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Cinema, TV and radio in the EU

Statistics on audiovisual services

Data 1980–2002

4

THEME 4
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Eurostat is the Statistical Office of the European Communities. Its task is to provide the European Union with statistics, at a European level, that allow comparisons to be made between countries and regions. Eurostat consolidates and harmonises the data collected by the Member States.

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Eurostat

PREFACE

Cinema, radio and television are entering a new era. Digital technology is reshaping broadcasting, programming, production, delivery and payment systems and has an impact on cultural issues worldwide. The EU is playing a leading role in addressing these issues and promoting the European audiovisual sector, with the primary aims of:

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

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

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

13 European countries have submitted applications for accession to the EU. The main link between audiovisual policy and the enlargement process is through alignment with the Community acquis (mainly the Television Without Frontiers Directive) as well as through participation in Community programmes.

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 210 minutes television per day.

This publication "Cinema, TV and Radio in the EU, data 1980 - 2002" is the new renamed edition of the publication "Statistics on audiovisual services" and is, as before, based on the data collected via the AUVIS questionnaire from EU Member States, Candidate countries and EFTA countries (the results of the 2002 enquiry have been taken into consideration) and is divided into 8 main parts, which cover the following aspects:

- overview of the audiovisual market
- structural business statistics on audiovisual services
- cinema market,
- DVD and video market,
- TV broadcasting market,
- sound recordings,
- radio and
- video games.

It also includes other related information that enables currency conversion and calculation of ratios.

The structure of the publication has been changed in the way that the cinema production and distribution and cinema exhibition become one chapter. The chapter about the TV market has been merged with cable operating and satellite market chapter into TV broadcasting chapter, as we believe that those markets are closely linked together.

The aim of this publication is to provide a statistical overview on the audiovisual sector based on the statistical work carried out at Eurostat in co-operation with EU Member States, Candidate countries and EFTA countries and some sectoral organisations.

The publication covers 32 countries (i.e. 15 EU countries, 12 Candidate countries (Turkey not included), Iceland, Norway, Switzerland, United States and Japan).

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

Over the past few years, Eurostat, the Statistical Office of the European Communities has been elaborating a statistical information system on Audiovisual Services, called AUVIS (i.e. AUdioVisual Information System). The system is based on the AUVIS overall methodological manual currently developed in co-operation with the EU Member States, Candidate countries and EFTA countries, and is used for collecting and disseminating existing statistics. The AUVIS system aims to include quantitative and qualitative information on 14 AUVIS sections and market segments: Structural Business Statistics (SBS) for audiovisual activities; General Data on Audiovisual Markets; Audiovisual Production (Cinema, TV); Audiovisual Distribution (Cinema, Video); Cinema Exhibition; Video Market; Television (TV Broadcasters); Sound Recordings; Radio Market; Cable Network Operating; Terrestrial Hertzian Transmission of Radio- and TV-signals; Satellite Transmission (for TV and Radio Broadcasting); Offline Multimedia (Video Games); Online Multimedia for TV and Radio.

Developing statistics on the audiovisual market requires expertise in several fields and takes considerable time. In 2000, 2001 and 2002, AUVIS data collection has been extended and an AUVIS section has been integrated progressively in Eurostat's reference database "New Cronos".

Acknowledgments

This publication was prepared under the responsibility of Bettina Knauth, Head of Unit D5 (Information Society and Tourism Statistics), Eurostat

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Introduction

For the fourth year in a row, Eurostat presents a publication on audiovisual statistics. The change of title reflects the core activities of the NACE classification of which can be considered audiovisual services. (NACE Rev. 1 is a 4-digit activity classification which was drawn up in 1990. It is a revision of the "General Industrial Classification of Economic Activities within the European Communities", known by the acronym NACE and originally published by Eurostat in 1970.) In reality, it does not only constitute those activities included in the NACE groups 92.1 and 92.2. There are other activities that are recognised as audiovisual. For that reason, Eurostat developed the AUVIS methodological framework and its AUVIS questionnaire.

One of the difficulties in analysing the audiovisual market lies in the very definition of the audiovisual market itself. NACE 92.1 and 92.2 is a good start for the 'core business' of the audiovisual sectors in the NACE breakdown:

- 92.11 Motion picture and video production;
- 92.12 Motion picture and video distribution;
- 92.13 Motion picture projection;
- 92.2 Radio and television activities.

There are other activities that are part of NACE 52 activities (Retail trade) and NACE 51 (Wholesale trade) but cannot be distinguished by simply using a NACE breakdown:

- Sales and distribution of video cassettes, DVD discs, CDs, video games.

Furthermore, NACE 21.14 Publishing of sound recordings and 72.21 Publishing of software also make a part of the audiovisual market.

The data collection framework can distinguish at least two dimensions to allocate enterprises by its main activities:

- By audiovisual market;
- By production, distribution and exhibition/retail;

Audiovisual services shall also be seen from the consumer side. CDs purchased by each household owning a CD player bought per capita and number of cinema tickets bought per capita are two examples of audiovisual indicators seen from the user side.

Audiovisual markets would be: cinema, DVD, video, television, music, radio, video games. Production can include all audiovisual markets. Distribution can include film and TV rights, but also wholesale of audiovisual products. Exhibition can include film, TV and radio transmission, but also retail trade of audiovisual products.

The AUVIS data collection framework takes most of this into account. The AUVIS system aims to include quantitative and qualitative information on 14 AUVIS market segments.

The data collected are published in Eurostat's New Cronos database (http:europa.eu.int/newcronos/).

This publication takes into account the AUVIS data collection. In order to give a coherent and more complete coverage, some additional data as reference from other sources have been added.

Eurostat gratefully acknowledges the valuable contribution of all National Statistical Institutes (NSIs) and other professional bodies. The special effort to fill in data gaps has enabled Eurostat to create EU-15 estimates for most variables presented. In most cases, Eurostat gave priority to national official sources (mainly NSIs and ministries or other governmental bodies, often in close co-operation with other public bodies). In some cases, Eurostat contacted the NSIs and discussed single data when coverage was different.

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), Interactive Digital Software Association (IDSA), NPDFunworld, Gartner Dataquest and the following Internet based services: boxofficemojo.com, surfmusic.de, real.com, web-radio.fm and ituner.com.

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

The publication "Cinema, TV and Radio in the EU, data 1980 - 2002" is divided into 8 main parts, which cover the following aspects:

- Overview of the audiovisual sector and advertising: The chapter 1 provides the overview of the different audiovisual markets, shows advertising expenditure and media consumption frequency.

- Structural business statistics on audiovisual services: The chapter 2 shows the main SBS data on audiovisual services (turnover, number of persons employed and number of enterprises).

- Cinema market: this chapter includes the information on the cinema production, distribution and exhibition.

- DVD and video market: The chapter 4 provides the analysis of DVD and video market.

- TV broadcasting market: this chapter includes the information on public and commercial TV, cable and satellite market.

- Sound recordings: This chapter provides the information about the music market.

- Radio: this chapter includes the information on public and commercial radio programme services.

- Video games: This chapter provides with the information about the entertainment software and hardware.

The EU as a whole, the EU Member States, 12 Candidate countries (Turkey not included), three EFTA countries, the United States and Japan are covered.

Throughout the publication, data with monetary values are expressed in euro. For indices and time series current prices were used.

Methodological work to harmonise statistics is currently undertaken by Eurostat in co-operation with National Statistical Institutes. Nevertheless in view of the fact that the methods and concepts used by primary sources to collect the data are different, care should be taken when attempting to make comparisons. The information presented, especially methodological footnotes help to show discrepancies in data availability and comparability among Member States.

List of symbols:

:	data not available
I	break in series
bn	billion
CC	Candidate countries
EU-15	European Union
BE	Belgium
DK	Denmark
DE	Germany
EL	Greece
ES	Spain
FR	France
IE	Ireland
IT	Italy
LU	Luxembourg
NL	Netherlands
AT	Austria
PT	Portugal
FI	Finland
SE	Sweden
UK	United Kingdom
CZ	Czech Republic
EE	Estonia
CY	Cyprus
LV	Latvia
LT	Lithuania
HU	Hungary
MT	Malta
PL	Poland
SI	Slovenia
SK	Slovakia
BG	Bulgaria
RO	Romania
IS	Iceland
NO	Norway
CH	Switzerland
JP	Japan
US	United States
CA	Canada

1. Overview of the audiovisual market

Turnover from audiovisual markets: The average American spends more than the average person in EU-15

In 2001, EU-15 citizens spent 98 billion euro or 259 euro per capita on audiovisual services, which include: films, TV and radio broadcasting, music and video games. This is a growth of 6.5% compared to 2000.

The US, however, spent more on audiovisual services: 182 billion euro or 638 euro per capita. Measured in USD, this is a decline of 0.9% compared to 2000. From 1997 to 2001, the US turnover increased by 32.5% (measured in USD), while the growth in EU-15 was 32.8%.

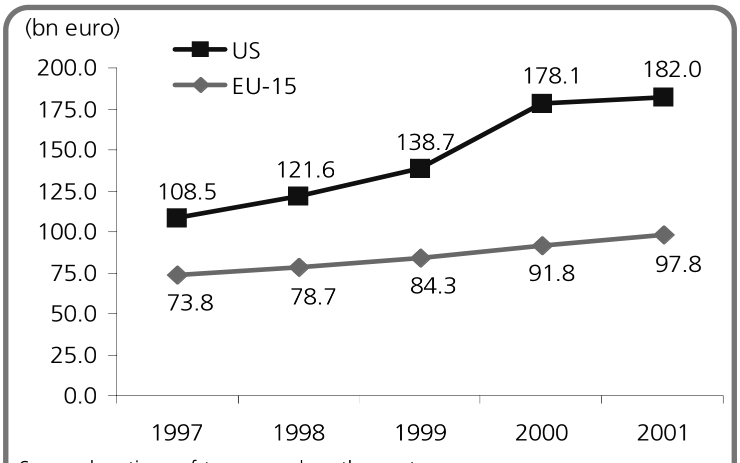
A breakdown of the turnover for EU-15 and United States is available on page 12.

There is only one sector where the EU-15 market is larger than the US: public TV, mainly because of the low public funding of TV broadcasting in the US. There are nevertheless 357 public TV channels in the United States. All other audiovisual markets are smaller in the EU. The video games market in the EU-15 catches up closest with the US: 80.0% of the US turnover. The music market follows next with 66.7% and the cinema exhibition with 54.4%. The largest difference between the EU-15 and the US is found in the DVD market, where the EU-15 turnover only amounts to 32.9% of the US turnover. The TV broadcasting market in the EU-15 only amounts to 51.2% of the US turnover.

TV broadcasting is the type of audiovisual media that takes the largest portion of the audiovisual market's turnover: 58.5% in the EU and 59.2% in the US. Films, radio, music (sound recordings) and video games take up shares from 13% down to 7% in EU-15.

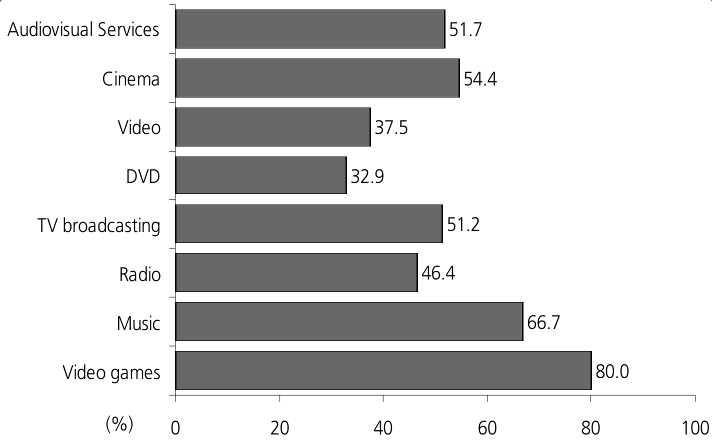
A detailed breakdown for 2000 is available on the next four pages. The UK accounted for the highest turnover in the EU-15 on films, TV and radio broadcasting, music and video games: 25.3 billion euro or 424 euro per capita. Germany and France followed with a turnover of 22.7 and 14.8 billion euro respectively. Their turnover per capita (276 and 249 euro) was above the EU average (245 euro). Denmark spent a relatively high amount per capita: 324 euro (excluding video games). On the other end of the scale was Portugal with 86 euro per capita.

F. 1.1: Turnover from audiovisual activities (moving picture + TV broadcasting + radio + music + video games)



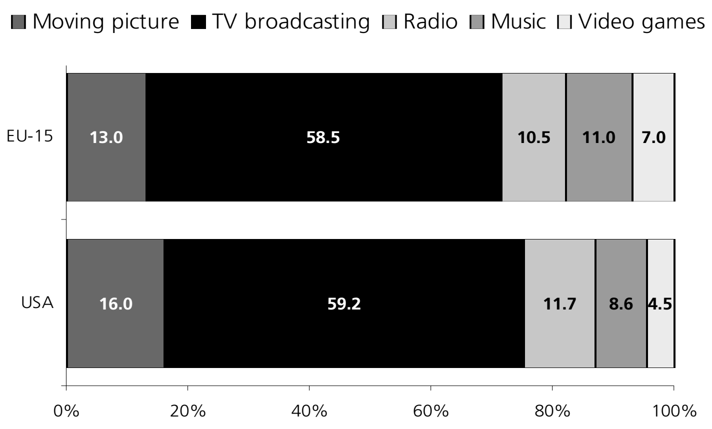
See explanations of terms used on the next page.

F. 1.2: Comparison between EU-15 and US turnover by audiovisual markets, 2000



EU-15 turnover as a percentage of US turnover using average exchange rate of USD/EUR in 2000

F. 1.3: Share of turnover in 2000 by main audiovisual markets



T. 1.1a: Turnover by audiovisual markets by country in 2000, million EUR

	Audio-visual services (A)	Audio-visual services excl. video games (B)	Moving picture (C)	Cinema (D) Gross box office	Video (E)			DVD (F)			TV Broad-casting & radio (G)
					Total	Sales	Rental	Total	Sales	Rental	
EU-15	**91 848**	**85 440**	**11 930**	**4 577**	**5 962**	**3 840**	**2 122**	**1 392**	**1 306**	**85**	**63 619**
BE	:	:	337	126	143	75	68	68	63	6	:
DK	:	1 725	247	74	154	84	70	19	17	2	1 224
DE	22 655	21 148	1 772	825	764	424	340	183	170	13	16 747
EL	:	:	95	69	20	9	11	6	3	4	:
ES	6 529	6 146	958	536	352	166	186	70	69	1	4 563
FR	14 773	13 713	2 457	891	1 186	964	222	380	372	8	10 132
IE	:	:	192	76	109	30	79	7	6	1	:
IT	7 644	7 127	1 163	545	545	377	168	73	72	1	5 597
LU	:	:	:	8	:	:	:	:	:	:	:
NL	2 892	2 705	398	128	209	104	105	61	53	8	1 813
AT	:	1 603	190	103	77	52	25	11	9	1	1 099
PT	857	793	114	66	44	32	12	4	4	0	525
FI	:	996	129	47	70	45	25	12	10	1	742
SE	1 992	1 884	344	136	180	96	83	28	25	4	1 317
UK	25 251	23 486	3 524	947	2 107	1 379	728	469	433	36	16 901
CZ	:	:	:	6	:	:	:	:	:	:	:
EE	:	:	:	3	:	:	:	:	:	:	120
CY	:	:	45	17	24	13	11	4	4	1	:
LV	:	:	:	4	:	:	:	:	:	:	43
LT	:	:	:	4	:	:	:	:	:	:	29
HU	:	275	65	30	33	11	22	3	3	0	175
MT	:	:	:	5	:	:	:	:	:	:	:
PL	:	1 158	103	62	32	20	12	9	8	1	885
SI	:	:	:	9	:	29	:	:	:	:	:
SK	:	:	:	4	:	:	:	:	:	:	:
BG	:	:	:	4	:	:	:	:	:	:	24
RO	:	:	:	4	:	:	:	:	:	:	:
IS	:	150	31	14	15	5	11	2	2	0	100
NO	1 812	1 693	197	73	116	56	60	8	7	2	1 244
CH	:	:	197	138	0	:	:	59	56	3	:
JP	:	:	:	1 718	:	:	:	:	:	:	:
US	178 101	170 089	28 565	8 413	15 916	5 593	10 323	4 237	3 494	743	126 294

Audiovisual services equals the sum of Moving picture, TV Broadcasting, Radio, Sound recordings and Video games. (A=C+G+J+K)
Audiovisual services excluding video games equals the sum of Moving picture, TV Broadcasting, Radio and Sound recordings. (B=C+G+J)
Moving picture equals the sum of Cinema gross box office, Video rental and sales and DVD rental and sales. (C=D+E+F)
TV broadcasting & radio equals the sum of TV Broadcasting and Radio. (G=H+I)
TV broadcasting includes Commercial TV and Public TV, by terrestrial, cable and satellite digital and analogue transmission.
Radio market includes Commercial radio and Public radio.
Video games includes Video Consoles and Video Software.
Video software includes 32/64 and 128 bit console software, handheld software and PC CD-ROM.

For more details and sources, please look into each chapter of this publication.

T. 1.1b: Turnover by audiovisual markets by country in 2000, million EUR

	TV broadcasting (H)			Radio (I)			Music (J)	Video games (K)		
	Total	Commercial TV	Public TV	Total	Commercial radio	Public radio	(Sound recordings)	Total	Consoles	Software
EU-15	**53 925**	**29 964**	**23 960**	**9 694**	**4 347**	**5 347**	**9 891**	**6 408**	**4 929**	**1 479**
BE	1 052	479	573	:	174	:	290	139	96	43
DK	767	175	592	457	29	429	253	42	:	:
DE	13 335	6 363	6 972	3 412	733	2 680	2 630	1 507	1 211	297
EL	748	526	222	:	43	:	98	:	:	:
ES	4 017	2 362	1 655	546	403	143	626	383	269	114
FR	8 749	5 593	3 155	1 383	809	574	1 125	1 059	797	262
IE	:	:	251	:	55	:	131	111	76	34
IT	4 969	2 484	2 484	628	499	129	368	517	357	159
LU	:	:	:	:	12	:	:	:	:	:
NL	1 397	636	761	416	309	107	494	187	142	45
AT	948	:	948	151	151	0	314	:	:	:
PT	416	254	162	109	47	62	154	:	:	:
FI	554	222	332	:	38	:	125	:	:	22
SE	1 043	621	422	274	71	203	224	108	79	29
UK	15 225	9 793	5 431	1 676	976	700	3 061	1 765	1 389	376
CZ	:	:	:	:	:	:	18	:	:	:
EE	20	10	10	100	11	89	6	:	:	:
CY	254	116	138	:	:	:	44	:	:	:
LV	21	9	12	22	16	6	12	:	:	:
LT	:	:	13	:	4	:	4	:	:	:
HU	:	:	126	61	:	44	36	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	828	405	423	:	:	57	170	:	:	:
SI	139	29	110	:	7	:	29	:	:	:
SK	34	:	34	:	14	20	11	:	:	:
BG	:	:	:	:	8	:	5	:	:	:
RO	124	56	68	:	:	:	32	:	:	:
IS	23	:	23	:	:	13	19	:	:	:
NO	782	387	395	462	74	388	252	:	:	:
CH	:	:	1 122	:	:	:	286	:	:	:
JP	:	:	:	:	2 082	:	7 080	:	:	:
US	105 403	104 181	1 222	:	20 891	:	15 231	8 012	6 508	1 504

T. 1.2a: Turnover by audiovisual markets by country per capita in 2000, EUR

	Audio-visual services (A)	Audio-visual services excl. video games (B)	Moving picture (C)	Cinema (D)	Video (E)			DVD (F)			TV Broad-casting & radio (G)
				Gross box office	Total	Sales	Rental	Total	Sales	Rental	
EU-15	**244**	**227**	**32**	**12**	**16**	**10**	**6**	**4**	**3**	**0**	**169**
BE	:	:	33	12	14	7	7	7	6	1	:
DK	:	324	46	14	29	16	13	4	3	0	230
DE	276	257	22	10	9	5	4	2	2	0	204
EL	:	:	9	7	2	1	1	1	0	0	:
ES	166	156	24	14	9	4	5	2	2	0	116
FR	249	232	41	15	20	16	4	6	6	0	171
IE	:	:	51	20	29	8	21	2	2	0	:
IT	137	128	20	9	9	7	3	1	1	0	97
LU	:	:	:	18	:	:	:	:	:	:	:
NL	182	171	25	8	13	7	7	4	3	1	114
AT	:	198	23	13	9	6	3	1	1	0	136
PT	86	79	11	7	4	3	1	0	0	0	53
FI	:	193	25	9	14	9	5	2	2	0	144
SE	225	213	39	15	20	11	9	3	3	0	149
UK	424	394	59	16	35	23	12	8	7	1	283
CZ	:	:	:	7	:	:	:	:	:	:	:
EE	:	:	:	2	:	:	:	:	:	:	88
CY	:	:	4	2	2	1	1	0	0	0	:
LV	:	:	:	1	:	:	:	:	:	:	18
LT	:	:	:	1	:	:	:	:	:	:	8
HU	:	27	6	3	3	1	2	0	0	0	17
MT	:	:	:	12	:	:	:	:	:	:	:
PL	:	30	3	2	1	1	0	0	0	0	23
SI	:	:	:	5	:	14	:	:	:	:	:
SK	:	:	:	1	:	:	:	:	:	:	:
BG	:	:	:	0	:	:	:	:	:	:	3
RO	:	:	:	0	:	:	:	:	:	:	:
IS	:	538	112	49	55	16	39	8	8	1	359
NO	405	378	44	16	26	12	13	2	1	0	278
CH	:	:	28	19	0	:	:	8	8	0	:
JP	:	:	:	14	:	:	:	:	:	:	:
US	650	621	104	31	58	20	38	15	13	3	461

Audiovisual services equals the sum of Moving picture, TV Broadcasting, Radio, Sound recordings and Video games. (A=C+G+J+K)
Audiovisual services excluding video games equals the sum of Moving picture, TV Broadcasting, Radio and Sound recordings. (B=C+G+J)
Moving picture equals the sum of Cinema gross box office, Video rental and sales and DVD rental and sales. (C=D+E+F)
TV broadcasting & radio equals the sum of TV Broadcasting and Radio. (G=H+I)
TV broadcasting includes Commercial TV and Public TV, by terrestrial, cable and satellite digital and analogue transmission.
Radio market includes Commercial radio and Public radio.
Video games includes Video Consoles and Video Software.
Video software includes 32/64 and 128 bit console software, handheld software and PC CD-ROM.

For more details and sources, please look into each chapter of this publication.

T. 1.2b: Turnover by audiovisual markets by country per capita in 2000, EUR

	TV broadcasting (H)			Radio (I)			Music (J)	Video games (K)		
	Total	Commercial TV	Public TV	Total	Commercial radio	Public radio	(Sound recordings)	Total	Consoles	Software
EU-15	**143**	**80**	**64**	**26**	**12**	**14**	**26**	**17**	**13**	**4**
BE	103	47	56	:	17	:	28	14	9	4
DK	144	33	111	86	5	80	47	8	:	:
DE	162	77	85	42	9	33	32	18	15	4
EL	71	50	21	:	4	:	9	:	:	:
ES	102	60	42	14	10	4	16	10	7	3
FR	148	94	53	23	14	10	19	18	13	4
IE	:	:	66	:	15	:	35	29	20	9
IT	86	43	43	11	9	2	6	9	6	3
LU	:	:	:	:	28	:	:	:	:	:
NL	88	40	48	26	19	7	31	12	9	3
AT	117	:	117	19	19	0	39	:	:	:
PT	42	25	16	11	5	6	15	:	:	:
FI	107	43	64	:	7	:	:	:	:	4
SE	118	70	48	31	8	23	25	12	9	3
UK	255	164	91	28	16	12	51	30	23	6
CZ	:	:	:	:	:	:	24	:	:	:
EE	15	7	7	73	8	65	5	:	:	:
CY	25	11	13	:	:	:	4	:	:	:
LV	9	4	5	9	7	2	5	:	:	:
LT	:	:	4	:	1	:	1	:	:	:
HU	:	:	13	6	:	4	4	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	21	10	11	:	:	1	4	:	:	:
SI	70	15	55	:	4	:	14	:	:	:
SK	6	:	6	:	3	4	2	:	:	:
BG	:	:	:	:	1	:	1	:	:	:
RO	6	2	3	:	:	:	1	:	:	:
IS	82	:	82	:	:	48	66	:	:	:
NO	175	86	88	103	17	87	56	:	:	:
CH	:	:	157	:	:	:	40	:	:	:
JP	:	:	:	:	16	:	56	:	:	:
US	385	380	4	:	76	:	56	29	24	5

T. 1.3: Turnover by audiovisual markets in the EU-15, million ECU/EUR

	1997		1998		1999		2000		2001		2002	
	Total	(%)	Total	(%)	Total	(%)	Total	(%)	Total	(%)	Total	(%)
Audiovisual Services a)	**73 805**	**100**	**78 684**	**100**	**84 315**	**100**	**91 848**	**100**	**97 773**	**100**	**:**	:
Films	9 084	12	10 085	13	10 245	12	11 930	13	14 018	14	:	:
Cinema gross box office	3 797	5	4 209	5	4 263	5	4 577	5	5 168	5	:	:
Video	5 286	7	5 828	7	5 585	7	5 962	6	5 709	6	:	:
Video sales	3 491	5	3 909	5	3 650	4	3 840	4	3 583	4	:	:
Video rental	1 796	2	1 919	2	1 935	2	2 122	2	2 126	2	:	:
DVD	:	:	48	0	397	0	1 392	2	3 141	3	:	:
DVD sales	:	:	48	0	382	0	1 306	1	2 864	3	:	:
DVD rental	:	:	1	0	15	0	85	0	277	0	:	:
TV broadcasting	42 626	58	44 768	57	48 925	58	53 925	59	:	:	:	:
Commercial TV	21 752	29	22 970	29	25 879	31	29 964	33	:	:	:	:
Public TV	20 874	28	21 798	28	23 046	27	23 960	26	:	:	:	:
Radio market	7 136	10	8 196	10	8 927	11	9 694	11	9 574	10	:	:
Commercial radio	3 204	4	3 465	4	3 895	5	4 347	5	4 122	4	:	:
Public radio	3 931	5	4 731	6	5 032	6	5 347	6	5 452	6	:	:
Sound recordings	9 579	13	9 770	12	9 821	12	9 891	11	9 659	10	9 476	:
Video games	:	:	5 864	7	6 397	8	6 408	7	8 053	8	:	:
Consoles	:	:	1 466	2	1 549	2	1 479	2	2 865	3	:	:
Software	:	:	4 398	6	4 848	6	4 929	5	5 188	5	:	:

a) Eurostat estimates

T. 1.4: Turnover by audiovisual markets in the United States, million ECU/EUR

	1997		1998		1999		2000		2001		2002	
	Total	(%)	Total	(%)	Total	(%)	Total	(%)	Total	(%)	Total	(%)
Audiovisual Services a)	**108 508**	**100**	**121 582**	**100**	**138 714**	**100**	**178 101**	**100**	**182 012**	**100**	**:**	
Films	18 985	17	20 791	17	22 989	17	28 565	16	32 336	18	:	:
Cinema gross box office	5 617	5	6 199	5	6 988	5	8 413	5	9 393	5	9 001	:
Video	13 368	12	14 225	12	14 629	11	15 916	9	15 082	8	:	:
Video sales	5 456	5	5 632	5	5 243	4	5 593	3	5 479	3	:	:
Video rental	7 912	7	8 593	7	9 386	7	10 323	6	9 603	5	:	:
DVD	:	:	366	0	1 372	1	4 237	2	7 862	4	:	:
DVD sales	:	:	349	0	1 281	1	3 494	2	6 010	3	:	:
DVD rental	:	:	18	0	91	0	743	0	1 851	1	:	:
TV broadcasting	:	:	:	:	79 155	57	105 403	59	:	:	:	:
Commercial TV	60 706	56	68 338	56	77 954	56	104 181	58	103 144	57	:	:
Public TV	:	:	:	:	1 201	1	1 222	1	:	:	:	:
Radio market	:	:	:	:	:	:	:	:	:	:	:	:
Commercial radio	11 896	11	13 445	11	16 152	12	20 891	12	19 942	11	:	:
Public radio	:	:	:	:	:	:	:	:	:	:	:	:
Sound recordings	10 499	10	11 768	10	13 372	10	15 231	9	14 676	8	13 035	:
Video games	:	:	6 040	5	7 046	5	8 012	4	10 690	6	:	:
Consoles	:	:	1 134	1	1 322	1	1 504	1	3 600	2	:	:
Software	:	:	4 906	4	5 724	4	6 508	4	7 090	4	:	:

a) Eurostat estimates

Audiovisual services equals the sum of Moving picture, TV Broadcasting, Radio, Sound recordings and Video games. (A=C+G+J+K)
Audiovisual services excluding video games equals the sum of Moving picture, TV Broadcasting, Radio and Sound recordings. (B=C+G+J)
Moving picture equals the sum of Cinema gross box office, Video rental and sales and DVD rental and sales. (C=D+E+F)
TV broadcasting & radio equals the sum of TV Broadcasting and Radio. (G=H+I)
TV broadcasting includes Commercial TV and Public TV, by terrestrial, cable and satellite digital and analogue transmission.
Radio market includes Commercial radio and Public radio.
Video games includes Video Consoles and Video Software.
Video software includes 32/64 and 128 bit console software, handheld software and PC CD-ROM.

For more details and sources, please look into each chapter of this publication.

TV broadcasting market is the largest audiovisual sector

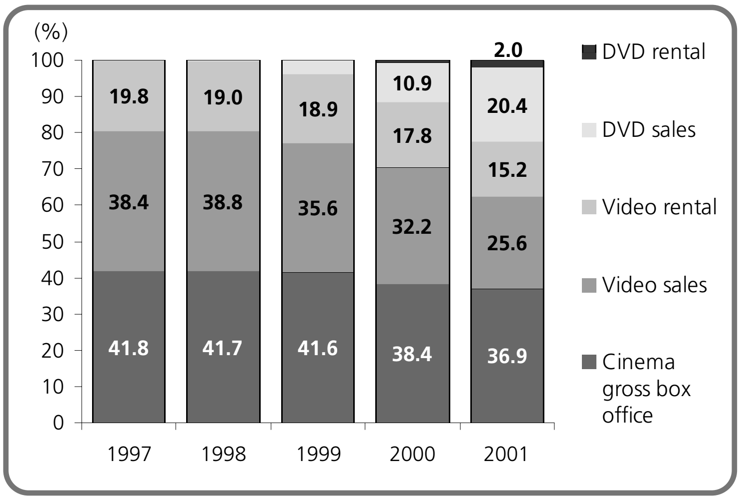
The TV broadcasting market is the largest audiovisual sector, growing 10% during 2000 in the EU-15. The most important component of TV broadcasting turnover is the income from TV advertising, which is also the most important component for growth. TV advertising in the EU-15 grew 10% in 1999, 12% in 2000, but contracted 7% in 2001. The public TV market in the EU amounts to 24.0 bn euro in 2000, of which 14.4 bn euro stems from licence fees. Public funding is an important revenue source in the EU-15, especially in the Scandinavian countries and Austria. The EU-15 average of public funding as a revenue source was 30.1% in 2000, see chapter 5. The amount from licence fees increased by 2.8% compared to 1999, while the public TV market as a whole grew 4.0% in 2000. In 2001, subscription fees increased 23.8%. Subscription fees from cable and satellite accounted for 19.4% of the TV broadcasting market in 2000.

Advertising is also the most important component in the US, accounted for 61.9% of the TV broadcasting market and grew 32% in 2000. In 2001, TV advertising decreased 7% and in 2002 it contracted another 6%. About 37% of the American TV broadcasting turnover came from cable and satellite subscription in 2000.

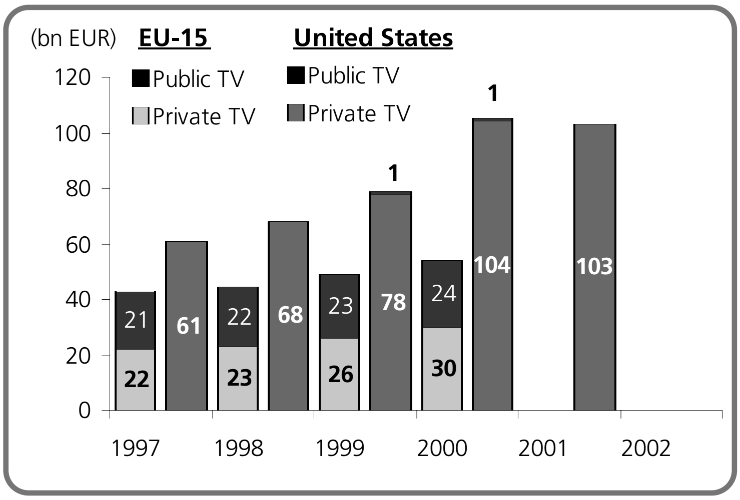
The connection of TV households to cable networks and satellites kept increasing during the nineties. In 1995, 25% of the TV households in the EU-15 watched cable TV. In 2001 the share had increased to 30%. In 2001, about 22% of the TV households in the EU-15 were watching satellite TV, compared to 14% in 1995. Half of TV households in the EU-15 rely on the terrestrial TV signals. Cable TV transmissions dominated in United States accounting for 72% of the households.

Moving picture (Cinema gross box office, Video rental and sales and DVD rental and sales) is a relatively important audiovisual sector in the EU, accounting for 14.3% of the audiovisual turnover in 2001 (13.0% in 2000) and grew 54% from 1997. Turnover from cinema gross box office accounts for 36.9% of the total film exhibition turnover in 2001. Video sales is also an important source of film revenues with 25.6% of the turnover. Video rental takes another 15.2%. DVD sales, the technology still being in its introduction phase, accounted for 20.4% in 2001 compared to 10.9% in 2000. Finally, DVD rental takes up just 2% of the film exhibition turnover. The DVD share is expected to increase in the future. In United States the DVD sales accounted for 19% of the film exhibition market in 2001. In sales figures, United States is one year ahead of EU-15, much due to its earlier break-through in this market.

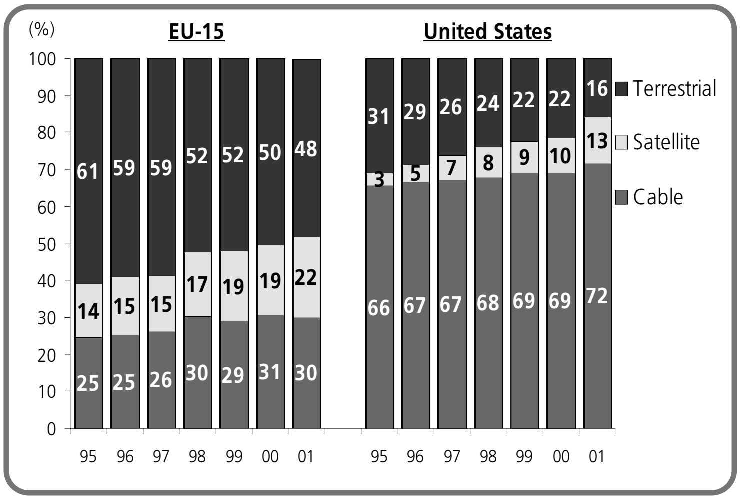
F. 1.4: Breakdown of turnover by type of cinema exhibition, video and DVD in EU-15



F. 1.5: Turnover from TV broadcasting in EU-15 and the United States, broken down by public and private (commercial) TV



F. 1.6: Main mode of TV reception among households in the EU-15 and the United States, 1995 - 2001



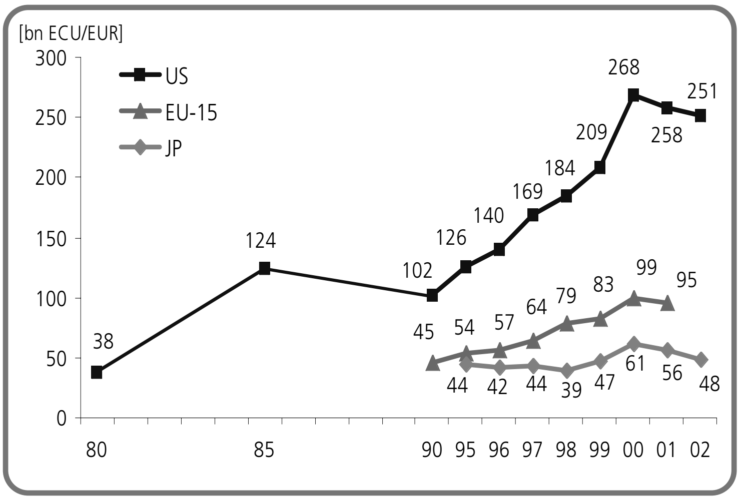
Overview on advertising

Advertising is an important part of modern economies. For most mass media, advertising is a major source of income. From 1990 to 2000, advertising expenditure in the EU increased 118%. In 2001, 95 billion euro, or 251 euro per capita, was spent on advertising in the EU-15.

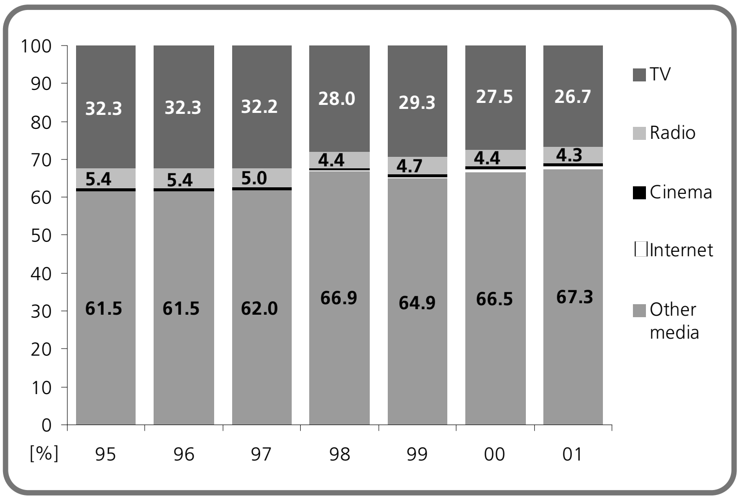
The advertising market is, however, much larger in the United States. From 1990 to 2000, advertising expenditure in the USA increased 163%. In 2002, 251 billion euro, or 896 euro per capita, was spent on advertising in the USA. The exceptional growth in advertising in the United States during 2000 was 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 (-6.5% in USD) since World War II. During the first half of 2002, TV ad spending rose because of Winter Olympics and political activity. Moderate growth in the economy helped the second half ad recovery to occur (a gain of 2.6% in USD, a decline of 2.8% in euro).

According to the McCann Erickson 2002 report on American advertising expenditure, 22.6% was spent on TV, 8.0% on radio, the Internet 2.3% and 67.1% on other media. The share of advertising expenditure on Internet increased from 0.3% in 1997 to 2.6% in 2000. US ads on the Internet decreased from 7.0 bn euro in 2000 to 5.8 bn euro in 2002. Ads in all media

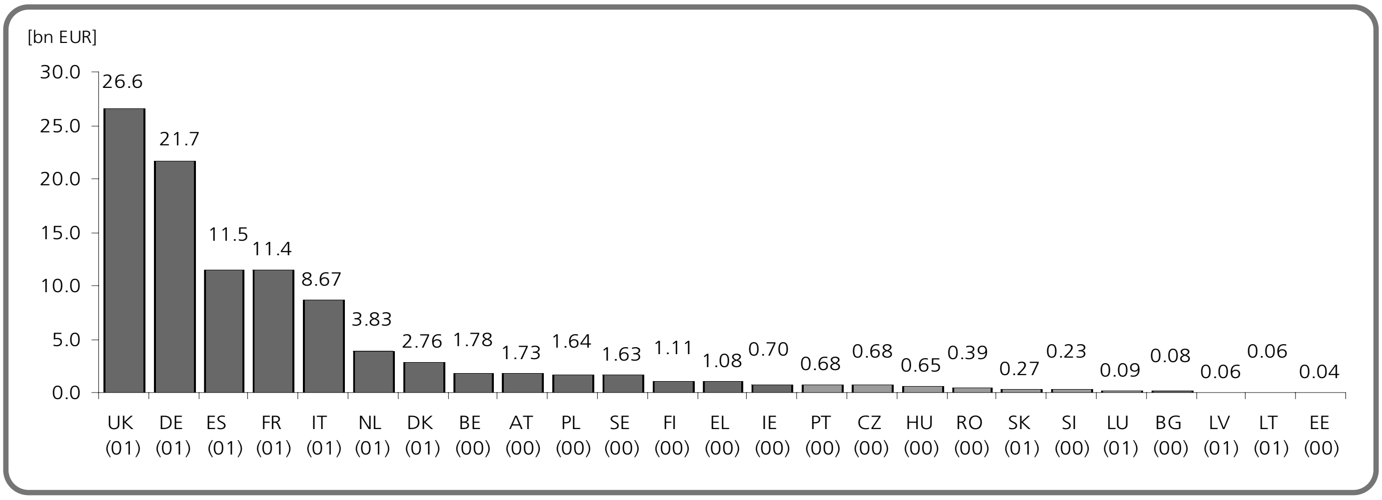
F. 1.7: Total advertising expenditure, 1980 - 2002



F. 1.8: Advertising in the EU-15 broken down by type of media, 1995 - 2001



F. 1.9: Total advertising expenditure in EU Member States and Candidate countries, latest available year



by dot.com brands decreased from 6.1 bn euro to 2.3 bn euro in the same period.

In Japan, 48.3 billion euro was spent on advertising in 2002. According to the Dentsu 2002 report on advertising expenditure in Japan, 34% was spent on TV, 3.2% on radio, 5.8% on cinema, 1.5% on the Internet and 55.6% on other media.

Worldwide advertising in 2001 is estimated to a level of 474 billion euro, according to McCann Erickson.

In 2001 in the EU-15, 26.7% was spent on TV, 4.3% on radio, 0.8% on cinema, 0.8% on the Internet and 67.3% on other media. In the EU-15, the highest advertising outlays were spent in the United Kingdom with 26.6 billion euro in 2001. Second was Germany with 21.7 billion euro in 2001. Third was Spain with 11.5 billion euro in 2001.

Media consumption: 210 minutes of daily TV viewing in EU-15

Average daily time spent on entertainment is not regularly measured in the EU-15. EU-15 citizens spend 210 minutes per day watching TV and 162 minutes listening to the radio. The Americans spend longer time in front of their TV: 273 minutes. This new estimate by MPA is however much lower than older studies.

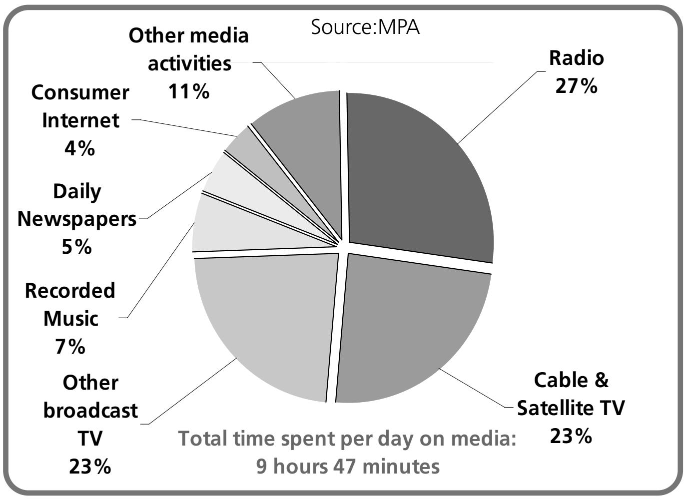
In Latvia people watch TV an average of 264 minutes per day, followed by Estonia with 259 minutes and Hungary with 250 minutes. Among the EU Member States, Greeks and Italians stay longest in front of their TV: 243 and 241 minutes.

The Irish spend 112 minutes more listening to the radio than watching TV. Other countries where radio listening is more popular than watching TV: Poland (+96 minutes), Iceland (+57 minutes), Finland and Austria (+42 minutes) , Denmark (+38 minutes), Sweden (+26 minutes) and the Netherlands (+10 minutes). In Hungary, people watch TV 173 minutes longer, daily, than listening to the radio.

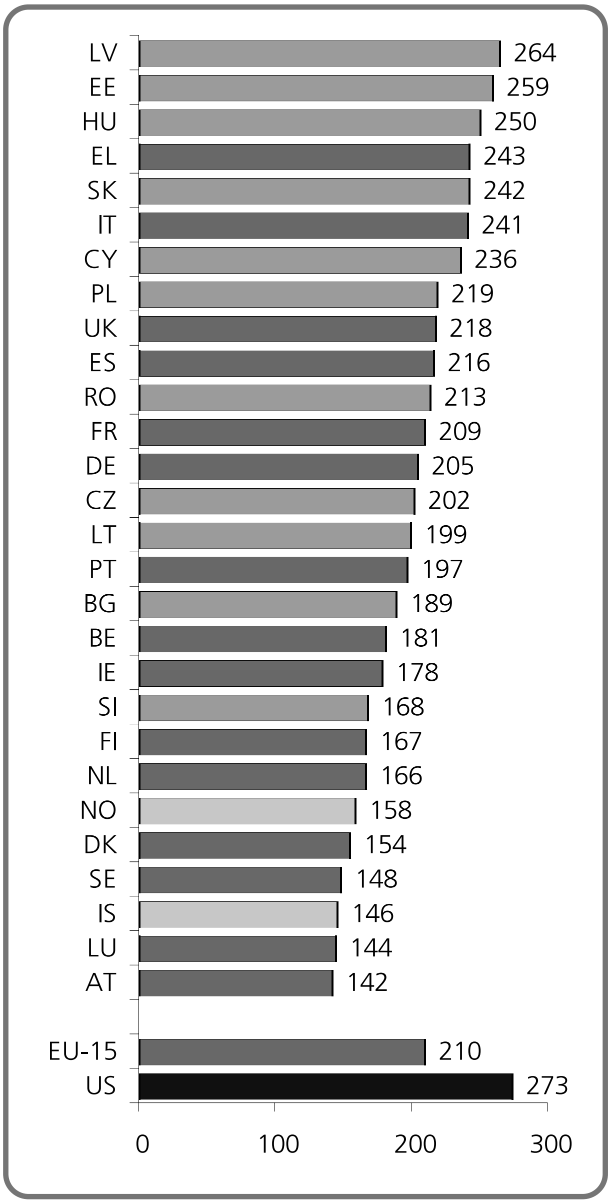
An annual survey by MPA shows that the average American spends 9 hours and 47 minutes per day consuming various media. Radio took up 27% of that time, TV accounted for 46%.

The average EU-15 citizen goes to the cinema 2.5 times per year. This is much less than the average American, who goes to the cinema 5.2 times per

F. 1.10: Media consumption in United States, 2001, based on minutes per person and day



F. 1.11: Average time spent per day watching TV in 2001 **(see footnotes in the table on the next page)**



year. Highest frequency for cinema-going in the EU-15 occurred in Ireland: 4.2 times per year. Cinema attendance in the Candidate countries are generally low, with the exception for Malta (2.7 times per year). In Bulgaria, Lithuania, Latvia, Poland, Romania and Slovakia, attendance was below once a year per capita.

The average EU-15 citizen owning a DVD player bought 9.2 DVD films and rented 6.3 DVD films in 2001. VCR owners in EU-15 bought 2.4 video films and rented 5.7 films in 2001. This varies of course, country by country. In Ireland the average VCR household rents a film 28.5 times per year, while in Italy just 3.7 times per year.

The average American DVD player owner bought 11.9 films and rented 21.6 films in 2001. VCR owners in the United States bought 4.4 films and rented a film on video 33.5 times per year. In Poland, 6.3 DVD films were sold and 5.8 were rented per DVD household in 2001. In the Czech Republic, 5.4 DVD films were rented, while just 1.8 DVD films were bought by the average DVD household.

CD records sold in the EU-15 amounted to 6.9 units per CD player household in 2001 compared to 9.2 units in the United States. In Iceland, Norway, United Kingdom, Spain and Finland, the CD player households bought 10 or more CDs in 2001. In Hungary and Poland, fewer than 5 CD records per CD player household were sold in 2001.

In the period of 1998 to 2001, an average of 11.0 video games were sold to each video hardware (console) household. However, this gives a biased picture, since of the 579 million pieces of software sold in that period, 285 million were aimed at PC-CD-ROM. Excluding PC-CD-ROM software, the average console owner in the EU-15 bought 5.6 console games per year. The owners of 32/64 bit consoles (PS One etc) bought 9.3 games per year between 1998 and 2001. The owners of 128 bit consoles (PlayStation2 etc) bought 4.0 games per year between 1999 and 2001. Handheld owners (Gameboy Advance etc) bough 2.5 games per year between 1999 and 2001.

T. 1.5: Average time spent on entertainment in 2001, minutes per day

	TV viewing		Radio listening		Cinema going
EU-15	**210**		**162**	b)	**1.0**
BE	181		:		0.9
DK	154	a)	192		0.9
DE	205		203		0.9
EL	243		:		0.5
ES	216		94		1.5
FR	209		:		1.3
IE	178	c)	290		1.7
IT	241		178		0.8
LU	144	a)	:		1.3
NL	166	a)	176		0.6
AT	142	c)	184		1.0
PT	197		200		0.8
FI	167		209		0.5
SE	148		174		0.8
UK	218	b)	177		1.1
CZ	236		:		0.5
EE	259		:		0.4
CY	202		:		0.4
LV	264		:		0.2
LT	199		175		0.3
HU	250	a)	77	a)	0.6
MT	:		:		1.1
PL	219		315		0.3
SI	168		:		0.5
SK	242		:		0.2
BG	189		:		0.1
RO	213		:		0.1
IS	146		203	a)	2.3
NO	158		135		1.1
CH	:		164		1.0
JP	:		:	b)	0.5
US	273		162		2.1

a) 2000 b) 1999 c) 1996

T. 1.6: Use of audiovisual media, 2001, units per year

	Cinema admis-sions h)	DVD discs sold i)	DVD discs rented i)	Video cass. sold j)	Video cass. rented j)	CD records sold k)	Video games sold l)
EU-15	**2.5**	**9.2**	**6.3**	**2.4**	**5.7**	**6.9**	**11.0**
BE	2.3	11.7	11.5	1.8	6.1	6.5	12.9 d)
DK	2.2	6.8	7.3	3.3 a)	10.0 a)	6.6	16.5 e)
DE	2.2	6.0	4.8	1.2	4.5	5.6	15.0
EL	1.3	0.6	21.3	0.3 b)	11.7 b)	8.6	:
ES	3.7	7.4	5.3	1.4	9.9	10.6	6.0 f)
FR	3.1	9.1	3.3	2.9	3.3	5.6	10.3
IE	4.2	7.2	18.9	2.7	28.5	8.2	7.5
IT	1.9	9.3	3.1	2.5	3.7	3.3	7.6
LU	3.2	:	:	:	:	:	12.9 d)
NL	1.5	7.3	12.4	1.7	6.6	4.9	12.9 d)
AT	2.3	5.4	6.8	1.4	3.2	7.4	12.4 g)
PT	1.9	18.0	4.0	3.1	2.8	7.6	6.0 f)
FI	1.3	12.6	10.5	1.9	5.3	10.0	16.5 e)
SE	2.0	8.8	6.6	2.2	5.7	8.7	16.5 e)
UK	2.6	13.8	8.3	5.5 a)	9.0 a)	10.9	10.6
CZ	1.1	:	:	:	:	:	:
EE	1.0	:	:	:	:	:	:
CY	1.0	1.8	5.4	0.4	6.7	3.9	:
LV	0.5	:	:	:	:	:	:
LT	0.6	:	:	:	:	:	:
HU	1.4 a)	3.7	2.9	0.9	10.0	2.9	:
MT	2.7	:	:	:	:	:	:
PL	0.7	6.3	5.8	0.4	1.3	4.6	:
SI	1.2	:	:	:	:	:	:
SK	0.5	:	:	:	:	:	:
BG	0.2	:	:	:	:	:	:
RO	0.3	:	:	:	:	:	:
IS	5.6 a)	5.1	6.8	1.7	33.0	11.0 a)	:
NO	2.7	6.8	15.1	2.8	9.4	11.2	16.5 e)
CH	2.4	11.7	6.6	1.3	2.1	8.6 a)	12.4
JP	1.1 b)	:	:	1.3 c)	25.3 c)	5.8 a)	:
US	5.2	11.9	21.6	4.4	33.5	9.2	:

a) 2000 b) 1999 c) 1997 d) B/NL/L average e) DK/S/FIN/N average f) E/P average g) A/CH average h) per capita
i) per DVD player household j) per VCR household k) per CD player household l) video software per video hardware household, average 1998-2001

T. 1.7: Total advertising expenditure, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**:**	**:**	**45 354**	**54 051**	**56 583**	**64 249**	**78 881**	**83 163**	**99 014**	**94 978** o)	**:**
BE	:	412	751	1 170	1 202	1 295	1 390 m)	1 626	1 785	:	:
DK	:	:	859	1 097	1 138	2 901	3 078	2 637	2 736	2 763	:
DE	4 386	6 623	9 884	14 516	14 347	14 299	20 650	21 816	23 291	21 680	:
EL	73	152	385	1 501	1 062	1 156 b)	1 248 b)	1 549 b)	1 081 m)	:	:
ES	833	1 858	:	3 114 m)	3 265 m)	3 885 c)	4 346 c)	5 003 c)	:	11 543	:
FR	2 013	3 965	7 331	8 278	8 487	9 971	10 485	10 930	12 022	11 436	:
IE	92	132	228	317 m)	358 m)	433 m)	453 m)	569	703 m)	:	:
IT	1 044	2 749	5 301	4 332	5 052	5 987 d)	6 579 d)	7 466 d)	8 479 d)	8 667 d)	:
LU	:	:	:	57 m)	61 m)	64 m)	65 m)	71 m)	80 m)	91	:
NL	:	:	1 650	2 271 m)	2 394 m)	2 553 m)	4 368 e)	3 446 e)	3 785	3 828	:
AT	:	443	772	1 208	1 239	1 219	1 352 m)	1 571 m)	1 727 m)	:	:
PT	33	73	327	735	882	1 053	1 220	614 f)	680 f)	:	:
FI	405	990	988	802	807	884	1 000 g)	1 031 g)	1 105 g)	:	:
SE	569	924	1 437	1 404	1 550	1 655 h)	1 338 m)	1 439 m)	1 634 m)	:	:
UK	4 785	8 578	12 503	13 249	14 738	16 896 i)	21 310 i)	23 396 i)	27 873 i)	26 610	:
CZ	:	:	:	192 m)	253 m)	278 m)	421 m)	528 m)	679 m)	:	:
EE	:	:	:	7 m)	11 m)	12 m)	45 n)	41 n)	43 n)	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	11 m)	24 m)	44 m)	57 m)	41	54	61	:
LT	:	:	:	7 m)	13 m)	34 m)	57 m)	64	51	55	:
HU	:	:	:	184 m)	240 m)	376 m)	460 m)	517 m)	645 m)	:	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	346 m)	488 m)	740 m)	1 015 m)	1 374 m)	1 638 m)	:	:
SI	:	:	:	48 m)	74 m)	:	134 n)	207 n)	225 n)	:	:
SK	:	:	:	30 m)	58 m)	110 m)	139 m)	170	200	265	:
BG	:	:	:	:	34 m)	20 m)	49 n)	66 n)	82 n)	:	:
RO	:	:	:	:	82 m)	106 m)	169 n)	250 n)	391 n)	:	:
IS	:	:	:	36	41	54 j)	65 j)	92 j)	118 j)	97	:
NO	:	:	:	:	:	:	:	1 399	1 569	1 575	:
CH	747	1 236	1 680	2 026	1 944	1 850	1 864 m)	2 183 m)	2 439 m)	:	:
JP l)	:	:	:	44 112	41 785	43 699	39 338	46 981	61 425	55 741	48 306
US k)	38 497	124 232	101 765	126 222	140 264	168 689	184 374	208 580	267 969	258 254	251 091

Source: Eurostat, AUVIS domain a) Eurostat estimates b) Source Media Services S.A. c) Source: Infoadex d) Source: UPA e) Break in series: broader coverage f) Corresponds only to ad spending with advertising agencies. g) Source: MDC Helsinki Group h) Official source Statistics Sweden, SBS Includes costs for PR. i) Source: Advertising Association. Total excludes direct mail. j) Rate card figures, information not exhaustive. Source: IM Gallup. k) Source: McCann Erickson l) Source: Dentsu Inc m) The European Media & Advertising Forecast / EAO n) European key Facts / IP o) Estimate based on average growth of 7 countries, 79% coverage

T. 1.8: TV advertising expenditure, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**:**	**:**	**11 261**	**17 457**	**18 286**	**20 718**	**22 050**	**24 334**	**27 259**	**25 370** r)	**:**
BE	:	:	:	411	432	494	599	643	707	:	:
DK	:	:	129	206	232	249	268	242	245	234	:
DE	443	656	1 369	3 853	4 034	4 198	4 014	4 317	4 705	4 469	:
EL	36	75	174	1 048	599	513 b)	527 b)	641 b)	539 k)	:	:
ES	274	578	:	1 357 k)	1 431 k)	1 478 c)	1 757 c)	2 072 c)	2 272 k)	2 133	:
FR	362	681	1 822	2 679	2 789	2 939	3 091	3 354	3 815	3 590	:
IE	27	53	65	104 k)	115 k)	132 k)	141 k)	173	194 k)	:	:
IT	268	1 338	2 539	2 366	2 767	3 345 d)	3 514 d)	3 837 d)	4 314 d)	4 139 d)	:
LU	:	:	:	3 k)	6 k)	6 k)	6 k)	8 k)	8 k)	9	:
NL	:	:	278	542 k)	528 k)	557 k)	572	1 176	1 376	1 426	:
AT	:	122	208	282	285	320	338 k)	408 k)	459 k)	:	:
PT	18	41	143	406	513	614	706	310 e)	322 e)	:	:
FI	53	122	135	168	169	192	203 f)	205 f)	213 f)	:	:
SE	:	:	31	260	291	329	357	390 k)	468 k)	:	:
UK	1 156	2 333	3 257	3 771	4 096	5 350	5 956 g)	6 558 g)	7 623 g)	6 669 g)	:
CZ	:	:	:	97 k)	133 k)	157 k)	218 k)	291 k)	391 k)	:	:
EE	:	:	:	:	:	27 m)	57 m	20 m)	23 m)	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	55 m)	67 p)	71 p)	75 p)	:	:
LT	:	:	:	:	:	38 n)	44 n)	50 o)	56 o)	:	:
HU	:	:	:	80 k)	106 k)	165 k)	234 k)	259 k)	342 k)	714	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	216 k)	309 k)	490 k)	677 k)	848 k)	982 k)	:	:
SI	:	:	:	:	:	:	42	56	59 q)	:	:
SK	:	:	:	:	:	:	:	113	136	184	:
BG	:	:	:	:	:	50 l)	57 l)	53 l)	57 l)	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	7	8	16 h)	17 h)	26 h)	39 h)	32	:
NO	:	:	:	:	:	:	:	455	571	567	:
CH	60	81	125	206	201	208	248 k)	314 k)	344 k)	:	:
JP j)	:	:	:	:	:	:	13 322	15 761	20 903	19 029	16 390
US i)	:	:	22 830	29 729	34 514	40 248	44 165	49 336	65 241	60 758	56 812

Source: Eurostat, AUVIS domain a) Eurostat estimates b) Source Media Services S.A. c) Source: Infoadex d) UPA e) Corresponds only to ad spending with advertising agencies f) Source: MDC Helsinki Group g) Source: Advertising Association. Total excludes direct mail. h) Source: IM Gallup. i) Source: Television Bureau of Advertising j) Source: Dentsu Inc (Japan's biggest advertising agency) k) The European Media & Advertising Forecast / EAO l) Noema / IP m) Baltic Media Book n) Monitoring Group o) SIC Gallup Media p) AC Nielsen Research q) Mediana IBO r) Estimate based on average growth of 8 countries, 89% coverage

T. 1.9: Radio advertising expenditure, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**:**	**:**	**2 092**	**2 926**	**3 032**	**3 204**	**3 465**	**3 895**	**4 347**	**4 122** o)	**:**
BE	:	:	:	105	108	121	133	157	174	:	:
DK	:	:	:	23	23	23	24	25	29	31	:
DE	158	237	504	707	694	664	601	691	733	678	:
EL	5	10	28	83	72	72	57	72	43 i)	:	:
ES	101	217	:	:	:	378 b)	409 b)	466 b)	403 i)	490	:
FR	418	365	484	713	703	618	651	729	809	740	:
IE	9	16	:	:	:	:	:	49	55 i)	:	:
IT	70	99	193	169	203	263 c)	370 c)	431 c)	499 c)	458 c)	:
LU	:	:	:	:	:	:	:	:	12 i)	14	:
NL	:	:	:	:	:	:	170	246	309	293	:
AT	:	50	94	142	132	125	:	:	151 i)	:	:
PT	5	13	26	53	67	96	97	41 d)	47 d)	:	:
FI	-	2	44	29	28	31	34 e)	34 e)	38 e)	:	:
SE	:	:	:	25	36	48	58	:	71 i)	:	:
UK	90	139	228	357	423	568	680 f)	783 f)	976 f)	870	:
CZ	:	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	10 k)	10 k)	12 k)	11 k)	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	5 k)	10 k)	16 k)	16 k)	8	:
LT	:	:	:	:	:	5 l)	3 l)	4 m)	4 m)	5	:
HU	:	:	:	:	:	:	:	:	:	22	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	9 n)	11 n)	7 n)	:	:
SK	:	:	:	:	:	:	:	12	14	22	:
BG	:	:	:	:	:	11 j)	5 j)	10 j)	8 j)	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	6	7	7	:	:	:	:	:
NO	:	:	:	:	:	:	:	80	74	62	:
CH	:	14	33	78	85	82	:	:	:	:	:
JP h)	:	:	:	:	:	:	1 470	1 684	2 082	1 838	1 556
US g)	:	:	6 852	8 668	9 663	11 896	13 445	16 152	20 891	19 942	20 030

Source: Eurostat, AUVIS domain a) Eurostat estimates b) source. Encuesta Continua de Presupuestos Familiares. INE c) Source: UPA d) Corresponds only to ad spending with advertising agencies 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) i) The European Media & Advertising Forecast / EAO j) Noema / IP k) Baltic Media Book l) Monitoring Group m) SIC Gallup Media n) Mediana IBO o) Estimate based on average growth of 8 countries, 87% coverage

T. 1.10: Cinema advertising expenditure, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**:**	**:**	**294**	**422**	**438**	**489**	**524**	**624**	**702**	**742** l)	**:**
BE	:	:	:	18	18	21	22	25	25	:	:
DK	:	:	:	8	9	9	8	6	6	7	:
DE	40	53	105	180	175	172	165	172	175	170	:
EL	:	:	:	:	:	:	:	:	:	:	:
ES	14	22	:	:	:	32 b)	35 b)	42 b)	55 i)	45	:
FR	37	70	59	63	70	77	84	109	129	114	:
IE	:	:	:	:	:	:	:	5	6 i)	:	:
IT	19	6	16	15	17	19 c)	36 c)	48 c)	54 c)	69 c)	:
LU	:	:	:	:	:	:	:	:	1 i)	1	:
NL	:	:	6	:	:	:	11	12	14	13	:
AT	:	:	:	:	:	3	:	:	9 i)	:	:
PT	0	1	:	:	:	:	4	6 d)	6 d)	:	:
FI	1	1	1	1	1	1	2 e)	2 e)	2 e)	:	:
SE	4	5	9	9	11	10	8	:	9 i)	:	:
UK	30	31	55	83	90	127	143 f)	187 f)	210 f)	264	:
CZ	:	:	:	:	:	:	:	:	1 i)	:	:
EE	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	0	1 k)	0	:
LT	:	:	:	:	:	:	:	0 j)	:	:	:
HU	:	:	:	:	:	:	:	:	3 i)	5	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	6 i)	:	:
SI	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	0	0	0	:
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	1	1	1 g)	1 g)	1 g)	1	:
NO	:	:	:	:	:	:	:	16	15	16	:
CH	7	10	17	22	24	24	:	:	30 i)	:	:
JP h)	:	:	:	:	:	:	2 262	2 728	3 554	3 186	2 776
US	:	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain a) Eurostat estimates b) source. Encuesta Continua de Presupuestos Familiares. INE c) Source: Utenti Pubblicità Associati (UPA) d) Corresponds only to ad spending with advertising agencies e) Source: MDC Helsinki Group f) Source: Advertising Association. Total excludes direct mail. g) Rate card figures (the list of prices and products and packages offered by a media company), information not exhaustive. Source: IM Gallup. h) Source: Dentsu Inc (Japan's biggest advertising agency) i) The European Media & Advertising Forecast / EAO j) SIC Gallup Media k) BMF Gallup Media l) Estimate based on average growth of 8 countries, 92% coverage

T. 1.11: Internet advertising expenditure, million EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**:**	**109**	**307**	**892**	**781**	**:**
BE	:	:	:	:	:	:	:	5	13	:	:
DK	:	:	:	:	:	:	4	:	42	42	:
DE	:	:	:	:	:	:	25	77	153	185	:
EL	:	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:	:	52	:
FR	:	:	:	:	:	:	:	:	:	:	:
IE	:	:	:	:	:	:	:	:	:	:	:
IT d)	:	:	:	:	:	:	:	25	73	44	:
LU	:	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	10	20	27	27	:
AT	:	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	:	3	:	:
FI	:	:	:	:	:	:	4	6	12	:	:
SE	:	:	:	:	:	:	:	:	:	:	:
UK	:	:	:	:	:	:	28	77	254	267	:
CZ	:	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	0	0	1	:
LT	:	:	:	:	:	:	:	:	:	0	:
HU	:	:	:	:	:	:	:	1	6	:	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	0	:
NO	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:
JP c)	:	:	:	:	:	:	78	199	593	676	716
US b)	:	:	:	:	:	705	1 234	2 657	7 045	6 422	5 780

Source: Eurostat, AUVIS domain

a) Eurostat estimates based on 9 countries, which account for 82% of total advertising expenditure in the EU-15. The average share of internet advertising in total advertising in these 9 countries amounted to 0.8% in 2000. This share was used to estimate the EU-15 total in 2000 for internet advertising. The time series were created by estimating data for missing years (1998 - 2001) for the 9 countries by calculating average growth among countries with data available.

b) McCann-Erickson

c) Dentsu

d) Source: Utenti Pubblicità Associati (UPA)

Structural Business Statistics on audio-visual services

Overview on structural data for audiovisual services

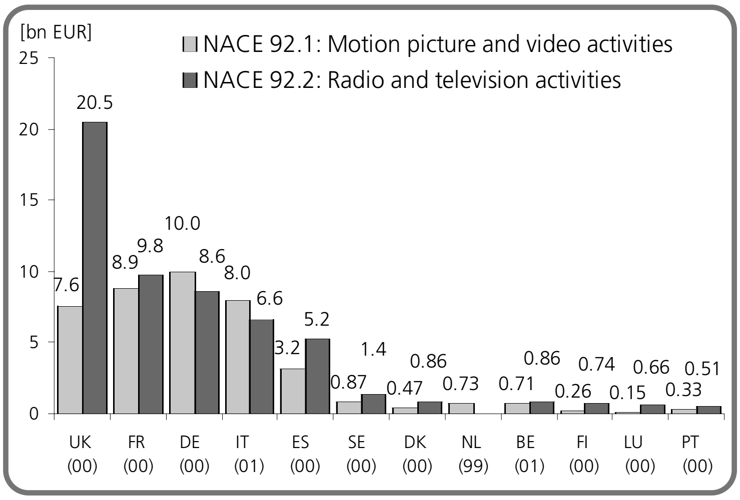
In Structural Business Statistics (SBS) audiovisual services covered by the NACE Division 92 do not include some audiovisual market activities such as, video retail sales and rental activities, sound recording retailing activities, cable and satellite transmission of TV and radio signals activities. 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 2000 and should be seen as orders of magnitude.

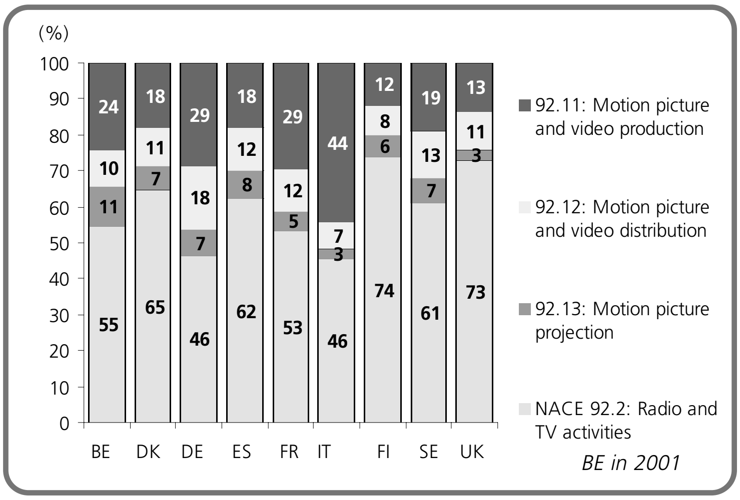
In 2000, the turnover from motion picture, video, radio and television activities amounted to 104 bn euro in EU-15, which was an increase of 20 percent compared with the year before. Radio and TV (NACE 92.2) accounted for the largest share with 60.9 bn euro in 2000 compared with 51.7 bn euro the year before. Radio and television has the largest turnover share of NACE 92 in Finland (74%), UK (73%) and Denmark (65%). Motion picture and video services turnover (NACE 92.1) was highest in Germany with 10.0 billion euro in 2000, followed by France with 8.9 billion euro (2000) and Italy with 8.0 billion euro (2001).

In 2000, the number of persons employed in motion picture, video, radio and television activities is estmated at 555 000 in EU-15 (an increase of 12 percent compared with the year before), of which 222 000 were employed in motion picture and video activities (92.1) and 333 000 in radio and TV activities (92.2). There were on average about 10 persons employed per enterprise. Germany had the highest employment in radio and TV with 94 000 in 2001 and the UK was second with with 85 000. The year before the positions were reversed. The motion picture and video services sector employed 47 400 in the UK in 2001, followed by France with 45 100 in 1998 and Germany with 36 000 in 2001.

