) - which includes LPs (vinyl records), MCs (audio cassettes) and CDs (Compact Discs).

There are various format of singles on vinyl discs: 17 cm, maxi-singles, EP (extended play) and Mini LPs.

Note: Compact Discs were launched in October 1982 in Japan and appeared in USA and Europe in 1983. Cassettes singles were launched in 1987.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data from 1981) in 1980, excluding in 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data from 1981) in 1980, excluding in 1990.
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	Retail level value based on wholesale level data.
DK		IFPI	Retail value data. 1989-90 and from 95 on: IFPI members sales only (95% of market). 91-94: estimations of total market retail value.
D	Eurostat, DIW	BPW	Figures represent only companies reporting to national IFPI Group (1990-96: 80-83% of total market). Retail level value. Since 1991 = reunified Germany. Excluding direct imports and piracy since 1982.
EL		IFPI / AGPP	Retail level value. 1980-90: AGPP member sales only (80/90-92% of total market). 1996-97: figures do not include "premium" sales.
E	Eurostat, INE	AFYVE	Total retail level market value.
F	Eurostat	INSEE, SJTI / SNEP	Data refer to wholesale level and not to retail level value of sales. In 1998, total includes receipts from children books (122 mio FRF) , which cannot be breakdown by formats.
IRL	Eurostat, CSO	IRMA, ING-IFPI	
I		FIMI	Retail level market value. 1990 and 1995-97: figures represent reporting sales only (approximately 90% of total market). 1996-97: figures are not directly comparable.
L			
NL	Eurostat, SN	NVPI	Retail level market value. 1997: adapted according to new IFPI procedures. "Premium" sales included, parallel imports excluded.
A	LÖ-IFPI, Eurostat	IFPI / LÖ-IFPI	1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	1980-88: IFPI members reporting sales only, representing 80-90% of total market. 1989-90 reporting sales only representing 90% of total market. For 1991, 1993-96 figures are estimates of total market sales. 1992 figures are reported sales only.
FIN.	TK	FG-IFPI	Data includes parallel imports. Revised data and changes due to roundings.
S	Eurostat, NORDICOM-S	SG-IFPI	Retail level value of sales of sound recordings. Figures are estimates of total market.
UK	Eurostat	IFPI / BPI	Estimations at retail level.
IS	SI	IFPI-IS	Partly estimated; data based on survey of main distributors. Incl. VAT 24,5%.
N	Eurostat, SN	NORDICOM, IFPI-N	Estimations of total market sales (retail level). 1980-90: IFPI member sale only (85% of total market).
EEA	Eurostat		Excluding L.
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Does not include sales taxes. Domestic value data based on list prices of records and other media. Retail level value representing 85-90% of total market. For recent years, figures represent overall size of US market (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	Value at retail level for total market.
AU		IFPI / ARIA	Provisional data for 1998.

Total number of sound recordings sold:

Total number of sound recordings units of whatever format sold to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales). Includes singles (e.g. vinyl records, audiocassettes singles and Compact Disc singles) and albums e.g. vinyl discs (LPs), audiocassettes (MCs) and digitally encoded laser discs (CDs).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	
DK		IFPI	
D	Eurostat	DIW/BPW	Figures represent only companies reporting to national IFPI Group (80-85% of total market). Since 1991 = reunified Germany.
EL		AGPP, IFPI	1996-97: Do not include "premium" sales. Before 1991: figures represent 80/90-92% of total market.
E	Eurostat, INE	AFYVE	
F	Eurostat	SJTI, INSEE/SNEP	Data represent 90% of total market.
IRL	Eurostat	IRMA, ING-IFPI	1980-89 IFPI member sales representing 90% of total market.
I		FIMI	1995-96: figures represent reported sales only (approximately 90% of total market). 1996-97: figures are not directly comparable.
L			
NL	Eurostat, SN	NVPI	
A	Eurostat	IFPI/LÖ-IFPI	1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	1980-88: sales of IFPI members representing 80-90% of total market. 1989: sales of IFPI members representing 90% of total market. For 1991, 1993-96 figures are estimates of total market sales while 1992 figures are reported sales only.
FIN	Eurostat, TK	FG-IFPI	Data includes parallel imports. Data are estimates rounded at hundred thousands.
S	Eurostat	NORDICOM-S, SG-IFPI	
UK	BPI	BPI	Figures are net of returns and discount.
IS	SI	IFPI-IS	Partly estimated; data based on survey of main distributors.
N	Eurostat, SN	IFPI, NORDICOM / IFPI-N	
EEA	Eurostat		Excluding L.
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Data represent manufacturer's unit shipments (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	In 1990, total excludes LPs.
AU		IFPI / ARIA	Provisional data for 1998.

Sound recordings market

Number of singles sold (Vinyl, CDs, MCs):

Total number of "short play" sound recordings (singles) of whatever format sold to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales). If available, this category should include all kinds of singles (e.g. vinyl records (singles), cassette singles (MCs) and Compact Disc singles (CDs)).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding FIN (1980-88) and IRL (1990).
EUR-11	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding FIN (1980-88) and IRL (1990).
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	Includes CD and MC singles and maxis since 1988.
DK		IFPI	1995-96: IFPI member sales only. 1991-94: figures are estimates of total market. Includes CD singles since 1988.
D	Eurostat, DIW	BPW	Figures represent only companies reporting to national IFPI Group (80-85% of total market). Since 1991 = reunified Germany.
EL		IFPI / AGPP	1996-97: Do not include "premium" sales. Before 1991: figures represent 80/90 92% of total market.
E	Eurostat, INE	AFYVE	
F	Eurostat	SJTI, INSEE / SNEP	Data represent 90% of total market.
IRL	Eurostat, CSO	IRMA, ING-IFPI	1980-89 IFPI member sales representing 90% of total market.
I		FIMI	1990: figures represent 95% of total market. 95-96 figures represent reported sales only (approximately 90% of total market).
L			
NL	Eurostat, SN	NVPI	
A	LÖ-IFPI, Eurostat		1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	
FIN	Eurostat, TK	FG-IFPI	Until 90 singles are included in LP, MC or CD categories. The 1998 figure taken from IFPI, because FG-IFPI includes singles in CDs. In Finland singles nowadays are in practice CD singles. Consequently it has been deducted from the CDs (in FG-IFPI figures)
S	Eurostat, NORDICOM-S	SG-IFPI, SCB	
UK	BPI	BPI	Figures are net of returns and discount.
IS			
N	Eurostat, SN	IFPI, NORDICOM / IFPI-N	Estimations of total market (retail level).
EEA			
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Data represent manufacturer's unit shipments (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	
AU		IFPI / ARIA	

Number of LPs sold:

Number of sound recording albums on "Long Play" vinyl records (LPs) sold to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	
DK		IFPI	1995-96: IFPI member sales only. 1991-94: figures are estimates of total market.
D	Eurostat, DIW	BPW	Figures represent only companies reporting to national IFPI Group (80-85% of total market). Since 1991 = reunified Germany.
EL		IFPI / AGPP	1996-97: Do not include "premium" sales. Before 1991: figures represent 80/90 92% of total market.
E	Eurostat, INE	AFYVE	
F	Eurostat	SJTI, INSEE / SNEP	
IRL	Eurostat, CSO	IRMA, ING-IFPI	1980-89 IFPI member sales representing 90% of total market.
I		FIMI	1990: figures represent 95% of total market. 95-96 figures represent reported sales only (approximately 90% of total market). 1996-97: figures are not directly comparable.
L			
NL	Eurostat, SN	NVPI	
A	LÖ-IFPI, Eurostat	IFPI / LÖ-IFPI	1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	
FIN	Eurostat, TK	IFPI / FG-IFPI	Data includes parallel imports. Data are estimates rounded at hundred thousands. In the statistics of FG-IFPI, CDs were included in LPs in years 1985-87: they have been deducted from LP sales for mentioned years.
S	Eurostat, NORDICOM-S	SG-IFPI, SCB	
UK	BPI	BPI	Figures are net of returns and discount.
IS	SI	IFPI-IS	Including singles, EPs and music cassettes; estimations.
N	Eurostat, SN	IFPI, NORDICOM / IFPI-N	Estimations of total market (retail level). From 1994: LP sales are included in cassettes units. IFPI member sales only (95% of total market).
EEA	Eurostat		Excluding L.
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Data represent manufacturer's unit shipments (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	
AU		IFPI / ARIA	

Sound recordings market

Number of CDs sold:

Number of sound recordings albums on digitally encoded laser discs (CDs) sold to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales). For recent years, may include mini discs (MDs). Excludes CD singles.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Excluding IRL in 1990.
EUR-11	Eurostat		Excluding L. Excluding IRL in 1990.
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	Excludes CD singles since 1988.
DK		IFPI	1995-96: IFPI member sales only. 1991-94: figures are estimates of total market. Excludes CD singles since 1988.
D	Eurostat, DIW	BPW	Figures represent only companies reporting to national IFPI Group (80-85% of total market). Since 1991 = reunified Germany.
EL		IFPI / AGPP	1996-97: Do not include "premium" sales. Before 1991: figures represent 80/90-92% of total market.
E	Eurostat, INE	AFYVE	
F	Eurostat	SJTI, INSEE / SNEP	Data represent 90% of total market. Includes Minidisc since 1993.
IRL	Eurostat, CSO	IRMA, ING-IFPI	1980-89 IFPI member sales representing 90% of total market.
I		FIMI	1990: figures represent 95% of total market. 95-96 figures represent reported sales only (approximately 90% of total market). 1996-97: figures are not directly comparable.
L			
NL	Eurostat, SN	NVPI	
A	LÖ-IFPI, Eurostat	IFPI / LÖ-IFPI	1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	
FIN	Eurostat, TK	FG-IFPI	Data includes parallel imports. Data are estimates rounded at hundred thousands. For years 1985-87: data have been deducted from LPs sales.
S	Eurostat, NORDICOM-S	SG-IFPI, SCB	
UK	BPI	BPI	Figures are net of returns and discount.
IS	St	IFPI-IS	Including CD-singles.
N	Eurostat, SN	IFPI, NORDICOM / IFPI-N	Estimations of total market (retail level).
EEA	Eurostat		Excluding L.
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Data represent manufacturer's unit shipments (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	
AU		IFPI / ARIA	

Number of MCs sold:

Number of sound recordings albums on audiocassettes (MCs) sold to the general public (i.e. at consumer level); aggregation of all distribution channels (e.g. in department stores, supermarkets, entertainment electronic shops, music stores, and mail order sales). For recent years, may include digital compact cassettes (DCCs).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data from 1981) in 1980. Excluding IRL in 1990.
B	CF, Eurostat	IFPI, SIBESA, IFPI-B	Excludes MC singles since 1991.
DK		IFPI	1995-96: IFPI member sales only. 1991-94: figures are estimates of total market.
D	Eurostat, DIW	BPW	Figures represent only companies reporting to national IFPI Group (80-85% of total market). Since 1991 = reunified Germany.
EL		IFPI / AGPP	1996-97: Do not include "premium" sales. Before 1991: figures represent 80/90-92% of total market.
E	Eurostat, INE	AFYVE	
F	Eurostat	SJTI, INSEE / SNEP	Data represent 90% of total market. Includes DCC in 1993 and 94.
IRL	Eurostat, CSO	IRMA, ING-IFPI	1980-89 IFPI member sales representing 90% of total market.
I		FIMI	1990: figures represent 95% of total market. 95-96 figures represent reported sales only (approximately 90% of total market). 1996-97: figures are not directly comparable.
L			
NL	Eurostat, SN	NVPI	
A	LÖ-IFPI, Eurostat	IFPI / LÖ-IFPI	1980-90: sales of IFPI members only, representing 80-90% of total market.
P	Eurostat, INE	IFPI, AFP	
FIN	Eurostat, TK	FG-IFPI	Data includes parallel imports. Data are estimates rounded at hundred thousands.
S	Eurostat, NORDICOM-S	SG-IFPI, SCB	
UK	BPI	BPI	Figures are net of returns and discount.
IS			
N	Eurostat, SN	IFPI, NORDICOM / IFPI-N	From 1994: cassettes and LP combined. Estimations of total market (retail level).
EEA			
CH		IFPI / IFPI - CH	
US	USDC, Eurostat	RIAA	Data represent manufacturer's unit shipments (net after returns).
JP		IFPI / RIAJ	
CA		IFPI / CRIA	
AU		IFPI / ARIA	

Sound recordings market

Share of singles sold (of total sound recordings sold):

Calculated variable: Data presented are calculated from the figures in table " Number of singles sold" divided by the figures in table " Total number of sound recordings sold".

Note: For more detailed information, see footnotes in tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L			
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS			
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding L.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Share of LPs sold (of total sound recordings sold):

Calculated variable: Data presented are calculated from the figures in table " Number of LPs sold" divided by the figures in table " Total number of sound recordings sold".

Note: For more detailed information, see footnotes in tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L			
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding L.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Sound recordings market

Share of CDs sold (of total sound recordings sold):

Calculated variable: Data presented are calculated from table " Number of CDs sold" divided by table " Total number of sound recordings sold".

Note: For more detailed information, see footnotes in tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Excluding IRL for 1990.
EUR-11	Eurostat		Excluding L. Excluding IRL for 1990.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L			
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding L.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Share of MCs sold (of total sound recordings sold):

Calculated variable: Data presented are calculated from table " Number of MCs sold" divided by table " Total number of sound recordings sold".

Note: For more detailed information, see footnotes in tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
EUR-11	Eurostat		Excluding L. Including IRL (data for 1981) for 1980. Excluding IRL for 1990.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L			
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS			
N	Eurostat		Calculated data.
EEA	Eurostat		
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

Sound recordings market

Average number of sound recordings sold per inhabitant:

Calculated variable: Data presented are calculated from the figures in table "Total number of sound recordings sold" divided by the figures in table "Number of inhabitants".

Note: For more detailed information, see footnotes in tables mentioned.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding L. Including IRL for 1980 and excluding IRL in 1990.
EUR-11	Eurostat		Excluding L. Including IRL for 1980 and excluding IRL in 1990.
B	Eurostat		Calculated data.
DK	Eurostat		Calculated data.
D	Eurostat		Calculated data.
EL	Eurostat		Calculated data.
E	Eurostat		Calculated data.
F	Eurostat		Calculated data.
IRL	Eurostat		Calculated data.
I	Eurostat		Calculated data.
L			
NL	Eurostat		Calculated data.
A	Eurostat		Calculated data.
P	Eurostat		Calculated data.
FIN	Eurostat		Calculated data.
S	Eurostat		Calculated data.
UK	Eurostat		Calculated data.
IS	Eurostat		Calculated data.
N	Eurostat		Calculated data.
EEA	Eurostat		Excluding L.
CH	Eurostat		Calculated data.
US	Eurostat		Calculated data.
JP	Eurostat		Calculated data.
CA	Eurostat		Calculated data.
AU	Eurostat		Calculated data.

