

Statistics on audiovisual services

Data 1980-2000

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Statistics on audiovisual services — Data 1980-2000

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Statistics on
Audiovisual services

Data 1980 - 2000



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DG Education and Culture, Unit C1



THEME 4
Industry,
trade and
services

Preface

Statistics on audiovisual services, 1980 - 2000

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

- Encouraging the distribution of European works, the capacity for innovation 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 204 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 was 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 developing 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, video games, radio, cable and satellite and 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 was extended and an AUVIS section has been progressively integrated into Eurostat's reference database "New Cronos" covering 10 of the 13 of the AUVIS market/sections and 22 countries.

This new publication " **Statistics on audiovisual services, 1980 - 2000** ", is based on the data collected via the AUVIS questionnaire from Member States (the results of the 2001 enquiry have been taken into consideration) and is divided into 9 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,
- radio and
- video games,

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 of 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:**

Douglas Koszerek,
Acting Head of Unit D5 "Information Society and
Tourism Statistics" - Eurostat

Publication Editors:

Richard Deiss, Eurostat
Andreas Dollt, Eurostat

Consultants:

Peter Lindmark, Anite
Roland Erixon, Anite
Zuzana Fabianova, Anite

For further information please contact Eurostat:

Andreas Dollt, Eurostat

Tel: (352) 4301 - 33286

Fax (352) 4301 - 34359

E-mail andreas.dollt@cec.eu.int

Peter Lindmark, Anite

Tel: (352) 091 15 63 88

E-mail lindmark@pt.lu

The opinions expressed are those of the individual
authors alone and do not necessarily reflect the
position of the European Commission.

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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, the tables and graphs show data in the audiovisual field during the last two decades: from 1980 to 2000 and, in some cases, the year 2001. New this year is a chapter on video games.

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.

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
9. Video games 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, Japanese Regional Broadcasting Division at the Ministry, Japan Broadcasting Corporation, SES/ASTRA, Economist Intelligence Unit, Trade Administration of the US Department of Commerce, McGraw-Hill Companies, International Telecommunication Union, Oliver & Ohlbaum, the European Leisure Software Publishers Association (ELSPA), Deutsche Bank, Interactive Digital Software Association (IDSA), NPDFunworld, VUD/GfK, Gartner Dataquest and the following Internet based services: boxofficemojo.com, surfmusic.de, real.com, web-radio.fm and ituner.com.

The EU as a whole, the euro-zone, the EU Member States, three EFTA countries, the United States and Japan are covered in nine main chapters.

Throughout the publication, data with monetary values are expressed in euro.

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, helps to show discrepancies in data availability and comparability among Member States.

Overview

Turnover from audiovisual sector

Americans spend more than Europeans on audiovisual services

In 2000, EU citizens spent 96.1 billion euro or 255 euro per capita on audiovisual services, which include: films, TV and radio broadcasting, music and video games. This is a growth of 8.6% compared to 1999.

Excluding radio broadcasting and video games, the UK spends most in the EU on films, TV broadcasting and music: 21.6 billion euro or 362 euro per capita. Germany and France follow with a turnover of 16.9 and 12.0 billion euro respectively. Their turnover per capita (205 and 202 euro) is close to the EU average (210 euro). Denmark spends a relatively high amount per capita: 305 euro, followed by Ireland (247 euro) and Austria (225 euro). On the other end of the scale are Portugal and Greece with 78 and 87 euro per capita respectively.

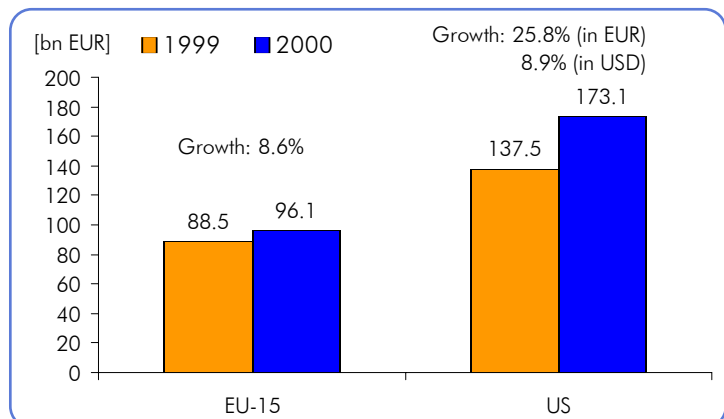
The US, however, spent more on audiovisual services: 173.1 billion euro or 632 euro per capita. Measured in USD, this is a growth of 8.9% compared to 1999.

There is only one sector where the EU market is larger than the US: Public TV, mainly because of the low public funding of TV broadcasting in the US. All other sectors are smaller in the EU. The video games market in the EU is closest to that of the US: 82% of the US turnover. The TV market, including advertising and public TV follows next with 73% and the music market with 66%. The largest difference between the EU and the US is found in the DVD rental market, where the EU turnover only amounts to 9% of US turnover. Commercial radio (22%) and video rental (25%) are also relatively small in the EU.

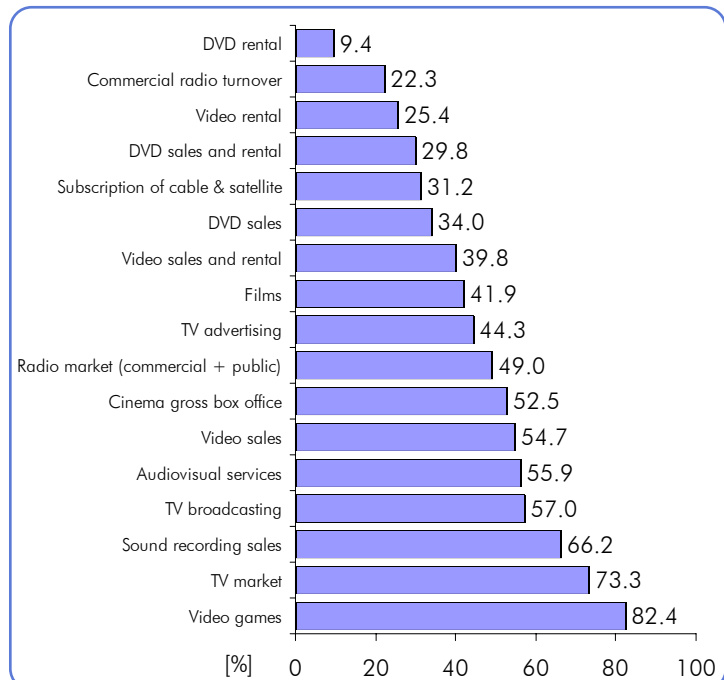
TV broadcasting is the audiovisual medium that takes the largest portion of the turnover: 60% in the EU and 58% in the US.

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

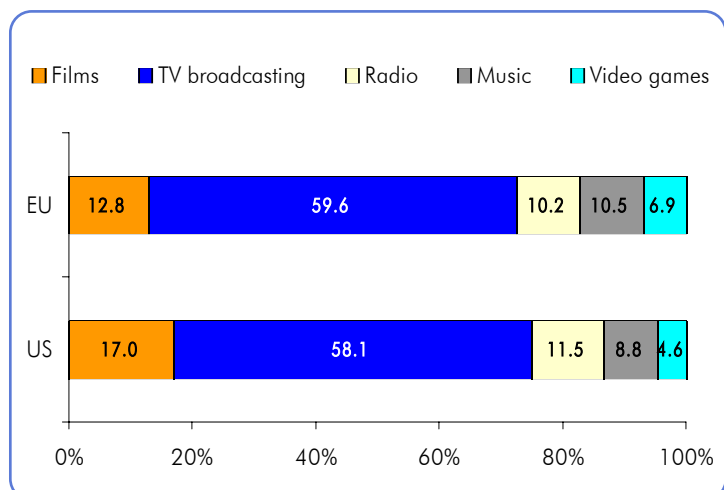
Audiovisual market 1999 - 2000 in the EU and the US



EU turnover as a share of US turnover by audiovisual sectors



Share of turnover 2000 by main audiovisual sector



Source: see table on page 8

Overview: Turnover from audiovisual sector

Turnover from audiovisual services in the EU-15 and the United States, million EUR

| | EU-15 | | | Share of AV services in 2000 (%) |
|-----------------------------------|----------|----------|------------|----------------------------------|
| | 1999 | 2000 | Growth (%) | |
| Audiovisual services | 88 483.6 | 96 064.3 | 8.6 | 100 |
| Films | 10 338.0 | 12 284.9 | 18.8 | 12.8 |
| Cinema gross box office | 4 270.8 | 4 420.0 | 3.5 | 4.6 |
| Video | 5 677.2 | 6 475.1 | 14.1 | 6.7 |
| Video sales | 3 741.9 | 4 376.2 | 17.0 | 4.6 |
| Video rental | 1 935.2 | 2 098.9 | 8.5 | 2.2 |
| DVD | 390.1 | 1 389.8 | 256.2 | 1.4 |
| DVD sales | 376.6 | 1 313.7 | 248.9 | 1.4 |
| DVD rental | 13.5 | 76.1 | 461.5 | 0.1 |
| TV broadcasting | 53 035.8 | 57 294.7 | 8.0 | 59.6 |
| TV market | 41 954.6 | 45 159.3 | 7.6 | 47.0 |
| TV advertising | 23 720.5 | 26 763.5 | 12.8 | 27.9 |
| Public TV | 18 234.1 | 18 395.8 | 0.9 | 19.1 |
| TV licence fees | 14 351.0 | 15 249.8 | 6.3 | 15.9 |
| Subscription of cable & satellite | 11 081.1 | 12 135.4 | 9.5 | 12.6 |
| Radio market | 8 927.1 | 9 800.0 | 9.8 | 10.2 |
| Public radio turnover | 5 031.8 | 5 347.0 | 6.3 | 5.6 |
| Commercial radio turnover | 3 895.3 | 4 453.0 | 14.3 | 4.6 |
| Sound recording sales | 9 732.7 | 10 084.7 | 3.6 | 10.5 |
| Video games | 6 450.0 | 6 600.0 | 2.3 | 6.9 |
| Consoles | 1 350.0 | 1 400.0 | 3.7 | 1.5 |
| Software | 5 100.0 | 5 200.0 | 2.0 | 5.4 |

| | USA | | | Share of AV services in 2000 (%) |
|-----------------------------------|-----------|-----------|------------|----------------------------------|
| | 1999 | 2000 | Growth (%) | |
| Audiovisual services | 137 518.4 | 173 131.1 | 25.9 | 100 |
| Films | 23 692.0 | 29 352.0 | 23.9 | 17.0 |
| Cinema gross box office | 6 988.3 | 8 412.5 | 20.4 | 4.9 |
| Video | 15 020.9 | 16 270.1 | 8.3 | 9.4 |
| Video sales | 7 252.9 | 8 004.9 | 10.4 | 4.6 |
| Video rental | 7 768.0 | 8 265.2 | 6.4 | 4.8 |
| DVD | 1 682.8 | 4 669.4 | 177.5 | 2.7 |
| DVD sales | 1 579.6 | 3 859.2 | 144.3 | 2.2 |
| DVD rental | 103.2 | 810.3 | 685.0 | 0.5 |
| TV broadcasting | 77 523.5 | 100 556.7 | 29.7 | 58.1 |
| TV market | 48 906.0 | 61 616.9 | 26.0 | 35.6 |
| TV advertising | 47 705.0 | 60 394.6 | 26.6 | 34.9 |
| Public TV | 1 201.0 | 1 222.3 | 1.8 | 0.7 |
| TV licence fees | na | na | na | na |
| Subscription of cable & satellite | 28 617.5 | 38 939.8 | 36.1 | 22.5 |
| Radio market | 15 885.1 | 19 979.7 | 25.8 | 11.5 |
| Public radio turnover | na | na | na | na |
| Commercial radio turnover | 15 885.1 | 19 979.7 | 25.8 | 11.5 |
| Sound recording sales | 13 371.8 | 15 230.9 | 13.9 | 8.8 |
| Video games | 7 046.0 | 8 011.8 | 13.7 | 4.6 |
| Consoles | 1 322.5 | 1 503.8 | 13.7 | 0.9 |
| Software | 5 723.5 | 6 508.0 | 13.7 | 3.8 |

Audiovisual services equals the sum of films, TV broadcasting, radio, sound recording and video games.

Films equals the sum of cinema gross box office, video sales, video rental, DVD sales and DVD rental.

TV Broadcasting equals TV market and subscription of cable and satellite.

TV market equals TV advertising, TV licence fees, TV subsidies.

Public TV equals the sum of TV licence fees and TV subsidies.

Video games equals the sum of sales of consoles, video game software (CD/DVD) and cartridges.

Data published in 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

Film exhibition is a relatively important audiovisual sector in the EU, accounting for 12.8% of the audiovisual turnover and growing 19% from 1999. Turnover from cinema gross box office accounts for 36% of the total film exhibition turnover. Video sales is also an important source of film revenues with 35% of the turnover. Video rental takes another 17%. DVD sales, the technology still being in its introduction phase, account for 11% in 2000 compared to 4% in 1999. Finally, DVD rental takes up just 0.6% of the film exhibition turnover. The DVD share is expected to increase in the future.

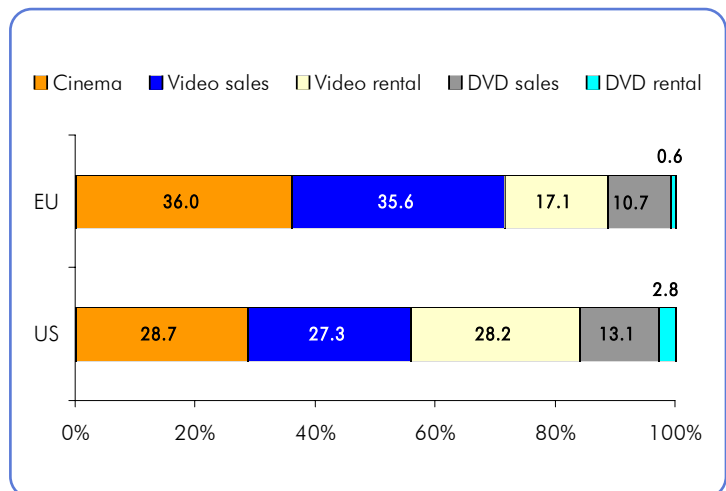
DVD sales accounted for 13% of the film exhibition market in 2000 in United States, mainly due to its earlier breakthrough into this market.

The TV broadcasting market is the largest audiovisual sector, growing 8% during 2000 in the EU. The most important component of TV broadcasting turnover is the income from TV advertising, which is also the most important component for growth. TV advertising grew 13% in the EU during 2000. The public TV market in the EU amounts to 18.4 billion euro, of which 15.2 billion euro stems from licence fees. 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 amount from licence fees increased by 6.3% compared to 1999, while the public TV market as a whole just grew 0.9% in 2000. Subscription fees from cable and satellite grew 9.5% in 2000, accounting for 21% of the TV broadcasting market.

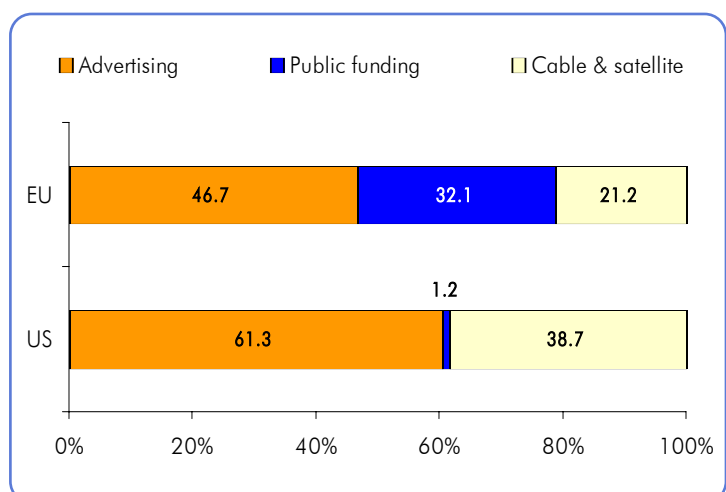
Advertising is also the most important component in the US, accounting for 61% of the TV broadcasting market and growing 27% during 2000. Nearly 40% of the American TV broadcasting turnover came from cable and satellite in 2000.

The connection of TV households to cable networks and satellites kept increasing during the nineties. In 1990, 18% of the TV households in the EU watched cable TV. In 2000 the share had increased to 31%. In 2000, about 19% of the TV households in the EU were watching satellite TV, compared to 14% in 1995. Half of TV households in the EU have to rely on the terrestrial TV signals.

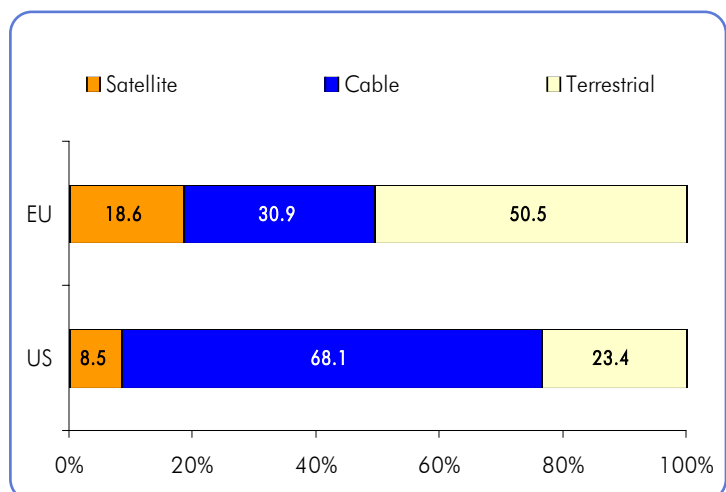
Breakdown of turnover, 2000 by type of film exhibition



Breakdown of turnover, 2000 from TV broadcasting



Main mode of reception 1999 among TV households



Source: see table on page 8

Use of audiovisual media

Average daily time spent on entertainment is not regularly measured in the EU. Several countries announce that they soon will publish data on time use.

EU citizens spend about 204 minutes per day watching TV and 162 minutes listening to the radio. The Americans spend longer time in front of their TV: 455 minutes. The average Japanese spends slightly more time than the European: 215 minutes.

Among the EU countries, Italian and Greeks stay longest in front of their TV: 239 and 236 minutes. The Irish spend 109 more minutes listening to the radio. Other countries where radio listening is more popular than watching TV: Iceland, Denmark, Austria, Finland, Sweden and the Netherlands.

Average time spent per day on entertainment in 2000, minutes

| | TV viewing | Radio listening | Cinema going |
|-------|---------------|--------------------|-----------------|
| EU-15 | 204 | 162 a) | 0.74 e) |
| B | 193 | | 0.76 e) |
| DK | 151 | 192 | 0.66 e) |
| D | 203 | 209 | 0.61 e) |
| EL | 236 | | 0.42 e) |
| E | 210 | 95 | 1.13 e) |
| F | 196 | 161 a) | 0.92 e) |
| IRL | 181 | 290 d) | 1.30 e) |
| I | 239 | 169 b) | 0.59 e) |
| L | 124 a) | | 1.03 e) |
| NL | 156 | 176 | 0.45 e) |
| A | 144 | 184 d) | 0.66 e) |
| P | 202 a) | 192 | 0.62 e) |
| FIN | 171 | 201 | 0.45 e) |
| S | 150 | 174 | 0.63 e) |
| UK | 221 | 177 a) | 0.79 e) |
| IS | 147 | 204 | 1.85 e) |
| N | 138 | 144 c) | 0.85 e) |
| CH | : | 164 b) | 0.72 e) |
| US | 455 | | 1.70 e) |
| JP | 214 c) | | 0.35 e) |

a) 1999 b) 1998 c) 1997 d) 1996

e) Cinema estimated by the assumption of 120 minutes average length per admission

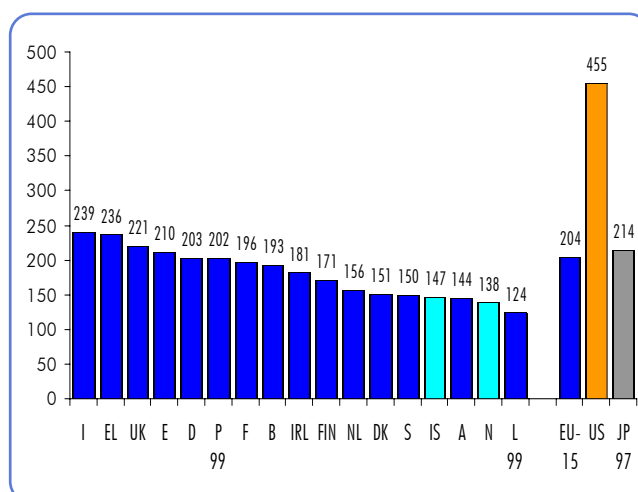
Source: Eurostat, AUVIS domain, for more details please look into each relevant chapter of this publication

27% of the French (population over 15 years old) listen to the music (CDs, MCs) every day and 40% at least three or four times a week.

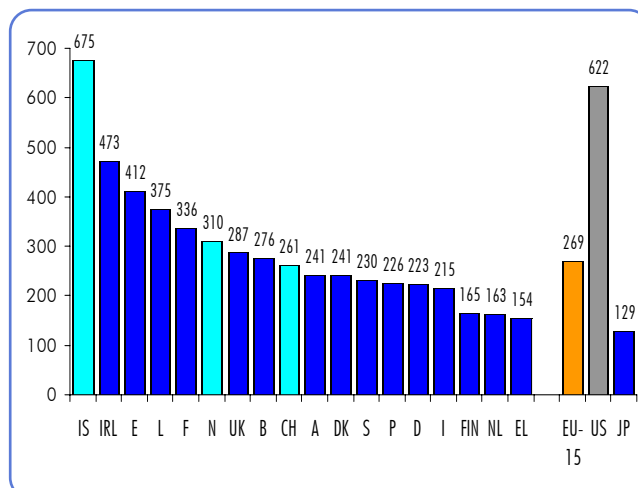
According to a Japanese survey on Time Use and Leisure Activities, (1996, age over 15), the average Japanese spends 6 hours and 9 minutes on leisure and 7 hours and 44 minutes sleeping. Rest and relaxation accounts for 1 hour and 15 minutes. Watching TV, listening to radio, reading newspaper or magazines 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 daily time spent on TV viewing in 2000, minutes per day



Average annual time spent at the cinema in 2000, minutes per year



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.

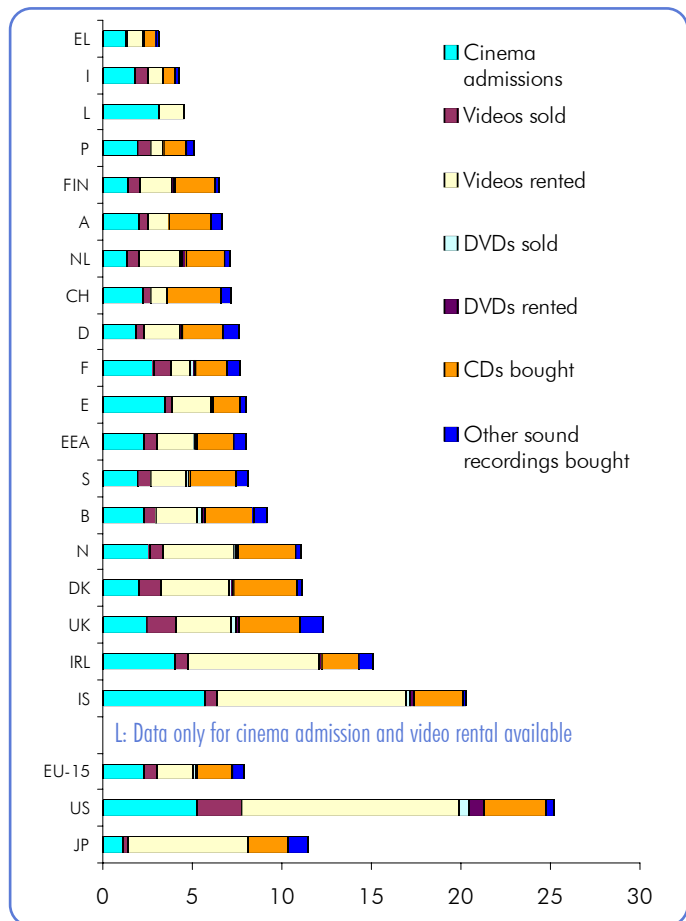
The average EU citizen owning a VCR buys 2.6 video films per year and rents videos 6.7 times per year. This varies of course, country by country. In Ireland the average VCR household rents a film 32 times per year, while in Italy just 3 times per year.

The average American VCR owner buys 8 films and rents a film on video 41 times per year. 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 (4.4% of the households in the EU) bought on average 8 DVD discs and rented 4.2 DVD discs in 2000. The average American DVD player household (13.7% of all households) bought 11 DVD discs and rented 16.

Sound recording sales in the EU and Japan amounted to 3 units per capita in 2000 compared to 4 units in the US. The average CD player household bought 7.5 CDs in the EU and 10 CDs in the US.

Frequency per capita for cinema, video, DVD and sound in 2000



Use of audiovisual media, 2000, number of times per year

| | Cinema admissions per capita | Videos | | | | DVD discs | | | | Sound recordings sold per capita | CDs | |
|--------|------------------------------|-----------------|------------------------|-------------------|--------------------------|-----------------|------------------------|-------------------|--------------------------|----------------------------------|-----------------|------------------------------|
| | | sold per capita | sold per VCR household | rented per capita | rented per VCR household | sold per capita | sold per VCR household | rented per capita | rented per VCR household | | sold per capita | sold per CD player household |
| EU-15 | 2.2 | 0.8 | 2.6 | 2.0 | 6.7 | 0.1 | 8.0 | 0.1 | 4.2 | 2.7 | 2.0 | 7.5 |
| EUR-12 | 2.2 | 0.6 | 2.1 | 1.7 | 6.3 | 0.1 | 6.8 | 0.1 | 3.6 | 2.2 | 1.7 | 6.3 |
| B | 2.3 | 0.6 | 2.0 | 2.3 | 7.4 | 0.2 | 13.5 | 0.2 | 9.9 | 3.5 | 2.7 | 9.4 |
| DK | 2.0 | 1.2 | 2.7 | 3.8 | 8.3 | 0.2 | 12.9 | 0.1 | 6.4 | 3.8 | 3.5 | 9.1 |
| D | 1.9 | 0.4 | 1.4 | 1.9 b) | 6.6 b) | 0.1 | 7.5 | 0.1 | 4.7 | 3.2 | 2.3 | 6.6 |
| EL | 1.3 | 0.0 a) | : a) | 0.9 a) | 6.6 a) | : | : | 0.0 | : | 0.9 | 0.7 | 12.1 |
| E | 3.4 | 0.4 | 1.5 | 2.3 | 9.9 | 0.1 | 8.3 | : | : | 1.8 | 1.5 | 9.3 |
| F | 2.8 | 0.9 | 3.1 | 1.1 | 3.8 | 0.2 | 10.5 | 0.0 | 2.0 | 2.5 | 1.8 | 5.4 |
| IRL | 3.9 | 0.7 a) | : a) | 7.4 a) | 31.9 a) | : | : | 0.1 | : | 2.9 | 2.1 | 6.1 |
| I | 1.8 | 0.7 a) | : a) | 0.8 | 3.3 | 0.1 | 9.9 | : | : | 0.8 | 0.6 | 3.7 |
| L | 3.1 | : | : | 1.3 b) | 5.0 b) | : | : | : | : | : | : | : |
| NL | 1.4 | 0.6 | 1.8 | 2.3 | 7.1 | 0.1 | 9.0 | 0.2 | 14.2 | 2.5 | 2.1 | 5.4 |
| A | 2.0 | 0.5 a) | : a) | 1.1 a) | 3.6 a) | : | : | 0.1 | : | 2.9 | 2.4 | 9.4 |
| P | 1.9 | 0.8 | : | 0.7 a) | 3.6 b) | 0.1 | : | 0.0 | : | 1.7 | 1.2 | 6.1 |
| FIN | 1.4 | 0.7 | 2.2 | 1.7 | 5.4 | 0.1 | 11.1 | 0.1 | 5.8 | 2.5 | 2.3 | 11.6 |
| S | 1.9 | 0.7 | 1.9 | 2.0 | 5.2 | 0.1 | 10.7 | 0.1 | 5.9 | 3.3 | 2.6 | 8.3 |
| UK | 2.4 | 1.6 | 4.4 | 3.1 | 8.5 | 0.3 | 12.3 | 0.1 | 5.9 | 4.7 | 3.4 | 13.1 |
| IS | 5.6 | 0.7 | 2.2 | 10.5 a) | 35.1 a) | 0.2 | 7.7 | 0.2 | 5.8 | 2.9 | 2.8 | 10.8 |
| N | 2.6 | 0.7 | 1.9 | 4.0 | 11.3 | 0.1 | 7.8 | 0.1 | 3.7 | 3.5 | 3.2 | 12.1 |
| EEA | 2.2 | 0.8 | 2.6 | 2.0 | 6.8 | 0.1 | 8.0 | 0.1 | 4.2 | 2.7 | 2.0 | 7.5 |
| CH | 2.2 | 0.5 a) | 2.2 a) | 0.9 a) | 3.4 b) | : | : | : | : | 3.6 | 3.0 | 14.5 |
| US | 5.2 | 2.6 | 8.0 | 12.1 | 37.7 | 0.6 | 11.1 | 0.8 | 15.7 | 3.9 | 3.4 | 10.0 |
| JP | 1.1 | 0.3 b) | 1.3 b) | 6.7 b) | 25.3 c) | : | : | : | : | 3.3 | 2.2 | 10.6 |

Source: Eurostat, AUVIS domain, for more details please look into each relevant chapter of this publication a) 1999 b) 1998 c) 1997 d) 1996

1. Audiovisual services and advertising

Overview on structural data for 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 1999 and should be seen as orders of magnitude.

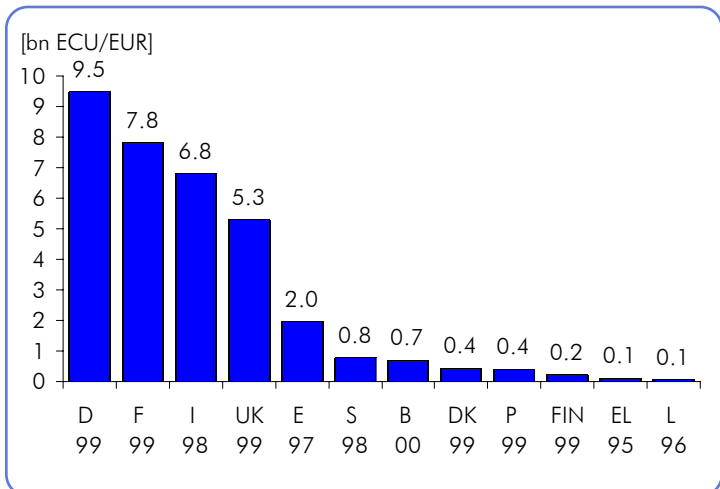
In 1999, there were about 51 500 enterprises in the sector, of which about 40 000 in NACE 92.1 (Motion picture and video activities) and 11 500 in NACE 92.2 (Radio and television activities). About 490 000 persons were employed, of which 200 000 in motion picture and video activities and 290 000 in radio and television activities. There were on average about 10 persons employed per enterprise. In 1999 turnover amounted to about 88.5 billion euro, of which for NACE 92.1 36.5 billion euro and for NACE 92.2 52 billion euro, or 180 000 euro per person employed.

Motion picture and video services turnover (NACE 92.1) was highest in Germany with 9.5 billion euro in 1999, followed by France with 7.8 billion euro (1999) and Italy with 6.8 billion ECU (1998).

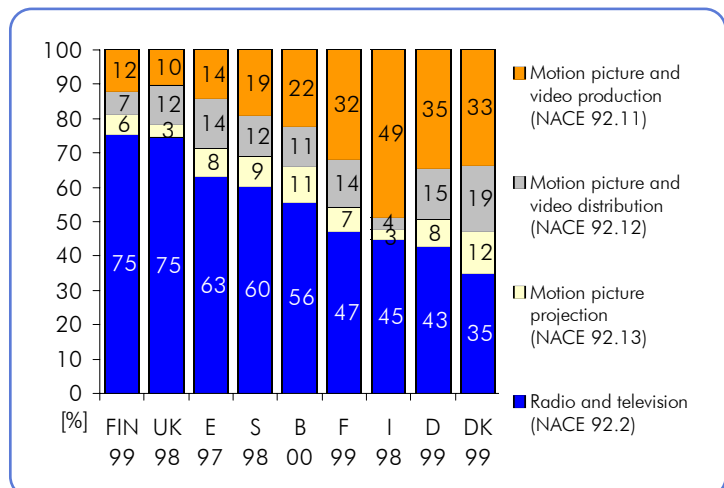
Radio and television has the largest turnover share of NACE 92 in the UK (77%), Finland (75%) and Spain (63%).

UK had the highest employment in the motion picture and video services sector with 47 800 in 1998, which fell to 41 800 in 1999, followed by France with 45 100 in 1998 and Germany with 35 000 in 2000.

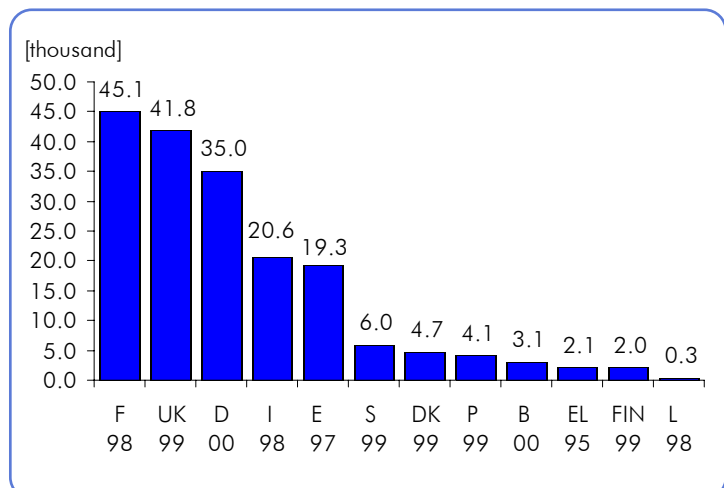
Motion picture and video services turnover (NACE 92.1) in EU Member States; latest available year



Share of turnover for motion picture, radio and television in EU Member States; latest available year



Motion picture and video services employment (NACE 92.1) in EU Member States; 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. Since 1990 advertising expenditure in the EU has increased by 116%. In 2000, 98 billion euro, 260 euro per capita, or 1.1% of GDP, was spent on advertising in the EU.

The advertising market is, however, much larger in the United States: 253 billion euro in 2000 (an increase of 148% since 1990). 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. However, in 2001, with a economic slowdown in the third quarter and the '11th of September 2001' events, the US advertising suffered its worst advertising spending decline (-4.1% in USD, -1.1% in euro) since World War II.

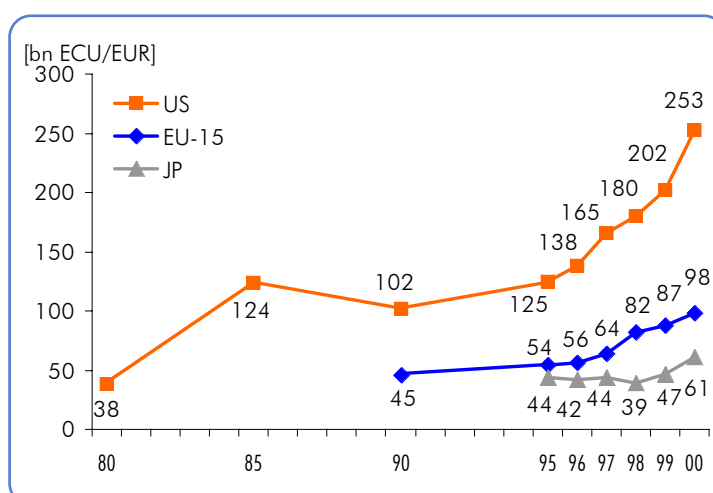
According to the McCann Erickson 2000 report on American advertising expenditure, 24% was spent on TV, 21% on newspapers, 5% on magazines, 19% on direct mail, 8% on radio, the Internet 1.4% and 21% on other media. The share of advertising expenditure on Internet increased from 0.3% in 1997 to 1.4% in 2000.

In Japan, 61 billion euro was spent on advertising in 2000. According to the Dentsu 2000 report on advertising expenditure in Japan, 34% was spent on TV, 3.4% on radio, 5.8% on cinema, 1.0% on the Internet and 55.8% on other media.

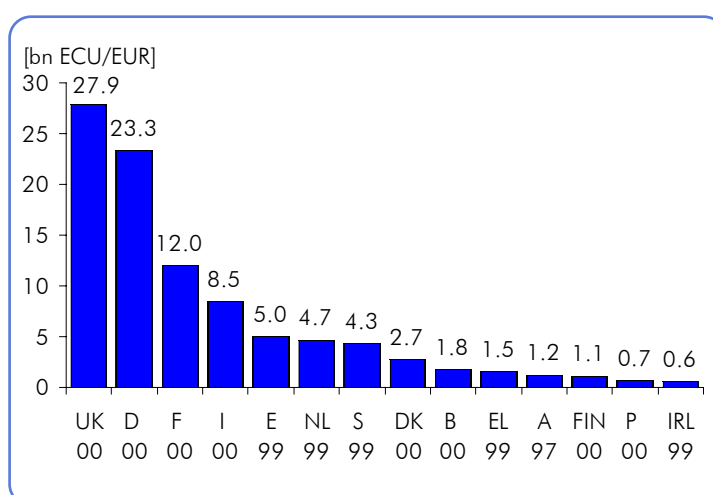
Worldwide advertising in 2001 is estimated to a level of 509 billion euro, according to McCann Erickson, an increase of 1.4% in euro, but a decrease of 1.7% if measured in USD.

In 2000 in the EU 27.3% was spent on TV, 4.5% on radio, 0.7% on cinema and 67.4% on other media. In the EU, the highest advertising outlays were spent in the United Kingdom with 27.9 billion euro in 2000, of which 7.6 billion euro TV advertising. Second was Germany with 23.3 billion euro in 2000, of which 4.7 billion euro TV advertising. Third was France with 12 billion euro in 2000, of which 3.8 billion euro TV advertising.

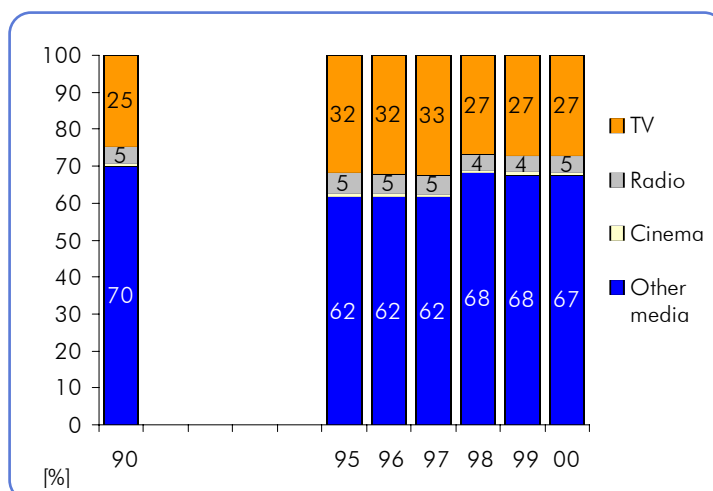
Total advertising expenditure, 1980 - 2000



Total advertising expenditure in EU Member States; latest available year



Advertising expenditure in the EU broken down by type of media, 1990-2000



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 | 2000 |
|-----------|------|-------|-------|-------|-------|----------|----------|----------|-------|
| EU-15 a) | : | : | : | : | : | 35 000 | 37 500 | 40 000 | : |
| EUR-12 a) | : | : | : | : | : | 28 400 | 29 900 | 32 700 | : |
| B b) | : | : | : | : | : | 2 174 | 2 245 | 2 285 | 2 327 |
| DK | : | : | : | 966 | : | 1 101 | 1 143 | 1 226 | : |
| D | : | : | : | : | 7 117 | 7 151 | 7 370 | 7 439 | : |
| EL | : | : | : | 316 | : | : | : | : | : |
| E | : | : | : | : | : | 3 427 c) | : | : | : |
| F | : | : | 3 166 | 5 011 | 5 404 | 5 505 | 5 888 | 6 464 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 3 447 | 3 559 | 3 489 | 3 872 d) | : | : |
| L | : | 19 | 55 | : | 108 | 124 | 125 | 133 | 121 |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | 532 | 657 | : | : | 720 | 681 | : |
| FIN | : | : | : | 489 | 498 | 537 e) | 572 e) | 548 e) | : |
| S | 559 | 1 031 | 1 731 | 1 538 | 1 689 | 1 899 f) | 2 001 f) | 2 029 f) | : |
| UK | : | : | : | : | : | 3 650 g) | 4 408 g) | 5 171 | 4 490 |
| IS | : | : | : | : | 154 | 111 h) | 216 h) | 195 h) | 206 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | 591 | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate

b) Registered enterprises paying VAT by end-of-year

c) Source : Survey on Audiovisual Services 1997. INE

d) Source: ISTAT

e) Source: Statistics Finland, Business register

f) Source: Statistics Sweden, Business register

g) Source: ONS Annual business Inquiry.

h) Registered enterprises by end-of-year. Source: SI

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 | | | |
|-----------|---|--------|--------|-------|---|-------|-------|-------|---|-------|-------|-------|
| | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 |
| EU-15 h) | 24 500 | 27 500 | 30 000 | : | 5 500 | 5 000 | 5 500 | : | 5 000 | 5 000 | 4 500 | : |
| EUR-12 h) | 19 000 | 21 000 | 23 800 | : | 4 900 | 4 400 | 4 900 | : | 4 500 | 4 500 | 4 000 | : |
| B a) | 1 774 | 1 893 | 1 936 | 1 995 | 223 | 182 | 181 | 171 | 177 | 170 | 168 | 161 |
| DK | 883 | 943 | 1 033 | : | 73 | 59 | 59 | : | 145 | 143 | 134 | : |
| D | 4 066 | 4 405 | 4 626 | : | 2 017 | 1 876 | 1 737 | : | 1 068 | 1 089 | 1 076 | : |
| EL | : | : | : | : | : | : | : | : | : | : | : | : |
| E b) | 2 096 | : | : | : | 573 | : | : | : | 759 | : | : | : |
| F | 4 192 | 4 500 | 4 965 | : | 694 | 706 | 753 | : | 619 | 682 | 746 | : |
| IRL | : | : | : | : | : | : | : | : | : | : | : | : |
| I c) | 2 196 | 2 510 | : | : | 361 | 362 | : | : | 932 | 1 000 | : | : |
| L | 105 | 108 | 116 | 102 | 11 | 10 | 9 | 11 | 8 | 7 | 8 | 8 |
| NL | : | : | : | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | : | : | : | : | : |
| FIN d) | 435 | 460 | 444 | : | 22 | 28 | 23 | : | 80 | 84 | 81 | : |
| S e) | 1 614 | 1 706 | 1 742 | : | 110 | 121 | 118 | : | 175 | 174 | 169 | : |
| UK f) | 3 056 | 3 790 | 3 460 | 3 900 | 409 | 429 | 380 | 425 | 185 | 189 | 165 | 165 |
| IS g) | 90 | 196 | 177 | 187 | 7 | 6 | 7 | 8 | 14 | 14 | 11 | 11 |
| N | : | : | : | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Registered enterprises paying VAT by end-of-year

b) Source : Survey on Audiovisual Services 1997. INE

c) Source: ISTAT

d) Source: Statistics Finland, Business register

e) Source: Statistics Sweden, Business register

f) Source: ONS Annual business Inquiry.

g) Registered enterprises by end-of-year. Source: SI

h) Eurostat estimate

1. Audiovisual services and advertising

1.3 Radio and television services enterprises (NACE 92.2)

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|-------|-------|----------|----------|----------|--------|
| EU-15 a) | : | : | : | : | : | 10 000 | 11 000 | 11 500 | : |
| EUR-12 a) | : | : | : | : | : | 7 000 | 7 600 | 8 000 | : |
| B | : | : | : | : | : | 373 b) | 598 b) | 613 b) | 618 b) |
| DK | : | : | : | 189 | : | 218 | 244 | 257 | : |
| D | : | : | : | : | 522 | 569 | 646 | 676 | : |
| EL | : | : | : | 604 | : | : | : | : | : |
| E | : | : | : | : | : | 1 108 c) | : | : | : |
| F | : | : | 789 | : | : | 732 | 734 | : | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 2 630 | 2 857 | 2 621 | 2 566 d) | : | : |
| L | : | 5 | 17 | : | 24 | 34 | 35 | 38 | 38 |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | 3 | 3 | 316 | 330 | 330 | 330 | 312 | 417 | : |
| FIN | : | : | : | 132 | 135 | 146 e) | 163 e) | 167 e) | : |
| S | 17 | 17 | 54 | 296 | 362 | 435 f) | 475 f) | 508 f) | : |
| UK | : | : | : | : | : | 2 303 g) | 2 715 g) | 2 700 g) | 3 055 |
| IS | : | : | : | : | 23 | 26 h) | 38 h) | 29 h) | 30 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | 86 | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | 149 | 173 | 197 | 249 | 292 | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate

b) Registered enterprises paying VAT by end-of-year

c) Source : Survey on Audiovisual Services 1997. INE

d) Source: ISTAT

e) Source: Statistics Finland, Business register

f) Source: Statistics Sweden, Business register

g) Source: ONS Annual business Inquiry.

h) Registered enterprises by end-of-year. Source: SI

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|------|------|-------|-------|-------|------|
| EU-15 a) | : | : | : | : | : | 190 | 230 | 200 | : |
| EUR-12 a) | : | : | : | : | : | 136 | 169 | 148 | : |
| B b) | : | : | : | : | : | 3 | 3 | 3 | 3 |
| DK | : | : | : | 4 | : | 4 | 9 | 5 | : |
| D | : | : | : | : | : | 23 | 32 | 30 | 35 |
| EL | : | : | : | 2 | : | : | : | : | : |
| E | : | : | : | : | : | 19 c) | : | : | : |
| F | : | : | 28 | 37 | 40 | 42 | 45 | : | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 14 | 15 | 15 | 21 d) | : | : |
| L | : | : | : | : | 0 | 0 | 0 | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | 3 | 3 | : | : | 4 | 4 | : |
| FIN | : | : | : | 1 | 1 | 2 e) | 2 e) | 2 e) | : |
| S | 2 | 3 | 5 | 5 | 5 | 5 f) | 6 f) | 6 f) | : |
| UK | : | : | : | : | : | 44 g) | 48 g) | 42 g) | : |
| IS | 0 | 0 | 0 | 0 | 0 | 0 h) | : | : | : |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | 3 | : | : | : | : | : |
| US i) | : | : | 260 | 319 | 346 | 370 | 393 | 417 | 428 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain a) Eurostat estimate b) Number of employees, mid-year, Source: Social Security Office c) Source : Survey on Audiovisual Services 1997. INE d) Source: ISTAT e) Source: Statistics Finland, Business register f) Source Statistics Sweden, Business register g) Source : Labour force Survey, March each year. Includes those who work in the industries in their main job, and those who work in the industries in their second job if their main job is not in the relevant industry. h) No. of employees /no. of man-years. Source: NEI i) 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 | | | |
|-----------|---|-------|-------|-------|---|-------|-------|-------|---|-------|-------|-------|
| | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 |
| EU-15 h) | 120 | 150 | 105 | : | 20 | 20 | 10 | : | 50 | 60 | 85 | : |
| EUR-12 h) | 86 | 114 | 78 | : | 15 | 14 | 7 | : | 35 | 41 | 63 | : |
| B a) | 1 | 1 | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 |
| DK | 2 | 3 | 3 | : | 0 | 0 | 0 | : | 2 | 2 | 2 | : |
| D | : | : | : | : | : | : | : | : | : | : | : | : |
| EL | : | : | : | : | : | : | : | : | : | : | : | : |
| E b) | 10 | : | : | : | 2 | : | : | : | 7 | : | : | : |
| F | : | 31 | : | : | : | 4 | : | : | : | 10 | : | : |
| IRL | : | : | : | : | : | : | : | : | : | : | : | : |
| I c) | 11 | 15 | : | : | 1 | 1 | : | : | 4 | 4 | : | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | : | : | : | : | : |
| FIN d) | 1 | 1 | 1 | : | 0 | 0 | 0 | : | 1 | 1 | 1 | : |
| S e) | 4 | 4 | 4 | : | 0 | 1 | 1 | : | 1 | 2 | 1 | : |
| UK f) | 28 | 29 | 20 | 20 | 4 | 5 | 1 | 6 | 12 | 16 | 19 | 11 |
| IS | : | : | : | : | : | : | : | : | : | : | : | : |
| N | : | : | : | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : | : | : | : |
| US g) | 237 | 255 | 278 | 296 | : | : | : | : | 133 | 137 | 138 | 132 |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Number of employees, mid-year, Source: Social Security Office b) Source : Survey on Audiovisual Services 1997. INE c) Source: ISTAT d) Source: Statistics Finland, Business register e) Source: Statistics Sweden, Business register f) Source : Labour force Survey, March each year. Includes those who work in the industries in their main job, and in their second job if their main job is not in the relevant industry. g) Source: the Motion Picture Association of America, Bureau of Labour Statistics, US Motion picture industry employment. NACE 92.11 include "production and services" h) Eurostat estimate

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|------|------|---------|---------|---------|------|
| EU-15 a) | : | : | : | : | : | 260 | 300 | 290 | : |
| EUR-12 a) | : | : | : | : | : | 177 | 202 | 207 | : |
| B b) | : | : | : | : | : | 7.5 | 7.2 | 7.5 | 8.9 |
| DK | : | : | : | 1.2 | : | 1.7 | 1.8 | 2.0 | : |
| D | : | : | : | : | : | 51.5 | 62.0 | 72.0 | 83.0 |
| EL | : | : | : | 8.2 | : | : | : | : | : |
| E | : | : | : | : | : | 29.6 c) | : | : | : |
| F | : | : | 33.1 | : | : | 16.7 d) | 17.5 d) | : | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 24.8 | 24.4 | 23.7 | 24.7 e) | : | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | 3.0 | 2.9 | 2.8 | : | : | : |
| P | 4.5 | 4.4 | 4.3 | 3.8 | 3.7 | 4.4 | 6.6 | 6.4 | : |
| FIN | : | : | : | 6.3 | 6.3 | 6.4 | 7.2 f) | 6.2 f) | : |
| S | 9.6 | 7.1 | 6.2 | 7.8 | 8.1 | 8.2 g) | 8.4 g) | 8.4 g) | : |
| UK | : | : | : | : | : | 73.1 h) | 87.6 h) | 72.7 h) | 86.9 |
| IS | 0.3 | 0.6 | 0.7 | 0.6 | 0.7 | 1.6 i) | : | : | : |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | 1.0 | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) EU-15: Eurostat estimate b) Number of employees, mid-year, Source: Social Security Office c) Source : Survey on Audiovisual Services 1997. INE d) Radio employment is not included e) Source: ISTAT f) Source: Statistics Finland, Business register g) Source: Statistics Sweden, Business register h) Source : Labour force Survey, March each year. Includes those who work in the industries in their main job, and in their second job if their main job is not in the relevant industry. i) No. of employees /no. of man-years. Source: NEI

1. Audiovisual services and advertising

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|--------|--------|-------|----------|----------|--------|--------|
| EU-15 a) | : | : | : | : | : | 27 000 | 35 000 | 36 500 | : |
| EUR-12 a) | : | : | : | : | : | 20 900 | 28 500 | 29 400 | : |
| B | 109 | 161 | 383 | 683 | 699 | 756 b) | 664 b) | 732 b) | 722 b) |
| DK | : | : | : | 357 | : | 408 | 434 | 447 | : |
| D | : | : | : | : | 6 693 | 6 700 | 9 309 | 9 489 | : |
| EL | : | : | : | 122 | : | : | : | : | : |
| E | : | : | : | : | : | 1 977 c) | : | : | : |
| F | : | : | 2 828 | 5 003 | 5 598 | 7 056 | 7 475 | 7 804 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 2 114 | 2 585 | 2 771 | 6 824 d) | : | : |
| L | : | 8 | 32 | : | 75 | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | 353 | 402 | : |
| FIN | : | : | : | 129 | 145 | 197 e) | 219 e) | 237 e) | : |
| S | 73 | 190 | 426 | 505 | 605 | 660 f) | 793 f) | : | : |
| UK g) | : | : | : | : | : | 5 008 | 4 898 | 5 312 | : |
| IS | : | : | : | : | 23 | 28 | 36 | 44 | 57 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | 27 466 | 39 298 | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate

b) Source: VAT Office, Current prices; Enterprises are grouped in branches according to their main activity; the amounts represent the totals.

c) Source : Survey on Audiovisual Services 1997. INE

d) Source: ISTAT

e) Source: Statistics Finland, Business register

f) Source: Statistics Sweden, Business statistics. Current prices.

g) Source: ONS Annual Business Inquiry.

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 | | | |
|-----------|---|--------|--------|-------|---|-------|-------|-------|---|-------|-------|-------|
| | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 | 1 997 | 1 998 | 1 999 | 2 000 |
| EU-15 g) | 15 800 | 23 100 | 21 900 | : | 7 000 | 7 600 | 9 500 | : | 4 200 | 4 300 | 5 100 | : |
| EUR-12 g) | 12 900 | 20 400 | 19 300 | : | 4 800 | 4 800 | 6 100 | : | 3 200 | 3 300 | 4 000 | : |
| B a) | 331 | 301 | 349 | 363 | 273 | 193 | 219 | 186 | 152 | 170 | 164 | 173 |
| DK | 202 | 222 | 229 | : | 132 | 129 | 133 | : | 74 | 82 | 84 | : |
| D | 4 503 | 6 773 | 5 760 | : | 1 117 | 1 270 | 2 439 | : | 1 080 | 1 266 | 1 290 | : |
| EL | : | : | : | : | : | : | : | : | : | : | : | : |
| E b) | 765 | : | : | : | 772 | : | : | : | 441 | : | : | : |
| F | 4 342 | 4 451 | 4 733 | : | 1 815 | 1 993 | 2 007 | : | 899 | 1 031 | 1 064 | : |
| IRL | : | : | : | : | : | : | : | : | : | : | : | : |
| I c) | 2 013 | 6 034 | : | : | 451 | 445 | : | : | 307 | 346 | : | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | : | : | : | : | : |
| FIN d) | 122 | 108 | 116 | : | 25 | 54 | 63 | : | 50 | 56 | 58 | : |
| S e) | 327 | 380 | : | : | 140 | 236 | : | : | 193 | 177 | : | : |
| UK f) | 2 328 | 2 139 | : | : | 1 918 | 2 396 | : | : | 761 | 717 | : | : |
| IS | 10 | 16 | 21 | 29 | 3 | 4 | 5 | 7 | 15 | 16 | 18 | 21 |
| N | : | : | : | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: VAT Office, Current prices; Enterprises are grouped in branches according to their main activity; the amounts represent the totals.

b) Source : Survey on Audiovisual Services 1997. INE

c) Source: ISTAT

d) Source: Statistics Finland, Business register

e) Source: Statistics Sweden, Business statistics. Current prices.

f) Source: ONS Annual business Inquiry.

g) Eurostat estimate

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|--------|--------|-------|----------|----------|--------|--------|
| EU-15 a) | : | : | : | : | : | 44 000 | 47 000 | 52 000 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 30 | 131 | 335 | 551 | 537 | 588 b) | 622 b) | 713 b) | 902 b) |
| DK | : | : | : | : | : | 139 | 176 | 239 | : |
| D | : | : | : | : | 5 547 | 6 738 | 6 869 | 7 126 | : |
| EL | : | : | : | 329 | : | : | : | : | : |
| E | : | : | : | : | : | 3 411 c) | : | : | : |
| F | : | : | 3 022 | 6 196 | 6 600 | 6 468 | 6 963 | : | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | 4 189 | 4 497 | 5 025 | 5 549 d) | : | : |
| L | : | 244 | 316 | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | 30 | 91 | 208 | 291 | 355 | 344 | 506 | 605 | : |
| FIN | : | : | : | 580 | 594 | 594 e) | 674 e) | 718 e) | : |
| S | 251 | 326 | 474 | 991 | 1 074 | 1 133 f) | 1 206 f) | : | : |
| UK g) | : | : | : | : | : | 14 767 | 15 506 | 17 669 | : |
| IS | : | : | : | : | 54 | 66 | 73 | 86 | 99 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | 39 407 | 49 925 | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain a) EU-15: Eurostat estimate b) Source: VAT Office, Current prices; Enterprises are grouped in branches according to their main activity; the amounts represent the totals. c) Source: Survey on Audiovisual Services 1997. INE d) Source: ISTAT e) Source: Statistics Finland, Business register f) Source: Statistics Sweden, Business statistics. Current prices. g) Source: ONS Annual Business Inquiry.

