Works on television in Europe
2023 data

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Introduction and methodology

This report provides an analysis of the broadcast of films, series and documentaries in the European Union.

Scope of the report

- This report deals with only a **fraction of programmes broadcast by television channels**. But the delineation between programming genres faces significant limitations.
- The report aims mainly at answering the following **research questions**:
  - How many different works are on offer on television and, among them, how many European works?
  - What is the origin of programmes broadcast on TV?
  - Who are main exporters of works broadcast on TV?
- **This report does not intend to measure the quotas foreseen in the AVMS directive**. In particular, this report focuses on first runs and not all runs by a given TV channel; it uses, as the main indicator, number of works and not duration.

The sample used for the report

- The European Audiovisual Observatory commissioned media-press with drawing up a title-by-title list of all programmes corresponding to the above-mentioned categories broadcast in 2023 by a selection of TV channels.

The sample used for the report (cont.)

- The sample provided by media-press comprised **1 663 TV channels** from **25 European Union countries**.
- The programming schedules of these 1 663 TV channels included over 436 000 first runs(1), i.e. excluding reruns by the same TV channel.

Definitions of key variables and indicators used in this report

- Geographic scope: AT; BE; BG; CZ; DE; DK, EE; ES; FI; FR; GR; HR; HU; IE; IT; LT; LU; LV; NL; PL; PT; RO; SE; SI; SK.
- European works are defined in accordance with the AVMS directive.
- Number of audiovisual works:
  - One film or TV film and one documentary (unitary) is accounted for as one audiovisual work; one TV fiction or documentary series is accounted for as one audiovisual work.
  - Reruns of the same work by the same TV channel are not accounted for.
- Categories of broadcasters – the report uses the following concepts: free and pay TV; public and private TV; major channels (TV channels with an audience share of at least 1%).
- Broadcast during prime time: any programme with at least one broadcast during prime time, i.e. between 19:30 and 22:00 (except in Spain: between 22:00 and 24:00).

(1) Each first run on a different TV channel is accounted for.

Definitions of key variables and indicators used in this report (cont.)

- Export: broadcast of a work on a channel in a country other than the main producing country.

Limits

- Identification of films: films are labelled as such in the TV channels' programming schedules; this does not imply that they have been theatrically released in Europe.
- Allocation of country of origin: the allocation of country of origin was provided by media-press and errors may have occurred for individual titles.
- Prime-time concept: the prime-time definition could not be specified by country and therefore may imperfectly reflect primetime in individual countries.
- Genres: the classification of works as animation, documentary and fiction has big limitations as programmes are tagged with several non-comparable tags.

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Key findings

Key findings (1/3)

A very large number of works[1] were exploited on television in the EU in 2023

- Over **different** 138 000 works were broadcast at least once.
- The figure includes over 88 000 different European works, with a majority of documentaries.
- On average, over 12 000 different works (including close to 6 500 European works) were broadcast **in a given country**, with strong variations countries, from about 6 000 up to over 31 000.[2]

A high share of European works, split in 3 main blocks

- European works accounted for 51% of works broadcast in the EU in 2023, ahead of US works (40%).
- Among European works:
  - EU27 **national** works accounted for 22% and EU27 **non-national works** for 16%, i.e. a total of 38% for **EU27 works.**
  - **Other European works** (i.e. mostly UK works) accounted for 13%.

Higher share of EU27 works for unitary documentaries, lower share for films

- The share of EU27 works was generally higher for documentaries than for fiction works and, among documentaries, was higher for unitaries than for series. Among fiction works, the share of EU27 works was higher for series than for films. Documentaries tended to be primarily national works, while the majority of films were EU27 non-national.
- The share of non-EU European works (i.e. mainly UK works) was higher in series (documentary or fiction) than in films or unitary documentaries.
- The share of European works was higher for live-action works than for animation.

(1) See definitions in section « Introduction and Methodology ».
(2) Data for each country is directly impacted by the number of channels in the sample. It should be looked at with caution.

Key findings (2/3)

In most countries, European non-national works were key to the share of European works.

Generally speaking, high-production countries (France, Germany, Poland, Italy) had a higher-than-average share of European works, and of national works among European works, but Spain was an exception. Other 'smaller' production countries such as Austria, Finland and Sweden also achieved a higher-than-average proportion of European works. In most other countries, European non-national works were key to the proportion of European works, whatever this level was.

A higher share of European works on public TV channels

- The share of EU27 works was higher than the share of European works for **TV channels with an audience share of 1% or more.**
- It was also higher for **free TV channels** and for **public TV channels**.

Coproductions boost circulation

- A given EU27 work was available on average in 1.4 EU country. The figure was higher for UK works (2.7 countries) and US works (3.6 countries).
- The figure was higher for EU27 films and TV films (1.9 countries) than for EU27 documentaries and fiction series.
- European coproductions[(1)] circulated significantly better than 100% national works: all types of works included, a European coproduction has been broadcast on TV in 2.8 countries vs. 1.4 for a 100% national work.

The exports of European works in the European Union are led by three countries: the United Kingdom, France and Germany.

- The United Kingdom is by far the primary exporter of European documentary and fiction series.
- France leads films exports and Germany unitary documentaries exports.

(1) European coproductions: at least 2 production countries and the main production country is European.

Key findings (3/3)

The top 20 of the most exported works mostly includes theatrical films.

- 9 out of the top 20 most exported **films** were directed or produced by Luc Besson's Europa Corp., with a strong 'franchise' component. More generally speaking, films in the top 20 were successful both in their national market and in other EU27 markets with a high proportion of admissions coming from non-national markets. Most of the titles are action-driven blockbusters, but some more 'art-house' films also make it to the top 20.
- As regards **TV series**, 12 of the 20 most exported EU27 TV fiction series are children animated TV series, of which 11 had France as the main production country. The rest of the ranking is made of high-end television series.
- As regards **documentaries,** 15 of the 20 most exported EU27 documentaries were historical documentaries.