PART 7

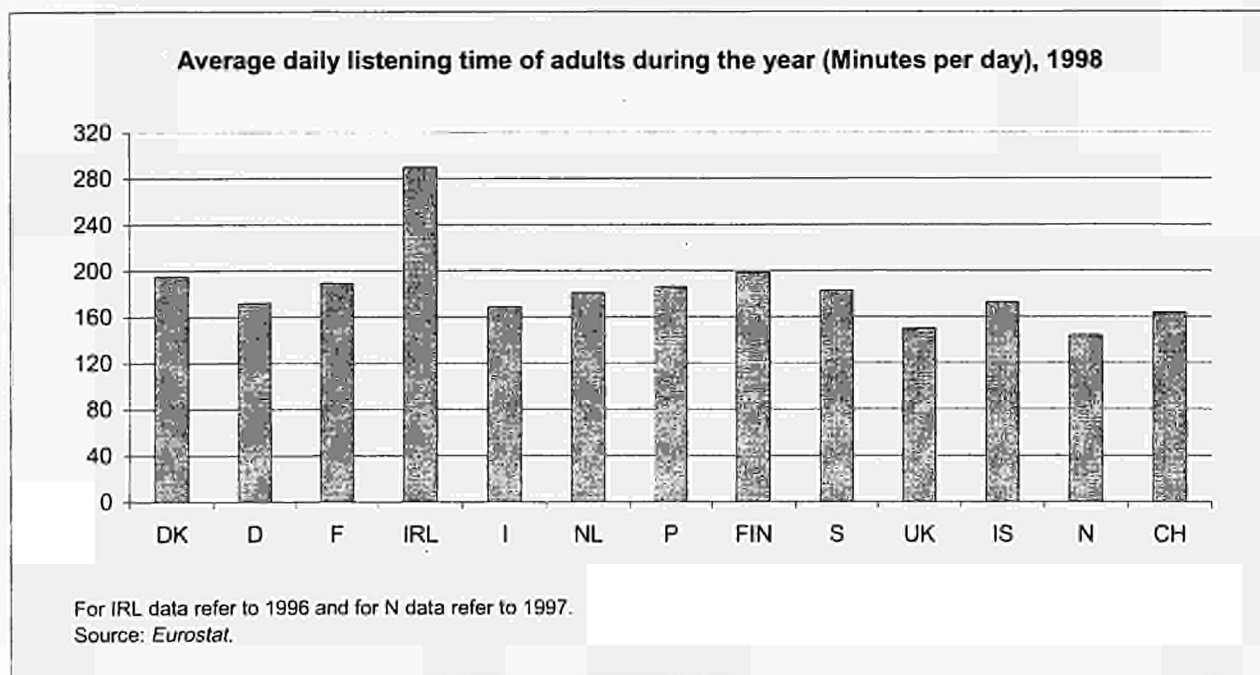
Radio market

Overview

In Europe regular radio broadcasting started at the beginning of the 1920s. The deregulation that commenced in the 1980s resulted in a rapid growth of private local and commercial radio networks. The radio sector is much more fragmented than the TV sector. Alongside nation-wide general-interest radios and special-interest radios (e.g. music stations, etc.) there are local commercial stations that are part of a franchise or subscribers to a national network as well as a huge number local independent commercial stations and non-commercial community radio stations run by associations.

Between 1980 and 1994, the number of radio stations soared in the European Union. Between 1994 and 1998, however, the number of radio stations declined from an estimated 7600 stations to about 4400 stations, a decrease of about 42%. In 1997, there were 136 national radio stations with nation-wide distribution in the EU of which 59 were public and 77 private. In 1997, four EU countries (Denmark, Greece, Austria, Sweden) and Switzerland did not yet have private radio programme services with nation-wide distribution. Between 1980 and 1996, in the United States, the total number of radio stations grew by 32.1% to around 10 684 stations.

The past two decades have been marked by a diversification of radio equipment. New forms appeared like portable combined radio equipment such as radio-cassette recorders or portable CD players with integrated radio and in the 1990s radios equipped with the Radio Data System technology (RDS) allowing the automatic location of radio frequencies. As a result most households had more than one radio set, the number of households with several radio sets was much greater than the number of households with several TV sets. In some EU countries, private households owned on average between three and six various radio devices. The 1990s saw the development of the distribution of radio programmes also through cable, satellite and the web and the appearance of the Digital Audio Broadcasting (DAB).



Total number of radio programme services (radio stations) of national origin

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	167	300	315	317	252	252
DK	3	3	93	:	229	302	344	352
D	40	40	48	65	107	137	146	171
EL	:	:	:	:	:	:	32	33
E	891	891	891	891	891	891	2 017	2 017
F	:	:	:	:	:	:	:	:
IRL	4	4	4	4	4	4	24	25
I	:	:	:	:	:	:	:	:
L	4	4	4	4	4	4	4	4
NL	9	10	12	12	13	13	17	18
A	12	12	12	12	12	13	13	13
P	16	16	16	16	16	18	195	325
FIN	3	3	22	22	32	44	59	70
S	29	29	28	28	28	28	28	29
UK	:	:	:	:	:	:	:	:
IS	1	2	4	6	12	12	14	14
N	:	:	:	:	455	:	458	442
EEA	:	:	:	:	:	:	:	:
CH	3	3	35	35	38	44	45	46
US	8 088	:	8 881	:	:	9 395	9 557	9 697
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	7 624	:	:	:	:
EUR-11	:	:	:	7 014	:	:	:	:
B	252	252	:	195	:	256	:	:
DK	344	337	307	284	285	275	270	274
D	200	217	235	217	231	236	230	233
EL	34	34	:	:	:	:	140	14
E	2 017	2 017	2 539	2 686	2 742	:	:	:
F	:	:	:	1 337	:	1 290	1 266	458
IRL	25	24	24	24	38	36	34	35
I	:	:	:	2 065	2 017	1 908	1 717	1 067
L	4	21	21	21	20	22	22	22
NL	18	20	25	28	30	30	30	30
A	13	13	13	13	13	13	:	:
P	324	327	336	337	337	337	337	334
FIN	65	89	88	91	91	91	92	92
S	29	29	85	112	105	113	114	115
UK	:	190	202	214	221	226	240	268
IS	15	18	20	19	18	18	22	25
N	422	432	419	389	372	:	334	:
EEA	:	:	:	8 032	:	:	:	:
CH	46	47	45	44	45	47	48	50
US	10 108	10 137	10 365	10 425	10 287	10 684	:	:
JP	93	95	104	114	131	171	196	222
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	382

Source: Eurostat.

Number of public radio programme services of national origin with nationwide distribution

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	50	51	52
EUR-11	34	35	35	35	36	36	37	38
B	5	5	5	5	5	5	5	5
DK	3	3	3	3	3	3	3	3
D	1	1	1	1	1	1	1	1
EL	:	:	:	:	:	4	4	4
E	4	4	4	4	4	4	4	4
F	4	4	4	4	5	5	5	5
IRL	3	3	3	3	3	3	4	4
I	3	3	3	3	3	3	3	3
L	-	-	-	-	-	-	-	-
NL	4	5	5	5	5	5	5	5
A	3	3	3	3	3	3	3	3
P	4	4	4	4	4	4	4	4
FIN	3	3	3	3	3	3	3	4
S	3	3	3	3	3	3	3	3
UK	4	4	4	4	4	4	4	4
IS	1	1	2	2	2	2	2	2
N	2	2	2	2	2	2	2	2
EEA	:	:	:	:	:	54	55	56
CH	2	2	2	2	2	2	2	2
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	52	55	56	59	60	:	:	:
EUR-11	38	39	40	42	42	:	:	:
B	5	5	5	7	7	7	:	:
DK	3	4	4	4	5	5	:	:
D	1	1	2	2	2	2	2	2
EL	4	4	4	4	4	4	4	4
E	4	4	4	4	4	:	:	:
F	5	5	5	5	5	5	5	5
IRL	4	4	4	4	4	4	4	4
I	3	3	3	3	3	3	3	3
L	-	-	1	1	1	1	1	1
NL	5	5	5	5	5	5	5	5
A	3	4	4	4	4	4	4	:
P	4	4	3	3	3	3	3	3
FIN	4	4	4	4	4	4	5	5
S	3	3	3	4	4	4	4	5
UK	4	5	5	5	5	5	5	5
IS	2	2	2	2	2	2	2	2
N	2	2	3	3	3	3	3	:
EEA	56	59	61	64	65	:	:	:
CH	2	3	3	3	3	3	3	3
US	:	:	:	:	:	:	:	:
JP	:	:	3	3	3	3	3	3
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	6

Source: Eurostat.

Number of private radio programme services of national origin with nationwide distribution

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:
D	-	-	-	-	-	-	-	-
EL	-	-	-	-	-	-	-	-
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	4	4	4	4	4	4	4	4
NL	:	:	:	:	:	:	:	:
A	-	-	-	-	-	-	-	-
P	1	1	1	2	2	2	2	2
FIN	-	-	-	-	-	-	-	-
S	-	-	-	-	-	-	-	-
UK	-	-	-	-	-	-	-	-
IS	-	-	-	-	-	-	-	-
N	-	-	-	-	-	-	-	-
EEA	:	:	:	:	:	:	:	:
CH	-	-	-	-	-	-	-	-
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	4	5	:	:	:
DK	:	:	:	:	:	:	:	:
D	-	-	-	-	10	11	9	9
EL	-	-	-	-	-	-	-	-
E	:	:	:	:	:	:	:	:
F	:	:	:	8	:	12	12	15
IRL	-	-	-	-	-	-	1	1
I	:	:	:	14	14	14	14	14
L	4	5	5	5	5	5	5	5
NL	:	:	:	:	12	12	12	12
A	-	-	-	-	-	-	:	:
P	2	2	4	4	4	4	4	4
FIN	-	-	-	-	-	-	1	1
S	-	-	-	-	-	-	-	-
UK	-	1	2	2	3	4	4	4
IS	-	-	1	1	1	1	1	1
N	-	-	:	1	1	1	1	:
EEA	:	:	:	:	:	:	:	:
CH	-	-	-	-	-	-	-	-
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	5
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Radio market

Daily listening time of adults (annual average)

(Minutes per day)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:
D	:	:	:	:	:	:	:	156
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	:	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	146	138	144	152	149	141	140
P	:	:	:	:	:	:	:	:
FIN	128	120	:	145	174	172	175	199
S	:	:	:	:	:	:	:	126
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	148
EEA								
CH	:	:	:	145	150	150	159	156
US	:	:	:	:	:	:	:	177
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	:	:	:	:	:	:	:	:
DK	168	150	153	145	153	133	191	195
D	161	168	168	168	167	169	177	172
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	192	192	193	193	190	189	189
IRL	:	:	:	:	279	290	:	:
I	:	:	:	:	170	170	165	169
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	170	174	176	181
A	152	151	169	160	173	184	:	:
P	:	:	:	195	194	202	197	187
FIN	206	230	223	223	219	205	205	199
S	112	121	111	181	188	186	185	183
UK	:	:	162	156	156	150	150	150
IS	:	:	181	179	178	167	174	173
N	135	134	145	149	138	146	144	:
EEA								
CH	166	160	166	169	162	166	162	164
US	183	189	177	181	179	178	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

Total number of radio programme services (radio stations) of national origin:

Total number of radio programme services (public and private) of national origin i.e. a sequence of radio programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or station (channel) within the output of a radio broadcasting organisation or enterprise, located on the economic territory and which are primarily intended for targeting national audience (whatever distribution coverage). Excludes local/regional windows of radio nation-wide programme services. Excludes also: radio programmes services not targeting national audience (e.g. radio programmes services for special areas abroad, pan-European or worldwide radio programme services).

Important: a radio programme service may use a radio station/channel (most of cases) or may use partly one or more radio stations (channels).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Excluding EL.
EUR-11	Eurostat		
B	CF	RTD	Data only concern French speaking community.
DK	DS	DRTV, HMG	Excludes 9 regional channels (public) broadcasted on PZ frequency.
D	Eurostat, DIW	ARD, ZDF, GFK	Since 1991= reunified Germany. End of year data. Data exclude external radio programme services (not targeting national audience).
EL	Eurostat, MPMM	EBU	For 1989-92, data are not including small local radio stations.
E	INE	MOPTMA	
F	SJTI	CSA	
IRL	CSO	IRTC, VR	
I	MC		
L	Eurostat	Min-SMA	Calculated data.
NL	SN	NBC	Data include regional radio stations, but not local stations that broadcast only a few hours a day.
A	ÖSZ	ORF	
P	ICS, ICP, Eurostat		Data excludes radio stations not targeting national audience.
FIN	TK	MC, AFRB, YLE	
S	NORDICOM-S	SRTVA	Does not include "narradio" .
UK	DCMS	RA	Total excludes BBC world service.
IS	SI	SI / Irs	
N	SN, Eurostat	staMed, NORDICOM	Data refer to number of concessions for private radios.
EEA	Eurostat		Excluding EL.
CH	OFS	OFCOM	
US	Eurostat, USDC	USDC	
JP	MPT, Eurostat	MPT	Data refer only to terrestrial broadcasting (AM, FM and shortwave radio broadcasters).
CA			
AU	ABS, Eurostat	ABA	Data includes community radio. Data are based on radio broadcasting licences issued by the ABA.

Radio market

Number of public radio programme services of national origin with nationwide distribution:

Total number of public radio programme services of national origin i.e. a sequence of radio programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or station (channel) within the output of a radio broadcasting organisation or enterprise, located on the economic territory and primarily intended for targeting national audience with a representative nationwide households penetration distribution: at least 40% of radio households of the domestic market. For cable and/or satellite distribution, if existing, it refers to households connected to cable network and/or satellite dishes where programme services in question are distributed. Excludes local windows of radio nationwide programme services.

Excludes also: radio programmes services not targeting national audience (e.g. radio programmes services for special areas abroad, pan-European or worldwide radio programme services).

Public radio programmes services of national origin:

Radio programme service which have a public service obligation and which may be financed totally or partly financed by licence fees or by public subsidies. Public radio programme services may also be partly or mostly financed by advertising, sponsorship, etc.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		
EUR-11	Eurostat		
B	CF	RTD	Data only concern French speaking community.
DK	DS	DRTV	Includes P1 P2 P3 (until 1980) + Danmarks Kanalen (in 1992-94) + P4 (experimental radio in 95-96).
D	Eurostat, DIW	ARD, ZDF, GFK	Since 1991= reunified Germany. End of year data. Data exclude external radio programme services (not targeting national audience).
EL	MPMM		ERA 5 is not included.
E	INE	MOPTMA	
F	SJTI	CSA	
IRL	CSO	IRTC	
I	MC		
L	STATEC, Min-SMA		Data concern "de Sozio Kulturelle Radio".
NL	SN	NBC	
A	ÖSZ	ORF	
P	ICS, ICP		
FIN	TK	MC, AFRB, YLE	
S	NORDICOM-S	SRTVA, SR	
UK	DCMS	RA	
IS	SI		Nationwide criteria used is technical penetration of 90% of households.
N	SN, Eurostat	TeL, NORDICOM	
EEA	Eurostat		
CH	OFS	OFCOM	Including Radio RR which is a nationwide radio programme service through cable.
US			
JP	MPT		Data refer only to terrestrial broadcasting (AM, FM and shortwave radio broadcasters).
CA			
AU	ABS	ABA	Data are based on radio broadcasting licences issued by the ABA. Data refer to main radio network of ABS and SBS radio.

