



OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE

THE EUROPEAN BROADCASTING PUBLIC SECTOR – SOME COMPARATIVE DATA

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TRANSPARENCY !

- The Greek exemple of the dissolution of ERT for « lack of transparency » illustrates the growing importance of transparency of public broadcasters.
- Transparency of accounts of PSB has improved thanks to the generalisation of the good practice of publication of Annual reports on the Web.
- Collaboration between the Observatory and the EBU M.I.S. is also important to improve the quality of the data
- Nevertheless, not everything is perfect :
 - for exemple it still almost impossible to obtain data on the breakdown of revenues from Spanish autonomic broadcasters (with the exeption of Catalunya)
 - breakdown of revenues between public funds and commercial revenues not always officialy published
 - breakdown of commercial revenues is less transparent that it used to be
 - data on programming expenses generally difficult to obtain or to interpret

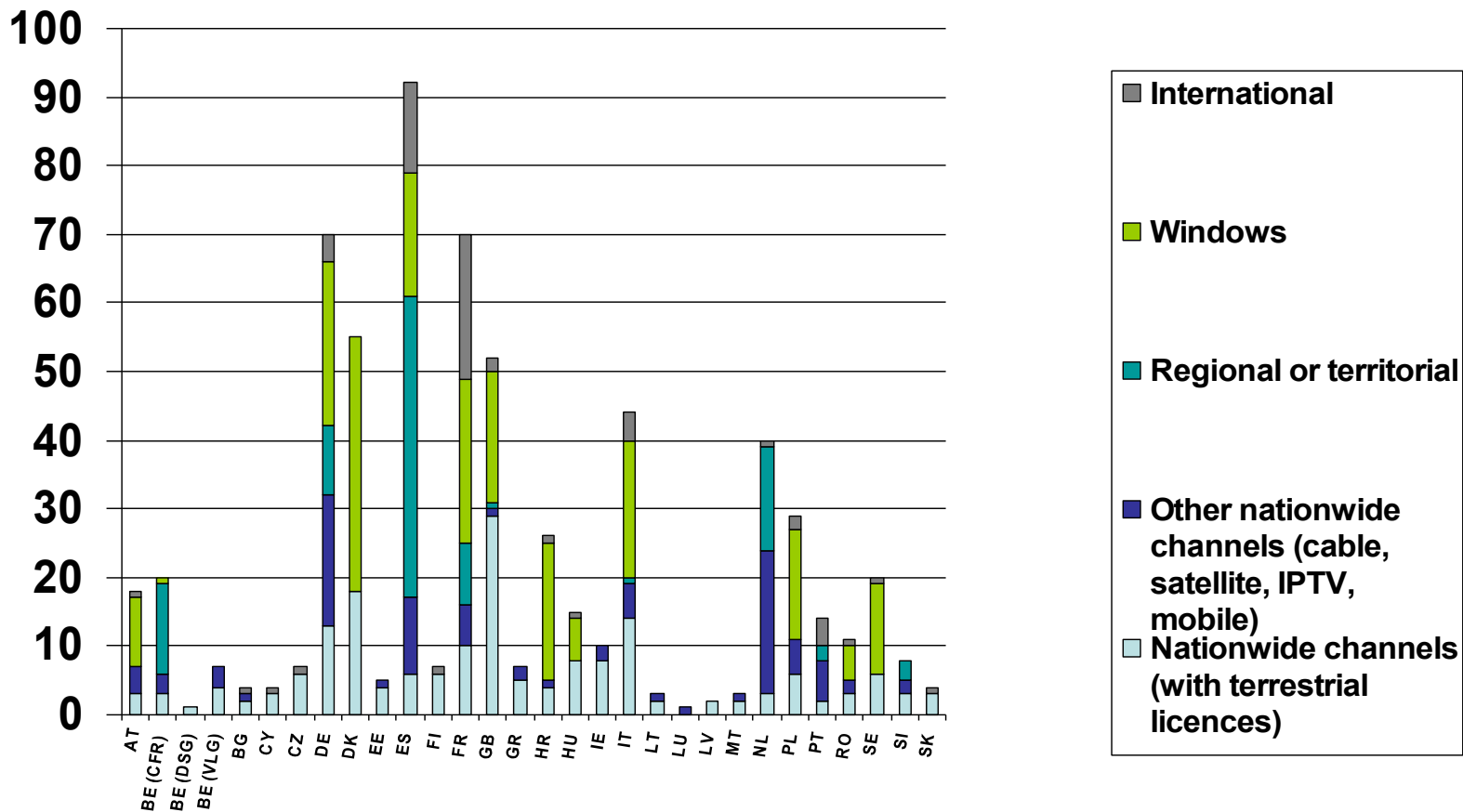
SOME METHODOLOGICAL (BUT FUNDAMENTAL) METHODOLOGICAL REMARKS

- 1° The European Audiovisual Observatory, in its statistical analysis, uses a concept of « **public sector** » rather than « **public service** ». This results from the fact that we work on company data and not on data related to PSB public missions. We consider all the broadcasting companies with public ownership even if they do not have public service mission. We do not consider private companies with some public service missions.
- 2° Comparisons should be done between national public systems (TV + radio organisations) rather than between broadcasting organisations. For exemple, it does not make sense to compare France-Televisions with BBC. Public broadcasting sector in France also includes Radio France, Audiovisuel extérieur de la France, ARTE, Public broadcasting sector in UK also includes Channel 4, S4C and SSVC, the army broadcaster. To have a significant comparison between France and UK, you have to compare the overall publicly owned companies in the two countries.
- 3° Comparisons remain difficult due to the fact that some activities such as transmission, archives, licence fee collection may still be done by the national public broadcaster or be out-sourced.
- 4° Comparisons of expenses (and in particular investments into production) remain almost impossible.

THE PUBLIC TV CHANNELS IN THE EU (December 2012)