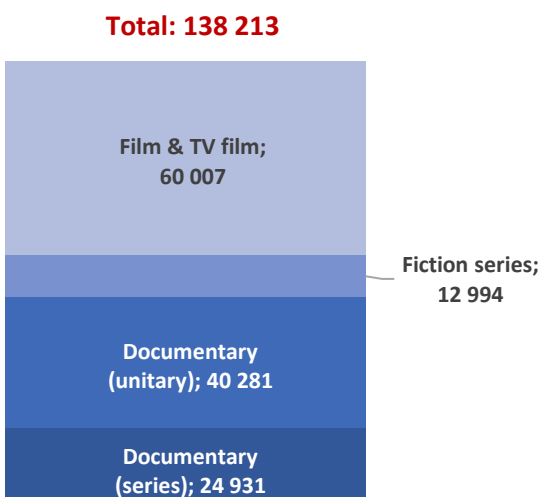
Works available on TV in the EU in 2023

Works available

Number of works in exploitation

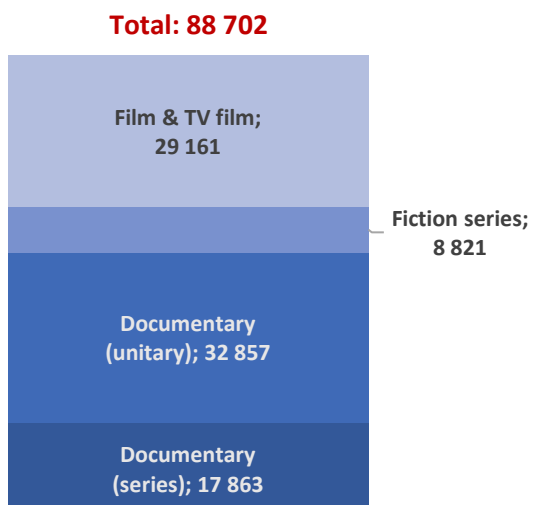
Over 138 000 different works[1] were broadcast in 2013, including 88 702 European works (64%).

Number of different works exploited on TV (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

Number of different European works exploited on TV (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

[1] See definition in the « Introduction and Methodology » section. Each series is accounted for one, whatever the number of seasons or episodes.

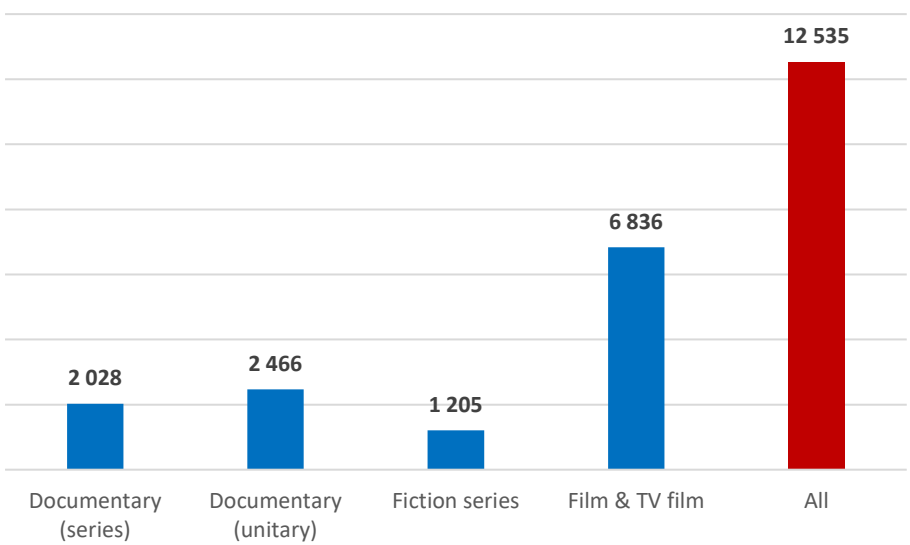
Works available

Average per country

On average[1], at country level, over 12 000 different works were broadcast, including close to 6 500 European works (52%).

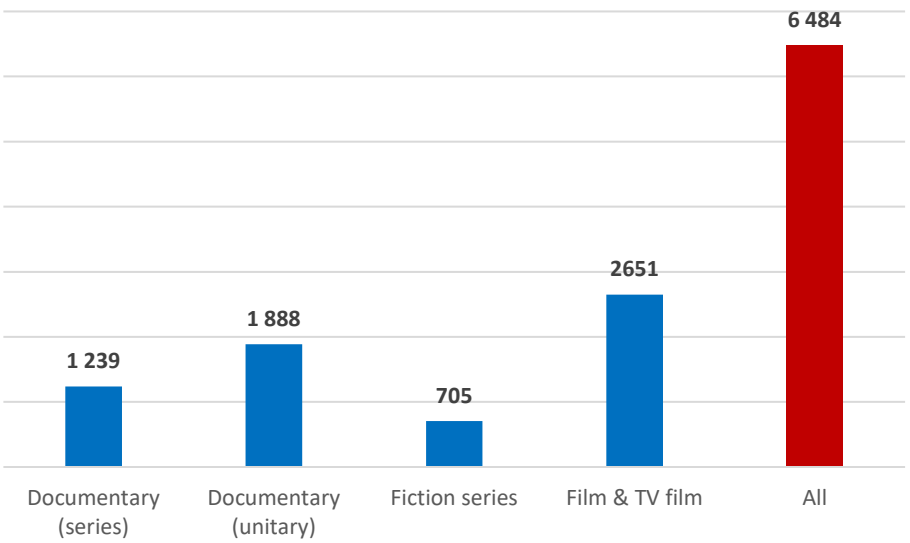
These figures should be seen as a minimum, as only national TV channels were considered, but viewers also access non-national channels.

Average number per country of different works available on TV (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

Average number per country of different European works available on TV (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

[1] Average calculated on 21 EU countries for which the coverage of channels is significant enough.