Number of private radio programme services of national origin with nationwide distribution:

Total number of private radio programme services of national origin i.e. a sequence of radio programmes broadcast regularly by whatever technical means of transmission (terrestrial/cable/satellite) and forming a distinct named entity or station (channel) within the output of a radio broadcasting organisation or enterprise, located on the economic territory and primarily intended for targeting national audience with a representative nationwide households penetration distribution: at least 40% of radio households of the domestic market. For cable and/or satellite distribution, if existing, it refers to households connected to cable network and/or satellite dishes where programme services in question are distributed. Excludes local windows of radio nationwide programme services.

Excludes also: radio programmes services not targeting national audience (e.g. radio programmes services for special areas abroad, pan-European or worldwide radio programme services).

Private radio programmes services of national origin:

Radio programme service, which does not have a public service obligation. Private radio programme services are usually financed by advertising, sponsorship, subscription fees (including voluntary payments of listeners) etc.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	RTD	Data only concern French speaking community.
DK			
D	Eurostat, DIW	DLM	Since 1991= reunified Germany. End of year data.
EL	MPMM		
E			
F	SJTI	CSA	
IRL	CSO	IRTC	
I	MC		
L	Min-SMA		Private radio programmes of national origin with nationwide coverage include also programmes in various languages received in other countries.
NL	SN		
A	ÖSZ	ORF	No private radio programme services with nationwide distribution.
P	ICS, ICP		
FIN	TK	MC, AFRB, YLE	Number of private radio stations at year end, except for 1997 in november.
S	NORDICOM-S	SRTVA	
UK	DCMS	RA	
IS	SI	SI / Irs	Nationwide criteria used is technical penetration of 90% of households.
N	NORDICOM	MMI-N, min	
EEA			
CH	OFS	OFCOM	
US			
JP	MPT		Data refer only to terrestrial broadcasting (AM, FM and shortwave radio broadcasters).
CA			
AU			

Radio market

Daily radio listening time of adults (annual average):

Total amount of listening time spent by a sample population of individuals (previously the unit used may have been households) of all age categories (in general here 14-18 years old and over) listening radio programme services, expressed as an average daily amount of listening in minutes. Non-radio uses of a combined radio set should not be taken into account (average daily cumulative audience).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Not applicable.
EUR-11	Eurostat		Not applicable.
B			
DK	DR	DR	From 1996: change of calculation methods.
D		DIW / MA	
EL			
E			
F	SJTI	Med.	
IRL	CSO	JNLR-C, MRBI	Data are aggregates of two daily periods (7am - 7pm and 7pm - midnight). Population: 15 years old and more.
I	ISTAT		
L			
NL	KeL,SN	KeL	
A	ÖSZ	ORF	Population: 14 years old and more (1984, 1992), 10 years old and more (1985-91, 1993-96).
P	ICS	Marktest	Population 15 years old and more. Data available since 1994 when this survey began in Portugal.
FIN	TK	FinOy, YLE, AFRB	Before 1987 data are based on surveys on sample weeks. Since 1987 data are based on continuous monitoring system. Therefore data before 1987 are not comparable with data from 1987 onwards.
S	NORDICOM-S	RUAB	Population 9 years old and more. Since 1994 data are not comparable with earlier years due to change in monitoring method. 1994-96 data from same period each year (springtime). For 1990-92 data concern what kind of private radio?
UK	DCMS	RAJAR / RSL	Estimated data based on RAJAR quarterly figures for hours listened by head of population.
IS	SI	SSRI-UI	
N	NORDICOM	NRK	Average listening time (min/day). Population 9 years old and more.
EEA	Eurostat		Not applicable.
CH	OFS	SSR	Data with linguistic area weighting. Public and private programme services exclude foreign radios. Population 15 years old and more.
US	USDC		Data are based on annual media usage in hours per individual. Adults 18 years and older.
JP			
CA			
AU			

PART 8

Audiovisual services (Business statistics)

Overview

In Structural Business Statistics (SBS) audiovisual services covered by the NACE Division 92 do not include some audiovisual market activities such as, video retail sales and rental activities, sound recording retailing activities, cable and satellite transmission of TV and radio signals activities. Concerning audiovisual services, data are only available on a 3-digit NACE level. Motion picture and video production, distribution and exhibition activities are grouped together under the NACE group 92.1. Radio and television activities are included together under the NACE group 92.2.

Data on the number of enterprises, on persons employed and on the turnover are currently not available for all EU countries. Due to incomplete data at national level, figures for EU 15 can only be estimated. The following estimates relate to the year 1997 and should be seen as orders of magnitude.

In 1997, there were about 45 000 enterprises in the sector, of which about 35 000 in NACE 92.1 (Motion picture and video activities) and 10 000 in NACE 92.2 (Radio and television activities). About 420 000 persons were employed (0.3% of all persons employed), of which 190 000 in motion picture and video activities and 260 000 in radio and television activities. There were on average about 9 persons employed per enterprise. In 1997 turnover amounted to about ECU 60 billion, of which for NACE 92.1 ECU 27 billion and for NACE 92.2 ECU 33 billion, or ECU 140 000 per person employed.

The audiovisual services sector is a growth industry. Especially the television services sector has seen strong growth rates in the last two decades.

Number of motion picture and video services enterprises (NACE Rev.1 - Group 921)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	213	239
DK	:	:	:	:	:	:	:	:
D	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	3 370	3 166
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	19	22	24	27	40	55
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	532
FIN	:	:	:	:	:	:	:	:
S	559	901	1 031	1 257	1 321	1 436	1 615	1 731
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	108
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	272	270	345	328	340	390	402	:
DK	:	859	914	:	966	:	1 101	:
D	:	:	:	7 732	:	7 117	7 151	:
EL	:	:	:	:	316	:	:	:
E	:	2 268	:	3 341	:	:	3 427	:
F	3 252	3 341	4 317	4 577	5 011	5 404	5 472	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	3 447	3 559	:	:
L	73	86	93	:	:	108	113	114
NL	:	2 790	:	:	:	:	:	:
A	507	:	:	:	:	:	:	:
P	477	460	605	643	657	:	:	:
FIN	444	467	476	476	489	498	537	:
S	1 623	1 644	1 315	1 433	1 538	1 689	1 899	2 001
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	154	195	217
N	:	:	:	:	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	:	:	:	591	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
CA	117	115	120	135	:	:	:	:
AU	:	:	:	1 472	:	:	2 257	:

Source: Eurostat.

Audiovisual services (business statistics)

Number of radio and television services enterprises (NACE Rev.1 - Group 922)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B							122	129
DK								
D								
EL								
E								
F								789
IRL								
I								
L			5	6	8	8	13	17
NL								
A								
P	3	3	3	3	3	3	286	316
FIN								
S	17	14	17	22	29	36	46	54
UK								
IS								
N								
EEA								
CH								
US								
JP	149		173					197
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	123	126	112	133	144	151	160	
DK					189		218	
D				358		522	569	
EL					604			
E		507		722			1 108	
F	759	761	1 020	988				
IRL								
I					2 630	2 857		
L	19	18	18			24	25	25
NL		110						
A	5							
P	315	319	329	330	330	330	330	327
FIN	121	124	121	129	132	135	146	
S	70	93	152	223	296	362	435	475
UK								
IS						23	32	39
N								
EEA								
CH					86			
US		13 017						
JP				230	249	292		
CA								
AU				314			311	

Source: Eurostat.

Turnover of motion picture and video services enterprises (NACE Rev.1 - Group 921)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	108 679	141 105	161 257	209 727	223 471	248 373	329 881	382 710
DK	:	:	:	:	:	:	:	:
D	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	2 551 300	2 828 270
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	8 298	8 578	9 479	8 262	13 326	31 580
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	:	:
S	72 947	202 428	189 685	204 269	298 221	455 818	890 358	425 786
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA								
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	26 306 576	28 638 983	27 465 978
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	521 582	441 295
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	428 500	448 221	540 911	599 419	683 116	699 081	756 003	797 283
DK	:	167 750	193 848	:	356 576	:	408 487	:
D	:	:	:	5 713 055	:	6 692 712	6 699 960	:
EL	:	:	:	:	121 936	:	:	:
E	:	1 338 062	:	:	:	:	1 977 033	:
F	2 880 694	3 165 708	4 161 491	4 486 663	5 002 866	5 597 721	6 055 409	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	2 114 024	2 585 251	:	:
L	51 562	45 868	63 774	:	:	74 509	48 062	59 819
NL	:	553 870	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	134 511	118 791	101 013	112 928	128 642	145 028	196 729	:
S	469 164	458 386	385 791	455 960	504 826	604 835	631 360	:
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	22 705	30 721	36 062
N	:	:	:	:	:	:	:	:
EEA								
CH	:	:	:	:	:	:	:	:
US	30 506 956	30 942 917	37 713 920	40 031 273	39 297 865	:	:	:
JP	:	:	:	:	:	:	:	:
CA	453 089	414 374	518 965	464 393	:	:	:	:
AU	:	:	:	1 159 262	:	:	1 920 386	:

Source: Eurostat.

Audiovisual services (business statistics)

Turnover of radio and television services enterprises (NACE Rev.1 - Group 922)

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B	29 902	129 445	130 793	156 485	197 994	206 280	270 125	334 959
DK	:	:	:	:	:	:	:	:
D	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	:
F	:	:	:	:	:	:	2 661 069	3 021 643
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	:	:	:
L	:	:	244 066	258 348	287 886	268 706	239 054	315 837
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	29 982	85 686	91 068	111 488	129 665	150 675	165 343	207 727
FIN	:	:	:	:	:	:	:	:
S	250 809	302 413	326 007	337 637	353 214	404 865	445 672	473 524
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
EEA								
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	43 125 028	39 406 956
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	816 035	978 286	1 658 131
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	354 607	341 618	394 306	470 760	550 764	536 983	588 401	585 148
DK	:	78 112	87 837	:	:	:	139 057	:
D	:	:	:	4 272 849	:	5 546 584	6 738 341	:
EL	:	:	:	:	328 684	:	:	:
E	:	2 385 509	:	:	:	:	3 410 707	:
F	3 253 830	3 752 415	4 187 118	5 624 356	6 195 652	6 600 185	7 031 425	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	4 188 952	4 496 758	:	:
L	379 092	420 398	483 923	:	:	:	:	:
NL	:	940 701	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	257 440	321 592	294 963	287 849	290 888	354 635	343 981	454 324
FIN	548 961	508 741	447 859	507 505	580 214	593 501	594 481	:
S	531 470	598 969	684 755	891 949	991 114	1 074 375	1 132 101	:
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	54 176	65 836	72 508
N	:	:	:	:	:	:	:	:
EEA								
CH	:	:	:	:	:	:	:	:
US	41 712 128	42 940 484	50 163 108	51 808 292	49 924 695	:	:	:
JP	:	:	:	:	:	:	:	:
CA	1 729 589	1 641 430	1 679 795	1 604 211	1 490 280	1 647 040	:	:
AU	:	:	:	469 931	:	:	3 107 720	:

Source: Eurostat.

Number of persons employed in motion picture and video services enterprises (NACE Rev.1 - Group 921)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								
DK								
D								
EL								
E								
F							28 491	28 299
IRL								
I								
L								
NL								
A								
P								2 834
FIN								
S	2 398	2 758	2 995	4 420	4 432	4 732	5 226	5 233
UK								
IS	185		262	329	331	290	291	206
N								
EEA								
CH								
US								
JP								
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B								
DK		1 740	1 714		3 712		4 331	
D								
EL					2 065			
E		14 254					19 301	
F	26 744	26 926	33 135	34 400	37 341	39 906	41 649	
IRL								
I					14 376	14 944		
L						253	279	298
NL		9 380						
A	2 309							
P	2 681	2 541	2 810	2 672	2 947			
FIN	1 168	1 149	1 261	1 126	1 271	1 427	1 614	
S	5 167	5 233	4 735	4 617	4 991	5 409	5 459	5 947
UK								
IS	247	270	290	309	330	310		
N								
EEA								
CH					3 193			
US								
JP								
CA								
AU				12 708			18 518	

Source: Eurostat.

Number of persons employed in radio and television services enterprises (NACE Rev.1 - Group 922)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								
DK								
D								
EL								
E								
F								33 125
IRL								
I								
L								
NL								
A								
P	4 543	4 370	4 411	4 386	4 350	4 385	4 363	4 250
FIN								
S	9 576	7 140	7 092	6 209	6 037	6 049	6 036	6 192
UK								
IS	321		552	546	573	645	547	651
N								
EEA								
CH								
US								
JP								
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B								
DK					1 242		1 666	
D								
EL					8 186			
E		24 338					29 649	
F	30 968	30 088	32 423	29 227				
IRL								
I					24 842	24 369		
L								
NL		9 660						
A	3 658	3 297	3 216	3 130	2 994	2 855	2 772	
P	4 347	4 333	4 370	4 258	3 753	3 667	4 389	4 463
FIN	6 086	5 876	5 812	6 184	6 318	6 304	6 361	
S	6 466	6 561	6 715	7 195	7 787	8 072	8 248	9 394
UK								
IS	652	627	636	619	642	679		
N								
EEA								
CH					1 009			
US								
JP								
CA								
AU				314			311	

Source: Eurostat.

Number of employees in motion picture and video services enterprises (NACE Rev.1 - Group 921)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B							951	977
DK								
D								
EL								
E								
F							25 113	25 276
IRL								
I								
L								
NL								
A								
P								2 479
FIN								
S	2 272	2 138	2 293	3 544	3 547	3 777	4 181	4 152
UK								
IS								
N								
EEA								
CH								
US	220 322	218 122	220 967	219 356	231 156	237 600	256 500	274 000
JP								
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	1 141	1 190	2 192	2 081	2 239	2 529	2 667	
DK		939	992		1 553		1 838	
D								
EL								
E		13 435					16 155	
F	24 004	24 032	29 306	30 361	32 872	35 462	37 177	
IRL								
I					10 104	11 035		
L		161				229	255	273
NL		8 050						
A								
P	2 276	2 263	2 458	2 372	2 670			
FIN								
S	4 192	4 247	3 961	3 758	4 068	4 373	4 209	4 657
UK						25 519	28 798	34 310
IS								
N								
EEA								
CH								
US	279 700	273 800	279 600	302 400	341 500	369 600	385 200	392 900
JP								
CA								
AU								

Source: Eurostat.

Audiovisual services (business statistics)

Number of employees in radio and television services enterprises (NACE Rev.1 - Group 922)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B							7 691	7 870
DK								
D								
EL								
E								
F								32 331
IRL								
I								
L								
NL								
A								
P	4 543	4 370	4 411	4 386	4 350	4 385	4 363	4 250
FIN								
S	9 572	7 138	7 082	6 201	6 030	6 039	6 020	6 181
UK								
IS								
N								
EEA								
CH								
US								
JP								
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	7 959	8 061	6 423	7 012	7 329	7 315	7 534	
DK					795		1 115	
D								
EL								
E		24 198					28 558	
F	30 132	29 734	31 773	28 650				
IRL								
I					21 825	21 051		
L		586						
NL		8 070						
A								
P	4 347	4 333	4 210	4 067	3 611	3 547	3 804	4 077
FIN								
S	6 439	6 511	6 627	7 075	7 630	7 870	7 980	8 112
UK						60 706	56 897	62 182
IS								
N								
EEA								
CH								
US		350 718						
JP								
CA		27 392	26 957	29 822	28 680	28 007		
AU								

Source: Eurostat.