179 TERRESTRIAL, 98 CABLE/SAT/IPTV, 98 REGIONAL,
213 REGIONAL/LOCAL WINDOWS, 61 PAN-EUROPEAN/INTERNATIONAL

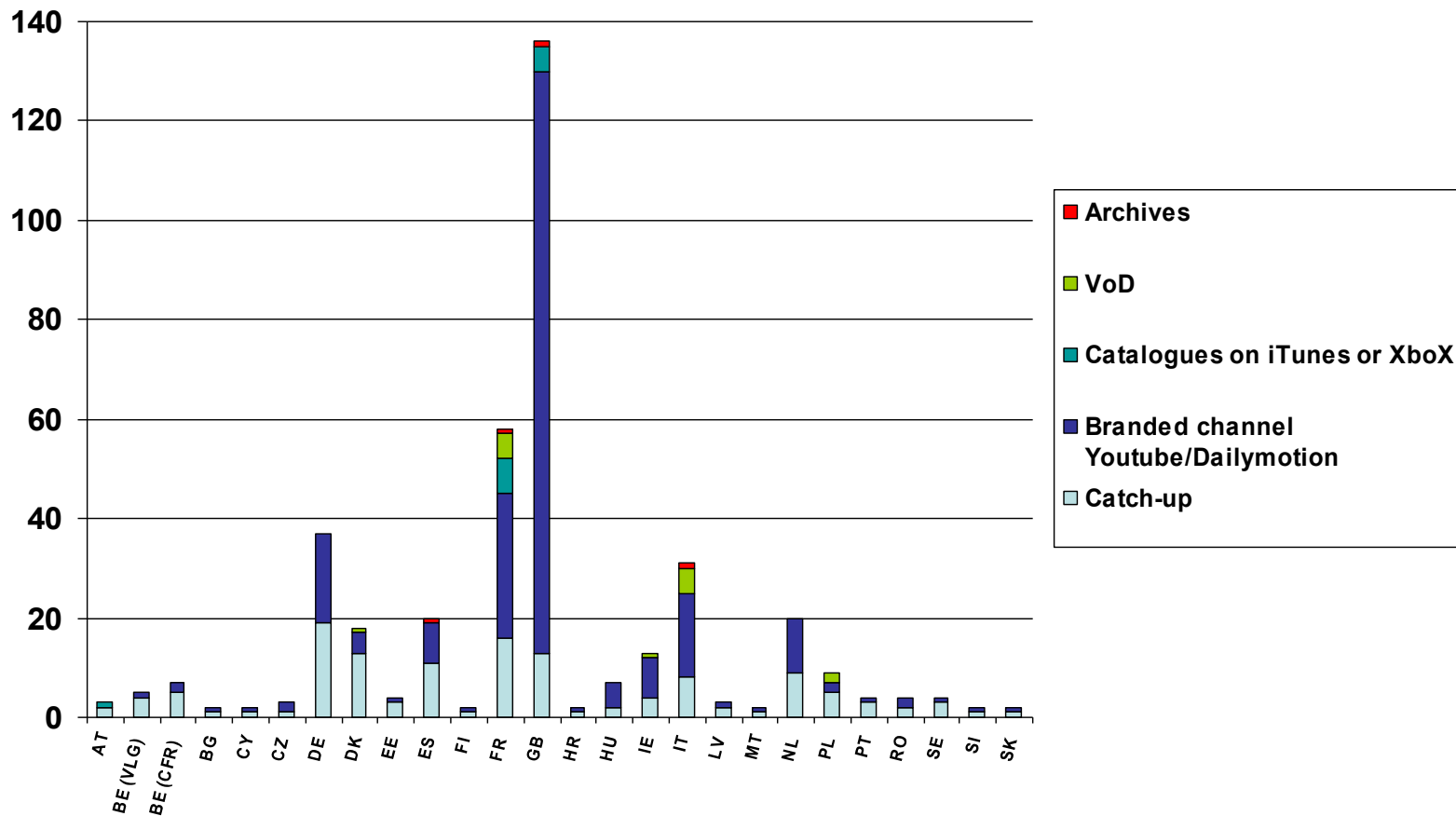
Source : European Audiovisual Observatory / MAVISE database



ON-DEMAND AUDIOVISUAL SERVICES PROVIDED BY PUBLIC BROADCASTERS IN THE EU (Oct. 2013) :

