



#DSM

Digital Single Market

LUMIERE VOD - Directory of European Films

The Directory of European Films is one of the flagship initiatives of the Digital4Culture strategy.

Launched by the European Commission and the European Audiovisual Observatory, the new directory will allow professionals, public authorities and citizens to access information on European films and their online availability through video-on-demand (VOD) services in all countries of the European Union.

→ European films still lack visibility and are often not readily accessible on online VOD platforms.



European films represent around **29%** of all films available via VOD – by contrast, American films constitute around **50%**.

Around **62%** of European films recently released in cinemas are available through VOD. However, this is only the case in an average of 4.7 countries.



European films need to be more accessible on the various online VOD platforms.

There is no dedicated directory of European cinematic works online, although initiatives in this regard are growing at national level.

Yet Europe is a major player in world cinema:



More than 18 000 films were produced in Europe between 2007 and 2017.



Total production volume in Europe has risen by 47%, from 1 444 feature-length films in 2007 to 2 217 in 2017.

The European audiovisual sector was worth some €112 billion in 2017.

According to a Eurobarometer survey, 9 out of 10 Europeans take the view that culture, cultural exchanges and intercultural dialogue should have greater prominence in the EU. And we are seeing changes in the way we consume media, and exponential growth in the VOD market:

According to Digital TV Research, VOD subscriptions are set to increase by 409 million between 2017 and 2023 to reach 777 million subscribers around the world.