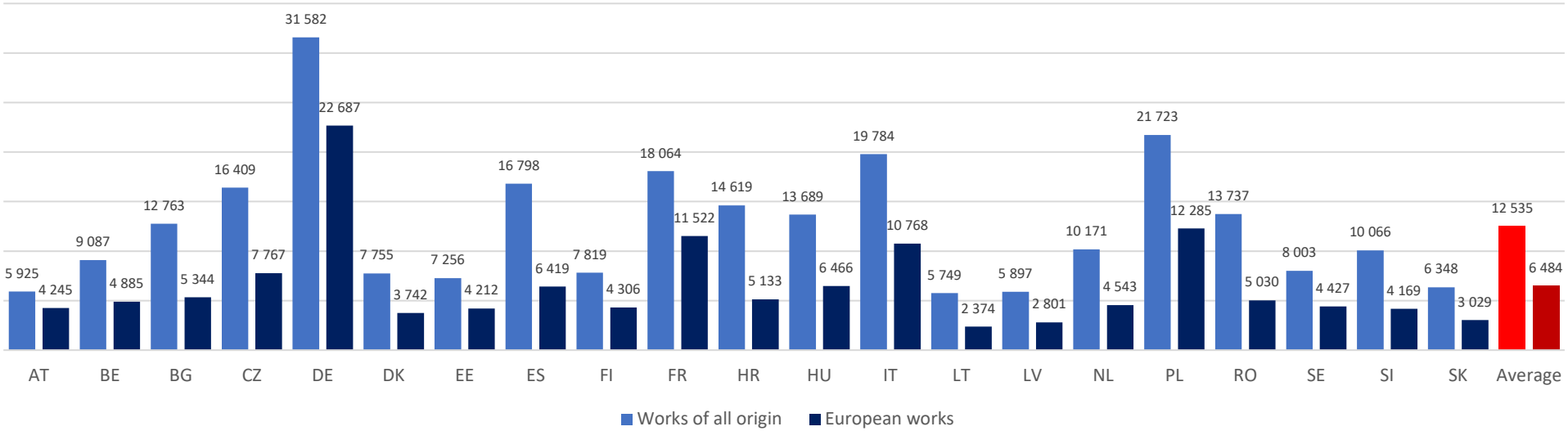
Works available

Average per country

Beyond the average of about 12 500, the number of different works available on TV by country in 2023 varied between from about 6 000 to over 31 000. This includes about 6 500 different European works, again with strong variations between countries, from about 2 500 to over22 000.(1)

These figures should be seen as a minimum, as only national TV channels were considered, but viewers also access non-national channels.

Number of different works and different European works available on TV by country (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

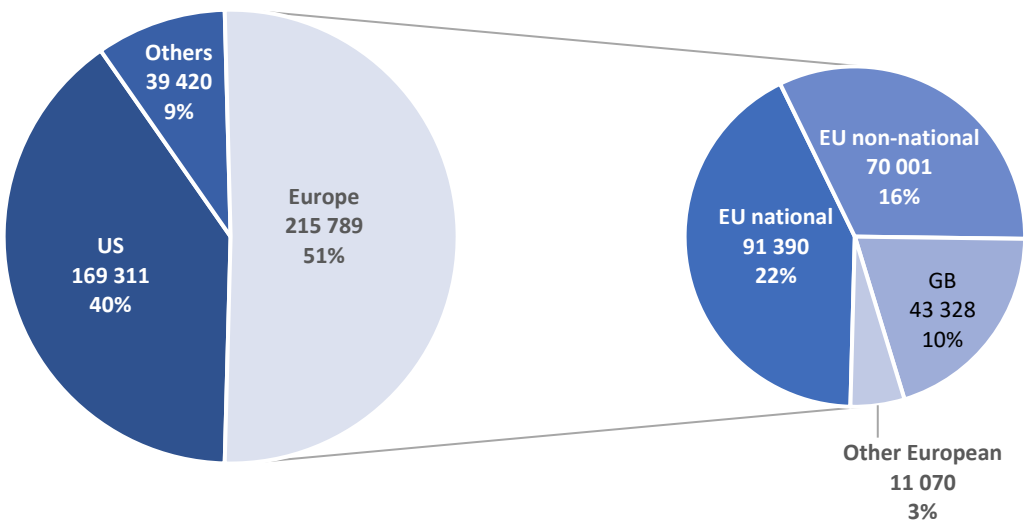
(1) Data for each country is directly impacted by the number of channels in the sample. It should be looked at with caution.

Origin of works broadcast in 2023

European works accounted for 51% of works broadcast in the EU in 2023. Among European works, EU27 works accounted for 38% and other European works for 13%. And among EU27 works, EU national works accounted for 22% and EU non-national works accounted for 16%.

Reminder: Shares are calculated on the basis of the number of titles and not their duration and therefore do not match the AVMSD criteria for assessment of quotas.

Origin of "works" broadcast (EU, 2023)



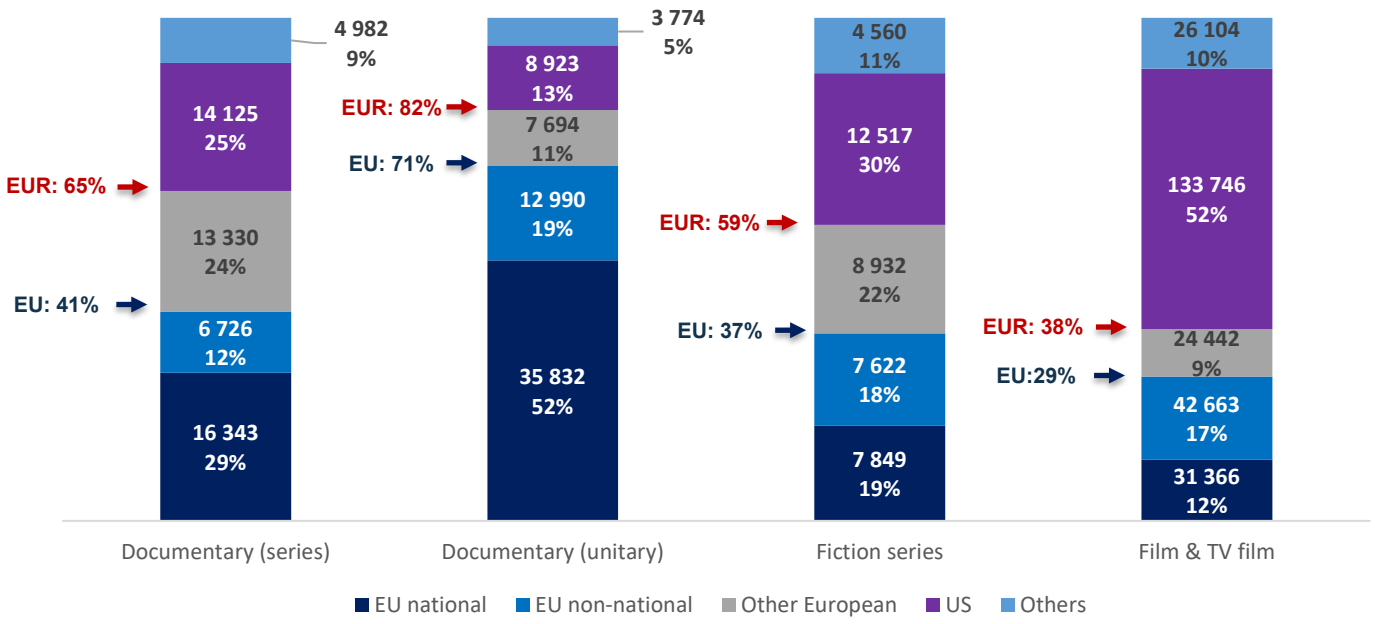
Source: European Audiovisual Observatory analysis of media-press data

The share of European works is generally higher for documentaries than for fiction works and, among documentaries, is higher for unitaries than for series. Among fiction works, the share of European works is higher for series than for films.