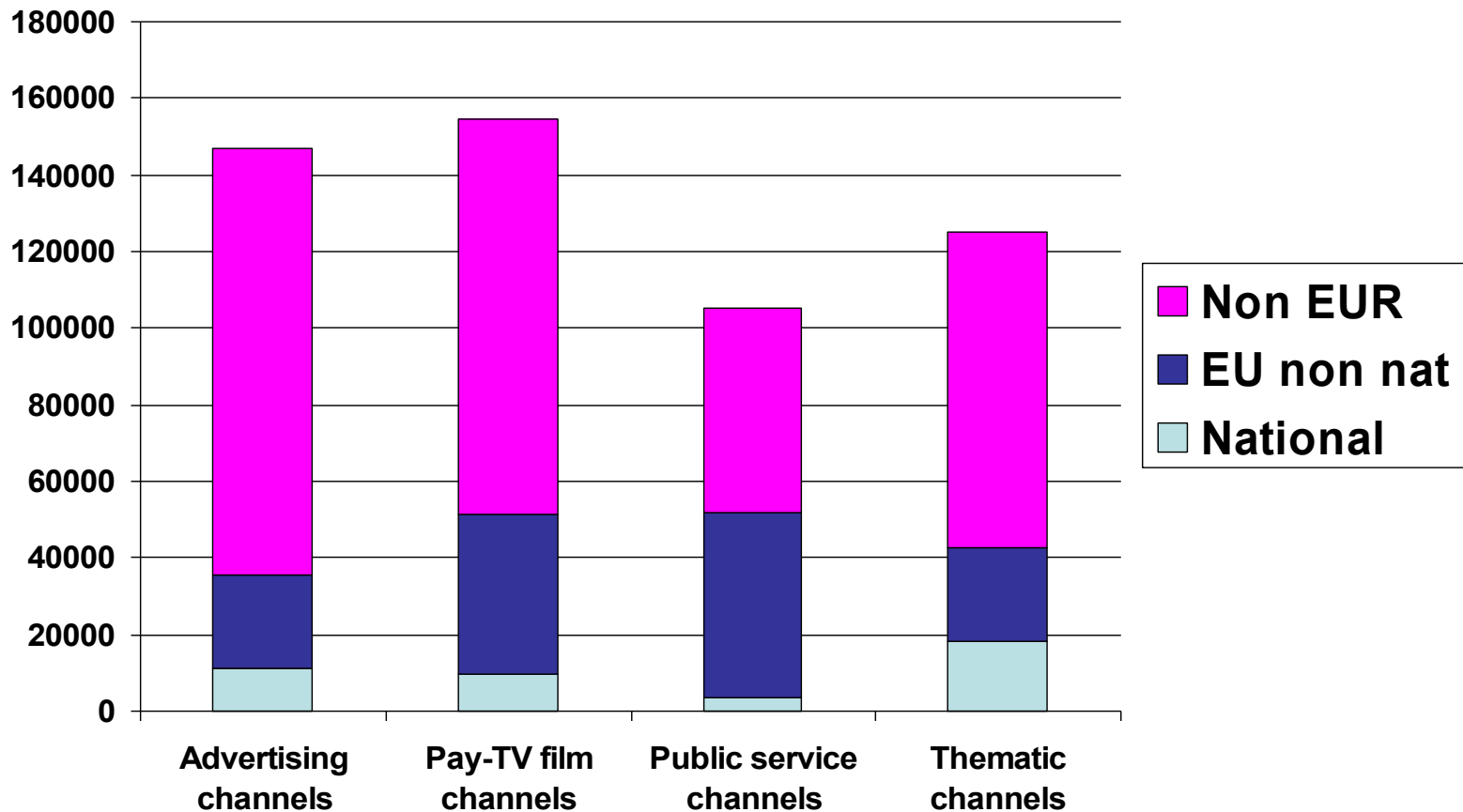
132 Catch-up / 237 branded channels on Youtube or Dailymotion / 13 catalogues on iTunes or Xbox / 14 VoD services / 4 archives services

