DETAILED TABLES

2001 EDITION

Statistics on audiovisual services

Data 1980-1999

4

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

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EUROSTAT
L-2920 Luxembourg — Tel. (352) 43 01-1 — Telex COMEUR LU 3423
Rue de la Loi 200, B-1049 Bruxelles — Tel. (32-2) 299 11 11

Eurostat is the Statistical Office of the European Communities. Its task is to provide the European Union with statistics at a European level, that allow comparisons to be made between countries and regions. Eurostat consolidates and harmonizes the data collected by the Member States.

To ensure that the vast quantity of accessible data is made widely available, and to help each user make proper use of the information, Eurostat has set up a publications and services programme.

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All Eurostat products are disseminated through the Data Shop network or the sales agents of the Office for Official Publications of the European Communities. Data Shops are available in 12 of the 15 Member States as well as in Switzerland, Norway and the United States. They provide a wide range of services from simple database extracts to tailor-made investigations. The information is provided on paper and/or in electronic form via e-mail, on diskette or CD-ROM.

As part of the new programme Eurostat has developed its website. It includes a broad range of on-line information on Eurostat products and services, newsletters, catalogues, on-line publications as well as indicators on the euro-zone.

Yves Franchet
Director-General

Preface

Statistics on audiovisual services, 2001 edition

Cinema, radio and television are entering a new era. Digital technology is reshaping broadcasting, programming, production, delivery and payment systems and has an impact on cultural issues worldwide.

The EU is playing a leading role in addressing these issues and promoting the European audiovisual sector, with the primary aims of:

- Pursuing key public interests objectives in such areas as the cultural and linguistic diversity, the pluralism, the free circulation of audio-visual services, the protection of copyright, the protection of minors, the publicity, the right of reply.

- Encouraging the distribution of European works, the innovation capacity and the competitiveness of the industry as a whole.

This is done through regulatory measures, in particular the Television without Frontiers directive and the recommendation on the protection of minors, or through funding, in particular with the Media Plus programme.

The audiovisual sector directly employs about half a million people in the European Union. In addition to its economic importance, it also plays a key social and cultural role: television is the most important source of information and entertainment in European Societies, with 97% of homes having a television, and the average European watching 220 minutes television per day.

Comprehensive statistical data are needed in order to monitor developments in this complex and rapidly changing sector. To meet the needs for statistical data, a Council Decision (1999/297/EC) on audiovisual statistics has been adopted on 26 April 1999 aiming to establish a Community statistical information infrastructure relating to the industry and markets of the audio-visual and related sectors.

Over the past few years, Eurostat, the Statistical Office of the European Communities has been elaborating a statistical information system on Audiovisual Services, called AUVIS (i.e. AUdioVisual Information System). 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 2000 and 2001, AUVIS data collection has been extended and an AUVIS section has been integrated progressively in Eurostat's reference database "New Cronos" covering 10 of the 13 of the AUVIS market/sections and 22 countries.

The 2001 edition of the publication 'Statistics on audiovisual services' is based on the data collected via the AUVIS questionnaire from Member States (the results of the 2000 enquiry have been taken into consideration) and is divided into 8 main parts, which cover the following aspects:

- audiovisual services and advertising,
- audiovisual production and distribution,
- cinema exhibition,
- video and DVD,
- television,
- cable and satellite,
- sound recordings and
- radio.

It also includes general information on other domains (including basic indicators and information technologies). The publication covers 20 countries (i.e. 15 EU countries, Iceland, Norway, Switzerland, United States and Japan). 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 and some sectoral organisations.

This publication was prepared under the responsibility of:

François De Geuser,

Head of Unit D1 "Classifications and methodological coordination; Infrastructure of business statistics " - Eurostat

Publication Editors

Douglas Koszerek, Eurostat

Richard Deiss, Eurostat

Johanna Pleyte, Eurostat

Consultants

Peter Lindmark, Anite

Roland Erixon, Anite

Zuzana Fabianova, Anite

Thanks are due to Christian Simon-Lacroix, World Systems

For further information please contact Eurostat:

Richard Deiss, Eurostat

Tel	(352) 4301 - 33805
Fax	(352) 4301 - 33899
E-mail	richard.deiss@cec.eu.int

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Introduction

Following the general structure of previous publications, and taking into account the development of the AUVIS methodological framework and also improvements of data collection coverage and reporting, this new edition of statistical tables on the audiovisual sector aims to give a coherent coverage of the statistical information available in the EU and EFTA countries and also for the United States and Japan.

In this publication, 127 tables and 64 graphs are presented, showing data in the audiovisual field during the last two decades: from 1980 to 1999 and, in some cases, the year 2000.

The basis of this publication is the annual data collection of Eurostat, the AUVIS questionnaire, where national statistical offices are asked to fill in their national data.

The principal statistics are loaded into New Cronos, from where the main portion of data in this publication are extracted. Where there are no footnotes, data come from New Cronos. For a more detailed listing of footnotes, please consult the previous publication: *Statistics on audiovisual services, data 1980-1998*.

The following main markets are covered:

1. Audiovisual services and advertising
2. Cinema production and distribution market
3. Cinema exhibition market
4. Video and DVD market
5. Television market
6. Cable operating market and satellite market
7. Sound recordings market
8. Radio market

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, United States and Japan would not have been possible without their data collection and analysis, and continuous advice.

A special effort was made to fill in data gaps by using other sources. These sources are published next to the table or graph. Eurostat gave priority to national official sources (mainly National Statistical Institutes and ministries or governmental bodies, often in close co-operation with other public bodies).

Thanks are due to these organisations and sources that provided or published information on various topics:

The OECD, Unesco, the European Audiovisual Observatory, 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 US Bureau of Labour Statistics, the Motion Picture Producers Association of Japan, McCann Erickson, Dentsu Inc., International Recording Media Association, Adams Media Research, Nielsen Media Research, Video Software Dealers Association, International Trade Administration of US, Inside Cable & Telecom, Japanese Regional Broadcasting Division at the Ministry, Japan Broadcasting Corporation, SES/ASTRA, Economist Intelligence Unit, Trade Administration of the U.S. Department of Commerce, and the McGraw-Hill Companies, Ind, and International Telecommunication Union and the following Internet based services: moviemarshal.com, movieboxoffice.about.com and NUA.

The EU as a whole, its Member States, three EFTA countries, the United States and Japan are covered in eight main chapters.

Throughout the publication, data with monetary values are expressed in ECU for the period 1980 to 1998 and euro for 1999 and 2000.

The data presented cover the following aspects: enterprise related economic data, structural information on markets, international trade, supply side data, prices, service quality, demand structure, technical infrastructure and basic information from other domains.

Methodological work to harmonise statistics is currently undertaken 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 attempting to make comparisons. The information presented, especially methodological footnotes help to show discrepancies in data availability and comparability among Member States.

Overview: turnover of audiovisual sector

Americans spend more than Europeans on films, TV broadcasting and music

In 1999 EU citizens spent 69 billion euro or 185 euro per capita on films, TV broadcasting and music.

The Brits spend most in the EU: 18 bn euro or 302 euro per capita. The Germans and the French follow with a turnover of 15 bn euro and 11 bn euro respectively. Their turnover per capita is close to the EU average. The Danes spend a relatively high amount per capita: 278 euro. The turnover per capita in Iceland is as high as in the UK.

The Americans, however, spent more: 99 billion euro or 364 euro per capita. The Japanese spent 34 billion euro or 266 euro per capita.

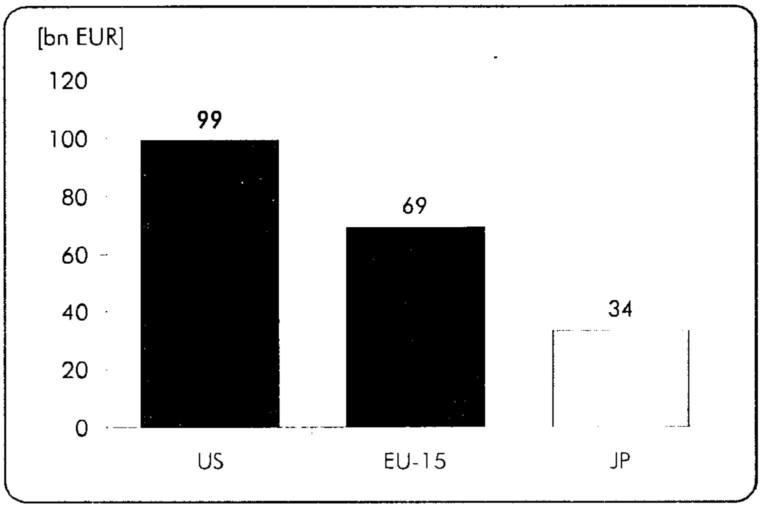
This give the US a market share of 49% of the Triad (the sum of EU, United States and Japan). The US share on cable and satellite subscription and on video rental is even more pronounced: 63% each.

The EU has a market share of one third of the turnover in the Triad. The share is slightly higher for the TV broadcasting market as a whole: 37% for the EU, mainly because of the low public funding of TV broadcasting in the US.

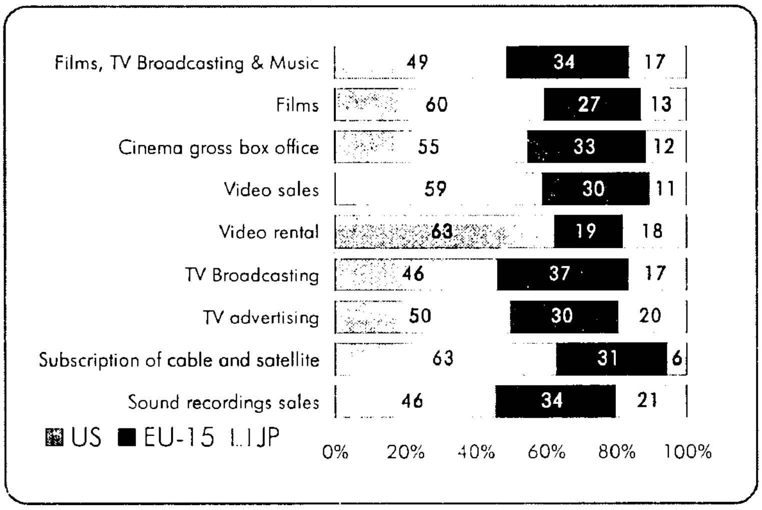
TV broadcasting is the type of audiovisual media that takes the largest portion of the turnover: 70% in the EU, 61% in the US and 66% in Japan.

The table on the next page show data in more detail.

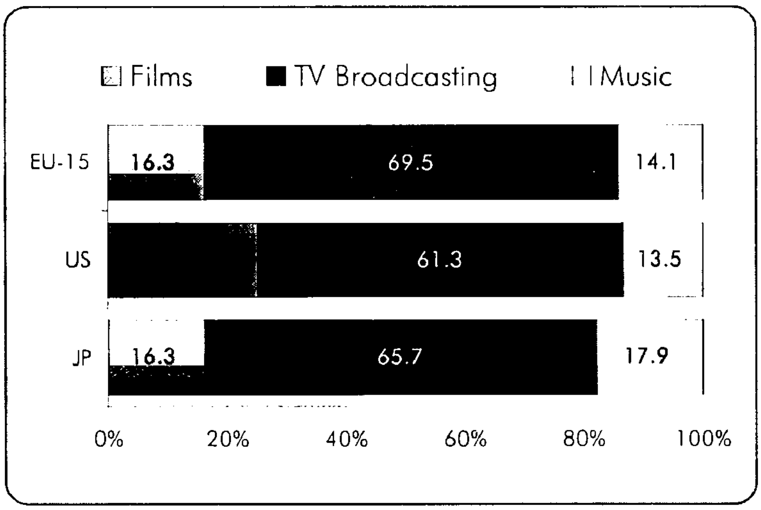
Turnover from films, TV broadcasting and music in 1999 by market



Turnover 1999, share of Triad (US, EU-15 and Japan)



Share of turnover 1999 by type of entertainment



Source: see table on page 4

Turnover from films, broadcasting and music in 1999, million EUR

	Films, Broadcasting and Music	Films	Cinema gross box office	Video sales	Video rental	DVD sales	DVD rental
EU-15	69 376	11 335	4 245	3 836	2 753	384	116
B	2 433	296	114	93	67	18	4
DK	1 475	232	72	84	70	5	1
D	15 236	1 853	808	548	383	60	54
EL	905	81	61	6	12	2	0
E	4 036	835	496	163	159	17	1
F	10 688	2 026	823	838	229	128	7
IRL	550	156	46	33	75	2	1
I	7 203	1 129	533	403	165	22	7
L	15	12	7	3	1	:	:
NL	2 665	338	105	113	103	15	3
A	1 487	169	87	53	25	3	0
P	682	106	61	32	12	2	0
FIN	772	124	45	51	24	4	0
S	1 688	275	120	71	78	5	1
UK	17 953	2 997	866	1 345	646	103	37
IS	83	27	12	4	10	1	0
N	845	178	70	48	55	4	1
CH	1 436	231	126	57	24	23	2
US	98 937	24 930	6 990	7 531	9 001	1 407	:
JP	33 670	5 491	1 507	1 359	2 625	:	:

	TV Broad-casting	Public funding	TV licence fees	TV subsidies	TV advertising	Subscription of cable and satellite	Sound recordings sales
EU-15	48 229	14 357	13 498	728	24 221	9 651	9 812
B	1 816	798	641	157	494	525	321
DK	996	502	502	:	268	225	248
D	10 724	4 032	3 840	191	4 198	2 495	2 659
EL	731	84	:	:	641	5	93
E	2 609	47	0	:	2 072	491	592
F	7 582	2 145	1 956	188	3 344	2 093	1 081
IRL	288	81	81	:	65	142	106
I	5 504	1 368	1 368	:	3 873	262	570
L	4	0	0	0	3	0	:
NL	1 838	602	602	:	632	604	490
A	1 015	509	497	12	320	187	303
P	410	69	0	69	310	31	166
FIN	527	271	271	:	205	51	120
S	1 078	590	590	0	357	131	335
UK	12 227	3 259	3 149	1[illegible]1	6 558	2 409	2 729
IS	39	13	13	:	26	:	17
N	422	306	306	:	:	116	245
CH	945	376	376	:	208	361	260
US	60 636	1 201	:	:	39 642	19 792	13 372
JP	22 135	4 500	4 500	:	15 761	1 874	6 043

Films, Broadcasting and Music equals the sum of cinema gross box office, video sales and rental, DVD sales and rental, TV licence fees, TV subsidies, TV advertising, subscription of cable and satellite and sound recordings sales.
Films equals the sum of Cinema gross box office, video sales and rental and DVD sales and rental.
TV Broadcasting equals TV licence fees, TV subsidies, TV advertising and subscription of cable and satellite.
Public funding equals the sum of TV licence fees and TV subsidies.
Public funding for EL, E and US, source OECD.
Other data published as basic tables later in this publication with indication of other sources.

Source: Eurostat, AUVIS domain, for more details please look into each relevant chapter of this publication

Turnover from cinema gross box office in EU-15 accounts for 37% of the total film exhibition turnover . Video sales are also an important source of film revenues with 34% of the turnover. Video rental takes another 24%.

DVD sales, the technology still being in its introduction phase, account for just 3% for the EU-15 in 1999. DVD sales accounted for 6% of film turnover in 1999 in United States, due to its earlier break-through in this market.

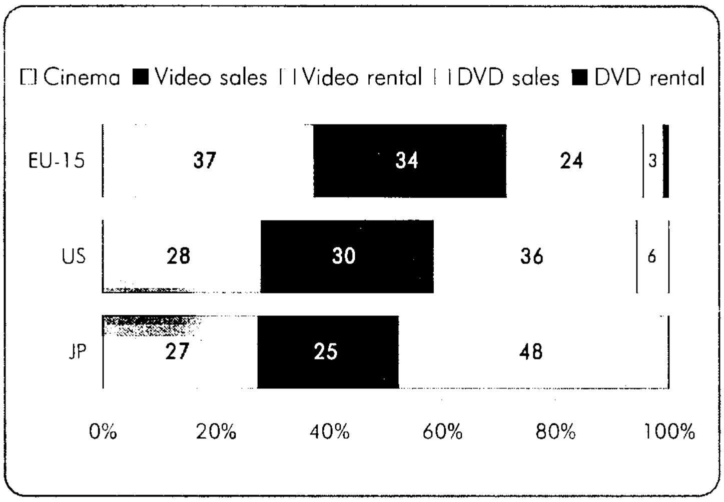
The most important component of TV broadcasting turnover is the income from TV advertising. In the TV advertising as a source of revenue is most pronounced in Japan, with a share of 71%. This compares to an EU average of 50%.

Subscription fees for cable and satellite account for 20% of TV turnover in the EU-15. The US is the market with the highest portion: one third of American TV turnover came from cable and satellite in 1999. The turnover share of cable and satellite fees was only 8.5% in Japan.

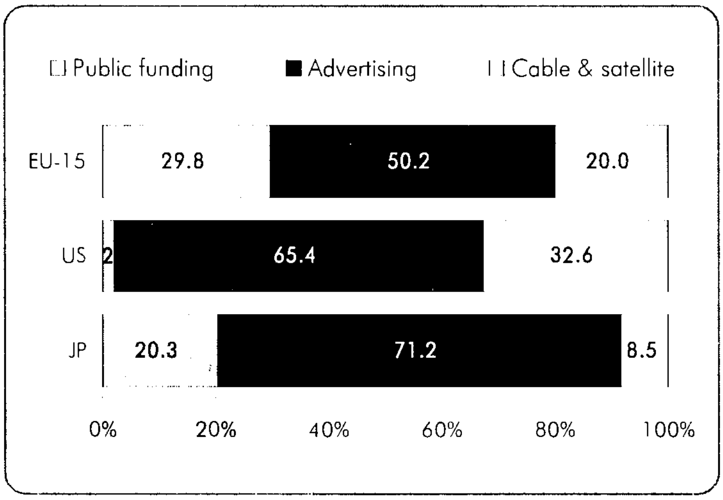
Public funding is an important revenue source in the EU, especially in the Scandinavian countries and Austria. The EU average of public funding as a revenue source was 30%.

The connection of TV households to cable networks and satellites kept increasing during the nineties. In 1990, 17% of the TV households in the EU watched cable TV. In 1999 the share had increased to 30%. In 1999, 19% of the TV households in the EU were watching satellite TV, compared to 14% in 1995. Just a little more than half of TV households in the EU have to rely on the terrestrial TV signals.

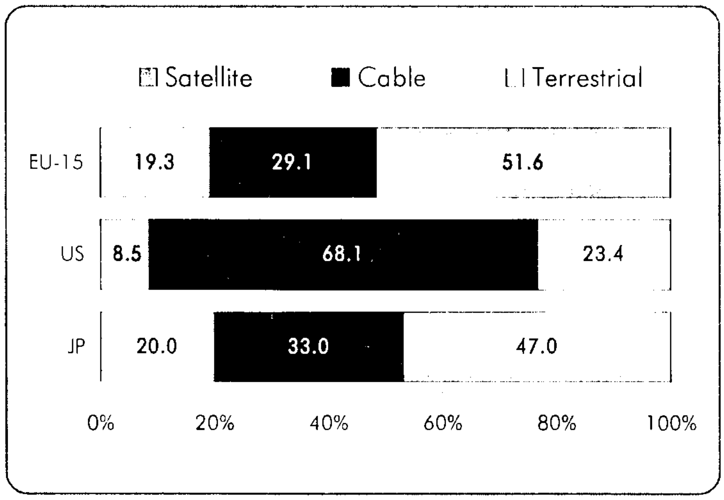
Breakdown of turnover, 1999
by type of film exhibition



Breakdown of turnover, 1999
from TV broadcasting



Main mode of reception 1999
among TV households



Source: see table on page 4

Overview: use of audiovisual media

Average daily time spent on entertainment is not regularly measured in the EU. In Finland, for example, the results from a recent time use survey will be published in Autumn 2001.

EU citizens spend about 220 minutes per day watching TV and 160 minutes listening to the radio. The Americans spend longer time in front of their TV: 440 minutes. The average Japanese spends slightly less time than the European: 215 minutes.

Among the EU, Greeks stay longest in front of their TV: 250 minutes. Danes, Irish, Dutch, Finns and Swedish spend more time listening to the radio than viewing the TV.

According to a Japanese survey on Time Use and Leisure Activities, (1996, age over 15), the average Japanese spends 6 hours and 9 minutes on leisure, 7 hours and 44 minutes to sleep. Rest and relaxation accounts for 1 hour and 15 minutes. Watching TV, listening to radio, reading newspaper or magazines account for 2 hours and 34 minutes. Hobbies and amusement: 35 minutes. Finally, sports: 11 minutes.

The two graphs below show that, for the average person, TV viewing is a daily reality, while cinema-going is a rare event happening once or twice per year.

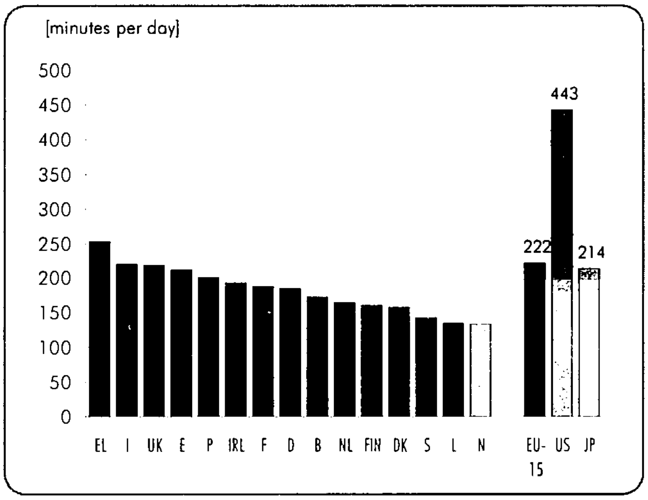
Average time spent per day on entertainment in 1999, minutes

	TV viewing	Radio listening	Cinema going
EU-15	222	162	0.5
B	173	:	0.5
DK	159	194	0.5
D	185	179	0.4
EL	253	:	0.3
E	213	95	0.8
F	189	161	0.6
IRL	194	290	0.8
I	221	169	0.4
L	136	:	0.8
NL	165	175	0.3
A	:	184	0.5
P	202	194	0.5
FIN	161	190	0.3
S	143	183	0.4
UK	220	150	0.6
IS	:	173	1.4
N	134	144	0.6
CH	:	164	0.5
US	443	:	1.3
JP	214	:	0.3

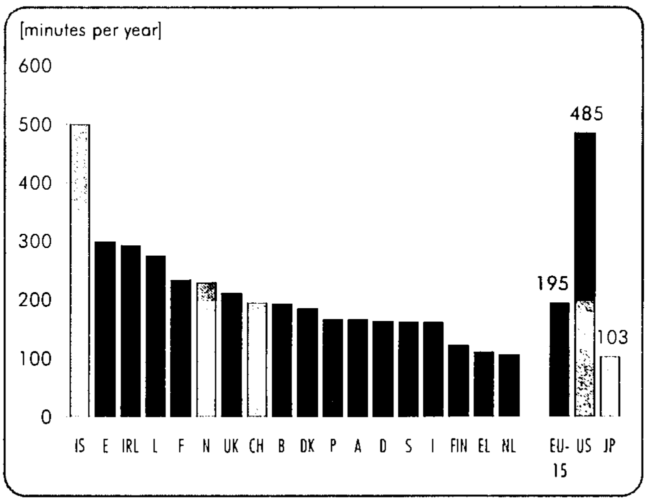
Cinema, estimated by the assumption of 90 minutes average length of film

Source: Eurostat, AUVIS domain, for more details please look into each relevant chapter of this publication

Average daily time spent on TV viewing in 1999



Average annual time spent at the cinema in 1999



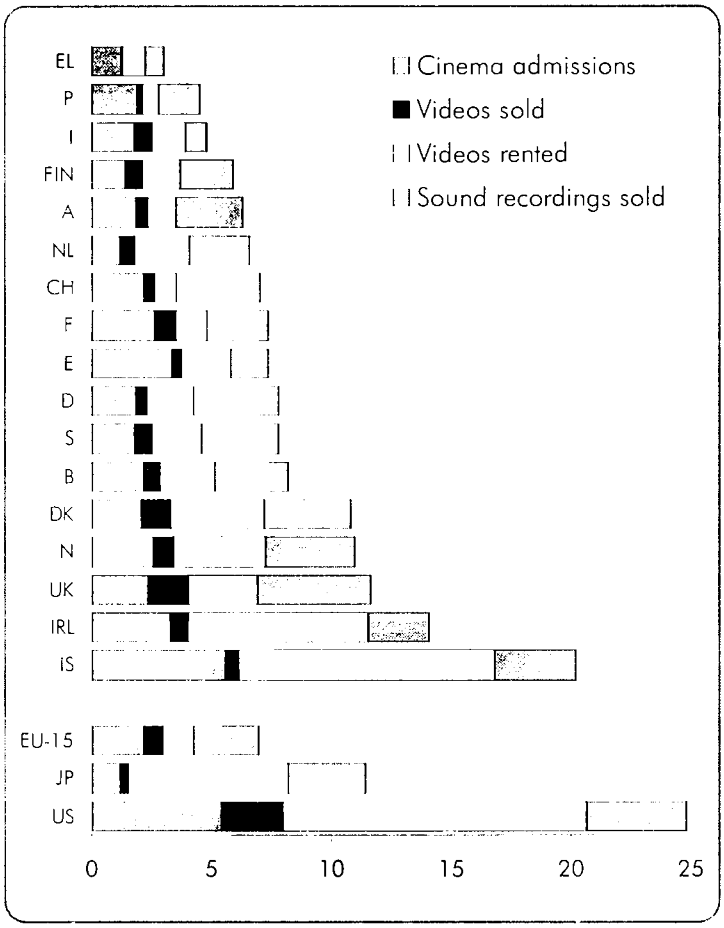
The average EU citizen goes to the cinema about twice per year. This is much less than the average American, who goes to the cinema more than 5 times per year. The average Japanese only watches films at cinema once per year.

The average EU citizen buys only one film on video per year and rents videos just 6.5 times per year per VCR household. This varies of course, country by country. In Ireland the average VCR household rents a film 32 times per year, while in Austria and Portugal just 4 times per year.

The average American buys 8 films on video per year per VCR household and rents a film on video: 41 times per year per VCR household. The average Japanese bought less than one film on video per year. While video films were rented 25 times per year per VCR household in Japan.

The few households that so far have bought a DVD player (0.9% of the households in the EU and 4.2% in the US) seem to be more frequent buyers and renters of DVD discs. The average DVD player household in the EU bought 11 DVD discs and rented 21.5 DVD discs in 1999. The average American DVD player household bought 15 DVD discs. Sound recording sales in the EU and Japan amounted to 3 units per capita in 1999 compared to 4 units in the US. The average CD player household bought 7 CDs in the EU and 11 CDs in the US.

Frequency per capita for cinema admissions, videos sold and rented and sound recordings sold in 1999



Use of audiovisual media, 1999, number of times per year

	Admissions per capita	Videos sold per capita	Videos sold per VCR household	Videos rented per capita	Videos rented per VCR household	DVD discs sold per capita	DVD discs sold per DVD household	DVD discs rented per capita	DVD discs rented per DVD household	Sound recordings sold per capita	CDs sold per capita	CDs sold per CD player household
EU-15	2.2	0.8	2.6	1.3	6.5	0.04	11.0	0.08	21.5	2.7	1.9	7.1
B	2.1	0.7	2.4	2.3	7.8	0.07	12.6	0.12	22.0	3.0	2.2	8.1
DK	2.1	1.2	3.2	3.9	10.3	0.03	6.5	0.04	8.2	3.6	3.3	9.1
D	1.8	0.5	1.4	1.9	5.6	0.03	10.9	0.12	39.7	3.5	2.6	6.9
EL	1.2	0.0	0.3	0.9	6.6	0.01	5.0	0.02	10.7	0.8	0.7	6.1
E	3.3	0.4	2.4	2.1	7.6	0.02	5.6	0.01	4.6	1.6	1.2	6.7
F	2.6	0.9	2.9	1.2	4.1	0.07	11.7	0.04	6.3	2.5	1.7	6.0
IRL	3.3	0.7	3.1	7.5	32.0	0.02	10.0	0.07	33.4	2.5	1.6	6.7
I	1.8	0.7	2.9	1.4	5.7	0.02	13.1	0.04	30.1	0.9	0.6	3.9
L	3.1	:	:	1.4	5.0	:	:	:	:	:	:	:
NL	1.2	0.6	1.7	2.3	7.0	0.03	7.3	0.06	14.1	2.5	2.1	5.5
A	1.9	0.5	1.6	1.1	3.6	0.01	7.0	0.02	8.8	2.8	2.2	11.1
P	1.9	0.3	1.3	0.7	3.6	0.01	5.0	0.01	5.4	1.7	1.3	11.2
FIN	1.4	0.8	2.3	1.6	4.7	0.03	11.5	0.02	9.6	2.2	2.0	6.8
S	1.8	0.7	1.8	2.0	6.1	0.02	7.0	0.03	8.2	3.2	2.5	6.8
UK	2.4	1.6	4.9	2.9	8.9	0.07	14.4	0.18	37.6	4.7	3.0	10.1
IS	5.6	0.6	1.9	10.7	35.1	0.09	14.1	0.15	24.7	3.3	3.3	:
N	2.6	0.8	2.4	3.8	11.3	0.04	7.7	0.02	3.7	3.7	3.3	11.1
CH	2.2	0.5	2.2	0.9	3.4	0.10	14.5	0.09	12.7	3.5	2.9	8.1
US	5.4	2.6	8.3	12.7	40.9	0.24	14.8	:	:	4.2	3.4	11.4
JP	1.1	0.3	1.3	6.7	25.3	:	:	:	:	3.2	2.1	:

Source: Eurostat, AUVIS domain, for more details please look into each relevant chapter of this publication

1. Audiovisual services and advertising

Overview on audiovisual services

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 in 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 1998 and should be seen as orders of magnitude.

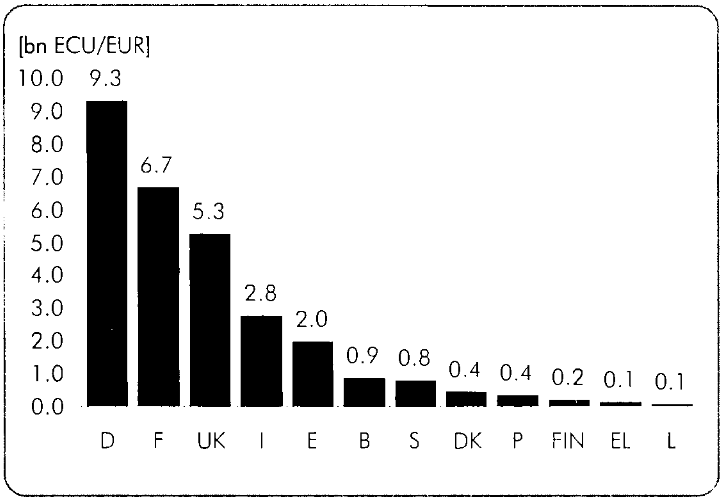
In 1998, there were about 49,000 enterprises in the sector, of which about 37,500 in NACE 92.1 (Motion picture and video activities) and 11,500 in NACE 92.2 (Radio and television activities). About 510,000 persons were employed, of which 215,000 in motion picture and video activities and 295,000 in radio and television activities. There were on average about 10 persons employed per enterprise. In 1998 turnover amounted to about 79 bn ECU, of which for NACE 92.1 32 bn ECU and for NACE 92.2 47 bn ECU, or 150,000 ECU per person employed.

Motion picture and video services turnover (NACE 92.1) was highest in Germany with 9.3 bn ECU in 1998, followed by France with 6.7 bn ECU in 1998 and the UK with 5.3 bn ECU in 1998.

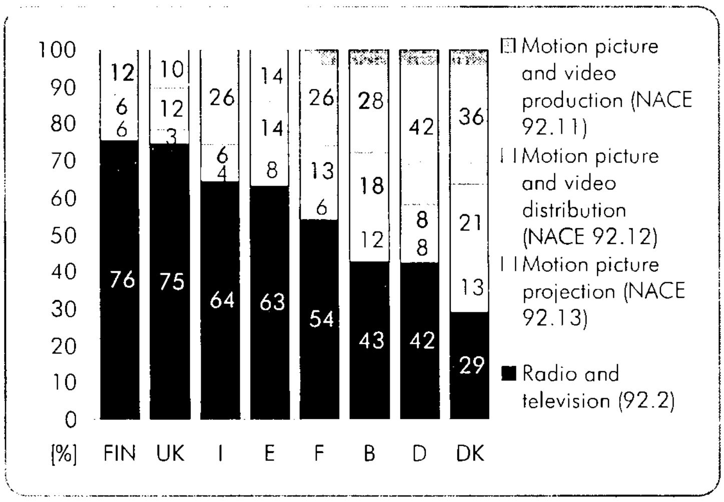
Radio and television has the largest share of the NACE 92 in Finland (76%), the UK (75%), Italy (64%), Spain (63%) and France (54%).

France had the highest employment in the motion picture and video services sector with 45,100 in 1998, followed by the UK with 41,800 in 1999 and Germany with 30,500 in 1999.

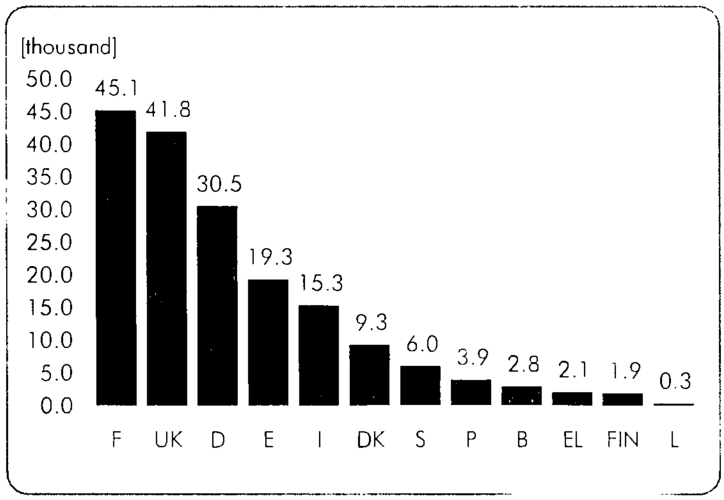
Motion picture and video services turnover (NACE 92.1) latest available year



Share of turnover for motion picture, radio and television latest available year



Motion picture and video services employment (NACE 92.1) latest available year



Source: see tables on the following pages

Overview on advertising

Advertising is an important part of modern economies. For most mass media, advertising is a major source of income. In the EU, 81 billion euro, 215 euro per capita, or 1.0% of GDP was spent on advertising in 1999. The advertising market is, however, much larger in the United States: 253 bn euro in 2000. The exceptional growth in advertising in the United States during 2000 was influenced by the elections, the Olympics, the census, special millennium-year events and heavy introductory advertising in traditional media by many new dot.com marketers.

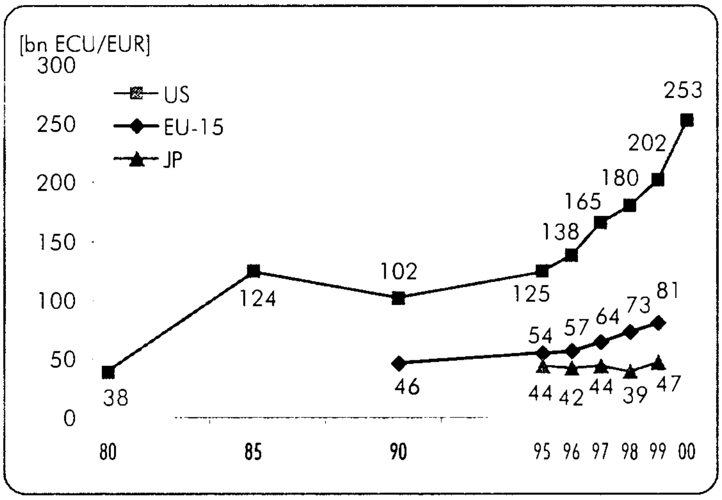
According to the McCann Erickson 1999 report on American advertising expenditure, 25% was spent on TV, 22% on newspapers, 19% on direct mail, and 22% on other media of which radio 7%, Yellow Pages 6%, magazines 5% and the Internet 4%.

According to the Dentsu Inc 2000 report on advertising expenditure in Japan, 34% was spent on TV, another 34% on sales promotion, 20% on newspapers, 7.2% on magazines, 3.4% on radio and 1.0% on the Internet.

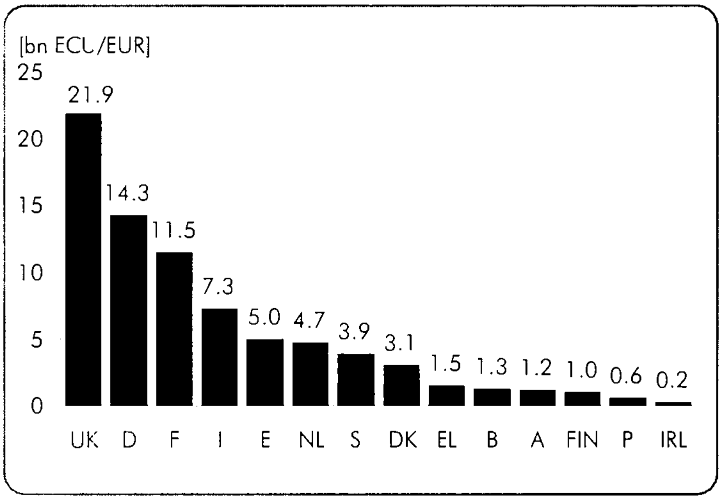
In 1999 in the EU 29.9% was spent on TV, 5.0% on radio, 1.3% on cinema and 63.8% on other media.

In the EU, the highest advertising outlays were spent in the United Kingdom with 21.9 bn euro in 1999, of which 6.6 bn euro TV advertising. Second was Germany with 14.3 bn ECU in 1997, of which 4.2 bn ECU TV advertising. Third was France with 11.5 bn euro in 1999, of which 3.3 bn euro TV advertising.