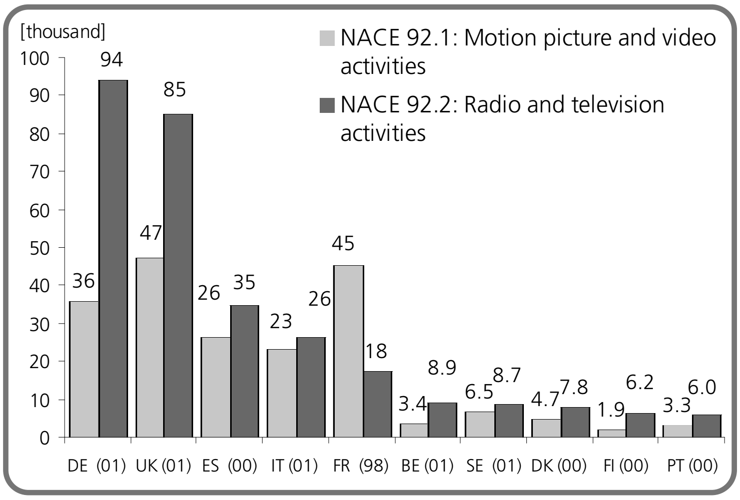
F. 2.1: Turnover from motion picture, video, radio and television activities in EU Member States, latest available year



F. 2.2: Turnover in selected EU Member States in 2000



F. 2.3: Employment in motion picture, video, radio and television activities in EU Member States, latest available year

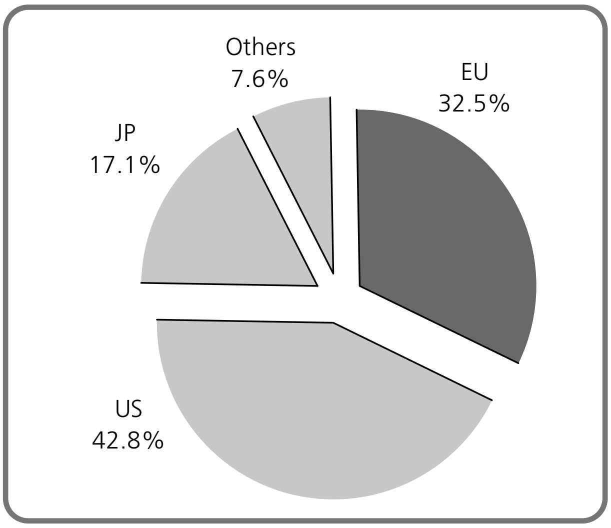


In the United States, 890 820 persons were employed in motion picture, video, radio and television activities, of which 257 360 in motion picture and video production (SIC 781 or NACE 92.11), 16 420 in motion picture distribution (SIC 782 or NACE 92.12), 137 700 in motion picture projection (SIC 783 or NACE 92.13) and 479 340 in radio and TV (SIC 482 and 483 or NACE 92.2)

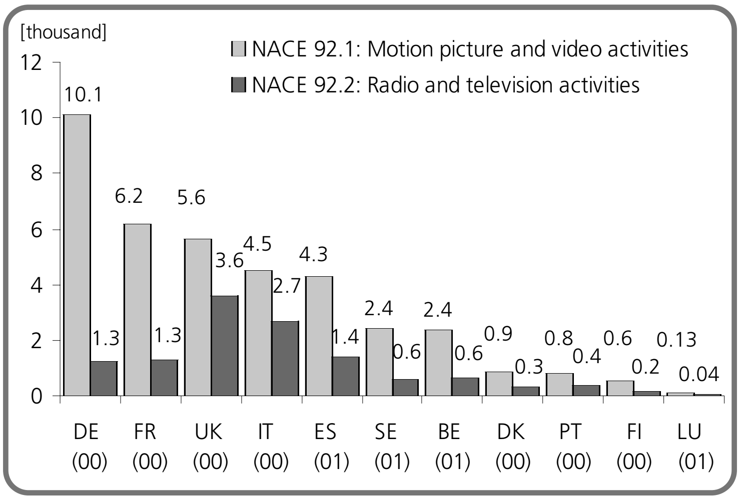
In 2000, there were about 53 700 enterprises in the sector in the EU-15, of which about 40 100 in NACE 92.1 (Motion picture and video activities) and 13 600 in NACE 92.2 (Radio and television activities). In 2000 turnover amounted to about 104 billion euro, of which for NACE 92.1 43.1 billion euro and for NACE 92.2 60.9 billion euro, or 190 000 euro per person employed.

The three largest audiovisual enterprises are based in the USA. Time Warner, Viacom and Walt Disney had together an audiovisual turnover at nearly 64 bn euro in 2001. Their total turnover is larger due to their other activities. The largest EU based enterprise is Vivendi Universal, which had an audiovisual turnover of 15.8 bn euro in 2001. US based companies accounted for 42.8 percent of the turnover among the 50 leading audiovisual enterprises. EU based companies were second with a share of 32.5 percent.

F. 2.5: Breakdown of audiovisual turnover of the 50 leading world enterprises (by nationality of the enterprises), in 2000, source: EAO



F. 2.4: Number of enterprises in motion picture, video, radio and television activities in EU Member States, latest available year



T. 2.1: Ranking by audiovisual turnover of the 50 leading audiovisual enterprises worldwide, in 2001,

Rank	Title	Origin	Turnover (million EUR)	
1	Time Warner	US	22 038.1	
2	Viacom	US	21 242.0	
3	Walt Disney	US	20 393.5	
4	Sony	JP	15 835.6	a)
5	Vivendi Universal	FR	15 813.4	
6	News Corporation	AU	9 287.3	
7	Hughes Electronics (DirecTV)	US	7 955.3	
8	Bertelsmann	DE	7 331.2	
9	General Electric (NBC)	US	6 441.3	
10	NHK	JP	5 641.8	
11	ARD	DE	5 385.4	a)
12	BBC	UK	4 884.1	a)
13	Comcast (QVC)	US	4 373.5	
14	EMI Group	UK	4 125.1	a)
15	Nintendo	JP	4 035.2	a)
16	Clear Channels Com	US	3 858.7	
17	Fuji TV	JP	3 768.9	a)
18	USA Networks	US	3 698.5	a)
19	Nippon Television Network	JP	3 399.7	a)
20	RAI	IT	2 987.2	a)

a) 2000 data

source: European Audiovisual Observatory

T. 2.2: Publishing of sound recordings (NACE 22.14) in 2000

	Number of enterprises	Turnover or gross premiums written (million euro)	Value added at factor cost (million euro)	Personnel costs (million euro)	Number of persons employed	Turnover per person employed (1000 euro)	Gross value added per unit personnel cost (%)	Number of persons employed per enterprise
EU-15	**6 357**	**3 990**	**1 051**	**531**	**16 700**	**:**	**:**	**3**
BE	109	21	5	2	169	123	86	2
DK	102	29	7	4	253	116	84	2
DE	182	217	54	51	1 334	163	107	7
EL	:	:	:	:	:	:	:	:
ES	170	183	50	19	901	203	244	5
FR	2 147	1 787	422	264	5 171	346	155	2
IE	:	:	:	:	:	:	:	:
IT	599	230	52	20	1 303	176	118	2
LU	9	1	0	0	13	74	66	1
NL	380	234	64	22	693	338	294	2
AT	16	:	:	:	:	:	:	:
PT	64	21	3	3	218	95	69	3
FI	318	52	20	10	335	156	168	1
SE	1 285	341	77	48	2 343	146	99	2
UK	971	:	:	85	3 930 a)	:	:	4
CZ	:	:	:	:	:	:	:	:
EE	7	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:
LT	8	1 a)	0 a)	0 a)	24 a)	31 a)	163 a)	3 a)
HU	:	:	:	:	:	:	:	:
MT	0	0	0	0	0	:	:	:
PL	169 a)	17 a)	8 a)	2 a)	:	:	:	: a)
SI	:	:	:	:	:	:	:	:
SK	24	4	1	0	156	26	309	7
BG	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:
NO	42	44	13	5	134	330	228	3
CH	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain
a) Provisional value

NACE 21.14, Publishing of sound recordings, makes a part of the audiovisual market. There are however differences between the data collected from the AUVIS questionnaire and structural business statistics (SBS). It can be partly explained by the fact that SBS covers data from enterprises registered in a statistical business register in the surveyed country with its main activity in NACE 21.14, while AUVIS data in chapter 6 reflects the consumers' side in the same country. The consumers have to put up with the sales and distribution margins. A record can also be imported or exported. Consumers may also buy records that are not produced by an enterprise with its main activity in NACE 21.14.

In 2000, the turnover from publishing of sound recordings amounted to nearly 4 bn euro in EU-15. (Turnover seen from the consumer side amounted to 9.9 bn euro.) In 2000, there were nearly 6 400 enterprises in the sector in the EU-15, of which about 2 100 in France and 1 300 in Sweden. The number of persons employed in publishing of sound recordings amounted to 16 700 in EU-15 in 2000, on average about 3 persons employed per enterprise. France had the highest employment with 5 200 and the UK was second with with 3 900.

T. 2.3: Turnover (million EUR): Motion picture and video activities, total (NACE 92.1)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**28 000**	**36 000**	**35 200**	**43 100**	**:**
BE	109	161	383	683	699	756 b)	664 b)	732 b)	722 b)	714 b)
DK	:	:	:	357	:	408	434	447	467	:
DE	:	:	:	:	6 693	6 700	9 309	9 489	10 000	:
EL	:	:	:	122	:	:	:	:	:	:
ES	:	:	:	:	:	1 977 c)	:	:	3 172 c)	:
FR	:	:	2 828	5 003	5 598	7 056	7 475	7 944	8 861	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	2 114	2 585	2 771	6 824 d)	4 708 d)	7 936 d)	8 027 d)
LU	:	8	32	:	75	:	:	134	145	:
NL	:	:	:	:	:	:	:	729	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	353	402	333	:
FI	:	:	:	129	145	197 e)	219 e)	237 e)	261 e)	:
SE	73	190	426	505	605	660 f)	793 f)	793 f)	871 f)	:
UK g)	:	:	:	:	:	5 008	4 898	5 508	7 580	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	9	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	9	10	16
LT	:	:	:	:	:	:	:	7	9	:
HU	:	:	:	:	:	:	:	145	192	232
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	42	48	60
SK	:	:	:	:	:	:	:	4	:	:
BG	:	:	:	:	:	:	:	22	33	28
RO	:	:	:	:	:	:	121	190	265	224
IS	:	:	:	:	23	28	36	44	59	47
NO	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	27 466	39 298	:	:	:	:	:	:

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 d) Source: ISTAT e) Source: Statistics Finland, Business register
f) Source: Statistics Sweden, Business statistics. Current prices. g) Source ONS Annual Business Inquiry.

T. 2.4: Turnover (million EUR): Motion picture and video activities, (NACE 92.11, 92.12 & 92.13)

	Motion picture and video production NACE 92.11					Motion picture and video distribution NACE 92.12					Motion picture projection NACE 92.13				
	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001
EU-15	**16 200**	**22 900**	**20 100**	**25 500**	**:**	**7 400**	**8 400**	**10 200**	**12 400**	**:**	**4 400**	**4 700**	**4 900**	**5 200**	**:**
BE	331	301	349	363	377	273	193	219	186	163	152	170	164	173	174
DK	202	222	229	239	:	132	129	133	140	:	74	82	84	88	:
DE	4 503	6 773	5 760	5 355	:	1 117	1 270	2 439	3 290	:	1 080	1 266	1 290	1 355	:
EL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
ES	765	:	:	1 529	:	772	:	:	971	:	441	:	:	671	:
FR	4 342	4 451	4 815	5 424	:	1 815	1 993	2 066	2 230	:	899	1 031	1 064	1 007	:
IE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IT	2 013	6 034	3 579	6 454	:	451	445	753	1 078	:	307	346	377	404	:
LU	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
NL	:	:	258	:	:	:	:	341	:	:	:	:	130	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
FI	122	108	116	121	:	25	54	63	80	:	50	56	58	60	:
SE	327	380	373	419	:	140	236	275	299	:	193	177	145	154	:
UK	2 328	2 139	2 412	3 741	:	1 918	2 396	2 361	2 988	:	761	717	736	852	:
CZ	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IS	10	16	21	31	23	3	4	5	7	6	15	16	18	21	18
NO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:

T. 2.5: Turnover (million EUR): Radio and television activities, (NACE 92.2)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**43 100**	**45 800**	**51 700**	**60 900**	**:**
BE	30	131	335	551	537	588 b)	622 b)	713 b)	902 b)	855 b)
DK	:	:	:	:	:	139	176	239	860	:
DE	:	:	:	:	5 547	6 738	6 869	7 126	8 614	:
EL	:	:	:	329	:	:	:	:	:	:
ES	:	:	:	:	:	3 411 c)	:	:	5 223 c)	:
FR	:	:	3 022	6 196	6 600	6 468	6 963	8 861	9 803	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	4 189	4 497	5 025	5 549 d)	5 957 d)	6 635 d)	6 588 d)
LU	:	244	316	:	:	:	:	621	655	:
NL	:	:	:	:	:	:	:	1 787	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	30	91	208	291	355	344	506	605	509	:
FI	:	:	:	580	594	594 e)	674 e)	718 e)	742 e)	:
SE	251	326	474	991	1 074	1 133 f)	1 206 f)	1 179 f)	1 364 f)	:
UK g)	:	:	:	:	:	14 767	15 506	17 398	20 457	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	12	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	38	43	41
LT	:	:	:	:	:	:	:	25	29	:
HU	:	:	:	:	:	:	:	155	175	212
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	24	28	21
SK	:	:	:	:	:	:	:	76	:	:
BG	:	:	:	:	:	:	:	13	24	44
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	54	66	73	86	100	83
NO	:	:	:	:	:	:	:	695	759	768
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	39 407	49 925	:	:	:	:	:	:

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. d) Source: ISTAT e) Source: Statistics Finland, Business register
f) Source: Statistics Sweden, Business statistics. Current prices. g) Source ONS Annual Business Inquiry.

T. 2.6: Number of persons employed (thousand): Motion picture and video activities, total (NACE 92.1)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**179.0**	**208.0**	**202.0**	**222.0**	**:**
BE b)	:	:	:	:	:	2.7	2.8	3.1	3.1	3.4
DK	:	:	:	3.7	:	4.3	9.3	4.7	4.7	:
DE	:	:	:	:	:	23.0	32.0	30.0	35.0	36.0
EL	:	:	:	2.1	:	:	:	:	:	:
ES	:	:	:	:	:	19.3 c)	:	:	26.5 c)	:
FR	:	:	28.3	37.3	39.9	41.6	45.1	:	:	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	14.4	14.9	15.3	20.6 d)	20.8 d)	24.7 d)	23.3 d)
LU	:	:	:	:	0.3	0.3	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	2.8	2.9	:	:	3.9	4.1	3.3	:
FI	:	:	:	1.3	1.4	1.6 e)	1.9 e)	2.0 e)	1.9 e)	:
SE	2.4	3.0	5.2	5.0	5.4	5.5 f)	5.9 f)	6.0 f)	6.6 f)	6.5 f)
UK	:	:	:	:	:	44.3 g)	47.8 g)	41.4 g)	45.0 g)	47.4 g)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	0.7	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	0.5	0.5	0.5
LT	:	:	:	:	:	:	:	0.6	0.5	:
HU	:	:	:	:	:	:	:	3.4	3.6	3.8
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	0.5	0.5	0.5
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	1.3	1.4	1.5
RO	:	:	:	:	:	:	15.7	20.3	18.9	:
IS	0.2	0.3	0.2	0.3	0.3	0.5	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	3.2	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US i)	:	:	:	:	:	:	:	:	445.0	411.5

Source: Eurostat, AUVIS domain
a) Eurostat estimate b) Registered enterprises paying VAT by end-of-year c) Source : Survey on Audiovisual Services. 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
i) US Bureau of Labor Statistics, (SIC 781+782+783)

T. 2.7: Number of persons employed (thousand): Motion picture and video activities, (NACE 92.11, 92.12 & 92.13)

	Motion picture and video production NACE 92.11					Motion picture and video distribution NACE 92.12					Motion picture projection NACE 92.13				
	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001
EU-15	**114**	**131**	**125**	**146**	**:**	**16**	**19**	**17**	**19**	**:**	**49**	**58**	**60**	**57**	**:**
BE	1	1	2	2	2	0	0	0	0	0	1	1	1	1	1
DK	2	3	3	3	:	0	0	0	0	:	2	2	2	2	:
DE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
ES	10	:	:	15	:	2	:	:	2	:	7	:	:	9	:
FR	:	31	:	:	:	:	4	:	:	:	:	10	:	:	:
IE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IT	11	15	15	18	:	1	1	1	2	:	4	4	5	5	:
LU	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
FI	1	1	1	1	:	0	0	0	0	:	1	1	1	1	:
SE	4	4	4	4	4	0	1	1	1	1	1	2	1	2	1
UK	28	29	23	29	27	4	5	3	4	7	12	16	16	12	13
CZ	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
US	237	255	278	290	257	:	:	:	17	16	133	137	140	139	138

T. 2.8: Number of persons employed (thousand): Radio and television activities, (NACE 92.2)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**243.0**	**282.0**	**294.0**	**333.0**	**:**
BE b)	:	:	:	:	:	7.5	7.2	7.5	8.9	8.9
DK	:	:	:	1.2	:	1.7	1.8	2.0	7.8	:
DE	:	:	:	:	:	51.5	62.0	72.0	83.0	94.0
EL	:	:	:	8.2	:	:	:	:	:	:
ES	:	:	:	:	:	29.6 c)	:	:	34.7	:
FR	:	:	33.1	:	:	16.7 d)	17.5 d)	:	:	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	24.8	24.4	23.7	24.7 e)	26.1 e)	25.7 e)	26.4 e)
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	3.0	2.9	:	:	:	:	:
PT	4.5	4.4	4.3	3.8	3.7	2.8	6.6	6.4	6.0	:
FI	:	:	:	6.3	6.3	4.4	7.2 f)	6.2 f)	6.2 f)	:
SE	9.6	7.1	6.2	7.8	8.1	8.2 g)	8.4 g)	8.4 g)	8.3 g)	8.7 g)
UK	:	:	:	:	:	73.1 h)	87.6 h)	83.8 h)	99.2 h)	85.0 h)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	0.4	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	2.1	2.0	1.9
LT	:	:	:	:	:	:	:	0.8	0.8	:
HU	:	:	:	:	:	:	:	6.3	6.4	5.4
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	2.5	2.5	2.5
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	2.1	2.7	3.0
RO	:	:	:	:	:	:	:	:	:	:
IS	0.3	0.6	0.7	0.6	0.7	1.6	:	:	:	:
NO	:	:	:	:	:	:	:	5.4	5.3	5.3
CH	:	:	:	1.0	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US i)	:	:	:	:	:	:	:	:	480.1	479.3

Source: Eurostat, AUVIS domain

a) Eurostat estimate b) Registered enterprises paying VAT by end-of-year c) Source : Survey on Audiovisual Services
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
i) US Bureau of Labor Statistics, (SIC 482+483)

T. 2.9: Number of enterprises: Motion picture and video activities, total (NACE 92.1)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**32 900**	**35 400**	**37 800**	**40 100**	**:**
BE b)	:	:	:	:	:	2 174	2 245	2 285	2 327	2 362
DK	:	:	:	966	:	1 101	1 143	1 226	859	:
DE	:	:	:	:	7 117	7 151	7 370	7 439	10 099	:
EL	:	:	:	316	:	:	:	:	:	:
ES	:	:	:	:	:	3 427 c)	:	:	4 040 c)	4 280 c)
FR	:	:	3 166	5 011	5 404	5 505	5 888	6 464	6 200	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	3 447	3 559	3 489	3 872 d)	4 257 d)	4 537 d)	:
LU	:	19	55	:	108	124	125	133	121	133
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	532	657	:	:	720	681	783	:
FI	:	:	:	489	498	537 e)	572 e)	548 e)	558 e)	:
SE	559	1 031	1 731	1 538	1 689	1 899 f)	2 001 f)	2 029 f)	2 243 f)	2 437 f)
UK	:	:	:	:	:	3 650 g)	4 408 g)	5 171 g)	5 641 g)	:
CZ	:	:	:	:	:	:	:	3 227	3 394	3 250
EE	:	:	:	:	:	:	:	:	107	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	72	74	67
LT	:	:	:	:	:	:	:	54	62	:
HU	:	:	:	:	:	:	:	2 867	3 046	2 867
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	211	203	207
SK	:	:	:	:	:	:	:	5	:	:
BG	:	:	:	:	:	:	:	235	234	231
RO	:	:	:	:	:	:	359	254	312	406
IS	:	:	:	:	154	111 h)	216 h)	195 h)	206 h)	:
NO	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	591	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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 d) Source: ISTAT e) Source: Statistics Finland, Business register
f) Source: Statistics Sweden, Business statistics. Current prices. g) Source ONS Annual Business Inquiry. h) Registered enterprises by end-of-year. Source: SI

T. 2.10: Number of enterprises: Motion picture and video activities, (NACE 92.11, 92.12 & 92.13)

	Motion picture and video production NACE 92.11					Motion picture and video distribution NACE 92.12					Motion picture projection NACE 92.13				
	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001	1997	1998	1999	2000	2001
EU-15	**23 100**	**25 500**	**27 800**	**29 400**	**:**	**5 100**	**5 000**	**4 900**	**4 900**	**:**	**4 700**	**4 900**	**5 100**	**5 800**	**:**
BE	1 774	1 893	1 936	1 995	2 042	223	182	181	171	165	177	170	168	161	155
DK	883	943	1 033	670	:	73	59	59	42	:	145	143	134	147	:
DE	4 066	4 405	4 626	5 352	:	2 017	1 876	1 737	1 846	:	1 068	1 089	1 076	1 661	:
EL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
ES	2 096	:	:	2 769	3 116	573	:	:	533	457	759	:	:	738	707
FR	4 192	4 500	4 965	4 725	:	694	706	753	682	:	619	682	746	793	:
IE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IT	2 196	2 510	2 848	3 025	:	361	362	369	415	:	932	1 000	1 040	1 097	:
LU	105	108	116	102	110	11	10	9	11	13	8	7	8	8	10
NL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
FI	435	460	444	455	:	22	28	23	28	:	80	84	81	75	:
SE	1 614	1 706	1 742	1 928	2 121	110	121	118	136	135	175	174	169	179	181
UK	3 056	3 790	4 518	4 937	:	409	429	452	490	:	185	189	201	214	:
CZ	:	:	2 095	2 267	2 188	:	:	453	458	427	:	:	253	263	:
EE	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	38	41	38	:	:	11	12	7	:	:	23	21	22
LT	:	:	31	35	:	:	:	8	11	:	:	:	15	16	:
HU	:	:	2 346	2 525	2 468	:	:	348	345	242	:	:	173	176	157
MT	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	141	140	150	:	:	50	42	37	:	:	20	21	20
SK	:	:	0	:	:	:	:	2	:	:	:	:	3	:	:
BG	:	:	97	103	105	:	:	87	77	73	:	:	60	54	53
RO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
IS	90	196	177	187	:	7	6	66	82	89	14	14	10	9	8
NO	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:

T. 2.11: Number of enterprises: Radio and television activities, (NACE 92.2)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**9 800**	**10 600**	**12 200**	**13 600**	**:**
BE	:	:	:	:	:	373 b)	598 b)	613 b)	618 b)	624 b)
DK	:	:	:	189	:	218	244	257	330	:
DE	:	:	:	:	522	569	646	676	1 258	:
EL	:	:	:	604	:	:	:	:	:	:
ES	:	:	:	:	:	1 108 c)	:	:	1 336 c)	1 404 c)
FR	:	:	789	:	:	732	734	1 205	1 265	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	2 630	2 857	2 621	2 566 d)	2 650 d)	2 695 d)	:
LU	:	5	17	:	24	34	35	38	38	44
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	3	3	316	330	330	330	312	417	372	:
FI	:	:	:	132	135	146 e)	163 e)	167 e)	160 e)	:
SE	17	17	54	296	362	435 f)	475 f)	508 f)	552 f)	590 f)
UK	:	:	:	:	:	2 303 g)	2 715 g)	3 225 g)	3 606 g)	:
CZ	:	:	:	:	:	:	:	158	165	173
EE	:	:	:	:	:	:	:	:	22	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	85	95	85
LT	:	:	:	:	:	:	:	52	55	:
HU	:	:	:	:	:	:	:	2 349	2 472	2 519
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	113	122	130
SK	:	:	:	:	:	:	:	8	:	:
BG	:	:	:	:	:	:	:	172	208	204
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	23	26 h)	38 h)	19 h)	23 h)	23 h)
NO	:	:	:	:	:	:	:	307	299	295
CH	:	:	:	86	:	:	:	:	:	:
JP	149	173	197	249	292	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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. d) Source: ISTAT e) Source: Statistics Finland, Business register f) Source: Statistics Sweden, Business statistics. Current prices. g) Source ONS Annual Business Inquiry.

3. Cinema market

Cinema production in the EU

In the period 1995 to 2002 the volume of feature film production in the EU-15 saw an increase of 41%. The increase was especially pronounced between1995 and 1996 (28%). Between 1996 and 2002 total film production in the EU countries remained relatively stable (+15%).

The growth in the number of feature films produced in the period 1995 to 2002 was the highest in Luxembourg (+233%), Spain (+132%) and Belgium (+100%), whereas in Greece (-23%) and Ireland (-22%) full-length film production decreased.

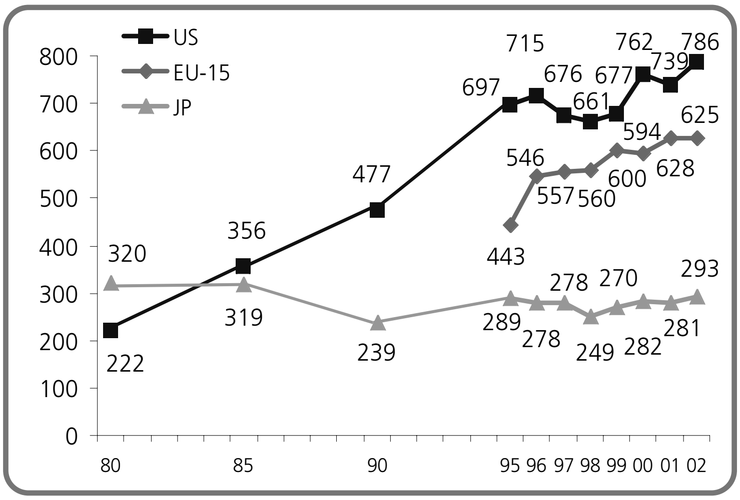
A total of 628 films were produced in 2001 in the EU-15, 34 films more than in 2000. In 2002 the film production decreased to 625 films.

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. France produced 126, national films in 2001, the highest number in the EU-15. Production investment increased to 905 million euro in 2001. Canal+ and StudioCanal were 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. In 2002, 200 new films were produced, of which 106 national films. The most expensive French film in 2002 was 'Le Spectre aux balles d'or' at a cost of 36 million euro.

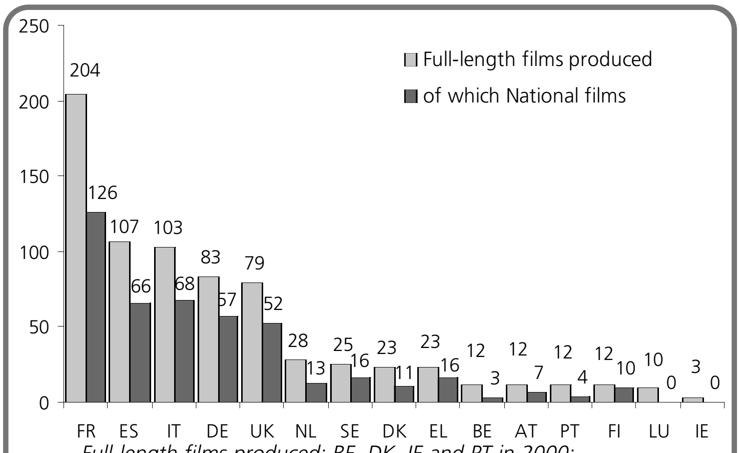
Spain was the Member State with the second highest number of cinematographic long length films produced: 137 in 2002, of which 80 were 100% national production. Italy was third with 130 films produced, 27 more than in 2001. The production of national films increased from 68 in 2001 to 96 in 2002.

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 produc-

F. 3.1: Cinematographic full-length films produced, 1980 - 2002

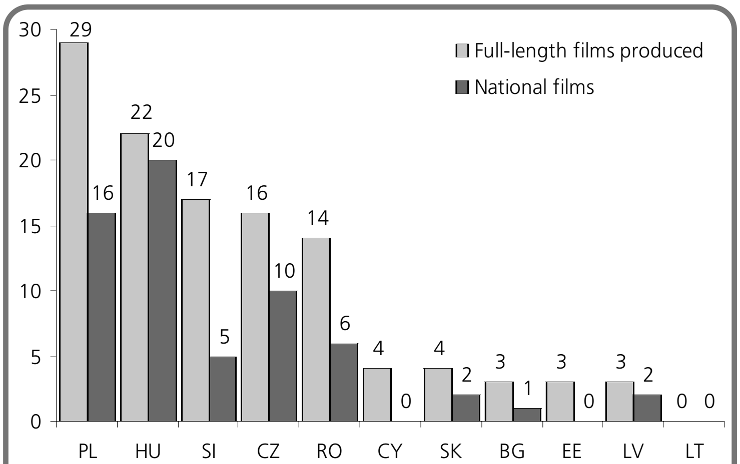


F. 3.2: Cinematographic full-length films produced in the EU Member States, of which national films in 2001



Full-length films produced: BE, DK, IE and PT in 2000;
National films produced: IE in 2000, NL and AT in 1998

F. 3.3: Cinematographic full-length films produced in the Candidate countries, of which national films in 2001



SI: 2000 data

ers in a highly fragmented industry where 80% of companies produce no more than one film a year. Even though the structure is different there are indeed some important film studios in the EU, like the Cinecittà near Rome, Pinewood Studios near London, Bavaria Film Studios in Geiselgasteig, near Munich, Studio Babelsberg in Potsdam, near Berlin and Studios de Boulogne in Paris.

Cinema production in the United States

Measured in number of full-length films produced, the EU-15 output is smaller than the film production of the United States (739 films in 2001 and 786 in 2002). The average cost for an American film in 2000 was nearly 15 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 2002, growth in the EU-15 was higher than in the US: 41% compared to 13%.

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 2002 came from Sony (‘Spider-Man’, ‘Men in Black II’), which grossed 1 652 million euro. Second was Disney, followed by Warner Bros. In total, American film studios grossed 9.3 billion euro, 6% higher than in 2001. The three largest studios together had a share of 43% in 2002, compared to 39% in 2001. Warner Bros accounted for the highest market share in 2001 with 16% or 1 371 million euro in turnover from cinema exhibition, Warner Bros released 2 films which grossed over 100 million USD, of which 'Harry Potter I' topped the box-office charts grossing 355 million euro in 2001. Universal followed as runner up, with a share of 12% and 1 067 million euro in turnover. Five films grossed over 100 million USD.

The need to reduce the costs of film production and distribution may be contributing to another

T. 3.1: Main European film studios

BE	Impuls Studio	**IE**	Ardmore Studios
DK	Filmbyen		Concorde Anois
DE	Arri Studios	**IT**	Cinecittà
	Bavaria Film Studios	**LU**	Carousel Picture Company
	Magic Media Company		DeLux Studios
	Studio Babelsberg	**NL**	Amsterdam Studios
	Studio Hamburg	**PT**	Cinemate
ES	Daylight Studios	**SE**	Svensk film industry
	Estudios Barajas	**UK**	Elstree Studios
	Estudios Los Angeles		Leavesden Studios
FR	Duboi Studio		Pinewood Studios
	Éclair Studios		Shepperton Studios
	La Victorine		Three Mills Island Studios
	SFP Studios	**NO**	Norsk Filmstudio
	Studios D'Arpajon	**Int.**	Ealing Studios
	Studios de Boulogne		Warner Bros Studios

T. 3.2: Market share for American film studios in 2002

Rank	American film studio	Turnover (million EUR)	Market share (%)
1	Sony	1 652	18
2	Disney	1 253	13
3	Warner Bros.	1 136	12
4	20th Century Fox	974	10
5	New Line	929	10
6	Universal	916	10
7	Paramount	727	8
8	DreamWorks	521	6
9	Miramax	403	4
10	MGM/UA	386	4
11	IFC Films	253	3
12	Fox Searchlight	142	2

source: Boxofficemojo.com

T. 3.3: Market share for American film studios in 2001

Rank	American film studio	Turnover (million EUR)	Market share (%)
1	Warner Bros.	1 371	16
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

source: Boxofficemojo.com

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).

Cinema production in Japan

The Japanese film industry produced 293 films in 2002, 12 films more than in 2001. 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 2002, feature film production in Japan decreased by 8%. The average cost for a Japanese film in 2000 was 4.6 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%.

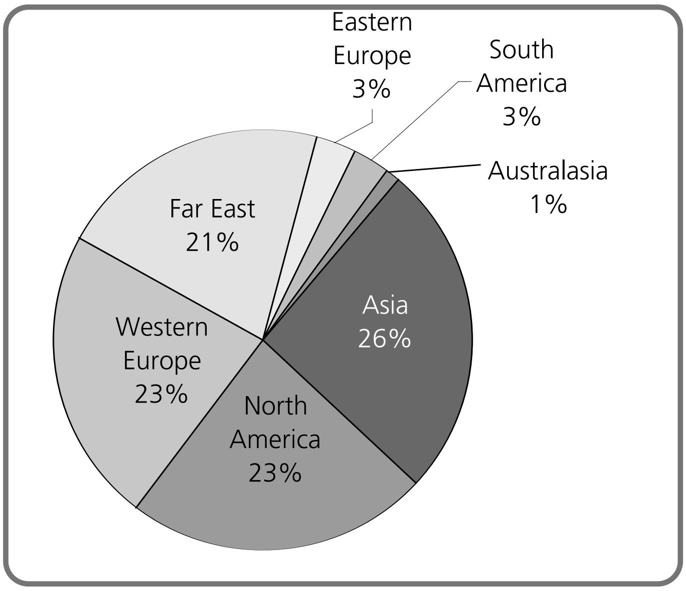
India and its "Bollywood" (production cluster around Bombay) is the country with the highest number of films produced. The number of films produced in India rose to 855 in 2000, from 764 in 1999. However, there is still some way to go before producers regain the peak of 948 films produced in 1990. The production cost per film was relatively low in India, just 100 000 euro per film. One of the major player in film production is the central agency for film promotion, National Film Development Corporation. The relatively few co-productions include Attenborough's "Gandhi". 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.

T. 3.4: Films released in 2001 that grossed more than 100 million USD, by film studio

American film studio	Rank	Film title	Turnover (million EUR)	Market share (%)
Warner Bros	1	Harry Potter I	355	3.8
	2	Ocean's Eleven	205	2.2
Universal	1	The Mummy Returns	226	2.4
	2	Jurassic Park III	202	2.2
	3	A Beautiful Mind	191	2.0
	4	American Pie 2	162	1.7
	5	The Fast And The Furious	161	1.7
Paramount	1	Lara Croft	146	1.6
	2	Vanilla Sky	112	1.2
Disney	1	Monsters, Inc.	286	3.0
	2	Pearl Harbor	222	2.4
	3	The Princess Diaries	121	1.3
20th Century Fox	1	Dr. Dolittle 2	126	1.3
	2	Planet of the Apes	201	2.1
Miramax	1	Spy Kids	126	1.3
New Line	1	Lord of the Rings I	350	3.7
	2	Rush Hour 2	253	2.7
DreamWorks	1	Shrek	299	3.2
MGM	1	Hannibal	184	2.0
Sony	1	Black Hawk Down	121	1.3

source: Boxofficemojo.com

F. 3.4: Global film production by world region 1997



source: European Audiovisual Observatory

T. 3.5: Films produced and production costs in selected countries, latest available year

Country	Number of films produced						Investments (million EUR)						Investment per film (million EUR)					
	1997	1998	1999	2000	2001	2002	1997	1998	1999	2000	2001	2002	1997	1998	1999	2000	2001	2002
Germany	61	50	74	75	83	84	305	:	359	414	:	:	5.0	:	4.9	5.5	:	:
Spain	80	65	82	98	107	137	:	:	159	177	:	:	:	:	1.9	1.8	:	:
France	158	180	181	171	204	200	700	749	692	803	905	861	4.4	4.2	3.8	4.7	4.4	4.3
Italy	87	92	108	103	103	130	:	:	275	225	289	:	:	:	2.5	2.2	2.8	:
United Kingdom	115	91	100	75	79	78	969	:	831	919	:	:	8.4	:	8.3	12.3	:	:
United States	676	661	677	762	739	786	8 662	:	8 162	11 268	:	:	12.8	:	12.1	14.8	:	:
Canada	54	61	43	55	60	54	:	:	212	183	:	:	:	:	4.9	3.3	:	:
Mexico	15	23	37	:	:	:	11	:	:	:	:	:	0.7	:	:	:	:	:
Argentina	32	23	35	40	:	:	48	:	125	143	:	:	1.5	:	3.6	3.6	:	:
Brazil	30	32	40	35	:	:	64	:	83	86	:	:	2.1	:	2.1	2.5	:	:
Egypt	55	:	:	:	:	:	35	:	:	:	:	:	0.6	:	:	:	:	:
Japan	278	249	270	282	281	293	914	:	979	1 304	:	:	3.3	:	3.6	4.6	:	:
India	697	693	764	855	:	:	300	:	53	76	:	:	0.4	:	0.1	0.1	:	:
China	88	82	85	:	:	:	47	:	:	:	:	:	0.5	:	:	:	:	:
Hong Kong	94	92	146	185	:	:	54	:	57	108	:	:	0.6	:	0.4	0.6	:	:
Philippines	210	200	220	103	:	:	30	:	:	:	:	:	0.1	:	:	:	:	:
Singapore	5	7	5	:	:	:	2	:	:	:	:	:	0.5	:	:	:	:	:
South Korea	59	43	53	60	:	:	44	:	105	733	:	:	0.7	:	2.0	12.2	:	:
Taiwan	27	22	28	:	:	:	17	:	:	:	:	:	0.6	:	:	:	:	:
Australia	41	45	34	34	39	:	86	:	72	89	:	:	2.1	:	2.1	:	:	:

source: Screen Digest, European Audiovisual Observatory and UNESCO, CNC for France

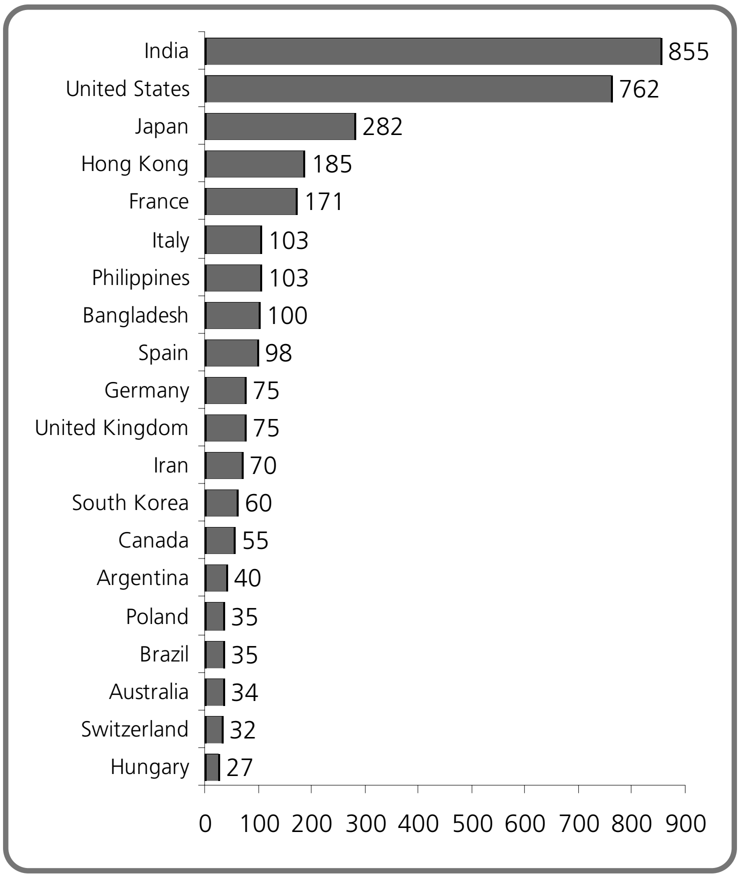
North America accounts for 23% of the world's film production and Western Europe for 23% of which 21% was accounted for by the EU, according to the European Audiovisual Observatory.

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 2002 was strongest in Spain (116%), France (68%) and Italy (60%). 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.

F. 3.5: Top 20 countries in number of films produced in 2000



Source: Screen Digest, UNESCO, Eurostat, EAO

International co-productions

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

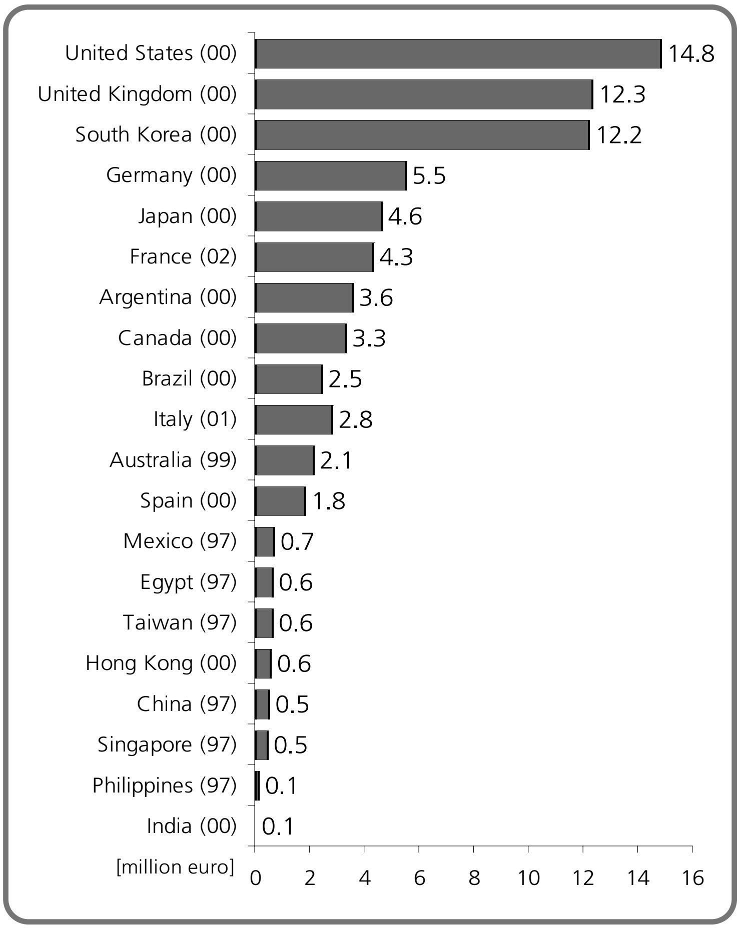
EU initiatives in development of European films

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.

F. 3.6: Average production costs per film in selected countries, latest available year



Source: Screen Digest, UNESCO, Eurostat

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.

The upward trend in cinema-going came to a halt in 2002

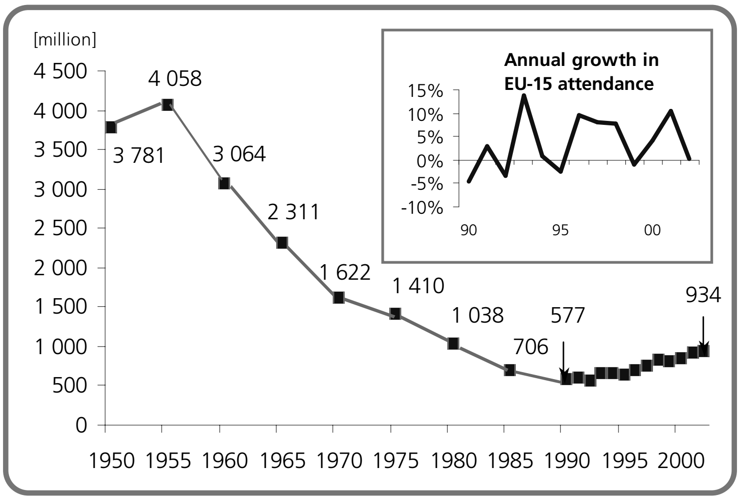
After a steady decline in cinema admissions since the 1950s, Europe recorded a recovery in cinema performances in the 1990s, reinforced by the construction of modern multiplex cinemas. From 1990 to 2002, cinema admissions in the EU-15 rose by 62%, although annual growth rates vary (from -4% to +14%). The negative growth in 1999 was largely explained by the success of 'Titanic' the previous year, which accounted for around 10% of the ticket sales that year.

The strong upward trend in cinema-going in EU-15 came to a halt in 2002. The first half-year showed promising growth, but disappointing levels were reached during the second half in several important countries, according to their monthly data published. Early estimates indicate that EU-15 admissions in 2002 stayed at roughly the same level (+0.4%) as in 2001. Provisional figures show that admissions in Germany decreased by 8%, in Spain by 4%, in Belgium by 3%. On the positive side, attendance rose 18% in Finland, 13% in the UK, 9% in Ireland and 8% in Denmark. Admissions in France, Luxembourg, the Netherlands, Italy, Austria and Sweden remained almost unchanged.

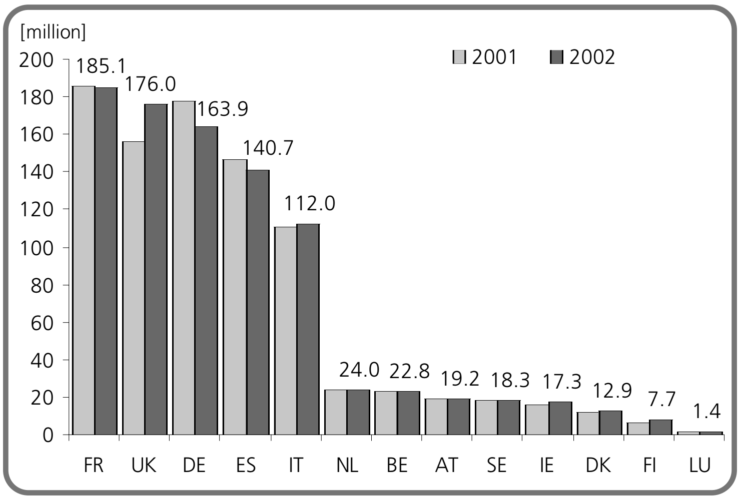
Cinema admissions in 2001: Increase in all EU countries, except Finland and Belgium

The number of cinema-goers in 2001 increased in all Member States, except Finland (-8%) and

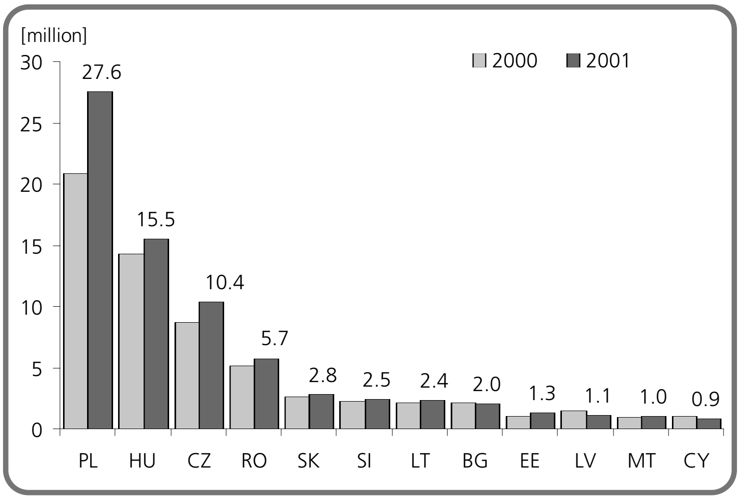
F. 3.7: Number of admissions in the EU-15, 1950-2002



F. 3.8: Number of admissions in EU Member States in 2001 and 2002



F. 3.9: Number of admissions in Candidate countries in 2000 and 2001



T. 3.6: Top 10 world admissions per capita

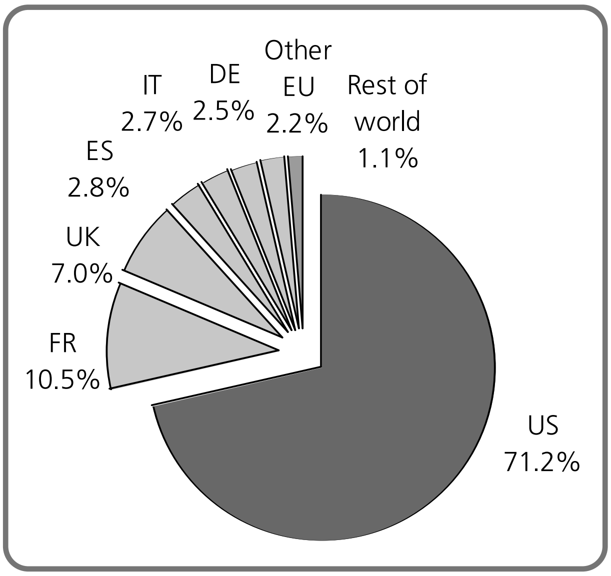
Rank	Country	Cinema admissions per capita				
2001		1991	1997	1999	2001	2002
1	Iceland	5.0	5.5	5.6	5.5	5.2
2	United States	4.5	5.1	5.3	5.2	5.7
3	Australia	2.9	4.2	4.7	5.1	4.7
4	Singapore	8.0	6.1	5.1	4.7	:
5	New Zealand	1.8	4.7	4.5	4.2	:
6	Ireland	2.3	3.1	3.3	4.2	4.5
7	Canada	2.7	3.4	3.5	4.0	:
8	Spain	2.0	2.7	3.3	3.7	3.5
9	Hong Kong	9.4	4.4	2.9	3.3	:
10	Luxemburg	1.7	2.8	3.1	3.2	3.2

source: Eurostat, Unesco, Screen Digest

Belgium (-2%). The growth in admissions in 2001 was most significant in Germany (17%), France (12%) and Denmark (12%), followed by the Netherlands (11%) and the UK (9%). In the US the admissions increased in 2001 from 1 421 million to 1 487 million (+4.7% compared to 2000).

The several of the Candidate countries, admissions have been in a negative trend in the period 1995 to 2000, especially in Romania, Slovakia and Bulgaria. The number of cinema-goers in 2001 increased in all Candidate countries, except Latvia (-21%), Cyprus (-15%) and Bulgaria (-8%). The growth in admissions in 2001 was most significant in Poland (32%), Estonia (21%) and Czech Republic (19%), followed by Romania (13%) and Lithuania (12%).

F. 3.10: Breakdown of total EU admissions by origin of film in 2002



source: European Audiovisual Observatory

T. 3.7: Top 20 world admissions

Rank	Country	Admissions (millions)						
2001		1989	1991	1998	1999	2000	2001	2002
1	India	4 700	4 750	2 860	3 000	3 100	2 800	:
2	United States	1 263	1 141	1 481	1 465	1 421	1 487	1 639
3	France	121	117	171	154	166	186	185
4	Germany	102	120	149	149	153	178	164
5	Japan	144	138	153	145	135	163	161
6	United Kingdom	95	89	136	140	143	156	176
7	Spain	78	79	112	131	135	147	141
8	Mexico	247	141	104	120	124	143	:
9	Canada	82	72	107	106	108	120	:
10	China	:	:	:	:	135	115	:
11	Italy	95	89	117	103	103	111	112
12	Australia	39	47	80	88	82	93	93
13	South Korea	55	52	46	55	62	89	:
14	Philippines	75	137	105	100	82	80	:
15	Brazil	100	145	78	70	74	75	:
16	Russia	na	1 343	50	40	39	33	:
17	South Africa	50	30	30	31	28	31	:
18	Poland	70	18	20	27	21	28	26
19	Turkey	21	17	23	25	19	26	:
20	Argentina	27	17	32	32	34	26	:
	Top 20	**7 362**	**8 540**	**5 852**	**5 980**	**6 163**	**6 085**	**:**

Projection based on top 20 admissions nations
Top 20 in the period 1989-2000 excludes China

source: Eurostat, Unesco, Screen Digest

T. 3.8: Top 20 of film admissions in the EU in 2001

Rank	Title	Origin	Director	Admissions (million)
1	Harry Potter I	US	CH. Columbus	43.5
2	Bridget Jones's Diary	UK/US	S. Maguire	26.5
3	The Lord of the Rings I	US/NZ	P. Jackson	21.6
4	Shrek	US	V. Jenson/ A. Adamson	21.0
5	What Women Want	US	N. Mayers	20.7
6	Hannibal	US	R. Scott	18.1
7	American Pie 2	US	J.B. Rogers	17.8
8	The Mummy Returns	US	S. Sommers	17.4
9	Pearl Harbor	US	M. Bay	17.0
10	Cast Away	US	R. Zemeckis	16.9
11	Planet of the Apes	JP/US	T. Burton	15.4
12	Jurassic Park III	US	J.Johnston	14.2
13	Amélie Poulain	FR/DE	J.-P. Jeunet	14.1
14	Lara Croft: Tomb Raider	US/UK/JP/DE	S. West	12.5
15	Der Schuh des Manitu	DE	M. Herbig	12.5
16	The Others	ES	A. Amenábar	11.1
17	Moulin rouge!	US/AU	B. Luhrmann	10.1
19	The Emperor's New Groove	US	M. Dindal	10.0
18	102 Dalmatians	US	K. Lima	8.9
20	Traffic	US/DE	S. Soderbergh	8.8

102 Dalmatians: 2.6 million admissions in 2000

source: European Audiovisual Observatory

According to UNESCO, world admissions reached 6 708 million in 1999, of which the EU-15 accounted for 12% and the US for 22%.

According to the European Audiovisual Observatory, the market share for European films in the EU-15 in 2001 was estimated at 31% (+ 8% from 2000). France is the EU country with the highest share of admissions of EU-15 produced films. About 65% of EU-15 admissions were to American films (-8% from 2000).

'Harry Potter and the Sorcerer's Stone' was the most successful film in 2001 (43 million admissions in the EU-15). The total gross box office exceeded 1 075 million euro worldwide.

Year 2001 was marked by the success of the national films on the domestic market. In France, Denmark and Sweden national films play a relatively important role, accounting for between 20% and 39% of the admissions in 2001.

Number one in cinema admissions for France in 2001 was a French/German co-production 'Amélie Poulain' with 8.2 million spectators. In Denmark, Germany and Spain, domestic films were also the most seen.

An analysis of the 20 most seen films in the EU-15 in 2001 reveals that American films dominate the list. But already on the second place is the UK/US co-production film listed: 'Bridget Jones's Diary', with a total of 26.5 million spectators. At rank 13 is the second European film: 'Amélie Poulain' with 14.1 million spectators. There are other 4 European films on the top 20 list.

In 2002, the market share for European films in the EU-15 decreased to 27.5% (-3%). Also less films were produced that were successful continent-wide. In 2001 about 102 million tickets were sold for EU films, whereas in 2002 the corresponding figure is around 60-65 million admissions.

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 185 million cinema-goers in 2002, France confirmed its position as the most important market in the EU. Other significant Member States were the UK (176 million spectators) and Germany (164 million).

T. 3.9: Top 20 of admissions to European films in the EU in 2001

Rank	Title	Origin	Director	Admissions (million)
1	Bridget Jones's Diary	UK/US	S. Maguire	26.5
2	Amélie Poulain	FR/DE	J.-P. Jeunet	14.1
3	Der Schuh des Manitu	DE	M. Herbig	12.5
4	The Others	ES	A. Amenábar	11.1
5	Chocolat	UK/US	L. Hallström	8.1
6	Le pact des loups	FR	CH. Gans	7.2
7	La vérité si je mens ! 2	FR	T. Gilou	7.9
8	Billy Elliot	UK	S. Daldry	7.0
9	Le placard	FR	F. Veber	6.5
10	Torrente 2: Misión Marbella	ES	S. Segura	5.3
11	Enemy at the Gates	DE/US/UK/IE	J.-J. Annaud	3.7
12	Captain Corelli's Mandolin	UK/FR/US	J. Madden	3.7
13	Tanguy	FR	E. Chatilliez	3.3
14	Chicken Run	UK/US	N. Park/P.Lord	3.2
15	Yamakasi	FR	A. Zeitoun	2.9
16	Kiss of the Dragon	FR	CH. Nahon	2.6
17	Belphégor-Le fantôme ...	FR	J.-P. Salomé	2.5
18	Der kleine Eisbär	DE	P. de Ricker	2.4
19	Une hirondelle a fait	FR/BE	Ch. Carion	2.4
20	La stanza del figlio	IT/FR	N. Moretti	2.3

Billy Elliot: 5.1 million admissions in 2000
Chicken Run: 1.3 million admissions in 2000

source: European Audiovisual Observatory

T. 3.10: Top 20 of film admissions to European films in the US in 2001

Rank	Title	Origin	Director	Admissions (million)
1	The Others	ES	A. Amenábar	17.9
2	Bridget Jones's Diary	UK/US	S. Maguire	13.3
3	Chocolat	UK/US	L. Hallström	12.5
4	Enemy at the Gates	DE/US/UK/IE	J.-J. Annaud	9.5
5	Kiss of the Dragon	FR	CH. Nahon	6.8
6	Snatch	UK/US	G. Ritchie	5.6
7	Captain Corelli's Mandolin	UK/FR/US	J. Madden	4.7
8	Amélie Poulain	FR/DE	J.-P. Jeunet	3.0
9	Shadow of the Vampire	UK/US/LU	E. E. Merhige	1.5
10	Sexy Beast	UK/ES	J. Glaser	1.3
11	Le placard	FR	F. Veber	1.2
12	Billy Elliot (1)	UK	S. Daldry	0.9
13	Just Visiting	FR/US	J.-M. Poiré	0.9
14	Pane e tulipani	IT/CH	S. Soldini	0.9
15	Harry, un ami qui	FR	D. Moll	0.7
16	La veuve de Saint-Pierre	FR/CA	P. Leconte	0.6
17	The Golden Bowl	UK/US/FR	J. Ivory	0.6
18	Malèna	IT/US	G. Tornatore	0.6
19	The House of Mirth	UK/FR/DE/US	T. Davies	0.5
20	Himalaya-l'enfance d'un chef	FR/CH/UK/NP	E. Valli	0.4

Chocolat: 0.8 million admissions in 2000
Billy Elliot: 3.1 million admissions in 2000

source: European Audiovisual Observatory

On average, EU-15 inhabitants go to the cinema 2.5 times per year, against 5.7 times for US inhabitants. Iceland is the only country where the annual frequency per capita is comparable with that in the US (5.2). The EU Member State with the highest frequency was Ireland, with 4.5 annual admissions per capita, followed by Spain (3.5). The lowest frequency in the EU-15 was found in Greece (1.3) and in Finland (1.5 times per year).

The inhabitants in the Candidate countries go to the cinema only 0.7 times per year on average. The highest frequency was recorded in Malta, with 2.7 annual admissions per capita, followed by Slovenia (1.2) and Cyprus (1.1). The lowest frequency was found in Bulgaria and Romania, where people go to the cinema an average 0.2 and 0.3 times per year.

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. In Germany 60% of the cinema-goers were younger than 35 years of age.

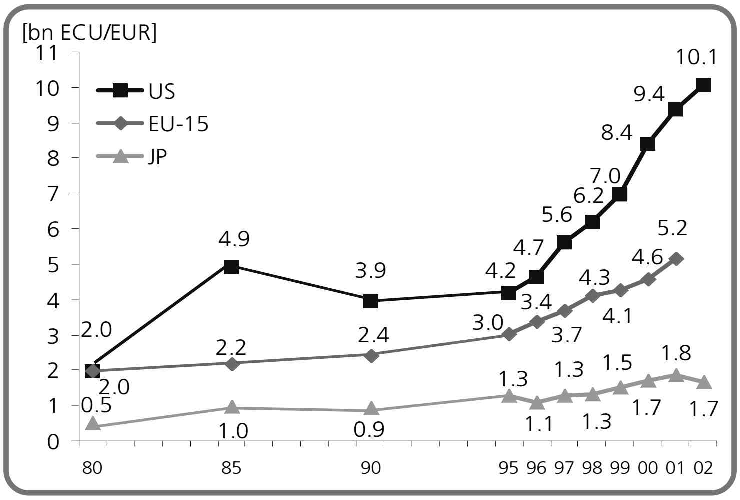
T. 3.11: Cinema audience profile, %

	Age Groups		
	15-24	25-34	35+
DE 2001	33	27	40
FR 2000	34	21	45
IE 2001	49	27	24
NL 2000	20	18	62
US 2002	33	22	46

Note that people younger than 15 are not included.

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

F. 3.11: Gross box office, 1980 - 2002



T. 3.12: Top 20 gross box office revenues

Rank (2001)	Country	Box office revenues (million EUR)			
		1999	2000	2001	2002
1	United States	7 027	8 304	9 393	10 068
2	Japan	1 530	1 718	1 838	1 667
3	United Kingdom	900	1 026	1 164	1 276
4	France	827	894	1 004	:
5	Germany	812	825	984	960
6	Italy	535	567	622	636
7	Spain	498	537	615	626
8	Canada	376	476	536	:
9	Australia	427	435	470	:
10	Mexico	375	396	464	:
11	South Korea	288	390	453	:
12	China	192	211	:	:
13	Brazil	185	231	196	:
14	Taiwan	148	196	166	:
15	Switzerland	128	134	155	:
16	Netherlands	105	128	149	:
17	Argentina	143	179	140	:
18	Sweden	120	135	139	:
19	Hong Kong	107	134	131	:
20	Belgium	108	118	124	:

source: Eurostat, Unesco, Screen Digest

Gross box office receipts in the EU-15 in 2001

Gross box office receipts in the EU-15 in 2001 amounted to 5.2 billion euro. In the US, the gross box office in 2002 grew by 13% (in USD) to 10.1 billion euro, the largest increase in last 22 years. In Japan, the gross box office receipts decreased from 1.8 billion euro in 2001 to 1.7 billion euro in 2002 (-10%).

The per capita analysis of the box-office receipts in 2001 shows that spectators in the EU-15 spend an average of 13.7 euro per year on cinema tickets, while the average US spectator spends nearly three times as much (32.9 euro).

The highest spending within the EU-15 was recorded in Ireland with 21.7 euro per capita, followed by UK with 17.3 euro. In Iceland, the spending per capita was even higher than in the USA (42 euro).

Gross box office receipts in Candidate countries in 2000 amounted to 150 million euro, down by 3.5% compared to 1999. The per capita analysis of the box-office receipts shows that spectators in the Candidate countries spend an average of 1.4

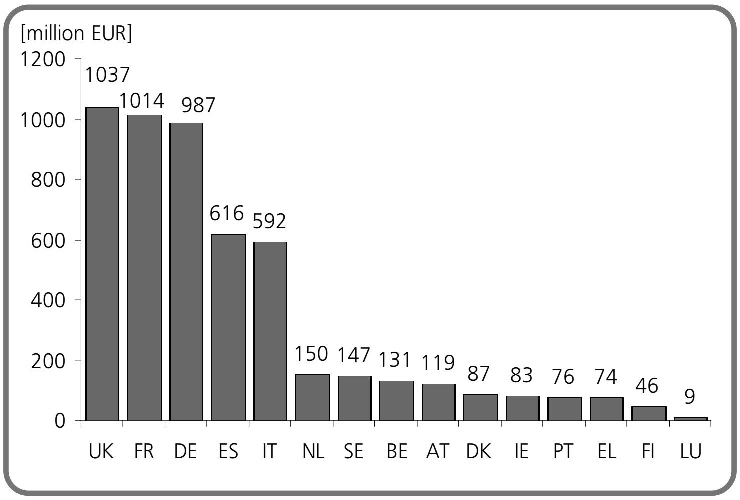
euro per year on cinema tickets, while the average EU Member State spectator spends 13.7 euro.

In France and Denmark, national films played a relatively important role in 2001. In France, the share of national production in box office receipts increased from 28% in 2000 to 42% in 2001 and in Denmark from 18% to 30%.

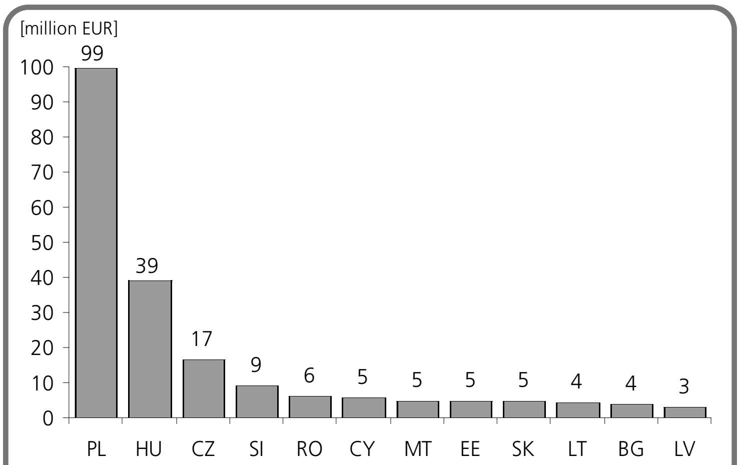
The US dominance was most evident in Ireland, Germany, Luxembourg and Greece, where US productions accounted for more than 80% of box office receipts.

The market share for European films outside Europe remains weak. In 2001, only 5% of box office receipts in the United States came from European films (Source: MPAA).

F. 3.12: Gross box office in EU Member States in 2001



F. 3.13: Gross box office in Candidate countries in 2001



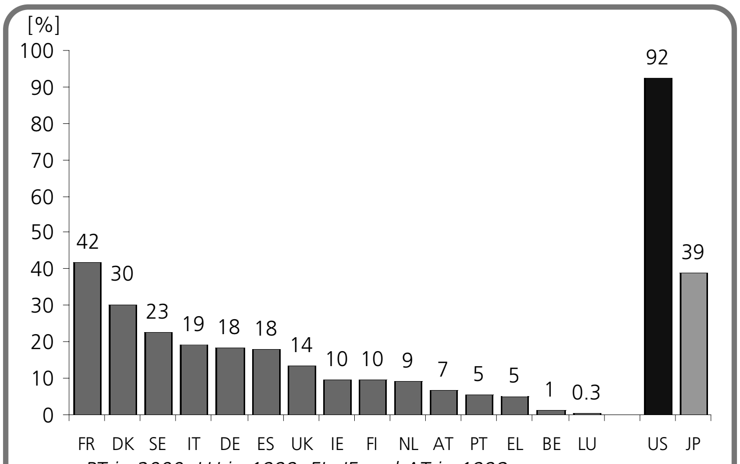
BG, CZ and SI in 2000

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 are only two from the Seventies, 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. There are 5 films from 2002, of which 3 in the top 10.

The film 'Titanic' was the biggest box office success in cinema history with worldwide receipts of 2 021 million euro by March 2003 (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 1 075 million euro. 'The Two Towers' and 'Harry Potter and Chamber of Secrets with a total gross box office of nearly 950 million euro each are still in exhibition.

F. 3.14: Share of gross box office receipts from national films in 2001



PT in 2000, LU in 1999, EL, IE and AT in 1998

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 34.

This ranking would look different if constant prices were applied.

The average ticket prices in the EU-15 were lower than in the United States: 5.6 euro versus 6.3 euro.

In Japan, the average ticket price was highest, 11.3 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 Switzerland and Iceland the average ticket price was higher than in any EU country: 9.4 euro and 8.7 euro respectively.

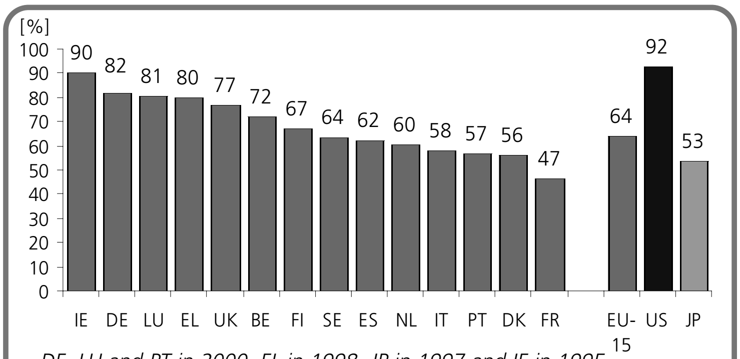
In the EU, the highest average ticket prices were recorded in Sweden, 8.1 euro per admission, followed by Denmark, at 7.3 euro in 2001. The lowest average ticket prices were recorded in Portugal and Spain with less than 5 euro.

Among the Candidate countries, in Cyprus, the average ticket price was highest, 6.4 euro. Also in Malta and Slovenia the average ticket price was relatively high compared to other Candidate countries (more than 4 euro). The lowest average ticket prices were recorded in Romania, Slovakia, Bulgaria, Lithuania and Czech Republic with less than 2 euro.