Source : European Audiovisual Observatory – MAVISE database



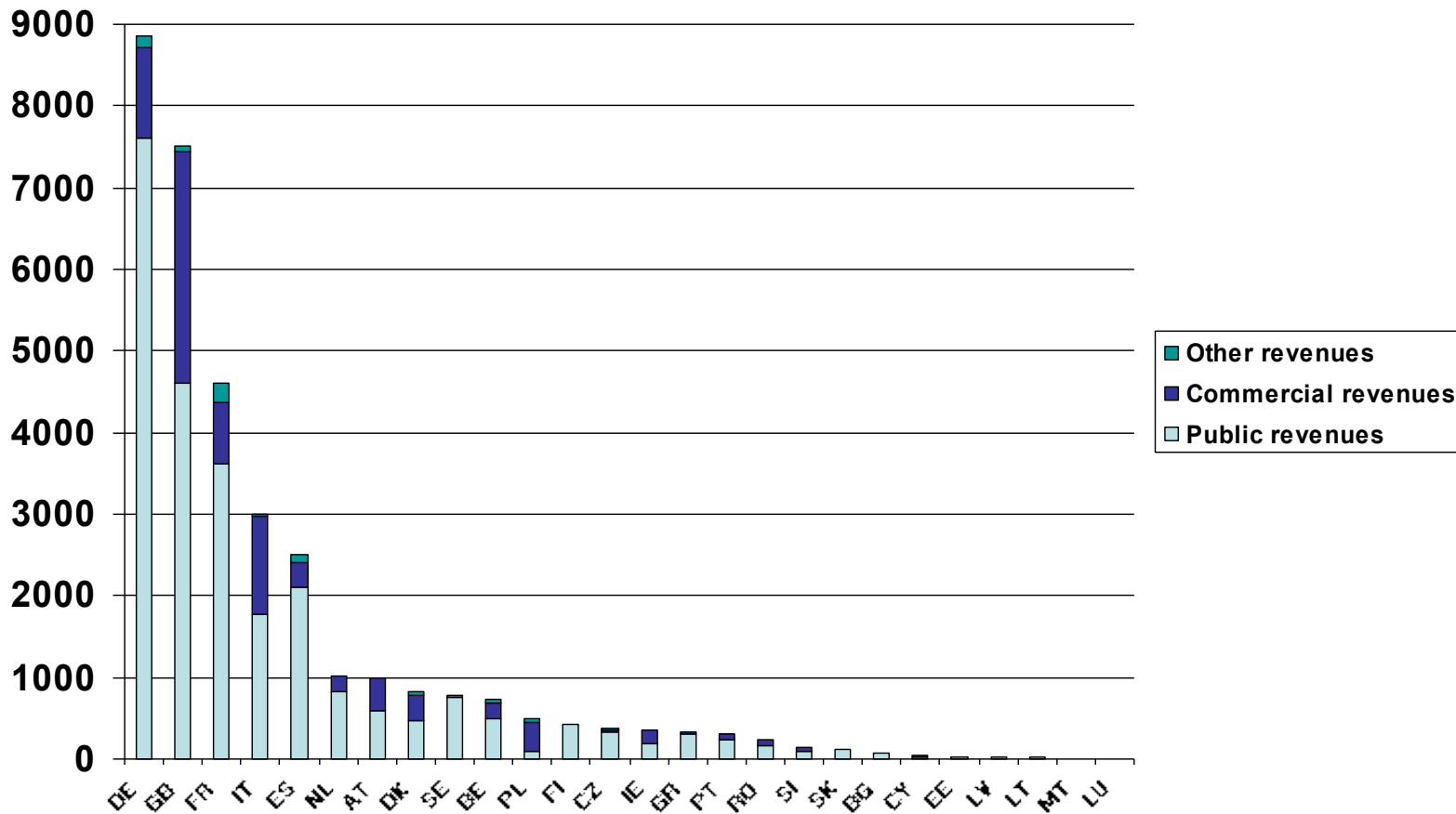
HOURS OF FICTION (films, shorts, TV films, series, animation) BROADCAST BY A SAMPLE OF CHANNELS IN 15 EUROPEAN COUNTRIES (2011)