Number of motion picture and video services enterprises (NACE Rev.1 – Group 921)
Enterprises:

"A count of the number of enterprises registered to the population concerned in the business registers corrected for errors, in particular frame errors. Dormant enterprises are excluded. This statistics should include all units active during at least a part of the reference period". (Extract from the Methodological manual of business statistics, General framework).

Motion pictures and video activities (NACE Rev.1 – Group 921):

It comprises class 9211 (motion picture and video production), class 9212 (motion picture and video distribution) and class 9213 (motion picture projection).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	ONSS	Data refer to NACE 70 until 1992 (971 to 973) and NACE Rev.1 (NACE Bel 921) since 1993.
DK	DS	DS	
D	StBA		Data come from tax declarations on turnover.
EL	NSSG		Data do not cover all "summer cinemas".
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey. Data concerns legal units and not enterprises.
NL	SN, Eurostat		
A	Eurostat	ÖSZ	
P	INE	ICS	
FIN	TK	TK	
S	SCB	B.R.	For the years 1980-92, Motion picture and video activities include video film renting activities.
UK			
IS	SI	SI	Business statistics data.
N			
EEA			
CH	OFS		Data come from enterprises census. Data available only for the year 1995.
US			
JP			
CA	SC		Data refer to 1st of April of year x to 31st of March year x+1. Includes video wholesaling.
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Audiovisual services (business statistics)

Number of radio and television services enterprises (NACE Rev.1 – Group 922)

Enterprises:

"A count of the number of enterprises registered to the population concerned in the business registers corrected for errors, in particular frame errors. Dormant enterprises are excluded. This statistics should include all units active during at least a part of the reference period". (Extract from the Methodological manual of business statistics, General framework).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	ONSS	Data refer to NACE 70 (974) until 1992 and NACE Rev.1 (NACE Bel 922) since 1993.
DK	DS	DS	
D	StBA		
EL	NSSG		
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJT1	INSEE, SJT1	Data not include radio activities.
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey. Data concerns legal units and not enterprises.
NL	SN, Eurostat		
A	Eurostat	ÖSZ	
P	INE	ICS	Since 1989 data refer all local and regional radio stations which appeared in 1989.
FIN	TK	TK	
S	SCB	B.R.	
UK			
IS	SI	SI	Business statistics data.
N			
EEA			
CH	OFS		Data come from enterprises census. Data available only for the year 1995.
US	USDC	B.C.	
JP	SJ	MPT, JBC	Data refer to radio and TV terrestrial broadcasting companies only. Data includes commercial broadcasters and public company JBC.
CA			
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Turnover of motion picture and video services enterprises (NACE Rev.1 – Group 921):
Turnover:

"Turnover comprises the totals invoiced by the observation unit during the reference period, and this corresponds to market sales of goods and services supplied to third parties"; "Turnover includes all duties and taxes on the goods or services invoiced by the unit with the exception of the VAT invoiced by the unit vis-à-vis its customer and other similar deductible taxes directly linked to turnover." (Extract from the Methodological manual of business statistics, General framework).

Motion pictures and video activities (NACE Rev.1 – Group 921):

It comprises class 9211 (motion picture and video production), class 9212 (motion picture and video distribution) and class 9213 (motion picture projection).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	Adm.T.	
DK	DS	DS	
D	SIBA		Data come from tax declarations on turnover (including delivery and provision of services).
EL	NSSG		
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey. Estimations for 1993.
NL	SN, Eurostat		
A			
P			
FIN	TK	TK	
S	SCB	B.R.	For the years 1980-92, Motion picture and video activities include video film renting activities. For the years 1980-94, enterprises without employees and turnover of less than 50 000 SKR are excluded. Preliminary figures for the year 1997.
UK			
IS	SI	SI	Turnover based on value-added tax returns.
N			
EEA			
CH			
US	USDC	B.C.	Data refer to class SIC 781, 782, 783.
JP			
CA	SC		Excludes revenues from wholesaling video cassettes.
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Turnover of radio and television services enterprises (NACE Rev.1 – Group 922):

Turnover:

"Turnover comprises the totals invoiced by the observation unit during the reference period, and this corresponds to market sales of goods and services supplied to third parties"; "Turnover includes all duties and taxes on the goods or services invoiced by the unit with the exception of the VAT invoiced by the unit vis-à-vis its customer and other similar deductible taxes directly linked to turnover." (Extract from the Methodological manual of business statistics, General framework).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	Adm.T.	
DK	DS	DS	
D	StBA		
EL	NSSG		
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	For 1989-93, data do not include radio activities. Including radio activities from 1994 onwards.
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey.
NL	SN, Eurostat		
A			
P	INE	ICS	Data refer to: RDP and RTP (both public service) in 1980-1991; RDP, RTP and SIC in 1992; RDP, RTP, SIC and TVI in 1993-1996; RDP, RTP; SIC, TVI and TSF in 1997-1998.
FIN	TK	TK	
S	SCB	B.R.	For the years 1980-94, enterprises without employees and turnover of less than 50 000 SKR are excluded. Preliminary figures for the year 1997.
UK			
IS	SI	SI	Turnover based on value-added tax returns.
N			
EEA			
CH			
US	USDC	B.C.	Data refer to class SIC 483, 484 (Radio & TV broadcasting + cable and other pay TV). Excludes cable and other pay TV services.
JP			
CA	SC		
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Number persons employed in motion picture and video services enterprises (NACE Rev.1 – Group 921)

Persons employed:

"The number of persons is defined as the total number of persons who work in the observation unit (inclusive of working proprietors, partners working regularly in the unit) and unpaid family workers), as well as persons who work outside the unit who belong to it and are paid by it (e.g. sales representatives, delivery person, repair and maintenance teams)" (Extract from the methodological manual of business statistics, General framework).

Comments for audiovisual services:

"In the case of motion picture and television production, persons employed include not only the unit's administrative staff (permanent staff) but also intermittent wage and salary earners employed for the duration of the filming of the production (film crew, actors, etc.).

The number of persons employed can therefore fluctuate widely from period to period"

(Extract from Business statistics services methodological manual for audiovisual services - version 1.4)

Motion pictures and video activities (NACE Rev.1 – Group 921):

It comprises class 9211 (motion picture and video production), class 9212 (motion picture and video distribution) and class 9213 (motion picture projection).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B			
DK	DS	DS	
D			
EL	NSSG		
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	
IRL			
I	ISTAT		
L	STATEC		
NL	SN, Eurostat		
A	Eurostat	ÖSZ	
P	INE	ICS	
FIN	TK	TK	
S	SCB	B.R.	For the years 1980-92, Motion picture and video activities include video film renting activities.
UK			
IS	SI	NEI	Figures refer to number of man-years.
N			
EEA			
CH	OFS		Data come from enterprises census. Data available only for the year 1995.
US			
JP			
CA			
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Audiovisual services (business statistics)

Number of persons employed in radio and television services enterprises (NACE Rev.1 – Group 922):

Persons employed:

" The number of persons is defined as the total number of persons who work in the observation unit (inclusive of working proprietors, partners working regularly in the unit) and unpaid family workers), as well as persons who work outside the unit who belong to it and are paid by it (e.g. sales representatives, delivery person, repair and maintenance teams)" (Extract from the methodological manual of business statistics, General framework).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B			
DK	DS	DS	
D			
EL	NSSG		
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	Data not include radio activities.
IRL			
I	ISTAT		
L			
NL	SN, Eurostat		
A	Eurostat	ÖSZ	
P	INE	ICS	Data refer to: RDP and RTP (both public service) in 1980-1991; RDP, RTP and SIC in 1992; RDP, RTP, SIC and TVI in 1993-1996; RDP, RTP, SIC, TVI and TSF in 1997-1998.
FIN	TK	TK	
S	SCB	B.R.	
UK			
IS	SI	NEI	Figures refer to number of man-years.
N			
EEA			
CH	OFS		Data come from enterprises census. Data available only for the year 1995.
US			
JP			
CA			
AU	ABS		Data refer to period beginning at end of June year x-1 and finishing at end of June year x.

Number of employees in motion picture and video services enterprises (NACE Rev.1 – Group 921):
Employees:

"The number of employees is defined as those persons who work for an employer and who have a contract of employment and receive compensation in the form of wages, salaries, fees, gratuities, piecework pay or remuneration in kind." (Extract from the Methodological manual of business statistics, General framework).

Motion pictures and video activities (NACE Rev.1 – Group 921):

It comprises class 9211 (motion picture and video production), class 9212 (motion picture and video distribution) and class 9213 (motion picture projection).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	ONSS	Data refer to NACE 70 until 1992 (971 to 973) and NACE Rev.1 (NACE Bel 921) since 1993.
DK	DS	DS	
D			
EL			
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey.
NL	SN, Eurostat		
A			
P	INE	ICS	
FIN			
S	SCB	B.R.	For the years 1980-92, Motion picture and video activities include video film renting activities.
UK	DCMS		
IS			
N			
EEA			
CH			
US	USDC, MPAA	B.C., BLS	Data refer to paid employees. Since 1988, data refer to motion picture production and related services, theatres and other services (e.g. distribution), excluding video tape rental industry.
JP			
CA			
AU			

Audiovisual services (business statistics)

Number of employees in radio and television services enterprises (NACE Rev.1 – Group 922):

Employees:

"The number of employees is defined as those persons who work for an employer and who have a contract of employment and receive compensation in the form of wages, salaries, fees, gratuities, piecework pay or remuneration in kind." (Extract from the Methodological manual of business statistics, General framework).

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	INS	ONSS	Data refer to NACE 70 (974) until 1992 and NACE Rev.1 (NACE Bel 922) since 1993.
DK	DS	DS	
D			
EL			
E	Eurostat, INE	INE	1997 figures: Survey on Audiovisual Services 1997.
F	SJTI	INSEE, SJTI	Data not include radio activities.
IRL			
I	ISTAT		
L	STATEC		Data based on 1992 pilot survey.
NL	SN, Eurostat		
A			
P	INE	ICS	Data refer to: RDP and RTP (both public service) in 1980-1991; RDP, RTP and SIC in 1992; RDP, RTP, SIC and TVI in 1993-1996; RDP, RTP, SIC, TVI and TSF in 1997-1998.
FIN			
S	SCB	B.R.	
UK	DCMS		
IS			
N			
EEA			
CH			
US	USDC	B.C.	Data refer to paid employees.
JP			
CA	SC		
AU			

PART 9

General information from other domains

Overview

Population and private households

The population in the European Union increased by about 20 million in the last two decades, from 355 million in 1980 to 375 million in 1998. Average population growth per year amounted to 1 million, or 0.3%.

The number of private households in the EU increased between 1980 and 1998 by about 21% to about 151 million households in 1998. The average number of persons per household in the EU decreased from 2.9 in 1980 to 2.5 in 1998. Ireland and Spain were in 1998 the EU countries with the largest average household size (3 persons per household), Germany and the Scandinavian countries had the smallest households (2.3 or less persons per household).

The population in the United States increased in the same period from 227 million to 270 million or by 18.8%, the number of households from 81 million in 1980 to 101 million in 1998 or by 24.9% (2.7 persons per household).

The population of Japan increased from 117 million in 1980 to 127 million in 1998, or by 8.2%. During the same period, the number of Japanese households increased by 23.8% to around 44 million of private households in 1998 (2.9 persons per household).

Information technologies

The number of personal computers (PCs) in use in the European Union has grown from 26 million in 1990, 56 million in 1995 to over 100 million in 2000. The number of Internet users in the EU has grown from 6 million in 1995 to 100 million in 2000.

The new communications technologies have a growing an impact on the presentation (digital editing), distribution (e.g. electronic dissemination and copy of music records via internet and other "e-commerce" activities related to audiovisual products) and broadcasting of traditional audiovisual products and services (radio or television services on the web).

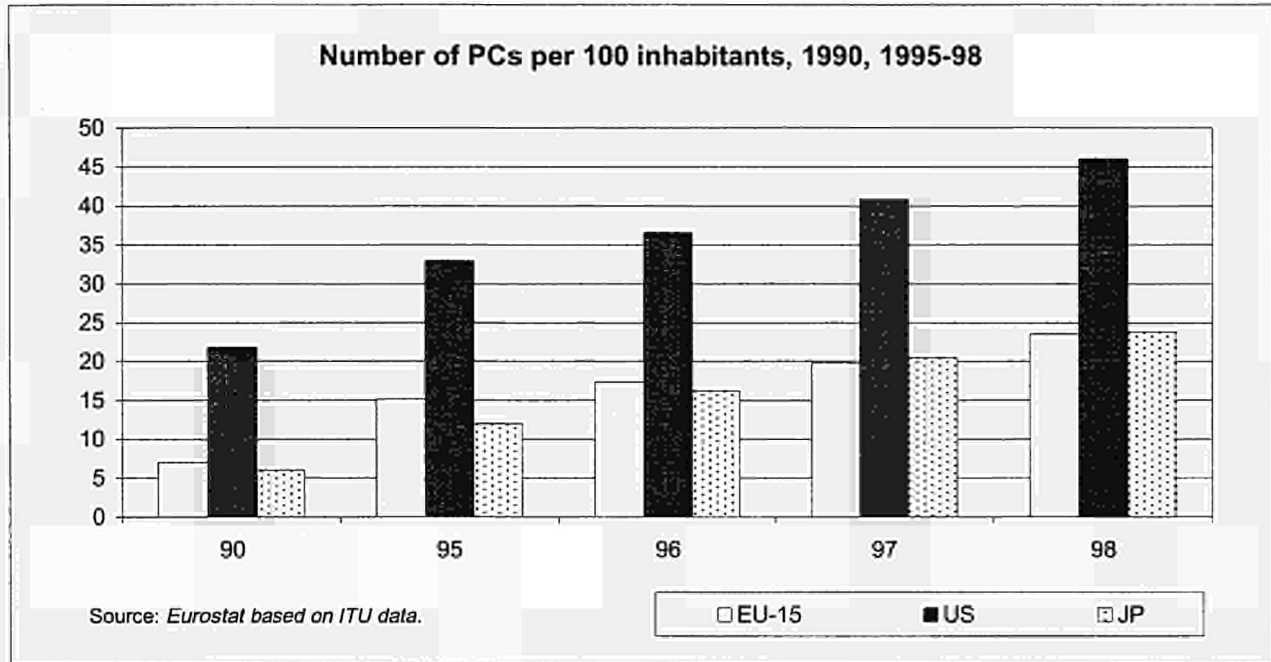
Entertainment electronics (video games, multimedia hardware including CD-ROMs and PCs) have been spreading in private households and have both contributed to the convergence or integration of audiovisual products and new communications technologies (Video on Demand, interactive television services, "e-cinema", etc.).

According to ITU statistics, between 1990 and 1998 the average density of PCs in the European Union more than tripled to reach the level of 23.5 PCs per 100 inhabitants in 1998. Since 1995, among the EU and EFTA countries, the highest density was found in Switzerland and Luxembourg with a rate of 42.3 and 40.1 PCs per 100 inhabitants in 1998, respectively.

Next came the Nordic countries (Denmark followed by Norway, Sweden, Finland and Iceland in 1998) where the PCs density was also clearly higher than the EU average since 1995. In Greece and Portugal, the number of PCs per 100 inhabitants was less than half the EU average since 1995.