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 groups, some tendencies can be indicated. There is first a group of countries, Sweden, Czech Republic and Slovakia, where the cinema density seems not to boost cinema attendance to the same degree as the second group, the US, Ireland, UK, Belgium, the Netherlands and Estonia, where admissions per capita are higher in relation to the cinema density. Looking at the cinema density only for the sec-

F. 3.15: Share of gross box office receipts from US films in 2001



DE, LU and PT in 2000, EL in 1998, JP in 1997 and IE in 1995

T. 3.13: The top grossing films of all time at the worldwide box office (WBO) as of 9 March 2003, million EUR

Rank	Title	Year	Studio	WBO
1	Titanic	1997	Fox/P.	**2 021**
2	Harry Potter / Sorcerer's Stone	2001	WB	**1 075**
3	The Phantom Menace	1999	Fox	**1 019**
4	Jurassic Park	1993	Uni.	**1 013**
5	The Fellowship of the Ring	2001	NL	**949**
6	The Two Towers	2002	NL	**949**
7	Harry Potter / Chamber of Secrets	2002	WB	**945**
8	Spider-Man	2002	Sony	**905**
9	Independence Day	1996	Fox	**895**
10	Star Wars	1977	Fox	**879**
11	The Lion King	1994	Dis.	**867**
12	E.T.: The Extra-Terrestrial	1982	Uni.	**850**
13	Forrest Gump	1994	Par.	**748**
14	The Sixth Sense	1999	Dis.	**741**
15	Attack of the Clones	2002	Fox	**714**
16	The Lost World: Jurassic Park	1997	Uni.	**677**
17	Men in Black	1997	Sony	**649**
18	Mission: Impossible 2	2000	Par.	**623**
19	Armageddon	1998	Dis.	**611**
20	The Empire Strikes Back	1980	Fox	**588**
21	Home Alone	1990	Fox	**588**
22	Monsters, Inc.	2001	Dis.	**583**
23	Ghost	1990	Par.	**570**
24	Terminator 2: Judgment Day	1991	Sony	**569**
25	Aladdin	1992	Dis.	**553**
26	Twister	1996	WB	**546**
27	Indiana Jones & the Last Crusade	1989	Par.	**545**
28	Toy Story 2	1999	Dis.	**535**
29	Shrek	2001	DW	**532**
30	Saving Private Ryan	1998	P/DW	**530**
31	Return of the Jedi	1983	Fox	**524**
32	Jaws	1975	Uni.	**518**
33	Mission: Impossible	1996	Par.	**514**
34	Pretty Woman	1990	Dis.	**510**
35	The Matrix	1999	WB	**504**
36	Gladiator	2000	U/Dw	**504**
37	Tarzan	1999	Dis.	**502**
38	Pearl Harbor	2001	Dis.	**496**
39	Ocean's Eleven	2001	WB	**492**
40	The Exorcist	1973	WB	**486**
41	Men in Black II	2002	Sony	**486**
42	Mrs. Doubtfire	1993	Fox	**485**
43	The Mummy Returns	2001	Uni.	**474**
44	Cast Away	2000	Fox	**470**
45	Dances with Wolves	1990	Orion	**467**
46	The Mummy	1999	Uni.	**456**
47	Batman	1989	WB	**455**
48	Rain Man	1988	MGM	**455**
49	The Bodyguard	1992	WB	**452**
50	Signs	2002	Dis.	**449**

Exchange rate for US$ as of 9 March 2003. (Source: Bloomberg.com)

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

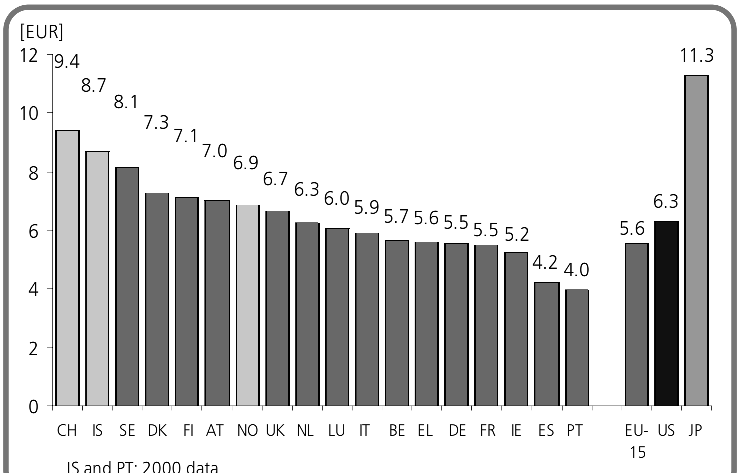
ond group, an expansion of number of screens in countries still with a relatively low admission per capita, as in the UK, Belgium, the Netherlands and Estonia, could increase admissions per capita in those countries (see figure 3.18). However there are factors like GDP per capita and geographical population 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: 37 000 against 40 000. In the EU-15 there was an average of 2.4 screens per cinema, about 25 thousand screens in total, while in the United States there were 5.2 screens per cinema, with nearly 37 thousand screens in 2001. The increase in number of screens seems to be a key factor for future growth in cinema attendance in the EU.

In 2001, 19% of the cinemas in the EU-15 were multiplexes

Cinema exhibition started more than 100 years ago. The Lumière brothers opened the first cinema in Paris in 1895. The number of cinema theatres reached its maximum in Europe in the 1920s, starting to decline thereafter. In the nineties the decline came to a halt and with the growth of multiplex cinemas the number of screens even increased considerably.

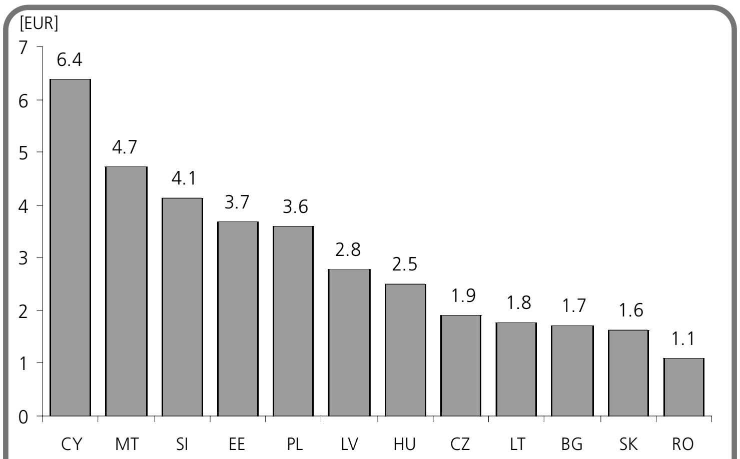
Today, there are over ten thousand cinema sites in the EU-15, about 3 500 more than in the United

F. 3.16: Average cinema ticket price in 2001



IS and PT: 2000 data.

F. 3.17: Average cinema ticket price in Candidate countries in 2001



BG, CZ and SI in 2000

T. 3.14: Top 20 countries with the highest number of cinema screens

Rank 2001	Country	Number of cinema screens 1989	1990	1991	1997	1998	1999	2000	2001
1	China	152 300	146 184	139 639	67 000	65 000	65 000	65 500	65 500
2	United States	23 132	23 689	24 570	31 640	34 186	37 185	37 396	36 764
3	India	13 151	13 181	13 020	13 000	12 900	12 900	13 400	11 962
4	France	4 658	4 518	4 441	4 661	4 773	4 979	5 110	5 236
5	Germany	3 236	3 773	3 708	4 128	4 244	4 438	4 783	4 792
6	Spain	1 802	1 773	1 806	2 565	3 025	3 354	3 500	3 770
7	Italy	2 373	2 275	2 241	2 456	2 619	2 839	2 948	3 198
8	United Kingdom	1 559	1 331	1 544	2 383	2 564	2 758	2 954	3 164
9	Canada	1 723	1 713	1 754	2 301	2 467	2 685	2 817	2 900
10	Japan	1 912	1 836	1 804	1 884	1 993	2 221	2 524	2 585
11	Indonesia	2 124	2 173	:	2 150	2 100	2 100	2 050	:
12	Mexico	1 913	1 913	:	1 955	2 329	1 979	1 980	:
13	Australia	784	851	885	1 422	1 576	1 748	1 817	1 855
14	Russia	:	:	:	1 716	1 650	1 600	1 600	:
15	Brazil	1 048	1 600	1 530	1 350	1 350	1 350	1 350	1 550
16	Sweden	1 131	1 160	1 165	1 164	1 167	1 132	1 131	1 155
17	Argentina	536	427	342	608	810	900	956	1 061
18	Philippines	1 200	1 216	1 380	970	950	950	950	940
19	Poland	1 600	1 467	1 195	686	686	718	811	855
20	South Korea	772	789	774	497	528	507	720	818

source: Eurostat, Unesco, Screen Digest

States. Looking at the number of cinema sites per 100 000 inhabitants, the density in the United States is lower than in the EU-15, with 2.5 compared to 2.8. 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 the lowest, between 1.2 and 1.3.

In the nineties, there was a tendency for traditional cinemas to close down, whilst multiplex sites (cinemas with 8 or more screens) continued to grow. In the EU-15, over 8 300 new film screens were constructed in the 1990 to 2001 period. In 2001, 19% of the cinemas in the EU-15 were multiplexes. The EU-15 had a net gain of 114 cinemas and 1 004 screens in 2001 compared with the year before. This net change corresponds to an average 9 new screens per new cinema.

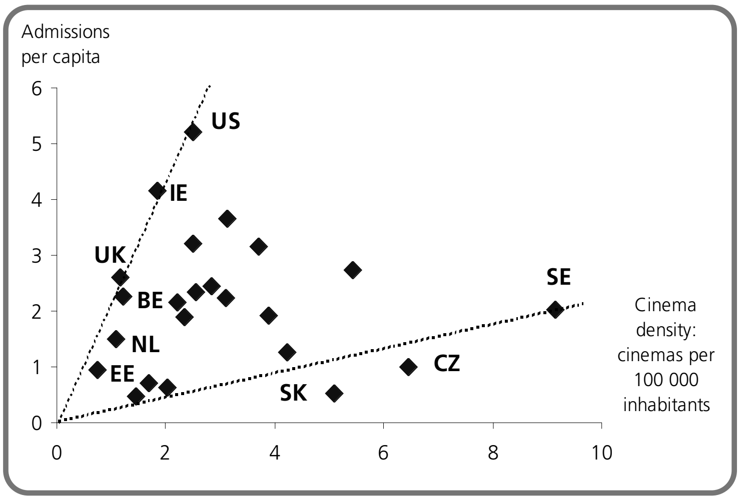
After the new Millennium, the strong growth in the number of screens came to a halt in the USA. In 2001, the number of screens in USA even decreased. The USA had a net loss of 351 cinemas and 632 screens in 2001. This reflects the US industry's excess screen capacity, in which older multiplexes or less competitively positioned theatres are being rendered obsolete by newer megaplexes with 16 or more screens.

In the UK, a quarter of the cinemas are multiplexes, comprising of eight or more screens. The number of screens situated in multiplexes, as a percentage of the total number of screens increased substantially in the UK, which now has the highest rate with 56% in 2001. The increase of multiplex screens was even more significant in Spain and Austria. In Sweden, Italy, Finland and in the Candidate countries the single-screens dominated in over 80% of the cinemas.

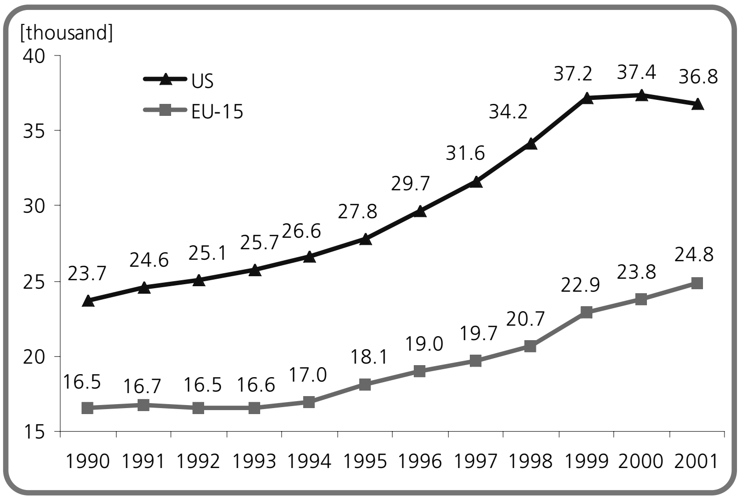
According to Media Salles, there were 50 megaplexes (with 16 or more screens) in the EU-15 as of 1 January 2002. 13 megaplexes were located in Spain, 11 in France and 10 in the UK. The total number of screens in the megaplexes was 963, which corresponds to 3.9% of all screens in the EU-15. The cinema with highest number of screens is located in the UK (with 30 screens) and the one with the highest number of seats can be found in Spain (9 200 seats).

The EU-15 has fewer screens per head than the United States. In 2001, there were 6.6 cinema

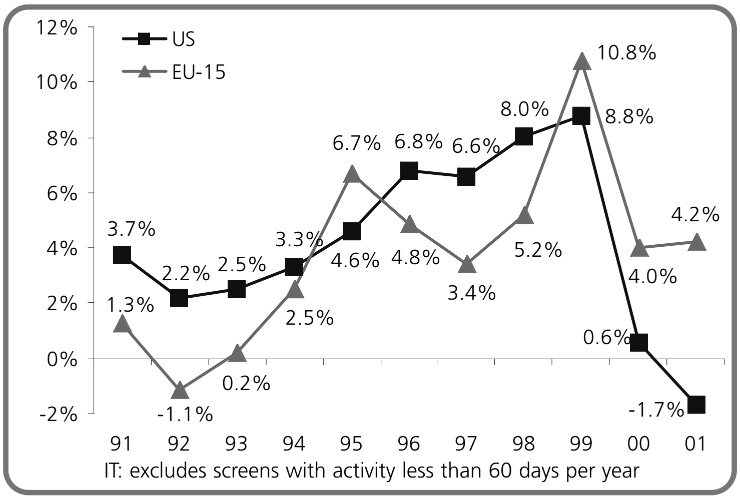
F. 3.18: Relationship between number of cinemas and admissions relative to the population in 2001



F. 3.19: Number of screens in the EU and in the United States, 1990-2001



F. 3.20: Annual growth in number of screens in EU-15 and United States, 1991-2001



screens for every 100 000 EU inhabitants, as against 13.2 in the USA.

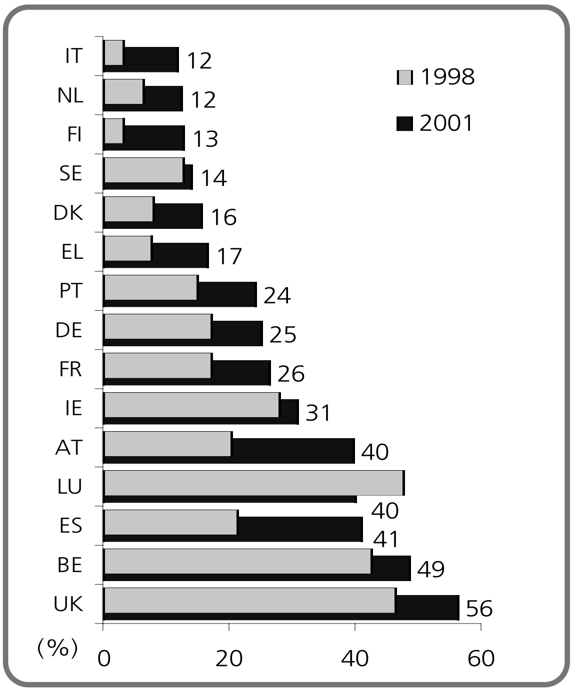
There are over 600 companies competing in the US theatrical exhibition industry (source: AMC). The nine largest exhibitors (in terms of number of screens) operated approximately 54% of the screens in 2001. Acquisitions in the last few years has led to fewer major actors controlling larger market shares. The largest exhibitor in the USA runs nearly 6 000 screens.

The EU-15 market has also been affected by acquisitions. UGC and CineStar are two examples of exhibitors that grew substantially over the last few years due to acquisitions. There are several large differences between the two markets: While there is a high concentration among the top 9 exhibitors in the US, the EU-15 market is fragmented with over 5 000 enterprises. The top 9 largest exhibitors in EU-15 only control 17% of the screens. Many actors operate in just one country with just one cinema theatre. Few chains are present in several EU Member States, operating hundreds of screens.

46% of new films released in the EU in 2001 were of US origin

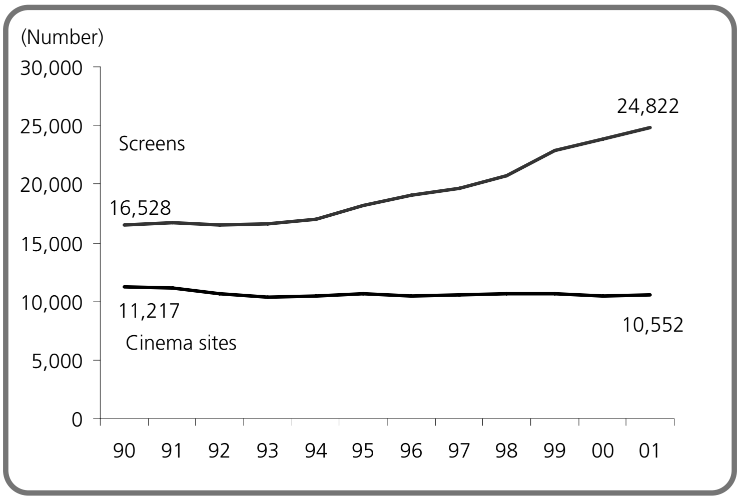
There is a great disparity in the number of films shown in each Member State.

F. 3.24: Screens situated in multiplexes, as a percentage of the total number of screens

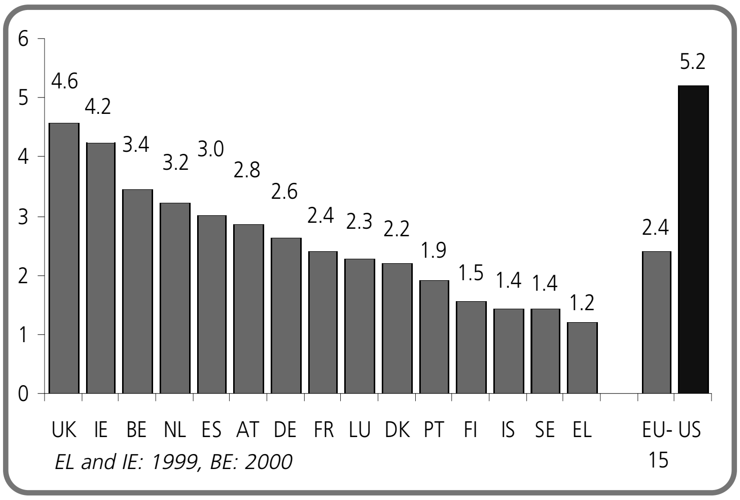


Source: Media Salles

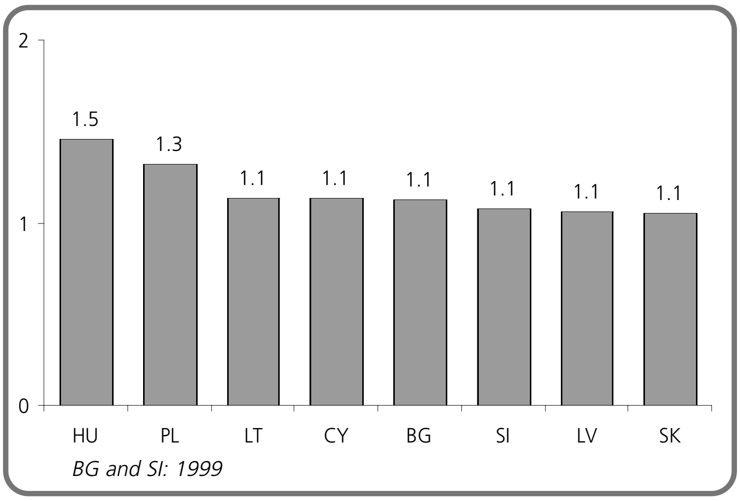
F. 3.21: Screens and cinema sites in the EU-15, 1990 - 2001



F. 3.22: Number of screens per cinema in 2001



F. 3.23: Number of screens per cinema in Candidate countries in 2001



In 2001, over 5 800 films were shown in Italy, which represented more than fourteenfold the number of new releases. 414 new films were shown in 2001 (7% of all films). Nearly 30% of all films shown were Italian and 40% came from the United States.

France is on second place in the number of cinema films shown, with more than 4 400. France released 506 new films in 2000. 39% of all films shown were French and more than 40% came from the United States.

Spain also showed a relatively high number of films, with over 1 830 in 2001, of which 516 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, 298 new films were shown in 2001 per EU country. The highest number of new releases that year was recorded in France, with 506 films.

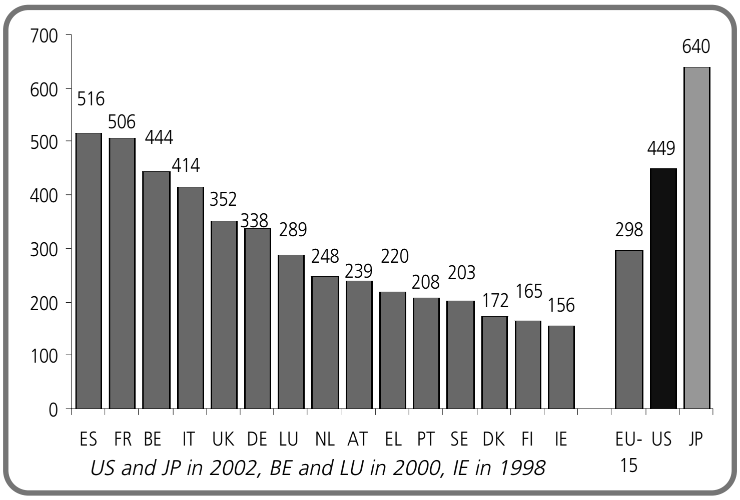
As average per EU Member State, 20% of the new releases were of national origin, while 46% came from the United States. In the United States, 85% of the new releases were domestic productions. France, Italy, Germany and UK were the Member States with highest shares of films with national origin.

In the United States, 449 new releases were shown in 2002, 13 films less than in 2001. Japan boasts the highest number with 640 new films released in 2002.

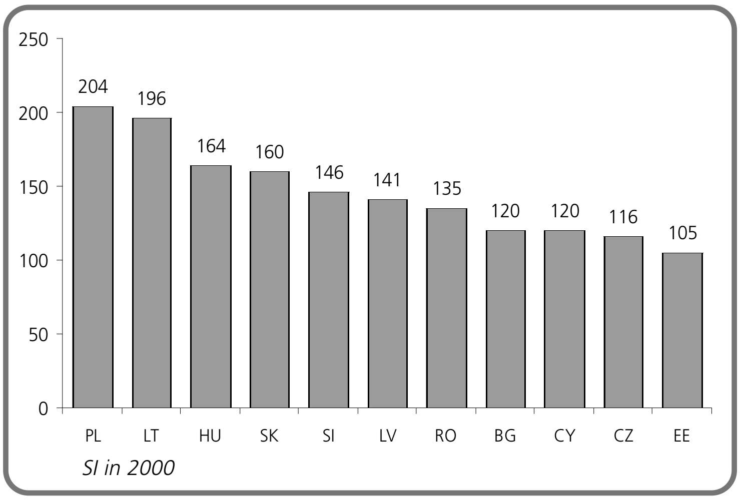
On average 146 new films were shown in each Candidate country in 2001. The highest number of new releases that year was recorded in Poland, with 204 films.

Hungary, Czech Republic and Poland were the Member States with highest shares of films with national origin. As average per EU Member State, 20% of the new releases were of national origin.

F. 3.25: New feature films released for the first time in 2001 (EU-15 reflects average per EU Member State)



F. 3.26: New feature films released in Candidate countries for the first time in 2001



T. 3.15: Top 20 countries by number of new feature films released

Rank 1999	Country	All releases		Domestic productions	
		1998	1999	1998	1999
1	Japan	555	568	249	270
2	France	470	528	176	201
3	Spain	501	479	65	82
4	Belgium	480	447	30	:
5	United States	490	442	:	:
6	Taiwan	441	:	22	:
7	Hong Kong	466	439	92	146
8	Italy	383	420	92	108
9	United Kingdom	329	393	75	99
10	South Korea	356	370	42	:
11	Germany	287	327	50	74
12	Switzerland	350	310	28	30
13	Australia	271	255	19	21
14	Austria	260	242	24	23
15	Norway	229	237	14	12
16	Latvia	230	235	3	6
17	Sweden	186	210	20	23
18	Argentina	214	:	31	39
19	Iceland	157	193	2	2
20	Finland	148	188	8	16

Source: Eurostat, Unesco, Screen Digest

T. 3.16: Cinematographic full-length films produced (3.17 + 3.18) (national films + international co-productions of full-length films with national origin producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002 b)
EU-15 a)	**:**	**:**	**:**	**443**	**546**	**557**	**560**	**600**	**594**	**628**	**625**
BE	:	7	12	8	8	6	7	:	22 b)	12 b)	16
DK	:	11	15	12	23	19	23	25	23	19	19
DE	49	64	48	63	64	61	50	74	75	83	84
EL	:	33	13	26	27	20	17 c)	19 c)	18 b)	23 b)	20
ES d)	118	77	47	59	91	80	65	82	98	107	137
FR	189	151	143	129	131	158 h)	180 h)	181 h)	171 h)	204 h)	200
IE b)	0	2	3	9	12	8	5	4	3	8 b)	7
IT	163	89	119	75	99	87	92	108	103	103	130
LU	:	1	1	3	5	5	10	8	8 b)	10 b)	:
NL	6	13	17	18	18	15 b)	18 b)	22 b)	23 b)	28 b)	29
AT	10	10	20	30	13	15 b)	12 b)	23 b)	17 b)	12 b)	26
PT e)	9	3	8	14	8	10	4	4	12	:	:
FI	10	13	13	8	10	10 f)	9	14	10	12	11
SE	20	20	16	24	27	30	20	23	38	25	21
UK	31	47	47	76	111	115	91	100	75	79	78
CZ b)	:	:	:	:	20	20	14	17	14	16	:
EE b)	:	:	:	:	0	1	2	3	0	3	:
CY b)	:	:	:	:	7	2	0	1	1	4	:
LV b)	:	:	:	:	1	3	3	3	2	3	:
LT b)	:	:	:	:	1	3	0	1	2	0	:
HU b)	:	:	:	:	17	16	13	17	21	22	33
MT	:	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	17	20	15	24	22	29	30
SI b)	:	:	:	:	3	3	4	3	17	:	7
SK b)	:	:	:	:	2	3	1	3	3	4	5
BG	:	:	:	:	6 b)	7 b)	4 b)	6	5	3	6 b)
RO b)	:	:	:	:	11	6	10	6	11	14	9
IS	3	3	2	7	2	4	4	3	6	4	:
NO	:	:	10	22	15	17 b)	14 b)	16 b)	:	9	12
CH	:	44	32	38	41	29 b)	32 b)	25 b)	27 b)	29 b)	40
JP	320	319	239	289	278	278	249	270	282	281	293
US g)	222	356	477	697	715	676	661	677	762	739	786

Source: Eurostat, AUVIS domain, a) 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, b) Source: EAO, c) Source: Greek Film Center (films that have been subsidised by the Greek Film Center), d) Source:Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) e) Source: ICAM, f) Source: Finnish Films Foundation and Statistics Finland, g) Source: the Motion Picture Association of America, h) CNC

T. 3.17: National films, (Cinematographic full-length films produced with 100% national origin producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002 a)
EU-15	**510**	**432**	**379**	**325**	**410**	**408**	**413**	**:**	**:**	**:**	**:**
BE	5	5	3	0	2	1	1	6 a)	10 a)	3 a)	:
DK	13	8	15	9	15	11	15	15	19	11 a)	11
DE	37	46	38	37	42	47	39	44	47	57	39
EL	27	32	12	19	21	16	12 b)	13 b)	14 b)	16 b)	15
ES	82	65	37	37	66	55 c)	45 c)	44 c)	64 c)	66 c)	80
FR	144	106	81	63	74	86	102	115	111	126	106
IE	0	2	2	5	1	2	3 a)	1 a)	0 a)	:	:
IT	130	81	98	60	77	71 d)	79 d)	92 d)	86 d)	68 d)	96
LU	:	1	1	0	0	0	0	0	0	0	1
NL	6	10	13	11	13	8	13	:	:	:	:
AT	6	5	15	20	12	12	7	:	:	:	:
PT	8	2	5	2	2	4	2	2	2	4	1
FI	7	11	10	7	8	8 e)	4 e)	11 e)	9 e)	10 e)	:
SE	17	17	10	15	18	19	13	13 f)	20 f)	16 f)	12
UK	28	41	39	40	59	74 g)	65 g)	71 g)	47 g)	52 g)	41
CZ a)	:	:	:	:	12	14	9	13	10	10	:
EE	:	:	:	:	0 a)	1 a)	2 a)	2	0	0	:
CY a)	:	:	:	:	1	0	0	0	0	0	:
LV	:	:	:	:	1	3	3	1	2	2	:
LT	:	:	:	:	0	2	0	0	0	0	:
HU a)	:	:	:	:	13	13	10	:	17	20	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	7 a)	16 a)	11 a)	22	16	16	:
SI	:	:	:	:	2 a)	3 a)	3 a)	3	5	5	:
SK	:	:	:	:	1 a)	0 a)	0 a)	0	0	2	:
BG	:	:	:	:	2 a)	1 a)	3 a)	4	2	1	:
RO a)	:	:	:	:	5	2	3	0	0	6	:
IS	3	3	0	0	0	0	0	1	1	3	:
NO	10	10	9	16	10	8	9	11 a)	10 a)	7 a)	:
CH	:	24	22	22	19	16	19	19 a)	24 a)	20 a)	:
JP	316	318	239	286	275	275	241	:	:	:	:
US	:	:	:	660	672	663	652	:	:	:	:

Source: Eurostat, AUVIS domain, a) Source: EAO, b) Source: Greek Film Center (films that have been subsidised by the Greek Film Center), c) Source: Instituto de la Cinematografía y las Artes Audiovisuales(ICAA), d) Source: Ministero dei Beni Culturali- Dipartimento dello Spettacolo/ANICA, 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

T. 3.18: International co-productions of cinematographic full-length films with national origin producers

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002 i)
EU-15	**:**	**109**	**143**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	2	9	8	6	5	6	:	:	:	:
DK	:	3	0	3	8	8	8	10	4	8	8
DE	12	18	10	26	22	14	11	30	28	26	45
EL	:	1	1	7	6	4	5 a)	6 a)	:	9 a)	:
ES b)	36	12	10	22	25	25	20	38	34	40	57
FR	45	45	62	66	57	77	81	66	60	78	94
IE	0	0	1	:	:	:	:	:	6	:	:
IT	33	8	21	15	22	16 c)	13 c)	16 c)	17 c)	35 c)	34
LU	:	0	0	3	5	5	10	8	7	16	:
NL	0	3	4	7	5	7	5	:	:	:	:
AT	4	5	5	10	1	3	5	:	:	:	:
PT	1	1	3	12	6	6	2	2	2 d)	:	:
FI	3	2	3	1	2	2 e)	5 e)	3 e)	1 e)	2 e)	:
SE	3	3	6	9	9	11	7	10 f)	18 f)	9 f)	9
UK	3	6	8	36	52	41 g)	26 g)	29 g)	28 g)	27 g)	37
CZ	:	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	1	0	3	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	2	1	:	:
HU	:	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	2	4	3	:
SI	:	:	:	:	:	:	:	3	4	2	:
SK	:	:	:	:	:	:	:	3	3	0	:
BG	:	:	:	:	:	:	:	2	3	2	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	0	0	2	7	2	4 h)	4 h)	3 h)	5 h)	1 h)	:
NO	:	:	1	6	5	9	5	:	:	2	:
CH	:	20	10	16	22	13	22	:	:	:	:
JP	4	1	:	3	3	3	8	:	:	:	:
US	:	:	:	37	43	13	9	:	:	:	:

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, i) Source: EAO

T. 3.19: 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	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	2	4	3	1	2	4	:	:	:
DK	:	1	0	2	4	5	3	5	2	:
DE	12	18	10	26	22	14	11	30 f)	28 f)	33 f)
EL	:	1	1	7	6	4	2 a)	3 a)	2 a)	:
ES b)	24	7	5	19	10	12	9	12	10	18
FR	16	25	25	34	30	39	46	35	34	46
IE	:	:	:	3	5	2	2	3	3	:
IT	33	8	21	15	22	16	13	16	17	22
LU	:	0	0	0	0	:	2	0	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	1	10	1	:	:	:	:	:
PT	:	0	2	6	2	:	8 c)	7 c)	6 c)	10 c)
FI	3	2	3	1	2	2 d)	4 d)	1 d)	1 d)	2
SE	:	:	:	:	:	9	14	10	15	:
UK	:	:	:	11	18	20 e)	8 e)	6 e)	13 e)	8
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	0	0	3
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	2	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	2	0	2
SI	:	:	:	:	:	:	:	0	:	:
SK	:	:	:	:	:	:	:	2	2	0
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	0	0	2	7	2	4	2	2	5	:
NO	:	:	:	6	3	4	:	:	:	:
CH	:	11	3	3	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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

T. 3.20: Cinematographic full-length films produced (3.17 + 3.19) (including national films and majority international co-producers)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	7	7	3	3	3	5	:	:	:
DK	:	9	15	11	19	16	18	20	21	:
DE	49	64	48	63	64	61	50	74	75	90
EL	:	33	13	26	27	20	14	16	16	:
ES	106	72	42	56	76	67	54	56	74	84
FR	160	131	106	97	104	125	148	150	145	172
IE	:	:	:	8	6	4	5	4	3	:
IT	163	89	119	75	99	87	92	108	103	90
LU	:	1	1	0	0	:	2	0	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	16	30	13	:	:	:	:	:
PT	:	2	7	8	4	:	10	9	8	14
FI	10	13	13	8	10	10	8	12	10	12
SE	:	:	:	:	:	28	27	23	35	:
UK	:	:	:	51	77	94	73	77	60	60
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	2	0	3
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	2	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	24	16	18
SI	:	:	:	:	:	:	:	3	:	:
SK	:	:	:	:	:	:	:	2	2	2
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	3	3	2	7	2	4	2	3	6	:
NO	:	:	:	22	13	12	:	:	:	:
CH	:	35	25	25	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

T. 3.21: Cinematographic short length films produced

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	64	29	37	52	33	40	56	:	:	:
DK	43	51	76	:	10	:	28	47	47	:
DE	164	216	156	140	110	148	131	138	112	142
EL	:	90	130	:	65	:	:	16 a)	10 a)	9 a)
ES b)	258	162	98	94	87	115	126	124	108	169
FR	429	476	366	415	423	410	342	427	465	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	160	146	27	55	:	42	:	:	:
LU	:	:	2	1	9	:	:	4	3	3
NL	:	:	6	:	6	:	:	:	:	:
AT	227	385	1 166	271	86	:	:	:	:	:
PT	46	28	:	2	8	9	6	5 c)	14 c)	12 c)
FI	122	121	57	25	25	16 d)	17 d)	13 d)	15 d)	:
SE	11	10	8	:	:	:	:	18	9	17
UK	:	:	:	:	:	:	:	:	:	:
CZ	:	:	:	:	:	:	:	63	62	57
EE	:	:	:	:	:	:	:	13	21	30
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	26	21	20
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	49	35	26
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	31	34	33
SI	:	:	:	:	:	:	:	22	54	13
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	6	19	7	0
IS	1	1	1	3	2	2	0	:	:	:
NO	85	77	83	150	54	60	:	:	:	:
CH	:	20	34	18	16	42	16	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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

T. 3.22: Film producers with at least one film produced during the year

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	8	10	13	11	8	8	:	:	:
DK	:	:	9	18	15	13	16	14	:	:
DE	:	77	58	87	69	73	57	87	127	125
EL	:	:	16	40	41	:	:	:	:	:
ES a)	93	59	53	47	82	79	64	63	90	93
FR	174	175	214	93	103	123	125	134	132	135
IE	:	:	4	7	:	:	:	:	:	:
IT	:	:	93	106	:	67 b)	84 b)	92 b)	106 b)	105 b)
LU	:	1	1	1	10	:	:	4	:	8
NL	:	:	:	18	18	15	19	:	:	:
AT	11	11	10	:	:	:	:	:	:	:
PT	:	:	7	6	6	:	:	5	:	8
FI	10	12	8	6	8	9 c)	11 c)	11 c)	8 c)	12 c)
SE	:	:	:	30	34	26	18	26 d)	54 d)	39 d)
UK	:	:	:	:	:	:	:	:	:	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	3	0	3
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	8	7	8
SK	:	:	:	:	:	:	:	3	3	2
BG	:	:	:	:	:	:	:	:	8	11
RO	:	:	:	:	:	:	:	:	:	:
IS	3	2	2	8	3	3 e)	2 e)	3 e)	4 e)	4 e)
NO	:	:	5	15	12	:	:	:	:	11
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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

T. 3.23: Film distributors with at least one first release

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**409**	**411**	**408**	**:**	**:**	**:**	**:**
BE	:	24	27	28	30	33	27	:	:	:
DK	:	:	21	17	20	18	:	:	:	:
DE	:	53	47	46	45	51	53	59	54	65
EL	:	:	:	6	9	8 a)	10 a)	7 a)	10 a)	:
ES	:	:	:	50	42	45	:	:	:	:
FR	180	186	162	164	163	156	161	158	:	:
IE	:	:	:	8	6	9	:	:	:	:
IT	:	:	26	20	22	23	23	:	:	:
LU	:	:	:	1	1	:	:	:	:	:
NL	:	:	13	14	17	18	23	:	:	:
AT	23	25	20	20	17	17	16	:	:	:
PT	:	:	:	7	12	:	:	14 b)	14 b)	10 b)
FI	25	32	15	10	11	13 c)	12	14	13 c)	12 c)
SE	:	:	:	18	16	16	19	20 d)	24 d)	18 d)
UK	:	:	:	:	:	27 e)	45 e)	54 e)	53 e)	54 e)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	3	3	4
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	7	11	10
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	8
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	15	15	15
SI	:	:	:	:	:	:	:	9	8	7
SK	:	:	:	:	:	:	:	9	9	11
BG	:	:	:	:	:	:	:	22	19	18
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	7	10	7	8	8	8	6
NO	:	:	21	12	12	14	13	10	11	13
CH	:	:	:	:	33	36	:	:	:	:
JP	:	:	:	42	43	43	40	:	:	:
US	:	:	:	:	:	:	523	:	:	:

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

T. 3.24: Number of admissions, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15 a)	**1 037.6**	**705.9**	**576.7**	**641.5**	**702.2**	**759.7**	**819.5**	**810.5**	**843.0**	**930.5**	**934.0** m)
BE	20.6	17.9	17.1	19.2	21.2	20.2	25.4	21.9	23.5	23.5	22.8 b)
DK	15.9	11.3	9.6	8.8	9.9	10.8	11.0	11.0	10.7	11.9	12.9
DE	143.8	104.2	102.5	124.5	132.9	143.1	148.9	149.0	152.5	177.9	163.9
EL	43.0	23.0	13.0	8.2	9.0	11.6	12.4	13.0 b)	13.5 b)	13.2 e)	:
ES c)	176.0	101.1	78.5	94.6	104.3	105.0	112.1	131.3	135.4	146.8	140.7
FR	175.4	175.1	121.9	130.2	136.7	149.0	170.6	153.6	165.5	185.8	185.1
IE	9.5	4.5	7.4	9.8 d)	11.5 d)	11.5 d)	12.4 d)	12.5 d)	14.9 d)	15.9 d)	17.3
IT	241.9	123.1	90.7	90.7	96.5	100.4 f)	117.4 f)	103.5 f)	103.4 f)	111.1 f)	112.0 b)
LU	0.7	0.7	0.5	0.7	0.8	1.2	1.4	1.3	1.4 g)	1.4 g)	1.4 g)
NL	28.4	15.8	15.2	17.9	17.7	18.9	20.1	18.6	21.5	23.9	24.0
AT	17.5	13.1	10.1	11.9	11.8	13.7	15.2	15.0 e)	16.3 e)	19.0 e)	19.2
PT	30.8	20.0	9.6	7.4	10.4	13.7	14.8	16.9	17.8	19.3	:
FI	9.9	6.7	6.2	5.3	5.5	5.9 h)	6.4 h)	7.0 h)	7.1 h)	6.5 h)	7.7 b)
SE	23.1	17.5	15.7	15.2	15.4	15.2	15.8	16.0 i)	17.0 i)	18.1 i)	18.3 i)
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 j)	176.0
CZ e)	:	:	:	9.3	8.9	9.8	9.3	8.4	8.7	10.4	10.7 b)
EE	:	:	:	1.0 e)	1.0 e)	1.0 e)	1.1 e)	0.9	1.1	1.3	:
CY e)	:	:	:	0.8	0.9	0.9	1.0	0.8	1.0	0.9	:
LV	:	:	:	1.0 b)	1.0 b)	1.3 b)	1.4 b)	1.4	1.5	1.1	:
LT	:	:	:	0.7 b)	0.5 b)	0.6 b)	1.6 b)	1.8	2.1	2.4	:
HU	:	:	:	14.0 e)	13.3 e)	16.4 e)	14.6 e)	14.4	14.3	15.5	:
MT b)	:	:	:	:	:	:	:	1.0	1.0	1.0	:
PL	:	:	:	22.2 n)	21.5 n)	24.3 n)	20.3 n)	27.5	20.9	27.6	25.9 b)
SI	:	:	:	2.9 e)	2.7 e)	2.5 e)	2.6 e)	2.0	2.2	2.5 e)	:
SK	:	:	:	5.6 e)	4.9 e)	4.0 e)	4.1 e)	3.0	2.6	2.8	:
BG	:	:	:	4.7 n)	3.4 b)	2.7 b)	2.3 b)	1.9 b)	2.2 b)	2.0 b)	:
RO e)	:	:	:	17.0	12.6	9.5	6.8	4.2	5.1	5.7	5.3 b)
IS	1.8	1.4	1.2	1.2	1.3	1.5	1.5	1.5	1.6	1.6 b)	1.5 b)
NO	17.5	12.9	11.4	10.9	11.5	10.9	11.5	11.2	11.4	12.3	11.9
CH	21.0	16.5	14.3	14.9	15.1	15.6	15.9	15.4 b)	15.6 b)	17.1	18.8 b)
JP l)	165.9	155.1	145.5	127.0	119.6	140.7	153.1	144.8	135.3	163.3	160.8 b)
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	1 639.3

a) Eurostat estimate, b) Source: European Audiovisual Observatory, c) Source:Instituto de la Cinematografía y las Artes Audiovisuales(ICAA) d) Source: Carlton Screen Advertising, e) Mediasalles (MS), f) Società Italiana Autori Editori (SIAE), g) Source: CNA, 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) Provisional Eurostat estimate, n) Source: UNESCO

T. 3.25: Admissions per inhabitant

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002
EU-15	**:**	**:**	**1.6**	**1.7**	**1.9**	**2.0**	**2.2**	**2.2**	**2.2**	**2.5**	**2.5**
BE	:	:	1.7	1.9	2.1	2.0	2.5	2.1	2.3	2.3	2.2
DK	:	:	1.9	1.7	1.9	2.1	2.1	2.1	2.0	2.2	2.4
DE	:	:	1.3	1.5	1.6	1.7	1.8	1.8	1.9	2.2	2.0
EL	:	:	1.3	0.8	0.9	1.1	1.2	1.2	1.3	1.3	:
ES	:	:	2.0	2.4	2.7	2.7	2.8	3.3	3.4	3.7	3.5
FR	:	:	2.2	2.3	2.4	2.6	2.9	2.6	2.8	3.1	3.1
IE	:	:	2.1	2.7	3.2	3.1	3.4	3.3	3.9	4.2	4.5
IT	:	:	1.6	1.6	1.7	1.7	2.0	1.8	1.8	1.9	1.9
LU	:	:	1.4	1.7	1.8	2.8	3.3	3.1	3.1	3.2	3.2
NL	:	:	1.0	1.2	1.1	1.2	1.3	1.2	1.4	1.5	1.5
AT	:	:	1.3	1.5	1.5	1.7	1.9	1.9	2.0	2.3	2.4
PT	:	:	1.0	0.7	1.0	1.4	1.5	1.7	1.7	1.9	:
FI	:	:	1.2	1.0	1.1	1.2	1.2	1.4	1.4	1.3	1.5
SE	:	:	1.8	1.7	1.7	1.7	1.8	1.8	1.9	2.0	2.1
UK	:	:	1.4	1.7	2.0	2.4	2.3	2.4	2.4	2.6	2.9
CZ	:	:	:	0.9	0.9	1.0	0.9	0.8	0.8	1.0	1.0
EE	:	:	:	0.7	0.7	0.7	0.7	0.6	0.8	1.0	:
CY	:	:	:	1.1	1.2	1.3	1.4	1.1	1.3	1.1	:
LV	:	:	:	0.4	0.4	0.5	0.6	0.6	0.6	0.5	:
LT	:	:	:	0.2	0.1	0.2	0.4	0.5	0.6	0.6	:
HU	:	:	:	1.4	1.3	1.6	1.4	1.4	1.4	:	:
MT	:	:	:	:	:	:	:	2.7	2.6	2.7	:
PL	:	:	:	0.6	0.6	0.6	0.5	0.7	0.5	0.7	0.7
SI	:	:	:	1.5	1.4	1.3	1.3	1.0	1.1	1.2	:
SK	:	:	:	1.1	0.9	0.8	0.8	0.6	0.5	0.5	:
BG	:	:	:	0.6	0.4	0.3	0.3	0.2	0.3	0.2	:
RO	:	:	:	0.7	0.6	0.4	0.3	0.2	0.2	0.3	0.2
IS	:	:	4.9	4.5	4.8	5.5	5.6	5.6	5.6	5.5	5.2
NO	:	:	2.7	2.5	2.6	2.5	2.6	2.5	2.5	2.7	2.6
CH	:	:	2.1	2.1	2.1	2.2	2.2	2.2	2.2	2.4	2.6
JP	:	:	1.2	1.0	1.0	1.1	1.2	1.1	:	:	1.3
US	:	:	4.8	4.7	5.0	5.1	5.4	5.3	5.0	5.2	5.7

Source: Eurostat, AUVIS domain

T. 3.26: Gross box office, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002 d)
EU-15	**1 980.3** a)	**2 155.0**	**2 399.6**	**3 007.6**	**3 377.2**	**3 797.2**	**4 208.8**	**4 262.9**	**4 576.8**	**5 167.5**	**:**
BE	53.8	55.6	64.9	97.0	107.6	108.7	132.1	113.9	126.3	130.9 b)	:
DK	40.8	38.4	41.4	49.3	59.8	65.1	71.6	72.1	74.4	86.7	:
DE	358.6	347.6	403.5	631.6	688.2	747.6	812.6	808.1	824.5	987.2	960.1
EL	:	40.6	41.0	35.0	38.5	59.9 b)	61.4 b)	64.8 b)	69.0 b)	73.6 b)	:
ES	226.3	195.9	218.4	295.9	343.9	353.9 c)	399.3 c)	495.9	536.3	616.4	625.9
FR	481.4	642.9	553.4	693.8	733.4	797.0	911.0	823.2	891.4	1 013.9	:
IE	:	22.9	25.0	33.8 e)	50.7 e)	53.8 e)	56.7 e)	59.9 e)	76.2 e)	83.0 e)	:
IT	337.7	345.6	399.2	374.3	446.7	498.3	587.1 f)	532.9 f)	544.8 f)	591.6 f)	636.0
LU	1.2	1.8	2.3	3.4	3.9	6.5	7.9	7.3	7.6	8.5 b)	:
NL	77.2	61.8	72.6	94.2	94.4	105.2 b)	116.0 b)	104.7	128.1	149.5	:
AT	:	47.6	40.9	64.2	67.3	82.5 b)	86.9 b)	87.3 b)	102.6 b)	119.5 b)	:
PT	22.8	23.4	15.8	18.9	30.1	41.7	46.6	60.7	66.2	76.1	:
FI	25.7	35.2	37.5	33.9	33.8	37.1	40.7	46.1	46.6	46.3	:
SE	78.8	87.4	104.7	94.9	109.8	108.5	117.8	120.0	135.6 g)	147.0	:
UK	238.9	208.5	379.1	487.3	568.9	731.3 h)	761.0 h)	866.1 h)	947.2 h)	1 037.2 h)	1 276.3
CZ d)	:	:	:	:	7.8	12.2	14.0	13.5	16.7	:	:
EE	:	:	:	:	1.7 d)	1.9 d)	3.0 d)	2.6	3.2	4.8	:
CY d)	:	:	:	:	5.2	4.5	8.8	4.5	5.7	5.5	:
LV	:	:	:	:	1.1 d)	1.9 d)	2.5 d)	2.9	3.5	3.2	:
LT d)	:	:	:	:	0.2	0.5	2.4	2.8	4.0	4.2	:
HU	:	:	:	:	14.9 d)	22.3 d)	22.0 d)	25.9	29.6	38.9	:
MT d)	:	:	:	:	:	:	:	4.5	4.5	4.9	:
PL	:	:	:	:	:	:	:	79.8	62.0	99.5	:
SI	:	:	:	:	5.6 d)	7.6 d)	7.1 d)	8.3	9.1	:	:
SK	:	:	:	:	4.0 d)	4.2 d)	4.9 d)	3.6	3.6	4.7	:
BG	:	:	:	:	:	:	:	4.1	3.8	:	:
RO d)	:	:	:	:	5.6	4.5	6.1	2.8	4.4	6.2	:
IS	3.1	5.7	6.6	7.9	8.0	10.0	10.1	12.1	13.7	11.8	:
NO	30.2	45.8	48.2	53.1	59.2	60.7	67.8	70.9	72.6	84.9	:
CH	62.7	78.9	83.9	125.6	126.8	124.8	125.6	127.4 d)	138.0	160.6	:
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	1 842.0	1 666.9
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	10 068.0

Source: Eurostat, AUVIS domain, Data includes taxes and other duties
a) Eurostat estimate, b) Mediasalles (MS), c) Source:Instituto de la Cinematografía y las Artes Audiovisuales(ICAA), d) Source: European Audiovisual Observatory, e) Source: Carlton Screen Advertising, f) Società Italiana Autori Editori (SIAE), 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

T. 3.27: Share of gross box office receipts from national films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	2.6	0.8	0.4	4.4	3.9	2.5	2.0	3.5 a)	1.9 a)	1.1 a)
DK	21.0	17.6	14.7	8.3	17.2	18.8	12.8	25.9	17.5	30.0 a)
DE	9.3	22.7	9.7	6.3	15.3	16.7	8.1 a)	14.0 a)	12.5 a)	18.4 a)
EL	:	:	8.0	4.0	3.0	3.0	5.0	:	:	:
ES	20.2	16.2	10.4	12.2	9.3	13.0	12.0	14.0	10.0	17.9
FR	47.9	44.9	37.4	37.4	37.3	33.6	27.2	32.2	28.2	41.7
IE	:	:	5.0	:	:	:	9.8	:	:	:
IT	43.5	31.8	21.0	21.2	24.8	32.9	24.6	24.1 a)	17.5 a)	19.4 a)
LU 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	9.4
AT	:	:	:	:	:	:	6.8	:	:	:
PT a)	:	:	1.0	:	:	3.5	6.1	8.3	5.4	:
FI	15.4	21.6	13.9	10.5	3.7	5.6	10.1	24.7	14.6	9.7
SE	23.0	26.0	8.9	:	18.0	14.7	21.4	20.5	24.8	22.5
UK	10.0	10.7	7.0	8.6	11.8	27.2	12.3	17.8 a)	21.4 a)	13.5 a)
CZ a)	:	:	:	:	:	:	:	24.0	23.0	30.0
EE a)	:	:	:	0.2	1.2	1.2	0.7	0.7	0.9	3.6
CY a)	:	:	:	:	:	:	:	0.0	0.0	0.0
LV	:	:	:	:	:	:	:	:	:	7.3
LT	:	:	:	:	:	:	:	0.0	0.0	1.2
HU a)	:	:	:	1.0	5.6	6.1	3.2	4.4	4.6	5.1
MT	:	:	:	:	:	:	:	:	:	:
PL a)	:	:	:	7.0	6.7	20.4	9.1	62.5	13.7	:
SI a)	:	:	:	1.2	2.9	4.6	1.5	5.3	9.9	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO a)	:	:	:	:	5.5	2.7	0.9	2.6	1.4	1.9
IS	:	2.2	2.2	5.9	8.0	3.5	2.5	2.1	13.7	2.4
NO	5.1	10.4	9.7	12.1	5.4	5.1	8.0	7.2	5.6	14.4
CH a)	:	:	:	2.0	4.3	2.0	1.6	2.3	4.2	1.6
JP d)	:	48.6	46.6	40.1	37.0	36.3	41.5	30.2	31.8	39.0
US b,c)	95.0	97.7	98.6	94.5	95.7	92.4	94.7	92.3	92.5	92.4

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: 1996-2001, EAO
d) Motion Picture Producers Association of Japan

T. 3.28: Share of gross box office receipts from US films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 c)	**:**	**:**	**:**	**:**	**71.6**	**65.8**	**77.3**	**69.2**	**73.7**	**64.2**
BE	46.6	61.4	68.4	72.4	69.8	73.7	72.4	69.5 a)	70.6 a)	72.2 a)
DK	46.5	58.8	77.0	70.9	67.1	66.5	77.6	58.7	73.1	56.0 a)
DE	54.9	58.6	83.9	87.1	75.1	70.5	85.4	78.6	81.9	:
EL	:	:	87.0	73.0	80.0	80.0	80.0	:	:	:
ES	42.9	58.5	72.4	71.9	78.3	68.3	78.5	64.2	81.6	62.2
FR	36.8	39.4	56.6	57.4	54.7	51.9	64.0	54.1	63.0	46.6
IE	:	:	87.0	90.0	:	:	:	:	:	:
IT	33.7	48.6	70.0	63.2	59.7	46.7	63.7	53.1 a)	69.6 a)	57.8
LU	:	:	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	60.1
AT	:	:	:	:	:	:	:	:	:	:
PT a)	:	:	85.0	:	:	64.0	65.1	65.2	56.7	:
FI	:	:	70.0	77.0	72.1	72.9	80.0	63.2	74.6	66.9
SE	:	:	:	:	67.5	66.7	76.1	68.2	66.5	63.7
UK	88.0	84.0	88.0	83.7	81.7	68.6	83.9	80.5 a)	75.3 a)	77.1 a)
CZ a)	:	:	:	:	:	66.6	78.6	65.3	66.0	53.0
EE a)	:	:	:	87.0	90.2	86.5	89.3	:	:	76.2
CY a)	:	:	:	:	:	:	:	96.1	92.1	88.4
LV a)	:	:	:	:	:	:	91.9	82.2	89.3	:
LT a)	:	:	:	:	:	:	79.5	70.0	85.9	:
HU a)	:	:	:	93.0	88.7	91.2	92.4	83.4	91.9	79.5
MT	:	:	:	:	:	:	:	:	:	:
PL a)	:	:	:	82.7	89.3	71.4	85.9	31.2	78.4	:
SI a)	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO a)	:	:	:	68.5	78.8	92.2	95.4	87.3	94.4	92.7
IS	:	:	:	:	85.2	82.0	91.9	:	80.2	:
NO	:	:	70.7	87.4	65.3	:	:	:	:	:
CH	:	:	:	:	:	73.6	72.3	75.6	75.8 a)	64.2 a)
JP d)	:	:	:	59.8	60.5	53.4	:	:	:	:
US b)	95.0	97.7	98.6	94.5	95.7	92.4	94.7	92.3	92.5	92.4

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) Eurostat estimate based on EAO
d) Motion Picture Producers Association of Japan

T. 3.29: Share of gross box office receipts from British films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**6.8**	**11.9**	**5.7**	**9.2**	**7.0**	**7.8**
BE	:	:	:	:	:	:	1.8	6.0 a)	3.6 a)	4.9 a)
DK	:	11.8	2.2	3.3	8.3	5.2	5.0	7.1	2.7	3.2
DE	6.9	9.1	2.9	2.2	7.0	3.4	2.3	2.8	:	:
EL	:	:	:	:	:	:	:	:	:	:
ES	9.4	9.4	4.3	7.3	5.8	12.8	5.8	10.8	3.7	8.7
FR	:	:	:	:	:	9.2	4.2	8.8	4.7 a)	5.7 a)
IE	:	:	:	:	:	:	:	:	:	:
IT	3.2	5.9	1.6	6.4	5.9	10.6	7.3	13.8 a)	3.3 a)	9.8
LU a)	:	:	:	:	:	:	4.6	11.6	:	:
NL	9.3	14.8	2.8	5.7	2.1	:	:	7.5	1.5	1.1
AT	:	:	:	:	:	:	:	:	:	:
PT a)	:	:	:	:	:	4.0	3.8	8.3	4.2	:
FI	:	:	:	:	:	:	6.6	4.8	4.2	8.2
SE	:	:	:	:	:	:	:	5.4	2.9	5.9
UK	10.0	10.7	7.0	8.6	11.8	27.2	12.3	17.8 a)	21.4 a)	13.5 a)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	3.0	11.0	2.8	4.5	2.6	6.1
NO	:	:	:	:	:	:	:	:	:	:
CH a)	:	:	:	6.0	6.0	5.0	2.3	5.5	5.6	8.6
JP	:	:	:	:	:	:	:	:	:	:
US a)	:	:	:	0.7	1.7	4.5	3.5	5.2	3.8	2.8

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

T. 3.30: Share of gross box office receipts from German films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**3.1**	**3.7**	**1.6**	**2.4**	**2.8**	**4.3**
BE	:	:	:	:	:	0.0	0.0	0.4 a)	0.1 a)	0.3 a)
DK	:	1.6	0.5	0.4	0.0	0.3	0.2	0.3	0.3	0.1
DE	9.3	22.7	9.7	6.3	15.3	16.7	8.1 a)	14.0 a)	12.5 a)	18.4 a)
EL	:	:	:	:	:	:	:	:	:	:
ES	3.0	3.2	1.1	1.1	0.4	0.7	0.5	0.5	0.8	0.8
FR	:	:	:	:	:	0.1	0.1	0.6	0.6 a)	0.9 a)
IE	:	:	:	:	:	:	:	:	:	:
IT	3.8	3.7	1.0	0.7	0.1	0.4	0.2	0.4 a)	1.1 a)	0.8
LU a)	:	:	:	:	:	:	2.6	2.7	:	:
NL	5.6	1.4	0.1	0.1	0.1	:	0.5	0.4	0.1	0.2
AT	:	:	:	:	:	:	:	:	:	:
PT a)	:	:	:	:	:	:	0.5	1.1	7.1	:
FI	:	:	:	:	:	:	0.0	0.3	0.2	0.0
SE	:	:	:	:	:	:	:	0.2	0.1	0.6
UK	:	:	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	0.5	1.1 a)
NO	:	:	:	:	:	:	:	:	:	:
CH a)	:	:	:	3.0	4.0	3.0	2.4	2.4	2.4	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	0.0	0.0	0.0	0.0	0.1	0.2 a)	0.2 a)	0.7 a)

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

T. 3.31: Share of gross box office receipts from French films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**8.6**	**9.5**	**7.0**	**8.7**	**7.1**	**12.3**
BE	37.2	22.6	13.8	10.6	11.3	13.3	11.6	12.1 a)	9.8 a)	13.3 a)
DK	:	1.6	1.5	2.6	2.7	3.5	0.5	2.2	1.6	0.6
DE	6.4	4.2	2.0	1.7	1.0	1.2	0.3	0.3	0.7 a)	0.9 a)
EL	:	:	:	:	:	:	:	:	:	:
ES	4.8	4.3	2.3	2.9	2.7	2.5	0.9	3.3	1.6	3.6
FR	47.9	44.9	37.4	37.4	37.3	34.2	27.2	32.2	28.5 a)	41.7 a)
IE	:	:	:	:	:	:	:	:	:	:
IT	8.9	6.3	3.8	4.0	2.5	3.9	2.1	2.7 a)	5.8 a)	5.3
LU a)	:	:	:	:	:	:	8.8	7.2	:	:
NL	7.8	1.9	1.9	0.8	0.8	:	:	2.1	0.3	1.0
AT	:	:	:	:	:	:	:	:	:	:
PT a)	:	:	:	:	:	6.5	7.1	5.0	6.3	:
FI	:	:	:	:	:	:	0.6	0.8	0.8	1.8
SE	:	:	:	:	:	:	:	2.2	1.2	2.7
UK	:	:	1.0	0.5	0.5	0.2 a)	0.2 a)	0.2 a)	0.3 a)	0.8 a)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	0.6	0.3	0.7	0.1	1.4	1.8
NO	:	:	:	:	:	:	:	:	:	:
CH a)	:	:	:	12.0	12.0	7.0	6.3	9.8	7.9	11.4
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	0.2	0.3	0.2	1.1	0.1	0.4 a)	0.3 a)	1.0 a)

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

T. 3.32: Share of gross box office receipts from Italian films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**3.2**	**3.2**	**3.3**	**3.4**	**1.7**	**2.1**
BE	:	:	:	:	:	:	1.4	1.6 a)	0.3 a)	0.6 a)
DK	:	1.6	0.4	0.2	1.4	0.2	0.0	1.0	0.0	0.2
DE	13.8	1.3	0.3	0.1	0.1	0.1	0.1	0.4	1.0 a)	0.2 a)
EL	:	:	:	:	:	:	:	:	:	:
ES	13.0	3.1	2.1	0.6	1.6	0.4	0.3	3.5	0.2	0.3
FR	:	:	:	:	:	0.1	2.1	0.8	0.4 a)	0.3 a)
IE	:	:	:	:	:	:	:	:	:	:
IT	43.5	31.8	21.0	21.2	24.8	32.9	24.8	24.1 a)	17.5 a)	19.4 a)
LU a)	:	:	:	:	:	:	0.5	1.5	:	:
NL	14.6	3.2	0.2	0.5	0.9	:	:	1.9	0.1	0.0
AT	:	:	:	:	:	:	:	:	:	:
PT a)	:	:	:	:	:	8.0	5.2	3.3	0.8	:
FI	:	:	:	:	:	:	0.1	0.7	0.0	0.3
SE	:	:	:	:	:	:	:	0.8	0.1	0.1
UK	:	:	0.5	0.2	0.2	0.0	:	0.5	0.0	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	1.1	0.0	0.0	:	0.0	:
NO	:	:	:	:	:	:	:	:	:	:
CH a)	:	:	:	2.0	6.0	2.0	3.2	2.4	2.1	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	0.3	1.7	0.3	0.0	0.2	0.9 a)	0.0 a)	0.1 a)

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

T. 3.33: Share of gross box office receipts from Spanish films, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	:	:	:	:	:	0.3	:	:	:
DK	:	:	:	:	:	0.2	0.0	1.0	0.0	0.2
DE	:	:	:	:	:	0.0	0.1	0.4	:	:
EL	:	:	:	:	:	:	:	:	:	:
ES	20.2	16.2	10.4	12.2	9.3	13.0	12.0	14.0	10.0	17.9
FR	:	:	:	:	:	0.1	2.1	0.8	:	:
IE	:	:	:	:	:	:	:	:	:	:
IT	0.6	0.5	0.9	:	0.9	0.6	0.1	:	:	:
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	1.9	0.1	0.0
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	0.1	0.7	0.0	0.3
SE	:	:	:	:	:	:	:	0.8	0.1	0.1
UK	:	:	0.3	:	:	:	:	:	:	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	0.0	:
NO	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	0.1	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain, Data include taxes and other duties, Figures based on sample.