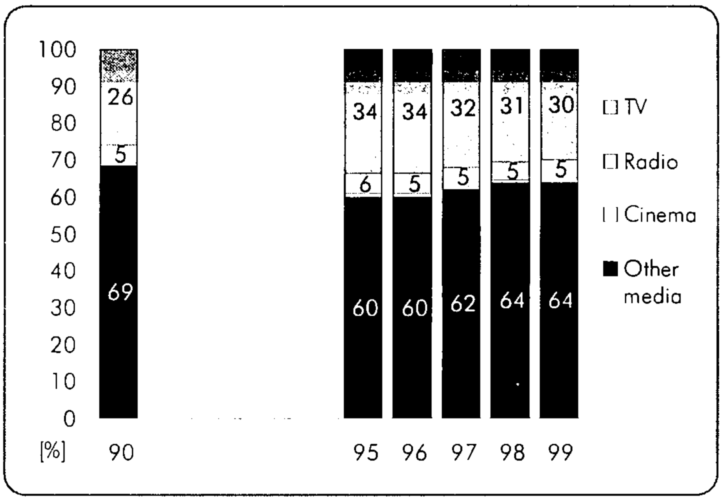
Total advertising expenditure, 1980 - 1999



Total advertising expenditure in EU Member States latest available year



Advertising expenditure in the EU broken down by type of media



Source: see tables on the following pages

1.1 Number of motion picture and video services enterprises
(NACE 92.1)

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	35 000	37 500	:
B	:	:	:	:	:	2 174	2 245	2 285
DK	:	:	:	966	:	1 101	1 143	:
D	:	:	:	:	7 117	7 151	7 370	:
EL	:	:	:	316	:	:	:	:
E	:	:	:	:	:	3 427	:	:
F	:	:	3 166	5 011	5 404	5 523	5 937	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	3 447	3 559	3 489	:	:
L	:	19	55	:	108	124	125	133
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	532	657	:	:	720	:
FIN	:	:	:	489	498	537	572	:
S	559	1 031	1 731	1 538	1 689	1 899	2 001	2 029
UK	:	:	:	:	:	3 650	4 408	:
IS	:	:	:	:	154	111	117	133
N	:	:	:	:	:	:	:	:
CH	:	:	:	591	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

1.2 Number of motion picture and video services enterprises

	Motion picture and video production (NACE 92.11)			Motion picture and video distribution (NACE 92.12)			Motion picture projection (NACE 92.13)		
	1997	**1998**	**1999**	**1997**	**1998**	**1999**	**1997**	**1998**	**1999**
EU-15	:	:	:	:	:	:	177	170	168
B	1 774	1 893	1 936	223	182	181	145	143	:
DK	883	943	:	73	59	:	1 068	1 089	:
D	4 066	4 405	:	2 017	1 876	:	:	:	:
EL	:	:	:	:	:	:	759	:	:
E	2 096	:	:	573	:	:	619	682	:
F	4 206	4 543	:	698	712	:	:	:	:
IRL	:	:	:	:	:	:	932	:	:
I	2 196	:	:	361	:	:	8	7	:
L	105	108	:	11	10	1	:	:	:
NL	:	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	80	84	:
FIN	435	460	:	22	28	:	175	174	169
S	1 614	1 706	1 742	110	121	118	185	189	:
UK	3 056	3 790	:	409	429	:	14	15	15
IS	90	94	110	7	8	8	:	:	:
N	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

1.3 Radio and television services enterprises (NACE 92.2)

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	10 000	11 500	:
B	:	:	:	:	:	373	598	613
DK	:	:	:	189	:	218	244	:
D	:	:	:	:	522	569	646	:
EL	:	:	:	604	:	:	:	:
E	:	:	:	:	:	1 108	:	:
F	:	:	789	:	:	868	916	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	2 630	2 857	2 621	:	:
L	:	5	17	:	24	34	35	38
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	3	3	316	330	330	330	312	:
FIN	:	:	:	132	135	146	163	:
S	17	17	54	296	362	435	475	508
UK	:	:	:	:	:	2 303	2 715	:
IS	:	:	:	:	23	26	27	30
N	:	:	:	:	:	:	:	:
CH	:	:	:	86	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	149	173	197	249	292	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

1.4 Motion picture and video services employment (NACE 92.1), thousand

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	190.0	215.0	:
B	:	:	:	:	:	2.7	2.8	:
DK	:	:	:	3.7	:	4.3	9.3	:
D	:	:	:	:	:	23.0	27.4	30.5
EL	:	;	:	2.1	:	:	:	:
E	:	:	:	:	:	19.3	:	:
F	:	:	28.3	37.3	39.9	41.6	45.1	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	14.4	14.9	15.3	:	:
L	:	:	:	:	0.3	0.3	0.3	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	2.8	2.9	:	:	3.9	:
FIN	:	:	:	1.3	1.4	1.6	1.9	:
S	2.4	3.0	5.2	5.0	5.4	5.5	5.9	6.0
UK	:	:	:	:	:	44.3	47.8	41.8
IS	0.2	0.3	0.2	0.3	0.3	0.5	:	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	3.2	:	:	:	:
US	:	:	259.9	319.4	346.4	370.4	392.2	416.5
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

US data, Source: the Motion Picture Association of America, Bureau of Labour Statistics, US Motion picture industry employment, excluding video tape rental (NACE 71.40) and unspecified "other".

1.5 Motion picture and video services employment, thousand

	Motion picture and video production (NACE 92.11)			Motion picture and video distribution (NACE 92.12)			Motion picture projection (NACE 92.13)		
	1997	1998	1999	1997	1998	1999	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:	:
B	1.4	1.4	:	0.2	0.2	:	1.0	1.2	:
DK	2.4	2.7	:	0.4	0.3	:	1.5	1.7	:
D	:	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:	:
E	10.2	:	:	2.2	:	:	6.9	:	:
F	:	31.0	:	:	3.9	:	:	10.3	:
IRL	:	:	:	:	:	:	:	:	:
I	10.6	:	:	1.2	:	:	3.5	:	:
L	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:	:
FIN	1.0	1.3	:	0.1	0.1	:	0.5	0.5	:
S	3.6	3.8	3.8	0.5	0.6	0.7	1.4	1.5	1.5
UK	28.4	27.5	24.2	3.7	4.6	1.8	12.2	15.6	15.8
IS	:	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:
US	237.4	255.4	278.3	:	:	:	133.0	136.8	138.2
JP	:	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

US data, Source: the Motion Picture Association of America, Bureau of Labour Statistics, US Motion picture industry employment. NACE 92.11 include "production and services"

1.6 Radio and television services employment (NACE 92.2), thousand

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	260.0	295.0	:
B	:	:	:	:	:	7.5	7.2	:
DK	:	:	:	1.2	:	1.7	1.8	:
D	:	:	:	:	:	51.5	55.5	55.9
EL	:	:	:	8.2	:	:	:	:
E	:	:	:	:	:	29.6	:	:
F	:	:	33.1	:	:	16.7	17.5	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	24.8	24.4	23.7	:	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	3.0	2.9	2.8	:	:
P	4.5	4.4	4.3	3.8	3.7	4.4	6.6	:
FIN	:	:	:	6.3	6.3	6.4	7.2	:
S	9.6	7.1	6.2	7.8	8.1	8.2	8.4	8.4
UK	:	:	:	:	:	73.1	87.9	74.5
IS	0.3	0.6	0.7	0.6	0.7	1.6	:	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	1.0	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

1.7 Motion picture and video services turnover (NACE 92.1), million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	27 000	32 000	:
B	109	161	383	683	699	756	797	855
DK	:	:	:	357	:	408	434	:
D	:	:	:	:	6 693	6 700	9 309	:
EL	:	:	:	122	:	:	:	:
E	:	:	:	:	:	1 977	:	:
F	:	:	2 828	5 003	5 598	6 157	6 670	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	2 114	2 585	2 771	:	:
L	:	8	32	:	75	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	353	:
FIN	:	:	:	129	145	197	219	:
S	73	190	426	505	605	660	793	:
UK	:	:	:	:	:	5 008	5 253	:
IS	:	:	:	:	23	28	32	44
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	27 466	39 298	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

1.8 Motion picture and video services turnover, million ECU/EUR

	Motion picture and video production (NACE 92.11)			Motion picture and video distribution (NACE 92.12)			Motion picture projection (NACE 92.13)		
	1997	**1998**	**1999**	**1997**	**1998**	**1999**	**1997**	**1998**	**1999**
EU-15	:	:	:	:	:	:	:	:	:
B	331	369	416	273	250	264	152	178	174
DK	202	222	:	132	129	:	74	82	:
D	4 503	6 773	:	1 117	1 270	:	1 080	1 266	:
EL	:	:	:	:	:	:	:	:	:
E	765	:	:	772	:	:	441	:	:
F	3 605	3 802	:	1 722	1 923	:	830	945	:
IRL	:	:	:	:	:	:	:	:	:
I	2 013	:	:	451	:	:	307	:	:
L	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:	:
FIN	122	108	:	25	54	:	50	56	:
S	327	380	:	140	236	:	193	177	:
UK	2 328	2 139	:	1 918	2 396	:	761	717	:
IS	10	12	21	3	4	5	15	15	18
N	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

1.9 Radio and television services turnover (NACE 92.2), million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	44 000	47 000	:
B	30	131	335	551	537	588	585	640
DK	:	:	:	:	:	139	176	:
D	:	:	:	:	5 547	6 738	6 869	:
EL	:	:	:	329	:	:	:	:
E	:	:	:	:	:	3 411	:	:
F	:	:	3 022	6 196	6 600	7 123	7 878	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	4 189	4 497	5 025	:	:
L	:	244	316	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	30	91	208	291	355	344	506	:
FIN	:	:	:	580	594	594	674	:
S	251	326	474	991	1 074	1 133	1 206	:
UK	:	:	:	:	:	14 767	15 506	:
IS	:	:	:	:	54	66	72	86
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	39 407	49 925	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15: Eurostat estimate

1.10 Total advertising expenditure, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	45 852	54 292	56 657	63 754	73 010	80 971
B	:	412	751	1 170	1 202	1 295	:	:
DK	:	:	859	1 097	1 138	2 901	3 078	:
D	4 386	6 623	9 884	14 516	14 347	14 299	:	:
EL	73	152	385	1 501	1 062	1 156	1 248	1 549
E	833	1 858	:	:	:	3 885	4 346	5 003
F	2 013	3 965	7 331	8 278	8 487	9 971	10 485	11 486
IRL	92	132	228	:	:	:	:	:
I	1 044	2 749	5 301	4 332	5 052	5 987	6 579	7 303
L	:	:	:	:	:	:	:	:
NL	:	:	1 650	:	:	:	4 368	4 710
A	:	443	772	1 208	1 239	1 219	:	:
P	33	73	327	735	882	1 053	1 220	614
FIN	405	990	988	802	807	884	963	1 021
S	569	924	1 437	1 404	1 550	1 655	3 902	:
UK	4 785	8 578	12 503	13 249	14 738	16 896	18 818	21 915
IS	:	:	:	36	41	54	65	92
N	:	:	:	:	:	:	:	:
CH	747	1 236	1 680	2 026	1 944	1 850	:	:
US	38 497	124 232	101 772	124 540	137 980	165 338	179 825	201 918
JP	:	:	:	44 112	41 785	43 699	39 338	46 981

notes:

Source: Eurostat, AUVIS domain

EU-15 estimated, missing values calculated by using the development of the French data

US, source: McCann Erickson, as one of the world's leading integrated brand communications organizations

JP, source: Dentsu Inc (Japan's biggest advertising agency)

1.11 TV advertising expenditure, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	11 977	18 228	19 098	20 526	22 303	24 221
B	:	:	:	411	432	494	:	:
DK	:	:	129	206	232	249	268	:
D	443	656	1 369	3 853	4 034	4 198	:	:
EL	36	75	174	1 048	599	513	527	641
E	274	578	:	:	:	1 478	1 757	2 072
F	362	681	1 822	2 679	2 789	2 898	3 053	3 344
IRL	27	53	65	:	:	:	:	:
I	268	1 338	2 539	2 366	2 767	3 345	3 514	3 873
L	:	:	:	:	:	:	:	:
NL	:	:	278	:	:	:	572	632
A	:	122	208	282	285	320	:	:
P	18	41	143	406	513	614	706	310
FIN	53	122	135	168	169	192	203	205
S	:	:	31	260	291	329	357	:
UK	1 156	2 333	3 257	3 771	4 096	5 350	5 956	6 558
IS	:	:	:	7	8	16	17	26
N	:	:	:	:	:	:	:	:
CH	60	81	125	206	201	208	:	:
US	:	:	:	21 345	24 627	32 530	34 939	39 642
JP	:	:	:	:	:	:	13 322	15 761

notes:

Source: Eurostat, AUVIS domain

EU-15 estimated, missing values calculated by using the development of the French data

US data, source: Television Bureau of Advertising

JP, source: Dentsu Inc (Japan's biggest advertising agency)

1.12 Radio advertising expenditure, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	2 130	3 033	3 107	3 264	3 584	4 021
B	:	:	:	105	108	121	:	:
DK	:	:	:	23	23	23	24	:
D	158	237	504	707	694	664	:	:
EL	5	10	28	83	72	72	57	72
E	101	217	:	:	:	378	409	466
F	418	365	484	713	703	680	707	796
IRL	9	16	:	:	:	:	:	:
I	70	99	193	169	203	263	370	434
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	170	201
A	:	50	94	142	132	125	:	:
P	5	13	26	53	67	96	97	41
FIN	-	2	44	29	28	31	34	34
S	:	:	:	25	36	48	58	:
UK	90	139	228	357	423	568	680	783
IS	:	:	:	6	7	7	:	:
N	:	:	:	:	:	:	:	:
CH	:	14	33	78	85	82	:	:
US	:	:	:	8 769	9 774	11 896	13 746	16 368
JP	:	:	:	:	:	:	1 470	1 684

notes:

Source: Eurostat, AUVIS domain

EU-15 estimated, missing values calculated by using the development of the French data

US data, source: Radio Advertising Bureau

JP, source: Dentsu Inc (Japan's biggest advertising agency)

1.13 Cinema advertising expenditure, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	306	416	434	478	546	1 062
B	:	:	:	18	18	21	:	:
DK	:	:	:	8	9	9	8	:
D	40	53	105	180	175	172	:	:
EL	:	:	:	:	:	:	:	:
E	14	22	:	:	:	32	35	42
F	37	70	59	63	70	74	81	106
IRL	:	:	:	:	:	:	:	:
I	19	6	16	15	17	19	36	413
L	:	:	:	:	:	:	:	:
NL	:	:	6	:	:	:	11	12
A	:	:	:	:	:	3	:	:
P	0	1	:	:	:	:	4	6
FIN	1	1	1	1	1	1	2	2
S	4	5	9	9	11	10	8	:
UK	30	31	55	83	90	127	143	187
IS	:	:	:	:	1	1	1	1
N	:	:	:	:	:	:	:	:
CH	7	10	17	22	24	24	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	2 262	2 728

notes:

Source: Eurostat, AUVIS domain

EU-15 estimated, missing values calculated by using the development of the French data

JP, source: Dentsu Inc (Japan's biggest advertising agency)

2. Cinema production and distribution market

Cinema production in the EU

In the period 1995 and 2000 the volume of feature film production in the EU saw an increase of 34%. The increase was especially pronounced from1995 to 1996 (28%). Between 1996 and 2000 the total film production in the EU countries remained relatively stable (+4.4%).

The growth in the number of feature films produced in the period 1995 and 2000 was the highest in Luxembourg (+167%), Italy (+44%) and France (+40%), whereas in Greece (-26%) and Portugal (-21%) full-length film production decreased.

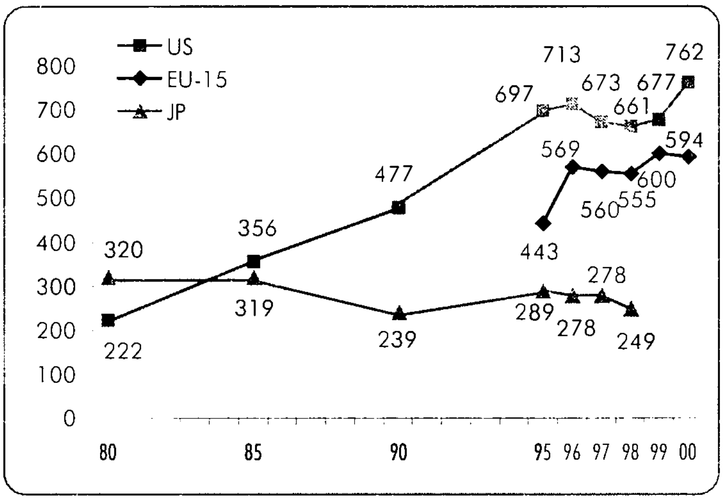
A total of 594 films were produced in 2000 in the EU-15, 6 films less than in 1999.

French film production decreased slightly to 171 films in 2000, although the production investments increased from 692 million euro in 1999 to 803 million euro in 2000. The average film cost was 4.7 million euro in 2000. Canal+ and StudioCanal are important film producers, which made 115 films in 2000 for a total investment cost of 145 million euro or 1.3 million euro per film. The most expensive film from StudioCanal was 'Le Pacte des Loups', which cost 23 million euro to produce. The most expensive French film in 2000 was 'Astérix et Obélix: mission Cléopatre' at a cost of 50 million euro.

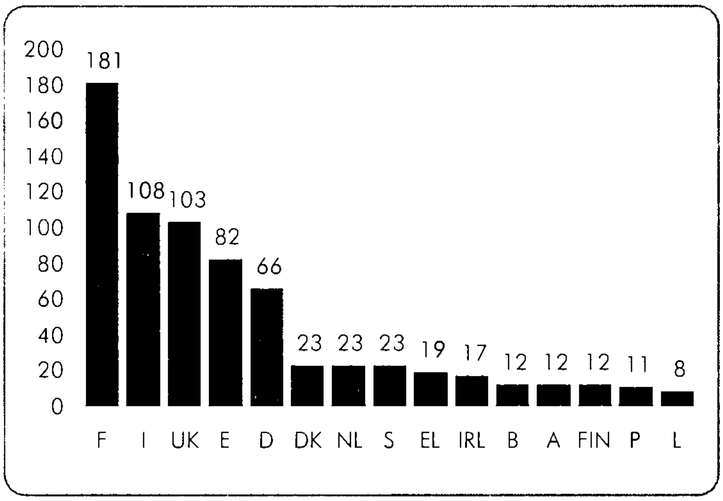
There is no equivalent in Europe of the "studio" structure of the American industry. Producers are not organised in any commercial structure which could properly be called a studio. The majority of European productions are made by small producers in a highly fragmented industry where 80% of companies produce no more than one film a year.

Even though the structure is different there are indeed some important film studios in the EU, like the Cinecittà near Rome, Pinewood Studios near London, Bavaria Film Studios in Geiselgasteig, near Munich, Studio Babelsberg in Potsdam, near Berlin and Studios de Boulogne in Paris.

Cinematographic full-length films produced, 1980 - 1999



Cinematographic full-length films produced in EU Member States latest available year (1998-2000)



Source: see tables on the following pages

Main European film studios

B	Impuls Studio	IRL	Ardmore Studios
DK	Filmbyen		Concorde Anois
D	Arri Studios	I	Cinecittà
	Bavaria Film Studios	L	Carousel Picture Company
	Magic Media Company		DeLux Studios
	Studio Babelsberg	NL	Amsterdam Studios
	Studio Hamburg	P	Cinemate
E	Daylight Studios	S	Svensk film industry
	Estudios Barajas	UK	Elstree Studios
	Estudios Los Angeles		Leavesden Studios
F	Duboi Studio		Pinewood Studios
	Éclair Studios		Shepperton Studios
	La Victorine		Three Mills Island Studios
	SFP Studios	N	Norsk Filmstudio
	Studios D'Arpajon	Int.	Ealing Studios
	Studios de Boulogne		Warner Bros Studios

Cinema production in the United States

Measured in number of full-length films produced the EU output is smaller than the film production of the United States (762 national films in 2000). The average cost for an American film in 1997 was 12.9 million ECU.

An analysis of the cinema production during the last two decades reveals that the number of films produced in the United States has increased steadily. However, in the last five years, growth in the EU-15 was higher than in the US, 34% compared to 9%

The US domestic film production has accounted for between 94% 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.

The largest volume from an American film studio in 1999 came from Buena Vista, which grossed 1,156 million euro. Second was Warner Brothers, followed by Universal Pictures. In total, the American film studios grossed nearly 7 bn euro. The three largest studios had together a share of 44%.

The need to reduce the costs of film production and distribution may be contributing to another trend that affects the US film industry: the movement of film and TV production from the United States to foreign countries, especially Canada but also Prague. The Czech Republic is now widely compared to Canada, where Toronto and Montreal have become popular Hollywood stand-ins for American cities. Prague has an advantage of being two to six times less expensive than other European capitals and often replaces Paris or London. European countries often use Morocco as a place to shoot films (especially bible related historical films).

Market share for American film studios in 1999, *source: movieboxoffice.about.com*

Rank	Studio	Gross (million EUR)	Market share (%)
1	Buena Vista	1 156	17
2	Warner Brothers	967	14
3	Universal Pictures	925	13
4	Paramount Pictures	785	11
5	20th Century Fox	735	11
6	Sony Pictures Entertainment	586	9
7	DreamWorks SKG	310	5
8	New Line Cinema	286	4
9	MGM/UA	285	4
10	Miramax Films	272	4
11	Artisan Entertainment	182	3
12	Lions Gate	58	1
13	Dimension Films	48	1
14	Fox Searchlight	38	1
15	IMAS	35	1
16	Sony Pictures Classic	31	0
17	October Films	30	0
	Others	158	2
	Total American Movie Studios	6 885	100

Cinema production in Japan

The Japanese film industry produced 249 films in 1998, half the EU volume. It is very rarely engaged in international co-productions, there being only a couple of international co-productions each year. In 1998, 241of 249 films were produced with national origin producers. Between 1980 and 1998, feature film production in Japan decreased by 22%. The average cost for a Japanese film in 1997 was 3.3 million ECU.

Worldwide cinema production

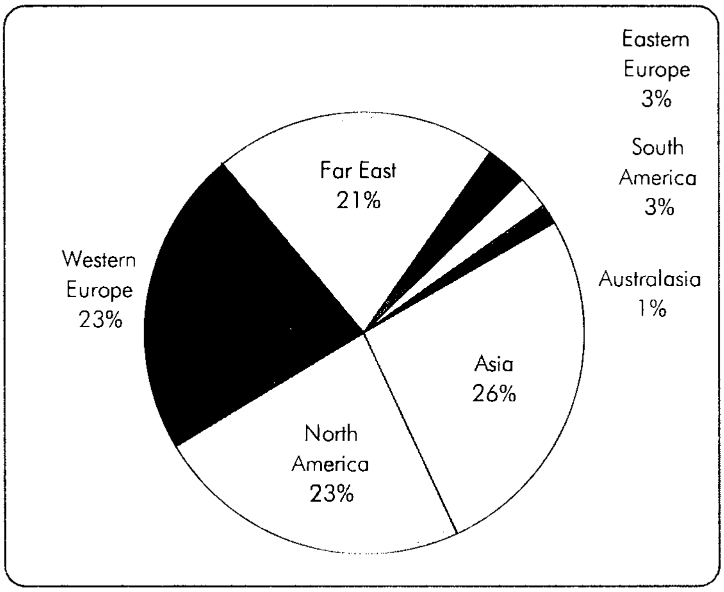
Globally, over 3,200 feature films were made in 1997, which was slightly up from 1996, but down on a recent high of 4,564 films produced in 1990.

Asia accounts for the largest share of film production: 26%.

India and its "Bollywood" (production cluster around Bombay) is the country with the highest number of films produced. The number of films produced in India rose to 697 in 1997, from 649 in 1996. However, there is still some way to go before producers regain the peak of 948 films produced in 1990. The production cost per film was relatively low in India, just 430,000 ECU per film. One of the major player in film production is the central agency for film promotion, National Film Development Corporation. The relatively few co-productions include Attenborough's "Gandhi".

North America accounts for 23% of the world's film production and Western Europe for 23% of which 21% was accounted for by the EU according to the European Audiovisual Observatory.

Global film production by world region 1997,
source: European Audiovisual Observatory



Films produced and production costs in selected countries, 1997, *source: European Audiovisual Observatory and UNESCO for 1999 data*

Country/ economy	Films produced in 1997	Investments 1997 (million EUR)	Investment per film (million EUR)	Investments 1999 (million EUR)
Germany	61	305	5.0	357
Spain				158
France	163	795	4.9	692
Italy				160
United Kingdom	115	969	8.4	768
United States	673	8 662	12.9	8 162
Canada				212
Mexico	9	11	1.2	:
Argentina	32	48	1.5	125
Brazil	30	64	2.1	:
Egypt	55	35	0.6	:
Japan	278	914	3.3	988
India	697	300	0.4	:
China	88	47	0.5	:
Hong Kong	94	54	0.6	:
Philippines	210	30	0.1	:
Singapore	7	2	0.3	:
South Korea	162	44	0.3	105
Taiwan	27	17	0.6	:
Australia	34	86	2.5	:

Production of national full-length films

The share of films in the EU that are made as 100% national production has fallen since 1980. 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%).

A recovery started in 1996 with a sharp rise in the number of national films produced, i.e. 85 films more than the previous year. EU national full-length film production increased between 1995 and 1998 to a total of 413 films (+27%). The growth in the period 1995 and 2000 was strongest in France (76%) and Italy (43%). In Austria national film production grew considerably between 1980 and 1995 (+233%), but fell from 20 full-length films produced in 1995 to 7 in 1998.

International co-productions

National and supra-national subsidy incentives aimed at advancing film production have contributed to the increase in co-production activity.

EU initiatives in development of the European films

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 new MEDIA Programme (2001-2005) entered into force in January 2001 and aims at strengthening the competitiveness of the European audiovisual industry. The MEDIA programme supports the distribution and broadcasting of audiovisual works (fiction, documentary, animation, interactive programmes) and of European films in film theaters, on video, on digital disc and on television. In addition, it facilitates the promotion and access to the market of European works by supporting independent producers and distributors on audio-visual markets and in festivals. The other key areas are training and development of potentially successful works.

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 schedule. 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.

2.1 Cinematographic full-length films produced (2.2 + 2.3)

(national films + international co-productions of full-length films with national origin producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	:	:	443	569	560	555	600	594
B	5	7	12	10	12	8	7	14	12
DK	13	11	15	12	23	19	23	:	:
D	49	64	48	63	64	61	50	74	66
EL	27	33	13	26	27	20	17	19	:
E	118	77	47	59	91	80	65	82	:
F	189	151	143	129	131	163	183	181	171
IRL	0	2	3	20	15	16	17	:	:
I	163	89	119	75	99	87	92	108	:
L	:	1	1	3	5	5	10	8	:
NL	6	13	17	18	18	15	18	22	23
A	10	10	20	30	13	15	12	:	:
P	9	3	8	14	8	10	19	11	:
FIN	10	13	13	8	10	10	9	12	:
S	20	20	16	24	27	30	20	23	:
UK	31	47	47	76	111	115	91	103	:
IS	3	3	2	7	2	4	2	2	:
N	10	10	10	22	15	17	14	:	:
CH	:	44	32	38	41	29	41	:	:
US	222	356	477	697	713	673	661	677	762
JP	320	319	239	289	278	278	249	:	:

notes:

Sum of tables 2.2 and 2.3

Source: Eurostat, AUVIS domain

EU figure doesn't represent sum of national results. Co-productions can appear in the results of several countries however EU figure doesn't double count films.

EU-15 estimate, 1999 data for B and NL and 2000 data are Eurostat estimates based on figures from European Audiovisual Observatory

F 2000, source: CFC

US data, number of theatrical films rated, source: the Motion Picture Association of America

2.2 National films

(Cinematographic full-length films produced with 100% national origin producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	510	432	379	325	410	408	413	:	:
B	5	5	3	0	2	1	1	:	:
DK	13	8	15	9	15	11	15	10	13
D	37	46	38	37	42	47	39	44	38
EL	27	32	12	19	21	16	12	13	:
E	82	65	37	37	66	55	45	44	64
F	144	106	81	63	74	86	102	115	111
IRL	0	2	2	5	1	2	3	1	0
I	130	81	98	60	77	71	79	92	86
L	:	1	1	0	0	0	0	0	0
NL	6	10	13	11	13	8	13	:	:
A	6	5	15	20	12	12	7	:	:
P	8	2	5	2	2	4	12	9	:
FIN	7	11	10	7	8	8	4	11	:
S	17	17	10	15	18	19	13	13	22
UK	28	41	39	40	59	74	65	71	51
IS	3	3	0	0	0	0	0	:	:
N	10	10	9	16	10	8	9	:	:
CH	:	24	22	22	19	16	19	:	:
US	:	:	:	660	672	663	652	:	:
JP	316	318	239	286	275	275	241	:	:

notes:

Source: Eurostat, AUVIS domain

IRL 1998, 1999, DK 1999 and 2000 data, source: European Audiovisual Observatory

2.3 International co-productions of cinematographic full-length films with national origin producers

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	109	143	:	:	:	:	:	:
B	:	2	9	8	6	5	6	:	:
DK	:	3	0	3	8	8	8	:	:
D	12	18	10	26	22	14	11	30	28
EL	:	1	1	7	6	4	5	6	:
E	36	12	10	22	25	25	20	38	:
F	45	45	62	66	57	77	81	66	:
IRL	0	0	1	:	:	:	:	:	:
I	33	8	21	15	22	16	13	16	:
L	:	0	0	3	5	5	10	8	:
NL	0	3	4	7	5	7	5	:	:
A	4	5	5	10	1	3	5	:	:
P	1	1	3	12	6	6	7	:	:
FIN	3	2	3	1	2	2	5	3	:
S	3	3	6	9	9	11	7	10	:
UK	3	6	8	36	52	41	26	29	:
IS	0	0	2	7	2	4	2	2	:
N	:	:	1	6	5	9	5	:	:
CH	:	20	10	16	22	13	22	:	:
US	:	:	:	37	43	13	9	:	:
JP	4	1	:	3	3	3	8	:	:

notes:

Source: Eurostat, AUVIS domain

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

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	:	:	:	:	:	:	:	:
B	:	2	4	3	1	2	4	:	:
DK	:	1	0	2	4	5	3	6	5
D	12	18	10	26	22	14	11	:	:
EL	:	1	1	7	6	4	2	3	:
E	24	7	5	19	10	12	9	12	13
F	16	25	25	34	30	39	46	35	34
IRL	:	:	:	3	5	2	2	3	3
I	33	8	21	15	22	16	13	16	17
L	:	0	0	0	0	:	2	:	:
NL	:	:	:	:	:	:	:	:	:
A	:	:	1	10	1	:	:	:	:
P	:	0	2	6	2	:	4	10	:
FIN	3	2	3	1	2	2	4	1	:
S	:	:	:	:	:	9	14	10	15
UK	:	:	:	11	18	20	8	6	11
IS	0	0	2	7	2	4	2	:	:
N	:	:	:	6	3	4	:	:	:
CH	:	11	3	3	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

2.5 Cinematographic full-length films produced (2.2 + 2.4)
(including national films and majority international co-producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	:	:	:	:	:	:	:	:
B	:	7	7	3	3	3	5	:	:
DK	:	9	15	11	19	16	18	16	18
D	49	64	48	63	64	61	50	:	:
EL	:	33	13	26	27	20	14	16	:
E	106	72	42	56	76	67	54	56	77
F	160	131	106	97	104	125	148	150	145
IRL	:	2	3	8	6	4	5	4	3
I	163	89	119	75	99	87	92	108	103
L	:	1	1	0	0	:	2	:	:
NL	6	12	15	:	:	:	:	:	:
A	:	:	16	30	13	15	22	23	:
P	:	2	7	8	4	8	16	19	:
FIN	10	13	13	8	10	10	8	12	:
S	17	17	10	15	18	28	27	23	37
UK	28	41	39	51	77	94	73	77	62
IS	3	3	2	7	2	4	2	:	:
N	:	:	:	22	13	12	:	:	:
CH	:	35	25	25	:	:	:	:	:
US	:	:	:	660	672	662	652	:	:
JP	316	318	239	286	275	275	241	:	:

notes:

Sum of tables 2.2 and 2.4

Source: Eurostat, AUVIS domoin

2.6 Cinematographic short length films produced

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	64	29	37	52	33	40	56	:
DK	43	51	76	:	10	:	:	:
D	164	216	156	140	110	148	131	138
EL	:	90	130	:	65	:	:	:
E	258	162	98	94	87	115	126	124
F	429	476	366	415	423	410	342	427
IRL	:	:	:	:	:	:	:	:
I	:	160	146	27	55	:	42	:
L	:	:	2	1	9	:	:	4
NL	:	:	6	:	6	:	:	:
A	227	385	1 166	271	86	:	:	:
P	46	28	:	2	8	9	18	5
FIN	122	121	57	25	25	16	17	13
S	11	10	8	:	:	:	:	:
UK	:	:	:	:	:	:	:	:
IS	1	1	1	3	2	2	0	:
N	85	77	83	150	54	60	:	:
CH	:	20	34	18	16	42	16	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

2.7 Film producers with at least one film produced during the year

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	8	10	13	11	8	8	:
DK	:	:	9	18	15	13	16	:
D	:	77	58	87	69	73	57	87
EL	:	:	16	40	41	:	:	:
E	93	59	53	47	82	79	64	63
F	174	175	214	93	103	123	125	134
IRL	:	:	4	7	:	:	:	:
I	:	:	93	106	:	67	84	92
L	:	1	1	1	10	:	:	:
NL	:	:	:	18	18	15	19	:
A	11	11	10	:	:	:	:	:
P	:	:	7	6	6	:	32	5
FIN	10	12	8	6	8	9	11	11
S	:	:	:	30	34	26	18	26
UK	:	:	:	:	:	:	:	:
IS	3	2	2	8	3	3	2	4
N	:	:	5	15	12	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

2.8 Film distributors with at least one first release

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	409	411	408	:	:
B	:	24	27	28	30	33	27	:
DK	:	:	21	17	20	18	:	:
D	:	53	47	46	45	51	53	59
EL	:	:	:	6	9	8	10	7
E	:	:	:	50	42	45	:	:
F	180	186	162	164	163	156	161	158
IRL	:	:	:	8	6	9	:	:
I	:	:	26	20	22	23	23	:
L	:	:	:	1	1	:	:	:
NL	:	:	13	14	17	18	23	:
A	23	25	20	20	17	17	16	:
P	:	:	:	7	12	:	:	14
FIN	25	32	15	10	11	13	12	14
S	:	:	:	18	16	16	19	20
UK	:	:	:	:	:	27	45	54
IS	:	:	:	7	10	7	8	7
N	:	:	21	12	12	14	13	:
CH	:	:	:	:	33	36	:	:
US	:	:	:	:	:	:	523	:
JP	:	:	:	42	43	43	40	:

notes:

Source: Eurostat, AUVIS domain

3. Cinema exhibition market

Following a steady increase after the Second World War, cinema attendance in most European countries peaked in the 1950s. The cinemas offered news and feature films, and the choice in leisure activities was more limited than today. Things changed when television turned into a mass medium during the Fifties and Sixties. Despite the increasing number of colour films and the introduction of Cinemascope, admissions steadily declined in Europe. In the Seventies and Eighties, admissions continued to decrease, partly due to the introduction of cable and private satellite television and home video.

Cinema in the nineties: growth in admissions

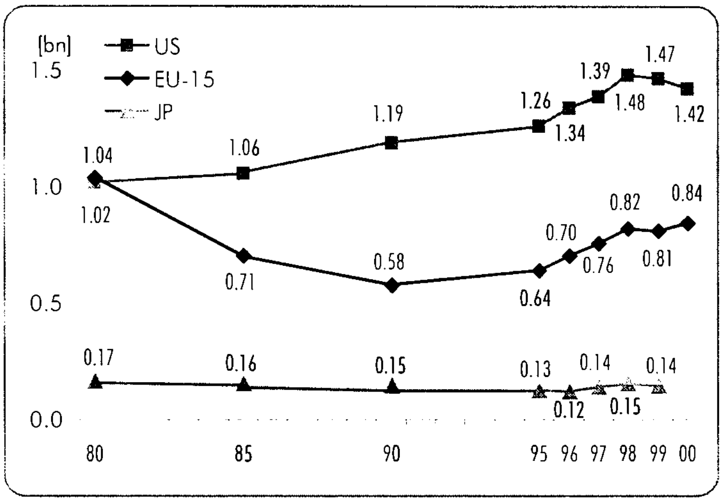
In the nineties there was a renaissance for the cinema-going in Europe, reinforced by the appearance of modern multiplex cinemas. From 1990 to 2000, cinema admissions in the EU increased by 46%. Growth rates have been especially robust since 1995 (4-10% per year). The latest results confirm this trend: the EU-15 audiences increased in 2000 to 844 million, a growth of 4% compared to 1999. The only exception was the year 1999 showing a decrease of 1%. Apart from the general growth trend, the appearance of blockbuster films (the 'Titanic' effect in 1998) and in addition weather conditions have an impact on the evolution of admissions in a given year.

The total number of admissions in the world in 1999 was 6,708 million. The EU's share was 12.1%. South and Central Asia accounted for nearly half of world admissions and North America for one quarter.

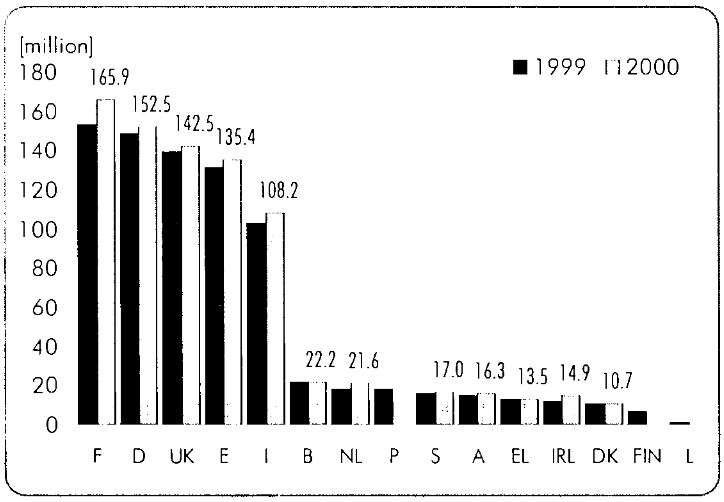
Over two decades, cinema attendance in the United States has grown steadily where admissions increased between 1990 and 1998 from 1,022 million to 1,481 million tickets sold (45%). Between 1998 and 2000 cinema admissions decreased slowly (-4.1%) to 1,421 million tickets sold.

Apart from the general trend of increasing expenditure on leisure and related services, modernisation of cinema theatres, with more and more multiplex cinemas (i.e. theatres with at least 8 screens) was an important reason for the increasing number of admissions in the EU-15 in the Nineties. For instance, in 1998, the Belgian Kinepolis Group opened the world's largest cinema in Madrid, a 25 screens and 9,100 seats complex. Kinepolis also has another megaplex in Brussels with 25 screens and 7,600 seats.

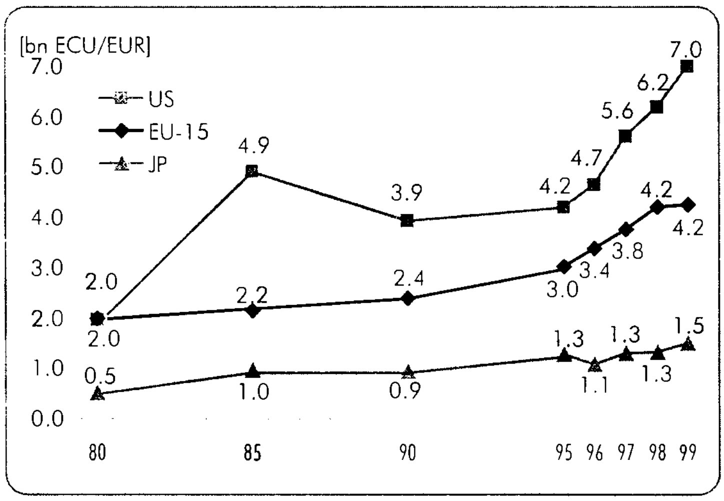
Number of admissions, 1980 - 1999



Number of admissions in EU Member States in 1999 and 2000



Gross box office, 1980 - 1999



Source: see tables on the following pages

Another important element was the availability of successful domestically produced films that continued bringing audiences back to the cinemas.

In 1998 in addition the success of the film 'Titanic' and in 1999 the film 'Star Wars: The Phantom Menace' (the second most successful film in cinema history) contributed to the increase. The total box-office receipts for EU-15 in 1999 were 4.2 bn euro (up +1% from 1998). The UK was the Member State with the highest box-office receipts in 1999, i.e. 866 million euro (+14% from 1998), followed by France at 823 million euro and Germany at 808 million euro.

Looking at box-office receipts per head of population, it can be seen that EU-15 citizens spend on average 11.3 euro per year (or ca. 0.1% of their income) while the average American spends more than twice (25.7 euro) the amount.

