
# L'Europe des Télévisions


Marseille, March 11th 2009

by Giovanni Gangemi

# From where we come, where we're going

## Phase 1: Monopoly: ('50s – '70s)

PSBs are the only holders of TV licences

## Phase 2: Commercial TV ('80s)

Private commercial channels are launched

PSBs compete with private broadcasters for ratings

## Phase 3: Pay TV ('90s)

Digital Pay Tv services are launched

PSBs lose Premium contents and try to take part to pay-tv consortiums

## Phase 4: DTT, IPTV and WEB TV(2000)

Digital Terrestrial TV gives new opportunities to traditional broadcasters.
Internet brings Telco operators into the market
PSB's enlarge their bouquets of channels on DTT and try to organise archives for non linear platforms

1. Financing models

2. Audience fragmentation

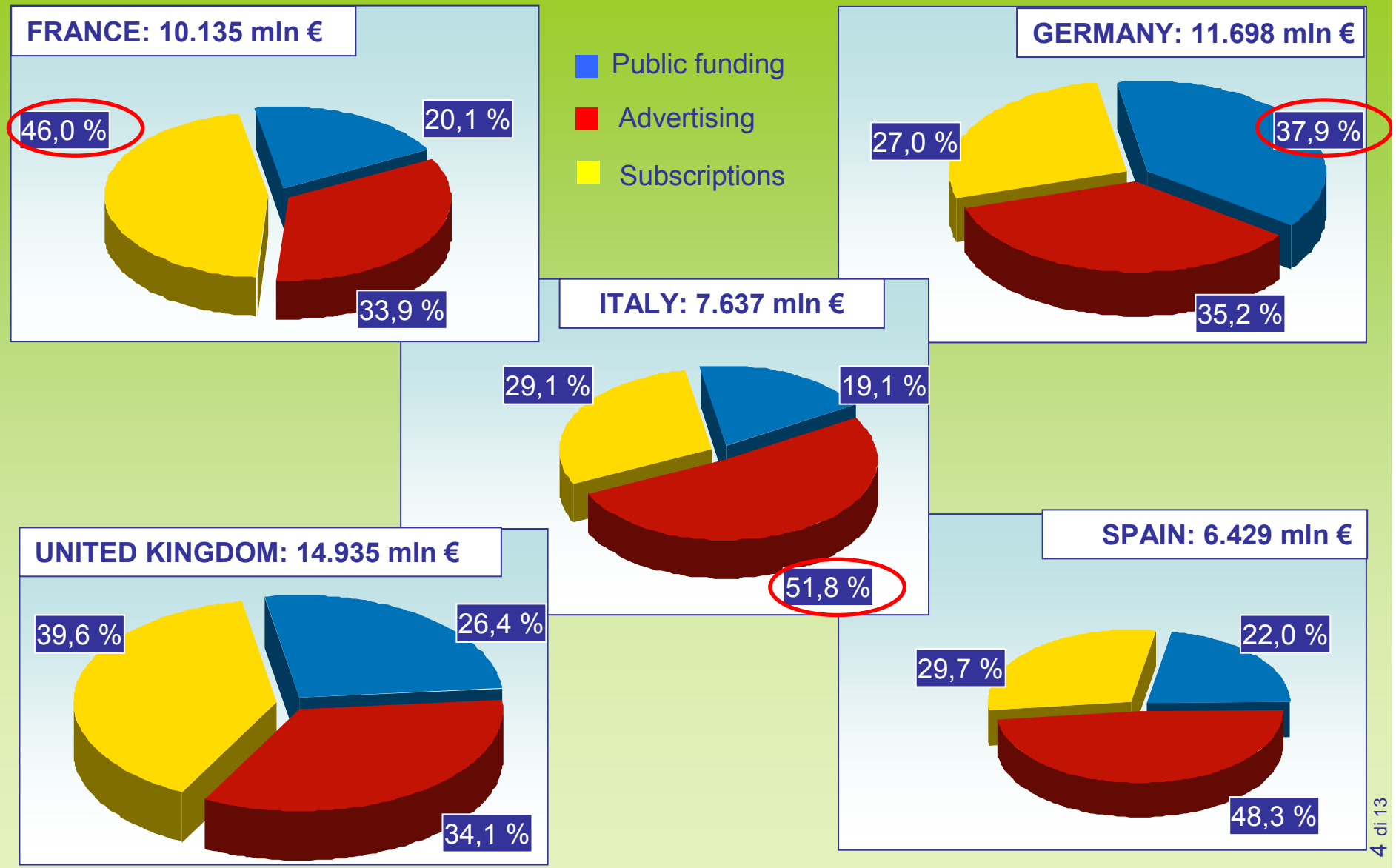
3. Developping of Dt Television

4. Non linear content and non linear platforms



Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# The main TV financing sources