T. 3.34: Number of cinemas

		1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	a)	**:**	**:**	**:**	**:**	**10 461**	**:**	**:**	**10 543**	**10 438**	**10 552**
BE		:	:	:	140	141	:	137	135 d)	135 d)	123 d)
DK		329	241	180	163	166	164	166	167	164	165
DE	b)	:	:	1 721	1 921	1 917	1 817	1 768	1 730	1 722	1 815
EL		:	:	:	330 d)	322 d)	312 d)	319 d)	320 d)	322 d)	350 d)
ES		:	:	:	1 269	1 217	1 226 c)	1 329 c)	1 334 c)	1 298	1 254
FR		3 053	2 842	2 300	2 218	2 150	2 159	2 152	2 170	2 164	2 182
IE		:	:	:	63	63	62	64	66	69 d)	70 d)
IT		:	:	:	2 086	2 050	2 157 e)	2 159 e)	2 259 d)	2 216 d)	2 243 g)
LU		:	:	9	9	8	9	8	8	11	11
NL		:	:	:	163	160	154	154	183	181	173
AT		:	:	264	237	234	237 d)	222 d)	213 d)	203 d)	206 d)
PT		:	:	:	203	217	:	:	214	226	238
FI		317	305	264	242	236	234	233	237	228	219
SE		:	:	920	854	845	847	839	815	813	811
UK		942	663	737	743	735	747	759	692	686	692
CZ		:	:	:	:	:	:	:	:	:	660
EE		:	:	:	:	:	:	:	9	9	10
CY		:	:	:	:	:	:	:	:	:	:
LV		:	:	:	:	:	:	:	32	30	34
LT		:	:	:	:	:	:	:	125	99	74
HU		:	:	:	:	:	:	:	410	:	427
MT		:	:	:	:	:	:	:	:	:	:
PL		:	:	:	:	:	:	:	682	675	648
SI		:	:	:	:	:	:	:	85	78	:
SK		:	:	:	:	:	:	:	335	279	276
BG		:	:	:	:	:	:	:	191	179	:
RO		:	:	:	:	:	:	:	:	:	:
IS		12	8	6	31	31	30	25	25	25	:
NO		406	429	330	275	274	262	260	262	255	244
CH		:	:	:	:	327	328	323	329	:	:
JP		:	:	:	:	:	:	:	:	:	:
US	f)	:	:	:	7 744	7 798	7 480	7 418	7 551	7 421	7 070

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: Motion Picture Producers Association of America, g) Source: ANEC

T. 3.35: Number of screens

		1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	a)	**:**	**:**	**17 753**	**18 134**	**19 013**	**20 212**	**21 371**	**22 797**	**23 818**	**24 822**
BE		500	440	411	423	440	438	463	463	465	:
DK		475	429	347	313	322	320	328	345	350	361
DE		3 354	3 442	3 773	3 836	4 057	4 128	4 244	4 438	4 783	4 792 j)
EL		:	600	500	350	340	340	360	380	391	:
ES	b)	4 096	3 109	1 773	2 090	2 354	2 565	3 025	3 354	3 500	3 770
FR		4 500	5 153	4 518	4 378	4 529	4 661	4 773	4 979	5 110	5 236
IE		163	135	171	191	215	228	261	299	316	320
IT	c)	:	:	2 275	2 281	2 326	2 456	2 619	2 839	2 948	3 198
LU		12	17	17	17	16	26	21	21	25	25
NL		563	511	471	484	493	444	461	523	562	558
AT		481	516	390	412	423	424	424	503	523 c)	587 c)
PT		423	379	276	241	270	313	330	401	420	455
FI		352	378	340	330	325	322 d)	331 d)	362 d)	343 d)	339 d)
SE		1 249	1 116	1 160	1 168	1 165	1 164	1 167	1 132 e)	1 131 e)	1 155 e)
UK		1 576	1 311	1 331	1 620	1 738	2 383 f)	2 564 f)	2 758 f)	2 954 f)	3 164 f)
CZ	c)	:	:	:	817	765	747	764	740	743	749
EE	c,k)	:	:	:	214	197	180	76	174	76	81
CY	c)	:	:	:	22	24	23	26	30	28	44
LV		:	:	:	:	:	:	:	34	32	36
LT		:	:	:	174 m)	117 n)	124 n)	113 n)	105 n)	109	84
HU		:	:	:	504 c)	498 c)	523 c)	605 c)	604	564	622
MT	g)	:	:	:	:	:	:	:	36	46	45
PL		:	:	:	:	706 n)	686 n)	686 n)	718	811	855
SI	c)	:	:	:	:	99	93	93	88	84	92
SK		:	:	:	326 g)	334 g)	296 g)	296 g)	342	293	290
BG	c)	:	:	:	160	154	121	106	191	202	202
RO	c)	:	:	:	434	407	441	379	316	293	276
IS		15	21	22	23	26	50	45	46	47	51
NO	c)	445	448	399	394	395	402	392	398	391	394
CH		483	437	398	439	445	460	518	471	499	508
JP	i)	2 364	2 137	1 836	1 776	1 828	1 884	1 993	2 221	2 524	2 585
US	h)	17 590	21 147	23 689	27 805	29 690	31 640	34 186	37 185	37 396	36 764

a) Eurostat estimate, b) Source:Instituto de la Cinematografía y las Artes Audiovisuales(ICAA), c) Source: Media Salles (MS), d) Source: Finnish Chamber of Film, e) Source: SFI (Swedish Film Institute), f) Source: BFI Handbook, Screen Finance, g) EAO, h) Source: Motion Picture Association of America, i) Source: Motion Picture Producers Association of Japan, j) Source: FFA (German Federal Film Board), k) Data include village cinema clubs, m) Source: UNESCO, Including non-commercial units, n) Source: UNESCO

T. 3.36: Number of seats, thousand

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**:**	**5 294**	**5 859**	**:**	**:**
BE	174	116	98	101	103	104	108	107	107	:
DK	112	76	57	50	50	51	51	52	55	55
DE	910	723	781	730	760	773	801	835	874	884
EL	:	:	:	:	:	:	:	:	:	:
ES	:	2 370	886	900	900	1 000 b)	1 150 b)	1 230 b)	1 280 b)	1 308 b)
FR	1 409	1 276	1 007	922	954	975	991	1 025	1 051	1 071
IE	:	53	:	38	49	44	50	53 b)	59 b)	58 b)
IT	:	:	:	:	:	:	:	:	:	:
LU	:	4	4	3	3	5	4	4	5	5
NL	159	122	102	94	96	89	93	98	105	98
AT	146	129	77	73	70	75	76	72 c)	91 c)	100 c)
PT	237	185	111	71	77	82	:	101	104	102
FI	94	88	66	58	57	56 d)	58 d)	63 d)	59 d)	58 d)
SE	:	240	223	207	203	199	199	193 e)	190 e)	194 e)
UK	:	:	472	552	567	603 b)	639 b)	710 b)	696	733
CZ c)	:	:	:	:	300	290	290	292	295	195
EE c)	:	:	:	:	:	4	3	3	4	5
CY c)	:	:	:	:	:	8	:	10	10	11
LV	:	:	:	:	29 c)	23 c)	24 c)	26	23	25
LT	:	:	:	:	26 c)	28 c)	27 c)	30	27	23
HU	:	:	:	:	138 c)	144 c)	146 c)	117	:	134
MT c)	:	:	:	:	:	:	:	9	10	10
PL	:	:	:	:	238	230	229	211	227	:
SI	:	:	:	:	28 c)	27 c)	26 c)	25	22	:
SK	:	:	:	:	87 c)	84 c)	84 c)	95	93	96
BG	:	:	:	:	67 c)	51 c)	51 c)	83	71	:
RO	:	:	:	:	150 c)	164 c)	110 c)	129	114	111
IS f)	6	6	5	6	6	10	9	10	10	:
NO	137	125	101	92	92	90	88	89	:	85
CH	164	128	101	100	101	101	100	102	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain
a) Eurostat estimate, based on screens multiplied by the seats per screen, b) Source: Media Salles (MS),
c) EAO, d) Source: Finnish Chamber of Film, e) Source: SFI (Swedish Film Institute).
f) IS data 1980-1996: only include Reykjavik

T. 3.37: Screens per cinema

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**1.8**	**:**	**:**	**2.2**	**2.3**	**2.4**
BE	:	:	:	3.0	3.1	:	3.4	3.4	3.4	:
DK	1.4	1.8	1.9	1.9	1.9	2.0	2.0	2.1	2.1	2.2
DE	:	:	2.2	2.0	2.1	2.3	2.4	2.6	2.8	2.6
EL	:	:	:	1.1	1.1	1.1	1.1	1.2	1.2	:
ES	:	:	:	1.6	1.9	2.1	2.3	2.5	2.7	3.0
FR	1.5	1.8	2.0	2.0	2.1	2.2	2.2	2.3	2.4	2.4
IE	:	:	:	3.0	3.4	3.7	4.1	4.5	4.6	4.6
IT	:	:	:	1.1	1.1	1.1	1.2	1.3	1.3	1.4
LU	:	:	1.9	1.9	2.0	2.9	2.6	2.6	2.3	2.3
NL	:	:	:	3.0	3.1	2.9	3.0	2.9	3.1	3.2
AT	:	:	1.5	1.7	1.8	1.8	1.9	2.4	2.6	2.8
PT	:	:	:	1.2	1.2	:	:	1.9	1.9	1.9
FI	1.1	1.2	1.3	1.4	1.4	1.4	1.4	1.5	1.5	1.5
SE	:	:	1.3	1.4	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	4.6
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	1.1
LV	:	:	:	:	:	:	:	1.1	1.1	1.1
LT	:	:	:	:	:	:	:	0.8	1.1	1.1
HU	:	:	:	:	:	:	:	1.5	:	1.5
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	1.1	1.2	1.3
SI	:	:	:	:	:	:	:	1.0	1.1	:
SK	:	:	:	:	:	:	:	1.0	1.1	1.1
BG	:	:	:	:	:	:	:	1.0	1.1	:
RO	:	:	:	:	:	:	:	:	:	:
IS	1.3	2.6	3.7	0.7	0.8	1.7	1.8	1.8	1.9	:
NO	1.1	1.0	1.2	1.4	1.4	1.5	1.5	1.5	1.5	1.6
CH	:	:	:	:	1.4	1.4	1.6	1.4	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	3.6	3.8	4.2	4.6	4.9	5.0	5.2

Source: Eurostat, AUVIS domain

T. 3.38: Cinemas per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**2.8**	**:**	**:**	**2.8**	**2.8**	**2.8**
BE	:	:	:	1.4	1.4	:	1.3	1.3	1.3	1.2
DK	:	:	3.5	3.1	3.2	3.1	3.1	3.1	3.1	3.1
DE	:	:	2.2	2.4	2.3	2.2	2.2	2.1	2.1	2.2
EL	:	:	:	3.2	3.1	3.0	3.0	3.0	3.1	:
ES	:	:	:	3.2	3.1	3.1	3.4	3.4	3.3	3.1
FR	:	:	4.1	3.8	3.7	3.7	3.7	3.7	3.7	3.7
IE	:	:	:	1.8	1.7	1.7	1.7	1.8	1.8	1.8
IT	:	:	:	3.6	3.6	3.8	3.8	3.9	3.8	3.9
LU	:	:	2.4	2.2	1.9	2.2	1.9	1.9	2.5	2.5
NL	:	:	:	1.1	1.0	1.0	1.0	1.2	1.1	1.1
AT	:	:	3.4	2.9	2.9	2.9	2.7	2.6	2.5	2.5
PT	:	:	:	2.0	2.2	:	:	2.1	2.2	2.3
FI	:	:	5.3	4.7	4.6	4.6	4.5	4.6	4.4	4.2
SE	:	:	10.8	9.7	9.6	9.6	9.5	9.2	9.2	9.1
UK	:	:	1.3	1.3	1.3	1.3	1.3	1.2	1.2	1.2
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	0.6	0.7	0.7
CY	:	:	:	:	:	:	:	:	:	6.4
LV	:	:	:	:	:	:	:	1.3	1.3	1.4
LT	:	:	:	:	:	:	:	3.4	2.7	2.0
HU	:	:	:	:	:	:	:	4.1	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	1.8	1.7	1.7
SI	:	:	:	:	:	:	:	4.3	3.9	:
SK	:	:	:	:	:	:	:	6.2	5.2	5.1
BG	:	:	:	:	:	:	:	2.3	2.2	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	2.4	11.6	11.6	11.1	9.2	9.1	9.0	:
NO	:	:	7.8	6.3	6.3	6.0	5.9	5.9	5.7	5.4
CH	:	:	:	:	4.6	4.6	4.6	4.6	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	2.9	2.9	2.7	2.7	2.7	2.6	2.5

Source: Eurostat, AUVIS domain

T. 3.39: Screens per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**4.9**	**4.9**	**5.1**	**5.4**	**5.7**	**6.1**	**6.3**	**6.6**
BE	:	:	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	6.7
DE	:	:	4.8	4.7	5.0	5.0	5.2	5.4	5.8	5.8
EL	:	:	4.9	3.4	3.2	3.2	3.4	3.6	3.7	:
ES	:	:	4.6	5.3	6.0	6.5	7.7	8.5	8.8	9.4
FR	:	:	8.0	7.6	7.8	8.0	8.2	8.5	8.7	8.9
IE	:	:	4.9	5.3	5.9	6.2	7.1	8.0	8.4	8.4
IT	:	:	4.0	4.0	4.1	4.3	4.5	4.9	5.1	5.5
LU	:	:	4.5	4.2	3.9	6.2	5.0	4.9	5.7	5.7
NL	:	:	3.2	3.1	3.2	2.9	2.9	3.3	3.5	3.5
AT	:	:	5.1	5.1	5.3	5.3	5.3	6.2	6.5	7.2
PT	:	:	2.8	2.4	2.7	3.1	3.3	4.0	4.1	4.4
FI	:	:	6.8	6.5	6.4	6.3	6.4	7.0	6.6	6.5
SE	:	:	13.6	13.2	13.2	13.2	13.2	12.8	12.8	13.0
UK	:	:	2.3	2.8	3.0	4.0	4.3	4.6	5.0	5.3
CZ	:	:	:	7.9	7.4	7.2	7.4	7.2	7.2	7.3
EE	:	:	:	14.3	13.3	12.3	5.2	12.0	5.5	5.9
CY	:	:	:	3.0	3.3	3.1	3.5	4.0	3.7	5.8
LV	:	:	:	:	:	:	:	1.4	1.3	1.5
LT	:	:	:	4.7	3.2	3.3	3.1	2.8	2.9	2.3
HU	:	:	:	4.9	4.9	5.1	6.0	6.0	5.6	:
MT	:	:	:	:	:	:	:	9.5	12.1	11.5
PL	:	:	:	:	1.8	1.8	1.8	1.9	2.1	2.2
SI	:	:	:	:	5.0	4.7	4.7	4.4	4.2	4.6
SK	:	:	:	6.1	6.2	5.5	5.5	6.3	5.4	5.4
BG	:	:	:	1.9	1.8	1.5	1.3	2.3	2.5	2.5
RO	:	:	:	1.9	1.8	2.0	1.7	1.4	1.3	1.2
IS	:	:	8.7	8.6	9.7	18.5	16.5	16.7	16.8	18.0
NO	:	:	9.4	9.1	9.0	9.2	8.9	9.0	8.7	8.7
CH	:	:	6.0	6.3	6.3	6.5	7.3	6.6	7.0	7.1
JP	:	:	1.5	1.4	1.5	1.5	1.6	1.8	:	:
US	:	:	9.5	10.4	11.0	11.6	12.4	13.3	13.3	12.9

Source: Eurostat, AUVIS domain

T. 3.40: Admissions per screen, thousand

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**32**	**35**	**37**	**38**	**38**	**36**	**35**	**37**
BE	41	41	42	45	48	46	55	47	51	:
DK	34	26	28	28	31	34	34	32	31	33
DE	43	30	27	32	33	35	35	34	32	37
EL	:	38	26	23	26	34	34	34	35	:
ES	43	33	44	45	44	41	37	39	39	39
FR	39	34	27	30	30	32	36	31	32	35
IE	58	33	43	52	53	50	48	42	47	50
IT	:	:	40	40	41	41	45	36	35	35
LU	54	39	32	40	47	46	67	63	54	57
NL	51	31	32	37	36	43	44	36	38	43
AT	36	25	26	29	28	32	36	30	31	32
PT	73	53	35	31	39	44	45	42	42	42
FI	28	18	18	16	17	18	19	19	21	19
SE	18	16	14	13	13	13	14	14	15	16
UK	64	55	59	60	68	58	53	51	48	49
CZ	:	:	:	11	12	13	12	11	12	14
EE	:	:	:	5	5	5	14	5	14	16
CY	:	:	:	35	37	40	39	28	36	20
LV	:	:	:	:	:	:	:	40	46	32
LT	:	:	:	4	4	5	14	17	19	28
HU	:	:	:	28	27	31	24	24	25	25
MT	:	:	:	:	:	:	:	28	21	23
PL	:	:	:	:	30	35	30	38	26	32
SI	:	:	:	:	27	27	28	22	26	27
SK	:	:	:	17	15	14	14	9	9	10
BG	:	:	:	29	22	22	22	10	11	10
RO	:	:	:	39	31	21	18	13	17	21
IS	119	68	56	53	50	30	34	33	33	31
NO	39	29	29	28	29	27	29	28	29	31
CH	43	38	36	34	34	34	31	33	31	34
JP	70	73	79	72	65	75	77	65	54	63
US	58	50	50	45	45	44	43	39	38	40

Source: Eurostat, AUVIS domain

T. 3.41: Admissions per seat

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**155**	**138**	**:**	**:**
BE	119	154	174	191	205	195	236	205	221	:
DK	142	149	168	177	198	214	218	214	194	216
DE	158	144	131	171	175	185	186	178	175	201
EL	:	:	:	:	:	:	:	:	:	:
ES	:	43	89	105	116	105	98	107	106	112
FR	125	137	121	141	143	153	172	150	158	174
IE	:	86	:	257	235	261	250	236	253	277
IT	:	:	:	:	:	:	:	:	:	:
LU	:	150	156	217	251	224	316	294	267	277
NL	179	130	149	190	184	213	217	190	205	245
AT	120	102	132	164	168	182	202	209	179	190
PT	130	108	86	104	136	168	:	168	171	190
FI	106	76	93	91	96	107	109	112	120	112
SE	:	73	70	73	76	76	79	83	89	93
UK	:	:	167	176	209	231	212	197	205	213
CZ	:	:	:	:	30	33	32	29	30	53
EE	:	:	:	:	:	244	309	266	304	238
CY	:	:	:	:	:	113	:	88	105	77
LV	:	:	:	:	33	56	59	53	64	46
LT	:	:	:	:	18	20	60	59	78	102
HU	:	:	:	:	96	114	100	123	:	116
MT	:	:	:	:	:	:	:	114	96	104
PL	:	:	:	:	90	106	89	130	92	:
SI	:	:	:	:	97	93	98	80	99	:
SK	:	:	:	:	56	48	49	32	28	30
BG	:	:	:	:	50	52	46	23	31	:
RO	:	:	:	:	84	58	62	32	45	52
IS	290	243	226	207	200	141	166	159	161	:
NO	127	104	113	119	125	121	131	126	:	145
CH	128	129	141	148	150	154	158	151	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

T. 3.42: Seats per screen

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**248**	**257**	**:**	**:**
BE	347	264	239	238	235	237	233	231	229	:
DK	236	177	165	159	155	158	154	149	157	153
DE	271	210	207	190	187	187	189	188	183	184
EL	:	:	:	:	:	:	:	:	:	:
ES	:	762	500	431	382	390	380	367	366	347
FR	313	248	223	211	211	209	208	206	206	204
IE	:	389	:	200	227	193	190	177	186	180
IT	:	:	:	:	:	:	:	:	:	:
LU	:	259	207	182	188	204	213	213	204	204
NL	282	238	217	195	194	201	201	188	187	175
AT	304	250	197	176	166	178	178	143	174	170
PT	561	489	403	295	284	261	:	251	249	224
FI	266	233	195	177	176	172	176	173	172	172
SE	:	215	192	177	174	171	171	171	168	168
UK	:	:	355	341	326	253	249	257	235	232
CZ	:	:	:	:	392	402	380	392	397	260
EE	:	:	:	:	:	22	45	19	47	68
CY	:	:	:	:	:	358	:	320	343	252
LV	:	:	:	:	:	:	:	767	716	698
LT	:	:	:	:	223	227	236	285	248	276
HU	:	:	:	:	277	275	241	194	:	215
MT	:	:	:	:	:	:	:	246	220	223
PL	:	:	:	:	337	335	334	294	280	:
SI	:	:	:	:	283	290	282	279	267	:
SK	:	:	:	:	260	283	283	279	318	333
BG	:	:	:	:	433	425	478	436	353	:
RO	:	:	:	:	368	371	290	410	389	402
IS	410	278	249	254	249	209	203	209	208	:
NO	309	278	253	234	234	224	224	224	:	215
CH	339	293	254	229	226	219	194	216	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

T. 3.43: Average ticket price, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**1.9**	**3.1**	**4.2**	**4.7**	**4.8**	**5.0**	**5.1**	**5.3**	**5.4**	**5.6**
BE	2.6	3.1	3.8	5.0	5.1	5.4	5.2	5.2	5.4	5.6
DK	2.6	3.4	4.3	5.6	6.0	6.0	6.5	6.5	7.0	7.3
DE	2.5	3.3	3.9	5.1	5.2	5.2	5.5	5.4	5.4	5.5
EL	:	1.8	3.2	4.3	4.3	5.2	5.0	5.0	5.1	5.6
ES	1.3	1.9	2.8	3.1	3.3	3.4	3.6	3.8	4.0	4.2
FR	2.7	3.7	4.5	5.3	5.4	5.3	5.3	5.4	5.4	5.5
IE	:	5.1	3.4	3.5	3.5	4.7	4.6	4.8	5.1	5.2
IT	1.4	2.8	4.4	4.1	4.6	5.0	5.0	5.1	5.3	5.3
LU	1.8	2.7	4.3	5.1	5.2	5.5	5.6	5.6	5.6	6.0
NL	2.7	3.9	4.8	5.2	5.3	5.6	5.8	5.6	5.9	6.2
AT	:	3.6	4.0	5.4	5.7	6.0	5.7	5.8	6.3	6.3
PT	0.7	1.2	1.6	2.6	2.9	3.0	3.1	3.6	3.7	3.9
FI	2.6	5.2	6.1	6.4	6.2	6.2	6.4	6.5	6.6	7.1
SE	3.4	5.0	6.7	6.2	7.1	:	:	7.5	8.0	8.1
UK	2.4	2.9	4.8	5.0	4.8	5.2	5.6	6.2	6.6	6.7
CZ	:	:	:	:	0.9	1.2	1.5	1.6	1.9	:
EE	:	:	:	:	1.7	1.9	2.8	3.0	2.9	3.7
CY	:	:	:	:	5.9	4.8	8.7	5.3	5.6	6.4
LV	:	:	:	:	1.1	1.5	1.8	2.1	2.4	2.8
LT	:	:	:	:	0.5	0.9	1.5	1.6	1.9	1.8
HU	:	:	:	:	1.1	1.4	1.5	1.8	2.1	2.5
MT	:	:	:	:	:	:	:	4.4	4.7	4.7
PL	:	:	:	:	:	:	:	2.9	3.0	3.6
SI	:	:	:	:	2.1	3.0	2.7	4.2	4.1	:
SK	:	:	:	:	0.8	1.0	1.2	1.2	1.3	1.6
BG	:	:	:	:	:	:	:	2.1	1.7	:
RO	:	:	:	:	0.4	0.5	0.9	0.7	0.9	1.1
IS	1.8	4.1	5.3	6.5	6.2	6.7	6.7	7.9	8.7	:
NO	1.7	3.5	4.2	4.9	5.2	5.6	5.9	6.3	6.4	6.9
CH	3.0	4.8	5.9	8.4	8.4	8.0	7.9	8.3	8.9	9.4
JP	3.1	6.2	6.4	10.1	9.0	9.2	8.6	10.4	12.7	11.3
US	1.9	4.7	3.3	3.3	3.5	4.0	4.2	4.8	5.9	6.3

Source: Eurostat, AUVIS domain

T. 3.44: 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**	**276**	**280**	**301**	**323**	**298**
BE	135	385	343	518	477	573	480	447 b)	444 b)	:
DK	263	227	172	151	183	170	176	176	192	172
DE	334	309	303	260	287	286	287	327	373	338
EL	:	304	145	183	168	135	169	154	191	220
ES	500	456	328	417	524	481 c)	501 c)	479 c)	523 c)	516 c)
FR	694	456	370	405	410	417	470	528	567	506
IE	:	:	145	168	184	166	156 b)	:	:	:
IT	541	354	461	342	390	380 d)	383 e)	420 e)	415 e)	414 d)
LU	:	266	220	144	140	231	218	221	289	:
NL	336	295	187	254	256	227	232	247	272	248
AT	304	384	292	241	254	249	260	242 b)	236 b)	239 b)
PT	395	:	289	185	207	200	209	181	241	208
FI	236	218	172	138	162	145	148	188	170 f)	165 f)
SE	302	247	212	204	203	201	186	210 g)	223 g)	203 g)
UK	:	:	:	280 h)	284 h)	284	329	393	383	352
CZ	:	:	:	131 b)	167 b)	173 b)	150 b)	158 b)	164 b)	116
EE	:	:	:	85 b)	82 b)	83 b)	82 b)	81	81	105
CY b)	:	:	:	179	186	212	162	118	130	120
LV	:	:	:	:	:	:	:	85	88	141
LT	:	:	:	79 b)	:	:	72 b)	109 b)	125 b)	196
HU	:	:	:	143 b)	159 b)	173 b)	165 b)	176	199	164
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	176 b)	:	157 b)	156	197	204
SI b)	:	:	:	192	145	:	229	85	146	:
SK	:	:	:	125 b)	133 b)	142 b)	108 b)	132	135	160
BG	:	:	:	136 b)	142 b)	101 b)	144 b)	149	143	120
RO b)	:	:	:	108	109	97	89	101	102	135
IS	216	233	179	189	198	188	157	193	164	177
NO	261	268	181	205	202	218	229	237	209	189
CH	:	346	343	:	332	329	350 b)	310 b)	270 b)	238 b)
JP j)	528	583	704	610	598	611	555	568	644	630
US i)	191	389	385	370	420	461	490	442	478	482

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: Finnish Chamber of Film, g) Source: SFI (Swedish Film Institute), h) Source: BFI Handbook, BFI/EDI, i) Source: Motion Picture Association of America, j) Source: Motion Picture Producers Association of Japan

T. 3.45: New feature films of national origin released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**46**	**38**	**33**	**38**	**42**	**44**	**44**	**53**	**56**	**59**
BE	2	3	7	24	31	31	30	:	:	:
DK	14	10	13	13	22	17	23	22	21	24
DE	49	64	48	63	64	61	50	74	75	83
EL	27	33	6	17	10	2 b)	4 b)	5 b)	12 b)	10 b)
ES	:	65	33	59	93	80 c)	65 c)	82 c)	98 c)	109 c)
FR	238	158	129	149	161	170	176	201	225	204
IE	0	2	:	8	5	4	9	:	:	:
IT	160	89	119	75	109	87 d)	92 e)	108 e)	103 e)	108 d)
LU	:	2	1	3	2	2	3	1	0	:
NL	7	16	14	38	36	:	32 f)	20	28	24
AT	8	18	19	22	15	30	24 g)	23 g)	17 g)	12 g)
PT	9	:	4	13	6	7	:	15	13	13
FI	10	13	14	8	10	9	8	16	9 h)	12 h)
SE	24	20	16	24	27	30	20	23 i)	38 i)	25 i)
UK	:	:	:	49	38	82 j)	75 j)	99 j)	86 j)	86 j)
CZ	:	:	:	20 g)	19 g)	20 g)	14 g)	15 g)	19 g)	16
EE	:	:	:	1 g)	0 g)	1 g)	3 g)	2	0	3
CY g)	:	:	:	0	1	2	:	0	2	0
LV	:	:	:	:	:	:	:	1	1	:
LT	:	:	:	3 g)	:	:	0 g)	0 g)	1	:
HU	:	:	:	9 g)	20 g)	16 g)	13	16	22	23
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	20 g)	26 g)	:	21 g)	16	24	27
SI g)	:	:	:	4	3	:	7	4	:	:
SK		:	:	4 g)	4 g)	2 g)	4 g)	2	3	2
BG	:	:	:	2 g)	6 g)	3 g)	1 g)	4	2	4
RO g)	:	:	:	9	6	4	3	3	0	8
IS	3	3	2	7	2	4	2	2	6	4
NO	10	10	10	18	13	18	14	12	9	9
CH g)	:	:	25	:	:	:	28	30	34	27
JP l)	320	319	239	289	278	278	249	270	282	281
US k)	:	257	287	:	:	394	:	:	:	:

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: European Audiovisual Observatory, 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

T. 3.46: New feature films of national origin released for the first time, share of total in %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**12**	**12**	**13**	**15**	**15**	**16**	**16**	**18**	**17**	**20**
BE	1	1	2	5	6	5	6	:	:	:
DK	5	4	8	9	12	10	13	13	11	14
DE	15	21	16	24	22	21	17	23	20	25
EL	:	11	4	9	6	1	2	3	6	5
ES	:	14	10	14	18	17	13	17	19	21
FR	34	35	35	37	39	41	37	38	40	40
IE	:	:	:	5	3	2	6	:	:	:
IT	30	25	26	22	28	23	24	26	25	26
LU	:	1	0	2	1	1	1	0	0	:
NL	2	5	7	15	14	:	14	8	10	10
AT	3	5	7	9	6	12	9	10	7	5
PT	2	:	1	7	3	4	:	8	5	6
FI	4	6	8	6	6	6	5	9	5	7
SE	8	8	8	12	13	15	11	11	17	12
UK	:	:	:	18	13	29	23	25	22	24
CZ	:	:	:	15	11	12	9	9	12	14
EE	:	:	:	1	0	1	4	2	0	3
CY	:	:	:	0	1	1	:	0	2	0
LV	:	:	:	:	:	:	:	1	1	:
LT	:	:	:	4	:	:	0	0	1	:
HU	:	:	:	6	13	9	8	9	11	14
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	15	:	13	10	12	13
SI	:	:	:	2	2	:	3	5	:	:
SK	:	:	:	3	3	1	4	2	2	1
BG	:	:	:	1	4	3	1	3	1	3
RO	:	:	:	8	6	4	3	3	0	6
IS	1	1	1	4	1	2	1	1	4	2
NO	4	4	6	9	6	8	6	5	4	5
CH	:	:	7	:	:	:	8	10	13	11
JP	61	55	34	47	46	45	45	48	44	45
US	:	66	75	:	:	85	:	:	:	:

Source: Eurostat, AUVIS domain

T. 3.47: New feature films of US origin released for the first time

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**123**	**153**	**146**	**132**	**141**	**140**	**142**	**138**	**148**	**137**
BE	63	:	177	263	204	265	217	178	182	:
DK	144	139	120	91	110	89	101	95	108	92
DE	109	146	155	135	150	135	146	132	165	144
EL	:	178	116	114	107	100	103 b)	120 b)	134 b)	137 b)
ES	:	179	173	191	207	212 c)	240 c)	216 c)	257 c)	223 c)
FR	135	121	138	139	141	144	173	183	194	162
IE	:	:	:	112	133	115	114	:	:	:
IT	141	152	227	179	189	182 d)	183 e)	178 e)	:	179 d)
LU	:	118	110	90	91	130	120	112	138	:
NL	141	192	118	121	138	130	120 f)	119	116	107
AT	107	192	154	129	142	121 g)	132 g)	119 g)	130 g)	128 g)
PT	131	:	187	89	138	133	138	118	136	129
FI	111	125	110	86	87	88	82	100	105 h)	94 h)
SE	145	141	112	95	104	108	106	108	120 i)	112 i)
UK	:	:	:	153	170	153 j)	159 j)	148 j)	140 j)	:
CZ	:	:	:	85 g)	103 g)	115 g)	98 g)	84 g)	94 g)	73
EE	:	:	:	68 g)	:	:	:	57	69	79
CY g)	:	:	:	159	164	198	142	107	116	97
LV	:	:	:	:	:	:	:	64	75	100
LT	:	:	:	40 g)	:	:	53 g)	73 g)	91 g)	171
HU	:	:	:	98 g)	99 g)	118 g)	110 g)	119	125	93
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	98 g)	119 g)	:	96 g)	93	116	109
SI g)	:	:	:	152	117	:	174	58	114	:
SK		:	:	77 g)	99 g)	106 g)	80 g)	82	82	95
BG	:	:	:	118	121	85	110	116	105	91
RO g)	:	:	:	74	86	80	76	72	91	108
IS	135	189	158	140	159	149	133	158	132	131
NO	131	150	115	107	114	121	126	129	117	105
CH	:	171	196	:	:	:	240 g)	225 g)	115 g)	110 g)
JP k)	141	180	248	176	175	169	152	158	:	:
US	:	257	287	:	:	:	:	:	:	:

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: EAO, 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

T. 3.48: New feature films of US origin released for the first time, share of total in %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**33**	**47**	**56**	**51**	**51**	**51**	**51**	**46**	**46**	**46**
BE	47	:	52	51	43	46	45	40	41	:
DK	55	61	70	60	60	52	57	54	56	53
DE	33	47	51	52	52	47	51	40	44	43
EL	:	59	80	62	64	74	61	78	70	62
ES	:	39	53	46	40	44	48	45	49	43
FR	19	27	37	34	34	35	37	35	34	32
IE	:	:	:	67	72	69	73	:	:	:
IT	26	43	49	52	48	48	48	42	:	43
LU	:	44	50	63	65	56	55	51	48	:
NL	42	65	63	48	54	57	52	48	43	43
AT	35	50	53	54	56	49	51	49	55	54
PT	33	:	65	48	67	67	66	65	56	62
FI	47	57	64	62	54	61	55	53	62	57
SE	48	57	53	47	51	54	57	51	54	55
UK	:	:	:	55	60	54	48	38	37	:
CZ	:	:	:	65	62	66	65	53	57	63
EE	:	:	:	80	:	:	:	70	85	75
CY	:	:	:	89	88	93	88	91	89	81
LV	:	:	:	:	:	:	:	75	85	71
LT	:	:	:	51	:	:	74	67	73	87
HU	:	:	:	69	62	68	67	68	63	57
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	68	:	61	60	59	53
SI	:	:	:	79	81	:	76	68	78	:
SK	:	:	:	62	74	75	74	62	61	59
BG	:	:	:	87	85	84	76	78	73	76
RO	:	:	:	69	79	82	85	71	89	80
IS	63	81	88	74	80	79	85	82	80	74
NO	50	56	64	52	56	56	55	54	56	56
CH	:	49	57	:	:	:	69	73	43	46
JP a)	27	31	35	29	29	28	27	28	:	:
US	:	66	75	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

a) Source: Motion Picture Producers Association of Japan

4. DVD and video market

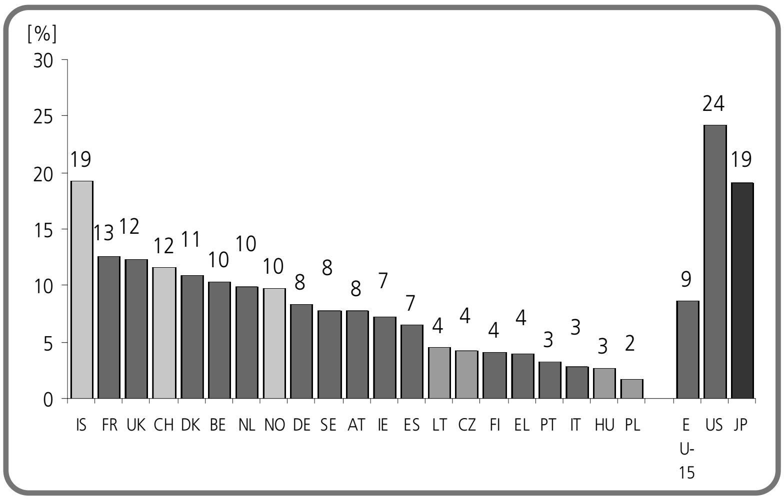
The total DVD and video market increased by 20% in 2001

The total DVD and video market in the EU increased by 1.5 billion EUR (+20%) reaching 8.9 billion euro in 2001. The US market increased 14%, totalling 22.9 billion euro. Sales of pre-recorded videocassettes still account for the majority of sales in the EU-15 (41%), but the format lost 12 percentage points compared to 2000. This was mainly due to the gain of market share for retail DVD sales, which increased 1.6 billion euro (32% of the market). Including sales and rentals, the DVD format accounts for 36% of the turnover in the EU and 34% in the US. A large difference between the US and the EU-15 is the VHS rentals market: 42% in the US against 24% in the EU-15.

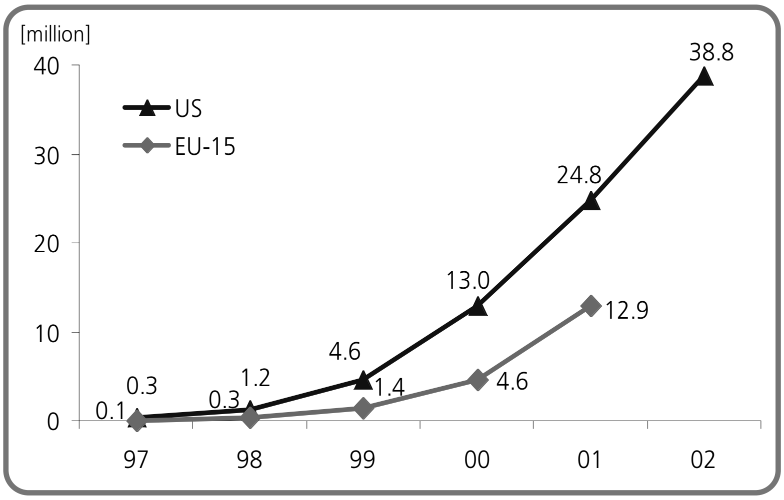
Several large companies announced the DVD (digital versatile disc) standard in November 1995. In 1998 only few households owned a DVD player: 284 thousand, or 0.2% of all EU-15 households. Eurostat estimates (see also table 4.2 on page 74) that at least 8.3 million DVD players were sold in the EU-15 in 2001, resulting in an increase of the share of DVD households to 8.6%.

As the DVD market in Europe is just emerging, it may be too early to draw any further conclusions than to note that Iceland (19.2%), France (12.6%) and the UK (12.3%) had relatively high household penetration rates in 2001. Still, the US was the largest market for DVD by the end of 2001, with an installed base of 25 million players. In 2002 the number of DVD households in the US increased to 39 million. United Kingdom, France and Germany each have about three million DVD players, accounting for 70% of the stock in the EU-15.

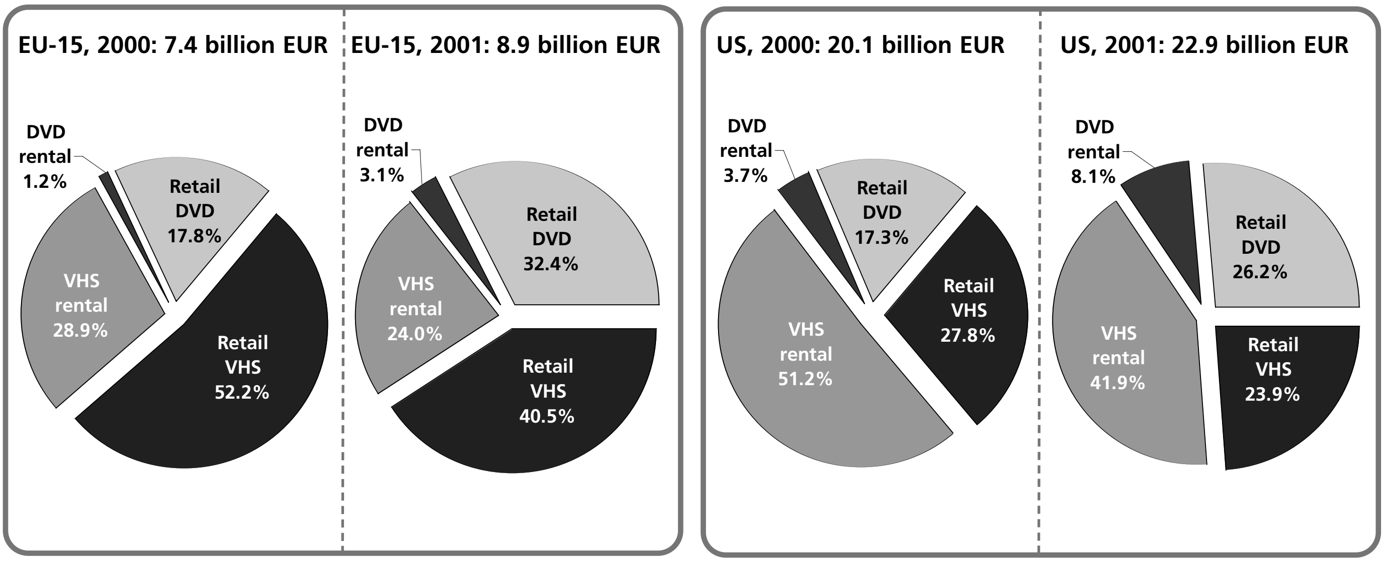
F. 4.1: Share of TV households owning DVD player in 2001



F. 4.2: DVD player households,1997 - 2002



F. 4.3: Consumer spending on video cassettes and DVDs in the EU and in the US comparing 2000 with 2001



Compared to the United States, Europe is about one year behind in number of DVD players sold. There were 1.4 million DVD households in 1999, 4.6 million in 2000 and 12.9 million in 2001 in EU-15 compared to 1.2 million in the US in 1998, 4.6 million in 1999 and 13.0 million in 2000.

DVD equipment: 2.7 billion euro spend on DVD players in the EU in 2001

According to EAO, the French invested 536 million euro on DVD players. The British spent slightly less: 490 million euro, followed by the Germans (403 million euro). Eurostat estimates the average DVD player purchase amounted to 330 euro in 2001.

118 million DVDs sold in 2001 in the EU

The DVD market is expected to continue 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) has encouraged 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.

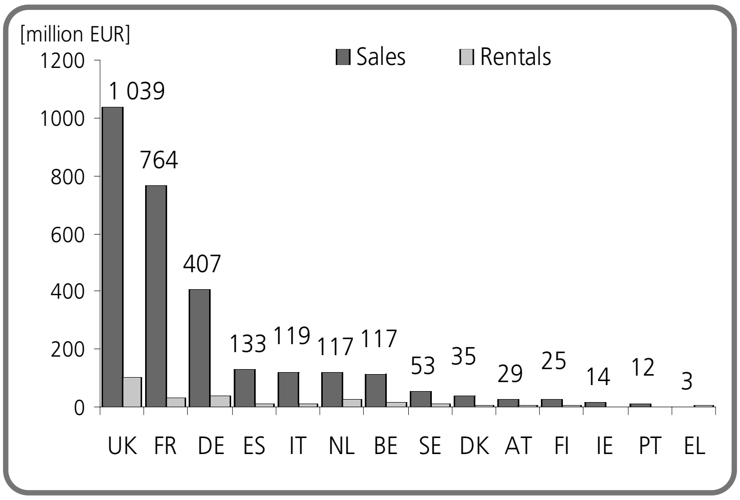
Since its 1997 introduction, DVD technology has gained on VHS and VCRs. DVD players use CD-size disks to play full-length films with sharp video images and dynamic sound.

EU-15 households bought 118 million discs in 2001 generating a total turnover of 2.9 billion euro. Compared to 2000, the revenues increased 119%, confirming the potential for growth of this new technology. Three quarter of the sales turnover came from three countries: United Kingdom, France and Germany. 41.3 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.

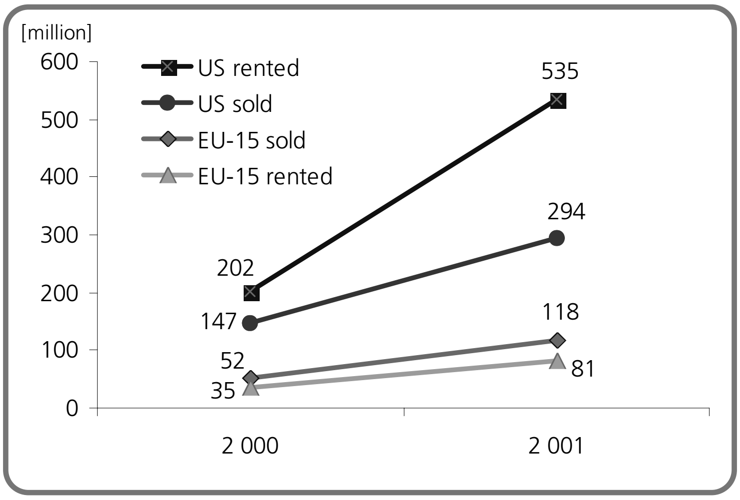
T. 4.1: Household expenditure on DVD players, million EUR, Source: European Audiovisual Observatory

	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**1 640**	**2 673**
BE	2	11	20	47
DK	:	:	:	:
DE	29	117	252	403
EL	:	:	:	:
ES	7	35	87	195
FR	3	177	327	536
IE	:	:	:	:
IT	7	33	74	101
LU	:	:	:	:
NL	4	29	58	97
AT	2	7	19	34
PT	:	:	:	:
FI	:	:	:	:
SE	:	:	36	40
UK	16	125	287	490
CZ	:	:	6	9
HU	:	:	8	12
SK	:	:	2	2
IS	:	:	:	:
NO	:	:	:	:
CH	7	25	46	63

F. 4.4: Turnover from DVD sales and rentals in EU Member States in 2001



F. 4.5: DVDs sold and rented in the EU and US in 2000 and 2001



DVD households in the EU-15 seem to be more active in buying DVDs (9.2 per DVD household) than VCR households buying video cassettes (with only 2.4 video cassettes sold per VCR household), even though the average DVD is nearly twice as expensive as the average video cassette (24 euro against 13 euro).

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 2001 amounted to 14 billion euro, of which 41% was spend on VHS, 37% on cinema exhibition and 22% on DVD.

Among the EU Member States, Portuguese, British, and Finns buy most DVDs per DVD player household (18, 14 and 13 DVDs respectively). The average number of titles released on DVD per EU country has increased strongly and overtook the video cassette releases: About 1 250 titles on video, against 1 830 on DVD.

On average, 1830 different titles for sale were released in 2001 per EU country. In Finland the number of titles on DVD reached 4400 different titles and 3000 different titles were available in the UK in 2001.

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 in the EU-15 was 24 euro in 2001. The average sales price in the United States was 17% lower than the average EU-15 price: 20 euro (using average exchange rate of 2001).

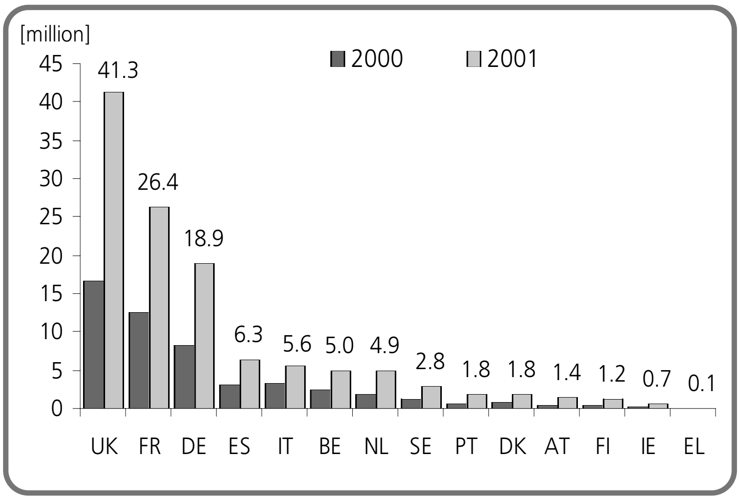
81 million DVDs rented in 2001 in the EU

Among rentals, VHS still dominates. In 2001, 648 million VHS videos were rented at EU-15 video stores. But DVD film rentals increased in 2001 to 81 million, up from 35 million in 2000.

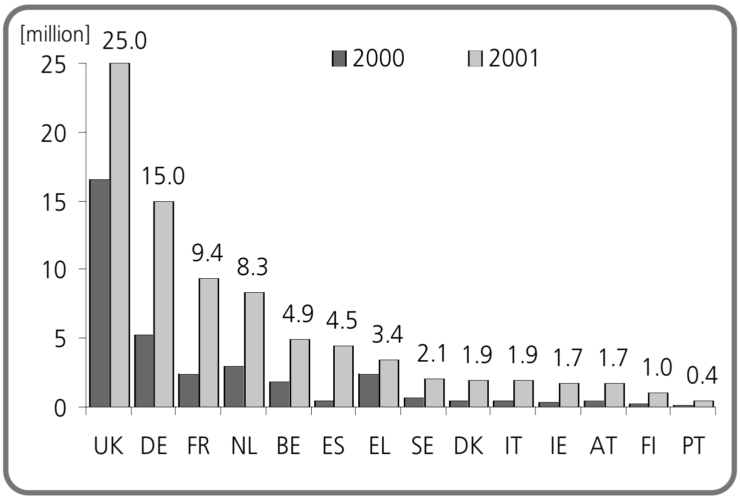
EU-15 households rented 81 million DVD discs in 2001 generating a total turnover of 277 million euro. Compared to 2000, the revenues increased 224%.

The average rentals price for a DVD in the EU-15 was 3.4 euro, slightly cheaper than in the US (3.5 euro).

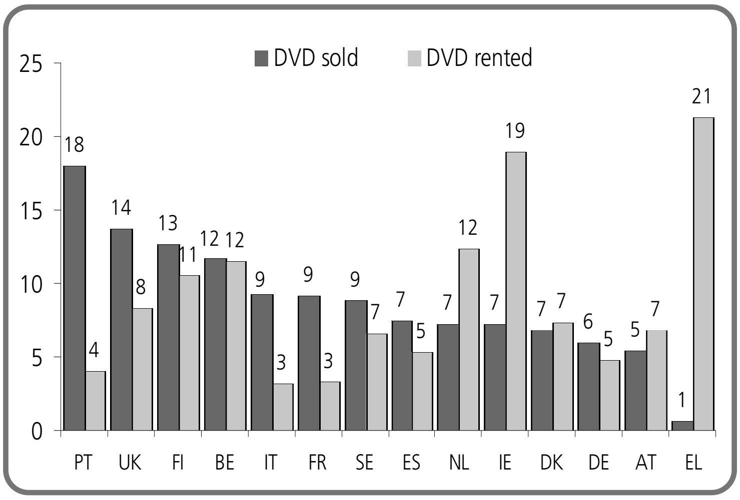
F. 4.6: DVDs sold in EU Member States in 2000 and 2001



F. 4.7: DVDs rented in EU Member States in 2000 and 2001



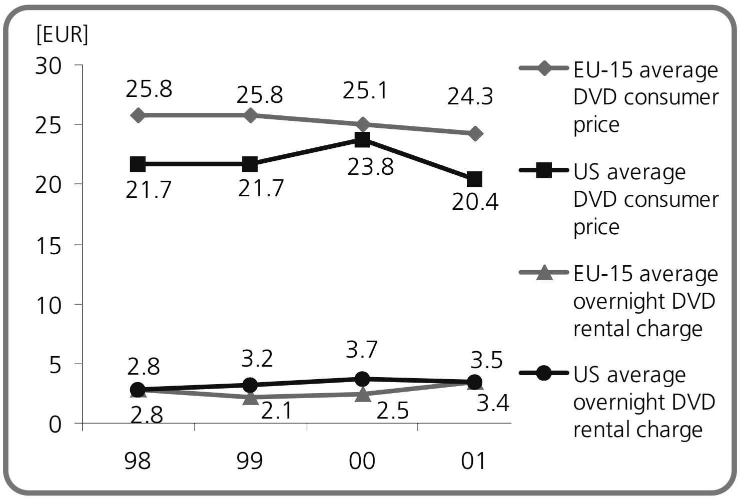
F. 4.8: Number of DVDs sold and rented per DVD household in EU Member States in 2001



DVD households in EU-15 rented an average of 6.3 DVD films in 2001 while VCR owners rented about 5.7 VHS films.

European market shows different consumption preferences: Italian, Portuguese and French residents buy DVDs while the Greek, Irish and Dutch residents rent.

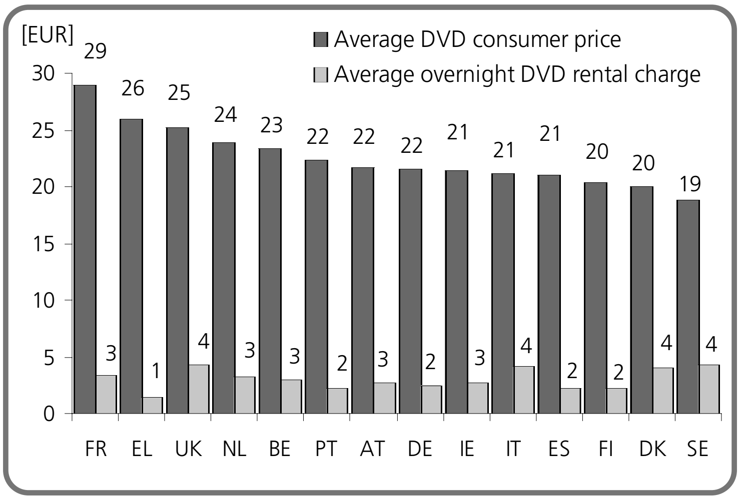
F. 4.9: Average DVD consumer price and overnight rentals charge, 1998 - 2001



Nearly 76% of EU's TV households were equipped with a video player in 2001

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 five EU countries, as well as in Iceland Norway and Switzerland, United States and Japan, the penetration of VCRs in TV households exceeds 80%. On the other end of the scale, just 37% of the Greek TV households own VCRs. In the Candidate countries, except in Poland, the VCR household penetration was low.

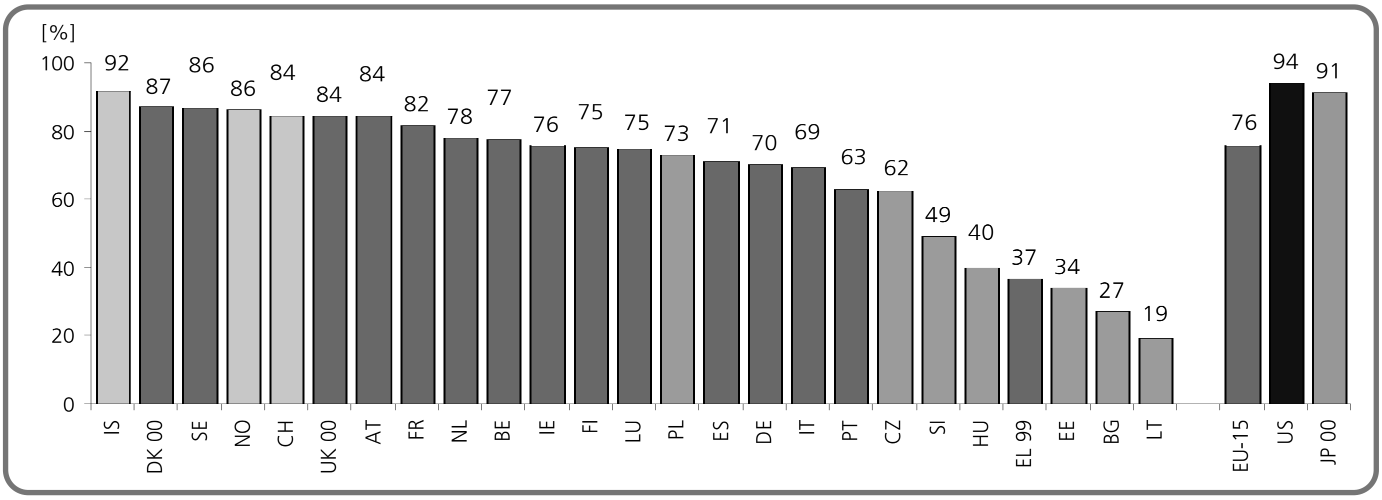
F. 4.10: Average DVD consumer price and overnight rentals charge in EU Member States in 2001



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 2001 was 5.7 billion euro, which is only 38% of the size of the US market: 15.1 billion euro. The value of the Japanese video market in 1998 was 4 billion euro.

F. 4.11: Share of TV households owning VCR in 2001



In 1990, rentals 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 and in Japan the sales increased threefold during the nineties, while the rentals increased marginally, but rentals still dominate with two thirds of the total video market.

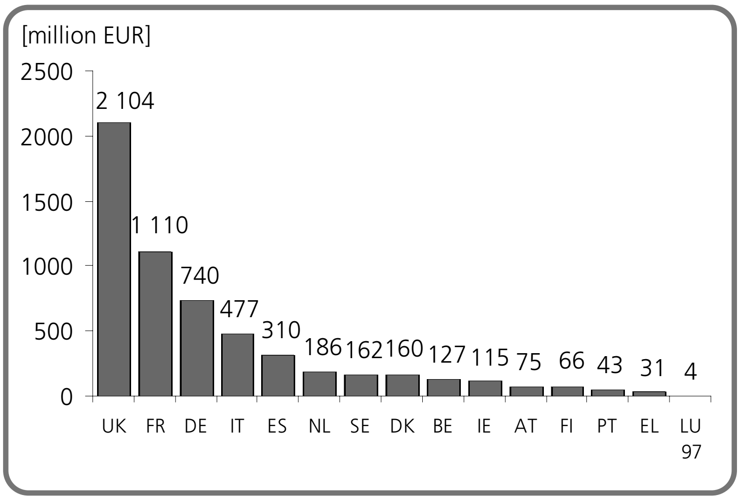
Two thirds of the total turnover in the EU-15 came from three Member States: United Kingdom (1.4 billion euro from sales and 0.7 billion euro from rentals), France (0.9 billion euro and 0.2 billion euro) and Germany (0.4 billion euro and 0.4 billion euro).

If comparing the turnover per capita, the disparities are significant. Sales of video cassettes per capita reached 9.5 euro in the EU-15, which was one half of the sales per capita in the United States (19.2) and lower than in Japan with 10.8 euro per capita in 1998. Among the EU Member States, only the UK (22.6 euro per head) exceeds the United States' spend on buying videocassettes. Second was Denmark with 18 euro followed by France with 15 euro per head. The lowest spend on video sales was recorded in Greece, Portugal and Spain (0.8 euro, 2.9 euro and 3.2 euro per head).

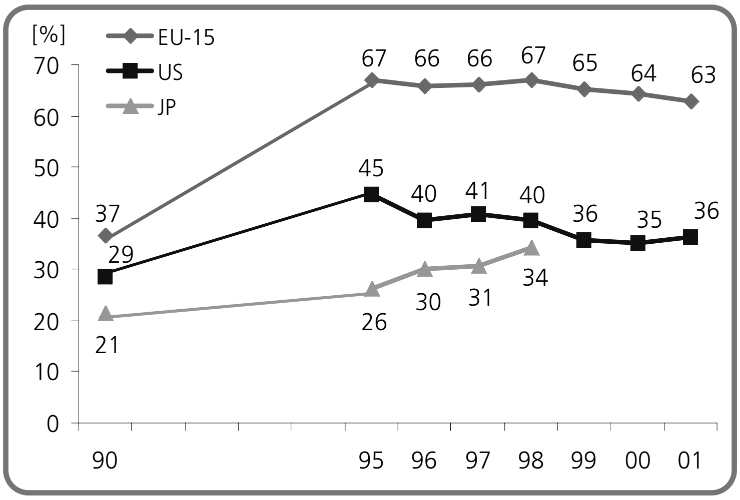
EU-15 citizens spend about half as much (5.6 euro per capita) on renting videocassettes as on buying. The average American spends more on renting than buying (34 euro). No other country in this comparison spends more on video rentals per capita than Iceland (38 euro), which also can explain the relatively high number of outlets renting videos.

The two Member States with the highest number of outlets renting videos also had the highest spend on renting video cassettes per capita: Ireland (19.3 euro) and Denmark (12.2 euro). Greeks and Portuguese spend only little on video rentals.

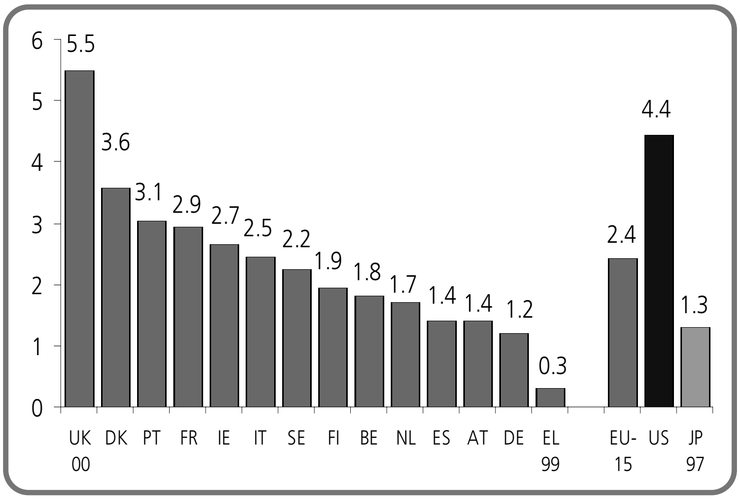
F. 4.12: Home video sales and rentals in EU Member States in 2001



F. 4.13: Share of home video sales in home video sales and rentals



F. 4.14: Home videos sold per VCR household in 2001



Sales of video cassettes soaring

Nearly 275 million videocassettes were sold in the EU-15 in 2001, of which 94 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 higher than the Americans': 4.4 cassettes against 5.5. In the EU-15, the average purchases were just 2.4 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 6% during the same period. The situation is different in the United States. Sales increased twice in the United States, whilst rentals increased 32% since 1996. 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.

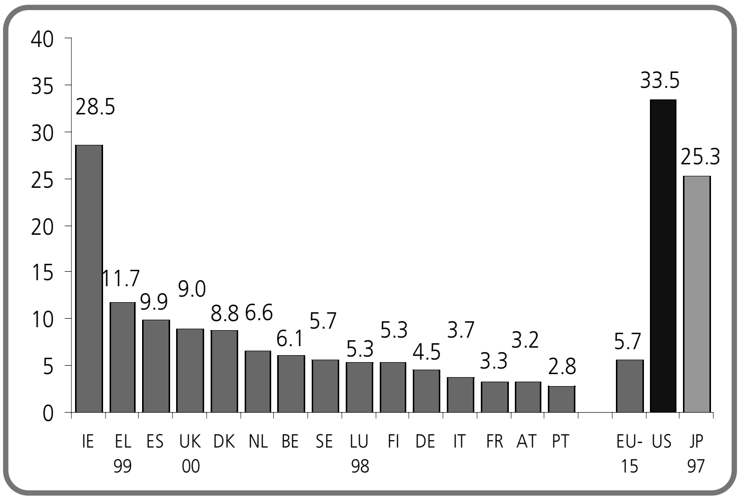
The average EU-15 VCR household rents videocassettes 5.7 times per year. Video cassette rentals is nearly six times as popular in the American VCR households: 33.5 times per year. Among the EU Member States, only Ireland shows high levels of video rentals: 28.5 rentals per video household and year. Greece was second with 11.7 rentals per VCR household per year. It was very popular to rent videos in Iceland, 33 rentals per year per VCR household.

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

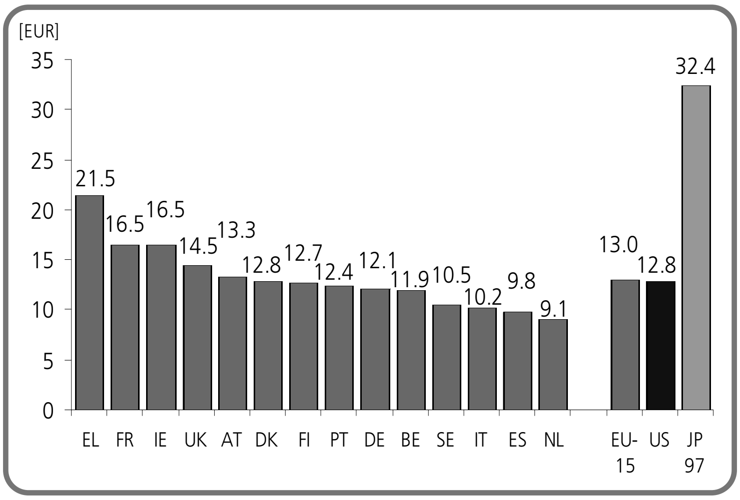
The average price per videocassette sold in the EU was 13.0 euro in 2001. The average sales price was much higher in Japan, 32.4 ECU (data for 1997), which may explain the relatively low sales figures. The average sales price in the United States was nearly the same as the average EU-15 price: 12.8 euro in 2001.

The average rentals price for a videocassette in the EU-15 was 8% higher than in the United States (3.3 euro versus 3.0 euro) in 2001.

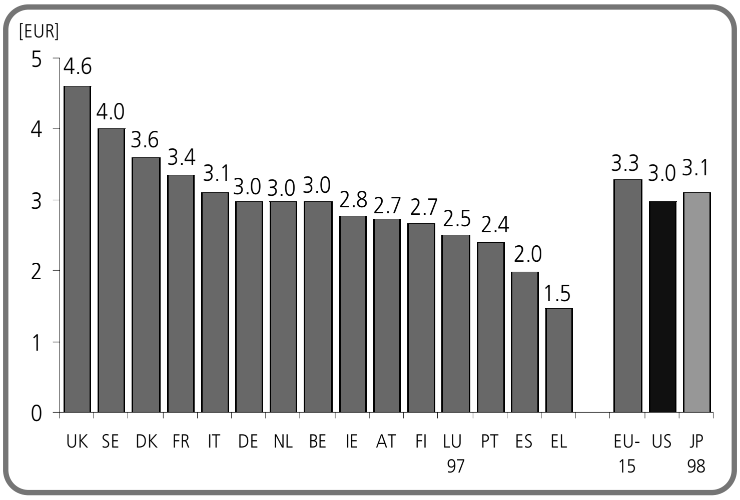
F. 4.15: Home videos rented per VCR household in 2001



F. 4.16: Average home video consumer price in 2001



F. 4.17: Average overnight home video rentals charge in 2001



Decrease in rentals outlets and stagnation in sales outlets

There has been a decline of 39% in the number of rentals outlets in the Nineties: from 40 thousand in 1990 to 24 thousand in 2001. During the same time, the number of outlets selling videos has stayed at the same level 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 2001 the growth was more moderate, with the number of outlets selling videos in Europe increasing from 40 to 42 thousand.

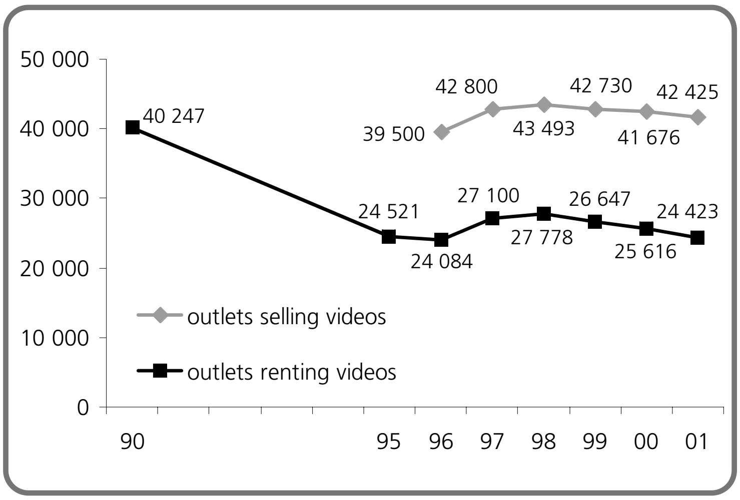
One exception was Iceland with more than 6 times as many rentals stores than selling stores, which is reflected in the spend on rentals per capita.

Big differences in outlet density among EU Member States

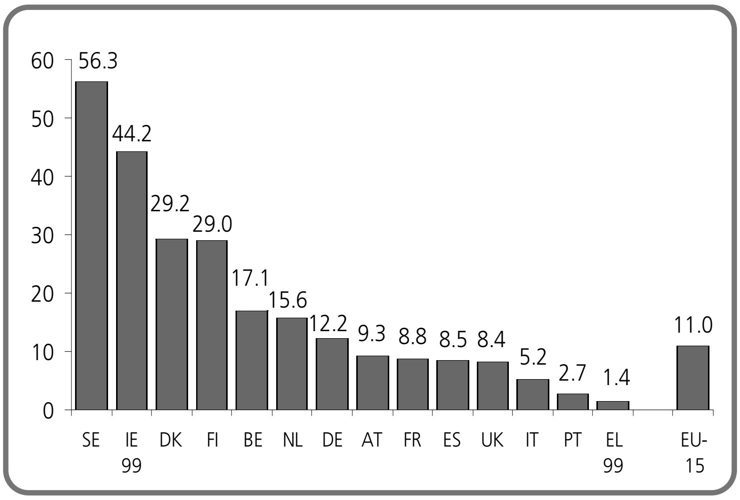
Sweden has the highest number of outlets selling videos per 100 000 inhabitants (56.3), followed by Ireland (44.2) and Denmark (29.2). The average in the EU-15 is 11.0, lower than in the United States (18.8) and Japan (14.7). On the other end of the scale was Greece with just 1.4 shops per 100 000 inhabitants, followed by Portugal (2.7) and Italy (5.2).

Iceland had the highest density of stores renting videos (72.7 outlets per 100 000 inhabitants). In the EU-15, Denmark is highest (41.8), followed by Ireland (26.8) and Finland (19.3). France is lowest with just 2.0 outlets per 100 000 inhabitants renting videos.

