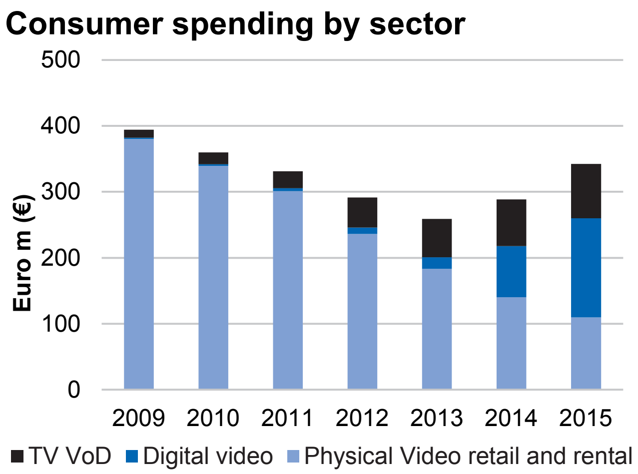
Netherlands

Netherlands key data

Population	16.9m
TV households	7.6m
Consumer spending on physical video software	€ 109.6m
Comparison with 2014	-21.7%
Consumer spending on digital video and TV VoD	€ 232.5m
Comparison with 2014	56.7%



Video market: Netherlands

		2009	2010	2011	2012	2013	2014	2015	14/15
General									
Population	m	16.6	16.6	16.7	16.7	16.8	16.9	16.9	0.3%
TV households	m	7.2	7.2	7.3	7.4	7.5	7.5	7.6	1.0%
DVD Video player/recorder	%	86.4	85.7	85.8	76.9	68.5	59.1	49.0	-17.1%
Blu-ray Disc player/recorders penetration	%	2.0	4.6	7.4	9.8	15.6	22.7	29.4	29.7%

Total video software market

		2009	2010	2011	2012	2013	2014	2015	14/15
CONSUMER LEVEL ALL VIDEO									
Total market figures include consumption of both physical and digital video									
Total spending on video	Euro m	394.4	359.5	331.0	291.3	259.0	288.4	342.1	18.6%

		2009	2010	2011	2012	2013	2014	2015	14/15
CONSUMER LEVEL PHYSICAL VIDEO									
Total market figures include consumption of legacy formats not broken out separately (eg,VHS, HD-DVD, UMD) where relevant.									
Total spending on physical video software	Euro m	380.2	339.4	301.2	236.3	183.3	140.1	109.6	-21.7%
Total spending on physical video retail	Euro m	342.5	309.6	282.0	224.5	175.9	135.3	106.7	-21.1%

		2009	2010	2011	2012	2013	2014	2015	14/15
CONSUMER LEVEL DIGITAL VIDEO (OTT)									
The purchase or rental of films and TV series delivered over the open internet through transactional models (also known as EST, DTO, Internet VOD) or on a subscription basis. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.									
Total spending on digital video	Euro m	1.8	2.5	4.1	9.4	17.5	77.5	150.1	93.8%

		2009	2010	2011	2012	2013	2014	2015	14/15
CONSUMER LEVEL PAY TV TRANSACTIONAL VOD									
The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services. These, paid for at the point of consumption, transactions occur only on set-top-boxes or through online services provided as part of a wider pay TV package to which consumers must subscribe prior to purchase. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.									
Total spending on TV VOD	Euro m	12.4	17.6	25.7	45.6	58.1	70.9	82.4	16.3%

Note 1: Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions.
Note 2: Historical numbers in this section may differ from those published in previous years owing to changes in IHS methodology.
Note 3: The current online figures are a snapshot of the market in May 2016. Figures are updated regularly and so it may not possible to compare directly to figures published after this date.

Source: IHS