Among EU works, documentaries are primarily national works, and films and TV films are primarily non-national.

Among European works, the share of other European works (i.e. mainly UK works) is higher in series (documentary or fiction) than on films or unitary documentaries.

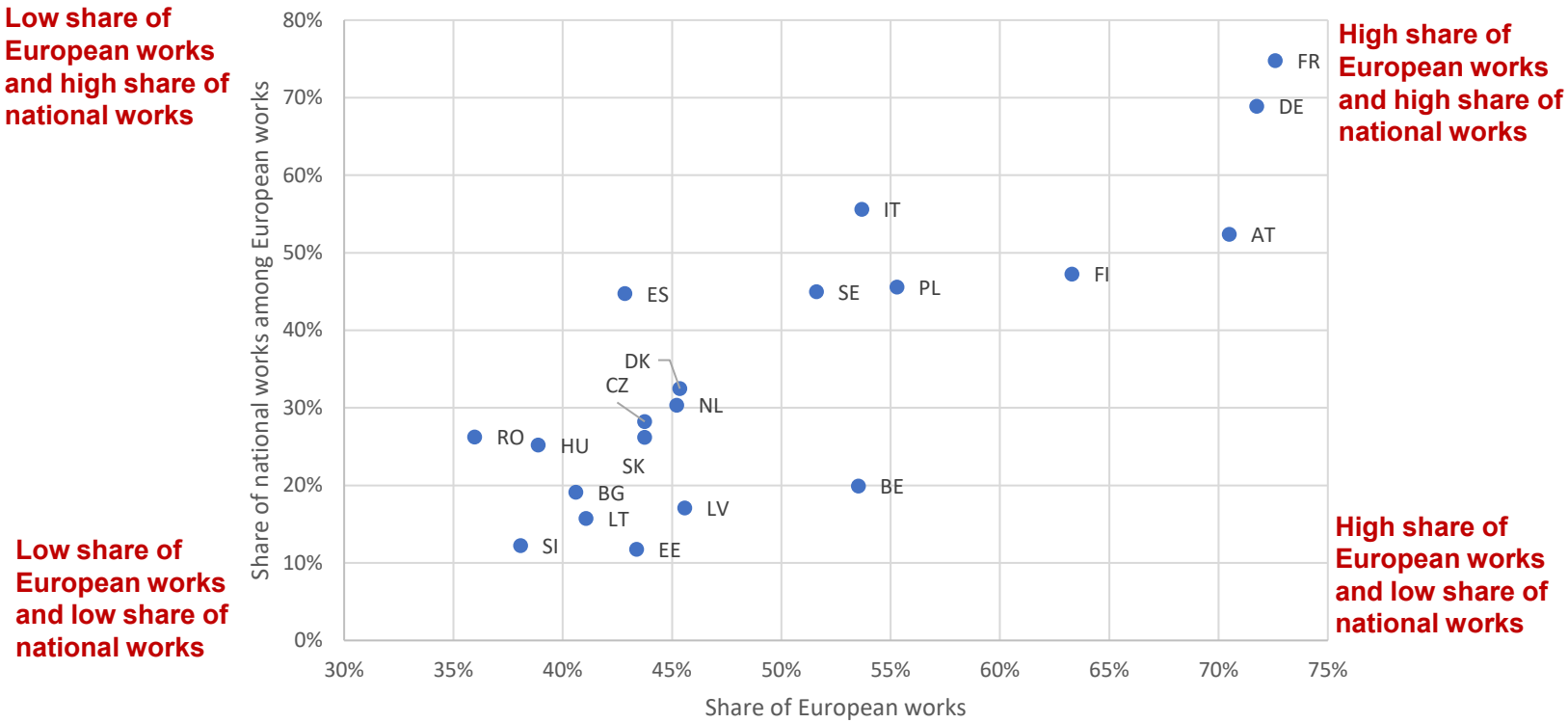
Origin of works broadcast by type of works (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

A mapping of the share of national works among all European works shows strong contrasts between countries. Generally speaking, high-production countries (France, Germany, Poland, Italy) had a higher-than-average share of European works, and of national works among European works, but Spain was an exception. Other 'smaller' production countries such as Austria, Finland and Sweden also achieved a higher-than-average proportion of European works. In most other countries, European non-national works were key to the proportion of European works, whatever this level was.

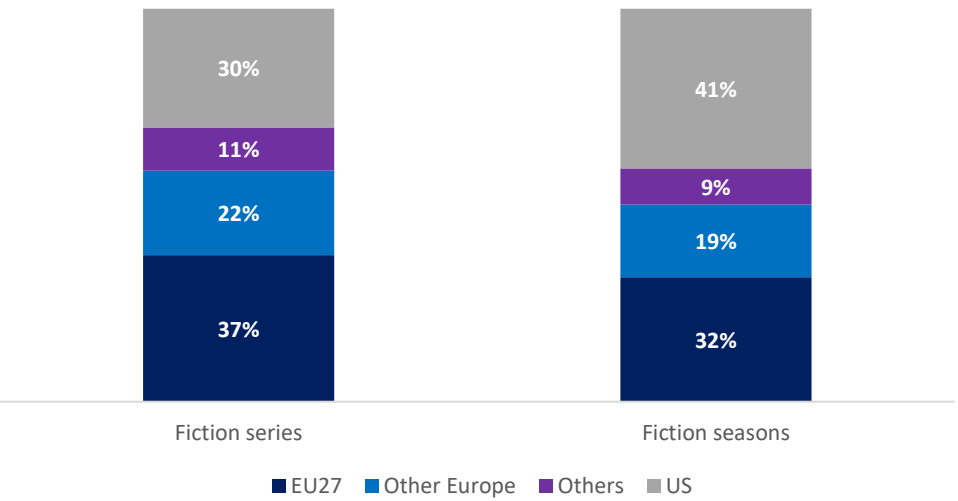
Share of European works and share of national works in European works broadcast by country – major channels (EU, 2023)