General information from other domains

In the United States, the density of PCs was almost twice as big as in the EU (i.e. 46.1 PCs per 100 inhabitants) in 1998. In Japan, the density of PCs was similar to the EU average (23.8 PCs per 100 inhabitants) in 1998.



In 1998, the European Union had 6.4 million Internet hosts compared to 1.9 million in 1995. Between 1995 and 1998, the figure more than tripled to reach 1.7 Internet hosts per 100 inhabitants in 1998.

In 1998, the highest density was found in Iceland with 9.1 internet hosts per 100 inhabitants, followed by Finland (8.9/ 100) and Norway (7.2/100). In Greece, Portugal, Italy and Spain, the number of Internet hosts per 100 inhabitants was less than half of the EU average in 1998.

In the United States the Internet hosts density (i.e. 11.3 Internet hosts per 100 inhabitants) was almost 7 times higher than in the EU average in 1998. In Japan the number of Internet hosts per 100 inhabitants was slightly lower than the EU average in 1998 (i.e. 1.3 Internet hosts per 100 Japanese).

Number of private households

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	117 929		126 245					133 639
EUR-11	89 095	93 784	95 695	96 830	97 836	99 032	100 186	101 536
B	3 320	3 507	3 543	3 729	3 849	3 864	3 811	3 964
DK	2 062	2 136	2 160	2 183	2 205	2 224	2 246	2 265
D	24 811	25 550	26 367	26 739	27 006	27 403	27 793	28 175
EL	2 974	3 176	3 228	3 281	3 335	3 390	3 446	3 502
E	9 997	10 539	10 694	10 793	10 807	10 909	11 118	11 347
F	19 182	20 274	20 535	20 778	21 016	21 254	21 496	21 640
IRL	872	989	998	1 003	1 025	1 039	1 044	1 057
I	18 448	19 539	19 946	20 097	20 275	20 467	20 646	20 823
L	128	131	131	134	135	137	138	143
NL	4 911	5 367	5 494	5 613	5 711	5 814	5 888	6 000
A	2 669	2 771	2 809	2 826	2 831	2 862	2 882	2 937
P	2 921	3 138	3 177	3 099	3 145	3 201	3 267	3 300
FIN	1 836	1 979	2 001	2 019	2 036	2 082	2 102	2 149
S	3 498	:	3 670	:	:	:	:	3 830
UK	20 300	21 239	21 492	21 734	21 975	22 210	22 437	22 506
IS	:	:	82	83	84	85	86	89
N	1 524	:	1 620	:	:	:	:	1 751
EEA			127 947					135 479
CH	:	:	:	:	:	:	:	2 860
US	80 776	85 407	86 789	88 458	89 479	91 066	92 380	93 347
JP	35 824	36 693	37 980	38 104	38 346	38 505	39 707	40 670
CA	7 787	8 618	8 762	8 909	9 082	9 244	9 477	9 624
AU	4 598	5 172	5 351	5 630	5 664	5 793	5 929	6 056
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15				145 367	146 216		149 849	150 764
EUR-11	108 418	109 596	111 583	111 543	112 279		115 414	116 057
B	4 006	4 029	4 058	4 077	4 101	4 122	4 153	4 185
DK	2 288	2 309	2 325	2 339	2 358	2 374	2 392	2 407
D	35 256	35 700	36 230	36 695	36 938	37 281	37 457	37 532
EL	3 560	3 619	3 679	3 740	3 617	3 625	3 625	3 700
E	11 531	11 888	11 891	11 889	11 934	12 111	12 062	12 084
F	21 907	22 160	22 398	22 632	22 857	23 071	23 280	23 500
IRL	1 065	1 089	1 094	1 130	1 146	1 155	1 217	1 231
I	19 909	19 948	20 980	20 020	20 056	20 088	21 642	21 815
L	145	147	149	145	155	160	162	164
NL	6 113	6 216	6 285	6 372	6 425	6 559	6 638	6 692
A	2 994	3 030	3 060	3 096	3 131	3 164	3 182	3 209
P	3 318	3 189	3 220	3 244	3 274	:	:	:
FIN	2 175	2 200	2 218	2 243	2 262	2 291	2 310	2 326
S	:	:	:	4 096	4 100	4 112	4 140	4 118
UK	22 931	23 164	23 407	23 649	23 862	24 075	24 279	24 482
IS	91	92	93	94	94	95	96	98
N	:	:	:	2 000	:	:	:	:
EEA				147 461				
CH	:	:	:	2 881	:	:	:	:
US	94 312	95 669	96 391	97 107	98 990	99 627	99 880	100 924
JP	40 810	41 069	41 172	42 011	43 900	44 008	44 114	44 348
CA	9 873	10 056	10 247	10 387	11 243	11 365	11 490	11 690
AU	6 173	6 319	6 483	6 635	6 769	6 898	7 054	7 100

Source: Eurostat.

General information from other domains

Number of inhabitants

(1 000)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	338 932	341 357	341 919	342 610	343 439	344 244	345 586	363 905
EUR-11	258 534	261 514	261 846	262 318	262 924	263 509	264 551	282 521
B	9 855	9 853	9 858	9 859	9 865	9 876	9 928	9 948
DK	5 122	5 112	5 111	5 116	5 125	5 129	5 130	5 135
D	61 439	61 307	61 049	61 020	61 140	61 238	61 715	79 113
EL	9 643	9 896	9 934	9 967	10 001	10 037	10 090	10 161
E	37 242	38 204	38 353	38 485	38 587	38 675	38 757	38 826
F	53 731	54 895	55 157	55 411	55 682	55 966	56 270	56 577
IRL	3 393	3 523	3 544	3 541	3 545	3 535	3 515	3 507
I	56 388	56 565	56 588	56 598	56 594	56 609	56 649	56 694
L	363	366	366	367	370	372	375	379
NL	14 091	14 395	14 454	14 529	14 615	14 715	14 805	14 893
A	7 546	7 567	7 574	7 582	7 594	7 602	7 628	7 690
P	9 714	9 970	10 009	10 014	10 007	9 981	9 955	9 920
FIN	4 771	4 870	4 894	4 911	4 926	4 939	4 954	4 974
S	8 303	8 331	8 343	8 358	8 382	8 414	8 459	8 527
UK	57 330	56 505	56 685	56 851	57 008	57 155	57 357	57 561
IS	229	241	242	244	248	252	254	256
N	4 079	4 134	4 146	4 159	4 174	4 198	4 221	4 233
EEA	343 240	345 732	346 307	347 014	347 861	348 694	350 061	368 394
CH	6 304	6 428	6 456	6 485	6 523	6 567	6 620	6 674
US	227 225	235 825	237 924	240 133	242 289	244 499	246 819	249 398
JP	117 060	120 305	121 049	121 660	122 239	122 745	123 205	123 611
CA	24 593	25 702	25 942	26 204	26 550	26 895	27 379	27 791
AU	14 695	15 579	15 788	16 018	16 264	16 532	16 814	17 065
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	365 605	367 199	369 117	370 550	371 705	372 778	374 042	374 579
EUR-11	283 813	285 065	286 673	287 788	288 614	289 413	290 428	290 835
B	9 987	10 022	10 068	10 101	10 131	10 143	10 170	10 192
DK	5 146	5 162	5 181	5 197	5 216	5 251	5 275	5 295
D	79 753	80 275	80 975	81 338	81 539	81 817	82 235	82 057
EL	10 247	10 322	10 379	10 426	10 454	10 476	10 487	10 511
E	38 875	38 965	39 051	39 121	39 177	39 242	39 299	39 348
F	56 893	57 218	57 530	57 779	58 020	58 258	58 492	58 723
IRL	3 521	3 547	3 569	3 583	3 598	3 620	3 652	3 694
I	56 744	56 757	56 960	57 138	57 269	57 333	57 461	57 563
L	384	390	395	401	407	413	418	424
NL	15 010	15 129	15 239	15 342	15 424	15 494	15 567	15 654
A	7 769	7 868	7 962	8 015	8 040	8 055	8 068	8 075
P	9 878	9 865	9 869	9 892	9 912	9 921	9 934	9 957
FIN	4 998	5 029	5 055	5 078	5 099	5 117	5 132	5 147
S	8 591	8 644	8 692	8 745	8 816	8 837	8 844	8 848
UK	57 808	58 006	58 191	58 394	58 605	58 801	59 008	59 090
IS	260	262	265	267	268	270	272	276
N	4 250	4 274	4 299	4 325	4 348	4 370	4 393	4 418
EEA	370 115	371 735	373 681	375 142	376 322	377 418	378 708	379 272
CH	6 751	6 843	6 908	6 969	7 019	7 062	7 081	7 096
US	252 106	255 011	257 795	260 372	262 890	265 284	267 645	270 002
JP	124 043	124 452	124 764	125 034	125 570	125 864	126 166	126 686
CA	28 120	28 542	28 947	29 036	29 354	29 672	30 004	30 300
AU	17 284	17 495	17 667	17 855	18 072	18 311	18 532	18 792

Source: Eurostat.

Total advertising expenditure

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B		370 362	411 613	459 384	570 945	622 772	622 168	750 733
DK						738 603	784 293	858 779
D	4 385 548	6 389 795	6 623 097	7 315 572	7 946 783	8 485 827	9 163 366	9 884 021
EL	73 210	145 009	151 505	168 791	181 341	234 545	297 135	385 493
E	832 935	1 572 190	1 858 435	2 304 061	2 905 047	3 793 577		
F	2 012 796		3 965 404			5 877 972	6 625 977	7 330 651
IRL	91 716	112 819	131 578	145 871	166 357	180 489	209 830	227 933
I	1 044 391	2 393 259	2 749 328	3 258 817	3 896 556	4 342 594	4 819 030	5 300 990
L								
NL				1 151 656	1 255 687	1 306 327	1 452 087	1 650 419
A		405 658	443 335	501 996	567 703	627 997	718 009	771 889
P	32 571	59 740	72 959	91 439	135 730	203 735	259 751	327 106
FIN	405 048	880 173	990 367	1 016 720	1 088 021	828 342	1 007 917	988 222
S	568 614	825 991	923 585	979 892	1 075 648	1 263 615	1 464 774	1 437 194
UK	4 785 393	7 639 300	8 577 585	8 639 817	9 320 565	11 459 377	12 833 766	12 502 522
IS								
N								
EEA								
CH	747 067	1 116 632	1 236 178	1 406 699	1 593 732	1 551 886	1 578 801	1 679 814
US	24 291 655	69 923 476	77 275 491	64 332 578	58 339 469	60 899 973	68 637 168	60 870 248
JP	5 529 386	11 828 595	15 025 560	16 994 248	18 235 513	22 619 983		
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	781 963	871 818	947 289	1 020 261	1 169 696	1 202 486	1 295 012	
DK	848 201	1 000 480	1 028 499	1 127 891	1 097 429	1 137 655	1 194 477	
D	11 328 750	12 519 303		12 962 616	14 515 886	14 347 263	14 298 659	
EL	455 470	655 733	919 823	1 167 811	1 501 045	1 061 506	1 168 480	1 093 033
E								
F		7 564 114	7 550 108	7 894 729	8 277 932	8 486 986	8 639 264	9 052 006
IRL	235 736	259 994	268 017	282 959				
I	5 551 642	5 614 471	4 747 370	4 554 189	4 331 640	5 052 171	5 675 634	6 865 434
L								
NL	1 861 123	1 858 983	1 963 498	2 294 430				
A	809 582	934 100	1 012 419	1 160 891	1 207 671	1 238 677	1 218 533	
P	424 646	549 918	553 021	621 775	734 789	881 756	1 052 527	1 220 062
FIN	835 889	666 032	562 402	663 407	801 832	807 475	875 857	943 751
S	1 348 395	1 348 608	1 148 056	1 330 230	1 404 213	1 550 256	1 655 036	1 741 490
UK	12 171 010	12 009 761	11 716 817	13 063 489	13 249 452	14 738 301		
IS					35 697	40 505	44 270	
N								
EEA								
CH	1 627 727	1 535 432	1 557 054	1 786 860	2 026 214	1 944 002	1 850 365	
US	59 800 994	59 365 226	68 963 279	74 313 168	71 885 536	80 228 391		
JP								
CA								
AU								

Source: Eurostat.

General information from other domains

TV advertising expenditure

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								
DK						16 601	99 263	129 192
D	443 309	605 871	656 246	702 941	782 996	892 306	1 096 029	1 368 842
EL	36 319	72 385	75 318	84 243	94 517	112 325	130 060	174 016
E	274 268	501 235	577 605	732 649	913 699	1 177 317		
F	362 416		680 646			1 443 912	1 631 579	1 822 358
IRL	26 627	42 703	52 995	55 998	57 997	60 002	64 998	65 003
I	268 245	1 130 753	1 337 716	1 550 743	1 827 535	2 063 968	2 252 941	2 538 798
L								
NL				134 950	174 794	199 590	221 389	277 665
A		111 345	122 101	143 676	164 505	172 905	198 086	208 450
P	17 808	31 183	40 696	52 990	75 885	101 605	123 618	143 022
FIN	53 169	109 863	122 491	124 906	126 946	108 827	130 425	134 916
S						5 523	21 129	31 382
UK	1 156 247	2 107 919	2 332 858	2 492 770	2 656 936	3 201 221	3 398 178	3 256 959
IS								
N								
EEA								
CH	59 714	76 319	80 831	99 383	103 610	111 097	112 772	124 851
US	8 237 271	25 154 810	27 548 592	23 249 103	20 705 964	21 722 143	24 407 533	22 305 898
JP	2 501 238	5 510 746	5 887 272	6 612 241	7 052 906	8 688 820		
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	250 597	278 353	300 830	351 897	411 316	432 204	493 768	
DK	149 965	113 839	141 830	170 615	206 058	232 369	249 479	
D	1 742 735	2 162 938	2 775 396	3 242 350	3 853 013	4 034 178	4 197 762	
EL	250 915	402 350	590 681	788 835	1 048 206	598 506	587 277	622 207
E								
F		2 213 659	2 326 009	2 486 852	2 679 056	2 789 158	2 897 650	3 053 439
IRL	72 000	81 998	87 005	96 986				
I	2 777 778	2 851 108	2 508 106	2 492 220	2 365 572	2 766 774	3 078 319	3 337 021
L								
NL	292 951	361 335	416 973	493 451				
A	242 535	256 385	262 408	292 106	282 346	285 161	319 806	
P	184 219	248 124	284 188	351 586	405 756	512 893	613 626	705 646
FIN	129 146	119 875	105 581	131 325	168 344	168 664	184 504	193 899
S	64 712	116 820	176 835	247 952	260 289	291 495	329 435	357 001
UK	3 273 848	3 351 183	3 338 504	3 722 115	3 770 562	4 095 611		
IS					6 932	7 973	9 200	
N	27 442	43 523	85 444	127 773				
EEA								
CH	124 125	124 881	139 291	182 572	205 727	200 906	208 029	
US	22 113 367	22 655 419	26 117 848	28 723 351	27 710 797	31 758 220		
JP								
CA								
AU								

Source: Eurostat.