1.10 Total advertising expenditure, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|--------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|
| EU-15 a) | : | : | 45 354 | 53 848 | 56 379 | 63 737 | 81 705 | 87 296 | 98 000 |
| EUR-12 a) | : | : | 30 556 | 38 097 | 38 953 | 42 285 | 53 415 | 56 933 | 62 507 |
| B | : | 412 | 751 | 1 170 | 1 202 | 1 295 | : | 1 626 | 1 785 |
| DK | : | : | 859 | 1 097 | 1 138 | 2 901 | 3 078 | 2 648 | 2 726 |
| D | 4 386 | 6 623 | 9 884 | 14 516 | 14 347 | 14 299 | 20 650 | 21 816 | 23 290 |
| EL | 73 | 152 | 385 | 1 501 | 1 062 | 1 156 b) | 1 248 b) | 1 549 b) | : |
| E | 833 | 1 858 | : | : | : | 3 885 c) | 4 346 c) | 5 003 c) | : |
| F | 2 013 | 3 965 | 7 331 | 8 278 | 8 487 | 9 971 | 10 485 | 10 930 | 12 022 |
| IRL | 92 | 132 | 228 | : | : | : | : | 569 | : |
| I | 1 044 | 2 749 | 5 301 | 4 332 | 5 052 | 5 987 d) | 6 579 d) | 7 466 d) | 8 479 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 1 650 | : | : | : | 4 368 e) | 4 710 e) | : |
| A | : | 443 | 772 | 1 208 | 1 239 | 1 219 | : | : | : |
| P | 33 | 73 | 327 | 735 | 882 | 1 053 | 1 220 | 614 f) | 680 |
| FIN | 405 | 990 | 988 | 802 | 807 | 884 | 1 000 g) | 1 031 g) | 1 105 g) |
| S | 569 | 924 | 1 437 | 1 404 | 1 550 | 1 655 h) | 3 902 h) | 4 319 | : |
| UK | 4 785 | 8 578 | 12 503 | 13 249 | 14 738 | 16 896 i) | 21 310 i) | 23 396 i) | 27 903 i) |
| IS | : | : | : | 36 | 41 | 54 j) | 65 j) | 92 j) | 118 j) |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 747 | 1 236 | 1 680 | 2 026 | 1 944 | 1 850 | : | : | : |
| US k) | 38 497 | 124 232 | 101 765 | 124 563 | 138 004 | 165 364 | 179 820 | 201 945 | 252 762 |
| JP l) | : | : | : | 44 112 | 41 785 | 43 699 | 39 338 | 46 981 | 61 425 |

Source: Eurostat, AUVIS domain a) Eurostat estimate, missing values calculated by using the development of D, F, I, P, FIN and UK b) Source Media Services S.A. c) Source: Infoadex d) Source: Utenti Pubblicità Associati (UPA) e) of which, newspapers, free local -/free papers, general-interest magazines, specialist journals, management journals, cable tv information services, outdoor, TV, radio, cinema, direct advertising, directories, fairs/exhibitions, internet. f) Corresponds only to ad spending with advertising agencies, excluding direct purchases by advertisers to the media. These are values excluding discounts and including agencies' commissions g) Source: MDC Helsinki Group h) Official source Statistics Sweden, Business Statistics. Current prices. Includes costs for Public Relations (PR). i) Source: Advertising Association. Total excludes direct mail. j) Rate card figures, information not exhaustive. Source: IM Gallup. k) Source: McCann Erickson, as one of the world's leading integrated brand communications organisations l) Source: Dentsu Inc (Japan's biggest advertising agency)

1. Audiovisual services and advertising

1.11 TV advertising expenditure, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|-------|-------|--------|--------|--------|----------|----------|----------|----------|
| EU-15 a) | : | : | 11 261 | 17 184 | 18 087 | 20 722 | 22 064 | 23 720 | 26 763 |
| EUR-12 | : | : | 7 973 | 13 153 | 13 700 | 15 042 | 15 750 | 16 783 | 18 712 |
| B | : | : | : | 411 | 432 | 494 | 599 | 643 | 707 |
| DK | : | : | 129 | 206 | 232 | 249 | 268 | 242 | 245 |
| D | 443 | 656 | 1 369 | 3 853 | 4 034 | 4 198 | 4 014 | 4 317 | 4 705 |
| EL | 36 | 75 | 174 | 1 048 | 599 | 513 b) | 527 b) | 641 b) | : |
| E | 274 | 578 | : | : | : | 1 478 c) | 1 757 c) | 2 072 c) | : |
| F | 362 | 681 | 1 822 | 2 679 | 2 789 | 2 939 | 3 091 | 3 354 | 3 815 |
| IRL | 27 | 53 | 65 | : | : | : | : | 173 | : |
| I | 268 | 1 338 | 2 539 | 2 366 | 2 767 | 3 345 d) | 3 514 d) | 3 837 d) | 4 314 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 278 | : | : | : | 572 | 632 | 726 |
| A | : | 122 | 208 | 282 | 285 | 320 | : | : | : |
| P | 18 | 41 | 143 | 406 | 513 | 614 | 706 | 310 e) | 322 |
| FIN | 53 | 122 | 135 | 168 | 169 | 192 | 203 f) | 205 f) | 213 f) |
| S | : | : | 31 | 260 | 291 | 329 | 357 | : | : |
| UK | 1 156 | 2 333 | 3 257 | 3 771 | 4 096 | 5 350 | 5 956 g) | 6 558 g) | 7 623 g) |
| IS | : | : | : | 7 | 8 | 16 h) | 17 h) | 26 h) | 39 h) |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 60 | 81 | 125 | 206 | 201 | 208 | : | : | : |
| US i) | : | : | 22 830 | 28 920 | 33 459 | 38 914 | 42 346 | 47 705 | 60 395 |
| JP j) | : | : | : | : | : | : | 13 322 | 15 761 | 20 903 |

Source: Eurostat, AUVIS domain a) Eurostat estimate, missing values calculated by using the development of D, F, I, P, FIN and UK b) Source Media Services S.A. c) Source: Infoadex d) Utenti Pubblicità Associati (UPA) e) Corresponds only to ad spending with advertising agencies, excluding direct purchases by advertisers to the media. These are values excluding discounts and including agencies' commissions f) Source: MDC Helsinki Group g) Source: Advertising Association. Total excludes direct mail. h) Rate card figures, information not exhaustive. Source: IM Gallup. i) Source: Television Bureau of Advertising j) Source: Dentsu Inc (Japan's biggest advertising agency)

1.12 Radio advertising expenditure, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|-------|-------|-------|--------|--------|--------|--------|
| EU-15 a) | : | : | 2 092 | 2 926 | 3 032 | 3 204 | 3 465 | 3 895 | 4 453 |
| EUR-12 a) | : | : | 1 829 | 2 521 | 2 550 | 2 565 | 2 703 | 3 022 | 3 374 |
| B | : | : | : | 105 | 108 | 121 | 133 | 157 | 174 |
| DK | : | : | : | 23 | 23 | 23 | 24 | 25 | 29 |
| D | 158 | 237 | 504 | 707 | 694 | 664 | 601 | 691 | 733 |
| EL | 5 | 10 | 28 | 83 | 72 | 72 | 57 | 72 | : |
| E | 101 | 217 | : | : | : | 378 b) | 409 b) | 466 b) | : |
| F | 418 | 365 | 484 | 713 | 703 | 618 | 651 | 729 | 809 |
| IRL | 9 | 16 | : | : | : | : | : | 49 | : |
| I | 70 | 99 | 193 | 169 | 203 | 263 c) | 370 c) | 431 c) | 499 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | 170 | 201 | : |
| A | : | 50 | 94 | 142 | 132 | 125 | : | : | : |
| P | 5 | 13 | 26 | 53 | 67 | 96 | 97 | 41 d) | 47 |
| FIN | - | 2 | 44 | 29 | 28 | 31 | 34 e) | 34 e) | 38 e) |
| S | : | : | : | 25 | 36 | 48 | 58 | : | : |
| UK | 90 | 139 | 228 | 357 | 423 | 568 | 680 f) | 783 f) | 976 f) |
| IS | : | : | : | 6 | 7 | 7 | : | : | : |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 14 | 33 | 78 | 85 | 82 | : | : | : |
| US g) | : | : | 6 852 | 8 668 | 9 663 | 11 896 | 13 445 | 15 885 | 19 980 |
| JP h) | : | : | : | : | : | : | 1 470 | 1 684 | 2 082 |

Source: Eurostat, AUVIS domain a) Eurostat estimate, missing values calculated by using the development of D, F, I, P, FIN and UK b) source: Encuesta Continua de Presupuestos Familiares. INE c) Source: Utenti Pubblicità Associati (UPA) d) Corresponds only to ad spending with advertising agencies, excluding direct purchases by advertisers to the media. These are values excluding discounts and including agencies' commissions e) Source: MDC Helsinki Group f) Source: Advertising Association. Total excludes direct mail. g) Source: Radio Advertising Bureau h) Source: Dentsu Inc (Japan's biggest advertising agency)

1.13 Cinema advertising expenditure, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|------|------|-------|--------|--------|--------|
| EU-15 a) | : | : | 294 | 422 | 438 | 489 | 524 | 624 | 684 |
| EUR-12 a) | : | : | 225 | 323 | 329 | 343 | 364 | 421 | 456 |
| B | : | : | : | 18 | 18 | 21 | 22 | 25 | 25 |
| DK | : | : | : | 8 | 9 | 9 | 8 | 6 | 6 |
| D | 40 | 53 | 105 | 180 | 175 | 172 | 165 | 172 | 175 |
| EL | : | : | : | : | : | : | : | : | : |
| E | 14 | 22 | : | : | : | 32 b) | 35 b) | 42 b) | : |
| F | 37 | 70 | 59 | 63 | 70 | 77 | 84 | 109 | 129 |
| IRL | : | : | : | : | : | : | : | 5 | : |
| I | 19 | 6 | 16 | 15 | 17 | 19 c) | 36 c) | 48 c) | 54 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 6 | : | : | : | 11 | 12 | : |
| A | : | : | : | : | : | 3 | : | : | : |
| P | 0 | 1 | : | : | : | : | 4 | 6 d) | 6 |
| FIN | 1 | 1 | 1 | 1 | 1 | 1 | 2 e) | 2 e) | 2 e) |
| S | 4 | 5 | 9 | 9 | 11 | 10 | 8 | : | : |
| UK | 30 | 31 | 55 | 83 | 90 | 127 | 143 f) | 187 f) | 210 f) |
| IS | : | : | : | : | 1 | 1 | 1 g) | 1 g) | 1 g) |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 7 | 10 | 17 | 22 | 24 | 24 | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP h) | : | : | : | : | : | : | 2 262 | 2 728 | 3 554 |

Source: Eurostat, AUVIS domain

a) Eurostat estimate, missing values calculated by using the development of D, F, I, FIN and UK

b) source: Encuesta Continua de Presupuestos Familiares. INE

c) Source: Utenti Pubblicità Associati (UPA)

d) Corresponds only to ad spending with advertising agencies, excluding direct purchases by advertisers to the media. These are values excluding discounts and including agencies' commissions

e) Source: MDC Helsinki Group

f) Source: Advertising Association. Total excludes direct mail.

g) Rate card figures, information not exhaustive. Source: IM Gallup.

h) 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 36%. The increase was especially pronounced between 1995 and 1996 (28%). Between 1996 and 2000 total film production in the EU countries remained relatively stable (+8%).

The growth in the number of feature films produced in the period 1995 to 2000 was the highest in Luxembourg (+167%), Spain (+66%) and Sweden (+58%), whereas in Ireland (-67%) and Greece (-31%) full-length film production decreased.

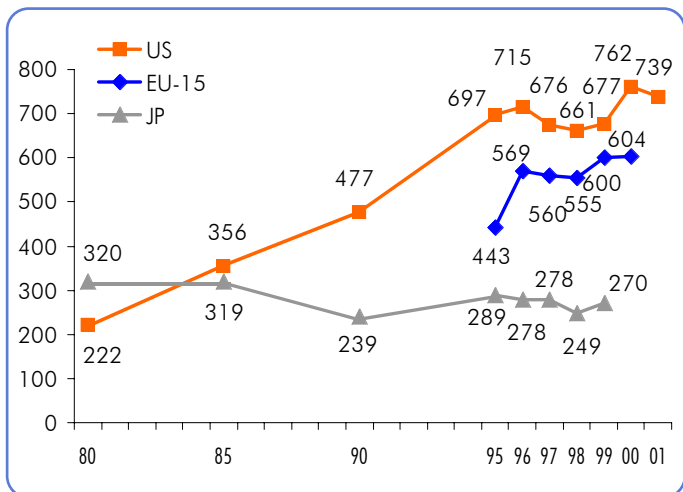
A total of 604 films were produced in 2000 in the EU-15, 4 films more than in 1999.

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. In 2001, 204 films were produced, a significant increase of 33 films compared to 2000. Production investment increased to 905 million euro in 2001. Canal+ and StudioCanal are important film producers; they made 122 films in 2001 for a total investment cost of 153 million euro or 1.25 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 Cléopâtre' at a cost of 50 million euro.

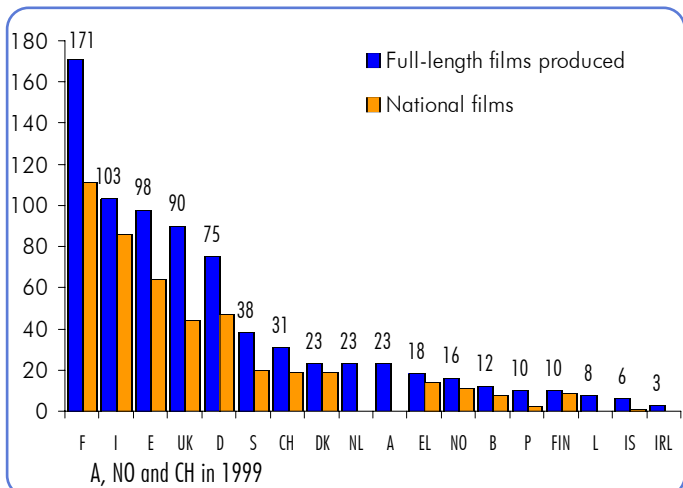
Italy was the Member State with the second highest number of cinematographic long length films produced: 103 in 2001, the same number as in 2000. The production of national films decreased from 92 in 1999 to 86 in 2000. Spain was third with 98 films produced, of which 64 were 100% national production.

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 Geiselsberg, near Munich, Studio Babelsberg in Potsdam, near Berlin and Studios de Boulogne in Paris.

Cinematographic full-length films produced, 1980 - 2001



Cinematographic full-length films produced, of which national films in 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 | Cinemat |
| 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 |

2. Cinema production and distribution market

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 (739 films in 2001). The average cost for an American film in 1999 was 12 million euro.

An analysis of cinema production during the last two decades reveals that the number of films produced in the United States has increased steadily. However, between 1995 and 2000, growth in the EU-15 was higher than in the US: 36% compared to 9%

US domestic film production has accounted for between 94% and 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 2001 came from Warner Bros, which grossed 1 371 million euro. Second was Universal, followed by Paramount. In total, American film studios grossed 9 billion euro, 13% higher than in 2000. The three largest studios together had a share of 38% in 2001, compared to 42% in 2000. Disney accounted for the highest market share in 2000 with 15% or 1 191 million euro in turnover from cinema exhibition, Disney released 19 films, of which three grossed over 100 million USD. Universal followed closely as runner up, also with a share of 15% and 1 158 million euro in turnover. With 13 releases, four films grossed over 100 million USD, of which 'The Grinch' starring Jim Carrey topped the box-office charts grossing 274 million euro.

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 2001, source: Boxoffice Mojo.com

| Rank | American film studio | Turnover (million EUR) | Market share (%) |
|------|----------------------|------------------------|------------------|
| 1 | Warner Bros. | 1 371 | 15 |
| 2 | Universal | 1 067 | 12 |
| 3 | Paramount | 996 | 11 |
| 4 | Disney | 989 | 11 |
| 5 | 20th Century Fox | 955 | 11 |
| 6 | Sony | 814 | 9 |
| 7 | Miramax | 680 | 8 |
| 8 | New Line | 640 | 7 |
| 9 | MGM/UA | 501 | 6 |
| 10 | DreamWorks | 447 | 5 |
| 11 | USA | 157 | 2 |
| 12 | Sony Classics | 156 | 2 |

Market share for American film studios in 2000, source: Boxoffice Mojo.com

| Rank | American film studio | Turnover (million EUR) | Market share (%) | Films released |
|------|----------------------|------------------------|------------------|----------------|
| 1 | Disney | 1 191 | 15 | 19 |
| 2 | Universal | 1 158 | 15 | 13 |
| 3 | Warner Bros. | 965 | 12 | 21 |
| 4 | Paramount | 851 | 11 | 12 |
| 5 | DreamWorks | 833 | 10 | 10 |
| 6 | 20th Century Fox | 789 | 10 | 13 |
| 7 | Sony | 720 | 9 | 18 |
| 8 | Miramax | 514 | 6 | 24 |
| 9 | New Line | 405 | 5 | 14 |
| 10 | MGM/UA | 112 | 1 | 6 |
| 11 | USA | 97 | 1 | 14 |
| 12 | Artisan | 79 | 1 | 8 |

Films released in 2000 that grossed more than 100 million USD, by film studio, source: Boxoffice Mojo.com

| American film studio | Rank | Film title | Turnover (million EUR) | Market share (%) |
|----------------------|------|-----------------------|------------------------|------------------|
| Disney | 1 | Dinosaur | 149 | 1.9 |
| | 2 | Remember the Titans | 123 | 1.5 |
| | 3 | Gone in 60 Seconds | 110 | 1.4 |
| Universal | 1 | How the Grinch... | 274 | 3.4 |
| | 2 | Meet the Parents | 175 | 2.2 |
| | 3 | Erin Brockovich | 136 | 1.7 |
| | 4 | Nutty Professor II | 134 | 1.7 |
| Warner Bros | 1 | The Perfect Storm | 198 | 2.5 |
| Paramount | 1 | Mission: Impossible 2 | 233 | 2.9 |
| | 2 | What Women Want | 125 | 1.6 |
| DreamWorks | 1 | Gladiator | 202 | 2.5 |
| | 2 | What Lies Beneath | 168 | 2.1 |
| | 3 | Chicken Run | 116 | 1.4 |
| 20th Century Fox | 1 | X-Men | 170 | 2.1 |
| | 2 | Big Momma's House | 127 | 1.6 |
| | 3 | Cast Away | 119 | 1.5 |
| Sony | 1 | Charlie's Angels | 133 | 1.7 |
| | 2 | The Patriot | 123 | 1.5 |
| Miramax | 1 | Scary Movie | 170 | 2.1 |

Cinema production in Japan

The Japanese film industry produced 270 films in 1999, half the EU volume. Japan is rarely engaged in international co-productions, there being only a couple of international co-productions each year. In 1998, 241 of 249 films were produced with national origin producers. Between 1980 and 1999, feature film production in Japan decreased by 16%. The average cost for a Japanese film in 1999 was 4 million euro.

Worldwide cinema production

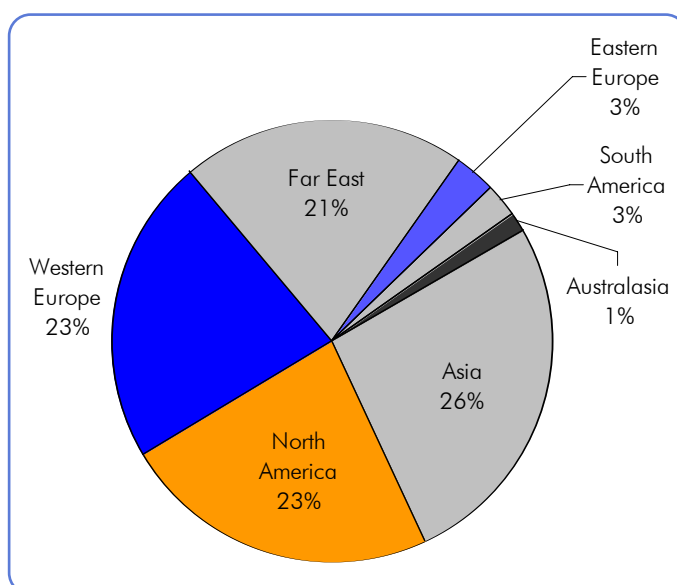
Globally, over 3 200 feature films were made in 1997, the latest estimate available, which was slightly up from 1996, but down on a recent high of 4 564 films produced in 1990.

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 764 in 1999, from 697 in 1997. 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

Global film production by world region 1997,

source: European Audiovisual Observatory



include Attenborough's "Gandhi". But in 2001, India managed to produce one film that got the international attention: 'Monsoon Wedding', a co-production with India, Italy, France and US.

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.

Films produced and production costs in selected countries, latest available year,

source: European Audiovisual Observatory and UNESCO for 1999 data, CNC for France

| Country | Number of films produced | | | | | Investments (million EUR) | | | | | Investment per film (million EUR) | | | | |
|----------------|--------------------------|------|------|------|------|---------------------------|------|-------|------|------|-----------------------------------|------|------|------|------|
| | 1997 | 1998 | 1999 | 2000 | 2001 | 1997 | 1998 | 1999 | 2000 | 2001 | 1997 | 1998 | 1999 | 2000 | 2001 |
| Germany | 61 | 50 | 74 | 75 | : | 305 | : | 357 | : | : | 5.0 | : | 4.8 | : | : |
| Spain | 80 | 65 | 82 | 98 | : | : | : | 158 | : | : | : | : | 1.9 | : | : |
| France | 158 | 180 | 181 | 171 | 204 | 700 | 749 | 692 | 803 | 905 | 4.4 | 4.2 | 3.8 | 4.7 | 4.4 |
| Italy | 87 | 92 | 108 | 103 | : | : | : | 160 | : | : | : | : | 1.5 | : | : |
| United Kingdom | 115 | 91 | 100 | 83 | : | 969 | : | 768 | : | : | 8.4 | : | 7.7 | : | : |
| United States | 676 | 661 | 677 | 762 | 739 | 8 662 | : | 8 162 | : | : | 12.8 | : | 12.1 | : | : |
| Canada | 54 | 61 | 43 | 55 | : | : | : | 212 | : | : | : | : | 4.9 | : | : |
| Mexico | 15 | 23 | 37 | : | : | 11 | : | : | : | : | 0.7 | : | : | : | : |
| Argentina | 32 | 23 | 35 | : | : | 48 | : | 125 | : | : | 1.5 | : | 3.6 | : | : |
| Brazil | 30 | 32 | 40 | : | : | 64 | : | : | : | : | 2.1 | : | : | : | : |
| Egypt | 55 | : | : | : | : | 35 | : | : | : | : | 0.6 | : | : | : | : |
| Japan | 278 | 249 | 270 | : | : | 914 | : | 988 | : | : | 3.3 | : | 3.7 | : | : |
| India | 697 | 693 | 764 | : | : | 300 | : | : | : | : | 0.4 | : | : | : | : |
| China | 88 | 82 | 85 | : | : | 47 | : | : | : | : | 0.5 | : | : | : | : |
| Hong Kong | 94 | 92 | 146 | : | : | 54 | : | : | : | : | 0.6 | : | : | : | : |
| Philippines | 210 | 200 | 220 | : | : | 30 | : | : | : | : | 0.1 | : | : | : | : |
| Singapore | 5 | 7 | 5 | : | : | 2 | : | : | : | : | 0.5 | : | : | : | : |
| South Korea | 59 | 43 | 53 | : | : | 44 | : | 105 | : | : | 0.7 | : | 2.0 | : | : |
| Taiwan | 27 | 22 | 28 | : | : | 17 | : | : | : | : | 0.6 | : | : | : | : |
| Australia | 41 | 45 | 34 | : | : | 86 | : | : | : | : | 2.1 | : | : | : | : |

2. Cinema production and distribution market

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 to 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 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 theatres, 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 the 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.

Computer generated (CG) animation films: A different production process from conventional film increases its presence

Whether it is to create alien-like water creatures, walking and talking toys, or 16-ton dinosaurs, computer generated (CG) animation has been used in Hollywood movies for close to 30 years, honed throughout the last part of the 20th century. Today, CG animation plays at least a minor part in most Hollywood films. In 1980, 'Tron' was released including a daunting 30 minutes of computer animation. Other historical milestones were 'Terminator 2: Judgement Day' (1991) and 'Jurassic Park' (1993), containing CG animations by Industrial Light and Magic (ILM). By 1995, the creative minds at Pixar were ready to try their hand at something that had never before been done in the film industry: A completely CG-created movie. Started years earlier, the result was 'Toy Story'. Other successful Pixar/Walt Disney films are: 'A Bug's Life' (1998), 'Toy Story 2' (1999) and 'Monsters, Inc' (2001). 'Shrek' (2001) by DreamWorks SKG was as successful as 'Toy Story 2' in terms of box office sales. 'Final Fantasy: The Movie' was the first completely 3-D animated movie with realistic characters that looked and moved like real people. The characters were realised by a combination of motion capture (actions by actors hooked up to a computer are recorded and used to create realistic-looking motion) and 3-D facial scanning (where an actor's face is scanned into a computer, seamlessly applied to the CGI model). The film was in development for several years and was released in June 2001 to mixed reviews and poor box office sales.

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 | 2001 |
|---------------------|------|------|------|------|------|--------|--------|--------|--------|------|
| EU-15 ^{e)} | : | : | : | 443 | 569 | 560 | 555 | 600 | 604 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : | : |
| B | : | 7 | 12 | 8 | 8 | 6 | 7 | : | 12 f) | : |
| DK | : | 11 | 15 | 12 | 23 | 19 | 23 | 25 | 23 | : |
| D | 49 | 64 | 48 | 63 | 64 | 61 | 50 | 74 | 75 | : |
| EL | : | 33 | 13 | 26 | 27 | 20 | 17 a) | 19 a) | 18 f) | : |
| E ^{b)} | 118 | 77 | 47 | 59 | 91 | 80 | 65 | 82 | 98 | : |
| F | 189 | 151 | 143 | 129 | 131 | 158 h) | 180 h) | 181 h) | 171 h) | 204 |
| IRL ^{f)} | 0 | 2 | 3 | 9 | 12 | 8 | 5 | 4 | 3 | : |
| I | 163 | 89 | 119 | 75 | 99 | 87 | 92 | 108 | 103 | 103 |
| L | : | 1 | 1 | 3 | 5 | 5 | 10 | 8 | 8 f) | : |
| NL | 6 | 13 | 17 | 18 | 18 | 15 f) | 18 f) | 22 f) | 23 f) | : |
| A | 10 | 10 | 20 | 30 | 13 | 15 f) | 12 f) | 23 f) | : | : |
| P ^{d)} | 9 | 3 | 8 | 14 | 8 | 10 | 14 | 11 | 12 | : |
| FIN | 10 | 13 | 13 | 8 | 10 | 10 c) | 9 | 14 | 10 | : |
| S | 20 | 20 | 16 | 24 | 27 | 30 | 20 | 23 | 38 | : |
| UK | 31 | 47 | 47 | 76 | 111 | 115 | 91 | 100 | : | : |
| IS | 3 | 3 | 2 | 7 | 2 | 4 | 4 | 3 | 6 | : |
| N | : | : | 10 | 22 | 15 | 17 f) | 14 f) | 16 f) | : | : |
| EEA | : | : | : | : | : | : | : | : | : | : |
| CH | : | 44 | 32 | 38 | 41 | 29 f) | 41 f) | 31 f) | : | : |
| US ^{g)} | 222 | 356 | 477 | 697 | 715 | 676 | 661 | 677 | 762 | 739 |
| JP | 320 | 319 | 239 | 289 | 278 | 278 | 249 | 270 | : | : |

Source: Eurostat, AUVIS domain a) Source: Greek Film Center (films that have been subsidised by the Greek Film Center) b) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) c) Source: Finnish Films Foundation and Statistics Finland d) Source: ICAM e) EU figure doesn't represent sum of national results. Co-productions can appear in the results of several countries however EU estimate doesn't double count films. Source: European Audiovisual Observatory. f) Source: European Audiovisual Observatory g) Source: the Motion Picture Association of America h) Source: CNC

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 | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 5 | 5 | 3 | 0 | 2 | 1 | 1 | : | 8 h) |
| DK | 13 | 8 | 15 | 9 | 15 | 11 | 15 | 15 | 19 |
| D | 37 | 46 | 38 | 37 | 42 | 47 | 39 | 44 | 47 |
| EL | 27 | 32 | 12 | 19 | 21 | 16 | 12 a) | 13 a) | 14 a) |
| E | 82 | 65 | 37 | 37 | 66 | 55 b) | 45 b) | 44 b) | 64 b) |
| F | 144 | 106 | 81 | 63 | 74 | 86 | 102 | 115 | 111 |
| IRL | 0 | 2 | 2 | 5 | 1 | 2 | 3 h) | 1 h) | 0 h) |
| I | 130 | 81 | 98 | 60 | 77 | 71 c) | 79 c) | 92 c) | 86 c) |
| 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 d) | 2 h) |
| FIN | 7 | 11 | 10 | 7 | 8 | 8 e) | 4 e) | 11 e) | 9 e) |
| S | 17 | 17 | 10 | 15 | 18 | 19 | 13 | 13 f) | 20 f) |
| UK | 28 | 41 | 39 | 40 | 59 | 74 g) | 65 g) | 71 g) | : |
| IS | 3 | 3 | 0 | 0 | 0 | 0 | 0 | : | 1 |
| N | 10 | 10 | 9 | 16 | 10 | 8 | 9 | 11 h) | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 24 | 22 | 22 | 19 | 16 | 19 | 19 h) | : |
| US | : | : | : | 660 | 672 | 663 | 652 | : | : |
| JP | 316 | 318 | 239 | 286 | 275 | 275 | 241 | : | : |

Source: Eurostat, AUVIS domain

a) Source: Greek Film Center (films that have been subsidised by the Greek Film Center)

b) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA)

c) Source: Ministero dei Beni Culturali- Dipartimento dello Spettacolo/ANICA

d) Source: IC

e) Source Finnish Board of Film Classification

f) Refer to Swedish films with premiere 1999. Source: SFI (Swedish Film Institute).

g) Screen Finance/X25/British Film Institute

h) Source: EAO

2. Cinema production and distribution market

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 | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 2 | 9 | 8 | 6 | 5 | 6 | : | : |
| DK | : | 3 | 0 | 3 | 8 | 8 | 8 | 10 | 4 |
| D | 12 | 18 | 10 | 26 | 22 | 14 | 11 | 30 | 28 |
| EL | : | 1 | 1 | 7 | 6 | 4 | 5 a) | 6 a) | : |
| E b) | 36 | 12 | 10 | 22 | 25 | 25 | 20 | 38 | 34 |
| F | 45 | 45 | 62 | 66 | 57 | 77 | 81 | 66 | 60 |
| IRL | 0 | 0 | 1 | : | : | : | : | : | 6 |
| I | 33 | 8 | 21 | 15 | 22 | 16 c) | 13 c) | 16 c) | 17 c) |
| 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 | 2 | 2 | 2 d) |
| FIN | 3 | 2 | 3 | 1 | 2 | 2 e) | 5 e) | 3 e) | 1 e) |
| S | 3 | 3 | 6 | 9 | 9 | 11 | 7 | 10 f) | 18 f) |
| UK | 3 | 6 | 8 | 36 | 52 | 41 g) | 26 g) | 29 g) | : |
| IS | 0 | 0 | 2 | 7 | 2 | 4 h) | 4 h) | 3 h) | 5 |
| N | : | : | 1 | 6 | 5 | 9 | 5 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 20 | 10 | 16 | 22 | 13 | 22 | : | : |
| US | : | : | : | 37 | 43 | 13 | 9 | : | : |
| JP | 4 | 1 | : | 3 | 3 | 3 | 8 | : | : |

Source: Eurostat, AUVIS domain a) Source: Greek Film Center (Films that have been subsidised by the Greek Film Center) b) Source: Instituto de la Cinematografía y las Artes Audiovisuales (ICAA) c) Source: Ministero dei Beni Culturali- Dipartimento dello Spettacolo/ANICA d) Source: ICAM e) Source: Finnish Board of Film Classification f) Refer to Swedish films with premiere 1999. Source: SFI (Swedish Film Institute). g) Screen Finance/X25/British Film Institute h) Released full-length feature films only. Sources: Icelandic Film Fund (IFF)/SI

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 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 2 | 4 | 3 | 1 | 2 | 4 | : | : |
| DK | : | 1 | 0 | 2 | 4 | 5 | 3 | 5 | 2 |
| D | 12 | 18 | 10 | 26 | 22 | 14 | 11 | 30 f) | 28 f) |
| EL | : | 1 | 1 | 7 | 6 | 4 | 2 a) | 3 a) | 2 a) |
| E b) | 24 | 7 | 5 | 19 | 10 | 12 | 9 | 12 | 10 |
| 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 | 0 | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | 1 | 10 | 1 | : | : | : | : |
| P | : | 0 | 2 | 6 | 2 | : | 0 | 0 | 0 c) |
| FIN | 3 | 2 | 3 | 1 | 2 | 2 d) | 4 d) | 1 d) | 1 d) |
| S | : | : | : | : | : | 9 | 14 | 10 | 15 |
| UK | : | : | : | 11 | 18 | 20 e) | 8 e) | 6 e) | 6 e) |
| IS | 0 | 0 | 2 | 7 | 2 | 4 | 2 | 2 | 5 |
| N | : | : | : | 6 | 3 | 4 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 11 | 3 | 3 | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source : Greek Film Center (Films that have been subsidised by the Greek Film Center)

b) Source: Instituto de la Cinematografía y las Artes Audiovisuales (ICAA)

c) Source: ICAM

d) Source: Finnish Board of Film Classification

e) Screen Finance/X25/British Film Institute

f) Source: EAO

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 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 7 | 7 | 3 | 3 | 3 | 5 | : | : |
| DK | : | 9 | 15 | 11 | 19 | 16 | 18 | 20 | 21 |
| D | 49 | 64 | 48 | 63 | 64 | 61 | 50 | 74 | 75 |
| EL | : | 33 | 13 | 26 | 27 | 20 | 14 | 16 | 16 |
| E | 106 | 72 | 42 | 56 | 76 | 67 | 54 | 56 | 74 |
| F | 160 | 131 | 106 | 97 | 104 | 125 | 148 | 150 | 145 |
| IRL | : | : | : | 8 | 6 | 4 | 5 | 4 | 3 |
| I | 163 | 89 | 119 | 75 | 99 | 87 | 92 | 108 | 103 |
| L | : | 1 | 1 | 0 | 0 | : | 2 | 0 | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | 16 | 30 | 13 | : | : | : | : |
| P | : | 2 | 7 | 8 | 4 | : | 12 | 9 | 2 |
| FIN | 10 | 13 | 13 | 8 | 10 | 10 | 8 | 12 | 10 |
| S | : | : | : | : | : | 28 | 27 | 23 | 35 |
| UK | : | : | : | 51 | 77 | 94 | 73 | 77 | 50 |
| IS | 3 | 3 | 2 | 7 | 2 | 4 | 2 | : | 6 |
| N | : | : | : | 22 | 13 | 12 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 35 | 25 | 25 | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

2.6 Cinematographic short length films produced

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 64 | 29 | 37 | 52 | 33 | 40 | 56 | : | : |
| DK | 43 | 51 | 76 | : | 10 | : | 28 | 47 | 47 |
| D | 164 | 216 | 156 | 140 | 110 | 148 | 131 | 138 | 112 |
| EL | : | 90 | 130 | : | 65 | : | : | 16 a) | 10 a) |
| E b) | 258 | 162 | 98 | 94 | 87 | 115 | 126 | 124 | 108 |
| F | 429 | 476 | 366 | 415 | 423 | 410 | 342 | 427 | 465 |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | 160 | 146 | 27 | 55 | : | 42 | : | : |
| L | : | : | 2 | 1 | 9 | : | : | 4 | : |
| NL | : | : | 6 | : | 6 | : | : | : | : |
| A | 227 | 385 | 1166 | 271 | 86 | : | : | : | : |
| P | 46 | 28 | : | 2 | 8 | 9 | 6 | 5 c) | 14 d) |
| FIN | 122 | 121 | 57 | 25 | 25 | 16 d) | 17 d) | 13 d) | 15 d) |
| S | 11 | 10 | 8 | : | : | : | : | : | : |
| UK | : | : | : | : | : | : | : | : | : |
| IS | 1 | 1 | 1 | 3 | 2 | 2 | 0 | : | : |
| N | 85 | 77 | 83 | 150 | 54 | 60 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 20 | 34 | 18 | 16 | 42 | 16 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source : Greek Film Center (Films that have been subsidised by the Greek Film Center)

b) Source: Instituto de la Cinematografía y las Artes Audiovisuales (ICAA)

c) Source: ICAM

d) Source: Finnish Board of Film Classification

2. Cinema production and distribution market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 8 | 10 | 13 | 11 | 8 | 8 | : | : |
| DK | : | : | 9 | 18 | 15 | 13 | 16 | 14 | : |
| D | : | 77 | 58 | 87 | 69 | 73 | 57 | 87 | 127 |
| EL | : | : | 16 | 40 | 41 | : | : | : | : |
| E a) | 93 | 59 | 53 | 47 | 82 | 79 | 64 | 63 | 90 |
| F | 174 | 175 | 214 | 93 | 103 | 123 | 125 | 134 | 132 |
| IRL | : | : | 4 | 7 | : | : | : | : | : |
| I | : | : | 93 | 106 | : | 67 b) | 84 b) | 92 b) | 106 |
| L | : | 1 | 1 | 1 | 10 | : | : | 4 | : |
| NL | : | : | : | 18 | 18 | 15 | 19 | : | : |
| A | 11 | 11 | 10 | : | : | : | : | : | : |
| P | : | : | 7 | 6 | 6 | : | : | 5 | : |
| FIN | 10 | 12 | 8 | 6 | 8 | 9 c) | 11 c) | 11 c) | 8 c) |
| S | : | : | : | 30 | 34 | 26 | 18 | 26 d) | 54 d) |
| UK | : | : | : | : | : | : | : | : | : |
| IS | 3 | 2 | 2 | 8 | 3 | 3 e) | 2 e) | 3 e) | 4 |
| N | : | : | 5 | 15 | 12 | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain a) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) b) Istat estimate on ANICA/Ministero dei Beni Culturali-Dipartimento dello Spettacolo data c) Finnish Films Foundation and Statistics Finland d) Refer to Swedish films with premiere 1999. Source: SFI (Swedish Film Institute). e) Released full-length feature films only. Sources: Icelandic Film Fund (IFF)/SI

2.8 Film distributors with at least one first release

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | 409 | 411 | 408 | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 24 | 27 | 28 | 30 | 33 | 27 | : | : |
| DK | : | : | 21 | 17 | 20 | 18 | : | : | : |
| D | : | 53 | 47 | 46 | 45 | 51 | 53 | 59 | 54 |
| EL | : | : | : | 6 | 9 | 8 a) | 10 a) | 7 a) | 10 a) |
| 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 b) | 14 b) |
| FIN | 25 | 32 | 15 | 10 | 11 | 13 c) | 12 | 14 | 13 c) |
| S | : | : | : | 18 | 16 | 16 | 19 | 20 d) | 24 |
| UK | : | : | : | : | : | 27 e) | 45 e) | 54 e) | : |
| IS | : | : | : | 7 | 10 | 7 | 8 | 7 | : |
| N | : | : | 21 | 12 | 12 | 14 | 13 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | 33 | 36 | : | : | : |
| US | : | : | : | : | : | : | 523 | : | : |
| JP | : | : | : | 42 | 43 | 43 | 40 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Mass Media b) Source: IGAC c) Source: Finnish Chamber of Film d) Cinematographic film distribution companies with at least one first release distributed during 1999. Source: SFI (Swedish Film Institute) e) EDI/Screen Finance/BFI/X25 Partnership

3. Cinema exhibition market

EU Cinema admissions in 2001: Highest attendance since 1980

After a constant decline in cinema admissions since the 1950s, Europe registered a recovery of cinema exhibition in the nineties, reinforced by the construction of modern multiplex cinemas. From 1990 to 2000, cinema admissions in the EU increased by 47%. Growth rates have been especially robust since 1995 (6-10% per year). The latest results confirm this trend: the EU-15 audiences continued to grow after 1998 (despite the absence of the 'Titanic' effect of 1998) to 845 million in 2000, a growth of 3.7% compared to 1998.

According to data from seven EU countries (representing over 60% of admissions in the EU), admissions continued to grow in 2001. Eurostat estimates that 945 million tickets were sold in EU Member States in 2001 (+12%). Admissions in EU-15 are back to the level of 1980, when just over a billion cinema visits were recorded, but still far from the record in the mid-fifties when cinema admission exceeded 4 billion.

In Germany, the admissions increased by 17% in 2001, in Denmark by 12% and in France by 11%. In the Netherlands and in the UK, the growth of admissions was 10% and 9% compared to 2000. In Ireland and in Sweden the increase was 7% and in Norway the increase was 6% for the first 10 months of 2001.

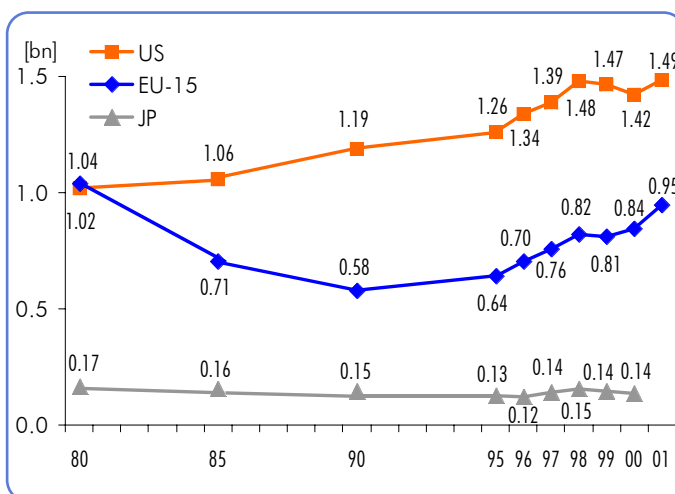
2001 was a successful year for the European films. The market share of national movies in France increased from 28.5% in 2000 to 41% in 2001. US movies in France accounted for 50% as against 62% in 2000. In Sweden, national movies accounted for 24% of admissions. Also in Germany, national movies increased their share in admissions to 18%.

Over two decades, cinema attendance in the United States has grown steadily: 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 (-3% compared to 1999), but recovered in 2001 with 1 487 million tickets sold (+5%).

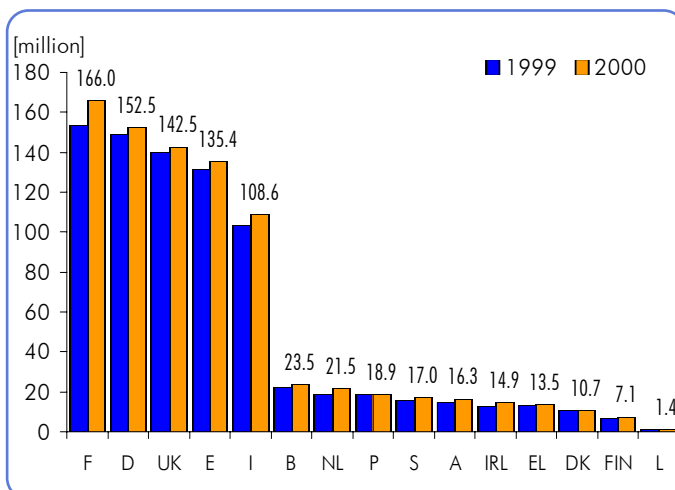
Cinema admissions in 2000: Increase in all EU countries, except Denmark

The number of spectators in 2000 increased in all Member States, except in Denmark. As mentioned above, a strong recovery was recorded for Denmark in 2001, mainly due to several successful national

Number of admissions, 1980 - 2001



Number of admissions in EU Member States in 1999 and 2000



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 |

Source: see tables on the following pages

3. Cinema exhibition market

films like 'Italian for beginners'. In 2000, the most talked about Danish film, 'Dancer in the dark', only managed to attract 1.8% of the Danish spectators. The growth in admissions, on the other hand, was most significant in Ireland and the Netherlands, reaching 20% and 16% respectively, followed by Austria (9%), France (8%) and Belgium (8%).

According to UNESCO, world admissions reached 6 708 million in 1999, of which the EU accounted for 12% and the US for 22%.

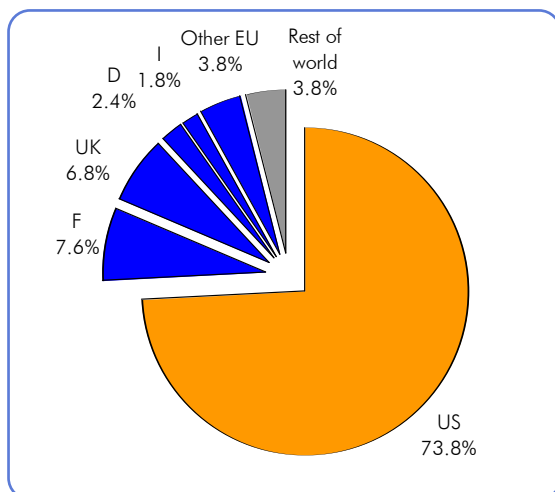
According to the European Audiovisual Observatory, the market share for European films in the EU in 2000 was estimated at 22.5% (-6.7% from 1999). France is the EU country with the highest share of admissions of EU produced films. About 74% of EU admissions were to American films (+4% from 1999).

An analysis of the 20 most seen films in the EU-15 in 2000 reveals that American films dominate the list. Not until rank 10 is the first UK/US co-production film listed: 'Chicken Run', with a total of 12.8 million spectators. At rank 14 is the second European film, produced in France: 'Taxi 2' with 11.4 million spectators.

Only 8% of European films attract more than 1 million spectators, compared to 61% of US films. More than half of the US films are seen by more than 2 million spectators in Europe.

With 166 million spectators in 2000, France confirmed its position as the most important market in the EU. Other significant Member States were Germany (153 million spectators) and the UK (143 million). The positions among the three of them were the same as in 2001.

Breakdown of admissions in the EU in 2000 according to the origin of films, source: EAO



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 | 27.5 |
| 2 | Toy Story II | US | J Lasseter / A Brannon | 24.6 |
| 3 | American Beauty | US | S Mendes | 23.2 |
| 4 | Mission: Impossible II | US | J Woo | 21.9 |
| 5 | Sixth Sense, The | US | M N Shyamalan | 20.8 |
| 6 | Dinosaur | US | E Leighton / R Zondag | 14.9 |
| 7 | Scary Movie | US | K I Wayans | 14.9 |
| 8 | Stuart Little | US | R Minkoff | 13.6 |
| 9 | Erin Brockovich | US | S Soderbergh | 13.1 |
| 10 | Chicken Run | UK/US | N Park / P Lord | 12.8 |
| 11 | Pokémon: The First Movie | JP/US | M Haigney / K Yuyama | 11.7 |
| 12 | X-Men | US | B Singer | 11.7 |
| 13 | What Lies Beneath | US | R Zemeckis | 11.7 |
| 14 | Taxi 2 | F | G Krawczyk | 11.4 |
| 15 | Gone In Sixty Seconds | US | D Sena | 11.1 |
| 16 | Hollow Man | US | P Verhoeven | 10.0 |
| 17 | Sleepy Hollow | US | T Burton | 9.9 |
| 18 | Charlie's Angels | US | J McGinty Nichol | 9.8 |
| 19 | American Pie | US | P Weiltz | 9.7 |
| 20 | Beach, The | US | D Boyle | 9.7 |

American Beauty: 0.32 million admissions in 1999

The Sixth Sense: 14.1 million admissions in 1999

American Pie: 8.1 million admissions in 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 | 12.8 |
| 2 | Taxi 2 | F | G Krawczyk | 11.4 |
| 3 | The World is not enough | UK/US | M Apted | 7.4 |
| 4 | Billy Elliot | UK | S Daldry | 5.1 |
| 5 | Les rivières pourpres | F | M Kassovitz | 4.6 |
| 6 | Le goût des autres | F | A Jaouli | 4.2 |
| 7 | Snatch | UK/US | G Ritchie | 4.2 |
| 8 | Chiedimi se sono felice | I A, G e Giacomo | | 3.1 |
| 9 | Angela's Ashes | IRL/US | A Parker | 3.1 |
| 10 | Dancer in the Dark | DK/F/D/NL | L von Trier | 2.8 |
| 11 | Kevin and Perry Go Large | UK | E Bye | 2.5 |
| 12 | Hi Fidelity | UK/US | S Frears | 2.4 |
| 13 | Himalaya - l'enfance d'un chef | FR/CH/UK/NP | E Valli | 2.4 |
| 14 | Anatomie | D | S Ruzowitzky | 2.3 |
| 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 Rothmund | 1.7 |
| 18 | Crazy | D | H-C Schmid | 1.5 |
| 19 | Saving Grace | UK | N Cole | 1.5 |
| 20 | The End of the Affair | UK/US | N Jordan | 1.4 |

The World Is Not Enough: 18.8 million admissions in 1999

Himalaya - l'enfance d'un chef: 1.1 million admissions in 1999

On average, EU citizens go 2.2 times per year to the cinema, as against 5.2 times for US citizens. Iceland is the only country where the annual frequency per capita was higher than in the US. The EU Member State with the highest frequency was Spain, with 3.4 admissions per capita and year, followed by Ireland (3.3). In Japan, Finland, Greece and the Netherlands, people go to the cinema between 1.1 and 1.4 times per year.

53% of new films released in the EU in 2000 were of US origin

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

In 1998, over 4 800 films were shown in Italy, which represented more than tenfold the number of new releases. 383 new films were shown in 1998 (8% of all films). Nearly 28% of all films shown were Italian and 41% came from the United States.

France is in second place in the number of cinema films shown, with more than 4 000. France released 504 new films in 1999. 39% of all films shown were French and one third came from the United States.

Spain also showed a relatively high number of films, with over 1 700 in 2000, of which 523 were released for the first time.

In Iceland, Luxembourg, Portugal and Norway less than 300 films were shown per country in 2000. The new releases stayed relatively low in these countries.

On average, 307 new films were shown in 2000 per EU country. The highest number of new releases that year was recorded in France, with 540 films (36 films more than in 1999).

As average per EU Member State, 16% of the new releases were of national origin, while 53% came from the United States. In the United States, 85% of the new releases were domestic productions. France, Italy and UK were the Member States with highest shares of films with national origin.

In the United States, 461 new releases were shown in 2000, slightly more than in 1999. Japan boasts the highest number with 568 new films released in 1999.

The cinema audience profiles differ by countries. In The Netherlands, 62% of the cinema audience were older than 35 and just 20% were between 15 and 24 years old. On the other hand, in Ireland nearly half of the audience were in the 15-24 age group.

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

| Rank | Title | Origin | Director | Admission (million) |
|------|-------------------------|------------|--------------------|---------------------|
| 1 | Chicken Run | UK/US | N Park / P Lord | 19.4 |
| 2 | Hi Fidelity | UK/US | S Frears | 5.0 |
| 3 | La neuvième porte | F/E | R Polanski | 3.4 |
| 4 | Billy Elliot | UK | S Daldry | 3.1 |
| 5 | Eye of the Beholder | UK/CA | S Elliott | 3.0 |
| 6 | Get Carter | UK | M Hodges | 2.7 |
| 7 | Angela's Ashes | IRL/US | A Parker | 2.3 |
| 8 | Saving Grace | UK | N Cole | 2.2 |
| 9 | The End of the Affair | UK/US | N Jordan | 1.7 |
| 10 | The World is not enough | UK/US | M Apted | 1.6 |
| 11 | Croupier | F/D/UK/IRL | M Hodges | 1.1 |
| 12 | Todo sobre mi madre | E/F | P Almodóvar | 1.1 |
| 13 | Topsy-Turvy | UK/CZ | M Leigh | 1.1 |
| 14 | A napfény íze | HU/D/A/CA | I Szabó | 0.9 |
| 15 | East is East | UK | D O'Donnell | 0.8 |
| 16 | Dancer in the Dark | DK/F/D/NL | L von Trier | 0.8 |
| 17 | Mansfield Park | UK | P Rozema | 0.4 |
| 18 | La fille sur le pont | F | P Leconte | 0.3 |
| 19 | What's Cooking? | UK/US | G Chadha | 0.2 |
| 20 | The Eyes of Tammy Faye | UK/US | F Bailey/R Barbato | 0.2 |

The World Is Not Enough: 18.8 million admissions in 1999

Himalaya - l'enfance d'un chef: 1.1 million admissions in 1999

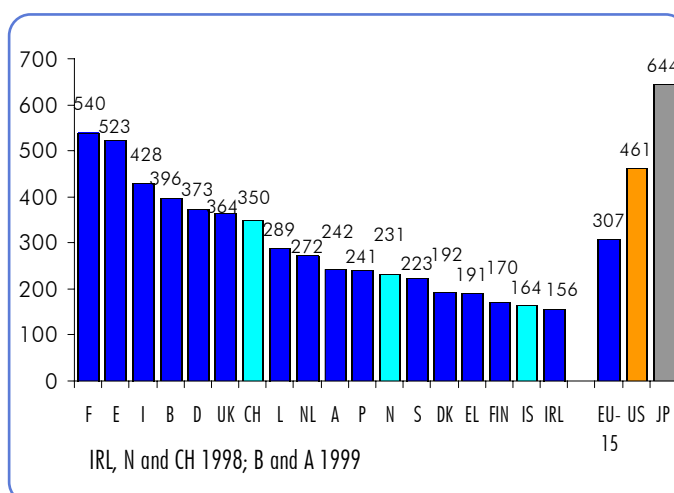
Cinema audience profile, %

source: Eurostat estimate based on : F: CNC, IRL: Medialive.ie, NL: NFC, US: MPAA

| | Age Groups | | |
|-----------------|------------|-------|-----|
| | 15-24 | 25-34 | 35+ |
| F 2000 | 34 | 21 | 45 |
| IRL 2001 | 49 | 27 | 24 |
| NL 2000 | 20 | 18 | 62 |
| USA 2001 | 30 | 22 | 48 |

Note that people younger than 15 are not included.

New feature films released for the first time in 2000 (EU-15 reflects average per EU Member State)



3. Cinema exhibition market

The gross box office receipts in the EU-15 in 2001 is estimated at 5.1 billion euro, compared to 4.4 billion euro in 2000. Looking at box-office per head of population, it can be seen that EU-15 citizens spend on average 11.8 euro per year on cinema (or ca. 0.1% of their income) in 2000, while the average American spends nearly three times (30.3 euro) this amount.

The highest spending within the EU-15 was recorded in Luxembourg with 17.4 euro per capita, closely followed by UK with 15.9 euro. In Iceland, the expenditure per capita was higher (with 49 euro) than in any of the EU Member States and even higher than in the US.

In the UK, France and Sweden, national films play a relatively important role, accounting for between 25% and 33% of box office receipts. In Italy, the share of national production in box office receipts decreased from 24.7% in 1998 to 17.5% in 2000.

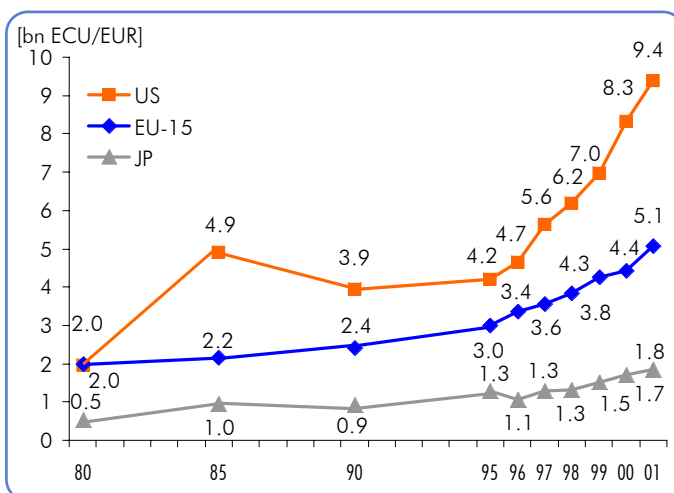
In 2000 there were less European films in the top 3 box-office admissions than in 1998. Number one in box office receipts for France in 2000 was a national production "Taxi 2" with 10.3 million spectators. Only in France and Italy, domestic films were first-runner-up. In the UK, one domestic film was third. In all the other Member States US films dominated. The American dominance was most evident in Iceland and Spain, where more than 80% of receipts came from American films.

The average ticket prices in the EU-15 were lower than in the United States: 5.2 euro versus 5.8 euro.

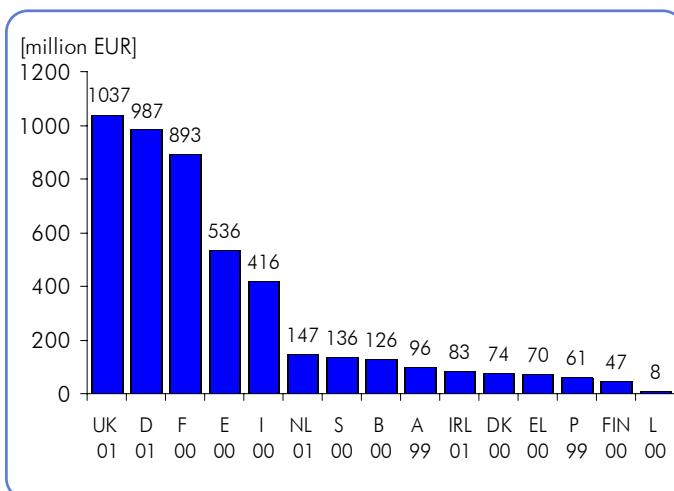
In Japan, the average ticket price was highest, 12.6 euro, mainly due to the strong yen/euro exchange rate development. Measured in yen, the Japanese ticket price increased by 6% during the nineties, compared to 25% in the EU and 28% in US. Measured in euro, the ticket price in Japan increased 96% and in US by 76% during the nineties. Also in Iceland and Switzerland the average ticket price was higher than in any EU country: 8.7 euro and 8.6 euro respectively.

There is a large disparity in pricing tickets between Member States, but also between regions and cities within states. The highest average ticket price was recorded in Sweden 8.0 euro per admission, followed by Denmark, at 7.0 euro. Only in Portugal, Italy and Spain were ticket prices lower than the EU-15 average. Adjusted for Purchasing Power Parity, differences between average ticket prices would be lower.

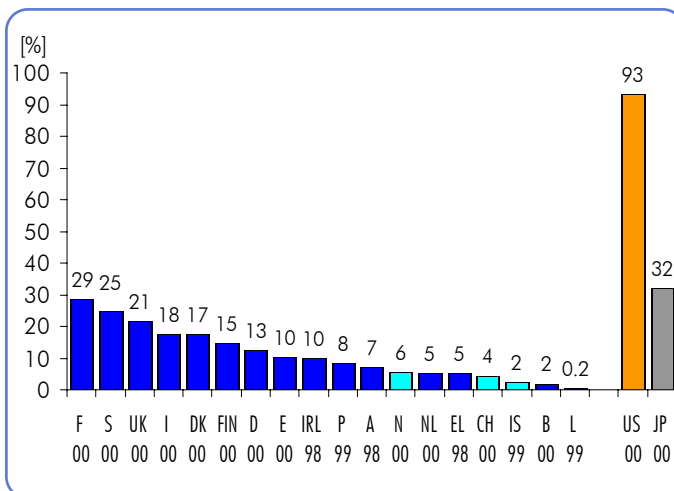
Gross box office, 1980 - 2001



Gross box office in EU Member States, latest available year



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



Source: see tables on the following pages

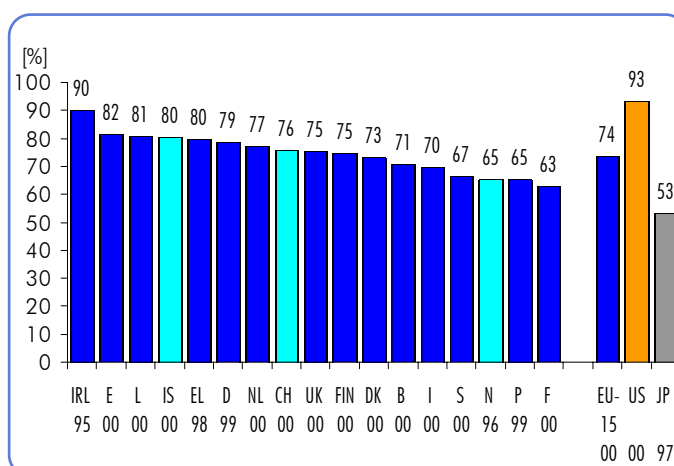
Ten thousand cinema theatres in the EU

Cinema exhibition started already more than 100 years ago. The Lumière brothers opened the first cinema in Paris in 1895. First cinemas in Berlin and Turin were established in 1896, followed by Brussels and Madrid in 1897. The number of cinema theatres reached its maximum in Europe in the 1920s and started to decline thereafter. In the 90s the decline came to a halt and with the growth of multiplex cinemas the number of screens even increased considerably. Today, there are over ten thousand cinema theatres in the EU-15, 3 000 more than in the United States. Looking at the number of cinema sites (theatres) per 100 000 inhabitants, there is nearly the same density in the United States as in the EU: 2.7 and 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. Including the 'municipal cinemas', Norway has the highest density, but excluding these kind of cinemas, the density is about 6.0.