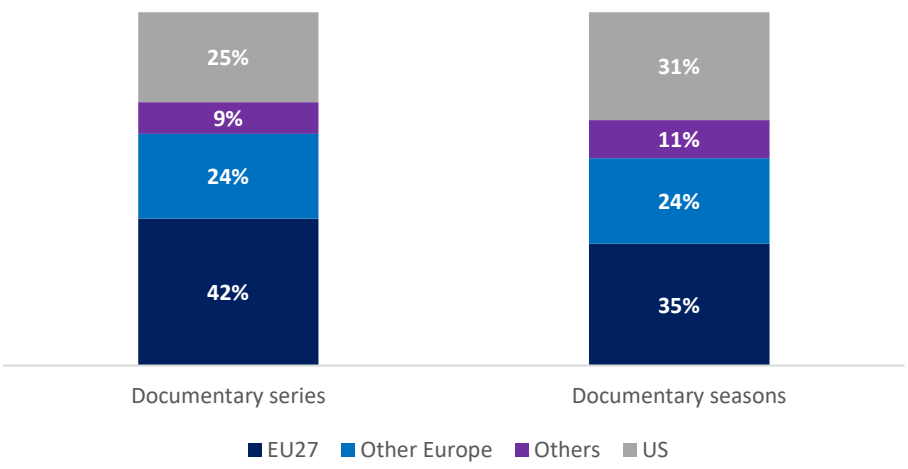
Source: European Audiovisual Observatory analysis of media-press data

Both for documentaries and fiction, the share of EU works is lower when considering the number of seasons instead of the number of series. This results from a lower number of seasons per EU series when compared to series of US origin.

Origin of fiction series and seasons broadcast (EU, 2023)



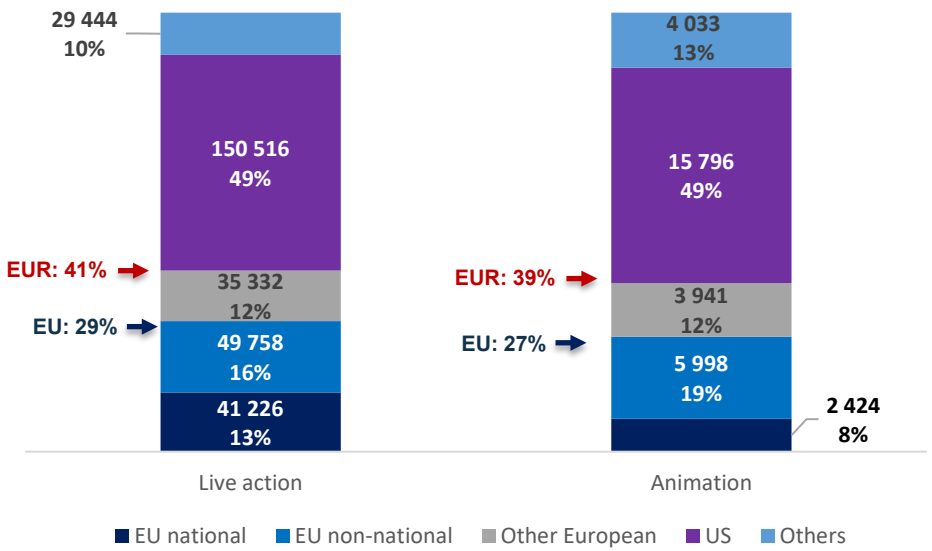
Origin of documentary series and seasons broadcast (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

The share of EU works is slightly lower for animation than for live action. EU animation works are more often non-national works.

Origin of animated fiction films and series broadcast (EU, 2023)

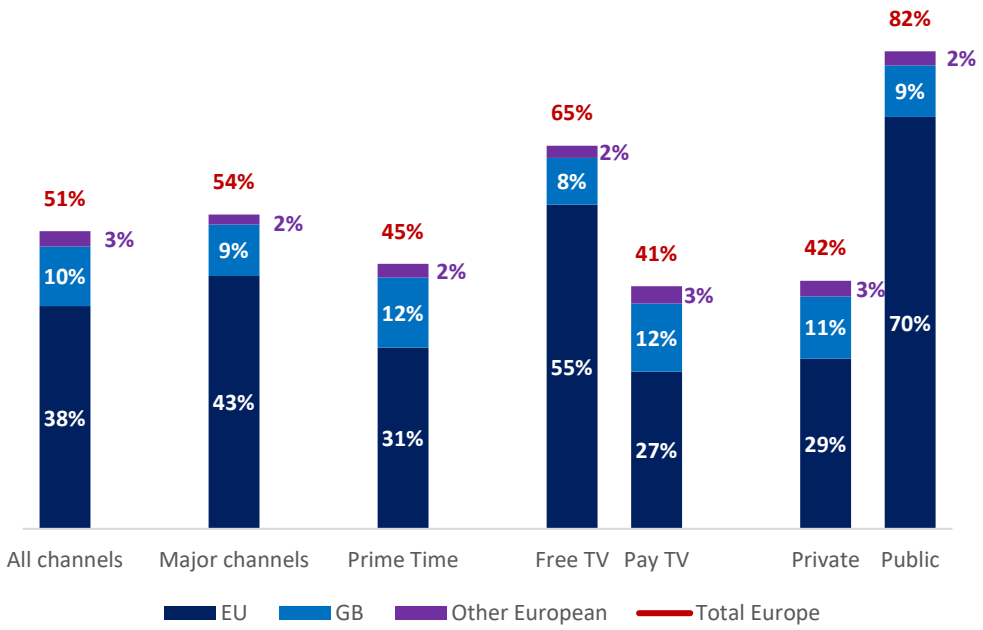


Source: European Audiovisual Observatory analysis of media-press data

The share of European works (both films and TV shows) tends to be higher for major channels (with a 1% or more audience share), for free channels and for public channels.