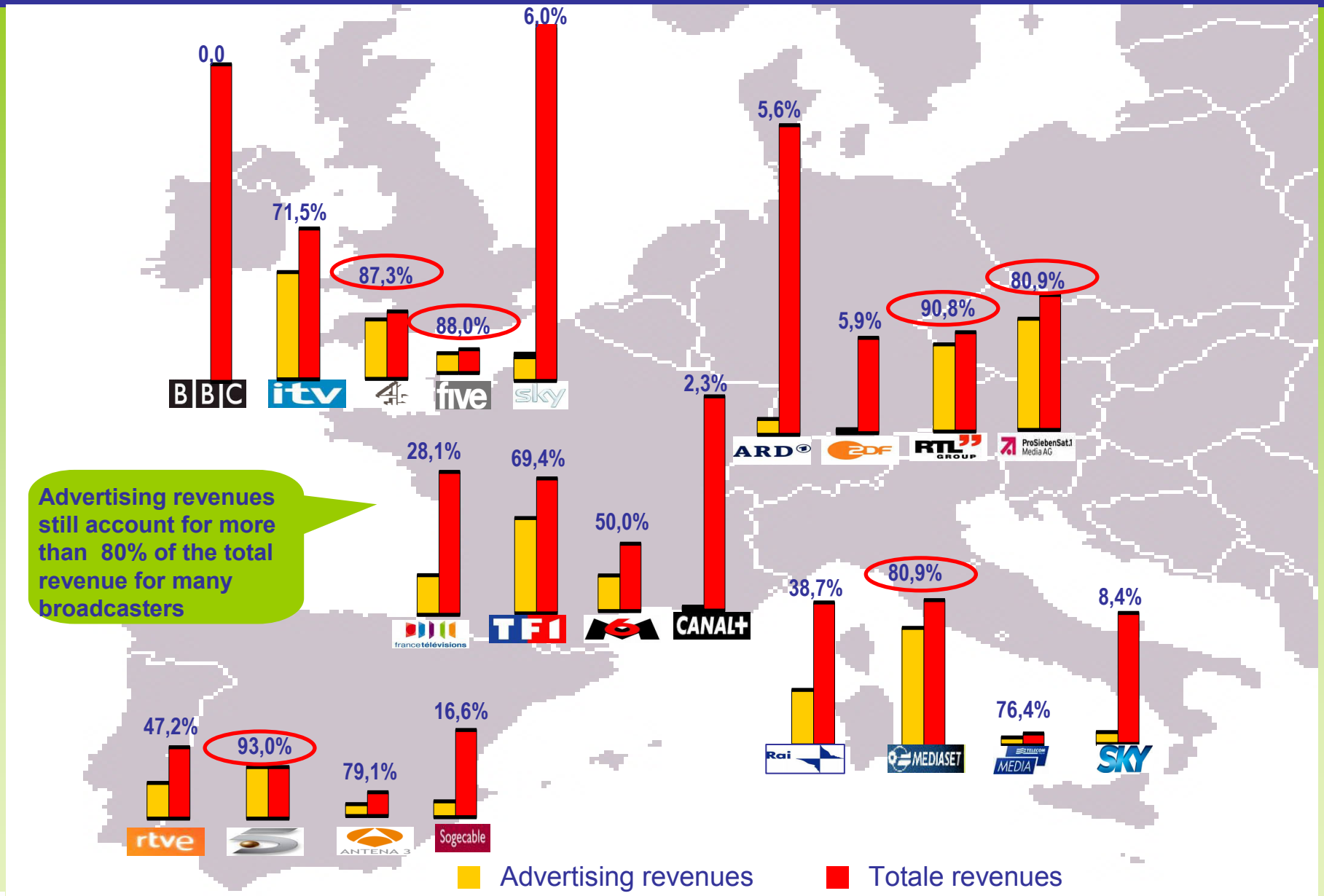



Sources: IsICult on Csa, Media Perspektiven, Ofcom, Agcom, Cmt, and companies information



Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# Advertising's still the "oil" of broadcasters




Advertising revenues still account for more than 80% of the total revenue for many broadcasters

Sources: IsICult on Csa, Media Perspektiven, Ofcom, Agcom, Cmt, and companies information



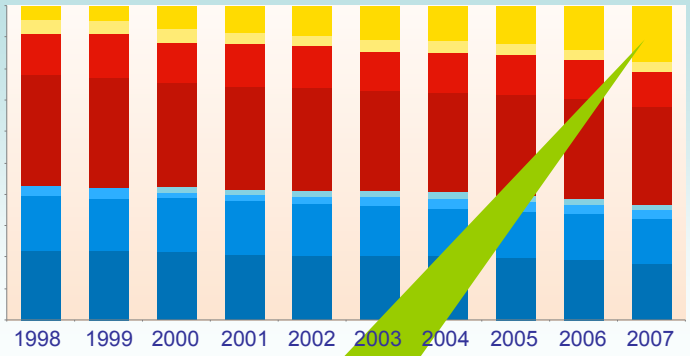
Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# Rating trends: the increase of fragmentation

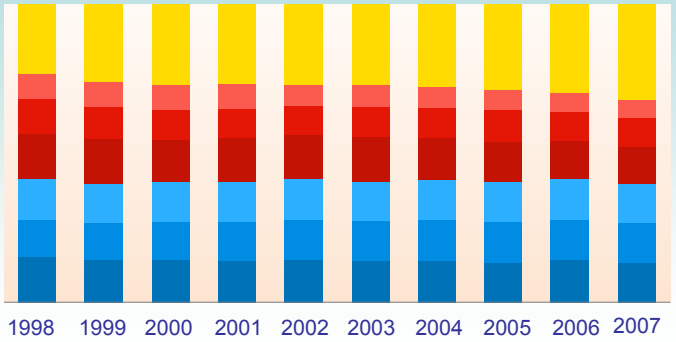
## Share 1998 – 2007

Publich Channels
Commercilal Ch.
Pay-tv

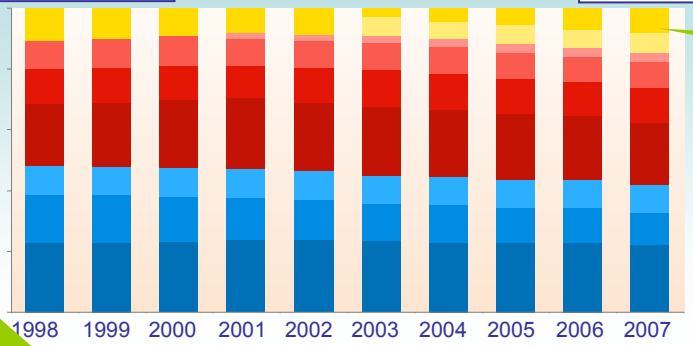
### FRANCE




### GERMANY



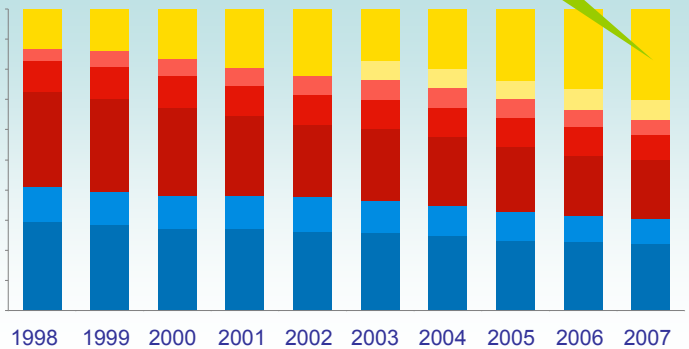

### ITALY




High levels of fragmentation due to DTT channels.