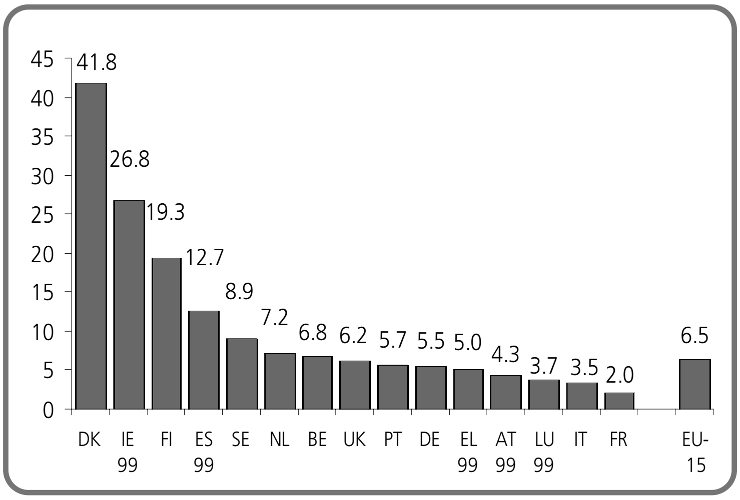
F. 4.18: Number of outlets selling and renting videos in the EU



F. 4.19: Number of outlets selling videos per 100 000 inhabitants in 2001



F. 4.20: Number of outlets renting videos per 100 000 inhabitants in 2001



T. 4.2: DVD player households, thousand

	1997	1998	1999	2000	2001	2002
EU-15 a)	**82**	**284**	**1 372**	**4 634**	**12 884**	**:**
BE	1	7	55	184	425	:
DK	1	8 b)	20 b)	120 c)	260 c)	:
DE	2	40	340	1 182	3 153	:
EL	0	3	15	50 h)	160 h)	:
ES	0	40	125	300 c)	850 c)	:
FR	70	118	359	1 188	2 888	:
IE	0	1	8	30 h)	90 h)	:
IT	2	18	83	300	605	:
LU	0	0	2	:	:	:
NL	1	10	69	212	672	:
AT	0	2	17	60 h)	250 h)	:
PT	0	4	13	30 h)	100 h)	:
FI	0	3	13	45 d)	95 d)	:
SE	1	6	31	103	317	:
UK	4	24 e)	223 e)	823 e)	3 000 e)	:
CZ h)	:	7	11	60	170	:
EE	:	:	:	:	:	:
CY	:	:	:	:	:	:
LV	:	:	:	:	:	:
LT	:	:	:	:	64	:
HU c)	:	:	10	16	98	:
MT	:	:	:	:	:	:
PL c)	:	:	20	100	200	:
SI	:	:	:	:	:	:
SK	:	:	:	:	:	:
BG	:	:	:	:	:	:
RO	:	:	:	:	:	:
IS	0	1 f)	2 f)	9	19	:
NO	1	3	23	83 c)	191 c)	:
CH	0	6	51	140 h)	350 h)	:
JP h)	:	310	670	1 420	3 120	:
US g)	300	1 200	4 600	13 000	24 800	38 800

DVD player households: see definition on the page 155, a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available, b) Source= AVL (BFE), c) Source: Screen Digest/IVF, d) Source: Finnpanel, e) 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, f) Estimates from different sources, among others Screen Digest (SD) and Social Science Research Institute at the University of Iceland (Consumer Surveys) (SSRI)/SI, g) Source: Motion Picture Association of America, Adams Media Research, by installed consumer base per year, h) Source: EAO

T. 4.3: DVD sales and rentals (total), million ECU/EUR

	DVD disc sales and rental				DVD disc sales in total DVD sales and rental (%)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15	**48.5**	**396.8**	**1 391.7**	**3 141.1**	**98.4**	**96.2**	**93.9**	**91.2**
BE	1.8	19.7	68.2	131.2	99.5	91.2	91.8	88.9
DK	2.0	5.4	19.2	43.2	98.5	90.1	90.8	81.9
DE	11.5	44.0	183.0	447.3	99.7	96.4	93.1	90.9
EL	0.4	2.3	6.3	7.6	100.0	91.3	42.9	34.2
ES	3.9	26.6	69.5	142.3	100.0	99.2	98.6	93.1
FR	15.5	129.5	379.7	795.1	100.0	98.9	97.9	96.1
IE	0.1	1.6	7.1	15.5	100.0	81.3	88.7	89.7
IT	3.5	27.1	73.4	131.7	100.0	99.3	98.5	90.2
LU	:	:	:	:	:	:	:	:
NL	1.7	17.3	61.3	143.4	100.0	84.0	86.7	81.5
AT	0.4	3.3	10.7	34.1	100.0	87.9	87.9	85.9
PT	0.4	1.6	4.1	12.8	100.0	93.8	92.7	93.0
FI	0.8	3.9	11.7	29.0	62.6	:	88.9	84.5
SE	0.9	7.5	28.3	64.6	100.0	78.7	86.9	81.3
UK	5.1	107.0	469.3	1 143.3	92.2	96.5	92.3	90.9
CZ	:	1.4	4.0	8.6	:	85.7	87.5	84.9
EE	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:
LV	:	:	:	0.2	:	:	:	100.0
LT	:	:	:	:	:	:	:	:
HU	0.2	1.4	2.8	9.0	100.0	100.0	89.3	94.4
MT	:	:	:	:	:	:	:	:
PL	1.1	4.5	9.1	23.8	100.0	86.7	90.1	88.2
SI	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:
IS	0.2	0.9	2.3	3.4	97.8	100.0	100.0	83.6
NO	1.5	4.5	8.3	41.4	100.0	99.4	89.4	45.9
CH	3.1	23.9	59.1	117.9	100.0	:	:	92.6
JP	:	:	:	:	:	:	:	:
US	366.4	1 371.8	4 236.6	7 861.5	95.1	93.4	82.5	76.5

T. 4.4: DVD sales and DVD rentals, million ECU/EUR

		DVD disc sales				DVD disc rental			
		1998	1999	2000	2001	1998	1999	2000	2001
EU-15		**47.7**	**381.9**	**1 306.3**	**2 864.1**	**0.8**	**14.9**	**85.4**	**277.0**
BE	a)	1.8	17.9	62.6	116.6	0.0	1.7	5.6	14.6
DK	a)	2.0	4.9	17.4	35.4	0.0	0.5	1.8	7.8
DE		11.4	42.4	170.4	406.7	0.0	1.6	12.6	40.6
EL	a)	0.4	2.1	2.7	2.6	0.0	0.2	3.6	5.0
ES	a)	3.9	26.4	68.5	132.5	0.0	0.2	1.0	9.8
FR	a)	15.5	128.1	371.6	763.7	0.0	1.5	8.1	31.4
IE	c)	0.1	1.3	6.3	13.9	0.0	0.3	0.8	1.6
IT		3.5	26.9	72.3	118.8	0.0	0.2 a)	1.1 a)	12.9
LU		:	:	:	:	:	:	:	:
NL		1.7	14.5	53.1	116.9 a)	0.0	2.8	8.2	26.5 a)
AT	c)	0.4	2.9	9.4	29.3	0.0	0.4	1.3	4.8
PT		0.4	1.5	3.8	11.9	0.0	0.1	0.3	0.9
FI	b)	0.5	3.9	10.4	24.5	0.3	:	1.3	4.5
SE	a)	0.9	5.9	24.6	52.5	0.0	1.6	3.7	12.1
UK		4.7	103.2	433.2	1 038.8	0.4	3.8	36.1	104.5
CZ	c)	:	1.2	3.5	7.3	:	0.2	0.5	1.3
EE		:	:	:	:	:	:	:	:
CY		:	:	:	:	:	:	:	:
LV		:	:	:	0.2	:	:	:	0.0
LT		:	:	:	:	:	:	:	:
HU	a)	0.2	1.4	2.5	8.5	:	:	0.3	0.5
MT		:	:	:	:	:	:	:	:
PL	a)	1.1	3.9	8.2	21.0	0.0	0.6	0.9	2.8
SI		:	:	:	:	:	:	:	:
SK		:	:	:	:	:	:	:	:
BG		:	:	:	:	:	:	:	:
RO		:	:	:	:	:	:	:	:
IS		0.2	0.8	2.1	2.8	0.0	0.1	0.2	0.6
NO		1.5 a)	4.4 a)	6.5 a)	19.0 a)	0.0	0.1	1.8	22.4
CH	c)	3.1	23.5	56.4	109.2	0.0	0.4	2.7	8.7
JP		:	:	:	:	:	:	:	:
US	a)	348.5	1 280.8	3 493.9	6 010.3	17.8	91.0	742.7	1 851.2

Source: Eurostat AUVIS domain
a) Source: Screen Digest/IVF
b) Source: Finnish Film Distributors Association
c) Source: EAO

T. 4.5: DVDs sold, thousand

		DVD disc sold				DVD disc sold per DVD household			
		1998	1999	2000	2001	1998	1999	2000	2001
EU-15		**1 851**	**14 802**	**52 084**	**118 020**	**6.5**	**10.8**	**11.2**	**9.2**
BE	a)	67	689	2 553	4 980	10.2	12.6	13.9	11.7
DK	a)	60	183	898	1 770	7.5	9.2	7.5	6.8
DE		450	2 100	8 200	18 900	11.4	6.2	6.9	6.0
EL	a)	14	77	100	100	4.1	5.0	2.0	0.6
ES	a)	162	1 100	3 000	6 300	4.1	8.8	10.0	7.4
FR		550	4 200	12 500	26 400 a)	4.7	11.7	10.5	9.1
IE	a)	5	77	260	650	7.1	10.0	8.7	7.2
IT		200	1 100	3 300	5 600	11.1	13.3	11.0	9.3
LU		:	:	:	:	:	:	:	:
NL		60	500	1 900	4 880 a)	6.1	7.3	9.0	7.3
AT	a)	14	121	420	1 350	6.1	7.0	7.0	5.4
PT	b)	16	187	662	1 797	4.0	15.0	22.1	18.0
FI	c)	20	160	500	1 200	6.5	12.2	11.1	12.6
SE		38	308	1 191	2 793	6.4	10.0	11.6	8.8
UK	e)	195	4 000	16 600	41 300	8.1	17.9	20.2	13.8
CZ	f)	10	50	150	310	1.4	4.5	2.5	1.8
EE		:	:	:	:	:	:	:	:
CY		:	:	:	:	:	:	:	:
LV		:	:	:	9	:	:	:	:
LT		:	:	:	:	:	:	:	:
HU	f)	10	60	110	360	:	6.0	6.9	3.7
MT		:	:	:	:	:	:	:	:
PL	f)	60	240	450	1 260	:	12.0	4.5	6.3
SI		:	:	:	:	:	:	:	:
SK		:	:	:	:	:	:	:	:
BG		:	:	:	:	:	:	:	:
RO		:	:	:	:	:	:	:	:
IS	d)	5	24	69	97	10.0	14.1	7.7	5.1
NO	a)	43	175	300	1 300	15.9	7.7	3.6	6.8
CH	f)	103	737	2 110	4 110	18.1	14.5	15.1	11.7
JP		:	:	:	:	:	:	:	:
US	a)	16 000	59 000	147 000	294 000	13.3	12.8	11.3	11.9

Source: Eurostat AUVIS domain
a) Source: Screen Digest/IVF, 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: British Video Association
f) Source: EAO

T. 4.6: DVDs rented, thousand

	DVD discs rented (1 000)				DVD discs rented per DVD household			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15	**280**	**7 015**	**34 711**	**81 200**	**1.0**	**5.1**	**7.5**	**6.3**
BE a)	4	538	1 871	4 900	0.6	9.9	10.2	11.5
DK	9	138	442	1 900	1.1	6.9	3.7	7.3
DE	13	500	5 200	15 000	0.3	1.5	4.4	4.8
EL a)	1	:	2 400	3 400	0.3	:	48.0	21.3
ES a)	27	100	500	4 500	0.7	0.8	1.7	5.3
FR	15	452	2 360	9 400 a)	0.1	1.3	2.0	3.3
IE	2	96	289	1 700	2.9	12.5	9.6	18.9
IT a)	5	60	500	1 900	0.3	0.7	1.7	3.1
LU	:	:	:	:	:	:	:	:
NL	6	500	3 000	8 300 a)	0.6	7.3	14.2	12.4
AT a)	1	152	464	1 700	0.4	8.8	7.7	6.8
PT b)	1	63	165	400	0.3	5.0	5.5	4.0
FI c)	1	126	260	1 000	0.3	9.6	5.8	10.5
SE	0	290	660	2 100	0.0	9.4	6.4	6.6
UK e)	194	4 000	16 600	25 000	8.1	17.9	20.2	8.3
CZ e)	:	120	360	920	:	10.9	6.0	5.4
EE	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:
LV	:	:	:	7	:	:	:	:
LT	:	:	:	:	:	:	:	:
HU e)	:	0	150	280	:	0.0	9.4	2.9
MT	:	:	:	:	:	:	:	:
PL e)	:	240	410	1 160	:	12.0	4.1	5.8
SI	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:
IS d)	1	25	52	130	2.0	14.7	5.8	6.8
NO a)	0	17	320	2 880	0.0	0.7	3.9	15.1
CH e)	1	110	710	2 320	0.2	2.2	5.1	6.6
JP	:	:	:	:	:	:	:	:
US a)	6 400	28 000	202 000	535 000	5.3	6.1	15.5	21.6

Source: Eurostat AUVIS domain
a) Source: Screen Digest/IVF, 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: EAO

T. 4.7: Average prices and releases for DVD sales

	Average DVD consumer price (ECU/EUR)				DVD titles released for sale			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15	**26**	**26**	**25**	**24**	**163**	**545**	**993**	**1 830**
BE a)	27	26	25	23	275	722	1 167	2 220
DK a)	33	27	19	20	92	344	500	700
DE a)	25	20	21	22	300	700	1 200	2 200
EL a)	29	27	27	26	50	350	580 b)	750 b)
ES	24	24	23	21	300	441	712	978
FR a)	28	30	30	29	197	730	1 440	2 100
IE	20	23	24	21	142 b)	960 b)	1 734 b)	2 970 b)
IT	17	24	22	21	120	320	500 a)	750
LU	:	:	:	:	:	:	:	:
NL a)	29	29	28	24	125	400	1 600	2 500
AT	29	24	22	22	300 b)	700 b)	1 200 b)	:
PT	25	24	23	22	50	350 b)	450 b)	624 b)
FI b)	25	24	21	20	95	400	580	4 400
SE a)	25	19	21	19	96	255	500	600
UK	24	26	26	25	142 a)	960 a)	1 734 a)	3 000
CZ b)	:	24	23	24	300	700	1 200	2 200
EE	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:
HU a)	20	23	23	24	60	430	500	600
MT	:	:	:	:	:	:	:	:
PL a)	18	16	18	17	57	320	510	700
SI	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:
IS	44	32	31	29	83	310	331	441
NO	34	25	22	15	96	255	392	744
CH b)	30	32	27	27	300	1 000	1 000	1 500
JP	:	:	:	:	:	:	:	:
US a)	22	22	24	20	1 500	5 000	8 500	13 000

Source: Eurostat AUVIS domain
a) Source: Screen Digest
b) Source: EAO

T. 4.8: Average prices and releases for DVD rentals

		Average overnight DVD rental charge (ECU/EUR)				DVD titles released for rental			
		1998	1999	2000	2001	1998	1999	2000	2001
EU-15		**3**	**2**	**2**	**3**	**141**	**527**	**1 008**	**1 562**
BE	a)	3	3	3	3	188	526	712	678
DK	a)	3	4	4	4	46	206	500	700
DE	a)	3	3	2	2	300	1 000	2 200	4 400
EL	b)	1	1	1	1	50	470	580	750
ES	a)	2	2	2	2	300	441	712	978
FR		3	3	3	3	158	731	1 444	2 114
IE		3	3	3	3	142	960	1 734	2 790
IT	a)	2	3	3	4	80	176	400	800
LU		:	:	:	:	:	:	:	:
NL	a)	3	3	3	3	125	400	1 600	2 500
AT		3	3	3	3	300 b)	700 b)	1 200 b)	:
PT	b)	2	2	2	2	50	350	450	624
FI	b)	3	3	3	2	46	206	500	400
SE		4	4	5	4	46	255	346	600 a)
UK	a)	3	4	5	4	142	960	1 734	2 970
CZ	b)	:	2	1	1	60	240	258	338
EE		:	:	:	:	:	:	:	:
CY		:	:	:	:	:	:	:	:
LV		:	:	:	:	:	:	:	:
LT		:	:	:	:	:	:	:	:
HU	a)	:	:	2	2	:	:	300	600
MT		:	:	:	:	:	:	:	:
PL	a)	:	2	2	2	:	320	510	700
SI		:	:	:	:	:	:	:	:
SK		:	:	:	:	:	:	:	:
BG		:	:	:	:	:	:	:	:
RO		:	:	:	:	:	:	:	:
IS		3	4	:	:	0	205	166	254
NO		5	5	6	6	46	206	350	399
CH	a)	4	4	:	:	300	1 000	:	:
JP		:	:	:	:	:	:	:	:
US	a)	3	3	4	3	:	:	:	:

Source: Eurostat AUVIS domain
a) Source: Screen Digest
b) Source: EAO

T. 4.9: VCR households, million

		1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	a)	**:**	**:**	**58.56**	**89.32**	**95.74**	**100.23**	**103.47**	**106.65**	**109.51**	**113.84**
BE		0.04	0.52	1.51	2.27	2.79	2.92 b)	3.01 b)	3.09 e)	3.20 e)	3.20 e)
DK		0.04	0.35	0.84	1.63	1.71	1.92 c)	1.99 c)	2.01 c)	2.01 l)	2.06 l)
DE		:	5.45	13.32	21.80	22.82	23.71	24.13	24.83	25.12	26.38
EL		:	:	0.85	1.17	1.25	1.31 d)	: d)	1.47 d)	:	:
ES		0.04	1.60	4.75	6.30	6.45	7.90 e)	8.40 e)	8.80 e)	9.10 e)	9.30
FR		0.23	2.75	9.39	15.59	:	16.00	17.00	17.50	18.00	18.70
IE		:	:	0.51	0.74	0.77	0.81 e)	0.84 e)	0.88 e)	0.91 k)	0.94 k)
IT		:	0.79	5.47	9.43	11.15	13.14	13.15	13.65	13.85	14.57
LU		:	:	0.06	0.10	0.10	0.11	0.11 f)	0.11 k)	0.11 k)	0.12 k)
NL		0.15	1.26	3.00	4.43	4.66	4.85	:	5.17	5.22	5.30 e)
AT		0.04	0.25	1.04	1.98	2.10	2.23	2.34	2.57	2.67 k)	2.72 k)
PT		:	:	0.88	1.34	:	:	1.97	:	1.79	1.91 k)
FI		0.00	0.30	0.97	1.36	1.44	1.64 g)	1.65 g)	1.70 g)	1.67 g)	1.71 g)
SE		0.14	0.84	2.24	3.08	3.33	3.31	3.42	3.29 h)	3.33	3.50 e)
UK		0.58	8.44	13.73	18.14	19.02	19.89	:	19.60	20.60	:
CZ	k)	:	:	:	1.59	1.77	1.93	2.08	2.22	2.34	2.46
EE		:	:	:	:	:	:	:	0.12	0.16	0.18
CY		:	:	:	:	:	:	:	:	:	:
LV		:	:	:	:	:	:	:	:	:	:
LT		:	:	:	:	:	:	:	0.23	0.24	0.28
HU	e)	:	:	:	1.01	1.10	1.20	1.20	1.30	1.40	1.45
MT		:	:	:	:	:	:	:	:	:	:
PL	e)	:	:	:	4.78	5.50	6.10	6.80	7.50	8.10	8.80
SI		:	:	:	:	:	:	:	0.27	0.31	0.33
SK		:	:	:	:	:	:	:	:	:	:
BG		:	:	:	:	:	:	:	:	:	0.69
RO		:	:	:	:	:	:	:	:	:	:
IS		:	0.02	0.06	0.08	0.08	0.08 i)	0.08 i)	0.08 i)	0.09	0.09
NO		0.02	0.34	0.79	1.14	1.27	1.39	1.50	1.51 e)	1.60 e)	1.70 e)
CH		:	:	1.08	1.82	1.92	1.99	2.04	2.37 k)	2.46 k)	2.56 k)
JP		1.98	15.15	28.29	34.97	36.04	37.42	:	39.60	40.00 e)	:
US	j)	1.85	23.50	65.36	75.80	78.80	80.36	84.10	85.80	88.12	96.20

VCR households: see definition on the page 155, 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, among others Screen Digest (SD) and Social Science Research Institute at the University of Iceland (Consumer Surveys) (SSRI)/SI, j) Source: Nielsen Media Research, k) Source: EAO, l) Eurostat estimate based on EAO data

T. 4.10: Home video sales and rentals turnover, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**3 560**	**4 619**	**4 766**	**5 286**	**5 828**	**5 585**	**5 962**	**5 709**
BE	:	:	80	178	152	154	169	160	143	127
DK	:	:	89	151	160	161	176	154	154	160
DE	:	270	702	950	958	826	856	818	764	740
EL	:	:	:	16	17	17	19	18	20	31
ES	:	:	339	266	272	287	310	321	352	310
FR	36	169	544	898	921	896	995	1 025	1 186	1 110
IE	:	:	72	94	101	113	114	108	109	115
IT	:	:	179	177	192	485	571	568	545	477
LU	:	:	3	4	4	4	:	:	:	:
NL	:	:	97	195	187	205	215	201	209	186
AT	:	:	44	61	63	84	87	78	77	75
PT	:	:	65	52	56	51	45	44	44	43
FI	:	40	63	55	63	65	69	71 b)	70 b)	66
SE	:	:	139	146	162	167	162	169	180	162
UK	:	:	1 109	1 376	1 456	1 772	2 036	1 847	2 107	2 104
CZ	:	:	:	:	:	23	25	23	24	24
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	2
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	18	29	23	29	33	32
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	43	38	39	33	32	32
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	21	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	7	9	9	10	13	13	15	14
NO	:	:	118	118	112	98	100	103	116	121
CH	:	:	79	97	108	85	89	81	:	:
JP	:	:	2 430	3 753	3 894	3 982	3 984	:	:	:
US	:	:	9 220	10 470	12 026	13 368	14 225	14 629	15 916	15 082

Source: Eurostat AUVIS domain
a) Eurostat estimate
b) Finnish Film Distributors' Association

T. 4.11: Home video sales turnover, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**1 298**	**3 095**	**3 143**	**3 491**	**3 909**	**3 650**	**3 840**	**3 583**
BE	:	:	20	128	102	102	106	93	75 b)	69 b)
DK	:	:	10	85	89	91	102 b)	84 b)	84 b)	95 b)
DE	:	0	146	555	550	470	532	478	424	384
EL	:	:	:	5	5	5	7 b)	6 b)	9 b)	9 b)
ES	:	:	49	178	178	175	178	163	166 b)	127 b)
FR	3	11	326	730	748	718	805	838	964 b)	902 b)
IE	:	:	13	32	33	37	37 b)	33 b)	30 b)	41 b)
IT	:	:	122	127	138	327 c)	414 c)	403 c)	377 c)	310 c)
LU	:	:	1	3	3	3	:	:	:	:
NL	:	:	22	113	104	106	116	98	104	82 b)
AT	:	:	17	38	41	53	57 b)	53 b)	52 b)	51 b)
PT	:	:	14	33	36	37	33 b)	32 b)	32 b)	30 b)
FI	:	1	14	37	43	41 d)	45 d)	47 d)	45	42
SE	:	:	19	78	83	86	84	91	96 b)	83 b)
UK	:	:	524	952	987	1 239 e)	1 390 e)	1 228 e)	1 379 e)	1 356 e)
CZ f)	:	:	:	:	:	12	13	12	13	12
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	1
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	4	7	6	13	11	13
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	7	12	12	18	20	20
SI	:	:	:	:	:	:	:	16	29	26
SK	:	:	:	:	:	:	:	:	:	:
BG f)	:	:	:	:	18	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	0	2	2	3	4	3	5	3
NO	:	:	6	38	44	45	47 b)	48 b)	56 b)	61 b)
CH	:	:	23	65	73	55	63	57	:	:
JP	:	:	522	978	1 166	1 217	1 359	:	:	:
US	:	:	2 632 g)	4 685 g)	4 762 b)	5 456 b)	5 632 b)	5 243 b)	5 593 b)	5 479 b)

Source: Eurostat AUVIS domain
a) EU-15 data estimated, b) Source: Screen Digest/IVF, c) Univideo, d) Film Distributors' Association
e) Source: British Video Association, f) Source: EAO, g) Video Software Dealers Association and International Trade Administration and Eurostat estimates

T. 4.12: Home video rentals turnover, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**2 257**	**1 524**	**1 623**	**1 796**	**1 919**	**1 935**	**2 122**	**2 126**
BE	:	39	60	50	50	52	64 b)	67 b)	68 b)	58 b)
DK	:	:	79	66	71	70	74 b)	70 b)	70 b)	65 b)
DE	:	270	556	395	408	356	324	340	340	356
EL	:	:	31	11	11	12	12 b)	12 b)	11 b)	23 b)
ES	:	:	290	87	93	112	132 b)	159 b)	186 b)	183 b)
FR	33	158	217	169	173	178	189	187 b)	222 b)	208 b)
IE	:	:	59	61	68	75	77 b)	75 b)	79 b)	74 b)
IT	:	:	56	49	53	158	157 b)	165	168	167
LU	:	:	2	1	1	1	:	:	:	:
NL	:	:	75	82	83	99	99	103	105	104 b)
AT	:	:	27	23	22	30	31 b)	25 b)	25 b)	24 b)
PT	:	:	51	19	20	14	12 b)	12 b)	12 b)	13 b)
FI	1	39	48	18	21	24	24 c)	24 c)	25 c)	24 c)
SE	:	:	120	68	78	81	78 b)	78 b)	83 b)	79 b)
UK	:	:	586	424	469	533	646	619	728	748
CZ d)	:	:	:	:	10	11	12	11	11	11
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	1
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	14	22	17	16	22	20
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	36	26	27	15	12	11
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG d)	:	:	:	:	3	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	2	6	7	7	7	9	10	11	11
NO	:	:	112	80	68	53	53	55	60	60
CH	:	:	57	32	35	30	26	24	:	:
JP	:	:	1 908	2 774	2 728	2 765	2 625	:	:	:
US	:	:	:	5 784	7 263 b)	7 912 b)	8 593 b)	9 386 b)	10 323 b)	9 603 b)

Source: Eurostat AUVIS domain
a) EU-15 data estimated
b) Source: Screen Digest/IVF
c) Finnish Film Distributors' Association
d) Source: EAO

T. 4.13: Share of home video sales in home video sales and rentals, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**37**	**67**	**66**	**66**	**67**	**65**	**64**	**63**
BE	:	:	25	72	67	66	62	58	53	54
DK	:	:	12	56	56	56	58	55	54	59
DE	:	0	21	58	57	57	62	58	55	52
EL	:	:	:	33	32	32	35	35	44	27
ES	:	:	14	67	66	61	58	51	47	41
FR	8	7	60	81	81	80	81	82	81	81
IE	:	:	18	35	33	33	32	31	28	36
IT	:	:	68	72	72	67	73	71	69	65
LU	:	:	30	67	67	69	:	:	:	:
NL	:	:	22	58	56	52	54	49	50	44
AT	:	:	39	63	65	64	65	68	68	68
PT	:	:	21	64	65	73	73	73	73	70
FI	:	3	23	67	68	63	65	66	64	64
SE	:	:	14	53	52	52	52	54	54	51
UK	:	:	47	69	68	70	68	66	65	64
CZ	:	:	:	:	:	52	52	52	55	52
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	52
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	23	23	28	45	34	39
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	16	31	31	54	63	64
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	4	23	22	27	29	24	30	20
NO	:	:	5	32	39	46	47	47	48	51
CH	:	:	29	67	68	65	71	71	:	:
JP	:	:	21	26	30	31	34	:	:	:
US	:	:	29	45	40	41	40	36	35	36

Source: Eurostat AUVIS domain

T. 4.14: Home videos sold, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**93.9**	**231.6**	**245.2**	**275.2**	**309.7**	**295.2**	**303.7**	**274.8**
BE	:	:	1.1	7.4	6.5	6.8	7.9	7.1 b)	6.3 b)	5.8 b)
DK	:	:	1.1	5.8	5.8	6.0	6.2	6.5 b)	6.6 b)	7.4 b)
DE	:	:	12.0	41.7	44.0	40.0	43.0	40.5	35.9	31.7
EL	:	:	:	0.3	0.4	0.4	0.5	0.5 b)	0.4 b)	0.4 b)
ES	:	:	2.2	12.1	15.3	17.9	16.0	14.5 b)	14.0 b)	13.0 b)
FR	0.1	0.5	21.5	46.0	47.0	47.0	58.5	57.9	55.0	54.7
IE	:	:	1.0	2.2	2.4	2.6	3.0	2.8 b)	2.6 b)	2.5 b)
IT	:	:	10.1	23.5	22.8	43.4	41.9 e)	38.0 e)	36.6 e)	35.8 e)
LU	:	:	0.0	:	:	:	:	:	:	:
NL	:	:	1.6	8.2	8.2	8.4	9.5	9.0	9.5	9.0
AT	:	:	1.3	2.0	:	4.1	4.4	4.0 b)	4.0 b)	3.8 b)
PT	:	:	:	2.2	2.7	2.7	8.5 d)	7.4 d)	7.6 d)	5.8 d)
FI	:	:	0.6	1.9	3.0	3.0	3.8	3.9	3.6	3.3
SE	:	:	1.0	5.3	6.2	5.9	6.6	7.2	7.7	7.9
UK	:	:	40.0	73.0	79.0	87.0	100.0	96.0	114.0	93.7
CZ f)	:	:	:	:	:	:	1.2	1.1	1.2	1.1
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	0.2
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	0.5	0.8	0.8	1.4	1.2	1.3
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	1.2	1.6	1.8	3.0	3.3	3.4
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	0.1	0.1	0.1	0.2	0.2	0.2	0.2
NO	:	:	0.3	2.6	2.9	2.6	3.0	3.7 b)	4.2 b)	4.7 b)
CH	:	:	0.8	3.5	4.2	4.1	4.5 f)	3.6 f)	3.4 f)	3.3 f)
JP	:	:	23.5	31.4	40.4	50.2	42.0	:	:	:
US	3.0 c)	40.9 c)	241.8 c)	522.4 c)	469.0 b)	485.0 b)	501.0 b)	447.0 b)	446.0 b)	428.0 b)

Source: Eurostat AUVIS domain
a) EU-15 data estimated, 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, f) EAO

T. 4.15: Home videos sold per VCR household

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**1.6**	**2.6**	**2.6**	**2.7**	**3.0**	**2.8**	**2.8**	**2.4**
BE	:	:	0.7	3.3	2.3	2.3	2.6	2.3	2.0	1.8
DK	:	:	1.3	3.6	3.4	3.1	3.1	3.2	3.3	3.6
DE	:	:	0.9	1.9	1.9	1.7	1.8	1.6	1.4	1.2
EL	:	:	:	0.3	0.3	0.3	:	0.3	:	:
ES	:	:	0.5	1.9	2.4	2.3	1.9	1.6	1.5	1.4
FR	0.4	0.2	2.3	3.0	:	2.9	3.4	3.3	3.1	2.9
IE	:	:	1.9	3.0	3.1	3.3	3.5	3.1	2.9	2.7
IT	:	:	1.8	2.5	2.0	3.3	3.2	2.8	2.6	2.5
LU	:	:	0.7	:	:	:	:	:	:	:
NL	:	:	0.5	1.9	1.8	1.7	:	1.7	1.8	1.7
AT	:	:	1.2	1.0	:	1.8	1.9	1.6	1.5	1.4
PT	:	:	:	1.6	:	:	4.3	:	4.2	3.1
FI	:	:	0.7	1.4	2.1	1.8	2.3	2.3	2.2	1.9
SE	:	:	0.5	1.7	1.9	1.8	1.9	2.2	2.3	2.2
UK	:	:	2.9	4.0	4.2	4.4	:	4.9	5.5	:
CZ	:	:	:	:	:	:	0.6	0.5	0.5	0.4
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	0.5	0.7	0.7	1.1	0.9	0.9
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	0.2	0.3	0.3	0.4	0.4	0.4
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	0.9	1.4	1.8	2.3	1.9	2.1	1.7
NO	:	:	0.4	2.2	2.3	1.9	2.0	2.4	2.6	2.8
CH	:	:	0.7	1.9	2.2	2.1	2.2	1.5	1.4	1.3
JP	:	:	0.8	0.9	1.1	1.3	:	:	:	:
US	0.5	1.7	3.7	6.9	6.0	6.0	6.0	5.2	5.1	4.4

Source: Eurostat AUVIS domain
a) EU-15 data estimated, based on last known year for countries with data not available

T. 4.16: Home video rental transactions, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**940.0**	**621.6**	**656.6**	**642.1**	**688.1**	**717.1**	**701.1**	**647.5**
BE	:	11.6	22.0	18.4	19.6	20.2	23.5 b)	23.4 b)	23.8 b)	19.5 b)
DK	:	:	24.8	19.4	20.0	20.1	22.1 b)	20.7 b)	20.1 b)	18.1 b)
DE	:	:	220.0	163.0	173.0	153.0	159.0	:	126.0	119.3
EL	:	:	:	8.0	8.8	9.2	10.2 c)	17.2 c)	15.7 c)	15.5 c)
ES	:	:	125.0	44.9	48.9	60.1	73.3	82.5	89.7 b)	92.4 b)
FR	8.0	61.6	74.2	63.0	66.2	69.8	57.0	56.0	67.0	62.0
IE	:	:	27.3	25.0	27.0	27.4	28.9	28.0	28.8	26.8
IT	:	:	68.9	41.0 b)	42.5 b)	42.6 b)	45.0 b)	71.0	65.0	54.0
LU	:	:	0.7	:	0.6	0.6	0.6	:	:	:
NL	:	:	33.0	27.6	28.4	32.0	35.5	36.0	37.0	34.9
AT	:	:	13.0	10.0	10.0	11.5	11.3	9.2	9.1 b)	8.8 b)
PT	:	:	:	10.6	11.0	8.2	7.2	6.8	5.7 b)	5.4 b)
FI	:	:	13.0	6.5	7.0	7.0	8.0	8.0	9.0	9.0
SE	:	:	22.5	16.6	18.8	19.6	20.6	18.0	18.2	19.8
UK	:	:	277.0	167.0	175.0	161.0	186.0	174.0	186.0	162.0
CZ c)	:	:	:	:	:	:	20.3	18.0	17.0	16.4
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	0.4
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	20.4	29.7	21.0	18.2	16.0	14.5
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	74.6	49.1	30.3	15.0	12.0	11.6
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	0.4	1.4	1.9	2.0	2.1	2.7	2.9	2.9	3.0
NO	:	:	26.7	19.0	18.0	17.0	17.0	17.0	18.0 b)	16.0 b)
CH	:	:	10.0	7.1	9.2	8.2	7.0	6.3	6.5 c)	5.3 c)
JP	:	:	739.0	843.7	941.7	947.5	848.5	:	:	:
US	:	:	4 130.0	3 597.7	3 645.6	3 519.0 b)	3 595.0 b)	3 598.2 b)	3 324.0 b)	3 221.0 b)

Source: Eurostat AUVIS domain
a) Eurostat estimate
b) Source: Screen Digest/IVF
c) Source: EAO

T. 4.17: Home video rental transactions per VCR household

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**16.1**	**7.0**	**6.9**	**6.4**	**6.6**	**6.7**	**6.4**	**5.7**
BE	:	22.2	14.6	8.1	7.0	6.9	7.8	7.6	7.4	6.1
DK	:	:	29.5	11.9	11.7	10.5	11.1	10.3	10.0	8.8
DE	:	:	16.5	7.5	7.6	6.5	6.6	:	:	4.5
EL	:	:	:	6.9	7.0	7.0	:	11.7	:	:
ES	:	:	26.3	7.1	7.6	7.6	8.7	9.4	9.9	9.9
FR	34.0	22.4	7.9	4.0	:	4.4	3.4	3.2	3.7	3.3
IE	:	:	53.3	33.8	34.9	33.8	34.4	31.9	31.6	28.5
IT	:	:	12.6	4.3	3.8	3.2	3.4	5.2	4.7	3.7
LU	:	:	12.1	:	5.5	5.1	5.3	:	:	:
NL	:	:	11.0	6.2	6.1	6.6	:	7.0	7.1	6.6
AT	:	:	12.5	5.1	4.8	5.1	4.8	3.6	3.4	3.2
PT	:	:	:	7.9	:	:	3.6	:	3.2	2.8
FI	:	:	13.4	4.8	4.8	4.3	4.8	4.7	5.4	5.3
SE	:	:	10.1	5.4	5.6	5.9	6.0	5.5	5.5	5.7
UK	:	:	20.2	9.2	9.2	8.1	:	8.9	9.0	:
CZ	:	:	:	:	:	:	9.8	8.1	7.3	6.7
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	18.5	24.8	17.5	14.0	11.4	10.0
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	13.6	8.0	4.5	2.0	1.5	1.3
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	16.7	23.3	25.3	26.0	27.6	32.9	34.5	:	33.0
NO	:	:	33.8	16.7	14.2	12.2	11.4	11.3	11.3	9.4
CH	:	:	9.3	3.9	4.8	4.1	3.4	2.7	2.6	2.1
JP	:	:	26.1	24.1	26.1	25.3	:	:	:	:
US	:	:	63.2	47.5	46.3	43.8	42.7	41.9	37.7	33.5

Source: Eurostat AUVIS domain
a) Eurostat estimate

T. 4.18: Average home video consumer price, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**13.8**	**13.4**	**12.8**	**12.7**	**12.6**	**12.4**	**12.6**	**13.0**
BE	:	:	17.8	17.3	15.8	14.9	13.4	13.1	11.9	11.9
DK	:	:	9.4	14.7	15.4	15.2	16.5	13.1	12.7	12.8
DE	:	:	12.2	13.3	12.5	11.8	12.4	11.8	11.8	12.1
EL	:	:	:	15.2	13.8	13.6	13.3	13.5	21.8	21.5
ES	:	:	22.2	14.7	11.7	9.8	11.1	11.2	11.9	9.8
FR	27.3	23.0	15.2	15.9	15.9	15.3	13.8	14.5	17.5	16.5
IE	:	:	13.5	14.6	14.1	14.2	12.5	12.0	11.6	16.5
IT	:	:	12.1	5.4	6.1	7.5	9.9	10.6	10.3	10.2
LU	:	:	19.4	:	:	:	:	:	:	:
NL	:	:	13.5	13.8	12.7	12.6	12.2	10.9	10.9	9.1
AT	:	:	13.3	19.3	:	13.0	13.0	13.1	13.1	13.3
PT	:	:	:	15.5	13.4	13.6	:	:	12.7	12.4
FI	:	:	22.3	19.4	14.3	13.6	11.8	12.1	12.5	12.7
SE	:	:	18.4	14.7	13.5	14.6	12.6	12.6	12.6	10.5
UK	:	:	13.1	13.0	12.5	14.2	13.9	12.8	12.1	14.5
CZ	:	:	:	:	:	:	10.9	10.7	11.1	11.2
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	5.5
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	8.0	8.5	8.0	9.1	9.2	9.7
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	5.8	7.4	6.8	6.0	6.1	6.0
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	27.8	17.7	18.6	19.5	19.8	24.1	16.9
NO	:	:	21.0	14.8	14.9	17.2	15.5	13.0	13.3	13.0
CH	:	:	29.3	18.5	17.5	13.5	14.0	15.8	:	:
JP	:	:	22.2	31.2	28.9	24.3	32.4	:	:	:
US	:	:	10.9	9.0	10.2	11.2	11.2	11.7	12.5	12.8

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

T. 4.19: Average overnight home video rentals charge, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**2.4**	**2.5**	**2.5**	**2.8**	**2.8**	**3.5**	**3.0**	**3.3**
BE	:	3.4	2.7	2.7	2.5	2.6	2.7	2.9	2.9	3.0
DK	:	:	3.2	3.4	3.5	3.5	3.3	3.4	3.5 b)	3.6
DE	:	:	2.5	2.4	2.4	2.3	2.0	:	2.6 b)	3.0
EL	:	:	:	1.3	1.3	1.3	1.2	0.7	0.7	1.5
ES	:	:	2.3	1.9	1.9	1.9	1.8	1.9	2.1	2.0
FR	4.1	2.6	2.9	2.7	2.6	2.5	3.3	3.3	3.3	3.4
IE	:	:	2.1	2.5	2.5	2.7	2.7	2.7	2.7	2.8
IT	:	:	:	2.0 b)	2.2 b)	2.1 b)	2.5 b)	2.5 b)	2.3 b)	3.1
LU	:	:	2.6	:	2.7	2.5	:	:	:	:
NL	:	:	2.3	3.0	2.9	3.1	2.8	2.9	2.8	3.0
AT	:	:	2.1	2.3	2.2	2.6	2.7	2.8	2.7	2.7
PT	:	:	:	1.8	1.8	1.7	1.7	1.8	:	2.4
FI	:	:	3.7	2.8	2.9	3.5	3.0	3.0	2.8	2.7
SE	:	:	5.3	4.1	4.2	4.1	3.8	4.3	4.6	4.0
UK	:	:	2.1	2.5	2.7	3.3	3.5	3.6	3.9	4.6
CZ	:	:	:	:	:	:	0.6	0.6	0.6	0.7
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	2.8
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	0.7	0.8	0.8	0.9	1.3	1.4
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	0.5	0.5	0.9	1.0	1.0	1.0
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	4.4	4.6	3.5	3.4	3.3	3.4	3.5	3.7	3.6
NO	:	:	4.2	4.2	3.8	3.1	3.1	3.2	3.3	3.7
CH	:	:	5.7	4.5	3.8	3.6	3.7	3.7	:	:
JP	:	:	2.6	3.3	2.9	2.9	3.1	:	:	:
US	:	:	:	1.6	2.0	2.2	2.4	2.6	3.1	3.0

Source: Eurostat AUVIS domain
a) Eurostat estimate
b) Source: Screen Digest/IVF

T. 4.20: Home video titles released for sales

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**1 421**	**1 634**	**1 518**	**1 681**	**1 479**	**1 274**	**1 248**
BE	:	:	:	645	1 315	1 000	1 441 b)	994 b)	971 b)	1 570 b)
DK	:	:	:	800	800	800	800	930 b)	517 b)	544 b)
DE	:	:	:	2 000	2 000	2 000	2 000	837	800 b)	800 b)
EL	:	:	:	160	150	150	150	150	150	:
ES	:	:	:	557	823	719	1 040	976 b)	1 109 b)	962 b)
FR b)	:	:	:	:	:	1 100	1 100	1 100	1 100	1 100
IE	:	:	:	4 900	5 600	5 349	5 431	5 515 e)	4 083 e)	:
IT	:	:	:	650	650	630	2 000	1 500 b)	1 400 b)	1 350 b)
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	387	789	696	696	900 b)	900 b)	900 b)
AT	:	:	:	2 000	2 000	2 000	2 000	837 b)	:	:
PT	:	:	:	479	420	453	450	450 e)	450 e)	:
FI	:	:	:	400	500	500 c)	500 c)	500 c)	500 c)	500 c)
SE	:	:	:	600	550	500	500 b)	500 b)	500 b)	500 b)
UK	:	:	:	4 900	5 642	5 349 d)	5 431 d)	5 515 d)	4 083	4 250
CZ	:	:	:	:	:	400	450	589	620	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU b)	:	:	:	:	300	420	400	350	180	200
MT	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	400	400	400	430	596	550
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	78	101	105	227	115	122	:
NO	:	:	:	386	328	450	450	734	573	421
CH	:	:	:	1 000	1 000	1 000	1 000 e)	1 000 e)	1 000 e)	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat AUVIS domain
a) EU-15 data reflect an average over Member State, b) Source: Screen Digest/IVF, c) Source: Film Distributors' Association
d) Source: British Video Association, e) Source: EAO

T. 4.21: Home video titles released for rental

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**516**	**532**	**543**	**561**	**592**	**577**	**634**
BE	:	640	:	895	862	850	1 176 b)	1 318 b)	1 113 b)	960 b)
DK	:	:	:	551	500	500	525	600 b)	750 b)	948 b)
DE	:	780	694	517	590	676	644	645	500 b)	500 b)
EL	:	:	:	560	634	600	600	600 e)	600 e)	:
ES	:	:	:	292	334	354	334	486 b)	511 b)	483 b)
FR b)	:	:	:	:	:	500	500	500	500	500
IE	:	:	:	460	495	492	438	540 e)	510 e)	:
IT	:	:	:	320	320	340	400	400	350 e)	550
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	500	500	500	550	550 b)	550 b)	550 b)
AT	:	:	694	517	590	676	644	502 b)	:	:
PT	:	:	:	480	435	432	432	432 e)	432 e)	:
FI	:	:	:	400	450	500 c)	500 c)	500 c)	500 c)	:
SE	276	1 754	2 156	750	700	675	675 b)	675 b)	675 b)	675 b)
UK	:	:	:	460	500	500 d)	440 d)	540 d)	510	540
CZ e)	:	:	:	:	:	550	520	656	620	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU b)	:	:	:	:	800	560	400	350	360	300
MT	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	1 000	800	620	480	464	450
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	447	452	450	503	544	541	580
NO	:	:	:	503	517	483	499	542	629	609
CH	:	:	:	300	300	300	300 e)	300 e)	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat AUVIS domain
a) EU-15 data reflect an average over Member State, b) Source: Screen Digest/IVF, c) Source: Film Distributors' Association
d) British Video Association, e) EAO

T. 4.22: Number of outlets selling videos

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**39 500**	**42 800**	**43 493**	**42 730**	**42 425**	**41 676**
BE	:	:	:	2 000	1 900	1 900	1 900	1 850 b)	1 850 b)	1 750 b)
DK	:	:	:	1 500	1 500	1 800	1 800	1 564	1 564 b)	1 564 b)
DE	:	:	5 350	10 000	10 000	10 000	10 000	10 000	10 000 b)	10 000 b)
EL	:	:	:	120	130	150	150	150	:	:
ES	:	:	:	720	720	3 050	3 050	3 100	3 400 b)	3 400 b)
FR	:	:	1 955	5 000	5 000	5 000	5 000	5 200	5 200 b)	5 200 b)
IE	:	:	:	1 650	1 650	1 650	1 650	1 650	:	:
IT	:	:	2 500	4 000	4 000	4 500	5 000	3 500 f)	:	3 000 g)
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	361	2 500	2 500	2 500	2 500	2 500	2 500	2 500
AT	:	:	:	350	750	750	750	750	:	:
PT	:	:	:	:	588	:	443	766 c)	404 c)	275
FI	:	:	700	1 450	1 500	1 500 d)	1 500 d)	1 500 d)	1 500 d)	1 500
SE	:	:	1 400	5 000	5 000	5 000	5 000	5 000	5 000 b)	5 000 b)
UK	:	:	:	:	:	4 500 e)	4 750 e)	5 200 e)	5 000	5 000
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU b)	:	:	:	:	2 000	2 200	3 000	1 200	2 000	2 100
MT	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	:	:	:	1 200	850	850
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	35	35	35	35	35	35	35
NO	:	:	560	1 500	1 500	1 750	1 750	1 900	2 125	2 400
CH	:	:	1 348	1 520	1 500	1 400	1 400	1 400	:	:
JP	:	:	18 000	18 500	:	:	:	:	:	:
US	:	:	42 250	50 000	:	:	:	:	:	:

Source: Eurostat AUVIS domain

a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available, b) Screen Digest/IVF, 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, f) 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, g) Source: Fonte ANVI, without automatic machines

T. 4.23: Number of outlets selling videos per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**10.6**	**11.5**	**11.6**	**11.4**	**11.3**	**11.0**
BE	:	:	:	19.7	18.7	18.7	18.6	18.1	18.1	17.1
DK	:	:	:	28.8	28.6	34.1	34.0	29.4	29.3	29.2
DE	:	:	6.8	12.3	12.2	12.2	12.2	12.2	12.2	12.2
EL	:	:	:	1.1	1.2	1.4	1.4	1.4	:	:
ES	:	:	:	1.8	1.8	7.8	7.7	7.8	8.6	8.5
FR	:	:	3.5	8.7	8.6	8.6	8.6	8.9	8.9	8.8
IE	:	:	:	45.9	45.6	45.2	44.7	44.2	:	:
IT	:	:	4.4	7.0	7.0	7.8	8.7	6.1	:	5.2
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	2.4	16.2	16.1	16.1	16.0	15.9	15.8	15.6
AT	:	:	:	4.4	9.3	9.3	9.3	9.3	:	:
PT	:	:	:	:	5.9	:	4.4	7.5	4.0	2.7
FI	:	:	14.1	28.4	29.3	29.2	29.1	29.1	29.0	29.0
SE	:	:	16.4	56.7	56.6	56.5	56.5	56.5	56.4	56.3
UK	:	:	:	:	:	7.6	8.0	8.8	8.4	8.4
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	19.6	21.6	29.6	11.9	19.9	20.9
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	3.1	2.2	2.2
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	13.1	13.1	13.0	12.8	12.7	12.5	12.4
NO	:	:	13.2	34.5	34.3	39.8	39.6	42.7	47.4	53.3
CH	:	:	20.2	21.7	21.2	19.8	19.7	19.7	:	:
JP	:	:	14.6	14.7	:	:	:	:	:	:
US	:	:	16.9	18.8	:	:	:	:	:	:

Source: Eurostat AUVIS domain

T. 4.24: VCR households per outlet selling videos

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**2 424**	**2 342**	**2 379**	**2 496**	**2 581**	**2 732**
BE	:	:	:	1 136	1 469	1 537	1 584	1 668	1 730	1 829
DK	:	:	:	1 086	1 142	1 067	1 106	1 286	1 283	1 319
DE	:	:	2 489	2 180	2 282	2 371	2 413	2 483	2 512	2 638
EL	:	:	:	9 717	9 638	8 733	:	9 767	:	:
ES	:	:	:	8 750	8 958	2 590	2 754	2 839	2 676	2 735
FR	:	:	4 804	3 117	:	3 200	3 400	3 365	3 462	3 595
IE	:	:	:	448	469	491	509	533	:	:
IT	:	:	2 190	2 357	2 788	2 919	2 630	3 901	:	4 856
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	8 310	1 772	1 863	1 938	:	2 069	2 089	2 120
AT	:	:	:	5 646	2 805	2 973	3 120	3 427	:	:
PT	:	:	:	:	:	:	4 454	:	4 428	6 945
FI	:	:	1 381	936	963	1 093	1 101	1 131	1 115	1 139
SE	:	:	1 599	615	666	662	684	659	667	700
UK	:	:	:	:	:	4 420	:	3 769	4 120	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	550	545	400	1 083	700	690
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	6 250	9 529	10 353
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	2 143	2 200	2 171	2 343	2 400	2 543	2 600
NO	:	:	1 411	761	848	797	855	793	753	708
CH	:	:	799	1 199	1 281	1 419	1 455	1 693	:	:
JP	:	:	1 572	1 890	:	:	:	:	:	:
US	:	:	1 547	1 516	:	:	:	:	:	:

Source: Eurostat AUVIS domain

T. 4.25: Number of outlets renting videos (video shops)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**40 247**	**24 521**	**24 084**	**27 100**	**27 778**	**26 647**	**25 616**	**24 423**
BE	:	:	1 000	800	700	700	700	750 b)	800 b)	700 b)
DK	:	:	1 200	1 550	1 700	1 700	2 025	2 118	2 195 b)	2 236 b)
DE	:	4 000	9 500	5 500	5 500	5 500	5 550	5 044	4 591	4 564
EL	:	:	1 200	700	525	525	500	530	:	:
ES	:	:	6 000	3 200	3 100	4 500	4 600	5 000	:	:
FR	:	:	2 000	800	800	900	1 000	1 200	1 200 b)	1 200 b)
IE	:	:	1 203	1 102	1 107	1 107	1 100	1 000	:	:
IT	:	:	4 000	2 200	2 200	4 500 g)	4 000 g)	3 500 g)	:	2 000
LU	:	:	14	19	17	18	16	16	:	:
NL	:	:	1 100	900	900	1 200	1 250	1 120	1 250	1 150
AT	:	:	540	350	350	350	350	350	:	:
PT	:	:	600	500	700	:	787	519 c)	718 c)	583
FI	:	:	1 970	1 050	1 000	1 000 d)	1 000 d)	1 000 d)	1 000 d)	1 000
SE	:	:	920	650	625	600	600	600	600 b)	795 b)
UK	:	:	9 000	5 200	4 860	4 500 e)	4 300 e)	3 900 e)	3 700	3 700
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU b)	:	:	:	:	2 100	2 200	2 200	1 900	1 600	1 300
MT	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	6 000	5 500	3 500	2 500	1 700	1 700
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	200	183	191	193 f)	193 f)	200 f)	202	206
NO	:	:	1 000	500	480	480	1 170	1 170	1 670	1 570
CH	:	:	601	370	360	350	320	300	:	:
JP	:	:	12 000	8 000	10 000	:	:	:	:	:
US	:	:	31 000	27 944	:	:	:	:	:	:

Source: Eurostat AUVIS domain
a) Eurostat estimate based on extrapolation of Screen Digest/IVF data where Eurostat data are not available, b) Screen Digest/IVF
c) Source: IGAC, d) Source: Finnish Film Distributors' Association, e) British Video Association, f) Estimated by Myndmark/SI
g) Univideo, h) Source: Fonte ANVI, without automatic machines

T. 4.26: Number of outlets renting videos (video shops) per 100 000 inhabitants

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**11.1**	**6.6**	**6.5**	**7.3**	**7.4**	**7.1**	**6.8**	**6.5**
BE	:	:	10.1	7.9	6.9	6.9	6.9	7.3	7.8	6.8
DK	:	:	23.4	29.7	32.4	32.2	38.2	39.9	41.2	41.8
DE	:	:	12.0	6.7	6.7	6.7	6.8	6.1	5.6	5.5
EL	:	:	11.9	6.7	5.0	5.0	4.8	5.0	:	:
ES	:	:	15.5	8.2	7.9	11.4	11.7	12.7	:	:
FR	:	:	3.5	1.4	1.4	1.5	1.7	2.1	2.0	2.0
IE	:	:	34.3	30.6	30.6	30.3	29.8	26.8	:	:
IT	:	:	7.1	3.8	3.8	7.8	6.9	6.1	:	3.5
LU	:	:	3.7	4.7	4.1	4.3	3.8	3.7	:	:
NL	:	:	7.4	5.8	5.8	7.7	8.0	7.1	7.9	7.2
AT	:	:	7.0	4.4	4.3	4.3	4.3	4.3	:	:
PT	:	:	6.0	5.0	7.0	:	7.8	5.1	7.0	5.7
FI	:	:	39.6	20.6	19.5	19.5	19.4	19.4	19.3	19.3
SE	:	:	10.8	7.4	7.1	6.8	6.8	6.8	6.8	8.9
UK	:	:	15.7	8.9	8.3	7.6	7.3	6.6	6.2	6.2
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	20.6	21.6	21.7	18.8	15.9	12.9
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	15.5	14.2	9.1	6.5	4.4	4.4
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	78.8	68.5	71.3	71.5	70.9	72.5	72.4	72.7
NO	:	:	23.6	11.5	11.0	10.9	26.5	26.3	37.3	34.9
CH	:	:	9.0	5.3	5.1	4.9	4.5	4.2	:	:
JP	:	:	9.7	6.4	8.0	:	:	:	:	:
US	:	:	12.4	10.5	:	:	:	:	:	:

Source: Eurostat AUVIS domain

T. 4.27: VCR households per outlet renting videos (video shop)

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**1 455**	**3 643**	**3 975**	**3 699**	**3 725**	**4 002**	**4 275**	**4 661**
BE	:	:	1 509	2 839	3 987	4 171	4 298	4 114	4 000	4 571
DK	:	:	700	1 051	1 008	1 129	983	949	914	923
DE	:	1 361	1 402	3 964	4 148	4 311	4 348	4 923	5 472	5 780
EL	:	:	711	1 666	2 387	2 495	:	2 764	:	:
ES	:	:	792	1 969	2 081	1 756	1 826	1 760	:	:
FR	:	:	4 696	19 481	:	17 778	17 000	14 583	15 000	15 579
IE	:	:	426	672	699	732	764	880	:	:
IT	:	:	1 369	4 285	5 070	2 919	3 287	3 901	:	7 284
LU	:	:	4 143	5 000	5 882	6 000	6 875	6 875	:	:
NL	:	:	2 727	4 923	5 174	4 038	:	4 618	4 178	4 609
AT	:	:	1 930	5 646	6 011	6 371	6 686	7 343	:	:
PT	:	:	1 472	2 676	:	:	2 507	:	2 492	3 276
FI	:	:	491	1 292	1 444	1 640	1 651	1 696	1 672	1 709
SE	:	:	2 433	4 731	5 330	5 517	5 700	5 488	5 557	4 403
UK	:	:	1 525	3 488	3 913	4 420	:	5 026	5 568	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	524	545	545	684	875	1 115
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	917	1 109	1 943	3 000	4 765	5 176
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	300	410	403	394	425	420	441	442
NO	:	:	790	2 282	2 650	2 904	1 279	1 287	958	1 083
CH	:	:	1 792	4 927	5 336	5 677	6 366	7 900	:	:
JP	:	:	2 358	4 371	3 604	:	:	:	:	:
US	:	:	2 108	2 713	:	:	:	:	:	:

Source: Eurostat AUVIS domain

5. TV Broadcasting market

Private TV broadcasters gaining market share in EU-15

The TV broadcasting market (terrestrial, cable and satellite TV) in the EU-15 had a turnover of 53.9 bn euro in 2000, with an annual growth rate of 8.5% for public and 13.7% for private TV broadcasters between 1995 and 2000.

The private and public TV markets were equally large in 1995. With the higher growth rate, mainly fuelled by the very positive development of commercial TV advertising, the private TV broadcasters in EU-15 accounted for 55.6% of the TV broadcasting market in 2000.

The main factor driving market growth in the broadcasting TV sector is the increase of income from advertising and sponsorship. Advertising revenue is a primary source of financing, which increased by 142% during the nineties to reach 27.3 bn euro in 2000 in EU-15, 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.

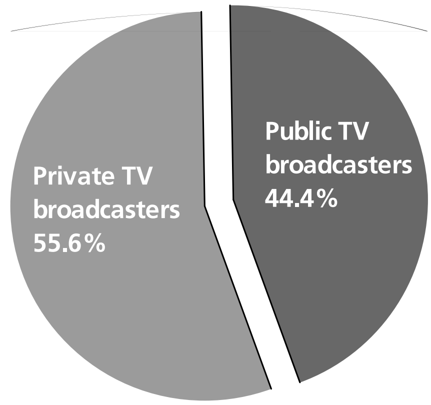
Public funding is the second source of income for the TV broadcasting market (30.1% in 2000 in EU-15), after advertising (50.6%) and subscription fees for cable and satellite (19.4%).

In general, public funding consists of licence fees (26.6% of the TV broadcasting market in 2000 in EU-15) paid by private households and by subsidies (3.5%) from public bodies. The licence fees corresponded to 59.9% of the turnover in public TV broadcasting and subsidies accounted for 7.8%. The rest, 32.3% was TV commercial income, of which mainly advertising. Licence fees were important in Sweden Finland, Denmark and Austria. In 2000, there were no TV licence fees in five of the EU Member States: Greece, Spain, Luxembourg, the Netherlands and Portugal.

The four largest public TV broadcasting markets in EU-15 accounted for 75% of the turnover. Largest was Germany with 7.0 bn euro in 2000, which alone corresponded to 29% of EU-15. Second was United Kingdom with 5.4 bn euro (23%). The turnover for France (3.2 bn euro) was equally large as the eight smallest markets in the EU-15.

The five largest markets for private TV broadcasting accounted for 89% of the turnover in the EU-15. United Kingdom was largest with 9.8 bn euro in turnover in 2000, which corresponded to one third

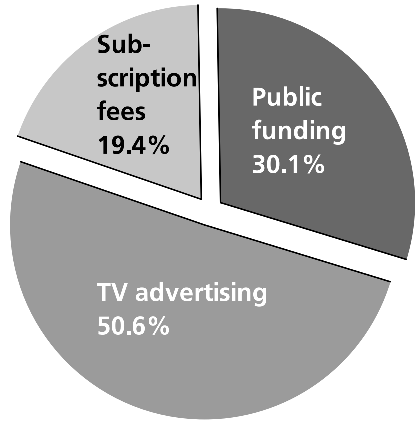
F. 5.1: Turnover of public and private TV broadcasters in EU-15 in 2000



Total TV broadcasting market in EU-15: 53.9 bn euro

Source: Eurostat

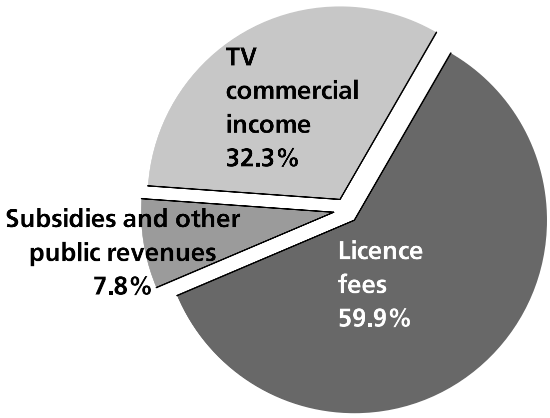
F. 5.2: Source of income for public and private TV broadcasters in EU-15 in 2000



Total TV broadcasting market in EU-15: 53.9 bn euro

Source: Eurostat

F. 5.3: Financing of public broadcasting in EU-15 in 2000



Public TV broadcasting market in EU-15: 24.0 bn euro

Source: Eurostat and EAO

of the private TV broadcasting market in EU-15. Second was Germany with 6.4 bn euro (21%) and third was France with 5.6 bn euro (19%).

The leading European television enterprise was BBC, located in the United Kingdom. In 2000, the turnover for BBC was 3.9 bn euro for its Home Service (excluding World Service) activities. The total income for all BBCs activities corresponded to 5.1 bn euro, of which 3.8 bn euro licence fees, 0.5 bn merchandising, 0.3 bn euro aids/grants and 0.2 bn euro programme sales. The second largest TV enterprise was RAI, based in Italy. The total income for all RAIs activities was 2.8 bn euro, of which 1.3 bn was licence fees and 1.1 bn euro was advertising.

The first two enterprises are publicly owned. The third company in 2000 was British Sky Broadcasting, a privately owned enterprise. The turnover in 2000 was 2.8 bn euro. In 2001, the turnover increased to 3.8 bn euro, which was on par with BBC.

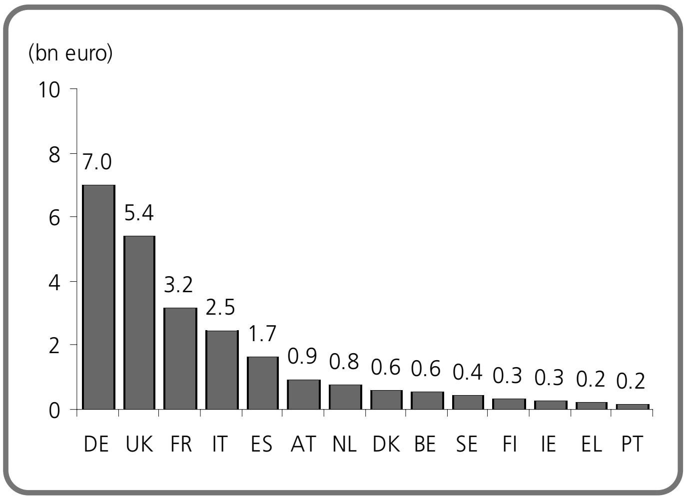
The Top 25 television enterprises accounted for two thirds of the EU-15 market (measured by turnover).

T. 5.1: The 25 leading European television enterprises

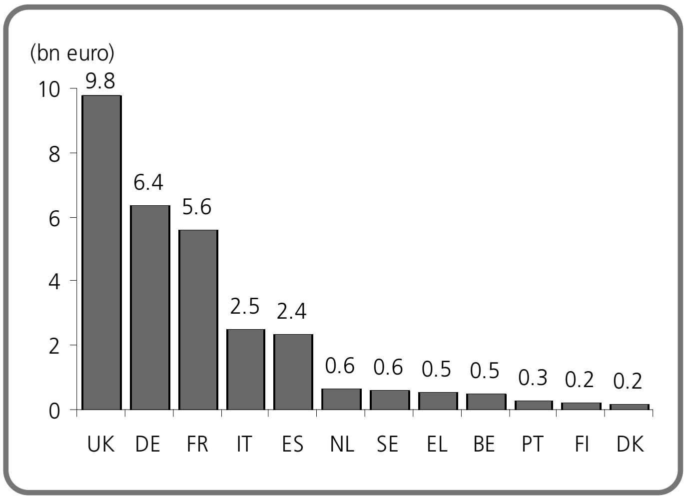
Rank	Company	Country	Turnover (2000), bn euro
1	BBC	UK	3.88
2	RAI	IT	2.82
3	British Sky Broadcasting	UK	2.81
4	ProSiebenSat.1 Media	DE	2.22
5	RTL Television	DE/LU	2.00
6	R.T.I.	IT	1.95
7	TF1	FR	1.60
8	Canal+	FR	1.60
9	ZDF	DE	1.58
10	France 2	FR	1.44
11	France 3	FR	1.28
12	ITV Network	UK	1.28
13	WDR - Westdeutscher Rundfunk	DE	1.13
14	Channel 4	UK	1.06
15	SRG SSR Idée Suisse	CH	1.04
16	TVE	ES	0.96
17	SWR - Südwestrundfunk	DE	0.94
18	NDR - Norddeutscher Rundfunk	DE	0.91
19	ORF	AT	0.90
20	BR - Bayerischer Rundfunk	DE	0.82
21	Publike Oemroep	NL	0.76
22	Central Independent Television	UK	0.76
23	London Weekend Television	UK	0.70
24	MDR - Mitteldeutscher Rundfunk	DE	0.63
25	Sogecable	FR	0.62
Sum Top 25			**35.68**

source: European Audiovisual Observatory

F. 5.4: Turnover from public TV broadcasters of national origin in EU Member States, 2000



F. 5.5: Turnover from private TV broadcasters of national origin in EU Member States, 2000



Digital reception in 16% of the EU-15 households in 2002

With a share of 97.2% of the private households in EU-15 with TV sets in 2001, the penetration rate has saturated. The potential growth lies in the number of households itself and the upgrading of newer TV sets (wide-screen, plasma-screen TV sets etc). The penetration rate of TV households is slightly lower in the Candidate Countries (94.9%). In Romania, the share of private households with TV set was 87.2% in 2001.

While the growth of TV households were just 8% between 1995 and 2001, the growth was higher for both cable (31%) and satellite (59%) TV households. In absolute numbers though, the growth roughly corresponded to 11 million households for each reception mode.

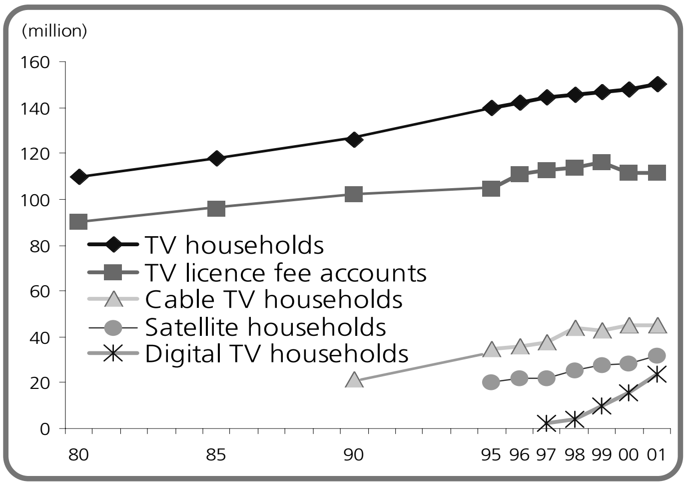
The growth of digital TV households was 3 times the growth of general TV households in the period between 1997 and 2001. There were 8 million TV households joining the digital TV audience in EU-15 in 2001. Nearly 24 million households received digital TV services in 2001, 16% of all TV households in EU-15. Satellite was the most popular digital mode (72% of the digital reception households), followed by cable (23%) and terrestrial (6%).

There were 40 public TV programme services in the EU-15 with analogue terrestrial licence in 2002, while there were another 69 channels run on cable and/or satellite. In Italy and the United Kingdom there were 20 (of which 3 analogue terrestrial) public TV channels each in 2001. Germany followed with 13 channels, of which 2 were terrestrial analogue. France, Sweden and Spain also benefited from cable and satellite broadcasting of public TV channels. There were 3 public TV channels in 10 countries, 2 public TV channels in 5 countries and 1 public TV channel in another 5 countries in Europe in 2001.

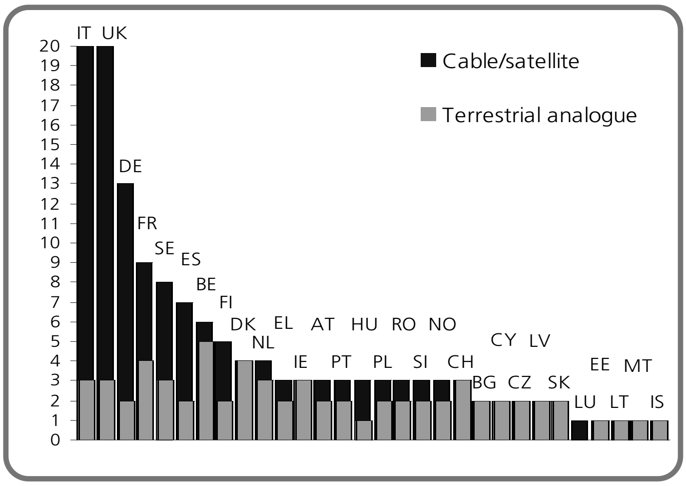
There were 767 privately owned channels in EU-15 in 2002, of which 47 were run with analogue terrestrial licence, 584 were nationwide channels run on cable and/or satellite and 136 foreign channels targeting another EU Member State. There were another 2 100 regional or local stations in EU-15.

F. 5.6: Share of private households with TV set, 2001

F. 5.7: TV households in EU-15, 1980 - 2001



F. 5.8: Public TV channels with nationwide distribution, 2002



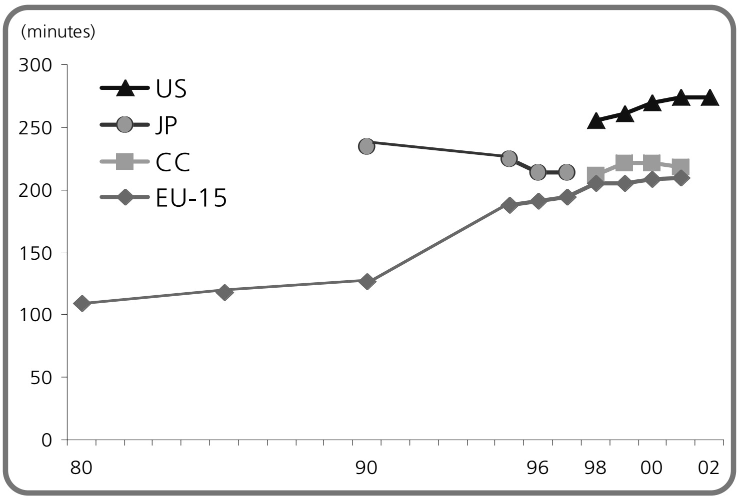
How to read the figure: Italy has 20 public TV channels, of which 3 are transmitted via cable, satellite and terrestrial signals and 17 by cable and satellite, etc.

In the United States, terrestrial commercial television broadcasting is conducted on 68 channels. The US television market is the largest in the world, served by 1580 television channels in 2000, of which 88% commercial TV stations. There are four major networks: NBC, ABC, CBS and FOX. The first three reach 84% of the TV households, and FOX reaches a significant 75.9%. The largest cable network (TBS) reaches 44.8% of the TV households. ABC, CBS and NBC generally take in more than 40% of the domestic broadcast television industry's annual advertising revenues. There were 357 public TV channels in the United States in April 2003. 126 public TV channels broadcast digital. 46.9% of US households tune into public TV during the week and 1.7 million households watch public TV per day.

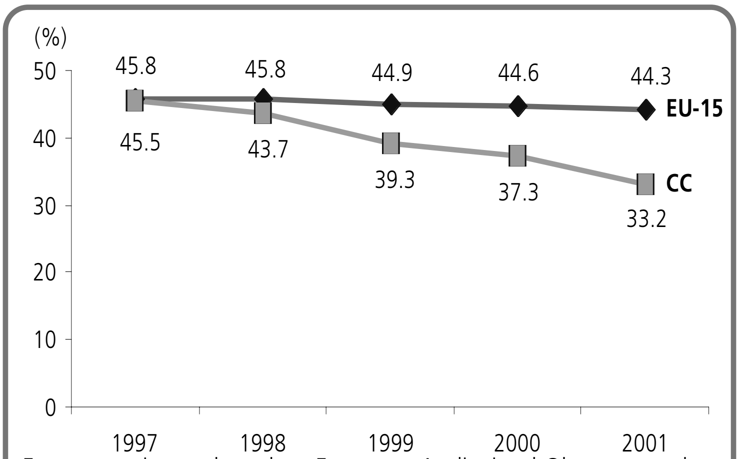
Audience market share of public TV decreasing

Although there are some comparability problems due to different age groups used, it is interesting to note that the average TV viewing time (average hours of TV usager per household) in the United States exceeded 4 hours and 33 minutes, one hour more than the average viewing time in the EU-15: 3 hours and 30 minutes. The average viewing time in the Candidate Countries were slightly higher: 3 hours and 38 minutes. During the nineties, the average viewing time increased by 82 minutes in EU-15. Although there are some comparability problems, it is interesting to note that the two EU Member States with the highest viewing time, Greece and Italy, still had a lower average than United States: just above 4 hours per day. Latvia, Estonia and Hungary had the highest viewing times in Europe: 4 hours and 10 to 24 minutes. Luxembourg and Austria spend least time in front of the TV: less than 2 and a half hours per day.

F. 5.9: Daily TV viewing time (annual average), 1980 - 2002

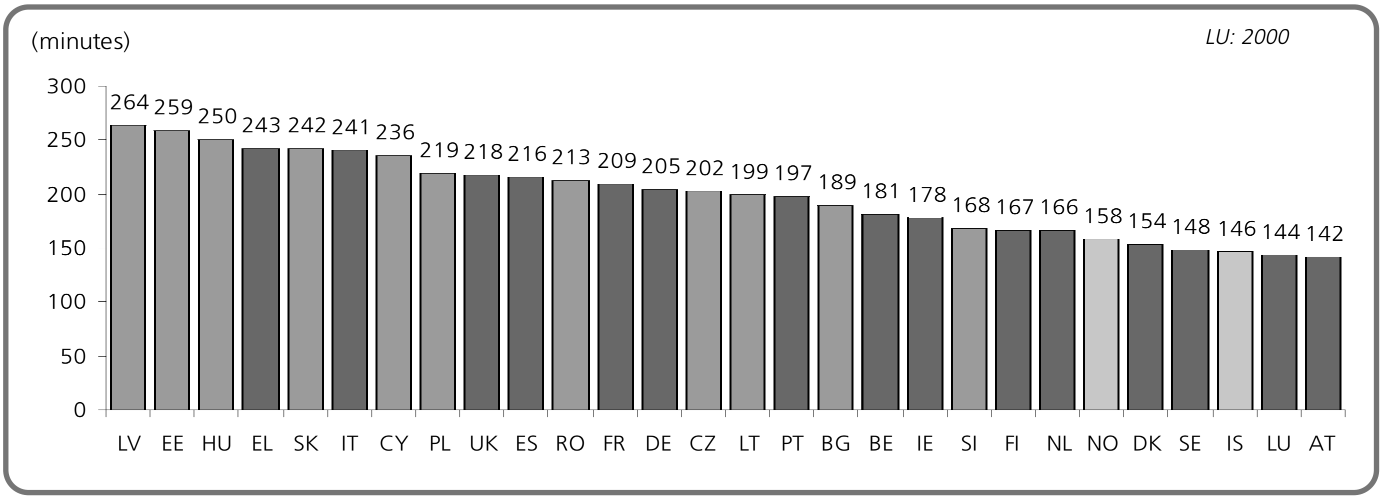


F. 5.10: Daily audience market share of public TV in EU-15 and the Candidate countries , 1997 - 2001



Eurostat estimate, based on European Audiovisual Observatory data

F. 5.11: Daily TV viewing time in European countries in 2001



The daily audience market share of public TV in the EU-15 are decreasing slowly but relentlessly each year. In 1997, the share was 45.8% and in 2001 it was 44.3%. In the Candidate Countries, public TV lost viewers at a higher pace. In 1997 the market share was at the same level as EU-15, but in 2001 the audience market share was just 33.2%. In the United States, public TV had an audience market share of just 1.6%.

Many European networks are moving towards mass market programming at peak hours, while home shopping plays an increasing role in off-peak hours. The original programme production sector is worth 17bn euro, according to Oliver & Ohlbaum (a UK media strategy adviser consultancy), of which independent production accounts for 6.6 bn euro. About 4.5 bn euro is spent on sports rights, with football accounting for 75%. In comparison, 3.9 bn euro is spent for feature films and 2 bn euro on import TV programme rights.

Terrestrial TV reception still most common mode in the EU-15

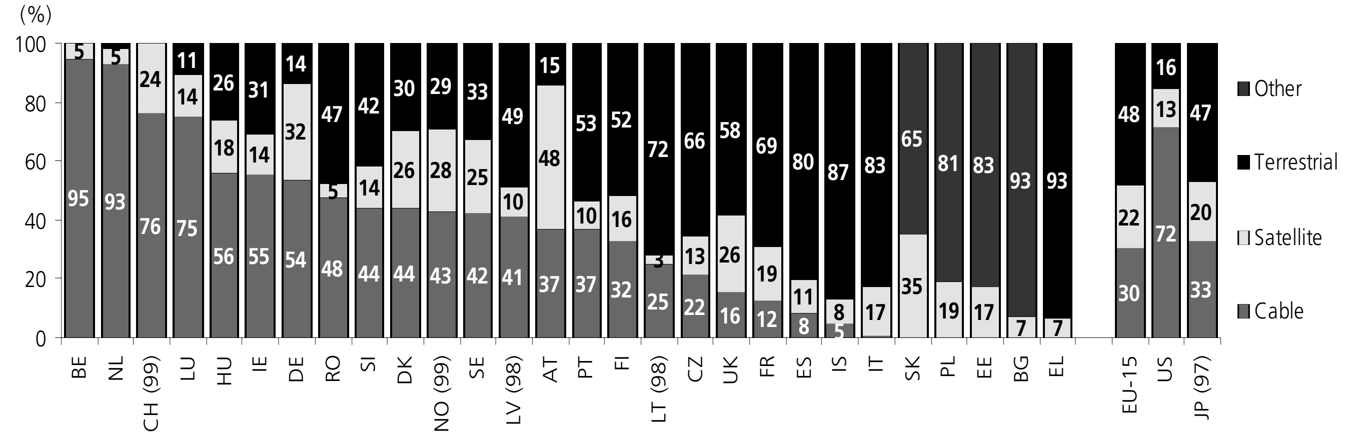
About half of the TV households in the EU-15 still rely entirely on terrestrial reception. Three of ten households have cable TV as main reception and two of ten households primarily watch satellite TV. Terrestrial TV dominates in Greece, Italy, Iceland, Spain and Lithuania (shares between 93% to 72%). The share is also above half in France, Czech Republic, United Kingdom, Finland and Portugal. In the Netherlands and Belgium over 90% of the TV households watched cable TV in 2001. Also in Switzerland, Luxembourg, Hungary, Ireland and Germany, over half of the TV households watched cable TV. Satellite TV was most common in Austria with 48% of the TV households. In Slovakia, Germany, Norway, Denmark, United Kingdom and Sweden, satellite TV households represented between 25% to 35%. Cable TV is the most commonly used reception mode in the United States (72%).