⚠ *Reminder: shares are calculated on the basis of the number of titles and not their duration and therefore do not match the AVMSD criteria for assessing quotas.*

Share of European documentaries, films and series broadcast by channel category (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

Circulation of works

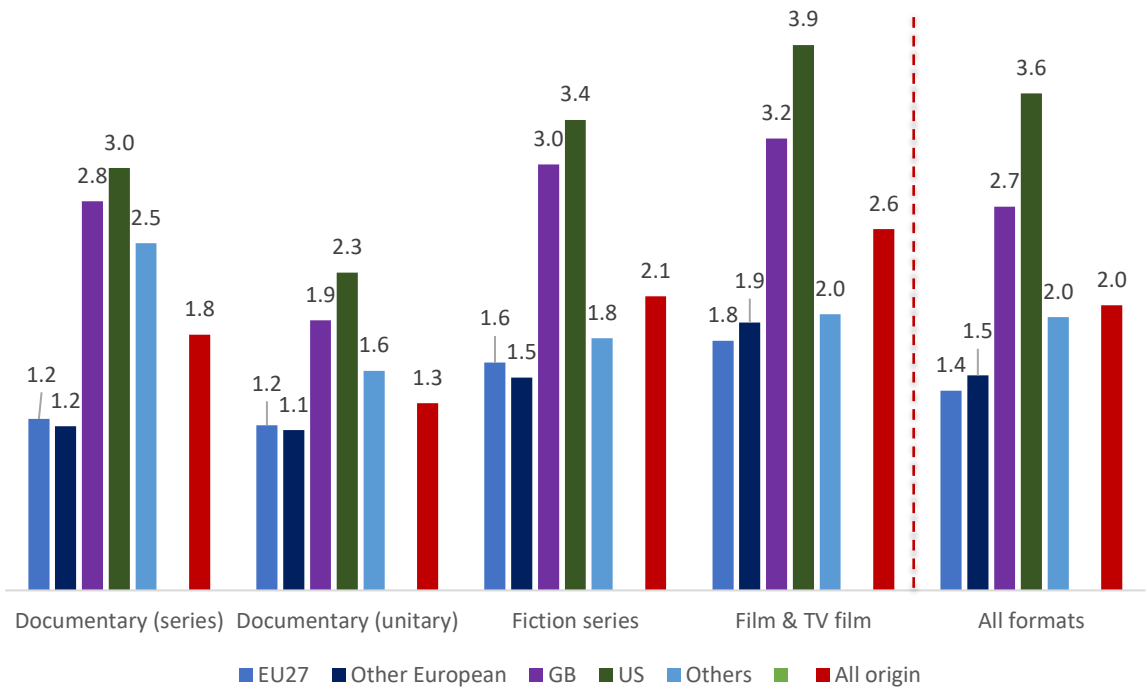
Circulation of works

All type of works included, a given work was broadcast in 2 EU countries in 2023.

On average, the same films & TV films were available in a larger number of countries (2.6) than other types of works (1.8 for documentary series; 1.3 for unitary documentaries; 2.1 for fiction series).

Whatever the type of works, US and UK works were available in a larger number of countries than EU works.

Number of countries of broadcast by origin and by type of work (EU, 2023)



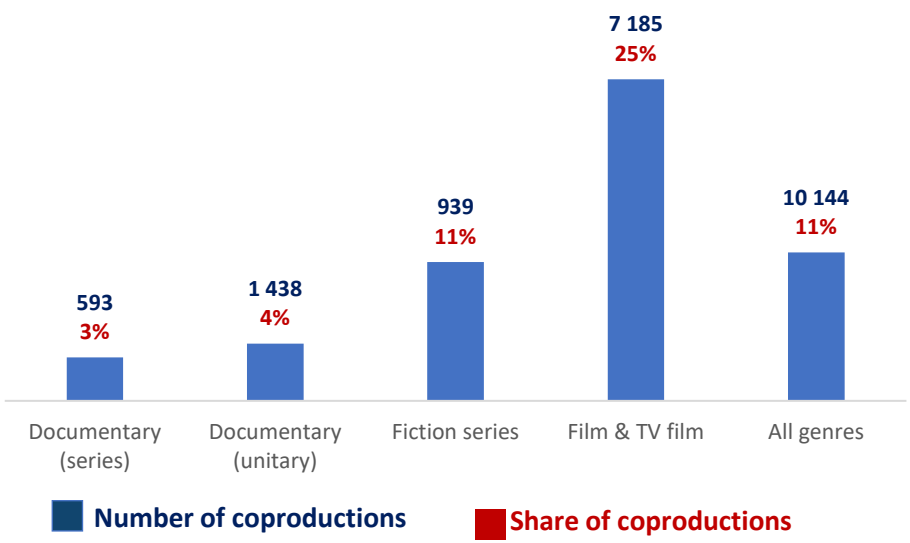
Source: European Audiovisual Observatory analysis of media-press data

Circulation of coproductions

The sample included about 10 000 European coproductions,[1] i.e. 11% of all European works. Unsurprisingly the share of coproductions was the highest for films and TV films and the lowest for documentaries.

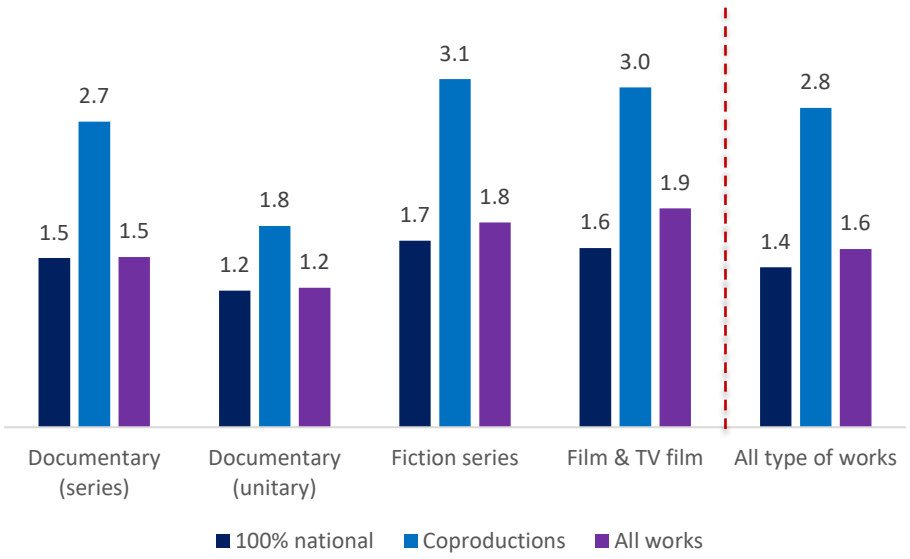
European coproductions circulated significantly better than 100% national works: all types of works included, a European coproduction has been broadcast on TV in 2.8 countries vs. 1.4 for a 100% national work.