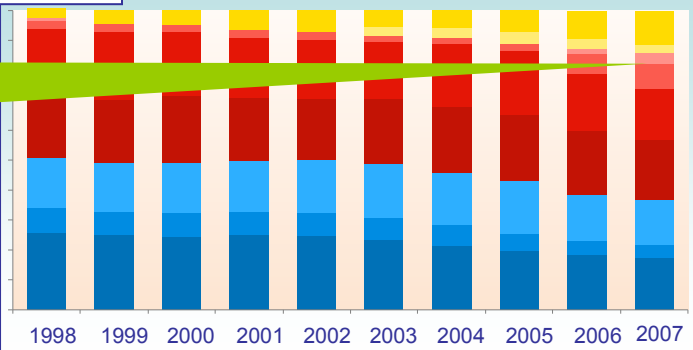
Steady market, high level of concentration

### UNITED KINGD0M




Fragmentation due to new analogue channels

### SPAIN

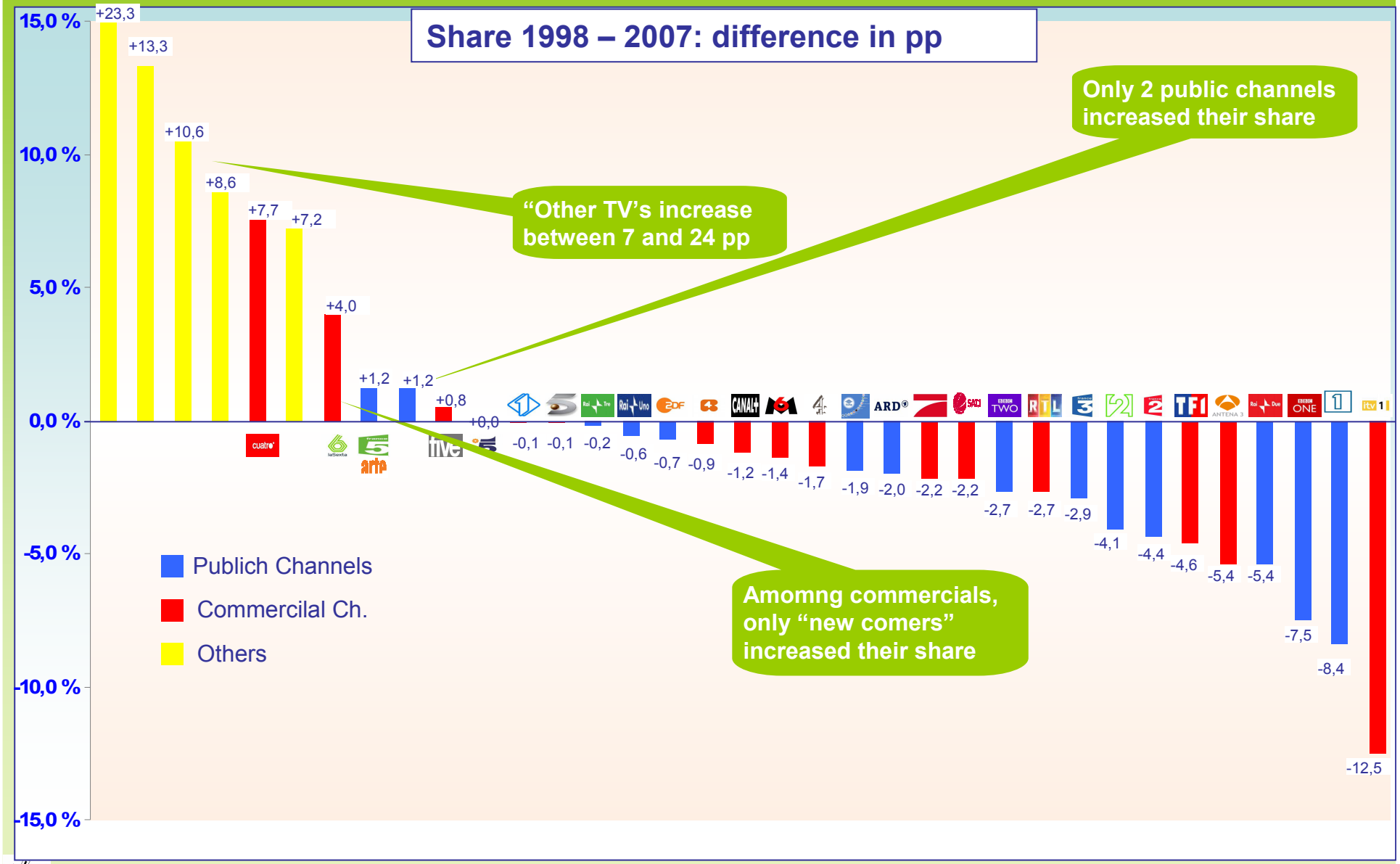



Sources: IsICult on Médiamétrie, Barb, Auditel/Agb, Tns/Sofres, Agf/Gfk



Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# Rating trends: the power of multichannel




Sources: IsICult on Médiamétrie, Barb, Auditel/Agb, Tns/Sofres, Agf/Gfk

# Europe's main markets: DTT opportunities

DTT gives analogue broadcasters the opportunity to expand their channels line up and rescue the audience lost by the main channels

| The 5 Largest EU TV markets | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| TV group | Number of channels operated | | | | Ratings of analogue and digital channels 2007 *(%)* | | | |
| | ANALO. | DTT | | TOT. | Main anal. | Other anal. | Digitlal only | TOTAL |
| Rai | 3 | 5 | 8 | **16** | 41,6 | - | 0,6 | **42,4** |
| MEDIASET | 3 | 7 | 0 | **10** | 40,6 | | 0,2 | **40,8** |
| francetélévisions | 4 | 2 | 7 | **13** | 35,2 | 1,7 | 1,2 | **38,1** |