Radio advertising expenditure

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:
D	157 674	238 595	236 716	285 218	357 707	449 769	479 664	503 874
EL	4 679	9 896	9 552	10 901	10 693	17 890	23 205	28 072
E	101 302	195 940	216 827	297 550	348 890	437 860	:	:
F	417 792	:	364 973	:	:	423 595	449 183	483 937
IRL	8 876	14 189	16 220	17 450	17 796	18 436	23 171	:
I	69 794	94 109	99 448	119 025	138 470	154 163	174 780	193 169
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	49 571	49 863	61 881	72 953	79 459	88 404	93 906
P	4 930	10 666	12 517	12 834	17 867	25 158	22 824	25 693
FIN	0	0	1 917	8 434	14 807	22 049	38 111	44 285
S	:	:	:	:	:	:	:	:
UK	90 227	145 607	139 224	135 509	157 543	209 201	236 150	228 337
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	3 863	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	:	8 119	14 011	18 173	25 611	27 774	29 998	33 483
US	2 658 852	7 372 306	8 504 917	7 060 794	6 241 933	6 594 615	7 554 345	6 852 359
JP	371 377	801 757	891 675	987 897	1 038 428	1 241 260	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15	:	:	:	:	:	:	:	:
EUR-11	:	:	:	:	:	:	:	:
B	39 339	60 344	75 980	88 207	104 586	108 401	121 382	:
DK	:	14 726	17 778	21 874	22 516	22 965	23 251	:
D	524 673	564 245	577 906	653 758	706 519	694 081	663 823	:
EL	24 017	39 988	69 625	70 643	83 076	71 773	60 393	67 835
E	:	:	:	:	:	:	:	:
F	:	605 982	667 804	701 848	713 403	702 757	680 368	706 667
IRL	:	:	:	30 241	:	:	:	:
I	202 838	204 322	172 711	170 221	169 472	202 659	267 973	317 958
L	:	:	:	:	:	:	:	:
NL	:	:	:	103 787	:	:	:	:
A	99 162	126 118	127 718	131 762	141 780	132 495	125 362	:
P	32 200	47 600	39 527	35 620	53 215	67 068	95 961	97 167
FIN	35 985	30 141	22 550	24 553	29 079	27 968	30 779	33 932
S	:	:	3 508	17 898	25 075	36 408	48 086	57 986
UK	212 550	212 838	248 721	313 183	357 148	422 709	:	:
IS	:	:	:	:	5 751	7 111	7 123	:
N	7 484	19 896	24 069	42 750	:	:	:	:
EEA	:	:	:	:	:	:	:	:
CH	36 673	39 610	45 082	70 315	78 280	85 465	81 509	:
US	6 840 117	6 666 667	8 076 003	8 851 470	8 668 129	9 533 373	:	:
JP	:	:	:	:	:	:	:	:
CA	:	:	:	:	:	:	:	:
AU	:	:	:	:	:	:	:	:

Source: Eurostat.

General information from other domains

Cinema advertising expenditure

(1 000 ECU)

	1980	1984	1985	1986	1987	1988	1989	1990
EU-15								
EUR-11								
B								
DK								
D	40 409	52 276	53 452	65 783	82 065	90 147	98 058	104 771
EL								
E	14 042	17 777	21 683	16 733	18 289	26 163		
F	37 485		69 904			52 583	53 389	59 154
IRL								
I	19 341	5 791	5 525	10 261	14 048	14 961	15 227	16 426
L								
NL				4 582	5 141	4 711	5 567	5 622
A								
P	115	631	560					
FIN	773	635	639	602	592	607	720	762
S	3 571	4 915	5 367	5 003	6 293	7 457	9 860	9 308
UK	30 076	27 090	30 561	28 293	31 225	40 636	51 983	54 633
IS								
N		7 792			7 212			
EEA								
CH	7 303	8 119	10 239	12 494	15 134	16 202	16 110	17 025
US								
JP								
CA								
AU								
	1991	1992	1993	1994	1995	1996	1997	1998
EU-15								
EUR-11								
B	9 900	10 290	11 440	10 187	17 898	18 092	21 193	
DK		6 147	4 609	5 833	7 778	8 561	8 819	
D	110 201	119 283	149 254	160 022	179 647	175 255	172 064	
EL								
E								
F		64 979	55 776	57 728	63 294	69 613	73 799	81 346
IRL	1 000	1 300	1 500	2 899				
I	16 305	16 922	15 207	16 187	15 022	17 356	23 325	28 812
L								
NL	7 789	9 231	9 195	9 730				
A							2 677	
P								4 370
FIN	640	689	448	646	928	1 047	1 122	1 672
S	8 423	9 558	7 345	8 731	8 680	11 275	9 594	8 300
UK	59 914	61 005	62 821	68 308	83 254	89 703		143 399
IS						638	758	916
N	8 108	8 705	7 221	4 299				
EEA								
CH	16 362	17 604	16 761	18 504	21 996	23 598	23 723	
US								
JP								
CA								
AU								

Source: Eurostat.

Number of PCs per 100 inhabitants

	1980	1985	1990	1995	1996	1997	1998
EU-15			7.0	15.1	17.4	19.8	23.5
EUR-11			6.2	14.0	16.4	18.8	23.0
B			8.8	17.8	21.7	24.6	28.5
DK			11.5	27.0	30.5	36.0	37.8
D			8.3	19.1	23.3	25.6	30.5
EL			1.8	3.4	3.5	4.5	5.2
E			2.8	8.9	10.4	12.2	14.5
F			7.1	13.4	15.1	17.4	21.1
IRL			8.6	18.3	21.0	24.1	27.1
I			3.7	8.4	9.2	11.3	17.4
L			15.8	34.4	38.8	34.7	40.1
NL			9.4	20.1	23.2	28.3	31.9
A			6.5	16.2	17.4	21.1	23.5
P			2.6	5.5	6.8	7.4	8.1
FIN			10.1	23.5	27.4	31.2	35.0
S			10.6	25.0	29.4	33.9	36.2
UK			10.8	20.2	21.6	24.3	26.2
IS			3.9	22.5	26.1	29.6	33.0
N			0.0	27.4	31.8	36.2	37.6
EEA			6.9	15.3	17.6	20.0	23.6
CH			9.0	28.5	34.0	39.5	42.3
US			21.8	33.0	36.6	40.9	46.1
JP			6.0	12.0	16.3	20.5	23.8

Source: Eurostat based on ITU data.

Number of Internet hosts per 100 inhabitants

	1980	1985	1990	1995	1996	1997	1998
EU-15			0.0	0.5	0.8	1.2	1.7
EUR-11			0.0	0.4	0.7	1.1	1.5
B			0.0	0.3	0.6	1.1	2.0
DK			0.0	1.0	2.0	3.2	5.6
D			0.0	0.6	0.8	1.4	1.8
EL			0.0	0.1	0.2	0.3	0.5
E			0.0	0.1	0.3	0.5	0.8
F			0.0	0.3	0.4	0.6	0.9
IRL			0.0	0.4	0.7	1.1	1.5
I			0.0	0.1	0.3	0.4	0.7
L			0.0	0.5	0.9	1.1	1.8
NL			0.0	1.1	1.7	2.5	4.0
A			0.0	0.7	1.1	1.3	2.1
P			0.0	0.1	0.2	0.4	0.6
FIN			0.1	4.2	6.1	9.5	8.9
S			0.1	1.6	2.7	3.9	4.3
UK			0.0	0.8	1.2	1.7	2.5
IS			0.0	3.1	4.3	6.9	9.1
N			0.1	1.9	3.4	6.7	7.2
EEA			0.0	0.5	0.9	1.3	1.8
CH			0.1	1.1	1.9	2.7	3.5
US				2.3	3.8	7.7	11.3
JP				0.2	0.6	0.9	1.3

Source: Eurostat based on ITU / RIPE data.

General information from other domains

Number of private households:

Number of private households including single member households and multiple households with two or more members.

Note: According to household budget surveys, these are defined in terms of having a shared residence and common arrangements. A household comprises either one person living alone or a group of people, not necessarily related, living at the same address with common housekeeping i.e. sharing at least one meal a day or sharing a living or sitting room.

The statistics presented are based on Eurostat data revised and updated by each NSI in order to complete the time series requested and ensure that the figures are compatible with national audiovisual information linked to households (e.g. information concerning the penetration rate of audiovisual domestic equipment, information on household consumption of audiovisual appliances and services, information used for assessing TV and radio licence-fee evasion rate, etc.). Three different concepts for households are used at national level in the EU and EFTA countries: the "household-dwelling concept" (DK, F, FIN, S, N), the "household-keeping unit concept" which has been adopted by 10 countries (B, D, EL, E, IRL, L, NL, A, UK, CH) and the "household-keeping unit concept with family link" (I, P).

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Including estimations for P in 1997-98.
EUR-11	Eurostat		Including estimations for P in 1997-98.
B	INS, Eurostat		Eurostat figures for 1981 and 1984. Excluding "collective households".
DK	DS		At 1st of January of each year
D	Eurostat, StBA		1983-84 estimated figures from Eurostat. Since 1991= reunified Germany.
EL	IOM, Eurostat		Estimations.
E	INE, Eurostat		Eurostat estimates for 1980-85.
F	INSEE, SJTI		At 1st of January of each year. 1995-98: annual average number. Provisional data for 1998.
IRL	Eurostat, CSO		Estimations. 1995- 96 data based on Labour force surveys.
I	ISTAT		
L	STATEC, Eurostat		1995-98 estimations. Eurostat figures for 1980.
NL	SN		At 1st of January of each year.
A	ÖSZ		Private household data raised from micro census.
P	Eurostat, INE		Estimations.
FIN	TK		Data based on household consumption surveys. Data at end of year x-1.
S	SCB		Population and Housing Census 1990 is the source for 1980, 1985 and 1990, reference period 15th of September(1980) and 1st of November (1985, 1990). Income survey is the source for the years 1994-1998, reference period 1st of January.
UK	DCMS, ONS	ONS	Revised data for 1990-98.
IS	SI	SI	Estimations.
N	Eurostat, SN		
EEA	Eurostat		
CH	Eurostat, OFS		Estimations except for 1980 and 90 which are based on population census.
US	USDC	B.C.	Data based on resident population.
JP	SJ, Eurostat		Estimations for 1998.
CA	SC, Eurostat		Estimations for 1997-98 at 31st of December.
AU	ABS, Eurostat	ABS	At 30 of June of each year. Eurostat estimations for 1980, 82-85, 87-90 based on average number of persons per household changes.

Number of inhabitants:

Number of inhabitants at 1st of January each year.

The statistics presented are based on Eurostat data revised and updated by each National Statistical Institute (NSI) or national correspondents for the AUVIS collection.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		
EUR-11	Eurostat		
B	INS		At 1st of January of each year.
DK	DS		At 1st of January of each year
D	StBA		Since 1990 = reunified Germany.
EL	NSSG		Mid-year estimations of population. Since 1997 at 1st of January.
E	Eurostat, INE		At 1st of January of each year.
F	INSEE		At 1st of January of each year.
IRL	Eurostat, CSO	CSO	At 1st of January of each year.
I	ISTAT		
L	STATEC		At 1st of January of each year. Provisional data for 1998.
NL	SN		At 1st of January of each year.
A	ÖSZ		At 1st of January of each year.
P	INE, Eurostat		At 1st of January of each year. Provisional data for 1998.
FIN	TK		Data at end of year x-1.
S	SCB		Reference period 1st of January.
UK	ONS, Eurostat	ONS	Provisional data for 1998.
IS	SI	SI	End-of-year data.
N	Eurostat, SN		At 1st of January of each year.
EEA	Eurostat		
CH	OFS		At 1st of January of each year.
US	USDC	B.C.	Resident population (excluding armed forces abroad). Estimates on 1st of July for each year.
JP	SJ		At 1st October of each year.
CA	SC, Eurostat		On July of each year.
AU	ABS		At 30 of June of each year.

General information from other domains

Total advertising expenditure:

Total advertising expenditures including agency commissions and classified advertising but not production costs. Discounts on the normal advertising rates are not taken into account (European Advertising Tripartite procedures). Here total advertising expenditure comprises newspapers, magazines, outdoor (including transport), radio and cinema advertising expenditures.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MMB	
DK	DS	IME, CBC, D.O., DS	1988-91: outdoor advertising excluded. Total excludes other advertising category (printed matters, sponsoring of sports etc.) and other advertising expenditures not allocated. 1995-97: Outdoor exhibitions excluded.
D	Eurostat, DIW	EAT, ZAW, EAMF	Since 1991= reunified Germany.
EL	IOM, Eurostat	EAT / ANaM, EDEE	IOM data for 1987-98. Excluding Cinema advertising expenditures and Outdoor advertising expenditures in 1987-97. Final invoice prices, comprising all surcharges, the Commission of the advertising agency (15%), VAT (18%) and based on the respective rate cards.
E		EAT / N/R	1980-88: data for Press advertising expenditures are included but not split into newspaper and magazines categories.
F	SJTI	F.P, IREP	Advertising expenditures excluding classified advertising of private individuals. Before 1991, data are not directly comparable with 1992 and onwards data. Communicated by IREP since 1992. 1992 is the 1st year of the panel: these figures are less reliable. Before 1990, data includes Press advertising expenditure but it's not possible to split them between newspaper and Magazines.
IRL		EAT / ASI, IAPI	Includes agency fees, but not production costs.
I		MediaKey	
L			
NL		EAT / VEA	
A	Eurostat, ÖSZ	FWM	Provisional data for 1997.
P	ICS	Sab	Eurostat definition used.
FIN	TK	SG-Moy	Prior to 1988 includes production costs. Whereas 1988 onwards production costs are not included. Consequently 1980-87 is not comparable with 1988-98.
S	NORDICOM-S	IAMS	Advertising expenditure according to European Advertising Tripartite (EAT) standards. Data do not include agencies commission
UK	AA	AA	Includes direct mail.
IS	SI	SI	Survey data, information from annual accounts.
N			
EEA			
CH	Eurostat, OFC	EAT / WF, WEMF	Net receipts, excluding production costs. No reliable data for total of expenditures before 1990.
US	USDC		
JP		EAT	Press advertising is included in total advertising expenditure but not split according to newspaper and magazines categories. Excludes Outdoor advertising until 1984.
CA			
AU			

TV advertising expenditure:

Expenditures for advertising on TV programme services (e.g. spots on national TV channels, local TV channels whether terrestrial, cable or satellite broadcasting transmission) including agency commissions and excluding production costs and net of discounts.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MMB	
DK	DS	IME, CBC, D.O.	1988-90: Includes radio, TV and cinema advertising expenditures.
D	Eurostat, DIW	EAT, ZAW, EAMF	Since 1991= reunified Germany.
EL	IOM, Eurostat	EAT / ANaM, EDEE	IOM data for 1987-98. Final invoice prices, comprising all surcharges, the Commission of the advertising agency (15%), VAT (18%) and based on the respective rate cards.
E		EAT / N/R	
F	SJTI	F.P, IREP	
IRL		EAT / ASI, IAPI	
I		MediaKey	
L			
NL		EAT / VEA	
A	Eurostat, ÖSZ	FWM	Provisional data for 1997.
P	ICS	Sab	
FIN	TK	SG-Moy	Prior to 1988 includes production costs. Whereas 1988 onwards production costs are not included. Consequently 1980-87 is not comparable with 1988-98.
S			
UK	AA / BFI	AA / BFI	
IS	SI	SI	Survey data.
N		EAT / ReFo	
EEA			
CH	Eurostat, OFC	EAT / WF, WEMF	
US	USDC		Includes TV & cable networks, syndications & spot (national level), spots (local level) and non-network cables. Includes network, spot and local advertising.
JP		EAT	
CA			
AU			

General information from other domains

Radio advertising expenditure:

Expenditures for advertising on radio programme services (e.g. spots on national/local radio stations whether terrestrial, cable or satellite broadcasting transmission) including agency commissions and excluding production costs and net of discounts.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MMB	
DK	DS	IME, CBC, D.O.	
D	Eurostat, DIW	EAT, ZAW, EAMF	Since 1991= reunified Germany.
EL	IOM, Eurostat	EAT / ANaM, EDEE	IOM data for 1987-98. Final invoice prices, comprising all surcharges, the Commission of the advertising agency (15%), VAT (18%) and based on the respective rate cards.
E		EAT / N/R	
F	SJTI	F.P, IREP	
IRL		EAT / ASI, IAPI	
I		MediaKey	
L			
NL		EAT / VEA	
A	Eurostat, ÖSZ	FWM	Provisional data for 1997.
P	ICS	Sab	
FIN	TK	SG-Moy	Prior to 1988 includes production costs. Whereas 1988 onwards production costs are not included. Consequently 1980-87 is not comparable with 1988-98.
S			
UK	AA	AA	
IS	SI	SI	Survey data.
N		EAT / ReFo	
EEA			
CH	Eurostat, OFC	EAT / WF, WEMF	Until 1993, this data mainly concerns local radios. The next year, the Swiss public broadcaster, SSR-radio, was authorised to broadcast sponsored programs.
US	USDC		Includes network, spot and local advertising.
JP		EAT	
CA			
AU			

Cinema advertising expenditure:

Expenditures for advertising in cinemas including agency commissions and excluding production costs and net of discounts.