Number and share of coproductions in unique European works broadcast by type of work (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

Number of countries of broadcast of European works – coproductions vs. 100% national works (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

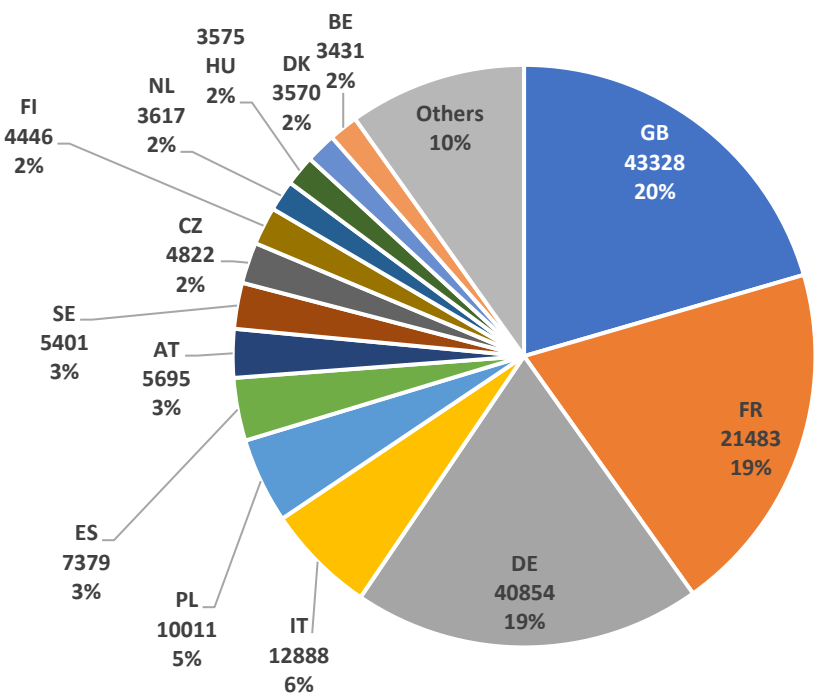
[1] European coproductions: at least 2 production countries and the main production country is European.

Exports of European works

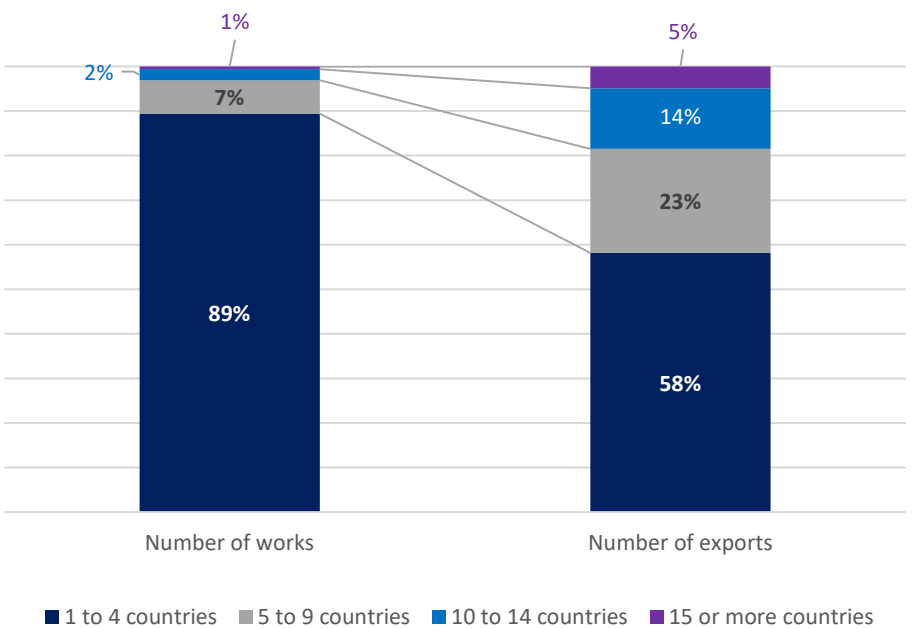
The exports[1] of European works in the European Union are led by three countries: the United Kingdom, France and Germany.

Out of the 38 000 works which were exported at least once, about 1% were exported in at least 15 countries, and about 10% were exported in at least 5 countries.

Breakdown of European work exports – by origin (EU, 2023)



Concentration of European work exports – by origin (EU, 2023)

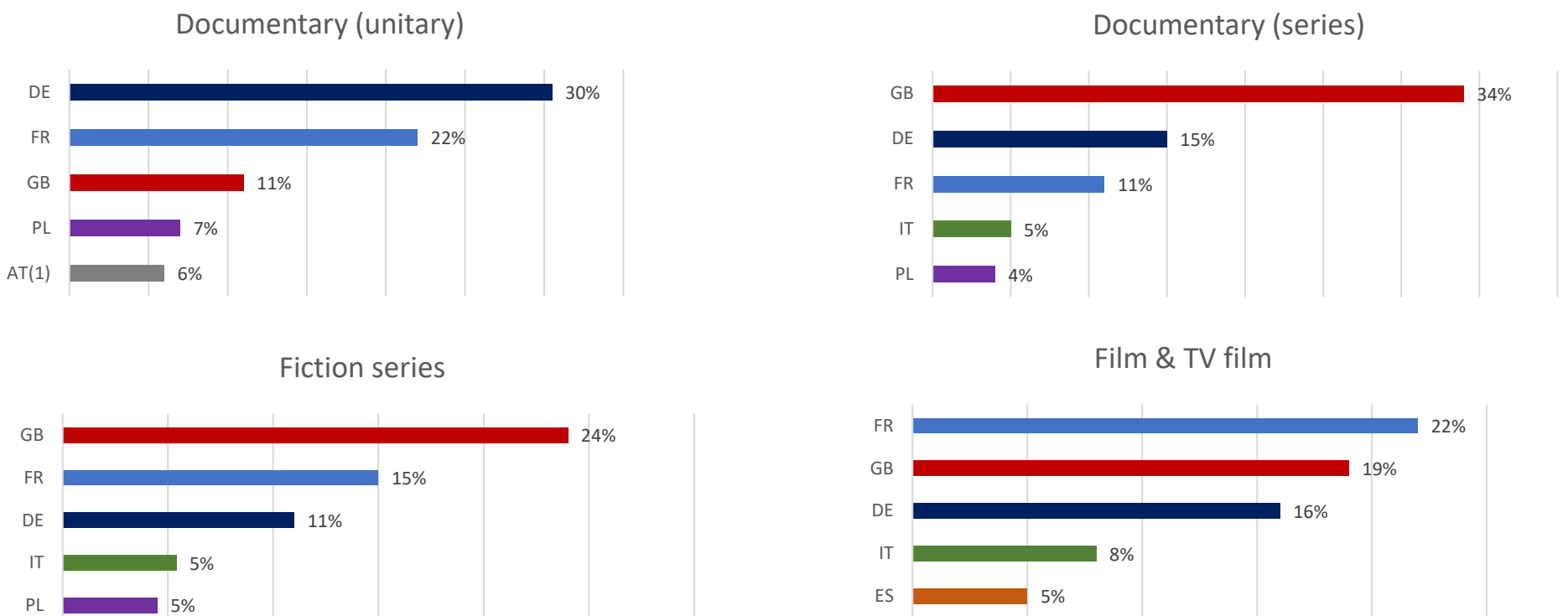


Source: European Audiovisual Observatory analysis of media-press data

[1] 1 broadcast outside the country of production = 1 export.