Source : European Audiovisual Observatory on ROVI data



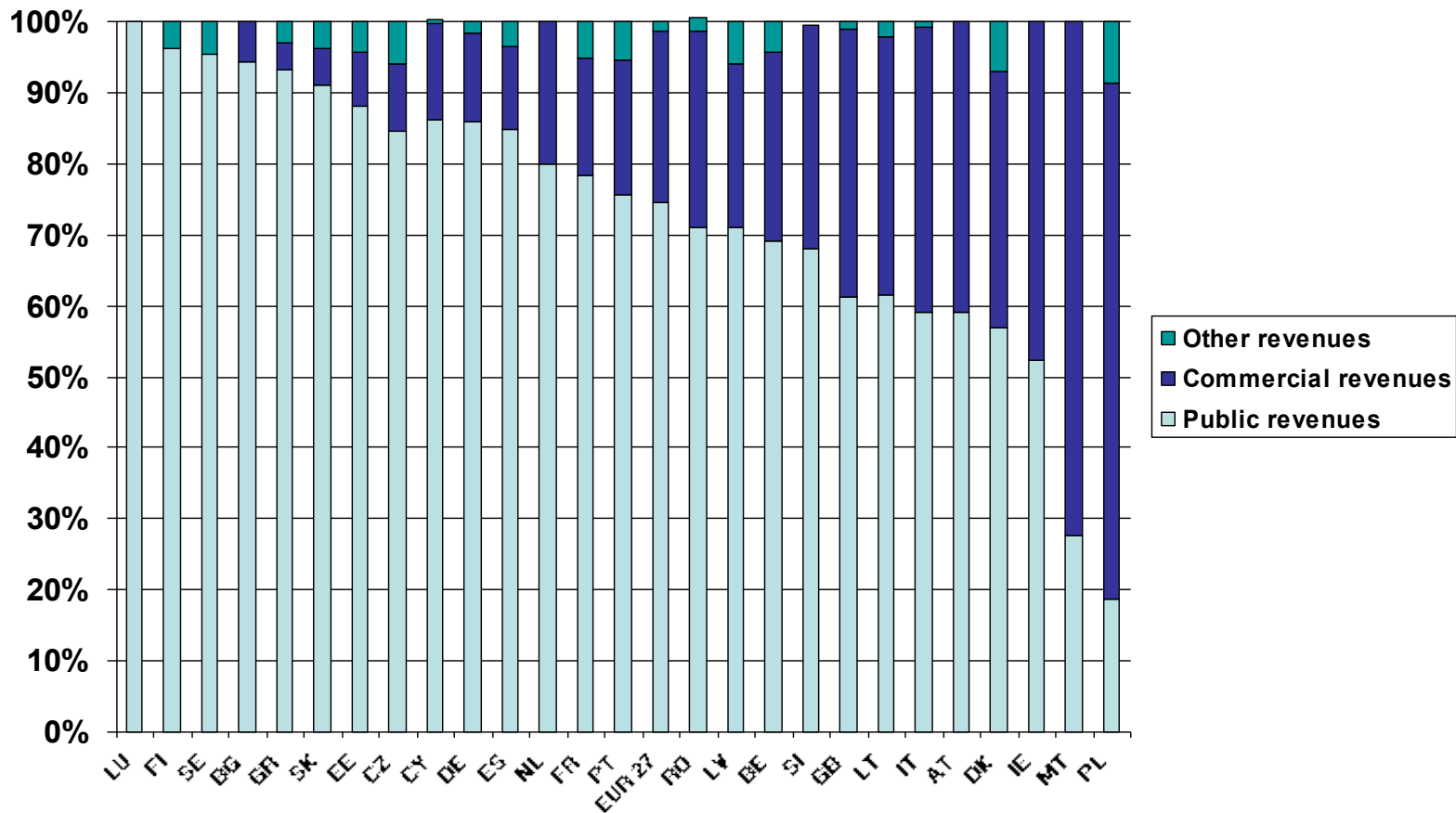
REVENUES OF THE PUBLIC BROADCASTERS IN THE EU (2011) – EUR million

Source : European Audiovisual Observatory



BREAKDOWN OF REVENUES OF THE PUBLIC SECTOR IN EU COUNTRIES (2011)