| BBC | 2 | 8 | 8 | **18** | 30,6 | - | 3,4 | **34,0** |
| TF1 | 1 | 4 | 8 | **13** | 30,7 | | 1,3 | **32,0** |
| ARD | 6 | 3 | | **9** | 26,9 | 3,3 | - | **30,2** |
| RTL GROUP | 6 | 0 | 3 | **9** | 22,0 | 2,6 | - | **24,6** |
| itv | 1 | 4 | 1 | **6** | 19,2 | | 4,0 | **23,2** |
| rtve | 2 | 3 | 3 | **8** | 21,8 | - | 0,6 | **22,4** |
| ProSiebenSat.1 Media AG | 5 | 0 | 3 | **8** | 19,7 | 1,1 | - | **20,8** |
| | 1 | 3 | 0 | **4** | 20,3 | | 0,1 | **20,4** |
| ANTENA 3 | 1 | 2 | 2 | **5** | 17,4 | | 0,4 | **17,8** |
| ZDF | 5 | 1 | 2 | **8** | 12,9 | 3,3 | - | **16,4** |
| M6 | 1 | 3 | 7 | **11** | 11,5 | | 1,0 | **12,5** |
| 4 | 1 | 4 | 6 | **11** | 8,5 | | 3,3 | **11,8** |
| CANAL+ | 1 | 2 | 16 | **19** | 7,7 | | 1,5 | **9,1** |
| Sogecable | 1 | 4 | 17 | **22** | 3,4 | | 0,3 | **3,7** |
| MEDIA | 2 | 1 | 7 | **10** | 3,0 | | 0,1 | **3,1** |

Sources: IsICult on Médiamétrie, Barb, Auditel/Agb, Tns/Sofres, Agf/Gfk



Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# DTT has changed business models

