Pay-VOD in Germany - Forecast 2016-2021

German video-on-demand market insights - Sample
Berlin, July 2016

Prof. Dr. Klaus Goldhammer | Dr. André Wiegand | Goldmedia GmbH Strategy Consulting
Klaus.Goldhammer@Goldmedia.de | Andre.Wiegand@Goldmedia.de | www.Goldmedia.com
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German Pay-Video-on-demand Forecast 2016-2021
Online video market classification & focus

Environment of the German video-on-demand market structure

Focus of the report & Methodology

- The report focuses on legal Pay-VOD services marketing content in Germany (T-VOD, EST, S-VOD)
- Ad supported VOD (A-VOD), public broadcast catch-up, Pay TV, Hotel VOD & B2B services are not included in the analysis
- All market estimates were discussed upfront with market experts for further substantiation in June 2016

- The forecasts on revenues for T-VoD, S-VoD and EST-Services for 2021 is mainly based on:
  - Primary & secondary market & database research, analyses of available industry data
  - Customer survey by Goldmedia Custom Research
  - Systematical top-down approaches for market estimation

Source: Goldmedia Analysis 2016 – Goldmedia Video-on-demand forecast 2016-2021
Pay-VOD Competition in Germany: 38 platforms – Majority still focusing on T-VOD and EST

Mapping of the Pay-VOD provider in Germany by revenue model, 2016

Source: Goldmedia Analysis 2016 by Provider information 06/2016

Providers are offering more VOD revenues models
Total Pay-VOD market: Netflix and Amazon boosts S-VOD growth; T-VOD & EST profit by shift to digital transactions

German video-on-demand market revenue forecast (gross), 2010-2021, in mio. EUR

T-VOD: Shift from physical to digital rentals results in rising numbers of T-VOD users, +X% from 2015 to 2021

Number of T-VOD users 2010-2021 in mio.

ø revenue per T-VOD transaction 2010-2021, in EUR

Key assumptions

ø revenue per T-VOD transaction 2010-2021, in EUR
Excel module containing all necessary analytics to develop and model your approach to the VOD market

Example #1: Front-end interaction

Example #2: Database module

Key features

- Active modeling options for sensitive market variables, custom-analytic functions and forecast mapping until 2021
- Additional custom scenario creation with a step-by-step guide – tailored to the demands of your enterprise
- Dynamic graphs, plots, dashboards and data timelines
- Compile, create and export detailed market reports in XML, CSV, PASW/SPSS, PDF and Pivot formats

Your benefits

- User-friendly navigation through rich market data and market modulation
- Put together merger and acquisition as well as strategic market forecasts for a rapidly growing market
- Evaluate and allocate budgets according to market fluctuations and forecast projections
- Identify existing market demand to quantify market potential for new VOD segments and products
- Be prepared for new market entries, technological disruptions and swift changes in a highly volatile market

Source: Goldmedia 2016
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Goldmedia GmbH Strategy Consulting
Oranienburger Str. 27 | 10117 Berlin-Mitte | Germany
Tel. +4930-2462660 | Order@Goldmedia.de

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**Standard version + workshop**: In addition to the report, Goldmedia also offers workshops. Are you interested? Please contact us.
The price varies due to company size and number of participants.

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Source: Goldmedia 2016