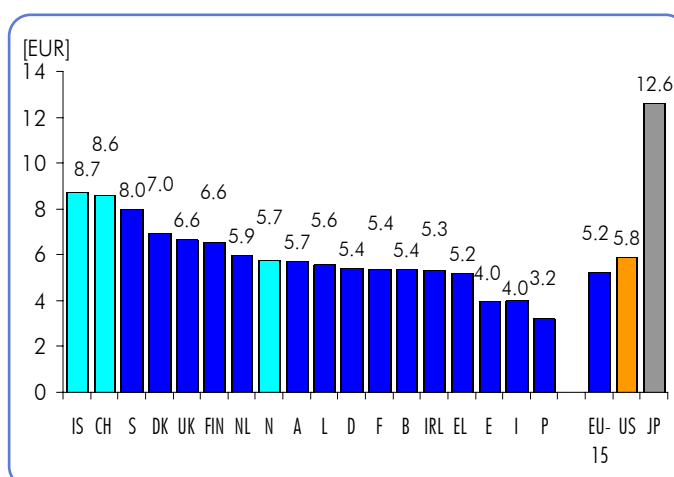
Factors for future growth in cinema attendance in EU

There is no clear relationship between the number of cinemas and admissions relative to the population between countries. However, if one divides the countries into three groups, some tendencies can be indicated. There is first a group of countries, Norway, Sweden, Finland and Greece, where the cinema density seems not to boost cinema attendance to the same degree as the second group, the US, Ireland, Luxembourg, UK, Belgium and the Netherlands, where admissions per capita are higher in relation to the cinema density. Looking at the cinema density only for the second group, an expansion of number of screens in countries still with a relatively low admission per capita, as in Belgium, UK and Luxembourg, could increase admissions per capita in those countries. However there are factors like GDP per capita and geographical population density as well as the films themselves that will influence future admissions. Another factor is the number of screens in relation to admissions. The admissions per screen is more or less the same in the EU as in the United States: 33 000 against 38 000. In the EU-15 there was an average of 2.4 screens per cinema, more than 25 thousand screens in total in 2000, while in the United States there were 5.0 screens per cinema, with a total of 37 thousand screens. The increase in number of screens seems to be a key factor for future growth in cinema attendance in the EU.

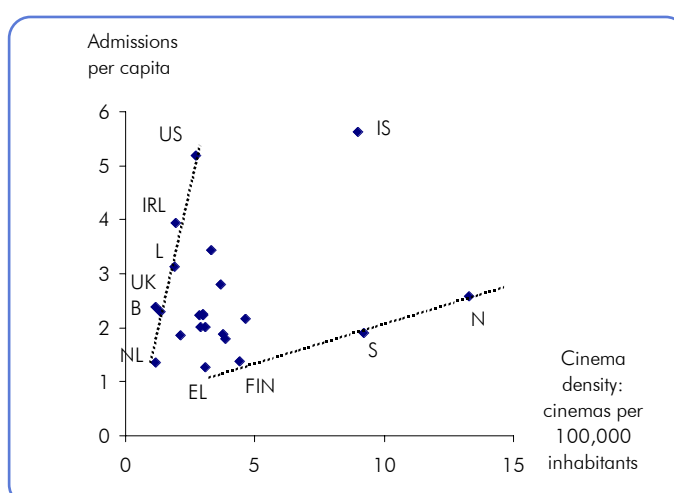
Share of gross box office receipts from US films latest available year



Average cinema ticket price in 2000



Relationship between number of cinemas and admissions relative to the population in 2000



Source: see tables on the following pages

3. Cinema exhibition market

The EU-15 has fewer screens per head than the United States

In the nineties, there was a tendency for traditional cinemas to close down, whilst multiplex sites (cinemas with more than 8 screens) continue to mushroom. In 2000, both in the United States and the EU the strong growth in the net number of screens came to a halt, despite the investments in multiplexes. Old cinema screens seem to be phased out at the same rate as new screens. As an example, AMC, owning about 3 000 screens in the US, built up 6 new cinemas in 2000 with 115 screens (most cinemas were megaplexes: 19 screens per cinema on average) and 37 cinemas with 250 screens were disposed of (7 screens/ cinema). The number of screens in the United States increased only by 0.6% from 1999 to 2000. In the EU-15 the growth was 2%.

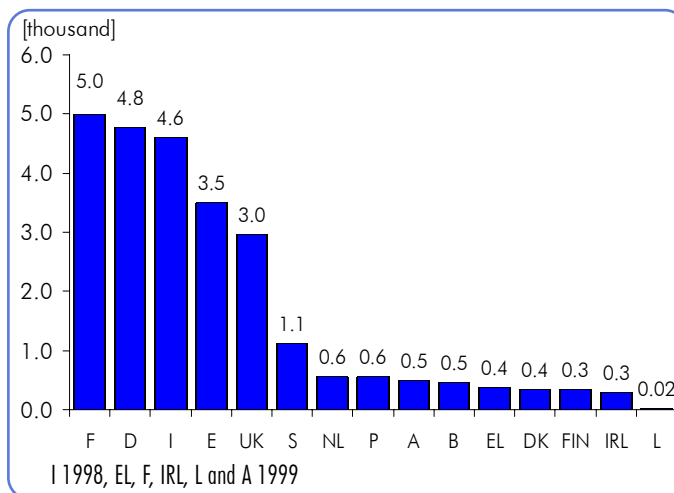
In the US, over 10 000 new film screens were constructed in the 1995-2000 period. In 2000, 25% of the cinemas in the US were multiplexes, of which 5% were 'megaplexes' (cinemas with more than 16 screens).

In the UK, half of the screens are located in multiplexes. In Luxembourg and Belgium multiplexes account for over 40% of the screens. In Spain Ireland and Austria, nearly one third of the screens are located in multiplexes. In Greece and Italy single-screen cinemas have the lion's share of the market (84% and 70%, respectively).

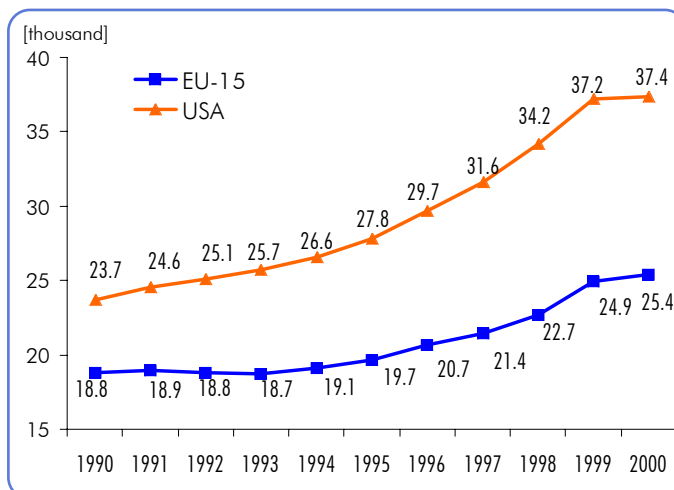
The EU-15 has fewer screens per head than the United States. In 2000, there was one cinema screen for every 14 800 EU citizens, as against one for every 7 300 Americans. Expressed in screens per 100 000 inhabitants, this would mean 6.8 for the EU-15, against 13.6 in the United States. Only Iceland had a higher density, with 16.7 screens per 100 000 inhabitants. There were at least 5.8 million seats in EU cinemas in 2000, (excluding Italy and Greece, where no data were available), 500 000 more than in 1998, but few less than in 1999. The average number of seats per screen varies from 143 in Austria to 351 in Spain.

There is also a great disparity between Member States' average admissions per seat per year. Six Member States had over 200 admissions per seat per year. Luxembourg with 304 and Ireland with 234 recorded the highest numbers against only 89 in Sweden.

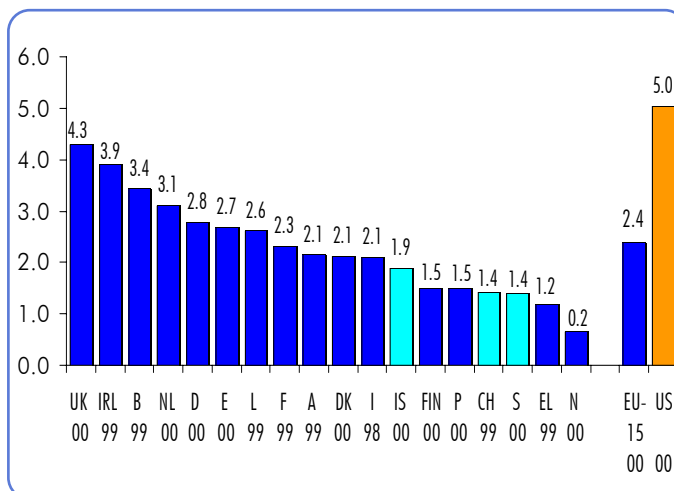
Number of screens in EU Member States in 2000



Number of screens in the EU and in the United States, 1990-2000



Number of screens per cinema, latest available year



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 since 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 American films totally dominate the list. There are seven 2001 films on the list, of which two are placed in the top 10. The re-release of 'E.T.: The Extra-Terrestrial' from 1982 with probably improve its ranking during 2002.

The film 'Titanic' was the biggest box office success in cinema history with worldwide receipts of 2,080 million euro by the end of March 2002 (nearly 100 million admissions and over 500 million euro box office receipts in the EU in 1998). One month after the first release of 'Harry Potter and the Sorcerer's stone', the total gross box office worldwide exceeded 420 million euro by mid December 2001. Few months later the film achieved already the second position after 'Titanic', with a total gross box office of 1081 million euro. The first 'Lord of the Rings' film and 'Monsters, Inc' are still in cinema exhibition.

The leading film studio in the top 50 list is 20th Century Fox, followed by Warner Bros. A closer analysis of the film studios and their market share are found on page 28.

This ranking would look different if constant prices were applied.

The top grossing films of all time at the worldwide box office (WBO) as of 31 March 2002, million EUR,

source: <http://www.boxofficemojo.com/alltime/world/>

| Rank | Title | Year | Studio | WBO |
|------|----------------------------------|------|--------|-------|
| 1 | Titanic | 1997 | Fox/P. | 2 080 |
| 2 | Harry Potter | 2001 | WB | 1 081 |
| 3 | The Phantom Menace | 1999 | Fox | 1 049 |
| 4 | Jurassic Park | 1993 | Uni. | 1 043 |
| 5 | Independence Day | 1996 | Fox | 922 |
| 6 | The Lord of the Rings | 2001 | NL | 921 |
| 7 | Star Wars | 1977 | Fox | 905 |
| 8 | The Lion King | 1994 | Dis. | 875 |
| 9 | E.T.: The Extra-Terrestrial | 1982 | Uni. | 831 |
| 10 | Forrest Gump | 1994 | Par. | 770 |
| 11 | The Sixth Sense | 1999 | Dis. | 763 |
| 12 | The Lost World: Jurassic Park | 1997 | Uni. | 696 |
| 13 | Men in Black | 1997 | Sony | 666 |
| 14 | Mission: Impossible 2 | 2000 | Par. | 641 |
| 15 | Armageddon | 1998 | Dis. | 629 |
| 16 | The Empire Strikes Back | 1980 | Fox | 606 |
| 17 | Home Alone | 1990 | Fox | 605 |
| 18 | Ghost | 1990 | Par. | 587 |
| 19 | Terminator 2: Judgment Day | 1991 | Sony | 586 |
| 20 | Aladdin | 1992 | Dis. | 569 |
| 21 | Twister | 1996 | WB | 562 |
| 22 | Indiana Jones & the Last Crusade | 1989 | Par. | 561 |
| 23 | Toy Story 2 | 1999 | Dis. | 551 |
| 24 | Shrek | 2001 | DW | 546 |
| 25 | Saving Private Ryan | 1998 | P/DW | 544 |
| 26 | Jaws | 1975 | Uni. | 535 |
| 27 | Return of the Jedi | 1983 | Fox | 533 |
| 28 | Monsters, Inc. | 2001 | Dis. | 531 |
| 29 | Mission: Impossible | 1996 | Par. | 529 |
| 30 | Pretty Woman | 1990 | Dis. | 525 |
| 31 | Gladiator | 2000 | U/Dw | 518 |
| 32 | The Matrix | 1999 | WB | 517 |
| 33 | Pearl Harbor | 2001 | Dis. | 511 |
| 34 | Tarzan | 1999 | Dis. | 507 |
| 35 | Mrs. Doubtfire | 1993 | Fox | 499 |
| 36 | The Mummy Returns | 2001 | Uni. | 487 |
| 37 | Cast Away | 2000 | Fox | 481 |
| 38 | Dances with Wolves | 1990 | Orion | 481 |
| 39 | Ocean's Eleven | 2001 | WB | 479 |
| 40 | The Mummy | 1999 | Uni. | 469 |
| 41 | Batman | 1989 | WB | 468 |
| 42 | Rain Man | 1988 | MGM | 468 |
| 43 | The Bodyguard | 1992 | WB | 466 |
| 44 | The Exorcist | 1973 | WB | 456 |
| 45 | Robin Hood: Prince of Thieves | 1991 | WB | 443 |
| 46 | Raiders of the Lost Ark | 1981 | Par. | 435 |
| 47 | Grease | 1978 | Par. | 431 |
| 48 | Godzilla | 1998 | Sony | 426 |
| 49 | Beauty and the Beast | 1991 | Dis. | 425 |
| 50 | What Women Want | 2000 | Par. | 422 |

Films in shaded background are still in exhibition.

3. Cinema exhibition market

3.1 Gross box office, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|----------|---------|---------|---------|---------|---------|----------|----------|-----------|-------------|------------|
| EU-15 b) | 1 980.3 | 2 155.0 | 2 399.6 | 3 007.6 | 3 377.2 | 3 798.3 | 4 208.2 | 4 270.8 | 4 420.0 | 5 061.5 m) |
| EUR-12 | : | 1 820.7 | 1 874.4 | 2 376.0 | 2 638.6 | 2 893.0 | 3 257.6 | 3 212.6 | 3 277.1 | : |
| B | 53.8 | 55.6 | 64.9 | 97.0 | 107.6 | 108.7 | 132.1 | 113.9 | 126.3 | : |
| DK | 40.8 | 38.4 | 41.4 | 49.3 | 59.8 | 65.1 | 71.6 | 72.1 | 74.4 | : |
| D | 358.6 | 347.6 | 403.5 | 631.6 | 688.2 | 747.6 | 812.6 | 808.1 | 824.5 | 987.2 |
| EL | : | 40.6 | 41.0 | 35.0 | 38.5 | 60.0 | 61.0 | 63.9 (a) | 69.8 (a) | : |
| E | 226.3 | 195.9 | 218.4 | 295.9 | 343.9 | 353.9 d) | 399.3 d) | 495.9 | 536.3 | : |
| F | 481.4 | 642.9 | 553.4 | 693.8 | 733.4 | 797.0 | 911.0 | 823.2 | 893.2 | : |
| IRL | : | 22.9 | 25.0 | 33.8 k) | 50.7 k) | 53.8 k) | 56.7 k) | 59.9 k) | 76.2 k) | 83.0 k) |
| I | 337.7 | 345.6 | 399.2 | 374.3 | 446.7 | 498.3 e) | 587.1 e) | 532.9 | 416.2 (a) | : |
| L | 1.2 | 1.8 | 2.3 | 3.4 | 3.9 | 6.5 | 7.9 | 7.3 | 7.6 (a) | : |
| NL | 77.2 | 61.8 | 72.6 | 94.2 | 94.4 | 105.2 d) | 116.0 d) | 104.7 | 128.1 | 147.2 l) |
| A | : | 47.6 | 40.9 | 64.2 | 67.3 | 83.1 d) | 86.5 d) | 96.1 (a) | : | : |
| P | 22.8 | 23.4 | 15.8 | 18.9 | 30.1 | 41.7 | 46.6 | 60.7 f) | : | : |
| FIN | 25.7 | 35.2 | 37.5 | 33.9 | 33.8 | 37.1 | 40.7 | 46.1 | 46.6 | : |
| S | 78.8 | 87.4 | 104.7 | 94.9 | 109.8 | 109.0 | 118.0 | 120.0 | 135.6 g) | : |
| UK | 238.9 | 208.5 | 379.1 | 487.3 | 568.9 | 731.3 h) | 761.0 h) | 866.1 h) | 940.1 k) | 1 037.2 k) |
| IS | 3.1 | 5.7 | 6.6 | 7.9 | 8.0 | 10.0 | 10.1 | 12.1 | 13.7 | : |
| N | 30.2 | 45.8 | 48.2 | 53.1 | 59.2 | 60.7 | 67.8 | 69.8 (a) | 66.6 (a) | : |
| EEA | : | 2 206.6 | 2 454.4 | 3 068.6 | 3 444.4 | 3 869.0 | 4 286.1 | 4 352.6 | 4 500.3 | : |
| CH | 62.7 | 78.9 | 83.9 | 125.6 | 126.8 | 124.8 | 125.6 | 127.4 (a) | 134.1 (a) | : |
| US i) | 1 974.0 | 4 913.5 | 3 943.5 | 4 197.2 | 4 654.5 | 5 617.1 | 6 199.3 | 6 988.3 | 8 412.5 | 9 392.8 |
| JP j) | 521.8 | 960.4 | 936.0 | 1 283.3 | 1 078.1 | 1 292.7 | 1 321.6 | 1 507.1 | 1 717.6 (a) | 1 842.0 |

Source: Eurostat, AUVIS domain Data include taxes and other duties. a) Source: European Audiovisual Observatory b) Eurostat estimate c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) d) Mediasalles (MS) e) Società Italiana Autori Editori (SIAE) f) Source: INE g) Source: SFI (Swedish Film Institute) h) Source: BFI Handbook, Screen Finance i) Source: Motion Picture Association of America j) Source: Motion Picture Producers Association of Japan k) Source: Carlton Screen Advertising l) Source: NFC m) Provisional Eurostat estimate

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------|------|------|------|------|------|------|--------|---------|---------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 2.6 | 0.8 | 0.4 | 4.4 | 3.9 | 2.5 | 2.0 | 3.5 a) | 1.9 a) |
| DK | 21.0 | 17.6 | 14.7 | 8.3 | 17.2 | 18.8 | 12.8 | 25.9 | 17.5 |
| D | 9.3 | 22.7 | 9.7 | 6.3 | 15.3 | 16.7 | 8.1 a) | 14.0 a) | 12.5 a) |
| 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 | 10.0 |
| F | 47.9 | 44.9 | 37.4 | 37.4 | 37.3 | 34.2 | 27.2 | 32.2 | 28.5 a) |
| IRL | : | : | 5.0 | : | : | : | 9.8 | : | : |
| I | 43.5 | 31.8 | 21.0 | 21.2 | 24.8 | 32.9 | 24.8 | 24.1 a) | 17.5 a) |
| L a) | : | : | : | 0.0 | 0.2 | 1.7 | 0.5 | 0.3 | : |
| NL | 7.1 | 3.6 | 3.0 | 7.6 | 5.4 | 5.6 | 6.1 a) | 4.9 | 5.1 |
| A e) | : | : | : | : | : | : | 6.8 | : | : |
| P a) | : | : | 1.0 | : | : | 3.5 | 6.1 | 8.3 | : |
| FIN | 15.4 | 21.6 | 13.9 | 10.5 | 3.7 | 5.6 | 10.1 | 24.7 | 14.6 |
| S | 23.0 | 26.0 | 8.9 | : | 18.0 | 14.7 | 21.4 | 20.5 | 24.8 |
| UK | 10.0 | 10.7 | 7.0 | 8.6 | 11.8 | 27.2 | 12.3 | 33.3 | 21.4 a) |
| IS | : | 2.2 | 2.2 | 5.9 | 8.0 | 3.5 | 2.5 | 2.1 | : |
| N | 5.1 | 10.4 | 9.7 | 12.1 | 5.4 | 5.1 | 8.0 | 7.2 | 5.6 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH a) | : | : | : | 2.0 | 4.3 | 2.0 | 1.6 | 2.3 | 4.2 |
| US b,c) | 95.0 | 97.7 | 98.6 | 94.5 | 95.7 | 92.4 | 94.7 | 91.7 | 93.3 |
| JP d) | : | 48.6 | 46.6 | 40.1 | 37.0 | 36.3 | 41.5 | 30.2 | 31.8 |

Source: Eurostat, AUVIS domain
Data include taxes and other duties.
Figures based on sample.
a) Source: European Audiovisual Observatory

b) Source: Motion Picture Association of America
c) Source: 1996-2000, European Audiovisual Observatory
d) Source: Motion Picture Producers Association of Japan
e) 1998, based on top 10 domestic films

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|------|------|---------|---------|
| EU-15 d) | : | : | : | : | 71.6 | 65.8 | 77.3 | 69.2 | 73.7 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 46.6 | 61.4 | 68.4 | 72.4 | 69.8 | 73.7 | 72.4 | 69.5 a) | 70.6 a) |
| DK | 46.5 | 58.8 | 77.0 | 70.9 | 67.1 | 66.5 | 77.6 | 58.7 | 73.1 |
| 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 | 81.6 |
| F | 36.8 | 39.4 | 56.6 | 57.4 | 54.7 | 52.8 | 64.0 | 54.1 | 62.9 a) |
| IRL | : | : | 87.0 | 90.0 | : | : | : | : | : |
| I | 33.7 | 48.6 | 70.0 | 63.2 | 59.7 | 46.7 | 63.7 | 53.1 a) | 69.6 a) |
| L | : | : | 80.0 | 82.4 | 78.5 | 68.4 | 80.7 | 71.0 a) | 80.6 a) |
| NL | 49.2 | 74.3 | 85.8 | 82.0 | 86.4 | 83.9 | 89.8 | 75.8 | 77.0 |
| A | : | : | : | : | : | : | : | : | : |
| P a) | : | : | 85.0 | : | : | 64.0 | 65.1 | 65.2 | : |
| FIN | : | : | 70.0 | 77.0 | 72.1 | 72.9 | 80.0 | 63.2 | 74.6 |
| S | : | : | : | : | 67.5 | 66.7 | 76.1 | 68.2 | 66.5 |
| UK | 88.0 | 84.0 | 88.0 | 83.7 | 81.7 | 68.6 | 83.9 | 80.5 a) | 75.3 a) |
| IS | : | : | : | : | 85.2 | 82.0 | 91.9 | : | 80.2 |
| N | : | : | 70.7 | 87.4 | 65.3 | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | 73.6 | 72.3 | 75.6 | 75.8 a) |
| US d) | 95.0 | 97.7 | 98.6 | 94.5 | 95.7 | 92.4 | 94.7 | 91.7 | 93.3 |
| JP | : | : | : | 59.8 | 60.5 | 53.4 | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

a) Source: European Audiovisual Observatory

b) Source: MPAA

c) Eurostat estimate based on European Audiovisual Observatory

d) Source: 1996-2000, European Audiovisual Observatory

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|------|------|---------|---------|
| EU-15 a) | : | : | : | : | 6.8 | 11.9 | 5.7 | 9.2 | 6.8 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | 1.8 | 6.0 a) | 3.1 a) |
| DK | : | 11.8 | 2.2 | 3.3 | 8.3 | 6.4 | 6.3 | 8.9 | 3.3 |
| D | 6.9 | 9.1 | 2.9 | 2.2 | 7.0 | 8.0 | 2.3 | 2.8 | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | 9.4 | 9.4 | 4.3 | 7.3 | 5.8 | 12.8 | 5.8 | 10.8 | 3.7 |
| F | : | : | : | : | : | 9.2 | 4.2 | 8.8 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | 3.2 | 5.9 | 1.6 | 6.4 | 5.9 | 10.8 | 7.4 | 13.8 a) | 3.3 a) |
| L | : | : | : | : | : | : | : | 11.6 a) | 4.6 a) |
| NL | 9.3 | 14.8 | 2.8 | 5.7 | 2.1 | : | : | 7.5 | 1.5 |
| A | : | : | : | : | : | : | : | : | : |
| P a) | : | : | : | : | : | 8.0 | 5.2 | 3.3 | : |
| FIN | : | : | : | : | : | : | 6.6 | 4.8 | 4.2 |
| S | : | : | : | : | : | : | : | 5.4 | 2.9 |
| UK | 10.0 | 10.7 | 7.0 | 8.6 | 11.8 | 27.2 | 12.3 | 34.0 | 21.4 a) |
| IS | : | : | : | : | 3.0 | 11.0 | 2.8 | : | 2.6 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH a) | : | : | : | 6.0 | 6.0 | 5.0 | 2.3 | 5.5 | 5.6 |
| US a) | : | : | : | 0.7 | 1.7 | 4.5 | 3.5 | 4.7 | 3.2 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

a) Source: European Audiovisual Observatory

3. Cinema exhibition market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|------|--------|---------|---------|
| EU-15 a) | : | : | : | : | 3.1 | 3.7 | 1.6 | 2.2 | 2.4 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | 0.0 | 0.0 | 0.4 a) | 0.1 a) |
| DK | : | 1.6 | 0.5 | 0.4 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 |
| D | 9.3 | 22.7 | 9.7 | 6.3 | 15.3 | 16.7 | 8.1 a) | 14.0 a) | 12.5 a) |
| EL | : | : | : | : | : | : | : | : | : |
| E | 3.0 | 3.2 | 1.1 | 1.1 | 0.4 | 0.7 | 0.5 | 0.5 | 0.8 |
| F | : | : | : | : | : | 0.1 | 0.1 | 0.6 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | 3.8 | 3.7 | 1.0 | 0.7 | 0.1 | 0.4 | 0.2 | 0.4 a) | 1.1 a) |
| L | : | : | : | : | : | : | 2.6 a) | 2.7 a) | : |
| NL | 5.6 | 1.4 | 0.1 | 0.1 | 0.1 | : | : | 0.4 | 0.1 |
| A | : | : | : | : | : | : | : | : | : |
| P a) | : | : | : | : | : | : | 0.5 | 1.1 | : |
| FIN | : | : | : | : | : | : | 0.0 | 0.3 | 0.2 |
| S | : | : | : | : | : | : | : | 0.2 | 0.1 |
| UK | : | : | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| IS | : | : | : | : | : | : | : | : | 0.5 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH a) | : | : | : | 3.0 | 4.0 | 3.0 | 2.4 | 2.4 | 2.4 |
| US | : | : | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 a) | 0.0 a) |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

a) Source: European Audiovisual Observatory

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|--------|--------|---------|---------|
| EU-15 a) | : | : | : | : | 8.6 | 9.5 | 7.0 | 8.7 | 7.5 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 37.2 | 22.6 | 13.8 | 10.6 | 11.3 | 13.3 | 11.6 | 12.1 a) | 10.1 a) |
| DK | : | 1.6 | 1.5 | 2.6 | 2.7 | 3.5 | 0.6 | 2.7 | 1.9 |
| D | 6.4 | 4.2 | 2.0 | 1.7 | 1.0 | 3.0 | 0.3 | 0.3 | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | 4.8 | 4.3 | 2.3 | 2.9 | 2.7 | 2.5 | 0.9 | 3.3 | 1.6 |
| F | 47.9 | 44.9 | 37.4 | 37.4 | 37.3 | 34.2 | 27.2 | 32.2 | 28.5 a) |
| IRL | : | : | : | : | : | : | : | : | : |
| I | 8.9 | 6.3 | 3.8 | 4.0 | 2.5 | 4.0 | 2.2 | 2.7 a) | 5.8 a) |
| L | : | : | : | : | : | : | 8.8 a) | 7.2 a) | : |
| NL | 7.8 | 1.9 | 1.9 | 0.8 | 0.8 | : | : | 2.1 | 0.3 |
| A | : | : | : | : | : | : | : | : | : |
| P a) | : | : | : | : | : | 6.5 | 7.1 | 5.0 | : |
| FIN | : | : | : | : | : | : | 0.6 | 0.9 | 0.8 |
| S | : | : | : | : | : | : | : | 2.2 | 1.2 |
| UK | : | : | 1.0 | 0.5 | 0.5 | 0.2 a) | 0.2 a) | 0.2 a) | 0.3 a) |
| IS | : | : | : | : | 0.6 | 0.3 | 0.7 | : | 1.4 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH a) | : | : | : | 12.0 | 12.0 | 7.0 | 6.3 | 9.8 | 7.9 |
| US | : | : | 0.2 | 0.3 | 0.2 | 1.1 | 0.1 | 0.4 a) | 0.4 a) |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

a) Source: European Audiovisual Observatory

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|------|------|------|------|------|------|-------------------|-------------------|
| EU-15 ^{a)} | : | : | : | : | 3.2 | 3.2 | 3.3 | 3.4 | 1.8 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | 1.4 | 1.6 ^{a)} | 0.3 ^{a)} |
| DK | : | 1.6 | 0.4 | 0.2 | 1.4 | 0.2 | 0.0 | 1.3 | 0.1 |
| D | 13.8 | 1.3 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.4 | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | 13.0 | 3.1 | 2.1 | 0.6 | 1.6 | 0.4 | 0.3 | 3.5 | 0.2 |
| F | : | : | : | : | : | 0.1 | 2.1 | 0.8 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | 43.5 | 31.8 | 21.0 | 21.2 | 24.8 | 32.9 | 24.8 | 24.1 | 17.5 |
| L ^{a)} | : | : | : | : | : | : | 0.5 | 1.5 | : |
| NL | 14.6 | 3.2 | 0.2 | 0.5 | 0.9 | : | : | 1.9 | 0.1 |
| A | : | : | : | : | : | : | : | : | : |
| P ^{a)} | : | : | : | : | : | 8.0 | 5.2 | 3.3 | : |
| FIN | : | : | : | : | : | : | 0.1 | 0.7 | 0.0 |
| S | : | : | : | : | : | : | : | 0.8 | 0.1 |
| UK | : | : | 0.5 | 0.2 | 0.2 | : | : | : | : |
| IS | : | : | : | : | 1.1 | 0.0 | 0.0 | : | 0.0 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH ^{a)} | : | : | : | 2.0 | 6.0 | 2.0 | 3.2 | 2.4 | 2.1 |
| US | : | : | 0.3 | 1.7 | 0.3 | 0.0 | 0.2 | 0.9 ^{a)} | 0.0 ^{a)} |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

a) Source: European Audiovisual Observatory

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | 0.3 | : | : |
| DK | : | : | : | : | : | 0.1 | 0.3 | 0.5 | 0.5 |
| D | : | : | : | : | : | : | : | : | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | 20.2 | 16.2 | 10.4 | 12.2 | 9.3 | 13.0 | 12.0 | 14.0 | 10.0 |
| F | : | : | : | : | : | 0.1 | 0.1 | 0.1 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | 0.6 | 0.5 | 0.9 | : | 0.9 | 0.6 | 0.1 | : | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | 0.2 | 0.1 |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | : | : |
| FIN | : | : | : | : | : | : | 0.2 | 0.2 | 1.1 |
| S | : | : | : | : | : | : | : | 0.6 | 1.0 |
| UK | : | : | 0.3 | : | : | : | : | : | : |
| IS | : | : | : | : | : | : | : | : | 0.0 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | 0.1 | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

Data include taxes and other duties.

Figures based on sample.

3. Cinema exhibition market

3.9 Number of admissions, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|---------------------|---------|---------|---------|-------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| EU-15 ^{b)} | 1 037.6 | 705.9 | 576.7 | 641.5 | 702.2 | 759.7 | 819.5 | 812.0 | 844.5 | 945.5 ^{p)} |
| EUR-12 | 897.6 | 605.2 | 472.8 | 520.6 | 558.3 | 594.3 | 657.2 | 645.4 | 674.3 | : |
| B | 20.6 | 17.9 | 17.1 | 19.2 | 21.2 | 20.2 | 25.4 | 21.9 | 23.5 | : |
| DK | 15.9 | 11.3 | 9.6 | 8.8 | 9.9 | 10.8 | 11.0 | 10.9 | 10.7 | 12.0 |
| D | 143.8 | 104.2 | 102.5 | 124.5 | 132.9 | 143.1 | 148.9 | 149.0 | 152.5 | 177.9 |
| EL | 43.0 | 23.0 | 13.0 | 8.2 | 9.0 | 11.6 | 12.4 | 13.0 ^{a)} | 13.5 ^{a)} | : |
| 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 | 166.0 | 184.4 ⁿ⁾ |
| IRL | 9.5 | 4.5 | 7.4 | 9.8 ^{m)} | 11.5 ^{m)} | 11.5 ^{m)} | 12.4 ^{m)} | 12.5 ^{m)} | 14.9 ^{m)} | 15.9 ^{m)} |
| I | 241.9 | 123.1 | 90.7 | 90.7 | 96.5 | 100.4 ^{e)} | 117.4 ^{e)} | 103.5 ^{e)} | 103.4 ^{a)} | : |
| L | 0.7 | 0.7 | 0.5 | 0.7 | 0.8 | 1.2 | 1.4 | 1.3 | 1.4 ^{f)} | : |
| NL | 28.4 | 15.8 | 15.2 | 17.9 | 17.7 | 18.9 ^{d)} | 20.1 ^{d)} | 18.6 | 21.5 | 23.6 ^{a)} |
| A | 17.5 | 13.1 | 10.1 | 11.9 | 11.8 | 13.7 ^{d)} | 15.2 ^{d)} | 15.0 ^{a)} | 16.3 ^{a)} | : |
| P | 30.8 | 20.0 | 9.6 | 7.4 | 10.4 | 13.7 | 14.8 | 18.6 ^{g)} | 18.9 | : |
| FIN | 9.9 | 6.7 | 6.2 | 5.3 | 5.5 | 5.9 ^{h)} | 6.4 ^{h)} | 7.0 ^{h)} | 7.1 ^{h)} | : |
| S | 23.1 | 17.5 | 15.7 | 15.2 | 15.4 | 15.2 | 15.8 | 16.0 ⁱ⁾ | 17.0 ⁱ⁾ | 18.1 |
| UK | 101.0 | 72.0 | 78.6 | 96.9 | 118.7 | 139.3 ^{j)} | 135.5 ^{j)} | 139.8 ^{j)} | 142.5 ^{j)} | 155.9 ^{m)} |
| IS | 1.8 | 1.4 | 1.2 | 1.2 | 1.3 | 1.5 | 1.5 | 1.5 | 1.6 | : |
| N | 17.5 | 12.9 | 11.4 | 10.9 | 11.5 | 10.9 | 11.5 | 11.4 | 11.6 | : |
| EEA | 1 056.9 | 720.3 | 589.3 | 653.7 | 715.0 | 772.1 | 832.5 | 824.9 | 857.7 | : |
| CH | 21.0 | 16.5 | 14.3 | 14.9 | 15.1 | 15.6 | 15.9 | 15.4 ^{a)} | 15.6 ^{a)} | : |
| US ^{k)} | 1 021.5 | 1 056.1 | 1 188.6 | 1 262.6 | 1 338.6 | 1 387.7 | 1 480.7 | 1 465.2 | 1 420.8 | 1 487.3 |
| JP ^{l)} | 165.9 | 155.1 | 145.5 | 127.0 | 119.6 | 140.7 | 153.1 | 144.8 | 135.3 | : |

Source: Eurostat, AUVIS domain

a) Source: European Audiovisual Observatory b) Eurostat estimate c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) d) Mediasalles (MS)
e) Società Italiana Autori Editori (SIAE) f) Source: CNA g) Source: INE h) Source: Finnish Chamber of Film i) Source: SFI (Swedish Film Institute).
j) Source: BFI Handbook, Screen Finance k) Source: Motion Picture Association of America l) Source: Motion Picture Producers Association of Japan
m) Source: Carlton Screen Advertising n) Source: CNC o) Source: NFC p) Provisional Eurostat estimate, based on approximately 60% of EU admissions

3.10 Number of cinemas

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|-------|-------|-------|-------|--------|---------------------|---------------------|---------------------|-------------------|
| EU-15 ^{a)} | : | : | : | : | 10 461 | : | : | 10 683 | 10 652 |
| EUR-12 | : | : | : | : | 8 715 | : | : | 9 009 | 8 989 |
| B | : | : | : | 140 | 141 | : | 137 | 135 | : |
| DK | 329 | 241 | 180 | 163 | 166 | 164 | 166 | 167 | 164 |
| D | : | : | 1 721 | 1 921 | 1 917 | 1 817 ^{b)} | 1 768 ^{b)} | 1 730 | 1 722 |
| EL | : | : | : | : | 322 | : | 319 | 322 | : |
| E | : | : | : | 1 269 | 1 217 | 1 226 ^{c)} | 1 329 ^{c)} | 1 334 ^{c)} | 1 298 |
| F | 3 053 | 2 842 | 2 300 | 2 218 | 2 150 | 2 159 | 2 152 | 2 163 | : |
| IRL | : | : | : | 63 | 63 | 62 ^{d)} | 64 ^{d)} | 66 | : |
| I | : | : | : | 2 086 | 2 050 | 2 157 ^{e)} | 2 159 ^{e)} | 2 259 ^{e)} | 2 216 |
| L | : | : | 9 | 9 | 8 | 9 | 8 | 8 | : |
| NL | : | : | : | 163 | 160 | 154 ^{d)} | 154 ^{d)} | 183 | 181 |
| A | : | : | 264 | 237 | 234 | 237 ^{d)} | 222 ^{d)} | 234 | : |
| P | : | : | : | 203 | 217 | : | : | 338 ^{f)} | 373 ^{f)} |
| FIN | 317 | 305 | 264 | 242 | 236 | 234 | 233 | 237 | 228 |
| S | : | : | 920 | 854 | 845 | 847 | 839 | 815 | 813 |
| UK | 942 | 663 | 737 | 743 | 735 | 747 | 759 | 692 | 686 |
| IS | 12 | 8 | 6 | 31 | 31 | 30 | 25 | 25 | 25 |
| N | 406 | 429 | 330 | 275 | 274 | 262 ^{d)} | 604 ^{h)} | 605 ^{h)} | 594 ^{h)} |
| EEA | : | : | : | : | 10 766 | : | : | 11 313 | 11 271 |
| CH | : | : | : | : | 327 | 328 | 323 | 329 | : |
| US ^{g)} | : | : | : | 7 744 | 7 798 | 7 480 | 7 418 | 7 551 | 7 421 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate

b) the old data includes only Western Germany, the new data is for whole D

c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA)

d) Source: Media Salles (MS)

e) Società Italiana Autori Editori (SIAE)

f) Source: IGAC

g) Source: Motion Picture Producers Association of Japan

h) Includes municipal cinemas

3.11 Number of screens

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|----------|--------|--------|--------|--------|--------|----------|----------|----------|----------|----------|
| EU-15 a) | : | 22 421 | 18 771 | 19 669 | 20 691 | 21 413 | 22 665 | 24 907 | 25 421 | : |
| EUR-12 | : | 19 565 | 15 933 | 16 568 | 17 466 | 18 095 | 19 296 | 20 672 | 20 986 | : |
| B | 500 | 440 | 411 | 423 | 440 | 438 | 463 | 463 | 465 | : |
| DK | 475 | 429 | 347 | 313 | 322 | 320 | 328 | 345 | 350 | : |
| D | 3 354 | 3 442 | 3 773 | 3 836 | 4 057 | 4 128 | 4 244 | 4 438 | 4 783 | 4 792 l) |
| EL | : | 600 | 500 | 350 | 340 | 340 | 360 | 380 | : | : |
| E b) | 4 096 | 3 109 | 1 773 | 2 090 | 2 354 | 2 565 | 3 025 | 3 354 | 3 500 | : |
| F | 4 500 | 5 153 | 4 518 | 4 378 | 4 529 | 4 661 | 4 773 | 4 979 | : | : |
| IRL | 163 | 135 | 171 | 191 | 215 | 228 c) | 261 c) | 280 | : | : |
| I | 8 753 | 4 885 | 3 293 | 3 816 | 4 004 | 4 206 j) | 4 603 j) | : | : | : |
| L | 12 | 17 | 17 | 17 | 16 | 26 | 21 | 21 | : | : |
| NL | 563 | 511 | 471 | 484 | 493 | 444 c) | 461 c) | 523 | 562 | : |
| A | 481 | 516 | 390 | 412 | 423 | 424 | 424 | 503 | : | : |
| P | 423 | 379 | 276 | 241 | 270 | 313 | 330 | 528 d) | 558 d) | : |
| FIN | 352 | 378 | 340 | 330 | 325 | 322 e) | 331 e) | 362 e) | 343 e) | : |
| S | 1 249 | 1 116 | 1 160 | 1 168 | 1 165 | 1 164 | 1 167 | 1 132 f) | 1 131 f) | : |
| UK | 1 576 | 1 311 | 1 331 | 1 620 | 1 738 | 2 383 g) | 2 564 g) | 2 758 g) | 2 954 g) | 3 428 k) |
| IS | 15 | 21 | 22 | 23 | 26 | 50 | 45 | 46 | 47 | : |
| N c) | 445 | 448 | 399 | 394 | 395 | 402 | 392 | 398 | 391 | : |
| EEA | : | 22 890 | 19 192 | 20 086 | 21 112 | 22 414 | 23 792 | 25 351 | 25 859 | : |
| CH | 483 | 437 | 398 | 439 | 445 | 460 | 518 | 471 | : | : |
| US h) | 17 590 | 21 147 | 23 689 | 27 805 | 29 690 | 31 640 | 34 186 | 37 185 | 37 396 | : |
| JP i) | 2 364 | 2 137 | 1 836 | 1 776 | 1 828 | 1 884 | 1 993 | 2 221 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate b) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) c) Source: Media Salles (MS)
d) Source: IGAC e) Source: Finnish Chamber of Film f) Source: SFI (Swedish Film Institute). g) Source: BFI Handbook, Screen Finance
h) Source: Motion Picture Association of America i) Source: Motion Picture Producers Association of Japan j) Società Italiana Autori Editori (SIAE)
k) Source: Carlton Screen Advertising l) Source: FFA (German Federal Film Board)

3.12 Number of seats, thousand

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|-------|-------|-------|------|------|----------|----------|----------|--------|
| EU-15 a) | : | : | : | : | : | : | 5 294 | 5 859 | : |
| EUR-12 | : | : | : | : | : | : | 4 406 | 4 904 | : |
| B | 174 | 116 | 98 | 101 | 103 | 104 | 108 | 107 | 107 |
| DK | 112 | 76 | 57 | 50 | 50 | 51 | 51 | 52 | 55 |
| D | 910 | 723 | 781 | 730 | 760 | 773 | 801 | 835 | 874 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | 2 370 | 886 | 900 | 900 | 1 000 b) | 1 150 b) | 1 230 b) | : |
| F | 1 409 | 1 276 | 1 007 | 922 | 954 | 975 | 991 | 1 025 | : |
| IRL | : | 53 | : | 38 | 49 | 44 b) | 50 b) | 53 b) | : |
| I | : | : | : | : | : | : | : | : | : |
| L | : | 4 | 4 | 3 | 3 | 5 | 4 | 4 | : |
| NL | 159 | 122 | 102 | 94 | 96 | 89 b) | 93 b) | 98 | 105 |
| A | 146 | 129 | 77 | 73 | 70 | 75 | 76 | 72 | : |
| P | 237 | 185 | 111 | 71 | 77 | 82 | : | 162 c) | 170 c) |
| FIN | 94 | 88 | 66 | 58 | 57 | 56 d) | 58 d) | 63 d) | 59 d) |
| S | : | 240 | 223 | 207 | 203 | 199 | 199 | 193 e) | 190 e) |
| UK | : | : | 472 | 552 | 567 | 603 b) | 639 b) | 710 b) | : |
| IS f) | 6 | 6 | 5 | 6 | 6 | 10 | 9 | 10 | 10 |
| N | 137 | 125 | 101 | 92 | 92 | 90 | 88 | 89 | : |
| EEA | : | : | : | : | : | : | 5 391 | 5 958 | : |
| CH | 164 | 128 | 101 | 100 | 101 | 101 | 100 | 102 | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate, based on screens multiplied by the seats per screen
b) Source: Media Salles (MS)
c) Source: IGAC

d) Source: Finnish Chamber of Film
e) Source: SFI (Swedish Film Institute).
f) IS data 1980-1996: only include Reykjavik

3. Cinema exhibition market

3.13 Screens per cinema

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | : | 2.0 | : | : | 2.3 | 2.4 |
| EUR-12 | : | : | : | : | 2.0 | : | : | 2.3 | 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 | 2.1 |
| D | : | : | 2.2 | 2.0 | 2.1 | 2.3 | 2.4 | 2.6 | 2.8 |
| EL | : | : | : | : | 1.1 | : | 1.1 | 1.2 | : |
| E | : | : | : | 1.6 | 1.9 | 2.1 | 2.3 | 2.5 | 2.7 |
| 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 | : | 3.1 |
| A | : | : | 1.5 | 1.7 | 1.8 | 1.8 | 1.9 | 2.1 | : |
| P | : | : | : | 1.2 | 1.2 | : | : | 1.6 | 1.5 |
| FIN | 1.1 | 1.2 | 1.3 | 1.4 | 1.4 | 1.4 | 1.4 | 1.6 | 1.5 |
| S | : | : | 1.3 | 1.4 | 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 | 4.3 |
| IS | 1.3 | 2.6 | 3.7 | : | : | 1.7 | 1.8 | 1.8 | 1.9 |
| N | 1.1 | 1.0 | 1.2 | 1.4 | 1.4 | 1.5 | 0.6 | 0.7 | 0.7 |
| EEA | : | : | : | : | : | : | : | 2.2 | 2.3 |
| CH | : | : | : | : | 1.4 | 1.4 | 1.6 | 1.4 | : |
| US | : | : | : | 3.6 | 3.8 | 4.2 | 4.6 | 4.9 | 5.0 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

3.14 Cinemas per 100 000 inhabitants

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|---------|---------|---------|
| EU-15 | : | : | : | : | 2.8 | : | : | 2.8 | 2.8 |
| EUR-12 | : | : | : | : | 2.9 | : | : | 3.0 | 3.0 |
| B | : | : | : | 1.4 | 1.4 | : | 1.3 | 1.3 | : |
| DK | : | : | 3.5 | 3.1 | 3.2 | 3.1 | 3.1 | 3.1 | 3.1 |
| D | : | : | 2.2 | 2.4 | 2.3 | 2.2 | 2.2 | 2.1 | 2.1 |
| EL | : | : | : | : | 3.1 | : | 3.0 | 3.1 | : |
| E | : | : | : | 3.2 | 3.1 | 3.1 | 3.4 | 3.4 | 3.3 |
| 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 | 3.8 |
| L | : | : | 2.4 | 2.2 | 1.9 | 2.2 | 1.9 | 1.9 | : |
| NL | : | : | : | 1.1 | 1.0 | 1.0 | 1.0 | 1.2 | 1.1 |
| A | : | : | 3.4 | 2.9 | 2.9 | 2.9 | 2.7 | 2.9 | : |
| P | : | : | : | 2.0 | 2.2 | : | : | 3.4 | 3.7 |
| FIN | : | : | 5.3 | 4.7 | 4.6 | 4.6 | 4.5 | 4.5 | 4.4 |
| S | : | : | 10.8 | 9.7 | 9.6 | 9.6 | 9.5 | 9.2 | 9.2 |
| UK | : | : | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.2 | 1.2 |
| IS | : | : | 2.4 | 11.6 | 11.6 | 11.1 | 9.2 | 9.1 | 9.0 |
| N | : | : | 7.8 | 6.3 | 5.9 | 6.0 | 13.7 a) | 13.6 a) | 13.3 a) |
| EEA | : | : | : | : | 2.9 | : | : | 3.0 | 3.0 |
| CH | : | : | : | : | 4.6 | 4.6 | 4.6 | 4.6 | : |
| US | : | : | : | 3.0 | 3.0 | 2.8 | 2.8 | 2.8 | 2.7 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Includes municipal cinemas

3.15 Screens per 100 000 inhabitants

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | 5.2 | 5.3 | 5.6 | 5.7 | 6.1 | 6.6 | 6.8 |
| EUR-12 | : | : | 5.3 | 5.5 | 5.8 | 6.0 | 6.4 | 6.6 | 6.9 |
| B | : | : | 4.1 | 4.2 | 4.3 | 4.3 | 4.5 | 4.5 | 4.5 |
| DK | : | : | 6.8 | 6.0 | 6.1 | 6.1 | 6.2 | 6.5 | 6.6 |
| D | : | : | 4.8 | 4.7 | 5.0 | 5.0 | 5.2 | 5.4 | 5.8 |
| 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 | 8.9 |
| 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 | : | 3.5 |
| 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 | 5.6 |
| FIN | : | : | 6.8 | 6.5 | 6.4 | 6.3 | 6.4 | 7.1 | 6.6 |
| S | : | : | 13.6 | 13.2 | 13.2 | 13.2 | 13.2 | 12.8 | 12.8 |
| UK | : | : | 2.3 | 2.8 | 3.0 | 4.0 | 4.3 | 4.7 | 5.0 |
| IS | : | : | 8.7 | 8.6 | 9.7 | 18.5 | 16.5 | 16.7 | 16.8 |
| N | : | : | 9.4 | 9.1 | 9.0 | 9.2 | 8.9 | 9.0 | 8.7 |
| EEA | : | : | 5.1 | 5.3 | 5.6 | 5.9 | 6.3 | 6.7 | 6.8 |
| 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 | 13.6 |
| JP | : | : | 1.5 | 1.4 | 1.5 | 1.5 | 1.6 | 1.8 | : |

Source: Eurostat, AUVIS domain

3.16 Admissions per screen, thousand

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | 31 | 31 | 33 | 34 | 35 | 36 | 34 | 33 |
| EUR-12 | : | 31 | 30 | 31 | 32 | 33 | 34 | 33 | 32 |
| B | 41 | 41 | 42 | 45 | 48 | 46 | 55 | 47 | 51 |
| DK | 34 | 26 | 28 | 28 | 31 | 34 | 34 | 32 | 31 |
| D | 43 | 30 | 27 | 32 | 33 | 35 | 35 | 34 | 32 |
| EL | : | 38 | 26 | 23 | 26 | 34 | 34 | 34 | : |
| E | 43 | 33 | 44 | 45 | 44 | 41 | 37 | 39 | 39 |
| F | 39 | 34 | 27 | 30 | 30 | 32 | 36 | 31 | : |
| IRL | 58 | 33 | 43 | 52 | 53 | 50 | 47 | 44 | : |
| I | 28 | 25 | 28 | 24 | 24 | 24 | 26 | : | : |
| L | 54 | 39 | 32 | 40 | 47 | 46 | 67 | 63 | : |
| NL | 51 | 31 | 32 | 37 | 36 | 43 | 44 | : | 38 |
| A | 36 | 25 | 26 | 29 | 28 | 32 | 36 | 30 | : |
| P | 73 | 53 | 35 | 31 | 39 | 44 | 45 | 35 | 34 |
| FIN | 28 | 18 | 18 | 16 | 17 | 18 | 19 | 19 | 21 |
| S | 18 | 16 | 14 | 13 | 13 | 13 | 14 | 14 | 15 |
| UK | 64 | 55 | 59 | 60 | 68 | 58 | 53 | 51 | 48 |
| IS | : | : | : | : | : | 30 | 34 | 33 | 33 |
| N | 39 | 29 | 29 | 28 | 29 | 27 | 29 | 29 | 30 |
| EEA | : | 31 | 31 | 33 | 34 | 34 | 35 | 33 | 33 |
| CH | 43 | 38 | 36 | 34 | 34 | 34 | 31 | 33 | : |
| US | 58 | 50 | 50 | 45 | 45 | 44 | 43 | 39 | 38 |
| JP | 70 | 73 | 79 | 72 | 65 | 75 | 77 | 65 | : |

Source: Eurostat, AUVIS domain

3. Cinema exhibition market

3.17 Admissions per seat

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | : | : | : | 155 | 144 | : |
| EUR-12 | : | : | : | : | : | : | 149 | 138 | : |
| B | 119 | 154 | 174 | 191 | 205 | 195 | 236 | 205 | 221 |
| DK | 142 | 149 | 168 | 177 | 198 | 214 | 218 | 212 | 194 |
| D | 158 | 144 | 131 | 171 | 175 | 185 | 186 | 178 | 175 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | 43 | 89 | 105 | 116 | 105 | 98 | 107 | : |
| F | 125 | 137 | 121 | 141 | 143 | 153 | 172 | 150 | : |
| IRL | : | 86 | : | 257 | 235 | 261 | 250 | 230 | : |
| I | : | : | : | : | : | : | : | : | : |
| L | : | 150 | 156 | 217 | 251 | 224 | 316 | 294 | : |
| NL | 179 | 130 | 149 | 190 | 184 | 213 | 217 | 191 | 205 |
| A | 120 | 102 | 132 | 164 | 168 | 182 | 202 | 208 | : |
| P | 130 | 108 | 86 | 104 | 136 | 168 | : | 115 | 111 |
| FIN | 106 | 76 | 93 | 91 | 96 | 107 | 111 | 112 | 120 |
| S | : | 73 | 70 | 73 | 76 | 77 | 80 | 83 | 89 |
| UK | : | : | 167 | 176 | 209 | 231 | 212 | 197 | : |
| IS | 290 | 243 | 226 | 207 | 200 | 141 | 166 | 159 | 161 |
| N | 127 | 104 | 113 | 119 | 125 | 121 | 131 | 128 | : |
| EEA | : | : | : | : | : | : | 154 | 138 | : |
| CH | 128 | 129 | 141 | 148 | 150 | 154 | 158 | 151 | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

3.18 Seats per screen

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | : | : | : | 234 | 235 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 347 | 264 | 239 | 238 | 235 | 237 | 233 | 231 | 229 |
| DK | 236 | 177 | 165 | 159 | 155 | 158 | 154 | 149 | 157 |
| D | 271 | 210 | 207 | 190 | 187 | 187 | 189 | 188 | 183 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | 762 | 500 | 431 | 382 | 390 | 380 | 367 | : |
| F | 313 | 248 | 223 | 211 | 211 | 209 | 208 | 206 | : |
| IRL | : | 389 | : | 200 | 227 | 193 | 190 | 189 | : |
| I | : | : | : | : | : | : | : | : | : |
| L | : | 259 | 207 | 182 | 188 | 204 | 213 | 213 | : |
| NL | 282 | 238 | 217 | 195 | 194 | 201 | 201 | : | 187 |
| A | 304 | 250 | 197 | 176 | 166 | 178 | 178 | 143 | : |
| P | 561 | 489 | 403 | 295 | 284 | 261 | : | 306 | 304 |
| FIN | 266 | 233 | 195 | 177 | 176 | 172 | 173 | 172 | 172 |
| S | : | 215 | 192 | 177 | 174 | 171 | 170 | 171 | 168 |
| UK | : | : | 355 | 341 | 326 | 253 | 249 | 257 | : |
| IS | : | : | : | : | : | 209 | 203 | 209 | 208 |
| N | 309 | 278 | 253 | 234 | 234 | 224 | 224 | 224 | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 339 | 293 | 254 | 229 | 226 | 219 | 194 | 216 | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

3.19 Admissions per inhabitant

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | 1.6 | 1.7 | 1.9 | 2.0 | 2.2 | 2.2 | 2.2 |
| EUR-12 | : | : | 1.6 | 1.7 | 1.9 | 2.0 | 2.2 | 2.1 | 2.2 |
| B | : | : | 1.7 | 1.9 | 2.1 | 2.0 | 2.5 | 2.1 | 2.3 |
| DK | : | : | 1.9 | 1.7 | 1.9 | 2.1 | 2.1 | 2.1 | 2.0 |
| D | : | : | 1.3 | 1.5 | 1.6 | 1.7 | 1.8 | 1.8 | 1.9 |
| EL | : | : | 1.3 | 0.8 | 0.9 | 1.1 | 1.2 | 1.2 | 1.3 |
| E | : | : | 2.0 | 2.4 | 2.7 | 2.7 | 2.9 | 3.3 | 3.4 |
| F | : | : | 2.2 | 2.2 | 2.3 | 2.5 | 2.9 | 2.6 | 2.8 |
| IRL | : | : | 2.1 | 2.7 | 3.2 | 3.1 | 3.4 | 3.3 | 3.9 |
| I | : | : | 1.6 | 1.6 | 1.7 | 1.7 | 2.0 | 1.8 | 1.8 |
| L | : | : | 1.4 | 1.7 | 1.8 | 2.8 | 3.3 | 3.1 | 3.1 |
| NL | : | : | 1.0 | 1.2 | 1.1 | 1.2 | 1.3 | 1.2 | 1.4 |
| A | : | : | 1.3 | 1.5 | 1.5 | 1.7 | 1.9 | 1.9 | 2.0 |
| P | : | : | 1.0 | 0.7 | 1.1 | 1.4 | 1.5 | 1.9 | 1.9 |
| FIN | : | : | 1.2 | 1.0 | 1.1 | 1.2 | 1.2 | 1.4 | 1.4 |
| S | : | : | 1.8 | 1.7 | 1.7 | 1.7 | 1.8 | 1.8 | 1.9 |
| UK | : | : | 1.4 | 1.7 | 2.0 | 2.4 | 2.3 | 2.4 | 2.4 |
| IS | : | : | 4.9 | 4.5 | 4.8 | 5.5 | 5.6 | 5.6 | 5.6 |
| N | : | : | 2.7 | 2.5 | 2.6 | 2.5 | 2.6 | 2.6 | 2.6 |
| EEA | : | : | 1.6 | 1.7 | 1.9 | 2.0 | 2.2 | 2.2 | 2.2 |
| CH | : | : | 2.1 | 2.1 | 2.1 | 2.2 | 2.2 | 2.2 | 2.2 |
| US | : | : | 4.8 | 4.8 | 5.1 | 5.2 | 5.5 | 5.4 | 5.2 |
| JP | : | : | 1.2 | 1.0 | 1.0 | 1.1 | 1.2 | 1.1 | 1.1 |