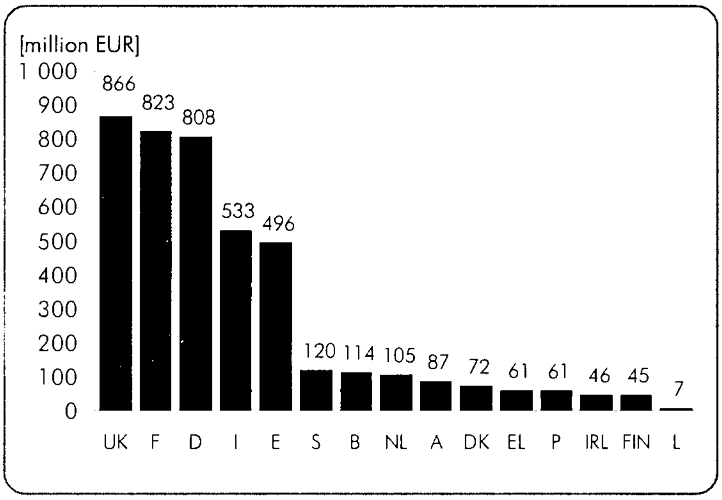
Highest spend within the EU-15 was recorded in Luxembourg with 17 euro per capita, where a new multiplex helped to increase the turnover. In Iceland the expenditure per capita was even higher (44 euro) than in the USA.

In 1998 there were European films in the top 3 box-office admissions in seven Member States (of 13 with data available). In Denmark, Austria and Finland domestic films were first-runner-up. In Spain and Sweden domestic films were second-runner-up. In Italy, as in France, domestic films were both second and third.

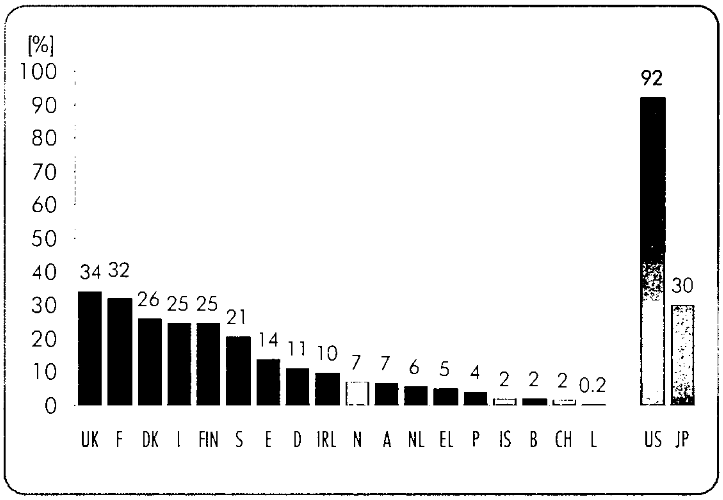
In the UK, France and Japan, national films play a relatively important role accounting approximately for a third of the receipts. This is a reason why in those countries the share of gross box office receipts of American films was much lower than in the other countries (less than 60%) The American dominance was most evident in Iceland, Ireland and the Netherlands, with 90% to 92% of receipts coming from American films.

EU citizens go on average 2.2 times per year to the cinema, against 5.2 times for US citizens. Iceland is the only country where the annual frequency per capita was higher than in the US (5.6). The EU Member State with the highest frequency was Ireland, with 4 admissions per capita per year, followed by Spain (3.4). In Japan, Finland, in Greece and the Netherlands, the frequency was between 1.1 and 1.4 admissions per capita per year.

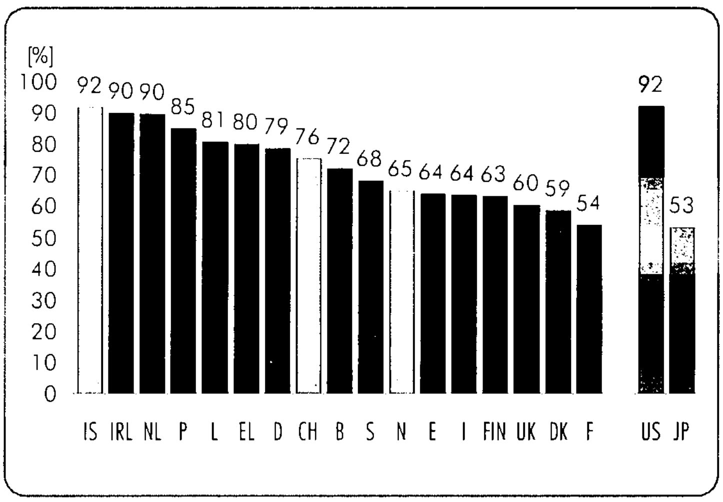
Gross box office in EU Member States in 1999



Share of gross box office receipts from national films latest available year



Share of gross box office receipts from US films latest available year



Source: see tables on the following pages

The average ticket prices in the EU-15 were higher than in the United States: 5.3 euro versus 4.8 euro. There is a large disparity in pricing tickets between Member States, but also between regions and cities within states.

The highest average ticket price in EU-15 was recorded in Sweden 7.5 euro per admission, followed by Denmark, at 6.6 euro.

Only in Spain, Ireland (3.8 and 3.7 euro respectively) and Portugal (3.3 euro) were ticket prices lower than in the United States. In Japan, the average ticket price was highest, 10.4 euro. Also in Switzerland and Iceland the average ticket price was higher than in any EU country, at 7.9 euro.

Adjusted for Purchasing Power Parity, differences between average ticket prices would be lower than shown in the table.

An example for regional variation of ticket price: according to Media Salles, the full weekday price could vary from 5.3 euro in Leeds to 12.8 euro in London.

Half as many cinema screens per capita in the EU-15 as in the United States

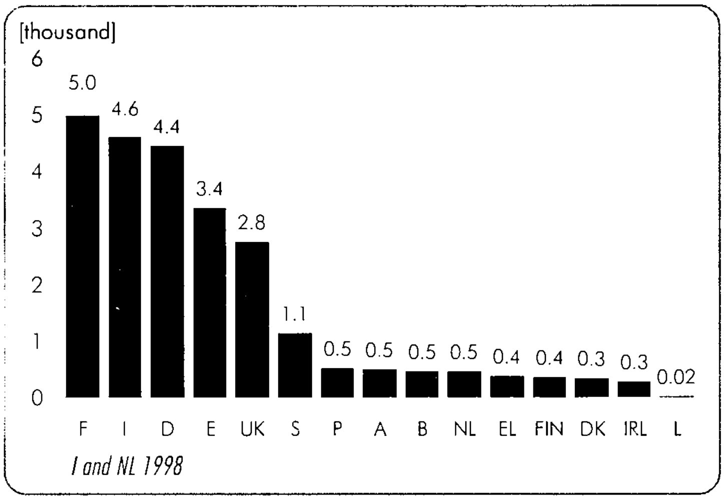
There are over ten thousand cinema theatres in the EU-15, much more than in the United States. However, looking at the number of cinema sites (theatres) per 100,000 inhabitants, there was the same density in the United States as in the EU-15: 2.8 per 100,000 inhabitants.

Sweden and Iceland recorded the highest density with over 9 theatres per 100,000 inhabitants, while in the UK, the Netherlands and Belgium the density was between 1.2 and 1.3.

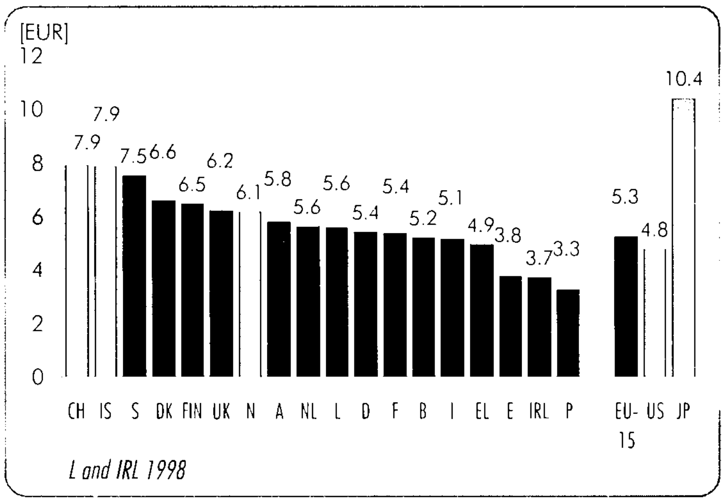
In the nineties there was a tendency for traditional cinemas to close down, whilst multiplex sites (cinemas with more than 8 screens) mushroomed.

In the EU-15 there was an average of 2.3 screens per cinema, or nearly 25,000 screens in total, while in the United States there were 4.9 screens per cinema, with a total of 37,000 screens.

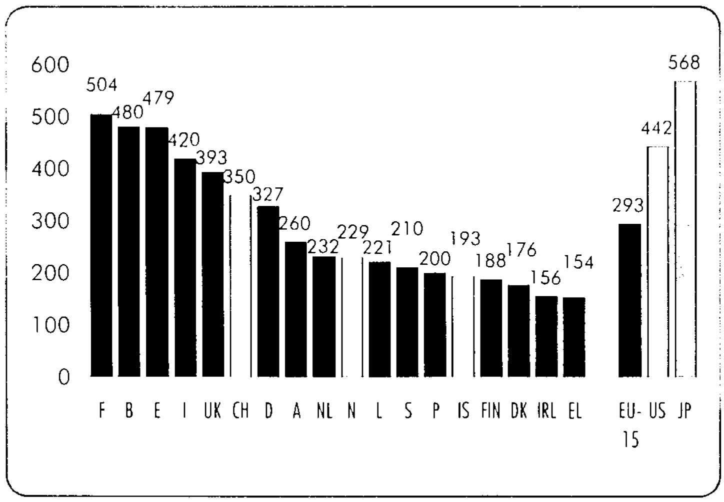
Number of screens in EU Member States in 1999



Average cinema ticket price in 1999



New feature films released for the first time in 1999 (EU-15 reflects average per EU Member State) latest available year



Source: see tables on the following pages

Majority of the top grossing films were released by the end of the nineties

An analysis of the top grossing films in the cinema history reveals that three quarters of the most successful films ever produced were made in the Nineties. In the top 20, there is only one from the Seventies (Star Wars), two films from the early Eighties and the others from 1989 and later. There are no films from the Forties, Fifties or Sixties in the top 50 ranking. The film 'Gone with the wind', which was released in 1939 is the oldest film in the top list. The American films totally dominate the list. Not until rank 45 is the first European film listed: 'Notting Hill', with a total gross box office of 407 million euro.

This ranking would look different if constant prices would be applied.

The top grossing films of all time at the worldwide box office as of 11 April 2001, million EUR,
source: http://www.moviemarshal.com/boxworld.html

Rank	Title	Year	Total Box Office
1	TITANIC	(1997)	2 056
2	STAR WARS : THE PHANTOM MENACE	(1999)	1 033
3	JURASSIC PARK	(1993)	1 031
4	INDEPENDENCE DAY	(1996)	909
5	STAR WARS	(1977)	878
6	THE LION KING	(1994)	859
7	E.T. : THE EXTRA TERRESTRIAL	(1982)	789
8	FORREST GUMP	(1994)	755
9	THE SIXTH SENSE	(1999)	741
10	THE LOST WORLD : JURASSIC PARK	(1997)	688
11	MEN IN BLACK	(1997)	656
12	RETURN OF THE JEDI	(1983)	642
13	ARMAGEDDON	(1998)	615
14	MISSION: IMPOSSIBLE 2	(2000)	603
15	HOME ALONE	(1990)	598
16	THE EMPIRE STRIKES BACK	(1980)	574
17	GHOST	(1990)	580
18	TERMINATOR 2 : JUDGEMENT DAY	(1991)	579
19	ALADDIN	(1992)	563
20	INDIANA JONES AND THE LAST CRUSADE	(1989)	554
21	TWISTER	(1996)	554
22	TOY STORY 2	(1999)	544
23	SAVING PRIVATE RYAN	(1998)	537
24	JAWS	(1975)	527
25	THE MATRIX	(1999)	511
26	GLADIATOR	(2000)	509
27	MISSION : IMPOSSIBLE	(1996)	508
28	PRETTY WOMAN	(1990)	502
29	TARZAN	(1999)	488
30	DANCES WITH WOLVES	(1990)	475
31	MRS. DOUBTFIRE	(1993)	474
32	CAST AWAY	(2000)	465
33	THE MUMMY	(1999)	463
34	BATMAN	(1989)	463
35	RAIN MAN	(1988)	462
36	THE BODYGUARD	(1992)	460
37	GONE WITH THE WIND	(1939)	441
38	ROBIN HOOD : PRINCE OF THIEVES	(1991)	436
39	RAIDERS OF THE LOST ARK	(1981)	430
40	GREASE	(1978)	424
41	HOME ALONE 2 : LOST IN NEW YORK	(1992)	423
42	GODZILLA	(1998)	421
43	THE FUGITIVE	(1993)	413
44	TRUE LIES	(1994)	409
45	NOTTING HILL	(1999)	407
46	THERE'S SOMETHING ABOUT MARY	(1998)	403
47	THE FLINTSTONES	(1994)	402
48	TOY STORY	(1995)	401
49	A BUG'S LIFE	(1998)	401
50	DIEHARD : WITH A VENGEANCE	(1995)	397

In the United States, the number of screens increased by 57% from 1990 to 1999, while in the EU-15 the increase was 33%.

In Luxembourg, the UK and Belgium, over two fifths of the cinema sites have more than 8 screens. In Ireland, Spain and Austria, about 30% of the sites are multiplexes.

In Greece and Italy single-screen cinemas have the lion's share of the market (84% and 74%, respectively).

The EU-15 has fewer screens per head than the United States. There was one cinema screen for every 15,000 EU-15 citizens, as against one for every 7,300 Americans in 1998. Expressed in screens per 100,000 inhabitants, this would mean 6.6 for the EU-15, against 13.7 in the United States. Only Iceland had a higher density, with 16.7 screens per 100,000 inhabitants.

There are over 5.9 million seats in EU cinemas. The average number of seats per screen varies from 143 in Austria to over 300 each in Spain and Portugal.

There is also a great disparity between Member States' average admissions per seat and year. Five Member States had over 200 admissions per seat per year. Luxembourg, with 294, has the highest number against only 83 in Sweden.

On average, 307 new films were shown in 1999 per EU country

There is a great disparity in the number of new films shown in each Member State.

In France, over 500 new films were shown in 1999. This was much higher than the EU-15 average. Nearly 36% of all films shown were French and one third came from the United States. France released 183 new films in 1999. Films released more than one year before do not attract the top box-office. For instance, in 1999, only two of the top 41 box-office films in France were older than one year and they were both released in 1998

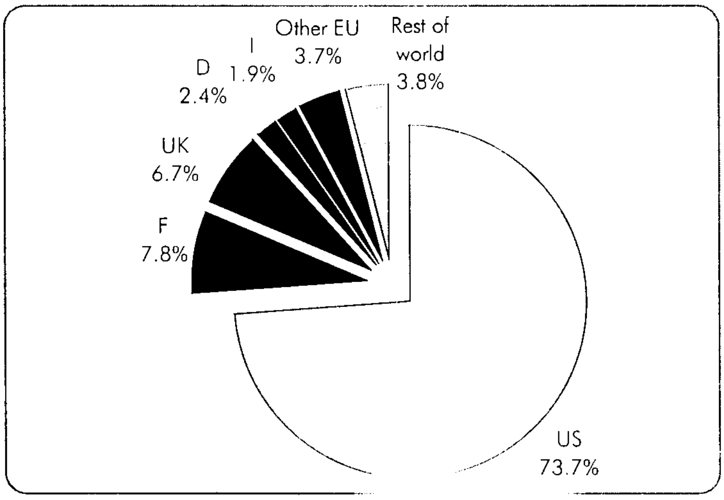
Top 20 of film admissions in the EU in 2000,

source: European Audiovisual Observatory

Rank	Title	Origin	Director	Admission (million)
1	Gladiator	US	R Scott	24.6
2	Toy Story II	US	J Lasseter / A Brannon	23.8
3	American Beauty	US	S Mendes	21.4
4	Mission: Impossible II	US	J Woo	20.4
5	Sixth Sense, The	US	M N Shyamalan	18.9
6	Scary Movie	US	K I Wayans	14.1
7	Dinosaur	US	E Leighton / R Zondag	13.7
8	Erin Brockovich	US	S Soderbergh	12.5
9	Stuart Little	US	R Minkoff	12.4
10	Chicken Run	UK/US	N Park / P Lord	12.1
11	Pokémon: The First Movie	JP/US	M Haigney / K Yuyama	11.6
12	Taxi 2	F	G Krawczyk	11.3
13	X-Men	US	B Singer	11.2
14	What Lies Beneath	US	R Zemeckis	11.1
15	Gone In Sixty Seconds	US	D Sena	10.2
16	Sleepy Hollow	US	T Burton	9.6
17	Hollow Man	US	P Verhoeven	9.6
18	Charlie's Angels	US	J McGinty Nichol	9.4
19	Beach, The	US	D Boyle	9.3
20	American Pie	US	P Weiltz	9.1

The Sixth Sence: 13.0 million admissions in 1999
American Pie: 7.5 million admissions in 1999

Breakdown of admissions in the EU in 2000 according to the origin of films, source: European Audiovisual Observatory



Spain is the second country for the number of new cinema films shown, with nearly 480. Only 17% of all films shown were Spanish and 45% came from the United States. Italy also showed a relatively high number of new films, with over 420 in 1999. The new releases in Greece, Denmark, Luxembourg and Sweden accounted to between 150 and 220.

On average, 307 new films were shown in 1999 per EU country. In the United States, 442 new releases were shown in 1999. Japan boasts the highest number with 568 new films released. 47.5% of all films shown in Japan were of national origin.

The total share of the new releases of EU origin amounted to 50%. 20% of the new films were of national origin, while 45% came from the United States. In the United States, 86% of the new releases were domestic films. France Italy and the UK were the two Member States with highest shares of films with national origin.

According to the European Audiovisual Observatory, the market share for European films in the EU in 2000 was estimated at 22.5% (-6.7% from 1999). France is the EU country with the highest share of admissions to EU made films.

The share of the US films in admissions in the EU reached 73.7% (+4% from 1999).

Top 20 of admissions to European films in the EU in 2000, *source: European Audiovisual Observatory*

Rank	Title	Origin	Director	Admission (million)
1	Chicken Run	UK/US	N Park / P Lord	12.1
2	Taxi 2	F	G Krawczyk	11.3
3	The World is not enough	UK/US	M Apted	6.4
4	Billy Elliot	UK	S Daldry	5.0
5	Les rivières pourpres	F	M Kassovitz	4.5
6	Le goût des autres	F	A Jaouli	4.1
7	Snatch	UK/US	G Ritchie	4.0
8	Chiedimi se sono felice	I	A, G e Giacomo	3.1
9	Angela's Ashes	IRL/US	A Parker	2.6
10	Dancer in the Dark	DK/F/D/NL	L von Trier	2.5
11	Kevin and Perry Go Large	UK	E Bye	2.5
12	Anatomie	D	S Ruzowitzky	2.3
13	Hi Fidelity	UK/US	S Frears	2.3
14	Himalaya - l'enfance d'un chef	FR/CH/UK/NP	E Valli	2.2
15	Harry, un ami qui vous veut...	F	D Moll	2.1
16	Jet Set	F	F Onteniente	2.0
17	Harte Jungs	D	M Rothemund	1.7
18	Crazy	D	H-C Schmid	1.5
19	Saving Grace	UK	N Cole	1.4
20	Ano Mariano	E	F G Cuervo	1.4

The World Is Not Enough: 17.3 million admissions in 1999
Himalaya - l'enfance d'un chef: 1.0 million admissions in 1999

World admissions in 1999,
source: Unesco, Eurostat

	Admissions in 1999 (million)	Share of world (%)
Western Europe	843	12.6
EU-15	812	12.1
Central & Eastern Europe	126	1.9
North America	1 587	23.7
United States	1 465	21.8
Cental America & Caribbean	131	2.0
South America	216	3.2
Africa	67	1.0
Middle East	13	0.2
South & Central Asia	3 272	48.8
Japan	145	2.2
Far East	369	5.5
Australasia & Oceania	96	1.4
World	6 708	100.0

3.1 Gross box office, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	1 980	2 155	2 400	3 008	3 366	3 768	4 197	4 245
B	54	56	65	97	108	109	132	114
DK	41	38	41	49	60	65	72	72
D	359	348	403	632	688	748	813	808
EL	:	41	41	35	38	60	61	:
E	226	196	218	296	344	354	399	496
F	481	643	553	694	733	783	911	823
IRL	:	23	25	34	40	39	46	:
I	338	346	399	374	447	498	587	533
L	1	2	2	3	4	7	8	7
NL	77	62	73	94	94	105	116	105
A	:	48	41	64	67	83	87	87
P	23	23	16	19	30	42	47	61
FIN	26	35	38	34	34	37	41	45
S	79	87	105	95	110	109	118	120
UK	239	208	379	487	569	731	761	866
IS	3	6	7	8	8	10	10	12
N	30	46	48	53	59	61	68	70
CH	63	79	84	126	127	125	126	:
US	1 974	4 913	3 944	4 197	4 654	5 617	6 199	6 990
JP	522	960	936	1 283	1 078	1 293	1 322	1 507

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

EU-15 1999 estimation based on the progress of the 13 countries with data available for both 1998 and 1999

1999 data for DK, NL, A and N: source Media Salles

US data: source the Motion Picture Association of America

JP data: source: Motion Picture Producers Association of Japan

3.2 Share of gross box office receipts from national films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	2.6	0.8	0.4	4.4	3.9	2.5	2.0	:
DK	21.0	17.6	14.7	8.3	17.2	18.8	12.8	25.9
D	9.3	22.7	9.7	6.3	15.3	16.7	8.1	11.1
EL	:	:	8.0	4.0	3.0	3.0	5.0	:
E	20.2	16.2	10.4	12.2	9.3	13.0	12.0	14.0
F	47.9	44.9	37.4	37.4	37.3	34.2	27.2	32.2
IRL	:	:	5.0	:	:	:	9.8	:
I	43.5	31.8	21.0	21.2	24.8	32.9	24.8	:
L	:	:	:	:	0.2	:	:	:
NL	7.1	3.6	3.0	7.6	5.4	5.6	:	:
A	:	:	:	:	:	:	6.8	:
P	:	:	1.0	:	:	:	3.9	:
FIN	15.4	21.6	13.9	10.5	3.7	5.6	10.1	24.7
S	23.0	26.0	8.9	:	18.0	14.7	21.4	20.5
UK	10.0	10.7	7.0	8.6	11.8	27.2	12.3	34.0
IS	:	2.2	2.2	5.9	8.0	3.5	2.5	2.0
N	5.1	10.4	9.7	12.1	5.4	5.1	8.0	7.2
CH	:	:	:	:	4.3	1.6	:	:
US	95.0	97.7	98.6	94.5	:	:	:	92.3
JP	:	48.6	46.6	40.1	37.0	36.3	41.5	30.2

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

EL, IRL 98, L 1990,1995?1997 and 1998, A and P, source Media Salles

A 1998, based on top ten domestic films

P 1998, based on admissions

US 1999: source: EAO

JP data: source: Motion Picture Producers Association of Japan

3.3 Share of gross box office receipts from US films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	46.6	61.4	68.4	72.4	69.8	73.7	72.4	:
DK	46.5	58.8	77.0	70.9	67.1	66.5	77.6	58.7
D	54.9	58.6	83.9	87.1	75.1	70.5	85.4	78.6
EL	:	:	87.0	73.0	80.0	80.0	80.0	:
E	42.9	58.5	72.4	71.9	78.3	68.3	78.5	64.2
F	36.8	39.4	56.6	57.4	54.7	5.3	64.0	54.1
IRL	:	:	87.0	90.0	:	:	:	:
I	33.7	48.6	70.0	63.2	59.7	46.7	63.7	:
L	:	:	80.0	82.4	78.5	68.4	80.7	:
NL	49.2	74.3	85.8	82.0	86.4	83.9	89.8	:
A	:	:	:	:	:	:	:	:
P	:	:	85.0	:	:	:	:	:
FIN	:	:	70.0	77.0	72.1	72.9	80.0	63.2
S	:	:	:	:	67.5	66.7	76.1	68.2
UK	88.0	84.0	88.0	83.7	81.7	68.6	83.9	60.4
IS	:	:	:	:	85.2	82.0	91.9	:
N	:	:	70.7	87.4	65.3	:	:	:
CH	:	:	:	:	:	73.6	72.3	75.6
US	95.0	97.7	98.6	94.5	:	:	:	92.3
JP	:	:	:	59.8	60.5	53.4	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

EL, IRL 1995, L 1990, 1995, 1997 and 1998, P and CH: source Media Salles

US 1999: source: EAO

3.4 Share of gross box office receipts from British films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	1.8	:
DK	:	11.8	2.2	3.3	8.3	6.4	6.3	8.9
D	6.9	9.1	2.9	2.2	7.0	8.0	5.2	6.8
EL	:	:	:	:	:	:	:	:
E	9.4	9.4	4.3	7.3	5.8	12.8	5.8	10.8
F	:	:	:	:	:	9.2	4.2	8.8
IRL	:	:	:	:	:	:	:	:
I	3.2	5.9	1.6	6.4	5.9	10.8	7.4	:
L	:	:	:	:	:	:	:	:
NL	9.3	14.8	2.8	5.7	2.1	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	6.6	4.8
S	:	:	:	:	:	:	:	5.4
UK	10.0	10.7	7.0	8.6	11.8	27.2	12.3	34.0
IS	:	:	:	:	3.0	11.0	2.8	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	0.2	1.2	0.5	1.5	1.2	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

B, Eurostat estimate based on data from Media Salles

3.5 Share of gross box office receipts from German films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	0.0	:
DK	:	1.6	0.5	0.4	0.0	0.3	0.3	0.3
D	9.3	22.7	9.7	6.3	15.3	16.7	8.1	11.1
EL	:	:	:	:	:	:	:	:
E	3.0	3.2	1.1	1.1	0.4	0.7	0.5	0.5
F	:	:	:	:	:	0.1	0.1	0.6
IRL	:	:	:	:	:	:	:	:
I	3.8	3.7	1.0	0.7	0.1	0.4	0.2	:
L	:	:	:	:	:	:	:	:
NL	5.6	1.4	0.1	0.1	0.1	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	0.0	0.3
S	:	:	:	:	:	:	:	0.2
UK	:	:	0.4	0.0	0.0	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	0.0	0.0	0.0	0.0	0.0	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

B, Eurostat estimate based on data from Media Salles

3.6 Share of gross box office receipts from French films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	37.2	22.6	13.8	10.6	11.3	13.3	11.6	:
DK	:	1.6	1.5	2.6	2.7	3.5	0.6	2.7
D	6.4	4.2	2.0	1.7	1.0	3.0	0.7	0.7
EL	:	:	:	:	:	:	:	:
E	4.8	4.3	2.3	2.9	2.7	2.5	0.9	3.3
F	47.9	44.9	37.4	37.4	37.3	34.2	27.2	32.2
IRL	:	:	:	:	:	:	:	:
I	8.9	6.3	3.8	4.0	2.5	4.0	2.2	:
L	:	:	:	:	:	:	:	:
NL	7.8	1.9	1.9	0.8	0.8	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	0.6	0.9
S	:	:	:	:	:	:	:	2.2
UK	:	:	1.0	0.5	0.5	:	:	:
IS	:	:	:	:	0.6	0.3	0.7	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	0.2	0.3	0.2	1.1	0.1	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

3.7 Share of gross box office receipts from Italian films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	1.4	:
DK	:	1.6	0.4	0.2	1.4	0.2	0.0	1.3
D	13.8	1.3	0.3	0.1	0.1	0.1	0.3	1.0
EL	:	:	:	:	:	:	:	:
E	13.0	3.1	2.1	0.6	1.6	0.4	0.3	3.5
F	:	:	:	:	:	0.1	2.1	0.8
IRL	:	:	:	:	:	:	:	:
I	43.5	31.8	21.0	21.2	24.8	32.9	24.8	:
L	:	:	:	:	:	:	:	:
NL	14.6	3.2	0.2	0.5	0.9	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	0.1	0.7
S	:	:	:	:	:	:	:	0.8
UK	:	:	0.5	0.2	0.2	:	:	:
IS	:	:	:	:	1.1	0.0	0.0	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	0.3	1.7	0.3	0.0	0.2	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

B, Eurostat estimate based on data from Media Salles

3.8 Share of gross box office receipts from Spanish films, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	0.3	:
DK	:	:	:	:	:	0.1	0.3	0.5
D	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:
E	20.2	16.2	10.4	12.2	9.3	13.0	12.0	14.0
F	:	:	:	:	:	0.1	0.1	0.1
IRL	:	:	:	:	:	:	:	:
I	0.6	0.5	0.9	:	0.9	0.6	0.1	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	:	:	:	:	:
FIN	:	:	:	:	:	:	0.2	0.2
S	:	:	:	:	:	:	:	0.6
UK	:	:	0.3	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	0.1	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

B, Eurostat estimate based on data from Media Salles

3.9 Number of admissions, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	1 037.6	705.9	576.7	641.5	702.2	759.7	819.5	811.7	844.0
B	20.6	17.9	17.1	19.2	21.2	20.2	25.4	21.9	22.2
DK	15.9	11.3	9.6	8.8	9.9	10.8	11.0	10.9	10.7
D	143.8	104.2	102.5	124.5	132.9	143.1	148.9	149.0	152.5
EL	43.0	23.0	13.0	8.2	9.0	11.6	12.4	13.0	13.5
E	176.0	101.1	78.5	94.6	104.3	105.0	112.1	131.3	135.4
F	175.4	175.1	121.9	130.2	136.7	149.0	170.6	153.6	165.9
IRL	9.5	4.5	7.4	9.8	11.5	11.5	12.4	12.2	14.9
I	241.9	123.1	90.7	90.7	96.5	100.4	117.4	103.5	108.2
L	0.7	0.7	0.5	0.7	0.8	1.2	1.4	1.3	:
NL	28.4	15.8	15.2	17.9	17.7	18.9	20.1	18.6	21.6
A	17.5	13.1	10.1	11.9	11.8	13.7	15.2	15.0	16.3
P	30.8	20.0	9.6	7.4	10.4	13.7	14.8	18.6	:
FIN	9.9	6.7	6.2	5.3	5.5	5.9	6.4	7.0	:
S	23.1	17.5	15.7	15.2	15.4	15.2	15.8	16.0	17.0
UK	101.0	72.0	78.6	96.9	118.7	139.3	135.5	139.8	142.5
IS	1.8	1.4	1.2	1.2	1.3	1.5	1.5	1.5	:
N	17.5	12.9	11.4	10.9	11.5	10.9	11.5	11.4	:
CH	21.0	16.5	14.3	14.9	15.1	15.6	15.9	15.4	:
US	1 021.5	1 056.1	1 188.6	1 262.6	1 338.6	1 387.7	1 480.7	1 465.0	1 420.8
JP	165.9	155.1	145.5	127.0	119.6	140.7	153.1	144.8	:

notes:

Source: Eurostat, AUVIS domain

1999 data for EL, IRl, NL, A and CH: source Media Salles

2000 data for EU-15 and its Member States, estimated or provisional, source: European Audiovisual Observatory

US data: source the Motion Picture Association of America

JP data: source: Motion Picture Producers Association of Japan

3.10 Number of cinemas

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	10 461	:	:	10 684
B	:	:	:	140	141	:	137	135
DK	329	241	180	163	166	164	166	167
D	:	:	1 721	1 921	1 917	1 817	1 768	1 730
EL	:	:	:	:	322	:	319	322
E	:	:	:	1 269	1 217	1 226	1 329	1 334
F	3 053	2 842	2 300	2 218	2 150	2 159	2 152	2 163
IRL	:	:	:	63	63	62	64	72
I	:	:	:	2 086	2 050	2 157	2 159	2 259
L	:	:	9	9	8	9	8	8
NL	:	:	:	163	160	154	154	183
A	:	:	264	237	234	237	222	234
P	:	:	:	203	217	:	:	338
FIN	317	305	264	242	236	234	233	232
S	:	:	920	854	845	847	839	815
UK	942	663	737	743	735	747	759	692
IS	12	8	6	31	31	30	25	25
N	406	429	330	275	274	262	260	262
CH	:	:	:	:	327	328	323	329
US	:	:	:	7 744	7 798	7 480	7 418	7 551
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

1999 data for B, EL, F, IRl, NL, A and CH: source Media Salles

US data: source the Motion Picture Association of America

IS data 1980 - 1990: only include Reykjavik

N 1997 - 1999, source MediaSalles

3.11 Number of screens

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	22 421	18 771	19 669	20 691	21 413	22 665	24 909
B	500	440	411	423	440	438	463	463
DK	475	429	347	313	322	320	328	345
D	3 354	3 442	3 773	3 836	4 057	4 128	4 244	4 438
EL	:	600	500	350	340	340	360	380
E	4 096	3 109	1 773	2 090	2 354	2 565	3 025	3 354
F	4 500	5 153	4 518	4 378	4 529	4 661	4 773	4 979
IRL	163	135	171	191	215	228	261	280
I	8 753	4 885	3 293	3 816	4 004	4 206	4 603	:
L	12	17	17	17	16	26	21	21
NL	563	511	471	484	493	444	461	:
A	481	516	390	412	423	424	424	503
P	423	379	276	241	270	313	330	528
FIN	352	378	340	330	325	322	331	364
S	1 249	1 116	1 160	1 168	1 165	1 164	1 167	1 132
UK	1 576	1 311	1 331	1 620	1 738	2 383	2 564	2 758
IS	15	21	22	23	26	50	45	46
N	445	448	399	394	395	402	392	398
CH	483	437	398	439	445	460	518	471
US	17 590	21 147	23 689	27 805	29 690	31 640	34 186	37 185
JP	2 364	2 137	1 836	1 776	1 828	1 884	1 993	2 221

notes:

Source: Eurostat, AUVIS domain

1998 data for CH and 1999 data for EL, IRL, A, N and CH: source Media Salles

US data: source the Motion Picture Association of America

JP data: source: Motion Picture Producers Association of Japan

IS data 1980 - 1996: only include Reykjavik

3.12 Number of seats, thousand

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	5 293	5 859
B	174	116	98	101	103	104	108	107
DK	112	76	57	50	50	51	51	52
D	910	723	781	730	760	773	801	835
EL	:	:	:	:	:	:	:	:
E	:	2 370	886	900	900	1 000	1 150	1 230
F	1 409	1 276	1 007	922	954	975	991	1 025
IRL	:	53	:	38	49	44	50	53
I	:	:	:	:	:	:	:	:
L	:	4	4	3	3	5	4	4
NL	159	122	102	94	96	89	93	97
A	146	129	77	73	70	75	76	72
P	237	185	111	71	77	82	:	162
FIN	94	88	66	58	57	56	57	63
S	:	240	223	207	203	199	199	193
UK	:	:	472	552	567	603	639	710
IS	6	6	5	6	6	10	9	10
N	137	125	101	92	92	90	88	89
CH	164	128	101	100	101	101	100	102
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15 estimate based on screens multiplied by the seats per screen

1997 data for S, 1998 data for S and UK and 1999 data for E, IRL, NL, A, UK and CH: source Media Salles

IS data 1980 - 1996: only include Reykjavik

3.13 Screens per cinema

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	2.0	:	:	2.3
B	:	:	:	3.0	3.1	:	3.4	3.4
DK	1.4	1.8	1.9	1.9	1.9	2.0	2.0	2.1
D	:	:	2.2	2.0	2.1	2.3	2.4	2.6
EL	:	:	:	:	1.1	:	1.1	1.2
E	:	:	:	1.6	1.9	2.1	2.3	2.5
F	1.5	1.8	2.0	2.0	2.1	2.2	2.2	2.3
IRL	:	:	:	3.0	3.4	3.7	4.1	3.9
I	:	:	:	1.8	2.0	1.9	2.1	:
L	:	:	1.9	1.9	2.0	2.9	2.6	2.6
NL	:	:	:	3.0	3.1	2.9	3.0	:
A	:	:	1.5	1.7	1.8	1.8	1.9	2.1
P	:	:	:	1.2	1.2	:	:	1.6
FIN	1.1	1.2	1.3	1.4	1.4	1.4	1.4	1.6
S	:	:	1.3	1.4	1.4	1.4	1.4	1.4
UK	1.7	2.0	1.8	2.2	2.4	3.2	3.4	4.0
IS	1.3	2.6	3.7	:	:	1.7	1.8	1.8
N	1.1	1.0	1.2	1.4	1.4	1.5	1.5	1.5
CH	:	:	:	:	1.4	1.4	1.6	1.4
US	:	:	:	3.6	3.8	4.2	4.6	4.9
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

3.14 Cinemas per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	2.8	:	:	2.8
B	:	:	:	1.4	1.4	:	1.3	1.3
DK	:	:	3.5	3.1	3.2	3.1	3.1	3.1
D	:	:	2.2	2.4	2.3	2.2	2.2	2.1
EL	:	:	:	:	3.1	:	3.0	3.1
E	:	:	:	3.2	3.1	3.1	3.4	3.4
F	:	:	4.1	3.8	3.7	3.7	3.7	3.7
IRL	:	:	:	1.8	1.7	1.7	1.7	1.9
I	:	:	:	3.6	3.6	3.8	3.8	3.9
L	:	:	2.4	2.2	1.9	2.2	1.9	1.9
NL	:	:	:	1.1	1.0	1.0	1.0	1.2
A	:	:	3.4	2.9	2.9	2.9	2.7	2.9
P	:	:	:	2.0	2.2	:	:	3.4
FIN	:	:	5.3	4.7	4.6	4.6	4.5	4.5
S	:	:	10.8	9.7	9.6	9.6	9.5	9.2
UK	:	:	1.3	1.3	1.3	1.3	1.3	1.2
IS	:	:	2.4	11.6	11.6	11.1	9.2	9.1
N	:	:	7.8	6.3	6.3	6.0	5.9	5.9
CH	:	:	:	:	4.6	4.6	4.6	4.6
US	:	:	:	3.0	3.0	2.8	2.8	2.8
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

3.15 Screens per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	5.2	5.3	5.6	5.7	6.1	6.6
B	:	:	4.1	4.2	4.3	4.3	4.5	4.5
DK	:	:	6.8	6.0	6.1	6.1	6.2	6.5
D	:	:	4.8	4.7	5.0	5.0	5.2	5.4
EL	:	:	4.9	3.4	3.2	3.2	3.4	3.6
E	:	:	4.6	5.3	6.0	6.5	7.7	8.5
F	:	:	8.0	7.5	7.8	8.0	8.1	8.4
IRL	:	:	4.9	5.3	5.9	6.2	7.1	7.5
I	:	:	5.8	6.7	7.0	7.3	8.0	:
L	:	:	4.5	4.2	3.9	6.2	5.0	4.9
NL	:	:	3.2	3.1	3.2	2.9	2.9	:
A	:	:	5.1	5.1	5.3	5.3	5.3	6.2
P	:	:	2.8	2.4	2.7	3.2	3.3	5.3
FIN	:	:	6.8	6.5	6.4	6.3	6.4	7.1
S	:	:	13.6	13.2	13.2	13.2	13.2	12.8
UK	:	:	2.3	2.8	3.0	4.0	4.3	4.7
IS	:	:	8.7	8.6	9.7	18.5	16.5	16.7
N	:	:	9.4	9.1	9.0	9.2	8.9	9.0
CH	:	:	6.0	6.3	6.3	6.5	7.3	6.6
US	:	:	9.5	10.6	11.2	11.9	12.7	13.7
JP	:	:	1.5	1.4	1.5	1.5	1.6	1.8

notes:

Source: Eurostat, AUVIS domain

IS data 1980 - 1996: screens only include Reykjavik

3.16 Admissions per screen, thousand

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	31.5	30.7	32.6	33.9	35.5	36.2	33.9
B	41.3	40.6	41.6	45.5	48.2	46.0	54.8	47.2
DK	33.6	26.3	27.7	28.2	30.7	33.9	33.6	31.6
D	42.9	30.3	27.2	32.5	32.8	34.7	35.1	33.6
EL	:	38.3	26.0	23.4	26.5	34.1	34.4	34.2
E	43.0	32.5	44.3	45.3	44.3	41.0	37.1	39.2
F	39.0	34.0	27.0	29.7	30.2	32.0	35.7	30.8
IRL	58.3	33.3	43.3	51.5	53.4	50.4	47.5	43.6
I	27.6	25.2	27.5	23.8	24.1	23.9	25.5	:
L	54.2	38.8	32.2	39.5	47.1	45.6	67.4	62.7
NL	50.5	31.0	32.2	37.1	35.8	42.6	43.6	:
A	36.5	25.5	26.0	28.9	27.9	32.4	35.9	29.9
P	72.7	52.7	34.8	30.7	38.7	43.8	45.0	35.3
FIN	28.2	17.7	18.2	16.1	16.9	18.5	19.3	19.3
S	18.5	15.7	13.5	13.0	13.2	13.1	13.6	14.1
UK	64.1	54.9	59.1	59.8	68.3	58.5	52.8	50.7
IS	:	:	:	:	:	29.5	33.7	33.3
N	39.3	28.9	28.5	27.8	29.1	27.2	29.4	28.5
CH	43.4	37.7	35.9	33.9	33.9	33.8	30.7	32.8
US	58.1	49.9	50.2	45.4	45.1	43.9	43.3	39.4
JP	70.2	72.6	79.2	71.5	65.4	74.7	76.8	65.2

notes:

Source: Eurostat, AUVIS domain

3.17 Admissions per seat

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	154.8	144.1
B	119.0	153.6	174.0	191.4	205.0	194.6	235.5	204.5
DK	142.1	148.6	168.5	177.1	198.1	214.3	217.6	211.9
D	158.0	144.1	131.2	170.5	174.8	185.3	185.8	178.4
EL	:	:	:	:	:	:	:	:
E	:	42.7	88.6	105.2	115.8	105.0	97.5	106.8
F	124.5	137.2	121.1	141.3	143.4	152.9	172.0	149.8
IRL	:	85.7	:	256.9	235.1	261.0	249.8	230.2
I	:	:	:	:	:	:	:	:
L	:	149.8	155.8	216.7	251.3	224.1	316.5	294.3
NL	179.1	130.2	148.8	190.4	184.5	212.6	216.8	191.3
A	119.9	101.9	131.8	164.0	168.3	182.1	201.5	208.3
P	129.7	107.7	86.2	103.9	136.1	167.7	:	115.3
FIN	105.9	76.0	93.4	90.7	96.0	107.0	111.5	112.2
S	:	72.8	70.5	73.5	76.0	76.5	79.5	82.6
UK	:	:	166.5	175.5	209.3	231.0	212.1	196.8
IS	290.5	242.7	225.7	207.0	199.9	141.1	165.6	159.1
N	127.2	103.7	112.5	118.5	124.5	121.4	131.0	127.6
CH	128.1	128.5	141.3	148.4	149.9	154.5	158.3	151.4
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

3.18 Seats per screen

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	233.5	235.2
B	347.2	264.3	239.1	237.6	235.1	236.6	232.8	231.0
DK	236.3	177.0	164.6	159.1	155.1	158.1	154.3	149.3
D	271.3	210.1	207.0	190.3	187.4	187.1	188.8	188.2
EL	:	:	:	:	:	:	:	:
E	:	762.3	499.7	430.6	382.3	389.9	380.2	366.7
F	313.1	247.6	222.8	210.5	210.6	209.1	207.7	205.8
IRL	:	388.9	:	200.4	227.2	193.1	190.0	189.3
I	:	:	:	:	:	:	:	:
L	:	259.2	206.9	182.4	187.5	203.6	212.9	212.9
NL	282.1	237.8	216.6	194.7	194.3	200.5	201.1	:
A	304.0	249.8	197.4	176.5	165.7	177.7	178.1	143.4
P	560.9	489.4	403.2	295.3	284.3	261.1	:	306.0
FIN	266.3	233.3	195.0	177.1	175.9	172.5	173.3	172.3
S	:	215.1	192.0	177.3	173.9	170.7	170.5	170.8
UK	:	:	354.6	340.7	326.2	253.0	249.2	257.5
IS	:	:	:	:	:	209.4	203.4	209.2
N	308.8	278.5	253.4	234.2	233.5	223.9	224.5	223.6
CH	338.7	292.9	253.8	228.6	226.3	218.9	193.8	216.3
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15 average, 1998 and 1999, estimated on 12 EU-countries (>80% of the screens) with data available for both seats and screens for each year

3.19 Admissions per inhabitant

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	1.6	1.7	1.9	2.0	2.2	2.2
B	:	:	1.7	1.9	2.1	2.0	2.5	2.1
DK	:	:	1.9	1.7	1.9	2.1	2.1	2.1
D	:	:	1.3	1.5	1.6	1.7	1.8	1.8
EL	:	:	1.3	0.8	0.9	1.1	1.2	1.2
E	:	:	2.0	2.4	2.7	2.7	2.9	3.3
F	:	:	2.2	2.2	2.3	2.5	2.9	2.6
IRL	:	:	2.1	2.7	3.2	3.1	3.4	3.3
I	:	:	1.6	1.6	1.7	1.7	2.0	1.8
L	:	:	1.4	1.7	1.8	2.8	3.3	3.1
NL	:	:	1.0	1.2	1.1	1.2	1.3	1.2
A	:	:	1.3	1.5	1.5	1.7	1.9	1.9
P	:	:	1.0	0.7	1.1	1.4	1.5	1.9
FIN	:	:	1.2	1.0	1.1	1.2	1.2	1.4
S	:	:	1.8	1.7	1.7	1.7	1.8	1.8
UK	:	:	1.4	1.7	2.0	2.4	2.3	2.4
IS	:	:	4.9	4.5	4.8	5.5	5.6	5.6
N	:	:	2.7	2.5	2.6	2.5	2.6	2.6
CH	:	:	2.1	2.1	2.1	2.2	2.2	2.2
US	:	:	4.8	4.8	5.1	5.2	5.5	5.4
JP	:	:	1.2	1.0	1.0	1.1	1.2	1.1

notes:

Source: Eurostat, AUVIS domain

3.20 Average ticket price
ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	1.9	3.1	4.2	4.7	4.8	5.0	5.1	5.3
B	2.6	3.1	3.8	5.0	5.1	5.4	5.2	5.2
DK	2.6	3.4	4.3	5.6	6.0	6.0	6.5	6.6
D	2.5	3.3	3.9	5.1	5.2	5.2	5.5	5.4
EL	:	1.8	3.2	4.3	4.3	5.2	4.9	:
E	1.3	1.9	2.8	3.1	3.3	3.4	3.6	3.8
F	2.7	3.7	4.5	5.3	5.4	5.3	5.3	5.4
IRL	:	5.1	3.4	3.5	3.5	3.4	3.7	:
I	1.4	2.8	4.4	4.1	4.6	5.0	5.0	5.1
L	1.8	2.7	4.3	5.1	5.2	5.5	5.6	5.6
NL	2.7	3.9	4.8	5.2	5.3	5.6	5.8	5.6
A	:	3.6	4.0	5.4	5.7	6.0	5.7	5.8
P	0.7	1.2	1.6	2.6	2.9	3.0	3.1	3.3
FIN	2.6	5.2	6.1	6.4	6.2	6.2	6.4	6.5
S	3.4	5.0	6.7	6.2	7.1	7.1	7.4	7.5
UK	2.4	2.9	4.8	5.0	4.8	5.2	5.6	6.2
IS	1.8	4.1	5.3	6.5	6.2	6.7	6.7	7.9
N	1.7	3.5	4.2	4.9	5.2	5.6	5.9	6.1
CH	3.0	4.8	5.9	8.4	8.4	8.0	7.9	:
US	1.9	4.7	3.3	3.3	3.5	4.0	4.2	4.8
JP	3.1	6.2	6.4	10.1	9.0	9.2	8.6	10.4

notes:

Source: Eurostat, AUVIS domain

3.21 Average ticket price,
index in ECU/EUR, 1990 = 100

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	46	73	100	113	115	119	123	126
B	69	82	100	133	134	142	137	137
DK	59	79	100	130	141	140	151	153
D	63	85	100	129	132	133	139	138
EL	:	56	100	135	136	164	156	:
E	46	70	100	112	119	121	128	136
F	60	81	100	117	118	116	118	118
IRL	:	150	100	103	103	101	110	:
I	32	64	100	94	105	113	114	117
L	43	63	100	120	122	130	132	131
NL	57	82	100	110	112	116	120	117
A	:	90	100	134	142	149	142	144
P	45	71	100	155	175	185	191	198
FIN	43	87	100	106	102	103	105	107
S	51	75	100	94	107	107	112	113
UK	49	60	100	104	99	109	116	128
IS	33	76	100	121	115	126	125	147
N	41	84	100	115	122	131	139	145
CH	51	82	100	143	143	136	134	:
US	58	140	100	100	105	122	126	144
JP	49	96	100	157	140	143	134	162

notes:

Source: Eurostat, AUVIS domain

3.22 Average ticket price, index in national currency, 1990 = 100

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	46	73	100	113	115	119	123	126
B	66	87	100	121	124	136	131	131
DK	59	81	100	121	132	133	144	145
D	78	92	100	118	122	127	133	131
EL	:	29	100	204	206	252	257	:
E	36	69	100	142	147	155	165	174
F	51	80	100	111	111	111	112	112
IRL	:	140	100	110	106	98	112	:
I	25	61	100	131	135	143	145	149
L	41	66	100	109	113	124	126	125
NL	68	89	100	100	103	111	115	112
A	:	97	100	122	132	143	136	137
P	17	51	100	168	190	203	213	219
FIN	46	84	100	124	122	125	129	130
S	40	65	100	116	121	123	132	132
UK	41	50	100	121	113	106	110	119
IS	:	:	:	:	:	:	:	:
N	35	68	100	119	125	132	148	152
CH	67	86	100	126	127	127	124	:
US	64	84	100	103	104	109	111	120
JP	84	95	100	105	105	107	107	107

notes:

Source: Eurostat, AUVIS domain

3.23 New feature films released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	367	325	260	258	274	276	285	307
B	135	385	343	518	477	573	480	:
DK	263	227	172	151	183	170	176	176
D	334	309	303	260	287	286	287	327
EL	:	304	145	183	168	135	164	154
E	500	456	328	417	524	481	501	479
F	694	456	370	405	410	417	470	504
IRL	:	:	145	168	184	166	156	:
I	541	354	461	342	390	380	383	420
L	:	266	220	144	140	231	218	221
NL	336	295	187	254	256	227	232	:
A	304	384	292	241	254	249	260	:
P	395	:	289	185	207	200	:	:
FIN	236	218	172	138	162	145	148	188
S	302	247	212	204	203	201	186	210
UK	:	:	:	254	263	284	329	393
IS	216	233	179	189	198	188	157	193
N	261	268	181	205	202	218	229	:
CH	:	346	343	:	332	329	350	:
US	191	389	385	370	420	461	490	442
JP	528	583	704	610	598	611	555	568

notes:

Source: Eurostot, AUVIS domoin

EU-15 figures reflect overoge per country

US doto, source: the Motion Picture Associotion of Americo

JP doto, source: Motion Picture Producers Association of Jopon

3.24 New feature films of national origin released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	46	38	33	38	42	42	44	61
B	2	3	7	24	31	31	30	:
DK	14	10	13	13	22	17	23	22
D	49	64	48	63	64	61	50	74
EL	27	33	6	17	10	2	4	5
E	:	65	33	59	93	80	65	82
F	238	158	129	149	161	170	176	183
IRL	0	2	:	8	5	4	9	:
I	160	89	119	75	109	87	92	108
L	:	2	1	3	2	2	3	1
NL	7	16	14	38	36	25	32	:
A	8	18	19	22	15	30	24	:
P	9	:	4	13	6	7	:	:
FIN	10	13	14	8	10	9	8	16
S	24	20	16	24	27	30	20	23
UK	:	:	:	49	38	82	75	99
IS	3	3	2	7	2	4	2	2
N	10	10	10	18	13	18	14	:
CH	:	:	25	:	:	:	28	:
US	:	257	287	:	:	394	:	:
JP	320	319	239	289	278	278	249	270

notes:

Source: Eurostat, AUVIS domain

EU-15 figures reflect average per country

US data, source: the Motion Picture Association of America

JP data, source: Motion Picture Producers Association of Japan

3.25 New feature films of EU origin released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	171	127	93	93	99	116	118	153
B	70	:	129	182	192	218	200	:
DK	84	64	31	46	65	69	62	:
D	152	152	121	104	121	120	109	156
EL	:	112	24	:	:	28	58	30
E	:	:	:	:	:	243	225	244
F	337	213	160	204	205	228	255	264
IRL	:	:	:	38	38	45	39	:
I	344	175	202	133	182	166	178	212
L	:	116	:	38	39	80	79	:
NL	143	96	40	:	:	:	:	:
A	158	166	106	88	92	98	:	:
P	:	:	76	:	49	:	:	:
FIN	80	51	45	33	42	35	27	67
S	:	:	:	78	81	73	58	80
UK	:	:	:	78	79	107	125	174
IS	63	35	18	32	32	30	19	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	95	102	:

notes:

Source: Eurostat, AUVIS domain

EU-15 figures reflect average per country

JP data, source: Motion Picture Producers Association of Japan

3.26 New feature films of US origin released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	123	153	146	132	141	140	143	139
B	63	:	177	263	204	265	217	:
DK	144	139	120	91	110	89	101	95
D	109	146	155	135	150	135	146	132
EL	:	178	116	114	107	100	103	120
E	:	179	173	191	207	212	240	216
F	135	121	138	139	141	144	173	180
IRL	:	:	:	112	133	115	114	:
I	141	152	227	179	189	182	183	178
L	:	118	110	90	91	130	120	112
NL	141	192	118	121	138	130	120	:
A	107	192	154	129	142	121	132	:
P	131	:	187	89	138	133	:	:
FIN	111	125	110	86	87	88	82	100
S	145	141	112	95	104	108	106	108
UK	:	:	:	153	170	153	159	148
IS	135	189	158	140	159	149	133	158
N	131	150	115	107	114	121	126	:
CH	:	171	196	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	141	180	248	176	175	169	152	158

notes:

Source: Eurostat, AUVIS domain

EU-15 figures reflect average per country

JP data, source: Motion Picture Producers Association of Japan

[illegible] New feature films of EU origin released for the first time, share of total in %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	47	39	36	36	36	42	41	50
B	52	:	38	35	40	38	42	:
DK	32	28	18	30	36	41	35	:
D	46	49	40	40	42	42	38	48
EL	:	37	17	:	:	21	35	19
E	:	:	:	:	:	51	45	51
F	49	47	43	50	50	55	54	52
IRL	:	:	:	23	21	27	25	:
I	64	49	44	39	47	44	46	50
L	:	44	:	26	28	35	36	:
NL	43	33	21	:	:	:	:	:
A	52	43	36	37	36	39	:	:
P	:	:	26	:	24	:	:	:
FIN	34	23	26	24	26	24	18	36
S	:	:	:	38	40	36	31	38
UK	:	:	:	31	30	38	38	44
IS	29	15	10	17	16	16	12	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	16	18	:

notes:

Source: Eurostat, AUVIS domain

JP data, source: Motion Picture Producers Association of Japan

4.28 New feature films of US origin released for the first time, share of total in %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	33	47	56	51	51	51	50	45
B	47	:	52	51	43	46	45	:
DK	55	61	70	60	60	52	57	54
D	33	47	51	52	52	47	51	40
EL	:	59	80	62	64	74	63	78
E	:	39	53	46	40	44	48	45
F	19	27	37	34	34	35	37	36
IRL	:	:	:	67	72	69	73	:
I	26	43	49	52	48	48	48	42
L	:	44	50	63	65	56	55	51
NL	42	65	63	48	54	57	52	:
A	35	50	53	54	56	49	51	:
P	33	:	65	48	67	67	:	:
FIN	47	57	64	62	54	61	55	53
S	48	57	53	47	51	54	57	51
UK	:	:	:	60	65	54	48	38
IS	63	81	88	74	80	79	85	82
N	50	56	64	52	56	56	55	:
CH	:	49	57	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	27	31	35	29	29	28	27	28

notes:

Source: Eurostat, AUVIS domain

JP data, source: Motion Picture Producers Association of Japan

4. Video and DVD market

Nearly 76% of EU's TV households were equipped with a video player in 1999

Since the introduction of the VHS format and when videocassette recorders (VCRs) became affordable in the early eighties, the number of VCR households grew steadily. As a result of market saturation the growth slowed down after 1995.

Denmark, Iceland, Japan, the United States, France, Sweden and the United Kingdom have the highest penetration of VCRs, exceeding 80% of the TV households. On the other end of the scale, just 44% of the Greek, 53% of the Spanish and 65% of Portuguese TV households own VCRs.

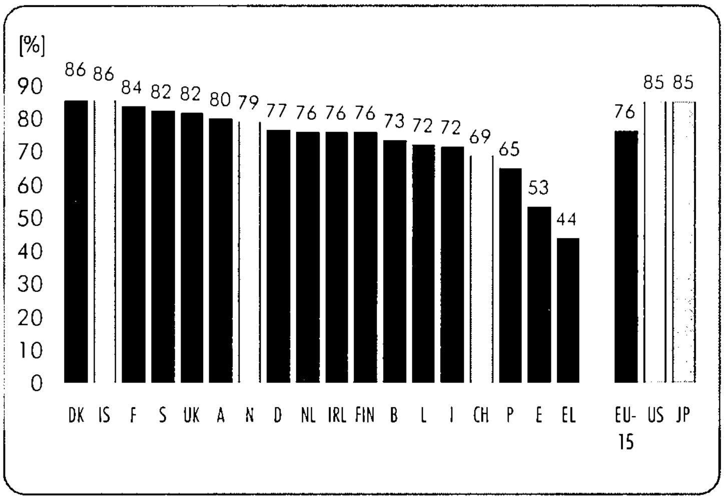
Several large companies announced the DVD (digital versatile disc) standard in November 1995. In 1998 only few households owned a DVD player: 229 thousand, or 0.15% of all EU households. According to Screen Digest, 1.3 million DVD players were sold in Western Europe in 1999, resulting in a increase of the share of DVD households to 0.9%.

As the DVD market in Europe is just emerging, it may be too early to draw any further conclusions than to note that France, the United Kingdom and Denmark had relatively high household penetration rates in 1999. Iceland and Switzerland were the European countries with the highest share of households owning a DVD player (1.73% and 1.65%).

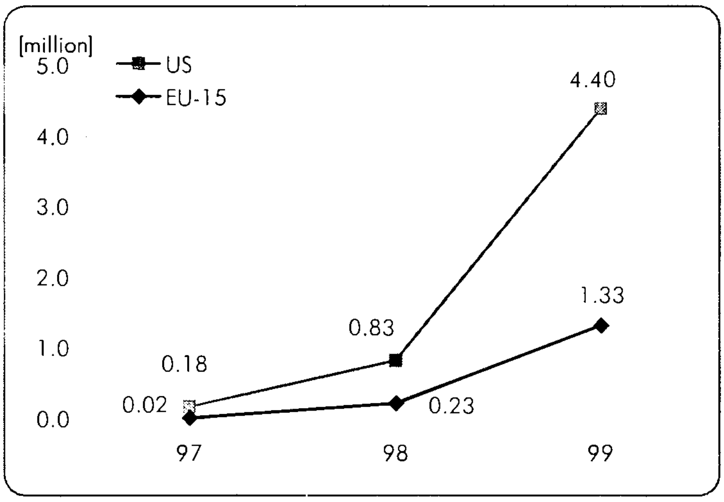
Whilst France led in the amount of players already installed (360 thousand) in 1999, the UK was the fastest growing market with a tenfold rise from 27 thousand machines in 1998 to 277 thousand in 1999. The key factor was the pricing of DVD players: many models had fallen to below 300 euro by Christmas 1999.

Compared to the United States, Europe is about one year behind in number of DVD players sold. There were 230 thousand DVD households in 1998 and 1.3 million in 1999 in EU-15 compared to 180 thousand in the USA in 1997 and 0.83 million in 1998. In 1999 there were 4.4 million households in the United States with DVD players

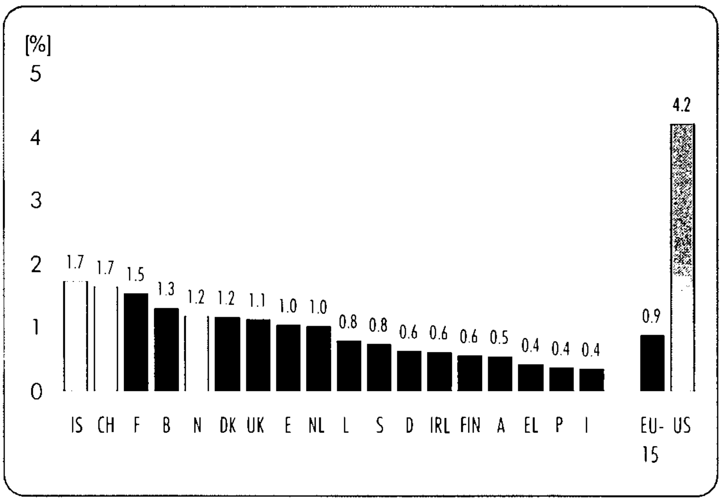
Share of TV households owning VCRs latest available year



DVD player households, 1997 - 1999



% of households owning a DVD in 1999



Source: see tables on the following pages

Decrease in rental outlets and increase in sales outlets

There has been a decline of 35% in the number of rental outlets in the Nineties: from 40 thousand in 1990 to 26 thousand in 1999. During the same time, the number of outlets selling videos has increased in most countries.

While there were more outlets renting than selling videos in 1990, in 1995 there were nearly twice as many outlets selling as renting videos in most of the countries with available data. Between 1995 and 1999 the growth was more moderate, with the number of outlets selling videos in Europe increasing from 40 to 43 thousand.

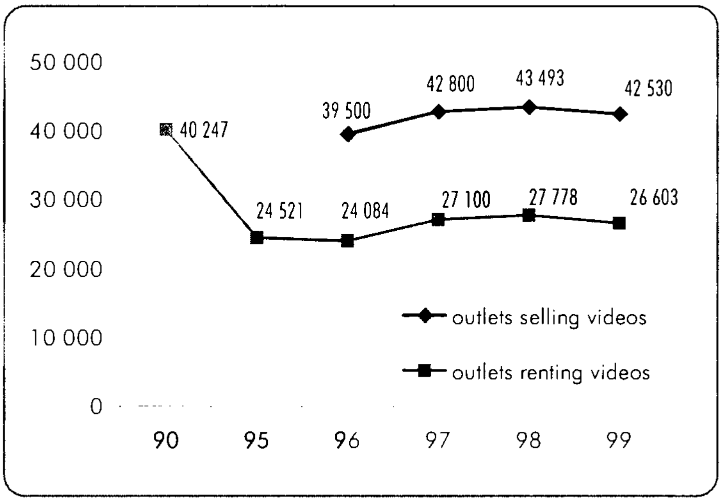
One exception was Iceland with more than 6 times as many rental stores than selling stores, which is reflected in the spend on rentals per capita.

Big differences in outlet density among EU Member States

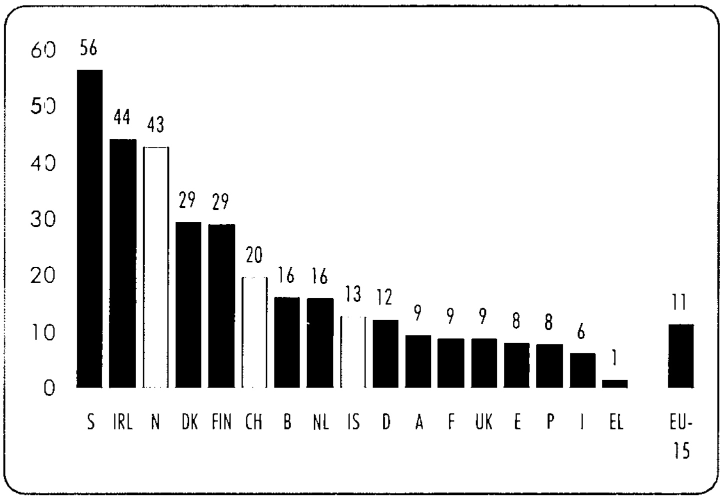
Sweden has the highest number of outlets selling videos per 100,000 inhabitants (56.5), followed by Ireland (44.7) and Denmark (29.4). The average in the EU-15 is 11.3, lower than in the United States (19.1) and Japan (14.7). On the other side of the scale was Greece with just 1.4 shops per 100,000 inhabitants, followed by Italy (6.1) and Portugal (7.7).

Iceland had the highest density of stores renting videos (72.5 outlets per 100,000 inhabitants). In the EU-15, Denmark is highest (39.9), followed by Ireland (26.8) and Finland (19.4). France is lowest with just 1.5 outlets per 100,000 inhabitants renting videos.

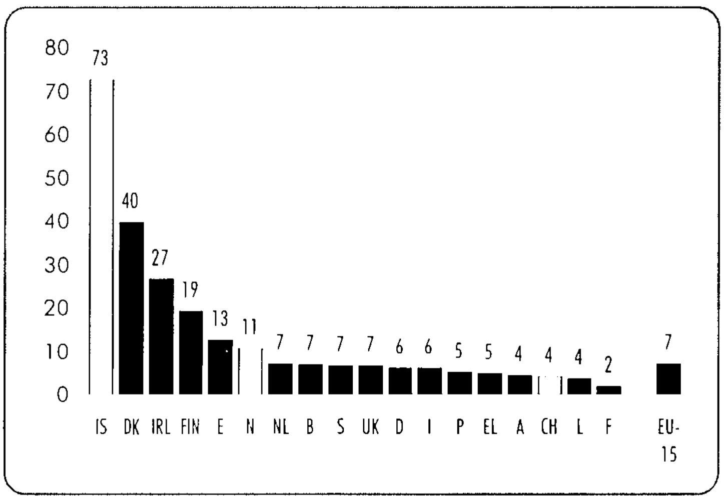
Number of outlets selling and renting videos in the EU



Number of outlets selling videos per 100 000 inhabitants in 1999



Number of outlets renting videos per 100 000 inhabitants in 1999



Source: see tables on the following pages

EU-15 citizens spend more per capita on buying than renting videocassettes

The value of the total video market (sales + rentals of pre-recorded video cassettes) of the EU-15 in 1999 was 5.9 bn euro, which is only one third of the size of the US market with the turnover from pre-recorded videos (cassettes or discs) sales and rentals of 16.5 bn euro. The value of the Japanese video market in 1998 was 4 bn ECU.

In 1990, rental of videocassettes dominated in the EU-15 (63%), the United States (71%) and Japan (79%). In 1999 the situation changed, most significantly in EU-15, as sales dominated with two thirds of the turnover. In the USA, the sales increased threefold, while the rentals expanding 37%, the share of sales in the total video market thus reaching 47%. In Japan, the sales of video-cassettes also increased threefold, but rentals still dominated with two thirds of the total video market.

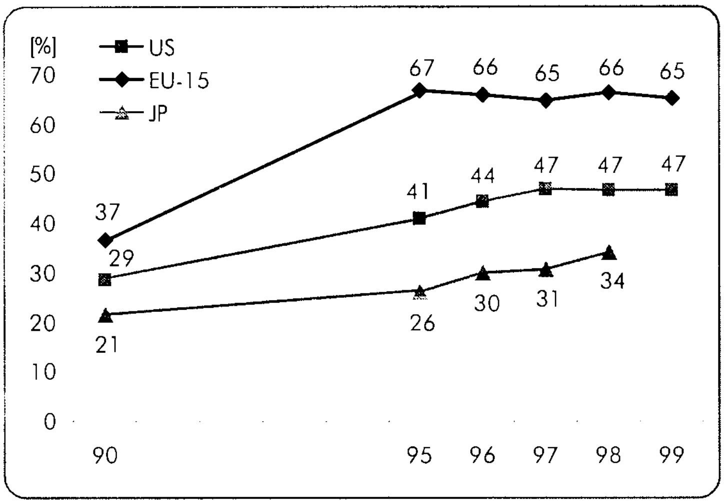
71% of the total turnover in the EU-15 came from three Member States: United Kingdom (1.4 bn ECU from sales and 0.7 bn ECU from rentals), France (0.8 bn euro and 0.2 bn euro) and Germany (0.6 bn euro and 0.4 bn euro).

If comparing the turnover per capita, the disparities are significant.

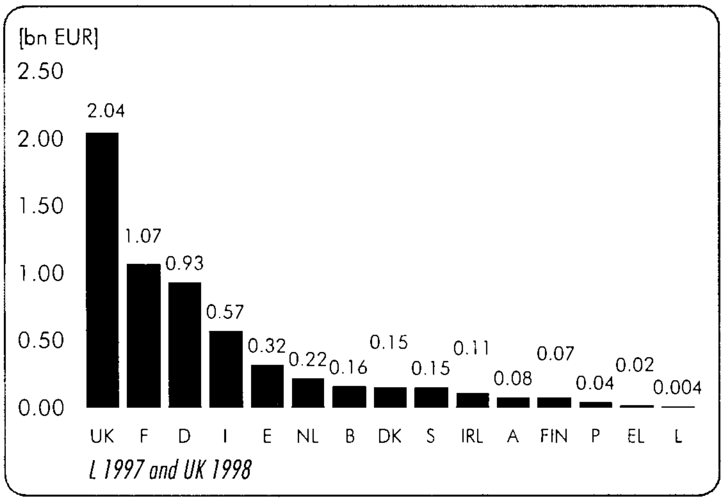
Sales of video cassettes per capita reached 9.6 EUR in the EU-15, which was one third of the sales per capita in the United States, but at the same level as Japan. Among the EU Member States, only the UK (23.5 EUR per head) reaches the United States' spend on buying videocassettes. Second was Denmark with 19 EUR per head. The lowest spend on video sales was recorded in Greece, Italy and Portugal (0.6 EUR, 2.5 EUR and 3.3 EUR per head).

The EU-15 citizens spend half as much (5.0 EUR per capita) on renting videocassettes than on buying. The average American spends similar amounts on renting and buying (32 EUR and 28 EUR per head respectively). No other country in this comparison spends more on video rentals per capita than Iceland (33.6 EUR), which also can explain the relatively high number of outlets renting videos.

Share of home video sales in home video sales and rental



Home video sales and rental in EU Member States in 1999



Source: see tables on the following pages

The two Member States with the highest number of outlets renting videos also had the highest spend on renting video cassettes per capita: Ireland (20.9 euro) and Denmark (13.9 euro). Greeks, Italians and Portuguese spend only little on video rentals.

Sales of video cassettes soaring

Nearly 287 million videocassettes were sold in the EU-15 in 1999, of which 96 million (or 33% of the EU-15) in the UK. Despite a relatively large share of the EU-15 sales, the British video sales per VCR household were almost half as high as the Americans': 4.8 cassettes against 8.3. In the EU-15, the average purchases were just 2.7 cassettes per VCR household.

The market for selling videocassettes in the EU-15 has increased nearly threefold since 1990, while the rentals of videocassettes have decreased 28% during the same period. The situation is similar in the United States. Sales increased threefold in the United States, whilst rentals decreased 17%. In Japan, sales doubled during the same period, but Japanese VCR owners only buy one videocassette per year, on average. In Japan, rentals still play a dominant role, as the number of videocassettes rented increased to 849 million (+15%) from 1990 to 1998, i.e. the average Japanese VCR household rented videos 23 times per year.

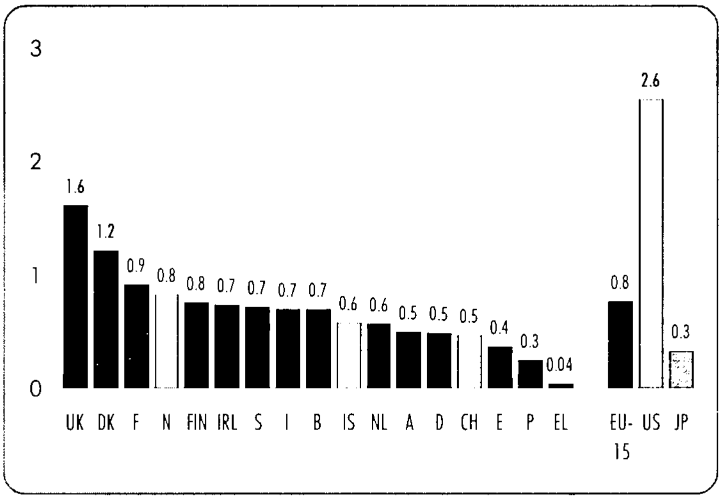
The average EU-15 VCR household rents videocassettes 6.1 times per year. Video cassette rental is nearly seven times as popular in the American VCR households: 40.9 times per year. Among the EU Member States, only Ireland shows high levels of video rentals: 34.2 rentals per video household and year. Denmark was second with 12.3 rentals per VCR household per year. It was popular to rent videos in Iceland, Canada and Australia (33.8, 26.1 and 26.0 rentals per year per VCR household respectively).

Cheaper to rent and buy a video cassette in the United States than in EU-15

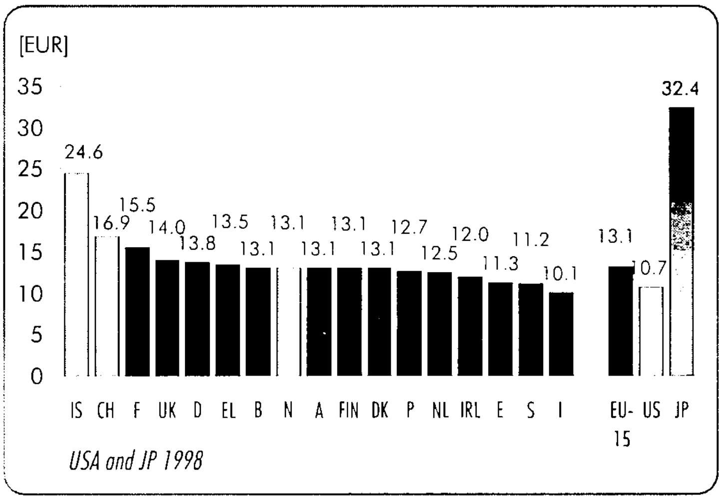
The average price per videocassette sold in the EU-15 was 13.1 euro in 1999. The average sales price was much higher in Japan, 32.4 ECU (data for 1998), which may explain the relatively low sales figures. The average sales price in the United States was 14% lower than the average EU-15 price: 10.7 euro.

Also the average rental price for a videocassette in the EU-15 was 20% higher than in the United States (2.8 euro versus 2.4 euro).

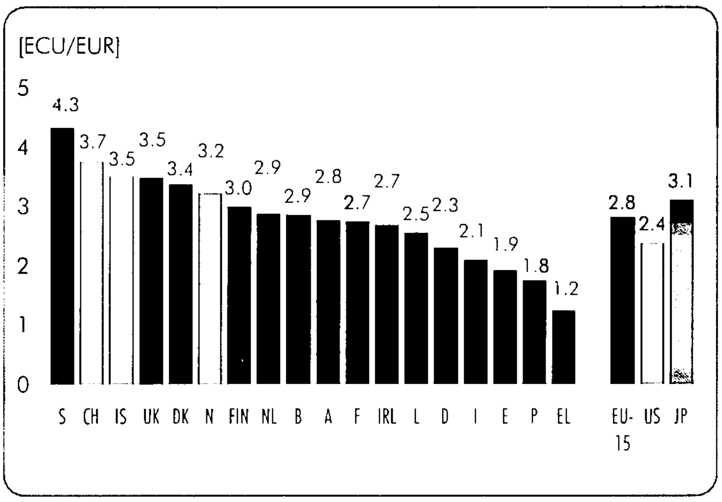
Home videos sold per capita in last available year



Average home video consumer price in 1999



Average overnight home video rental charge latest available year



Source: see tables on the following pages

14,5 million DVD discs sold in 1999

The DVD market is expected to expand strongly in the near future: The DVD drives will be considered as standard equipment on PCs. The launch of PlayStation2 in 2000 and Xbox in 2001 (game consoles including DVD) will most likely encourage the development of the DVD market. Increased competition from new manufacturers entering the European market has led to decreasing retail prices on players and boosts sales in the lower market segments. As seen in DVD-Video, highly competitive pricing at the retail level helped boost the market to some 194 million units sold in 1999 worldwide, with a 474 million forecast for 2000 according to the International Recording Media Association.

Since its 1997 introduction, DVD technology has gained on VHS and VCRs. DVD players use CD-size disks to play full-length films with sharp video images and dynamic sound.

In 1999, 1,3 million EU-15 households owned a DVD player.

European DVD households bought 14,5 million discs in 1999 generating a total turnover of 296 million euro. Compared to 1998, the revenues increased sixfold, confirming the potential for growth of this new technology. 77% of the total turnover came from three countries: France, Germany and the United Kingdom.

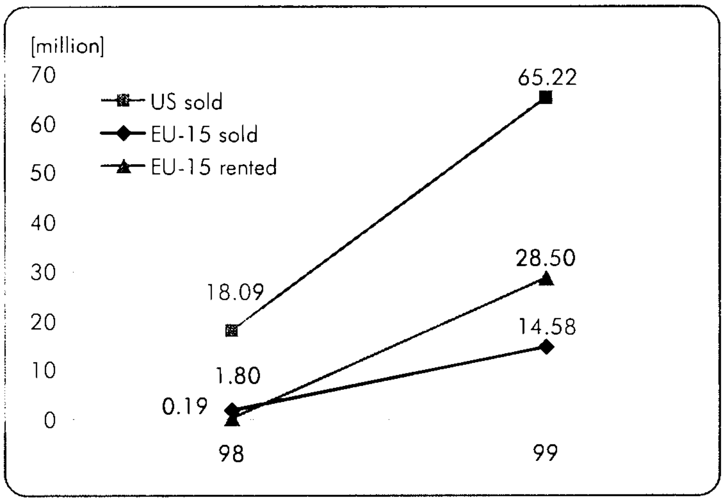
DVD households seem to be more active in buying DVD discs than VCR households buying video cassettes (with only 2.7 video cassettes sold per VCR household), even though the average DVD disc is twice as expensive as the average video cassette.

Among rentals, VHS still dominates. In 1999 in EU-15, 728 million VHS videos were rented at video stores. But DVD film rentals increased in 1999 to 28.5 million, up from 0.19 million in 1998.

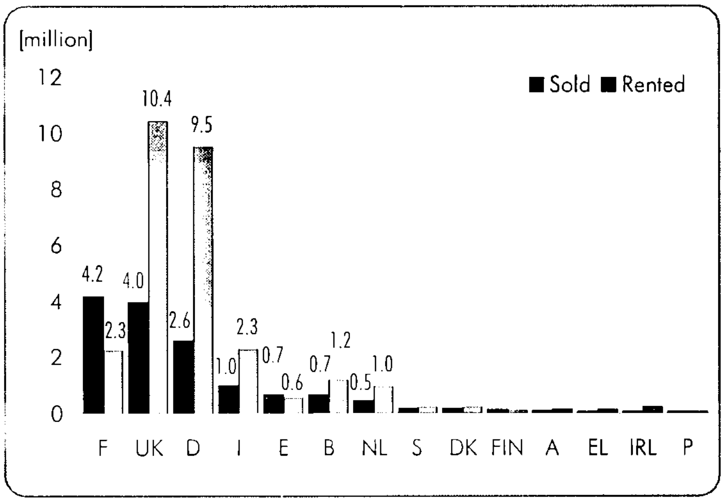
Video and DVD revenues are very important to film studios because they often represent more than half of a film's overall revenue.