Source : European Audiovisual Observatory

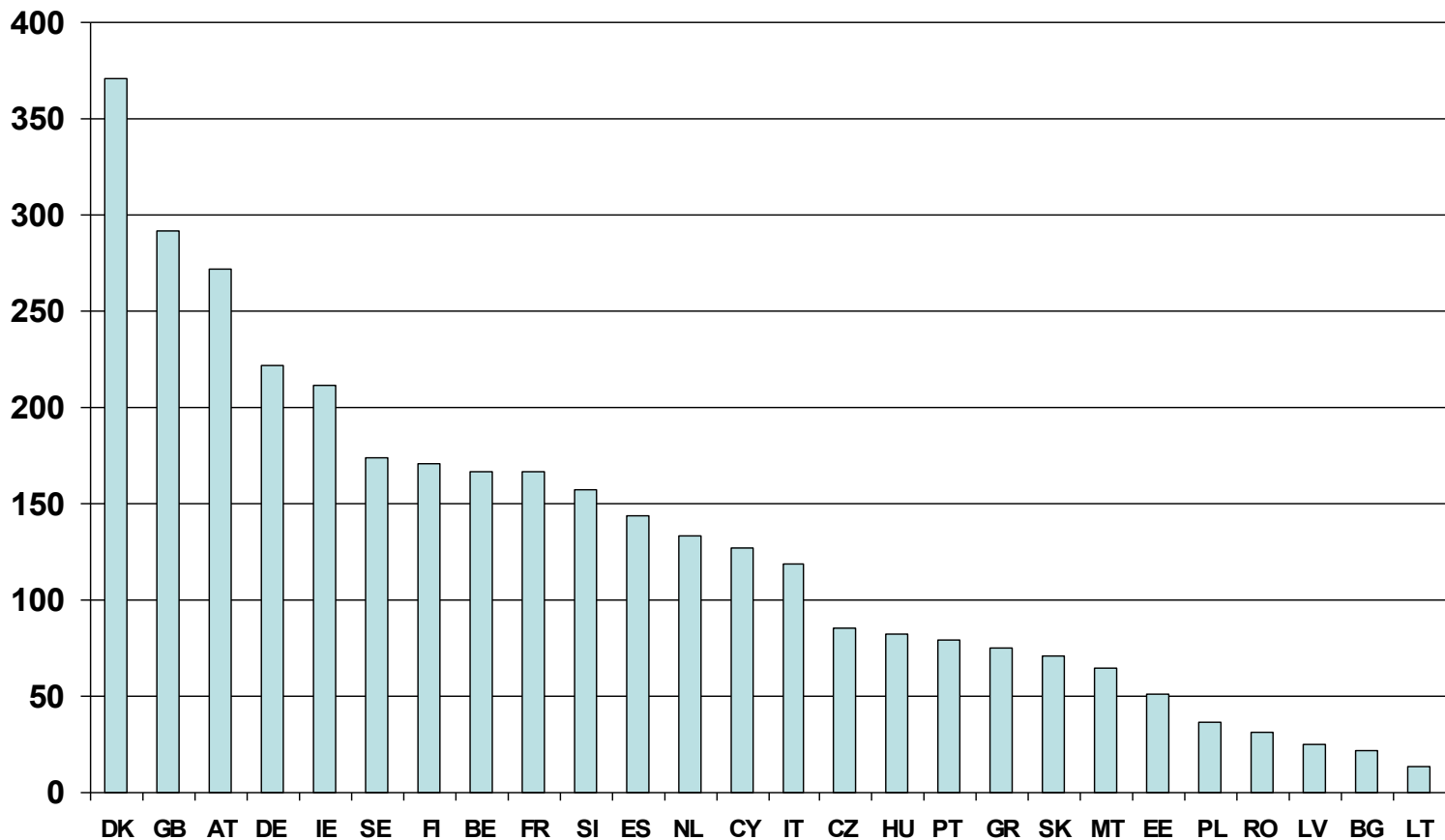


AVERAGE REVENUE PER HOUSEHOLD OF PUBLIC BROADCASTERS IN 2011

(includes public funds and commercial revenues)