Source: Eurostat, AUVIS domain

3.20 Average ticket price, ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 1.9 | 3.1 | 4.2 | 4.7 | 4.8 | 5.0 | 5.1 | 5.3 | 5.2 |
| EUR-12 | : | 3.0 | 4.0 | 4.6 | 4.7 | 4.9 | 5.0 | 5.0 | 4.8 |
| B | 2.6 | 3.1 | 3.8 | 5.0 | 5.1 | 5.4 | 5.2 | 5.2 | 5.4 |
| DK | 2.6 | 3.4 | 4.3 | 5.6 | 6.0 | 6.0 | 6.5 | 6.6 | 7.0 |
| D | 2.5 | 3.3 | 3.9 | 5.1 | 5.2 | 5.2 | 5.5 | 5.4 | 5.4 |
| EL | : | 1.8 | 3.2 | 4.3 | 4.3 | 5.2 | 4.9 | : | 5.2 |
| E | 1.3 | 1.9 | 2.8 | 3.1 | 3.3 | 3.4 | 3.6 | 3.8 | 4.0 |
| F | 2.7 | 3.7 | 4.5 | 5.3 | 5.4 | 5.3 | 5.3 | 5.4 | 5.4 |
| IRL | : | 5.1 | 3.4 | 3.5 | 3.5 | 3.4 | 3.7 | : | 4.4 |
| I | 1.4 | 2.8 | 4.4 | 4.1 | 4.6 | 5.0 | 5.0 | 5.1 | 3.8 |
| L | 1.8 | 2.7 | 4.3 | 5.1 | 5.2 | 5.5 | 5.6 | 5.6 | 5.6 |
| NL | 2.7 | 3.9 | 4.8 | 5.2 | 5.3 | 5.6 | 5.8 | 5.6 | 5.9 |
| A | : | 3.6 | 4.0 | 5.4 | 5.7 | 6.0 | 5.7 | 5.8 | 5.7 |
| P | 0.7 | 1.2 | 1.6 | 2.6 | 2.9 | 3.0 | 3.1 | 3.3 | 3.2 |
| FIN | 2.6 | 5.2 | 6.1 | 6.4 | 6.2 | 6.2 | 6.4 | 6.5 | 6.6 |
| S | 3.4 | 5.0 | 6.7 | 6.2 | 7.1 | 7.1 | 7.4 | 7.5 | 8.0 |
| UK | 2.4 | 2.9 | 4.8 | 5.0 | 4.8 | 5.2 | 5.6 | 6.2 | 6.6 |
| IS | 1.8 | 4.1 | 5.3 | 6.5 | 6.2 | 6.7 | 6.7 | 7.9 | 8.7 |
| N | 1.7 | 3.5 | 4.2 | 4.9 | 5.2 | 5.6 | 5.9 | 6.1 | 5.7 |
| EEA | : | 3.1 | 4.2 | 4.7 | 4.8 | 5.0 | 5.2 | 5.3 | 5.3 |
| CH | 3.0 | 4.8 | 5.9 | 8.4 | 8.4 | 8.0 | 7.9 | : | 8.6 |
| US | 1.9 | 4.7 | 3.3 | 3.3 | 3.5 | 4.0 | 4.2 | 4.8 | 5.8 |
| JP | 3.1 | 6.2 | 6.4 | 10.1 | 9.0 | 9.2 | 8.6 | 10.4 | 12.6 |

Source: Eurostat, AUVIS domain

3. Cinema exhibition market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 46 | 73 | 100 | 113 | 115 | 119 | 123 | 127 | 125 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 69 | 82 | 100 | 133 | 134 | 142 | 137 | 137 | 141 |
| DK | 59 | 79 | 100 | 130 | 141 | 140 | 151 | 153 | 162 |
| D | 63 | 85 | 100 | 129 | 132 | 133 | 139 | 138 | 137 |
| EL | : | 56 | 100 | 135 | 136 | 164 | 156 | : | 164 |
| E | 46 | 70 | 100 | 112 | 119 | 121 | 128 | 136 | 142 |
| F | 60 | 81 | 100 | 117 | 118 | 116 | 118 | 118 | 119 |
| IRL | : | 150 | 100 | 103 | 103 | 101 | 110 | : | 131 |
| I | 32 | 64 | 100 | 94 | 105 | 113 | 114 | 117 | 91 |
| L | 43 | 63 | 100 | 120 | 122 | 130 | 132 | 131 | 131 |
| NL | 57 | 82 | 100 | 110 | 112 | 116 | 120 | 117 | 124 |
| A | : | 90 | 100 | 134 | 142 | 149 | 142 | 144 | 142 |
| P | 45 | 71 | 100 | 155 | 175 | 185 | 191 | 198 | 195 |
| FIN | 43 | 87 | 100 | 106 | 102 | 103 | 105 | 107 | 109 |
| S | 51 | 75 | 100 | 94 | 107 | 107 | 112 | 113 | 120 |
| UK | 49 | 60 | 100 | 104 | 99 | 109 | 116 | 128 | 138 |
| IS | 33 | 76 | 100 | 121 | 115 | 126 | 125 | 147 | 163 |
| N | 41 | 84 | 100 | 115 | 122 | 131 | 139 | 145 | 136 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 51 | 82 | 100 | 143 | 143 | 136 | 134 | : | 146 |
| US | 58 | 140 | 100 | 100 | 105 | 122 | 126 | 144 | 176 |
| JP | 49 | 96 | 100 | 157 | 140 | 143 | 134 | 162 | 196 |

Source: Eurostat, AUVIS domain

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 46 | 73 | 100 | 113 | 115 | 119 | 123 | 127 | 125 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 66 | 87 | 100 | 121 | 124 | 136 | 131 | 131 | 134 |
| DK | 59 | 81 | 100 | 121 | 132 | 133 | 144 | 145 | 154 |
| D | 78 | 92 | 100 | 118 | 122 | 127 | 133 | 131 | 131 |
| EL | : | 29 | 100 | 204 | 206 | 252 | 257 | : | 274 |
| E | 36 | 69 | 100 | 142 | 147 | 155 | 165 | 174 | 183 |
| F | 51 | 80 | 100 | 111 | 111 | 111 | 112 | 112 | 112 |
| IRL | : | 140 | 100 | 110 | 106 | 98 | 112 | : | 135 |
| I | 25 | 61 | 100 | 131 | 135 | 143 | 145 | 149 | 116 |
| L | 41 | 66 | 100 | 109 | 113 | 124 | 126 | 125 | 125 |
| NL | 68 | 89 | 100 | 100 | 103 | 111 | 115 | 112 | 118 |
| A | : | 97 | 100 | 122 | 132 | 143 | 136 | 137 | 135 |
| P | 17 | 51 | 100 | 168 | 190 | 203 | 213 | 219 | 216 |
| FIN | 46 | 84 | 100 | 124 | 122 | 125 | 129 | 130 | 133 |
| S | 40 | 65 | 100 | 116 | 121 | 123 | 132 | 132 | 134 |
| UK | 41 | 50 | 100 | 121 | 113 | 106 | 110 | 119 | 118 |
| IS | : | : | : | : | : | : | : | : | : |
| N | 35 | 68 | 100 | 119 | 125 | 132 | 148 | 152 | 138 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 67 | 86 | 100 | 126 | 127 | 127 | 124 | : | 129 |
| US | 64 | 84 | 100 | 103 | 104 | 109 | 111 | 120 | 128 |
| JP | 84 | 95 | 100 | 105 | 105 | 107 | 107 | 107 | 106 |

Source: Eurostat, AUVIS domain

3.23 New feature films released for the first time

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|----------|------|------|------|--------|--------|--------|--------|--------|--------|--------|
| EU-15 a) | 367 | 325 | 260 | 259 | 275 | 277 | 280 | 291 | 307 | : |
| EUR-12 | 386 | 343 | 271 | 271 | 288 | 291 | 293 | 305 | 335 | : |
| B | 135 | 385 | 343 | 518 | 477 | 573 | 480 | 396 | : | : |
| DK | 263 | 227 | 172 | 151 | 183 | 170 | 176 | 176 | 192 | : |
| D | 334 | 309 | 303 | 260 | 287 | 286 | 287 | 327 | 373 | : |
| EL | : | 304 | 145 | 183 | 168 | 135 b) | 169 b) | 154 b) | 191 b) | : |
| E | 500 | 456 | 328 | 417 | 524 | 481 c) | 501 c) | 479 c) | 523 c) | : |
| F | 694 | 456 | 370 | 405 | 410 | 417 | 470 | 504 | 540 | : |
| IRL | : | : | 145 | 168 | 184 | 166 | 156 b) | : | : | : |
| I | 541 | 354 | 461 | 342 | 390 | 380 d) | 383 e) | 420 e) | 415 c) | : |
| L | : | 266 | 220 | 144 | 140 | 231 | 218 | 221 | 289 b) | : |
| NL | 336 | 295 | 187 | 254 | 256 | 227 | 232 f) | 247 | 272 | : |
| A | 304 | 384 | 292 | 241 | 254 | 249 f) | 260 f) | 242 | : | : |
| P | 395 | : | 289 | 185 | 207 | 200 | 212 b) | 181 | 241 g) | : |
| FIN | 236 | 218 | 172 | 138 | 162 | 145 | 148 | 188 | 170 h) | : |
| S | 302 | 247 | 212 | 204 | 203 | 201 | 186 | 210 i) | 223 i) | : |
| UK | : | : | : | 280 j) | 284 j) | 292 j) | 324 j) | 333 j) | 349 j) | 369 j) |
| IS | 216 | 233 | 179 | 189 | 198 | 188 | 157 | 193 | 164 | : |
| N | 261 | 268 | 181 | 205 | 202 | 218 | 229 | : | : | : |
| EEA | 347 | 314 | 250 | 252 | 266 | 268 | 270 | : | : | : |
| CH | : | 346 | 343 | : | 332 | 329 | 350 b) | : | : | : |
| US k) | 191 | 389 | 385 | 370 | 420 | 461 | 490 | 442 | 461 | 462 |
| JP l) | 528 | 583 | 704 | 610 | 598 | 611 | 555 | 568 | 644 | : |

Source: Eurostat, AUVIS domain a) Eurostat estimate; Reflects average per country b) Source: European Audiovisual Observatory c) Source: Instituto de la Cinematografía y las Artes Audiovisuales (ICAA) d) Società Italiana Autori Editori (SIAE) e) ANICA (trade organisation of film producers) f) Source: Media Salles (MS) g) Source: IGAC h) Source: Finnish Chamber of Film i) Source: SFI (Swedish Film Institute) j) Source: BFI Handbook, BFI/EDI. Films released during the year, including re-releases of old films. k) Source: Motion Picture Association of America l) Source: Motion Picture Producers Association of Japan

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|-------|-------|--------|--------|
| EU-15 a) | 46 | 38 | 33 | 38 | 42 | 44 | 44 | 58 | 44 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 2 | 3 | 7 | 24 | 31 | 31 | 30 | : | : |
| DK | 14 | 10 | 13 | 13 | 22 | 17 | 23 | 22 | 21 |
| D | 49 | 64 | 48 | 63 | 64 | 61 | 50 | 74 | 75 |
| EL | 27 | 33 | 6 | 17 | 10 | 2 b) | 4 b) | 5 b) | 12 b) |
| E | : | 65 | 33 | 59 | 93 | 80 c) | 65 c) | 82 c) | 98 c) |
| F | 238 | 158 | 129 | 149 | 161 | 170 | 176 | 183 | : |
| IRL | 0 | 2 | : | 8 | 5 | 4 | 9 | : | : |
| I | 160 | 89 | 119 | 75 | 109 | 87 d) | 92 e) | 108 e) | 103 e) |
| L | : | 2 | 1 | 3 | 2 | 2 | 3 | 1 | : |
| NL | 7 | 16 | 14 | 38 | 36 | : | 32 f) | 20 | 28 |
| A | 8 | 18 | 19 | 22 | 15 | 30 f) | 24 f) | : | : |
| P | 9 | : | 4 | 13 | 6 | 7 | : | : | 14 g) |
| FIN | 10 | 13 | 14 | 8 | 10 | 9 | 8 | 16 | 9 h) |
| S | 24 | 20 | 16 | 24 | 27 | 30 | 20 | 23 i) | 38 i) |
| UK | : | : | : | 49 | 38 | 82 j) | 75 j) | 99 j) | : |
| IS | 3 | 3 | 2 | 7 | 2 | 4 | 2 | 2 | 6 |
| N | 10 | 10 | 10 | 18 | 13 | 18 | 14 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | 25 | : | : | : | 28 | : | : |
| US k) | : | 257 | 287 | : | : | 394 | : | : | : |
| JP l) | 320 | 319 | 239 | 289 | 278 | 278 | 249 | 270 | 282 |

Source: Eurostat, AUVIS domain a) Eurostat estimate; Reflects average per country b) Source: Ministry of Press and Mass Media c) Source: Instituto de la Cinematografía y las Artes Audiovisuales (ICAA) d) Società Italiana Autori Editori (SIAE) e) ANICA (trade organisation of film producers) f) Source: Media Salles (MS) g) Source: IGAC h) Source: Finnish Chamber of Film i) Source: SFI (Swedish Film Institute) j) Source: BFI Handbook, BFI/EDI. Films released during the year, including re-releases of old films. k) Source: Motion Picture Association of America l) Source: Motion Picture Producers Association of Japan

3. Cinema exhibition market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|--------|--------|--------|--------|
| EU-15 a) | 171 | 127 | 93 | 93 | 99 | 116 | 118 | 146 | 122 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 70 | : | 129 | 182 | 192 | 218 | 200 | : | : |
| DK | 84 | 64 | 31 | 46 | 65 | 69 | 62 | : | : |
| D | 152 | 152 | 121 | 104 | 121 | 120 | 109 | 156 | 162 |
| EL | : | 112 | 24 | : | : | 28 b) | 58 b) | 30 b) | 50 b) |
| E | : | : | : | : | : | 243 c) | 225 c) | 244 c) | 239 c) |
| F | 337 | 213 | 160 | 204 | 205 | 228 | 255 | 264 | : |
| IRL | : | : | : | 38 | 38 | 45 | 39 | : | : |
| I | 344 | 175 | 202 | 133 | 182 | 166 d) | 178 e) | 212 e) | 190 e) |
| L | : | 116 | : | 38 | 39 | 80 | 79 | : | : |
| NL | 143 | 96 | 40 | : | : | : | : | 85 | 114 |
| A | 158 | 166 | 106 | 88 | 92 | 98 f) | : f) | : | : |
| P | : | : | 76 | : | 49 | : | : | : | 93 g) |
| FIN | 80 | 51 | 45 | 33 | 42 | 35 | 27 | 67 | 42 h) |
| S | : | : | : | 78 | 81 | 73 | 58 | 80 i) | 88 i) |
| UK | : | : | : | 78 | 79 | 107 j) | 125 j) | 174 j) | : |
| IS | 63 | 35 | 18 | 32 | 32 | 30 | 19 | : | 29 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP k) | : | : | : | : | : | 95 | 102 | : | : |

Source: Eurostat, AUVIS domain a) Eurostat estimate; Reflects average per country b) Source : Ministry of Press and Mass Media c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) d) Società Italiana Autori Editori (SIAE) e) ANICA (trade organisation of film producers) f) Source: Media Salles (MS) g) Source: IGAC h) Source: Finnish Chamber of Film i) Source: SFI (Swedish Film Institute) j) Source: BFI Handbook, BFI/EDI. Films released during the year, including re-releases of old films. k) 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 | 2000 |
|----------|------|------|------|------|------|--------|--------|--------|--------|
| EU-15 a) | 123 | 153 | 146 | 132 | 141 | 140 | 143 | 137 | 143 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 63 | : | 177 | 263 | 204 | 265 | 217 | : | : |
| DK | 144 | 139 | 120 | 91 | 110 | 89 | 101 | 95 | 108 |
| D | 109 | 146 | 155 | 135 | 150 | 135 | 146 | 132 | 165 |
| EL | : | 178 | 116 | 114 | 107 | 100 b) | 103 b) | 120 b) | 134 b) |
| E | : | 179 | 173 | 191 | 207 | 212 c) | 240 c) | 216 c) | 257 c) |
| F | 135 | 121 | 138 | 139 | 141 | 144 | 173 | 180 | : |
| IRL | : | : | : | 112 | 133 | 115 | 114 | : | : |
| I | 141 | 152 | 227 | 179 | 189 | 182 d) | 183 e) | 178 e) | : |
| L | : | 118 | 110 | 90 | 91 | 130 | 120 | 112 | : |
| NL | 141 | 192 | 118 | 121 | 138 | 130 | 120 f) | 119 | 116 |
| A | 107 | 192 | 154 | 129 | 142 | 121 f) | 132 f) | : | : |
| P | 131 | : | 187 | 89 | 138 | 133 | : | : | 136 g) |
| FIN | 111 | 125 | 110 | 86 | 87 | 88 | 82 | 100 | 105 h) |
| S | 145 | 141 | 112 | 95 | 104 | 108 | 106 | 108 i) | 120 i) |
| UK | : | : | : | 153 | 170 | 153 j) | 159 j) | 148 j) | : |
| IS | 135 | 189 | 158 | 140 | 159 | 149 | 133 | 158 | 132 |
| N | 131 | 150 | 115 | 107 | 114 | 121 | 126 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 171 | 196 | : | : | : | : | : | : |
| US | : | 257 | 287 | : | : | 394 | : | : | : |
| JP k) | 141 | 180 | 248 | 176 | 175 | 169 | 152 | 158 | : |

Source: Eurostat, AUVIS domain a) Eurostat estimate; Reflects average per country b) Source : Ministry of Press and Mass Media c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) d) Società Italiana Autori Editori (SIAE) e) ANICA (trade organisation of film producers) f) Source: Media Salles (MS) g) Source: IGAC h) Source: Finnish Chamber of Film i) Source: SFI (Swedish Film Institute) j) Source: BFI Handbook, BFI/EDI. Films released during the year, including re-releases of old films. k) Source: Motion Picture Producers Association of Japan

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 47 | 39 | 36 | 36 | 36 | 42 | 42 | 50 | 40 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 52 | : | 38 | 35 | 40 | 38 | 42 | : | : |
| DK | 32 | 28 | 18 | 30 | 36 | 41 | 35 | : | : |
| D | 46 | 49 | 40 | 40 | 42 | 42 | 38 | 48 | 43 |
| EL | : | 37 | 17 | : | : | 21 | 34 | 19 | 26 |
| E | : | : | : | : | : | 51 | 45 | 51 | 46 |
| 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 | : | : | : | : | 34 | 42 |
| A | 52 | 43 | 36 | 37 | 36 | 39 | : | : | : |
| P | : | : | 26 | : | 24 | : | : | : | 39 |
| FIN | 34 | 23 | 26 | 24 | 26 | 24 | 18 | 36 | 25 |
| S | : | : | : | 38 | 40 | 36 | 31 | 38 | 39 |
| UK | : | : | : | 31 | 30 | 37 | 39 | 52 | : |
| IS | 29 | 15 | 10 | 17 | 16 | 16 | 12 | : | 18 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP a) | : | : | : | : | : | 16 | 18 | : | : |

Source: Eurostat, AUVIS domain

a) Source: Motion Picture Producers Association of Japan

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 33 | 47 | 56 | 51 | 51 | 51 | 51 | 47 | 46 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 47 | : | 52 | 51 | 43 | 46 | 45 | : | : |
| DK | 55 | 61 | 70 | 60 | 60 | 52 | 57 | 54 | 56 |
| D | 33 | 47 | 51 | 52 | 52 | 47 | 51 | 40 | 44 |
| EL | : | 59 | 80 | 62 | 64 | 74 | 61 | 78 | 70 |
| E | : | 39 | 53 | 46 | 40 | 44 | 48 | 45 | 49 |
| 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 | 48 | 43 |
| A | 35 | 50 | 53 | 54 | 56 | 49 | 51 | : | : |
| P | 33 | : | 65 | 48 | 67 | 67 | : | : | 56 |
| FIN | 47 | 57 | 64 | 62 | 54 | 61 | 55 | 53 | 62 |
| S | 48 | 57 | 53 | 47 | 51 | 54 | 57 | 51 | 54 |
| UK | : | : | : | 60 | 65 | 52 | 49 | 44 | : |
| IS | 63 | 81 | 88 | 74 | 80 | 79 | 85 | 82 | 80 |
| N | 50 | 56 | 64 | 52 | 56 | 56 | 55 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | 49 | 57 | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP a) | 27 | 31 | 35 | 29 | 29 | 28 | 27 | 28 | : |

Source: Eurostat, AUVIS domain

a) 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 2000

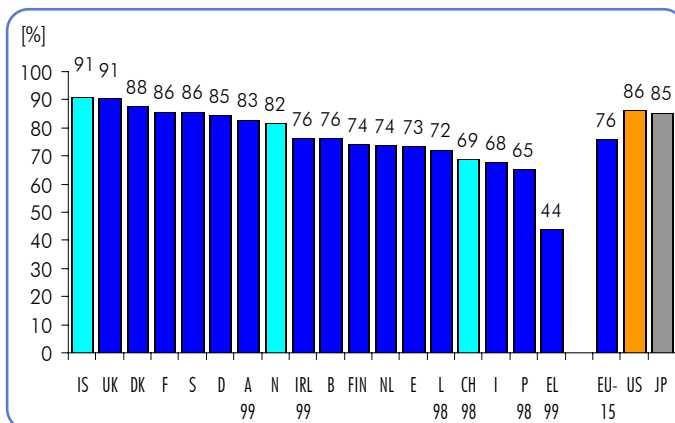
Since the introduction of the VHS format and when videocassette recorders (VCRs) became affordable in the early eighties, the number of VCR households grew steadily. As a result of market saturation the growth slowed down after 1995. In six EU countries, as well as in Iceland and Norway, United States and Japan, the penetration of VCRs in TV households exceeds 80%. On the other end of the scale, just 44% of the Greek 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: 284 thousand, or 0.2% of all EU households. Eurostat estimates that 5.1 million DVD players were sold in the EU in 2000, resulting in an increase of the share of DVD households to 4.4%.

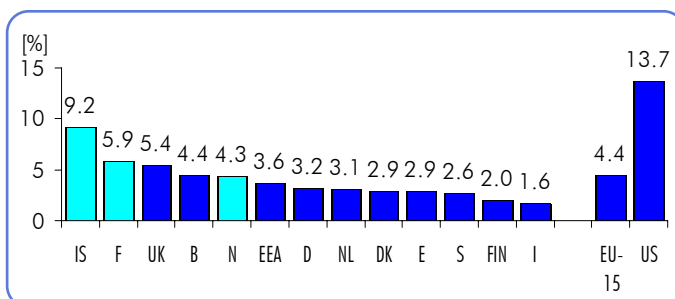
As the DVD market in Europe is just emerging, it may be too early to draw any further conclusions than to note that Iceland, France and the UK had relatively high household penetration rates in 2000. Still, the US was the largest market for DVD by the end of 2000, with an installed base of 14 million players. United Kingdom, France and Germany each have more than one million DVD players, accounting for 56% of the stock in the EU.

Compared to the United States, Europe is about one year behind in number of DVD players sold. There were 300 thousand DVD households in 1998, 1.4 million in 1999 and 6.5 million in 2000 in EU-15 compared to 200 thousand in the US in 1997, 1 million in 1998 and 5.4 million in 1999. In 2000 there were 14 million households in the United States with DVD players.

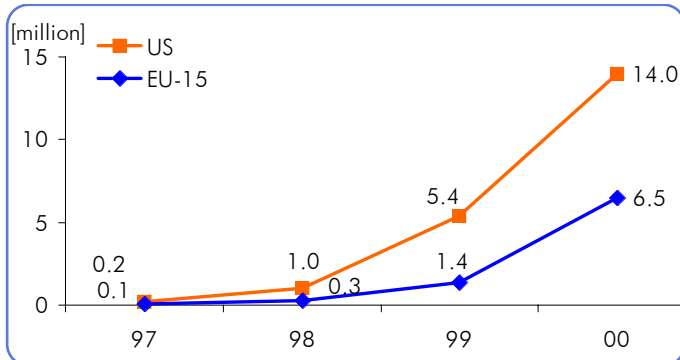
Share of TV households owning VCR in 2000



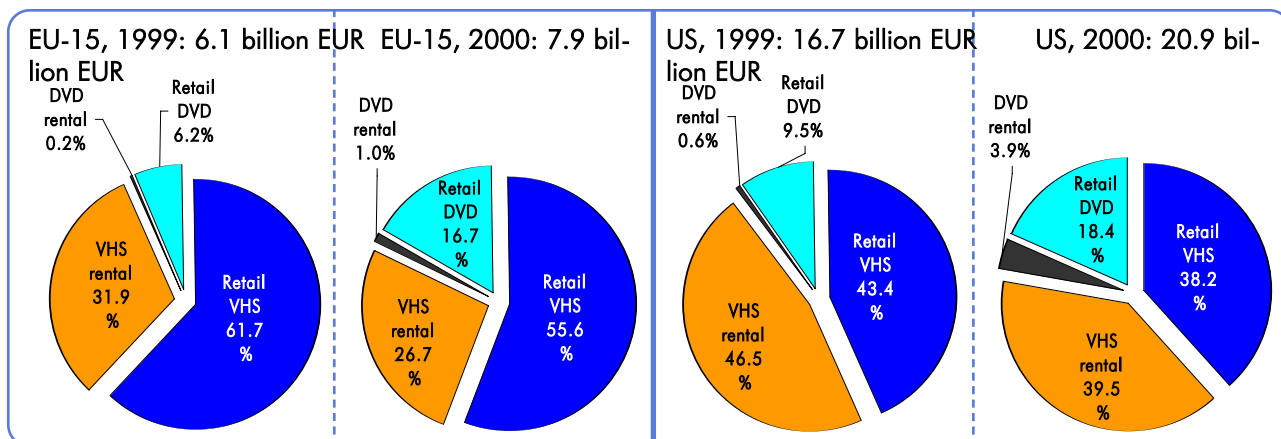
Share of TV households owning DVD player in 2000



DVD player households, 1997 - 2000



Consumer spending on video cassettes and DVD discs in the EU and in the US comparing 1999 with 2000



Source: see tables on the following pages

4. Video and DVD market

The total video and DVD market increased by 30% in 2000

The total video and DVD market in the EU increased by 1.8 billion EUR (+30%) reaching 7.9 billion euro in 2000. The US market increased 25%, totalling 21 billion euro. Sales of pre-recorded videocassettes still account for the majority of sales in the EU (55%), but the format lost 6 percentage points compared to 1999. This was mainly due to the gain of market share for retail DVD sales, which increased 0.9 billion euro (17% of the market). Including sales and rental, the DVD format accounts for 18% of the turnover in the EU and 22% in the US. A large difference between the US and the EU is the VHS rental market: 40% in the US against 27% in the EU.

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.

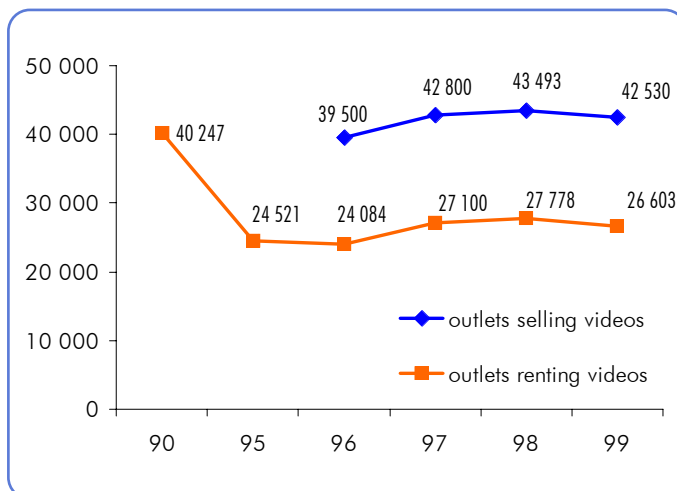
One exception was Iceland with more than 6 times as many rental stores than selling stores, which is reflected in the spend on rentals per capita.

Big differences in outlet density among EU Member States

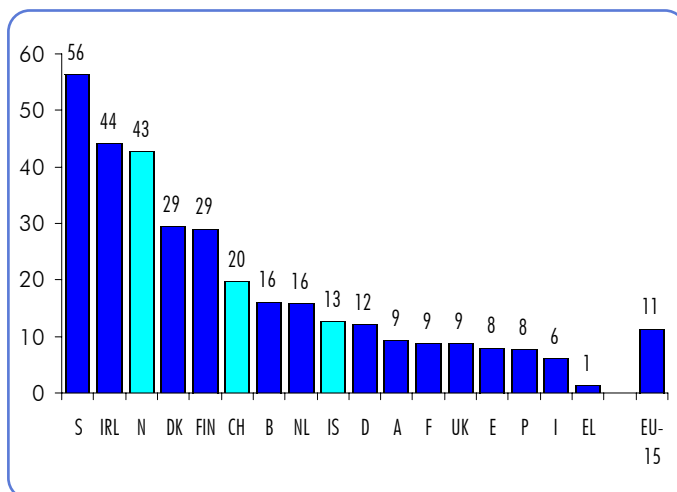
Sweden has the highest number of outlets selling videos per 100 000 inhabitants (56.5), followed by Ireland (44.7) and Denmark (29.4). The average in the EU-15 is 11.3, lower than in the United States (19.1) and Japan (14.7). On the other end of the scale was Greece with just 1.4 shops per 100 000 inhabitants,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

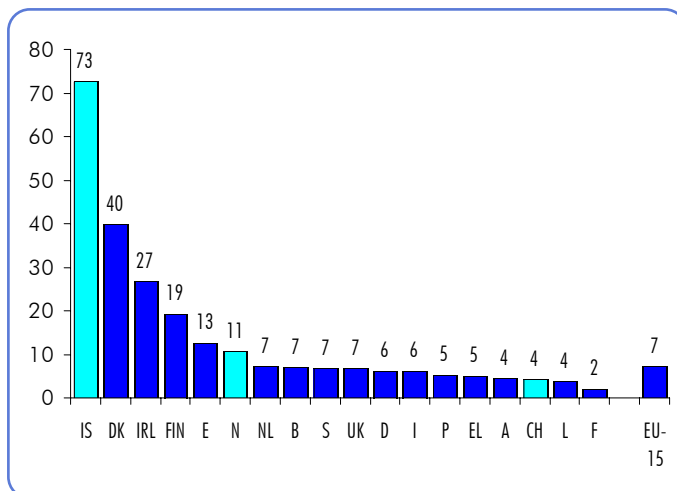
Number of outlets selling and renting videos in the EU



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 video market (sales + rentals of pre-recorded video cassettes) of the EU-15 in 2000 was 6.5 billion euro, which is only 40% of the size of the US market: 16.3 billion euro. The value of the Japanese video market in 1998 was 4 billion euro.

In 1990, rental of videocassettes dominated in the EU-15 (63%), the United States (71%) and Japan (79%). Since the mid nineties, the sales dominated in the EU with two thirds of the turnover. In the US, the sales increased threefold during the nineties, while the rentals increased marginally, resulting in equally large market shares. In Japan, the sales of video-cassettes also increased threefold, but rentals still dominated with two thirds of the total video market in 1998.

Two thirds of the total turnover in the EU-15 came from three Member States: United Kingdom (1.8 billion euro from sales and 0.7 billion euro from rentals), France (0.8 billion euro and 0.2 billion euro) and Germany (0.4 billion euro and 0.3 billion euro).

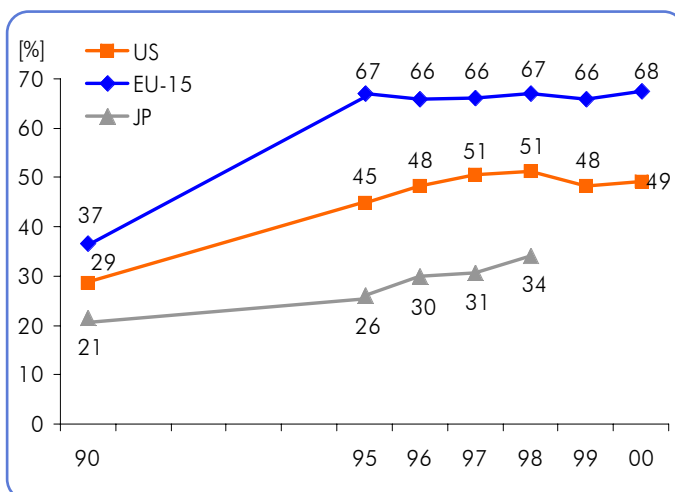
If comparing the turnover per capita, the disparities are significant. Sales of video cassettes per capita reached 11.6 euro in the EU-15, which was one third of the sales per capita in the United States, but at the same level as Japan. Among the EU Member States, only the UK (30.4 EUR per head) reaches the United States' spend on buying videocassettes. Second was Denmark with 16 euro followed by France with 14 euro per head. The lowest spend on video sales was recorded in Greece, Portugal and Spain (0.6 euro, 3.2 euro and 4.2 euro per head).

EU-15 citizens spend half as much (5.6 euro per capita) on renting videocassettes as on buying. The average American spends similar amounts on renting and buying (30 EUR and 29 EUR per head respectively). No other country in this comparison spends more on video rentals per capita than Iceland (37 euro), which also can explain the relatively high number of outlets renting videos.

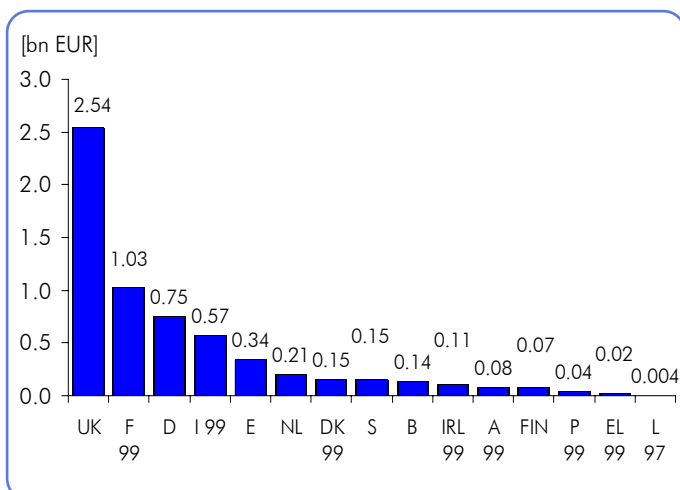
DVD equipment: 1.6 billion euro spend on DVD players in the EU in 2000

According to EAO, the French invested 327 million euro on DVD players. The British spent slightly less: 287 million euro, followed by the Germans (252 million euro). Eurostat estimates the average DVD player purchase amounted to 320 euro in 2000.

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

Household expenditure on DVD players, 1000 EUR, Source: European Audiovisual Observatory

| | 1998 | 1999 | 2000 |
|----------|------|------|-------|
| EU-15 a) | : | : | 1,640 |
| B | 2 | 11 | 20 |
| DK | : | : | : |
| D | 29 | 117 | 252 |
| EL | : | : | : |
| E | 7 | 35 | 87 |
| F | 3 | 177 | 327 |
| IRL | : | : | : |
| I | 7 | 33 | 74 |
| L | : | : | : |
| NL | 4 | 29 | 58 |
| A | 2 | 7 | 19 |
| P | : | : | : |
| FIN | : | : | : |
| S | : | : | 36 |
| UK | 16 | 125 | 287 |
| IS | : | : | : |
| N | : | : | : |
| CH | 7 | 25 | 46 |

a) Eurostat estimate

4. Video and DVD market

The two Member States with the highest number of outlets renting videos also had the highest spend on renting video cassettes per capita: Ireland (19.8 euro) and Denmark (13.2 euro). Greeks and Portuguese spend only little on video rentals.

Sales of video cassettes soaring

Nearly 288 million videocassettes were sold in the EU-15 in 2000, of which 97 million (34% 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': 4.4 cassettes against 8.0. In the EU-15, the average purchases were just 2.6 cassettes per VCR household.

The market for selling videocassettes in the EU-15 has increased threefold since 1990, while the rentals of videocassettes have decreased 20% during the same period. The situation is similar in the United States. Sales increased threefold in the United States, whilst rentals decreased 19%. 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 25 times per year.

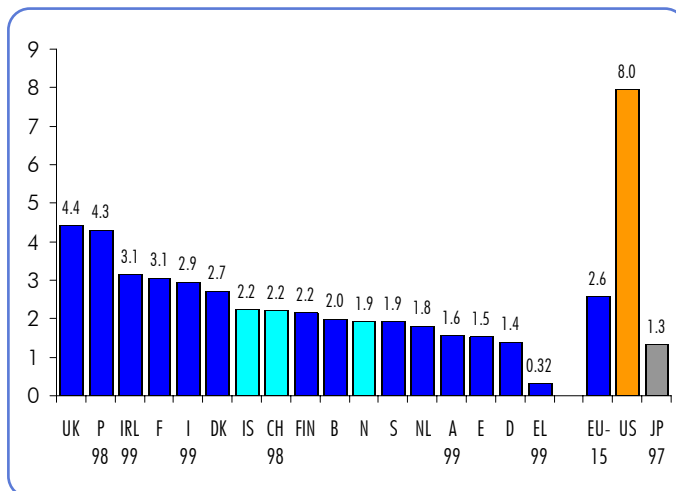
The average EU-15 VCR household rents videocassettes 6.7 times per year. Video cassette rental is nearly five times as popular in the American VCR households: 37.7 times per year. Among the EU Member States, only Ireland shows high levels of video rentals: 31.9 rentals per video household and year. Spain was second with 9.9 rentals per VCR household per year. It was popular to rent videos in Iceland, Canada and Australia (35.1, 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

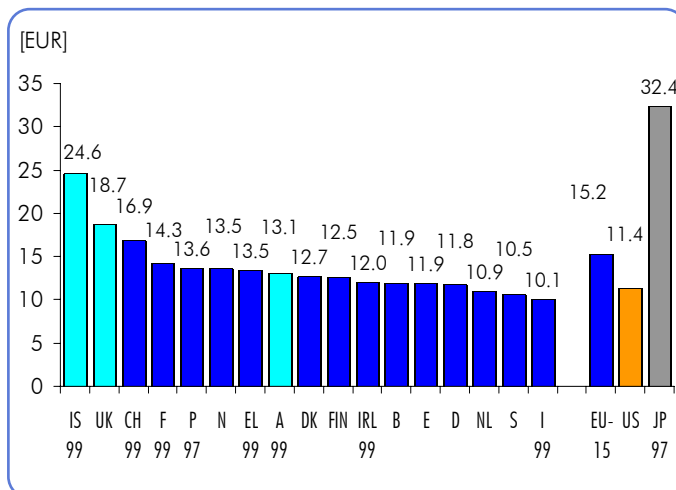
The average price per videocassette sold in the EU was 15.2 euro in 2000. The average sales price was much higher in Japan, 32.4 ECU (data for 1997), which may explain the relatively low sales figures. The average sales price in the United States was 25% lower than the average EU-15 price: 11.4 euro.

Also the average rental price for a videocassette in the EU-15 was 12% higher than in the United States (2.8 euro versus 2.5 euro).

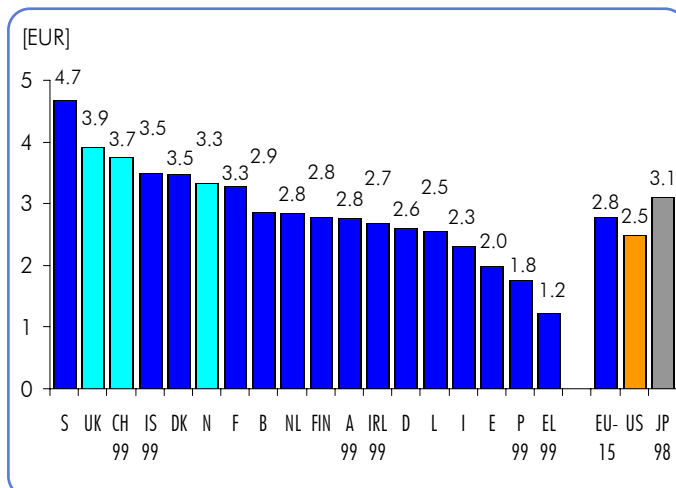
Home videos sold per VCR household in 2000



Average home video consumer price in 2000



Average overnight home video rental charge in 2000



Source: see tables on the following pages

52.2 million DVD discs sold in 2000 in the EU

The DVD market is expected to expand strongly in the near future: The DVD drives will be considered as standard equipment on PCs. The European launch of PlayStation2 in 2000 and Xbox in 2002 (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 2000, 6.5 million EU-15 households owned a DVD player.

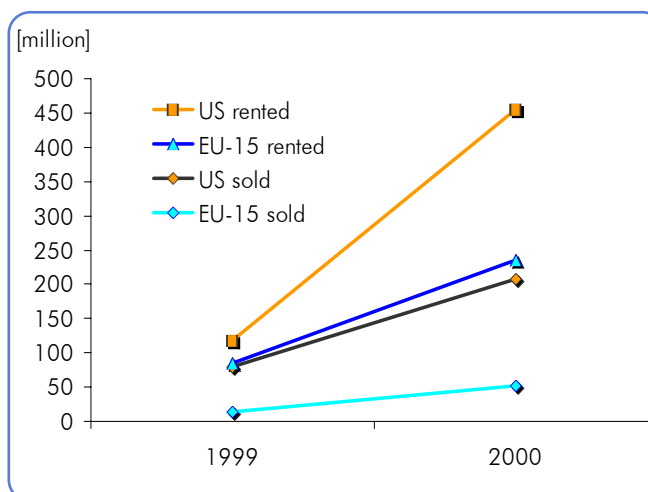
EU households bought 52.2 million discs in 2000 generating a total turnover of 1.4 billion euro. Compared to 1999, the revenues increased 256%, confirming the potential for growth of this new technology. Three quarter of the sales turnover came from three countries: United Kingdom, France and Germany. According to British Video Association, 37.7 million DVD discs were sold in the UK in 2001, compared with 16.6 million in 2000. DVDs popularity increased also because of the extras they contain: director's cuts and commentaries, outtakes, interviews and behind-the-scenes footage.

DVD households seem to be more active in buying DVD discs (8 per DVD household) than VCR households buying video cassettes (with only 2.6 video cassettes sold per VCR household), even though the average DVD disc is nearly twice as expensive as the average video cassette (26 euro against 15 euro).

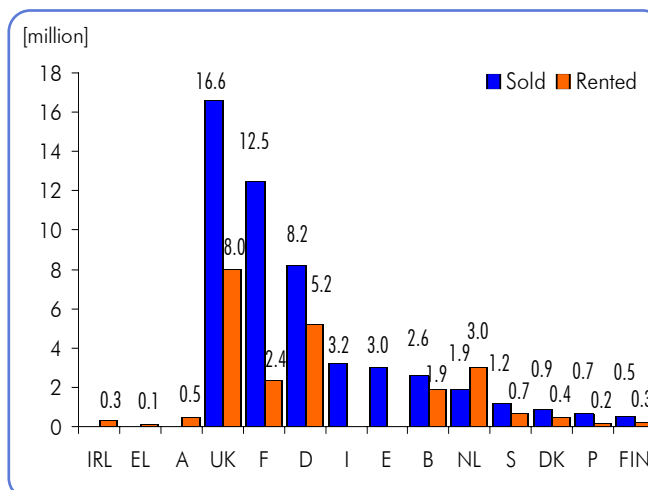
Among rentals, VHS still dominates. In 2000, 752 million VHS videos were rented at EU video stores. But DVD film rentals increased in 2000 to 27 million, up from 5 million in 1999.

Video and DVD revenues are very important to film studios because they often represent more than half of a film's overall revenue. Film exhibition (cinema + VHS + DVD) in 2000 amounted to 10.5 billion euro, of which 54% was spend on VHS, 42% on cinema

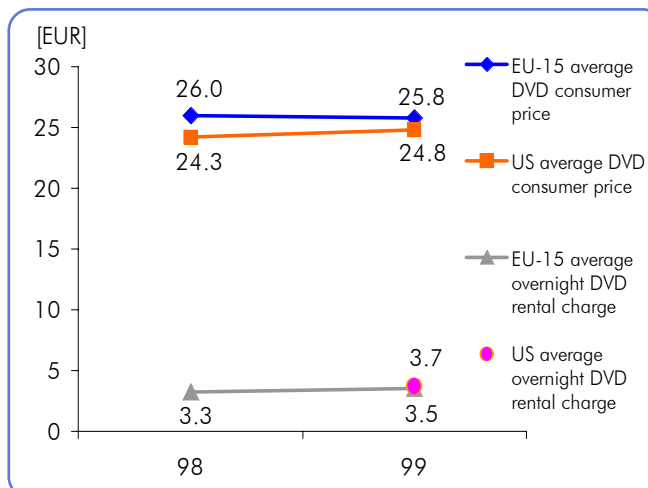
DVD discs sold and rented, 1999 - 2000



DVD discs sold and rented in EU Member states in 2000



Average DVD consumer price and overnight rental charge, 1999 - 2000



Source: see tables on the following pages

4. Video and DVD market

exhibition and 4% on DVD.

Among the EU Member States, Belgians, Danes and British buy most DVD discs per DVD player household (13.5, 12.9 and 12.3 respectively). The average number of titles released on DVD per EU country was rather small in 1999 compared to the video cassette releases: More than 1 500 titles on video, against 597 on DVD.

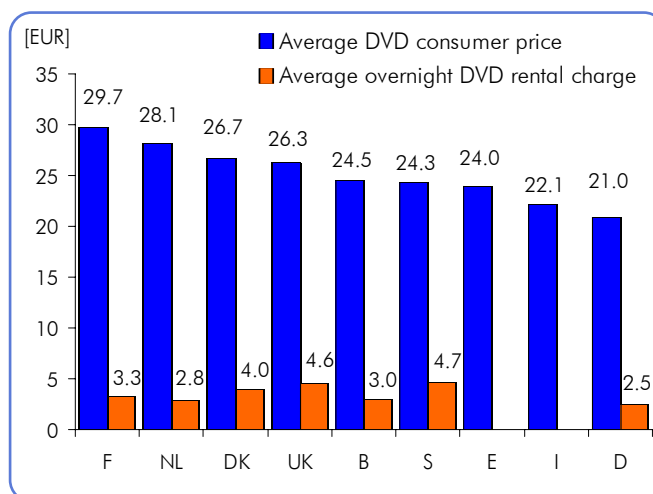
On average, 597 different titles for sale were released in 1999 per EU country. In the German and English speaking countries the number of titles on DVD reached 1 000 different titles.

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 euro in 2000. The average sales price in the United States was 4% lower than the average EU-15 price: 25 euro.

The average rental price for a DVD disc in the EU-15 was 3.5 euro, slightly cheaper than in the US (3.7 euro).

Average DVD consumer price and overnight rental charge in EU Member States in 2000



Source: see tables on the following pages

DVD households in EU-15 rented an average of 4.2 DVD films in 1999 while VCR owners rented about 6.7 VHS films.

European market shows different consumption preferences: French buy the DVDs while the Dutch rent.

4.1 VCR households, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|-------|-------|-------|-------|---------|---------|----------|----------|
| EU-15 a) | : | : | 58.56 | 89.32 | 95.74 | 100.23 | 103.47 | 106.65 | 111.93 |
| EUR-12 a) | : | : | 41.76 | 66.49 | 71.68 | 75.11 | 77.61 | 81.75 | 84.17 |
| B | 0.04 | 0.52 | 1.51 | 2.27 | 2.79 | 2.92 b) | 3.01 b) | 3.09 e) | 3.20 e) |
| DK | 0.04 | 0.35 | 0.84 | 1.63 | 1.71 | 1.92 c) | 1.99 c) | 2.01 c) | 2.43 |
| D | : | 5.45 | 13.32 | 21.80 | 22.82 | 23.71 | 24.13 | 24.90 | 25.70 |
| EL | : | : | 0.85 | 1.17 | 1.25 | 1.31 d) | : | 1.47 d) | : |
| E | 0.04 | 1.60 | 4.75 | 6.30 | 6.45 | : | : | : | 9.10 e) |
| F | 0.23 | 2.75 | 9.39 | 15.59 | : | 16.00 | 17.00 | 17.50 | 18.00 |
| IRL | : | : | 0.51 | 0.74 | 0.77 | 0.81 e) | 0.84 e) | 0.88 e) | : |
| I | : | 0.79 | 5.47 | 9.43 | 11.15 | 13.14 | 13.15 | 13.65 | 13.85 |
| L | : | : | 0.06 | 0.10 | 0.10 | 0.11 | 0.12 f) | : | : |
| NL | 0.15 | 1.26 | 3.00 | 4.43 | 4.66 | 4.85 | : | 5.17 | 5.22 |
| 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 g) | 1.65 g) | 1.70 g) | 1.67 |
| S | 0.14 | 0.84 | 2.24 | 3.08 | 3.33 | 3.31 | 3.42 | 3.29 h) | 3.33 |
| UK | 0.58 | 8.44 | 13.73 | 18.14 | 19.02 | 19.89 | : | 19.60 e) | 22.00 e) |
| IS | : | 0.02 | 0.06 | 0.08 | 0.08 | 0.08 i) | 0.08 i) | 0.08 i) | 0.09 |
| N | 0.02 | 0.34 | 0.79 | 1.14 | 1.27 | 1.39 | 1.50 | 1.51 e) | 1.60 e) |
| EEA a) | : | : | 59.41 | 90.54 | 97.09 | 101.70 | 105.05 | 108.24 | 113.62 |
| CH | : | : | 1.08 | 1.82 | 1.92 | 1.99 | 2.04 | : | : |
| US j) | 1.85 | 23.50 | 65.36 | 75.80 | 78.80 | 80.36 | 84.10 | 85.80 | 88.12 |
| JP | 1.98 | 15.15 | 28.29 | 34.97 | 36.04 | 37.42 | : | 39.60 | 40.00 e) |

Source: Eurostat, AUVIS domain a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available b) Source: Household budget survey (EBM) 96-97 and 97-98, beginning of the year c) Source = AVL (BFE) d) Source: Hellenic Audiovisual Institute (IOM) e) Source: Screen Digest/IVF f) SOURCE: Enquête "budget des ménages 1998": 75% g) Finnpanel, TV-household surveys h) Source: Dagspresskollegiet at Göteborg University (Newspaper research programme at Göteborg University). i) Estimates from different sources: Screen Digest (SD) and Social Science Research Institute at the University of Iceland (Consumer Surveys) (SSRI)/SI j) Source Nielsen Media Research

4.2 DVD player households, thousand

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|------|------|-------|---------|----------|------------|
| EU-15 a) | : | : | : | : | : | 81.8 | 283.6 | 1 351.9 | 6 490.4 |
| EUR-12 a) | : | : | : | : | : | 75.7 | 245.7 | 1 078.0 | 4 959.0 |
| B | : | : | : | : | : | 0.6 | 6.6 | 54.6 | 189.2 d) |
| DK | : | : | : | : | : | 1.1 | 8.0 b) | 20.0 b) | 69.6 d) |
| D | : | : | : | : | : | 1.5 | 39.5 | 320.0 | 1 100.0 |
| EL | : | : | : | : | : | 0.4 | 3.4 | 15.4 | : |
| E | : | : | : | : | : | 0.0 | 40.0 | 125.0 | 362.5 d) |
| F | : | : | : | : | : | 70.0 | 118.0 | 359.0 | 1 188.0 |
| IRL | : | : | : | : | : | 0.1 | 0.7 | 7.7 | : |
| I | : | : | : | : | : | 1.5 | 18.0 z) | 83.0 z) | 324.8 d) |
| L | : | : | : | : | : | 0.0 | 0.2 | 1.5 | : |
| NL | : | : | : | : | : | 0.9 | 9.9 | 68.9 | 210.8 d) |
| A | : | : | : | : | : | 0.3 | 2.3 | 17.3 | : |
| P | : | : | : | : | : | 0.0 | 4.0 | 12.5 | : |
| FIN | : | : | : | : | : | 0.4 | 3.1 | 13.1 | 45.0 d) |
| S | : | : | : | : | : | 1.0 | 5.9 | 30.9 | 111.8 d) |
| UK | : | : | : | : | : | 4.0 | 24.0 f) | 223.0 f) | 1 350.0 d) |
| IS | : | : | : | : | : | 0.0 | 0.5 e) | 1.7 e) | 9.0 |
| N | : | : | : | : | : | 0.5 | 2.7 | 22.7 | 86.0 d) |
| EEA a) | : | : | : | : | : | 82.3 | 286.8 | 1 376.3 | 6 585.4 |
| CH | : | : | : | : | : | 0.0 | 5.7 | 50.7 | : |
| US g) | : | : | : | : | : | 175.0 | 1 000.0 | 5 400.0 | 14 000.0 |
| JP | : | : | : | : | : | : | : | : | : |

a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available b) Source= AVL (BFE) c) Source: Finnpanel
d) Source: Screen Digest/IVF e) Estimates from different sources, among others Screen Digest (SD) and Social Science Research Institute at the University of Iceland (Consumer Surveys) (SSRI)/SI f) British Video Association; This figure is for sales of DVD players rather than households with DVDs - it is likely that this will provide a good proxy figure. g) Source: 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 | 2000 |
|----------|------|------|--------|--------|--------|----------|----------|----------|----------|
| EU-15 a) | : | : | : | : | 39 500 | 42 800 | 43 493 | 42 530 | : |
| EUR-12 | : | : | : | : | : | 31 500 | 31 943 | 30 766 | : |
| 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 b) | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 361 | 2 500 | 2 500 | 2 500 | 2 500 | 2 500 | : |
| A | : | : | : | 350 | 750 | 750 | 750 | 750 | : |
| P | : | : | : | : | 588 | : | 443 | 766 c) | 404 c) |
| FIN | : | : | 700 | 1 450 | 1 500 | 1 500 d) | 1 500 d) | 1 500 d) | 1 500 d) |
| S | : | : | 1 400 | 5 000 | 5 000 | 5 000 | 5 000 | 5 000 | : |
| UK | : | : | : | : | : | 4 500 e) | 4 750 e) | 5 200 e) | 5 000 |
| IS | : | : | : | 35 | 35 | 35 | 35 | 35 | : |
| N | : | : | 560 | 1 500 | 1 500 | 1 750 | 1 750 | 1 900 | : |
| EEA | : | : | : | : | 41 035 | 44 585 | 45 278 | 44 465 | : |
| CH | : | : | 1 348 | 1 520 | 1 500 | 1 400 | 1 400 | 1 400 | : |
| US | : | : | 42 250 | 50 000 | : | : | : | : | : |
| JP | : | : | 18 000 | 18 500 | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available

b) Source= AVL (BFE); It is relevant to consider further 38000 newspaper kiosks and all the great retail distributive channels as point of sales for videos

c) Source: IGAC (Numero de empresas com registo para venda de video: (podem ter um ou mais video clubes)

d) Source: Finnpanel

e) British Video Association

4. Video and DVD market

4.4 Number of outlets selling videos per 100 000 inhabitants

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | : | 10.6 | 11.8 | 11.7 | 11.4 | : |
| EUR-12 | : | : | : | : | : | 10.5 | 10.6 | 10.2 | : |
| B | : | : | : | 19.7 | 18.7 | 19.1 | 18.7 | 16.2 | : |
| DK | : | : | : | 28.8 | 28.6 | 35.1 | 34.3 | 29.5 | : |
| D | : | : | 6.8 | 12.3 | 12.2 | 12.6 | 12.2 | 12.2 | : |
| EL | : | : | : | 1.1 | 1.2 | 1.5 | 1.4 | 1.4 | : |
| E | : | : | : | 1.8 | 1.8 | 7.9 | 7.8 | 7.9 | : |
| F | : | : | 3.5 | 8.6 | 8.6 | 8.8 | 8.6 | 8.9 | : |
| IRL | : | : | : | 45.9 | 45.6 | 47.0 | 45.6 | 44.7 | : |
| I | : | : | 4.4 | 7.0 | 7.0 | 7.9 | 8.7 | 6.1 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 2.4 | 16.2 | 16.1 | 16.8 | 16.1 | 16.0 | : |
| A | : | : | : | 4.4 | 9.3 | 9.8 | 9.3 | 9.3 | : |
| P | : | : | : | : | 5.9 | : | 4.5 | 7.7 | 4.0 |
| FIN | : | : | 14.1 | 28.4 | 29.3 | 30.2 | 29.3 | 29.1 | 29.0 |
| S | : | : | 16.4 | 56.7 | 56.6 | 58.6 | 56.6 | 56.5 | : |
| UK | : | : | : | : | : | 7.8 | 8.1 | 8.8 | 8.4 |
| IS | : | : | : | 13.1 | 13.1 | 13.8 | 13.1 | 12.8 | : |
| N | : | : | 13.2 | 34.5 | 34.3 | 41.3 | 40.0 | 43.0 | : |
| EEA | : | : | : | : | 10.9 | 11.8 | 11.9 | 11.7 | : |
| CH | : | : | 20.2 | 21.7 | 21.2 | 21.0 | 19.8 | 19.7 | : |
| US | : | : | 17.0 | 19.1 | : | : | : | : | : |
| JP | : | : | 14.6 | 14.7 | : | : | : | : | : |

Source: Eurostat, AUVIS domain

4.5 VCR households per outlet selling videos

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|-------|-------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | 2 342 | 2 379 | 2 508 | : |
| EUR-12 | : | : | : | : | : | 2 385 | : | 2 657 | : |
| B | : | : | : | 1 136 | 1 469 | 1 537 | 1 584 | 1 870 | : |
| DK | : | : | : | 1 086 | 1 142 | 1 067 | 1 106 | 1 286 | : |
| D | : | : | 2 489 | 2 180 | 2 282 | 2 371 | 2 413 | 2 490 | : |
| EL | : | : | : | 9 717 | 9 638 | 8 733 | : | 9 767 | : |
| E | : | : | : | 8 750 | 8 958 | : | : | : | : |
| F | : | : | 4 804 | 3 117 | : | 3 200 | 3 400 | 3 365 | : |
| IRL | : | : | : | 448 | 469 | 491 | 509 | 533 | : |
| I | : | : | 2 190 | 2 357 | 2 788 | 2 919 | 2 630 | 3 901 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 8 310 | 1 772 | 1 863 | 1 938 | : | 2 069 | : |
| A | : | : | : | 5 646 | 2 805 | 2 973 | 3 120 | 3 427 | : |
| P | : | : | : | : | : | : | 4 454 | : | : |
| FIN | : | : | 1 381 | 936 | 963 | 1 093 | 1 101 | 1 131 | 1 115 |
| S | : | : | 1 599 | 615 | 666 | 662 | 684 | 659 | : |
| UK | : | : | : | : | : | 4 420 | : | 3 769 | : |
| IS | : | : | : | 2 143 | 2 200 | 2 178 | 2 340 | 2 394 | : |
| N | : | : | 1 411 | 761 | 848 | 797 | 855 | 793 | : |
| EEA | : | : | : | : | : | 2 281 | 2 320 | 2 434 | : |
| CH | : | : | 799 | 1 199 | 1 281 | 1 419 | 1 455 | : | : |
| US | : | : | 1 547 | 1 516 | : | : | : | : | : |
| JP | : | : | 1 572 | 1 890 | : | : | : | : | : |