Among the EU Member States, English, Italians and the Belgians buy most DVD discs per DVD player household (14.4, 13.1 and 12.6 respectively). The average number of titles released on DVD per EU country was rather small in 1999

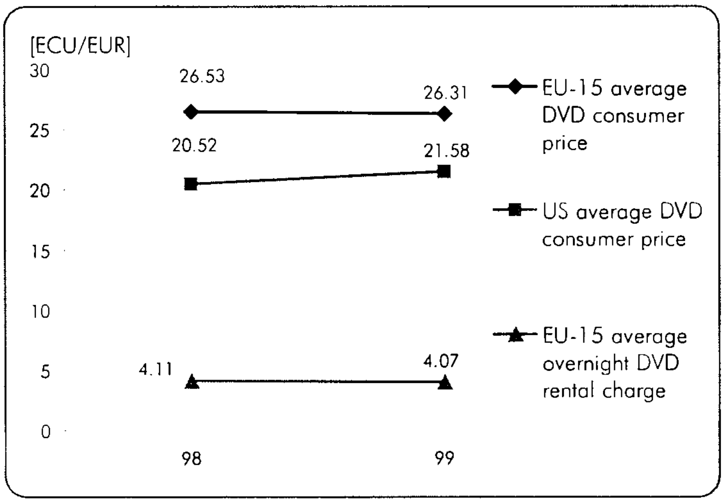
DVD discs sold and rented, 1998 - 1999



DVD discs sold and rented in EU Member states in 1999



Average DVD consumer price and overnight rental charge, 1998 - 1999



Source: see tables on the following pages

compared to the video cassette releases: More than 1,500 titles on video, against 597 on DVD.

On average, 597 different titles for sale were released in 1999 per EU country. In the German and English speaking countries the number of titles on DVD reached 1,000 different titles.

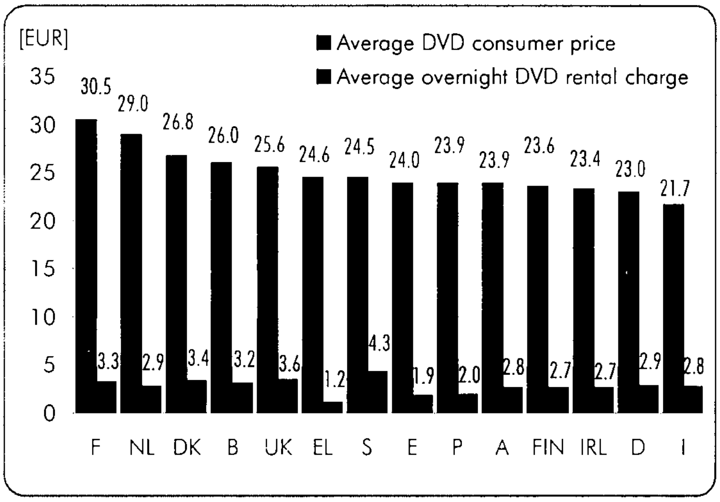
New DVD film sales made up about half of overall sales and have kept pace with older films released in DVD format.

The average price per DVD disc in the EU-15 was 26.3 euro in 1999. The average sales price in the United States was 18% lower than the average EU-15 price: 21.6 euro.

The average rental price for a DVD disc in the EU-15 was 4.1 euro.

DVD households in EU-15 rented an average of 22 DVD films in 1999 while VCR owners rented only about seven VHS films. The surge occurred even though DVD films cost an average of 4.1 euro vs. 2.8 euro for VHS.

Average DVD consumer price and overnight rental charge in EU Member States in 1999



Source: see tables on the following pages

4.1 VCR households, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	58.56	89.32	:	101.44	107.56	111.11
B	0.04	0.52	1.51	2.27	2.79	2.72	2.86	3.00
DK	0.04	0.35	0.84	1.63	1.71	1.92	2.00	2.01
D	:	5.45	13.32	21.80	22.82	23.71	28.20	29.00
EL	:	:	0.85	1.17	1.25	1.31	:	1.47
E	0.04	1.60	4.75	6.30	6.45	:	:	:
F	0.23	2.75	9.39	15.59	:	17.16	17.98	18.55
IRL	:	:	0.51	0.74	0.77	0.81	0.84	0.88
I	:	0.79	5.47	9.43	11.15	13.14	13.49	13.84
L	:	:	0.06	0.10	0.10	0.11	0.12	:
NL	0.15	1.26	3.00	4.43	4.66	4.85	:	5.16
A	0.04	0.25	1.04	1.98	2.10	2.23	2.34	2.57
P	:	:	0.88	1.34	:	:	1.97	:
FIN	0.00	0.30	0.97	1.36	1.44	1.64	1.65	1.70
S	0.14	0.84	2.24	3.08	3.33	3.31	3.42	3.29
UK	0.58	8.44	13.73	18.14	19.02	19.89	:	19.60
IS	:	0.02	0.06	0.08	0.08	0.08	0.08	0.08
N	0.02	0.34	0.79	1.14	1.27	1.39	1.50	1.51
CH	:	:	1.08	1.82	1.92	1.99	2.04	:
US	1.85	23.50	65.36	75.80	78.80	80.36	84.10	85.80
JP	1.98	15.15	28.29	34.97	36.04	37.42	:	:

notes:

Source: Eurostat, AUVIS domain

B, IRL and N 1999, source: Screen Digest/IVF

EU-15 estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available

US data, source: the Motion Picture Association of America

4.2 DVD player households, thousand

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	21.8	229.6	1 328.4
B	:	:	:	:	:	0.6	6.6	54.6
DK	:	:	:	:	:	1.1	10.1	28.1
D	:	:	:	:	:	1.5	39.5	239.5
EL	:	:	:	:	:	0.4	3.4	15.4
E	:	:	:	:	:	0.0	40.0	125.0
F	:	:	:	:	:	10.0	60.0	360.0
IRL	:	:	:	:	:	0.1	0.7	7.7
I	:	:	:	:	:	1.5	16.5	76.5
L	:	:	:	:	:	0.0	0.2	1.5
NL	:	:	:	:	:	0.9	9.9	68.9
A	:	:	:	:	:	0.3	2.3	17.3
P	:	:	:	:	:	0.0	4.0	12.5
FIN	:	:	:	:	:	0.4	3.1	13.1
S	:	:	:	:	:	1.0	5.9	30.9
UK	:	:	:	:	:	4.0	27.4	277.4
IS	:	:	:	:	:	0.0	0.5	1.7
N	:	:	:	:	:	0.5	2.7	22.7
CH	:	:	:	:	:	0.0	5.7	50.7
US	:	:	:	:	:	175.0	825.0	4 400.0
JP	:	:	:	:	:	:	:	:

notes:

European countries, source: Screen Digest/IVF

US, source: the Motion Picture Association of America, Adams Media Research, by installed consumer base per year

4.3 Number of outlets selling videos

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	39 500	42 800	43 493	42 530
B	:	:	:	2 000	1 900	1 900	1 900	1 650
DK	:	:	:	1 500	1 500	1 800	1 800	1 564
D	:	:	5 350	10 000	10 000	10 000	10 000	10 000
EL	:	:	:	120	130	150	150	150
E	:	:	:	720	720	3 050	3 050	3 100
F	:	:	1 955	5 000	5 000	5 000	5 000	5 200
IRL	:	:	:	1 650	1 650	1 650	1 650	1 650
I	:	:	2 500	4 000	4 000	4 500	5 000	3 500
L	:	:	:	:	:	:	:	:
NL	:	:	361	2 500	2 500	2 500	2 500	2 500
A	:	:	:	350	750	750	750	750
P	:	:	:	:	588	:	443	766
FIN	:	:	700	1 450	1 500	1 500	1 500	1 500
S	:	:	1 400	5 000	5 000	5 000	5 000	5 000
UK	:	:	:	:	:	4 500	4 750	5 200
IS	:	:	:	35	35	35	35	35
N	:	:	560	1 500	1 500	1 750	1 750	1 900
CH	:	:	1 348	1 520	1 500	1 400	1 400	1 400
US	:	:	42 250	50 000	:	:	:	:
JP	:	:	18 000	18 500	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15 estimate exclude Luxembourg

B, D, EL, F, S and CH 1998 - 1999; DK, E, A and N 1999 and IS 1996 - 1999, source: Screen Digest/IVF

4.4 Number of outlets renting videos (video shops)

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	40 247	24 521	24 084	27 100	27 778	26 603
B	:	:	1 000	800	700	700	700	700
DK	:	:	1 200	1 550	1 700	1 700	2 025	2 118
D	:	4 000	9 500	5 500	5 500	5 500	5 550	5 050
EL	:	:	1 200	700	525	525	500	530
E	:	:	6 000	3 200	3 100	4 500	4 600	5 000
F	:	:	2 000	800	800	900	1 000	1 200
IRL	:	:	1 203	1 102	1 107	1 107	1 100	1 000
I	:	:	4 000	2 200	2 200	4 500	4 000	3 500
L	:	:	14	19	17	18	16	16
NL	:	:	1 100	900	900	1 200	1 250	1 120
A	:	:	540	350	350	350	350	350
P	:	:	600	500	700	:	787	519
FIN	:	:	1 970	1 050	1 000	1 000	1 000	1 000
S	:	:	920	650	625	600	600	600
UK	:	:	9 000	5 200	4 860	4 500	4 300	3 900
IS	:	:	200	183	191	193	193	200
N	:	:	1 000	500	480	480	470	470
CH	:	:	601	370	360	350	320	300
US	:	:	31 000	27 944	:	:	:	:
JP	:	:	12 000	8 000	10 000	:	:	:

notes:

Source: Eurostat, AUVIS domain

B, EL, F, S and CH 1998 - 1999 and DK, E, IRL, A and N 1999, source: Screen Digest/IVF

4.5 Number of outlets selling videos per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	10.6	11.5	11.6	11.3
B	:	:	:	19.7	18.7	18.7	18.6	16.2
DK	:	:	:	28.8	28.6	34.1	34.0	29.4
D	:	:	6.8	12.3	12.2	12.2	12.2	12.2
EL	:	:	:	1.1	1.2	1.4	1.4	1.4
E	:	:	:	1.8	1.8	7.8	7.8	7.9
F	:	:	3.5	8.6	8.6	8.5	8.5	8.8
IRL	:	:	:	45.9	45.6	45.2	44.7	44.2
I	:	:	4.4	7.0	7.0	7.8	8.7	6.1
L	:	:	:	:	:	:	:	:
NL	:	:	2.4	16.2	16.1	16.1	16.0	15.9
A	:	:	:	4.4	9.3	9.3	9.3	9.3
P	:	:	:	:	5.9	:	4.4	7.7
FIN	:	:	14.1	28.4	29.3	29.2	29.1	29.1
S	:	:	16.4	56.7	56.6	56.5	56.5	56.5
UK	:	:	:	:	:	7.6	8.0	8.8
IS	:	:	:	13.1	13.1	13.0	12.8	12.7
N	:	:	13.2	34.5	34.3	39.8	39.6	42.7
CH	:	:	20.2	21.7	21.2	19.8	19.7	19.7
US	:	:	17.0	19.1	:	:	:	:
JP	:	:	14.6	14.7	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

4.6 Number of outlets renting videos (video shops) per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	11.1	6.6	6.5	7.3	7.4	7.1
B	:	:	10.1	7.9	6.9	6.9	6.9	6.9
DK	:	:	23.4	29.7	32.4	32.2	38.2	39.9
D	:	:	12.0	6.7	6.7	6.7	6.8	6.2
EL	:	:	11.9	6.7	5.0	5.0	4.8	5.0
E	:	:	15.5	8.2	7.9	11.5	11.7	12.7
F	:	:	3.5	1.4	1.4	1.5	1.7	2.0
IRL	:	:	34.3	30.6	30.6	30.3	29.8	26.8
I	:	:	7.1	3.8	3.8	7.8	6.9	6.1
L	:	:	3.7	4.7	4.1	4.3	3.8	3.7
NL	:	:	7.4	5.8	5.8	7.7	8.0	7.1
A	:	:	7.0	4.4	4.3	4.3	4.3	4.3
P	:	:	6.0	5.0	7.1	:	7.9	5.2
FIN	:	:	39.6	20.6	19.5	19.5	19.4	19.4
S	:	:	10.8	7.4	7.1	6.8	6.8	6.8
UK	:	:	15.7	8.9	8.3	7.6	7.3	6.6
IS	:	:	78.8	68.5	71.3	71.5	70.9	72.5
N	:	:	23.6	11.5	11.0	10.9	10.6	10.6
CH	:	:	9.0	5.3	5.1	4.9	4.5	4.2
US	:	:	12.5	10.7	:	:	:	:
JP	:	:	9.7	6.4	8.0	:	:	:

notes:

Source: Eurostat, AUVIS domain

4.7 VCR households per outlet selling videos

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	2 370	2 473	2 613
B	:	:	:	1 136	1 469	1 429	1 506	1 821
DK	:	:	:	1 086	1 142	1 067	1 110	1 286
D	:	:	2 489	2 180	2 282	2 371	2 820	2 900
EL	:	:	:	9 717	9 638	8 733	:	9 767
E	:	:	:	8 750	8 958	:	:	:
F	:	:	4 804	3 117	:	3 431	3 595	3 567
IRL	:	:	:	448	469	490	512	531
I	:	:	2 190	2 357	2 788	2 919	2 698	3 955
L	:	:	:	:	:	:	:	:
NL	:	:	8 310	1 772	1 863	1 938	:	2 064
A	:	:	:	5 646	2 805	2 971	3 120	3 432
P	:	:	:	:	:	:	4 454	:
FIN	:	:	1 381	936	963	1 093	1 101	1 131
S	:	:	1 599	615	666	662	684	:
UK	:	:	:	:	:	4 419	:	3 769
IS	:	:	:	2 143	2 200	2 269	2 340	2 394
N	:	:	1 411	761	848	797	855	793
CH	:	:	799	1 199	1 281	1 419	1 455	:
US	:	:	1 547	1 516	:	:	:	:
JP	:	:	1 572	1 890	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

4.8 VCR households per outlet renting videos (video shop)

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	1 455	3 643	:	3 743	3 872	4 177
B	:	:	1 509	2 839	3 987	3 879	4 087	4 291
DK	:	:	700	1 051	1 008	1 129	987	949
D	:	:	1 402	3 964	4 148	4 311	5 081	5 743
EL	:	:	711	1 666	2 387	2 495	:	2 764
E	:	:	792	1 969	2 081	:	:	:
F	:	:	4 696	19 481	:	19 063	17 977	15 458
IRL	:	:	426	672	699	730	767	876
I	:	:	1 369	4 285	5 070	2 919	3 372	3 955
L	:	:	4 143	5 000	5 882	6 000	7 313	:
NL	:	:	2 727	4 923	5 174	4 038	:	4 606
A	:	:	1 930	5 646	6 011	6 366	6 686	7 354
P	:	:	1 472	2 676	:	:	2 507	:
FIN	:	:	491	1 292	1 444	1 640	1 651	1 696
S	:	:	2 433	4 731	5 330	5 520	5 697	:
UK	:	:	1 525	3 488	3 913	4 419	:	5 026
IS	:	:	300	410	403	411	424	419
N	:	:	790	2 282	2 650	2 904	3 183	3 204
CH	:	:	1 792	4 927	5 336	5 677	6 366	:
US	:	:	2 108	2 713	:	:	:	:
JP	:	:	2 358	4 371	3 604	:	:	:

notes:

Source: Eurostat, AUVIS domain

4.9 Home video sales and rental, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	3 560	4 636	4 766	5 085	5 846	5 885
B	:	:	80	178	152	154	169	160
DK	:	:	89	151	160	161	176	154
D	:	270	702	950	958	827	859	931
EL	:	:	:	16	17	17	19	18
E	:	:	339	266	272	287	310	321
F	36	169	544	916	921	904	1 006	1 067
IRL	:	:	72	94	101	113	114	108
I	:	:	179	177	192	485	571	568
L	:	:	3	4	4	4	:	:
NL	:	:	97	195	187	196	216	216
A	:	:	44	61	63	84	87	78
P	:	:	65	52	56	51	45	44
FIN	:	40	63	55	63	63	70	75
S	:	:	139	146	162	167	162	149
UK	:	:	1 109	1 376	1 456	1 772	2 036	:
IS	:	:	7	9	9	10	13	14
N	:	:	118	118	112	98	100	103
CH	:	:	79	97	108	85	89	81
US	:	:	9 220	11 468	12 758	14 373	15 342	16 889
JP	:	:	2 430	3 753	3 894	3 982	3 984	:

notes:

Source: Eurostat, AUVIS domain

B, DK, EL, IRL, A, P, S and N 1999 and CH 1998 and 1999, Eurostat estimate partly based on Screen Digest/IVF

US data, source Video Software Dealers Association and International Trade Administration estimates

4.10 Home video sales, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	1 303	3 095	3 143	3 291	3 872	3 836
B	:	:	20	128	102	102	106	93
DK	:	:	10	85	89	91	102	84
D	:	0	146	555	550	470	494	548
EL	:	:	:	5	5	5	7	6
E	:	:	49	178	178	175	178	163
F	3	11	326	730	748	718	805	838
IRL	:	:	13	32	33	37	37	33
I	:	:	122	127	138	327	414	403
L	:	:	1	3	3	3	:	:
NL	:	:	22	113	104	106	117	113
A	:	:	17	38	41	53	57	53
P	:	:	14	33	36	37	33	32
FIN	:	1	14	37	43	41	46	51
S	:	:	19	78	83	86	84	71
UK	:	:	524	952	987	1 239	1 390	1 345
IS	:	:	0	2	2	3	4	4
N	:	:	6	38	44	45	47	48
CH	:	:	23	65	73	55	63	57
US	:	:	2 632	4 685	5 656	6 748	7 531	:
JP	:	:	522	978	1 166	1 217	1 359	:

notes:

Source: Eurostat, AUVIS domain

EU-15 data for 1998 and 1999 estimated using 1997 data for Luxembourg

B, DK, EL, IRL, A, P and N 1999 and CH 1998 and 1999, source: Screen Digest/IVF

US data, source Video Software Dealers Association and International Trade Administration and Eurostat estimates

4.11 Home video rental, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	2 257	1 541	1 623	1 793	1 974	2 048
B	:	39	60	50	50	52	64	67
DK	:	:	79	66	71	70	74	70
D	:	270	556	395	408	356	366	383
EL	:	:	31	11	11	12	12	12
E	:	:	290	87	93	112	132	159
F	33	158	217	186	173	186	201	229
IRL	:	:	59	61	68	75	77	75
I	:	:	56	49	53	158	157	165
L	:	:	2	1	1	1	:	:
NL	:	:	75	82	83	90	99	103
A	:	:	27	23	22	30	31	25
P	:	:	51	19	20	14	12	12
FIN	1	39	48	18	21	22	24	24
S	:	:	120	68	78	81	78	78
UK	:	:	586	424	469	533	646	:
IS	:	2	6	7	7	7	9	10
N	:	:	112	80	68	53	53	55
CH	:	:	57	32	35	30	26	24
US	:	:	6 588	6 782	7 102	7 626	8 177	9 001
JP	:	:	1 908	2 774	2 728	2 765	2 625	:

notes:

Source: Eurostat, AUVIS domain

EU-15 data for 1998 estimated using 1997 data for L and 1999 estimated using 1997 data for L and 1998 data for UK

B, DK, EL, E, IRL, A, P, S and N 1999 and CH 1998 and 1999, source: Screen Digest/IVF

US data, source Video Software Dealers Association and International Trade Administration and Eurostat estimates

4.12 Share of home video sales in home video sales and rental, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	37	67	66	65	66	65
B	:	:	25	72	67	66	62	58
DK	:	:	12	56	56	56	58	55
D	:	0	21	58	57	57	57	59
EL	:	:	:	33	32	32	35	35
E	:	:	14	67	66	61	58	51
F	8	7	60	80	81	79	80	79
IRL	:	:	18	35	33	33	32	31
I	:	:	68	72	72	67	73	71
L	:	:	30	67	67	69	:	:
NL	:	:	22	58	56	54	54	52
A	:	:	39	63	65	64	65	68
P	:	:	21	64	65	73	73	73
FIN	:	3	23	67	68	65	65	68
S	:	:	14	53	52	52	52	48
UK	:	:	47	69	68	70	68	:
IS	:	:	4	23	22	26	30	28
N	:	:	5	32	39	46	47	47
CH	:	:	29	67	68	65	71	71
US	:	:	29	41	44	47	47	47
JP	:	:	21	26	30	31	34	:

notes:

Source: Eurostat, AUVIS domain

4.13 Home videos sold, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	93.9	231.6	245.2	275.3	296.9	286.9
B	:	:	1.1	7.4	6.5	6.8	7.9	7.1
DK	:	:	1.1	5.8	5.8	6.0	6.2	6.5
D	:	:	12.0	41.7	44.0	40.0	43.0	39.8
EL	:	:	:	0.3	0.4	0.4	0.5	0.5
E	:	:	2.2	12.1	15.3	17.9	16.0	14.5
F	0.1	0.5	21.5	46.0	47.0	47.0	52.0	54.0
IRL	:	:	1.0	2.2	2.4	2.6	3.0	2.8
I	:	:	10.1	23.5	22.8	43.4	41.9	40.0
L	:	:	0.0	:	:	:	:	:
NL	:	:	1.6	8.2	8.2	8.4	9.5	9.0
A	:	:	1.3	2.0	:	4.1	4.4	4.0
P	:	:	:	2.2	2.7	2.7	2.5	2.5
FIN	:	:	0.6	1.9	3.0	3.0	3.8	3.9
S	:	:	1.0	5.3	6.2	5.9	6.3	6.4
UK	:	:	40.0	73.0	79.0	87.0	100.0	96.0
IS	:	:	:	0.1	0.1	0.1	0.2	0.2
N	:	:	0.3	2.6	2.9	2.6	3.0	3.7
CH	:	:	0.8	3.5	4.2	4.1	4.5	3.4
US	1.0	40.9	241.8	522.4	640.5	673.9	701.6	693.2
JP	:	:	23.5	31.4	40.4	50.2	42.0	:

notes:

Source: Eurostat, AUVIS domain

EU-15 estimates, based on last known year for countries with data not available

B, DK, EL, E, IRL, A, S and N 1999 and CH 1998 and 1999, P 1995 - 1999, source: Screen Digest/IVF

US data, source: Adams Media Research

4.14 Home videos sold per VCR household

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	1.6	2.6	:	2.8	2.8	2.6
B	:	:	0.7	3.3	2.3	2.5	2.8	2.4
DK	:	:	1.3	3.6	3.4	3.1	3.1	3.2
D	:	:	0.9	1.9	1.9	1.7	1.5	1.4
EL	:	:	:	0.3	0.3	0.3	:	0.3
E	:	:	0.5	1.9	2.4	:	:	:
F	0.4	0.2	2.3	3.0	:	2.7	2.9	2.9
IRL	:	:	1.9	3.0	3.1	3.3	3.5	3.1
I	:	:	1.8	2.5	2.0	3.3	3.1	2.9
L	:	:	0.7	:	:	:	:	:
NL	:	:	0.5	1.9	1.8	1.7	:	1.7
A	:	:	1.2	1.0	:	1.8	1.9	1.6
P	:	:	2.8	1.6	:	:	1.3	:
FIN	:	:	0.7	1.4	2.1	1.8	2.3	2.3
S	:	:	0.5	1.7	1.9	1.8	1.8	:
UK	:	:	2.9	4.0	4.2	4.4	:	4.9
IS	:	:	:	0.9	1.4	1.7	2.3	1.9
N	:	:	0.4	2.2	2.3	1.9	2.0	2.4
CH	:	:	0.7	1.9	2.2	2.1	2.2	:
US	0.5	1.7	3.7	6.9	8.1	8.4	8.3	:
JP	:	:	0.8	0.9	1.1	1.3	:	:

notes:

Source: Eurostat, AUVIS domain

4.15 Home video rental transactions, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	940.0	619.6	653.9	656.5	724.9	728.0
B	:	11.6	22.0	18.4	19.6	20.2	23.5	23.4
DK	:	:	24.8	19.4	20.0	20.1	22.1	20.7
D	:	:	220.0	163.0	173.0	153.0	159.0	:
EL	:	:	:	8.0	8.8	9.2	10.2	9.7
E	:	:	125.0	44.9	48.9	60.1	73.3	82.5
F	8.0	61.6	74.2	63.0	66.2	69.8	73.1	:
IRL	:	:	27.3	25.0	27.0	27.4	28.9	28.0
I	:	:	68.9	39.0	39.8	57.0	66.0	79.0
L	:	:	0.7	:	0.6	0.6	0.6	:
NL	:	:	33.0	27.6	28.4	32.0	35.0	36.0
A	:	:	13.0	10.0	10.0	11.5	11.3	9.2
P	:	:	:	10.6	11.0	8.2	7.2	6.8
FIN	:	:	13.0	6.5	7.0	7.0	8.0	8.0
S	:	:	22.5	16.6	18.8	19.6	20.8	18.0
UK	:	:	277.0	167.0	175.0	161.0	186.0	174.0
IS	:	0.4	1.4	1.9	2.0	2.1	2.7	2.9
N	:	:	26.7	19.0	18.0	17.0	17.0	17.0
CH	:	:	10.0	7.1	9.2	8.2	7.0	6.3
US	:	:	4 130.0	3 597.7	3 645.6	3 519.2	3 440.7	:
JP	:	:	739.0	843.7	941.7	947.5	848.5	:

notes:

Source: Eurostat, AUVIS domain

EU-15 for 1999 estimated using 1998 data for D, F and L

B, DK, EL, E, IRL, A, S and N 1999 and CH 1998 and 1999, source: Screen Digest/IVF

4.16 Home video rental transactions per VCR household

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	16.1	6.9	:	6.5	6.7	6.5
B	:	22.2	14.6	8.1	7.0	7.4	8.2	7.8
DK	:	:	29.5	11.9	11.7	10.5	11.1	10.3
D	:	:	16.5	7.5	7.6	6.5	5.6	:
EL	:	:	:	6.9	7.0	7.0	:	6.6
E	:	:	26.3	7.1	7.6	:	:	:
F	34.0	22.4	7.9	4.0	:	4.1	4.1	:
IRL	:	:	53.3	33.8	34.9	33.9	34.2	32.0
I	:	:	12.6	4.1	3.6	4.3	4.9	5.7
L	:	:	12.1	:	5.5	5.1	5.0	:
NL	:	:	11.0	6.2	6.1	6.6	:	7.0
A	:	:	12.5	5.1	4.8	5.1	4.8	3.6
P	:	:	:	7.9	:	:	3.6	:
FIN	:	:	13.4	4.8	4.8	4.3	4.8	4.7
S	:	:	10.1	5.4	5.6	5.9	6.1	:
UK	:	:	20.2	9.2	9.2	8.1	:	8.9
IS	:	16.7	23.3	25.3	26.0	26.4	33.0	35.1
N	:	:	33.8	16.7	14.2	12.2	11.4	11.3
CH	:	:	9.3	3.9	4.8	4.1	3.4	:
US	:	:	63.2	47.5	46.3	43.8	40.9	:
JP	:	:	26.1	24.1	26.1	25.3	:	:

notes:

Source: Eurostat, AUVIS domain

4.17 Average home video consumer price, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	13.5	13.1	12.6	11.7	12.8	13.1
B	:	:	17.8	17.3	15.8	14.9	13.4	13.1
DK	:	:	9.4	14.7	15.4	15.2	16.5	13.1
D	:	:	12.2	13.3	12.5	11.8	11.5	13.8
EL	:	:	:	15.2	13.8	13.6	13.3	13.5
E	:	:	22.2	14.7	11.7	9.8	11.1	11.3
F	27.3	23.0	15.2	15.9	15.9	15.3	15.5	15.5
IRL	:	:	13.5	14.6	14.1	14.2	12.5	12.0
I	:	:	12.1	5.4	6.1	7.5	9.9	10.1
L	:	:	19.4	:	:	:	:	:
NL	:	:	13.5	13.8	12.7	12.6	12.3	12.5
A	:	:	13.3	19.3	:	13.0	13.0	13.1
P	:	:	:	15.5	13.4	13.6	13.3	12.7
FIN	:	:	22.3	19.4	14.3	13.6	12.0	13.1
S	:	:	18.4	14.7	13.5	14.6	13.4	11.2
UK	:	:	13.1	13.0	12.5	14.2	13.9	14.0
IS	:	:	:	27.8	17.7	18.6	20.6	24.6
N	:	:	21.0	14.8	14.9	17.2	15.5	13.1
CH	:	:	29.3	18.5	17.5	13.5	14.0	16.9
US	:	:	10.9	9.0	8.8	10.0	10.7	:
JP	:	:	22.2	31.2	28.9	24.3	32.4	:

notes:

Source: Eurostat, AUVIS domain

4.18 Average overnight home video rental charge, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	2.4	2.5	2.5	2.7	2.7	2.8
B	:	3.4	2.7	2.7	2.5	2.6	2.7	2.9
DK	:	:	3.2	3.4	3.5	3.5	3.3	3.4
D	:	:	2.5	2.4	2.4	2.3	2.3	:
EL	:	:	:	1.3	1.3	1.3	1.2	1.2
E	:	:	2.3	1.9	1.9	1.9	1.8	1.9
F	4.1	2.6	2.9	3.0	2.6	2.7	2.7	:
IRL	:	:	2.1	2.5	2.5	2.7	2.7	2.7
I	:	:	0.8	1.3	1.3	2.8	2.4	2.1
L	:	:	2.6	:	2.7	2.5	:	:
NL	:	:	2.3	3.0	2.9	2.8	2.8	2.9
A	:	:	2.1	2.3	2.2	2.6	2.7	2.8
P	:	:	:	1.8	1.8	1.7	1.7	1.8
FIN	:	:	3.7	2.8	2.9	3.2	3.0	3.0
S	:	:	5.3	4.1	4.2	4.1	3.8	4.3
UK	:	:	2.1	2.5	2.7	3.3	3.5	:
IS	:	4.4	4.6	3.5	3.4	3.5	3.4	3.5
N	:	:	4.2	4.2	3.8	3.1	3.1	3.2
CH	:	:	5.7	4.5	3.8	3.6	3.7	3.7
US	:	:	1.6	1.9	1.9	2.2	2.4	:
JP	:	:	2.6	3.3	2.9	2.9	3.1	:

notes:

Source: Eurostat, AUVIS domain

4.19 Home video titles released for sales

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	1 421	1 634	1 518	1 692	1 502
B	:	:	:	645	1 315	1 000	1 441	815
DK	:	:	:	800	800	800	800	930
D	:	:	:	2 000	2 000	2 000	2 000	837
EL	:	:	:	160	150	150	150	150
E	:	:	:	557	823	719	1 040	976
F	:	:	:	:	:	1 100	1 100	1 100
IRL	:	:	:	4 900	5 600	5 349	5 431	5 515
I	:	:	:	650	650	630	2 000	2 000
L	:	:	:	:	:	:	:	:
NL	:	:	:	387	789	696	839	900
A	:	:	:	2 000	2 000	2 000	2 000	837
P	:	:	:	479	420	453	450	450
FIN	:	:	:	400	500	500	500	500
S	:	:	:	600	550	500	500	500
UK	:	:	:	4 900	5 642	5 349	5 431	5 515
IS	:	:	:	78	101	105	227	115
N	:	:	:	386	328	450	450	734
CH	:	:	:	1 000	1 000	1 000	1 000	1 000
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15 data reflect an average over Member State

DK, EL, E, IRL, NL, A, P and N 1999; B, S and CH 1998 and 1999; F 1997, 1998 and 1999, source, Screen Digest/IVF

4.20 Home video titles released for rental

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	516	532	543	549	569
B	:	640	:	895	862	850	1 000	1 089
DK	:	:	:	551	500	500	525	500
D	:	780	694	517	590	676	644	645
EL	:	:	:	560	634	600	600	600
E	:	:	:	292	334	354	334	486
F	:	:	:	:	:	500	500	500
IRL	:	:	:	460	495	492	438	540
I	:	:	:	320	320	340	400	400
L	:	:	:	:	:	:	:	:
NL	:	:	:	500	500	500	550	550
A	:	:	694	517	590	676	644	502
P	:	:	:	480	435	432	432	432
FIN	:	:	:	400	450	500	500	500
S	276	1 754	2 156	750	700	675	675	675
UK	:	:	:	460	500	500	440	540
IS	:	:	:	447	452	450	503	544
N	:	:	:	503	517	483	499	542
CH	:	:	:	300	300	300	300	300
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

EU-15 data reflect an average over Member State

DK, EL, E, IRL, NL, A, P and N 1999; B, S and CH 1998 and 1999; F 1997, 1998 and 1999, source, Screen Digest/IVF

4.21 DVD disc sales and rental, million ECU/EUR

	DVD disc sales and rental		DVD disc sales		DVD disc rental		DVD disc sales in total sales and rental (%)	
	1998	1999	1998	1999	1998	1999	1998	1999
EU-15	48.5	499.6	47.7	383.5	0.8	116.1	98.4	76.8
B	1.8	21.8	1.8	17.9	0.0	3.9	99.4	82.3
DK	2.0	5.7	2.0	4.9	0.0	0.8	98.5	86.3
D	11.4	113.8	11.4	59.8	0.0	54.0	99.6	68.4
EL	0.4	2.1	0.4	1.9	0.0	0.2	99.6	90.3
E	3.9	17.9	3.9	16.8	0.0	1.1	98.8	93.8
F	15.5	135.4	15.5	128.0	0.0	7.4	99.7	94.5
IRL	0.1	2.3	0.1	1.8	0.0	0.5	100.0	73.7
I	3.5	28.2	3.5	21.7	0.0	6.5	99.7	76.8
L	:	:	:	:	:	:	:	:
NL	1.7	17.3	1.7	14.5	0.0	2.8	100.0	84.0
A	0.4	3.3	0.4	2.9	0.0	0.4	100.0	87.0
P	0.4	1.6	0.4	1.5	0.0	0.1	99.4	91.8
FIN	0.8	3.8	0.5	3.5	0.3	0.3	60.0	91.3
S	0.9	6.4	0.9	5.3	0.0	1.1	98.8	83.0
UK	5.6	140.0	5.2	103.0	0.4	37.0	94.6	73.4
IS	0.2	1.0	0.2	0.8	0.0	0.2	97.8	81.6
N	1.5	4.9	1.5	4.4	0.0	0.5	100.0	90.6
CH	3.1	24.9	3.1	22.5	0.0	2.4	100.0	90.2
US	:	:	371.1	1 407.4	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

European countries, source: Screen Digest/IVF

US data, source: Adams Media Research

4.22 DVD discs sold and rented

	DVD discs sold (1000)		DVD discs sold per DVD household		DVD discs rented (1000)		DVD discs rented per DVD household	
	1998	**1999**	**1998**	**1999**	**1998**	**1999**	**1998**	**1999**
EU-15	1 798	14 576	7.8	11.0	190	28 504	0.8	21.5
B	67	689	10.2	12.6	4	1 200	0.6	22.0
DK	60	183	5.9	6.5	9	231	0.9	8.2
D	450	2 600	11.4	10.9	13	9 500	0.3	39.7
EL	14	77	4.1	5.0	1	165	0.3	10.7
E	162	700	4.1	5.6	27	578	0.7	4.6
F	550	4 200	9.2	11.7	15	2 262	0.3	6.3
IRL	5	77	7.1	10.0	2	257	2.9	33.4
I	150	1 000	9.1	13.1	5	2 304	0.3	30.1
L	:	:	:	:	:	:	:	:
NL	60	500	6.1	7.3	6	970	0.6	14.1
A	14	121	6.1	7.0	1	152	0.4	8.8
P	16	63	4.0	5.0	1	67	0.3	5.4
FIN	20	150	6.5	11.5	1	126	0.3	9.6
S	35	216	5.9	7.0	3	252	0.5	8.2
UK	195	4 000	7.1	14.4	102	10 440	3.7	37.6
IS	5	24	10.0	14.1	1	42	2.0	24.7
N	43	175	15.9	7.7	0	85	0.0	3.7
CH	103	737	18.1	14.5	1	645	0.2	12.7
US	18 087	65 217	21.9	14.8	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

European countries, source: Screen Digest/IVF

US data, Eurostat estimate based on Adams Media Research

4.23 Average prices and releases for DVD disc sales and rental

	Average DVD consumer price (ECU/EUR)		Average over-night DVD rental charge (ECU/EUR)		DVD titles released for sale		DVD titles released for rental	
	1998	**1999**	**1998**	**1999**	**1998**	**1999**	**1998**	**1999**
EU-15	26.5	26.3	4.1	4.1	163	597	152	536
B	27.1	26.0	2.7	3.2	275	598	188	437
DK	33.1	26.8	3.3	3.4	92	344	46	206
D	25.4	23.0	2.9	2.9	300	1 000	300	1 000
EL	26.6	24.6	1.2	1.2	50	350	50	350
E	23.9	24.0	1.8	1.9	300	441	300	441
F	28.2	30.5	3.3	3.3	197	730	158	584
IRL	20.0	23.4	2.7	2.7	142	960	142	960
I	23.2	21.7	2.5	2.8	120	320	80	400
L	:	:	:	:	:	:	:	:
NL	28.8	29.0	2.8	2.9	125	400	125	400
A	26.1	23.9	2.7	2.8	300	1 000	300	1 000
P	26.1	23.9	1.7	2.0	50	350	50	350
FIN	25.1	23.6	2.7	2.7	95	400	206	206
S	26.7	24.5	3.8	4.3	96	500	46	206
UK	26.6	25.6	3.5	3.6	142	960	142	960
IS	28.9	25.5	3.4	4.1	83	310	0	205
N	34.3	25.1	5.3	5.4	96	500	46	206
CH	29.9	30.5	3.7	3.8	300	1 000	300	1 000
US	20.5	21.6	:	:	1 500	5 000	:	:
JP	:	:	:	:	:	:	:	:

notes:

European countries, source: Screen Digest/IVF

US data, source: Adams Media Research

5. Television market

High saturation of TV households limits growth in revenues from public funding

The television market in the EU had a size of 38 bn euro in 1999, with an annual growth rate of 6% for public TV broadcasters and 10.5% for private TV broadcasters between 1995 and 1998.

The television market (terrestrial TV + cable TV + satellite TV) continues to account for a major portion of the total broadcasting market, with a share over 80% in the EU. The turnover of TV broadcasters in the UK was 10.6 bn ECU in 1997, followed by Germany with 9 bn ECU in 1998 and France with 5 bn euro in 1999.

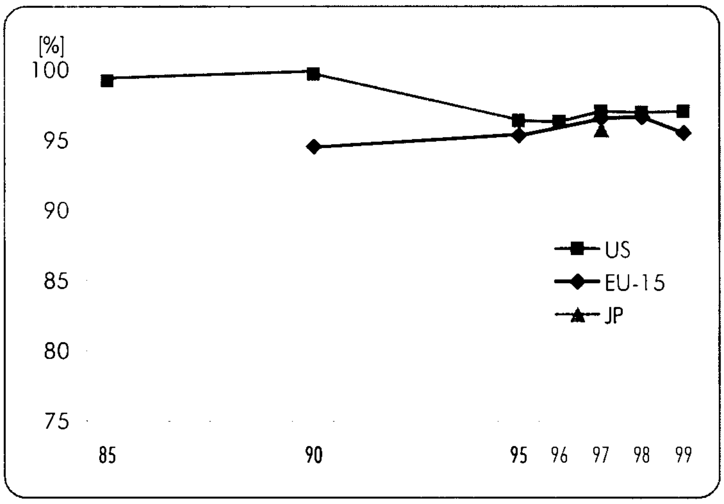
The main factors driving market growth in the broadcasting sector are the increase of income from TV advertising and sponsorship. Advertising revenue is a primary source of financing, which doubled in the nineties to exceed 24 bn euro in 1999, even though the amount of advertising on every TV channel is regulated (Television Withour Frontiers Directive 89/552/EEC, amended in 1997).