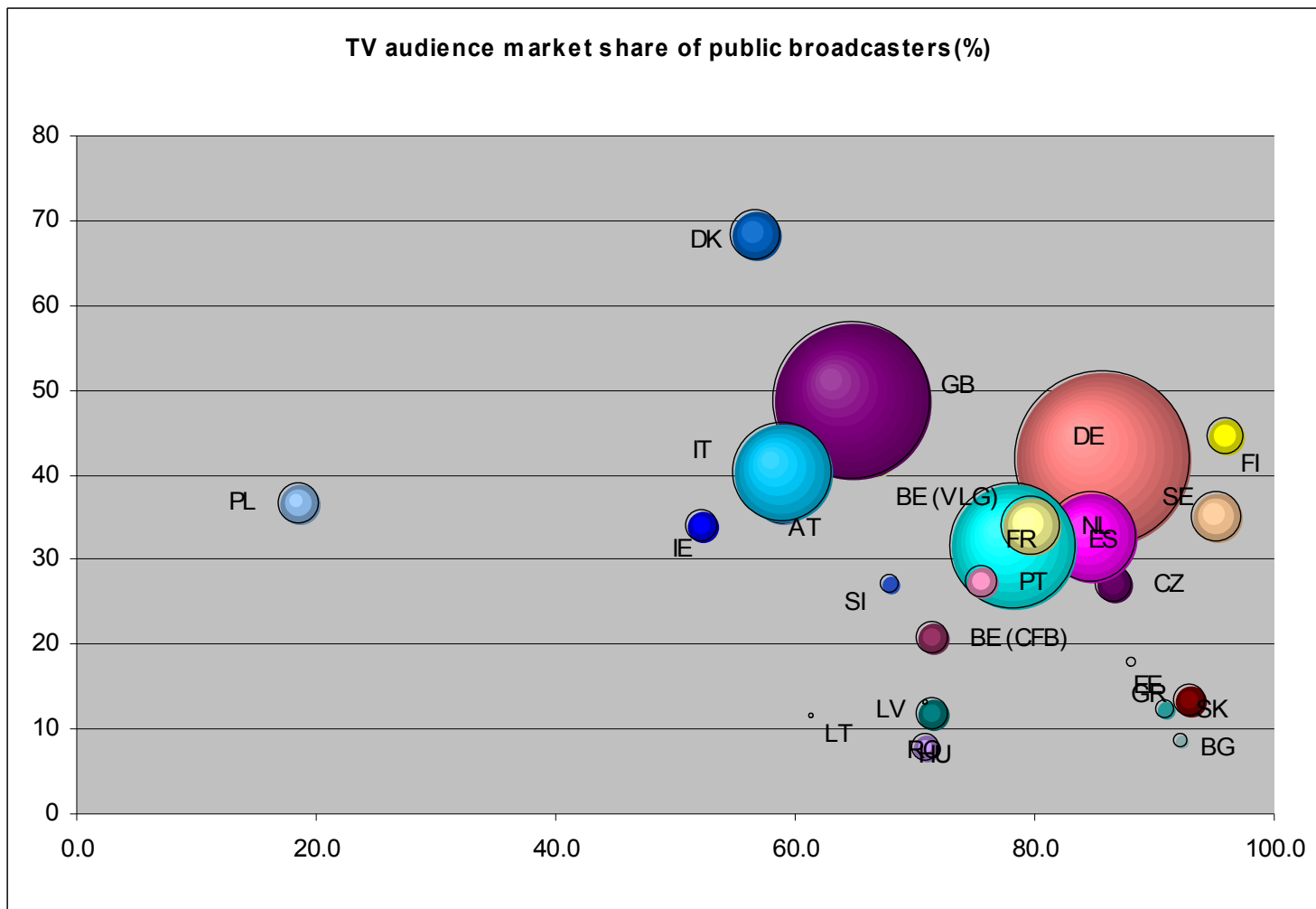
(in EUR / household)

Source : European Audiovisual Observatory



TV AUDIENCE MARKET SHARE IN RELATION WITH THE PERCENTAGE OF PUBLIC FUNDING (2011)

European Audiovisual Observatory



THANK YOU FOR YOUR ATTENTION !

<http://www.obs.coe.int>

<http://mavise.obs.coe.int>

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