Source: Eurostat, AUVIS domain

4.6 Number of outlets renting videos (video shops)

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|-------|--------|--------|--------|----------|----------|----------|----------|
| EU-15 ^{a)} | : | : | 40 247 | 24 521 | 24 084 | 27 100 | 27 778 | 26 597 | : |
| EUR-12 | : | : | 29 127 | 17 121 | 16 899 | 20 300 | 20 853 | 19 979 | : |
| 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 | 5 044 | 4 591 |
| 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 b) | 4 000 b) | 3 500 b) | : |
| L | : | : | 14 | 19 | 17 | 18 | 16 | 16 | : |
| NL | : | : | 1 100 | 900 | 900 | 1 200 | 1 250 | 1 120 | 1 250 |
| A | : | : | 540 | 350 | 350 | 350 | 350 | 350 | : |
| P | : | : | 600 | 500 | 700 | : | 787 | 519 d) | 718 d) |
| FIN | : | : | 1 970 | 1 050 | 1 000 | 1 000 d) | 1 000 d) | 1 000 d) | 1 000 d) |
| S | : | : | 920 | 650 | 625 | 600 | 600 | 600 | : |
| UK | : | : | 9 000 | 5 200 | 4 860 | 4 500 e) | 4 300 e) | 3 900 e) | 3 700 |
| IS | : | : | 200 | 183 | 191 | 193 f) | 193 f) | 200 f) | 202 |
| N | : | : | 1 000 | 500 | 480 | 480 | 470 | 470 | : |
| EEA | : | : | 41 447 | 25 204 | 24 755 | 27 773 | 28 441 | 27 267 | : |
| CH | : | : | 601 | 370 | 360 | 350 | 320 | 300 | : |
| US | : | : | 31 000 | 27 944 | : | : | : | : | : |
| JP | : | : | 12 000 | 8 000 | 10 000 | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available

b) Univideo

c) Source: IGAC

d) Source: Finnish Film Distributors' Association

e) British Video Association

f) Estimated by Myndmark/SI

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | 11.1 | 6.6 | 6.5 | 7.4 | 7.5 | 7.1 | : |
| EUR-12 | : | : | 10.0 | 5.7 | 5.6 | 6.8 | 6.9 | 6.6 | : |
| B | : | : | 10.1 | 7.9 | 6.9 | 7.0 | 6.9 | 6.9 | : |
| DK | : | : | 23.4 | 29.7 | 32.4 | 33.1 | 38.6 | 40.0 | : |
| D | : | : | 12.0 | 6.7 | 6.7 | 7.0 | 6.8 | 6.1 | 5.6 |
| EL | : | : | 11.9 | 6.7 | 5.0 | 5.2 | 4.8 | 5.0 | : |
| E | : | : | 15.5 | 8.2 | 7.9 | 11.6 | 11.7 | 12.7 | : |
| F | : | : | 3.5 | 1.4 | 1.4 | 1.6 | 1.7 | 2.0 | : |
| IRL | : | : | 34.3 | 30.6 | 30.6 | 31.6 | 30.4 | 27.1 | : |
| I | : | : | 7.1 | 3.8 | 3.8 | 7.9 | 7.0 | 6.1 | : |
| L | : | : | 3.7 | 4.7 | 4.1 | 4.7 | 3.9 | 3.8 | : |
| NL | : | : | 7.4 | 5.8 | 5.8 | 8.1 | 8.1 | 7.2 | 7.9 |
| A | : | : | 7.0 | 4.4 | 4.3 | 4.6 | 4.3 | 4.3 | : |
| P | : | : | 6.0 | 5.0 | 7.1 | 7.1 | 7.9 | 5.2 | 7.2 |
| FIN | : | : | 39.6 | 20.6 | 19.5 | 20.1 | 19.5 | 19.4 | 19.3 |
| S | : | : | 10.8 | 7.4 | 7.1 | 7.0 | 6.8 | 6.8 | : |
| UK | : | : | 15.7 | 8.9 | 8.3 | 7.8 | 7.3 | 6.6 | 6.2 |
| IS | : | : | 78.8 | 68.5 | 71.3 | 76.0 | 72.0 | 73.4 | 72.4 |
| N | : | : | 23.6 | 11.5 | 11.0 | 11.3 | 10.8 | 10.6 | : |
| EEA | : | : | 11.3 | 6.7 | 6.6 | 7.3 | 7.5 | 7.2 | : |
| CH | : | : | 9.0 | 5.3 | 5.1 | 5.2 | 4.5 | 4.2 | : |
| US | : | : | 12.5 | 10.7 | : | : | : | : | : |
| JP | : | : | 9.7 | 6.4 | 8.0 | : | : | : | : |

Source: Eurostat, AUVIS domain

4. Video and DVD market

4.8 VCR households per outlet renting videos (video shop)

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|--------|-------|--------|--------|--------|-------|
| EU-15 | : | : | 1 455 | 3 643 | : | 3 699 | 3 725 | 4 010 | : |
| EUR-12 | : | : | 1 434 | 3 883 | : | 3 700 | : | 4 092 | : |
| B | : | : | 1 509 | 2 839 | 3 987 | 4 171 | 4 298 | 4 407 | : |
| DK | : | : | 700 | 1 051 | 1 008 | 1 129 | 983 | 949 | : |
| D | : | : | 1 402 | 3 964 | 4 148 | 4 311 | 4 348 | 4 937 | 5 598 |
| EL | : | : | 711 | 1 666 | 2 387 | 2 495 | : | 2 764 | : |
| E | : | : | 792 | 1 969 | 2 081 | : | : | : | : |
| F | : | : | 4 696 | 19 481 | : | 17 778 | 17 000 | 14 583 | : |
| IRL | : | : | 426 | 672 | 699 | 732 | 764 | 880 | : |
| I | : | : | 1 369 | 4 285 | 5 070 | 2 919 | 3 287 | 3 901 | : |
| L | : | : | 4 143 | 5 000 | 5 882 | 6 000 | 7 313 | : | : |
| NL | : | : | 2 727 | 4 923 | 5 174 | 4 038 | : | 4 618 | 4 178 |
| A | : | : | 1 930 | 5 646 | 6 011 | 6 371 | 6 686 | 7 343 | : |
| P | : | : | 1 472 | 2 676 | : | : | 2 507 | : | : |
| FIN | : | : | 491 | 1 292 | 1 444 | 1 640 | 1 651 | 1 696 | 1 672 |
| S | : | : | 2 433 | 4 731 | 5 330 | 5 517 | 5 700 | 5 488 | : |
| UK | : | : | 1 525 | 3 488 | 3 913 | 4 420 | : | 5 026 | : |
| IS | : | : | 300 | 410 | 403 | 395 | 424 | 419 | 441 |
| N | : | : | 790 | 2 282 | 2 650 | 2 904 | 3 183 | 3 204 | : |
| EEA | : | : | 1 433 | 3 592 | : | 3 662 | 3 694 | 3 970 | : |
| CH | : | : | 1 792 | 4 927 | 5 336 | 5 677 | 6 366 | : | : |
| US | : | : | 2 108 | 2 713 | : | : | : | : | : |
| JP | : | : | 2 358 | 4 371 | 3 604 | : | : | : | : |

Source: Eurostat, AUVIS domain

4.9 Home video sales and rentals, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|-------|--------|--------|--------|--------|--------|--------|
| EU-15 b) | : | : | 3 560 | 4 619 | 4 766 | 5 286 | 5 827 | 5 677 | 6 475 |
| EUR-12 b) | : | : | 2 222 | 2 946 | 2 988 | 3 186 | 3 454 | 3 416 | 3 636 |
| B | : | : | 80 | 178 | 152 | 154 | 169 | 160 | 143 |
| DK | : | : | 89 | 151 | 160 | 161 | 176 | 154 | : |
| D | : | 270 | 702 | 950 | 958 | 826 | 856 | 816 | 751 |
| EL | : | : | : | 16 | 17 | 17 | 19 | 18 | : |
| E | : | : | 339 | 266 | 272 | 287 | 310 | 321 | 344 |
| F | 36 | 169 | 544 | 898 | 921 | 896 | 995 | 1 025 | : |
| IRL | : | : | 72 | 94 | 101 | 113 | 114 | 108 | : |
| I | : | : | 179 | 177 | 192 | 485 | 571 | 568 | : |
| L | : | : | 3 | 4 | 4 | 4 | : | : | : |
| NL | : | : | 97 | 195 | 187 | 205 | 215 | 201 | 209 |
| A | : | : | 44 | 61 | 63 | 84 | 87 | 78 | : |
| P | : | : | 65 | 52 | 56 | 51 | 45 | 44 | : |
| FIN | : | 40 | 63 | 55 | 63 | 65 | 67 | 71 a) | 70 a) |
| S | : | : | 139 | 146 | 162 | 167 | 162 | 149 | 149 |
| UK | : | : | 1 109 | 1 376 | 1 456 | 1 772 | 2 036 | 1 958 | 2 539 |
| IS | : | : | 7 | 9 | 9 | 10 | 13 | 14 | : |
| N | : | : | 118 | 118 | 112 | 98 | 100 | 103 | 102 |
| EEA b) | : | : | 3 684 | 4 746 | 4 887 | 5 394 | 5 941 | 5 794 | 6 593 |
| CH | : | : | 79 | 97 | 108 | 85 | 89 | 81 | : |
| US | : | : | 9 220 | 10 470 | 11 731 | 13 322 | 14 687 | 15 021 | 16 270 |
| JP | : | : | 2 430 | 3 753 | 3 894 | 3 982 | 3 984 | : | : |

Source: Eurostat, AUVIS domain

a) Source: Finnish Film Distributors Association

b) Eurostat estimates

4.10 Home video sales, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|-------|-------|-------|----------|----------|----------|----------|
| EU-15 a) | : | : | 1 298 | 3 095 | 3 143 | 3 491 | 3 909 | 3 742 | 4 376 |
| EUR-12 a) | : | : | 745 | 1 981 | 1 983 | 2 075 | 2 333 | 2 247 | 2 414 |
| B | : | : | 20 | 128 | 102 | 102 | 106 | 93 | 75 g) |
| DK | : | : | 10 | 85 | 89 | 91 | 102 g) | 84 g) | 84 g) |
| D | : | 0 | 146 | 555 | 550 | 470 | 532 | 478 | 423 |
| EL | : | : | : | 5 | 5 | 5 | 7 g) | 6 g) | : |
| E | : | : | 49 | 178 | 178 | 175 | 178 | 163 | 166 g) |
| F | 3 | 11 | 326 | 730 | 748 | 718 | 805 | 838 | : |
| IRL | : | : | 13 | 32 | 33 | 37 | 37 g) | 33 g) | : |
| I | : | : | 122 | 127 | 138 | 327 c) | 414 c) | 403 c) | : |
| L | : | : | 1 | 3 | 3 | 3 | : | : | : |
| NL | : | : | 22 | 113 | 104 | 106 | 116 | 98 | 104 |
| A | : | : | 17 | 38 | 41 | 53 | 57 g) | 53 g) | : |
| P | : | : | 14 | 33 | 36 | 37 | 33 g) | 32 g) | : |
| FIN | : | 1 | 14 | 37 | 43 | 41 d) | 45 d) | 47 d) | 45 |
| S | : | : | 19 | 78 | 83 | 86 | 84 | 71 | 67 g) |
| UK | : | : | 524 | 952 | 987 | 1 239 e) | 1 390 f) | 1 339 f) | 1 811 |
| IS | : | : | 0 | 2 | 2 | 3 | 4 | 4 | : |
| N | : | : | 6 | 38 | 44 | 45 | 47 g) | 48 g) | 42 g) |
| EEA a) | : | : | 1 304 | 3 135 | 3 189 | 3 538 | 3 960 | 3 794 | 4 423 |
| CH | : | : | 23 | 65 | 73 | 55 | 63 | 57 | : |
| US h) | : | : | 2 632 | 4 685 | 5 656 | 6 748 | 7 531 | 7 253 g) | 8 005 g) |
| JP | : | : | 522 | 978 | 1 166 | 1 217 | 1 359 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimates

b) includes figures for DVDs.

c) Univideo

d) Film Distributors' Association

e) Source: British Video Association

f) Source: British Video Association; includes figures for DVDs.

g) Source: Screen Digest/IVF

h) Video Software Dealers Association and International Trade Administration and Eurostat estimates

4.11 Home video rentals, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|-------|-------|-------|-------|--------|--------|--------|
| EU-15 a) | : | : | 2 257 | 1 524 | 1 623 | 1 796 | 1 918 | 1 935 | 2 099 |
| EUR-12 a) | : | : | 1 473 | 966 | 1 005 | 1 112 | 1 120 | 1 169 | 1 222 |
| B | : | 39 | 60 | 50 | 50 | 52 | 64 b) | 67 b) | 68 b) |
| DK | : | : | 79 | 66 | 71 | 70 | 74 b) | 70 b) | : |
| D | : | 270 | 556 | 395 | 408 | 356 | 324 | 338 | 328 |
| EL | : | : | 31 | 11 | 11 | 12 | 12 b) | 12 b) | : |
| E | : | : | 290 | 87 | 93 | 112 | 132 b) | 159 b) | 178 b) |
| F | 33 | 158 | 217 | 169 | 173 | 178 | 189 | 187 b) | 222 b) |
| IRL | : | : | 59 | 61 | 68 | 75 | 77 b) | 75 b) | : |
| I | : | : | 56 | 49 | 53 | 158 | 157 b) | 165 b) | : |
| L | : | : | 2 | 1 | 1 | 1 | : | : | : |
| NL | : | : | 75 | 82 | 83 | 99 | 99 | 103 | 105 |
| A | : | : | 27 | 23 | 22 | 30 | 31 b) | 25 b) | : |
| P | : | : | 51 | 19 | 20 | 14 | 12 b) | 12 b) | : |
| FIN | 1 | 39 | 48 | 18 | 21 | 24 | 22 | 24 c) | 25 c) |
| S | : | : | 120 | 68 | 78 | 81 | 78 b) | 78 b) | 82 |
| UK | : | : | 586 | 424 | 469 | 533 | 646 | 619 | 728 |
| IS | : | 2 | 6 | 7 | 7 | 7 | 9 | 10 | : |
| N | : | : | 112 | 80 | 68 | 53 | 53 b) | 55 b) | 60 |
| EEA a) | : | : | 2 375 | 1 611 | 1 698 | 1 856 | 1 981 | 2 000 | 2 170 |
| CH | : | : | 57 | 32 | 35 | 30 | 26 | 24 | : |
| US b) | : | : | : | 5 784 | 6 074 | 6 574 | 7 156 | 7 768 | 8 265 |
| JP | : | : | 1 908 | 2 774 | 2 728 | 2 765 | 2 625 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimates

b) Source: Screen Digest/IVF

c) Finnish Film Distributors' Association

4. Video and DVD market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | 37 | 67 | 66 | 66 | 67 | 66 | 68 |
| EUR-12 | : | : | 34 | 67 | 66 | 65 | 68 | 66 | 66 |
| B | : | : | 25 | 72 | 67 | 66 | 62 | 58 | 53 |
| DK | : | : | 12 | 56 | 56 | 56 | 58 | 55 | : |
| D | : | 0 | 21 | 58 | 57 | 57 | 62 | 59 | 56 |
| EL | : | : | : | 33 | 32 | 32 | 35 | 35 | : |
| E | : | : | 14 | 67 | 66 | 61 | 58 | 51 | 48 |
| F | 8 | 7 | 60 | 81 | 81 | 80 | 81 | 82 | : |
| IRL | : | : | 18 | 35 | 33 | 33 | 32 | 31 | : |
| I | : | : | 68 | 72 | 72 | 67 | 73 | 71 | : |
| L | : | : | 30 | 67 | 67 | 69 | : | : | : |
| NL | : | : | 22 | 58 | 56 | 52 | 54 | 49 | 50 |
| A | : | : | 39 | 63 | 65 | 64 | 65 | 68 | : |
| P | : | : | 21 | 64 | 65 | 73 | 73 | 73 | : |
| FIN | : | 3 | 23 | 67 | 68 | 63 | 67 | 66 | 64 |
| S | : | : | 14 | 53 | 52 | 52 | 52 | 48 | 45 |
| UK | : | : | 47 | 69 | 68 | 70 | 68 | 68 | 71 |
| IS | : | : | 4 | 23 | 22 | 27 | 31 | 28 | : |
| N | : | : | 5 | 32 | 39 | 46 | 47 | 47 | 41 |
| EEA | : | : | 35 | 66 | 65 | 66 | 67 | 65 | 67 |
| CH | : | : | 29 | 67 | 68 | 65 | 71 | 71 | : |
| US | : | : | 29 | 45 | 48 | 51 | 51 | 48 | 49 |
| JP | : | : | 21 | 26 | 30 | 31 | 34 | : | : |

Source: Eurostat, AUVIS domain

4.13 Home videos sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|-------|-------|-------|-------|---------|---------|---------|
| EU-15 a) | : | : | 93.9 | 231.6 | 245.2 | 275.2 | 309.4 | 297.4 | 287.6 |
| EUR-12 a) | : | : | 51.8 | 147.6 | 154.2 | 176.4 | 196.9 | 188.5 | 177.6 |
| B | : | : | 1.1 | 7.4 | 6.5 | 6.8 | 7.9 | 7.1 b) | 6.3 b) |
| DK | : | : | 1.1 | 5.8 | 5.8 | 6.0 | 6.2 | 6.5 b) | 6.6 b) |
| D | : | : | 12.0 | 41.7 | 44.0 | 40.0 | 43.0 | 40.5 | 35.9 |
| EL | : | : | : | 0.3 | 0.4 | 0.4 | 0.5 | 0.5 b) | : |
| E | : | : | 2.2 | 12.1 | 15.3 | 17.9 | 16.0 | 14.5 b) | 14.0 b) |
| F | 0.1 | 0.5 | 21.5 | 46.0 | 47.0 | 47.0 | 58.5 | 58.8 b) | 55.0 b) |
| IRL | : | : | 1.0 | 2.2 | 2.4 | 2.6 | 3.0 | 2.8 b) | : |
| I | : | : | 10.1 | 23.5 | 22.8 | 43.4 | 41.9 e) | 40.0 e) | : |
| L | : | : | 0.0 | : | : | : | : | : | : |
| NL | : | : | 1.6 | 8.2 | 8.2 | 8.4 | 9.5 | 9.0 | 9.5 |
| A | : | : | 1.3 | 2.0 | : | 4.1 | 4.4 | 4.0 b) | : |
| P | : | : | : | 2.2 | 2.7 | 2.7 | 8.5 d) | 7.4 d) | 7.6 d) |
| FIN | : | : | 0.6 | 1.9 | 3.0 | 3.0 | 3.8 | 3.9 | 3.6 |
| S | : | : | 1.0 | 5.3 | 6.2 | 5.9 | 6.3 b) | 6.4 b) | 6.4 b) |
| UK | : | : | 40.0 | 73.0 | 79.0 | 87.0 | 100.0 | 96.0 | 97.0 b) |
| IS | : | : | : | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 |
| N | : | : | 0.3 | 2.6 | 2.9 | 2.6 | 3.0 | 3.7 b) | 3.1 b) |
| EEA a) | : | : | 94.3 | 234.3 | 248.2 | 278.0 | 312.7 | 301.2 | 290.9 |
| CH | : | : | 0.8 | 3.5 | 4.2 | 4.1 | 4.5 b) | 3.4 b) | : |
| US c) | 3.0 | 40.9 | 241.8 | 522.4 | 640.5 | 673.9 | 701.6 | 693.2 | 701.7 |
| JP | : | : | 23.5 | 31.4 | 40.4 | 50.2 | 42.0 | : | : |

Source: Eurostat, AUVIS domain

a) EU-15 data estimated, based on last known year for countries with data not available

b) Source: Screen Digest/IVF

c) Source: Adams Media Research

d) Source: IGAC, Estimated by direct sales of VHS + CDROM + DVD + LASER DISK

e) Univideo

4.14 Home videos sold per VCR household

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|------|------|------|------|------|------|------|------|
| EU-15 ^{a)} | : | : | 1.6 | 2.6 | 2.6 | 2.7 | 3.0 | 2.8 | 2.6 |
| EUR-12 | : | : | 1.2 | 2.2 | 2.2 | 2.3 | 2.5 | 2.3 | 2.1 |
| B | : | : | 0.7 | 3.3 | 2.3 | 2.3 | 2.6 | 2.3 | 2.0 |
| DK | : | : | 1.3 | 3.6 | 3.4 | 3.1 | 3.1 | 3.2 | 2.7 |
| D | : | : | 0.9 | 1.9 | 1.9 | 1.7 | 1.8 | 1.6 | 1.4 |
| EL | : | : | : | 0.3 | 0.3 | 0.3 | : | 0.3 | : |
| E | : | : | 0.5 | 1.9 | 2.4 | : | : | : | 1.5 |
| F | 0.4 | 0.2 | 2.3 | 3.0 | : | 2.9 | 3.4 | 3.4 | 3.1 |
| IRL | : | : | 1.9 | 3.0 | 3.1 | 3.3 | 3.5 | 3.1 | : |
| I | : | : | 1.8 | 2.5 | 2.0 | 3.3 | 3.2 | 2.9 | : |
| L | : | : | 0.7 | : | : | : | : | : | : |
| NL | : | : | 0.5 | 1.9 | 1.8 | 1.7 | : | 1.7 | 1.8 |
| A | : | : | 1.2 | 1.0 | : | 1.8 | 1.9 | 1.6 | : |
| P | : | : | : | 1.6 | : | : | 4.3 | : | : |
| FIN | : | : | 0.7 | 1.4 | 2.1 | 1.8 | 2.3 | 2.3 | 2.2 |
| S | : | : | 0.5 | 1.7 | 1.9 | 1.8 | 1.8 | 1.9 | 1.9 |
| UK | : | : | 2.9 | 4.0 | 4.2 | 4.4 | : | 4.9 | 4.4 |
| IS | : | : | : | 0.9 | 1.4 | 1.8 | 2.3 | 1.9 | 2.2 |
| N | : | : | 0.4 | 2.2 | 2.3 | 1.9 | 2.0 | 2.4 | 1.9 |
| EEA | : | : | 1.6 | 2.6 | 2.6 | 2.7 | 3.0 | 2.8 | 2.6 |
| 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 | 8.1 | 8.0 |
| JP | : | : | 0.8 | 0.9 | 1.1 | 1.3 | : | : | : |

Source: Eurostat, AUVIS domain

4.15 Home video rental transactions, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------------------|------|------|-------|-------|-------|----------|----------|----------|----------|
| EU-15 ^{a)} | : | : | 940 | 622 | 657 | 657 | 725 | 730 | 752 |
| EUR-12 ^{a)} | : | : | 616 | 419 | 443 | 456 | 496 | 503 | 528 |
| B | : | 12 | 22 | 18 | 20 | 20 | 24 b) | 23 b) | 24 b) |
| DK | : | : | 25 | 19 | 20 | 20 | 22 b) | 21 b) | 20 b) |
| D | : | : | 220 | 163 | 173 | 153 | 159 | : | : |
| EL | : | : | : | 8 | 9 | 9 | 10 | 10 | : |
| E | : | : | 125 | 45 | 49 | 60 | 73 | 83 | 90 b) |
| F | 8 | 62 | 74 | 63 | 66 | 70 | 57 | 57 | 68 b) |
| IRL | : | : | 27 | 25 | 27 | 27 | 29 | 28 | : |
| I | : | : | 69 | 41 b) | 43 b) | 43 b) | 45 b) | 44 b) | 46 b) |
| L | : | : | 1 | : | 1 | 1 | 1 | : | : |
| NL | : | : | 33 | 28 | 28 | 32 | 35 | 36 | 37 |
| A | : | : | 13 | 10 | 10 | 11 | 11 | 9 | : |
| P | : | : | : | 11 | 11 | 8 | 7 | 7 | : |
| FIN | : | : | 13 | 7 | 7 | 7 | 8 | 8 | 9 |
| S | : | : | 23 | 17 | 19 | 20 | 21 | 18 | 18 |
| UK | : | : | 277 | 167 | 175 | 161 | 186 | 189 b) | 186 |
| IS | : | 0 | 1 | 2 | 2 | 2 | 3 | 3 | : |
| N | : | : | 27 | 19 | 18 | 17 | 17 | 17 | 18 b) |
| EEA ^{a)} | : | : | 968 | 643 | 677 | 676 | 745 | 750 | 773 |
| CH | : | : | 10 | 7 | 9 | 8 | 7 | 6 | : |
| US | : | : | 4 130 | 3 598 | 3 646 | 3 519 b) | 3 595 b) | 3 598 b) | 3 325 b) |
| JP | : | : | 739 | 844 | 942 | 948 | 849 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimates

b) Source IVF

4. Video and DVD market

4.16 Home video rental transactions per VCR household

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|------|------|------|------|------|------|------|
| EU-15 a) | : | : | 16.1 | 7.0 | 6.9 | 6.6 | 7.0 | 6.8 | 6.7 |
| EUR-12 a) | : | : | 14.7 | 6.3 | 6.2 | 6.1 | 6.4 | 6.2 | 6.3 |
| B | : | 22.2 | 14.6 | 8.1 | 7.0 | 6.9 | 7.8 | 7.6 | 7.4 |
| DK | : | : | 29.5 | 11.9 | 11.7 | 10.5 | 11.1 | 10.3 | 8.3 |
| D | : | : | 16.5 | 7.5 | 7.6 | 6.5 | 6.6 | : | : |
| EL | : | : | : | 6.9 | 7.0 | 7.0 | : | 6.6 | : |
| E | : | : | 26.3 | 7.1 | 7.6 | : | : | : | 9.9 |
| F | 34.0 | 22.4 | 7.9 | 4.0 | : | 4.4 | 3.4 | 3.3 | 3.8 |
| IRL | : | : | 53.3 | 33.8 | 34.9 | 33.8 | 34.4 | 31.9 | : |
| I | : | : | 12.6 | 4.3 | 3.8 | 3.2 | 3.4 | 3.2 | 3.3 |
| L | : | : | 12.1 | : | 5.5 | 5.1 | 5.0 | : | : |
| NL | : | : | 11.0 | 6.2 | 6.1 | 6.6 | : | 7.0 | 7.1 |
| 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 | 5.4 |
| S | : | : | 10.1 | 5.4 | 5.6 | 5.9 | 6.0 | 5.5 | 5.2 |
| UK | : | : | 20.2 | 9.2 | 9.2 | 8.1 | : | 9.6 | 8.5 |
| IS | : | 16.7 | 23.3 | 25.3 | 26.0 | 27.6 | 33.0 | 35.1 | : |
| N | : | : | 33.8 | 16.7 | 14.2 | 12.2 | 11.4 | 11.3 | 11.3 |
| EEA a) | : | : | 16.3 | 7.1 | 7.0 | 6.6 | 7.1 | 6.9 | 6.8 |
| CH | : | : | 9.3 | 3.9 | 4.8 | 4.1 | 3.4 | : | : |
| US | : | : | 63.2 | 47.5 | 46.3 | 43.8 | 42.7 | 41.9 | 37.7 |
| JP | : | : | 26.1 | 24.1 | 26.1 | 25.3 | : | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimates

4.17 Average home video consumer price, ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|------|------|------|------|
| EU-15 a) | : | : | 13.8 | 13.4 | 12.8 | 12.7 | 12.6 | 12.6 | 15.2 |
| EUR-12 | : | : | 14.4 | 13.4 | 12.9 | 11.8 | 11.8 | 11.9 | 13.6 |
| B | : | : | 17.8 | 17.3 | 15.8 | 14.9 | 13.4 | 13.1 | 11.9 |
| DK | : | : | 9.4 | 14.7 | 15.4 | 15.2 | 16.5 | 13.1 | 12.7 |
| D | : | : | 12.2 | 13.3 | 12.5 | 11.8 | 12.4 | 11.8 | 11.8 |
| EL | : | : | : | 15.2 | 13.8 | 13.6 | 13.3 | 13.5 | : |
| E | : | : | 22.2 | 14.7 | 11.7 | 9.8 | 11.1 | 11.2 | 11.9 |
| F | 27.3 | 23.0 | 15.2 | 15.9 | 15.9 | 15.3 | 13.8 | 14.3 | : |
| 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 | 12.2 | 10.9 | 10.9 |
| A | : | : | 13.3 | 19.3 | : | 13.0 | 13.0 | 13.1 | : |
| P | : | : | : | 15.5 | 13.4 | 13.6 | : | : | : |
| FIN | : | : | 22.3 | 19.4 | 14.3 | 13.6 | 11.8 | 12.1 | 12.5 |
| S | : | : | 18.4 | 14.7 | 13.5 | 14.6 | 13.3 | 11.1 | 10.5 |
| UK | : | : | 13.1 | 13.0 | 12.5 | 14.2 | 13.9 | 13.9 | 18.7 |
| IS | : | : | : | 27.8 | 17.7 | 18.6 | 20.6 | 24.6 | : |
| N | : | : | 21.0 | 14.8 | 14.9 | 17.2 | 15.5 | 13.1 | 13.5 |
| EEA | : | : | 13.8 | 13.4 | 12.8 | 12.7 | 12.7 | 12.6 | 15.2 |
| CH | : | : | 29.3 | 18.5 | 17.5 | 13.5 | 14.0 | 16.9 | : |
| US | : | : | 10.9 | 9.0 | 8.8 | 10.0 | 10.7 | 10.5 | 11.4 |
| JP | : | : | 22.2 | 31.2 | 28.9 | 24.3 | 32.4 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate estimates, based on last known year for countries with data not available

4.18 Average overnight home video rental charge, ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|------|------|--------|--------|--------|--------|--------|--------|
| EU-15 ^{a)} | : | : | 2.4 | 2.5 | 2.5 | 2.7 | 2.6 | 2.7 | 2.8 |
| EUR-12 | : | : | 2.4 | 2.3 | 2.3 | 2.4 | 2.3 | 2.3 | 2.3 |
| B | : | 3.4 | 2.7 | 2.7 | 2.5 | 2.6 | 2.7 | 2.9 | 2.9 |
| DK | : | : | 3.2 | 3.4 | 3.5 | 3.5 | 3.3 | 3.4 | 3.5 b) |
| D | : | : | 2.5 | 2.4 | 2.4 | 2.3 | 2.0 | : | 2.6 b) |
| EL | : | : | : | 1.3 | 1.3 | 1.3 | 1.2 | 1.2 | : |
| E | : | : | 2.3 | 1.9 | 1.9 | 1.9 | 1.8 | 1.9 | 2.0 |
| F | 4.1 | 2.6 | 2.9 | 2.7 | 2.6 | 2.5 | 3.3 | 3.3 | 3.3 |
| IRL | : | : | 2.1 | 2.5 | 2.5 | 2.7 | 2.7 | 2.7 | : |
| I | : | : | : | 2.0 b) | 2.2 b) | 2.1 b) | 2.5 b) | 2.5 b) | 2.3 b) |
| L | : | : | 2.6 | : | 2.7 | 2.5 | : | : | : |
| NL | : | : | 2.3 | 3.0 | 2.9 | 3.1 | 2.8 | 2.9 | 2.8 |
| 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 | 3.5 | 2.8 | 3.0 | 2.8 |
| S | : | : | 5.3 | 4.1 | 4.2 | 4.1 | 3.8 | 4.3 | 4.7 |
| UK | : | : | 2.1 | 2.5 | 2.7 | 3.3 | 3.5 | 3.3 | 3.9 |
| IS | : | 4.4 | 4.6 | 3.5 | 3.4 | 3.3 | 3.3 | 3.5 | : |
| N | : | : | 4.2 | 4.2 | 3.8 | 3.1 | 3.1 | 3.2 | 3.3 |
| EEA | : | : | 2.5 | 2.5 | 2.5 | 2.7 | 2.7 | 2.7 | 2.8 |
| CH | : | : | 5.7 | 4.5 | 3.8 | 3.6 | 3.7 | 3.7 | : |
| US | : | : | 0.0 | 1.6 | 1.7 | 1.9 | 2.0 | 2.2 | 2.5 |
| JP | : | : | 2.6 | 3.3 | 2.9 | 2.9 | 3.1 | : | : |

Source: Eurostat, AUVIS domain

a) Eurostat estimate estimates, based on last known year for countries with data not available

4.19 Home video titles released for sales

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|------|------|-------|-------|----------|----------|----------|-------|
| EU-15 ^{a)} | : | : | : | 1 421 | 1 634 | 1 518 | 1 681 | 1 497 | : |
| EUR-12 | : | : | : | 1 366 | 1 580 | 1 468 | 1 640 | 1 439 | : |
| B | : | : | : | 645 | 1 315 | 1 000 | 1 441 d) | 815 d) | : |
| DK | : | : | : | 800 | 800 | 800 | 800 | 930 d) | : |
| D | : | : | : | 2 000 | 2 000 | 2 000 | 2 000 | 837 | : |
| EL | : | : | : | 160 | 150 | 150 | 150 | 150 d) | : |
| E | : | : | : | 557 | 823 | 719 | 1 040 | 976 d) | : |
| F | : | : | : | : | : | 1 100 d) | 1 100 d) | 1 100 d) | : |
| IRL | : | : | : | 4 900 | 5 600 | 5 349 | 5 431 | 5 515 d) | : |
| I | : | : | : | 650 | 650 | 630 | 2 000 | 2 000 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | 387 | 789 | 696 | 696 | 839 d) | : |
| A | : | : | : | 2 000 | 2 000 | 2 000 | 2 000 | 837 d) | : |
| P | : | : | : | 479 | 420 | 453 | 450 | 450 d) | : |
| FIN | : | : | : | 400 | 500 | 500 b) | 500 b) | 500 | : |
| S | : | : | : | 600 | 550 | 500 | 500 d) | 500 d) | : |
| UK | : | : | : | 4 900 | 5 642 | 5 349 c) | 5 431 c) | 5 515 c) | 4 083 |
| IS | : | : | : | 78 | 101 | 105 | 227 | 115 | 122 |
| N | : | : | : | 386 | 328 | 450 | 450 | 734 | : |
| EEA | : | : | : | 1 263 | 1 445 | 1 363 | 1 514 | 1 363 | : |
| CH | : | : | : | 1 000 | 1 000 | 1 000 | 1 000 d) | 1 000 d) | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) EU-15 data reflect an average over Member State

b) Source: Film Distributors' Association

c) British Video Association

d) Source: Screen Digest/IVF

4. Video and DVD market

4.20 Home video titles released for rental

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|-------|-------|------|------|--------|----------|----------|------|
| EU-15 a) | : | : | : | 516 | 532 | 543 | 549 | 569 | : |
| EUR-12 | : | : | : | 508 | 528 | 539 | 547 | 572 | : |
| B | : | 640 | : | 895 | 862 | 850 | 1 000 d) | 1 089 d) | : |
| DK | : | : | : | 551 | 500 | 500 | 525 | 500 d) | : |
| D | : | 780 | 694 | 517 | 590 | 676 | 644 | 645 | : |
| EL | : | : | : | 560 | 634 | 600 | 600 | 600 d) | : |
| E | : | : | : | 292 | 334 | 354 | 334 | 486 d) | : |
| F | : | : | : | : | : | 500 d) | 500 d) | 500 d) | : |
| IRL | : | : | : | 460 | 495 | 492 | 438 | 540 d) | : |
| I | : | : | : | 320 | 320 | 340 | 400 | 400 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | 500 | 500 | 500 | 550 | 550 d) | : |
| A | : | : | 694 | 517 | 590 | 676 | 644 | 502 d) | : |
| P | : | : | : | 480 | 435 | 432 | 432 | 432 d) | : |
| FIN | : | : | : | 400 | 450 | 500 b) | 500 b) | 500 | : |
| S | 276 | 1 754 | 2 156 | 750 | 700 | 675 | 675 d) | 675 d) | : |
| UK | : | : | : | 460 | 500 | 500 c) | 440 c) | 540 c) | 510 |
| IS | : | : | : | 447 | 452 | 450 | 503 | 544 | 541 |
| N | : | : | : | 503 | 517 | 483 | 499 | 542 | : |
| EEA | : | : | : | 510 | 525 | 533 | 543 | 565 | : |
| CH | : | : | : | 300 | 300 | 300 | 300 d) | 300 d) | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) EU-15 data reflect an average over Member State

b) Source: Film Distributors' Association

c) British Video Association

d) Source: Screen Digest/IVF

4.21 DVD disc sales and rentals, million ECU/EUR

| | DVD disc sales and rental | | | DVD disc sales | | | DVD disc rental | | | DVD disc sales in total sales and rental (%) | | |
|--------|---------------------------|---------|---------|----------------|---------|---------|-----------------|-------|-------|--|-------|-------|
| | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 |
| EU-15 | 48.5 | 390.1 | 1 389.8 | 47.7 | 376.6 | 1 313.7 | 0.8 | 13.5 | 76.1 | 98.4 | 96.5 | 94.5 |
| EUR-12 | 40.0 | 271.1 | 874.1 | 39.6 | 263.1 | 839.0 | 0.4 | 7.9 | 35.1 | 99.1 | 97.1 | 96.0 |
| B | 1.8 | 19.7 | 68.2 | 1.8 | 17.9 | 62.6 | 0.0 | 1.7 | 5.6 | 99.4 | 91.2 | 91.8 |
| DK | 2.0 | 5.4 | 25.7 | 2.0 | 4.9 | 24.0 | 0.0 | 0.5 | 1.8 | 98.5 | 90.1 | 93.1 |
| D | 11.5 | 44.1 | 182.8 | 11.4 | 42.5 | 170.2 | 0.0 | 1.6 | 12.6 | 99.6 | 96.4 | 93.1 |
| EL | 0.4 | 2.1 | : | 0.4 | 1.9 | : | 0.0 | 0.2 | : | 99.6 | 90.5 | : |
| E | 3.9 | 27.5 | : | 3.9 | 26.4 | 72.0 | 0.0 | 1.1 | : | 98.8 | 96.0 | : |
| F | 15.5 | 129.5 | 379.3 | 15.5 | 128.1 | 371.6 | 0.0 | 1.5 | 7.7 | 99.7 | 98.9 | 98.0 |
| IRL | 0.1 | : | : | 0.1 | 1.8 | : | 0.0 | : | : | 100.0 | : | : |
| I | 3.5 | : | : | 3.5 | 21.7 | 70.7 | 0.0 | : | : | 99.7 | : | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | 1.7 | 17.3 | 61.3 | 1.7 | 14.5 | 53.1 | 0.0 | 2.8 | 8.2 | 100.0 | 84.0 | 86.7 |
| A | 0.4 | : | : | 0.4 | 2.9 | : | 0.0 | : | : | 100.0 | : | : |
| P | 0.4 | : | : | 0.4 | 1.5 | : | 0.0 | : | : | 99.4 | : | : |
| FIN a) | 0.8 | : | : | 0.5 | 3.9 | 10.4 | 0.3 | : | : | 60.0 | : | : |
| S | 0.9 | 6.6 | 20.7 | 0.9 | 5.3 | 17.6 | 0.0 | 1.3 | 3.1 | 98.8 | 80.7 | 85.0 |
| UK | 5.6 | 107.0 | 469.3 | 5.2 | 103.2 | 433.2 | 0.4 | 3.8 | 36.1 | 94.6 | 96.5 | 92.3 |
| IS | 0.2 | 0.8 | 2.1 | 0.2 | 0.8 | 2.1 | 0.0 | : | : | 97.8 | 100.0 | 100.0 |
| N | 1.5 | 4.5 | 16.7 | 1.5 | 4.4 | 14.9 | 0.0 | 0.1 | 1.8 | 100.0 | 97.9 | 89.4 |
| EEA | 50.2 | 395.5 | 1 408.2 | 49.4 | 381.7 | 1 330.7 | 0.8 | 13.8 | 77.4 | 98.4 | 96.5 | 94.5 |
| CH | 3.1 | : | : | 3.1 | 22.5 | : | 0.0 | : | : | 100.0 | : | : |
| US c) | : | 1 682.8 | 4 669.4 | 390.7 | 1 579.6 | 3 859.2 | : | 103.2 | 810.3 | : | 93.9 | 82.6 |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

a) Source: Finnish Film Distributors Association

b) European countries, source: Screen Digest/IVF

c) 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 | | |
|--------|-----------------------|--------|---------|----------------------------------|-------|-------|-------------------------|--------|---------|------------------------------------|-------|-------|
| | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 |
| EU-15 | 1 801 | 14 702 | 52 180 | 6.4 | 10.9 | 8.0 | 280 | 5 239 | 27 042 | 1.0 | 3.9 | 4.2 |
| EUR-12 | 1 508 | 10 211 | 33 491 | 6.1 | 9.5 | 6.8 | 77 | 3 792 | 17 941 | 0.3 | 3.5 | 3.6 |
| B | 67 | 689 | 2 553 | 10.2 | 12.6 | 13.5 | 4 | 538 | 1 871 | 0.6 | 9.9 | 9.9 |
| DK | 60 | 183 | 898 | 7.5 | 9.2 | 12.9 | 9 | 138 | 442 | 1.1 | 6.9 | 6.4 |
| D | 450 | 2 100 | 8 200 | 11.4 | 6.6 | 7.5 | 13 | 500 | 5 200 | 0.3 | 1.6 | 4.7 |
| EL | 14 | 77 | : | 4.1 | 5.0 | : | 1 | 83 | 141 | 0.3 | 5.4 | : |
| E | 162 | 1 100 | 3 000 | 4.1 | 8.8 | 8.3 | 27 | : | : | 0.7 | : | : |
| F | 550 | 4 200 | 12 500 | 4.7 | 11.7 | 10.5 | 15 | 452 | 2 360 | 0.1 | 1.3 | 2.0 |
| IRL | 5 | 77 | : | 7.1 | 10.0 | : | 2 | 96 | 289 | 2.9 | 12.5 | : |
| I a) | 150 | 1 000 | 3 200 | 8.3 | 12.0 | 9.9 | 5 | : | : | 0.3 | : | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | 60 | 500 | 1 900 | 6.1 | 7.3 | 9.0 | 6 | 970 | 3 000 | 0.6 | 14.1 | 14.2 |
| A | 14 | 121 | : | 6.1 | 7.0 | : | 1 | 152 | 464 | 0.4 | 8.8 | : |
| P b) | 16 | 187 | 662 | 4.0 | 15.0 | : | 1 | 63 | 165 | 0.3 | 5.0 | : |
| FIN c) | 20 | 160 | 500 | 6.5 | 12.2 | 11.1 | 1 | 126 | 260 | 0.3 | 9.6 | 5.8 |
| S | 38 | 308 | 1 191 | 6.4 | 10.0 | 10.7 | 0 | 294 | 659 | 0.0 | 9.5 | 5.9 |
| UK f) | 195 | 4 000 | 16 600 | 8.1 | 17.9 | 12.3 | 194 | 1 015 | 8 000 | 8.1 | 4.6 | 5.9 |
| IS d) | 5 | 24 | 69 | 10.0 | 14.1 | 7.7 | 1 | 25 | 52 | 2.0 | 14.7 | 5.8 |
| N | 43 | 175 | 667 | 15.9 | 7.7 | 7.8 | 0 | 17 | 320 | 0.0 | 0.7 | 3.7 |
| EEA | 1 849 | 14 901 | 52 916 | 6.4 | 10.8 | 8.0 | 281 | 5 256 | 27 362 | 1.0 | 3.8 | 4.2 |
| CH | 103 | 737 | : | 18.1 | 14.5 | : | 1 | : | : | 0.2 | : | : |
| US e) | 17 300 | 65 100 | 155 300 | 17.3 | 12.1 | 11.1 | : | 32 000 | 220 000 | : | 5.9 | 15.7 |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

a) Univideo b) Source: IGAC c) Source: Film Distributors' Association d) No. of DVD sold: No. of copies shipped from distributors to retail. Source: SI
e) Source: Adams Media Research Other european countries, source: Screen Digest/IVF

4.23 Average prices and releases for DVD disc sales and rental

| | Average DVD consumer price (ECU/EUR) | | | Average overnight DVD rental charge (ECU/EUR) | | | DVD titles released for sale | | | DVD titles released for rental | | |
|--------|--------------------------------------|-------|-------|---|-------|-------|------------------------------|-------|-------|--------------------------------|-------|-------|
| | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 | 1 998 | 1 999 | 2 000 |
| EU-15 | 27 | 26 | 26 | 3 | 3 | 4 | 163 | 597 | : | 152 | 550 | : |
| EUR-12 | 26 | 26 | 26 | 2 | 3 | 3 | : | : | : | : | : | : |
| B | 27 | 26 | 25 | 3 | 3 | 3 | 275 | 598 | : | 188 | 437 | : |
| DK | 33 | 27 | 27 | 3 | 4 | 4 | 92 | 344 | : | 46 | 206 | : |
| D | 25 | 20 | 21 | 3 | 3 | 2 | 300 | 1 000 | : | 300 | 1 000 | : |
| EL | 27 | 25 | : | 1 | 1 | : | 50 | 350 | : | 50 | 350 | : |
| E | 24 | 24 | 24 | 2 | 2 | : | 300 | 441 | : | 300 | 441 | : |
| F | 28 | 30 | 30 | 3 | 3 | 3 | 197 | 730 | : | 158 | 731 | 1 444 |
| IRL | 20 | 23 | : | 3 | 3 | : | 142 | 960 | : | 142 | 960 | : |
| I | 23 | 22 | 22 | 2 | 3 | : | 120 | 320 | : | 80 | 400 | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | 29 | 29 | 28 | 3 | 3 | 3 | 125 | 400 | : | 125 | 400 | : |
| A | 26 | 24 | : | 3 | 3 | : | 300 | 1 000 | : | 300 | 1 000 | : |
| P | 26 | 24 | : | 2 | 2 | : | 50 | 350 | : | 50 | 350 | : |
| FIN | 25 | 24 | : | 3 | 3 | : | 95 | 400 | : | 206 | 206 | : |
| S | 27 | 25 | 24 | 4 | 4 | 5 | 96 | 500 | : | 46 | 255 | 346 |
| UK | 27 | 26 | 26 | 3 | 4 | 5 | 142 | 960 | : | 142 | 960 | : |
| IS | 29 | 25 | : | 3 | 4 | : | 83 | 310 | 331 | 0 | 205 | 166 |
| N | 34 | 25 | 22 | 5 | 5 | 6 | 96 | 500 | : | 46 | 206 | : |
| EEA | 27 | 26 | 26 | 3 | 3 | 4 | : | : | : | : | : | : |
| CH | : | : | : | 4 | 4 | : | 300 | 1 000 | : | 300 | 1 000 | : |
| US a) | 23 | 24 | 25 | : | : | 4 | 1 500 | 5 000 | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : | : | : | : |

European countries, source: Screen Digest/IVF

a) Source: Adams Media Research

5. Television market

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

The television market (excluding cable and satellite) in the EU had a turnover of at least 45 billion euro in 2000, with an annual growth rate of 5% for public TV broadcasters and 14% for private TV broadcasters between 1995 and 2000. If including cable and satellite, the total broadcasting market amounted to 58 billion euro.

The television market continues to account for a major portion of the total broadcasting market, with a share over 79% in the EU. The turnover of public and private TV broadcasters in the UK was estimated at 14.3 billion euro in 2000, followed by Germany with 11.0 billion euro and France with 6.9 billion euro.

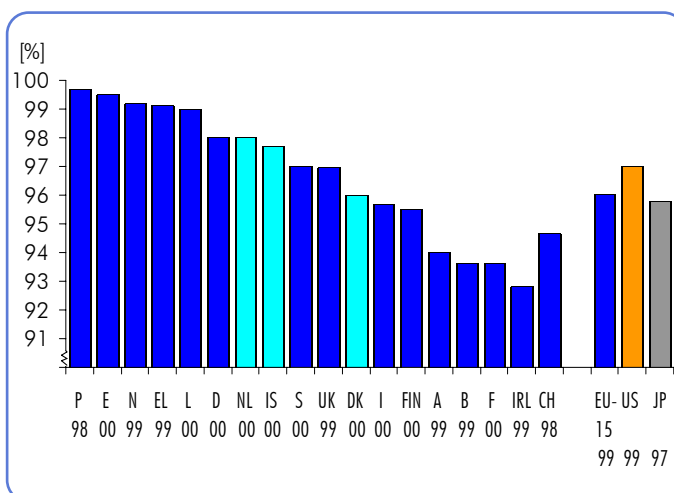
The main factors driving market growth in the broadcasting sector are the increase of income from TV advertising and sponsorship. Advertising revenue is a primary source of financing, which doubled in the nineties to reach nearly 27 billion euro in 2000, even though the amount of advertising on every TV channel is regulated (Television Without Frontiers Directive 89/552/EEC, amended in 1997). About two thirds of advertising expenditure in the EU is directed towards the private broadcasters.

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 (48%) and before subscription fees (22%). 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.

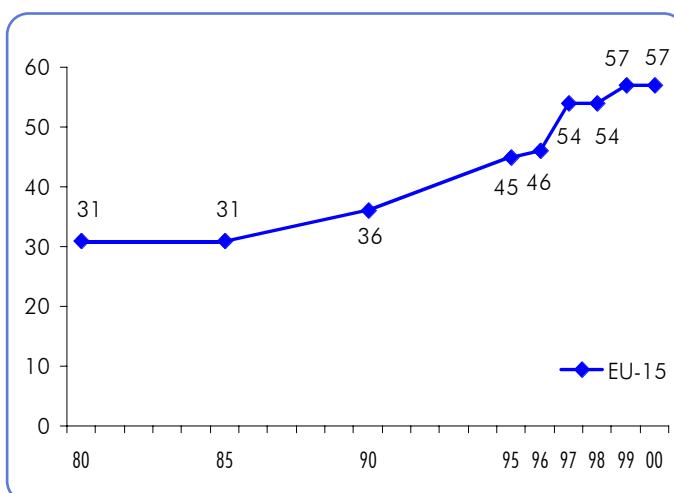
The number of public TV programme services in the EU has increased from an average 2 channels per country in 1980 to nearly 4 channels per country in 2000. The number of public channels in the EU amounted to 57 in 2000.

With a share of 96.8% of the private households in the EU with TV sets in 2000, the penetration rate has saturated. However the cable and satellite markets still have the potential to grow.

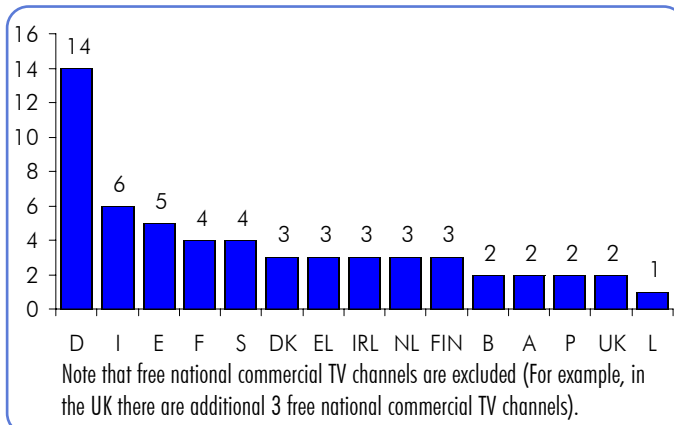
Share of private households with TV set latest available year



Number of public TV programme services with nationwide distribution in the EU, 1980 - 2000



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



Source: see tables on the following pages

5. Television market

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 Spain third with 5.

In the United States, commercial television broadcasting is conducted on 68 channels. The US television market is the largest in the world, served by 1 580 television stations in 2000, of which 88% commercial television stations - 48% UHF stations and 40% 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.

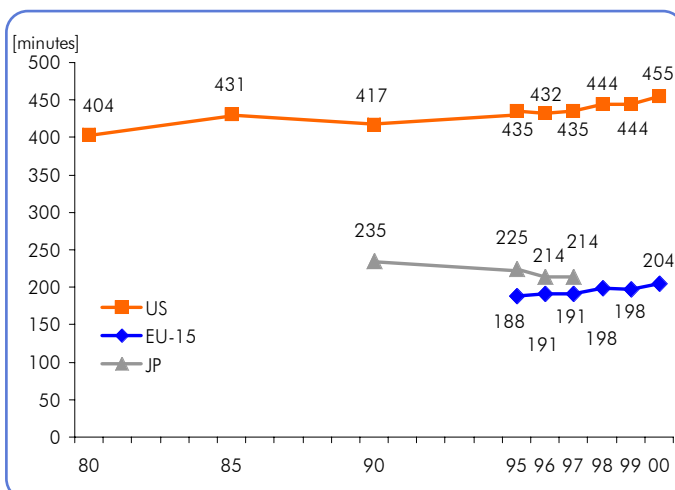
The average TV viewing time (average hours of TV usager per household) in the United States exceeded 7 hours and 35 minutes, more than double the average viewing time in the EU: 3 hours and 24 minutes. During the two last decades the viewing time in the United States increased by 10%. During the second half of the nineties, the average viewing time in the EU increased by 9%. Although there are some comparability problems, it is interesting to note that two EU Member State with the highest viewing time, Italy and Greece, still had a lower average than the United States: nearly 4 hours in 2000. Third in the EU is the UK with 3 hours and 41 minutes. The TV viewers in Luxembourg and Austria seemed to spend the least time in front of the TV: 2 hours and 4 minutes and 2 hours and 24 minutes respectively.

Many European networks are moving towards mass market programming at peak hours, while home shopping plays an increasing role in off-peak hours. According to Oliver & Ohlbaum Research, the original programme production sector is worth 17 billion euro, of which independent production accounts for 6.6 billion euro. About 4.5 billion euro is spent on sport rights, with football accounting for 75%. Nearly 4 billion euro is spent for feature films and 2 billion euro on import TV programme rights.

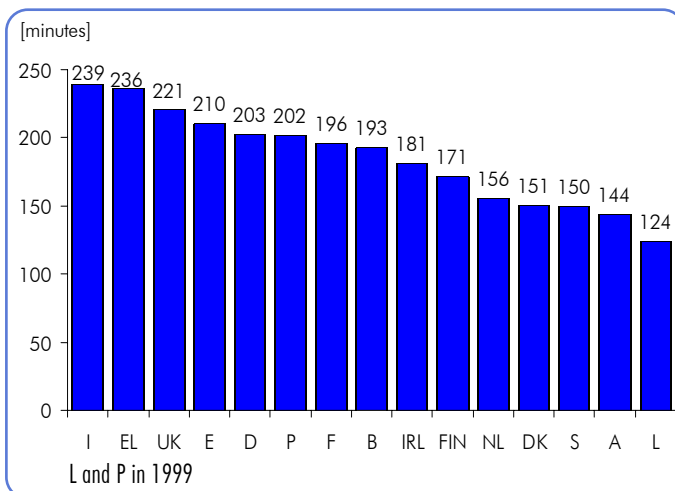
Main mode of TV reception in 2001

In the Netherlands and Belgium over 90% of the TV households watched cable TV in 2001. Also in Switzerland and Luxembourg, the biggest share of the TV households (more than 70%) watch cable

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



Daily TV viewing time in EU Member States in 2000



Source: see tables on the following pages

Number of TV receivers worldwide

Source: UNESCO

| | 1970 | | 1980 | | 1990 | | 1997 | |
|---------|-----------------|-----------------------|-----------------|-----------------------|-----------------|-----------------------|-----------------|-----------------------|
| | Total (million) | per 1,000 inhabitants | Total (million) | per 1,000 inhabitants | Total (million) | per 1,000 inhabitants | Total (million) | per 1,000 inhabitants |
| Africa | 2 | 5 | 8 | 18 | 25 | 41 | 44 | 60 |
| America | 108 | 209 | 202 | 328 | 292 | 404 | 342 | 429 |
| Asia | 42 | 20 | 104 | 40 | 487 | 153 | 672 | 190 |
| Europe | 144 | 205 | 243 | 324 | 278 | 385 | 325 | 446 |
| Oceania | 4 | 188 | 7 | 300 | 10 | 378 | 12 | 427 |
| World | 299 | 81 | 564 | 127 | 1 092 | 208 | 1 395 | 240 |

TV. Note that the figure reflects main mode of TV reception. A household may have one or several modes of reception. In the US, 68% of the TV households watch cable TV. Also in Germany and Ireland over half of the TV households watch cable TV.

Austria and Germany are the Member States having the biggest share of their TV households watching satellite TV (45% and 36% respectively). In Norway, Sweden, Denmark, the UK, France and Japan between one fourth and one fifth of the TV households watch satellite TV.

In Greece, Italy, Iceland and Spain, majority of the TV households have to rely principally on terrestrial TV (between 79% and 97%). The share of terrestrial TV is also more than half in Portugal, France, the UK and Finland.

Equipment: Strong growth in 16:9 TV sets

The number of television receivers worldwide doubled each decade in the seventies and eighties. Main growth appeared in Asia, accounting for 48% of TV sets in 1997. World growth saturated during the nineties (+27% until 1997). Africa seems to be the next continent for growth (+76% between 1990 and 1997), but in absolute terms only 44 million TV sets (6% of inhabitants) are installed in Africa.

The 16:9 format (widescreen) of TV sets became increasingly popular, with an average growth rate of 66% during the second half of the nineties. Video and DVD films are nowadays often adapted for this format.

