

A quarterly consumer study on the Dutch Video on Demand and Digital Music market. This in-depth study gives insights on the most important trends, developments and consumer behavior in the digital market and links the ownership of connected devices to digital entertainment content.



TRENDS IN DIGITAL ENTERTAINMENT

Q4 2015



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GfK

Digitalization has changed the way consumers watch video and listen to music incredibly in the last years. In December 5,3 million Dutch users uses one or more video on demand providers and there are 5 million users of streaming music services. In terms of revenue, digital has taken over physical now.

New parties are still changing the market and force the established industry to look into their business models. Compared to the last report subscription video on demand has increased enormously which causes a further tremendous decline of transactional video on demand.

With the study "Trends in Digital Entertainment" we offer a unique report giving relevant answers to professionals all over the media and entertainment industry.

Sneak preview:

- No further growth of the ownership of (mobile) devices in the 2nd half of 2015.
- However, more people watch VoD on a tablet/iPad, laptop/notebook or a smartphone. The number of people who watch VoD via a receiver/decoder declined significantly compared to December 2014.
- The further growth of Netflix has its impact on the usage of one service versus a combination of services
- More music streamers have a paid subscription compared to December 2014.
- Currently 59% of the Dutch population, in the age category of 18-34 year, is using one or more Video on Demand services. Compared to June 2015 this percentage was 54%.



What does it entail?

- Ownership and usage of connected devices
- Access to and usage of Video on Demand with crossings between:
 - Market shares and usage per provider
 - Consumer profiles
 - TVOD vs. SVOD and Films and series
- Access to and usage of Digital Music platforms with crossings between:
 - Music streaming and downloads
 - Market shares and usage per provider
 - Paid versus free
 - Illegal content
- All data is comparable/benchmarked with previous period showing trends

Want to participate?

- In 2016 The Netherlands will become part of the multi-country VOD market landscape study: GfK ViewScope
- More information about frequencies and fees will follow separately
- Fee €1.895,- (excl VAT)

More information?

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