T. 5.2: Main mode of TV reception among TV households in 2001

	TV households (million)	Satellite (%)	Cable (%)	Terrestrial (%)
EU-15	**150.33**	**21.8**	**30.2**	**48.0**
BE	4.13	5.3	94.7	0.0
DK	2.38	26.1	44.1	29.8
DE	37.69	32.3	53.9	13.8
EL	3.97	6.6	0.3	93.2
ES	13.05	11.4	8.4	80.2
FR	22.90	18.6	12.2	69.2
IE	1.24	13.7	55.1	31.2
IT	21.02	16.9	0.4	82.7
LU	0.16	14.4	75.0	10.6
NL	6.80	5.0	92.9	2.1
AT	3.23	48.3	37.2	14.6
PT	3.04	9.9	36.8	53.3
FI	2.28	15.8	32.5	51.7
SE	4.05	25.2	42.0	32.8
UK	24.40	26.2	15.7	58.2
CZ	3.94	12.7	21.6	65.8
EE	0.52	17.4	:	:
CY	0.22	:	:	:
LV (98)	0.90	10.0	41.0	49.0
LT (98)	1.44	3.2	25.0	71.8
HU	3.62	18.0	56.0	26.1
MT	:	:	:	:
PL	12.08	18.9	:	:
SI	0.68	14.2	44.2	41.6
SK	1.57	35.0	:	:
BG	2.54	7.2	:	:
RO	6.69	4.8	47.8	47.4
IS	0.10	8.1	5.1	86.9
NO (99)	1.97	27.9	42.6	29.4
CH (99)	3.03	23.8	76.2	0.0
JP (97)	43.90	20.0	33.0	47.0
US	102.20	12.6	71.6	15.8

Estimation method: Terrestrial = 100% less share of satellite and cable households. If terrestrial share < 0 in the calculation above then it is set to 0 and cable households = 100% less share of satellite households.

F. 5.12: Main mode of TV reception among TV households in 2001



Basic mode is terrestrial, 100%. Main mode terrestrial equals the basic mode less the share of cable and satellite households. The term "Other" is used as an aggregate of terrestrial and cable reception for Slovakia, Poland, Estonia and Bulgaria

23.8 million digital satellite TV households in 2001

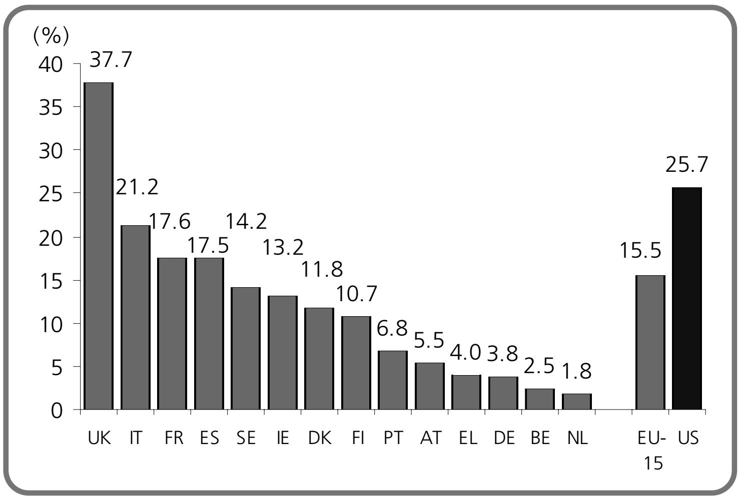
The number of digital TV households increased by 52% from 2000 to 2001. Still, only 16% of the TV households have digital TV reception. With this pace digital reception will overtake analogue reception in 2004. A switch-off of analogue signal would have less impact by the end of the decade. There were 23.8 million digital TV households in the EU-15 in 2001, of which 16.7 million received digital satellite.

The digital households were most common in United Kingdom (37.7% of the TV households in 2001). In United Kingdom, 97% of the satellite households were digital, leaving just 200 000 homes receiving analogue channels. Satellite was the preferred digital reception method in the United Kingdom with a 61% market share in 2001. Sky's Pay TV package and free TV channels like BBC, Channel 4 and 5 were at demand. In Italy there were 4.72 million digital TV homes, of which 2.09 million receive digital satellite signals. 82% of the satellite reception was digital in 2001. In France 2.43 million households received digital satellite signals in 2001. Most popular were the Canal+ package. Another 1.83 million homes receive digital signals in other modes in France. The share of digital TV households in Spain was 17.5% in 2001.

More analogue cable TV subscribers than analogue satellite TV viewers

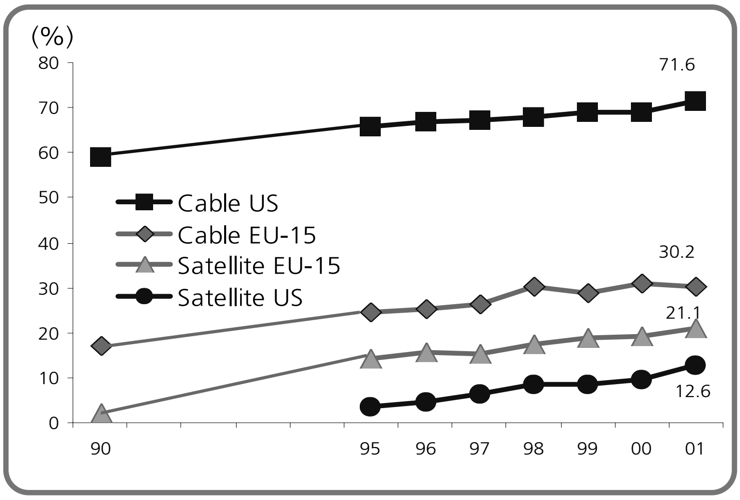
Unlike broadcast television stations, cable system and satellite TV operators derive most of their income from monthly subscriber fees. According to Eurostat estimates, 10.5 bn euro of income was received from subscription fees to cable networks and satellite packages in 2000. In addition to recurring subscriber

F. 5.13: Number of digital TV households (CATV + DTT + DTH) in 2001

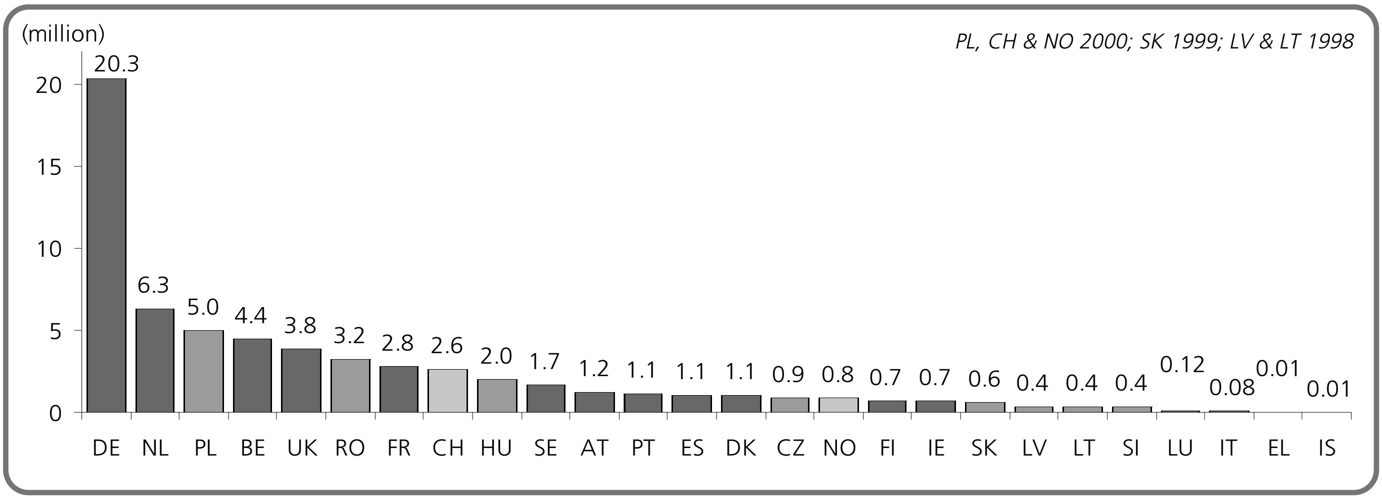


CATV = community antenna television = cable TV
DTT = Digital Terrestrial Television
DTH = Direct To Home = satellite TV

F. 5.14: Cable and satellite TV households as a share of TV households, 1990 - 2001



F. 5.15: Number of cable TV households in 2001



programming revenues, operators 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.

While nearly 72% of the TV households in 2001 were connected to operated cable networks in the United States, just 30% of the TV households in EU-15 were. Satellite reception reached 21% in EU-15 in 2001, which on the other hand was almost double the share in United States (13%).

Germany was the largest cable TV market as well as satellite TV market in Europe. 20.3 million German homes were connected to cable TV, while another 12.2 million homes were receiving satellite signals. The Netherlands was the second largest cable TV market with 6.3 million homes, followed by Poland with 5.0 million homes. United Kingdom was the second largest satellite TV market in Europe with 6.4 million subscribers, followed by France with 4.3 million households.

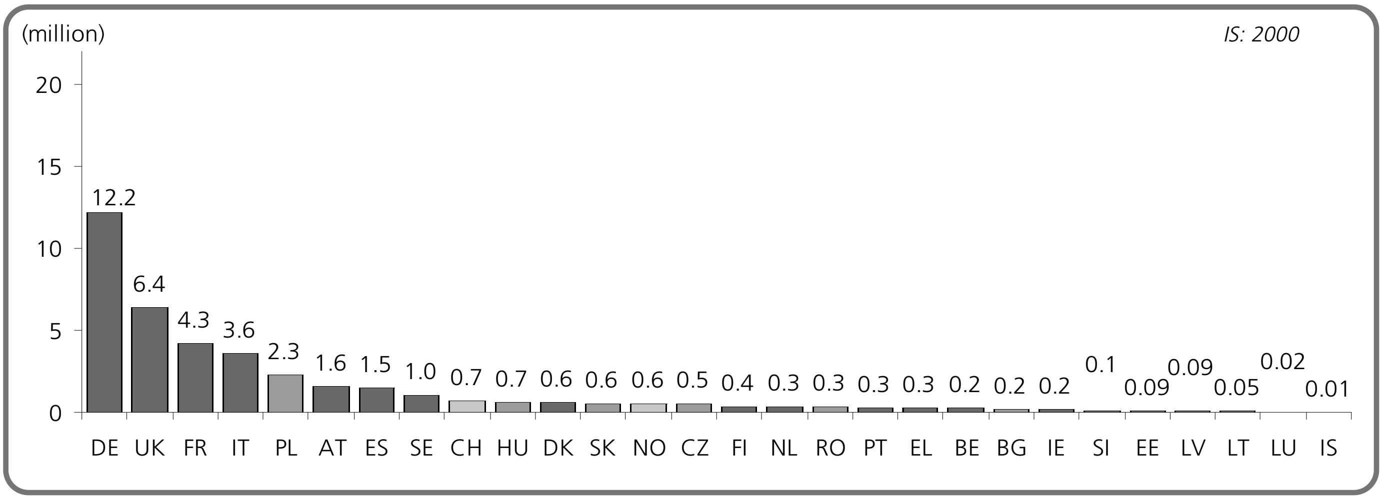
TV production enterprises

TV production companies in EU-15 had a turnover of 10.4 bn euro in 2000, compared with 8.7 bn euro in 1999. Leading TV production group is Endemol Entertainment, the creator of shows like ''Big Brother, based in the Netherlands, with a turnover of 0.91 bn euro. Expand was a leading TV production company in 2001, with main programmes such as ‘Popstar’. Leading TV news agency was Independent TV News followed by Reuter Television and London News Network, all three based in the United Kingdom.

T. 5.3: Top 5 leading EU television production enterprises by activity
source: European Audiovisual Observatory / AMADEUS Database

Rank	Enterprise		Ownership	Turnover (2001), bn euro
TV production groups in EU				
1	Endemol Entertainment	NL	Telefonica	0.91
2	RTL Group (Content Division)	DE	RTL Group	0.90
3	Mediatrade	IT	Mediaset	0.65
4	Bavaria Film	DE	ARD	0.28
5	Expand	FR	Canal +	0.27
TV production companies in EU				
1	Expand	FR	Canal +	0.27
2	ITN	UK	ITV	0.16
3	Endemol France	FR	Telefonica	0.12
4	Arbol Producciones	ES		0.12
5	Thames Television	UK	RTL Group	0.11
TV fiction production companies in EU				
1	Arbol Producciones	ES	Telefonica	0.12
2	Thames Television	UK	RTL Group	0.11
3	Expand	FR	Canal +	0.09
4	Endemol UK	UK	Telefonica	0.09
5	Grundy UFA TV Produktions	DE		0.08
Animation production companies in EU				
1	Hit Entertainment	UK		0.09
2	TV - Toonland	DE		0.08
3	RTV Family Entertainment	DE		0.07
4	Carrere Group	FR		0.04
5	BKN International	DE		0.03
TV News agencies in EU				
1	ITN	UK	ITV	0.16
2	Reuters Television	UK		0.08
3	London News Network	UK		0.05
4	Spiegel TV	DE		0.05
5	ATLSNE	ES		0.04

F. 5.16: Number of satellite TV households in 2001



T. 5.4: Television households, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**109.52**	**117.70**	**126.06**	**139.72**	**141.99**	**144.19**	**145.36**	**146.66**	**147.86**	**150.33**
BE	:	3.21	3.59	3.74	3.98	3.98	4.04 a)	4.09 a)	:	4.13 i)
DK	1.90	2.12	2.17	2.28	2.30	2.34	2.36	2.35	2.35	2.38
DE	:	24.27	26.46	35.60	36.10	36.97	36.97	37.27	37.36	37.69
EL	:	:	2.88	3.41	3.52	3.59	3.66	3.35 a)	:	3.97 j)
ES	:	:	10.59	11.80	:	11.93 c)	11.95 c)	12.18 c)	12.11	13.05
FR	17.28	19.00	20.34	21.39	21.69	21.80	22.20	22.40	22.70	22.90
IE	0.81	0.94	1.02	1.07 a)	1.09 a)	1.13 a)	1.18 a)	1.15 a)	1.19	1.24 i)
IT	:	18.61	19.93	19.41	19.51	20.21	20.39	20.66 d)	20.71 d)	21.02 d)
LU	:	0.13	0.14	0.15	0.16	0.16	0.16 e)	0.15 a)	0.16 h)	0.16
NL	4.76	5.33	5.88	6.34	6.43	6.51 a)	6.56 a)	6.67	6.73	6.80 i)
AT	:	2.67	2.79	2.95	2.98	3.00 a)	3.03 a)	3.11 h)	3.20 h)	3.23 i)
PT	:	:	3.01	3.16	3.04	3.04	3.04	3.13 h)	3.12 h)	3.04 i)
FI	1.71	1.92	2.06	2.17	2.18	2.20 f)	2.23 f)	2.24 f)	2.26	2.28
SE	3.36	3.52	3.70	3.94	4.03	3.93	3.99	4.00	4.05 g)	4.05
UK	19.90	20.60	21.50	22.30	23.20	23.40	23.60	23.92	24.42 h)	24.40
CZ	:	:	:	:	:	3.71 i)	3.77 i)	3.74 i)	3.81 i)	3.94 i)
EE	:	:	:	:	:	0.51 i)	0.36 i)	0.52 i)	0.52 i)	0.52 i)
CY	:	:	:	:	:	0.21 i)	0.21 i)	0.22 i)	0.22 i)	0.22 i)
LV	:	:	:	:	:	0.89 i)	0.90 i)	0.91 i)	0.92 i)	0.93 i)
LT	:	:	:	:	:	1.44 i)	1.44 i)	1.44 i)	1.44 i)	1.44 i)
HU	:	:	:	:	:	3.66 i)	3.64 i)	3.63 i)	3.63 i)	3.62 i)
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	11.82 i)	11.94 i)	12.08	12.11	12.08
SI	:	:	:	:	:	0.64 i)	0.66 i)	0.67	0.68	0.68 i)
SK	:	:	:	:	:	1.59 i)	1.57 i)	1.56 i)	1.54 i)	1.57 i)
BG	:	:	:	:	:	2.59 i)	2.59 i)	2.57 i)	2.57 i)	2.54 i)
RO	:	:	:	:	:	6.51 i)	6.57 i)	6.62 i)	6.68 i)	6.69 i)
IS	:	:	0.09	0.09	0.10	0.10	0.10	0.10 a)	0.10	0.10
NO	:	:	1.66	1.81	1.82	1.85 a)	1.88 a)	1.92 h)	1.97 h)	:
CH	1.98	2.19	2.44	2.62	2.65	2.92 a)	2.97 a)	2.98 h)	3.03 h)	:
JP	:	:	:	:	:	43.90	:	:	:	:
US b)	:	86.10	93.10	95.40	95.90	98.00	99.00	99.40	100.80	102.20

Television households: see definition on the page 156

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
i) Source: EAO j) Eurostat estimate based on EAO

T. 5.5: Share of private households with TV set, %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**95**	**95**	**96**	**97**	**96**	**96**	**96**	**97**
BE	:	92	95	92	97	96	97	97	:	96
DK	:	:	96	97	97	98	98	97	97	98
DE	:	94	96	98	98	100	100	100	100	100
EL	:	:	83	91	92	93	96	87	:	99
ES	:	:	93	98	:	96	95	95	92	97
FR	:	92	94	93	93	93	94	94	94	94
IE	:	94	96	93	94	95	95	93	96	98
IT	:	94	96	95	97	100	96	96	96	96
LU	:	96	95	:	97	100	100	:	98	98
NL	:	98	98	99	99	98	96	98	99	99
AT	:	:	95	95	94	95	95	96	98	98
PT	:	:	91	96	91	89	91	93	92	99
FI	:	:	95	96	95	95	96	95	96	96
SE	:	:	97	96	98	95	97	96	96	98
UK	:	95	94	91	94	93	94	94	95	97
CZ	:	:	:	:	:	99	100	100	100	100
EE	:	:	:	:	:	99	66	100	100	100
CY	:	:	:	:	:	98	99	98	99	99
LV	:	:	:	:	:	97	97	97	97	97
LT	:	:	:	:	:	97	97	97	97	97
HU	:	:	:	:	:	97	97	97	97	97
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	97	97	98	97	97
SI	:	:	:	:	:	98	98	98	98	99
SK	:	:	:	:	:	98	98	98	98	99
BG	:	:	:	:	:	90	91	91	91	91
RO	:	:	:	:	:	87	87	87	87	87
IS	:	:	100	93	93	100	100	99	96	98
NO	:	:	95	98	98	98	98	99	:	99
CH	:	:	86	87	86	94	95	94	95	95
JP	:	:	:	:	:	88	:	:	:	:
US	:	93	100	96	96	97	97	96	97	98

Data for this indication should be interpreted carefully, since household data are estimates.

T. 5.6: Number of TV licence fee accounts, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**90.17**	**96.08**	**102.18**	**104.80**	**110.77**	**112.51**	**113.97**	**115.96**	**111.20**	**111.64**
BE	2.93	2.97	3.30	3.41	3.42	3.48	3.47	3.50	3.55	3.56
DK	1.86	2.01	1.96	2.06	2.08	2.18	2.15	2.13	2.16	:
DE	20.76	22.43	24.14	32.31	32.63	33.06	34.05	34.72	35.13	35.51
EL	2.97	3.23	3.50	:	:	0.00 a)	0.00 a)	0.00 a)	0.00 a)	0.00 a)
ES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FR	15.97	17.93	19.47	15.98	16.65	20.72	21.16	21.64	22.05	22.52
IE	0.64	0.72	0.81	:	0.89	0.89	0.87	0.91	0.95	0.96
IT	13.98	14.52	15.00	16.09	16.12	16.07	15.91	15.94	16.02	:
LU	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
NL	4.18	4.57	4.88	6.09	6.03	6.19	6.30	6.40	0.00 i)	0.00
AT	2.23	2.43	2.50	2.65	2.64	2.64	2.34	2.44	2.47	:
PT c)	1.38	1.61	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FI	1.54	1.78	1.89	1.92	1.93	1.95 d)	1.97 d)	1.99 d)	2.00 e)	2.01
SE	3.21	3.27	3.30	3.37	3.37	3.36	3.35	3.35 f)	3.59	3.38
UK	18.52	18.62	19.73	20.92	21.27	21.98 g)	22.40 g)	22.94 g)	23.28	22.99
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	0.47	0.62	:
SK	:	:	:	:	:	:	:	0.07	0.07	0.08
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	0.06	0.07	0.08	0.09	0.09	0.09 h)	0.09 h)	0.09 h)	0.09	:
NO	1.20	1.37	1.50	1.58	1.64	1.68	1.73	1.74	1.73	1.74
CH	1.98	2.19	2.44	2.62	2.65	2.66	2.65	:	:	:
JP	29.26	31.51	33.54	35.38	35.82	36.96	36.60	:	:	:
US	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Among the EU Member States there are currently no licence fees in Greece, Spain, Luxembourg, the Netherlands and Portugal.
a) There is not a license fee in the basis of TV set ownership. 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) Licence fee abolished 1 Jan 2000. Funding is now collected via income tax

T. 5.7: Annual TV licence fee, ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 h)	**:**	**:**	**:**	**108**	**106**	**120**	**120**	**122**	**131**	**161**
BE	82	107	147	186	184	180	184	189	190	:
DK	102	144	161	222	226	230	237	247	254	265
DE	44	60	76	100	98	115	104	104	105	194
EL a)	:	:	:	0	0	0	0	0	0	0
ES	0	0	0	0	0	0	0	0	0	0
FR	60	77	80	103	108	106	111	113	114	115
IE	:	:	:	76	78	94	89	89	89	:
IT	66	64	82	74	82	84	86 b)	89 b)	91 b)	92 b)
LU	0	0	0	0	0	0	0	0	0	0
NL	:	:	:	90	90	94	96	67	0	0
AT	:	:	169	212	211	211 i)	212	:	:	:
PT c)	23	30	19	0	0	0	0	0	0	0
FI	83	126	159	151	148	150 d)	147 d)	148 d)	165 e)	165
SE	97	124	155	154	173	178	176	185 f)	203	180
UK	:	:	:	104	110	132 g)	144 g)	153 g)	171	180
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	33	32	35
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	111	167	262	283	284	0	0	0	0	0
NO	:	:	:	171	178	186	181	191	202	213
CH	:	:	:	158	158	151	153	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Among the EU Member States there are currently no licence fees in Greece, Spain, Luxembourg, the Netherlands and Portugal.
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.
i) Source: Eurostat estimate based on average fee for 1996 and 1998. j) Source: Eurostat estimate

T. 5.8: Turnover of public TV broadcasters of national origin, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 b)	**:**	**:**	**12 407**	**15 939**	**17 530**	**20 874**	**21 798**	**23 046**	**23 960**	**:**
BE	:	:	171	229	215	218	468 c)	520 c)	573 c)	:
DK	:	:	353	441	441	547	567	575	592	:
DE	:	:	:	4 024	4 241	:	6 981 c)	6 988 c)	6 972 c)	:
EL	:	:	:	164 c)	153 c)	177 c)	227 c)	217 c)	222 c)	:
ES	:	:	:	:	:	:	:	1 474	1 655	2 193
FR	:	:	1 114	2 647 c)	2 756 c)	2 750 c)	2 850 c)	2 888 c)	3 155 c)	:
IE	:	:	158	186	182	215	218	239	251	:
IT	698	1 262	2 323	1 991	2 290	2 156 a)	2 096 a)	2 286 a)	2 484	2 390
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	579	:	:	:	848 c)	844 c)	761 c)	:
AT	237	362	533	744	727	722	734 c)	799 c)	948 c)	:
PT	30	58	153	110	156	195	173	202	162	132
FI	118	248	328	344	349	339	333	318	332	351
SE	:	:	256	355	405	386	392	397	422	409
UK	:	:	:	3 065 c)	3 811 c)	4 337 c)	4 518 c)	5 300 c)	5 431 c)	:
CZ	:	:	:	84 c)	106 c)	110 c)	132 c)	129 c)	138 c)	:
EE	:	:	:	7 c)	7 c)	8 c)	9 c)	8 c)	10 c)	:
CY	:	:	:	:	:	:	:	:	:	:
LV	0	:	:	:	:	:	11 c)	11 c)	12 c)	12
LT	:	:	:	:	:	:	14 c)	12 c)	13 c)	:
HU	:	:	:	174 c)	161 c)	158 c)	93 c)	139 c)	126 c)	165
MT	0	:	:	:	:	:	:	:	:	:
PL	0	:	:	282 c)	312 c)	326 c)	342 c)	384 c)	423 c)	453
SI	0	:	:	92 c)	85 c)	85 c)	89 c)	101 c)	110 c)	:
SK	0	:	:	:	:	:	40 c)	40 c)	34 c)	39
BG	6	:	:	:	:	:	:	:	:	:
RO	0	:	:	:	:	:	:	49 c)	68 c)	:
IS	6	13	16	16	17	19	20	22	23	20
NO	:	:	241	291	345	327	338	384 c)	395 c)	400
CH	:	:	313	533	528	498	960 c)	966 c)	1 122 c)	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

a) Source: Autorità per le garanzie nelle telecomunicazioni (AUTCOM)
b) EU estimates
c) Eurostat estimates based on source EAO/Persky

T. 5.9: Turnover of private TV broadcasters of national origin, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 c)	**:**	**:**	**7 490**	**15 755**	**17 887**	**21 752**	**22 970**	**25 879**	**29 964**	**:**
BE	:	:	66	436 e)	375 e)	367 e)	424 e)	447 e)	479 e)	:
DK	:	:	:	41 e)	34 e)	67 e)	108 e)	167 e)	175 e)	:
DE	:	:	:	3 554	4 120	:	4 450	:	6 363	:
EL	:	:	:	223 e)	307 e)	417 e)	454 e)	544 e)	526 e)	:
ES	:	:	:	:	:	:	:	2 080	2 362	2 430
FR	:	:	1 752	3 576 e)	3 796 e)	4 061 e)	4 662 e)	5 087 e)	5 593 e)	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	1 744 a)	2 087	2 286 b)	2 484 b)	:
LU	:	:	244	271	272	:	:	:	:	:
NL	:	:	:	233 e)	445 e)	506 e)	602 e)	632 e)	636 e)	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	111	121	134	155	201 e)	254 e)	247
FI	46	107	139	166	167	191	209	213	222	214
SE	:	:	4	190 e)	261 e)	341 e)	421 e)	582 e)	621 e)	:
UK	:	:	:	4 425	5 117	6 837	7 202 e)	8 235 e)	9 793 e)	:
CZ	:	:	:	79 e)	94 e)	90 e)	117 e)	136 e)	116 e)	:
EE	:	:	:	0 e)	0 e)	5 e)	13 e)	10 e)	10 e)	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	8	9	8
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	0 e)	0 e)	14 e)	79 e)	97 e)	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	16 e)	80 e)	160 e)	284 e)	340 e)	405 e)	:
SI	:	:	:	0 e)	7 e)	18 e)	28 e)	31 e)	29 e)	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	0 e)	12 e)	22 e)	41 e)	56 e)	56 e)	:
IS	:	:	:	:	:	25	29	35	:	:
NO	:	:	9	116 e)	169 e)	204 e)	227 e)	355 e)	387 e)	:
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US d)	:	:	:	42 496	50 501	60 706	68 338	77 954	104 181	103 144

a) Autorità per le garanzie nelle telecomunicazioni (AUTCOM)
b) RAI
c) EU-estimate
d) Eurostat estimate: TV advertising + Subscription fees
e) Eurostat estimates based on EAO/Persky

T. 5.10: Receipts from public subsidies and other public revenues, excluding licence fees, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**1 458**	**1 488**	**1 861**	**:**
BE	:	:	131	161	153	157	5 a)	5 a)	5 a)	:
DK	:	:	:	:	:	0	0 a)	0 a)	0 a)	0
DE	:	:	:	196	177	:	191	147 a)	59 a)	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	566	705	1 119
FR	:	:	51	243	188	132	148	103	:	:
IE	:	:	:	:	:	:	0 a)	0 a)	0 a)	0
IT	:	:	:	:	:	:	217 a)	200 a)	75 a)	48
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	14	450 a)	:
AT	4	8	9	:	:	12	10 a)	10 a)	10 a)	:
PT	2	3	2	34	74	52	69	104	76	72
FI	:	:	2	1	0	:	1	48 a)	49 a)	:
SE	:	:	:	:	:	:	:	7	8	:
UK	:	:	:	:	:	:	242 a)	284 a)	293 a)	:
CZ	:	:	:	:	:	:	0 a)	0 a)	0 a)	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	6 a)	6	7	7
LT	:	:	:	:	:	:	10 a)	9	10	12
HU	:	:	:	:	:	:	20 a)	38 a)	47 a)	50
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	111	118	139
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	6	6	6
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:
NO	:	:	28	1	0	0	:	:	:	:
CH	:	:	:	:	1	1	20 a)	13 a)	14 a)	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

a) Source: EAO

T. 5.11: Receipts from public TV commercial income, including advertising and sponsorship, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**5 026**	**5 009**	**5 166**	**4 045**	**6 516**	**7 338**	**7 748**	**:**
BE	:	:	31	44	42	42	146 a)	157 a)	185 a)	:
DK	0	0	47	70	66	:	191 a)	175 a)	196 a)	:
DE	443	647	704	345	339	314	1 232 a)	1 327 a)	1 301 a)	:
EL	:	:	75	19	9	23	37	:	:	:
ES	:	480	1 289	1 346	1 428	:	:	908	950	937
FR	259	468	324	602	652	654	657	706	673	:
IE	21	37	56	95	86	97	160 a)	169 a)	179 a)	:
IT	124	421	731	627	772	809	1 062 a)	1 184 a)	1 246 a)	944
LU	:	:	:	:	:	:	:	:	:	:
NL	73	122	202	232	133	126	185 a)	208 a)	241 a)	:
AT	86	133	232	326	306	315	366 a)	380 a)	474 a)	:
PT	12	28	102	74	68	64	72	75	68	44
FI	:	:	:	51	48	:	48 a)	47	48	45
SE	0	0	0	2	2	2	22 a)	24 a)	25 a)	:
UK	:	:	:	:	:	:	1 531 a)	1 937 a)	2 119 a)	:
CZ	:	:	:	:	:	:	46 a)	40 a)	43 a)	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	5 a)	5 a)	5 a)	4
LT	:	:	:	:	:	:	4 a)	3 a)	3 a)	1
HU	:	:	:	:	:	:	33 a)	16 a)	13 a)	8
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	153 a)	256	247	281
SI	:	:	:	:	:	:	21 a)	:	29 a)	:
SK	:	:	:	:	:	:	10 a)	11 a)	5 a)	6
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	6	6	7	5
NO	0	0	0	0	:	:	2 a)	3 a)	3 a)	:
CH	45	74	117	181	176	158	312 a)	333 a)	404 a)	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

a) Source: EAO

T. 5.12: Total number of TV programme services (TV channels)

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 j)
EU-15	:	:	:	:	:	:	:	:	:	:	:
BE	5	16	17	19	19	22	24	:	:	:	43
DK	1	36	55	72	68	:	69	5	:	:	31
DE	7	17	51	88	93	102	106	:	153	:	120
EL h)	:	:	:	:	:	105 a)	105 a)	110 a)	110 a)	:	82
ES	2	5	14	27	:	:	:	20 c)	26 d)	:	134
FR	3	5	20	81	93	127	145	188	232	256	139
IE	2	2	2	2	3	3	4	4	:	:	4
IT	7	8	16	712	725	738	670 i)	693 i)	705 i)	656 i)	364
LU	1	1	1	3	5	5	5	8	15	19	6
NL	2	2	3	11	12	21	62	85	127	:	50
AT	2	2	2	2	2	:	:	:	:	:	18
PT	4	4	4	6	6	6	9	10 e)	13	18	36
FI	5	5	7	7	7	7 f)	7 f)	7 f)	7	13	25
SE	2	2	5	10	10	11	12	6	:	16	33
UK	:	:	:	:	257	283	312	:	:	:	200
CZ	:	:	:	:	:	:	:	:	:	:	31
EE	:	:	:	:	:	:	:	:	:	:	4
CY	:	:	:	:	:	:	:	:	:	:	6
LV	:	:	:	:	:	:	:	28	25	28	:
LT	:	:	:	:	:	:	:	9	11	13	:
HU	:	:	:	:	:	:	:	268	296	250	42
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	41	49	42	:
SK	:	:	:	:	:	:	:	68	68	78	:
BG	:	:	:	:	:	:	:	32	87	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	1	1	2	6	6	7 g)	10 g)	9 g)	9 g)	9 g)	:
NO	:	:	108	106	:	63	:	29	27	28	:
CH	3	7	7	9	18	90	90	:	:	:	:
JP	:	:	:	129	132	130	133	:	:	:	:
US j)	:	:	1 100	1 011	1 201	1 222	1 363	1 393	1 580	:	:

Data should be interpreted with caution, since they are not harmonised in coverage and double-counting a) Source : Ministry of Press and Mass Media c) source: CMT, Telecommunications Market Commission of Spain; nationwide distributed channel TDT+A47; without cable operators and local tv operators. d) Source: CMT, e) source: ICS f) Source: Statistics Finland g) Source: SI
h) Digital only i) Ministero delle Communicazioni j) 2002 data harmonised: Sum of nationwide channels + foreign channels targeting the country + regional channels. Local channels excluded. Source: EAO

T. 5.13: Number of public TV programme services with nationwide distribution

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 a)
EU-15 g)	**31**	**31**	**36**	**45**	**47**	**51**	**52**	**56**	**77**	**77**	**109**
BE	4	4	2	2	2	2	2	:	:	:	6
DK	1	1	2	3	3	3	3	3	:	:	4
DE	2	2	6	10	10	14	14	14	14	:	13
EL	1	1	2	:	:	3	3	3	3	:	3
ES	2	2	3	5	:	:	:	:	:	2	7
FR	3	3	2	4	4	4	4	4	4	4	9
IE	2	2	2	2	3	3	3	:	:	:	3
IT	3	3	3	3	3	6	6	6 b)	6	3	20
LU	:	:	:	:	:	:	:	1	1	1	1
NL	2	2	3	3	3	3	17	17	18	:	4
AT	2	2	2	2	2	2	2	2	2	:	3
PT	2	2	2	2	2	2	2	2 c)	2 c)	2	3
FI	3	3	3	3	3	3 d)	3 d)	3 d)	3	6	5
SE	2	2	2	2	2	2	2	4 e)	4	3	8
UK	2	2	2	2	2	2	2	:	:	:	20
CZ	:	:	:	:	:	:	:	:	:	2	2
EE	:	:	:	:	:	:	:	:	:	:	1
CY	:	:	:	:	:	:	:	:	:	:	2
LV	:	:	:	:	:	:	:	2	2	2	2
LT	:	:	:	:	:	:	:	1	1	1	1
HU	:	:	:	:	:	:	:	3	3	3	3
MT	:	:	:	:	:	:	:	:	:	:	1
PL	:	:	:	:	:	:	:	:	:	:	3
SI	:	:	:	:	:	:	:	2	2	2	3
SK	:	:	:	:	:	:	:	2	2	2	2
BG	:	:	:	:	:	:	:	2	2	2	2
RO	:	:	:	:	:	:	:	:	:	:	3
IS	1	1	1	1	1	1 f)	1 f)	1 f)	1	1	1
NO	1	1	1	1	2	2	:	2	2	2	3
CH	3	3	3	4	4	:	:	:	:	:	3
JP	2	2	2	2	2	2	2	2	:	:	:
US	:	:	:	:	:	:	:	:	:	:	357 h)

a) Nationwide channels, excluding regional and local channels, Eurostat estimate based on EAO (including terrestrial + cable + satellite for all countries)
b) Source: Autorità per le garanzie nelle telecomunicazioni c) Source: ICS d) Source: Statistics Finland
e) Source: MMS (Mediemätningar i Skandinavien AB). Source: RTVV (Radio & TV Authority).
f) Source: SI g) Estimate, excluding regional TV
h) Not necessarily nationwide distribution. As of April 2003, source: Association of America's Public Television Stations

T. 5.14: Number of private TV programme services with nationwide distribution

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 e)
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**767**
BE	1	1	2	3	3	4	5	:	:	:	25
DK	0	0	0	0	0	1	2	1	:	:	24
DE	0	0	4	20	23	23	26	26	30	:	77
EL	0	0	2	:	:	9	9	11	13	:	27
ES	0	0	3	12	:	:	:	4	:	:	115
FR	0	0	4	3	3	66 a)	78 a)	115 a)	129 a)	144	113
IE	0	0	0	0	0	0	1	:	:	:	1
IT	3	3	11	11	11	11	11	11 b)	11	:	93
LU	1	1	1	1	1	1	1	2	3	3	5
NL	:	:	:	4	4	7	8	9	13	:	34
AT	0	0	0	0	0	0	:	:	:	:	15
PT	0	0	0	2	2	2	5	2 c)	2 c)	2 c)	31
FI	1	1	2	1	1	2	2	2	2	5	18
SE	:	:	:	1	1	1	1	1 d)	14 a)	:	25
UK	:	:	:	:	:	:	:	180	350	346	164
CZ	:	:	:	:	:	:	:	:	:	:	17
EE	:	:	:	:	:	:	:	:	:	:	3
CY	:	:	:	:	:	:	:	:	:	:	4
LV	:	:	:	:	:	:	:	1	1	1	3
LT	:	:	:	:	:	:	:	3	3	3	3
HU	:	:	:	:	:	:	:	4	5	7	39
MT	:	:	:	:	:	:	:	:	:	:	9
PL	:	:	:	:	:	:	:	:	:	:	44
SI	:	:	:	:	:	:	:	:	:	:	3
SK	:	:	:	:	:	:	:	:	:	:	4
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	13
IS	:	:	0	1	1	1	1	2	2	3	4
NO	0	-	1	3	3	3	:	2	2	2	19
CH	:	:	:	:	:	:	:	:	:	:	12
JP	:	:	:	:	:	6	6	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:	:

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).
e) Nationwide channels, including foreign channels targeting the country, excluding regional and local channels, Eurostat estimate

T. 5.15: Daily TV viewing time, minutes

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 f)	**:**	**:**	**:**	**187**	**191**	**195**	**205**	**205**	**208**	**210**
BE	:	147	:	176	180	173	182 e)	172 e)	177 e)	181 e)
DK	:	:	:	164	166	155	162	159	152	154
DE	:	:	:	175	183	183	201	198	203	205
EL	:	:	145	220	238	249	253	227 e)	191 e)	243
ES	:	:	:	:	:	209 a)	210 a)	221 a)	221 a)	216 a)
FR e)	:	:	184	180	180	180	:	199	204	209
IE	:	:	:	188	188	182	194	186 e)	181 e)	178 e)
IT	:	:	191	213	215	212	221 h)	233 h)	238 h)	241 h)
LU	:	:	:	156	144	136	:	124 e)	144 e)	:
NL	:	:	116	151	157	155	165	163 e)	163 e)	166 e)
AT e)	:	:	:	139	141	:	:	138	139 e)	142 e)
PT	:	:	:	169	165	165	157	202 c)	203 c)	197 c)
FI	103	111	104	140	149	149	149	161	168	167
SE	:	:	:	134	140	141	144	143 d)	150 d)	148 d)
UK	:	226	206	215	215	215	217	220	221 e)	218 e)
CZ	:	:	:	:	:	:	:	:	194	202
EE	:	:	:	188 e)	221 e)	:	232 e)	231 e)	253 e)	259 e)
CY	:	:	:	:	:	:	214 e)	217 e)	224 e)	236 e)
LV	:	:	:	:	:	:	:	272	258	264
LT	:	:	:	:	:	:	205 e)	224 e)	208	199
HU	:	:	:	212 e)	202 e)	:	233 e)	240 e)	249 e)	250 e)
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	218	220	219
SI	:	:	:	:	:	:	100 e)	158 e)	168 e)	168 e)
SK	:	:	:	:	:	:	:	243	249	242
BG	:	:	:	:	245 e)	:	:	:	231 e)	189 e)
RO	:	:	:	:	:	:	211 e)	210 e)	216 e)	213 e)
IS	:	:	:	:	:	:	142	120	145	146
NO	:	:	:	143	150	119	119	149	163	158
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	235	225	214	214	:	:	:	:
US g)	:	:	:	:	:	:	255	261	270	273

a) Source: CMT, Telecommunications Market Commission of Spain. A47Annual Report 1999; minutes per day
c) Source: Marktest, Adults: 14 years old and more.
d) Source: MMS (Mediemätningar i Skandinavien AB).
e) Source: EAO
f) EU-15 estimates based on weights by number of households
g) Source: MPA Worldwide Market Research
h) Source: Auditel

T. 5.16: Households subscribing to cable networks, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**21.57**	**34.42**	**36.03**	**37.81**	**44.10**	**42.48**	**45.24**	**45.09**
BE	2.31	2.82	3.37	3.63	3.68	3.72	3.74	4.07 i)	4.05 k)	4.05 k)
DK	0.00	0.00	0.86	1.32	0.75	:	:	0.74 i)	1.05 i)	1.05 i)
DE	:	1.56	8.10	15.80	16.70	17.28	22.00	18.76 i)	20.62 i)	20.30 i)
EL	:	:	:	0.00	0.00	:	:	0.02 f)	0.01 i)	0.01 i)
ES	:	:	0.11	0.40	0.44	0.41 j)	0.44 j)	0.59 j)	0.88 j)	1.09 j)
FR	:	:	0.52	1.89	2.11	2.35	2.59	2.84	3.04	2.80 i)
IE	:	:	0.39	0.46	0.47	:	0.54	0.59 i)	0.66 i)	0.68 j)
IT	:	:	:	0.32	:	0.84 b)	1.07 b)	1.10 b)	0.09 i)	0.08 i)
LU	:	:	0.10	0.13	:	:	:	0.13 i)	0.12 i)	0.12 i)
NL	1.06	2.75	4.98	5.77	5.64	5.92	6.06	6.19 f)	6.39	6.32
AT	:	0.28	0.63	1.08	1.08	1.11	1.17	1.09 i)	1.13 i)	1.20
PT	0.00	0.00	0.00	0.06	0.17	0.38	0.60	0.77 j)	0.93 j)	1.12 j)
FI	0.07	0.21	0.67	0.82	0.85	0.88 d)	0.91 d)	0.93 d)	0.95 d)	0.74 i)
SE	:	:	1.48	1.54	1.65	1.57	1.72	1.77 i)	1.77 i)	1.70 i)
UK	:	:	0.16	1.22	2.02	2.07 e)	2.47 e)	2.91 e)	3.55 e)	3.82 e)
CZ	:	:	:	:	:	0.75 j)	0.75 j)	0.85 j)	0.84 j)	0.85 j)
EE	:	:	:	:	:	:	0.12 j)	0.14 j)	0.17 j)	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	0.22 j)	0.37 j)	:	:	:
LT	:	:	:	:	:	0.36 j)	0.36 j)	:	:	:
HU	:	:	:	:	:	1.83 j)	1.74 j)	1.70 j)	1.86 j)	2.02 j)
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	3.07 j)	3.59 j)	4.10 j)	5.00 j)	:
SI	:	:	:	:	:	0.24 j)	0.24 j)	0.24 j)	0.24 j)	0.30 j)
SK	:	:	:	:	:	0.48 j)	0.60 j)	0.65 j)	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	2.70 j)	3.00 j)	2.50 j)	2.80 j)	3.20 j)
IS	:	:	:	:	:	0.00	0.00	0.01	0.01	0.01 j)
NO	:	:	0.48	0.68	0.67	0.67	0.71	0.82 i)	0.84 i)	:
CH	0.85	1.28	1.87	2.40	2.46	2.52	2.54	2.59 j)	2.63 j)	:
JP h)	:	:	6.77	11.00	12.63	14.48	15.82	17.65	18.71	21.25
US g)	17.63	39.78	54.93	62.68	63.97	65.95	67.10	68.60	69.50	73.20

a) Eurostat estimate b) Telecom Italia (TI) 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, Ministry of Public Management, Home Affairs, Post and Telecommunications i) Source: SES/ASTRA j) Source: EAO

T. 5.17: Cable TV households in % of all TV households

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**17.1**	**24.6**	**25.4**	**26.2**	**30.3**	**29.0**	**30.6**	**30.0**
B	:	87.7	93.8	97.1	92.7	93.4	92.6	99.5	:	98.1
DK	0.0	0.0	39.6	57.9	32.7	:	:	31.5	44.7	44.1
D	:	6.4	30.6	44.4	46.3	46.7	59.5	50.3	55.2	53.9
EL	:	:	:	0.1	0.1	:	:	0.5	:	0.3
E	:	:	1.0	3.4	:	3.4	3.7	4.8	7.3	8.4
F	:	:	2.5	8.8	9.7	10.8	11.7	12.7	13.4	12.2
IRL	:	:	37.8	43.0	43.1	:	45.5	51.1	55.5	55.1
I	:	:	:	1.7	:	4.1	5.3	5.3	0.4	0.4
L	:	:	76.5	86.3	:	:	:	87.8	75.0	75.0
NL	22.3	51.5	84.7	91.0	87.8	91.0	92.3	92.9	94.9	92.9
A	:	10.5	22.6	36.6	36.1	37.0	38.6	35.0	35.3	37.2
P	:	:	0.0	1.8	5.6	12.6	19.6	24.5	29.6	36.8
FIN	4.0	10.9	32.4	37.6	38.8	39.9	40.6	41.7	42.1	32.5
S	:	:	40.1	39.0	41.0	40.0	43.0	44.3	43.7	42.0
UK	:	:	0.7	5.5	8.7	8.8	10.5	12.2	14.5	15.7
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	33.7	26.7	31.9	:
CY	:	:	:	:	:	20.2	19.9	22.7	22.0	21.6
LV	:	:	:	:	:	25.0	25.0	:	:	:
LT	:	:	:	:	:	25.0	41.0	:	:	:
HU	:	:	:	:	:	50.0	47.7	46.9	51.3	56.0
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	26.0	30.0	33.9	41.3	:
SI	:	:	:	:	:	37.7	36.4	36.2	35.7	44.2
SK	:	:	:	:	:	30.2	38.1	41.4	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	41.5	45.7	37.8	41.9	47.8
IS	:	:	:	:	:	0.0	2.0	5.1	7.1	5.1
N	:	:	28.7	37.5	36.5	35.9	37.5	42.7	42.6	:
CH	42.9	58.4	76.6	91.3	92.9	86.1	85.8	86.8	86.8	:
JP	:	46.2	59.0	65.7	66.7	67.3	67.8	69.0	68.9	71.6
US	:	:	:	:	:	33.0	:	:	:	:

T. 5.18: Cable operators

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE g)	:	42	34	34	32	31	31	31	30	30 h)
DK g)	:	:	:	:	:	40	65	40	:	1 500 h)
DE	:	:	:	:	:	101 a)	120 a)	:	:	416
EL	:	:	:	:	:	:	:	1 g)	:	:
ES	:	:	:	:	:	28 b)	28 b)	28 b)	28 b)	28
FR	:	:	58	110	129	121	144	:	:	15 h)
IE	:	:	:	:	:	5 g)	5 g)	:	:	4 h)
IT	0	0	0	0	0	1	1	1 c)	:	2 h)
LU g)	:	:	4	7	7	:	:	:	:	7 h)
NL	:	:	:	169	100	127	120	91	50	46
AT g)	:	:	:	49	:	:	:	270	:	236 h)
PT	:	:	:	10	13	15	15	14 d)	16 d)	4 h)
FI g)	:	:	:	103	106	106 e)	100 e)	100 e)	:	50 h)
SE	:	:	:	7	7	4	4	4	4	4
UK	:	:	:	:	:	5 f)	5 f)	5 f)	5	4
CZ	:	:	:	:	:	:	:	:	23	20
EE	:	:	:	:	:	:	:	:	:	37 h)
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	36	32	29
LT	:	:	:	:	:	:	:	:	:	55
HU	:	:	:	:	:	:	:	437	442	437
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	569	534	526
SI	:	:	:	:	:	:	:	:	:	38
SK	:	:	:	:	:	:	:	121	118	112
BG	:	:	:	:	:	:	:	:	650	415
RO	:	:	:	:	:	:	:	:	:	584 h)
IS	:	1	2	2	2	3	4	5	5	5
NO	:	:	:	50	:	50	40	:	:	1 000 h)
CH	:	:	:	:	:	:	290	300 h)	:	300 h)
JP	:	:	:	:	:	720	:	:	:	:
US	4 225	6 600	9 575	11 126	11 119	:	:	:	:	:

Data for Denmark and Norway include SMATV networks.
a) Source: Deutschen Telekom 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 h) Source: EAO

T. 5.19: Number of digital TV households (CATV + DTT + DTH), million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**2.03** d)	**4.00** d)	**9.91**	**15.68** d)	**23.80** b)
BE	:	:	:	:	:	:	:	:	0.00 a)	0.11 b)
DK	:	:	:	:	:	:	:	0.10 c)	0.04 a)	0.29 b)
DE	:	:	:	:	:	:	:	1.30 c)	1.55 a)	1.46 b)
EL	:	:	:	:	:	:	:	:	0.00 a)	0.16 b)
ES	:	:	:	:	:	:	:	1.38 c)	0.00 a)	2.28 b)
FR	:	:	:	:	:	:	:	2.68 c)	0.33 a)	4.26 b)
IE	:	:	:	:	:	:	:	0.04 c)	0.00 a)	0.16 b)
IT	:	:	:	:	:	:	:	0.90 c)	0.09 a)	4.72 b)
LU	:	:	:	:	:	:	:	:	0.00 a)	:
NL	:	:	:	:	:	:	:	0.14 c)	0.00 a)	0.12 b)
AT	:	:	:	:	:	:	:	:	0.02 a)	0.18 b)
PT	:	:	:	:	:	:	:	0.07 c)	0.00 a)	0.22 b)
FI	:	:	:	:	:	:	:	0.01 c)	0.00 a)	0.25 b)
SE	:	:	:	:	:	:	:	0.12 c)	0.07 a)	0.62 b)
UK	:	:	:	:	:	:	:	3.00 c)	2.54 a)	8.98 b)
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	0.03 c)	0.04 a)	:
CH	:	:	:	:	:	:	:	:	0.00 a)	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	3.30 c)	5.23 c)	9.53 c)	15.46 c)	21.41 c)	26.93 c)

CATV = Community Antenna TeleVision, also called Cable TV. DTT = Digital Terrestrial Television. DTH= Direct-To-Home digital satellite including subscribers to digital satellite packages and free-to-air satellite digital TV households
a) Only includes CATV. Source: SES/Astra
b) Source; EAO c) Source: Screen Digest d) Source: SES/Astra

T. 5.20: Satellite TV households, million

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**20.03**	**21.99**	**21.87**	**25.31**	**27.88**	**28.52**	**32.76**
BE	:	:	:	0.26	:	0.14 j)	0.14 j)	0.15 f)	0.22 f)	0.22 f)
DK	0.00	0.00	0.39	0.70	0.70	0.55 j)	0.62 j)	0.61 j)	0.55 f)	0.62 f)
DE	:	:	0.85	10.00	10.70	10.70 b)	11.37 b)	12.14 b)	12.02 b)	12.19
EL	:	:	:	0.02	0.02	0.18 j)	0.18 j)	0.18 j)	0.07 f)	0.26 j)
ES	:	:	:	0.65	0.74	0.73 c)	1.10 c)	1.23 c)	1.38 c)	1.49
FR	:	:	0.48	1.00	1.34	1.86	3.50	4.03	3.82	4.25
IE	:	:	0.02	0.08	0.10	0.11	0.11	0.11 f)	0.13 f)	0.17 f)
IT	:	:	:	:	:	0.95 j)	1.15 j)	2.17 f)	2.65 k)	3.56 k)
LU	:	:	:	0.02	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)	0.34 f)
AT	0.00	0.00	:	0.94	1.08	1.12	1.19	1.26 f)	1.45 f)	1.56
PT	:	:	:	0.26	0.29	0.32	0.34	0.38	0.29 f)	0.30 f)
FI	:	:	0.05	0.20	0.23	0.26 d)	0.29 d)	0.31 d)	0.34 d)	0.36
SE	:	:	0.11	0.79	0.77	0.87	0.84	0.85 f)	1.05 f)	1.02 f)
UK	:	:	1.28	3.28	3.79	3.80 e)	4.12 e)	4.11 e)	4.20 e)	6.39
CZ	:	:	:	:	:	:	:	:	0.36	0.50 f)
EE	:	:	:	:	:	:	:	:	:	0.09 f)
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	0.09 f)
LT	:	:	:	:	:	:	:	:	0.06	0.05
HU	:	:	:	:	:	:	:	:	:	0.65 f)
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	2.28 f)
SI	:	:	:	:	:	:	:	0.09	0.11	0.10
SK	:	:	:	:	:	:	:	0.50	0.50	0.55
BG	:	:	:	:	:	:	:	:	:	0.18
RO	:	:	:	:	:	:	:	:	:	0.32 f)
IS	0.00	0.00	:	0.00	0.01	0.01 i)	0.00 i)	:	0.01	:
NO	:	:	:	0.23	0.25	0.27	0.33	0.39 f)	0.53 f)	0.55 f)
CH	:	:	:	0.17	0.25	:	0.36	:	0.61 f)	0.72 f)
JP h)	:	:	2.36	7.37	8.17	8.80	9.46	10.07	10.62	:
US g)	:	:	:	3.30	4.40	6.40	8.30	8.60	9.60	12.90

a) EU-15 data estimated b)Source: SES / Infratest 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 j) Source: EAO k) Source: ISTAT

T. 5.21: Satellite TV households in % of all TV households

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**14.3**	**15.5**	**15.2**	**17.4**	**19.0**	**19.3**	**21.8**
B	:	:	:	6.8	:	3.6	3.5	3.7	:	5.3
DK	0.0	0.0	17.8	30.7	30.4	23.5	26.4	26.1	23.4	26.1
D	:	:	3.2	28.1	29.6	28.9	30.8	32.6	32.2	32.3
EL	:	:	:	0.6	0.6	5.0	4.9	5.4	:	6.6
E	:	:	:	5.5	:	6.1	9.2	10.1	11.4	11.4
F	:	:	2.3	4.7	6.2	8.5	15.8	18.0	16.8	18.6
IRL	:	:	2.0	7.9	9.2	9.7	9.4	9.5	10.9	13.7
I	:	:	:	:	:	4.7	5.6	10.5	12.8	16.9
L	:	:	:	13.1	12.7	12.5	12.3	13.5	12.5	14.4
NL	:	:	:	4.6	:	4.0	5.3	4.8	4.9	5.0
A	:	0.0	:	31.9	36.1	37.3	39.2	40.5	45.3	48.3
P	:	:	:	8.2	9.6	10.4	11.2	12.1	9.3	9.9
FIN	:	:	2.2	9.1	10.6	11.9	12.8	14.0	15.2	15.8
S	:	:	3.0	20.0	19.0	22.0	21.0	21.3	25.9	25.2
UK	:	:	5.9	14.7	16.3	16.3	17.4	17.2	17.2	26.2
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	17.4
CY	:	:	:	:	:	:	:	:	9.5	12.7
LV	:	:	:	:	:	:	:	:	4.2	3.2
LT	:	:	:	:	:	:	:	:	:	9.7
HU	:	:	:	:	:	:	:	:	:	18.0
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	18.9
SI	:	:	:	:	:	:	:	14.0	15.6	14.2
SK	:	:	:	:	:	:	:	32.1	32.4	35.0
BG	:	:	:	:	:	:	:	:	:	7.2
RO	:	:	:	:	:	:	:	:	:	4.8
IS	:	:	:	4.3	5.3	5.2	3.3	:	8.1	:
N	:	:	:	12.8	13.5	14.6	17.5	20.3	26.9	:
CH	:	:	:	6.4	9.4	:	12.1	:	20.1	:
JP	:	:	:	3.5	4.6	6.5	8.4	8.7	9.5	12.6
US	:	:	:	:	:	20.0	:	:	:	:

6. Sound recordings market

Sales of music fell in 2001 - whilst pirate copying increased

The music market in the EU-15 has grown steadily over the past two decades to 9.9 billion euro in 2000. The music market growth of 48% from 1990 to 1997 was larger than the overall retail trade growth of 15% in the EU-15 during the same period. Turnover from sound recordings sales grew 53% in the EU from 1990 to 2000. But since 2000 the industry in the EU-15 did not achieve the positive growth. The turnover from sound recordings sales in EU-15 decreased to 9.7 billion euro in 2001 (- 2.3%), which was 26% of world music sales in 2001.

The US music market growth was however even stronger during the second half of the nineties. In 2001, the turnover decreased by 3.3% reaching 14.7 billion euro, 40% of world sales.

The Japanese sales volume stayed at around 6 billion euro during the second half of the nineties and reached 5.9 billion euro, 16% of world sales, in 2001. The turnover decreased by recording 17% compared to 2000.

The global music market according to IFPI had a volume of 37.5 billion euro in 2001, down by 5% in local currency value and 6.8% in units compared to the year before.

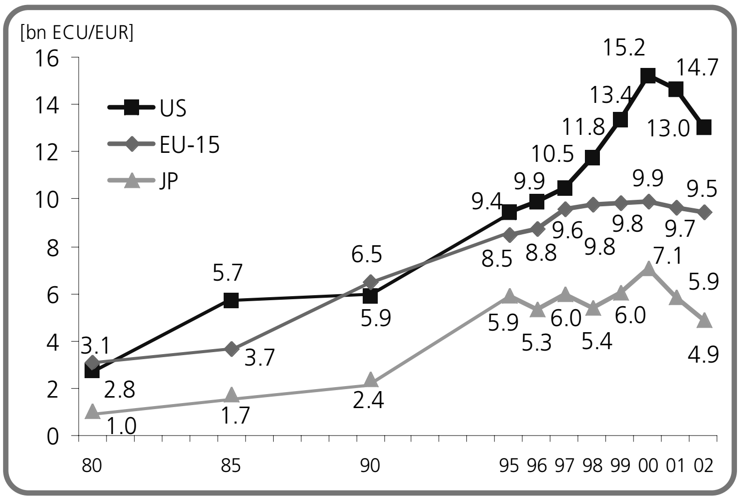
Global recorded music sales down 7% in 2002

World sales of recorded music fell by 7% in value and 8% in units in 2002 according to IFPI data, with decline in all major markets, except in Italy and Sweden. Music sales declined in varying degrees in every region: down by 8.2% in North America, down by 4.1% in Europe, down by 13.4% in Asia and down 9.8% in Latin America. EU-15 sales of recorded music fell by 1.9% in value in 2002. 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 17% in Portugal and in Denmark, 16% in Finland, 13% in Spain and 9% in the US.

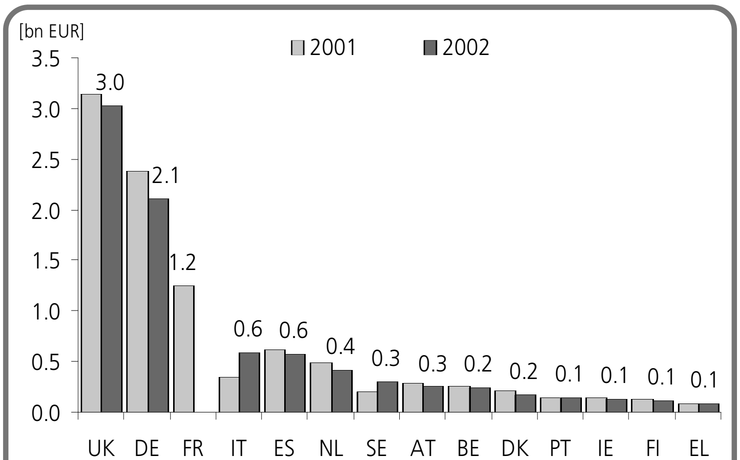
Major trends in 2002

Legitimate online music services made good progress in 2002. Pressplay, MusicNet and Rhapsody have been joined by a number of other major online music services. These services have already begun to attract demand and are expected to grow and largely displace unauthorised music services over the next few years.

F. 6.1: Turnover from sound recordings sales, 1980 - 2002

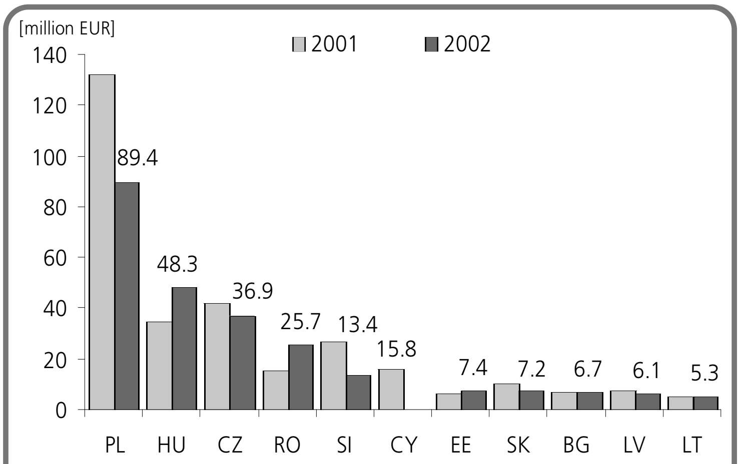


F. 6.2: Turnover from sound recordings sales in EU Member States in 2001 and 2002



IT: Source: ISTAT in 2001 and IFPI in 2002, FR 2002 not available

F. 6.3: Turnover from sound recordings sales in Candidate countries in 2001 and 2002



PL in 2002: Figure exclude premiums

Sales of physical product through online retail maintained steady growth. In the UK, the share of album sales online increased from 4% to 6% and in Germany, from 6% to 9% of total album sales. Online CD sales remained steady in the US at 3%.

Sales of music video continued to grow substantially in 2002 driven by the increased penetration of DVD players and the impressive flow of new releases from record companies. Between them, the five major record companies released over 1 300 DVD titles in 2002. Best-selling titles included Paul McCartney 'Back in the US', Sade 'Lovers Live', U2 'The Best of 1990-2000', Robbie Williams 'Live at The Albert', Eminem 'All Access Europe', Red Hot Chili Peppers 'Off the Map' and Westlife 'Unbreakable - The Greatest Hits'. Worldwide unit sales of DVD Audio and SACD reached over one million each in 2002. Since 2001 the combined unit sales of both formats more than trebled. (Source: IFPI)

Top 20 music sales ranking in 2001

The twenty most important countries in sales value account for about 90% of the world sales volume. The United States is the largest market, followed by the EU-15 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 three to Asia.

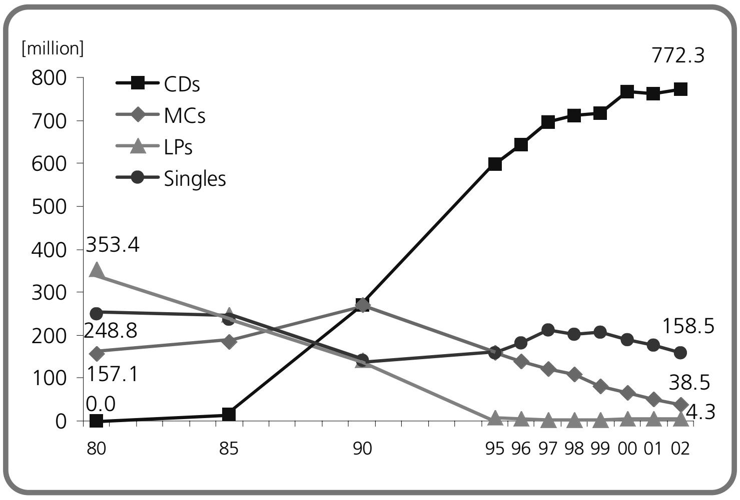
Music piracy

According to IFPI, sales of pressed pirate CDs were 500 million units in 2001, up from 475 million in 2000 and pirate CD-R sales were 450 million units in 2001, compared to 165 million in 2000. Meanwhile, 900 million pirate cassettes were sold. Estimating the pirate prices, the global music pirate business was worth about 4 800 million euro in 2001. 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, users of the Internetcan use file-swapping techniques such as Kazaa and Morpheus to freely download music. IFPI estimates that in June 2002 there were three million simultaneous users on peer-to-peer file sharing services such as Kazaa, iMesh and Gnutella at any one time, with some 500 million music files available. 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

T. 6.1: Top 20 music sales ranking in 2001,
source: Eurostat, see table 6.2 and
the International Federation of the
phonographic Industry for non-EU countries

Rank	Market	Turnover (bn EUR)
1	United States	14.68
2	Japan	5.87
3	**United Kingdom**	**3.14**
4	**Germany**	**2.38**
5	**France**	**1.25**
6	Canada	0.74
7	Mexico	0.63
8	**Spain**	**0.61**
9	Australia	0.58
10	**Netherlands**	**0.49**
11	Brazil	0.47
12	**Italy**	**0.34**
13	Switzerland	0.31
14	South Korea	0.30
15	**Austria**	**0.28**
16	**Belgium**	**0.26**
17	India	0.26
18	Russia	0.25
19	Norway	0.24
20	**Denmark**	**0.21**
	EU-15	**9.66**

F. 6.4: Number of sound recordings sold in the EU, 1980 - 2002



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, Brazil and Indonesia 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.

The music sales by format

The UK and Germany are the two largest markets in the EU-15 with 3.0 billion and 2.1 billion euro of sales value respectively in 2002, followed by France with 1.2 billion euro in 2001. 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 Irish and Swedish, with 34 euro per head. In Norway the spending per capita (60 euro) was even higher than in the USA, where the people spend 46 euro per capita per year.

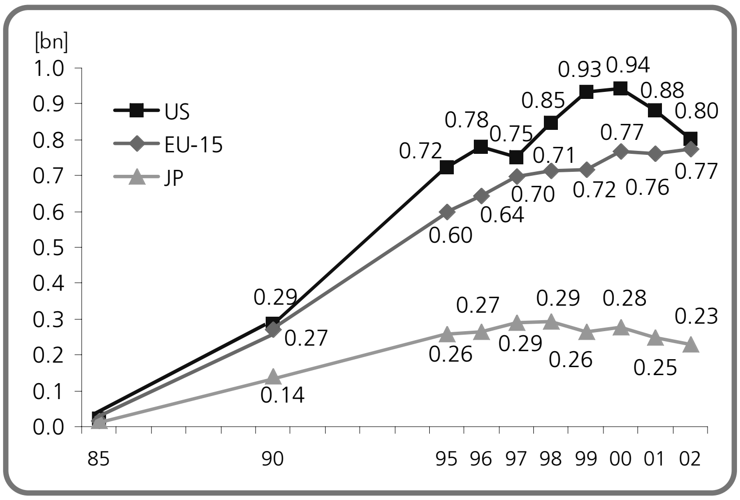
While CD players were introduced in the early eighties, their sales volume took off in the second half of the eighties. In 1988 world sales of CD were already higher than vinyl LPs. The share of CD units in total sound recording units increased to 33% in 1990. Since 1995 it has grown steadily from a share of 65% to 79% in 2002.

In 1995 the share of vinyl LPs had decreased to 1%. However, the LPs are still for sale on the market and reached 4.3 million units in 2002 in the EU-15 (0.4% of the sales).

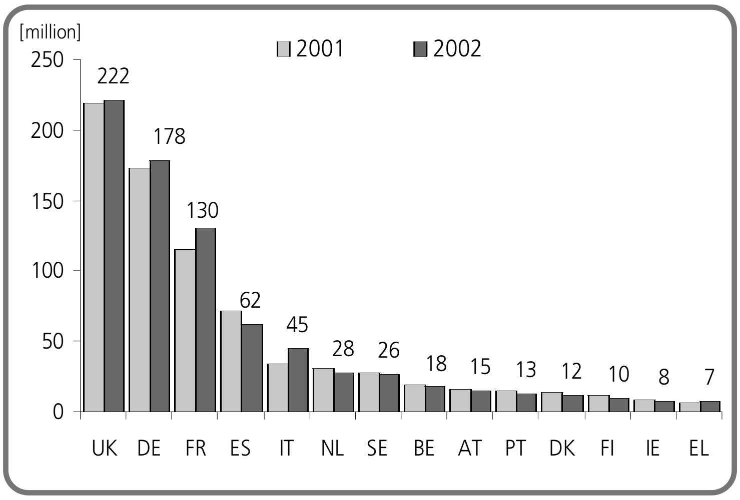
While music cassettes are still predominant in Asia (except Japan) accounting for around 50% of the market in 2000, their share of sound recordings has decreased in the EU during the nineties: from 33% in 1990 to 4% in 2002. In the Candidate countries, the share of music cassettes is predominant in Romania and Bulgaria, accounting for 78% and 77% of the sales respectively, followed by Latvia with 43%.

The share of singles has decreased slightly since 1990 in the EU-15: from 17% (141 million units) in 1990 to 16% (159 million units) in 2002. The countries with the highest share of singles are Belgium (26% of the sales), Japan (25%) and France (23%).

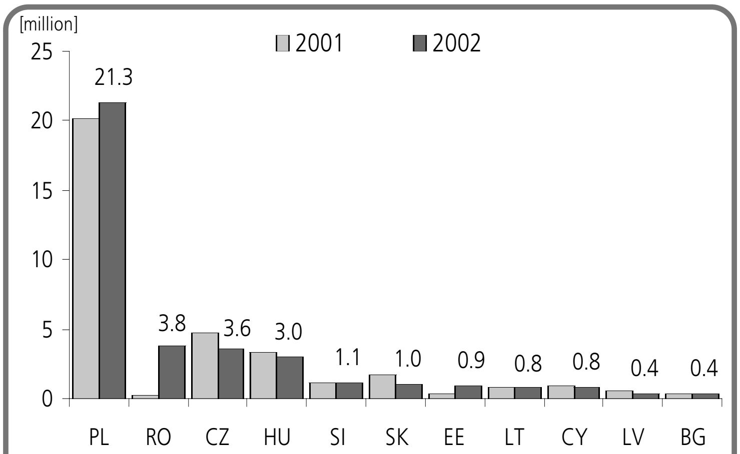
F. 6.5: CDs sold, 1985 - 2002



F. 6.6: CDs sold in EU Member States in 2001 and 2002



F. 6.7: CDs sold in Candidate countries in 2001 and 2002



PL and CY: 2000 and 2001 data

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 772 million units in the EU-15 in 2002. The sales volume increased even more in the United States, by 180% during the nineties, from 287 million to 803 million units in 2002 (down by 9% compared to 2001). In Japan the growth was smaller: sales just doubled in volume. In 1999, the number of CDs sold declined by 9%, however, the market recovered with an increase of 5.1% in 2000. In 2001 the Japanese market suffered of value decline of 11%. The sales of CDs decreased from 250 million units in 2001 to 229 million units in Japan in 2002 (down by 8%).