Public funding is the second source of income for the broadcasting market (30% of the income for the broadcasting market in the EU), after advertising (50%) and before subscription fees (20%). In general, public funding consists of licence fees (28%) paid by private households or by subsidies (2%) from public bodies. While public funding only accounts for 2% of the total market income in the United States, the ratio varies between 20% to 55% in many European countries: over 50% in Sweden, Finland, Denmark and Austria, but less than 20% in Portugal, Greece, Spain and Luxembourg. In Portugal, Spain and Luxembourg there are no licence fees for TV at all.

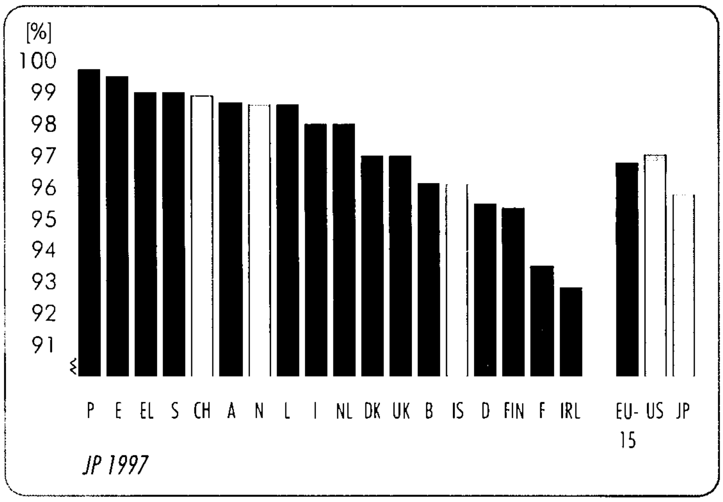
The number of public TV programme services in the EU has increased from an average 2 channels per country in 1980 to more than 3 channels. The number of public channels in the EU amounted to 50 in 1999.

With a share of 95.5% of the private households in the EU with TV sets in 1999, the penetration rate has saturated. However the cable and satellite markets still have the potential to grow.

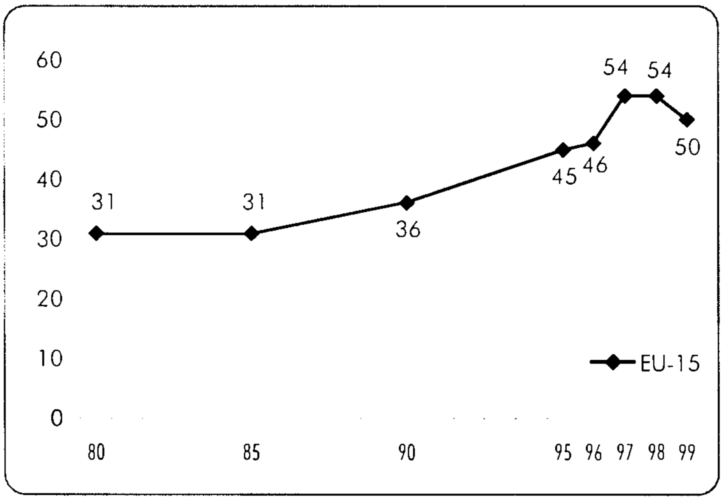
Share of private households with TV set, 1985 - 1999



Share of private households with TV set in 1999



Number of public TV programme services with nationwide distribution in the EU, 1980 - 1999



Source: see tables on the following pages

All EU countries have at least one public TV programme service with nationwide distribution

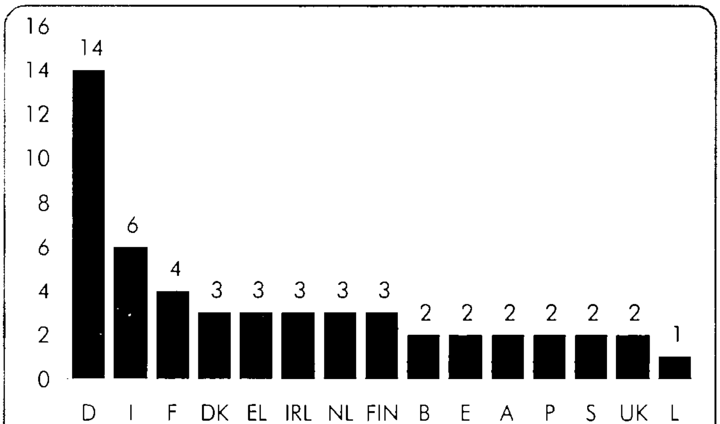
The EU country with the highest number of public TV programme services with nationwide distribution is Germany with 14 channels (basically two channels, one of them ARD being a group of regional channels, which form together nationwide distribution). Italy is second with 6 and France third with 4. Five other countries have three channels and another six countries have two channels. Luxembourg has only one.

In the United States, commercial television broadcasting is conducted on 68 channels. The US television market is the largest in the world, served by 1,393 television stations, of which 1,229 commercial television stations - 668 UHF stations and 561 VHF stations - as of July 31, 1999. The Big Three television networks - ABC, CBS and NBC - generally take in more than 40% of the domestic broadcast television industry's annual advertising revenues and as much as 47% or more in winter or summer olympics years.

The average TV viewing time in the United States exceeded 7 hours and 20 minutes, double the average viewing time in the EU and Japan: 3 hours and 40 minutes. During the two last decades the viewing time in the United States increased by 10%. During the second half of the nineties, the average viewing time in the EU increased by 6%.

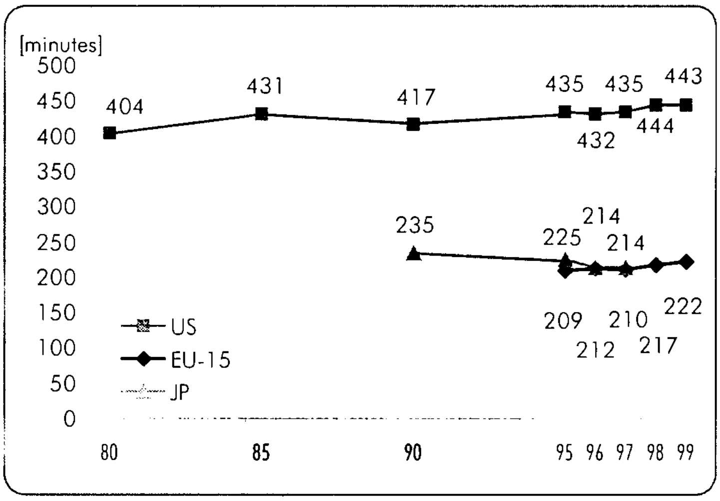
Although there are some comparability problems, it is interesting to note that the EU Member State with the highest viewing time, France, still had a shorter average than the United States: 5 hours and 14 minutes in 1999. Second in the EU is Greece with 4 hours and 13 minutes. The TV viewers in Luxembourg and Sweden seemed to spend the least time in front of the TV: 2 hours and 16 minutes and 2 hours and 23 minutes respectively.

Number of public TV programme services with nationwide distribution in EU Member States latest available year

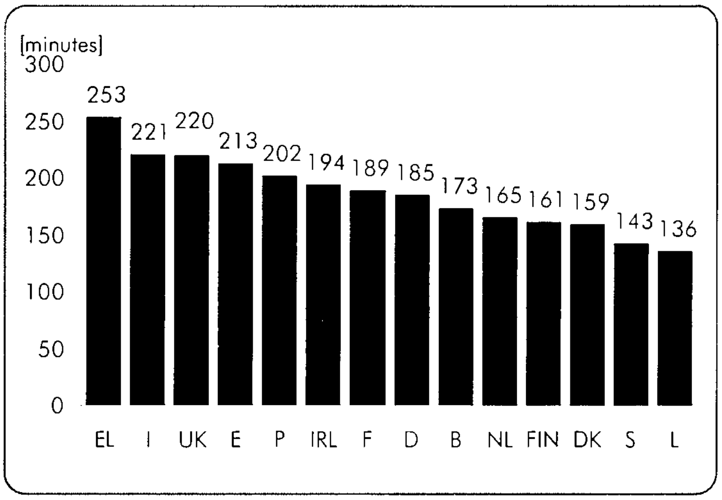


Note that free national commercial TV channels are ecluded (For example, in the UK there are additional 3 free national commercial TV channels).

Daily TV viewing time (annual average), 1980 - 1999



Daily TV viewing time (annual average) in EU Member States latest available year



Source: see tables on the following pages

Main mode of TV reception

In the Netherlands, Belgium, Switzerland and Luxembourg, over 80% of the TV households watch cable TV. Note that the figure reflects main mode of TV reception. A household may have one or several modes of reception. In the US, 66% of the TV households watch cable TV. Also in Germany and Ireland over half of the TV households watch cable TV.

Denmark, Austria and Germany have between 36% to 42% of their TV households watching satellite TV. In Sweden, the UK, Norway, France and Japan around one fifth watch satellite TV.

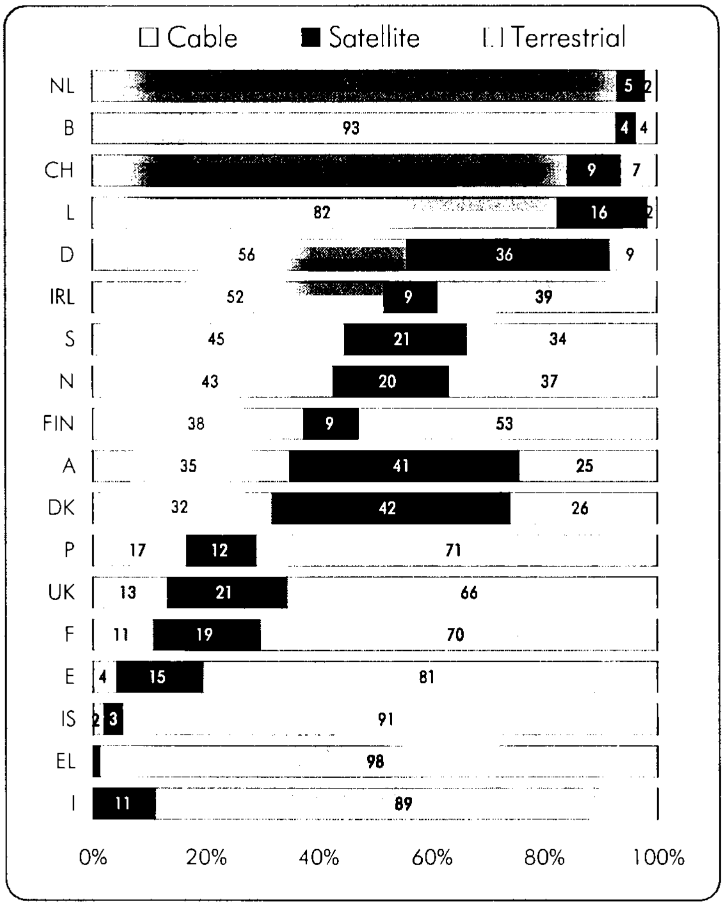
In Greece, Italy, Iceland and Spain, over 80% of the TV households have to rely principally on terrestrial TV. The share of terrestrial TV is also more than half in France, the UK, Portugal and Finland.

Main mode of TV reception among TV households in 1999

	TV households (million)	Satellite (%)	Cable (%)	Terrestrial (%)
EU-15	145.7	19.3	29.1	51.6
B	4.1	3.5	92.7	3.8
DK	2.4	42.2	31.8	26.1
D	37.8	35.7	55.7	8.6
EL	3.4	0.6	0.5	98.0
E	12.2	15.1	4.3	80.6
F	22.2	18.8	10.8	70.4
IRL	1.2	9.2	51.7	39.1
I	19.3	10.5	0.4	89.1
L	0.1	15.5	81.9	1.9
NL	6.8	4.8	93.0	2.2
A	3.2	40.5	35.0	24.5
P	3.0	12.1	16.8	71.1
FIN	2.2	9.3	37.5	53.1
S	4.0	21.4	44.7	33.9
UK	23.9	20.8	13.4	65.8
IS	0.1	2.9	2.0	91.2
N	1.9	20.3	42.7	37.0
CH	3.1	9.4	84.1	6.5
US	100.8	8.5	68.1	23.4
JP	43.9	20.0	33.0	47.0

Share of TV households: B, DK, D, E, F, IRL, I, L, NL, A, P, FIN, S, UK, N, CH, Eurostat estimate based on Astra

Main mode of reception among TV households in 1999



Source: see tables on the following pages

5.1 Television households, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	126.06	139.72	130.19	143.51	144.56	145.84
B	:	3.21	3.59	3.74	3.98	3.98	4.04	4.09
DK	1.90	2.12	2.17	2.28	2.30	2.34	2.36	2.35
D	:	24.27	26.46	35.60	36.10	36.97	37.01	37.47
EL	:	:	2.88	3.41	3.52	3.59	3.66	3.35
E	:	:	10.59	11.80	:	11.93	11.95	12.18
F	17.28	19.00	20.34	21.39	21.69	21.67	22.00	22.16
IRL	0.81	0.94	1.02	1.07	1.09	1.13	1.18	1.15
I	:	18.61	19.93	19.41	19.51	19.65	19.76	19.86
L	:	0.13	0.14	0.15	0.16	0.16	0.16	0.15
NL	4.76	5.33	5.88	6.34	6.43	6.51	6.56	6.79
A	:	2.67	2.79	2.95	2.98	3.00	3.03	3.06
P	:	:	3.01	3.16	3.04	3.04	3.04	3.08
FIN	1.71	1.92	2.06	2.17	2.18	2.20	2.23	2.24
S	3.36	3.52	3.70	3.94	4.03	3.93	3.99	4.00
UK	19.90	20.60	21.50	22.30	23.20	23.40	23.60	23.92
IS	:	:	0.09	0.09	0.10	0.10	0.10	0.10
N	:	:	1.66	1.81	1.82	1.85	1.88	1.91
CH	1.98	2.19	2.44	2.62	2.65	2.92	2.97	:
US	:	86.10	93.10	95.40	95.90	98.00	99.40	100.80
JP	:	:	:	:	:	43.90	:	:
				125	127	141	137	105

notes:

Source: Eurostat, AUVIS domain

EL, L, P and IS 1999; B 1998 and 1999; NL, A, N and CH 1997, 1998 and 1999 and IRL 1995 - 1999, source Screen Digest/IVF

I 1997 - 1999, Eurostat estimates

US data, source: Nielsen Media Research

5.2 Share of private households with TV set, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	94.5	95.3	:	96.6	96.7	95.5
B	:	90.6	90.6	91.2	96.5	95.9	96.6	96.1
DK	92.0	98.3	96.0	96.7	96.9	98.0	98.0	97.0
D	:	92.1	93.9	96.4	96.8	98.7	98.6	94.6
EL	:	:	82.2	90.8	93.5	99.0	99.0	99.0
E	:	:	93.3	98.9	:	99.5	99.5	99.5
F	90.1	92.5	94.0	93.6	94.0	93.1	93.6	93.5
IRL	92.6	94.3	96.5	93.3	94.4	93.1	95.5	92.8
I	:	93.3	95.7	96.8	97.1	97.6	97.9	98.2
L	:	95.4	95.1	98.5	98.8	98.8	98.6	:
NL	97.0	97.0	98.0	98.7	98.0	98.0	98.0	:
A	:	95.1	95.0	94.2	94.3	94.4	94.5	94.0
P	:	:	91.3	96.4	:	99.7	99.7	:
FIN	93.0	96.0	96.0	96.0	95.0	95.0	96.0	95.4
S	95.9	95.9	96.5	96.0	:	:	97.0	99.0
UK	98.0	95.9	95.5	93.5	96.4	96.4	96.4	97.0
IS	:	:	98.7	97.0	97.0	97.6	97.6	:
N	:	:	94.8	97.8	98.1	98.0	98.3	98.6
CH	80.8	:	85.7	:	:	94.3	94.6	:
US	:	99.2	99.7	96.4	96.3	97.0	96.9	97.0
JP	:	:	:	:	:	95.8	:	:

notes:

Data for this indicator should be interpreted carefully.

Source: Eurostat, AUVIS domain

5.3 Number of TV licence fee accounts, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	90.17	96.08	102.18	108.54	110.77	112.53	113.67	114.87
B	2.93	2.97	3.30	3.41	3.42	3.48	3.47	:
DK	1.86	2.01	1.96	2.06	2.08	2.18	2.18	2.19
D	20.76	22.43	24.14	32.31	32.63	33.06	33.52	34.05
EL	2.97	3.23	3.50	:	:	:	:	:
E	0	0	0	0	0	0	0	0
F	15.97	17.93	19.47	15.98	16.65	17.02	17.57	17.47
IRL	0.64	0.72	0.81	:	0.89	0.87	0.91	:
I	13.98	14.52	15.00	16.09	16.12	16.07	15.91	15.94
L	0	0	0	0	0	0	0	0
NL	4.18	4.57	4.88	6.09	6.03	6.19	6.30	:
A	2.23	2.43	2.50	2.65	2.64	2.64	2.34	:
P	1.38	1.61	1.70	0	0	0	0	0
FIN	1.54	1.78	1.89	1.92	1.93	1.95	1.97	1.99
S	3.21	3.27	3.30	3.37	3.37	3.36	3.35	3.35
UK	18.52	18.62	19.73	20.92	21.27	21.98	22.40	22.94
IS	0.06	0.07	0.08	0.09	0.09	0.09	0.09	0.09
N	1.20	1.37	1.50	1.58	1.64	1.68	:	:
CH	1.98	2.19	2.44	2.62	2.65	2.66	2.65	:
US	0	0	0	0	0	0	0	0
JP	29.26	31.51	33.54	35.38	35.82	36.96	36.60	:

notes:

Source: Eurostat, AUVIS domain

P: since 1991 no licence fee.

UK 1990: estimate based on average number of accounts for 1989 and 1991

EU-15 from 1990 to 1998: Eurostat estimate, based on 1994 figures for Greece. EU-15 for 1999: Eurostat estimat based on growth from 1998 for DK, D, F, I, FIN, S and UK (85% of EU total).

Break in series between 1993 and 1994 for France and EU-15.

5.4 Annual TV licence fee, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	82	107	147	186	184	182	184	189
DK	102	144	161	222	226	230	237	247
D	44	60	76	100	98	115	115	:
EL	:	:	:	:	:	:	:	:
E	0	0	0	0	0	0	0	0
F	60	77	80	103	108	106	111	113
IRL	:	:	:	76	78	94	89	:
I	66	64	82	74	82	84	86	89
L	0	0	0	0	0	0	0	0
NL	:	:	:	90	90	94	96	:
A	:	:	169	212	211	211	212	:
P	23	30	19	0	0	0	0	0
FIN	83	126	159	151	148	150	147	148
S	97	124	155	154	173	178	176	183
UK	:	:	:	104	110	132	144	153
IS	111	167	262	283	284	298	301	324
N	:	:	:	171	178	186	181	191
CH	:	:	:	158	158	151	153	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

P: since 1991 no licence fee.

A 1997: Eurostat estimate based on average fee for 1996 and 1998.

5.5 Turnover of public TV broadcasters of national origin, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	171	229	215	218	:	:
DK	:	:	353	441	441	547	567	575
D	:	:	:	4 024	4 241	:	4 523	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	1 885
F	:	:	1 114	1 803	1 951	2 030	2 047	:
IRL	:	:	158	186	182	215	218	:
I	698	1 262	2 323	1 999	2 266	2 156	2 096	2 232
L	:	:	:	:	:	:	:	:
NL	:	:	579	:	:	:	:	:
A	237	362	533	744	727	722	727	:
P	30	58	153	110	156	131	173	202
FIN	118	248	328	344	349	339	333	318
S	:	:	256	355	405	386	392	397
UK	:	:	:	2 673	2 957	3 721	4 051	:
IS	6	13	16	16	17	19	20	22
N	:	:	241	291	345	327	338	:
CH	:	:	313	533	528	498	595	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

5.6 Turnover of private TV broadcasters of national origin, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	66	134	143	143	:	:
DK	:	:	:	:	:	:	:	:
D	:	:	:	3 554	4 120	:	4 450	:
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	:	:	2 080
F	:	:	1 752	2 603	2 756	2 810	2 998	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	1 977	2 087	2 256
L	:	:	244	271	272	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	111	121	134	155	151
FIN	46	107	139	166	167	191	209	213
S	:	:	4	174	189	213	231	:
UK	:	:	:	4 425	5 117	6 837	:	:
IS	:	:	:	:	:	25	29	35
N	:	:	9	122	131	133	153	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

5.7 Income from TV advertising and sponsorship, public broadcasters of national origin, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	3 793.9	3 832.0	3 952.0	:	:	:
B	:	:	30.8	44.0	42.3	42.0	:	:
DK	0.0	0.0	46.6	69.7	66.0	:	:	:
D	443.3	646.8	703.7	345.3	339.3	313.6	337.2	:
EL	:	:	75.1	19.3	9.0	23.2	36.8	:
E	:	480.1	1 289.0	1 345.5	1 427.7	:	:	:
F	258.6	468.0	324.3	601.8	651.8	:	:	:
IRL	21.1	36.8	55.9	94.8	86.4	96.8	99.3	:
I	124.5	420.6	731.3	626.7	771.8	:	:	:
L	:	:	:	:	:	:	:	:
NL	72.8	121.9	202.4	232.0	133.2	126.2	155.0	:
A	86.2	132.6	232.4	326.1	306.3	315.4	307.1	:
P	11.8	28.2	102.4	74.0	67.7	63.6	71.8	75.3
FIN	:	:	:	50.9	48.3	:	:	44.6
S	:	:	:	1.6	2.2	1.5	2.5	:
UK	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	4.7	11.4	12.1
N	:	:	:	:	:	:	:	:
CH	45.2	73.8	116.8	181.0	176.5	158.3	159.6	:
US	51.7	224.1	205.7	224.8	229.2	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

5.8 Income from TV advertising and sponsorship, private broadcasters of national origin, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:
D	:	:	:	3 071.9	3 393.5	:	3 724.0	:
EL	:	:	98.9	1 000.6	567.0	564.3	585.4	:
E	:	:	:	:	:	:	:	1 057.8
F	:	:	975.5	1 372.4	1 405.1	1 452.8	1 554.4	:
IRL	:	:	:	:	:	:	:	:
I	:	:	:	:	:	1 412.2	1 548.6	1 674.5
L	:	:	182.7	186.9	174.6	:	:	:
NL	:	:	:	:	:	:	:	:
A	:	:	:	:	:	:	:	:
P	:	:	:	105.6	116.9	130.6	154.2	191.9
FIN	42.9	98.0	:	161.7	161.1	184.0	192.9	:
S	:	:	4.0	165.0	179.8	201.0	217.0	247.9
UK	:	:	:	2 764.3	3 022.9	3 876.9	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Source: Eurostat, AUVIS domain

5.9 Total number of TV programme services (TV channels)

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	5	16	17	19	19	22	24	:
DK	1	36	55	72	68	:	69	:
D	7	17	51	88	93	102	106	:
EL	:	:	:	:	:	213	213	219
E	2	5	14	27	:	:	:	241
F	3	5	20	81	93	132	146	150
IRL	2	2	2	2	3	3	4	:
I	7	8	16	712	725	738	678	704
L	1	1	1	3	5	5	5	:
NL	2	2	3	11	12	21	21	:
A	2	2	2	2	2	:	:	:
P	4	4	4	6	6	6	9	8
FIN	5	5	7	7	7	7	7	7
S	2	2	5	10	10	11	12	6
UK	:	:	:	:	257	283	312	:
IS	1	1	2	6	6	7	10	9
N	:	:	108	106	:	63	:	:
CH	3	7	7	9	18	90	90	:
US	:	:	1 100	1 011	1 201	1 222	1 363	1 393
JP	:	:	:	129	132	130	133	:

notes:

Source: Eurostat, AUVIS domain

US data: total US television station counts, including network affiliates and independents, source: Nielsen Media Research

5.10 Number of public TV programme services with nationwide distribution

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	31	31	36	45	46	54	54	50
B	4	4	2	2	2	2	2	:
DK	1	1	2	3	3	3	3	3
D	2	2	6	10	10	14	14	:
EL	1	1	2	:	:	3	3	:
E	2	2	3	5	:	:	:	2
F	3	3	2	4	4	4	4	4
IRL	2	2	2	2	3	3	3	:
I	3	3	3	3	3	6	6	6
L	:	:	:	:	:	:	:	1
NL	2	2	3	3	3	3	3	:
A	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	:
IS	1	1	1	1	1	1	1	1
N	1	1	1	1	2	2	:	:
CH	3	3	3	4	4	:	:	:
US	:	:	:	:	:	:	:	:
JP	2	2	2	2	2	2	2	2

notes:

Source: Eurostat, AUVIS domain

EU-15 estimated using latest known number

5.11 Number of private TV programme services with nationwide distribution

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	1	1	2	3	3	4	5	:
DK	0	0	0	0	0	1	2	1
D	0	0	4	20	23	23	26	:
EL	0	0	2	:	:	8	8	:
E	0	0	3	12	:	:	:	4
F	0	0	4	3	3	3	3	3
IRL	0	0	0	0	0	0	1	:
I	3	3	11	11	11	11	11	68
L	1	1	1	1	1	1	1	2
NL	:	:	:	4	4	7	7	:
A	0	0	0	0	0	0	:	:
P	0	0	0	2	2	2	5	2
FIN	1	1	2	1	1	2	2	:
S	:	:	:	1	1	1	1	1
UK	:	:	:	:	:	:	:	:
IS	:	:	0	1	1	1	1	2
N	0	-	1	3	3	3	:	:
CH	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	6	6	:

notes:

Source: Eurostat, AUVIS domain

5.12 Daily TV viewing time, minutes

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	209	212	210	217	222
B	:	147	:	176	180	173	:	:
DK	:	:	:	164	166	155	162	159
D	:	:	:	175	183	183	188	185
EL	:	:	145	220	238	249	253	:
E	:	:	:	:	:	209	210	213
F	:	:	:	:	:	:	:	189
IRL	:	:	:	188	188	182	194	:
I	:	:	191	213	215	212	221	:
L	:	:	:	156	144	136	:	:
NL	:	:	116	151	157	155	165	:
A	:	:	:	:	:	:	:	:
P	:	:	:	169	165	165	157	202
FIN	103	111	104	140	149	149	149	161
S	:	:	:	134	140	141	144	143
UK	:	226	206	215	215	215	217	220
IS	:	:	:	:	:	:	:	:
N	:	:	:	143	150	119	119	134
CH	:	:	:	:	:	:	:	:
US	404	431	417	435	432	435	444	443
JP	:	:	235	225	214	214	:	:

notes:

Annual average

Source: Eurostat, AUVIS domain

EU-15 estimate based on average among countries with data available for both daily viewing time and number of TV households

US data, US average time of TV usage per household, source: Nielsen Media Research

6. Cable operating market and satellite market

Nearly 30% of TV households in the EU are connected to cable networks

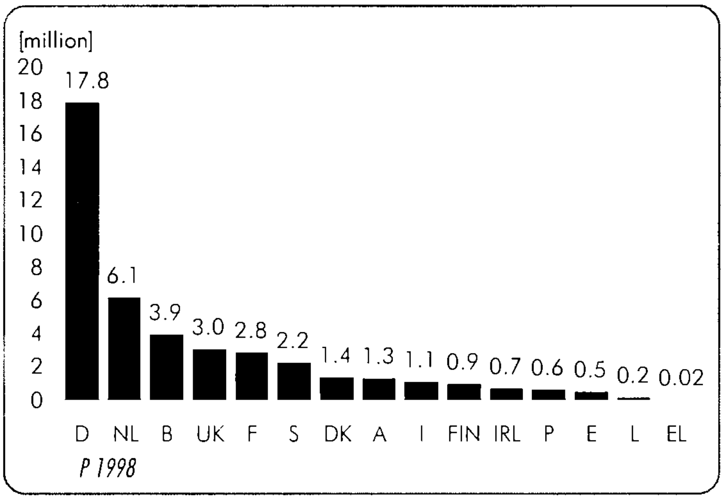
Cable television is a delivery system that provides from ten to several hundred channels of video programming to subscribers through a coaxial cable or optic fibre network connected to the subscriber's television set. For a monthly fee, subscribers receive basic cable service and may have the option to subscribe to additional channels or other services such as high-speed Internet access, for extra monthly fees.

Unlike broadcast television stations, cable system operators derive most of their income from monthly subscriber fees. In addition to recurring subscriber programming revenues, cablers get income from installation charges, sales of pay-per-view films and events, set-top rentals, remote control sales and rentals, advertising, and carriage fees from home shopping channels.

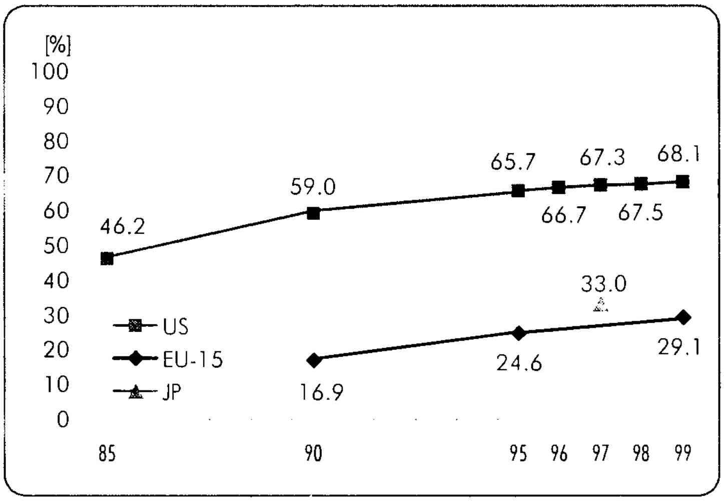
During the nineties the number of cable TV connections doubled in the EU: from 21 million in 1990 to 42 million in 1999. The EU country with the highest number of households connected to operated cable networks was Germany with 17.8 million households. Second was the Netherlands with 6.1 million cable TV connections.

While nearly 70% of TV households are connected to operated cable networks in the United States, just 30% of the TV households in the EU are. The level in Japan is similar to the EU average. But within the EU there is a clear disparity: In Belgium, Luxembourg and the Netherlands, the cable connection rate is over 90%. In the UK, only 13% of the TV households are connected with cable TV. Greece, Italy, Iceland and Spain have a connection rate below 4%

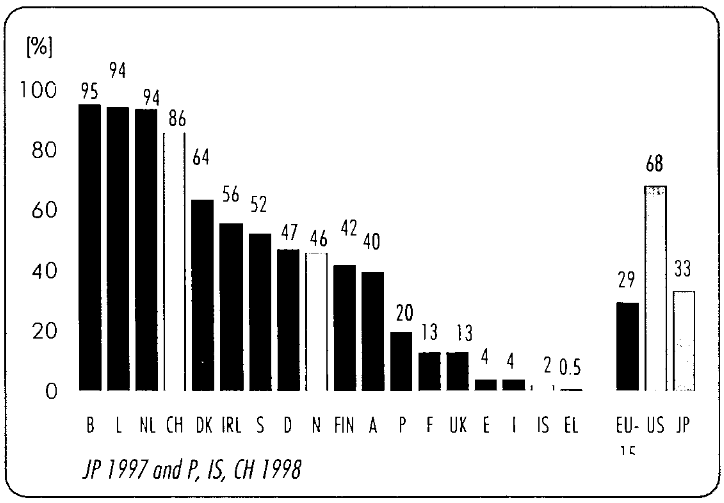
Households connected to operated cable networks in EU Member States in 1999



Connection to operated cable networks per TV household, 1980 - 1999



Connection to operated cable networks per TV household in 1999



Source: see tables on the following pages

eurostat

One of five TV households in the EU watches satellite TV

The number of satellite households increased by 54% from 1995 to 2000 in the EU. In 2000 22% of the TV households in the EU watched satellite TV.

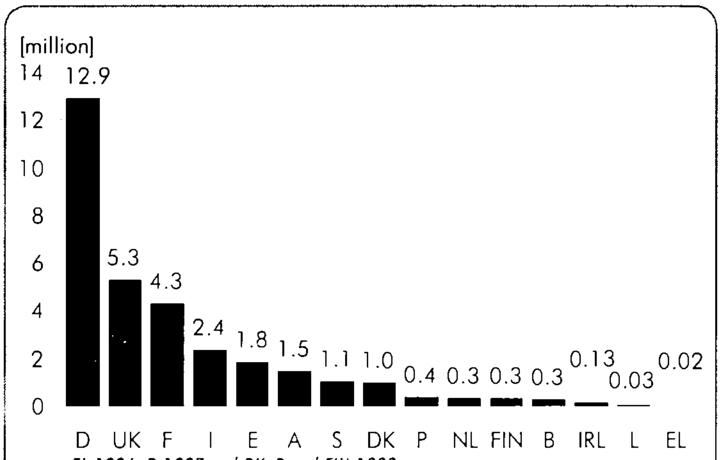
Austria is the country with the highest satellite household density, 45%, followed by Denmark (42%) and Germany (36%). On the other hand of the scale are Greece, with 1%, Iceland (3%) and the Netherlands (5%). Germany has the highest absolute number of satellite households in the EU: 12.9 million in 2000. In 1985 SAT-1 became Germany's first private satellite television station. Other stations subsequently sprang up. The percentage of Germans watching public channels has dropped to less than half since the start of private broadcasting in 1987.

The United Kingdom has the second largest number of satelite households in the EU with 5.3 million households, closely followed by France with 4.3 million. One of the trends is the increase of digital channels. Sky digital was launched in 1998 offering 140 channels. It had more than 3 million digital subscribers in 2000. Another example is the Scandinavian market, where Viasat shut down many of its analogue signals on 1 May 2001. One of the reasons was to force the many non-paying viewers to start subscribe for its digital package, since the old D2-MAC encryption was too easy to by-pass.

Only 9.6% of the American TV households watch satellite TV. The number of subscriptions has however increased by 174% in the second half of the nineties. The income from subscription to cable networks and to encrypted airwave and satellite channels was highest in the United States, 19.8 bn ECU, a growth of 15% in 1997. Most of the US income stems from basic cable subscription. The EU market is much smaller in value: 9.7 bn ECU in 1997. However, the income growth is higher: 25%. Germany, the UK and France had each a total income exceeding 2 bn ECU in 1997.

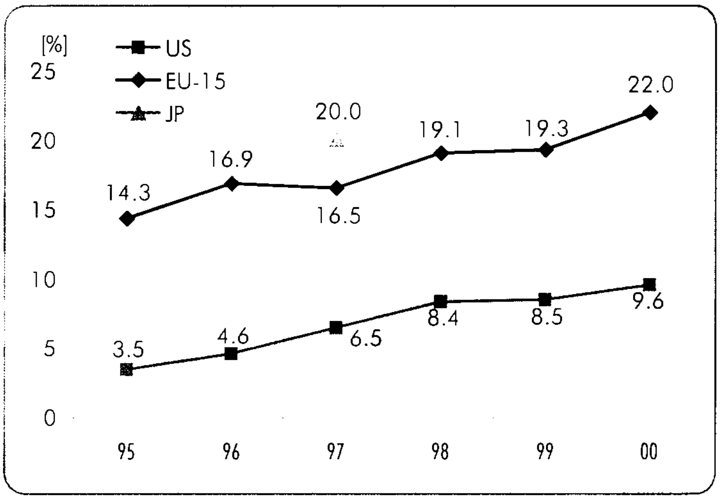
Société Européenne des Satellites S.A. (SES) is the operator of ASTRA. Its total revenues amounted to 836 million euro in 2000. Via eleven satellites, ASTRA transmits 1,072 television and radio channels in analogue and digital format as well as multimedia and Internet services In 2000 it reached 87.5 million homes in Europe, of which 30.9 million via direct-to-home reception. Paris-based EUTELSAT is also one of the important satellite operators broadcasting over 850 television channels into 84 million satellite and cable homes.