Breaking down the share of exports by type of work shows that, among the top five exporters, the United Kingdom is particularly strong in fiction and documentary series. As regards films, France, United Kingdom and Germany lead exports.(1)

Breakdown of European work exports – by origin and type of works (EU, 2023)



Source: European Audiovisual Observatory analysis of media-press data

(1) Austria documentaries include a significant number of coproductions with Germany.

The top 20 of the most exported EU27 works on TV is mainly composed of theatrical films.

Top 20 most exported EU27 works on TV – all type of works (EU, 2023)

Rank	Title	Main producing country	Work type	# export countries
1	Taken 2	FR	Theatrical film	21
2	Sisi	DE	Fiction series	20
3	Les Schtroumpfs	BE	Fiction series	20
4	Miraculous: Tales of Ladybug & Cat Noir	FR	Fiction series	19
5	Lucy	FR	Theatrical film	19
6	The Transporter	FR	Theatrical film	19
7	Taxi 5	FR	Theatrical film	18
8	ALVINNN!!! and the Chipmunks	FR	Fiction series	18
9	Madres paralelas	ES	Theatrical film	18
10	Another Round	DK	Theatrical film	18
11	Anna	FR	Theatrical film	18
12	Astérix : le secret de la potion magique	FR	Theatrical film	18
13	Transporter 2	FR	Theatrical film	18
14	Renegades	FR	Theatrical film	17
15	Call Me by Your Name	IT	Theatrical film	17
16	Loving Pablo	ES	Theatrical film	17
17	Intouchables	FR	Theatrical film	17
18	Competencia oficial	ES	Theatrical film	17
19	Les coulisses de l'histoire	FR	Documentary (series)	17
20	Maya the Bee	FR	Fiction series	16

Source: European Audiovisual Observatory analysis of media-press data

Most exported works: theatrical films

9 out of the top 20 most exported films were directed or produced by Luc Besson's Europa Corp., with a strong 'franchise' component. More generally speaking, films in the top 20 were successful both in their national market and in other EU27 markets with a high proportion of admissions coming from non-national markets. Most of the titles are action-driven blockbusters, but some more 'art-house' films also make it to the top 20.

Top 20 most exported EU27 theatrical films on TV (EU, 2023)

Rank	Title	Production year	Main producing country	# export countries	EU27 Admissions (000)	Share of non-national admissions
1	Taken 2	2012	FR	21	7 058	59%
2	Lucy	2014	FR	19	13 034	60%
3	The Transporter	2002	FR	19	1 508	65%
4	Taxi 5	2018	FR	18	4 152	12%
5	Madres paralelas	2021	ES	18	2 022	81%
6	Drunk	2020	DK	18	2 770	70%
7	Transporter 2	2005	FR	18	3 038	60%
8	Anna	2019	FR	18	1 403	48%
9	Astérix : le secret de la potion magique	2018	FR,	18	6 266	37%
10	Call Me by Your Name	2017	IT	17	1 716	71%
11	Renegades	2017	FR	17	292	83%
12	Loving Pablo	2017	ES	17	2 137	87%
13	Intouchables	2011	FR	17	39 873	51%
14	Competencia oficial	2021	ES	17	592	80%
15	Valerian and the City of a Thousand Planets	2017	FR	16	7 781	48%
16	The Son of Bigfoot	2017	BE	16	3 262	94%
17	Le Petit Prince	2015	FR	16	5 885	66%
18	Taxi	1998	FR	16	7 593	14%
19	Retfærdighedens ryttere	2020	DK	16	821	29%
20	Le loup et le lion	2021	FR	16	2 463	52%

Source: European Audiovisual Observatory analysis of media-press data

12 of the 20 most exported EU27 TV fiction series are children animated TV series, of which 11 had France as the main production country. The rest of the ranking is made of high-end television series.

Top 20 most exported EU27 fiction series on TV (EU, 2023)

Rank	Title	Main producing country	# export countries
1	Sisi	DE	20
2	Les Schtroumpfs	BE	20
3	Miraculous: Tales of Ladybug & Cat Noir	FR	19
4	ALVINNN!!! and the Chipmunks	FR	18
5	Maya the Bee	FR	16
6	Grizzy et les Lemmings	FR	16
7	Babylon Berlin	DE	16
8	Kommissar Rex	AT	16
9	Around the World in 80 Days	FR	16
10	Simon	FR	15
11	PJ Masks	FR	15
12	Alarm for Cobra 11	DE	15
13	Mush-Mush & les Champotes	FR	15
14	Barbapapa en famille	FR	15
15	Find Me in Paris	FR	14
16	Molang	FR	14
17	Anna et ses amis	FR	14
18	Candice Renoir	FR	14
19	Moominvalley	FI	14
20	Das Boot	DE	14

Source: European Audiovisual Observatory analysis of media-press data

15 of the 20 most exported EU27 documentaries were historical documentaries.

Top 20 most exported EU27 documentaries on TV (EU, 2023)

Rank	Title	Main producing country	# export countries
1	Les coulisses de l'histoire	FR	17
2	Wüstenkönige - Die Löwen der Namib	AT	14
3	Roman Megastructures	FR	15
4	Apocalypse : Hitler attaque à l'Est	FR	15
5	Ancient Engineering	DE	15
6	Vatican: The Timeless City of Popes	FR	15
7	Mégapolis	FR	15
8	Chasing the Rains	FR	14
9	Ancient Egypt: Chronicles of an Empire	DE	14
10	Tombs of Egypt: The ultimate mission	FR	14
11	Ancient Apocalypse	DE	14
12	Lost Cities of the Trojans	FR	14
13	Apocalypse : Hitler attaque à l'Ouest	FR	14
14	Le mystère de la Sainte Lance	FR	14
15	Planet of Treasures	DE	14
16	Europe's New Wild	NL	14
17	Ancient Superstructures	FR	14
18	Ein Tag in Auschwitz	DE	14
19	Die Alpen	AT	13
20	Dans la peau du légionnaire romain	FR	13

Source: European Audiovisual Observatory analysis of media-press data

More information:

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