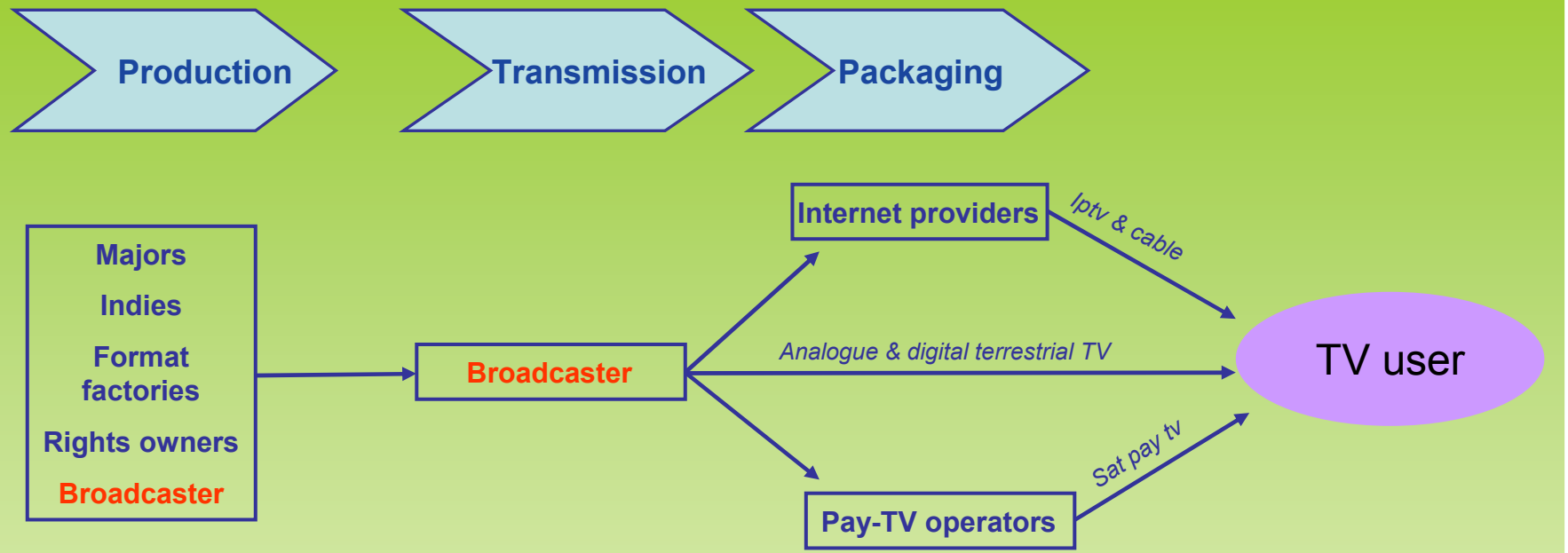
**Some channels switched form pay-tv to FTA platforms**
**E4 and Film4 were on only pay-tv channels, and now they're on Freeview…**

| Cable & Sat. "*Pay*" | Dtt "*Pay*" | Dtt "*Free*" |
|---|---|---|
| E4 | E4 | |
| FILM | | |
| i TELE | | i TELE |
| CNN + | | CNN + |
| latino | | latino |