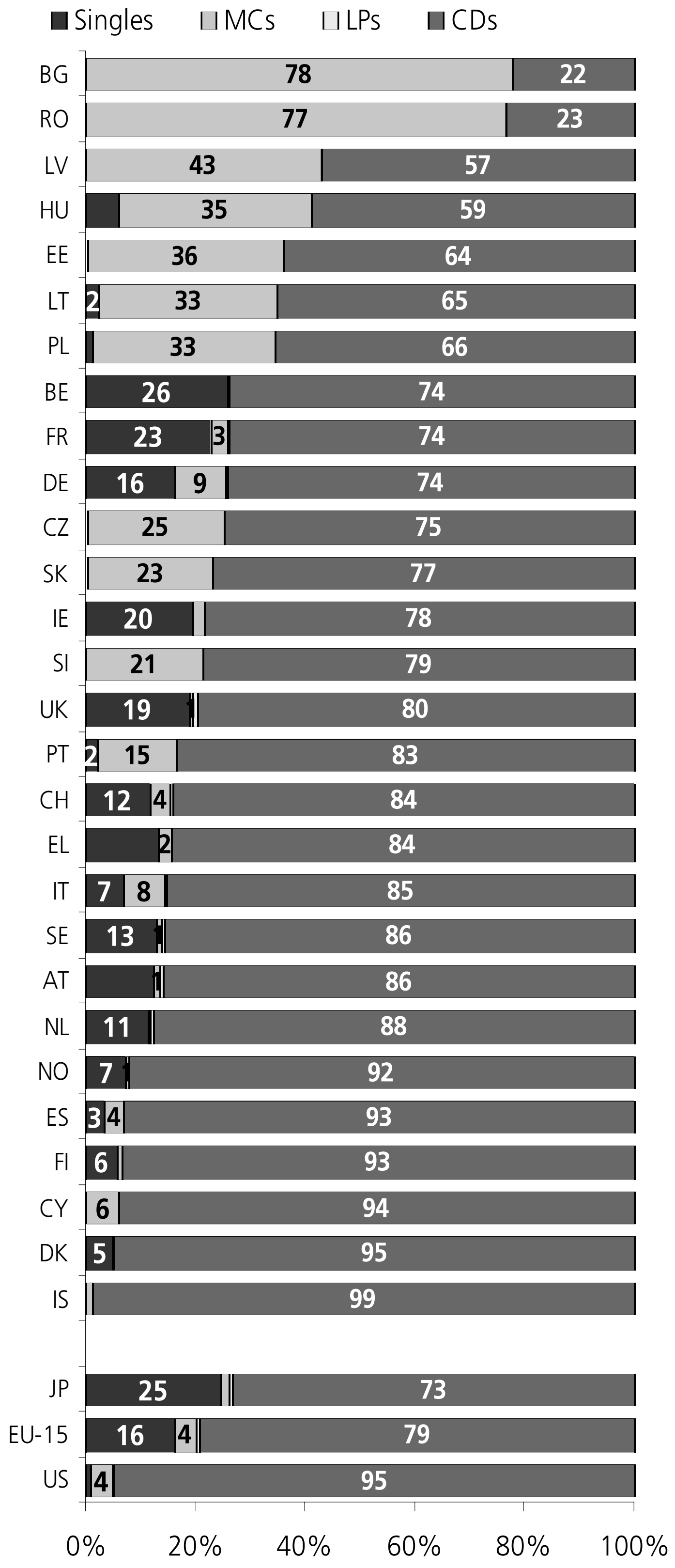
The United Kingdom is the largest market in the EU with 222 million CDs (29% of the EU market) sold in 2002. Second is Germany with nearly 178 million CDs sold (23% of the EU market).

The United Kingdom is also the country where the average citizen buys most CDs: 3.7 per capita. Sweden is second with 3.0 CDs per capita per year, third are France, Denmark and Germany with 2.2. On the other hand of the scale is Greece and Italy with 0.8 and 0.7 CDs per capita respectively.

In Japan, 95% of the households own CD players. The Japanese households buy 73% of the sound recordings in the form of a CD. The Netherlands is the EU Member State with the highest CD player saturation: 93% of the private households own CD players. There are 2 CDs sold per capita in the Netherlands. CDs account for 88% 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%), Czech Republic (31%), Hungary (31%), Poland (37%) 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, Norway, Iceland and Spain take the lead with 11 CDs per CD player household, followed by Finland (10). Italy is on the other side of the scale with 3 CDs per CD player household, followed by the Netherlands with 5.

F. 6.8: Sound recordings sold by format in 2002



EE, PL and CY in 2001

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 2001.

Domestic music plays a significant role in the United States. It is the only country with over 93% of sales attributed to local repertoire. Rock accounts for 24% of sales, Pop for 12%, Rap and Hip-Hop for 11%, Rhythm & Blues and Country also 11% in 2001.

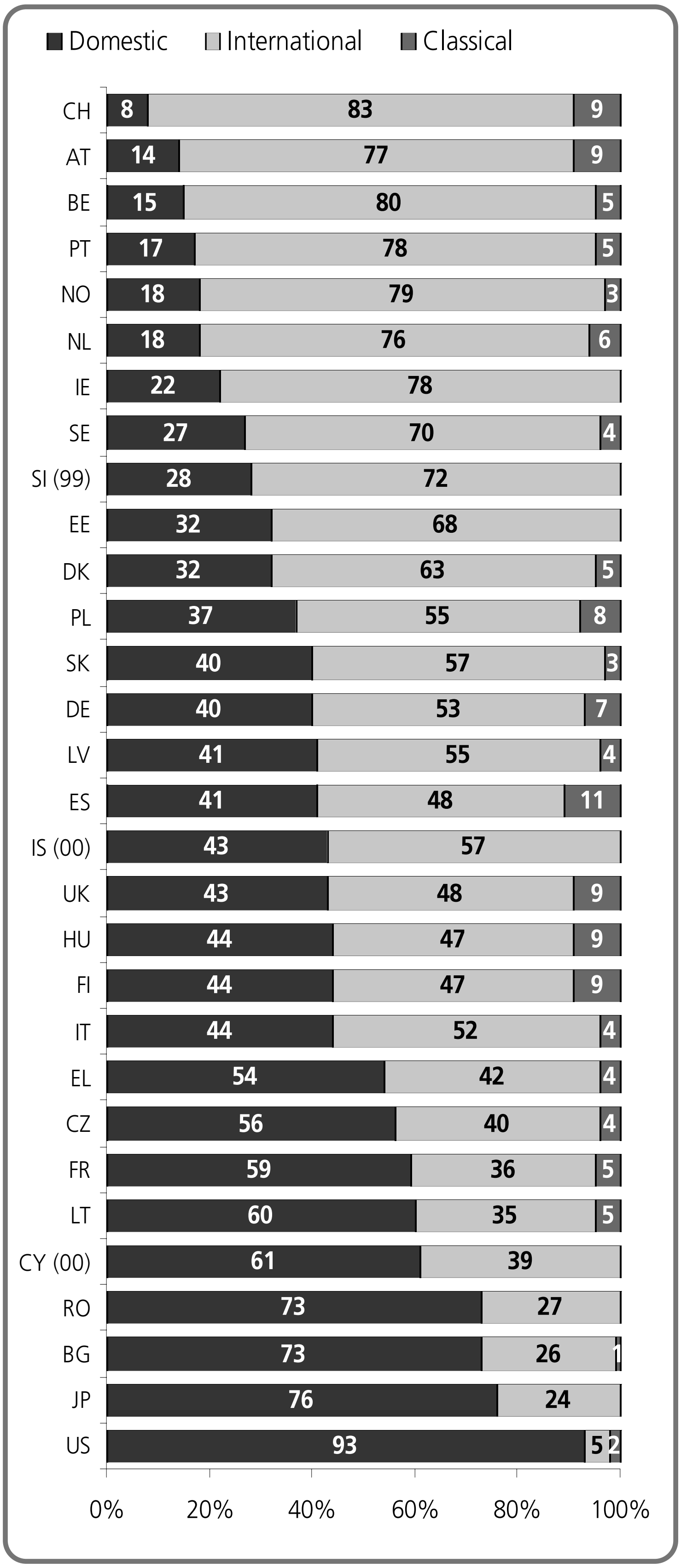
Japan is another country where domestic music takes the lion's share: 76% of sales. France is the EU country, where domestic music plays the most significant role: 59%, followed by Greece with 54%. In the Candidate countries, the share of domestic music in the sales is relatively high. Among them Bulgaria and Romania had the highest shares (73%).

Switzerland, Belgium, Norway, Portugal and Ireland are the European countries with highest international repertoire: between 78% and 83%. In the UK despite the fact, that seven out of top 10 albums were UK-signed acts, the share of international repertoire increased to 77% in 2001.

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 2001.

Classical music plays a marginal role. In the US it stayed at 2% of market value during the nineties. In Switzerland, Austria, the UK, Hungary and Finland it reached between 9% and the highest share in Spain (11%) in 2001.

F. 6.9: 2001 repertoire origin as % of market value, source: the International Federation of the Phonographic Industry



T. 6.2: Turnover from sound recordings sales, million ECU/EUR

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 b)
EU-15	**3 081**	**3 678**	**6 479**	**8 505**	**8 753**	**9 579**	**9 770**	**9 821**	**9 891**	**9 659**	**9 476**
BE	99	90	190	362	331	308	331	321	290	261	239
DK	49	62	122	234	242	241	238	248	253	210	177
DE	982	1 053	1 776	2 498	2 532	2 748	2 692	2 648	2 630	2 380	2 112
EL	36	43	54	100	99	103	107	93	98	80	85
ES	168	128	413	429	461	534	599	592	626 b)	613 b)	576
FR	370	356	758	1 037	1 043	1 145	1 158	1 136	1 125	1 247	:
IE	:	25	:	60	69	91	101	116	131	141	130
IT	212 d)	238 d)	460 d)	450 d)	502 d)	558 b)	585 b)	669 b)	368 d)	339 d)	589
LU	:	:	:	:	:	:	:	:	:	:	:
NL	196	215	506	547	520	537	505	490	494	487	422
AT	56	67	132	315	318	316	312	303	314	283	261
PT	33	39	47	107	124	142	150	148	154	142	147
FI	49	86	137	110	116	123	125	120	125	128	118
SE	99	147	226	297	317	328	317	208	224	203	298
UK	734	1 130	1 657	1 959	2 079	2 405	2 549	2 729	3 061	3 146	3 024
CZ b)	:	:	:	:	:	80	69	48	44	42	37
EE b)	:	:	:	:	:	:	:	6	6	6	7
CY b)	:	:	:	:	:	15	17	16	18	16	:
LV	:	:	:	:	:	:	:	7	12	7 b)	6
LT	:	:	:	:	:	:	:	3	4	5	5
HU	:	:	:	:	:	:	:	33	36	34	48
MT	:	:	:	:	:	:	:	:	:	:	:
PL b)	:	:	:	:	:	142	152	145	170	132	89 c)
SI	:	:	:	:	:	:	:	16	29	26	13
SK b)	:	:	:	:	:	16	19	12	11	10	7
BG b)	:	:	:	:	:	:	3	3	5	7	7
RO b)	:	:	:	:	:	:	:	24	32	15	26
IS	:	:	:	12	13	13	17	19	19	12	:
NO	51	90	93	222	209	230	246	245	252	242	269
CH	67	102	211	342	316	273	278	260	286	306	268
JP	1 033	1 717	2 396	5 883	5 327	5 977	5 404	6 043	7 080	5 875	4 858
US	2 774	5 738	5 922	9 419	9 871	10 499	11 768	13 372	15 231	14 676	13 035

BE, DK, EL, IE, NL, AT, PT, SE, UK, NO, CH, US, JP, 1997 - 2001, Eurostat estimates based on revised data from the International Federation of Phonographic Industry
b) Source: International Federation of Phonographic Industry
c) Figures exclude premiums
d) Source: ISTAT

T. 6.3: Total sound recordings sold, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 c)
EU-15	**759.3**	**684.8**	**820.6**	**922.1**	**968.0**	**1 035.8**	**1 025.8**	**1 009.3**	**1 024.8**	**994.5**	**973.6**
BE	25.1	17.4	21.3	20.6	26.0	27.0	31.5	36.9	35.5	26.7	24.1
DK	8.9	9.4	10.1	15.6	18.4	19.2	18.6	19.1	20.4	15.5	12.4
DE	198.0	179.8	221.9	252.8	263.4	293.8	276.4	272.6	266.4	244.0	240.2
EL	9.0	10.3	8.5	8.4	8.4	8.3	9.6	8.4	9.1	8.1	8.3
ES	50.5	29.1	50.6	52.6	51.4	54.9	60.4	61.4	79.2	80.5	66.3
FR	140.4	120.2	131.5	137.1	145.2	158.0	154.7	151.0	150.5	160.1	176.4
IE	:	3.8	:	5.2	6.1	8.1	9.0	9.5	11.0	11.0	10.2
IT	59.5	43.2	56.7	44.7	43.5	60.4	51.8	53.9	48.1	43.8	52.4
LU	:	:	:	:	:	:	:	:	:	:	:
NL	45.5	34.8	47.3	44.3	43.3	45.5	41.4	39.4	39.9	36.8	31.8
AT	12.1	11.3	14.4	24.8	24.4	24.4	23.2	22.4	23.4	19.2	16.9
PT	9.3	7.8	5.8	11.9	14.3	14.5	19.7	16.8	16.8	18.9	15.0 b)
FI	10.4	12.2	15.7	10.4	11.4	10.9	12.3	12.0	12.4	12.4	10.5
SE	15.1	20.2	27.2	26.8	25.6	25.8	27.6	28.2	29.7	32.1	30.8
UK	170.5	185.2	209.5	266.9	286.7	284.9	289.5	277.7	282.3	285.3	278.2
CZ c)	:	:	:	:	:	11.0	9.5	7.1	7.0	6.6	4.8
EE c)	:	:	:	:	:	:	:	0.7	0.8	0.7	1.4
CY c)	:	:	:	:	:	1.0	1.1	1.0	1.0	0.9	:
LV c)	:	:	:	:	:	2.3	:	1.0	0.8	1.4	0.7
LT c)	:	:	:	:	:	:	1.5	0.7	1.2	1.4	1.2
HU c)	:	:	:	:	:	7.8	7.0	7.6	7.3	6.2	5.1
MT	:	:	:	:	:	:	:	:	:	:	:
PL c)	:	:	:	:	:	30.2	34.6	39.7	34.6	32.5	:
SI c)	:	:	:	:	:	1.1	1.5	1.5	1.7	1.4	1.4
SK c)	:	:	:	:	:	2.9	2.8	1.9	1.6	2.1	1.3
BG c)	:	:	:	:	:	0.9	1.8	1.6	1.9	2.0	1.8
RO c)	:	:	:	:	:	5.3	2.8	12.2	15.8	12.2	16.2
IS	:	:	:	0.6	0.7	0.7	0.8	0.9	0.8 d)	0.7 d)	:
NO	7.6	9.7	9.2	16.0	14.8	15.4	17.1	16.6	15.7 b)	14.6 b)	16.4
CH	14.3	15.0	21.6	28.2	27.1	26.9	26.2	24.9	25.9	25.0	25.3
JP	219.9	175.7	237.1	421.7	426.7	462.2	454.3	407.8	414.3	353.0	312.8
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	950.6	845.8

Sum of singles, LPs, CDs and MCs
DK, EL, IRL, I, NL, A, P, IS, N, CH, US, JP, 1997 - 2001, 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) only CDs sold

T. 6.4: Singles sold, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 b)
EU-15	**248.8**	**238.1**	**140.6**	**158.5**	**181.5**	**213.1**	**202.5**	**206.8**	**189.1**	**177.2**	**158.5**
BE	12.5	9.7	7.7	3.7	4.8	6.2	8.7	7.8	7.8	7.1 b)	6.2
DK	2.0	1.9	1.0	0.5	0.8	1.1	1.2	1.3	1.5	1.2	0.6
DE	45.0	49.6	27.2	44.1	48.5	55.3	54.0	53.7	51.1	48.6	39.2
EL	0.2	0.0	0.0	0.0	0.0	0.0	0.8	1.0	1.2	1.2	1.1
ES	7.0	4.0	1.6	0.9	0.9	1.6	1.3	2.4	2.1 b)	2.4 b)	2.2
FR	54.3	65.1	28.0	21.7	30.4	42.7	36.5	36.4	36.8	37.5	40.5
IE	:	1.2	:	1.0	1.3	1.8	1.9	2.3	2.2	2.2	2.0
IT	24.5	9.2	2.0	1.5	1.4	2.2	3.5	5.1 b)	4.0	3.9	3.6
LU	:	:	:	:	:	:	:	:	:	:	:
NL	14.0	12.1	6.3	7.9	7.9	7.8	6.6	5.4	5.4	5.0	3.6
AT	4.0	3.7	2.4	3.3	3.9	3.2	3.1	3.7	3.7	3.0	2.1
PT	3.7	2.9	0.2	0.1	0.1	0.3	0.6	1.0	0.8	0.4	0.3
FI	:	:	0.4	0.3	0.4	0.4	0.5	0.5	0.6 b)	0.7 b)	0.6
SE	2.0	5.0	4.9	2.8	2.9	3.5	4.4	6.2	5.9	4.5	4.0
UK c)	77.9	73.8	58.9	70.7	78.3	87.0	79.4	80.1	66.1	59.5	52.5
CZ	:	:	:	:	:	0.1	0.1	0.0	0.0	0.0	0.0
EE	:	:	:	:	:	:	:	0.0	0.0	0.0	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	0.0	0.0	0.0	0.0
HU	:	:	:	:	:	0.2	0.2	0.3	0.2	0.2	0.3
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	0.4	0.2	0.1	0.2	0.4	0.2
SI	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	0.0	0.0	0.0	0.0	0.0	0.0
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:	:
NO	0.6	1.4	0.6	1.8	1.8	2.0	1.9	1.7	1.1	1.0	1.2
CH	3.0	4.2	1.4	2.5	2.8	4.8	3.4	3.3	3.3	3.1	3.0
JP	83.6	53.2	51.8	145.0	145.8	156.4	138.0	128.1	123.4	93.1	77.1
US	164.3	120.7	116.1	102.4	113.2	117.0	87.7	75.3	40.3	21.4	8.4

Include Vinyl, CD and MC singles
DK, EL, IE, NL, AT, PT, IS, NO, CH, US, JP, 1997 - 2001, 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

T. 6.5: Share of singles sold (of total sound recordings sold), %

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**32.8**	**34.8**	**17.1**	**17.2**	**18.8**	**20.6**	**19.7**	**20.5**	**18.5**	**17.8**	**16.3**
BE	49.8	56.0	36.0	17.9	18.5	23.0	27.7	21.1	21.9	26.6	25.7
DK	22.4	19.8	9.9	3.2	4.3	5.7	6.5	6.8	7.4	7.8	4.8
DE	22.7	27.6	12.3	17.4	18.4	18.8	19.5	19.7	19.2	19.9	16.3
EL	2.2	0.0	0.0	0.0	0.0	0.0	8.3	11.9	13.2	14.8	13.2
ES	13.9	13.6	3.2	1.7	1.8	2.9	2.1	3.9	2.7	3.0	3.3
FR	38.7	54.1	21.3	15.9	20.9	27.0	23.6	24.1	24.5	23.4	23.0
IE	:	30.9	:	19.9	20.9	22.2	21.1	24.2	19.9	20.0	19.6
IT	41.2	21.3	3.5	3.4	3.2	3.6	6.8	9.5	8.3	8.9	6.9
LU	:	:	:	:	:	:	:	:	:	:	:
NL	30.8	35.6	13.3	17.8	18.2	17.1	15.9	13.7	13.5	13.6	11.3
AT	33.2	32.8	16.7	13.2	16.0	13.1	13.4	16.5	15.8	15.6	12.4
PT	39.5	36.6	3.4	0.8	0.7	2.1	3.0	6.0	4.8	2.1	2.0
FI	:	:	2.5	2.9	3.5	3.7	4.1	4.2	4.8	5.6	5.7
SE	13.0	24.9	18.0	10.4	11.4	13.6	15.9	22.0	19.8	13.9	13.0
UK	45.7	39.8	28.1	26.5	27.3	30.5	27.4	28.8	23.4	20.9	18.9
CZ	:	:	:	:	:	0.9	0.5	0.6	0.4	0.5	0.2
EE	:	:	:	:	:	:	:	0.4	3.6	0.4	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	4.1	2.4	1.4	2.4
HU	:	:	:	:	:	2.6	2.9	3.9	2.7	3.2	5.9
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	1.3	0.6	0.3	0.6	1.2	4.5
SI	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	0.0	0.4	0.0	1.8	0.0	0.2
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:	:
NO	7.8	14.4	6.7	11.2	12.2	13.0	11.1	10.2	7.0	6.9	7.3
CH	21.3	28.1	6.5	8.9	10.3	17.8	13.0	13.3	12.7	12.4	11.9
JP	38.0	30.3	21.8	34.4	34.2	33.8	30.4	31.4	29.8	26.4	24.6
US	24.0	18.6	13.6	9.3	10.1	11.2	8.0	6.6	3.8	2.3	1.0

T. 6.6: Music Cassettes sold, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 b)
EU-15	**157.1**	**184.0**	**269.6**	**159.8**	**139.4**	**121.6**	**107.5**	**81.0**	**64.8**	**50.0**	**38.5**
BE	2.3	1.6	2.9	0.8	0.6	0.4	0.3	0.2	0.1	0.1	0.0
DK	2.5	2.0	1.8	1.0	0.7	0.5	0.2	0.2	0.2	0.1	0.0
DE	43.5	49.4	74.6	31.4	30.0	28.6	25.3	20.3	19.4	21.0	21.8
EL	2.5	5.2	2.9	1.1	0.6	0.5	0.5	0.5	0.4	0.4	0.2
ES	27.1	13.4	23.5	17.9	15.1	13.8	12.4	10.6	9.8 b)	7.0 b)	2.4
FR	21.7	20.7	42.0	22.2	17.3	14.9	13.8	11.4	8.4	6.4	5.0
IE	:	1.4	:	1.7	1.7	1.7	1.5	1.1	0.8	0.4	0.2
IT	16.0	16.1	25.1	15.1	14.3	16.3	14.1	12.9 b)	8.9	5.7	4.0
LU	:	:	:	:	:	:	:	:	:	:	:
NL	4.5	5.5	3.4	1.2	0.8	0.6	0.4	0.3	0.3	0.2	0.1
AT	2.4	1.8	3.2	3.2	1.9	1.3	0.9	0.7	0.6	0.3	0.2
PT	1.3	1.3	2.6	5.1	5.6	3.4	3.8	2.9	3.8	3.4	2.2
FI	4.3	5.5	6.8	3.3	3.0	1.8	1.3	0.8	0.3	0.1	0.1
SE	2.6	4.7	5.7	2.4	1.7	1.2	0.8	0.7	0.4	0.3	0.3
UK c)	25.2	55.4	75.1	53.4	46.2	36.6	32.2	18.4	11.4	4.6	1.9
CZ	:	:	:	:	:	5.7	4.5	2.9	2.1	1.8	1.2
EE	:	:	:	:	:	:	:	0.4	0.4	0.3	0.5
CY	:	:	:	:	:	0.3	0.3	0.2	0.1	0.1	:
LV	:	:	:	:	:	2.1	:	0.8	0.5	0.8	0.3
LT	:	:	:	:	:	:	1.3	0.5	0.5	0.6	0.4
HU	:	:	:	:	:	4.5	3.5	3.8	3.2	2.7	1.8
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	22.0	21.2	21.6	14.2	10.8	4.2
SI	:	:	:	:	:	0.6	0.5	0.5	0.6	0.3	0.3
SK	:	:	:	:	:	1.7	1.2	0.9	0.6	0.4	0.3
BG	:	:	:	:	:	0.8	1.7	1.5	1.6	1.6	1.4
RO	:	:	:	:	:	5.3	2.8	12.0	15.6	12.0	12.4
IS	:	:	:	:	:	0.0	0.0	0.0	0.0	0.0	:
NO	3.2	4.2	4.1	1.6	0.8	0.5	0.3	0.3	0.1	0.1	0.1
CH	3.4	3.3	6.0	2.8	2.1	1.5	1.5	0.9	0.7	0.6	0.9
JP	64.0	59.6	46.2	9.0	7.4	7.7	10.3	6.6	6.5	6.1	4.6
US	196.6	339.1	442.2	272.6	225.3	171.9	158.7	122.9	76.0	45.0	32.4

BE, DK, EL, IE, NL, AT, PT, IS, NO, CH, US, JP, 1997 - 2001, 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

T. 6.7: Share of Music Cassettes sold (of total sound recordings sold), %

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**20.7**	**26.9**	**32.9**	**17.3**	**14.4**	**11.7**	**10.5**	**8.0**	**6.3**	**5.0**	**4.0**
BE	9.1	9.4	13.8	3.9	2.3	1.5	1.0	0.5	0.3	0.4	0.2
DK	28.6	21.6	17.8	6.4	3.8	2.6	1.1	1.0	1.0	0.5	0.2
DE	22.0	27.5	33.6	12.4	11.4	9.7	9.2	7.4	7.3	8.6	9.1
EL	27.5	50.5	34.3	13.1	7.1	6.0	5.2	5.9	4.4	4.9	2.4
ES	53.6	46.1	46.5	33.9	29.3	25.1	20.6	17.2	12.4	8.7	3.6
FR	15.5	17.2	31.9	16.2	11.9	9.4	8.9	7.5	5.6	4.0	2.8
IE	:	36.0	:	33.2	27.3	20.9	16.6	11.6	7.3	3.6	2.0
IT	26.9	37.2	44.3	33.8	32.9	27.0	27.1	23.9	18.5	13.0	7.6
LU	:	:	:	:	:	:	:	:	:	:	:
NL	9.9	16.2	7.2	2.7	1.8	1.3	1.0	0.8	0.8	0.5	0.3
AT	19.7	16.1	22.2	12.8	7.8	5.3	3.9	3.1	2.6	1.6	1.2
PT	13.7	16.5	44.8	42.9	39.2	23.4	19.3	17.3	22.6	18.0	14.7
FI	41.3	45.1	43.3	31.7	26.3	16.5	10.6	6.7	2.4	0.8	1.0
SE	17.2	23.1	20.9	9.0	6.7	4.6	2.9	2.5	1.2	0.9	1.0
UK	14.8	29.9	35.8	20.0	16.1	12.8	11.1	6.6	4.0	1.6	0.7
CZ	:	:	:	:	:	51.8	47.6	40.6	30.1	27.4	24.9
EE	:	:	:	:	:	:	:	56.9	48.2	42.7	35.7
CY	:	:	:	:	:	30.0	27.3	20.0	10.0	5.9	:
LV	:	:	:	:	:	91.3	:	80.0	62.5	57.1	42.9
LT	:	:	:	:	:	:	86.7	68.5	40.7	42.3	32.5
HU	:	:	:	:	:	57.5	50.0	50.0	43.8	43.5	35.3
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	72.8	61.3	54.4	41.0	33.2	95.5
SI	:	:	:	:	:	54.5	33.3	33.3	35.3	21.4	21.4
SK	:	:	:	:	:	58.6	42.7	47.4	36.8	19.0	23.0
BG	:	:	:	:	:	93.0	94.4	93.8	84.2	80.0	77.8
RO	:	:	:	:	:	100.0	100.0	98.4	98.7	98.4	76.5
IS	:	:	:	:	:	2.7	1.2	0.9	1.0	1.1	:
NO	42.8	43.3	44.5	10.0	5.4	3.2	1.8	1.8	0.6	0.4	0.6
CH	24.1	21.8	27.8	9.9	7.7	5.6	5.7	3.6	2.7	2.4	3.6
JP	29.1	33.9	19.5	2.1	1.7	1.7	2.3	1.6	1.6	1.7	1.5
US	28.8	52.2	51.6	24.8	20.1	16.5	14.5	10.8	7.2	4.7	3.8

T. 6.8: LPs sold, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 b)
EU-15	**353.4**	**246.7**	**140.3**	**6.3**	**4.1**	**3.8**	**3.6**	**3.7**	**4.9**	**4.6**	**4.3**
BE	10.3	5.6	1.4	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
DK	4.4	5.2	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DE	109.5	74.0	43.9	0.4	0.4	0.4	0.6	0.6	0.8	1.0	1.0
EL	6.3	5.1	5.0	1.4	0.6	0.1	0.0	0.0	0.0	0.0	0.0
ES	16.4	11.7	18.1	0.3	0.1	0.2	0.0	0.0	0.0 b)	0.0	0.0
FR	64.3	32.1	6.7	0.1	0.1	0.2	0.3	0.4	0.5	0.6	0.5
IE	:	1.3	:	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IT	19.0	16.9	14.2	0.1	0.1	0.1	0.1	0.1 b)	0.0	0.0	0.1
LU	:	:	:	:	:	:	:	:	:	:	:
NL	27.0	15.8	2.6	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2
AT	5.7	5.5	3.6	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1
PT	4.3	3.6	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	:
FI	6.1	6.7	5.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0 b)	0.0
SE	10.6	10.3	9.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
UK c)	67.4	52.9	24.7	3.6	2.4	2.5	2.2	2.3	3.2	2.6	2.2
CZ	:	:	:	:	:	:	:	:	0.1	0.1	:
EE	:	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	0.0	0.0	0.0	:
HU	:	:	:	:	:	0.0	0.0	0.0	0.0	0.0	0.0
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	0.0	0.0	0.0	:	:	:
BG	:	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	0.0	0.0	0.0	0.0	0.0	:	:	:
NO	3.7	3.8	1.9	0.0	0.0	0.0	0.0	0.0	:	:	:
CH	7.8	6.1	1.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
JP	72.4	46.4	0.6	8.5	7.6	8.8	14.1	8.2	5.9	4.2	2.2
US	322.8	167.0	11.7	2.2	2.9	2.7	3.4	2.9	2.2	2.3	1.7

DK, EL, IE, NL, AT, PT IS, NO, CH, US, JP, 1997 - 2001, 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

T. 6.9: Share of LPs sold (of total sound recordings sold), %

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**46.5**	**36.1**	**17.1**	**0.7**	**0.4**	**0.4**	**0.3**	**0.4**	**0.5**	**0.5**	**0.4**
BE	41.1	32.1	6.5	0.0	0.0	0.0	0.2	0.1	0.1	0.3	0.2
DK	49.0	55.6	40.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
DE	55.3	41.2	19.8	0.2	0.2	0.1	0.2	0.2	0.3	0.4	0.4
EL	70.3	49.5	58.4	16.7	7.1	1.2	0.3	0.1	0.1	0.1	0.1
ES	32.5	40.2	35.8	0.5	0.2	0.4	0.0	0.0	0.0	0.0	0.0
FR	45.8	26.7	5.1	0.1	0.1	0.1	0.2	0.3	0.3	0.4	0.3
IE	:	33.1	:	0.2	0.3	0.2	0.2	0.1	0.3	0.2	0.1
IT	31.9	39.2	25.0	0.2	0.2	0.2	0.2	0.2	0.1	0.0	0.2
LU	:	:	:	:	:	:	:	:	:	:	:
NL	59.3	46.5	5.5	0.5	0.5	0.4	0.5	0.5	0.3	0.3	0.6
AT	47.1	48.7	25.0	0.3	0.1	0.0	0.1	0.1	0.2	0.4	0.6
PT	46.8	46.7	31.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	:
FI	58.7	54.9	32.5	1.9	0.9	0.0	0.0	0.0	0.0	0.2	0.1
SE	69.7	50.7	33.4	0.0	0.1	0.1	0.1	0.0	0.3	0.3	0.3
UK	39.5	28.6	11.8	1.4	0.9	0.9	0.8	0.8	1.1	0.9	0.8
CZ						:	:	:	0.7	0.8	:
EE						:	:	:	:	:	:
CY						:	:	:	:	:	:
LV						:	:	:	:	:	:
LT						:	:	0.0	0.0	0.0	:
HU						0.3	0.0	0.0	0.0	0.0	0.0
MT						:	:	:	:	:	:
PL						:	:	:	:	:	:
SI						:	:	:	:	:	:
SK						0.0	0.0	0.0	:	:	:
BG						:	:	:	:	:	:
RO						:	:	:	:	:	:
IS	:	:	:	5.0	4.3	1.4	2.4	2.2	:	:	:
NO	49.4	39.2	20.6	0.0	0.0	0.0	0.0	0.0	:	:	:
CH	54.7	40.8	5.6	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
JP	32.9	26.4	0.2	2.0	1.8	1.9	3.1	2.0	1.4	1.2	0.7
US	47.2	25.7	1.4	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2

T. 6.10: CDs sold, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002 b)
EU-15	**0.0**	**15.9**	**270.0**	**597.4**	**643.0**	**697.3**	**712.3**	**717.7**	**766.0**	**762.7**	**772.3**
BE	0.0	0.4	9.3	16.1	20.6	20.4	22.4	28.9	27.6	19.4 b)	17.8
DK	0.0	0.3	3.2	14.1	16.9	17.6	17.2	17.6	18.7	14.2	11.8
DE	0.0	6.8	76.2	176.9	184.5	209.5	196.5	198.0	195.1	173.4	178.2
EL	0.0	0.0	0.6	5.9	7.2	7.7	8.3	6.9	7.5	6.5	7.0
ES	0.0	0.0	7.4	33.6	35.4	39.3	46.7	48.4	67.3 b)	71.1 b)	61.7
FR	0.0	2.4	54.8	93.1	97.4	100.2	104.1	102.8	104.8	115.6	130.4
IE	0.0	0.0	:	2.4	3.1	4.6	5.6	6.1	8.0	8.4	8.0
IT	0.0	1.0	15.4	28.0	27.7	41.8	34.2	35.8 b)	35.2	34.2	44.7
LU d)	0.0	:	:	:	:	:	:	:	:	:	:
NL	0.0	1.4	35.0	35.0	34.4	36.9	34.2	33.5	34.1	31.5	27.9
AT	0.0	0.3	5.2	18.3	18.6	19.9	19.2	18.0	19.1	15.8	14.5
PT	0.0	0.0	1.2	6.7	8.6	10.8	15.3	12.9	12.2	15.1	12.5
FI	0.0	0.0	3.4	6.6	7.9	8.7	10.5	10.7	11.5	11.6	9.8
SE	0.0	0.3	7.5	21.6	20.9	21.1	22.4	21.2	23.4	27.3	26.4
UK c)	0.0	3.1	50.9	139.2	159.7	158.8	175.7	176.9	201.6	218.6	221.6
CZ	:	:	:	:	:	5.2	4.9	4.2	4.8	4.7	3.6
EE	:	:	:	:	:	:	:	0.3	0.4	0.4	0.9
CY	:	:	:	:	:	0.7	0.8	0.8	0.9	0.8	:
LV	:	:	:	:	:	0.2	:	0.2	0.3	0.6	0.4
LT	:	:	:	:	:	:	0.2	0.2	0.7	0.8	0.8
HU	:	:	:	:	:	3.1	3.3	3.5	3.9	3.3	3.0
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	7.8	13.2	18.0	20.2	21.3	:
SI	:	:	:	:	:	0.5	1.0	1.0	1.1	1.1	1.1
SK	:	:	:	:	:	1.2	1.6	1.0	1.0	1.7	1.0
BG	:	:	:	:	:	0.1	0.1	0.1	0.3	0.4	0.4
RO	:	:	:	:	:	:	:	0.2	0.2	0.2	3.8
IS	0.0	:	:	0.6	0.7	0.7	0.8	0.9	0.8	0.7	:
NO	0.0	0.3	2.6	12.6	12.2	12.9	14.9	14.6	14.5	13.5	15.1
CH	0.0	1.4	13.0	22.8	22.1	20.5	21.2	20.6	21.8	21.2	21.3
JP	0.0	16.5	138.6	259.2	265.9	289.3	291.9	264.9	278.5	249.6	228.9
US b)	0.0	22.6	286.5	722.9	778.9	752.9	846.1	933.8	942.5	881.9	803.3

DK, EL, IE, NL, AT, TP, IS, NO, CH, US, JP, 1997 - 2001, 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 distributed from Belgium, France, Germany and Holland according to International Federation of Phonographic Industry

T. 6.11: Share of CDs sold (of total sound recordings sold), %

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**0.0**	**2.3**	**32.9**	**64.8**	**66.4**	**67.3**	**69.4**	**71.1**	**74.8**	**76.7**	**79.3**
BE	0.0	2.5	43.6	78.2	79.2	75.6	71.2	78.3	77.7	72.7	73.9
DK	0.0	3.0	31.7	90.4	91.8	91.7	92.5	92.1	91.7	91.8	94.9
DE	0.0	3.8	34.3	70.0	70.0	71.3	71.1	72.6	73.2	71.1	74.2
EL	0.0	0.0	7.4	70.2	85.7	92.8	86.2	82.0	82.3	80.1	84.2
ES	0.0	0.0	14.6	63.9	68.8	71.6	77.3	78.8	85.0	88.3	93.0
FR	0.0	2.0	41.7	67.9	67.1	63.4	67.3	68.1	69.6	72.2	73.9
IE	:	0.0	:	46.6	51.5	56.7	62.1	64.1	72.5	76.2	78.4
IT	0.0	2.4	27.2	62.6	63.7	69.2	65.9	66.4	73.1	78.1	85.3
LU	:	:	:	:	:	:	:	:	:	:	:
NL	0.0	4.1	74.0	79.0	79.4	81.1	82.6	85.0	85.5	85.6	87.7
AT	0.0	2.3	36.1	73.7	76.1	81.5	82.7	80.2	81.5	82.4	85.8
PT	0.0	0.1	20.7	56.3	60.1	74.5	77.7	76.8	72.6	79.9	83.3
FI	0.0	0.0	21.7	63.5	69.3	79.8	85.4	89.2	92.7	93.4	93.2
SE	0.0	1.3	27.6	80.5	81.8	81.7	81.1	75.4	78.7	84.9	85.7
UK	0.0	1.7	24.3	52.1	55.7	55.7	60.7	63.7	71.4	76.6	79.7
CZ	:	:	:	:	:	47.3	51.9	58.8	68.8	71.4	74.8
EE	:	:	:	:	:	:	:	42.7	48.2	56.9	64.3
CY	:	:	:	:	:	70.0	72.7	80.0	90.0	94.1	:
LV	:	:	:	:	:	8.7	:	20.0	37.5	42.9	57.1
LT	:	:	:	:	:	:	13.3	27.4	56.9	56.3	65.0
HU	:	:	:	:	:	39.6	47.1	46.0	53.4	53.2	58.8
MT	:	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	25.8	38.2	45.3	58.4	65.5	:
SI	:	:	:	:	:	45.5	66.7	66.7	64.7	78.6	78.6
SK	:	:	:	:	:	41.4	56.9	52.6	61.3	81.0	76.8
BG	:	:	:	:	:	7.0	5.6	6.3	15.8	20.0	22.2
RO	:	:	:	:	:	:	:	1.6	1.3	1.6	23.5
IS	:	:	:	95.0	92.9	95.9	96.4	96.9	99.0	98.9	:
NO	0.0	3.1	28.2	78.8	82.4	83.8	87.1	88.0	92.4	92.7	92.1
CH	0.0	9.3	60.2	80.9	81.5	76.2	80.9	82.7	84.2	84.8	84.2
JP	0.0	9.4	58.4	61.5	62.3	62.6	64.3	65.0	67.2	70.7	73.2
US	0.0	3.5	33.5	65.7	69.5	72.1	77.2	82.3	88.8	92.8	95.0

T. 6.12: CDs sold per CD player household

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001
EU-15	**:**	**:**	**:**	**7.7**	**7.7**	**7.8**	**7.5**	**7.0**	**7.2**	**6.8**
BE	:	:	6.9	6.7	8.3	8.2	8.5	10.5	9.3	6.5
DK	:	:	7.1	8.9	10.2	9.9	9.3	9.1	8.7	6.6
DE	:	:	16.0	7.1	7.1	7.9	7.1	6.9	6.4	5.6
EL	:	:	:	11.2	11.1	9.9	9.8	6.4	7.0	8.6
ES	:	:	6.8	8.2	7.6	7.6	7.9	6.5	:	10.6
FR	:	:	:	7.1	6.9	6.6	6.5	6.1	5.3	5.6
IE	:	:	:	4.8	5.1	6.4	6.8	6.7	8.0	8.2
IT	:	:	:	6.0	4.6	5.5	3.8	3.3	3.3	2.8
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	12.1	6.6	6.2	6.5	5.7	5.5	5.4	4.9
AT	:	:	:	14.7	13.1	13.4	12.5	11.1	9.8	7.4
PT	:	:	:	9.3	9.9	11.4	15.3	11.0	10.4	7.6
FI	:	:	14.4	7.5	7.2	6.6	7.3	7.2	7.8	10.0
SE	:	:	10.3	9.2	8.3	7.6	7.5	6.5	7.2	8.7
UK	:	:	9.4	9.2	10.3	9.8	10.3	9.8	11.2	10.9
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	2.9
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	4.6
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	11.0	11.4	11.5	11.3	12.4	11.0	:
NO	:	:	:	15.5	13.1	11.6	12.2	11.1	11.0	11.2
CH	:	:	27.5	10.6	10.0	8.9	9.0	8.1	8.6	:
JP	:	:	:	6.5	6.3	6.4	6.2	5.5	5.8	:
US	:	:	:	12.4	12.0	10.8	11.3	11.4	10.1	9.2

CD player households: see definition on the page 159.
Source: Eurostat, AUVIS domain
Data for the period 1995 - 2001, Eurostat estimates based on data from the International Federation of Phonographic Industry

T. 6.13: Share of private households with CD player, %

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001
EU-15	**:**	**:**	**:**	**53**	**56**	**60**	**63**	**67**	**:**	**72**
BE	:	:	36	59	61	60	63	65	69	69
DK	:	:	20	67	70	74	77	80	89	89
DE	:	:	17	68	71	72	75	77	81	82
EL	:	:	:	14	17	20	22	28	:	19
ES	:	:	10	34	38	42	47	58	:	50
FR	:	:	:	57	61	65	68	71	82	85
IE	:	:	:	44	53	60	67	73	80	85
IT	:	:	:	23	30	38	42	50 a)	53 a)	55 a)
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	48	83	85	86	88	90	92	93
AT	:	:	:	40	45	47	48	50	60	65
PT	:	:	:	22	26	28	30	35	:	58
FI	:	:	11	39	48	57	62	63	:	49
SE	:	:	19	57	61	67	73	78	:	72
UK	:	:	24	62	63	65	68	71	70	77
CZ	:	:	:	:	:	:	:	:	:	31
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	31
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	37
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	31	51	56	64	72	:	:	:
NO	:	:	:	44	50	59	64	68	:	65
CH	:	:	17	71	72	74	75	80	:	:
JP	:	:	:	80	85	90	93	95	:	:
US	:	:	:	59	65	69	73	79	90	92

CD player households: see definition on the page 159.
Source: Eurostat, AUVIS domain
Data for the period 1995 - 2001, Eurostat estimates based on data from the International Federation of Phonographic Industry
a) Source: ISTAT

T. 6.14: Main CD market indicators in 2001

	Turnover from sound recordings in 2001 (million EUR)	Number of CDs sold in 2001 (million)	Share of value of CDs in all sound recordings (%)	Average CD price in 2001 (EUR)
EU-15	**9 659**	**762.7**	**88**	**11.2**
BE	261	19.4	88	11.8
DK	210	14.2	97	14.3
DE	2 380	173.4	85	11.6
EL	80	6.5	90	11.0
ES	613	71.1	92	8.0
FR	1 247	115.6	86	9.3
IE	141	8.4	90	15.1
IT	339	34.2	85	8.4
LU	:	:	:	:
NL	487	31.5	94	14.6
AT	283	15.8	91	16.3
PT	142	15.1	95	8.9
FI	128	11.6	96	10.6
SE	203	27.3	95	7.1
UK	3 146	218.6	89	12.8
CZ	42	4.7	77	6.9
EE	6	0.4	81	12.1
CY	16	0.8	97	19.2
LV	12	0.6	72	14.4
LT	5	0.8	49	3.2
HU	34	3.3	68	7.1
MT	:	:	:	:
PL	132	21.3	73	4.5
SI	26	1.1	85	20.5
SK	10	1.7	83	4.9
BG	7	0.4	35	6.0
RO	15	0.2	8	6.4
IS	12	0.7	98	17.4
NO	242	13.5	98	17.5
CH	306	21.2	93	13.5
JP	5 875	249.6	83	19.6
US	14 676	881.9	96	16.0

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'.

7. Radio market

93% of the radio stations in the EU are private (commercial) - but larger share for public radio

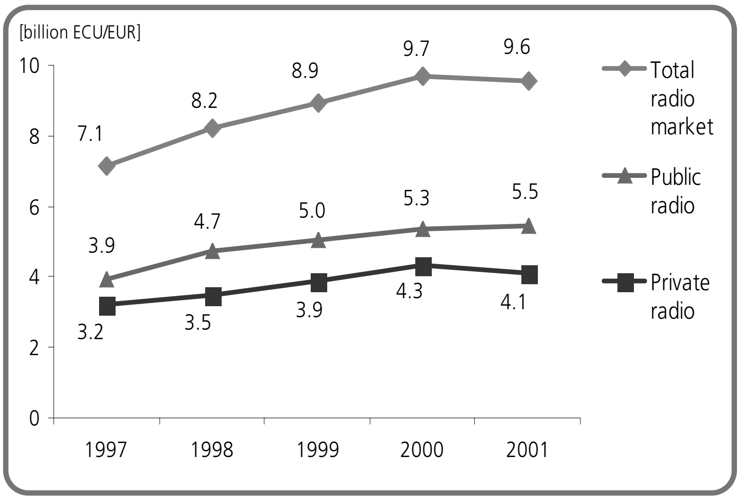
In Europe regular radio broadcasting started already at the beginning of the twenties. The deregulation that commenced in the eighties resulted in a rapid growth of private local and commercial radio networks. The radio sector is much more fragmented than the TV sector. Alongside nation-wide general-interest 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 9.6 billion euro radio broadcasting sector (turnover 2001) is still dominated by its 350 public service stations, which account for 57% of revenue and 38 per cent of listening according to Oliver & Ohlbaum. EU's 5 050 commercial radio stations share just 4.1 billion euro in total revenue of about 812 000 euro per station. According to Oliver & Ohlbaum, 4 500 of them are part of affiliate networks, with the remainder often being part of multi-station owning groups.

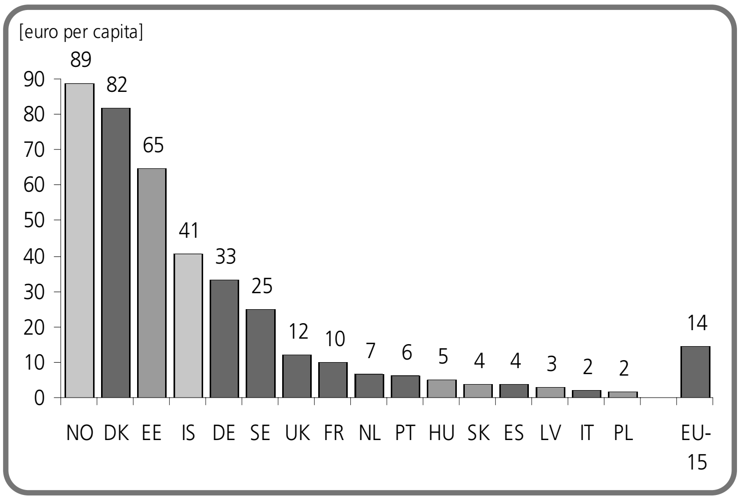
In comparison, the US commercial radio market was worth 20 billion euro in 2001, or 1.6 million euro per station.

According to Oliver & Ohlbaum, commercial station advertising yields per thousand listening hours in EU are between 15 euro and 30 euro in 2000, compared with almost 50 euro in the United States. Radio station choice in major European cities is generally just three-fifths the US level.

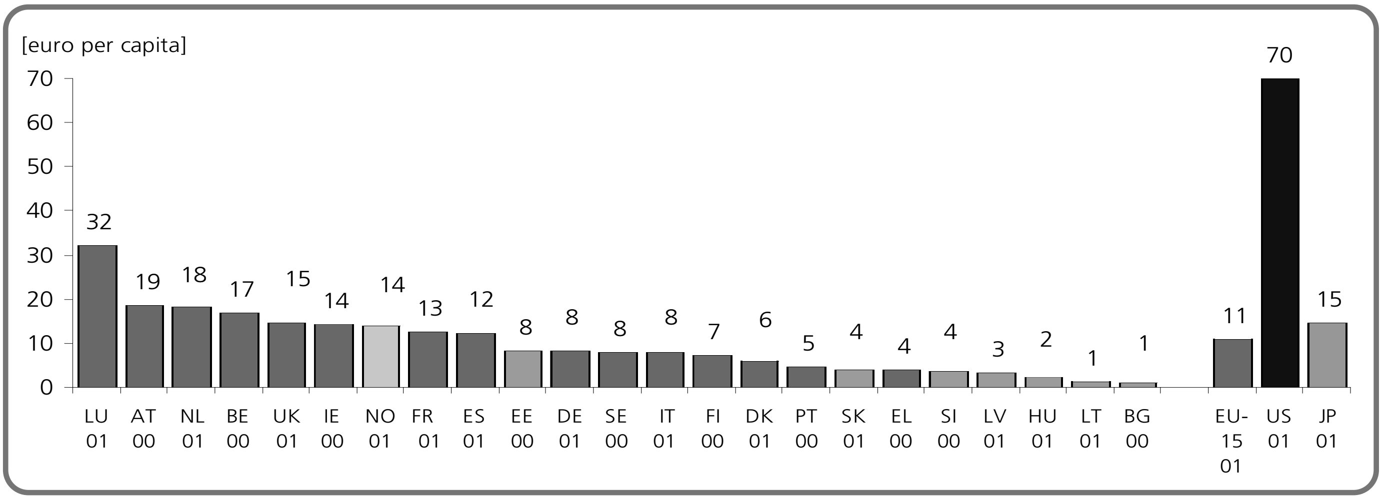
F. 7.1: Turnover of public and private radio broadcasters in the EU-15, 1997-2001



F. 7.2: Turnover of public radio broadcasters per capita in 2001



F. 7.3: Turnover of private radio broadcasters per capita, latest available year



During the last couple of years digital broadcasting has become more common. In the EU there are a total of almost 1 000 radio stations broadcasting over the Internet. In mid 2002 Germany (174) had the largest number of Internet stations followed by the UK (139) and Belgium (102), see Table 7.13.

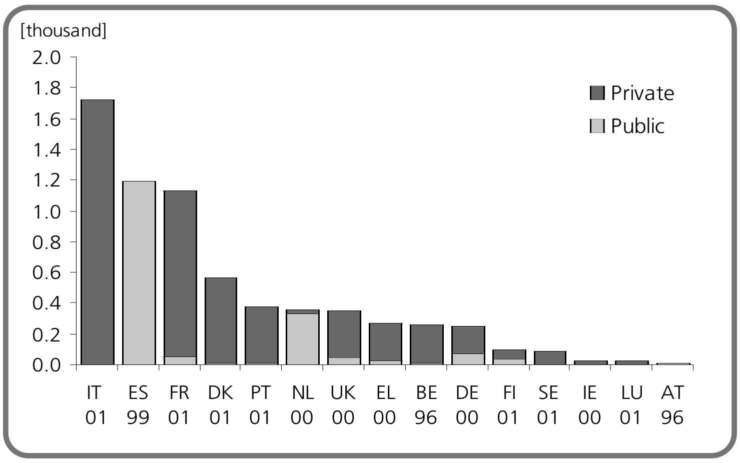
The move to digital broadcasting will see radio move from a single distribution system to a multi-system medium utilising terrestrial, satellite, cable, Internet and even mobile and wireless LAN distribution. Terrestrially delivered DAB (Digital Audio Broadcasting) is only likely to reach 10 per cent 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 2000, however, the number of radio stations declined from an estimated 7,600 stations to about 5 500 stations, a decrease of about 28%. Italy is the EU Member State with the highest number of radio stations. Most of them are private. Spain is second with mostly public stations. The country with the highest share of public radio stations is the Netherlands where 91% are public. Austria is second with 85% public radio stations. At the other end of the scale are Italy, Denmark, Portugal, Belgium, Sweden and Luxembourg with over 96% private radio stations.

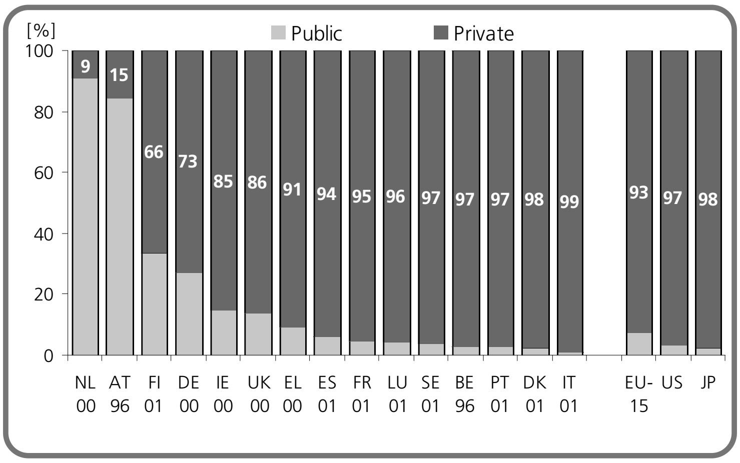
Between 1985 and 1999, the total number of radio stations in the United States grew by 20% to around 12 600 stations (source International Trade Administration: "US Industry & Trade Outlook 2000"). The ten largest radio broadcasters in the United States, which own about 14% of all domestic stations, 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.

According to Internews there are 10 350 commercial station in the US. While most stations play music (country music is the most popular format),

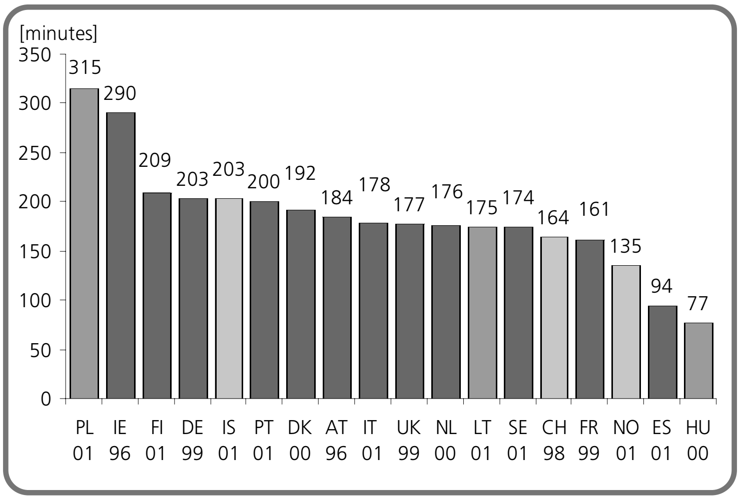
F. 7.4: Radio programme services (radio stations) of national origin in the EU, latest available year



F. 7.5: Share of public and private radio programme services, latest available year



F. 7.6: Daily listening time of adults, latest available year



non-music format of news, talkshows, sports and business have grown to 13% in 2002.

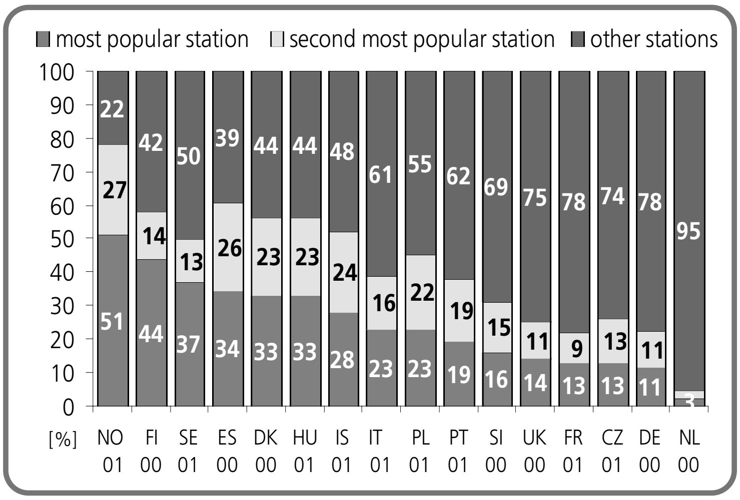
The average listening time of adults in European countries varies from 315 minutes in Poland to 77 minutes in Hungary. In the US the average listening time was 165 minutes in 2002. Radio listening is often combined with other activities like car driving.

The total number of hours of radio programmes broadcast by public radio services of national origin in 2001 varied strongly among the EU countries. Germany had the highest number of hours broadcast with over 569.400 hours while Italy broadcast only 26.100 hours. On average 43% of the total hours broadcast were music and 57% speech.

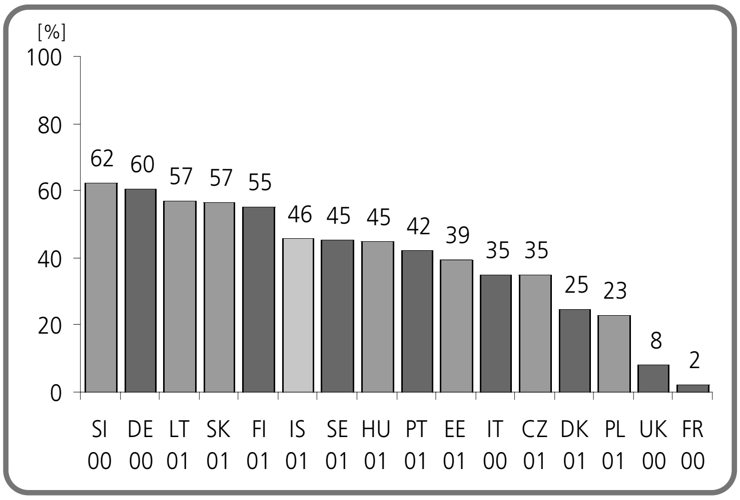
The past two decades have been marked by a diversification of radio equipment. Radios combined with other music sources became more common. As a result most households had more than one radio set.

The most popular and second most popular radio station attract more than a half of the audience in Norway, Finland, Iceland, Sweden, Spain, Denmark and Hungary. On the other hand in the Netherlands, Germany, France and the UK the audience is split between several stations.

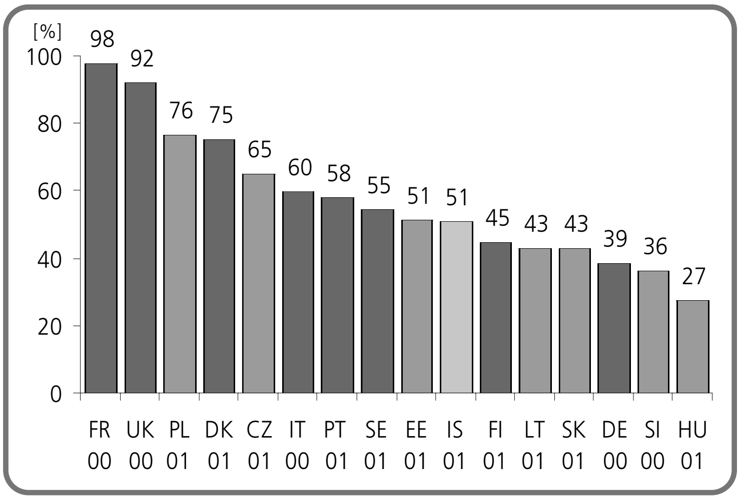
F. 7.7: Audience share of radio programme services (daily cumulated audience), latest available year



F. 7.8: Share of music programmes broadcasted per year by public radio program services, latest available year



F. 7.9: Share of speech programmes broadcasted per year by public radio program services



T. 7.1: Radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 j)	**:**	**:**	**:**	**5 370**	**5 270**	**5 130**	**4 480**	**5 280**	**5 400**	
BE	:	167	252	:	256	:	:	:	:	:
DK	3	93	352	285	275	270	274	:	245	567
DE	40	48	171	231	236	230	239	233	253	:
EL	:	:	33	:	:	266	266 a)	266 a)	266 a)	:
ES	891	891	2 017	2 742	:	:	:	1 193 b)	:	:
FR	:	:	:	:	1 290	462	458	1 141	1 141	1 129
IE	4	4	25	38	36	34	35	:	:	:
IT	:	:	:	2 017	1 908	1 723	1 074	1 832 c)	1 837 d)	1 718 d)
LU	4	4	4	20	22	22	22	25	24	24
NL	9	12	18	30	30	30	30	356	363	:
AT	12	12	13	13	13	:	:	:	:	:
PT	16	16	325	337	337	337	334	338 e)	346 e)	376 e)
FI	3	22	70	91	91	92 f)	93 f)	94 f)	94 f)	101 f)
SE	29	28	29	105	113	114	115	87 g)	86	:
UK	:	:	:	221	226	239	268	291	346	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	31	33	30
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	21	17	17
HU	:	:	:	:	:	:	:	:	:	139
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	51	49	70
SK	:	:	:	:	:	:	:	36	32	30
BG	:	:	:	:	:	:	:	47	72	:
RO	:	:	:	:	:	:	:	:	:	:
IS	1	4	14	18	18	19 h)	22 h)	22 h)	26 h)	28 h)
NO	:	:	442	372	:	314	:	282	282	267
CH	3	35	46	45	47	48	50	:	:	:
JP	:	:	:	131	171	196	222	:	:	:
US	:	10 500	:	:	:	:	:	12 582 i)	:	:

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, i) Source : US Industry & Trade Outlook 2000, j) Eurostat rough estimates

T. 7.2: Public radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 h)	**:**	**:**	**:**	**320**	**320**	**330**	**330**	**330**	**350**	**:**
BE	:	:	:	7	7	:	:	:	:	:
DK	:	:	:	:	:	4	4	3	3	13
DE	40	40	40	56	56	56	61	56	69	:
EL	:	:	:	:	:	25 a)	25 a)	25 a)	25 a)	:
ES	:	:	:	:	:	:	:	:	:	:
FR	16	39	53	53	53	53	53	54	54	54
IE	:	:	4	4	4	4	4	:	4	:
IT	3	3	3	3	3	9 b)	10 b)	10 b)	10 c)	4 c)
LU	:	:	:	1	1	1	1	1	1	1
NL	:	:	:	18	18	18	18	337	330	:
AT	12	12	13	11	11	:	:	:	:	:
PT	9	9	9	8	8	8	8	10	10	10
FI	3	4	4	32	32	31 e)	32 e)	34 e)	34 e)	34 e)
SE	29	28	29	29	29	:	:	3	3	3
UK	:	:	:	46	46	46 f)	46 f)	46 f)	47 f)	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	5	5	5
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	3	3	3
HU	:	:	:	:	:	:	:	:	:	27
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	4	4	5
SI	:	:	:	:	:	:	:	3	3	3
SK	:	:	:	:	:	:	:	6	6	6
BG	:	:	:	:	:	:	:	6	6	:
RO	:	:	:	:	:	:	:	:	:	:
IS	1	4	5	5	5	2 g)	2 g)	2 g)	5 g)	5 g)
NO	:	:	:	21	21	1	1	5	7	7
CH	3	3	3	4	4	4	4	:	:	:
JP	4	5	5	5	5	5	5	:	:	:
US	217	288	318	407	408	:	:	:	:	:

Source: Eurostat, AUVIS domain

a) Source: Ministry of Press and Media, b) RAI, c) Ministero delle Comunicazioni (MINCOM), 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) Eurostat rough estimates, using 1998 data for the Netherlands in 1999 and 2000

T. 7.3: Private radio programme services (radio stations) of national origin

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 j)	**:**	**:**	**:**	**5 050**	**4 950**	**4 800**	**4 150**	**4 950**	**5 050**	**:**
BE	:	162	247	:	249	:	:	:	:	:
DK	:	:	:	:	:	:	:	:	242	554
DE	0	8	131	175	180	174	178	177	184	:
EL	:	:	:	:	:	241 a)	241 a)	241 a)	241 a)	:
ES	:	:	:	:	:	:	:	:	:	:
FR	:	:	:	:	1 237	409	405	1 087	1 087	1 075
IE	:	:	21	34	32	:	:	23	:	:
IT	:	:	:	2 014	1 905	1 714	1 064	1 822 b)	1 827 c)	1 714 c)
LU h)	4	4	4	19	21	21	21	24	23	23
NL	:	:	:	12	12	12	12	19	33	:
AT	:	:	:	2	2	:	:	:	:	:
PT	7	7	316	329	329	329	326	328 d)	336 d)	366 d)
FI	:	18	66	59	59	61 e)	61 e)	60 e)	60 e)	67 e)
SE i)	:	:	:	76	84	84	84	84	83	:
UK	26	51	79	175	180	193 f)	222 f)	245 f)	299 f)	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	26	28	25
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	18	14	14
HU	:	:	:	:	:	:	:	:	:	112
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	48	46	67
SK	:	:	:	:	:	:	:	30	26	24
BG	:	:	:	:	:	:	:	41	66	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	9	13	13	17 g)	20 g)	20 g)	21 g)	23 g)
NO	:	:	:	351	:	313	:	277	275	260
CH	0	32	43	41	43	44	46	:	:	:
JP	:	:	:	126	166	191	217	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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) Analogue only - there are a handful of only 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) Eurostat rough estimates

T. 7.4: Radio programme services (radio stations) of national origin with local or regional distribution

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:	:	:
DE	39	47	170	219	223	219	222	:	187	:
EL	:	:	:	:	:	260 a)	260 a)	260 a)	260 a)	:
ES	:	:	:	:	:	:	:	1 086 b)	:	:
FR	:	:	:	:	1 273	445	438	1 115	1 115	1 099
IE	:	:	21	34	32	:	:	:	:	:
IT	:	:	:	2 000	1 891	1 705	1 055	1 803 c)	1 636 d)	1 709 d)
LU	0	0	0	14	16	16	16	16	15	15
NL	:	:	:	:	13	:	:	338	342	:
AT	9	9	10	9	9	:	:	:	:	:
PT	11	11	319	330	330	330	327	327 e)	335 e)	365 e)
FI	:	19	66	87	87	86	86 f)	85 f)	85 f)	92 f)
SE	26	25	26	101	109	:	:	1 178 g,h)	1 266 g)	1 392 g)
UK	:	:	:	213	217	231	260 i)	283 i)	290 i)	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	22	21	19
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	2	12	15	15	19	22	:	22	24
NO	:	:	:	:	:	2	2	288	278	263
CH	1	33	44	42	44	45	47	:	:	:
JP	:	:	:	:	:	:	212	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Sum of public and private local stations, 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

T. 7.5: Public radio programme services (radio stations) of national origin with local or regional distribution

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	:	:	:	:	:	:	:	:	:	:
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	9	9	9	9	9
DE	39	39	39	54	54	54	53	:	17	:
EL	:	:	:	:	:	19 a)	19 a)	19 a)	19 a)	:
ES	:	:	:	:	:	:	:	:	:	:
FR	12	35	48	48	48	48	48	44	44	44
IE	:	:	0	0	0	:	:	:	:	:
IT	0	0	0	0	0	5 b)	5 b)	5 b)	5 b)	1 b)
LU	:	:	:	:	:	0	0	0	0	0
NL	:	:	:	:	13	:	:	332	325	:
AT	9	9	10	7	7	:	:	:	:	:
PT	5	5	5	5	5	5	5	5	5	5
FI	-	1	0	28	28	26 c)	26 c)	26 c)	26 c)	26 c)
SE	26	25	26	25	25	:	:	25 d)	25 d)	29 d)
UK	:	:	:	41	41	41	41 e)	41 e)	42 e)	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	14	12	12
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	2	3	3	3	3	3	:	3	3
NO	:	:	:	:	:	1	1	2	4	4
CH	1	1	1	1	1	1	1	1	1	:
JP	:	:	:	2	2	2	2	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

a) Source: Ministry of Press and Media, b) Source: Ministero delle Comunicazioni (MINCOM) and Rai, c) Association of Finnish Broadcasters, d) 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, e) Source: BBC

T. 7.6: Private radio programme services (radio stations) of national origin with local or regional distribution

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	:	:	:	:	:	:	:	:	:	:
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:	:	:
DE	0	8	131	165	169	165	169	166	170	:
EL	:	:	:	:	:	241 a)	241 a)	241 a)	241 a)	:
ES	:	:	:	:	:	:	:	:	:	:
FR	:	:	:	:	1 225	397	390	1 071	1 071	1 055
IE	:	:	21	34	32	29	30	:	:	:
IT	:	:	:	2 000	1 891	1 700	1 050	1 798 b)	1 631 c)	1 708 c)
LU	:	:	:	14	16	16	16	16	15	15
NL	:	:	:	:	0	0	0	6	17	:
AT	:	:	:	2	2	:	:	:	:	:
PT	6	6	314	325	325	325	322	322 d)	330 d)	360 d)
FI	:	18	66	59	59	60 e)	60 e)	59 e)	59 e)	66 e)
SE	:	:	:	76	84	84	84 f)	1 153	1 241	1 363
UK	26	51	79	172	176	190	219 g)	242 g)	248 g)	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	:	:	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	8	9	7
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	9	12	12	16	19	19	19	21
NO	:	:	:	:	:	1	1	286	274	259
CH	0	32	43	41	43	44	46	:	:	:
JP	:	:	:	:	:	:	210	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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

T. 7.7: Turnover of public radio broadcasters of national origin, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**3 931**	**4 731**	**5 032**	**5 347**	**5 452**
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	343	:	:	:	:
DE	:	:	:	:	:	:	2 532	:	2 680	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	153	:	143	145
FR	:	:	:	:	:	481	537	545	574	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	231	209	226	129	117
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	99	107	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	60	59	60	62	63
FI	:	:	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	208	203	222
UK	:	:	:	:	:	436	650	717	:	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	98	89	89
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	5	6	6
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	43	44	48
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	60	57	62
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	17	20	20
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	11	11	12	13	12
NO	:	:	:	:	:	:	338	362	388	400
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

a) Eurostat estimates, see also Table 1.3

T. 7.8: Turnover of private radio broadcasters of national origin with nationwide programme services, million ECU/EUR

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**:**	**:**	**:**	**3 204**	**3 465**	**3 895**	**4 347**	**4 122**
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	:	:	:	:	:
DE	:	:	:	:	:	:	30	:	56	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	317	376	308	312
FR	:	:	:	:	:	189	209	370	390	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	83	96	107	:	:
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	9	10	103	111	29
FI	:	:	:	:	:	:	55	9	10	11
SE	:	:	:	:	:	:	:	:	:	:
UK	:	:	:	:	:	:	:	:	:	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	3	4	3
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	16	17	19
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	:	:	:
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	28	31	34	30
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

a) Eurostat estimates, see also Table 1.9 on radio advertising.