Number of households with 16:9 TV equipment 1996-2000, (thousand units), Source: European Audiovisual Observatory

| | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|-------|-------|-------|
| EU-15 | 1 127 | 1 891 | 3 307 | 5 752 | 8 560 |
| B/L/NL | 213 | 355 | 625 | 965 | 1 380 |
| B/L | : | : | : | : | 430 |
| NL | : | : | : | : | 950 |
| D | 277 | 495 | 755 | 1 065 | 1 390 |
| EL | 2 | 8 | 16 | 31 | 60 |
| E | 28 | 64 | 129 | 239 | 420 |
| F | 360 | 525 | 805 | 1 285 | 1 610 |
| I | 27 | 54 | 119 | 234 | 420 |
| A | 15 | 39 | 64 | 94 | 130 |
| P | 4 | 11 | 19 | 34 | 150 |
| UK/IRL | 30 | 121 | 441 | 1 291 | 2 570 |
| SCAN | 33 | 63 | 118 | 238 | 430 |
| CH | 140 | 157 | 217 | 277 | 310 |

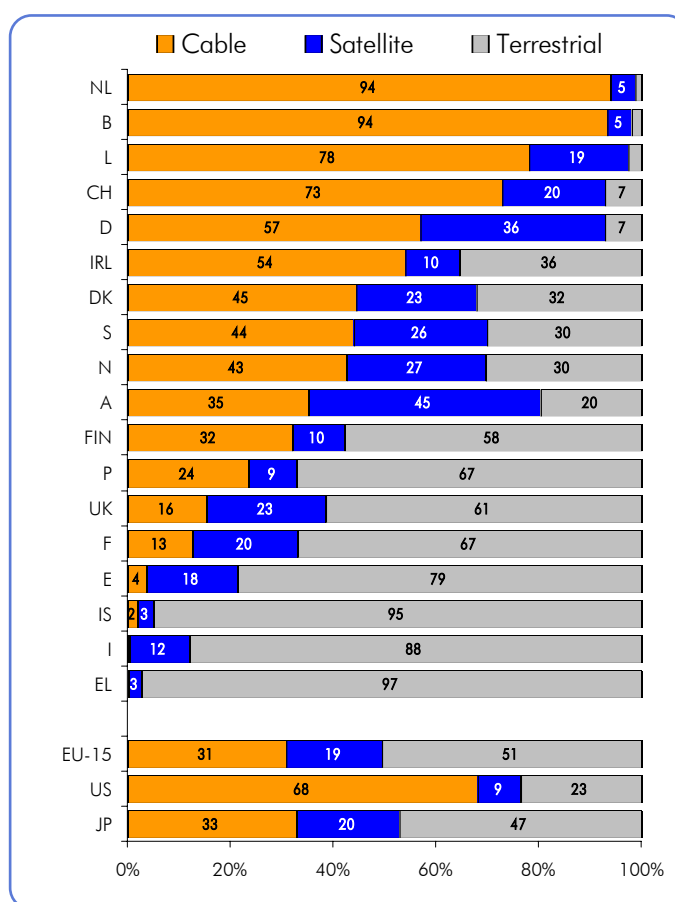
Main mode of TV reception among TV households in 2001

| | TV households (million) | Satellite (%) | Cable (%) | Terrestrial (%) |
|-------|-------------------------|---------------|-----------|-----------------|
| EU-15 | 145.3 | 18.6 | 30.9 | 50.5 |
| B | 4.7 | 4.6 | 93.5 | 2.0 |
| DK | 2.3 | 23.4 | 44.6 | 32.0 |
| D | 36.2 | 35.9 | 57.0 | 7.1 |
| EL | 3.0 | 2.5 | 0.3 | 97.2 |
| E | 12.0 | 17.7 | 3.6 | 78.7 |
| F | 21.4 | 20.4 | 12.8 | 66.8 |
| IRL | 1.2 | 10.4 | 54.1 | 35.6 |
| I | 20.7 | 11.7 | 0.4 | 87.8 |
| L | 0.2 | 19.4 | 78.1 | 1.9 |
| NL | 6.6 | 4.9 | 94.0 | 1.1 |
| A | 3.2 | 45.2 | 35.3 | 19.6 |
| P | 3.1 | 9.3 | 23.6 | 67.2 |
| FIN | 2.3 | 10.2 | 32.0 | 57.9 |
| S | 4.0 | 25.9 | 44.0 | 30.0 |
| UK | 24.4 | 23.2 | 15.5 | 61.3 |
| IS | 0.1 | 2.9 | 2.0 | 91.2 |
| N | 2.0 | 27.0 | 42.7 | 30.3 |
| CH | 3.0 | 19.9 | 73.0 | 7.1 |
| US | 100.8 | 8.5 | 68.1 | 23.4 |
| JP | 43.9 | 20.0 | 33.0 | 47.0 |

Source: SES-ASTRA

IS, US and JP data from 1999

Main mode of reception among TV households in 2001



5. Television market

5.1 Television households, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|--------|---------|---------|----------|----------|----------|----------|
| EU-15 | : | : | 126.06 | 139.72 | 130.19 | 144.19 | 145.36 | 146.66 | 147.86 |
| EUR-12 | : | : | 98.69 | 111.20 | 100.66 | 114.51 | 115.41 | 116.40 | 117.04 |
| B | : | 3.21 | 3.59 | 3.74 | 3.98 | 3.98 | 4.04 a) | 4.09 a) | : |
| DK | 1.90 | 2.12 | 2.17 | 2.28 | 2.30 | 2.34 | 2.36 | 2.35 | 2.35 |
| D | : | 24.27 | 26.46 | 35.60 | 36.10 | 36.97 | 36.97 | 37.27 | 37.36 |
| EL | : | : | 2.88 | 3.41 | 3.52 | 3.59 | 3.66 | 3.35 a) | : |
| E | : | : | 10.59 | 11.80 | : | 11.93 d) | 11.95 d) | 12.18 d) | 12.11 |
| F | 17.28 | 19.00 | 20.34 | 21.39 | 21.69 | 21.80 | 22.20 | 22.40 | 22.70 |
| IRL | 0.81 | 0.94 | 1.02 | 1.07 a) | 1.09 a) | 1.13 a) | 1.18 a) | 1.15 a) | 1.19 |
| I | : | 18.61 | 19.93 | 19.41 | 19.51 | 20.21 | 20.39 | 20.66 d) | 20.71 d) |
| L | : | 0.13 | 0.14 | 0.15 | 0.16 | 0.16 | 0.16 e) | 0.15 a) | 0.16 h) |
| NL | 4.76 | 5.33 | 5.88 | 6.34 | 6.43 | 6.51 a) | 6.56 a) | 6.67 | 6.73 |
| A | : | 2.67 | 2.79 | 2.95 | 2.98 | 3.00 a) | 3.03 a) | 3.11 h) | 3.20 h) |
| P | : | : | 3.01 | 3.16 | 3.04 | 3.04 | 3.04 | 3.13 h) | 3.12 h) |
| FIN | 1.71 | 1.92 | 2.06 | 2.17 | 2.18 | 2.20 f) | 2.23 f) | 2.24 f) | 2.26 |
| S | 3.36 | 3.52 | 3.70 | 3.94 | 4.03 | 3.93 | 3.99 | 4.00 | 4.05 g) |
| UK | 19.90 | 20.60 | 21.50 | 22.30 | 23.20 | 23.40 | 23.60 | 23.92 | 24.42 h) |
| IS | : | : | 0.09 | 0.09 | 0.10 | 0.10 | 0.10 | 0.10 a) | 0.10 |
| N | : | : | 1.66 | 1.81 | 1.82 | 1.85 a) | 1.88 a) | 1.92 h) | 1.97 h) |
| EEA | : | : | 127.81 | 141.62 | 132.11 | 146.14 | 147.34 | 148.68 | 149.93 |
| CH | 1.98 | 2.19 | 2.44 | 2.62 | 2.65 | 2.92 a) | 2.97 a) | 2.98 h) | 3.03 h) |
| US | b) | 86.10 | 93.10 | 95.40 | 95.90 | 98.00 | 99.40 | 100.80 | 102.20 |
| JP | : | : | : | : | : | 43.90 | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: Screen Digest/IVF

b) Source: Nielsen Media Research

c) Source: Estudio General de Medios (EGM)-AIMC 1999-2000

d) Source: ISTAT

e) 98.7%

f) Source: Finnpanel, TV-household surveys

g) Source: MMS (Mediemätningar i Skandinavien AB).

h) Source: SES/ASTRA

5.2 Share of private households with TV set, %

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|------|------|------|------|---------|---------|
| EU-15 | : | : | 94.5 | 95.3 | 88.2 | 96.0 | 96.3 | 96.0 | 96.8 |
| EUR-12 | : | : | 94.3 | 95.7 | 86.0 | 95.9 | 96.3 | 95.8 | 96.5 |
| B | : | : | 94.4 | 91.1 | 96.5 | 96.3 | 97.0 | 96.7 | : |
| DK | : | : | 96.0 | 96.7 | 96.9 | 97.9 | 97.9 | 97.0 | 96.8 |
| D | : | : | 92.1 | 96.4 | 96.8 | 98.7 | 98.5 | 98.6 | 98.0 |
| EL | : | : | 82.2 | 90.0 | 93.5 | 99.0 | 99.0 | 99.1 | : |
| E | : | : | 92.4 | 97.5 | : | 99.5 | 99.5 | 99.5 | 99.5 |
| F | : | : | 94.0 | 93.6 | 94.0 | 93.1 | 93.6 | 93.5 | 93.6 |
| IRL | : | : | 96.5 | 93.3 | 94.4 | 93.1 | 95.5 | 92.8 | 95.7 |
| I | : | : | 100.5 | 96.8 | 97.1 | 95.4 | 96.1 | 96.4 a) | 95.7 a) |
| L | : | : | 95.1 | 98.7 | 98.8 | 98.8 | 98.6 | 99.0 | 99.0 |
| NL | : | : | 96.2 | 98.7 | 98.0 | 98.0 | 98.0 | 98.0 | 98.0 |
| A | : | : | 95.0 | 94.2 | 94.3 | 94.4 | 94.5 | 94.0 | : |
| P | : | : | 91.3 | 96.4 | 94.1 | 99.7 | 99.7 | : | : |
| FIN | : | : | 95.1 | 96.0 | 95.0 | 95.0 | 96.0 | 95.0 | 95.5 |
| S | : | : | 97.5 | 96.0 | 98.0 | : | 97.0 | 99.0 | 97.0 |
| UK | : | : | 94.9 | 93.5 | 96.4 | 96.4 | 96.4 | 97.0 | 98.7 |
| IS | : | : | 98.7 | 97.0 | 97.0 | 97.6 | 97.6 | : | 97.7 |
| N | : | : | 94.8 | 97.8 | 98.1 | 98.0 | 98.3 | 99.2 | : |
| EEA | : | : | 94.5 | 95.4 | 88.3 | 96.0 | 96.4 | 96.1 | 96.9 |
| CH | : | : | 85.7 | 86.8 | 86.0 | 94.3 | 94.6 | 93.9 | 95.4 |
| US | b) | 92.8 | 99.8 | 96.5 | 96.3 | 97.0 | 96.9 | 97.0 | 97.6 |
| JP | : | : | : | : | : | 94.0 | : | : | : |

Data for this indicator should be interpreted carefully.

Source: Eurostat estimates

a) Source: ISTAT

5.3 Number of TV licence fee accounts, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|
| EU-15 | 90.2 | 96.1 | 102.2 | 104.8 | 110.8 | 116.2 | 117.7 | 118.9 | 120.7 |
| EUR-12 | 66.6 | 72.2 | 77.2 | 78.4 | 84.0 | 88.7 | 89.9 | 90.4 | 91.6 |
| B | 2.93 | 2.97 | 3.30 | 3.41 | 3.42 | 3.48 | 3.47 | 3.62 | 3.67 |
| DK | 1.86 | 2.01 | 1.96 | 2.06 | 2.08 | 2.18 | 2.15 | 2.18 | 2.21 |
| D | 20.76 | 22.43 | 24.14 | 32.31 | 32.63 | 33.06 | 34.05 | 34.72 | 35.13 |
| EL | 2.97 | 3.23 | 3.50 | : | : | 0 a) | 0 a) | 0 a) | 0 a) |
| E | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| F | 15.97 | 17.93 | 19.47 | 15.98 | 16.65 | 20.72 | 21.16 | 21.64 | 22.05 |
| IRL | 0.64 | 0.72 | 0.81 | : | 0.89 | 0.87 | 0.91 | 0.95 | 0.96 |
| I | 13.98 | 14.52 | 15.00 | 16.09 | 16.12 | 16.07 | 15.91 | 15.94 b) | 16.02 b) |
| L | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NL | 4.18 | 4.57 | 4.88 | 6.09 | 6.03 | 6.19 | 6.30 | 9.14 | 9.27 |
| A | 2.23 | 2.43 | 2.50 | 2.65 | 2.64 | 2.64 | 2.34 | 2.44 | 2.47 |
| P | 1.38 | 1.61 | 1.70 | 0 | 0 | 0 | 0 | 0 | 0 |
| FIN | 1.54 | 1.78 | 1.89 | 1.92 | 1.93 | 1.95 d) | 1.97 d) | 1.99 d) | 2.00 e) |
| S | 3.21 | 3.27 | 3.30 | 3.37 | 3.37 | 3.36 | 3.35 | 3.35 f) | 3.59 |
| UK | 18.52 | 18.62 | 19.73 | 20.92 | 21.27 | 21.98 g) | 22.40 g) | 22.94 g) | 23.28 |
| IS | 0.06 | 0.07 | 0.08 | 0.09 | 0.09 | 0.09 h) | 0.09 h) | 0.09 h) | 0.09 |
| N | 1.20 | 1.37 | 1.50 | 1.58 | 1.64 | 3.37 | 3.37 | : | : |
| EEA | 91.43 | 97.52 | 103.75 | 106.47 | 112.50 | 119.69 | 121.21 | : | : |
| CH | 1.98 | 2.19 | 2.44 | 2.62 | 2.65 | 2.66 | 2.65 | : | : |
| US | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| JP | 29.26 | 31.51 | 33.54 | 35.38 | 35.82 | 36.96 | 36.60 | : | : |

Source: Eurostat, AUVIS domain

a) There is not a license fee in the basis of TV set ownership.

b) Source: Rai

c) TV license fee was abolished in January 1991.

d) Finnish Broadcasting company

e) Finnpanel, TV-household surveys.

f) Source: RIKAB (Radiotjänst i Kiruna AB).

g) Licences in force (excluding uplift) + ARC licences at April each year: source DCMS/BBC/Envision.

h) Source: SI

5.4 Annual TV licence fee, ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| EU-15 i) | : | : | : | 108 | 106 | 116 | 116 | 121 | 126 |
| EUR-12 i) | : | : | : | 104 | 100 | 107 | 104 | 107 | 109 |
| B | 82 | 107 | 147 | 186 | 184 | 180 | 184 | 189 | 190 |
| DK | 102 | 144 | 161 | 222 | 226 | 230 | 237 | 247 | 254 |
| D | 44 | 60 | 76 | 100 | 98 | 115 | 104 | 104 | 105 |
| EL | : | : | : | 0 | 0 | 0 | 0 | 0 | 0 |
| E | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| F | 60 | 77 | 80 | 103 | 108 | 106 | 111 | 113 | 114 |
| IRL | : | : | : | 76 | 78 | 94 | 89 | 89 | 89 |
| I | 66 | 64 | 82 | 74 | 82 | 84 | 86 | 89 b) | 91 b) |
| L | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NL | : | : | : | 90 | 90 | 94 | 96 | 67 | 76 |
| A | : | : | 169 | 212 | 211 | 211 i) | 212 | : | : |
| P | 23 | 30 | 19 | 0 | 0 | 0 | 0 | 0 | 0 |
| FIN | 83 | 126 | 159 | 151 | 148 | 150 d) | 147 d) | 148 d) | 165 e) |
| S | 97 | 124 | 155 | 154 | 173 | 178 | 176 | 183 f) | 195 |
| UK | : | : | : | 104 | 110 | 132 g) | 144 g) | 153 g) | 171 |
| IS | 111 | 167 | 262 | 283 | 284 | 298 h) | 301 h) | 324 h) | : |
| N | : | : | : | 171 | 178 | 186 | 181 | 191 | : |
| EEA | 109 | 108 | 118 | 118 | 118 | 118 | 123 | 128 | |
| CH | : | : | : | 158 | 158 | 151 | 153 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) There is not a license fee in the basis of TV set ownership.

b) Source: Rai

c) TV license fee was abolished in January

1991. d) Finnish Broadcasting company

e) Finnpanel, TV-household surveys.

f) Source: RIKAB (Radiotjänst i Kiruna AB).

g) Licences in force (excluding uplift) + ARC licences at April each year: source DCMS/BBC/Envision.

h) Source: SI

i) Source: Eurostat estimate based on average fee for 1996 and 1998.

j) Average estimated (sum of fees divided by sum of accounts for respective area).

5. Television market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|-------|-------|--------|--------|----------|----------|----------|--------|
| EU-15 b) | : | : | : | 14 873 | 15 958 | 17 078 | 17 565 | 18 234 | 18 396 |
| EUR-12 b) | : | : | : | 11 405 | 12 155 | 12 424 | 12 556 | 13 058 | 12 974 |
| B | : | : | 171 | 229 | 215 | 218 | : | : | : |
| DK | : | : | 353 | 441 | 441 | 547 | 567 | 575 | 592 |
| D | : | : | : | 4 024 | 4 241 | : | 4 523 | : | 4 669 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | : | : | 1 699 | 1 945 |
| F | : | : | 1 114 | 1 803 | 1 951 | 2 026 | 2 047 | 2 170 | : |
| IRL | : | : | 158 | 186 | 182 | 215 | 218 | 239 | 251 |
| I | 698 | 1 262 | 2 323 | 1 999 | 2 266 | 2 156 a) | 2 096 a) | 2 286 a) | 2 484 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 579 | : | : | : | : | 560 | 602 |
| A | 237 | 362 | 533 | 744 | 727 | 722 | 727 | : | : |
| P | 30 | 58 | 153 | 110 | 156 | 195 | 173 | 202 | 162 |
| FIN | 118 | 248 | 328 | 344 | 349 | 339 | 333 | 318 | 332 |
| S | : | : | 256 | 355 | 405 | 386 | 392 | 397 | 404 |
| UK | : | : | : | 2 673 | 2 957 | 3 721 | 4 051 | : | : |
| IS | 6 | 13 | 16 | 16 | 17 | 19 | 20 | 22 | 23 |
| N | : | : | 241 | 291 | 345 | 327 | 338 | : | : |
| EEA b) | : | : | : | 15 180 | 16 319 | 17 423 | 17 923 | : | : |
| CH | : | : | 313 | 533 | 528 | 498 | 595 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

b) Eurostat estimate, excluding Greece and Luxembourg

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|-----------|------|------|--------|--------|--------|----------|--------|----------|----------|
| EU-15 c) | : | : | : | 13 975 | 15 741 | 18 699 | 20 371 | 23 575 | 27 033 |
| EUR-12 c) | : | : | : | 9 376 | 10 435 | 11 649 | 12 692 | 14 707 | 16 852 |
| B | : | : | 66 | 134 | 143 | 143 | : | : | : |
| DK | : | : | : | : | : | : | : | : | : |
| D | : | : | : | 3 554 | 4 120 | : | 4 450 | : | 6 363 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | : | : | 2 080 | 2 362 |
| F | : | : | 1 752 | 2 603 | 2 756 | 3 179 | 3 487 | 3 984 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | : | : | 1 744 a) | 2 087 | 2 286 b) | 2 484 b) |
| L | : | : | 244 | 271 | 272 | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | 111 | 121 | 134 | 155 | 151 | 179 |
| FIN | 46 | 107 | 139 | 166 | 167 | 191 | 209 | 213 | 222 |
| S | : | : | 4 | 174 | 189 | 213 | 231 | 248 | 297 |
| UK | : | : | : | 4 425 | 5 117 | 6 837 | : | : | : |
| IS | : | : | : | : | : | 25 | 29 | 35 | : |
| N | : | : | 9 | 122 | 131 | 133 | 153 | : | : |
| EEA c) | : | : | : | 14 116 | 15 894 | 18 857 | 20 553 | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US d) | : | : | 22 830 | 28 920 | 33 459 | 38 914 | 42 346 | 47 705 | 60 395 |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

b) RAI

c) Eurostat estimate, excluding Denmark, Greece, Ireland, Netherlands and Austria

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|---------|---------|---------|----------|--------|----------|------------|
| EU-15 | : | : | 3 793.9 | 3 832.0 | 3 952.0 | : | : | : | 4 940.8 g) |
| EUR-12 | : | : | : | : | : | : | : | : | 4 788.3 g) |
| B | : | : | 30.8 | 44.0 | 42.3 | 42.0 | : | : | 647.0 g) |
| DK | 0.0 | 0.0 | 46.6 | 69.7 | 66.0 | : | 149.1 | 137.7 | 147.5 g) |
| D | 443.3 | 646.8 | 703.7 | 345.3 | 339.3 | 313.6 | 550.8 | : | 531.9 g) |
| EL | : | : | 75.1 | 19.3 | 9.0 | 23.2 | 36.8 | : | 160.0 g) |
| E | : | 480.1 | 1 289.0 | 1 345.5 | 1 427.7 | : | : | 908.1 a) | 949.6 b) |
| F | 258.6 | 468.0 | 324.3 | 601.8 | 651.8 | 654.4 | 657.3 | 660.4 | 750.0 g) |
| IRL | 21.1 | 36.8 | 55.9 | 94.8 | 86.4 | 96.8 | 99.3 | : | 86.0 g) |
| I | 124.5 | 420.6 | 731.3 | 626.7 | 771.8 | 808.7 c) | 861.1 | 908.9 | 1 016.0 g) |
| L | : | : | : | : | : | : | : | : | : |
| NL | 72.8 | 121.9 | 202.4 | 232.0 | 133.2 | 126.2 | 155.0 | : | 182.0 g) |
| A | 86.2 | 132.6 | 232.4 | 326.1 | 306.3 | 315.4 | 307.1 | : | 350.0 g) |
| P | 11.8 | 28.2 | 102.4 | 74.0 | 67.7 | 63.6 | 71.8 | 75.3 d) | 68.2 g) |
| FIN | : | : | : | 50.9 | 48.3 | : | : | 46.8 e) | 47.6 e) |
| S | : | : | : | 1.6 | 2.2 | 1.5 | 2.5 | : | 5.0 g) |
| UK | : | : | : | : | : | : | : | : | 0.0 g) |
| IS | : | : | : | : | : | 4.7 | 5.9 f) | 6.3 f) | 6.9 |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| 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 | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: CMT, Telecommunications Market Commission of Spain.

A47Annual Report 1999

b) Source: CMT, Telecommunications Market Commission of Spain.

c) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

d) source: RTP, SIC, TVI.

e) Receipts from TV and radio broadcasting.

f) Source: SI

g) Eurostat estimate based on total TV advertising

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|---------|---------|------------|----------|--------------|-------------|
| EU-15 | : | : | : | : | : | : | : | : | 10 263.0 g) |
| EUR-12 | : | : | : | : | : | : | : | : | 4 367.3 g) |
| B | : | : | : | : | : | : | : | : | 60.0 g) |
| DK | : | : | : | : | : | : | : | : | 98.0 g) |
| D | : | : | : | 3 071.9 | 3 393.5 | : | 3 724.0 | : | 4 100.0 g) |
| EL | : | : | 98.9 | 1 000.6 | 567.0 | 564.3 | 585.4 | : | 481.0 g) |
| E | : | : | : | : | : | : | 900.8 a) | 1 056.0 a,b) | 1 197.2 a) |
| F | : | : | 975.5 | 1 372.4 | 1 405.1 | 1 445.9 | 1 532.7 | 1 751.3 | 1 991.0 g) |
| IRL | : | : | : | : | : | : | : | : | 260.0 g) |
| I | : | : | : | : | : | 1 412.8 d) | : | 1 200.5 f) | 1 311.1 f) |
| L | : | : | 182.7 | 186.9 | 174.6 | : | : | : | 255.0 g) |
| NL | : | : | : | : | : | : | : | : | 544.0 g) |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | 105.6 | 116.9 | 130.6 | 154.2 | 191.9 d) | 165.7 |
| FIN | 42.9 | 98.0 | : | 161.7 | 161.1 | 184.0 | 192.9 | : | 200.0 g) |
| S | : | : | 4.0 | 165.0 | 179.8 | 201.0 | 217.0 | 231.9 e) | 273.7 |
| UK | : | : | : | 2 764.3 | 3 022.9 | 3 876.9 | : | : | 5 524.0 g) |
| IS | : | : | : | : | : | : | : | : | : |
| N | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: CMT, Telecommunications Market Commission of Spain.

b) Source: A47Annual Report 1999

c) Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

d) source: SIC, TVI

e) Data refer to TV4 AB (source).

f) Source: RAI

g) Eurostat estimate based on total TV advertising

5. Television market

5.9 Total number of TV programme services (TV channels)

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|-------|-------|--------|--------|--------|--------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | 5 | 16 | 17 | 19 | 19 | 22 | 24 | : | : |
| DK | 1 | 36 | 55 | 72 | 68 | : | 69 | : | : |
| D | 7 | 17 | 51 | 88 | 93 | 102 | 106 | : | 134 |
| EL h) | : | : | : | : | : | 105 a) | 105 b) | 110 b) | 110 b) |
| E | 2 | 5 | 14 | 27 | : | : | : | 20 c) | 26 d) |
| F | 3 | 5 | 20 | 81 | 93 | 132 | 146 | 150 | : |
| IRL | 2 | 2 | 2 | 2 | 3 | 3 | 4 | : | : |
| I | 7 | 8 | 16 | 712 | 725 | 738 | 670 | 693 i) | 705 |
| L | 1 | 1 | 1 | 3 | 5 | 5 | 5 | : | 6 |
| NL | 2 | 2 | 3 | 11 | 12 | 21 | 21 | : | : |
| A | 2 | 2 | 2 | 2 | 2 | : | : | : | : |
| P | 4 | 4 | 4 | 6 | 6 | 6 | 9 | 6 e) | 8 e) |
| FIN | 5 | 5 | 7 | 7 | 7 | 7 f) | 7 f) | 7 f) | : |
| S | 2 | 2 | 5 | 10 | 10 | 11 | 12 | 6 | : |
| UK | : | : | : | : | 257 | 283 | 312 | : | : |
| IS | 1 | 1 | 2 | 6 | 6 | 7 g) | 10 g) | 9 g) | 9 g) |
| N | : | : | 108 | 106 | : | 63 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 3 | 7 | 7 | 9 | 18 | 90 | 90 | : | : |
| US j) | : | : | 1 100 | 1 011 | 1 201 | 1 222 | 1 363 | 1 393 | 1 580 |
| JP | : | : | : | 129 | 132 | 130 | 133 | : | : |

Source: Eurostat, AUVIS domain a) Source: Ministry of Press and Mass Media b) Source: Ministry of Press and Media c) source: CMT, Telecommunications Market Commission of Spain. A47Annual Report 1999; nationwide distributed channel TDT+A47; without cable operators and local tv operators. d) Source: CMT, Telecommunications Market Commission of Spain; without cable operators and local tv operators. e) source: ICS f) Source: Statistics Finland g) Source: SI h) Digital only i) Autorità per le garanzie nelle telecomunicazioni (AUTCOM) j) 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 | 2000 |
|-----------|------|------|------|------|------|------|------|--------|------|
| EU-15 g) | 31 | 31 | 36 | 45 | 46 | 54 | 54 | 57 | 57 |
| EUR-12 g) | 27 | 27 | 32 | 41 | 42 | 50 | 50 | 51 | 51 |
| 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 | 14 | 14 |
| EL | 1 | 1 | 2 | : | : | 3 | 3 | 3 | 3 |
| E | 2 | 2 | 3 | 5 | : | : | : | 124 a) | : |
| F | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| IRL | 2 | 2 | 2 | 2 | 3 | 3 | 3 | : | : |
| I | 3 | 3 | 3 | 3 | 3 | 6 | 6 | 6 b) | 6 |
| L | : | : | : | : | : | : | : | 1 | : |
| NL | 2 | 2 | 3 | 3 | 3 | 3 | 17 | 17 | 18 |
| A | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | : |
| P | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 c) | 2 c) |
| FIN | 3 | 3 | 3 | 3 | 3 | 3 d) | 3 d) | 3 d) | : |
| S | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 e) | 4 |
| UK | 2 | 2 | 2 | 2 | 2 | 2 | 2 | : | : |
| IS | 1 | 1 | 1 | 1 | 1 | 1 f) | 1 f) | 1 f) | 1 |
| N | 1 | 1 | 1 | 1 | 2 | 2 | : | : | : |
| EEA g) | 33 | 33 | 38 | 47 | 49 | 57 | 57 | 60 | 60 |
| CH | 3 | 3 | 3 | 4 | 4 | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | : |

Source: Eurostat, AUVIS domain

a) Source: CMT, Telecommunications Market Commission of Spain. A47Annual Report 1999

b) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

c) Source: ICS

d) Source: Statistics Finland

e) Source: MMS (Mediämätningar i Skandinavien AB). Source: RTVV (Radio & TV Authority).

f) Source: SI

g) Eurostat estimate, adjusted break in series

5.11 Number of private TV programme services with nationwide distribution

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| 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 | 26 | 30 |
| EL | 0 | 0 | 2 | : | : | 9 | 9 | 11 | 13 |
| E | 0 | 0 | 3 | 12 | : | : | : | 4 | : |
| F | 0 | 0 | 4 | 3 | 3 | 67 a) | 78 a) | 87 a) | 89 a) |
| IRL | 0 | 0 | 0 | 0 | 0 | 0 | 1 | : | : |
| I | 3 | 3 | 11 | 11 | 11 | 11 | 11 | 11 b) | 11 |
| L | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 3 |
| NL | : | : | : | 4 | 4 | 7 | 8 | 9 | 13 |
| A | 0 | 0 | 0 | 0 | 0 | 0 | : | : | : |
| P | 0 | 0 | 0 | 2 | 2 | 2 | 5 | 2 c) | 2 c) |
| FIN | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | : |
| S | : | : | : | 1 | 1 | 1 | 1 | 1 d) | 14 a) |
| UK | : | : | : | : | : | : | : | : | : |
| IS | : | : | 0 | 1 | 1 | 1 | 1 | 2 | 2 |
| N | 0 | - | 1 | 3 | 3 | 3 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | 6 | 6 | : | : |

Source: Eurostat, AUVIS domain

a) Data includes private subscription

b) Autorità per le garanzie nelle telecomunicazioni (AUTCOM)

c) source: ICS

d) Source: MMS (Mediemätningar i Skandinavien AB). Source: RTVV (Radio & TV Authority).

5.12 Daily TV viewing time, minutes

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|------|------|--------|--------|--------|--------|
| EU-15 f) | : | : | : | 188 | 191 | 191 | 198 | 198 | 204 |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 147 | : | 176 | 180 | 173 | 202 e) | 189 e) | 193 e) |
| DK | : | : | : | 164 | 166 | 155 | 162 | 159 | 151 |
| D | : | : | : | 175 | 183 | 183 | 201 | 198 | 203 |
| EL | : | : | 145 | 220 | 238 | 249 | 253 | 227 e) | 236 e) |
| E | : | : | : | : | : | 209 a) | 210 a) | 213 a) | 210 b) |
| F e) | : | : | 184 | 180 | 180 | 180 | : | 189 | 196 |
| IRL | : | : | : | 188 | 188 | 182 | 194 | 186 e) | 181 e) |
| I | : | : | 191 | 213 | 215 | 212 | 221 | 225 e) | 239 e) |
| L | : | : | : | 156 | 144 | 136 | : | 124 e) | : |
| NL | : | : | 116 | 151 | 157 | 155 | 165 | 105 | 156 |
| A e) | : | : | : | 139 | 141 | : | : | 138 | 144 |
| P | : | : | : | 169 | 165 | 165 | 157 | 202 c) | : |
| FIN | 103 | 111 | 104 | 140 | 149 | 149 | 149 | 161 | 171 e) |
| S | : | : | : | 134 | 140 | 141 | 144 | 143 d) | 150 |
| UK | : | 226 | 206 | 215 | 215 | 215 | 217 | 220 | 221 e) |
| IS | : | : | : | : | : | : | 142 | 120 | 147 |
| N | : | : | : | 143 | 150 | 119 | 119 | 141 | 138 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US g) | 404 | 431 | 417 | 435 | 432 | 435 | 444 | 444 | 455 |
| JP | : | : | 235 | 225 | 214 | 214 | : | : | : |

Annual average Source: Eurostat, AUVIS domain a) Source: CMT, Telecommunications Market Commission of Spain. A47Annual Report 1999; minutes per day

b) Source: CMT, Telecommunications Market Commission of Spain. c) Source: Marktest, Adults: 14 years old and more. d) Source: MMS (Mediemätningar i

Skandinavien AB). e) Source: European Audiovisual Observatory f) EU-15 estimate based on average among countries with data available for both daily viewing time and number of TV households g) US average time of TV usage per household, Source: Nielsen Media Research

6. Cable operating market and satellite market

Nearly 31% 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.

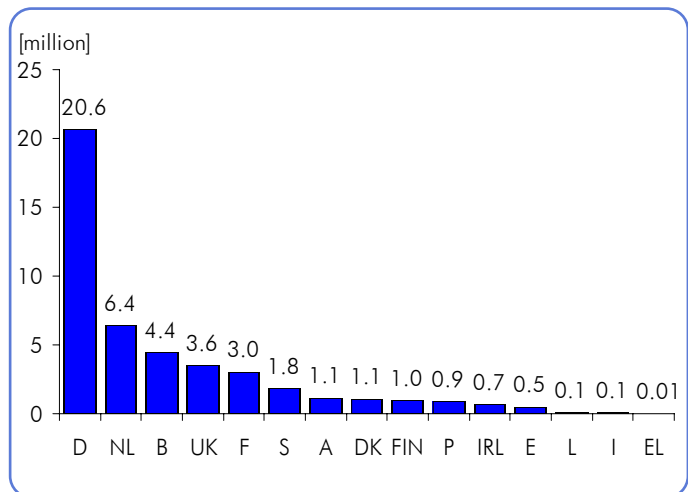
Unlike broadcast television stations, cable system operators derive most of their income from monthly subscriber fees. According to Eurostat estimates, 12.1 billion euro of income was received from subscription fees to cable networks and satellite channels in 2000.

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.

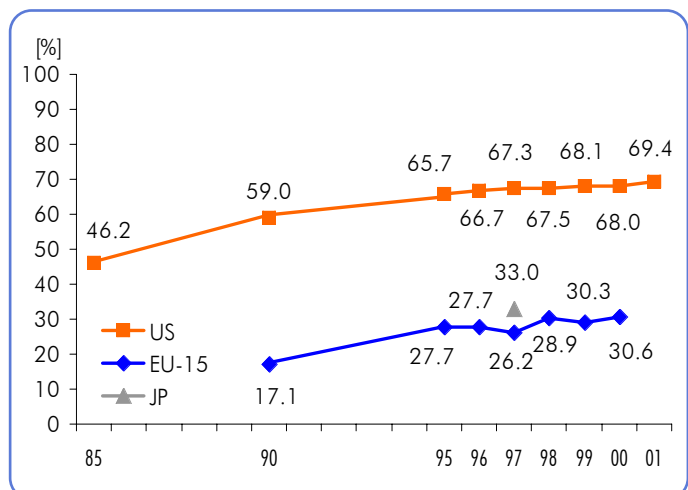
During the nineties the number of cable TV connections doubled in the EU: from 22 million in 1990 to 45 million in 2000. The EU country with the highest number of households connected to operated cable networks was Germany with 20.6 million households. Second was the Netherlands with 6.4 million households.

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 and the Netherlands, the cable connection rate is over 90%. In France and the UK, only 13% to 15% of the TV households are connected with cable TV. Italy, Greece, Iceland and Spain have a connection rate below 4%.

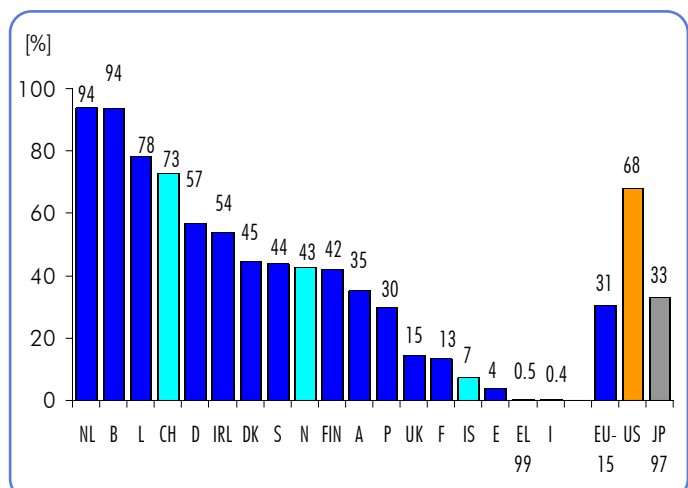
Households connected to operated cable networks in EU Member States in 2000



Connection to operated cable networks per TV household, 1980 - 2001



Connection to operated cable networks per TV household in 2000



Source: see tables on the following pages

6. Cable operating market and satellite market

One of five TV households in the EU watches satellite TV

The number of satellite households increased by 60% from 1995 to 2000 in the EU. In 2000, 22% of the TV households in the EU watched satellite TV.

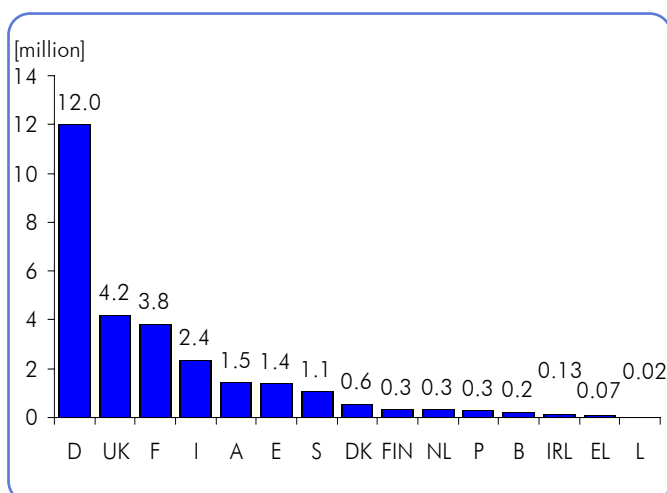
Austria is the country with the highest satellite household density, 45%, followed by Germany (32%) and Norway (27%). On the other end of the scale are Greece, with 3%, Belgium (5%) and the Netherlands (5%). Germany has the highest absolute number of satellite households in the EU: 12 million in 2000. 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 satellite households in the EU with 4.2 million households, closely followed by France with 3.8 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. However, the digital packages are also affected by pirates.

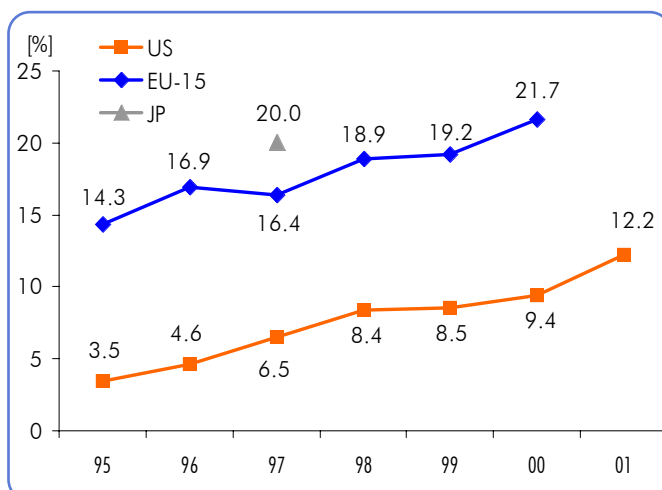
In 2001, only 12% of the American TV households watch satellite TV. The number of subscriptions has however increased by 390% since 1995. The income from subscription to cable networks and to encrypted airwave and satellite channels was highest in the United States, 19.8 billion euro in 1997. The number of subscribers has doubled in 2001, however, no detailed data are available yet. Most of the US income stems from basic cable subscription. The EU market was much smaller in value: 9.7 billion euro in 1997. However, the income growth is higher: 25%. Germany, the UK and France had each a total income exceeding 2 billion euro 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.

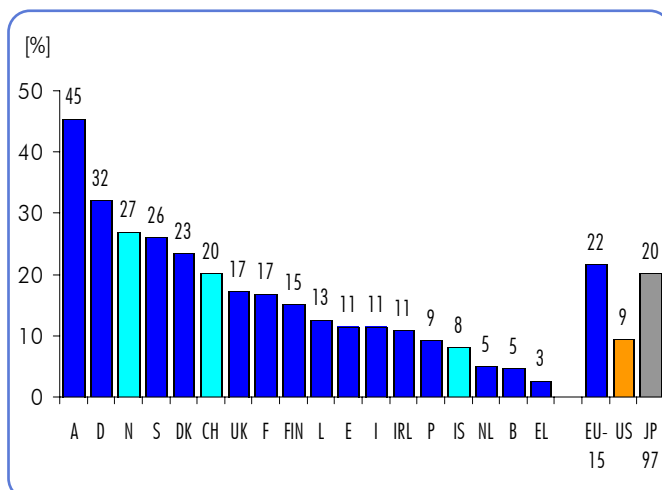
Satellite households in EU Member States in 2000



Satellite households as % of household, 1995 - 2001



Satellite households as % of TV households in 2000



Source: see tables on the following pages

6.1 Households passed by operated cable networks, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|--------|------|------|-------|-------|-------|----------|----------|----------|----------|----------|
| EU-15 | : | : | : | : | : | 62.44 | 66.14 | 68.49 | 70.63 | : |
| EUR-12 | : | : | : | : | : | 49.00 | 50.72 | 52.05 | 53.57 | : |
| B | : | : | 3.73 | 3.75 | 3.80 | 3.80 h) | 3.80 h) | 3.90 h) | 3.90 h) | 3.90 h) |
| DK | : | : | 1.52 | 1.50 | 1.60 | 1.60 | 1.65 | 1.67 h) | 1.67 h) | 1.70 h) |
| D | : | : | 15.96 | 24.19 | 24.92 | 24.90 h) | 25.60 h) | 26.00 h) | 26.00 h) | : h) |
| EL | : | : | : | : | : | : | : | 0.11 f) | : | : |
| E h) | : | : | : | : | : | 1.00 | 1.00 | 1.03 | 1.41 | 2.00 h) |
| F | : | 0.14 | 2.28 | 6.53 | 6.88 | 6.99 | 7.37 | 7.74 | 8.39 | : |
| IRL | : | : | 0.50 | 0.51 | 0.60 | 0.52 | 0.59 | 0.60 h) | 0.65 h) | : |
| I | : | : | : | 0.60 | : | 1.03 b) | 1.12 b) | 0.84 b) | : | : |
| L | : | : | : | 0.15 | : | : | : | 0.12 f) | : | : |
| NL | : | : | 5.25 | 6.05 | 6.10 | 6.20 | 6.28 | 6.46 f) | 6.46 h) | : |
| A h) | : | : | : | : | : | 1.69 | 1.70 | 1.70 | 1.70 | : |
| P | 0.00 | 0.00 | 0.00 | 0.38 | 0.98 | 1.47 | 1.83 | 2.26 c) | 2.60 c) | : |
| FIN h) | : | : | : | : | : | 1.20 | 1.20 | 1.30 | 1.35 | 1.39 |
| S | : | : | 1.60 | 2.10 | 2.20 | 2.40 | 2.40 | 2.60 h) | 2.75 h) | : |
| UK | : | : | 0.84 | 5.57 | 7.79 | 9.43 d) | 11.37 d) | 12.17 d) | 12.65 h) | 13.14 h) |
| IS | : | : | : | 0.01 | 0.02 | 0.02 e) | 0.03 e) | 0.03 e) | 0.03 e) | : |
| N | : | : | 0.68 | 0.80 | 0.83 | 0.83 | 0.85 h) | 0.90 h) | 0.90 h) | 1.10 h) |
| EEA | : | : | : | : | : | 63.28 | 67.02 | 69.42 | 71.56 | : |
| CH h) | : | : | : | : | : | 2.68 | 2.80 | 2.86 | 2.98 | 3.03 |
| US g) | : | : | : | 92.70 | 93.70 | 94.20 | 95.10 | 95.60 | 96.10 | : |
| JP | : | : | : | : | 14.80 | 19.32 | : | : | : | : |

Source: Eurostat, AUVIS domain a) Source: CMT, Telecommunications Market Commission of Spain. b) Telecom Italia (TI) c) Source: ICP d) source: ITC
e) Estimation based upon various sources. SI f) Eurostat estimate, based on Inside Cable & Telecoms Europe online database, adjusted by households g) Data estimated, based on the Motion Picture Association of America data h) Source: European Audiovisual Observatory

6.2 Households connected to operated cable networks, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|--------|-------|-------|-------|-------|-------|---------|---------|----------|----------|-------|
| EU-15 | : | : | 21.57 | 34.42 | 36.03 | 37.81 | 44.10 | 42.35 | 45.21 | : |
| EUR-12 | : | : | 19.07 | 30.35 | 31.61 | 33.42 | 39.16 | 36.93 | 38.84 | : |
| B | 2.31 | 2.82 | 3.37 | 3.63 | 3.68 | 3.72 | 3.74 | 4.07 i) | 4.43 i) | : |
| DK | 0.00 | 0.00 | 0.86 | 1.32 | 0.75 | : | : | 0.74 i) | 1.05 i) | : |
| D | : | 1.56 | 8.10 | 15.80 | 16.70 | 17.28 | 22.00 | 18.76 i) | 20.62 i) | : |
| EL | : | : | : | 0.00 | 0.00 | : | : | 0.02 f) | 0.01 i) | : |
| E | : | : | 0.11 | 0.40 | 0.44 | : | 0.48 | 0.45 f) | 0.47 a) | : |
| F | : | : | 0.52 | 1.89 | 2.11 | 2.35 | 2.59 | 2.84 | 3.04 | : |
| IRL | : | : | 0.39 | 0.46 | 0.47 | : | 0.54 | 0.59 i) | 0.66 i) | : |
| I | : | : | : | 0.32 | : | 0.84 b) | 1.07 b) | 1.10 b) | 0.09 i) | : |
| L | : | : | 0.10 | 0.13 | : | : | : | 0.13 i) | 0.12 i) | : |
| NL | 1.06 | 2.75 | 4.98 | 5.77 | 5.64 | 5.92 | 6.06 | 6.19 f) | 6.39 | : |
| A | : | 0.28 | 0.63 | 1.08 | 1.08 | 1.11 | 1.17 | 1.09 i) | 1.13 i) | : |
| P | 0.00 | 0.00 | 0.00 | 0.06 | 0.17 | 0.38 | 0.60 | : | 0.93 i) | : |
| FIN | 0.07 | 0.21 | 0.67 | 0.82 | 0.85 | 0.88 d) | 0.91 d) | 0.93 d) | 0.95 d) | : |
| S | : | : | 1.48 | 1.54 | 1.65 | 1.57 | 1.72 | 1.77 i) | 1.77 i) | : |
| UK | : | : | 0.16 | 1.22 | 2.02 | 2.07 e) | 2.47 e) | 2.91 e) | 3.55 e) | : |
| IS | : | : | : | : | : | 0.00 | 0.00 | 0.01 | 0.01 | : |
| N | : | : | 0.48 | 0.68 | 0.67 | 0.67 | 0.71 | 0.82 i) | 0.84 i) | : |
| EEA | : | : | 22.04 | 35.10 | 36.70 | 38.48 | 44.80 | 43.17 | 46.06 | : |
| CH | 0.85 | 1.28 | 1.87 | 2.40 | 2.46 | 2.52 | 2.54 | : | 2.21 i) | : |
| US g) | 17.63 | 39.78 | 54.93 | 62.68 | 63.97 | 65.95 | 67.10 | 68.60 | 69.50 | 73.20 |
| JP h) | : | : | 6.77 | 11.00 | 12.63 | 14.48 | 15.82 | 17.65 | 18.71 | : |

Source: Eurostat, AUVIS domain a) Source: CMT, Telecommunications Market Commission of Spain. b) Telecom Italia (TI) c) Source: ICP d) Source: Ministry of transport and communications. e) Source: ITC; According to ITC, all homes in UK connected to cable TV have to pay a subscription fee. f) Eurostat estimate, based on Inside Cable & Telecoms Europe online database, adjusted by households g) Data estimated, based on the Motion Picture Association of America data h) Source: source: Regional Broadcasting Division, Information and Communications Policy Bureau, Ministry of Public Management, Home Affairs, Post and Telecommunications i) Source: SES/ASTRA

6. Cable operating market and satellite market

6.3 Connection to operated cable networks per TV household, %

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | 17.1 | 24.6 | 27.7 | 26.2 | 30.3 | 28.9 | 30.6 |
| EUR-12 | : | : | 19.3 | 27.3 | 31.4 | 29.2 | 33.9 | 31.7 | 33.2 |
| B | : | : | 93.8 | 97.1 | 92.7 | 93.4 | 92.6 | : | 93.5 |
| DK | : | : | 39.6 | 57.9 | 32.7 | : | : | 31.5 | 44.6 |
| D | : | : | 30.6 | 44.4 | 46.3 | 46.7 | 59.5 | 50.3 | 57.0 |
| EL | : | : | : | 0.1 | 0.1 | : | : | 0.5 | : |
| E | : | : | 1.0 | 3.4 | : | : | 4.0 | 3.7 | 3.9 |
| F | : | : | 2.5 | 8.8 | 9.7 | 10.8 | 11.7 | 12.7 | 13.4 |
| IRL | : | : | 37.8 | 43.0 | 43.1 | : | 45.5 | 51.1 | 54.1 |
| I | : | : | : | 1.7 | : | 4.1 | 5.3 | 5.3 | 0.4 |
| L | : | : | 76.5 | 86.3 | : | : | : | : | 78.1 |
| NL | : | : | 84.7 | 91.0 | 87.8 | 91.0 | 92.3 | 92.9 | 94.0 |
| A | : | : | 22.6 | 36.6 | 36.1 | 37.0 | 38.6 | 35.0 | 35.3 |
| P | : | : | 0.0 | 1.8 | 5.6 | 12.6 | 19.6 | : | 29.8 |
| FIN | : | : | 32.4 | 37.6 | 38.8 | 39.9 | 40.6 | 41.7 | 42.1 |
| S | : | : | 40.1 | 39.0 | 41.0 | 40.0 | 43.0 | 44.3 | 44.0 |
| UK | : | : | 0.7 | 5.5 | 8.7 | 8.8 | 10.5 | 12.2 | 14.5 |
| IS | : | : | : | : | : | 0.0 | 2.0 | 5.1 | 7.1 |
| N | : | : | 28.7 | 37.5 | 36.5 | 35.9 | 37.5 | 42.7 | 42.7 |
| EEA | : | : | 17.2 | 24.8 | 27.8 | 26.3 | 30.4 | 29.0 | 30.7 |
| CH | : | : | 76.6 | 91.3 | 92.9 | 86.1 | 85.8 | : | 73.0 |
| US | : | : | 59.0 | 65.7 | 66.7 | 67.3 | 67.5 | 68.1 | 68.0 |
| JP | : | : | : | : | : | 33.0 | : | : | : |

Source: Eurostat, AUVIS domain

6.4 Cable operators

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|-------|--------|--------|--------|--------|--------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B g) | : | 42 | 34 | 34 | 32 | 31 | 31 | 31 | 30 |
| DK g) | : | : | : | : | : | 40 | 65 | 40 | : |
| D | : | : | : | : | : | 101 a) | 120 a) | : | : |
| EL | : | : | : | : | : | : | : | 1 g) | : |
| E | : | : | : | : | : | 28 b) | 28 b) | 28 b) | 28 b) |
| F | : | : | 58 | 110 | 129 | 121 | 144 | : | : |
| IRL | : | : | : | : | : | 5 g) | 5 g) | : | : |
| I | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 c) | : |
| L g) | : | : | 4 | 7 | 7 | : | : | : | : |
| NL | : | : | : | 169 | 100 | 127 | 120 | 91 | 50 |
| A g) | : | : | : | 49 | : | : | : | 270 | : |
| P | : | : | : | 10 | 13 | 15 | 15 | 14 d) | 16 d) |
| FIN g) | : | : | : | 103 | 106 | 106 e) | 100 e) | 100 e) | : |
| S | : | : | : | 7 | 7 | 4 | 4 l) | 4 | 4 |
| UK | : | : | : | : | : | 5 f) | 5 f) | 5 f) | : |
| IS | : | 1 | 2 | 2 | 2 | 3 | 4 | 4 | 4 |
| N | : | : | : | 50 | : | 50 | 40 | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | 290 | 300 h) | : |
| US | 4 225 | 6 600 | 9 575 | 11 126 | 11 119 | : | : | : | : |
| JP | : | : | : | : | : | 720 | : | : | : |

Source: Eurostat, AUVIS domain a) Source: Deutsche Telekom AG, Kabel Deutschland GmbH b) Source: CMT, Telecommunications Market Commission of Spain. Annual Report 1999 c) Autorità per le garanzie nelle telecomunicazioni (AUTCOM) d) Source: ICP e) Source: Ministry of transport and communications. f) based on ITC information. This is just main operators - who sub-contract areas out. g) Source: Inside Cable and Telecoms Europe online database

6.5 Satellite households, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|----------|------|------|------|-------|-------|----------|----------|----------|----------|
| EU-15 a) | : | : | : | 20.0 | 22.0 | 23.6 | 27.4 | 28.2 | 32.0 |
| EUR-12 | : | : | : | 15.3 | 16.7 | 18.1 | 21.5 | 22.2 | 26.2 |
| B | : | : | : | 0.26 | : | 0.30 | : | 0.15 f) | 0.22 f) |
| DK | 0.00 | 0.00 | 0.39 | 0.70 | 0.70 | : | 0.94 | 0.99 f) | 0.55 f) |
| D | : | : | 0.85 | 10.00 | 10.70 | 10.70 b) | 11.37 b) | 12.14 b) | 12.02 b) |
| EL | : | : | : | 0.02 | 0.02 | : | : | : | 0.07 f) |
| E | : | : | : | 0.65 | 0.74 | 0.73 d) | 1.10 d) | 1.23 d) | 1.38 d) |
| F | : | : | 0.48 | 1.00 | 1.34 | 1.86 | 3.50 | 4.03 | 3.82 |
| IRL | : | : | 0.02 | 0.08 | 0.10 | 0.11 | 0.11 | 0.11 f) | 0.13 f) |
| I | : | : | : | : | : | : | : | 2.17 f) | 2.35 f) |
| L | : | : | : | 0.02 | 0.02 | 0.02 | 0.02 | 0.02 | 0.02 |
| NL | : | : | : | 0.29 | : | 0.26 | 0.35 | 0.32 f) | 0.33 f) |
| A | 0.00 | 0.00 | : | 0.94 | 1.08 | 1.12 | 1.19 | 1.26 f) | 1.45 f) |
| P | : | : | : | 0.26 | 0.29 | 0.32 | 0.34 | 0.38 | 0.29 f) |
| FIN | : | : | 0.05 | 0.20 | 0.23 | 0.26 d) | 0.29 d) | 0.31 d) | 0.34 d) |
| S | : | : | 0.11 | 0.79 | 0.77 | 0.87 | 0.84 | 0.85 f) | 1.05 f) |
| UK | : | : | 1.28 | 3.28 | 3.79 | 3.80 e) | 4.12 e) | 4.11 e) | 4.20 e) |
| IS | 0.00 | 0.00 | : | 0.00 | 0.01 | 0.01 i) | 0.00 i) | : | 0.01 |
| N | : | : | : | 0.23 | 0.25 | 0.27 | 0.33 | 0.39 f) | 0.53 f) |
| EEA | : | : | : | 20.26 | 22.25 | 23.89 | 27.74 | 28.58 | 32.57 |
| CH | : | : | : | 0.17 | 0.25 | : | 0.36 | : | 0.61 f) |
| US g) | : | : | : | 3.30 | 4.40 | 6.40 | 8.30 | 8.60 | 9.60 |
| JP h) | : | : | 2.36 | 7.37 | 8.17 | 8.80 | 9.46 | 10.07 | 10.62 |

a) EU-15 data estimated based on average growth among 10 countries (87% of total) with data available for the whole period b)Source: SES / Infratec Burke, mid year data c) Source: Estudio General de Medios (EGM)-AIMC 1999-2000; Collective and individual dishes. d) Source: Satellite and Antenna Association e) Source: BARB f) Source: SES/ASTRA g) Source: Motion Picture Association of America, Nielsen Media Research h) source: NHK (Japan Broadcasting Corporation) i) Source: SSRI

6.6 Satellite households in % of all TV households

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | 14.3 | 16.9 | 16.4 | 18.9 | 19.2 | 21.7 |
| EUR-12 | : | : | 0.0 | 13.7 | 16.6 | 15.8 | 18.6 | 19.1 | 22.4 |
| B | : | : | : | 6.8 | : | 7.5 | : | 3.7 | 4.6 |
| DK | : | : | 17.8 | 30.7 | 30.4 | : | 39.9 | 42.1 | 23.4 |
| D | : | : | 3.2 | 28.1 | 29.6 | 28.9 | 30.8 | 32.6 | 32.2 |
| EL | : | : | : | 0.6 | 0.6 | : | : | : | 2.5 |
| E | : | : | : | 5.5 | : | 6.1 | 9.2 | 10.1 | 11.4 |
| F | : | : | 2.3 | 4.7 | 6.2 | 8.5 | 15.8 | 18.0 | 16.8 |
| IRL | : | : | 2.0 | 7.9 | 9.2 | 9.7 | 9.4 | 9.5 | 10.9 |
| I | : | : | : | : | : | : | : | 10.5 | 11.3 |
| L | : | : | : | 13.1 | 12.7 | 12.5 | 12.3 | 13.5 | 12.5 |
| NL | : | : | : | 4.6 | : | 4.0 | 5.3 | 4.8 | 4.9 |
| A | : | : | : | 31.9 | 36.1 | 37.3 | 39.2 | 40.5 | 45.3 |
| P | : | : | : | 8.2 | 9.6 | 10.4 | 11.2 | 12.1 | 9.3 |
| FIN | : | : | 2.2 | 9.1 | 10.6 | 11.9 | 12.8 | 14.0 | 15.2 |
| S | : | : | 3.0 | 20.0 | 19.0 | 22.0 | 21.0 | 21.3 | 25.9 |
| UK | : | : | 5.9 | 14.7 | 16.3 | 16.3 | 17.4 | 17.2 | 17.2 |
| IS | : | : | : | 4.3 | 5.3 | 5.2 | 3.3 | : | 8.1 |
| N | : | : | : | 12.8 | 13.5 | 14.6 | 17.5 | 20.3 | 26.9 |
| EEA | : | : | : | 14.3 | 16.8 | 16.3 | 18.8 | 19.2 | 21.7 |
| CH | : | : | : | 6.4 | 9.4 | : | 12.1 | : | 20.1 |
| US | : | : | : | 3.5 | 4.6 | 6.5 | 8.4 | 8.5 | 9.4 |
| JP | : | : | : | : | : | 20.0 | : | : | : |

Source: Eurostat, AUVIS domain

6. Cable operating market and satellite market

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 | 2000 |
|----------------------|------|------|------|--------|--------|--------|--------|--------|--------|
| EU-15 ^{a)} | : | : | : | 6 682 | 7 743 | 9 651 | 11 233 | 11 081 | 12 135 |
| EUR-12 ^{a)} | : | : | : | 5 086 | 5 705 | 6 886 | 8 103 | 7 902 | 8 692 |
| 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 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | 283 | 310 | 361 | : | : | : |
| US ^{b)} | : | : | : | 12 767 | 15 987 | 20 458 | 24 173 | 28 618 | 38 940 |
| JP | : | : | : | 1 135 | 1 396 | 1 874 | : | : | : |

Source: OECD,

a) Eurostat estimate based on assumption on constant subscription fee per paying household

b) Source: Standard & Poor's and AC Nielsen

6.8 Digital satellite and cable TV households, million

| 2000 | Digital Satellite TV | Digital cable TV |
|--------|----------------------------|------------------------|
| EU-15 | 13.00 | 4.64 |
| EUR-12 | 7.72 | 1.99 |
| B | 0.04 | 0.00 |
| DK | 0.10 | 0.04 |
| D | 1.19 | 1.55 |
| EL | 0.02 | 0.00 |
| E | 1.37 | 0.00 |
| F | 2.83 | 0.33 |
| IRL | 0.06 | 0.00 |
| I | 1.92 | 0.09 |
| L | 0.01 | 0.00 |
| NL | 0.14 | 0.00 |
| A | 0.11 | 0.02 |
| P | 0.00 | 0.00 |
| FIN | 0.03 | 0.00 |
| S | 0.20 | 0.07 |
| UK | 4.98 | 2.54 |
| IS | : | : |
| N | 0.13 | 0.04 |
| EEA | 13.13 | 4.68 |
| CH | 0.09 | 0.00 |
| US | : | : |
| JP | : | : |

Source: SES/ASTRA

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 10.2 billion euro, which is 25% of world music sales in 2000. The music market growth of 31% from 1990 to 1997 was larger than the overall retail trade growth of 15% in the EU during the same period. Turnover from sound recordings sales grew 57% in the EU from 1990 to 2000. The US music market growth was however even stronger during the second half of the nineties, reaching 15.2 billion euro, 38% of world sales in 2000. The Japanese sales volume stayed at around 6 billion euro during the second half of the nineties and reached 7.1 billion euro, 18% of world sales, in 2000. The global music market had a volume of 40 billion euro in 2000, down by 4% in constant US dollar value compared to the year before.