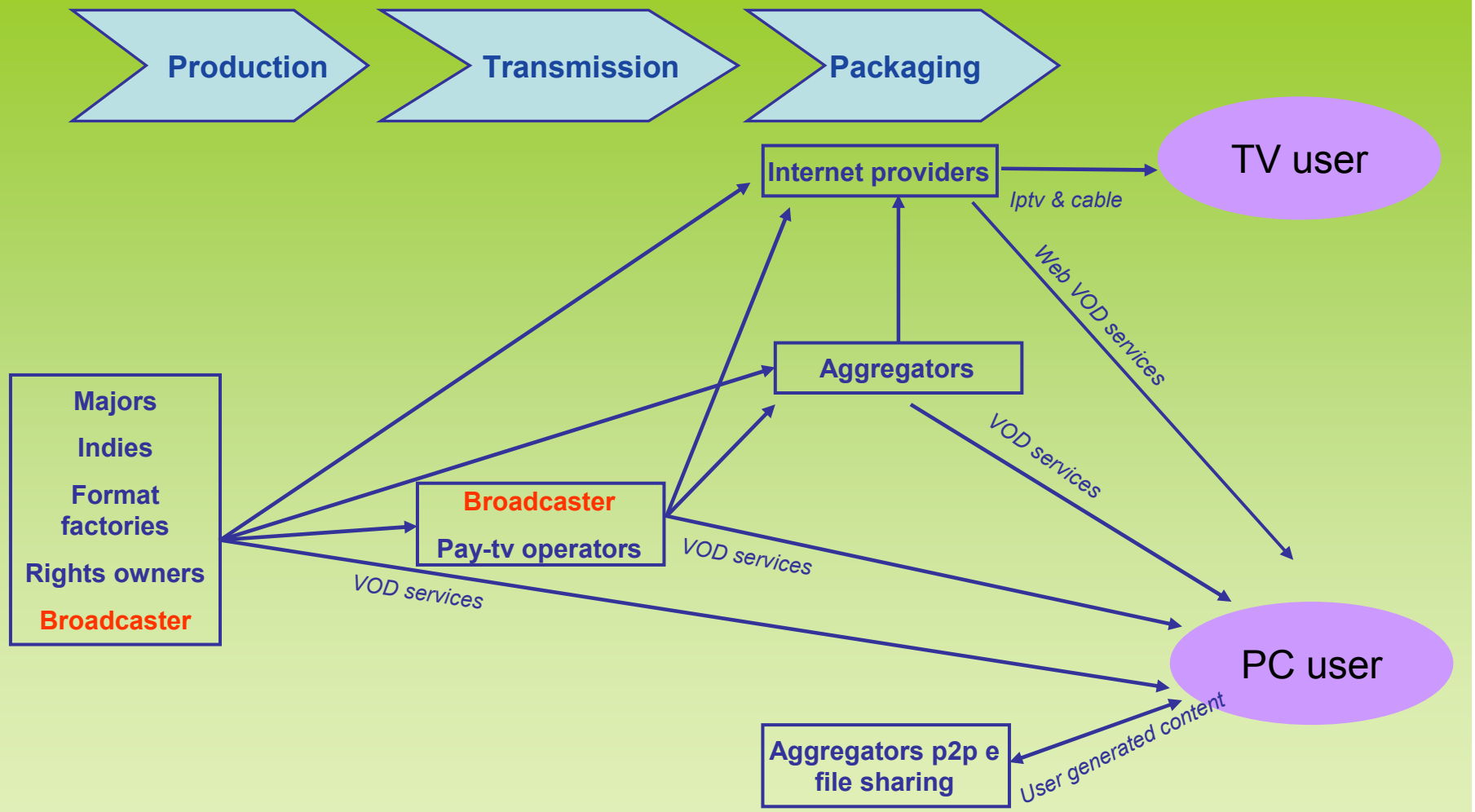
Sources: IsICult

# The “traditional” value chain: *linear*




- In the traditional value chain, broadcasters are still the central point
- Revenues are generated by the sale of TV ads and by direct financing (pay-TV and PPV)

# The “new” value chain : “*on demand*”




- For distributing on-demand contents on TV broadcasters have to deal with IPTV and cable operators
- PC users receive a massive amount of offers

# Europe's main markets: new platforms opportunities

Internet gives analogue broadcasters the opportunity to create a new window of programming
But this services still suffer from several weaknesses:

- Incertitude on business model:
  - Free and funded by licence fee (iPlayer)
  - Free and fundend by advertising (Rai.tv)
  - Pay (France Tvod, Rewind Tv)
- Access to TV
  - Dealing with ISP (France Télévisions / Orange, Rai / Fastweb)
  - Creating "opened" offers availables on hybrid IPTV/DTT decoders
- Size of catalogue
  - Stand alone offers
  - "copetitions" (Kangaroo/SeeSaw project)

| *Broadcaster* | "Catch-up" *(clip)* | "Catch-up" *(full lenght)* | Premium | Preview | Archive | Simulcasting *(channel)* | Simulcasting *(event)* |
|---|---|---|---|---|---|---|---|
| Rewind TV | | ✓ | | | | | |
| france tvod | ✓ | ✓ | ✓ | | ✓ | | |
| Rai Click | | ✓ | ✓ | | ✓ | | |
| Rai.tv | ✓ | | | | ✓ | ✓ | |
| BBC iPlayer | | ✓ | ✓ | | | | |
| TVE A la carta | ✓ | | | | ✓ | | |

Sources: IsICult on companies information



Istituto italiano per l'Industria Culturale – Palazzo Taverna Via di Monte Giordano 36 00186 Roma, Tel +39 06 689 23 44, Fax +39 06 689 61 58, www.isicult.it

# Thank you!


IsICult

Via di Monte Giordano, 36

00186 Rome

+39 06 689 23 44