T. 7.9: Daily listening time of adults, minutes

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**162**	**:**	**:**
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	153	133	191	195	194	192	:
DE	:	:	156	167	169	177	172	179	209	203
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	100 a)	96 a)	95 a)	95 a)	94 a)
FR	:	:	:	193	190	153	154	161	:	:
IE	:	:	:	279	290	:	:	:	:	:
IT	:	:	:	170	170	165	169	176	179	178
LU	:	:	:	:	:	:	:	:	:	:
NL b)	:	:	:	170	174	176	181	175	176	:
AT	:	138	140	173	184	:	:	:	:	:
PT	:	:	:	194	202	197	187	194 c)	192 c)	200 c)
FI	128	:	199	219	205	205	199	190	201 d)	209 d)
SE	:	:	126	188	186	185	183	183 e)	174 e)	174 e)
UK	:	:	:	156	150	148 f)	150 f)	177 f)	:	:
CZ	:	:	:	:	:	:	:	:	:	:
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	105	:	175
HU	:	:	:	:	:	:	:	:	77	:
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	288	279	315
SI	:	:	:	:	:	:	:	:	:	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	178	167	174	171	187	204	203
NO	:	:	148	138	146	144	:	139	135	135
CH	:	:	156	162	166	162	164	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US g)	:	:	:	:	:	:	154	159	158	154

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. g) Source: MPA Worldwide Market Research

T. 7.10: Audience share of the biggest radio programme service (radio station), %

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**	**:**
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	30	32	30	33	:
DE	:	:	:	:	:	:	:	:	11	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	32 a)	34 a)	:
FR	:	:	:	:	:	19	19	18	16	13
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	24	24	23 b)	22 b)	23 b)
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	14	:	:	3	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	18	18	19 c)	13 c)	19 c)
FI	:	:	:	:	:	42	45	44 d)	44 e)	:
SE f)	:	:	:	:	:	:	:	38	37	37
UK	:	:	:	:	:	13 g)	13 g)	13 g)	14 g)	:
CZ	:	:	:	:	:	:	:	:	:	13
EE	:	:	:	:	:	:	:	:	:	:
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	:	:	:
HU	:	:	:	:	:	:	:	33	39	33
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	15	18	23
SI	:	:	:	:	:	:	:	17	16	:
SK	:	:	:	:	:	:	:	:	:	:
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	:	48	48	30	28
NO	:	:	:	:	:	29	29	46	47	51
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

Source: Eurostat, AUVIS domain

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

T. 7.11: Hours of radio programmes broadcasted per year by public radio program services of national origin

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	:	:	:	:	:	:	:	:	:	:
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	51 701	54 808	51 520	59 098	69 666
DE	:	:	:	:	:	456 850	480 298	530 588	569 437	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:	:	:
FR	:	:	:	:	:	477 037	477 714	476 927	469 765	:
IE	:	:	:	:	:	:	:	:	:	:
IT a)	:	:	:	:	:	77 261	:	26 120	26 223	26 122
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	39 420	40 150	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	33 272 b)	72 774	76 546
FI	:	:	:	:	:	81 857 c)	84 912 c)	102 426 c)	117 434 c)	117 707 c)
SE	:	:	:	:	:	:	:	122 097 d)	121 949 e)	122 806 e)
UK	:	:	:	:	:	289 226 f)	288 627 f)	289 492 f)	292 781 f)	:
CZ	:	:	:	:	:	:	:	71 930	77 133	86 702
EE	:	:	:	:	:	:	:	43 800	43 920	43 800
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	21 469	18 816	18 153
HU	:	:	:	:	:	:	:	22 844	24 583	24 671
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	373 838	40 084	46 460
SI	:	:	:	:	:	:	:	23 956	23 948	:
SK	:	:	:	:	:	:	:	42 587	44 394	44 349
BG	:	:	:	:	:	:	:	52 451	52 758	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	15 544 g)	15 656 g)	15 654 g)	15 612 g)	15 357 g)
NO	:	:	:	:	:	:	7 426	22 714	22 764	22 764
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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 (Statistics Iceland)

T. 7.12: Hours of music programmes broadcasted by public radio program services of national origin

	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001
EU-15	:	:	:	:	:	:	:	:	:	:
BE	:	:	:	:	:	:	:	:	:	:
DK	:	:	:	:	:	14 425	15 926	14 131	17 839	17 244
DE	:	:	:	:	:	296 745	314 180	317 110	344 287	:
EL	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:	:	:
FR	:	:	:	:	:	10 358	11 667	11 603	10 205	:
IE	:	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	:	7 783 a)	9 317 a)	9 173 a)	:
LU	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:
PT	:	:	:	:	:	:	:	25 268 b)	48 259	32 163
FI	:	:	:	:	:	40 854 c)	42 760 c)	56 135 c)	65 226 c)	64 944 c)
SE	:	:	:	:	:	:	:	53 325 d)	54 718 d)	55 731 d)
UK	:	:	:	:	:	:	12 556	12 556	23 983	:
CZ	:	:	:	:	:	:	:	:	:	30 277
EE	:	:	:	:	:	:	:	21 287	21 477	17 207
CY	:	:	:	:	:	:	:	:	:	:
LV	:	:	:	:	:	:	:	:	:	:
LT	:	:	:	:	:	:	:	12 595	11 418	10 348
HU	:	:	:	:	:	:	:	9 112	10 489	11 099
MT	:	:	:	:	:	:	:	:	:	:
PL	:	:	:	:	:	:	:	10 171	8 202	10 717
SI	:	:	:	:	:	:	:	15 078	14 954	:
SK	:	:	:	:	:	:	:	24 288	25 189	25 068
BG	:	:	:	:	:	:	:	:	:	:
RO	:	:	:	:	:	:	:	:	:	:
IS	:	:	:	:	:	7 371 e)	7 237 e)	7 514 e)	7 431 e)	7 000 e)
NO	:	:	:	:	:	:	:	2 468	3 145	9 785
CH	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:

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 (Statistics Iceland)

T. 7.13: 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**
BE	7	10	90	6	102
DK	4	1	26	4	33
DE	127	42	8	63	174
EL	32	5	3	34	53
ES	15	10	4	23	33
FR	23	23	23	59	83
IE	17	8	3	23	32
IT	41	17	17	52	86
LU	4	1	0	1	4
NL	26	18	12	37	60
AT	29	8	47	20	74
PT	16	2	2	24	34
FI	7	5	27	8	32
SE	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 read 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.

8. Video games market

Worldwide video games market

The video games market is one of the youngest markets to be measured by official statistics. 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 PlayStation2, Nintendo GameCube and MicroSoft Xbox) 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 (Entertainment & Leisure Software Publishers Association).

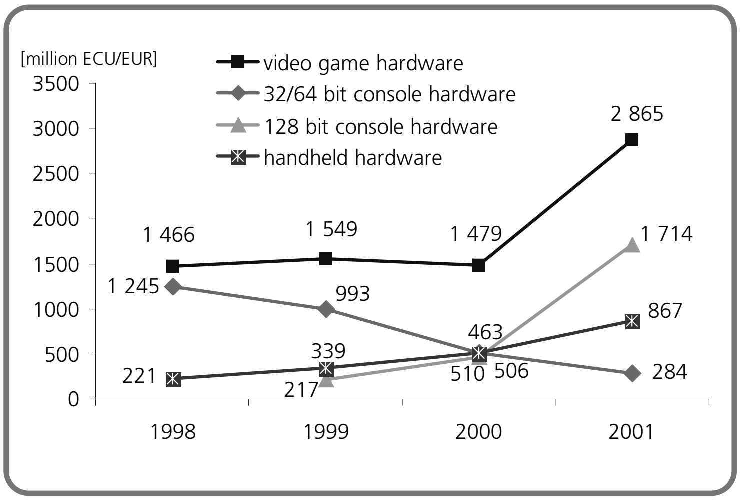
Video games market in the EU

Eurostat estimates that the total video games market in the EU was worth 8.1 billion euro in 2001, an increase of 26% from the previous year. 15.6 million hardware units were sold, versus 12.1 million sold last year (up 29%). The sales of video game software reached 168 million units, compared to 152 million in 2000 (up 10%).

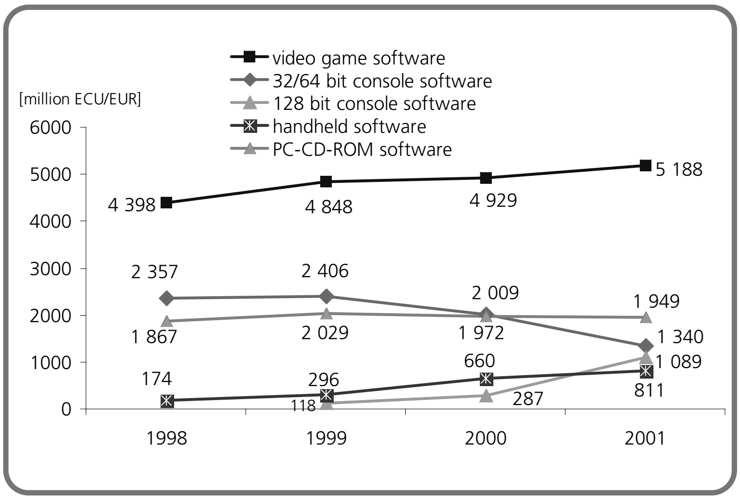
The advanced console market in the EU was worth 2.9 billion euro in 2001, an increase of 94% compared to the previous year. Old consoles are phased out at the same time as new consoles increase sales. The sales of 128 bit console hardware stood for the biggest part of the turnover in the European countries (51-65%). The handheld hardware represent between 28% and 39%. The sales of 32/64 bit hardware reached only between 7% to 15%. The UK had the highest turnover from sales of consoles: 942 million euro, followed by France with 577 million euro and Germany with 372 million euro.

Eurostat estimates that the video game software market was worth 5.2 billion euro in 2001, an increase of 5% compared to the previous year. The UK is the largest EU market: 1.55 billion euro, followed by Germany (1.17 billion euro) and France (0.91 billion euro). The breakdown of the turnover from video games software shows a more divergent pattern. In Ireland, France and the UK, the sales of PC-CD-Rom software stood for the majority

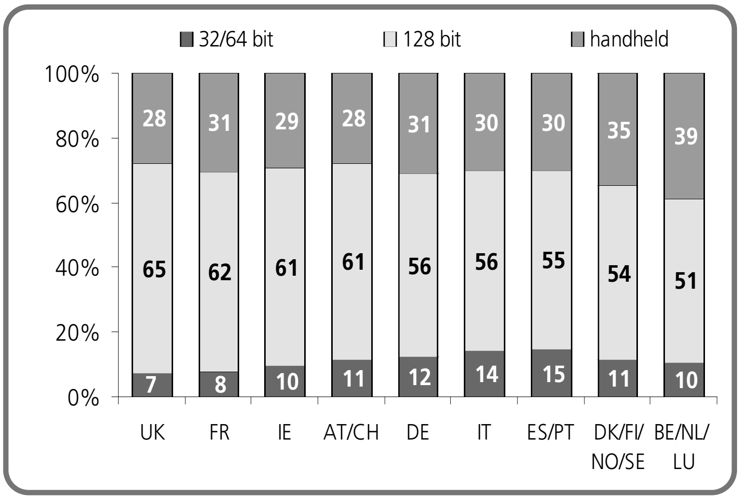
F. 8.1: Turnover from video game console hardware in the EU-15, 1998-2001



F. 8.2: Turnover from video game software in the EU-15, 1998-2001



F. 8.3: Breakdown of the turnover from video game console hardware in 2001



of the turnover (53%, 52% and 43% respectively). In all European countries, except in Benelux the sales of video games software for the old consoles (32/64 bit software) were higher than the sales of software for the new consoles (128 bit).

Video games industry in the US

According to Interactive Digital Software Association (IDSA) and Eurostat estimates, the total video games market in the US was worth nearly 11 billion euro in 2001, an increase by 33% 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 sales amounted to 3.6 billion euro in 2001 compared to 1.5 billion euro in 2000.

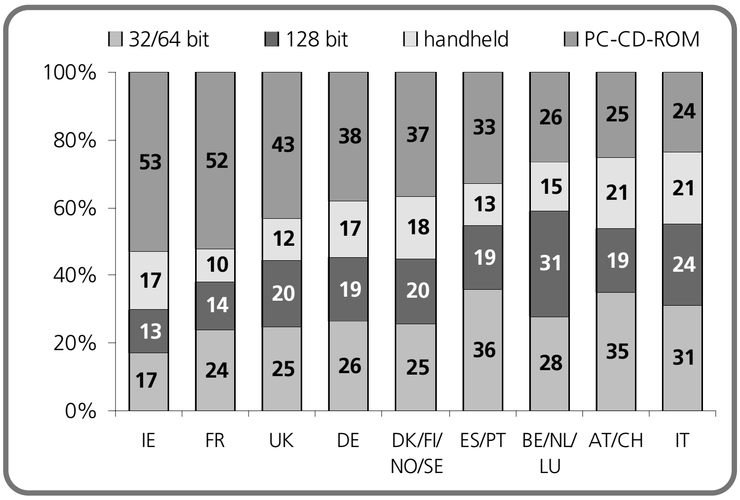
PlayStation 2 accessories led all platforms in accessory sales in 2001, a 517 percent unit sales increase from 2000 according to ELSPA. Portable accessory units were up 10 percent overall in 2001, compared to the year before.

According to IDSA, sales of the total US interactive entertainment software market, which includes PC entertainment and video game software, approached 7.3 billion euro last year versus 7.1 billion euro in 2001 and 6.5 billion euro in 2000. Console and portable software sales rose 4.5% in unit sales, compared to 2000. While PC entertainment software experienced a unit decrease of 1.5%, the video game sales increased by 8.3%. The number one console title, ranked according to units sold, was The Sims by Electronic Arts. Sony's PlayStation 2, The Getaway by Sony Computer Ent. was the number two video game title. Sony's PlayStation 2, Grand Theft Auto: Vice City, by Rockstar Games, released in October 2002 was the third most successful title in the US in January 2003.

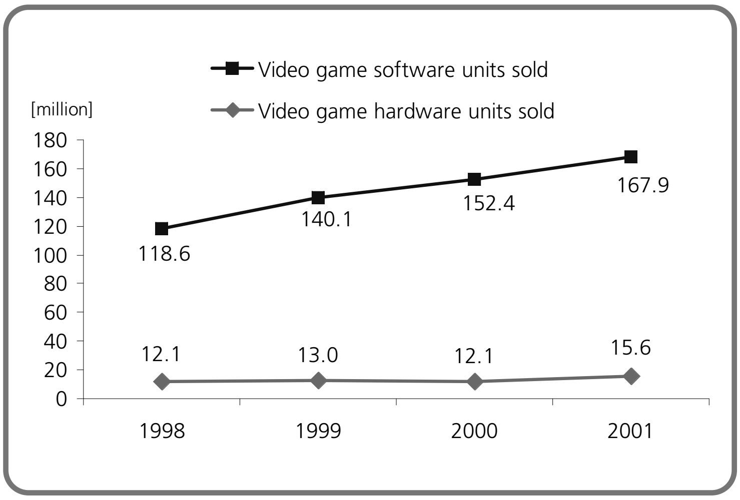
60% of all Americans play video games, or about 145 million people. The average age of an interactive game player is 28 years old. 57% of people who play interactive games are men.

According to data complied by NPDFunworld and released by the Interactive Digital Software Association, console game players in United States most often purchased action (25.1%), sports (19.5 %), and racing titles (16.6%), followed by edutainment (7.6%), role-

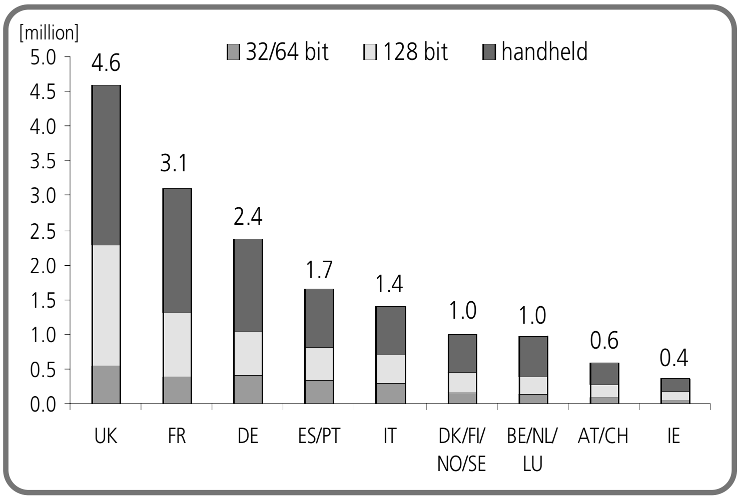
F. 8.4: Breakdown of the turnover from video game software in 2001



F. 8.5: Video game software and hardware units sold in the EU-15, 1998-2001



F. 8.6: Video game console hardware units sold in 2001



playing games (7.4%), fighting games (6.4%), first person shooters (5.5%), and adventure games (5.1%).

Computer gamers, however, most often purchased strategy games (27.4%), children's games (15.9%) and shooter games (11.5%), followed by family entertainment titles (9.6%), role-playing games (8%), sports titles (6.3%), racing (4.4%), simulation (4.1%), and fighting games (0.1%).

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.

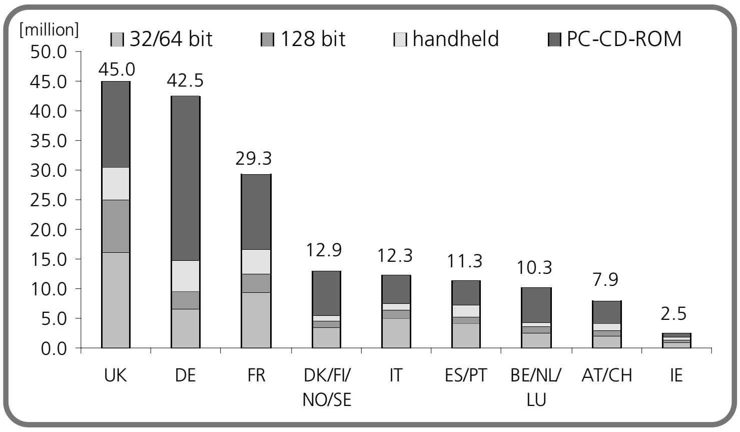
According to IDSA the record-breaking sales of computer and video games in 2002 will continue in the years ahead as more ground-breaking games are introduced, hardware prices come down, and the audience for games broadens and deepens. 2003 will be the peak year of the current hardware cycle, with software sales surging at least 10% yet again, and perhaps considerably more depending on other external factors.

One obvious trend apparent from the 2002 data is that console software is capturing an even greater share of the market than ever before, accounting for 80% of industry software sales compared with 65% five years ago.

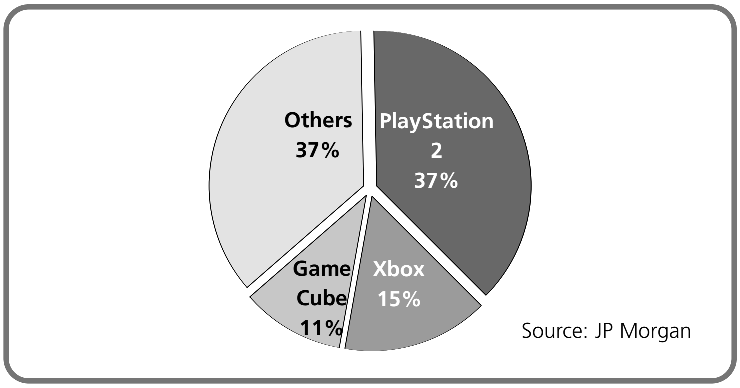
Online gaming

Online gaming is by no means a new phenomenon. There have been efforts to bring game systems online going back to the 1980s. However, it was only with the Sega Dreamcast (released in 1999) that online games started to be promoted. The era of online games started with the release of Doom. Doom was part of the latest generation of online games. Before it had been two other eras with games like Air Warrior, Utopia, MUD1, and Empire. The newest generation of online games grew out of increasing Internet access and new network technologies in general. EverQuest is an online roleplaying game for the PlayStation2 computer entertainment system. It is designed from the ground up to support over 5,000 players simultaneously per server. Hundred of thousands of people from around the world play the game EverQuest. The market is expanding heavily. Analysts are predicting that online gaming by 2004, will hit the following revenue: Datamonitor: 5.3 billion euro, IDC: 1.8 billion euro, Wedbush Morgan Securities: 1.6 billion euro, DFC Intelligence: 1.3 billion euro (www.game-research.com).

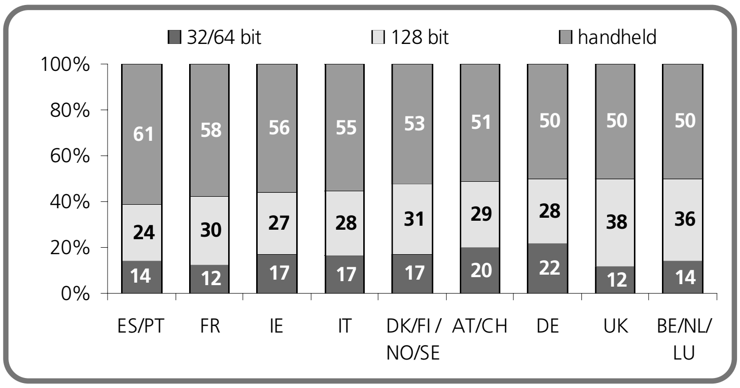
F. 8.7: Video game console software units sold in 2001



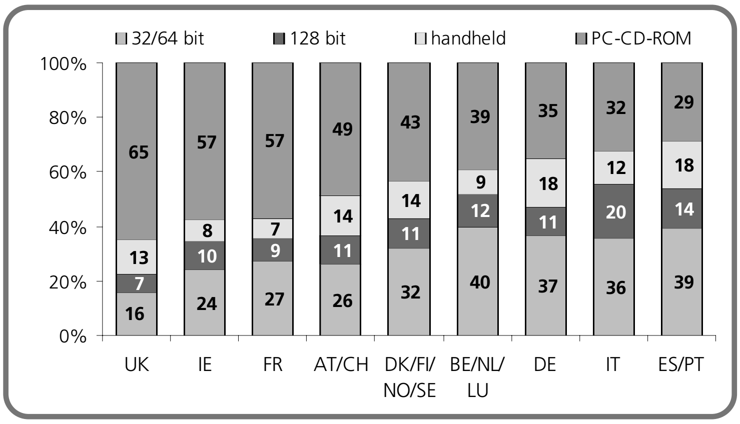
F. 8.8: World market share of video games sold, March 2003



F. 8.9: Share of 32/64 bit, 128 bit, handheld video game console hardware by units sold



F. 8.10: Share of 32/64 bit, 128 bit, handheld and PC-CD-ROM software by units sold



T. 8.1: Turnover from video game software and video game hardware

	Turnover from video game software and hardware (million ECU/EUR)				Turnover from video game software (million ECU/EUR)				Turnover from video game hardware (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**5 864**	**6 397**	**6 408**	**8 053**	**4 398**	**4 848**	**4 929**	**5 188**	**1 466**	**1 549**	**1 479**	**2 865**
BE	:	:	139	:	:	:	96 a)	:	30	37	43	:
BE/NL/LU	360	360	315	450	271	277	244	281	89	83	71	169
DK	:	:	42	:	:	:	:	:	:	:	:	:
DK/FI/NO/SE	448	594	632	586	383	498	525	402	64	96	106	183
DE	1 363	1 418	1 507	1 540	1 079	1 124	1 211	1 169	283	294	297	372
EL	:	:	:	:	:	:	:	:	:	:	:	:
ES	:	489	383	:	170	290	269	:	:	199	114	:
ES/PT	391	556	447	632	259	341	298	364	132	214	150	267
FR	958	1 040	1 059	1 487	721	795	797	910	237	245	262	577
IE	125	125	111	158	84	93	76	86	41	32	34	72
IT	549	667	517	642	358	448	357	375	191	219	159	267
LU	:	:	:	:	:	:	:	:	:	:	:	:
NL	156	161	187	:	137	142	142	:	19	19	45	:
AT	:	:	:	:	:	:	:	:	:	:	:	:
AT/CH	258	293	327	329	207	226	245	231	51	67	83	98
PT	:	:	:	:	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:	:	18	22	26
SE	:	:	108	126	:	:	79	67	:	:	29	59
UK	1 618	1 594	1 765	2 495	1 203	1 246	1 389	1 554	415	348	376	942
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:
US	6 040	7 046	8 012	10 690	4 906 b)	5 724 b)	6 508 b)	7 090 b)	1 134 c)	1 322 c)	1 504 c)	3 600 c)

Source: European Audiovisual Observatory (EAO)
a) Eurostat estimate
b) Source IDSA
c) Eurostat estimate based on IDSA

T. 8.2: PC sales value, PC sales volume, Computer peripheral sales value

	PC sales value (million ECU/EUR)				PC sales volume (1000 units)				Computer peripheral (monitors, printers) sales value (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**:**	**:**	**44 736**	**43 347**	**:**	**:**	**30 032**	**28 656**	**:**	**:**	**:**	**:**
BE	1 220	1 340	1 314	1 192	:	:	803	714	507	515	528	:
DK	:	:	1 424	1 445	:	:	881	868	:	:	:	:
DE	8 859	10 288	10 320	9 633	:	:	7 614	7 246	4 850	4 793	4 586	:
EL	:	:	597	560	:	:	403	391	:	:	:	:
ES	1 492	1 445	2 030	2 101	:	:	1 571	1 657	819	833	862	:
FR	4 686	5 944	6 956	7 773	:	:	4 595	4 713	2 357	2 687	2 763	:
IE	:	:	1 477	1 604	:	:	913	963	:	:	:	:
IT	2 550	3 345	4 191	3 761	:	:	2 828	2 622	1 160	1 344	1 605	:
LU	:	:	:	:	:	:	:	:	:	:	:	:
NL	2 367	2 769	3 163	2 763	:	:	1 991	1 715	987	1 032	894	:
AT	405 b)	:	1 141	1 008	:	:	842	759	:	359	378	:
PT	:	:	594	517	:	:	460	408	:	:	:	:
FI	:	:	1 198	1 078	:	:	741	647	:	:	:	:
SE	1 750 b)	2 048	2 094	1 976	:	:	1 295	1 187	:	693	562	:
UK	7 233	8 625	8 238	7 937	:	:	5 095	4 767	2 018	2 668	3 708	:
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	1 112	977	:	:	688	587	:	:	:	:
CH	1 326	1 525	1 693	:	:	:	714	673	558	617	759	:
JP	:	:	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:	:	:

Source: EAO, GfK, Screen Digest
a) Eurostat estimate
b) PC sales value in 1997

T. 8.3a: Turnover from video game hardware and from 32/64 bit console hardware

	Turnover from video game console hardware (million ECU/EUR)				Turnover from 32/64 bit console hardware b) (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**1 466**	**1 549**	**1 479**	**2 865**	**1 245**	**993**	**506**	**284**
BE	30	37	43	:	:	:	:	:
BE/NL/LU	89	83	71	169	76	53	35	18
DK	:	:	:	:	:	:	:	:
DK/FI/NO/SE	64	96	106	183	55	70	50	21
DE	283	294	297	372	222	171	94	46
EL	:	:	:	:	:	:	:	:
ES	:	199	114	:	:	:	:	:
ES/PT	132	214	150	267	115	150	63	39
FR	237	245	262	577	200	149	72	45
IE	41	32	34	72	36	20	13	7
IT	191	219	159	267	174	163	50	38
LU	:	:	:	:	:	:	:	:
NL	19	19	45	:	:	:	:	:
AT	:	:	:	:	:	:	:	:
AT/CH	51	67	83	98	39	42	35	11
PT	:	:	:	:	:	:	:	:
FI	:	18	22	26	:	:	:	:
SE	:	:	29	59	:	:	:	:
UK	415	348	376	942	357	208	120	69
IS	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
US	1 134 c)	1 322 c)	1 504 c)	:	:	:	:	:

Source: European Audiovisual Observatory (EAO)
a) Eurostat estimate
b) Turnover from 32/64 bit hardware includes Sony Play Station and Nintendo N64
c) Eurostat estimate based on IDSA

T. 8.3b: Turnover from 128 bit console hardware and from handheld hardware

	Turnover from 128 bit console hardware b) (million ECU/EUR)				Turnover from handheld hardware c) (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**:**	**217**	**463**	**1 714**	**221**	**339**	**510**	**867**
BE	:	:	:	:	:	:	:	:
BE/NL/LU	:	13	20	85	13	17	16	65
DK	:	:	:	:	:	:	:	:
DK/FI/NO/SE	:	12	28	99	10	14	28	63
DE	:	31	72	210	61	93	131	116
EL	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:
ES/PT	:	21	40	148	17	43	46	81
FR	:	42	93	356	36	53	97	177
IE	:	5	12	44	5	6	9	21
IT	:	30	54	148	17	26	55	80
LU	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:
AT/CH	:	6	17	59	12	19	31	27
PT	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:
UK	:	62	140	611	58	78	116	262
IS	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:

Source: European Audiovisual Observatory (EAO)
a) Eurostat estimate
b) Turnover from 128 bit hardware includes Sega Dreamcast and Sony Play Station2 since 2000.
c) Turnover from handheld hardware includes Nintendo Game Boy and Nintendo Game Boy Advance since 2001.

T. 8.4a: Turnover from video game software, from 32/64 bit console software and from 128 bit console software

	Turnover from video game software (million ECU/EUR)				Turnover from 32/64 bit software b) (million ECU/EUR)				Turnover from 128 bit software c) (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**4 398**	**4 848**	**4 929**	**5 188**	**2 357**	**2 406**	**2 009**	**1 340**	**:**	**118**	**287**	**1 089**
BE	:	:	96 a)	:	:	:	:	:	:	:	:	:
BE/NL/LU	271	277	244	281	133	115	92	69	:	7	14	56
DK	:	:	:	:	:	:	:	:	:	:	:	:
DK/FI/NO/SE	383	498	525	402	153	219	157	95	:	8	23	58
DE	1 079	1 124	1 211	1 169	398	356	308	201	:	16	44	148
EL	:	:	:	:	:	:	:	:	:	:	:	:
ES	170	290	269	:	:	:	:	:	:	:	:	:
ES/PT	259	341	298	364	183	235	154	128	:	5	16	69
FR	721	795	797	910	380	391	364	241	:	24	47	170
IE	84	93	76	86	65	68	39	27	:	2	4	20
IT	358	448	357	375	240	290	185	134	:	14	24	70
LU	:	:	:	:	:	:	:	:	:	:	:	:
NL	137	142	142	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:
AT/CH	207	226	245	231	90	88	89	59	:	3	9	45
PT	:	:	:	:	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:	:	:	:	:
SE	:	:	79	67	:	:	:	:	:	:	:	:
UK	1 203	1 246	1 389	1 554	786	727	693	431	:	41	113	484
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:
US	4 906 d)	5 724 d)	6 508 d)	7 090 d)	:	:	:	:	:	:	:	:

Source: European Audiovisual Observatory
a) Eurostat estimate
b) Turnover from 32/64 bit software includes Sony Play Station and Nintendo N64
c) Turnover from 128 bit software includes Sega Dreamcast and Sony Play Station2 since 2000.
d) Source: IDSA

T. 8.4b: Turnover from handheld software and from PC-CD-ROM software

	Turnover from handheld software b) (million ECU/EUR)				Turnover from PC-CD-ROM software (million ECU/EUR)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**174**	**296**	**660**	**811**	**1 867**	**2 029**	**1 972**	**1 949**
BE	:	:	:	:	:	:	:	:
BE/NL/LU	9	16	18	35	130	139	120	121
DK	:	:	:	:	:	:	:	:
DK/FI/NO/SE	6	10	21	39	224	261	323	210
DE	59	93	206	198	623	659	653	621
EL	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:
ES/PT	14	26	52	77	62	75	76	91
FR	29	49	138	153	312	330	248	345
IE	3	5	13	18	16	19	21	20
IT	17	22	38	48	102	122	110	123
LU	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:
AT/CH	12	23	36	42	106	112	111	85
PT	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:
UK	33	63	159	228	384	415	424	411
IS	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
US c)	:	:	:	:	:	:	1 927	1 954

Source: EAO
a) Eurostat estimate
b) Turnover from handheld software includes Nintendo Game Boy and Nintendo Game Boy Advance since 2001.
c) Source: IDSA

T. 8.5: Video game software and hardware units sold

	Video game software and hardware sold (million units)				Video game software sold (million units)				Video game hardware sold (million units)			
	1998	1999	2000	2001	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 a)	**130.7**	**153.1**	**164.5**	**183.4**	**118.6**	**140.1**	**152.4**	**167.9**	**12.1**	**13.0**	**12.1**	**15.6**
BE	:	:	:	:	:	:	:	:	:	:	:	:
BE/NL/LU	9.4	10.2	9.1	11.3	8.7	9.5	8.6	10.3	0.7	0.7	0.5	1.0
DK	:	:	:	:	:	:	:	:	:	:	:	:
DK/FI/NO/SE	9.9	14.1	15.8	13.9	9.4	13.3	15.0	12.9	0.5	0.8	0.8	1.0
DE	38.2	40.7	45.3	44.9	35.6	38.0	42.5	42.5	2.6	2.8	2.8	2.4
EL	:	:	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:	:	:	:	:
ES/PT	7.8	10.9	10.4	12.9	6.6	9.1	9.2	11.3	1.3	1.8	1.2	1.7
FR	21.3	25.4	28.2	32.4	19.2	23.3	26.0	29.3	2.2	2.1	2.2	3.1
IE	2.1	2.6	2.3	2.9	1.8	2.3	2.1	2.5	0.3	0.3	0.3	0.4
IT	9.6	12.8	11.4	13.7	8.3	11.2	10.2	12.3	1.3	1.6	1.2	1.4
LU	:	:	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:
AT/CH	7.1	8.0	9.1	8.5	6.6	7.4	8.3	7.9	0.5	0.6	0.8	0.6
PT	:	:	:	:	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:	:	:	:	:
UK	30.4	34.9	40.2	49.6	27.3	32.0	37.3	45.0	3.1	2.9	2.9	4.6
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	215.5 b)	225.1 b)	:	:	:	:

Source: European Audiovisual Observatory
a) Eurostat estimate
b) Source: IDSA

T. 8.6a: Video game hardware units sold and 32/64 bit console hardware sold

	Video game console hardware sold (million units)				32/64 bit console hardware sold a) (million units)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 b)	**12.1**	**13.0**	**12.1**	**15.6**	**8.4**	**7.7**	**4.1**	**2.3**
BE	:	:	:	:	:	:	:	:
BE/NL/LU	0.7	0.7	0.5	1.0	0.5	0.4	0.3	0.1
DK	:	:	:	:	:	:	:	:
DK/FI/NO/SE	0.5	0.8	0.8	1.0	0.3	0.5	0.4	0.2
DE	2.6	2.8	2.8	2.4	1.6	1.4	0.8	0.4
EL	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:
ES/PT	1.3	1.8	1.2	1.7	0.9	1.2	0.5	0.3
FR	2.2	2.1	2.2	3.1	1.6	1.3	0.6	0.4
IE	0.3	0.3	0.3	0.4	0.2	0.2	0.1	0.1
IT	1.3	1.6	1.2	1.4	1.0	1.2	0.4	0.3
LU	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:
AT/CH	0.5	0.6	0.8	0.6	0.3	0.3	0.3	0.1
PT	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:
UK	3.1	2.9	2.9	4.6	2.2	1.6	0.9	0.6
IS	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:

Source: European Audiovisual Observatory
a) 32/64 bit hardware includes Sony Play Station and Nintendo N64
b) Eurostat estimate

T. 8.6b: 128 bit console hardware and handheld hardware units sold

	128 bit console hardware sold a) (million units)				Handheld hardware sold b) (million units)			
	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 c)	**:**	**0.7**	**1.3**	**4.9**	**:**	**4.6**	**6.7**	**8.4**
BE	:	:	:	:	:	:	:	:
BE/NL/LU	:	0.0	0.1	0.2	0.2	0.2	0.2	0.6
DK	:	:	:	:	:	:	:	:
DK/FI/NO/SE	:	0.0	0.1	0.3	0.2	0.2	0.4	0.6
DE	:	0.1	0.2	0.7	1.0	1.3	1.8	1.3
EL	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:
ES/PT	:	0.1	0.1	0.5	0.4	0.6	0.6	0.9
FR	:	0.1	0.3	0.9	0.6	0.7	1.3	1.8
IE	:	0.0	0.0	0.1	0.1	0.1	0.1	0.2
IT	:	0.1	0.2	0.4	0.3	0.3	0.7	0.7
LU	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:
AT/CH	:	0.0	0.1	0.2	0.2	0.3	0.4	0.3
PT	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:
UK	:	0.2	0.4	1.7	0.9	1.1	1.5	2.3
IS	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:

Source: European Audiovisual Observatory
a) 128 bit hardware includes Sega Dreamcast and Sony Play Station2 since 2000.
b) Handheld hardware includes Nintendo Game Boy and Nintendo Game Boy Advance since 2001.
c) Eurostat estimate

T. 8.7a: Video game software units sold, 32/64 bit console software units and 128 bit console software units sold

	Video game software sold (million units)				32/64 bit software sold a) (million units)				128 bit software sold b) (million units)			
	1998	1999	2000	2001	1998	1999	2000	2001	1998	1999	2000	2001
EU-15 c)	**118.6**	**140.1**	**152.4**	**167.9**	**49.7**	**58.3**	**54.4**	**48.6**	**:**	**2.0**	**5.2**	**20.4**
BE	:	:	:	:	:	:	:	:	:	:	:	:
BE/NL/LU	8.7	9.5	8.6	10.3	3.2	3.0	2.7	2.5	:	0.1	0.3	1.1
DK	:	:	:	:	:	:	:	:	:	:	:	:
DK/FI/NO/SE	9.4	13.3	15.0	12.9	3.0	5.1	4.0	3.5	:	0.1	0.4	1.1
DE	35.6	38.0	42.5	42.5	8.4	8.4	8.0	6.7	:	0.3	0.9	2.8
EL	:	:	:	:	:	:	:	:	:	:	:	:
ES	:	:	:	:	:	:	:	:	:	:	:	:
ES/PT	6.6	9.1	9.2	11.3	4.1	5.7	4.4	4.1	:	0.1	0.3	1.2
FR	19.2	23.3	26.0	29.3	8.7	10.0	10.5	9.3	:	0.4	0.9	3.2
IE	1.8	2.3	2.1	2.5	1.3	1.6	1.0	1.0	:	0.0	0.1	0.4
IT	8.3	11.2	10.2	12.3	5.4	7.4	5.3	4.9	:	0.3	0.6	1.5
LU	:	:	:	:	:	:	:	:	:	:	:	:
NL	:	:	:	:	:	:	:	:	:	:	:	:
AT	:	:	:	:	:	:	:	:	:	:	:	:
AT/CH	6.6	7.4	8.3	7.9	1.9	2.1	2.4	2.1	:	0.1	0.2	0.9
PT	:	:	:	:	:	:	:	:	:	:	:	:
FI	:	:	:	:	:	:	:	:	:	:	:	:
SE	:	:	:	:	:	:	:	:	:	:	:	:
UK	27.3	32.0	37.3	45.0	15.3	17.0	18.0	16.1	:	0.7	1.9	8.9
IS	:	:	:	:	:	:	:	:	:	:	:	:
NO	:	:	:	:	:	:	:	:	:	:	:	:
CH	:	:	:	:	:	:	:	:	:	:	:	:
JP	:	:	:	:	:	:	:	:	:	:	:	:
US	:	:	:	:	:	:	:	:	:	:	:	:

Source: European Audiovisual Observatory
a) 32/64 bit software includes Sony Play Station and Nintendo N64
b) 128 bit software includes Sega Dreamcast and Sony Play Station2 since 2000.
c) Eurostat estimate

T. 8.7b: Handheld software and PC-CD-ROM software units sold

		Handheld software sold a) (million units)				from PC-CD-ROM software (million units)			
		1998	1999	2000	2001	1998	1999	2000	2001
EU-15	b)	**6.4**	**9.2**	**19.3**	**20.6**	**62.5**	**70.6**	**73.6**	**78.3**
BE		:	:	:	:	:	:	:	:
BE/NL/LU		0.3	0.5	0.5	0.8	5.2	5.9	5.1	5.9
DK		:	:	:	:	:	:	:	:
DK/FI/NO/SE		0.2	0.3	0.6	0.9	6.2	7.8	10.0	7.4
DE		2.2	2.8	6.3	5.3	25.0	26.5	27.3	27.6
EL		:	:	:	:	:	:	:	:
ES		:	:	:	:	:	:	:	:
ES/PT		0.5	0.8	1.5	2.0	2.0	2.5	3.0	3.9
FR		1.0	1.7	4.2	4.1	9.5	11.2	10.6	12.7
IE		0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.7
IT		0.6	0.6	1.1	1.1	2.3	2.9	3.3	4.8
LU		:	:	:	:	:	:	:	:
NL		:	:	:	:	:	:	:	:
AT		:	:	:	:	:	:	:	:
AT/CH		0.4	0.7	1.1	1.1	4.3	4.5	4.6	3.9
PT		:	:	:	:	:	:	:	:
FI		:	:	:	:	:	:	:	:
SE		:	:	:	:	:	:	:	:
UK		1.3	2.0	4.3	5.5	10.7	12.3	13.1	14.5
IS		:	:	:	:	:	:	:	:
NO		:	:	:	:	:	:	:	:
CH		:	:	:	:	:	:	:	:
JP		:	:	:	:	:	:	:	:
US		:	:	:	:	:	:	84.9 c)	83.6 c)

Source: European Audiovisual Observatory
a) Handheld software includes Nintendo Game Boy and Nintendo Game Boy Advance since 2001.
b) Eurostat estimate
c) Source: IDSA

T. 8.8: Top 20 video game publishers in the world

Rank	Company	Country	Operating revenues (million ECU/EUR)				
			1997	1998	1999	2000	2001
1	Sony a)	JP	3 255.8	3 107.3	3 116.9	3 434.6	4 969.5
	Games activities (inc. Hardware)		5 098.7	5 179.0	5 194.8	5 724.3	8 282.4
2	Nintendo b)	JP	:	:	:	:	2 122.5
	Total turnover		3 894.0	4 219.9	5 066.7	5 417.0	4 775.3
3	Electronic Arts	US	801.5	1 089.9	1 332.4	1 431.7	1 925.6
4	Activision	US	275.9	389.4	536.9	671.5	878.0
5	Konami c)	JP	233.9	464.3	541.5	482.2	743.7
6	Sega d)	JP	:	:	:	:	713.4
			:	:	:	:	:
	Consumer products		496.5	506.4	1 645.7	1 011.5	713.4
	Total sales		1 812.2	1 969.7	2 997.0	2 122.8	1 729.0
7	Square	JP	:	:	:	:	:
8	Infogrames Entertainment	FR	127.6	239.6	306.1	521.6	674.0
9	Capcom	JP	:	283.8	456.5	420.6	526.8
10	Take-Two Interactive Software	US	134.0	173.1	285.9	394.1	503.7
11	Ubi Soft Entertainment e)	FR	133.4	171.5	239.7	332.0	462.3
12	THQ Inc.	US	78.8	193.3	284.8	375.7	423.2
13	Namco	JP	386.1	291.8	287.8	:	286.9
14	Enix f)	JP	:	:	:	:	257.9
15	Acclaim Entertainment Inc.	US	145.9	291.3	404.4	204.2	220.6
16	Titus Interactive g)	FR	23.6	:	44.8	177.2	216.1
17	Eidos PLC	UK	203.7	325.1	291.6	227.3	191.3
18	Koei	JP	:	109.8	114.8	172.5	180.9
19	Vivendi Universal Publishing h)	FR/US	:	:	:	113.1	143.5
20	Midway Games Inc.	US	193.9	204.9	204.5	248.7	131.0

Source: European Audiovisual Observatory
a) EAO estimate that software represents 60% of the games activities turnover, b) Software sales only, c) Consumer software sales only, d) The figure includes hardware sales, e) 2001 operating revenues estimated on the basis of the turnover, f) Company projection, g) 1999 on 18 months, h) The dames division of VUP was created from the acquisition of the games division of CUC and includes publishers Sierra and Blizzard Entertainment

T. 8.9: Top 20 video game publishers in the EU

Rank	Company	Country	Operating revenues (million ECU/EUR)				
			1997	1998	1999	2000	2001
1	Infogrames Entertainment	FR	127.6	239.6	306.1	521.6	674.0
2	Ubi Soft Entertainment	FR	133.4	171.5	239.7	332.0	462.3
3	Titus Interactive	FR	23.6	:	44.8	177.2	216.1
4	Epidos PLC	UK	212.7	339.3	325.3	237.7	195.3
5	Cryo a)	FR	20.3	31.6	50.2	71.0	95.0
6	Virgin Interactive Entertainment b)	UK	218.0	107.5	104.8	81.9	:
7	Codemasters group Ltd	UK	15.4	31.2	105.3	68.9	66.5
8	Vivendi Universal Intertactive Publishing	FR	:	:	62.4	69.3	:
	p.m. Havas Interactive Europe	FR	32.8	:	:	:	:
9	Vivendi Universal Intertactive Publishing Ireland Ltd	IE	4.8	:	42.1	56.9	:
10	Jowood Productions Software AG	AT	:	1.5	3.3	16.6	42.6
11	Mindscape (UK) Ltd	UK	9.2	14.3	34.3	:	:
12	Mindscape France	FR	15.0	22.1	32.2	29.3	:
13	CDV Software Entertainment AG	DE	:	:	:	13.7	26.0
14	Vivendi Universal Intertactive Publishing UK Ltd	UK	6.5	17.7	19.0	24.5	:
15	Microids	FR	4.4	7.1	13.1	20.3	:
16	Dinamic Multimedia S.A. c)	ES	9.3	16.6	18.9	:	:
17	Empire Interactive PLC	UK	10.6	12.8	13.1	16.9	:
18	Wanadoo Edition	FR	6.5	5.7	7.2	16.5	:
19	Montparnasse Multimedia d)	FR	8.5	9.1	12.4	12.4	:
20	Davilex Holding B.V.	NL	:	12.3	:	:	:

Source: European Audiovisual Observatory
a) Declared bankrupt in 2002
b) Taken over in 1999 by Titus Interactive
c) Declared bankrupt in 2001
d) In April 2002, Mindscape acquired Montparnasse Multimedia

T. 8.10: Top 20 video game developers in Europe

Rank	Company	Country	Operating revenues (million ECU/EUR)				
			1997	1998	1999	2000	2001
1	Rare Ltd. a)	UK	96.7	43.2	68.4	103.4	47.8
2	Psygnosis Ltd b)	UK	169.8	117.5	59.9	36.2	:
3	Phenomedia AG	DE	:	1.8	2.9	18.9	:
4	Lionhead Studios Ltd	UK	:	:	:	0.5	14.7
5	Kaboom Developments Ltd	UK	:	:	12.1	12.6	:
6	Kalisto Entertainement c)	FR	2.5	9.5	16.2	3.2	12.0
7	Digital Illusions	SE	0.2	0.9	1.4	4.8	11.0
8	Runecraft Ltd d)	UK	:	:	:	6.0	9.7
9	Blitz Games Ltd	UK	:	2.0	3.4	6.1	9.0
10	Core Design Ltd	UK	34.4	38.7	28.3	8.8	:
11	Gameloft S.A.	FR	:	:	:	3.0	7.9
12	Kuju Entertainement Ltd	UK	:	2.8	3.9	5.3	7.7
13	Blue Byte Software GmbH	DE	:	:	8.5	8.2	7.5
14	Funcom Oslo	NO	4.5	4.7	4.7	7.2	:
15	Argonaut Games PLC	UK	:	:	3.5	7.1	7.2
16	Rage Games Ltd	UK	2.7	5.0	13.5	6.7	:
17	Warthog Games PLC	UK	:	1.4	4.0	6.1	:
18	Silicon Dreams Studios Ltd	UK	2.3	3.5	5.1	6.0	:
19	Guildsoft Ltd	UK	2.3	2.8	3.9	5.1	:
20	Rebellion Developments Ltd	UK	:	:	:	4.9	:

Source: European Audiovisual Observatory
Does not include the development activities of publishing companies
a) Nintendo acquired a 38% stake in Rare Ltd in march 2002
b) Psygnosis was taken over by Sony Computer Entertainment in March 1999
c) Declared bankrupt in 2002,
d) 2001 on 15 months

T. 8.11: Top 10 Video Game Titles in US in January 2003, sorted by units

Rank	Platform/Title	Publisher	Release date
1	PS2 The Sims	Electronic Arts	January'03
2	PS2 The Getaway	Sony computer Ent.	January'03
3	PS2 Grand Theft Auto: Vice City	Rockstar Games	October'02
4	PS2 Devil May Cry 2	Capcom USA	January'03
5	PS2 Socom: U.S. Navy Seals	Sony Computer Ent.	August'02
6	PS2 Dragon Ball Z: Budokai	Infogrames	December'02
7	PS2 Madden NFL 2003	Electronic Arts	August'02
8	PS2 ATV Off Road Fury 2	Sony Computer Ent.	November'02
9	GBA Yu-Gi-Oh! Eternal	Konami of America	October'02
10	XBX Doa: Beach Volleyball	Tecmo	January'03

Source: NPDFunworld TRSTS Video Games

9. Other related information

T. 9.1: Number of households, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15 c)	**:**	**:**	**133.1**	**147.0**	**148.1**	**149.3**	**151.4**	**152.8**	**154.2**	**156.0**	**157.6**
BE	:	3.5	3.8	4.1	4.1	4.1	4.2	4.2	4.3	4.3	4.1
DK	:	:	2.3 a)	2.4 a)	2.4 a)	2.4 a)	2.4 a)	2.4 a)	2.4 a)	2.4 a)	2.5 b)
DE	:	25.9	27.6	36.4	36.8	36.8	37.1	37.3	37.5	37.9	38.2 b)
EL	:	3.2	3.4	3.8	3.8	3.9	3.8	3.8	3.9	4.0	4.0
ES	:	:	11.4	12.1	12.2	12.4	12.6	12.8	13.1	13.4	13.7
FR	:	20.7	21.6	23.0	23.3	23.5	23.7	23.9	24.1	24.5	24.7
IE	:	1.0	1.1	1.1	1.2	1.2	1.2 a)	1.2 a)	1.2 a)	1.2 a)	1.2 b)
IT	:	19.8	20.8	20.4	20.2	20.2	21.3	21.5	21.7	22.0	22.2
LU	:	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
NL	:	5.4	6.0	6.4	6.5	6.6	6.8	6.8	6.8	6.9	6.9
AT	:	:	2.9 a)	3.1	3.2	3.2	3.2	3.2	3.3	3.3	3.3
PT	:	:	3.3	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.5
FI	:	:	2.2 a)	2.3 a)	2.3 a)	2.3 a)	2.3 a)	2.4 a)	2.3 a)	2.4 a)	2.4 b)
SE	:	:	3.8 a)	4.1 a)	4.1 a)	4.1 a)	4.1 a)	4.2 a)	4.2 a)	4.3 a)	4.4 b)
UK	:	21.6	22.8	24.5	24.7	25.1	25.2	25.5	25.7	26.0	26.2
CZ	:	:	:	3.7 a)	3.7 a)	3.8	3.8	3.8	3.9	3.9	4.0
EE	:	:	:	0.5 a)	0.5 a)	0.5	0.5	0.5	0.5	0.5	0.5
CY	:	:	:	0.2 a)	0.2 a)	0.2 a)	0.2 a)	0.2	0.2	0.2	0.2
LV	:	:	:	0.9 a)	0.9 a)	0.9 a)	0.9 a)	0.9 a)	0.9 a)	1.0	0.8
LT	:	:	:	1.5 a)	1.5 a)	1.5 a)	1.5 a)	1.5 a)	1.5 a)	1.5 a)	1.2
HU	:	:	:	3.8 a)	3.8 a)	3.8 a)	3.8 a)	3.7 a)	3.7	3.7	3.7
MT	:	:	:	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 b)
PL	:	:	:	11.9 a)	12.0 a)	12.1	12.3 a)	12.4 a)	12.5 a)	12.4	12.4
SI	:	:	:	0.6 a)	0.6	0.7	0.7 a)	0.7 a)	0.7	0.7	0.7 b)
SK	:	:	:	1.6 a)	1.6 a)	1.6 a)	1.6	1.6	1.6	1.6	1.6
BG	:	:	:	2.9 a)	2.9 a)	2.9 a)	2.9 a)	2.8 a)	2.8 a)	2.8	2.7
RO	:	:	:	7.3 a)	7.4 a)	7.5	7.5	7.6 a)	7.7	7.7	7.7
IS	:	:	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 a)	0.1 b)
NO	:	:	1.8 a)	1.8 a)	1.9 a)	1.9 a)	1.9 a)	1.9 a)	1.9 a)	1.9 a)	1.9 b)
CH	:	:	2.8 a)	3.0 a)	3.1 a)	3.1 a)	3.1 a)	3.2 a)	3.2 a)	3.1 a)	3.1 b)
JP	35.8 a)	38.0 a)	40.7 a)	49.8 a)	50.0 a)	50.1 a)	50.3 a)	50.4 a)	50.5 a)	50.6 a)	51.1 b)
US	:	92.8 a)	93.3 a)	98.9 a)	99.6 a)	101.0 a)	102.5 a)	103.9 a)	103.9 a)	104.7 a)	105.7 b)

Source: Eurostat New Cronos database
a) Source: EAO
b) Eurostat estimate for the purpose of calculation ratios in this publication only
c) Eurostat estimate for the purpose of this publication only

T. 9.2: Population, million

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**354.6**	**358.5**	**363.8**	**371.6**	**372.7**	**373.7**	**374.6**	**375.0**	**376.5**	**378.0**	**:**
BE	9.9	9.9	9.9	10.1	10.1	10.2	10.2	10.2	10.2	10.3	10.3
DK	5.1	5.1	5.1	5.2	5.3	5.3	5.3	5.3	5.3	5.3	5.4
DE	78.2	77.7	79.1	81.5	81.8	82.0	82.1	82.0	82.2	82.3	82.4
EL	9.6	9.9	10.1	10.4	10.5	10.5	10.5	10.5	10.5	:	:
ES	37.2	38.4	38.8	39.2	39.2	39.3	39.3	39.4	39.4	40.1	40.4
FR	53.7	55.2	56.6	58.0	58.3	58.5	58.7	58.5	59.2	59.0	59.3 e)
IE	3.4	3.5	3.5	3.6	3.6	3.7	3.7	3.7	3.8	3.8	3.9 p)
IT	56.4	56.6	56.7	57.3	57.3	57.5	57.6	57.6	57.7	57.8	:
LU	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4 e)
NL	14.1	14.5	14.9	15.4	15.5	15.6	15.7	15.8	15.9	16.0	16.1
AT	7.5	7.6	7.7	8.0	8.1	8.1	8.1	8.1	8.1	8.1	8.1
PT	9.7	10.0	9.9	9.9	9.9	9.9	10.0	10.0	10.0	10.3	10.3
FI	4.8	4.9	5.0	5.1	5.1	5.1	5.1	5.2	5.2	5.2	5.2
SE	8.3	8.3	8.5	8.8	8.8	8.8	8.8	8.9	8.9	8.9	8.9
UK	56.3	56.6	57.5	58.5	58.7	58.9	59.1	59.4	59.6	59.9	:
CZ	:	:	10.4	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3 e)
EE	:	:	1.6	1.5	1.5	1.5	1.5	1.4	1.4	1.4	:
CY	:	:	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	:
LV	:	:	2.7	2.5	2.5	2.5	2.5	2.4	2.4	2.4	2.3
LT	:	:	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.5 p)
HU	:	:	10.4	10.2	10.2	10.2	10.1	10.1	10.0	:	10.2
MT	:	:	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4 e)
PL	:	:	38.0	38.6	38.6	38.6	38.7	38.7	38.7	38.6	38.6
SI	:	:	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
SK	:	:	5.3	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4 b)
BG	:	:	8.8	8.4	8.4	8.3	8.3	8.2	8.2	8.1	7.9
RO	:	:	23.2	22.7	22.7	22.6	22.5	22.5	22.5	22.4	:
IS	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
NO	4.1	4.1	4.2	4.3	4.4	4.4	4.4	4.4	4.5	4.5	4.5
CH	6.3	6.5	6.7	7.0	7.1	7.1	7.1	7.1	7.2	7.2	7.3
JP	117.1	121.0	123.6	125.6	125.5	124.6	126.1	126.1	126.3	:	:
US	:	236.9	248.1	261.7	264.2	266.5	269.1	271.5	274.0	285.3	:

Source: Eurostat New Cronos database
b) Break in series
p) Provisional value
e) Estimated value

T. 9.3: Gross domestic product at market prices, billion ECU/EUR

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EU-15	**:**	**:**	**:**	**6 594.8**	**6 926.8**	**7 295.2**	**7 638.5**	**8 036.8**	**8 567.6**	**8 859.9**	**9 161.1** f)
BE	87.7	109.5	155.3	211.6	212.5	216.1	223.7	235.6	247.5	254.3	260.7
DK	49.3	79.1	105.0	137.8	144.2	149.2	154.1	162.4	171.8	177.8	182.8
DE	:	:	:	1 880.2	1 878.2	1 863.5	1 916.4	1 978.6	2 030.0	2 071.2	2 108.2
EL	35.0	53.6	66.2	89.9	98.0	107.1	109.0	118.1	123.1	130.9	141.1
ES	159.1	226.3	401.7	446.9	480.5	495.6	525.5	565.2	609.3	651.6	693.9 f)
FR	491.1	702.2	957.6	1 188.1	1 224.6	1 241.1	1 297.6	1 355.1	1 420.1	1 475.6	1 520.8
IE	:	:	37.2	50.8	57.6	70.7	77.7	89.8	102.9	114.5	128.2 f)
IT	323.2	562.1	867.8	839.0	971.1	1 030.0	1 068.9	1 108.0	1 166.5	1 220.1	1 258.3
LU	:	5.2	8.7	13.8	14.3	15.4	16.9	18.9	21.3	22.1	22.3
NL	128.1	175.4	231.8	317.3	324.5	332.7	351.6	374.1	402.6	429.2	444.3 f)
AT	57.2	88.6	127.3	179.8	182.4	181.6	189.3	197.2	207.0	211.9	216.8
PT	:	:	56.3	82.6	88.3	93.9	100.4	108.0	115.5	123.0	129.2 f)
FI	37.8	72.0	107.7	99.2	100.7	108.3	115.7	120.0	130.2	135.8	139.7
SE	92.7	137.0	187.6	189.9	213.4	218.5	221.4	236.0	260.1	244.9	255.4
UK	385.5	602.7	780.7	867.7	936.6	1 171.5	1 270.5	1 370.0	1 559.4	1 597.0	1 659.1
CZ	:	:	:	39.8	45.5	46.8	50.6	51.6	55.8	63.8	73.9
EE	:	:	:	2.7	3.4	4.1	4.7	4.9	5.6	6.2	6.8
CY	:	:	:	6.8	7.0	7.5	8.1	8.7	9.6 p)	10.2 p)	10.8 f)
LV	:	:	:	3.4	4.0	5.0	5.4	6.2	7.8	8.6	8.9
LT	:	:	:	4.7	6.2	8.5	9.7	10.0	12.1	13.3	14.6
HU	:	:	:	34.1	35.6	40.4	41.9	45.1	50.7	57.8	69.9
MT	:	:	1.8	2.5	2.6	2.9	3.1	3.4	3.9	4.0	4.1
PL	:	:	28.6	97.2	113.3	127.1	141.3	145.5	177.7	204.1	202.0 f)
SI	:	:	:	14.3	14.9	16.1	17.5	18.8	20.4	21.7	23.4
SK	:	:	:	14.6	16.1	18.6	19.6	18.9	21.3	22.8	25.1
BG	:	:	10.0	10.0	7.8	9.2	11.4	12.2	13.7	15.2	16.6
RO	:	:	18.5	27.1	27.8	31.2	37.4	33.4	40.3	44.9	48.4
IS	:	:	5.0	5.3	5.7	6.5	7.3	8.1	9.3	8.5 f)	8.7 f)
NO	45.6	83.7	90.9	113.1	125.3	138.6	133.7	148.4	180.6	187.7	201.9 f)
CH	77.4	127.8	180.1	235.1	233.3	225.9	234.3	242.8	260.3	274.7	284.1
JP	773.8	1 810.0	2 407.0	4 055.5	3 707.5	3 815.8	3 528.2	4 196.6	5 160.9	4 669.2	4 241.2
US	2 007.8	5 521.0	4 557.2	5 657.9	6 153.3	7 335.2	7 833.0	8 701.9	10 637.2	11 257.0	11 047.5

Source: Eurostat New Cronos database
f) Forecast
p) Provisional value

T. 9.4: Exchange rate, 1 ECU/EUR =

	1 980	1 985	1 990	1 995	1 996	1 997	1 998	1 999	2 000	2 001	2 002
EUR	1.0000	1.0000	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	40.340	40.340
Danish Krone	7.8274	8.0188	7.8565	7.3280	7.3593	7.4836	7.4993	7.4355	7.4538	7.4521	7.4305
German Mark	2.5242	2.2263	2.0521	1.8738	1.9095	1.9644	1.9691	1.9558	1.9558	1.9558	1.9558
Greek Drachma	59.418	105.74	201.41	302.99	305.55	309.36	330.73	325.76	336.63	336.63	336.63
Spanish Peseta	99.702	129.14	129.41	163.00	160.75	165.89	167.18	166.39	166.39	166.39	166.39
French Franc	5.8690	6.7950	6.9141	6.5251	6.4930	6.6126	6.6014	6.5596	6.5596	6.5596	6.5596
Irish Pound	0.6760	0.7152	0.7678	0.8155	0.7934	0.7475	0.7862	0.7876	0.7876	0.7876	0.7876
Italian Lira	1189.2	1448.0	1522.0	2130.1	1959.0	1929.3	1943.7	1936.3	1936.3	1936.3	1936.3
Luxembourg Franc	40.598	44.914	42.426	38.552	39.299	40.533	40.621	40.340	40.340	40.340	40.340
Dutch Guilder	2.7603	2.5110	2.3121	2.0989	2.1397	2.2108	2.2197	2.2037	2.2037	2.2037	2.2037
Austrian Schilling	17.969	15.643	14.440	13.182	13.435	13.824	13.855	13.760	13.760	13.760	13.760
Portuguese Escudo	69.552	130.25	181.11	196.11	195.76	198.59	201.70	200.48	200.48	200.48	200.48
Finnish Markka	5.1722	4.6942	4.8550	5.7086	5.8282	5.8806	5.9825	5.9457	5.9457	5.9457	5.9457
Swedish Krona	5.8810	6.5213	7.5205	9.3319	8.5147	8.6512	8.9159	8.8075	8.4452	9.2551	9.1611
Pound Sterling	0.5985	0.5890	0.7139	0.8288	0.8138	0.6923	0.6764	0.6587	0.6095	0.6219	0.6288
Czech Koruna	:	:	:	:	:	35.930	36.320	36.884	35.600	34.069	30.804
Estonian Kroon	:	:	:	:	:	15.715	15.753	15.647	15.647	15.647	15.647
Cyprus Pound	:	:	:	:	:	0.5826	0.5774	0.5789	0.5739	0.5759	0.5753
Latvian Lats	:	:	:	:	:	0.6594	0.6602	0.6256	0.5592	0.5601	0.5810
Lithuanian Litas	:	:	:	:	:	4.5362	4.4844	4.2641	3.6952	3.5823	3.4594
Hungarian Forint	:	:	:	:	:	211.65	240.57	252.77	260.05	256.59	242.96
Malta Lira	:	:	:	:	:	0.4375	0.4350	0.4258	0.4041	0.4030	0.4089
New Polish Zloty	:	:	:	:	:	3.7155	3.9178	4.2274	4.0082	3.8574	3.6721
Slovenian Tolar	:	:	:	:	:	181.00	185.96	194.47	206.61	217.98	225.98
Slovak Koruna	:	:	:	:	:	38.106	39.541	44.123	42.602	43.300	42.694
New Bulgarian Lev	:	:	:	:	:	1.9016	1.9691	1.9558	1.9479	1.9482	1.9492
Romanian Leu	:	:	:	:	:	8111.5	9984.9	16345	19922	26004	31270
Iceland Krona	:	31.669	:	84.685	84.656	80.439	79.698	77.182	72.585	87.417	86.178
Norwegian Krone	6.8655	6.5110	7.9485	8.2858	8.1966	8.0186	8.4659	8.3104	8.1129	8.0484	7.5086
Swiss Franc	2.3278	1.8557	1.7622	1.5457	1.5679	1.6440	1.6220	1.6003	1.5579	1.5105	1.4670
Yen (Japan)	315.04	180.56	183.66	123.01	138.08	137.08	146.42	121.32	99.47	108.68	118.06
US Dollar	1.3923	0.7631	1.2734	1.3080	1.2698	1.1340	1.1211	1.0658	0.9236	0.8956	0.9456

Source: Eurostat New Cronos database

Appendix

Definitions (arranged according to the chapters of the publication)

2. Structural Business Statistics 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.

3. Cinema market

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.

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. DVD and video market

Number of DVD player households:

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

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.

Number of VCR households:

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

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).

5. Broadcasting market

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 teleshopping etc.

Number of TV programmes services live on Internet (Web-TV channels)

Total number of TV programme services of national origin i.e. a sequence of television programmes that are offered regularly via IP networks using streaming technology and forming a distinct named entity or station (channel) within the output of a TV broadcasting organisation or other enterprise, located on the economic territory. Not included: Web sites of TV broadcasters containing video files for downloading and video-on-demand services with the opportunity to select an individual video stream from a programme library.

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.

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.

6. 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).

7. 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.

Number of radio programme services live on Internet (web-radio stations)

Total number of radio programme services of national origin i.e. a sequence of radio programmes that are offered regularly via IP networks using streaming technology and forming a distinct named entity or station (channel) within the output of a radio broadcasting organisation or other enterprise, located on the economic territory. Not included: Web sites of radio broadcasters containing audio files for downloading and audio-on-demand services with the opportunity to select an individual audio stream from a programme library (for example so called music-box-services).

8. Video games

Receipts from sales of video games hardware and software

Total receipts from sales of consumer electronic devices (e.g. video games consoles) and games software, dedicated primarily for playing interactive video games in connection with TV-sets or personal computers, to the general public (i.e. at consumer level). Software can be either stored on cartridges or discs with console specific formats (cartridges and discs) or on PC compatible formats, i.e. the video games can be used on PCs with common computer operating systems and is stored on common data storage technology (PC CD-ROM/DVD-ROM). Are also included: Hand-helds with small screens for mobile using.

Receipts from sales of video games hardware (consoles)

Total receipts from sales of consumer electronic devices (e.g. video games consoles), dedicated primarily for playing interactive video games in connection with TV-sets or personal computers monitors, to the general public (i.e. at consumer level). Technical features of consoles are usually company specific, i.e. only video game software of a console specific format (cartridges, discs) can be used. Are also included: Hand-helds with small screens for mobile using.

Receipts from sales of video games consoles software

Total receipts from sales of interactive video games software for consoles to the general public (i.e. at consumer level). Software can be either stored on cartridges or discs with console specific formats. Are also included: Video games software for hand-helds with small screens for mobile using.

Excludes: Video games software, which can only be used on PCs (i.e. PC games).

Number of software for video games consoles sold

Units sold of interactive video games software. Software can be either stored on cartridges or discs with console specific formats. Includes: Video games software for hand-helds with small screens for mobile using.

Excludes: Video games software, which can only be used on PCs (i.e. PC games).

Number of video games consoles sold

Units sold of consumer electronic devices (video games consoles), dedicated primarily for playing interactive video games in connection with TV-sets or personal computers monitors, to the general public (i.e. at consumer level). Technical features of consoles are usually company specific, i.e. only video game software of a console specific format (cartridges, discs) can be used. Are also included: Hand-helds with small screens for mobile using.

Number of producers of software for video games consoles

Number of enterprises producing interactive video games software dedicated for games console specific operating systems. Are also included: Video games software for hand-helds with small screens for mobile using.

Note: Please indicate if SBS data are used. Data asked here only comprise part of the NACE class 72.21. In SBS statistics only the main activity is usually considered to classify enterprises in Business Register.

If other kind of functional statistical sources are used (professional organisations, and other sectoral organisations and bodies), data may cover as well units not classified as enterprises, e.g. local units, kind of activity units or local kind of activity units. These units may belong to or be part of enterprises not classified with their main activity in the production of software for video games consoles.

Number of households with at least one video games consoles

Number of households with at least one consumer electronic device (video games consoles), dedicated primarily for playing interactive video games in connection with TV-sets or personal computers monitors. Technical features of consoles are usually company specific, i.e. only video game software of a console specific format (cartridges, discs) can be used. Are also included: Hand-helds with small screens for mobile using.

9. Other general information

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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http://www.cnc.fr

Economist Intelligence Unit (EIU)

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

European Audiovisual Observatory (EAO)

Address: 76, allée de la Robertsau, F-67000 Strasbourg, France
http://www.obs.coe.int/
Statistical Yearbook

European Broadcasting Union (EBU)

Address: Ancienne route 17A, CH-1218 Grand-Saconnex GE, http://www.ebu.ch

European Leisure Software Publishers Association (ELSPA)

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Germany
http://www.gfk.de/

Interactive Digital Software Association (IDSA)

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NW #600
Washington, DC 20036
United States
http://www.idsa.com

International Federation of the Phonographic Industry (IFPI)

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http://www.ifpi.org
International Recording Media Association
http://www.recordingmedia.org

International Video Federation (IVF)

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http://www.ivf-video.org/
International Video Yearbook

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Japan Broadcasting Corporation

http://www.nhk.or.jp/index-e.html

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Media Live

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Media Salles

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http://www.mediasalles.it/

Motion Picture Association of America (MPAA)

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http://www.mpaa.org

Motion Picture Producers Association of Japan

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Nielsen Media Research

http://www.nielsenmedia.com

NPD Funworld

http://www.npd.com

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http://www.oecd.org
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Observatoire Mondial des Systemes de Communication
(1997)

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http://www.oando.co.uk/

Real.com

RealNetworks, Inc
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United States

Screen Digest

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SES/ASTRA; Societe Europeenne des Satellites,

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http://www.ses-astra.com

Surfmusic.de

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was prepared jointly by the International Trade
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http://www.ntis.gov

Video Software Dealers Association (VSDA)

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http://www.vsda.org/

Web-radio.fm

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