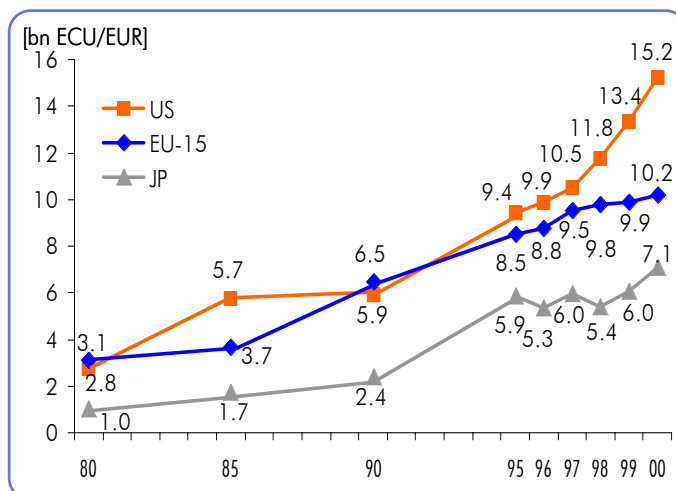
Global recorded music sales down 5% in first half 2001

World sales of recorded music fell by 5% in value and 6.7% in units in the first half of 2001, with decline in all major markets, except the UK and France. Music sales declined in varying degrees in every region: down by 5% in North America, down less than 1% in Europe, down by 8% in Asia and down 20% in Latin America. The falls are attributed to several factors, including economic slowdown, a massive proliferation of CD burning and increasing availability of unauthorised Internet downloads. The CD albums market dropped by 24% in Denmark, 13% in Germany, 7% in Sweden and 5% in the US.

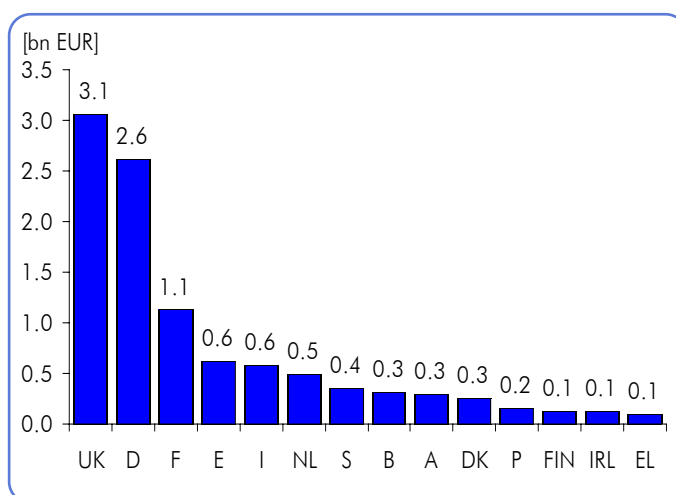
Surge in pirate music sales

According to IFPI, sales of pressed pirate CDs were 475 million units and pirate CD-R sales were 165 million units in 2000. Meanwhile, 1 200 million pirate cassettes were sold. Estimating the pirate prices, the global music pirate business was worth about 4 600 million euro in 2000. Price, cheap technologies for illegal commercial copies and inadequate enforcement by governments are believed to be the main reasons for the piracy growth. In addition, the Internet, with the proliferation of file-swapping techniques such as Kazaa and Morpheus, is virtually a 100% pirate medium. By its peer-to-peer nature, it is difficult to measure the number of files being swapped. Sony started to sell CDs embedded with Key2Audio copy protection. Should the consumer try to play such a "CD" on a PC or Macintosh, the computer likely will crash. More than 10 million discs using Key2Audio CD-audio copy protection have been produced and sold, primarily in Europe. China, Russia, Mexico and Brazil are the top four countries on the IFPI list of domestic piracy, while Eastern Europe, particularly Ukraine tops the list of manufacturers and exporters of pirate music.

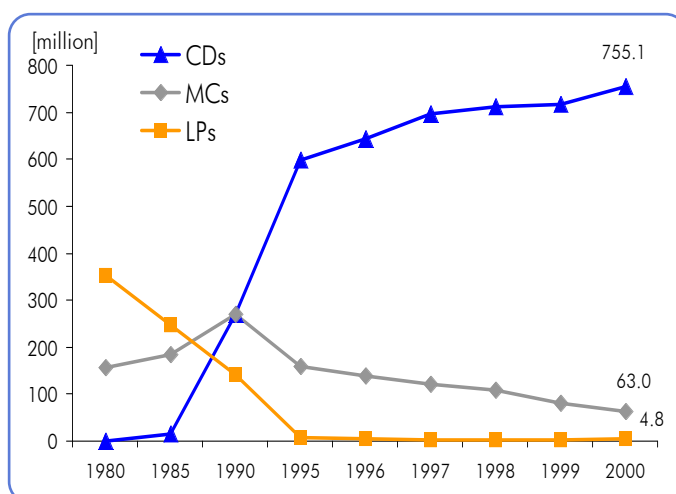
Turnover from sound recordings sales, 1980 - 2000



Turnover from sound recordings sales in EU Member States in 2000



Number of sound recordings sold in the EU, 1980 - 2000



Source: see tables on the following pages

7. Sound recordings market

The music market in 2000

The UK and Germany are the two largest markets in the EU with 3.1 billion and 2.6 billion euro of sales value respectively, followed by France with 1.1 billion euro. Together these countries account for two thirds of the sales value in the EU.

The British spend most per capita, about 51 euro per inhabitant, followed by the Danes, with 47 euro, and the Swedes with 40 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 share of CD units in total sound recording units increased to 33% in 1990. Since 1995 it has grown steadily from a share of 66% to 75% in 2000.

In 1995 the share of vinyl LPs had decreased to 1%. However, the LPs are still for sale on the market and reached 4.8 million units in 2000 (0.5% of the sales).

While music cassettes are still predominant in Asia (except Japan) accounting for around 50% of the market in 2000, their share of sound recordings has decreased in the EU during the nineties: from 33% in 1990 to 6.3% in 2000.

The share of singles has increased slightly during the nineties in the EU: from 17% (141 million units) in 1990 to 19% (188 million units) in 2000.

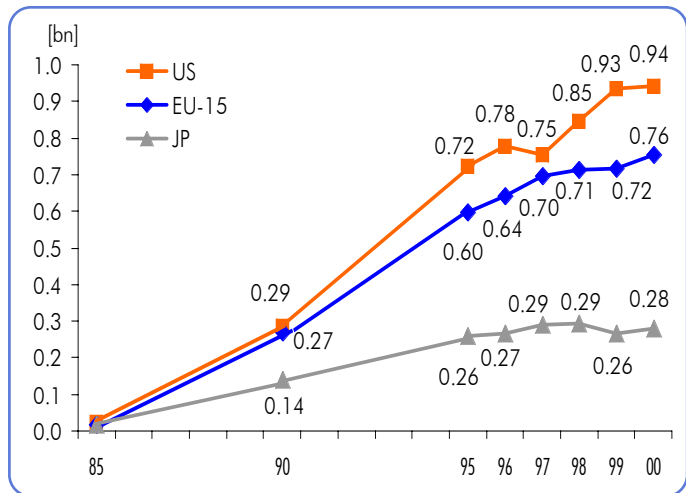
The sales of CDs increased nearly threefold in volume in the EU over the nineties

The sales of CDs increased from 270 million units in 1990 to 755 million units in the EU in 2000. The sales volume increased even more in the United States, by 230% during the nineties, from 287 million to 943 million units. In Japan the growth was smaller: sales just doubled in volume. In 1999, the number of CDs sold declined by 9% in Japan, however, the market recovered with an increase of 5.1% in 2000.

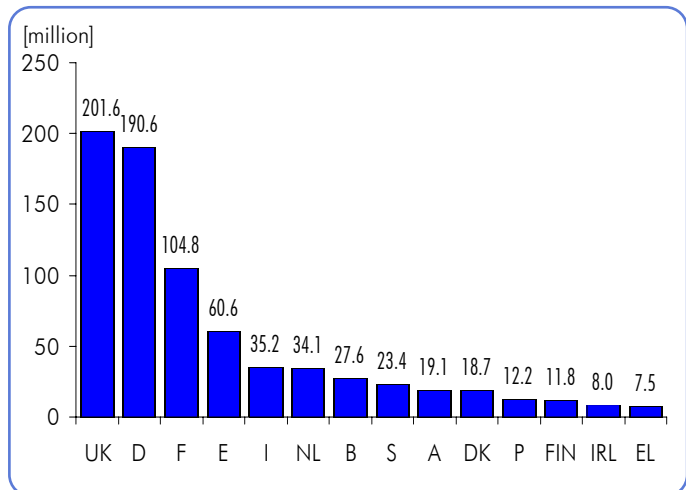
The United Kingdom is the largest market in the EU with 202 million CDs (27% of the EU market) sold in 2000. Second is Germany with nearly 191 million CDs sold (25% of the EU market).

Denmark is however the country where the average citizen buys most CDs: 3.5 per capita. The United Kingdom is second with 3.4 CDs per capi-

CDs sold, 1985 - 2000



CDs sold in EU Member States in 2000



Source: see tables on the following pages

ta per year, third is Belgium with 2.7. On the other hand of the scale is Italy with 0.6 CDs per capita and Greece with 0.7 CDs per capita.

In Japan, 95% of the households own CD players. The Japanese households buy 67% of the sound recordings in the form of a CD. The Netherlands is the EU Member State with the highest CD player saturation: 92% of the private households own CD players. There are 1.6 CD players per capita in the Netherlands. CDs account for 86% 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 UK takes the lead with 13 CDs per CD

player household, followed by Norway (12), Iceland (11) and the US (10). Italy is on the other side of the scale with 4 CDs per CD player household, followed by France and the Netherlands with 5.

Domestic or international music repertoire: varies country by country

The nineteen most important countries in sales value account for over 90% of the world sales volume. The United States is the largest market, followed by the EU and Japan. The largest EU country market is the UK. Another eight EU countries are on the top list. Four countries belong to the Americas and four to Asia.

The importance of national repertoire

The International recording industry is producing more national repertoire than ever before, with seven out of every ten records sold worldwide carrying music by local artists. Recordings by domestic artists have risen from 58% to 68% of sales between 1991 and 2000.

Domestic music plays a significant role in the United States. Country music accounts for 11% of sales, Rhythm & Blues also 11% and Pop 10% in 1999. 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: 54%, followed by France with 45%. Switzerland, Belgium, the Netherlands and Norway are the European countries with highest international repertoire: 83%, 64% and 63% respectively.

Rap, Hip-Hop and other forms of urban music are the fastest rising music genres in major markets. In the US and UK, Rock and Heavy Metal accounted for one in four records sales in 2000. But the share of Rap and Hip-Hop rose to 13% in the US and doubled to 4% in the UK.

Classical music plays a marginal role. In the US it stayed at 3% of market value during the nineties. In the Netherlands, Switzerland, Austria and Finland it reached between 7% and 11% in 2000.

Regional repertoire is identified in a few countries. In Portugal it accounts for 8% of market value, in Spain just for 1%.

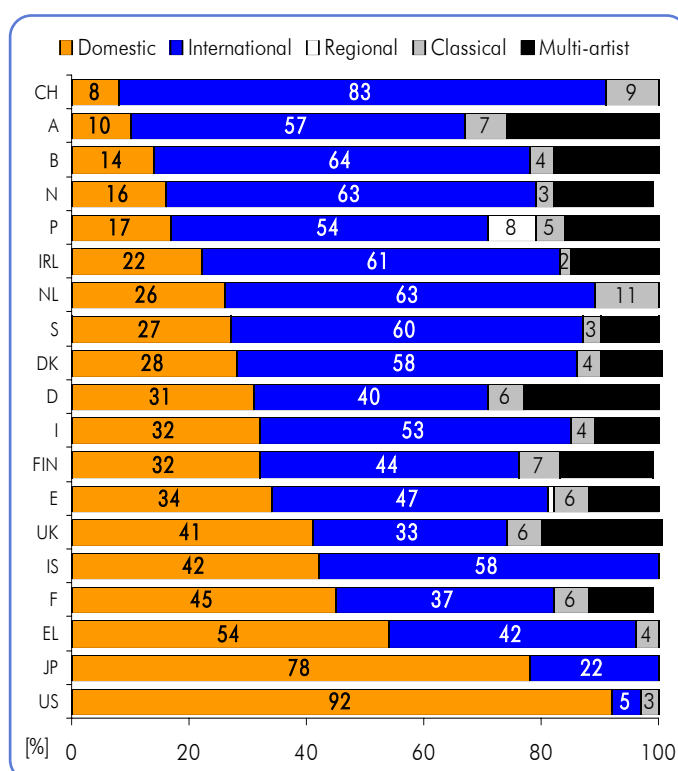
Top 20 music sales ranking in 2000,

source: Eurostat, see table 7.1 and the International Federation of the Phonographic Industry for non-EU countries

| Rank | Market | Turnover (bn EUR) |
|------|--------------|-------------------|
| 1 | USA | 15.23 |
| 2 | Japan | 7.08 |
| 3 | UK | 3.06 |
| 4 | Germany | 2.62 |
| 5 | France | 1.12 |
| 6 | Canada | 0.89 |
| 7 | Brazil | 0.78 |
| 8 | Mexico | 0.72 |
| 9 | Spain | 0.61 |
| 10 | Australia | 0.61 |
| 11 | Italy | 0.58 |
| 12 | Netherlands | 0.49 |
| 13 | Sweden | 0.35 |
| 14 | South Korea | 0.32 |
| 15 | Austria | 0.31 |
| 16 | Switzerland | 0.29 |
| 17 | Taiwan | 0.26 |
| 18 | India | 0.26 |
| 19 | Denmark | 0.25 |
| 20 | Norway | 0.25 |
| | EU-15 | 10.09 |

2000 repertoire origin as % of market value,

source: the International Federation of the Phonographic Industry



7. Sound recordings market

7.1 Turnover from sound recordings sales, million ECU/EUR

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|---------------|
| EU-15 | 3 107 | 3 678 | 6 479 | 8 513 | 8 753 | 9 543 | 9 770 | 9 733 | 10 085 |
| EUR-12 | 2 199 | 2 339 | 4 473 | 6 015 | 6 115 | 6 569 | 6 666 | 6 417 | 6 420 |
| B | 99 | 90 | 190 | 362 | 331 | 308 | 331 | 169 | 176 |
| DK | 49 | 62 | 122 | 234 | 242 | 241 | 238 | 248 | 253 |
| D | 982 | 1 053 | 1 776 | 2 498 | 2 532 | 2 748 | 2 692 | 2 648 | 2 615 |
| EL | 36 | 43 | 54 | 100 | 99 | 103 | 107 | 93 | 98 |
| E | 168 | 128 | 413 | 429 | 461 | 534 | 599 | 592 | 611 b) |
| F | 370 | 356 | 758 | 1 037 | 1 043 | 1 145 | 1 158 | 1 136 | 1 125 |
| IRL | : | 25 | : | 60 | 69 | 91 | 101 | 116 | 131 |
| I | 212 | 238 | 460 | 450 | 502 | 522 | 585 | 603 | 578 |
| L | : | : | : | : | : | : | : | : | : |
| NL | 196 | 215 | 506 | 547 | 520 | 537 | 505 | 490 | 494 |
| A | 56 | 67 | 132 | 315 | 318 | 316 | 312 | 303 | 314 |
| P | 33 | 39 | 47 | 107 | 124 | 142 | 150 | 148 | 154 |
| FIN | 49 | 86 | 137 | 110 | 116 | 123 | 125 | 120 | 125 |
| S | 99 | 147 | 226 | 297 | 317 | 328 | 317 | 339 | 350 |
| UK | 734 | 1 130 | 1 657 | 1 959 | 2 079 | 2 405 | 2 549 | 2 729 | 3 061 |
| IS | : | : | : | 12 | 13 | 13 | 17 | 19 | 19 |
| N | 51 | 90 | 93 | 222 | 209 | 230 | 246 | 245 | 252 |
| EEA | 3 133 | 3 769 | 6 572 | 8 739 | 8 975 | 9 786 | 10 033 | 9 996 | 10 355 |
| CH | 67 | 102 | 211 | 342 | 316 | 273 | 278 | 260 | 286 |
| US | 2 774 | 5 738 | 5 922 | 9 419 | 9 871 | 10 499 | 11 768 | 13 372 | 15 231 |
| JP | 1 033 | 1 717 | 2 396 | 5 883 | 5 327 | 5 977 | 5 404 | 6 043 | 7 080 |

a) B, DK, EL, IRL, I, A, P, S, UK, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) Source: International Federation of Phonographic Industry

7.2 Total sound recordings sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|----------------|----------------|
| EU-15 | 759.3 | 684.0 | 820.6 | 922.1 | 968.0 | 1 035.8 | 1 025.3 | 1 007.9 | 1 011.9 |
| EUR-12 | 559.7 | 469.1 | 573.8 | 612.8 | 637.4 | 705.9 | 690.0 | 683.8 | 680.4 |
| B | 25.1 | 17.4 | 21.3 | 20.6 | 26.0 | 27.0 | 31.5 | 36.9 | 35.5 |
| DK | 8.9 | 9.4 | 10.1 | 15.6 | 18.4 | 19.2 | 18.6 | 19.1 | 20.4 |
| D | 198.0 | 179.8 | 221.9 | 252.8 | 263.4 | 293.8 | 276.4 | 272.6 | 262.2 |
| EL | 9.0 | 10.3 | 8.5 | 8.4 | 8.4 | 8.3 | 9.6 | 8.4 | 9.1 |
| E | 50.5 | 29.1 | 50.6 | 52.6 | 51.4 | 54.9 | 60.4 | 61.4 | 71.3 d) |
| F | 140.4 | 120.2 | 131.5 | 137.1 | 145.2 | 158.0 | 154.7 | 151.0 | 150.5 |
| IRL | : | 3.8 | : | 5.2 | 6.1 | 8.1 | 9.0 | 9.5 | 11.0 |
| I | 59.5 | 43.2 | 56.7 | 44.7 | 43.5 | 60.4 | 51.8 | 53.9 | 48.1 |
| L | : | : | : | : | : | : | : | : | : |
| NL | 45.5 | 34.0 | 47.3 | 44.3 | 43.3 | 45.5 | 41.4 | 39.4 | 39.5 |
| A | 12.1 | 11.3 | 14.4 | 24.8 | 24.4 | 24.4 | 23.2 | 22.4 | 23.4 |
| P | 9.3 | 7.8 | 5.8 | 11.9 | 14.3 | 14.5 | 19.7 | 16.8 | 16.8 |
| FIN | 10.4 | 12.2 | 15.7 | 10.4 | 11.4 | 10.9 | 12.3 | 11.5 | 12.9 d) |
| S | 15.1 | 20.2 | 27.2 | 26.8 | 25.6 | 25.8 | 27.6 | 27.2 | 28.8 |
| UK | 170.5 | 185.2 | 209.5 | 266.9 | 286.7 | 284.9 | 289.5 | 277.7 | 282.3 d) |
| IS | : | : | : | 0.6 | 0.7 | 0.7 | 0.8 | 0.9 | 0.8 e) |
| N | 7.6 | 9.7 | 9.2 | 16.0 | 14.8 | 15.4 | 17.1 | 16.6 | 15.7 b) |
| EEA | 761.8 | 693.7 | 829.8 | 938.7 | 983.5 | 1 051.9 | 1 043.6 | 1 025.4 | 1 028.4 |
| CH | 14.3 | 15.0 | 21.6 | 28.2 | 27.1 | 26.9 | 26.2 | 24.9 | 25.9 |
| US | 683.7 | 649.4 | 856.5 | 1 100.1 | 1 120.3 | 1 044.5 | 1 095.9 | 1 134.9 | 1 061.0 |
| JP | 219.9 | 175.7 | 237.1 | 421.7 | 426.7 | 462.2 | 454.3 | 407.8 | 415.3 |

Sum of singles, LPs, CDs and MCs

a) DK, EL, IRL, I, NL, A, P, IS, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) excluding LPs sold

c) Source: International Federation of Phonographic Industry

d) Source: British Phonographic Industry Limited

e) only CDs sold

7.3 Singles sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| EU-15 | 248.8 | 238.1 | 140.6 | 158.5 | 181.5 | 213.1 | 202.0 | 206.0 | 187.7 |
| EUR-12 | 165.2 | 157.4 | 75.8 | 84.5 | 99.6 | 121.5 | 117.0 | 119.3 | 115.1 |
| B | 12.5 | 9.7 | 7.7 | 3.7 | 4.8 | 6.2 | 8.7 | 7.8 | 7.8 |
| DK | 2.0 | 1.9 | 1.0 | 0.5 | 0.8 | 1.1 | 1.2 | 1.3 | 1.5 |
| D | 45.0 | 49.6 | 27.2 | 44.1 | 48.5 | 55.3 | 54.0 | 53.7 | 51.1 |
| EL | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 1.0 | 1.2 |
| E | 7.0 | 4.0 | 1.6 | 0.9 | 0.9 | 1.6 | 1.3 | 2.4 | 1.9 b) |
| F | 54.3 | 65.1 | 28.0 | 21.7 | 30.4 | 42.7 | 36.5 | 36.4 | 36.8 |
| IRL | : | 1.2 | : | 1.0 | 1.3 | 1.8 | 1.9 | 2.3 | 2.2 |
| I | 24.5 | 9.2 | 2.0 | 1.5 | 1.4 | 2.2 | 3.0 | 5.1 b) | 4.0 b) |
| L | : | : | : | : | : | : | : | : | : |
| NL | 14.0 | 12.1 | 6.3 | 7.9 | 7.9 | 7.8 | 6.6 | 5.4 | 5.0 |
| A | 4.0 | 3.7 | 2.4 | 3.3 | 3.9 | 3.2 | 3.1 | 3.7 | 3.7 |
| P | 3.7 | 2.9 | 0.2 | 0.1 | 0.1 | 0.3 | 0.6 | 1.0 | 0.8 |
| FIN | : | : | 0.4 | 0.3 | 0.4 | 0.4 | 0.5 | 0.5 | 0.6 b) |
| S | 2.0 | 5.0 | 4.9 | 2.8 | 2.9 | 3.5 | 4.4 | 5.4 | 5.1 |
| UK d) | 77.9 | 73.8 | 58.9 | 70.7 | 78.3 | 87.0 | 79.4 | 80.1 | 66.1 |
| IS | : | : | : | : | : | : | : | : | : |
| N | 0.6 | 1.4 | 0.6 | 1.8 | 1.8 | 2.0 | 1.9 | 1.7 | 1.1 |
| EEA | 247.7 | 239.5 | 141.2 | 160.3 | 183.3 | 215.1 | 203.9 | 207.7 | 188.8 |
| CH | 3.0 | 4.2 | 1.4 | 2.5 | 2.8 | 4.8 | 3.4 | 3.3 | 3.3 |
| US | 164.3 | 120.7 | 116.1 | 102.4 | 113.2 | 117.0 | 87.7 | 75.3 | 40.3 |
| JP | 83.6 | 53.2 | 51.8 | 145.0 | 145.8 | 156.4 | 138.0 | 128.1 | 124.4 |

Include Vinyl, CD and MC singles

a) DK, EL, IRL, NL, A, P, IS, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) Source: International Federation of Phonographic Industry

d) Source: 1998-2000; British Phonographic Industry Limited

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 32.8 | 34.8 | 17.1 | 17.2 | 18.8 | 20.6 | 19.7 | 20.4 | 18.6 |
| EUR-12 | 29.5 | 33.6 | 13.2 | 13.8 | 15.6 | 17.2 | 17.0 | 17.4 | 16.9 |
| B | 49.8 | 56.0 | 36.0 | 17.9 | 18.5 | 23.0 | 27.7 | 21.1 | 21.9 |
| DK | 22.4 | 19.8 | 9.9 | 3.2 | 4.3 | 5.7 | 6.5 | 6.8 | 7.4 |
| D | 22.7 | 27.6 | 12.3 | 17.4 | 18.4 | 18.8 | 19.5 | 19.7 | 19.5 |
| EL | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.3 | 11.9 | 13.2 |
| E | 13.9 | 13.6 | 3.2 | 1.7 | 1.8 | 2.9 | 2.1 | 3.9 | 2.7 |
| F | 38.7 | 54.1 | 21.3 | 15.9 | 20.9 | 27.0 | 23.6 | 24.1 | 24.5 |
| IRL | : | 30.9 | : | 19.9 | 20.9 | 22.2 | 21.1 | 24.2 | 19.9 |
| I | 41.2 | 21.3 | 3.5 | 3.4 | 3.2 | 3.6 | 5.8 | 9.5 | 8.3 |
| L | : | : | : | : | : | : | : | : | : |
| NL | 30.8 | 35.6 | 13.3 | 17.8 | 18.2 | 17.1 | 15.9 | 13.7 | 12.7 |
| A | 33.2 | 32.8 | 16.7 | 13.2 | 16.0 | 13.1 | 13.4 | 16.5 | 15.8 |
| P | 39.5 | 36.6 | 3.4 | 0.8 | 0.7 | 2.1 | 3.0 | 6.0 | 4.8 |
| FIN | : | : | 2.5 | 2.9 | 3.5 | 3.7 | 4.1 | 4.3 | 4.7 |
| S | 13.0 | 24.9 | 18.0 | 10.4 | 11.4 | 13.6 | 15.9 | 19.8 | 17.7 |
| UK | 45.7 | 39.8 | 28.1 | 26.5 | 27.3 | 30.5 | 27.4 | 28.8 | 23.4 |
| IS | : | : | : | : | : | : | : | : | : |
| N | 7.8 | 14.4 | 6.7 | 11.2 | 12.2 | 13.0 | 11.1 | 10.2 | : |
| EEA | 32.5 | 34.5 | 17.0 | 17.1 | 18.6 | 20.4 | 19.5 | 20.3 | : |
| CH | 21.3 | 28.1 | 6.5 | 8.9 | 10.3 | 17.8 | 13.0 | 13.3 | 12.7 |
| US | 24.0 | 18.6 | 13.6 | 9.3 | 10.1 | 11.2 | 8.0 | 6.6 | 3.8 |
| JP | 38.0 | 30.3 | 21.8 | 34.4 | 34.2 | 33.8 | 30.4 | 31.4 | 30.0 |

7. Sound recordings market

7.5 Music Cassettes sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|-------|-------|-------|-------|-------|-------|-------|---------|--------|
| EU-15 | 157.1 | 184.0 | 269.6 | 159.8 | 139.4 | 121.6 | 107.5 | 80.9 | 64.2 |
| EUR-12 | 125.5 | 121.9 | 187.1 | 103.0 | 90.8 | 83.3 | 74.3 | 61.7 | 52.3 |
| B | 2.3 | 1.6 | 2.9 | 0.8 | 0.6 | 0.4 | 0.3 | 0.2 | 0.1 |
| DK | 2.5 | 2.0 | 1.8 | 1.0 | 0.7 | 0.5 | 0.2 | 0.2 | 0.2 |
| D | 43.5 | 49.4 | 74.6 | 31.4 | 30.0 | 28.6 | 25.3 | 20.3 | 19.7 |
| EL | 2.5 | 5.2 | 2.9 | 1.1 | 0.6 | 0.5 | 0.5 | 0.5 | 0.4 |
| E | 27.1 | 13.4 | 23.5 | 17.9 | 15.1 | 13.8 | 12.4 | 10.6 | 8.8 b) |
| F | 21.7 | 20.7 | 42.0 | 22.2 | 17.3 | 14.9 | 13.8 | 11.4 | 8.4 |
| IRL | : | 1.4 | : | 1.7 | 1.7 | 1.7 | 1.5 | 1.1 | 0.8 |
| I | 16.0 | 16.1 | 25.1 | 15.1 | 14.3 | 16.3 | 14.1 | 12.9 b) | 8.9 b) |
| L | : | : | : | : | : | : | : | : | : |
| NL | 4.5 | 5.5 | 3.4 | 1.2 | 0.8 | 0.6 | 0.4 | 0.3 | 0.3 |
| A | 2.4 | 1.8 | 3.2 | 3.2 | 1.9 | 1.3 | 0.9 | 0.7 | 0.6 |
| P | 1.3 | 1.3 | 2.6 | 5.1 | 5.6 | 3.4 | 3.8 | 2.9 | 3.8 |
| FIN | 4.3 | 5.5 | 6.8 | 3.3 | 3.0 | 1.8 | 1.3 | 0.8 | 0.5 b) |
| S | 2.6 | 4.7 | 5.7 | 2.4 | 1.7 | 1.2 | 0.8 | 0.6 | 0.3 b) |
| UK c) | 25.2 | 55.4 | 75.1 | 53.4 | 46.2 | 36.6 | 32.2 | 18.4 | 11.4 |
| IS | : | : | : | : | : | 0.0 | 0.0 | 0.0 | : |
| N | 3.2 | 4.2 | 4.1 | 1.6 | 0.8 | 0.5 | 0.3 | 0.3 | 0.1 |
| EEA | 159.1 | 188.2 | 273.7 | 161.4 | 140.2 | 122.1 | 107.8 | 81.2 | 64.3 |
| CH | 3.4 | 3.3 | 6.0 | 2.8 | 2.1 | 1.5 | 1.5 | 0.9 | 0.7 |
| US | 196.6 | 339.1 | 442.2 | 272.6 | 225.3 | 171.9 | 158.7 | 122.9 | 76.0 |
| JP | 64.0 | 59.6 | 46.2 | 9.0 | 7.4 | 7.7 | 10.3 | 6.6 | 6.5 |

a) B, DK, EL, IRL, NL, A, P, IS, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) Source: International Federation of Phonographic Industry

c) Source: 1998-2000; British Phonographic Industry Limited

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 20.7 | 26.9 | 32.9 | 17.3 | 14.4 | 11.7 | 10.5 | 8.0 | 6.3 |
| EUR-12 | 22.4 | 26.0 | 32.6 | 16.8 | 14.2 | 11.8 | 10.8 | 9.0 | 7.7 |
| B | 9.1 | 9.4 | 13.8 | 3.9 | 2.3 | 1.5 | 1.0 | 0.5 | 0.3 |
| DK | 28.6 | 21.6 | 17.8 | 6.4 | 3.8 | 2.6 | 1.1 | 1.0 | 1.0 |
| D | 22.0 | 27.5 | 33.6 | 12.4 | 11.4 | 9.7 | 9.2 | 7.4 | 7.5 |
| EL | 27.5 | 50.5 | 34.3 | 13.1 | 7.1 | 6.0 | 5.2 | 5.9 | 4.4 |
| E | 53.6 | 46.1 | 46.5 | 33.9 | 29.3 | 25.1 | 20.6 | 17.2 | 12.3 |
| F | 15.5 | 17.2 | 31.9 | 16.2 | 11.9 | 9.4 | 8.9 | 7.5 | 5.6 |
| IRL | : | 36.0 | : | 33.2 | 27.3 | 20.9 | 16.6 | 11.6 | 7.3 |
| I | 26.9 | 37.2 | 44.3 | 33.8 | 32.9 | 27.0 | 27.1 | 23.9 | 18.5 |
| L | : | : | : | : | : | : | : | : | : |
| NL | 9.9 | 16.2 | 7.2 | 2.7 | 1.8 | 1.3 | 1.0 | 0.8 | 0.8 |
| A | 19.7 | 16.1 | 22.2 | 12.8 | 7.8 | 5.3 | 3.9 | 3.1 | 2.6 |
| P | 13.7 | 16.5 | 44.8 | 42.9 | 39.2 | 23.4 | 19.3 | 17.3 | 22.6 |
| FIN | 41.3 | 45.1 | 43.3 | 31.7 | 26.3 | 16.5 | 10.6 | 7.0 | 3.9 |
| S | 17.2 | 23.1 | 20.9 | 9.0 | 6.7 | 4.6 | 2.9 | 2.2 | 1.0 |
| UK | 14.8 | 29.9 | 35.8 | 20.0 | 16.1 | 12.8 | 11.1 | 6.6 | 4.0 |
| IS | : | : | : | : | : | 2.9 | 1.3 | 0.9 | : |
| N | 42.8 | 43.3 | 44.5 | 10.0 | 5.4 | 3.2 | 1.8 | 1.8 | : |
| EEA | 20.9 | 27.1 | 33.0 | 17.2 | 14.3 | 11.6 | 10.3 | 7.9 | : |
| CH | 24.1 | 21.8 | 27.8 | 9.9 | 7.7 | 5.6 | 5.7 | 3.6 | 2.7 |
| US | 28.8 | 52.2 | 51.6 | 24.8 | 20.1 | 16.5 | 14.5 | 10.8 | 7.2 |
| JP | 29.1 | 33.9 | 19.5 | 2.1 | 1.7 | 1.7 | 2.3 | 1.6 | 1.6 |

7.7 LPs sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|--------|--------|-------|------|------|------|-------|---------|---------|
| EU-15 | 353.4 | 246.7 | 140.3 | 6.3 | 4.1 | 3.8 | 3.6 | 3.7 | 4.8 |
| EUR-12 | 269.0 | 178.3 | 102.4 | 2.7 | 1.6 | 1.2 | 1.4 | 1.4 | 1.6 |
| B | 10.32 | 5.57 | 1.38 | 0.00 | 0.00 | 0.00 | 0.05 | 0.04 | 0.04 |
| DK | 4.37 | 5.25 | 4.10 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | 0.00 |
| D | 109.50 | 74.00 | 43.90 | 0.40 | 0.40 | 0.40 | 0.60 | 0.60 | 0.80 |
| EL | 6.30 | 5.10 | 4.99 | 1.40 | 0.60 | 0.10 | 0.03 | 0.01 | 0.01 |
| E | 16.43 | 11.71 | 18.11 | 0.26 | 0.08 | 0.20 | 0.03 | 0.03 | 0.02 b) |
| F | 64.31 | 32.06 | 6.71 | 0.08 | 0.07 | 0.20 | 0.30 | 0.40 | 0.50 |
| IRL | : | 1.27 | : | 0.01 | 0.02 | 0.02 | 0.02 | 0.01 | 0.03 |
| I | 19.00 | 16.93 | 14.20 | 0.10 | 0.10 | 0.10 | 0.10 | 0.10 b) | 0.03 b) |
| L | : | : | : | : | : | : | : | : | : |
| NL | 27.00 | 15.80 | 2.60 | 0.20 | 0.20 | 0.20 | 0.20 | 0.20 | 0.10 |
| A | 5.70 | 5.48 | 3.60 | 0.07 | 0.02 | 0.01 | 0.02 | 0.03 | 0.04 |
| P | 4.34 | 3.64 | 1.80 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| FIN | 6.10 | 6.70 | 5.10 | 0.20 | 0.10 | 0.00 | 0.00 | 0.00 | 0.00 |
| S | 10.55 | 10.26 | 9.10 | 0.01 | 0.02 | 0.02 | 0.02 | 0.01 | 0.04 |
| UK | 67.40 | 52.90 | 24.72 | 3.62 | 2.45 | 2.50 | 2.20 | 2.30 | 3.20 d) |
| IS | : | : | : | 0.03 | 0.03 | 0.01 | 0.02 | 0.02 | : |
| N | 3.73 | 3.80 | 1.90 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | : |
| EEA | 355.0 | 250.5 | 142.2 | 6.4 | 4.1 | 3.8 | 3.6 | 3.8 | : |
| CH | 7.80 | 6.11 | 1.20 | 0.10 | 0.10 | 0.10 | 0.10 | 0.10 | 0.10 |
| US | 322.80 | 167.00 | 11.70 | 2.20 | 2.90 | 2.70 | 3.40 | 2.90 | 2.20 |
| JP | 72.40 | 46.45 | 0.59 | 8.50 | 7.60 | 8.80 | 14.10 | 8.20 | 5.90 |

a) DK, EL, IRL, NL, A, P, IS, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) Source: International Federation of Phonographic Industry

c) Source: 1998-2000; British Phonographic Industry Limited

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | 46.5 | 36.1 | 17.1 | 0.7 | 0.4 | 0.4 | 0.3 | 0.4 | 0.5 |
| EUR-12 | 48.1 | 38.0 | 17.8 | 0.4 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| B | 41.1 | 32.1 | 6.5 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.1 |
| DK | 49.0 | 55.6 | 40.6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| D | 55.3 | 41.2 | 19.8 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.3 |
| EL | 70.3 | 49.5 | 58.4 | 16.7 | 7.1 | 1.2 | 0.3 | 0.1 | 0.1 |
| E | 32.5 | 40.2 | 35.8 | 0.5 | 0.2 | 0.4 | 0.0 | 0.0 | 0.0 |
| F | 45.8 | 26.7 | 5.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.3 | 0.3 |
| IRL | : | 33.1 | : | 0.2 | 0.3 | 0.2 | 0.2 | 0.1 | 0.3 |
| I | 31.9 | 39.2 | 25.0 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 |
| L | : | : | : | : | : | : | : | : | : |
| NL | 59.3 | 46.5 | 5.5 | 0.5 | 0.5 | 0.4 | 0.5 | 0.5 | 0.3 |
| A | 47.1 | 48.7 | 25.0 | 0.3 | 0.1 | 0.0 | 0.1 | 0.1 | 0.2 |
| P | 46.8 | 46.7 | 31.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FIN | 58.7 | 54.9 | 32.5 | 1.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| S | 69.7 | 50.7 | 33.4 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |
| UK | 39.5 | 28.6 | 11.8 | 1.4 | 0.9 | 0.9 | 0.8 | 0.8 | 1.1 |
| IS | : | : | : | 5.0 | 4.4 | 1.4 | 2.5 | 2.2 | : |
| N | 49.4 | 39.2 | 20.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | : |
| EEA | 46.6 | 36.1 | 17.1 | 0.7 | 0.4 | 0.4 | 0.3 | 0.4 | : |
| CH | 54.7 | 40.8 | 5.6 | 0.4 | 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 | 0.2 |
| JP | 32.9 | 26.4 | 0.2 | 2.0 | 1.8 | 1.9 | 3.1 | 2.0 | 1.4 |

7. Sound recordings market

7.9 CDs sold, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|-------|-------|-------|-------|-------|---------|---------|
| EU-15 | 0 | 15.9 | 270.0 | 597.4 | 643.0 | 697.3 | 712.3 | 717.2 | 755.1 |
| EUR-12 | 0 | 12.3 | 208.5 | 422.5 | 445.5 | 499.8 | 497.0 | 501.4 | 511.5 |
| B | 0 | 0.4 | 9.3 | 16.1 | 20.6 | 20.4 | 22.4 | 28.9 | 27.6 |
| DK | 0 | 0.3 | 3.2 | 14.1 | 16.9 | 17.6 | 17.2 | 17.6 | 18.7 |
| D | 0 | 6.8 | 76.2 | 176.9 | 184.5 | 209.5 | 196.5 | 198.0 | 190.6 |
| EL | 0 | 0.0 | 0.6 | 5.9 | 7.2 | 7.7 | 8.3 | 6.9 | 7.5 |
| E | 0 | 0.0 | 7.4 | 33.6 | 35.4 | 39.3 | 46.7 | 48.4 | 60.6 b) |
| F | 0 | 2.4 | 54.8 | 93.1 | 97.4 | 100.2 | 104.1 | 102.8 | 104.8 |
| IRL | 0 | 0.0 | : | 2.4 | 3.1 | 4.6 | 5.6 | 6.1 | 8.0 |
| I | 0 | 1.0 | 15.4 | 28.0 | 27.7 | 41.8 | 34.2 | 35.8 b) | 35.2 b) |
| L d) | 0 | : | : | : | : | : | : | : | : |
| NL | 0 | 1.4 | 35.0 | 35.0 | 34.4 | 36.9 | 34.2 | 33.5 | 34.1 |
| A a) | 0 | 0.3 | 5.2 | 18.3 | 18.6 | 19.9 | 19.2 | 18.0 | 19.1 |
| P | 0 | 0.0 | 1.2 | 6.7 | 8.6 | 10.8 | 15.3 | 12.9 | 12.2 |
| FIN | 0 | 0.0 | 3.4 | 6.6 | 7.9 | 8.7 | 10.5 | 10.2 | 11.8 |
| S | 0 | 0.3 | 7.5 | 21.6 | 20.9 | 21.1 | 22.4 | 21.2 | 23.4 |
| UK c) | 0 | 3.1 | 50.9 | 139.2 | 159.7 | 158.8 | 175.7 | 176.9 | 201.6 |
| IS | 0 | : | : | 0.6 | 0.7 | 0.7 | 0.8 | 0.9 | 0.8 |
| N | 0 | 0.3 | 2.6 | 12.6 | 12.2 | 12.9 | 14.9 | 14.6 | 14.5 |
| EEA | 0 | 16.2 | 272.6 | 610.6 | 655.8 | 710.9 | 728.0 | 732.7 | 770.4 |
| CH | 0 | 1.4 | 13.0 | 22.8 | 22.1 | 20.5 | 21.2 | 20.6 | 21.8 |
| US | 0 | 22.6 | 286.5 | 722.9 | 778.9 | 752.9 | 846.1 | 933.8 | 942.5 |
| JP | 0 | 16.5 | 138.6 | 259.2 | 265.9 | 289.3 | 291.9 | 264.9 | 278.5 |

a) DK, EL, IRL, NL, A, P, IS, N, CH, US, JP, 1997 - 2000, Eurostat estimates based on revised data from the International Federation of Phonographic Industry

b) Source: International Federation of Phonographic Industry

c) Source: 1998-2000; British Phonographic Industry Limited

d) 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 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | 53 | 56 | 60 | 63 | 67 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | 36 | 59 | 61 | 60 | 63 | 65 | 69 |
| DK | : | : | 20 | 67 | 70 | 74 | 77 | 80 | 89 |
| D | : | : | 17 | 68 | 71 | 72 | 75 | 77 | 81 |
| EL | : | : | : | 14 | 17 | 20 | 22 | 28 | : |
| E | : | : | 10 | 34 | 38 | 42 | 47 | 58 | : |
| F | : | : | : | 57 | 61 | 65 | 68 | 71 | 82 |
| IRL | : | : | : | 44 | 53 | 60 | 67 | 73 | 80 |
| I | : | : | : | 23 | 30 | 38 | 42 | 45 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 48 | 83 | 85 | 86 | 88 | 90 | 92 |
| A | : | : | : | 40 | 45 | 47 | 48 | 50 | 60 |
| P | : | : | : | 22 | 26 | 28 | 30 | 35 | 54 |
| FIN | : | : | 11 | 39 | 48 | 57 | 62 | 63 | : |
| S | : | : | 19 | 57 | 61 | 67 | 73 | 78 | : |
| UK | : | : | 24 | 62 | 63 | 65 | 68 | 71 | 70 |
| IS | : | : | 31 | 51 | 56 | 64 | 72 | : | : |
| N | : | : | : | 44 | 50 | 59 | 64 | 68 | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | 17 | 71 | 72 | 74 | 75 | 80 | : |
| US | : | : | : | 59 | 65 | 69 | 73 | 79 | 90 |
| JP | : | : | : | 80 | 85 | 90 | 93 | 95 | : |

7.11 CDs sold per CD player household

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | 7.7 | 7.7 | 7.9 | 7.6 | 7.1 | 7.5 |
| EUR-12 | : | : | : | 7.2 | 7.0 | 7.3 | 6.8 | 6.4 | 6.3 |
| B | : | : | 6.8 | 6.6 | 8.2 | 8.2 | 8.5 | 10.4 | 9.4 |
| DK | : | : | 7.1 | 8.9 | 10.2 | 9.9 | 9.3 | 9.1 | 9.1 |
| D | : | : | 15.4 | 7.0 | 7.0 | 7.8 | 7.0 | 6.5 | 6.6 |
| EL | : | : | : | 11.1 | 11.0 | 9.9 | 9.5 | 6.1 | 12.1 |
| E | : | : | 6.8 | 8.2 | 7.7 | 7.8 | 8.1 | 6.7 | 9.3 |
| F | : | : | : | 7.1 | 6.9 | 6.6 | 6.5 | 6.1 | 5.4 |
| IRL | : | : | : | 4.8 | 5.1 | 6.3 | 6.8 | 6.7 | 6.1 |
| I | : | : | : | 6.1 | 4.6 | 5.5 | 4.0 | 3.9 | 3.7 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 11.9 | 6.6 | 6.2 | 6.5 | 5.8 | 5.5 | 5.4 |
| A | : | : | : | 14.6 | 13.1 | 13.3 | 12.5 | 11.1 | 9.4 |
| P | : | : | : | 9.3 | 10.3 | 11.7 | 15.5 | 11.2 | 6.1 |
| FIN | : | : | 14.4 | 7.5 | 7.2 | 6.6 | 7.3 | 6.9 | 11.6 |
| S | : | : | 10.3 | 9.2 | 8.3 | 7.6 | 7.5 | 6.4 | 8.3 |
| UK | : | : | 9.4 | 9.4 | 10.5 | 10.1 | 10.6 | 10.1 | 13.1 |
| IS | : | : | : | 11.0 | 11.4 | 11.1 | 11.1 | 12.2 | 10.8 |
| N | : | : | : | 15.5 | 13.1 | 11.6 | 12.2 | 11.1 | 12.1 |
| EEA | : | : | : | 7.8 | 7.8 | 7.9 | 7.6 | 7.1 | 7.5 |
| CH | : | : | 27.5 | 10.6 | 10.0 | 8.9 | 9.0 | 8.1 | 14.5 |
| US | : | : | : | 12.4 | 12.0 | 10.8 | 11.3 | 11.4 | 10.0 |
| JP | : | : | : | 7.4 | : | 7.0 | : | : | 10.6 |

Source: Eurostat, AUVIS domain

Data for the period 1995 - 2000, 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 | 2000 |
|--------|------|------|------|------|------|------|------|------|------|
| EU-15 | : | : | : | 53 | 56 | 60 | 63 | 67 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | 36 | 59 | 61 | 60 | 63 | 65 | 69 |
| DK | : | : | 20 | 67 | 70 | 74 | 77 | 80 | 89 |
| D | : | : | 17 | 68 | 71 | 72 | 75 | 77 | 81 |
| EL | : | : | : | 14 | 17 | 20 | 22 | 28 | : |
| E | : | : | 10 | 34 | 38 | 42 | 47 | 58 | : |
| F | : | : | : | 57 | 61 | 65 | 68 | 71 | 82 |
| IRL | : | : | : | 44 | 53 | 60 | 67 | 73 | 80 |
| I | : | : | : | 23 | 30 | 38 | 42 | 45 | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | 48 | 83 | 85 | 86 | 88 | 90 | 92 |
| A | : | : | : | 40 | 45 | 47 | 48 | 50 | 60 |
| 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 | 70 |
| IS | : | : | 31 | 51 | 56 | 64 | 72 | : | : |
| N | : | : | : | 44 | 50 | 59 | 64 | 68 | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | 17 | 71 | 72 | 74 | 75 | 80 | : |
| US | : | : | : | 59 | 65 | 69 | 73 | 79 | 90 |
| JP | : | : | : | 80 | 85 | 90 | 93 | 95 | : |

Source: Eurostat, AUVIS domain

Data for the period 1995 - 2000, Eurostat estimates based on data from the International Federation of Phonographic Industry

7. Sound recordings market

7.13 Price of CD

| | Turnover from 2000 (1 000 million EUR) | Number of CDs sold in 2000 (1 000 million EUR) | Share of value of CDs in all sound recordings (%) | Average CD price (EUR) | No. 1 CD price Sept 2000 (EUR) |
|--------|--|--|---|------------------------------|--|
| EU-15 | 10.20 | 0.76 | 87 | 11.7 | : |
| EUR-12 | 6.53 | 0.51 | | | |
| B | 0.29 | 0.03 | 88 | 9.2 | : |
| DK | 0.25 | 0.02 | 97 | 13.1 | : |
| D | 2.62 | 0.19 | 85 | 11.7 | 14.9 |
| EL | 0.10 | 0.01 | 90 | 11.7 | : |
| E | 0.61 | 0.06 | 90 | 9.0 | : |
| F | 1.12 | 0.10 | 84 | 9.1 | 17.3 |
| IRL | 0.13 | 0.01 | 87 | 14.2 | : |
| I | 0.58 | 0.04 | 80 | 13.2 | : |
| L | : | : | : | : | : |
| NL | 0.49 | 0.03 | 94 | 13.6 | : |
| A | 0.31 | 0.02 | 90 | 14.8 | : |
| P | 0.15 | 0.01 | 93 | 11.7 | : |
| FIN | 0.13 | 0.01 | 94 | 10.0 | : |
| S | 0.35 | 0.02 | 94 | 14.1 | 19.7 |
| UK | 3.06 | 0.20 | 85 | 13.0 | 21.9 |
| IS | 0.02 | 0.00 | 100 | 23.9 | : |
| N | 0.25 | 0.01 | 97 | 16.8 | : |
| EEA | 10.47 | 0.77 | | | |
| CH | 0.29 | 0.02 | 93 | 12.2 | : |
| US | 15.23 | 0.94 | 95 | 15.3 | 17.4 |
| JP | 7.08 | 0.28 | 81 | 20.7 | : |

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

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

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

Number 1 CD was the title being number one in the particular country sampled at end of September 2000. The price was estimated by weighting price in 'leading stores'.

8. Radio market

93% of the radio stations in the EU are private (commercial)

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.

EU's 9.8 billion euro radio broadcasting sector is still dominated by its 400 public service stations, which account for 55% of revenue and 38 per cent of listening. EU's 5 100 commercial radio stations share just 4.4 billion euro in total revenue of about 870 000 euro per station. 4 500 of them are part of affiliate networks, with the remainder often being part of multi-station owning groups.

In comparison, the US commercial radio market was worth 20 billion euro in 2000, or, 1.6 million euro per station.

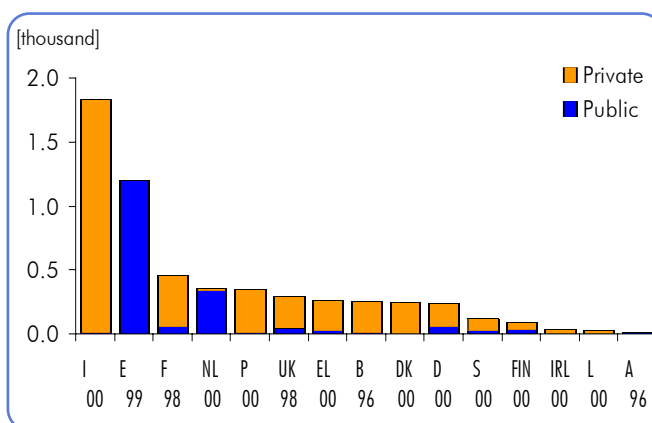
EU's 400 public service radio stations in contrast still enjoy many of the best analogue frequencies, substantial licence fee funding, topped up in some cases by additional advertising revenue and an average of 13.5 million euro revenue per service.

Commercial station advertising yields per thousand listening hours in EU are between 15 euro and 30 euro, compared with almost 50 euro in the United States. This is in part due to the lack of reach and proper demographic segmentation within much of European commercial radio. Radio station choice in major European cities is generally just three-fifths the US level.

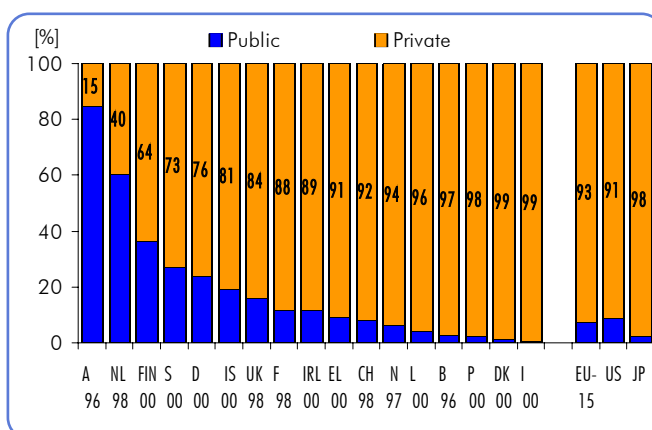
The move to digital broadcasting will see radio move from a single distribution system to a multi-system medium utilising terrestrial, satellite, cable, Internet and even mobile and wireless LAN distribution. Terrestrially delivered DAB is only likely to reach 10 per cent of European households and account for 6 per cent of total listening by 2006, according to Oliver & Ohlbaum.

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 5 500 stations, a decrease of about 28%. Spain is the EU Member State with the highest number of

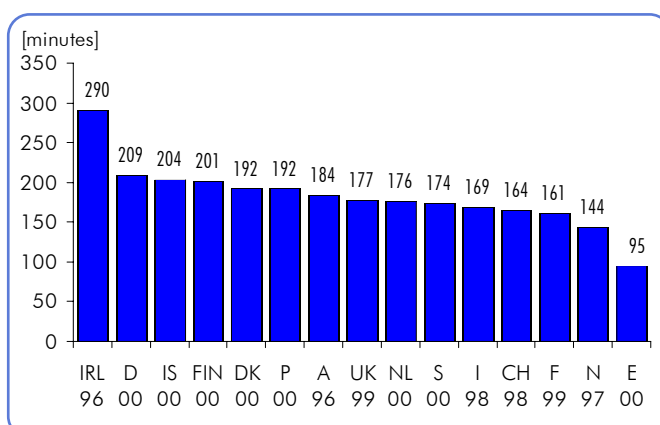
Radio programme services (radio stations) of national origin in the EU, latest available year



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. Radio market

Households equipped with at least one radio in France in 1999

Source: Francoscopie 2001

| | Share of households (%) | Average number of radios |
|--------------------|-------------------------|--------------------------|
| Radio | 99.0 | 6.3 |
| Radio, alarm clock | 80.7 | 1.6 |
| Transistor | 86.2 | 1.8 |
| Tuner on the Hi-Fi | 77.7 | 1.2 |
| Car radio | 80.0 | 1.3 |
| Walkman with radio | 26.8 | 0.4 |

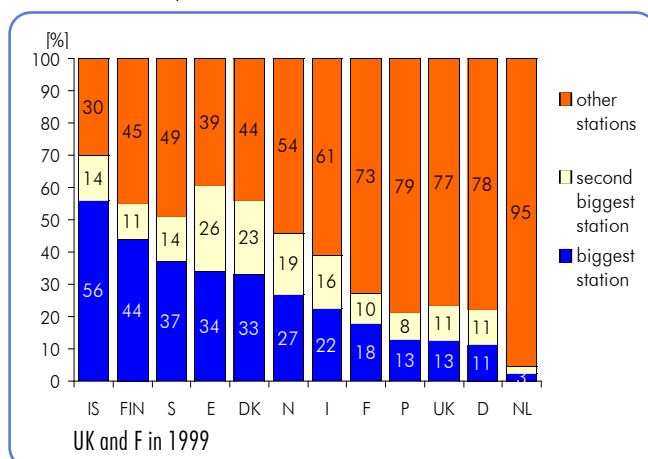
radio stations. Most of them are public. Italy is second with mostly private stations. The country with the highest share of public radio stations is the Netherlands where 95% are public. Austria is second with 85% public radio stations. At the other end of the scale are Italy, Denmark, Portugal, Japan, 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 advertising income.

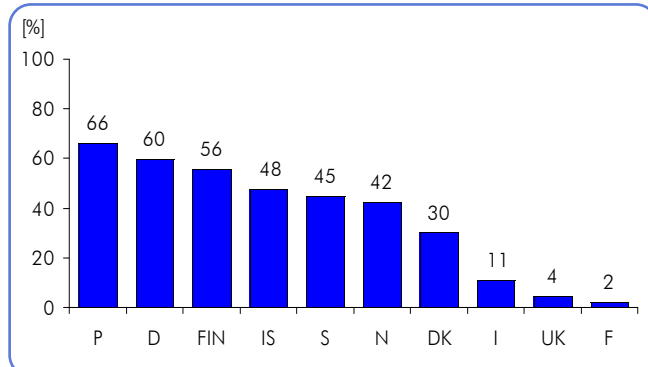
The average listening time of adults in EU countries varies from 290 minutes in Ireland to 150 minutes in the United Kingdom. Radio listening is often combined with other activities like car driving.

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).