	Official sources	Secondary/primary sources	Notes
EU-15			
EUR-11			
B	CF	MMB	
DK	DS	IME, CBC, D.O.	
D	Eurostat, DIW	EAT, ZAW, EAMF	Since 1991= reunified Germany.
EL			
E		EAT / N/R	
F	SJTI	F.P, IREP	
IRL		EAT / ASI, IAPI	
I		MediaKey	
L			
NL		EAT / VEA	
A	Eurostat, ÖSZ	FWM	Provisional data for 1997.
P	ICS	Sab	
FIN	TK	SG-Moy	Prior to 1988 includes production costs. Whereas 1988 onwards production costs are not included. Consequently 1980-87 is not comparable with 1988-98.
S			
UK	AA / BFI	AA / BFI	
IS	SI	SI	Survey data, video included.
N		EAT / ReFo	
EEA			
CH	Eurostat, OFC	EAT / WF, WEMF	
US			
JP			
CA			
AU			

General information from other domains

Number of PCs per 100 inhabitants:

Average number of Personal Computers in use in the country during the reference year per 100 inhabitants. Personal Computers (PCs) are general purpose, single user, microprocessor-based machines that are capable of supporting attached peripherals and can be programmed in a high level language. Board level products (e.g. printers, scanners, etc) are excluded. Desktop and tower machines are included in this category, but dedicated games machines (such a Nintendo) should be excluded. Portable and transportable machines are included in this category, but electronic organisers are not counted. Small hand-held products such as high-end organisers and palmtops should be excluded from the portable definition.

Note: Primarily ITU estimates based on several national and international sources.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Calculated ratios.
EUR-11	Eurostat		Calculated ratios.
B	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
DK	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
D	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
EL	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
E	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
F	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
IRL	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
I	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
L	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
NL	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
A	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
P	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
FIN	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
S	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
UK	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
IS	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
N	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
EEA	Eurostat		Calculated ratios.
CH	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
US	Eurostat, ITU	ITU	Calculated ratios based on ITU data.
JP	Eurostat, ITU	ITU	Calculated ratios based on ITU data.

Number of Internet hosts per 100 inhabitants:

Average number of devices with Internet Protocol (IP) addresses connected to the Internet (Via full or part-time, direct or dialup connections) per 100 inhabitants.

Note: This statistics are based on the country code (Top Level Domains, e.g. ".lu", ".fr", etc.) in the host address and thus may not correspond with the actual physical location. Generic Top Level Domains (e.g. ".com", ".org", etc.) are not included in these statistics.

	Official sources	Secondary/primary sources	Notes
EU-15	Eurostat		Calculated ratios.
EUR-11	Eurostat		Calculated ratios.
B	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
DK	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
D	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
EL	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
E	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
F	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
IRL	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
I	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
L	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
NL	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
A	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
P	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
FIN	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
S	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
UK	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
IS	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
N	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
EEA	Eurostat		Calculated ratios.
CH	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
US	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.
JP	Eurostat, ITU	ITU / RIPE	Calculated ratios based on ITU / RIPE data.

Annex 1

General symbols and abbreviations used in this publication

Aggregates and Countries order, country codes and currency abbreviations:

Aggregates & countries	Codes	Currency codes	Remarks
European Union	EU-15		Constituted of (B, DK, D, EL, E, F, IRL, I, L, NL, A, P, FIN, S, UK)
Euro-zone	EUR-11		Constituted of (B, D, E, F, IRL, I, L, NL, A, P, FIN)
Belgium	B	BEF	
Denmark	DK	DKK	
Germany	D	DEM	
Greece	EL	GRD	
Spain	E	ESP	
France	F	FRF	
Ireland	IRL	IEP	
Italy	I	ITL	
Luxembourg	L	LUF	
Netherlands	NL	NLG	
Austria	A	ATS	
Portugal	P	PTE	
Finland	FIN	FIM	
Sweden	S	SEK	
United Kingdom	UK	GBP	
Island	IS	ISK	
Norway	N	NOK	
European Economic Area	EEA		Constituted of (EU-15, IS, N)
Switzerland	CH	CHF	
United States of America	US	USD	
Japan	JP	JPY	
Canada	CA	CAD	
Australia	AU	AUD	

Statistical symbols:

:	Not available
.	Not relevant / not applicable
0 or 0.0	Less than half the minimum value shown
-	Nil (zero) / not existing
Ø	Average

Units of measurements:

ECU	European Currency Unit
1000	Thousand
Mio	Million
mm	Millimetre
min	Minute
%	Percentage
	Discontinuity in series

Other miscellaneous abbreviations and acronyms:

CD	Compact disc (digitally encoded laser disc)
CPA	Classification of products by activity
CPC	Central product classifications – United Nations -
DTH	Direct-to-Home
DVB	Digital Video Broadcasting
DVD	Digital Versatile Disc
EC	European Communities
EEC	European Economic Communities
EFTA	European Free Trade Association
EU	European Union
Eurostat	Statistical Office of the European Communities
ISIC	International Standard Industrial Classification of all Economic Activities – United Nations -
LP	Long Play vinyl record
MC	Audio cassette (record)
NACE	General Industrial Classification of Economic Activities within the European Communities
n.e.c.	Not elsewhere classified
NVoD	Near-Video-on-Demand
NSI	National Statistical Institute
PC	Personal Computer
PPV	Pay-per-view
Rev.	Revision
Single	Short play record
SMATV	Satellite Master Antenna Television
TV	Television
VAT	Value Added Tax
VCR	Videocassette recorder
VoD	Video-on-demand
Web	Web-casting (internet)

Annex 2

List of abbreviations and acronyms concerning sources used in the publication

Official sources and national secondary or primary sources

Eurostat Statistical Office of the European Communities

Belgium (B)

INS	Institut National de la Statistique (National Statistical Institute)
CF	Communauté française (Ministry of the French Community of Belgium)
MAEc	Ministère des Affaires Economiques (Ministry for economic affairs)
Adm.T.	Administration de la T.V.A.
Bgc	Belgacom
BVF	Belgium Video Federation
CIM	Centre d'Information sur les Média
CIRECC	Centre d'Information et de Recherche sur l'Economie de la Culture et de la Communication
FCB	Fédération des Cinémas de Belgique (FCB Benelux)
GfK-B	GfK Belgium – Gesellschaft für Konsum-Absatz und Marktforschung
IFPI-B	IFPI – Belgium / Industrie phonographique belge (association, member of the International Federation of the Phonographic Industry)
MFB	Moniteur du Film Belge et de l'Audiovisuel en Belgique
MMB	Media Mark Belgium
ONSS	Office Nationale de la Sécurité Sociale
RTBF	Radio-Télévision belge de la Communauté française
RTD	Union Professionnelle de Radio et de Télédistribution
SIBESA	Syndicat de l'Industrie Belge d'Enregistrements Sonores et Audiovisuels

Denmark (DK)

DS	Danmarks Statistik's (National Statistical Institute)
DMC	Danish Ministry of Culture
AVL	Audio-Video Leverandorforeningen
CBC	Copenhagen Business College
D.O.	Dansk Oplagskontrol
DAB	Danish Audit Bureau
DFI	Danish Film Institute
DR	Danmarks Radio
DR TV	Danish Radio and Television
DRF	Danish Radio Fund
DTIA	Telestyrelsen (Danish Tele Inspection Agency)
FDA	Faellesforeningen af Danske Antenelaug / foreninger
FDVD	Foreningen af Danske Videogram Distributorer
FID	Forbrugerelektronik i Danmark

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GD	Gallup Denmark
HMG	Hartvig Media Group ApS
IME	Institut of Market Economy
NFbD	National Filmboard of Denmark
TV2	TV2/Danemarks
Vf	Videogramforeningen

Germany (D)

StBA	Statistisches Bundesamt (National Statistical Institute)
DIW	Deutsches Institut für Wirtschaftsforschung
ANGA	Arbeitsgemeinschaft für Antennen und Kommunikationstechnik
ARD	Arbeitsgemeinschaft der Öffentlichrechtlichen Rundfunkanstalten der Bundesrepublik Deutschland
BPW	Bundesverband der Phonographischen Wirtschaft
BVV	Bundesverband Video
DLM	DLM-Study
DT	Deutsche Telekom, A.G.
DVI	Deutsches Video Institut
EAMF	EAMF
FBW	Filmbewertungsstelle
FSK	Freiwillige Selbstkontrolle der Filmwirtschaft
GfK (GfK)	GfK – Gesellschaft für Konsum-Absatz und Marktforschung
HDF	Hauptverband Deutscher Filmtheater
MA	Media Analyse
MP	Media Perspektive
NDR	Norddeutscher Rundfunk
SPIO	Spitzenorganisation der Filmwirtschaft e.V.
VdF	Verband der Filmverleiher (Association of films distributors)
ZAW	Zentralverband der deutschen Werbewirtschaft
ZDF	Zweites Deutsches Fernsehen

Greece (EL)

NSSG	National Statistical Service of Greece (National Statistical Institute)
GFC (CCG)	Greek Film Centre (Centre du Cinéma Grec)
IOM	ΙΝΣΤΙΤΟΥΤΟ ΟΠΤΙΚΟΑΚΟΥΣΤΙΚΩΝ ΜΕΣΩΝ (Hellenic Audiovisual Institute / Institut Hellénique de l'Audiovisuel)
MPMM	Ministry of Press and Mass Media
AGPP	Association of Greek Producers of Phonograms
AnaM	Amer Nielsen advertising Monitor
EDEE (GAAA)	Enossi Diafimystikon Etairon Elladon (Greek Advertising Agencies Association)
EPOE	(Greek organisation against copyright theft)
ERT	Hellenic Radio and Television (Radio-Télévision Hellénique)
MD-H	Media Desk – Hellas
PIGD	Press and Information General Directorate (Secrétariat Général de la Presse et de l'Information)

Spain (E)

INE	Instituto Nacional de Estadística (National Statistical Institute)
ICAA	Ministerio de Cultura – Instituto de la Cinematografía y de las Artes Audiovisuales
MC	Ministerio de Cultura (Ministry of Culture)
MEC	Ministerio de Educación y Cultura
MOPTMA	Ministerio de Obras Públicas, Transportes y Medio Ambiente
AESDICA	Asociación Española de Sociedades de Distribución por Cable
AFYVE	Asociación Fonográfica y Videográfica Española
FEECE	Federación de Entidades de Empresarios de Cine de España
FFEP	Fundesco y Federación de Empresas de Publicidad
N/R	Nielsen / Repriss
SGC	Secretaría General de Comunicaciones
UVE	Unión Videográfica Española

France (F)

INSEE	Institut National de la Statistique et des Etudes Economiques (National Statistical Institute)
SJTI	Direction du Développement des Médias (former Service Juridique et Technique de l'Information et de la Communication – Mission d'observation statistique, d'étude et de documentation sur les Médias)
BIPE	Bureau d'Informations et de Prévisions Economiques
CESP	Centre d'Etudes des Supports de la Publicité
CNC	Centre National de la Cinématographie
CSA	Conseil Supérieur de l'Audiovisuel
DC	Département Câble
F.P	France Pub
INA	Institut National de l'Audiovisuel
IREP	Institut de Recherche et d'Etudes Publicitaires
Med	Médiamétrie
OSI	Other Survey Institutes (IFD, SOFRES)
SIMAVELEC	Syndicat des Industries de Matériels Audiovisuels Electroniques
SNEP	Syndicat National de l'Edition Phonographique
SR	Service de la Redevance

Ireland (IRL)

CSO	Central Statistical Office (National Statistical Institute)
MAC	Ministry of Art and Culture
ACN-I	AC Nielsen of Ireland Ltd.
AGB-TAM	AGB-TAM
ASI	Advertising Statistics Ireland Ltd.
CSA	Carlton Screen Advertising
FCO	Film Censor's Office
IAPI	Institute of Advertising Practitioners in Ireland
IFB	Irish Film Board
IFI	Irish Film Institute
IMOA	Irish Multichannel Operators Association

Annex 2

ING-IFPI	Irish National Group of IFPI (International Federation of the Phonographic Industry)
IRMA	Irish Recording Manufacturers Association
IRTC	Independent Radio and Television Commission
JNLR (JNLR-C)	Joint National Listenership Research Committee
MRBI	Market Research Bureau of Ireland
MVR	Media Vision Research
RSAA	RSA Advertising
RTA	Radio and Television Authority
RTE	Radio Telefís Éireann

Italy (I)

ISTAT	Istituto Nazionale di Statistica (National Statistical Institute)
CM (MC)	Ministero delle Comunicazioni (Communications Ministry)
ANICA	Associazione Nazionale Industrie Cinematografiche ed Audiovisive
DdS	Dipartimento dello Spettacolo
FIMI	Federazione Musicale Italiana
Mediakey	Mediakey
RAI (Rai)	Radiotelevisione Italiana
SIAE	Società Italiana Autori ed Editori
UNIVIDEO	Video distributors association

Luxembourg (L)

STATEC	Service Central de la Statistique et des Etudes Economiques (National Statistical Institute)
CNA (Cna)	Centre national de l'audiovisuel (National Film Centre)
Min – SMA (SMA)	Ministère d'état – Service des Médias et de l'Audiovisuel (Ministry – Department for Media and Audiovisual)

Netherlands (NL)

SN (CBS)	Statistics Netherlands / Centraal Bureau voor de Statistiek (National Statistical Institute)
ANF	Associatie van Nederlandse Filmtheaters (Association of Netherlands Film theatres)
KeL	Kijk-en Luisteronderzoek (Media research Institute)
NBB	Nederlandse Bond van Bioscoop en Filmondernemingen
NBC	National Broadcasting Commission
NFC	Nederlandse Federatie voor de Cinematografie (Netherlands Cinematographic Federation)
NFf	National Filmfund
NOS	Nederlandse Omroepprogramma Stichting
NVPI	Nederlandse Vereniging van Productie en Importeurs van Beeld-en Geluidsdragers (National association of audiovisual producers)
VEA	V.E.A.
VECAI	Vereniging van Exploitanten en Machtiging-houders van Centrale Antenne Inrichtingen.