Satellite households in EU Member States in 2000

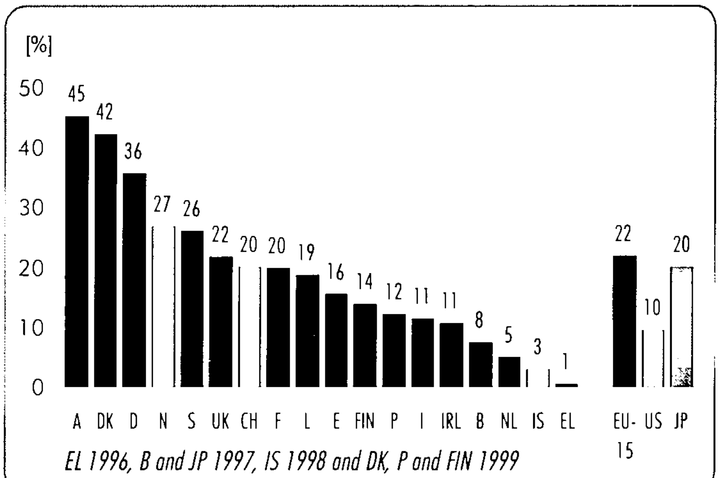


EL 1996, B 1997 and DK, P and FIN 1999

Satellite households per TV household, 1995 - 2000



Satellite households per TV household in 2000



EL 1996, B and JP 1997, IS 1998 and DK, P and FIN 1999

Source: see tables on the following pages

6.1 Households passed by operated cable networks, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	67.67
B	:	:	3.73	3.75	3.80	:	:	3.59
DK	:	:	1.52	1.50	1.60	1.60	1.65	1.60
D	:	:	15.96	24.19	24.92	25.55	:	:
EL	:	:	:	:	:	:	:	0.11
E	:	:	:	:	:	:	:	1.23
F	:	0.14	2.28	6.53	6.88	7.00	7.37	7.74
IRL	:	:	0.50	0.51	0.60	0.52	0.59	1.07
I	:	:	:	0.60	:	1.03	1.12	0.84
L	:	:	:	0.15	:	:	:	0.12
NL	:	:	5.25	6.05	6.10	6.20	6.28	6.46
A	:	:	:	:	:	:	:	1.78
P	0.00	0.00	0.00	0.38	0.98	1.47	1.83	1.46
FIN	:	:	:	:	:	:	:	1.33
S	:	:	1.60	2.10	2.20	2.40	2.40	2.62
UK	:	:	0.84	5.57	7.79	9.43	11.37	12.17
IS	:	:	:	0.01	0.02	0.02	0.03	0.03
N	:	:	0.68	0.80	0.83	0.83	:	0.83
CH	:	:	:	:	:	:	:	2.56
US	:	:	:	92.70	93.70	94.20	95.10	97.20
JP	:	:	:	:	14.80	19.32	:	:

notes:

Source: Eurostat, AUVIS domain

B, DK, EL, IRL, L, NL, A, FIN, S, N and CH 1999, Eurostat estimate, based on Inside Cable & Telecoms Europe online database, adjusted by households

US data estimated, based on the Motion Picture Association of America data

6.2 Households connected to operated cable networks, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	21.36	34.42	:	:	:	42.34
B	2.31	2.82	3.37	3.63	3.68	3.72	:	3.94
DK	0.00	0.00	0.86	1.32	0.75	:	:	1.36
D	:	1.56	8.10	15.80	16.70	17.28	17.68	17.81
EL	:	:	:	0.00	0.00	:	:	0.02
E	:	:	0.11	0.40	0.44	:	0.48	0.45
F	:	:	0.52	1.89	2.11	2.28	2.54	2.82
IRL	:	:	0.39	0.46	0.47	:	0.54	0.66
I	:	:	:	0.32	:	0.84	1.07	1.10
L	:	:	0.10	0.13	:	:	:	0.15
NL	1.06	2.75	4.98	5.77	5.64	5.81	5.96	6.14
A	:	0.28	0.63	1.08	1.08	1.11	1.17	1.25
P	0.00	0.00	0.00	0.06	0.17	0.38	0.60	:
FIN	0.07	0.21	0.67	0.82	0.85	0.88	0.91	0.93
S	:	:	1.48	1.54	1.65	1.57	1.72	2.21
UK	:	:	0.16	1.22	2.02	2.07	2.56	3.03
IS	:	:	:	:	:	0.00	0.00	:
N	:	:	0.48	0.68	0.67	0.67	0.71	0.75
CH	0.85	1.28	1.87	2.40	2.46	2.52	2.54	:
US	17.63	39.78	54.93	62.68	63.97	65.95	67.10	68.60
JP	:	:	6.77	11.00	12.63	14.48	15.82	17.65

notes:

Source: Eurostat, AUVIS domain

B, DK, EL, E, IRL, L, NL, A, S and N 1999, Eurostat estimate, based on Inside Cable & Telecoms Europe online database, adjusted by households

US data, source: the Motion Picture Association of America, Nielsen Media Research

JP data, source: Regional Broadcasting Division, Information and Communications Policy Bureau, Ministry of Public Management, Home Affairs, Post and Telecommunications

6.3 Connection to operated cable networks per TV household, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	16.9	24.6	:	:	:	29.1
B	:	87.7	93.8	97.1	92.7	93.4	:	95.0
DK	0.0	0.0	39.6	57.9	32.7	:	:	63.6
D	:	6.4	30.6	44.4	46.3	46.7	47.8	47.1
EL	:	:	:	0.1	0.1	:	:	0.5
E	:	:	1.0	3.4	:	:	4.0	3.8
F	:	:	2.5	8.8	9.7	10.5	11.5	12.7
IRL	:	:	37.8	43.0	43.1	:	45.5	55.7
I	:	:	:	1.7	:	4.8	5.1	3.8
L	:	:	76.5	86.3	:	:	:	94.4
NL	22.3	51.5	84.7	91.0	87.8	89.3	90.8	93.6
A	:	10.5	22.6	36.6	36.1	35.2	36.8	39.5
P	:	:	0.0	1.8	5.6	12.6	19.6	:
FIN	4.0	10.9	32.4	37.6	38.8	39.9	40.6	41.7
S	:	:	40.1	39.0	41.0	44.7	51.2	52.4
UK	:	:	0.7	5.5	8.7	8.8	10.9	12.7
IS	:	:	:	:	:	0.0	2.0	:
N	:	:	28.7	37.5	36.5	35.9	37.5	45.8
CH	42.9	58.4	76.6	91.3	92.9	86.1	85.8	:
US	:	46.2	59.0	65.7	66.7	67.3	67.5	68.1
JP	:	:	:	:	:	33.0	:	:

notes:

Source: Eurostat, AUVIS domain

6.4 Cable operators

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	42	34	34	32	31	31	33
DK	:	:	:	:	:	40	65	40
D	:	:	:	:	:	101	120	:
EL	:	:	:	:	:	:	:	1
E	:	:	:	:	:	28	28	28
F	:	:	58	110	129	121	144	:
IRL	:	:	:	:	:	5	5	:
I	0	0	0	0	0	1	1	1
L	:	:	4	7	7	:	:	:
NL	:	:	:	169	100	127	120	91
A	:	:	:	49	:	:	:	270
P	:	:	:	10	13	15	15	14
FIN	:	:	:	103	106	106	100	102
S	:	:	:	7	7	4	4	63
UK	:	:	:	:	:	5	5	5
IS	:	1	2	2	2	3	4	4
N	:	:	:	50	:	50	40	:
CH	:	:	:	:	:	:	290	:
US	4 225	6 600	9 575	11 126	11 119	:	:	:
JP	:	:	:	:	:	720	:	:

notes:

Source: Eurostat, AUVIS domain

D: Deutsche Telecom (DTAG) owned all local loops, although one third of Germany's cable TV customers had their contractual relationship with a local operator. DTAG was privatised in 1996. TDAG split the network into 9 regional companies ready for sale.

I: Italy's telecoms market was officially liberalised at the beginning of 1998. Still Telecom Italia is the only operator.

A 1999: 270 cable operators in the market with UPC's subsidiary Telekabel dominating the market with 40% of the subscribers

S 1999: Total number of cable operators, although 95% of the market are hold by TeliaInfoMedia, StjärnTV, Kabelvision, Tulle Warner and UCI Sweden-ON-Line

B, DK, EL, IRL, L, A, FIN and S, source Inside Cable and Telecoms Europe online database

6.5 Satellite households, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	:	:	20.03	21.99	23.62	27.40	28.19	32.03
B	:	:	:	0.26	:	0.30	:	:	:
DK	0.00	0.00	0.39	0.70	0.70	:	0.94	0.99	:
D	:	:	0.85	10.00	10.70	11.37	12.14	12.02	12.90
EL	:	:	:	0.02	0.02	:	:	:	:
E	:	:	:	0.65	0.74	0.73	1.10	1.23	1.84
F	:	:	0.48	1.00	1.34	1.86	3.50	4.03	4.30
IRL	:	:	0.02	0.08	0.10	0.11	0.11	0.11	0.13
I	:	:	:	:	:	:	:	2.17	2.35
L	:	:	:	0.02	0.02	0.02	0.02	0.02	0.03
NL	:	:	:	0.29	:	0.26	0.35	0.32	0.33
A	0.00	0.00	:	0.94	1.08	1.12	1.19	1.26	1.45
P	:	:	:	0.26	0.29	0.32	0.34	0.38	:
FIN	:	:	0.05	0.20	0.23	0.26	0.29	0.31	:
S	:	:	0.11	0.79	0.77	0.87	0.84	0.85	1.05
UK	:	:	1.28	3.28	3.79	3.80	4.12	4.11	5.30
IS	0.00	0.00	:	0.00	0.01	0.01	0.00	:	:
N	:	:	:	0.23	0.25	0.27	0.33	0.39	0.53
CH	:	:	:	0.17	0.25	:	0.36	:	0.61
US	:	:	:	3.30	4.40	6.40	8.30	8.60	9.60
JP	:	:	2.36	7.37	8.17	8.80	9.46	10.07	:

notes:

EU-15 data estimated based on average growth among 10 countries (87% of total) with data available for the whole period

DK, D, IRL, I, L, NL, A, P, S and N 1999, source, SES/ASTRA

D, E, F, IRL, I, L NL, A, S, UK, N and CH 2000, source, SES/ASTRA

US data, source the Motion Picture Association of America, Nielsen Media Research

JP data, source: NHK (Japan Broadcasting Corporation)

6.6 Satellite households in % of all TV households

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	:	:	:	14.3	16.9	16.5	19.1	19.3	22.0
B	:	:	:	6.8	:	7.5	:	:	:
DK	0.0	0.0	17.8	30.7	30.4	:	39.9	42.3	:
D	:	:	3.2	28.1	29.6	30.8	32.8	35.7	35.7
EL	:	:	:	0.6	0.6	:	:	:	:
E	:	:	:	5.5	:	6.1	9.2	10.1	15.6
F	:	:	2.3	4.7	6.2	8.6	15.9	18.2	20.0
IRL	:	:	2.0	7.9	9.2	9.7	9.4	9.6	10.7
I	:	:	:	:	:	:	:	10.5	11.4
L	:	:	:	13.1	12.7	12.5	12.3	12.5	18.8
NL	:	:	:	4.6	:	4.0	5.3	4.9	5.0
A	:	0.0	:	31.9	36.1	35.6	37.3	40.5	45.3
P	:	:	:	8.2	9.6	10.4	11.2	12.1	:
FIN	:	:	2.2	9.1	10.6	11.9	12.8	14.0	:
S	:	:	3.0	20.0	19.0	24.6	25.0	21.5	26.1
UK	:	:	5.9	14.7	16.3	16.3	17.4	17.2	21.8
IS	:	:	:	4.3	5.3	5.2	3.1	:	:
N	:	:	:	12.8	13.5	14.6	17.5	20.3	26.9
CH	:	:	:	6.4	9.4	:	12.1	:	20.1
US	:	:	:	3.5	4.6	6.5	8.4	8.5	9.6
JP	:	:	:	:	:	20.0	:	:	:

notes:

Source: Eurostat, AUVIS domain

6.7 Income from subscription to cable networks and to encrypted airwave and satellite channels, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	6 682	7 743	9 651	:	:
B	:	:	:	440	459	525	:	:
DK	:	:	:	171	192	225	:	:
D	:	:	:	1 736	1 988	2 495	:	:
EL	:	:	:	3	4	5	:	:
E	:	:	:	318	377	491	:	:
F	:	:	:	1 618	1 780	2 093	:	:
IRL	:	:	:	109	119	142	:	:
I	:	:	:	164	230	262	:	:
L	:	:	:	0	0	0	:	:
NL	:	:	:	507	529	604	:	:
A	:	:	:	143	156	187	:	:
P	:	:	:	8	20	31	:	:
FIN	:	:	:	40	43	51	:	:
S	:	:	:	110	116	131	:	:
UK	:	:	:	1 315	1 730	2 409	:	:
IS	:	:	:	:	:	:	:	:
N	:	:	:	93	99	116	:	:
CH	:	:	:	283	310	361	:	:
US	:	:	:	16 466	17 145	19 792	:	:
JP	:	:	:	1 135	1 396	1 874	:	:

notes:

Source: OECD

7. Sound recordings market

EU's music market has grown steadily over the past two decades

The music market in the EU has grown steadily over the past two decades to 9.8 bn euro, 27% of world music sales in 1999. The music market growth, 31%, from 1990 to 1997 was larger than the overall retail trade growth of 15% in the EU during the same period. The US music market growth was however even stronger during the second half of the nineties, reaching 13.4 bn euro, 37% of world sales. The Japanese sales volume stayed at around 6 bn euro during the second half of the nineties.

The global music market had a volume of 36bn euro in 1999, up by 1% in constant US dollar value compared to the year before.

The United Kingdom and Germany are the two largest markets in the EU with 2.7 bn euro of sales value each, followed by France with 1.1 bn euro. Together these countries account for two thirds of the sales value in the EU.

The Danes spend most per capita, about 47 euro per inhabitant, closely followed by the British, with 46 euro, and the Swedes with 38 euro per head.

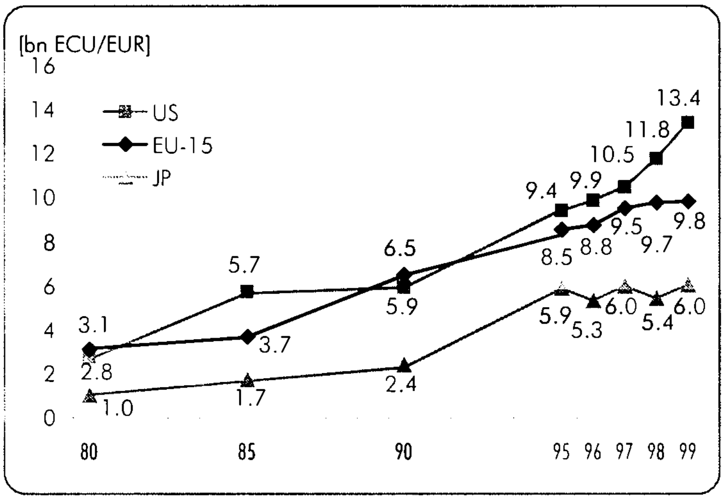
While CD players were introduced in the early eighties, their sales volume took off in the second half of the eighties. In 1988 world sales of CD were already higher than vinyl LPs. The CD sales share increased to 33% in 1990. Since 1995 it has grown steadily from a share of 66% to 71% in 1999.

In 1995 the share of vinyl LPs had decreased to 1%. However, the LPs are still for sale on the market and reached 3.7 million units in 1999.

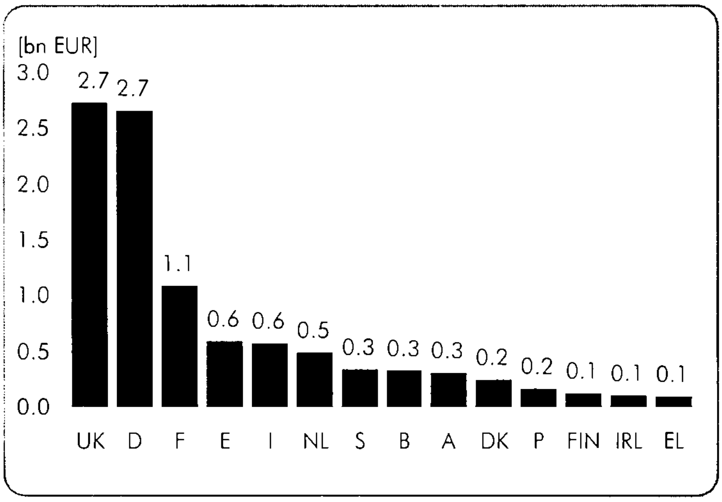
While music cassettes are still predominant in Eastern Europe and Asia (except Japan) accounting for around 80% of the market, their share of sound recordings has decreased in the EU during the nineties: from 33% in 1990 to 8% in 1999.

The share of singles has increased slightly during the nineties in the EU: from 17% (141 million units) in 1990 to 21% (210 million units) in 1999.

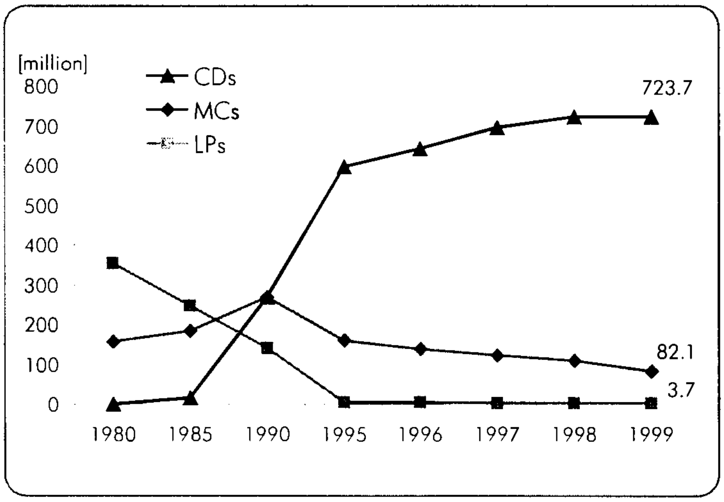
Turnover from sound recordings sales, 1980 - 1999



Turnover from sound recordings sales in EU Member States in 1999



Number of sound recordings sold in the EU, 1980 - 1999



Source: see tables on the following pages

The sales of CDs increased nearly threefold in volume in the EU over the nineties

The sales of CDs increased from 270 million units in 1990 to 724 million units in the EU in 1999. The sales volume increased even more in the United States, by 230% during the nineties, from 287 million to 934 million units. In Japan the growth was smaller: sales just doubled in volume. Reduced consumer demand in Japan led to a 9% fall in number of CDs during 1999.

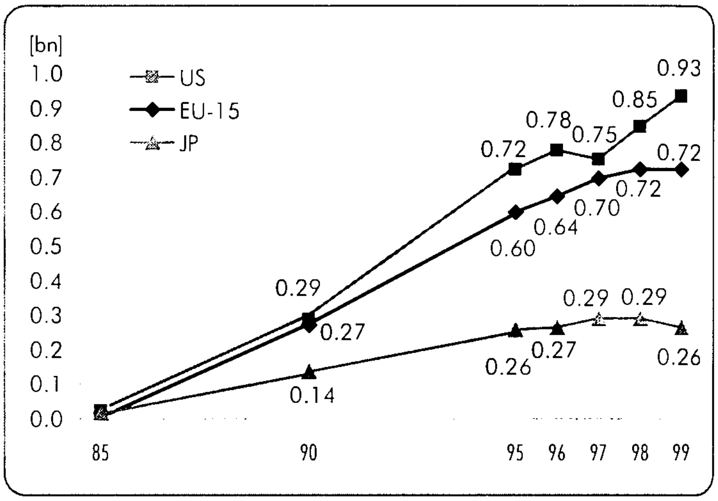
Germany is the largest market in the EU with over 210 million CDs (29% of the EU market) sold in 1999. Second is the United Kingdom with nearly 177 million CDs sold (25% of the EU market).

Denmark is however the country where the average citizen buy most CDs: 3.3 per capita. The United Kingdom is second with 3.0 CDs per capita per year, third is Germany with 2.6. On the other hand of the scale is Italy with 0.6 CDs per capita and Greece with 0.7 CDs per capita.

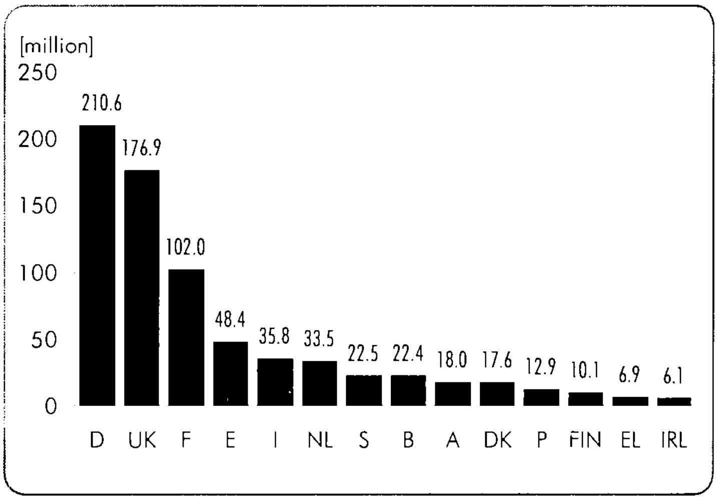
The saturation of CD players in private households also reflects the buying behaviour. In Japan, 95% of the households own CD players. These households buy 65% of the sound recordings in the form of a CD. The Netherlands is the EU Member State with the highest CD player saturation: 90% of the private households own CD players. There are 1.6 CD players per capita in the Netherlands. CDs account for 85% of the total sound recordings sold in the Netherlands. The shares of CD sales in total would be higher if singles on CDs were included. Low saturation countries like Greece (28%), Portugal (35%) and Italy (45%) also show relatively low shares of CD sales in total sound recordings.

But looking at the average number of CDs sold per CD player household, the US takes the lead with 11.4 CDs per CD player household, followed by Portugal, Iceland, Norway and Austria with 11 CDs per CD player household. Italy and the Netherlands are on the other side of the scale with 3.9 and 5.5 CDs respectively per CD player household.

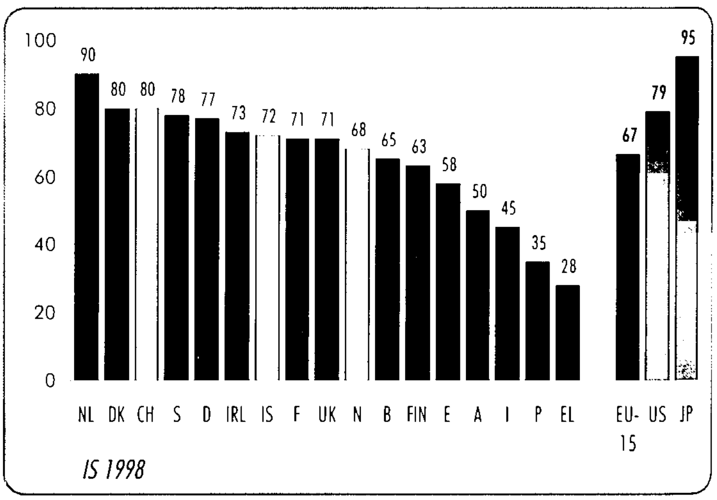
CDs sold, 1985 - 1999



CDs sold in EU Member States in 1999



Share of private households with CD player in 1999



Source: see tables on the following pages

Domestic or international music repertoire: varies country by country

The twenty most important countries in sales value account for 92% of the world sales volume. The United States is the largest market, followed by Japan. The next three are EU countries which together are larger than Japan. Half of the twenty largest markets are EU countries. Four countries belong to the Americas and two to Asia.

The piracy level is below 10% in most EU countries, US and Japan. However it is higher in many other countries. Sales of pirated music CDs worldwide exceed 500 million units annually according to the International Federation of the Phonographic Industry. With the MP3 format for compressing music, Internet based peer-to-peer networks may also increase piracy and decrease sales.

Domestic music plays a significant role in the United States.

Rock accounts for 25% of sales, Country for 11%, Rhythm & Blues also 11%, Rap 11% and Pop 10%. Japan is another country where domestic music takes the lion's share: 77% of sales. Greece is the EU country, where domestic music plays the most significant role: 56%, followed by France with 53%. Switzerland, Ireland and the Netherlands are the three European countries with highest international repertoire: 82%, 74% and 69% respectively.

Classical music play a marginal role. In the US it stayed at 3% of market value during the nineties. In Switzerland, Austria, the Netherlands and Finland it reached between 8% and 9% in 1999.

Regional repertoire is identified in a few countries. In Belgium it accounts for 26% of market value, in Portugal for 11%.

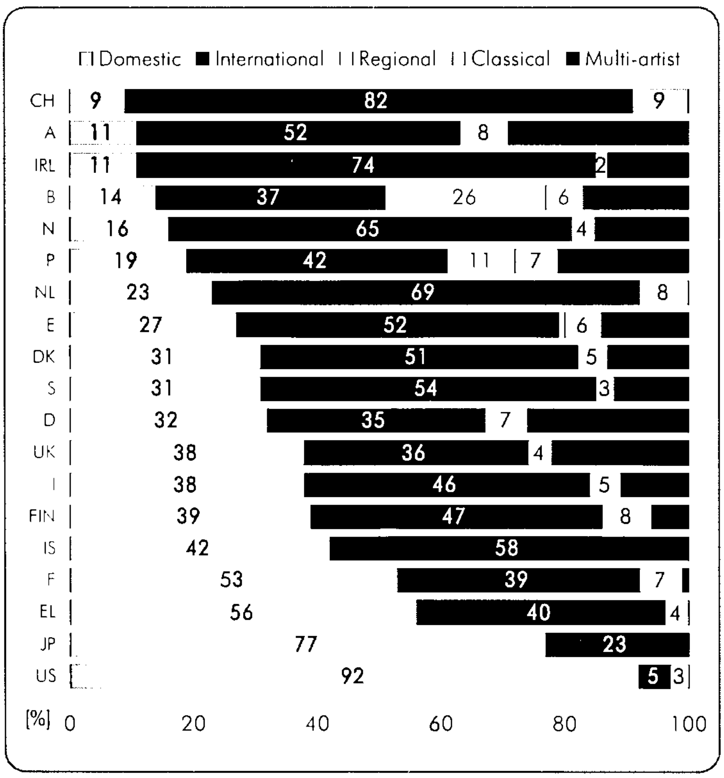
Top 20 music sales ranking in 1999,

source: the International Federation of the Phonographic Industry

Rank	Country	Turnover (bn EUR)
1	USA	13.37
2	Japan	6.04
3	**UK**	**2.73**
4	**Germany**	**2.66**
5	**France**	**1.86**
6	Canada	0.83
7	Brazil	0.63
8	Australia	0.62
9	**Spain**	**0.60**
10	Mexico	0.59
11	**Italy**	**0.57**
12	**Netherlands**	**0.49**
13	**Sweden**	**0.33**
14	**Belgium**	**0.32**
15	**Austria**	**0.30**
16	Taiwan	0.29
17	Switzerland	0.26
18	Argentina	0.25
19	**Denmark**	**0.25**
20	Norway	0.24

1999 repertoire origin as % of market value,

source: the International Federation of the Phonographic Industry



7.1 Turnover from sound recordings sales, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	3 107	3 678	6 479	8 513	8 753	9 490	9 747	9 812
B	99	90	190	362	331	308	331	321
DK	49	62	122	234	242	241	238	248
D	982	1 053	1 776	2 498	2 532	2 748	2 710	2 659
EL	36	43	54	100	99	103	107	93
E	168	128	413	429	461	534	599	592
F	370	356	758	1 037	1 043	1 092	1 137	1 081
IRL	:	25	:	60	69	91	101	106
I	212	238	460	450	502	522	549	570
L	:	:	:	:	:	:	:	:
NL	196	215	506	547	520	537	505	490
A	56	67	132	315	318	316	312	303
P	33	39	47	107	124	142	168	166
FIN	49	86	137	110	116	123	125	120
S	99	147	226	297	317	328	317	335
UK	734	1 130	1 657	1 959	2 079	2 405	2 549	2 729
IS	:	:	:	12	13	13	15	17
N	51	90	93	222	209	230	246	245
CH	67	102	211	342	316	273	278	260
US	2 774	5 738	5 922	9 419	9 871	10 499	11 768	13 372
JP	1 033	1 717	2 396	5 883	5 327	5 977	5 404	6 043

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.2 Total sound recordings sold, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	759.3	684.0	820.6	922.1	968.0	1 034.7	1 043.6	1 019.8
B	25.1	17.4	21.3	20.6	26.0	27.0	31.5	31.0
DK	8.9	9.4	10.1	15.6	18.4	19.2	18.6	19.1
D	198.0	179.8	221.9	252.8	263.4	293.8	290.5	289.8
EL	9.0	10.3	8.5	8.4	8.4	8.3	9.6	8.4
E	50.5	29.1	50.6	52.6	51.4	54.9	60.4	61.4
F	140.4	120.2	131.5	137.1	145.2	156.9	157.7	150.2
IRL	:	3.8	:	5.2	6.1	8.1	9.0	9.5
I	59.5	43.2	56.7	44.7	43.5	60.4	52.5	53.9
L	:	:	:	:	:	:	:	:
NL	45.5	34.0	47.3	44.3	43.3	45.5	41.4	39.4
A	12.1	11.3	14.4	24.8	24.4	24.4	23.2	22.4
P	9.3	7.8	5.8	11.9	14.3	14.5	19.7	16.8
FIN	10.4	12.2	15.7	10.4	11.4	10.9	12.3	11.4
S	15.1	20.2	27.2	26.8	25.6	25.8	27.6	28.6
UK	170.5	185.2	209.5	266.9	286.7	284.9	289.5	277.7
IS	:	:	:	0.6	0.7	0.7	0.8	0.9
N	7.6	9.7	9.2	16.0	14.8	15.4	17.1	16.6
CH	14.3	15.0	21.6	28.2	27.1	26.9	26.2	24.9
US	683.7	649.4	856.5	1 100.1	1 120.3	1 044.5	1 095.9	1 134.9
JP	219.9	175.7	237.1	421.7	426.7	462.2	454.3	407.8

notes:

Sum of singles, LPs, CDs and MCs

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.3 Singles sold, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	248.8	238.1	140.6	158.5	181.5	213.0	208.9	210.3
B	12.5	9.7	7.7	3.7	4.8	6.2	8.7	8.4
DK	2.0	1.9	1.0	0.5	0.8	1.1	1.2	1.3
D	45.0	49.6	27.2	44.1	48.5	55.3	56.8	57.1
EL	0.2	0.0	0.0	0.0	0.0	0.0	0.8	1.0
E	7.0	4.0	1.6	0.9	0.9	1.6	1.3	2.4
F	54.3	65.1	28.0	21.7	30.4	42.6	40.0	36.5
IRL	:	1.2	:	1.0	1.3	1.8	1.9	2.3
I	24.5	9.2	2.0	1.5	1.4	2.2	3.6	5.1
L	:	:	:	:	:	:	:	:
NL	14.0	12.1	6.3	7.9	7.9	7.8	6.6	5.4
A	4.0	3.7	2.4	3.3	3.9	3.2	3.1	3.7
P	3.7	2.9	0.2	0.1	0.1	0.3	0.6	1.0
FIN	:	:	0.4	0.3	0.4	0.4	0.5	0.5
S	2.0	5.0	4.9	2.8	2.9	3.5	4.4	5.5
UK	77.9	73.8	58.9	70.7	78.3	87.0	79.4	80.1
IS	:	:	:	:	:	:	:	:
N	0.6	1.4	0.6	1.8	1.8	2.0	1.9	1.7
CH	3.0	4.2	1.4	2.5	2.8	4.8	3.4	3.3
US	164.3	120.7	116.1	102.4	113.2	117.0	87.7	75.3
JP	83.6	53.2	51.8	145.0	145.8	156.4	138.0	128.1

notes:

Include Vinyl, CD and MC singles

B, DK, D, EL, IRL, I, A, P, S, UK, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.4 Share of singles sold (of total sound recordings sold), %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	32.8	34.8	17.1	17.2	18.8	20.6	20.0	20.6
B	49.8	56.0	36.0	17.9	18.5	23.0	27.7	27.1
DK	22.4	19.8	9.9	3.2	4.3	5.7	6.5	6.8
D	22.7	27.6	12.3	17.4	18.4	18.8	19.6	19.7
EL	2.2	0.0	0.0	0.0	0.0	0.0	8.3	11.9
E	13.9	13.6	3.2	1.7	1.8	2.9	2.1	3.9
F	38.7	54.1	21.3	15.9	20.9	27.2	25.4	24.3
IRL	:	30.9	:	19.9	20.9	22.2	21.1	24.2
I	41.2	21.3	3.5	3.4	3.2	3.6	6.9	9.5
L	:	:	:	:	:	:	:	:
NL	30.8	35.6	13.3	17.8	18.2	17.1	15.9	13.7
A	33.2	32.8	16.7	13.2	16.0	13.1	13.4	16.5
P	39.5	36.6	3.4	0.8	0.7	2.1	3.0	6.0
FIN	:	:	2.5	2.9	3.5	3.7	4.1	4.4
S	13.0	24.9	18.0	10.4	11.4	13.6	15.9	19.2
UK	45.7	39.8	28.1	26.5	27.3	30.5	27.4	28.8
IS	:	:	:	:	:	:	:	:
N	7.8	14.4	6.7	11.2	12.2	13.0	11.1	10.2
CH	21.3	28.1	6.5	8.9	10.3	17.8	13.0	13.3
US	24.0	18.6	13.6	9.3	10.1	11.2	8.0	6.6
JP	38.0	30.3	21.8	34.4	34.2	33.8	30.4	31.4

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.5 Music Cassettes sold, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	157.1	184.0	269.6	159.8	139.4	121.6	108.6	82.1
B	2.3	1.6	2.9	0.8	0.6	0.4	0.3	0.2
DK	2.5	2.0	1.8	1.0	0.7	0.5	0.2	0.2
D	43.5	49.4	74.6	31.4	30.0	28.6	26.3	21.5
EL	2.5	5.2	2.9	1.1	0.6	0.5	0.5	0.5
E	27.1	13.4	23.5	17.9	15.1	13.8	12.4	10.6
F	21.7	20.7	42.0	22.2	17.3	14.9	13.8	11.4
IRL	:	1.4	:	1.7	1.7	1.7	1.5	1.1
I	16.0	16.1	25.1	15.1	14.3	16.3	14.2	12.9
L	:	:	:	:	:	:	:	:
NL	4.5	5.5	3.4	1.2	0.8	0.6	0.4	0.3
A	2.4	1.8	3.2	3.2	1.9	1.3	0.9	0.7
P	1.3	1.3	2.6	5.1	5.6	3.4	3.8	2.9
FIN	4.3	5.5	6.8	3.3	3.0	1.8	1.3	0.8
S	2.6	4.7	5.7	2.4	1.7	1.2	0.8	0.6
UK	25.2	55.4	75.1	53.4	46.2	36.6	32.2	18.4
IS	:	:	:	:	:	0.0	0.0	0.0
N	3.2	4.2	4.1	1.6	0.8	0.5	0.3	0.3
CH	3.4	3.3	6.0	2.8	2.1	1.5	1.5	0.9
US	196.6	339.1	442.2	272.6	225.3	171.9	158.7	122.9
JP	64.0	59.6	46.2	9.0	7.4	7.7	10.3	6.6

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.6 Share of Music Cassettes sold (of total sound recordings sold), %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	20.7	26.9	32.9	17.3	14.4	11.8	10.4	8.1
B	9.1	9.4	13.8	3.9	2.3	1.5	1.0	0.6
DK	28.6	21.6	17.8	6.4	3.8	2.6	1.1	1.0
D	22.0	27.5	33.6	12.4	11.4	9.7	9.1	7.4
EL	27.5	50.5	34.3	13.1	7.1	6.0	5.2	5.9
E	53.6	46.1	46.5	33.9	29.3	25.1	20.6	17.2
F	15.5	17.2	31.9	16.2	11.9	9.5	8.8	7.6
IRL	:	36.0	:	33.2	27.3	20.9	16.6	11.6
I	26.9	37.2	44.3	33.8	32.9	27.0	27.0	23.9
L	:	:	:	:	:	:	:	:
NL	9.9	16.2	7.2	2.7	1.8	1.3	1.0	0.8
A	19.7	16.1	22.2	12.8	7.8	5.3	3.9	3.1
P	13.7	16.5	44.8	42.9	39.2	23.4	19.3	17.3
FIN	41.3	45.1	43.3	31.7	26.3	16.5	10.6	7.0
S	17.2	23.1	20.9	9.0	6.7	4.6	2.9	2.1
UK	14.8	29.9	35.8	20.0	16.1	12.8	11.1	6.6
IS	:	:	:	:	:	2.8	1.2	0.9
N	42.8	43.3	44.5	10.0	5.4	3.2	1.8	1.8
CH	24.1	21.8	27.8	9.9	7.7	5.6	5.7	3.6
US	28.8	52.2	51.6	24.8	20.1	16.5	14.5	10.8
JP	29.1	33.9	19.5	2.1	1.7	1.7	2.3	1.6

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.7 LPs sold, million

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	353.4	246.7	140.3	6.3	4.1	3.7	3.6	3.7
B	10.3	5.6	1.4	0.0	0.0	0.0	0.1	0.0
DK	4.4	5.2	4.1	0.0	0.0	0.0	0.0	0.0
D	109.5	74.0	43.9	0.4	0.4	0.4	0.6	0.6
EL	6.3	5.1	5.0	1.4	0.6	0.1	0.0	0.0
E	16.4	11.7	18.1	0.3	0.1	0.2	0.0	0.0
F	64.3	32.1	6.7	0.1	0.1	0.2	0.3	0.4
IRL	:	1.3	:	0.0	0.0	0.0	0.0	0.0
I	19.0	16.9	14.2	0.1	0.1	0.1	0.1	0.1
L	:	:	:	:	:	:	:	:
NL	27.0	15.8	2.6	0.2	0.2	0.2	0.2	0.2
A	5.7	5.5	3.6	0.1	0.0	0.0	0.0	0.0
P	4.3	3.6	1.8	0.0	0.0	0.0	0.0	0.0
FIN	6.1	6.7	5.1	0.2	0.1	0.0	0.0	0.0
S	10.6	10.3	9.1	0.0	0.0	0.0	0.0	0.0
UK	67.4	52.9	24.7	3.6	2.4	2.5	2.2	2.3
IS	:	:	:	0.0	0.0	0.0	0.0	0.0
N	3.7	3.8	1.9	0.0	0.0	0.0	0.0	0.0
CH	7.8	6.1	1.2	0.1	0.1	0.1	0.1	0.1
US	322.8	167.0	11.7	2.2	2.9	2.7	3.4	2.9
JP	72.4	46.4	0.6	8.5	7.6	8.8	14.1	8.2

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.8 Share of LPs sold (of total sound recordings sold), %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	46.5	36.1	17.1	0.7	0.4	0.4	0.3	0.4
B	41.1	32.1	6.5	0.0	0.0	0.0	0.2	0.1
DK	49.0	55.6	40.6	0.0	0.1	0.0	0.0	0.0
D	55.3	41.2	19.8	0.2	0.2	0.1	0.2	0.2
EL	70.3	49.5	58.4	16.7	7.1	1.2	0.3	0.1
E	32.5	40.2	35.8	0.5	0.2	0.4	0.0	0.0
F	45.8	26.7	5.1	0.1	0.1	0.1	0.2	0.3
IRL	:	33.1	:	0.2	0.3	0.2	0.2	0.1
I	31.9	39.2	25.0	0.2	0.2	0.2	0.2	0.2
L	:	:	:	:	:	:	:	:
NL	59.3	46.5	5.5	0.5	0.5	0.4	0.5	0.5
A	47.1	48.7	25.0	0.3	0.1	0.0	0.1	0.1
P	46.8	46.7	31.0	0.0	0.0	0.0	0.0	0.0
FIN	58.7	54.9	32.5	1.9	0.9	0.0	0.1	0.0
S	69.7	50.7	33.4	0.0	0.1	0.1	0.1	0.1
UK	39.5	28.6	11.8	1.4	0.9	0.9	0.8	0.8
IS	:	:	:	5.0	4.4	1.4	2.4	2.2
N	49.4	39.2	20.6	0.0	0.0	0.0	0.0	0.0
CH	54.7	40.8	5.6	0.4	0.4	0.4	0.4	0.4
US	47.2	25.7	1.4	0.2	0.3	0.3	0.3	0.3
JP	32.9	26.4	0.2	2.0	1.8	1.9	3.1	2.0

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.9 CDs sold, milion

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	0.0	15.9	270.0	597.4	643.0	696.4	722.5	723.7
B	0.0	0.4	9.3	16.1	20.6	20.4	22.4	22.4
DK	0.0	0.3	3.2	14.1	16.9	17.6	17.2	17.6
D	0.0	6.8	76.2	176.9	184.5	209.5	206.8	210.6
EL	0.0	0.0	0.6	5.9	7.2	7.7	8.3	6.9
E	0.0	0.0	7.4	33.6	35.4	39.3	46.7	48.4
F	0.0	2.4	54.8	93.1	97.4	99.2	103.6	102.0
IRL	0.0	0.0	:	2.4	3.1	4.6	5.6	6.1
I	0.0	1.0	15.4	28.0	27.7	41.8	34.6	35.8
L	0.0	:	:	:	:	:	:	:
NL	0.0	1.4	35.0	35.0	34.4	36.9	34.2	33.5
A	0.0	0.3	5.2	18.3	18.6	19.9	19.2	18.0
P	0.0	0.0	1.2	6.7	8.6	10.8	15.3	12.9
FIN	0.0	0.0	3.4	6.6	7.9	8.7	10.5	10.1
S	0.0	0.3	7.5	21.6	20.9	21.1	22.4	22.5
UK	0.0	3.1	50.9	139.2	159.7	158.8	175.7	176.9
IS	0.0	:	:	0.6	0.7	0.7	0.8	0.9
N	0.0	0.3	2.6	12.6	12.2	12.9	14.9	14.6
CH	0.0	1.4	13.0	22.8	22.1	20.5	21.2	20.6
US	0.0	22.6	286.5	722.9	778.9	752.9	846.1	933.8
JP	0.0	16.5	138.6	259.2	265.9	289.3	291.9	264.9

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

CD's in Luxembourg are bought in Belgium, France, Germany and Holland according to International Federation of Phonographic Industry

7.10 Share of CDs sold (of total sound recordings sold), %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	0.0	2.3	32.9	64.8	66.4	67.3	69.2	71.0
B	0.0	2.5	43.6	78.2	79.2	75.6	71.2	72.2
DK	0.0	3.0	31.7	90.4	91.8	91.7	92.5	92.1
D	0.0	3.8	34.3	70.0	70.0	71.3	71.2	72.7
EL	0.0	0.0	7.4	70.2	85.7	92.8	86.2	82.0
E	0.0	0.0	14.6	63.9	68.8	71.6	77.3	78.8
F	0.0	2.0	41.7	67.9	67.1	63.2	65.7	67.9
IRL	:	0.0	:	46.6	51.5	56.7	62.1	64.1
I	0.0	2.4	27.2	62.6	63.7	69.2	65.9	66.4
L	:	:	:	:	:	:	:	:
NL	0.0	4.1	74.0	79.0	79.4	81.1	82.6	85.0
A	0.0	2.3	36.1	73.7	76.1	81.5	82.7	80.2
P	0.0	0.1	20.7	56.3	60.1	74.5	77.7	76.8
FIN	0.0	0.0	21.7	63.5	69.3	79.8	85.3	88.6
S	0.0	1.3	27.6	80.5	81.8	81.7	81.1	78.6
UK	0.0	1.7	24.3	52.1	55.7	55.7	60.7	63.7
IS	:	:	:	95.0	95.6	98.6	97.6	97.8
N	0.0	3.1	28.2	78.8	82.4	83.8	87.1	88.0
CH	0.0	9.3	60.2	80.9	81.5	76.2	80.9	82.7
US	0.0	3.5	33.5	65.7	69.5	72.1	77.2	82.3
JP	0.0	9.4	58.4	61.5	62.3	62.6	64.3	65.0

notes:

B, DK, D, EL, IRL, I, A, P, S, UK, IS, N, CH, US, JP, 1997 - 1999, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

7.11 CDs sold per CD player household

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	7.7	7.7	7.9	7.7	7.1
B	:	:	6.8	6.6	8.2	8.2	8.5	8.1
DK	:	:	7.1	8.9	10.2	9.9	9.3	9.1
D	:	:	15.4	7.0	7.0	7.8	7.3	6.9
EL	:	:	:	11.1	11.0	9.9	9.5	6.1
E	:	:	6.8	8.2	7.7	7.8	8.1	6.7
F	:	:	:	7.1	6.9	6.6	6.5	6.0
IRL	:	:	:	4.8	5.1	6.3	6.8	6.7
I	:	:	:	6.1	4.6	5.5	4.1	3.9
L	:	:	:	:	:	:	:	:
NL	:	:	11.9	6.6	6.2	6.5	5.8	5.5
A	:	:	:	14.6	13.1	13.3	12.5	11.1
P	:	:	:	9.3	10.3	11.7	15.5	11.2
FIN	:	:	14.4	7.5	7.2	6.6	7.3	6.8
S	:	:	10.3	9.2	8.3	7.6	7.5	6.8
UK	:	:	9.4	9.4	10.5	10.1	10.6	10.1
IS	:	:	:	11.0	11.4	11.1	11.1	:
N	:	:	:	15.5	13.1	11.6	12.2	11.1
CH	:	:	27.5	10.6	10.0	8.9	9.0	8.1
US	:	:	:	12.4	12.0	10.8	11.3	11.4
JP	:	:	:	7.4	:	7.0	:	:

notes:

Source: Eurostat, AUVIS domain

Data for the period 1995 - 1999, Eurostat estimates based on data from the International Federation of Phonographic Industry

7.12 Share of private households with CD player, %

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	53	56	60	63	67
B	:	:	36	59	61	60	63	65
DK	:	:	20	67	70	74	77	80
D	:	:	17	68	71	72	75	77
EL	:	:	:	14	17	20	22	28
E	:	:	10	34	38	42	47	58
F	:	:	:	57	61	65	68	71
IRL	:	:	:	44	53	60	67	73
I	:	:	:	23	30	38	42	45
L	:	:	:	:	:	:	:	:
NL	:	:	48	83	85	86	88	90
A	:	:	:	40	45	47	48	50
P	:	:	:	22	26	28	30	35
FIN	:	:	11	39	48	57	62	63
S	:	:	19	57	61	67	73	78
UK	:	:	24	62	63	65	68	71
IS	:	:	31	51	56	64	72	:
N	:	:	:	44	50	59	64	68
CH	:	:	17	71	72	74	75	80
US	:	:	:	59	65	69	73	79
JP	:	:	:	80	85	90	93	95

notes:

Source: Eurostat, AUVIS domain

Data for the period 1995 - 1999, Eurostat estimates based on data from the International Federation of Phonographic Industry

7.13 Price of CD

	Turnover from 1999 (bn EUR)	Number of CDs sold 1999 (bn)	Share of value of CDs in all sound recordings (%)	Average CD price (EUR)	No. 1 CD price Sept 2000 (EUR)
EU-15	9.81	0.72	84	11.4	:
B	0.32	0.02	87	12.5	:
DK	0.25	0.02	97	13.6	:
D	2.66	0.21	85	10.7	14.9
EL	0.09	0.01	91	12.2	:
E	0.59	0.05	87	10.6	:
F	1.08	0.10	81	8.6	17.3
IRL	0.11	0.01	80	14.0	:
I	0.57	0.04	75	11.9	:
L	:	:	:	:	:
NL	0.49	0.03	93	13.6	:
A	0.30	0.02	90	15.2	:
P	0.17	0.01	94	12.1	:
FIN	0.12	0.01	94	11.2	:
S	0.33	0.02	93	13.8	19.7
UK	2.73	0.18	81	12.5	21.9
IS	0.02	0.00	95	17.6	:
N	0.24	0.01	95	15.9	:
CH	0.26	0.02	92	11.6	:
US	13.37	0.93	90	12.9	17.4
JP	6.04	0.26	81	18.5	:

notes:

Turnover, number of CDs sold, source: the International Federation of the Phonographic Industry

The average price takes into account full, mid and buget price, whose composition and price vary country by country

No. 1 CD price September 2000, source, Economist Intelligence Unit

eurostat

8. Radio market

87% of the radio stations in the EU are private

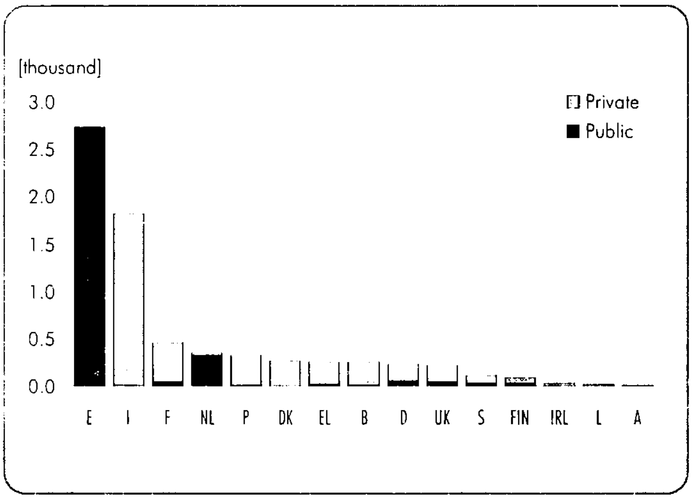
In Europe regular radio broadcasting started already at the beginning of the Twenties. The deregulation that commenced in the Eighties resulted in a rapid growth of private local and commercial radio networks. The radio sector is much more fragmented than the TV sector. Alongside nation-wide general-interest radio stations (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 of 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 1999, however, the number of radio stations declined from an estimated 7,600 stations to about 5,200 stations, a decrease of about 32%. Spain is the EU Member State with the highest number of radio stations. Most of them are public. Italy is second with mostly private stations. The country with the highest share of public radio stations is the Netherlands where 95% are public. Austria is second with 85% public radio stations. At the other end of the scale are Italy, Denmark, Portugal, Japan, Belgium and Luxembourg with over 96% private radio stations. Between 1985 and 1999, the total number of radio stations in the United States grew by 20% to around 12,600 stations. The ten largest radio broadcasters in the United States, which own about 14% of all domestic stations, accounted for nearly 41% of radio industry advertising income in 1998. This marks an increased concentration of ownership in the United States. Two years earlier, in 1996, the 15 largest owners of radio stations controlled 6% of the stations and accounted for 34% of advetising income.

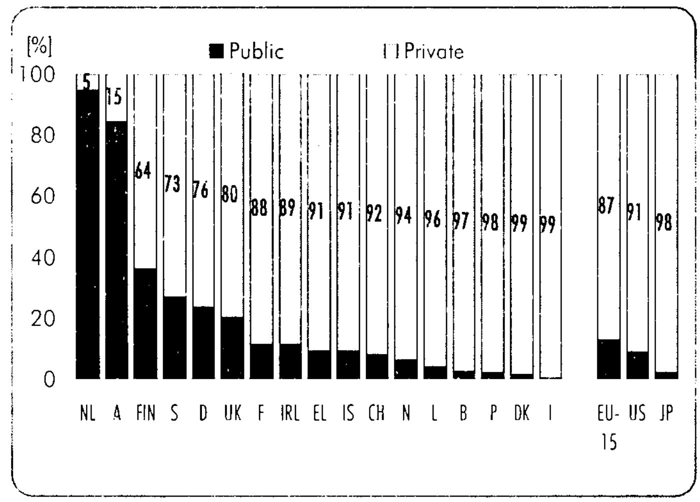
The average listening time of adults in EU countries varies from 290 minutes in Ireland to 150 minutes in the United Kingdom. Radio listening is often combined with other activities like car driving.

The past two decades have been marked by a diversification of radio equipment. Radios combined with other music sources became more common. As a result most households had more than one radio set and 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. There are at least 500 million radios in use in the EU. 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).

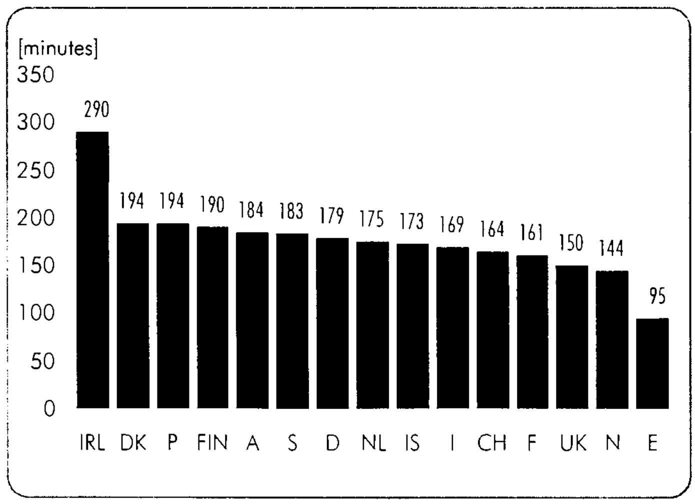
Radio programme services (radio stations) of national origin in 1999 in the EU, latest available year



Share of public and private radio programme services latest available year



Daily listening time of adults in EU Member States latest available year



Source: see tables on the following pages

8.1 Radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	167	252	:	256	:	:	:
DK	3	93	352	285	275	270	274	:
D	40	48	171	231	236	230	233	:
EL	:	:	33	:	:	140	266	266
E	891	891	2 017	2 742	:	:	:	:
F	:	:	:	:	1 290	1 266	458	:
IRL	4	4	25	38	36	34	35	:
I	:	:	:	2 017	1 908	1 717	1 074	1 832
L	4	4	4	20	22	22	22	25
NL	9	12	18	30	30	30	30	356
A	12	12	13	13	13	:	:	:
P	16	16	325	337	337	337	334	335
FIN	3	22	70	91	91	92	93	94
S	29	28	29	105	113	114	115	115
UK	:	:	:	221	226	240	228	:
IS	1	4	14	18	18	22	22	22
N	:	:	442	372	:	334	:	:
CH	3	35	46	45	47	48	50	:
US	:	10 500	:	:	:	:	:	12 582
JP	:	:	:	131	171	196	222	:

notes:

Sum of public and private

Source: Eurostat, AUVIS domain

US data, source US Industry & Trade Outlook 2000

8.2 Public radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	:	:	7	7	:	:	:
DK	:	:	:	:	:	4	4	3
D	40	40	40	56	56	56	55	56
EL	:	:	:	:	:	25	25	25
E	:	:	:	:	:	:	:	:
F	16	39	53	53	53	53	53	:
IRL	:	:	4	4	4	4	4	:
I	3	3	3	3	3	9	10	10
L	:	:	:	1	1	1	1	1
NL	:	:	:	18	18	18	18	337
A	12	12	13	11	11	:	:	:
P	9	9	9	8	8	8	8	7
FIN	3	4	4	32	32	31	32	34
S	29	28	29	29	29	:	:	31
UK	:	:	:	46	46	:	:	:
IS	1	4	5	5	5	2	2	2
N	:	:	:	21	21	1	1	1
CH	3	3	3	4	4	4	4	:
US	217	288	318	407	408	:	:	:
JP	4	5	5	5	5	5	5	:

notes:

Source: Eurostat, AUVIS domain

EL: source : Ministry of Press and Media

I: source: RAI

P: source: ICS

FIN: source: Association of Finnish Broadcasters

IS: Regional and local windows excluded. The public broadcaster of the Icelandic National Broacasting Service operated three regional services/windows in the years under review. Source: SI

8.3 Private radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	:
B	:	162	247	:	249	:	:	:
DK	:	:	:	:	:	:	:	:
D	0	8	131	175	180	174	178	:
EL	:	:	:	:	:	241	241	241
E	:	:	:	:	:	:	:	:
F	:	:	:	:	1 237	409	405	:
IRL	:	:	21	34	32	:	:	:
I	:	:	:	2 014	1 905	1 714	1 064	1 822
L	4	4	4	19	21	21	21	24
NL	:	:	:	12	12	12	12	19
A	:	:	:	2	2	:	:	:
P	7	7	316	329	329	329	326	328
FIN	:	18	66	59	59	61	61	60
S	:	:	:	76	84	84	84	84
UK	26	51	79	175	180	194	223	:
IS	:	:	9	13	13	17	20	20
N	:	:	:	351	:	313	:	:
CH	0	32	43	41	43	44	46	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	126	166	191	217	:

notes:

Source: Eurostat, AUVIS domain

L: source : Ministry of Press and Media

I: source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

P: source: ICS

FIN: source: Association of Finnish Broadcasters

S: Source: RTVV (Radio & TV Authority).

UK: only 3 analogue, data also show the handfull of cable & satellite stations

8.4 Daily listening time of adults, minutes

	1980	1985	1990	1995	1996	1997	1998	1999
EU-15	:	:	:	:	:	:	:	162
B	:	:	:	:	:	:	:	:
DK	:	:	:	153	133	191	195	194
D	:	:	156	167	169	177	172	179
EL	:	:	:	:	:	:	:	:
E	:	:	:	:	:	100	96	95
F	:	:	:	193	190	153	154	161
IRL	:	:	:	279	290	:	:	:
I	:	:	:	170	170	165	169	:
L	:	:	:	:	:	:	:	:
NL	:	:	:	170	174	176	181	175
A	:	138	140	173	184	:	:	:
P	:	:	:	194	202	197	187	194
FIN	128	:	199	219	205	205	199	190
S	:	:	126	188	186	185	183	183
UK	:	:	:	156	150	148	150	:
IS	:	:	:	178	167	174	173	:
N	:	:	148	138	146	144	:	:
CH	:	:	156	162	166	162	164	:
US	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:

notes:

Annual average

Source: Eurostat, AUVIS domain

EU-15, estimated using available data weighted by population

E: Source: Estudio General de Medios 1999-2000 EGM-AIMC

NL: Listeners of 13 years and older.

P: source: Marktest

S: Population 9+ Source: RUAB (Radioutveckling AB).

UK: based on RAJAR/RSL data. The RAJAR methodology changed from Jan 1999, so 1999 figures are not directly comparable with figures for previous years.

9. Other general information

PC density

The number of personal computers in the EU countries is increasing by about 10 million per year. International Telecommunication Union estimates the number of PCs in the EU to be 93 Mio in 1999

While the Nordic countries show the highest densities, the density in Greece (6PCs/100) and Portugal (9 PCs/100) remains low compared to the EU average (25/100). Sweden is the country with the highest number of personal computers per 100 inhabitants (45).

In 1999 35 % of the EU population (aged 15 and over) used a PC. About 40 % of persons employed use a PC at work.

PCs are more and more developing into multimedia tools. A CD Rom drive is now a standard enabling the playing of music CDs on a normal PC. With the Internet, radio and TV-services can be accessed via a PC, though slow connection speeds have limited the popularity of the latter.

Internet users

According to a Eurobarometer survey, Internet penetration in EU-15 households reached 29% in October 2000 (population aged 15 and over using Internet at home).

NUA has estimated the number of Internet users in Europe at 113 million in November 2000 (of which EU-15 ca. 85% or 95 million).

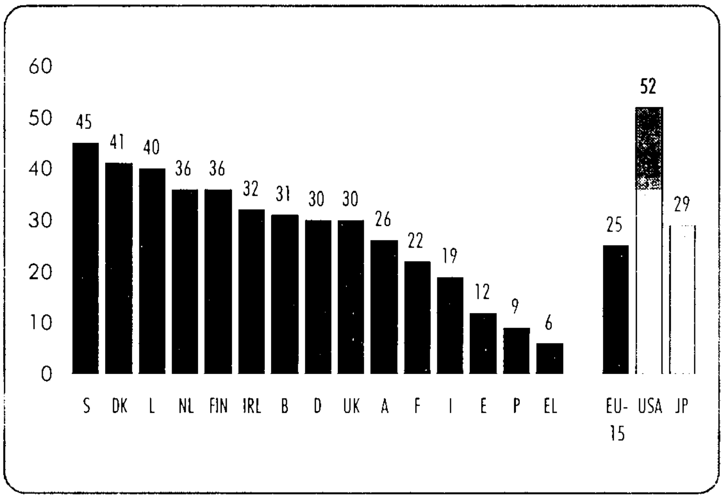
At the end of 2001 the number of users will probably surpass 150 million in EU-15.

There are strong differences in the density of PCs and Internet hosts between EU-15 and Japan on one side and the USA on the other side. In 1999 the PC density in the USA was twice as high as in Europe and in Japan it was slightly above the EU average.

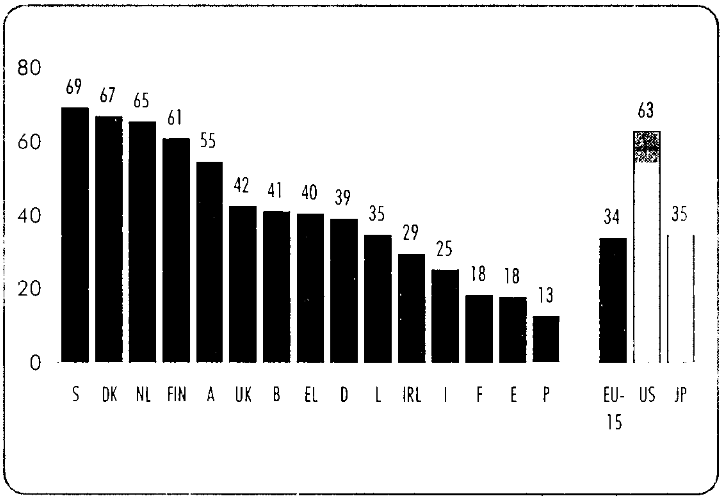
In the EU-15 there was an average of 34 Internet users per 100 inhabitants in April 2001, or nearly 128 million in total, while in the United States there were 63 Internet users per 100 inhabitants, with a total of 175 million users. The density in Japan was about the same as in EU-15.

The Internet is, amongst other things, increasingly used to download music files and more and more

Number of PCs per 100 inhabitants



Number of Internet users per 100 inhabitants

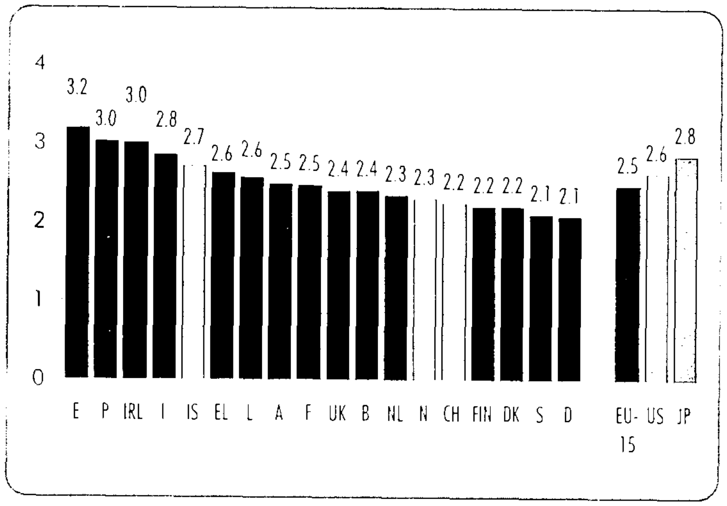


Source: see tables on the following pages

Household size

There are strong differences in the average size of households among the EU countries. In the southern countries (Spain, Portugal) and in Ireland we can find the biggest households with 3.2 to 3 members. On the other side of the scale was Germany and Sweden with just 2 members per household.

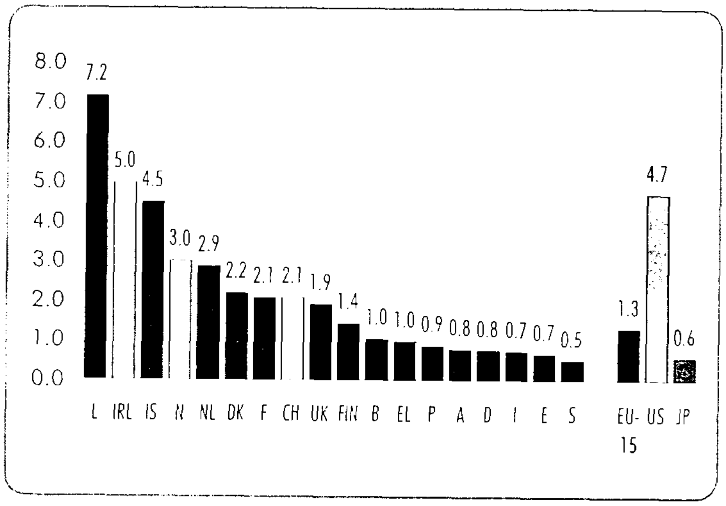
Average household size in 1999



Increase in

During the last 5 years the EU 15 population increased in average by 0.3% per year or 1.3% in total (nearly 5 million persons). There are pronounced differences among the member states. In Luxembourg the population increased by 7.2%. Also in Ireland and Iceland the increase was much higher than in the other countries. In seven member states the population increased by 0.5 to 1.0%.

Increase in population in the period 1995-2000



Source: see tables on the following pages

Handicapped population

About 1 million persons in the EU are blind (0.3% of population) and 1 million are profoundly deaf.

The number of visually impaired persons (above 16) in the EU is 5 million and in the US 7.3 million

The number of persons 16 years and older with hearing impairment in the EU is 7.6 million compared to 7.0 million in the US.

These persons have obviously difficulties to consume audiovisual products. They together represent 5 % of the adult population.

9.1 PCs per 100 inhabitants

	1990	1995	1996	1998	1999
EU-15	7	15	17	23	25
B	9	18	22	29	31
DK	11	27	31	38	41
D	8	19	23	28	30
EL	2	3	4	5	6
E	3	9	10	11	12
F	7	13	15	21	22
IRL	8	18	21	27	32
I	4	8	9	17	19
L	30	34	38	39	40
NL	9	20	23	32	36
A	6	16	17	24	26
P	3	6	7	8	9
FIN	10	24	27	35	36
S	8	25	29	40	45
UK	11	20	22	26	30
US	20	33	37	46	52
JP	6	12	16	24	29

notes:

Source: Internotional Telecommunication Union

9.2 Internet users per 100 inhabitants

	1997	1998	1999	2000	2001
EU-15	5	10	15	24	34
B	5	8	14	29	41
DK	11	19	28	48	67
D	6	13	19	24	39
EL	2	3	7	13	40
E	3	4	7	14	18
F	2	6	10	15	18
IRL	4	8	12	27	29
I	2	5	9	23	25
L	7	12	18	22	35
NL	6	10	19	46	65
A	8	7	11	37	55
P	5	6	7	7	13
FIN	20	26	32	44	61
S	23	34	41	56	69
UK	7	14	21	34	42
US	15	22	41	56	63
JP	9	13	15	31	35

notes:

Source: From 1997 to 99: Internotional Telecommunication Union ;

source: Nua 2000 refers to November dato, except for B September, for EL ond A October, for F March ; for L June ; for P July ; for FIN August;

2001 refers to survey in April

Source: 2001 dato for UK: Netsizer

Luxembourg 2001 estimated

9.3 Households, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	117.9	126.2	133.4	146.4	147.4	148.5	149.4	152.5	:
B	3.3	3.5	3.8	4.1	4.1	4.2	4.2	4.3	:
DK	2.1	2.2	2.3	2.4	2.4	2.4	2.4	2.4	:
D	24.8	26.4	28.7	36.9	37.3	37.5	37.5	39.6	:
EL	3.0	3.2	3.5	3.8	3.8	3.9	4.0	4.0	:
E	10.0	10.7	11.5	12.1	12.1	12.1	12.3	12.4	:
F	19.2	20.5	21.6	22.9	23.1	23.3	23.5	23.7	:
IRL	0.9	1.0	1.1	1.1	1.2	1.2	1.2	1.2	:
I	18.4	19.9	19.8	20.1	20.1	20.1	20.2	20.2	:
L	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	:
NL	4.9	5.5	6.1	6.4	6.6	6.6	6.7	6.8	:
A	2.7	2.8	2.9	3.1	3.2	3.2	3.2	3.3	:
P	2.9	3.2	3.3	3.3	3.2	3.3	3.3	3.3	:
FIN	1.8	2.0	2.2	2.3	2.3	2.3	2.3	2.3	:
S	3.5	3.7	3.8	4.1	4.1	4.1	4.1	4.2	:
UK	20.3	21.5	22.7	23.9	24.1	24.3	24.5	24.7	:
IS	:	0.1	0.1	0.1	0.1	0.1	0.1	0.1	:
N	1.5	1.6	1.8	1.8	1.9	1.9	1.9	1.9	:
CH	:	:	2.8	3.0	3.1	3.1	3.1	3.2	:
US	80.8	92.8	93.3	98.9	99.6	101.0	102.5	103.9	104.7
JP	35.8	38.0	40.7	43.9	44.0	44.1	44.3	:	:

notes:

Source: Eurostat

US, source: the Motion Picture Association of America

9.4 Population, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EU-15	354.6	358.5	363.8	371.6	372.7	373.7	374.6	375.0	376.5
B	9.9	9.9	9.9	10.1	10.1	10.2	10.2	10.2	10.2
DK	5.1	5.1	5.1	5.2	5.3	5.3	5.3	5.3	5.3
D	78.2	77.7	79.1	81.5	81.8	82.0	82.1	82.0	82.2
EL	9.6	9.9	10.1	10.4	10.5	10.5	10.5	10.5	10.5
E	37.2	38.4	38.8	39.2	39.2	39.3	39.3	39.4	39.4
F	53.7	55.2	56.6	58.0	58.3	58.5	58.7	58.5	59.2
IRL	3.4	3.5	3.5	3.6	3.6	3.7	3.7	3.7	3.8
I	56.4	56.6	56.7	57.3	57.3	57.5	57.6	57.6	57.7
L	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
NL	14.1	14.5	14.9	15.4	15.5	15.6	15.7	15.8	15.9
A	7.5	7.6	7.7	8.0	8.1	8.1	8.1	8.1	8.1
P	9.7	10.0	9.9	9.9	9.9	9.9	10.0	10.0	10.0
FIN	4.8	4.9	5.0	5.1	5.1	5.1	5.1	5.2	5.2
S	8.3	8.3	8.5	8.8	8.8	8.8	8.8	8.9	8.9
UK	56.3	56.6	57.5	58.5	58.7	58.9	59.1	59.4	59.6
IS	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3
N	4.1	4.1	4.2	4.3	4.4	4.4	4.4	4.4	4.5
CH	6.3	6.5	6.7	7.0	7.1	7.1	7.1	7.1	7.2
US	:	236.9	248.1	261.7	264.2	266.5	269.1	271.5	274.0
JP	117.1	121.0	123.6	125.6	125.5	124.6	126.1	126.1	126.3

notes:

Source: Eurostat, dpop collection

Population at 1 January.

9.5 Exchange rate, 1 ECU/EUR =

	1980	1985	1990	1995	1996	1997	1998	1999	2000
EUR	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
Belgian Franc	40.598	44.914	42.426	38.552	39.299	40.533	40.621	40.340	40.340
Danish Krone	7.8274	8.0188	7.8565	7.3280	7.3593	7.4836	7.4993	7.4356	7.4538
German Mark	2.5242	2.2263	2.0521	1.8738	1.9095	1.9644	1.9691	1.9558	1.9558
Greek Drachma	59.418	105.74	201.41	302.99	305.55	309.36	330.73	325.76	336.63
Spanish Peseta	99.702	129.14	129.41	163.00	160.75	165.89	167.18	166.39	166.39
French Franc	5.8690	6.7950	6.9141	6.5251	6.4930	6.6126	6.6014	6.5596	6.5596
Irish Pound	0.6760	0.7152	0.7678	0.8155	0.7934	0.7475	0.7862	0.7876	0.7876
Italian Lira	1189.2	1448.0	1522.0	2130.1	1959.0	1929.3	1943.7	1936.3	1936.3
Luxembourg Franc	40.598	44.914	42.426	38.552	39.299	40.533	40.621	40.340	40.340
Dutch Guilder	2.7603	2.5110	2.3121	2.0989	2.1397	2.2108	2.2197	2.2037	2.2037
Austrian Schilling	17.969	15.643	14.440	13.182	13.435	13.824	13.855	13.760	13.760
Portuguese Escudo	69.552	130.25	181.11	196.11	195.76	198.59	201.70	200.48	200.48
Finnish Markka	5.1722	4.6942	4.8550	5.7086	5.8282	5.8806	5.9825	5.9457	5.9457
Swedish Krona	5.8810	6.5213	7.5205	9.3319	8.5147	8.6512	8.9159	8.8075	8.4452
Pound Sterling	0.5985	0.5890	0.7139	0.8288	0.8138	0.6923	0.6764	0.6587	0.6095
Iceland Krona	:	31.669	:	84.685	84.656	80.439	79.698	77.182	72.585
Norwegian Krone	6.8655	6.5110	7.9485	8.2858	8.1966	8.0186	8.4659	8.3104	8.1129
Swiss Franc	2.3278	1.8557	1.7622	1.5457	1.5679	1.6440	1.6220	1.6003	1.5579
US Dollar	1.3923	0.7631	1.2734	1.3080	1.2698	1.1340	1.1211	1.0658	0.9219
Yen (Japan)	315.04	180.56	183.66	123.01	138.08	137.08	146.42	121.32	99.475

notes:

Source: Eurostat, exchrt collection

Appendix

1. Audiovisual services and advertising

Number of enterprises (Code 11 11 0)

A count of the number of enterprises registered to the population concerned in the business register corrected for errors, in particular frame errors. Dormant units are excluded. This statistic should include all units active during at least a part of the reference period.

Turnover (Code 12 11 0)

Turnover comprises the totals invoiced by the observation unit during the reference period, and this corresponds to market sales of goods or 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.

It also includes all other charges (transport, packaging, etc.) passed on to the customer, even if these charges are listed separately in the invoice. Reduction in prices, rebates and discounts as well as the value of returned packing must be deducted.

Income classified as other operating income, financial income and extra-ordinary income in company accounts is excluded from turnover. Operating subsidies received from public authorities or the institutions of the European Union are also excluded.

Number of persons employed (Code 16 11 0)

The number of persons employed 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 personnel, repair and maintenance teams). It includes persons absent for a short period (e.g. sick leave, paid leave or special leave), and also those on strike, but not those absent for an indefinite period. It also includes part-time workers who are regarded as such under the laws of the country concerned and who are on the pay-roll, as well as seasonal workers, apprentices and home workers on the pay-roll.

The number of persons employed excludes manpower supplied to the unit by other enterprises, persons carrying out repair and maintenance work in the enquiry unit on behalf of other enterprises, as well as those on compulsory military service.

Unpaid family workers refer to persons who live with the proprietor of the unit and work regularly for the unit, but do not have a contract of service and do not receive a fixed sum for the work they perform. This is limited to those persons who are not included on the payroll of another unit as their principal occupation.

NACE Rev. 1 92.1 Motion picture and video activities (=92.11 + 92.12 + 92.13)

NACE Rev. 1 92.11 Motion picture and video production

This class includes:

- production of theatrical and non-theatrical motion pictures whether on film or on video tape for direct projection in the atres or for broadcasting on television:
- production in a motion-picture studio, or in special laboratories for animated films or cartoons, of full-length films, doc umentaries, shorts, etc., for public entertainment, for promotion, education or training
- supporting activities such as dubbing etc.

This class excludes:

- film duplicating as well as audio and video tape reproduction from master copies
- film processing other than for the motion picture industry
- agency activities
- production of films or tapes normally produced in television studios, see 92.20
- activities of own account actors, cartoonists, directors, consultants and other technical specialists

NACE Rev. 1 92.12 Motion picture and video distribution

This class includes:

- distribution of motion pictures and video tapes to other industries but not to the general public. This involves the sale or rental of movies or tapes to other industries, as well as activities allied to the distribution of films and video tapes such as film and tape booking, delivery, storage, etc.
- buying and selling of motion picture and video distribution rights

This class excludes:

- film duplicating as well as audio and video tape reproduction from master copies
- retail trade of tapes
- renting of tapes to the general public

NACE Rev. 1 92.13 Motion picture projection

This class includes:

- motion picture or video tape projection in cinemas, in the open air or in other projection facilities

This class also includes:

- activities of cine-clubs

NACE Rev. 1 92.2 = 92.20 Radio and television activities

This class includes:

- broadcasting of radio and television programmes
- production of radio and television programmes whether or not combined with broadcasting

The programmes produced and broadcast may be for entertainment, promotion, education or training or news dissemination. The production of programmes may result in a permanent tape which may be sold, rented or stored for broadcast or rebroadcast

This class excludes:

- radio and television transmission via cable networks
- radio and television transmission by relay or satellite
- production of movies and video tapes which are nominally produced in movie studios, see 92.11
- press agencies

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.

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.

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.

Cinema advertising expenditure:

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

2. Cinema production and distribution market

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.

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.

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).

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.

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.

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).

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

Film producers of national origin (e.g. companies, foundations or state organisations, individuals) involved in the production of at least one new full-length feature film produced during the year intended for theatrical release (also called "active full-length film production companies, individuals or organisations"). Excludes TV broadcasters and foreign producers or production companies.

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.

3. 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.

Cinema income from gross box office receipts (incl. taxes and other duties) from national, US, British, German, French, Italian or Spanish cinematographic films:

Here data only concern box office receipts from films classified as national, US, British, German, French, Italian or Spanish (including co-productions).

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).

Number of cinemas (cinema theatres):

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 cinemo theatre with 2 screens or more is called a multiscreen cinema or a cinema complex.

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).

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 porking places multiplied by an average of 4 seats).

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, EU-15 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.

Number of new cinematographic films released for the first time of national, EU or US origin:

Note: For this table, EU-15 represent average number of films released based on individuol country information availoble. In many countries, data includes international co-productions.

4. Video and DVD market

Number of VCR households:

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

Number of DVD player households:

Number of private households equipped with at least one DVD player.

Number of outlets selling videos:

Total number of outlets selling videos (local units) of any format (cassettes and 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).

Outlets renting videos (video shops):

Total number of outlets renting videos (local units) of any format (cassettes and discs) to the general public (i.e. at consumer level); aggregation of all distribution channels at retail level (mainly video shops but also other outlets).

Home video sales and rental:

Receipts from pre-recorded videos (cassettes or discs) sales and rentals: Calculated variable if components provided. 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) (Indicate if data include or exclude VAT).

Home video sales:

Receipts from pre-recorded videos (cassettes or discs) sales: 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). Also called "retail pre-recorded video market receipts at consumer level". Note: also called receipts from sell-through pre-recorded videos at consumer level: selling video cassettes through to consumers (as opposed to only renting them out). (according to IVF, a rather dated word used only in the context of the video industry).

Home video rental:

Receipts from videos (cassettes or discs) rentals: 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.

Home videos sold:

Pre-recorded cassettes sold: Number of pre-recorded video tapes sold to consumers. Data may include video discs. Data may only be available at distributor level/wholesaler. In this case it is also known as retail cassettes shipped (or shipments) to trade which should be net (i.e. excluding returns).

Home video rental transactions:

Video (cassettes or discs) rental transactions: 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.) Data may only be available at distributor level/wholesaler (e.g. not taking into account retailers stocks). In this case it is not rental transactions but number of cassettes or discs sold for rent to retailers (also named: rental cassettes or discs shipped to trade).

Home video titles released for sales

New video titles released for sale: Number of new audio-visual programmes released on video for selling to general public, on whatever formats (same title may be released in different formats e.g. cassettes or discs).

Home video titles released for rental:

New video titles released for rental: Number of new audio-visual programmes released on video for rentals to general public on whatever formats (same title may be released in different formats e.g. cassettes or discs).

DVD disc sales and rental:

Retail DVD consumer level spending on DVD discs and revenues from rental DVD discs.

DVD discs sold:

Count of number of DVD discs sold to consumers.

DVD discs rented:

Count of number of DVD disc rental transactions.

DVD titles released for sale:

Count of titles released for sale during the year. EU-15 figure reflects average per EU country.

DVD titles released for rental:

Count of titles released for rental during the year. EU-15 figure reflects average per EU country.

5. Television market

Television households:

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

TV licence fee accounts:

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.).

Annual TV licence fee:

Annual colour TV licence fee (amount of): 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 posses any kind of radio and /or TV receiving equipment.

Turnover of public or private 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.

Income from TV advertising and sponsorship, public or private 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).

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).

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.

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.

Daily TV viewing time:

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). Annual average.

6. Cable operating market and satellite market

Private households passed by operated cable network:

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.

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.

Cable operators:

Number of enterprises operating technical installations intended for the transmission of broadcasting programme signals by means of metallic cables, optical fibres, waveguides, radio links and /or any combinations of such (including collective antennas of large sites); the operator is responsible for the selection of TV and radio programme services which are transmitted.

Satellite households:

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.

7. Sound recordings market

Turnover from sound recordings sales:

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.

Total 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).

Singles sold:

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).

Music Cassettes sold:

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).

LPs sold:

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).

CDs sold:

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.

CD player household:

Private households with a CD player: Number of private households equipped with at least one Compact Disc (fixed or portable) player (digitally encoded laser disc player).

8. Radio market

Radio programme services (radio stations) of national origin:

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).

Public radio programme services (radio stations) of national origin:

Total number of public radio broadcasters of national origin: Total number of enterprises located on the national economic territory broadcasting one or more radio programme services (whatever the distribution penetration of households) which have a public service obligation and which may be totally or partly financed by licence fees or by public subsidies or any kind of state funding. Public radio broadcasters may also include enterprises which are partly financed by advertising, sponsorship etc.

Private radio programme services (radio stations) of national origin:

Total number of private radio broadcasters of national origin: Total number of enterprises located on the national economic territory broadcasting one or more radio programme services (whatever the distribution penetration of households) which does not have a public service obligation. Private radio broadcasters are usually totally or partly financed by advertising, sponsorship, subscription fees (voluntary payments included), etc.

Daily listening time of adults:

Total amount of listening time spent by a sample population of individuals (previously the unit used may hove 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). Annual average.

9. Other general information

Personal computer (PC):

includes portables, desktops and personal workstations. Board-level products are excluded. Data on the number of PCs per 100 inhabitants from International Telecommunication Union represent estimates.

Internet user:

person using the Internet. Data relate to persons above a defined age limit. Data come from household surveys or represent estimates or projections. In NUA estimates, figures represent both adults and children who have accessed the Internet at least once during the 3 months prior to being surveyed. NUA estimates of the worldwide number of Internet users are thus higher than estimates from other sources.

Household:

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 audio-visual information linked to households (e.g. information concerning the penetration rate of audio-visual domestic equipment, information on household consumption of audio-visual 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).

Population:

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 domain.

Exchange rate 1 ECU/EUR =

The ECU or euro exchange rates, annual average. Data before 1999 are denominated in ECU. Data from 1999 are denominated in euro.

EUR

The abbreviation for euro. Data before 1999 are denominated in ECU. Data from 1999 are denominated in euro.

List of sources

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