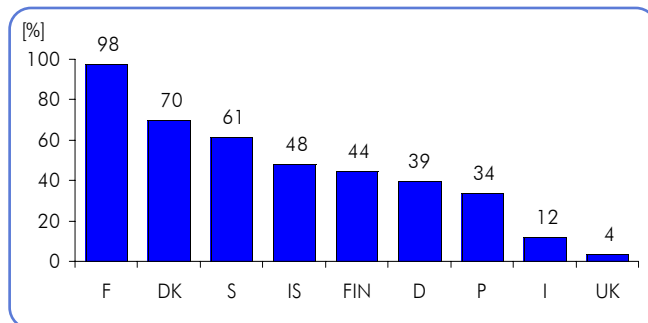
Audience share of radio programme services (daily cumulated audience) in 2000



Share of music programmes broadcasted per year by public radio program services



Share of speech programmes broadcasted per year by public radio program services



Radio broadcasting receivers worldwide,

Source: UNESCO

| | 1970 | | 1980 | 1990 | 1997 | |
|---------|-----------------|-----------------------|-----------------|-----------------|-----------------|-----------------------|
| | Total (million) | per 1 000 inhabitants | Total (million) | Total (million) | Total (million) | per 1,000 inhabitants |
| Africa | 33 | 93 | 61 | 116 | 158 | 216 |
| America | 361 | 698 | 566 | 711 | 811 | 1 017 |
| Asia | 171 | 81 | 318 | 748 | 900 | 255 |
| Europe | 327 | 465 | 420 | 474 | 531 | 729 |
| Oceania | 15 | 779 | 20 | 26 | 31 | 1 071 |
| World | 907 | 245 | 1 385 | 2 075 | 2 431 | 418 |

8.1 Radio programme services (radio stations) of national origin

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|--------|-------|-------|-------|-------|--------|-----------|----------|
| EU-15 | : | : | : | : | : | : | : | : | 5 500 j) |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 167 | 252 | : | 256 | : | : | : | : |
| DK | 3 | 93 | 352 | 285 | 275 | 270 | 274 | : | 245 |
| D | 40 | 48 | 171 | 231 | 236 | 230 | 233 | : | 237 |
| EL | : | : | 33 | : | : | 140 | 266 a) | 266 a) | 266 a) |
| E | 891 | 891 | 2 017 | 2 742 | : | : | : | 1 193 b) | : |
| 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 c) | 1 837 d) |
| L | 4 | 4 | 4 | 20 | 22 | 22 | 22 | 25 | 24 |
| NL | 9 | 12 | 18 | 30 | 30 | 30 | 30 | 356 | 363 |
| A | 12 | 12 | 13 | 13 | 13 | : | : | : | : |
| P | 16 | 16 | 325 | 337 | 337 | 337 | 334 | 335 e) | 343 |
| FIN | 3 | 22 | 70 | 91 | 91 | 92 f) | 93 f) | 94 f) | 94 |
| S | 29 | 28 | 29 | 105 | 113 | 114 | 115 | 115 g) | 83 |
| UK | : | : | : | 221 | 226 | 239 | 268 | 291 | : |
| IS | 1 | 4 | 14 | 18 | 18 | 19 h) | 22 h) | 22 h) | 26 |
| N | : | : | 442 | 372 | : | 334 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 3 | 35 | 46 | 45 | 47 | 48 | 50 | : | : |
| US | : | 10 500 | : | : | : | : | : | 12 582 i) | : |
| JP | : | : | : | 131 | 171 | 196 | 222 | : | : |

Sum of public and private Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b)Source: CMT, Telecommunications Market Commission of Spain. Annual Report 1999; Including FM and MW radio stations c) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM) and RAI d) Ministero delle Comunicazioni (MINCOM) e) Source: ICS and ICP. Data refer to November 1999 f) Association of Finnish Broadcasters g) Source: RTVV (Radio & TV Authority) and SR (Sveriges Radio) h) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review. Source: SI i) Source : US Industry & Trade Outlook 2000 j) Source Oliver & Ohlbaum

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|--------|
| EU-15 | : | : | : | : | : | : | : | : | 400 h) |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | 7 | 7 | : | : | : | : |
| DK | : | : | : | : | : | 4 | 4 | 3 | 3 |
| D | 40 | 40 | 40 | 56 | 56 | 56 | 55 | 56 | 56 |
| EL | : | : | : | : | : | 25 a) | 25 a) | 25 a) | 25 a) |
| E | : | : | : | : | : | : | : | : | : |
| F | 16 | 39 | 53 | 53 | 53 | 53 | 53 | : | : |
| IRL | : | : | 4 | 4 | 4 | 4 | 4 | : | 4 |
| I | 3 | 3 | 3 | 3 | 3 | 9 b) | 10 b) | 10 b) | 10 c) |
| L | : | : | : | 1 | 1 | 1 | 1 | 1 | 1 |
| NL | : | : | : | 18 | 18 | 18 | 18 | 337 | 330 |
| A | 12 | 12 | 13 | 11 | 11 | : | : | : | : |
| P | 9 | 9 | 9 | 8 | 8 | 8 | 8 | 7 d) | 7 |
| FIN | 3 | 4 | 4 | 32 | 32 | 31 e) | 32 e) | 34 e) | 34 e) |
| S | 29 | 28 | 29 | 29 | 29 | : | : | 31 | : |
| UK | : | : | : | 46 | 46 | 46 f) | 46 f) | 46 f) | : |
| IS | 1 | 4 | 5 | 5 | 5 | 2 g) | 2 g) | 2 g) | 5 |
| N | : | : | : | 21 | 21 | 1 | 1 | 1 | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 3 | 3 | 3 | 4 | 4 | 4 | 4 | : | : |
| US | 217 | 288 | 318 | 407 | 408 | : | : | : | : |
| JP | 4 | 5 | 5 | 5 | 5 | 5 | 5 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b) RAI c) Ministero delle Comunicazioni (MINCOM) d) source: ICS e) Association of Finnish Broadcasters f) source: BBC g) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review. Source: SI h) Source Oliver & Ohlbaum

8. Radio market

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

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|-------|-------|--------|--------|----------|----------|
| EU-15 | : | : | : | : | : | : | : | : | 5 100 j) |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | 162 | 247 | : | 249 | : | : | : | : |
| DK | : | : | : | : | : | : | : | : | 242 |
| D | 0 | 8 | 131 | 175 | 180 | 174 | 178 | : | 181 |
| EL | : | : | : | : | : | 241 a) | 241 a) | 241 a) | 241 a) |
| E | : | : | : | : | : | : | : | : | : |
| F | : | : | : | : | 1 237 | 409 | 405 | : | : |
| IRL | : | : | 21 | 34 | 32 | : | : | : | : |
| I | : | : | : | 2 014 | 1 905 | 1 714 | 1 064 | 1 822 b) | 1 827 c) |
| L h) | 4 | 4 | 4 | 19 | 21 | 21 | 21 | 24 | 23 |
| NL | : | : | : | 12 | 12 | 12 | 12 | 19 | 33 |
| A | : | : | : | 2 | 2 | : | : | : | : |
| P | 7 | 7 | 316 | 329 | 329 | 329 | 326 | 328 d) | 336 |
| FIN | : | 18 | 66 | 59 | 59 | 61 e) | 61 e) | 60 e) | 60 e) |
| S i) | : | : | : | 76 | 84 | 84 | 84 | 84 | 83 |
| UK | 26 | 51 | 79 | 175 | 180 | 193 f) | 222 f) | 245 f) | : |
| IS | : | : | 9 | 13 | 13 | 17 g) | 20 g) | 20 g) | 21 |
| N | : | : | : | 351 | : | 313 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 0 | 32 | 43 | 41 | 43 | 44 | 46 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | 126 | 166 | 191 | 217 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b) RAI c) Ministero delle Comunicazioni (MINCOM) d) source: ICS
e) Association of Finnish Broadcasters f) 3 analogue only - there are a handful of cable & satellite stations g) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review. Source: SI h) Source : Ministry of Press and Media i) Source: RTVV (Radio & TV Authority) j) Source Oliver & Ohlbaum

8.4 Radio programme services (radio stations) of national origin with local or regional distribution

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|-------|-------|--------|--------|----------|----------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | : | : | : | : |
| D | 39 | 47 | 170 | 219 | 223 | 219 | 222 | : | 228 |
| EL | : | : | : | : | : | 260 a) | 260 a) | 260 a) | 260 a) |
| E | : | : | : | : | : | : | : | 1 086 b) | : |
| F | : | : | : | : | 1 273 | 445 | 438 | : | : |
| IRL | : | : | 21 | 34 | 32 | 29 | 30 | : | : |
| I | : | : | : | 2 000 | 1 891 | 1 700 | 1 050 | 1 802 c) | 1 636 d) |
| L | 0 | 0 | 0 | 14 | 16 | 16 | 16 | 16 | 15 |
| NL | : | : | : | : | 13 | 13 | 13 | 338 | 342 |
| A | 9 | 9 | 10 | 9 | 9 | : | : | : | : |
| P | 11 | 11 | 319 | 330 | 330 | 330 | 327 | 326 e) | 332 |
| FIN | : | 19 | 66 | 87 | 87 | 86 | 86 f) | 85 f) | 85 |
| S | 26 | 25 | 26 | 101 | 109 | 110 | 110 | 109 g,h) | 108 g) |
| UK | : | : | : | 213 | 217 | 231 | 260 i) | 283 i) | : |
| IS | : | 2 | 12 | 15 | 15 | 19 | 22 j) | 19 j) | 22 |
| N | : | : | : | : | : | 2 | 2 | 2 | 2 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 1 | 33 | 44 | 42 | 44 | 45 | 47 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | 212 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b) Source: CMT, Telecommunications Market Commission of Spain. Annual Report 1999; Including FM and MW radio stations c) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM) and RAI d) Ministero delle Comunicazioni (MINCOM)
e) source: ICS f) Association of Finnish Broadcasters g) Source: RTVV (Radio & TV Authority) and SR (Sveriges Radio) h) There are per definition no nationwide private radio stations (single programme services) in Sweden. However, private radio broadcasters are operating through networks of private local radio stations. The figure indicate number of networks penetrating 40% or more of population. i) Analogue only - there are a handful of only cable & satellite stations j) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review.
Source: SI

8.5 Public radio programme services (radio stations) of national origin with local or regional distribution

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | 9 | 9 | 9 | 9 |
| D | 39 | 39 | 39 | 54 | 54 | 54 | 53 | : | 56 |
| EL | : | : | : | : | : | 19 a) | 19 a) | 19 a) | 19 a) |
| E | : | : | : | : | : | : | : | : | : |
| F | 12 | 35 | 48 | 48 | 48 | 48 | 48 | : | : |
| IRL | : | : | 0 | 0 | 0 | : | : | : | : |
| I | 0 | 0 | 0 | 0 | 0 | 5 b) | 5 b) | 5 b) | 5 b) |
| L | : | : | : | : | : | 0 | 0 | 0 | 0 |
| NL | : | : | : | : | 13 | : | : | 332 | 325 |
| A | 9 | 9 | 10 | 7 | 7 | : | : | : | : |
| P | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 c) | 2 |
| FIN | - | 1 | 0 | 28 | 28 | 26 d) | 26 d) | 26 d) | 26 |
| S | 26 | 25 | 26 | 25 | 25 | : | : | 25 e) | 25 e) |
| UK | : | : | : | 41 | 41 | 41 | 41 f) | 41 f) | : |
| IS | : | 2 | 3 | 3 | 3 | 3 | 3 | : | 3 |
| N | : | : | : | 18 | 18 | 18 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | 2 | 2 | 2 | 2 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b) Source: Ministero delle Comunicazioni (MINCOM) and Rai c) source: ICS d) Association of Finnish Broadcasters e) Source: SR (Sveriges Radio); There are per definition no nationwide private radio stations (single programme services) in Sweden. However, private radio broadcasters are operating through networks of private local radio stations. The figure indicate number of networks penetrating 40% or more of population. f) Source: BBC g) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review. Source: SI

8.6 Private radio programme services (radio stations) of national origin with local or regional distribution

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|-------|-------|--------|--------|----------|----------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | : | : | : | : |
| D | 0 | 8 | 131 | 165 | 169 | 165 | 169 | : | 172 |
| EL | : | : | : | : | : | 241 a) | 241 a) | 241 a) | 241 a) |
| E | : | : | : | : | : | : | : | : | : |
| F | : | : | : | : | 1 225 | 397 | 390 | : | : |
| IRL | : | : | 21 | 34 | 32 | 29 | 30 | : | : |
| I | : | : | : | 2 000 | 1 891 | 1 700 | 1 050 | 1 798 b) | 1 631 c) |
| L | : | : | : | 14 | 16 | 16 | 16 | 16 | 15 |
| NL | : | : | : | : | 0 | 0 | 0 | 6 | 17 |
| A | : | : | : | 2 | 2 | : | : | : | : |
| P | 6 | 6 | 314 | 325 | 325 | 325 | 322 | 322 d) | 330 |
| FIN | : | 18 | 66 | 59 | 59 | 60 e) | 60 e) | 59 e) | 59 |
| S | : | : | : | 76 | 84 | 84 | 84 | 84 f) | 83 |
| UK | 26 | 51 | 79 | 172 | 176 | 190 | 219 g) | 242 g) | : |
| IS | : | : | 9 | 12 | 12 | 16 h) | 19 h) | 19 h) | 19 |
| N | : | : | : | : | : | 1 | 1 | 1 | 1 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | 0 | 32 | 43 | 41 | 43 | 44 | 46 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | 210 | : | : |

Source: Eurostat, AUVIS domain a) Source : Ministry of Press and Media b) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM) c) Source: Ministero delle Comunicazioni (MINCOM) d) source: ICS e) Association of Finnish Broadcasters f) Source: RTVV (Radio & TV Authority). g) analogue only - there are a handful of only cable & satellite stations h) Regional and local windows excluded. The public broadcaster the Icelandic National Broadcasting Service operated three regional services/windows in the years under review. Source: SI

8. Radio market

8.7 Daily listening time of adults, minutes

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|--------|--------|--------|--------|
| EU-15 | : | : | : | : | : | : | : | 162 | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | 153 | 133 | 191 | 195 | 194 | 192 |
| D | : | : | 156 | 167 | 169 | 177 | 172 | 179 | 209 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | 100 a) | 96 a) | 95 a) | 95 a) |
| F | : | : | : | 193 | 190 | 153 | 154 | 161 | : |
| IRL | : | : | : | 279 | 290 | : | : | : | : |
| I | : | : | : | 170 | 170 | 165 | 169 | : | : |
| L | : | : | : | : | : | : | : | : | : |
| NL b) | : | : | : | 170 | 174 | 176 | 181 | 175 | 176 |
| A | : | 138 | 140 | 173 | 184 | : | : | : | : |
| P | : | : | : | 194 | 202 | 197 | 187 | 194 c) | 192 |
| FIN | 128 | : | 199 | 219 | 205 | 205 | 199 | 190 | 201 d) |
| S | : | : | 126 | 188 | 186 | 185 | 183 | 183 e) | 174 |
| UK | : | : | : | 156 | 150 | 148 f) | 150 f) | 177 f) | : |
| IS | : | : | : | 178 | 167 | 174 | 171 | 187 | 204 |
| N | : | : | 148 | 138 | 146 | 144 | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | 156 | 162 | 166 | 162 | 164 | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: Estudio General de Medios 1999-2000 EGM-AIMC

b) Listeners of 13 years and older.

c) Source: Marktest

d) Source: Finnpanel

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

f) based on RAJAR/RSL data. The RAJAR methodology changed from January 1999, so 1999 figures are not directly comparable with figures for previous years.

8.8 Audience share of the biggest radio programme service (radio station), %

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-------|-------|-------|-------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | 30 | 32 | 30 | 33 |
| D | : | : | : | : | : | : | : | : | 11 |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | : | : | 32 a) | 34 a) |
| F | : | : | : | : | : | 19 | 19 | 18 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | : | : | 24 | 24 | 23 b) | 22 |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | 14 | : | : | 3 |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | 18 | 18 | 19 c) | 13 |
| FIN | : | : | : | : | : | 42 | 45 | 44 d) | 44 e) |
| S | : | : | : | : | : | : | : | 38 f) | 37 |
| UK | : | : | : | : | : | 13 g) | 13 g) | 13 g) | : |
| IS | : | : | : | : | : | : | 48 | 48 | 56 |
| N | : | : | : | : | : | 29 | 29 | 29 | 27 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: Estudio General de Medios 1999-2000 EGM-AIMC

b) Audioradio

c) Source: Marktest

d) The channels are: 1. YLE3, 2. Nova, 3. YLE1, 4. YLE2

e) Source: Finnpanel

f) Data refer to P4 (SR).

g) BBC Radio 2: all audience share figures from RAJAR/RSL

8.9 Hours of radio programmes broadcasted per year by public radio program services of national origin

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|------------|------------|------------|------------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | 51 701 | 54 808 | 51 520 | 59 098 |
| D | : | : | : | : | : | 456 850 | 480 298 | 530 588 | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | : | : | : | : |
| F | : | : | : | : | : | 477 037 | 477 714 | 476 927 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | : | : | 77 261 a) | 81 905 a) | 81 905 a) | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | 39 420 | 40 150 |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | 33 272 b) | 72 774 |
| FIN | : | : | : | : | : | 81 857 c) | 84 912 c) | 102 426 c) | 117 434 |
| S | : | : | : | : | : | : | : | 122 097 d) | 121 949 e) |
| UK | : | : | : | : | : | 289 226 f) | 288 627 f) | 289 492 f) | : |
| IS | : | : | : | : | : | 15 544 g) | 15 656 g) | 15 654 g) | 15 612 g) |
| N | : | : | : | : | : | : | 7 426 | 7 426 | 7 458 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: RAI b) source: RDP c) Source: Finnish Broadcasting Company; Includes analogue and digital nationwide and regional radio programmes services.

d) Source: SR (Sveriges Radio) and UR (Utbildningsradion). e) Source: UR (Utbildningsradion). f) Source: BBC nationwide and local radio.

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

8.10 Hours of music programmes broadcasted by public radio program services of national origin

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|--------|------|------|------|------|------|-----------|-----------|-----------|-----------|
| EU-15 | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : |
| B | : | : | : | : | : | : | : | : | : |
| DK | : | : | : | : | : | 14 425 | 15 926 | 14 131 | 17 839 |
| D | : | : | : | : | : | 296 745 | 314 180 | 317 110 | : |
| EL | : | : | : | : | : | : | : | : | : |
| E | : | : | : | : | : | : | : | : | : |
| F | : | : | : | : | : | 10 358 | 11 667 | 11 603 | : |
| IRL | : | : | : | : | : | : | : | : | : |
| I | : | : | : | : | : | : | 7 783 a) | 8 855 a) | : |
| L | : | : | : | : | : | : | : | : | : |
| NL | : | : | : | : | : | : | : | : | : |
| A | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | 25 268 b) | 48 259 |
| FIN | : | : | : | : | : | 40 854 c) | 42 760 c) | 56 135 c) | 65 226 |
| S | : | : | : | : | : | : | : | 53 325 d) | 54 718 d) |
| UK | : | : | : | : | : | : | 12 556 | 12 556 | : |
| IS | : | : | : | : | : | 7 371 e) | 7 237 e) | 7 514 e) | 7 431 e) |
| N | : | : | : | : | : | : | : | 2 468 | 3 145 |
| EEA | : | : | : | : | : | : | : | : | : |
| CH | : | : | : | : | : | : | : | : | : |
| US | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Source: RAI

b) source: RDP

c) Source: Finnish Broadcasting Company

d) Source: SR (Sveriges Radio)

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

8. Radio market

8.11 Number of EU web radio stations listed on the Internet

| | surfmusic.de | realguide.real.com | web-radio.fm | ituner.com | Total unique |
|--------|--------------|--------------------|--------------|------------|--------------|
| EU-15 | 415 | 200 | 288 | 456 | 973 |
| EUR-12 | 344 | 149 | 236 | 350 | 767 |
| B | 7 | 10 | 90 | 6 | 102 |
| DK | 4 | 1 | 26 | 4 | 33 |
| D | 127 | 42 | 8 | 63 | 174 |
| EL | 32 | 5 | 3 | 34 | 53 |
| E | 15 | 10 | 4 | 23 | 33 |
| F | 23 | 23 | 23 | 59 | 83 |
| IRL | 17 | 8 | 3 | 23 | 32 |
| I | 41 | 17 | 17 | 52 | 86 |
| L | 4 | 1 | 0 | 1 | 4 |
| NL | 26 | 18 | 12 | 37 | 60 |
| A | 29 | 8 | 47 | 20 | 74 |
| P | 16 | 2 | 2 | 24 | 34 |
| FIN | 7 | 5 | 27 | 8 | 32 |
| S | 16 | 7 | 5 | 19 | 34 |
| UK | 51 | 43 | 21 | 83 | 139 |

Source: Surfmusic.de, real.com, web-radio.fm and ituner.com

'Total unique' is a sum made by going through the individual web radio stations listed on the four web sites and by counting each station once. Hence, double counting is avoided. The main reasons why each list differs from another are that stations have to be proposed to be included in these lists by visitors on these pages. The sites themselves seem not to be skimming through the Internet for full coverage. Furthermore, each site seems to favour their local region from where the hosts are originating. There are also differences in coverage due to the type of streaming media. At real.com the focus is on station sending with real media streaming technology (ram format). By using one of the following software live streaming radio can be listened to on-line: Media-Player, Real-Player, Winamp, Quicktime and Surfer Network.

9. Video games

Worldwide video games market

The video games market is one of the youngest markets to be measured by official statistics. ELSPA, the European Leisure Software Publishers Association measures console hardware sales, and leisure software sales, by type of console, from industry sources. Currently only few data are available from official statistics on a Member States level. This industry dates back to the seventies. However statistics on it still need considerable development. It is an important market with high growth in new consoles (like Sony PlayStation 2, Nintendo GameCube and MicroSoft X-Box) and declining sales of old consoles (Nintendo 64, Sony PlayStation (one), Sega Saturn and Dreamcast). Magnavox began manufacturing the Odyssey in 1972 and during the same year Bushnell from Atari created Pong, the first video game success. Arcade games such as Space Invaders then became successful in 1978. In 1983, the Commodore 64, an inexpensive home computer, outperformed any video game consoles. With too many products on the shelves from a multitude of publishers, many companies went out of business. The video games were back in 1985 as Nintendo released NES, debuting with its success Super Mario Bros. In the late nineties Sony introduced PlayStation, which in 2001 had reached a household penetration of 11% in Germany, 19% in France, 16% in Italy, 17% in Spain/Portugal and 11% in Benelux according to ELSPA.

According to Deutsche Bank, the worldwide video games market was worth 17 billion euro in 2001.

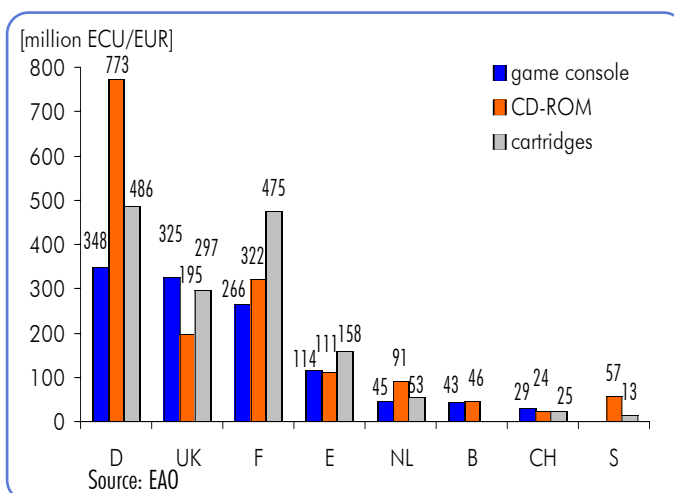
Video games market in the EU

Eurostat estimates that the total video games market in the EU was worth 6.6 billion euro in 2000, an increase of 2% from the previous year.

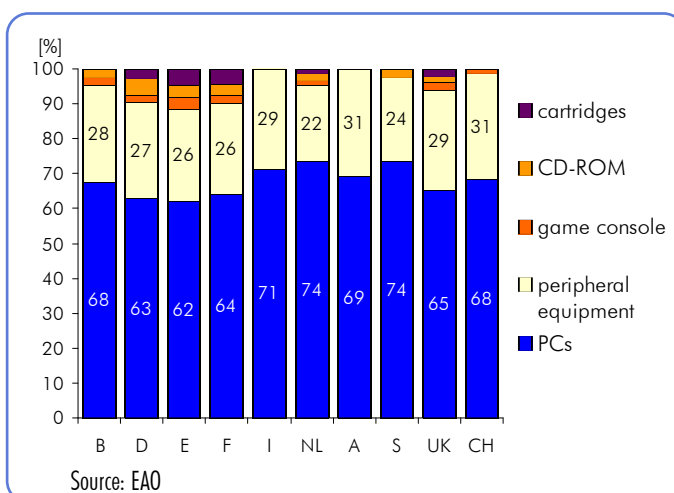
Eurostat estimates that the advanced console market in the EU was worth 1.4 billion euro in 2000, an increase of 4% compared to the previous year. Old consoles are phased out at the same time as new consoles increase sales. Germany had the highest turnover from sales of consoles: 348 million euro, followed by UK with 325 million euro and France with 266 million euro.

Eurostat estimates that the video game software market was worth 5.9 billion euro in 2000. Germany is the largest EU market: 1.62 billion euro, followed by the UK (1.56 billion euro) and

Sales values of game consoles, CD-ROMs and cartridges, latest available year (1998-2000)



Breakdown of expenditure on PCs and games, latest available year (1998-2000)



France (0.80 billion euro).

Video games industry in the US

According to Interactive Digital Software Association (IDSA) and Eurostat estimates, the total video games market was worth 11 billion euro in 2001, an increase by 38% from 2000 when the market had a size of 8 billion euro.

This extraordinary growth in 2001 was triggered in part by the launch of three new gaming systems: Nintendo's GameCube and Game Boy Advance and Microsoft's Xbox. According to NPDFunworldSM, total video game hardware unit sales increased by 39 percent in 2001, compared to one year earlier. Next-generation console systems such as GameCube, Xbox and Sony PlayStation 2 led to an increase of turnover over 139% in euro for annual 2001 versus 2000. Console

9. Video games

sales amounted to 3.6 billion euro in 2001 compared to 1.5 billion euro in 2000.

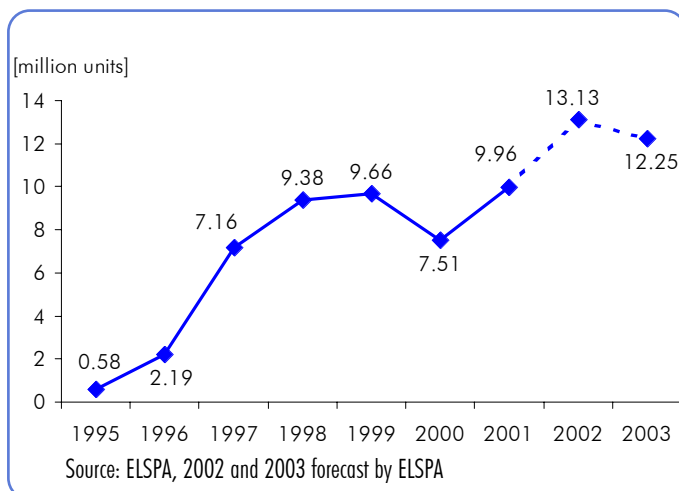
PlayStation 2 accessories led all platforms in accessory sales in 2001, a 517 percent unit sales increase from 2000. Portable accessory units were up 10 percent overall in 2001, compared to the year before.

According to IDSA, sales of the total US interactive entertainment software market, which includes PC entertainment and video game software, approached 7.5 billion euro last year versus 6.5 billion euro in 2000 and 5.7 billion euro in 1999. Console and portable software sales rose 8.3% in unit sales, compared to 2000, while PC entertainment software experienced a unit increase of 3.8%. The number one console title, ranked according to units sold, was Sony's PlayStation 2, Grand Theft Auto 3 by Rockstar Games. Grand Theft Auto 3 sold just under two million units since its release in October 2001. The Sims by Electronic Arts was the number one PC entertainment game, it sold over 2.6 million units life-to-date, and debuted more than two years ago.

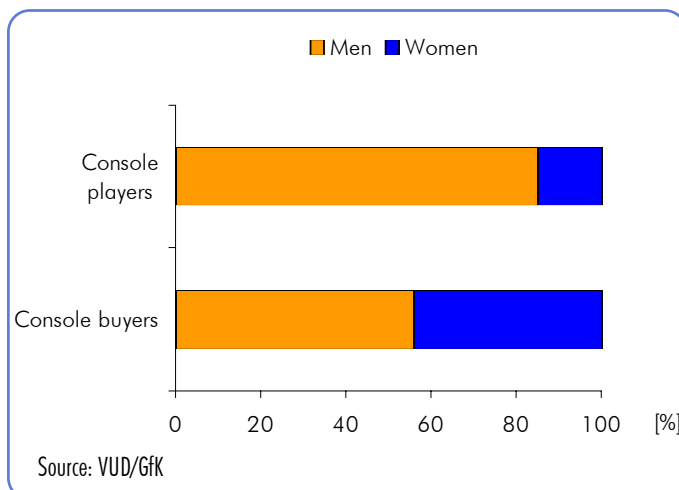
Future trends

The development costs for video games have increased during the last year, from 0.5 - 1.0 million euro to 2 -3 million euro, according to UDS, a European game developer, mainly due to increased technical complexity. Publishers and developers tend to share both expenses and future income. There is a trend towards consolidation, with a smaller number of actors. These companies are expected to launch fewer products deemed to have the right conditions to be very successful.

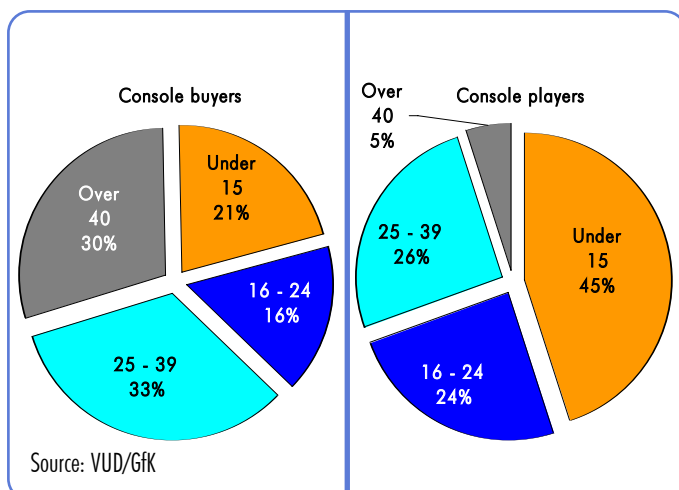
Total advanced console hardware (Nintendo 64 & GameCube, PlayStation one & 2, Sega Saturn & Dreamcast, Microsoft X-Box)



Buyers and players of leisure software 1998 in Germany, by gender



Buyers and players of leisure software 1998 in Germany, by age group



9.1 Turnover from video game software and video game hardware. Number of video game software and video game consoles

| | Turnover from video game software (million ECU/EUR) | | | Turnover from video game hardware (million ECU/EUR) | | |
|----------|--|----------|----------|--|----------|--------|
| | 1998 | 1999 | 2000 | 1998 | 1999 | 2000 |
| EU-15 d) | : | 5 100 | 5 200 | : | 1 350 | 1 400 |
| EUR-12 | : | 3 500 | 3 500 | : | 950 | 1 000 |
| B | : | : | 96 d) | 30 b) | 37 b) | 43 b) |
| DK a) | : | : | 42 | : | : | : |
| D | 1 468 | 1 575 | 1 618 | 264 b) | 306 b) | 348 b) |
| EL | : | : | : | : | : | : |
| E | 170 b) | 290 b) | 269 b) | 143 b) | 199 b) | 114 b) |
| F | 475 b) | 778 b) | 797 | 205 | 220 | 266 |
| IRL | : | : | : | : | : | : |
| I | 439 e) | 514 e) | 507 e) | 91 | 60 c) | 51 c) |
| L | : | : | : | : | : | : |
| NL b) | 137 | 142 | 142 | 19 | 19 | 45 |
| A | : | : | : | : | : | : |
| P | : | : | : | : | : | : |
| FIN | : | : | : | : | 18 | 22 |
| S | : | : | 75 | : | : | 28 |
| UK b) | 1 228 e) | 1 472 e) | 1 554 e) | 258 | 306 | 325 |
| IS | : | : | : | : | : | : |
| N | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : |
| CH | : | : | : | : | : | : |
| US | 4 906 f) | 5 724 f) | 6 508 f) | 1 134 g) | 1 322 g) | 1 504 |
| JP | : | : | : | : | : | : |

Source: Eurostat, AUVIS domain

a) Turnover from video games, total

b) Source EAO

c) Eurostat estimate based on volume

d) Eurostat estimate

e) Source ELSPA (European Leisure Software Publishers Association)

f) Source IDSA

g) Eurostat estimate based on IDSA

9.2 PC sales value, Computer peripheral sales value, Video game console sales value, Video game software sales value and Video game cartridges sales value

| | PC sales value (million ECU/EUR) | | | Computer peripheral (monitors, printers) sales value (million ECU/EUR) | | | Video game console sales value (million ECU/EUR) | | | Video game software (CD-ROM) sales value (million ECU/EUR) | | | Video game cartridges sales value (million ECU/EUR) | | |
|--------|-------------------------------------|--------|--------|---|-------|-------|--|------|------|---|------|------|--|------|------|
| | 1998 | 1999 | 2000 | 1998 | 1999 | 2000 | 1998 | 1999 | 2000 | 1998 | 1999 | 2000 | 1998 | 1999 | 2000 |
| EU-15 | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| EUR-12 | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| B | 1 220 | 1 340 | 1 293 | 507 | 515 | 528 | 30 | 37 | 43 | : | 44 | 46 | : | : | : |
| DK | 8 859 | 10 288 | 10 572 | 4 850 | 4 793 | 4 586 | 264 | 306 | 348 | 761 | 741 | 773 | 442 | 466 | 486 |
| D | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| EL | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| E | 1 492 | 1 445 | 2 040 | 819 | 833 | 862 | 143 | 199 | 114 | 72 | 101 | 111 | 98 | 189 | 158 |
| F | 4 686 | 5 944 | 6 812 | 2 357 | 2 687 | 2 763 | 205 | 220 | 266 | 222 | 343 | 322 | 253 | 435 | 475 |
| IRL | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| I | 2 550 | 3 345 | 4 016 | 1 160 | 1 344 | 1 605 | 91 | : | : | : | : | : | 83 | : | : |
| L | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| NL | 2 367 | 2 769 | 3 018 | 987 | 1 032 | 894 | 19 | 19 | 45 | : | 93 | 91 | 13 | 46 | 53 |
| A | 405 a) | 607 | 849 | : | 359 | 378 | : | : | : | : | : | : | : | : | : |
| P | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| FIN | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| S | 1 750 a) | 2 048 | 1 718 | : | 693 | 562 | : | : | : | : | 32 | 57 | 13 | : | : |
| UK | 7 233 | 8 625 | 8 470 | 2 018 | 2 668 | 3 708 | 258 | 306 | 325 | 118 | 169 | 195 | 247 | 294 | 297 |
| IS | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| N | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| EEA | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| CH | 1 326 | 1 525 | 1 693 | 558 | 617 | 759 | 28 | 28 | 29 | : | 24 | : | : | 25 | : |
| US | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |
| JP | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : |

Source: European Audiovisual Observatory

a) PC sales value in 1997

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9.3 Total advanced console hardware sales in Western Europe, 1,000 units

| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|--|------|-------|-------|-------|-------|-------|-------|
| Western Europe | 577 | 2 189 | 7 161 | 9 382 | 9 662 | 7 514 | 9 955 |
| B / NL / L | 23 | 76 | 319 | 490 | 444 | 341 | 459 |
| D | 88 | 330 | 1 592 | 1 634 | 1 565 | 1 242 | 1 936 |
| F | 177 | 503 | 1 392 | 1 673 | 1 559 | 1 337 | 2 059 |
| I | 25 | 85 | 515 | 1 060 | 1 247 | 818 | 693 |
| E / P | 35 | 170 | 487 | 968 | 1 398 | 741 | 683 |
| Others: A, DK, FIN, EL, IRL, N, S, CH & UK | 229 | 1 025 | 2 856 | 3 557 | 3 450 | 3 035 | 4 126 |

Source: Screen Digest from industry sources via ELSPA (European Leisure Software Publishers Association) Western European countries included: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland and the UK. 2001 data are provisional

9.4 Buyers and players of leisure software 1998 in Germany

| | Console buyers | Console players | PC buyers | PC players |
|-----------|----------------|-----------------|-----------|------------|
| By Gender | | | | |
| men | 55.9 | 85.0 | 73.7 | 86.1 |
| women | 44.1 | 15.0 | 26.3 | 13.9 |
| By Age | | | | |
| - 15 | 20.9 | 45.0 | 15.0 | 32.4 |
| 16 - 24 | 16.3 | 24.2 | 19.9 | 25.8 |
| 25 - 39 | 32.9 | 26.0 | 37.3 | 31.0 |
| 40 + | 29.9 | 4.8 | 27.7 | 10.8 |

Source: VUD/GfK

9.5 Leisure software market (total advanced consoles) by volume, 1 000 units

| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|---------------------------------------|-------|-------|--------|--------|--------|--------|--------|
| Total B / NL / L, D, F, I, E / P & UK | 1 817 | 9 951 | 24 649 | 42 908 | 58 360 | 58 569 | 61 936 |
| B / NL / L | 114 | 508 | 1 586 | 3 277 | 3 182 | 3 251 | 3 794 |
| D | 359 | 1 949 | 6 065 | 8 180 | 10 231 | 10 527 | 12 489 |
| F | 531 | 3 162 | 4 816 | 8 884 | 11 739 | 12 299 | 13 992 |
| I | 125 | 605 | 2 914 | 5 370 | 7 920 | 7 987 | 7 073 |
| E / P | 105 | 759 | 1 715 | 4 198 | 7 420 | 7 125 | 6 259 |
| UK | 583 | 2 968 | 7 552 | 12 999 | 17 869 | 17 380 | 18 329 |

Source: Screen Digest from industry sources via ELSPA (European Leisure Software Publishers Association)

9.6 Leisure software market (total advanced consoles) by value, million EUR

| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|---------------------------|------|------|-------|-------|-------|-------|-------|
| Total D, F, I, E / P & UK | 94 | 510 | 1 230 | 1 787 | 2 202 | 2 153 | 2 509 |
| D | 20 | 104 | 301 | 365 | 409 | 400 | 491 |
| F | 30 | 187 | 248 | 373 | 450 | 460 | 620 |
| I | 7 | 36 | 150 | 227 | 292 | 283 | 285 |
| E / P | 5 | 37 | 74 | 146 | 222 | 205 | 194 |
| UK | 32 | 146 | 458 | 676 | 829 | 807 | 918 |

Source: Screen Digest from industry sources via ELSPA (European Leisure Software Publishers Association)

9.7 Top 10 Video Game Titles in US in 2001, sorted by units

| Rank | Platform/Title | Publisher | Release date |
|------|-----------------------------|---------------------|---------------|
| 1 | PS2 Grand Theft Auto 3 | Rockstar Games | October '01 |
| 2 | PS2 Madden NFL 2002 | Electronic Arts | August '01 |
| 3 | GBC Pokemon Crystal | Nintendo of America | July '01 |
| 4 | PS2 Metal Gear Solid 2 | Konami of America | November '01 |
| 5 | GBA Super Mario Advance | Nintendo of America | June '01 |
| 6 | PS2 Gran Turismo 3: A-Spec | Sony | July '01 |
| 7 | PS2 Tony Hawks Pro Skater 3 | Activision | October '01 |
| 8 | PSX Tony Hawks Pro Skater 2 | Activision | September '00 |
| 9 | GBC Pokemon Silver | Nintendo of America | October '00 |
| 10 | PSX Driver 2 | Infogrames | November '00 |

Source: NPDFunworld TRSTS Video Games

9.8 Top 10 PC Titles in US in 2001, sorted by units

| Rank | Title | Publisher | Release date |
|------|---|-------------------|--------------|
| 1 | The Sims | Electronic Arts | November '99 |
| 2 | MP Roller Coaster Tycoon | Infogrames | February '99 |
| 3 | Harry Potter & The Sorcerer's Stone | Electronic Arts | November '01 |
| 4 | Diablo 2 Expansion Set: Lord of Destruction | Vivendi Universal | June '01 |
| 5 | The Sims: House Party Expansion Pack | Electronic Arts | February '01 |
| 6 | The Sims: Livin' Large Expansion Pack | Electronic Arts | December '99 |
| 7 | The Sims: Hot Date Expansion Pack | Electronic Arts | November '01 |
| 8 | Diablo 2 | Vivendi Universal | March '99 |
| 9 | Sim Theme Park | Electronic Arts | November '99 |
| 10 | MS Age of Empires: Age of Kings | Microsoft | August '99 |

Source: NPDFtechworld

Other related information

PC density

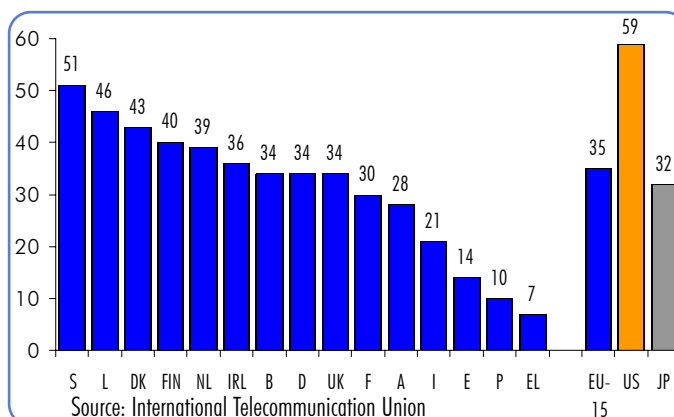
According to the ITU, the number of PCs in use in the EU increased from 93 million in 1999 to 108 million in 2000 (+16%). There are, however, strong differences in the density of PCs between Member States, and between the EU-15 (35 PCs per 100 inhabitants) and the US (59%). The Nordic countries and Luxembourg have the highest PC density (over 40%). The density in Greece (7%), Portugal (10%) and Spain (14%) remains low compared to the EU average. In 2000, 35% of the EU citizens (aged 15 and over) had a desktop computer at home, while 5% had a laptop. PCs are more and more developing into multimedia tools. A CD Rom drive, and, to a larger extent, a DVD Rom drive are now standard features enabling the playing of music CDs and films on a normal PC. With the Internet, radio and TV-services can be accessed via a PC. Slow connection speeds have limited the popularity of the latter.

Worldwide mobile phone sales in 2001 declined for first time in industry's history

The number of mobile phone subscribers in the EU has increased rapidly over the last few years, but 2001 marked a period of consolidation with a slowing down in the growth (18% according to 'Mobile Communications', Informa Telecoms Group). At the end of 2000 the number of subscribers in the EU reached 63 per 100 inhabitants ('Mobile Communications' estimate for 1 January 2002: 279 million subscribers or 73/100). Luxembourg, Austria, Norway, Italy, the UK and Finland recorded the highest densities of subscribers (above 72/100). France and Belgium registered the lowest. The density of mobile phone subscribers in the US (40/100) and in Japan (53/100) is still lower than the EU average.

According to Gartner Dataquest, worldwide mobile phone sales totalled nearly 399.6 million units in 2001, a decline of 3.2 percent from 2000 sales. Worldwide mobile phone sales between 1996 and 2000 experienced a compound annual growth rate of close to 60 percent, but in 2001, for the first time in its history, the mobile phone industry suffered a drop in unit sales, partly due to the removal of pre-paid subsidies supporting mobile terminal sales. Another reason was a burgeoning market for second-hand terminals across the developing world. Unsold inventory from the fourth quarter of 2000 and the economic slowdown further depressed sales. While the overall industry declined, Nokia extended its lead in the market. Samsung showed the strongest unit sales growth among the top-tier vendors as it grew 36.8 percent. Ericsson's unit sales declined 35 percent in 2001, but the combined sales of Ericsson and Sony during 2001 were close to 34 million units.

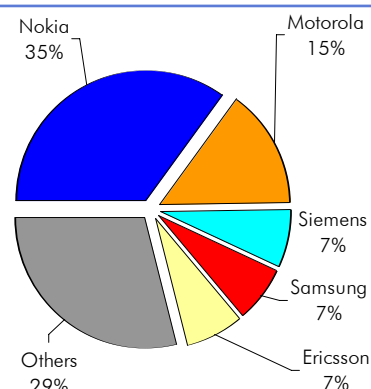
Number of PCs per 100 inhabitants in 2000



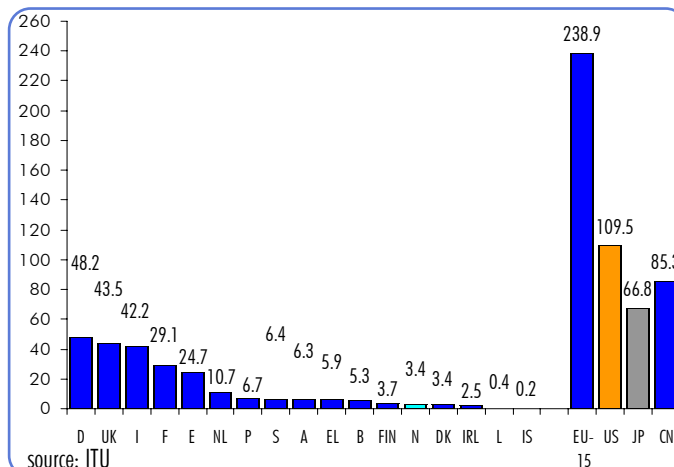
Worldwide Mobile Terminal Sales to End-User

Total worldwide market in 2001: 399.6 million mobile tele-phones

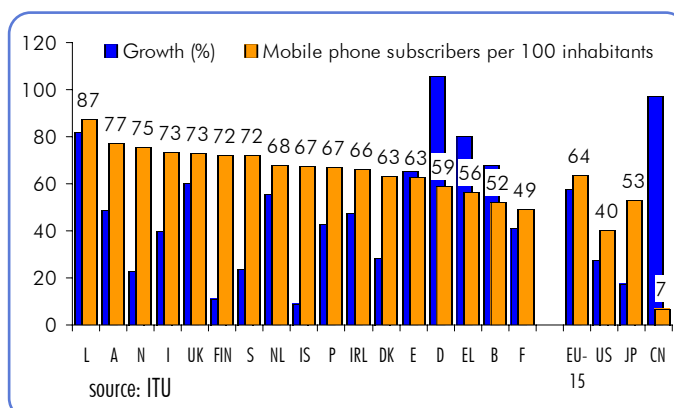
source: Gartner Dataquest (March 2002)



Mobile phone subscribers at the end of 2000 (million)



Mobile phone subscribers per 100 inhabitants & growth (%) in 2000



Other general information

Internet users

According to a Eurobarometer survey from June 2001, Internet penetration in EU-15 households reached 36.1% (November 2001: 37.7%). The Nordic countries and the Netherlands show the highest Internet household penetration.

In the EU-15 there was an average of 38 Internet users per 100 inhabitants in August 2001, or over 140 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, picture and video files and more and more radio services are available on the Internet. Internet is also used as promotion medium for new films. The most popular Website is starwars.com. In one week in March 2001, 315 000 surfers downloaded the trailer for the new Starwars 'Episode 2: Attack of the clones' film.

Household size

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

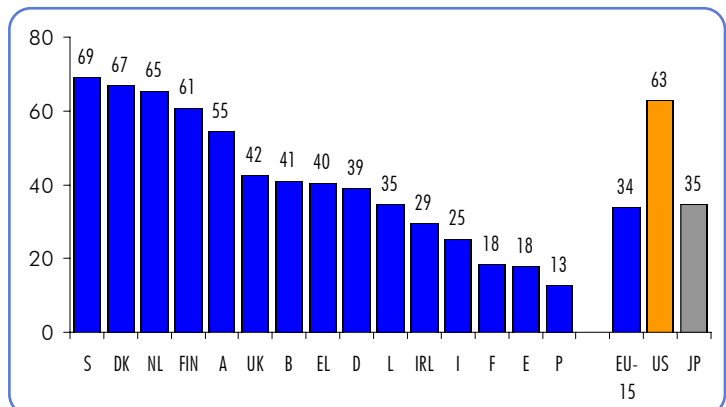
Increase in population

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%.

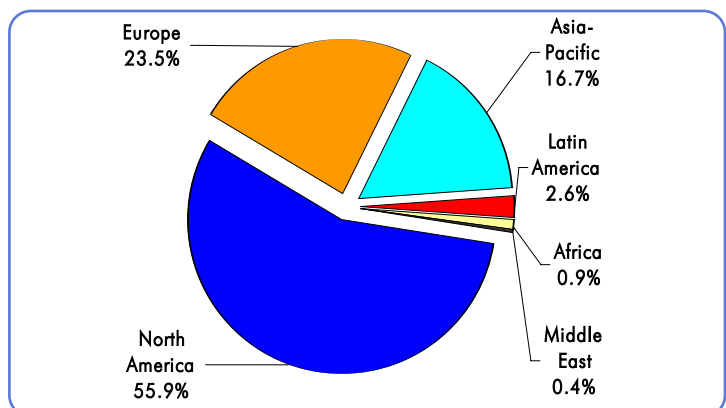
Handicapped population

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 obvious difficulties to consume audiovisual products. They together represent 5 % of the adult population.

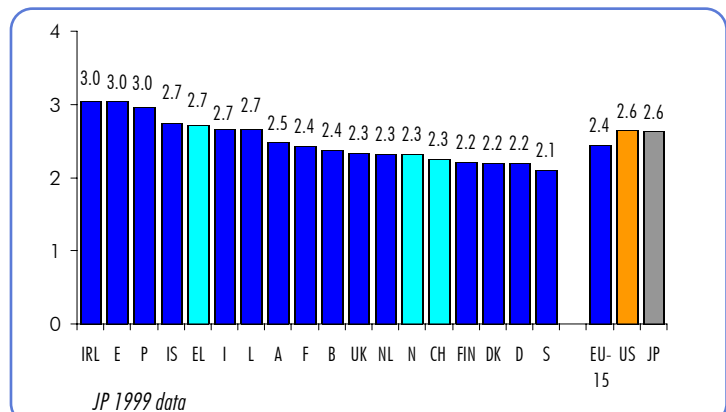
Number of Internet users per 100 inhabitants in 2001



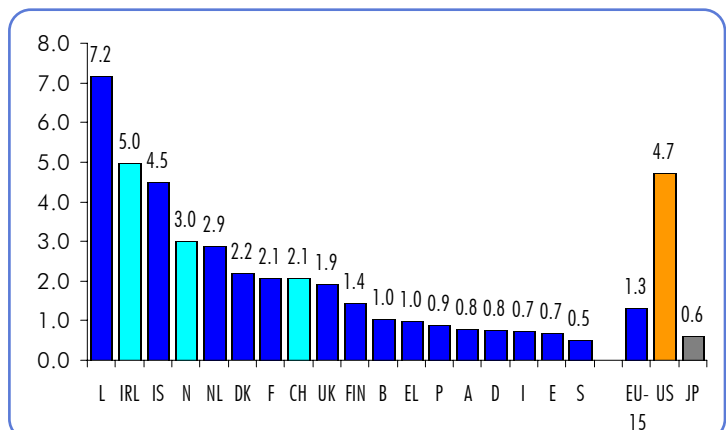
Worldwide Internet users by region, Sept.1999, Source: OECD



Average household size in 2000



Increase in population in the period 1995-2000



Source: see tables on the following pages

10.1 PCs per 100 inhabitants

| | 1990 | 1995 | 1996 | 1998 | 1999 | 2000 |
|-------|------|------|------|------|------|------|
| EU-15 | 7 | 15 | 17 | 23 | 25 | 35 |
| B | 9 | 18 | 22 | 29 | 31 | 34 |
| DK | 11 | 27 | 31 | 38 | 41 | 43 |
| D | 8 | 19 | 23 | 28 | 30 | 34 |
| EL | 2 | 3 | 4 | 5 | 6 | 7 |
| E | 3 | 9 | 10 | 11 | 12 | 14 |
| F | 7 | 13 | 15 | 21 | 22 | 30 |
| IRL | 8 | 18 | 21 | 27 | 32 | 36 |
| I | 4 | 8 | 9 | 17 | 19 | 21 |
| L | 30 | 34 | 38 | 39 | 40 | 46 |
| NL | 9 | 20 | 23 | 32 | 36 | 39 |
| A | 6 | 16 | 17 | 24 | 26 | 28 |
| P | 3 | 6 | 7 | 8 | 9 | 10 |
| FIN | 10 | 24 | 27 | 35 | 36 | 40 |
| S | 8 | 25 | 29 | 40 | 45 | 51 |
| UK | 11 | 20 | 22 | 26 | 30 | 34 |
| US | 20 | 33 | 37 | 46 | 52 | 59 |
| JP | 6 | 12 | 16 | 24 | 29 | 32 |

Source: International Telecommunication Union

10.2 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 |

Source: From 1997 to 99: International Telecommunication Union ;

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

2001 refers to survey in April

Source: 2001 data for UK: Netsizer

Luxembourg 2001 estimated

10.3 Households, million

| | 1980 | 1985 | 1990 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|--------|-------|-------|--------|----------|----------|----------|----------|----------|---------|----------|
| EU-15 | : | : | 133.38 | 147.12 | 148.20 | 149.33 | 151.44 | 152.86 | 154.21 | 155.93 |
| EUR-12 | : | : | 104.66 | 116.21 | 117.06 | 117.82 | 119.82 | 120.84 | 121.96 | 123.33 |
| B | : | : | 3.81 | 4.07 | 4.08 | 4.14 a) | 4.17 a) | 4.23 a) | 4.31 a) | 4.29 |
| DK i) | : | : | 2.27 | 2.36 | 2.37 | 2.39 | 2.41 | 2.42 | 2.43 | 2.43 |
| D | : | : | 28.72 | 36.41 | 36.81 | 36.82 | 37.05 | 37.31 | 37.48 | 38.12 i) |
| EL | : | : | 3.50 | 3.76 | 3.82 | 3.88 | 3.83 | 3.84 | 3.89 | 3.99 |
| E | : | : | 11.46 | 12.11 | 12.15 | 12.30 b) | 12.51 b) | 12.77 b) | 12.98 | 13.18 |
| F | : | : | 21.64 | 23.13 | 23.43 | 23.70 | 23.87 | 24.08 | 24.41 | 24.48 |
| IRL | : | : | 1.06 | 1.15 | 1.16 | 1.19 | 1.23 | 1.24 | 1.24 | 1.20 |
| I | : | : | 19.82 | 20.37 | 20.18 | 20.16 | 21.32 | 21.47 | 21.66 | 21.97 |
| L | : | : | 0.14 | 0.14 | 0.16 | 0.16 | 0.16 | 0.16 | 0.16 | : |
| NL | : | : | 6.11 | 6.42 | 6.48 | 6.61 | 6.82 | 6.79 | 6.82 | 6.85 |
| A | : | : | 2.94 | 3.12 | 3.16 | 3.17 | 3.20 | 3.24 | 3.27 | 3.30 |
| P | : | : | 3.30 | 3.27 | 3.35 | 3.40 | 3.34 | 3.36 | 3.39 | 3.41 |
| FIN | : | : | 2.17 | 2.26 | 2.29 | 2.31 d) | 2.33 d) | 2.36 d) | 2.35 d) | 2.37 i) |
| S | : | : | 3.79 | 4.10 | 4.11 | 4.14 d) | 4.12 d) | 4.17 d) | 4.23 i) | 4.35 i) |
| UK | : | : | 22.66 | 24.45 | 24.65 | 24.98 e) | 25.09 e) | 25.43 e) | 25.60 | 25.82 |
| IS | : | : | 0.09 | 0.10 | 0.10 | 0.10 f) | 0.10 f) | 0.10 f) | 0.10 | 0.10 |
| N | : | : | 1.75 | 1.85 | 1.86 | 1.89 | 1.91 | 1.94 | 1.94 | : |
| EEA | : | : | 135.22 | 149.06 | 150.16 | 151.32 | 153.45 | 154.90 | 156.25 | 157.97 |
| CH | : | : | 2.84 | 3.02 | 3.08 | 3.10 | 3.13 | 3.18 | 3.18 | : |
| US g) | : | 92.80 | 93.30 | 98.90 | 99.60 | 101.00 | 102.50 | 103.90 | 103.90 | 104.70 |
| JP | 35.82 | 37.98 | 40.67 | 45.45 h) | 46.03 h) | 46.71 h) | 47.35 h) | 48.07 h) | : | : |

Source: Eurostat (estimates) a) Since 1998, National Register 1 Jan - INS (estimate) b) Source: INE; Encuesta Continua de Presupuestos Familiares.
c) Source: Statistics Finland; Number of households at last day of the previous year. d) Source: Statistics Sweden, Income survey. Reference period 1st of January.
e) Source: DETR Household projections (GB - mid year) and Labour Force Survey for Northern Ireland (| Regional Trends- Spring) f) Estimated by SI g) US, source: the Motion Picture Association of America h) Eurostat estimate based on NHK figures, which in turn is based on Basic Register of Residents at the end of fiscal year.
i) Source: EAO

10.4 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 |
| EUR-12 | 284.9 | 288.4 | 292.6 | 299.1 | 299.9 | 300.7 | 301.4 | 301.4 | 302.6 |
| 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 |
| EEA | 358.9 | 362.9 | 368.3 | 376.2 | 377.3 | 378.4 | 379.3 | 379.7 | 381.2 |
| 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 |

Source: Eurostat New Cronos database

10.5 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 |

Source: Eurostat New Cronos database

Appendix

Definitions

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 theatres or for broadcasting on television.
- production in a motion-picture studio, or in special laboratories for animated films or cartoons, of full-length films, documentaries, 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 cinema 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 parking 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 individual country information available. 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 possess 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 telesshopping 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 have been households) of all age categories (in general here 14-18 years old and over) listening radio programme services, expressed as an average daily amount of listening in minutes. Non-radio uses of a combined radio set should not be taken into account (average daily cumulative audience). 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.

List of sources

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CA 93924
<http://adamsmediaresearch.com/>

Boxofficemojo.com

Brandon Gray
P.O. Box 2651
Santa Rosa, CA 95405
US
Phone: 3104526054
Email: info@boxofficemojo.com

Deutsche Bank AG

Taunusanlage 12
Tower A
D-60325 Frankfurt am Main
Germany
Tel.: +49-69-910-38080/35395
Fax: +49-69-910-38591
<http://www.db.com>
E-mail: db.ir@db.com

Economist Intelligence Unit

Address: 15 Regent Street, London SW1Y 4LR, UK
<http://www.eiu.com>

European Audiovisual Observatory

Address: 76, allée de la Robertsau, F-67000
Strasbourg, France
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Address: Ancienne route 17A, CH-1218 Grand-
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Haddonsacre,
Station Road,
Offenham,
Worcs.
WR11 8JJ
UK
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8426, Japan, <http://www.dentsu.com>

Gartner Dataquest

Europe Headquarters
Gartner, Inc.

Tamesis

The Glanty
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Surrey TW20 9AW
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Rolf Bürkl
Nordwestring 101
90319 Nürnberg
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1211, Connecticut Ave,
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<http://www.mccann.com/>

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Address: Via Soperga 2, 20127 Milano, Italy
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Address: 1600 Eye Street, NW, Washington,
DC20006.(202) 293-1966
<http://www.mpaa.org>

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Address: 2-15-2 Ginza, Chuo-ku, Tokyo 104-0061
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105 Ladbroke Grove,
London W11 1PG
United Kingdom
<http://www.oando.co.uk/>

Real.com
RealNetworks, Inc
2601 Elliott Ave
Seattle, Washington 98121
United States

Screen Digest
Address: Lyme House Studios, 38 Georgiana Street,
London NV1 OEB
<http://www.screendigest.com>

SES/ASTRA; Societe Europeenne des Satellites,

Address: L-6815 Chateau de Betzdorf, Luxembourg,
<http://www.ses-astra.com>

Surfmusic.de
Uwe Roselius
Dorfstr. 99
D-16247 Gross Ziethen
Germany

Unesco
7, place de Fontenoy, 75352 PARIS 07 SP, France
<http://www.unesco.org>

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Address: 2 Massachusetts Avenue, N.E. Room 2860,
Washington,
D. C. 20212
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Address: 16530 Ventura Blvd., Suite 400, Encino,
CA 91436-4551
<http://www.vstda.org/>

VUD
Verband der Unterhaltungssoftware
Deutschland e.V.
Riemekestr. 160
33106 Paderborn
<http://www.vud.de/>

Web-radio.fm
BRS Media Inc.
760 Market St. Suite 958
San Francisco, CA 94102
United States