Austria (A)

ÖSZ	Statistik Österreich (former Österreichisches Statistisches Zentralamt) (National Statistical Institute)
AKM	Gesellschaft der Autoren, Komponisten und Musikverleger (Authors, Composers and Music Publishers)
Fes	Fessel Institut
FLA	Fachverband der Lichtspieltheater und Audiovisionsveranstalter
FWM	Fachverband Werbung und Marktkommunikation
GFK-I	GFK Institut (Gessellschaft für Konsum-, Markt- und Absatzforschung)
LÖ-IFPI	Landesgruppe Österreich of IFPI (International Federation of the Phonographic Industry)
ÖGFKM	Österreichische Gesellschaft für Filmwissenschaft, Kommunikation- und Medienforschung
ORF	Österreichischer Rundfunk
PTA	Post & Telecom Austria, A.G.
RHE	Rainbow Home Entertainment

Portugal (P)

INE	Instituto Nacional de Estatística (National Statistical Institute)
AFP	Associação Fonográfica Portuguesa
AGB-P	AGB-Portugal
FEVIP	Federação de Editores de Videogramas
ICAM	Instituto do Cinema, do Audiovisual e do Multimedia
ICP	Instituto das Comunicações de Portugal
ICS	Instituto da Comunicação Social
IGAC	Inspecção Geral das Actividades Culturais
IPACA	Instituto Português da Arte Cinematográfica e Audiovisual
Markttest	Markttest
RTP	Radiotelevisão Portuguesa, S.A.
Sab	Sabatina

Finland(FIN)

TK (SF)	Tilastokeskus – Statistics Finland (National Statistical Institute)
MC	Ministry of Communications
AFRB	Association of Finnish Radio Broadcasters
FBC	Finnish Broadcasting Company (YLE)
FCOA	Finnish Cinema Owner's Association
FCTA	Finnish Cable Television Association
FFA	Finnish Film Archives
FFDA	Finish Film Distributors' Association
FFF	Finnish Film Foundation
FFPPV	Finnish Federation of Producers of Phonograms and Videograms
FG-IFPI	Finnish Group of IFPI
FinOy	Finnpanel Oy
FNF	Finnish National Filmography
FSTA	Finnish Satellite Television Association
SG-MOY	Suomen Gallup– Media Oy

Annex 2

SOFC	State Office of Film Censorship
YLE	Oy. Yleisradio Ab. (Finnish Broadcasting Company)

Sweden (S)

SCB	Statistiska Centralbyrån – Statistics Sweden (National Statistical Institute)
NORDICOM-S	NORDICOM Sweden – Nordiska Dokumentationscentralen för Masskommunikationsforskning (Nordic Documentation Centre for Media and Communication research)
SFI	Svenska Film Institutet (Swedish Film Institute)
B.R.	Business Register
IAMS	Institute for Advertising and Media Statistics.
MMS	Mediamätning i Skandinavien AB
NRPGU	Newspaper Research Programme at Göteborg University
RATEKO	RATEKO
RiK (RIK)	Radiojänst i Kiruna
RIKAB	Radiojänst i Kuruna AB
RUAB	RUAB
SG-IFPI	Svenska Gruppen of IFPI (Swedish Group of IFPI)
SR	Sveriges Radio
SRTVA	Swedish Radio & Television Authority
SVF	Sveriges Videodistributors Forening
SVT	Sveriges Television
TV4AB/TV4	Swedish private television

United Kingdom (UK)

ONS (NSO/CSO)	Office for National Statistics (former National Statistical Office / Central Statistical Office) (National Statistical Institute)
DCMS (DNH)	Department for Culture, Media and Sport (former Department of National Heritage)
AA	Advertising Association
BARB	Broadcasters' Audience Research Board Ltd.
BBC	British Broadcasting Corporation (Television & Radio)
BBFC	British Board of Film Classification
BFI	British Film Institute
BPI	British Phonographic Industry
BREMA	British Electronic Manufacturers Association
BVA	British Video Association
CAA	Cinema Advertising Association
DR	Dodona Research
EDI	Entertainment Data International
IPA	Institute of Practitioners in Advertising
ITC	Independent Television Commission
JICTAR	JICTAR
RA	Radio Authority
RAB	Radio Advertising Bureau
RAJAR	RAJAR
RSL	RSL
ScrFin	Screen Finance
SD	Screen Digest

SSL	SSL (Licence statistics)
TAM	TAM

Iceland (IS)

SI (HI / SBI)	Hagstofa Islands – Statistics Iceland / Statistical Bureau of Iceland (National Statistical Institute)
Cabl.	Cable operators
CO	Cinema Offices
Dist.	Distributors
IBC	Independent Broadcasting Committee
IFF	Icelandic Film Fund
IFMA	Icelandic Film Makers Association
IFPI-IS	IFPI-Island (IFPI Iceland)
Irs	Icelandic radio stations
IT	Iceland Telecom
Its	Icelandic television stations
Mynd.	Myndmark (Association of video publishers and rental outlets in Iceland)
NFAI	National Film Archive of Iceland
NEI	National Economic Institute
RUV	Ríkisutvarp Sjonvarp (Icelandic Broadcasting Corporation)
SSRI-UI (SSI-UI)	Social Science Institute – University of Iceland

Norway (N)

SN	Statistics Norway – Statistisk sentralbyrå (National Statistical Institute)
Ef	Electronickforberndet
IFPI-N (IFPI-NO)	IFPI – Norge
MMI-N	MMI –Norway (Markeds-og Medieinstituttet)
MN	Media Norway
NAMC	National Association of Municipal Cinemas
NCFF	NCFF
NFI	Norsk Filminstitutt – Norwegian Film Institute
NKTF	Norsk Kabel-TV-Forbund
NRK	Norsk Riskskringkasting (Norwegian Broadcasting Corporation)
NVf	Norsk Videogram forening
ReFo	Reklamebyraforeningen
StaMed	Statens Medieforvaltning
TeL	Telenor Ltd.

Switzerland (CH)

OFS	Office Fédéral de la Statistique (National Statistical Institute)
OFC	Office Fédéral de la Culture (Federal Cultural Office)
OFCOM	Office Fédéral de la Communication (Federal Communications Office)
Bilag AG	Bilag A.G.
IFPI-CH	IFPI – Schweiz

Annex 2

ProCin	Procinema
PTT (DG- PTT)	Télécom PTT (Swiss Telecom)
SK-V	Schweizerischer Kino-Verband
SRG	SRG
SSR	Société Suisse de Radiodiffusion et télévision (Swiss Radio and Television Broadcasting Company)
ST	Swiss Telecom
Suisa	Suisa
SVV	Schweizerischer Video Verband (Association suisse du Videogramme)
Swisscom	Swisscom
WEMF	AG für Werbemedienforschung
WF	Werbe auf wand Schweiz

Non-European countries

United States (US)

USDC	United States Department of Commerce
B.C. (B.O.C.)	United States Bureau of the Census
BLS	Bureau of Labour Statistics
AC.N	AC Nielsen
AMR	Adams Media Research
CPB	Corporation for Public Broadcasting
MPAA	Motion Picture Association of America
PKA	Paul Kagan Associates
RIAA	Recording Industry Association of America
Variety	Variety

Japan (JP)

SJ	Statistics Japan
MPT	Ministry of Post and Telecommunication
EIREN (MPPAJ)	Motion Picture Producers Association of Japan
FFIDAJ (FIAJD)	Foreign Film Importers Distributor's Association of Japan
JBC / NHK	Japan Broadcasting Corporation (NHK)
JVA	Japan Video Association
MTVM	Movie TV Marketing
RIAJ	Recording Industry Association of Japan

Canada (CA)

SC	Statistics Canada / Statistiques Canada
CRIA	Canadian Recording Industry Association
CTES	Canadian Theatrical Exhibition Study
MPTAC	Motion Picture Theatre Association of Canada
ONF	Office National du Film
SODEC	Société de développement des entreprises culturelles
TC	Téléfilm Canada

Australia (AU)

ABS	Australian Bureau of Statistics
AFC	Australian Film Commission
ABA	Australian Broadcasting Authority
ACN	AC Nielsen
AFFC	Australian Film Finance Commission
ARIA	Australian Recording Industry Association
AVSDA	Australian Visual Software Distributors Association
MPDAA	Motion Picture Distributors Association of Australia
NSWFC	NSW Film Corporation
SAFC	South Australian Film Corporation
VFC	Victorian Film Corporation
VT	Video Trader

Other sources which provide EU/EFTA market information (by country of location)

(A) – GEAR	Group of European Audience Researchers
(B) – EVD	European Video Directory
(B) - EAT	European Advertising Tripartite
(B) - ECCA	European Cable Communications Association
(B) - IVF	International Video Federation
(DK) - ScFi	Scandinavian Films (c/o Danish Film Institute)
(F) - BIPE	Bureau d'Informations et de Prévisions Economiques
(F) – OBS (EAO)	European Audiovisual Observatory / Observatoire européen de l'audiovisuel
(F) - EuroTV	Eurodata –TV (c/o Médiamétrie)
(F) - UNESCO	United Nations Organisation for Science Education and Culture
(I) - MS	Media Salles
(L) - SES	Société européenne de satellites
(NL/UK) - EPOD	European Platform for Optical Disc (European producers of Optical Discs)
(NL) – RIPE	Réseaux Internet Providers Européens
(S) - NORDICOM	Nordic Information Centre for Media and Communication research
(UK) - IFPI	International Federation of the Phonographic Industry
(UK) - SD	Screen Digest
(UK) - Scrint	Screen International
(CH) - EBU / UER	European Broadcasting Union / Union Européenne de Radio-Télévision
(CH) – ITU	International Telecommunication Union
(US) – Variety	Variety

Miscellaneous sources

VR	Various reports and miscellaneous sources
VIS	Various industries sources

Annex 3

ECU exchange rates, annual average

1 ECU =

		1980	1984	1985	1986	1987	1988	1989	1990
B	BEF	40.5980	45.4421	44.9137	43.7979	43.0410	43.4285	43.3806	42.4257
DK	DKK	7.82736	8.14648	8.01877	7.93565	7.88472	7.95153	8.04929	7.85652
D	DEM	2.52421	2.23811	2.22632	2.12819	2.07153	2.07440	2.07015	2.05209
EL	GRD	59.4178	88.4155	105.739	137.425	156.269	167.576	178.841	201.412
E	ESP	99.7017	126.569	129.135	137.456	142.165	137.601	130.406	129.411
F	FRF	5.86896	6.87166	6.79503	6.79976	6.92910	7.03644	7.02387	6.91412
IRL	IEP	0.67600	0.72594	0.71517	0.73353	0.77545	0.77567	0.77682	0.76777
I	ITL	1189.21	1381.38	1447.99	1461.88	1494.91	1537.33	1510.47	1521.98
L	LUF	40.5980	45.4421	44.9137	43.7979	43.0410	43.4285	43.3806	42.4257
NL	NLG	2.76028	2.52335	2.51101	2.40090	2.33418	2.33479	2.33526	2.31212
A	ATS	17.9686	15.7349	15.6428	14.9643	14.5710	14.5861	14.5695	14.4399
P	PTE	69.5522	115.680	130.252	147.089	162.616	170.059	173.413	181.109
FIN	FIM	5.17224	4.72408	4.69423	4.97974	5.06518	4.94362	4.72301	4.85496
S	SEK	5.88097	6.51098	6.52133	6.99567	7.31001	7.24192	7.09939	7.52051
UK	GBP	0.59849	0.59063	0.58898	0.67154	0.70457	0.66443	0.67330	0.71385
IS	ISK	6.68040	25.0075	31.6687	40.4533	44.6282	50.8632	62.8460	74.2084
N	NOK	6.86548	6.41698	6.51104	7.27750	7.76498	7.70054	7.60382	7.94851
CH	CHF	2.32777	1.84753	1.85572	1.76086	1.71780	1.72822	1.80010	1.76218
US	USD	1.39233	0.78903	0.76309	0.98417	1.15445	1.18248	1.10175	1.27343
JP	JPY	315.044	187.089	180.559	164.997	166.598	151.459	151.938	183.660
CA	CAD	1.62609	1.02066	1.04204	1.36731	1.53020	1.45589	1.30430	1.48540
AU	AUD	0.95168	0.89714	1.09208	1.47800	1.64733	1.51397	1.39279	1.63021
		1991	1992	1993	1994	1995	1996	1997	1998
B	BEF	42.2233	41.5932	40.4713	39.6565	38.5519	39.2986	40.5332	40.6207
DK	DKK	7.90859	7.80925	7.59359	7.54328	7.32804	7.35934	7.48361	7.49930
D	DEM	2.05076	2.02031	1.93639	1.92453	1.87375	1.90954	1.96438	1.96913
EL	GRD	225.216	247.026	268.568	288.026	302.989	305.546	309.355	330.731
E	ESP	128.469	132.526	149.124	158.918	163.000	160.748	165.887	167.184
F	FRF	6.97332	6.84839	6.63368	6.58262	6.52506	6.49300	6.61260	6.60141
IRL	IEP	0.76781	0.76072	0.79995	0.79362	0.81553	0.79345	0.74752	0.78625
I	ITL	1533.24	1595.52	1841.23	1915.06	2130.14	1958.96	1929.3	1943.65
L	LUF	42.2233	41.5932	40.4713	39.6565	38.5519	39.2986	40.5332	40.6207
NL	NLG	2.31098	2.27482	2.17521	2.15827	2.09891	2.13973	2.21081	2.21967
A	ATS	14.4309	14.2169	13.6238	13.5396	13.1824	13.4345	13.8240	13.8545
P	PTE	178.614	174.714	188.370	196.896	196.105	195.761	198.589	201.695
FIN	FIM	5.00211	5.80703	6.69628	6.19077	5.70855	5.82817	5.88064	5.98251
S	SEK	7.47927	7.53295	9.12151	9.16308	9.33192	8.51472	8.65117	8.91593
UK	GBP	0.70101	0.73765	0.77999	0.77590	0.82879	0.81380	0.69230	0.67643
IS	ISK	73.1055	74.6584	79.2528	83.1063	84.6853	84.6558	80.4391	79.6976
N	NOK	8.01701	8.04177	8.30954	8.37420	8.28575	8.19659	8.01861	8.46587
CH	CHF	1.77245	1.81776	1.73019	1.62128	1.54574	1.56790	1.64400	1.62203
US	USD	1.23916	1.29810	1.17100	1.18952	1.30801	1.26975	1.13404	1.12109
JP	JPY	166.493	164.223	130.148	121.322	123.012	138.084	137.077	146.415
CA	CAD	1.41981	1.56863	1.51070	1.62470	1.79483	1.73147	1.56920	1.66506
AU	AUD	1.59105	1.76947	1.72403	1.62474	1.76523	1.62340	1.52813	1.78670

Source: Eurostat.

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Luxembourg: Office for Official Publications of the European Communities

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Theme 4: Industry, trade and services

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ISBN 92-894-0434-5

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